
Ferndale Downtown Design Manual

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Purpose, Applicability & Compliance, Architectural Design & Site Standards, and Procedure & Intent

18.47.010, 18.47.020, 18.47.030, 18.47.040

Purpose

The purpose of these guidelines and regulations is to:

- A) Ensure that community values and special character are protected and encouraged in future downtown development by creating:
 1. A safe and comfortable pedestrian scale living, working and recreational environment;
 2. An aesthetically pleasing, unique, and varied community character;
 3. Community pride;
 4. Small-town character and traditions;
 5. Investments and promoting the local economy;

- B) Ensure a smooth and quick process of review and permitting for any developments that follow the guidelines expressed herein, by:
 1. Providing clear design direction for applicants, designers, and decision makers;
 2. Encouraging the exchange of ideas between developers and City staff that can allow for flexible application of design standards;
 3. Helping developers anticipate design issues and address these early in development;

- C) Implement the vision of the City of Ferndale Parks, Recreation and Trails Plan;

- D) Recognize and adapt to environmental challenges within the downtown core.



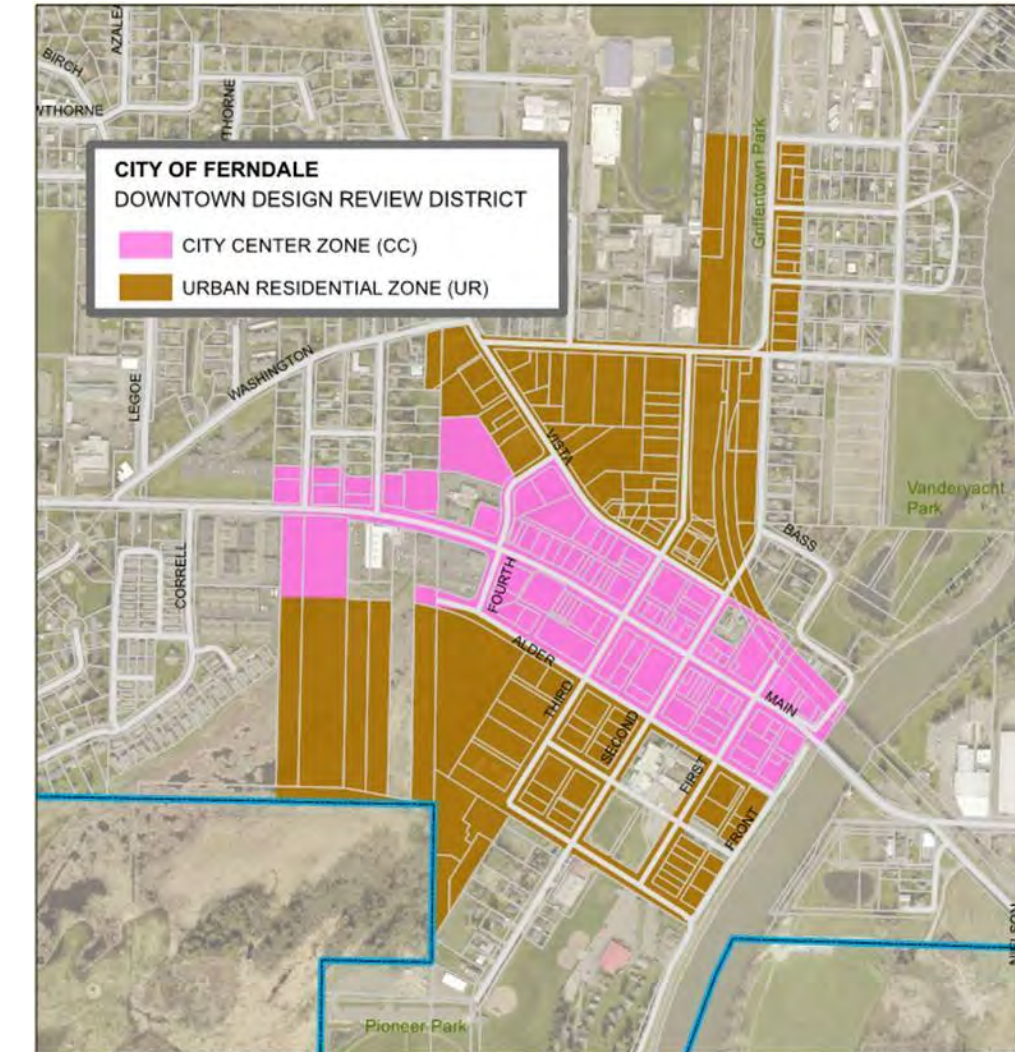
Applicability & Compliance

Intent:

A) To describe the types of development that are subject to the requirements of this code and all other City requirements in the City Center (CC) and Urban Residential (UR) zones.

B) To establish design standards for the City Center (CC) zone to promote greater, mixed-use densities with a more urban influence while establishing standards for Urban Residential (UR) to reflect more traditional design styles

C) The City Center (CC) and Urban Residential (UR) zones are as depicted on Map 1, the Downtown Design Review District Map:



Map1: Downtown Design Review District

Architectural & Site Design



City of Ferndale



Ferndale Chamber of Commerce



City of Ferndale

The standards of this chapter shall apply to the following development actions:

A) New construction requiring a site plan review process. Examples include increases in floor area by 10 percent or more, increases in traffic or parking impacts, or actions that create other measurable impacts.

B) A change in use that would require that a site plan review be conducted.

C) For additions, repairs, or remodeling projects that do not require a site plan review, a construction estimate for the proposed work, prepared by a qualified consultant, may be required by the Zoning Administrator at the cost of the applicant.

Intent: To describe the process for using the design standards and their purpose.

A) These guidelines and standards apply to all developments as outlined by FMC 18.47.020, and are processed according to the requirements of the City Zoning Code and building permit process.

The standards and guidelines in this chapter are to be used as:

1. A design aid by applicants proposing developments in the downtown core area; and
2. An evaluation tool for the City of Ferndale.

A) Guidelines vs. Standards:

1. The “guidelines” and illustrative exhibits are not intended to be construed as standards themselves, but are provided in order to guide planners, design consultants, applicants and City staff about the design objectives.
2. The “standards” in this chapter are mandatory.

Procedure & Intent

D) In order for city staff to review developments and their compliance with this chapter, it shall be a requirement of the applicant to provide the following, for a typical site plan review submittal, to the City as part of the development review application:

1. Color elevations and illustrations;
2. Materials sample exhibit, with materials labeled;
3. Photographs, computer simulations, and three-dimensional computer models or animations, if determined by staff to be necessary to ensure that the development complies with the guidelines and standards in FMC Chapter 18.47.

E) This downtown design manual, containing explanatory models and visuals may assist staff and applicants in interpreting the provisions of Chapter 18.47. The manual shall be made available for public viewing at the office of the City of Ferndale Community Development Department. If inconsistency between the requirements of the chapter and this design manual exists, the provisions of Chapter 18.47 shall prevail.



Oxford Suites Bellingham



Nadyes

Architectural Design 18.47.050

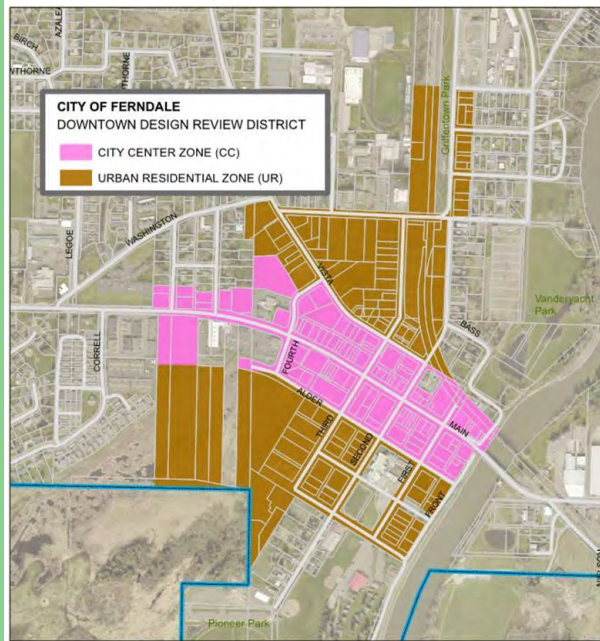
Era & Style of Architecture

(18.47.060)

Intent: To describe architectural design guidelines and standards for development within the CC and UR zones.



Peter Vicenzi



Pete Bobb (2011)



Chippewa Falls Main Street



Ronique Gibson



Getty Images

Distinction & Definition of Floors

(18.47.070)

Intent: To provide distinct separation between floors in order to create visual interest and foster a pedestrian scale in character with the downtown area.

Detail Features

(18.47.090)

Intent: To articulate the facade in order to help reduce massing that overwhelms the nearby area, creates visual interest, and fosters a pedestrian scale in character with the downtown area.

- A) Arches
- B) Pilasters
- C) Columns or supports
- D) Door surrounds
- E) Kickplate for storefront window
- F) Roof brackets
- G) Medallions
- H) Tilework
- I) Lighting or hanging baskets
- J) Pedestrian scale sign or painted window





City of Neenah

Rooflines

(18.47.080)

Intent: To ensure rooflines add interest and style to the building's appearance.



Treescapes



https://sunsetpark.files.wordpress.com/2010/01/sunsetpark_brownstones_web.jpg

Building Entrances

(18.47.100)

Intent: To ensure that buildings within the downtown core feel inviting to pedestrians.



Michelle & Chris Gerard



Martin Hatch



Gus & Ruby



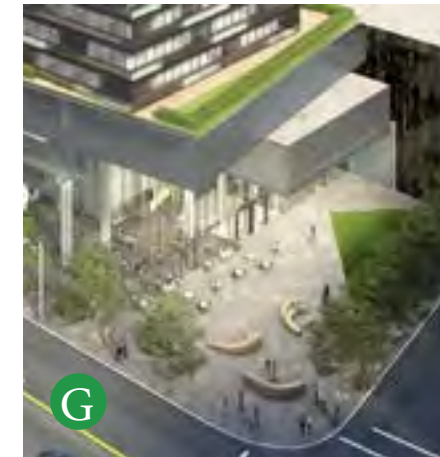
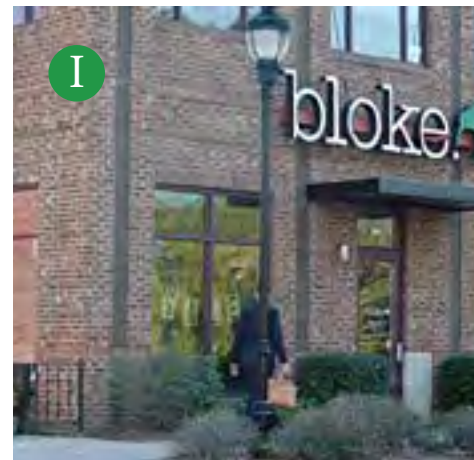
Mindful Healthy Life

Corner Locations

(18.47.110)

Intent: Corners are high-visibility locations which can serve to characterize a broad area. The goal of this section is to place additional emphasis on building and site design at these locations.

- A) Alcove and/or corner primary entryway
- B) Balconies
- C) Integrated signage
- D) Integrated seating
- E) Public art
- F) Clock towers
- G) Plazas
- H) Distinctive roof forms
- I) Landscaping



Windows

(18.47.130)

Intent: To engage with pedestrians from the public streetscape.

- A. In the CC, display windows shall cover a minimum of 70 percent of the length of the facade and a minimum of 50 percent of the total ground-floor facade area.
- B. Windows shall contain trim features.
- C. For upper-floor facades in the CC and UR zones windows shall cover a minimum of 40 percent of the length of the facade and a minimum of 25 percent of the total facade area.
- D. Windows shall not be darkened at the street level.



Facade Materials

(18.47.120)

Intent: To ensure new buildings reflect the character, height, and proportion of traditional commercial buildings.

A) Traditional materials designed for an expected life span of 100-plus years are preferred.

B) Colors should be internally compatible within the context of a single building facade.

C) Matte or non-reflective wall finishes are preferred. Polished stone and mirrored glass are prohibited.

D) New materials may be considered when they relate to those used historically in scale, texture, finish and detailing.



Lighting

(18.47.150)

Intent: To increase safety and enhance architectural features of buildings, while shielding fixtures to minimize light spill onto nearby properties.



Awnings & Weather Protections

(18.47.140)

Intent: To create inviting entrances by providing protection from the elements and encouraging business activity in all types of weather.

A) Ground-floor awnings shall be provided above all entrances and along a minimum of 50% of the frontage of commercial buildings.

B) Awnings and canopies shall be constructed of high-quality, long-lasting, weather-resistant materials that are architecturally consistent with the building facade design.

C) The use of vinyl or plastic for awnings/canopies is prohibited.



Signs

(18.47.170)

Intent: To ensure commercial and other signs contribute to the visual quality and character of downtown.



Jim Bohnhoff



Signarama



Creative Commons

Prohibited

- A) Corporate marketing themes, logos, and colors shall not be a dominant visual feature of the site or building.
- B) Temporary freestanding reader boards such as those with changeable copy and/or designed to be moved by means of wheels. This does not include sandwich board signs.

Additional Constraints

1. The maximum height of freestanding signs in the CC and UR zone is 15 feet in order to keep with the pedestrian scale of the district.
2. Projecting signs are restricted to a maximum of 20 square feet.



A



Goodwin

B



A



signlettersmore

B

Site Design 18.47.180

Building Orientation

(18.47.190)

Intent: To create a comfortable atmosphere for pedestrians within the public space.



Filling Station



PROBrandon Bartoszek



psyberartist



Aaron Bialick



Midwest Living



Stephanie Johnson



Church Street Marketplace



City of Denver

Sidewalks/Pedestrian Connectivity

(18.47.220)

Intent: To create sidewalks and pedestrian spaces that are comfortable and enjoyable.

Screening of Mechanical Units, Utilities & Service Areas

(18.47.200)

Intent: To provide an organized and aesthetically clean public space.



Parking & Access

(18.47.210)

Intent: To foster accessible and efficient parking, designed to favor a walkable and pedestrian oriented public space.



Public Outdoor Spaces

(18.47.230)

Intent: To create public outdoor spaces that reflect the community of Ferndale, foster comfort, encourage aesthetic appeal, and create a sense of place.



Special Provisions 18.47.240

Development Adjacent to the River

(18.47.250)

Intent: To promote aesthetically pleasing frontage and public use along the Nooksack waterfront.



Floodplain Consideration

(18.47.260)

Intent: To protect property and lives located in the FEMA 100-year floodplain.



Multi-Family Development

{18.47.270}

Intent: To encourage multifamily housing and ensure design standards of this chapter do not interfere with such development.



Historical Properties & Restoration

(18.47.280)

Intent: To encourage the preservation and restoration of historical properties and building characteristics when applicable.



Downtown Performance Standards

(18.47.290)

Intent: To ensure adequate maintenance on downtown properties.



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