

Patti Gearhart

From: Michael Cerbone
Sent: Wednesday, January 14, 2026 7:20 AM
To: Kyla Boswell; City of Ferndale Comments
Subject: FW: Request to Add Relevant Commentary to Public Record for Tomorrow's Planning Meeting

FYI

Michael Cerbone, AICP
Phone: (360) 685-2367

NOTE: My e-mails are subject to public disclosure

From: Thomas Y <thomasleaf@gmail.com>
Sent: Tuesday, January 13, 2026 9:17 PM
To: Michael Cerbone <MichaelCerbone@cityofferndale.org>
Cc: Robert Pinkley <robertpinkley@cityofferndale.org>; Herb Porter <HerbPorter@cityofferndale.org>; McKenna Pinto-Gonzalez <McKennaPintoGonzalez@cityofferndale.org>; Jon Mutchler <jonmutchler@cityofferndale.org>; Ryan O'Larey <RyanOLarey@cityofferndale.org>; Susan Duncan <SusanDuncan@cityofferndale.org>
Subject: Request to Add Relevant Commentary to Public Record for Tomorrow's Planning Meeting

EXTERNAL EMAIL

Dear Michael and Ferndale Planning Team,

A few of us plan to attend tomorrow's planning meeting again.

I recently came across a highly relevant commentary on the challenges of mandating retail in developments. It's concise and directly pertinent to the proposed upzone. I kindly request that this be added to the public record for the meeting.

It highlights how zoning requirements that do not align with local market realities lead to poor outcomes for future residents and communities, particularly with forced mixed-use developments. Similarly, mandating excessively high densities in subareas that depart from future residents' preferences is also problematic. These issues align closely with concerns about the proposed Church/Vista upzone.

For your convenience, the link and a full transcription (since some may prefer not to click external links) include at the end of the message.

Thank you for your attention to this matter. I look forward to discussing it further at the meeting.

Best regards, Thomas Yip

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Link: <https://x.com/realEstateTrent/status/2011099205608292671?s=20>

"City governments across America, I want to tell you this. Requiring housing developers to build ground floor retail in order to approve their project is a lose-lose for the developer, for the tenant, and for the community.

You see, in order for retail to work we need two things:

- 1) you need lots and lots of foot traffic.
- 2) like it or not the reality is you need lots of parking

So what you're doing is just because you have this idea that we're going to create walkable communities where people are gonna wake up in the morning and go walk up and down these major boulevards to get coffee and go to yoga.

It is a terrible retail real estate and no good operator is gonna take that space

So what you have is housing developers with no experience in retail marketing spaces to inexperienced operators who end up taking that space naively, wasting a bunch of money leaving after two or three years.

So all you're doing is creating a bunch of eyesores and vacancies across America - we've all seen it.

There are areas where this works, urban area with a bunch of traffic but the reality is it's terrible product and that ground floor should really be used for more housing obviously think about all the units we're losing across America because we're forcing developers to create these terrible products.

So unfortunately just like the idea that forcing these zoning laws upon developers will create these amazing walkable communities on these major boulevards, is a fantasy."