



FERNDALE RISING ALTERNATIVES FOR ACTION

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WHAT YOU CAN DO TODAY TO HELP DOWNTOWN FERNDALE

In May and June 2010, the City of Ferndale, Ferndale Downtown Association, Ferndale Economic Development Commission, and Ferndale Chamber of Commerce held two public workshops to discuss issues affecting Downtown. Over three hundred comments were received. While there are many long-term problems that require careful planning, cooperation, and financial support, the majority of comments can be resolved simply – often by individual citizens and businesses, and often in a matter of minutes, with little or no expense. The City asks all Downtown business owners to review this sheet and to accomplish at least two of the items within the next thirty days – followed by two more in the next thirty days, etc.

1. Clean the area in front of your business daily or share the duties with neighboring businesses
2. Remove unnecessary clutter from your windows
3. Replace dying vegetation
4. Attend a Ferndale Downtown Association meeting
5. Do not park employer or employee vehicles on Main Street during business hours
6. Comply with one hour parking limitations, where posted
7. Remove temporary or banner signs except during temporary promotion and sales periods
8. Utilize alternative routes during peak congestion times – Exit 260 (Slater Road) and Exit 263 (Portal Way) may reduce trip times for many commuters
9. Install attractive, all-weather vegetation in empty planter boxes
10. Replace fading paint and make non-structural repairs to facades
11. Participate in Chamber of Commerce events
12. Planning a major improvement (expansion, sign replacement, remodel, etc.)? Consult with City staff to identify permitting and design requirements (if any)
13. Add trees and landscaping to the perimeter of off-street parking lots
14. **Review the complete *Ferndale Rising: Alternatives for Action* report available at City Hall and online at www.cityofferndale.org**

CITY PROJECTS/ WHAT THE CITY IS DOING TO HELP DOWNTOWN FERNDALE

1. Traffic light recalibration – utilizing current traffic data, traffic timing will be adjusted to improve travel times
2. Main Street Improvement – installation of curbs, gutters, and sidewalks from Third Street to Washington Street (Phase II: Washington to Church Street)
3. Second Avenue Extension – establishment of an alternate travel route from Exit 263 to residential areas in the Church/Vista/Thornton region
4. Decreased water and sewer connection fees for Downtown development – connection fees have been cut almost in half for many residential development projects Downtown
5. Many non-structural façade improvements now require no permit fees
6. Review of existing Downtown zoning requirements
7. Remodel of Pioneer Pavilion (former Boys and Girls Club) for temporary location of Ferndale Public Library
8. Ferndale Downtown Association has repainted all waste receptacles and added several new street trees in the Downtown core
9. New nuisance ordinances allow the City to require vacant or unkept properties to be restored and/or cleaned up
10. Consolidated permit review: The City is in the process of reviewing all application forms and processes to ensure a more rapid, efficient review of application materials
11. Identification of additional transportation improvements (long and short-term) that may relieve congestion Downtown
12. Establishment of additional ADA-compliant parking stalls on Main Street
13. With the help of volunteer crews, reclamation of vacant public land (alleyways, right of ways, railroad berms, etc.) through landscaping and maintenance
14. Establishment of “Downtown Design Manual” to assist business and property owners in remodeling and design ideas
15. Have another idea? Want to volunteer for the next volunteer work party? Contact the City directly at 685-2367 or find us on Facebook to share your comment!