

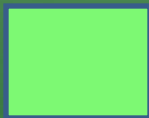
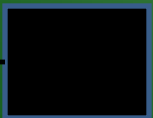


# FERNDALE'S UGA PROPOSAL: PREPARING FOR GROWTH; PRESERVING COMMUNITY



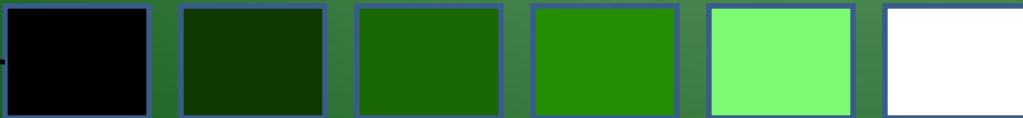
# FERNDALE YESTERDAY

- 1900'S-1950 'S: AGRICULTURAL COMMUNITY
- 1950'S-1970'S: DEPENDENT ON CHERRY POINT INDUSTRY
- 1970'S-1990'S: BELLINGHAM'S BEDROOM COMMUNITY



# FERNDALE TODAY

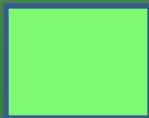
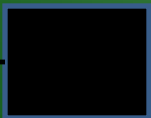
- ONE OF FASTEST GROWING CITIES IN WHATCOM COUNTY
- RAPIDLY EXPANDING, DIVERSE BUSINESSES AND INDUSTRY
- COMMUNITY PRIDE
- INNOVATIVE LEADERSHIP: PROMOTING SMART GROWTH WITH PROTECTIONS THAT PRESERVE COMMUNITY VALUES



# FERNDALE TOMORROW

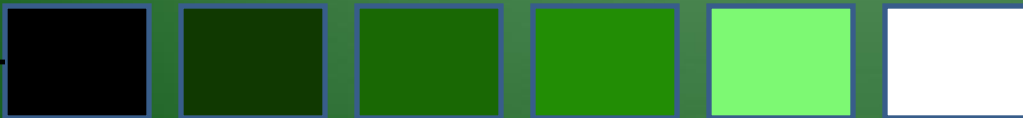
## COMMERCIAL/INDUSTRIAL

- FERNDAL REQUESTS UPWARD ADJUSTMENT TO 2031 POPULATION ESTIMATE
- FERNDAL REQUESTS UPWARD ADJUSTMENT TO 2031 EMPLOYMENT ALLOCATION
- FERNDAL REQUESTS SPECIFIC CHANGES TO LCA INPUTS
- ACKNOWLEDGMENT OF FERNDAL'S POTENTIAL FOR GROWTH AND STRATEGIC LOCATION
- FERNDAL PROPOSES A REDUCTION OF 350 NET ACRES (900 GROSS ACRES) OF RESIDENTIAL UGA
- FERNDAL PROPOSES ADDITION OF APPROXIMATELY 250 GROSS ACRES OF COMMERCIAL/ INDUSTRIAL UGA



# PRESENTATION OUTLINE

- ISSUES WITH THE GMCC PROCESS
- RESIDENTIAL PROPOSAL
- COMMERCIAL/INDUSTRIAL PROPOSAL
- SUMMARY/CONCLUSION



# ISSUES WITH THE GMCC PROCESS

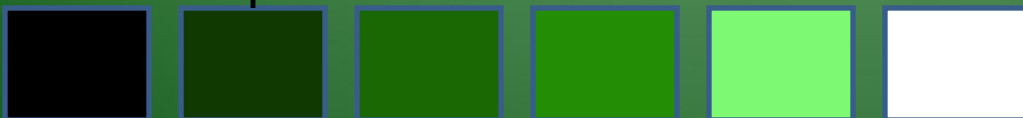
WHATCOM COUNTY HAS PLACED ITSELF  
IN A DIFFICULT POSITION

- TIMELINE
- INADEQUATE TIME FOR NEEDED PUBLIC DISCOURSE
- COMPETING INTEREST GROUPS
- MULTIPLE CITY PERSPECTIVES
- PENALTIES



# ISSUES WITH THE GMCC PROCESS

- EFFORTS TO AVOID FURTHER LEGAL CHALLENGES SHOULD NOT RESULT IN AN INFERIOR PRODUCT
- THE LCA METHODOLOGY APPEARS TO PARALLEL A METHODOLOGY PROPOSED BY CTED, HOWEVER FERNDALE DISPUTES THE USE OF INPUTS WHOSE PURPOSE IS TO DRIVE A PRE-DETERMINED OUTCOME
- COUNTY-WIDE GOALS AND OBJECTIVES SHOULD PRECEDE CAPACITY ANALYSIS - THE WHATCOM 2031 PROCESS HAS DONE THE OPPOSITE



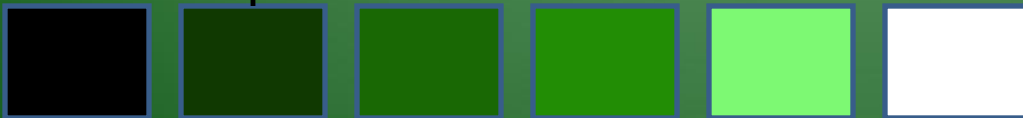
# ISSUES WITH THE GMCC PROCESS

- FLAWED LAND CAPACITY ANALYSIS RESULTS IN A DETERMINATION THAT FERNDALE'S UGA IS TOO LARGE
- COUNTY STAFF HAS REQUESTED REDUCTION FROM 1,081 NET ACRES TO 231 NET ACRES (2,354 GROSS ACRES TO APPROXIMATELY 500 GROSS ACRES)



# ISSUES WITH THE GMCC PROCESS

- LAND CAPACITY ANALYSIS IS THE FOCAL POINT OF METHODOLOGY – “PLANNING BY COMPUTER”
- LAND CAPACITY ANALYSIS IS A “MOVING TARGET”
  - ACCURATE PROPOSALS ARE IMPOSSIBLE WITHOUT A STABLE ALLOCATION NUMBER



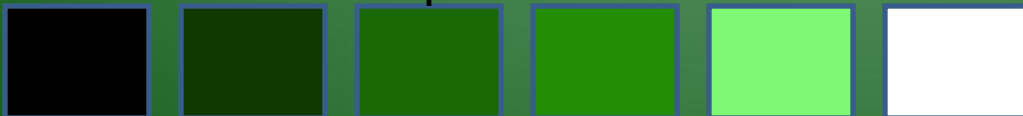
# ISSUES WITH THE GMCC PROCESS

- CITY'S BUILDABLE LAND INVENTORIES AND LAND CAPACITY ANALYSIS ADOPTED IN 2007 ARE BEING IGNORED
- ACKNOWLEDGEMENT OF COMMUNITY CHARACTER AND ADOPTED CITY VISIONS ARE LARGELY IGNORED
- LAND USE DECISIONS MADE IN THE LAST FIFTEEN YEARS ARE BEING IGNORED
- THE TIMELINE DOES NOT PROVIDE LEGITIMATE OPPORTUNITY FOR PUBLIC INTERACTION OR CITY REVIEW



# ISSUES WITH THE GMCC PROCESS

- LCA PRESUMES THAT DEVELOPMENT WILL ACHIEVE MAXIMUM EFFICIENCIES AND DENSITIES
  - RESULTS IN OVER-SIZED UGA'S
- THE UNIQUE CHARACTERISTICS OF EACH CITY RELATED TO MARKET FACTOR, OCCUPANCY RATE, HOUSEHOLD SIZE, FLOOR AREA RATIOS, DENSITIES, CRITICAL AREA ORDINANCES HAVE NOT YET BEEN RESOLVED

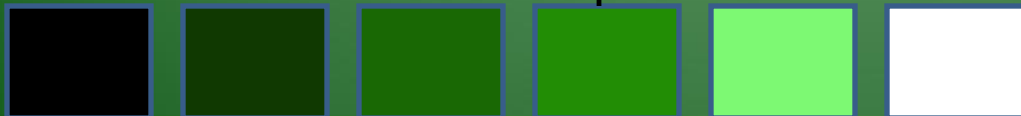


# FERNDALE'S PROPOSAL: RESIDENTIAL

## LAND CAPACITY ADJUSTMENTS:

1. ADOPT 2008 OFM ESTIMATE FOR MULTIFAMILY OCCUPANCY IN FERNDAL: 91.7% (FROM 93.3%)
2. ADOPT FERNDAL BUILDABLE LAND INVENTORY ASSUMPTIONS FOR DENSITIES (ADOPTED IN 2007), WHICH RESULTS IN 4+ UNITS PER ACRE (AVERAGE)

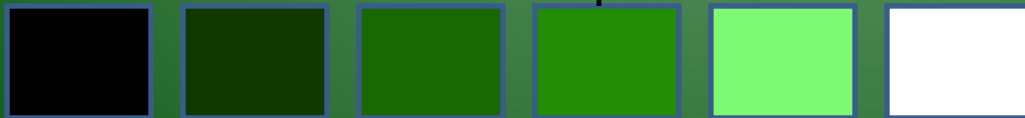
Land Use Designation	Vacant Densities Per Acre	Partially Developed Densities Per Acre
Low Density (including UGA)	4	2
Medium Density	7	3.5
High Density	12	6



# FERNDALE'S PROPOSAL: RESIDENTIAL

## LAND CAPACITY ADJUSTMENTS:

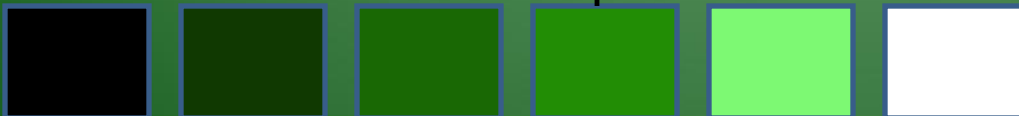
3. ADOPT STANDARD INFRASTRUCTURE DEDUCTION OF 29% (THIS, COMBINED WITH CRITICAL AREA DEDUCTION OF 13% MEETS FERNDALE'S ACHIEVED DEDUCTION FOR PLATS 1998-2008)
4. DEDUCT "CITY HEIGHTS" APPLICATION FROM PENDING PROJECTS



# FERNDALE'S PROPOSAL: RESIDENTIAL

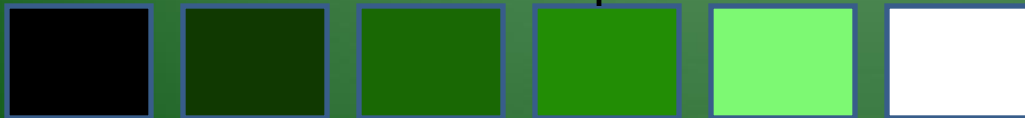
IF THE PROPOSED CHANGES ARE MADE:

- THE CAPACITY OF THE URBAN GROWTH AREA WOULD BE REDUCED FROM AN ESTIMATED 234% OF CAPACITY TO 118% OF CAPACITY
- THIS TRANSLATES TO AN ALLOCATION OF 750 NET ACRES (1,416 GROSS ACRES), OR A REDUCTION OF APPROXIMATELY 900 GROSS ACRES FROM THE CURRENT URBAN GROWTH AREA



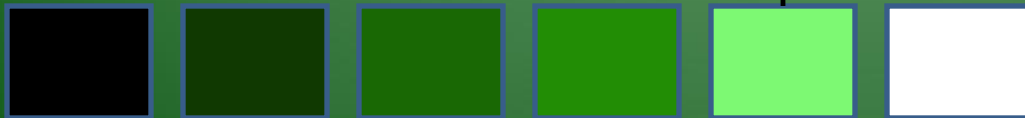
# FERNDALE'S PROPOSED OUTCOME: RESIDENTIAL

FERNDALE WILL SUBMIT A PROPOSAL TO THE  
WHATCOM COUNTY COUNCIL REDUCING THE  
UGA TO NO MORE THAN 750 NET ACRES  
(1,416 GROSS ACRES) NO LATER THAN  
OCTOBER 31, 2009



# COMMERCIAL/ INDUSTRIAL UGA ISSUES

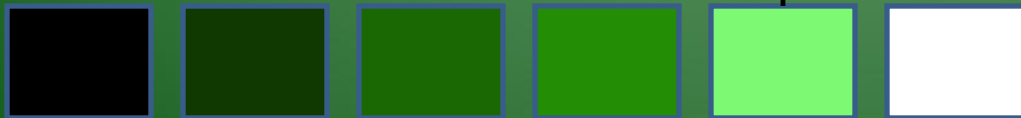
PROPOSED ALLOCATIONS UNDERESTIMATE  
COMMERCIAL AND INDUSTRIAL GROWTH AND  
PERPETUATES FERNDALE AS A BEDROOM  
COMMUNITY TO BELLINGHAM



# COMMERCIAL/ INDUSTRIAL UGA ISSUES

PROPOSED ALLOCATION IS BASED ON EXISTING EMPLOYMENT DATA AND DOES NOT ACCOUNT FOR:

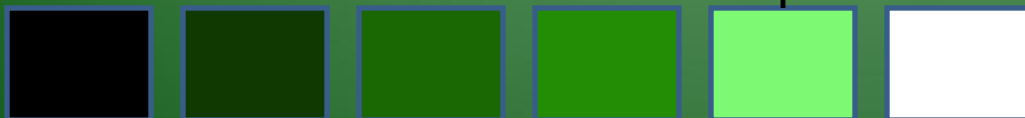
- FERNDALE'S STRATEGIC LOCATION ON I-5
- FERNDALE'S FOUR FREEWAY INTERCHANGES
- EXISTING 23% SALES TAX CAPTURE RATE
- POTENTIAL COMMERCIAL/RETAIL DEVELOPMENT – ONE MODERATELY-SIZED DEVELOPMENT COULD ACCOUNT FOR NEARLY 1,000 JOBS



# COMMERCIAL/INDUSTRIAL UGA RECOMMENDATIONS

FERNDALE'S EMPLOYMENT PROPOSAL CONSISTS OF FIVE PARTS:

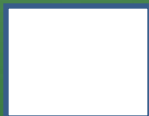
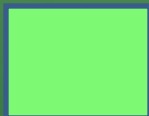
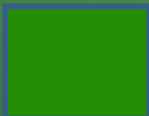
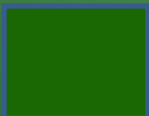
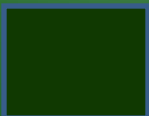
1. ALLOCATE NO LESS THAN 4,747 NEW EMPLOYEES
2. ADD 100 GROSS ACRES AT NE INTERSECTION SLATER AND I-5
3. ADD 120 GROSS ACRES ON WEST ENTERPRISE
4. ANALYZE THE SE INTERSECTION SLATER AND I-5 IN COOPERATION WITH CITY OF BELLINGHAM
5. IDENTIFY AREAS OF EXISTING UGA THAT ARE NOT SUITED FOR COMMERCIAL/INDUSTRIAL DEVELOPMENT



# SUMMARY

## RESIDENTIAL/INDUSTRIAL

- FERNDALE REQUESTS UPWARD ADJUSTMENT TO  
● FERNDALE GENERALLY ACCEPTS 2031 POPULATION OF 20,706  
EMPLOYMENT ALLOCATION FROM 3,812 TO 4,747
- FERNDALE REQUESTS SPECIFIC CHANGES TO LCA INPUTS
- ACKNOWLEDGMENT OF FERNDALE'S POTENTIAL FOR GROWTH  
AND STRATEGIC LOCATION
- FERNDALE PROPOSES 350 NET ACRE REDUCTION  
(900 GROSS ACRE REDUCTION) OF RESIDENTIAL UGA
- FERNDALE PROPOSES ADDITION OF APPROXIMATELY 250  
GROSS ACRES OF COMMERCIAL/ INDUSTRIAL UGA



# FERNDALE PROPOSAL: CONCLUSION

FERNDALE'S PROPOSAL REPRESENTS A GOOD-FAITH EFFORT TO ACHIEVE A COMMON-SENSE CONSENSUS IN A POLITICALLY-CHARGED ENVIRONMENT.

FERNDALE ASKS THAT THE COUNTY COUNCIL ADOPT THE CITY'S PROPOSAL AS SHOWN IN THIS PRESENTATION AND THE ACCOMPANYING REPORT  
FERNDALE REMAINS COMMITTED TO ACHIEVING URBAN-LEVEL DENSITIES, ADOPTING REGULATIONS TO LIMIT URBAN SPRAWL, AND PRESERVING RURAL AND AGRICULTURAL LANDS

IF COUNTY ADOPTS THIS PROPOSAL, ALLOCATING 750 NET ACRES (1,416 GROSS ACRES) OF RESIDENTIAL UGA AND PROVIDING AN ALLOCATION OF 4,747 NEW EMPLOYEES, THE CITY WILL SUBMIT A PROPOSAL BY OCTOBER 31, 2009

