

Ferndale Community Presentation:



Neighborhood Centers Plan

Presentation Outline

Project Background

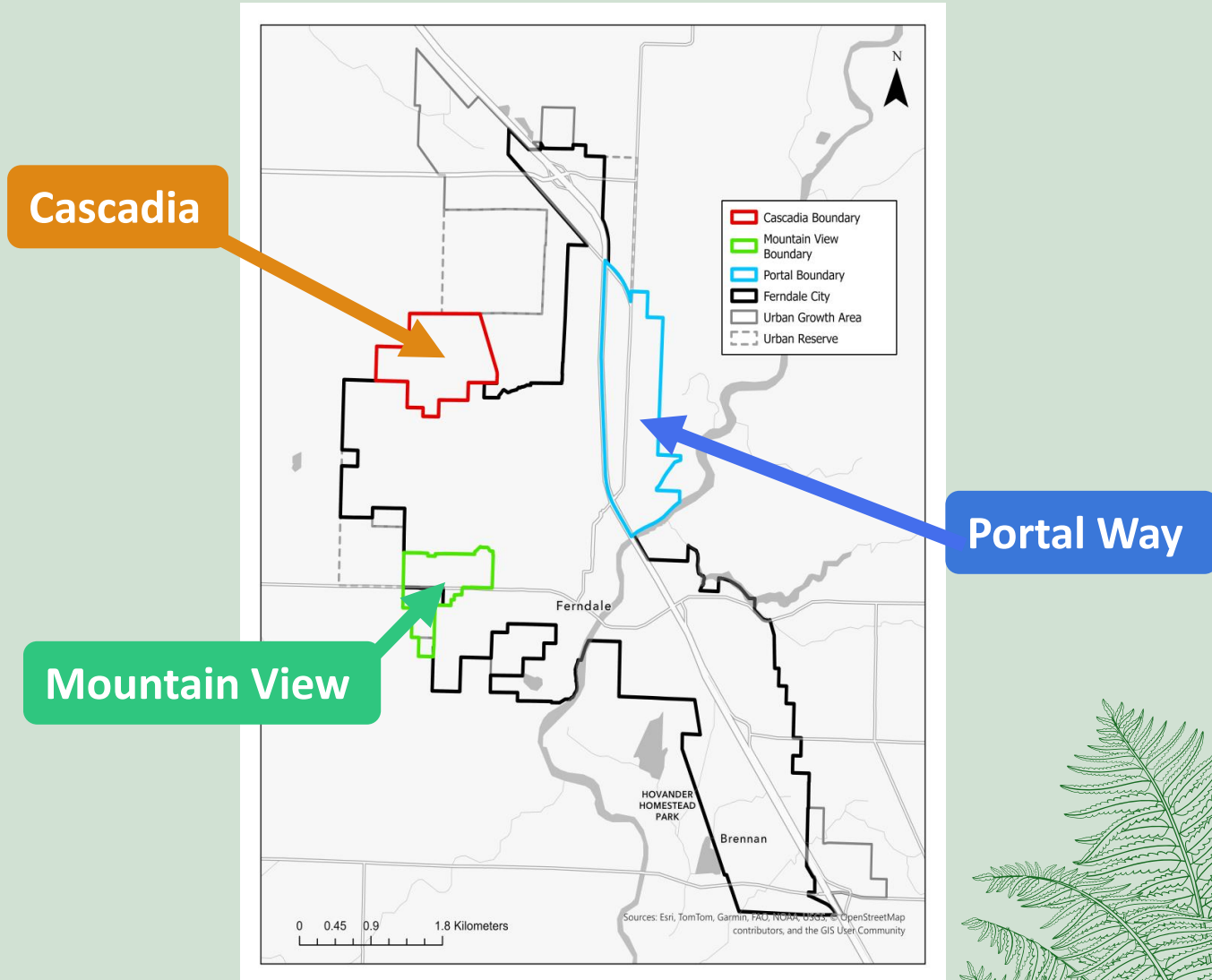
Community Workshop Findings

Neighborhood Centers Deep Dive

- Land Use
- Transportation
- Parks & Open Space
- Housing & Employment

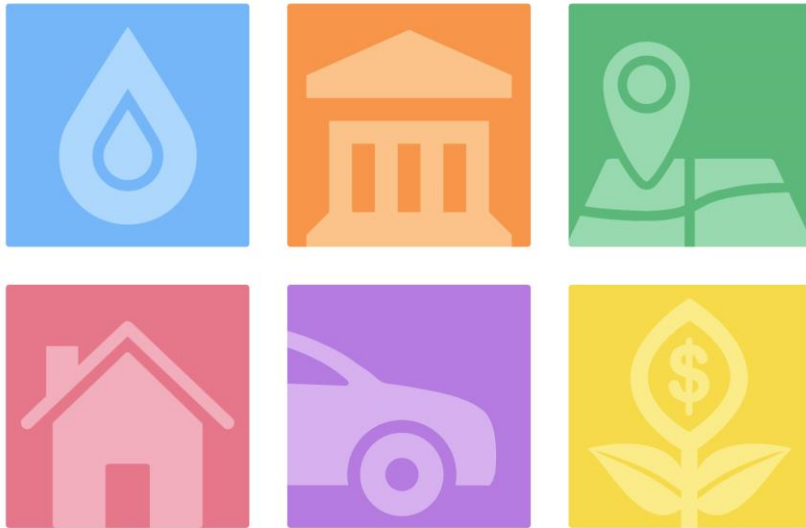
Discussion and Feedback

Neighborhood Nodes Map



Partnership Goals

CITY OF FERNDALE



COMPREHENSIVE PLAN 2045

Assisting Ferndale with its Comprehensive plan updates:

- Analyze and envision opportunities for **new neighborhood centers with middle housing and neighborhood commercial.**
 - Year-long *Urban Planning Studio*
- Comp Plan Community Survey.
 - *Community Development* course
- Code updates to support future growth.
 - Courses: *Land Use Regulations and Planning for Sustainable Communities*



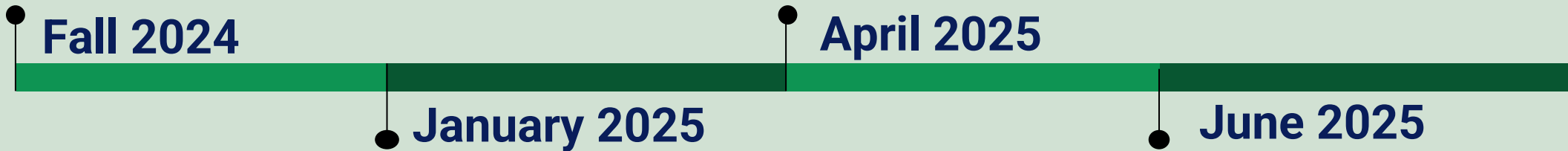
Studio Timeline: September 2024 - June 2025

Studio I: Planning Methods

- *Getting to know Ferndale:*
Research, Analysis, &
Synthesis
- ***Community Workshop 1:
Priorities***

Studio III: Implementation

- ***Community Meeting 3***
- Refining Concepts
- Revising Code
- Identifying Funding



Studio II: Plan Development

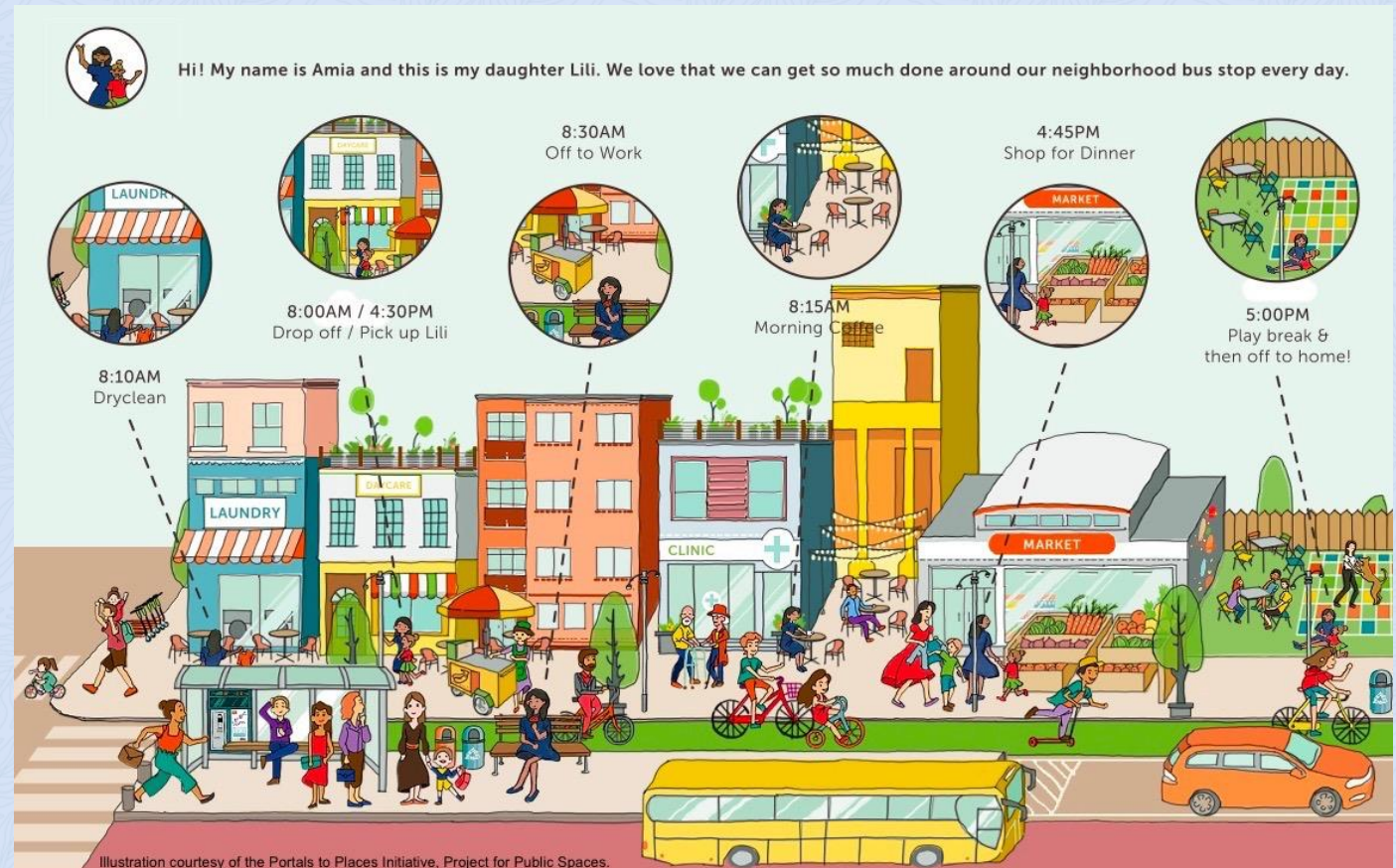
- ***Community Workshop 2:
Visioning***
- Alternative development

- ***Final Presentation***
- Sharing development
phasing, code revision
& design guideline
recommendations
- Incentives & Funding



Complete Neighborhoods & the 20-minute City

- Compact Urban Development
- Unique neighborhood centers
- Range of housing & services
- Range of transportation and mobility options



House Bill 1110

- Requires cities to allow a broader range of housing types in areas traditionally zoned for single-family homes.
- Aims to increase housing density and provide more affordable housing options
- Requires specific number of units by income band

Using Housing type to determine affordability, quotas were met through the inclusion of diverse housing types (see table)

Housing Type	Targeted Income Levels (AMI %)
Emergency/Supportive Housing	Below 30% AMI
Apartments	30-50% AMI, 50-80% AMI
Fourplex	50-80% AMI, 80-100% AMI
Triplex	50-80% AMI, 80-100% AMI
Duplex	50-80% AMI, 80-100% AMI, 100-120% AMI
Cottage	80-100% AMI, 100-120% AMI
Mixed-Use Residential	50-80% AMI, 80-100% AMI, 100-120% AMI
Townhomes	80-100% AMI, 100-120% AMI
Single Family/Small Lot	100-120% AMI, Above 120% AMI

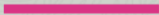



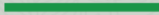





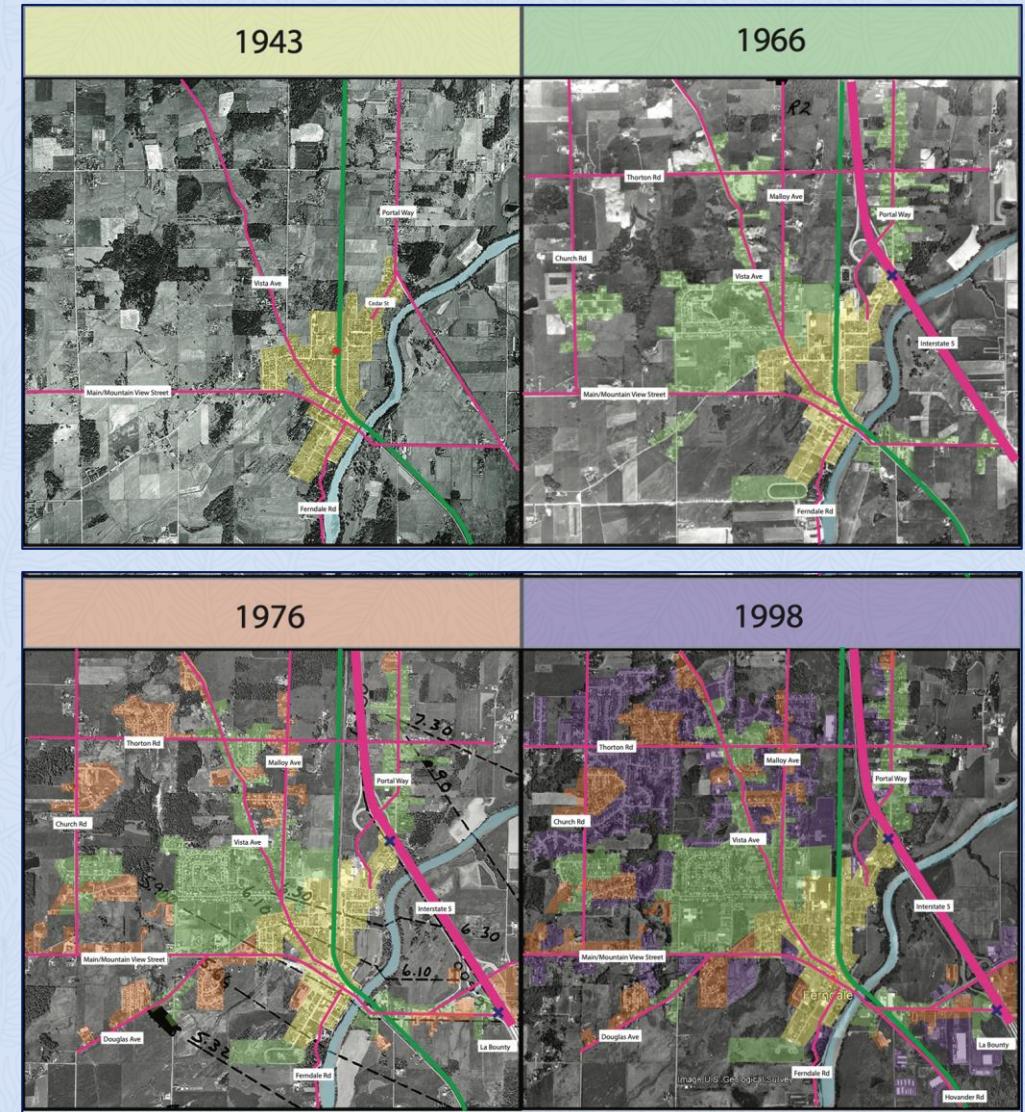
Change over Time

Historic Growth Maps

1943 - 1998

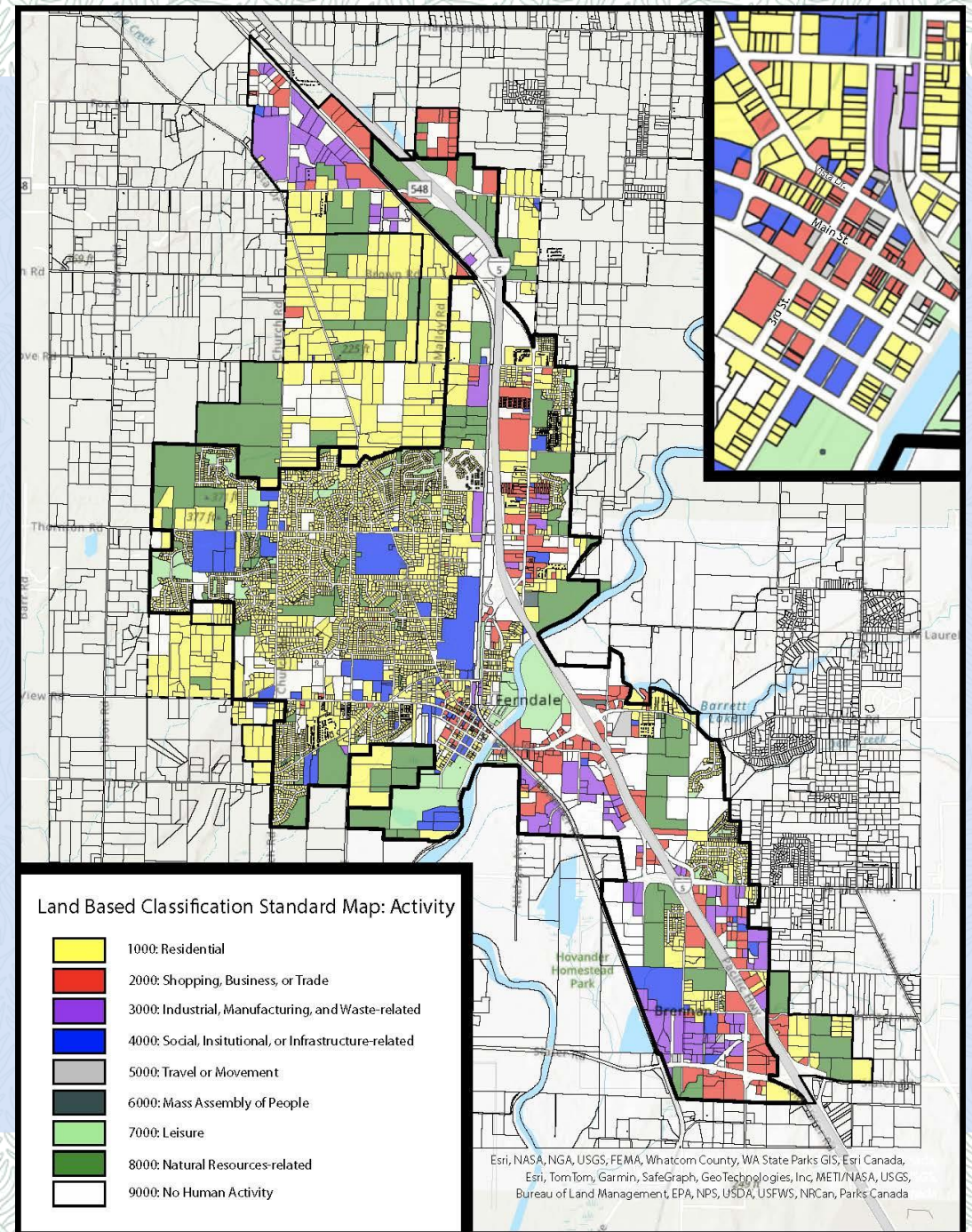
Legend

	Major Roadway		Development <1943
	Roadway Blockage		Development 1943-1966
	Rail Line		Development 1966-1976
	Train Station		Development 1976-1998

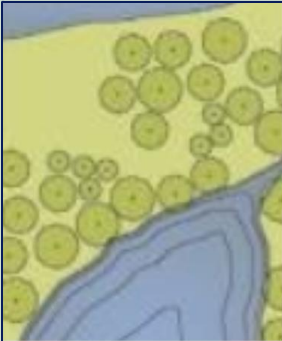
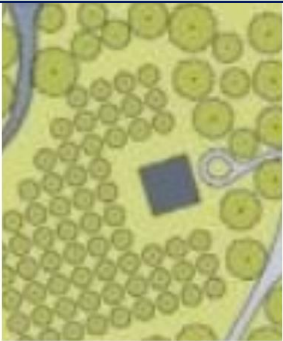


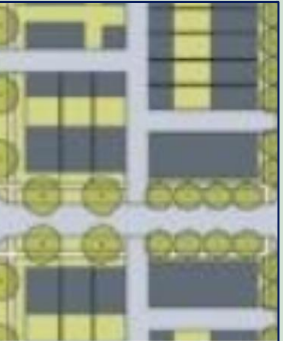












Activity Map

- Land Use by Parcel
- Industrial in North & South
- Residential – isolated from other uses
- Not a lot of park/open space or commercial uses in North Ferndale
- Slater/Portal – low access to services like government, schools, retail



Development Patterns in Ferndale

Natural	Rural	Suburban	Neighborhood	Urban Core
				
				
				
T1: Natural Zone Vista Dr	T2: Rural Zone Olson Rd	T3: Sub-urban Zone Mountain View Rd	T4: General Urban Zone Somerset St	T5: Urban Center Zone Main Street

The Transect, Source: Andres Duany, Elizabeth Plater-Zyberk. The Lexicon of New Urbanism. Time-Saver for Urban Design. D.Watson, A. Plattus, R. Shibley Fig. 5 Photo of the natural tunnel-roads in the area. By Dorina Papa



Community Workshop Results

Visual Preference Survey

Highest Scores



Image 1



Image 28



Image 31

Lowest Scores



Image 11



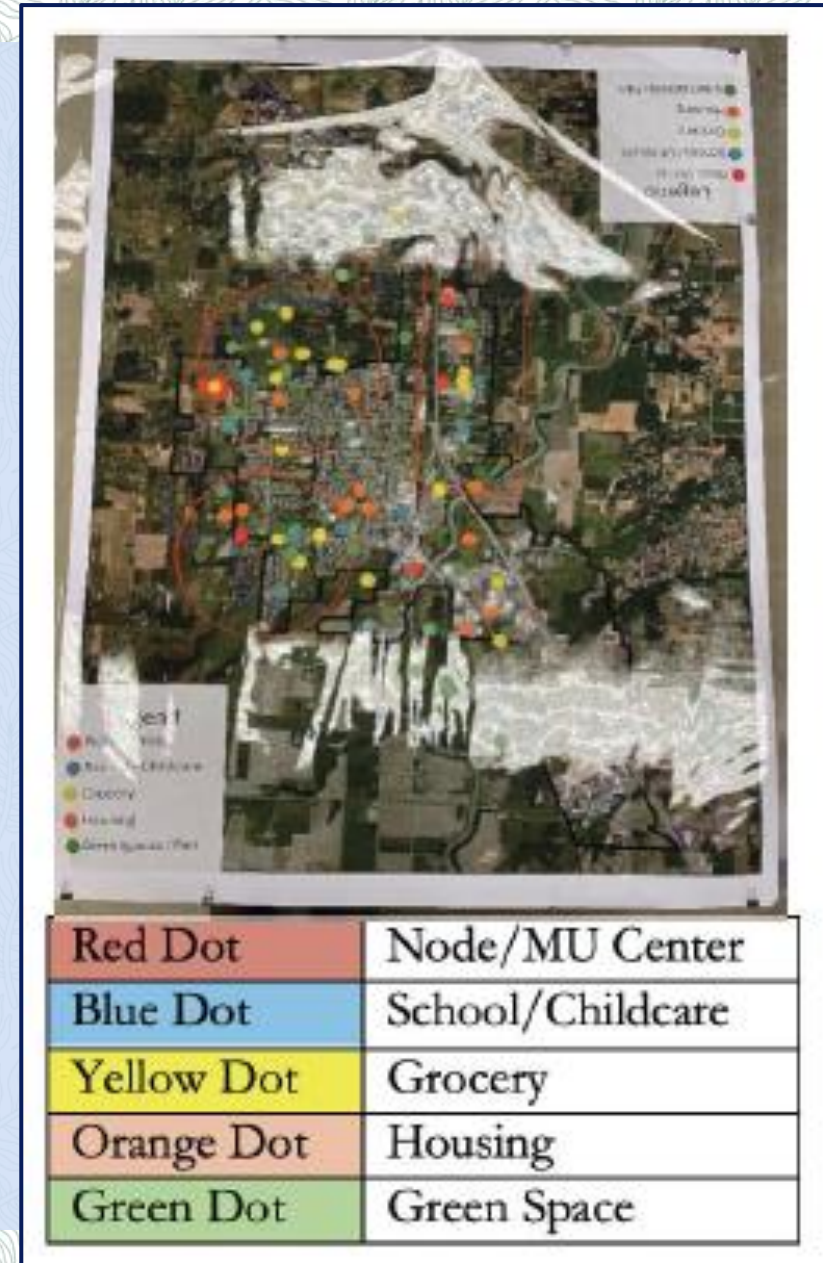
Image 15



Image 18

Community Services Preferences

- More grocery stores
- More services along Portal Way
- Access to natural areas
- More Housing & More Types
- Healthcare facilities



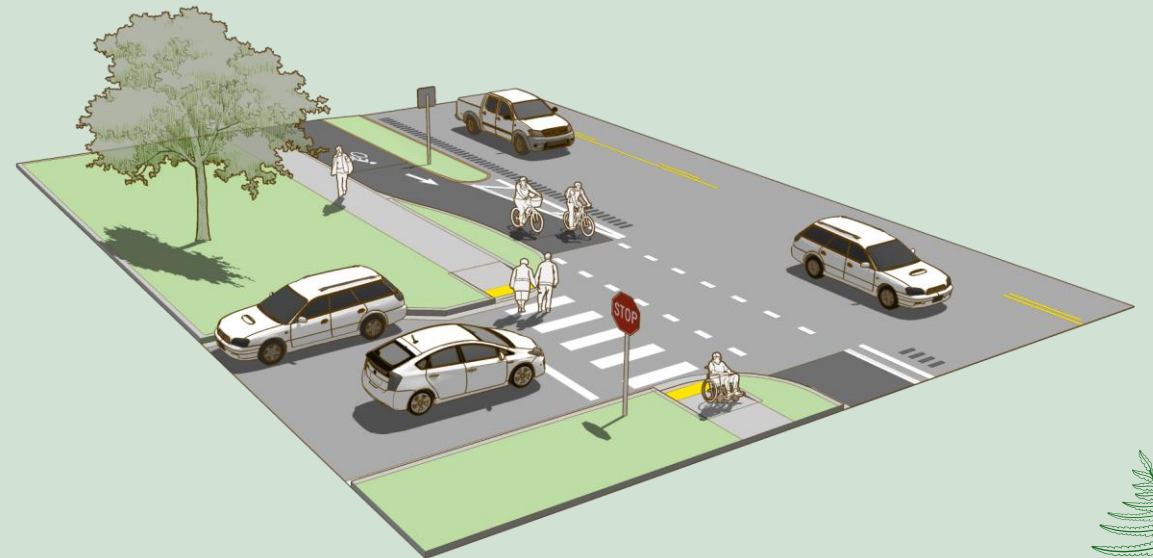
Mobility Results

Improved bus service

Pedestrian Accessibility

Traffic calming

Accessibility for new neighborhood nodes



Housing Density Preferences

Portal Way

Prefers
medium/high
density housing

Average Density:
27 units/acre

Mountain View

Prefers medium
density housing

Average Density:
23 units/acre

Cascadia

Prefers medium/low
density housing

Average Density:
18 units/acre



Feedback Form Instructions

In-Person Viewers:

- Complete paper form before you leave or complete online feedback form

Online Viewers:

- Scan QR code to complete online feedback form

QR Code:



https://www.az1.qualtrics.com/jfe/form/SV_b7VgNfVnKqS6KfI?Q_C_HL=qr

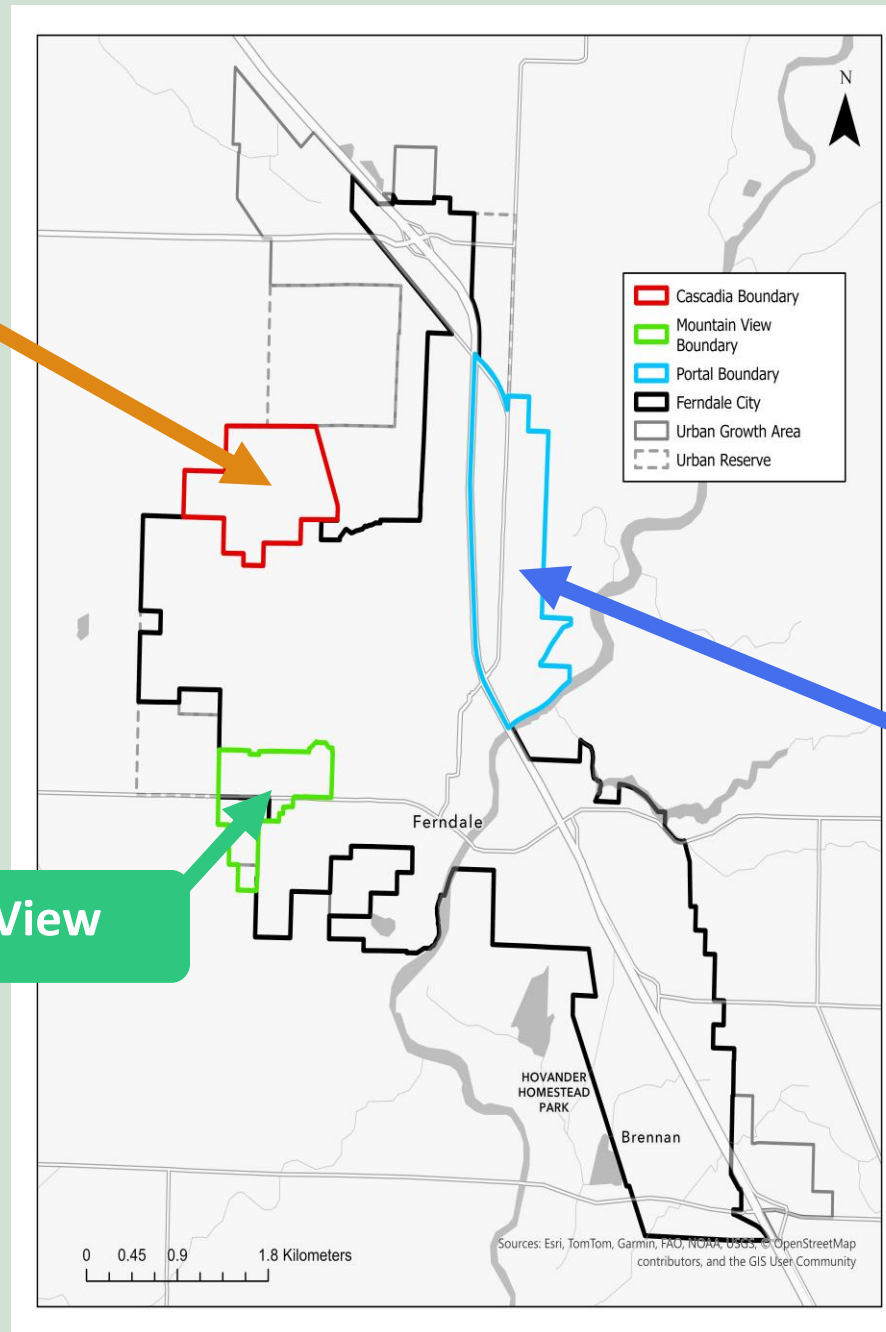


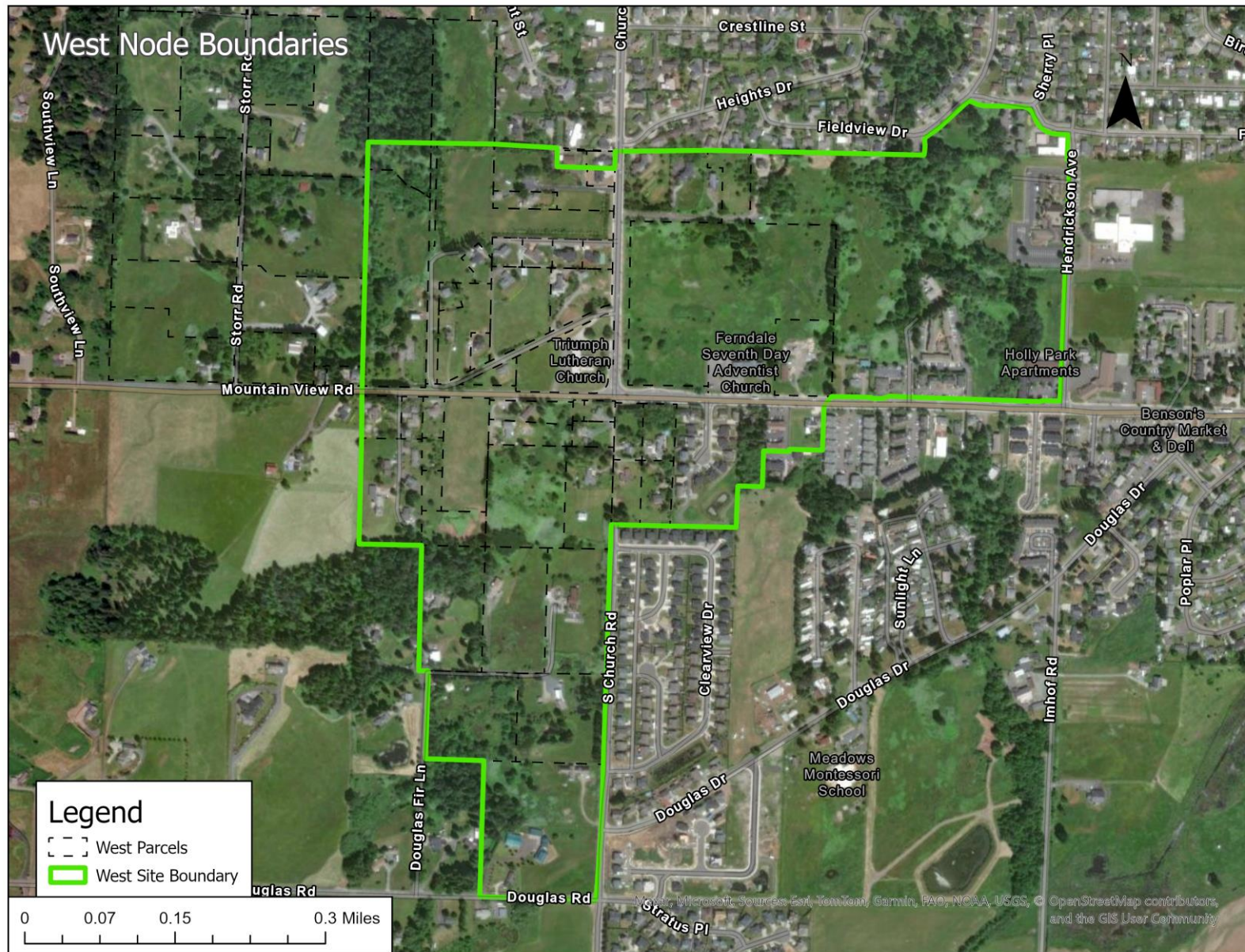
Future Neighborhood Centers in Ferndale

Cascadia

Mountain View

Portal Way

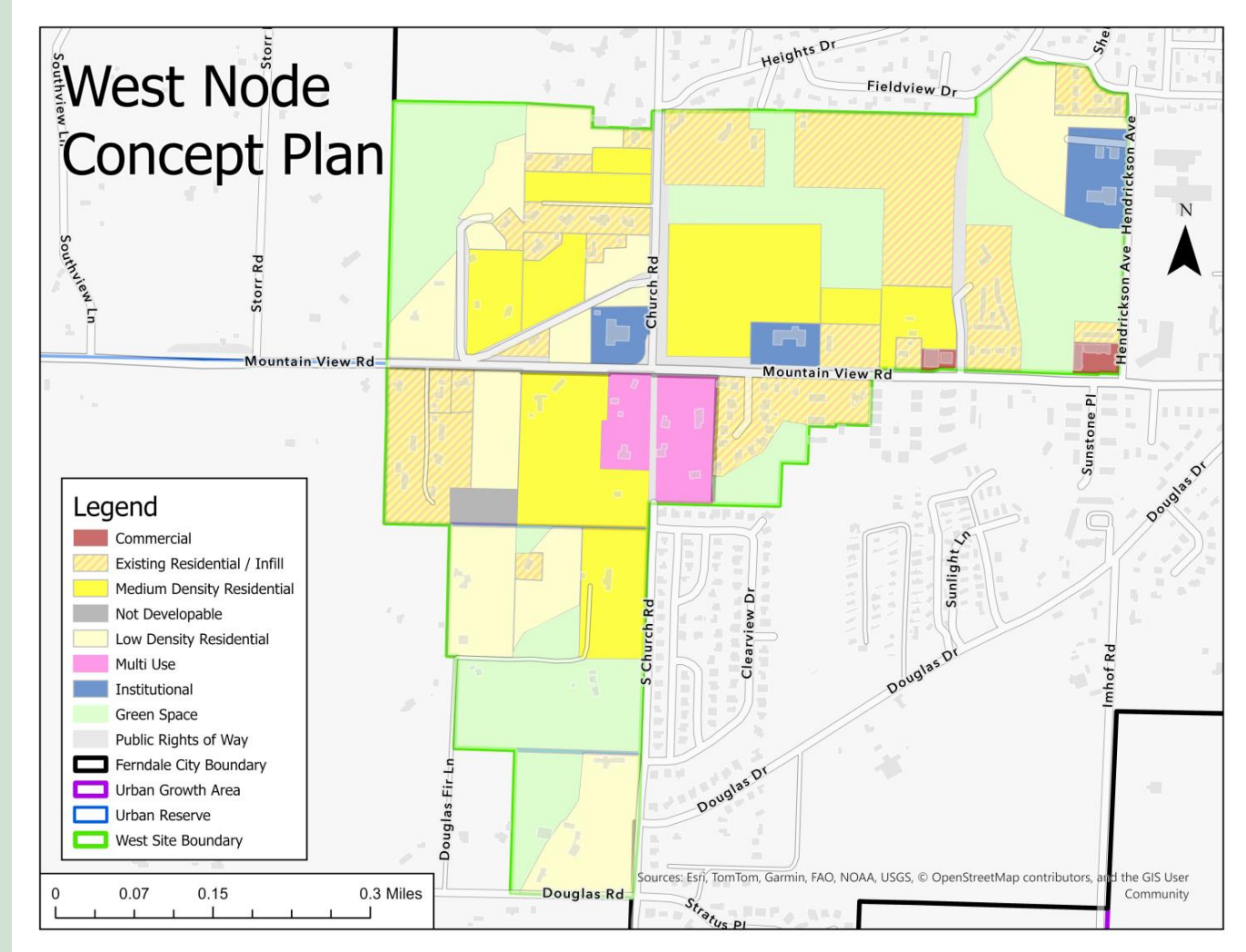




Mountain View Overview & Neighborhood Context

Mountain View Land Use & Civic Assets

Mountain View Concept Plan



Mountain View

Land Use Mix

Total Acreage	Developable Acreage	Developable Acreage - ROW
200 acres	80.3 acres	66.42 acres

Use	Dedicated Acreage	Percent of Dev. Acreage
Right-of-ways	16 acres	20%
Residential	61 acres	76%
Mixed-Use	5.5 acres	12%
Park/Greenspace	3.5 acres	6% (of total acreage)



Mountain View

Housing and Employment Projections

Commercial and Job Growth Projections

Added Commercial Space	New Retail Units	Projected Jobs Added
62,230 Square Feet	31	250

Housing Unit Projections

Mountain View Node	Total Housing Units	Net Density (Net Density [units/acre] = Total Housing Units/Developable Land Area (acres))
Total Developable Lands: 66.42 acres	1,594 units	24 DU/AC



Mountain View

Housing Projections

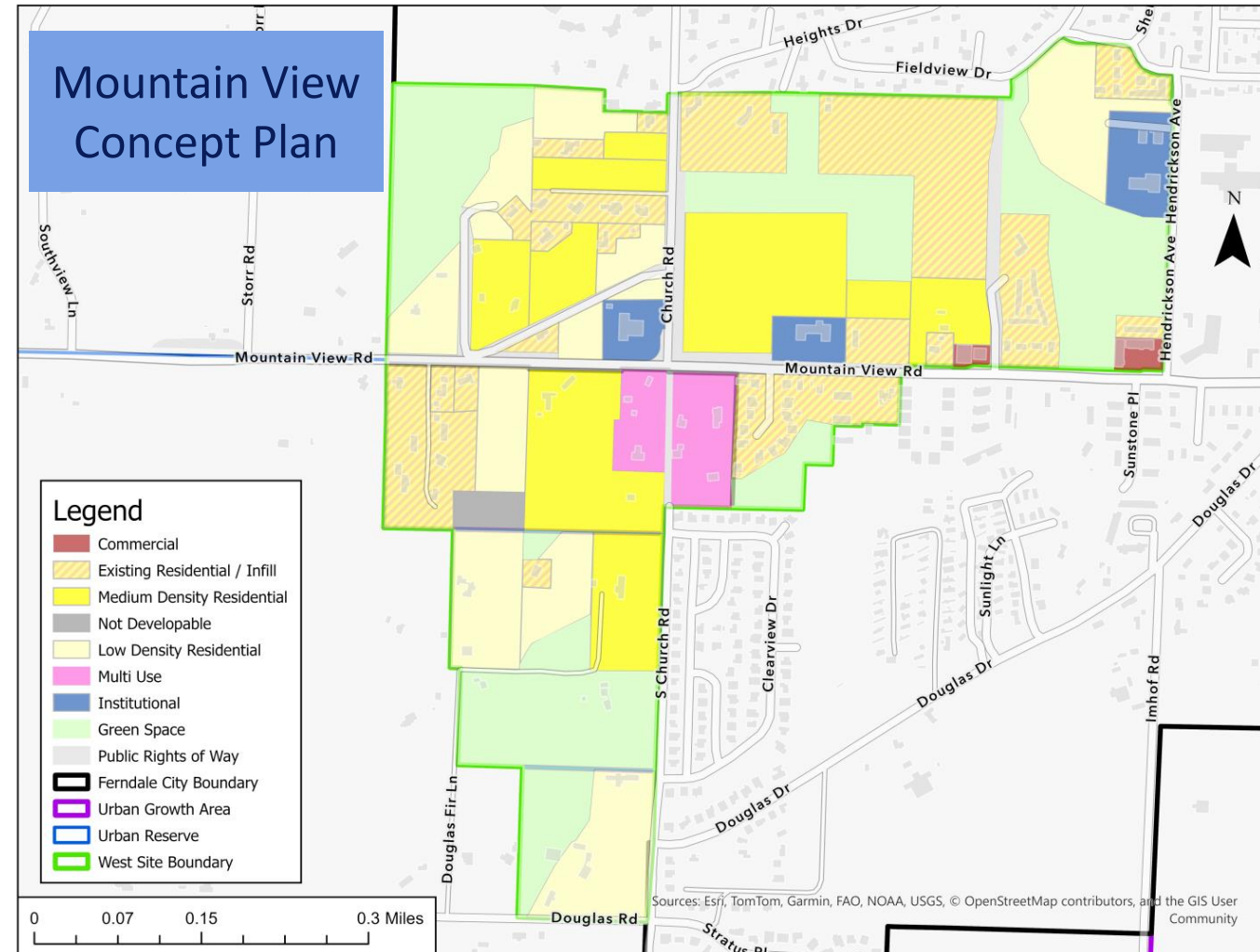
Unit Type	Total	Percentage of Total
Single Family	112	7%
Townhomes	292	18.3%
Multi-Family	420	26.3%
Apartments	770	48.3%
Total	1,594	

Income Band	Acres allotted per Income Band	Housing Unit per Income Band
Non-PSH	14.6	337.9
PSH	5.9	133.9
30-50%	12.2	282.1
50-80%	3.9	89.3
80-100%	2.7	62.2
100-120%	4.0	92.5
>120%	13.4	307.6
Emergency Units	0.08	1.6



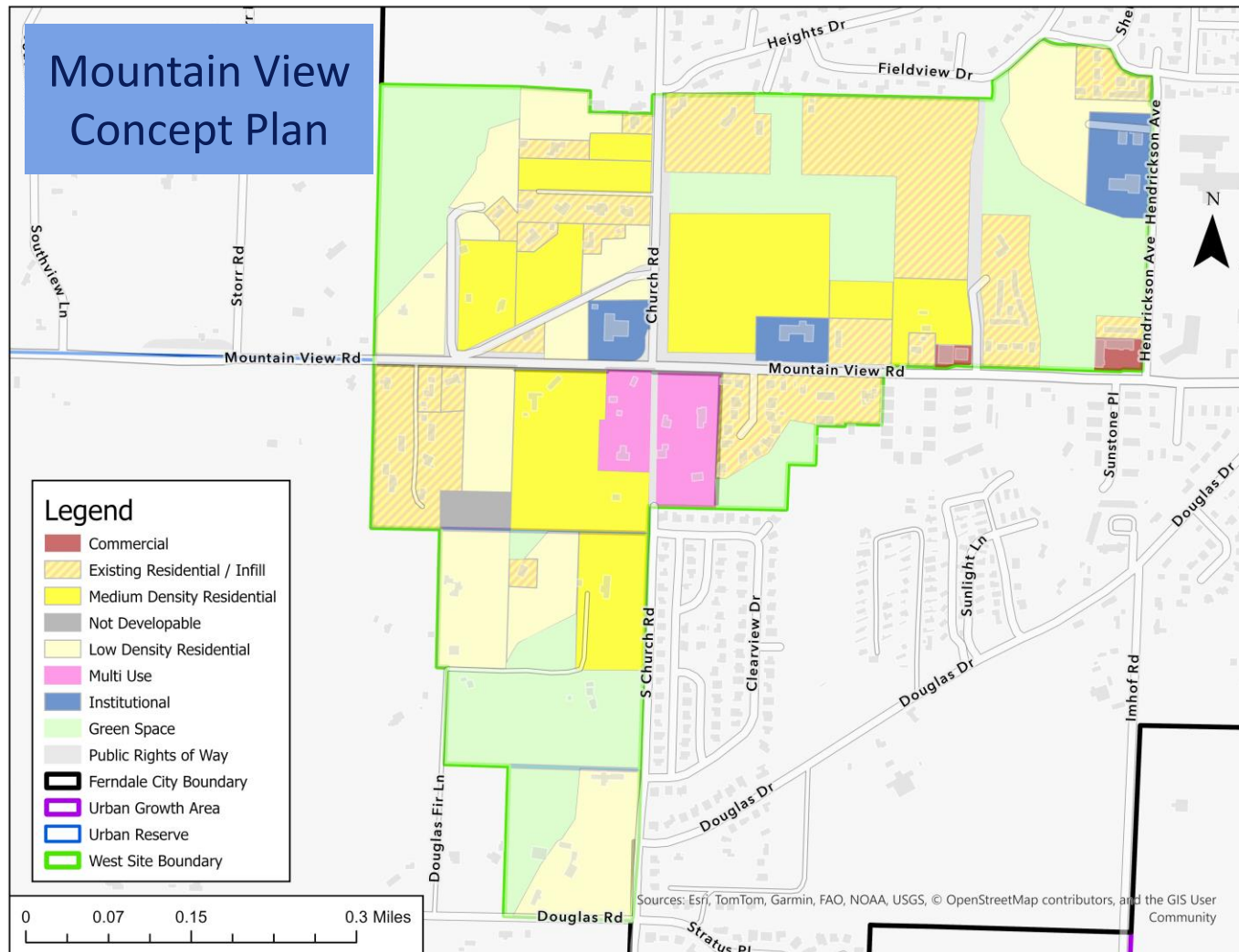
Mountain View

Housing Typologies – Low



Mountain View

Housing Typologies – Medium



Mountain View Mixed Use Center

- Located on Church Road, south of Mountain View
- Potential to include residential, commercial and civic spaces

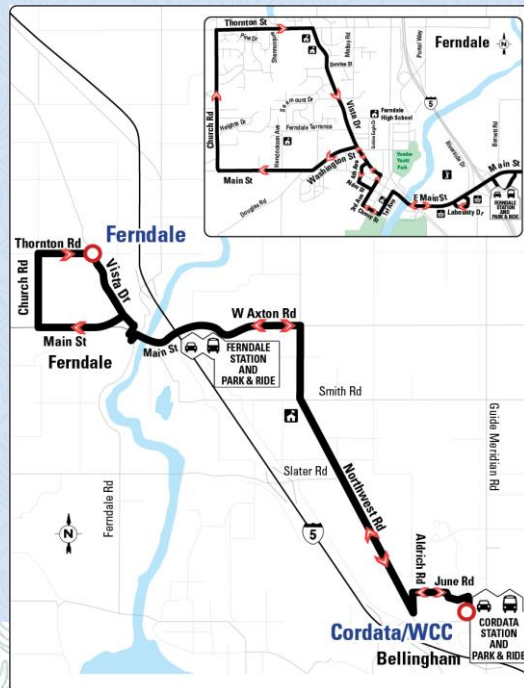


Mountain View Transportation and Connectivity

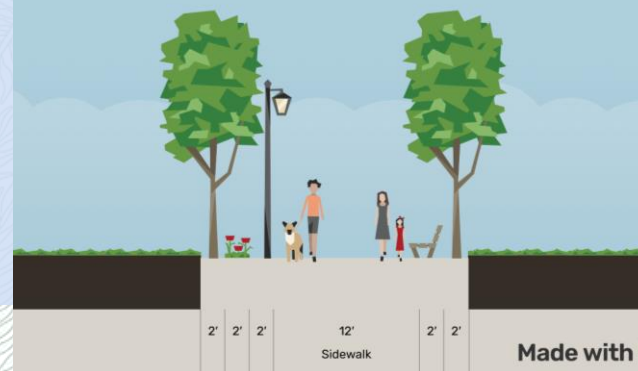
Multimodal street upgrades

Trails and trail improvements

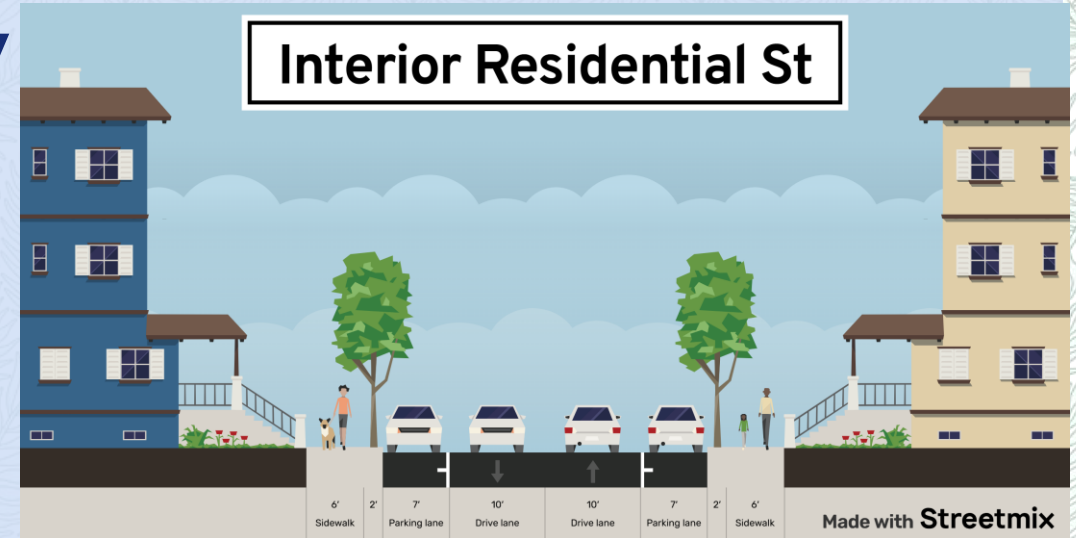
Added road connections



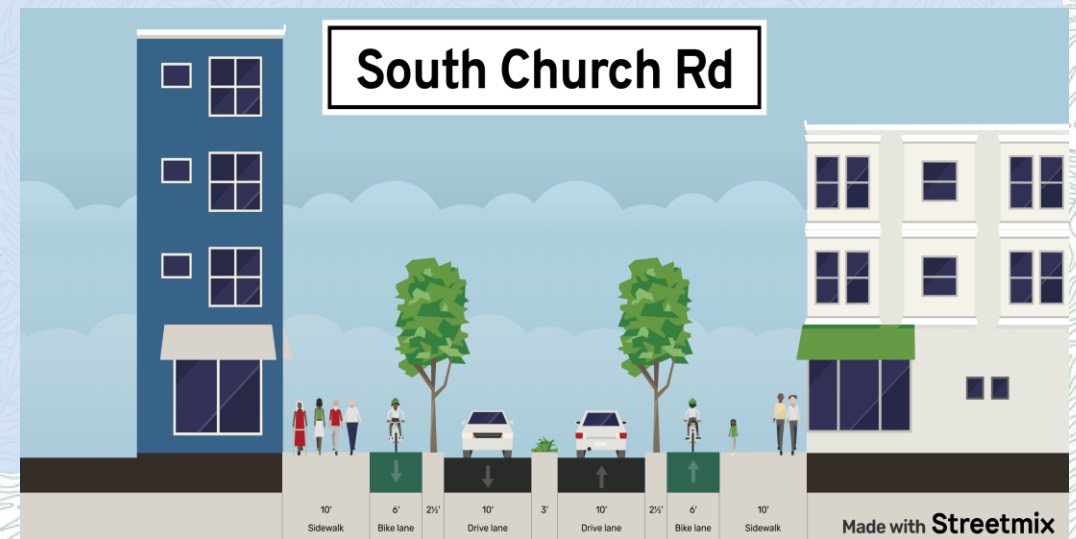
Trail/Ped. Path



Interior Residential St



South Church Rd



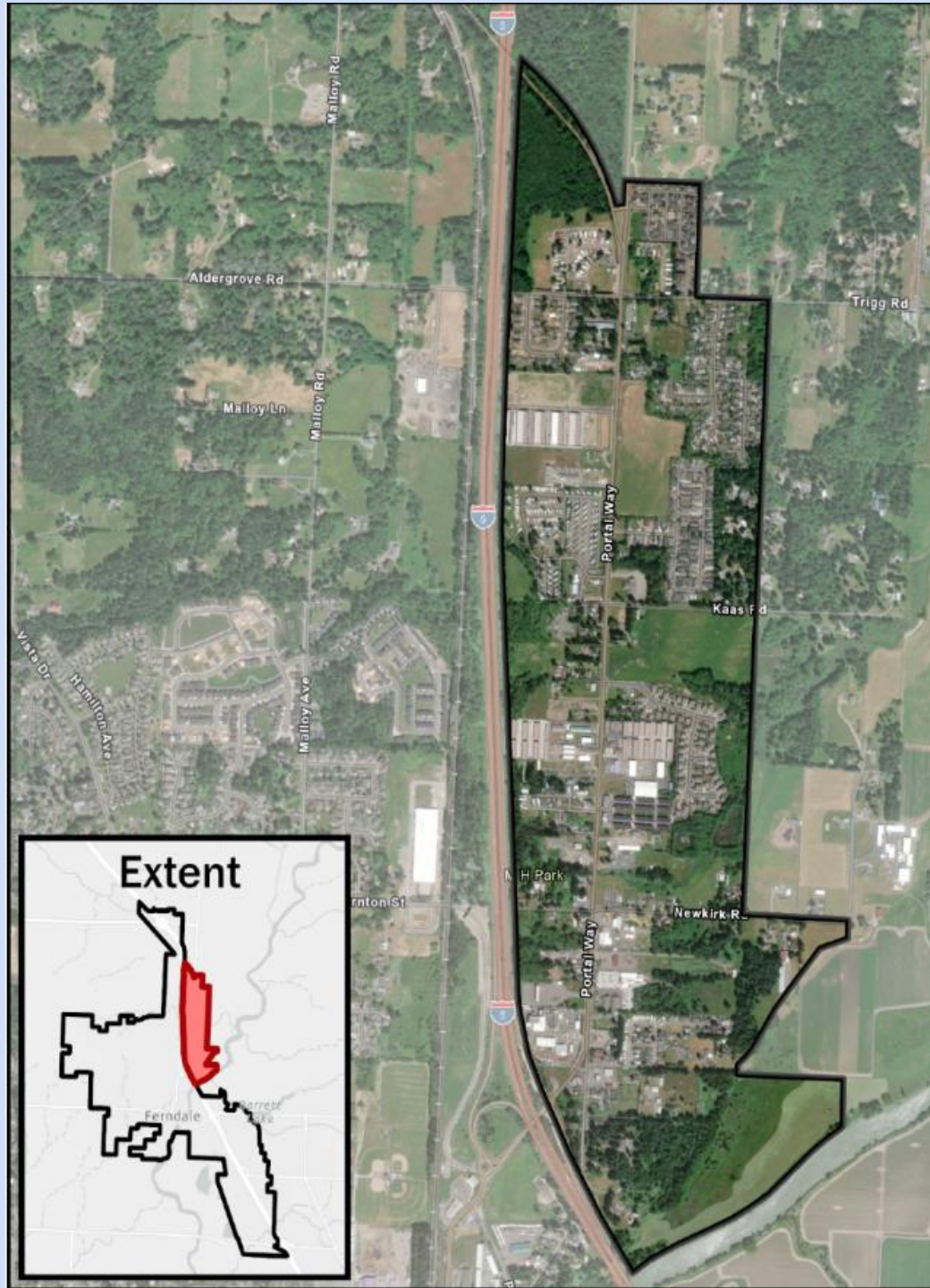
Mountain View Park Improvements

- Focus on preserving critical areas while creating new recreation opportunities
- Adding both new trails and community parks
- Added greenery throughout neighborhood



Portal Way Overview & Neighborhood Context

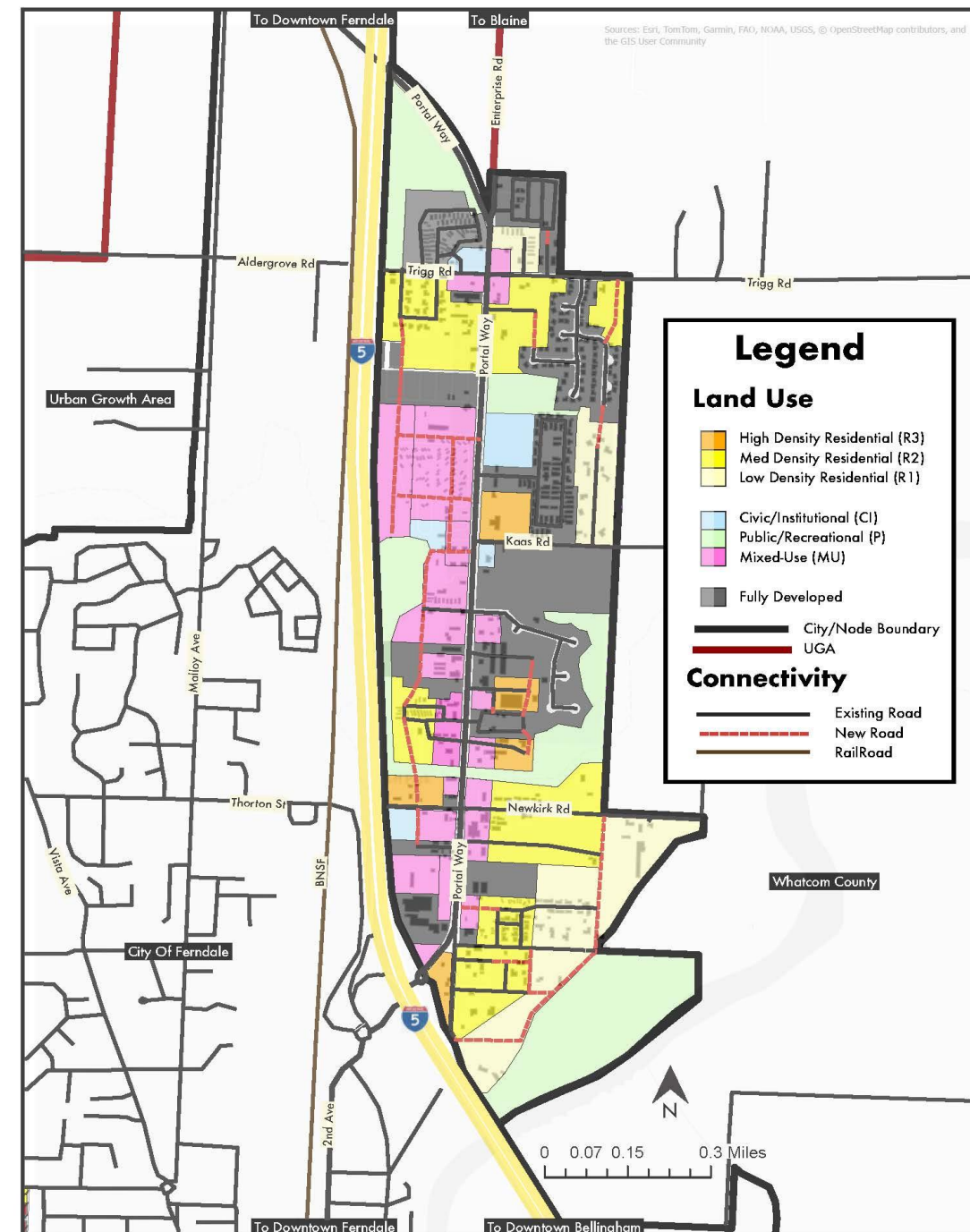
- 468 acres, 350 developable acres
- East of I-5
- Part of the old Pacific Highway, most development follows only arterial
- Current land uses:
 - Commercial
 - High, medium, and low density residential
 - Manufacturing and Storage
 - Floodway in the South



Portal Way - Land Use and Civic Assets

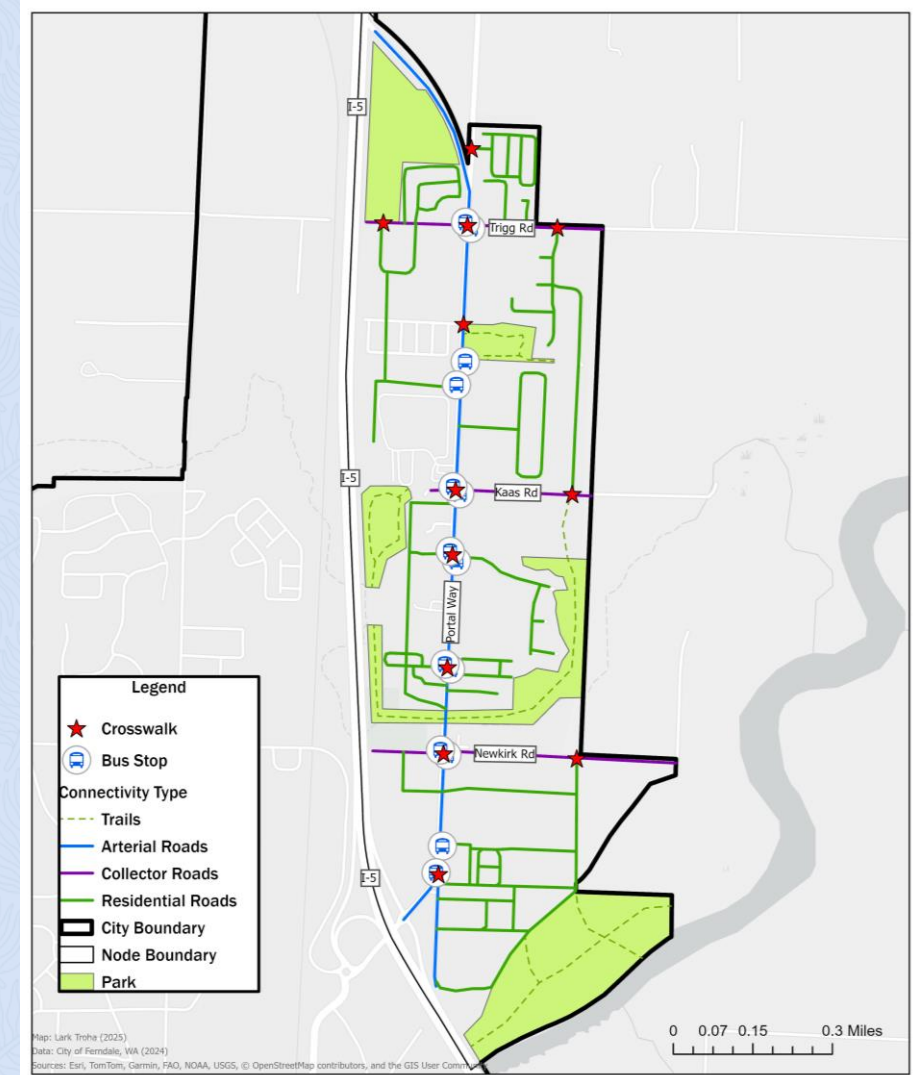
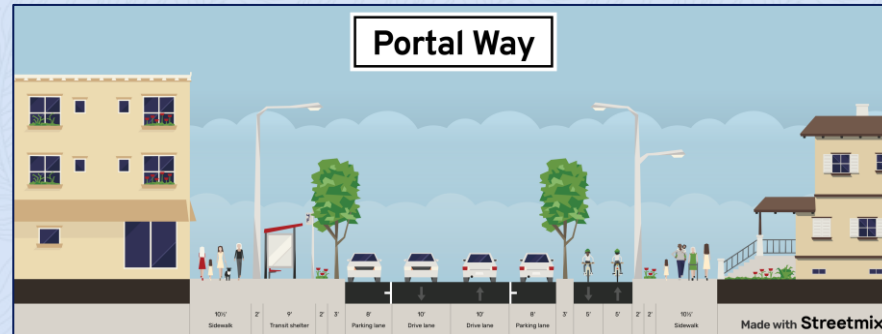
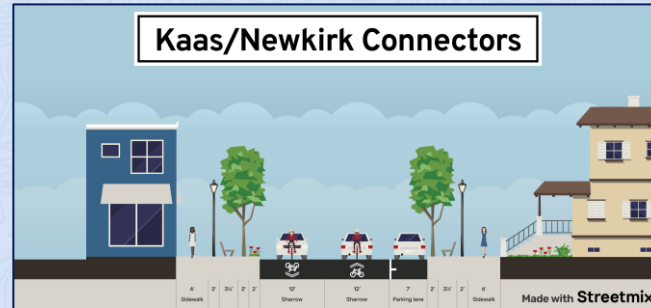


Land Use	Percent of Total Area	Acreage
Residential	37.63	131.76
Mixed-Use	17.68	61.91
Recreational/Public	27.69	96.93
Civic/Institutional	3.46	12.11
Infrastructure	13.54	47.40
Total	100	350.11

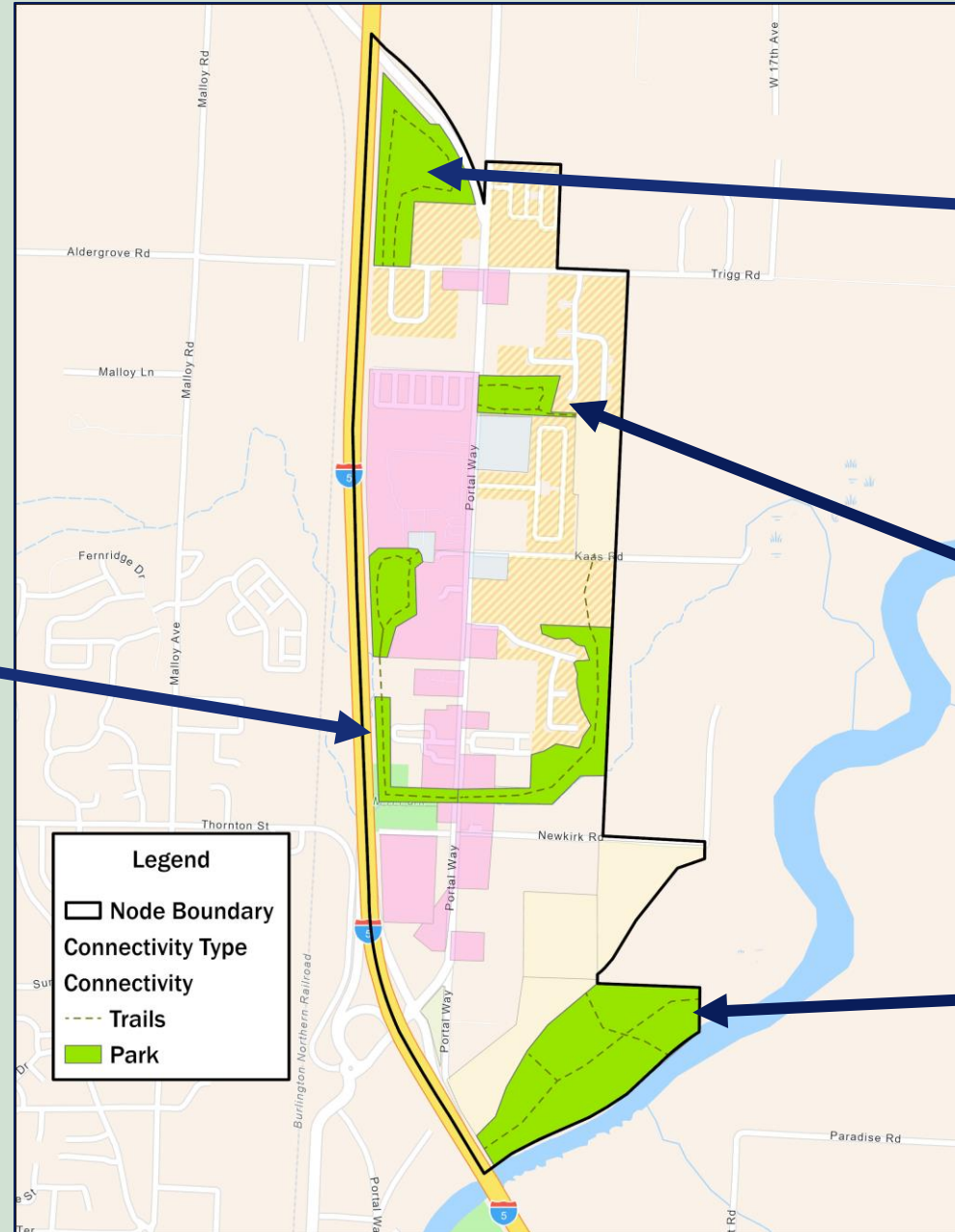
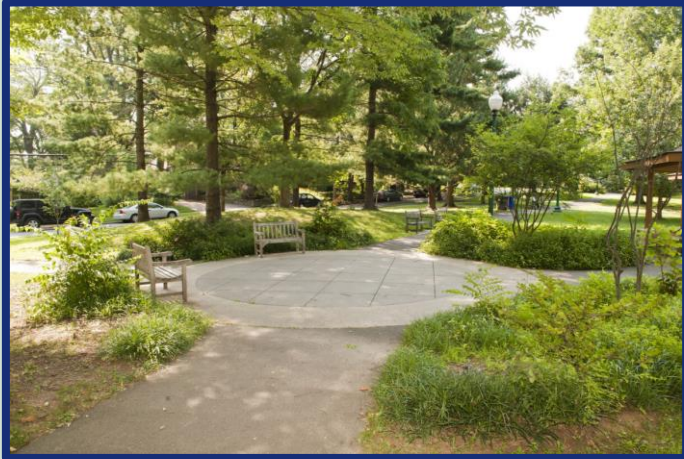


Portal Way - Transportation and Connectivity

- Increased bus stops and frequency
- Crosswalks and pedestrian safety
- Street parking, protected bike lanes



Portal Way Park Improvements



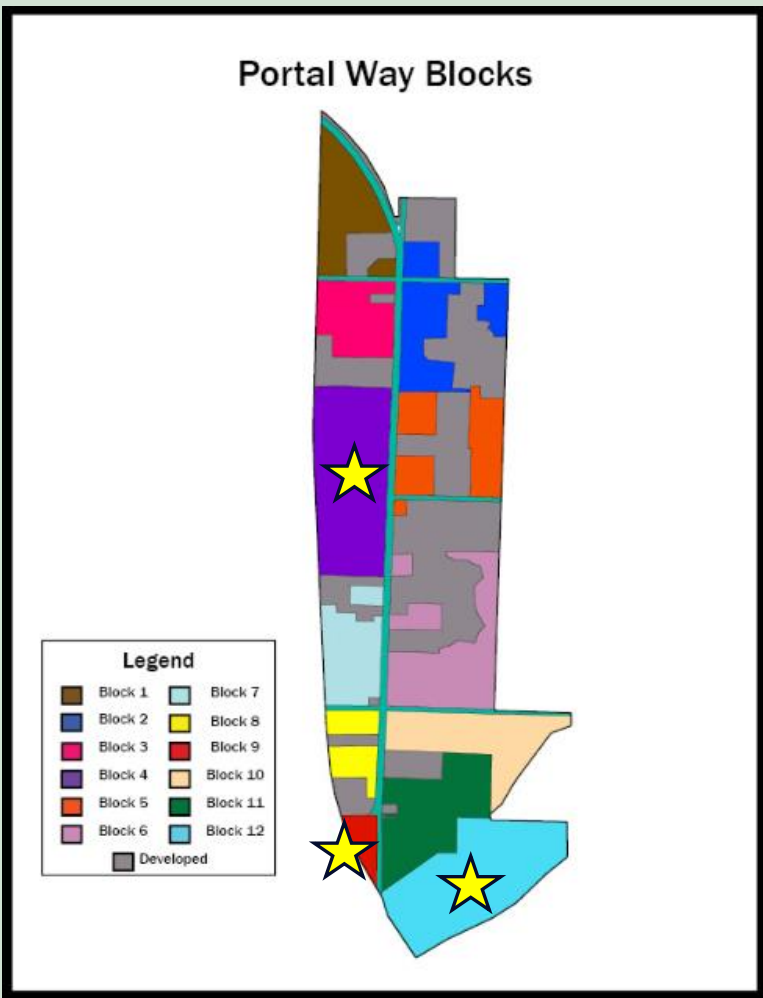
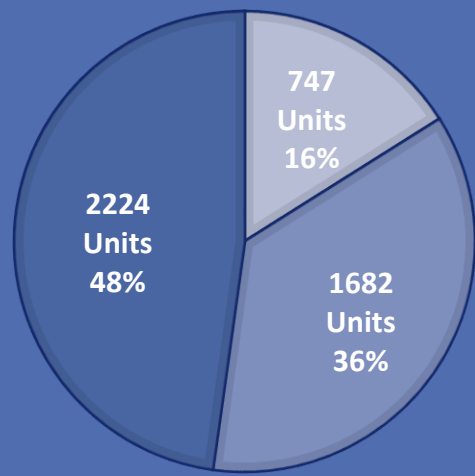
Portal Way - Housing Projections

OVERVIEW

- **Total Units:** 4,653 units
- **Average Density:** 27.17 Units/Acre

Housing Units By Density (Units/Acre)

- Low (15-18 Du/Ac)
- Medium (20-23)
- High (28-30 Du/Ac)



Housing Types, Units and Densities by Block – Excerpt

Block #	Housing Types	Total Units	Acres	Average Weighted Density (Du/Ac)
4	Mixed Use Apartments, Apartments, Stacked Flats	1075	45.11	31
9	MU Apartments, Apartments, Stacked Flats, Multiplexes	126	3.39	40.06
12	Duplexes, Cottages, Small Lots	173	49.53	17



Portal Way – Employment Projections

OVERVIEW

Total Commercial Sq Footage: 864,725 sq. ft.

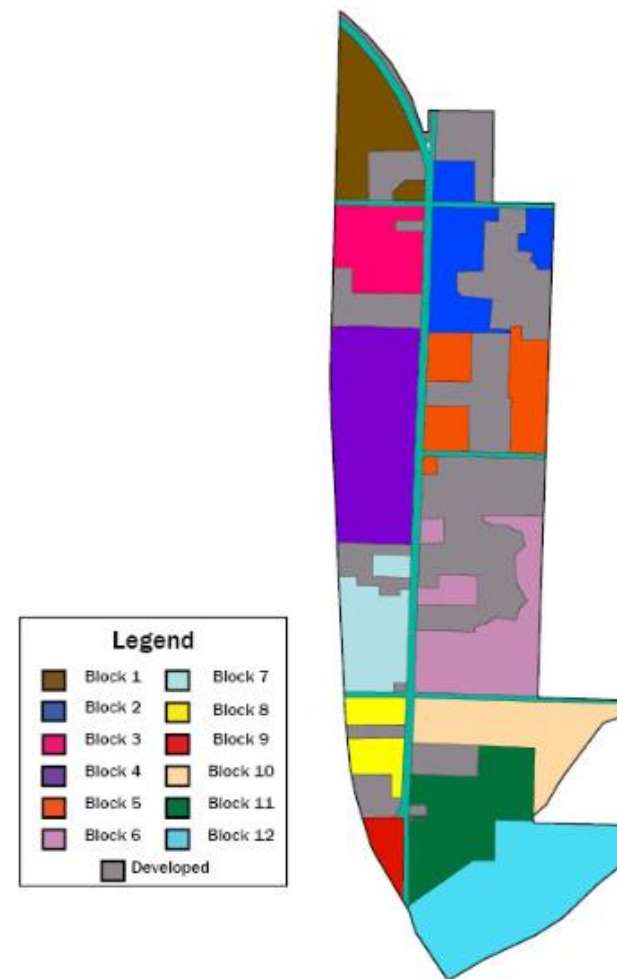
Total New Jobs: 3,515 jobs

Total New Businesses: 430

Retail and Approximate Employee Count by Block

Block #	Square Footage	Approx # of Firms	Approx # of Employees
1	0	1	40 (Urgent Care)
2	19,920	10	80
3	11,390	5	46
4	488,500	245	1,954 (incl Civic Center)
5	0	2	50 (School, Library)
6	101,300	50	405
7	44,720	22	179
8	139,770	70	559 (incl. Emergency Housing)
9	10,780	5	43
10	42,600	17	136
11	5,745	3	23
12	0	0	0

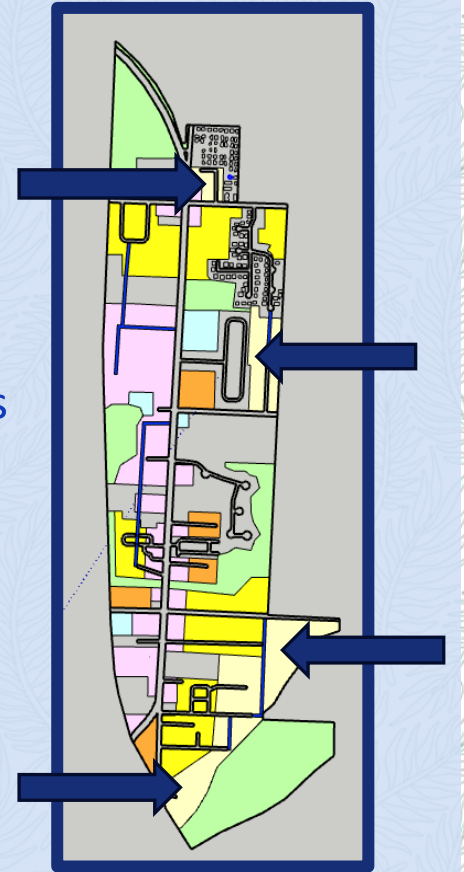
Portal Way Blocks



Portal Way – Typologies – Low Density



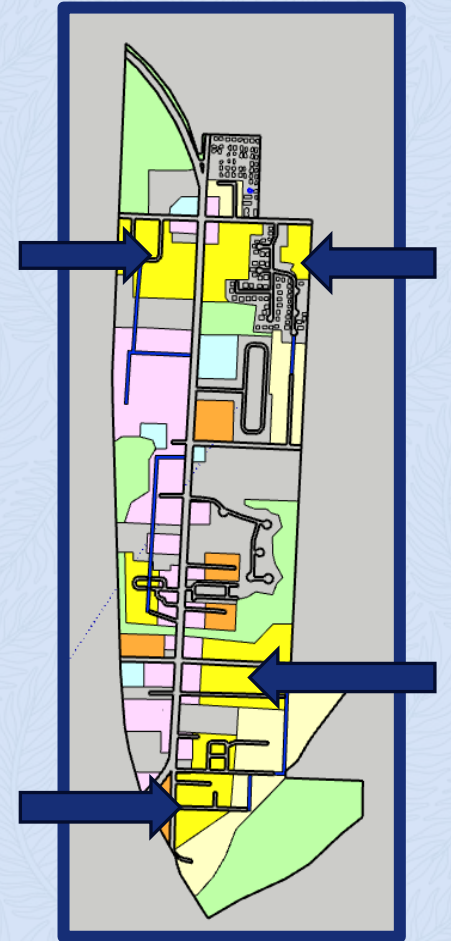
- Single Family Homes
- Duplexes
- Pedestrian Oriented



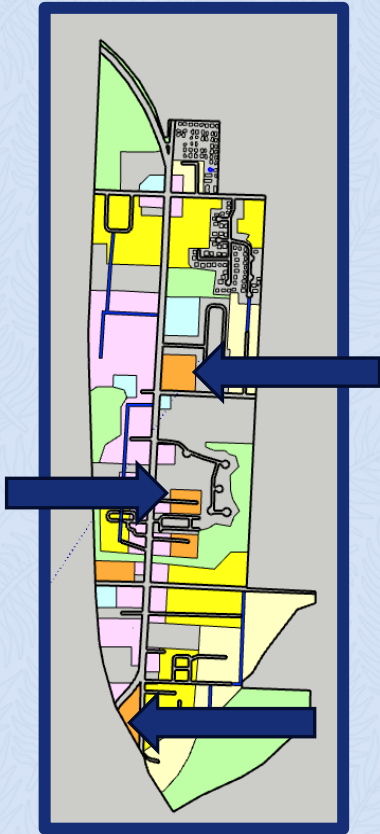
Portal Way – Typologies – Medium Density



- Duplexes
- Triplexes
- Fourplexs
- Townhomes



Portal Way - Housing Typologies – High Density

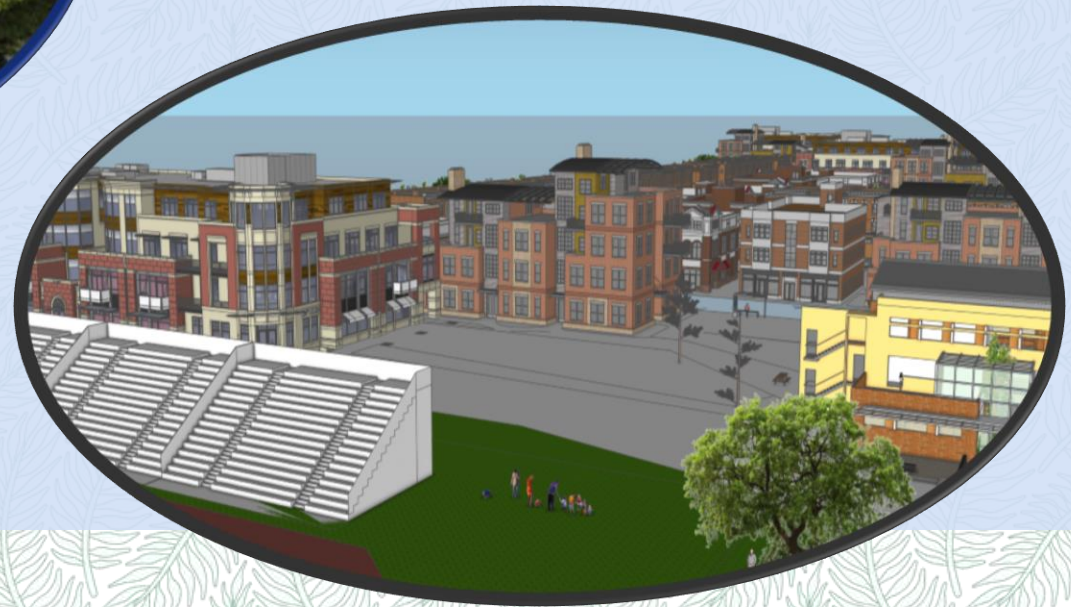
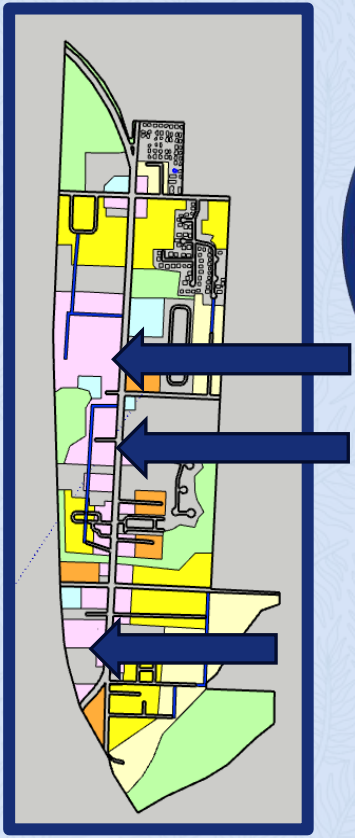


- Appropriate scale
- Retain neighborhood character and walkability while increasing residential density



Portal Way – Typologies – Mixed Use Development

- First floor commercial with residential units above



Portal Way – Initial Placemaking Ideas

- State Highway History
- Proximity to Nooksack
- Diversity as Strength





Cascadia Overview & Neighborhood Context

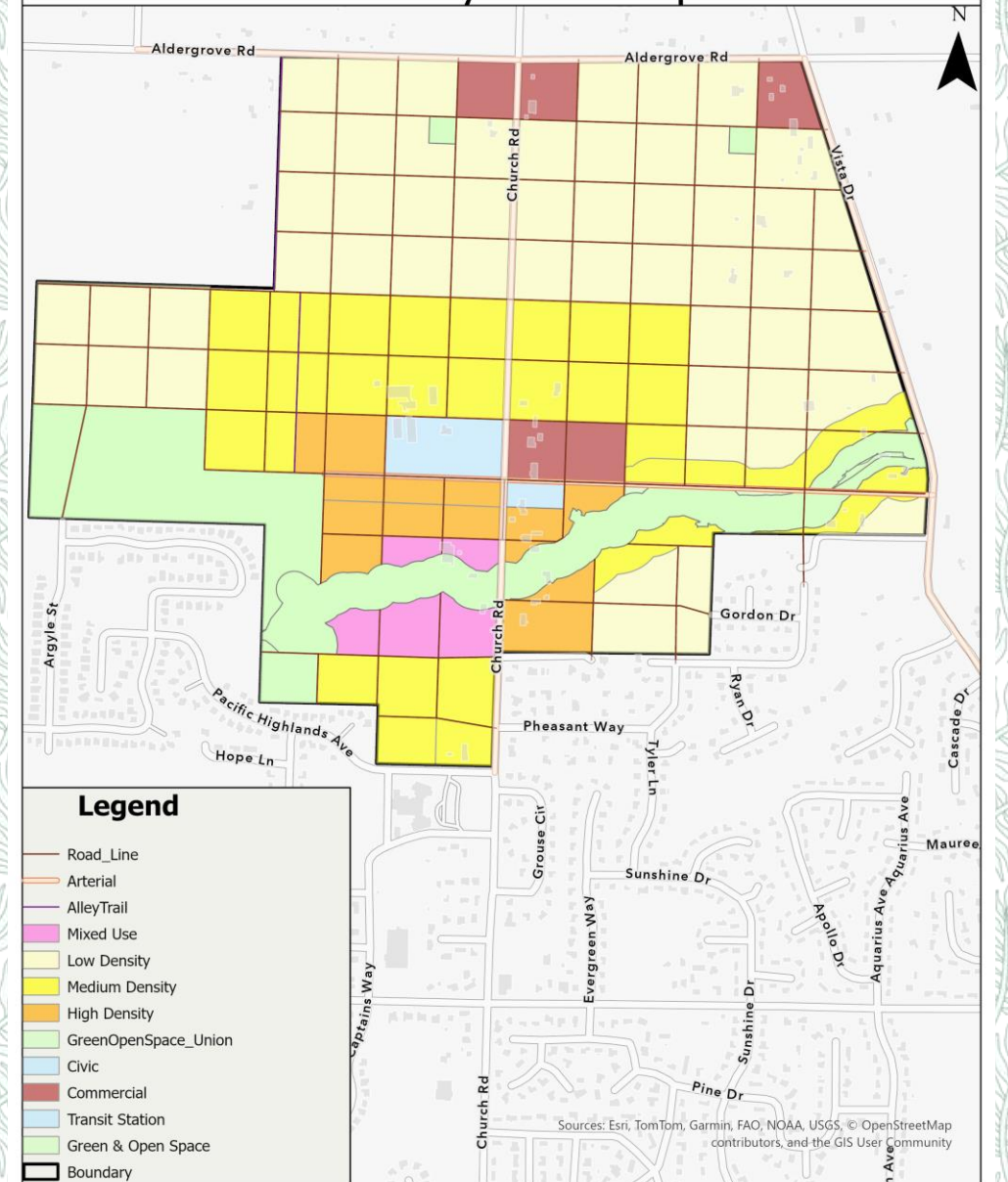
- Name inspired by adjacent elementary school
- Greenfield Development
 - Comprehensive design
 - Access to services and recreation
 - Grid street layout

Overview Map

285 acres of land in the Urban Growth Area of Ferndale

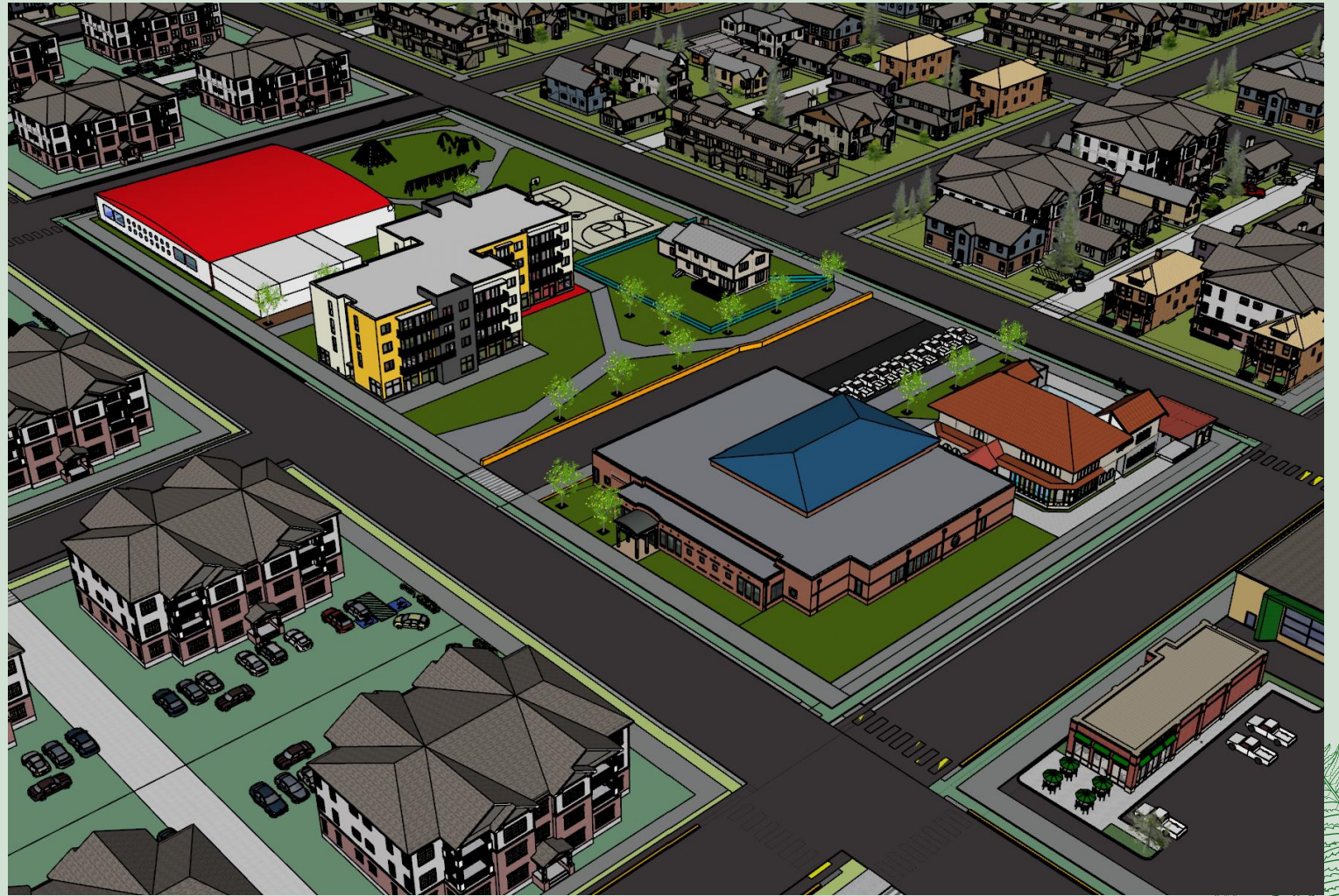
Land Use Mix	Acres
Green & Open Space	42 Acres
Low Density Housing	133 Acres
Medium Density Housing	69 Acres
High Density housing	14 Acres
Mixed Use Development	8 Acres
Commercial Development	13 Acres
Civic Development	6 Acres

North Node Boundary & Conceptual Site Plan



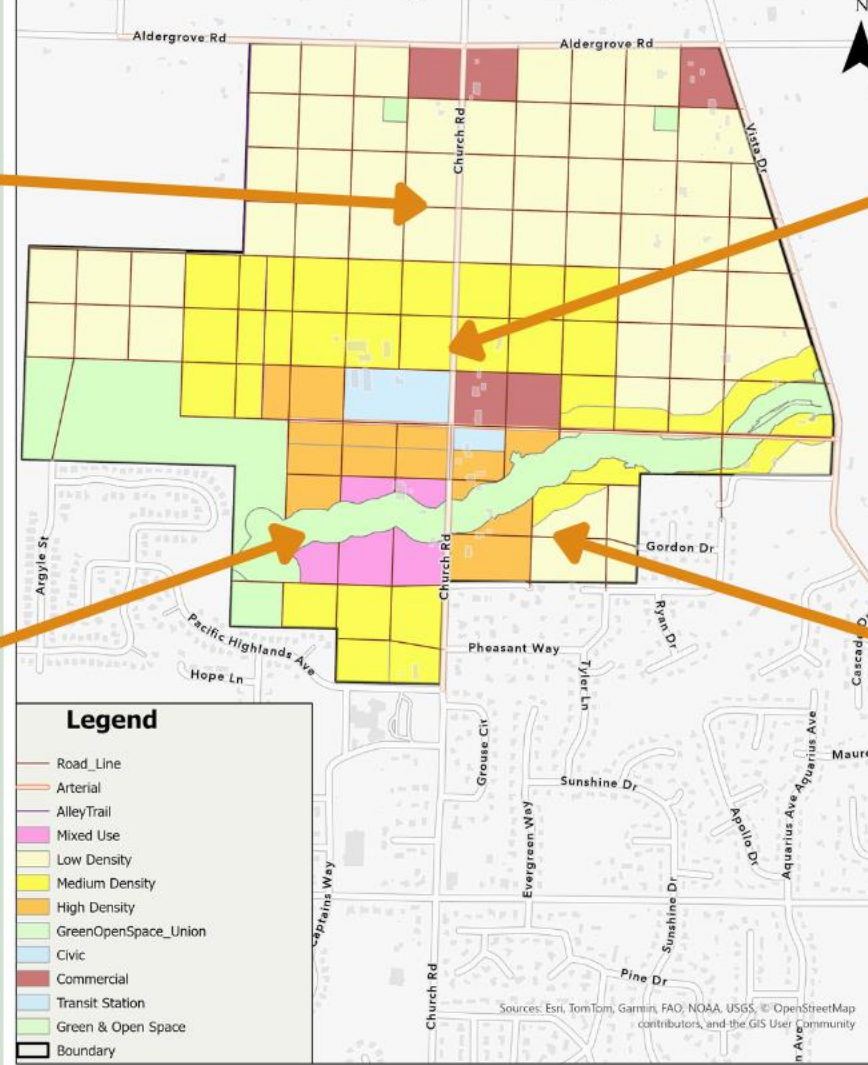
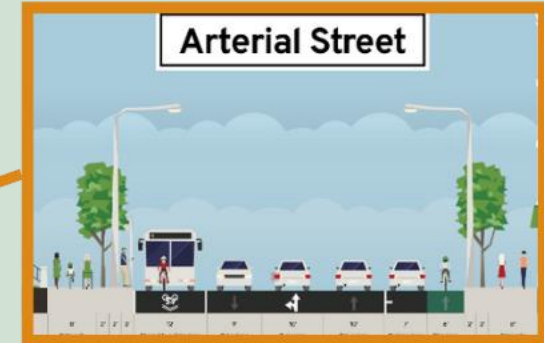
Cascadia – Land Use and Civic Assets

- Outdoor gathering, play, and court space
- Dual Community and Aquatic Recreation center
- Day care
- Library
- Emergency Housing



Cascadia- Transportation and Mobility

North Node Boundary & Conceptual Site Plan



Cascadia Park Improvements

Large Regional Park



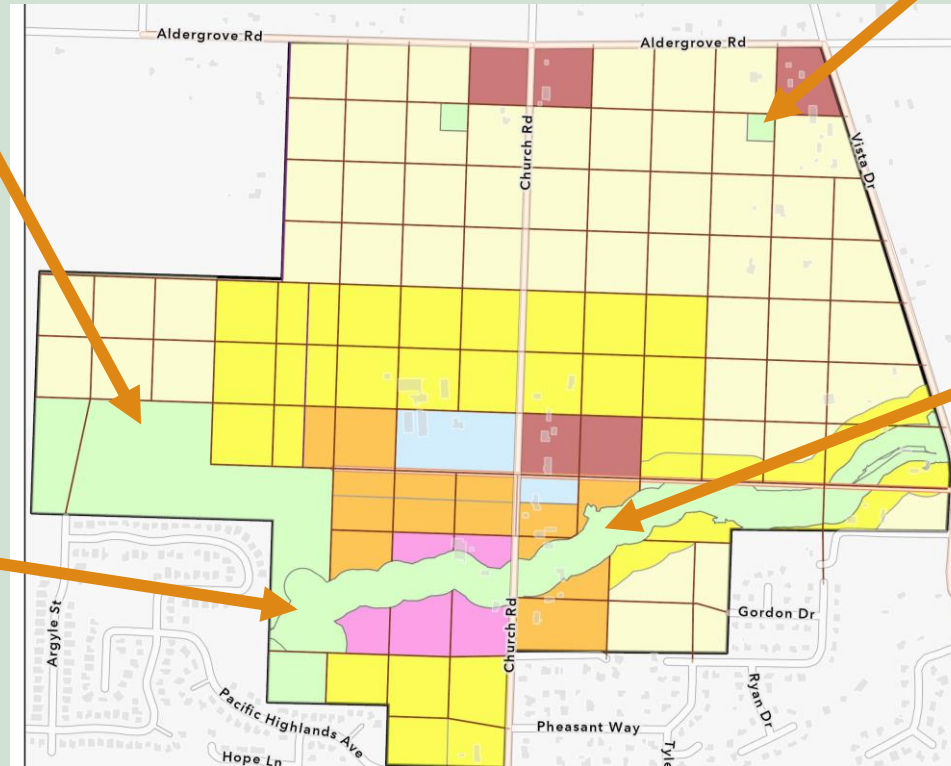
Wetland Restoration



Neighborhood Corner Park



Greenway Stream Trail



Cascadia -Housing Projections

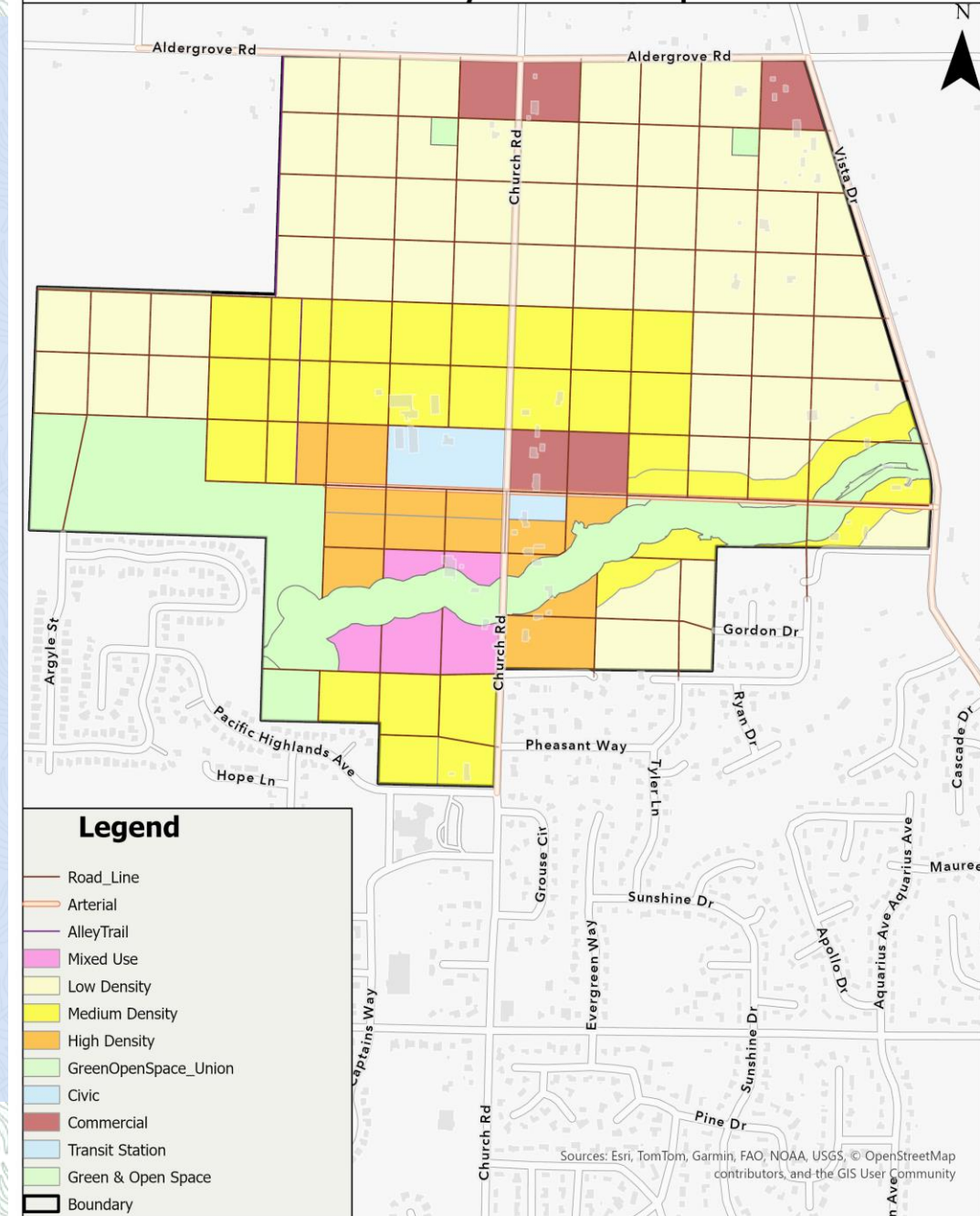
Total Unit Type	Estimated Number of Units	Percentage of total units
Single Family	425	14%
ADU	352	12%
Cottages	310	10%
Duplex	883	28%
Triplex	90	3%
Sixplex	24	<1%
Rowhomes	9	<1%
Apartments	911	30%
Emergency Housing (Civic Center)	51	1%
Total:	3055	100%



Cascadia -Employment Projections

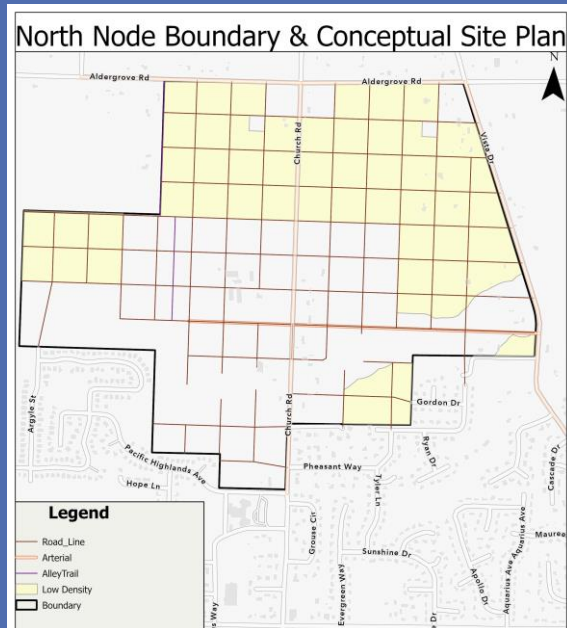
Location	Mixed Use Core	Commercial Core	North Commercial	Total
Square Footage	82,468 sq ft	92,148 sq ft	26,835 sq ft	201,451 sq ft
Commercial Units	41 units	46 units	13 units	100 units
Jobs	328 jobs	368 jobs	104 jobs	800 jobs

North Node Boundary & Conceptual Site Plan



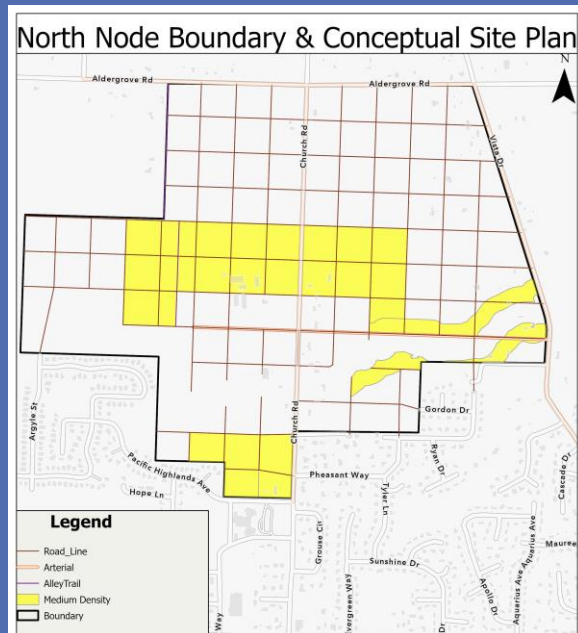
Cascadia – Housing Typologies - Low

- 131 Acres
- 1319 Housing Units
- Estimated 10 units per acre



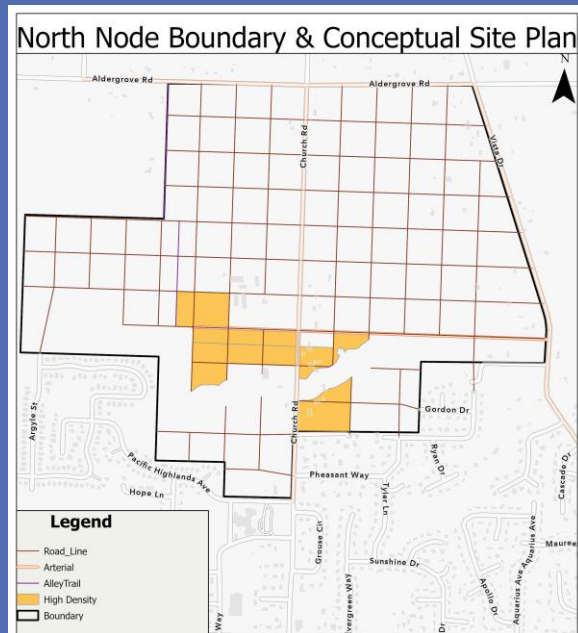
Cascadia – Housing Typologies - Med

- 66 Acres
- 1205 Housing Units
- Estimated 18 Units per Acre



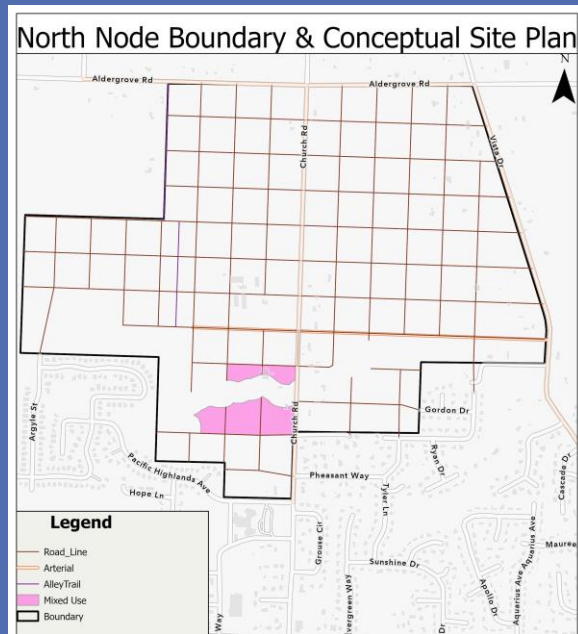
Cascadia – Housing Typologies - High

- 19 Acres
- 385 Housing Units
- Estimated 22 units per acres



Cascadia – Housing Typologies – Mixed Use

- 8 Acres
- 183 Housing Units
- Estimated 22 Units per Acre



Feedback: Share Out!

What are your initial thoughts,
comments, concerns related to the
neighborhood proposals?



Next Steps

**Process
Feedback**

Revise Plans

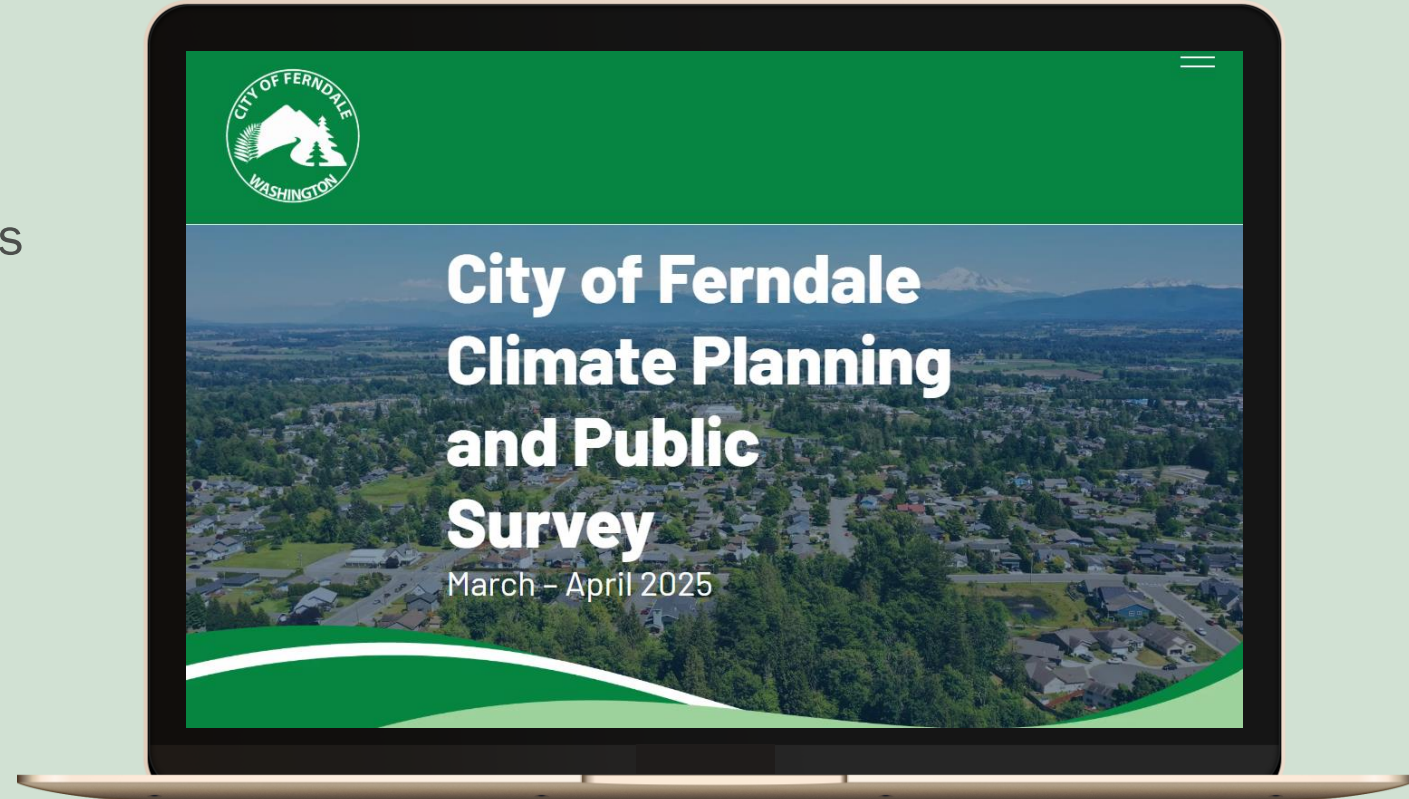
**Final
Presentation
in June**



Climate Element Online Open House & Survey.

- Survey open April 1- April 22nd
- Share your climate policy priorities
- Available in English and Spanish

Visit FerndaleClimatePlans.org or scan the QR code



Thank You!

