



FERNDALE DDA BOARD OF DIRECTORS MEETING FEBRUARY 8, 2018

8:00 A.M. Board Meeting

Ferndale City Hall; Council Chambers
300 E. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Agenda
 - D. Consideration of Minutes: January 2018
- II. Consent Agenda
 - A. Strategic Plan – updated from January planning session
 - B. Financial Statement
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Area District Library
- V. Presentations & Action Items
 - C. Passport Parking
 - D. Building Design Standards Ordinances
- VI. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VII. Adjournment

CALENDAR OF EVENTS

February

1st
Executive Committee 5pm
6th
Design Committee 5:30pm
7th
Biz Dev Committee 5pm
8th
DDA Board Meeting
12th
City Council 7pm
15 -16th
Main Street Training
19th
DDA Office Closed
President's Day
26th
City Council 7pm
28th
Promotions 5pm

March

1st
Executive Committee 5pm
6th
Design Committee 5:30pm
7th
Biz Dev Committee 5pm
8th
DDA Board Meeting
Main Street Evaluation
12th
City Council 7pm
21st
Promotions 5pm
26th
City Council 7pm
26th-28th
Main Street Now
Conference
30th
DDA Office Closed
Good Friday

April

3rd
Design Committee 5:30pm
4th
Biz Dev Committee 5pm
5st
Executive Committee 5pm
9th
City Council 7pm
10th
Volunteer Appreciation &
State of the City 5:30pm
12th
DDA Board Meeting
23rd
City Council 7pm
25th
Promotions 5pm

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, JANUARY 11, 2018
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:06 a.m.

DDA Board Members Present: Mayor, Dean Bach, Chris Johnston, Pj Jacokes, Blake Scheer, Jacki Smith, Nathan Martin and Jerome Raska

DDA Board Members Absent: Chris Johnston, Mindy Cupples, Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Jenny Marr for FADL,

B. Dismissals: Chris Johnston, Mindy Cupples, Council

C. Approval of Agenda

Motion by Director Smith, seconded by Director Raska to approve the agenda with approved changes. All Ayes, motion carries. (need proper wording)

D. Approval of Minutes: November 2017

Motion by Director Scheer, seconded by Director Raska to approve the Minutes for September 2017 as presented. All Ayes, motion carries.

II. Consent Agenda

- A. Staff Report (includes 'The dot' update)
- B. Financial Statement
- C. MDA: 2017 Year-End Legislative Report

Motion by Director Smith, seconded by Director Scheer to approve the Consent Agenda as presented. All Ayes, motion carries.

III. Call to Audience

None

IV. Community Organization Reports

A. Chamber of Commerce

Matt Zook, Executive Director

FAC is working on the 2018 Business and Community directory, soon to be released. The next workshop/educational event Learn The Four Key Pieces To A Great Business is scheduled for February 13th. The event will be held at the FADL in collaboration with the DDA and Michigan Work. Special guest speaker Tom Powers is scheduled to present. More to come. Rainbow run will continue in 2018 with a new theme and name, The Rainbow Sock Run. More to be announced on event details and date.

- B. Ferndale Area District Library Jenny Marr, Director
FADL is holding a series of life coaching classes that will vary from social etiquette and how to throw a dinner party to bullet journaling and hand lettering. The first one will be held tonight with the ability to live stream. The session on 1/25 will be "How to Spot Fake News" starting at 7pm.
- C. Ferndale School District No report available.
None

V. Update Items

- A. Wayfinding Signage Kara Sokol, Communications Director
Assistant City Manager, Joe Gacioch introduces the wayfinding plan to communicate navigation to pedestrians. The details are currently being shaped with Q&M. Kara Sokol presents the plan as it stands to date. Kara explains the initiative and how the plan is to increase visibility of available parking spots as well as increase enthusiasm for walkability. The evolving ideas are #walkferndale, a 5-minute walk campaign to show how far away you are from a given business with a "You are Here" map and numbered parking spots to show what parking lots and parking spots are available. The two main concepts for this campaign are: visual and visible. Director Bach suggested showing signage at intersections, so visitors know exactly where parking is. There are MDOT concerns at that point, said ACM Joe Gacioch. OM Willcock suggested having businesses sponsor signs. ACM, Joe Gacioch said we'd have to check with City Attorney, Dan Christ. OM Willcock also suggested extending banners to the DDA to help with the visibility.
- B. Passport Parking Joe Gacioch, Assistant City Manager
The City went out to bid last October for mobile pay options, parking enforcement and citation management as Parkmobile has changed priorities and gotten unresponsive. A bid has been submitted to Passport Parking, as it's expanding to SE MI all over, it can also be personalized to Park Ferndale for continued ease of usability. The City is hoping to have a better idea of where we stand by 1/22. If all goes well, online permitting for downtown employees will be in place by the end of March. Passport allows for purchasing pre-paid parking for consumers, does not charge a renewal fee and provides a lower cost. Parkmobile's contract will be up in May and the hopes are to have Passport in place by April. Effective 6/1/2018, we will no longer be using Parkmobile. Mayor Coulter asks if anyone is opposed as it sounds like there are not many options. Director Smith said Parkmobile has never worked properly for her. ACM, Joe Gacioch said users will still be able to search "Park Ferndale" to find the app.

VI. Action Item

- A. Ferndale DDA/Library Agreement Barry Hicks, DDA Executive Director
ED Hicks presents the agreement between the FADL and the Ferndale DDA, while indicating Jenny Marr, FADL Director from the FADL is here. In 2017, legislation decided that libraries would opt out of DDA Millage. We are now capturing the backdate to July 2017. ED Hicks will work with FADL Director Jenny Marr and Finance Director to capture the millage. In the interim, FADL is requesting funding specifics. The DDA will provide a snapshot of what's coming in the year ahead, said Hicks.

Discussion: Director Smith asks what happens if the library doesn't like it? It has more to do with transparency than anything else, we just need to show what we're using the money on, said FADL Director Jenny Marr. ED Hicks steps in and adds, the idea is to update our development plan to show what we're working on. The purpose is to get us back to a whole state. Jenny then adds, that she and Barry meet continually and will keep updates. This is a wonderful example of getting us all rowing in the same direction and how we can make Ferndale better, remarked Mayor Coulter. He also stated that his work schedule is changing and he's hoping to be here more.

Motion by Director Smith, seconded by Director Jacokes to direct the Executive Director to submit the agreement on behalf of the Ferndale DDA to the Ferndale Area District Library for consideration.

Motion: All ayes, motion passes.

VII. Call to Committee Chairs, Board Members & Staff

- A. Operations Manager Willcock reported that Business Development is beginning a new campaign to highlight the community and create loyalty, bringing more people downtown. The series will be called Faces of Ferndale and is meant to share talents and things that people wouldn't normally know about. What kind of story or person do you know of that could help share more? Another notable, Main Street Oakland County is holding a training seminar at Affirmations on February 15th and 16th – a free event, however, registration is required.

ED Hicks added, the Strategic Planning meeting is scheduled for January 25th. Hicks is also encouraging all board members to participate in a specific committee of their choice.

Director Jacokes mentions this weekend is the 26 hour improv fest at Go Comedy.

VIII. Adjournment

Meeting adjourned at 9:14 am



1-Page Strategic Plan

S.W.O.T. Analysis					
Strengths of organization		Weaknesses of organization		Opportunities to exceed plan	
1	Energized ED with broad skillset	1	Staff development with review process	1	5-Year budget with CIP
2	Strong & dedicated staff with diverse skillsets	2	Being reactive when it comes to planning and "pre-work" for events and initiatives	2	Streamline operations in collaboration aith partners; for example - the development review process such as Appearance Review
3	Dedicated and engaged board members	3	Communication techniques and databases need to be tested and sorted to assure messages are reaching audience	3	Grow funding - opportunity to partner with other organizations and pursue alternative funding
4	Current funding position	4	Project workplans needed (some projects have plans, some do not)	4	Work collaborative with the city to develop cohesive and complete streets throughout downtown
5	Fiscal Responsibility	5	Capital Improvement Plan (CIP) is out of date	5	Partnerships – City, Chamber of Commerce, library, schools, ect.
Threats to making plan		Trends to watch			
1	Regional competition & affordability	1	Share of wallet opportunities - must show the "value" of the DDA		
2	Development fatigue – several massive development projects adding parking and large amounts of residential and office uses	2	Funding opportunities		
3	Lack of diverse land-uses that attract customers to existing businesses during all hours; do not want to just be an 'entertainment	3	Ability to leverage / benefit from a stronger & growing Detroit		
4	Unable to define that 'Ferndale' vibe; it is a feeling that many have and do not want to lose	4	Residential growth		
5	Changing nature of customers - those living in Ferndale as well as how they get around (mobility)	5	Changes in property values		

Core Values/Beliefs Forever	Purpose (Why) 10-20 Years	Goals (What)	Actions (How) 1-3 years	Targets (Where) 3-5 years	NOTES
<p>Fun – a positive attitude is key to success</p> <p>Accountable – engaged and transparent in all things</p> <p>Open-minded – different ideas, thoughts, and people energize us</p> <p>Inclusive – we are welcoming and progressive</p> <p>Connectors – it is all about building collaborative relationships</p>	<div>Mission</div> <div>Work together to drive, deliver, and advance the great downtown Ferndale experience.</div>	<div>1Increase traffic during daytime hours</div> <div>2Align with City Council Goal for a safe & clean downtown</div> <div>3Developed workplans for projects</div> <div>4Revised Capital Improvement Plan</div> <div>5Update art installations and add new design elements</div> <div>6Promotions/Marketing</div> <div>7Communication w/ businesses: construction/development</div> <div>Strategic Priorities</div> <div>Build Awareness - Pull additional visitors and residents into the DDA District</div> <div>Ferndale Experience - Improvement of the downtown experience: aesthetics, parking, venues,</div> <div>Business Development & Growth - Be a resource for new and existing businesses in terms of business sustainability & growth</div> <div>Establish a strong DDA Brand and Communication Rhythm focused on all stakeholders</div> <div>Efficient Operations</div>	<div>1Encourage diverse mix of uses downtown</div> <div>2Work with City to identify programs or partnership opportunities</div> <div>3Assign specific projects to committees to develop plans</div> <div>4Update 2012 Capital Improvement Plan</div> <div>5Replace and repair/maintain current fixtures; add additional</div> <div>6Provide opportunities and encourage business participation</div> <div>7Follow the Business Support Strategy and be flexible</div>	<div>1Have more residential, office, and retail space downtown</div> <div>2Repair and replace maintenance items in CIP using cohesive materials</div> <div>3Committee plans that allow projects to continue through succession</div> <div>4Revised CIP Plan with top projects in implementation phase</div> <div>5Utilize partnerships and volunteers to implement new art projects</div> <div>6Established and multifaceted promotional opps. (events, print, social)</div> <div>7The dot will be complete and businesses will have been well-informed</div>	<p>GENERAL:</p> <p>Expansion of ArtTwn - community wide, not just downtown</p> <p>Need to strengthen existing ArtTwn initiative with solid strategy / branding and strategic partners</p> <p>Align and establish focused goals that align with City Council roadmap</p> <p>Marketing - driving usage / regular updates / enews / social media campaigns</p> <p>Create an event space for downtown Ferndale (Troy Street in front of The dot)</p> <p>CAPITAL IMPROVEMENT PLANNING:</p> <p>Utilize 2010 Signage Plan (review for any potential updates)</p> <p>Update 2012 Capital Improvement Plan - revise and make relevant</p> <p>Revise TIF revenue projections to better understand what projects can be afforded</p> <p>List of what DDA is responsible for maintaining</p> <p>Rank projects by affordability and desirability</p> <p>ADMINISTRATIVE:</p> <p>Board of Director's Succession Planning</p> <p>New Board & Committee Member training</p> <p>Board of Director's revised "Pledge of Commitment"</p> <p>ACTIVE COMMITTEES:</p> <p>Executive</p> <p>Design</p> <p>Business Development</p> <p>Promotions</p> <p>PROJECTS:</p> <p>Face-to-Face/Business Spotlight</p> <p>TIF & Development Plan (CIP)</p> <p>Continue Retention Visits</p> <p>Work with City and UoM for event communication</p> <p>Communication during heavy construction</p> <p>Form-Based Codes/Design Standards for downtown</p> <p>Improve/repair smaller infrastructure (such as bike racks)</p> <p>Creative alley/pedestrian lighting</p> <p>Public art with community participation</p> <p>Crosswalks at Nine Mile & Woodward</p> <p>Schiffer park new design</p> <p>Sidewalk art</p> <p>The dot: business support and communication</p> <p>OTHER IMPORTANT ITEMS TO REMEMBER (Planning 2018):</p> <p>Cleanliness</p> <p>Safety</p> <p>How do we measure the organizations reputation?</p> <p>Need to define business engagement</p> <p>Retail program</p> <p>Attraction strategy</p> <p>Are there opportunities for pop-ups?</p> <p>Are there opportunities for 'shared spaces' (i.e. - office space)?</p> <p>Services vs. retail - service industry can pay more per square foot than retail</p>
	<div>Sandbox</div> <div>Businesses, residences and other organizations within the Ferndale DDA District</div>	<div>1Branding & Communication: DDA value is established in the community, regular communication with multiple touch pts every year to ensure quantity and clarity of our message</div> <div>2Established Business Resource for Current and Potential Downtown Ferndale Business Owners: Programs supporting both new & existing businesses that we facilitate with our strategic partners</div> <div>3Value of Downtown Experience: Roadmap in place and annual execution of specific projects related to the downtown experience: beyond basic programs of flowers/aesthetics (example: Dev. Plan update)</div> <div>4Strong, Developed & Informed Volunteer Base in Place: Growing base of strong and engaged volunteers with the right "system" in place to drive recruitment, organization and outreach and that they know their role and how to execute.</div> <div>5Plan Focused and Data Driven Organization: Effective use of systems, dashboards & database to drive focus, planning and analysis for events, operations and outreach with CRM Business database in place, supporting all of the above.</div> <div>Maintain and update various PLANS on a regular basis (examples: Dev Plan / Signage Plan)</div>	<div>1Continue to focus helping promote businesses in regards to the parking conditions, changes & progress on a regular basis for; promote existing business by showing their local connection to the community</div> <div>2Continue to follow the Business Support Strategy - help business owners manage and communicate with their customers throughout the life of The dot and other construction projects</div> <div>3Establish design ordinance/form-based code in partnership with the City to drive future development in downtown; Look for opportunities to improve the cleanliness and safety of downtown</div> <div>4Provide development opportunities for volunteer skills/wants with needs/requirements of the DDA. Keep volunteers engaged and have them take ownership by being a champion for a specific project.</div> <div>5Establish regular review & feedback systems and continue to support staff development/training & skill building.</div> <div>Data: Conduct surveys for ongoing feedback monitoring programs</div>	<div>1Community Connection: Follow Business Support Strategy and be adaptable</div> <div>Promote Ferndale Forward Communication Brand</div> <div>Develop social media campaigns focused on local ties businesses have to the community</div> <div>2Business Outreach: Provide promotional opportunities (social, events, partner ads, sponsorship)</div> <div>Retention visits & meetings focused on The dot</div> <div>Regular updates from parking Mgr</div> <div>3Marketing: Provide social media and event promotional tools</div> <div>Separate and have a 'Business' & 'Public eNews'</div> <div>Infrastructure: Update CIP & TIF plan and identify short-range projects</div> <div>4Match-making</div> <div>Identify project champions from committees</div> <div>Training: Provide staff training opportunities that will better allow them to assist volunteers</div> <div>Provide new board & committee members training</div> <div>5Planning: Review 2010 Signage Plan</div> <div>Update 2012 TIF & Development Plan (CIP)</div> <div>List of what DDA is responsible for maintaining</div> <div>Budget: Improve budget transparency with line item descriptions</div> <div>Begin repair and replacement cycle after completion of CIP planning</div> <div>Work with partners to identify resources</div>	
	<div>Elevator Pitch:</div> <div>• Build Awareness - Pull additional visitors and residents into the DDA District</div> <div>• Ferndale Experience - Improvement of the downtown experience: aesthetics, parking, venues, events</div> <div>• Business Development & Growth – We are a resource for new and existing businesses in terms of business sustainability & growth</div>	<div>Business Owners:</div> <div>For the business owner we provide a platform for:</div> <div>• Connecting you with business resources</div> <div>• Building awareness for your business with marketing support</div> <div>• Our website</div> <div>• Social Media platforms</div> <div>• Delivering your message (feedback, opinions) to the city and other partners with decision making authority in Ferndale</div>	<div>Residents:</div> <div>For residents we provide a platform that ensures:</div> <div>• Your unique Downtown Ferndale experience continues and thrives</div> <div>• The atmosphere of the district and supporting infrastructure supports a great experience – streetscape, lighting, flowers, benches, etc...</div> <div>• Your voice to is heard – opportunity for public input and engagement with the city</div> <div>• Volunteer opportunities for you to connect, collaborate, and engage with the community</div>	<div>Value Statement:</div> <div>A lively downtown with a mixture of uses that supports our community at all times of the day that is sustainable and forward-thinking.</div>	



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 02/06/2018
Re: **Building Design Standards**

The DDA and City have been working with SafeBuilt/LSL Planning to develop a new ordinance for design elements to help maintain the character and quality of development in downtown Ferndale. The attached ordinance is a culmination of several months of review and revisions based on input from the DDA Design Committee, the Appearance Review Committee, the Planning Commission, City and DDA staff, City Council, the City Attorney, and guidance from our consultant.

City Council is asking for support from the DDA Board of Directors before adopting the ordinance. Attached is the proposed ordinance and a User's Guide that would be available to the public to help explain and illustrate what the ordinance is describing.

Recommended Action

To RECOMMEND that the Planning Commission and City Council approve the proposed amendments to the CBD (Central Business District) zoning classification (Article IV. Commercial and Office Districts).



To: DDA Board and Executive Director
From: Justin Lyons, Planning Manager
Date: February 1, 2018
Re: Downtown District Ordinance Amendment Update

Staff, Safebuilt Studio, and SmithGroupJJR have been putting final tweaks on the Central Business District (CBD) ordinance amendments since mid-2017 based on recommendations in the Master Plan and recent developments. The Master Plan identified the importance of design standards (L1.5; L4.6; E3.3) in response to development and a need to modernize the zoning ordinance with form-based code (L1.6). Form-based codes incorporate design guidelines (that are tougher to mandate) into a more concise and predictable process by focusing on the physical character of development, rather than primarily on uses. A form-based code was cited in the Master Plan as standards that can continue or create a more walkable, mixed use urban pattern.

Over the past 9-10 months, City Council, Planning Commission, DDA Board, DDA Design, DDA Appearance Review, businesses, residents, architects, DDA and City staff have all contributed creating the ordinance. The DDA was particularly helpful in sharing past design guidelines that were incorporated into the draft ordinance. SmithGroupJJR and staff will be providing a brief presentation regarding the ordinance amendment and will be looking for the DDA Board's support as the ordinance amendment moves toward adoption.

Please see the attached draft ordinance amendments that will be discussed at the Planning Commission meeting. Next steps will be to incorporate feedback from the DDA Board, and schedule public hearings at the Planning Commission and City Council to formally amend the ordinance.

ATTACHMENTS: Draft Downtown Form-Based Ordinance Amendment
Downtown District Ordinance Amendment User Guide

New Downtown Ferndale Form-Based Code – a Guide

The 2017 Ferndale Master Plan contained several recommendations for amendments to the zoning ordinance to better align with the vision and goals of the plan. One of those recommendations related to making the downtown district form-based to better facilitate mixed-use design compatible with the fabric of downtown. Currently, design in the downtown is regulated by the CBD zoning district, TOD overlay district, Architectural Design Guidelines, and DDA Appearance Review. This proposed amendment to the CBD district seeks to streamline those regulations and set the stage for future form-based amendments for other corridors and districts in Ferndale.

Where does this apply?

The CBD (Downtown) district is the only district being amended as a form-based district at this time. The plan is to look at additional corridors in the future for amendments.

Look at the citywide Zoning Map to see where the CBD district applies.

The Downtown District is organized by sub-districts and frontage types, as identified on the Regulating Plan. Frontage types define the interaction of the building face with the street.

Regulating Plan



WHAT IS A FORM-BASED CODE?

A form-based code (FBC) is a newer zoning approach that focuses more on a building's form, appearance, and relationship to the street and nearby properties. Form-based codes emphasize the look and feel of development, to be sensitive to the surrounding context, rather than focusing heavily on allowed uses. Form-based codes allow for a greater diversity and mixing of land uses, while maintaining a desired character and feel.

Transitioning to a form-based code, as recommended by the Ferndale Master Plan, will accomplish the following:

- Realize the vision of the Ferndale Master Plan and pursue placemaking;
- Support mixed-use development patterns that encourage private development, investment, and economic diversity;
- Create more accessible, pedestrian-oriented, and transit-supportive development practices that provide greater choices in housing and mobility options;
- Protect neighborhoods by better managing transitions between zones while strengthening community character and its unique sense of place;
- Build a more sustainable and healthy community, economy, and environment.

To determine district-specific standards that apply to a property:

1. On the regulating plan, determine the *sub-district* in which the property is located.
2. Determine the *building regulations* for the sub-district. Sub-district's regulations are divided by permitted *frontage types*. The applicant may choose which frontage type shall be applied to the property.
3. Refer to the *use table* for permitted uses.
4. Utilize the *Development Standards* section to clarify terms, measurements, and regulations identified in the sub-district building standards.

Sub-Districts

Downtown Core



As the core of downtown, the lots in the Downtown Core sub-district face Woodward Ave. or Nine Mile Road. The sub-district establishes a continuous building facade at the street frontage that maximizes ground floor fenestration to encourage an active interface between the public street and the ground floor. An increase in height is permitted with the inclusion of design incentives.

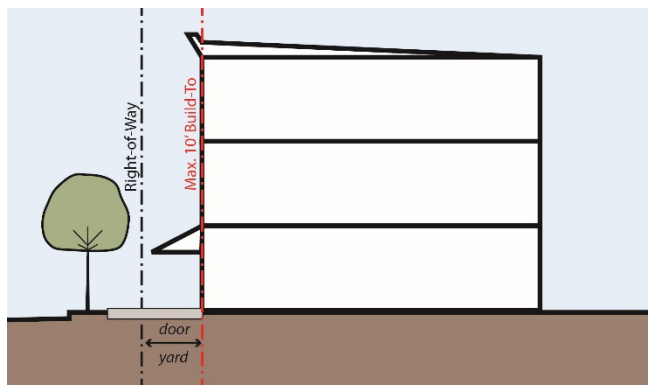
Urban Flex



The Urban Flex Sub-District is located along the edges of the Downtown District and serves as a transition to the adjacent zone districts and urban patterns. The sub-district is characterized by a mix of uses, which include retail, offices, multi-family and civic uses. The frontage types will allow a flexible build-to and moderate fenestration requirements at the ground floor.

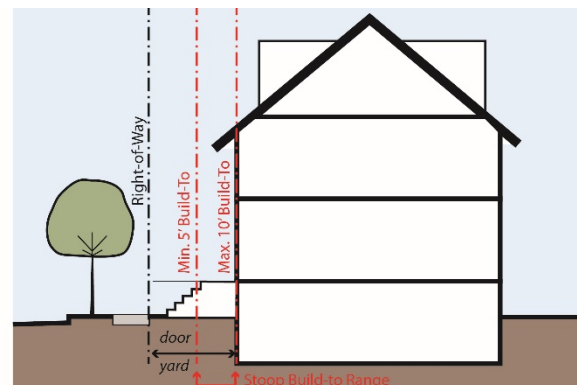
Frontage Type	Intent	Sub-District	
		Downtown Core	Urban Flex
Storefront	Establish standards for appropriately designed mixed-use buildings that provide ground floor active uses with large windows with transparent views into the building interior.	Permitted	Permitted
Stoop	Establish standards for appropriately designed multi-unit dwelling development that requires each unit to have a street-facing entrance. Also accommodates, where permitted, mixed-use or live-work development.	Not Permitted	Permitted

Urban Flex Flexible Frontage Types:



Storefront

**(In Downtown Core the Storefront Build-to is 0')*

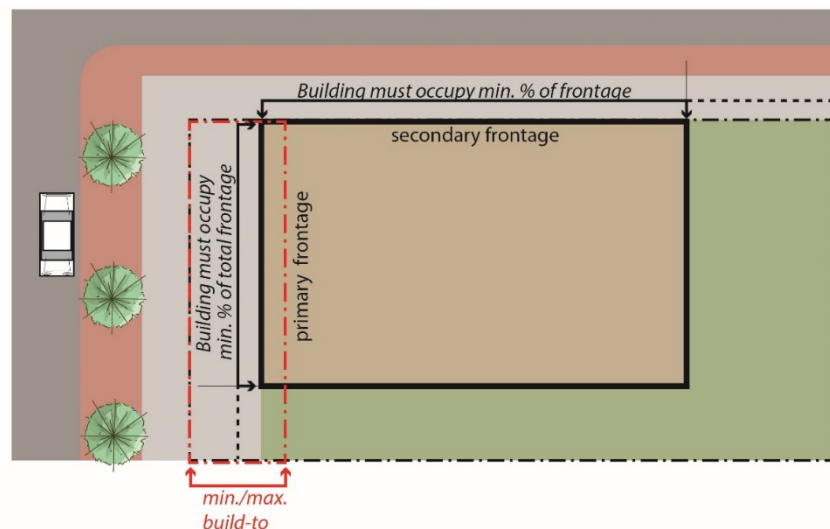


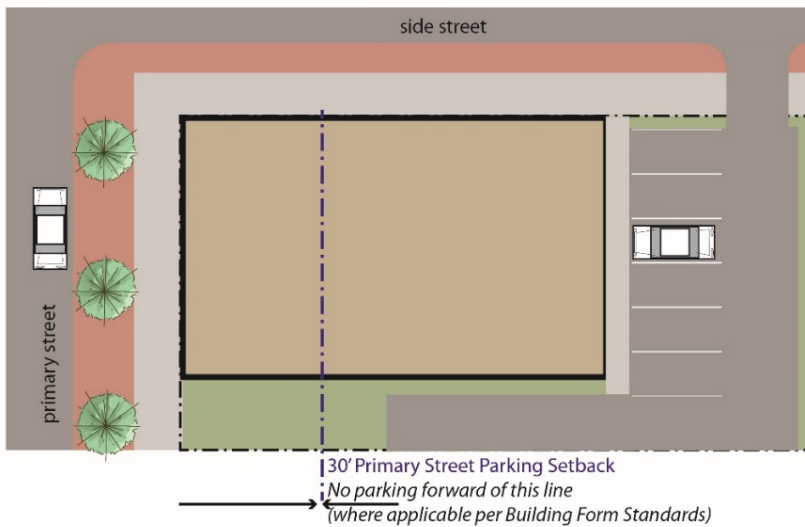
Stoop

(not permitted in the Downtown Core)

New Terms

Build-to – a line parallel to the public street right-of-way to which buildings must be constructed to.

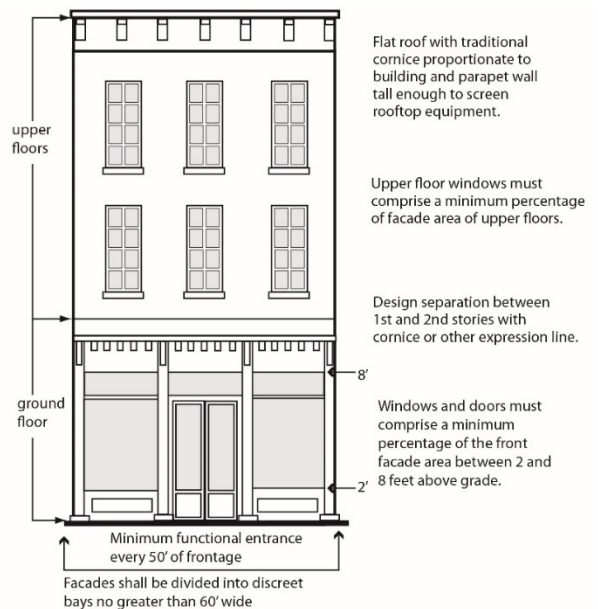




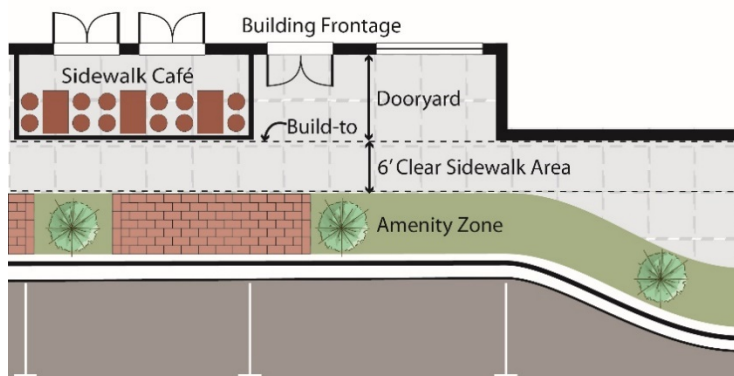
Parking Setback - Surface parking is not allowed directly between a building façade and a street frontage. Surface and structured parking and loading spaces are not permitted within a parking setback on the ground level.

Articulation – how the exterior façade of a building is composed

Fenestration – openings in the building wall, including windows, doors and open areas.



The above drawing is intended to illustrate the application of the design standards in this ordinance, but not require a specific architectural style.



Dooryard – the area between the property line and the front façade/build-to. It is intended as a transitional area between the public and private realms for pedestrian-oriented amenities.

Amenity Zone – the portion of the right-of-way adjacent to the curb, separate from the clear sidewalk area, designated for streetscape amenities.

Article 4B

Downtown District

Section 4B.01 Introduction

A. Applicability

1. The Downtown District is established and applied to property as set forth on the Zoning Map.
2. All provisions of the Zoning Ordinance not addressed by the provisions of the Downtown District shall be applicable.
3. The provisions of the Downtown District, when in conflict with other articles of the Zoning Ordinance, shall take precedence.

B. Utilizing the Downtown District Regulations

The Downtown District is organized by sub-districts and frontage types, as identified on the Regulating Plan. Frontage types define the transition and interaction of the building face with the street.

To determine district-specific standards that apply to a property:

1. On the regulating plan, determine the sub-district in which the property is located.
2. Determine the building regulations for the sub-district. Sub-district's regulations are divided by permitted frontage types. The applicant may choose which frontage type shall be applied to the property.
3. Refer to the use table for permitted uses.
4. Utilize the Development Standards section to clarify terms, measurements, and regulations identified in the sub-district building standards.

C. Purpose

1. The intent of the Downtown District is to promote and protect the central business district as a safe, active, pedestrian-scaled, diverse area through frontage types that activate the public street edge.
2. Implement the Ferndale Master Plan.
3. Integrate higher density in a way that respects and relates to the character and built environment of adjacent areas.
4. Combine a mix of uses to create a safe, vital community.
5. Create unique, attractive, pedestrian and bicycle-friendly places with a streetscape that prioritizes pedestrian circulation.

D. Context

1. General Character
Downtown is an active, medium-high density district that provides a mix of residential and employment uses with retail and services that cater to those users. Active ground-floor retail and services mix with upper floors of residential

and office space. Downtown supports dense development to create and maintain an active neighborhood that is supported by services, amenities, and transit. It is a walkable district with enhanced pedestrian amenities. Buildings should remain context sensitive to adjacent districts and design patterns.

2. **Street, block and access patterns**
Downtown Ferndale centers at the intersection of Woodward Avenue and Nine Mile Road with a regular pattern of block shapes radiating along those primary streets. Alleyways serve most properties and are to be maintained for service and vehicular access.
3. **Building placement and location**
Commercial buildings have consistent orientation towards primary streets with shallow front setbacks forming a continuous building wall along sidewalks.
4. **Building Height**
The Downtown District is characterized by low-scale buildings, and mid-rise commercial and mixed-use structures..
5. **Mobility**
There is a balance of pedestrian, bicycle and vehicle reliance with greater access to the regional multi-modal transportation system.

E. Regulating Plan

The adopted regulating plan is the zoning map for the Downtown District.

Section 4B.02

Uses

**Downtown District
Permitted (P) and Special Land Uses (S)**

	Downtown Core	Urban Flex	Additional Requirements
Residential			
Upper level residential units	P	P	Section 8.19
Ground floor residential units		P	
Health Care Facilities			
Medical, dental and physical therapy offices, clinics, medical and dental laboratories and similar uses (overnight patients not permitted)	P	P	
State licensed day care centers	P	P	Section 8.02
Entertainment & Recreational			
Amusement arcades	P	P	
Health, fitness and exercise clubs	P	P	
Public parks and playgrounds	P	P	
Theaters	P	P	
Service, Retail & Office			
Art, music, dance, craft, ceramic, glass, cooking and similar schools and studios	P	P	
Banks, credit unions, savings and loans and similar uses	P	P	
Business service establishments (including printing and photocopying services, mail and packaging services, data processing and office support services and similar uses)	P	P	
Computer service centers and similar uses (including maintenance of electronic equipment)	P	P	
Lodging facilities	S	S	Section 8.09
Massage establishments (that do not fit the definition of an adult business)	P	P	
Offices	P	P	
Open air businesses	S	S	Section 8.12
Production facilities that have a minimum of 20% floor area dedicated to retail sales (production of consumer goods such as food, beverages, art, clothing, textiles, etc.)	P	P	
Radio and television studios	P	P	
Retail establishments, large	P	P	
Retail establishments, small	P	P	

**Downtown District
Permitted (P) and Special Land Uses (S)**

	Downtown Core	Urban Flex	Additional Requirements
Service and repair establishments (photographic studios; barber and beauty shops; tanning studios; body decorating salons; watch, clothing and shoe repair shops; dressmaking, interior decorating, lock smith, small household appliances, musical instruments, bicycles, furniture, eyeglasses, office or business machines and similar establishments)	P	P	
Sidewalk cafés	P	P	
Standard restaurants	P	P	
Standard restaurants with outdoor seating	P	P	Section 8.15
Video rental and sales establishments (no more than 20% of floor space is occupied by adult-related items)	P	P	
Public, Institutional & Utilities			
Business and technical schools	P	P	
Libraries	P	P	
Museums	P	P	
Parking structures	S	S	Section 8.13
Public buildings (governmental offices, police and fire stations and community centers, but not including service or storage yards)	P	P	
Prohibited Uses			

CBD All goods produced on the premises shall be sold at retail on the premises.

OS Outdoor storage of goods or materials including, but not limited to, equipment, machinery, trash or recyclable materials, debris, construction materials, tractors or trailers.

A. Sub-Districts and Frontage Types

Frontage Type	Intent	Sub-District	
		Downtown Core	Urban Flex
Storefront	Establish standards for appropriately designed mixed-use buildings that provide ground floor active uses with large windows with transparent views into the building interior.	P	P
Stoop	Establish standards for appropriately designed multi-unit dwelling development that requires each unit to have a street-facing entrance. Also accommodates, where permitted, mixed-use or live-work development.	NP	P

P = Permitted, NP = Not Permitted

Downtown Core – Illustrative Example of Building Form



Urban Flex – Illustrative Example of Building Form



B. Downtown Core

As the core of downtown, the lots in the Downtown Core sub-district face Woodward Ave. or Nine Mile Road. The sub-district establishes a continuous building facade at the street frontage that maximizes ground floor fenestration to encourage an active interface between the public street and the ground floor. An increase in height is permitted with the inclusion of design incentives.

Frontage Type	Storefront
Height	
Feet (min)	25'
Feet (max)	70'
Height with Incentive	
Feet (max)	
Woodward Ave. (Breckenridge St.-Saratoga St.)	80'
Siting	
Build-to	
Primary frontage (% of lot width/build-to)	80% / 0'
Secondary frontage (% of lot width/build-to)	60% / 0'
Permitted uses within first 30' of building depth on ground floor	Active street level uses
Setbacks	
Side, adjacent to residential district	10'
Rear, adjacent to residential district	20'
Parking	
Surface parking between building and frontage	Not allowed
Parking setback (min)	30'
Vehicle access	From alley; when no alley present, shall be determined as part of site plan review
Design Elements	
Building Element Heights	
Ground floor elevation (min/max)	0'/1'
Ground floor clear height (min)	14'
Upper story clear height (min)	9'
Ground floor sill height (max)	3'
Ground Floor Fenestration	
Primary frontage (min)	80%
Secondary frontage (min)	60%
Pedestrian Access	
Primary frontage	Entrance per 50'
Private Open Area	
Minimum	15%

C. Urban Flex

The Urban Flex Sub-District is located along the edges of the Downtown District and serves as a transition to the adjacent zone districts and urban patterns. The sub-district is characterized by a mix of uses, which include retail, offices, multi-family and civic uses. The frontage types will allow a flexible build-to and moderate fenestration requirements at the ground floor.

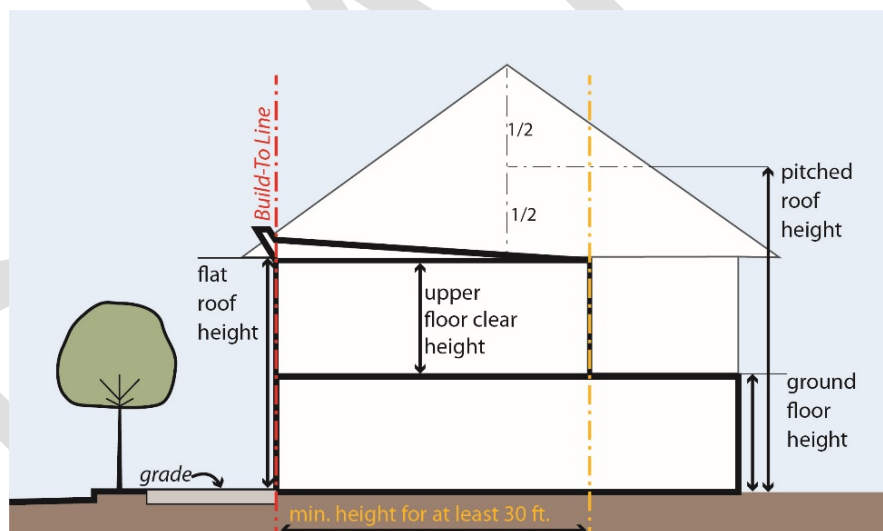
Frontage Type	Storefront	Stoop
Height		
Feet (min)	25'	25'
Feet (max)	55'	55'
Siting		
Build-to		
Primary frontage (% of lot width/min-max build-to)	80% / 0'-10'	80% / 5'-10'
Secondary frontage (% of lot width/min-max build-to)	60% / 0'-10'	-
Permitted uses within first 30' of building depth	Active street level uses	-
Setbacks		
Side, adjacent to residential district (min)	6'	6'
Rear, adjacent to residential district (min)	20'	20'
Parking		
Surface parking between building and frontage	Not allowed	Not allowed
Parking setback (min)	30'	30'
Vehicle access	From alley; when no alley present, shall be determined as part of site plan review	
Design Elements		
Building Height Elements		
Ground floor elevation (min/max)	0'/1'	2'/5'
Ground floor clear height (min)	14'	-
Upper story clear height (min)	9'	9'
Ground floor sill height (max)	3'	-
Ground Floor Fenestration		
Primary frontage (min)	70%	40%
Secondary frontage (min)	40%	
Pedestrian Access		
Primary frontage	Entrance per 50'	Stoop
Stoop depth (min)	-	5'
Private Open Area		
Minimum	10%	10%

A. Measuring Height

1. The minimum and maximum building heights are measured from the average fronting sidewalk to the halfway point of a pitched roof or to the top of a wall plate for flat roofs.
2. The minimum height shall be satisfied from the build-to line back to a depth of at least 30 feet for the specified build-to percentage of frontage.

B. Building Element Heights

1. Ground floor elevation shall be measured from the average fronting sidewalk grade to the first story finished floor elevation
2. Ground floor height shall be measured from the average fronting sidewalk grade to the second story finished floor elevation.
3. Upper floor clear height shall be measured from finished floor elevation to finished ceiling elevation.
4. Sill height shall be measured from the average fronting sidewalk grade to the top of the ground floor sill.

**C. Building Height Increase**

Permitted developments, as indicated in the Downtown Core sub-district, are eligible for an increase in height by dedicating units as affordable housing units, per the Inclusionary Housing Policy. The additional story shall meet the following requirements:

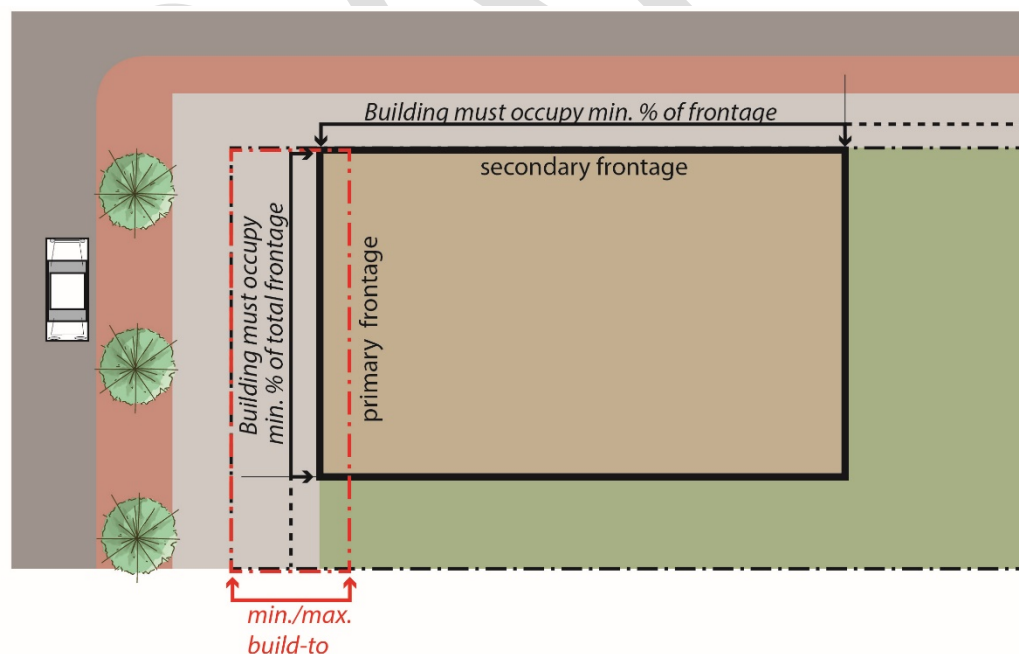
1. The additional story may only be constructed within 80 feet of the build-to.
2. A gross floor area equal to or greater than 50% of the additional story shall be provided, in the same building, as affordable housing.

D. Frontage Designation

1. Reference Section 19.09 for lot line designations.
2. Primary frontage is located along the front lot line.
3. Corner lots, through lots, or any lot with more than one street frontage, shall have a secondary frontage on every lot line abutting a street other than the front lot line. Alleys shall not be considered street frontage.

E. Build-to

1. Definition
Build-to is a line parallel to the public street right-of-way to which buildings must be constructed to.
2. Build-to measurement
Build-to is measured from and perpendicular to the lot line abutting a street.
Where a public access easement abuts the public street right-of-way on a lot, the build-to shall be measured from the easement rather than the lot line.
3. Percentage of frontage
Required build-to is calculated as a percentage using the length of the primary building wall divided by the total lot width, as measured at the lot line abutting the subject street right-of-way. Buildings shall be built at or within the build-to requirement for at least the minimum percentage (%) required along the Primary and/or Side Street frontage.

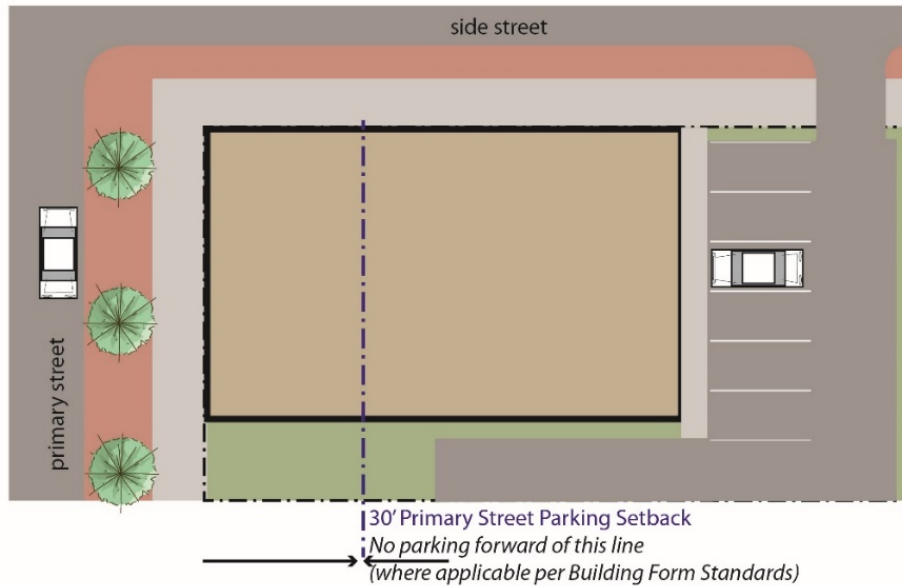


- (a) For recessed vehicle garage doors that provide direct entrance to an integrated parking structure, but which are setback farther than the max of the build-to range due to city standards or safety concerns, the width in linear feet may be added to the length of the applicable building wall for purposes of meeting the minimum percentage.

4. **Building depth**
The horizontal distance at the ground floor measured perpendicular from the exterior of the street facing building wall at the build-to line to the opposite exterior wall enclosing the permitted street level active uses.
5. **Active street level uses**
 - (a) Retail sales and services;
 - (b) Offices;
 - (c) Restaurant/bar/lounge; and
 - (d) Residential and lodging support functions such as lobbies, rental office, club rooms.
6. **Permitted articulations of architectural features**
 - (a) Architectural features utilized for building wall articulation that are within 2 feet of the primary building wall may be utilized in the length of applicable building wall meeting the build-to.
 - (b) Recessed entries at a maximum depth of 15 feet, measured perpendicular to the build-to, and a maximum width of 15 feet, measured parallel to the build-to may be utilized in the length of applicable building wall meeting the build-to.
7. **Exceptions**
Structures containing one or more uses that are civic, public, or institutional are not required to meet the build-to standards.

F. Parking

1. **Location**
Surface parking is not allowed directly between a building façade and a street frontage.
2. **Setback**
Surface and structured parking and loading spaces are not permitted within a parking setback on the ground level.
3. **Vehicle access**
When a frontage type indicates that vehicle access shall be taken from the alley and an alley is present, any newly constructed parking facility, enclosed or unenclosed, must be accessed from the alley. When an alley is not present, vehicle access shall be determined during site plan review. Vehicle maneuvering lanes are highly discouraged within parking setbacks and are only permitted when alternative locations are not available, and it is determined necessary during site plan review.



4. Parking deck design
 - (a) Parking decks shall meet the minimum clear heights indicated in the sub-district standards.
 - (b) Spandrel panels or opaque architectural wall systems, a minimum of 42 inches high, shall be required to screen the view of parking cars and car headlights from the opposite side of the street.
 - (c) For all exposed, above-grade parking structures located along a building frontage or alleys, at least 50 percent of the ground floor level must be covered by an architectural screen.
 - (d) Parking decks exposed to view shall be subject to the same standards as buildings in terms of massing, form, and building character.

G. Articulation

1. Vertical Articulation

Buildings greater than two stories or taller than 30 feet shall be designed to reduce apparent mass by including a clearly identifiable base, body, and top, with horizontal elements separating these components. The component described as the body must constitute a minimum of 50 percent of the total building height.
2. Horizontal Articulation

Buildings shall be designed to reduce apparent mass by dividing facades into a series of smaller components. No individual component shall have a length of more than 60 feet. Components shall be distinguished from one another through a combination of the following:

- (a) Variations in roof form;
- (b) Change in parapet height, minimum of 3 feet;
- (c) Pronounced recesses and projections, minimum of 3 feet;
- (d) Distinct changes in texture and color of wall surfaces;
- (e) Ground level arcades and second floor galleries/balconies; and
- (f) Vertical accents or focal points.

H. Fenestration

1. Definition
Fenestration is defined as openings in the building wall, including windows, doors and open areas.
2. Measurement
Ground floor fenestration shall be measured as a percentage of glazing per total wall area between 2 and 8 feet above the ground floor elevation.
 - (a) Ground floor windows may not be made opaque by window treatments (except operable sunscreen devices). A minimum of 80 percent of the window surface shall allow a view into the building interior for a depth of at least 12 feet.
 - (b) When measuring fenestration, framing elements (such as muntins) with a dimension of 2 inches or less are considered part of the opening.
3. Upper level windows shall be vertically proportioned.
4. Tinted glass is prohibited.

I. Pedestrian Access

1. Entrance
 - (a) An entrance is a functional door that remains unlocked and unobstructed during business hours. The entrance shall be a door parallel to a street frontage within 15 feet of the building face; or a door at approximately a 45-degree angle to the intersecting streets of a corner lot.
 - (b) There shall be a minimum of one functional entrance located 50 feet on center along each lot containing a storefront frontage type.
2. Stoop
 - (a) A stoop is a small staircase ending in a platform and leading to the entrance of the building.
 - (b) Stoop depth shall be measured perpendicular from the building façade to the opposite edge of the platform. Steps shall not be included in the measurement.
 - (c) The platform of the stoop may not encroach past the build-to. Stairs leading to the stoop may encroach past the build-to.

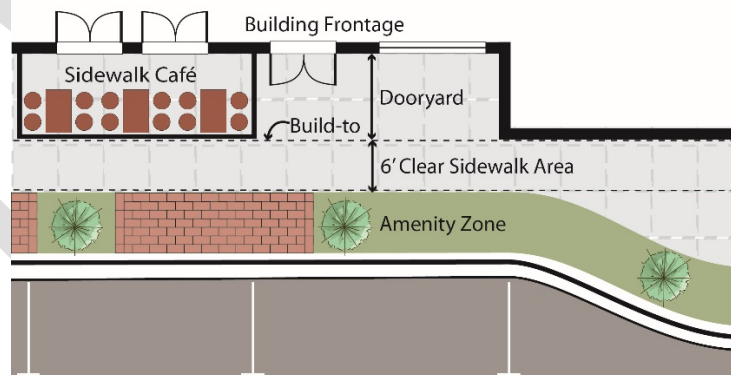
J. Balconies

1. Balconies shall not be located within 5 feet of any common lot line and shall not encroach into the public right-of-way.
2. Balconies may be a single level or multiple balconies stacked vertically for multiple stories.

3. Where balconies are used as a method for achieving the required private open area, the balcony shall be enclosed by balustrades, railings, or other means that block at least half of the view through them.
4. The balcony support structure shall be integrated with the building facade; separate columns or posts supporting any balcony from the ground are prohibited

K. Streetscape Elements

1. Dooryard
 - (a) The Dooryard is defined as the area between the property line and the front façade/build-to. It is intended as a transitional area between the public and private realms for pedestrian-oriented amenities.
 - (b) The Dooryard shall accommodate entrances, outdoor seating, projections such as awnings, balconies, stoops and porches.
 - (c) The Dooryard shall contain urban-style landscape (concrete pavement, planters, street furniture). Lawns are only permitted in the Dooryard of stoop frontages in the Urban Flex district.
 - (d) The unbuilt portion of the build-to shall be considered an additional Dooryard for a minimum depth of 5 feet.
2. Amenity Zone
 - (a) The Amenity Zone is the portion of the right-of-way adjacent to the curb, separate from the clear sidewalk area, designated for streetscape amenities.
 - (b) The Amenity Zone may include space for grated street trees, bike racks, benches, planter boxes and other landscape elements, lighting, regulatory and wayfinding signage, parking meters or pay stations, and other street furnishings. Amenity Zones may include landscape elements such as street trees, planter boxes, bio-swales, and rain gardens, but will primarily be paved.



3. The following streetscape elements shall be located within the Amenity Zone or Dooryard. A minimum 6-foot clear sidewalk area shall be maintained:

- (a) Lighting. Lighting elements shall be pedestrian-scaled and meet the Downtown DDA specifications. Lighting shall be installed within the Amenity Zone.
- (b) Bicycle Facilities. Bike racks and sheltered bike parking may be installed within the Amenity Zone or Dooryard. Bike parking may also be installed within a parallel parking space with appropriate buffering from traffic such as through pavement striping, bollards, planter boxes, or other protective barriers.
- (c) Bus Stops. Bus stops shall have a concrete pad as a waiting area, seating space, and an overhead structure.
- (d) BRT Facilities. In the case that Bus Rapid Transit is developed along Woodward Avenue, easy boarding transit stations shall be added to the Amenity Zone, Dooryard or additional setback space.
- (e) Street Trees. Street Trees shall be of native or hardy adapted varieties and be included in the Street Tree List, adopted separately from this ordinance. One canopy tree shall be provided for every 30 feet of lot frontage in the Amenity Zone, where applicable. Additional street tree types are acceptable with approval of City Staff.
- (f) Landscape Elements. Landscape Elements such as native and ornamental plantings, rain gardens, bio-swales, and planter boxes may be installed within the right-of-way or tree lawn to meet the Downtown DDA specifications. Native Plant species and varieties shall be preferred and encouraged. No invasive tree or plant species identified by the Michigan Invasive Plant Council may be planted in any outdoor public or private location within the CBD.
- (g) Street Furniture. Street Furniture shall be well-integrated into the streetscape design and have a durable, practical, and appealing design that meets DDA specifications. Benches, trash receptacles, and bike racks shall be provided within the Amenity Zone or Dooryard and in park and plaza areas. Street Furniture should typically be installed on both sides of the street and appropriately lined with Street Trees and Landscape Elements (if applicable).

L. Private Open Area

Private open area is defined as an unenclosed occupiable area within the buildable area, which is accessible only to occupants of the particular development. A private or semi-private usable open area is required on every lot, defined as a percentage of the total buildable area. This requirement may be satisfied in a variety of configurations, at or above grade. A minimum private open area, within, and equal to a percentage of, the total buildable area, is prescribed in the districts. The parameters are as follows:

1. Where located at grade, such private open area shall not include any required side or rear setbacks.
2. At least 20 percent of the private open area shall be in no more than two contiguous areas.
3. Up to 80 percent of the required private open area may be satisfied through individual balconies or decks.
4. Any development on a lot that is exclusively reusing existing structures (without external expansion) is exempt from the private open area requirement.