

NON-RETAIL DESIGN MANUAL



CITY OF FERNDALE



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Introduction and Purpose

The City of Ferndale Non-Retail Design Manual supplements requirements of Ferndale Municipal Code Chapter 18.59 (Retail Design Elements and Guidelines) by providing visual and illustrative examples of structures and site designs which comply with the City’s regulations.

This manual, like the chapter itself, is intended primarily to allow for creativity and innovation within many of the City’s mixed-use or commercial zones, leading to developments which provide an attractive compliment to existing and new commercial projects.

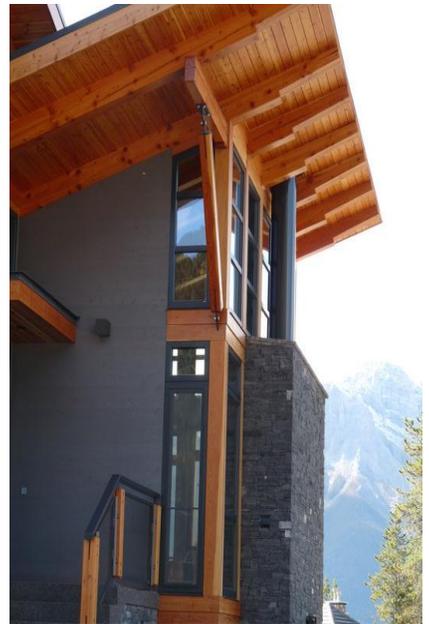
The City’s Non-Retail Design Elements and Guidelines chapter includes four primary goals:

- A. Promoting creative and functional approaches to building and site design.
- B. Administering design guidelines that are complimentary to retail guidelines adopted in Chapter 18.58, FMC but which also acknowledge the range of uses possible in these areas.
- C. Establishing regulations that allow significant flexibility for the purpose of functional and cost-effective design;
- D. Permitting the collective design of a variety of private and public structures to create a unique and attractive sense of place;

Within these purpose statements, a central contract between the City and applicants emerges: the City expects to be flexible when applying these designs – provided that the applicant is willing to be creative, respectful to adjacent development, and above all – creative in their design. Therefore, while this manual shows a number of specific development projects, the manual is not expected to be used as a design template. Instead, the manual is to be used as a depiction of what is possible in Ferndale, while the code itself is the vehicle through which these possibilities will be interpreted.

The City of Ferndale does not intend to use these code provisions as a vehicle to reduce the function of non-retail developments, or to require that these developments be designed in a manner which defeats the original purpose of the development. Additionally, the City rejects the concept of a “themed” approach to development.

The City’s Non-Retail design guidelines are intended to be flexible, and in many cases features of one design approach may be transferred to, or combined with, another design approach. For instance, many



of the design elements of Low Impact and Environmental Design are also found in Northwest Design, which in turn may be influenced by Industrial Agricultural design. Meanwhile, the City also recognizes that there may be very significant differences within one design approach. As an example, elements of Northwest Design (contrasting use of metal and wood, celestories allowing natural light, exposed beams) may be found in the architecture of 19th Century cannery buildings and 21st Century espresso stands – two very different design aesthetics, sharing similar materials in a variety of ways. Ferndale welcomes and encourages this flexibility and creativity.”

Finally, the City has intentionally sought to avoid standards that will result in repetitive design that is often the hallmark of design standards.

Applicability

All new non-retail commercial or industrial development within the City's Mixed Use Commercial, Regional Retail, Gateway or Residential Office zones is required to comply with Chapter 18.59 (Non-Retail Design Elements and Guidelines) or Chapter 18.58 (Retail Design Guidelines and Standards¹).

Exemptions. The City has also identified a number of activities that are exempt from full compliance with these requirements. While applicants may wish to voluntarily comply, the following are exempt from compliance:

1. Normal repair and maintenance of existing structures and sites.
 2. Tenant Improvements to existing structures valued at less than 25% of the assessed value of the structure.
 3. Structures and sites built in compliance with Chapter 18.58 of the Ferndale Municipal Code
- How to Use this Manual

How to Use this Manual

This manual provides additional visual details to the text contained within Chapter 18.59. Applicants are invited to review this manual for design ideas and to understand the manner in which the City of Ferndale interprets these code provisions. Since many of the requirements of the chapter describe design concepts that cannot easily be reduce to a few lines of text, illustrative exhibits and photographs are key.

The manual is designed to provide a number of illustrations that respond to each element described in Chapter 18.59. To the greatest extent possible, the City has sought to provide the reader with a range of alternatives without being overly-prescriptive. However, it should be noted that the photographs included in this manual for the most part avoid using existing buildings within the City of Ferndale as examples of good or bad design. In addition, none of the buildings depicted in this manual were designed based on the City's requirements. As a result, while the City may call out specific elements of a photograph that reflect the City's design elements, there may be other elements shown in the photographs that may not.

At the back of this manual is an example narrative template that may be used to describe the Design Approach or Design Elements that have been incorporated into the project design. This discussion, together with building and site plan drawings, will be utilized by the City to determine compliance.

¹ In most of these zones, retail development is required to comply with Ferndale Municipal Code 18.58, which includes standards that are generally more prescriptive (and restrictive) than the non-retail standards.

Process

The typical process to determine compliance with this chapter will begin prior to the submittal of application materials. In many cases, the applicant will initiate the process with an informal pre-application discussion with Community Development Department staff. This discussion will generally involve Chapter 18.59 and the need for compliance, and will lead to a review of this manual.

In many cases, the applicant will either describe their design concept or will arrive at a design concept based upon this manual. The City realizes that in some cases an applicant will be required to redesign or augment their original design with elements that will comply with these requirements. Ideally, these features will be added in an organic fashion enabling them to blend seamlessly with the original design.

Once the applicant has arrived at a design approach that they feel will meet the City's requirements, they will submit a design narrative to the City together with architectural renderings, examples of other buildings with similar design, or other information necessary to complete review. The narrative itself is an extremely important part of the City's review, as it will describe the applicant's vision and the manner in which the applicant believes the structural design achieves this vision.

If the City determines that the application achieves the goals of the Non-Retail Design chapter, the City will condition the permit or approval to ensure that the overall design is achieved and will forward the permit(s) for further processing subject to underlying review processes.

If the City determines that the design does not meet City requirements, City staff will contact the applicant or their designer to discuss those elements that may not comply. These discussions are expected to be collaborative in nature, while respecting the rights of the applicant to determine the best design for their project.

In those cases where an applicant refuses to comply, or in the judgment of the Zoning Administrator fails to achieve the minimum standards anticipated, the Zoning Administrator may issue a final determination on the issue which may be appealed to the Ferndale Hearing Examiner pursuant to Ferndale Municipal Code 14.11.070. The City Council expects that the Zoning Administrator will exhaust reasonable options in seeking compliance prior to making this determination.

Minimum Criteria

The City of Ferndale has identified several model design approaches, or architectural styles. These styles (Americana, Northwest Design, Industrial Agriculture, and Low Impact Development) are described in more detail (throughout this manual) in order to provide specific guidance to applicants. Applicants may demonstrate that they have incorporated one or more of these design approaches into their proposal, or may identify or create an unlisted design approach which meets the following criteria:

Architectural Styles

Americana

Americana design embodies architectural designs from the early-to-mid 20th Century, re-interpreted based on new technologies and materials. This design typically utilizes brick, stone or other structural materials as a primary building façade. While these structures often feature multiple stories, significant emphasis is placed on the first story and may include large picture windows, large entryways a pedestrian-oriented feel along the street, and even color or material changes. Multi-paned glass is a predominant feature above the first floor, and rooftop features are utilized to hide mechanical equipment – or to accentuate the height of the structure. Permanent metal awnings and exterior lighting accentuate architectural or aesthetic features in inclement weather and at night. Americana Design is influenced by Modernism, Streamline Moderne, and Prairie School.

- A. Multiple windows, or paned windows, create an appearance of density or urban-ness.
- B. Ornamentation along rooftops, around windows and doorways frames the building and offsets the primary color or building material of the structure.
- C. With the exception of ornamentation and roofs, there is substantial symmetry in the overall design.
- D. Window sizes decrease, ornamentation increases with height to create the illusion of taller structures.
- E. Stone or brick is primary building material, wood or metal is used for accents.
- F. Horizontal vegetation or painted wall signs may be used to accent architectural features.



Americana – Design Element Examples

Multiple windows, or paned windows, create an appearance of density or urban-ness.



Ornamentation along rooftops



Ornamentation around windows and doorways frames the building and offsets the primary color or building material of the structure.



Window sizes decrease, ornamentation increase with height to create the illusion of taller structures



Stone or brick is primary building material, wood or metal is used for accents.



Horizontal vegetation or painted wall signs may be used to accent architectural features.



Industrial Agriculture

This approach typically includes sloped or mansard roofs juxtaposed by a smaller number of relatively large windows, often combining wood or metal as either the primary building material – or as a method to accentuate the primary building material. Depending upon the application, brick, sandstone, or limestone (or similar materials) may be used as the primary building material and may be used to evoke the spirit and design of mid-century railroad facilities, warehouses and factories. Depending on the proposed design, large overhangs and exposed beams may also be featured.

- A. Sloped, curved, or mansard roofs featuring dormers, cleftories, or second stories to break up the expanse of the roof.
- B. Exterior platforms, or the appearance of platforms, are framed by columns with even spacing along the building’s façade.
- C. Metal and wood are utilized simultaneously.
- D. Windows are typically square, or oriented vertically.
- E. Porticos, clock towers, and/or other rooftop features are used to break up roof expanses and add visual interest.
- F. Bay doors visible from the public right of way include similar architectural elements of typical doors.
- G. Silos, water towers, or other similar accessory structures (or design elements) may be incorporated into building or site design.



Industrial Agriculture – Design Element Examples

Sloped, curved, or mansard roofs featuring dormers, celestories, or second stories to break up the expanse of the roof.



Exterior platforms, or the appearance of platforms, are framed by columns with even spacing along the building's façade.



Stone, metal and wood are utilized simultaneously.



Windows are typically square, or oriented vertically.



Porticos, clock towers, and/or other rooftop features are used to break up roof expanses and add visual interest.



Bay doors visible from the public right of way include similar architectural elements of typical doors.



Silos, water towers, or other similar accessory structures (or design elements) may be incorporated into building or site design.

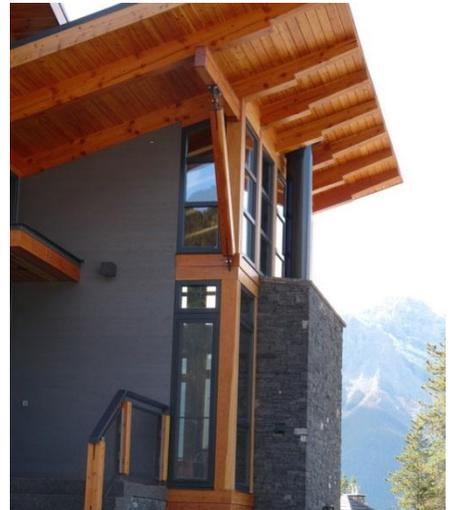
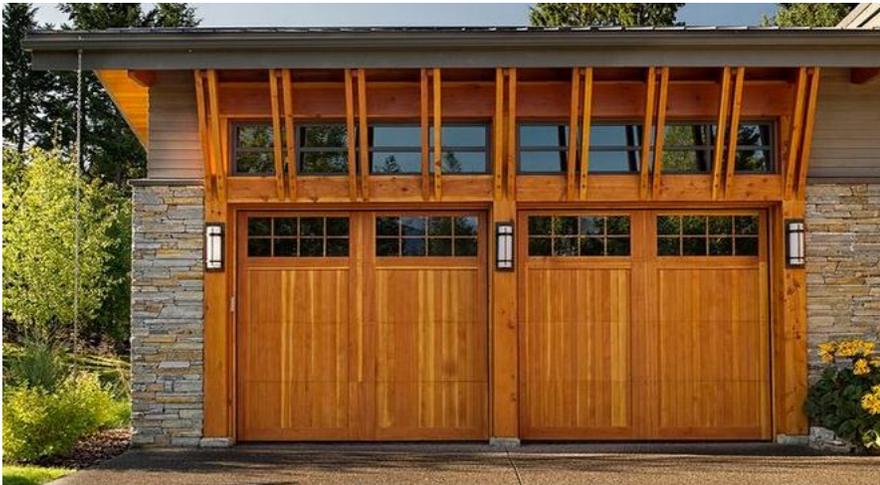


Northwest Design

Northwest Design seeks to incorporate the natural landscape as well as natural materials such as wood and stone into the overall design of the structure and surrounding area. Large windows are utilized to take advantage of light and may sometimes be used for passive solar heating. These windows also serve to create an external glow on grey days and at night. Northwest Design is also influenced by Japanese, Craftsman, and Arts and Crafts design.



- A. Bold use of contrasting/ complimentary materials – wood and stone, wood and metal, glazing, Interior lighting as a compliment to exterior
- B. Use of exposed (especially horizontal) beams
- C. Use of materials that enable structures to “glow” even in rainy weather
- D. Significant window cover at entryways, including floor to ceiling windows, sometimes with contrasting steel or wood beams.



Northwest Design Element Examples

Bold use of contrasting/complimentary materials – wood and stone, wood and metal, glazing, Interior lighting as a compliment to exterior



Use of exposed (especially horizontal) beams



Use of materials that enable structures to “glow” even in rainy weather



Significant window cover at entryways, including floor to ceiling windows, sometimes with contrasting steel or wood beams.



Low Impact and Environmental Design

Sites following the Low Impact and Environmental Design approach are directly informed by individual site conditions and opportunities. Buildings may be oriented to the path of the sun and windows or awnings are designed for more than aesthetic purposes. Skylights and windows enable natural lighting throughout much of the structure. Site design highlights curved walkways, integration of landscaping, stormwater and wetlands – where practical – and includes low-maintenance vegetation throughout. Building and site design includes, but is not limited to recycled and/or recyclable materials. Developments following this path may seek LEED or EAGLE status and frequently incorporate other design approaches, in addition to the environmental elements described below.

- A. Ample vegetation, exceeding landscaping standards adopted by Chapter 18.74 FMC and utilizing trees for natural cover from the elements. Landscaping with native plants of the Pacific Northwest reduces maintenance costs and the spread of invasive species.
- B. Curving, natural designs and avoidance of sharp edges. Use curves in landscaping, pathways, or building design to create areas such as a courtyard.
- C. Use of sustainable materials and if practical, local products.
- D. Utilize natural lighting by having large windows and skylights; also known as daylighting. Orient the building based on the rotation of the sun's path to maximize natural light to reduce the use of artificial light.
- E. Use permeable surfaces if practical, and design site with stormwater mitigation and wetland protection in mind.
- F. Add outdoor seating and gathering spaces for employees and customers.
- G. Pathways and sidewalks draw visitors and employees to the building entrance



Low Impact and Environmental Design Element Example

Ample vegetation, Landscaping with native plants of the Pacific Northwest



Curving, natural designs and avoidance of sharp edges. Use curves in landscaping, pathways, or building design to create areas such as a courtyard.



Use of sustainable materials and if practical, local products.



Utilize natural lighting by having large windows and skylights; also known as daylighting. Orient the building based on the rotation of the sun's path to maximize natural light to reduce the use of artificial light.



Use permeable surfaces if practical, and design site with stormwater mitigation and wetland protection in mind.



Outdoor seating and gathering spaces for employees & customers.



Pathways and sidewalks draw visitors and employees to the building entrance.



Alternative Design Element

The City's Non-Retail Design Requirements permit applicants to consider alternative design approaches that may not be included in the four model approaches described in this document and FMC 18.59. Recognizing that "flexibility" may sometimes be misinterpreted as "doing nothing," the City has established minimum criteria through which developments seeking an alternative design approach will be measured:

1. The design element element/ approach is visible from the public right of way.
2. The design element uses materials or colors that are distinct from but complimentary to the primary siding material.



(Above) Structure uses a variety of materials and colors to compliment the primary siding material. (Right and below) Structures feature one material in one color.



3. The design element/approach departs or modifies traditional typical building design by providing additional articulation to the structure.



(Left) has no articulation or color change. **(Below)** While remaining functional as a warehouse, the three structures include material change, color change and articulation along right of way.

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4. The design element/approach has been incorporated into the overall design and achieves a specific purpose, which may be functional or simply decorative.

5. At a minimum, the design element/approach is utilized throughout the façade area(s) visible from the public right of way, or is of sufficient size to serve as a focal point of the structure.

6. The design element/approach engages with the abutting street(s) in a manner which portrays street-facing facades as the front or side of the building, rather than the rear of the building.



7. Signs, whether attached to the building or freestanding, shall be at a scale and height that does not overwhelm the building itself.

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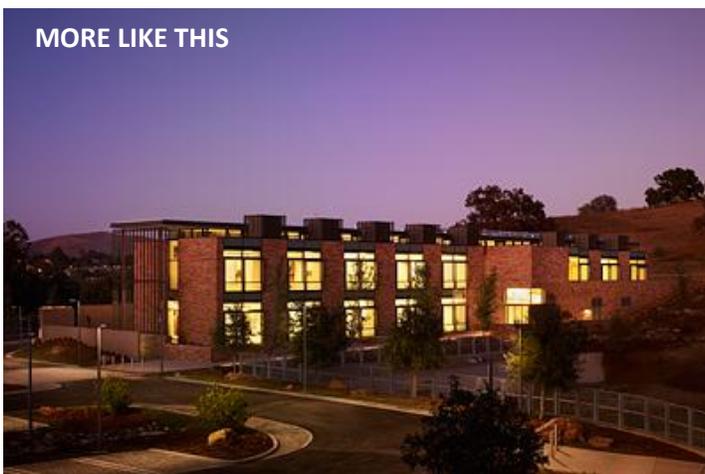


NOT THIS



8. Landscaping, lighting and overall site design shall be utilized to enhance structures within the site by lessening the appearance of blank walls, accentuating architectural features, and softening the site in general.

MORE LIKE THIS



NOT THIS



What Not to Do (Examples)

(Below, Top) Building as shown provides very little articulation facing the street and does not engage with the street in any way. The only design element along the street is the awning, which is very small compared to mass of the building.

Vegetation is distributed randomly and has no relationship with the building itself. Almost no symmetry in the location of windows and doorways when compared to the building itself. No rooftop ornamentation.



(Left) Building provides no articulation or engagement with the street. Signage has no relationship to building architecture. No landscaping has been utilized to frame the building, and the only lighting is for security purposes above the doorway.

(Below, Top) No engagement with street, no articulation, material change or color change. May be appropriate in the rear of buildings not visible from the public right of way.



(Left) Remodeled building has removed all windows facing the street. This modification, together with the lack of vegetation or articulation, creates a brick wall at the intersection of two streets that is unwelcoming to pedestrians and unattractive for the whole community.

Sample Narrative



Narratives provided to the City of Ferndale should include the name of the applicant, the name of the designer (if different from the applicant), the name of the project and the design approach (Northwest Architecture, Americana, other, etc.)

The narrative should describe the project goals overall as well as how these goals may or may not be reflected in the building or site design.

Ex.: We intend to construct a facility that will be the primary location for our business while at the same time providing space to grow over time. We are a family-oriented business and have reserved space on the side of the facility for picnic tables and a playground for our employees and their families. Since the building looks out over a wetland area, the majority of our windows are oriented in that direction, which also provides natural light for the majority of the day.

The narrative should describe the manner in which the building has been designed to meet the functional needs of the business.

Ex: Our business requires both office and manufacturing space in different areas. The manufacturing space includes materials that may be flammable and as a result is designed in a manner that does not lend itself to significant architectural modification. This space also requires roll up bay doors for our fleet vehicles. Our office space is both physically and aesthetically separated from our manufacturing space through the use of significant window glazing.

The narrative should describe the manner in which the building seeks to comply with the chosen design approach.

Ex: We sought to follow the “Americana” design approach because we felt that it best-reflected development in small cities. Since our office space abuts the street on one side we wanted to provide our employees (and people on the street) the ability to look outside/inside. It brings new life to the street.

We used a brick veneer for the majority of our siding to give it an old-time feeling, but tried to use some modern influences by introducing metal accents on the bottom floor of the building, at the second floor balcony and in a couple of other locations. This approach is very similar to buildings that we’ve seen in Seattle that were built at the turn of the century, but updated to match new technologies. We think that our building looks like it could have been a firehouse at some point in time. It may be difficult to tell in

the picture, but some of the vegetation hides larger picture windows on the bottom floor. These windows will be larger than the windows above.

We believe our proposal complies with the code as follows:

A. Multiple windows, or paned windows, create an appearance of density or urban-ness.

There are nearly 20 windows facing the street. Approximately 50% of our bottom floor facing the street is windows.

B. Ornamentation along rooftops, around windows and doorways frames the building and offsets the primary color or building material of the structure.

We use dark metal to offset windows, which provides a contrast to the brick that covers most of the façade. We are also including a raised roof/portico with celestory windows to provide natural light.

C. With the exception of ornamentation and roofs, there is substantial symmetry in the overall design.

The building is composed of several different elements, each of which has substantial symmetry. The raised portico is slightly off-center and is linked by the balcony to provide some horizontal connectivity. Even though each side of the building is not a carbon-copy of the other side, everything relates to everything else.

D. Window sizes decrease, ornamentation increases with height to create the illusion of taller structures.

We are really emphasizing the portico as well as the relatively skinny and tall “wings” or “blocks” of the building to emphasize height. As a result, even though the building is fairly wide the fact that the different components are not wide gives the illusion of vertical structures.

E. Stone or brick is primary building material, wood or metal is used for accents.

We used brick veneer for the primary building material, which appears to be identical to “real” brick. We used dark sheet metal for accents, and to bring a modern interpretation to the building.

F. Horizontal vegetation or painted wall signs may be used to accent architectural features.

We are using lights to highlight some of the architectural features and will include interior night lighting to emphasize the rooftop portico.

G. The narrative should discuss any unusual circumstance or significant element that should be considered when evaluating the design.

We may consider placing vegetation around to block the visibility of the bay doors, but would like to wait for a while to see if that area blocks visibility.