

Chapter 18.58
RETAIL DESIGN GUIDELINES AND STANDARDS

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18.58.010 PURPOSE

The purposes of these guidelines and regulations are:

- A. To reduce the negative aesthetic, economic, traffic-related, and other impacts of retail structures and sites upon the community by breaking up the apparent mass and scale of building walls and parking areas.
- B. To ensure that retail development is compatible with its surroundings and reinforces Ferndale's character, historical heritage and tradition, and unique sense of place.
- C. To encourage a mixture of uses and sizes of structures and promote an integrated, village-like approach toward site development, building design, and the landscape.
- D. To encourage the development of a safe and comfortable pedestrian-scale environment that achieves variety, visual interest, and creative design to foster community pride, protect property values and the interests of citizens. (Ord. 1400 § 2, 2006)

18.58.020 APPLICABILITY

- A. This chapter shall apply to all retail construction within the City of Ferndale, including remodeling of existing retail structures which exceeds 10% of the assessed value of the structure.
- B. Compliance with EAGLE, an indicator-based development review program used to assist in determining how a project will achieve City-established retail development standards, shall be applied to retail projects over 20,000 square feet.

18.58.030 PROCEDURE

- A. The standards and guidelines in this chapter are to be used first as a design aid by developers proposing large retail developments, and, second, as an evaluation tool for the City of Ferndale. These standards and guidelines apply to all new retail commercial projects, with additional requirements placed on those projects of 20,000 square feet or greater or which have characteristics that are typically associated with “large” retail development as identified in this chapter, and are processed according to the requirements of the City zoning code and building permit process.
- B. The “guidelines” are not intended to be construed as standards themselves, but are provided in order to guide planners, design consultants, developers and City staff about the design objectives. The “standards” in this chapter are mandatory. These standards and guidelines are to be used in conjunction with the development criteria of FMC Titles [15](#), [16](#), [17](#), [18](#), and all other adopted standards and regulations.
- C. In order for City staff to review developments as to their compliance with this chapter, it shall be a requirement of the applicant to provide the following information, above and beyond the requirements for a typical commercial site plan submittal, to the City as part of the development review application:
 - 1. Completion of the City of Ferndale’s development checklist (EAGLE), including any supporting exhibits which can be used to establish compliance and appropriate assignment of points. Please see the table which follows this section for specific EAGLE threshold requirements
 - 2. Color elevations, illustrating and labeling all materials to be utilized.
 - 3. Materials sample board or exhibit.
 - 4. Photographs, computer simulations, and three-dimensional computer models or animations, if determined by staff to be necessary to ensure that the development complies with the guidelines and standards in this chapter.
 - 5. Additional technical studies may be required in order to document anticipated impacts and/or mitigation measures, as required by the Zoning Administrator. Developments exceeding certain size thresholds will be required to complete, or cause to be completed, an Environmental Impact Statement (EIS) and/or a Fiscal and Economic

Impact Analysis (FEIA). Please see the table which follows this section for specific threshold requirements.

	STANDARD EAGLE	BRONZE EAGLE	SILVER EAGLE	GOLD EAGLE	PLATINUM EAGLE
			FEIA	FEIA	FEIA
					EIS
Remodeling of Existing Retail Development over 20,000 SF (Square Feet)	X				
Outlying Retail Stores within Developments over 20,000 SF	X				
Retail 20,000 - 49,999 SF ¹		X			
Retail 50,000 - 74,999 SF ¹			X		
Retail 75,000 - 124,999 SF ²				X	
Retail over 125,000 SF					X

¹ Retail between 20,000 and 74,999 square feet with anticipated weekday PM Peak Hour Trips over 200 (based on current ITE standards) shall be required to submit an FEIA to the City

² Retail between 75,000 and 124,999 square feet with anticipated weekday PM Peak Hour Trips less than 200 (based on current ITE standards) may request that the City waive requirements for FEIA and EIS.

- D. Where interpretation may be necessary of any of the standards in this chapter, the Zoning Administrator shall have the authority to make interpretations and authorize modifications or deviations from the strict requirements of this chapter, when found to be in compliance with the guideline(s) listed in the applicable section and the purpose of this chapter.
- E. Where the Zoning Administrator finds that deviations do not comply with the standards and have not been interpreted to meet the guidelines under the applicable section of this chapter, the Hearings Examiner is empowered to grant variances to the provisions in this chapter in accordance with the standard variance procedure found in FMC [18.12.180](#), provided the purpose of this chapter is upheld and the standard variance criteria can be met. (Ord. 1400 § 2, 2006)
- F. All retail development with greater than 20,000 square feet of gross floor area must complete the City of Ferndale’s development checklist

(EAGLE). Depending on the square footage of the development, a higher EAGLE certification will be required.

- i. Development greater than 75,000 square feet of gross floor area is prohibited unless a Gold Eagle certification is achieved.
- ii. Development greater than 125,000 square feet of gross floor area is prohibited unless a Platinum Eagle certification is achieved.

18.58.040 DEFINITIONS

- A. "Assessed Value" means the most recent assessed value for the structure, as provided by the Whatcom County Assessor. The Director may permit the inclusion of property assessment.
- B. "Arcade" means an area contiguous to a street or plaza that is open and unobstructed, and that is accessible to the public at all times. Arcades may include building columns, landscaping, statuary and fountains. Arcades do not include off-street loading/unloading areas, driveways or parking areas.
- C. "Articulate" means to give emphasis to or distinctly identify a particular element. An articulated facade would be the emphasis of elements on the face of a wall including a change in setback, materials, roof pitch or height.
- C. "Berm" means an earthen mound designed to provide visual interest on a site, screen undesirable views, reduce noise or provide a buffer from adjoining uses.
- E. Buffer Zone means that intermediate or intervening space or area that serves to reduce or mitigate the interaction with adjacent properties or structures.
- F. "Buffer" means an area provided to reduce the conflict between two different land uses. Buffers are intended to mitigate undesired views, noise and glare – effectively providing greater privacy to neighboring land uses. Typical buffers consist of materials that serve this purpose and include, but are not limited to, plant materials, walls, fences and/or significant land area to separate the uses (see also "Screen").
- G. "Building mass" means the building's expanse or bulk and is typically used in reference to structures of considerable size.
- H. "Community space" means an area devoted to the public as an amenity. The space can include covered areas, drinking fountains, sitting benches, etc. It shall not include stored merchandise.
- I. "Development" means a structure or group of structures which utilize shared infrastructure and are either on the same parcel of land or share multiple pieces of land. For the purposes of calculating total square footage, development shall also include proposed potential structures within the physical boundaries shown on a master site plan. Construction of new structures within "phased" developments approved prior to the establishment of this code shall be exempt, unless more than five years has elapsed since the date of approval.

- J. “Dormer” means a window set vertically in a gable projecting from a sloping roof.
- K. “Facade” means the portion of any exterior elevation on the building extending from grade to the top of the parapet, wall or eaves and extending the entire length of the building.
- L. “Fiscal and Economic Impact Analysis (FEIA)” means a professional technical study provided to the City which examines anticipated fiscal and economic impacts on the City and the surrounding area of the site. The scope of said study shall be determined by the City, and may include, but will not be limited to anticipated impact on City infrastructure including Levels of Service for police, fire, storm sewer, sewer, water, schools, parks, roads. The FEIA shall be made available to the public, but shall not have a comment period separate from those provided through SEPA and the Ferndale Municipal Code.
- M. “Floor” means the lower horizontal surface of an enclosed or roofed space.
- N. “Floor Area” means the space of any story of a building as measured between exterior walls. This calculation shall include both covered and uncovered merchandise display areas.
- O. “Gable” means a triangular wall section at the end of a pitched roof, bounded by the two roof slopes.
- P. “Gross Floor Area” means sum of all floor area within a building or structure.
- Q. “Hardscape” means manmade or constructed elements, permanently in place, that are part of the completed project.
- R. “Hip roof” means a roof without gables.
- S. “Internal walkway” means those pedestrian walkways entirely within the site, dedicated to the safety of pedestrians using the site.
- T. “Outparcel” means a parcel or site located on the outside perimeter or a shopping center fronting a right-of-way and having cross-access with the main shopping center.
- U. “Parapet” means the portion of a wall that extends above the roofline.

- V. "Pedestrian walkway" means a surfaced walkway, separate from the traveled portion of a public or private right-of-way or parking lot/driving aisle.
- W. "Portico" means a porch or walkway with a roof supported by columns, often leading to the entrance to a building.
- X. "Public/private right-of-way" means any public or private road, access easement intended to provide public access to any lot/development, but excluding any service road or internal driving aisles (i.e., within parking lots).
- Y "Retail establishment" means any new single or multi-building/tenant development whose principal activity is the sale of new or used merchandise in an enclosed building, including entertainment, dining, related service industries, and associated warehousing or storage and is processed according to the requirements of this title, or the building permit process. Mixed-use developments such as those which include professional offices or residential units shall comply with this chapter if more than one quarter of PM peak hour trips generated by the development are retail in nature, as determined by the current ITE Trip Generation Manual.
- Z. Screen. The sole purpose of a "screen" is to block views. A screen should be constructed of opaque materials, the height of which will be effective in obstructing unwanted views (See also Buffer).
- AA. "Setback" means a prescribed distance or an area between one element and another (i.e., a building and the road right-of-way).
- BB. "Transparent/Transparencies" means a see-through panel, generally refers to glass. It can be windows, showcases, skylights and doors.
- CC. "Walkways" serve as pedestrian connectivity and interconnectivity to and through a development. Sidewalks are implied to be made of impervious materials. Pathways are implied to be made of pervious materials.
- DD. "Zoning Administrator" means the City of Ferndale Planning and Building Director or authorized designee. (Ord. 1400 § 2, 2006)

18.58.050 RETAIL MATRIX

The following matrix has been designed as a tool to identify which requirements of this chapter apply to specific developments. The matrix is intended as a reference only, and will not take the place of specific requirements contained in the remainder of the chapter, the Ferndale Municipal Code, or other applicable regulations.

x/x shall mean that requirements apply to developments with single tenants and multiple tenants. x/ shall apply only to single tenant developments, /x shall apply only to developments with multiple tenants.

	Small Retail: Facades Over 100 Feet	Outlying Retail	Remodel of Existing	20,000 - 49,999 SF	50,000 - 74,999 SF	75,000 - 124,999 SF	Over 125,000 SF
Site Design (FMC § 18.58.060)							
Deviations from Strict Guidelines	x/x		x/x				
Landscaping	x/x	x/x	x/x	x/x	x/x	x/x	x/x
Signs		x/x	x/x	x/x	x/x	x/x	x/x
Entrances		x/x	x/x	x/x	x/x	x/x	x/x
Building Setbacks and Buffers (R)	x/x	x/x	x/x	x/x	x/x	x/x	x/x
Parking Lot Design and Access		x/x	x/x	x/x	x/x	x/x	x/x
Smaller Retail Stores		x/x	x/x	x/x	x/x	x/x	x/x
Lighting and Glare (R)		x/x	x/x	x/x	x/x	x/x	x/x
Pedestrian Circulation		x/x	x/x	x/x	x/x	x/x	x/x
Outdoor Storage, Trash Collection and Loading Areas (R)	x/x	x/x	x/x	x/x	x/x	x/x	x/x
Central Features and Community Spaces		x/x	x/x	x/x	x/x	x/x	x/x
Transportation Consistency Requirements	x/x	x/x	x/x	x/x	x/x	x/x	x/x
Vacant or Abandoned Properties		x/x	x/x	x/x	x/x	x/x	x/x
Adaptive Reuse Plan or Demolition Bond			x/ (if over 50,000 sf)		x/	x/	x/

	Small Retail: Facades Over 100 Feet	Outlying Retail	Remodel of Existing	20,000 - 49,999 SF	50,000 - 74,999 SF	75,000 - 124,999 SF	Over 125,000 SF
Building Design (FMC § 18.58.070)							
Deviations from Strict Guidelines Permitted	x/x	x/x					
Facades and Exterior Walls (R)	x/x	x/x	x/x	x/x	x/x	x/x	x/x
Entryways		x/x	x/x	x/x	x/x	x/x	x/x
Smaller Retail Stores	/x	x/x	x/x	x/x	x/x	x/x	x/x
Detail Features	x/x	x/x	x/x	x/x	x/x	x/x	x/x
Roofs	x/x		x/x	x/x	x/x	x/x	x/x
Materials and Colors		x/x	x/x	x/x	x/x	x/x	x/x
EAGLE Compliance		Standard Compliance	Compliance Based on Square Footage	EAGLE Bronze	EAGLE Silver	EAGLE Gold	EAGLE Platinum
FEIA			Compliance Based on Square Footage	x/x*	x/x*	x/x	x/x
EIS			Compliance Based on Square Footage			x/x**	x/x
(R): Design Modifications Required Due to Proximity to Residential Use (D): Design Flexibility May be Considered * Developments with over 280 PM Peak Hour Trips Shall be Required to Submit an FEIA including a traffic study ** Developments between 75,000 and 125,000 square feet with less than 280 PM Peak Hour Trips may request that FEIA and EIS							

18.58.060 SITE DESIGN

A. Landscaping

1. GUIDELINE

- a. Landscape and buffering should contribute to visual quality and continuity within and between developments, provide screening and mitigation of potential conflicts between activity areas and site elements, enhance outdoor spaces, reduce erosion and stormwater runoff and mitigate air pollution.
- b. Whenever possible, the landscaping for such developments should provide open spaces that preserve or take advantage of natural features such as the view, significant stands of timber, or waterways.

2. STANDARDS

- a. All on-site landscaping, together with landscaping along frontage streets within the public right-of-way, shall utilize the adopted City of Ferndale landscaping standards (Chapter [18.74](#) FMC).
- b. Landscaping elements shall meet functional and visual purposes such as defining spaces, accommodating and directing circulation patterns, managing hardscape impacts, attracting attention to building entrances and other focal points, and visually integrating buildings with the landscape area.
- c. Landscaping shall complement the existing landscapes of different retail sites within a development and shall enhance the personal scale of a development by clearly defining pathways, entrance areas, plazas or public gathering spaces, parking areas, and access roadways.
- d. On-site stormwater management facility ponds shall be landscaped and fenced. Fencing shall be dark-colored and vinyl-coated. Landscaping shall be installed in conjunction with fencing to break up its linear features.

B. Signs

1. GUIDELINE

Signage planning within a development should be well coordinated and constructed with colors and materials and architectural style that complement those used on the principal structures on the site. Directional signage within a development should have a uniform look and be distributed so as to not cause confusion or inhibit the safe travel of vehicles and pedestrians throughout the site.

2. STANDARDS

- a. The style, size, color, and building material of all signs on the site shall be coordinated, including signs for any outparcel development, on-site directional signs, and signs to be located on the face of any structure. Colors and materials shall be in keeping with the colors used on the primary structure(s).
- b. A coordinated signage plan, allowing variation from the requirements of the City of Ferndale sign regulations (Chapter [18.80](#) FMC) can be approved for retail establishment sites involving two or more individual retail buildings, or for sites involving multiple tenants. The Zoning Administrator is authorized to allow for such variation so long as no maximum height requirements or total sign area for the site (as clarified in Chapter [18.80](#) FMC) is exceeded.

C. Entrances

1. GUIDELINE

Retail buildings 20,000 square feet or greater should feature multiple entrances to help reduce walking distances from cars, facilitate pedestrian and bicycle access from public sidewalks, and provide convenience. Multiple entrances should be used to mitigate the effect of the unbroken walls and neglected areas that often characterize building facades that face bordering land uses. Retail buildings should feature entrances that are coordinated with pedestrian networking and public connectivity to and through the entire site.

2. STANDARDS

- a. All sides of a principal building that directly face an abutting public or private right-of-way shall feature at least one customer entrance. Where a principal building 20,000 square feet or

greater directly faces more than two abutting public or private rights-of-way, this requirement shall apply to a minimum of two sides of the building, including the side of the building facing the primary street, and another side of the building facing a secondary street.

- b. Where additional stores will be located in the principal building, each such store shall have at least one exterior customer entrance, which shall conform to the above requirements.
- c. Side or rear walls that face walkways may include false windows and door openings defined by frames, sills and lintels, or similarly proportioned modulations of the wall, only when actual doors and windows are not feasible because of the nature of the use of the building, as determined by the Zoning Administrator.

D. Building Setbacks and Buffers

1. GUIDELINE

Appropriate setback and buffer provisions shall apply to retail establishments to mitigate the impacts associated with the proximity and unattractive view of blank walls, loading areas, storage areas, HVAC units, garbage receptacles, and other such features. The use of setbacks and other buffers and screening techniques can mitigate to some extent the visual impacts of these retail uses to adjacent land uses.

2. STANDARDS

- a. Setbacks shall accommodate the landscaping requirements found in the City of Ferndale landscaping standards.
- b. Where adjacent to residentially zoned or used sites, setbacks from interior property lines shall be equivalent to the greatest height of the building facade adjacent to said interior property line. Property lines along private drives and common property lines of commercial properties with integrated parking and access shall be exempt from this setback requirement.
- c. In such cases, where adjacent to residential sites, not less than 50 percent of the required setback width shall be a buffer, landscaped per the City of Ferndale landscape standards (Chapter [18.74](#) FMC).

E. Parking Lot Design and Access

1. GUIDELINES

- a. Off-street parking for commercial buildings should be designed to minimize visual impact. Parking areas should provide safe, convenient, and efficient access for vehicles and pedestrians. They should be distributed around large buildings in order to shorten the distance to other buildings and public sidewalks and to reduce the overall scale of the paved surface. If buildings are located closer to streets, the scale of the complex is reduced, pedestrian traffic is encouraged, and architectural details take on added importance. Outparcel development is highly encouraged to reduce the visibility of parking areas from public and private streets. To the greatest extent practicable, parking areas should be consolidated into multi-story parking areas or parking garages that are within the footprint of the structure.
- b. Combining driveway access points to parking lots and the numbers of curb cuts along arterial streets is encouraged.

2. STANDARDS

- a. No more than 50 percent of the off-street parking area for the entire property shall be located between the front facade within the front yard of the principal building(s) and the primary abutting street unless the principal building(s) and/or parking lots are screened from view by outlot development (such as restaurants) and additional tree plantings and/or berms.
- b. Large surface parking lots shall be visually and functionally segmented into several smaller lots.
 - i. Rest stations which include covered seating, garbage receptacle, and at least two canopy trees shall be provided at least every two hundred feet along pedestrian paths within parking lots.
- c. Parking garages or other similar structures shall be incorporated into the overall site design to provide for visual consistency and a sense of place within the development.
- d. Setbacks for parking lot layout shall be provided at a minimum of 10 feet from any public right-of-way (except for alleys). This setback or buffer area between the street or access road and the parking lot shall be consistent with the City of Ferndale landscape standards (Chapter [18.74](#) FMC).

- e. No parking shall be located between buildings on outparcel sites and public streets.
- f. Traffic calming techniques shall be encouraged for pedestrian safety.
- g. Adequate and easily accessible cart corrals shall be provided.
- h. Bicycle lanes shall be provided, where appropriate, on ingress and egress routes and shall be consistent with standards identified and adopted by the City of Ferndale.
- i. Commercial parking lots shall provide trash receptacles in a quantity sufficient for the size and nature of the business.
- j. Bicycle racks shall be provided and located in a well-lighted area and where visible from the entrance and/or parking area.
- k. Customer loading and unloading zones shall be provided.
- l. Automobile access to a site shall conform to the City of Ferndale development standards; however, it must also be consolidated with no more than 25 feet of driveway width allowed per 150 feet of street frontage.
- m. The required size, number, and maneuvering details related to parking spaces shall be as detailed in the City of Ferndale parking requirements (Chapter [18.76](#) FMC).

F. Smaller Retail Stores.

1. GUIDELINE

Smaller retail stores give a center a “friendlier” appearance by creating variety, breaking up large expanses, and exhibiting the variety of the site’s opportunities. Smaller stores within a development should be located along street frontages and at corners of public streets and private access drives wherever feasible to create a “village” look and break up parking areas to create a visual interest of the overall building arrangement. The standards presented in this section are directed toward those situations where additional, smaller stores, with separate, exterior customer entrances are located either in the principal buildings or on the development site.

2. STANDARDS

- a. In the case of commercial developments such as community shopping centers or retail centers over 20,000 square feet in size and typically focused around a major large tenant or “anchor” store, and supported by smaller “ancillary” retail shops and services located in multiple building configurations, the Zoning Administrator is authorized to:
 - i. Allow for more than 50 percent of the parking to be located between the front facade of the principal building and the primary street; and
 - ii. Allow for other deviations to the strict standards in this chapter pertaining to site arrangement and layout, provided the applicable guidelines and the purpose of this chapter are still met.
 - iii. Such deviations can be allowed when the following criteria are met:
 - (A) Smaller retail tenants are in close proximity to the major anchors within a short walk of their entrances.
 - (B) A portion of these smaller retail shops or services shall be located fronting onto the major arterial as separate building “pads” or footprints where the setback from the major street frontage does not exceed 50 feet, and when in a corner location the setback from the street frontage does not exceed 25 feet.
 - (C) The developments shall be located near major access drives to the shopping center.
 - (D) Anchor tenants are sited to have a side adjacent to the street with windows or display cases.
- b. Such smaller buildings shall be incorporated into the overall site design to provide for visual consistency and a sense of place within the development.

G. Lighting and Glare.

1. GUIDELINE

Minimum and maximum lighting standards should assure that retail centers provide safe vehicular and pedestrian access, while minimizing excessive or “spill-over” lighting and its negative off-site impacts. The extensive use of neon lighting is strongly discouraged. Lighting should be capped or otherwise directed, wherever feasible, so as to minimize light entering into the sky.

2. STANDARDS

- a. Illuminated signage and exterior building lighting shall be compatible with the architecture of the project and shall not detract from the visibility of surrounding buildings.
- b. Landscape and architectural lighting shall be used to illuminate building facades, building entrances, and feature or courtyard spaces.
- c. Night lighting must be provided for all pedestrian walkways and where stairs, curbs, ramps, and crosswalks occur.
- d. All exterior lighting fixtures in parking areas and driveways shall utilize cutoff shields or other appropriate measures to conceal the light source from adjoining uses and rights-of-way.
- e. Other lights shall be designed to avoid spill-over glare beyond the site boundaries.
- f. For those parking lots that are adjacent to residentially zoned land, the maximum height of light posts shall not exceed 18 feet.
- g. Lighting reduction and energy-efficient timer systems shall be required after normal business hours except for lighting that is mandated for general safety and security.

H. Pedestrian Circulation.

1. GUIDELINE

Comprehensive pedestrian walkway systems should provide user-friendly access from the parking area to the primary building, between businesses, and adjacent sites in such a manner that

pedestrians using walkways are required to traverse the vehicular parking aisle to the minimum extent possible.

2. STANDARDS

- a. A well-marked, continuous and protected path network, a minimum of five feet wide, must connect the principal entrance(s) of all buildings to:
 - i. Street crossings, public sidewalks, and transit stops.
 - ii. Other buildings on the site.
 - iii. Central features and community spaces.
 - iv. Pedestrian walkways of adjacent sites.
 - v. On-site parking areas.
- b. The applicant shall eliminate vehicle travel directly in front of the primary entrance, so as to establish a “vehicle free zone” between the parking lot and the primary structure(s). This zone shall be protected with bollards or other devices which may be removed in emergencies.
- c. Where located along the facade of any building containing a customer entrance, where adjacent to any customer parking area, where the gross ground floor area of a development exceeds 50,000 square feet, and where otherwise deemed appropriate by the Zoning Administrator to promote pedestrian safety or accessibility, such walkways shall be a minimum width of eight feet.
- d. Walkways shall feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, ground covers, or other such materials for no less than 50 percent of their length.
- e. Pedestrian walkways shall provide weather protection features such as awnings or arcades within 30 feet of all customer entrances, constructed parallel to the facade of the building, and having a width at least double that of the doorways over which they are located.

- f. To the maximum extent feasible, pedestrians and vehicles shall be separated through provisions of a walkway.
- g. Where complete separation of pedestrians and vehicles is not feasible, hazards shall be minimized by providing the following types of features:
 - i. Change in paving surface materials such as low maintenance pavers, bricks, stamped asphalt, or scored concrete.
 - ii. The use of landscaping, bollards, lighting and other means to clearly delineate pedestrian areas.
 - iii. The use of signs clearly identifying pedestrian crossing areas.
- h. All pedestrian walkways shall be well-lit, utilizing human-scale lighting features to promote pedestrian safety.
- i. All required internal walkways must be located and constructed as an integral part of existing walkways and must coordinate with the City's open space and recreation plan, where applicable.
- j. All pedestrian amenities shall meet ADA guidelines.

I. Outdoor Storage, Trash Collection, and Loading Areas

1. GUIDELINE

Loading areas and outdoor storage areas exert visual and noise impacts on surrounding neighborhoods and should be designed so that delivery and loading operations do not disturb adjoining neighborhoods. These areas, when visible and audible from adjoining properties and/or public streets, should be screened, recessed or enclosed. When such areas are insulated, the enclosures should conform to those used by the predominant materials and colors on the building. While screens and recesses can effectively mitigate these impacts, the selection of inappropriate screening materials can exacerbate the problem. Appropriate locations for loading and outdoor storage areas include areas between buildings, where more than one building is located on a site and such buildings are not more than 40 feet apart, or on those sides of buildings that do not have customer entrances.

2. STANDARDS

- a. Areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such uses shall not be visible from public or private rights-of-way.
- b. No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within 20 feet of any public or private street, public sidewalk, or internal pedestrian way.
- c. Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash dumpsters, trash compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets, and no attention is attracted to the functions by the use of screening materials that are different from or inferior to the principal materials of the building and landscape.
- d. Mechanical or HVAC equipment shall not be installed at ground level along any portion of a building facing a public or internal street unless such location is necessitated by the nature and design of the building it serves. A solid fence or wall and native plants shall screen such equipment.
- e. Non-enclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences. Materials, colors, and designs of screening walls and/or fences and the cover shall conform to those used as predominant materials and colors of the building. If such areas are to be covered, then the covering shall conform to those used as predominant materials and colors on the buildings. Such areas shall also be landscaped in accordance with Chapter [18.74](#) FMC.

J. Central Features and Community Spaces

1. GUIDELINE

Buildings should offer attractive and inviting pedestrian scale features, spaces and amenities. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Bus stops and drop-off/pick-

up points should be considered as integral parts of the configuration. Pedestrian ways should be anchored by special design features such as towers, arcades, porticos, pedestrian light fixtures, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces. The features and spaces should enhance the building and the center as integral parts of the community fabric.

2. STANDARDS

- a. Each retail establishment shall contribute to the enhancement of the community by providing amenities and public spaces based on the following ratio:

20,000 – 50,000 gross square feet	Two amenities
50,001 – 100,000 gross square feet	Three amenities
100,001 – 150,000 gross square feet	Four amenities
Over 150,000 gross square feet	To be determined (minimum six amenities)

The applicant may identify amenities from the list below, or propose additional amenities. The applicant shall submit their proposal to the appropriate City Board or Commission, which will recommend approval or denial to the Ferndale Planning Commission.

- i. Patio/seating area, including parking lot way-stations
- ii. Pedestrian plaza with seating and a covered structure that enhances the community space,
- iii. Transportation center,
- iv. Window shopping walkways,
- v. Outdoor play area,
- vi. Kiosk area,
- vii. Water feature,
- viii. Clock tower,
- ix. Steeple,

- x. Public safety lighting
 - xi. Public art, valued at not less than 1/10 of one percent of the total valuation of the project
 - xii. Public drinking fountain
 - xiii. Any other such deliberately shaped focal feature or amenity that adequately enhances the community space, as determined by the Zoning Administrator.
- b. Any such features and community spaces shall not be constructed of materials that are inferior to the principal materials of the building and landscape.
 - c. All such features and community spaces shall connect to internal or public walkways, and if present, to the bikeway network.

K. Transportation Consistency Requirements

1. GUIDELINE

Retail development will be evaluated based on its expected impact on the existing transportation system, and will be required to mitigate for those impacts through the construction of new improvements, in lieu payment of improvements, payment of traffic fees, or all of the above.

2. STANDARDS

- a. Pursuant to the Washington State Growth Management Act (GMA), State Environmental Policy Act (SEPA), the City's Comprehensive Plan, and other applicable regulations, the development shall provide appropriate road, curb, gutter, walkway, and signaling both on-site and off-site as necessary to accommodate traffic increase caused by the development.
- b. Areas shall be provided or designed to accommodate the WTA bus service program, where applicable. Such areas shall be connected to the main pedestrian walkway network.

L. Vacant or abandoned Properties

1. GUIDELINE

Structures or developments that have ceased operation shall not become a blight on the landscape. The property owner shall proactively address abandonment of large retail developments.

1. STANDARDS

- a. Vacant or abandoned properties, including, but not limited to, buildings, stormwater, parking, and landscaping, shall be maintained for the safety of the community, the local environment, and the visual impacts to the surrounding properties. Maintenance includes watering, trimming and pruning landscaping, promptly repairing damage, and prompt removal of graffiti. Signage on such properties shall be changed, if at all, in a visually attractive manner. Any covering of glass surfaces shall be done in such a way as to blend in with the rest of the building and in a visually attractive manner. Chain-link fencing to exclude trespass shall be permitted for not more than 120 days, after which it shall be removed or replaced with visually attractive fencing. (Ord. 1400 § 2, 2006)
- b. Single-purpose structures over 50,000 square feet shall be designed for adaptive reuse as follows:
 - i. Structures with interior wall heights over 22 feet must be engineered to structurally support second floors within the existing shell.
 - ii. Structure must be engineered to support windows covering not less than 30 % of all facades.
 - iii. Structure must be engineered to support skylights on not less than 10% of the roof.
 - iv. Structures with a depth of greater than 200 feet must include rear entrances and adjacent infrastructure improvements to support subsequent reuse of all areas of the building.
- c. In addition to item b, above, the developer shall provide the City with reuse plans which promote the reuse of the site for multiple users, showing multiple entryways, interior partitioning, segregation of parking lots, and any other items necessary for

the reuse of the structure. This plan shall be reviewed prior to occupancy.

- d. If the developer is unable or unwilling to comply with items b and c then **prior to occupancy** the developer shall be required to sign and record with the Whatcom County Auditor a Covenant to Bond for 150% of the estimated cost to demolish the structure. The City shall have the option of requiring forfeiture of the bond in the event of cessation of the primary business or businesses or the building is left vacant or substantially abandoned for a period of more than two years, or if the vacant or substantially abandoned structure has become a nuisance to the public as per the Ferndale Municipal Code (FMC § 8.08.010), and shall become a lien on the property.

The

estimate shall be based on the projected cost of demolition two years from the date of vacancy or substantial abandonment of the primary business.

18.58.070 BUILDING DESIGN

A. Facades and Exterior Walls

1. GUIDELINE

Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of retail buildings that are subject to this chapter, and provide visual interest that will be consistent with the community's identity, character, and scale. The intent is to encourage a more human scale that residents of Ferndale will be able to identify with their community. The resulting scale will ensure a greater likelihood of reuse of structures by subsequent tenants. Facades, exterior walls and entryways shall provide consistent architectural treatment. Where practical, vertical construction is encouraged for retail and mixed-use developments.

2. STANDARDS

- a. Regardless of building size, all facades greater than 100 feet in length, measured horizontally and visible from public or private streets, pedestrian walkways, public parking lots, or other areas which, in the opinion of the Zoning Administrator are now or are likely to be accessed by the public, shall incorporate wall plane projections or recesses having a depth of at least three percent of the length of the facade and extending at least 20 percent of

the length of the facade. No uninterrupted length of any visible facade shall exceed 100 horizontal feet.

- b. Facades that face public streets shall have a variety of arcades, display windows, entry areas, or awnings along no less than 60 percent of their horizontal length, unless the structural integrity of the building is at stake.
- c. All sides of the building shall include materials and design characteristics consistent with those on the front. Use of inferior or lesser quality materials for side or rear facades shall be prohibited.
- d. All building facades, visible to residentially zoned properties and/or public streets, shall comply with the City of Ferndale landscaping standards (Chapter [18.74](#) FMC).

B. Entryways

1. GUIDELINE

Entryway design elements and variations should give orientation and aesthetically pleasing character to the building. The standards identify desirable entryway design features.

2. STANDARDS

- a. Entryways for each principal building on a site shall utilize consistent architectural treatment with facades and exterior walls. Each principal building on a site shall have clearly defined, highly visible customer entrances featuring no less than three of the following:
 - i. Canopies or porticos;
 - ii. Overhangs;
 - iii. Recesses/projections;
 - iv. Arcades;
 - v. Raised corniced parapets over the door;
 - vi. Peaked roof forms;
 - vii. Arches;

- viii. Outdoor patios;
- ix. Display windows;
- x. Architectural details such as tile work and moldings which are integrated into the building structure and design;
- xi. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting;
- xii. A specific architectural element proposed by the applicant's architect that is acceptable to the Zoning Administrator.

C. Smaller Retail Stores

1. GUIDELINES

- a. The presence of smaller retail stores gives a center a "friendlier" appearance by creating variety, breaking up large expanses, and exhibiting the variety of the site's opportunities. Windows and window displays of such stores should be used to contribute to the visual interest of exterior facades. The standards presented in this section are directed toward those situations where additional, smaller stores, with separate, exterior customer entrances are located in the principal buildings or development site.
- b. Smaller retail stores less than 20,000 square feet and located within a regional center complex as a separate building pad should incorporate into their design structural enhancements similar to the principal structure. This would provide visual consistency and a greater sense of place within the center.

2. STANDARDS

- a. Where principal buildings contain additional, separate stores, which occupy less than 20,000 square feet of gross floor area, with separate, exterior customer entrances:
 - i. The street level facade of such stores shall be transparent between the height of three feet and seven feet above the grade of the walkway for no less than 60 percent of the horizontal length of the building facade for each such store.

- ii. Windows shall include visually prominent sills, shutters, recessed windows, or other forms of framing and shall not contain reflective glass.

D. Detail Features

1. GUIDELINE

Buildings should have architectural features and patterns that provide visual interest, at the scale of the pedestrian, reduce massive visual effects, and recognize local character.

2. STANDARDS

- a. Building facades shall include a repeating pattern that shall include no less than three of the elements listed below. At least one of these elements shall repeat horizontally. Each selected element shall repeat at intervals of no more than 30 feet, either horizontally or vertically.
 - i. Color change.
 - ii. Texture change.
 - iii. Material module change.
 - iv. Wall plane change, where the expression of architectural or structural bay is created through a change in plane no less than one foot in width, such as an offset, reveal, or projecting rib.

E. Roofs

1. GUIDELINE

Variations in rooflines should be used to add interest to, and reduce the massive scale of, large buildings. Roof features should complement the character of adjoining neighborhoods.

2. STANDARDS

- a. Rooflines shall be varied with a change in height every 100 linear feet in the building length.
- b. Parapets, mansard roofs, gable roofs, hip roofs, or dormers shall be used to conceal flat roofs and roof top equipment (such as HVAC units) from public view out to the site perimeter. Alternating lengths and designs may be acceptable.
- c. The average height of parapets shall not exceed 15 percent of the height of the supporting wall, nor at any point exceed one-third of the height of the supporting wall.

F. Materials and Colors

1. GUIDELINE

Exterior building materials and colors comprise a significant part of the visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with materials and colors used in adjoining properties.

2. STANDARDS

- a. Predominant exterior building materials shall be constructed with high-quality materials such as:
 - i. Brick masonry.
 - ii. Wood, large timbers.
 - iii. Sandstone.
 - iv. River rock and other native stone.
 - v. Tinted, textured, concrete masonry units.
 - vi. Transparency elements such as windows, showcases, skylights, display windows.
 - vii. Other similar high-quality building material.
- b. Front facades or facades visible from public or private streets or residentially zoned properties shall not include the following as the primary building material:
 - i. Smooth-faced concrete block.

- ii. Smooth-faced tilt-up concrete panels.
 - iii. Prefabricated steel panels.
 - iv. Highly reflective materials that produce glare are not permitted.
- c. Facade colors shall be of low reflectance, subtle, neutral colors, and blend well with the environment and not cause abrupt changes. The use of high intensity colors, metallic colors, black or fluorescent colors on the primary facade or wall is prohibited.
 - d. Building trim and accent areas, not to exceed 15 percent of any single building facade, may feature brighter colors, including primary colors, but neon tubing or the use of other high-intensity lighting is prohibited.
 - e. Window glass shall not be heavily tinted in a manner that reduces the visual link between indoors and outdoors. (Ord. 1400 § 2, 2006)