

City of Ferndale



Land Use Plan



1998

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PLAN COMMISSION**

Soils

Ferndale's soils are all in the Urban Land - Thetford category of general soils. The category consists of urban land and nearly level, somewhat poorly drained sand soils, on lake plains and outwash plains. Soils within the general category include the following five soils:

- Thetford loamy fine sand, 0 to 3 percent slopes
- Aquents, sandy and loamy, undulating
- Tedrow loamy sand, 0 to 3 percent slopes
- Urban Land
- Urban Land - Thetford Complex, 0 to 3 percent slopes

Development has occurred across the landscape which has obscured the original soil characteristics. Soils have not limited the development of the City and will not restrict future development. However, some contaminated sites in the City will need cleanup action prior to redevelopment.

Transportation

As residents of a community, people generally know from experience which roads are local and which roads are used to travel to adjacent or distant communities. The same idea has been used by the U.S. Department of Transportation to classify street systems. There are essentially three types of street classifications - with variations for each classification. Arterial streets are designed to maximize mobility through limiting access and maximizing speed. Local streets are designed to maximize access by limiting speed and maximizing access. Collector streets act as "bridges" between the two other types of streets. Map 2 shows the National Functional Classification System for the City and the area.

Principal east-west arterial routes in the area include I-696 on Ferndale's northern boundary and Eight Mile Road on Ferndale's southern boundary. Woodward Avenue is also a principal arterial route and passes through the community in a northwest-southeast direction.



Minor arterials include Nine Mile Road, which passes through the middle of the community in an east-west direction. All other minor arterials in Ferndale are north-south oriented and include Pinecrest Drive and Livernois Avenue on the City's west side and Hilton Road on the City's east side.

Collector streets in Ferndale include Ten Mile Road (adjacent to I-696); portions of six streets in the downtown area (Troy, Allen, Planavon, Withington, Vester and Bermuda); and portions of three streets serving industries in the southeast portion of the City (Fern, Fair and Chesterfield).

Streets not classified above are considered local streets to provide property access and meet the needs of the community. The residential neighborhood local streets with mature trees and extensive private landscaping help define a pleasant living environment.

The following traffic counts (24 hour traffic volumes) on major transportation routes identify general traffic volumes in the area. The 1996 counts were taken by the Michigan Department of Transportation. These counts represent the average weekday traffic traveling in both directions.

Traffic Count	Transportation Route
180,000	I-696
34,000	Woodward Avenue
69,000	Eight Mile Road
14,000	Nine Mile Road

In addition to streets and roads, the Grand Trunk Western Railroad passes through the City. The railroad provides rail access to many of the City's industries.



MAP 2

FERNDALE, MICHIGAN

EXISTING FUNCTIONAL STREET SYSTEM

CLASSIFICATION

-  PRINCIPAL ARTERIAL
-  SECONDARY ARTERIAL
-  URBAN STREET
-  LOCAL STREET

SOURCE: MICHIGAN DEPARTMENT
OF TRANSPORTATION

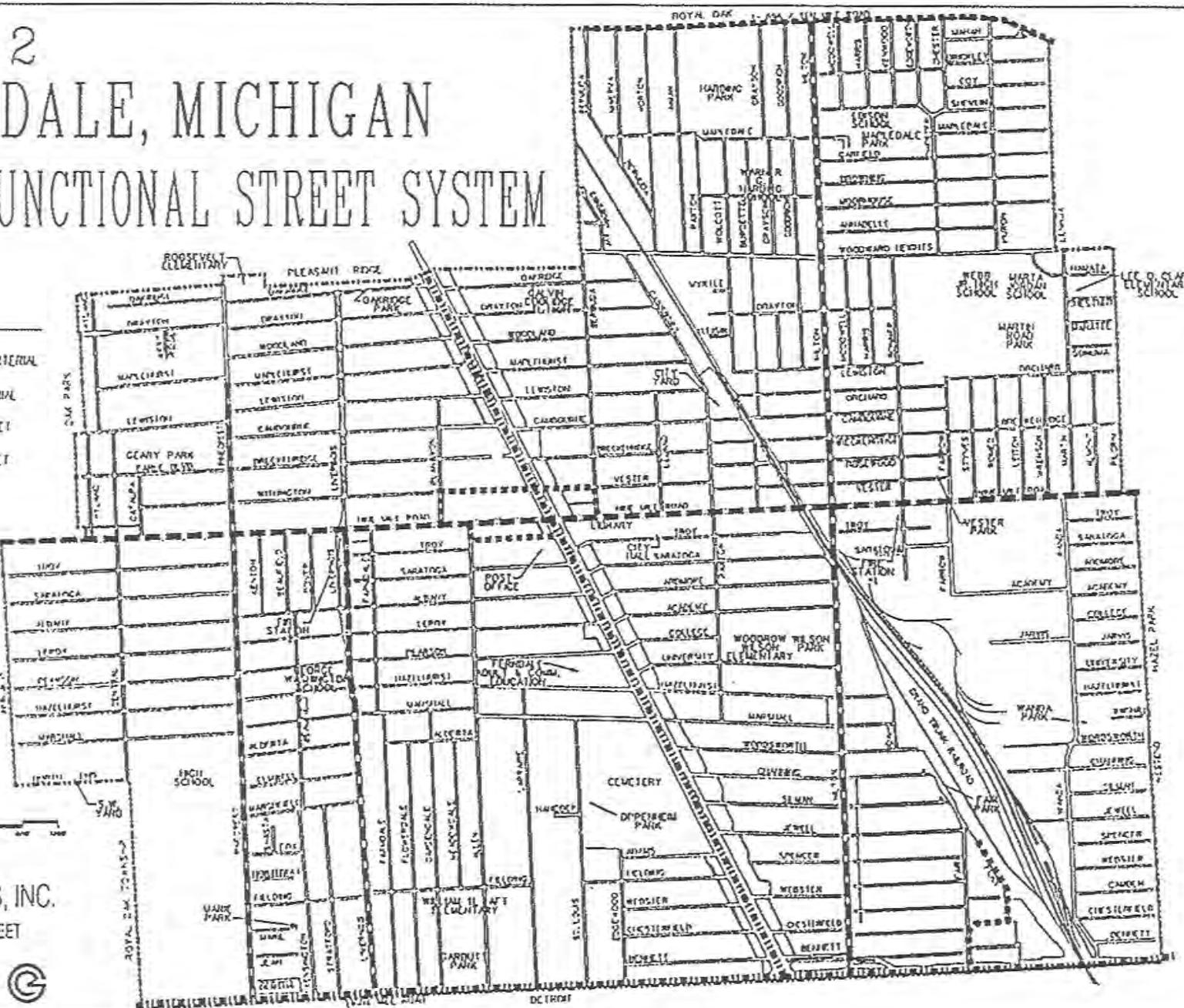


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Topography and Natural Features

The topography in Ferndale is relatively flat, with slopes rarely exceeding three percent.

The City has no water features, such as streams or lakes. Total development of the community has eliminated or modified most natural features. The built environment includes extensive use of trees and landscaping in the residential areas and to a lesser extent in the business and industrial areas.

Sites of Environmental Contamination

The City of Ferndale has two known contaminated sites. These are the Ethyl Corporation site (9.5 acres) located south of the Ferndale High School and the Reichhold Chemicals' site (7.6 acres) at Woodward Heights and the railroad. In addition to these sites, 16 identified leaking underground storage tank sites are located in the City.

In 1994, the Michigan Department of Environmental Quality (MDEQ) and Reichhold Chemicals, Inc. entered into an agreement dealing with the need for site cleanup. Remediation measures are underway by the owners. With the closure of this plant in 1989 the City lost a major employer and tax payer. In 1995 a joint study effort was started. The Study Committee consisted of the Ferndale Plan Commission, citizens from Ferndale and Pleasant Ridge, members of the Fernridge Environmental Coalition, representatives from surrounding businesses and Reichhold Chemicals, Inc. This Study Committee worked with the staff of the Oakland County Development and Planning Division and completed a land reuse and marketing plan in 1997. The redevelopment plan recommendations for the site have been included as part of this Land Use Plan.

Very little action has been taken by the community, State or owners regarding the Ethyl Corporation site. An action plan similar to the Reichhold Site report needs to be prepared for this site. The proposed future land uses for the site contained in this Plan should be included in the detailed redevelopment plan.

Under the 1996 Michigan Risk-Based Corrective Actions Standards more sites are being cleaned up than in past years. Some communities in Michigan are using the new Brownfield Financing Act. This State law allows communities to use Tax Increment Financing to encourage redevelopment of property which otherwise would remain idle. Taxes collected from new developments are captured and used to fund cleanup activities required by MDEQ. Pollution prevention is also a focus of local and State efforts.



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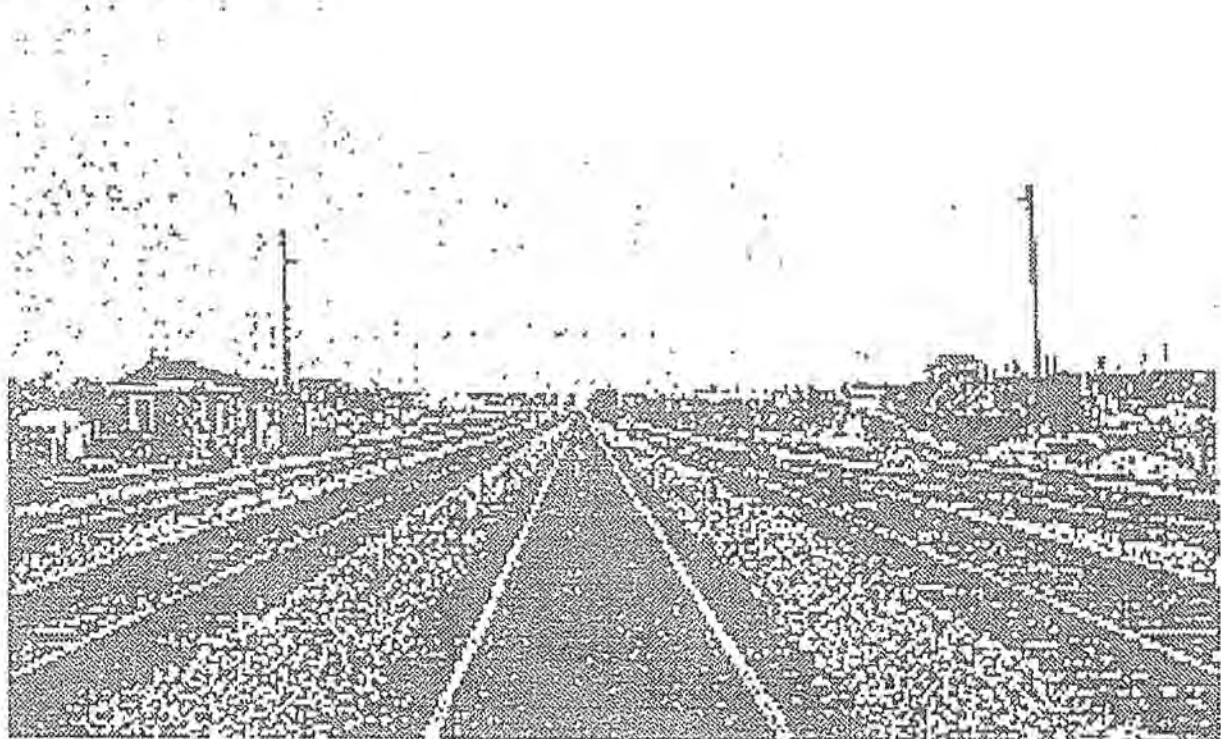
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Photos Courtesy of the Ferndale Historical Museum

Grand Trunk Railroad



Physical Features

INTRODUCTION

Community planning is a process for coordinating community development, redevelopment and preservation. It seeks to solve existing problems, prevent future ones, and seize existing or create new opportunities. The Ferndale Plan Commission is appointed by the City Council and is charged with the responsibility of preparing and adopting the City Land Use Plan. In 1966 the City completed a comprehensive Development Plan for 1966 to 1980. No other city-wide land use plan has been undertaken since 1966, although several plans have been prepared for special areas within the City. A land use plan should be updated every 10 years, if not sooner.

The intent of this Land Use Plan is to provide guidance to public and private decision-makers regarding the use of land. Ferndale's Land Use Plan is not a rigid document, with the force of law, directing the future use of land. Rather, the Zoning Ordinance is the legal land use law of the City. Many of the recommendations in this Plan need to be considered when the Zoning Ordinance is revised by the Plan Commission. Those proposed amendments will be reviewed by the public at hearings and then considered by the City Council.

To be effective, the elected and appointed officials of the City must have a strong working knowledge of the Land Use Plan. They must apply the recommendations of the Plan when drafting or amending land development regulations, preparing specialized plans, and reviewing development or redevelopment proposals.

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Location

The City of Ferndale is located in southeast Oakland County. The City occupies four square miles and is bordered by the City of Detroit to the south, the City of Hazel Park to the east, the cities of Royal Oak and Pleasant Ridge to the north, the City of Oak Park to the west and Royal Oak Township in the southwest corner of the City. All of the surrounding communities are located in Oakland County, with the exception of Detroit which is located in Wayne County.

Oakland County is part of the Detroit Consolidated Metropolitan Statistical Area. Oakland County is bordered by Wayne and Washtenaw Counties to the south, Macomb County to the east, Genesee and Lapeer counties to the north and Livingston County to the west. Map I shows the City's location in relationship to the surrounding communities.

MAP I - LOCATION



Ferndale is 50 miles north of the Michigan-Ohio border, 85 miles east of Lansing, 60 miles south of Flint, 10 miles north of the Michigan-Ontario border and 35 miles east of Ann Arbor.

Ferndale is well served by the existing network of streets and roads. Major east-west routes include Eight Mile Road on the City's southern boundary, Nine Mile Road, which is lined with businesses, and I-696 at Ten Mile Road, which is located at the City's northern boundary. The City's primary north-south route is Woodward Avenue, which cuts across the middle of the City. Other north-south routes include Pinecrest and Livernois Avenues on the west side and Hilton Road on the east side of the City.

Climate

Ferndale's climate, like the rest of southern Michigan, varies a great deal throughout the year. Table I-1 shows that the average daily temperature varies from a low of 23°F in January to a high of 71.2°F in July (average daily temperatures). June is usually the month with the most precipitation (3.49 inches). February usually has the least precipitation with an average of 1.5 inches. Traces of snow generally fall as early as October, peak in December and January and taper to a trace in May. The prevailing wind is from the southwest. Average wind speed is highest, 12 miles per hour, in March.

TABLE I-1 - CLIMATE

	Average Daily Temperature (°F)	Precipitation (Inches)	
		Average	Average Snowfall
January	23.0	1.67	8.7
February	25.2	1.50	6.7
March	33.9	2.25	5.9
April	47.0	2.83	1.0
May	58.4	2.77	Trace
June	68.1	3.49	0.0
July	72.1	2.76	0.0
August	70.4	2.94	0.0
September	63.2	2.44	0.0
October	52.8	2.38	0.1
November	39.3	2.29	3.6
December	27.2	2.25	8.6
Annual	48.4	29.55	34.6

SOURCE: USDA; Soil Survey of Oakland County, Michigan



Appendix B - Implementation

Implementation

The City has two primary tools for implementing the recommendations contained in this Plan. Those are public actions and regulatory instruments. Direct action by the City Council, City Departments and Agencies and other public bodies is needed to lead and fund action programs. The City Capital Improvements Program is an organized approach to upgrading and constructing necessary public works and facilities needed by the community. The improvement programs in the future should be based on the Land Use Plan recommendations and the Plan goals and actions . Specific improvement proposals should be prioritized into one, two and six year programs consistent with funding availability. The Capital Improvements Program works best when it is part of the annual City budget and it should then be updated annually.

The City's Zoning Ordinance has been in place since the 1960s. While several key amendments have strengthened the Ordinance it needs to be thoroughly reviewed in light of the Land Use Plan recommendations. The different use districts need to be reviewed and updated. Some districts may need to be consolidated and a new Planned Unit Development District added. A review and expansion of the special land uses permitted in each district is needed and the definitions section updated. Site planning, conflicting land use buffers, parking and other development regulations need revising and updated to deal adequately with future developments in the City.

Many of the recommendations of the Land Use Plan deal with changes to the Zoning Ordinance. The Plan Commission plays an important role in the process by initiating changes to the Zoning Ordinance. The City Council has the legislative responsibility of adopting the Zoning Ordinance. Administration of the zoning and site development regulations are carried out by the City Community Development Services Department. Several other Boards and Commissions will help implement the recommendations of the Land Use Plan. Intergovernmental cooperation will be needed on major land use changes and on corridor improvements. Implementation of the goals, actions and recommendations in the Plan depends on the support of a number of the existing groups.

Appendix C - Special Area Plans

WOODWARD AVENUE CORRIDOR STUDY RECOMMENDATIONS**Summary**

There are three proposed development/redevelopment areas within Ferndale contained in the "Woodward Avenue: A Cooperative Approach for the Future" report. These three areas are Downtown Ferndale, 21000 Woodward (Eight Mile east of Woodward) and Sloman Square (Eight Mile west of Woodward).

The Downtown Ferndale Development/Redevelopment Plan emphasizes the enhancement and upgrading of the area. Improvements could include mixed-use, pedestrian amenities, urban architecture, additions to the street grid system, reinstatement of on-street parking, incorporation of urban housing, reinforcement of civic functions with the institution of a public park or square next to the City offices; development of parking structures and adding a hotel/conference facility. Ferndale's downtown is recognized as a district important not only to Ferndale but also to the structure of the Corridor, providing "a sense of place." The downtown district should provide for mixed use including government and civic functions and should also be expanded and reinforced.

21000 Woodward is a proposed office or mixed use tower development at the corner of Eight Mile and Woodward. It will complement Sloman Square in creating a gateway to Ferndale and Oakland County.

A tower at the corner of Woodward Avenue and Eight Mile will anchor Sloman Square, which is a proposed redevelopment project consisting of convenience shops, offices, higher density housing and community facilities. To develop this gateway proposal, additions to the street grid system will be necessary. The plan also called for the restoration and reuse of the historic Ferndale City Hall as a neighborhood activity center.

In addition to the above special project areas Woodward Avenue: A Cooperative Approach for the Future calls for continued improvement on the corridor to the landscaped median, building facades, gateway treatment at Eight Mile and the downtown, signage, lighting, increased parking, the preservation of the 12 historic buildings in the corridor in Ferndale and the recognition of the 16 historic sites.



A VISION FOR 8 MILE BOULEVARD

This report was prepared in 1992 by McKenna Associates, Inc. for the 8 Mile Corridor Task Force. The Task Force included representatives from the 13 communities and three counties fronting 8 Mile Road, plus the Michigan Department of Transportation. To realize the vision for 8 Mile Boulevard a number of steps were listed for consideration by elected leaders to consider.

The report encouraged the formation of an intergovernmental organization, which has been created. The following are several initial activities suggested:

- Seek New Empowerments

Work with state legislators to obtain legislation which gives the 8 Mile Boulevard organization the ability to initiate multi-community/single community rehabilitation and urban redevelopment projects. This legislation would include the ability to finance these projects with mechanisms such as tax increment financing or tax assessment freezes.

- Establish Community Development Corporation

Initiate the establishment of a privately financed (\$5 million) community development corporation.

- Develop Site List

Maintain an ongoing list of potential development sites, as provided by each 8 Mile community.

- Pursue Projects

This report suggests that targets of opportunity be pursued that have access to immediately available funds or that require minimal funding. Six potential projects are identified in the report, of which four are eligible for funding under the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA).

- Develop an implementation plan to reduce road access conflicts and bus-auto conflicts, and protect and improve neighborhood residential and business clusters. Techniques such as street closures, dedicated lanes and parking development and improvement will be considered.



- Draft a model overlay sign ordinance for all communities along 8 Mile Boulevard and removal of designated billboards.
- Prepare an implementation plan that addresses and recommends intermodal transportation improvements along 8 Mile Road. This task should include a method to coordinate existing community based demand activated signaling systems; improve existing transfer locations with roadway cutouts, bus parking and bus shelters; improve ride share opportunities; and install mass transit access signage.
- Prepare a comprehensive landscape plan and lighting plan for 8 Mile Boulevard.
- Two additional projects that require cooperation but minimal funding are:
 - Establish a coordinated multi-community and multi-county police patrol for 8 Mile Boulevard.
 - Establish a yearly cleanup campaign.

REICHHOLD SITE PROJECT REPORT

In 1997 the Reichhold Site Study Committee adopted goals and recommendations to be used as a guide for the redevelopment of the Reichhold site. They are:

Enhance the site, the surrounding neighborhoods, and the City of Ferndale;

Positively impact the adjacent residential neighborhoods;

Provide unproved vehicular and pedestrian circulation that minimizes conflicts between residential and development traffic;

Increase the tax base for the City of Ferndale, considering overall impact while recognizing other goals;

Be marketable and economically realistic; and

Serve as a catalyst for improving the surrounding areas.

On-Site Recommendations

- The new development should be aesthetically pleasing and sensitive to the adjacent neighborhood.
- The developer should be encouraged to consider innovative, energy conserving design elements and alternative energy sources, such as active and passive solar.
- Develop circulation and parking for the east yard development behind the buildings and near the railroad.
- Use screening walls and landscaping to provide visual and sound buffering from parking and possible outdoor storage areas.
- Consider relocating the overhead utility lines currently along Bermuda and Horton, to an area closer to the railroad, to inside of the east yard, similar to their location north and south of the site.
- Require truck traffic egress and ingress for the east yard development from Bermuda off the I-696 service drive.



- If the development on the east yard requires truck traffic, configure the site so there is sufficient space for a truck turn-around area so truck traffic can leave by the northern site entrance.
- Maintain a continuous front yard image along the north frontage of Woodward Heights.
- Consider limiting access off Gainsboro for west yard development.
- Retain the V-building pursuant to a lease agreement between Mr. Leonard and Reichhold.

General Planning Recommendations

- The goals adopted by the Reichhold Site Study Committee should be used by the City of Ferndale as the redevelopment of the site progresses.
- The design elements for screening, buffering, landscaping and neighborhood compatibility are intended for use by the City of Ferndale, to illustrate the potential of the site and what is expected from potential developers.
- The Ferndale Zoning Ordinance should be amended to incorporate landscape requirements into site plan review. When reviewing site plans for the new development, design elements should be considered carefully.
- Coordinate the public and private landscaping on and around the Reichhold site consulting with a landscape architect or other qualified design professional, to ensure the issues of site buffering and landscape character are addressed comprehensively.
- The buffering/landscaping guidelines developed by the Reichhold Site Study Committee could be used as a guide to assist the City with implementing streetscape/landscape improvements along Woodward Heights between Hilton and the Reichhold site.
- The City of Ferndale Plan Commission should designate the area of the Reichhold site as a special project district in the new master plan.



- The Ferndale Plan Commission should evaluate and, if necessary, modify the performance standards in the Ferndale Zoning Ordinance. The review of performance standards for noise, vibration, odor, lighting, traffic generation, and hours of operation, prepared for the Reichhold Site Study Committee, should be considered in the process.
- The City of Ferndale should not limit their marketing of the site to specific land uses but consider uses that meet performance standards and the goals and recommendations included in this report. The new use shall not be residential, heavy industrial, or any use that could repollute the site.
- The Ferndale Plan Commission should apply appropriate findings from the Reichhold Study to upgrade the existing industrial area south of Woodward Heights. Items such as the buffering guidelines, performance standards, or site plan review guidelines, are offered for consideration.
- In order to market the site, the City of Ferndale should develop a promotional strategy that recognizes the goals and design guidelines adopted by the Reichhold Site Development Committee.
- Ideally a single developer should be chosen for the entire site to ensure continuity in project design. If this is not possible, no more than one for the west yard and two for the east yard should be used.

Off-Site Recommendations

- Eliminate the truck route on Bermuda, between I-696 and Woodward Heights. Establish a new truck route on Hilton and Woodward Heights. The truck route south of Woodward Heights, on Gainsboro, would remain unchanged.
- The developer shall establish and maintain an integrated greenbelt buffer, using the residentially zoned lots owned by Reichhold on Bermuda.
- When it becomes available for sale, acquire the Triangular residential parcel between Bermuda and Minerva, to allow for a continuous greenbelt buffer.



- Cul-de-sac Minerva at its western terminus, south of Mapledale.
- Landscape the street right-of-way margins on Bermuda across from Walker Wire and Detroit Air Compression.
- Screen rear yards of homes on Minerva, between I-696 and Mapledale, from adjacent parking lots on Bermuda.
- If Bermuda is vacated, incorporate emergency vehicle access, bike paths, and walkways into the resulting buffered, landscaped area. The utility easement would be retained by the City of Ferndale.
- If Bermuda is not vacated, install traffic calming devices on Bermuda at Horton and Mapledale, to slow traffic and prevent truck traffic south of Mapledale on Bermuda.
- Dead-end Gainsboro at Fairwood, keeping the segment of Gainsboro that connects Fairwood and Sylvan.

PARKS AND RECREATION FACILITIES CAPITAL IMPROVEMENTS PROGRAM

This report was completed in 1996 by Giffels-Webster Engineers. It was prepared for the City Department of Parks and Recreation. In an effort to identify upgrades to the Parks and Recreation Facilities, it was updated to incorporate review comments obtained from City staff, residents and Recreation Board members.

Each park facility was reviewed separately from the standpoint of existing conditions, with suggestions for improvements and budgets estimates required to make the improvements. The report is divided into sections that relate to each of the park facilities with support information for reference purposes. The conceptual cost estimates for the 13 parks was \$1,300,000-\$1,400,000 in 1996 dollars.

This report is intended to remain a working document and reference for use in the preparation of the Parks and Recreation Facilities Capital Improvement Programs, and throughout the park facilities improvements projects.



DOWNTOWN URBAN DESIGN PLAN

The Ferndale Downtown Development Authority (DDA) spearheaded the development of an Urban Design and Implementation Plan for Downtown Ferndale which was the result of two background studies, Physical Assets and Retail Market Analysis. The Urban Design and Implementation Plan was adopted by the Ferndale Plan Commission on October 17, 1991 and its Goals (stated below) continue to guide the decisions of the DDA, the Plan Commission, and the City Council.

- Enhance the vehicular and pedestrian circulation in and around the Central Business District.
- Create an attractive image of Ferndale an Woodward Avenue and a clear entrance to downtown.
- Develop functional public spaces for downtown, merchant and civic activities.
- Provide for additional retail and office space as the market will support it and optimize the mixture of businesses for marketing purposes.
- Supply adequate shopper amenities (i.e. convenient parking, lighting, signs, landscaping, street furniture, etc.).
- Visually coordinate individual businesses into a distinctive, cohesive and attractive district.

The Urban Design Plan integrated these goals into a framework to develop projects designed to create a distinctive Downtown Area with amenities and public improvements providing an attractive and comfortable environment for shopping, working and entertainment. The three major elements comprising the Urban Design Plan included Physical Improvement, Market Development and Administrative Projects which are listed and described in the Urban Design Plan's Implementation Schedule. The City and the DDA have implemented a number of the projects and, as funding and other resources become available, the projects yet to be undertaken will be completed.

Due to Ferndale's regional role as the M-1 (Woodward Avenue), entry to Oakland County, priority has been given to the Woodward Avenue and Nine Mile Road projects as proposed in the Urban Design Plan. Considerable public investment has been committed to enhancing the



REPORT ON THE FERNDALE INDUSTRIAL AREA TASK FORCE

In 1995 the Ferndale Industrial Area Task Force was created by the East Michigan Environmental Action Council. The Task Force met regularly from February 1995 through March 1996. In the Fall of 1996 the report was completed. The project observations and recommendations are as follows:

- Ferndale is now beginning the process of updating its 1966 Comprehensive Development Plan and the related zoning code. The new master plan may not lead to changes that will result in a Ferndale dramatically different from the City today. However, this is an opportunity for local leadership to make changes to create a future for Ferndale that is both desired and possible.
 - Local leadership is critical for success in any city's effort to sustain or revitalize itself.
 - It is important to consider anticipated population and economic trends in future plans for the City.
 - Many of the problems identified by industrial area businesses in the City's 1966 Comprehensive Development Plan remain problems today; however, modern industries have identified new needs and interests.
- City officials and business representatives in Ferndale should take an active role in promoting the interests of Ferndale as an older community in southern Oakland County with a viable, but vulnerable, industrial base.
 - Much of the employment, population and manufacturing sector growth in southeast Michigan is occurring in northern Oakland County. There appears to be more emphasis on development and business assistance for those growth areas, and a lack of financial and other resources for helping older, mixed-use communities like Ferndale.



- Ferndale should consider the adoption of new zoning code provisions on performance standards and other tools that will, a) expedite the site plan and zoning review process, b) protect the health, safety and welfare of City residents, particularly in areas adjacent to the industrial businesses, and c) enhance the potential for continued use and occupancy of the industrial area.
 - Modern performance standards can provide environmental standards for noise, light, traffic impacts and other industry activities that can protect the welfare of City residents without unduly burdening local businesses.
 - There are other tools and changes that should be considered to improve the regulation of land uses in the industrial area to provide more flexibility for the future.
- A new communication mechanism is needed to provide an opportunity to discuss citizen concerns about the environmental impacts of current industrial operations and proposed new operations.
 - Resident concerns about environmental issues are now raised in the context of Plan Commission hearings on rezoning requests or site plan approvals by local businesses, and this process is not well-suited to address these concerns.
 - Communities can create business/citizen advisory councils or other review procedures to provide a forum for consideration of environmental concerns that doesn't cause undue delay for land use decision-making.
- Ferndale needs to demonstrate its support for local businesses and make more efforts toward business retention as a main focus of its industrial redevelopment strategy.
 - With a currently viable industrial district, Ferndale should emphasize programs to help maintain and enhance the district.
 - Ferndale should also take steps to create an open line of communication with businesses in the area.

1915 - General Store on College and Woodward



Population

Introduction

This section and the next two detail Ferndale's population, economy and housing. These sections detail the area's young population, steady economy and attractive housing by comparing Ferndale to Michigan, Oakland County, Wayne County and the surrounding communities.

In 1990 (the last year a complete Census was undertaken) the City's population was 25,084. The median age of residents was 31.5. The median age represents the point where half of the population is older and half is younger. Ferndale's median age is relatively low, reflecting a large number of younger residents. The City's distribution of households was different than comparison areas, with a high proportion of one-person households.

Population Trends and Projections

Table 2-1 identifies population trends and projections for Ferndale, the surrounding communities, Oakland County, Wayne County and Michigan. Between 1980 and 1994, population decreases occurred in Ferndale and six of the seven surrounding communities. Between 1980 and 1994, Ferndale's population decreased by 11.6 percent. Three of the surrounding communities decreased at a greater rate. Oakland County's population increased by 12.9 percent during the same period, Wayne County's decreased by 11.7 percent and Michigan's increased by 2.5 percent.

Population projections for the area are more positive. Between 1994 and 2020, Ferndale's population is projected to increase by 10.2 percent to reach 25,582. All but two of the surrounding communities' populations are projected to increase during the same period. Ferndale's growth is expected to be greater than any of the surrounding areas. Oakland County is expected to continue growing and will reach 1,444,100 by 2020. Wayne County, and Detroit, are expected to further decline in population and the State is expected to grow by 10.4 percent.

TABLE 2-1 - POPULATION TRENDS AND PROJECTIONS 1980-2020

	1980	1990	1994	% Change 1980/ 1994	2000	2005	2010	2015	2020	% Change 1994/ 2020
City of Ferndale	26,227	25,084	23,222	-11.6	24,825	24,729	24,843	25,109	25,582	+10.2
Surrounding Communities										
Pleasant Ridge	3,217	2,755	2,625	-18.4	2,754	2,702	2,677	2,684	2,692	+2.5
Oak Park	31,537	30,468	31,857	+1.0	30,977	31,108	31,529	32,380	33,016	+3.6
Hazel Park	20,914	20,051	18,931	-9.5	19,532	19,141	19,007	19,247	19,525	+3.1
Huntington Woods	6,937	6,419	6,440	-7.2	6,441	6,463	6,515	6,624	6,711	+4.2
Royal Oak	70,893	65,410	68,431	-3.5	64,479	64,087	64,253	64,951	65,544	-4.2
Royal Oak Twp.	5,784	5,006	5,049	-12.7	5,173	5,084	5,133	5,391	5,548	+9.9
Detroit	1,203,369	1,027,974	992,038	-17.6	952,023	915,952	884,345	858,648	837,294	-15.6
Oakland County	1,011,793	1,083,592	1,142,013	+12.9	1,218,900	1,276,000	1,329,500	1,385,100	1,444,100	+26.5
Wayne County	2,337,843	2,111,687	2,064,819	-11.7	2,022,600	1,970,300	1,914,500	1,864,500	1,821,800	-11.8
Michigan	9,262,044	9,295,277	9,496,545	+2.5	9,786,200	9,963,800	10,121,300	10,285,000	10,454,700	+10.4

SOURCE: U.S. Census of Population; SEMCOG 2020 Regional Development Forecast; Michigan Department of Management and Budget

Age Distribution

The median age of Ferndale's residents is slightly lower than Oakland and Wayne County's or Michigan's. In 1990 the median age of the City's residents was 31.5 (Table 2-2). The largest age group in Ferndale is the 25-34 age group, which accounts for 22.5 percent of Ferndale's population. The only other two age groups with a greater than average percentage of residents is the under 5 age group (8.4%) and the 85+ age group (1.4%). All of the remaining age groups make up a smaller than average percentage of the population (with Michigan's distribution representing the average).

TABLE 2-2 - AGE DISTRIBUTION 1990

	Under 5	5-17	18-24	25-34	35-44	45-54	55-64	65-84	85+	Total	Median Age
Ferndale City	2,102 8.4%	4,492 17.9%	2,290 9.1%	5,463 22.5%	3,745 14.9%	2,066 8.2%	1,702 6.8%	2,678 10.7%	361 1.4%	25,084 100.0%	31.5 ---
Surrounding Communities											
Pleasant Ridge	7.0%	17.1%	5.2%	16.2%	22.5%	11.2%	9.0%	10.2%	1.6%	100.0%	37.0%
Oak Park	8.2%	20.0%	8.3%	17.4%	15.6%	10.1%	7.9%	11.4%	1.0%	100.0%	32.7%
Hazel Park	8.8%	19.3%	10.7%	19.7%	12.6%	9.6%	8.0%	10.4%	0.9%	100.0%	30.6%
Huntington Woods	8.1%	18.4%	4.5%	13.3%	22.1%	11.4%	7.6%	12.8%	1.8%	100.0%	37.6%
Royal Oak	6.8%	13.9%	7.6%	22.5%	16.1%	8.5%	8.8%	14.4%	1.3%	100.0%	34.6%
Royal Oak Twp.	5.2%	14.6%	8.5%	17.3%	16.1%	7.1%	6.9%	21.6%	2.9%	100.0%	37.7%
Detroit	9.0%	20.4%	11.0%	16.6%	14.1%	8.8%	7.9%	11.0%	1.2%	100.0%	30.7%
Oakland County	7.2%	17.6%	9.0%	18.5%	17.0%	11.3%	8.6%	9.8%	1.0%	100.0%	33.8%
Wayne County	8.1%	19.0%	10.2%	17.2%	14.7%	9.6%	8.7%	11.4%	1.1%	100.0%	32.4%
Michigan	7.5%	18.9%	10.7%	17.1%	15.2%	10.2%	8.5%	10.8%	1.1%	100.0%	32.6%

SOURCE: 1990 U.S. Census of Population

Ferndale's housing, employment opportunities and location appear to be attracting younger people. These residents require services specific to their needs including recreation opportunities, schools and day care for their children (the under 5 age category is larger than the County or State average).



Table 2-3 also shows age distribution, but is specific to Ferndale and shows the changes in the composition of the City's population between 1980 and 1990. The table also projects age distribution to the year 2020 based on the Michigan Department of Management and Budget's projections for Oakland County. The projections assume Ferndale's age distribution will mirror Oakland County's age distribution and are not intended to provide exact figures for the City, but to show the expected changes for the overall area.

Between 1980 and 1990 the age group with the most dramatic increase was the 35-44 age group which increased by 51.7 percent. Numerically, the second largest increase occurred in the 25-34 age group which increased by 16.6 percent during the 10 year period. The 85+ age group increased by 7.5 percent. The block of people between 45 and 84 years of age decreased between 1980 and 1990. The number of school and college age residents also decreased during the 10 year period.

Projections indicate the median age of the City's population will continue increasing into the future. By the year 2020 the median age will reach 41.8. The number of pre-school age children will decrease to 5.5 percent of the City's total population by 2020. Projections show the number of school age children will decrease to 14.3 percent of the City's 2020 population of 25,582. The number of college age residents will increase to 8.8 percent in 2010 and then decrease to 7.8 percent of Ferndale's 2020 population. After an initial decrease, the number of young adults between 25 and 34 will remain fairly constant during the planning period. The number of adults between 35 and 44 will decrease to 13.1 percent by 2020 after peaking in the year 2000. During the planning period the number of residents between the ages of 45 and 54 will fluctuate, peaking in 2010 at 17.2 percent of the population and decreasing to 13.5 percent in 2020. Projections indicate the number of residents between 55 and 64 will increase during the planning period reaching 15.1 percent of the City's population in 2020. The number of retirement age residents between 65 and 84 will increase to 15.3 percent of the population and the number of residents over 85 will account for 1.9 percent of the population.



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TABLE 2-3 - AGE DISTRIBUTION TRENDS AND PROJECTIONS IN FERNDALE 1980 TO 2020

Age	Trends			Projections				
	1980	1990	% Change	2000	2005	2010	2015	2020
Under 5 % of Total	1,956 7.5	2,102 8.4	+7.5 ---	1,569 6.3	1,401 5.7	1,338 5.4	1,363 5.4	1,417 5.5
5-17 % of Total	5,007 19.1	4,492 17.9	-10.3 ---	4,390 17.7	4,245 17.2	3,965 16.0	3,721 14.8	3,659 14.3
18-24 % of Total	3,653 13.9	2,290 9.1	-37.3 ---	2,005 8.1	2,080 8.4	2,176 8.8	2,133 8.5	2,001 7.8
25-34 % of Total	4,839 18.5	5,643 22.5	+16.6 ---	3,341 13.5	3,089 12.4	3,077 12.4	3,263 13.0	3,409 13.3
35-44 % of Total	2,469 9.4	3,745 14.9	+51.7 ---	4,540 18.3	4,064 16.4	3,491 14.1	3,312 13.2	3,363 13.1
45-54 % of Total	2,237 8.5	2,066 8.2	-7.6 ---	3,793 15.3	4,073 16.5	4,272 17.2	3,917 15.6	3,460 13.5
55-64 % of Total	2,661 10.1	1,702 6.8	-36.0 ---	2,339 9.4	2,884 11.7	3,311 13.3	3,633 14.5	3,865 15.1
65-84 % of Total	3,107 11.8	2,678 10.7	-13.8 ---	2,519 10.1	2,540 10.3	2,790 11.2	3,302 13.2	3,930 15.3
85+ % of Total	298 1.1	361 1.4	+21.1 ---	328 1.3	366 1.5	422 1.7	466 1.9	478 1.9
Total	26,227	25,084	---	24,825	24,729	24,843	25,109	25,582
Median Age	29.4	31.5	---	37.4	39.3	40.5	41.3	41.8

SOURCE: U.S. Census of Population; Michigan Department of Management and Budget; Gove Associates Inc.

Male/Female Distribution

Ferndale, like most communities, has more females than males. This can be attributed to the fact that women tend to live 6-7 years longer than men. While Ferndale has more women than men, Table 2-4 shows that the City has a lower proportion of women than the comparison areas. In 1990, 12,785 (51.0%) of the City's 25,084 residents were female and 12,299 (49.0%) were male.

TABLE 2-4 - MALE/FEMALE DISTRIBUTION 1990

	Male	Female	Total
City of Ferndale	12,299 49.0%	12,785 51.0%	25,084 100.0%
Surrounding Communities			
Pleasant Ridge	48.9%	51.1%	100.0%
Oak Park	47.9%	52.1%	100.0%
Hazel Park	48.6%	51.4%	100.0%
Huntington Woods	49.0%	51.0%	100.0%
Royal Oak	47.1%	52.9%	100.0%
Royal Oak Township	41.9%	58.1%	100.0%
Detroit	46.3%	53.7%	100.0%
Oakland County	48.6%	51.4%	100.0%
Wayne County	47.4%	52.6%	100.0%
Michigan	48.5%	51.5%	100.0%

SOURCE: 1990 U.S. Census of Population

Table 2-5 shows how the male/female distribution in Ferndale changed between 1980 and 1990, and projects the distribution to the year 2020. In 1980, 52.4 percent of the population were women. In 1990 this figure decreased to 51.0 percent. While the entire population decreased during the 10 year period by 4.4 percent, the decrease was not the same for men and women. The male population decreased by 1.4 percent and the female population decreased by 7.0 percent.

The male/female distribution changed a great deal between 1980 and 1990. It has continued to change since 1990 and projections, again based on Oakland County's figures, show the number of females will remain higher throughout the planning period. In 2020, males will account for 48.4 percent of the City's population and females will account for 51.6 percent.

TABLE 2-5 - MALE/FEMALE DISTRIBUTION TRENDS AND PROJECTIONS IN FERNDALE 1980 TO 2020

	Trends			Projections			
	1980	1990	% Change	2000	2005	2010	2015
Male	12,473	12,299	-1.4	12,088	12,032	12,070	12,175
% of Total	47.6	49.0	--	48.7	48.7	48.6	48.5
Female	13,754	12,785	-7.0	12,737	12,697	12,773	12,934
% of Total	52.4	51.0	--	51.3	51.3	51.4	51.5
Total	26,227	25,084	-4.4	24,825	24,729	24,843	25,109
							25,582

SOURCE: U.S. Census of Population; Michigan Department of Management and Budget; Gove Associates Inc.

Racial Distribution

Table 2-6 shows the racial distribution in Ferndale and the comparison areas. The City, and many of the surrounding communities, have a higher proportion of white residents than either of the counties or Michigan. In 1990, 24,045 (95.9%) of the City's 25,084 residents were white. Blacks accounted for 1.3 percent of the population, American Indians, Eskimos or Aleuts accounted for 1.1 percent of the population, Asians or Pacific Islanders made up 1.4 percent and other races accounted for 0.3 percent of the total population.

Table 2-7 projects the City's racial distribution, based on the City's past trends and the 1990 distribution of residents in Oakland County and Michigan. The projections indicate a more diverse population in Ferndale's future. The projections show white residents will make up 89.7 percent of the population in 2020. Black residents will account for 3.7 percent of the City's 2020 population. Native Americans will account for 1.6 percent of Ferndale's 2020 population of 25,582. Asians and Pacific Islanders will account for 4.7 percent of the population; based on 1980 to 1990 trends. Other racial groups will account for 0.3 percent of the City's residents.

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TABLE 2-6 - RACIAL DISTRIBUTION 1990

	White	Black	American Indian, Eskimo, or Aleut	Asian or Pacific Islander	Other Race	Total
City of Ferndale	24,045 95.6%	331 1.3%	272 1.1%	347 1.4%	89 0.3%	25,084 100.0%
Surrounding Communities						
Pleasant Ridge	97.0%	0.0%	0.8%	1.7%	0.4%	100.0%
Oak Park	62.6%	34.5%	0.1%	2.2%	0.6%	100.0%
Hazel Park	96.7%	0.4%	1.4%	1.5%	*	100.0%
Huntington Woods	98.7%	0.2%	0.0%	0.6%	0.5%	100.0%
Royal Oak	98.0%	0.4%	0.2%	1.1%	0.3%	100.0%
Royal Oak Township	33.2%	65.2%	0.2%	1.4%	0.0%	100.0%
Detroit	21.6%	75.7%	0.3%	0.8%	1.5%	100.0%
Oakland County	89.6%	7.1%	0.4%	2.3%	0.6%	100.0%
Wayne County	57.4%	40.2%	0.4%	1.0%	1.0%	100.0%
Michigan	83.5%	13.9%	0.6%	1.1%	0.9%	100.0%

* Less than 0.1 percent.

SOURCE: 1990 U.S. Census of Population

TABLE 2-7 RACIAL DISTRIBUTION TRENDS AND PROJECTIONS IN FERNDALE 1980 TO 2020

	Trends			Projections				
	1980	1990	% Change	2000	2005	2010	2015	2020
White	25,815	24,045	-6.9	23,311	22,973	22,806	22,799	22,947
% of Total	98.4	95.9	---	93.9	92.9	91.8	90.8	89.7
Black	124	331	+166.9	521	618	720	829	947
% of Total	0.5	1.3	--	2.1	2.5	2.9	3.3	3.7
American Indian, Eskimo or Aleut	75	272	+262.7	298	321	348	377	409
% of Total	0.3	1.1	--	1.2	1.3	1.4	1.5	1.6
Asian or Pacific Islander	88	347	+294.3	621	742	894	1,029	1,202
% of Total	0.3	1.4	--	2.5	3.0	3.6	4.1	4.7
Other	125	89	-28.8	74	74	75	75	77
% of Total	0.5	0.3	--	0.3	0.3	0.3	0.3	0.3
Total	26,227	25,084	-4.4	24,825	24,729	24,843	25,109	25,582

SOURCE: U.S. Census of Population; Gove Associates Inc.



Household Distribution

The household distribution in Ferndale is not typical of communities in Michigan or the surrounding communities. Table 2-8 shows that Ferndale has a low proportion of family households and a high proportion of nonfamily households. Of the City's 9,899 households, 6,341 (64.1%) were family households in 1990 -- a lower proportion than all of the surrounding communities except Royal Oak and Royal Oak Township. Married couple families account for 47.2 percent of Ferndale's households -- a lower proportion than any of the surrounding communities except Royal Oak Township and Detroit. Ferndale had 1,252 (12.6%) single female householder families in 1990 -- similar to the State as-a-whole. The number of single male householder families was 413 (4.2%), which is a slightly higher proportion than most comparison areas.

In Ferndale, 3,558 (3.59%) households were nonfamily households in 1990. This figure is higher than all communities except Royal Oak and Royal Oak Township.

TABLE 2-8 - HOUSEHOLD DISTRIBUTION 1990

	Total Households	Family Households			Nonfamily Households			Householder 65 & Over Living Alone	Persons Per Household	Persons in Group Quarters
		Total	Married Couple Families	Single Female Householder	Single Male Householder	Total	Households Living Alone			
City of Ferndale	9,800 100.0%	6,341 64.1%	4,676 47.2%	1,252 12.6%	413 4.2%	3,558 35.9%	2,820 28.5%	1,133 11.4%	2.53 --	71 --
Surrounding Communities										
Pleasant Ridge	100.0%	78.8%	61.2%	8.4%	3.2%	27.2%	20.4%	9.0%	2.65	--
Oak Park	100.0%	74.5%	55.3%	16.2%	2.9%	25.5%	21.7%	9.6%	2.79	--
Hazel Park	100.0%	72.6%	51.8%	15.7%	5.1%	27.4%	23.0%	10.0%	2.78	--
Huntington Woods	100.0%	81.1%	71.8%	7.7%	1.6%	18.9%	15.4%	8.1%	2.71	--
Royal Oak	100.0%	60.8%	50.1%	8.5%	2.2%	39.2%	32.2%	12.4%	2.29	--
Royal Oak Township	100.0%	45.4%	27.3%	16.5%	1.6%	54.6%	49.9%	26.3%	2.03	--
Detroit	100.0%	66.2%	30.5%	30.4%	5.3%	33.8%	29.5%	10.3%	2.86	--
Oakland County	100.0%	71.4%	59.4%	8.2%	2.7%	28.6%	23.5%	8.3%	2.60	--
Wayne County	100.0%	69.5%	44.5%	20.7%	4.2%	30.5%	26.4%	10.1%	2.67	--
Michigan	100.0%	71.3%	55.1%	12.9%	3.3%	28.7%	23.7%	9.3%	2.70	--

SOURCE: 1990 U.S. Census of Population

Ferndale has a high proportion (28.5%) of one-person households. Only Royal Oak, Detroit and Royal Oak Township have higher proportions of one-person households. Ferndale also has a higher proportion of householders 65 and over living alone than most of the comparison areas.

Ferndale had 2.53 persons per household in 1990. Only Royal Oak and Royal Oak Township had lower figures. Household projections for Ferndale indicate the total number of households will increase from 9,899 in 1990 to 10,199 in 2000 and that the average household size will decrease from 2.53 persons per household to 2.43 during the same period.

Between 1980 and 1990 the number of family households decreased by 8.4 percent (Table 2-9). In 1980 family households accounted for 69.8 percent of the households - by 1990 this figure had decreased to 64.1 percent. The number of married-family households decreased by 13.5 percent during the same period, accounting for 54.6 percent of households in 1980 and 47.2 percent in 1990. Overall, the number of households decreased slightly (0.1%) between 1980 and 1990. The population decreased at a much greater rate (4.4%). The fact that the population and the number of households decreased at different rates can be attributed to the fact that household sizes decreased from 2.63 persons per household to 2.53.

Table 2-9 also projects household information to the year 2020 using trend analysis and projections prepared by the Southeast Council of Michigan Governments (SEMCOG). The number of households will continue increasing throughout the planning period, reaching 10,140 in 2020. SEMCOG projections indicate household size will remain unchanged throughout the planning period. The number of family households will decrease throughout the planning period, accounting for 55.7 percent of the total households in 2020. Married couple families will account for 36.4 percent of the total households. In 2020 nonfamily households in Ferndale will account for 44.3 percent of the 10,140 total households.

Population**Section 2**

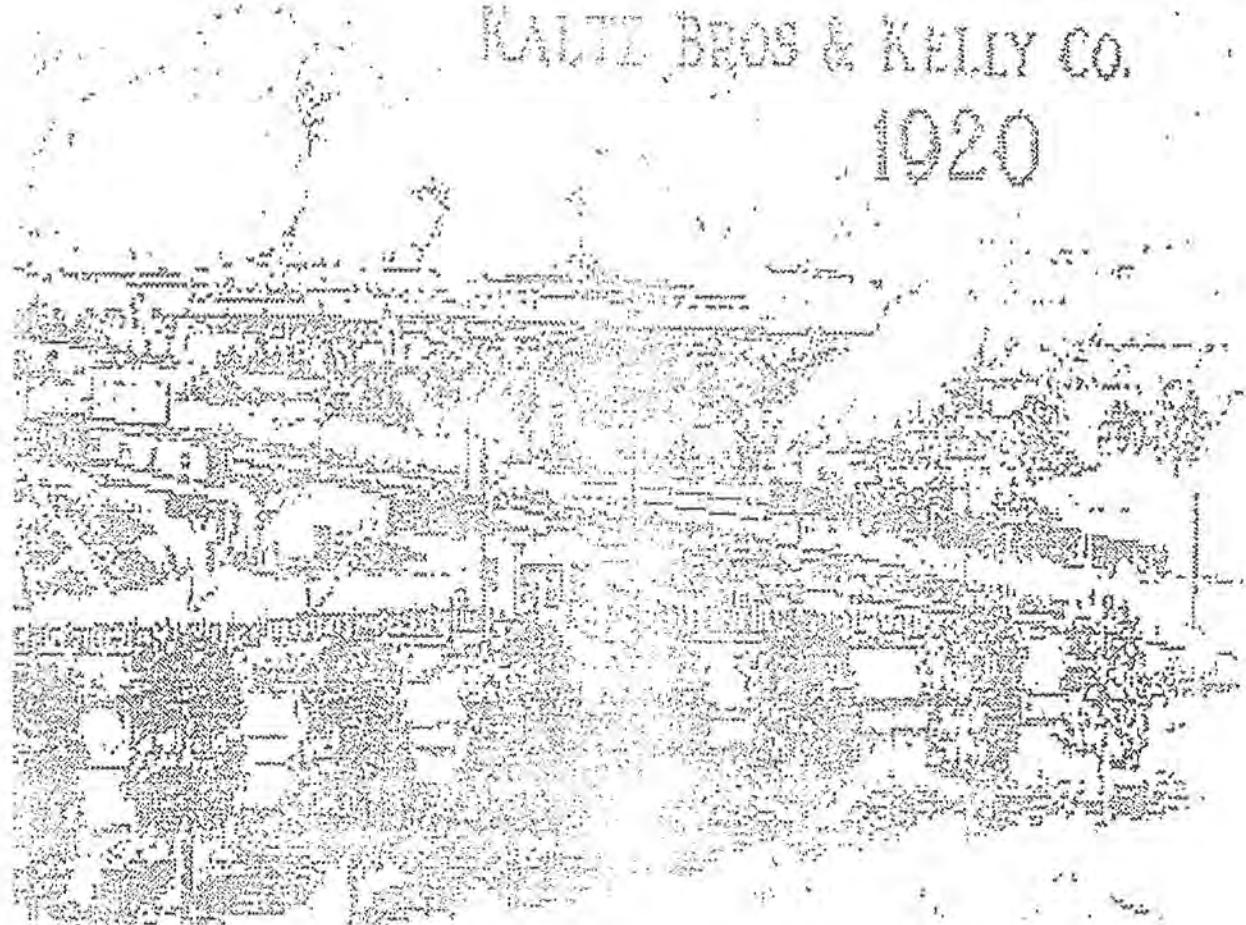
City of Ferndale Land Use Plan

TABLE 2-9 - HOUSEHOLD TRENDS AND PROJECTIONS IN FERNDALE 1980 TO 2020

	Trends			Projections				
	1980	1990	% Change	2000	2005	2010	2015	2020
Family Households	6,919	6,341	-8.4	6,033	5,885	5,764	5,680	5,648
% of Total	69.8	64.1	--	61.3	59.9	58.5	57.1	55.7
Married Couple Families	5,405	4,676	-13.5	4,291	4,107	3,941	3,800	3,691
% of Total	54.6	47.2	--	43.6	41.8	40.0	38.2	36.4
Nonfamily Households	2,987	3,558	+19.1	3,808	3,940	4,089	4,268	4,492
% of Total	30.2	35.9	--	38.7	40.1	41.5	42.9	44.3
Total Households	9,906	9,899	-0.1	9,841	9,825	9,853	9,948	10,140
Persons Per Household	2.63	2.53	--	2.52	2.52	2.52	2.52	2.52

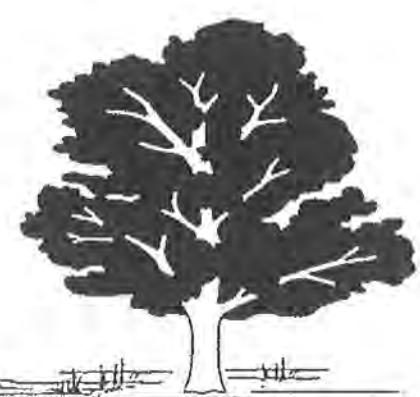
SOURCE: U.S. Census of Population; Southeast Michigan Council of Governments; Gove Associates Inc.

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Economy

Introduction

The economy in the area varies a great deal between communities with Ferndale representing an "average" for the area. The median household income in Ferndale was slightly lower than the overall median income for Michigan in 1990, but Ferndale had a lower proportion of its population below the poverty level than Michigan, reflecting the fact that Ferndale is a relatively affordable community in which to live and work. In 1995 Ferndale's unemployment rate of 4.3 percent was lower than Michigan's rate of 5.4 percent. This also demonstrates the City's economic stability.

Income and Poverty Status

Income levels in the area are very diverse with large fluctuations occurring between communities. Table 3-1 identifies that in 1989 the median household income in Ferndale was \$28,964. The median represents the point where half of the households' incomes are higher and half are lower. The City's figure is higher than three of the seven surrounding communities, lower than the State's and Oakland County's median and higher than Wayne County's median household income. Royal Oak Township had the lowest median income of the surrounding communities and Huntington Woods had the highest median. The ratios are similar for family incomes, which are higher than household incomes. Detroit had the lowest family income. The ratios are also similar for per capita incomes with Detroit having the lowest per capita income and Huntington Woods having the highest.

Table 3-1 also identifies the percentage of the population below the poverty level. In 1989, 10.7 percent of Ferndale's population was below the poverty level. This figure is higher than three of the seven surrounding communities, higher than Oakland County, and lower than Michigan or Wayne County.

Table 3-2 identifies the changes in income and poverty levels that occurred between 1980 and 1990 in Ferndale and projects future levels. During the 1980s the median household income increased less than the median family income level or the per capita income level. The percentage of people below the poverty level in Ferndale increased during the 10 year period - from 8.6 percent in 1980 to 10.7 percent in 1990.



Income projections for Ferndale, also shown in Table 3-2, are based on an annual inflation rate of five percent. Using the five percent annual increase, household incomes will reach \$125,180 by 2020; family income levels will reach \$146,661; and per capita income will reach \$54,906. The projections use SEMCOG income quartile projections to project the percentage of people below the poverty level. The percentage of Ferndale residents below the poverty level will decrease to 9.5 percent by 2020.

TABLE 3-1 - INCOME AND POVERTY STATUS 1990

	Median Household Income	Median Family Income	Per Capita Income	% of Population Below Poverty Level
City of Ferndale	\$28,964	\$33,934	\$12,704	10.7
Surrounding Communities				
Pleasant Ridge	\$54,658	\$62,259	\$23,301	4.1
Oak Park	\$36,090	\$39,789	\$14,544	10.9
Hazel Park	\$26,615	\$30,854	\$11,018	14.2
Huntington Woods	\$61,057	\$66,053	\$28,897	2.1
Royal Oak	\$36,835	\$44,446	\$18,065	4.6
Royal Oak Township	\$16,532	\$27,560	\$11,182	25.1
Detroit	\$18,742	\$22,566	\$9,443	32.4
Oakland County	\$43,407	\$50,980	\$21,125	6.0
Wayne County	\$27,997	\$34,099	\$13,016	20.1
Michigan	\$31,030	\$36,652	\$14,154	13.1

SOURCE: 1990 U.S. Census of Population

TABLE 3-2 - INCOME TRENDS AND PROJECTIONS IN FERNDALE 1980 TO 2020

	Trends			Projections				
	1980	1990	% Change	2000	2005	2010	2015	2020
Median Household Income	\$17,592	\$28,964	+64.6	\$47,179	\$60,214	\$76,850	\$98,082	\$125,180
Median Family Income	\$19,919	\$33,934	+70.4	\$55,275	\$70,546	\$90,037	\$114,912	\$146,661
Per Capita Income	\$7,455	\$12,704	+70.4	\$20,693	\$26,411	\$33,707	\$43,020	\$54,906
% of Population Below Poverty Level	8.6%	10.7%	--	10.6%	10.4%	10.1%	9.8%	9.5%

SOURCE: U.S. Census of Population; Southeast Michigan Council of Governments; Gove Associates Inc.



Employment

Table 3-3 identifies employment in Ferndale, Oakland County, Wayne County and Michigan. Between 1991 and 1995 the City's labor force increased from 13,425 to 14,125 and the number of employed increased from 12,300 to 13,500. The labor force represents the number of residents eligible to work based on age and other factors. The labor force includes both employed and unemployed residents. Since the number of employed increased at a greater rate than the labor force, the unemployment rate in Ferndale decreased from 8.4 percent in 1991 to 4.3 percent in 1995. The unemployment rate in the comparison areas also decreased during the five year period.

TABLE 3-3 - EMPLOYMENT 1991 TO 1995

	1991	1992	1993	1994	1995
Ferndale					
Labor Force	13,425	13,775	14,050	14,175	14,125
Employment	12,300	12,600	13,050	13,425	13,500
Unemployment	1,125	1,175	1,000	725	600
Unemployment Rate	8.4	8.5	7.1	5.2	4.3
Oakland County					
Labor Force	596,600	610,775	618,150	624,075	621,225
Employment	554,975	567,850	582,050	596,925	598,550
Unemployment	41,625	42,925	36,100	27,125	22,675
Unemployment Rate	7.0	7.0	5.8	4.3	3.7
Wayne County					
Labor Force	921,075	927,275	921,225	914,975	912,925
Employment	824,400	829,575	844,350	853,325	858,100
Unemployment	96,675	97,700	76,850	61,650	54,825
Unemployment Rate	10.5	10.5	8.3	6.7	6.0
Michigan					
Unemployment Rate	9.2	8.8	7.0	5.9	5.4

SOURCE: Michigan Employment Security Commission

Table 3-4 shows the employment distribution in Ferndale, Oakland County, Wayne County and Michigan. Retail Trade is the City's largest employment category - accounting for 2,398 (19.5%) of the 12,318 employed persons in Ferndale. Not only is this the largest employment category in Ferndale, it also makes up a higher proportion than any of the comparison areas. Manufacturing of Durable Goods is the City's second largest employment category with 2,273 employees (18.5%), but this category accounts for a slightly lower proportion of employees in Ferndale than in the comparison areas. In addition to Retail Trade, there are three employment categories in Ferndale that make up a larger proportion of employees than the comparison areas: Construction with 806 employees (6.5%), Business and Repair Services with 908 (7.4%) and Entertainment and Recreation with 201 (1.6%).

TABLE 3-4 - LABOR FORCE EMPLOYMENT BY INDUSTRY 1990

	Ferndale		Oakland County	Wayne County	Michigan
	#	%	%	%	%
Employed Persons 16 and Over	12,318	100.0	100.0	100.0	100.0
Agriculture, Forestry, Fisheries & Mining	74	0.6	0.9	0.7	2.0
Construction	806	6.5	5.0	3.7	4.9
Manufacturing, Nondurable Goods	637	5.2	3.6	3.9	5.6
Manufacturing, Durable Goods	2,273	18.5	19.0	19.9	19.0
Transportation	456	3.7	2.6	5.0	3.3
Communications & Other Public Utilities	155	1.3	1.9	2.7	2.1
Wholesale Trade	629	5.1	5.3	4.0	4.0
Retail Trade	2,398	19.5	16.9	17.2	18.0
Finance, Insurance and Real Estate	648	5.3	7.3	6.2	5.4
Business and Repair Services	908	7.4	6.5	5.5	4.7
Personal Services	358	2.9	2.3	2.9	2.7
Entertainment and Recreation Services	201	1.6	1.5	1.2	1.2
Health Services	985	8.0	9.2	9.9	8.9
Educational Services	770	6.3	7.6	7.0	8.6
Other Professional and Related Services	727	5.9	7.9	5.6	5.8
Public Administration	293	2.4	2.4	4.7	3.8

SOURCE: 1990 U.S. Census of Population



Table 3-5 shows how employment distribution changed between 1980 and 1990. Overall, the number of employed residents increased from 11,165 in 1980 to 12,318 in 1990, an increase of 10.3 percent (even though the population decreased by 4.4 percent during the same period). Of the 16 categories, 13 increased numerically. The three categories that decreased include manufacturing of durable goods, communications and public administration.

TABLE 3-5 - LABOR FORCE IN FERNDALE 1980 TO 1990

	1980		1990		% Change
	#	%	#	%	1980-1990
Agriculture, Forestry, Fisheries & Mining	21	0.2	74	0.6	+252.4
Construction	549	4.9	806	6.5	+46.8
Manufacturing, Nondurable Goods	595	5.3	637	5.2	+7.1
Manufacturing, Durable Goods	2,858	25.6	2,273	18.5	-20.5
Transportation	359	3.2	456	3.7	+27.0
Communications & Other Public Utilities	367	3.3	155	1.3	-57.8
Wholesale Trade	603	5.4	629	5.1	+4.3
Retail Trade	2,062	18.5	2,398	19.5	+16.3
Finance, Insurance and Real Estate	581	5.2	648	5.3	+11.5
Business and Repair Services	539	4.8	908	7.4	+68.5
Personal Services	268	2.4	358	2.9	+33.6
Entertainment and Recreation Services	78	0.7	201	1.6	+155.7
Health Services	707	6.3	985	8.0	+39.3
Educational Services	767	6.9	770	6.3	+0.4
Other Professional and Related Services	432	3.9	727	5.9	+68.3
Public Administration	379	3.4	293	2.4	-22.7
Employed Persons 16 and Over	11,165	100.0	12,318	100.0	+10.3

SOURCE: U.S. Census of Population

Table 3-6 projects employment levels for the City of Ferndale. The Southeast Council of Michigan Governments (SEMCOG) prepared the projections. There are differences between SEMCOG's figures and the 1990 Census, but the figures identify important future trends. The projections indicate decreases in employment related to manufacturing, wholesale trade and retail trade. The majority of employment increases will occur in service industries. In 2020 service employment will account for almost half of Ferndale's employment. Service employment includes: business and repair services, personal services, entertainment and recreation services, health services, and educational services.

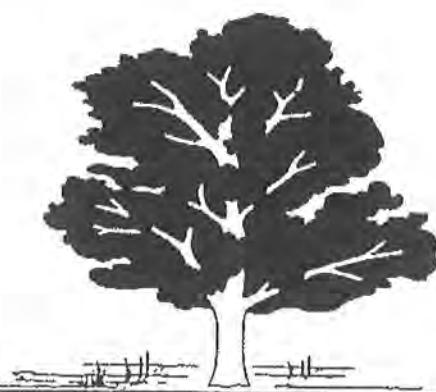
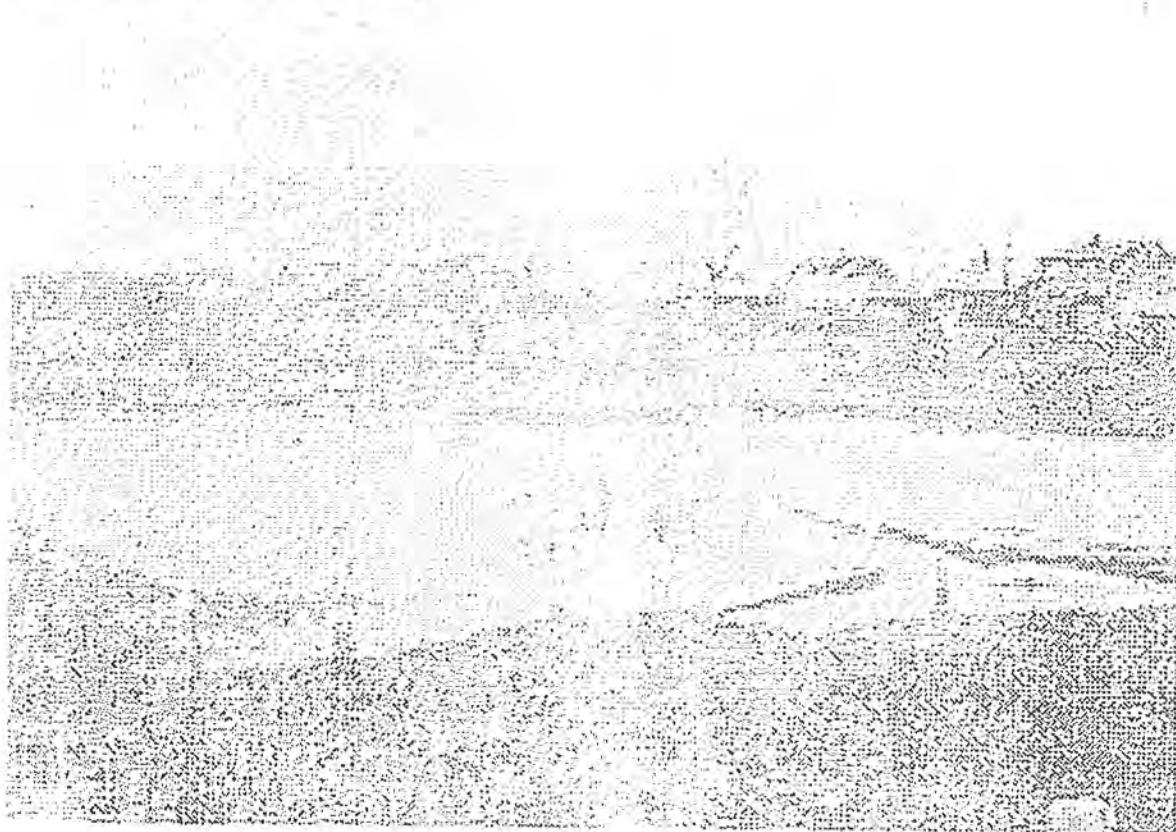
TABLE 3-6 - LABOR FORCE TRENDS AND PROJECTIONS IN FERNDALE 1990 TO 2020

	Trends		Projections				
	1990	1995	2000	2005	2010	2015	2020
Total Employment	10,577	9,848	9,449	9,369	9,078	8,614	8,289
Agriculture, Mining & Natural Resources	60	69	74	82	86	87	92
% of Total	0.5	0.7	0.8	0.9	0.9	1.0	1.1
Manufacturing	2,266	1,916	1,613	1,570	1,479	1,330	1,200
% of Total	21.4	19.5	17.1	16.8	16.3	15.4	14.5
Transportation, Communities & Utilities	252	264	276	291	297	290	284
% of Total	2.4	2.7	2.9	3.1	3.3	3.4	3.4
Wholesale Trade	1,355	1,158	1,058	1,026	979	900	835
% of Total	12.8	11.8	11.2	11.0	10.8	10.4	10.1
Retail Trade	2,269	1,823	1,645	1,554	1,440	1,310	1,218
% of Total	21.5	18.5	17.4	16.6	15.9	15.2	14.7
Finance, Insurance & Real Estate	329	304	309	322	336	342	346
% of Total	3.1	3.1	3.3	3.4	3.7	4.0	4.2
Services	3,917	4,145	4,293	4,339	4,273	4,165	4,128
% of Total	37.1	42.0	45.4	46.2	47.0	48.4	49.8
Public Administration	129	169	181	185	188	190	186
% of Total	1.2	1.7	1.9	2.0	2.1	2.2	2.2

SOURCE: Southeast Michigan Council of Governments

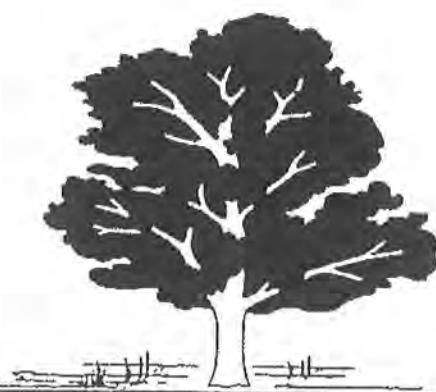
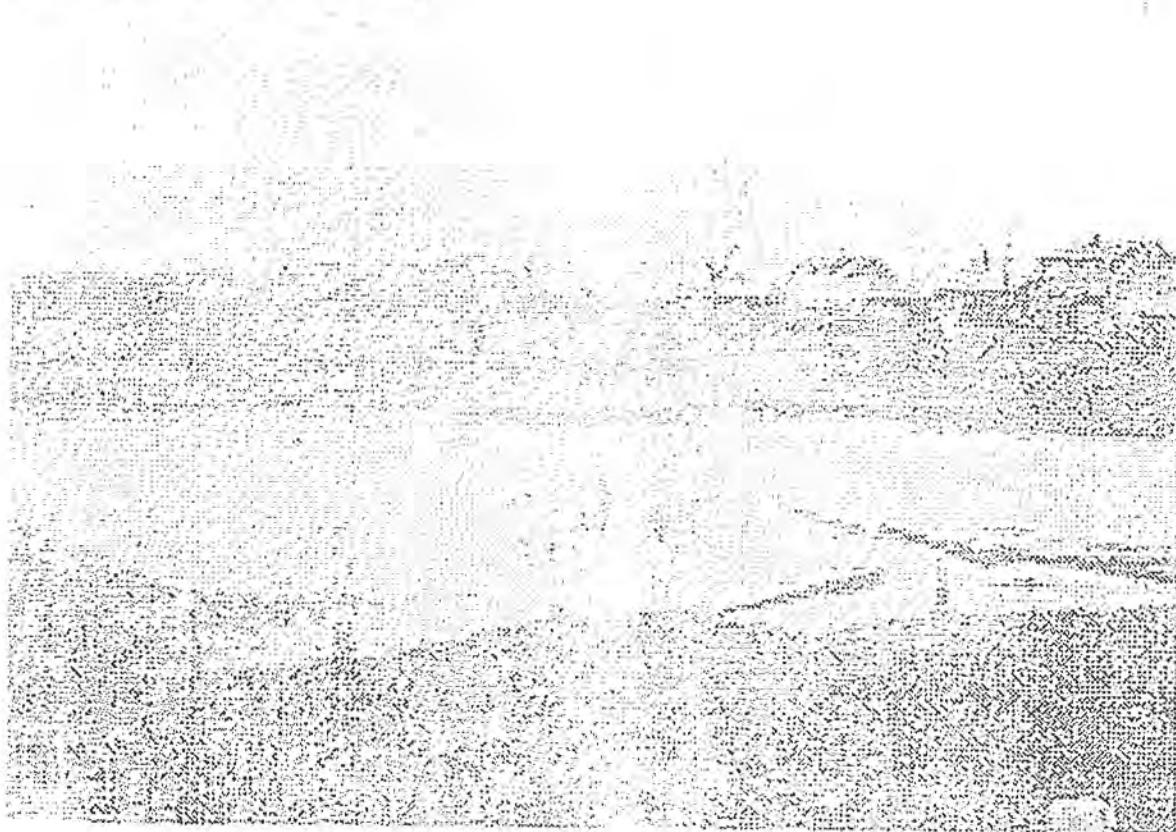


Ponds Near Taft in Earlier Years



Housing

Ponds Near Taft in Earlier Years



Housing

Introduction

Housing in Ferndale is composed primarily of older single-family homes on tree-lined streets in quiet neighborhoods. Almost 70 percent of the housing units were built prior to 1950. These homes are well-maintained by the City's residents. Ferndale offers nice, affordable housing with a 1990 median value of \$38,000 for owner-occupied housing. While this figure has increased since 1990 it identifies that Ferndale's housing is more affordable than many of the surrounding communities. Ferndale also has multiple-family housing, or apartments, but it is mixed with the single-family units so that no large areas of multiple-family housing exist in Ferndale.



Types of Housing

Ferndale has a high occupancy rate and a high percentage of single-family housing units. Table 4-1 shows that in 1990, 9,858 (96.6%) of the City's 10,207 housing units were occupied. Only three of the seven surrounding communities had higher occupancy rates.



TABLE 4-1 - TYPES OF HOUSING 1990

	Total Housing Units	Occupancy Status				Units in Structure					
		Occupied	Owner-Occupied	Renter-Occupied	Vacant	1	2	3-9	10+	Mobile Home or Trailer	Other
City of Ferndale	10,207	9,858	6,710	3,148	349	8,302	789	441	638	0	37
	100.0%	96.6%	68.1%	31.9%	3.4%	81.3%	7.7%	4.3%	6.3%	0.0%	0.4%
Surrounding Communities											
Pleasant Ridge	100.0%	98.1%	93.5%	6.5%	1.9%	95.4%	1.9%	0.6%	0.0%	1.0%	1.0%
Oak Park	100.0%	96.0%	73.8%	26.2%	4.0%	88.0%	1.0%	4.2%	6.2%	0.0%	0.7%
Hazel Park	100.0%	93.6%	70.9%	29.1%	6.4%	84.7%	5.2%	1.4%	8.0%	0.0%	0.7%
Huntington Woods	100.0%	98.5%	96.1%	3.9%	1.5%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Oak	100.0%	97.2%	70.0%	30.0%	2.8%	71.7%	2.8%	10.5%	14.3%	0.0%	0.7%
Royal Oak Twp.	100.0%	93.0%	18.5%	81.5%	7.0%	32.0%	1.1%	21.6%	44.4%	0.0%	0.8%
Detroit	100.0%	91.2%	52.9%	47.1%	8.8%	65.9%	12.1%	5.6%	14.5%	0.1%	1.7%
Oakland County	100.0%	94.9%	72.6%	27.3%	5.1%	72.5%	1.4%	9.4%	12.3%	3.7%	0.7%
Wayne County	100.0%	93.7%	63.9%	36.1%	6.3%	70.6%	7.9%	6.8%	11.9%	1.5%	1.3%
Michigan	100.0%	88.9%	71.0%	29.0%	11.1%	72.8%	4.2%	6.8%	8.8%	6.4%	1.1%

SOURCE: 1990 U.S. Census of Population

Ferndale has a lower percentage of owner occupied housing than Oakland County, Michigan and all of the surrounding communities except Royal Oak Township and the City of Detroit. In 1990, owner occupied housing accounted for 68.1 percent of the City's occupied housing units. Huntington Woods had the highest percentage of owner occupied housing (96.1 percent) and Royal Oak Township had the lowest (18.5 percent).

Ferndale has a higher proportion of single-family housing units than most of the comparison areas. Of Ferndale's 10,207 housing units, 8,302 (81.3%) are single-family units. Ferndale also has a higher proportion of duplexes than most of the comparison areas. Smaller apartment complexes (3-9 units) account for 4.3 percent of the City's housing units - a higher proportion than four of the seven surrounding communities but a lower proportion than Michigan or the two counties. Larger apartment complexes (with 10 or more units) account for 6.3 percent of Ferndale's housing units, which is a higher proportion than only three of the comparison areas. Ferndale, like most of the surrounding areas, has no mobile homes.

Table 4-2 identifies housing trends and projections in Ferndale. Between 1980 and 1990 the total number of housing units increased by 0.4 percent to reach 10,207 in 1990 (an increase of 40 units). In 1980 owner occupied units accounted for 74.5 percent of the community's occupied housing. This figure decreased to 68.1 percent by 1990. The number of vacant units increased slightly during the 10 year period, but the vacancy rate in Ferndale was still quite low in 1990 (3.4%). The largest increase occurred in multiple-family housing. An additional 55 units were developed in the "10+ units in structure" category. The number of duplexes decreased from 832 to 789 (5.2%) and the number with 3-9 units decreased by 13 to reach 441 in 1990. Finally, the number of single-family units increased slightly - from 8,293 to 8,302. Table 4-2 also projects Ferndale's housing requirements. The total number of housing units is proportional to the number of households in the community and includes a four percent vacancy rate. The projected distribution of housing types is the same as the 1990 distribution. The percentage of owner occupied units remains at 70.0 percent through the planning period, and represents a goal for the community to reach and maintain. The projections show a total of 10,455 units in 2020, or an additional 248 housing units over 1990 figures. Single family homes account for 8,500



Housing

Section 4 City of Ferndale Land Use Plan

of these units; duplexes account for 805; multiple family units account for 1,109; and other types of housing accounts for 42 units.

TABLE 4-2 - HOUSING TRENDS AND PROJECTIONS IN FERNDALE 1980 TO 2020

	Trends			Projections				
	1980	1990	% Change	2000	2005	2010	2015	2020
Occupied Units	9,906	9,858	-0.5	9,741	9,726	9,754	9,848	10,037
% of Total	97.4	96.6	--	96.0	96.0	96.0	96.0	96.0
Owner-Occupied Units	7,383	6,710	-9.1	6,819	6,808	6,828	6,894	7,026
% of Total	74.5	68.1	--	70.0	70.0	70.0	70.0	70.0
Renter-Occupied Units	2,525	3,148	+24.7	2,922	2,918	2,926	2,954	3,011
% of Total	25.5	31.9	--	30.0	30.0	30.0	30.0	30.0
Vacant Units	261	349	+33.7	406	405	406	410	418
% of Total	2.6	3.4	--	4.0	4.0	4.0	4.0	4.0
1 Unit in Structure	8,293	8,302	+0.1	8,250	8,237	8,260	8,340	8,500
% of Total	81.6	81.3	--	81.3	81.3	81.3	81.3	81.3
2 Units in Structure	832	789	-5.2	781	780	782	790	805
% of Total	8.2	7.7	--	7.7	7.7	7.7	7.7	7.7
3-9 Units in Structure	454	441	-2.9	436	436	437	441	450
% of Total	4.5	4.3	--	4.3	4.3	4.3	4.3	4.3
10+ Units in Structure	583	638	+9.4	639	638	640	646	659
% of Total	5.7	6.3	--	6.3	6.3	6.3	6.3	6.3
Other	5	37	+640.0	41	41	41	41	42
% of Total	<0.1	0.4	--	0.4	0.4	0.4	0.4	0.4
Total	10,167	10,207	+0.4	10,147	10,131	10,160	10,258	10,455

SOURCE: U.S. Census of Population and Housing; Gove Associates Inc.



Age of Housing

Table 4-3 identifies the age of housing in Ferndale and the comparison communities. The majority of Ferndale's housing was built prior to 1944, the median year the City's housing units were built. Only Pleasant Ridge has an older median (1939). Of the City's 10,207 housing units, 3,857 (37.8%) were built in 1939 or earlier; 3,162 (31.0%) were built between 1940 and 1949; 1,945 (19.1%) were built between 1950 and 1959; 638 (6.3%) were built between 1960 and 1969; 333 (3.3%) were built between 1970 and 1979; and 272 (2.7%) were built between 1980 and 1990.

Some 70 percent of the housing units in the City are over 50 years old. Many of these dwellings have undergone extensive restoration and others are being worked on. This property improvement trend is very beneficial for neighborhoods and the City as a whole.

Value of Owner-Occupied Housing

The value of owner-occupied housing in the area varies a great deal from community to community (Table 4-4). The 1990 median value of owner-occupied housing varies from a low of \$24,600 in Royal Oak Township to a high of \$116,600 in Huntington Woods. The median value of housing in Ferndale was \$38,000 in 1990. The value of owner-occupied housing in Oakland County, Wayne County and Michigan is higher than Ferndale.



TABLE 4-3 - AGE OF HOUSING 1990

	1939 or Earlier	1940 to 1949	1950 to 1959	1960 to 1969	1970 to 1979	1980 to March 1990	Total Housing Units	Median Year Structure Built
City of Ferndale	3,857 37.8%	3,162 31.0%	1,945 19.1%	638 6.3%	333 3.3%	272 2.7%	10,207 100.0%	1944
Surrounding Communities								
Pleasant Ridge	66.4%	18.1%	13.4%	1.1%	0.0%	1.1%	100.0%	1939
Oak Park	3.0%	15.0%	62.2%	14.3%	3.3%	2.3%	100.0%	1955
Hazel Park	23.8%	20.0%	37.3%	9.2%	5.8%	4.0%	100.0%	1952
Huntington Woods	17.5%	33.8%	44.0%	3.8%	0.4%	0.5%	100.0%	1950
Royal Oak	18.7%	20.9%	35.7%	15.5%	6.5%	2.4%	100.0%	1953
Royal Oak Twp.	2.7%	9.7%	13.1%	38.8%	31.4%	4.3%	100.0%	1966
Detroit	35.8%	27.0%	22.3%	7.6%	4.8%	2.6%	100.0%	1945
Oakland County	10.1%	9.3%	20.6%	18.5%	23.6%	18.0%	100.0%	1965
Wayne County	24.5%	20.4%	26.1%	12.7%	10.8%	5.5%	100.0%	1952
Michigan	20.8%	11.1%	17.9%	16.2%	20.4%	13.6%	100.0%	1960

SOURCE: 1990 U.S. Census of Population

TABLE 4.4 - VALUE OF OWNER-OCCUPIED HOUSING 1990

	Less than \$25,000	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$124,999	\$125,000 - \$149,999	\$150,000 +	Total	Median Value
City of Ferndale	552 8.6%	4,733 74.2%	798 12.5%	259 4.1%	33 0.5%	7 0.1%	0 0.0%	6,382 100.0%	\$38,000 ---
Surrounding Communities									
Pleasant Ridge	0.0%	12.0%	19.0%	30.3%	9.0%	15.7%	14.0%	100.0%	\$90,700
Oak Park	3.2%	55.3%	34.1%	6.7%	0.6%	0.1%	0.0%	100.0%	\$47,400
Hazel Park	13.3%	78.1%	7.4%	0.9%	0.3%	0.0%	0.0%	100.0%	\$36,000
Huntington Woods	0.0%	0.2%	3.5%	25.8%	30.8%	17.0%	22.6%	100.0%	\$116,600
Royal Oak	0.8%	10.5%	38.8%	32.9%	9.7%	5.0%	2.4%	100.0%	\$74,900
Royal Oak Twp.	51.5%	40.4%	7.1%	1.0%	0.0%	0.0%	0.0%	100.0%	\$24,600
Detroit	49.2%	41.9%	6.6%	1.5%	0.4%	0.2%	0.3%	100.0%	\$25,300
Oakland County	2.1%	13.5%	19.6%	18.6%	12.1%	9.9%	24.2%	100.0%	\$94,900
Wayne County	22.0%	30.5%	21.9%	11.8%	5.3%	3.2%	5.3%	100.0%	\$47,500
Michigan	11.1%	28.1%	26.4%	15.7%	7.1%	4.2%	7.4%	100.0%	\$60,100

SOURCE: 1990 U. S. Census of Population

The median value of owner-occupied housing in Ferndale increased from \$27,400 in 1980 to \$38,000 in 1990. This represents an increase of 38.7 percent. When combined with the fact that the median household income increased by 64.6 percent it can be seen that housing was more affordable in 1990 than in 1980.

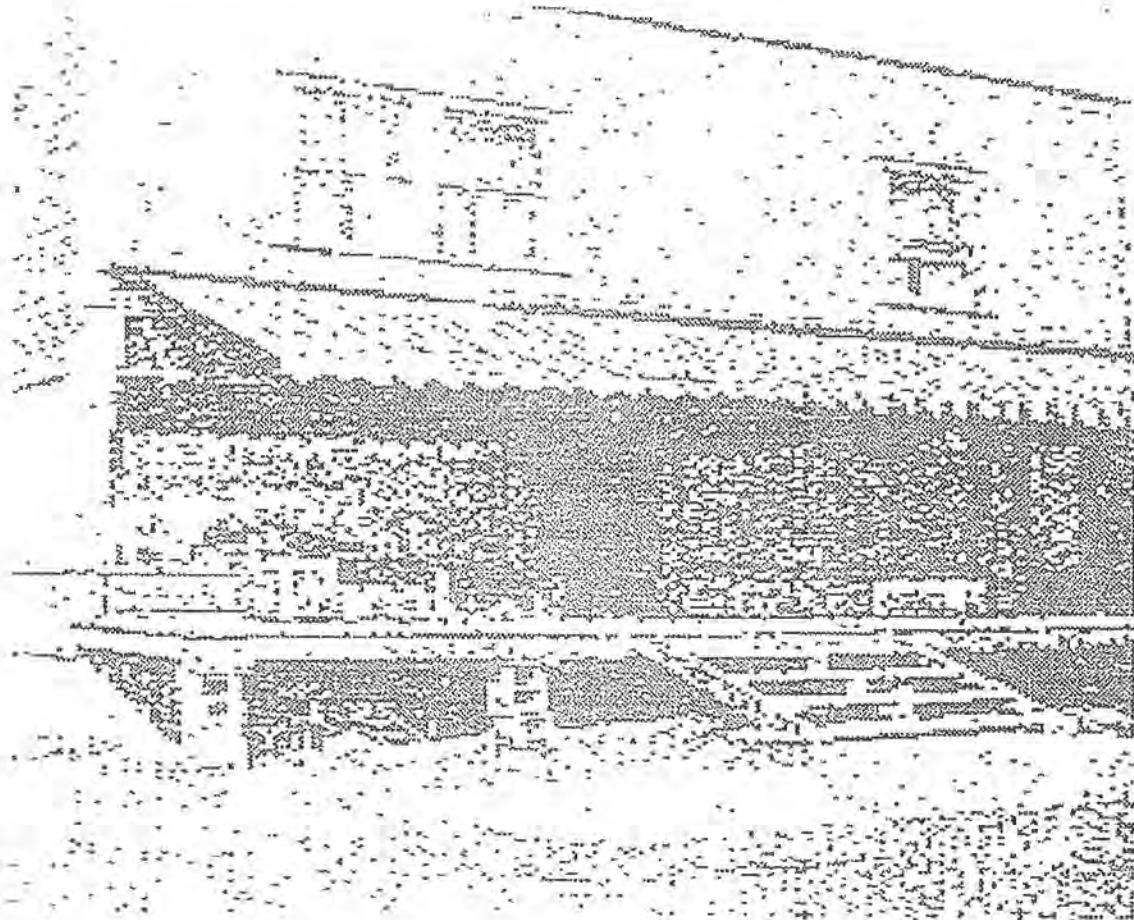
Demand for housing in Ferndale has increased the value of the City's housing. While it is difficult to project the distribution of housing values in the year 2000, it is possible to project the median value of owner-occupied housing based on the increase in the State Equalized Valuation (SEV) of the City's housing between 1990 and 1997. When the increase in SEV is used, the median value of owner-occupied housing is projected to reach \$69,355 in the year 2000. This represents an increase of 83 percent over the 1990 median value. By 2020 the median value of owner-occupied housing in Ferndale is projected to reach \$231,029.

TABLE 4-5 - VALUE OF OWNER-OCCUPIED HOUSING; TRENDS AND PROJECTIONS FROM 1980 TO 2020

	Trends			Projections			
	1980	1990	2000	2005	2010	2015	2020
Median Value	\$27,400	\$38,000	\$69,355	\$93,697	\$126,582	\$171,009	\$231,029

SOURCE: U.S. Census of Population and Housing; Gove Associates Inc.

1918 - Washington School



Public Facilities

Introduction

The City maintains a variety of facilities to meet the needs of Ferndale's residents and businesses. This section of the Plan provides an overview of the public facilities maintained by the City and the Ferndale School District.

Public Services

The Public Services Department is responsible for maintaining a variety of the City's facilities and for delivery of services to the City's residents and businesses. The Department has 34 full-time and 25-30 seasonal recreation and park maintenance employees. The Department has offices at City Hall and the main facilities are located at 521 East Cambourne. Facilities at the City yard include several storage and repair garages, a variety of repair and manufacturing shops, equipment storage facilities, an animal shelter, a salt barn, gas pumps, office space, a lunch room and other facilities built between 1920 and 1988. The southwest yard is used by the Department for the storage of some construction materials.

The responsibilities of the Department include the efficient delivery of public services, engineering, infrastructure repair and maintenance, recreation programs, parks and forestry maintenance, sanitation collection, water and sewer services, and code enforcement of sanitation, grass and weed ordinances.

Issues currently facing the Department include:

- The need to update parks and recreation facilities.
- The desire to provide exceptional services within existing budgetary constraints.
- Continue to improve roads, sewers and watermains.

Goals for the Department include acquiring additional funding for recreation improvements, developing a new community center and completing several infrastructure projects.

City Hall

The City Hall, located at 300 East Nine Mile Road, was built in 1965. The 11,400 square foot building houses the City's administrative staff and is the City's primary site for public meetings. A study of the feasibility of creating a new location for City facilities (City Hall,



Police, Library and Fire Stations) is in progress by City Council and City Staff.

Police

The City's Police Department is located at 310 East Nine Mile Road adjacent to the City Hall. The 14,516 square foot facility (including a 7,000 square foot basement) was also built in 1965. About one-third of the City budget is devoted to funding the Police Department operations. The Department has 52 sworn officers. Activities include police, traffic and parking control, liquor enforcement and animal control.

Fire

The City's Fire Department is housed in two facilities. Fire Station #1, located at 1635 Livernois Avenue, is a two story structure with living quarters and offices on the second floor. The first floor includes four bays. The 9,760 square foot facility was built in 1956. Fire Station #2, located at 1030 East Nine Mile Road, was built in 1951 and has 5,960 square feet of space (including 960 square foot training tower). The second story of Fire Station #2 includes living quarters and the first floor includes three bays, offices, a room for a hose dryer and other miscellaneous space. The Department's vehicles include:

- 1,250 Gallon Class A Fire Pumper - 4
- 100 Foot Aerial Ladder - 1
- Ambulance - 1
- Pickup Truck - 1
- Special Response Vehicle - 1
- Cars - 2
- Snow Plow - 1

The City's many industrial businesses present the Department with many challenges. The nature of some of the businesses creates a variety of potential hazards related to chemicals and flammable products. Issues facing the Department include fire/emergency service, delivery system, government mandates and staffing. Goals include instituting an advanced life support system, improving the emergency response delivery and improving public education regarding fire safety.

Library

The City's 11,800 square foot Library, located at 222 East Nine Mile Road just west of City Hall, was built in 1954. The Library employs three full-time librarians, two full-time circulation clerks, one part-time circulation clerk and four part-time student pages. The Library has 80,000 items including books, periodicals, videos, audio books and records. The facility offers interloan services, outreach programs to home-bound residents, on-line data base to cooperative system catalog and Internet access for staff. In 1996 the Library had a circulation of 89,687.

There are many issues the Library is facing including inadequate hours, inadequate staff and a lack of funding for new materials. All of these issues are directly related to funding. Goals of the facility include addressing the previously mentioned issues and the following issues:

- Placing magazines on microfilm.
- Provide Infotrack - a periodical index system.
- More on-line terminals and services for public use.

43rd District Court

The two story 6,250 square foot facility, located at 305 East Nine Mile Road was built in 1971.

Historical Museum

The 1,250 square foot museum, located at 1651 Livernois Avenue was built in the 1920s and is located next to Fire Station #2.

Parks and Recreation

The City of Ferndale has several parks to serve its residents. The Department of Public Services and Recreation maintains the City's 12 parks. The City has a Parks and Recreation Master Plan that was approved in 1994 and needs to be updated in 1999. The City also has a Parks and Recreation Facilities Capital Improvements Program that was adopted in 1996. A brief description of the City's parks follows:

Harding Park is located in the northern portion of the City, north of Mapledale (Map 3). The 18.2 acre park has three softball fields, playground equipment, two soccer fields, a picnic area consisting of 10 tables and 5 grills, restrooms, paved parking, a storage facility, one tennis court and a basketball court. The Capital Improvements Program has \$148,200 in improvements planned for the park.

Mapledale Park is located in the northeast portion of the City, south of Mapledale (Map 3). The four acre park has one softball field, one basketball court, a picnic area consisting of four tables, one grill, playground equipment and maintenance building. The Capital Improvements Program has \$28,860 in improvements scheduled for the park.

Oakridge Park (0.6 acres) is located in the northern portion of the City, north of Oakridge. Plans for improvements to the park include a new park sign, landscaping and park benches. The cost of improvements are estimated at \$5,200.



Martin Road Park is located in the eastern portion of the City between Woodward Heights and Orchard. The 30.5 acre park is the City's largest park. Facilities at the park include playground equipment, picnic shelter, 24 tables, nine grills, restrooms, paved parking, a maintenance building, a sledding hill, a tennis court, three softball fields, two soccer fields and a basketball court. There are \$317,850 in improvements proposed for the park. Proposed improvements include new restrooms, a new concession stand, improving existing structures, adding a path with exercise stations, new playground equipment, landscaping, new soccer field, additional parking lot and new fencing. Drainage improvements are also proposed.

Geary Park is located on the City's west side, west of Pinecrest (Map 3). The 9.9 acre park, formally known as Roosevelt Park, has a variety of facilities including playground equipment, 14 picnic tables, five grills, restrooms, paved parking, a maintenance building, a soccer field and two softball fields. Proposed improvements include improving the existing restrooms, building a new picnic shelter, resurfacing, adding new playground equipment, landscaping and adding a new parking lot. Cost estimates are \$155,870.

Vester Park is located in the eastern half of Ferndale, north of Vester. The 0.9 acre park has playground equipment and a storage building. No improvements are identified in the Capital Improvements Program.

Wilson Park is the most centrally located of the City's parks, located west of Hilton. The 7.7 acre park has a variety of facilities including playground equipment, six grills, 10 picnic tables, restrooms, paved parking, storage building, two softball fields, one soccer field, two tennis courts and one basketball court. The Capital Improvements Program has \$305,500 in improvements planned. Improvements include new play equipment, landscaping, picnic shelter, tables, new restrooms, walking path with fitness stations, roller hockey court, drainage improvements, fence repairs and improvements to the parking lot.



The Ferndale High School

Fields are located on Ferndale's southwest side. The school occupies 17 acres and the recreation facilities occupy 10 acres. Outdoor facilities include a football field with track and bleachers, six tennis courts, four softball fields, one concession stand and two parking lots. The Capital Improvements Program proposes two new softball fields, new lighting for two softball fields, upgrading one field and adding restrooms.



Oppenheim Park, also known as St. Louis Park, is located in the south-central portion of Ferndale, on the east side of St. Louis. The 2.4 acre park includes play equipment, three picnic tables, two grills and is adjacent to the cemetery. No improvements are scheduled for the park.

Fair Park is in the southeast portion of the City, adjacent to the Grand Trunk Railroad right-of-way. The 1.8 acre park includes playground equipment. No improvements are identified in the Capital Improvements Program.

Wanda Park is located on the City's east side, on the east side of Wanda. The three acre park's facilities include playground equipment, a softball field and a basketball court. The Capital Improvements Program does not identify any proposed improvements.

Marie Park is a small park in the southwest portion of Ferndale. The 0.2 acre park includes playground equipment. No plans for improvements are identified in the Capital Improvements Program.

Garbutt Park is located on the City's southern boundary. The 6.6 acre park includes playground equipment, six grills, 15 picnic tables, restrooms, storage building, one softball field, one soccer field and two tennis courts. The Capital Improvements Program proposes to improve the restrooms, construct a roller, hockey rink, improve drainage and repair fences at an estimated cost of \$28,210.

Washington Park is located on the City's southwest side, on the east side of Beaufield. The 1.3 acre park includes playground equipment, four grills, 10 tables, softball field and a basketball court. The Capital Improvements Program does not identify any improvements.

Ferndale's parks meet the diverse needs of the community by providing space and facilities for a variety of activities. Table 5-2 identifies the existing quantity of some facilities and compares these numbers to standards established by Michigan's Department of Natural Resources to identify if any deficiencies exist. Ideally, Ferndale should have an additional 145 acres devoted to parks - this may never be a reality due to the urban nature of the City and due to the fact that the area has very few other recreation-related deficiencies. Standards indicate the City should have one golf course, an outdoor ice rink and an additional 29 picnic tables. The City far exceeds the number of ballfields, soccer fields and tennis courts suggested by the State standards.

While standards are a good indicator of an area's basic requirements, each community is different and needs to establish its own recreation goals.

Public Facilities

Section 5 City of Ferndale Land Use Plan

TABLE 5-2 - MICHIGAN RECREATION OPPORTUNITY STANDARDS AND INVENTORY/COMPARISON OF FERNDALE RECREATION OPPORTUNITIES

Type of Opportunity	MDNR Plan Standard (a)	Quantity for Population in 1994 (23,222)	City Facilities	Deficiency
Local Park Land (acres)	10/1,000	232	87	145
Ball Fields (c)	1/3,000	8	18	--
Outdoor Basketball Courts (c)	1/5,000	5	6	--
Golf Courses (b)	1/25,000	1	0	1
Indoor Ice Rinks	1/50,000	0	0	--
Outdoor Ice Rinks - Artificial	1/20,000	1	0	1
Picnic Tables (tables)	1/200	116	87	29
Playgrounds (c)	1/3,000	8	10	--
Sledding Hills (c)	1/40,000	1	1	--
Soccer Fields (c)	1/20,000	1	7	--
Outdoor Swimming Pools	1/40,000	0	0	--
Outdoor Tennis Courts (c)	1/4,000	6	11	--

(a) Units/population

(b) Includes private clubs and business establishments

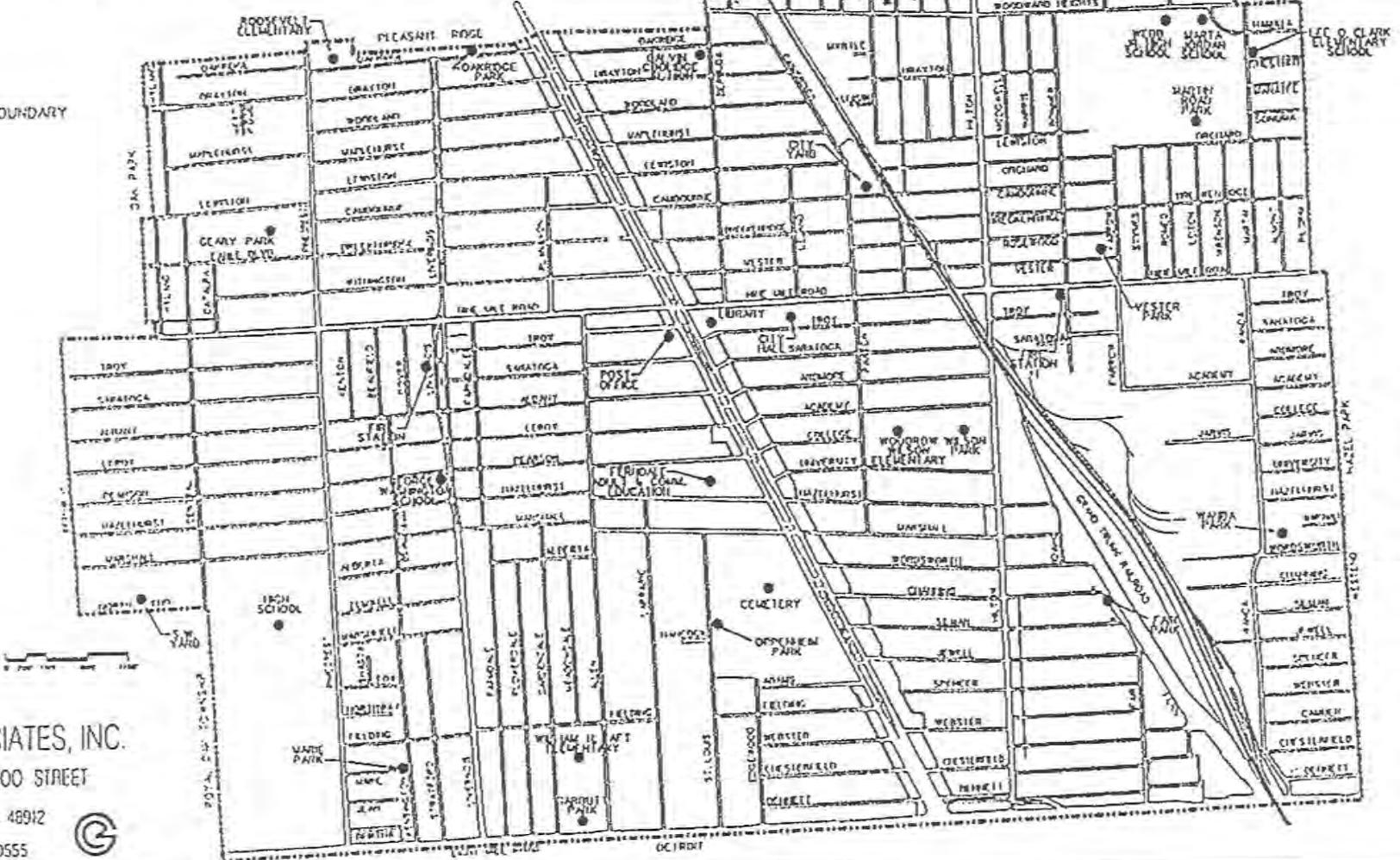
(c) Does not include facilities on school grounds

SOURCE: Michigan Department of Natural Resources, 1986; Building Michigan's Recreation Future; Gove Associates Inc.

MAP 3 FERNDALE, MICHIGAN COMMUNITY FACILITIES

LEGEND

CITY BOUNDARY



GOVE ASSOCIATES, INC.

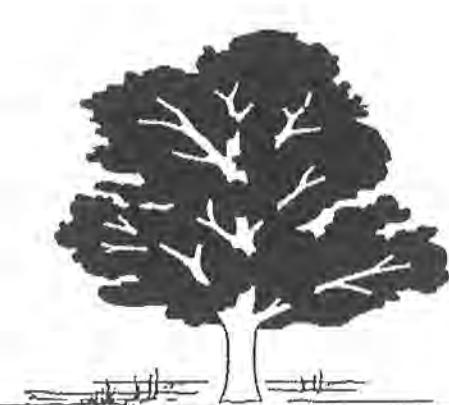
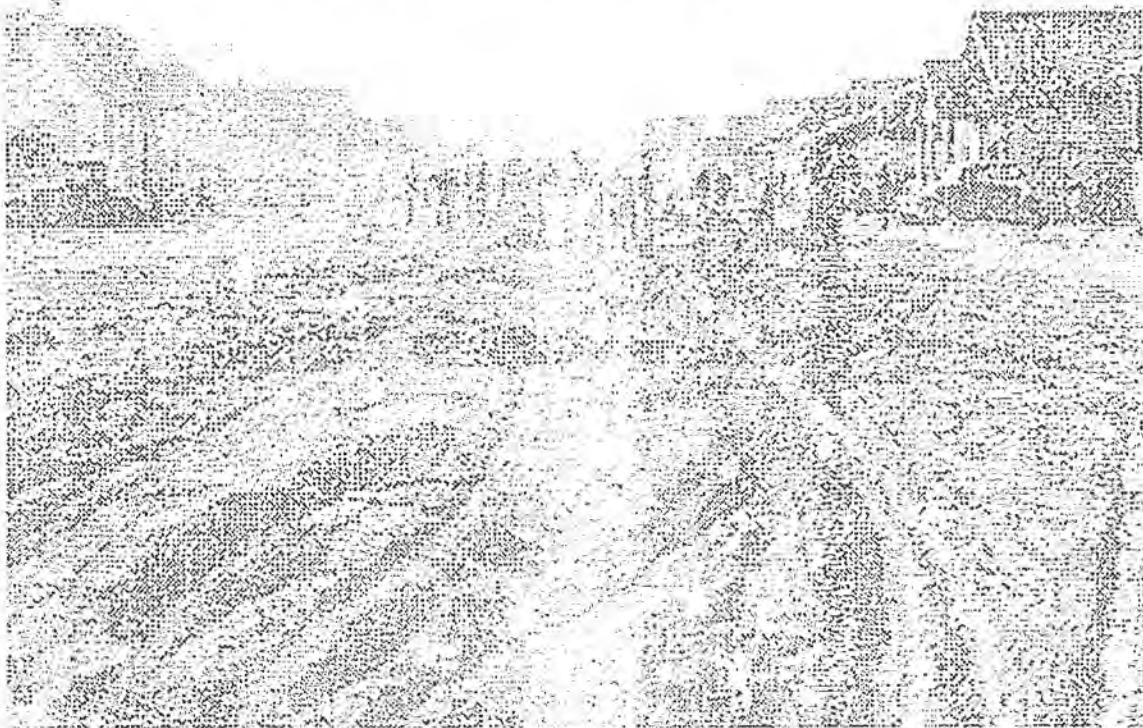
821 E. KALAMAZOO STREET

LANSING, MI. 48912

(517) 405-0555

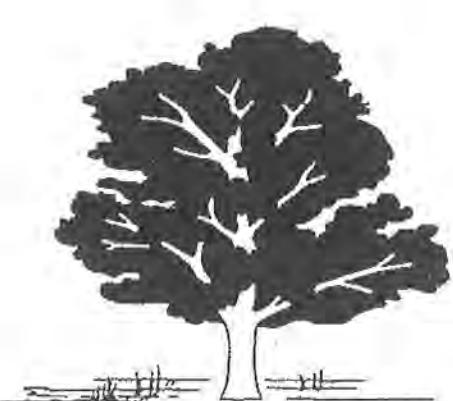
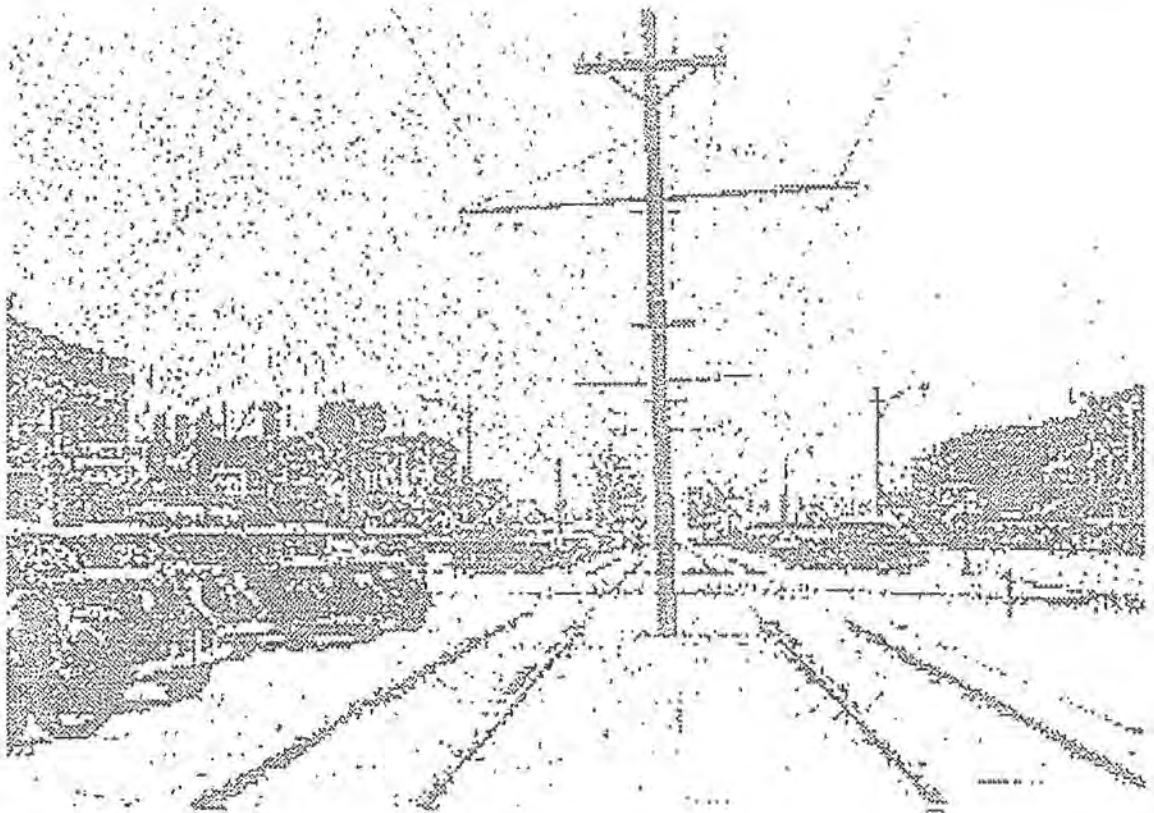


Early Ferndale Trademark of Streets of Mud, Mud, Mud



Future Land Use

Ribbons of Steel



Existing Land Use

Introduction

For a community to plan for its future use of land it is necessary to inventory and analyze the existing land uses. The existing distribution of land uses, in conjunction with the rate of population growth, community goals, regional trends and a variety of other factors will influence how Ferndale land is used in the future.

An inventory of Femdale's land uses was accomplished in November and December of 1996. A windshield survey was conducted throughout all areas of the City. As a result, various land uses were depicted on a base map. Next, this information was input to a computer based geographic information system and an existing land use map was generated. Once the map was checked for accuracy, acreages were calculated and the analysis of the area was written.

The last time a complete inventory of land use was undertaken was in 1963. At that time some 53 acres were classified as vacant. The current survey lists only 11 acres as vacant (Table 6-1).

Land Use Classifications

For a land use map to be useful, it is necessary to establish land use classifications that describe the various land uses and relate to the existing zoning classifications. The following listing describes the land use categories as shown on Map 4. The predominate use of a parcel was selected to show the general use patterns of the City.

Residential

This indicates an area in which dwellings with their accessory buildings occupy the major portion of the land and include the following subcategories:

- **Single-Family and Two-Family Residential** - An area in which a predominance of single-family dwelling units are located. This subcategory also includes two-family dwellings which are defined as buildings containing two separate living quarters for occupancy by two households.

- **Multiple-Family Residential** - An area in which one or more buildings contain three or more separate dwellings. This subcategory includes apartments, and townhouses or condominiums.

Business and Office

Areas, with or without structures, where goods are sold or services are provided. These areas in which retail goods and services are sold or in which professional and service offices are located. This subcategory includes structures, adjacent land and parking areas dedicated for the use of employees and customers of the establishments. This subcategory includes uses in the Central Business District.

Public and Quasi-Public

This category includes land areas and facilities available to the general public within a particular service area, such as schools, libraries and government buildings. Also included in this classification are areas and buildings which are used by a limited number of persons with particular interests and nonprofit organizations (such as places of worship and related activities). The following is a listing of the public and quasi-public uses included in this category.

- **Schools** - An area that provides public or private education for children or adults. School-related recreational spaces, administration spaces and repair or storage areas.
- **Churches** - An area or facility used for worship that includes the meeting spaces and any accessory buildings such as a parsonage.
- **Cemeteries** - This subcategory consists of cemeteries or memorial gardens as well as accessory buildings.
- **Park** - Land areas with or without structures that offer recreational opportunities to the public. Such recreational uses include parks, recreational areas, open space and similar uses.
- **Other Public Uses** - Includes other public facilities such city offices, police stations and fire stations.



Industrial

This category includes major employment areas where raw or unfinished materials or commodities are used to produce a product or service. This includes industries whose manufacturing processes and activities are more intense than other land uses.

Transportation (Streets and Railroads)

This category is comprised of dedicated transportation rights-of-way including highways and railroads, which are used for the movement of people and goods. On the Existing Land Use Map these areas are shown with names.

Vacant

This category includes land not developed for any purpose previously listed.

Several factors influence future land use patterns, including the pattern of existing land use. Table 6-1 lists the acreages of the various land uses in Ferndale.

TABLE 6-1 - EXISTING LAND USE DISTRIBUTION - 1997

Land Use in 1997	Acreage	% of Total	Land Distribution in 1963 (%)
Residential	1,370	55.6	48.8
Single- and Two-Family Residential and Duplexes	1,344	54.5	47.4
Multiple-Family Residential	26	1.1	1.4
Business and Office	169	6.8	3.2
Industrial	277	11.2	8.4
Public and Quasi-Public	245	9.9	10.7
Transportation	396	16.0	26.7
Vacant	11	0.5	2.2
Total	2,468	100.0	100.0

SOURCE: Gove Associates Inc.

General Description

Residential uses account for 1,370 acres of the City's 2,468 total acres. With residential uses covering 55.6 percent of the City's area, residential uses represent the largest land use. Residential uses are located throughout the community and include single- and two-family dwellings, and multiple-family dwellings. The single-and two-family residential category covers 1,344 acres and the multiple-family residential category covers 26 acres. Multiple-family housing uses are not concentrated in large areas of the City and "fit" into the neighborhoods.

Business and Office land uses cover 169 acres of land in the City and account for seven percent of the total area. The majority of the business and office uses are located along Woodward Avenue, Nine Mile Road, Eight Mile Road, Hilton Road and Livernois Avenue.

Industrial uses cover 277 acres of the City's 2,468 acres and accounts for 11.2 percent of Ferndale's land area. Most industrial uses are located on the City's east side, east of the rail lines. This land use group is well concentrated but does cause land use conflicts in a few locations. Land use conflicts can be reduced by adding buffers or screening.

Public and Quasi-Public land uses cover 245 acres of land in Ferndale and account for 9.9 percent of the City. Public uses are located throughout the City and include parks, schools, cemeteries, City facilities, churches and a variety of other uses.

The City's network of streets and railroad covers a total of 396 acres of land. Transportation accounts for 16.0 percent of the City's total acres.

Planning Area Descriptions

To gain a more complete understanding of the community's land use distribution, five areas within the City are described. Woodward Avenue, Nine Mile Road and the City's borders form the boundaries of the Planning Areas.

Downtown Planning Area

The Downtown Planning Area is the major activity center for the City. The area covers 90 acres and accounts for 3 percent of the City's total acreage. However, because of modified land use, and shopping patterns in the Detroit Metro Area, Ferndale's Downtown is no longer the retail, economic and urban activity center it was in the past. The question now is what is the role for the Downtown in the future. The revitalization of Downtown Ferndale has been the focus of the Downtown Development Authority (DDA) from 1980 when it was established. A tax increment financing program was established in 1992 to help carry out the goals of the Development Plan for the Downtown Development Area. The Downtown Planning Area, therefore, includes

all the area within the DDA boundary from Pinecrest to Paxton along Nine Mile Road and from Breckenridge to Saratoga along Woodward.

West of Woodward most uses are retail, office or service with very few residential uses. Downtown parking lots

and the Post Office are also located west of Woodward. To the east of Woodward on Nine Mile is the City Government Center with the Library, City Hall, Police and Fire functions. Other office type uses are located around the City Complex. Along the east side of Woodward near Nine Mile Road are several restaurant and entertainment uses.



Many reasons exist for devoting City resources to the revitalization of the Downtown. This was the main concern of citizens who participated in the Futuring Sessions. Downtown is the focus of the community and gives a sense of identity to residents. The public infrastructure is in place including streets, utilities and parking. The Downtown is centrally located to serve nearby residential areas with a variety of uses. Diversity is achieved in many different ways, and gives a downtown long-term strength. A diversity of uses and improved architecture in Downtown Ferndale will help restore it to a more vital activity center.

Northeast Planning Area

The Northeast Planning Area is located east of Woodward Avenue and north of Nine Mile Road. The area covers 745 acres and accounts for 30 percent of the City's total acreage. The area has a mixture of land uses ranging from single-family homes to industry. In addition to Woodward Avenue and Nine Mile Road, important streets include Hilton Road and Woodward Heights Boulevard. The major streets and the railroad all act as borders within the Planning Area, creating smaller, distinct areas.

Industrial uses are located at the southwest portion of the Northeast Planning Area east of the railroad, south of Woodward Heights Boulevard and west of Hilton Road.

Business and office uses are concentrated along Woodward Avenue, Nine Mile Road and Hilton Road, with scattered business uses along Woodward Heights Boulevard.

Public uses are located throughout the Planning Area. The area is well served with four parks, six schools, seven churches and a few miscellaneous public spaces along Nine Mile Road.

Residential uses are located throughout the Planning Area. The vast majority of residential uses are single-family homes. Most of the multiple-family units are located between Woodward and the railroad tracks. The residential uses in this portion of the City are located in traditional neighborhood settings along quiet tree-lined streets.

Ferndale's land use distribution promotes diversity in land uses, so different uses are not always totally separated. While many different types of land uses exist in the Northeast Planning Area, there appears to be very few land use conflicts. Some areas



where industrial uses are located next to residential areas and a few residential areas surrounded by retail development -- do pose a problem. These conflicting land use areas could be improved with the addition of screening and buffering features.

Northwest Planning Area

This Planning Area is located west of Woodward Avenue and north of Nine Mile Road. The area covers 265 acres and accounts for 11 percent of the City's total acreage. The area is the smallest of the four residential planning areas and has the least diverse land use distribution. Pinecrest Drive is the only major street that passes through the area. It has relatively low traffic volumes and does not act as a barrier. This neighborhood is one of the most attractive areas of the City and contains the highest valued homes. The non single-family areas are Nine Mile, Woodward and some areas north of the Downtown east of Livernois.

This Planning Area has no industrial land uses. Public uses are all located west of Livernois Avenue and include one park, one school and five churches.

Multiple-family uses are concentrated along Planavon Avenue and Nine Mile Road. These are smaller buildings that are similar in size as the surrounding single-family structures. One large, multi-story complex is located on the corner of Withington Avenue and Planavon Avenue. Single-family homes are located throughout the Planning Area in a quiet, traditional setting. No serious land use conflicts exist in the area. There are a few potential minor conflicts where single-family residential uses are adjacent to higher impact uses, such as parking lots and business uses.

Southwest Planning Area

This Planning Area is located west of Woodward Avenue and south of Nine Mile Road. The area covers 774 acres



and accounts for 31 percent of Ferndale's total acreage. The Southwest Planning Area has a fairly diverse range of uses and is divided by Livernois Avenue. Pinecrest Drive also passes through the Planning Area and Eight Mile Road forms the southern boundary.

One industrial use is located in the southwest corner of the Planning Area on a 30 plus acre site. Business and office uses are located along Nine Mile Road, Woodward Avenue, Eight Mile Road, Livernois Avenue and portions of West Marshall Avenue.

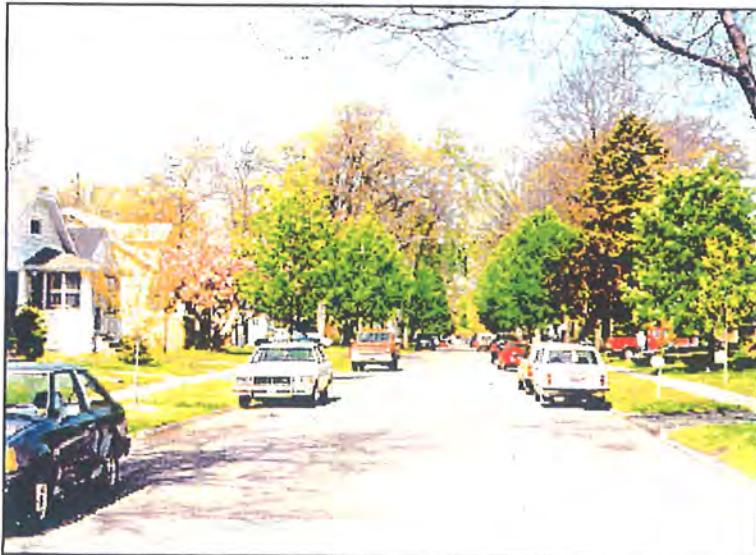
Public uses are located throughout the Planning Area and include three parks, three schools, a cemetery, five churches, Fire Station #1 and other miscellaneous uses.

Multiple-family residential is concentrated along West Marshall Avenue between Allen and Woodward and Nine Mile Avenue. Single-family residential uses occupy the majority of the area and are located along quiet tree-lined streets.

Land use conflicts in the Planning Area are relatively minor and are found where single-family dwellings are next to higher intensity use areas. These conflicts include single-family homes near Nine Mile Road, some homes along Livernois Avenue, or backing up to Livernois uses, and some residential uses on, or near, Eight Mile Road.

Southeast Planning Area

The Southeast Planning Area is located east of Woodward Avenue and south of Nine Mile Road. The 613 acre area makes up 23 percent of the City's land area. The area has a diverse mixture of land uses. In addition to Nine Mile Road and Woodward Avenue, the area is served by Eight Mile Road, Hilton Road



and Wanda. The railroad also passes through the Planning Area. This Area is the most divided of the four areas. The eastern portion of the Planning Area cannot be accessed except from Eight Mile Road or Nine Mile Road.

Industrial uses are one of the predominant uses in the Southeast Planning Area. Industry extends the entire distance from Nine Mile Road to Eight Mile Road between Wanda Avenue and the railroad. A few industrial uses are located west of the railroad near Eight Mile Road and along Hilton near Wilson Park.

Business and office uses exist along Woodward Avenue, portions of Nine Mile Avenue, portions of Eight Mile Road and portions of Hilton Road.

Public uses in this Planning Area include three parks, one school and six churches.

The Southeast Planning Area has very few multiple-family complexes. These are distributed throughout the area. Single-family dwellings comprise a large portion of the Area, but a smaller proportion when compared to the other Planning Areas.

This Planning Area has a large number of land use conflicts. The single-family dwellings on Troy Avenue east of Hilton are surrounded by high intensity uses. The southeast corner of the Area, along Eight Mile Road, has a mixture of uses that cause some conflicts. Finally, there are several residential areas that are adjacent to industrial and business uses throughout the Area.



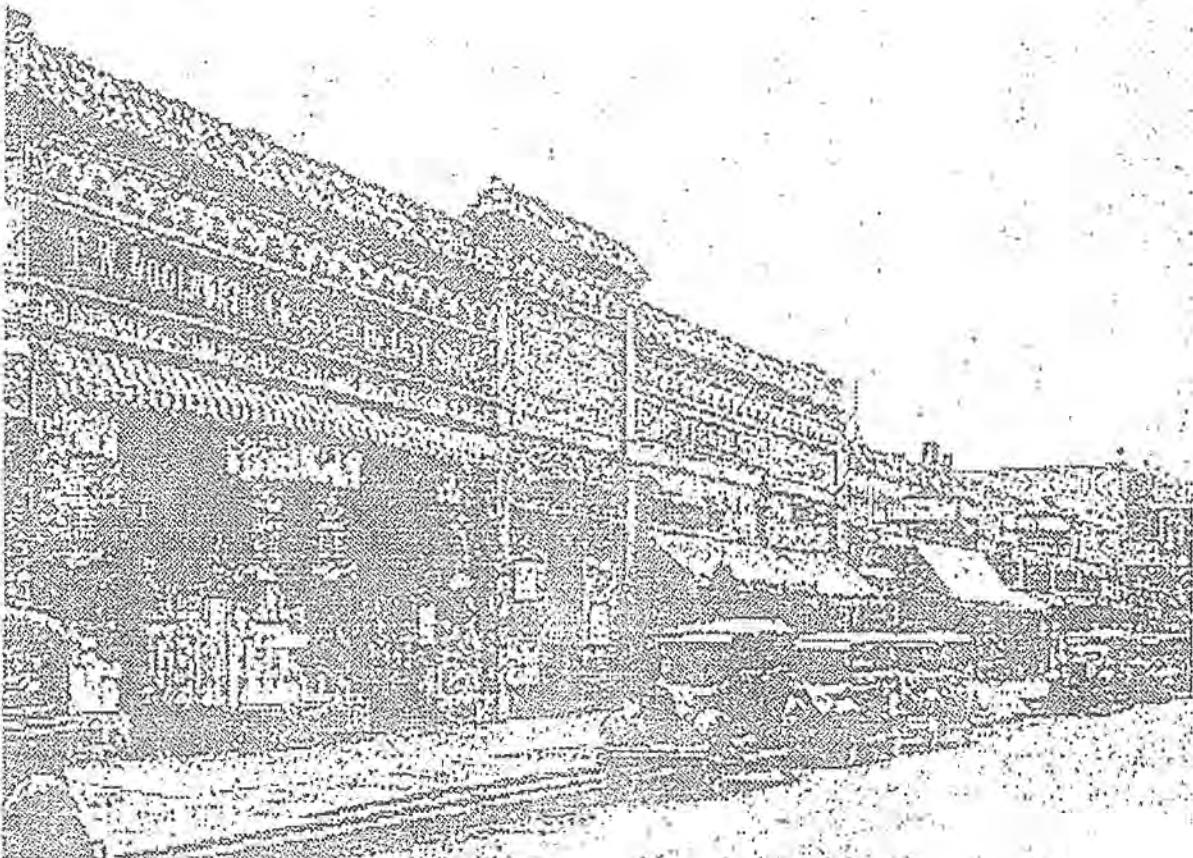
MAP 5 FERNDALE, MICHIGAN PLANNING AREAS



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Down on the Nine



Goals and Actions

Introduction

This section identifies the Plan's Vision Statement, Land Use Issues, Goals and Actions. The Vision Statement identifies the overall long-range goal of the plan. The Land Use Goals are grouped with the Land Use Issues which were identified during the first phases of the planning process. A series of actions are listed to guide future public and private decisions relating to land use. The Vision Statement represents Ferndale's "preferred" future in the year 2020.

Vision Statement

The City's stable, yet dynamic and diverse, population enjoys a strong sense of community and safety in a traditional city setting. Residents are active in the decision-making process and participate in establishing and implementing City Goals¹. The City regularly works with the surrounding communities and schools to identify and promote the City's goals.

Ferndale's residents live in a variety of types of well-maintained homes. Attractive and affordable, predominantly owner-occupied, single-family homes represent the significant majority of Ferndale's housing units. Multiple-family apartments, townhouses and condominiums provide alternative forms of housing for the community's residents.

Ferndale's parks, library, community center, places of worship and other public amenities meet the varied needs of the area's population and are a great source of pride for the community. City services continue to meet the needs of the residents and businesses and the diverse tax base provides an affordable place to live and work. Well-maintained local streets and sidewalks provide safe and efficient routes for motor vehicles and pedestrians. The main thoroughfares provide safe and efficient transportation for the City's residents and present a favorable image to non-residents.

Ferndale has an attractive, coordinated and convenient variety of businesses to meet the needs of residents, employees and shoppers from surrounding areas. The revitalized business and industrial areas provide a stable employment and tax base for the City.

¹City goals are included in this Land Use Plan and in other Plans and Policies adopted by the Plan Commission or City Council.

How Were the Goals and Actions Developed?

The City developed Land Use Issues, Goals and Actions from various forms of public input. Appendix A includes a summary of the public participation results. The Land Use Issues were identified during key person interviews and community workshops. The City developed Goals based on the Land Use Issues and the Vision Statement. Finally, the Plan identifies a variety of actions for each goal to guide the community towards the goals.

Land Use Issues/Goals/Actions**Land Use Issue #1 - Downtown**

Ferndale's downtown is not adequately meeting the needs and desires of the community. Suburbs now provide many of the needs that traditional downtowns did in the past. Many of the traditional downtown functions and services have migrated to the "freeway corridors" where larger market areas can be drawn from and development cost is lower. What remains in the central part of Ferndale is a downtown area in transition surrounded by stable residential neighborhoods. Actions need to be adopted that address resident needs as well as the needs of business.



The National Center for the Revitalization of Central Cities looked at a number of major cities and identified strategies that were key to successful redevelopment efforts. These included strong public leadership, well-focused planning concepts and good relations between different levels of government. Ferndale officials have been working for several years on all three fronts to improve the downtown area. This Land Use Plan is another step towards

improving the viability of the Downtown Development Authority Area and the City as a whole.

The Planned Unit Development (PUD) zoning technique is suggested for some development and redevelopment areas. Some of the future Downtown redevelopment projects should be considered for PUD zoning. The City and Village Zoning Act (207 of 1921, as amended) states that the purpose of PUDs is "to permit flexibility in the regulation of land development; encourage innovation in land use and variety in design, layout and type of structures constructed; achieve economy and efficiency in the use of land, natural resources, energy and the provision of public services and utilities; encourage useful open space; and provide better housing, employment and shopping opportunities..." A PUD may be reviewed as an amendment to the Zoning Ordinance or as a Special Land Use without changing the zoning designation of the property. The procedure to be followed must be provided in the Zoning Ordinance.

Goal

Ferndale will work to develop an attractive and functional revitalized downtown.

Actions

- a. Complete the physical improvement projects contained in the Downtown Urban Design and Implementation Plan. Provide additional pedestrian crosswalks and buffer parking areas from sidewalks and residential neighborhoods.
- b. Review and revise zoning and development regulations that may be restricting the development of new downtown uses, such as residential. Consider adding a Planned Unit Development (PUD) District to the Zoning Ordinance which could be used to encourage mixed use projects.
- c. Establish building facade design guidelines and encourage business and building owners to use City improvement programs, such as "Build." The inherent unique character of many historic buildings need to be emphasized. Discourage the removal of buildings along the street frontage and encourage the construction of new buildings along Nine Mile Road. Implement an enforcement program to bring



all properties up to structural and maintenance codes to promote a safe and attractive downtown.

- d. Update sign regulations and implement an enforcement program to bring all signs into compliance with new standards. Improve public signage and stress entry points to the Downtown with the use of structures and landscaping.
- e. Fund, and follow through on, a marketing and promotions program for the downtown based on market studies. The Downtown Development Authority will work to attract "anchor" stores and activities.
- f. Nearby residents and pedestrians in general must feel welcome and encouraged to walk to the Downtown and throughout the area. The Downtown Improvement Plan proposals will help create a pedestrian friendly area.
- g. Mixed use developments will be encouraged for the parking areas owned by the City. Uses could include retail, entertainment, residential and parking. The PUD form of zoning would work very well to encourage mixed use developments while controlling the type and extent of the uses.
- h. Additional office uses will be encouraged for the DDA area east of Woodward that is now zoned office. Higher density residential development will be supported north to Lewiston and south to Academy where it is now zoned medium density residential.
- i. Throughout the DDA area a mixture of uses and activities will be encouraged to expand the functions provided. Uses include retail, service, entertainment, cultural, residential, office and parking. Special efforts will be undertaken to encourage the establishment of nodes or clusters of similar uses within the DDA area.



Land Use Issue #2 - Woodward Avenue

The Woodward Avenue Corridor offers opportunities and problems for Ferndale to address in the future. The 1995 document, Woodward Avenue: A Cooperative Approach for the Future (Woodward Avenue Corridor Study), was completed by the Woodward Avenue Steering Committee and staffed by the Oakland County Department of Community and Economic Development. This study has helped the communities along the corridor to understand how business, traffic and



appearance can be improved by working together. A summary of the recommendations from the Woodward Avenue Corridor Study have been included in Appendix C of this Plan.

Goal

Ferndale will build on the strengths of the Woodward Avenue Corridor and encourage its improvement as a vital shopping, service, entertainment and employment area.

Actions

- a. Use the recommendations contained in the Woodward Avenue Corridor Study when programming City capital projects, reviewing site plans and revising zoning and development regulations.
- b. Expand the supply and distribution of public and private parking along the Woodward Avenue Corridor to adequately meet the needs of businesses and customers. Buffer parking uses from adjacent residential uses.

- c. Work with land owners and businesses to improve the signage, landscaping and general appearance of the Woodward Avenue Corridor. Improve the overall appearance of the buildings along the Corridor.
- d. Revise existing zoning and development regulations for the Corridor to help implement the goals of the Land Use Plan and the Woodward Corridor Study. The use of overlay zoning districts may be helpful in creating regulations specific to the needs and goals of the corridor.
- e. Preserve the vitality and character of the adjacent residential neighborhoods by buffering and screening parking and storage areas and by improving pedestrian access to the Corridor uses and across the Corridor.
- f. Develop distinctive gateway improvements to emphasize the entrance to Oakland County at Eight Mile Road and the Downtown Area at Nine Mile Road.
- g. Discourage the removal of buildings along the street frontage and encourage the construction of new buildings along Woodward Avenue.

Land Use Issue #3 - Appearance

Ferndale is adversely influenced by the inadequate maintenance of individual properties. This problem can be found in business, industrial and residential areas. All public or private development activities offer an opportunity to improve, enhance, restore or maintain community appearance. Every opportunity, no matter how small, must be seized to accomplish good design principles. This is as true for the selection of street lights, waste receptacles, signs, plants, walls, parking lots, street designs and the approval of site plans for private developments.

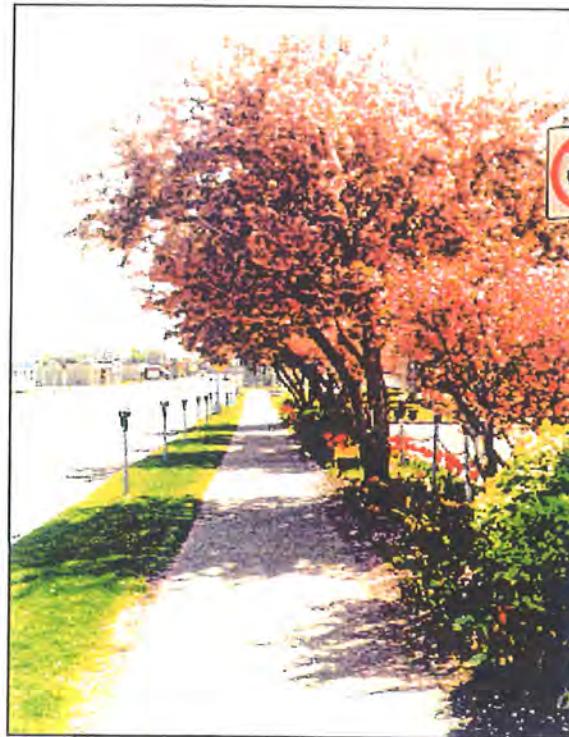
Goal

The City will work with property owners to eliminate maintenance and appearance problems and encourage good design standards be applied to all new site and building improvements.



Actions

- a. Review and strengthen ordinances and enforcement programs related to blight or property maintenance.
- b. Provide residents with an easy means to report neighborhood blight problems. Increase City staff resources to deal with property maintenance and the design of property improvements.
- c. Encourage private and public tree planting and landscaping improvement and maintenance projects.
- d. Major entrances to the City need to be evaluated and improvements designed to improve the appearance and define the character and image of the City. These City entrance areas include Woodward, Nine Mile, Eight Mile, Hilton and Livernois.
- e. Review and update sign regulations and standards to help improve the appearance of all public and private areas of the City.
- f. Establish landscape and buffering guidelines and requirements for parking lots, outdoor storage areas, and areas between conflicting land uses.

**Land Use Issue #4 - Housing**

Ferndale requires diverse types of housing to meet its population's changing needs. The high demand for housing in Ferndale will continue. The number of housing units will continue to increase at a faster rate than the population of the City. This is largely a result of the increase in one person households. New housing of various types need

to be encouraged in locations that will be compatible with existing development. A need exists for apartments, townhouses, elderly housing, assisted living facilities, child care facilities and extended care homes. Some of these uses can be located in areas now zoned for medium or high density housing, or in areas zoned for office or business use if the zoning is modified.

Goal

Ferndale will promote a diversity of housing types by designating areas for the development of new housing units.

Actions

- a. Identify areas in Ferndale suitable for the location of housing of different types. This will include finding locations for new medium or high density housing developments.
- b. Ensure that new housing developments are compatible with the areas in which they are located by using screening, buffering and landscape features to separate conflicting use areas.
- c. Study methods and locations for providing more housing units in and around the downtown area, including apartments in upper stories. This will require a review and revision of zoning regulations for the Downtown Development Authority area.
- d. Review business and office zoned areas as possible locations for medium or high density housing development.
- e. Keep the City Park Plan updated and fund improvements to the City park systems to serve the needs of City residents.
- f. Provide safe pedestrian circulation routes to the downtown area, schools, parks and neighborhood shopping areas.



- g. Establish a Study Committee to review the need for the establishment of a local Historic District Ordinance to cover structures in the downtown area and old residential areas. Staff assistance will be needed to identify the most significant areas. A Historic Study Committee has been appointed for the DDA area, parts of Woodward and Livernois.

Land Use Issue #5 - Business and Industry

Ferndale's economic health depends on maintaining and expanding the existing industrial and business base. The recent East Michigan Environmental Action Council (EMEAC) project reported that 20 percent of the industrial firms were considering relocating outside the City. Reasons given for considering relocating were: to be closer to customers; to find land to expand; to access cheaper labor pools; to escape local business decline; and to move to a more receptive city. An ongoing mechanism needs to be established to obtain input from the business and industrial community to assist the City of Ferndale and the Chamber of Commerce officials to identify priority needs.

Goal

Ferndale will maintain a diverse tax base and land use distribution by meeting the business and industrial needs of the community.

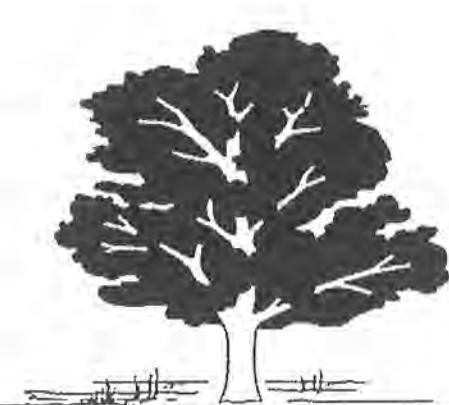
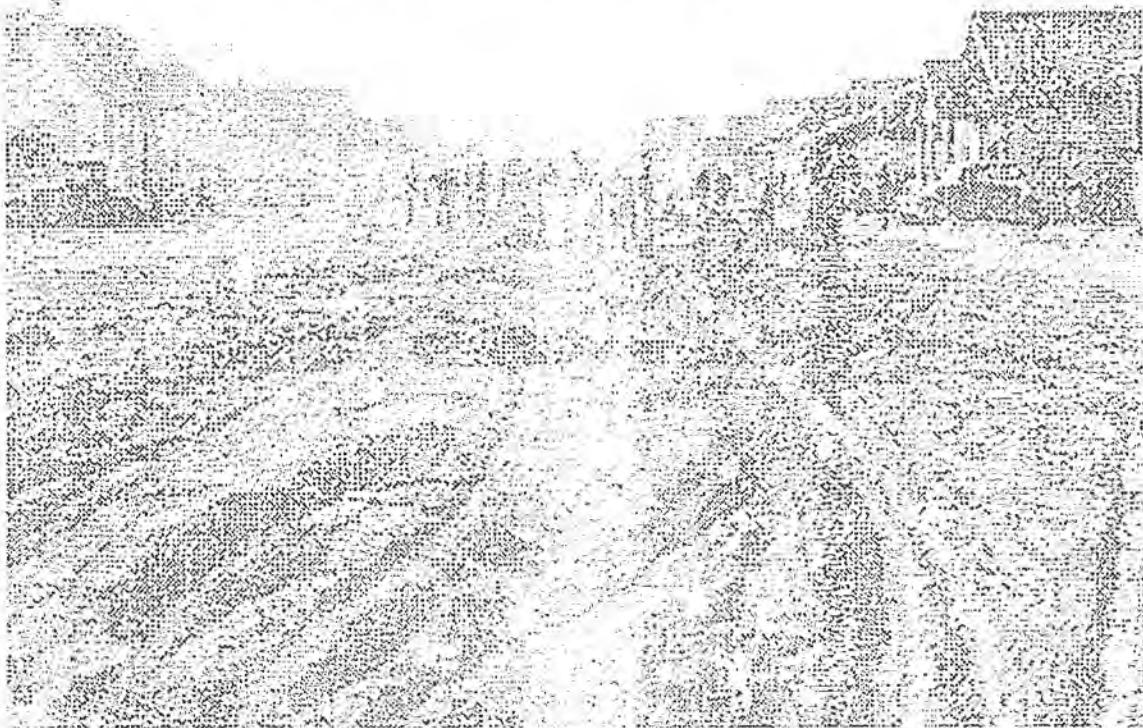
Actions

- a. Organize meetings once or twice a year between City officials and leaders of business and industry to discuss common goals and actions.
- b. Revise zoning land use regulations to enhance the potential for continued use and occupancy of the business and industrial areas of the City. Expedite the development review process.
- c. Create business/citizen advisory groups or other review procedures to provide a forum for consideration of environmental concerns prior to the formal city review process being started for new developments. This should include consideration of the impact possible changes will have on residential neighborhoods.



- d. Review Development Regulations every three to five years to ensure they are not restricting the development of new facilities or the expansion of existing establishments. These regulations include parking, landscaping, buffer, screening, lighting, signage, outdoor storage and site planning.
- e. Expand parking in the downtown and along Woodward Avenue to encourage the expansion of business activities in the City.
- f. Revise zoning and site design standards to ensure that buffer, screening and landscaping improvements will be installed to reduce conflicts between residential and non-residential uses. These improvements will help protect neighborhoods while allowing expansion of business and industrial uses.

Early Ferndale Trademark of Streets of Mud, Mud, Mud



Future Land Use

Introduction

This Future Land Use Plan is based on the Vision Statement, Goals established during the planning process and the future land use needs of the City. The Vision Statement, Goals and future needs evolved through key person interviews, futuring workshops, Plan Commission special meetings and Consultant and staff reviews.

In addition to community input, the existing land use distribution influences the Future Land Use Plan. If vacant areas exist in an area used primarily for a particular land use, the vacant areas are planned for development similar to the surrounding uses. Vacant areas adjacent to existing development will either match the adjacent land uses, or be of similar land use intensities. In a few instances where high intensity uses (usually industrial or business) are adjacent to residential areas, buffers will need to be developed to reduce the land use conflicts.

While some of the use changes in the Future Land Use Plan involve changing existing land use areas, there are also some areas that involve developing vacant areas. To reduce conflicts, and allow for redevelopment, a few isolated residential areas have been designated for a higher intensity use. Since the City's strengths include a diverse land use distribution and the traditional city setting with a downtown area and surrounding neighborhoods, dissimilar land uses do not necessarily represent a conflict. Traditional city settings often include a variety of uses in close proximity. This provides convenient opportunities for the residents and provide points of interest for the nearby neighborhoods.

Future Land Use Categories

The Future Land Use Plan (Map 6) shows one category for single-family and two-family residential uses. Under the current Zoning Ordinance these areas would be zoned RI-A, RI-B or R-2. A second use area on the map is shown as multi-family residential. The current R-3 and R-4 Residential Districts allow multi-family dwellings. For portions of Hilton (Hazelhurst to Eight Mile on the east side) a mix of residential and office uses is proposed. In this area all uses would be encouraged except business and industrial uses. Mixed use areas for residential, office and business are proposed for sections of Hilton, north of Nine Mile Road and Livernois (south of Marshall). The Downtown Mixed Use area will need to be assigned a new zoning district.



This could be a modification of the existing C-4 Central Business District. The Planned Unit Development (PUD) should also be encouraged for complex redevelopment projects. In the areas proposed for office and business the zoning should discourage residential uses. The Public and Quasi-Public category includes uses such as parks, churches, schools, city facilities and other government property. Industrial uses are encouraged for the areas shown on the Future Land Use Plan Map (Map 6). A final use category is the Mixed Use Redevelopment Area where the use of Planned Unit Development (PUD) zoning is encouraged.

Future Land Use by Planning Area

The future land uses are discussed for each planning area, but must be viewed as part of the whole City. Woodward Avenue, for example, extends through or is adjacent to all five planning areas. Several plans for special areas have been completed in recent years (see Appendix C). These have been prepared by the City or in cooperation with Oakland County and other communities to help guide land use decisions. They include the Woodward Avenue Corridor Study, A Vision for 8 Mile Boulevard, Reichhold Site Project Report, Parks and Recreation Facilities Capital Improvements Program and the Downtown Urban Design Plan. Another report was completed in 1996 by the East Michigan Environmental Action Council. In this Final Report on the Ferndale Industrial Area Task Force, information was obtained from businesses and elected officials on key issues affecting industrial growth and expansion in the City.

In the following discussion of the future land use proposals, one must consider the recommendations as a general guide. Many of the actions suggested will require a partnership of public and private resources. It is the partnering with others and the involvement of all interested groups that will result in the implementation of the Land Use Plan recommendations.

Downtown Planning Area Land Use Recommendations (DDA Area)

The primary activities area for the purpose of this Plan is defined as the Downtown Development Authority (DDA) Area. Within the DDA Area there is a smaller Tax Increment Financing (TIF) Development District. When dealing with future land use changes in the downtown, the community should use the goals and actions in Section 7 and these recommendations as a guide for making future land use decisions. The City efforts need to be coordinated with the Woodward Avenue Action Association as they work toward implementing the recommendations contained in the Woodward Avenue Corridor Study.



- Within the downtown Planning Area a mixture of land uses is encouraged. Such uses might include residential, retail, entertainment and parking. The Core Area should be the most intensely developed. The Core Area is the center of the DDA area which is currently zoned C-4 Central Business District, or P-I Vehicular Parking together with some additional area to the east of Woodward.
- The zoning for this area should be revised to allow residential development on second floors and in mixed use developments.
- A Planned Unit Development (PUD) zoning could be used for larger mixed use projects.
- Mixed use developments could be considered for City owned parking lots.
- The entire business area needs to be made pedestrian friendly, safe and attractive.
- For the DDA Area along Nine Mile Road east of the Woodward Avenue businesses, the City should encourage office, public and cultural uses. Within this area are now located the City offices, police station, library, courts and Chamber of Commerce. This should also be a very pedestrian friendly area.

- A study of the possible future location for City civic functions is now in process. If it is decided to keep these functions in the same general area they could be expanded to the south of Troy east of Woodward.
- The business area along Nine Mile Road west of the Core Area between Planavon and Pinecrest should continue to be a business area without residential uses. This section of Nine Mile is more of an auto access area than a pedestrian area like the rest of the Downtown Planning Area. However, many neighborhood type businesses and services are provided so pedestrian access from the adjoining neighborhoods is very important.
- Higher density residential uses are proposed in the area north and south of the DDA Area, east of Woodward Avenue. West of Woodward, north of the DDA Area, west to Livernois is also shown as a high density residential area. These close-in neighborhoods are vital to the future improvement and vitality of the Downtown.
- An additional consideration in the Downtown is appearance. A set of building facade design guidelines need to be established. These should be combined with general urban design and architecture guidelines to guide all future public and private improvements in the DDA Area.
- A Design Review Commission should be established. The purpose of the commission would be to review all construction and rehabilitation projects to ensure the design guidelines are followed. This review function could be performed by the DDA, the Plan Commission, a new Historic District Commission or a Special Design Review Commission.

Northeast Planning Area Land Use Recommendations (Northeast of Nine Mile Road and Woodward Avenue)

- The major redevelopment area in this part of the City will be the Reichhold site north of Woodward Heights. The Reichhold Site Project Report has been completed which lists preferred uses. This Future Land Use Plan shows the Reichhold site as a Mixed Use Redevelopment Area (PUD). Under the current M-2 General Manufacturing District, heavy industrial uses are allowed. The

Reichhold Site Study Committee and the owner have agreed that residential and heavy industrial uses are not suited for the site. Light industrial, business or office uses that follow the design guidelines of the site report are recommended.

- Zoning for the Reichhold Site should be changed to Light Manufacturing or a Planned Unit Development (PUD) District after the Zoning Ordinance is updated. The PUD District would be used to allow a mixed use development and control the extent and intensity of the new uses when a development proposal is presented to the City.
- Hilton from Nine Mile to Ten Mile is now a mixture of business, offices, churches, industrial and residential uses. Current zoning does not, however, permit residential uses. To encourage the improvement and redevelopment of this vital corridor, new uses are proposed. These would be residential or residential service type uses. This area is shown on the Future Land Use Plan Map as mixed use for residential, business and office. The new uses which could be added to the current permitted uses would include apartments, townhouses, assisted living facilities, child care centers, nursery schools, nursing homes and other neighborhood service or support uses.
- Additional business areas, without residential uses, are shown along Nine Mile, Woodward Avenue and parts of Woodward Heights.
- All of the major corridor uses must be required to construct conflicting use buffers whenever these sites are making site improvements. This will reduce the negative impact of parking, storage and loading areas on adjacent dwellings and on the public streets.
- Several multiple-family use areas are recommended in the Northeast Planning Area. Included is the neighborhood north of Downtown and parts of Ten Mile Road, Woodward Heights, Oakridge and Lewiston/Orchard, east of Hilton. Industrial uses are proposed to be continued in the area along the railroad and west of Hilton, south of Woodward Heights.

Northwest Planning Area Land Use Recommendations (Northwest of Nine Mile and Woodward Avenue)

The Downtown, Woodward and Nine Mile serve the business and service needs of this Planning Area. Single-family dwellings are developed on most of the area. These dwellings are some of the highest valued homes in the City and the area is maintained at a very high level.

- The existing single-family and public uses are not proposed for any land use changes. This neighborhood, like others in the City, is enhanced by the mature street trees and private landscaping. Every effort should be undertaken to improve, expand and maintain public and private trees in the City.
- In this, and other residential areas of the City, improvements to private housing and the incremental infill of new housing units needs to be encouraged. Improvement and maintenance of public facilities and infrastructure will help promote these private investments.
- Multiple-family dwellings are encouraged to be developed in the Area between Livernois and Woodward along Breckenridge and Withington. This higher density residential area can help provide needed housing in a convenient location next to the Downtown. If buildings are converted or sites redeveloped for higher density housing, they must be designed to be compatible with existing dwellings.
- The addition of any parking lots to serve business uses or the multiple-family dwellings will need to be screened from adjoining residential uses.

Southwest Planning Area Land Use Recommendations (Southwest of Nine Mile Road and Woodward Avenue)

The predominant use of this Planning Area is single-family. Nine Mile, Woodward and Eight Mile surround the area with Livernois running through the center.

- Multiple-family uses are proposed for the south side of Nine Mile Road west of Pinecrest and along Marshall between Allen and St. Louis.
- Where multiple-family and business uses are next to single-family uses, conflicting use buffers need to be installed to screen parking, storage and loading areas.



- The Livernois Corridor from Marshall to Eight Mile is now zoned for general office uses. Very few private investments have occurred along Livernois in the past several years. Because of Livernois' central location, it is proposed that mixed use residential, office and business uses be allowed. Some of the existing buildings could be converted to these uses if the zoning is changed. These new permitted uses would also encourage the construction of new buildings.
- The mixture of residential, office and business uses proposed for Livernois could be allowed as permitted uses or as special land uses with review and approval by the City.
- The improvement and expansion of existing light industrial uses should be discouraged along Livernois.
- The CMI site, south of the Ferndale High School, bounded by Pinecrest, Royal Oak Township and Eight Mile Road, is proposed to be developed for industrial uses as it is now zoned, perhaps for an industrial park. The mixed use PUD zoning technique should be considered if a mixed use project is proposed.
- The Southwest Storage Yard should be kept as City property for public use.
- Along Eight Mile Road business redevelopment needs to be encouraged. A cooperative effort by the County and the communities along Eight Mile Road resulted in the completion of a Corridor Plan with use and redevelopment recommendations. The Eight Mile Boulevard Association is active in promoting the Corridor.
- An additional business use area is shown on the north side of Bennett and to the west of Woodward, south of Fielding. The PUD zoning technique should be considered if mixed use projects are proposed.
- Redevelopment projects along Eight Mile Boulevard should be encouraged. Development criteria to be considered includes, but not limited to:



- Provide needed business or service uses with adequate parking and access.
- Improve access and circulation for residents and customers. The looping or use of cul-de-sacs for north-south local streets should be considered in all redevelopment plans.
- Provide buffering of off-street parking, loading, storage, lighting and noise from adjacent residential uses.
- Provide added tax base, employment opportunities and improve appearance of the area.
- Improve traffic safety by limiting the number of curb cuts and by encouraging shared access.



- The Woodward and Eight Mile Road area needs to be developed as a high visibility area. See, for example, the proposals contained in the Woodward Corridor Study. This is the major entry image area for the City of Ferndale and for Oakland County. Business redevelopment is proposed west of Woodward and multiple-family uses east of Woodward. Within these areas, mixed use developments under PUD zoning controls could be very beneficial to the City. A PUD zoning district will control the land use mix, intensity of uses and the design of the proposed structures and site improvements.

Southeast Planning Area Land Use Recommendations (Southeast of Nine Mile Road and Woodward Avenue)

The Grand Trunk Railroad property and the surrounding industrial uses are the primary users of land in the Southeast Planning Area.

- The industrial land use pattern is proposed for minor expansion in three areas. These include two areas along Bennett between Fair and Westend and Troy south of Nine Mile.
- Along sections of Hilton south of Hazelhurst, a mixture of multiple-family use and office use is proposed. This office and residential redevelopment area would receive the same zoning as is proposed for the Livernois corridor (mixed use residential and office).
- Multiple-family land uses are proposed for: area south of Nine Mile and east of Woodward Avenue; on the west side of Hilton, south of Hazelhurst, also west of Hilton, east of Woodward between Webster and Chesterfield.
- Business redevelopment and expansion is proposed east of Woodward Avenue and north of Eight Mile Road. The consolidation of sites and enlargement of existing uses is encouraged. These increases in land use intensity must meet the same objectives listed for the business redevelopment along Eight Mile west of Woodward and the PUD zoning should be considered.
- Another business area in need of improvement is at Hilton and Nine Mile Road. In addition to business uses, the possibility of locating a station for rail commuters should be explored with other agencies in the Metro area.
- For the area east of Wanda between Channing and Chesterfield, uses should be encouraged that function as buffers between the residential uses to the east and the industrial uses to the west. For the industrial sites along Wanda (south of Nine Mile Road) parking, storage and high intensity use areas should be buffered from the residential uses. The buffered areas can be developed by using landscaping, walls, earth berms or fences. Within the Wanda Street rights-of-way more street trees can be planted to help buffer the residential uses from the industrial uses.



Mixed Use Redevelopment Area (PUD)

On the Future Land Use Plan Map (Map 6) three areas are shown as mixed use redevelopment areas. Included are two general locations near Woodward and Eight Mile Road and the Reichhold site. The Planned Unit Development (PUD) zoning technique is suggested for these areas and could be considered for other special mixed use proposals. The granting of non-residential uses or mixed use zoning in or near established residential areas is not generally approved. However, some proposed uses can be made compatible with the surrounding area if they are developed exactly as presented. The difficulty with conventional zoning is that once a district is assigned, any permitted use in that district is allowed. With a PUD District, the proposed use or uses may be permitted and no other uses allowed. Conditions can be attached and development agreements negotiated as part of the PUD zoning approval. The detailed design features of all improvements can also be made part of the PUD zoning and site development approval.

Community Appearance

The total visual character of Ferndale is the cumulative mixture of the layout of streets, the style of buildings, vegetation, landscaping, signs and care that is put into maintaining the built environment.

The two major entrance corridors are Woodward and Nine Mile Road. People get their first City image by driving on these roads. The image one has of Ferndale is shaped by what is seen along these major streets. A strong positive image can be achieved by establishing design and character guidelines. These design guidelines must emphasize and reinforce the existing strengths of the areas needing improvement. The City can take a strong lead in this area by working with business and neighborhood leaders to set guidelines. An example is the downtown area now being improved by the combined efforts of the DDA and the owners of property and businesses.

The Ferndale Beautification Committee working with the City Department of Public Works has, for several years, sponsored a spring cleanup of the downtown area. The Eight Mile Boulevard Association also coordinates a spring cleanup. Additional steps to improving the appearance of the City would be the identification and documentation of the existing appearance problems. This would also include the



historic resources of the area. The existing City efforts could be expanded to include an annual paint and fix-up week or a junk collection week. An Arbor Day celebration might also be organized to encourage the planting of more trees.

Community attention can be focused on improving the appearance of the City by some positive actions taken by the City. Public streets, parks and buildings can be upgraded. The City will be spending substantial sums on utility and street improvements in the coming years. The Ferndale Schools are improving and expanding all of their facilities. These public actions will encourage private improvement actions.

To be successful, coalitions must be formed between interested groups. As an example, the City might team up with the Chamber of Commerce, a neighborhood group, the Garden Club, a preservation group, business leaders from a shopping area, or all of these groups. The objective could be to improve a section of a major entry corridor. Within the DDA Area a Design Review Commission should be established to oversee the establishment and use of architecture and urban design guidelines. This review function could be undertaken by the DDA, Plan Commission, a new Historic District Commission or a Special Design Review Commission.

Another aspect of community appearance to consider is the image created by new developments or improvements to existing developments. This is when a sound set of urban design guidelines is needed. For example, along major business streets the removal of buildings should be discouraged and the addition of new buildings encouraged. The City Site Plan regulations include standards for signs, landscaping, lighting and parking. These need to be updated and adhered to when new developments are completed.

The challenge to local leaders is to combine efforts and establish improvement targets. Volunteers must be recruited from all segments of the community. Business and professional service groups need to be involved. A City appearance program can meet some established improvement targets with a community commitment to coordinate, recruit, train and support volunteers.



Corridors and Entry Image Areas

Along the City corridors distinct character and themes need to be created. This can be done by maintaining positive visual images such as old buildings and signs while reinforcing that identity with new improvements. Visual themes will be created by establishing corridor design guidelines for public and private improvements. These should include guidance for lighting, signs, street trees, landscaping, parking lots, conflicting land use buffers, sidewalks, curb and gutters and utilities. Guidelines have been established for Woodward and Eight Mile Road and sections of Nine Mile Road. Other corridors that need the same type of guidelines including Hilton, Livernois and Woodward Heights.

Major entry image areas need special treatments. These include Woodward at Eight Mile, Nine Mile and at the north limits of the City. Other community entry image areas should be improved around the boundary of the City at Eight Mile, Nine Mile, Woodward Heights, Hilton and Livernois. Existing images and themes should be protected and emphasized. Cooperation and coordination with adjoining communities will help establish improved entry image areas. Design guidelines need to be reviewed and established for streets, curb and gutters, sidewalks, street furniture, street trees, lighting, overhead utilities, parking lots, buffers, and public and private landscaping.

Historic Preservation

One rule of thumb used by the National Trust for Historic Preservation and by the Federal Tax Law is that any building 50-years or older may be regarded as historic. Of course, there are varying degrees of quality and significance among historic buildings. Local historic districts can be created to include well-defined groups of buildings or scattered individual historic buildings. The City should expand the charge to the existing Historic District Study Committee so they consider the need and potential for a local historic district ordinance that would include both business and residential structures. The Woodward Avenue Corridor Historic Resources Study identified historic sites along Woodward. The inventory of buildings, in this study, provides a designation of historical significance, architectural classification, description/history and designer if known. This and other information will be helpful in identifying districts. Both business and residential areas need to be studied. The City



should also encourage adaptive reuse of older buildings for new uses. This might require some adjustments to current building and zoning regulations.

Future Land Use Analysis

The Future Land Use Plan identifies the City's goal for future land uses. Plans generally cover a 20 year period, so the Ferndale Future Land Use Plan identifies a vision of land use distribution in the year 2020.

Several residential land use changes will occur during the planning period. The overall amount of residential land will decrease from 1,370 acres to 1,324 acres. The amount of single-family housing and two-family dwellings will decrease by 132 acres, but the amount of multiple-family housing will increase by 86 acres for a net loss of 46 residential acres. Much of the net decrease relates to changes of single-family uses to auxiliary commercial uses behind the existing businesses on the east side of Woodward Avenue, between Nine Mile Road and Eight Mile Road. Conversion of single-family housing to multiple-family housing around the downtown significantly increases the potential for multiple-family housing in the City.

TABLE 8-1 - FUTURE LAND USE

Land Use	1997		Future Land Use		Acreage Change	Percent Change
	Acreage	%	Acreage	%		
Residential	1,370	55.6	1,324	53.7	-46	-3.4
Single- and Two-Family	1,344	54.5	1,212	49.1	-132	-7.8
Multiple-Family	26	1.1	112	4.6	+86	+330.8
Business and Office	169	6.8	203	8.2	+34	+20.1
Business and Office (General)	NA	NA	138	5.6	NA	NA
Downtown Mixed Use	NA	NA	24	1.0	NA	NA
Mixed Use - Residential/Office	NA	NA	6	0.3	NA	NA
Mixed Use - Residential/Office/Business	NA	NA	35	1.4	NA	NA
Industrial	277	11.2	297	12.0	+20	+7.2
Public and Quasi-Public	245	9.9	248	10.0	+3	+1.2
Transportation	396	16.0	296	16.0	0	0.0
Vacant	11	0.5	0	0.0	-11	-100.0
Total	2,468	100.0	2,468	100.0	0	0.00

SOURCE: Gove Associates Inc.

In the Future Land Use Plan, residential land uses are the principal land use in the City. Single-family and two-family housing account for 49.1 percent of the City's area and multiple-family housing accounts for an additional 4.6 percent.

The Future Land Use Plan also identifies three mixed use zones that allow residential uses: Mixed Use – Residential and Office and Mixed Use -- Residential, Office and Business. These three areas are located along Livernois Avenue and Hilton Road. They will act primarily as business centers with interspersed residential and residential related uses.

The Future Land Use Plan identifies several changes to the City's commercial areas. Overall, the Plan identifies an additional 34 acres of business and office uses in the future, increasing from 169 acres to 203 acres. This increase relates to the additional business and office space behind the existing businesses on the east side of Woodward Avenue (between Nine Mile Road and Eight Mile Road), and several infill sites along Livernois Avenue, Hilton Road and other areas throughout the community.

The Future Land Use Plan also identifies four types of commercial uses including Business and Office (138 acres); Downtown Mixed Use (24 acres); Mixed Use - Residential and Office (6 acres); and Mixed Use – Residential, Office and Business (35 acres). The Business and Office areas are primarily on Woodward Avenue, Nine Mile Road and Eight Mile Road. The Downtown Mixed Use category centers on the intersection of Nine Mile Road and Woodward Avenue in the City's downtown. The Mixed Use – Residential and Office category is along the southern portion of Hilton Road. The Mixed Use -- Residential, Office and Business category is only on Hilton Road, north of Nine Mile Road and on Livernois Avenue south of Marshall.

During the planning period the amount of industrial land increased from 277 acres to 297 acres. The increase is due to the infill of vacant land in the City's northeast quadrant. Industrial uses will account for 12.0 percent of Ferndale's area.



The amount of public and quasi-public land will increase from 245 acres to 248 acres. The amount of land used for transportation will remain at a constant 396 acres. The amount of vacant land will decrease from 11 acres to 0 acres.

The Future Land Use Plan also identifies improvement areas. These areas include corridors, major entry image areas and other image entry areas important to the visual impact to residents, businesses and visitors. These areas focus on Woodward Avenue, Nine Mile Road, Eight Mile Road, Livernois Avenue, Hilton Road and Woodward Heights.

The Future Land Use Plan also identifies four areas to consider for redevelopment, using the Planned Unit Development zoning technique. Three of the PUD sites are on Ferndale's south side and the other is on the City's north side. Additional PUD mixed use proposals could be considered for other parts of the City as conditions warrant.

Appendix A - Public Participation

Introduction

In order to develop a land use plan that reflects the desires of the community, the Plan Commission used a variety of methods to solicit public input. In addition to its regular meetings, the Plan Commission held a "Kick-Off" meeting for the planning process, conducted work sessions devoted to land use issues, interviewed people and hosted futuring sessions to identify key issues and create a vision statement describing a preferred future for Ferndale.

Survey Results

In February of 1997 surveys were conducted of people in the community to encourage participation in the ongoing planning process. Residents were asked to identify what they felt were the City's strengths, weaknesses, opportunities and threats. Two people conducted the surveys, so two different sets of perspectives are presented in the findings. The results of Interviewer Number One are presented below, followed by the results of Interviewer Number Two. The number at the beginning of each statement represents the number of people who listed that issue as a concern.

Interviewer Number One - 21 Residents Surveyed**A. Existing Strengths of Ferndale**

- 16 - Sense of Community -- traditional city layout with downtown, stable population, good neighborhoods, mature trees, history, churches, parades
- 15 - Location -- central metro area, near I-696 and I-75, zoo, rebirth of neighboring communities
- 13 - Good Basic Services -- police, fire, schools, safe and secure feeling
- 9 - Value of Real Estate Increasing -- attracting new residents, affordable housing
- 7 - Diversity of Population -- ethnic, cultures, races, life styles, new residents, long-time residents
- 4 - Land Use Distribution -- residential, business, industrial, mix of housing types
- 2 - Open Communication Between Different Groups -- schools, city and other groups



- 2 - Potential for Growth and Improvement

B. Existing Weaknesses of Ferndale

- 15 - Downtown -- needs theme, not inviting, dirty, not a gathering place, no good shopping places and signs not unified
- 11 - Lacks Unified Vision and Leadership -- council reactive not proactive, in-fighting, bickering, need to let manager manage, newer residents kept out of decision making.
- 9 - Financing -- future services, city, schools
- 8 - Business and Industry -- leaders not organized, sites and buildings obsolete, property poorly maintained
- 6 - Poor Property Maintenance -- rental property, public areas, yard, lack of enforcement
- 5 - Lack Community Center -- seniors, youth, public gathering places
- 4 - Impacts from Neighboring Communities
- 2 - City Staff Not Diverse Like General Population
- 1 - City Split by Streets and Railroad
- 1 - Lack of Parking

C. Positive Future Trends, Events or Opportunities

- 12 - Industrial and Business Redevelopment Potential -- downtown, Woodward Avenue and industrial sites
- 10 - Property Being Improved -- new residents moving in, historic preservation potential, values increasing
- 10 - Neighboring Communities Improving
- 10 - Strong Community and Neighborhood Values -- new community groups forming, neighborhood associations growing
- 3 - Demand for Apartments and Condominiums
- 3 - Diversity of Cultures, Incomes and Races

D. Negative Future Trends, Events or Threats

- 17 - Property Not Being Maintained or Improved -- downtown, Woodward Avenue, rental property, city property
- 13 - Financing Future Basic Services -- high taxes
- 6 - Lack of Community Gathering Places -- seniors, youth and downtown shopping
- 5 - Need for More Apartments and Condominiums
- 5 - Development in Neighboring Communities
- 5 - Possible Conflicts Between Different Groups -- lifestyles, cultures, race, long-time and short-time residents, the need for better communication between groups
- 2 - New Residents Not Included in Decision Making

Interviewer Number Two - 23 People Surveyed**A. Existing Strengths of Ferndale**

- 15 - Location -- transportation, railroad, Detroit, suburbs, universities, shopping
- 15 - Neighborhoods/Block Group Network
- 14 - Public Services -- police, fire, public works, recycling, waste removal, public transportation, library
- 13 - Downtown -- variety nice shops, vast DDA, community support, exposure, traffic, parking
- 11 - Housing -- value, diversity and condition
- 10 - Sense of Community
- 8 - Diverse Population
- 7 - Schools
- 7 - Traditional Community -- compact, stable, land use distribution
- 6 - City Council/Leadership
- 4 - Police/Safety
- 3 - Willingness to Invest in Community
- 3 - Growing Interest as Artistic Community
- 1 each - Churches, Local Events



B. Existing Weaknesses of Ferndale

- 32 - Downtown -- condition, vacancies, retail mix, no plan
- 10 - Downtown Parking --location, signage, metered, Nine Mile Road
- 10 - Status Quo Mind Set
- 9 - Older, Fully Developed Community -- lack of space to grow, condition
- 5 - Transient Population -- rental units, effects on schools
- 5 - City Council
- 3 - Codes Restrict Development
- 3 - Traffic on Nine Mile Road -- too fast or too slow
- 3 - Lack of Community Center
- 3 - Racial Tension
- 3 - Lack of Cooperation Between Merchants -- established versus new
- 3 - Divided Community - Woodward as primary divider
- 2 - Location -- south of I-696, proximity to Eight Mile Road
- 2 - City Behind in Technology -- City Hall, Library
- 2 - City Charter Needs Updated
- 1 each - Schools, Voter Apathy, Auto Oriented, Rumors, Lack of Trees in Parks, Missed Opportunities

C. Positive Future Trends, Events or Opportunities

- 20 - Downtown -- new businesses, vacancies as opportunities, location
- 14 - Housing -- affordable, bedroom community, increasing property values
- 8 - Desire to Improve -- promotion of Ferndale, community input, control of development, technology
- 6 - Sense of Community
- 4 - Location -- proximity to amenities, overflow from surrounding areas
- 4 - Ongoing Development and Maintenance
- 3 - Schools
- 3 - Emergence as Artistic Community

- 2 - Population -- diverse, progressive
- 2 - Existing Studies
- 1 - Industrial Base

D. Negative Future Trends, Events or Threats

- 9 - Erosion of Downtown
- 6 - Lack of Coordination/Vision
- 4 - City and School Politics
- 4 - Status Quo Mentality
- 4 - Backlash of Cultural Diversity
- 5 - Age of Community -- easy for decay to start
- 2 - Retail Outside of Community
- 2 - Inadequate Youth Activities/Gangs
- 2 - Avoid Additional Heavy Industry

Futuring Sessions

The City of Ferndale conducted a futuring session in February of 1997 at the Ferndale High School. In addition to the City's Plan Commission over 50 people attended the meeting, which the City publicized in local papers, on public access television, on the City's Woodward Avenue marquee, at Plan Commission meetings and at City Council meetings. The participants in the process included long-time residents, new residents, young people, family members, single persons, business owners and a variety of others.

After finding their way to the school's cafeteria, residents received several worksheets to complete individually -- and were assigned to small groups. After an introduction to the evening's process, the seven small groups (7 to 9 people each) worked to identify the top strengths and issues of Ferndale. After the individual groups had reached a consensus among their members, each group presented their ideas to the entire group. These strengths and issues are summarized on the following page, in ranked order of times each idea was cited by a group.

Strengths

1. Small Town Atmosphere and Neighborhoods
2. Location
3. Good City Services
4. Community Activities and Events
5. Housing
6. Industry
7. Convenient and Identifiable Downtown
8. Schools
9. Mature Trees
10. Willingness to Invest in Community
11. Diverse Land Use Distribution
12. Variety of Architecture
13. Diverse Age Groups

Issues

1. Downtown -- deterioration, aesthetics, retail mixture, parking, lack of gathering place, lack of development theme
2. Housing -- rentals, code enforcement
3. City Amenities -- library, community center
4. Need to Diversify Tax Base -- industry, high-rise offices, diversified housing
5. Parks, Greenbelts, Trees
6. Major Corridors as Dividers -- Eight Mile/Detroit, Woodward/East and West
7. Condition of Streets
8. Need to be More "Resident Friendly"
9. Zoning -- reduce land use conflicts

After the small groups presented their ideas they addressed the future needs of the community. Each group formed "bullet" statements or wrote paragraphs describing their future for Ferndale. After reviewing the statements from the seven groups, the Consultant and Plan Commission formed a composite of the seven groups and a vision statement that summarizes the vision for the City's future. The Vision Statement is written in the present tense to represent Ferndale's "preferred" future in the year 2017.

Business Concerns

The Planning Consultant met with members the Ferndale Chamber of Commerce in April 1997. These 12 members represented the business community. The purpose of the meeting was to provide the business community with an opportunity to gain an understanding of the planning process and identify issues specific to business owners in Ferndale.

The first issue identified was a lack of parking for businesses along Woodward Avenue. Participants discussed how parking has been removed in the past by physical improvement related to safety and aesthetics. Since parking was removed and never replaced, many businesses have parking deficiencies. This lack of adequate parking is a problem for employees and customers. Many of the affected businesses would like to see parking improved by adding parking areas behind businesses.

Another issue discussed also related to parking. Many of the participants want to see a major overhaul improvement program on Nine Mile Road in the City's downtown. Many businesses want parking developed on Nine Mile Road to attract more shoppers through the front of the businesses. The need to enforce the ordinance requiring businesses to keep front doors unlocked during business hours was discussed as a concern.

The physical condition of some business and industrial buildings and property was also discussed. Owners and renters need to be accountable for the condition of their structures and grounds. Inconsistency between businesses is a problem in the community. Many businesses put a lot of effort to improving the appearance of their structure and grounds while others provide little, or no, aesthetic improvements.

Land use conflicts are an issue for industrial businesses. Many of the meeting's participants feel the City needs better buffers between industrial and residential areas. Safety of residents, especially children, is the primary concern.

The need to work together with the City, Police and other community groups was also listed as an important issue. Some businesses feel the City is not responsive to their needs. Businesses along Nine Mile Road feel the goal of attracting customers, and the Police Department's goal of moving traffic through the area quickly, are conflicting goals. It was the consensus of the group that many problems would be reduced or eliminated by emphasizing to all groups that listening to others' points of view is essential. Finally, the participants felt that the Woodward Avenue Corridor and the Nine Mile Road area lack a unified goal or theme.