Master Plan Steering Committee Meeting
August 18, 2020

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<th>P</th>
<th>Matt Baumgarten - City Manager</th>
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<th>Sue McAlpine - ZBA</th>
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<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>Torri Mathes - Staff</td>
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<td>CWA</td>
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- **Check-In**
  - Ben thanked everyone for their continued work on the committee.

- **Actions to Date**
  - Vision, Mission, and Values were updated to reflect the changes the committee wanted.
  - The Planning Commission affirmed some items. See those notes for details.

- **Focus Items**
  - 11 Mile: What’s your vision for 11 Mile? What is missing?
    - Missing some parking lot areas. Parking could be a building block for businesses to move it.
    - Needs a lot of beautification to combat the industrial run down look that is happening there.
    - This road has the most opportunity since Oak Park is talking about all of the work they want to do in the area.
    - Would like to attract more cutting edge, such as research and development firms. Definitely develop more of a business tax base.
    - There is an industrial aspect because that is how it is zoned. That zoning has not worked in attracting industrial businesses.
    - Strong consensus to open up land uses more to allow more zoning flexibility to help reflect modern conditions.
    - Most people just want to see something there. A good place to do some form based code to get development started.
    - Definitely needs beautification, including trees!
○ Woodward: What's your vision for Woodward? What is missing?
  ■ We need to keep provisions for encouraging mass transit.
  ■ The parking in the front on Woodward is a draw back of the area. Eliminate the service drive.
  ■ Land use is more likely in restaurants, some retail if you can find it.
  ■ Would rather the parking be closer to the road to shield the residential from the commercial traffic.

○ What’re the assets on Woodward to build on?
  ■ Highest traffic count in the City, County, and State
  ■ The 11 Mile intersection to make it a more welcome entrance to the City.
  ■ The greenspace along the Cemetery and the entry area of the cemetery.
  ■ SMART routes from our bus stops.
  ■ The prestige of our businesses on Woodward.

○ Is expansion into the neighborhoods acceptable?
  ■ Could be tricky if we start deepening the commercial lots in all areas. Might be best to try other corridors and wait on Woodward.
  ■ DOT is a huge barrier to any work to be done on Woodward.
  ■ Purchasing residential to make for parking is inevitable. We'll need to corral this before it is done haphazardly.
  ■ Would the community consider a green alley?

○ Do you want to prepare for transit and transit oriented designs?
  ■ Yes.

○ What should Berkley’s image be on Woodward? Stand out or blend in? Willing to commit to efforts?
  ■ Would like to see something proudly telling people they are entering Berkley.
  ■ It is prestigious to be on Woodward and we should make it known. A little something at the cemetery entry would be great.

○ Should design guidelines be included in the Master Plan?
  ■ Having visuals is great. Definitely education and prefacing with these as concepts will help.
    ● CWA: It will be helpful if we do this with general lots and not any specific lot examples.
  ■ Consensus is to go ahead and plan on doing some design examples.

● Community Engagement
  ○ Walking Tours
    ■ Steering Committee and Planning Commission
    ■ Two times - 11 Mile / Greenfield and 12 Mile / Coolidge
  ○ Online Open House

● Next Steps
  ○ Neighborhoods and Systems
  ○ Drafting of Master Plan Sections
  ○ Next Meeting: September 15, 2020