

Master Plan Steering Committee Meeting
August 18, 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	A	Dan Mihaescu - BAC
P	Mark Richardson - EAC	P	Mike Kirby - Rec
P	Kurt Hite	P	Alexandra Donnelly
A	Audra Rowley	P	Carolyn Cregar
P	Dan Hill - Staff	P	Joe Bartus
P	Torri Mathes - Staff	P	CWA

- 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