



Ferndale DDA 149 W. Nine Mile Rd. Ferndale, MI 48220 / p: 248-546-1632 f: 248-591.7034 / [downtownferndale.com](http://downtownferndale.com)

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For Immediate Release

## ***Ferndale DDA Schedules Forums to Share Parking Information***

**Ferndale, MI** – The Ferndale Downtown Development Authority will host three “48220 Parking” forums to educate and inform the public about parking throughout the city, outline the challenges of providing sufficient parking in the business district and to share proposed solutions.

The “48220 Parking” forums will be held at 11 am, Saturday, January 30; 7 pm, Monday, February 1 and 9 am, Wednesday, February 3. All forums will be held at Rosie O’Grady’s, 279 W. Nine Mile Rd. The Ferndale Chamber of Commerce will emcee the discussions. Residents and businesses are invited to attend.

“We want to hear from those most affected by parking including the residents who live here, the businesses who make their living here and the consumers who shop here,” said DDA Chairwoman Veronica Lujic who also serves on the DDA parking committee. “Parking shortages affect quality of life and property values throughout the city.”

The good news/bad news scenario of the parking crunch came to a head in October 2009 when downtown retailers started voicing concerns that the parking deficit was negatively impacting sales.

A DDA parking committee began meeting to find short term and long term solutions to the parking deficit. The DDA championed an effort to provide an employee shuttle to free up premium parking spaces and ease congestion on nearby residential streets. It became clear that a multi-level approach was needed to provide a successful, sustainable solution. Its report is available online at [www.downtownferndale.com](http://www.downtownferndale.com), which also includes a DDA resolution that the DDA will present to the Ferndale City Council for adoption at its February 8 meeting.

The Ferndale DDA manages and markets a business district consisting of approximately 400 businesses, located in 3.9 linear miles that include Nine Mile Rd. from Paxton to Pinecrest and Woodward from Oakridge to Marshall. The DDA office is located at 149 W. Nine Mile Rd.; phone is 248-546-1632.

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