TO: Berkley Master Plan Steering Committee

FROM: Ben Carlisle, AICP

Megan Masson-Minock, AICP

DATE: April 16, 2020

RE: Packet for April 21, 2020 Steering Committee

We hope this memo finds you and your family healthy, happy, and safe in these interesting times. Professional planners are already thinking differently due to the COVID-19 virus. Previous epidemics have led to changes in planning. The cholera outbreaks of the 1830s led to better municipal sanitation and the tuberculosis epidemic in New York in the early 20th century paved the way for improved public transit systems and housing regulations. While it's still too early to tell the lasting impact of the COVID-19 virus from a planning perspective, CWA is constantly reading and researching how it may impact our future lives in Southeast Michigan. We'll be sure to keep these changes in mind as part of the Master Plan.

Action to Date

Since the last time we met, we have done a series of both in-person and online engagement activities.

Pop Up Exercise

CWA in cooperation with the City held a series of pop up exercises asking four questions: 1). What do you like?; 2). What needs improvement?; 3). What needs change?; and 4) What is missing?

The pop up exercises were held at a Parks and Recreation Board meeting, a Planning Commission meeting, DDA Roundtable, Chamber Chat, Angell Elementary PTA, and via written comments on a board at the Library. In total, 277 comments were received. We have attached a spreadsheet with the results. The most common answers are in the table below:

	Pop up Exercises M	ost Common	Answers
Like	Safe	Change	Varied responses
	Schools		
	Family Oriented/Family Feel		
	Walkable		
Improvement	Sidewalks	Missing	Gathering Space / Parks
	Downtown (miscellaneous)		Events / Activities
	Entertainment Options		Teen Center / Things for Teens

Facebook Master Plan Group

The City created a <u>Facebook Group for the Master Plan</u> and is using that venue to ask the four questions from the pop-up exercise. Each question has been or will be followed up by a poll. This exercise is scheduled to end on Monday, April 20th. There was some rich discussion but also personal attacks. We feel the discussion has been worthwhile and we have built an audience with whom we can share other opportunities to participate in the Master Plan process. We invite you to read all the comments and bring your analysis to our meeting on Tuesday.

Zoom Interviews

CWA held three (3) group Zoom interviews with stakeholders on April 15th. We will compile the notes with previous interviews and have a report for you next month.

Shifting Community Engagement during Shutdown

Due to the Governor's shut down, we have readjusted our strategy with regards to community engagement. Our initial scope included two multiple day workshops. The first one was to be held in late spring. The workshops have been put on hold for now. We will reassess, in consultation with the Steering Committee, the future status of the workshops.

To maintain momentum and use the shutdown as an opportunity for input, we have shifted our short-term strategy to use online tools for engagement, including the Facebook group and the Zoom interviews. For at least the next few weeks, we are proposing the following on-line engagement activities:

- Berkeley by the Numbers (see attached description)
- On-line survey (see attached updated survey with your suggested edits). Please note that not all the edits sent to Erin were made and we will discuss them at our meeting.

We would like your input on both exercises including suggested changes and methods to invite participation.

We also would appreciate any suggestions for other ways we can keep momentum and interest going.

Role of the Steering Committee for On-line Engagement:

In this new mode of engagement, we need your help to invite people to engage and maintain a safe space for people to share. We ask you to use the classic quote, attributed to many sources, ""Is it true; is it kind, or is it necessary?" as a guideline:

• "Is it true?" We recognize that people will share incorrect information or what their perception of the situation. If you can share a correction with a verifiable source, please do. Also, you can always ask one of us, Erin, or Torri to address the situation.

RE: Steering Committee Packet April 16, 2020

- "Is it kind?" How you phrase things really matters. Look at whatever you have typed and ask how your most sensitive friend or family member would respond. Also, we bring our relationships into the equation, especially on-line. If you know that a response would be better taken if it came from the City or Carlisle Wortman, let us know your concern and we can respond accordingly.
- "Is it necessary?" We are having these conversations in order to find the three "whats" and that involves surfacing and hopefully creating agreement on actions. Will your response help that happen? As a steering committee member, your participation influences what people share and their perception of the process. Also, feel free to share your response personally with us, instead of on-line publicly. We will keep a log of that input, aggregate and share in the same way we will the interviews.

Thank you for serving on the Berkley Master Plan Steering Committee! We look forward to meeting with you next Tuesday evening!

Yours Truly,

CARLISLE WORTMAN ASSOC., INC.
Benjamin R. Carlisle, AICP, LEED AP

Principal

CARLISLE/WORTMAN ASSOC., INC. Megan Masson-Minock, AICP

Planner



Berkley By the Numbers!!!

Draft date: April 16, 2020

Description

Due to the Executive Orders issued by the Governor of Michigan in order lessen the impact of the COVID-19 epidemic, the in-person community engagement events and interactions planned for the Master Plan are no longer possible. The purpose of the exercise is for participants to know the context of the City as we make decisions about the master plan or the "What is..." This text is the basis for an on-line or paper quiz that individuals or households can complete and submit. Those with the closest scores will win prizes – such as a donation from a local business or a \$100 gift card to a local business. All population numbers will be taken from SEMCOG data for Berkley.

Berkley By the Numbers!!!

How well do you know Berkley? We want to know! The answers to the following questions describe the "What is..." of Berkley today, or our starting point as we plan for the future. Whoever comes the closest, get a prize with some consolation gifts for runner-ups!

- 1. How many people lived in Berkley in 2000?
- 2. How many people live in Berkley now?
- 3. How many seniors, people age 65 or older, live in Berkley now?
- 4. How many seniors, people age 65 or older, do think will live in Berkley in 2040?
- 5. How many kids, 18 years old or younger, live in Berkley now?
- 6. How many kids, 18 years old or younger, do you think will live in Berkley in 2040?
- 7. What percentage of residences are single-family houses in Berkley?
- 8. What percentage of residences in Berkley are rentals?

Berkley Master Plan: Berkley by the Numbers!

- 9. How many miles of roads are in Berkley?
- 10. How many municipal parking spaces are in Berkley?
- 11. How many on-street parking spaces are on Twelve Mile and Coolidge?
- 12. How many parks are in Berkley?
- 13. How many acres of parks are in Berkley?
- 14. How many bus stops are there in Berkley?
- 15. How many miles of bike lanes are there in Berkley?
- 16. How many acres is the cemetery?
- 17. How many acres is vacant land in Berkley?
- 18. How many municipalities send students to Berkley Schools? Name them (bonus point for each correct answer):
- 19. How many Berkley students ride the bus to school?
- 20. When was Berkley founded?
- 21. How many different programs did Parks and Recreation offer in 2019?
- 22. How many miles of sidewalks are there in Berkley?
- 23. How many trees did Berkley Department of Public Works plant in 2019?
- 24. How many people checked out a book from Berkley Public Library in 2019?
- 25. Bonus Question (10 extra points): How was Berkley named?

DRAFT: 4/9/20

This is a test survey. Please print to make edits or for your use as a Steering Committee member.

* Required Information

Berkley Master Plan 2020 Survey - Test Version for Steering Committee, updated April 16, 2020

We want to hear from you! We invite you to share your input as the City of Berkley develops a new Master Plan, a road map to guide Berkley from a known present to an unknown future. Your responses will help inform how the City plans for land use, development, reinvestment, transportation, and housing in Berkley. To learn more about the Master Plan, go

to http://www.berkleymich.org/departments/building_planning/masterplan.php.

Your vision and your opinions matter! Please take the time to complete the following 32 question, 15 minute survey. The survey is available online and can be accessed from the City's website. Although your individual responses are confidential, please feel free to skip any question you prefer not to answer.

Thank you in advance for completing the survey!

Berkley Master Plan 2020 Survey - Test Version for Steering Committee, updated April 16, 2020
Background Information
* 1. What is your relationship to the City of Berkley? (select all that apply) City of Berkley resident
☐ Business owner in City of Berkley
Place of work is in the City of Berkley
Parent of student in Berkley Schools
U Other (Please specify)
NOTE: Answer the below question only if answer to Q#1 is City of Berkley resident
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1a. How long have you lived in Berkley? (Select one option)
O Less than 1 year
O 1 - 5 years
O 6 - 10 years
O 11 - 20 years
21 - 30 years
More than 30 years
NOTE: Answer the below question only if answer to Q#1 is NOT (City of Berkley resident)
1a. If you don't live in Berkley, where do you live? (Select one option)
_
O Huntington Woods
Royal Oak
O Southfield
Oak Park
Other (Please specify)

2. Please select the term that best describes your residence. (Select one option)

Single-family house
Attached condominium or duplex
Apartment
Other (Please specify)
2a. Do you rent or own your place of residence? (Select one option)
Rent
Own

Berkley Master Plan 2020 Survey - Test Version for Steering Committee, updated April 16, 2020 **Likes and Changes** 3. Likes: What do you like best about Berkley? (check all that apply) Location in the region Quality of city services Small town feel Everything I need is nearby Recreational opportunities Quality of housing Quality of schools ☐ Special and community events Shopping Other (Please specify) 4. Changes: What changes would you like to see in Berkley? (check all that apply) More types of housing ☐ Increased safety for pedestrians ☐ More jobs ☐ Increased housing affordability ☐ More shopping options ☐ Better public transportation Better city services More recreational opportunities ☐ Increased parking Less parking ☐ Better access to bus system More bicycle paths or bicycle lanes ☐ Increased safety for bicyclists Other (Please specify)

Hot Button Issues

City of Berkley to plan for.

Berkley Master Plan 2020 Survey - Test Version for Steering Committee, updated April 16, 2020

The following questions are to gauge public sentiment about topics that have been

controversial to shape discussion	ns and deci	sions in th	e Master Pla	an.	
Housing 5. How important is it for the Cit groups?	y of Berkley	to plan fo	_	or the foll	owing
	Very Important	Important	Somewhat Important	Not Important	No Coninion
(a) Seniors (65+)	O	0	0	O	O
(b) Young adults (18-30)	0	0	0	0	0
(c) Young families (with children under 5)	0	0	0	0	0
(d) Disabled	0	0	0	0	0
(e) Low to moderate income households	0	0	0	0	0
(f) All income levels	0	0	0	0	0
Housing 6. How important is it for the Cit housing?	y of Berkley	to plan fo	or the follow	ing types	of new
-	Very Important	Important	Somewhat Important	Not Importan	No t Opinion
(a) Single-family houses	0	0	0	0	0
(b) Accessory dwelling unit or granny flat (typically less than 800 sq. ft.)	0	0	0	0	0
(c) Tiny houses (less than 800 sq. ft.)	0	0	0	0	0
(d) Small multiple family (Duplexes, triplex, quadplex)	0	0	0	0	0
(e) Townhouses	0	0	0	0	0
(f) Multiple-family, 3 stories or less	0	0	0	0	0
(g) Multiple-family, 4 stories or more	0	0	0	0	0

6a. Please share any type of housing not specified above that it is important for the

Housing 7. Please share any comments of	r thoughts:				
Parking 8. Parking has been identified as challenges you see in Berkley (se				eck the pa	nrking
☐ Too much parking					
☐ Not enough parking overall					
Parking requirements are too res	strictive				
Parking requirements are not res	strictive enou	ugh			
Parking on residential streets					
Parking on corridors (Coolidge, 1	1 Mile, 12 M	lile)			
☐ More municipal parking needed					
☐ More on-street parking needed					
Other (Please specify)					
Parking: 9. Please share any comments of the state of the	r thoughts:				
10. How important to you are the transportation?	following	issues rela	ited to acce	ssibility a	nd
	Very Important	Important	Somewhat Important	Not Important	No t Opinion
(a) Traffic volume		0	0	0	0
(b) Quality of roads	0	0	$\frac{0}{0}$	0	
(c) Quality of sidewalks		0	0	0	
(d) Access to bicycle lanes or paths for recreation	0	0	0	0	0
(e) Access to bicycle lanes or paths for commuting or daily travel	0	0	0	0	0
(f) Access to bus service	0	0	0	0	0
Transportation: 11. Please share any comments	or thoughts	5:			

Gathering Spaces 12. Gathering spaces have been identified as a want or need by some in the community. Rate what type of gathering spaces you want to see in Berkley on a 1-10 scale with 1 being the most desired and 10 being the least.											
(a) Outdoor plaza downtown	O	²	3	4 O	5	6	7 O	8	9	10 O	
(b) Seating areas along major streets	0	0	0	0	0	0	0	0	0	0	
(c) Small pocket parks along major streets	0	0	0	0	0	0	0	0	0	0	
(d) Renovate community center	0	0	0	0	0	0	0	0	0	0	
(e) Build new community center	0	0	0	0	0	0	0	0	0	0	
(f) Music pavilion	0	0	0	0	0	0	0	0	0	0	
Gathering Spaces 12a. Rate what type programming in gathering spaces you want to see in Berkley on a 1-10 scale with 1 being the most desired and 10 being the least.											
								see	in Be	rkley	on
								see 8	in Be	10	on
a 1-10 scale with 1 being the mos								_	9 O	-	on
a 1-10 scale with 1 being the mos (a) Festivals								_	9 O O	-	on
a 1-10 scale with 1 being the mos (a) Festivals (b) Concerts				0 be				_	9 O O	-	on
a 1-10 scale with 1 being the mos (a) Festivals (b) Concerts (c) Rentals for private events		2 O O	3 O O	4 O O	5 O O		7 O O	8 0 0	9 O O O	-	on
a 1-10 scale with 1 being the mos (a) Festivals (b) Concerts (c) Rentals for private events (d) Programs for adults	t des	2 O O	3 O O	0 be 0 O O	5 O O		7 O O	80000	9 O O O O	-	on

Berkley Master Plan	2020 Survey	- Test Version	for Steering	Committee,	updated	April
16, 2020						

Corridors: Greenfield, Coolidge, The following questions are to g those corridors to shape discuss	gauge public	sentiment a	bout differen				
Greenfield 14. The existing conditions on Greenfield, between Webster and 11 Mile, should remain the same: mostly single-family allowing other existing uses to stay but not expand. (Select one option) OAgreeOSomewhat agreeONeutralOSomewhat disagreeODisagree							
Greenfield 15. Please share your thoughts a	and commen	its:					
Coolidge 16. Please rate the current mix of and 12 Mile Roads?	of land uses	on <i>Coolidge I</i>	Highway betu	ween 11 Mile			
	Too little	Too much	Just right	No opinion			
(a) Retail	<u> </u>	<u>O</u>	<u> </u>				
(b) Restaurants	0	<u> </u>	0	O			
(c) Entertainment venues (movie theaters, night clubs, etc.)	0	0	0	0			
(d) Institutional (governments, schools, churches)	0	0	0	0			
(e) Office	0	0	0	0			
(f) Multiple-family	0	0	0	0			
(g) Mixed Use	0	0	0	0			
Coolidge 17. Please share your thoughts a	and commen	ts:					

Woodward 18. Please rate the current mix of land uses on Woodward between 11 Mile and 12 Mile Roads? Too little Too much Just right No opinion (a) Retail O O () \circ \circ 0 \bigcirc \bigcirc (b) Restaurants (c) Entertainment venues (movie \circ \circ O theaters, night clubs, etc.) (d) Institutional (governments, 0 \circ O schools, churches) O O \circ \circ (e) Office (f) Multiple-family \circ O \circ \circ O \circ \circ \circ (g) Mixed Use \circ (h) Research/Industrial Woodward 19. Please share your thoughts and comments: 11 Mile 20. Please rate the current mix of land uses on 11 Mile between Greenfield and Mortenson? Too little Too much Just right No opinion \circ \circ \circ \circ (a) Retail 0 0 O (b) Restaurants (c) Entertainment venues (movie \circ O O theaters, night clubs, etc.) (d) Institutional (governments, О schools, churches) \circ \bigcirc O O (e) Office \circ \circ (f) Multiple-family O \circ \circ \bigcirc O \bigcirc (g) Mixed Use (h) Research/Industrial

11 Mile

21. Please share your thoughts and comments:

¹² Mile

^{22.} Please rate the current mix of land uses on 12 Mile between Greenfield and Woodward?

(a) Retail	Too little	Too much	Just right	No opinion
(b) Restaurants	0	0	0	0
(c) Entertainment venues (movie theaters, night clubs, etc.)	0	0	0	0
(d) Institutional (governments, schools, churches)	0	0	0	0
(e) Office	0	0	0	0
(f) Multiple-family	0	0	0	0
(g) Mixed Use	0	0	0	0
24. Where would you support ne				
24. Where would you support ne				uses? le Greenfield
(a) Retail				
(a) Retail(b) Restaurants(c) Entertainment venues (movie				
(a) Retail(b) Restaurants(c) Entertainment venues (movie theaters, night clubs, etc.)(d) Institutional (governments,				
 (a) Retail (b) Restaurants (c) Entertainment venues (movie theaters, night clubs, etc.) (d) Institutional (governments, schools, churches) 				
 (a) Retail (b) Restaurants (c) Entertainment venues (movie theaters, night clubs, etc.) (d) Institutional (governments, schools, churches) (e) Office 				
 (a) Retail (b) Restaurants (c) Entertainment venues (movie theaters, night clubs, etc.) (d) Institutional (governments, schools, churches) (e) Office (f) Mixed use 	Coolidge V			
 (a) Retail (b) Restaurants (c) Entertainment venues (movie theaters, night clubs, etc.) (d) Institutional (governments, schools, churches) (e) Office (f) Mixed use (g) Multiple-family 	Coolidge V			

Berkley Master Plan 2020 Survey - Test Version for Steering Committee, updated April 16, 2020

26. Is there anything else you would like to be considered in the Master Plan? 27. What specific geographic areas or subjects should be addressed as part of the Master Plan, which have not been mentioned in this survey? **Demographic Information** 28. What is your age? (Select one option) O Under 25 O 25 - 34 O 35 - 44 O 45 - 54 O 55 - 64 O 65 and over 29. What is your gender? (Select one option) O Female O Male O Neutral 30. What is your racial or ethnic identity? (check all that apply) ☐ White African-American American Indian or Alaska Native

Asian/Native Hawaiian/Other Pacific Islander Other race Two or more races Hispanic or Latino ■ Not Hispanic or Latino Choose not to answer Other (Please specify) 31. Including yourself, how many people in your household are: 3 5 O O O O О (a) Under age 2 \bigcirc O (b) Ages 3 - 5 О О 0 O О (c) Ages 6 - 17 0 (d) Ages 18 - 25 0 0 (e) Ages 26 - 35 O 0 (f) Ages 36 - 44 0 0 0 0 (g) Ages 45 - 54 (h) Ages 55 - 64 (i) Ages 65+ 32. Where do you typically get your information about Berkley City and community affairs and programs? (check all that apply) City website Newspaper/Public hearing notice City/Public meetings ☐ TV/Radio ☐ Word of mouth Social media Other (Please specify)

Drat Test Survey: 4/16/2020

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You have now completed the survey! Click submit for your answers to be counted (or return your survey to Berkley City Hall if you completed a hard copy).
Thank you for your participation!
If you would like to be included in emails regarding further Master Plan activities, please provide an email address where you would like to receive updates.
Name and Address (optional)
Name:
Address: