

# “Making Downtown a Destination”

## Ferndale City Center Plan Implementation Strategies

WWU Urban Planning & Sustainable Development Program

June 5, 2019

Pioneer Pavilion, Ferndale, WA



**Sustainable  
Communities  
Partnership**

# Presentation Overview

- Ferndale City Center Plan Elements:
  - Land Use & Urban Character
  - Affordable Housing
  - Mobility, Streetscapes & Parking
  - Plazas, Parks, Trails & Hazards Mitigation
- Opportunity Site Analysis
- Conclusion: Next Steps

# Ferndale: September 2018 - June 2019

## Studio I: Urban Design Methods

*Getting to know Ferndale:  
Research, Analysis, and  
Synthesis*

## Interim Concepts

*Community workshop 2:  
Sharing alternatives,  
receiving feedback*

## Final Concepts

*Community workshop 3:  
Sharing strategies, priorities,  
and funding sources*



## Studio II: Plan Development

*Community workshop 1: land  
use, mobility, parks, plazas,  
hazard mitigation and more*

## Studio III: Implementation

*Refining Concepts,  
Collecting Insights*

# Land Use & Urban Character Element

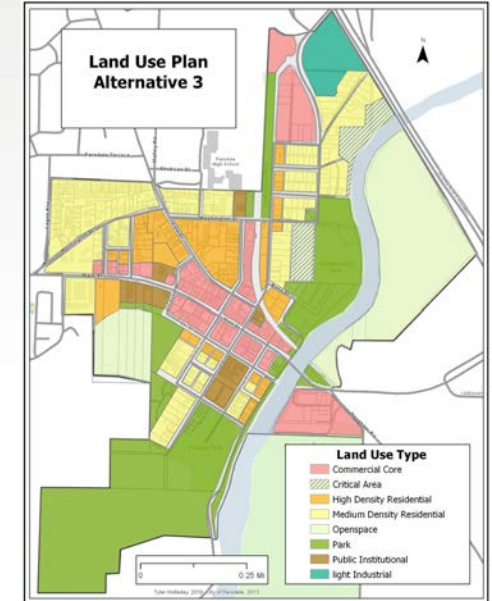
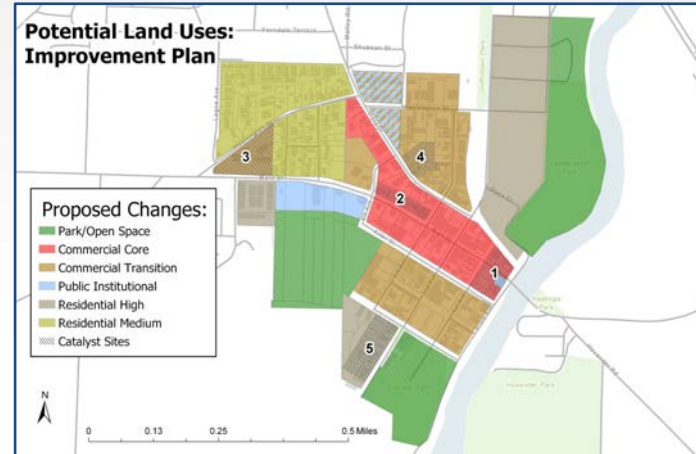
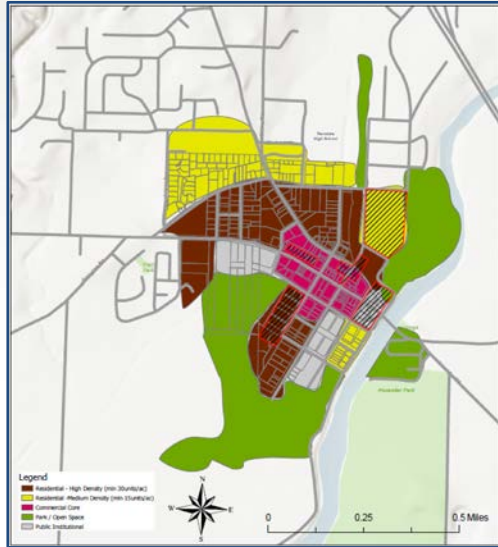
# Methods of Analysis

- Analysis of existing development
  - Commercial and residential
- Analysis of existing zoning
- Stakeholder involvement
  - Community meetings
  - Public sphere
  - Downtown businesses
  - Downtown Association
  - City officials

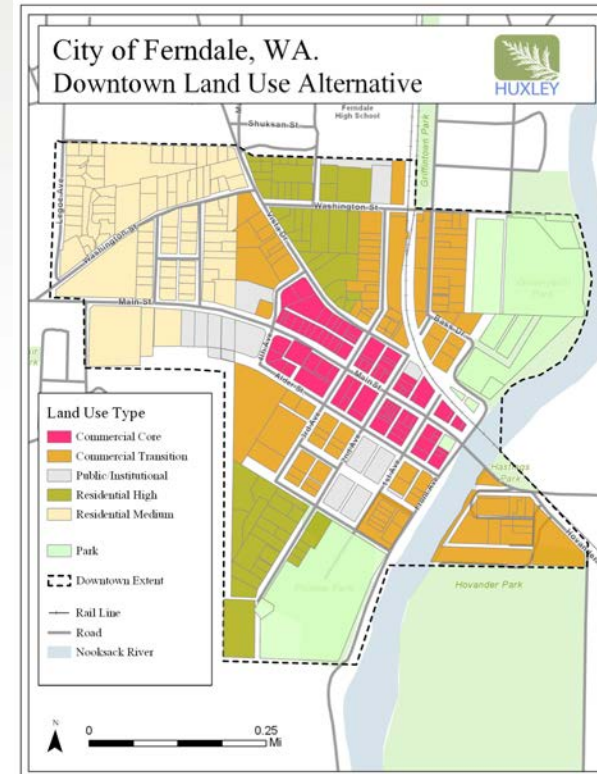
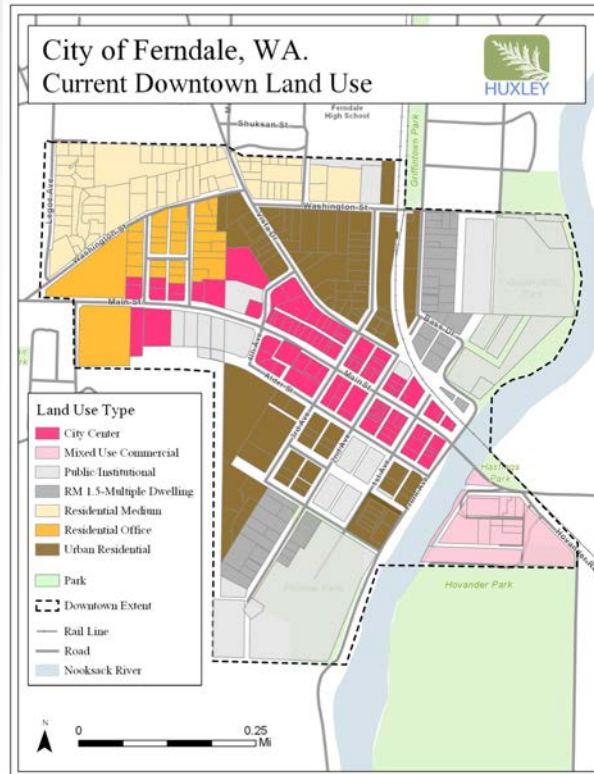




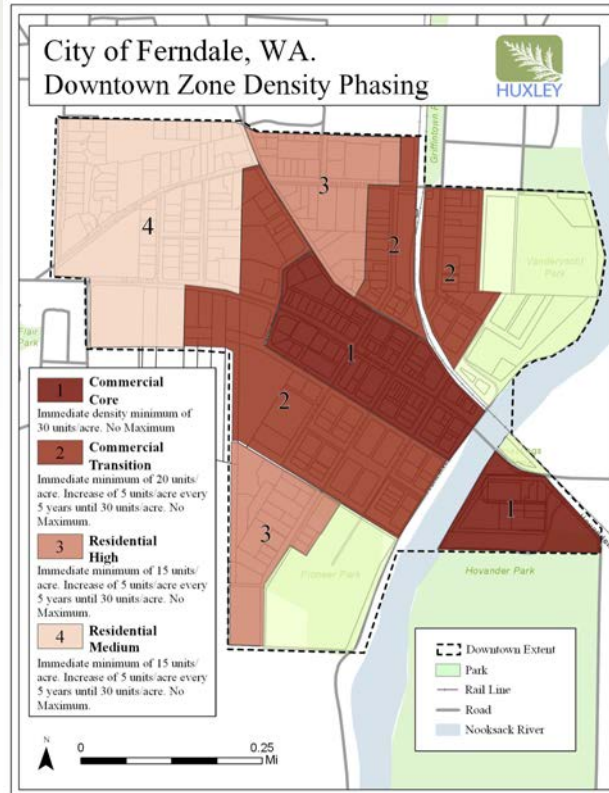
# Land Use Alternatives



# Current & Proposed Land Use



# Density Changes



Desired minimum density: 30 units/acre

Phasing: additional 5 units/acre every 5 years

No density maximum.

1. The **Commercial Core** zone should immediately implement a minimum density of 30 units/acre.
1. The **Commercial Transition** zone should immediately implement a minimum density of 20 units/acre.
1. The **Residential High** zone should immediately implement a minimum density of 20 units/acre.
1. The **Residential Medium** zone should immediately implement a minimum density of 15 units/acre.



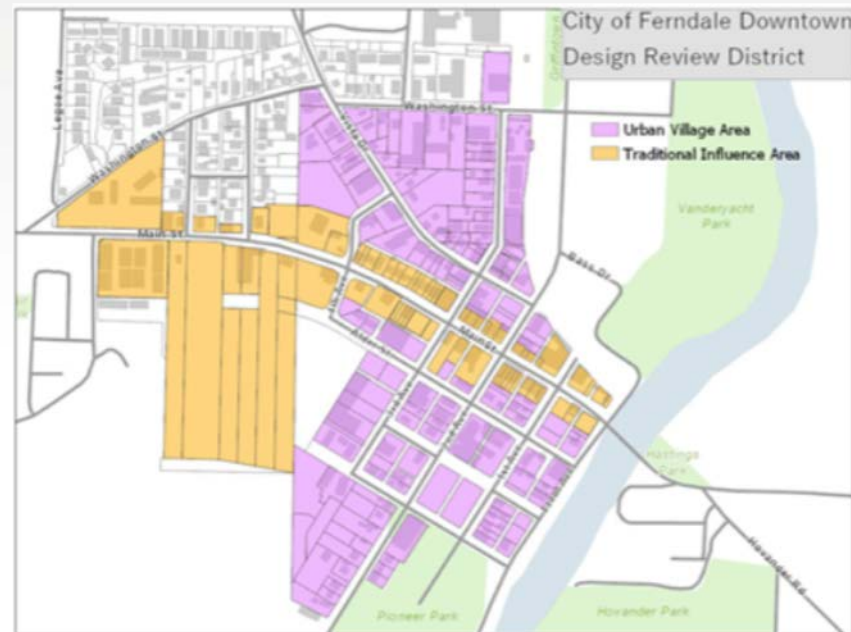
# Phasing and Incentives

## Phase 1: Establish Mainstreet Urban Character

- ❑ Implement design code with specific attention to Traditional Influence design overlay.
- ❑ Main Street America - Partnership

## Phase 2: Diversify Housing Stock

- ❑ Revise zoning code - focus on higher residential development and residential mixed-use development
- ❑ Implement density phasing
- ❑ Density Bonus incentives



# Density Bonus and Funding

## Phase 2: Density Bonus Program

- ❑ Provides an increase in allowed housing units per acre, floor area, or height. A certain percentage of those Increased housing units need to be affordable.
- ❑ Land Use element suggests limiting height to 70ft (4 stories) but will allow for increased height of a residential structure if a density bonus is used.
- ❑ Phase over 15-years - Percentage of affordable units should start at 12.5%.

## Phase 2: Funding Opportunities



**Department of Commerce**  
Innovation is in our nature.

Affordable Housing Element

## **Prioritizing and Implementing Generational Equity in Ferndale via Affordable Housing**

# Affordable Housing

## Need & Justification

- 54.52% of renters are overburdened in Ferndale
- “Ferndale’s population is aging and will demand a new supply of appropriate and affordable housing” (Ferndale Comprehensive Plan Chapter III-Housing)
- Downtown Revitalization Goal: Attract & sustain homeownership in downtown core

## Key Concepts

- ★ Scale of Economy
- ★ Equity
- ★ Momentum
- ★ Efficiency
- ★ Addressing & Preventing Homelessness





## Kulshan Land Trust Partnership

- preserving affordability by keeping land in trusts for permanent affordable housing options, producing generational affordable housing through fixed-price homes, parallel Downtown Revitalization
- “urban vitality”: blending affordable options into existing neighborhoods
- Momentum: enhancing affordable options every year by increasing number of affordable properties



## Housing Task Force + Home Fund

- monitor and assess housing needs in Ferndale and oversee Home Fund projects for affordable housing
- Case Study: Bellingham Home Fund via Housing Levy: *up to \$.50 per thousand dollar (defined as 50% or less of the county's median income) property tax levy* to develop a funding base for projects and efforts to enhance affordable housing ([RCW 84.52.105](#))



## Inclusionary Zoning and Bonus Density

- a share of new housing construction to be affordable to low/moderate incomes
- Reduce segregation



## Planning Process Incentives and Tools

- Waiving impact fees, building/planning fees, or discounting sewage and water connection fees
- building or planning modifications such as revising dimensional aspects (setbacks, heights, etc.) and parking requirements

# Affordable Housing

## Funding Sources:

### Property Tax Housing Levy

Ex: Bellingham Home Fund 10y period

- [RCW 84.52.105](#): up to \$.50 per thousand dollar (defined as 50% or less of the county's median income) property tax levy

### Grants

- Ex. Washington State Commerce Community Development General Purpose Grant
  - **Community Land Trust Model**  
Ex. Lopez Island Community Land Trust

# Mobility, Streetscapes & Parking Element

# Mobility Topics and Phasing

1. Street Network

2. Parking

3. Transit

4. Bicycle

5. Pedestrians

6. Multimodal Trail

1. Present-2 Years

2. 2-10 Years (Post-Thornton Bypass Short-Term)

3. 11-20 Years (Post-Thornton Bypass Long-Term)

4. 20+ Years





# Street Network

## Goals:

- Direct drivers around Main Street
- Slow down Main Street traffic - achieve a LOS D

## Methods:

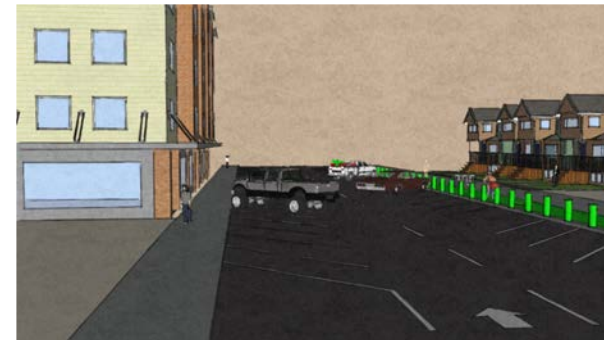
- Implement Intelligent Transportation Systems
- Main Street median
- Safe walking routes to Schools



# Parking

- Promote smart trips
- Collaborate with library for public parking
- Create angled parking along 1st and 2nd, avenues between Main and Alder streets
- Install automated parking system

**SMART  
TRIPS**



# Transit

- Build Private & Public Partnerships
- Conduct Data Analysis
- Implement New and Improved Fixed Route Services
  - AM & PM Refinery Shuttles
  - Mid-day Downtown Circulator
- Update & Improve Infrastructure
- Develop a Bus to Trails Campaign
- Adapt Services Based on Population Changes and Land Use Patterns



Figure 1: City Center Mid Day Route

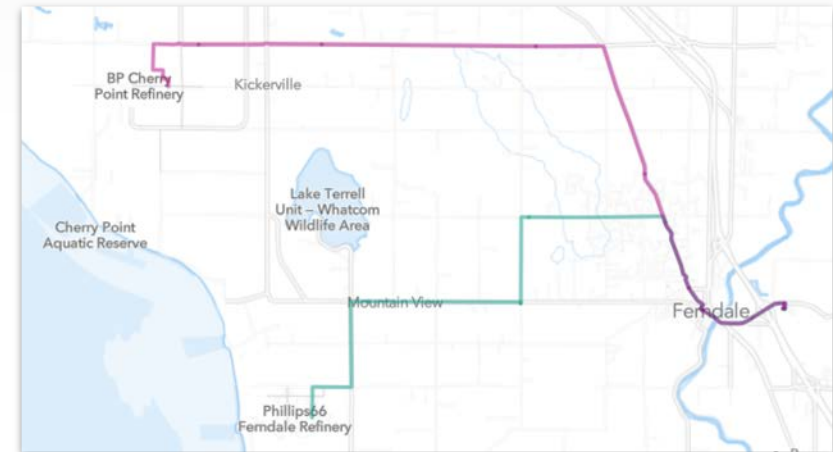


Figure 2: AM & PM Refinery Shuttles

# Bicycle

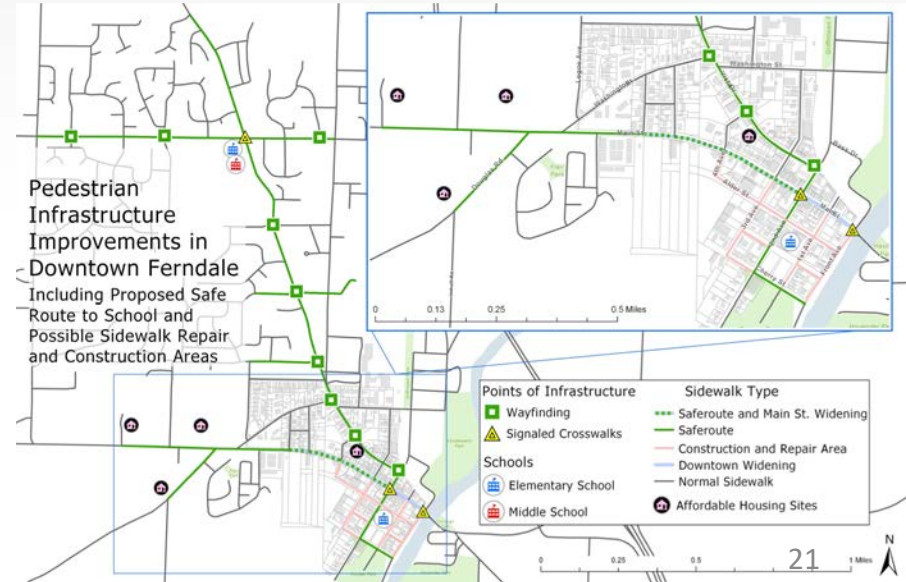
- Add painted bike lanes
- Develop protected bike lanes
- Run information campaign
- Introduce wayfinding
- Install bike racks
- Support regional trail connections





# Pedestrian

- Safe Routes to School
- Sidewalk connectivity (construction & repair)
- Main Street Sidewalk Widening (from 10' to 14')
- 2nd Avenue Pedestrian Mall/Plaza
- Pedestrian bump outs on bridge



# Costs

Street Network: \$41,786,020

Parking: \$92,202

Transit: \$17,770,000

Bicycle: \$653,905

Pedestrian: >\$9,228,434-\$16,229,998

Multimodal Trail: \$4,957,230

**Estimated Total: >\$70 Million**

# Funding

<b>Grant Name</b>	<b>Eligible Projects</b>	<b>Granting Authority</b>
<i>Better Utilizing Investments to Leverage Development (BUILD) Discretionary Grant</i>	<ul style="list-style-type: none"> <li>· 2nd Avenue Pedestrian Plaza</li> <li>· Main Street Bridge Bump Outs</li> <li>· Main Street Bridge Underpass</li> </ul>	USDOT
<i>Urban Arterial Program</i>	<ul style="list-style-type: none"> <li>· Main Street Median</li> <li>· Main Street Sidewalk Expansion</li> <li>· Bus to Trails Campaign</li> </ul>	WSDOT Transportation Improvement Board
<i>Surface Transportation Block Grant</i>	<ul style="list-style-type: none"> <li>· Painted Parking Stalls</li> <li>· Bicycle Infrastructure</li> <li>· Multimodal Trail</li> </ul>	WSDOT
<i>Safe Routes to Schools</i>	<ul style="list-style-type: none"> <li>· Safe Routes to School</li> <li>· Protected Bike Lanes</li> </ul>	WSDOT
<i>Transportation Alternatives Program</i>	<ul style="list-style-type: none"> <li>· Safe Routes to School</li> <li>· Painted Bicycle Lanes</li> <li>· Wetlands Boardwalk</li> </ul>	WSDOT

# Multimodal Trail

- Connect Ferndale Parks
  - Promote parking at Trail Heads
- Main Street Bridge Underpass
  - Alternative: Overpass Connection
- Library → Pioneer Park Boardwalk
- Public Input on Trail Route
- Safety precautions: Traffic Bollards
  - Rally Car Wash - Front Avenue
  - 2nd Avenue and Washington Street





# Plazas, Parks, Trails, & Hazard Mitigation Element

# Plazas

## Street Beautification

- Street trees
- Flower corners
- Parklets
- Street clock
- Sidewalk widening



# Plazas



# Plazas

## Alleyways

- Lighting
- Seating
- Greenwall
- Floral arrangements
- Repaving/painting





# Plazas





# Plazas

## Costs

	Total Cost	Funding Sources
Street Beautification	\$296,870	<ul style="list-style-type: none"><li>• AARP</li><li>• Southwest</li><li>• Made On Main Street</li><li>• Sidewalk Improvement Program</li></ul>
Alleyways	\$473,771	

# Parks



Phase 1 (within 2 years)	Phase 2 (2-10 years)	Phase 3 (10-20 years)	Phase 4 (20+ years)
Riverwalk beautification	Children & Community Garden	Picnic Shelter	Maintenance & Upkeep
Riverwalk seating & grills	Playground Equipment	Sports Courts	
	Fitness station		
	Restroom		
	Reroute frisbee golf		



# Parks

	Total Cost	Funding Sources
Park Amenities	\$395,568	<ul style="list-style-type: none"><li>• Washington Wildlife &amp; Recreation Program</li><li>• Youth Athletic Facilities</li><li>• Park Impact Fees</li><li>• Volunteer programs</li></ul>
Community Garden & Childrens Garden	\$20,941	<ul style="list-style-type: none"><li>• Farm to School Grant</li><li>• Land &amp; Water Conservation Fund</li></ul>

# Trails



Existing and Proposed Multimodal Trail in Downtown Ferndale



# Trails

Phase I (0-1 year)	Phase II (2-10 years)	Phase III (11-20 years)	Phase IV (20+ years)
Extending existing gravel path from south end of Riverwalk along river to Star Park entrance (connect to Pioneer Park trails)	<p>Extending Riverwalk Trail across Main Street over or under (see figures)</p> <p>Surface upgrades to gravel path from Phase I to porous, firmer surface</p>	<p>Trail upkeep and maintenance</p> <p>Ensure/improve ADA accessibility between new and existing trails</p>	Trail maintenance and upkeep



# Trails



Pedestrian overpass: Coupeville, WA



Hanging underpass: unknown location

# Trails

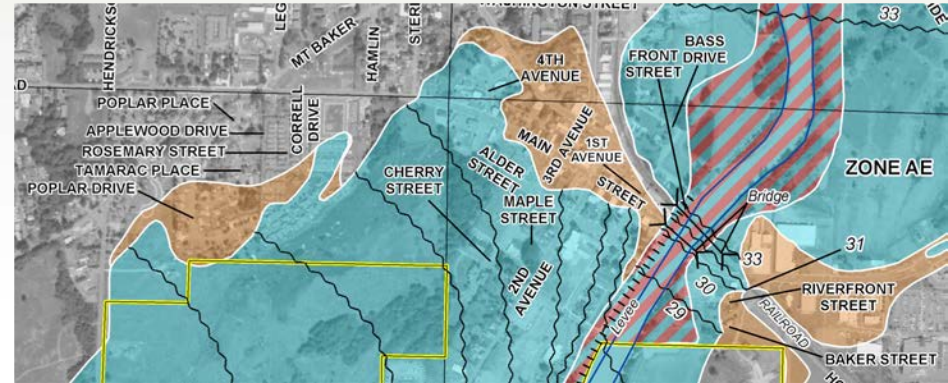
- Permeable trail surfaces
  - \$6/sq. ft. average
  - \$0.04-\$0.20/sq. ft. average upkeep
  - 25+ year lifespan
- Federal Highway Administration grants for Ferndale specific projects
  - Pedestrian/cyclist over and underpasses for extending riverwalk
  - Shared use trails
  - Trail maps
  - Construction and maintenance equipment



# Hazard Mitigation

## Mitigation Phasing

- Phase 1 (~2 years):  
Policy Reform
  - CRS Engagement
- Phase 2 (2-10 years):  
Infrastructure Improvements



# Hazard Mitigation

## Mitigation Phasing

- Phase 3 (10-20 years):  
Elevation
- Phase 4 (20+ years):  
Protect critical  
infrastructure and  
increase permeable  
surfaces



# Hazard Mitigation

## Costs

- Phase 2:
  - Drainage Ditches
    - \$5.50/sq ft - \$24.00/sq ft
  - Bioswales
    - \$5.50/sq ft - \$24.00/sq ft
  - Rain gardens
    - \$5.15/sq ft - \$16.05/sq ft
- Phase 4:
  - Wastewater Protection
    - \$20-30 million
  - Replacing asphalt with permeable material
    - \$8.00/sq ft - \$11.63

## Funding

- Floodplain by Design
- FEMA Pre-Disaster Mitigation Grant Program
- Safe Drinking Water Grants
- Flood Mitigation Assistance Grant Program (FMA)
- Flood Control Assistance Account Program (FCAAP)

# Opportunity Sites Analysis



# What are Opportunity Sites?

- Placed on land that is easy to change and develop
- Demonstrate Ferndale's potential
  - Designed to attract both developers and residents
- Larger scale projects
  - Other developments happen along the way!
- Ways that Ferndale can make itself known!

# Opportunity Site Phasing

- 1. Pedestrian Mall/Plaza (2 years)
- 1. Ferndale Gateway (2-10 years)
- 1. Mixed Use Main Street (2-10 years)
- 1. Mixed Use Grocery Store (10-15 years)



# Site 1: Pedestrian Mall and Plaza



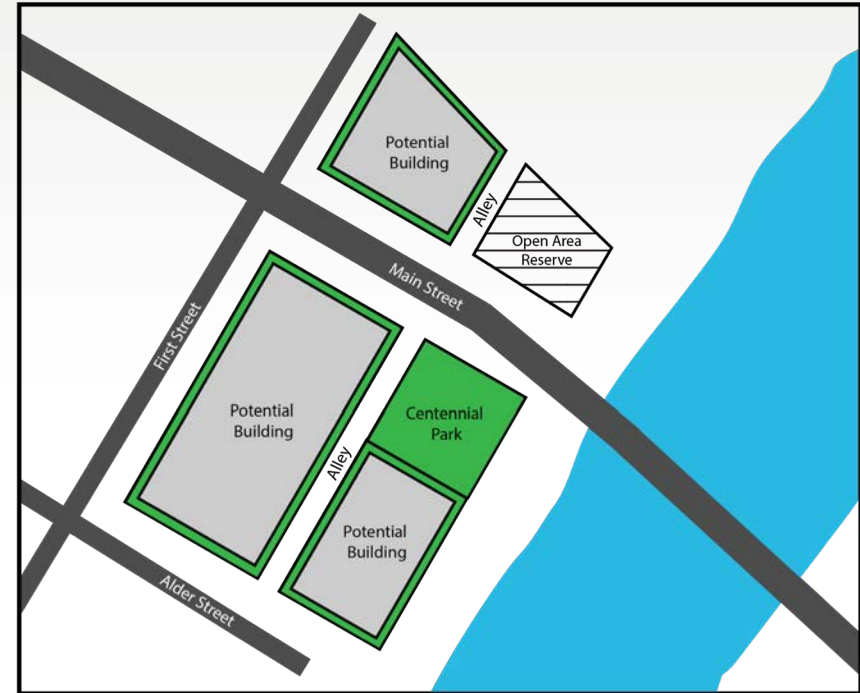
- Site acreage:  
Approx 1.5 Acres
- Estimated cost:  
\$295,384
- Amenities: Native plants, trees, benches, lighting, community gathering space

# Site 1: Pedestrian Mall and Plaza



## Site 2: Ferndale Gateway

- 3-4 Story mixed use buildings
  - Office, residential, commercial
- Site size: 1.7 acres total north and south of Main Street.
- 66,000 sqft. building footprints
- 76 possible residential units
  - Substitute with Office/Comm.
- 2 possible clock tower positions
- Potential cost to develop:
  - \$10,218,614 for all parcels





# Site 2: Ferndale Gateway Design 1





# Site 2: Ferndale Gateway Design 2



# Site 3: Mixed Use Housing



- Site acreage: 1 acre
- Building square footage: 22,000 sq ft.
- Number of units: 30 units
- Number of parking spots: 80
- Estimated cost: \$8,889,192

# Site 4: Mixed Use Grocery Store



- Currently strip mall on 3rd Ave.
- Site Acreage: 1.76 Acres
- Estimated cost: \$7,230,154 - \$8,665,453
- Building sq. footage: 15,000 per floor
- Number of units & size: 50 units at 900 Sq. Ft.
- Number of parking spots: 127

# Seize the Momentum!

- Working together, Ferndale's residents & the city can steer the future of its downtown core through code revisions, street improvements, and hazard mitigation
- The opportunity sites can inspire Ferndale's downtown revitalization by
  - Creating & Enhancing Public Spaces
  - Providing Attractive & Affordable Housing
  - Adding Amenities and Attractions (Trails, Pedestrian & Bicycle Networks, Parks & More)

## Question? Comments?

Please complete the  
short survey:

- Identify next steps
- Identify priorities

## Thank You!

The Ferndale Community, and the following individuals:

Honorable Jon Mutchler (Mayor), Jori Burnett (City Admin.), Haylie Miller (Comm. Dev. Dir.), Jesse Ausbaugh (Planning), Rilely Sweeny (Pub. Works), Sara Fassett (Chamber), Francine St Laurent (AVT Consulting), Ramon Lianos (Land Dev. Eng.), Jon Rockwood (Rockwood Realty), Lindsey McDonald (WWU Sustainable Communities Partnership), Nick Zaferatos (WWU Urban Planning), and many others who made this work possible!