

Master Plan Steering Committee Meeting
 July 21, 2020

P	Matt Baumgarten - City Manager	P	Sue McAlpine - ZBA
P	Erin Schlutow - CD Director	A	Andy Gilbert - DDA
P	Ross Gavin - CC	P	Tricia Losey - TB
P	Lisa Kempner - PC	P	Dan Mihaescu - BAC
P	Mark Richardson - EAC	A	Mike Kirby - Rec
A	Kurt Hite	A	Alexandra Donnelly
P	Audra Rowley	A	Carolyn Cregar
A	Dan Hill - Staff	P	Joe Bartus
P	Torri Mathes - Staff	P	CWA

- 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:
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 - Zoom Focus Groups
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 - 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 or 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 what they 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