

# POSSIBILITIES PLAN *\*DOWNTOWN FERNDALE*



NOVEMBER 2021



# POSSIBILITIES PLAN

*\*DOWNTOWN  
FERNDALE*

a plan to help downtown ferndale  
imagine its full potential.

prepared by really cool people from:

## HamiltonAnderson

Designing sustainable communities  
that inspire positive change.



# POSSIBILITIES PLAN

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# POSSIBILITIES PLAN

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## INTRODUCTION

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# PURPOSE OF THE DOCUMENT

A critical driver to the City of Ferndale's success is its downtown, a favorite destination that embraces the diversity of culture, class, and creativity. Operating as the economic engine, Downtown Ferndale is managed in part by the Ferndale Downtown Development Authority (DDA) which is responsible for District promotion, business attraction and retention, and stewardship of tax increment financing (TIF) funds in support of capital improvements. While Ferndale has long been at the forefront of progressive urban development, years of continued growth and the need to update its infrastructure and services to accommodate new and existing users has prompted the DDA to be even more proactive in its approach.

Initiated in 2018, the Downtown Ferndale Possibilities Plan was designed to create better informed discussion, generate ideas, and help people visualize possibilities. Caring for existing resources is only one piece of the puzzle. Development can change the face of a community and visioning exercises like this can make space for big ideas before a development project is on the table.

The plan begins with a complete understanding of downtown through a parcel-by-parcel investigation, as well as an extensive inventory of all capital assets. It then uses this information along with stakeholder input to imagine downtown's full potential and envision its future in both the near- and long-term. Deeply rooted in providing a cutting edge downtown experience, the Plan also aligns with the City's Master Land Use Plan to assure the continued harmonious development throughout the downtown district and Ferndale as a whole.



Source: <http://www.downtownferndale.com/>



# HISTORY OF FERNDALE DDA

## The Mall and Its Impact to Downtown

The introduction of malls into suburban communities forever changed the landscape. Lured by convenient parking, a variety of stores, and a clean and climate-controlled environment, shoppers passed by downtowns in favor of the malls. The innovation of malls completely changed the way people experienced the buying and selling of goods. The mall attracted many retailers who could now more easily manage stores in multiple locations across the country. The consistency offered by mall management was noticeably lacking from downtowns. In fact, many downtowns across the country experienced abandonment during the 1960s-1980s as businesses either moved to the mall or simply closed up shop due to the decrease in foot traffic Downtown.

To counteract this downward trend, the State of Michigan enacted legislation in the 1975 known as the Downtown Development Authority Act, Michigan Public Act 197 of 1975. This act was established to provide a means by which local governments could correct and prevent deterioration in business districts, promote the economic growth of the District, improve property values for a community's primary commercial core, and implement a development plan, a goal of which would be to attract private investments by making public improvements that made sidewalks and roads safer, retained and recruited businesses, and raised overall awareness of Downtown.

## Establishing Ferndale DDA

Seeking to address its own Downtown issues, the Ferndale DDA was created by the City Council on July 14th, 1981, and over the years, the DDA has utilized its tax increment financial (TIF) capture — combining local and non-local revenues — for

numerous projects and activities contributing to revitalizing Downtown, that likely would not have occurred otherwise. These activities range from special events to marketing efforts, to parking lot improvements and streetscape additions such as planters, waste receptacles, light fixtures, and street furniture.

These concerted efforts made an impression both locally and on the national scene and, in 2010, the National Main Street Center awarded the City of Ferndale its "Great American Main Street" award (GAMSA). Recognized for their extended revitalization efforts and unwavering determination to create a sustainable business district, the Ferndale DDA was the first Main Street Oakland County program participant to bring home the GAMSA and one of six in Michigan to be so honored since the award began in 1995.

## Downtown Ferndale Today

Today, downtown is still managed and marketed by the Ferndale DDA, now in close collaboration with the City of Ferndale. This work has helped establish Downtown Ferndale as a favorite local and regional destination, known for its shopping and entertainment, collection of public art, and inviting streetscapes. However, the work is never over for revitalization. Changes in the local, regional, and state economy, as well as social changes, impact how Downtowns function. To stay competitive and continue to improve the quality of life for Ferndale residents and business owners, this document articulates that vision and makes recommendations to celebrate Downtown Ferndale's successes, build on what works, and improve what isn't working as well.

Note: This text adapted from the 2012 Ferndale DDA Development Plan.



Source: <https://www.shorpy.com/node/8140>



Source: <https://www.pinterest.com/ferndaleac/>



Source: <https://www.pinterest.com/ferndaleac/>



# IMPACTS OF THE COVID-19 PANDEMIC

## Planning for Recovery

The past year has been grueling for many small businesses forced to continually revamp business models as conditions of the COVID-19 pandemic changed. Businesses and their patrons had to get used to the “new normal” - masks, capacity limits, new delivery methods, etc. But through the struggle came innovation, and Downtown Ferndale remains a popular destination for small entrepreneurs with ideas. The Ferndale DDA is ready to support those dreams with the help of this plan.

Through the pandemic, the Ferndale DDA collaborated closely with the City of Ferndale and the South Oakland Area Regional Chamber to support the business community. Initial efforts focused largely on disseminating information and assisting Oakland County in distributing grant funds. Later programs included a free PPE Marketplace, creation of a pop-up park, additional outdoor seating in downtown, downtown snow and ice removal, promotion and marketing support, access to grant funding, social media training, creation of a social district, and more.

As we look forward to economic recovery, a strategic approach to maintaining a walkable, inviting downtown has never been more critical. Outdoor activation is key. By creating spaces where people feel relaxed and welcome, they are more likely to support one of the many locally owned businesses in downtown.



Source: Ferndale DDA



# DDA GOALS + OBJECTIVES

## Mission

Work together to drive, deliver, and advance the great Downtown Ferndale experience.

## Value Statement

A lively Downtown with a mixture of uses that supports our community at all times of the day that is sustainable and forward-thinking.

## Core Values

- FUN – a positive attitude is key to success
- ACCOUNTABLE – engaged and transparent in all undertaking
- OPEN MINDED – different ideas, thoughts, and people energize us
- INCLUSIVE – we are welcoming and progressive
- CONNECTORS – it is all about building collaborative relationships

## Strategic Priorities

- Build Awareness – Pull additional visitors and residents into the DDA District
- Ferndale Experience – Improvement of the Downtown experience: aesthetics, parking, venues
- Business Development & Growth – Be a resource for new and existing businesses in terms of business sustainability and growth
- Establish a strong DDA Brand and Communication Rhythm focused on all stakeholders
- Efficient Operations

Source: Ferndale DDA Strategic Plan (updated Jan 2018)



Source: <https://qandm.agency/2017/08/14/a-day-in-downtown-ferndale/>



# FERNDALE DDA BOUNDARY

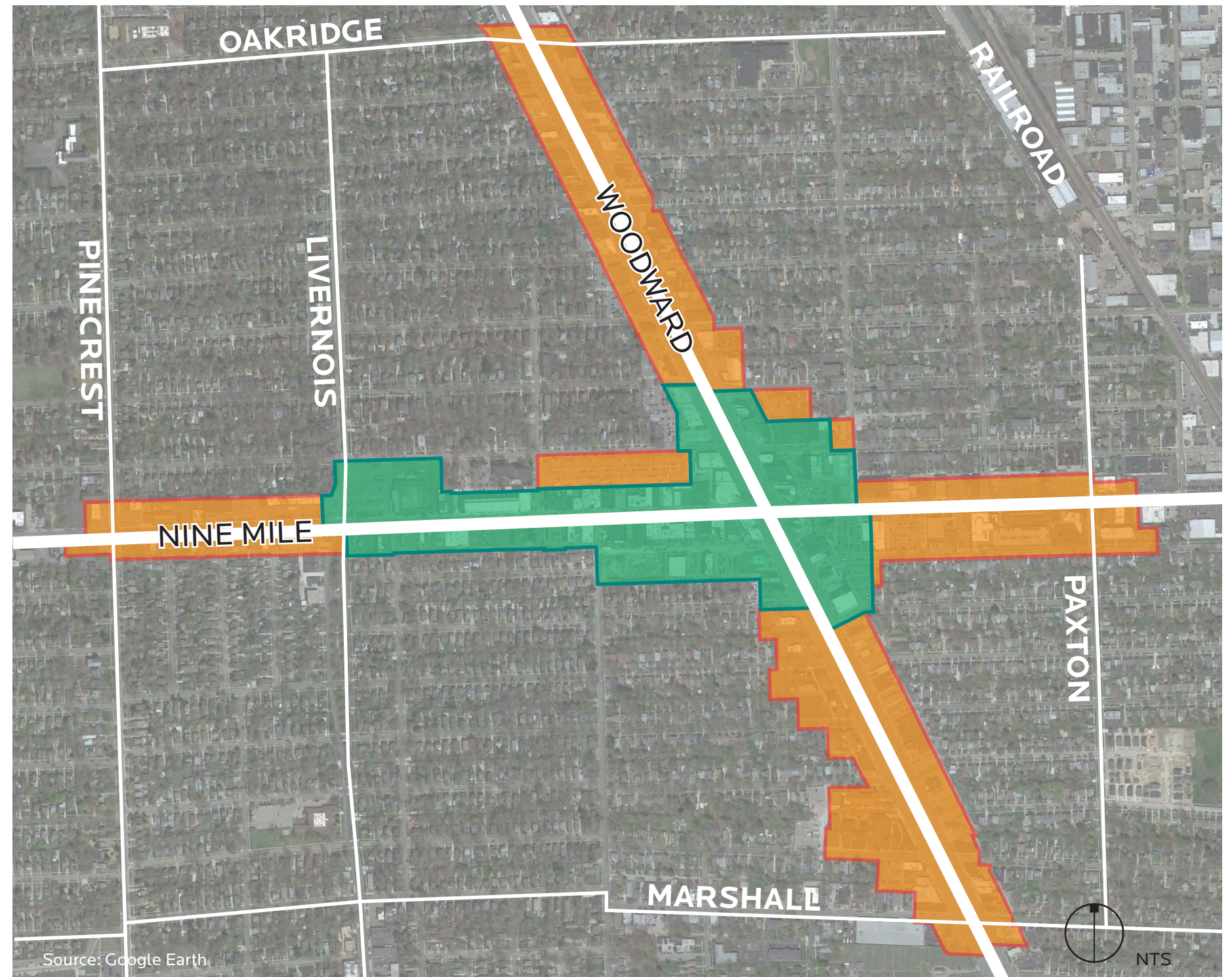
The Ferndale DDA District covers roughly 45 acres and approximately 4 linear miles of street frontage in the City of Ferndale. Centered on the intersection at Woodward Avenue and Nine Mile Road, it is generally constrained by Oakridge Avenue to the north, Marshall Street to the south, Paxton Street to the east, and Pinecrest Drive to the west.

Within the DDA District is the Tax Increment Financing (TIF) District, which is authorized to use funds from the TIF governmental funding program. This program allows DDAs to capture the year-to-year growth in property values and reinvest those dollars into public capital improvements projects in order to promote economic growth and development. However, the funds captured by the TIF program must only be used within the TIF District.

While an updated Development and TIF Plan has been created to identify development and projects to be funded specifically for the TIF District, this document envisions design strategies and development for the entire DDA area.

## LEGEND

- DDA DISTRICT
- TIF DISTRICT





# RECENT ADDITIONS

Over the last 20 years, the DDA has worked with the City of Ferndale to leverage its funds and resources to help generate private investment in Downtown Ferndale. Here are a few recent additions:

- New residential developments including FerndaleHaus, Lofts on 9, St. James Luxury Senior Housing, and 409 on Nine.
- Completion of The dot parking deck and retail spaces.
- Expanding and updating Schiffer Park with benches, tree, and public amenities.
- Additional seating on W Nine Mile in front of Affirmations.
- Installation of two MOGO bike sharing stations.
- Activating the pedestrian alley between W Nine Mile and W Troy.
- Installation of the Rainbow Crosswalk on W Nine Mile helping to reinforce the City's commitment to an inclusive and diverse community.
- Creation of the Ferndale PATIO Zone social district.
- Rehabilitation of several planting beds and landscaping areas under maintenance contract with the Department of Public Works.
- New contract with the Department of Public Works for snow and ice removal to ensure downtown is more walkable during winter months.



Source: Ferndale DDA



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# POSSIBILITIES PLAN

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## THE PLANNING PROCESS

the planning process | context research |  
stakeholder engagement



# THE PLANNING PROCESS

The planning process for the Downtown Ferndale Possibilities Plan included many steps. It involved compiling relevant local and regional plans, property conditions, field observations, and best practices which were supplemented with input from a variety of stakeholders throughout different stages of the project. A majority of the work carried out during this phase took place in 2019.

The major components of the planning process were:

- **Context Research:** review existing local and regional plans, initiatives, and recent developments.
- **Stakeholder Engagement:** facilitate conversation with and among the DDA Board of Directors and members, City Council members, City leadership, and staff about the values and goals underlying the Plan.
- **Inventory and Analysis:** conduct assessment of physical conditions, capital asset inventory, and urban form study. See Caring for Existing Resources chapter.
- **Exploring Possibilities:** explore possibilities and prepare conceptual designs, support graphics, and precedent imagery. See Exploring Possibilities chapter.





# CONTEXT RESEARCH

Context research focuses on examining existing planning and development efforts in order to identify potential connections with the work being completed in this document. Through this review, opportunities and threats that could influence or inform the Plan Development process were discovered. Furthermore, this review helped decrease the risk of proposing recommendations that may be at odds with other planning initiatives or that are already being accomplished by other government agencies.

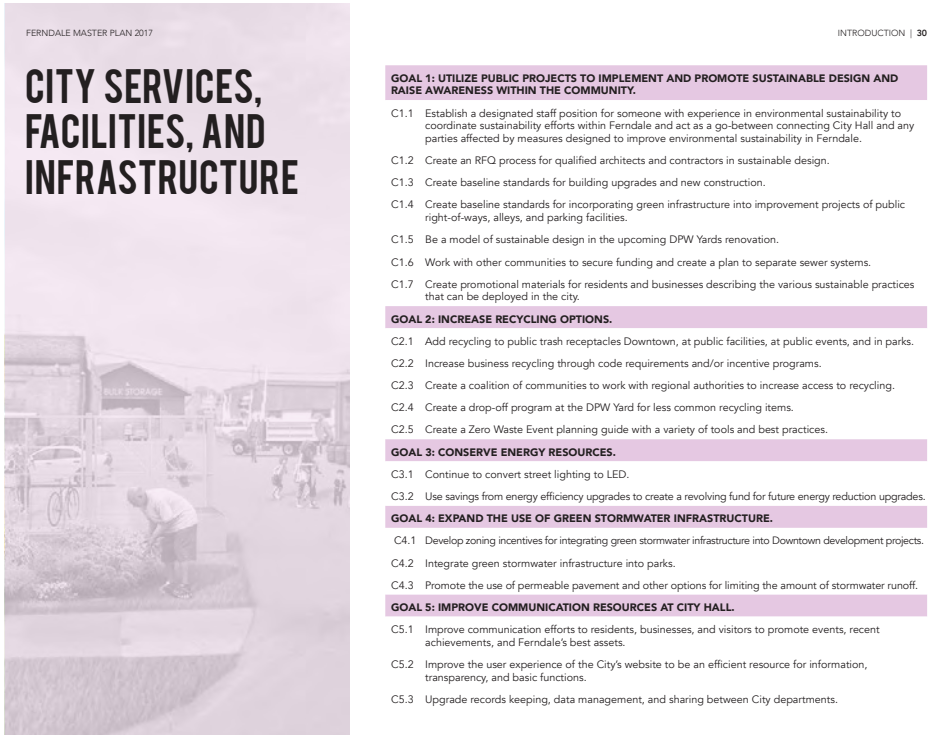
## Master Land Use Plan

The first document reviewed was the 2017 Ferndale Master Plan, also known as the Master Land Use Plan (MLUP). An update to the 2008 version, the MLUP establishes where the City of Ferndale should direct its efforts over the next five to

ten years through a series of recommendations.

Divided into six chapters, the MLUP presents a wide range of goals and actions to build on Ferndale’s strengths and address its weaknesses related to land use and quality of life in the City. With several of these goals directly involving or relating to the Downtown District, it was important to identify how the recommendations of the MLUP could support or align with the recommendations developed for this document, and vice versa. The following page lists the MLUP goals that were deemed relevant upon review.

The City launched a process to update of the MLUP in 2021.



Plans and initiatives investigated and informing this Plan include:

- **Master Land Use Plan**  
City of Ferndale (2008; updated 2017)
- **Parks & Recreation Master Plan**  
City of Ferndale (2009; updated 2017)
- **FYE Capital Improvement Plan**  
City of Ferndale (2017-2021)
- **City Council Strategic Plan**  
City of Ferndale (2017; updated annually)
- **Business Recruitment Strategy**  
Ferndale DDA (2016)
- **Retail Market Study**  
City of Ferndale (2015)
- **Ferndale Moves!**  
City of Ferndale (2014)
- **Public Participation Plan (PPP)**  
City of Ferndale (2014)
- **Tax Increment Financing Plan Update**  
Ferndale DDA (2012)
- **Wayfinding and Signage Master Plan**  
Ferndale DDA (2010)
- **BUILD Program**  
Ferndale DDA
- **Action 2020 Strategic Plan**  
8MBA (2015, updated 2018)
- **Main Street Oakland County Program**  
Main Street America (2000)
- **WA3 Complete Streets Plan**  
8MBA (2015, updated 2018)
- **Woodward Bicycling and Walking Safety Audit**  
City of Ferndale, City of Pleasant Ridge (2019)



MLUP goals that were deemed relevant to this Plan:

LAND USE

- L1.1 — Update the future land use plan.
  - See pages 14 and 15 for more information.
- L1.2 — Incorporate a special purpose narrative for key redevelopment sites.
  - Identifies Withington Lot and Troy Lot.
- L1.5 — Consider creating design standards and guidelines for commercial corridors. \*\*
- L1.6 — Identify areas of the City where change towards a walkable, mixed-use urban pattern is anticipated and would be appropriate for future form-based code. \*
- L2.3 — Expand senior living housing options in urban districts and commercial corridors.
- L4.1 — Create a long-term parking plan with a clear vision and decision-making framework. \*
- L4.2 — Revise P-1 Vehicular Parking zoning district standards and reevaluate its application.
- L4.5 — Continue to update, utilize, and promote Ferndale’s payment in lieu of parking provision. \*
- L4.6 — Enhance the design standards for parking facilities abutting rights-of-way, especially in Downtown and Mixed Use land use areas.
- L5.4 — Create and adopt a Dark Sky Lighting Ordinance.

HOUSING AND NEIGHBORHOODS

- H1.1 — Promote Ferndale as a great place to live. \*
- H4.5 — Integrate more housing options Downtown.

ECONOMIC VITALITY

- E1.1 — Create a retail attraction strategy to sustain a healthy and diverse local business community. \*\*

- E3.3 — Update signage and storefront design standards and codes to meet or exceed generally accepted industry standards; establish a Storefront Design Committee to approve proposed storefronts and signage. \*
- E3.4 — Establish a storefront and signage improvement matching grant fund; sunset existing non-conforming signage by 2025. \*
- E4.2 — Create alternate pathways to normal procurement practices. \*
- E4.3 — Promote opportunities for pop-ups and temporary retailers. \*
- E5.1 — Increase number of primary jobs in Ferndale; pursue opportunities to attract one or more signature office tenants. \*
- E6.1 — Identify pilot projects for placemaking in targeted areas.
- E6.3 — Provide studio space to foster collaboration, creativity, and innovation.

RECREATION AND OPEN SPACE

- R1.6 — Improve and activate Schiffer Park. \*
- R1.8 — Provide Wi-Fi and charging ports at select parks.
  - Identifies Schiffer Park as ideal candidate.
- R2.1 — Continue to explore options for designated open spaces Downtown. \*
- R2.2 — Consider a Downtown community center presence. \*
- R2.3 — Create a network of parks and non-motorized routes around Ferndale and between neighboring communities.
- R2.4 — Create a public art program for parks and public spaces.

TRANSPORTATION AND MOBILITY

- T1.5 — Connect to regional and national walking and biking events (or create Ferndale’s own!).
  - Highlights the Downtown Ferndale Bike Rodeo.
- T1.6 — Continue to promote and expand car share and ride share opportunities.
- T2.2 — Connect Livernois between W. Nine Mile and Withington.
- T3.2 — Improve the transit experience by improving transit stop facilities.
- T4.1 — Support a complete bike network in Ferndale and between neighboring communities.
- T4.2 — Provide safe and convenient bike parking.
- T4.3 — Explore opportunities for a bike share program.
- T5.1 — Implement “non-capacity” strategies to improve the current system.

CITY SERVICES, FACILITIES, AND INFRASTRUCTURE

- C2.1 — Add recycling to public trash receptacles Downtown, at public facilities, at public events, and in parks.
- C3.1 — Continue to convert street lighting to LED.
- C4.1 — Develop zoning incentives for integrating green stormwater infrastructure into Downtown development projects.
- C4.3 — Promote the use of permeable pavement and other options for limiting the amount of stormwater runoff.

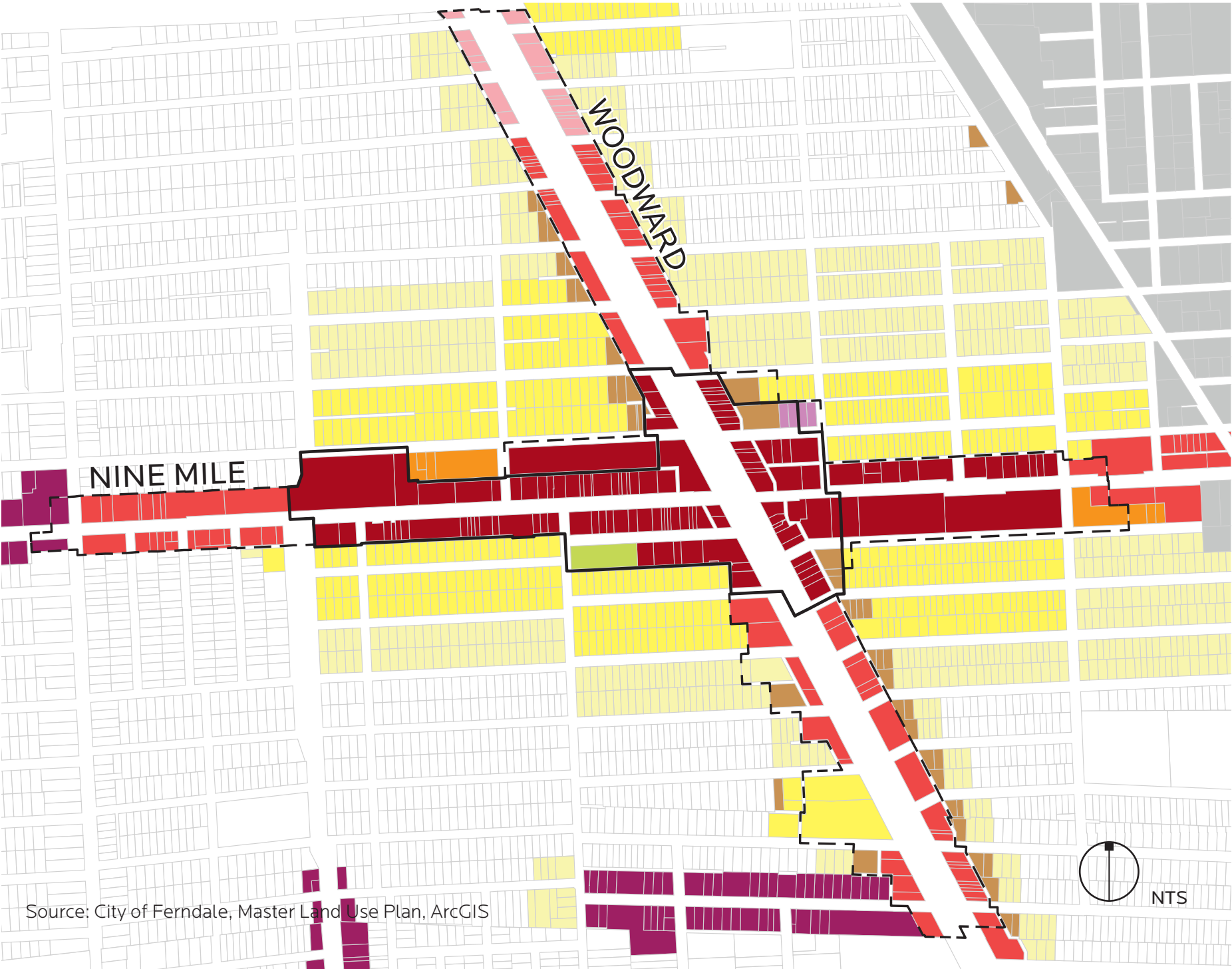
\* DDA listed as collaborating task leader in MLUP Action Plan.

\*\* DDA listed as primary task leader in MLUP Action Plan.



# MLUP Existing Land Use

Reviewing the existing land use patterns of Downtown and the surrounding area is vital in understanding the decisions behind past planning efforts and development projects as well as envisioning the implications it might have for Ferndale DDA's vision for its future. As shown below, existing land use patterns show distinct commercial and industrial corridors that serve as delineation lines to residential neighborhoods. Neighborhoods consist almost entirely of single-family homes, with parks, institutional uses, and multi-family uses sprinkled throughout. While the Central Business District promotes a safe, pedestrian-scaled, diverse area through frontage types that activate the public street edge, much of Woodward Avenue focuses on lower density commercial uses, which typically results in single-use structures and sites oriented toward visitors arriving by vehicle. These detract from the pedestrian experience.



Source: City of Ferndale, Master Land Use Plan, ArcGIS

## ZONING DISTRICTS

- CBD – CENTRAL BUSINESS DISTRICT
- C2 – GENERAL COMMERCIAL
- C3 – EXTENDED BUSINESS
- MXD1 – MIXED USE 1
- MXD2 – MIXED USE 2
- M1 - LIMITED INDUSTRIAL
- R1 – SINGLE FAMILY RESIDENTIAL
- R2 – SINGLE / TWO-FAMILY RESIDENTIAL
- R3 – SINGLE / MULTIPLE-FAMILY RESIDENTIAL
- R4 – MULTIPLE-FAMILY RESIDENTIAL
- P1 – VEHICULAR PARKING
- PUD - PLANNED UNIT DEVELOPMENT



MLUP Future Land Use

As detailed in the 2017 Ferndale Master Land Use Plan, new land use categories were created to minimize incompatible land uses, enhance the relationship between adjacent land uses and surrounding communities, and react to the fluctuation of market conditions. For example, the Downtown designation generally corresponds with the CBD zoning district, but emphasizes that design and placement of buildings should be consistent with National Main Street Design parameters that promote a walkable Downtown District through a mix of uses and enhanced pedestrian amenities. This includes zero lot setbacks, wide sidewalks, enhanced streetscape, and shared access and parking facilities. Auto-oriented uses including drive-through establishments, automobile service, and automobile sales are highly discouraged in this area. Then, to serve as a better transition between Traditional Residential neighborhoods and more intense land uses, an Urban Residential district would accommodate a greater mix of housing types from compact single-family homes and townhouses, to fourplexes and apartment buildings.





# STAKEHOLDER ENGAGEMENT

The engagement approach sought creative ways to engage with stakeholders during the planning process in order to inform the Plan Development phase. The range of engagement strategies allowed perspectives and local knowledge to come forward throughout the planning process.

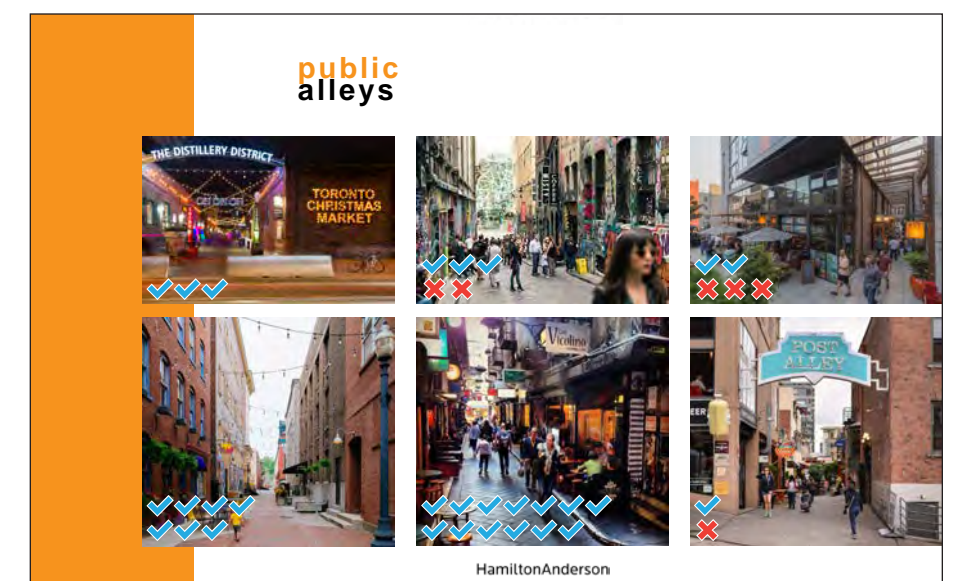
## Annual Strategic Plan Meeting

On January 23, 2019, the Design Team attended the Annual Strategic Planning Meeting held for the DDA's Board of Directors. In addition to board members, City Council members and other City and DDA staff were present to participate. Discussions were facilitated using a number of engagement techniques.

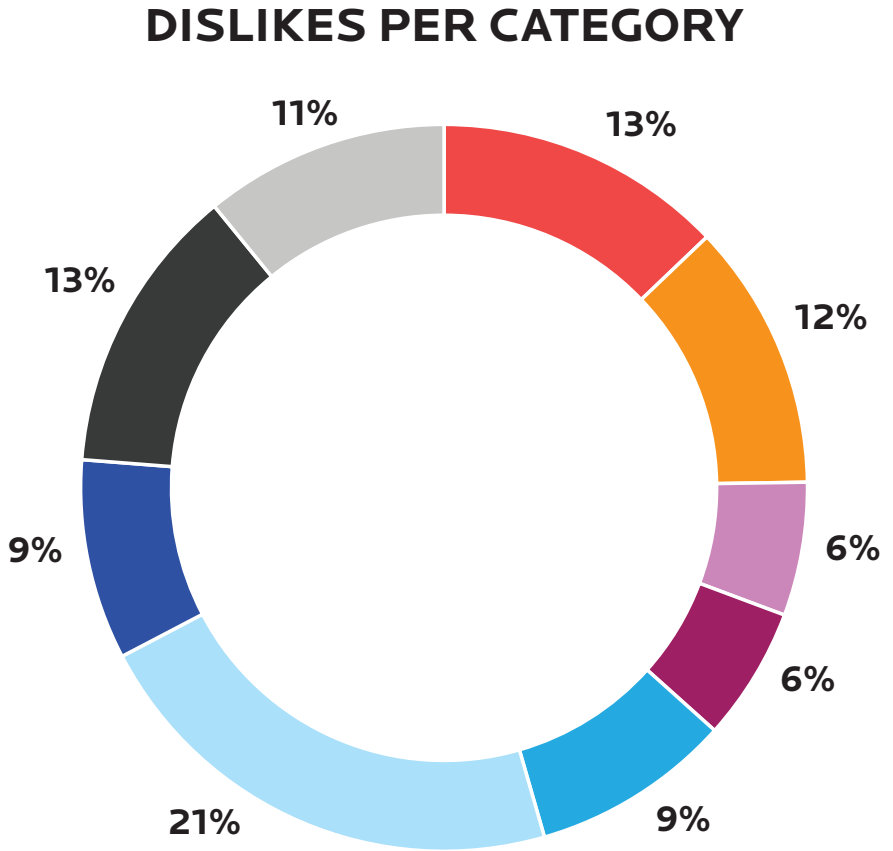
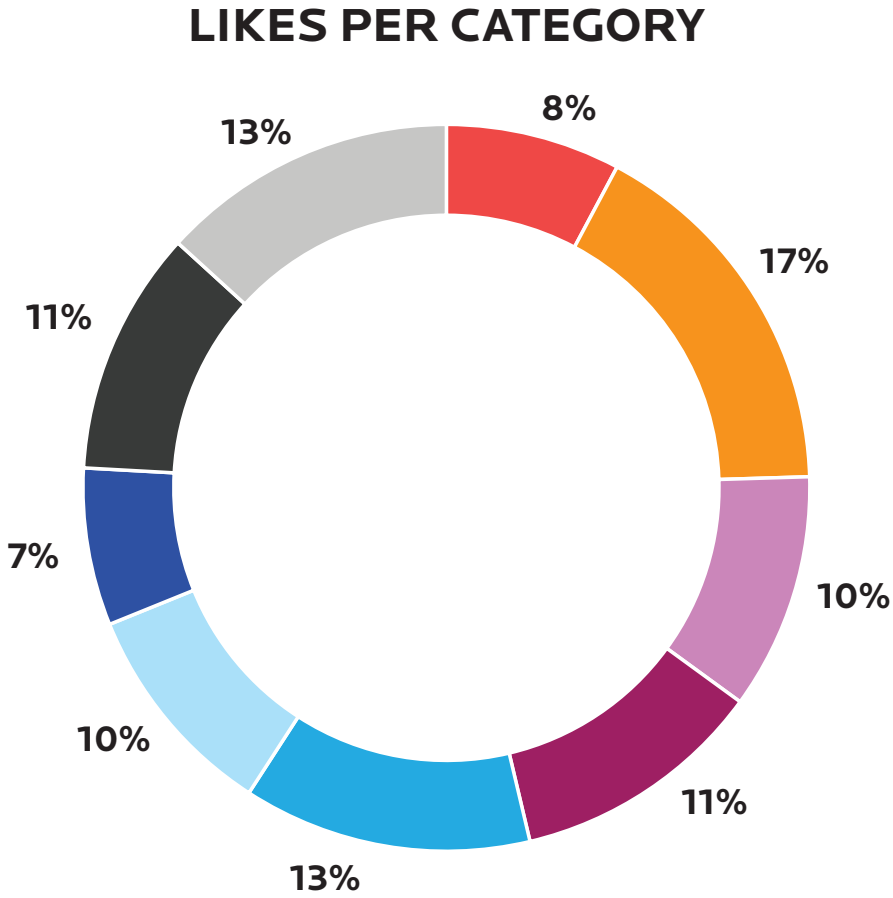
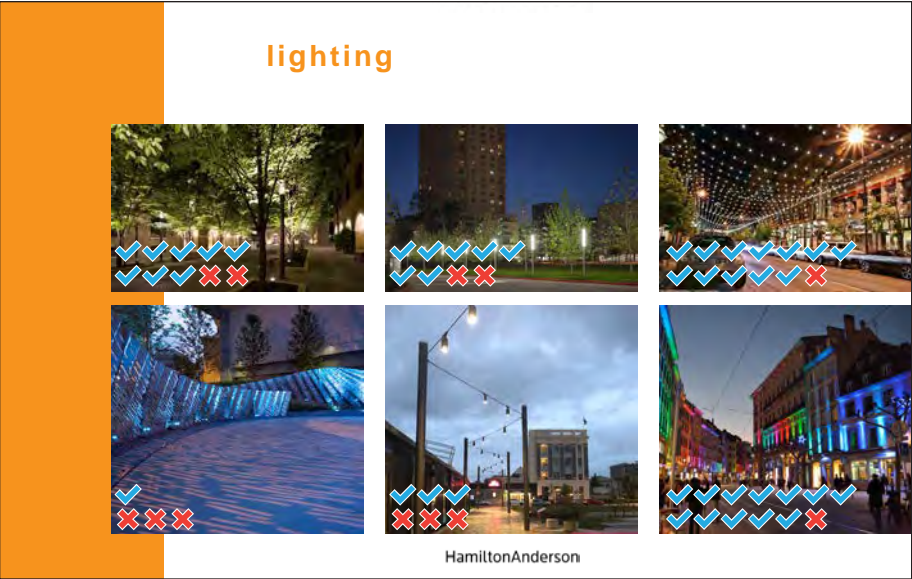
This included:

- Vision board preference study
- Small group discussion
- Aerial mapping exercise
- Individual questionnaire and survey

For the **vision board preference study**, nine boards were assembled each showing a different category for a public amenity, streetscape element, or urban design form. Within each category, multiple precedents were selected highlighting the various aesthetics. Then, at the beginning of the meeting, individuals were then given seven “like” stickers and seven “dislike” stickers to distribute based on their response to the images shown. The results from this exercise, illustrated on the following pages, helped indicate design preferences among the group and to spur small group discussion.







- LEGEND

  - HARDSCAPE
  - LIGHTING
  - PROGRAMMING
  - PUBLIC ALLEYS
  - PUBLIC ART
  - SIGNAGE
  - SITE FURNISHINGS
  - SOFTSCAPE
  - SUSTAINABILITY

CATEGORY	LIKES	DISLIKES	% OF LIKES	% OF DISLIKES
HARDSCAPE	20	13	8%	13%
LIGHTING	43	12	17%	12%
PROGRAMMING	27	6	10%	6%
PUBLIC ALLEYS	29	6	11%	6%
PUBLIC ART	33	9	13%	9%
SIGNAGE	25	22	10%	21%
SITE FURNISHINGS	18	9	7%	9%
SOFTSCAPE	28	13	11%	13%
SUSTAINABILITY	34	11	13%	13%

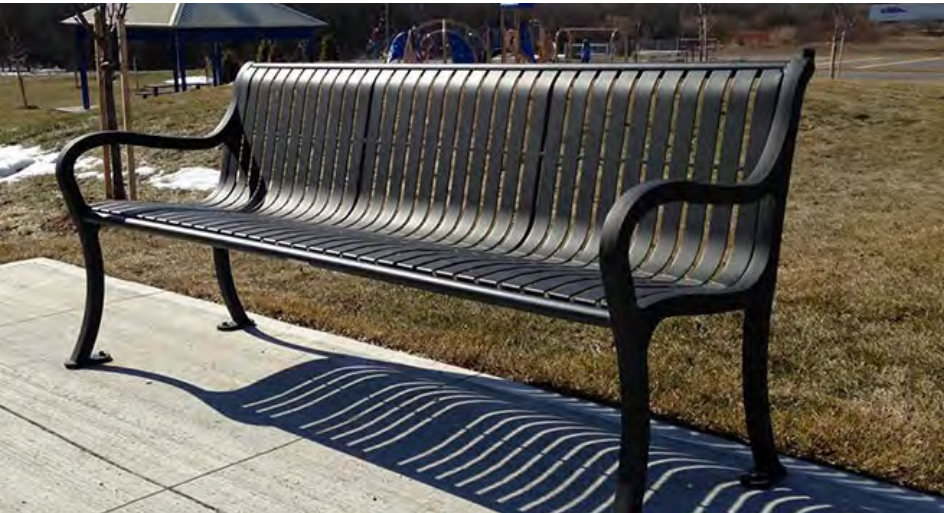




MOST LIKED IMAGES

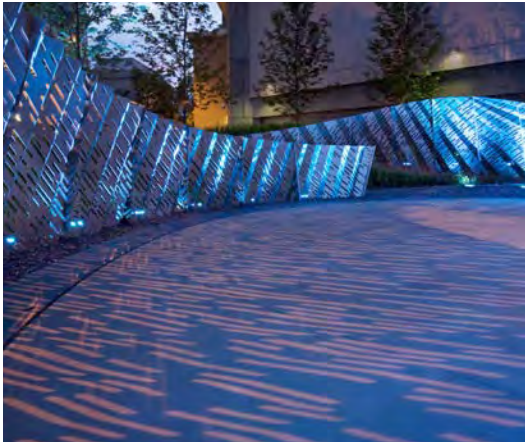






At the end of the exercise, 358 sticker responses were collected in total with 257 'likes' and 101 'dislikes'. As shown with the graphs on page 21, the boards focused on lighting and public alleys received the most positive responses, while signage received the most negative. Softscape and sustainability were the only boards that received a roughly equal percentage for both like and dislike votes. Looking at these results alone gives a snapshot at what participants care the most about when thinking about the future of Downtown Ferndale.

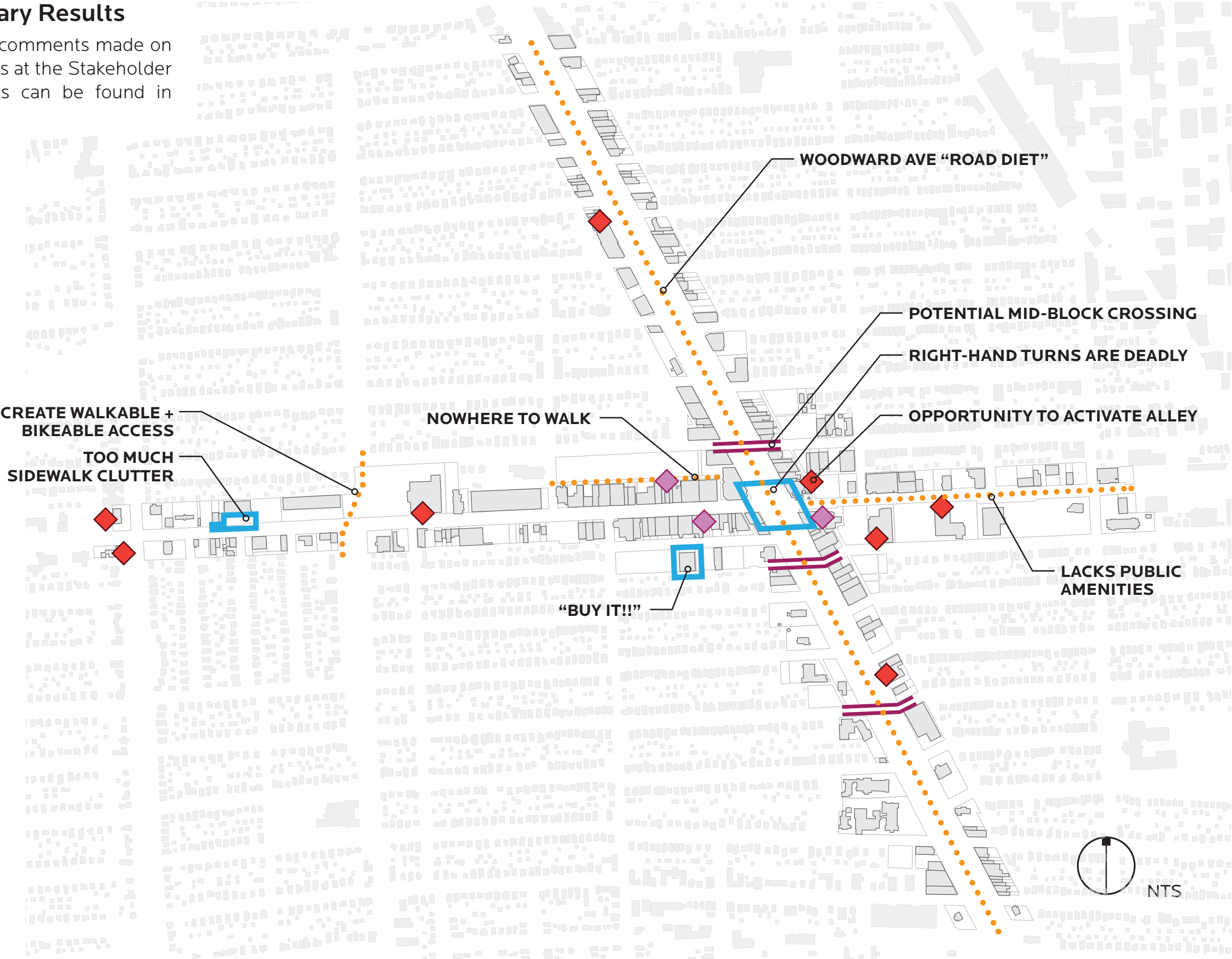
Then, using the visual board results as a starting point, participants were divided into three groups to start the **small group discussion** phase. With the boards with their stickers still visible for the groups to reference, the participants shared their thoughts behind their own voting choices and identified takeaways based on how the group as a whole voted. To document these talks, as well as any other topics that came up, a large aerial map of Downtown Ferndale was supplied to each table for notes or graphic annotations. This included identifying problematic areas as well as areas of interest. A summary of the **aerial mapping exercise** results can be found on the next page.





# Aerial Mapping Exercise Summary Results

This diagram is a composite summary of comments made on the three aerial maps marked up by groups at the Stakeholder Engagement session. The original maps can be found in Appendix A of this report.





For the final exercise, each participant filled out **individual questionnaires** that asked them to list their top five desired projects for the DDA to pursue, ranked by importance. It also asked participants to list what they liked or disliked about the current Downtown physical infrastructure and any suggestions for improving these conditions.

At the end of the night, 15 questionnaires were collected and, while a wide variety of topics were listed, the most common phrases were the Woodward intersection, open spaces, and lighting. Furthermore, aesthetics and circulation were common denominators.

### Board of Directors / City Council

After the Annual Strategic Planning Meeting, the DDA Board of Directors and City Council were again engaged multiple times throughout the planning process.

This included:

- A potential project privatization survey
- Review meetings
- Progress presentations

For the **potential project prioritization survey**, a draft list of capital improvement projects was crafted based on the context analysis, existing conditions research, and initial stakeholder engagement and feedback. Stakeholders were then asked to rank this list based on importance and feasibility. The results of the survey can be found on the following page.

Draft capital improvement projects and the survey can be found in Appendix B of this report.

# QUESTIONNAIRE RESULTS

TOP PROJECTS	MENTIONS	% OF TOTAL
MORE POCKET SPACES, EDDIES + SEATING AREAS places to relax and hang out, includes public alleys and shared streets	11	22%
PUBLIC AMENITIES AND INFRASTRUCTURE add more, maintain existing, and create a style guide	8	16%
IMPROVE LIGHTING includes both functional and artistic / experiential	7	14%
WOODWARD INTERSECTION implement road diet, improve safety, and lack of bike lanes	6	12%
CURATE PUBLIC ART + MURALS add more, but also edit existing, include history telling art pieces	6	12%
IMPROVE CIRCULATION + CONNECTIONS wayfinding, bike lanes, ride share locations	5	10%
LARGE, OPEN SPACE / GATHERING SPACE transform existing lot to have parking below and park above	4	8%
SUSTAINABLE INFRASTRUCTURE create a green vision, incorporate into all capital projects	2	4%
INCREASE DAYTIME FOOT TRAFFIC visual interests, provide reasons to stroll and take pictures	2	4%

TOP LIKES	% OF TOTAL	TOP DISLIKES	% OF TOTAL
ACTIVATED ALLEYS but need more / needs activation	24%	POOR MAINTENANCE of existing amenities / infrastructure	25%
CONNECTIVITY walkable, bikeable	24%	TOO CROWDED cluttered sidewalks, not enough seating	25%
CURRENT GREEN SPACE but need more / needs activation	18%	LACK OF OPEN SPACE green space, activated alleys	15%
PUBLIC ART	12%	WOODWARD INTERSECTION	15%
AUTHENTICITY + COMMUNITY OWNERSHIP / ENGAGEMENT	12%	AREAS OF POOR CIRCULATION (Livernois and W Nine Mile, bike lanes)	15%
GREENERY + LANDSCAPED AREAS	12%	LACK OF FOOD TRUCKS	5%



POTENTIAL PROJECT PRIORITIZATION SURVEY

		COMPOSITE		IMPORTANCE		FEASIBILITY	
		Ave	Rank	Ave	Rank	Ave	Rank
HIGH PRIORITY		high importance, high feasibility					
13	Increase maintenance of existing assets (repair and replace program)	4.51	1	4.57	2	4.45	1
1	Improve Nine Mile and Woodward pedestrian experience	4.35	2	4.61	1	4.09	4
7	Create a downtown public gathering space	4.35	2	4.48	3	4.22	3
9	Activate / improve pedestrian alleys	4.30	4	4.35	4	4.25	2
18	Replace / upgrade existing street lighting	4.15	5	4.26	6	4.05	5
12	Develop uniform streetscape plan	4.12	6	4.22	7	4.02	6
LONG-TERM PROJECTS / LAY THE GROUNDWORK		higher importance relative to feasibility					
14	Improve mass transit stop facilities	4.06	7	4.22	7	3.91	11
16	Expand recycling program	4.06	7	4.22	7	3.91	11
11	Incorporate green stormwater infrastructure into public projects	4.01	9	4.32	5	3.70	14
2	Redesign Woodward to improve mobility	3.68	15	4.17	10	3.20	19
NEAR-TERM PROJECTS / LOW HANGING FRUIT		higher feasibility relative to importance					
8	Explore opportunities for activated spaces	3.94	10	3.91	12	3.96	10
5	Implement rideshare drop-off / pick-up zones	3.87	11	3.74	15	4.00	7
17	Add accent / artistic lighting into public spaces	3.87	11	3.74	15	4.00	7
10	Restore curated public art program	3.85	13	3.70	17	4.00	7
LOW PRIORITY		lower importance, lower feasibility					
15	Improve bike infrastructure options	3.81	14	3.96	11	3.66	15
19	Implement a free downtown wi-fi program	3.63	16	3.43	19	3.82	13
3	Increase number of mid-block crosswalks, especially across Woodward	3.60	17	3.91	12	3.29	18
4	Complete bike lane connections on West Nine Mile	3.60	17	3.78	14	3.41	16
6	Reconnect Livernois between West Nine Mile and Withington	3.55	19	3.68	18	3.41	16



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# POSSIBILITIES PLAN

*\*DOWNTOWN  
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## CARING FOR EXISTING RESOURCES

inventory and analysis | public amenities + streetscape |  
circulation + transportation | land use + urban form



# INVENTORY AND ANALYSIS

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The Caring for Existing Resources chapter is organized into three sections and presents a wide range of conditions, observations, and recommendations to build on Downtown Ferndale's strengths, improve its weaknesses, and envision a more resilient and sustainable future.

The sections that comprise this chapter are:

1. Public Amenities and Streetscape
2. Circulation and Transportation
3. Land Use and Urban Form

In Public Amenities and Streetscapes, Hamilton Anderson Associates conducted a comprehensive asset inventory of the Downtown District. To complete this task, every public amenity and streetscape element was geolocated, photographed, and documented. This data was then aggregated and used to produce the maps showcasing the distribution, typology, and conditions of each item.

Condition of each asset is divided into four classifications.

- 1. Usable, no service needed:** Asset is functional and can be used as is. Asset may include minor flaws from everyday use, but in general, is in new or like new condition
- 2. Usable, maintenance needed:** Asset is functional and can be used as is. However, asset requires maintenance to fix minor flaws, defects, or missing pieces. This could include rust, graffiti, or minor cracks.
- 3. Failing, repair needed:** Asset is not functional or cannot fully perform as expected. However, asset only needs to be fixed and not replaced in its entirety. This includes ordering a new waste receptacle lid, replacing a broken light bulb, or repairing a bench slat.

- 4. Failing, replacement needed:** Asset is not functional or cannot fully perform as expected, but is beyond repair, and instead, is to the point that the amenity must be removed and replaced.

After collecting and analyzing each amenity, a summary of findings was recorded, as well as any special notes of observations seen during data collection. This is then accompanied by recommendations for moving forward based on the information gathered and patterns identified.

In Circulation and Transportation, circulation routes are documented for the Downtown District and the surrounding area. This includes bicycle paths, bus routes, and traffic counts to analyze how the community and visitors move around and through the area and to identify any missing elements in order to cultivate an intuitive, safe circulation pattern and enhancing the pedestrian experience.

Lastly, in Land Use and Urban Form, the section focuses on analyzing the structures and buildings of Downtown Ferndale as well as their ownership and current use.



# POSSIBILITIES PLAN

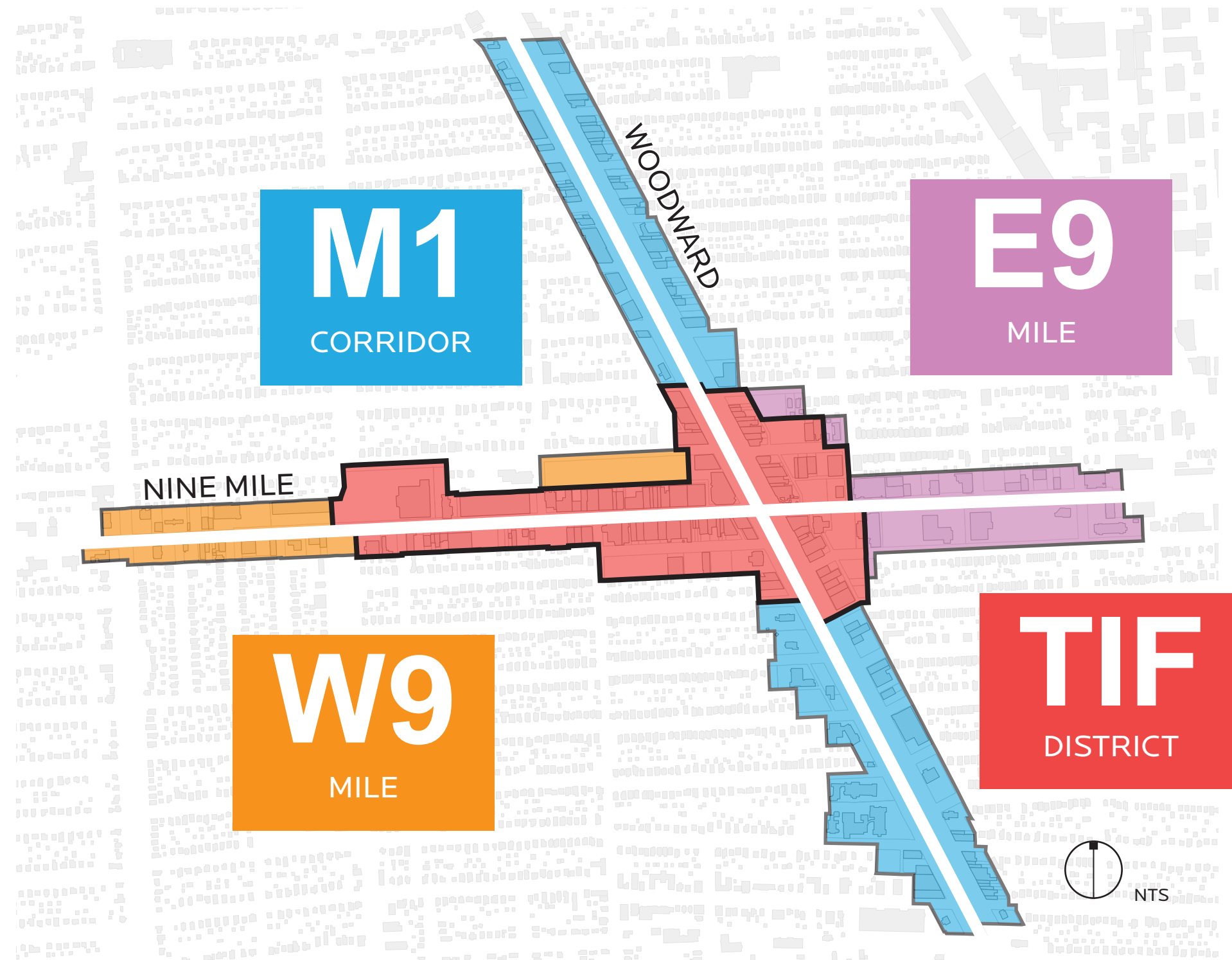
*\*DOWNTOWN  
FERNDALE*

## CARING FOR ... PUBLIC AMENITIES + STREETScape

study sector areas | observations + best practices |  
seating | receptacles | bike racks | bus stops | lighting |  
signage | public art | planters | tree grates | trees



# STUDY AREA SECTORS



For the purposes of analyzing the distribution, condition, and typology of public amenities found throughout the Downtown area, the DDA District has been divided into the following four sectors.

- The **TIF District** is at the core of the DDA District. As described on page 7, this sector is a legal boundary authorized to use funds from the TIF governmental funding program.
- The **M1 Corridor** highlights the DDA District that is found along Woodward Avenue. Due to its proximity to the multi-lane traffic corridor, this sector's pedestrian experience is much different than the conditions found along Nine Mile.
- **E Nine Mile** is the portion of the DDA District that encompasses E. Nine Mile Road, east of the TIF District. It also includes other parcels east of the TIF District that have similar traffic patterns to the parcels facing E. Nine Mile Road and create a more pedestrian-oriented experience.
- **W Nine Mile** is the smallest sector by area as it highlights the DDA District that is along W. Nine Mile, west of the TIF District, as well as the Withington Lot. Its traffic patterns are similar to E9 Mile, but due to its distance away from the core of Downtown, businesses and services tend to be tailored for those traveling by car, not by foot.



# OBSERVATIONS + BEST PRACTICES

## Strengths

- Well-maintained and abundance of flowers and landscaped area
- Activated alleys create unique pedestrian experiences and seating opportunities
- “Funky Ferndale” vibe is valued by residents and visitors
- Schiffer Park is being expanded and improved, adding more activated, green space to the Downtown area
- Rainbow Crosswalk added at W Nine Mile and Allen Street reinforces the City’s commitment to an inclusive and diverse community
- Public art is expressed in many ways whether it is through murals, statues, building facades, alleys, benches, or even bus stops
- Annual Funky Ferndale Art Fair helps support character and programs
- Provides a variety of public benches, recycling, waste receptacles, and bus shelters
- MoGo bike share stations have recently been added
- LED light conversion plan has been implemented to create safe and sustainable lighting
- City amended exterior lighting ordinance based on recommendations from the Dark Sky Lighting Study
- Pilot program started for Big Belly trash compactors
- Red Ram pocket park created during the Livernois Street Resurfacing project
- Crossing at Woodward and Nine Mile features landscaping and historic markers, creating interest for users who area waiting between traffic cycles

## Weaknesses

- Not enough open space or seating to provide opportunities to people watch, wait, mingle, etc.
- Lack of cohesive aesthetic or style guide for streetscape furnishings
- Current public infrastructure and streetscape elements are not well maintained
- Strictly functional, utilitarian lighting
- “Prohibition” of food trucks
- Downtown does not have a large gathering space
- Withington alley is unwelcoming to pedestrians with its lack of streetscape elements
- Trees limited to certain areas of Downtown
- Green space at City Hall and Library not activated, creating a missed opportunity
- Public art should be curated as out-of-date or deteriorating art and pieces that no longer contribute to the identity of Downtown should be removed
- Sidewalks cluttered in areas
- Yellow bike racks use valuable parking spaces
- Placement of dumpsters and lack of enclosures
- All “quadrants” of Downtown don’t receive equal attention or investment
- Art should include submissions from local artists and high school programs, not strictly from professionals
- No dog waste stations
- Several bus stops lack seating options or bus schedules





## Opportunities

- Use publicly-owned properties to create large gathering spaces or more green space
- Improve unactivated alleys to create more seating and informal gathering opportunities
- Update 2010 Wayfinding Plan
- Improve maintenance of capital assets to increase life cycle of existing elements
- Increase visual interest to create reasons for users and visitors to stroll, take pictures, etc.
- Use lighting to create a warming and inviting atmosphere or as artistic elements, not strictly functional
- Red Ram pocket park could benefit from further activation
- Create opportunities for pop-ups and other other temporary spaces
- Adding food trucks to the Downtown area is an easy way to increase frequent, daytime foot traffic
- Combine stormwater planters with tree plantings to use space efficiently and contribute to tree health
- Thread history throughout the public realm to improve storytelling and inform users about the area



## Best Practices

- Public plazas should be flexible to be used for a variety of special events as well as day to day activities, and include programming that generates year-round use.
- Where feasible, incorporate pervious pavements or, if underutilized, replaced with landscaping to allow water to infiltrate into the soil.
- Landscape plantings should be non-invasive, adapted to Ferndale's USGS Hardiness Zone, urban tolerant and properly spaced at size of maturity.
- Planning for stormwater planter locations should happen in conjunction with bump-out design to efficiently program the public realm.
- Pedestrian amenities should be maintained, uniform, frequent and accessible.
- Other important elements to incorporate in the right-of-way include: wayfinding signs, outdoor merchandising, outdoor dining, landscaping and other forms of public seating.
- Bicycle racks to be located in areas that are visible to the public for safety and security.





# PUBLIC AMENITY SEATING

## SUMMARY OF FINDINGS:

- Seating is concentrated in TIF and W Nine Mile sectors.
- Limited seating options are found along Woodward Avenue and E Nine Mile.
- The amount of seating available does not support the volume of visitors and businesses Downtown.
- Standard Black and Standard Yellow are most common.
- Benches are in relatively good condition but Standard Wood and Artistic Form tend to need the most maintenance or repairs.

## SPECIAL NOTES:

- The color of the Standard Yellow bench does not hide scuffs and normal wear and tear as well as a darker color would, and thus will also require more maintenance.
- Providing more seating areas and seating options was a popular sentiment among stakeholders.

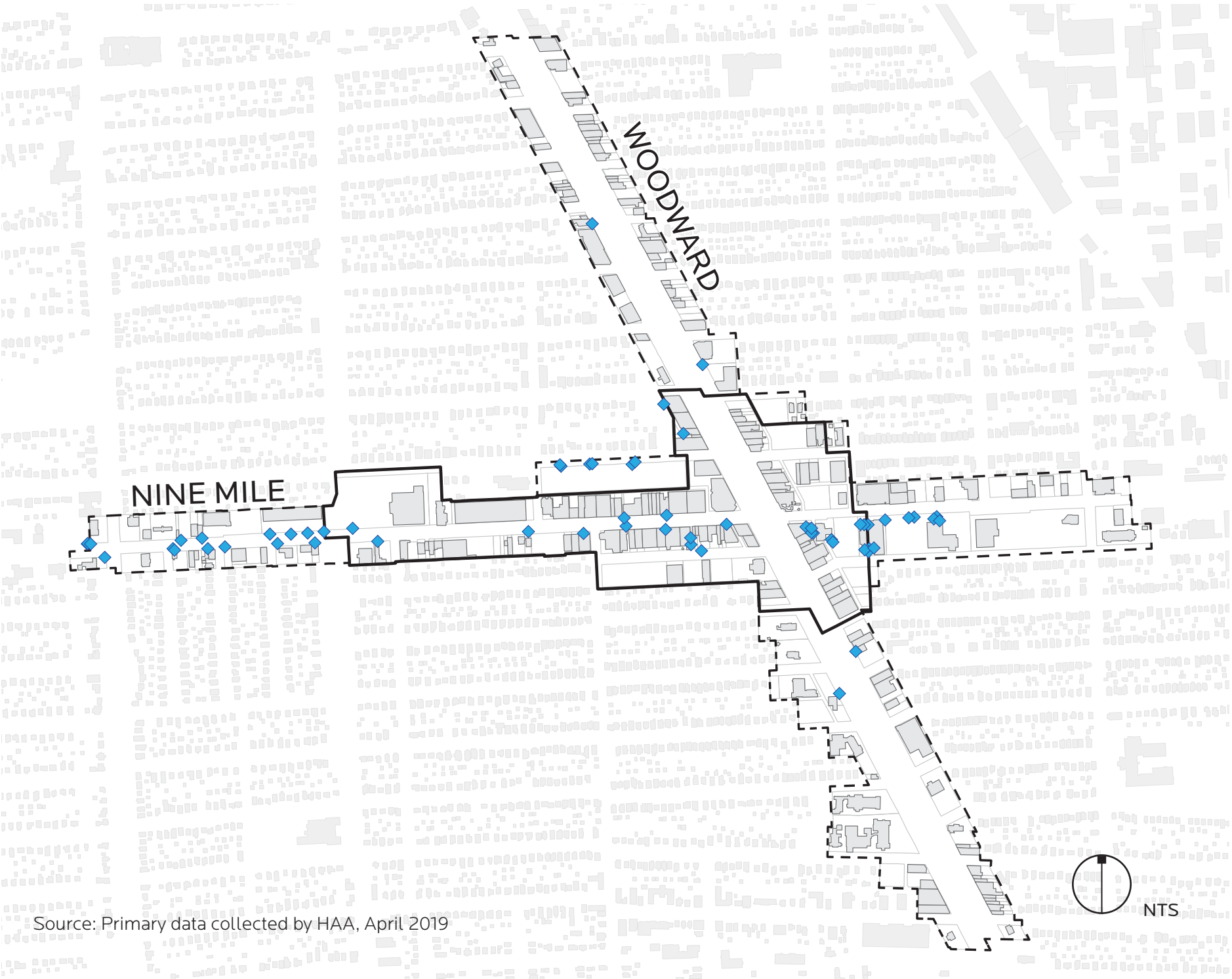
## RECOMMENDATIONS:

- Immediately repair or remove failing benches that may pose a hazard to users, such as those exposing sharp edges or rusted out tops.
- All public seating should be made of durable, high-quality materials that complement and visually reinforce the design of other streetscape elements.
- Placement of seating should not block pedestrian circulation, building entrances, loading zones, parked vehicles, or other street functions.

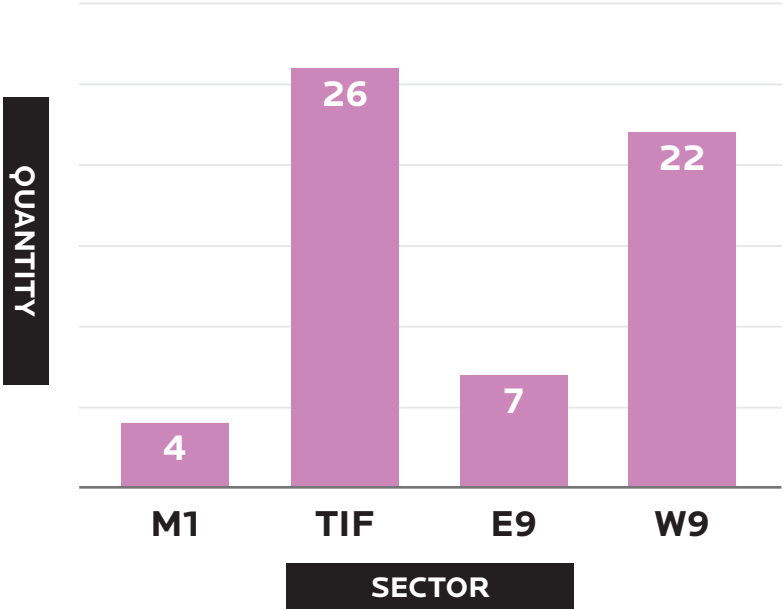




# SEATING DISTRIBUTION



Source: Primary data collected by HAA, April 2019

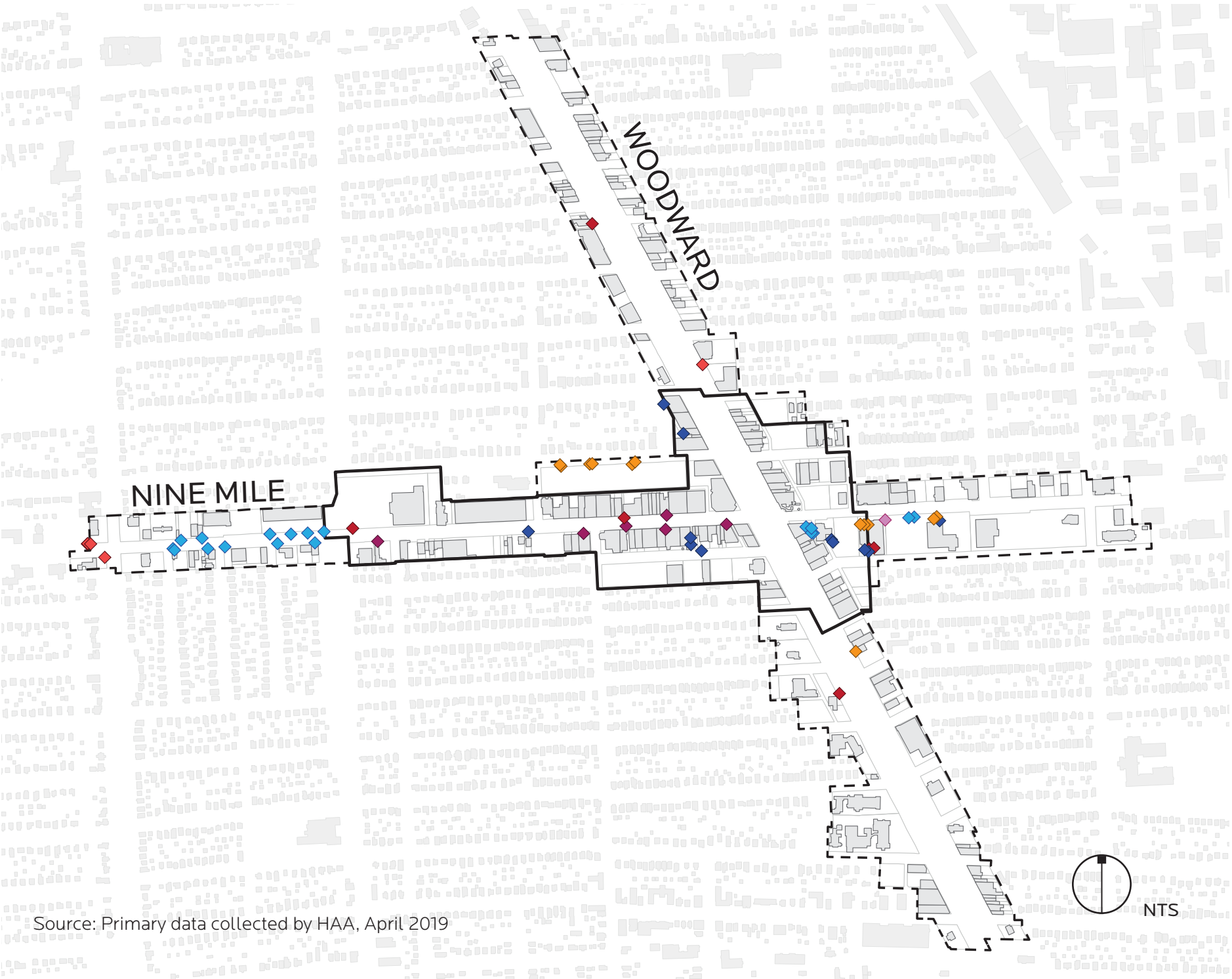


**LEGEND**

- DDA DISTRICT
- TIF DISTRICT
- ◆ SEATING



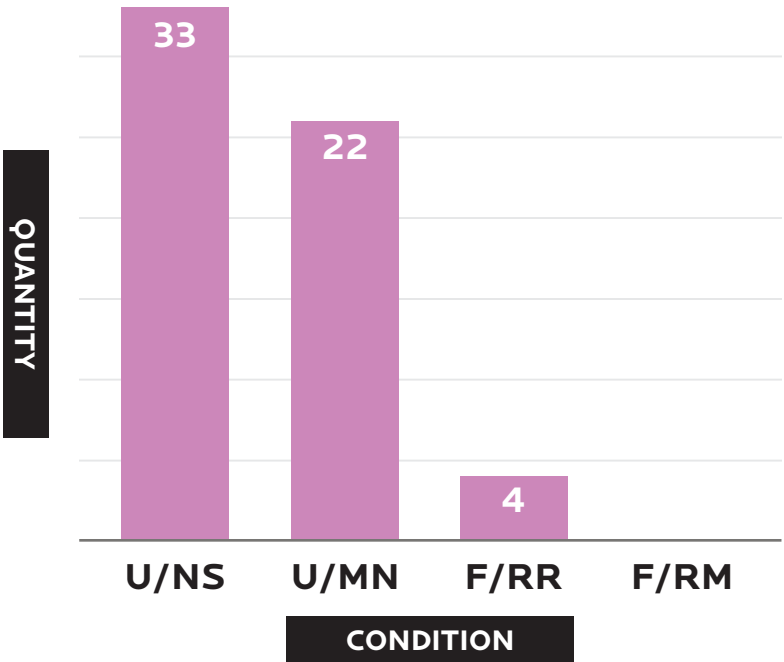
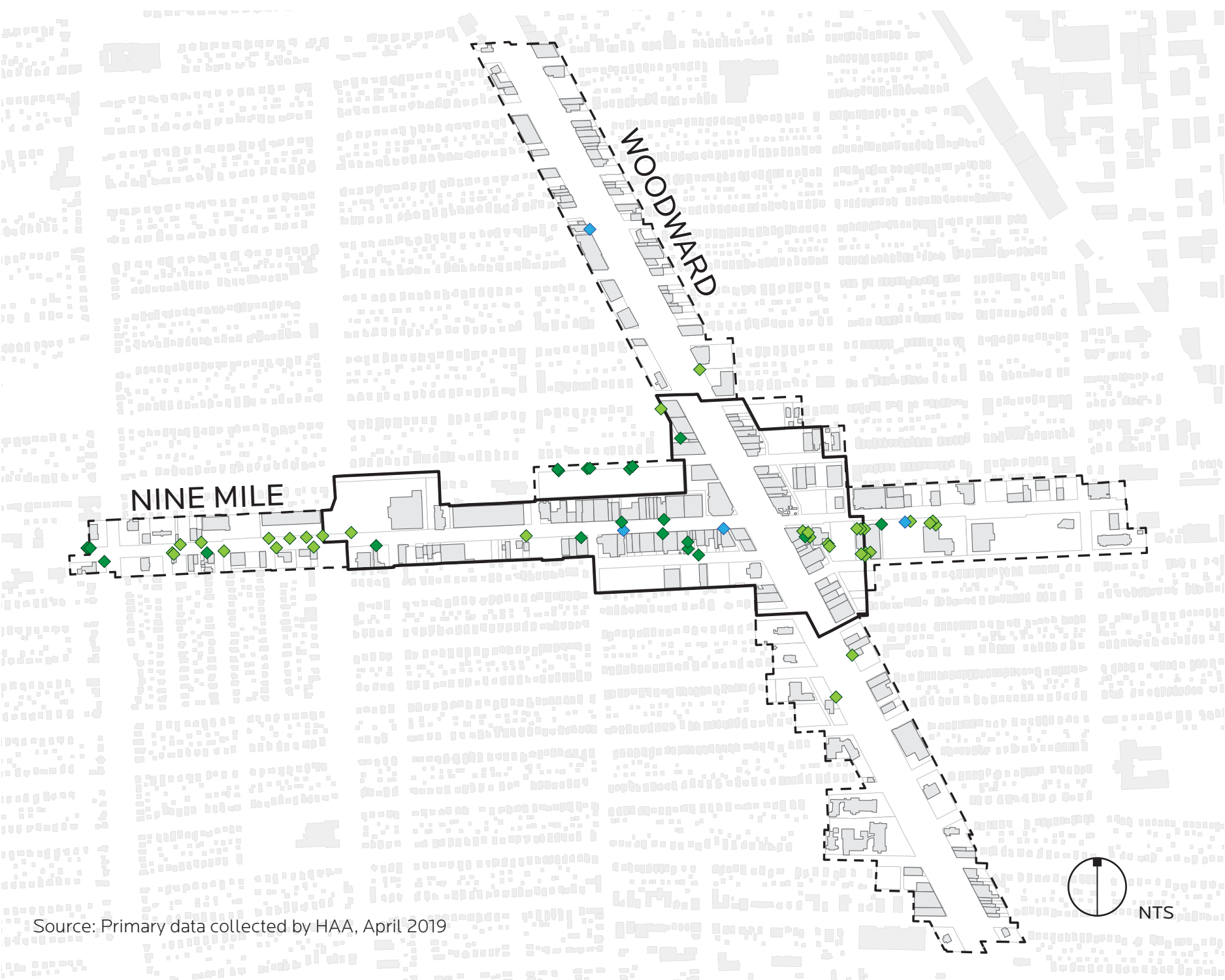
# SEATING BY TYPE



- LEGEND**
- ADVERTISER BENCH (AB)
  - ARTISTIC FORM (AF)
  - STANDARD BLACK (SB)
  - STANDARD GRAY (SG)
  - STANDARD WOOD (SW)
  - STANDARD YELLOW (SY)
  - OTHER (O)



# SEATING BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY RECEPTACLES

## SUMMARY OF FINDINGS:

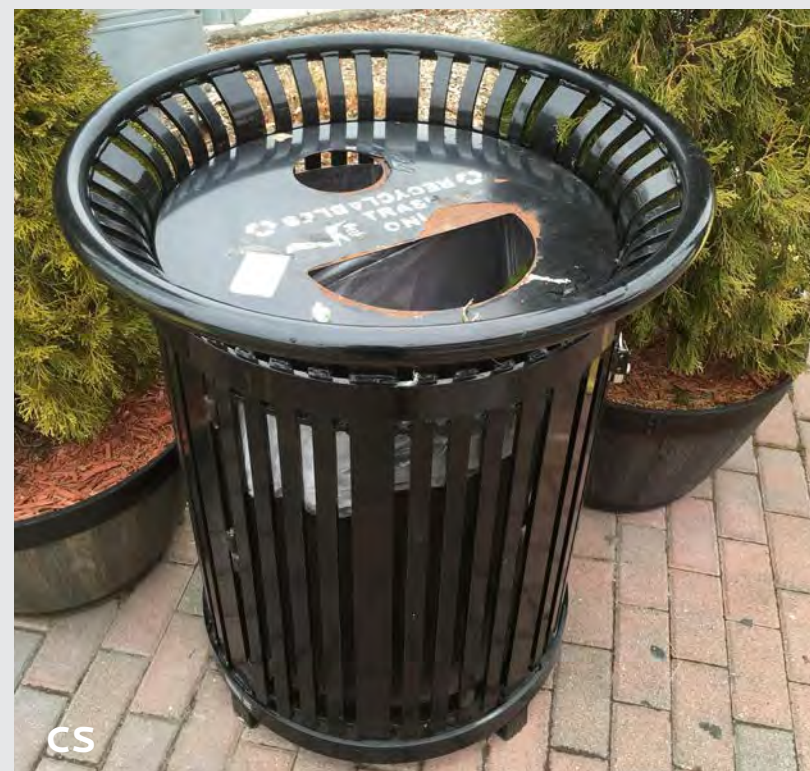
- Receptacles are concentrated in TIF District and immediately adjacent.
- Very limited options are found along Woodward Ave, while no options are found on E Nine Mile beyond City Hall.
- There's a wide variety of receptacle types available, but with no discernible pattern except along W Nine Mile.

## SPECIAL NOTES:

- The Combined Standard receptacles on W Nine Mile are relatively new but are already in very poor condition.
- Metal Black Trash and Plastic Black Trash are the most common types, yet they are also the only types that are in failing condition.
- The Big Belly receptacles tend to be the most durable and more space efficient due to their modular design when installing both a waste and a recycling unit.

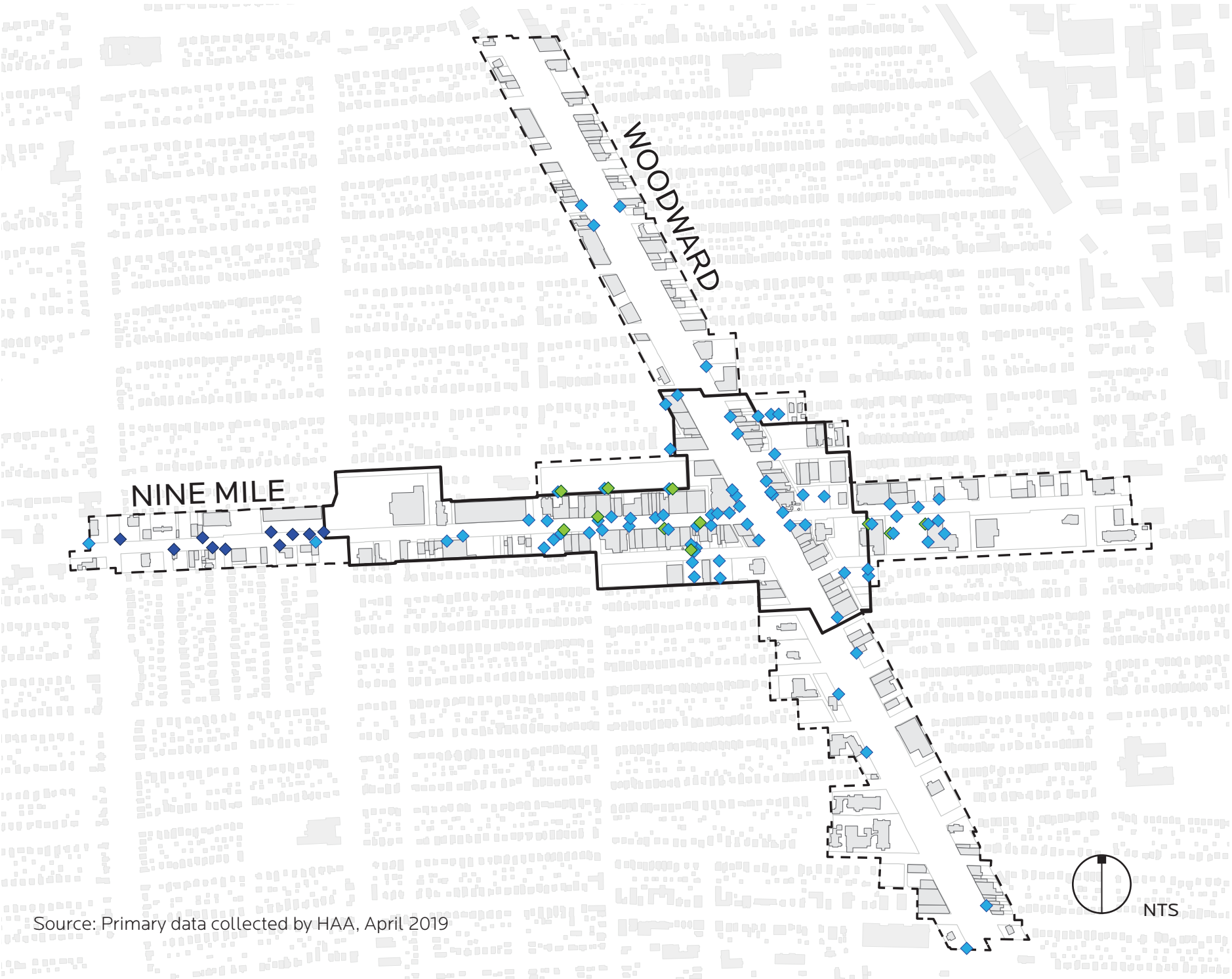
## RECOMMENDATIONS:

- The warranty for W Nine Mile receptacles should be immediately investigated to have them replaced or repaired by manufacturer.
- To keep water and debris from filling the receptacle, covered lids with disposal openings located on the bin sides are desired.
- Depending on location and level of permanence, receptacles should be bolted to the sidewalk to deter them from being moved and obstructing foot traffic.

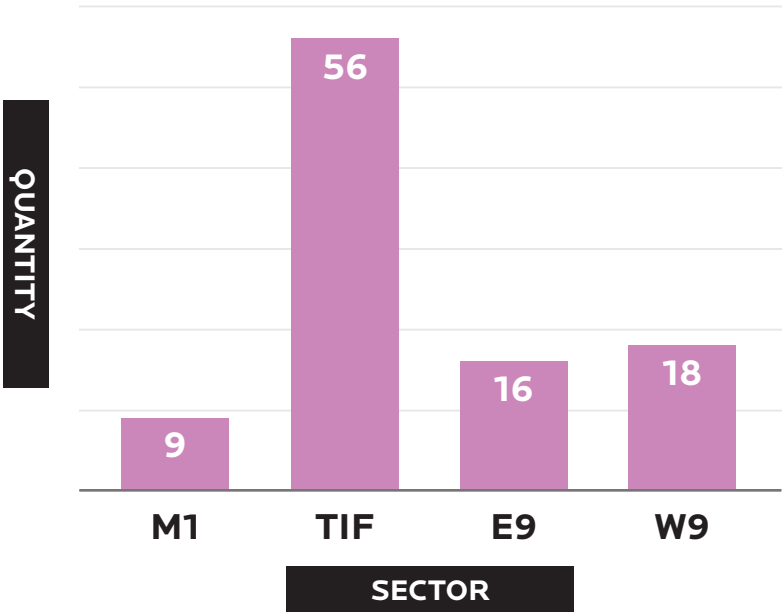




# RECEPTACLES DISTRIBUTION



Source: Primary data collected by HAA, April 2019

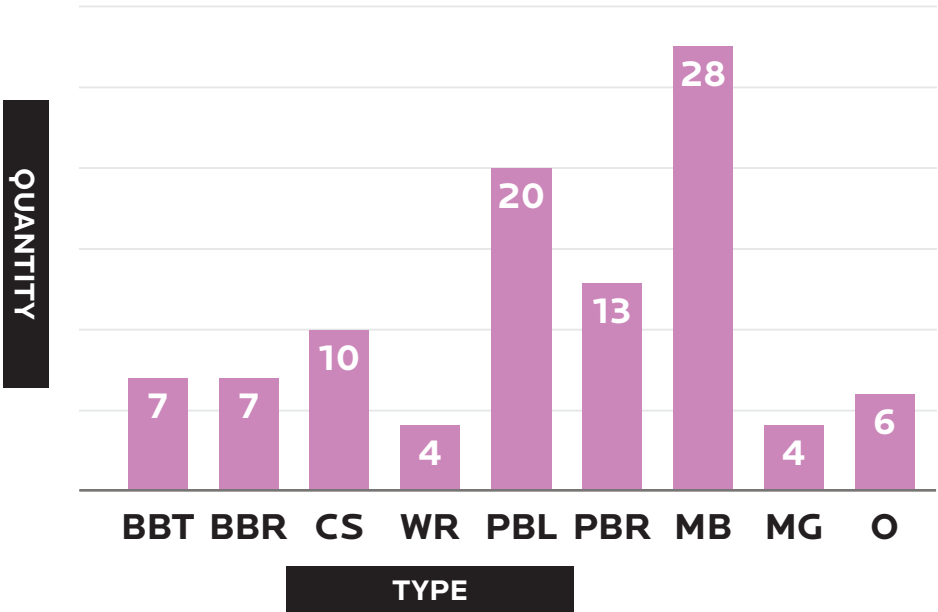
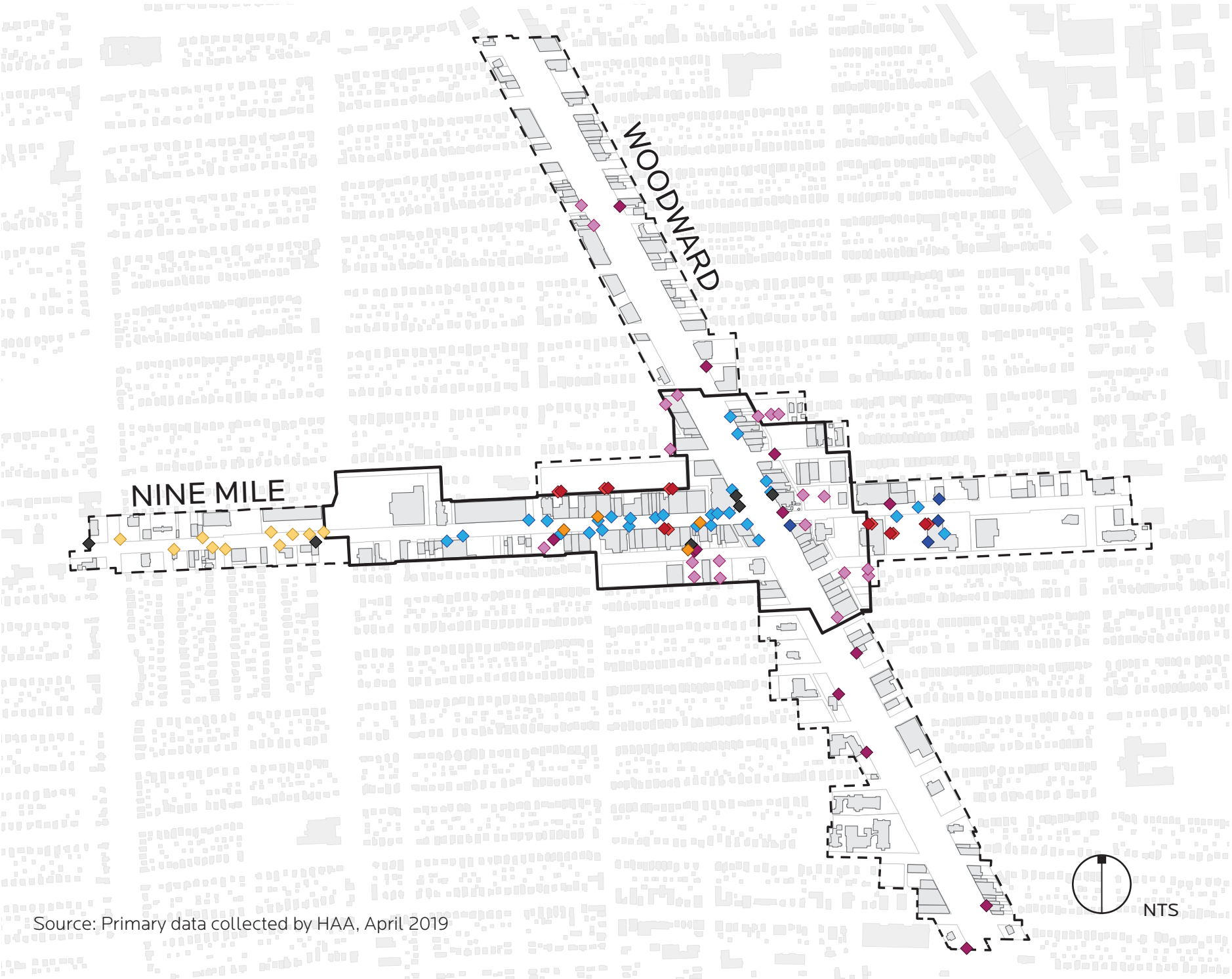


## LEGEND

- DDA DISTRICT
- TIF DISTRICT
- ◆ TRASH RECEPTACLE
- ◆ TRASH RECEPTACLE WITH RECYCLING
- ◆ RECYCLING RECEPTACLE



# RECEPTACLES BY TYPE



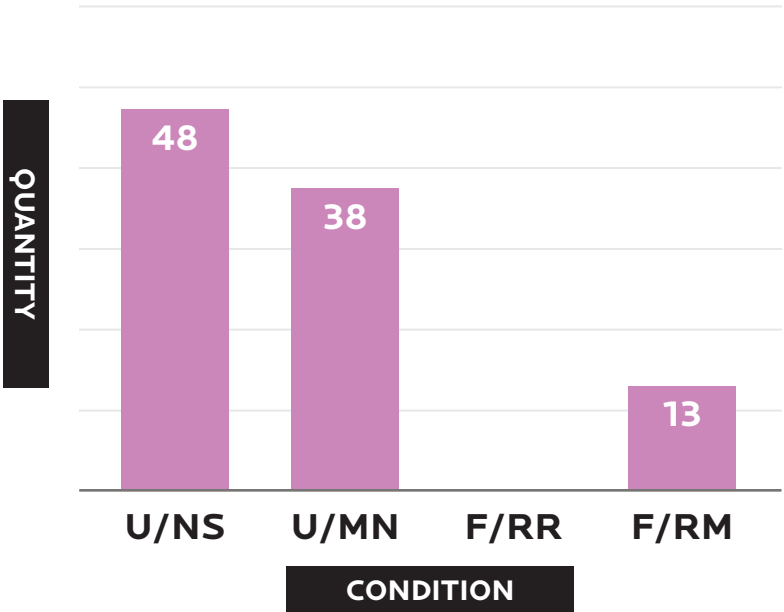
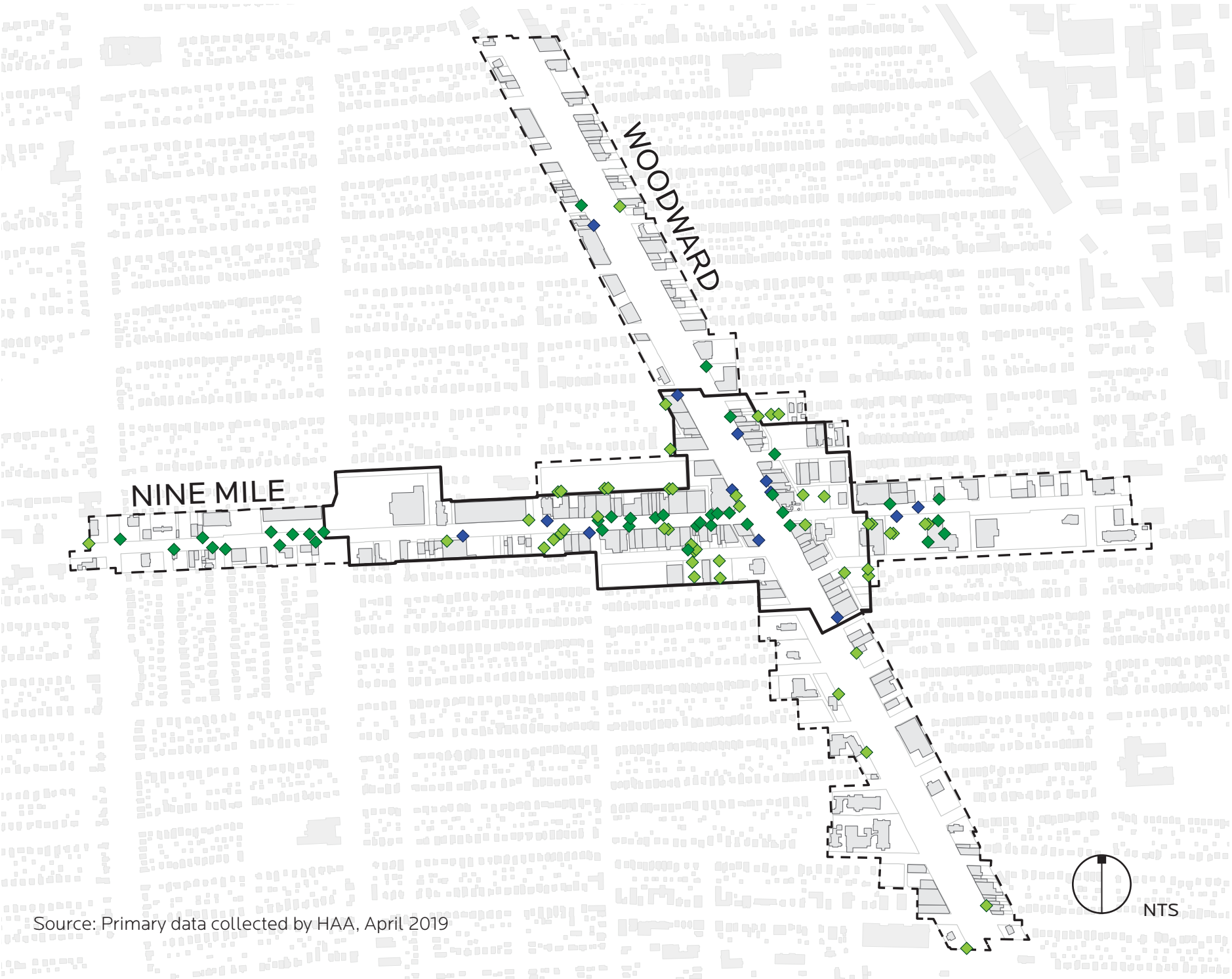
## LEGEND

- ◆ BIG BELLY, TRASH (BBT)
- ◆ BIG BELLY, RECYCLING (BBR)
- ◆ COMBINED STANDARD (CS)
- ◆ WOOD, RECYCLING (WR)
- ◆ PLASTIC BLACK, TRASH (PBL)
- ◆ PLASTIC BROWN, TRASH (PBR)
- ◆ METAL BLACK, TRASH (MB)
- ◆ METAL GREEN, TRASH (MG)
- ◆ OTHER (O)

Source: Primary data collected by HAA, April 2019



# RECEPTACLES BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY

## BIKE RACKS

### SUMMARY OF FINDINGS:

- Bike racks are fairly well distributed except along Woodward south of the TIF District and E Nine Mile.
- Single U-loops in black are, by far, the most common bike rack type throughout the District.

### SPECIAL NOTES:

- Placement of connected U-loops in yellow tend to be in hazardous locations, such as overlapping with a curb ramp, or within parking spaces.
- Many bike racks are located such that bikes cannot be effectively parked without impeding the right-of-way.
- Many bike racks also do not provide sufficient points of connection and support for parked bikes and, thus, are avoided by cyclists.

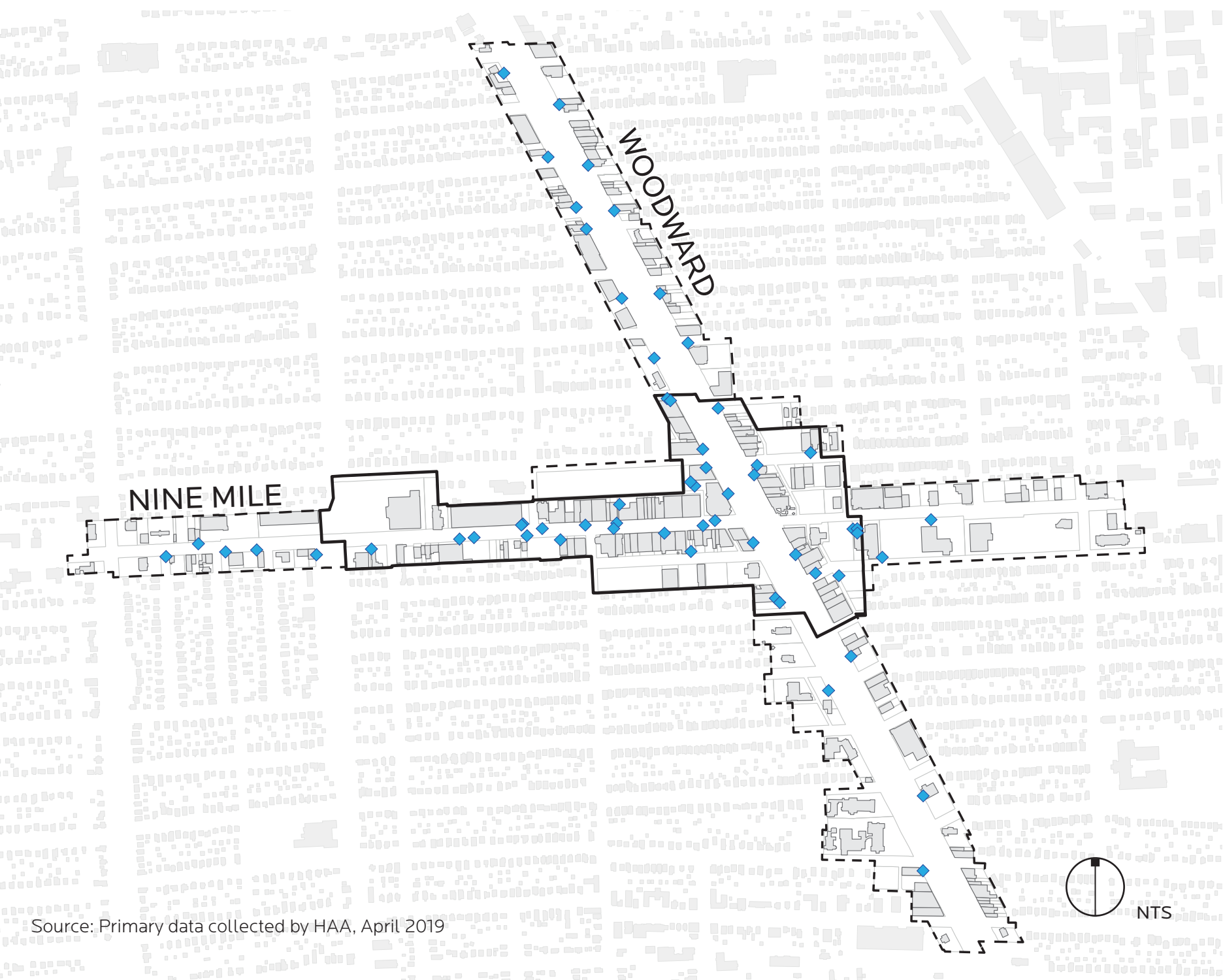
### RECOMMENDATIONS:

- Immediately replace all connected U-loops in yellow as well as all other bike racks that present accessibility challenges or other hazards.
- Identify a Downtown standard that supports the bicycle frame at two locations above its center of gravity.
- Avoid embedding bike racks, so they can be easily removed or replaced without damaging the rack or surrounding surfaces.
- Placement of bike racks should always allow front-in and back-in bike parking, and be easily accessible while meeting all minimum setback and placement requirements outlined by the manufacturer or by future Downtown streetscape guidelines.

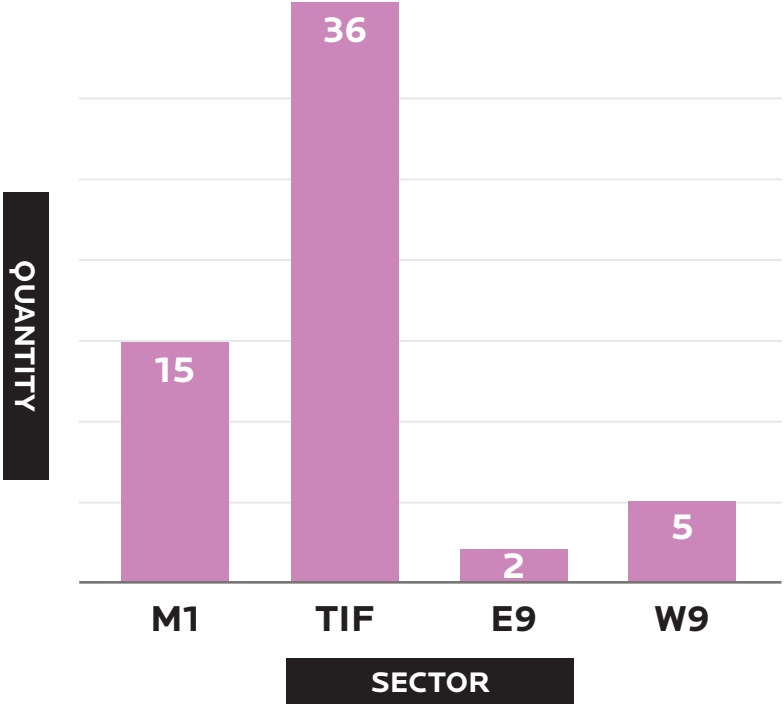




# BIKE RACKS DISTRIBUTION



Source: Primary data collected by HAA, April 2019

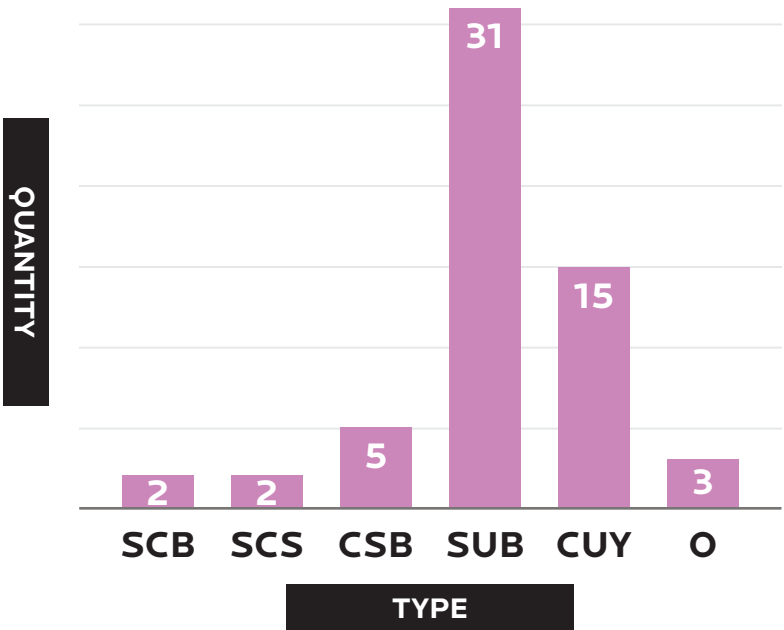
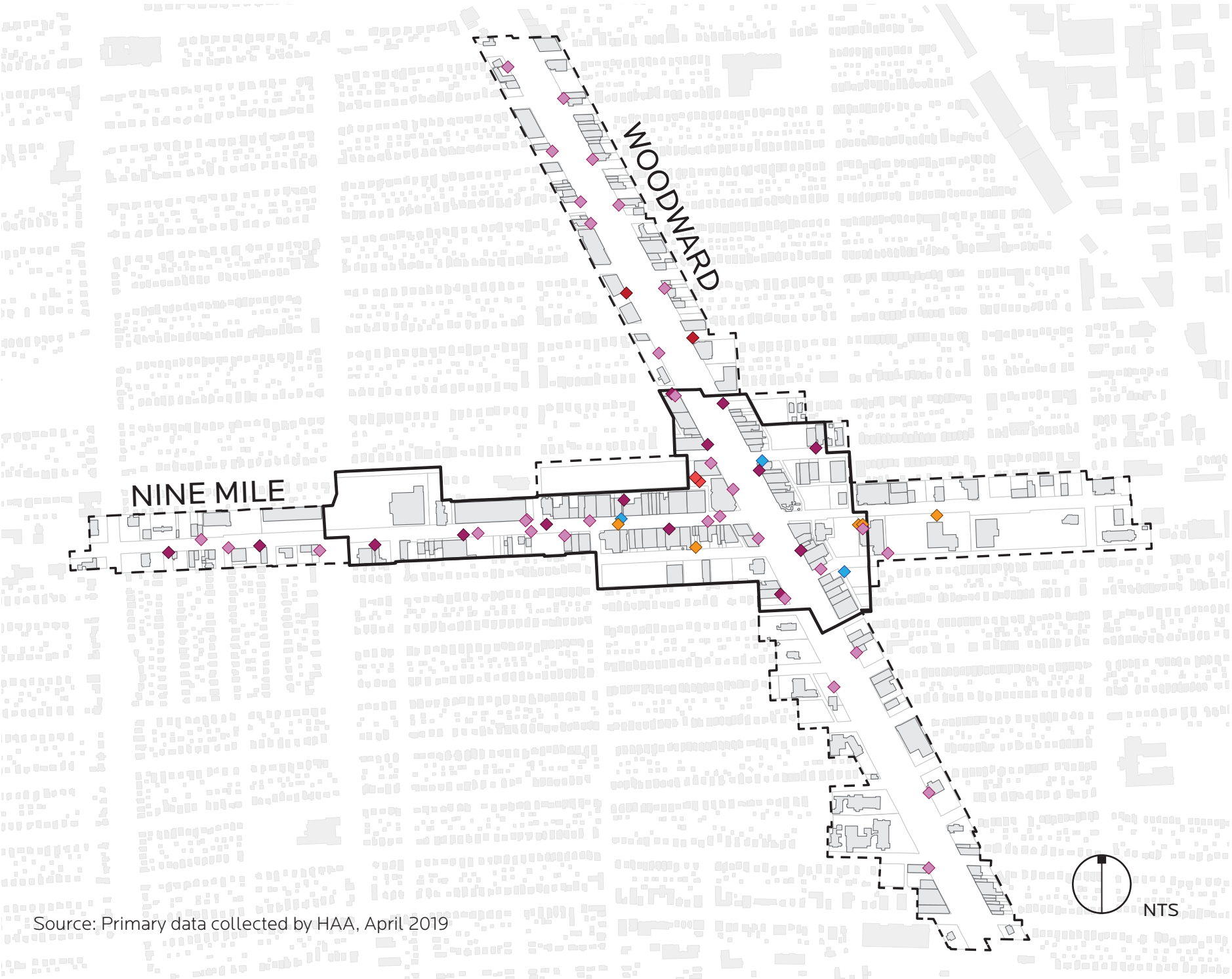


### LEGEND

- DDA DISTRICT
- TIF DISTRICT
- ◆ BIKE RACK



# BIKE RACKS BY TYPE



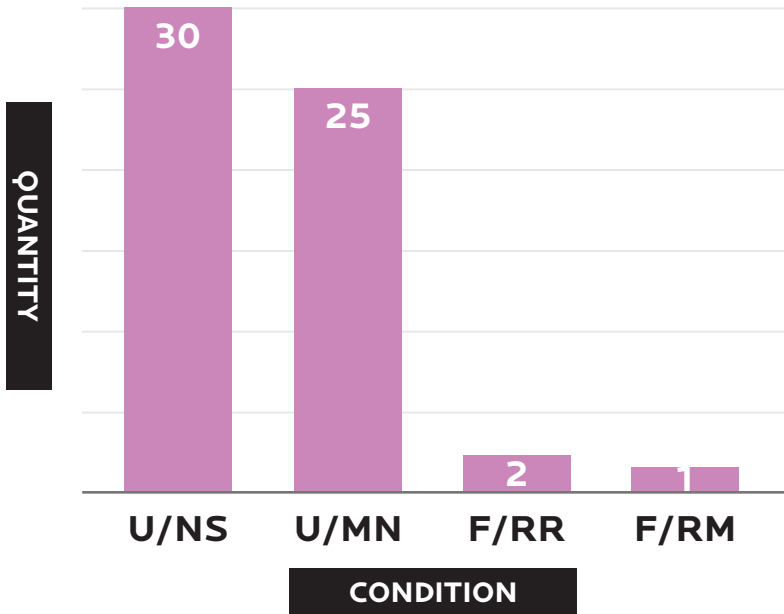
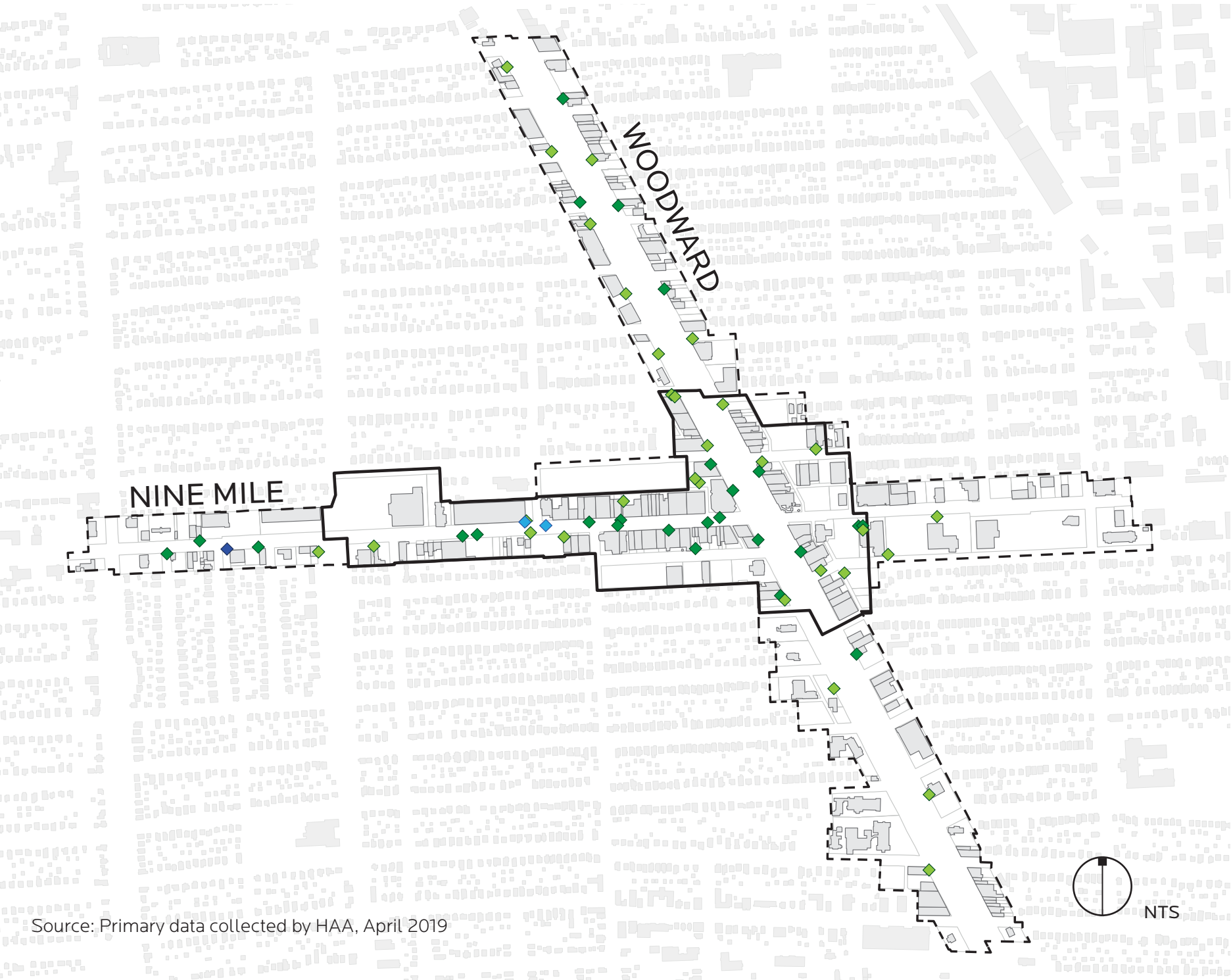
## LEGEND

- ◆ SINGLE CIRCLES, BLACK (SCB)
- ◆ SINGLE CIRCLES, SILVER (SCS)
- ◆ CONNECTED "WAVE", BLACK (CSB)
- ◆ SINGLE U-LOOPS, BLACK (SUB)
- ◆ CONNECTED U-LOOPS, YELLOW (CUI)
- ◆ OTHER (O)

Source: Primary data collected by HAA, April 2019



# BIKE RACKS BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY

## BUS STOPS

### SUMMARY OF FINDINGS:

- Most bus stops consist of only a sign with no seating.
- Bus shelters are only placed at the bus stops closest to the Woodward Ave and Nine Mile intersection.

### SPECIAL NOTES:

- Several bus stops are missing bus schedule inserts.

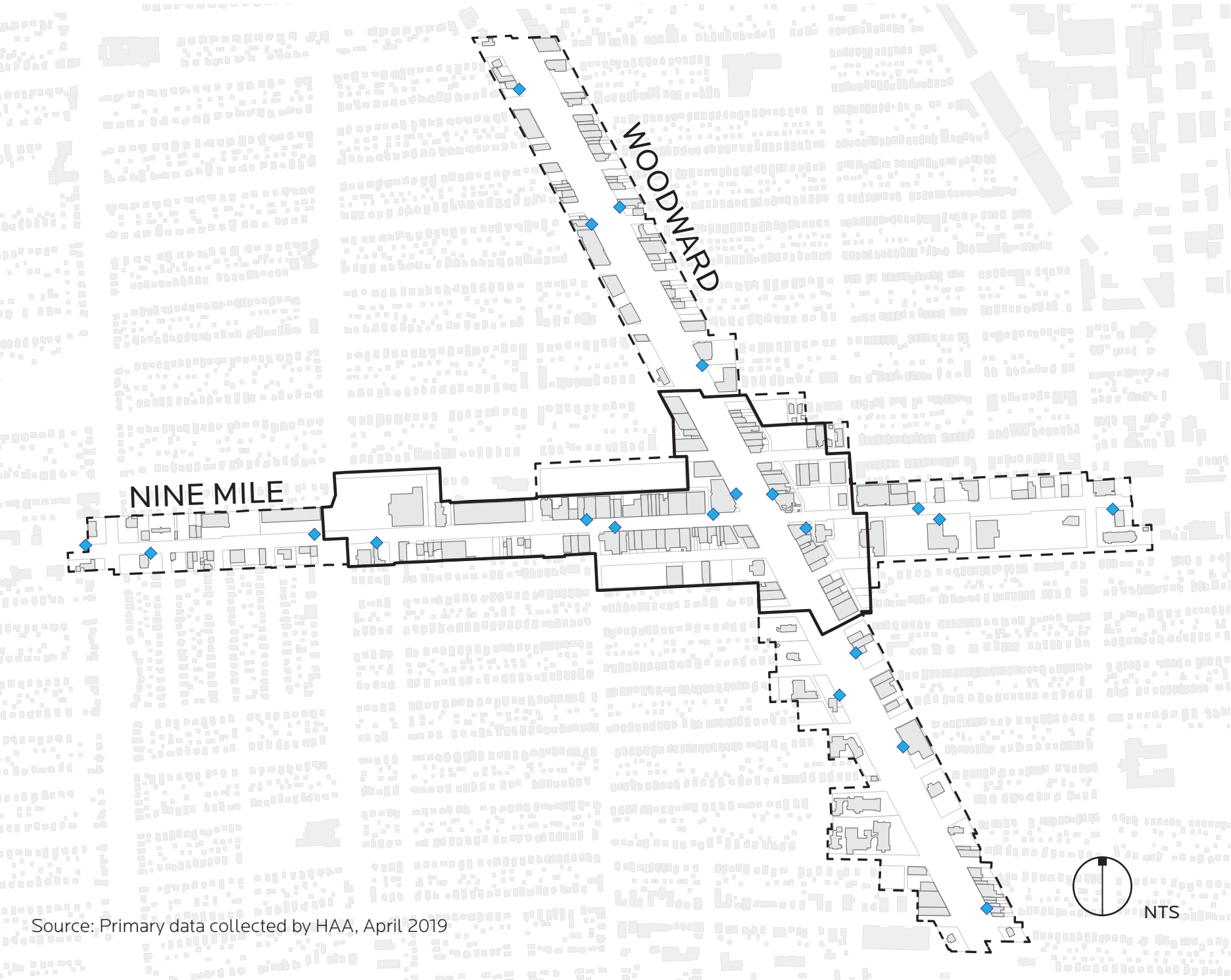
### RECOMMENDATIONS:

- Bus stops should be regularly monitored to ensure bus schedules are present and up-to-date.
- Bus stop seating should be prioritized whenever possible as it is especially important to users with disabilities and/or with children.
- All bus stops should also provide a waste receptacle.
- Identify locations for additional bus shelters outside of Downtown center, near crosswalks, intersections, or mid-block crossings when possible.
- All transit stops should be well lit at all times to promote safety and comfort, either by adjacent street lights or internally.

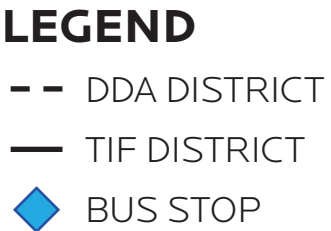
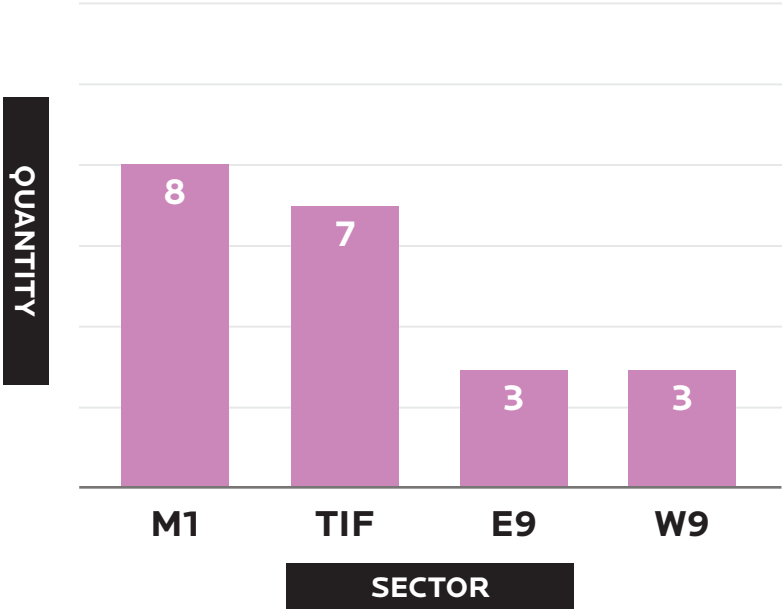




# BUS STOPS DISTRIBUTION

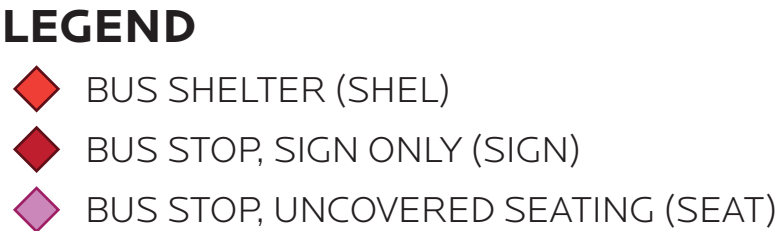
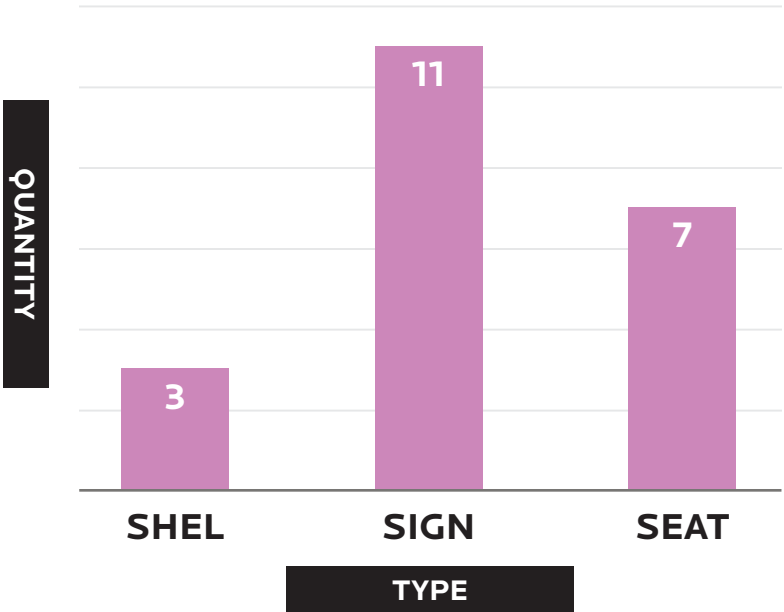
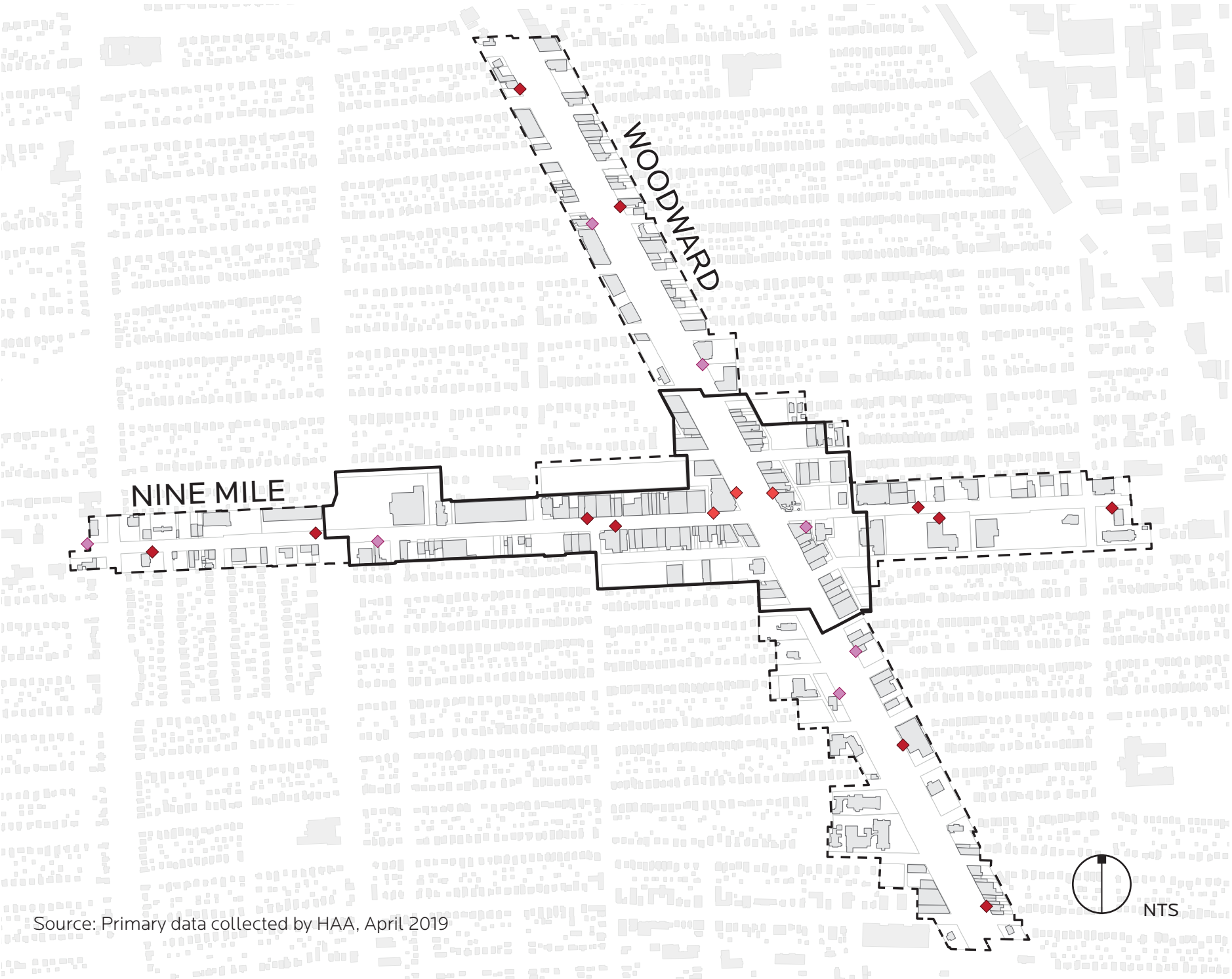


Source: Primary data collected by HAA, April 2019



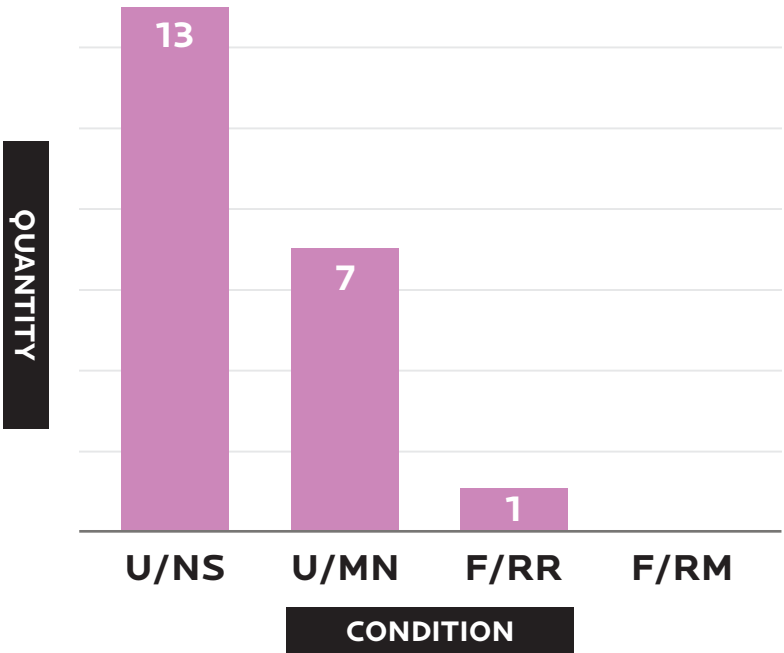
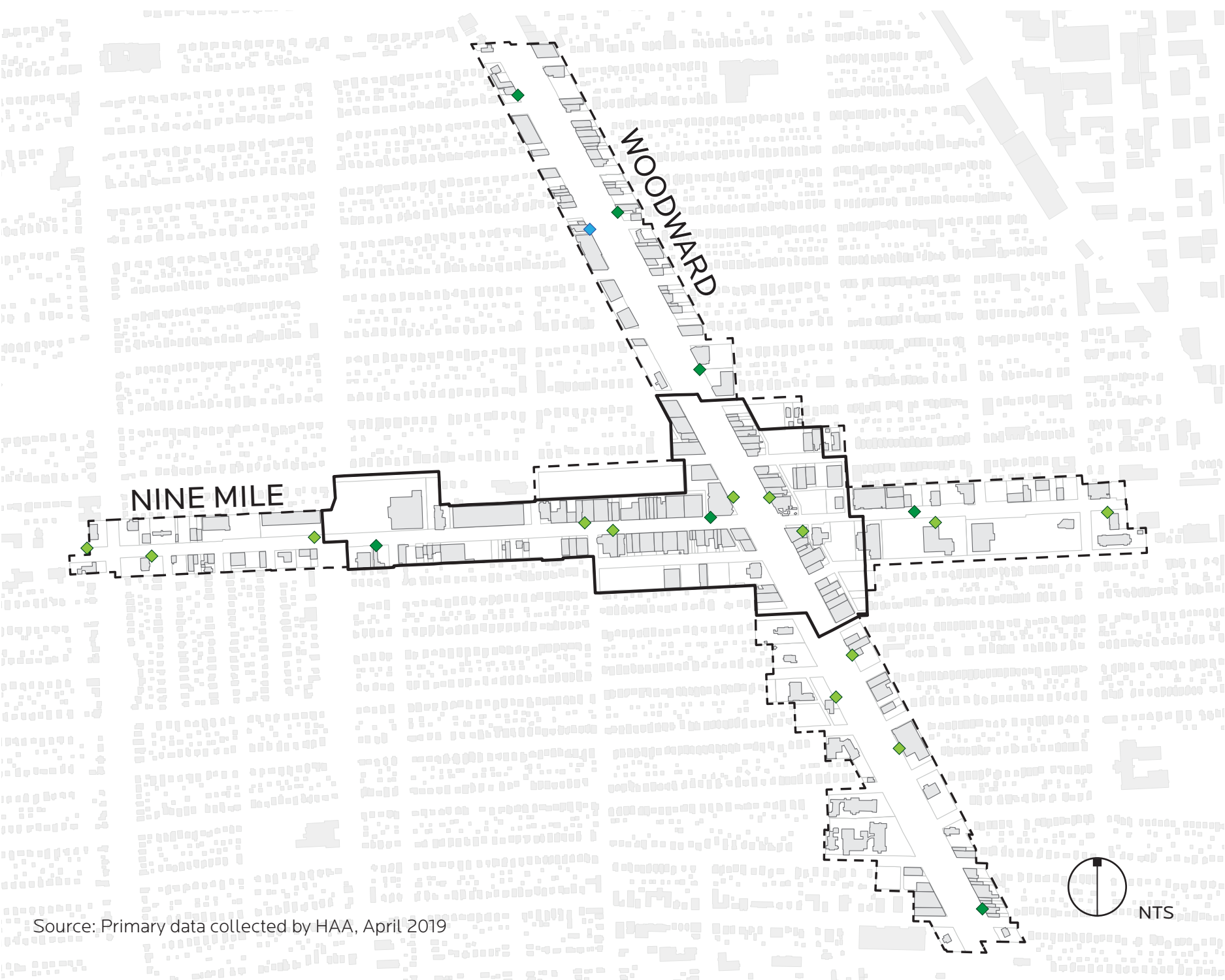


# BUS STOPS BY TYPE





# BUS STOPS BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY LIGHTING

## SUMMARY OF FINDINGS:

- Standard Street Light Poles are primarily placed along Woodward Ave, while Standard Pedestrian Light Poles are mainly found along Nine Mile.
- Lighted Bollards are only found by the Library and the sidewalk bordering the northern outer edge of the Withington Lot.
- W Nine Mile contains the highest variety of lighting.
- Less than 1 percent of light posts are in failing condition.

## SPECIAL NOTES:

- While inventory maps show adequate light posts throughout the DDA, stakeholders feel there is not enough accent or artistic lighting in the District.
- As of this inventory, all lights currently are being converted to LED based on recommendations from the Dark Sky Lighting Study.
- Painting patchwork on pedestrian light posts is noticeable and undesirable as the finishes do not match.

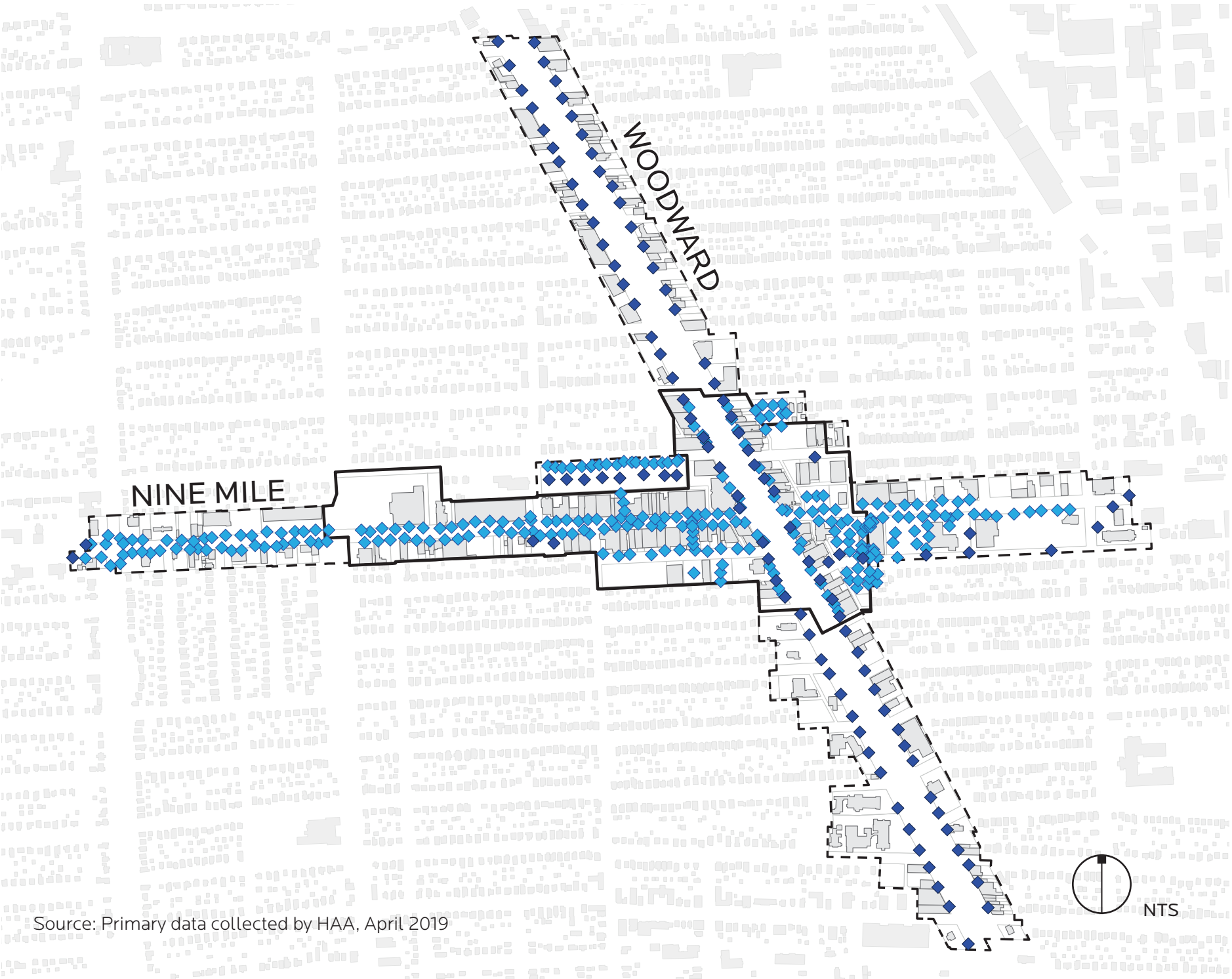
## RECOMMENDATIONS:

- The appropriate paint should be identified before further patchwork is completed on pedestrian light posts.
- Full cutoff or shielded lights should also be used to support the International Dark Sky Ordinance goals.
- Accent and path lighting, such as lighted bollards, uplighting, wall mounted lights, and festoon lighting, should be incorporated to enhance the streetspace, highlight focal features, or brighten up public spaces where people gather.

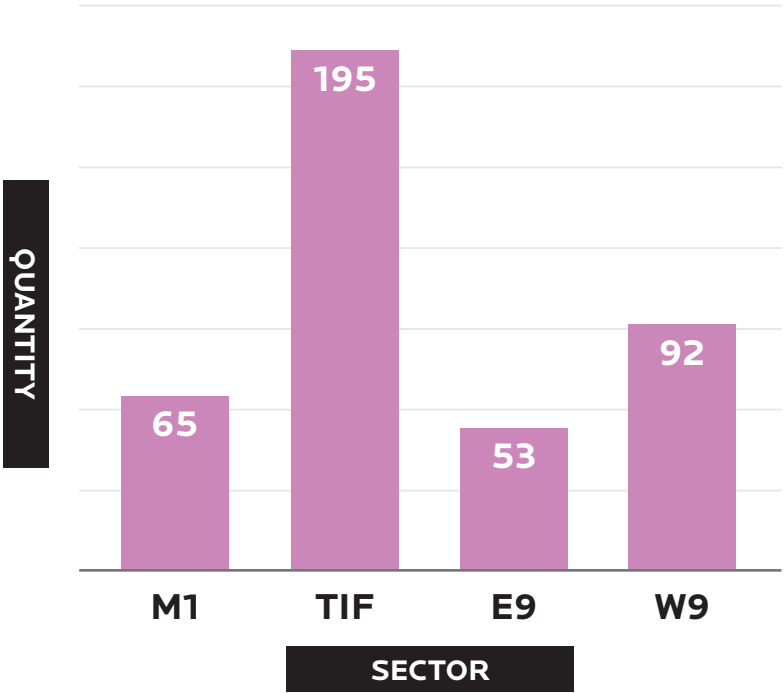




# LIGHTING DISTRIBUTION



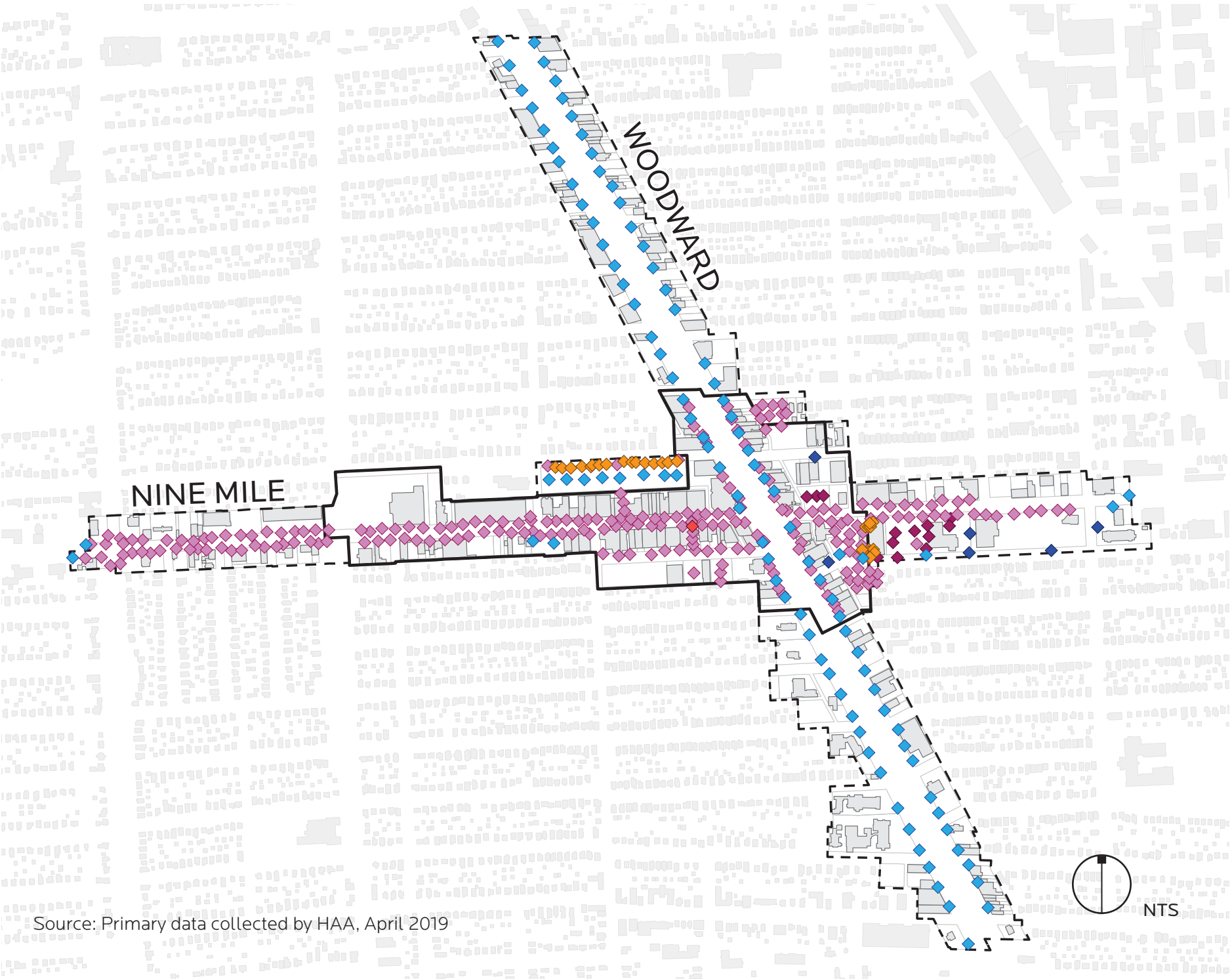
Source: Primary data collected by HAA, April 2019



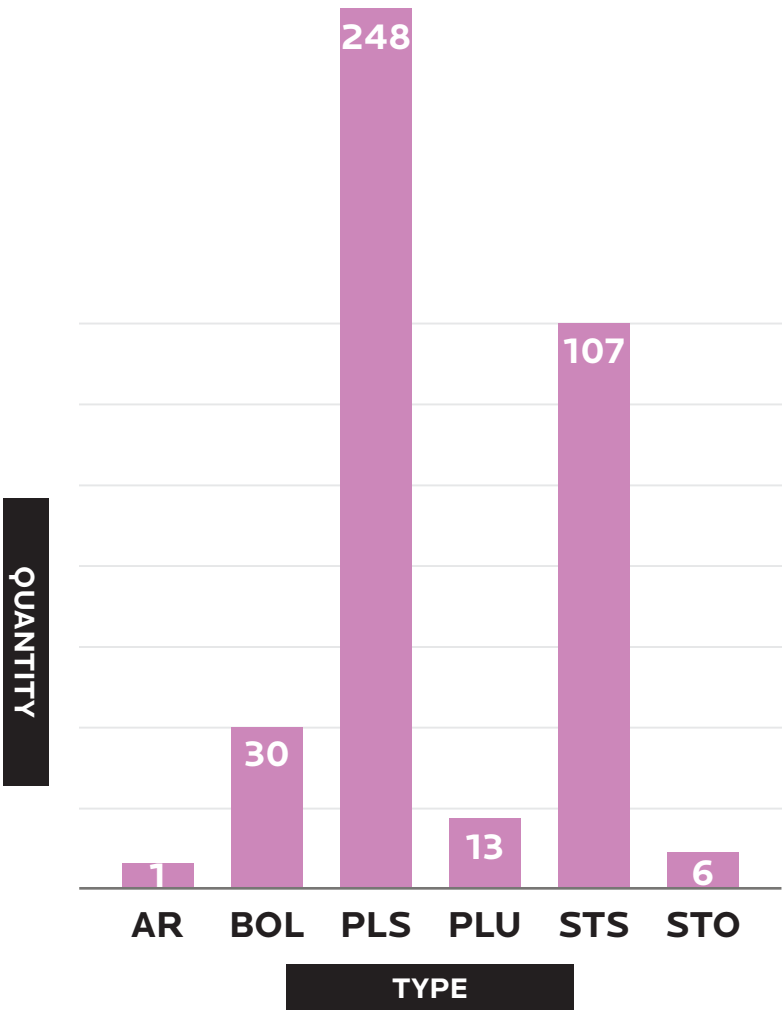
- LEGEND**
- DDA DISTRICT
  - TIF DISTRICT
  - ◆ STREET SCALE LIGHTING
  - ◆ PEDESTRIAN SCALE LIGHTING



# LIGHTING BY TYPE



Source: Primary data collected by HAA, April 2019

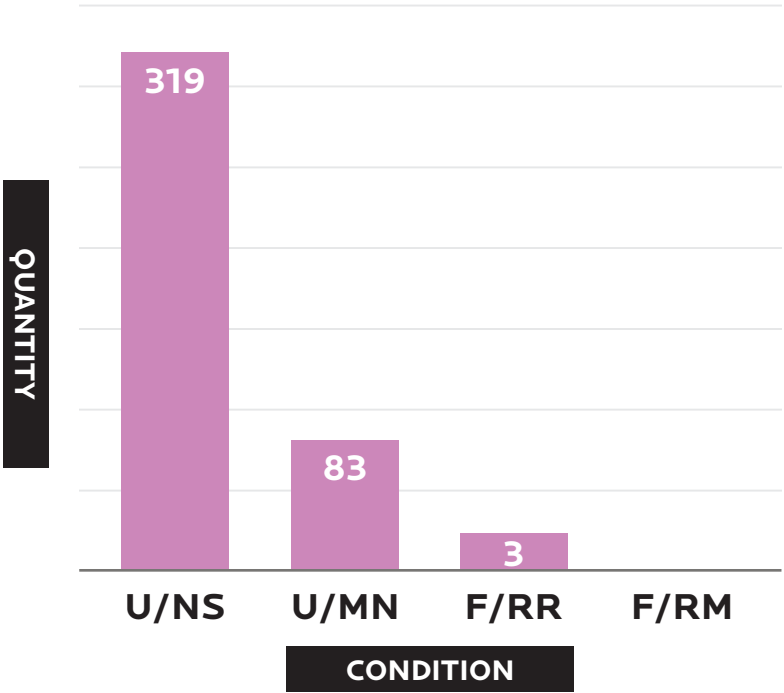
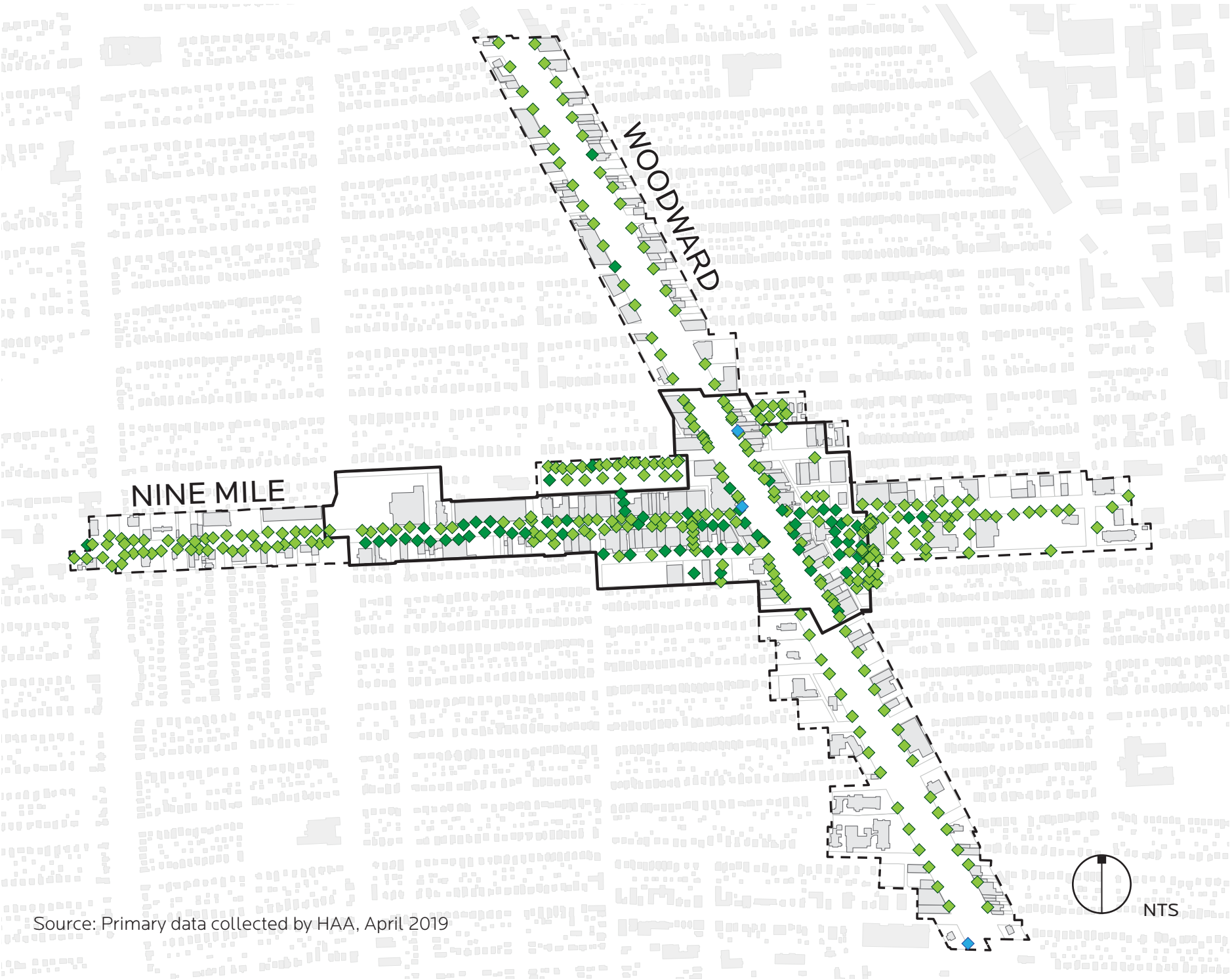


## LEGEND

- ARTISTIC LIGHTING (AR)
- BOLLARD, LIGHTED (BOL)
- PEDESTRIAN LIGHT POLE, STANDARD (PLS)
- PEDESTRIAN LIGHT POLE, UPDATED (PLU)
- STREET LIGHT POLE, STANDARD (STS)
- STREET LIGHT POLE, OTHER (STO)



# LIGHTING BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY SIGNAGE

## SUMMARY OF FINDINGS:

- A majority of signage focuses on identifying parking locations and bike routes.
- General wayfinding is only found on E Nine Mile.
- Signage on Woodward Ave, as well as general identity signs as a whole, are scarce and mostly undetectable to drivers due to their size or location.
- There are no parking signs to direct northbound traffic, and only one is available to southbound traffic.

## SPECIAL NOTES:

- There is no established pattern for signage placement.
- Banner-only poles seem to illustrate an unfinished thought due to limited numbers and weathered banners.

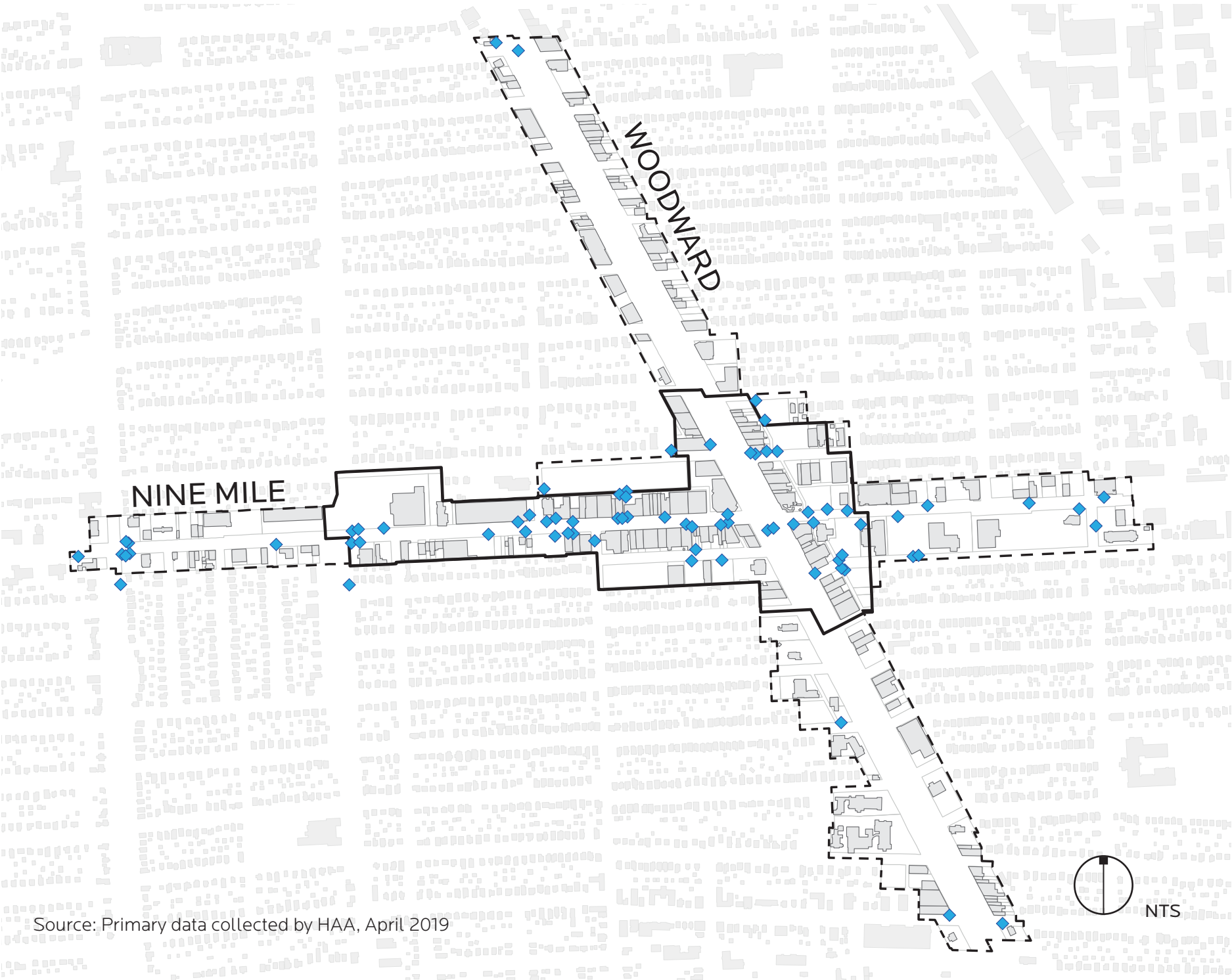
## RECOMMENDATIONS:

- Create a cohesive, deliberate distribution of signage by developing standards that identify the conditions for installing each type of signage. For example, general wayfinding is to be placed before every intersection along Nine Mile for incoming traffic.
- A focus should be placed on removing all outdated signs and updating then implementing the 2010 Wayfinding & Signage Plan.
- General identity signage should be placed at every Downtown gateway and major threshold, clearly marking when visitors have entered the District.
- Parking signage should be more deliberate and better placed to direct visitors to public parking as efficiently and effectively as possible.

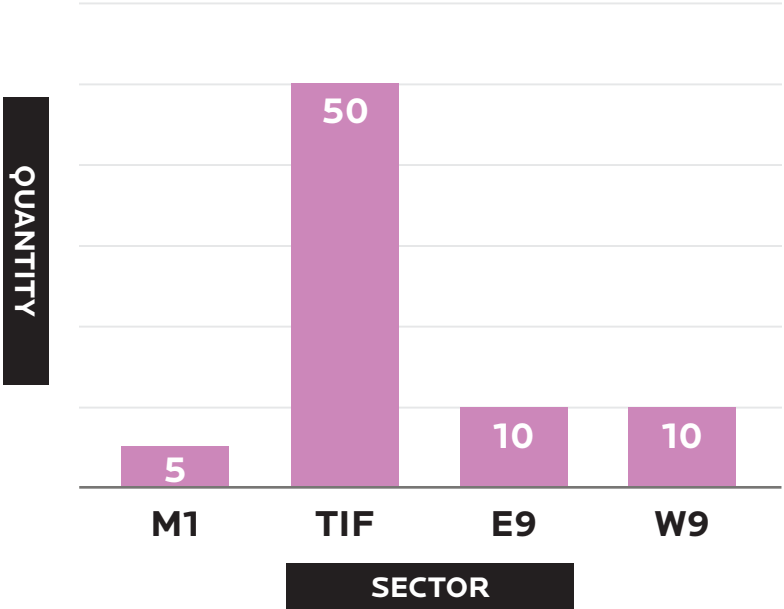




# SIGNAGE DISTRIBUTION



Source: Primary data collected by HAA, April 2019

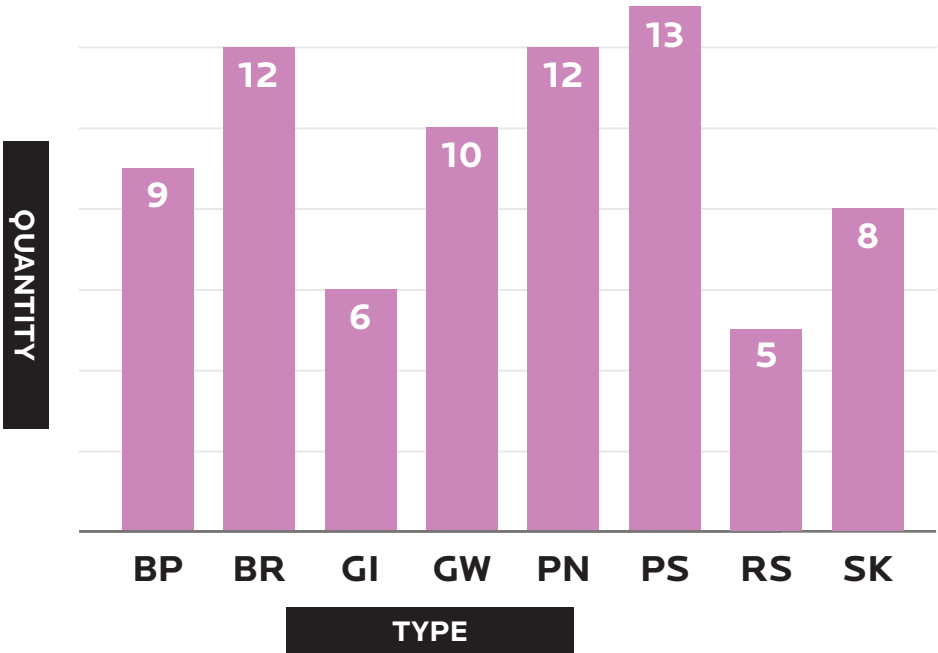
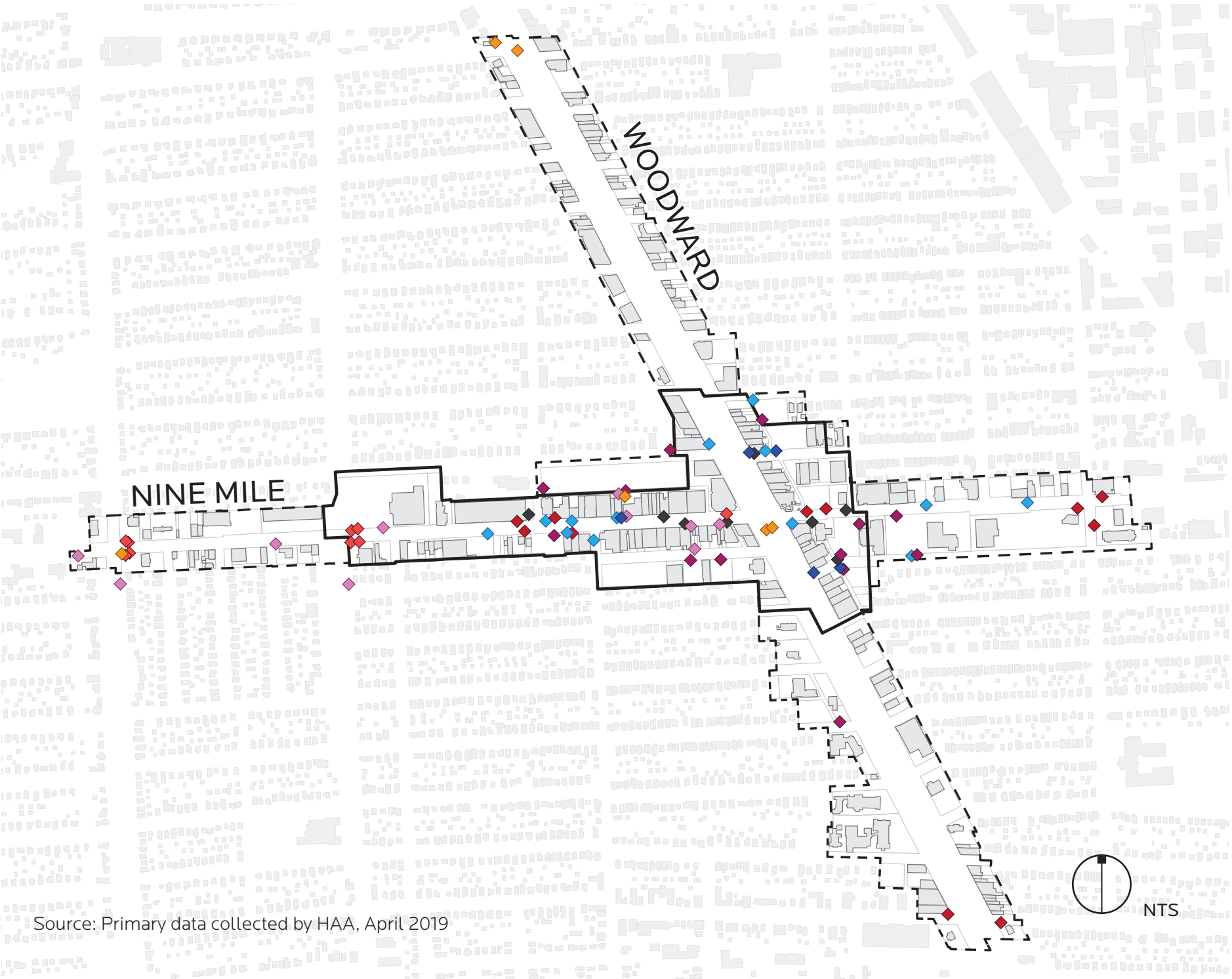


## LEGEND

- DDA DISTRICT
- TIF DISTRICT
- ◆ SIGNAGE



# SIGNAGE BY TYPE



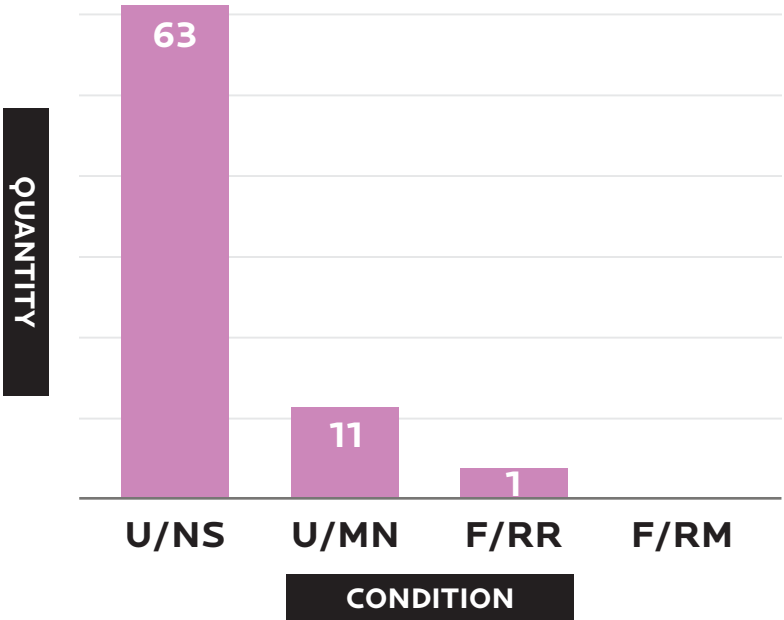
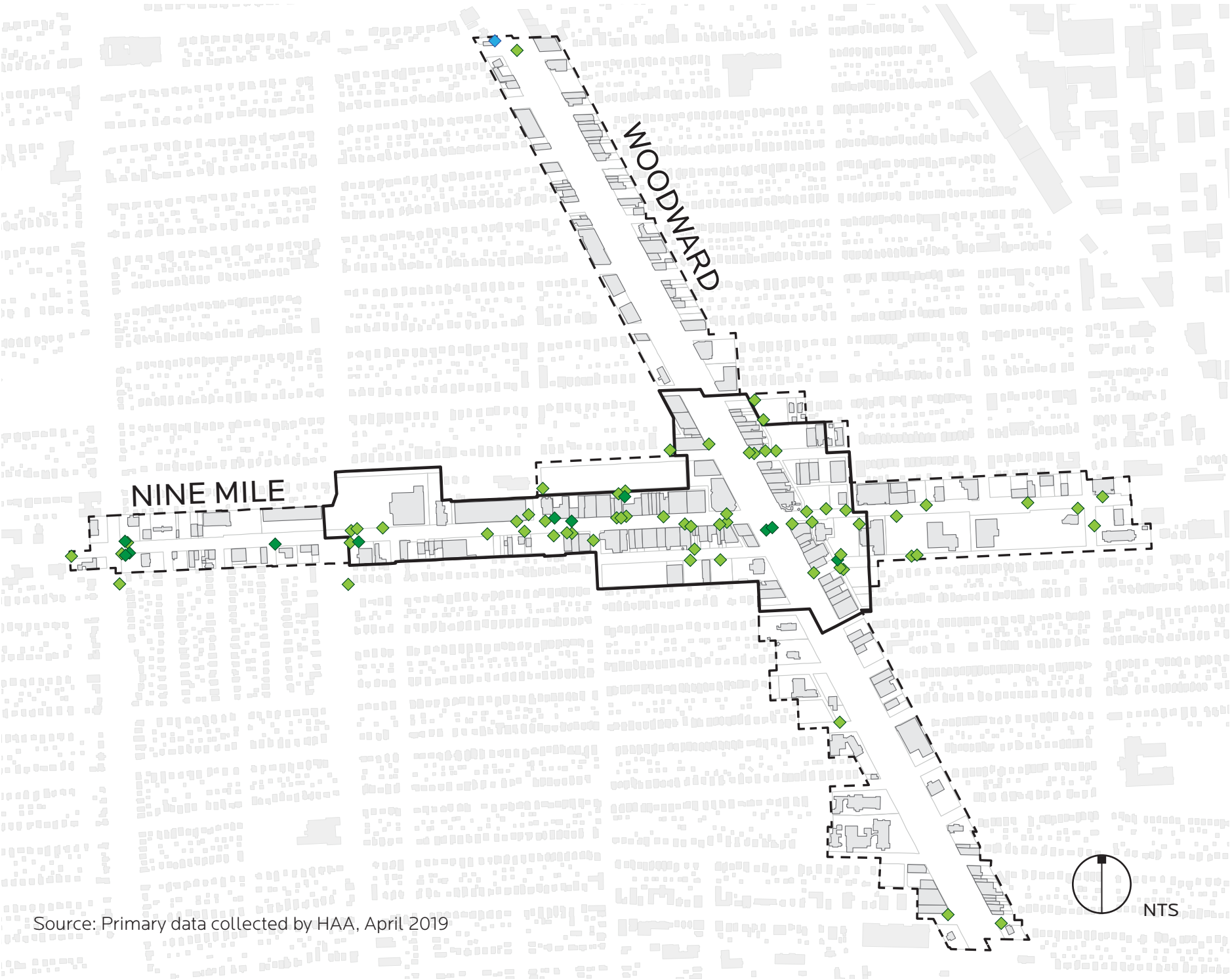
## LEGEND

- ◆ BANNER-ONLY POLES (BP)
- ◆ BIKE ROUTE / BIKE-RELATED (BR)
- ◆ GENERAL IDENTITY (GI)
- ◆ GENERAL WAYFINDING (GW)
- ◆ PARKING, NON-STATIONARY (PN)
- ◆ PARKING, STATIONARY (PS)
- ◆ RIDE SHARE (RS)\*
- ◆ STANDARD KIOSK (SK)

\*Category includes stationary and non-stationary signage.



# SIGNAGE BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY PUBLIC ART

## SUMMARY OF FINDINGS:

- Murals or hanging wall art is the most common type of public art in Downtown Ferndale.
- Art is mainly clustered at the center of the District, around the Woodward and Nine Mile intersection.

## SPECIAL NOTES:

- Stakeholders have expressed desire for more art pieces that convey historical events as well as curating art from local sources such as from high school students.
- Stakeholders have also expressed that art pieces need to be curated and edited instead of simply continuing to add more pieces.
- As shown in previous amenity maps, art can and does take the form of pedestrian lighting and site furniture.

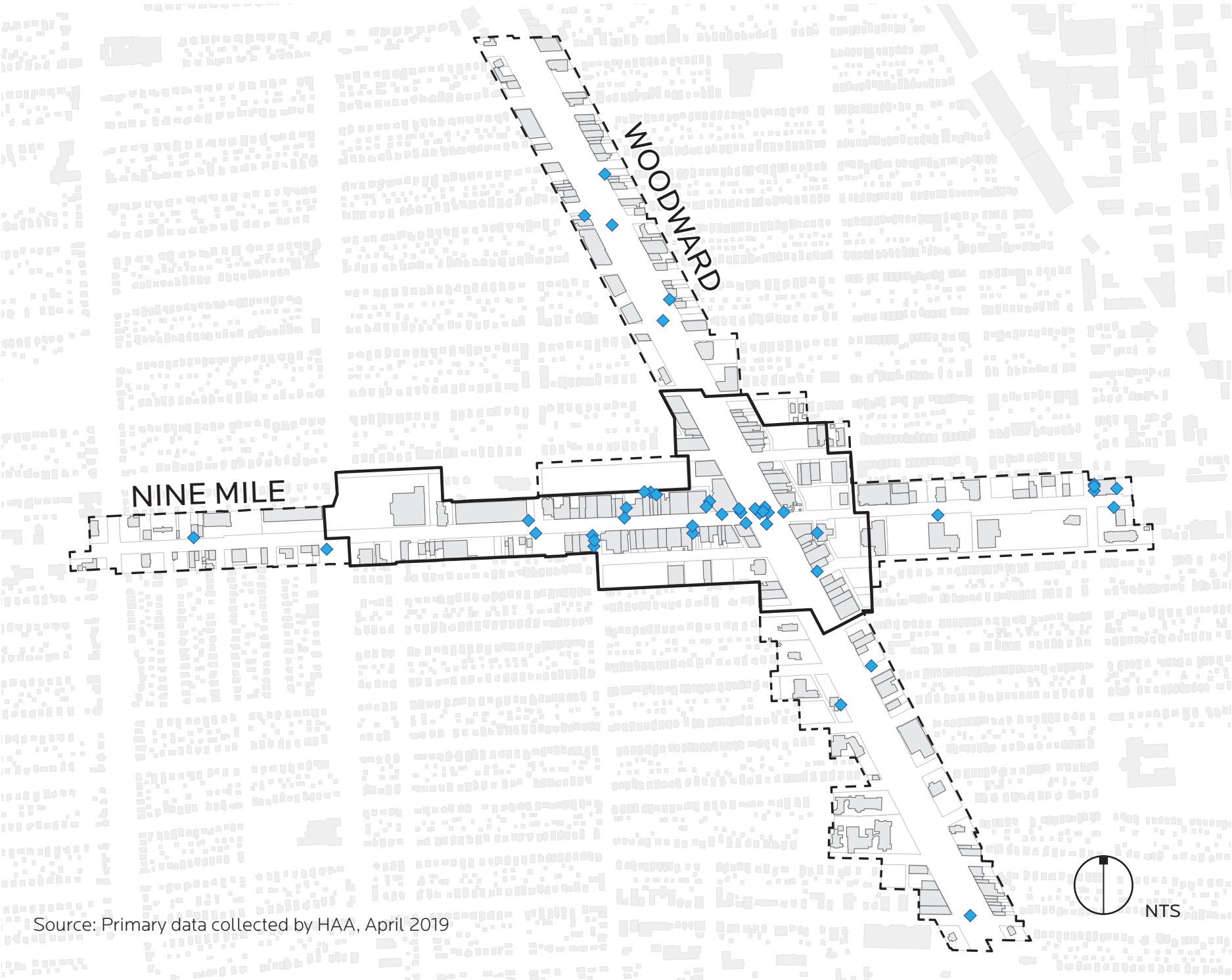
## RECOMMENDATIONS:

- Before adding additional art pieces, pieces that are outdated or in failing condition should be identified for removal or replacement.
- Artwork should be spread more equally throughout the District and not concentrated to the Downtown center.
- Murals and overhead lighting or canopies present the best opportunity to activate the pedestrian experience as they take little to no space in the right-of-way.
- Larger, iconic pieces of art may be more appropriate at specific sites along the corridor such as transit stops or pocket parks to define the public space.

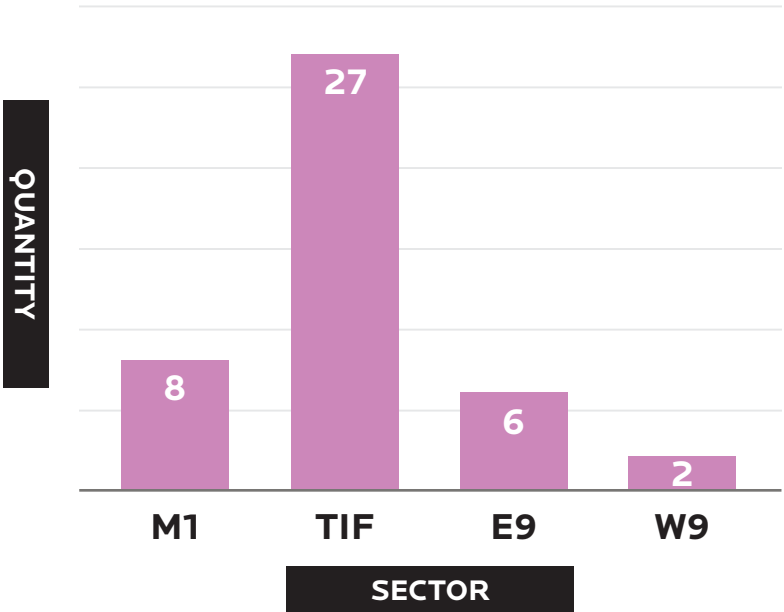




# PUBLIC ART DISTRIBUTION



Source: Primary data collected by HAA, April 2019

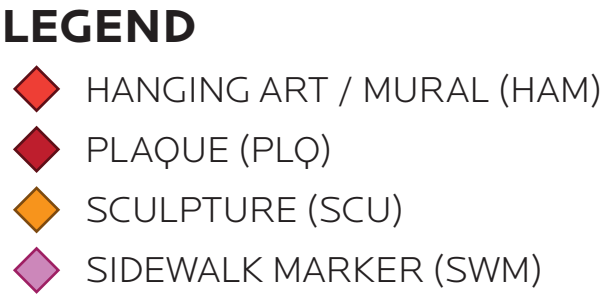
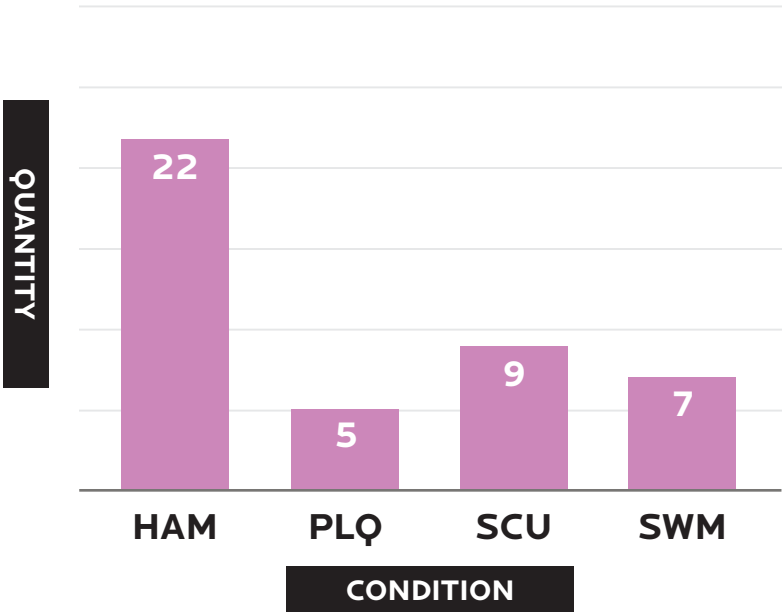
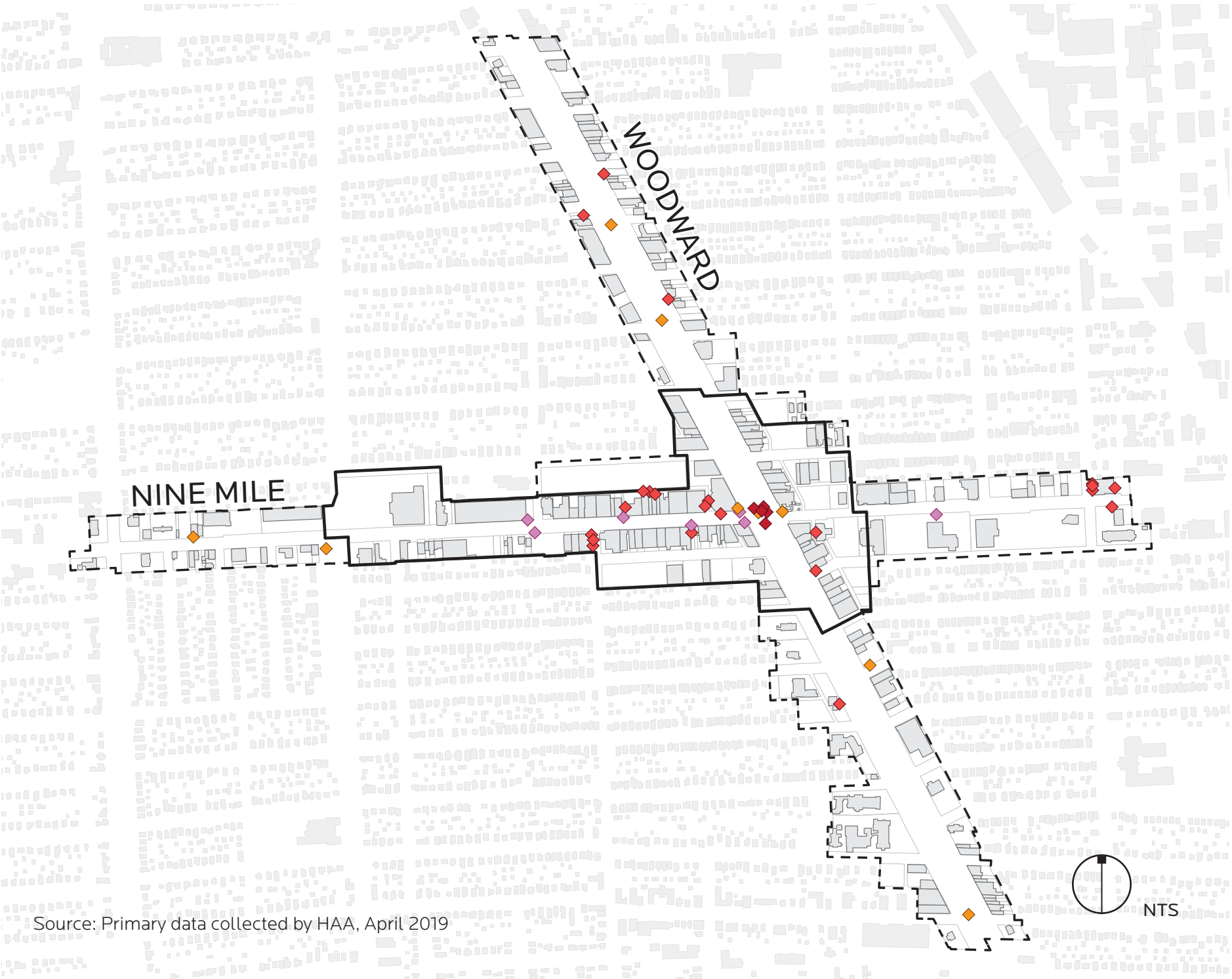


## LEGEND

- DDA DISTRICT
- TIF DISTRICT
- ◆ ART PIECE

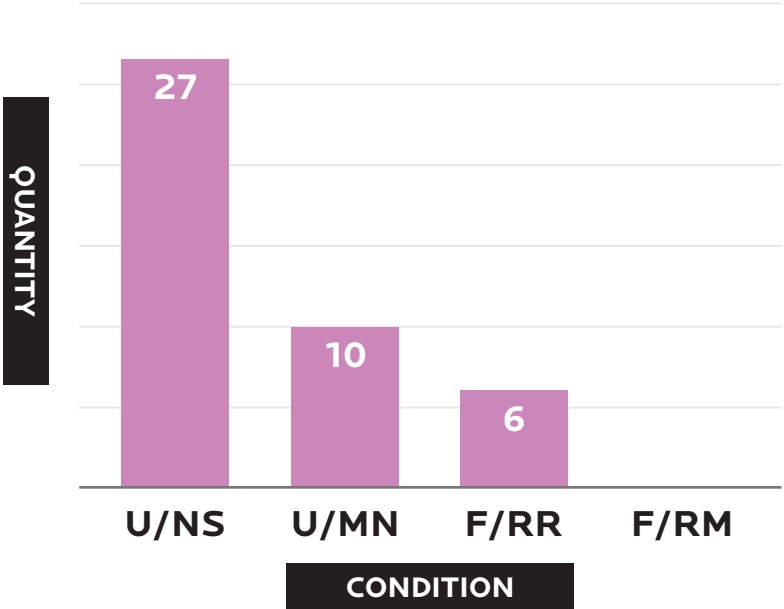
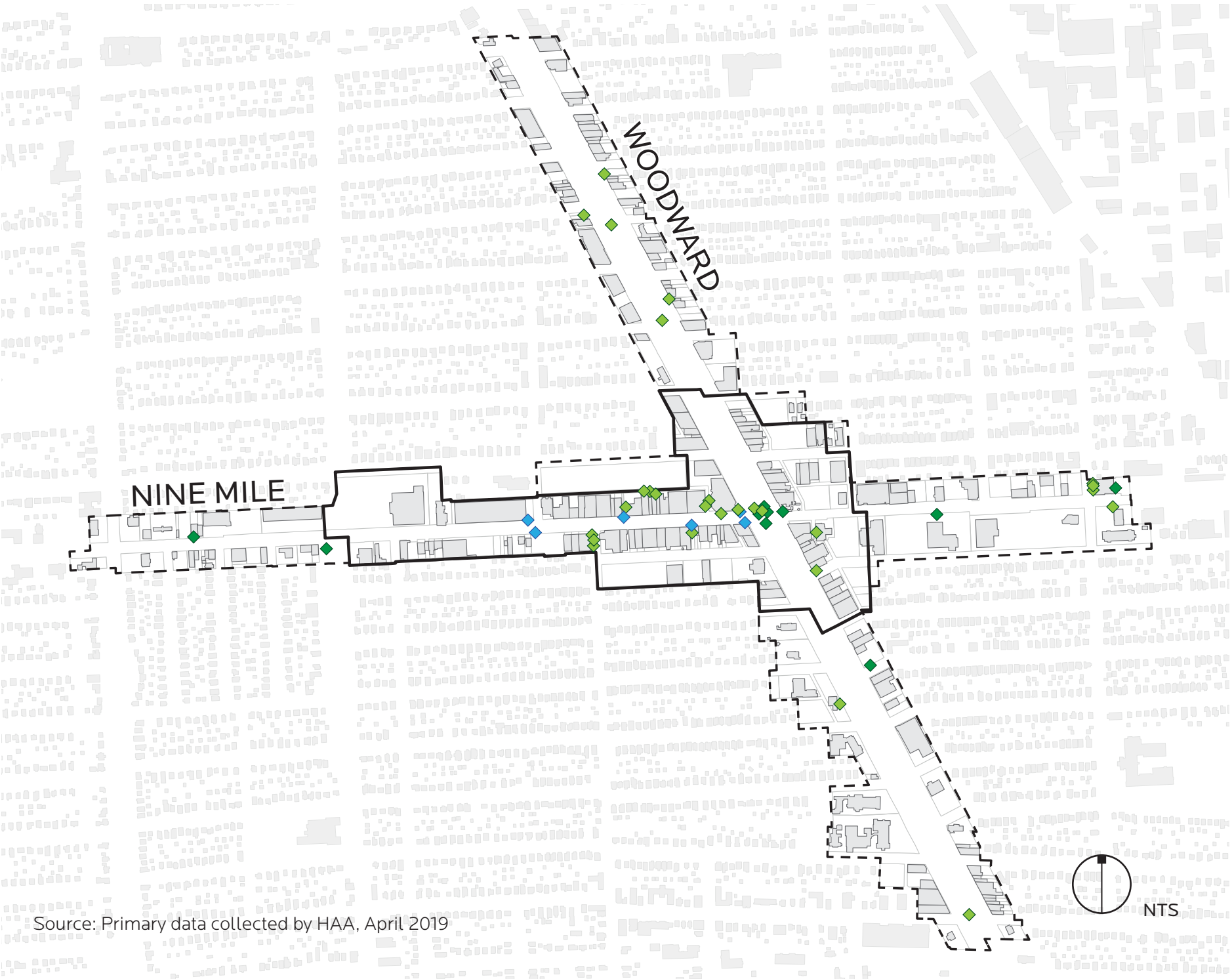


# PUBIC ART BY TYPE





# PUBLIC ART BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY PLANTERS

## SUMMARY OF FINDINGS:

- Planters, including both planting beds and containers, are concentrated in TIF District and along Nine Mile.
- Very few planters are found along Woodward Ave outside of the TIF District.
- A flush brick inset is the most common edge treatment for in-ground planters.

## SPECIAL NOTES:

- There is no discernible pattern or Downtown standard for free-standing containers when reviewing the material, shape, or placement of each, even those that appeared furnished by the DDA or the City.

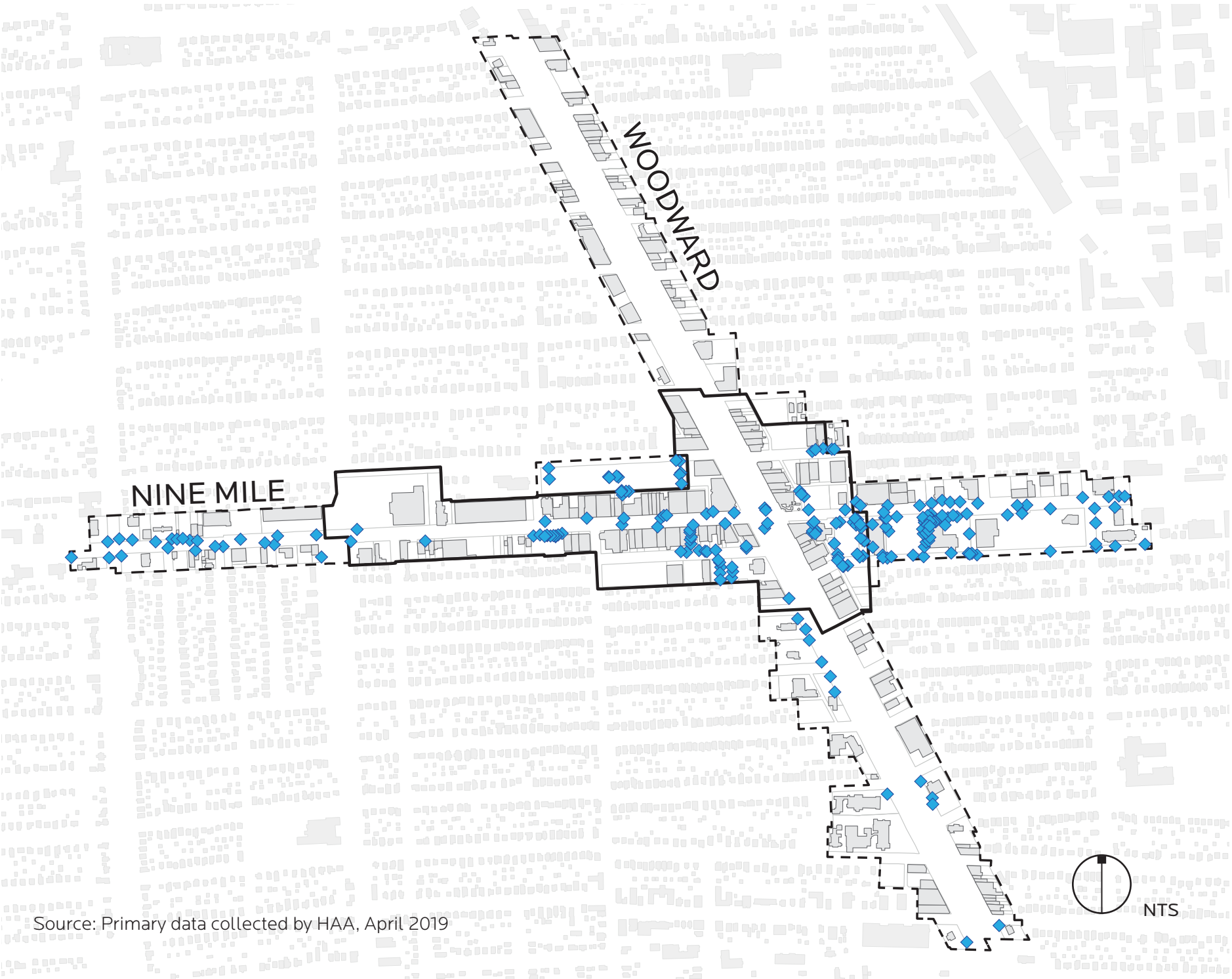
## RECOMMENDATIONS:

- Selection of the most appropriate container is dependent upon a combination of personal taste and functionality, but should consider the architectural styles of buildings and surrounding elements.
- The material for all free-standing containers should be of high durability and able to withstand the elements.
- Maintenance of container types should also be considered and planned for when making a selection.
- Placement of containers should be used to:
  - Soften the edge between the building and the streetscape.
  - Reduce the visual impact of unsightly streetscape elements such as electrical boxes.
  - Frame doorways to enhance building entrances.

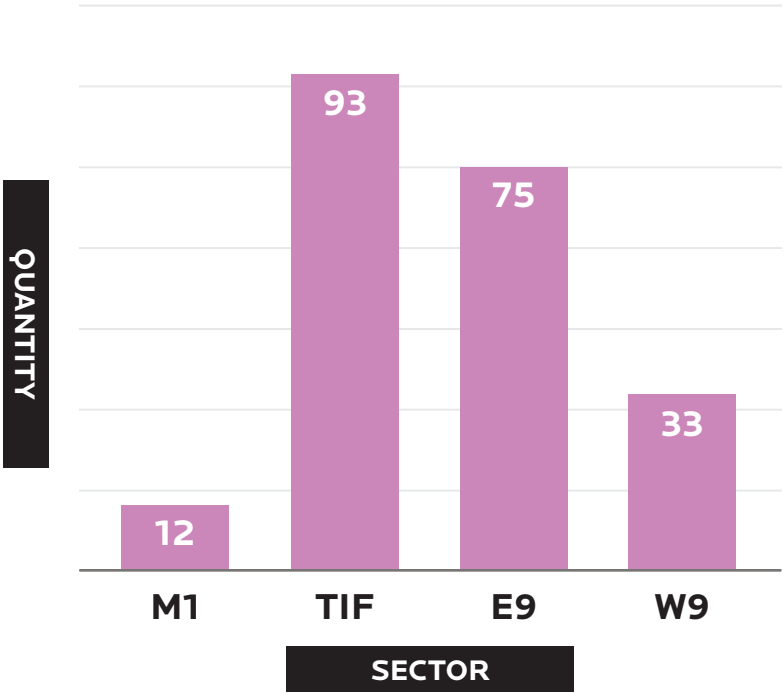




# PLANTERS DISTRIBUTION



Source: Primary data collected by HAA, April 2019

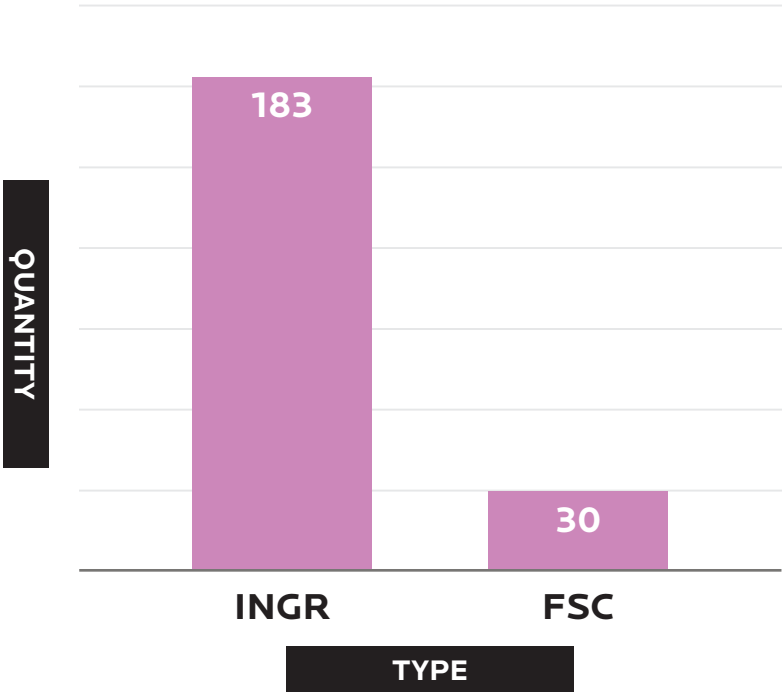
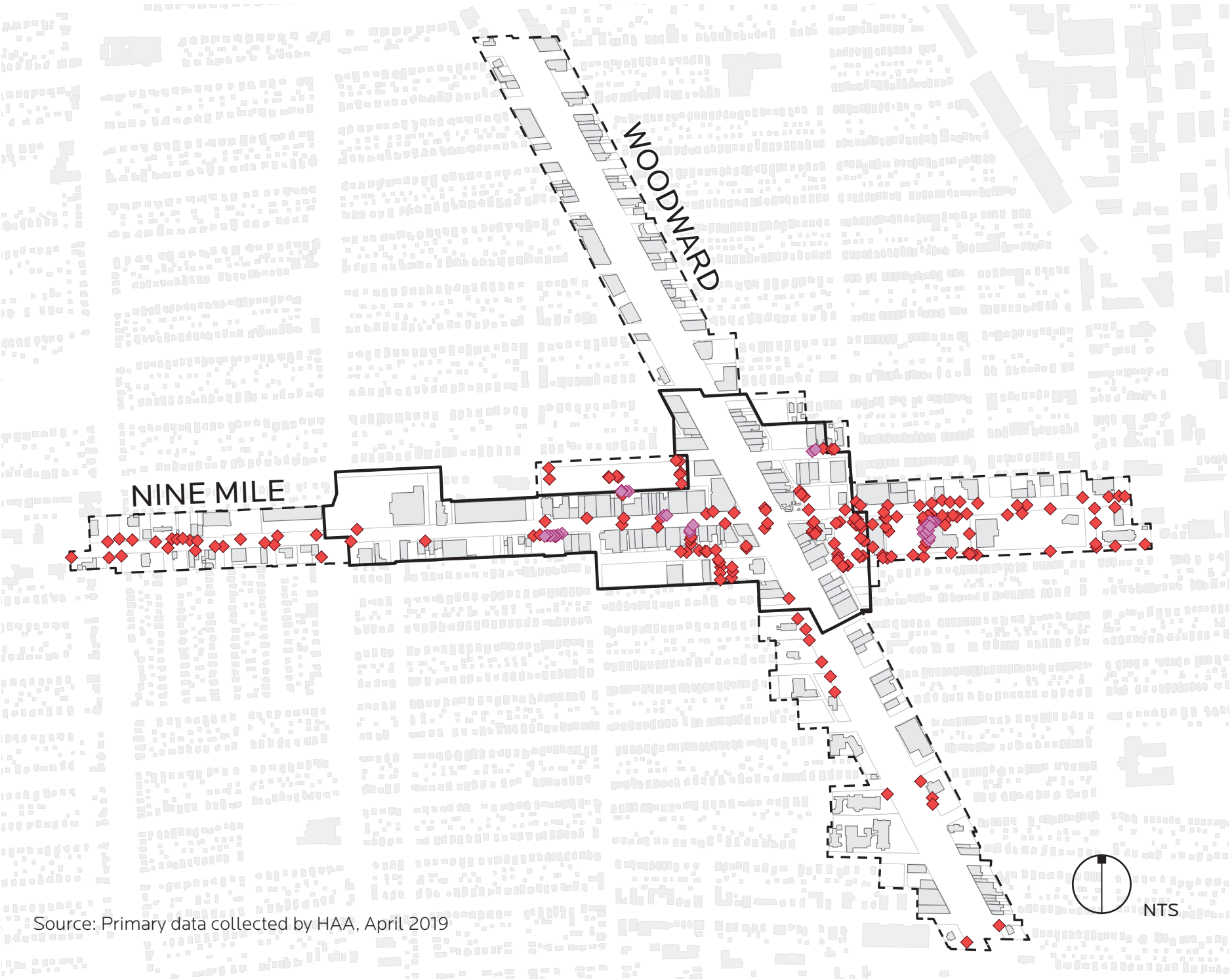


## LEGEND

- DDA DISTRICT
- TIF DISTRICT
- ◆ PLANTER



# PLANTERS BY TYPE

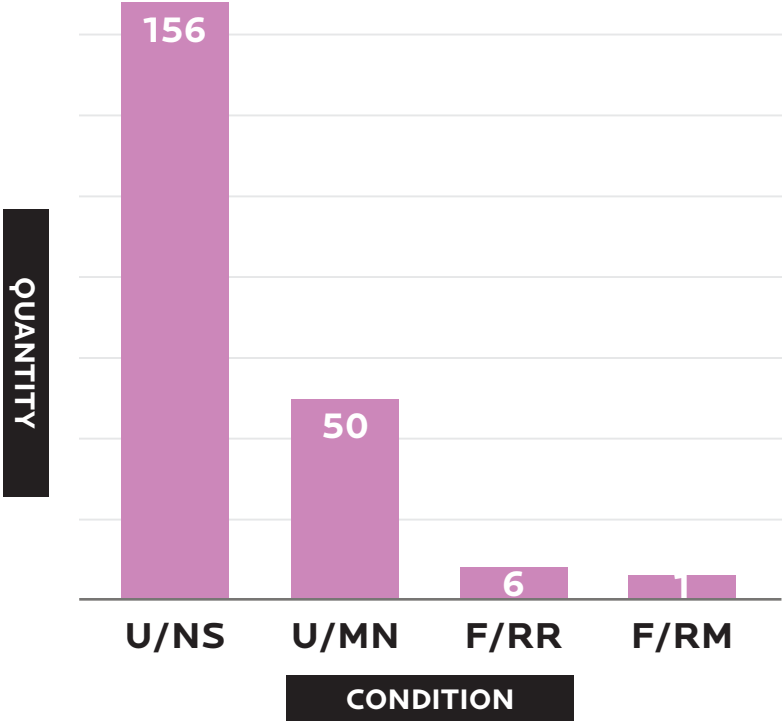
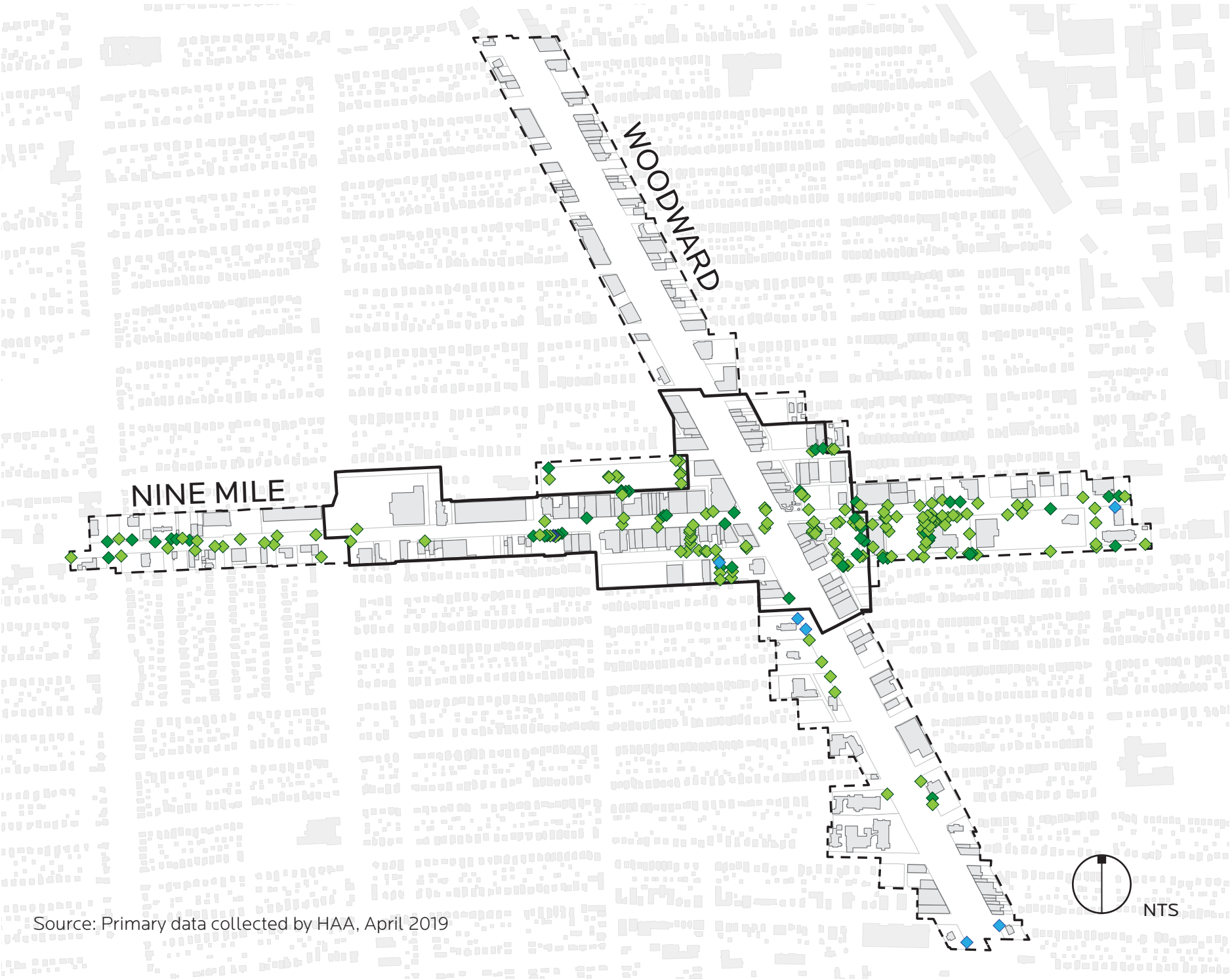


- LEGEND**
- ◆ IN-GROUND PLANTER (INGR)
  - ◆ FREE-STANDING CONTAINER (FSC)

Source: Primary data collected by HAA, April 2019



# PLANTERS BY CONDITION



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)

Source: Primary data collected by HAA, April 2019



# PUBLIC AMENITY

## TREE GRATES

### SUMMARY OF FINDINGS:

- Tree grates or tree pit treatments can be found in every sector except W Nine Mile.
- Tree grates are the only public amenity that is more prevalent along Woodward Ave than any other sector.
- A distinguishable pattern based on typology can be identified showing that the type used directly correlates with the location within the District.
- Square iron tree grates are the most common treatment and is almost exclusively used along Woodward Ave.

### SPECIAL NOTES:

- Failing Replacement Needed condition includes tree grates that are no longer flush with the sidewalk and pose a hazardous condition for accessibility.

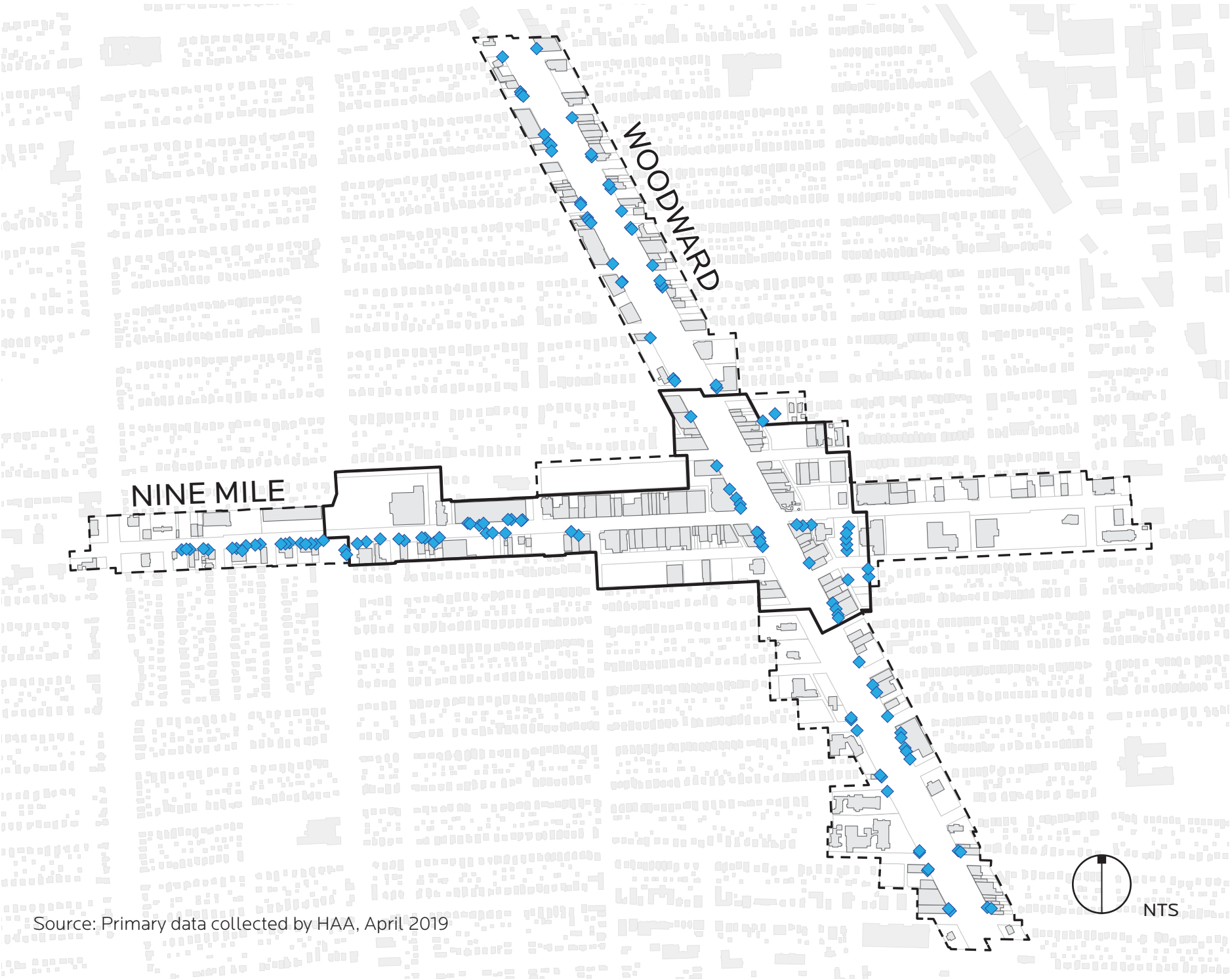
### RECOMMENDATIONS:

- Immediately replace or remove all tree grates posing a hazard to the pedestrian corridor.
- Where tree grates must be removed completely, a tree well with resin bonded paving provides an alternate design option as it provides a pervious paving material, but can require high maintenance needs.
- Where appropriate, incorporate concrete curbs to planting areas as this would decrease the likelihood of soil compaction due to foot-traffic; prevents salt, sand, and de-icing agents from spreading onto soil; and protects plants from snow removal equipment.

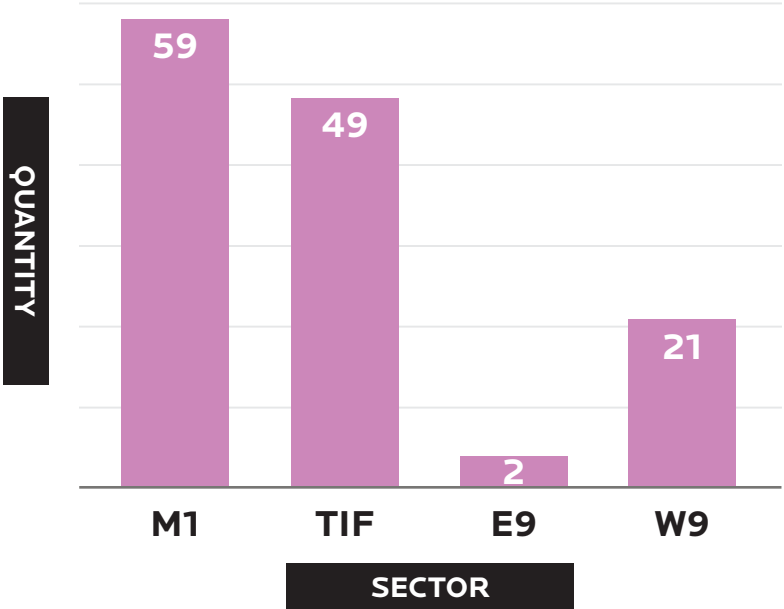




# TREE GRATES DISTRIBUTION



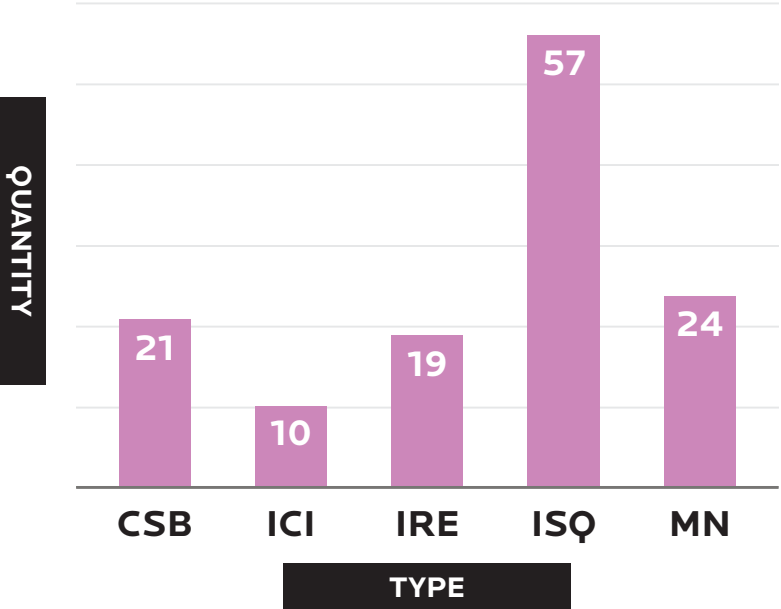
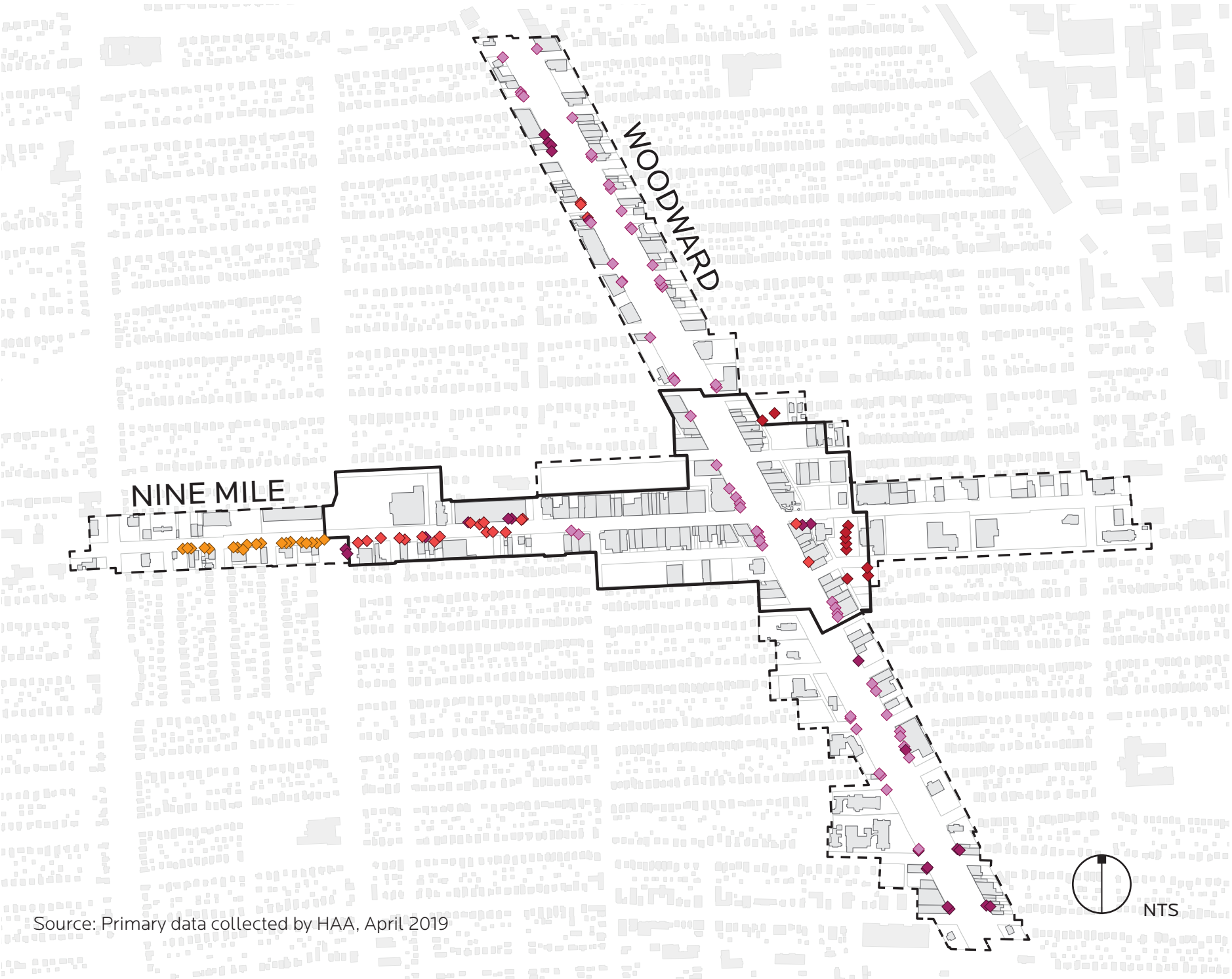
Source: Primary data collected by HAA, April 2019



- LEGEND**
- DDA DISTRICT
  - TIF DISTRICT
  - ◆ TREE GRATE OR DECORATIVE TREATMENT



# TREE GRATES BY TYPE

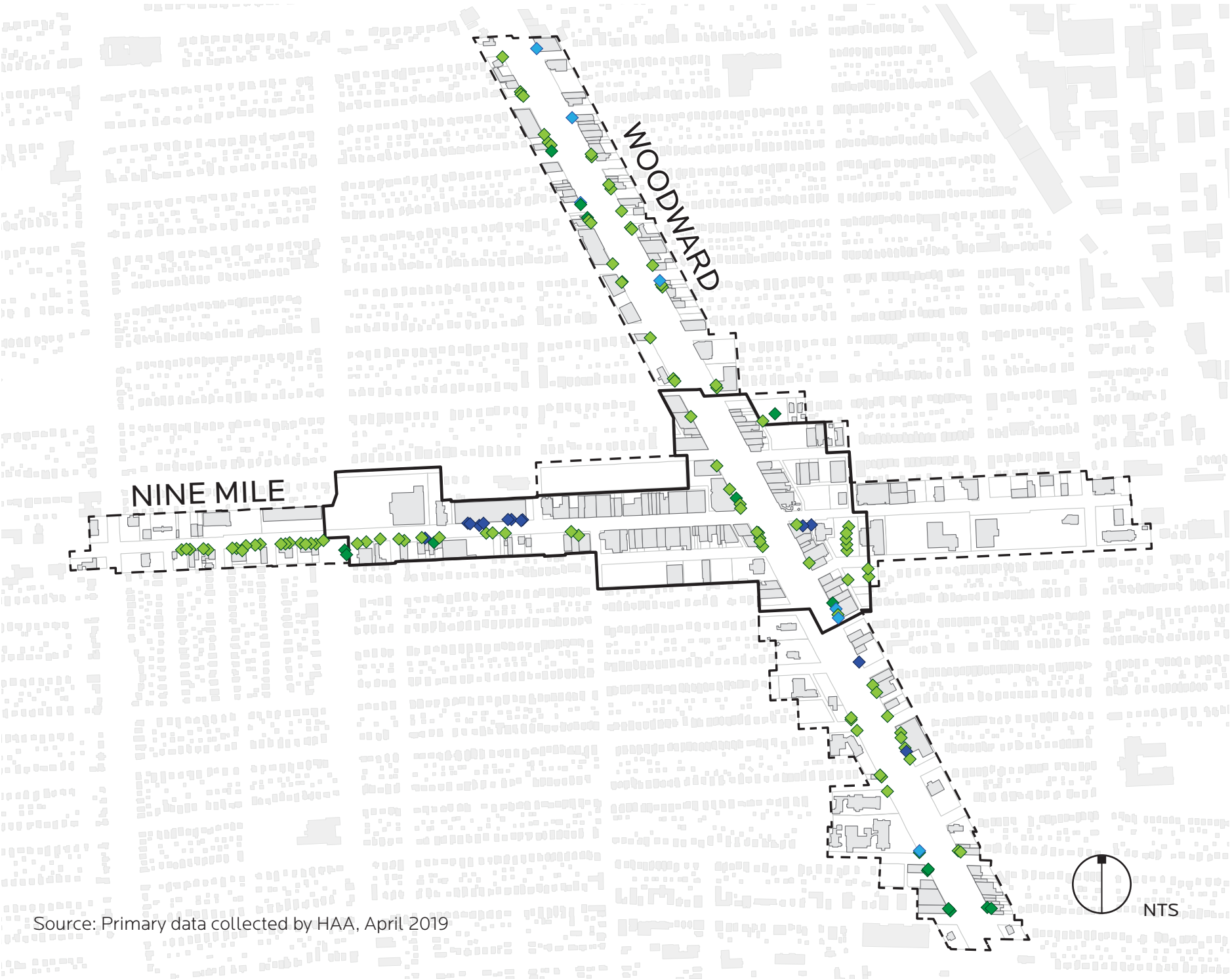


- LEGEND**
- CLAY SQUARES / BRICK (CSB)
  - IRON, CIRCLE (ICI)
  - IRON, RECTANGLE (IRE)
  - IRON, SQUARE (ISQ)
  - MISSING / NONE (MN)

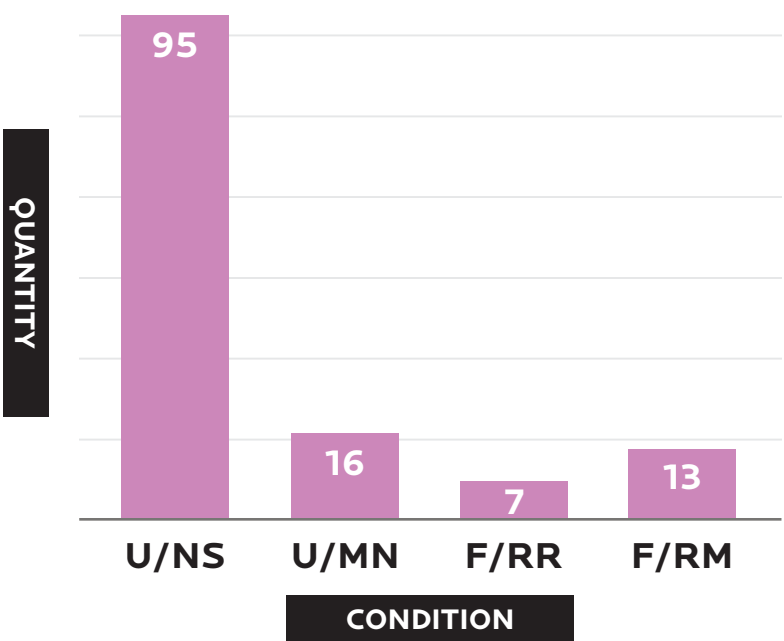
Source: Primary data collected by HAA, April 2019



# TREE GRATES BY CONDITION



Source: Primary data collected by HAA, April 2019



- LEGEND**
- ◆ USABLE, NO SERVICE NEEDED (U/NS)
  - ◆ USABLE, MAINTENANCE NEEDED (U/MN)
  - ◆ FAILING, REPAIR NEEDED (F/RR)
  - ◆ FAILING, REPLACEMENT NEEDED (F/RM)



# PUBLIC AMENITY TREES

## SUMMARY OF FINDINGS:

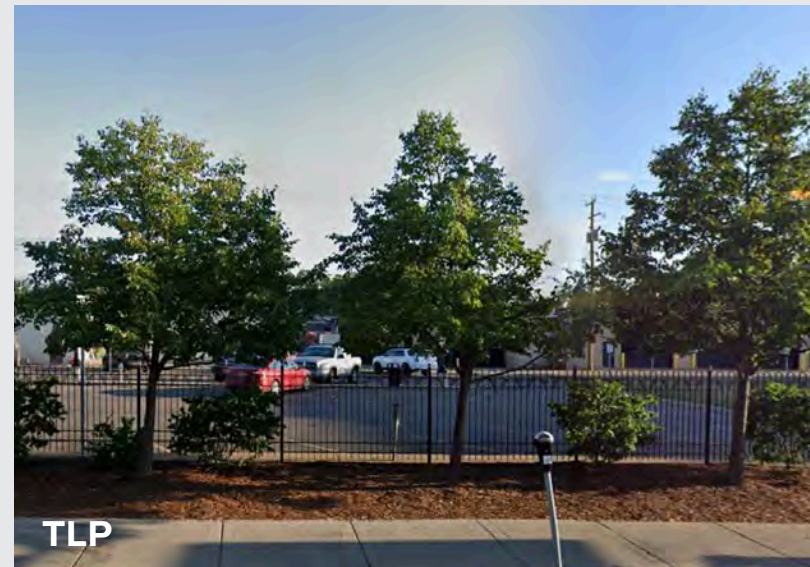
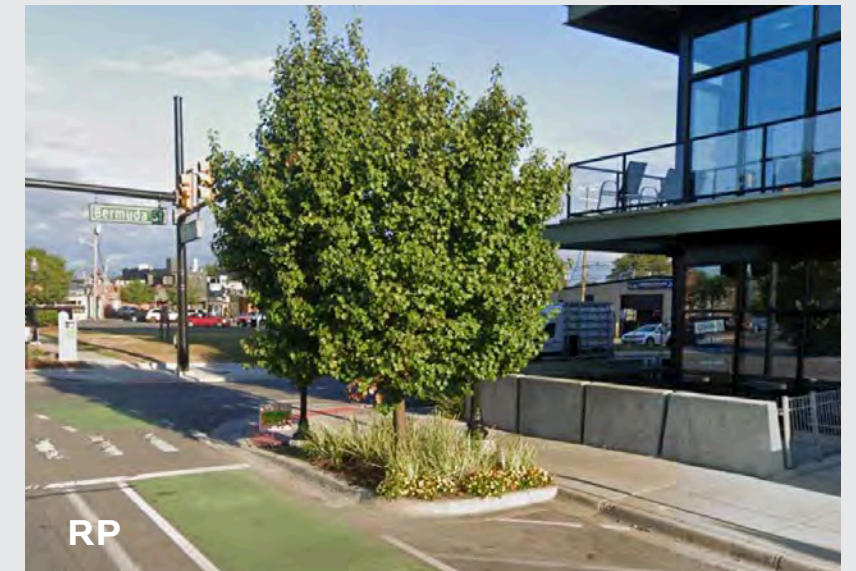
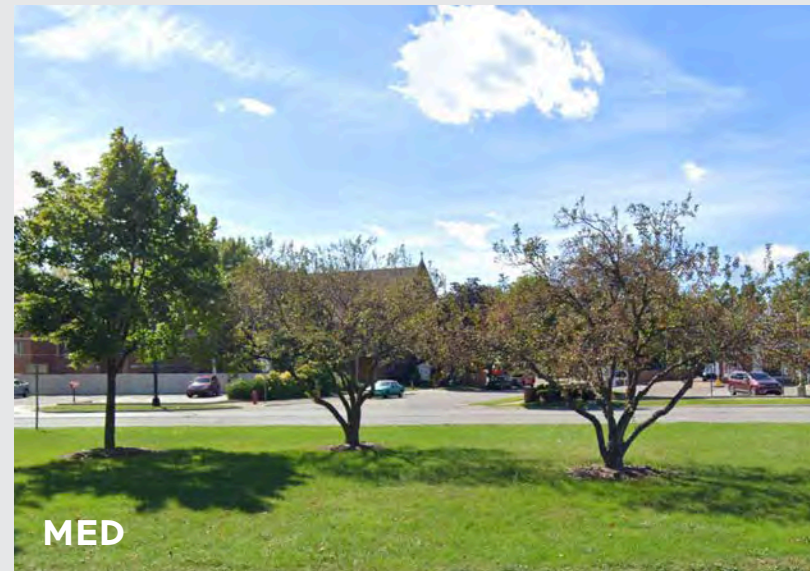
- A majority of Woodward Ave trees are found in the median which is also the most common typology.
- W Nine Mile trees are mainly found in tree pits or tree lawns / parkways while E Nine Mile trees are mainly classified as being located in open planting areas.
- E Nine Mile has the least amount of tree coverage.
- Trees that are in sub par condition are mainly located in the Woodward median south of the TIF District.
- Inappropriate placement of some trees, especially along W Nine Mile, impedes the flow of pedestrians.

## SPECIAL NOTES:

- Trees categorized as failing means that their condition is listed as critical, dead, or poor, or their likelihood of failure is listed as imminent.
- Trees categorized as problematic means that their condition is listed as fair, good, or very good, but their likelihood of failure is listed as probable.

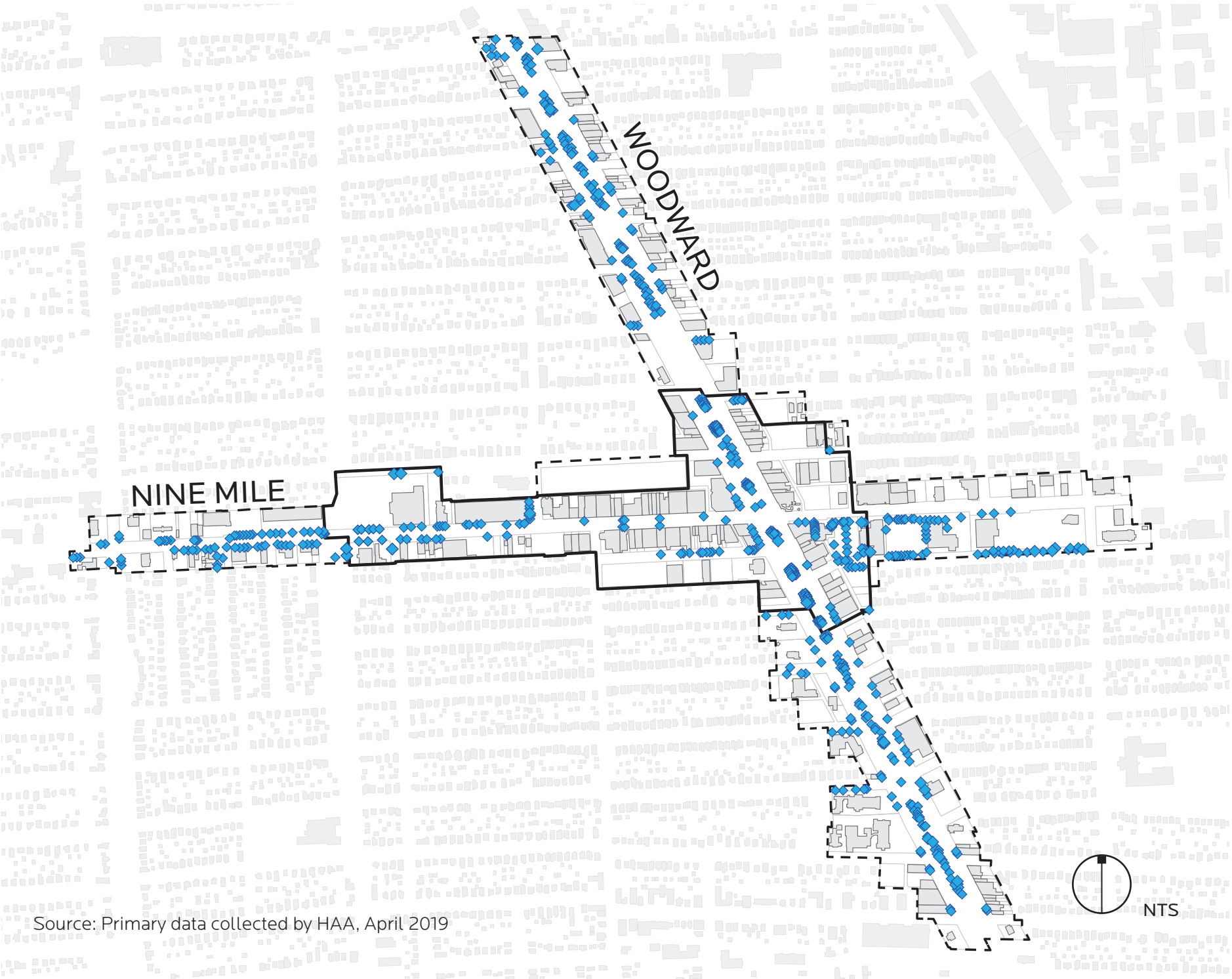
## RECOMMENDATIONS:

- Always select tree species that are proven to be tolerant of urban conditions such as salt, drought, heat, and soil compaction.
- Trees should not be located in the public right-of-way where there will not be 6 feet clear between the tree trunk and the face of the building or edge of sidewalk.
- Tree canopies should be maintained such that they do not impede pedestrians.

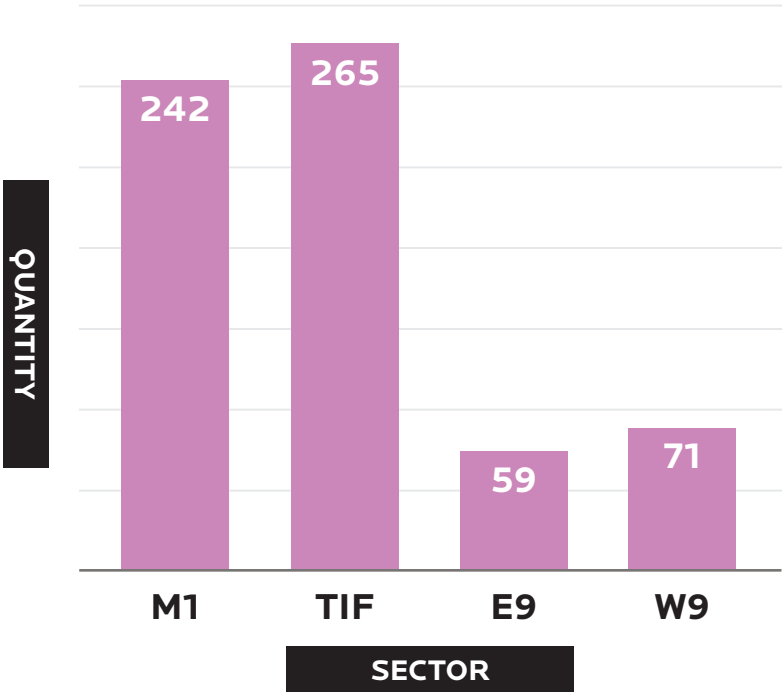




# TREE DISTRIBUTION



Source: Primary data collected by HAA, April 2019

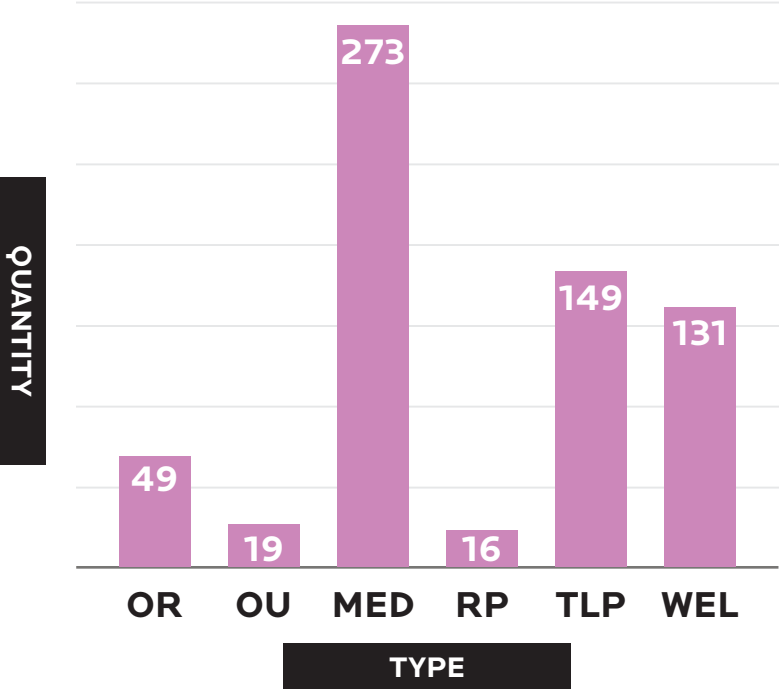
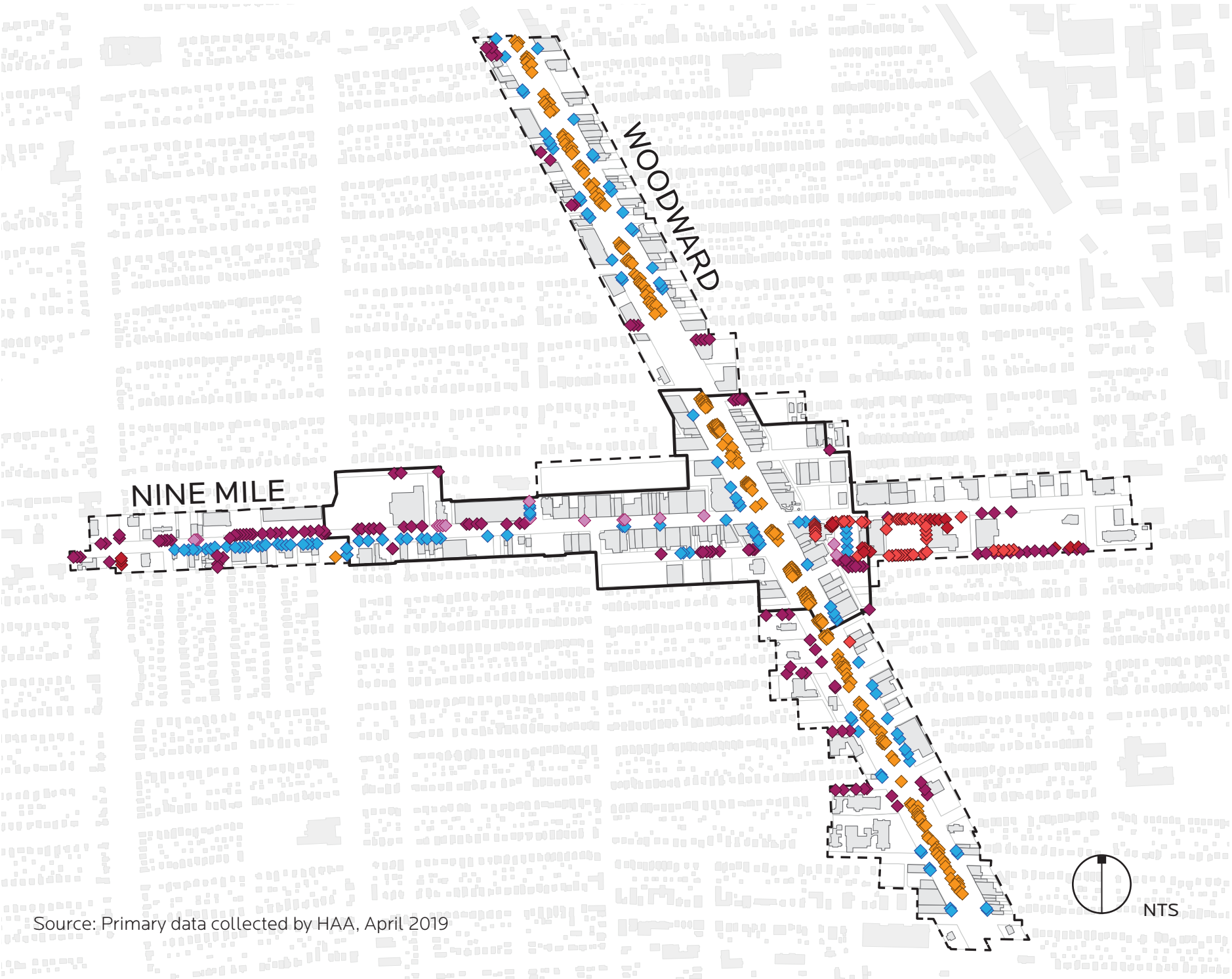


## LEGEND

- DDA DISTRICT
- TIF DISTRICT
- ◆ TREE



# TREE BY TYPE

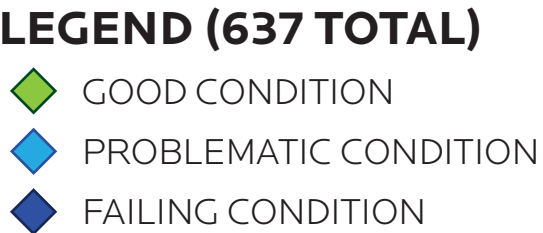
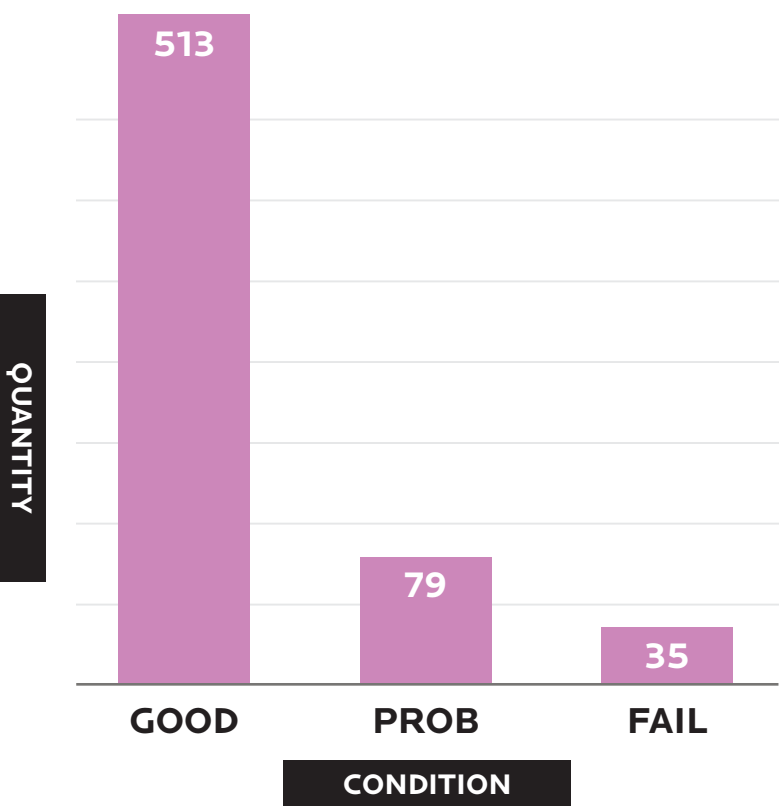
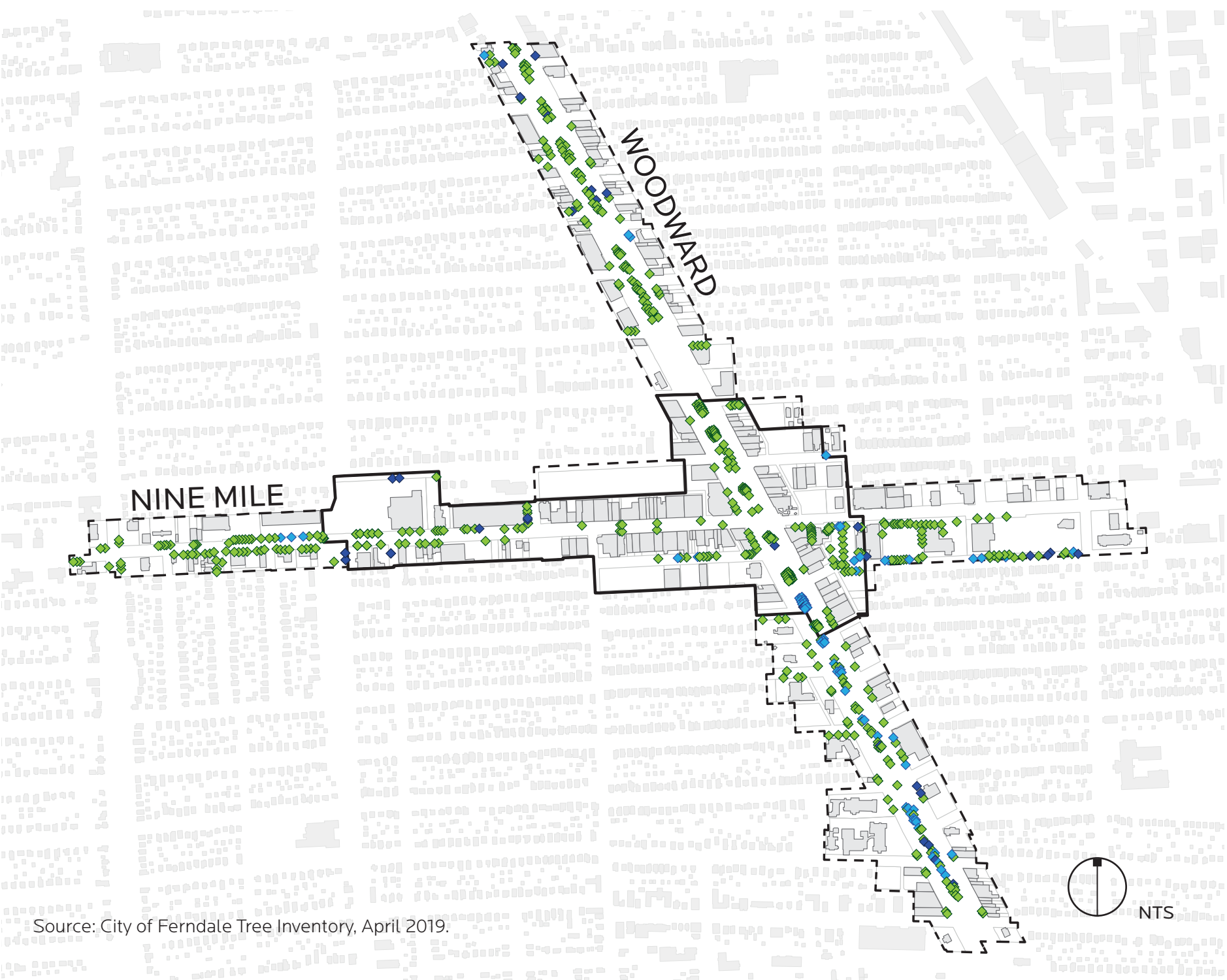


- LEGEND**
- ◆ OPEN, RESTRICTED (OR)
  - ◆ OPEN, UNRESTRICTED (OU)
  - ◆ MEDIAN (MED)
  - ◆ RAISED PLANTER (RP)
  - ◆ TREE LAWN / PARKWAY (TLP)
  - ◆ WELL / TREE PIT (WEL)

Source: Primary data collected by HAA, April 2019



# TREES BY CONDITION



Source: City of Ferndale Tree Inventory, April 2019.



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# POSSIBILITIES PLAN

*\*DOWNTOWN  
FERNDALE*

## CARING FOR ...

## CIRCULATION + TRANSPORTATION

observations + best practices | alley conditions |  
bus routes | traffic counts | parking | mass transit



# OBSERVATIONS + BEST PRACTICES

## Strengths

- Activated alleys provide pedestrian-only circulation opportunities
- Walkability and bikeability
- Designated pick-up and drop-off locations for ride shares
- Pedestrian alley between W Nine Mile and W Troy has been activated to generate interest during the dot construction
- Downtown currently provides 296 street parking stalls with 266 of those metered, which is generally adequate for daytime activities
- The dot added almost 400 parking spaces
- ParkFerndale mobile app allows easy electronic payment of all meters
- Online multi-modal plan shows bike routes and resources for cyclists
- Livernois Street Resurfacing project improved mobility and circulation in this area for vehicular, pedestrian, and bicycle traffic
- Pedestrian alleys provide mid-block access
- Mid-block crossings are provided along Nine Mile for pedestrians
- Wayfinding for parking is frequent and well-marked

## Weaknesses

- Woodward Ave lacks bike lanes
- W. Nine Mile needs designated bike lanes as current sharrows lanes feel dangerous due to heavy car traffic
- Woodward Ave creates unattractive pedestrian experience due to heavy, fast-moving traffic
- Size divides the downtown to East vs. West
- Areas with not enough sidewalk space creates periods of pedestrian congestion and accessibility issues
- Lack of wayfinding for pedestrian connectivity
- Not enough daytime foot traffic Downtown
- Crossing at Woodward and Nine Mile disliked by many who feel it is unsafe and too large
- Withington Alley is too car centric, very large, and offers no good use in its current form
- Alley from Breckenridge to E Nine Mile used by pedestrians but is not designed for them
- Lack of mid-block crossings along Woodward
- Livernois ends abruptly at W Nine Mile as does a number of alleys
- Crosswalks do not receive adequate attention and maintenance
- Uneven paving, shifted brick pavers, and heaved tree grates create ADA accessibility issues
- Vester Avenue is not designed to support the current pedestrian-oriented businesses located there
- Parking shortages are felt during the evenings and on the weekends, both east and west of Woodward



Source: <https://nacto.org>



Source: [www.bikeaukland.org.nz](http://www.bikeaukland.org.nz)



Source: <https://www.fortlauderdale.gov>



## Opportunities

- Woodward Ave road diet to improve pedestrian experience and add bike lanes
- Several unactivated alleys could be improved to create better circulation patterns
- Continue implementing 2010 Wayfinding Plan
- Turn Withington alley into a shared street
- Activate W Troy alley
- Activate Breckenridge to E Nine Mile alley

## Best Practices

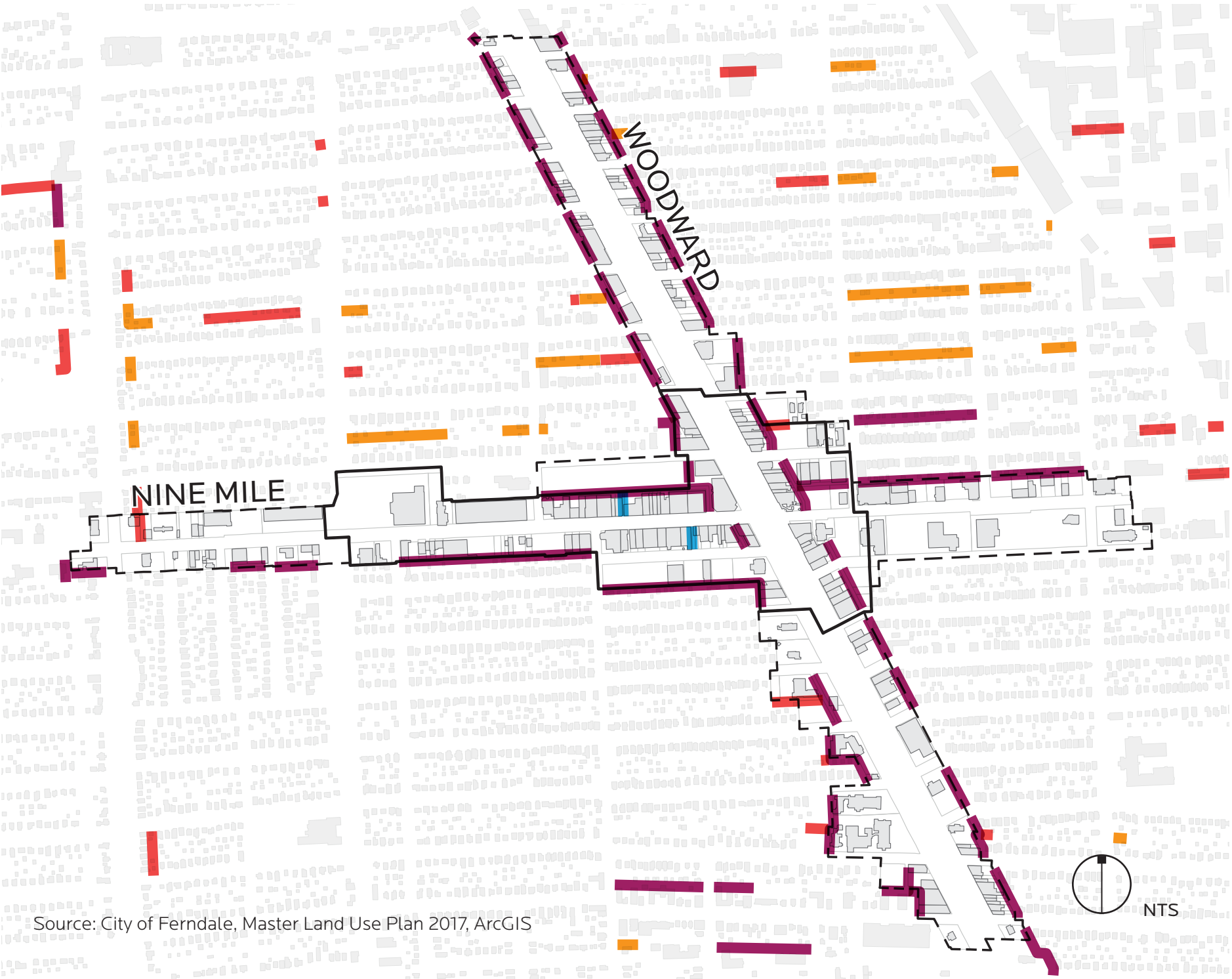
- Alleys, cut-throughs, and greenways to be incorporated for pedestrian circulation and connectivity. The additional outdoor areas are to be utilized by the public as well as private businesses.
- Slower vehicle design speeds will increase visibility and safety within the corridor.
- Right-of-way improvements, such as curb extensions or bump-outs, should minimize crossing time to the extent possible.
- Mid-block crossings should be installed to provide pedestrian crossings within longer blocks.
- More frequent light changes reduce the idling time of pedestrians and reduce illegal crossings.
- Sidewalks should be regularly repaired and well maintained to remain usable and barrier-free.
- Pedestrians should feel safe using crosswalks. This requires clearly marking pedestrian street crossings and vehicle stop should be 8 feet from crosswalks in order to keep cars from occupying the crosswalk.
- Provide linkages from off-street parking to the commercial core to improve the flow and connectivity Downtown.
- Transportation design should increase safety, mobility, the environment and the local economy.
- High contrast and colorful markings of bike lanes alert vehicles to their presence.
- Right-of-way improvements are an opportunity to incorporate district branding through signage, pavement markings, and standard site furnishings.
- Wayfinding signage to be utilized for visitors to find parking, civic uses, business districts and parks.





# CIRCULATION

## ALLEY CONDITIONS



The boundary of the Downtown District is almost completely lined with paved alleys that serve as access points for service vehicles in conjunction with the commercial businesses. Most unimproved and inaccessible alleys are found outside of the Downtown District in residential neighborhoods.

### LEGEND\*

- DDA DISTRICT
- TIF DISTRICT
- PAVED (15,117 LF)
- UNIMPROVED (176 LF)
- NO ACCESS, CLOSED OR GRASS (1,190 F)
- PEDESTRIAN-ORIENTED (217 LF)

\*Distances are approximate from Google Earth and are only for alleys located within the DDA boundary.



# CIRCULATION

## BICYCLE ROUTES



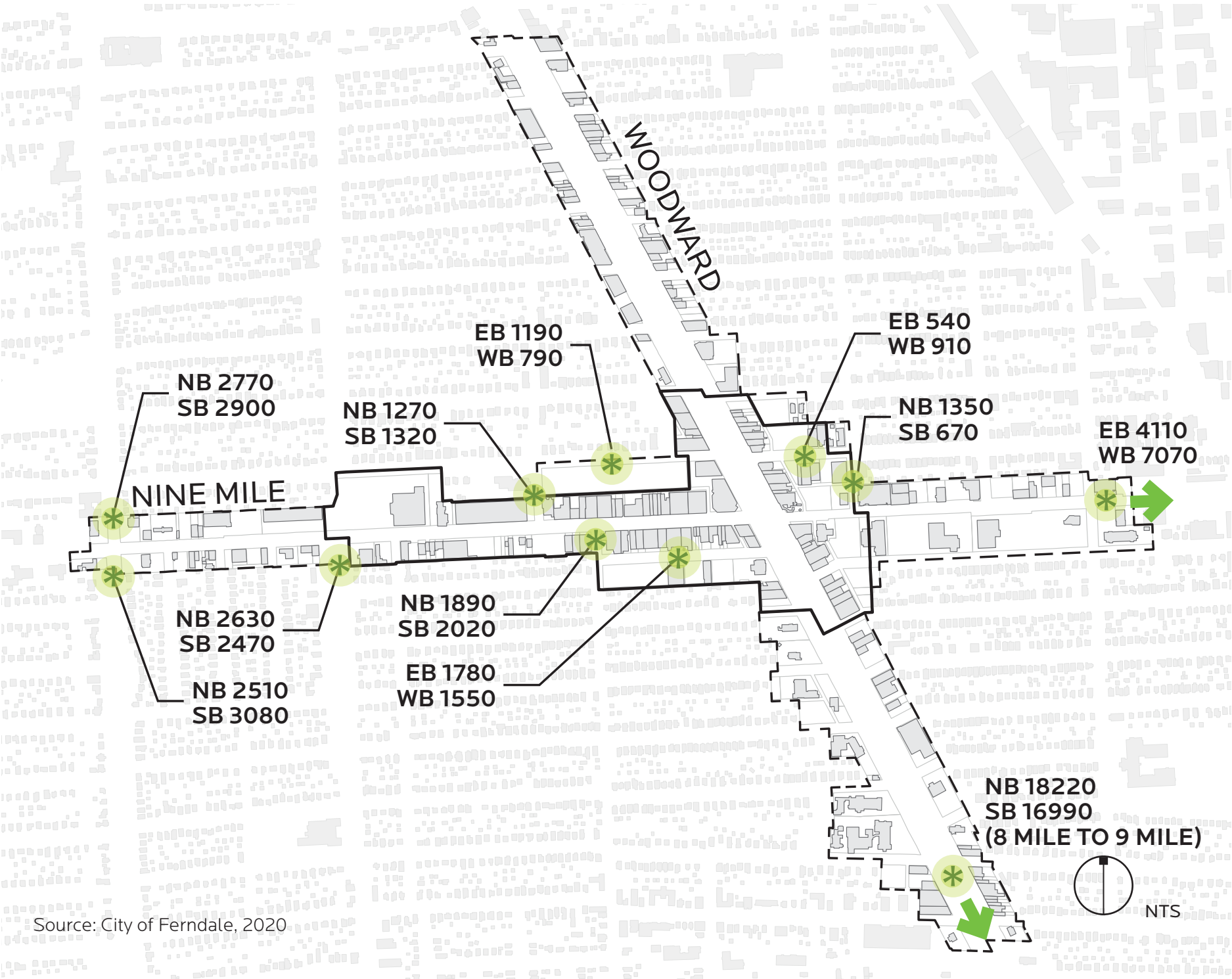
Downtown is supported by several bike routes, varying from sharrows to protected bike lanes, except along Woodward Ave. Furthermore, while W Nine Mile includes a sharrow in its road design, several stakeholders feel the lane is still too dangerous for cyclists due to the high traffic volume.

- LEGEND**
- DDA DISTRICT
  - TIF DISTRICT
  - RAIL LINE
  - BICYCLE ROUTE
  - - - SHARROW BIKE LANE
  - BIKE LANE
  - PROTECTED BIKE LANE
  - ◆ BIKE SHARE STATION
  - ◆ BIKE FIX-IT STATION



# CIRCULATION

## TRAFFIC COUNTS



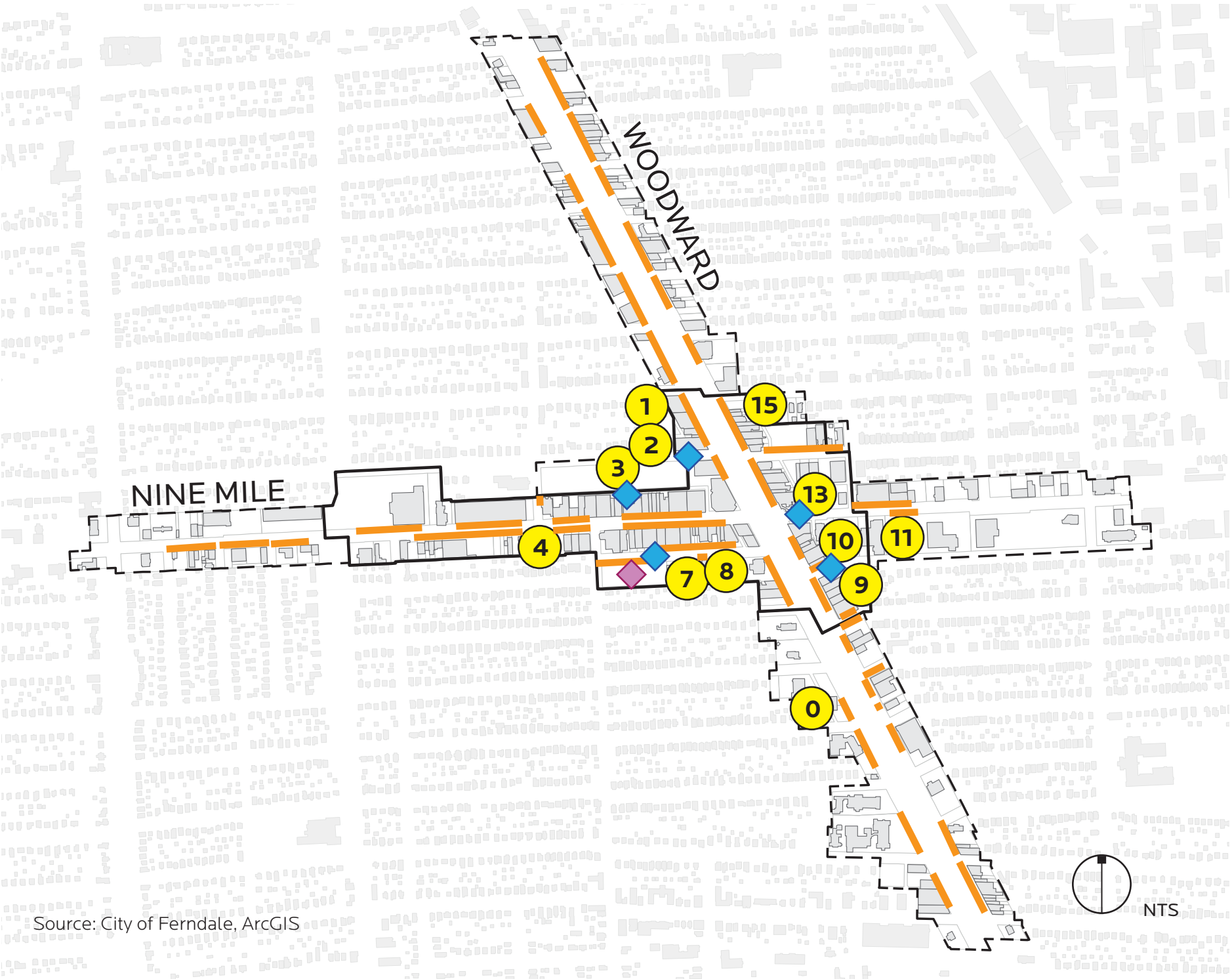
Based on recent traffic counts, Woodward Avenue experiences more than three times the amount of north- and south-bound traffic than east- and west-bound traffic on Nine Mile Road.

- LEGEND**
- DDA DISTRICT
  - TIF DISTRICT
  - \* INTERSECTION WITH COUNT DATA
  - EB EAST-BOUND TRAFFIC
  - WB WEST-BOUND TRAFFIC
  - NB NORTH-BOUND TRAFFIC
  - SB SOUTH-BOUND TRAFFIC

Source: City of Ferndale, 2020



# CIRCULATION PARKING



A majority of City-owned parking lot are located in close proximity to the center of Downtown Ferndale. In addition, 296 on-street parking spaces, mostly metered, are found throughout the District.

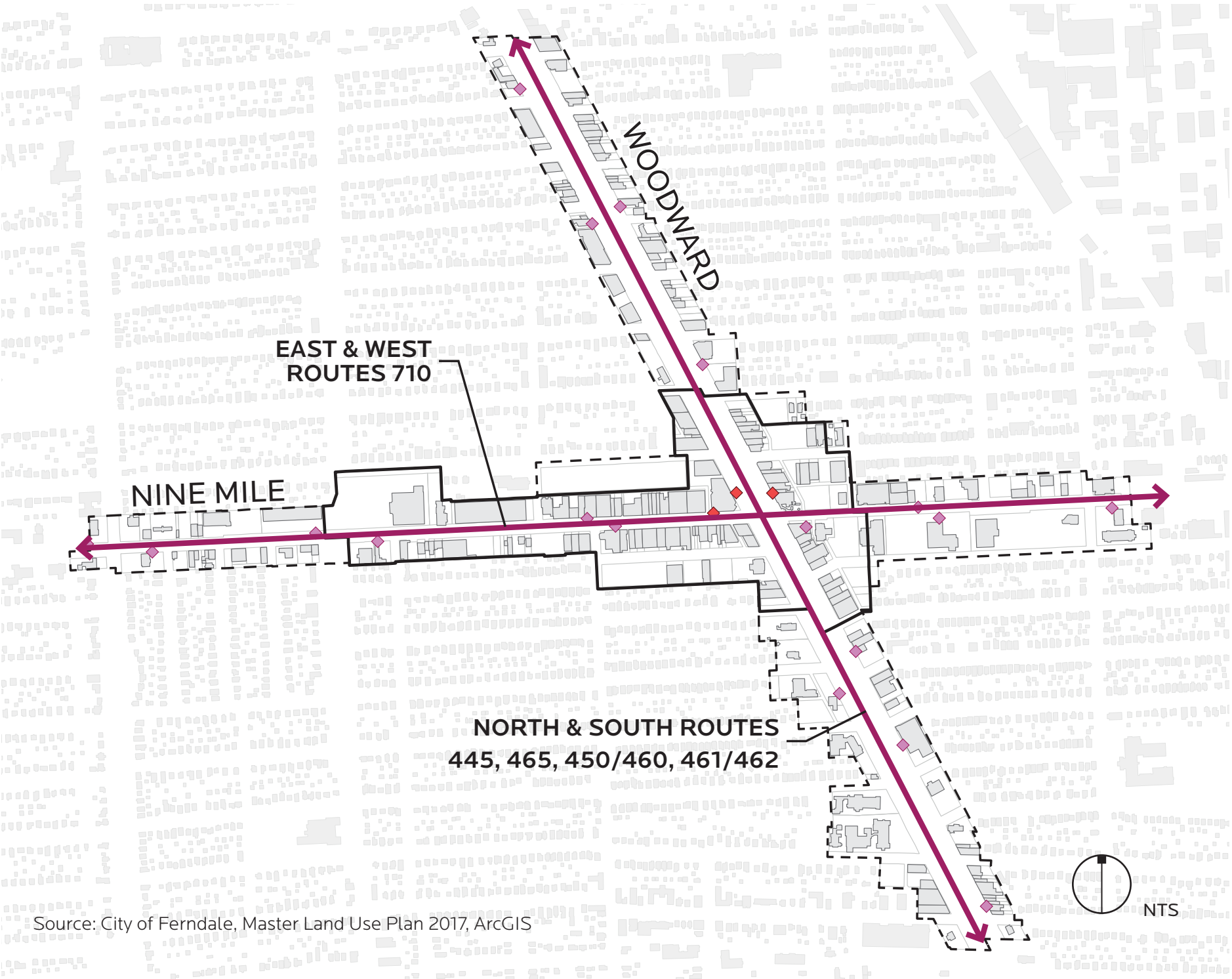
- LEGEND**
- DDA DISTRICT
  - TIF DISTRICT
  - STREET PARKING
  - ① PARKING LOT (CITY-DESIGNATED LOT NUMBER)
  - ◆ PUBLIC PARKING GARAGE
  - ◆ RIDE SHARE LOCATION

Source: City of Ferndale, ArcGIS



# CIRCULATION

## MASS TRANSIT



The boundary of the Downtown District is almost completely lined with paved alleys that serve as access points for service vehicles in conjunction with the commercial businesses. Most unimproved and inaccessible alleys are found outside of the Downtown District in residential neighborhoods.

See also page 44 for an inventory of public amenities at bus stops.

**LEGEND\***

- DDA DISTRICT
- TIF DISTRICT
- BUS ROUTE
- ◆ BUS STOP
- ◆ BUS SHELTER



# POSSIBILITIES PLAN

*\*DOWNTOWN  
FERNDALE*

## CARING FOR ... LAND USE + URBAN FORM

observations + best practices | property use |  
building conditions | level of occupancy |  
property ownership | urban form



# OBSERVATIONS + BEST PRACTICES

## Strengths

- Intersection at Woodward and Nine Mile offers a wide variety of entertainment and dining opportunities
- Storefront accessibility
- Activity at front doors along main street frontage
- City is a member of Main Street America and actively follows their values of economic vitality, design, organization, and promotion
- BUILD Program offers opportunities to improve store frontages and pedestrian experience
- Several residential developments have been secured including a development for senior living
- City participating in Oakland County study to update green infrastructure standards
- Certain parcels are eligible for zoning incentives (ex. building height) if they incorporate green infrastructure such as LEED credits, public parking, or public open space
- Ferndale Environmental Sustainability Commission (FESC) is comprised of residents and council members who support the sustainability efforts of the City and is led by Ferndale's Environmental Sustainability Planner
- Residents are served by several grocery stores along W Nine Mile
- Many rear entrances facing W Troy Street and Withington have been activated by businesses and restaurants and are appealing to pedestrians
- Most parking lots are placed behind buildings along W Nine Mile and at the core of Downtown

## Weaknesses

- There is only one green roof or vegetative rooftop patio Downtown (on the Library)
- Need to create baseline standards for incorporating green infrastructure into improvement projects, ROWs, alleys, and other public spaces
- Low-rise buildings on Woodward detract from the area's potential to be more dense and urban feeling
- Many parking lots do not follow City of Ferndale standards including screening and vegetation, or they follow, but do not maintain
- Parking lots are at the forefront along most of E Nine Mile





## Opportunities

- Incorporate sustainable practices and green infrastructure into all capital improvement projects
- Upper story development may be added to existing buildings
- Create opportunities for pop-ups and temporary spaces
- Parking lots create infill opportunities
- Assess maintenance and use of historic assets and how they contribute to Downtown's sense of place and history

## Best Practices

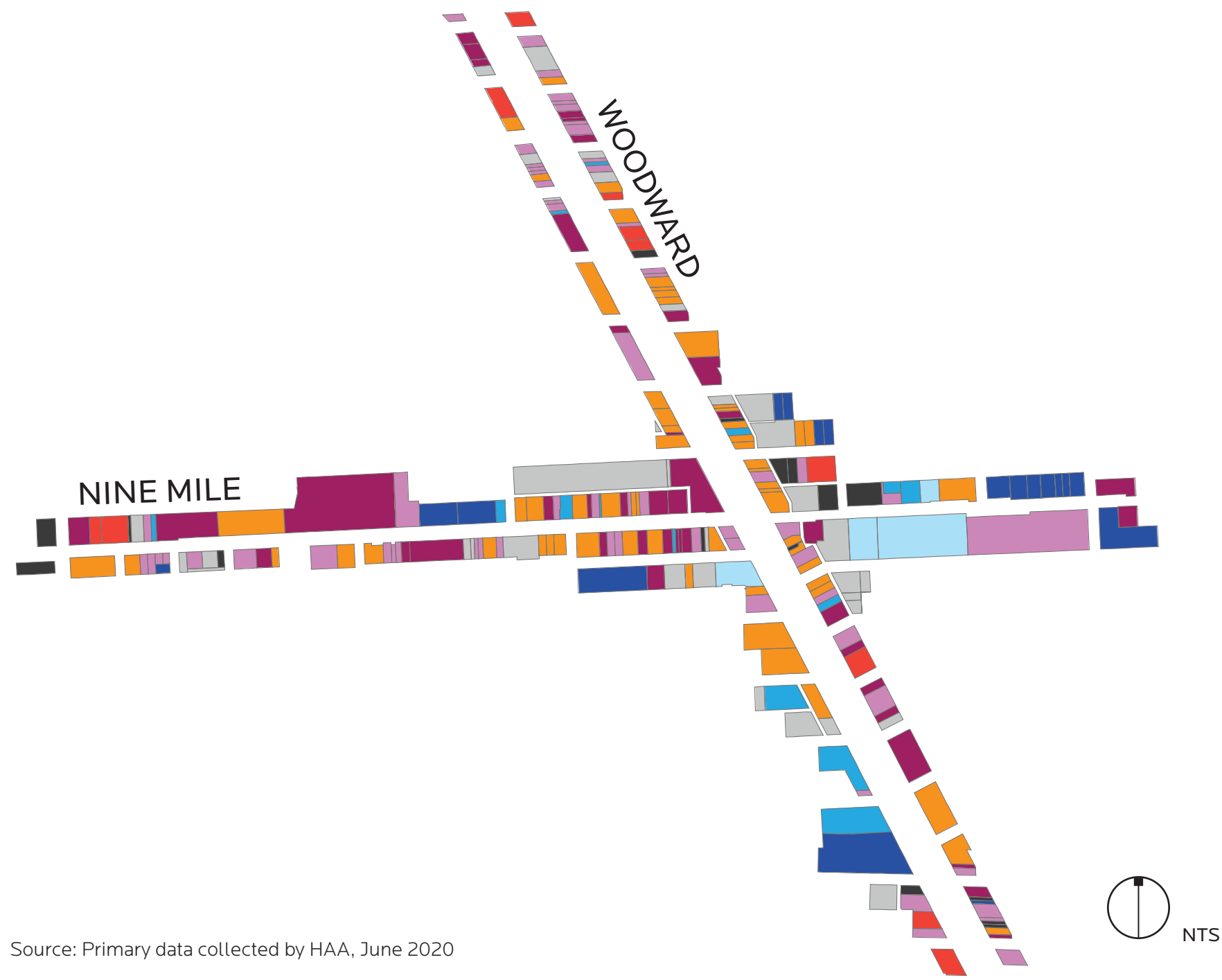
- Civic uses should be encouraged and maintained, while not monopolizing prime commercial spaces.
- Create a welcoming, safe, walkable and barrier-free environment for pedestrians and cyclists.
- Have a variety of pedestrian-oriented uses that generate pedestrian traffic throughout the day and week.
- Buildings should be a mix of commercial, residential and civic uses that serve the nearby population and draw visitors from the region.
- Buildings should be designed to reinforce the streetwall, creating a comfortable and interesting environment.
- Changes to the vertical and horizontal planes of buildings should stay in context of adjacent sites unless otherwise approved by the City.
- Building entrances should be transparent and designed to break up the building mass and orient the pedestrian to the establishment.
- Long front facades should demonstrate a rhythm and articulation of 'storefront' modules to lend a pedestrian scale to the development. Flexibility in the division of larger buildings into smaller tenant spaces should be considered.
- Where appropriate, use traditional materials such as wood, brick and stone with high quality craftsmanship.



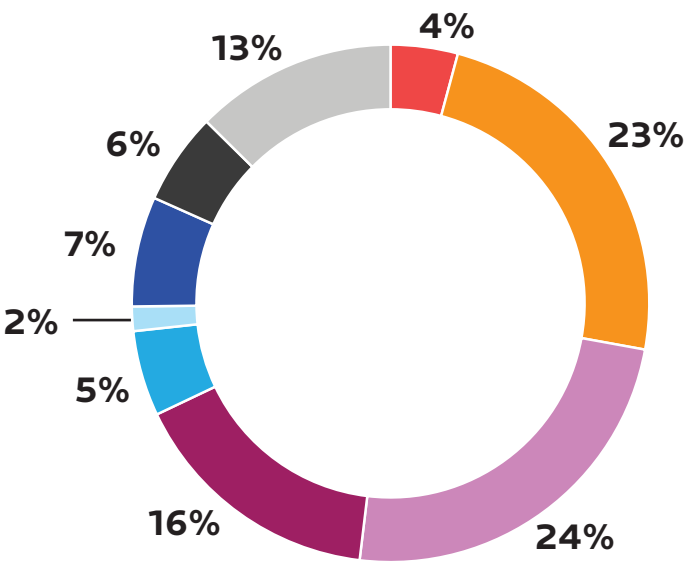


# PROPERTY USE

While there are no obvious land use patterns in the Downtown District, almost half of the properties are used for office and services, such as beauty salons and professional offices, or for the food and beverage industry.



Source: Primary data collected by HAA, June 2020

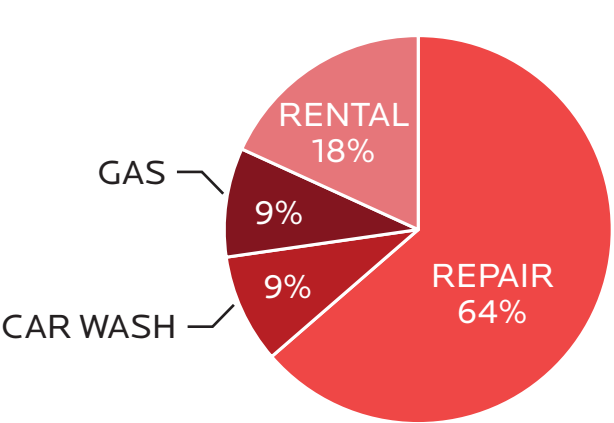


- LAND USE\*** (262)
- AUTO (11)
  - FOOD & BEVERAGE (61)
  - OFFICE & SERVICES (62)
  - STORES (43)
  - COMMUNITY / CULTURE (14)
  - CIVIC / GOVERNMENT (4)
  - RESIDENTIAL (17)
  - VACANT (16)
  - PARKING LOT (34)

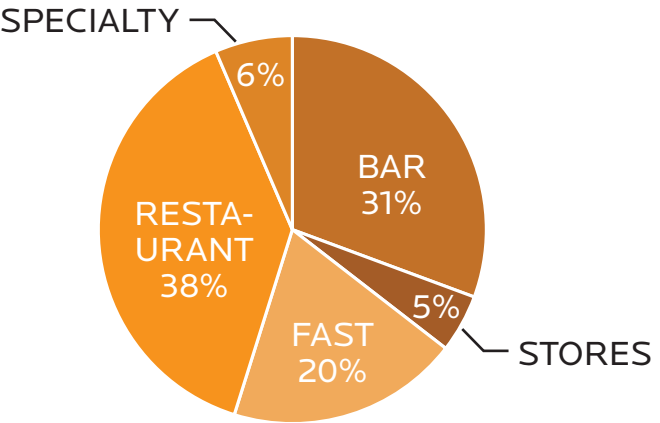
\*Land use based on first floor use, and buildings with multiple first floor uses classified by most predominant use based on SF.



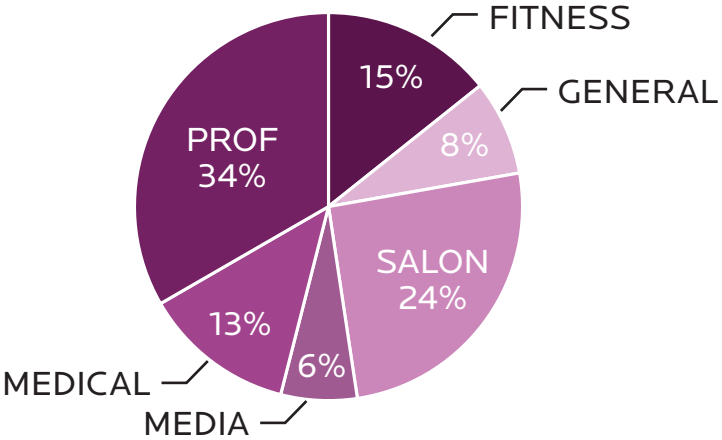
% OF TOTAL	GROUP	SPECIFIC PROPERTY USE	QTY
4%	AUTO	AUTO REPAIR	7
		CAR WASH	1
		GAS STATION	1
		RENTAL COMPANY	2
23%	FOOD / BEVERAGE	BAR, BREWERY, OR DISTILLERY	19
		BEER, WINE, AND LIQUOR STORES	3
		FAST FOOD	12
		RESTAURANT OR CAFE	23
		SPECIALTY FOOD	4
24%	OFFICE / SERVICES	FITNESS OR WELLNESS	9
		GENERAL (EX. TATTOO, CELLULAR)	5
		HAIR OR BEAUTY SALON	15
		MEDIA OR PRINT SERVICES	4
		MEDICAL OFFICES	8
		PROFESSIONAL SERVICES	21
16%	STORES	APPAREL	11
		GROCERY	2
		HEALTH AND PERSONAL CARE	5
		HOBBIES OR GIFT SHOP	10
		HOME FURNISHINGS	9
		MISCELLANEOUS (EX. GIFTS, FLOWERS)	6
5%	COMMUNITY / CULTURE	CHURCH OR WORSHIP CENTER	4
		GALLERY OR ENTERTAINMENT VENUE	5
		OTHER	1
		PARK OR OUTDOOR SPACE	4
2%	CIVIC / GOV'T	GOVERNMENT OR PUBLIC SPACE	4
7%	RESIDENTIAL	MULTI-FAMILY	12
		SINGLE FAMILY	5
6%	VACANT	VACANT LOT	1
		VACANT STRUCTURE	15
13%	PARKING	PARKING LOT	34



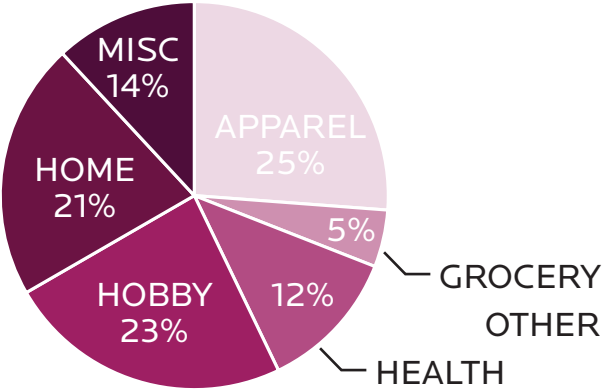
AUTO



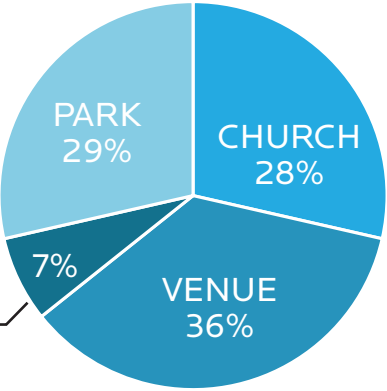
FOOD / BEVERAGE



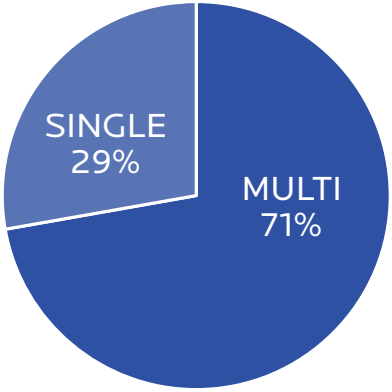
OFFICE / SERVICES



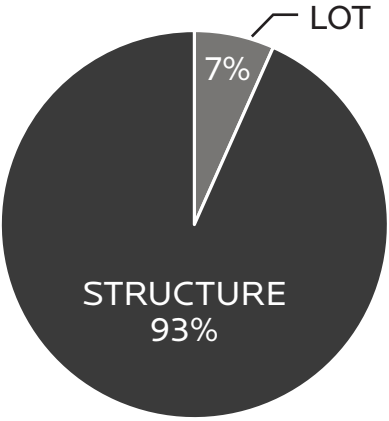
STORES



COMMUNITY / CULTURE



RESIDENTIAL



VACANT

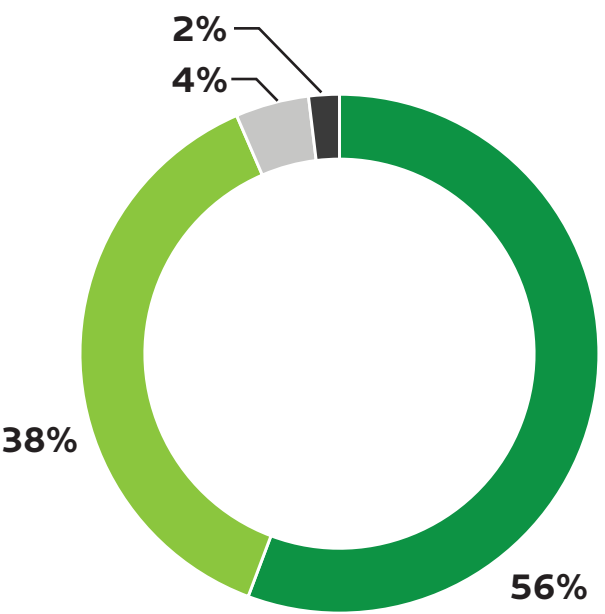


# BUILDING CONDITIONS

Over ninety percent of parcels contain buildings or lots that show significant outward signs of ownership and investment, creating a critical strength for the area. Even several vacant buildings appear well maintained and have significant curb appeal. However, a cluster of ill-maintained properties can be found immediately northeast of the Nine Mile / Woodward intersection and at the west entrance to Downtown.



Source: Primary data collected by HAA, June 2020

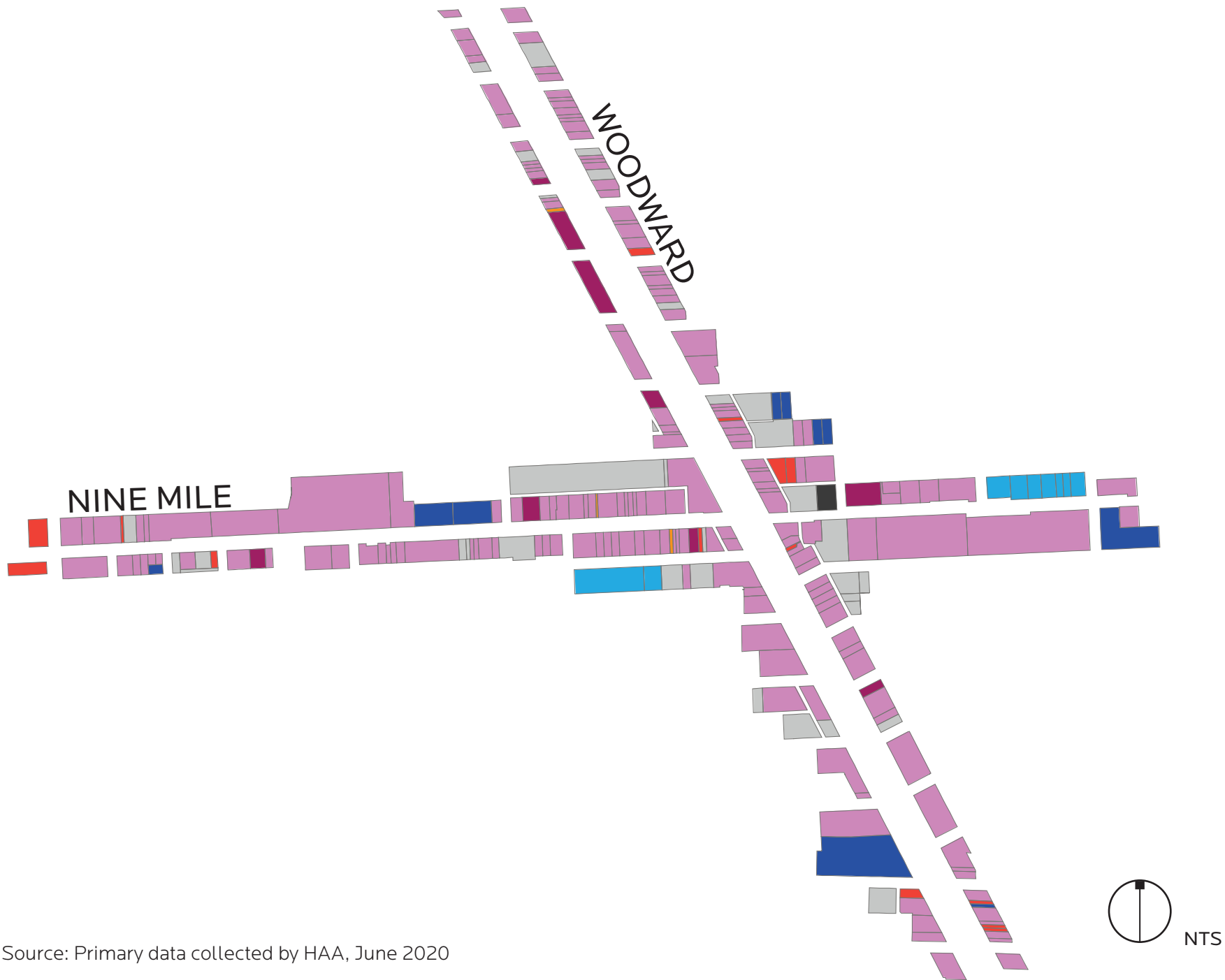


- CONDITION** (262)
- EXCELLENT** (146) — Shows significant outward signs of ownership and investment with no obvious maintenance required.
  - GOOD** (99) — Building is in good repair, requiring minimal maintenance or repairs, and shows clear signs of ownership and investment.
  - FAIR** (12) — Building appears occupiable but is in poor repair and shows few outward signs of ownership or investment.
  - POOR** (5) — Shows little to no outward signs of investment or ownership, requiring significant improvements to be occupied.

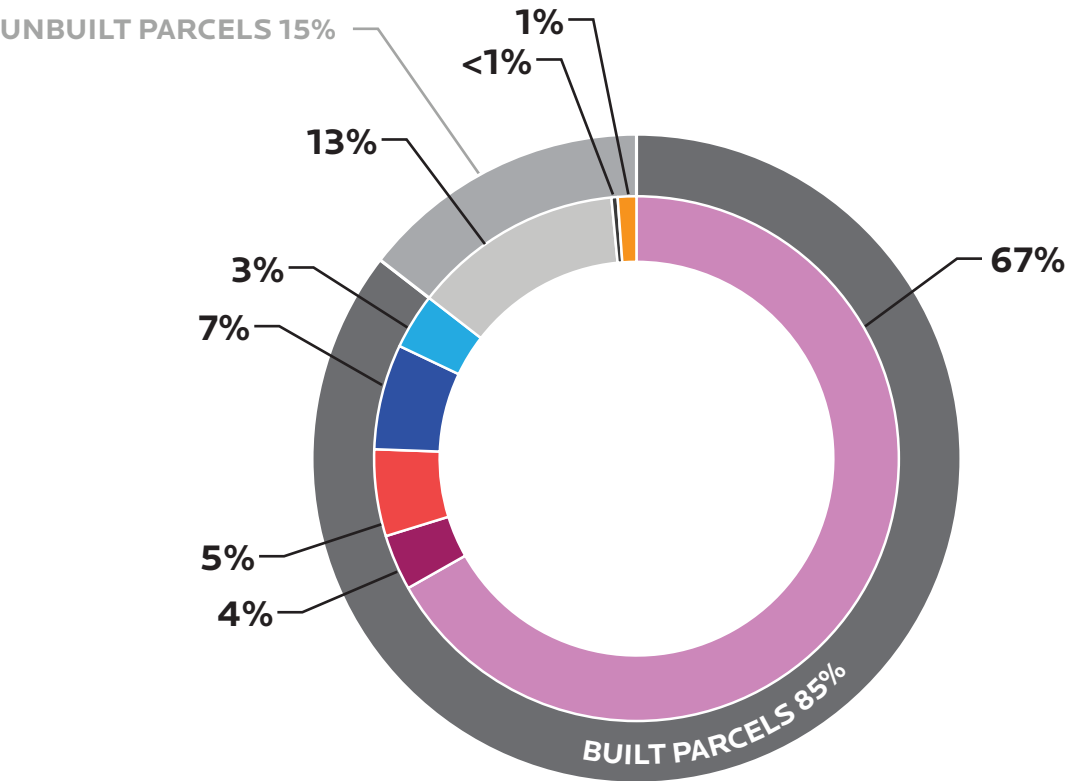


# LEVEL OF OCCUPANCY

Most buildings in the Downtown District are occupied, support residential units, or are under construction. However, vacancy or partial vacancy still can be found. While it is expected to find vacancy at the periphery as those parcels experience less foot traffic, and thus, are less desirable to businesses, a handful of vacant buildings can be found at the heart of the District close to the Nine Mile / Woodward intersection, suggesting other deterrents are at play and should be investigated.



Source: Primary data collected by HAA, June 2020



- BUILT PARCELS** (224)
  - OCCUPIED BUILDINGS (175)
  - PARTIALLY OCCUPIED BUILDINGS (9)
  - VACANT BUILDINGS (14)
  - RESIDENTIAL (17)
  - OTHER (9)
- UNBUILT PARCELS** (38)
  - PARKING LOTS (34)
  - VACANT LOTS (1)
  - OTHER (3)

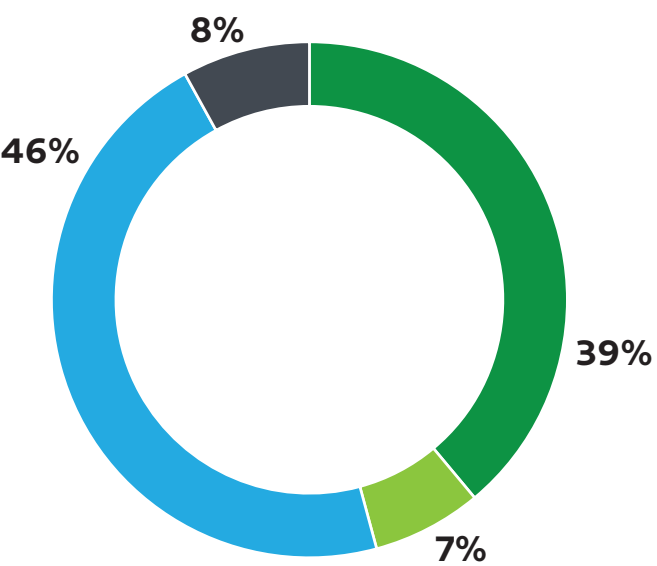


# PROPERTY OWNERSHIP

While the City of Ferndale owns 7 percent of properties found within the Downtown District, the largest property ownership category is in-state privately owned. This means the owners are not part of a government entity, but the taxpayer address is located in Michigan, unlike the 8 percent of owners who reside outside of the state.



Source: City of Ferndale, ArcGIS



## TAXPAYER LOCALITY\* (262)

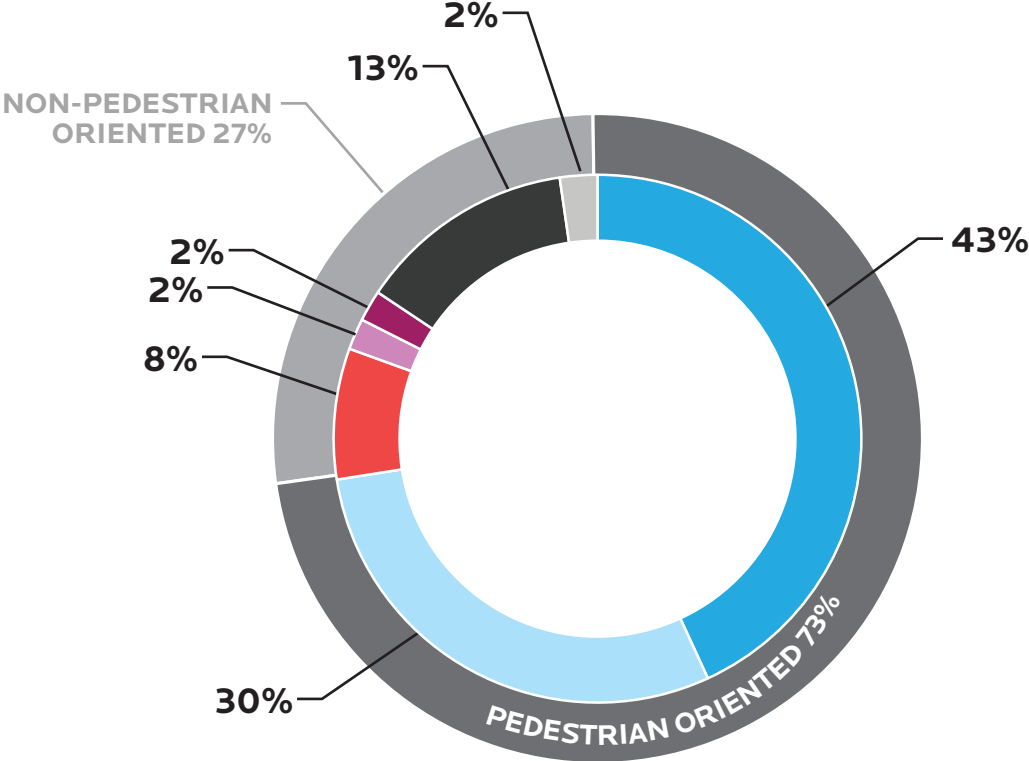
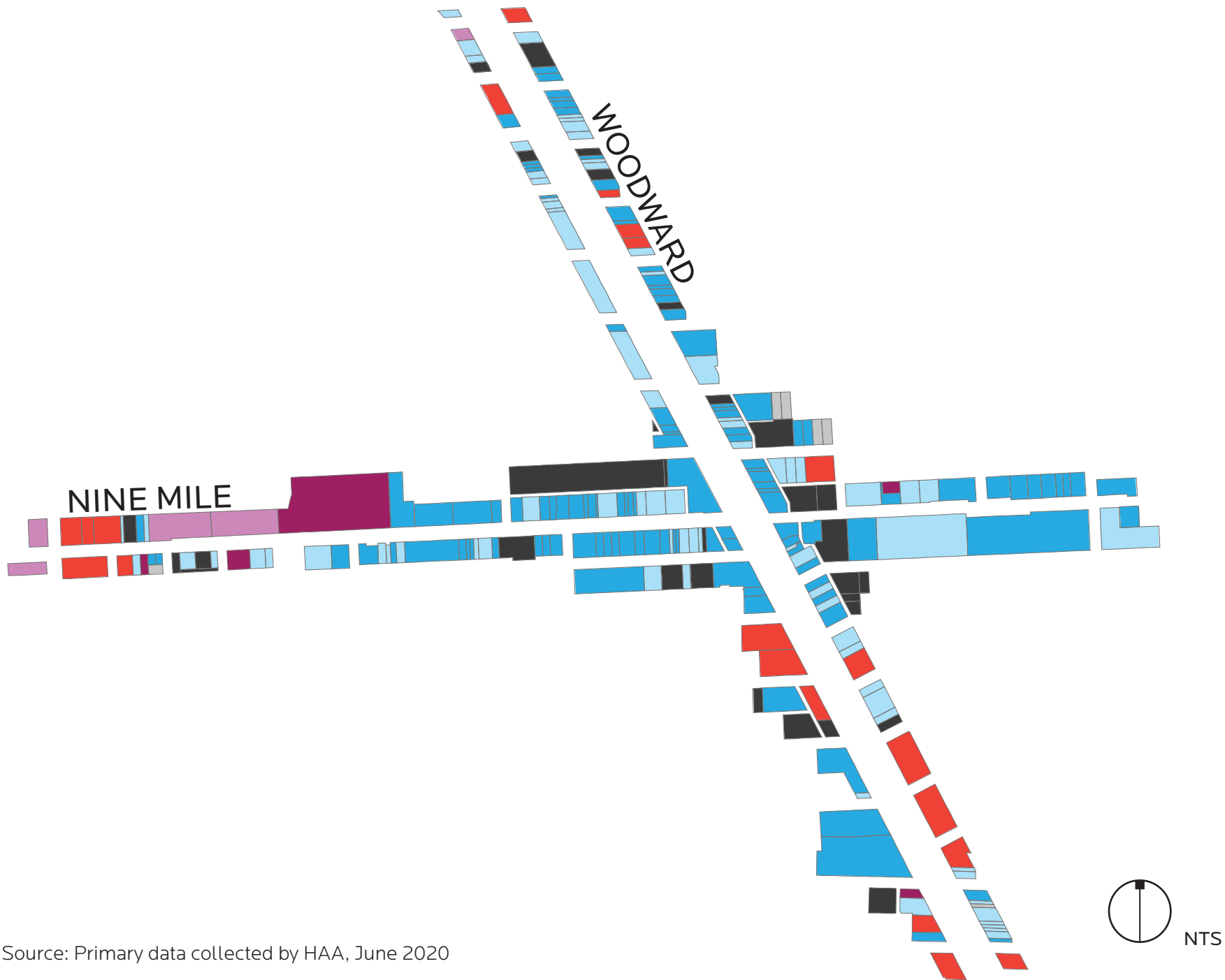
- FERNDALE - PRIVATE (102)
- FERNDALE - PUBLIC (18)
- IN-STATE - PRIVATE (121)
- IN-STATE - PUBLIC (0)
- OUT-OF-STATE (21)

\*Based on taxpayer address.



# URBAN FORM

Roughly 75 percent of buildings contribute to the pedestrian experience, or are pedestrian-oriented, which suggests that Downtown Ferndale offers an active streetscape and pleasant destination for its users. While some level of investment may be needed to improve the facade or occupancy of these structures, focus should be placed on developing or improving those that detract from the Downtown experience, whether it is through a blank facade or inadequate screening.



## PEDESTRIAN ORIENTED (190)

- HIGHLY PEDESTRIAN (113)
- PEDESTRIAN ORIENTED (77)

## NON-PEDESTRIAN ORIENTED (72)

- AUTO REPAIR & SERVICE (21)
- SETBACK STRIP DEVELOPMENT (5)
- BLANK FACADE (5)
- UNBUILT (35)
- OTHER\* (6)

\*Represent single-family dwellings / houses.

Source: Primary data collected by HAA, June 2020



# URBAN FORM

## HIGHLY PEDESTRIAN

HIGH LEVEL OF CONTRIBUTION TO THE URBAN ENVIRONMENT

### CHARACTERISTICS

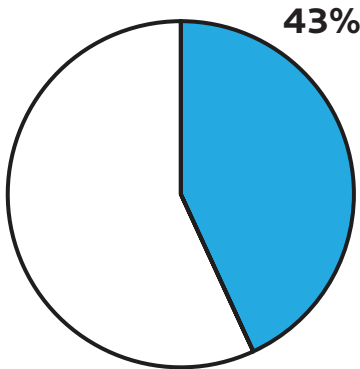
These sites positively contribute to the urban environment in terms of form and condition. These are the lowest priority for investment because they are already well-utilized and highly contributing.

CHARACTERISTICS MAY INCLUDE:

- A well-defined, pedestrian-scale street wall, defined by building frontage with little or no setback
- Good building and site condition
- Occupied, active storefront
- Appropriate parking associated with primary use based on location and design
- Active streetscape and visible signage

### PORTION OF STUDY AREA

113 out of 262 properties (43 percent).



### EXAMPLE:

BUILDING TYPE	1 - 2 STORY COMMERCIAL
DISTANCE FROM R.O.W.	0 FEET
STREET FRONTAGE	100%
LOT COVERAGE	100%
PARKING	ON-STREET
CONDITION	EXCELLENT, OCCUPIED



# URBAN FORM

PEDESTRIAN

MEETS MINIMUM CONTRIBUTION TO PEDESTRIAN EXPERIENCE

### CHARACTERISTICS

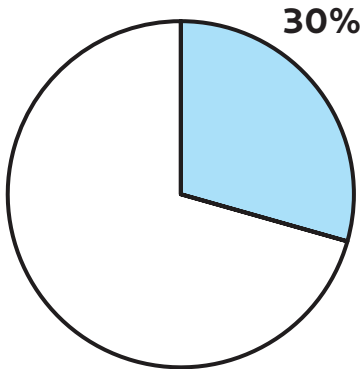
These sites have high potential to be positive contributors to the urban environment if there is an improvement to their form and/or condition. In most cases, the form is right, but there is some level of investment needed in facade improvement and/or occupancy. Because the form is generally right, these sites could be easy “wins” with quality renovation and maintenance.

CHARACTERISTICS MAY INCLUDE:

- A well-defined, pedestrian-scale street wall, defined by building frontage with little or no setback
- Need for improvement to building and/or site condition
- Unoccupied, vacant storefront
- Associated parking needs screening or relocation

### PORTION OF STUDY AREA

77 out of 262 properties (30 percent).



### EXAMPLE:

<b>BUILDING TYPE</b>	1 - 2 STORY COMMERCIAL
<b>DISTANCE FROM R.O.W.</b>	0 FEET
<b>STREET FRONTAGE</b>	100%
<b>LOT COVERAGE</b>	100%
<b>PARKING</b>	ON-STREET, PUBLIC
<b>CONDITION</b>	GOOD, OCCUPIED



# URBAN FORM

## AUTO REPAIR & SERVICE

AUTO SERVCING / PARKING

### CHARACTERISTICS

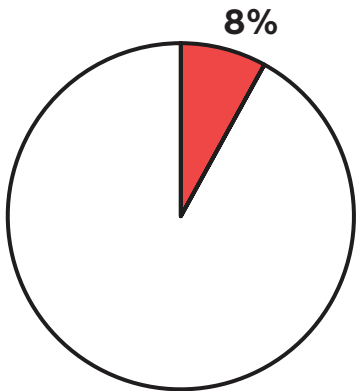
These sites almost entirely prioritize automobiles over pedestrians in both form and function. Buildings tend to be set back from the street and sites typically lack an ‘urban edge’. Many of these sites — gas stations, drive-through businesses, auto shops — are currently occupied and operational, providing important services or functions, but physically lacking the form-based design qualities that facilitate walkability.

CHARACTERISTICS MAY INCLUDE:

- A functioning building in good condition
- Lack of street frontage or ‘urban edge’
- Lack of site intensity (i.e., low density, low site coverage)
- One or more driveways interrupting sidewalk
- Inappropriate off-street parking location and design (i.e., adjacent to street, lack of screening)

### PORTION OF STUDY AREA

21 out of 262 properties (8 percent).



### EXAMPLE:

BUILDING TYPE	1-STORY COMMERCIAL
DISTANCE FROM R.O.W.	VARIES
STREET FRONTAGE	0%
LOT COVERAGE	30%
PARKING	IN FRONT, SURROUNDING
CONDITION	GOOD, OCCUPIED



# URBAN FORM

## SETBACK STRIP DEVELOPMENT

LARGE SETBACK / PARKING IN FRONT

### CHARACTERISTICS

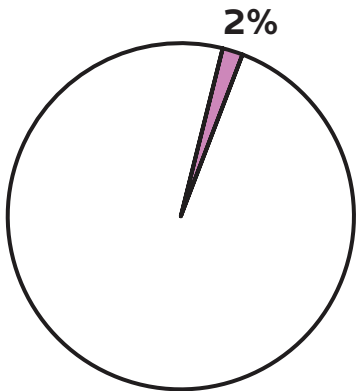
These sites tend to have a suburban form and prioritize automobiles over pedestrians in design. Many of these sites — primarily strip commercial plazas — are currently occupied and operational, providing important services or functions, but physically lacking the form-based design qualities that facilitate walkability. These sites should be monitored for opportunities for improvement.

CHARACTERISTICS MAY INCLUDE:

- A functioning building in good condition
- Lack of street frontage or ‘urban edge’
- Lack of site intensity (i.e., low density, low site coverage)
- One or more driveways interrupting sidewalk
- Inappropriate off-street parking location and/or design (i.e., adjacent to street, lack of screening)

### PORTION OF STUDY AREA

5 out of 262 properties (2 percent).



### EXAMPLE:

BUILDING TYPE	1-STORY COMMERCIAL
DISTANCE FROM R.O.W.	60-270 FEET
STREET FRONTAGE	0%
LOT COVERAGE	25%
PARKING	IN FRONT, SURROUNDING
CONDITION	GOOD, OCCUPIED



# URBAN FORM

## BLANK FACADE

NEEDS IMPROVEMENT / OPAQUE

### CHARACTERISTICS

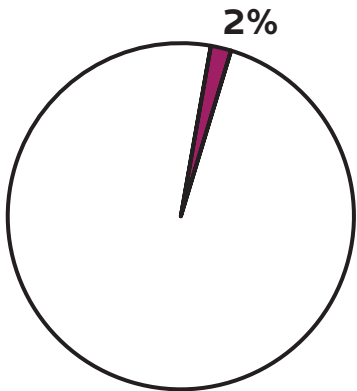
These sites contain blank or highly non-transparent facades, lacking doors and windows facing street. Because the form is generally right, these sites could be improved with minor or major facade improvement, ranging from artistic murals to creating windows and doors.

CHARACTERISTICS MAY INCLUDE:

- A well-defined street wall, defined by building frontage with little or no setback
- A functioning building in good condition
- Lack of street-level transparency (i.e., little or no windows, doors)
- Need for improvement to street-level facade
- Associated parking needs screening or relocation

### PORTION OF STUDY AREA

5 out of 262 properties (2 percent).



### EXAMPLE:

<b>BUILDING TYPE</b>	1-STORY COMMERCIAL
<b>DISTANCE FROM R.O.W.</b>	0 FEET
<b>STREET FRONTAGE</b>	100%
<b>LOT COVERAGE</b>	100%
<b>PARKING</b>	ON-STREET
<b>CONDITION</b>	GOOD, OCCUPIED



# URBAN FORM

## UNBUILT

PARKING LOT / VACANT LAND

### CHARACTERISTICS

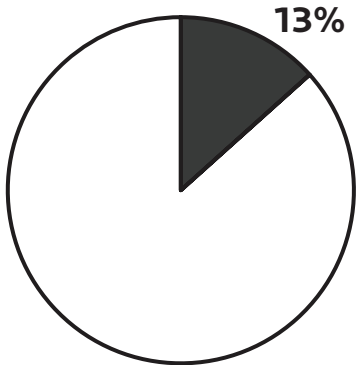
Both parking lots and vacant land lack active street frontage due to the absence of buildings and activity. While parking is a necessary function for businesses, parking lots tend to lack the physical, form-based design qualities that facilitate walkability. Vacant land may be sporadically maintained and unsightly. Both parking lots and vacant land can be particularly problematic when they have large street frontages and lack an ‘urban edge’ such as street trees.

CHARACTERISTICS MAY INCLUDE:

- Lack of contiguous streetwall frontage; breaks continuity
- Lack of building and activity (i.e., no density, no site coverage)
- Lack of street frontage or ‘urban edge’
- Minimal maintenance and/or expression of ownership

### PORTION OF STUDY AREA

35 out of 262 properties (13 percent).



### EXAMPLE:

BUILDING TYPE	N/A
DISTANCE FROM R.O.W.	N/A
STREET FRONTAGE	0%
LOT COVERAGE	0%
PARKING	N/A
CONDITION	FAIR, NOT OCCUPIED



# POSSIBILITIES PLAN

*\*DOWNTOWN  
FERNDALE*

## EXPLORING POSSIBILITIES

summary of possibilities | aesthetics + standards |  
project districts | activated public spaces + eddies



# MAKING SPACE FOR IDEAS

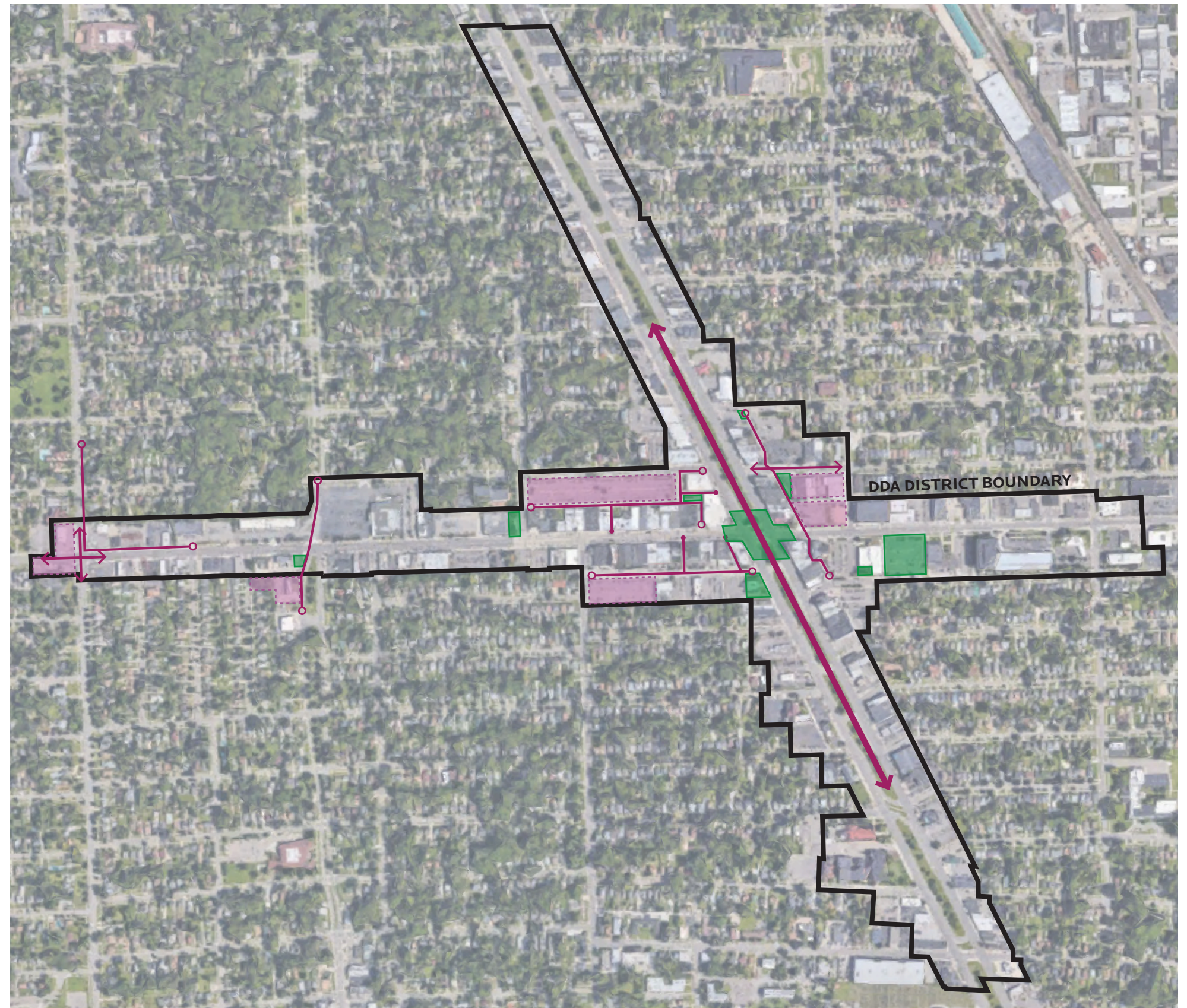
Using the previous work reported in this document, a set of ideas were crafted with the goal of envisioning the future of Downtown Ferndale. These ideas include both conventional improvements that could be attained in the near-term as well as some big “what-if” concepts to push the long-term vision of downtown even further. It’s important to recognize that these ideas have not been approved by the DDA or the City of Ferndale. They are concepts rooted in professional expertise and examples from across the country. Renderings and visuals are presented to elaborate on these recommendations and create a robust discussion. Some of the ideas are small, some are big, and some are huge. Some of these ideas may never be attainable, but we guarantee that it will get you thinking!

The following chapter envisions a network of improvements that represent a cohesive downtown design. As such, ideas are grouped by typology or divided into project districts as they are seen as interconnected elements rather than stand-alone solutions. A common design approach centers each project district around a current or proposed ‘development hub,’ which is then enhanced with a series of activated public spaces or new pedestrian networks.

The divisions found in this chapter are as follows:

- Aesthetics & Standards
- East Woodward Project District
- Withington St Project District
- West Troy St Project District
- Woodward Ave Project District
- Livernois @ Nine Mile Project District
- West Gateway Project District
- Activated Public Spaces & Eddies

## OVERVIEW MAP





# AESTHETICS + STANDARDS

Aesthetics and Standards focuses on guiding principles and overarching goals that should be included in the final design of every public project. It also includes suggested programs and best practices that, if implemented, would help the DDA improve the longevity, aesthetics, and usability of current and future assets.

Related Planning and Development Efforts  
**STANDARDS + AESTHETICS**

- MLUP L4.6**  
Enhance the design standards for parking facilities abutting rights-of-way, especially in Downtown and Mixed Use land use areas.
- MLUP L5.4**  
Create and adopt a Dark Sky Lighting Ordinance.
- MLUP R2.4**  
Create a public art program for parks and public spaces.
- MLUP T4.2**  
Provide safe and convenient bike parking.
- MLUP C2.1**  
Add recycling to public trash receptacles Downtown, at public facilities, at public events, and in parks.

**ACCESSIBILITY**

To welcome and encourage Downtown users of every age and ability, public projects should always be completed with accessibility in mind. This includes adopting, implementing, and enforcing design standards for all public spaces to keep them well maintained and in accordance with the American Disabilities Act (ADA) guidelines. Furthermore, priority should be given to replacing any existing conditions that pose a hazard to any group or impede its use such as the use of chain barriers to designate outdoor dining spaces. Such items are considered the most dangerous type of pedestrian barrier as they are difficult to see and are not easily detectable by white canes used by blind or site-impaired users.

Other best practices for accessibility and safety include providing ample barrier-free sidewalk space to accommodate groups of people, creating predictable and clear navigation through wayfinding programs, and making sure public seating is available on all blocks.

**SUSTAINABILITY**

The DDA should strive to minimize its environmental footprint by incorporating sustainable design practices into every capital improvement project including the projects listed in this chapter. This will not only help improve energy use, maximize municipal resources, and protect natural ecosystems, but by utilizing public projects to implement sustainable design, the DDA will be able to promote and raise awareness within the community.

Such sustainable practices may involve finding ways for energy and water efficiency, or minimizing, reusing, and recycling waste. However, with public right-of-ways, alleys, parking facilities, and other impervious areas comprising a large percentage of the Downtown District, incorporating on-site stormwater mitigation or green infrastructure would have the most significant impact. Solutions include, but are not limited to, bioswales, rain gardens, green roofs, retention or detention basins, cisterns, and permeable pavement. In doing so, the integration of green stormwater infrastructure can also help address water and air quality issues, improve

municipal operations, and provide the community with additional greenery.

Street trees also provide benefits similar to that of green infrastructure. They can aid in stormwater management, support local ecosystems, help define the street edge, visually soften the streetscape, calm traffic, and add natural beautification to the area. With Ferndale designated as a Tree City USA community for many years, the DDA should continue to expand and increase the tree canopy of Downtown while also seeking innovative solutions to maintain and encourage the sustained growth of large, healthy, and robust street trees.

**PUBLIC ART**

Public art contributes to an engaging and enjoyable urban environment by creating visual interest and assisting in placemaking efforts. Public art can also foster a sense of community and attachment, as well as shape the public realm in both a temporary and long-term fashion. As such, providing art of multiple mediums and scales strategically throughout the Downtown District should remain a priority to the DDA.

Furthermore, in collaboration with Ferndale’s Arts and Cultural Commission, the DDA should re-establish a curated public art program to procure, commission, and maintain public art throughout the District, including artistic lighting. A curated public art program would identify sites for installation, provide Downtown with a procurement strategy, encourage art on private property, and handle promotions. Restoring this program is necessary for placemaking efforts in pedestrian alleys, pocket parks, and other public spaces recommended in this chapter.

**STREETSCAPE**

In order to fully enhance the pedestrian experience throughout the Downtown District, emphasis must be given to public amenities, as they are the physical elements that make a space inviting, interesting, comfortable, and safe for people. As such, these assets should be well maintained,



uniform, frequent, and accessible. However, based on the inventory and analysis documented earlier in this Plan, that is not the case in the Downtown District.

To rectify issues with uniformity, the DDA should develop a Uniform Streetscape Plan and Design Guidelines. Its purpose would be to provide a cohesive vision and standards for all public amenities such as benches and seating, trash and recycling receptacles, bike racks, lighting, tree grates, and other street furniture, as well as paving standards. Other important right-of-way elements that are recommended to be included in the design guidelines are wayfinding, outdoor merchandising, outdoor dining areas, landscaping, and mass transit stops.

Then, once these standards are established, a strategic implementation plan would be crafted to phase out all non-

conforming assets, replace elements that are unusable or outdated, and implement additional amenities in areas that are lacking in frequency as compared to the rest of the Downtown District.

While designing the Downtown streetscape guidelines and vision is essential to improving the pedestrian experience, proper installation and ongoing long-term maintenance is equally critical, as it affects accessibility and usability. Therefore, it is suggested that the DDA implement a Capital Asset Management Program (CAMP) in coordination with DPW. This program would provide increased maintenance and minor repairs to existing public amenities, replace those that are deemed to be in failing condition, and develop a system for tracking asset conditions on an ongoing basis.

**PARKING LOTS**

Parking lots not only proliferate the Downtown area, but are part of or immediately adjacent to many of the project districts identified in this chapter. Unfortunately, they consume vital land, separate buildings from public sidewalks, break up continuity of the street wall, and, most importantly, tend to diminish the pedestrian experience due to their lack of screen wall.

Ideally, all surface parking lots should be located to the rear or side of a building, and should be properly screened or landscaped to mitigate any negative impact the parking lot will have on the streetscape. Best practices include the use of a five-foot minimum landscape buffer, 30-inch high opaque wall, and/or a low ornamental fence. Pedestrian amenity spaces and outdoor dining areas can also be placed adjacent to the street edge to screen parking behind and activate the public realm. Opportunities may include seating for the adjacent establishment or a pocket park.

Along with being visually detracting from the pedestrian experience, surface parking lots also collect debris, grease, antifreeze, heavy metals, sediments, and other pollutants that can pollute stormwater runoff and seriously impair water quality. Additionally, these large expanses of impervious

area can aggravate the urban heat island effect and increase the velocity of stormwater runoff as it moves across the surface unimpeded until it is channeled away through drains and pipes.

To deter these outcomes, all surface parking lots should be constructed or retrofitted to act sustainably. One relatively low-cost alternative is to install landscape islands or bioretention areas which then capture, slow, clean, and infiltrate stormwater runoff. Landscape areas should contain a variety of plantings including groundcover, perennials, shrubs, and shade trees to maximize its impact. The new outcome will be more aesthetically pleasing parking lots that also improve adjacent property values, enhance air and water quality, and reducing stormwater runoff.

**SIGNAGE AND WAYFINDING**

Signs convey a great deal of information to Downtown visitors, and go beyond simply identifying businesses or the locations of certain features. They highlight the area’s offerings of goods and services, emphasize the District’s branding, and can help visitors find parking, civic uses, and parks. They also assist in the interpretation of places and historical events and provide information about places of public interest. It is then through signage organization, as well as streetscape elements, materials, directional indicators, and web-based applications, that an area can be more intuitively navigated and explored with greater confidence and understanding.

While wayfinding is typically presented through signage, it can be presented in many different forms. Thus, when possible, the DDA should consider alternatives beyond the traditional materials for wayfinding. This could include, but is not limited to, the use of illumination, pavement markings, landmarks, and public art. The use of sound for wayfinding can also provide verbal cues for direction and create a sense of arrival through music. Some municipalities have even found success using a graphic projector or an interactive visual display projector as an innovative option for creating versatile digital wayfinding. •

**Design Precedent**  
**DGRI STREETSCAPE GUIDELINES, GRAND RAPIDS**

This award-winning document provides guidance for all varieties of activity zones, elements, and considerations that must work together to deliver high-quality street spaces. It includes bold placemaking and sustainable design features that contribute to the overall experience of Downtown Grand Rapids.



*Source: Downtown Grand Rapids Inc.*



# EAST WOODWARD PROJECT DISTRICT

The East Woodward Project District links new development hubs with activated pocket parks and public spaces to create an enhanced pedestrian experience.

The components of this project district are:

- A. Vester Avenue Development Hub
- B. Vester Avenue Design Elements
- C. Breckenridge-to-Troy Pedestrian Alley
- D. Bermuda @ E Nine Mile Development
- E. Library Courtyard Activation
- F. City Hall Civic Park

## Related Planning and Development Efforts EAST WOODWARD PROJECT DISTRICT

### MLUP L1.5

Consider creating design standards and guidelines for commercial corridors.

### MLUP E4.3

Promote opportunities for pop-ups and temporary retailers.

### MLUP E6.1

Identify pilot programs for placemaking in targeted areas.

### MLUP R2.1

Continue to explore options for designated open spaces Downtown.

### MLUP R2.2

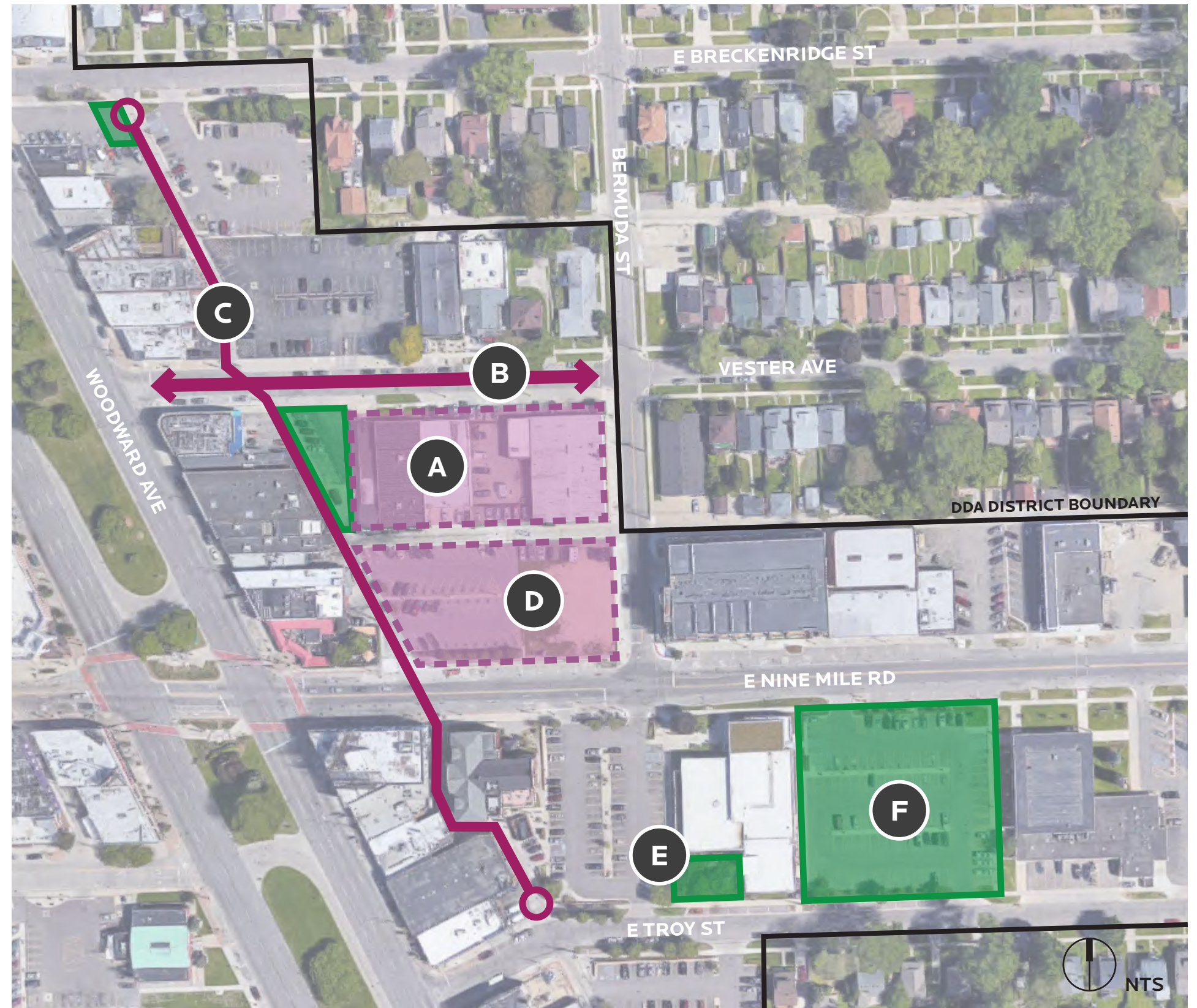
Consider a Downtown community center presence.

### WAYFINDING & SIGNAGE MASTER PLAN (2010)

### BUSINESS RECRUITMENT STRATEGY (2016)

### PARKS & RECREATION MASTER PLAN (2017)

## OVERVIEW MAP





A. VESTER AVENUE DEVELOPMENT HUB

(See graphics on page 105)

Vester Avenue, between Bermuda and Woodward, currently hosts a craft distillery and a local brewery. While this location outside of the main thoroughfares of Downtown does not offer the foot traffic typically seen by businesses located directly on Nine Mile or Woodward, it does offer relief from the heavy vehicular traffic. Without the added noise disturbance from vehicles, this area has the potential to provide a unique pedestrian experience, making it a prime location for adding more contemporary and trendy dining options east of Woodward.

The strength of this area also comes from the architectural characteristics and building forms already established by M-Brew and Valentine Distilling Co. Located on the periphery of the Downtown District’s boundaries, this is a transitional area where commercial ends and residential begins. By adaptively reusing existing structures, these businesses are able to blend aesthetically and architecturally into the fabric of this neighborhood. Both businesses have also enhanced the pedestrian experience of this area by activating their storefronts and streetscape with outdoor dining, perennial-filled planters, bike racks, and other public amenities.

Unfortunately, the rest of Vester Avenue, between Woodward and Bermuda, lacks this vitality, as it presents a myriad of vacant properties, parking lots, and an auto-collision shop. While unfavorable, these conditions do provide an opportunity for infill development and business retention or recruitment. Building off the assets already found in this area, the DDA should first focus on filling the vacant properties with businesses that cater to patrons similar to those of the current establishments. This could include restaurants and eateries, a cafe, or even professional offices that have employees or clientele who would enjoy the proximity to a variety of dining options for happy hour, employee outings, or business meetings.

Long-term goals for this area should include removing auto-

related land uses. In the short-term, the privately-owned parking lot on the north side of Vester Avenue will help support the parking needs of new businesses, but it could also be a viable location for new development if further densification is desired in the future. Infill development at this location would reinforce the street wall along Vester Avenue and serve to further activate the District. Furthermore, any new development should emphasize active first floor uses with transparent facades.

Another unique opportunity for development in this corridor is the vacant building once occupied by Ferndale City Glass Co. As described in the narrative Breckenridge-to-Troy Pedestrian Alley on the following page, the adjoining triangular parking lot is an ideal location for a pocket park or other type of open space. With this new asset, two different development options could be envisioned. First, the space could be marketed to an eatery or cafe as they could utilize the adjacent open space for waiting patrons, outdoor dining, or special events attracting even more business to the area.

The second option comes from the 2017 MLUP economic vitality goal of finding opportunities for pop-up or temporary retailers. By taking advantage of the building’s long linear form, the building could be converted into a number of smaller units with the entrances facing the proposed open space. This new building use would provide local-area small businesses a space to sell their products or allow hopeful entrepreneurs a chance to try out their concepts without the larger investment of a permanent brick-and-mortar storefront.

B. VESTER AVENUE DESIGN ELEMENTS

(See graphics on pages 106-107)

Finding tenants to fill the vacant properties is an important step in creating the Vester Avenue Development Hub, but cultivating an intuitive, safe circulation pattern and enhancing the pedestrian experience are equally as important. This can be achieved by producing design standards that promote best practices when it comes to parking, streetscape elements,

and building facades. For example, right-angled parking directly accessible from the street can be found along the south side of Vester Avenue. Not only is this unusual for a downtown, it also creates a hazard for pedestrians as cars must cross the sidewalk to pull in or leave. It can also interfere with the safety of cyclists and cars circulating the area due to visibility issues.

To alleviate this hazard, all right-angled parking should be removed and replaced with new parallel parking. This remedy may also include encouraging the auto-collision shop to relocate its current parking to an off-street lot. In doing so, not only is a dangerous condition eliminated, but the area that was once occupied by off-street parking can now be used to add public amenities and make other right-of-way improvements.

Design Precedent  
CORE CITY PARK, DETROIT

Formerly an asphalt parking lot surrounded by buildings on three sides, Core City Park is now home to a variety of public and private businesses who actively use the urban woodland space for outdoor dining, social gatherings, and special events. Design elements include brick pavers, seating, and landscaping.



Source: Prince Concepts



In order to create a thriving commercial corridor, right-of-way improvements should prioritize the pedestrian experience. This requires creating a safe and comfortable pedestrian network by making sure sidewalks are regularly maintained and repaired, the area is well lit, and circulation patterns are clearly designated between pedestrians, cyclists, and vehicles. Utilizing landscaping, low walls, or fencing can help delineate the public and semi-public realm, and any available setback can then be used for outdoor activities, such as dining. Another strategy is the addition of exterior site amenities to the right-of-way which can add inviting and human-scale elements in contrast to the streetwall.

Right-of-way improvements are also an opportunity to incorporate branding through signage, pavement markings, and site furnishings. A district brand, or sub-district brand, communicates to visitors, businesses, and the community that this is a unique place and influences their perception of and experience in that place. Branding can be incorporated formally into wayfinding and print collateral, or it can be translated into the physical environment through crosswalks, murals, site furnishings, and other placemaking elements. Temporary interventions, such as storefront displays in vacant buildings and construction fencing, should also be considered during branding efforts.

Lastly, the design of the building facades are integral to creating a comfortable pedestrian experience. This includes using traditional materials such as wood, brick, and stone with high quality craftsmanship when appropriate, and maximizing transparency at the pedestrian level with non-opaque windows and doors to establish a visual connection between the business and public realm. Maximizing window openings at the pedestrian level provides views into and out of the establishment, allows for merchandise displays, and contributes to the sense of activity on the street. This strategy, in particular, should also be considered when addressing existing building facades along the south side of Vester Avenue that do not positively contribute to the pedestrian experience.

**C. BRECKENRIDGE-TO-TROY PEDESTRIAN ALLEY**  
(See graphics on pages 108-110)

To connect this corridor with the rest of the district east of Woodward, a pedestrian alley should be established running from Breckenridge down to Troy Street. This connection would incorporate Bermuda Alley, the existing pedestrian alley that connects E Nine Mile and Troy Street, but by extending it up to Breckenridge, it provides a connection to the Vester Avenue Development Hub as well as to additional parking lots for patrons and visitors. Adding this secondary route may also potentially alleviate some of the sidewalk crowding on Woodward expressed by stakeholders.

The existing Bermuda Alley can be used as a starting point for the design as it currently features several elements users would want to see in an activated space. This includes public art, landscaping, benches, and welcoming rear entrances to abutting businesses. It also hosts two outdoor dining areas from the adjacent restaurants, adding additional human-scale elements to the alley. These are all features that should be replicated throughout the extended pedestrian alley, especially with the amount of businesses that have rear entrances that open up into the space.

Unfortunately, certain conditions are also present that are not desirable. For example, while outdoor dining areas should be encouraged, the materials currently used to delineate these spaces are potentially hazardous, as chain barriers are considered the most dangerous type of pedestrian barrier. They are difficult to see and are not easily detectable by white canes used by blind or site-impaired users. Furthermore, the amount of space consumed by both areas narrows the pathway considerably. To remedy present and future issues such as these, design standards for pedestrian alleys should be implemented and monitored. This involves identifying an appropriate aesthetic that represents the DDA brand and creating spatial organization rules to allow the alley to remain accessible and barrier free.

The second concern is circulation and safety. While some

**Design Precedent**  
**ATLANTA BELTLINE, ATLANTA**

To encourage the highest volume of use, the Atlanta BeltLine is supported by a methodical wayfinding system, safety bollards, and lighting to create a sense of security for users, especially at trail intersections or gateway points. Each element adheres to a cohesive design aesthetic enforcing the BeltLine's branding. Along with safety elements, trail intersections or gateway points are often adorned with artwork, seating, and other amenities creating eye-catching moments and enhancing visibility.



Source: Curbed Atlanta (top), Hamilton Anderson Associates (bottom)



segments of the Breckenridge-to-Troy Pedestrian Alley will only serve pedestrians, other segments will need to remain open to service vehicles. To reduce conflicts between user types, circulation routes must be clearly defined and marked. Adding bollards, signs, and other design features can help make it clear who the intended alley user is and direct them appropriately. Providing good lighting is also imperative to maintaining safe alley environments, as well-lit alleys discourage crime, encourage pedestrians, and can introduce artful elements.

Without these elements, an undesirable situation can occur such as the one found at the southern half of the existing Bermuda Alley. Although the northern half is designed for pedestrian-only use, the latter is focused on service vehicle access. Entering from Troy Street, it is almost imperceptible that the alley is part of the pedestrian circulation network, as it is overrun by waste bins and a handful of parking spaces. While the Breckenridge-to-Troy Pedestrian Alley may serve service vehicles, it should always be designed for the pedestrian experience first and foremost. Therefore, along with a clearly marked pedestrian route, service components and adjacent parking lots should be adequately screened.

Another opportunity for activation is to signify the entrance to a pedestrian alley, such as between Parking Lot #15 and The Fly Trap's parking lot, or when a section of the alley is interrupted by a public street. This can be accomplished with an art installation, unique wayfinding piece, or green space. Not only would these improvements create visual interest for pedestrians, it could serve as part of the branding effort, attracting new users and notifying drivers of pedestrians who might be entering the right-of-way. Beyond connecting retailers and restaurants east of Woodward, the pedestrian alley would also be used to link a variety of existing and proposed pocket parks, eddies, and art installations. As previously discussed, the triangular parking lot next to Ferndale City Glass Co. is an ideal location for such an amenity. Roughly the same size as Schiffer Park, this space would serve the northeast quadrant of Downtown and act as the heart of the Vester Avenue Development

Hub offering much needed public green space, decorative hardscape for small events, or a series of art installations.

**D. BERMUDA @ E NINE MILE DEVELOPMENT**  
*(See graphics on page 111)*

Previously discussed as a location for a Baker College development, this area remains a key redevelopment site and has the potential to affect transformative change within Ferndale. To realize this vision, new development should be coordinated closely with a stakeholder group that accurately represents the affected parties' interests, concerns, and expectations for the site. The design should incorporate strategies to break up the overall length of the site through facade articulation, ensure active and transparent first floor uses, place active uses along the Breckenridge-to-Troy Pedestrian Alley as well as E Nine Mile, and appropriately relate the development to the adjacent buildings and land use.

**E. LIBRARY COURTYARD ACTIVATION**  
*(See graphics on page 112)*

Another opportunity for open space activation can be found at the Ferndale Area District Library (FADL). In 2010, the Library reopened after renovations that doubled the building size, installed an eco-friendly green roof, and added a courtyard to the south side of the building. Today, the courtyard design features a mostly turfed space completely enclosed by a low fence with brick columns, a handful of lighted bollards, foundation plantings, a large shade tree, and several tables with umbrellas. The tables were added in partnership with the Ferndale DDA early in the pandemic in an effort to activate more outdoor spaces.

Yet, even with these design elements and planned activities, the Library Courtyard presents an opportunity for more activation. Not only does it lack visibility from E Nine Mile, but the fencing and design organization does not necessarily invoke an inviting space to passersby and could in fact convey the sense that it is private or for FADL use only.

To further increase activation, the Library Courtyard should focus on developing a design that is flexible for multiple uses, but provides more points of interaction for everyday users. The space also has great potential as a playful space for young children as it offers the only fenced in green space Downtown. By incorporating literary-themed play elements, the space could be transformed into a pocket playscape for families and young readers.

Due to its low visibility from Woodward and E Nine Mile, signage and branding should also be important considerations. This could be through signs offering visitors to sit and charge their phone, directional signage directing Downtown users walking along E Nine Mile to come visit the space, or a community message board showcasing upcoming FADL events and programs.

**F. CITY HALL CIVIC PARK**  
*(See graphics on pages 113-114)*

Downtown Ferndale hosts a wide range of commercial and cultural activities to support residents and attract visitors, yet it lacks a true public gathering space, which has been mentioned several times by stakeholders. Currently, Schiffer Park is Downtown's only public park, and while it provides a critical open space feature, it is too small to host large events even with its most recent updates. Instead, larger events typically take place in surface parking lots and on closed streets.

Urban parks and public spaces can strengthen the sense of place and promote community interaction, particularly in denser, mixed-use settings. They are places of community identity, value, pride, and social interaction. They make urban environments more pleasant, accessible, and interesting to pedestrians. Consequently, urban parks bring economic value to downtowns by generating foot traffic, and thus, attracting and retaining businesses.

As identified by several stakeholders during the 2019 Annual Strategic Meeting, an ideal location would be to



transform Parking Lot #11 located between the Library and Police Station into an underground parking lot with an on-structure park. Publicly-owned and adjacent to several civic buildings, its location creates high visibility central to the Downtown District. Cost for such a construction would be a large undertaking, but if designed correctly, the economic and community benefits associated with a Downtown public space and increased structured parking would surely be a mitigating factor.

Envisioned as a civic green, this park would be a planned, flexible open space that would serve as a destination for formal and informal gatherings, quiet contemplation, and large special events such as open air markets and concerts. Flexible design is one of the key principles of a successful urban park or public plaza. It should be designed to be multi-use and flexible for a variety of special events as well as day-

**Design Precedent**  
**POST OFFICE SQUARE, BOSTON**

The Post Office Square is a 1.7-acre public park on top of an entirely underground parking structure. A popular lunchtime destination for area workers as well as a summer concert series location, it features an all-seasons cafe, fountains, central lawn, and moveable tables and chairs.



Source: ASLA.org

to-day activities. For the use to change during the course of the day, week, and year, flexibility can be built in through programming by allowing temporary, pop-up activities such as movie night, food trucks, art and craft fairs, and farmers’ markets.

As shown in the Concept Plan, a large central lawn would provide the main focus with adjacent spaces providing complementary uses such as gardens, water features, or shade structures. Site furnishings, such as movable chairs, tables, umbrellas, games, and nearby storage for these items, are also important considerations, as well as the ratio of open space to enclosed to create more intimate areas. A bench or waste receptacle in just the right location can make a big difference in how people choose to use a place. Lighting can strengthen a park’s identity while highlighting specific activities, entrances, or pathways. Public art can be a great magnet for children of all ages to come together. Whether temporary or permanent, a good amenity will help establish a convivial setting for social interaction.

For circulation principles, pedestrian access to the site should be clearly identifiable and safe, and vehicular access should be designed without compromising the safety of the pedestrian environment. The location of these vehicular access points should be placed to strategically divert or prevent traffic from interfering with pedestrian paths, thus minimizing conflicts between pedestrians and vehicles.

Linking physical, historic, cultural, and natural features together creates a unique sense of place. Each public space should celebrate the special features that provide its unique identity and help the community engage and learn. Therefore, the surrounding community’s existing and planned physical form and architecture should be considered in the design of the civic green as it should respond to adjacent building entrances or unique forms. Also, when possible and appropriate, existing elements that add character and connect that space to the history of Downtown Ferndale should be maintained.

Lastly, where possible, landscaping, such as groundcover, shrubs, trees, and pavers, should be used to help define site edges, screen undesirable views, and introduce color, texture, and softness to the site. Landscaping placed along the street edge should also be used to delineate the Civic Park from the public right-of-way. This can also be achieved through bollards, decorative fencing, or low berms. •



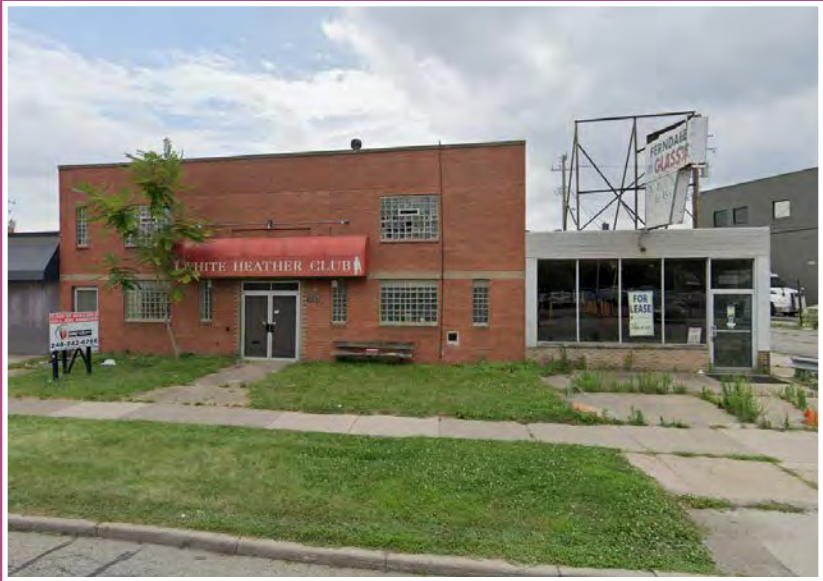
A. VESTER AVENUE DEVELOPMENT HUB | CONCEPT PLAN



LEGEND

- 1 Address existing building facades that do not positively contribute to pedestrian experience
- 2 Infill development, align setback with adjacent buildings
- 3 Find tenant for White Heather Club building
- 4 Retrofit vacant Ferndale City Glass Co. with market stalls for small or pop-up retailers
- 5 Convert vacant lot into activated public space opportunity
- 6 Reinforce street wall with infill development on existing privately-owned parking lot
- 7 Pedestrian alley, see Breckenridge-to-Troy Pedestrian Alley
- 8 See Vester Avenue Design Elements
- 9 Existing residential properties

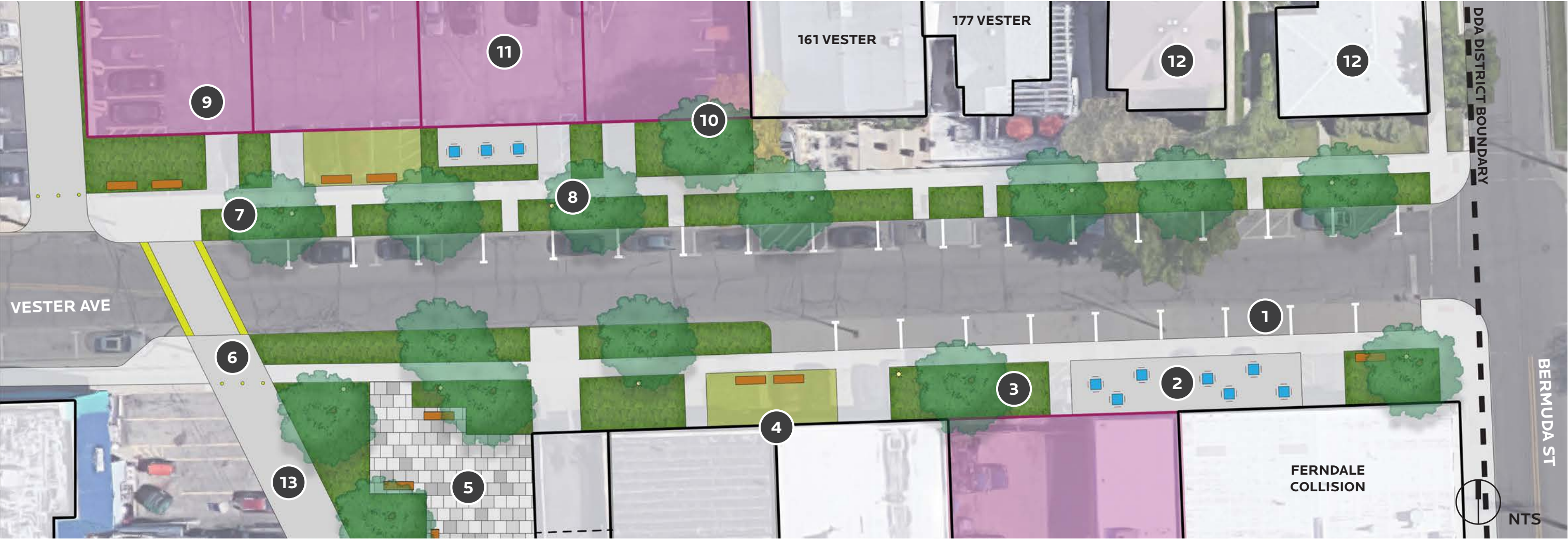
See also narrative, page 101.



EXISTING CONDITIONS (3 AND 4)



B. VESTER AVENUE DESIGN ELEMENTS | CONCEPT PLAN



LEGEND

- 1

Convert right-angled spaces to parallel parking
- 2

Reclaim parking spaces for amenities like outdoor dining
- 3

Soften and enhance pedestrian experience with landscaping
- 4

Make facade improvements to improve pedestrian experience
- 5

Convert vacant lot into activated public space opportunity
- 6

Signify pedestrian crossing with pavement markings and bollards
- 7

Replace unused curb cuts with standard curb and sidewalk
- 8

Ensure adequate pedestrian and street lighting
- 9

For infill development, align setback with adjacent buildings
- 10

Prior to infill development, properly screen parking lot to improve pedestrian experience
- 10

For infill development, align setback with adjacent buildings
- 11

Divide development into footprints similar to adjacent buildings
- 12

Be sensitive to existing residential properties
- 13

Pedestrian alley, see Breckenridge-to-Troy Pedestrian Alley

See also narrative, page 101.



EXISTING CONDITIONS



B. VESTER AVENUE DESIGN ELEMENTS | PRECEDENT IMAGERY







VIEW LOOKING TOWARD VESTER AVENUE



C. BRECKENRIDGE-TO-TROY PEDESTRIAN ALLEY | CONCEPTUAL RENDERING



LEGEND

- |   |  |   |  |   |  |
|---|--|---|--|---|--|
| 1 | Activate blank building facades with murals            | 4 | Resurface alley and clearly identify designated users    | 7 | Furnish alley and adjacent public spaces with amenities            |
| 2 | Illuminate alley with artistic and functional lighting | 5 | Add landscaping for aesthetics and stormwater management | 8 | Renovate Ferndale City Glass Co. building for pop-up shops or cafe |
| 3 | Activate rear entrances of adjacent buildings          | 6 | Transform triangular parking lot into public space       | 9 | Add removable bollards to ensure pedestrian alley                  |



EXISTING CONDITIONS



C. BRECKENRIDGE-TO-TROY PEDESTRIAN ALLEY | PRECEDENT IMAGERY





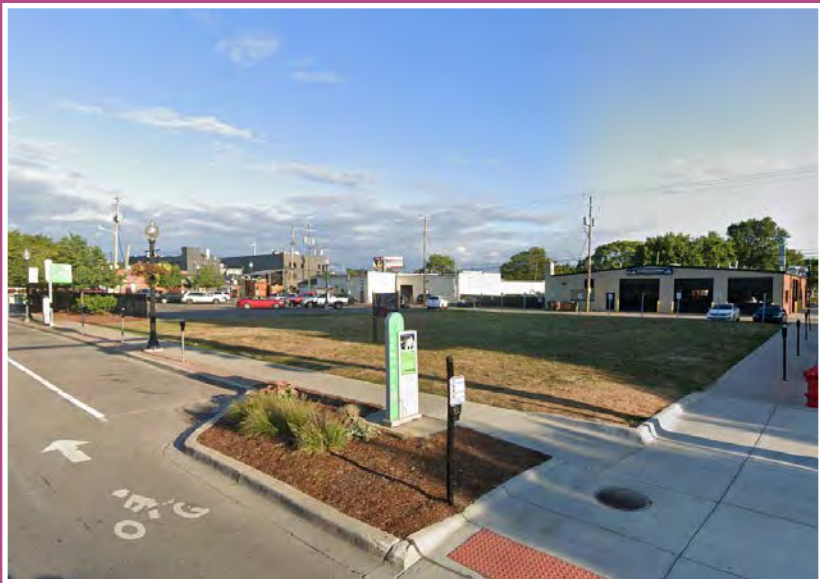
D. BERMUDA @ E NINE MILE DEVELOPMENT | CONCEPT PLAN



LEGEND

- 1 Infill development
- 2 Enhance pedestrian experience with facade best practices and landscaping
- 3 Pedestrian alley, see Breckenridge-to-Troy Pedestrian Alley
- 4 Incorporate entrance to at facade adjacent to proposed pedestrian alley
- 5 Main entrance to new development, if single tenant occupies first floor
- 6 Service alley
- 7 Infill development, see Vester Avenue Development Hub
- 8 Signify pedestrian crossing with pavement markings and bollards
- 9 Existing Bermuda Alley

See also narrative, page 103.



EXISTING CONDITIONS







F. CITY HALL CIVIC PARK | CONCEPT PLAN



LEGEND

- 1 Pedestrian entrance / exit stairs to underground parking garage
- 2 Underground parking garage entrance
- 3 Main plaza for performances and special events with overhead structure
- 4 Large central lawn
- 5 Include adjacent smaller spaces to provide quieter public spaces
- 6 Create food truck area with seating
- 7 Provide adequate site furnishings
- 8 Use landscaping to delineate public space from the right-of-way

See also narrative, page 103.



EXISTING CONDITIONS



F. CITY HALL CIVIC PARK | PRECEDENT IMAGERY





# WITHINGTON ST PROJECT DISTRICT

The Withington Street Project District leverages existing assets with new activated pedestrian spaces to improve the quality and experiences found in this area.

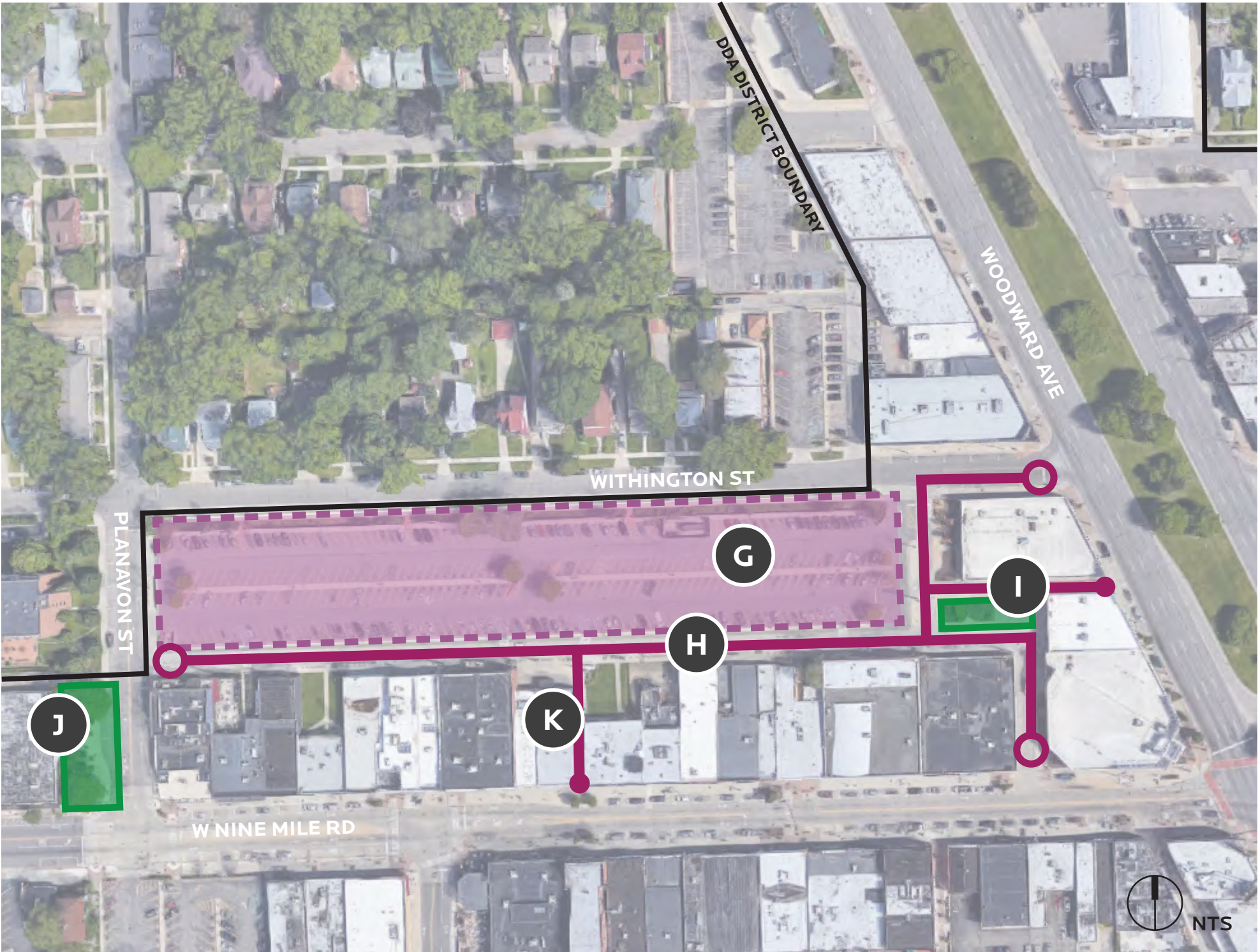
The components of this project district are:

- G. Withington Lot Development Hub
- H. Withington Shared Street
- I. Withington Pocket Park
- J. Schiffer Park
- K. W Nine Mile-to-Withington Pedestrian Alley

## Related Planning and Development Efforts WITHINGTON ST PROJECT DISTRICT

- MLUP L1.2**  
Incorporate a special purpose narrative for key redevelopment sites.
- MLUP L1.5**  
Consider creating design standards and guidelines for commercial corridors.
- MLUP E6.1**  
Identify pilot programs for placemaking in targeted areas.
- MLUP R1.6**  
Improve and activate Schiffer Park.
- MLUP R1.8**  
Provide Wi-Fi and charging ports at select parks.
- WAYFINDING & SIGNAGE MASTER PLAN (2010)**
- PARKS & RECREATION MASTER PLAN (2017)**
- BUILD PROGRAM (ON-GOING)**

OVERVIEW MAP





G. WITHINGTON LOT DEVELOPMENT HUB

(See graphics on page 119)

The two acre, City-owned Withington Lot in Downtown Ferndale is located on the north side of W Nine Mile and is bordered by Withington Street, two service alleys, and Planavon Street. As outlined in the 2017 MLUP, the Withington Lot has been identified as a key redevelopment site for incorporating a mix of uses in line with the demand for Downtown office space, residential opportunities, and public parking. This site is within ideal walking distance of services, amenities, transit, and entertainment to support employees and residents. Redevelopment of the lot is expected to simultaneously supply a vibrant, dense, and mixed-use addition to Downtown while balancing the small-scale urbanism found on W Nine Mile and the single-family residential neighborhood along Withington Street.

However, despite positive market conditions and developer attention, barriers to redevelopment remain. As Downtown’s largest and most used public parking lot, in order to develop the site, the displaced parking spaces must be accounted for. A couple possible solutions can be theorized, the first of which being to only place a structure on the eastern half of the site and to keep the west side as surface parking. The second option would be to incorporate an above-ground or below-grade parking structure into the development’s design.

Since the Withington Lot provides a critical supply of parking to nearby small businesses, both options would affect a variety of stakeholders. As such, to avoid project delays, the development should be coordinated closely with the community and stakeholders, and the design should incorporate strategies to break up the overall length of the block, utilize alleys, prioritize pedestrian circulation, and appropriately relate the building to the different street and adjacent use contexts. This includes the potential height of the building, its setbacks, facade materials, and stormwater management practices.

H. WITHINGTON SHARED STREET

(See graphics on pages 119-123)

Supporting the Withington Lot is the public alley between W Nine Mile and Withington Street, which, in its current form, is wider than necessary and has limited function. As Downtown’s largest parking lot, this means the first impression many visitors have is crossing the unfriendly alley. With minimal streetscape elements to soften the vast pavement, the alley is unwelcoming to pedestrians. Safety is also an issue as it lacks an uninterrupted and unimpeded sidewalk to keep pedestrians out of the flow of vehicular traffic. Through a transformation that redesigns, narrows, and enhances the alley, a new Withington Shared Street could be created supporting the current parking lot users and businesses located on the southside of the alley as well as the future patrons to the Withington Lot Development Hub.

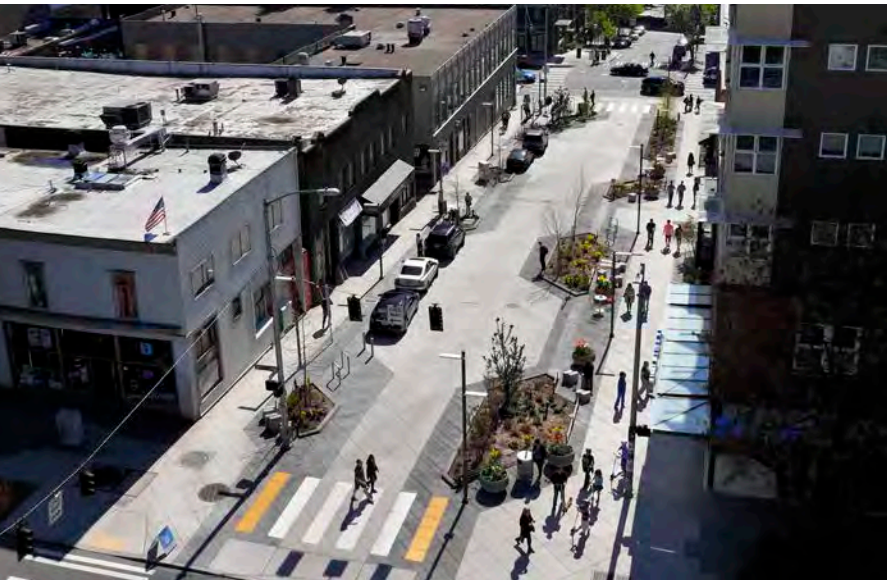
Shared streets combine the needs of several users to create a shared public realm and a more vibrant streetscape. The goal is to better balance the needs of pedestrians, bicyclists, and low-speed vehicles. Conventional alley items, such as curbs and signals, are replaced with integrated, pedestrian-oriented elements that encourage walking, cycling, social interactions, accessibility, and reduced traffic speeds.

Common characteristics of shared streets include curb-free paving surfaces so there are no street level differences, minimal road signage and fixtures, a street gateway that acts as a transitional element, and tactile paving to delineate use. Reduced traffic speeds are then achieved through visual street narrowing, street trees, landscaping, and changes in materials and colors. Lastly, shared street users generally negotiate the right-of-way cooperatively rather than relying on traffic controls, allowing the entire street to effectively function as a public space.

While transforming the alley would greatly improve the pedestrian experience, it also presents an opportunity for adjacent businesses to activate their rear entrances and draw in more patrons. To make the backdoor as inviting as

Design Precedent  
BELL STREET PARK, SEATTLE

Bell Street Park was the City of Seattle’s first shared street project, establishing a new typology for streets as parks and open space. Street and park materials are woven into the of shared space with meandering paving, seating, and planting forming a unifying circulation network.



Source: NACTO

the front, best practices include adding secondary signage, presenting a clean clutter-free entrance, and where possible, using the semi-public space for courtyards, plazas, and outdoor dining.

Several businesses along the Withington Alley have already activated their rear entrances using a mix of landscaping, wayfinding, and artwork. For example, Urbanrest and Union Barber present a clean, modern facade, and to compensate for their building setbacks, have added bold directional signage painted directly on adjacent buildings. Another example is Assaggi Bistro, which has used building setback to create a lush back entrance complete with a herb and vegetable garden, unique pavers, and a well-screened outdoor dining area. Lastly, for businesses that do not have a setback to work with, Found Sound Records and Red Hook Cafe have utilized eye-catching, colorful murals covering



the entire back facade of their buildings.

Another asset to be built upon are the several pockets of unimproved green space behind businesses, such as Detroit City Skateboards and Balkan House. These areas have the potential to become low-cost activation projects supporting the design, function, and use of the Withington Shared Street.

**I. WITHINGTON POCKET PARK**

*(See graphics on pages 124-125)*

Located near the eastern crook of the Withington Alley where it turns to meet W Nine Mile is a handful of angled parking spaces. Yet, prior to 2017, this location was home to a curbed planter breaking up the expansive sea of hardscape. Though the decision as to why this conversion was made is unclear, it

**Design Precedent**  
**JOHN F. COLLINS PARK, PHILADELPHIA**

This privately-owned public space is a mid-block pocket park. The cascade fountain is the focal point of this linear park framed by vine-covered walls with mature, native shade trees dispersed throught the space. In the winter, the colorful movable chairs and tables make the space more inviting and attractive.



Source: Center City District Parks

is assumed to have been most likely influenced by the high demand for parking. In addition, the curbed planter mainly consisted of mulch with very minimal landscaping, making it an unattractive space that did not contribute much to the pedestrian experience.

However, this conversion only produced three more parking spots, and when exploring the economic, social, and ecological benefits of green spaces in the urban setting, the trade-off does not seem to track. Instead, with proper activation, the space is seen as an opportune location for a pocket park supporting the Withington Shared Street, the future Withington Lot Development Hub, and the current businesses found in the project district, such as the Rust Belt Market and Detroit Bubble Tea.

Pocket parks are small outdoor spaces tucked into and scattered throughout the urban fabric. They are frequently created on a single vacant lot or on small, irregular pieces of land. They tend to act as scaled-down neighborhood parks and try to meet a variety of needs, but often, they have the potential to provide relief from the urban context, contribute to a sense of place, provide comfort and a sense of well-being for the user, and contribute positively to the urban microclimate.

As shown in the Concept Plan, the limits of the proposed pocket park would encompass the three angled parking spots as well as the accessible spaces which would then be relocated to the parking spaces facing the western facade of Anytime Fitness. By using the entire southern edge, the pocket park can be anchored on two sides by commercial buildings and would create a larger buffer between it and vehicles trying to park. This location would also help tie the space to the underutilized cut-through leading to Woodward Avenue. This alternate circulation path currently lacks any distinguishing features or activation for the pedestrians leaving the Withington Lot area.

Although they are too small for physical activities, pocket parks can serve a variety of functions. They can provide

greenery, a place to sit outdoors, and sometimes a children's playground. Highly adaptable based on community needs and space constraints, they can also be a refuge from the bustle of surrounding city life and offer opportunities for rest and relaxation.

It is important to note that pocket parks are not intended to service an entire city the same way as a neighborhood or city park. Since their sizing limits the amount of programming, to properly identify the main use for a potential pocket park, stakeholders should be involved during the entire planning and design process. Furthermore, pocket parks should be created with the specific interests and needs of the contiguous community. That is, the nearby individuals, families, and businesses for whose use is intended.

When envisioning the design of the space, successful pocket parks are accessible and social places, allow people to engage in activities, and are comfortable spaces that have a good image. For example, having seating options is a simple, yet important, feature that makes a space more inviting. Trees in particular can also support creating a comfortable environment by minimizing extreme heat or winds, providing shelter from rain, and improving acoustics in the park area. Landscaping or use of special paving materials can help differentiate the space from the normal sidewalk or median. Lastly, with its adjacency to the Withington Lot and Shared Street, a landscaped or constructed edge should be included to create a buffer from passing vehicular traffic.

**J. SCHIFFER PARK**

*(See graphics on pages 126-127)*

Named in honor of former Mayor Henry Schiffer and sitting on less than a quarter-acre, Schiffer Park is the only City-owned park located in the Downtown District. Its close proximity to retail amenities provides a natural connection to social activity already occurring, and the park was often the site of a number of public events and fairs. Unfortunately, its original design and size made it feel little more than a wide sidewalk area and was easy to miss.



Then, in 2018, construction of an adjacent mixed-use development project spurred the City to revitalize the long-neglected park. As part of a collaboration between the City of Ferndale, Ferndale DDA, and Ferndalehaus, plans were made to improve and activate the space in the hopes of providing an area for recreation and relaxation. The vision was to transform the current passive concrete plaza into a green oasis for the bustling Downtown District.

After nearly a half-million dollars, the first phase of upgrades were unveiled in October 2020. The upgraded park now features shade trees, raised planters with lush perennial plantings, benches with LED lighting and phone charging ports, movable seating, and a dog-friendly drinking fountain. With the park in a position to hold and be an epicenter for City-wide events, the design also added a flexible lawn area, decorative catenary lighting, and new brick pavers. In addition, the park's footprint was expanded by over 40 percent by eliminating street parking and a right-turn-only lane on Plavanon Street.

However, due to budgetary constraints, the full Schiffer Park design was not realized as it currently does not include a multi-level seating platform that was to also serve as a small stage for performances (see Conceptual Renderings and Site Plan). Once funding becomes available, adding this structure to the park should remain a top priority for the DDA in order to fully capture the park's potential as an event location serving the entire Downtown.

## **K. W NINE MILE-TO-WITHINGTON PEDESTRIAN ALLEY** *(See graphics on pages 128-129)*

The existing Pedestrian Alley connecting W Nine Mile to the Withington Lot includes a mural and bike racks but little else. While it offers a key connection between the businesses along W Nine Mile and a main parking lot, it lacks elements that provide a unique and memorable experience.

Activated alleys offer convenient mid-block access and circulation routes away from the larger street network. To

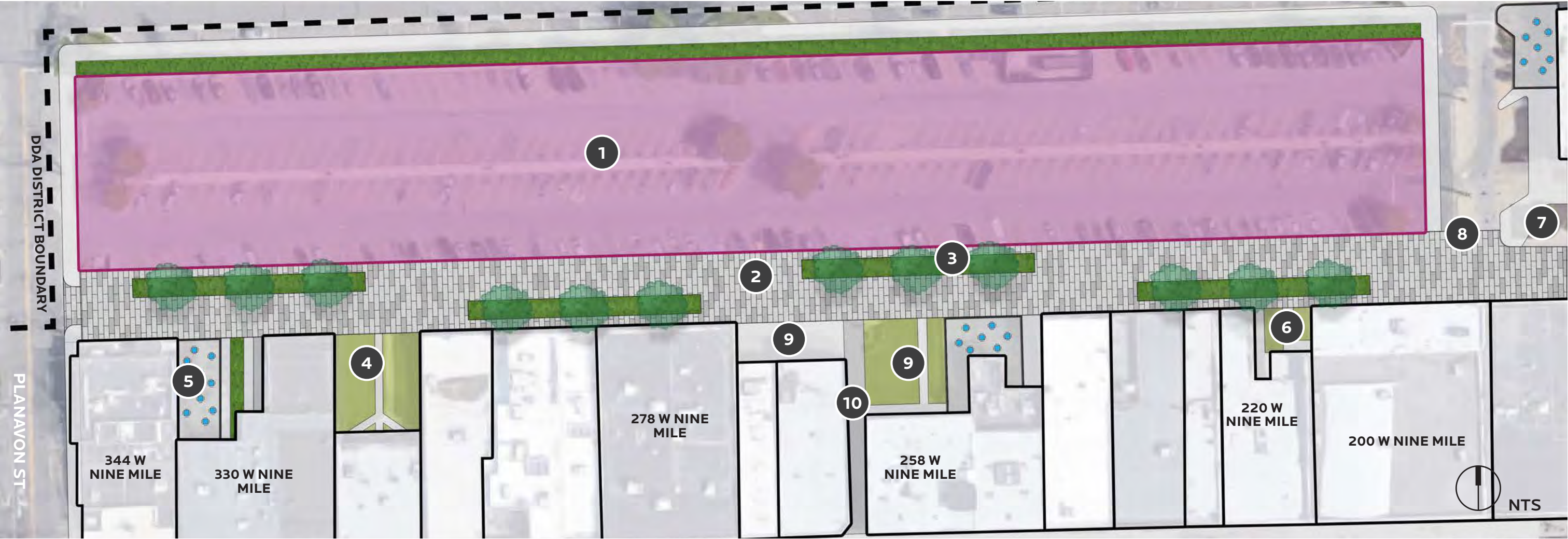
be most effective, designs should be accessible, inclusive, and inviting places for pedestrians, bicyclists, and shoppers to linger, relax, and socialize. Common design elements include new or enhanced entrances to existing businesses, pop-up retail opportunities facing the alley, ornamental fencing at undeveloped lots, banners, artwork, shade screens, and other visual elements.

While the Pedestrian Alley currently abuts rear entrances to businesses and includes some public amenities within the space and immediately adjacent to its limits, none of the aforementioned support one another or feel truly integrated as a well-designed public space. This includes the placement of the parking meters, electrical unit, lighting, and bollards. For example, the single yellow bollard takes up valuable programming and event space, and creates a mismatched aesthetic as the rest of the Withington Alley is lined with black bollards where the sidewalk meets the asphalt.

Another example of poor placement is the current signage. A directional sign based on the Wayfinding and Signage Master Plan is placed at the alley entrance, but it is mainly visible to those walking parallel with the Withington Alley yet practically hidden from view by those approaching from the parking lot. An older Downtown Ferndale sign is also lost from view as it is hidden behind the large, utility box. Retaining an outdated element such as this further dilutes the strength of the updated district brand.

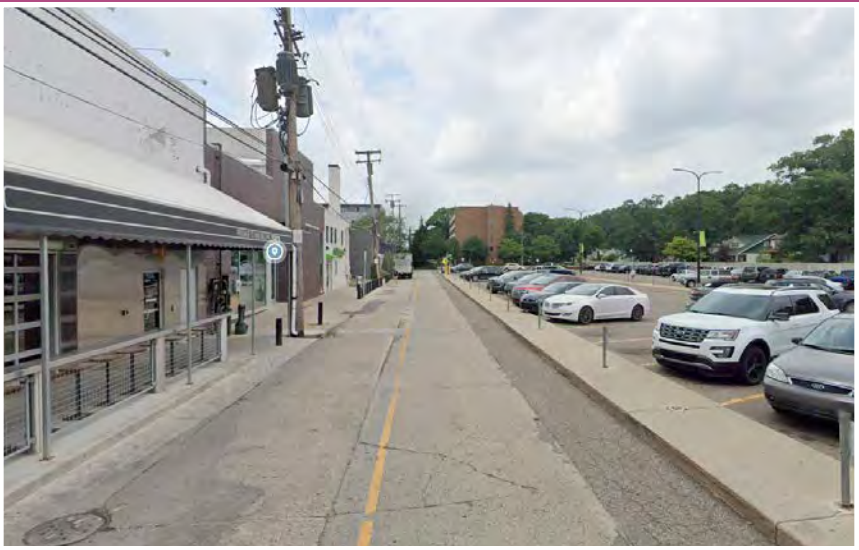
To transform the W Nine Mile-to-Withington Pedestrian Alley into a high quality public space, it must be well-organized and provide an engaging destination for people to visit, relax, and enjoy being with others, which is achieved through a thoughtful and deliberate design process. It must also tie in to the adjacent context. This can be accomplished through coordinating streetscape elements, branding aesthetics, and placement of utilities. It can also be accomplished through designing an alley activation strategy that engages and interacts with the unimproved open spaces located in front of the adjacent Liberty Tax and DYE Hair Salon. •





LEGEND

- |   |  |  |
|---|--|--|
| <b>1</b> Infill development, see Withington Lot Development Hub             | <b>5</b> Existing outdoor dining areas                                   | <b>9</b> Incorporate adjacent spaces into design of W Nine Mile-to-Withington Pedestrian Alley |
| <b>2</b> Install curb-free paving surfaces                                  | <b>6</b> Good example of activated rear entrance for adjacent businesses | <b>10</b> See W Nine Mile-to-Withington Pedestrian Alley                                       |
| <b>3</b> Reduce traffic speeds with physical and visual street narrowing    | <b>7</b> Public space opportunity, see Withington Pocket Park            |  |
| <b>4</b> Underutilized green space to be activated as part of street design | <b>8</b> Identify shared street limits with paving materials and colors  |  |



EXISTING CONDITIONS



H. WITHINGTON SHARED STREET | EXISTING CONDITIONS (GOOD)



| EXISTING CONDITIONS (NOT SO GOOD)







VIEW LOOKING TOWARDS PLANAVON STREET





LEGEND

- 1 Replace street with curbless design using pavers
- 2 Use bollards to protect pedestrian only circulation
- 3 Add landscaping and stormwater management planters
- 4 Furnish street and adjacent public spaces with amenities
- 5 Activate rear entrances of adjacent buildings
- 6 Infill development, see Withington Lot Development Hub
- 7 Incorporate existing pockets of unimproved green space into the design
- 8 Use street trees and street narrowing to reduce traffic speeds



EXISTING CONDITIONS







I. WITHINGTON POCKET PARK | CONCEPT PLAN



LEGEND

- 1 Pocket park opportunity
- 2 Supply space with ample site furnishings, lighting, and greenery
- 3 Relocate accessible parking spaces
- 4 See Withington Shared Street
- 5 Activate rear entrances of adjacent businesses
- 6 Use wayfinding and paving materials to bring users to the space
- 7 Provide buffer between space and vehicular traffic
- 8 Existing outdoor dining patio

See also narrative, page 117.



EXISTING CONDITIONS



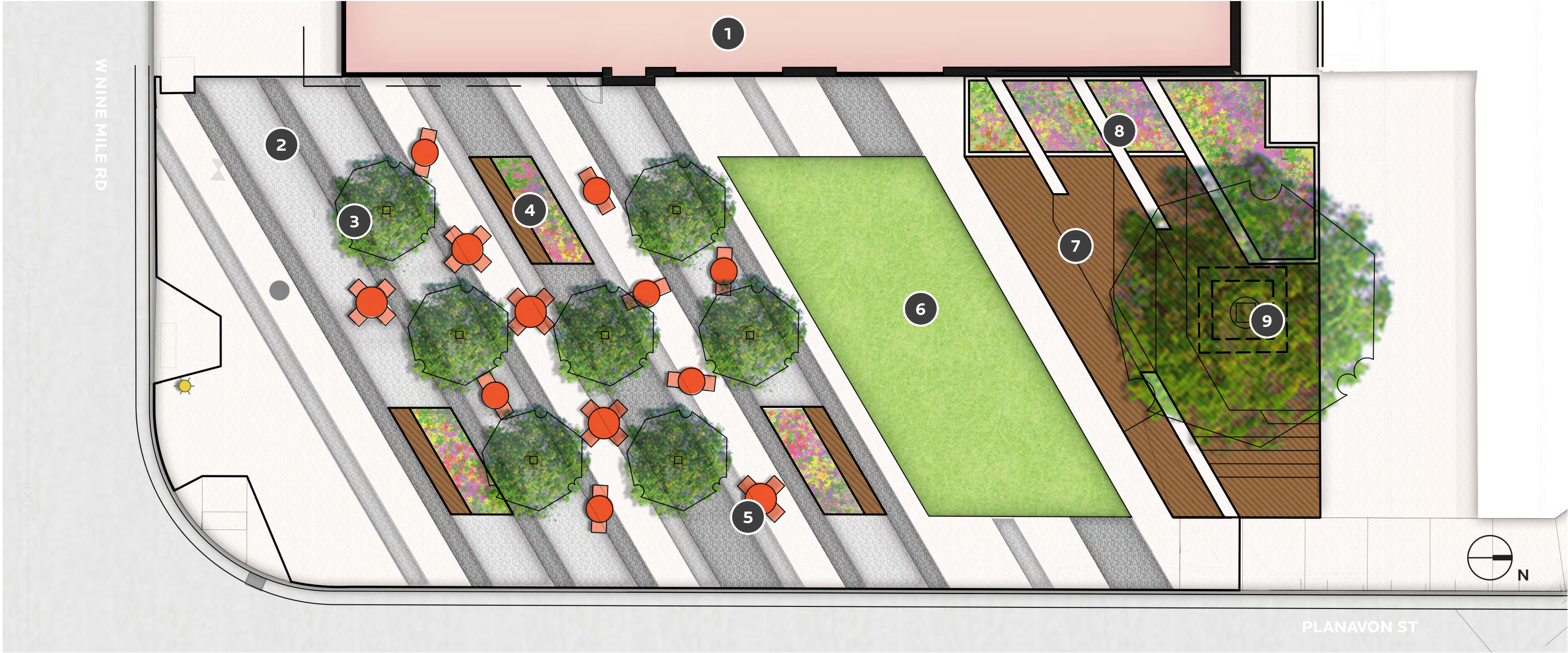
I. WITHINGTON POCKET PARK | PRECEDENT IMAGERY

See also narrative, page 117.





J. SCHIFFER PARK | MASTER PLAN



LEGEND

- |                                |   |  |
|--------------------------------|---|--|
| 1 Ferndale Haus                | 4 Metal planter with integrated wooden bench and LED lighting | 7 Multi-level wooden platform                  |
| 2 Banded paving pattern        | 5 Moveable cafe seating                                       | 8 Concrete seat walls with integrated planters |
| 3 Shade trees placed in grates | 6 Turf lawn   | 9 Existing tree to remain                      |

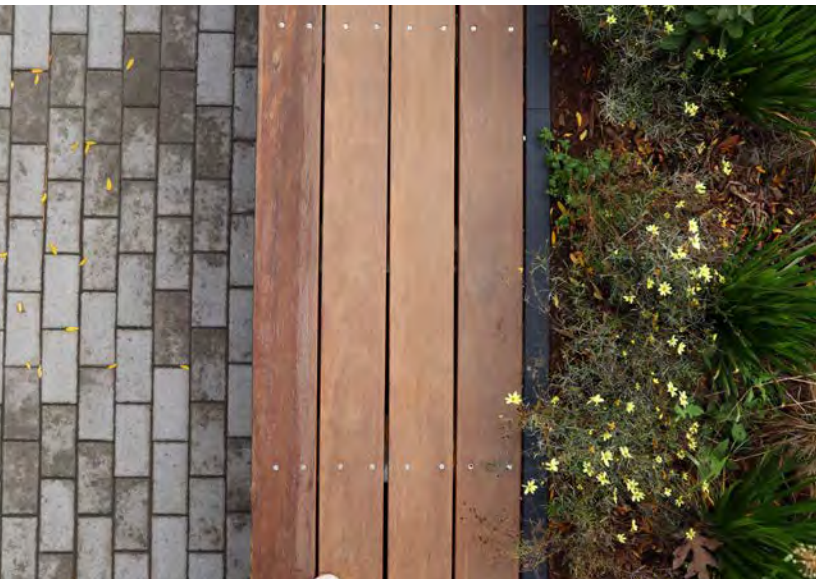
See also narrative, page 117.



J. SCHIFFER PARK | CONCEPTUAL RENDERINGS



| POST-CONSTRUCTION CONDITIONS

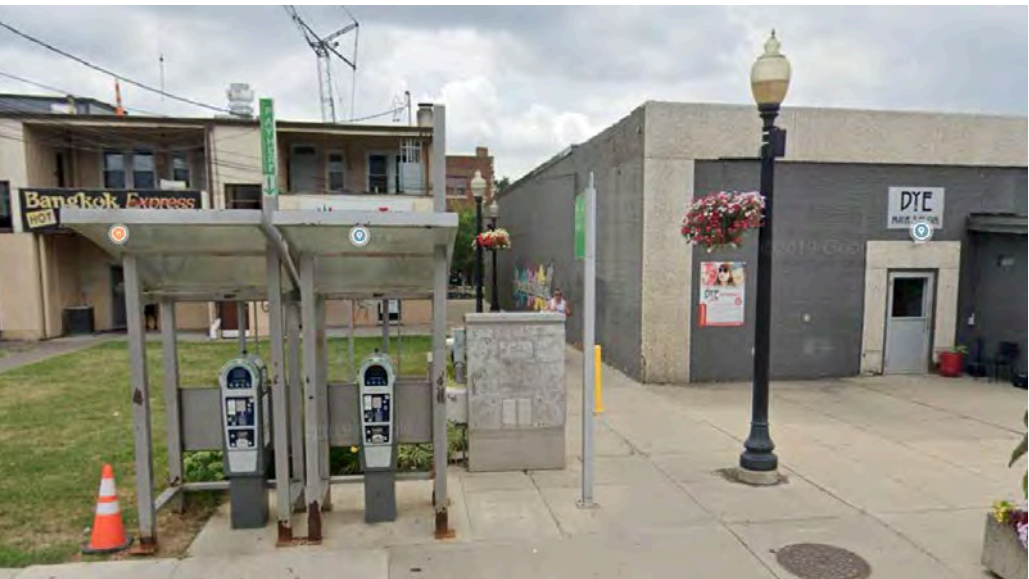




K. W NINE MILE-TO-WITHINGTON PEDESTRIAN ALLEY | EXISTING CONDITIONS (GOOD)



| EXISTING CONDITIONS (NOT SO GOOD)









# WEST TROY ST PROJECT DISTRICT

The West Troy Street Project District looks to enhance the pedestrian experience by offering appealing public spaces and circulation routes and by building on the momentum of new development already emerging in the area.

The components of this project district are:

- L. West Troy Development Hub
- M. West Troy Shared Street
- N. W Nine Mile-to-Troy Pedestrian Alley
- O. Orchid Alley Activation
- P. Post Office Activation

## Related Planning and Development Efforts WEST TROY ST PROJECT DISTRICT

### MLUP L1.5

Consider creating design standards and guidelines for commercial corridors.

### MLUP L1.6

Identify areas of the City where change towards a walkable, mixed-use urban pattern is anticipated and would be appropriate for future form-based code.

### MLUP H4.5

Integrate more housing options Downtown.

### MLUP E4.3

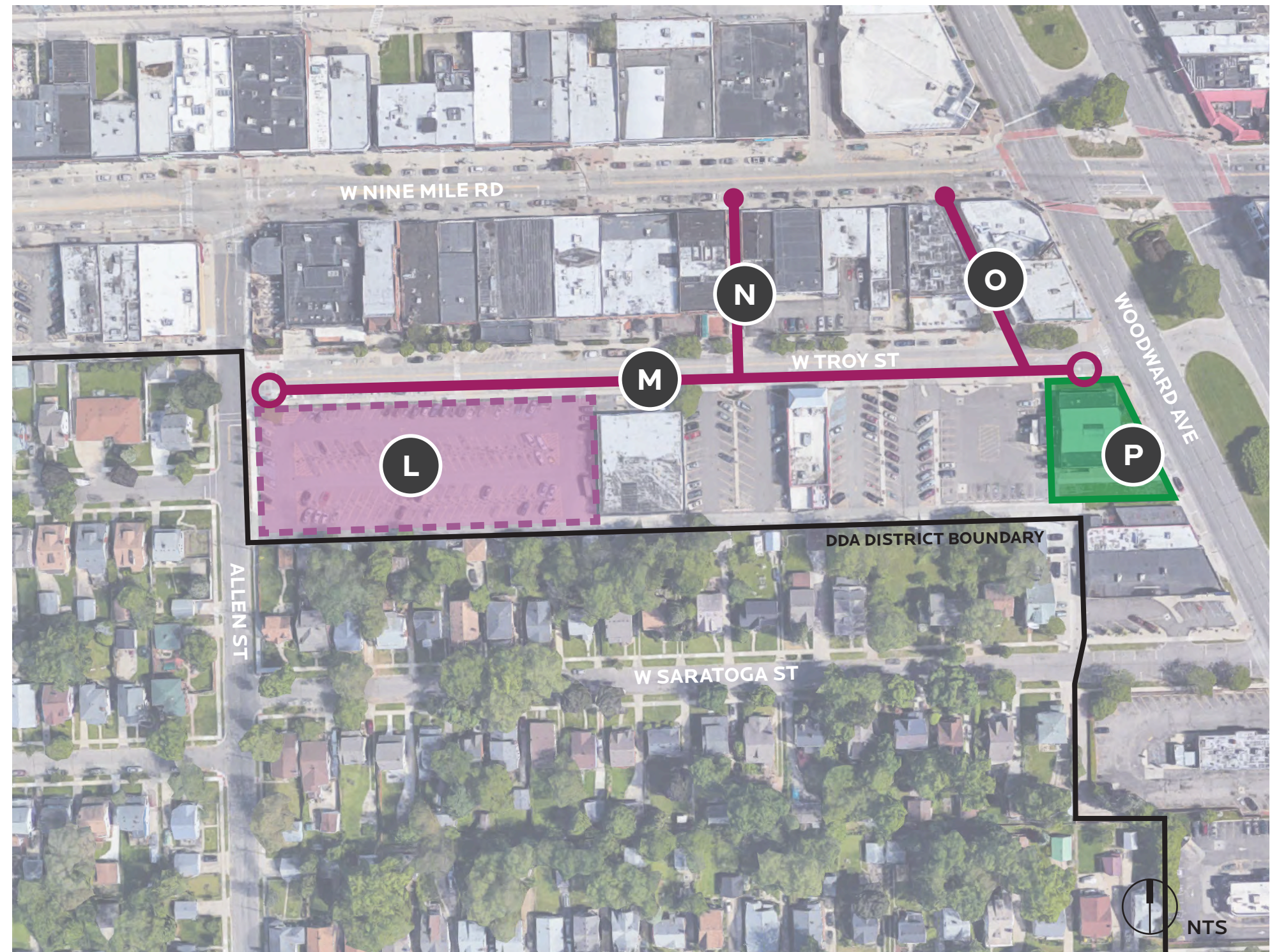
Promote opportunities for pop-ups and temporary retailers.

### MLUP E6.1

Identify pilot programs for placemaking in targeted areas.

### WAYFINDING & SIGNAGE MASTER PLAN (2010)

## OVERVIEW MAP





L. WEST TROY DEVELOPMENT HUB

(See graphics on page 134)

Bounded by West Troy Street, Allen Street, and a service alley, this 1.12 acre City-owned parcel was the second largest in the City’s public parking system. It was heavily used by Downtown employee permit holders, Downtown visitors, and daily users. It was also common for the lot to be relied upon to support seasonal events, as the location is walkable to transit, services, and entertainment.

Then, in October 2016, the West Troy Lot was selected as the preferred location to pursue Ferndale’s first-ever multi-level, mixed-use parking development. This decision and selection was supported by the Downtown Parking Committee, Ferndale DDA, Planning Commission, and City Council, and will soon be home to The Development on Troy, or commonly referred to as ‘the dot.’

The design for the development will increase the number of parking spaces on the parcel from 138 to 377 and will also include street level retail, upper level office space, a consolidated trash compaction and collection area, and approximately 20 residential units. Other aspects of the project include redevelopment of the service alley, a public plaza, and redevelopment of Troy Street adjacent to the project. Implementing a mixed-use approach for the new structure represents a vision to provide a lively, friendly Downtown space by promoting density, walkability, and community support.

During the selection process, the City and DDA gathered local business owners and other stakeholders through a series of meetings. Numerous factors were considered, including parking data indicating peak demands for parking in all City-owned lots, the location, underlying environmental conditions based on testing, and potential to not only meet the current need for additional parking but to also accommodate for future potential development. Additionally, the City reviewed potential impacts to local businesses and residents such as the height of the structure,

traffic, access to the site, noise, and lighting. Consideration of all these factors helped assure the community that the City pursued the most cost-effective option with the greatest return on investment to support the development.

Construction began in February 2019 and wrapped up at the end of 2020. While the pandemic disrupted the office development, the parking deck has been open and operational. The retail component will be activated in 2021 and 2022, and the residential and office components are expected to come online in the future.

M. WEST TROY SHARED STREET

(See graphics on page 135)

Another component to the West Troy development project is a pedestrian-friendly streetscape overhaul. This overhaul includes eliminating curbs along the section of West Troy Street adjacent to the new structure to create the area’s first shared street design. The curbless design will be accompanied by the installation of planters, street trees, and benches, and by replacing the street’s asphalt surface with decorative concrete pavers. An alley between the structure and houses to the south will also be improved with new lighting and sustainable, permeable pavers.

By converting the street into a curbless, pedestrian-oriented environment, West Troy Street could also be utilized as an event space by restricting vehicular access and hosting markets, art fairs, and other community events. This ability allows for another opportunity for pop-up or temporary retailers, an economic vitality goal from the 2017 MLUP. It would allow local-area small businesses a space to sell their products or allow hopeful entrepreneurs a chance to try out their concepts without the larger investment of a permanent brick-and-mortar storefront.

However, one circulation design flaw that should be addressed during this overhaul is the location of the loading zone and the nearby crosswalk. This creates a hazardous situation as vehicles parked in the loading zone greatly limit


the visibility of pedestrians crossing to oncoming vehicles. To improve pedestrian safety, the truck loading ttzones along West Troy should be relocated to the far side of the mid-block crosswalks as well as installing yield lines in advance of those crosswalks.

Capitalizing on this densification and street design work, the remaining section of West Troy Street should also be transformed and incorporated more completely into the Downtown area by densifying uses, adding on-street parking, improving streetscape, and enhancing pedestrian connections. Right-of-way improvements should also prioritize the pedestrian experience. This requires creating a safe and comfortable pedestrian network by making sure sidewalks are regularly repaired, the area is well lit, and circulation patterns are clearly designated.

Design Precedent

DOWNTOWN DETROIT MARKETS, DETROIT

Funded by Quicken Loans Community Fund, the Market allows users to enjoy a unique shopping experience while supporting local entrepreneurs. The pop-ups are housed in individual glass sheds, and help strengthen small businesses and support community creativity in Detroit.



Source: Curbed Detroit



Utilizing landscaping, low walls, or fencing can help delineate the public and semi-public realm, and any available setback can then be used for outdoor activities such as dining. Current spaces behind buildings along West Troy Street are already well utilized, and thus, will only add to the appeal of this district. Another strategy is the addition of exterior site amenities to the right-of-way which can add inviting and human-scale elements in contrast to the streetwall.

Right-of-way improvements are also an opportunity to incorporate branding through signage, pavement markings, and site furnishings. A district brand, or sub-district brand, communicates to visitors, businesses, and the community that this is a unique place and influences their perception of and experience in that place. Branding can be incorporated formally into wayfinding and print collateral, or it can be translated into the physical environment through crosswalks,

murals, site furnishings, and other placemaking elements. Temporary interventions, such as storefront displays in vacant buildings and construction fencing, should also be considered during branding efforts.

**N. W NINE MILE-TO-TROY PEDESTRIAN ALLEY**  
(See graphics on pages 136-137)

Connected to the proposed West Troy Shared Street is an existing pedestrian alley boasting a large mural, street lights, and decorative pavers. This W Nine Mile-to-Troy Pedestrian Alley provides a key link between the up-and-coming West Troy Street Project District and the main commercial corridor of Downtown Ferndale. Known locally as a prime example of an activated pedestrian alley, the space also features low walls separating the pedestrian space from the adjacent parking lot and offers a variety of greenery and landscaping

to break up the hardscape. While serving as a local precedent of an activated alley, room for improvement has been identified when reviewing the organization and placement of amenities. For example, the entrance to the Pedestrian Alley from W Nine Mile is clutter-free and noticable as wayfinding is oriented to maximize visibility from passersby. The entrance from W Troy Street, however, does not present itself as such as trash receptacles at the forefront of the space become the focal point as one approaches. Secondly, its signage is lost behind a street light pole and a much taller business sign. This is unfortunate, as wayfinding can be the most effective method of raising awareness that an alley exists.

Another example of poor placement is the single, yellow bollard oddly placed in the center of the alley, taking up valuable programming and event space. A more functional and aesthetically pleasing approach is to create a line of bollards at the beginning and end of the space for safety and security.

Each alley activation may have a distinct, site specific design that reflects the neighborhood’s unique character, but the lack of coordination of the amenities within the alley does not present a strong branding strategy. By making these alterations to the space, the W Nine Mile-to-Troy Pedestrian Alley can continue to serve as a vital connection point that expands the pedestrian network and creates a destination to Downtown visitors.

**O. 141 W NINE MILE PEDESTRIAN ALLEY**  
(See graphics on pages 138-139)

A second opportunity for mid-block access and public space activation can be found at the unimproved alley adjacent to Orchid. By adding another connection point between the West Troy Street Project District and Downtown’s main commercial corridor, a more walkable city is achieved by creating better city connections. It also continues to offer Downtown users a quieter, safer, and more interesting route

**Design Precedent**  
**GREEN YOUR LANEWAY, MELBOURNE**

A green alley initiative in Melbourne, this program encourages citizens to activate their alleys as extensions of their backyards by adding outdoor seating and plants. From growing vertical gardens to planting trees and creating pocket parks, the program has created leafy, green, useable spaces for everyone to enjoy.



Source: City of Melbourne

**Design Precedent**  
**NOHO PLAZA, LOS ANGELES**

As part of a City-wide effort to convert underutilized roadways into vibrant community places such as parklets, plazas, and bike corrals, an alleyway was transformed into NoHo Plaza. The installation and maintenance is a collaborative funding effort between the NoHo Business Improvement District and LADOT.



Source: Project for Public Spaces



than existing streets.

However, similar to the Breckenridge-to-Troy Pedestrian Alley, the 141 W Nine Mile Pedestrian Alley contains three parking spaces and is used by service vehicles. If both of these users must still access the space after activation, the first task must be to clearly define and mark circulation routes by user to reduce conflicts between pedestrians and vehicles. Adding bollards, signs, and other design features can help make it clear who the intended alley user is and direct them appropriately. Secondly, utilities and waste receptacles should be consolidated and screened as much as possible.

Next, providing good lighting is imperative to maintaining safe alley environments. Well-lit alleys discourage crime, encourage pedestrians, and can introduce artful elements. When choosing lighting, dark sky compliant fixtures should be selected to adhere to the City’s goal of reducing light pollution.

Along with safety, wayfinding, lighting, and other design features, showcasing the District’s brand can emphasize that users are entering a unique space. Naming alleys is also an important way of identifying them. Alleys with names, art, businesses, public landmarks, or points of interest that can be indicated on maps are more utilized than alleys that don’t have these characteristics. Through the simple act of giving alleys names and placing plants and site furnishings in them, an invitation is offered to the rest of the City to enter. An alley’s clean, blank walls also provide large canvases for murals and artwork from local artists, emphasizing a community-oriented design.

Another activation element is paving materials. Currently, the alley presents a wide and level concrete base, but new paving can make some of the highest impacts in alley improvements. It is important to choose new pavers for their environmental impact, material, and strength, as well as color and style. With this alley still potentially being used by service vehicles, materials should be strong enough to

withstand the loads of necessary trucks. Permeable pavers should also be considered to allow water to drain into the ground, filtering and retaining runoff instead of conveying polluted water into the street drains.

**P. POST OFFICE ACTIVATION**

*(See graphics on page 140)*

With the completion of the dot, W Troy Street at Woodward becomes a significant arrival point for Downtown visitors coming by vehicle. However, there currently is an absence of branding or announcements identifying this area. Even prior to the dot’s completion, directional signage has not been found to notify visitors of a main public parking lot located on W Troy Street. For visitors traveling north-bound on Woodward, this would provide crucial information as they would be able to use the median cut-through and avoid using the much busier W Nine Mile to get to parking. Now with the dot’s completion, there is not only an opportunity for such wayfinding for parking, but also signage to brand and announce a new and improved destination of Downtown Ferndale.

Beyond the improvements to the public right-of-way, the area surrounding and adjacent to the United States Post Office building is unmemorable as no improvements have been made to the pedestrian environment even though there is a substantial amount of lawn area. The parking lot is also not properly screened diminishing the current and proposed improvements to W Troy Street. Partnerships with the Post Office to incorporate parking lot screening as well as passive activation to the pedestrian environment could help mark this gateway while also reflecting the Ferndale identity. •





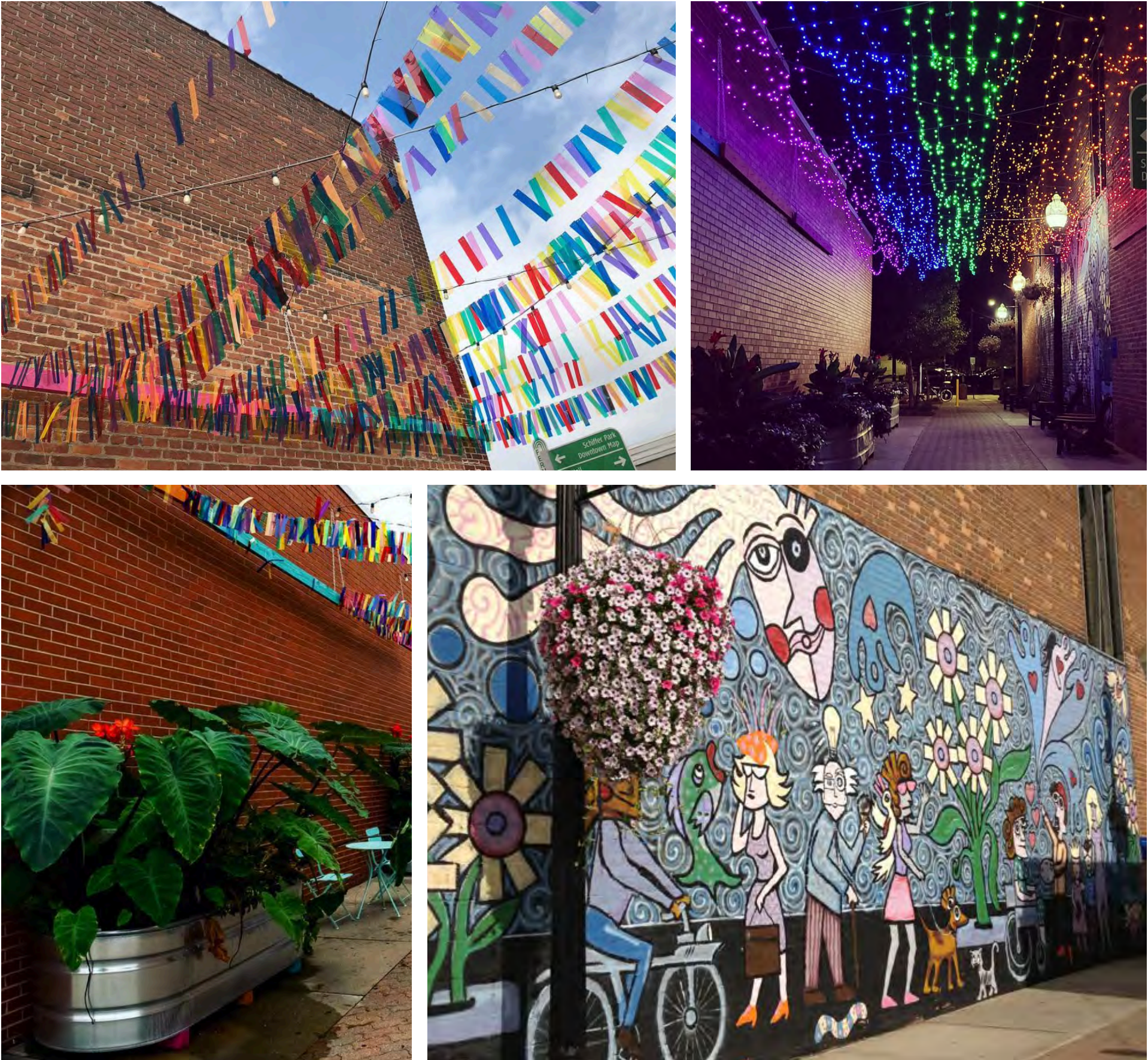




Source: Edge Design Associates



N. W NINE MILE-TO-TROY PEDESTRIAN ALLEY | EXISTING CONDITIONS (GOOD)



| EXISTING CONDITIONS (NOT SO GOOD)









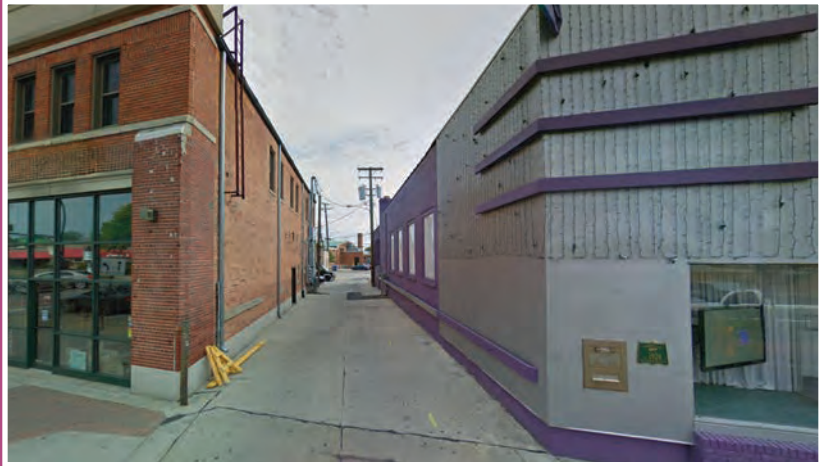






LEGEND

- |   |  |   |   |   |   |
|---|--|---|---|---|---|
| 1 | Name and identify alley with signage and branding        | 4 | Resurface alley for accessibility and proper drainage | 7 | Use overhead elements for activation where space is limited |
| 2 | Activate blank building facades with mural               | 5 | Allow alley to serve multiple users                   | 8 | Include directional wayfinding                              |
| 3 | Using plant material soften space and make more inviting | 6 | Clearly define circulation routes based on users      |   |   |



EXISTING CONDITIONS







# WOODWARD AVE PROJECT DISTRICT

The Woodward Avenue Project District aims to restructure Woodward Avenue to create meaningful change that will improve circulation and walkability, increase development opportunities, and further support Downtown Ferndale.

The components of this project district are:

- Q. Woodward Avenue Redesign
- R. Woodward Avenue Mid-Block Crossings
- S. Woodward 'Bridging Districts' Intersection
- T. Woodward Avenue Development Density

## Related Planning and Development Efforts WOODWARD AVE PROJECT DISTRICT

### MLUP L1.5

Consider creating design standards and guidelines for commercial corridors.

### MLUP L1.6

Identify areas of the City where change towards a walkable, mixed-use urban pattern is anticipated and would be appropriate for future form-based code.

### MLUP E6.1

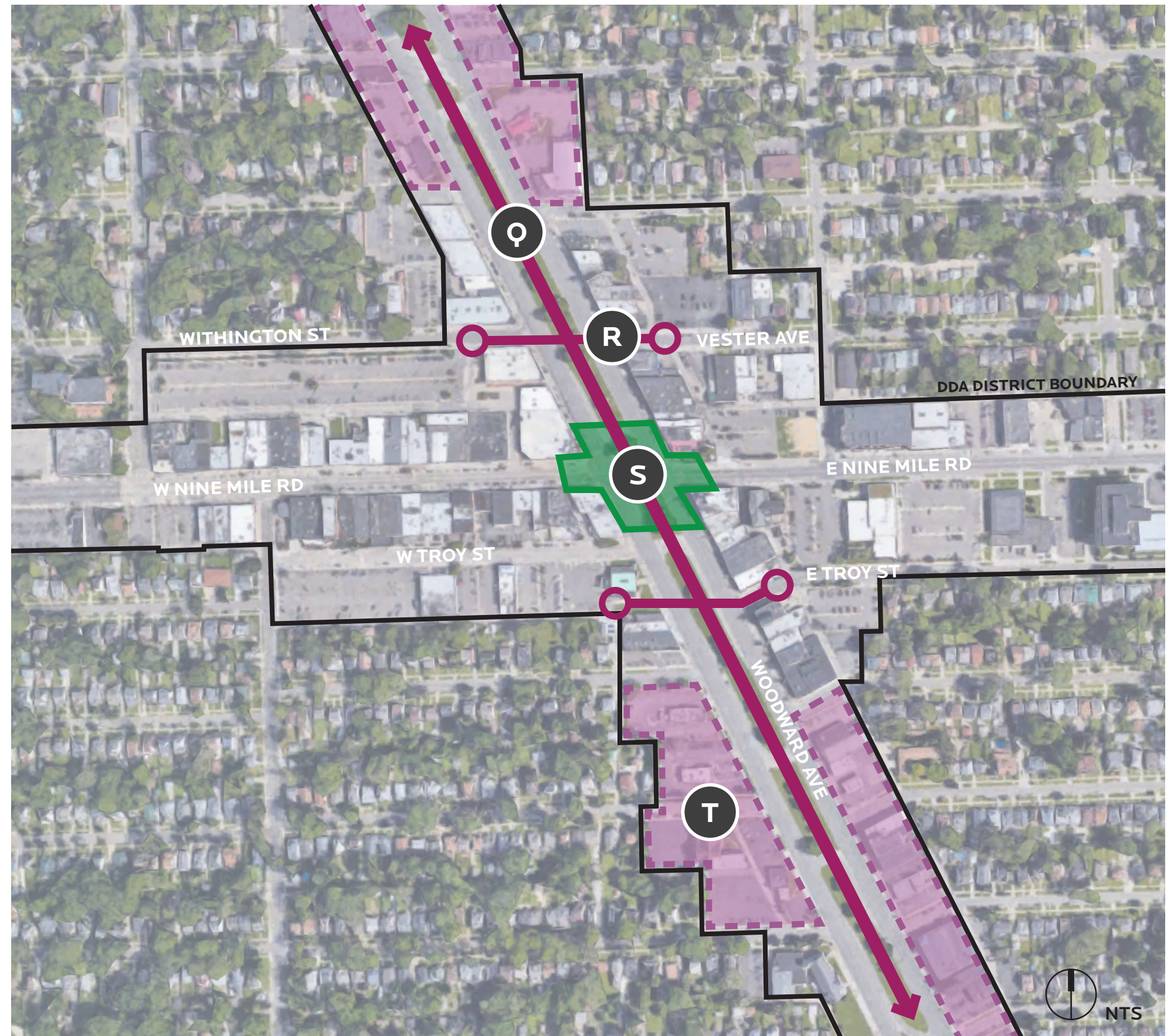
Identify pilot programs for placemaking in targeted areas.

### FERNDAL MOVES! (2014)

### WA3 COMPLETE STREETS PLAN (2015)

### BICYCLING & WALKING SAFETY AUDIT (2019)

## OVERVIEW MAP





Q. WOODWARD AVENUE REDESIGN

(See graphics on pages 144-145)

Woodward Avenue is an iconic urban scenic byway and the spine of the Detroit metropolitan region. It also represents a main corridor for several communities including Ferndale. However, its width and heavy traffic count effectively bisects the Downtown District into two sides, east of Woodward and west of Woodward. Separated by a 200-foot right-of-way and fast-moving vehicles, the division created by Woodward limits a Downtown strategy that acts as a cohesive whole and hinders the amount of non-motorized users. Nevertheless, using the recommendations presented in the WA3 Complete Streets Plan and the recently completed Woodward Avenue Bicycling and Walking Safety Audit, a future Woodward is envisioned that embodies a livable, walkable, pedestrian- and transit-friendly multi-modal corridor.

The current road layout consists of eight vehicle travel lanes, a 60-foot-wide median, and six-foot sidewalks on both sides of the street. The wide roadway, with four lanes of traffic in each direction, encourages unsafe speeds and creates an intimidating barrier for pedestrians and cyclists. The narrow separation between the sidewalk and traffic also makes the environment louder and less pleasant for people walking along the sidewalk or dining outside. Thus, the first major step of the redesign would be to reduce the vehicle travel lanes to six, promoting safer speeds and making merging easier for drivers.

This reduction would also allow this segment of Woodward to be redesigned as a multi-way boulevard with dedicated bike lanes, an element the current design does not support. Generally, only the most confident and experienced cyclists can be found biking in the street while all other cyclists take to the sidewalk, which is already limited in space. Now, with enough roadway for a two-way separated bike lane on either side of Woodward, cyclists can access a more intuitive and comfortable corridor.

A three-foot buffer and curb is suggested to separate the

bicycle tracks from on-street parking. This should include low landscaping to create an additional element of visual comfort between cyclists and vehicles. This type of barrier can also be acheived between cyclists and pedestrians by including frequent landscape buffers between the bicycle path and pedestrian sidewalk, preventing cyclists from accessing the sidewalk at full speed.

Despite the wide right-of-way, the existing sidewalks are fairly narrow and crowded between the high volume of users and the placement of street furnishings. Some outdoor patio spaces for restaurants along Woodward also create accessibility issues by eating into much of the sidewalk width. However, with the aforementioned recommendations, the sidewalk would be expanded from its current six-foot width to ten feet, creating a more comfortable cooridor.

R. WOODWARD AVENUE MID-BLOCK CROSSINGS

(See graphics on page 146)

With or without the Woodward Avenue redesign, there are limited opportunities for pedestrians and cyclists to safely and comfortably cross Woodward. While the road diet would reduce the width and speed of traffic, Woodward still creates a major barrier for Downtown visitors wanting to experience the entire District on both sides of the street. Yet within the Downtown District, there are currently only four signalized crosswalk locations crossing Woodward. They are located at Cambourne, Nine Mile, College/Pearson, and Marshall. This means pedestrians must walk long distances in order to cross the street. Instead, unsafe crossing behavior is frequently witnessed, with pedestrians choosing to cross at unsignalized locations close to their destination rather than having to travel thousands of feet out of their way.

To alleviate this hazard and inconvenience, mid-block crossings are suggested throughout the Woodward Avenue corridor, but especially at Vester Avenue and Troy Street. These are identified as key locations where a high amount of unsafe crossing behavior is witnessed due to the distribution of bars, restaurants, and entertainment venues in this area.

These locations also offer opportune circulation paths between project districts identified in this document, such as connecting the Vester Ave Project District to Withington St Project District or connecting the West Troy St Project District to the southern entrance of the Breckenridge-to-Troy Pedestrian Alley.

S. WOODWARD BRIDGING DISTRICTS INTERSECTION

(See graphics on page 147)

Intersections are a critical aspect of street design as they are the point where vehicle, bicycle, and pedestrian movements converge. The intersection at Woodward and Nine Mile, in particular, is also a critical aspect of Downtown Ferndale's success as it links the east and west districts. It represents the center of Downtown and, in turn, produces higher levels of pedestrian activity extending to Downtown businesses in

Design Precedent  
EAST 55TH STREET, CHICAGO

East 55th Street demonstrates the effectiveness of a road diet for multiple modes of transporation. This road diet reallocated travel lanes to add protected bike lanes and a redesigned bus lane, which has ensured efficient bus operation while also providing a safer environment for all other modes of transportation.



Source: People for Public Spaces



each direction. Yet, as conveyed by users and stakeholders, the intersection does not ease the division felt by businesses on either side of Woodward, and even with recent upgrades, remains unattractive.

Observations have shown that the current signal timing is not long enough for most pedestrians to cross the entire street at once. Instead, they must wait in the median for the next signal cycle to cross the second half of Woodward. It may become easier for more pedestrians to make it across in one signal cycle through the proposed road diet, but, prior to these infrastructure changes, the signal timing should be updated to extend crossing time across Woodward and to shorten crossing time across Nine Mile as suggested by the Bicycling and Walking Safety Audit.

In terms of materials, the crossings are currently marked

with standard transverse line crosswalks. They also have stamped material to resemble brick work between the transverse lines, which is in varying states of disrepair. Due to its inability to withstand the heavy traffic loads and to relieve the financial burden it places on the DDA, the crosswalks should be replaced with standard asphalt and high-visibility stripes that can be enhanced with sidewalk murals or other accent elements that can be maintained more easily.

Successful intersection design should address all mobility and safety goals as well as opportunities to enhance the public realm. As such, several elements should be added to accomodate Downtown visitors of all ages and abilities. First, Accessible Pedestrian Signals should be installed at all crosswalks at the intersection to assist those who are visually-impaired or blind. Second, while the pedestrian islands incorporate public art and historic markers, they should also include shade elements to protect those who must wait for a second signal cycle from inclement weather.

To signify the importance of this intersection in linking two hemispheres of the Downtown District, large, monumental art pieces should be installed that can be easily identified by drivers and pedestrians. This may include a giant mural encompassing the entire intersection or a series of pillars placed at each corner of the intersection, similar to the Woodward Avenue lighted tributes. Again, the intention is to establish a sense of identity that clearly states to first-time visitors or long-time residents that Downtown Ferndale is not limited to W Nine Mile or E Nine Mile, but that it is one cohesive district.

**T. WOODWARD AVENUE DEVELOPMENT DENSITY**

*(See graphics on page 148)*

As a well-known highway, development along Woodward Avenue has long been auto-oriented. These sites almost entirely prioritize automobiles over pedestrians in both form and function. Buildings tend to be set back from the street, and sites typically lack an urban edge. Many of these sites, such as gas stations, drive-through businesses, strip malls,

and auto shops, provide important services or functions, but physically lack the form-based design qualities that facilitate walkability. Furthermore, the myriad of low-rise buildings on Woodward detract from the area’s potential to be more dense and urban feeling. Thus, to create a walkable, pedestrian-oriented, and dense urban environment, the DDA should work with the City to develop form-based codes that promote increased density and pedestrian-oriented form along the corridor.

Reinforcing the urban edge should also be promoted. This approach introduces a street edge in the absence of a building wall when a building is set back substantially from the front property line or a parcel does not have a building, as in the case of a parking lot. Creating an urban edge in the form of a low wall, landscaping, and seating areas along the street edge can provide definition between the public and private realm, resulting in a more comfortable, safe, and attractive pedestrian environment. Well-designed urban edges will enhance the continuity of the street wall along the corridor, contributing to a more vibrant public realm and commercial environment.

While vacant parcels are the norm along this stretch of Woodward, infill can be used to place new development on vacant or undeveloped properties. New construction should be designed to sensitively relate to the context of its surroundings while also embracing the opportunity to incorporate contemporary elements of pedestrian-oriented design such as larger windows, taller ceiling heights, and sustainable materials. Well-designed infill will seamlessly fit into the existing area and create a more continuous street wall, contributing to a pleasant pedestrian experience and reinforcing a sense of place. •

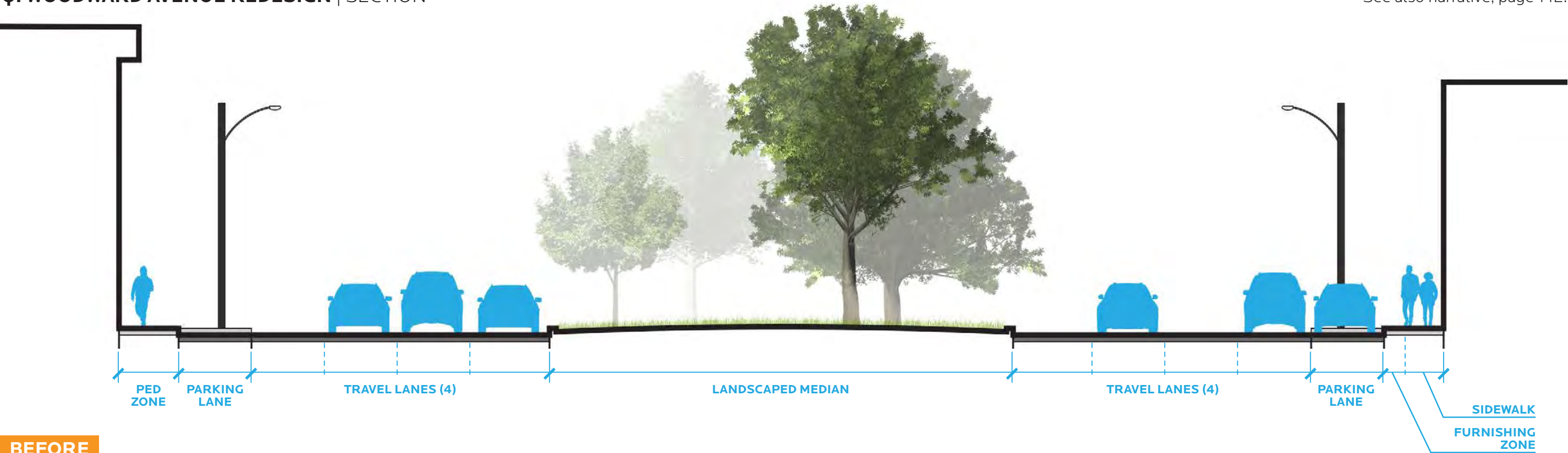
**Design Precedent**  
**INTERSECTION REPAIR INITIATIVE, PORTLAND**

A community organization called City Repair Project transforms ordinary intersections into vibrant public spaces by painting giant murals onto intersections. One of the primary objectives of the Intersection Repair Initiative is to reclaim the street as a shared public space and as an important venue for local culture.



Source: Projects for Public Spaces





BEFORE



AFTER





LEGEND

- 1

Existing eight (8) vehicle travel lanes reduced to six (6)
- 2

Dedicated transit lanes placed in existing landscaped median
- 3

Enhanced pedestrian zone
- 4

Two-way raised bicycle track adjacent to sidewalk
- 5

On-street parallel parking
- 6

Buffer placed between on-street parking and bicycle track
- 7

Mid-block crossing
- 8

Mature street trees in planters or in grates placed 40 feet apart

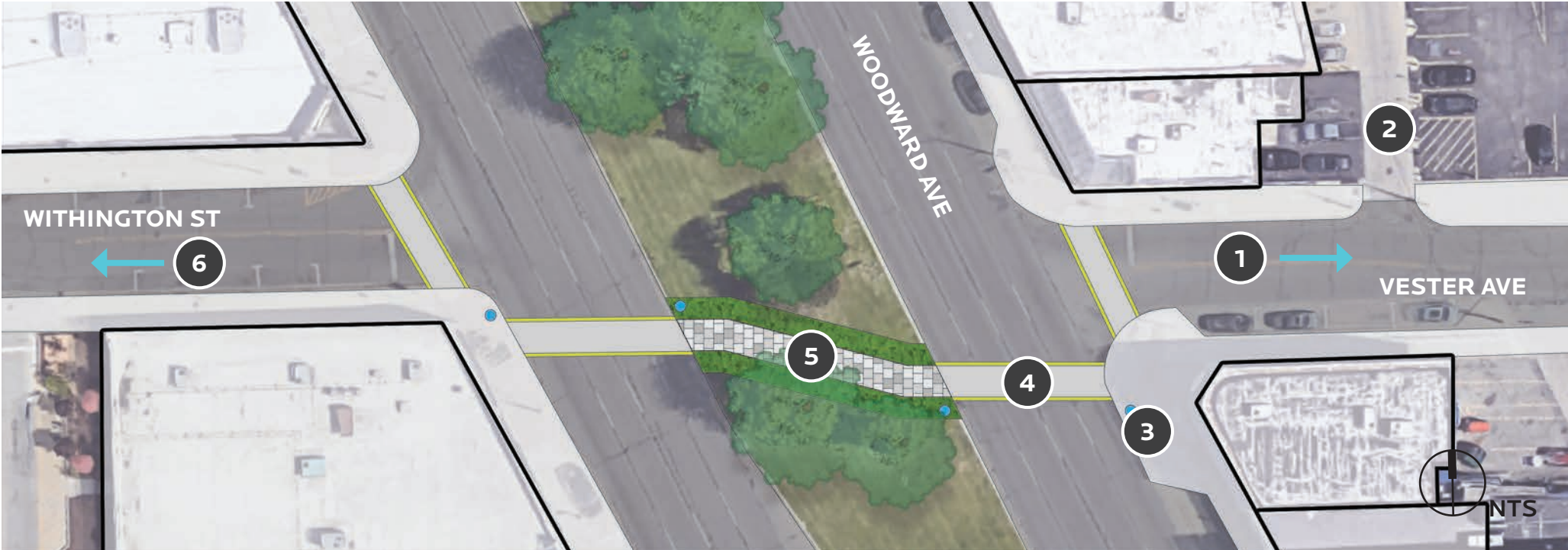
Note: The above rendering was developed by WA3 as part of their Woodward Avenue Complete Streets Master Plan which looks at the entire 27-mile corridor from Detroit to Pontiac. While it does not reflect all recommendations discussed in the Woodward Avenue Redesign narrative, it demonstrates design alternatives when envisioning Woodward’s future. It was completed in 2015.



EXISTING CONDITIONS

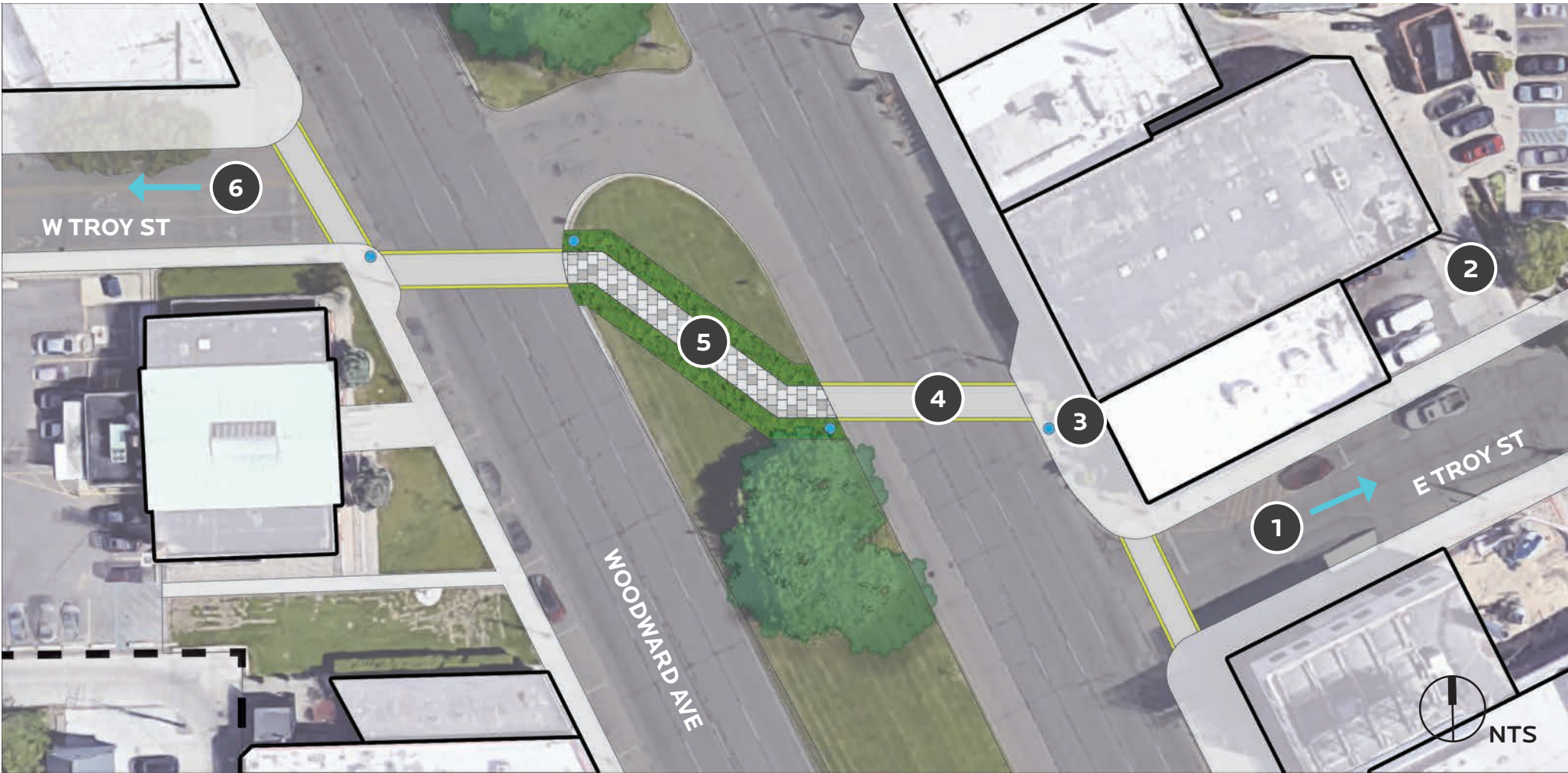


R. WOODWARD AVENUE MID-BLOCK CROSSINGS | CONCEPT PLAN



LEGEND

- 1 Leads to Vester Avenue Development Hub and parking opportunity
- 2 See Breckenridge-to-Troy Pedestrian Alley
- 3 Increase safety and visibility with signage and user-activated signal lights
- 4 Stripe mid-block crossing with high-visibility pavement markings
- 5 Make connection through median more appealing with plantings
- 6 Leads to Withington Lot Development Hub and parking opportunity



LEGEND

- 1 Leads to Library Courtyard and City Hall Civic Park
- 2 Breckenridge-to-Troy Pedestrian Alley
- 3 Increase safety and visibility with signage and user-activated signal lights
- 4 Stripe mid-block crossing with high-visibility pavement markings
- 5 Make connection through median more appealing with plantings
- 6 Leads to Troy Street Development Hub and parking opportunity

See also narrative, page 142.



S. WOODWARD ‘BRIDGING DISTRICTS’ INTERSECTION | PRECEDENT IMAGERY

See also narrative, page 142.









# LIVERNOIS @ NINE MILE PROJECT DISTRICT

The Livernois @ Nine Mile Project District focuses on creating a new and improved connection that leverages existing assets and future opportunities.

The components of this project district are:

- U. Livernois Re-Connection
- V. Red Ram Pocket Park
- W. Livernois Development Hub

## Related Planning and Development Efforts LIVERNOIS @ NINE MILE PROJECT DISTRICT

### MLUP R2.1

Continue to explore options for designated open spaces Downtown.

### MLUP T2.2

Connect Livernois between W. Nine Mile and Withington.

### MLUP T4.1

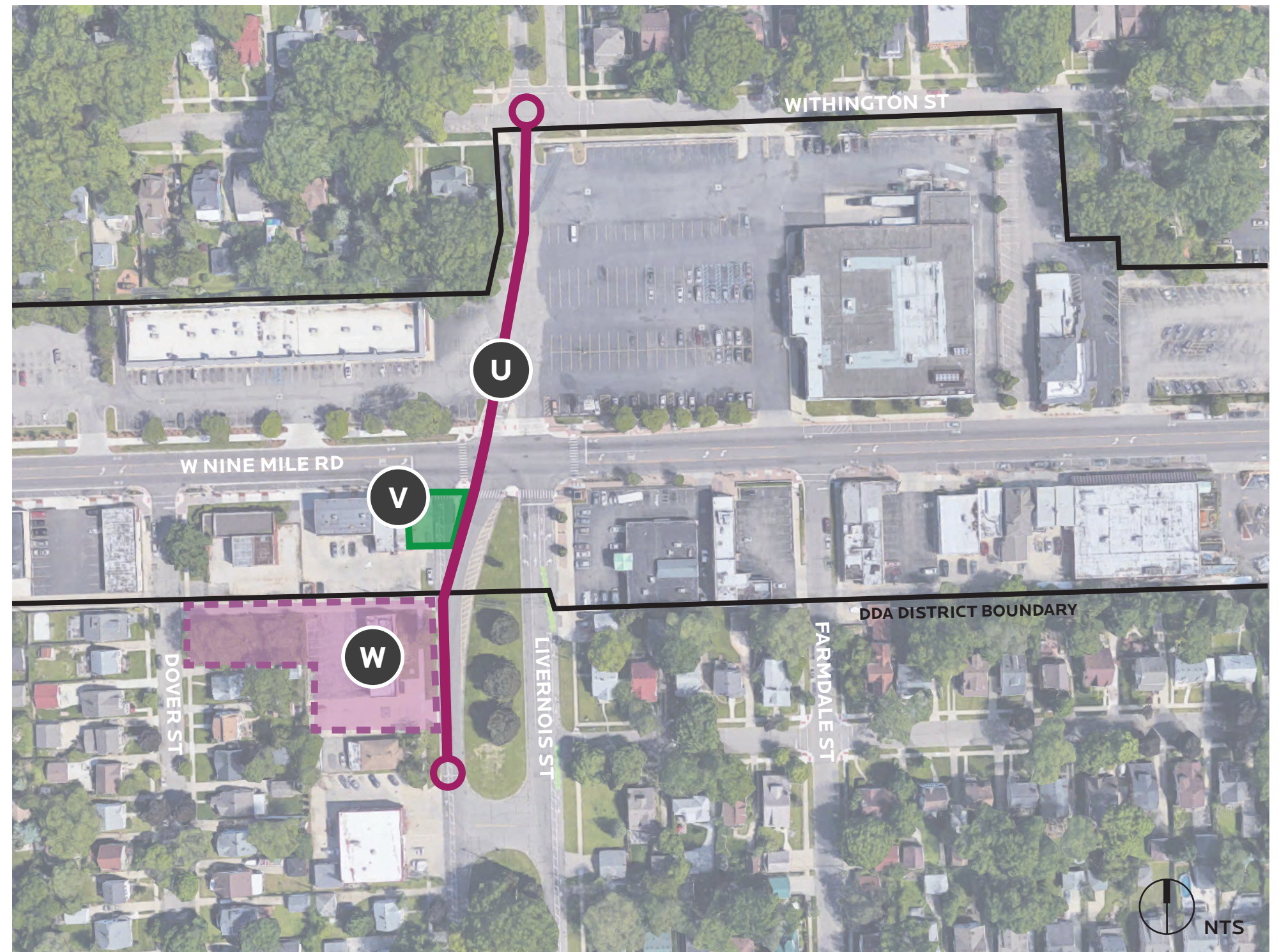
Support a complete bike network in Ferndale and between neighboring communities.

### MLUP E6.1

Identify pilot programs for placemaking in targeted areas.

**WAYFINDING & SIGNAGE MASTER PLAN (2010)**  
**FERNDALE MOVES! (2014)**

## OVERVIEW MAP





U. LIVERNOIS RE-CONNECTION

(See graphics on pages 152-155)

In 2018, the segment of Livernois Street that stretches from Eight Mile Road to W Nine Mile was resurfaced with a number of new improvements that kept with best practices in street design. These improvements included protected bike lanes, striped on-street parking, mid-block crossings, curb extensions, and bicycle boxes. However, these improvements stop at W Nine Mile, as in its current state, Livernois between W Nine Mile and Withington cuts through the parking lot of Ferndale Foods. Although Livernois continues north of Withington, this one block section has long been closed as a privately owned parcel.

The intersection of Livernois and W Nine Mile is unnecessarily complicated for a three-way intersection. Even though drivers are not supposed to use the parking lot as a cut-through, it is often observed. Also, those unfamiliar with Downtown turn into the lot when they are not supposed to, confused by the strange transition. This division creates a stressor in the circulation network for all users trying to visit, transverse through, or leave Downtown.

The DDA should work to reestablish this segment of Livernois as a right-of-way to create a more pedestrian-friendly environment and connected street network. A thoughtful redesign would significantly improve the public realm, provide clarity for motorists, enhance safety, and possibly result in a developable retail site. The DDA should also consider green infrastructure and other amenities that can help further the community’s sustainability goals when rethinking this corridor connection.

Suggested design recommendations include both short-term and long-term solutions, as converting a portion of a parcel into a right-of-way would take time and have financial implications. Short-term strategies would include installing barriers to control ingress and egress of the Ferndale Foods parking lot, and temporarily painting shared bike lanes to designate circulation users. Activation strategies should

be employed at both entrances of the lot similar to those suggested for pedestrian alleys. This includes wayfinding, landscaping, and public art to signify the route and to control traffic speeds.

Once established as a public right-of-way, long-term strategies are illustrated in the Concept Plan. This includes creating designated paths of travel to allow for predictability of shared traffic and creating an identifiable edge condition to the parking lot. By removing drive aisle openings, points of entry are controlled limiting the amount of potential collision points between cyclists and vehicles. Temporary bikes lanes would also be replaced with permanent markings for both northbound and southbound circulation.

V. RED RAM POCKET PARK

(See graphics on pages 156-157)

The Livernois road resurfacing project resulted in another improvement, a new green space at the corner of Livernois and W Nine Mile adjacent to Joe’s Liquor Store. It was created by reclaiming one of the split lanes for southbound Livernois traffic and features a large bike parking area, two new trees, and the iconic Red Ram statue and plaque, all of which are surrounded by turf. This space offers a key element to improving the public realm and pedestrian experience as it sits in the middle of an auto-oriented development cluster of Downtown where buildings tend to sit back from the property line and parking lots are at the forefront. However, lacking several basic public amenities, the space acts more as a large open planter instead of reaching its full potential as an urban pocket park.

Pocket parks tend to act as scaled-down neighborhood parks and can meet a variety of needs. They have the potential to provide relief from the urban context, contribute to a sense of place, and provide comfort and a sense of well-being for users. This space, in particular, also offers a key ecological function as it transformed a large amount of hardscape into green space. This can help regulate the microclimates and increase the infiltration of runoff in this area through

Design Precedent  
TRAFFIC CALMING THROUGH PLACEMAKING

‘Tactical urbanism’ can be an effective placemaking tool for transforming a road into one that is more walkable and positive for economic vitality. Streets and neighborhoods with wider sidewalks, narrow streets, and on-street parking tend to slow traffic, creating a more welcoming environment for pedestrians.



Source: Fritz Architecture-Urbanism

permeable surface materials.

Since its sizing limits the amount of programming, it should be designed with the specific interests and needs of the contiguous community. Thus, to properly identify its main use, stakeholders should be involved during any redesign or park improvement process. That is, the nearby individuals, families, and businesses for whose use it is intended.

Independent of the programming, the current design lacks several basic public amenities that should be found in any pocket park such as seating, wayfinding, waste receptacles, and a diverse landscape palette. Seating options are a simple, yet important, feature that makes a space more inviting. Trees in particular can also support creating a comfortable environment by minimizing extreme heat or winds, providing shelter from rain, and improving acoustics



in the park area. Landscaping can include perennial beds for pollinators, and shrubs or accent trees to help buffer the noise of adjacent traffic. Furthermore, the bike parking area is much larger than is necessary taking up valuable space for other amenities.

**W. LIVERNOIS DEVELOPMENT HUB**

*(See graphics on page 158)*

Adjacent to the proposed projects being described are the newly constructed 1741 Livernois Condominiums. This luxury condominium project features eight two-story units on the former American Legion Hall property. While it sits outside the boundaries of Downtown, it signifies a shift in residential opportunities as described in the 2017 MLUP’s Future Land Use Map.

As the City and Downtown continues to grow, it should embrace and promote development that fits under the new proposed land use type labeled Urban Residential. This type of area would accommodate a greater mix of housing types including more dense residential development in the form of townhouses, duplexes, live-work units, and apartment buildings. These areas serve as a transition between Traditional Residential neighborhoods and more intense land uses such as Downtown.

With the recently completed and proposed improvements to Livernois, this area now possesses key elements that support a denser, walkable, livable Downtown. As such, it should be seen as a key location for future Urban Residential growth, and adjacent public spaces and amenities should be established and designed accordingly. •



U. LIVERNOIS RE-CONNECTION | CONCEPT PLAN



LEGEND

- 1 Reestablish public right-of-way with two-way traffic connecting W Nine Mile and Withington
- 2 Add designated bike lanes
- 3 Create focused point of entry into Ferndale Foods parking lot
- 4 Create edge condition to parking lots and incorporate buffers and screening
- 5 Connect new bike lanes to existing bike lane south of W Nine Mile

See also narrative, page 150.



EXISTING CONDITIONS





VIEW FROM W NINE MILE LOOKING TOWARD LIVERNOIS ST





LEGEND

- |   |  |   |   |   |  |
|---|--|---|---|---|--|
| 1 | Reestablish public right-of-way with two-way traffic | 3 | Create focused point of entry into Ferndale Foods parking lot | 5 | Screen parking lot   |
| 2 | Add designated bike lanes                            | 4 | Create edge condition to parking lots                         | 6 | Use street trees and street narrowing to reduce traffic speeds |



EXISTING CONDITIONS







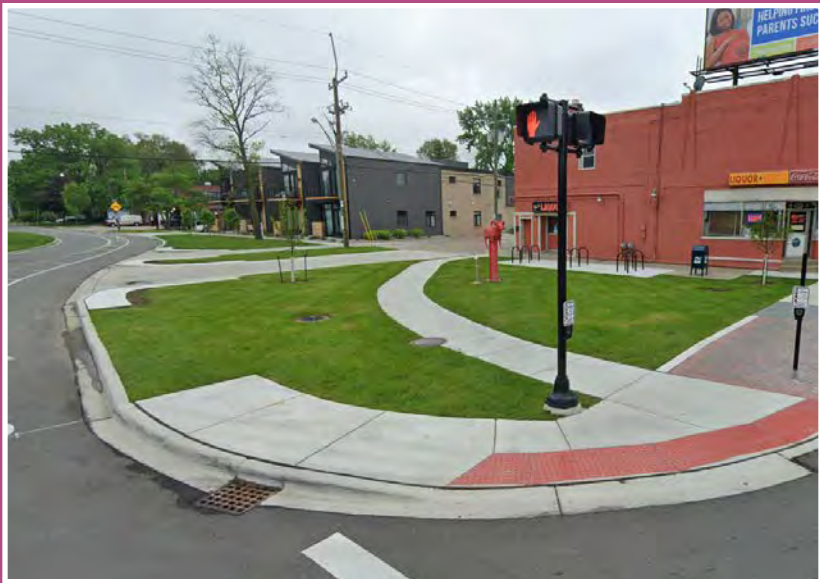
V. RED RAM POCKET PARK | CONCEPT PLAN



LEGEND

- 1 Recent traffic lane alternations to Livernois St
- 2 Red Ram sculpture
- 3 Tranform underactivated turf lawn into plaza space
- 4 Relocate bike parking
- 5 Add amenities and site furnishings including trash receptacles and benches
- 6 Opportunity for mural on blank facade
- 7 Create buffer between pocket park and vehicular traffic with trees or landscaping
- 8 See Livernois Re-Connection

See also narrative, page 150.



EXISTING CONDITIONS











# WEST GATEWAY PROJECT DISTRICT

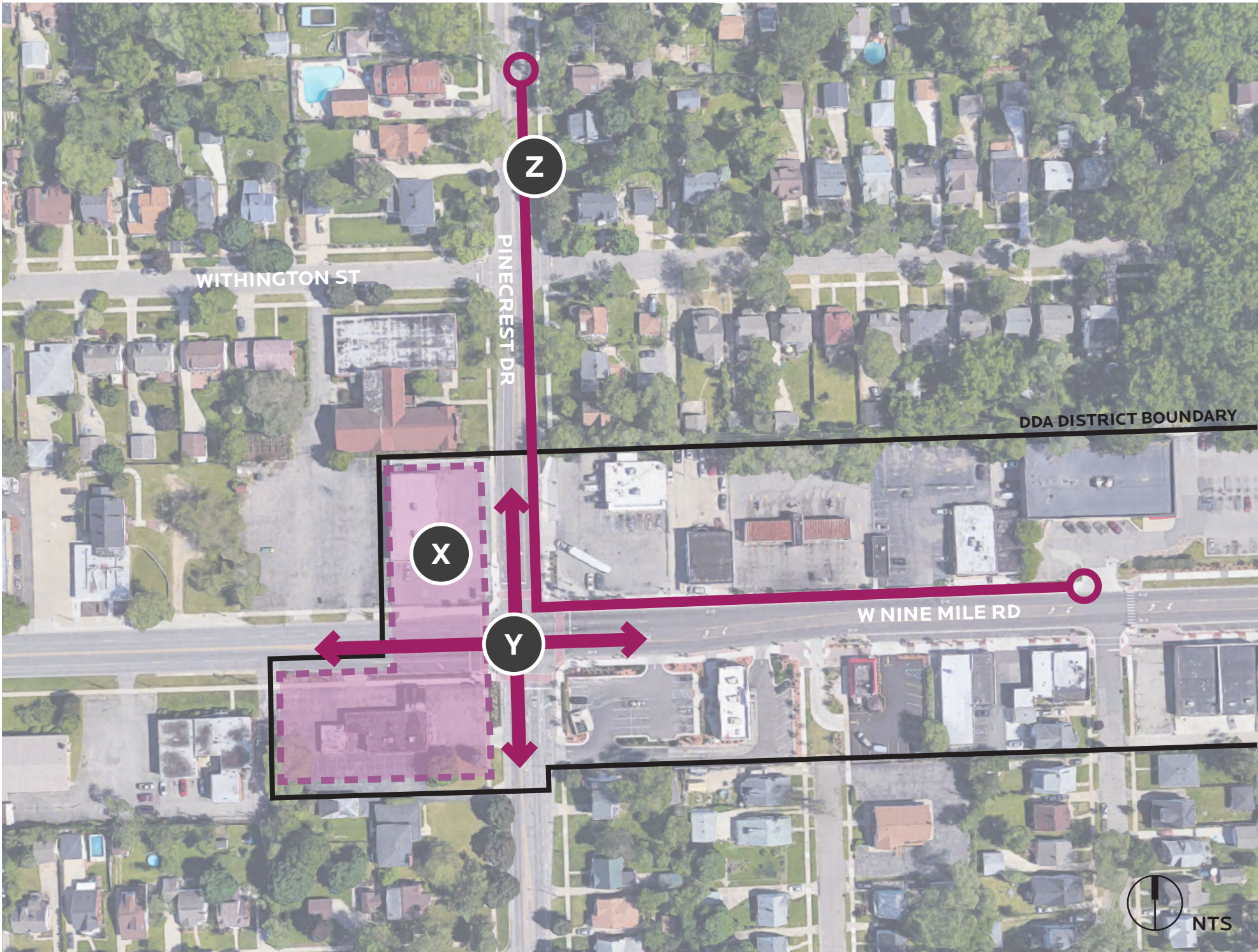
The West Gateway Project District envisions an improved pedestrian experience linking Downtown Ferndale to one of the City’s largest parks while also developing a memorable space that clearly signals to incoming visitors they have entered the Downtown area.

- The components of this project district are:
- X. West Gateway Development Hub
  - Y. W Nine Mile Gateway Design Elements
  - Z. Downtown-to-Geary Pedestrian Experience

Related Planning and Development Efforts  
WEST GATEWAY PROJECT DISTRICT

- MLUP L1.5**  
Consider creating design standards and guidelines for commercial corridors.
- MLUP E6.1**  
Identify pilot projects for placemaking in targeting areas.
- MLUP R2.2**  
Consider a Downtown community center presence.
- MLUP R2.3**  
Create a network of parks and non-motorized reroutes around Ferndale and between neighboring communities.
- WAYFINDING & SIGNAGE MASTER PLAN (2010)**
- BUSINESS RECRUITMENT STRATEGY (2016)**
- PARKS & RECREATION MASTER PLAN (2017)**

OVERVIEW MAP





**X. WEST GATEWAY DEVELOPMENT HUB**  
(See graphics on page 162)

The intersection at W Nine Mile and Pinecrest is an important marker to Downtown Ferndale serving as its westernmost gateway or entrance. It is the moment visitors are officially entering the District and being welcomed to all that it offers. But currently, the urban forms and occupancy rates of this threshold do not support such a role. Instead the first two structures within the Downtown boundary are vacant, and from here to Ferndale Foods, most buildings are primarily comprised of auto-related businesses, vacant structures, and fast food joints.

For example, both vacant structures adjacent to Pinecrest and W Nine Mile support auto-oriented urban forms with the parking located in the front and the buildings set back from the property line. Thus, they physically lack the form-based design qualities that facilitate walkability and also lack street frontage or an urban edge. In their current condition, auto-oriented properties and surface parking lots tend to diminish the pedestrian environment due to their lack of street wall, lack of visual appeal, and threats to pedestrian safety. Many surface lots are designed with priority to automobiles instead of pedestrians, featuring inappropriate signage, lighting, access, and circulation.

If the design of these lots are not addressed, this area of the corridor will continue to diminish users’ experiences in the commercial environment. Moreover, without an effort to improve the street edge, the West Gateway will struggle to enhance connectivity, safety, and pedestrian comfort. Finding tenants to fill the vacant properties is an important step in creating the West Gateway Development Hub, but the future rehabilitation of these buildings and organization of their sites could act as a transformational catalyst. If done successfully, it would convey the importance of transforming the rest of this segment of Downtown into a more pedestrian-oriented environment, adding incentive for walkability and more Urban Residential development.

There are two ways for these parcels to be addressed. First, if the building is rehabilitated, improvements should incorporate architectural elements that better facilitate retail use, such as larger windows, and improve the building’s sensitivity to its context and contribution to the pedestrian environment. The rehabilitated building should have a street level facade that creates a positive relationship between the building and the pedestrian realm. The typical components of an active street level facade include lots of windows, active entry doors, signage, and lighting, each of which contribute visual interest through activity, color, and texture, and can enhance public security and natural surveillance.

Beyond the building, the urban edge should be reinforced, which means introducing a street edge in the absence of a building wall when a building is set back substantially from the front property line. Creating an urban edge in the form of a low wall, landscaping, and seating areas along the street edge can provide definition between the public and private realm, resulting in a more comfortable, safe, and attractive pedestrian environment. Well-designed urban edges will enhance the continuity of the street wall along the corridor, contributing to a more vibrant public realm and commercial environment.

However, if a new structure replaces the existing building, it should be done in a way that conveys the principles of highly pedestrian-oriented urban forms. As such, parking should be located to the rear or side of a building and appropriately screened from the street to mitigate any negative impact. Vehicular site access should also be designed without compromising a safe pedestrian realm. This is achieved by designing access points that are clearly identifiable and placing them strategically to divert or prevent traffic from interfering with pedestrian paths minimizing conflicts between pedestrians and vehicles.

When envisioning future opportunities for this development, a case can be made that a Downtown community center presence could reside here based on its proximity to Downtown and Geary Park. Locating a space Downtown,

big or small, would increase visibility of the Recreation Department itself, offer an opportunity to showcase its activities, and provide a central location for people to check out programs being offered.

A second opportunity would be to establish a co-working space as the Downtown’s other two co-working spaces are also located at the periphery of the District. For example, PatchWork Collective is located at the southern entrance to Downtown on Woodward, and to the eastern boundary edge along E Nine Mile, there’s Incubizo. Both have shown to be successful enterprises and provide workers Downtown amenities, more parking flexibility, and more affordable office spaces as compared to office space in more dense areas of Downtown. Locating office space at Pinecrest and W Nine Mile may also attract restaurants, eateries, and other development besides gas stations and fast food restaurants.

**Design Precedent**  
**PONYRIDE, DETROIT**

Ponyride is a nonprofit committed to artists and entrepreneurs, by providing inexpensive workspace for them to work and share knowledge, resources, and networks. They offer them the opportunity to fail, develop, and mature, which in turn makes the City a better place to live, work, and prosper.



Source: LAAVU Architects



### Design Precedent LIBERTY STATION, SAN DIEGO

Centered on a foundation of strong arts and culture, Liberty Station is comprised of a number of districts, a promenade focused on non-profit activities, and educational, residential, hotel, and office districts. A strong branding strategy and entrance design creates a noticeable impact on visitors and passersby.



Source: RSM Design

## Y. W NINE MILE GATEWAY DESIGN ELEMENTS

(See graphics on pages 163-165)

As previously stated, approaching Downtown Ferndale from W Nine Mile can be an underwhelming experience. While this is exacerbated by the vacant buildings and urban forms, the public realm also lacks branding and a cohesive site improvement strategy. Crossing this intersection should serve as a threshold emphasizing the DDA's commitment to Downtown and the City of Ferndale. It should be palpable enough that motorists and pedestrians alike can feel and see the difference.

A main driver for establishing such a strategy is that unlike many other urban Downtowns whose limits are formed from a street grid that span several blocks in each direction, Downtown Ferndale rarely expands beyond the block

abutting Nine Mile Road or Woodward Avenue. As such, it is fairly easy to be driving down either of these long, monotonous corridors and completely missing the fact that one is within the Downtown Ferndale limits.

Until a major shift is made in the organization of the built environment within each parcel, all vehicular parking should be appropriately screened from the street to mitigate any negative impact it may have on the streetscape. Pedestrian amenities can also be placed adjacent to the street edge to screen parking and to activate the public realm. Such opportunities may include seating for the adjacent establishment or a pocket park. Currently, landscaping improvements have already been made to the Taco Bell parking lot and the vacant laundromat lot, but this treatment should be applied to the other adjacent parcels.

Again, to emphasize its importance, site improvements and the design of this area of the public realm should be bold and iconic. The goal is to be able to engage all visitors whether they are approaching by car or on foot. This could include the same design treatments that are proposed at the Woodward and Nine Mile Intersection such as pillared art forms or a large mural spanning the entire intersection. Like the Woodward and Nine Mile Intersection, the brick stamped crosswalks should be removed and replaced with something more durable as their poor quality and short lifespan is already documented.

While the W Nine Mile Gateway is the only threshold that is identified through these recommendations, the DDA should strongly consider applying the same design elements established here to all gateways and major thresholds of Downtown Ferndale. This can help develop a strong and noticeable branding effort and set the District apart from the adjoining communities along both corridors.

## Z. DOWNTOWN-TO-GEARY PEDESTRIAN EXPERIENCE

(See graphics on page 166)

Another reason the West Gateway represents such an

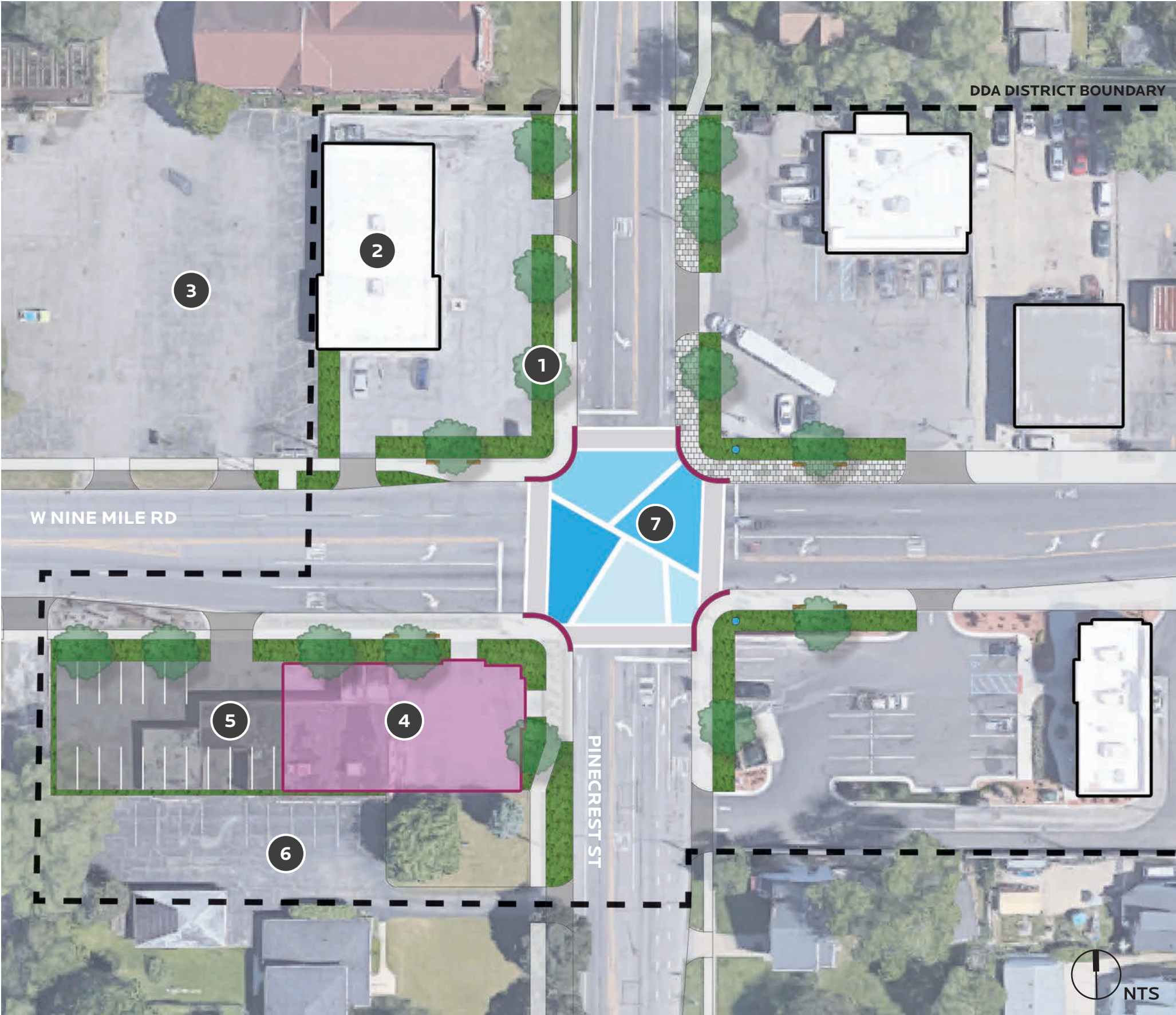
important threshold is that it also links Downtown Ferndale to Geary Park which has seen notable improvements over the past year. Until a large park is established within the Downtown District, Geary Park is the closest location to downtown to host larger events. Yet, there is nothing indicating the park's close proximity, not even directional signage.

While promoting the internal assets that the District has to offer users and visitors is important, it is also beneficial to acknowledge neighboring resources. Connecting the Downtown circulation network with the network of open spaces and recreational assets can unify Ferndale as a whole, connect amenities across the City, promote healthy living, and increase visibility of all parks including Schiffer Park. It also shows future business owners and visitors the full scope of amenities Downtown has to offer.

To promote the parks in proximity to Downtown, a successful wayfinding system would visually help people navigate from place to place. Wayfinding might also include information about what each park offers, such as an exercise trail or playground. A connected network would provide more exposure to all of the City's parks and facilities. However, wayfinding should not conflict or add visual chaos to other signage and wayfinding systems found in Downtown. •



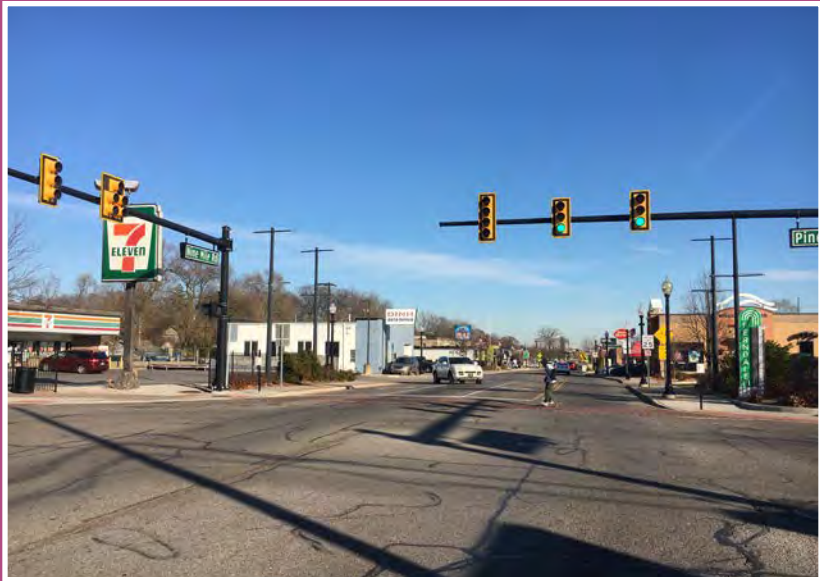
X. WEST GATEWAY DEVELOPMENT HUB | DIAGRAM



LEGEND

- 1 Screen surface parking lots with landscape buffer
- 2 Find tenant for vacant Payless Shoes or consider civic use due to proximity to Geary Park
- 3 Church parking lot could serve as overflow parking lot
- 4 Demo vacant Sun Brite Cleaners, and place new building at forefront of site
- 5 Place parking lot behind new development with proper screening
- 6 Screen parking lot for 1725 Pinecrest
- 7 See West Gateway Design Elements

See also narrative, page 160.



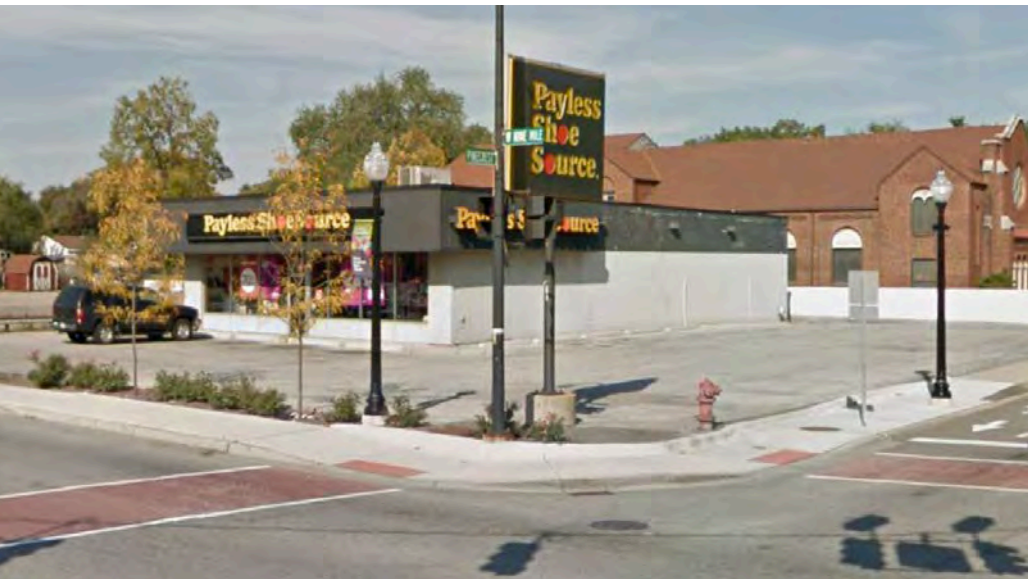
EXISTING CONDITIONS



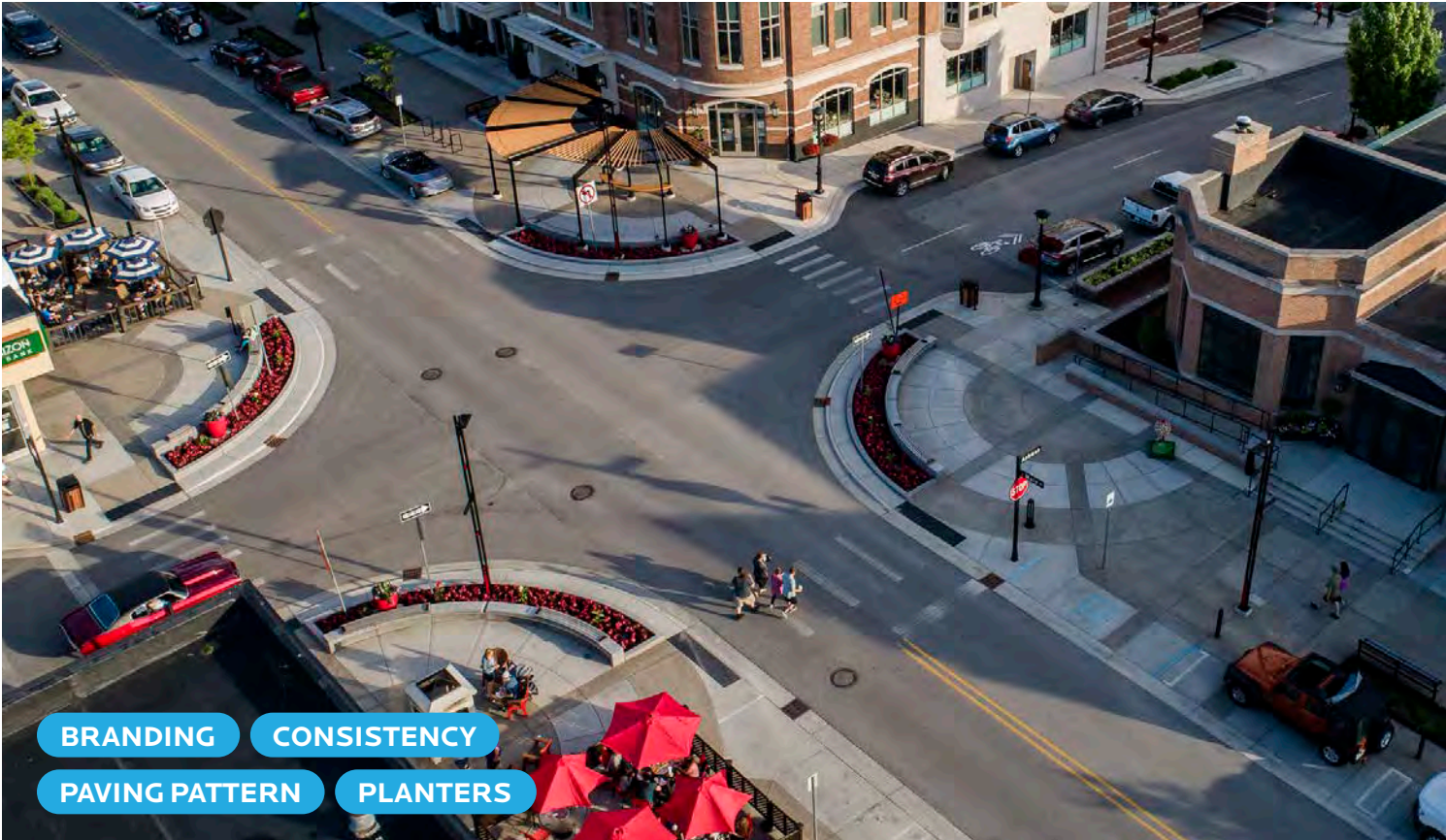
Y. W NINE MILE GATEWAY DESIGN ELEMENTS | EXISTING CONDITIONS (GOOD)



| EXISTING CONDITIONS (NOT SO GOOD)

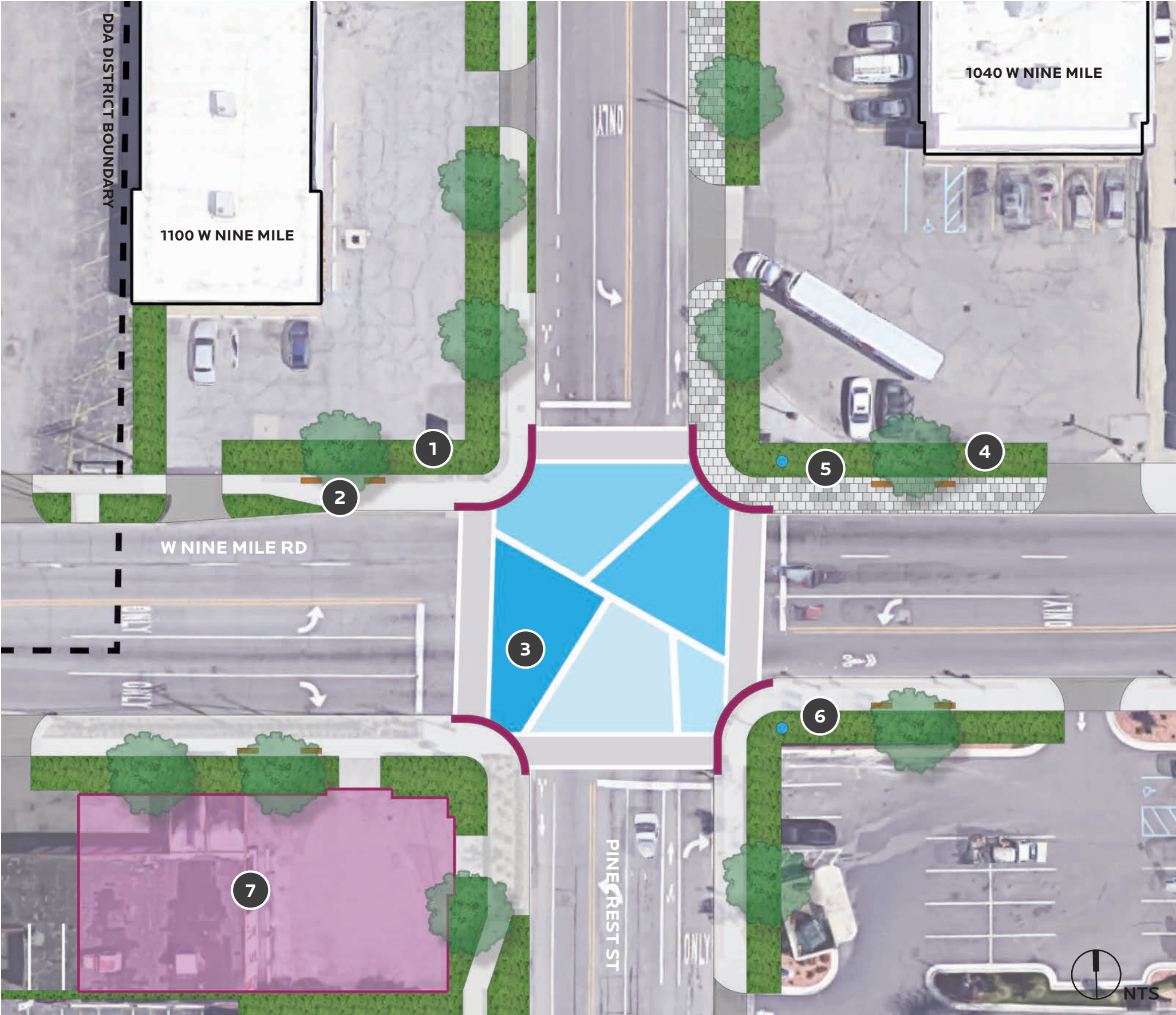








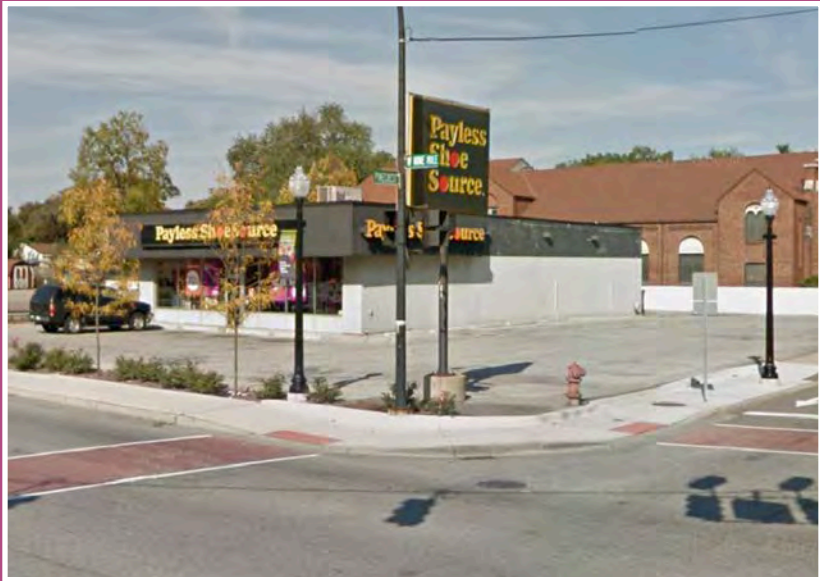
Y. W NINE MILE GATEWAY DESIGN ELEMENTS | DIAGRAM



LEGEND

- 1 Create symmetrical landscape design to emphasize intersection
- 2 Add appropriate site furnishings
- 3 Create iconic intersection design notifying visitors they have entered Downtown District
- 4 Utilize landscape buffer as screening element for surface parking lots
- 5 Highlight route to Geary Park through sidewalk treatment or wayfinding
- 6 Add iconic entrance signage
- 7 See West Gateway Development Hub

See also narrative, page 161.



EXISTING CONDITIONS





BRANDING SIGNAGE  
ANNOUNCEMENT



STREETSCAPE DISTINCT  
PUBLIC ART MEMORABLE



DIRECTIONAL VISIBILITY  
WAYFINDING AMENITIES



VIBRANT OVERHEAD  
SCULPTURE



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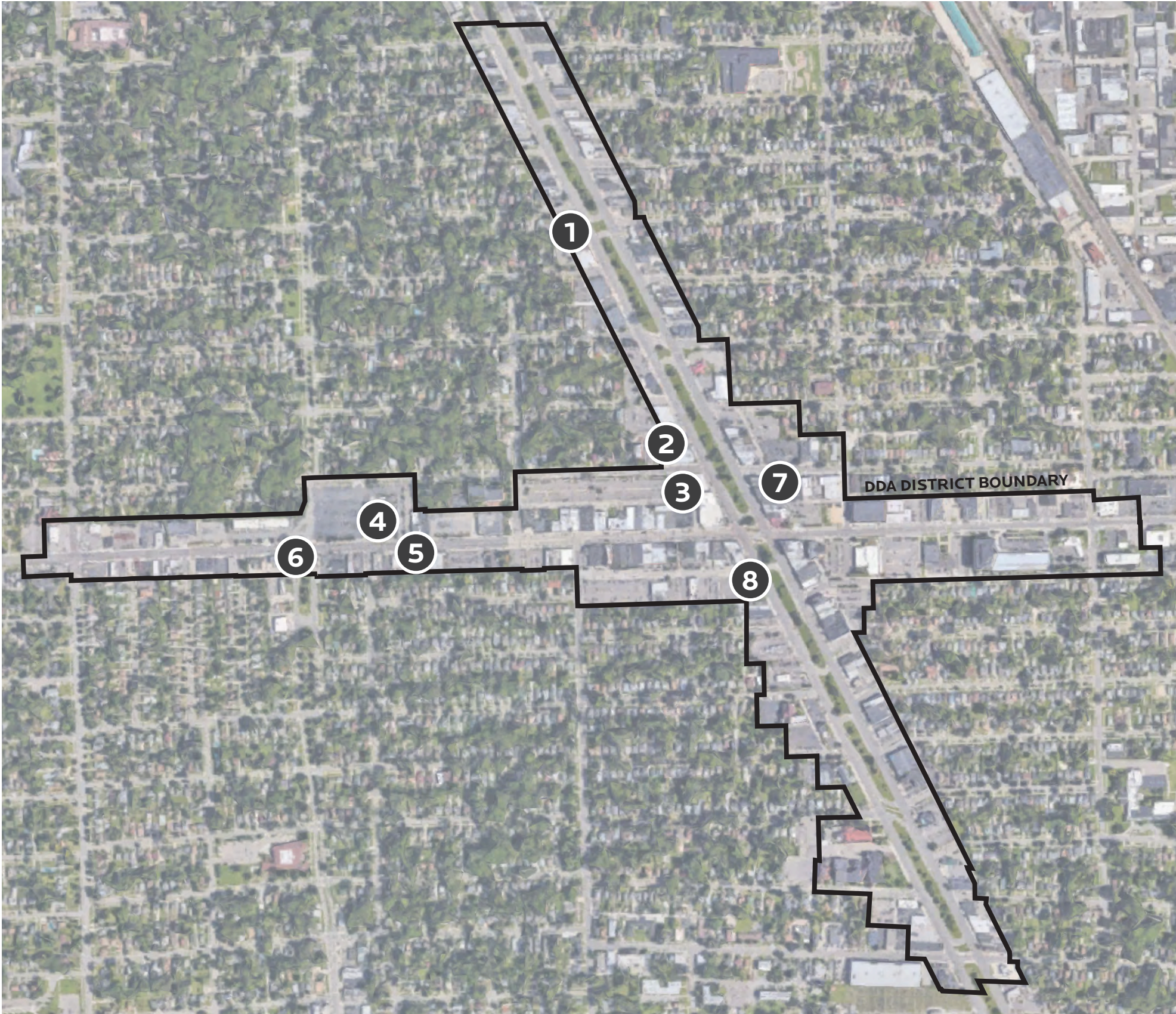
# ACTIVATED PUBLIC SPACES + EDDIES

Activated Public Spaces + Eddies identifies public spaces of various sizes throughout the Downtown fabric that should be strategically activated. The components of this project include previously mentioned pocket parks and pedestrian alleys as well as eddies and underutilized public spaces.

Related Planning and Development Efforts  
**ACTIVATED PUBLIC SPACES + EDDIES**

- MLUP E4.3**  
Promote opportunities for pop-ups and temporary retailers.
- MLUP E6.1**  
Identify pilot projects for placemaking in targeted areas.
- MLUP R2.1**  
Continue to explore options for designated open spaces Downtown.
- MLUP R2.4**  
Create a public art program for parks and public spaces.
- MLUP C4.3**  
Promote the use of permeable pavement and other options for limiting the amount of stormwater runoff.

OVERVIEW MAP





For each public space identified, a different activation strategy may be required as they are dependent upon many factors including the location, size, and adjacent land use of the area. Opportunities for activated public space may come in the form of pocket parks, urban plazas, pedestrian alleys, or small eddies to create artful moments of reprieve as well as designated public spaces offering a place for informal gatherings. These spaces should work together to ensure Downtown Ferndale provides quality open space in sufficient quantity and variety to meet the needs of Downtown workers, residents, and visitors. •

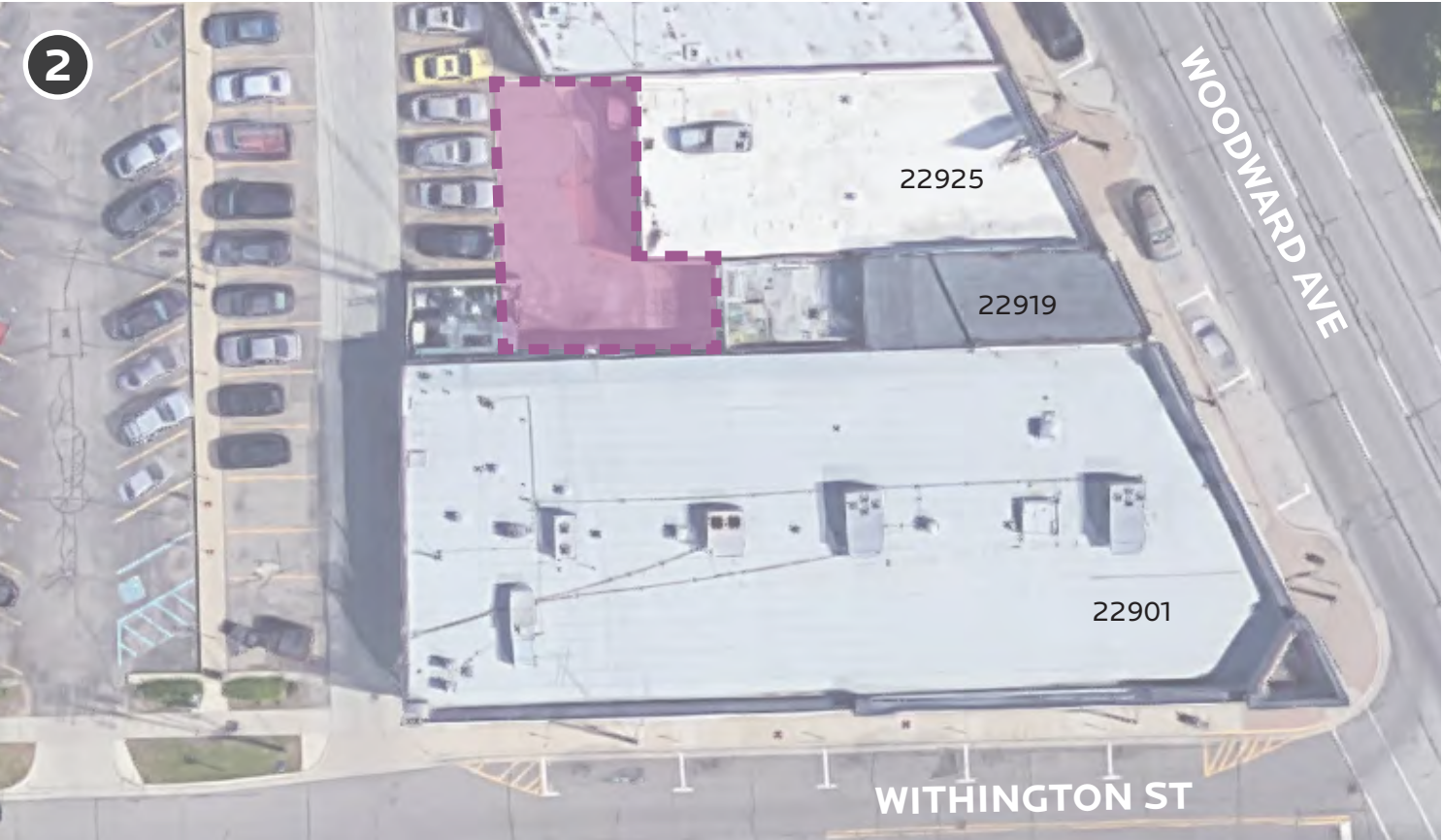
**Design Precedent**  
**DOWNTOWN PARKLET MANUAL, GRAND RAPIDS**

This document serves as a comprehensive how-to manual for business owners who want to convert the parking spaces in front of their businesses into a parklet in Downtown Grand Rapids. Its goal is to add vibrancy and another layer of beautification to the Downtown streetscape through engaging its citizens.



Source: Downtown Grand Rapids Inc.

**ACTIVATED PUBLIC SPACES + EDDIES | POTENTIAL LOCATIONS**





ACTIVATED PUBLIC SPACES + EDDIES | POTENTIAL LOCATIONS





ACTIVATED PUBLIC SPACES + EDDIES | POTENTIAL LOCATIONS





# PRECEDENT IMAGERY SOURCES

Please refer below for the sources to all images used as Precedent Imagery. They are listed in order from left to right, then top to bottom.

## B. VESTER AVENUE DESIGN ELEMENTS

*(See images on page 107)*

- <https://www.groundswelldesigngroup.com/portfolio/the-creamery/>
- <https://daily.jstor.org/portland-became-hipster-utopia/>
- <https://detroit.curbed.com/2018/8/23/17760618/corktown-storefront-renovation-bagley-trumbull>
- <https://news.cision.com/white-arkitekter/r/creating-a-pop-up-park-is-now-everybody-s-game,c9914191>

## C. BRECKENRIDGE-TO-TROY PEDESTRIAN ALLEY

*(See images on page 110)*

- <https://placemakingindiana.wordpress.com/tag/alley-activation/>
- <https://www.urbanyvr.com/alley-oop-more-awesome-now-award/>
- Image taken by Hamilton Anderson Associates
- <https://www.labindc.com/cadys-alley>

## E. LIBRARY COURTYARD ACTIVATION

*(See images on page 112)*

- <https://whyy.org/articles/philly-kids-will-have-16-new-places-to-play-next-year-thanks-to-grant-program/>
- <https://greenworkspc.com/parks-open-space>
- <https://www.flickr.com/photos/86368696@N03/14276638567/in/photostream/lightbox/>
- <https://www.businessinsider.com/library-award-winners-american-institute-of-architects-2018-4>

## F. CITY HALL CIVIC PARK

*(See images on page 114)*

- <https://www.archdaily.com/904078/miller-park-in-downtown-chattanooga-spackman-mossop-michaels-plus-eskew-dumez-ripple>
- <https://www.visitftcollins.com/blog/home/>
- <https://philly.thedrinknation.com/articles/gallery/12974-1834-Philadelphias-Best-Beer-Gardens#gallery>
- <https://kid101.com/free-things-to-do-in-dallas-this-weekend-sept-7th-9th-2018/yoga-in-the-plaza/>

## H. WITHINGTON SHARED STREET

*(See images on page 123)*

- <https://thecityfixlearn.org/learning-guide/314?page=26>
- <https://purewander.com/assembly-row-somerville-outside-boston-ma/>
- <http://www.svrdesign.com/bellstreetpark>
- <https://xodetroit.com/things-to-do/parkers-alley/>

## I. WITHINGTON POCKET PARK

*(See images on page 125)*

- <https://oliverdesignstudio-la.com/projects>
- <https://www.archdaily.com/561448/get-playful-on-the->

[streets-of-seattle-with-pop-up-street-furniture-from-lmn-architects](#)

- <https://www.dezeen.com/2015/11/28/portable-parklet-wmb-studio-greenery-bench-london-park/>
- <https://landezine-award.com/sant-antoni-superblock/>

## K. W NINE MILE-TO-WITHINGTON PEDESTRIAN ALLEY

*(See images on page 129)*

- <https://www.designstudioja.com/dairy-block>
- <https://www.wboi.org/post/fort-waynes-mural-mania-hits-local-music-venue#stream/0>
- <https://www.bostonmagazine.com/property/2020/04/30/urban-spaces-coronavirus/>
- <https://www.thebelt.org/carlos-rolondzine>

## N. W NINE MILE-TO-TROY PEDESTRIAN ALLEY

*(See images on page 137)*

- <https://www.archpaper.com/2019/02/city-thread-by-sports/>
- <https://dailyhive.com/vancouver/ackerys-alley-orpheum-theatre-laneway-vancouver-completed>
- <https://www.visitwichita.com/listing/gallery-alley/31994/>
- <https://carriedawaydetroit.com/2014/09/29/detroit-design-festival-jane-jacobs-walking-tour/>

## P. POST OFFICE ACTIVATION

*(See images on page 140)*

- <https://guidestudio.com/the-intersection-of-wayfinding-and-branding/>
- <https://redfernlandscape.com/2015/07/16/2015-07-16-hellstrip-plantings-great-grasses/>



- <https://www.milwaukieoregon.gov/communitydevelopment/downtown-wayfinding-systems-plan>
- <https://www.pinterest.com/pin/566116615665710152/>

#### **S. WOODWARD ‘BRIDGING DISTRICTS’ INTERSECTION** *(See images on page 147)*

- <https://www.here.la/urban-design/santa-monica-creative-crosswalks>
- [https://www.asla.org/2011awards/images/largescale/091\\_10.jpg](https://www.asla.org/2011awards/images/largescale/091_10.jpg)
- <https://nacto.org/case-study/bell-street-park-seattle/>
- [https://www.blogto.com/sports\\_play/2017/11/toronto-light-festival-winter-2018/](https://www.blogto.com/sports_play/2017/11/toronto-light-festival-winter-2018/)

#### **T. WOODWARD AVENUE DEVELOPMENT DENSITY** *(See images on page 148)*

- <https://www.circacentralavenue.com/>
- <http://grahambabaarchitects.com/kolstrand-building>
- <http://www.melilloarchitects.ca/>
- <https://urbantoronto.ca/news/2017/09/worthy-projects-take-home-2017-toronto-urban-design-awards>

#### **U. LIVERNOIS RE-CONNECTION** *(See images on page 155)*

- <https://metropolismag.com/projects/bradley-plaza-pacoima/>
- <https://www.phillymag.com/news/2019/07/11/two-way-protected-bike-lanes/>
- <https://archive.curbed.com/2019/8/28/20835301/universal-streets-accessible-street-design>
- <https://iwan.com/portfolio/superkilen-park->

copenhagen-big/

#### **V. RED RAM POCKET PARK** *(See images on page 157)*

- <https://newyorkyimby.com/2019/11/111-murray-streets-public-plaza-nears-completion-in-tribeca.html>
- [https://dallascityhall.com/government/meetings/DCH%20Documents/park-board/Briefing\\_021816%20Downtown%20Dallas%20Parks%20Update.pdf](https://dallascityhall.com/government/meetings/DCH%20Documents/park-board/Briefing_021816%20Downtown%20Dallas%20Parks%20Update.pdf)
- <https://www.groundswelldesigngroup.com/portfolio/porch-30th-street-station/>
- <https://medium.com/reimagining-the-civic-commons/creating-common-ground-a-key-strategy-for-revitalizing-the-riverfront-in-memphis-b739e0fa3704>

#### **Y. W NINE MILE GATEWAY DESIGN ELEMENTS** *(See images on page 164)*

- <http://kippermillsap.com/welcome-to-savannah>
- <https://rhiplaces.com/work>
- <https://www.michiganasla.org/copy-of-2018-awards?lightbox=dataitem-k9q4gv5o>
- <https://www.ohm-advisors.com/projects/wooster-downtown-plan-center-green-plaza-streetscapes>

#### **Z. DOWNTOWN-TO-GEARY PEDESTRIAN EXPERIENCE** *(See images on page 166)*

- <https://www.tpl.org/our-work/atlanta-beltline>
- <https://beltline.org/2017/11/08/getting-around-the-eastside-trail-extension/>
- <https://www.creativesigndesigns.com/project/city-of-tallahassee/>
- <https://www.desert-ink.com/commercial>



# POSSIBILITIES PLAN

*\*DOWNTOWN  
FERNDALE*

## APPENDIX A

annual strategic meeting results (2019)



# STRATEGIC MEETING RESULTS

## SIGN IN SHEET

Name	Business Name
Michael Gordon	Resident
Kate Baker	Resident
Blake Scheer	Level One Bank
Jordan Twardy	City of Ferndale
Leah Deasy	Resident
Dave Coulter	Mayor
Sarah Brown	Crossfit HCS
Cameron Brown	Crossfit HCS
Justin Lyons	City of Ferndale
Mindy Cupples	Resident
Kara Sokol	City of Ferndale
Sheryl Stubblefield	City of Ferndale
Jenny Marr	Ferndale Public Library
Joseph Gacioch	City of Ferndale
Adrienne Fazzolarn	Ferndale Public Library Board
Tim Krzyczkowski	-
Rick Ax	NAI Farbman
Dan Martin	City of Ferndale
Wendy Gross	Dino's/M-Brew
Greg Pawlica	City of Ferndale

## INDIVIDUAL QUESTIONNAIRE



FERNDALE DDA  
BOARD OF DIRECTORS MEETING

## annual strategic planning meeting

### WHAT WE NEED TONIGHT

Top five desired projects, ranked per importance:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What do you like and dislike about the physical infrastructure downtown?  
What are your suggestions for how to improve these conditions?

LIKE	DISLIKE
------	---------



# QUESTIONNAIRE RESULTS

Top Five Desired Projects, Ranked by Importance

1. Woodward Road Diet – Bike Lanes

2. Creation of city gathering place

3. Buy all W Troy ☺ for city park

4. Eddy-spaces

5. Use City Hall lot as parking below and park above

1. Increased central public open space (large dedicated park and plaza downtown)

2. Utilizing Woodward median space for programming and connectivity

3. Wayfinding for pedestrian connectivity throughout downtown etc.

4. Ann Arbor style street furniture against curbs and available after hours instead of shutting them down

5. Lifecycle maintenance of all infrastructure!

1. “Eddy” spots – pockets of seating or greenspace

2. Better maintenance of the current infrastructure (gaps in concrete, garbage, etc.)

3. More daytime foot traffic – office, retail

4. Increased visual interest – less focus of quickness from car → destination. Reasons to stroll, take pics

1. Woodward crossing/corridor safety/ease

2. Places to linger/hangout/all ages

3. Warm, inviting lighting at night, interesting

4. Arts and cultural, Ferndale vibe

5. Designated pick up/drop off locations for Uber, Lyft so they don’t block 9 Mile

1. Safe crossing of Woodward

2. Chill space to stop & hang

3. Unique lighting to bring people downtown

1. Woodward Ave street redesign → transit sustainability → bikes → pedestrians

2. W. Nine Mile bike lanes

3. Withington alley & shared streets

4. Vester street redesign w/ alley improvements (Breckenridge to E. Nine)

5. Fix what we have with long term sustainability + maintenance plan.

1. Lighting experience

2. Art-public activation/public alley

3. Green infrastructure/sustainability

4. Maintenance = current & future projects

5. Public pocket = seating

1. Fix & replace what we have – pavers, curbs, fixtures, capital lifecycle maintenance

2. Incorporate sustainable infrastructure into all capital improvements – greenest downtown in Oakland County

3. Public art – edit, don’t just add

4. Pocket seating areas. They don’t need to match everything else

5. Lighting

1. Long-term maintenance public amenities

2. Space activation – creating experience through art & lighting, etc.

3. Space programming – quality & long-term focus – not just one off events

4. Vision – become the greenest/most environmentally sustainable small downtown in Michigan/SE Michigan

5. Green infrastructure

1. Enclosed compactors/dumpsters

2. Utility continuity (lighting, bike racks, etc.)

3. Mural walls (local artists, high schoolers, affirmations)

4. Communal space

5. Activate alleys

1. Crossing Woodward safety/pedestrians – overpass walkways

2. Park spaces/art spaces

3. Family friendly spaces

4. Lighting to create atmosphere

5. Where do you bike on 9 Mile?

1. Identify opportunities & create green space via land improvement &/or assembly

2. Establish green ped connection thru city-owned part of Ferndale Foods lots

3. Improve Woodward crossing (calmer & more pedestrian)

4. Explore re-alignment of sidewalk cafes to curbside

5. More art/murals w/ local artists & thoughtful creation

6. Consistent lighting; creative building & street lighting

1. Fix what we have and plan for life cycle maintenance of what we will have – build and fix in a sustainable way

2. Green vision statement for our softscapes so they are installed and maintained to survive the seasons – work on adding stormwater runoff

3. Public art – space activation with art in a planned & guided way that represents our culture & history such as murals, interactive lighting & art experiences (start with clock tower in front of Police Department)

4. Public pocket spaces – A 5-year plan to create cohesive, space-specific plan with site furnishing, green spaces that area available for programming – a customer journey through downtown Ferndale (start with space behind library)

5. Lighting – functional and experiential, cohesive and safe

Note: See page 23 of this report for analysis of questionnaire results.



# QUESTIONNAIRE RESULTS

Likes

- Look – flowers
- Public art
- Open connected
- Alley ways → more! We should have insisted on one through west side of Ferndale Haus
- Activated alley space (piano, art)
- Greenery
- Public art
- Walkability
- Bikeability
- Alley near W. Troy but needs activation
- New greenspace on Livernois
- Murals
- Greenspace at City hall, but need activation
- Alley behind Dine’s & D’s Penalty Box
- Library greenspace & sustainability features
- Walkability
- Storefront accessibility
- Interesting spaces → opportunity
- Wide sidewalks
- Activity @ front doors and along main street frontage
- Sparkly sidewalk on W. 9
- Mid-block crosswalks
- Funky art
- Walkable
- Lots of alleys (some in need of improvement)
- Community ownership and engagement (e.g. SMART art shelter)
- Aesthetic feel
- Programming Halloween

Dislikes

- Woodward size divides the downtown
- Very crowded
- Not enough open space/sidewalk space available to public
- Infrastructure is often worn or run down (sidewalks and trash cans, I’m looking at you)
- Not enough seating! Need need need spaces to sit & people watch, wait for tables, mingle, etc.
- Crossing Woodward
- Lack of bike lanes on W. Nine Mile
- Prohibition of food trucks
- Withington alley is too car centric
- Woodward Ave barrier for peds and bikes
- Trees appear to be limited and in poor condition
- Lighting
- East/West connectivity
- Lack of green space and activated space
- Snowy, icy sidewalks
- Sidewalk clutter – edit, don’t just add more
- Stinky alleys
- Livernois dead end @ 9 Mile
- Bike racks taking up parking spaces
- Yellow bike racks
- Dirty/messy alleys
- No communal space
- Alleys – (alley next to Orchid – Big Thumps [sic] down)
- Lack of green/relief areas
- Aesthetic elements in disrepair
- Aging and repair needs
- Crosswalks on Troy and 9 Mile
- Not enough places to hang out – rest between stops

Other Notes

- Thread more engaging history throughout the downtown
- Adhesive – apply throughout district
- Focus (of capital improvement projects): Quality over quantity, thoughtful/nice, equitably applied across 4 quadrants, curate art and edit, just don’t add for adding art
- Needs: Banner fundraising programs – artists design banners – students design (fundable)
- Placemaking
- Programming – space activation → focus on dead pedestrian spaces → public art → low hanging fruit → back alley painting
- Brand → experience - popup retail and popup events
- Create a style guide for the Dot
- Would like to see: lighting maintenance strategy, doing the basics well, bike rack art, east side alleys, murals – local artists, Woodward/9 Mile X-walk, we really need sustainable stormwater Withington alley improvement (may as well make it walkable too! 😊)
- All plans make all 4 quadrants cohesive, connected and multi-modal
- Curbs and pavers are grey area – infrastructure under pavers
- Crosswalks need love all of them
- Add crosswalks on Tory & Withington that are effective
- Transportation – Woodward big barrier, no 9 Mile biking, other options than cars, incentivizing walking and biking
- Connect E & W Side of 9 Mile
- Snow removal for accessibility – plan for snow removal in our plans
- Diag crosswalk

Note: See page 23 of this report for analysis of questionnaire results.



VISION BOARD RESULTS

soft  
scape



HamiltonAnderson



VISION BOARD RESULTS

hard  
scape × ×



HamiltonAnderson



VISION BOARD RESULTS

site  
furnishings



HamiltonAnderson



lighting



HamiltonAnderson



public  
art

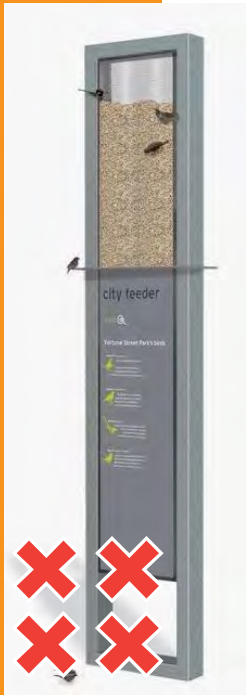


HamiltonAnderson



VISION BOARD RESULTS

signage ✖

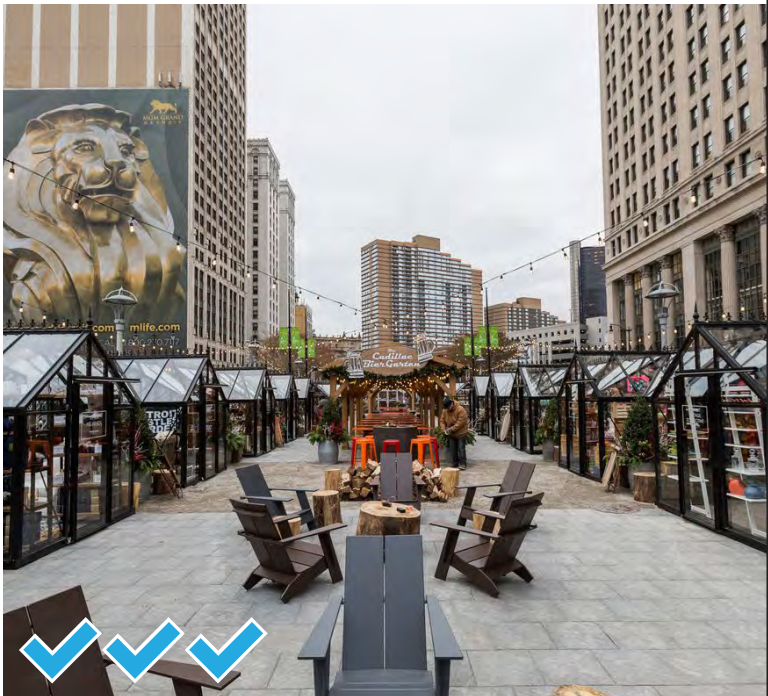


HamiltonAnderson



VISION BOARD RESULTS

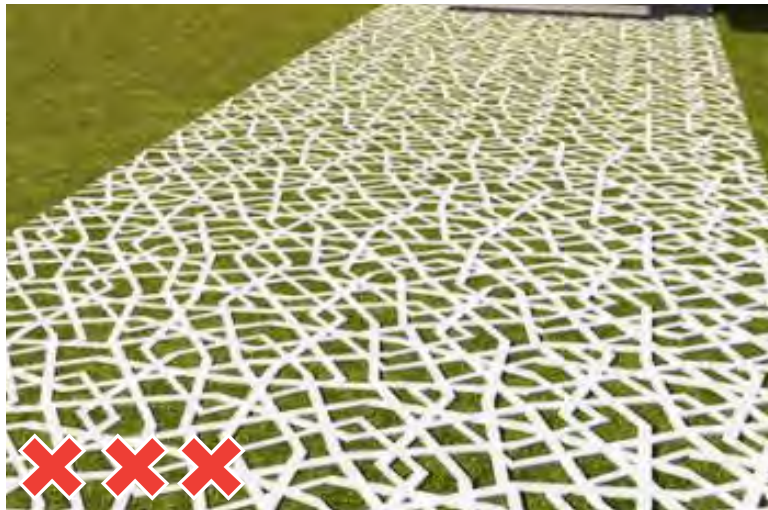
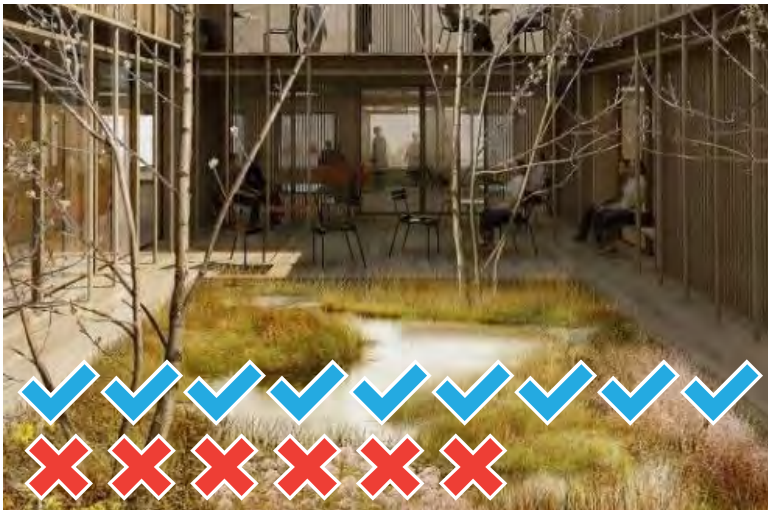
programming



HamiltonAnderson



sustainability



HamiltonAnderson



VISION BOARD RESULTS

public  
alleys



HamiltonAnderson



## AERIAL MAPPING RESULTS - GROUP A



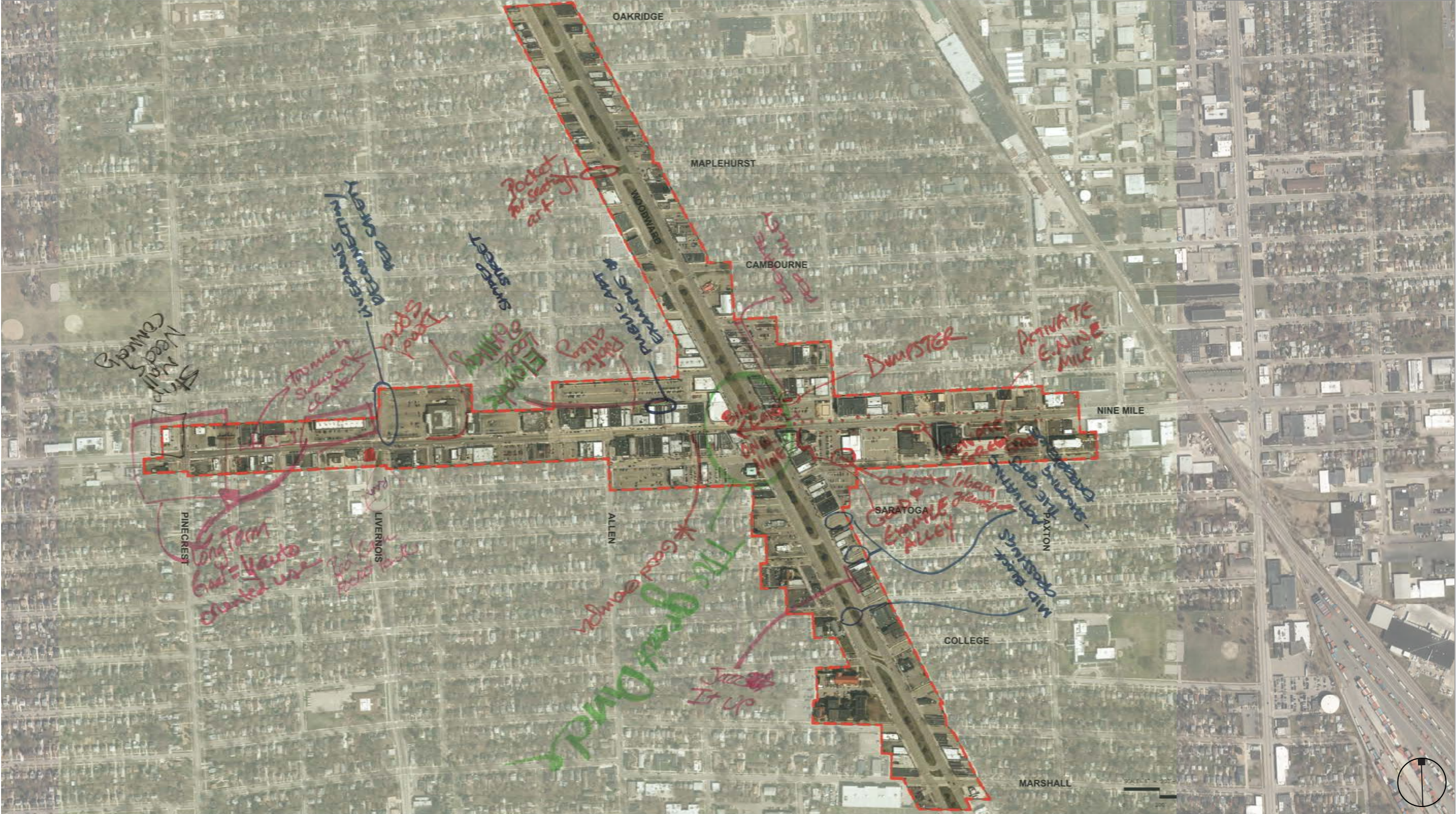


AERIAL MAPPING RESULTS - GROUP B





## AERIAL MAPPING RESULTS - GROUP C





# POSSIBILITIES PLAN

*\*DOWNTOWN  
FERNDALE*

## APPENDIX B

project prioritization survey (2019)



# PROJECT PRIORITIZATION SURVEY RESULTS

## PROJECT PRESENTED

- 1. IMPROVE NINE MILE AND WOODWARD PEDESTRIAN EXPERIENCE
- 2. REDESIGN WOODWARD TO IMPROVE MOBILITY
- 3. INCREASE NUMBER OF MID-BLOCK CROSSWALKS
- 4. COMPLETE BIKE LANE CONNECTIONS ON WEST NINE MILE
- 5. IMPLEMENT RIDESHARE DROP-OFF / PICK-UP ZONES
- 6. RECONNECT LIVERNOIS CORRIDOR
- 7. CREATE A DOWNTOWN PUBLIC GATHERING SPACE
- 8. EXPLORE OPPORTUNITIES FOR ACTIVATED SPACES
- 9. ACTIVATE / IMPROVE PEDESTRIAN ALLEYS
- 10. RESTORE CURATED PUBLIC ART PROGRAM
- 11. INCORPORATE GREEN STORMWATER INFRASTRUCTURE INTO PUBLIC SPACES AND IMPROVEMENT PROJECTS
- 12. DEVELOP UNIFORM STREETScape PLAN
- 13. INCREASE MAINTENANCE OF EXISTING ASSETS THROUGH REPAIR AND REPLACE PROGRAM
- 14. IMPROVE MASS TRANSIT STOP FACILITIES
- 15. IMPROVE BIKE INFRASTRUCTURE OPTIONS
- 16. ADD RECYCLING TO PUBLIC TRASH RECEPTACLES
- 17. ADD ACCENT / ARTISTIC LIGHTING INTO PUBLIC SPACES
- 18. REPLACE / UPGRADE EXISTING STREET LIGHTING
- 19. IMPLEMENT A FREE DOWNTOWN WI-FI PROGRAM



PROJECT SUMMARIES

1. IMPROVE NINE MILE AND WOODWARD PEDESTRIAN EXPERIENCE

RATIONALE

Improving the pedestrian experience at Nine Mile and Woodward would enhance the safety and experience of its users, bridge the East – West divide, and provide opportunities to increase the Ferndale branding and character at this key gateway.

KEY STEPS

- 1. Incorporate into Complete Streets study
- 2. Conduct additional analysis as required
- 3. Coordinate with MDOT and City
- 4. Implement efforts

ESTIMATED COST

- \$\$\$ – SHARED WITH MDOT, CITY

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: T2.1
- Ferndale Moves!: Ferndale’s Multi-Modal Plan (2014)
- City Council Strategic Plan (2017)
- DDA TIF Plan Update (2012), reference: C.2



2. REDESIGN WOODWARD TO IMPROVE MOBILITY

RATIONALE

A redesign of Woodward Avenue could significantly improve the mobility, safety, and experience for all users through a Complete Streets based “road diet” in which reduced travel lanes would facilitate the addition of bikes lanes and a wider sidewalk.

KEY STEPS

- 1. Incorporate into Complete Streets study
- 2. Conduct additional analysis as required
- 3. Coordinate with MDOT
- 4. Implement efforts

ESTIMATED COST

- \$\$\$ – SHARED WITH MDOT, CITY, STATE & FEDERAL GRANTS

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: T2.1
- Ferndale Moves!: Ferndale’s Multi-Modal Plan (2014)
- City Council Strategic Plan (2017)
- DDA TIF Plan Update (2012), reference: B.3, C.1



3. INCREASE NUMBER OF MID-BLOCK CROSSWALKS

RATIONALE

Increasing the number of mid-block crosswalks throughout the district, particularly across Woodward, would further promote Downtown’s walkability, enhance pedestrian safety, slow traffic, and help bridge the East – West divide.

KEY STEPS

- 1. Incorporate into Complete Streets study (Woodward)
- 2. Conduct additional analysis as required (Woowdward, 9 Mile)
- 3. Coordinate with MDOT (Woodward) and DPW (9 Mile)
- 4. Implement efforts

ESTIMATED COST

- \$\$ – SHARED WITH MDOT, CITY

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: T2.1
- Ferndale Moves!: Ferndale’s Multi-Modal Plan (2014)
- DDA TIF Plan Update (2012), reference: C.2



4. COMPLETE BIKE LANE CONNECTIONS ON WEST NINE MILE

RATIONALE

While a designated bike lane has been added to a majority of Nine Mile, currently it remains a bike sharrow between Pinecrest and Woodward. Completing this connection would support the City’s non-motorized transportation network plan connecting Downtown to neighboring communities.

KEY STEPS

- 1. Conduct engineering analysis and design
- 2. Coordinate with Ferndale DPW
- 3. Implement efforts

ESTIMATED COST

- \$\$

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: T4.1
- Ferndale Moves!: Ferndale’s Multi-Modal Plan (2014)
- City Council Strategic Plan (2017)
- DDA TIF Plan Update (2012), reference: C.3





PROJECT SUMMARIES

5. IMPLEMENT RIDESHARE DROP-OFF / PICK-UP ZONES

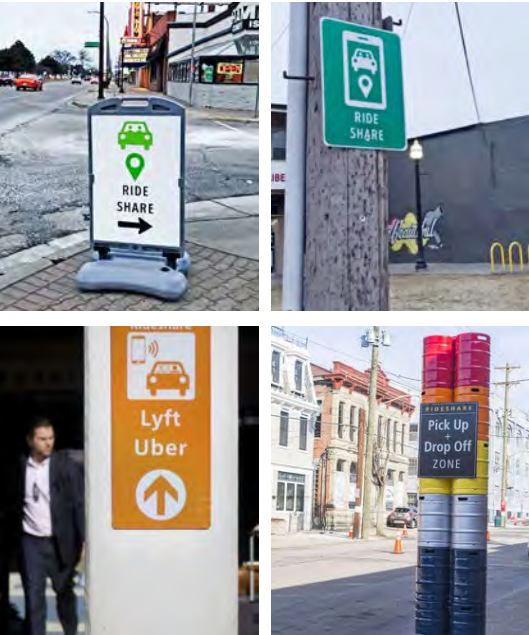
**RATIONALE**  
Implementing rideshare drop-off and pick-up zones away from major traffic corridors would promote rideshare opportunities and provide safe, visible access that doesn't interfere with the flow of traffic.

- KEY STEPS**
- 1. Evaluate success of current program
  - 2. Make adjustments as needed

**ESTIMATED COST**

- \$

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: T1.6
  - Ferndale Moves!: Ferndale's Multi-Modal Plan (2014)



6. RECONNECT LIVERNOIS CORRIDOR

**RATIONALE**  
Reconnecting the Livernois corridor between West Nine Mile and Withington would re-establish the natural flow of traffic and the physical link between Downtown and the neighboring communities.

- KEY STEPS**
- 1. Evaluate existing conditions and original justification
  - 2. Explore options for parcel subdivision or acquisition
  - 3. Conduct traffic and engineering study
  - 4. Begin design and construction phase

**ESTIMATED COST**

- \$\$

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: T2.2
  - City Council Strategic Plan (2017)
  - DDA TIF Plan Update (2012), reference: C.4



7. CREATE A DOWNTOWN PUBLIC GATHERING SPACE

**RATIONALE**  
While the City hosts a number of public parks, Downtown lacks a space capable of hosting larger gatherings and formal events. Creating a Downtown public gathering space would provide a cultural civic space and family-friendly destination that the community greatly desires.

- KEY STEPS**
- 1. Develop programmatic requirements
  - 2. Identify possible locations
  - 3. Procure single parcels or land assembly as required
  - 4. Implement efforts

**ESTIMATED COST**

- \$\$ – SHARED WITH STATE GRANTS, CITY

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: R2.1, R2.2
  - Parks and Recreation Master Plan (2017), reference: G2.1
  - Main Street America™ Four Points



8. EXPLORE OPPORTUNITIES FOR ACTIVATED SPACES

**RATIONALE**  
Incorporating activated spaces of various sizes throughout the Downtown fabric would create artful moments for informal gatherings, designated open space offering a place of reprieve, and opportunities for increased seating areas. These spaces could range from parcel-sized pocket parks to pull-out “eddies”.

- KEY STEPS**
- 1. Identify programmatic requirements
  - 2. Identify possible locations
  - 3. Procure land and/or coordinate with property owners
  - 4. Implement efforts

**ESTIMATED COST**

- \$\$ – SHARED WITH STATE GRANTS, CITY

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: R2.1
  - Parks and Recreation Master Plan (2017), reference: G2.1
  - DDA TIF Plan Update (2012), reference: B.4





PROJECT SUMMARIES

9. ACTIVATE / IMPROVE PEDESTRIAN ALLEYS

RATIONALE

Pedestrian alleys offer key mid-block access throughout the Downtown district, and if improved, can serve as activated spaces providing opportunities for public art, unique programming, pop-up activities, and temporary installations.

KEY STEPS

- 1. Evaluate existing conditions
- 2. Identify potential of each alley in the district
- 3. Coordinate with adjacent parcel owners and businesses
- 4. Implement efforts

ESTIMATED COST

• \$\$

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: L1.4, E4.3
- Main Street America™ Four Points
- DDA TIF Plan Update (2012), reference: B.1



10. RESTORE CURATED PUBLIC ART PROGRAM

RATIONALE

A curated public art program would identify sites for installation, provide Downtown with a procurement strategy, encourage art on private property, and handle promotions. Restoring this program is necessary for placemaking efforts in pedestrian alleys, pocket parks, and other public spaces.

KEY STEPS

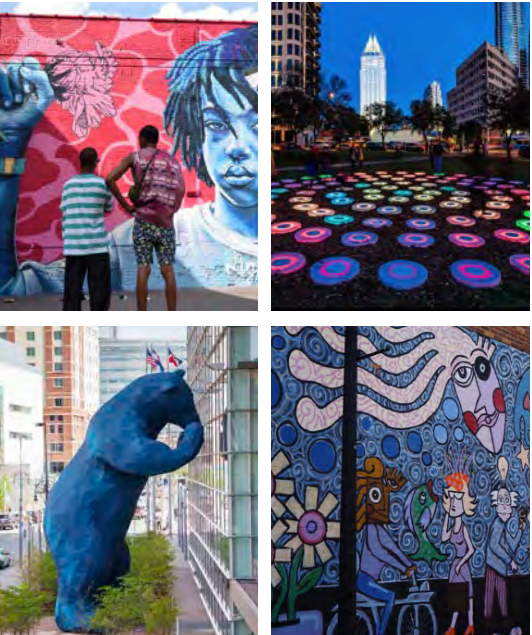
- 1. Establish vision and objectives for program
- 2. Evaluate existing art against new vision
- 3. Establish budget for procurement / commissions
- 4. Implement efforts

ESTIMATED COST

• \$

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: R2.5, E6.1
- Parks and Recreation Master Plan (2017), reference: G2.3
- DDA TIF Plan Update (2012), reference: B.2



11. INCORPORATE GREEN STORMWATER INFRASTRUCTURE INTO PUBLIC SPACES AND IMPROVEMENT PROJECTS

RATIONALE

Incorporating green stormwater infrastructure (GSI) into public improvement projects for rights-of-ways, alleys, and public spaces would support the City's vision of becoming a leading example of a "green" small city downtown.

KEY STEPS

- 1. Evaluate potential improvement projects for integration
- 2. Coordinate with MDOT and DPW
- 3. Coordinate with Ferndale GSI standards
- 4. Implement efforts

ESTIMATED COST

• \$\$ – SHARED WITH MDOT, CITY, STATE & FEDERAL GRANTS

CONNECTION TO ACTIVE PLANS

- Master Land Use Plan (2017), reference: C4.1, C4.3
- City Council Strategic Plan (2017)



12. DEVELOP UNIFORM STREETSCAPE PLAN

RATIONALE

Developing a uniform streetscape plan for the entire district would provide a cohesive vision and identify design standards for elements such as receptacles, benches, bike racks, and paving. Priority would be given to areas lacking streetscape elements or where inappropriate placement impedes the flow of pedestrians.

KEY STEPS

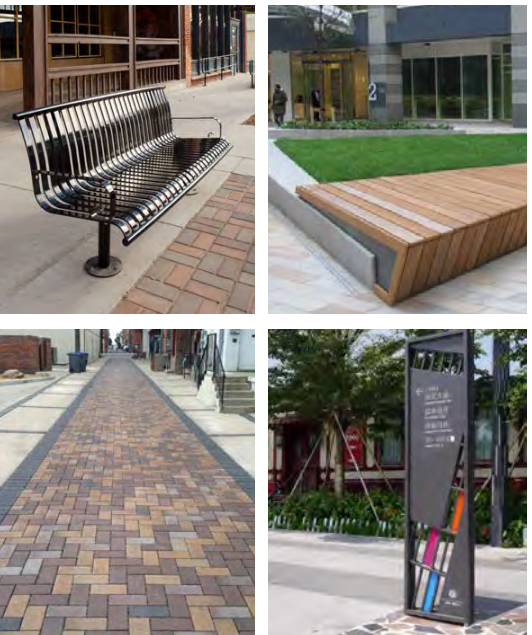
- 1. Evaluate existing conditions
- 2. Conduct user input study
- 3. Develop design standards
- 4. Implement efforts

ESTIMATED COST

• \$

CONNECTION TO ACTIVE PLANS

- Main Street America™ Four Points
- DDA TIF Plan Update (2012), reference: B.1





PROJECT SUMMARIES

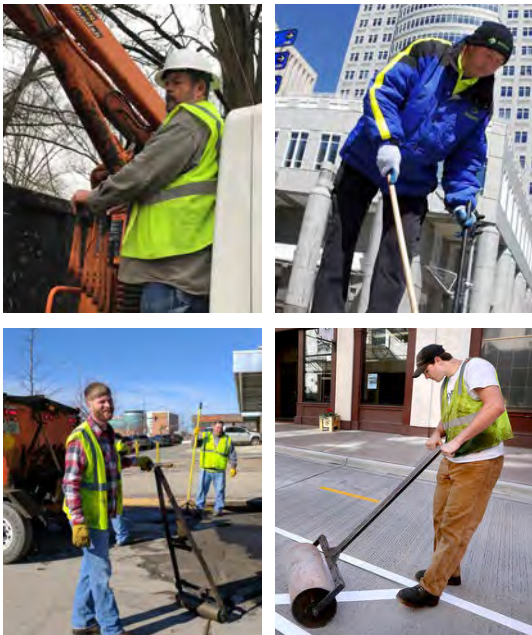
13. INCREASE MAINTENANCE OF EXISTING ASSETS THROUGH REPAIR AND REPLACE PROGRAM

**RATIONALE**  
Creating a repair and replace program would allow the DDA to focus investments to areas with insufficient streetscape elements by leveraging existing assets through increased maintenance.

- KEY STEPS**
- 1. Evaluate gaps in existing maintenance program
  - 2. Coordinate with DPW or contracted maintenance provider
  - 3. Develop repair and replace program
  - 4. Implement efforts

**ESTIMATED COST**  
• \$\$

- CONNECTION TO ACTIVE PLANS**
- City Council Strategic Plan (2017)



14. IMPROVE MASS TRANSIT STOP FACILITIES

**RATIONALE**  
Improving mass transit stop facilities for safety and comfort with well-designed and clearly-marked bus shelters would encourage mass transit use and support the adopted Complete Streets Ordinance (2010).

- KEY STEPS**
- 1. Evaluate existing conditions
  - 2. Identify locations
  - 3. Coordinate with SMART Bus and design standards
  - 4. Implement efforts

**ESTIMATED COST**  
• \$ - SHARED WITH SMART BUS

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: T3.2
  - Ferndale Moves!: Ferndale's Multi-Modal Plan (2014)
  - City Council Strategic Plan (2017)
  - DDA TIF Plan Update (2012), reference: B.1



15. IMPROVE BIKE INFRASTRUCTURE OPTIONS

**RATIONALE**  
While the Downtown area currently contains a sufficient number of bike racks, their placement takes up valuable real estate and creates hazardous conditions. Improving the district's bike infrastructure through design standards and MOGO stations would provide safe and convenient bike parking and promote the non-motorized transit network plan.

- KEY STEPS**
- 1. Evaluate existing conditions
  - 2. Identify locations
  - 3. Coordinate with design standards
  - 4. Implement efforts

**ESTIMATED COST**  
• \$\$

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: T4.2
  - Ferndale Moves!: Ferndale's Multi-Modal Plan (2014)



16. ADD RECYCLING TO PUBLIC TRASH RECEPTACLES

**RATIONALE**  
Adding recycling receptacles to public trash locations throughout the district and providing them at all public events hosted in the Downtown area would support the City's vision of becoming a leading example of a "green" small city downtown.

- KEY STEPS**
- 1. Evaluate existing conditions
  - 2. Identify locations
  - 3. Coordinate with design standards
  - 4. Implement efforts

**ESTIMATED COST**  
• \$ - SHARED WITH STATE & FEDERAL GRANTS

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: C2.1





PROJECT SUMMARIES

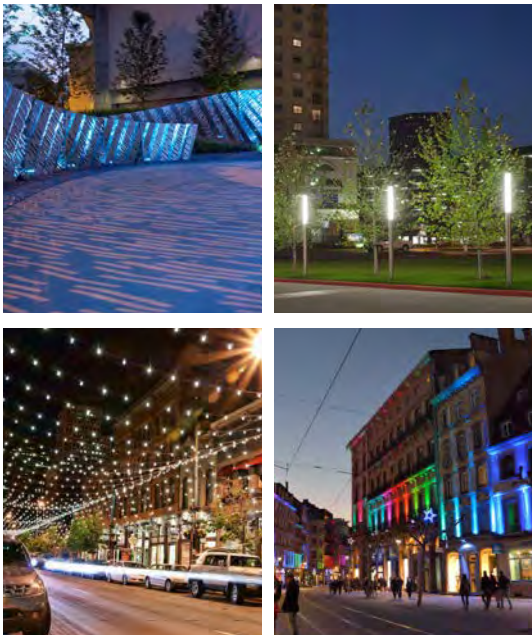
17. ADD ACCENT / ARTISTIC LIGHTING INTO PUBLIC SPACES

**RATIONALE**  
Adding accent and artistic lighting to public spaces would contribute to placemaking efforts in pedestrian alleys, pocket parks, and other public spaces.

- KEY STEPS**
- 1. Evaluate existing conditions
  - 2. Identify locations
  - 3. Coordinate with design standards
  - 4. Implement efforts

**ESTIMATED COST**  
• \$\$

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: L5.4, C3.1



18. REPLACE / UPGRADE EXISTING STREET LIGHTING

**RATIONALE**  
Replacing and upgrading the existing street lighting in the Downtown area with capped light poles and converting them to LED lighting would support the City’s effort of creating and adopting a Dark Sky Ordinance,

- KEY STEPS**
- 1. Evaluate existing conditions
  - 2. Coordinate with design standards
  - 3. Develop phased implementation plan
  - 4. Implement efforts

**ESTIMATED COST**  
• \$ – SHARED WITH STATE & FEDERAL GRANTS

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: L5.4, C3.1



19. IMPLEMENT A FREE DOWNTOWN WI-FI PROGRAM

**RATIONALE**  
Wireless Internet (wi-fi) provides another way for people to be connected – socially, for businesses, and for information. Establishing free wi-fi access in the district has the potential to increase patronage and diversify users, improving the Downtown’s overall utilization.

- KEY STEPS**
- 1. Conduct user input study
  - 2. Investigate providers
  - 3. Create design standards
  - 4. Implement efforts

**ESTIMATED COST**  
• \$\$

- CONNECTION TO ACTIVE PLANS**
- Master Land Use Plan (2017), reference: R1.8



current / carry-over projects

- The Development on Troy
- Schiffer Park
- Holiday Lighting (upgrades 2019, ongoing)
- Rainbow Crosswalk
- Affirmations - security seating element





SURVEY



CAPITAL IMPROVEMENT PLAN  
EVALUATION OF POTENTIAL CAPITAL PROJECTS

MAJOR CORRIDORS

1. IMPROVE NINE MILE AND WOODWARD PEDESTRIAN EXPERIENCE
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
2. REDESIGN WOODWARD TO IMPROVE MOBILITY
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
3. INCREASE NUMBER OF MID-BLOCK CROSSWALKS, ESPECIALLY ACROSS WOODWARD
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
4. COMPLETE BIKE LANE CONNECTIONS ON WEST NINE MILE
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
5. IMPLEMENT RIDESHARE DROP-OFF / PICK-UP ZONES
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
6. RECONNECT LIVERNOIS BETWEEN WEST NINE MILE AND WITHINGTON
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible

ACTIVATED SPACES

7. CREATE A DOWNTOWN PUBLIC GATHERING SPACE
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
8. EXPLORE OPPORTUNITIES FOR ACTIVATED SPACES
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
9. ACTIVATE / IMPROVE PEDESTRIAN ALLEYS
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible

PUBLIC ART PROGRAM

10. RESTORE CURATED PUBLIC ART PROGRAM
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible

GREEN INFRASTRUCTURE

11. INCORPORATE GREEN STORMWATER INFRASTRUCTURE INTO ... PROJECTS
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible

STREETSCAPE

12. DEVELOP UNIFORM STREETSCAPE PLAN
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
13. INCREASE MAINTENANCE OF EXISTING ASSETS - REPAIR AND REPLACE PROGRAM
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
14. IMPROVE MASS TRANSIT STOP FACILITIES
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible

AMENITIES

15. IMPROVE BIKE INFRASTRUCTURE OPTIONS
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
16. EXPAND RECYCLING PROGRAM
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
17. ADD ACCENT / ARTISTIC LIGHTING INTO PUBLIC SPACES
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
18. REPLACE / UPGRADE EXISTING STREET LIGHTING
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
19. IMPLEMENT A FREE DOWNTOWN WI-FI PROGRAM
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
20. OTHER:
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible
21. OTHER:
- not important 1 ..... 2 ..... 3 ..... 4 ..... 5 very important      not feasible 1 ..... 2 ..... 3 ..... 4 ..... 5 very feasible



SURVEY RESULTS

IMPORTANCE SCORES		
POTENTIAL CIP PROJECTS	Ave	Rank
1 Improve Nine Mile and Woodward pedestrian experience	4.61	1
13 Increase maintenance of existing assets (repair and replace program)	4.57	2
7 Create a downtown public gathering space	4.48	3
9 Activate / improve pedestrian alleys	4.35	4
11 Incorporate green stormwater infrastructure into public projects	4.32	5
18 Replace / upgrade existing street lighting	4.26	6
12 Develop uniform streetscape plan	4.22	7
14 Improve mass transit stop facilities	4.22	7
16 Expand recycling program	4.22	7
2 Redesign Woodward to improve mobility	4.17	10
15 Improve bike infrastructure options	3.96	11
3 Increase number of mid-block crosswalks, especially across Woodward	3.91	12
8 Explore opportunities for activated spaces	3.91	12
4 Complete bike lane connections on West Nine Mile	3.78	14
5 Implement rideshare drop-off / pick-up zones	3.74	15
17 Add accent / artistic lighting into public spaces	3.74	15
10 Restore curated public art program	3.70	17
6 Reconnect Livernois between West Nine Mile and Withington	3.68	18
19 Implement a free downtown wi-fi program	3.43	19

FEASIBILITY SCORES		
POTENTIAL CIP PROJECTS	Ave	Rank
13 Increase maintenance of existing assets (repair and replace program)	4.45	1
9 Activate / improve pedestrian alleys	4.25	2
7 Create a downtown public gathering space	4.22	3
1 Improve Nine Mile and Woodward pedestrian experience	4.09	4
18 Replace / upgrade existing street lighting	4.05	5
12 Develop uniform streetscape plan	4.02	6
5 Implement rideshare drop-off / pick-up zones	4.00	7
10 Restore curated public art program	4.00	7
17 Add accent / artistic lighting into public spaces	4.00	7
8 Explore opportunities for activated spaces	3.96	10
14 Improve mass transit stop facilities	3.91	11
16 Expand recycling program	3.91	11
19 Implement a free downtown wi-fi program	3.82	13
11 Incorporate green stormwater infrastructure into public projects	3.70	14
15 Improve bike infrastructure options	3.66	15
4 Complete bike lane connections on West Nine Mile	3.41	16
6 Reconnect Livernois between West Nine Mile and Withington	3.41	16
3 Increase number of mid-block crosswalks, especially across Woodward	3.29	18
2 Redesign Woodward to improve mobility	3.20	19



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# POSSIBILITIES PLAN

## *\*DOWNTOWN FERNDALE*



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