PUBLIC NOTICE

CITY OF BERKLEY, MICHIGAN
REGULAR MEETING OF THE CITY PLANNING COMMISSION

Tuesday, January 28, 2020
7:00 PM - City Hall
Information: (248) 658-3320

CALL TO ORDER
PLEDGE OF ALLEGIANCE
ROLL CALL
APPROVAL OF AGENDA
APPROVAL OF MINUTES -- Meeting of December 17, 2019
COMMUNICATIONS
CITIZEN COMMENTS
ORDER OF BUSINESS

1. **PUBLIC HEARING:** Matter of Conducting a Public Hearing to review application PRZ-03-19; a proposed conditional rezoning for 1256 Franklin from RM, Multiple Family Residential to Parking District.

2. **CONDITIONAL REZONING REQUEST PRZ-03-19:** Joseph Aiello, 1256 Franklin, Parcel ID #25-17-257-024, is requesting a conditional rezoning from RM, Multi Family Residential District to Parking District.


4. **ZONING ORDINANCE TEXT AMENDMENT:** Matter of reviewing the proposed text ordinance amendment pertaining to public hearing notification requirements.

5. **DISCUSSION:** Review and discussion for ordinance amendments for modifying parking requirements.

6. **MASTER PLAN 2020:** Update on progress of Master Plan and the kickoff with the Master Plan Steering Committee.

LIAISON REPORTS
COMMISSIONER/STAFF COMMENTS
ADJOURN

Notice: Official Minutes of the City Planning Commission are stored and available for review at the office of the City Clerk.

The City of Berkley will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon four working days notice to the city. Individuals with disabilities requiring auxiliary aids or services should contact the city by writing or calling City Clerk, ADA Contact, Berkley City Hall, 3338 Coolidge, Berkley, Michigan 48072, (248) 658-3300.
THE REGULAR MEETING OF THE BERKLEY CITY PLANNING COMMISSION WAS CALLED TO ORDER AT 7:00 PM, DECEMBER 17, 2019 AT CITY HALL BY CHAIR KRISTEN KAPELANSKI.

The minutes from this meeting are in summary form capturing the actions taken on each agenda item. To view the meeting discussions in their entirety, this meeting is broadcasted on the city's government access channel, WBRK, every day at 9AM and 9PM. The video can also be seen, on-demand, on the city's YouTube channel: https://www.youtube.com/user/cityofberkley.

PRESENT: Mark Richardson  Kristen Kapelanski
Lisa Kempner  Greg Patterson
Martin Smith  Matt Trotto

ABSENT: Michele Buckler
Jeffrey Campbell
Tim Murad

ALSO PRESENT: Erin Schlutow, Community Development Director
Ross Gavin, City Council Liaison
Several members of the public

* * * * * * * * *

APPROVAL OF AGENDA
It was moved by Commissioner Richardson to approve the Agenda supported by Commissioner Patterson

AYES: Kempner, Patterson, Richardson, Smith, Trotto, Kapelanski
NAYS: None
ABSENT: Buckler, Campbell, Murad

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APPROVAL OF MINUTES
It was moved by Commissioner Trotto to approve the minutes from November 26, 2019 and supported by Commissioner Kempner.

AYES: Patterson, Richardson, Smith, Trotto, Kempner, Kapelanski
NAYS: None
ABSENT: Buckler, Campbell, Murad

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COMMUNICATIONS
Several communications were received regarding the multi-tenant development on Coolidge Hwy.
Memo from City Manager Matthew Baumgarten to City Council in regards to the creation and roster of the Master Plan Steering Committee. The City Council approved the roster of the Committee at the December 16, 2019 City Council meeting and the memo was provided to the Planning Commission as reference.

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CITIZEN COMMENTS
None.

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1. PUBLIC HEARING: Matter of Conducting a Public Hearing to review application SU-02-19 for outdoor dining at a proposed restaurant at 2485 Coolidge Hwy.

Community Development Director Schlutow summarized the staff's review letter related to the special land
use request SU-02-19. In the Coolidge District, outdoor dining is permitted after special land use approval. The Planning Commission shall review the request in relation to the criteria in the Zoning Ordinance and shall make a recommendation to the City Council. Council will have the final authority to grant or deny a special land use request.

Chair Kapelanski opened the Public Hearing at 7:08pm.

Ken Whitmore, 2650 Sunnyknoll Ave, appreciates the increase in outdoor opportunities. Concerns regarding the entrance off Sunnyknoll from the subject property and the potential increase in traffic through the residential neighborhood.

Chair Kapelanski closed the Public Hearing at 7:11pm.

2. **SPECIAL LAND USE: SU-02-19** Tomina Group, LLC is requesting special land use approval for outdoor dining at a proposed restaurant at 2485 Coolidge Hwy in the Coolidge District.

   Commissioner Richardson expressed concerns about the exterior lighting in the outdoor area. Stonefield Engineer Tim Ponton noted that there would be one or two wall lights inside the outdoor area. Hours of operation have not been finalized as the restaurant space has not been leased. Applicant Brian Tomina noted that they would not want a restaurant near the swim school that has late or long hours.

   Commissioner Smith noted that this would be an ideal spot for this type of use.

   Commissioner Smith motioned to recommend approval of SU-02-19 to City Council; special land use approval for outdoor dining at 2485 Coolidge Hwy, subject to the findings and conditions listed in the provided motion. Seconded by Commissioner Kempner.

   **AYES:** Richardson, Smith, Trotto, Kempner, Patterson, Kapelanski
   **NAYS:** None
   **ABSENT:** Buckler, Campbell, Murad

3. **SITE PLAN: PSP-08-19** Tomina Group, LLC, is requesting site plan approval for a multi-tenant building at 2485 Coolidge Hwy. Proposed uses include Aqua Tots (swim club), two retail establishments and a restaurant.

   Director Schlutow referenced December 7, 2019 review letter and explained the items that should be discussed by Planning Commission and addressed by the applicant.

   Engineer Tim Ponton provided an overview of the site and proposed development. Architect John Abro went over the exterior design of the proposed building, including color, materials, windows, lighting. Applicant Brian Tomina provided a general overview of the Aqua Tots businesses and how the use will fit with neighboring properties.

   Ken Whitmore noted his appreciation of the project contributing to the area and neighborhood. The aforementioned comment regarding the traffic pattern, he noted is appreciation for the project.

   Commissioner Kempner expressed concerns with parking, noting the existing Aqua Tots in Troy having similar parking issues. Applicant Brian Tomina noted that the hope is to pull some of the users from the busy Troy establishment to the Berkley property.

   Chair Kapelanski also noted concerns about parking and inquired about max capacity in the facility. Brian Tomina noted about 25 kids.

   Commissioner Smith inquired about the parking requirement for outdoor dining, noting that there are parking
issues throughout the city. The outdoor parking requirement was omitted from the submitted site plan, but the city staff review letter noted the requirement and the proposed parking layout does satisfy parking requirements for all proposed uses.

Chair Kapelanski inquired about shared parking agreements with adjacent property owners.

Commissioner Patterson noted that the applicant has satisfied the parking requirement in the Zoning Ordinance.

Applicant Brian Tomina understood the parking concerns of the Planning Commission and noted that he would do whatever possible to prohibit overflow parking into the residential neighborhood.

Commissioner Trotto inquired about on-street parking. Director Schlutow noted that there are 6-7 public parking spaces available on Coolidge Hwy that could be used by visitors to the businesses; however, on-street parking cannot be used toward the parking requirement calculations.

Commissioner Kempner noted that the use would fit with the community.

Commissioner Trotto inquired about the design elevations and proposed lighting.

Commissioner Smith noted the concerns in the review letter from City Engineer and discussed alternate size of the parking spaces that would provide additional area for sidewalks along the building, masonry wall, landscaping, elevations.

Applicants provided sample color and materials for Commissioners to review.

Chair Kapelanski inquired about the façade materials, specifically the windows along Coolidge Hwy.

Commissioner Smith motioned to approve with conditions site plan PSP-08-19 for multi-tenant building at 2485 Coolidge Hwy. Seconded by Commissioner Kempner.

Conditions include:

1. Applicant shall provide a sidewalk replacement plan for sidewalk areas along Coolidge Hwy and Sunnyknoll Ave.
2. Additional landscaping to be provided on-site within the parking islands and northeast corner of the property to enhance the aesthetic appeal of the property.
3. Applicant will provide percentage of window cover for front (east) façade of the building to ensure compliance with minimum/maximum requirement. Request the applicant to work with staff regarding the windows along the east façade.
4. Applicant has demonstrated the proposed location for mechanical equipment to service the building and will provide sufficient screening.
5. Depth of parking spaces to be reduced to 18 ft. Add 2 ft to the north landscaping and sidewalk and west side of the building.
6. Install traffic control signs prohibiting turns from subject property onto Sunnyknoll Ave towards residential neighborhood.
7. Repair, extend height of masonry wall along the west property line to the satisfaction of City Engineer in compliance with Zoning Ordinance.
8. Final site plan approval from City Engineer, DPW, Fire Marshal, City staff.

AYES: Smith, Trotto, Kempner, Patterson, Richardson, Kapelanski
NAYS: None
ABSENT: Buckler, Campbell, Murad
4. **DISCUSSION:** Matter of discussing ordinance amendment for public hearing notices.

Director Schlutow summarized the December 5, 2019 review letter explaining the proposed amendment for public hearing notices on temporary signs.

Commissioner Patterson motioned to set a public hearing for next Planning Commission meeting to discuss zoning ordinance amendment for public hearing notices on temporary signs. Seconded by Commissioner Kempner.

5. **DISCUSSION:** Matter of discussion for ordinance amendment for projects requiring site plan approval.

Director Schlutow summarized the December 10, 2019 review letter and referenced areas of the Zoning Ordinance where there are discrepancies between sections, as well as noted interest from Planning Commission to discuss sections of the ordinance that pertain to projects that require site plan approval.

Chair Kapelanski noted that there were members of the Planning Commission that would be interested in participating in the discussion for projects requiring site plan approval.

*LIAISON REPORTS*
Commissioner Trotto was not able to attend the monthly DDA meeting
Chair Kapelanski inquired about the status of the marihuana ordinance
Commissioner Richardson noted the Environmental Committee met discussed the WaterTowns Project, meeting schedule for 2020, and Energy Plan.

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*STAFF/COMMISSIONER COMMENTS*
Commission wished everyone Happy Holidays.

Commissioner Smith expressed interest in reviewing parking length of 18 ft. with 2 ft. overhang when discussing parking ordinances.
Additionally, Commissioner Smith noted the La Salette development and the parking requirement that eliminated green space. Smith noted that it might be beneficial to allow reduction in parking requirement during site plan review process.

*With no further business, the meeting was adjourned at 9:37pm.*
**Instructions to Applicant:** This application must be submitted with 18 copies of a plan, survey or map showing all lots and areas to be rezoned and surrounding area within at least 100 feet of property to be rezoned. Fee: $600.00. If an application is withdrawn more than 3 weeks prior to the meeting date, 90% of the fee will be refunded. If the application is withdrawn less than 3 weeks prior to the meeting, no refund will be given.

**Applicant:**

Name: Joseph Aiello  
Phone: (561)531-0537  
Complete Address: 1256 Franklin Rd, Berkley Mi 48072

**Property Owner:** (If different than above)

Name: Mike G Standard  
Phone:  
Complete Address: 1256 Franklin Rd, Berkley Mi 48072

**Description of Property to be Rezoned:**

Street Address: 1256 Franklin Rd, Berkley Mi 48072

Between Wiltshire Rd And Dorothea Rd

Lot Number: Lot #

Subdivision: Vinsetta Park

Sidewell Number: 25-17-257-024

Zoning: Present: Multiple Family Residential  
Proposed: Parking District

Signature of Applicant  
Date: Dec 16 2019

**Office use only (account #1019)**

Date Application Received: 12-10-19  
Fee: $600  
Receipt Number: PRZ-03-19

Hearing Date:  
Case Number: PRZ-03-19

Planning Commission Hearing:  
City Council, First Reading:  
City Council, Second Reading:  

January 2017
CONDITIONAL REZONING AGREEMENT

This Conditional Rezoning Agreement (“Agreement”), dated January ____, 2020, is entered into by and between Joseph Aiello, on behalf of a Michigan Limited Liability Company to be formed, whose address is 32411 Mound Road, Warren, Michigan 48092 (“Developer”) and the City of Berkley, a Michigan municipal corporation, whose address is 3338 Coolidge Highway, Berkley, Michigan 48072 (“City”).

RECITALS:

A. Developer has submitted to the City an Application for Rezoning with respect to the real property and improvements thereon located at 1256 Franklin Road, which are more particularly described on Exhibit A attached hereto (the “Property”).

B. The Rezoning Application seeks to rezone the Property from Multi-Family Residential (RM) to Parking (P-1) to provide adequate parking for the applicant’s business to be located at 28453 Woodward as a marihuana provisioning center and a marihuana retailer (when permitted by the City of Berkley).

C. Section 405 of the Michigan Zoning Enabling Act (MZEA)(MCL 125.3405) allows an owner seeking a rezoning to voluntarily propose conditions regarding the use and/or development of land as part of the rezoning request. In connection with Developer’s Rezoning Application, Developer desires to voluntarily offer certain conditions to the rezoning, as set forth below, in accordance with the Michigan Zoning Enabling Act, Act 110 of 2006, as amended.

D. The City, by action of its City Council at its meeting of ________________ 2020, has accepted the voluntary conditions offered by Developer, and such conditions are mutually understood and acknowledged to be a material inducement underlying the City’s approval of the rezoning and entry into this Agreement.

The parties agree as follows:

1. Developer agrees that, if the Property is rezoned from (RM), Multiple Family Residential to (P-1) Parking, the following conditions and covenants shall apply to the rezoning (the “Rezoning Conditions”):

   (a) The rezoning designation as parking shall be contingent on the award of a marihuana provisioning center license to Yellow Tail Ventures, Inc. by the City of Berkley. If Yellow Tail Ventures Inc. is not awarded a marihuana provisioning center license within one year from the
date of this Agreement, the property shall revert to its former zoning designation as RM, Multiple Family Residential;

2. The covenants and conditions set forth in this Agreement, including the Rezoning Conditions, shall constitute covenants, conditions and restrictions that run with the Property and shall be binding on the parties hereto and their respective successors and assigns.

3. This Agreement, or a memorandum thereof, shall be recorded by Developer with the Oakland County Register of Deeds.

4. This Agreement embodies the entire understanding between the parties with respect to the transaction contemplated herein. All prior or contemporaneous agreements, understandings, representations, warranties and statements, oral or written, are superseded by and merged into this Agreement.

5. This Agreement shall be governed by and construed in accordance with the laws of the State of Michigan.

6. This Agreement may only be amended by written agreement of the City and Developer or any successor in title. In addition, any amendment to this Agreement shall also require the signature of the owner of the Property, if different than Developer.

7. This Agreement may be executed in multiple counterparts, each of which shall be deemed an original and all of which shall constitute one agreement. The signature of any party to any counterpart shall be deemed to be a signature to, and may be appended to, any other counterpart.

Signatures on following pages
Developer Signature page to Conditional Rezoning Agreement

The parties hereto have executed this Agreement as of the year and date set forth above.

“DEVELOPER”

________________________________
Joseph Aiello, on behalf of a Michigan
Limited Liability Company to be formed

STATE OF MICHIGAN    )
                      ) ss.
COUNTY OF OAKLAND    )

The foregoing Conditional Rezoning Agreement was acknowledged before me this ______ day of ___________________________ 2020, by Joseph Aiello, on behalf of a Michigan Limited Liability Company to be formed.

________________________________
Notary Public
___________ County, Michigan
Acting in ___________ County, Michigan
My Commission Expires:
CITY:

City of Berkley,
a Michigan municipal corporation

_____________________________
Daniel Terbrack
Its: Mayor

STATE Of MICHIGAN   )
) ss.
COUNTY OF OAKLAND    )

The foregoing Agreement was acknowledged before me this _____ day of ___________________ 2020, by Daniel Terbrack, the Mayor of the City of Berkley, a Michigan municipal corporation, on behalf of such municipality.

_____________________________  Notary Public
County, Michigan
Acting in County, Michigan
My Commission Expires:
City Clerk Signature page to Conditional Rezoning Agreement

CITY:

City of Berkley,
a Michigan municipal corporation

____________________________
Victoria Mitchell
Its: City Clerk

STATE OF MICHIGAN )
) ss.
COUNTY OF OAKLAND )

The foregoing Agreement was acknowledged before me this ___ day of ______________ 2020, by Victoria Mitchell, the City of Clerk of the City of Berkley, a Michigan municipal corporation, on behalf of such municipality.

____________________________
Notary Public
County, Michigan
Acting in County, Michigan
My Commission Expires:
Owner Signature page to conditional Rezoning Agreement

The undersigned owner of the Property described on Exhibit A attached hereto, hereby consents to the foregoing Conditional Rezoning Agreement and acknowledges and agrees that the Property shall be bound by the foregoing Conditional Rezoning Agreement.

“Owner”

__________________________
Michael Grozenski

STATE OF MICHIGAN   )
 ) ss.
COUNTY OF   )

The foregoing Agreement was acknowledged before me this _____ day of __________________________ 2020, by Michael Grozenski.

__________________________
Notary Public
County, Michigan
Acting in County, Michigan
My Commission Expires:

Drafted by and when recorded return to:
Aaron D. Geyer, Esq. (P-39889)
32411 Mound Road
Warren, Michigan 48092
(586) 303-2211
aaron@chrisaiello.com
Property located in the City of Berkley, County of Oakland, State of Michigan, described as:

Sec 17, T1N, R11E, Lot 425 Vinsetta Park Subdivision as recorded in Liber 12, Page 30 of Plats, OCR

Tract: 1700002011
Assessor's Parcel Number: 25-17-257-024
MEMORANDUM

To: Berkley Planning Commission
From: Erin Schlutow, Community Development Director
Subject: PRZ-03-19; 1256 Franklin – Conditional Rezoning to Parking District
Date: January 16, 2020

Dear Planning Commissioners:

The applicant, Joseph Aiello, has submitted an application for conditional rezoning for the property occupied by the current unoccupied duplex residential structure at 1256 Franklin. The request is to rezone the property from RM, Multiple Family Residential to Parking District. Parcel ID # 25-17-257-024, Lot 425 of Vinsetta Park Subdivision, is approximately 9,147 sq. ft. (0.21 acres) in area and is located on the north side of Franklin Rd, west of Woodward Ave. The property is zoned RM, Multiple Family Residential.

Under the Michigan Zoning Enabling Act PA 110 of 2006, as amended, Section 405 permits an applicant to voluntarily offer conditions to a rezoning application. Specifically, Sec. 405 states the following:

125.3405 Use and development as land as condition to rezoning.

Sec. 405. (1) an owner of land may voluntarily offer in writing, and the local unit of government may approve, certain use and development of the land as a condition to a rezoning of the land or an amendment to a zoning map.

(2) In approving the conditions under subsection (1), the local unit of government may establish a time period during which the conditions apply to the land. Except for an extension under subsection (4), if the conditions are not satisfied within the time specified under this subsection, the land shall revert to its former zoning classification.

(3) The local government shall not add or alter the conditions approved under subsection (1) during the time period specified under subsection (2) of this section.

(4) The time period specified under subsection (2) may be extended upon the application of the landowner and approval of the local unit of government.
(5) A local unit of government shall not require a landowner to offer conditions as a requirement for rezoning. The lack of an offer under subsection (1) shall not otherwise affect a landowner's rights under this act, the ordinances of the local unit of government, or any other laws of this state.

The applicant has provided a condition to the rezoning that is set forth in the attached Conditional Rezoning Agreement, which may be recorded at the request of either party. The condition set forth in this Agreement is as follows:

(a) The rezoning designation as parking shall be contingent on the award of a marihuana provisioning center license to Yellow Tail Ventures, Inc. by the City of Berkley. If Yellow Tail Ventures, Inc. is not awarded a marihuana provisioning center license within one year from the date of this Agreement, the property shall revert to its former zoning designation as RM, Multiple Family Residential.

The Agreement has been reviewed by the City Attorney.

In summary, the applicant is proposing to demolish the existing multi-family structure and construct a surface parking lot that would support the proposed marihuana business on Woodward Ave. If the conditional rezoning is approved, the applicant shall submit a site plan for the parking area that will be subject to review and approval by the Planning Commission.

**ZONING AND LAND USE**

The properties surrounding 1256 Franklin include commercial, parking, and single and multiple family residential.

<table>
<thead>
<tr>
<th>Property</th>
<th>Occupant</th>
<th>Land Use</th>
<th>Zoning District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject site</td>
<td>Vacant building (1256 Franklin)</td>
<td>Duplex; multiple family residential</td>
<td>RM, Multiple Family Residential</td>
</tr>
<tr>
<td>North</td>
<td>Parking Area</td>
<td>Parking</td>
<td>Parking</td>
</tr>
<tr>
<td>East</td>
<td>Law office (28471 Woodward)</td>
<td>Office</td>
<td>Woodward</td>
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<tr>
<td></td>
<td>Accountant office (28453 Woodward)</td>
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<td></td>
<td>Central Properties Group (28401 Woodward)</td>
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</tr>
<tr>
<td>South</td>
<td>Two-unit residential (1247 Franklin)</td>
<td>Multiple family residential</td>
<td>RM, Multiple Family Residential</td>
</tr>
<tr>
<td></td>
<td>Three-unit residential (1241 Franklin)</td>
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</tbody>
</table>
The commercial properties along Woodward Ave. to the north and southeast of the subject property have dedicated rear parking adjacent to the western residential properties. A rezoning of the subject property would follow the existing land use pattern for properties abutting Woodward Ave. and would serve to support the Woodward corridor.

**MASTER PLAN**

The City’s Master Plan was adopted in 2007 and updated in 2017. The City is currently in the process of updating the Master Plan. The Future Land Use Plan designates the entire site as General Commercial & Service, as part of the commercial / mixed use corridor on Woodward Ave. Properties to the east, south, and west are also designated as General Commercial & Service, while the property to the north is designated as office / medical.
The 2007 Master Plan provides summaries and details for the future land use categories affiliated with the Future Land Use Map. General Commercial and Service land uses are summarized, as follows:

- **Intended Land Uses.** General Commercial and Service uses tend to cater to automobile traffic from a broader market area and may include retail stores, hotels and motels, restaurants (including drive-through), automobile sales and services, and personal service establishments.

- **General Character Description.** Because much of this area is already developed, the challenge will be in encouraging redevelopment and consistently requiring site upgrades as development occurs, including improved site design, access management, building facades and landscaping.

- **Key Changes.** The Woodward frontage within Berkley has been underperforming, compared to its Royal Oak counterpart on the east side of the street. This is due, in part, by the depth of lots and the amount and size of available developable land. The Future Land Use Plan calls for additional land to be devoted to General Commercial and Service to better accommodate quality businesses in Berkley, which is shown as a dashed red oval on the Future land use map. As opportunities arise for expanding commercial development along Woodward in this vicinity, the City may wish to extend this district.

Based on the above description of the General Commercial and Service land uses in the Master Plan, additional parking areas would serve to accommodate and attract businesses that would contribute to the Berkley community.

### DEVELOPMENT POTENTIAL

The existing multiple family residential structure needs general site improvements and maintenance. The current zoning classification permits the property to be used for multiple family, single family, mixed use specifically for private professional office with residence serving the professional, boardinghouse, municipal building or uses. The subject property can be developed in compliance with the land uses permitted in the Zoning Ordinance.

The applicant is proposing to develop the subject property with a surface parking lot that will service the proposed marihuana business on Woodward Ave. The lack of parking for the commercial properties on Woodward Ave. has prohibited development or occupancy of these structures. The 2007 Master Plan noted the challenge in encouraging redevelopment in the general commercial and service properties and that sites would require site upgrades.

### PUBLIC SERVICES AND UTILITIES

Upon approval of the conditional rezoning, the development and construction of the proposed surface parking area would require site plan approval from the Planning Commission. Engineering review and
approval would be required during site plan review to ensure the design and stormwater mitigation complies with City and County engineering standards.

FINDINGS OF FACT

The Zoning Ordinance requires the Berkley Planning Commission make written findings of fact and submit with its recommendations to the City Council within 30 days of receipt of the application, and at the conclusion of the public hearing. Where the purpose and effect of the proposed amendment is to change the zoning classification of a particular property, the planning commission shall make findings based upon the evidence presented to it in each specific case with respect to the following manners:

1) **Existing uses of property within the general area of the property in question;**

   The land uses along Woodward Ave. surrounding the subject property are predominately commercial. Properties to the rear of those Woodward Ave. commercial properties have been developed for surface parking areas and support the commercial businesses along the major thoroughfare.

   As many of the properties abutting the commercial corridor along Woodward Ave. have been developed for surface parking, it would be compatible with surrounding land use patterns to rezone the subject site, as requested.

2) **The zoning classification of property within the general area of the property in question.**

   The same comments regarding existing uses pertains to zoning patterns. The proposed rezoning to Parking would not be incompatible with surrounding zoning patterns, specifically the properties abutting the commercial business on Woodward Ave.

3) **The suitability of the property in question to the uses permitted under the existing zoning classification;**

   Development of the subject property from multiple family housing to parking would serve the future business owner of the commercial properties on Woodward Ave. On the other hand, it would eliminate a property designated for multiple family housing, which is a housing type that is not prevalent within the City of Berkley.

4) **The trend of development, if any, in the general area of the property in question, including changes, if any, which have taken place in its present zoning classification; and**

   In general, there is a growing need for parking along Woodward Ave. to support new businesses. If the subject property does not contain sufficient parking, applicants have entered into shared parking agreements or tend to lease properties in close proximity to municipal parking lots. The only other option afforded to potential business owners is to purchase properties adjacent to the proposed commercial business and construct a surface lot to support the business.
It is worth noting, however, that the demolition of the existing multi-family structure removes a much-needed multi-family housing option that is lacking in the City. The 2017 Future Land Use Amendment recognized the lack of housing diversity in the City and notes the need for additional multiple family housing. The resolution adopting the Master Plan Amendment concludes that diverse housing stock will provide quality housing opportunities to residents regardless of age, ability, or income.

Rezoning the subject site would support the commercial corridor on Woodward Ave. but would reduce the availability of multi-family housing options for future Berkley residents.

5) **The objectives of the current master plan for the city.**

The same comments set forth in #4, above, are applicable.

The Berkley Planning Commission shall not recommend the adoption of a proposed amendment unless it finds that the adoption of such amendment is not detrimental to the public interest. The Planning Commission may recommend the adoption of an amendment changing the zoning classification of the subject property to any classification less intensive than that requested by the applicant.

Upon recommendation from the Planning Commission, the City Council shall have the authority to approve the proposed rezoning of the subject property from RM, Multiple Family Residential to Parking District.

If you have any questions about this application or need additional information, please contact me at any time.

Sincerely,

Erin Schlutow
Community Development Director

Cc: Matthew Baumgarten, City Manager
    Victoria Mitchell, City Clerk
    John Staran, City Attorney
    Joseph Aiello, michiganmedical@icloud.net
    Ian Whitelaw, ianwcpq@gmail.com
    Chis Aiello, chris@chrisaiello.com
    Aaron Geyer, aaron@chrisaiello.com
MEMORANDUM

To: Berkley Planning Commission

From: Erin Schlutow, Community Development Director

Subject: Zoning Ordinance Amendment – Public Hearing Notice Requirements

Date: January 20, 2020

The Michigan Zoning Enabling Act 2006, as amended, requires a public hearing for planning and zoning requests that may impact public health, safety, welfare, as well as neighborhood and community character. Such requests include rezoning of a property, special land use, use and dimensional variances, zoning map and text amendments, planned unit developments, etc.

The MZEA specifies that the public hearing notice shall be published in a mass circulation newspaper at least 15 days prior to the scheduled meeting, and to send such notice by mail to the property owners within 300 ft. of the subject property. The above state law reflects the bare minimum notification requirements, but the Act does not preclude a community from requiring additional public notices for such applications.

The Berkley Public Participation Plan, adopted in 2018, set the goal to move beyond the status quo in regards to engage and notify the public of developments and projects that would impact property owners. The City has implemented two (2) such policies to alert the public of such hearings within the City:

1) set a temporary sign at the property subject to a public hearing, and,
2) upload the public hearing notice on the City website.

Such activities will alert the public who did not see the newspaper notice or reside outside the 300 ft. radius from the subject property. In order to provide consistency with these methods of notification already in practice, we recommend codifying the requirements within the Zoning Ordinance. This will ensure the notification practices continue beyond the tenure of the current city administration and provides stability in expectations from community business owners and residents.

In making such addition to the current Zoning Ordinance, it was noted that the public hearing requirements are included in several sections, each in reference to a specific application process. This will cause a number of amendments to several sections of the Ordinance to ensure that each planning and zoning application follows the same public hearing notice process.
Therefore, we further recommend codifying one new section of public hearing notifications that will be referred to by each planning and zoning request subject to a public hearing. This will provide one point of reference for all planning and zoning requests that are subject to a public hearing and will eliminate redundancies in the Zoning Ordinance.

Currently, the notification requirements for public hearings are located within the following sections, based upon the nature of the request: Section 138-584 (Amendments), Section 138-605 (Variance), Section 138-625 (Appeals), and Section 138-656 (Special Land Use).

Included is draft language for the public notice requirements that would be codified into a new section of the Zoning Ordinance; Section 138-552.

We look forward to reviewing this with you at the upcoming Planning Commission meeting.

Sincerely,

Erin Schlutow
Community Development Director
The following is a proposed amendment to Section 138-552 of the City of Berkley Zoning Ordinance. Proposed additions are underlined and proposed deletions are in strikethrough.

Sec. 138-552. Public hearing notification requirements.

This section shall present the basic provisions which shall apply to the following applications that require a public hearing:

Amendments (including rezonings);

Variances;

Special land uses;

Planned development.

A. Public notice. The following public notice procedure shall apply for any public hearing:

1. Notice contents. The notice shall contain the following information, where applicable:
   a. A description of the nature of the application and the purpose of the public hearing;
   b. A statement indicating the applicable sections of the Zoning Ordinance;
   c. Address and parcel number of the property/properties subject to the public hearing;
   d. A statement of when and where the public hearing will be held;
   e. A statement of when and where comments can be sent concerning the application.

2. Newspaper publication. The notice of the public hearing must be published in the newspaper of record or a newspaper of general circulation within the City not less than 15 days prior to the date of the hearing.

3. Mailed notice. The notice of the public hearing must be mailed to owners and occupants of all properties and structures within 300 feet of the subject site, including
those outside of the City, if applicable. Notices must be postmarked not less than 15 days prior to the date of the hearing.

Such notice shall be delivered in person or by mail addressed to the respective owners at the address given in the last assessment roll. If the tenant’s name is not known, the term “occupant” may be used. Notification need not be given to more than one occupant of the structure, except that if a structure contains more than one dwelling unit of spatial area owned or leased by different individuals, one occupant of each unit shall receive notice. In the case of a single structure containing more than four dwelling units or spatial areas leased by different individuals, notice may be sent to the manager or owner who shall be requested to post the notice at the primary entrance of the structure.

4. City website notice. The notice of the public hearing shall be posted on the City website not less than 15 days prior to the date of the hearing.

5. Temporary sign on subject property. A temporary sign shall be placed in the front yard on the subject property of a public hearing not less than seven (7) days prior to the hearing date.

   a. Public hearing signs shall be provided by the City of Berkley placed on the subject property with the permission of the property owner.

   b. If the property is located on a corner lot, one public hearing sign shall be placed on each corner facing a street.

   c. If the property is located in a district without an established front or side yard, the sign may be placed in the street-facing window of the principal structure on the subject property.
The following is a proposed amendment to Section 138-584 of the City of Berkley Zoning Ordinance. Proposed additions are underlined and proposed deletions are in strikethrough.

Sec. 138-584. – Notice of hearing.

Not less than 15 day’s notice of time and place of such hearing shall be published at least once in the official newspaper or a newspaper of general circulation within the city not less than 15 days before such hearing. If an individual property owner or several adjacent properties are proposed for rezoning, notice of the hearing shall be given to the owners of the property in question and to all persons to whom real property within 300 feet of the premises is assessed and to the occupants of single-family and two-family dwellings within 300 feet of the premises in question. Such notice shall be delivered in person or by mail addressed to the respective owners at the address given in the last assessment roll. If the tenant’s name is not known, the term “occupant” may be used. Notification need not be given to more than one occupant of the structure, except that if a structure contains more than one dwelling unit of spatial area owned or leased by different individuals, one occupant of each unit shall receive notice. In the case of a single structure containing more than four dwelling units or spatial areas leased by different individuals, notice may be sent to the manager or owner who shall be requested to post the notice at the primary entrance of the structure. The notice shall describe the nature of the request, indicate the property that is subject to the request, state when and where the public hearing will take place, and indicate when and where written comments will be received concerning the request.

See Section 138-552 for public hearing notification process and requirements.
The following is a proposed amendment to Section 138-605 of the City of Berkley Zoning Ordinance. Proposed additions are underlined and proposed deletions are in strikethrough.

Sec. 138-605. – Notice of hearing.

Not less than 15 days’ notice of time and place of such hearing shall be published at least once in the official newspaper or a newspaper of general circulation within the city not less than 15 days before such hearing. Notice of the hearing shall be given to the owners of the property that is the subject of the request and to all persons to whom real property within 300 feet of the subject property is assessed and to the occupants of all structures within 300 feet of the subject property. Such notice shall be delivered in person or by mail addressed to the respective owners and occupants at the address given in the last assessment roll. If the occupant’s name is not known, the term “occupant” may be used. Notification need not be given to more than one occupant of a structure, except that if a structure contains more than one dwelling unit or spatial area owned or leased by different persons, one occupant of each unit or spatial area shall receive notice. In the case of a single structure containing more than four dwelling units or other distinct spatial areas owned or leased by different persons, notice may be sent to the manager or owner of the structure who shall be requested to post the notice at the primary entrance to the structure. The notice shall describe the nature of the request, indicate the property that is the subject of the request, state when and where the public hearing will take place, and indicate when and where written comments will be received concerning the request.

See Section 138-552 for public hearing notification process and requirements.
The following is a proposed amendment to Section 138-625 of the City of Berkley Zoning Ordinance. Proposed additions are underlined and proposed deletions are in strikethrough.

Sec. 138-625. – Notice of hearing.

The zoning board of appeals shall hold a public hearing on all appeals. Not less than 15 days’ notice of time and place of such hearing shall be published at least once in the official newspaper or a newspaper of general circulation within the city not less than 15 days before such hearing. Notice of the hearing shall be given to the owners of the property that is the subject of the request and to all persons to whom real property within 300 feet of the subject property is assessed and to the occupants of all structures within 300 feet of the subject property. Such notice shall be delivered in person or by mail addressed to the respective owners and occupants at the address given in the last assessment roll. If the occupant’s name is not known, the term “occupant” may be used. Notification need not be given to more than one occupant of a structure, except that if a structure contains more than one dwelling unit or spatial area owned or leased by different persons, one occupant of each unit or spatial area shall receive notice. In the case of a single structure containing more than four dwelling units or other distinct spatial areas owned or leased by different persons, notice may be sent to the manager or owner of the structure who shall be requested to post the notice at the primary entrance to the structure. The notice shall describe the nature of the request, indicate the property that is the subject of the request, state when and where the public hearing will take place, and indicate when and where written comments will be received concerning the request.

See Section 138-552 for public hearing notification process and requirements.
The following is a proposed amendment to Section 138-656 of the City of Berkley Zoning Ordinance. Proposed additions are underlined and proposed deletions are in strikethrough.

Sec. 138-656. – Notice of hearing.

Notice shall be given not less than 15 days previous to the hearing. The notice shall be published in a newspaper of general circulation. The notice shall be sent by mail or personal delivery to the owners of property for which the approval is being considered, to all persons to whom real property is assessed within 300 feet of the boundary of the property in question, and to the occupants of all structures within 300 feet. If the name of occupant is not known, the term "occupant" may be used in making notification. Notification need not be given to more than one occupant of the structure, except that if a structure contains more than one dwelling unit of spatial area owned or leased by different individuals, one occupant of each unit shall receive notice. In the case of a single structure containing more than four dwelling units or spatial areas leased by different individuals, notice may be sent to the manager or owner who shall be requested to post the notice at the primary entrance of the structure. The notice shall describe the nature of the request, indicate the property that is the subject of the request, state when and where the public hearing will take place, and indicate when and where written comments will be received concerning the request.

See Section 138-552 for public hearing notification process and requirements.
MEMORANDUM

To: Berkley Planning Commission
From: Erin Schlutow, Community Development Director
Subject: Parking Requirement Modifications During Site Plan Review
Date: January 20, 2020

Based upon the conversation with the Planning Commission at the December 17, 2019 meeting, there was expressed interest in discussing powers of the PC to modify or reduce parking requirement during site plan review. While, it is common for the planning commission to have such authority to modify a parking requirement, it should be based upon evidence provided by the applicant that the parking requirement in the Zoning Ordinance does not fit the proposed use of the building.

Such evidence can include, but not limited to:

- the minimal number of employees working in the facility at a given time,
- the amount of interior floor area designated for storage that will not be utilized by the public,
- a retail use that is for online sales only and does not include over-the-counter sales.

Modifications of parking requirements during site plan review.

The long, narrow design of the commercial corridors along the major thoroughfares with shallow parcels has been problematic for potential business owners looking to make a home in Berkley. Oftentimes, the size of the properties do not allow for the required minimum on-site parking to serve each individual business. While there are provisions in the Zoning Ordinance that permits shared parking agreements between properties as well as eliminating parking requirements for properties within 500 ft. of a municipal parking lot, there are still issues that are hindering occupancy of vacant commercial properties.

I recommend discussing an ordinance amendment that would grant the Planning Commission the authority to grant modifications to parking requirements during site plan review. This flexible approach to development can provide business owners opportunities in Berkley that may have been previously denied.

The authority to grant such modifications can be as open to interpretation, or can be regimented based on a number of factors determined by the Planning Commission. For example:
Lyons Township – Section 14.01(C)(8)

Minimum number of spaces for each use. The amount of required off-street parking space shall be determined in accordance with the schedule. The planning commission may modify the numerical requirements for off-street parking, based on evidence that another standard would be more reasonable, because of the level of current or future employment and/or level of current or future customer traffic.

City of Ferndale – Section 24-223(g)

Reduction of parking requirements. The planning commission may reduce the parking requirements based upon a finding that there will be a lower demand for parking due to one or more of the following factors:

1. Shared parking by multiple uses with peak parking demands during differing times of the day or days of the week;
2. Convenient municipal off-street parking or on-street spaces are located within 500 feet that have the capacity to handle additional parking;
3. Expectation of walk-in business due to sidewalk connections to adjacent residential neighborhoods or employment centers. The site design incorporates pedestrian connections to the site and on-site pedestrian circulation providing safe and convenient access to the building entrance;
4. Availability of other forms of travel such as transit. The planning commission may require that the site design incorporates transit stops, pedestrian connections to nearby transit stops or enhanced bicycle parking facilities;
5. The applicant has provided a parking study, conducted by a qualified traffic engineer, that demonstrates that another standard would be more appropriate based on actual number of employees, expected level of customer traffic or actual counts at a similar establishment. The planning commission may require a parking study to document that any one of the criteria (1) through (4) above would be met.

Additionally, requests for parking requirement modifications would encourage an applicant to review and analyze the proposed project and think critically about alternatives that would benefit the community. It has proven a useful tool in other communities where land for development is scarce and has garnered positive pedestrian and bicycle transit opportunities.

One of the concerns regarding a parking modification is a limit or cap to the number or percentage allowed to be reduced. As an example, the approved site plan for the La Salette multi-family development included six (6) parking spaces on the south of the building that will occupy existing green space on the site. The developer had noted that they wanted to preserve as much green space as possible; however, it was necessary to include the six (6) parking spaces on the side of the building in order to satisfy the parking requirement.

For multi-family residential developments, the Zoning Ordinance requires two (2) spaces per dwelling unit.
Based on the size of the units, including efficiency units, two (2) parking spaces per dwelling unit means that the residential development will be saturated with surface parking.

<table>
<thead>
<tr>
<th>Residential Unit</th>
<th>Number of units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>7 units</td>
</tr>
<tr>
<td>One bedroom</td>
<td>41 units</td>
</tr>
<tr>
<td>Two bedroom</td>
<td>7 units</td>
</tr>
<tr>
<td>TOTAL</td>
<td>55 units</td>
</tr>
</tbody>
</table>
TO: Berkley Planning Commission  

FROM: Ben Carlisle, AICP  
       Megan Masson-Minock, AICP  

DATE: January 23, 2020  

RE: Update on Master Plan Activity  

Thank you for participating in the Plan to Plan meeting last month. We greatly appreciated your time and insights! A report on that meeting was distributed to you earlier this month. In 2020, the following steps have been taken:

Meeting with staff: Megan met with City staff (Matt Baumgarten, Erin Schlutow, Dan Hill, and Torri Mathes) to prepare for the first steering committee meeting, discuss a general community engagement approach and best channels to use. Staff advised that the master plan should be a collaborative process with as much face to face interaction as possible. It was decided to establish a Master Plan page on the City’s website and use the City’s social media channels.

Steering Committee Meeting: We both met with the Steering Committee on January 21, 2020. We updated them on what a master plan is, discussed their role, outlined the process, and confirmed the significant master plan topics that were raised at the Plan to Plan meeting. We asked for their input on stakeholders to invite to participate in the process, particularly group chats and interviews that should occur in the next 1-3 months. The presentation from that meeting is attached. A roster of the Steering Committee is also attached.

Educational Materials: City staff and CWA consultants are developing educational materials on what is a Master Plan and the current situation in Berkley to establish a common vocabulary and understanding as we start the Master Plan process.

We would appreciate your input on stakeholders who should be invited to participate in the Master Plan. Please use the worksheet in your packet share ideas with us on what stakeholders need to be involved in the Master Plan process. We will include your suggestions with those from the Steering Committee in the community engagement plan that will be reviewed by the Steering Committee next month.

Thank you again for the opportunity to assist with your Master Plan!

Yours Truly,
THANK YOU!

Let’s get to know each other:
Share your name & your personal mantra for 2020
WHY WE ARE HERE

Berkley Master Plan Steering Committee
THE MASTER PLAN

Roadmap for the best path from a known present into an unknown future
WHY DO WE PLAN?

Anticipate change

Create predictability

Use physical, natural, social and fiscal resources wisely

Create a vision for the future

Protect the environment and quality of life
WHAT IS A MASTER PLAN?

“The only official adopted document that sets forth an agenda for the achievement of land use goals and policies.”

States the City's goals and policies
Synchronizes public improvements and private development
Provides a clear indication of City’s direction for the future
Serves as an educational tool
Serves as an aid in daily decision-making
Provides the statutory foundation upon which zoning decisions are based
ELEMENTS OF THE MASTER PLAN

- PA 33 OF 2008

“SUBJECTS THAT ARE PERTINENT TO THE FUTURE DEVELOPMENT OF THE PLANNING JURISDICTION”
MASTER PLAN

Questions/Comments
MASTER PLAN STEERING COMMITTEE

Guide
Sounding Board
Champion
THE PLANNING PROCESS

The Three “Whats”

What?
What is important to our community?

So what?
Why are these issues important?

Now what?
What do we need to do?
WHAT HAS BEEN DONE & WHAT IS COMING?

Plan to Plan
Master Plan Process
PLAN TO PLAN
Response To Questions

- Downtown Plan good starting point
- Need to know Parks & Recreation gaps
- Ask about Parks & Recreation
- Multi-Modal transportation primary part of plan
- Housing is a crucial topic
- Big ideas with goals & objectives
- Build on Energy Plan
• Downtown Plan good starting point
• Need to know Parks & Recreation gaps
• Ask about Parks & Recreation
• Multi-Modal transportation primary part of plan
• Housing is a crucial topic
• Big ideas with goals & objectives
• Build on Energy Plan
• Parking
• Parks & recreation
• Housing
• Maintenance of community character
• Community center
• Roads/infrastructure/multi-modal transportation
• Incorporation of mixed-use development
PLAN TO PLAN
Topic Brainstorm

• Parking
• Parks & recreation
• Housing
• Maintenance of community character
• Community center
• Roads/infrastructure/multi-modal transportation
• Incorporation of mixed-use development

Anything missing?
PLAN TO PLAN
Major Takeaways

• Get everyone involved, including underrepresented & busy folks
• Translate “so what” to constructive dialogue before the “now what”
• Good starting point
• Language focus on goal & vision with realistic steps
  • Resilient objectives & implementable goals
• Make things fun
• Be careful with maps & data
PLAN TO PLAN
Major Takeaways

• Get everyone involved, including underrepresented & busy folks
• Translate “so what” to constructive dialogue before the “now what”
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  • Resilient objectives & implementable goals
• Make things fun
• Be careful with maps & data

What else?
What are your suggestions to make this diagram better?
What are your suggestions to make this diagram better?
WHO SHOULD BE INVOLVED & HOW?

Stakeholder Brainstorm
COMMUNITY ENGAGEMENT ACTIVITIES

Survey: Consult broad group. Quality questions are key.

Interviews: CWA in Berkley for a day. Like to hear from active individuals, squeaky wheels, elected officials and introverts. Possible date: February 13.

Group chats (10): Focus groups, pop-up or visit a regular meeting, such as Berkley City Manager Chat. Good for active groups & hard to reach folks.

Assets & Challenges Workshop: 3-day workshop. Can host focus groups, walking tours & interviews during workshop. Want as much participation from as many people as possible.

Plan Design Workshop: 3-day workshop similar to the Assets & Challenges Workshop. Again, as much participate as possible.

Community Meeting on Draft Plan: Invite everyone who had participated

Group Review of Draft Plan (10): Same information as Community Meeting. Good way to inform and consult City boards and commissions.

Public Hearing: At Planning Commission, per state law.
STAKEHOLDERS

Entities or Organizations  Individuals  Groups

who may be affected by or are interested in the Master Plan or may influence planning decisions.
STAKEHOLDERS

Affected
Feel it the most

Impacted
Feel it but not as impacted as Affected

Interested
Want to know but not directly impacted

Aware
Should be kept informed
STAKEHOLDER BRAINSTORM

Write down stakeholder ideas on sticky notes. One idea a sticky note.
Write “interview” or “group chat” if you want to nominate that stakeholder for that activity.
How is everyone feeling?
UPCOMING STUFF

Interviews – February

Schedule group chats

Next Steering Committee meeting:  February 18, 2020
THANK YOU!

CWA Phone: 734-662-2200
Ben’s e-mail: bcarlisle@cwaplan.com
Megan’s e-mail: mamasson-Minock@cwaplan.com
### MASTER PLAN STEERING COMMITTEE

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Role on Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matt Baumgarten</td>
<td><a href="mailto:mbaumgarten@berkleymich.net">mbaumgarten@berkleymich.net</a></td>
<td>City Manager</td>
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<tr>
<td>Erin Schlutow</td>
<td><a href="mailto:eschlutow@berkleymich.net">eschlutow@berkleymich.net</a></td>
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</tr>
<tr>
<td>Ross Gavin</td>
<td><a href="mailto:rgavin@berkleymich.net">rgavin@berkleymich.net</a></td>
<td>City Councilmember</td>
</tr>
<tr>
<td>Lisa Kempner</td>
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<td>Planning Commissioner</td>
</tr>
<tr>
<td>Paul Evans</td>
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<td>ZBA Member</td>
</tr>
<tr>
<td>Andy Gilbert</td>
<td><a href="mailto:andy@berkleyeyewear.com">andy@berkleyeyewear.com</a></td>
<td>DDA Member</td>
</tr>
<tr>
<td>Student *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tricia Losey</td>
<td><a href="mailto:tricialosey@gmail.com">tricialosey@gmail.com</a></td>
<td>Tree Board</td>
</tr>
<tr>
<td>Dan Mihaescu</td>
<td>dmihaeiicloud.com</td>
<td>Beautification Committee</td>
</tr>
<tr>
<td>Mark Richardson</td>
<td><a href="mailto:mrichardson@berkleymich.net">mrichardson@berkleymich.net</a></td>
<td>Environmental Advisory Board</td>
</tr>
<tr>
<td>Mike Kerby</td>
<td><a href="mailto:Mkery@berkleymich.net">Mkery@berkleymich.net</a></td>
<td>Recreation Advisory Board</td>
</tr>
<tr>
<td>Kurt Hite</td>
<td><a href="mailto:Dacaptn19@gmail.com">Dacaptn19@gmail.com</a></td>
<td>Community Member At-Large</td>
</tr>
<tr>
<td>Alexandra Donnelly</td>
<td><a href="mailto:alexandracdulin@gmail.com">alexandracdulin@gmail.com</a></td>
<td>Community Member At-Large</td>
</tr>
<tr>
<td>Audra Rowley</td>
<td><a href="mailto:Audra_rowley@yahoo.com">Audra_rowley@yahoo.com</a></td>
<td>Community Member At-Large</td>
</tr>
<tr>
<td>Carolyn Cregar</td>
<td><a href="mailto:Carolyn.cregar@gmail.com">Carolyn.cregar@gmail.com</a></td>
<td>Community Member At-Large</td>
</tr>
</tbody>
</table>

*Yet to be filled*
WHO:

Stakeholders are people who may be affected by or are interested in the Master Plan or may influence planning decisions. They may be:

Individuals
Entities or Organizations
Groups

TYPES:

Affected
Audiences that you most frequently communicate with, consult, involve, or collaborate with during the process. They are who will feel proposed changes the most.

Impacted
These audiences are whom you will consult or involve but will not be as heavily impacted as those affected.

Interested
Audiences interested in the project but are not necessarily directly affected or impacted because they work or live somewhere else.

Aware
Audiences you want to keep informed about the project, such as the general public and media.

EXAMPLES:

- Residents
- workers
- Neighborhood associations
- Businesses and owners
- Faith based organizations
- Community leaders
- Utilities
- Developers
- The Media and Bloggers
- Elected and Appointed Officials
- Real Estate Agents
- Boards and Commissions within and outside of the community such as the Beautification Advisory Committee, DDA, ZBA, Citizens Engagement Advisory Committee, and Historical Committee

Consider those who might not typically be included in these groups. Diversity is key, and ensuring all groups regardless of sexual orientation, income, class, education level, gender, race, religion and ethnicity are involved will enrich results and more accurately represent the community.
Use this worksheet to identify the community stakeholders we need to engage during the Master Plan. List stakeholders in all four categories below. We will collect individual sheets in addition to a group exercise at the January 2020 Steering Committee meeting:

<table>
<thead>
<tr>
<th>Type of Stakeholder</th>
<th>Name/Organization</th>
</tr>
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<tbody>
<tr>
<td><strong>Affected</strong></td>
<td></td>
</tr>
<tr>
<td>Audiences you most frequently communicate with, consult, involve or collaborate with during the process</td>
<td></td>
</tr>
<tr>
<td><em>Examples:</em> Affected residents and property owners, decision-making body</td>
<td></td>
</tr>
<tr>
<td><strong>Impacted</strong></td>
<td></td>
</tr>
<tr>
<td>Audiences surrounding the City area whom you will consult or involve</td>
<td></td>
</tr>
<tr>
<td><em>Examples:</em> Neighboring municipalities, Corridor associations, utilities, government officials with jurisdiction like road and drain commissions</td>
<td></td>
</tr>
<tr>
<td><strong>Interested</strong></td>
<td></td>
</tr>
<tr>
<td>Audiences interested in the Master Plan but not necessarily directly affected or impacted, whom you will inform or consult</td>
<td></td>
</tr>
<tr>
<td><em>Examples:</em> Anyone expressing interest, advocacy groups, schools and other taxing entities and elected officials</td>
<td></td>
</tr>
<tr>
<td><strong>Aware</strong></td>
<td></td>
</tr>
<tr>
<td>Audiences you want to keep informed about the project</td>
<td></td>
</tr>
<tr>
<td><em>Examples:</em> Media (print, radio, television, internet), social media groups</td>
<td></td>
</tr>
</tbody>
</table>