Master Plan Steering Committee Meeting  
July 21, 2020

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<tr>
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<th>Matt Baumgarten - City Manager</th>
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<th>Sue McAlpine - ZBA</th>
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<td>P</td>
<td>Erin Schlutow - CD Director</td>
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<td>Andy Gilbert - DDA</td>
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<td>Ross Gavin - CC</td>
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<td>Tricia Losey - TB</td>
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<td>Lisa Kempner - PC</td>
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<td>Dan Mihaescu - BAC</td>
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<td>Mark Richardson - EAC</td>
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<td>Mike Kirby - Rec</td>
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<td>Kurt Hite</td>
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<td>Alexandra Donnelly</td>
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<td>Audra Rowley</td>
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<td>Carolyn Cregar</td>
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<td>Dan Hill - Staff</td>
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<td>Joe Bartus</td>
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<td>Torri Mathes - Staff</td>
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<td>CWA</td>
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- **Check-In**
  - Ben opened by sharing that the next steps is now focusing on What’s Important and Why It’s Important
  - Group checked in with a simple joy
- **Actions to Date**
  - Survey Report
    - Like the report but not a fan of the word mash as it may bring more questions than helps
    - One of the biggest takeaways from was there was a slight discrepancy in age but it was only minor
      - Note: CWA will pair this with census data when it comes out
  - Webinars & Drop Ins:
    - Zoom Focus Groups
    - Mission, Vision, Values
- **Focus Items - Corridors (Woodward, Neighborhoods, and Systems will be next month)**
  - Ben discusses overview uses of the corridors and its uses
  - Greenfield Road
    - Discussion of due to market economics and zoning, there isn’t much that can be done to the single-family home lot size
    - Zoning also only went in about half way in
Recommendations

- Move the zoning depth deeper and resize parcels
- Discussion of recommendations
  - Initial thoughts are uncomfortable
  - Discussion of meeting the need of housing diversity
  - Discussion of what multi-family looks like
    - Discussion the push back is tall apartment buildings but it can be zoned to not be
    - Discussion of the push back also being that it is a lot of homes
  - Discussion of the survey results (pg 7) and it not being clear on why it is needed
  - Discussion of the trends and desire to age in place, etc and Berkley needs to accommodate as time passes
  - Discussion of trying to anticipate the needs of people as best as possible but unsure that Greenfield is the best place to be
  - If not Greenfield, then where?
  - Discussion of the back of the development facing Ellwood so its engaged within the neighborhood
  - Discussion of whether of not the group envision of Greenfield being more than single family home
  - Discussion of a huge education component and understanding of the need for this

- 12 Mile Road
  - Discussion of “people streets” vs “auto streets"
  - Survey results were very strong for entertainment, retail, recreation
    - Discussion of the market results and parking for these types of developments
  - 12 Mile is currently set up for auto use
  - Layout on Coolidge is much more desired
  - Discussion of traffic control measures was in Downtown Master Plan and must be approved by the County
    - Discussion of pedestrian crossings supported but nixed by the County
  - Discussion of 12 Mile being the ideal to do road diet/traffic calming adjustments as it is has the least amount of traffic flow
  - Discussion of rezoning and if we should look at planning for deeper parcel depth for parking
    - Discussion of interest in mixed-used but there is a huge education component with this
    - Discussion of parking issue of there not being enough but not in the right spots
Discussion of looking at what the local business market trends are
Discussion of a mix of parking strategy and rezoning the depth
  Less painful if the City could look at parking alternatives

Coolidge Road
  Discussion of the competing results of people wanting more entertainment activities on Coolidge and the distaste for the road diet
    There was a negative reaction to the bike lane
    Discussion of not conflate the two
    Discussion of road diet not being the only way of traffic calming

Discussion of the overall sentiment of getting the public to understand that we can give them want but they have to give up things as well

Next Steps
  Corridors and Focus Items continued
  Drafting of Master Plan Sections
  Community Engagement
  Next Meeting: August 18, 2020