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# City of Ferndale Master Plan



Preserve



Enhance



Diversify

**Adopted August 11, 2008**

**Planning Commission**

Christa Azar, Chair

Sara Schillinger, Vice Chair

Kate Baker, City Council Representative

Timothy Jarvis, Zoning Board of Appeals  
Liaison

Deb Brazen

Kevin Christopher Clark

Christopher Mourgelas

Phillip Poole

Tiffany Vorhies

**City Council**

Craig Covey, Mayor

T. Scott Galloway, Mayor Pro Tem

Kate Baker

Tomiko Gumbleton

Mike Lennon

**City Staff**

Marsha Scheer, CDS Director

with assistance from Sara Schillinger  
and Alex Bellak



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**Appendix A Public Participation**

**Appendix B Supplemental Plans**

- Parks and Recreation Master Plan
- 2006 Downtown Development Plan
- Woodward Avenue Corridor Study
- Rethinking 8 Mile: A Framework for Unifying Elements



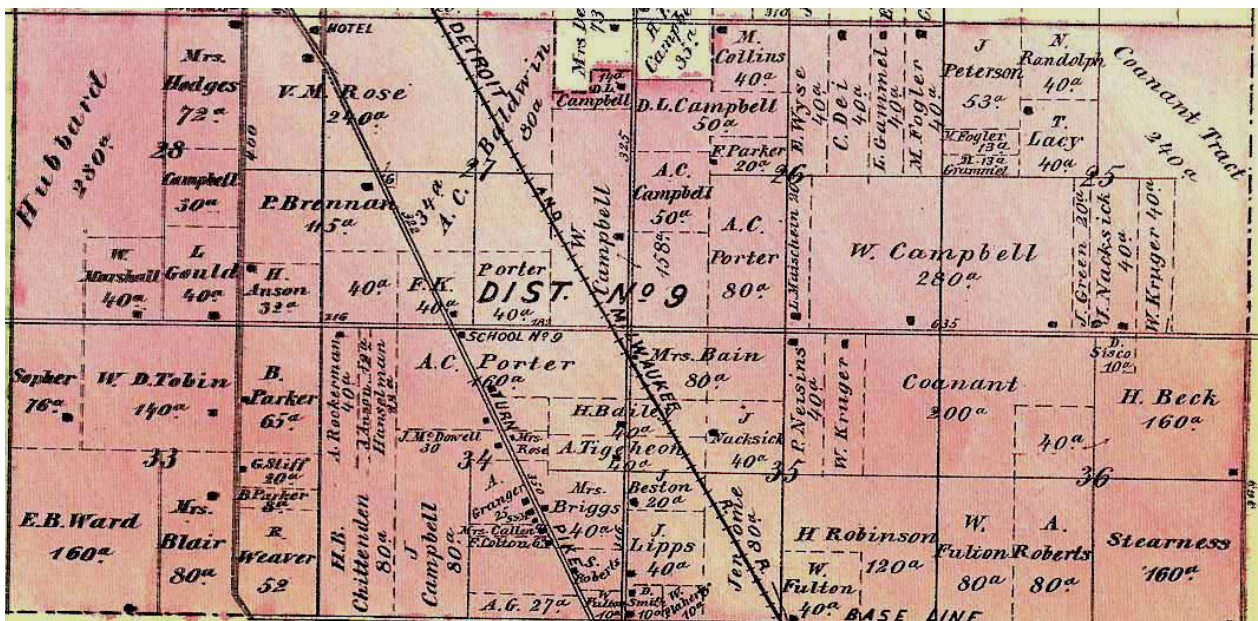
# 1 Introduction

## Historic Perspective

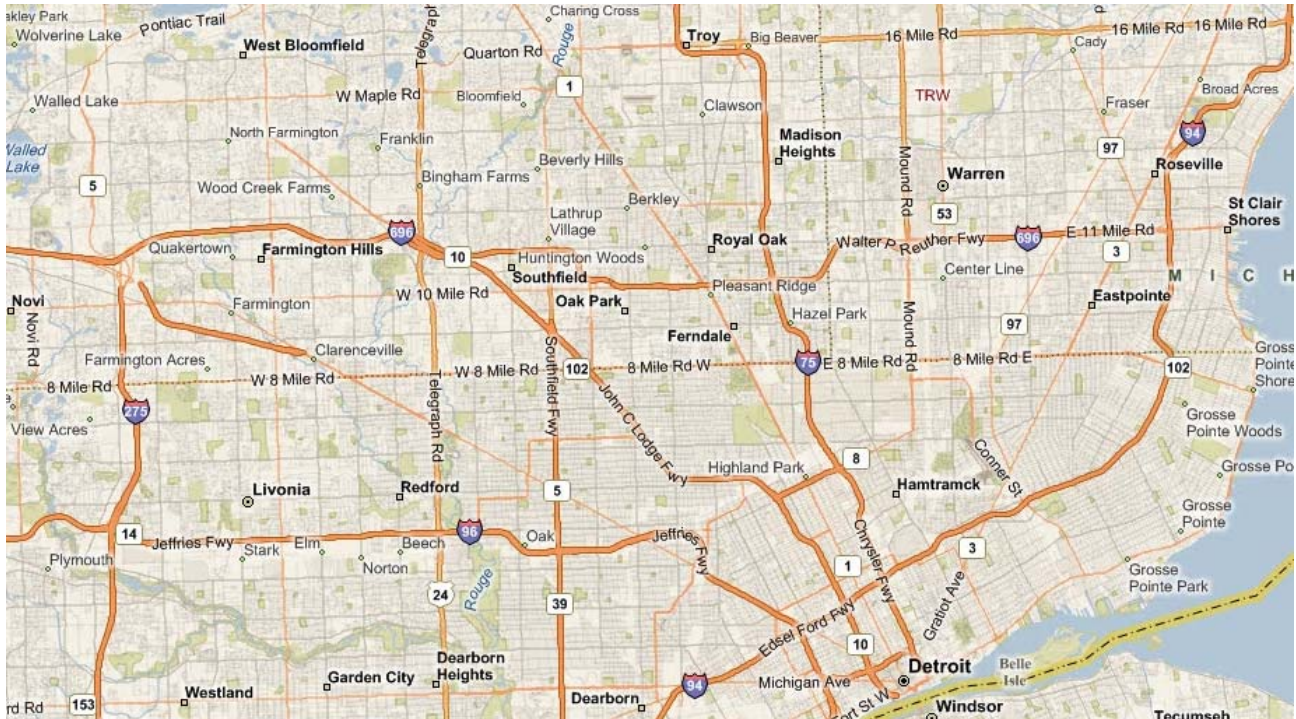


“The City of Ferndale, Michigan is typical of many Midwest suburban communities. Located in Oakland County and adjacent to the City of Detroit, it was first inhabited by Native Americans and situated on the site of a major Native American Trail connecting Detroit with Saginaw Bay and the Straits of Mackinac. It was first settled by homesteading farmers in the nineteenth century. It grew slowly until the advent of the automobile and the opening of the Ford Motor Company plant in nearby Highland Park. In 1918 it was incorporated as a village and in 1927 as a city. Since that time it has become one of the major suburbs north of Detroit.”

-Taken from “*Ferndale of Yesterday*” Forward written by  
 Dr. Philip P. Mason  
 Professor of History, Wayne State University



Today the City of Ferndale is a vibrant inner ring suburb of Detroit. Positioned between Eight Mile Road, I-75 and I-696, Ferndale is conveniently located within the metropolitan Detroit region and has easy access to numerous regional destinations. Occupying nearly four square miles, this resilient City has continued to be a desirable community in which to live or visit. Its success in part can be attributed to its traditional downtown, established neighborhoods and cultural diversity.



While no one building or site is designated on the state or national historic register, and many of these have been lost over time, those that remain should be appropriately renovated. A listing of these follows, with a brief description of their significance.

- ◇ **Saginaw Trail.** The Native American foot trail leading from the Detroit River and into south Oakland County followed generally what is now Pinecrest Drive and Ridge Road until it reached the current I-696 service drive, where it turned northeasterly and ran through Royal Oak, and eventually on to Saginaw.
- ◇ **Site of White's Place (approximately 1820).** Located on the west side of Pinecrest Drive, this log cabin served as a tavern for early travelers.
- ◇ **Mother Handsome's Tavern (1833).** Located on the west side of Woodward between Drayton and Oakridge, this was the first frame building built in Ferndale.



- ◇ **Willis Hough Home (approximately 1910).** Located in the northwest quadrant of Nine Mile and Pinecrest, this is the home of Mr. Hough, who served on several boards including the School Board and Library Board; he also organized the Ferndale Co-operative Credit Union (becoming Credit Union One). Helen Street (now Withington) and Earle, were named after his children when his farm was subdivided in 1919.
- ◇ **Lovell G. Turnbull Home (1913).** Located at 270 West Saratoga, this home is still in use. One of the earliest homes built in Ferndale, it was home to Mr. Turnbull, the first President of the Ferndale Village Commission.
- ◇ **Ferndale School Building (1915).** Located at 130 East Nine Mile Road, this building is currently being renovated for use as a law office.
- ◇ **Ferndale Theatre (approximately 1918).** Located on the east side of Woodward Avenue north of Vester Street, this is the present day Magic Bag Theater.
- ◇ **Elmer Knowles Farmhouse.** Located on the north east corner of Bermuda and Nine Mile Road, this was acquired by the Village in the mid 1920's and utilized as the Village offices.
- ◇ **First Police and Fire Station (1920).** Located in the parking lot behind Como's Restaurant.
- ◇ **Aston-Wallace Building and American State Bank of Ferndale (1920).** Ferndale's first bank, located on the southwest corner of Woodward Avenue and west Nine Mile Road. The second floor of this building also temporarily housed Lincoln High School classes until the high school was completed in 1921. Around 1930 this building was moved south one block, to the northwest corner of West Troy and Woodward, where it stands to this day. In 1923 the bank was relocated to a new building at the south east corner of Vester and Woodward, and is now owned by the Ferndale Elks.
- ◇ **Site of Lincoln High School (1921-1978).** Located on the east side of Livernois and west Nine Mile Road, it was demolished and is now the site of Ferndale Foods.
- ◇ **Ferndale State Bank (1924).** Ferndale's second bank was originally located in the old Pryce Pharmacy building on the east side of Woodward north of Nine Mile Road. This bank was later moved to a new building at 141 West Nine Mile Road; it is currently used as a nightclub.
- ◇ **Ferndale Masonic Hall (1924).** Located on the northeast corner of East Nine Mile Road and Planavon, it is currently an Italian restaurant.
- ◇ **Site of Rodgers Dutch Mill (1928).** Located on the west side of Woodward south of Leroy (now United Methodist Church), this was a popular eating establishment.
- ◇ **Clifford H. Harrison Building (1929).** Located on the southeast corner of Woodward and Nine Mile Road, the City of Ferndale leased the upper floor of this building as City offices and a court room between 1929 and perhaps 1931.

- ◇ **Mikolowski Farm.** Located on the northeast corner of Hilton and Wordsworth Roads. The house has been renovated and now houses a commercial business.
- ◇ **Phillip J. Watson Real Estate Building.** Located on the west side of Woodward, this building once housed his real estate office and the law offices of Earl N. Nash, later a Ferndale Municipal Judge.
- ◇ **Wetmore's Garage (1930).** Located on the south-west corner of West Drayton and Woodward Avenue, it is rumored that in 1951 Frank Lloyd Wright designed the service desk area as part of a remodeling project.

References: *Ferndale of Yesteryear*, Maurice Cole, 1971 Emefcee Publications, Ferndale, Michigan. Library of Congress 74-183261.

## What is a Master Plan?

A Master Plan is an important policy document that helps guide decision making for City staff and officials. The Master Plan documents the current state of the City in terms of land use, population, physical features, economics, housing, and public facilities. The Plan then sets forth a common vision and goals for where the City should head during the next ten years and beyond. Finally, the Plan establishes a set of actions along with a plan for implementation.

**A master plan is not zoning..**

**...it is a policy document that provides guidance on the future development of the City**

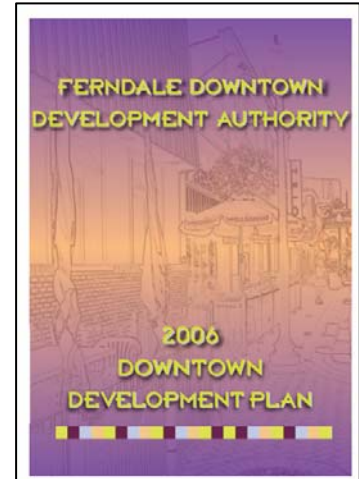
The Master Plan is not zoning. As previously stated, a Master Plan establishes policy to direct the City; however it is not law. The Master Plan itself does not change zoning regulations. It is common for the Master Plan to recommend review of and possible amendments to zoning regulations; however the recommendation does not change the law. The Master Plan provides direction for the future, whereas the Zoning Ordinance regulates the current use of land.

The Ferndale Planning Commission is appointed by the Mayor and confirmed by the City Council and is charged with the responsibility of preparing the Master Plan. In accordance with Michigan State law, the City must review its Master Plan every five years to ensure it is up-to-date and accurately reflects the current needs of the City. The previous Master Plan was prepared in 1998 and was in desperate need of updating.

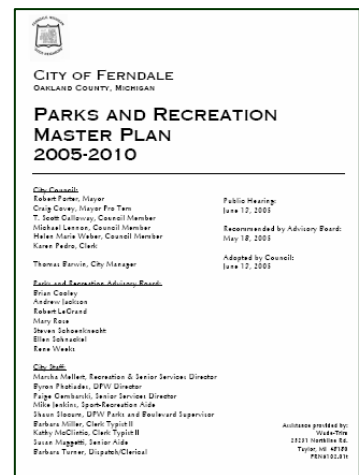
To be effective, the elected and appointed officials of the City must have a strong working knowledge of the Master Plan. They must apply the recommendations of the Plan when drafting or amending land development regulations, preparing specialized plans, reviewing development or redevelopment proposals.

In addition to this Plan, there are a number of other planning documents that are more specialized in nature, in either area or topic. It is the intent of this Master Plan to recognize these complementary efforts and adopt the plans by reference as part of the City's overall Master Plan. These Plans can be found in Appendix B and include:

**Downtown Development Plan.** Developed by the Downtown Development Authority (DDA), the Downtown Development Plan sets forth the direction for Ferndale's downtown.



**Parks and Recreation Master Plan.** Inventory and recommendations specific to the City's parks and recreation programs. Regulated by the MDNR, the Plan is required to be updated every five years.



**Woodward Avenue Corridor Study.** A cooperative effort between the six communities along Woodward Avenue from Eight Mile Road to Quarton Road, and Oakland County. The study provides recommendations for the median, open space, buildings and parking, districts and gateways, signs, transportation, financing improvements, history, market potential, and promotion of this historic corridor.

**Rethinking 8 Mile: A Framework for Unifying Elements.**

Prepared by the Eight Mile Boulevard Association, incorporating thirteen communities, the Plan proposes a strategy in which this famous corridor can regain its vibrancy.



## The Planning Process

When the City of Ferndale embarked upon the task of updating its Master Plan in 2007, it was decided that first and foremost Ferndale wanted to encourage a public involvement effort. As a result, the City hired a professional planning firm, ENP and Associates to conduct a thorough process that included two visioning forums, a series of focus groups, and a web survey. A summary of the public involvement process and a listing of commonly voiced comments are included below, while the complete Public Participation Process and Results are included in Appendix B.

### Public Participation Process

- ◇ **Vision Forum One.** General Visioning session for entire community to identify priority issues and consensus items on land use, housing, City services, tax base, transit, mixed use and re-use, in addition to a wide range of topics. Over 40 people attended the meeting.
- ◇ **Web Survey.** Survey with multiple-choice and open-ended questions - priority issues, land use, housing, public services, parks and recreation and potential expansion of the civic center. Nearly 100 respondents completed the web survey.
- ◇ **Focus Groups.** Meetings with focus groups identified by the Planning Commission and staff to prioritize issues and gather input on specific questions. Groups that were involved in the five meetings, ranging in size from 3 to 20 people include:
  - DDA/Affirmations/Triangle Foundation
  - Ferndale Schools PTA
  - Civic & Neighborhood Organizations and Fraternal Order of Police
  - Seniors/Library Board/Historical Society
  - Chamber of Commerce & Businesses
  - Transit Riders United/Detroit Synergy/Woodward Avenue Action Association



- ◇ **Visioning Forum Two.** Open-house style community meeting with stations and questionnaires on the South Livernois corridor, industrial sites, non-motorized and mass transit, housing, and East Nine Mile/Civic Center/Library. Over 10 people participated in the Saturday morning forum.

### **Summary of Public Comment**

Pride, satisfaction, and enthusiasm characterized the public involvement process. Residents were generally satisfied with the City and appreciated their neighborhoods. A number of common themes became apparent during the process, which are summarized below.

- ◇ Keep the downtown vibrant
- ◇ Maintain a wide variety of business throughout the City
- ◇ Attract more mixed use in commercial areas
- ◇ Re-use outdated manufacturing areas in creative ways
- ◇ Help older homes to become attractive to families and friendly to senior citizens
- ◇ Maintain and improve existing parks and open space facilities
- ◇ Need for a new City municipal building/civic center and more parking
- ◇ Continue the high level of City services
- ◇ Need to make the City attractive to new residents, relative to other nearby suburbs
- ◇ Enhance the tax base
- ◇ Support mass transit, a non-motorized plan and transit oriented design
- ◇ Increase environmental awareness

### **Plan Development and Adoption**

Upon completion of the public participation efforts, City staff and the Planning Commission began to review and update the existing Plan. The Planning Commission held a number of special meetings in early 2008 to revisit the Plan's data, vision, goals and actions. Following these meetings an updated Plan was drafted and distributed for public review. The Plan was ultimately adopted by both the Planning Commission and City Council during the summer of 2008.



## 2 Vision, Goals and Actions

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## Vision

Early in the planning process, the Ferndale Planning Commission established a vision for the Plan. It was agreed upon, that as a successful inner ring suburb, Ferndale is a great City in which to live, work and visit. While the bulk of what makes Ferndale great has already been established, the City can be enriched by making modest improvements to ensure its desirability. Therefore, the focus of this Plan can be summarized by three words:

### **Preserve ◇ Enhance ◇ Diversify**

By preserving what Ferndale already has, enhancing those select items that could be improved and diversifying options provided to residents, businesses and property owners, Ferndale can continue to be a key destination and sought-after City for many years to come. The three key vision words are further expanded and elaborated on below.

#### **Preserve:**

- ◇ Distinctive identity.
- ◇ Cultural diversity.
- ◇ Artistic and educated population.
- ◇ Established neighborhoods.
- ◇ Traditional downtown environment.
- ◇ High-quality of public services.

#### **Enhance:**

- ◇ Role as a regional destination for social and business activity.
- ◇ Connectivity to the Metro Detroit region.
- ◇ Safety of streets.
- ◇ Pedestrian environment.
- ◇ Barrier-free accessibility awareness and improvements.
- ◇ Property maintenance.
- ◇ Educational and recreational services and facilities provided for residents.
- ◇ Ferndale's commitment to sustainable development and practices.
- ◇ User-friendliness of government and departments.
- ◇ Accessibility to and modernization of technology.

#### **Diversify:**

- ◇ Tax base.
- ◇ Options for housing to meet a variety of lifestyles.
- ◇ Types of businesses and services.
- ◇ Job opportunities.
- ◇ Transportation alternatives.

## Goals and Actions

In order to achieve the vision set forth above, a series of goals were developed. Following each goal is a list of actions that provide more specific direction to accomplish the City's vision.

### Land Use Patterns in Ferndale

#### Goal

*Ferndale will **diversify** its land uses to support a sustainable balance between residential and business development while serving the needs of residents, workers, and visitors.*

#### Actions

1. Provide an appropriate mix of businesses, including industrial, commercial, and office uses that provide employment opportunities and a sound tax base for the City.
2. Provide for future residential development that is of a density and character that makes it compatible with adjacent existing neighborhoods.
3. Avoid incompatible land use relationships by directing intensive development, such as industrial, to areas in the City where similar development exists.
4. Review site plans, land use proposals, and zoning changes to ensure compatibility with the Master Plan so the character of adjacent land uses is not adversely affected.
5. Utilize buffer areas to limit the potential for negative effects between land uses, such as industrial and residential uses.
6. Enforce zoning, building code, and property maintenance standards to ensure that the condition of buildings does not deteriorate, thereby adversely affecting the City.



## **Ferndale's Neighborhoods**

### **Goal**

*Ferndale will **preserve** and **enhance** its established neighborhoods while promoting **diverse** housing opportunities that are suited to a variety of lifestyles.*

### **Actions**

1. Maintain the important elements of quality neighborhoods such as sidewalks, street trees, access to parks and recreation, and prominent front entries to homes.
2. Encourage opportunities for convenient motorized and non-motorized access between neighborhoods and community facilities such as parks, the Community Center, and other civic uses.
3. Evaluate zoning requirements to enable modernization of existing housing stock.
4. Promote an increased awareness of opportunities for expansion and improvement of existing properties.
5. Support the development of neighborhood and homeowners' associations and work with them to implement neighborhood improvement and rehabilitation programs.
6. Encourage the development of alternative housing types including live/work units, flats, town homes, and second story living units.
7. Encourage dwelling units of a size, style and ownership type, in appropriate locations, that do not require extensive maintenance, to provide independent living options.
8. Encourage housing for the physically challenged to acknowledge the needs of our diverse population.
9. Locate senior housing/care facilities in proximity to community amenities, services, and shopping.

## **Downtown Ferndale**

### **Goal**

*Ferndale will work to **enhance** the vibrant and **diverse** mixed use environment in its attractive, traditional downtown environment.*

### **Actions**

1. Improve pedestrian safety and barrier-free access along major streets and to and from parking areas and businesses.
2. Increase public art installations.
3. Convert back alleys adjacent to public parking areas into pedestrian walkways.
4. Increase the density and height of buildings within the downtown to create synergy and a concentration of people and uses.
5. Maintain zero lot line setbacks along Nine Mile Road and Woodward Avenue.
6. Improve public signage and way-finding through kiosks and prominent entry elements.
7. Develop a downtown marketing and promotion program based on market studies.
8. Work to attract “anchor” stores and activities.
9. Create a welcoming, pedestrian-friendly area that encourages residents and pedestrians to visit.
10. Ensure adequate parking facilities for downtown activities.

## **Economic Development in Ferndale**

### **Goal**

*Ferndale will **enhance** business development to offer **diverse** goods and services, increased employment opportunities and a sustainable tax base to support the desired facilities and services in the City.*

### **Actions**

1. Review zoning land use regulations to promote business retention.
2. Expedite the development review process.
3. Prohibit retail businesses with a footprint larger than 50,000 square feet in size to be located within a half mile of downtown Ferndale.
4. Use the recommendations contained in the *Woodward Avenue Planning Documents and Reports* when reviewing site plans and encouraging economic development on the Woodward Corridor.
5. Target and recruit technology and knowledge-based industries to locate in Ferndale.
6. Educate current and prospective property owners about the availability of economic development tools, such as Brownfield Redevelopment Authority, the Downtown Development Authority, Industrial Development District and other local, state and federal programs, to encourage redevelopment.
7. Expand the supply and distribution of public and private parking along the Woodward Avenue Corridor to adequately meet the needs of businesses and customers.
8. Work with property owners and businesses to improve signage, landscaping and the general appearance of their businesses throughout the City.
9. Continue to work with the Woodward Avenue Action Association and the Eight Mile Boulevard Association to enhance the character of these corridors and recognize their regional importance.

## **Ferndale's Image and Identity**

### **Goal**

*Ferndale will **preserve** and **enhance** its unique image and cultural character.*

### **Actions**

1. Continue to promote Ferndale's unique strengths and qualities.
2. Capture the character and theme of the City through attractive signage and gateways into the City.
3. Protect mature trees on properties and along streets whenever feasible.
4. Develop consistent streetscape features along City streets to unify the community and differentiate Ferndale from surrounding areas.
5. Protect the history of Ferndale through preservation and enhancement of historical resources.
6. Work with the Art in Public Places Committee to increase awareness and implementation of public art.
7. Pursue regional, state and national recognition and accolades.

## **Transportation in Ferndale**

### **Goal**

*Ferndale will **enhance** its existing transportation system to develop a safe and **diverse** multi-modal system.*

### **Actions**

1. Continue to work with local road authorities, such as the Road Commission for Oakland County and MDOT to coordinate scheduled road improvements.
2. Apply Intelligent Transportation System (ITS) technology to redeveloped streets and intersections.
3. Investigate alternative traffic management techniques at key intersections.
4. Reduce the number of access points for businesses along major streets through the use of access management techniques, such as shared driveways.
5. Make use of traffic calming measures to encourage speed reduction through residential neighborhoods.
6. Improve the public transit system through development of transit shelters, expanded routes and schedules that consider employment shifts and demographic trends.
7. Prioritize the pedestrian environment by removing barriers to create accessible routes and enhancing amenities such as seating, lighting and signage.
8. Work with transportation agencies, neighboring communities and Oakland and Wayne Counties to develop a regional transit system.

## Public Facilities in Ferndale

### Goal

*Ferndale will **preserve** and **enhance** the quality of life that Ferndale residents have come to expect by offering high quality public facilities, resources and services.*

### Actions

1. Develop a comprehensive Capital Improvement Plan that identifies future City investments and improvements.
2. Develop a strong partnership with the Ferndale School District that will encourage collaborative planning for schools with a priority toward neighborhood schools, facility improvements and construction, and educational development for students.
3. Maintain and improve public safety response times and coverage.
4. Evaluate the feasibility of the development of a new or expanded, modernized civic center facility.
5. Continue to improve customer service of City departments and make use of the City's webpage to provide information to the public.
6. Work with the Library Board to expand the library facilities in a manner that is most beneficial to the City.
7. Implement the Action Program in the *Parks and Recreation Master Plan* to ensure that a variety of park and recreation opportunities continue to be offered to residents.
8. Allocate ample funding for continued maintenance of City infrastructure including roads and sewer and water lines, and continue to monitor the capacity of these facilities in accordance with future development patterns. Provide regular maintenance of water and sewer infrastructure, as well as streets, to maximize their useful life.
9. Update and improve community facilities consistent with technological advancements, such as wireless internet.
10. Encourage environmental responsibility through local programs such as water quality protection, responsible land management and recycling in our community.
11. Establish regulatory incentives for both residential and commercial development that encourage energy conservation or use of green technology or programs such as the USGBC's Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ and ReGREEN.
12. Work with neighboring communities and Oakland and Wayne Counties to investigate the benefits of regionalized services.
13. Promote Ferndale's public schools through community outreach and developing cooperative strategic relationships with community organizations.
14. Work with Boards and Commissions to support activities and adopt value-added resolutions that enhance and promote the visions herein.



# 3 Land Use

## Existing Land Use Inventory

Land use describes how property is used. When planning for future uses it is important to understand what exists today as it significantly shapes the future form of the City. In order to realize Ferndale’s vision, it is important to inventory current land uses.

An inventory of Ferndale’s land uses was conducted in early 2008. Information was gathered from the previous Master Plan, the City’s assessing records and from aerial photography. This information was then mapped and reaffirmed through review by City staff and field visits to ensure an accurate existing land use map. Table 3-1 lists the existing land use classifications, the amount of acres that exist in Ferndale, and the percent of total land area that this use accounts for in the City, whereas the Existing Land Use Map depicts the locations of the various land uses.

<b>Land Use</b>	<b>Acreage</b>	<b>% of Total</b>
<b>Single and Two-Family Residential</b>	1,172	46.9%
<b>Multiple-Family Residential</b>	31	1.2%
<b>Business and Office</b>	110	4.4%
<b>Downtown</b>	25	1.0%
<b>Institutional</b>	146	5.8%
<b>Parks</b>	82	3.3%
<b>Industrial</b>	238	9.5%
<b>Vacant</b>	39	1.5%
<b>Street Right of Way</b>	657	26.3%
<b>Total</b>	2,498	100.0%

Source: The City of Ferndale

### Single-Family and Two-Family Residential

Occupying nearly 47% of the land in Ferndale, the most prevalent land use in the City, this category includes the majority of Ferndale’s neighborhoods. Single-Family and Two-Family Residential includes all single family detached homes and duplex buildings.



## Multiple-Family Residential

Multiple-Family Residential land uses include attached residential units other than duplexes, such as condominiums, townhouses and apartment buildings. These are scattered in various locations throughout Ferndale and account for just over 1% of land in Ferndale.



## Business and Office

Business and office uses account for roughly 4% of the City and include sites where goods are sold or services are provided. This includes a mixture of small-scale businesses that meet the needs of nearby residents such as pharmacies, doctors offices, small convenience retail stores and sit-down restaurants and larger scale commercial businesses that serve the entire City, the region and motorists along heavily traveled roadways. These uses are generally located along major arterials, such as Woodward, Woodward Heights, Livernois, Hilton, Eight and Nine Mile Roads.



## Downtown

Accounting for 1% of the City's total acreage, Downtown Ferndale is the heart of the City. Located at the intersection of Woodward and Nine Mile Road, Downtown Ferndale contains a mixture of retail, office, residential, institutional, and entertainment uses.





## Institutional

Institutional land uses include areas and facilities available to the general public within a particular service area, and those which are used by a limited number of persons with particular interests and nonprofit organizations and account for almost 6% of Ferndale’s land. Uses include sites owned by the City of Ferndale, including City Hall, the library, fire and police stations; county, state and federal uses such as public schools, court buildings, and post offices; and semi-public uses that are owned by private organizations such as churches, private and charter schools, and fraternal organizations.



## Parks

Park land uses include the publicly owned park land operated by the City of Ferndale including neighborhood and community parks, recreational areas, open space and similar uses and make up just over 3% of the City.



## Industrial

The Industrial category includes major employment areas where raw or unfinished materials or commodities are used to produce a product or service. Industrial uses can include research and development facilities, manufacturing, warehousing and distribution facilities.



Industrial uses in Ferndale account for nearly 10% of the land and are generally located in close proximity to the Grand Trunk Railroad.

## Vacant

The Vacant classification includes undeveloped land. Since the City is primarily built out, only 1.5% of the City is undeveloped

## Future Land Use Plan

The future land use plan describes the vision for land uses in the City. It serves as the primary policy document to guide decisions on the development of vacant land and the redevelopment of existing sites. These recommendations are not expected to occur immediately following adoption of the plan; however they will be implemented over time as properties develop and change use. The plan should be referenced when reviewing items such as site plans, rezonings, special land uses, planned unit developments, and variances. Deviations from the future land use plan should be carefully considered to ensure that consistency is maintained when making decisions on planning and development matters.

A number of factors were considered during development of the future land use plan. In addition to input received from the public and the expertise of staff and the Planning Commission, the following factors were also considered:

- ◇ Consistency with established land use patterns.
- ◇ Relationship to land uses in surrounding communities.
- ◇ Regional planning efforts along Woodward Avenue and Eight Mile Road.
- ◇ Minimizing incompatible land uses.
- ◇ Existing planning policies and zoning regulations.
- ◇ Comments and concerns heard by the public.
- ◇ Availability and capacity of infrastructure including utilities, roads and community facilities.
- ◇ Preservation of natural features and incorporation of sustainable development principles.
- ◇ Fluctuating market conditions.

Future Land Use categories and areas are summarized in Table 3-2. Each future land use category is described in more detail in the following pages.

<b>Land Use</b>	<b>Acreage</b>	<b>% of Total</b>
<b>Low Density Residential</b>	1,283	51.4%
<b>Urban Residential</b>	126	5.0%
<b>Downtown</b>	39	1.6%
<b>Commercial/Office</b>	84	3.3%
<b>Industrial</b>	197	7.9%
<b>South Livernois Sub-Area</b>	16	0.7%
<b>West Marshall Neighborhood Sub-Area</b>	11	0.4%
<b>Hayes Lemmerz Sub-Area</b>	42	1.7%
<b>Hilton Corridor Sub-Area</b>	44	1.8%
<b>Street Right-of-Way</b>	655	26.2%
<b>Total</b>	2,498	100.0%

Source: The City of Ferndale

### **Low Density Residential**

Accounting for a vast majority of the City, the Low Density Residential category permits single-family detached homes as its primary use, generally corresponding with the R-1 zoning. Also included are institutional uses such as schools, parks, religious institutions, and government buildings, which help define many of Ferndale’s neighborhoods. Consideration must be given to ensure that institutional uses do not adversely impact their surrounding neighborhoods in terms of traffic, parking, noise, or hours of operation. If reuse of existing institutional land is proposed, this Plan recommends that the land be redeveloped for residential purposes. New developments shall be compatible with the existing neighborhood in terms of building design and materials, placement and scale to preserve the established character of area.

### **Urban Residential**

Surrounding downtown Ferndale and located along busy streets, the Urban Residential category allows for more intense residential development in the form of single-family detached and attached homes and multiple-family units including townhouses, lofts, live/work units, apartment complexes, etc. that align with R-2 and R-3 zoning. Institutional uses as described above are also appropriate for this category.

Urban Residential areas serve as a transitional land use between lower density single-family neighborhoods and other, more intense uses such as the I-696 service drive. Heights should not exceed 40 feet, except when abutting the downtown, where additional height may be desirable to offer more housing opportunities to provide increased density to support downtown businesses. While this plan seeks to diversify the types of housing available and increase the density of housing within close proximity of the downtown, it also acknowledges the presence of many established single family homes, and encourages

their continuance as part of the diverse mixture of residential options. New developments shall be respectful of the existing neighborhoods in terms of building design, materials and placement.

## Downtown

Centered at the intersection of Nine Mile Road and Woodward Avenue, Downtown Ferndale is an easily recognizable heart of the City. Incorporating a mixture of uses including retail, entertainment, service, office, institutional and residential uses, Downtown includes the existing CBD zoning district with an expanded boundary north to Cambourne and south to Albany and Ardmore Streets. In early 2007 the boundaries of the Downtown Development Authority (DDA) were expanded slightly along Nine Mile, north on Woodward to the Oakridge intersection and south on Woodward to the Marshall intersection. Expansion of the downtown boundary may be appropriate in the future, consistent with the DDA expanded boundaries, as conditions warrant. With a focus on retail and entertainment on the first floor, upper floors are encouraged to be used for residential or secondary office space, while automobile-oriented use including drive-throughs and automobile service or sale uses shall be prohibited.

Design and placement of buildings shall be consistent with National Main Street Design parameters that encourage traditional, Midwestern downtowns with enhanced pedestrian amenities. This includes zero lot setbacks, wide sidewalks, enhanced streetscape, and shared access and parking. Increased building height is strongly encouraged to increase the amount of activity and synergy within the Downtown.

## Commercial/Office

Encompassing a wide range of general retail, service and office uses, the Commercial/Office category serves the day-to-day needs of residents and provides employment opportunities within Ferndale. The Commercial/Office areas located along Woodward, north of downtown shall minimize automobile oriented uses such as drive through facilities (banks, pharmacies, etc.) and vehicle-related services (dealerships, service stations, repair shops, etc.). This category roughly corresponds with the C-1, C-2, C-3 and OS zoning districts located along Eight and Nine Mile Roads and Woodward Avenue.

### Elements of Main Street Design

- Storefronts
- Windows and Doors
- Rear Entrances and Views
- Form
- Proportion
- Rhythm
- Setbacks
- Building Materials
- Streetscape
- Signs
- Awnings

The traditional development pattern of Ferndale lends itself towards sustainable neighborhood development, with local shopping nodes that allow residents the ability to walk to small-scale stores to meet their daily needs. Three such neighborhood shopping nodes exist beyond the city-wide commercial areas found within the Downtown and along major roadways. These nodes are located at the north end of Hilton, along Marshall west of Woodward and at the Woodward Heights and Bermuda intersection. These neighborhood shopping nodes shall be permitted to continue and be enhanced for neighborhood retail use, however shall not degrade the integrity of the surrounding residential neighborhoods. All sites shall be designed to minimize noise, light and traffic impacts on abutting residential areas.

### **Industrial**

Consisting of manufacturing, warehousing, research and development uses and limited office and retail, the Industrial category consists of land zoned M-1 and M-2 and provides needed employment opportunities and helps stabilize the tax base for the City. This Plan supports the establishment of green industries and encourages the creative reuse of properties that supplement industrial uses.

As many of the industrial properties are within close proximity of established neighborhoods, industrial uses shall provide adequate buffers consisting of a mixture of landscaping and screening walls along areas that border residential areas. New development shall be designed to minimize adverse effects to the community such as truck traffic, noise, or odors and shall be constructed with the best ecological practices to protect Ferndale’s neighborhoods.

### **South Livernois Sub-Area**

This unique corridor on the south side of the City has been identified as an area that deserves special consideration. Fronting onto Livernois from Eight Mile Road to just north of Marshall Street, the South Livernois Sub-Area is intended to be a design district that supports creative businesses such as studios, galleries, photographers, designers, supporting businesses, limited retail, restaurants, cafes, live/work units, lofts and other appropriate and complementary uses. Currently zoned



A model provided by ENP Associates of the South Livernois Sub-Area presented at the second visioning forum including new development and visual improvements

MXD, this Plan promotes the redevelopment of underused and vacant sites with these types of uses.

As part of the redevelopment of this half mile stretch, the pedestrian environment should be enhanced through new lighting, landscaping, seating and the development of outdoor plazas to encourage people to stay and enjoy the corridor. Vehicular access should also be improved through shared access and closure of superfluous driveways. The City should investigate the addition of on-street parking and the installation of a narrow, landscaped boulevard, similar to what has been constructed on Livernois south of Eight Mile Road. All new and in-fill development shall be respectful of the adjacent residential areas through the use of effective yet creative buffers.

### **West Marshall Neighborhood Sub-Area**

The West Marshall Neighborhood Sub-Area is a distinctive area that blends a variety of residential and small scale businesses. Proposed uses are primarily residential in nature including a variety of multiple family developments with small scale retail, specialty stores, professional offices, cafes and restaurants, and service and office uses such as day care facilities. Currently zoned MXD, uses shall be low impact in terms of traffic, parking, noise and hours of operation as it is located amidst a stable residential neighborhood. Drive through facilities (banks, pharmacies, etc.) and vehicle-related services (dealerships, service stations, repair shops, etc.) should be prohibited.

New and infill development shall be respectful of the adjacent residential areas through the use of buffering and site design, shall be limited in size and scale, and shall encourage neighborhood cohesiveness. The pedestrian environment shall be enhanced through lighting, landscaping and small open areas and additional opportunities for on-street parking shall be investigated. Preservation of existing structures that add to the character shall be encouraged if feasible, particularly the former general store and the series of brick buildings on the south side, between LaPrairie and Allen. Future development shall embrace neo-traditional design principles and emulate these distinctive buildings.

### **Hayes Lemmerz Sub-Area**

One of the largest sites with the potential for redevelopment, the Hayes Lemmerz Sub-Area is planned as a comprehensive mixed use development. Industrial, office, healthcare, recreation and residential uses are encouraged. Currently zoned M-1, this site contains environmental constraints that may limit use of the site, however this Plan encourages the developer to work with the City to pursue financial assistance to remediate the site for residential use on at least a portion of the site.

Redevelopment of this site shall be designed to respect the surrounding residential neighborhoods and non-residential uses shall be oriented towards Eight Mile Road with truck traffic prohibited on Pinecrest. Furthermore, this site shall be designed to provide pedestrian connections to the surrounding areas. Redevelopment shall also be cognizant of the many on-site features including significant, mature tree stands and shall be designed to preserve as many trees as possible. In addition, because of its majestic presence and siting on Eight Mile Road, the main building that housed the original Hayes Lemmerz operation shall be preserved and incorporated into the site's reuse if feasible.



The currently vacant site of the former Hayes Lemmerz industrial operation

### **Hilton Corridor Sub-Area**

One of the major north/south arterial streets in the City, Hilton Road contains a wide variety of land uses, ranging from single family homes to heavy industrial uses and a railroad crossing. Two miles of length in Ferndale, the corridor was narrowed in 2005 from two lanes in each direction to a one lane in each direction with the addition of two striped bike lanes. With a mixture of zoning districts traversing its length, the majority of the corridor has been zoned MXD to encourage a mixture of land uses. While the corridor has three distinct areas with individual recommendations, in general the corridor provides day-to-day goods and services for the adjacent neighborhoods as well as the industrial areas and provides opportunities for diversification of housing. More specifically:

- ◇ **North Hilton.** Covering Woodward Heights to the northern City limits at I-696, the North Hilton area received TEA-21 grant funding in 2001 which has spruced up the streetscape including on-street parking, improved landscaping and the addition of brick pavers. Future uses in this area shall complement this neighborhood shopping node and provide a range of multiple family options including senior housing and live/work units.
- ◇ **Central Hilton.** Spanning the area from Woodward Heights to Academy Road, Central Hilton has a predominantly industrial flavor with a retail node at the Nine Mile Road intersection. Future uses in this area shall be primarily industrial or office in nature, with the exception of the Nine Mile frontage, where retail uses are encouraged. Residential uses shall generally be discouraged in this area.
- ◇ **South Hilton.** Making up the southern leg of the segment, from Academy Road south to Eight Mile Road, South Hilton Road has more of a residential feel to it.

Diversification of uses is encouraged in the future, including multiple family residential uses and small scale business and office uses.

Corridor-wide new and infill development shall be respectful of adjacent residential areas through the use of buffering, site design and scale. The pedestrian environment shall be further enhanced through lighting, landscaping, and seating enhancements and through the development of strategically located outdoor plazas.



# Existing Land Use 2008

## Legend

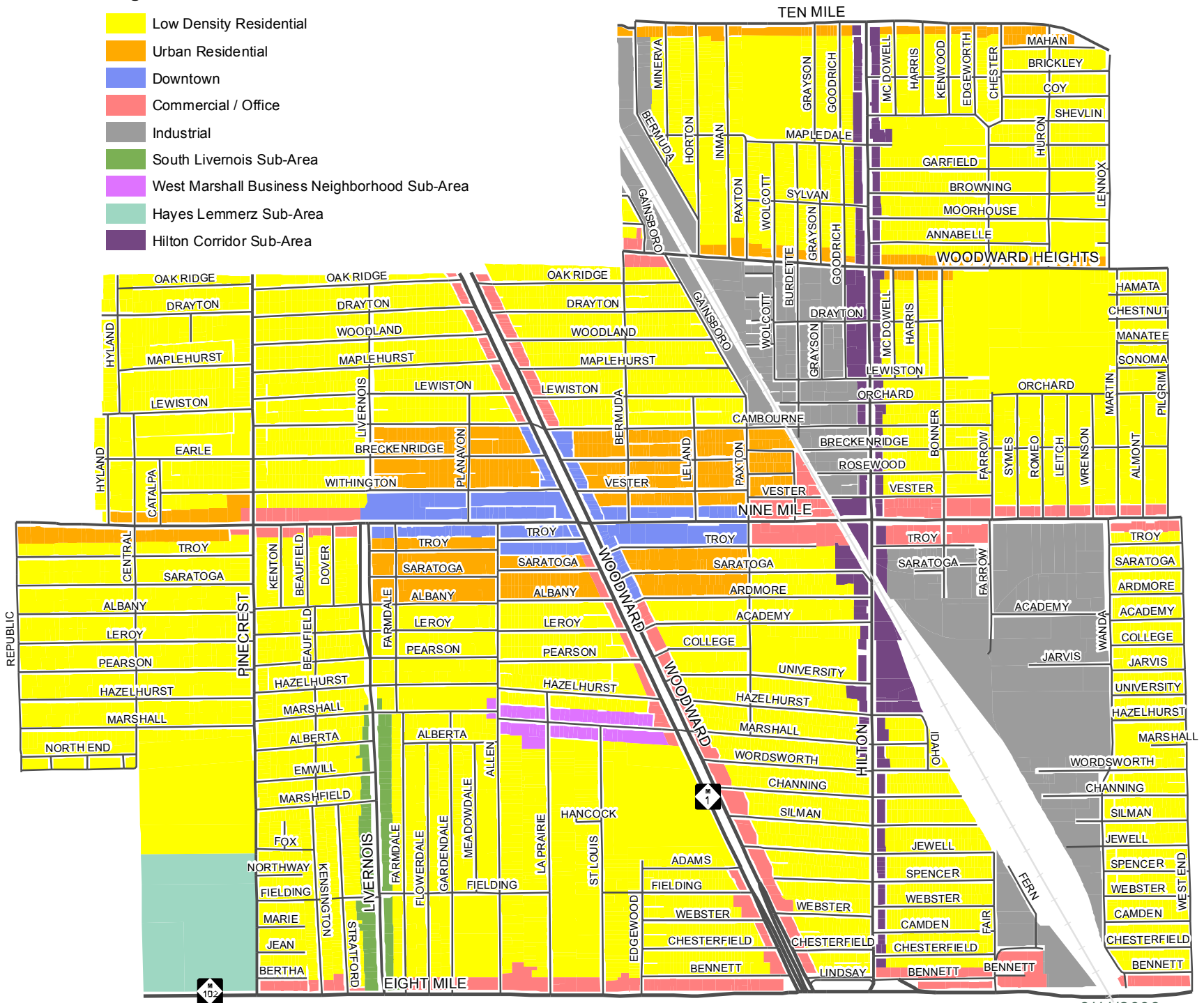
- Single and Two-Family Residential
- Multiple Family Residential
- Commercial
- Downtown
- Industrial
- Institutional
- Parkland
- Vacant



# Future Land Use

## Legend

- Low Density Residential
- Urban Residential
- Downtown
- Commercial / Office
- Industrial
- South Livernois Sub-Area
- West Marshall Business Neighborhood Sub-Area
- Hayes Lemmerz Sub-Area
- Hilton Corridor Sub-Area





# 4 Population

## Population Trends and Projections

The Southeast Council of Governments (SEMCOG) estimated that Ferndale’s population was 20,114 in December 2007. This is consistent with the trends and projections shown in Table 4-1, which identifies population trends and projections for Ferndale, its surrounding communities and for Oakland and Wayne Counties. Similar to many established cities in the metro Detroit region, Ferndale has consistently lost residents since 1980, a trend that is projected to continue. This decrease in population is in part due to the statewide downturn in economy and to national trends of people moving further out to the suburbs. Oakland County as a whole has and is expected to continue to see an increase in population; however most of the additional population is expected in townships in the northern and western sections of the County. Ferndale can help offset this projected population by increasing density in select areas and by preserving its attributes that residents enjoy, such as its traditional downtown and established neighborhoods.

	1980	1990	2000	2005	2010	2020	2030	2035	% Change 05-35
<b>Ferndale</b>	26,227	25,084	22,105	21,530	21,696	21,634	21,174	21,147	-1.8%
<b>Surrounding Communities</b>									
<b>Pleasant Ridge</b>	3,217	2,755	2,594	2,504	2,455	2,588	2,583	2,582	3.1%
<b>Oak Park</b>	31,537	30,462	29,793	31,189	31,305	31,186	30,887	30,888	-1.0%
<b>Hazel Park</b>	20,914	20,051	18,963	18,295	18,192	17,935	17,631	17,569	-4.0%
<b>Huntington Woods</b>	6,937	6,419	6,151	5,969	5,967	5,976	5,950	5,938	-0.5%
<b>Royal Oak</b>	70,893	65,410	60,062	59,023	59,722	59,808	59,017	58,831	-0.3%
<b>Royal Oak Twp.</b>	5,784	5,011	5,446	2,277	2,293	2,222	2,167	2,166	-4.9%
<b>Detroit</b>	1,203,369	1,027,974	951,270	890,963	821,798	741,934	715,601	705,128	-20.9%
<b>Oakland County</b>	1,011,793	1,083,592	1,194,156	1,214,481	1,226,169	1,249,154	1,303,678	1,336,761	10.1%
<b>Wayne County</b>	2,337,843	2,111,687	2,061,162	1,998,226	1,905,706	1,812,593	1,824,113	1,837,444	-8.0%

SOURCE: U.S. Census; SEMCOG 2035 Regional Development Forecast

## Age Distribution

Ferndale’s median age of 33.5 is slightly lower than Oakland or Wayne County’s and is generally lower than surrounding communities with the exception of the cities of Hazel Park and Detroit, as illustrated in Table 4-2. The largest age group in Ferndale is the 25-34 age group, which accounts for nearly a quarter of Ferndale’s population. Also considered the “family forming” age group, this trend has been noticeable in the City as more young professionals and couples are moving into Ferndale’s affordable housing stock. Ferndale’s neighborhoods draw young families looking for close ties to neighbors and community.

The number of senior citizens in Ferndale is expected to increase, as part of a national trend of aging baby boomers that will likely be entering retirement over the next ten years. The City should ensure that there are adequate city services and event programming for both the seniors and for the family-forming age groups. In addition, the increase in seniors will impact the housing market creating the need for more diverse housing options.

	<b>Under 5</b>	<b>5-14</b>	<b>15- 24</b>	<b>25- 34</b>	<b>35- 44</b>	<b>45- 54</b>	<b>55- 64</b>	<b>65- 84</b>	<b>85+</b>	<b>Median Age</b>
<b>Ferndale</b>	1,262	2,513	2,736	5,174	3,924	2,809	1,550	1,835	302	33.5
	5.7%	11.4%	12.4%	23.4%	17.8%	12.7%	7.0%	8.3%	1.4%	
<b>Surrounding Communities</b>										
<b>Pleasant Ridge</b>	6.4%	12.5%	7.0%	15.3%	18.1%	19.2%	10.2%	9.8%	15.0%	40.5
<b>Oak Park</b>	6.8%	16.7%	12.7%	14.4%	15.4%	14.0%	7.7%	10.8%	1.3%	34.6
<b>Hazel Park</b>	7.0%	16.1%	13.9%	16.3%	17.0%	11.4%	6.7%	10.4%	1.1%	33
<b>Huntington Woods</b>	7.7%	14.8%	7.3%	11.1%	16.7%	20.0%	9.7%	10.6%	2.0%	40.6
<b>Royal Oak</b>	5.2%	9.5%	10.6%	21.2%	17.6%	13.6%	7.3%	13.0%	1.9%	36.9
<b>Royal Oak Twp.</b>	6.9%	12.7%	13.5%	16.1%	13.6%	10.8%	7.4%	14.2%	2.7%	34.2
<b>Detroit</b>	8.0%	18.7%	14.1%	15.2%	14.4%	12.2%	7.1%	9.3%	1.2%	30.9
<b>Oakland County</b>	6.7%	14.4%	11.3%	14.8%	17.7%	15.1%	8.8%	10.0%	1.4%	36.7
<b>Wayne County</b>	7.4%	16.4%	12.9%	14.8%	15.5%	13.1%	7.8%	10.8%	1.3%	34
SOURCE: 2000 U.S. Census										

## Racial Distribution

Table 4-3 on the following page shows the racial distribution in Ferndale and the comparison areas. Ferndale, with 96.5% of its population considered white, has a higher proportion of white residents than either of the counties overall. Minority populations accounted for just over 5% of the total population, reflected a relatively homogenous racial makeup. The racial distribution in Ferndale has begun to and is expected to continue to become more diverse in the future.

<b>Table 4-3 Racial Distribution 2000</b>					
	<b>White</b>	<b>Black</b>	<b>American Indian &amp; Alaska Native</b>	<b>Asian or Pacific Islander</b>	<b>Other Race</b>
<b>Ferndale</b>	20,218	757	121	297	141
	96.5%	3.4%	0.5%	1.3%	0.6%
<b>Surrounding Communities</b>					
<b>Pleasant Ridge</b>	96.6%	0.8%	0.4%	0.9%	0.4%
<b>Oak Park</b>	47.0%	46.0%	0.2%	2.2%	0.0%
<b>Hazel Park</b>	91.6%	1.6%	0.9%	1.8%	0.6%
<b>Huntington Woods</b>	97.0%	0.7%	0.0%	1.4%	0.3%
<b>Royal Oak</b>	94.8%	1.5%	0.3%	1.7%	0.4%
<b>Royal Oak Twp.</b>	22.7%	71.5%	0.2%	1.5%	0.7%
<b>Detroit</b>	12.3%	81.6%	0.3%	1.0%	2.5%
<b>Oakland County</b>	82.8%	10.1%	0.3%	4.1%	0.8%
<b>Wayne County</b>	51.7%	42.2%	0.4%	1.7%	1.6%

SOURCE: 2000 U.S. Census

## Gender Distribution

Ferndale, like most communities, has a slightly higher percentage of females than males, as indicated in Table 4-4. This national trend can be attributed to the fact that women tend to have longer life spans than men.

<b>Table 4-4 Gender Distribution 2000</b>		
	<b>Male</b>	<b>Female</b>
<b>Ferndale</b>	11,026	11,079
	49.9%	50.1%
<b>Surrounding Communities</b>		
<b>Pleasant Ridge</b>	50.0%	50.0%
<b>Oak Park</b>	46.8%	53.2%
<b>Hazel Park</b>	49.3%	50.7%
<b>Huntington Woods</b>	48.8%	51.2%
<b>Royal Oak</b>	48.8%	51.2%
<b>Royal Oak Twp.</b>	44.0%	56.0%
<b>Detroit</b>	47.1%	52.9%
<b>Oakland County</b>	49.0%	51.0%
<b>Wayne County</b>	48.0%	52.0%

SOURCE: 2000 U.S. Census

## Household Distribution

The household distribution in Ferndale is not typical of most communities. Table 4-5 shows that Ferndale has a lower proportion of family households and a higher proportion of non-family households. Married couple families account for only 47.2% of Ferndale’s households, a lower proportion than any of the surrounding communities except Royal Oak Township and Detroit. This is due, in part, to the gay and lesbian community that has been established in Ferndale.

The number of people in each household is also relatively low in Ferndale, with only 2.23 people per household. This number is expected to continue to decrease in the future, as part of a national trend of people having fewer children and living longer.

	Family Households				Non-family Households			Persons per HH	Persons in Group Quarters
	Total HH	Married Couple Families	Single Female	Female w/ children under 18	Total HH	Living Alone	65 & Over Living Alone		
<b>Ferndale</b>	9,872	3,534	1,131	587	4,764	3,472	769	2.23	102
	100.0%	35.8%	11.5%	5.9%	48.3%	35.2%	7.8%		
<b>Surrounding Communities</b>									
<b>Pleasant Ridge</b>	100.0%	55.5%	7.0%	3.9%	35.8%	26.1%	8.4%	2.33	5
<b>Oak Park</b>	100.0%	44.0%	19.0%	10.4%	31.6%	26.6%	10.4%	2.68	23
<b>Hazel Park</b>	100.0%	41.6%	16.1%	9.3%	35.9%	28.4%	11.1%	2.60	7
<b>Huntington Woods</b>	100.0%	67.2%	7.0%	3.4%	24.3%	19.5%	7.8%	2.58	6
<b>Royal Oak</b>	100.0%	39.9%	7.5%	3.3%	50.0%	40.8%	11.6%	2.06	506
<b>Royal Oak Twp.</b>	100.0%	21.1%	26.7%	15.4%	48.5%	44.1%	17.2%	2.15	52
<b>Detroit</b>	100.0%	26.7%	31.6%	18.6%	35.1%	29.7%	9.2%	2.77	19,701
<b>Oakland County</b>	100.0%	54.2%	9.5%	5.2%	33.1%	27.3%	8.5%	2.51	13,748
<b>Wayne County</b>	100.0%	40.7%	20.6%	11.7%	33.4%	28.3%	10.0%	2.64	32,618

SOURCE: 2000 U.S. Census



# 5 Physical Features



## Transportation

### Street Conditions

Ferndale’s Department of Public Works (DPW) maintains 75 miles of streets. All Michigan streets have a National Functional Classification (NFC) designation. The NFC is a planning tool which federal, state and local transportation agencies use to help organize a roadway hierarchy. The types of streets found in Ferndale are as follows:



- ◇ **Principal Arterials.** At the top of the NFC hierarchical system. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. Principal arterials in Ferndale include I-696, Woodward Avenue and Eight Mile Road.
- ◇ **Minor Arterials.** Similar in function to principal arterials, except they carry trips of shorter distance and to lesser traffic generators. Minor arterials in Ferndale include Nine Mile Road, Livernois Avenue, Pinecrest Drive and Hilton Road.
- ◇ **Collector Streets.** Collector streets provide more access to property than do arterials. Collectors also funnel traffic from residential areas to arterials and, in Ferndale, are limited to Ten Mile Road adjacent to I-696.
- ◇ **Local Streets.** Local streets primarily provide access to property. Streets not classified above are considered local streets.

The DPW repairs City streets, including pothole repairs, sign replacement, traffic-signal maintenance and painting, snow plowing of residential streets when snowfall exceeds four inches in 24 hours; salting and plowing of major streets; and bi-weekly curb side sweeping spring through fall. In 2002, Ferndale completed its \$21.5 million reconstruction and resurfacing program.

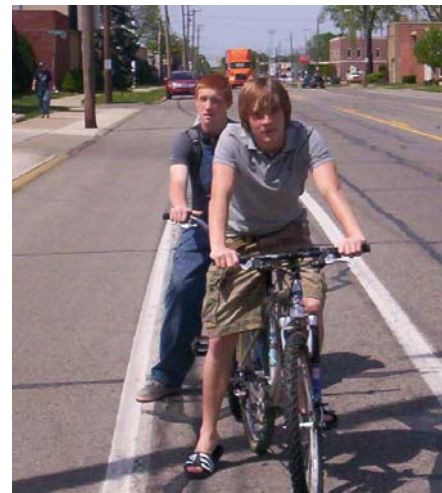
### Traffic Counts

Table 5-1 on the following page lists traffic counts, showing 24 hour traffic volumes on major streets in the City. In general, traffic counts have been fairly consistent over the past ten years, with most streets maintaining traffic volumes or only experiencing a slight increase or decrease.

<b>Table 5-1 Traffic Counts</b>		
<b>Street</b>	<b>Year Taken</b>	<b>24 Hour Count</b>
<b>I-696</b>	2005	201,000-202,000
<b>Woodward Avenue</b>	2005	40,200-51,100
<b>Eight Mile Road</b>	2005	69,200-79,100
<b>Nine Mile Road</b>	2005	24,000
<b>Ten Mile Road</b>	2006	2,500-5,200
<b>Hilton Road</b>	2006	3,200-7,500
<b>Livernois Avenue</b>	2006	4,600-5,600
<b>Pinecrest Drive</b>	2006	2,900-3,300
SOURCE: SEMCOG, MDOT		

### Non-Motorized Facilities

The term “non-motorized transportation” refers to sidewalks and pathways that are to be used exclusively for walking, biking, rollerblading and other modes of travel that do not involve motorized equipment such as a car, motorcycle or moped. Providing a separate system for non-motorized travel is important to improve accessibility throughout the City, to promote a healthy lifestyle for residents and to help relieve automobile congestion. Ferndale is made up of established residential neighborhoods and commercial corridors, all with a well-developed, interconnected sidewalk system. In addition, the City has recently developed dedicated bike lanes along Hilton and Pinecrest Roads. Improved connections to regional recreational paths should be encouraged in the future and the City should work with Oakland County and other agencies to contribute to a regional pathway system.

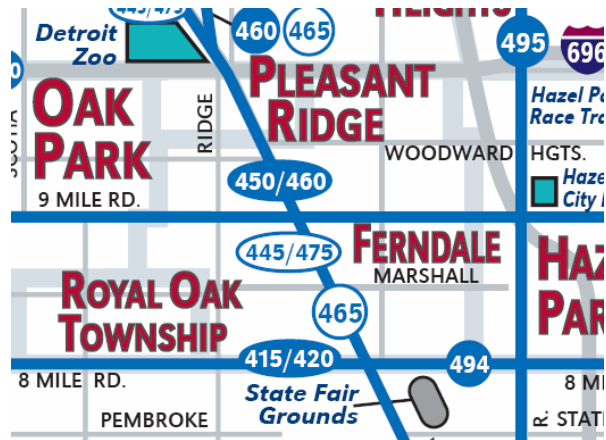


### Transit

Transit service in Ferndale and Metro Detroit is provided by the Suburban Mobility Authority for Regional Transportation (SMART) Program. SMART provides three types of public transit service for those who do not drive, do not own vehicles, or those that wish to conserve use of their vehicle:



- ◇ **Fixed Route Service.** Offers specific time points along an established route. Ferndale currently has six routes that travel along Woodward Avenue, Eight Mile Road and Nine Mile Road
- ◇ **Connector Service.** Provides curb to curb service on a demand-responsive basis during normal operating hours Monday through Friday.
- ◇ **Community Transit.** Assists with a community transit service to help meet the specific needs of seniors and the physically challenged.



It is important to consider transit as a valuable asset to the transportation system as it offers an alternative to the automobile, thereby reducing congestion on the streets and an affordable transportation alternative. Ferndale should continue to work with SMART and other future partnerships and initiatives to maximize transit opportunities for the City.

## Natural Features

The area known today as Ferndale was originally covered with hardwood forest interspersed with marshes. Once overgrown with ferns, the plant for which the City was named, the majority of the City has long since been developed and, as a result, consists mainly of the City’s pavement and buildings. However, part of Ferndale’s charm is accounted for by the high number of large, mature trees that line many of its streets. Future redevelopment and improvements should ensure the continuation of these highly desirable trees.



As a primarily developed city in Southeastern Michigan, Ferndale is relatively flat, with slopes rarely exceeding 3%. Ferndale experiences four distinct seasons, as is typical in the northern Midwest United States and the plant and animal life found in the City reflect this changing climate. The City has no water features, such as streams or lakes, nor is it located in any flood plain.

## Soils

Ferndale's soils are all in the Urban Land – Thetford category of general soils. These soils occur on level or gently undulating land or on lake and outwash plains and are somewhat poorly drained. These soil types, combined with the large amount of impervious surface found in the City, can result in flooding, especially in the spring.

## Watershed

Ferndale is located in the Red Run Subwatershed, which is within the larger Clinton River Watershed. A watershed is an area of land that drains into a common body of water. Runoff in Ferndale makes its way into the Clinton River and eventually to Lake St. Clair. In the Red Run Subwatershed, failing septic systems, pesticides and fertilizers from lawns, oil and grease from roads and parking lots and sediment from construction sites eventually enters the waterways. Local governments in the area are working to reduce this very serious runoff problem.

## Sustainability

Although the City has seen a great deal of development over the years, maintaining the presence of a natural environment is important to the overall quality of life for the City's residents.

Ferndale maintains a commitment to protecting the environment. By signing the U.S. Mayors Climate Protection Agreement in 2007, then-Mayor Porter supported international efforts to reduce energy consumption, improve air quality and generally combat the effects of global warming. The Agreement was initiated as a result of the Kyoto Protocol, an international agreement adopted by 141 participating countries in February of 2005. By signing the agreement, Ferndale has agreed to implement best management practices and policies to improve the global environment. Under the Agreement, Ferndale has committed to take following three actions:



- ◇ Strive to meet or beat the Kyoto Protocol targets in Ferndale, through actions ranging from anti-sprawl land-use policies to urban forest restoration projects to public information campaigns.
- ◇ Urge the state and the federal government to enact policies and programs to meet or beat the greenhouse gas emission reduction target suggested for the United States in the Kyoto Protocol -- 7% reduction from 1990 levels by 2012.
- ◇ Urge the U.S. Congress to pass the bipartisan greenhouse gas reduction legislation which would establish a national emission trading system.

Ferndale should continue to seek ways to keep the City on the forefront of environmental or sustainable planning efforts and encourage existing and future developments to modify their energy and resource consumption to be environmentally conscious.

### **Sites of Environmental Contamination**

Before Ferndale was incorporated, many established businesses existed including steel plants, chemical and paint manufacturers, gas and service stations, bump and paint shops, metal shops, tanneries, etc. As there were no environmental regulations at that time, Ferndale has a number of sites that are, or are perceived to be, contaminated.

The Michigan Department of Environmental Quality (MDEQ) monitors potentially contaminated sites. Due to the changing nature of independent cleanup, sites unknown to the City and sites with releases that resulted in low or no environmental impact, the following MDEQ websites are provided for reference:

- ◇ [www.deq.state.mi.us/part201ss/](http://www.deq.state.mi.us/part201ss/) Lists Part 201 sites located in Ferndale.
- ◇ [www.deq.state.mi.us/sid-web/LUST\\_Search.aspx](http://www.deq.state.mi.us/sid-web/LUST_Search.aspx) Lists UST and LUST (open and closed) in Ferndale.
- ◇ [www.deq.state.mi.us/WDSPI/SearchPage.aspx](http://www.deq.state.mi.us/WDSPI/SearchPage.aspx) This database should encompass most if not all of the UST sites, and Part 201 sites, as well as any business that is a small-quantity or large-quantity hazardous generator, user or shipper.
- ◇ [www.michigan.gov/deq/0,1607,7-135-3311\\_4109\\_9846\\_9848-141852--,00.html](http://www.michigan.gov/deq/0,1607,7-135-3311_4109_9846_9848-141852--,00.html) This link is the enviro-mapper which can be used to locate 201 sites and UST sites. Zoom in on Ferndale, then select Layers and click the options that you want to see; it has several base maps to choose from.

The City should work with property owners, developers, the MDEQ and the Ferndale Brownfield Redevelopment Authority to explore and encourage redevelopment opportunities for these sites.





# 6 Economics

## Income and Poverty Status

Oakland County is amongst the wealthiest counties in the United States. That said, the economy within the County varies widely with Ferndale representing an average for the area. The median household income in Ferndale in 1999 was \$45,629 compared to \$44,667 in Michigan and \$41,994 nationally. Table 6-1 indicates that Ferndale had a lower percentage of its population below the poverty level than Michigan or Wayne County but has a high percentage compared to Oakland County. Planning for the future of Ferndale should include individuals of all income levels.

	<b>Median Household Income</b>	<b>Median Family Income</b>	<b>Per Capita Income</b>	<b>% of Population Below Poverty Level</b>
<b>Ferndale</b>	\$45,629	\$51,687	\$23,133	15.4%
<b>Surrounding Communities</b>				
<b>Pleasant Ridge</b>	\$80,682	\$92,134	\$40,846	3.2%
<b>Oak Park</b>	\$48,697	\$54,786	\$21,677	17.2%
<b>Hazel Park</b>	\$37,045	\$43,584	\$16,723	22.4%
<b>Huntington Woods</b>	\$87,086	\$97,055	\$45,264	4.4%
<b>Royal Oak</b>	\$52,252	\$68,109	\$30,990	6.3%
<b>Royal Oak Twp.</b>	\$23,710	\$28,397	\$15,027	43.4%
<b>Detroit</b>	\$29,526	\$33,853	\$14,717	47.8%
<b>Oakland County</b>	\$61,907	\$75,540	\$32,534	9.3%
<b>Wayne County</b>	\$40,776	\$48,805	\$20,058	29.1%
<b>Michigan</b>	\$44,667	\$53,457	\$22,168	17.9%

SOURCE: 2000 U.S. Census

## Employment

Table 6-2 identifies the occupations of Ferndale residents; Table 6-3 indicates the industries in which they work. Table 6-3 further compares Ferndale to both Oakland and Wayne Counties and the State overall. Over



50% of the population is involved in management, professional, sales or office occupations, which are typically considered white collar jobs. Nearly a quarter of residents are involved with production or construction jobs. The industries in which Ferndale residents are employed are fairly diverse and are generally consistent with the County and State percentages; however Ferndale does have a slightly higher proportion of residents working in information and art, entertainment, recreation, accommodation and food service industries.



<b>Occupation</b>	<b>Number</b>	<b>Percent</b>
<b>Management, Professional &amp; Related Occupations</b>	4,741	36.6%
<b>Service Occupations</b>	1,820	14.1%
<b>Sales &amp; Office Occupations</b>	3,364	26.0%
<b>Farming, Fishing &amp; Forestry Occupations</b>	26	0.2%
<b>Construction, Extraction &amp; Maintenance Occupations</b>	1,057	8.2%
<b>Production, Transportation &amp; Material Moving Occupations</b>	1,933	14.9%

SOURCE: 2000 U.S. Census

<b>Industry</b>	<b>Ferndale</b>		<b>Oakland County</b>	<b>Wayne County</b>	<b>Michigan</b>
	<b>#</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Employed Persons 16 &amp; Over</b>	18,083	100.0	100.0	100.0	100.0
<b>Agriculture, Forestry, Fisheries, Hunting &amp; Mining</b>	6	0.0	0.1	0.1	1.1
<b>Construction</b>	737	5.7	5.3	4.6	6.0
<b>Manufacturing</b>	2,456	19.0	21.8	21.8	22.5
<b>Wholesale Trade</b>	515	4.0	3.9	3.2	3.3
<b>Retail Trade</b>	1,472	11.4	11.9	10.7	11.9
<b>Transportation, Warehousing &amp; Utilities</b>	366	2.8	2.7	6.4	4.1
<b>Information</b>	560	4.3	2.7	2.5	2.1
<b>Finance, Insurance, Real Estate, Rental &amp; Leasing</b>	797	6.2	7.1	5.9	5.3
<b>Professional, Scientific, Management, Administrative &amp; Waste Management Services</b>	1,865	14.4	13.3	9.2	8.0
<b>Educational, Health &amp; Social Services</b>	2,157	16.7	18.4	18.6	19.9
<b>Arts, Entertainment, Recreation, Accommodation &amp; Food Services</b>	1,109	8.6	6.2	8.0	7.6
<b>Other Services</b>	591	4.6	4.1	5.0	4.6
<b>Public Administration</b>	310	2.4	2.5	4.0	3.6

SOURCE: 2000 U.S. Census

Table 6-4 projects employment trends for the City of Ferndale, prepared by The Southeast Michigan Council of Governments (SEMCOG). Though SEMCOG’s figures differ from those in the Census, the figures identify possible future trends. The projections indicate decreases in employment related to manufacturing, wholesale and retail trade. The majority of employment increases are projected to occur in service industries. In 2020, service sector employment will account for almost half of Ferndale’s employment. Service sector employment includes business and repair services, personal services, entertainment, recreation services and health and educational services.

<b>Table 6-4 Labor Force Trends and Projections</b>							
<b>Industry</b>	<b>Trends</b>				<b>Projections</b>		
	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>
<b>Total Employment</b>	10,577	9,848	9,449	9,369	9,078	8,614	8,289
<b>Agriculture, Mining &amp; Natural Resources</b>	60	69	74	82	86	87	92
<b>% of Total</b>	0.5%	0.7%	0.8%	0.9%	0.9%	1.0%	1.1%
<b>Manufacturing</b>	2,266	1,916	1,613	1,570	1,479	1,330	1,200
<b>% of Total</b>	21.4%	19.5%	17.1%	16.8%	16.3%	15.4%	14.5%
<b>Transportation, Communities &amp; Utilities</b>	252	264	276	291	297	290	284
<b>% of Total</b>	2.4%	2.7%	2.9%	3.1%	3.3%	3.4%	3.4%
<b>Wholesale Trade</b>	1,355	1,158	1,058	1,026	979	900	835
<b>% of Total</b>	12.8%	11.8%	11.2%	11.0%	10.8%	10.4%	10.1%
<b>Retail Trade</b>	2,269	1,823	1,645	1,554	1,440	1,310	1,218
<b>% of Total</b>	21.5%	18.5%	17.4%	16.6%	15.9%	14.7%	14.7%
<b>Finance, Insurance &amp; Real Estate</b>	329	304	309	322	336	342	346
<b>% of Total</b>	3.1%	3.1%	3.3%	3.4%	3.7%	4.0%	4.2%
<b>Services</b>	3,917	4,145	4,293	4,339	4,273	4,165	4,128
<b>% of Total</b>	37.1%	42.0%	45.4%	46.2%	47.0%	48.4%	49.8%
<b>Public Administration</b>	129	169	181	185	188	190	186
<b>% of Total</b>	1.2%	1.7%	1.9%	2.0%	2.1%	2.2%	2.2%

SOURCE: Southeast Michigan Council of Governments

One factor that may impact employment choices in the future is location. As suburban sprawl confronts an ever-decreasing fuel supply, many realize that long commutes are too wasteful of time and energy. Ferndale’s central location allows residents to commute quickly to surrounding areas for work, giving them the time they desire for family and recreation. Ferndale’s mean travel time to work in 2000 was 21.6 minutes; which is slightly less than Michigan’s average of 24.1 minutes and Oakland County’s 25.5 minutes.



# 7 Housing

## Types of Housing

Housing in Ferndale is composed primarily of older single-family homes on tree-lined streets in quiet neighborhoods. Over 85% of the housing units were built prior to 1960. These homes are well-maintained by the City's residents who are also loyal to Ferndale – over 1/3 of these residents have lived in their homes for over 18 years and over 50% have lived in



Ferndale for over 13 years. Ferndale offers affordable housing with steadily increasing property values, reflecting the desirability of Ferndale's neighborhoods.

Ferndale has approximately 100 multiple-family housing complexes which are intermixed with the single-family units creating varied neighborhoods without large concentrations of multiple-family housing. Ferndale also has a relatively high percentage of owner occupied units, with renters accounting for just over 30% of residents of the total housing units in 2000. The type of housing and occupancy status for Ferndale and surrounding areas is summarized in Table 7-1 below. Increased homeownership figures indicate that the number of one and two family rental units has dropped to under 16% in 2008.

	Total Housing Units	Occupancy Status				Units in Structure				
		Occupied	Owner	Renter	Vacant	1	2	3-9	10+	Mobile Home or Other
<b>Ferndale</b>	10,243	9,872	6,990	2,882	371	8,461	705	433	612	0
	100.0%	96.4%	70.8%	29.2%	3.6%	82.6%	6.9%	4.2%	6.0%	0.0%
<b>Surrounding Communities</b>										
<b>Pleasant Ridge</b>	100.0%	98.3%	94.4%	5.6%	1.7%	97.6%	1.8%	0.4%	0.3%	0.0%
<b>Oak Park</b>	100.0%	97.7%	74.8%	25.2%	2.3%	86.5%	0.9%	4.9%	7.5%	0.3%
<b>Hazel Park</b>	100.0%	95.7%	73.4%	26.6%	4.3%	83.9%	4.0%	2.3%	9.5%	0.3%
<b>Huntington Woods</b>	100.0%	98.6%	97.9%	2.1%	1.4%	99.7%	0.0%	0.3%	0.0%	0.0%
<b>Royal Oak</b>	100.0%	96.5%	70.1%	29.9%	3.5%	71.5%	3.0%	11.7%	13.6%	0.1%
<b>Royal Oak Twp.</b>	100.0%	96.8%	17.3%	82.7%	3.2%	30.5%	1.5%	25.4%	42.7%	0.0%
<b>Detroit</b>	100.0%	89.7%	54.9%	45.1%	10.3%	69.9%	10.8%	5.2%	13.6%	0.4%
<b>Oakland County</b>	100.0%	95.8%	74.7%	25.3%	4.2%	74.0%	1.2%	9.6%	11.6%	3.7%
<b>Wayne County</b>	100.0%	93.0%	66.6%	33.4%	7.0%	73.3%	6.7%	6.7%	11.2%	2.0%
<b>Michigan</b>	100.0%	89.4%	73.8%	26.2%	10.6%	74.5%	3.5%	6.8%	8.5%	6.7%

SOURCE: 2000 U.S. Census

Table 7-2 identifies housing trends and projections in Ferndale. The largest increase in housing types in the future is expected to be in the construction of condominium lofts, as a number of proposals have been approved for construction. Once built, these projects will add diversity to the types of housing available within the City. These units will increase the City’s population by increasing the density on smaller parcels than the current development and increase pedestrian traffic to downtown businesses. Given that the City is predominantly built out, increases and decreases in housing types have been relatively minor.



SEMCOG and the U. S. Census estimate that Ferndale’s population will decrease in the next decades. Numerous factors may contradict these figures: uncertainty in the economic future of the region previously reliant on automotive manufacturing, increased interest in traditional neighborhoods coupled with a growing anti-sprawl movement, increased fuel costs related to decreased fuel supply and increased appreciation for older housing stock over newer ‘cookie-cutter’ subdivisions. As stated above, the City has already seen an increase in the number of high-density dwelling units presented for approval. Full occupancy of these projects will result in more residents than currently expected.

Since 2000, the above factors have also contributed to higher rates of homeownership in Ferndale, resulting in a lower percentage of rental properties; 85% of properties are now owner-occupied.

	Trends			Projections		
	1980	1990	2000	2010	2015	2020
<b>Occupied Units</b>	9,906	9,858	9,872	9,754	9,848	10,037
<b>%of Total</b>	97.4%	96.6%	96.4%	96.0%	96.0%	96.0%
<b>Owner-Occupied Units</b>	7,383	6,710	6,990	6,828	6,894	7,026
<b>% of Total</b>	74.5%	68.1%	70.8%	70.0%	70.0%	70.0%
<b>Renter-Occupied Units</b>	2,525	3,148	2,882	2,926	2,954	3,011
<b>% of Total</b>	25.5%	31.9%	29.2%	30.0%	30.0%	30.0%
<b>Vacant Units</b>	261	349	371	406	410	418
<b>% of Total</b>	2.6%	3.4%	3.6%	4.0%	4.0%	4.0%
<b>1 Unit in Structure</b>	8,293	8,302	8,461	8,260	8,340	8,500
<b>% of Total</b>	81.6%	81.3%	82.6%	81.3%	81.3%	81.3%
<b>2 Units in Structure</b>	832	789	705	782	790	805
<b>% of Total</b>	8.2%	7.7%	6.9%	7.7%	7.7%	7.7%
<b>3-9 Units in Structure</b>	454	441	433	437	441	450
<b>% of Total</b>	4.5%	4.3%	4.2%	4.3%	4.3%	4.3%
<b>10+ Units in Structure</b>	583	638	612	640	646	659
<b>% of Total</b>	5.7%	6.3%	6.0%	6.3%	6.3%	6.3%
<b>Other</b>	5	37	0	41	41	42
<b>% of Total</b>	<0.1%	0.4%	0.0%	0.4%	0.4%	0.4%
<b>Total</b>	10,167	10,207	10,243	10,160	10,258	10,455

SOURCE: U.S. Census of Population and Housing, City of Ferndale

## Age of Housing

Table 7-3 identifies the age of housing in Ferndale and the surrounding communities. Over 80% of Ferndale’s housing was built prior to 1960, only Pleasant Ridge and Huntington Woods have older housing. This older housing stock presents challenges in maintenance and modernization. Ferndale should provide opportunities for homeowners to update and expand their homes to maintain the desirability of Ferndale’s homes.

Between March 2000 and March 2008, over 120 new single-family homes have been constructed in Ferndale. Additionally, the City is experiencing demolition of single family dwellings to construct larger houses on desirable lots. Leo Clark School was demolished in 2005 which allowed for the development of 31 homes on this site.



	1939 or Earlier	1940-59	1960-69	1970-79	1980-89	1990-99	Median Year Structure Built
<b>Ferndale</b>	3,953 38.6%	4,781 46.7%	754 7.4%	435 4.2%	272 2.7%	138 1.3%	1944
<b>Surrounding Communities</b>							
<b>Pleasant Ridge</b>	66.0%	25.8%	4.7%	1.7%	0.5%	1.3%	1939
<b>Oak Park</b>	3.2%	69.1%	17.1%	6.0%	2.8%	1.7%	1955
<b>Hazel Park</b>	20.4%	54.3%	11.0%	6.3%	4.2%	3.7%	1952
<b>Huntington Woods</b>	19.0%	75.0%	4.0%	0.6%	0.6%	0.9%	1950
<b>Royal Oak</b>	17.3%	54.3%	14.6%	8.5%	2.3%	2.9%	1953
<b>Royal Oak Twp.</b>	5.9%	29.7%	32.1%	23.7%	6.8%	1.1%	1966
<b>Detroit</b>	29.9%	51.5%	9.8%	5.0%	2.1%	1.7%	1945
<b>Oakland County</b>	8.3%	25.7%	15.6%	20.2%	14.1%	16.2%	1965
<b>Wayne County</b>	19.7%	45.8%	13.1%	10.7%	4.7%	6.0%	1952
<b>Michigan</b>	16.9%	26.5%	14.2%	17.1%	10.5%	14.7%	1960
SOURCE: 2000 U.S. Census							

## Value of Owner-Occupied Housing

The value of owner-occupied housing in southeast Michigan varies widely from community to community as shown in Table 7-4. Over 80% of Ferndale's housing was valued between \$50,000 and \$150,000 in 2000. The median value of owner-occupied housing in Ferndale increased from \$38,000 in 1990 to \$102,900 in 2000. While Ferndale continues to be a desirable place to live in metropolitan Detroit, the economic downturn coupled with the burst real estate "bubble" have reduced appreciation values. Continued demand for housing in Ferndale has helped minimize this effect.

	<b>Less than 50,000</b>	<b>50,000-99,999</b>	<b>100,000- 149,999</b>	<b>150,000+</b>	<b>Median Value</b>
<b>Ferndale</b>	274 4.1%	2,909 43.1%	2,676 39.7%	889 13.2%	\$102,900
<b>Surrounding Communities</b>					
<b>Pleasant Ridge</b>	0.8%	2.4%	14.8%	81.9%	\$223,800
<b>Oak Park</b>	2.7%	29.2%	53.0%	15.2%	\$114,400
<b>Hazel Park</b>	10.2%	76.2%	10.2%	3.4%	\$77,000
<b>Huntington Woods</b>	0.2%	1.1%	5.5%	93.2%	\$245,400
<b>Royal Oak</b>	0.6%	8.8%	39.8%	50.8%	\$150,900
<b>Royal Oak Twp.</b>	19.5%	64.8%	13.2%	2.5%	\$74,700
<b>Detroit</b>	35.2%	49.5%	9.9%	5.3%	\$63,600
<b>Oakland County</b>	1.7%	11.6%	22.5%	64.2%	\$181,200
<b>Wayne County</b>	15.2%	35.3%	24.9%	24.6%	\$99,400
<b>Michigan</b>	9.9%	31.4%	26.6%	32.2%	\$115,600
SOURCE: 2000 U.S. Census					







# 8 Public Facilities

## Public Services

The Department of Public Works (DPW) is responsible for maintaining the City's infrastructure and for delivering services to over 10,000 residential and business addresses. The DPW has 30 full-time supervisory and hourly employees, one full-time clerical, sanitation inspector, and four seasonal maintenance employees. Its main facilities are located at 521 East Cambourne and include several storage and repair garages, manufacturing shops, equipment storage facilities, an animal shelter, a salt barn, gas pumps and office, conference, locker rooms and other facilities built between 1920 and 2003. The Southwest Storage Yard, located on Republic south of Marshall in the City's southwest corner, is used by the DPW for storing construction and landscaping materials and equipment and for transferring tree debris and leaves.

The DPW maintains and repairs 80 miles of water mains and 86 miles of mainline and easement sewers, operates a three-million-gallon water reservoir and pumping station and a west side auxiliary pump station that deliver about one billion gallons of potable water under an average citywide pressure of 48-55 pounds to over 10,000 customers – households, commercial and industrial businesses. Currently, the City is in the third year of a three-year, \$8-million program to improve its water-distribution system and a \$3-million capital program to reline and rehabilitate its combined sewer system. Since 1995, the Department has undertaken over \$60 million in infrastructure improvements.

The DPW also maintains all municipally owned buildings, 5.64 miles of sidewalks adjacent to City-owned properties, vacant City-owned lots, 75 miles of streets and the State trunk lines of Woodward Avenue and Eight Mile Road; 12 municipal parking lots, off-street bays, and on-street spaces all comprising 1161 metered spaces; 11 neighborhood parks and three mini-parks and their athletic fields, basketball and tennis courts, roller and hockey rinks, and bathrooms; over 7,000 park, boulevard and street trees; and traffic and pedestrian signals at 25 intersections.

## City Government

The City of Ferndale operates under a Manager / City Council form of government, where the Manager is appointed to direct daily operations of the City and to keep the five member Council informed of current issues. The City Manager is responsible for all activities of the City, except Police, Fire, City Clerk and City Attorney, who report directly to Council. The City Council is the law-making and policy-forming branch of City Government.

In addition to City Council, a number of volunteer boards and commissions exist to help guide the City of Ferndale as follows:

- ◇ **Arts and Cultural Commission.** Brings culture to community by art, music or other media.
- ◇ **Beautification Commission.** Encourages, promotes and makes recommendations for the enhancement of the beauty of the City; presents awards to residents and businesses.
- ◇ **Board of Canvassers.** Canvasses the vote after elections if there are any local issues on the ballot.
- ◇ **Board of Review.** Reviews and approves tax assessment roll for the City and hears requests for correction of assessment.
- ◇ **Board of Zoning Appeals.** Hears appeals from decisions of the building inspector, or any other appeal which is allowed by ordinance or statute, relative to enforcement of the Zoning Ordinance.
- ◇ **Brownfield Redevelopment Authority.** Implements and facilitates brownfield plans related to the designation and treatment of brownfield redevelopment zones; promotes the revitalization of environmentally distressed areas.
- ◇ **Civil Service Board.** Administers, maintains and establishes policies and practices regarding employees; investigates and hears appeals of employees or any appointing authority.
- ◇ **Downtown Development Authority.** Manages ongoing maintenance, security, promotion of economic activity and continual operation of the downtown district, as well as sponsors special events and related activities.
- ◇ **Employees Retirement System Board of Trustees.** Administers, manages and operates the retirement system.
- ◇ **Ferndale Community Foundation.** Serves the people through charitable contributions; repository for donations from the community and makes grants available to projects and organizations for the betterment of the community.
- ◇ **Housing Commission.** Determines where in the City it is necessary to provide proper sanitary housing facilities for low income residents; establishes rental rates and determines elimination of poor housing conditions.
- ◇ **Library Board.** Responsible for the operation of the public library, adopting long- and short-range plans for the library's growth, deciding on the course of action and setting schedules for implementing plans and serving as the "connecting link" between the library and the community.
- ◇ **Parks and Recreation Advisory Board.** Acts in a fact-finding recommendatory and advisory capacity to the Council, considering the needs and requirements of park and recreational facilities and activities and the estimated costs.

- ◇ **Planning Commission.** Considers, advises and recommends to the City Council changes in the Zoning Ordinance, development of the City in accordance with present and future needs, approves plat subdividing, makes and adopts Master Plan, and develops the Capital Improvement Plan (CIP).
- ◇ **Police and Fire Board.** Establishes rules for the conduct of the Police and Fire Departments of the City and their members and confirms the appointments of each department.
- ◇ **Police and Fire Retirement System Board of Trustees.** Performs general administration, management and proper operations of the retirement system.

## City Hall

Ferndale 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 including offices for the City Manager, Clerk, Assessor/Treasurer and Community Development Services Department and is the City's primary site for public meetings. The feasibility of creating a new or expanded location for City facilities (City Hall, Police, Library and Fire Stations) is under consideration.



## Police

The mission of the Ferndale Police Department is to, "Protect the rights of all persons . . . to be free from criminal attack, to be secure in their possessions and to live in peace." Members of the Ferndale Police Department consist of 48 sworn officers who patrol a community of over 20,000 people. Located at 310 East Nine Mile Road adjacent to City Hall, the Department occupies a 14,516 square foot facility. Averaging a response time of three minutes to all calls for service, this Department is service orientated. The officers conduct house checks, Neighborhood Watch, Ferndale Police Chaplain Program, street light outage surveys, attend block parties and can frequently be found in the local schools. As Ferndale has recently become a center for night life, the Department assigns Police Mountain Bike Officers to patrol the downtown during peak activity hours.



## Fire

The Ferndale Fire Department is budgeted for 33 personnel. The Department operates out of two fire stations- Fire Headquarters is located at 1635 Livernois. Fire Station 2, which houses the Advanced Life Support Ambulance, is located at 1070 East Nine Mile Road.



Fire protection services are provided by the Department to the cities of Ferndale and Pleasant Ridge and to the Charter Township of Royal Oak. The cities of Ferndale and Pleasant Ridge also receive emergency medical services from the Department. Other services include: Hazardous materials spill response and technical rescue. The Fire Prevention Bureau provides code enforcement, fire cause investigation and fire safety education.

The Department has a mutual aid pact with the communities of Birmingham, Bloomfield Township, Madison Heights, Pontiac, Royal Oak, Southfield, Waterford, and West Bloomfield. This mutual aid group is known as "OAKWAY."

## Library

The Ferndale Public Library opened its doors in one room of the Central School building in 1930. In 1954 the library moved next door to its current site at 222 East Nine Mile Road, just one half block east of Woodward Avenue next door to City Hall. The Ferndale Public Library is governed by an independently elected Library Board. The Library's



book and materials collection has grown from 2,000 to over 98,000 items and includes books, books on cassette and CD, videos, a CD musical collection, and videos in VHS and DVD. The library millage was approved by voters in May 2007. This increase in funding will provide new resources for all Ferndale residents, including a new children's area, a space for teens, a quiet reading room, conference rooms for use by community groups and more computer stations and updated technologies by expanding the library's physical space and its staff. It will also put Ferndale's level of library spending on par with its neighboring cities of Royal Oak and Berkley and ahead of the 2007 library funding levels in Oak Park and Hazel Park. Ferndale still lags behind Southfield and Huntington Woods residents, however, who spent up to twice as much per resident on their libraries in 2007. The Library Board plans to break ground on the expanded facility in spring 2009.

## 43<sup>rd</sup> District Court

The two story 6,250 square foot facility, located at 305 East Nine Mile Road was built in 1971. The District Court handles all traffic cases including formal and informal hearings, trials and parking. The District Court has exclusive jurisdiction in all civil litigation up to \$25,000, small claims, garnishment proceedings and evictions. In the criminal area, the District Court handles all arraignments, most misdemeanor cases, the setting and acceptance of bail, bench and jury trials, sentencing and preliminary examinations in felony cases. The building needs extensive renovations and/or replacement to address space and access needs associated with the Court's caseload, possibly as part of a new civic center.



## Historical Museum

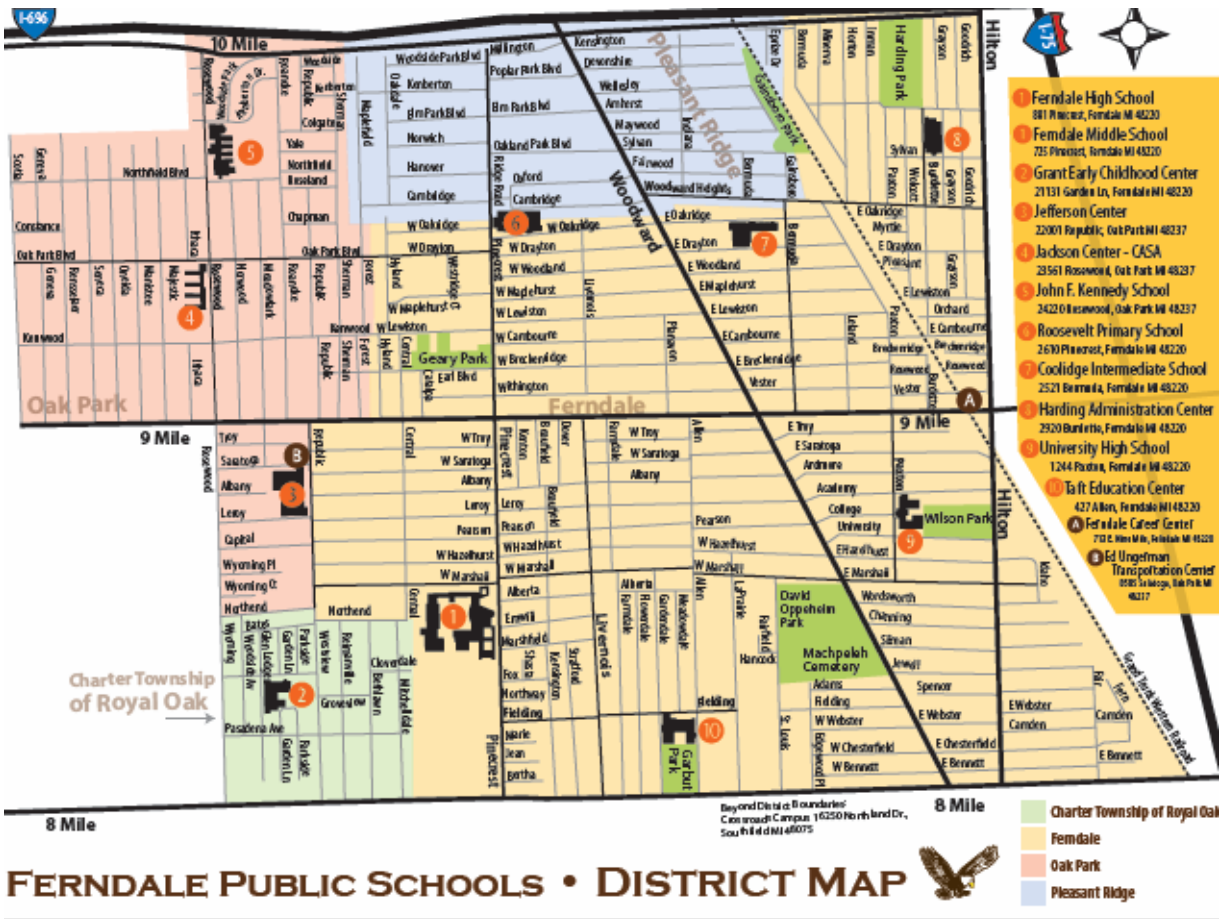
Operated by the Historical Society, the Historical Museum, housed in the building which was given to the City by the Canadian Legion Post No. 71, sits between the American Legion Hall and the Fire Station. The Museum has an extensive collection of photographs, maps and artifacts that document the history, growth and development of Ferndale. In 2008, the museum celebrated its 25<sup>th</sup> anniversary.



## Schools

Ferndale Public Schools serve most of Ferndale, a small section of Oak Park, all of Pleasant Ridge and Royal Oak Township. Areas of Ferndale not served by the Ferndale School District are served by the Hazel Park School District, which operates two schools in Ferndale including Webb Elementary School and the Jardon School.





The District was formerly organized around traditional neighborhood schools for kindergarten through 6<sup>th</sup> grade, with two junior high school facilities and a single high school. Due in part to declining enrollment through the late 1990’s, the District began to investigate ways in which strong programs could be maintained, existing opportunities could be enhanced and resources could be more efficiently distributed. In 2001, this review resulted in presentation to the Board of Education of “A Plan to Provide Long-Term Financial Stability and Improved Pupil Achievement”. The effort led to reorganizing the Ferndale School District under the current “center-based” system, and the implementation of new options for families and students including an extended school year program, co-locating junior high and senior high schools at Ferndale High School, and the development of University High School in cooperation with a local university and the automotive industry.

As of the date of this publication, the District operates thirteen facilities in the City including seven schools:

- ◇ Grant Early Education Center (Preschool)
- ◇ Roosevelt Primary School (K-3)
- ◇ Coolidge Intermediate School (4-6)
- ◇ John F. Kennedy School (K-6)
- ◇ Ferndale Middle School (7-8)
- ◇ Ferndale High School (9-12)
- ◇ University High School (9-12)



With the exception of high school enrollment, total enrollment in the District has followed a downward trend for several years as illustrated in Table 8-1 below. Enrollment projections of the National Center for Education Statistics indicate an actual enrollment increase in the State of Michigan between 1998 and 2004 of 1.8%. Projections through 2010, however, suggest a continuation of the downward trend noted in Table 8-1.

<b>Table 8-1 Ferndale School Enrollment Trends</b>					
	<b>1994-95</b>	<b>1999-00</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>
<b>Grades K-6</b>					
<b>Michigan</b>	871,247	923,327	885,637	873,496	859,613
<b>Oakland County</b>	-	-	104,108	103,418	102,149
<b>Ferndale</b>	2,641	2,212	1,302	1,201	1,129
<b>Grades 7-8</b>					
<b>Michigan</b>	237,959	258,078	274,328	267,199	258,868
<b>Oakland County</b>	-	-	31,938	31,478	31,057
<b>Ferndale</b>	716	613	575	521	456
<b>Grades 9-12</b>					
<b>Michigan</b>	439,611	482,496	525,196	538,642	539,517
<b>Oakland County</b>	-	-	62,619	65,385	66,283
<b>Ferndale</b>	1,239	1,221	1,123	1,336	1,461
SOURCE: Michigan Center for Educational Performance & Information					



In recent years, Ferndale students have excelled in both academic and extra curricular activities earning state championships in athletic competition and numerous individual academic honors. Ferndale School District staff and academic programs have also received State and National recognition for excellence in education.

- ◇ FHS Marching Band – State Champion 2004, 2005, 2006, 2007
- ◇ Roosevelt Primary School - 2007 Education Excellence Award
- ◇ Two National Merit Scholar Finalists – 2006
- ◇ FHS Tennis, Golf, Soccer and Cross Country – 2006 League Champions
- ◇ Ten FHS students received Detroit Free Press Writing Awards – 2006
- ◇ Numerous English, Math, Advance Placement, and other individual honors

In 1995 voters in the District approved a bond millage that enabled the District to make improvements to its facilities including technological enhancements in the classrooms, upgrading media center resources, and other physical improvements. An additional millage was passed in 2004 that enabled further improvements from 2004 through 2008. These facility updates have enabled the Ferndale Schools to host regional playoff events, national competitions and become a desirable site for local and regional events.

Through community support of the education system, proposed millages and the many programs sponsored by the District, the PTA and other organizations, Ferndale schools have become a source of pride for the community. That pride can be maintained and enhanced through continued emphasis on community involvement and a focus on facilities and programs that are modern and designed to meet community needs and interests while continuing to prepare Ferndale’s youth to become productive citizens and leaders.

## **Parks and Recreation**

The Recreation Department develops programs for the City’s 15 park facilities, totaling just under 89 acres of land, which are physically maintained by the DPW. The City’s Parks and Recreation Master Plan was updated in 2005. It includes residents’ responses to desired additional facilities including additional swimming and exercise facilities. In 2006, the City received grant funding that permitted the City to respond to some of these requests. A brief description of the City’s parks is found in Table 8-2.



<b>Table 8-2 Public Parks</b>			
<b>Park</b>	<b>Location</b>	<b>Acreage</b>	<b>Facilities</b>
Fair Park	Three blocks between Wordsworth and Jewell Avenues adjacent to the Grand Trunk Western Railroad	1.27	Paved walking trail along its entire length, play structure and swing set
Garbutt Park	8 Mile Road between Gardendale and Allen Avenues	6.53	In-line skating rink, small ball field, playground areas, a walking trail, picnic facilities and restrooms
Geary Park	Between Lewiston, Pinecrest, Earl Boulevard and Central streets	9.65	In-line skating rink, one baseball field, one softball field, two small soccer fields, playground areas, picnic areas, one pavilion, bathrooms, a drinking fountain, a storage building and an off-street parking area
Gerry Kulick Community Center	1201 Livernois Avenue	2.82	Gymnasium, fitness studio, dance studio, various activity rooms, meeting rooms, kitchen, dining room, offices of the Department of Recreation & Senior Services, an off-street parking lot, playground equipment, a basketball hoop, picnic tables and open space areas
Harding Park	On Mapledale between Inman and Grayson Avenues	17.65	Two basketball courts (4 hoops total), an in-line skating rink, one large soccer field, two small soccer fields, one softball field, one baseball field, parking lot, bathrooms, playground, storage building, picnic areas and wooded open space area
Lennon Memorial Park (Mapledale Park)	Adjacent to the Edison School building	4.18	Two small soccer fields (practice), a basketball court (2 hoops), playground structures, swings, picnic areas and open space areas
Marie Park	End of Marie Avenue	0.22	Pre-school play structure and swing set, park benches and a drinking fountain
Martin Road Park	Adjacent to Hazel Park's Webb Elementary School	31.82	Detroit Curling Club, Ferndale Activity Center, one hoop basketball court, in-line skating rink, football field, two lighted softball fields, one large soccer field (Dream Field), two small soccer fields, a large sledding hill, walking path, pavilion, numerous picnic areas, three playground structures, bathrooms, a concession stand, off-street parking areas and open space areas
Oakridge Park	Off of West Oakridge Avenue along the City's border with Pleasant Ridge	0.54	Garden area with park benches
Oppenheim Park	Along St. Louis Avenue	2.35	Open space areas, playground structures, a drinking fountain and picnic areas in the center of the park

<b>Table 8-2 Public Parks</b>			
<b>Park</b>	<b>Location</b>	<b>Acreage</b>	<b>Facilities</b>
Saratoga Park	Along Saratoga Avenue	0.42	Open space, basketball hoop, picnic tables and a grill
Schiffer Park	Intersection of Nine Mile Road and Planavon Avenue	0.13	Urban plaza with benches, trees and a water fountain
Vester Park	At Vester Avenue and Farrow Avenue	0.89	Play piece and swing set, several picnic tables, a park bench and water fountain
Wanda Park	Between Hazelhurst, Wordsworth and Wanda Avenues	3.17	Picnic areas, play structures, a basketball court (2 hoops), a drinking fountain and a softball field for use by youth only
Wilson Park	At Hilton Road and University Avenue	7.34	Basketball court (2 hoops), lighted in-line skating rink, baseball field, softball field, soccer field, play piece, picnic areas, bathrooms, drinking fountain and an off-street parking lot
Total		88.98	
SOURCE: City of Ferndale			

Ferndale’s parks meet the diverse needs of the community by providing space and facilities for a variety of activities. A complete analysis of the recreation needs of the City is located within the Parks and Recreation Master Plan. Ideally, Ferndale should have an additional 132 acres devoted to parks, however this may never be a reality due to the urban nature of the City.



Standards indicate the City should have one golf course and an outdoor ice rink. The City far exceeds the number of ball fields, soccer fields and tennis courts suggested by State standards.

Recent trends indicate increased interest in exercise walking, exercising with equipment and swimming, with decreases in roller skating, ice/figure skating and volleyball. The fastest growing sports between 1998 and 2003 include kickboxing and working out at a club. While standards are a good indicator of an area’s basic requirements, each community is different and needs to establish its own recreation goals. To this end, the City’s Parks and Recreation Master Plan states that the residents indicated that their top priorities for new outdoor facilities are a swimming pool/spray park, bike paths, jogging/exercise trails and an ice rink. Their top priorities for new indoor facilities are a swimming pool/aquatic center, running track and larger weight and fitness studios. Bike paths were implemented beginning in 2005. With grant funding available in 2006, additional weight training and fitness space was constructed at the Kulick Community Center in 2007.





# 9 Implementation

In order for this Plan to be an effective document for the future, steps must be described to guide City leaders towards implementation. The following pages summarize the main topics covered in this Plan and set forth the action items that are recommended to help realize the vision for Ferndale. Following each action item is a suggestion as to what board and commissions, department or agency should be primarily responsible for accomplishing each task. Implementation actions are classified into four categories: short term (within five years), long term, annually, and ongoing actions.

**Key Plan Implementation Topics**

- **Land Use Pattern in Ferndale**
- **Ferndale’s Neighborhoods**
- **Downtown Ferndale**
- **Economic Development in Ferndale**
- **Ferndale’s Image and Identity**
- **Transportation in Ferndale**
- **Public Facilities in Ferndale**

This section serves as a quick reference for the City to monitor progress and to serve as a checklist for implementing the Plan. It should be regularly evaluated by the City and updated by the Planning Commission to ensure actions are accomplished, to review priorities, and to encourage involvement from other City officials and departments.

This list is not a comprehensive list of all actions needed over the next twenty years, but rather a list of the primary actions needed to accomplish the Plan’s vision. Over time, the City may discover new opportunities that may alter this implementation plan. While such changes to the action items can be expected and may in fact be vital to achieving the long term goals of the City, the City must remain committed to upholding the overall vision, goals and actions of this Plan.

**Successful implementation of this Plan will involve a collaborative effort amongst various City elected bodies, boards and commissions, and City staff**

## Land Use Pattern in Ferndale

The land use pattern in Ferndale partly defines what Ferndale is and what it can become. In order to continue to be a desirable place in which to live, work and play, preferred land uses must be encouraged, land use conflicts minimized, and land use regulations reviewed to ensure that the vision established in this Plan can be responsibly realized. The following implementation actions will help Ferndale continue to enhance its existing land use pattern.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Review the City's zoning ordinance in light of the goals and vision of this plan.	◇ Planning Commission	Annually
2. Review applicable regulations in the City's Code of Ordinances for topics such as signs, sidewalk cafes, building appearance review, etc. in light of the goals and vision of this plan.	◇ Planning Commission ◇ City Council ◇ Ordinance Committee ◇ DDA	Annually
3. Develop overlay zones for the sub areas identified in this plan.	◇ Planning Commission	Short term
4. Review site plans, land use, and zoning changes to ensure compatibility with the future land use plan and that the character of adjacent land uses is not adversely affected.	◇ Planning Commission ◇ City Council	Ongoing
5. Investigate the desirability of City initiated rezonings for certain areas that call for future land uses that differ from existing zoning.	◇ Planning Commission ◇ City Council	Ongoing
6. Provide an appropriate mix of businesses, including industrial, commercial, and office uses that provide employment opportunities and a sound tax base for the City.	◇ Planning Commission ◇ City Council ◇ Chamber of Commerce ◇ DDA	Ongoing
7. Enforce zoning, building code, and property maintenance standards to ensure that the condition of buildings and properties do not deteriorate.	◇ City Staff ◇ City Council ◇ 43 <sup>rd</sup> District Court	Ongoing
8. Avoid incompatible land use relationships by directing intensive development, such as industrial, to areas in the City where similar development exists.	◇ City Staff ◇ Planning Commission ◇ City Council	Ongoing
9. Require buffering for land uses that are in conflict with adjacent land uses.	◇ City Staff ◇ Planning Commission	Ongoing

## Ferndale’s Neighborhoods

As redevelopment occurs, it should be designed so as to complement and enhance the desired character of the surrounding neighborhoods. The intent is to encourage the modernization of existing homes and to create a variety of options, including affordable housing, increased density within and around the downtown, new housing types for Ferndale’s aging population and meeting the changing needs of existing and future residents.

Ferndale residents are proud of their City and are attracted by the charm of its neighborhoods. The mix of housing size and types, the tree-lined streets, easy access to public parks and the walkability of the City are some of the prime attractions. These must be maintained and enhanced for Ferndale to remain attractive to newcomers and to continue meeting the needs of current residents and businesses.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Maintain the important elements of quality neighborhoods such as sidewalks, street trees, access to parks and recreation, and prominent front entryways to homes.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ City Staff</li> <li>◇ DPW</li> </ul>	Ongoing
2. Evaluate zoning requirements to enable modernization of existing housing stock.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ City Staff</li> </ul>	Short term
3. Promote an increased awareness of opportunities for expansion and improvements of existing properties.	<ul style="list-style-type: none"> <li>◇ City Staff</li> </ul>	Ongoing
4. Support the development of neighborhood and homeowners associations and work with them to implement neighborhood improvement and rehabilitation programs.	<ul style="list-style-type: none"> <li>◇ City Staff</li> </ul>	Ongoing
5. Encourage the development of alternative housing types including live/work units, flats, town homes, and second story living units.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ DDA</li> <li>◇ Planning Commission</li> <li>◇ City Council</li> </ul>	Ongoing
6. Encourage dwelling units of a size, style and ownership type, in appropriate locations, that do not require extensive maintenance, to provide independent living options.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ City Staff</li> </ul>	Ongoing
7. Encourage housing for persons with disabilities to acknowledge the needs of our diverse population.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ City Staff</li> </ul>	Ongoing
8. Locate senior housing/care facilities in proximity to community amenities, services, and shopping.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ City Staff</li> </ul>	Ongoing



## Downtown Ferndale

Downtown Ferndale, like the downtowns of many mature communities, has experienced many changes during the past decades. In order to respond to these changes, Michigan legislation created the Downtown Development Authority Act which gives communities the ability to preserve, enhance and diversify their downtown districts.

In 1980, the Ferndale Downtown Development Authority (DDA) was created to prevent deterioration, encourage preservation, and promote growth in the downtown. The DDA created a Downtown Development Plan in 2006 to initiate desired growth and development. The action items listed below are guided by the DDA Plan, which is adopted as part of this Plan and is included in full in Appendix B. The City should coordinate with the DDA for any action in the downtown.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Investigate the development of a form based code for downtown Ferndale.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ DDA</li> <li>◇ City Council</li> </ul>	Long term
2. Review the density and height of buildings within the downtown to create synergy and concentration of people and uses.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ City Staff</li> </ul>	Short term
3. Maintain the traditional feel of downtown with zero lot line setbacks along Nine Mile Road and Woodward Avenue.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> </ul>	Ongoing
4. Improve pedestrian safety and accessibility through pavement markings, bump outs, and enhanced crosswalks.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ DPW</li> </ul>	Short term
5. Actively pursue the development of additional parking, including the consideration of a parking structure.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ City Council</li> <li>◇ DPW</li> </ul>	Long term
6. Convert back alleys adjacent to public parking areas into pedestrian walkways.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ City Staff</li> <li>◇ DPW</li> </ul>	Long term
7. Increase the amount of public art within the downtown, including sculpture, monuments and murals.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ Arts &amp; Cultural Commission</li> <li>◇ DPW</li> </ul>	Ongoing
8. Improve public signage and way-finding through kiosks and prominent entry elements.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ DPW</li> </ul>	Long term
9. Create welcoming pedestrian friendly areas including urban plazas and green park space.	<ul style="list-style-type: none"> <li>◇ DDA</li> </ul>	Ongoing
10. Develop a downtown marketing and promotions program based on market studies.	<ul style="list-style-type: none"> <li>◇ DDA</li> </ul>	Ongoing
11. Work to attract “anchor” stores to the downtown.	<ul style="list-style-type: none"> <li>◇ DDA</li> </ul>	Ongoing

## Economic Development in Ferndale

Continued diversification and growth of the local economy is essential to the financial health of the City. Tax revenue provides for necessary public facilities and services. The City must balance revenues generated by individual uses versus the expenditure associated with each; for example, single family residential homes generate the least amount of taxes for the City but cost the most to service, whereas commercial, industrial and multiple family uses generally bring in more taxes but require fewer services.

Additional commercial and industrial businesses provide necessary job opportunities for local residents; however they must be developed in a way that respects both existing neighborhoods and established businesses. Business success in Ferndale is a function of several variables including public/private partnerships, market conditions and trends, location within the City and metropolitan region, business synergy, local community support and financing. Ferndale must monitor its progress and determine if additional initiatives are needed or if resources should be shifted to other priorities. The action items below identify economic development efforts that should be undertaken to help implement this Plan.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Streamline forms and review procedures to encourage improvements to vacant or dilapidated buildings.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Staff</li> </ul>	Short term
2. Target and recruit technology and knowledge-based industries to locate in Ferndale.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ City Staff</li> <li>◇ Chamber of Commerce</li> <li>◇ Oakland County PEDS</li> </ul>	Ongoing
3. Work with property owners to improve the appearance of their businesses.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ City Staff</li> <li>◇ DDA</li> </ul>	Ongoing
4. Expand the supply and distribution of parking for Woodward businesses.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ City Staff</li> <li>◇ DDA</li> <li>◇ Chamber of Commerce</li> </ul>	Long term
5. Encourage home businesses in areas where they will not detract from their surroundings.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> </ul>	Ongoing
6. Provide or contract to provide wi-fi high-speed, broadband internet access.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ City Staff</li> </ul>	Short term
7. Educate property owners and potential developers on the availability of economic development tools.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ Brownfield Redevelopment Authority</li> <li>◇ Chamber of Commerce</li> <li>◇ DDA</li> </ul>	Ongoing
8. Continue to work with regional agencies to enhance the character of Woodward Avenue and Eight Mile Road.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ DDA</li> <li>◇ Chamber of Commerce</li> <li>◇ Woodward Ave. Action Assoc.</li> <li>◇ Eight Mile Boulevard Assoc.</li> </ul>	Ongoing

## Ferndale’s Image and Identity

A community is often judged by its appearance. Ferndale’s appearance and design involves physical elements, such as entryways into the City, street layout, maintenance and design, lighting, signage, pedestrian amenities, street trees and open space. It also includes building design – architectural style, massing, scale, height, and setting, and site design including access to the site, parking, public art, and landscaping.

Equally important to the physical environment is Ferndale’s image, its reputation. What is said about Ferndale can influence an opinion, perhaps as easily as what is seen. It is essential in order to preserve Ferndale’s distinct position in Metropolitan Detroit that the City continues to gain accolades and promote its many unique qualities. Action items for the preservation and enhancement of Ferndale’s image and identity are summarized below.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Work with the Historical Society to evaluate the feasibility of a local historic district.	<ul style="list-style-type: none"> <li>◇ Historical Society</li> <li>◇ City Staff</li> <li>◇ Oakland County PEDS</li> </ul>	Long term
2. Improve gateways into the City using unified design theme for landscaping, public art, signage and streetscape amenities.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ DPW</li> <li>◇ DDA</li> <li>◇ Planning Commission</li> <li>◇ Arts &amp; Cultural Commission</li> <li>◇ Beautification Committee</li> </ul>	Short term
3. Continue to promote Ferndale’s unique strengths and qualities through regional, state and national recognition	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ City Council</li> <li>◇ School District</li> <li>◇ Chamber of Commerce</li> <li>◇ DDA</li> </ul>	Ongoing
4. Protect mature trees on sites and along streets whenever feasible.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ DPW</li> <li>◇ Planning Commission</li> </ul>	Ongoing
5. Develop consistent streetscape features along City streets to unify the community and differentiate Ferndale from surrounding areas.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ DPW</li> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ Beautification Committee</li> </ul>	Ongoing
6. Increase the awareness and implementation of public art.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ City Council</li> <li>◇ DDA</li> <li>◇ Arts &amp; Cultural Commission</li> </ul>	Ongoing
7. Incorporate wayfinding elements that signify areas of interest throughout the City.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ City Council</li> <li>◇ DDA</li> <li>◇ Arts &amp; Cultural Commission</li> </ul>	Ongoing

## Transportation in Ferndale

As Ferndale grows, improvements in transportation will become necessary to support increased density throughout the City. Ferndale should work with transportation agencies and local governments to develop a regional, multi-modal transit system and non-motorized pathway system that benefits the City socially, economically, and environmentally. Residents will benefit in the form of improved safety, an increased sense of community, ease of travel, and reduced costs associated with non-motorized travel, while increased foot-traffic and the potential for a rise in commercial property values will help to preserve and enhance the viability of local businesses. Additionally, businesses and residents alike will reap the rewards of reduced pollution in a more environmentally-friendly Ferndale that provides diverse transportation options. The action items below identify transportation actions to help implement this Plan.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Adhere to pedestrian and transit-friendly design standards, such as on-street parking, continuous wide sidewalks, well-lit and defined crosswalks, and buffers separating pedestrians from automobile traffic.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ DPW</li> <li>◇ City Staff</li> </ul>	Ongoing
2. Actively pursuing funding sources to enhance the non-motorized pathway system in Ferndale.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ City Staff</li> <li>◇ Parks &amp; Rec. Dept.</li> <li>◇ DDA</li> <li>◇ School District</li> </ul>	Ongoing
3. Work with other agencies to connect to a regional non-motorized system including off-street paths, sidewalks, and bike lanes.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ RCOC</li> <li>◇ MDOT</li> <li>◇ City Staff</li> <li>◇ Parks &amp; Rec. Dept.</li> </ul>	Long term
4. Enhance the non-motorized environment through amenities such as seating, bike racks, lighting, and signage.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ DDA</li> <li>◇ City Staff</li> </ul>	Short term
5. Limit or eliminate pedestrian “dead zones”, created by ground level parking or large windowless buildings.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ Planning Commission</li> </ul>	Ongoing
6. Review parking standards to permit flexibility for mixed use development through shared parking, on-street parking, or other innovative policies.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ Planning Commission</li> <li>◇ City Council</li> </ul>	Short term
7. Investigate funding source to develop a parking structure in the downtown that would reduce or eliminate the need for additional ground-level parking.	<ul style="list-style-type: none"> <li>◇ DDA</li> <li>◇ City Staff</li> </ul>	Long term
8. Reduce the number of access points and loading zones for businesses along major streets through the use of access management techniques, such	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Council</li> <li>◇ DPW</li> </ul>	Ongoing

**Table 9-6 Transportation Implementation**

Action Item	Primary Responsibility	Timeframe
as shared driveways.		
9. Apply Intelligent Transportation System (ITS) technology to redeveloped streets and intersections.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ RCOC</li> <li>◇ MDOT</li> </ul>	Ongoing
10. Pursue traffic speed and volume control measures such as speed bumps, narrowing, chokers and street trees.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ RCOC</li> <li>◇ MDOT</li> <li>◇ Public Safety</li> <li>◇ Planning Commission</li> <li>◇ City Staff</li> </ul>	Ongoing
11. Investigate the viability of alternative traffic management techniques at key intersections such as roundabouts, realignments or turn lanes.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ RCOC</li> <li>◇ MDOT</li> <li>◇ Public Safety</li> <li>◇ PC</li> <li>◇ City Staff</li> </ul>	Ongoing
12. Continue to work with local road authorities to coordinate scheduled road improvements.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ RCOC</li> <li>◇ MDOT</li> </ul>	Ongoing
13. Improve the public transit system through development of transit shelters, expanded routes and schedules that consider employment shifts and demographic trends.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ SMART</li> <li>◇ DDA</li> <li>◇ Woodward Ave. Action Assoc.</li> <li>◇ Eight Mile Boulevard Assoc.</li> <li>◇ Arts &amp; Cultural Commission</li> <li>◇ City Staff</li> </ul>	Ongoing
14. Work with transportation agencies, neighboring communities and Oakland and Wayne Counties to develop or facilitate a regional transit system.	<ul style="list-style-type: none"> <li>◇ MDOT</li> <li>◇ RCOC</li> <li>◇ DPW</li> <li>◇ Woodward Ave. Action Assoc.</li> <li>◇ Eight Mile Boulevard Assoc.</li> </ul>	Long term
RCOC=Road Commission for Oakland County MDOT=Michigan Department of Transportation		

## Public Facilities in Ferndale

Ferndale residents and businesses rely on high quality public infrastructure, resources and services. Ferndale has a strong history of investing in maintenance of its public infrastructure through a ‘Fix it First’ approach. Ferndale should plan upkeep of public infrastructure and services before repairs or replacements become urgent or have a larger impact on cost and scope. By incorporating both accessibility and sustainability into improvements, Ferndale will enhance its image and serve a greater segment of its population.

Ferndale should take the initiative to promote itself as a ‘green’ place to live and work. The Environmental Impact Commission was established to evaluate this issue and develop strategies. As Ferndale grows and density increases, the issue of environmental sustainability needs to be addressed. Three focus areas where the City can make an impact include water conservation, energy conservation and waste management.

<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
1. Develop a comprehensive Capital Improvement Plan that identifies future City investments and improvements.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ Planning Commission</li> <li>◇ DPW</li> <li>◇ City Staff</li> <li>◇ Parks &amp; Rec. Dept.</li> </ul>	Short term
2. Allocate sufficient funding for continued maintenance to City infrastructure maximizing their useful life.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ City Staff</li> <li>◇ DPW</li> </ul>	Ongoing
3. Continue to monitor the capacity of these facilities in accordance with future development patterns.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ City Staff</li> </ul>	Ongoing
4. Maintain and enhance, where appropriate, public safety response times and coverage.	<ul style="list-style-type: none"> <li>◇ Public Safety</li> <li>◇ City Staff</li> </ul>	Ongoing
5. Investigate the benefits of regionalized services with neighboring communities and Oakland and Wayne Counties.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ City Council</li> <li>◇ DPW</li> <li>◇ Public Safety</li> </ul>	Long term
6. Develop a strong partnership with School District of the City of Ferndale to encourage collaborative planning.	<ul style="list-style-type: none"> <li>◇ Planning Commission</li> <li>◇ City Staff</li> <li>◇ Parks &amp; Rec. Dept.</li> <li>◇ School Board</li> </ul>	Ongoing
7. Evaluate the feasibility of the development of a new or modernized Civic Center that meets the needs of the City.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ City Staff</li> <li>◇ Planning Commission</li> <li>◇ DDA</li> <li>◇ Public Safety</li> <li>◇ DPW</li> <li>◇ Library Board</li> <li>◇ 43<sup>rd</sup> District Court</li> </ul>	Short term

<b>Table 9-7 Public Facilities Implementation</b>		
<b>Action Item</b>	<b>Primary Responsibility</b>	<b>Timeframe</b>
8. Continue to improve customer service of City departments and make use of the City's website to provide information to the public.	<ul style="list-style-type: none"> <li>◇ City Staff</li> <li>◇ City Council</li> </ul>	Ongoing
9. Enhance community facilities to keep pace with technological advancements.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ City Staff</li> <li>◇ Parks &amp; Rec. Dept.</li> <li>◇ Library</li> <li>◇ DPW</li> <li>◇ School Board</li> </ul>	Ongoing
10. Implement the Action Program in the <i>Parks and Recreation Master Plan</i> to ensure that a variety of park and recreation opportunities continue to be offered to residents.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ City Staff</li> <li>◇ Parks &amp; Rec. Dept.</li> </ul>	Ongoing
11. Evaluate and improve facilities, programs and services to ensure compliance with the Americans with Disabilities Act.	<ul style="list-style-type: none"> <li>◇ DPW</li> <li>◇ Parks &amp; Rec. Dept.</li> <li>◇ Disability Advisory Committee</li> </ul>	Ongoing
12. Encourage environmental responsibility by creating environmental education programs and promoting environmentally responsible practices.	<ul style="list-style-type: none"> <li>◇ Environmental Impact Commission</li> <li>◇ City Council</li> <li>◇ Chamber of Commerce</li> <li>◇ Parks &amp; Rec. Dept.</li> </ul>	Ongoing
13. Endorse and implement recommendations of the Environmental Impact Committee.	<ul style="list-style-type: none"> <li>◇ City Council</li> <li>◇ City Staff</li> <li>◇ Environmental Impact Commission</li> </ul>	Ongoing
14. Enhance communication and coordination amongst various City elected bodies, boards and commissions, and City staff to collaboratively implement the recommendations of this Plan.	<ul style="list-style-type: none"> <li>◇ All</li> </ul>	Ongoing





**CITY OF FERNDALE**

**RESOLUTION 2008 - 349**

**ADOPTING THE CITY OF FERNDALE, MICHIGAN MASTER PLAN**

At a Regular meeting of the City Council of the City of Ferndale, Oakland County, Michigan, held in the Council Chambers at 300 E. Nine Mile, Ferndale MI 48220 on the 11<sup>th</sup> day of August, 2008

The following resolution was moved by Councilman Lennon and seconded by Councilman Galloway:

The City of Ferndale Planning Commission, under the provisions of MCL 125.38 of PA 285 of 1931 and MCL 125.3807 of PA 33 of 2008 of the State of Michigan may adopt a Master Plan; and

MCL 125.38a of PA 285 of 1931 and MCL 125.3845[45]2 of PA 33 of 2008 requires the Planning Commission to review and, if necessary, revise or amend the Plan at least once every five years and the current *Future Land Use Plan* was adopted in June 1998; and

The City of Ferndale Planning Commission recognized the need to revise and adopt a Master Plan, including establishment and support of visions, goals and actions, implementations and the Future Land Use Plan as described within the document; and

In connection with the preparation of the City-wide Master Plan, the Planning Commission carefully and comprehensively surveyed and studied present conditions, projections of future growth of the City of Ferndale, and the relation of the City of Ferndale to neighboring areas and jurisdictions; and

The Master Plan has been prepared for the purpose of guiding and accomplishing coordinated, adjusted and harmonious development of the City of Ferndale and its environs; and

The Master Plan supports Preservation, Enhancement and Diversity in addition to sustainability and smart growth principles; and

The Planning Commission forwarded copies of the Draft Master Plan to all adjoining jurisdictions, the Oakland County Planning and Economic Development Department, SEMCOG, the Ferndale Chamber of Commerce, the Ferndale DDA, the Ferndale and Hazel Park school districts and to all utilities and railroads operating within the City; and

Preparation of the Master Plan included 12 public meetings, numerous workshops and the required public hearing held by the by the Planning Commission; and

The Planning Commission was assisted by ENP and Associates, Sara Schillinger, Alex Bellak and others in the preparation of the Master Plan; and

The Planning Commission considered the testimony presented at the public hearing, and written testimony received prior to the closing of the public record; and

After the preparation of the Draft Master Plan as a proposed revision to the *Future Land Use Plan* for the City, the Planning Commission gave notice of the time and place of the Public Hearing by giving notice in a newspaper of general circulation in the City, on the City's website, in announcements on the City's cable station (WFRN) and through email and regular mail to surrounding communities and concerned entities; and

The Planning Commission held the required public hearing on the Master Plan in the Council Chambers at City Hall, 300 East Nine Mile Road, Ferndale, Michigan on July 24, 2008 at 7pm.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of Ferndale, Michigan, that Council concurs with the Planning Commission and adopts the Master Plan, pursuant to MCL 125.38 of PA 285 of 1931 and MCL 125.3843 of PA 33 of 2008. The Master Plan consists of the following:

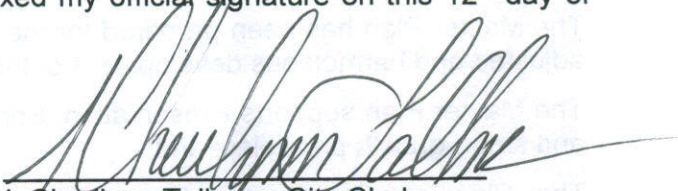
- a. The publication entitled the *City of Ferndale Master Plan - Preserve, Enhance, Diversify* dated July 2008; and
- b. The *Existing Land Use Map* and the *Future Land Use Map* contained therein; and
- c. The *Public Participation* documents contained in Appendix A; and
- d. The *Supplemental Plans* contained in Appendix B

**IT IS FURTHER RESOLVED**, that the Council directs the City Clerk to record this Resolution with the Oakland County Register of Deeds and forward it to Oakland County Planning and Economic Development.


AYES: Mayor Covey, Council Members Baker, Galloway, Lennon  
NAYS: None  
ABSENT: Council Member Gumbleton  
RESOLUTION ADOPTED

I, J. Cherilynn Tallman, the duly appointed City Clerk of the City of Ferndale, Oakland County, Michigan, do hereby certify that the foregoing is a true and complete copy of a Resolution duly adopted by the City Council of the City of Ferndale at a meeting held on August 11, 2008, the original of which is on file in the City Clerk's Office.

IN WITNESS WHEREOF, I have hereunto affixed my official signature on this 12<sup>th</sup> day of August, 2008.

  
\_\_\_\_\_  
J. Cherilynn Tallman, City Clerk

  
\_\_\_\_\_  
Christa Azar, Planning Commission Chair

  
\_\_\_\_\_  
Marsha Scheer, CDS Director

