
BERKLEY
CITY OF BERKLEY
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City of Berkley Master Plan Survey

Survey Results and Analysis
Final Report

Carlisle Wortman Associates
Data download on June 12, 2020
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Final Report: City of Berkley Master Plan Survey

As part of the Berkley Master Plan update, an electronic survey was made available throughout May 2020. Paper survey were mailed or delivered to City residents upon request. The survey was developed by City staff and Carlisle Wortman Associates, the planning consultant engaged to assist in the Master Plan update, with guidance from the Master Plan Steering Committee and the Planning Commission.

Statistics on the survey are:

- 1,317 survey respondents.
- 1,280 of the respondents, just over 97%, were City residents. One quarter of those respondents had lived in the City for over 30 years, 36% between 11 and 30 years and just under 40% had lived in Berkley for 10 years or less.
- A ballot box stuffing report showed that, excluding the IP address from which the paper survey responses were logged, eight surveys came from the same IP address. The open answer responses were reviewed and were dissimilar enough to conclude that the surveys came from unique individuals. Those surveys were included in the analysis in this report.

The report includes a written analysis for each section of the survey with statistics from the multiple-choice questions and highlights from the open-ended questions. A verbatim report of the open-ended responses has been provided to City staff and is available upon request. Each section includes charts or tables with data from the multiple-choice questions and word clouds from open-ended questions.

Likes Analysis

The top "likes" from the respondents were (over 50%):

- Location in the region
- Small town feel
- Everything I need is nearby
- Quality of schools
- Quality of City Services

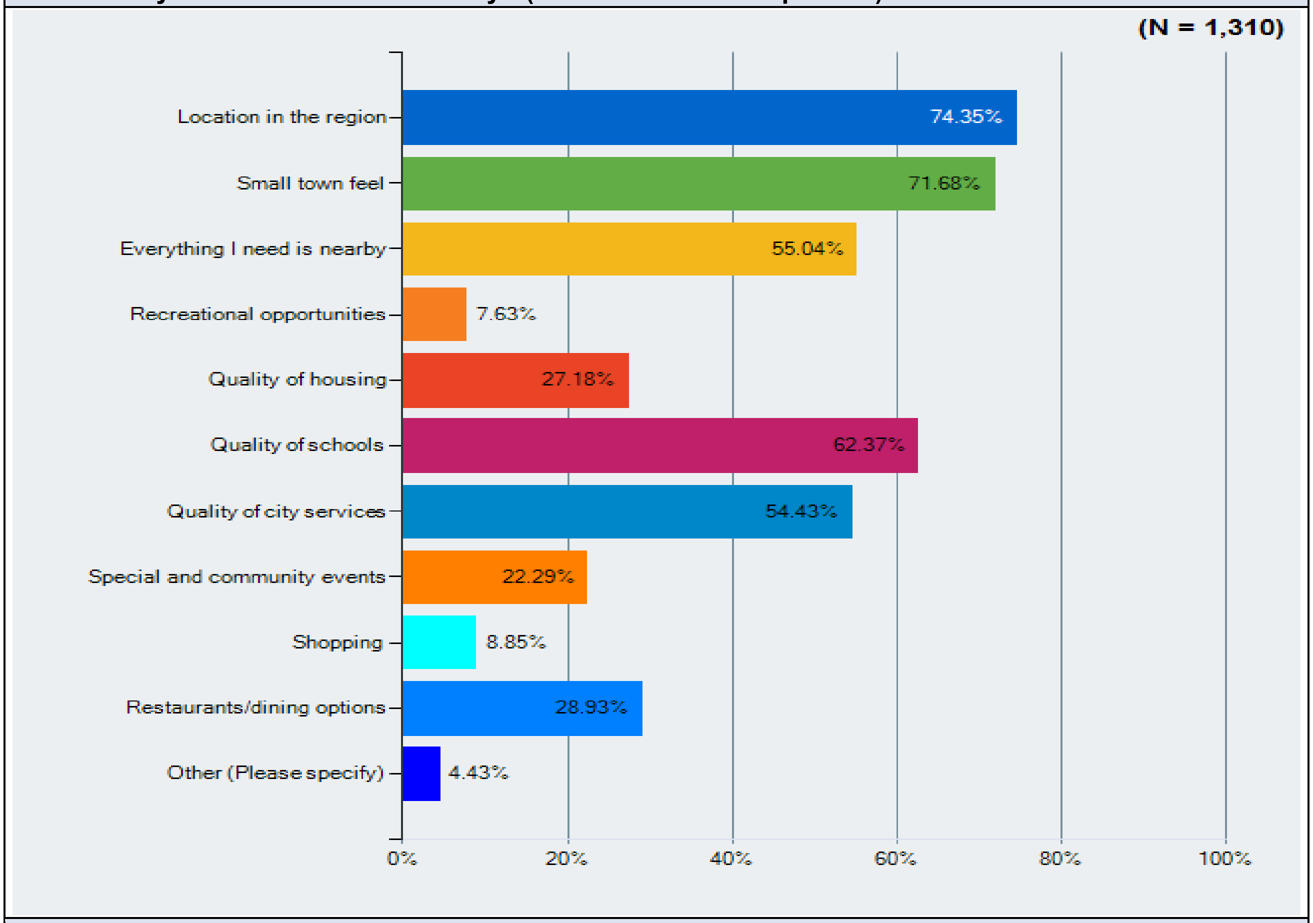
In the open ended responses, the items listed above were listed, often with some explanation. However, the following phrases or items were mentioned by multiple respondents:

- Friendly neighbor and neighborhoods
- Safety and the quality of the police
- Free parking in the downtown and other corridors
- Restrictions on overnight parking

- Trees
- Parks
- Local businesses and restaurants
- Low or affordable taxes

Several respondents commented on items they missed, such as the Ice Arena and the Hiller's Grocery Store.

3. What do you like best about Berkley? (check at most 5 responses)



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Changes Analysis

The top "changes" from the respondents were (over 40%):

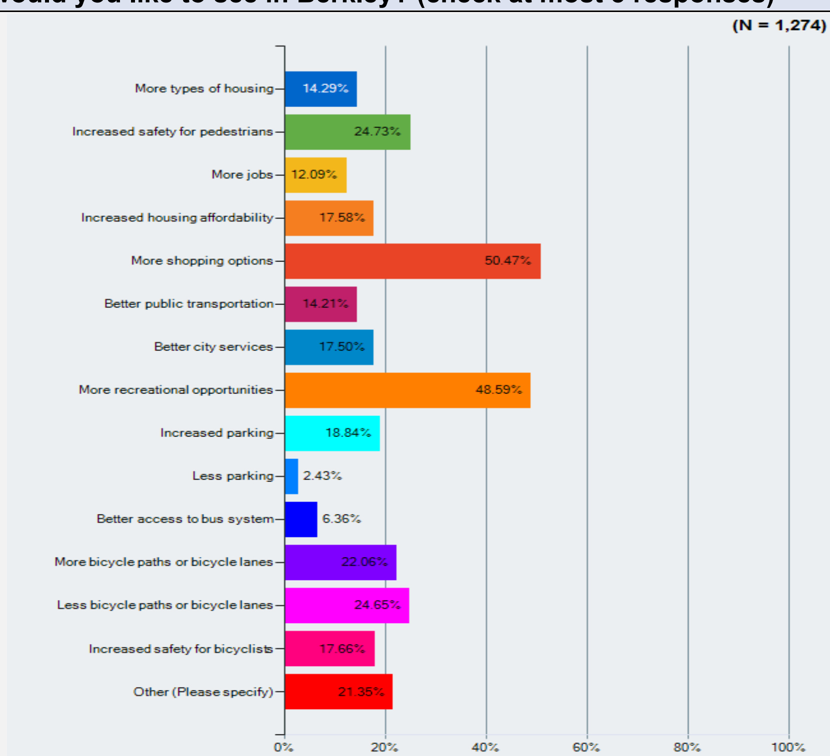
- More shopping options
- More recreational opportunities

In the open ended responses, the following phrases or items were mentioned by multiple respondents:

- Elimination of the road diet and/or bicycle lane on Coolidge.
- More types of restaurants, particularly those that are family friendly, i.e. not bars.
- Less hair salons
- Need and/or desire for a grocery store in the City limits
- An improved community center
- More parks and green space, including a dog park
- Better roads, sidewalks, and infrastructure
- Less new housing builds that are larger than the existing houses in the neighborhood
- Prohibition of marijuana businesses

Several respondents commented that they did not see the need for change and like things in Berkley as the presently are. Also, some respondents wanted modifications to or the removal of the prohibition on overnight parking on residential streets. However, under "Likes", far more respondents cited the overnight parking prohibition as something they liked about Berkley.

4. What changes would you like to see in Berkley? (check at most 5 responses)



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

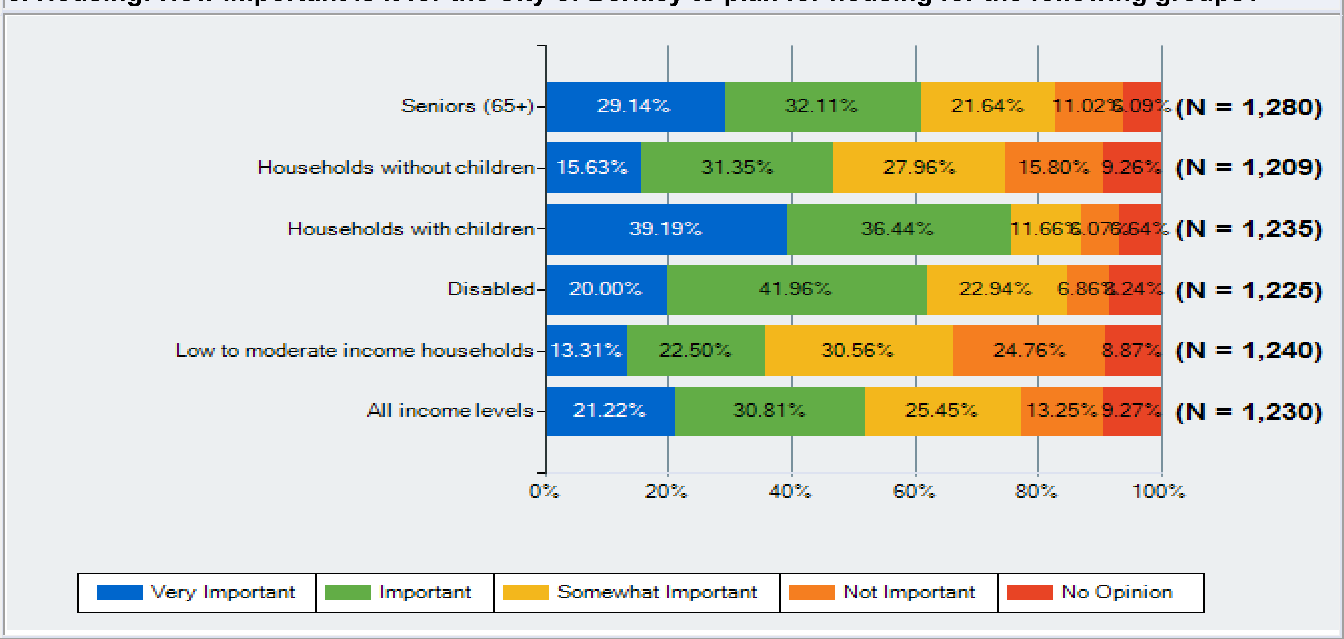
Housing Analysis

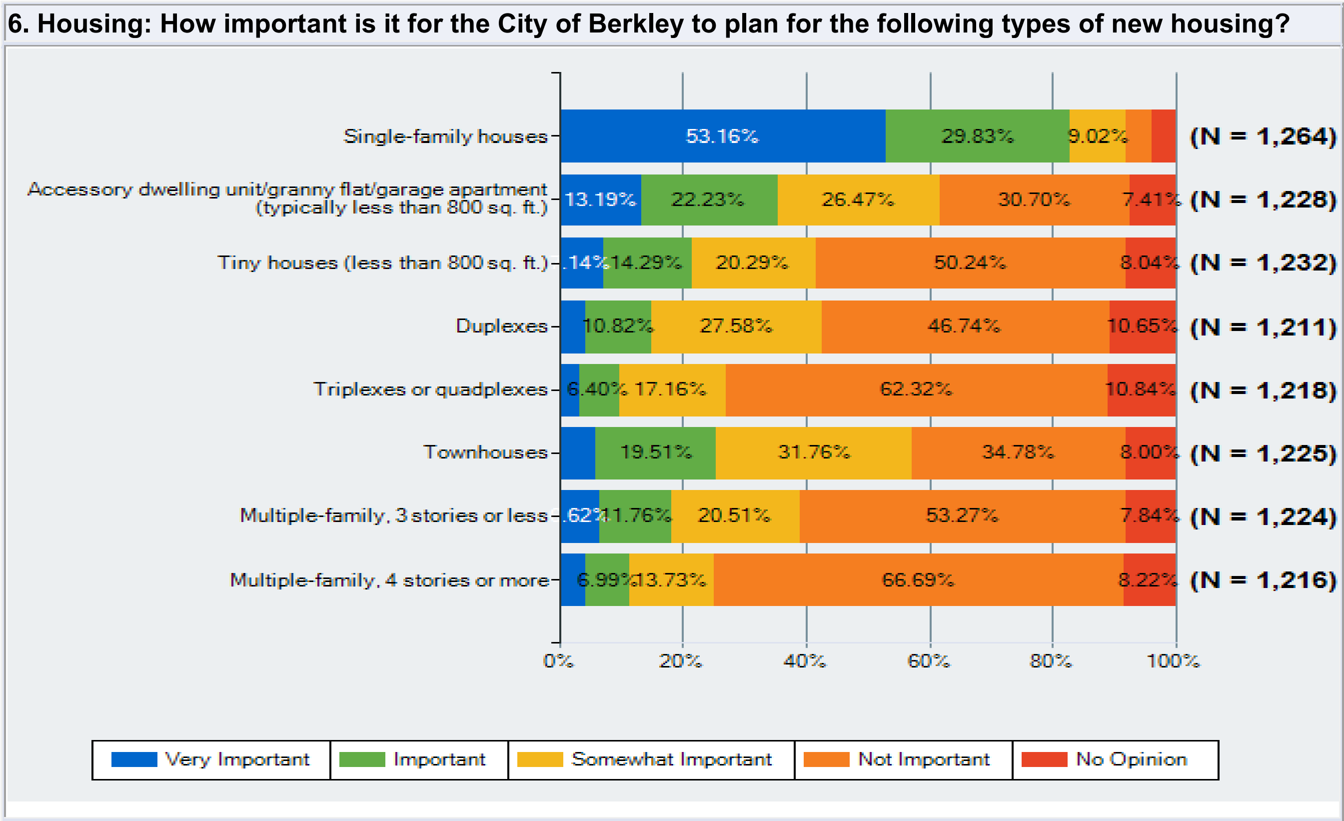
The answers to the two multiple-choice questions on housing – "How important is it for the City of Berkley to plan for housing for the following groups?" and "How important is it for the City of Berkley to plan for the following types of new housing?" – showed conflicting priorities amongst the respondents. For housing for certain groups, planning for housing for households with children (75.63%) was seen as very important or important as well as for seniors (61.25%) and the disabled (61.96%). However, the only type of housing that most respondents supported planning for was single-family housing (82.99%). Seniors and the disabled often need in-home care, experience mobility issues which can be challenging in a single-family home. Other types of housing are often more attractive for these groups, such as apartments or attached single-family units.

In the open ended responses, the following ideas and themes were expressed:

- Berkley is a primarily single-family community and should remain so.
- Respondents expressed concerns about "big-foot" houses with suggestions and requests to regulate or build the size of the newly constructed single-family houses. Many respondents felt the cookie cutter nature of new builds detracted from the character of the neighborhoods. Others suggested there was a market for ranch or rambler single-story houses.
- Many were adamantly against housing for low-income households while others expressed a need for affordability and diversity in Berkley's housing.
- The need for senior housing was expressed.
- Many respondents asked that Berkley not be turned into Royal Oak with tall, residential buildings overwhelming the downtown and corridors.
- Some respondents suggested mixed use and multiple-family on the corridors and the edges of the City would be appropriate.

5. Housing: How important is it for the City of Berkley to plan for housing for the following groups?





Parking and Transportation Analysis

The multiple choice question on parking showed differing priorities amongst the respondents. Almost 40% felt that there was not a parking problem, while slightly more than 28% felt there was not enough parking. Just over 22% felt that commercial or school parking on residential streets was a challenge and almost 22% felt that more municipal parking was need. Less than 3% felt there was too much parking. In the open-ended responses on parking, the following ideas or sentiments were shared:

- Parking should be handled on a case by case basis
- If additional stores, restaurants, or multiple-family housing were to be allowed, the location and volume of parking resulting needs to be part of the equation.
- Lack of parking for businesses
- Need for more parking for the schools, including the High School
- Requests for overnight parking to be allowed, with the suggestion of parking permits. However, multiple respondents expressed their support for continuing the overnight parking restriction.
- Some respondents said there was not enough parking along Woodward and others experienced a lack of parking on 12 Mile.
- Support for free parking in Berkley.
- Requests for bicycle parking.

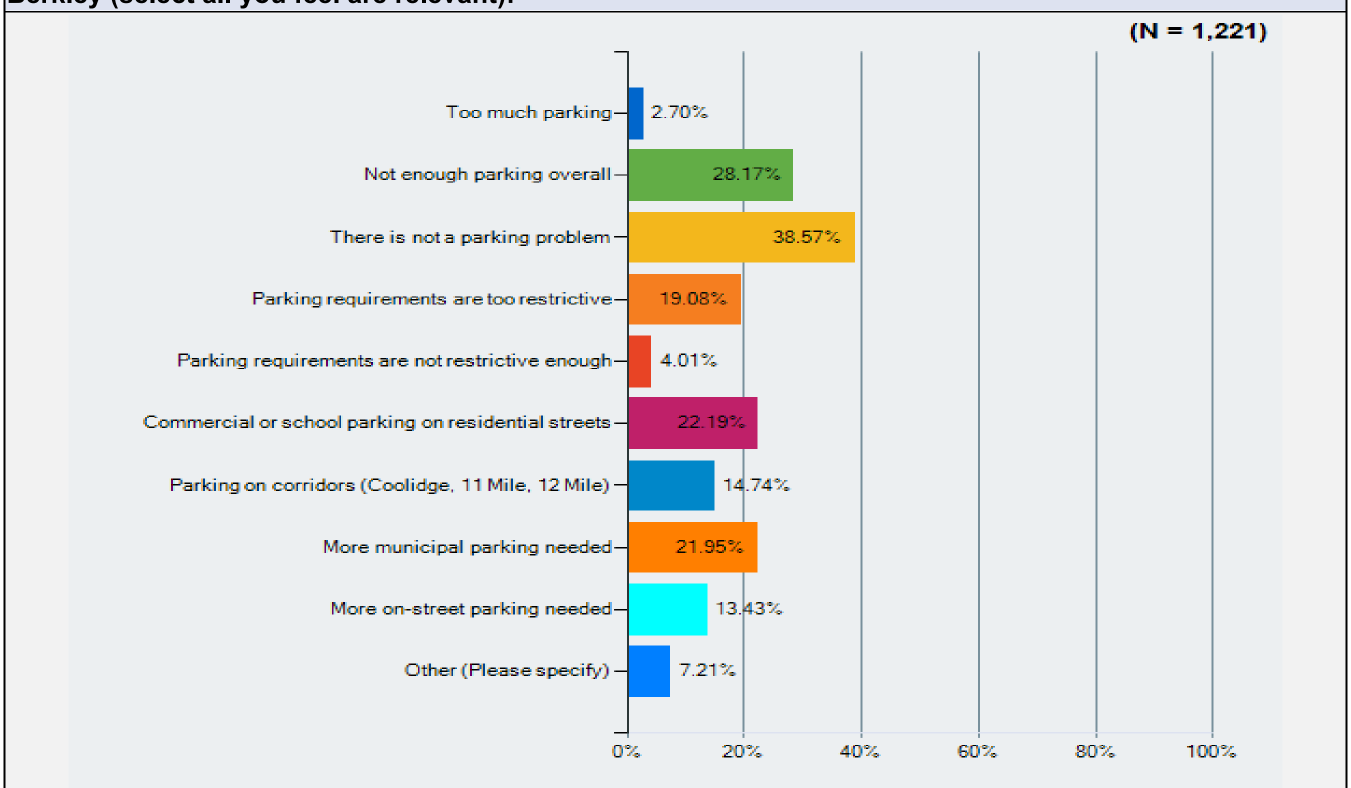
- Suggestions for a parking deck or structure.
- Many respondents expressed that they had never experienced a parking problem in Berkley.
- High volume at popular restaurants results in parking on nearby residential streets.

In terms of transportation, the multiple-choice questions on the importance of different transportation issues showed the following as very important or important to the respondents: manageable traffic volumes (76.29%), conditions of the roads (96.36%) and the conditions of sidewalks (94.26%). Other types of transportation had less support: access to bicycle lanes or paths for recreation (45.74%), access to bicycle lanes or paths for commuting or daily travel (32.55%), and access to bus service (38.31%).

The following ideas were shared in the open-ended questions on transportation:

- Restoration of Coolidge to four-lanes and removal of the bicycle lanes. A few of the respondents did express support for the road diet.
- Requests for better public transit options, from buses to trains. Many respondents felt increased public transit should be part of a County or regional effort.
- Conditions of sidewalks needed to be improved.
- Need for resurfacing or repairs to Wiltshire.

8. Parking has been identified as a concern in Berkley. Please check the parking challenges you see in Berkley (select all you feel are relevant):



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Gathering Places Analysis

The multiple choice question on types of gathering spaces showed new construction or projects, aside from maybe an outdoor plaza downtown would be controversial. The respondents were divided on the renovation of the community center versus construction of a new community center. The survey points to the need for more community conversations around that topic.

The multiple choice question on the types of recreational programming showed a preference amongst the respondents for festivals (24.42% in the highest rating) and programming for children (29.01% with the highest rating). The responses on other programming for seniors and adults were not highly wanted or opposed. Rentals for private events had the highest opposition (18.52% with the lowest ranking).

The following ideas were shared in the open-ended questions on gathering spaces:

- Many respondents expressed support for a new Community Center and suggested ideas for that facility, such as an indoor track and a pool. However, others expressed support for a renovation.
- Several respondents shared that a dog park was needed.
- Many supported the creation of more gathering spaces but expressed concerns also about road closures and impact on businesses and neighborhood.
- Many mentioned the closure of Robina and the pilot pocket park as a good experiment but many also shared implementation flaws with pilot: impacts on businesses, lack of maintenance, etc.

12. Gathering spaces have been identified as a want or need by some in the community. Rate what type of gathering spaces you want to see in Berkley on a 1-10 scale with 10 being the most desired and 1 being the least.

		1	2	3	4	5	6	7	8	9	10	Total Responses
(a)	Outdoor plaza downtown	130 10.38%	41 3.27%	58 4.63%	47 3.75%	187 14.92%	99 7.90%	143 11.41%	207 16.52%	91 7.26%	250 19.95%	1,253
(b)	Seating areas along major streets	203 16.49%	107 8.69%	122 9.91%	93 7.55%	217 17.63%	105 8.53%	128 10.40%	115 9.34%	47 3.82%	94 7.64%	1,231
(c)	Small pocket parks along major streets	158 12.74%	72 5.81%	82 6.61%	77 6.21%	222 17.90%	134 10.81%	135 10.89%	159 12.82%	73 5.89%	128 10.32%	1,240
(d)	Renovate community center	246 19.97%	72 5.84%	67 5.44%	63 5.11%	170 13.80%	67 5.44%	108 8.77%	145 11.77%	93 7.55%	201 16.31%	1,232
(e)	Build new community center	242 19.45%	63 5.06%	59 4.74%	36 2.89%	108 8.68%	58 4.66%	74 5.95%	101 8.12%	92 7.40%	411 33.04%	1,244
(f)	Music pavilion	210 16.95%	75 6.05%	97 7.83%	94 7.59%	209 16.87%	104 8.39%	128 10.33%	123 9.93%	74 5.97%	125 10.09%	1,239

12a. Rate what type programming in gathering spaces you want to see in Berkley on a 1-10 scale with 10 being the most desired and 1 being the least.											
		1	2	3	4	5	6	7	8	9	10	Total Responses
(a)	Festivals	86 6.93%	30 2.42%	57 4.59%	42 3.38%	138 11.12%	101 8.14%	155 12.49%	216 17.41%	113 9.11%	303 24.42%	1,241
(b)	Concerts	102 8.31%	46 3.75%	70 5.70%	66 5.38%	178 14.51%	114 9.29%	154 12.55%	200 16.30%	97 7.91%	200 16.30%	1,227
(c)	Rentals for private events	223 18.52%	83 6.89%	116 9.63%	97 8.06%	240 19.93%	119 9.88%	109 9.05%	106 8.80%	36 2.99%	75 6.23%	1,204
(d)	Programs for adults	78 6.46%	27 2.24%	74 6.13%	74 6.13%	230 19.04%	123 10.18%	200 16.56%	198 16.39%	73 6.04%	131 10.84%	1,208
(e)	Programs for seniors	109 8.93%	44 3.61%	72 5.90%	49 4.02%	215 17.62%	103 8.44%	161 13.20%	195 15.98%	97 7.95%	175 14.34%	1,220
(f)	Programs for children	68 5.62%	25 2.07%	41 3.39%	28 2.31%	142 11.74%	73 6.03%	120 9.92%	229 18.93%	133 10.99%	351 29.01%	1,210

Corridor Analysis

The responses to multiple choice questions on corridors, except for Greenfield, indicate a powerful desire for commercial, entertainment, and mixed use, walkability/bikeability, and placemaking on the corridors. Below are key data points from the questions on each corridor:

- Greenfield: 40.85% felt the regulations for Greenfield should remain as is with the intent to make it a mixed use area.
- Coolidge: Restaurants (64.67%) and entertainment venues (49.96%) were land uses identified as needed on the corridor. No land use was seen as too much by more than 16% of the respondents.
- Woodward: No land use was too much by more than 10% of the respondents. Many respondents were neutral on the amount of land uses (45% for research/industrial to 10% for restaurants). Office (59.3%) and institutional (50.12%) was seen as the right amount with a need for more entertainment venues (44.89%).
- 11 Mile: More retail (59.21%) and restaurants (69.24%) was seen as needed. Research/industrial was seen as too much by 22.52 of respondents to that question.
- 12 Mile: Restaurants (55.35%) and entertainment venues (55.32%) were land uses identified as needed on 12 Mile with the amount of institutional uses was seen a just right by 59.97% of respondents to the question.

The following ideas were shared in the open-ended questions on corridors:

Greenfield

- Respondents swung between keeping it single-family residential, adding duplexes and multiple-family to the mix to getting rid of the single-family uses for an office, multiple-family or mixed use area.
- Many respondent mentioned how Greenfield was different from the rest of the City in terms of character and maintenance.
- Unique land use suggestions included green space, entities to support Beaumont, senior housing, and a long term hospice medical care facility

Coolidge

- Many respondents asked for the road diet to be eliminated and the road returned to four lanes. A few respondents liked the road diet.
- Many of the comments talked about the character of the corridor – it needs a more downtown feel, it did not feel cohesive, a more diverse mix of businesses, etc. Some like the variety in facades.
- La Sallette was mentioned several times, particularly a desire to have the building used and not sit vacant.
- Parking was cited as an issue.
- A handful of respondents mentioned the influence of the High School as well their negative perception of the school district buying additional property along Coolidge.
- Unique suggestions included a full streetscape renovation and a pop-up store.

Woodward

- Many respondents mentioned the lack of parking. Some cited it as a reason that business do not grow or leave Woodward. Others voiced resentment of the encroachment of parking onto residential streets, particularly from employees of Woodward businesses. Some asked that parking areas do not encroach into adjacent neighborhoods.
- Many felt that it was a good area for mixed use including offices, research, restaurants, and retail. A few stated that they felt multiple-family would be a poor choice for Woodward.
- Many respondents were concerned about the vacancies along Woodward. Also, many felt the are needed some beautification efforts as an entrance to Berkley.
- Unique suggestions included a pedestrian bridge or tunnel to cross Woodward, a parking structure and using the berm space next to cemetery for walking/bike path.

11 Mile

- Many respondents mentioned the need for facelift or beautification efforts along 11 Mile.
- Opinions on land use were mixed. Some felt the current land uses, especially the industrial, was fine while others felt that more uses, such as stores or restaurants were needed. Many of the respondents mentioned how 11 Mile has mostly industrial uses at the western end of the corridor and more residential at the eastern end. One respondent suggested that an anchor was needed for the corridor. If multiple-family housing was mentioned, it was generally seen as an inappropriate use for 11 Mile.

- Unique suggestions included increasing the speed limit to 35 miles per hour, lofts in former industrial buildings, and an indoor playscape for kids.

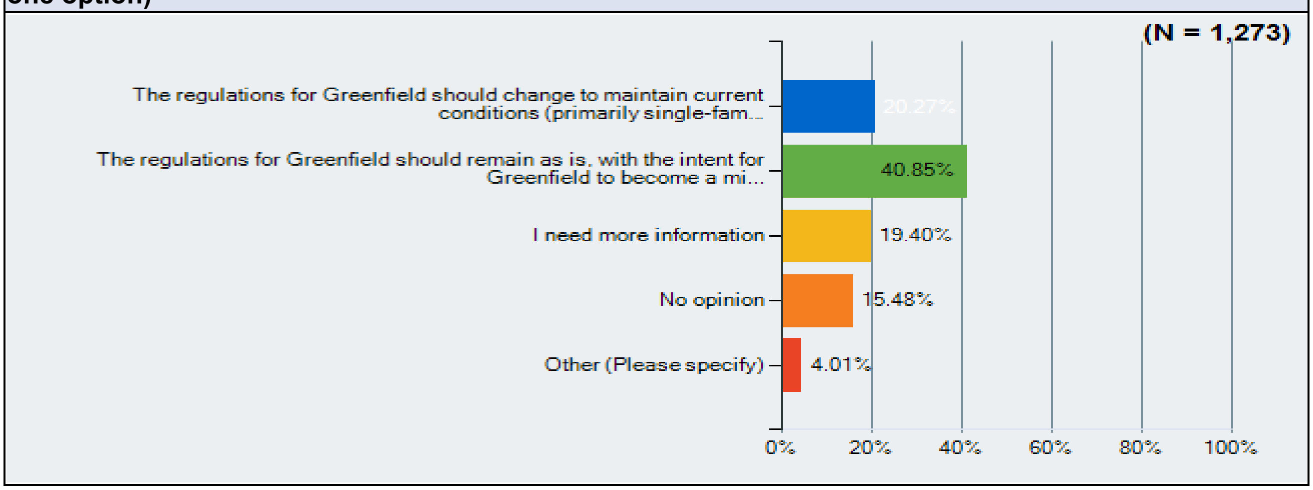
12 Mile

- Many felt that 12 Mile needed to be made a destination rather than a place to drive through. Improvements in walkability were suggested.
- Multiple respondents were concerned about the business mix on 12 Mile. Some cited the amount of hair salons or dental offices as a problem. Others mentioned that they could not find their daily needs on 12 Mile and missed some of the stores that used to be there. Others asked for more entertainment options.
- Many respondents were concerned about the number of vacancies and the appearance of the corridor overall, with suggestions for improving facades. Several respondents felt that the western end of 12 Mile needed more attention in terms of appearance and amount of vacancies.
- Many respondents felt the Berkley Theater should be reopened as a theater.
- Unique suggestions included pocket park spaces, a grocery store, bakery, and butcher shop

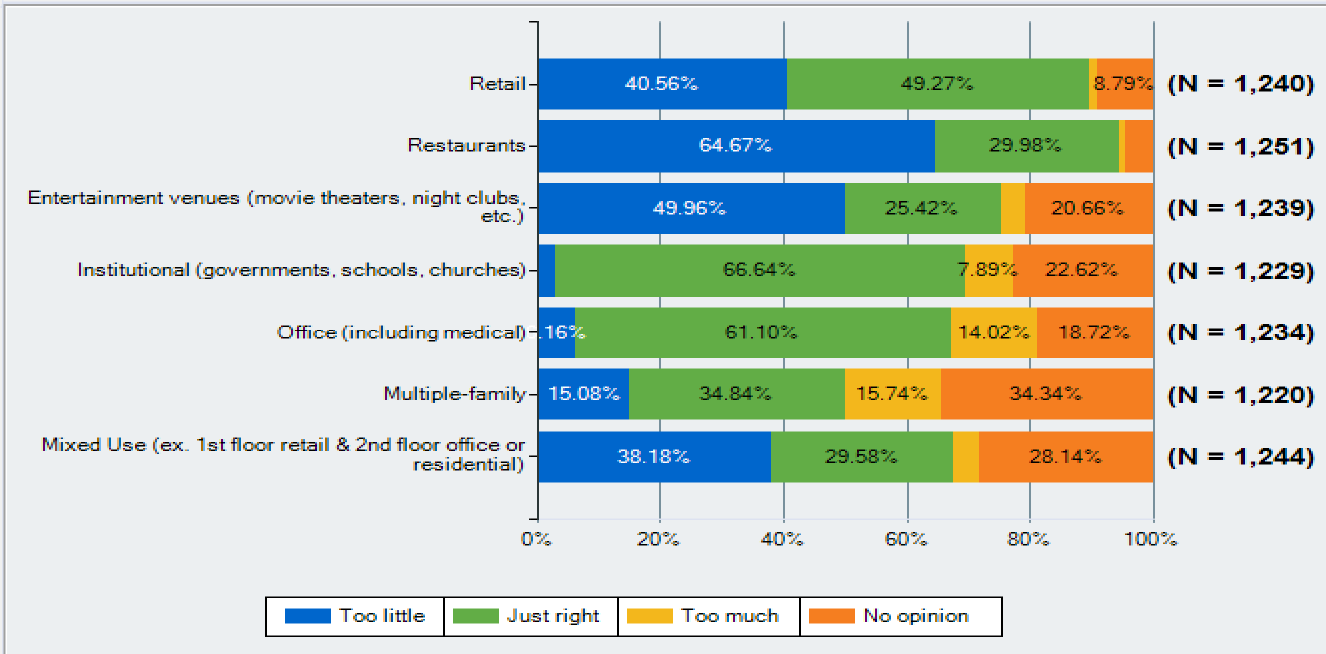
Corridors overall

- Many wanted protection of neighborhoods to be factored into any decision on corridors.
- Multiple respondents did not want uses that they felt threatened the family-friendly atmosphere of Berkley, such as cannabis businesses, bars, tattoo parlors, etc. Some felt that multiple-family housing was inappropriate as well.
- Respondents, although often supportive of new development on corridors, urged respect for the context of Berkley, frequently requesting building height restrictions (no more that 2-4 stories).

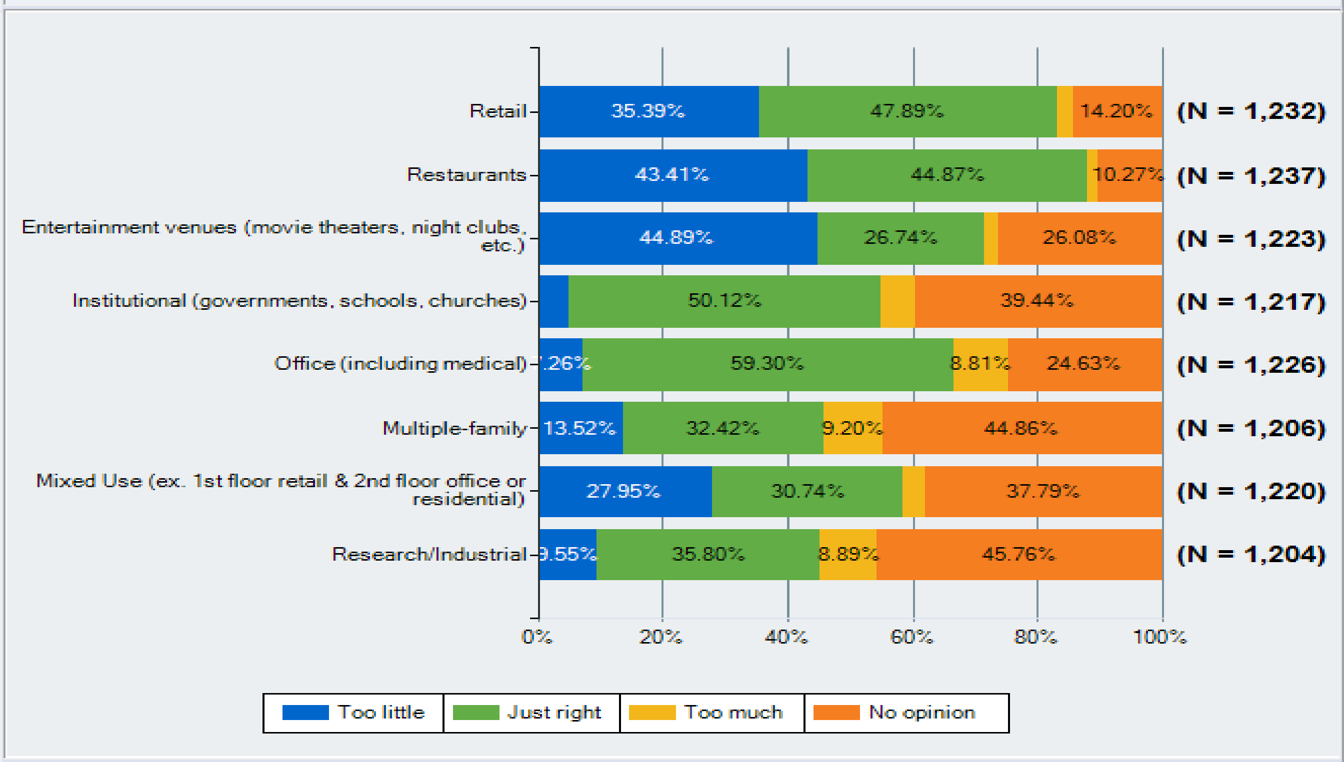
14. Greenfield: The current regulations allow single-family, multiple family and office. However, most of the properties are single-family homes. Which option for the future do you most agree with? (Select one option)



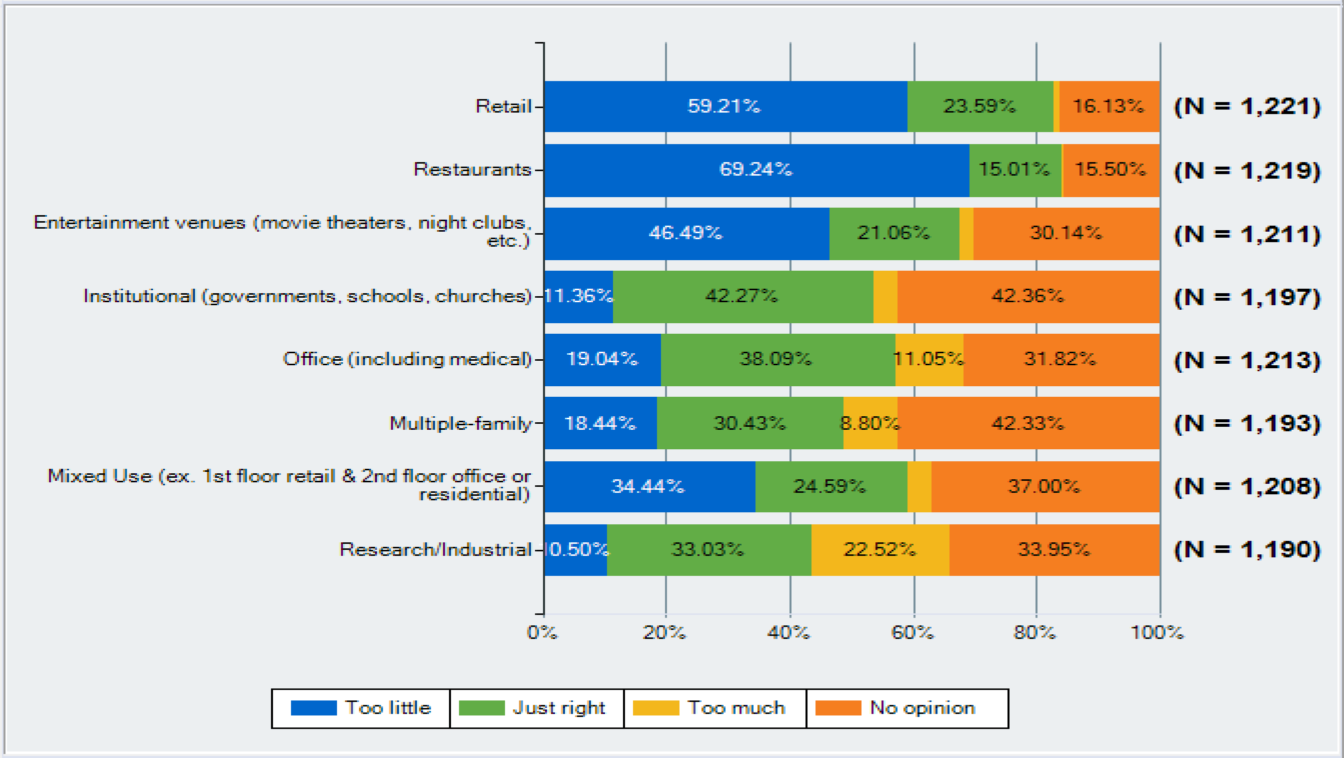
16. Coolidge: Please rate the current mix of land uses on Coolidge Highway between 11 Mile and 12 Mile Roads?



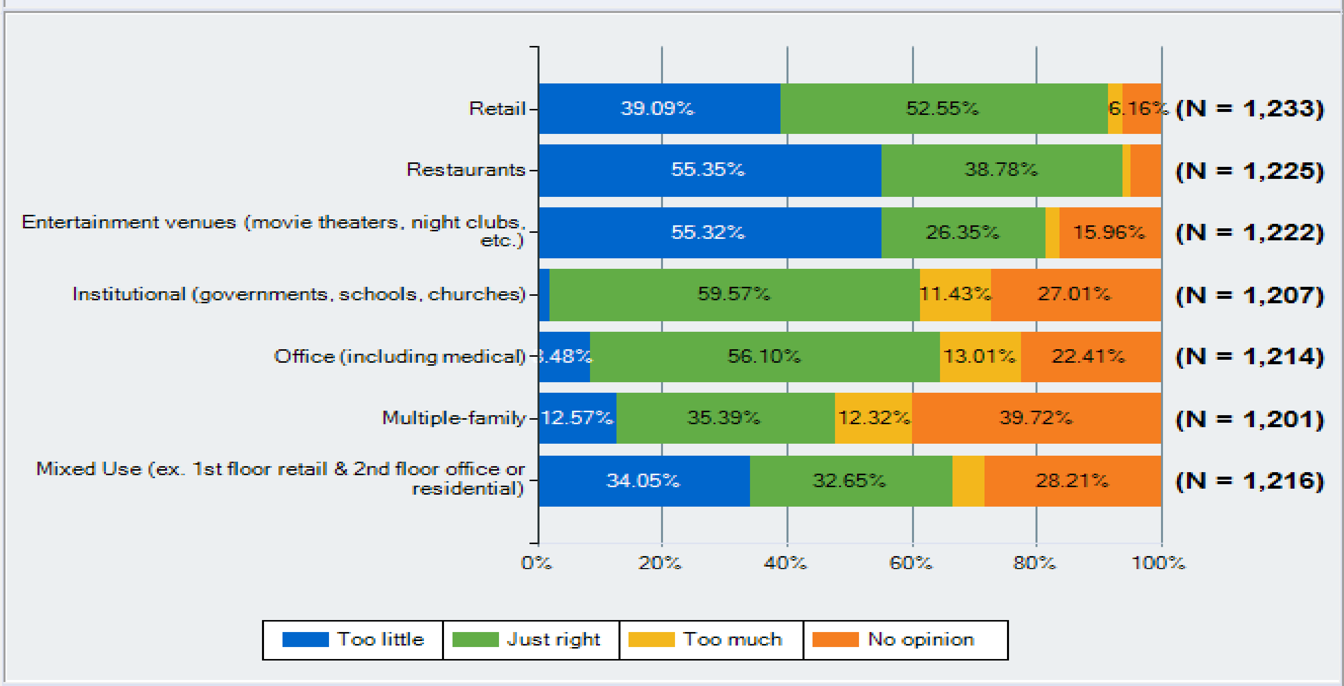
18. Woodward: Please rate the current mix of land uses on Woodward between 11 Mile and 12 Mile Roads?



20. 11 Mile: Please rate the current mix of land uses on 11 Mile between Greenfield and Mortenson?



22. 12 Mile: Please rate the current mix of land uses on 12 Mile between Greenfield and Woodward?



24. Where would you support new development of the following land uses?									
		Coolidge	Woodward	11 Mile	12 Mile	Greenfield	Total Unique Responses	Total Responses
(a)	Retail	861 73.65%	677 57.91%	720 61.59%	787 67.32%	418 35.76%	1,169	3,463
(b)	Restaurants	937 79.68%	756 64.29%	756 64.29%	869 73.89%	421 35.80%	1,176	3,739
(c)	Entertainment venues (movie theaters, night clubs, etc.)	476 48.28%	661 67.04%	491 49.80%	592 60.04%	281 28.50%	986	2,501
(d)	Institutional (governments, schools, churches)	288 41.80%	248 35.99%	374 54.28%	187 27.14%	368 53.41%	689	1,465
(e)	Office (including medical)	367 40.96%	565 63.06%	542 60.49%	283 31.58%	530 59.15%	896	2,287
(f)	Mixed use (ex. 1st floor retail & 2nd floor office or residential)	613 67.14%	517 56.63%	568 62.21%	545 59.69%	432 47.32%	913	2,675
(g)	Multiple-family	261 36.97%	290 41.08%	379 53.68%	169 23.94%	473 67.00%	706	1,572
(h)	Research/industrial	107 15.81%	261 38.55%	468 69.13%	85 12.56%	346 51.11%	677	1,267
(i)	No new development	123 35.34%	111 31.90%	104 29.89%	150 43.10%	134 38.51%	348	622

Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Other Considerations Analysis

Respondents were asked, "Is there anything else you would like to be considered in the Master Plan?" Participants shared the following ideas:

- Many expressed the sentiment that the Master Plan should concentrate on improving Berkley as opposed to changing Berkley. Others requested policies or programs to improve the appearance of the City overall.
- Several respondents requested a ban on new multiple-family buildings, while others asked that the Master Plan include improvements to single-family neighborhoods. Other respondents asked that the size of new single-family houses be limited.

- Many asked for a greater variety in the business mix along 12 Mile and Coolidge, with many requests for a grocery store. Other participants asked for green space, better streetscapes (sidewalks and trees) and beautification projects in the downtown area.
- Many respondents included recreation related requests, including a pool (indoor and/or outdoor), gym, track, improved parks, ice rink, dog park, sand volleyball, splash pad, water park. Some stated directly that they wanted these features in a new community center.
- Many participants mentioned infrastructure in some way, from improved sewers to a 21st century power grid and better sidewalks. A few also mentioned a new or renovated City Hall.
- Several participants asked that the bicycle lane be removed from Coolidge.
- A few respondents mentioned a farmers market.
- Several respondents asked that bonfires and/or fire pits be allowed.
- Respondents had differing opinions on whether they wanted or did not want marijuana businesses.
- Unique requests included a historic district on Coolidge and 12 Mile, a water bottle refilling station. and updates on controversial issues like the Community Center and LaSalette.

The survey also asked, "What specific geographic areas or subjects should be addressed as part of the Master Plan, which have not been mentioned in this survey?". Answers included:

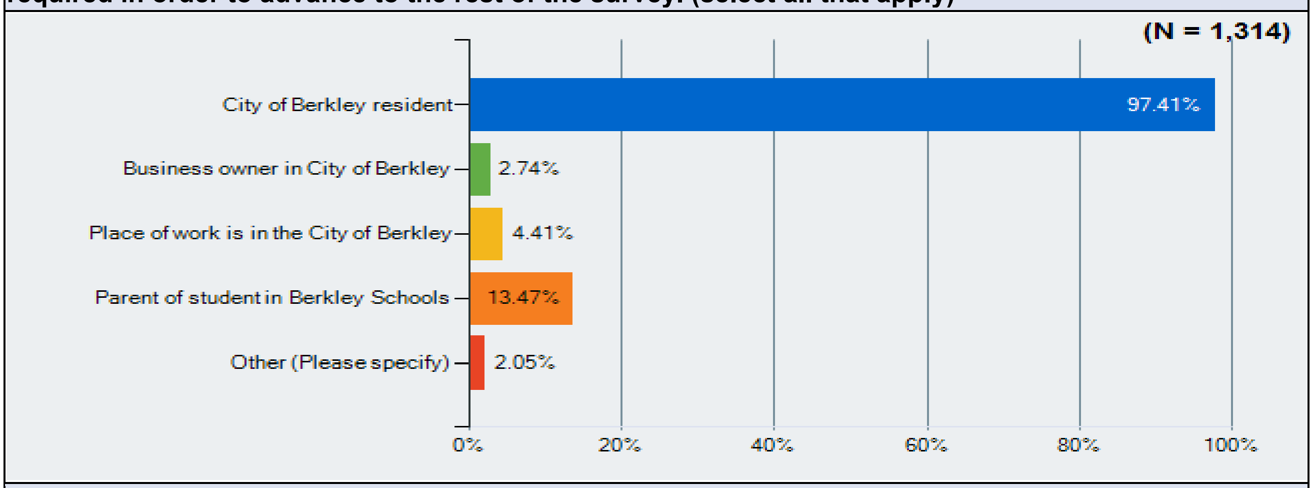
- 12 Mile: gathering spot at Robina, road diet, beautification, concentrate retail/restaurant and office Buckingham to Coolidge, Dairy Queen needs more parking, better sidewalks and more trees, on-street parking between Greenfield and Wakefield, 2-3 story parking structure, more benches, bicycle racks
- Coolidge: eliminate bicycle lane, concentrate retail/restaurant and office 12 Mile to 11 Mile, better sidewalks, and more trees
- 11 Mile: better sidewalks and more trees
- Greenfield: better sidewalks and more trees, 200 bed Hospice care facility
- Catalpa: add bicycle lane, curbs, stop sign at Robina, multi-family
- LaSalette building
- Wiltshire
- City Hall: need to improve or replace.
- Traffic around Rogers School
- The cemetery: treat as a community asset
- Several participants mentioned drainage and flooding.
- A few respondents asked that code enforcement be improved.
- Many respondents asked for repairs to roads and sidewalks. Other asked for more planning of trails and sidewalks to link green spaces and parks in Berkley.
- Several participants mentioned more planning for parks, improvements to parks and the need for more park and green space

Demographic Analysis

The respondent pool was generally representative of the City as a whole. The survey can be used as a credible resources, amongst many, when making decisions for the Master Plan. Comparative statistics are below:

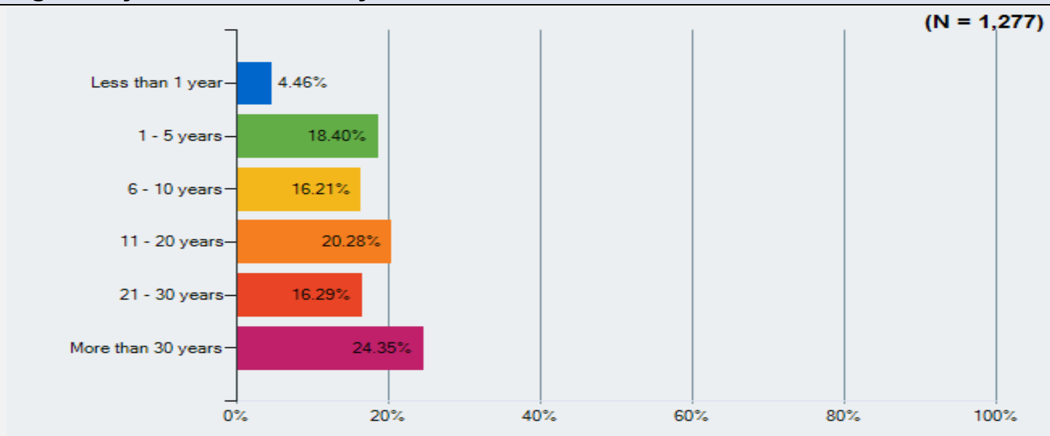
- 94% of the respondents lived in a single-family home, statistically close to the U.S. Census estimates for the City of Berkley.
- 91% lived in an owner-occupied dwelling unit, higher that the estimated 78% of owner-occupied units per 2018 estimates in the American Community Survey by the U.S. Census.
- Respondents by age are within 5 percentage points as a proportion of the general Berkley population, except for respondents under 25 which was less than 2% of the City residents responding. Residents ages 15-24 are estimated to be almost 12% of Berkley's population per 2018 estimates in the American Community Survey by the U.S. Census.
- Almost 86% of the respondents identified as white, statistically close to the U.S. Census estimates for the City of Berkley. The other categories were close as well.

1. What is your relationship to the City of Berkley? Input from all individuals is valuable, but please note that results may be analyzed by relationship to the City and place of residence. This question is required in order to advance to the rest of the survey. (select all that apply)

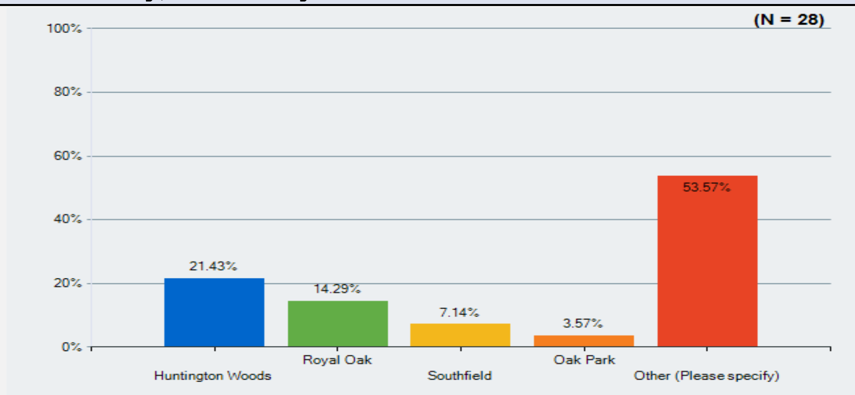


Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question. See verbatim report for "other" responses/

1a. How long have you lived in Berkley?

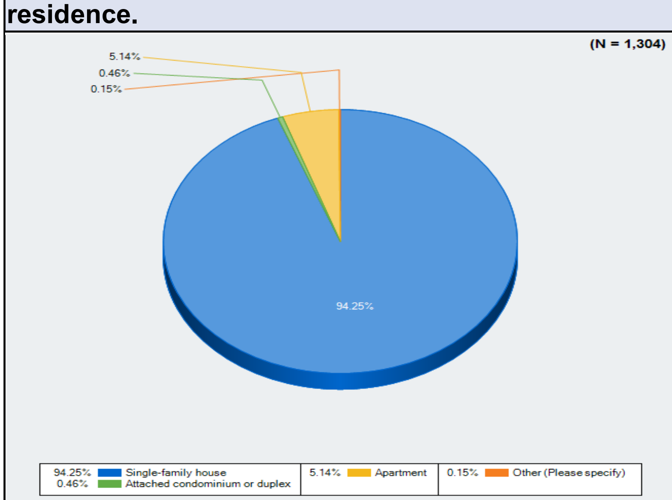


1a. If you don't live in Berkley, where do you live?



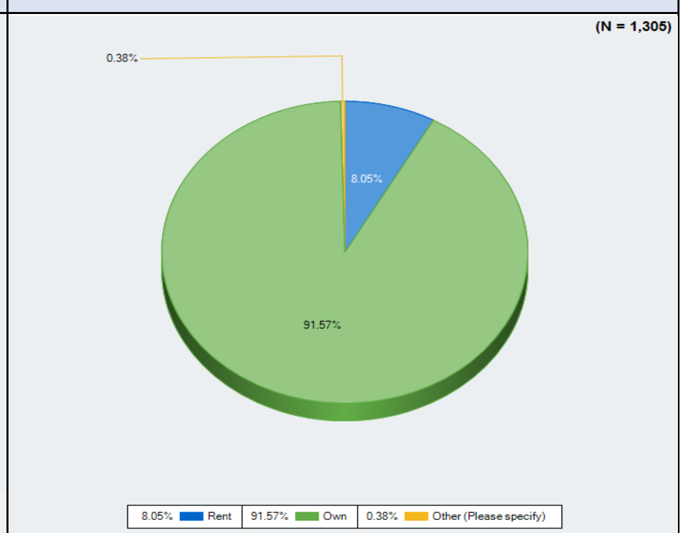
Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question. See verbatim report for "other" responses/

2. Please select the term that best describes your residence.



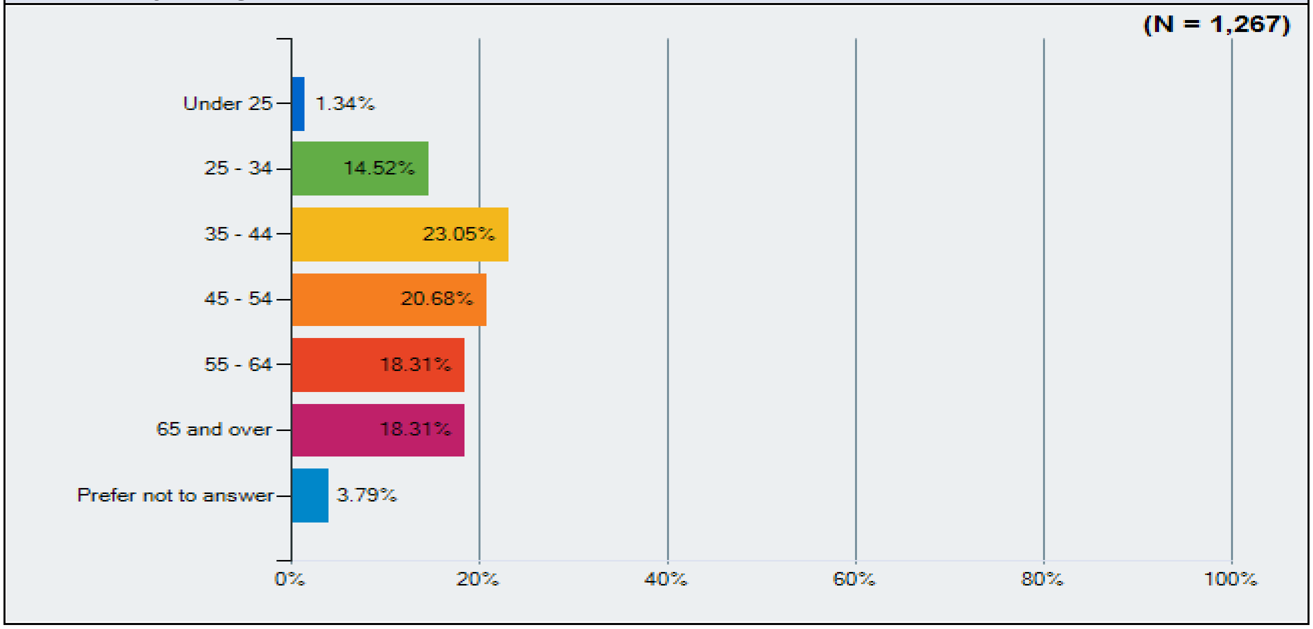
Other: Dearborn Heights, senior building

2a. Do you rent or own your place of residence?

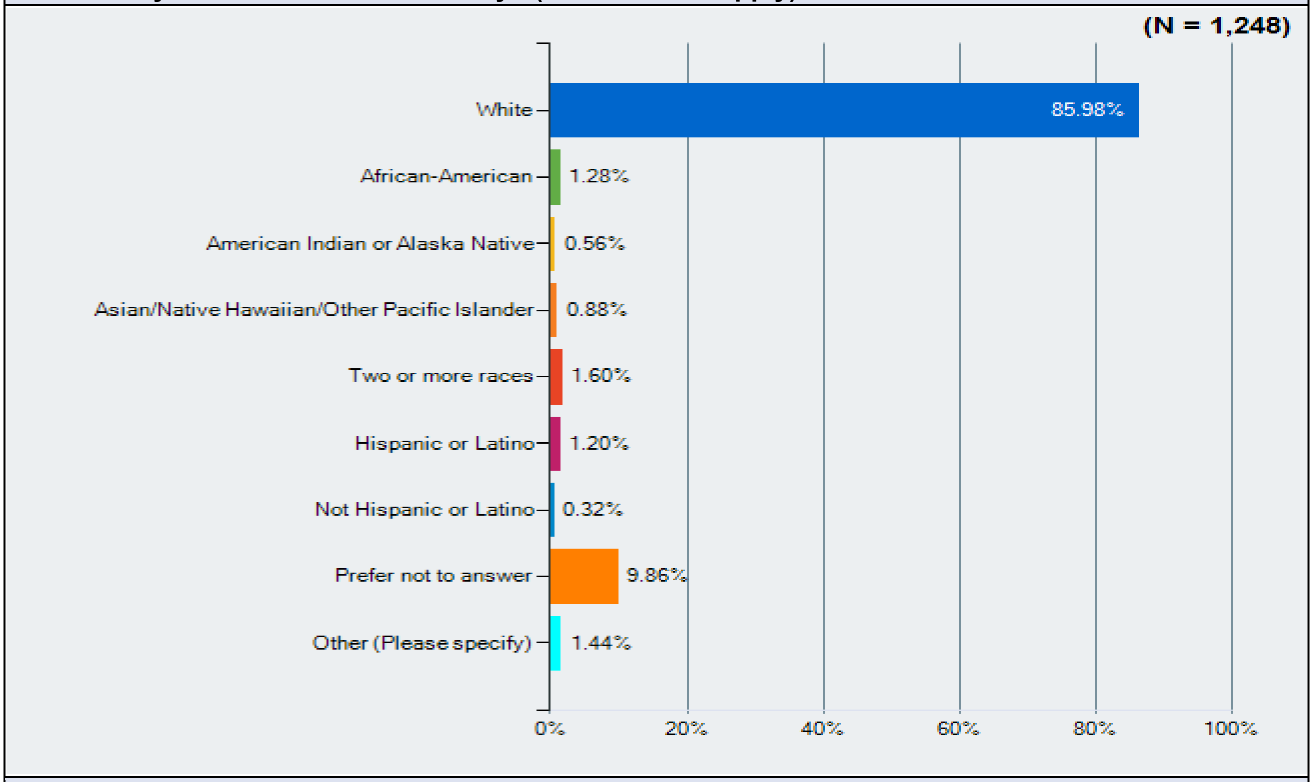


Other: Parsonage (2), live in my parents (2),co own with relative

28. What is your age?



29. What is your racial or ethnic identity? (check all that apply)



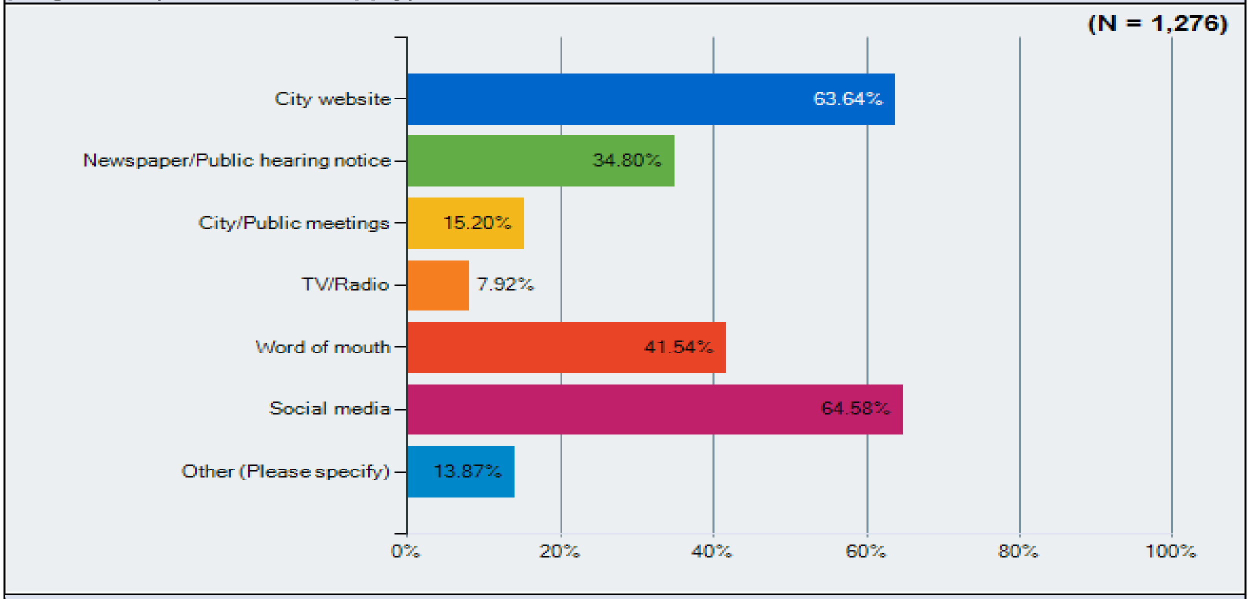
Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

30. Including yourself, how many people in your household are:							
		1	2	3	4	5	Total Responses
(a)	Under age 2	120 50.42%	38 15.97%	25 10.50%	37 15.55%	18 7.56%	238
(b)	Ages 3 - 5	97 85.84%	16 14.16%	0 0.00%	0 0.00%	0 0.00%	113
(c)	Ages 6 - 17	162 51.43%	123 39.05%	22 6.98%	7 2.22%	1 0.32%	315
(d)	Ages 18 - 25	114 65.14%	50 28.57%	11 6.29%	0 0.00%	0 0.00%	175
(e)	Ages 26 - 35	120 45.80%	139 53.05%	3 1.15%	0 0.00%	0 0.00%	262
(f)	Ages 36 - 44	153 48.42%	163 51.58%	0 0.00%	0 0.00%	0 0.00%	316
(g)	Ages 45 - 54	168 56.00%	131 43.67%	0 0.00%	0 0.00%	1 0.33%	300
(h)	Ages 55 - 64	151 56.55%	116 43.45%	0 0.00%	0 0.00%	0 0.00%	267
(i)	Ages 65+	174 65.66%	90 33.96%	1 0.38%	0 0.00%	0 0.00%	265

Information Analysis

Respondents stated they typically got their information about Berkley from the City website (63.34%) and social media (64.58%). The Steering Committee expressed concern that perhaps some residents who do not use electronic means for information were missed.

31. Where do you typically get your information about Berkley City and community affairs and programs? (check all that apply)



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Open House

March 25, 2021

Carlisle | Wortman
ASSOCIATES, INC.

Tonight's Agenda

Welcome

Survey Results

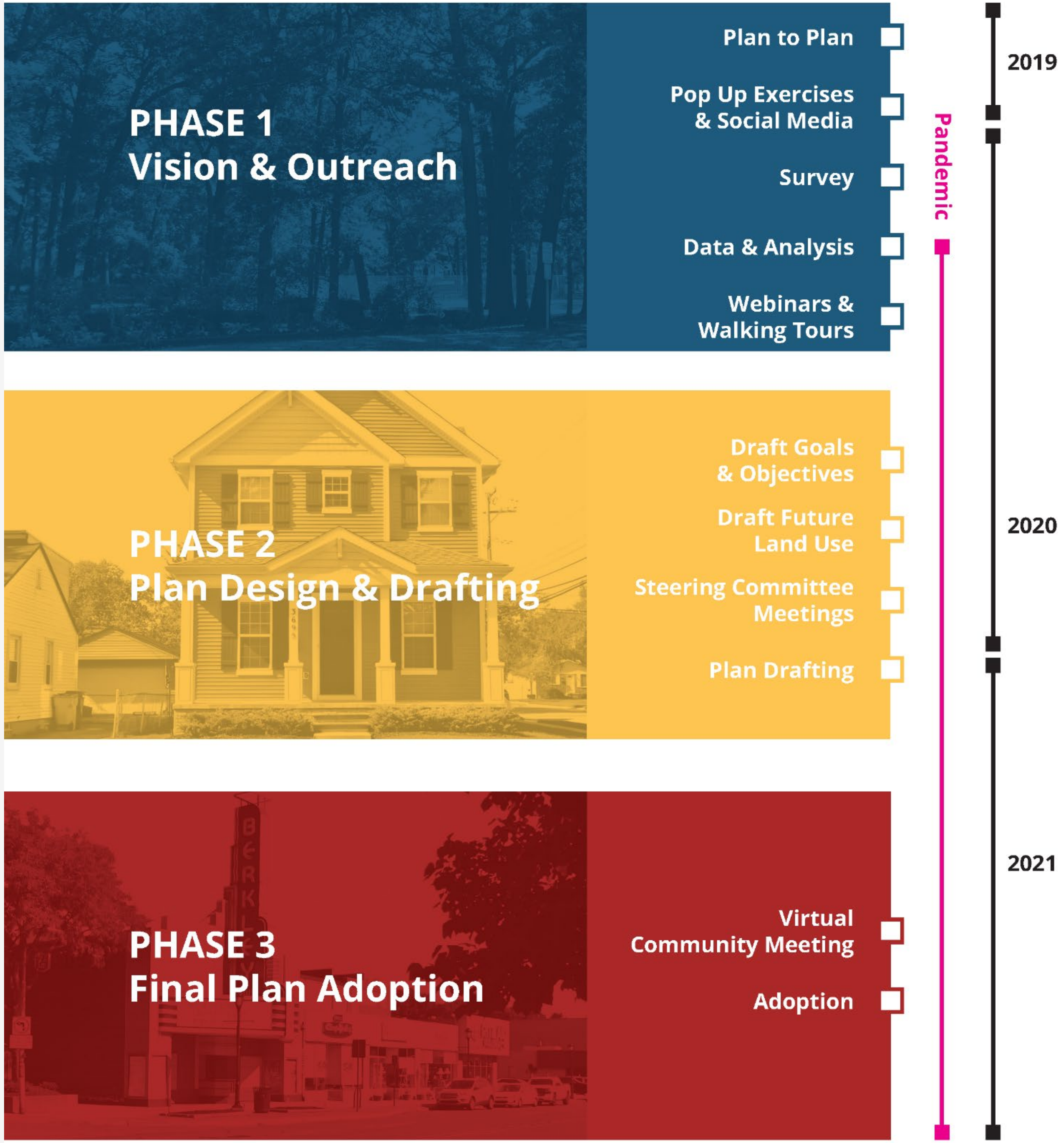
Small group discussion: What you want in the Master Plan for housing types & corridor expansion

Small group discussion reports

Next steps & thank you

Master Plan is the City's roadmap for the best path from a known present into an unknown future

MASTER PLAN PROCESS



The Three Whats Method

What?
What is important to our community?

So what?
Why are these issues important?

Now what?
What do we need to do?

HOUSING TYPES

WHAT?

VIBRANT COMMUNITY

Historically, Berkley has a diverse mix of ages and incomes.

SO WHAT?

MOST HOMES ARE SINGLE FAMILY HOUSES

The supply does not meet the need for all groups and incomes.

NOW WHAT?

SHOULD THERE BE MORE HOUSING TYPES?

If so, where?

HOUSING TYPES

NOW WHAT?

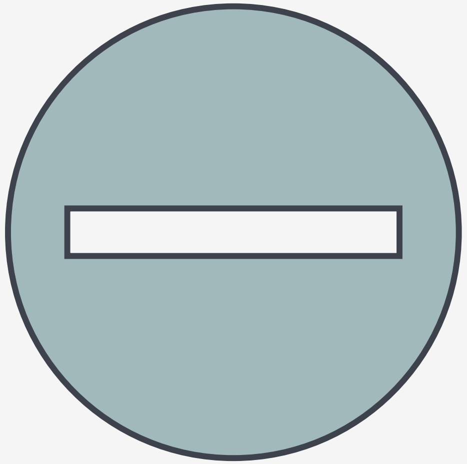
WHAT HOUSING TYPES?

SURVEY RESULTS

PAUSE

NO CONSENSUS

Limited time left for the Master Plan and will not reach a policy decision with community support.



TALK

SOME SUPPORT, BUT…

Circumstances matter. Seems possible to come to a decision with some community support.

INCLUDE

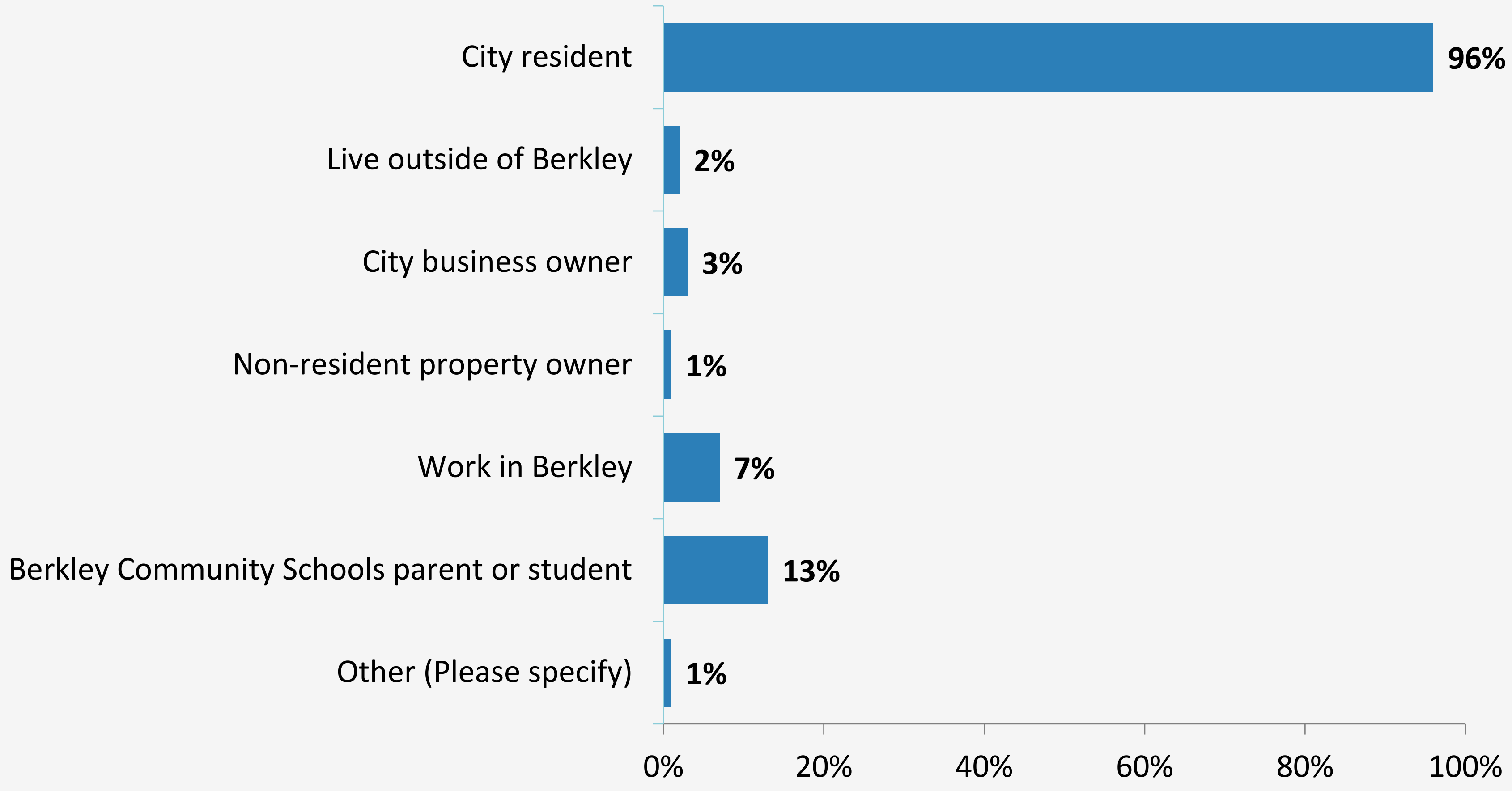
SUPPORT

Option presented has support but still worth discussing the how and the when.

HOUSING TYPES

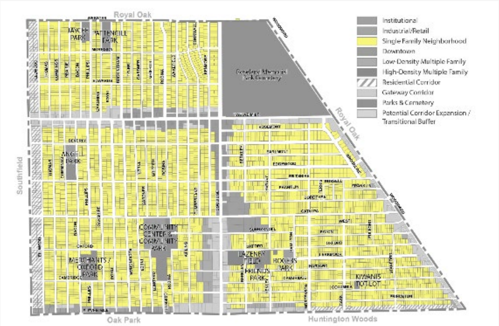
342 Responses, 325 City residents

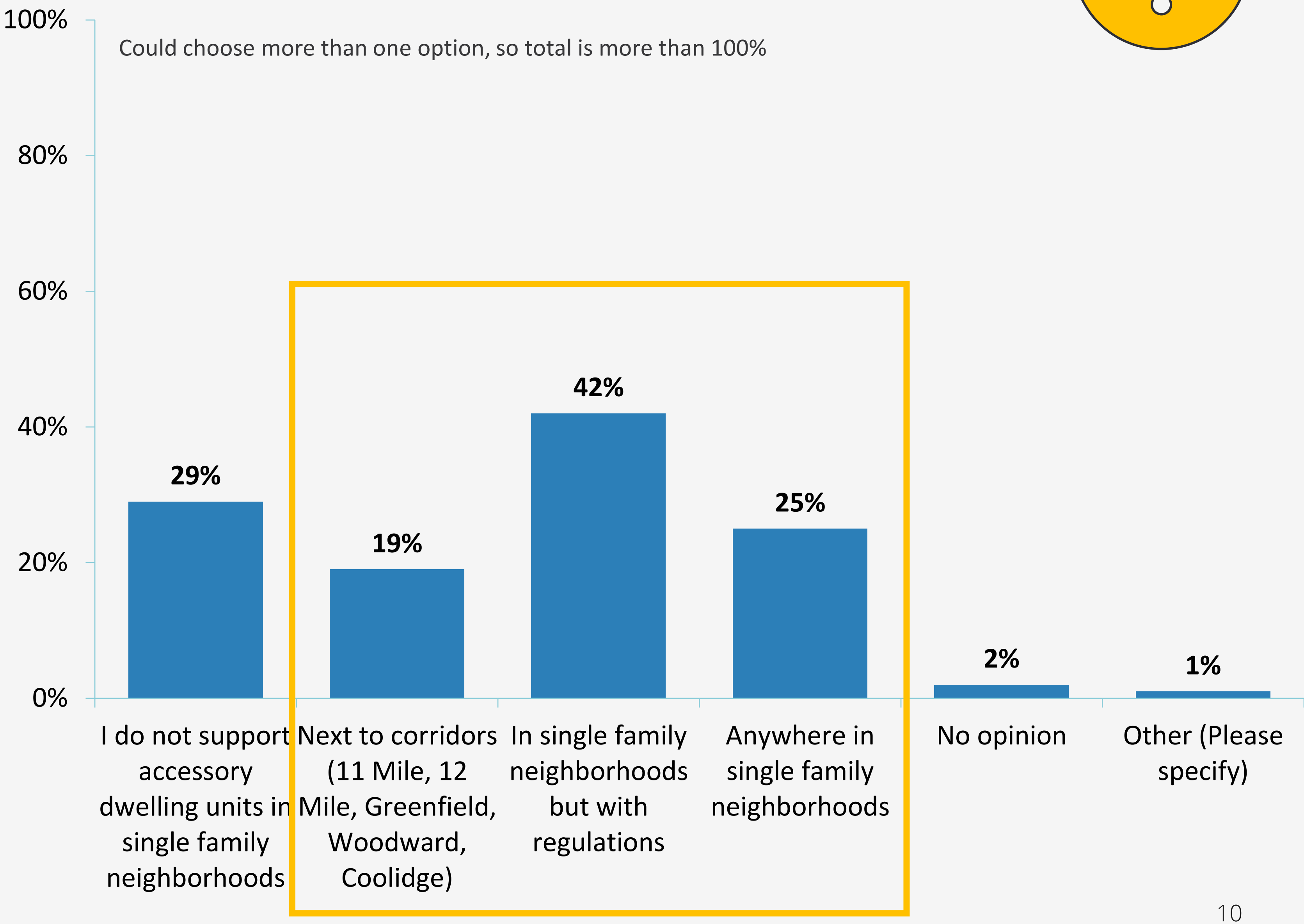
No significant difference between all responses & those of City residents



ACCESSORY DWELLING UNITS

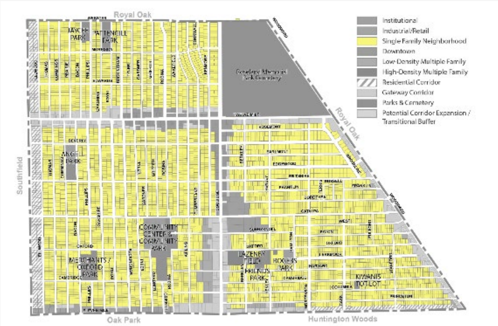
Neighborhood Areas

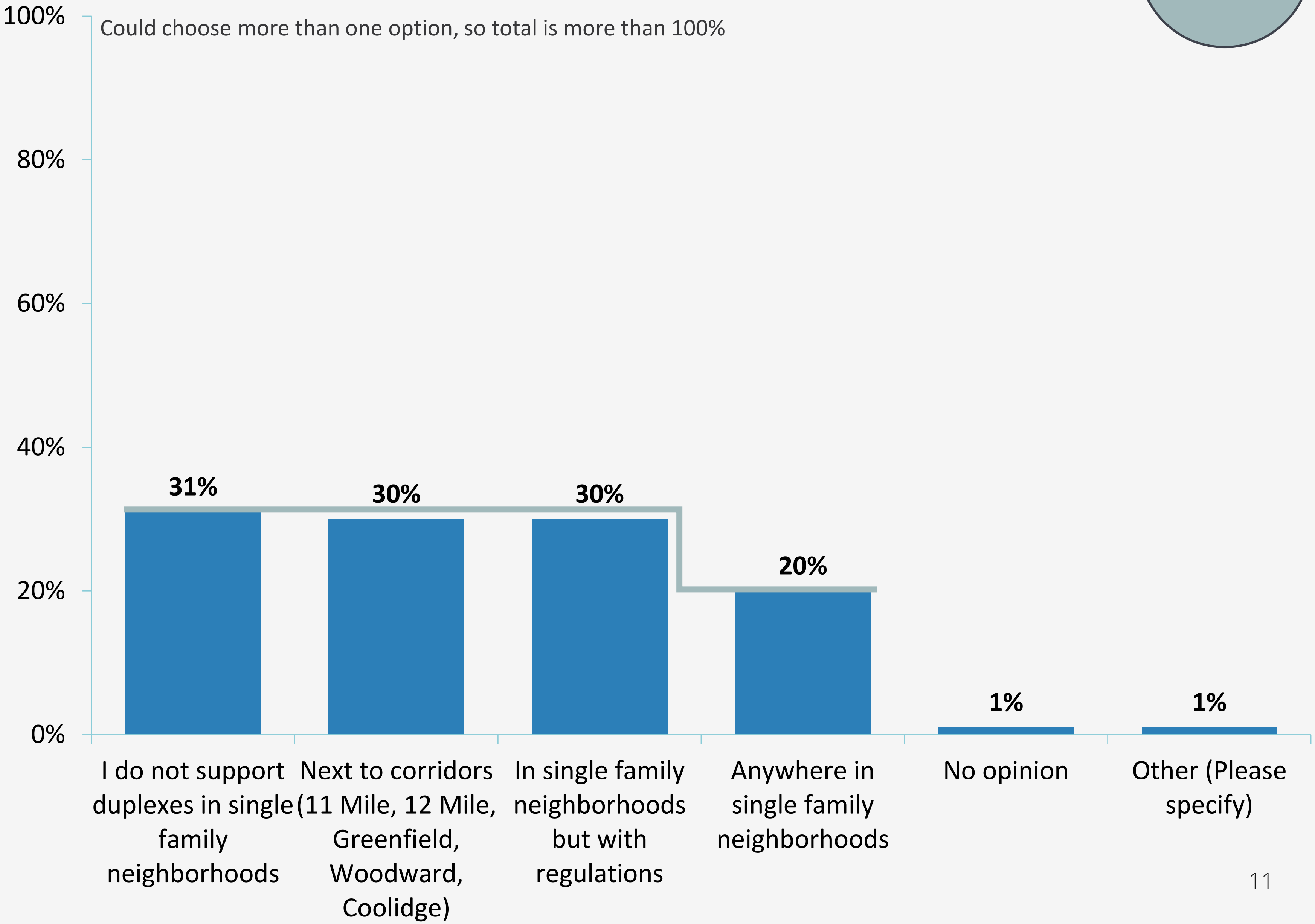




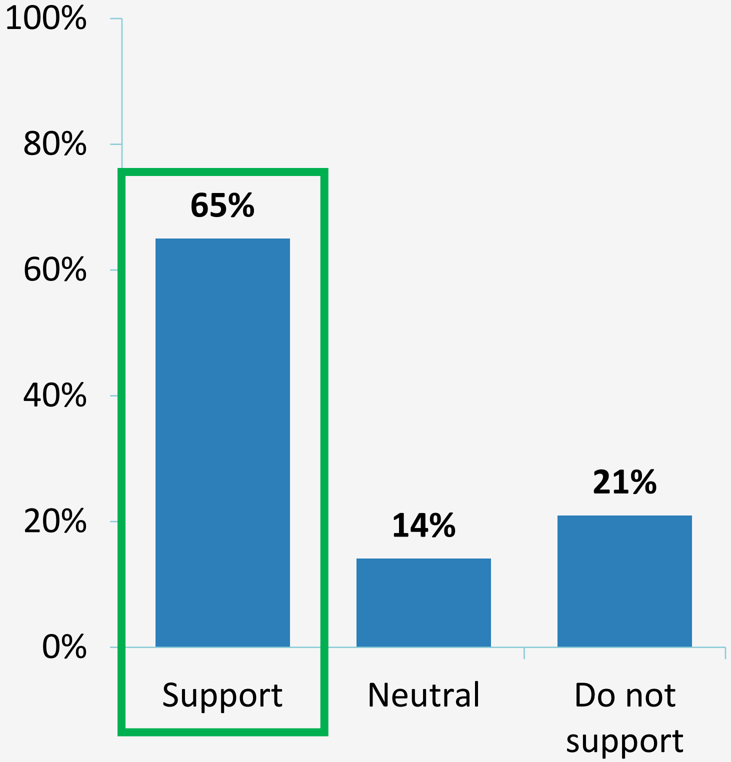
Duplexes in Neighborhoods

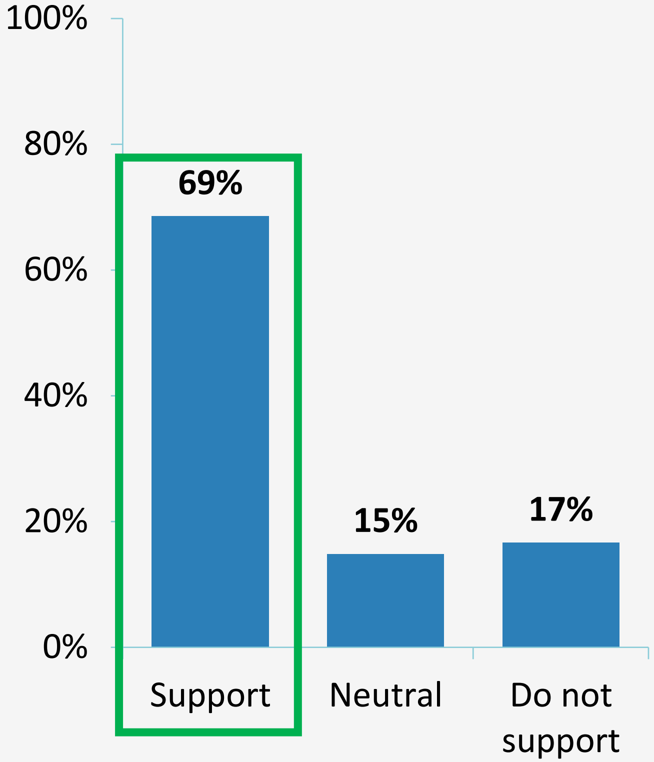
Neighborhood Areas



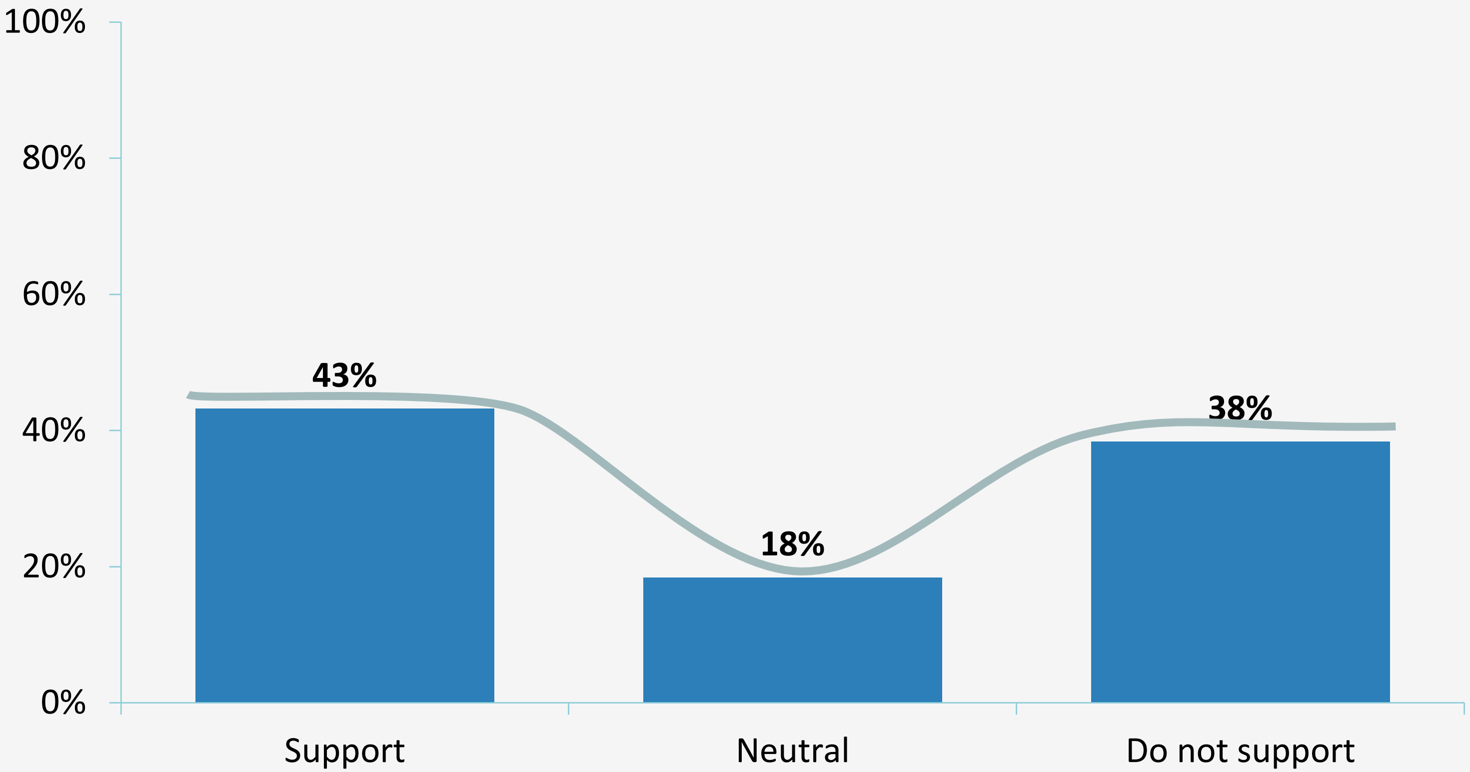


Low Density Multiple Family

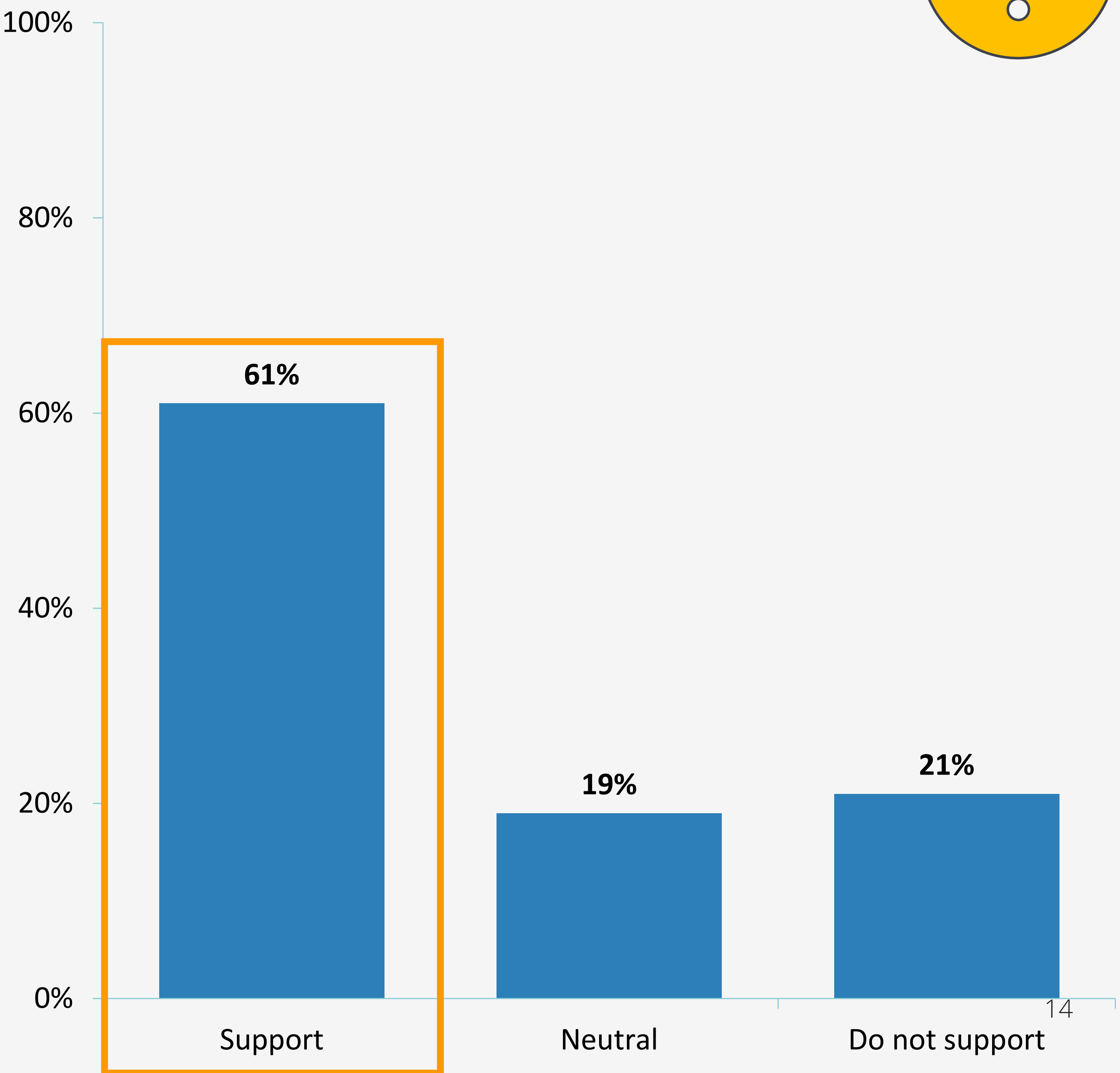




Low Density Multiple Family

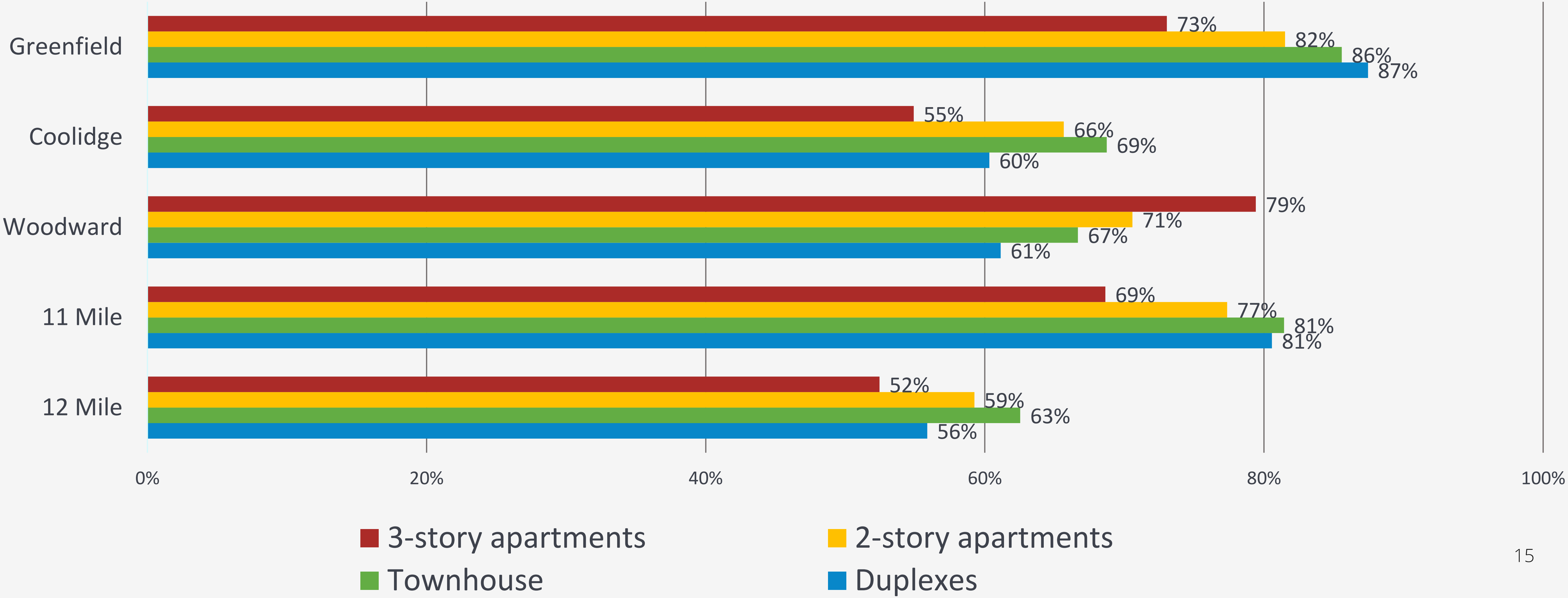


Greenfield Concept Plan



Corridors

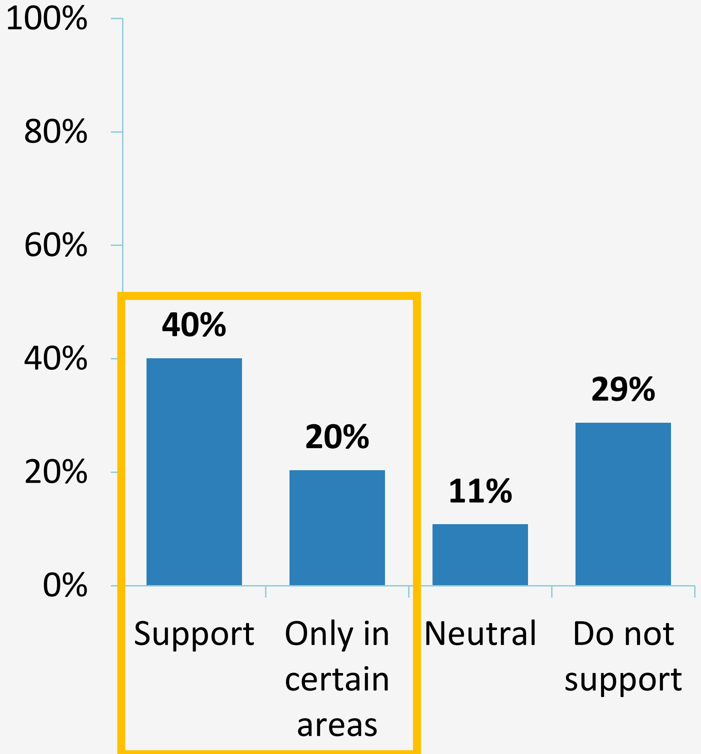
Could choose more than one option, so total is more than 100%

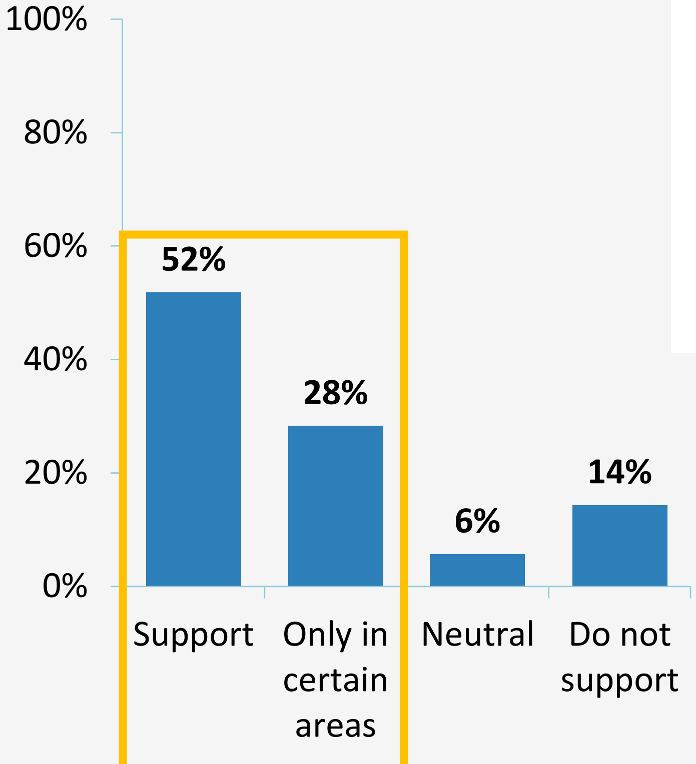


CORRIDORS


DUPLEX


TOWNHOUSE

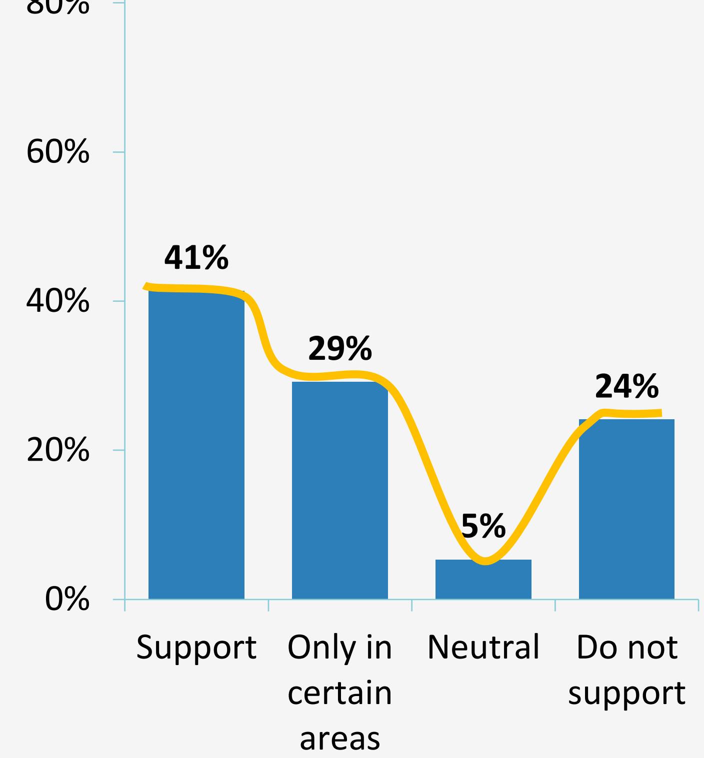

100%
80%
60%
40%
20%
0%
40%
20%
11%
29%
Support
Only in certain areas
Neutral
Do not support


100%
80%
60%
40%
20%
0%
52%
28%
6%
14%
Support
Only in certain areas
Neutral
Do not support

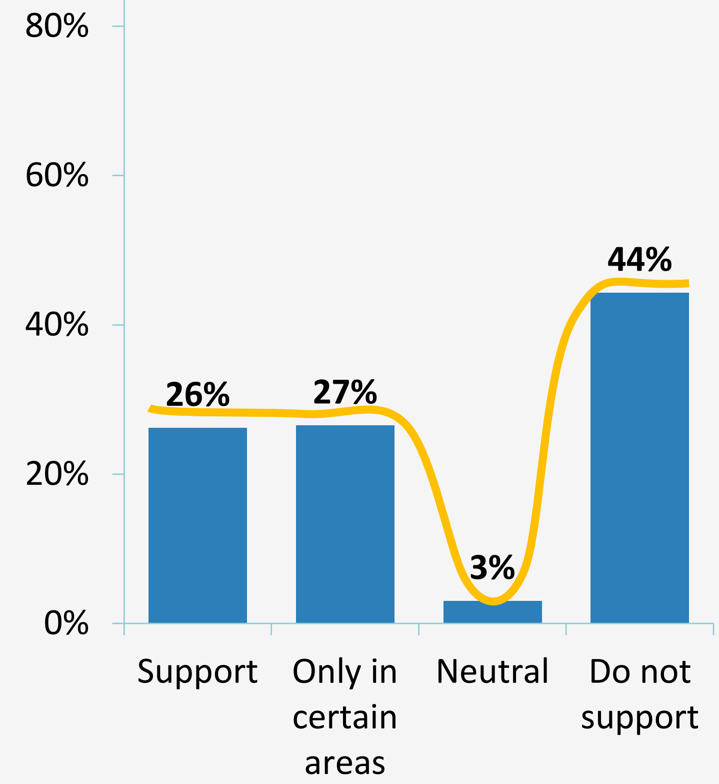

Royal Oak
Southfield
Oak Park
Huntington Woods
Royal Oak
JAYCEE PARK
PATTENGILL PARK
ANGELL PARK
COMMUNITY CENTER & COMMUNITY PARK
MERCHANTS / OXFORD PARK
LAZENBY FIELD
FRIENDS PARK
ROGERS PARK
KIWANIS TOT LOT
Institutional
Industrial/Retail
Single Family Neighborhood
Downtown
Low-Density Multiple Family
High-Density Multiple Family
Residential Corridor
Gateway Corridor
Parks & Cemetery
Potential Corridor Expansion / Transitional Buffer

CORRIDORS


2-STORY APARTMENT


100%
80%
60%
40%
20%
0%
41%
29%
5%
24%
Support
Only in certain areas
Neutral
Do not support


3-STORY APARTMENT


100%
80%
60%
40%
20%
0%
26%
27%
3%
44%
Support
Only in certain areas
Neutral
Do not support


Royal Oak
Oak Park
Huntington Woods
Southfield
Institutional
Industrial/Retail
Single Family Neighborhood
Downtown
Low-Density Multiple Family
High-Density Multiple Family
Residential Corridor
Gateway Corridor
Parks & Cemetery
Potential Corridor Expansion / Transitional Buffer
COMMUNITY CENTER & COMMUNITY PARK
KIWANIS TOT LOT

CORRIDOR EXPANSION

WHAT?

THERE IS COMMUNITY DESIRE

to enhance corridors with more variety of shops, restaurants and services.

SO WHAT?

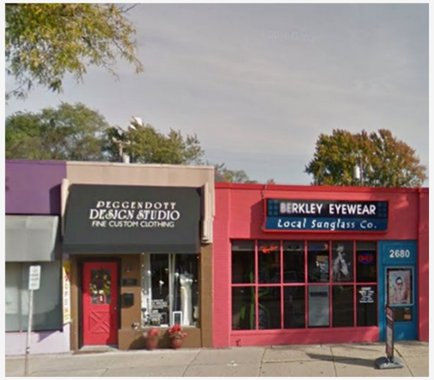
A MODERN BUILDING WITH PARKING AND LOADING

cannot be built on current lots due to their shallow depths.

NOW WHAT?

NEED TO DECIDE IF, HOW AND WHERE CORRIDORS CAN EXPAND

if circumstances are right. Proposal is to plan, not rezone.



CORRIDOR EXPANSION

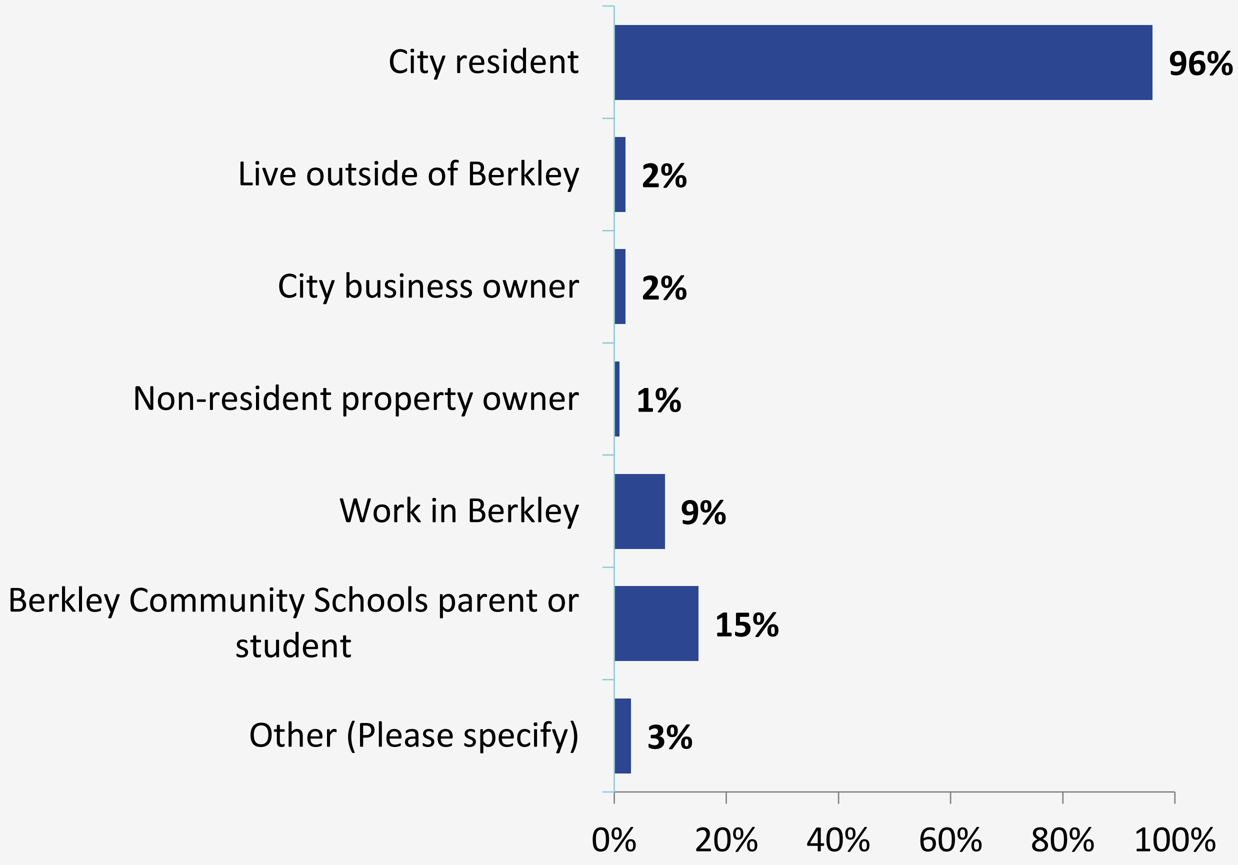
SO WHAT?

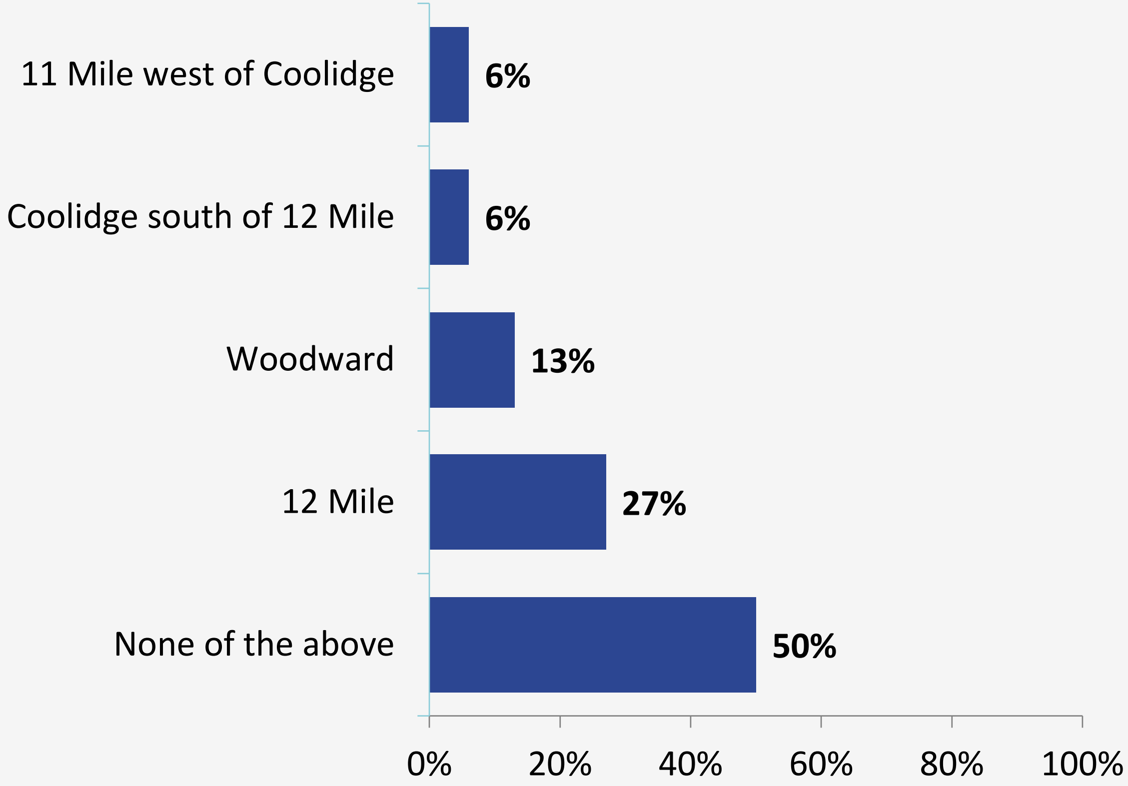
If needed, can corridor properties expand, while protecting neighborhoods?

CORRIDOR EXPANSION

WHO?

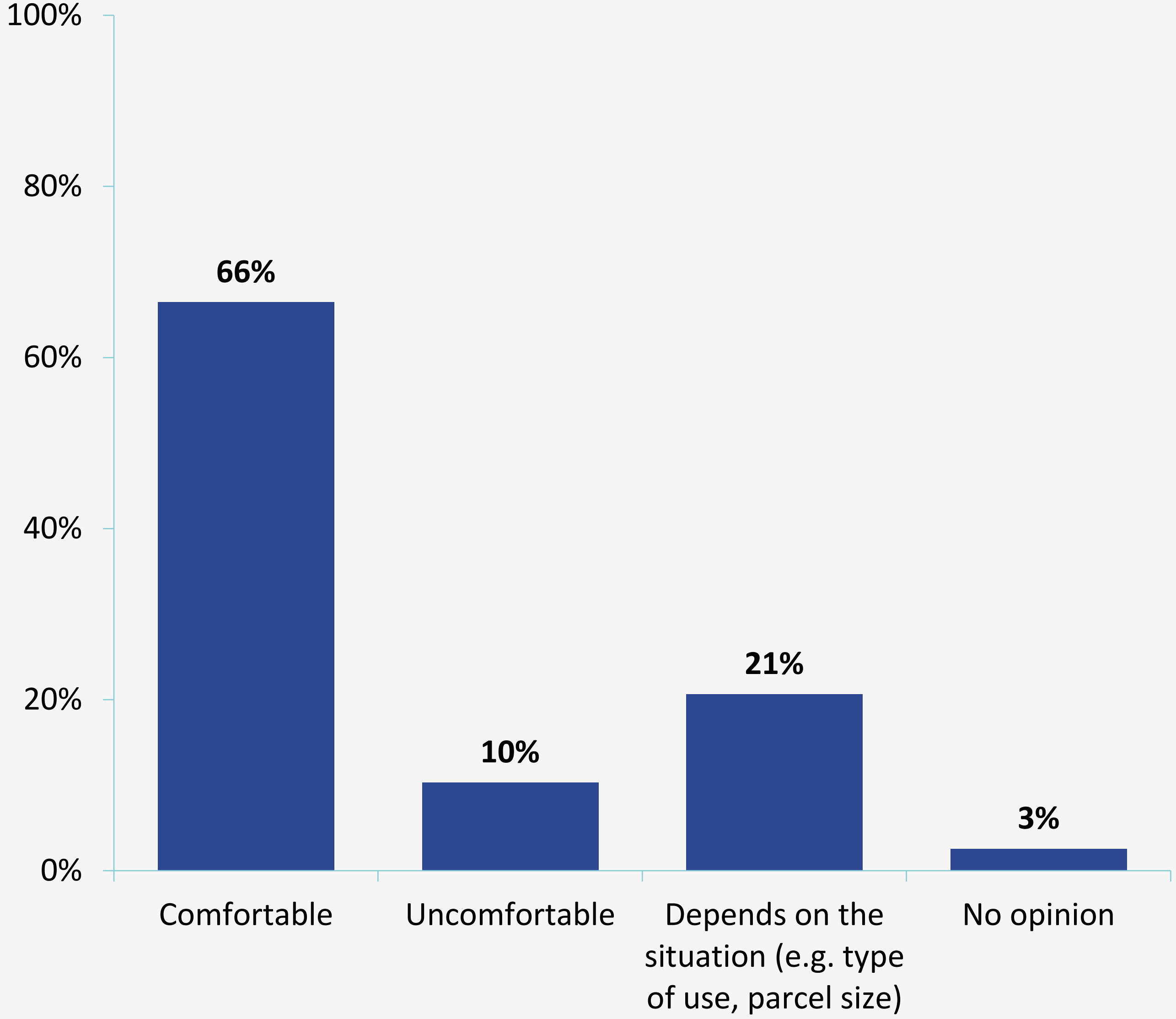
160 Responses, 151 City residents





TYPE OF BUFFER

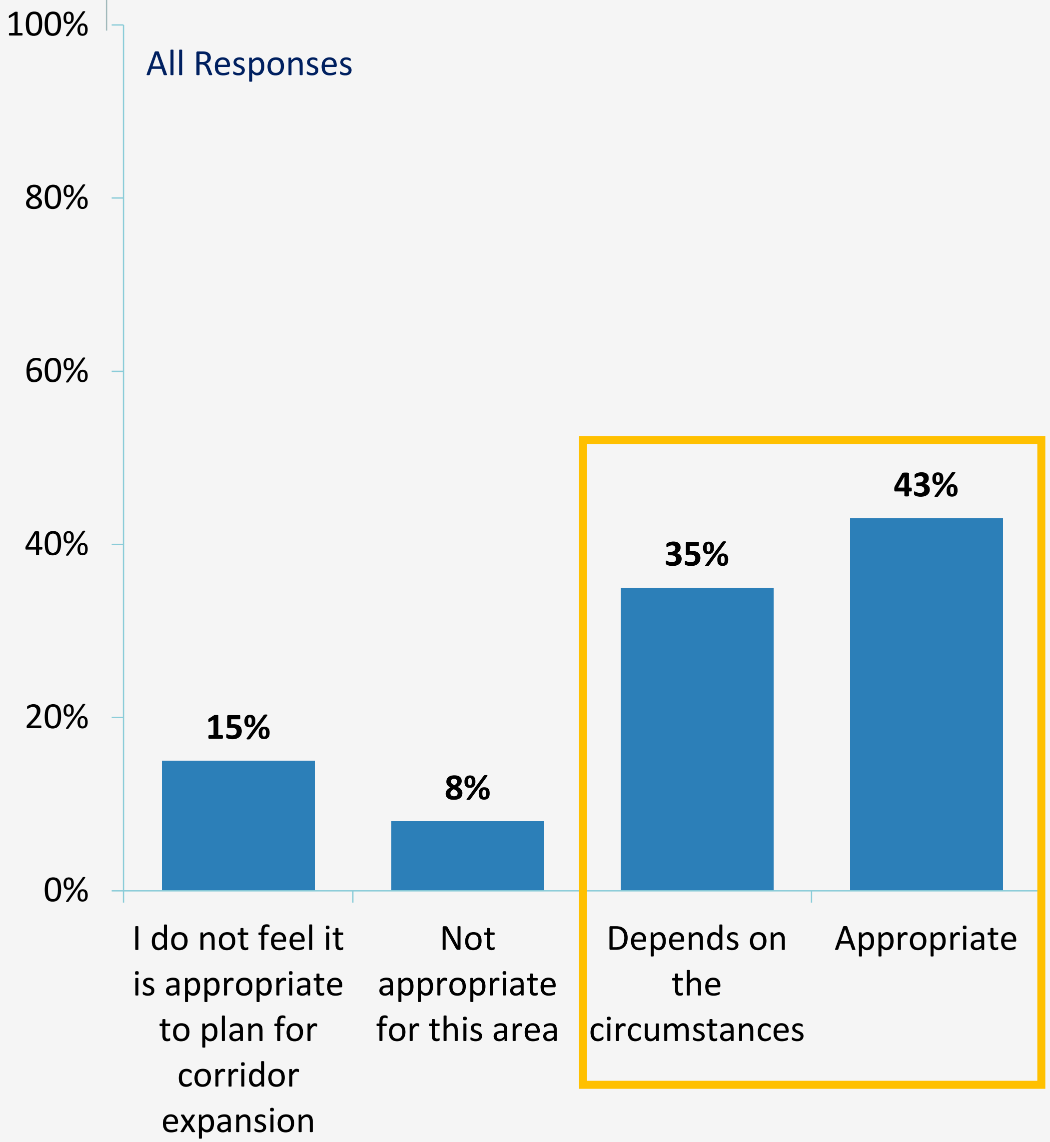
Landscaping with masonry wall buffer

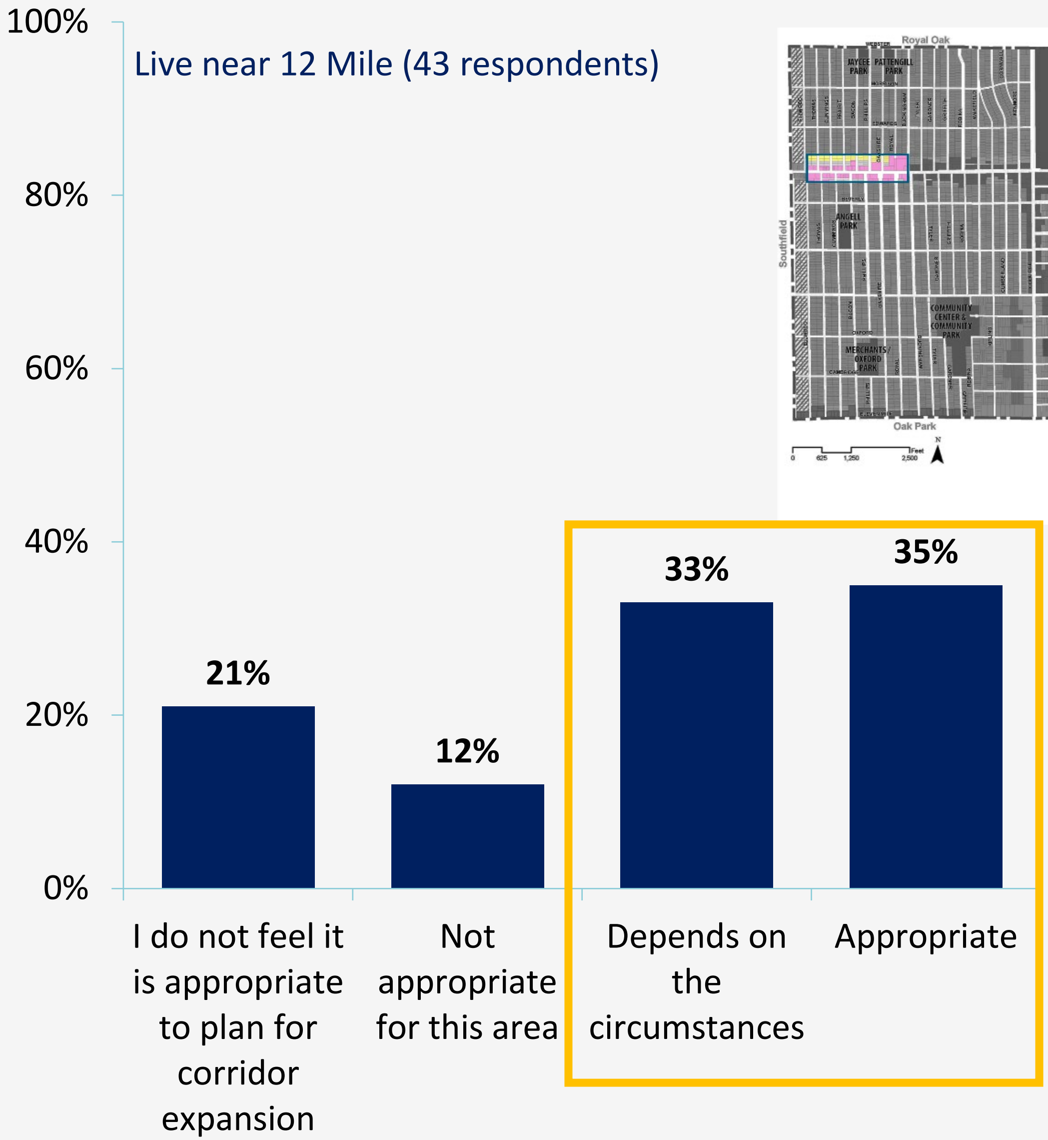


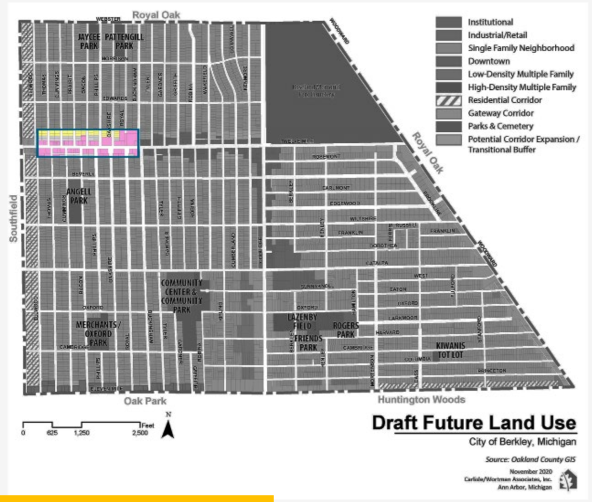
Masonry Wall only	24% Comfortable
Landscaped Buffer only	32% Comfortable

W. 12 MILE

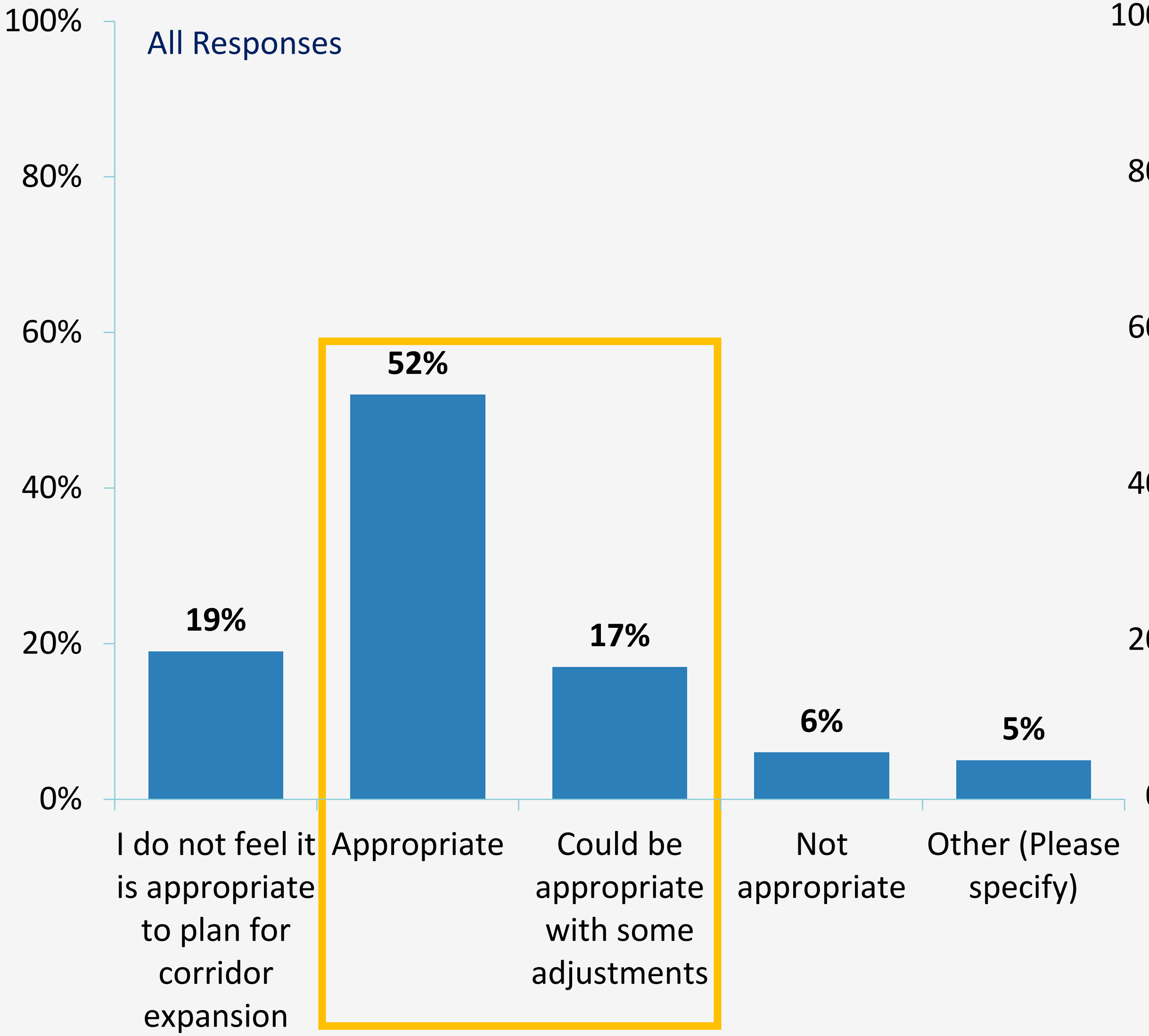
Appropriate to plan for expansion?

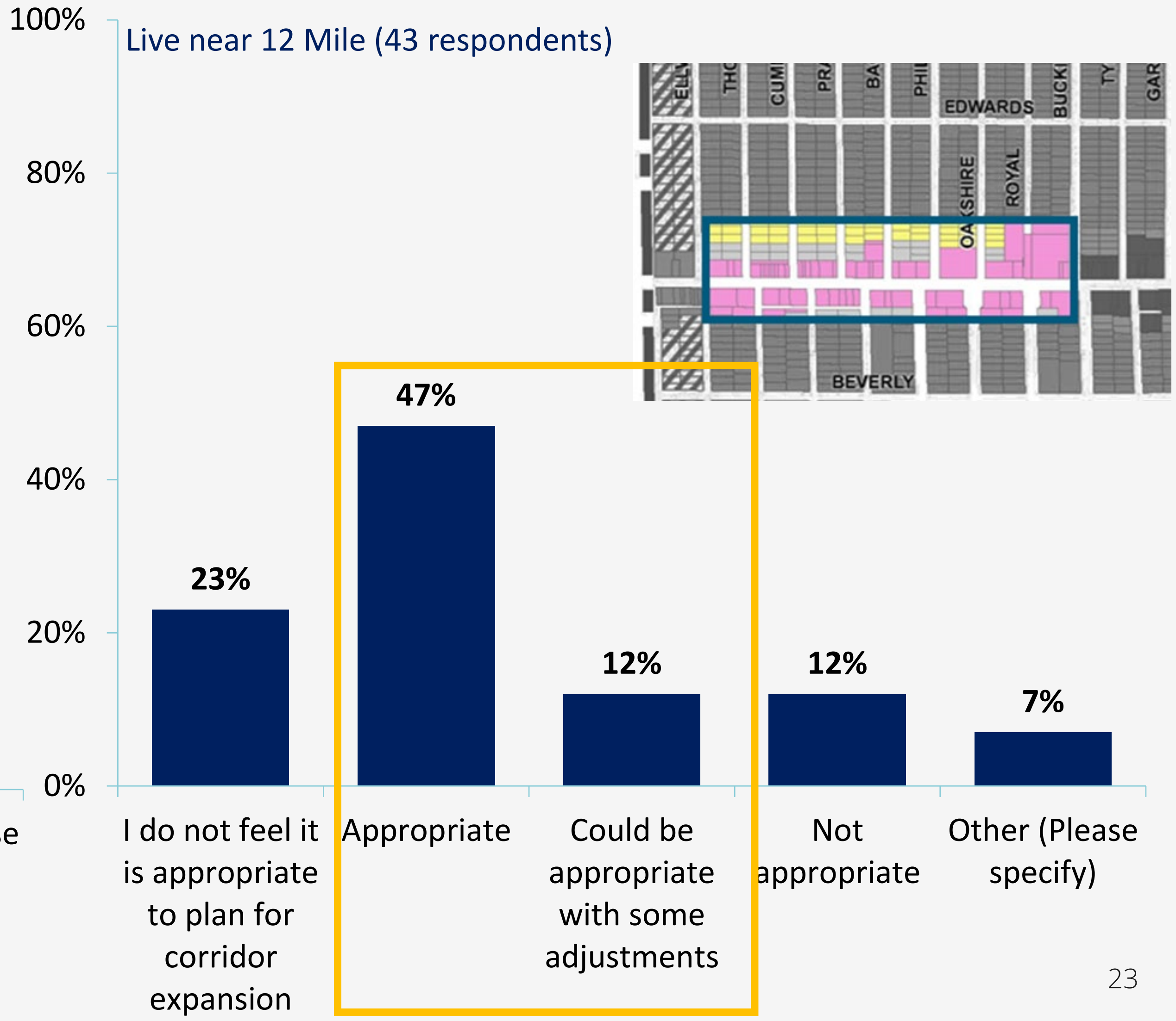




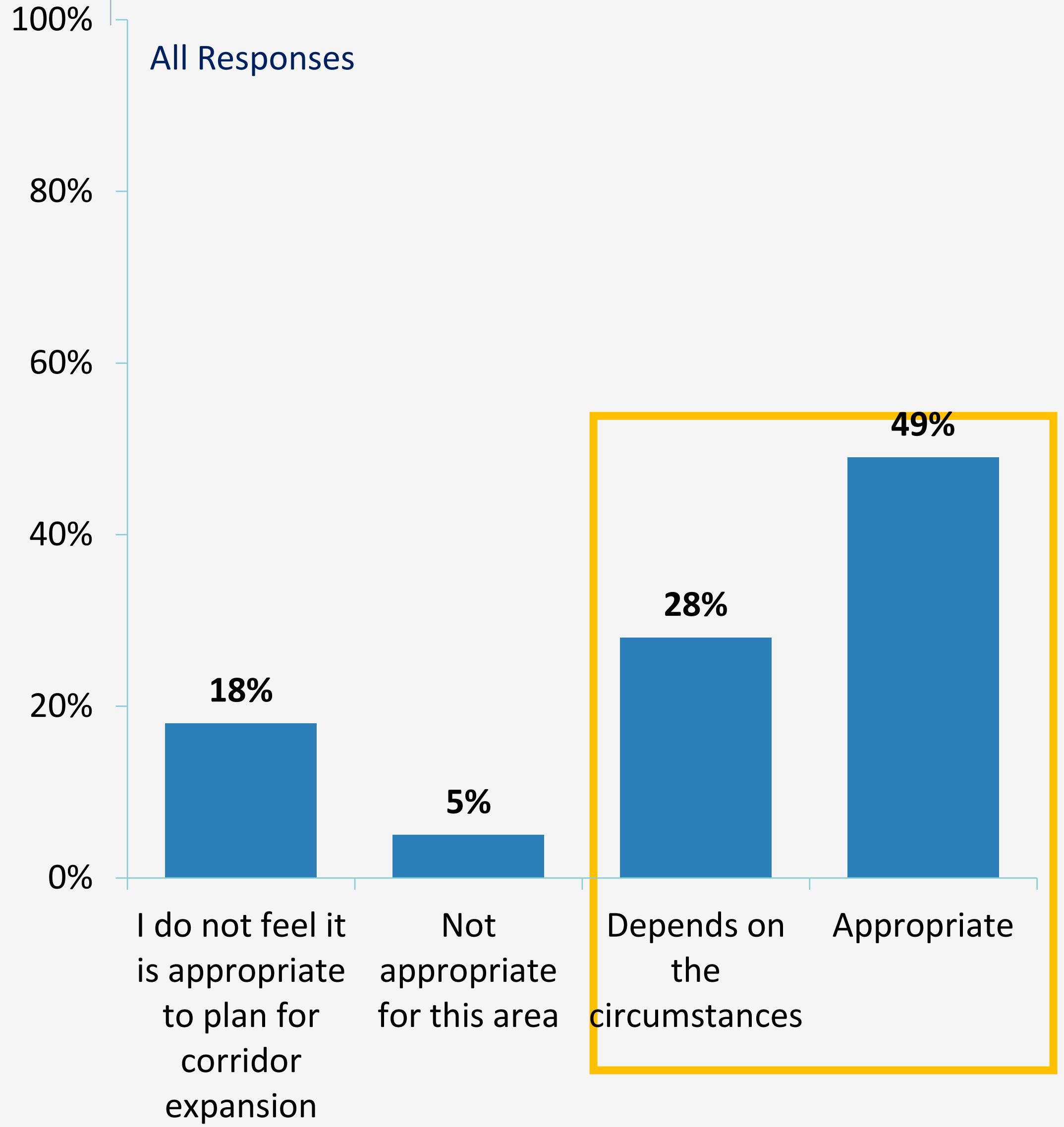


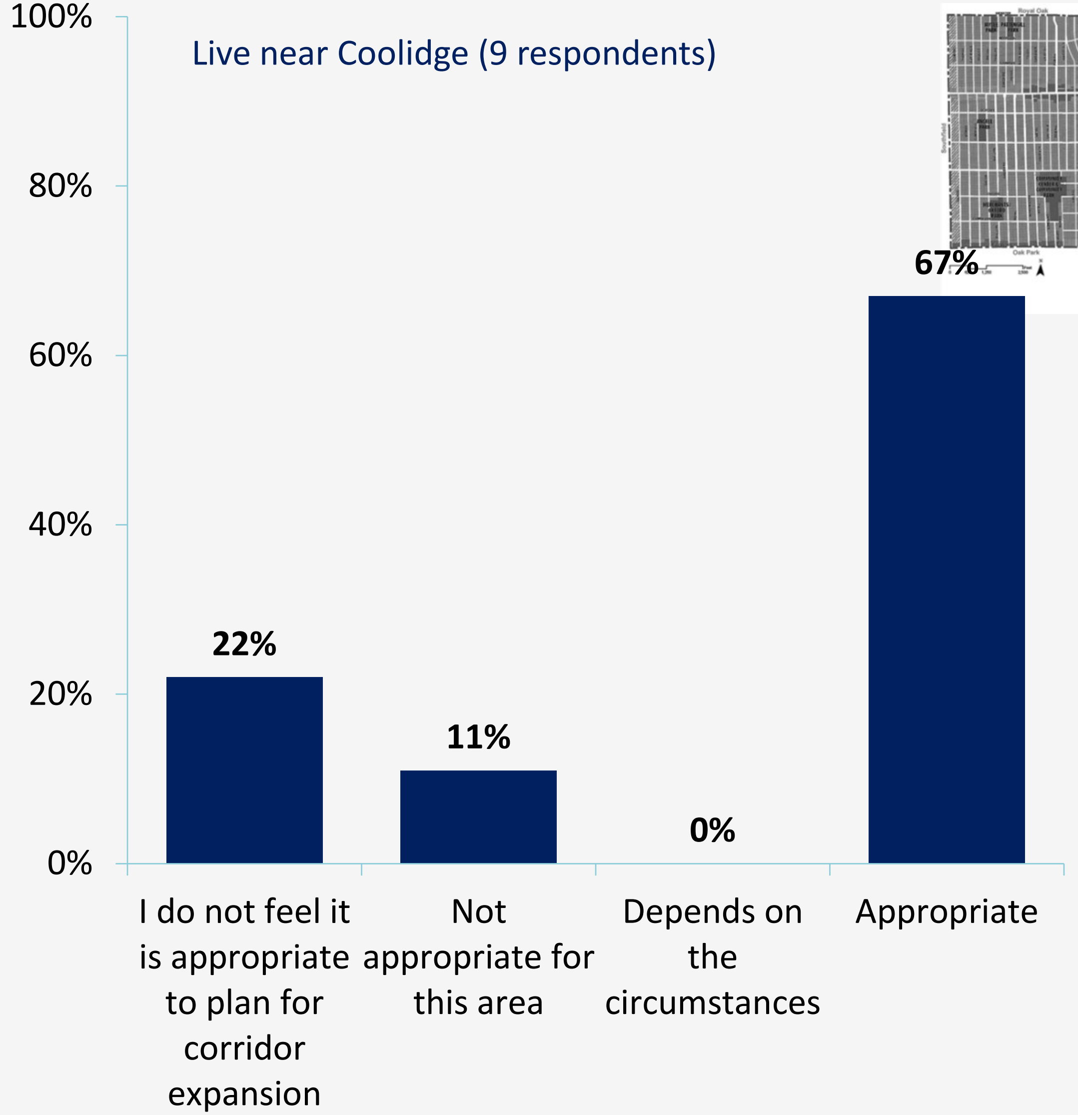
W. 12 MILE Location in light gray appropriate?

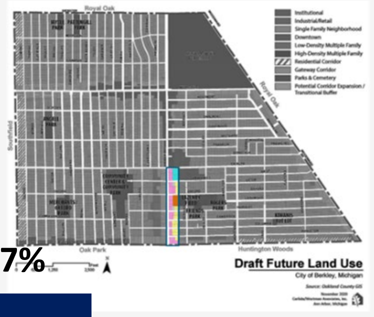




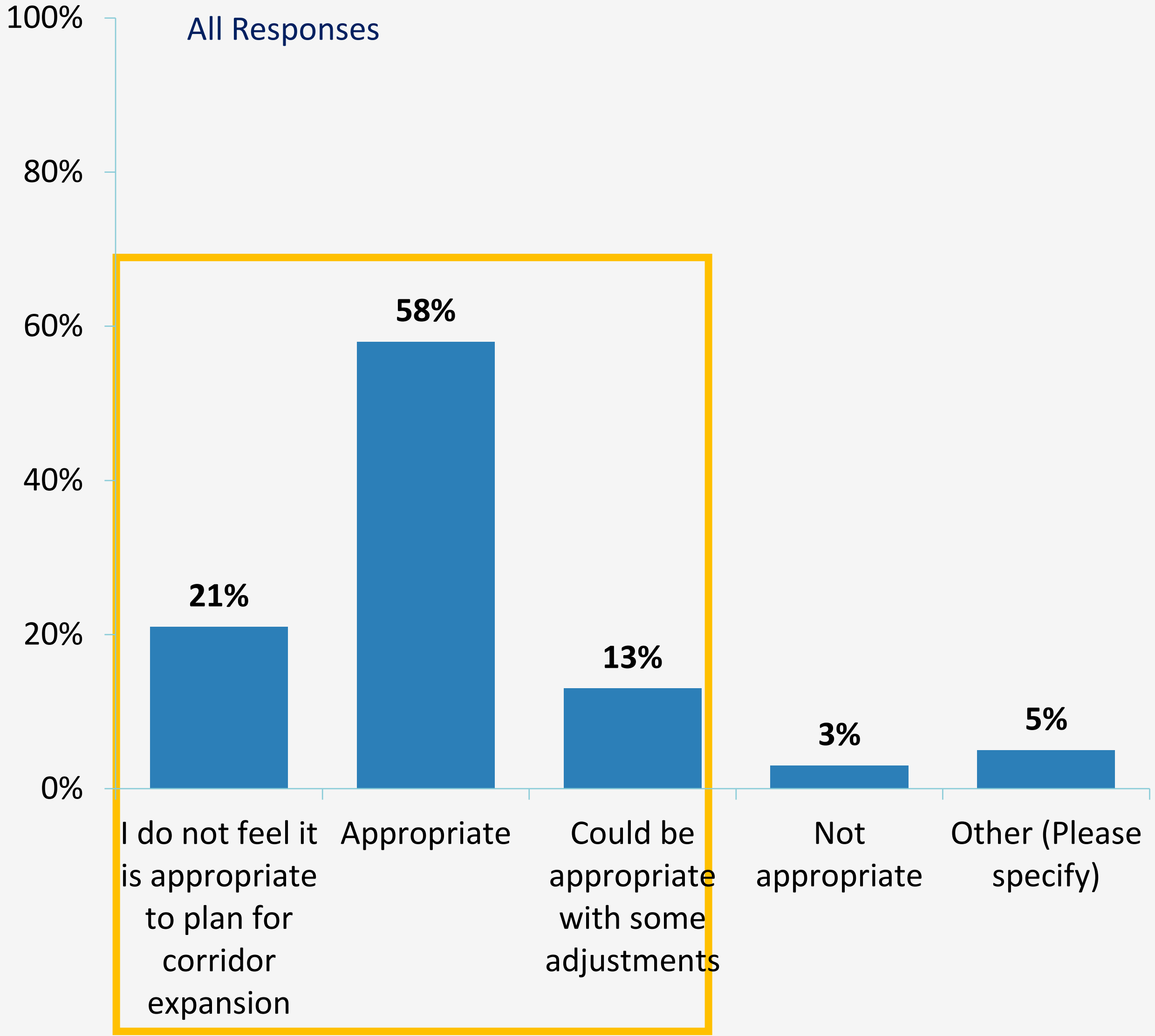
S. COOLIDGE Appropriate to plan for expansion?

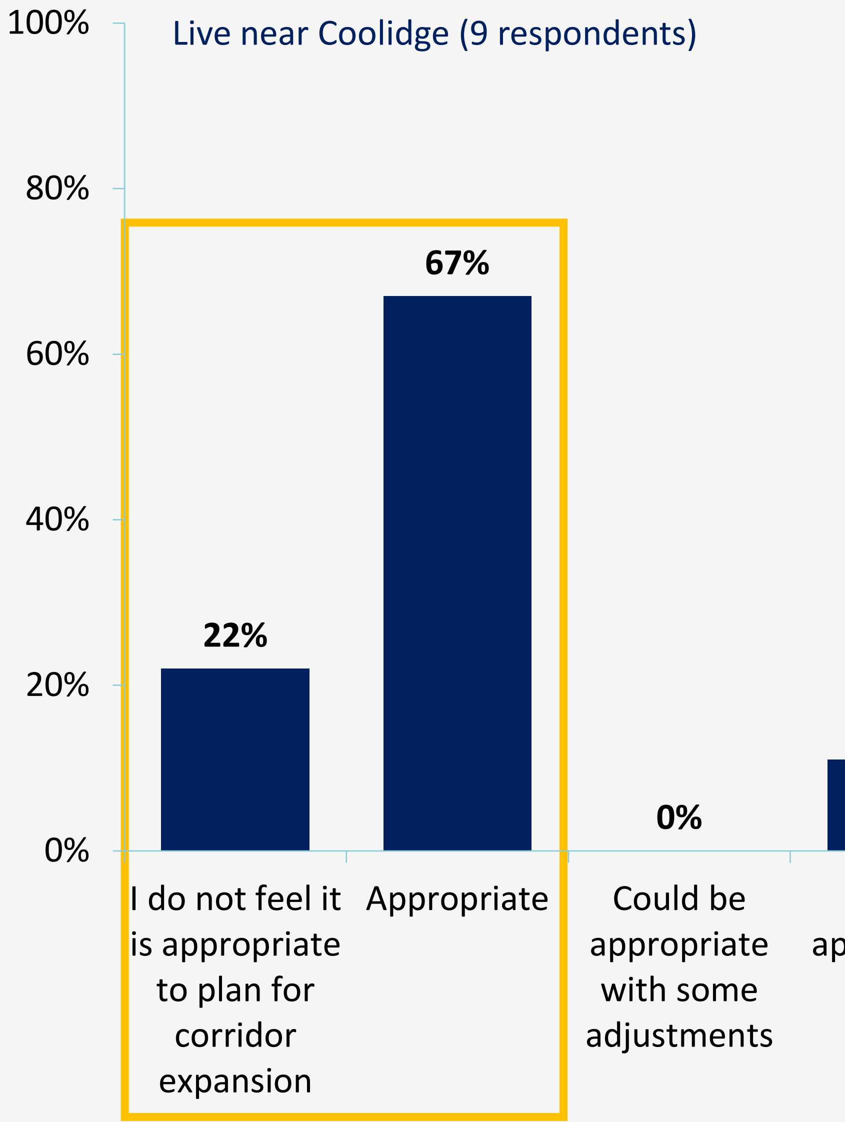


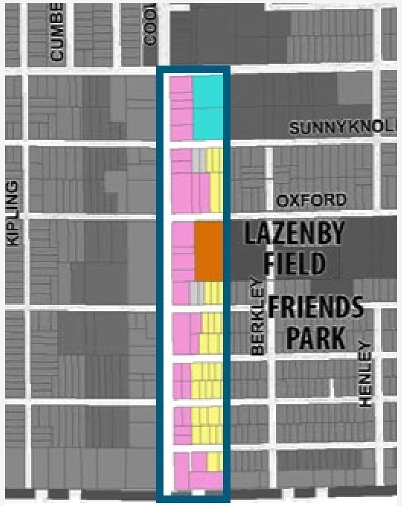




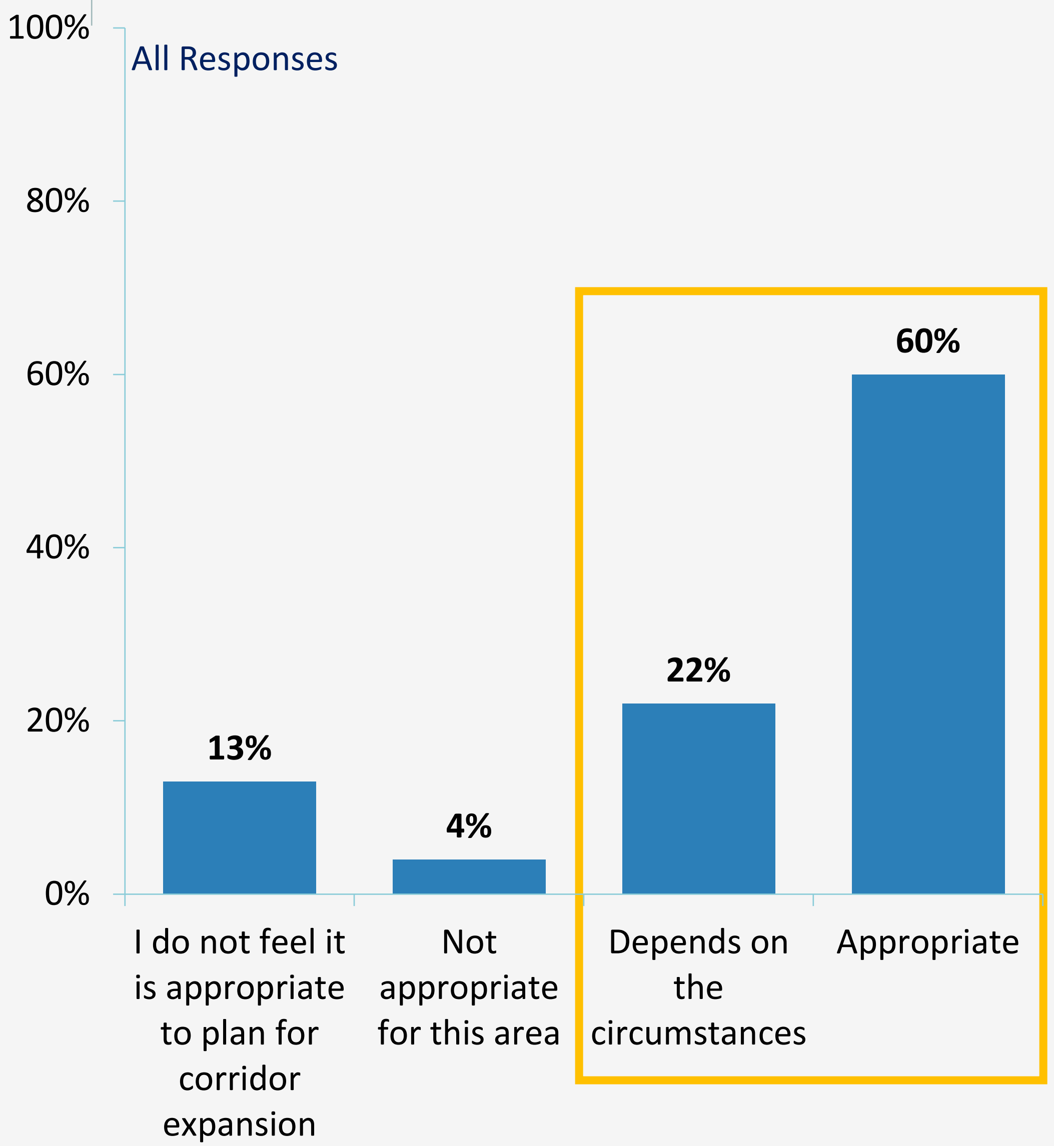
S. COOLIDGE Location in light gray appropriate?

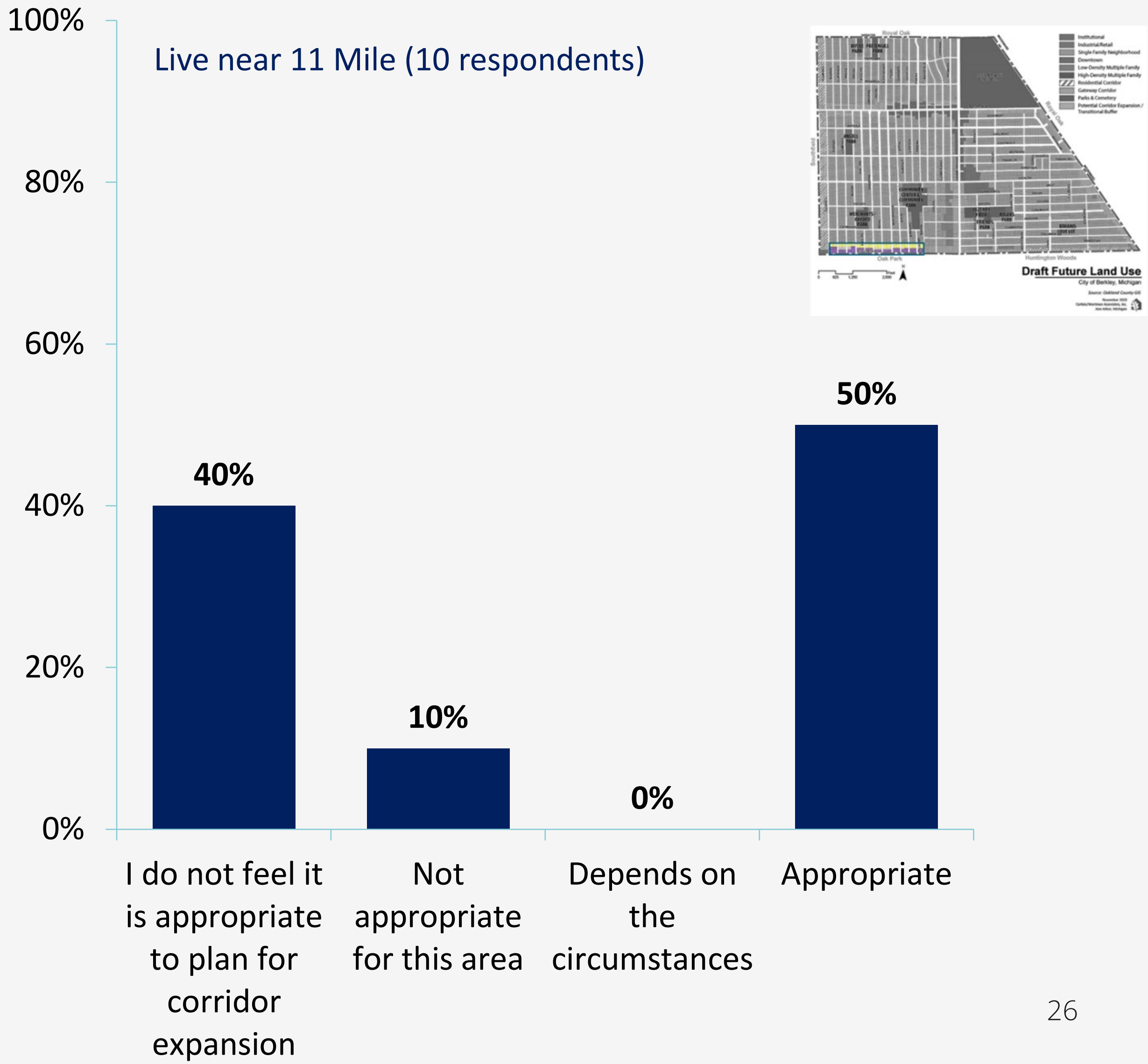




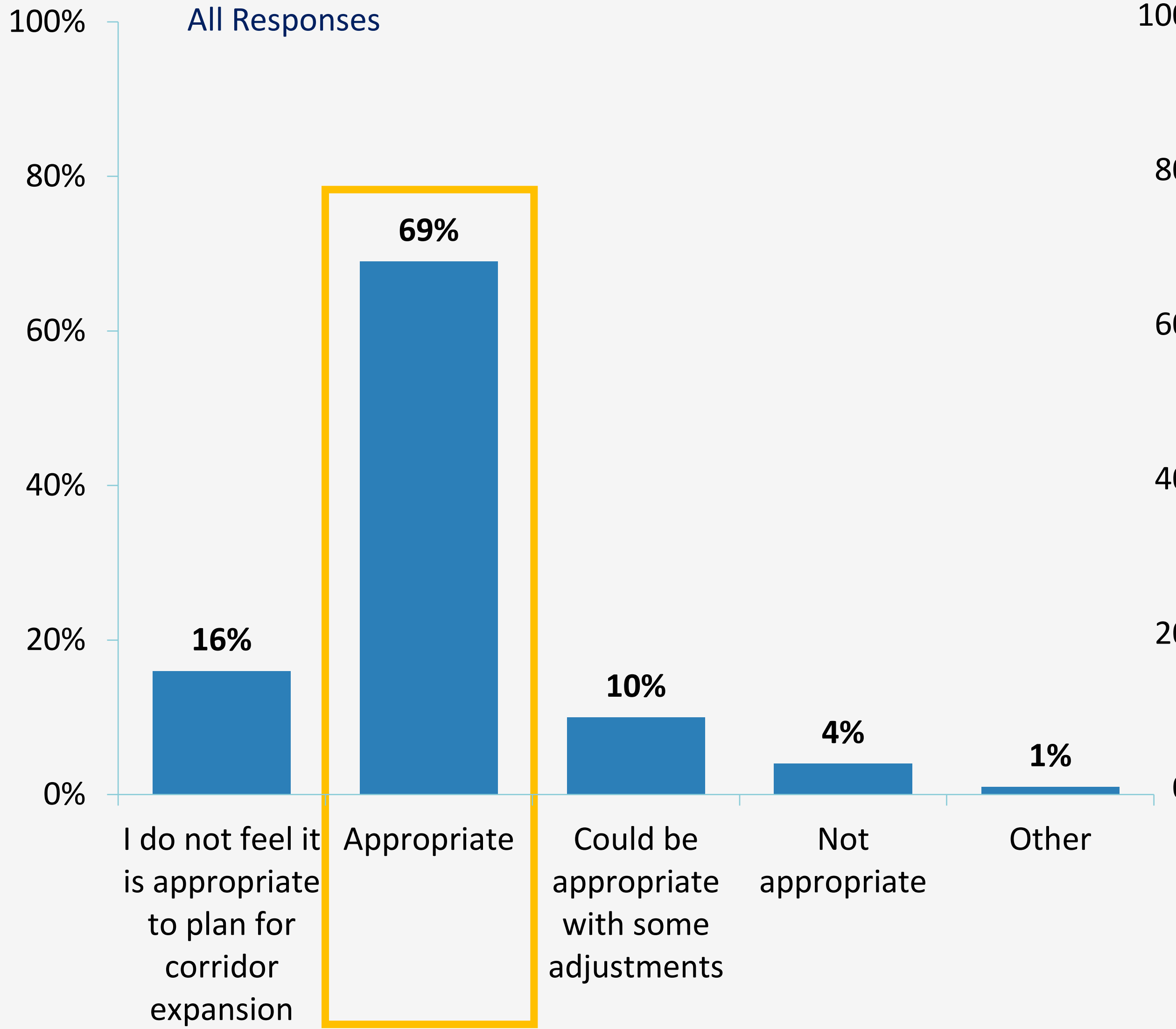


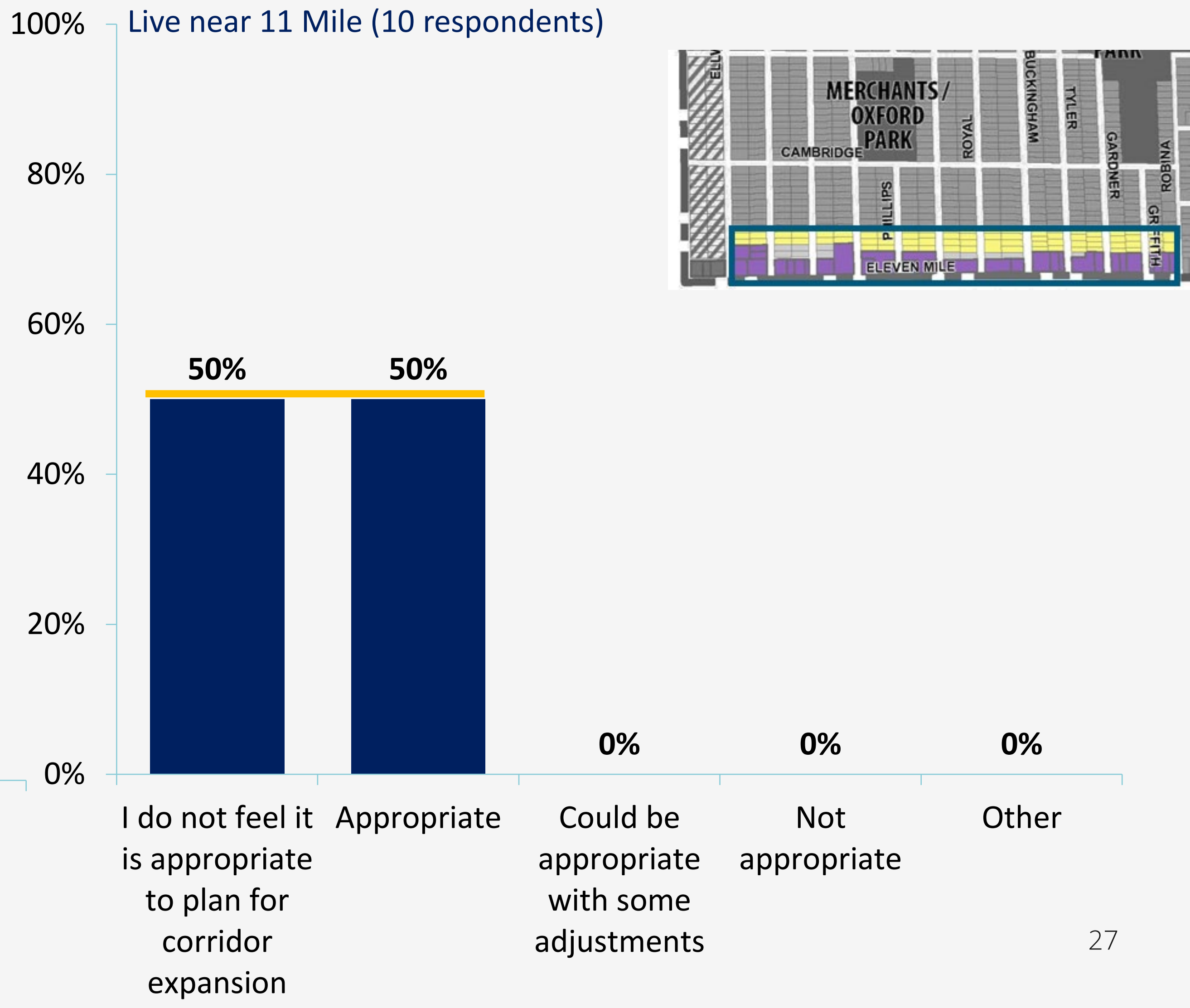
11 MILE Appropriate to plan for expansion?



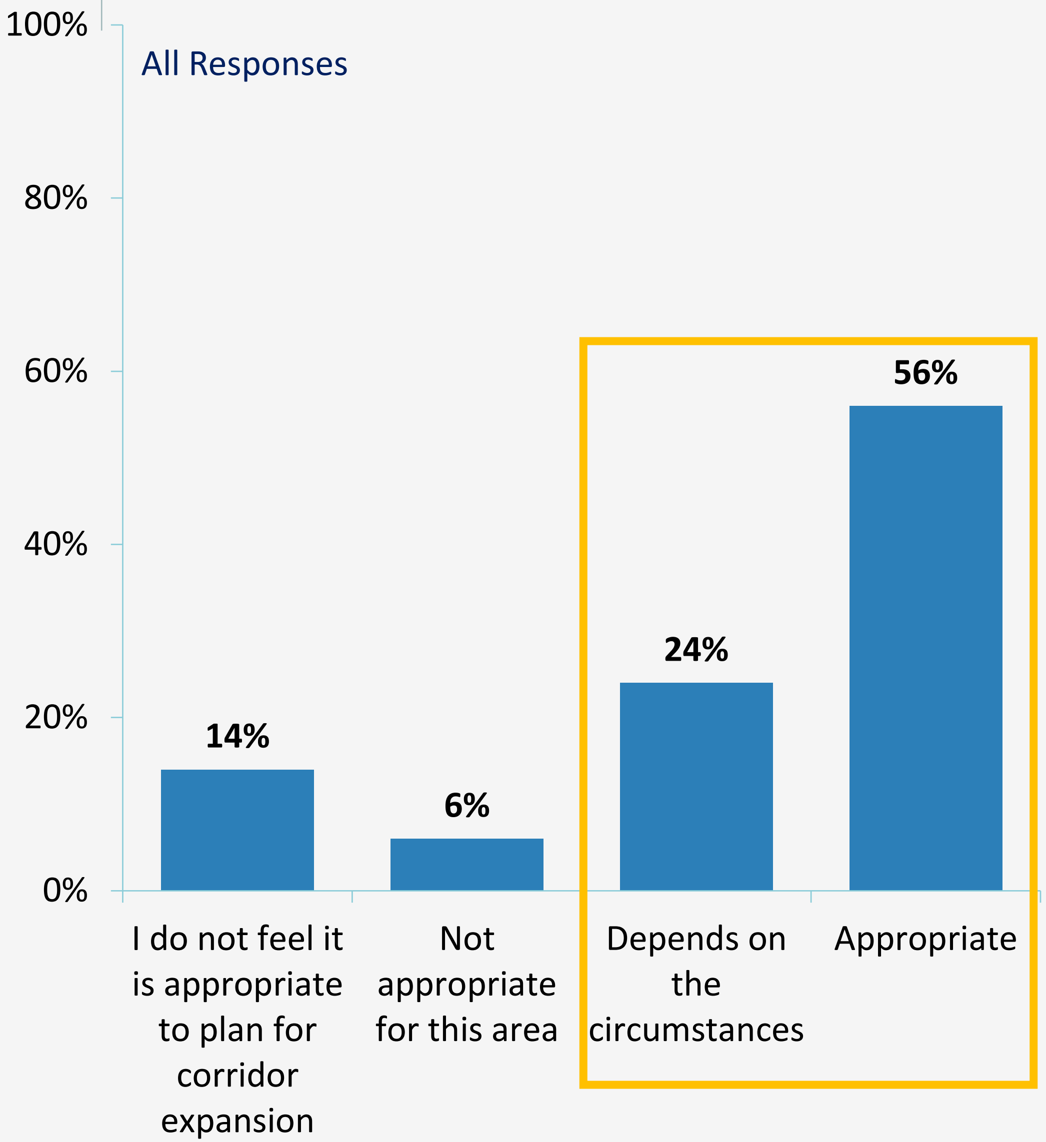


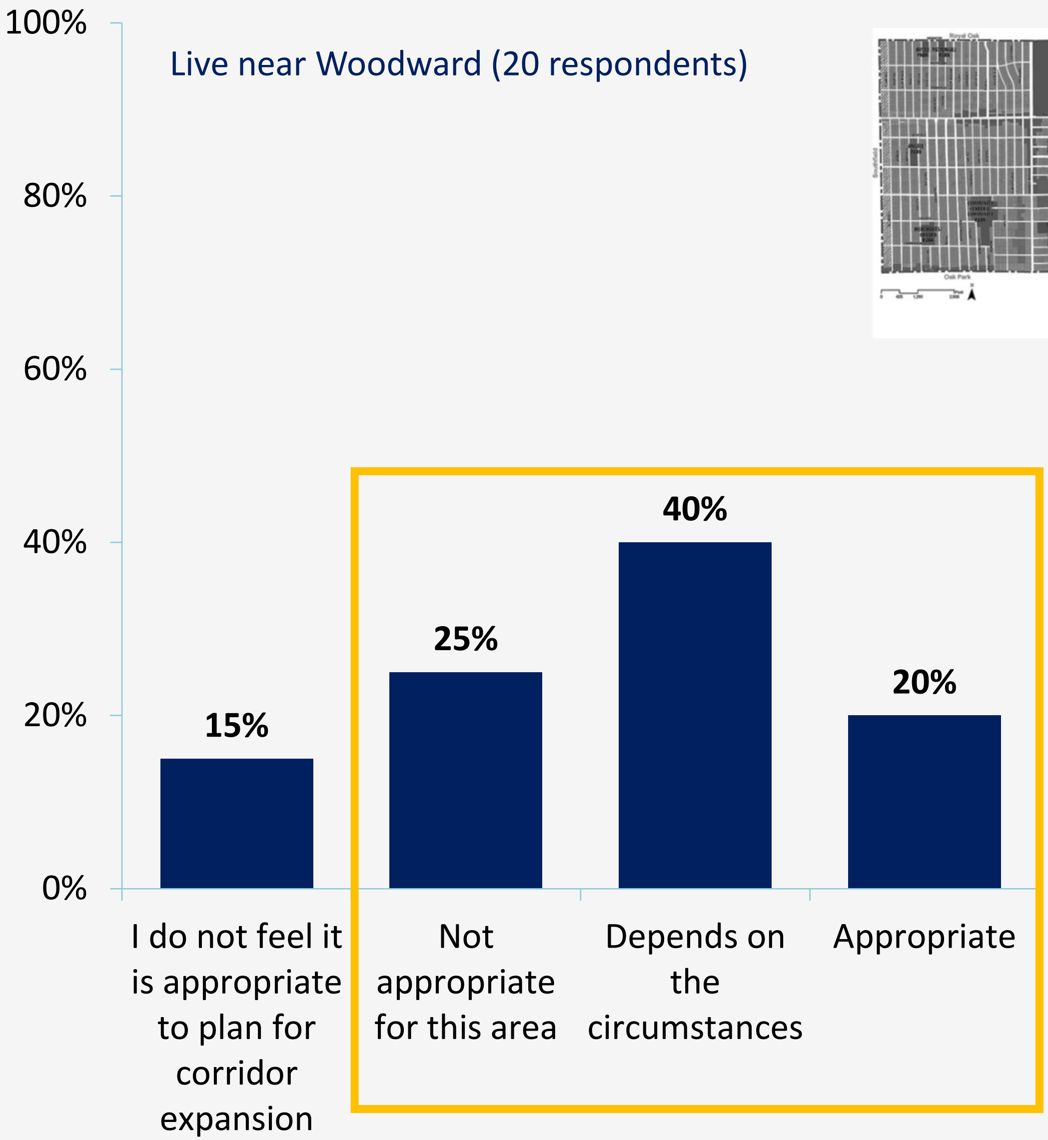
11 MILE Location in light gray appropriate?

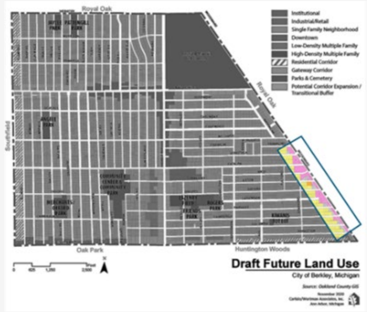




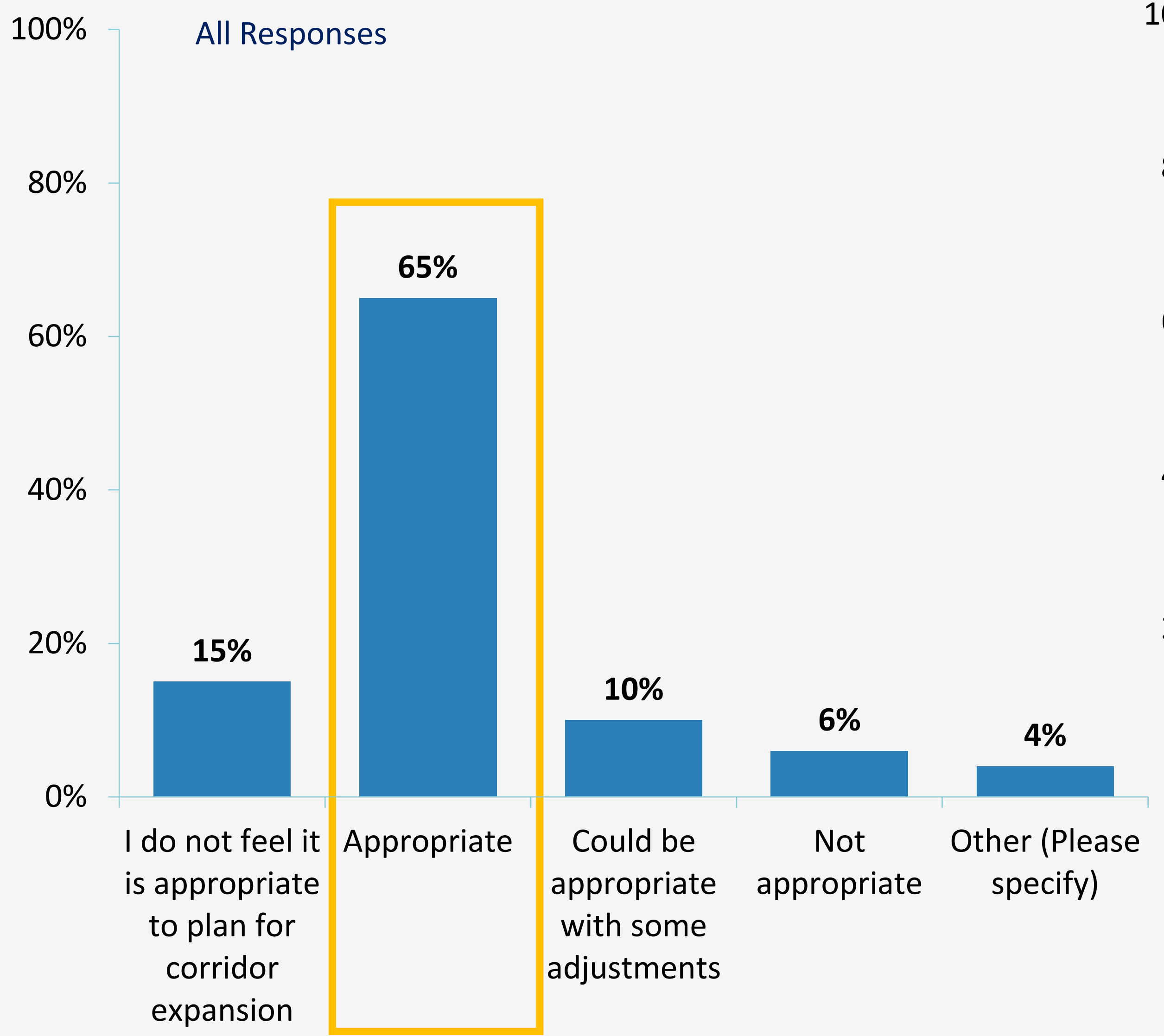
WOODWARD Appropriate to plan for expansion?

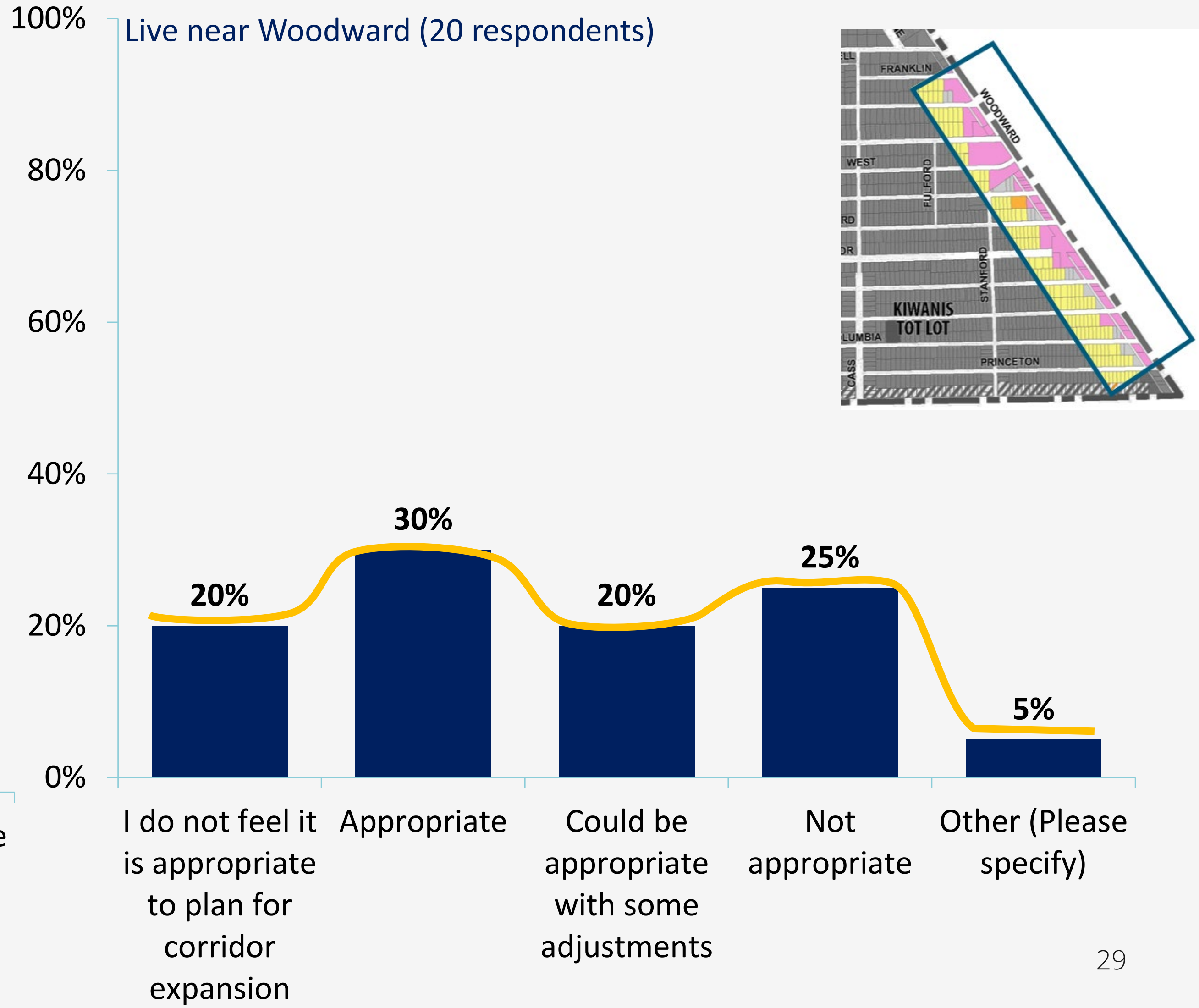




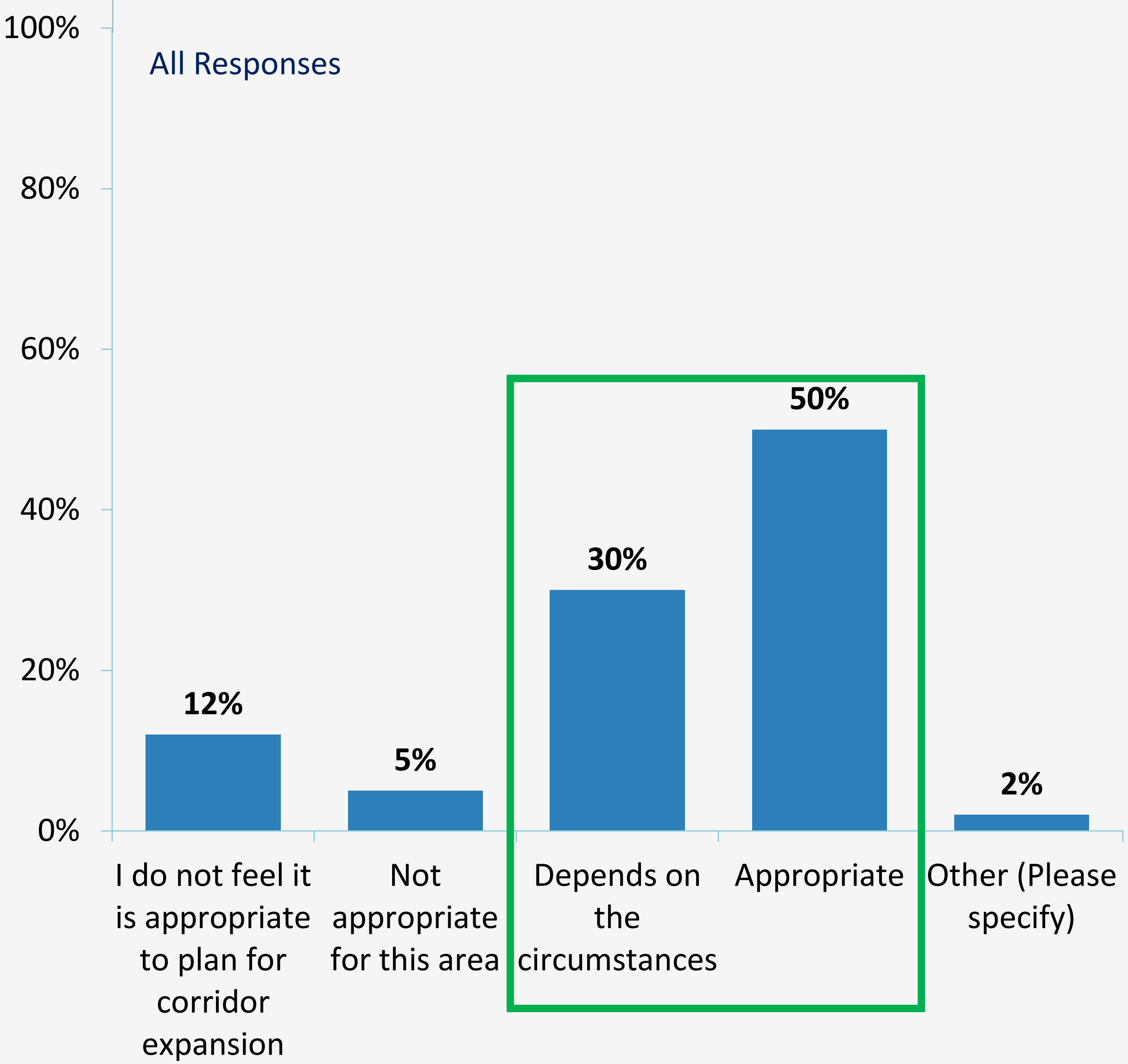


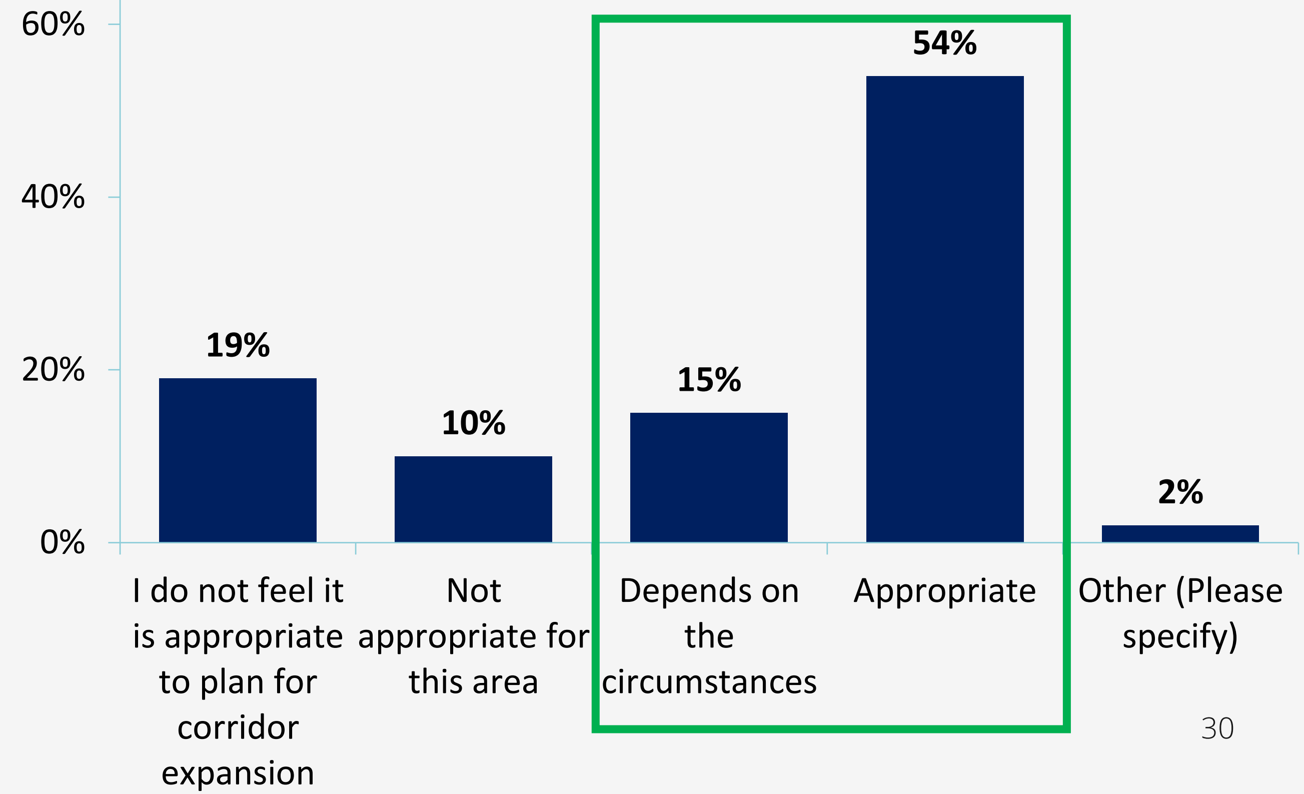
WOODWARD Location in light gray appropriate?



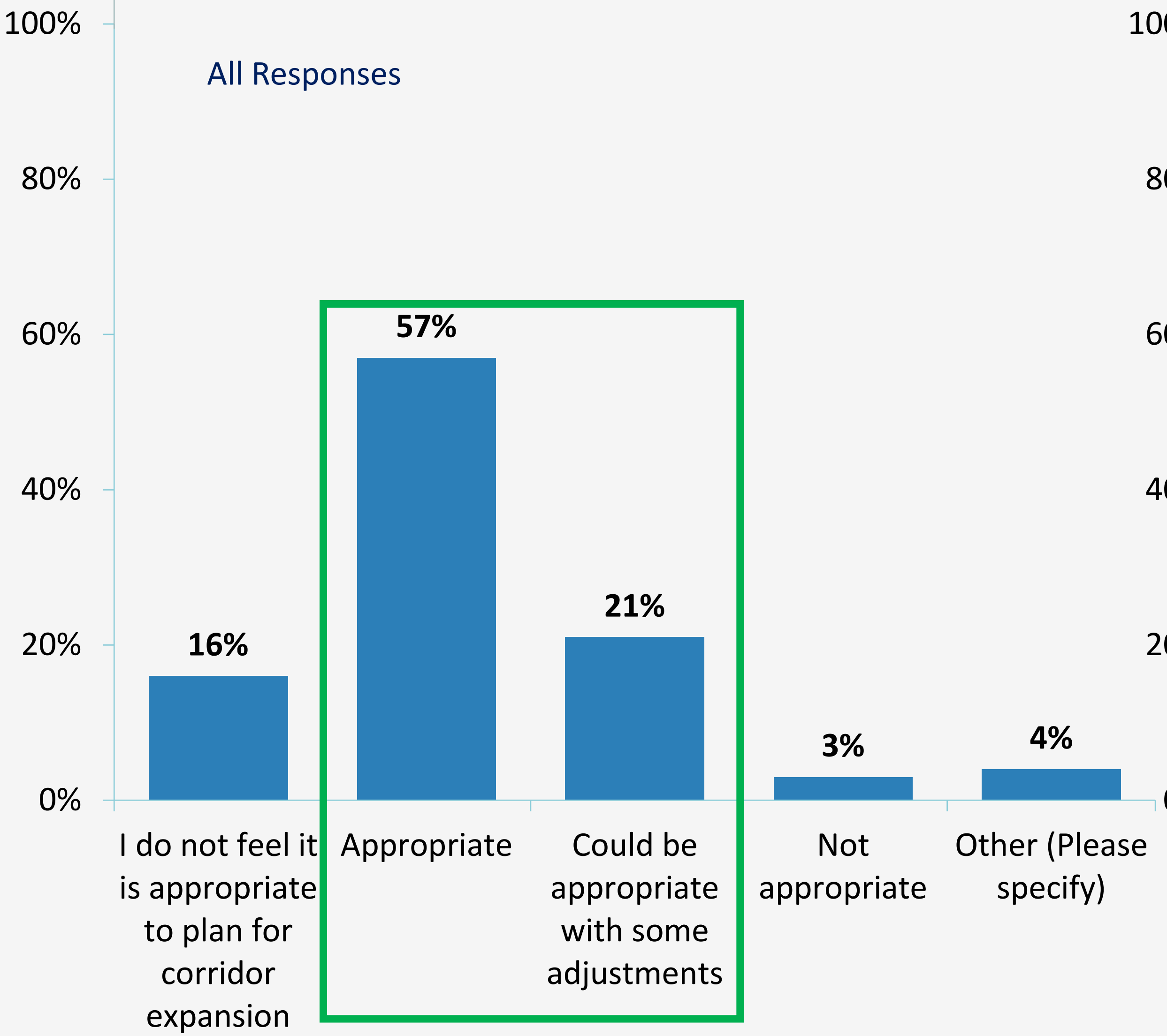


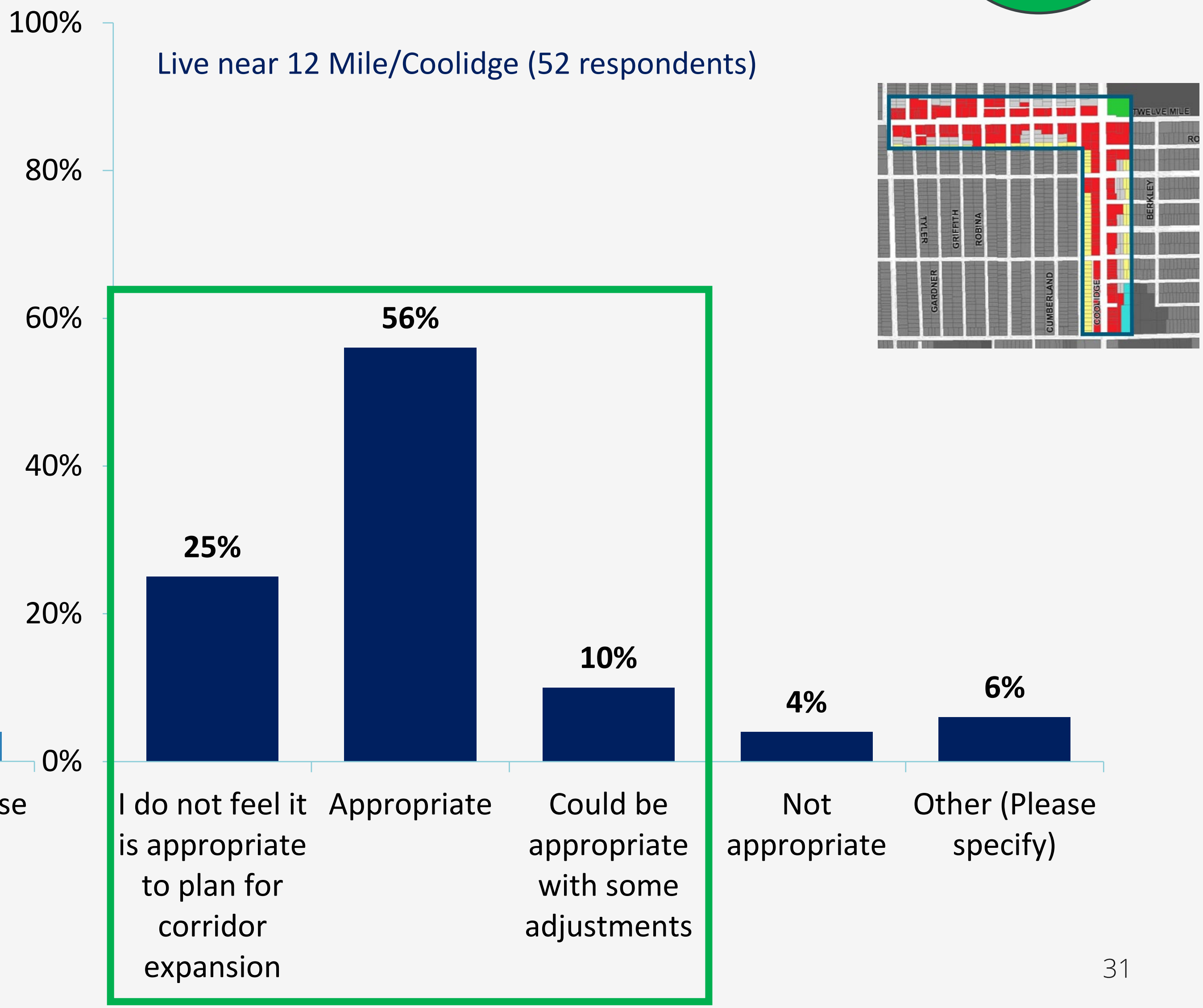
DOWNTOWN Appropriate to plan for expansion?





DOWNTOWN Location in light gray appropriate?





SHORT STORY ON SURVEY RESULTS

HOUSING TYPES

Consistent 14 - 44% do not support, depending on housing types

ADU's could work in neighborhoods

Duplexes & Townhouses in areas zoned & used for low density residential

Duplexes & Townhouses on corridors & maybe 2-story apartments

CORRIDOR EXPANSION

Consistent 15 - 20% do not support expansion

General support for planning for expansion, especially along the Downtown & Coolidge

More input on maps is needed, especially for 11 Mile and Woodward

SMALL GROUP QUESTIONS

What would you want the Planning Commission to include in the Master Plan?

Housing Types

20 minutes

Corridor Expansion

20 minutes

SMALL GROUP DISCUSSION NORMS

Use “I” statements

One diva, one mic

Be kind & brave

Assume positive intent

Be aware of intent vs. impact

Listen for understanding

Step up/step back

When furious, get curious

Source: Yodit Mesin-Johnson, COO & VP of Strategy, Non-Profit Enterprise at Work

REPORT BACK

- ❑ **Agreements**
- ❑ **Tensions**
- ❑ **Take Aways**

Ways to Share:

- Planning Commission Workshop (1st Tues of the month): April 6, 2021

- Steering Committee (3rd Tues. of the month): April 20, 2021

Private comments at:

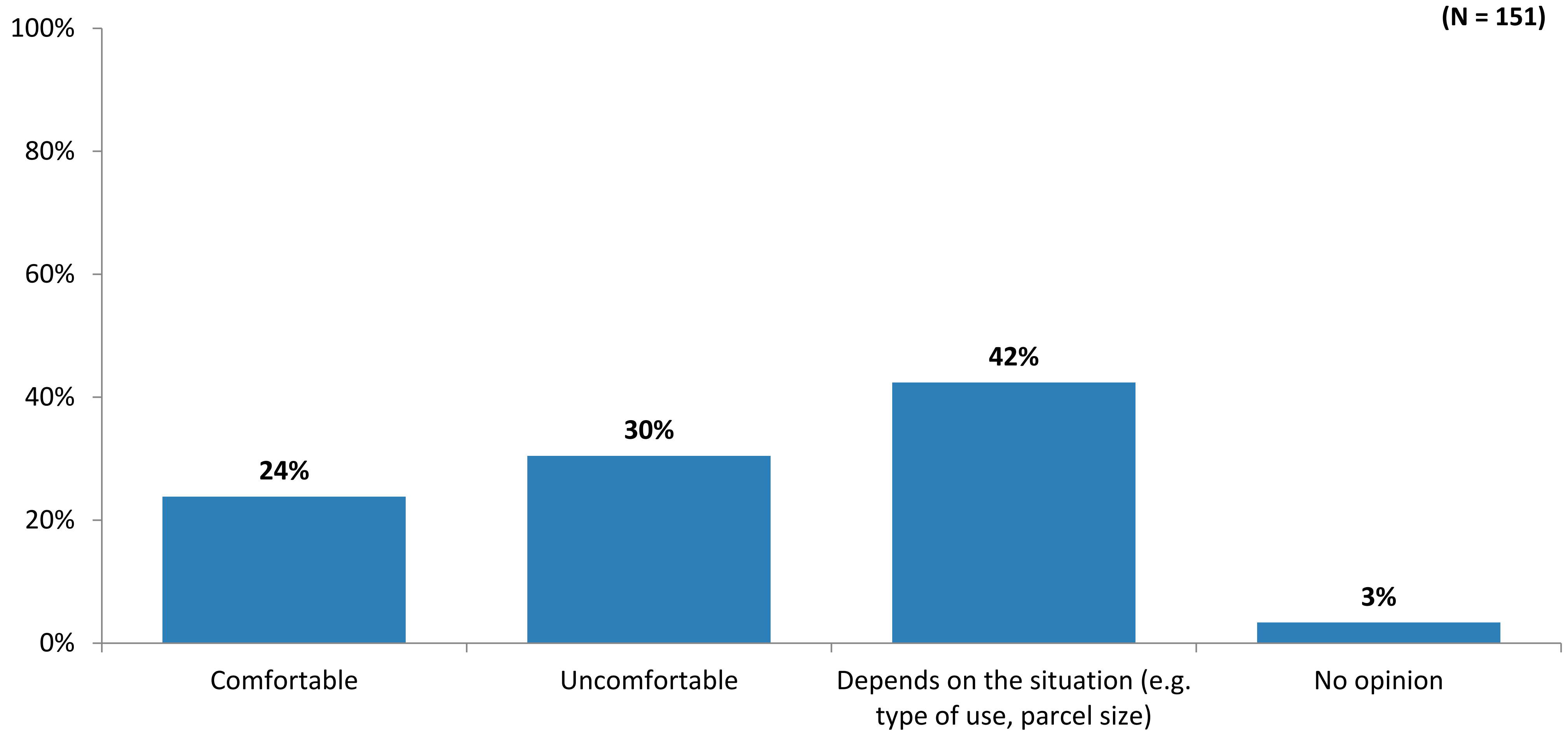
- E-mail us at masterplan@berkleymich.net
- Mail us suggestions: 3338 Coolidge Hwy., Berkley MI, 48072
- Leave a voicemail: 248-658-3327

Updates at www.berkleymich.org/masterplan

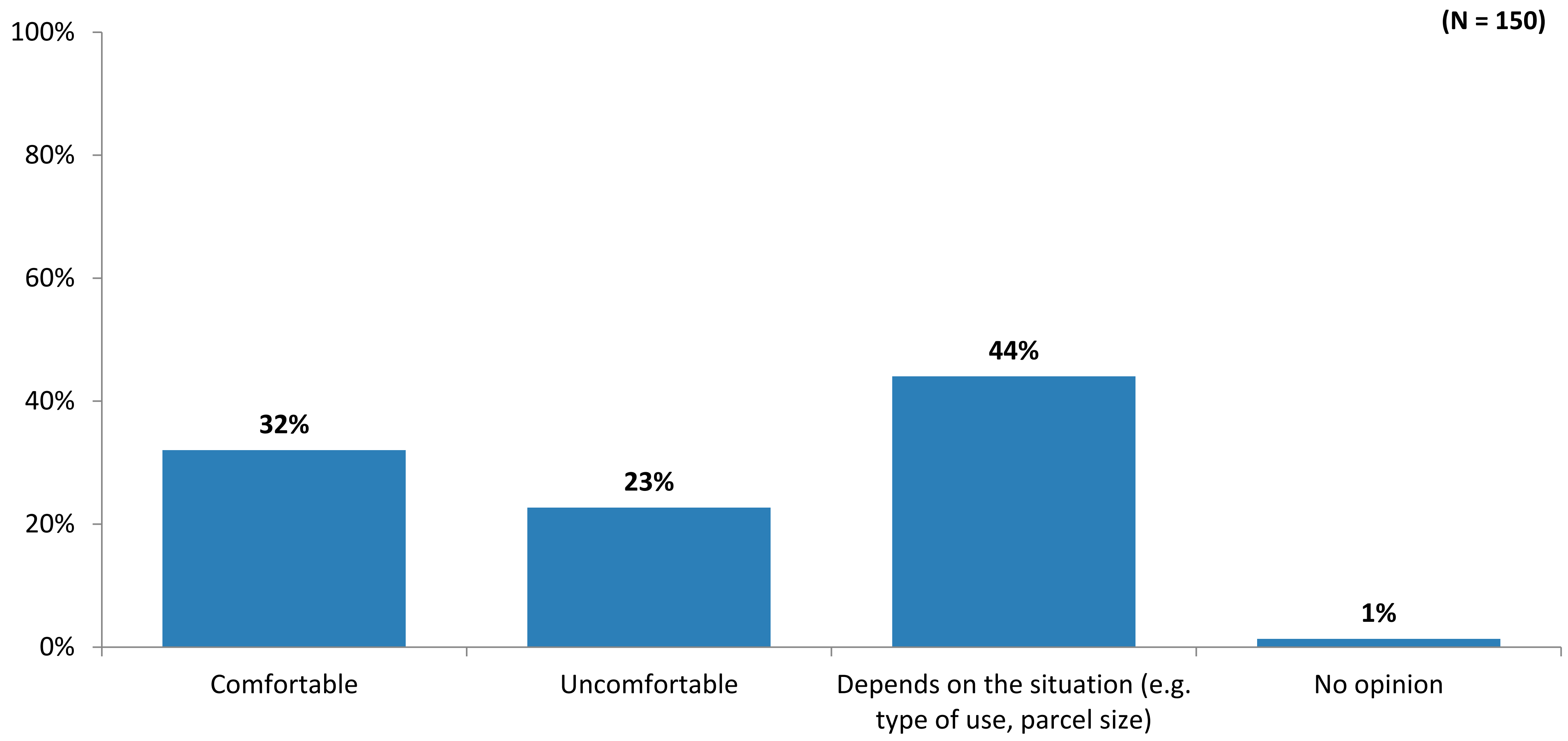
Berkley Corridor Expansion Survey - All participants

Results and Analysis

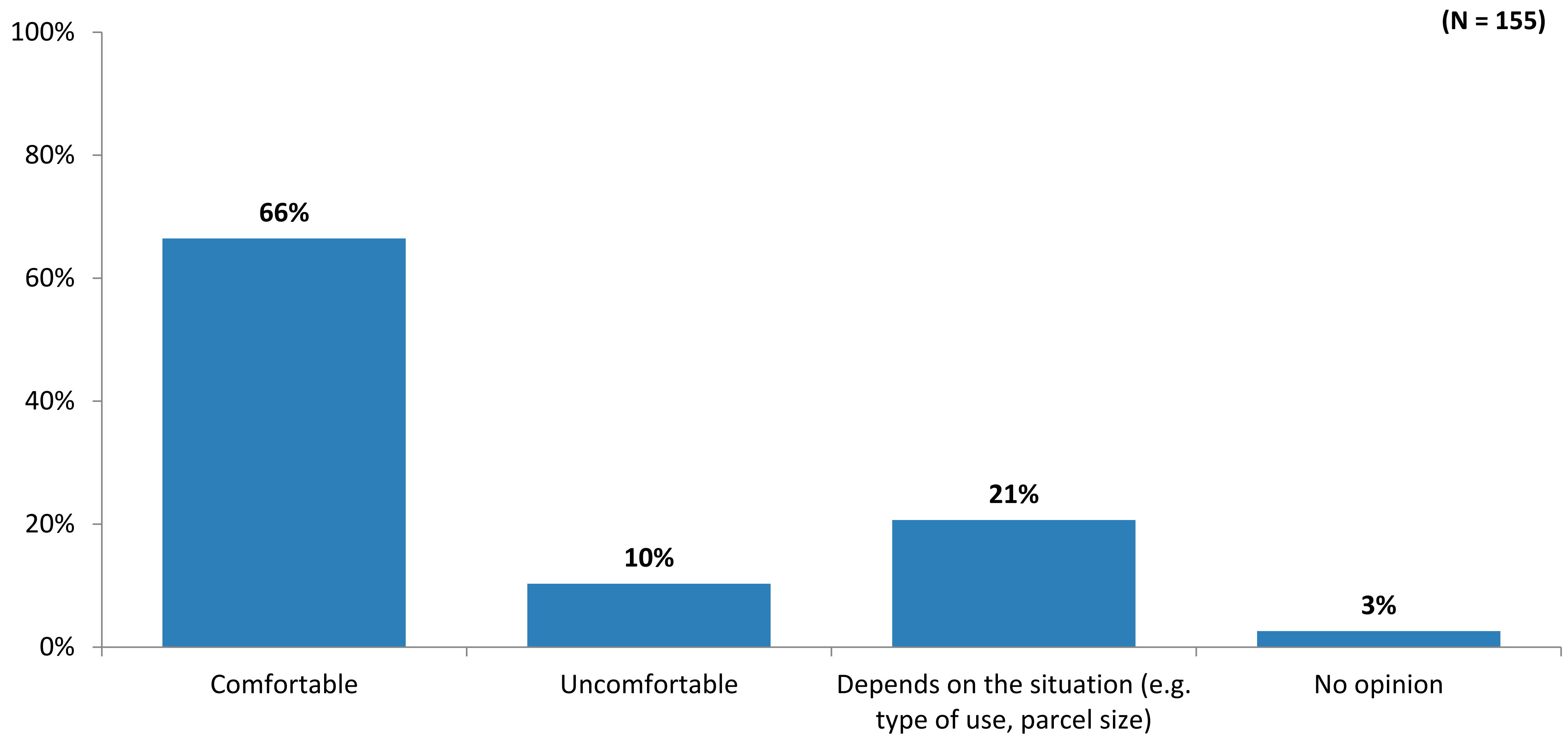
If you lived next door to a commercial property, which of the following buffer types would you feel most comfortable with?: Masonry Wall (current rules: minimum of 4 feet, maximum 6 ft.)



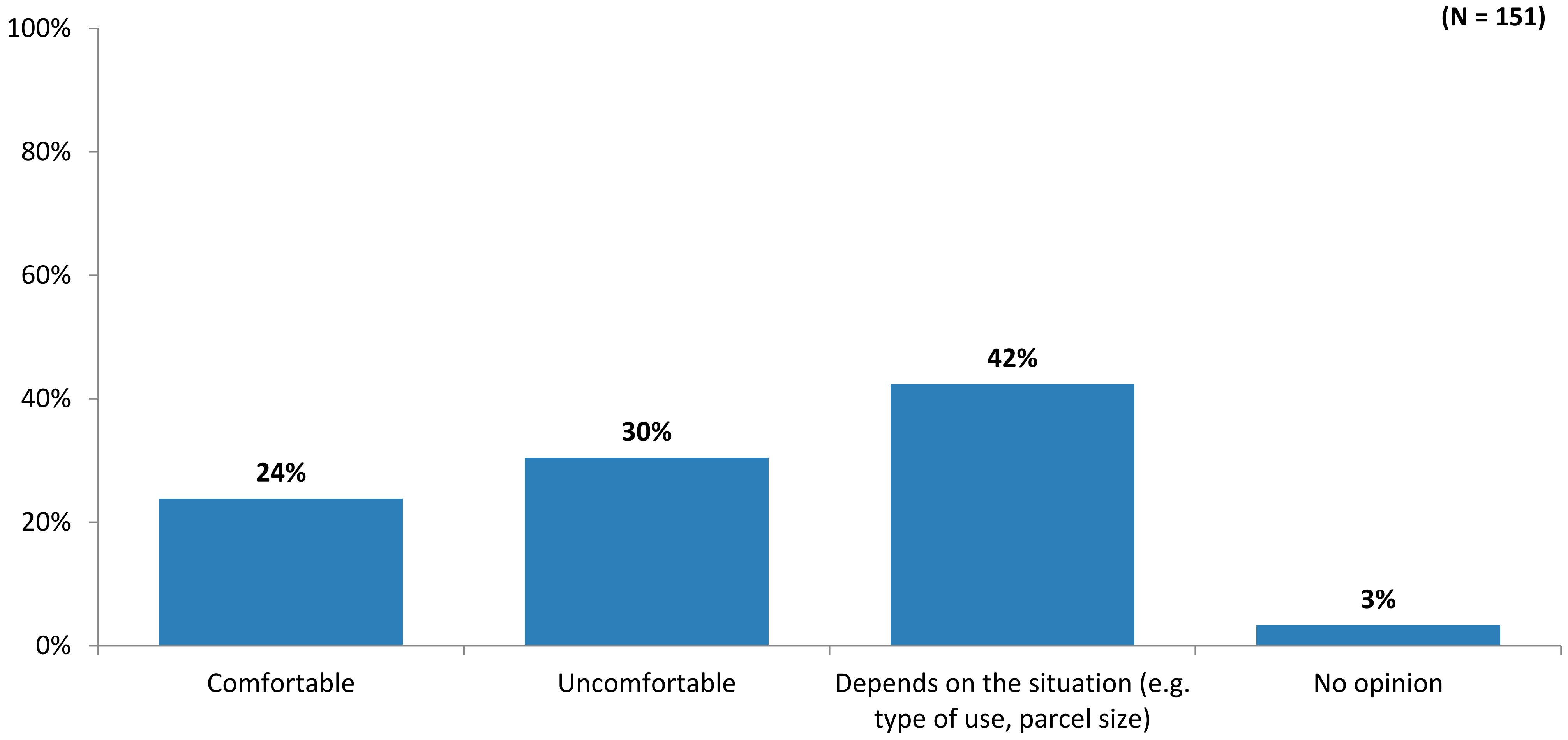
If you lived next door to a commercial property, which of the following buffer types would you feel most comfortable with?: Landscaped buffer (minimum 10 ft., maximum 20 ft.)



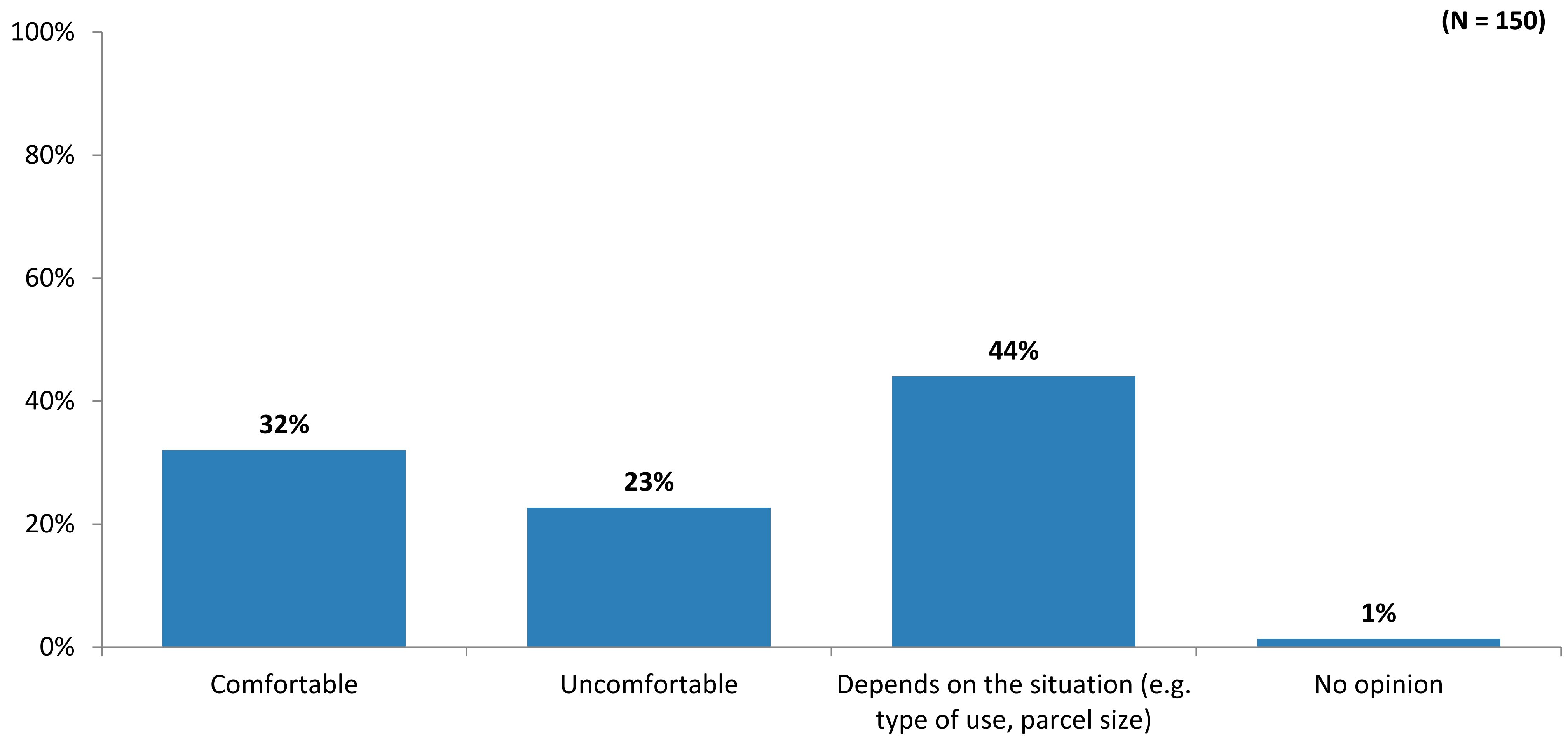
If you lived next door to a commercial property, which of the following buffer types would you feel most comfortable with?: Landscaped buffer (minimum 10 ft., maximum 20 ft.) with masonry wall



If you lived next door to a commercial property, which of the following buffer types would you feel most comfortable with?: Masonry Wall (current rules: minimum of 4 feet, maximum 6 ft.)

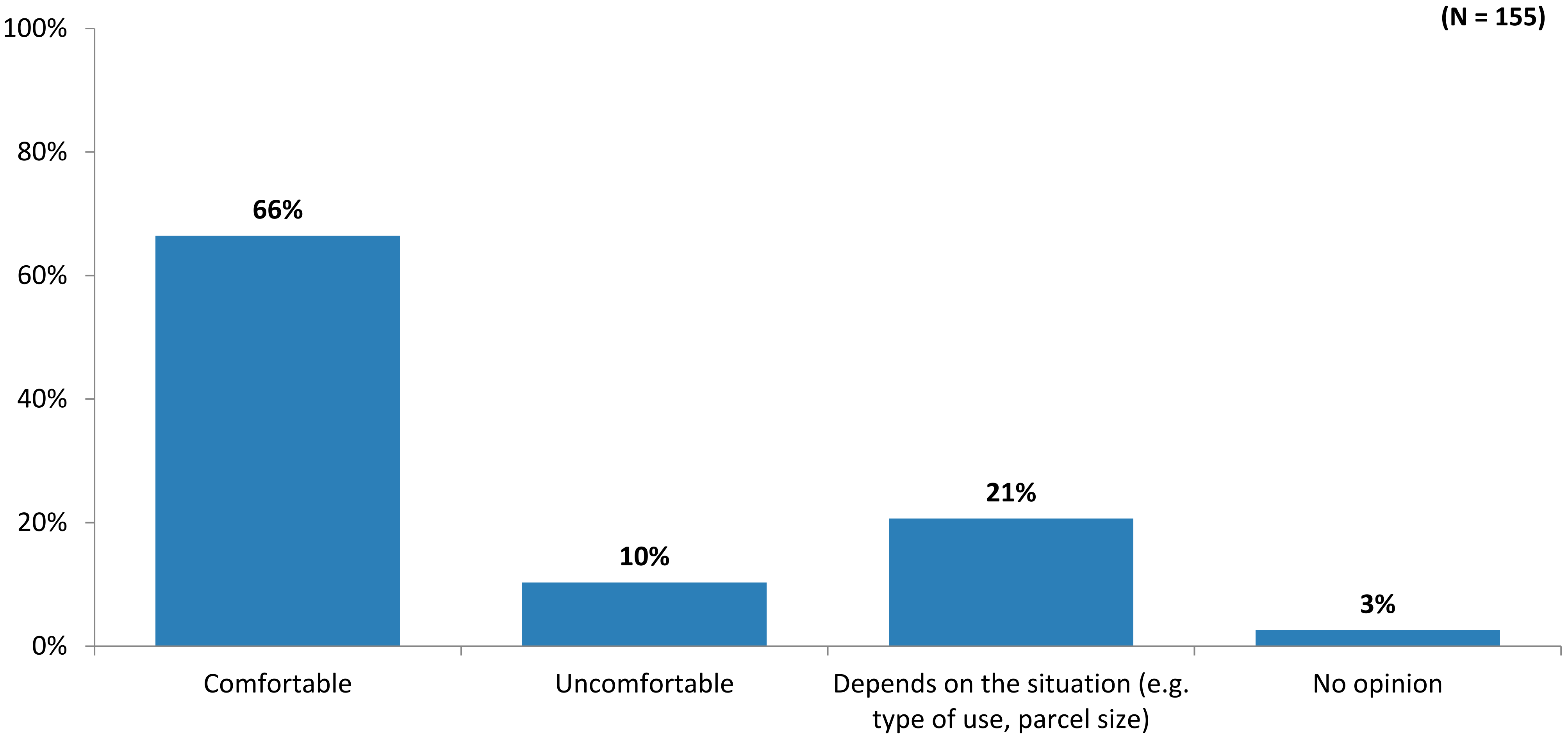


If you lived next door to a commercial property, which of the following buffer types would you feel most comfortable with?: Landscaped buffer (minimum 10 ft., maximum 20 ft.)

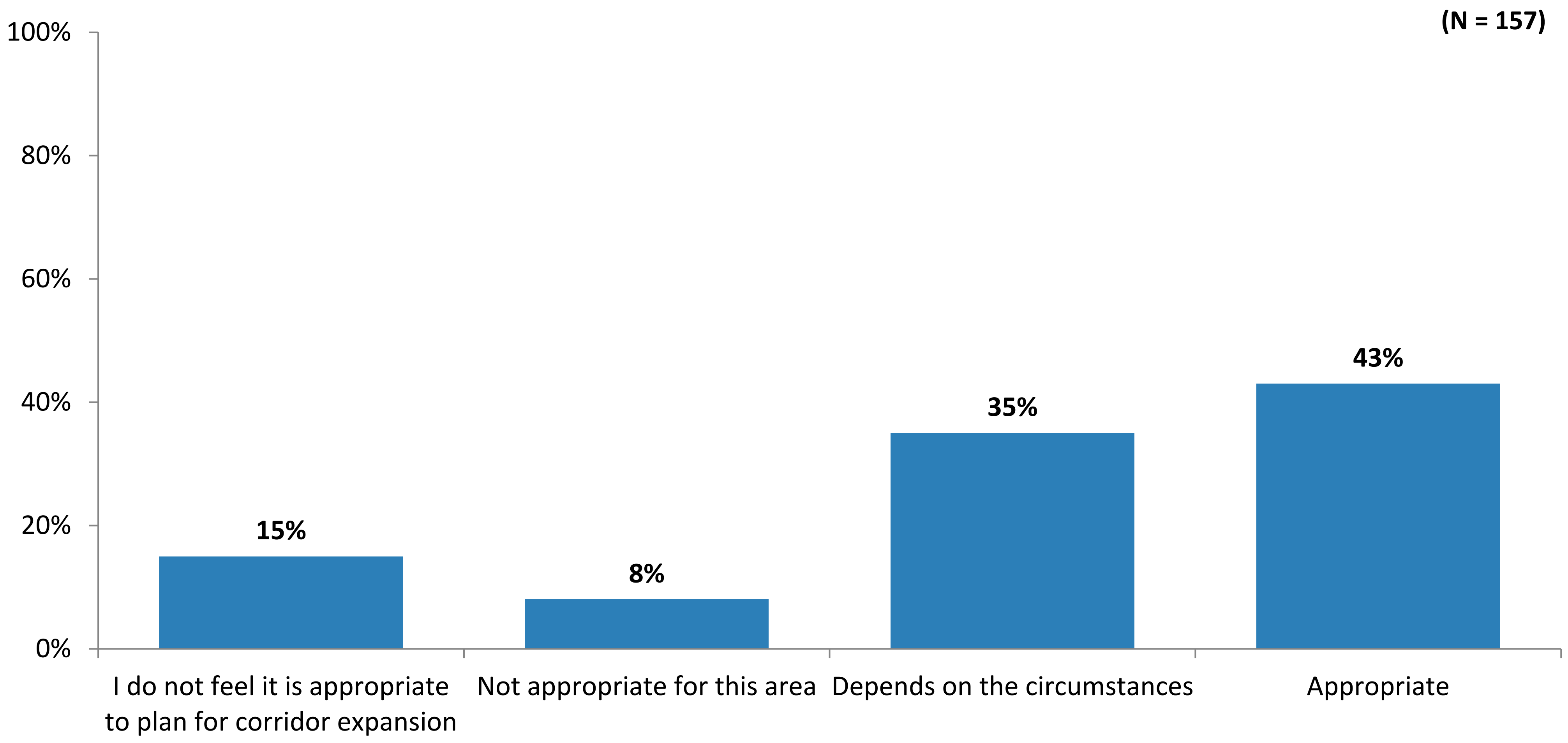


SoGoSurvey

If you lived next door to a commercial property, which of the following buffer types would you feel most comfortable with?: Landscaped buffer (minimum 10 ft., maximum 20 ft.) with masonry wall



For this section of 12 Mile, do you feel it is appropriate to plan for expansion to accommodate development on shallow parcels?



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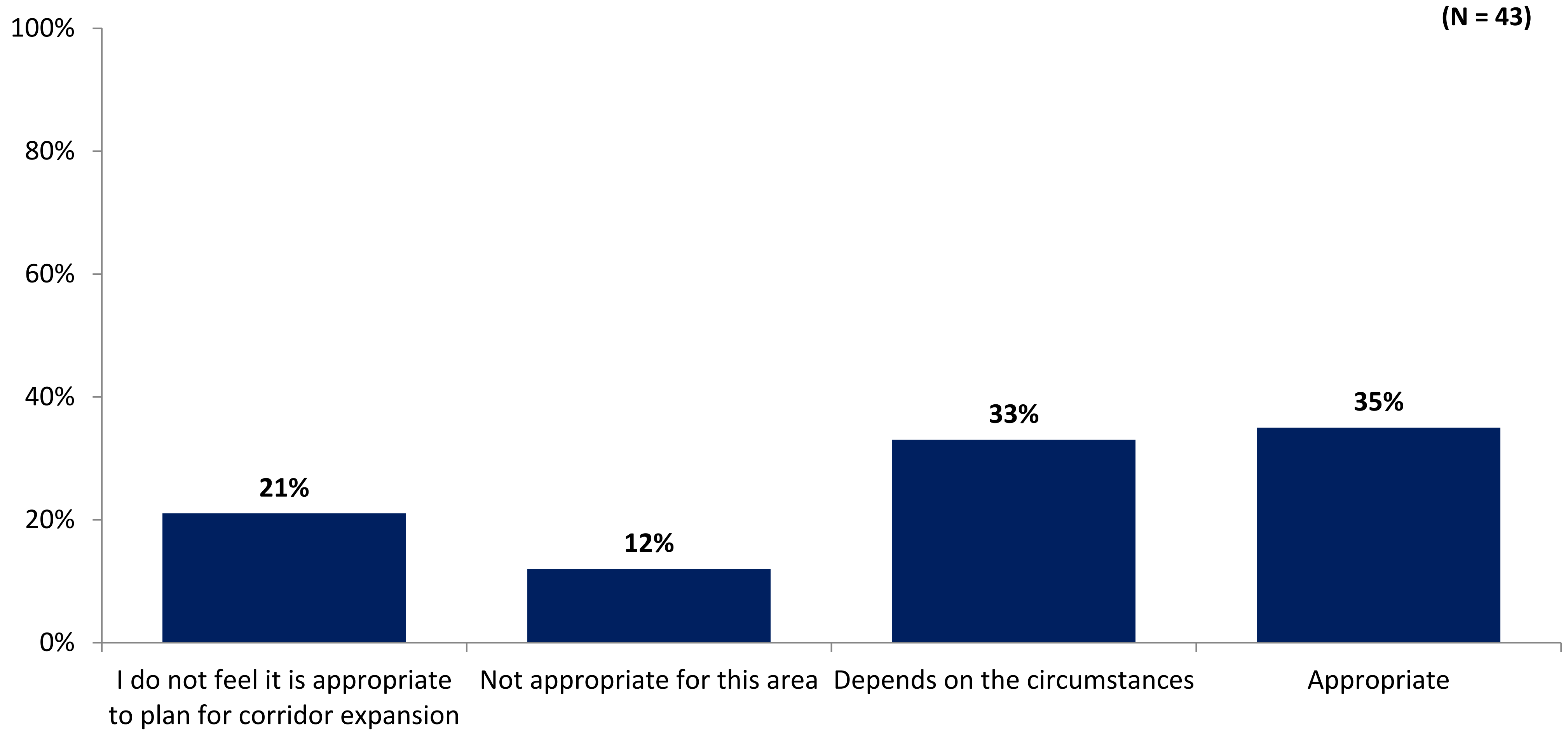
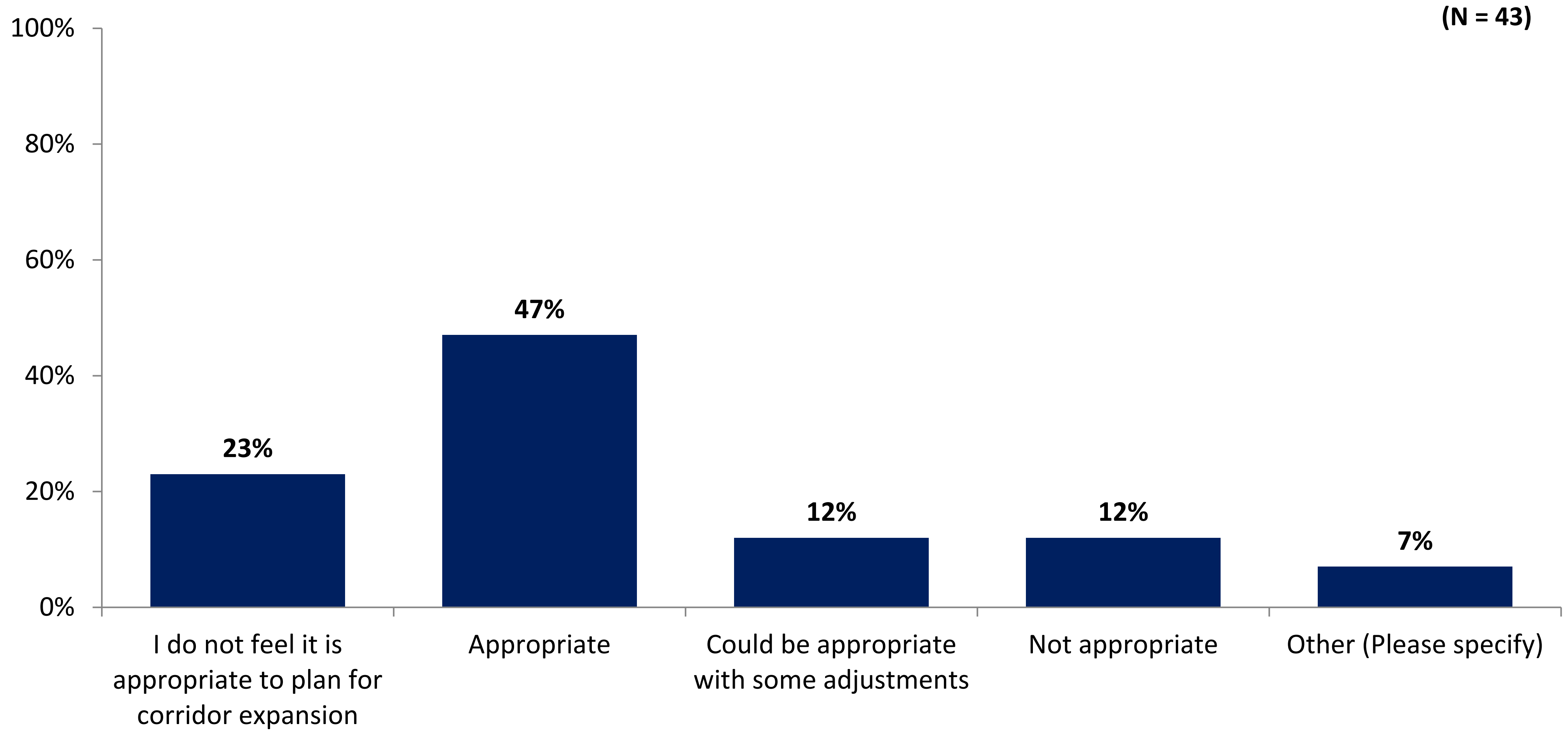


SoGoSurvey

Are the locations shown on the map above in light gray appropriate for corridor expansion?



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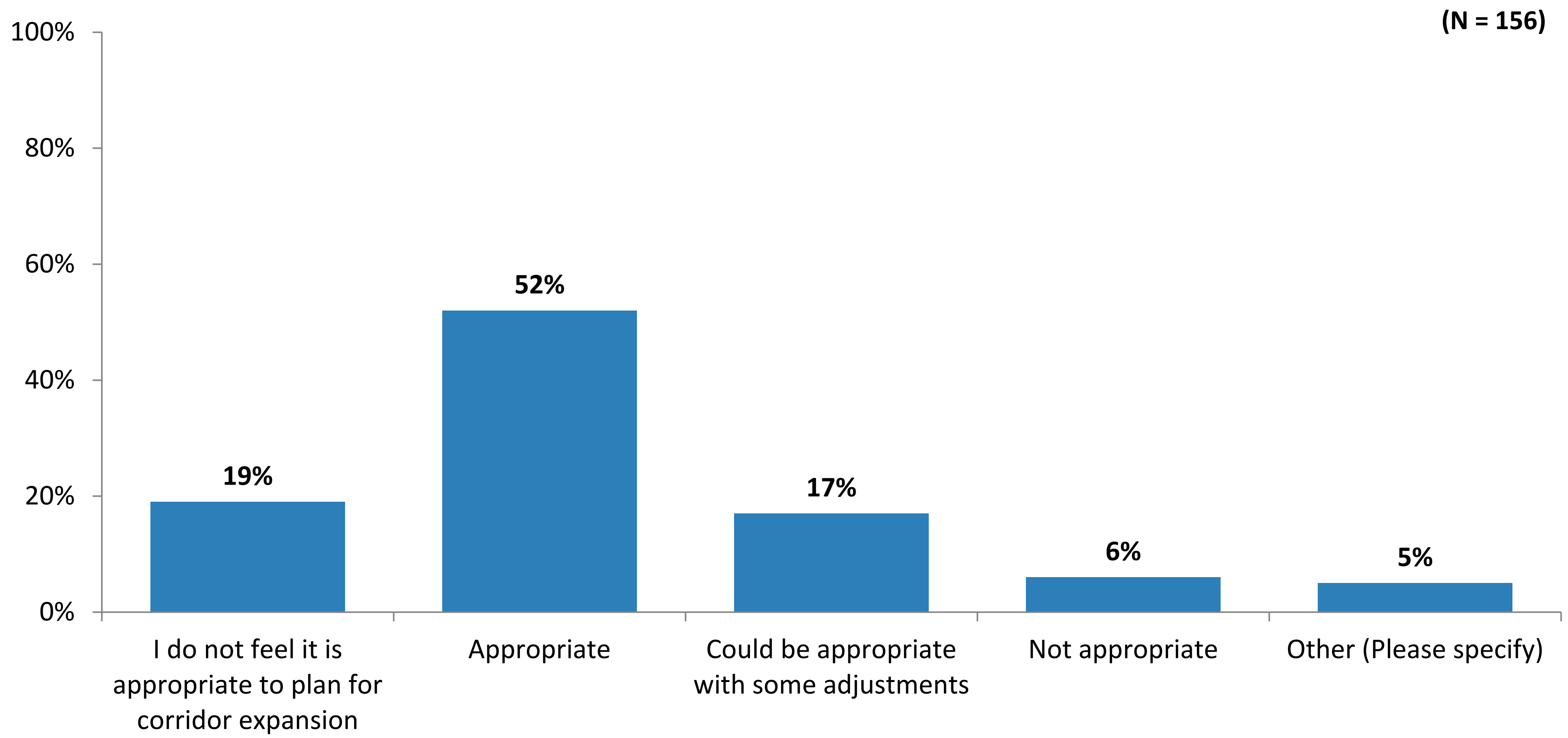
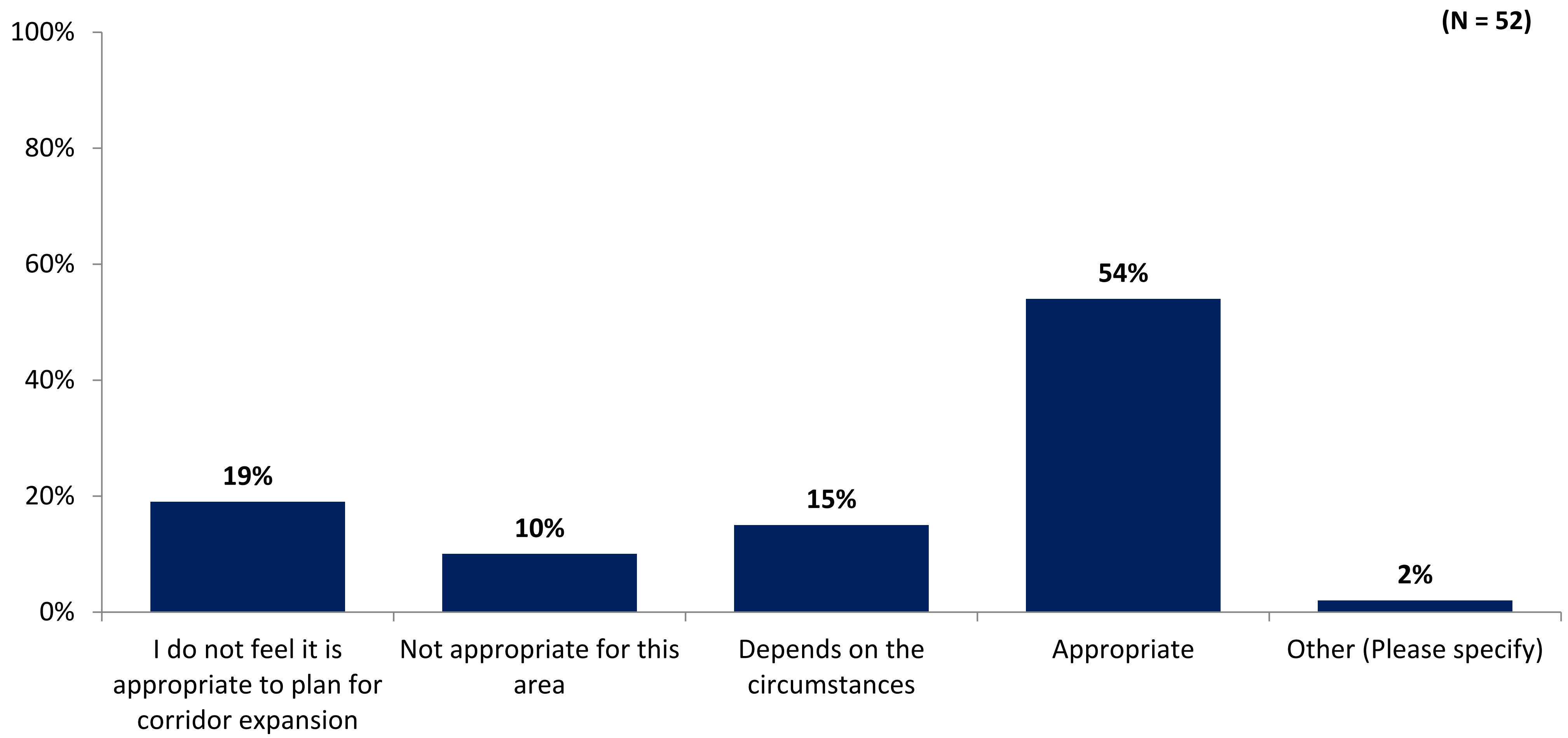


For the "downtown areas" of 12 Mile and Coolidge, do you feel it is appropriate to plan for expansion to accommodate development on shallow parcels?



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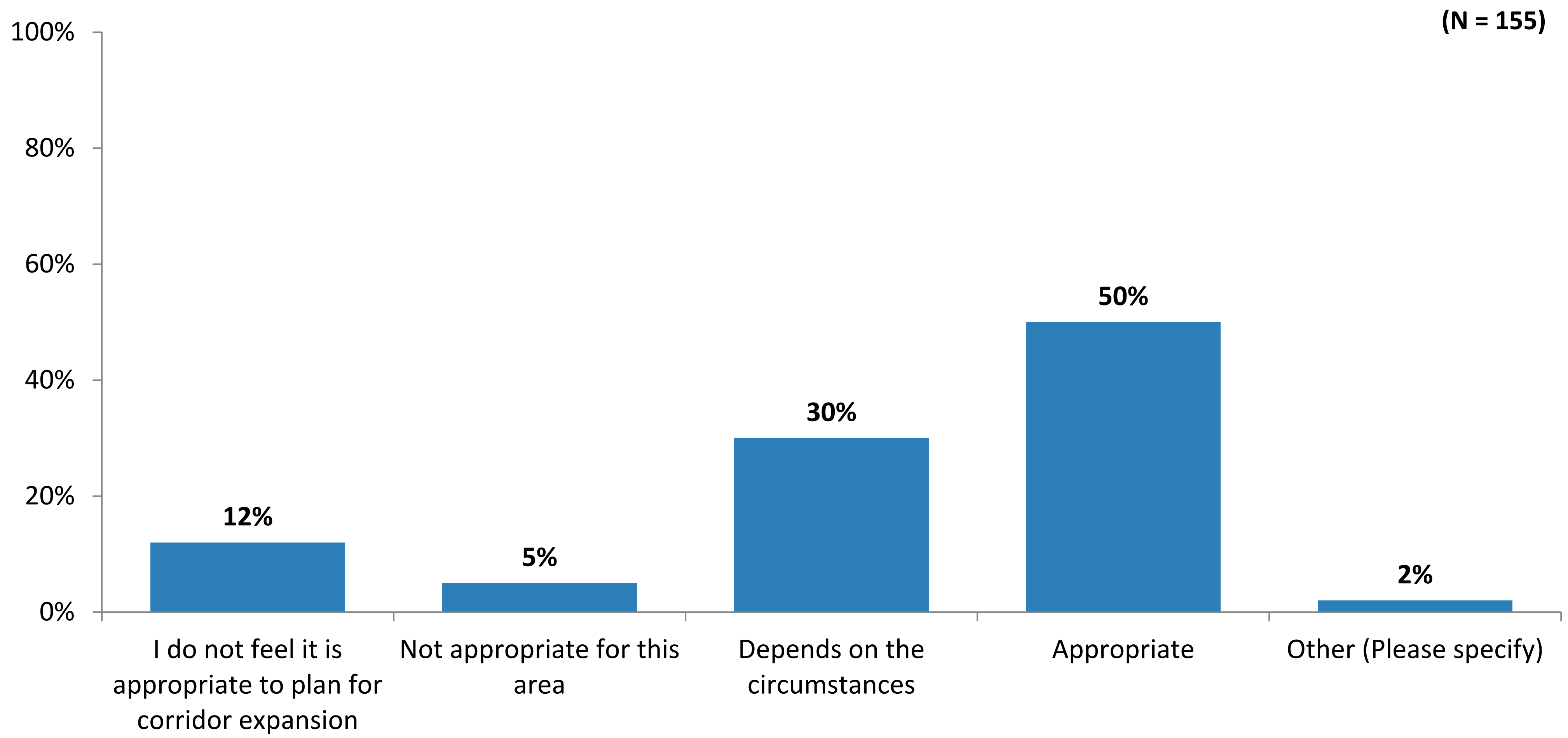

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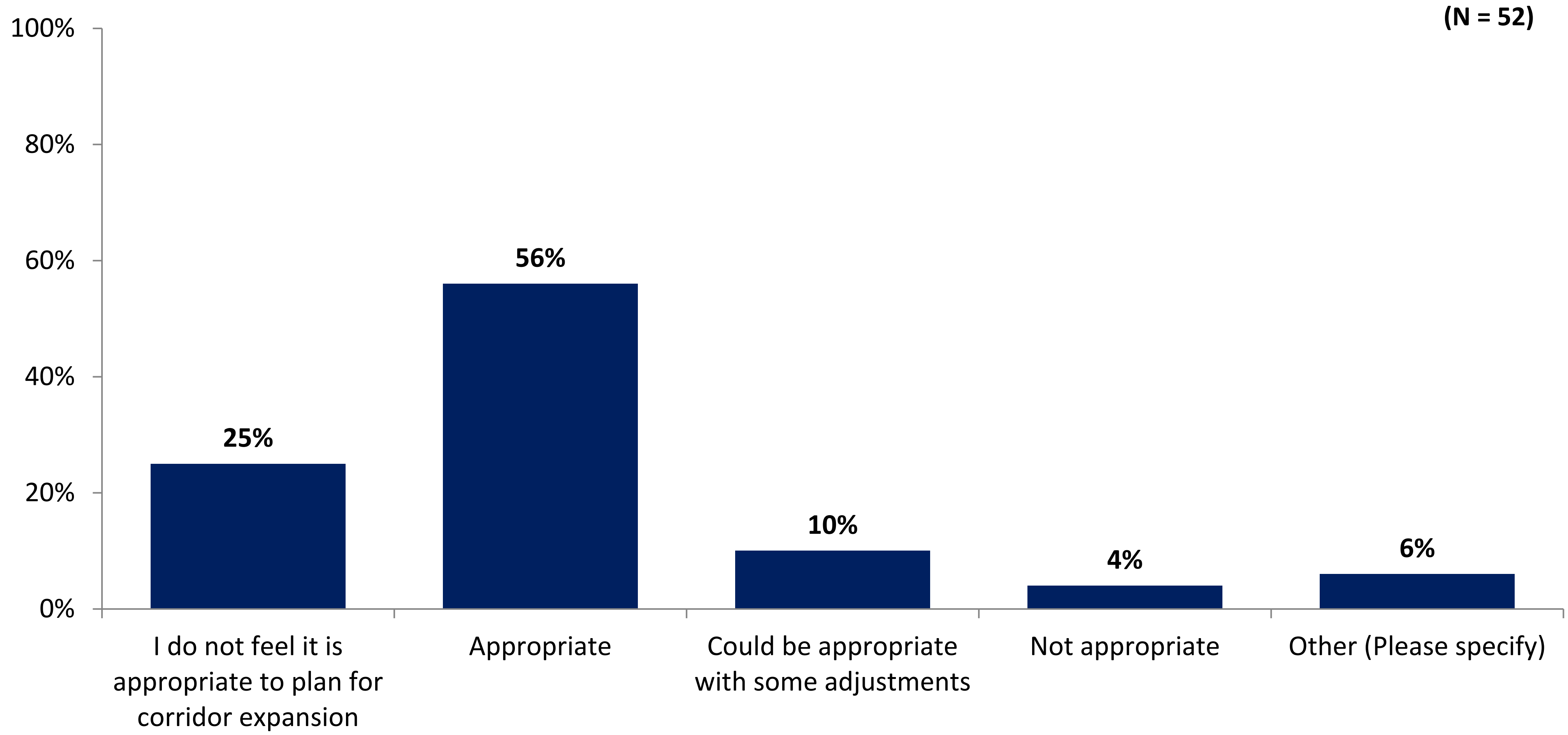

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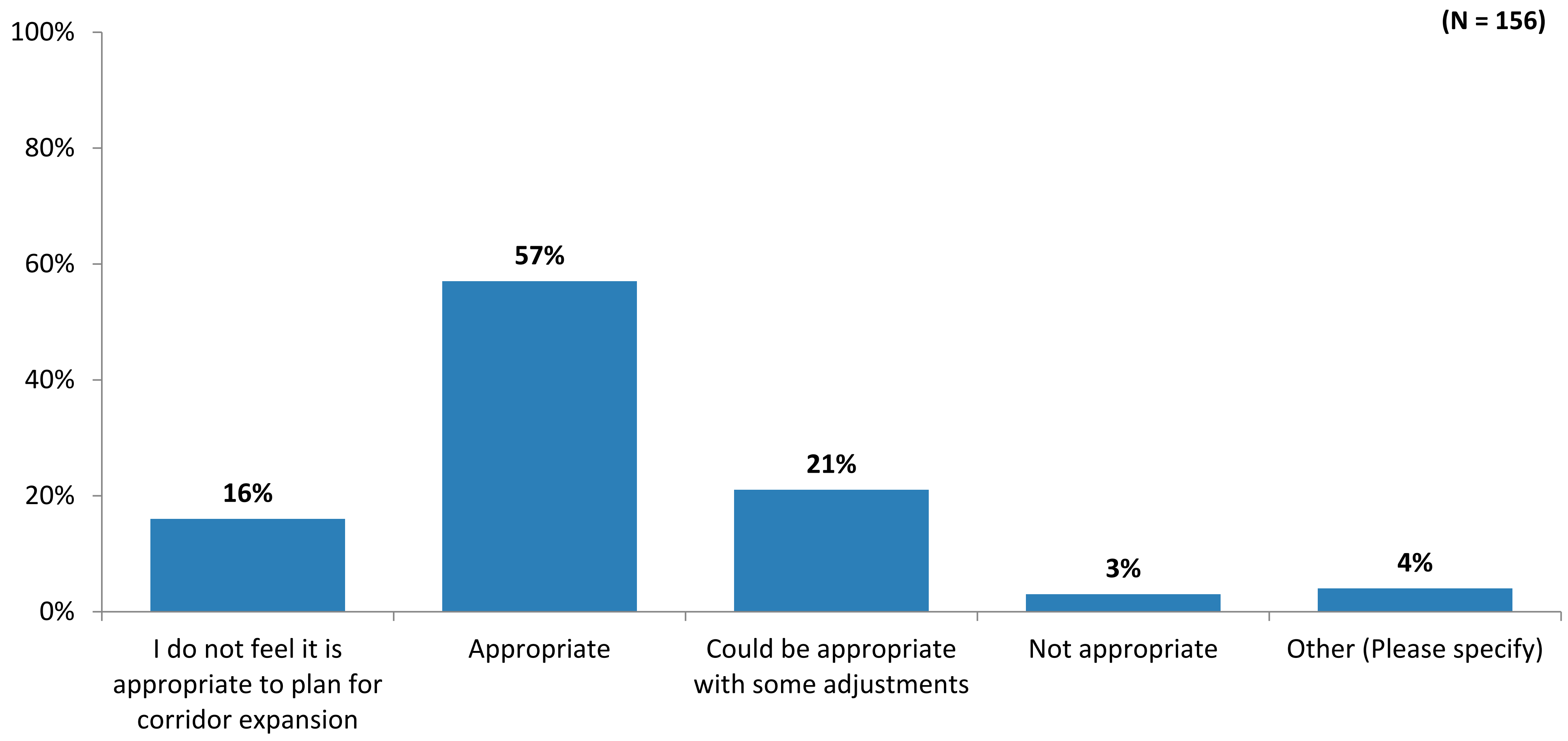
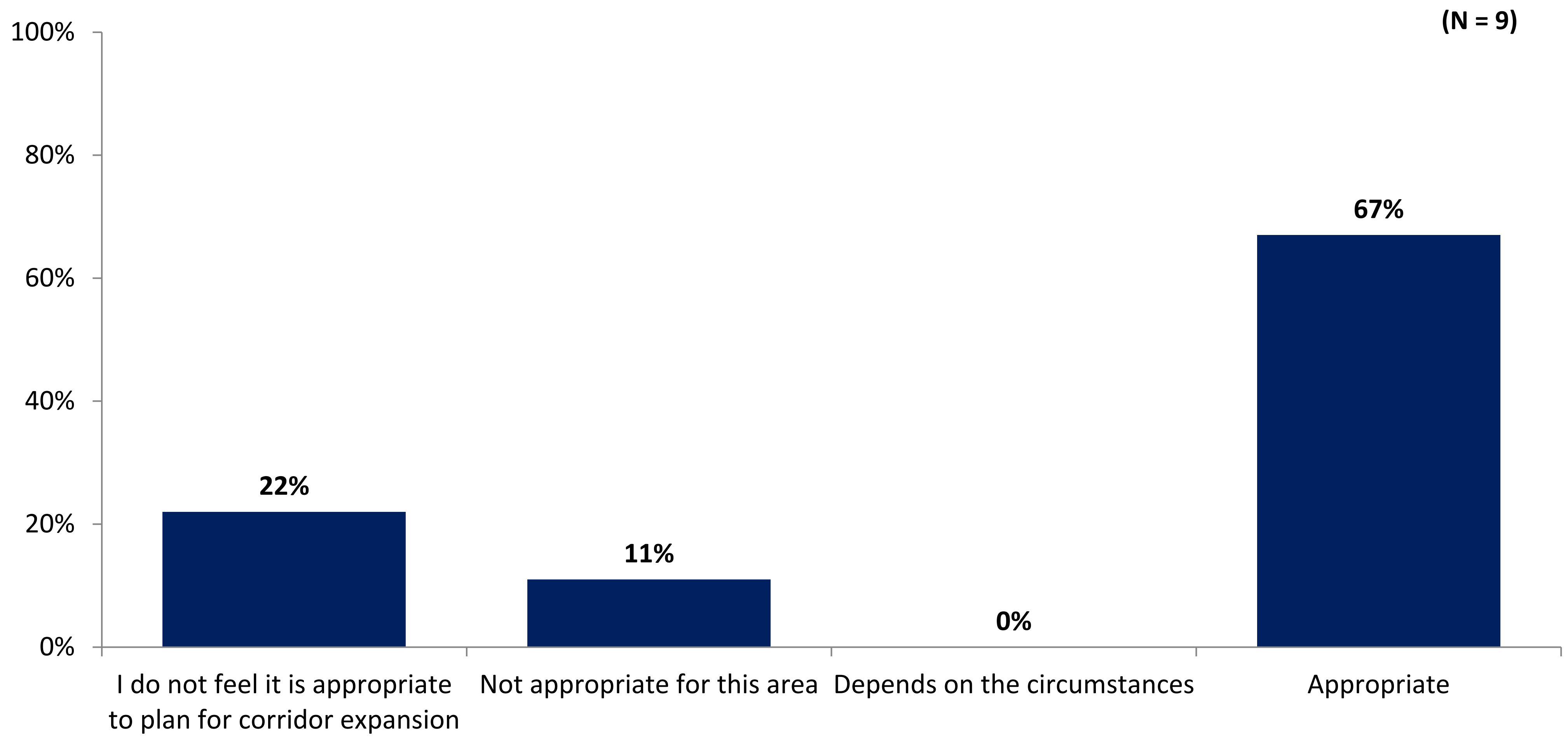


For this section of Coolidge, do you feel it is appropriate to plan for expansion to accommodate development on shallow parcels?



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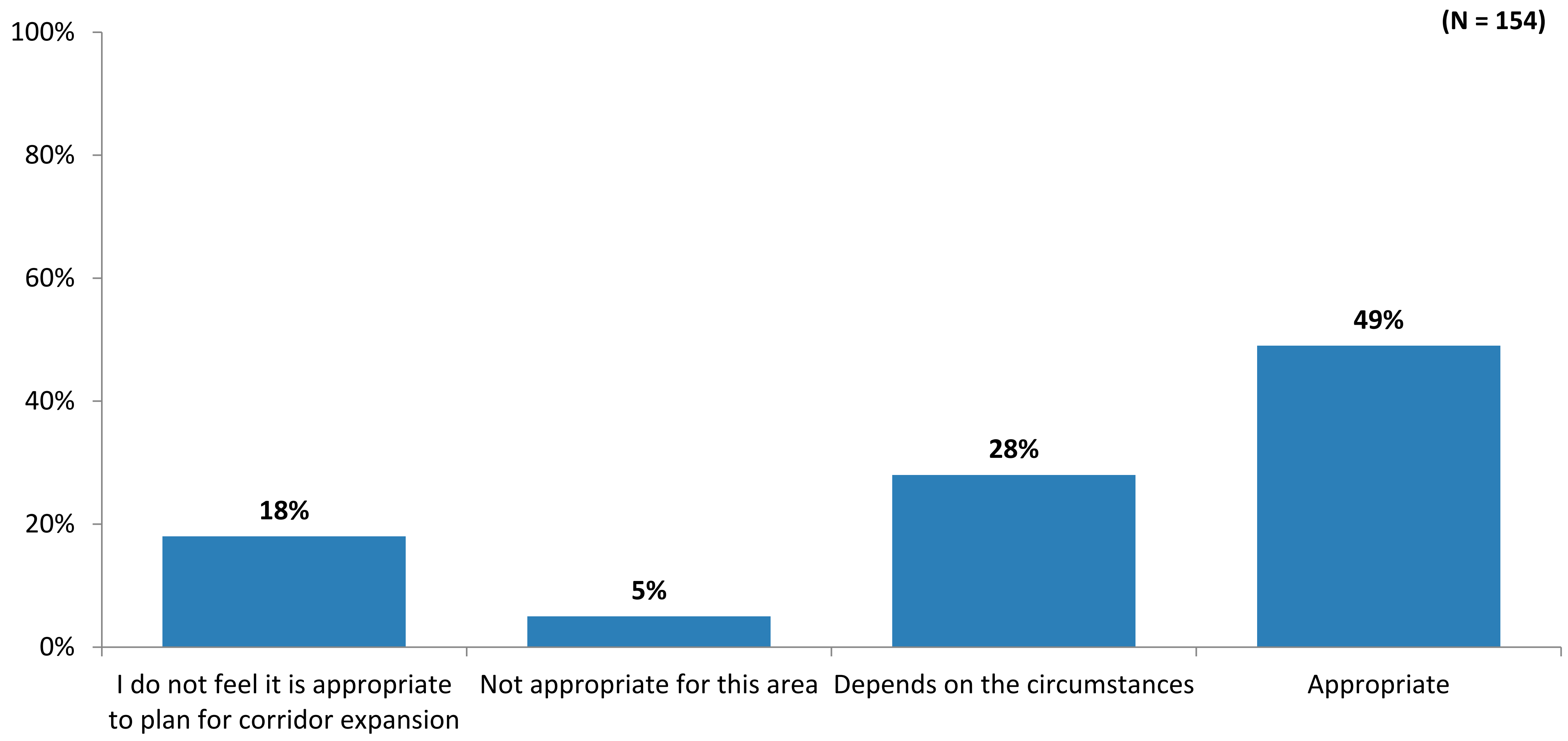

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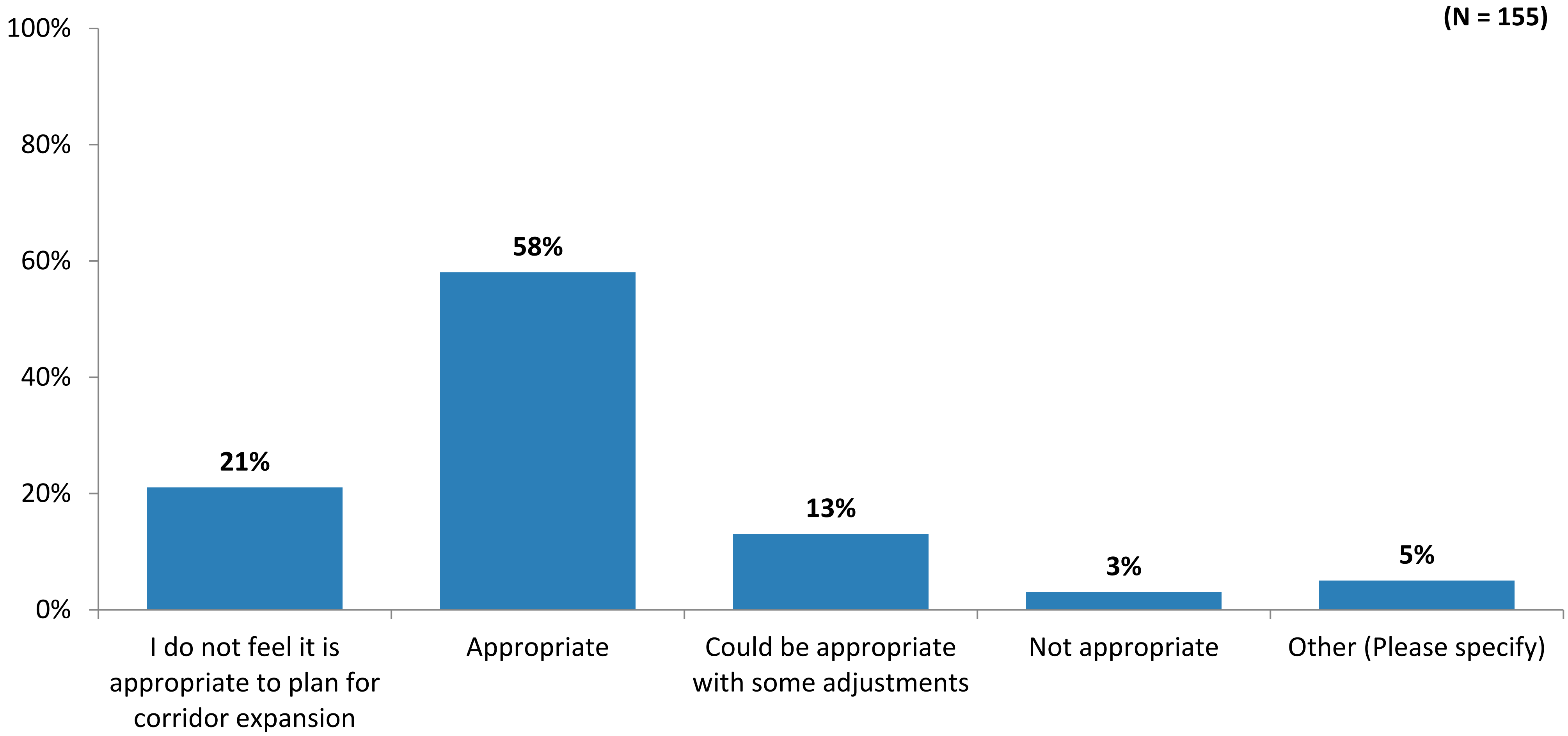

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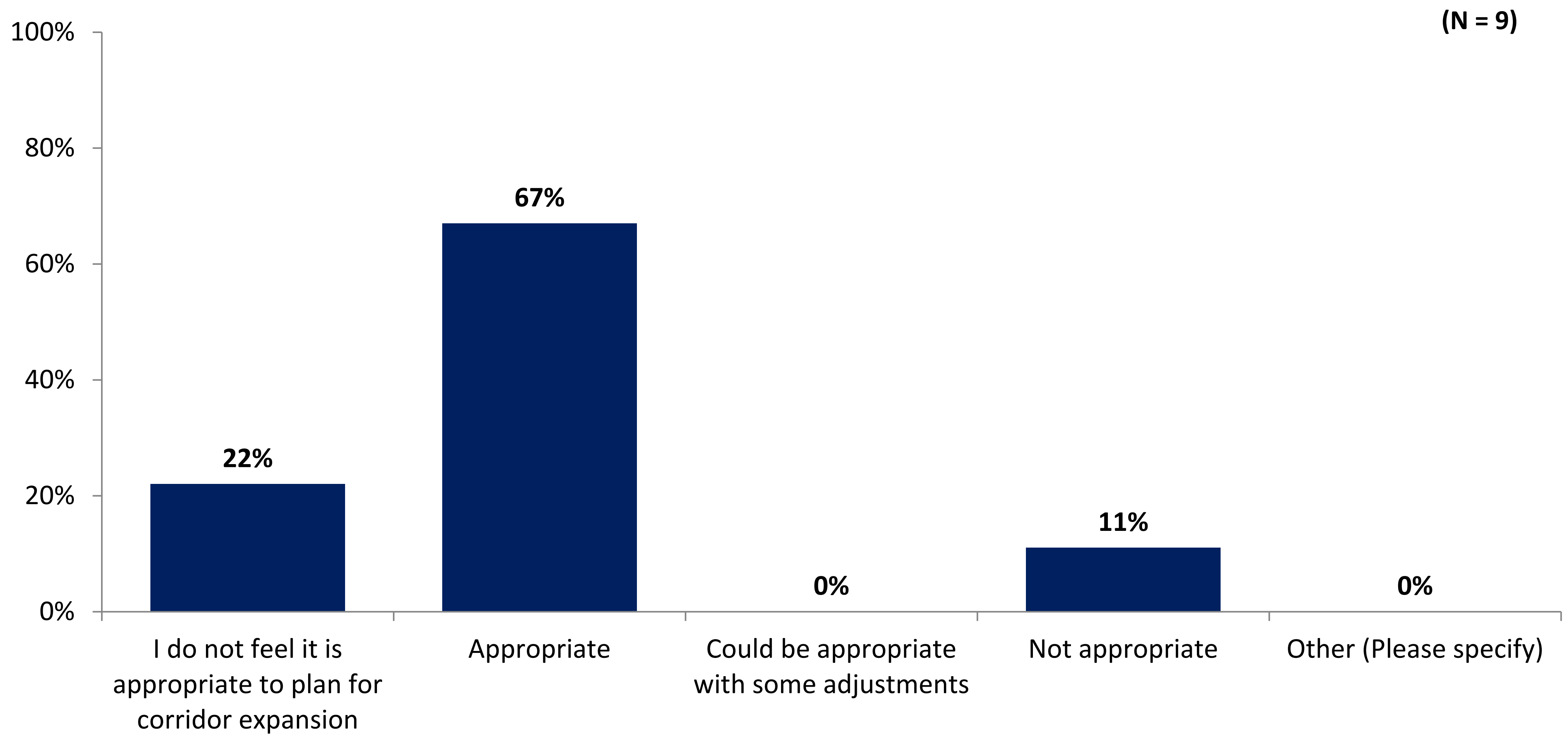
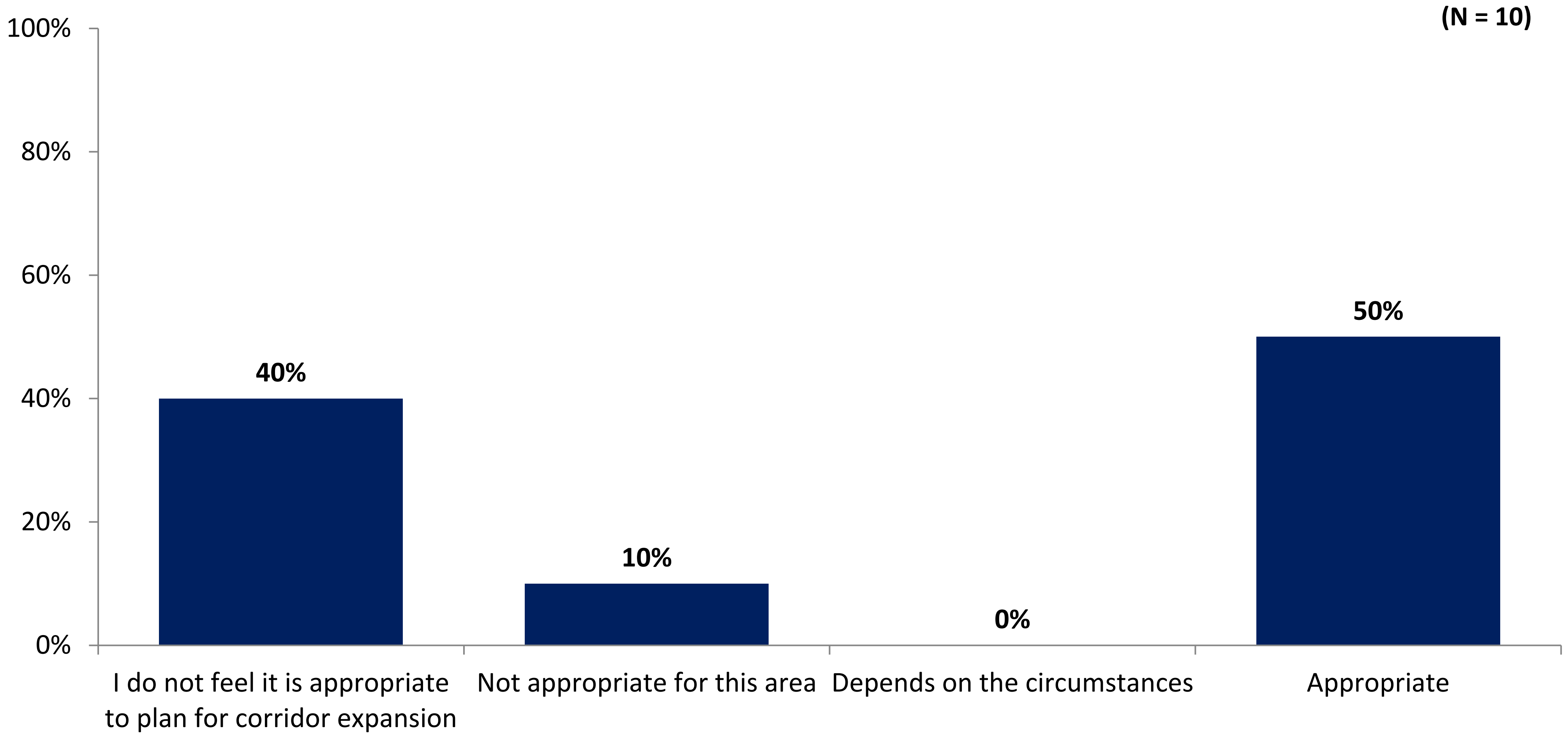


For this section of 11 Mile, do you feel it is appropriate to plan for expansion to accommodate development on shallow parcels?



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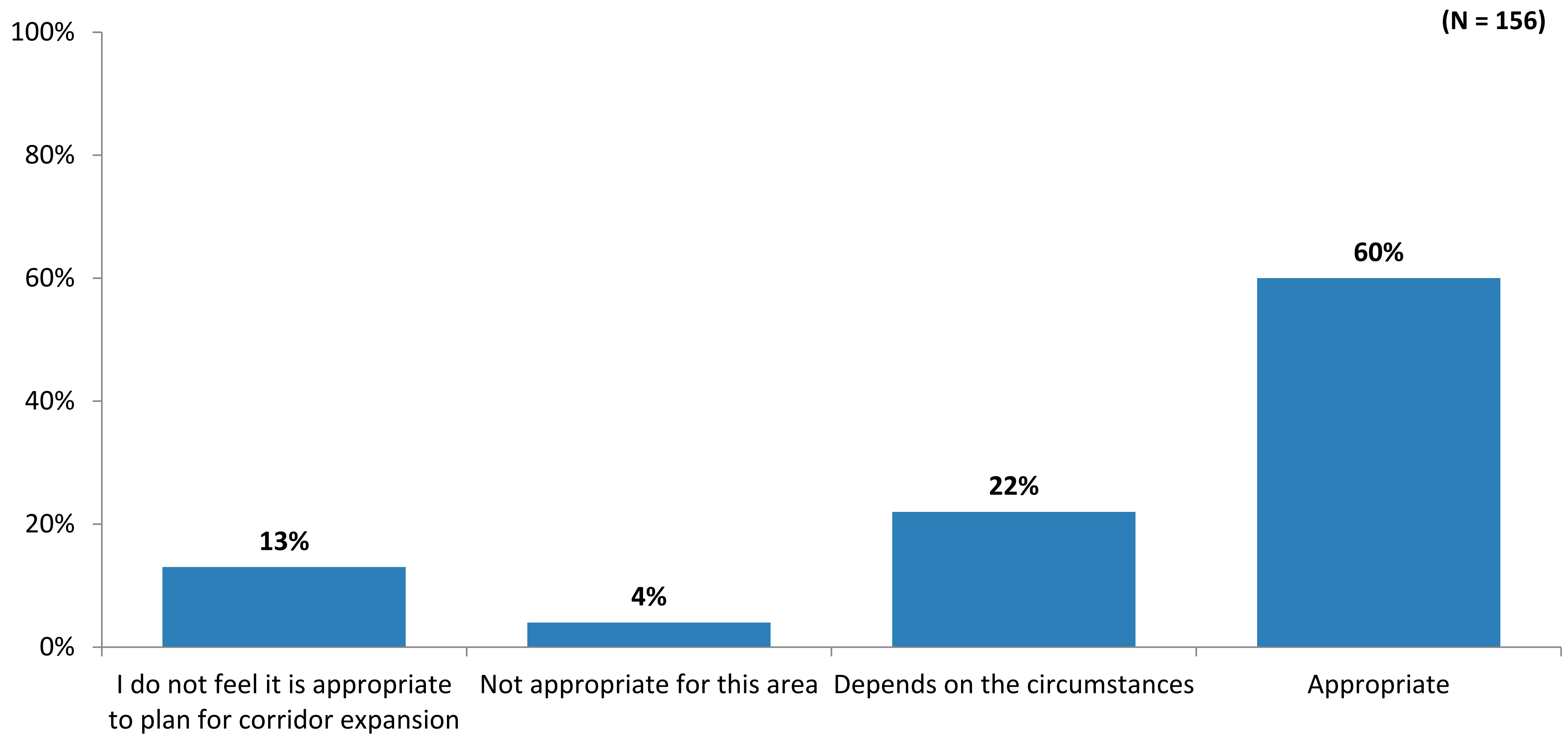

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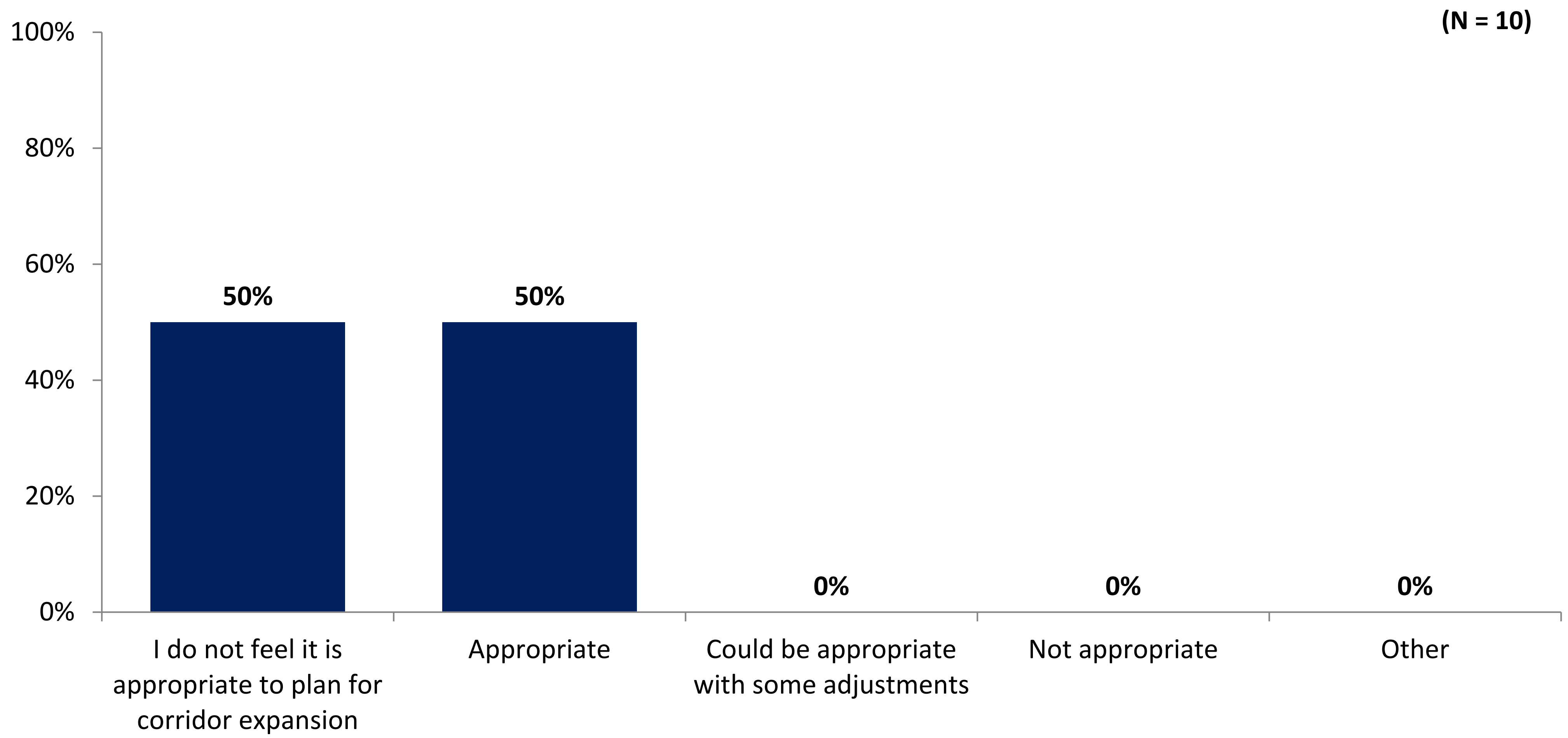

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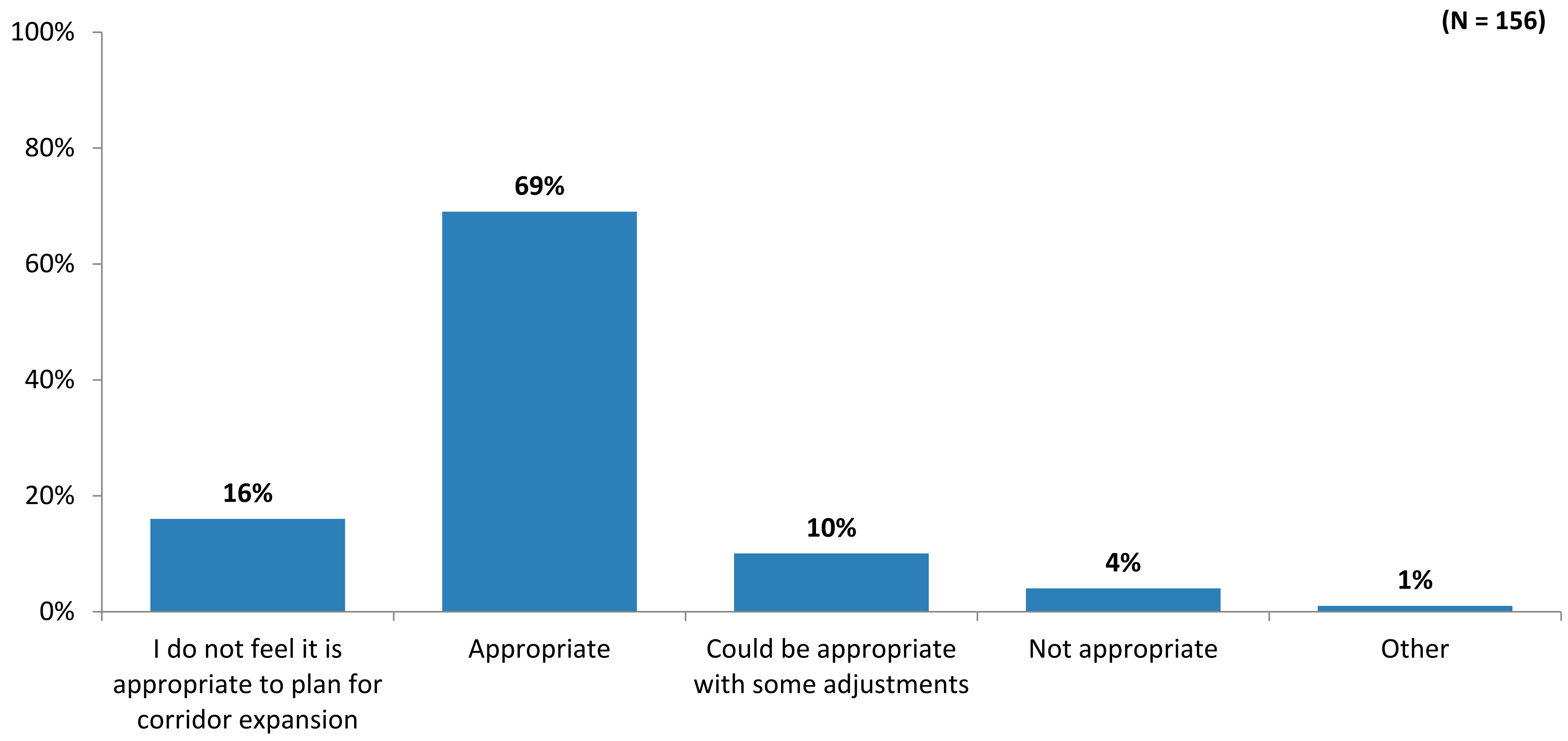
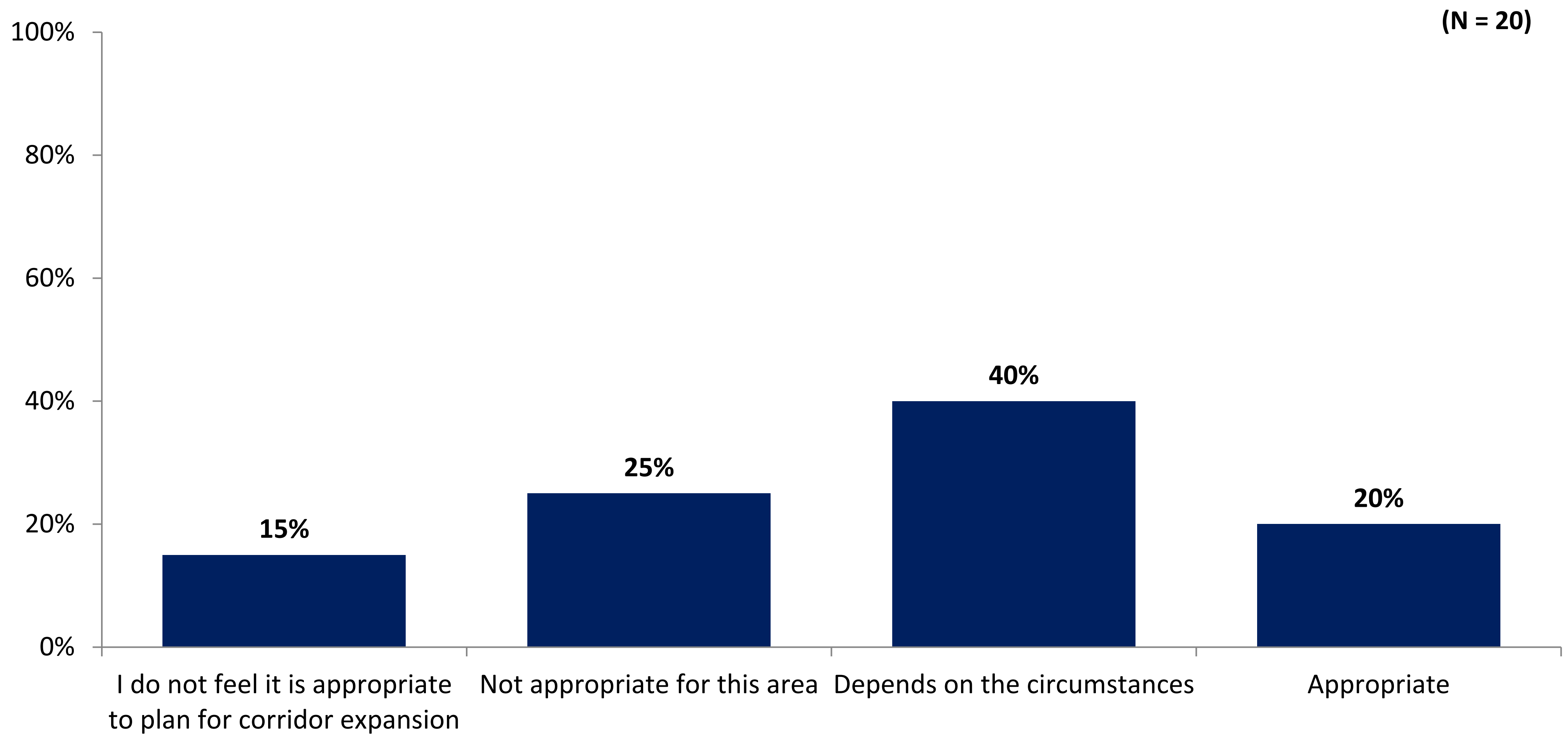


For this section of Woodward, do you feel it is appropriate to plan for expansion to accommodate development on shallow parcels?



SoGoSurvey

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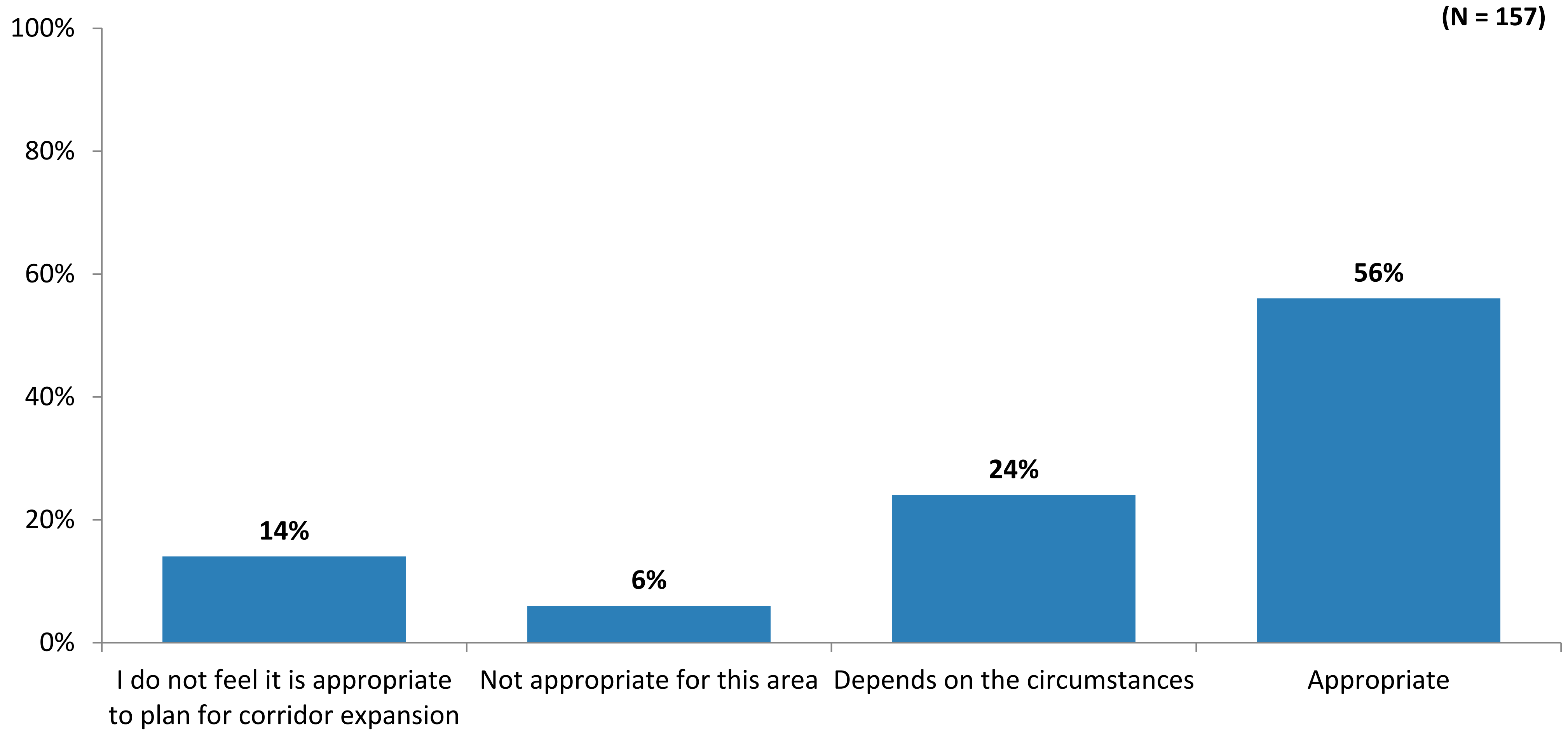

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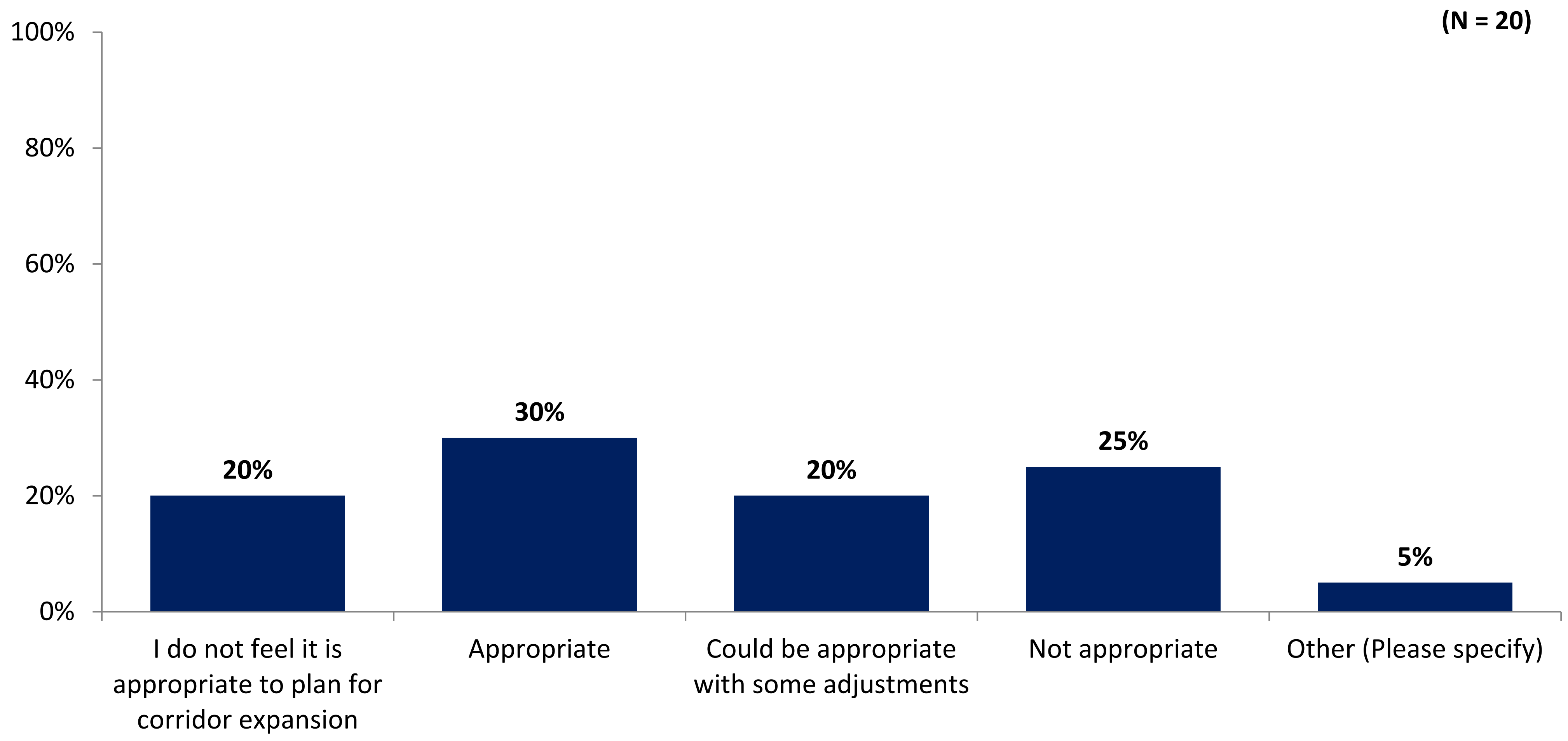
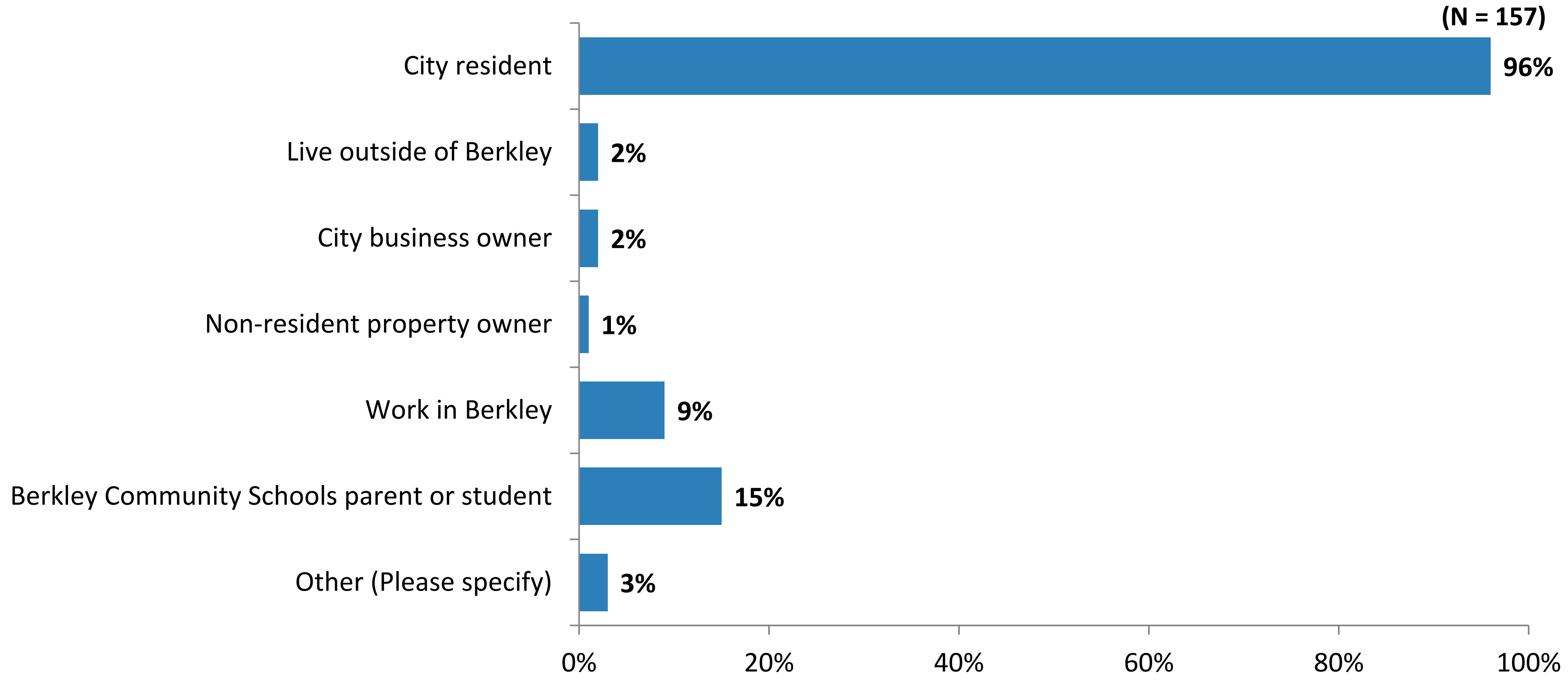
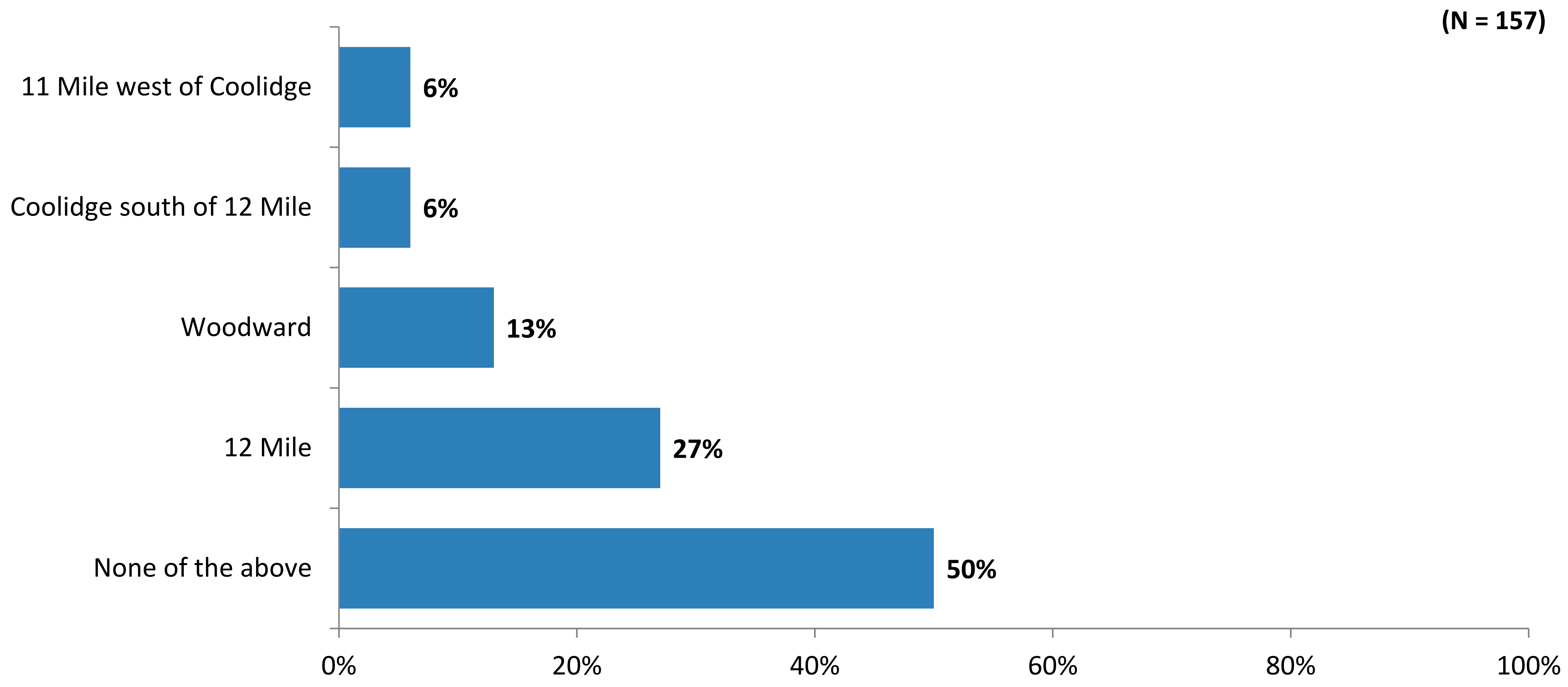


What is your relationship to Berkley? (check all that apply)



Do you live within one block of any of these corridors (check all that apply)?



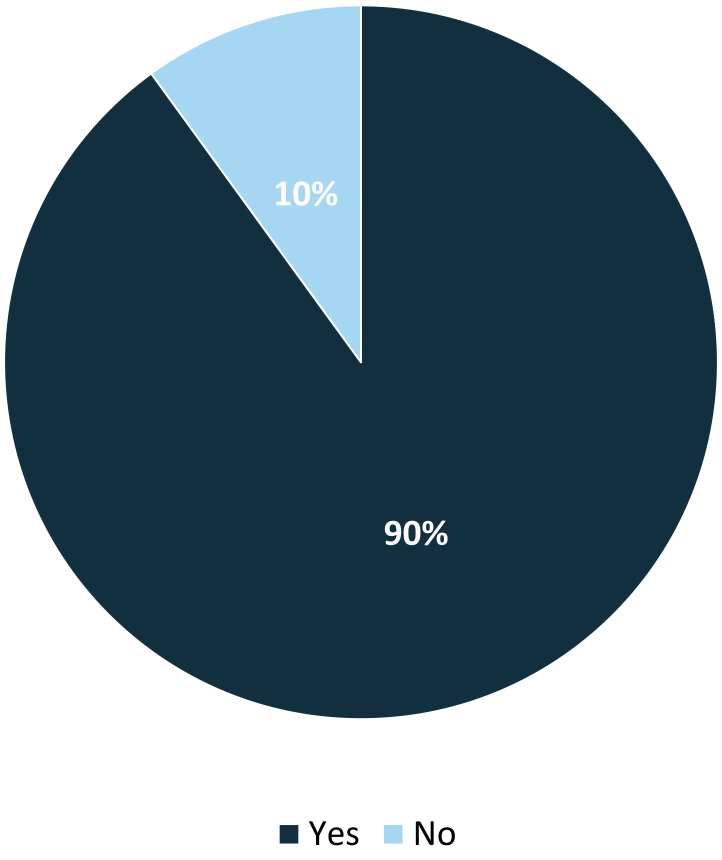
Berkley Housing Types Survey March 2021

Results and Analysis

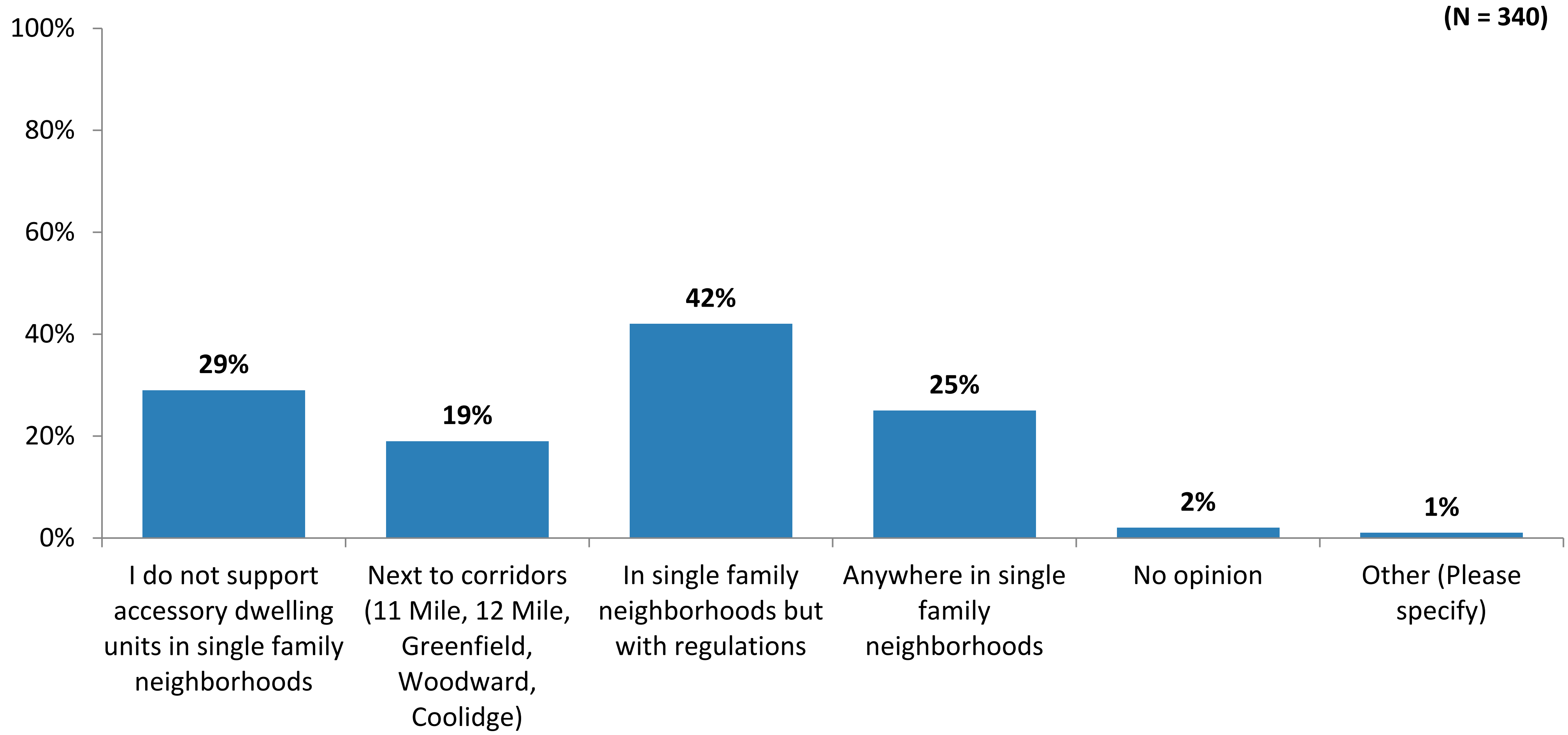
SoGoSurvey

Did you watch the video on housing types at www.berkleymich.org/masterplan?

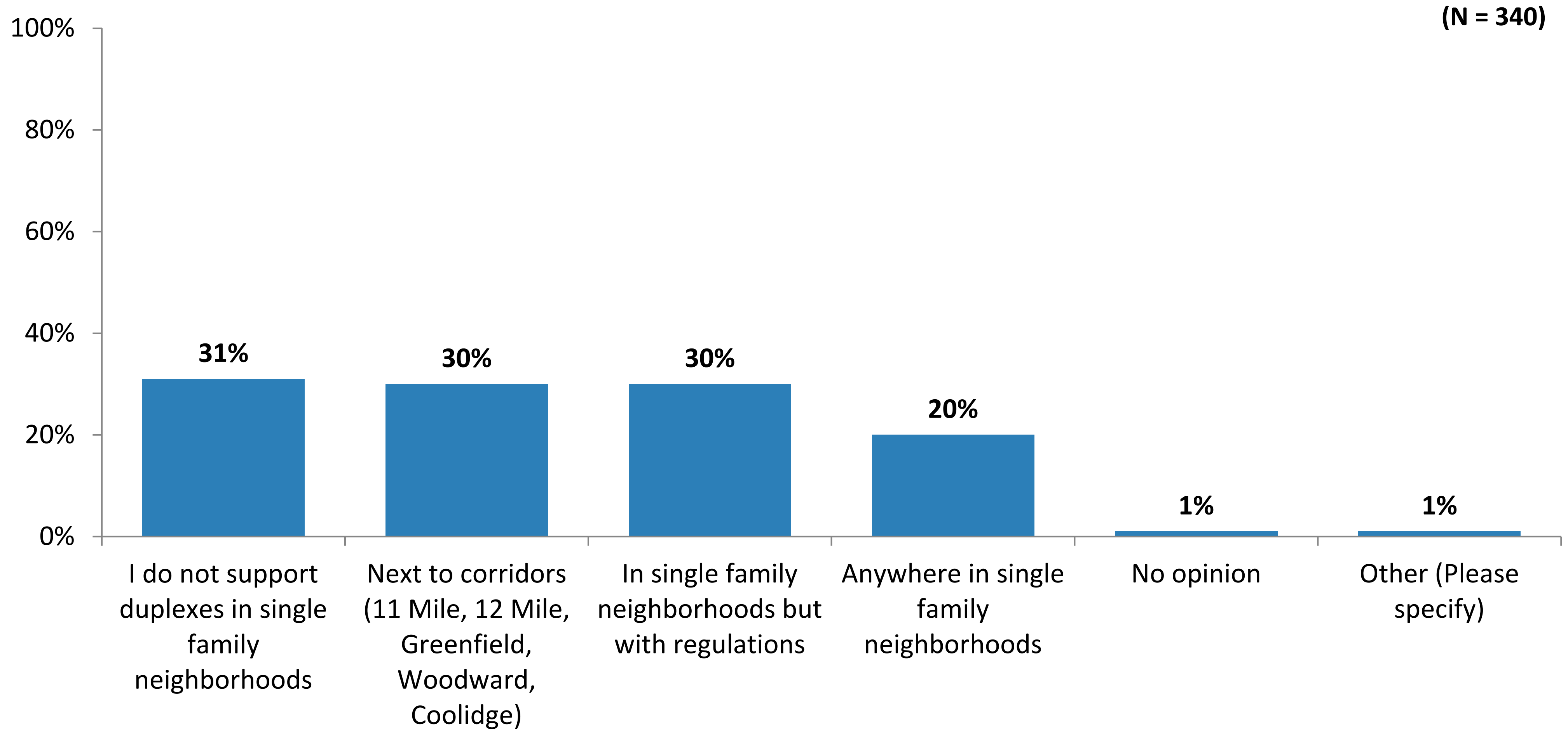
(N = 342)



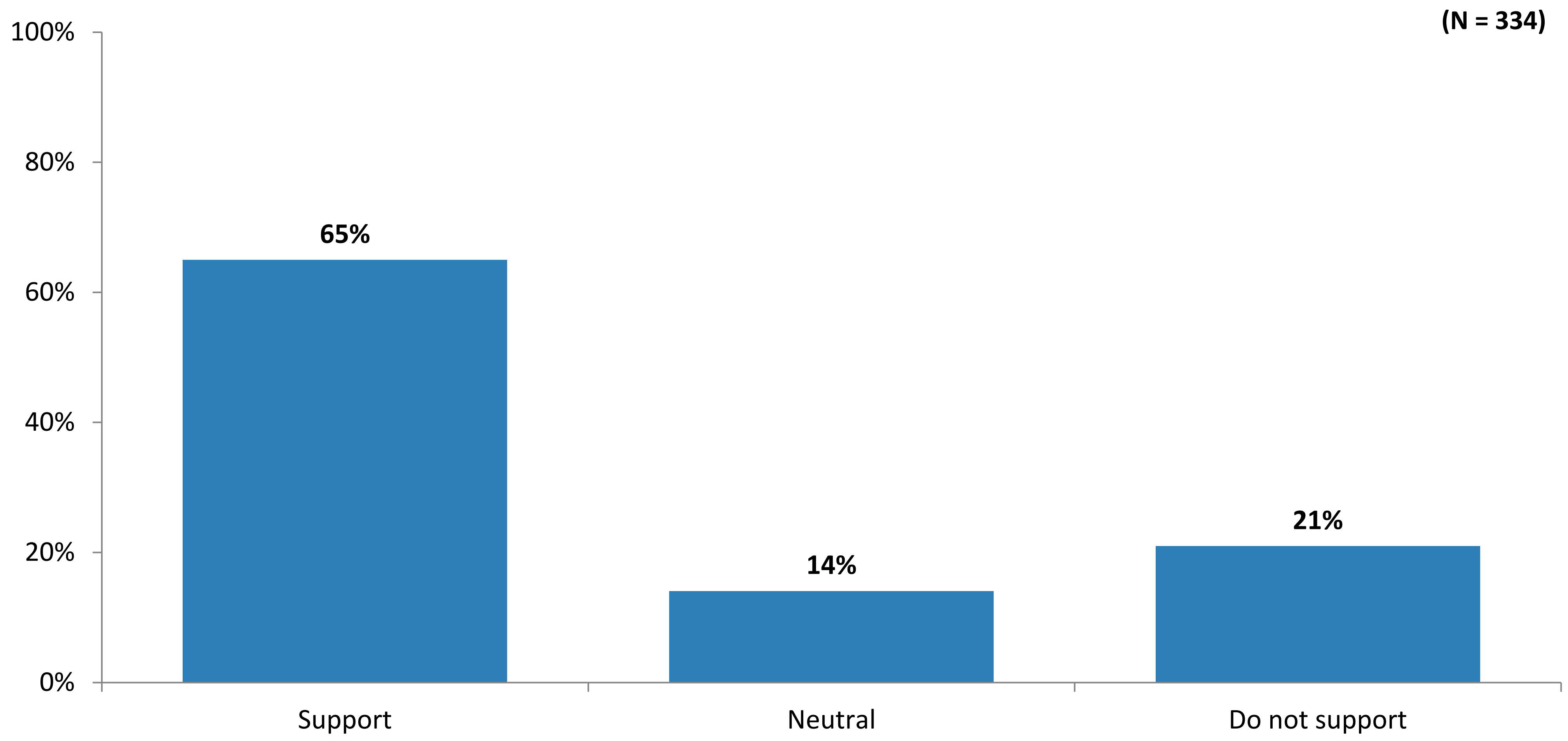
Where would you support accessory dwelling units in single family neighborhoods? (check all that apply)



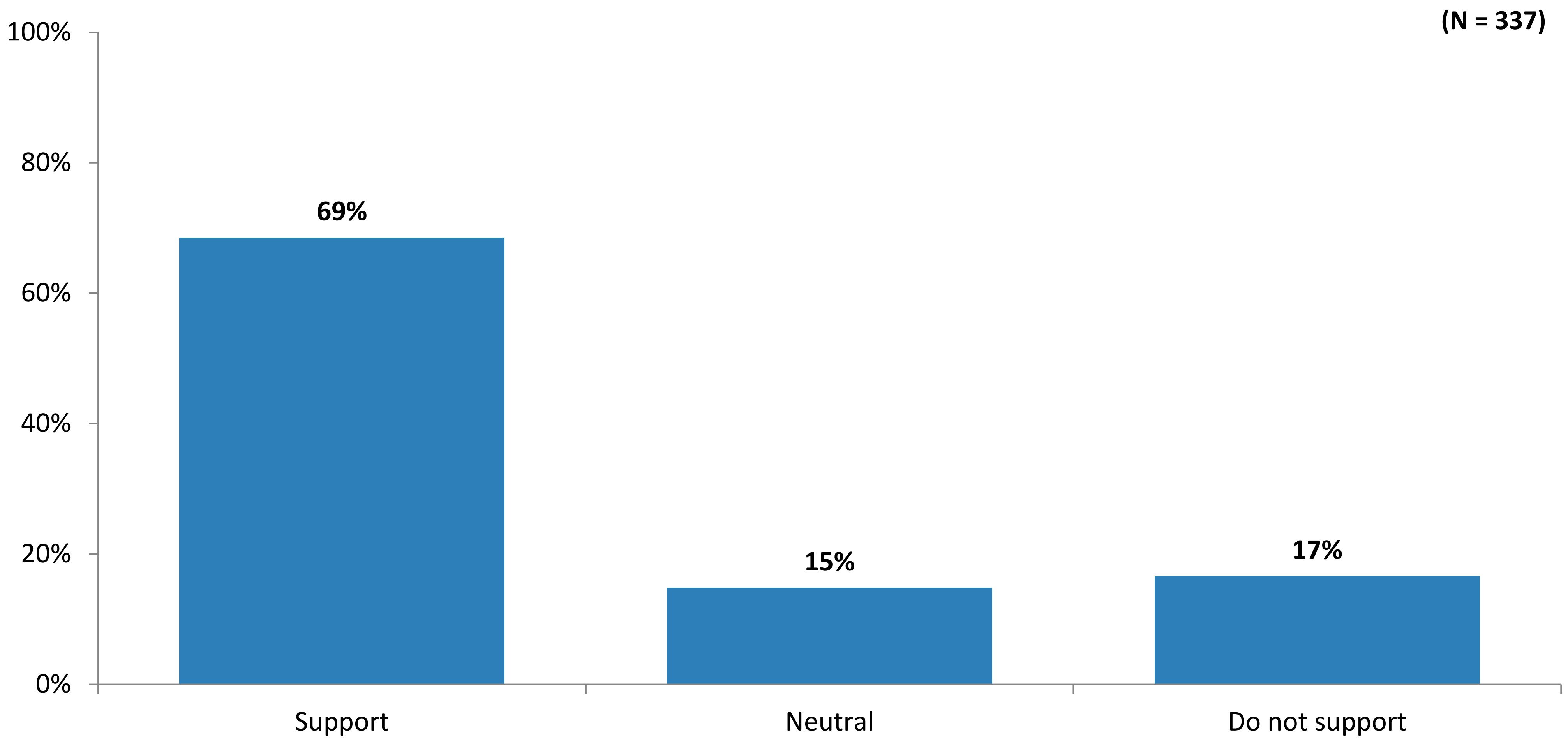
Where would you support duplexes in single family neighborhoods? (check all that apply)



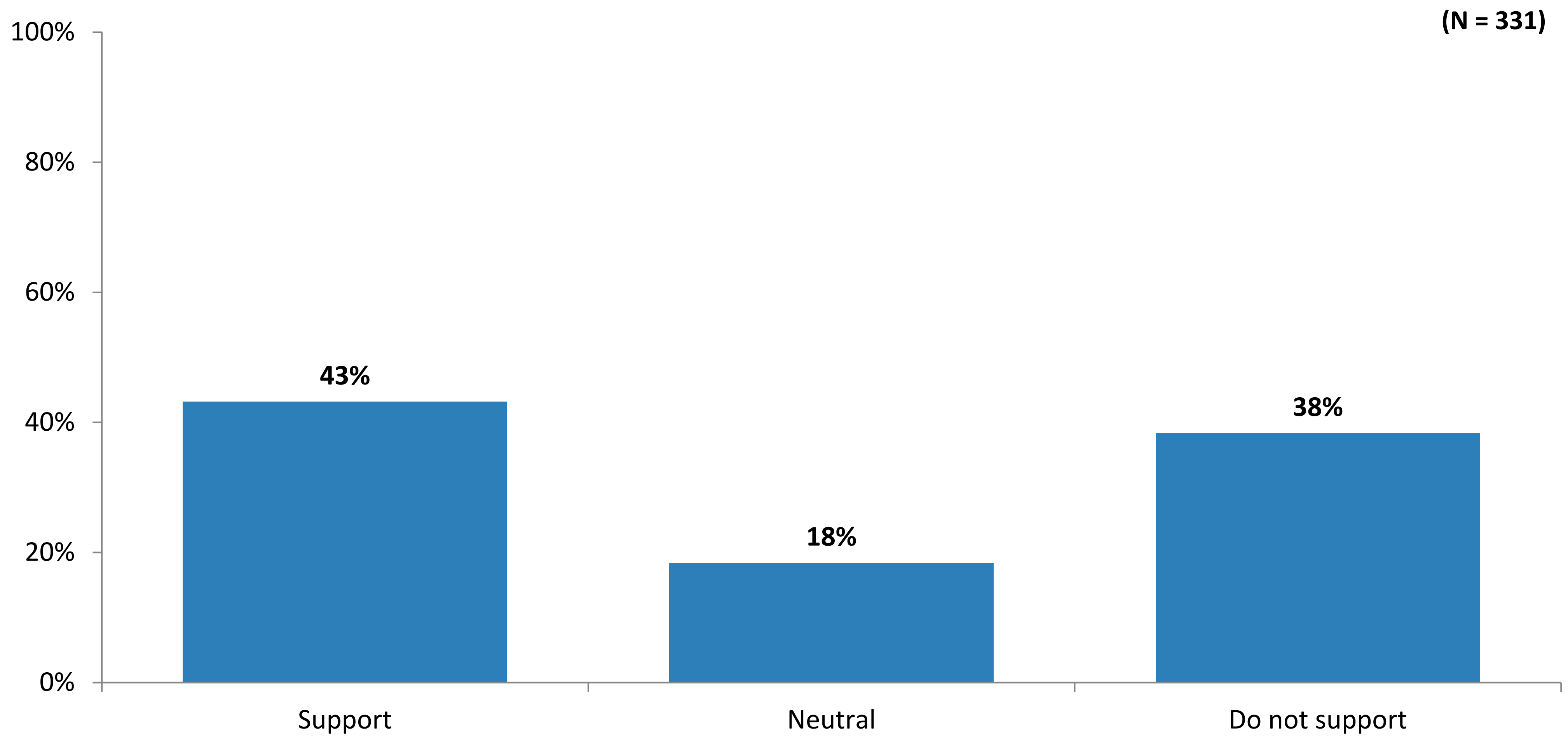
In areas already zoned for low-density (up to two stories), what kind of multiple-family housing would you support?: Duplexes



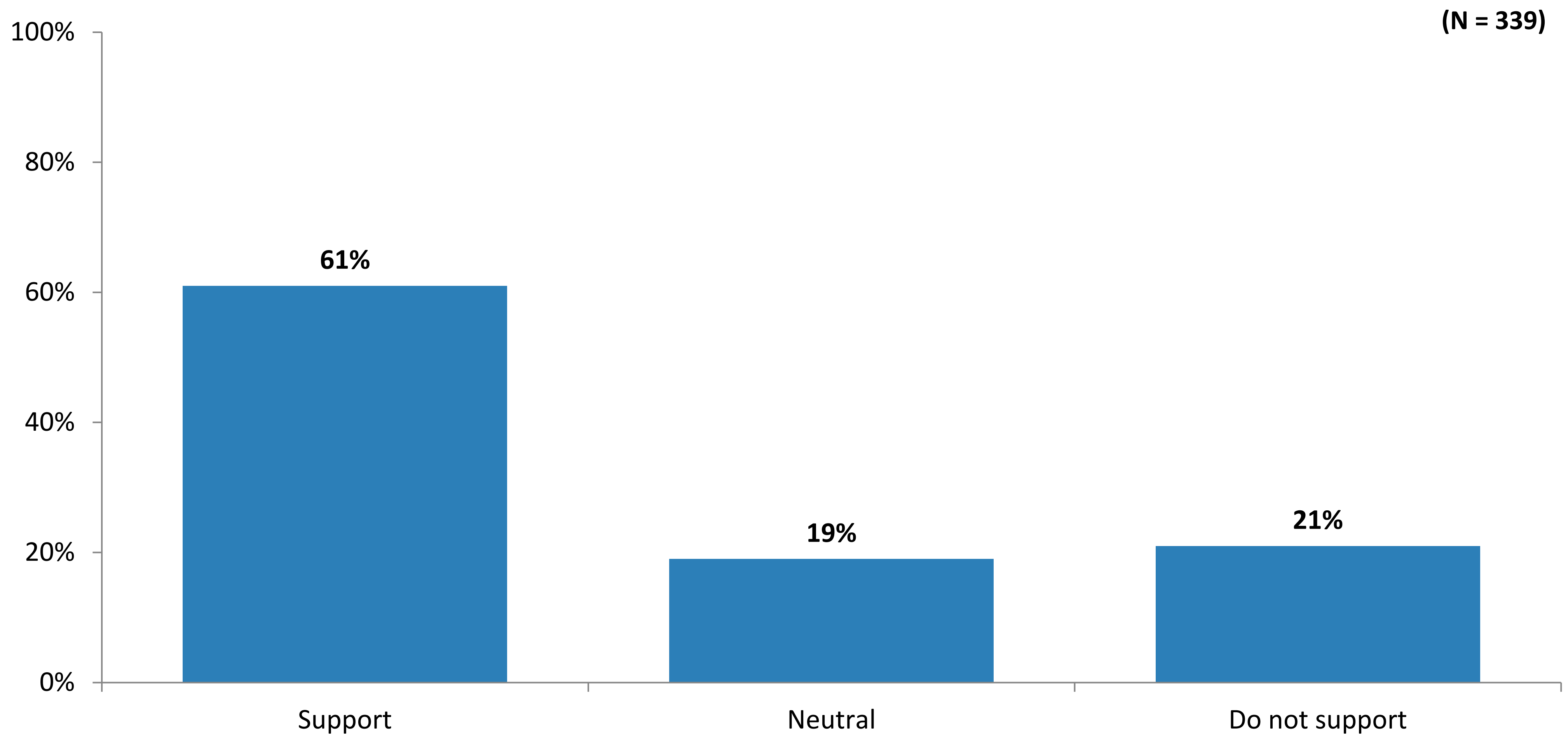
In areas already zoned for low-density (up to two stories), what kind of multiple-family housing would you support?: Townhomes



In areas already zoned for low-density (up to two stories), what kind of multiple-family housing would you support?: 2-story apartments



The potential site plan above shows a conceptual redevelopment on Greenfield and Ellwood. Do you support planning for this sort of redevelopment in that area?



If chose “Do not support”, please share why? (open ended, 100 word limit)

If chose “Do not support”, please share why? (open ended, 100 word limit)

Response No	Answer text
6	Berkley is a city of single family homes. Keep it that way
7	The parking and noise situation that has already been allowed near main streets and especially businesses will only exacerbate the parking and noise problems to residents. Enough of cow towing to business and not residents.
12	Based on one drawing, I don't have enough information to support the redevelopment
24	Prefer single family homes

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
29	I live on Ellwood. Any development that has gone in on Greenfield has alway been sold as a benefit. The actual product is cheap construction with mediocre results. The above development is simply too large for the area and there will be cost cutting if they move forward with this very large plan.
38	I don't think the committee should be trying to "Steer" towards tearing down existing homes just to try to be like Royal Oak. People are leaving there in droves and it didn't make anything more affordable when it was done there.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
41	Not up to the City until, and unless, it is proposed. It is disingenuous to say that if it is in the Master plan that it may never happen.
53	I support the units facing the interior streets but am concerned about density being higher that surrounding neighborhood and the potential transient/not community invested demographic that may accompany such design

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
55	In the past five years, more new housing has been built on Ellwood, especially north of 12 Mile, than on any other street in Berkley. Why tear down so many new housing units for such a project?
63	I do not want to see several buildings that look the same anywhere. Buildings that are copies of each other ruin our quaint curb appeal
85	I support it on Greenfield only and with restrictions.
87	Too dense=slum
103	Ellwood should remain single family housing.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
104	Berkley is a single family home bedroom community, its why people come here, this in anathema to that.
110	Berkley seems to be densely populated enough. We don’t need some developer squeezing a development like this on Elwood. Disrespectful to the people that already live there. Greenfield would be fine, just not in a single family neighborhood.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
113	We have a wonderful community of people who invest to live in Berkley. People in rentals are not in vested. They trash the neighborhood. We have two rentals homes on Earlmont now. One multi-dwelling. Drive by two days after the trash is collected, you will see their garbage and cans still laying in the road. They are ruining our wonderful street. We don't need more.
127	Should only be accessible from Greenfield, not neighborhoods.
129	I do not want any apartments or townhouses on ellwood.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
138	Not enough businesses on Greenfield to have a good quality of walkability

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
142	One need not look far to see that multi-family rentals - and I understand by law we cannot insist that these be owned and not rented - drive up crime and domestic problems. The recent incident in Royal Oak where the SWAT team had to be called in is an example. In the video, you said they would be senior living, but I never heard that mentioned again. Senior living would be preferred to multi-family rentals. I live on a street where there are rentals in single homes. It is THE WORST experience.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
150	I am not sure where this is or if houses would have to be destroyed. Making it a big renter’s complex leaves the area open to people who may not be invested in the community and would create a neighborhood in itself. I am open to some moderate rentals or nice senior housing.
156	These such complexes along Greenfield are all strewn with trash and always have police presence.
165	Only support if it is restricted to retirement community only.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
170	A significant reason for my moving to Berkley was to establish roots in a community with single family homes and minimal population density. The only exception I would be willing to entertain is housing specifically for the elderly.
171	I live on Ellwood and do not want this

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
173	We need more green space and grass areas for rainfall drainage. Also, berkley is a very small community that is known for single family homes. Why change it? Berkley is a place people want to move to, stay in, and raise multiple generations. My family has been in berkley for 5 generations. And my children never want to leave Berkley. Please don’t change it.
174	Worry about what we have instead of opening up the city to unne developments that will change the feel of the city.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
182	This city is busy enough with very little parking. We don’t need to make it worse. Plus tenants do not take care of their home the way a home owner would

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
183	I don’t support any more multi-family development in Berkley as we prefer the single family atmosphere. Berkley already includes some multi-family, some poorly planned. New builds are mismanaged. There are plenty multi-family options in surrounding cities. Our city is already too dense, green space is minimal, our infrastructure can’t handle it. The development on Greenfield & the 3 story one near LaSalette is a disgrace. The high prices of homes are a clear indication that Berkley is fine as is

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
214	Density to great. Can Berkley infrastructure support extra traffic, waste, etc?
229	Extra noise and traffic in an already increasingly busy city
235	There is no reason to change Elwood keep it single family
241	The fact that a "bigfoot" home went up right next to me is all the construction hassle and noise I want to listen to. I live in the immediate area.
246	what about housing already there?
253	This city already have a high density of people for the area. Our underground drainage and utilities can’t handle more.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
256	Southfield and Royal Oak already support this type of housing. It seems unnecessary to change the character if Berkley to create higher density when these neighboring commities accomplish this.
257	If it was for well mailed 2 story apartments on only Greenfield I would support. Many rental homes on greenfield are not kept up.
260	Not needed

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
262	Berkley is a city of families living in homes who are invested in the community, its what makes our city a desirable place to live. putting up a bunch of renters places takes away from the reasons why people want to live here, our housing prices are high, and school system has so much support.
270	Because this potential development would be directly across the street from me. I would prefer this to be just facing Greenfield and thereby not impacting the neighborhood on Ellwood so drastically.

If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
279	Berkley's charm is the unique single family bungalows
281	These areas have homes that help smaller households stay in the city. Tearing them down is slightly akin to gentrification that has happened in Detroit. I don't support changing this environment here.
282	I think we should leave berkley as a small town feel community. Single family homes or townhomes that look like single family homes.
286	There are enough of this type of housing across Greenfield.
287	Because I live on Ellwood and I do not wish to see this change

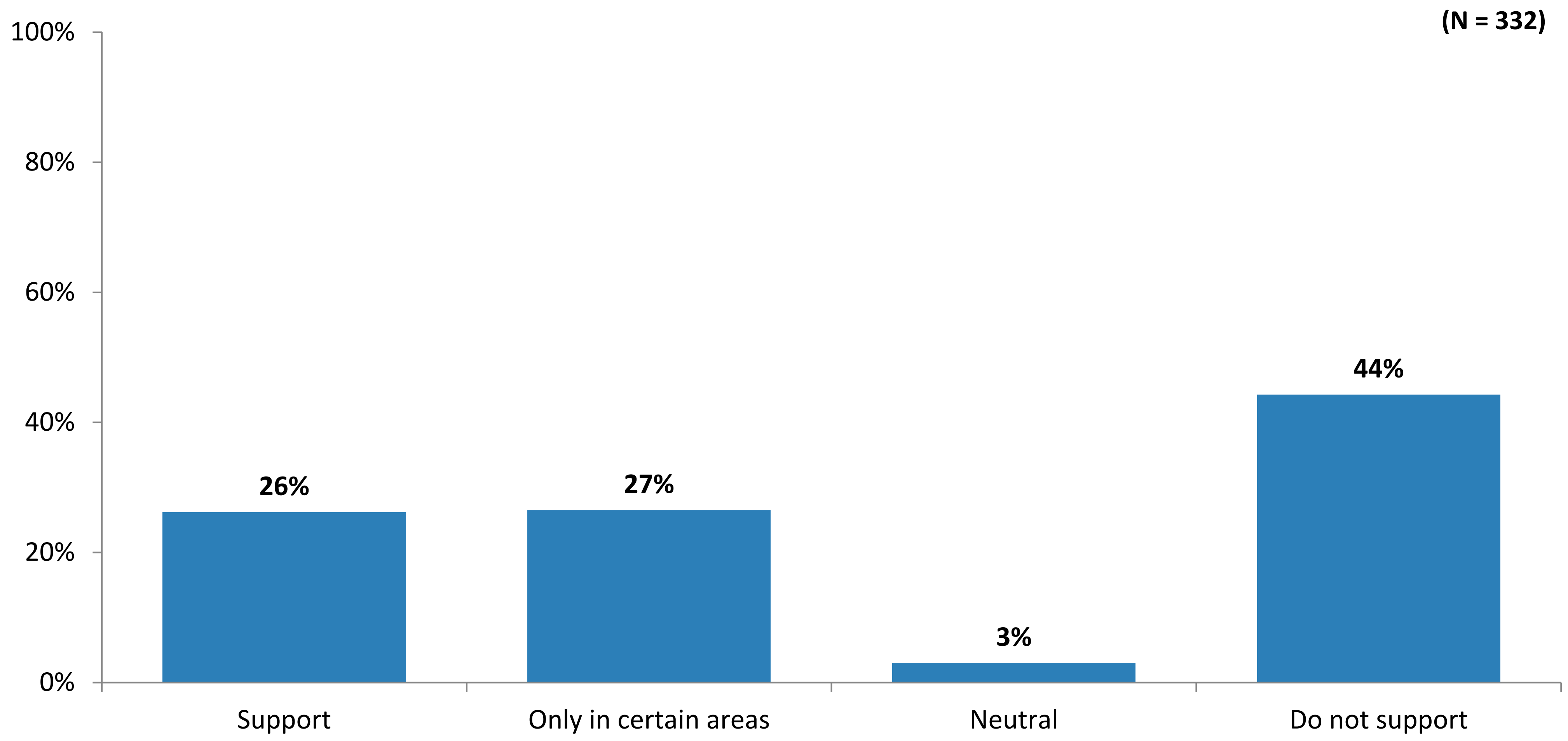
If chose "Do not support", please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
290	I might support changes on Greenfield, but unless the Berkley infrastructure is improved greatly, I do not support any changes to the single income housing on residential streets. Also, Ellwood traffic is already heavy and this would make it worse for walkers and those who live there now.
291	Not good for neighborhoods. Keep that on Greenfield.
294	Would lower property value of single family homes in the area

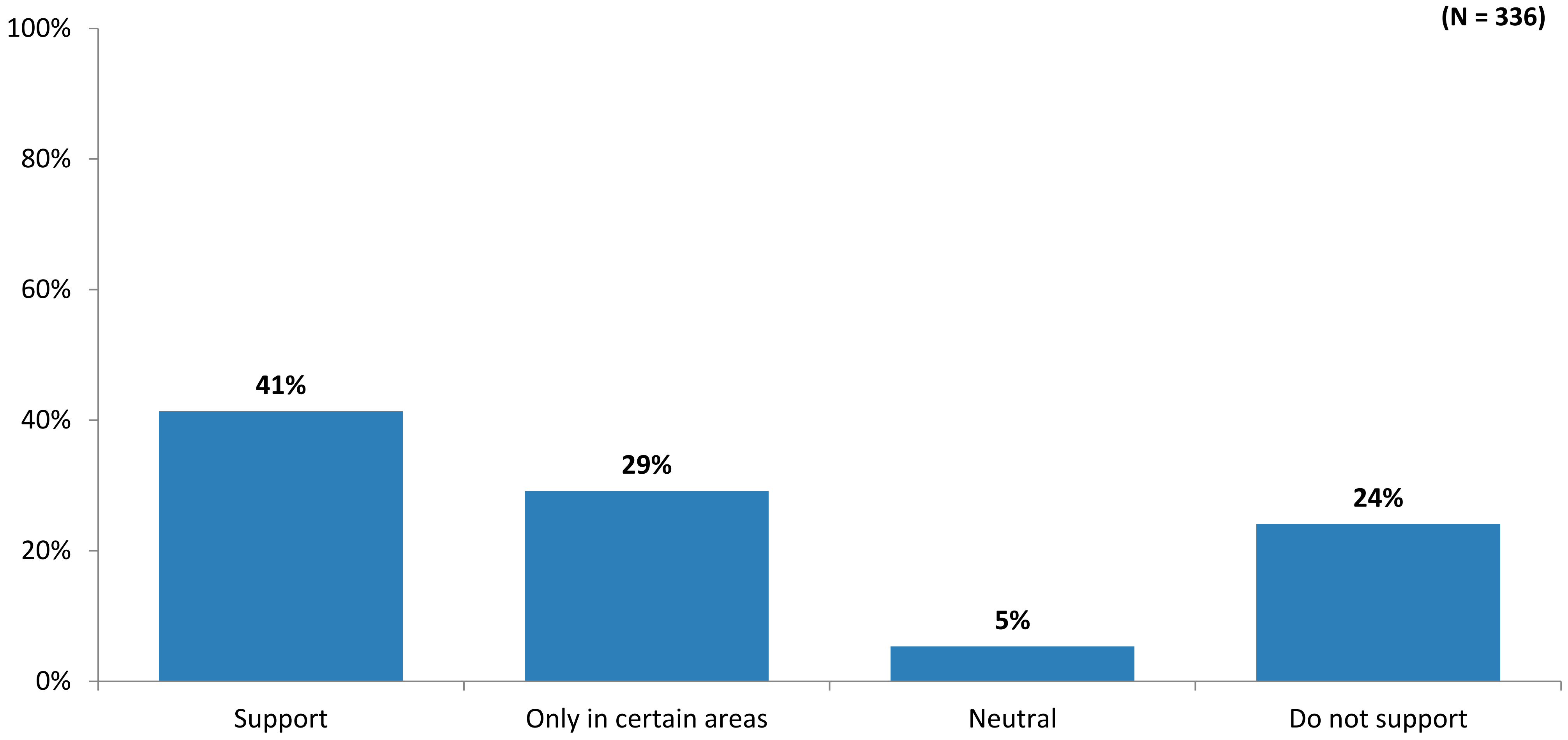
If chose “Do not support”, please share why? (open ended, 100 word limit) (Continued)

Response No	Answer text
296	I don't feel safe with so many transient rentals. I also live in that area and do not want the aesthetics of my home affected. Please NO! Berkley needs to stay mostly single family homes.
302	I am not in favor of multi family options.
313	Too dense.
318	I do not like the Ellwood impact
323	Berkley has its own charm the way it is. I wouldn’t want to see it turn into Ferndale -over crowded and no parking with higher crimes
326	No apartments. You need to be more specific as to what type of housing you are considering in order to gain support

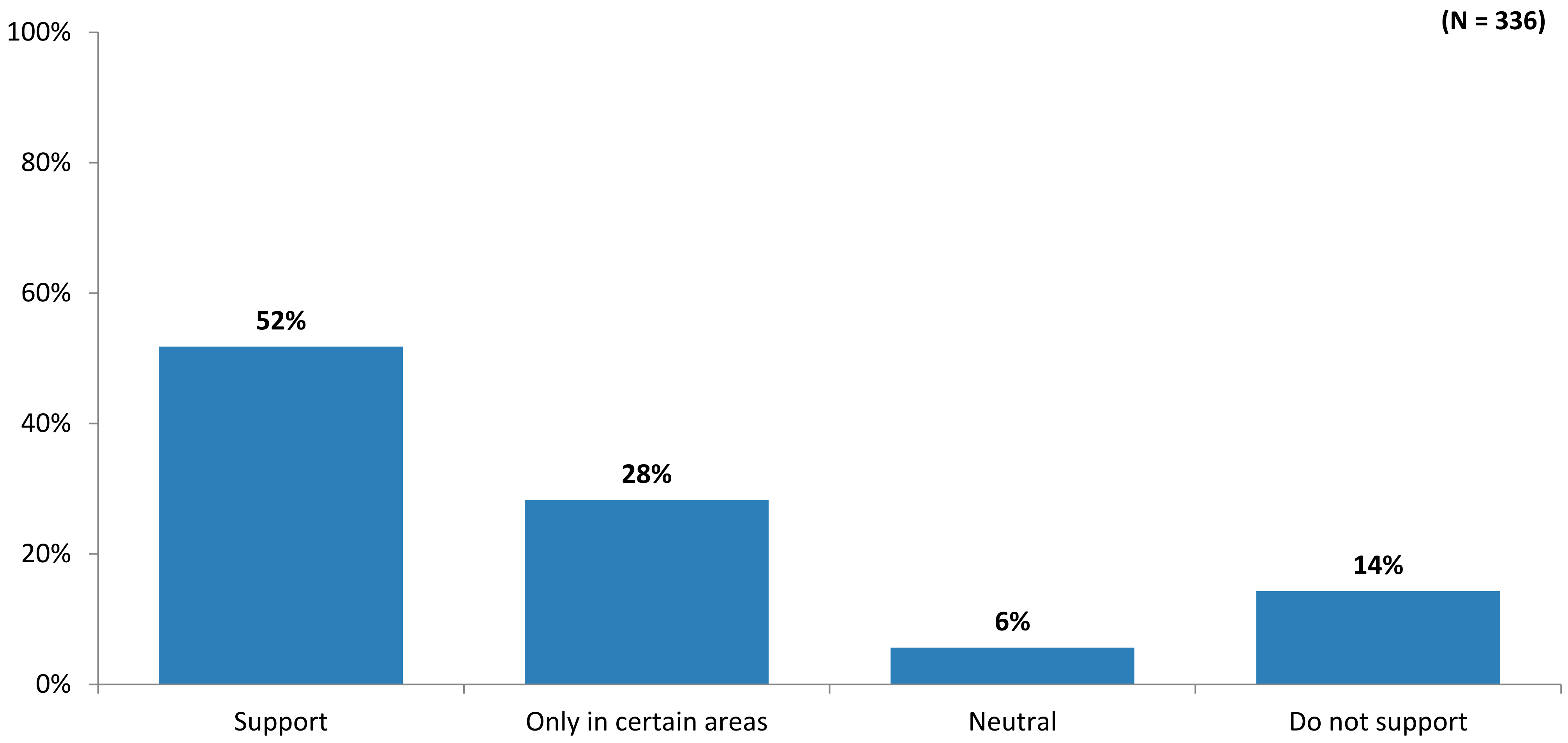
What type of housing would you support on commercial corridors?: 3-story apartments



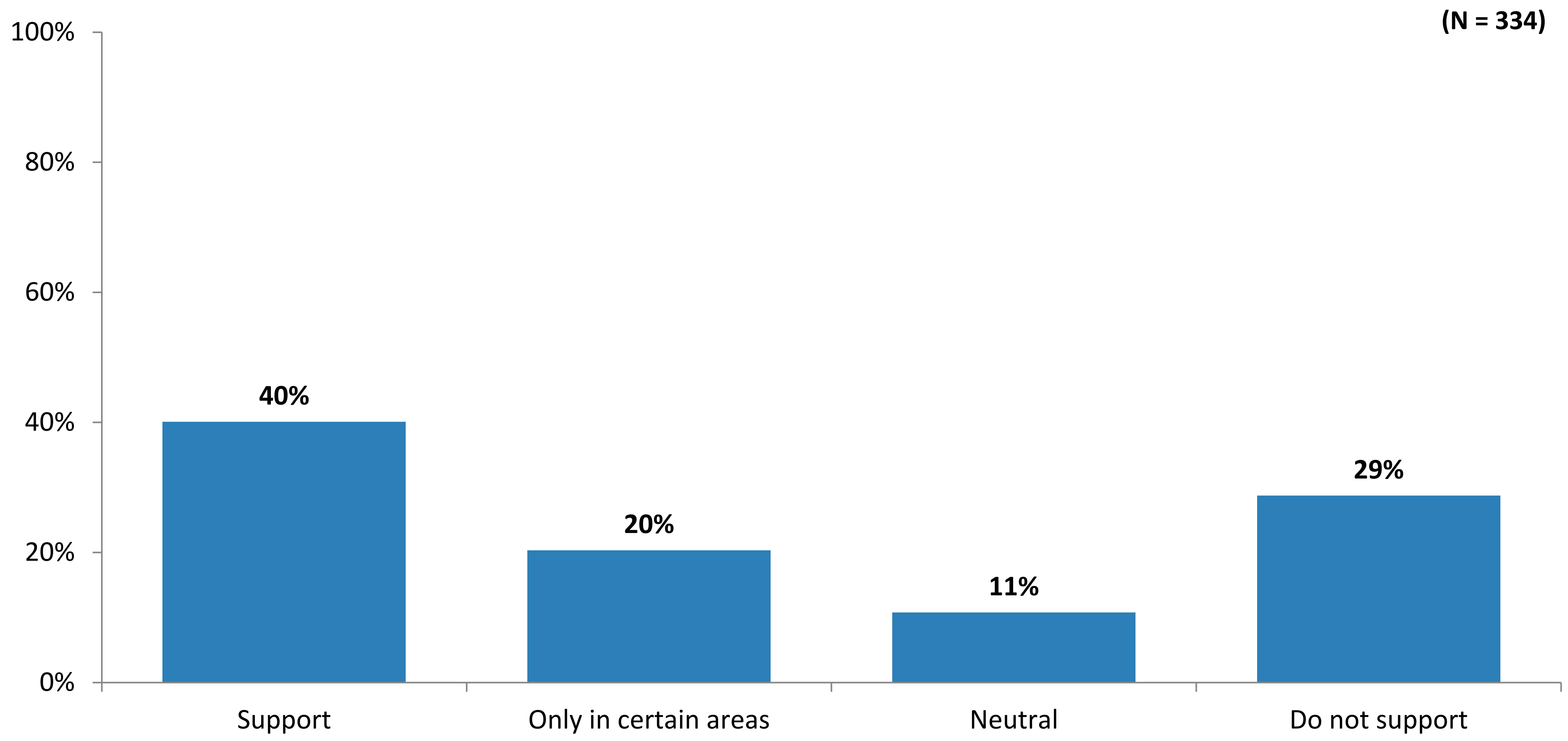
What type of housing would you support on commercial corridors?: 2-story apartments



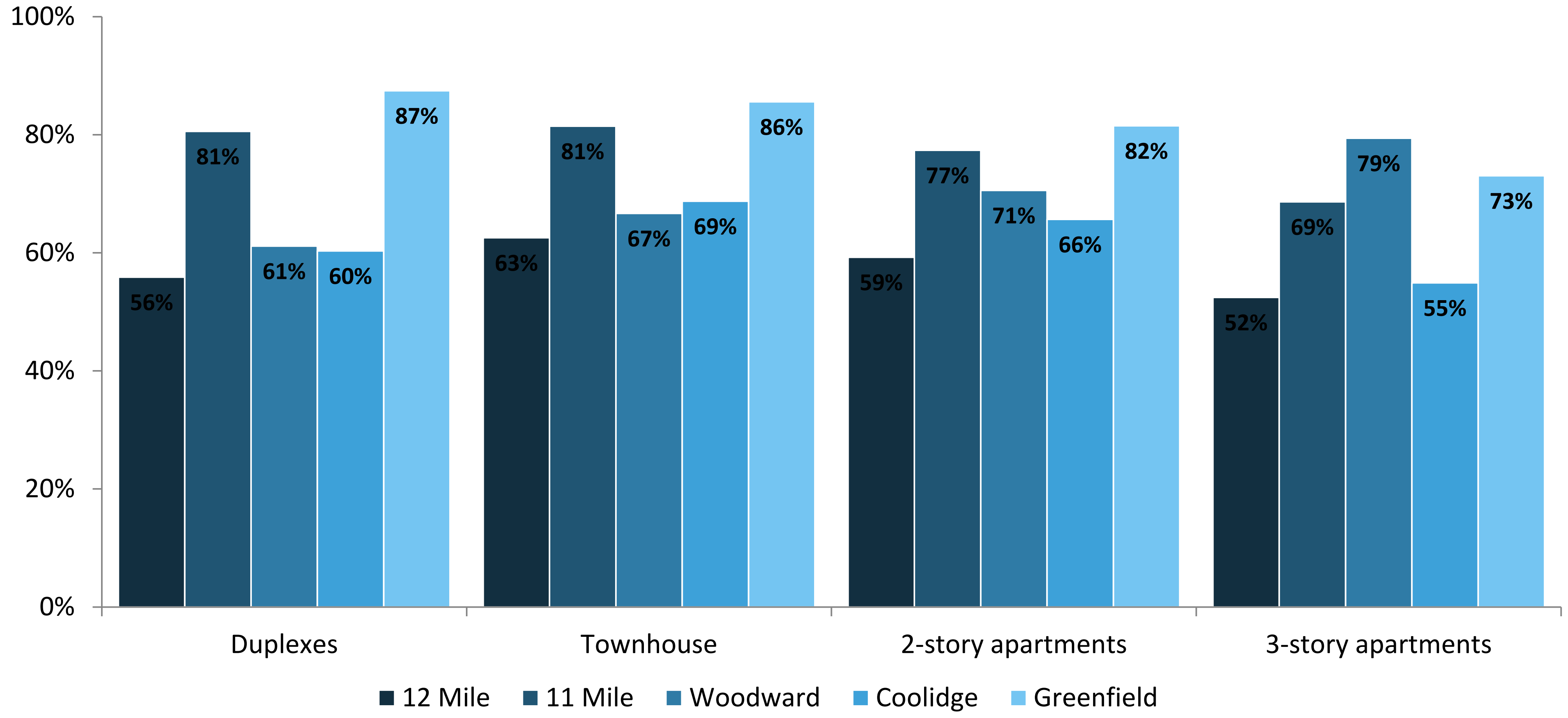
What type of housing would you support on commercial corridors?: Townhouses



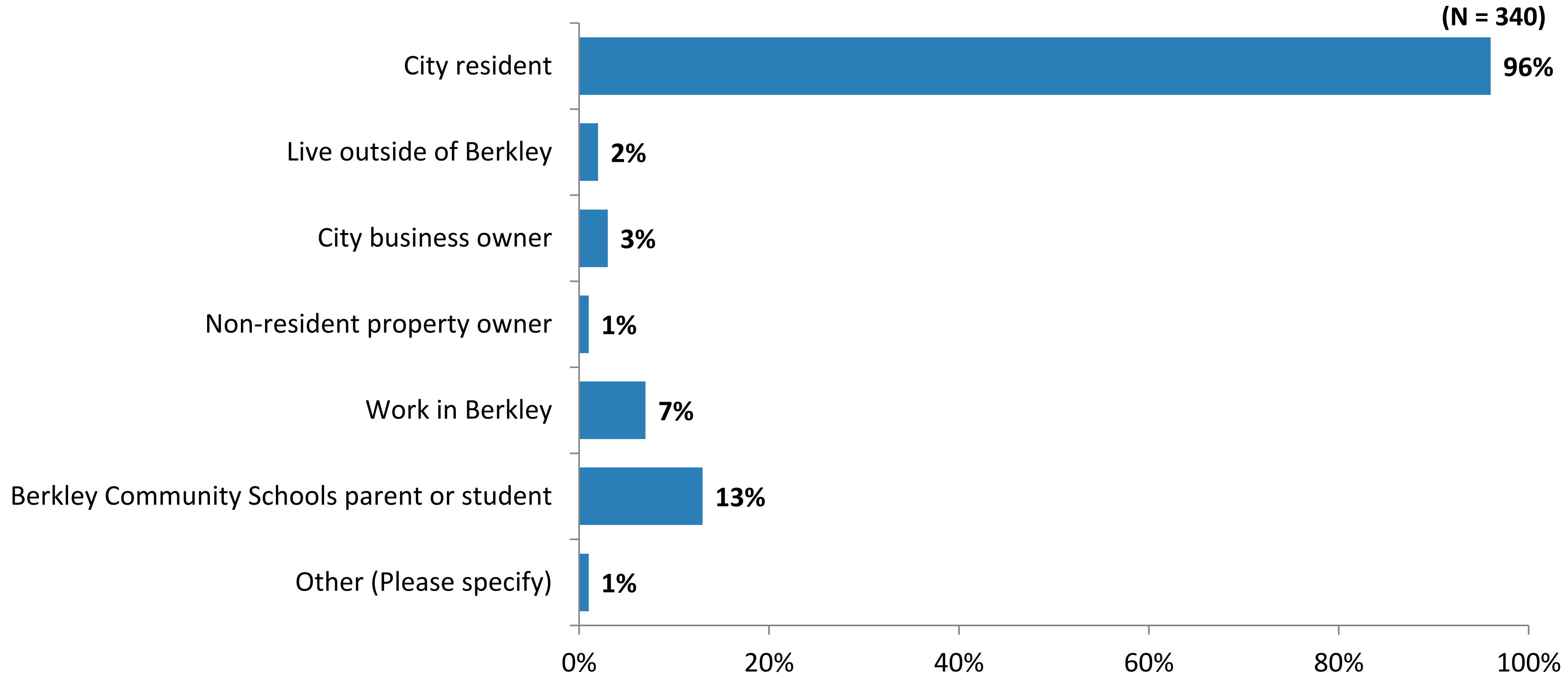
What type of housing would you support on commercial corridors?: Duplexes



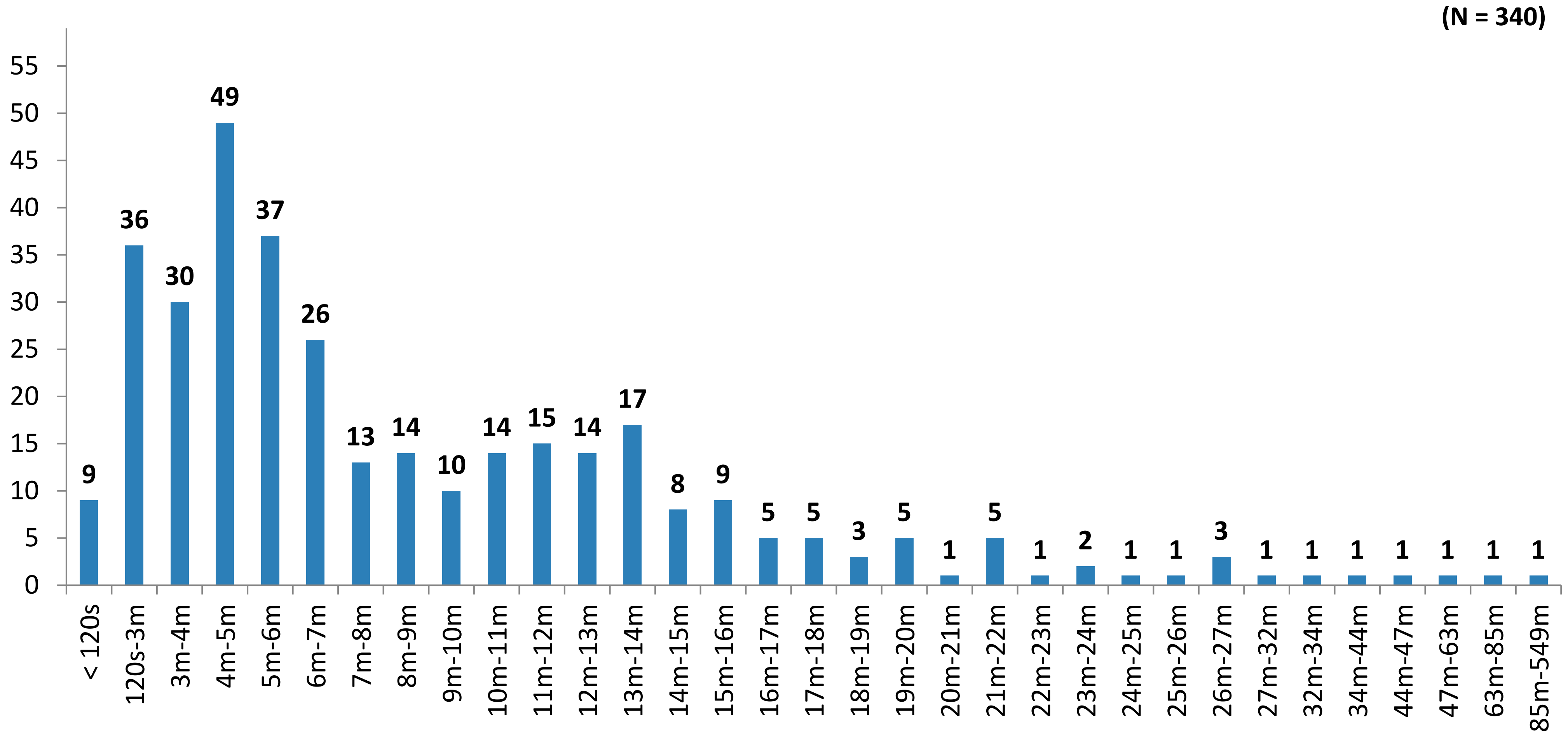
Please select where you would support housing types? (check all that apply)



What is your relationship to Berkley? (check all that apply)



Time to complete the survey

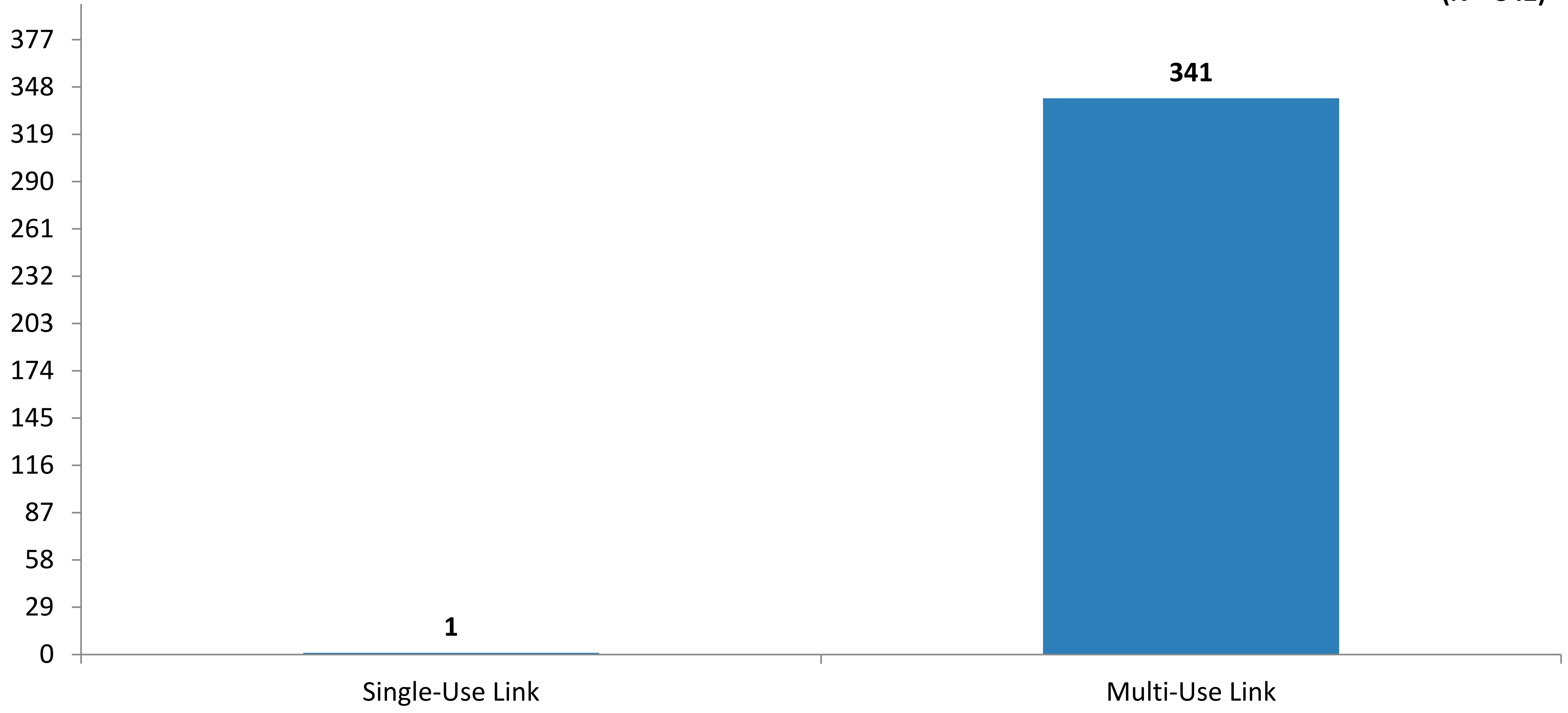


Time to complete the survey (Continued)

Field	Min	Max	Mean	Standard Deviation	Responses	Sum
Duration (in seconds)	81.00	32898.00	636.66	1818.94	340	216465.00

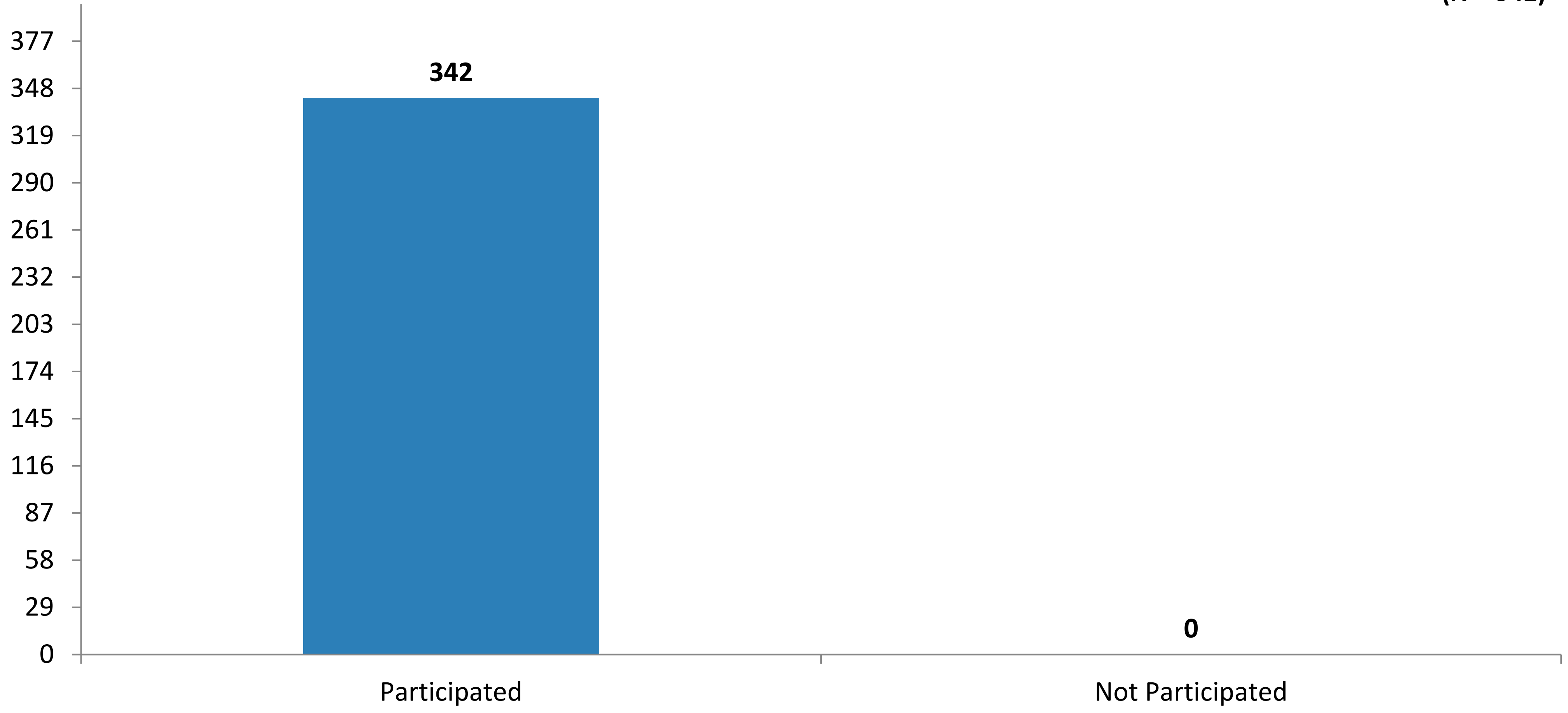
Channel by which participant accessed the survey

(N = 342)



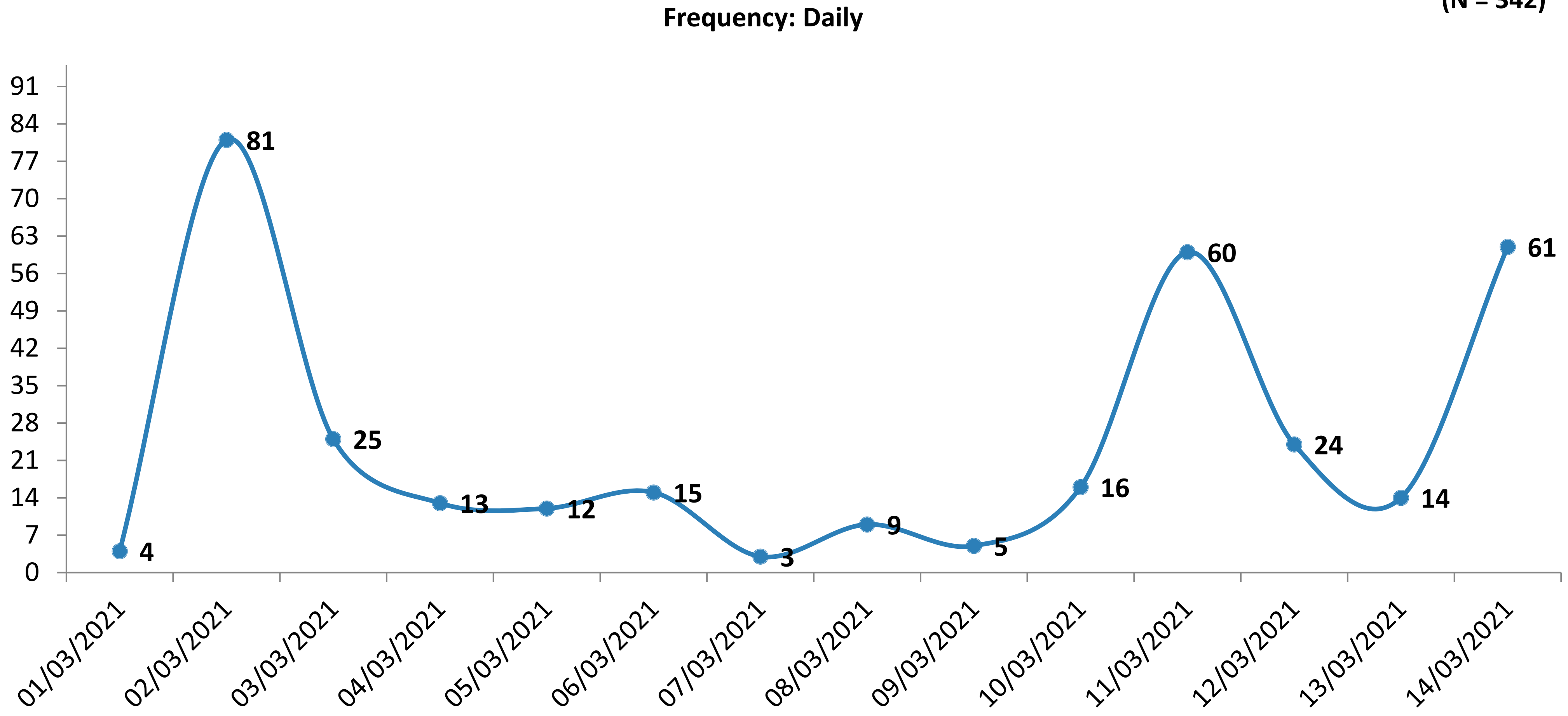
Response rate for the survey

(N = 342)



Participation trend over time

(N = 342)



CITY OF BERKLEY, MICHIGAN

2019 COMMUNITY 360 METRICS REPORT

Compiled October 2019

Carlisle | Wortman ASSOCIATES, INC.

Cobalt Community Research

THANK YOU!

The authors of this report are grateful for the support of Carlisle/Wortman Associates, Inc.

CONTINUING SERVICES
Carlisle/Wortman directs the planning department for more than 63 communities. We keep office hours, attend planning commission and zoning board meetings, prepare agendas and minutes, review site plans and serve as a resource to city councils, township boards and other municipal departments. When communities need additional work, we draw on our staff to execute the project.

ZONING
Few issues can get a community into trouble quicker than zoning disputes. As zoning administrators, we accept applications and review appeals impartially. We write clear, manageable ordinances drawing on industry best practices and our 28 years of experience in Michigan.

MASTER PLANS
Master plans must assemble existing conditions, demographic and market trends, the forces of nature and the desires of your citizens in a written plan that also inspires. Carlisle/Wortman Associates has won awards for its innovative approach to master plans. We use traditional, digital and social media to make sure plans reflect the wishes of people of all ages.

ONSITE STAFFING
Step up to the counter in some of our communities and the staffer who helps you is a Carlisle/Wortman employee. Local administrators set the specifications and we match them with our customer-friendly protocols to provide excellent service. Managers can estimate annual and long-term budgets with confidence.

RECREATION AND PARKS PLANS
Residents consistently list parks and recreation as one of the most important services a community provides. People hunger for a diverse array of features. Our recreation specialists stay on top of the latest innovations in their field, thoughtfully researching local demand to match the amenities with the community profile. Our plans help our clients qualify for grants from the Michigan Natural Resources Trust Fund. We can help manage those grants.

DOWNTOWN DEVELOPMENT
Our history parallels that of tax increment financing and downtown development authorities in Michigan. Over the years we've prepared downtown development plans and business plans, designed street- and landscapes, forecast economic conditions and managed DDAs.

ENVIRONMENTAL
We put our hearts and souls into conserving and enhancing Michigan's natural beauty. We help communities reduce storm water runoff, preserve open spaces, protect watersheds and promote natural energy sources.

SPECIAL STUDIES
Our staff professionals have studied and planned for any kind of challenge you can imagine. We've done corridor plans, market analyses, capital improvement plans, non-motorized plans, downtown and TIF plans. When we need related services, like engineering, testing or data crunching, we partner with the top firms in Michigan.

TABLE OF CONTENTS

The purpose of this report is to give decision makers reliable, consistent metrics that support strategic decisions

INTRODUCTION

The City of Berkley is experiencing a period of demographic and economic change.

The purpose of this report is to provide consistent, reliable data to help community leaders understand where they are today, identify baselines they can use to measure progress on key metrics, and monitor how these metrics change over time.

This report is designed to be a working document to help drive action. Feel free to circle metrics that catch attention. Jot notes in the margin. Brainstorm ways to influence your key metrics in the future.

Some of the data on new residents, resident location, and business information are set up in interactive portals. To access these portals, download Tableau Reader. The reader will help staff access, filter, plot data on a map, and understand the community more deeply. The links to the portals, Tableau Reader, and other reference material can be found at: **www.CobaltCommunityResearch.org/Berkley.**

Because data come from multiple sources where data are not complete and are often based on samples, total percentages do not always equal 100. In addition, data that come from two different sources (U.S. Census vs various market data companies) also may reflect minor differences because source data, time frame, and methodology can differ.

Please let us know where we can make this report more clear and also if you wish to explore our other non-profit programs for benchmarking, engagement, or research; we are here for you. For more information on how Cobalt can help you adapt and thrive, visit the Cobalt website or reach out to us by email.

Cobalt Community Research is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably understand and engage communities through high-quality metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups. Cobalt combines big data with local insights to help organizations thrive as changes emerge in the economic, demographic and social landscape. Explore how we can help by calling 877.888.0209, or by emailing Information@CobaltCommunityResearch.org.

The data to build this report came from a variety of public and proprietary sources. Examples include the U.S. Census, Department of Labor, Experian®, WalkScore®, and many more. We list sources at the bottom of each section of metrics.

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

OVERVIEW

The chart below provides baseline community metrics compared to the United States overall. These metrics can serve as a proxy for how attractive a community is. This can help retain existing residents and businesses as well as attract potential future residents and businesses. While the amount of weight each metric carries should vary by community characteristics and community strategic priorities, this provides a high-level overview of what many individuals look for when choosing a community in which to live, work and play.

Quality of Life

Year	Metric Name	Metric	National
2019	Berkley schools (higher is better)	6.4	Highest score is 10
2019	School expenditures per pupil ($) - Total (public and private)	$11,224	$12,383
2019	Pupil / teacher ratio	17.5	16.8
2019	Cost of Living (above 100 is above national average)	102	100
2019	Violent Crime Index (lower is better)	12	23
2019	Property Crime Index (lower is better)	15	35
2019	Sperling Climate Comfort Index (higher is better)	6.9	7.0
2019	Air Quality (higher is better)	63	58
2019	Watershed Quality (higher is better)	27	55
2019	Physicians per 100k	454	210
2019	Interest Factor: Recreational Establishments per 1000 (recreation, restaurants, bars, motion picture, cultural attractions, educational services) (higher is better)	3.7	4.0
2019	Listed Trails (Alltrails.com)	0	Higher is better

PART 1:

DEMOGRAPHICS

ONLINE RESIDENT PORTAL:

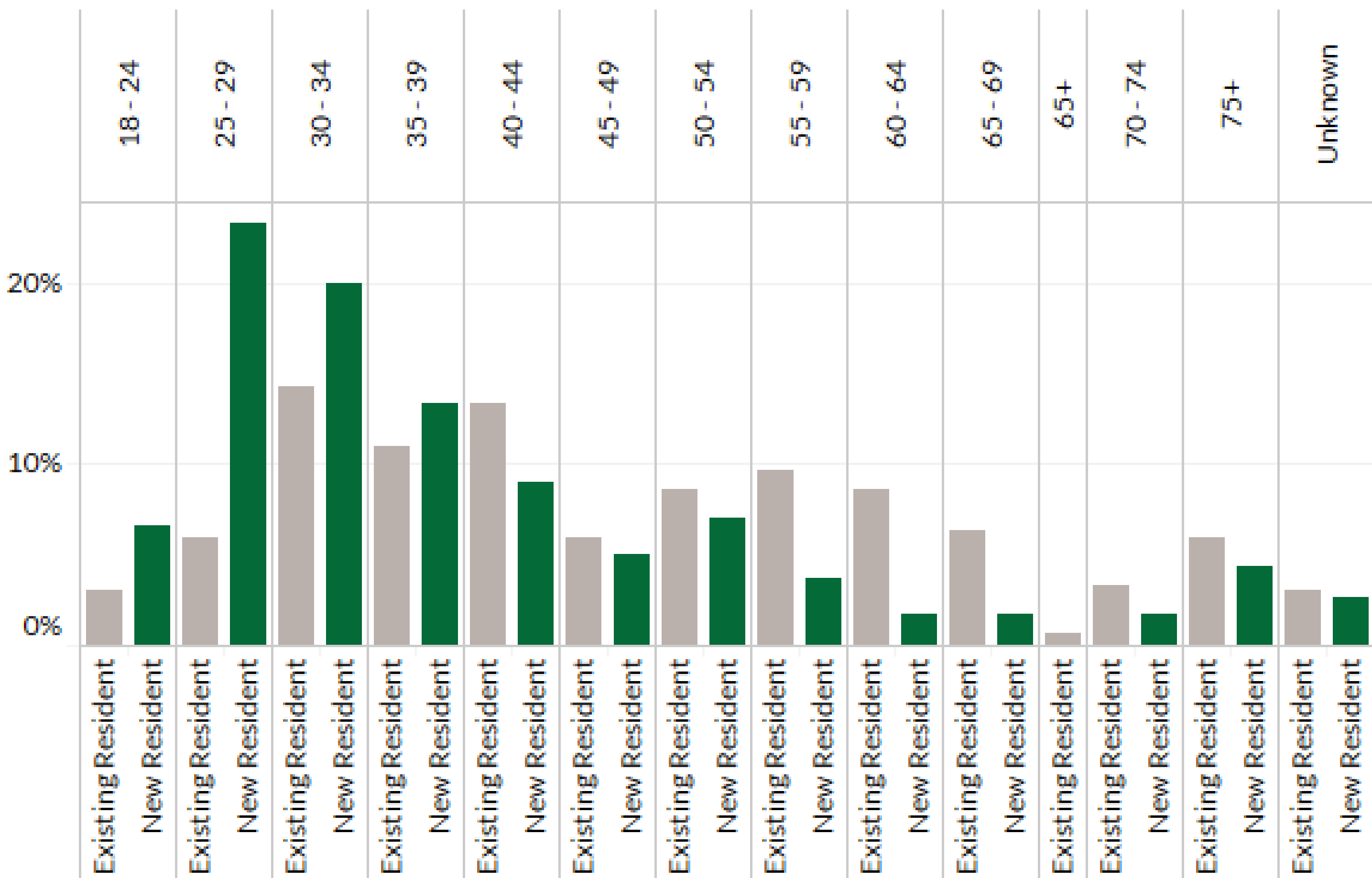
Communities can explore how new residents (fewer than 3 years) differ from longer-term residents (3 or more years), map out resident distribution by age, income, and length of residency, and better understand market segmentation changes in their community using the Resident Data Portal.

The portal may be accessed at the site listed in the Introduction Section of this report.

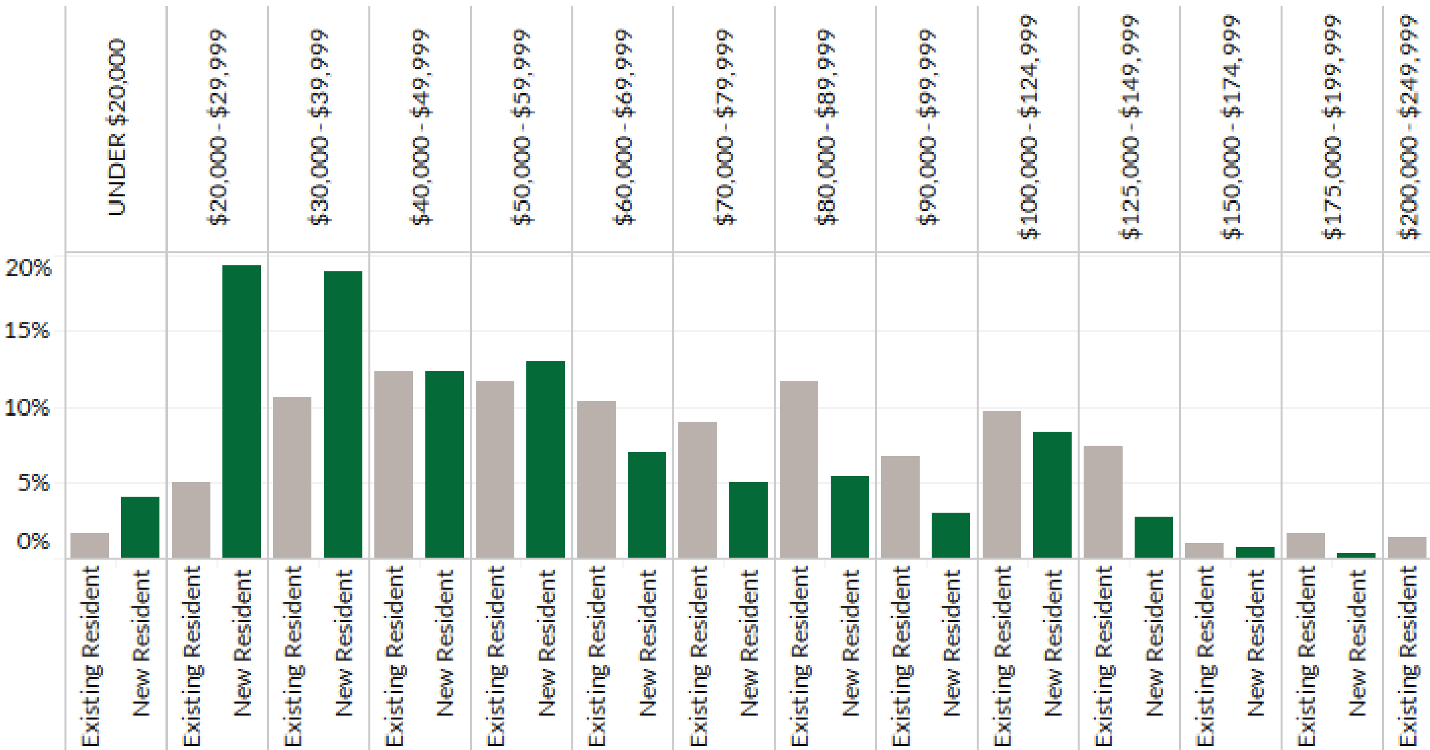
The data are based on a representative, random sample of residents with fewer than 3 years of residency and 3 or more years of residency (300 of each). Percentages do not always total to 100 because all data are not always available for all residents in the sample.

The graph below shows the difference in age between new residents and longer-term residents.

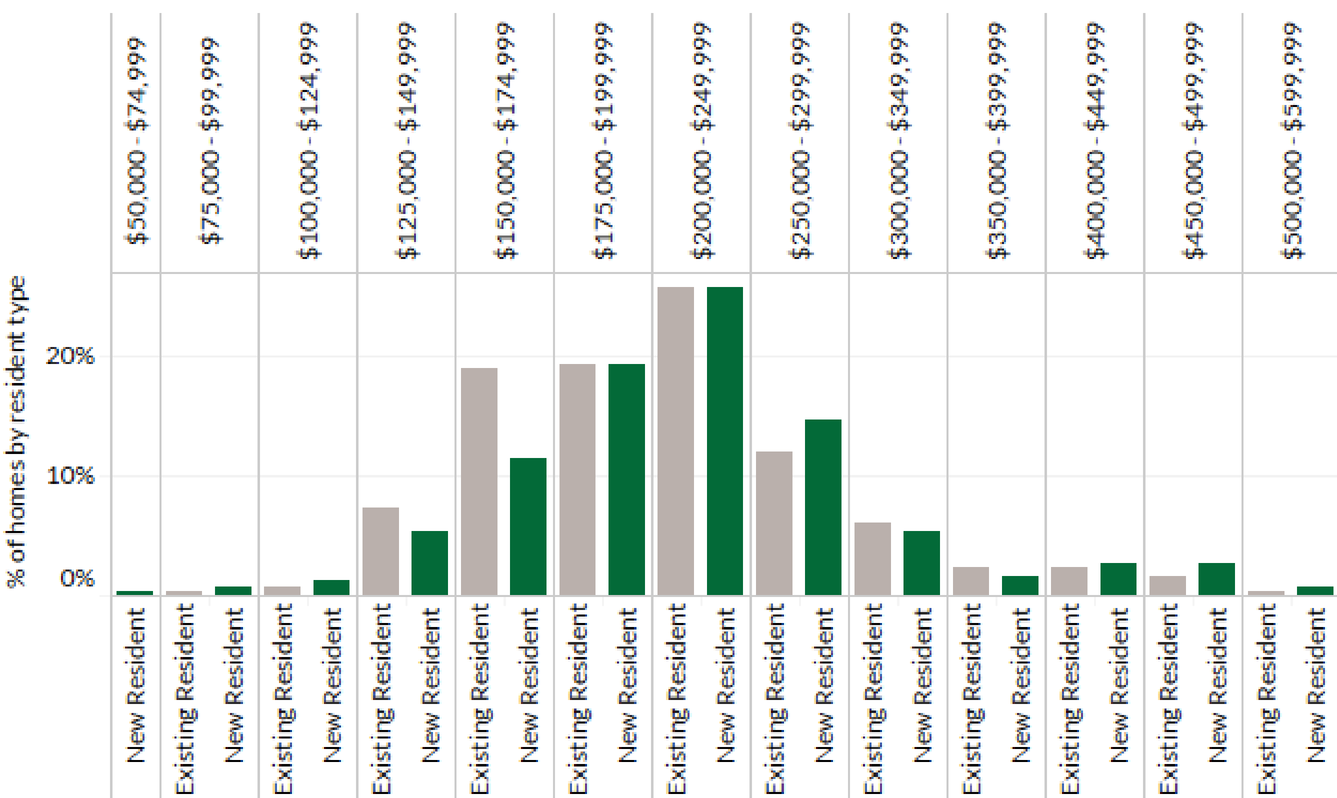
New Resident Change by Age



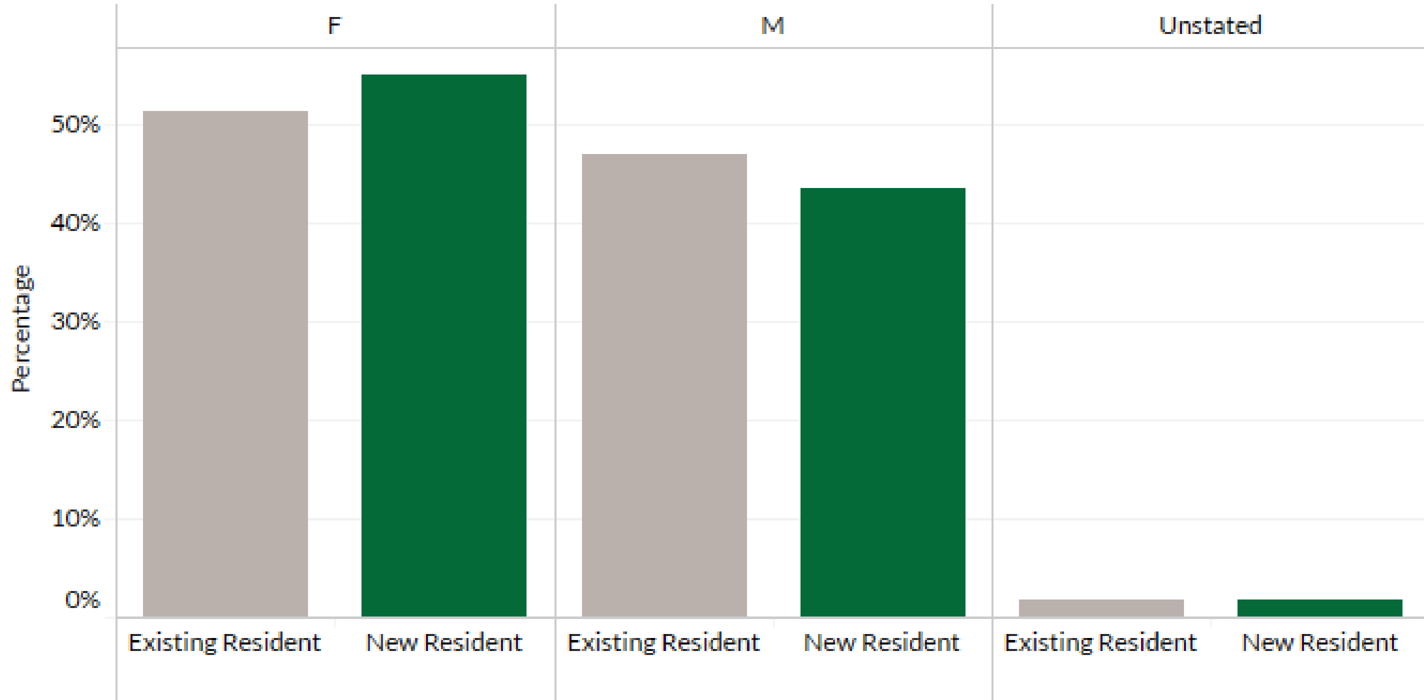
New Resident Change by Income



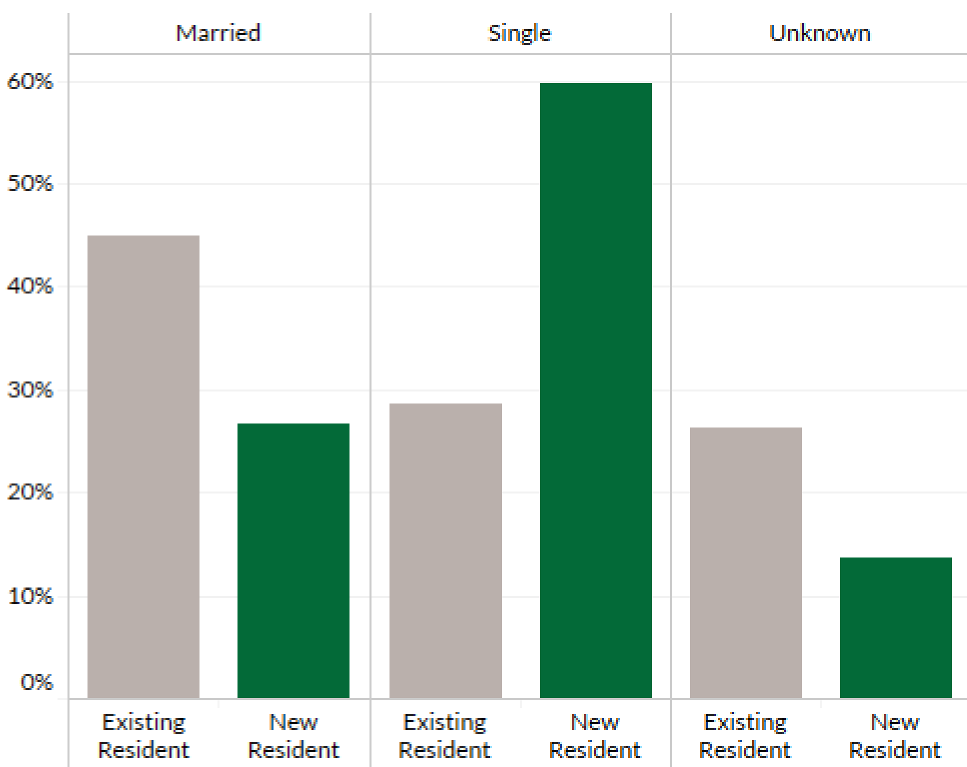
New Resident Change by Home Value



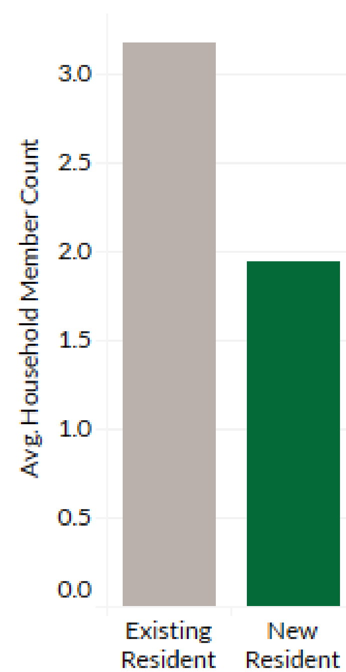
New Resident Change by Gender



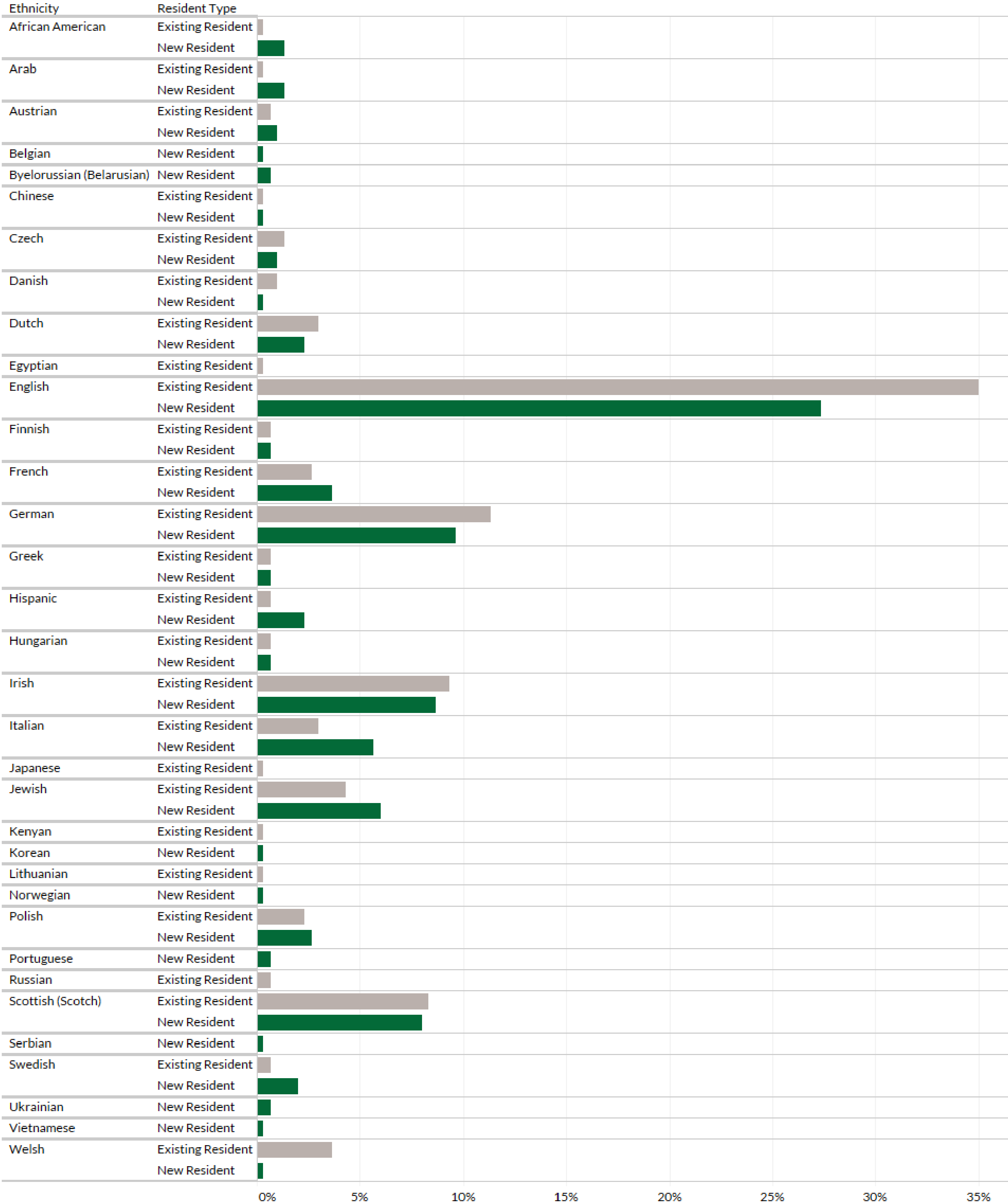
New Resident Change by Marital Status



New Resident Change by Count of People in Home



New Resident Change by Ethnicity



POPULATION MARKET SEGMENTATION

The Mosaic® segmentation tool is a standardized, household-based consumer lifestyle segmentation system that offers insights to anticipate the behavior, attitudes and preferences of residents to build programs, services, and messages to reach them in the most effective communication methodologies. Mosaic is provided by Experian Marketing Services. For segment details and all segments in your population of new and existing residents, visit the portal site listed in the Introduction Section of this report. More detail on segments or geographies are available.

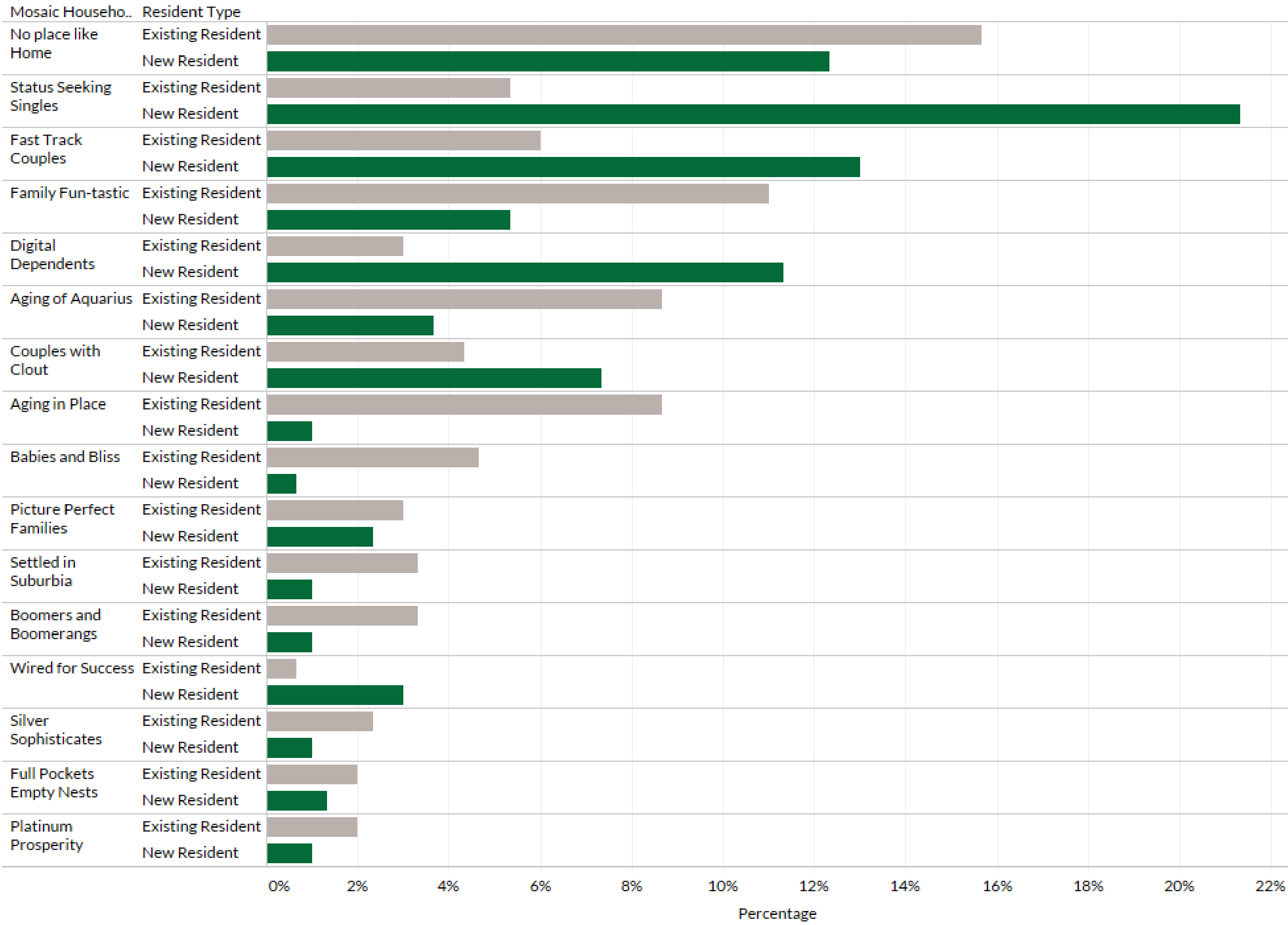
Top three new segments summary:

Status Seeking Singles: Consist of younger, middle-class singles preoccupied with balancing work and leisure lifestyles. Most are in their 30s, unattached and mostly childless. They like the fact that they own well-decorated smaller homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college educated and have good, white-collar jobs. Status Seeking Singles like to get out and be seen. This is the audience for that indie, or foreign film. They take pride in their appearance and devote many hours each week to working out at their private health club. The hippest carry rolled-up rubber mats to work, prepped to duck out at lunch for a yoga class. They spend selectively on goods that reflect their sophisticated status. They're big fans of shopping. They're willing to pay the mark up for designer fashion and insist on carrying the latest iPhone and smart technology when they're out and about. This group tends to be progressive in values and global in outlook. Politically, Status Seeking Singles voters are hardcore liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party. They're often online consuming their news content or reading their online subscription. On their daily commutes to work, they'll listen to news talk radio stations and rock music. Often, their work life and personal life blur when they're online. Their preference for engaging with brands and their offers is while watching or streaming TV, listening to their favorite radio apps or while browsing the web on their phones. They are also email receptive.

Fast Track Couples: Although ninety percent are under the age of 35, most are married, work at good jobs and own their homes. Two thirds have kids. Most have at least some college education, which has helped them obtain decent-paying jobs in sales, white-collar professions and technology. With most households paying off mortgages on their first homes, it's common for both partners to work. These young couples live comfortably in homes valued close to the national average, though they have yet to sink deep roots: most have lived at the same address for fewer than three years. They enjoy athletic activities and it's hard to find a sport— basketball, soccer, football—that they don't play. They also keep fit at local gyms by jogging, biking and doing aerobics. They enjoy many night life activities, including going to bars, comedy clubs and rock concerts. On weekends, the childless couples may go to a college or pro sports event after a tailgate party; the young families head for zoos and aquariums. Everyone seems to meet afterwards for a meal at a casual restaurant. Status-conscious consumers, they love electronics and fill their living rooms with the latest equipment, like gaming systems and large-screen TVs. In their driveways are expensive cars, including premium SUVs and CUVs. They like to get the latest designer fashions. However, they can be smart with their money; they shop sales, clip coupons and compare prices online before making a purchase. They prefer learning about brands from Internet radio apps like Pandora and Spotify. They are receptive to advertisements delivered through addressable TV, mobile display and online video ads. For many, the Internet is the first place they go for information, shopping and, increasingly, entertainment. They download music, watch TV, book airline tickets and hunt for new jobs and cars online. They visit most social networking sites. They have less interest in recycling, protecting the environment and supporting equal rights. Most are not involved in politics nor their new communities, and few volunteer for groups other than the PTA or their church organization. Many are simply too busy with work and early childrearing.

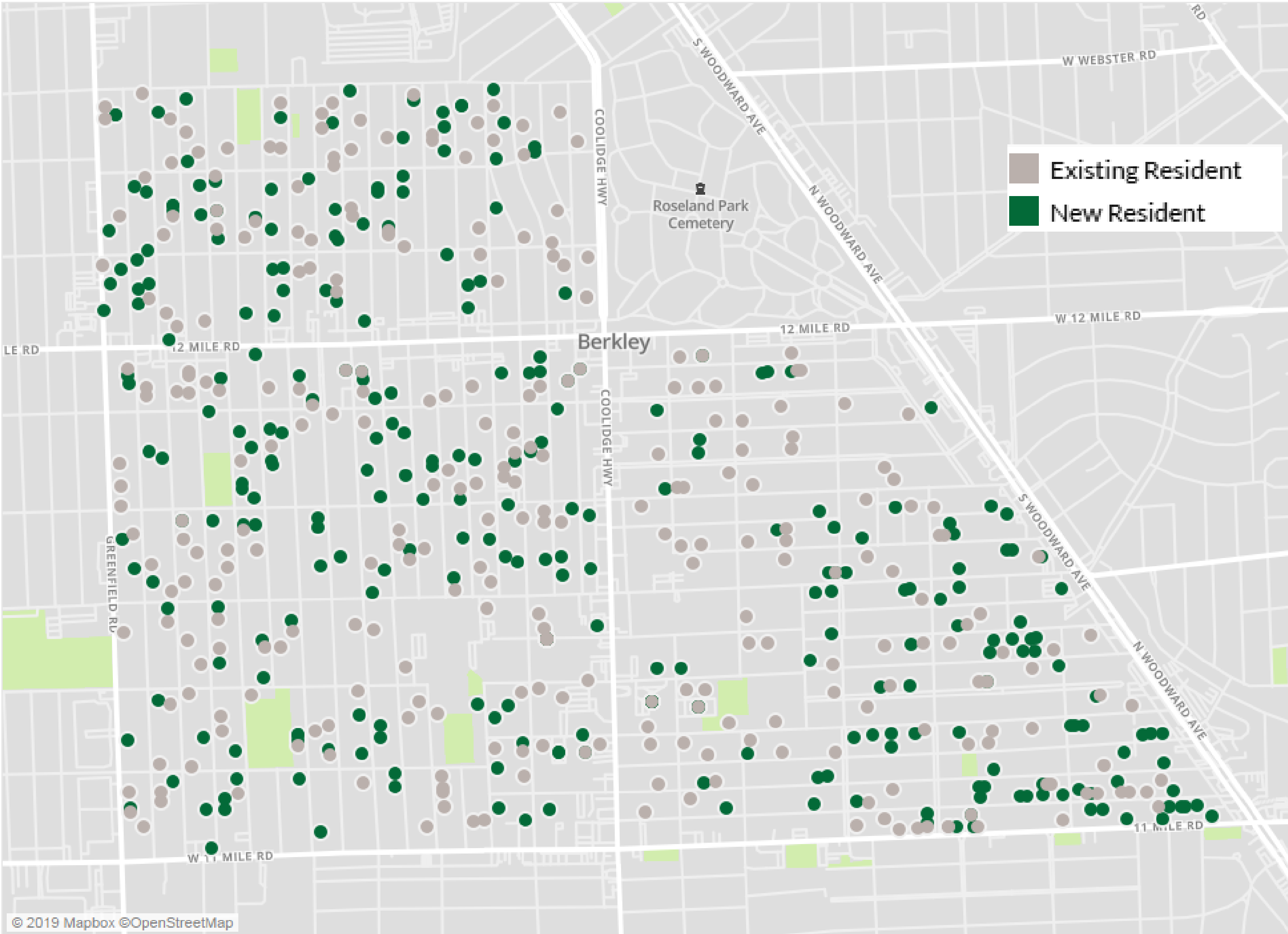
No Place Like Home: Many households contain 50-something adults and their 20-something children or aging parents sharing the family home. Segment members are typically educated, and the households contain multiple workers earning good salaries in a mix of white-collar, sales jobs and blue collar jobs as well. No Place Like Home tend to lead laidback lifestyles. The baby boomer adults are content with sedentary pursuits like collecting antiques and catching concerts, movies and theatre performances. Their preferred exercise includes jogging and yoga. Meanwhile, their outgoing and active adult kids prefer to hit the night spots, take trips and ride motorcycles. They're TV fans—especially do-it-yourself programs—and they like reading newspapers and magazines that cover cars, sports and women's topics. Average adopters when it comes to apparel and electronics, these traditionalists aren't influenced by media depictions of brands and they rely heavily on coupons. They're okay with buying used cars and trucks to get around—as long as the vehicles are made in America. The boomer majority in No Place Like Home have a matter-of-fact approach to life. They work hard, volunteer with community organizations and when it comes to charitable giving, they like to spread the wealth around, donating money to a wide range of causes, especially education and health programs, political organizations and the arts. They tend to resonate with brands that use messages and images that portray values core to the American dream—honesty, loyalty and pride.

Mosaic Segments



Location of New Residents

This map can be dynamically filtered online by age, residency and income.



DEMOGRAPHIC PROJECTIONS:

These charts provide insights into population shifts that are occurring in the community. Understanding these changes will help the community better identify and understand the emerging needs of residents and businesses.

Demographic Summary

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	Total Population	15,531	14,970	15,526	15,662	-4%	1%
2019	Population Density (Pop/Sq Mi)	5,928	5,736	5,926	5,978	-3%	1%
2019	Total Households	6,678	6,594	6,826	6,911	-1%	1%
2019	Male	7,460	7,167	7,569	7,678	-4%	1%
2019	Female	8,071	7,803	7,957	7,984	-3%	0%
POPULATION BY RACE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	White	14,875	13,960	14,398	14,419	-6%	0%
2019	Black	109	453	479	506	316%	6%
2019	American Indian or Alaska Native	27	39	40	40	44%	0%
2019	Asian/Native Hawaiian/Other Pacific Islander	138	209	276	310	51%	12%
2019	Some Other Race	149	40	42	43	-73%	2%
2019	Two or More Races	233	269	291	344	15%	18%
2019	Hispanic	200	275	306	333	38%	9%
2019	Not Hispanic or Latino	15,331	14,695	15,220	15,329	-4%	1%
POPULATION BY AGE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	0 to 4	1,031	988	1,082	1,078	-4%	0%
2019	5 to 14	1,933	1,680	1,688	1,787	-13%	6%
2019	15 to 19	860	781	782	753	-9%	-4%
2019	20 to 24	691	661	703	672	-4%	-4%
2019	25 to 34	3,125	2,705	2,682	2,424	-13%	-10%
2019	35 to 44	2,847	2,363	2,575	2,781	-17%	8%
2019	45 to 54	2,045	2,290	2,025	1,927	12%	-5%
2019	55 to 64	939	1,807	2,033	1,931	92%	-5%
2019	65 to 74	992	776	1,047	1,291	-22%	23%
2019	75 to 84	863	590	569	682	-32%	20%
2019	85+	205	329	340	336	60%	-1%
2019	Median Age	35	38	38	39	6%	2%

Demographic Summary cont'd

HOUSEHOLDS BY INCOME							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	$0 - $15,000	526	504	383	332	-4%	-13%
2019	$15,000 - $24,999	575	552	453	396	-4%	-13%
2019	$25,000 - $34,999	590	461	327	308	-22%	-6%
2019	$35,000 - $49,999	1,094	850	686	614	-22%	-10%
2019	$50,000 - $74,999	1,707	1,660	1,467	1,261	-3%	-14%
2019	$75,000 - $99,999	1,181	1,084	1,267	1,228	-8%	-3%
2019	$100,000 - $149,999	845	992	1,364	1,680	17%	23%
2019	$150,000 +	147	491	879	1,092	234%	24%
2019	Average Hhld Income	63,925	76,043	95,033	105,966	19%	12%
2019	Median Hhld Income	57,840	62,996	76,712	85,765	9%	12%
2019	Per Capita Income	27,486	33,514	41,801	46,778	22%	12%
2019	Aggregate Community Income	426,891,150	501,427,542	648,695,258	732,331,026	17%	11%

EMPLOYMENT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	Total Population 16+	12,379	12,124	12,588	12,635	-2%	4%
2019	Total Labor Force	9,065	8,510	8,246	8,254	-6%	0%
2019	Civilian, Employed	8,853	7,813	8,032	8,029	-12%	0%
2019	Civilian, Unemployed	206	661	177	188	221%	6%
2019	In Armed Forces	6	36	37	37	500%	0%
2019	Not In Labor Force	3,314	3,614	4,342	4,381	9%	1%
2019	% Blue Collar	2,149	1,951	1,889	1,881	-9%	0%
2019	% White Collar	6,718	5,862	6,143	6,148	-13%	0%

HOUSING UNITS							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	Total Housing Units	6,833	6,933	7,049	7,142	1%	1%
2019	Total Occupied Housing Units	n/a	6,594	6,826	6,911	n/a	1%
2019	Owner Occupied:Owned with a mortgage or loan	n/a	4,296	4,099	4,118	n/a	0%
2019	Owner Occupied:Owned free and clear	n/a	1,067	1,305	1,343	n/a	3%
2019	Renter Occupied	n/a	1,231	1,422	1,450	n/a	2%
2019	Vacant	155	339	223	231	119%	4%

Demographic Summary cont'd

VEHICLES							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	0 Vehicles Available	321	547	409	399	70%	-2%
2019	1 Vehicle Available	2,448	2,203	2,316	2,345	-10%	1%
2019	2+ Vehicles Available	3,909	3,844	4,101	4,167	-2%	2%
2019	Average Vehicles Per Household	2	2	2	2	8%	0%
MARITAL STATUS							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	Married, Spouse Present	6,620	6,248	6,160	6,202	-6%	1%
2019	Married, Spouse Absent	233	194	229	233	-17%	2%
2019	Divorced	1,305	1,507	1,533	1,531	15%	0%
2019	Widowed	911	809	805	795	-11%	-1%
2019	Never Married	3,505	3,544	4,029	4,036	1%	0%
2019	Age 15+ Population	12,567	12,302	12,756	12,797	-2%	0%
EDUCATIONAL ATAINMENT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	Grade K - 8	166	87	102	103	-48%	1%
2019	Grade 9 - 11	767	286	275	275	-63%	0%
2019	High School Graduate	2,752	2,032	1,917	1,915	-26%	0%
2019	Some College, No Degree	2,589	2,796	2,589	2,584	8%	0%
2019	Associates Degree	750	993	978	982	32%	0%
2019	Bachelor's Degree	2,705	2,945	3,369	3,424	9%	2%
2019	Graduate Degree	1,217	1,686	2,012	2,060	39%	2%
2019	No Schooling Completed	66	35	29	29	-47%	0%
2019	Age 25+ Population	11,012	10,860	11,271	11,372	-1%	1%

INCOME PROJECTIONS

Current income data and projections are helpful to businesses determining market potential, for program development, and for future revenue projections.

Income by Age

Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	Total Households	6,594	100%	6,826	100%	6,911	100%	3.5%	1.2%
2019	Age 15 - 24	97	1%	100	1%	96	1%	3%	-4%
2019	Age 25 - 34	1,343	20%	1,257	18%	1,128	16%	-6%	-10%
2019	Age 35 - 44	1,384	21%	1,497	22%	1,611	23%	8%	8%
2019	Age 45 - 54	1,355	21%	1,178	17%	1,116	16%	-13%	-5%
2019	Age 55 - 64	1,154	18%	1,312	19%	1,234	18%	14%	-6%
2019	Age 65 - 74	527	8%	752	11%	922	13%	43%	23%
2019	Age 75 +	734	11%	730	11%	804	12%	-1%	10%
2019	Median Age of Head of Household	48		50		50			
HEAD OF HOUSEHOLD UNDER AGE 25									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	20	21%	14	14%	16	17%	-30%	14%
2019	$ 20,000 - $39,999	13	13%	21	21%	20	21%	62%	-5%
2019	$ 40,000 - $59,999	32	33%	35	35%	22	23%	9%	-37%
2019	$ 60,000 - $74,999	11	11%	6	6%	8	8%	-45%	33%
2019	$ 75,000 - $99,999	12	12%	10	10%	11	11%	-17%	10%
2019	$100,000 - $124,999	3	3%	5	5%	5	5%	67%	0%
2019	$125,000 - $149,999	5	5%	7	7%	9	9%	40%	29%
2019	$150,000 +	1	1%	2	2%	5	5%	1	150%

Income by Age cont'd

HEAD OF H OUSEHOLD AGE 25-34									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	45	3%	31	2%	19	2%	-31%	-39%
2019	$ 20,000 - $39,999	95	7%	65	5%	42	4%	-32%	-35%
2019	$ 40,000 - $59,999	380	28%	217	17%	155	14%	-43%	-29%
2019	$ 60,000 - $74,999	224	17%	167	13%	115	10%	-25%	-31%
2019	$ 75,000 - $99,999	221	16%	232	18%	183	16%	5%	-21%
2019	$100,000 - $124,999	190	14%	217	17%	230	20%	14%	6%
2019	$125,000 - $149,999	95	7%	144	11%	164	15%	52%	14%
2019	$150,000 +	93	7%	184	15%	220	20%	98%	20%

HEAD OF H OUSEHOLD AGE 35-44									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	148	11%	105	7%	86	5%	-29%	-18%
2019	$ 20,000 - $39,999	108	8%	71	5%	64	4%	-34%	-10%
2019	$ 40,000 - $59,999	207	15%	167	11%	150	9%	-19%	-10%
2019	$ 60,000 - $74,999	251	18%	233	16%	201	12%	-7%	-14%
2019	$ 75,000 - $99,999	279	20%	357	24%	388	24%	28%	9%
2019	$100,000 - $124,999	219	16%	278	19%	355	22%	27%	28%
2019	$125,000 - $149,999	43	3%	67	4%	92	6%	56%	37%
2019	$150,000 +	129	9%	219	15%	275	17%	70%	26%

Income by Age cont'd

HEAD OF H OUSEHOLD AGE 45-54									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	56	4%	60	5%	50	4%	7%	-17%
2019	$ 20,000 - $39,999	223	16%	120	10%	101	9%	-46%	-16%
2019	$ 40,000 - $59,999	263	19%	183	16%	143	13%	-30%	-22%
2019	$ 60,000 - $74,999	234	17%	180	15%	158	14%	-23%	-12%
2019	$ 75,000 - $99,999	263	19%	236	20%	211	19%	-10%	-11%
2019	$100,000 - $124,999	168	12%	184	16%	207	19%	10%	13%
2019	$125,000 - $149,999	75	6%	116	10%	132	12%	55%	14%
2019	$150,000 +	73	5%	99	8%	114	10%	36%	15%
HEAD OF H OUSEHOLD AGE 55-64									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	119	10%	87	6%	66	5%	-27%	-24%
2019	$ 20,000 - $39,999	215	19%	182	14%	146	12%	-15%	-20%
2019	$ 40,000 - $59,999	167	15%	155	12%	132	11%	-7%	-15%
2019	$ 60,000 - $74,999	111	10%	154	12%	134	11%	39%	-13%
2019	$ 75,000 - $99,999	245	21%	307	23%	277	23%	25%	-10%
2019	$100,000 - $124,999	99	8%	111	8%	124	10%	12%	12%
2019	$125,000 - $149,999	52	4%	87	7%	99	8%	67%	14%
2019	$150,000 +	146	12%	229	17%	256	21%	57%	12%

Income by Age cont'd

HEAD OF H OUSEHOLD AGE 65-74									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	99	19%	111	15%	110	12%	12%	-1%
2019	$ 20,000 - $39,999	125	25%	129	18%	133	15%	3%	3%
2019	$ 40,000 - $59,999	153	29%	158	21%	171	18%	3%	8%
2019	$ 60,000 - $74,999	61	11%	108	14%	112	12%	77%	4%
2019	$ 75,000 - $99,999	35	7%	86	11%	113	12%	146%	31%
2019	$100,000 - $124,999	21	4%	55	8%	96	11%	162%	75%
2019	$125,000 - $149,999	4	1%	39	5%	79	9%	875%	103%
2019	$150,000 +	29	5%	66	8%	108	11%	128%	64%
HEAD OF H OUSEHOLD AGE 75+									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2019	$ 0 - $19,999	250	33%	190	25%	166	21%	-24%	-13%
2019	$ 20,000 - $39,999	233	32%	181	25%	194	24%	-22%	7%
2019	$ 40,000 - $59,999	144	20%	133	19%	140	18%	-8%	5%
2019	$ 60,000 - $74,999	40	5%	53	7%	57	7%	33%	8%
2019	$ 75,000 - $99,999	29	4%	39	5%	45	6%	34%	15%
2019	$100,000 - $124,999	15	2%	32	5%	49	6%	113%	53%
2019	$125,000 - $149,999	3	0%	22	3%	39	5%	633%	77%
2019	$150,000 +	20	3%	80	11%	114	14%	300%	43%

PART 2:

COMMERCE

BUSINESS OVERVIEW

The following pages provide a breakdown of the community's business make up by the Standard Industrial Classification (SIC), by the number of employees, and by the number of establishments. These data are helpful in understanding which industries are most impactful to the community's economy and where talent and business recruitment are thin.

Year	Metric Name	Metric	National
2019	Unemployment	4.1%	3.9%
2019	Recent job growth - past 12 months	0.3%	1.6%
2019	Future job growth - next 10 years	38.0%	33.5%

Year	Metric Name	Current Estimate
2019	Q2 2019 Employees	4,634
2019	Q2 2019 Establishments	536

EMPLOYEES AND ESTABLISHMENTS BY MAJOR SIC DIVISION

Year	SIC Division	Q2 2019 Employees	%	Q2 2019 Establishments	%
2019	**Forestry, and Fishing (01-09)**	**49**	**1.1%**	**10**	**1.9%**
2019	Agricultural Production - Crops (01)	0	0.0%	0	0.0%
2019	Agricultural Production - Livestock and Animal Specialties (02)	0	0.0%	0	0.0%
2019	Agricultural Services (07)	49	1.1%	10	1.9%
2019	Forestry (08)	0	0.0%	0	0.0%
2019	Fishing, Hunting and Trapping (09)	0	0.0%	0	0.0%
2019	**Mining (10-14)**	**15**	**0.3%**	**2**	**0.4%**
2019	Metal Mining (10)	0	0.0%	0	0.0%
2019	Coal Mining (12)	0	0.0%	0	0.0%
2019	Oil and Gas Extraction (13)	0	0.0%	0	0.0%
2019	Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	15	0.3%	2	0.4%
2019	**Construction (15-17)**	**141**	**3.0%**	**28**	**5.2%**
2019	Building Cnstrctn - General Contractors and Operative Builders (15)	68	1.5%	12	2.2%
2019	Heavy Cnstrctn, Except Building Construction - Contractors (16)	15	0.3%	1	0.2%
2019	Construction - Special Trade Contractors (17)	58	1.3%	15	2.8%

Business Summary cont'd

Year	SIC Division	Q2 2019 Employees	%	Q2 2019 Establishments	%
2019	**Manufacturing (20-39)**	**101**	**2.2%**	**17**	**3.2%**
2019	Food and Kindred Products (20)	7	0.2%	2	0.4%
2019	Tobacco Products (21)	0	0.0%	0	0.0%
2019	Textile Mill Products (22)	12	0.3%	1	0.2%
2019	Apparel, Finished Prdcts from Fabrics and Similar Materials (23)	0	0.0%	0	0.0%
2019	Lumber and Wood Products, Except Furniture (24)	12	0.3%	2	0.4%
2019	Furniture and Fixtures (25)	1	0.0%	1	0.2%
2019	Paper and Allied Products (26)	0	0.0%	0	0.0%
2019	Printing, Publishing and Allied Industries (27)	5	0.1%	3	0.6%
2019	Chemicals and Allied Products (28)	9	0.2%	2	0.4%
2019	Petroleum Refining and Related Industries (29)	0	0.0%	0	0.0%
2019	Rubber and Miscellaneous Plastic Products (30)	0	0.0%	0	0.0%
2019	Leather and Leather Products (31)	0	0.0%	0	0.0%
2019	Stone, Clay, Glass, and Concrete Products (32)	2	0.0%	1	0.2%
2019	Primary Metal Industries (33)	0	0.0%	0	0.0%
2019	Fabricated Metal Prdcts, Except Machinery & Transport Eqpmnt (34)	8	0.2%	1	0.2%
2019	Industrial and Commercial Machinery and Computer Equipment (35)	0	0.0%	0	0.0%
2019	Electronic, Elctrcl Eqpmnt & Cmpnts, Excpt Computer Eqpmnt (36)	5	0.1%	1	0.2%
2019	Transportation Equipment (37)	0	0.0%	0	0.0%
2019	Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watchs/Clocks (38)	0	0.0%	0	0.0%
2019	Miscellaneous Manufacturing Industries (39)	40	0.9%	3	0.6%
2019	**Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)**	**52**	**1.1%**	**12**	**2.2%**
2019	Railroad Transportation (40)	0	0.0%	0	0.0%
2019	Local, Suburban Transit & Interurbn Hgwy Passenger Transport (41)	10	0.2%	3	0.6%
2019	Motor Freight Transportation (42)	6	0.1%	2	0.4%
2019	United States Postal Service (43)	4	0.1%	1	0.2%
2019	Water Transportation (44)	0	0.0%	0	0.0%
2019	Transportation by Air (45)	0	0.0%	0	0.0%
2019	Pipelines, Except Natural Gas (46)	0	0.0%	0	0.0%
2019	Transportation Services (47)	4	0.1%	2	0.4%
2019	Communications (48)	5	0.1%	2	0.4%
2019	Electric, Gas and Sanitary Services (49)	23	0.5%	2	0.4%
2019	**Wholesale Trade (50-51)**	**102**	**2.2%**	**28**	**5.2%**
2019	Wholesale Trade - Durable Goods (50)	72	1.6%	18	3.4%
2019	Wholesale Trade - Nondurable Goods (51)	30	0.7%	10	1.9%
2019	**Retail Trade (52-59)**	**893**	**19.3%**	**123**	**22.9%**
2019	Building Matrials, Hrdwr, Garden Supply & Mobile Home Dealrs (52)	51	1.1%	4	0.8%
2019	General Merchandise Stores (53)	0	0.0%	0	0.0%
2019	Food Stores (54)	179	3.9%	17	3.2%
2019	Automotive Dealers and Gasoline Service Stations (55)	27	0.6%	8	1.5%
2019	Apparel and Accessory Stores (56)	30	0.7%	8	1.5%
2019	Home Furniture, Furnishings and Equipment Stores (57)	64	1.4%	11	2.1%
2019	Eating and Drinking Places (58)	369	8.0%	35	6.5%
2019	Miscellaneous Retail (59)	173	3.7%	40	7.5%

Business Summary cont'd

Year	SIC Division	Q2 2019 Employees	%	Q2 2019 Establishments	%
2019	**Finance, Insurance, & Real Estate (60-69)**	**104**	**2.2%**	**41**	**7.6%**
2019	Depository Institutions (60)	22	0.5%	4	0.8%
2019	Nondepository Credit Institutions (61)	4	0.1%	2	0.4%
2019	Security & Commodity Brokers, Dealers, Exchanges & Services (62)	6	0.1%	3	0.6%
2019	Insurance Carriers (63)	3	0.1%	1	0.2%
2019	Insurance Agents, Brokers and Service (64)	33	0.7%	15	2.8%
2019	Real Estate (65)	29	0.6%	11	2.1%
2019	Holding and Other Investment Offices (67)	7	0.2%	5	0.9%
2019	**Services (70-89)**	**2,973**	**64.2%**	**271**	**50.6%**
2019	Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	2	0.0%	1	0.2%
2019	Personal Services (72)	261	5.6%	38	7.1%
2019	Business Services (73)	363	7.8%	35	6.5%
2019	Automotive Repair, Services and Parking (75)	62	1.3%	14	2.6%
2019	Miscellaneous Repair Services (76)	90	1.9%	7	1.3%
2019	Motion Pictures (78)	13	0.3%	2	0.4%
2019	Amusement and Recreation Services (79)	109	2.4%	12	2.2%
2019	Health Services (80)	1,361	29.4%	75	14.0%
2019	Legal Services (81)	72	1.6%	21	3.9%
2019	Educational Services (82)	217	4.7%	7	1.3%
2019	Social Services (83)	52	1.1%	11	2.1%
2019	Museums, Art Galleries and Botanical and Zoological Gardens (84)	1	0.0%	1	0.2%
2019	Membership Organizations (86)	138	3.0%	26	4.9%
2019	Engineering, Accounting, Research, Management & Related Svcs (87)	229	4.9%	20	3.7%
2019	Services, Not Elsewhere Classified (89)	3	0.1%	1	0.2%
2019	**Public Administration (90-98)**	**204**	**4.4%**	**4**	**0.7%**
2019	Executive, Legislative & General Government, Except Finance (91)	145	3.1%	1	0.2%
2019	Justice, Public Order and Safety (92)	53	1.1%	2	0.4%
2019	Public Finance, Taxation and Monetary Policy (93)	0	0.0%	0	0.0%
2019	Administration of Human Resource Programs (94)	0	0.0%	0	0.0%
2019	Administration of Environmental Quality and Housing Programs (95)	6	0.1%	1	0.2%
2019	Administration of Economic Programs (96)	0	0.0%	0	0.0%
2019	National Security and International Affairs (97)	0	0.0%	0	0.0%
SUMMARY					
2019	Tech Businesses	848	18.3%	81	15.1%
2019	Health Businesses	1,361	29.4%	75	14.0%
2019	Cultural, Educational and Recreational Enterprises	709	15.3%	57	10.6%
2019	Economic Diversity (Shannon-Weaver Index, higher values are more diverse)	52.8%		65.7%	

Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

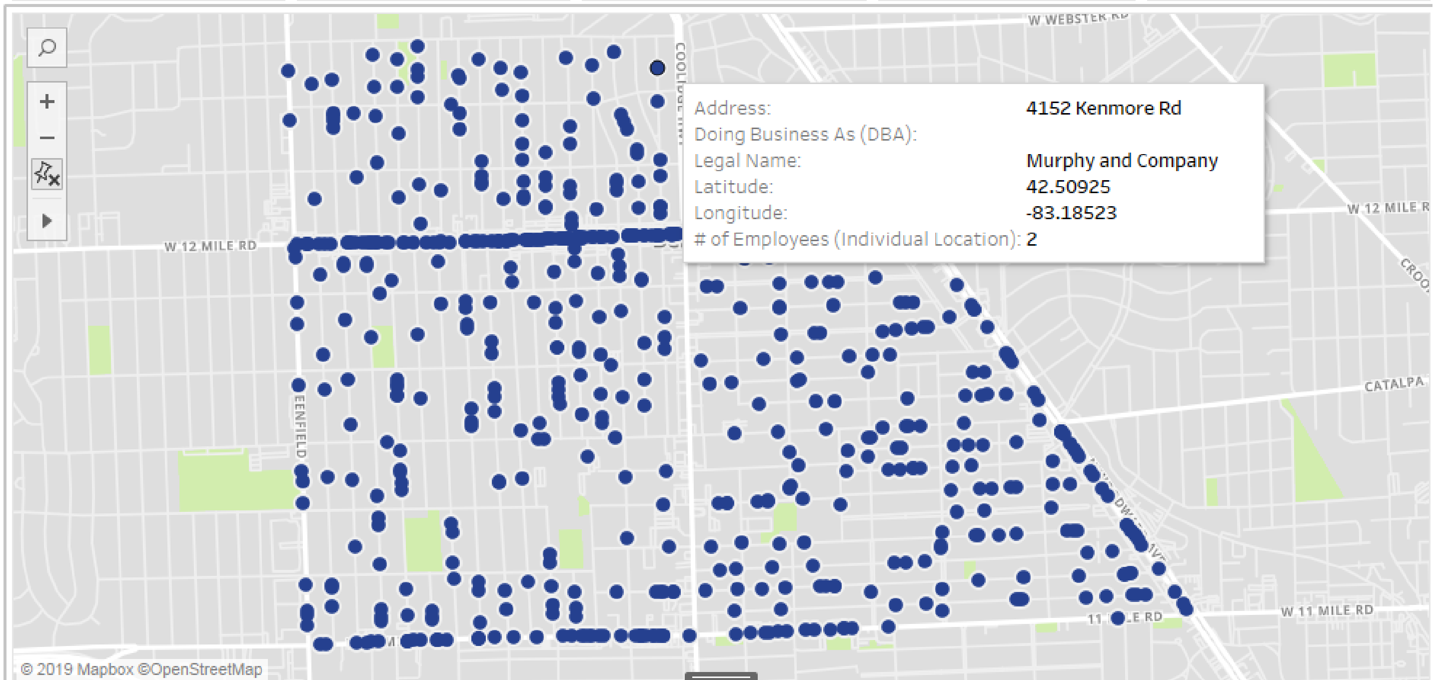
ONLINE BUSINESS PORTAL:

Communities can use the portal to filter by the age of the business, sales, number of employees, and SIC. This will dynamically map where businesses are located and provide more detail about each business.

The Business Data Portal may be accessed at the site listed in the Introduction Section of this report.

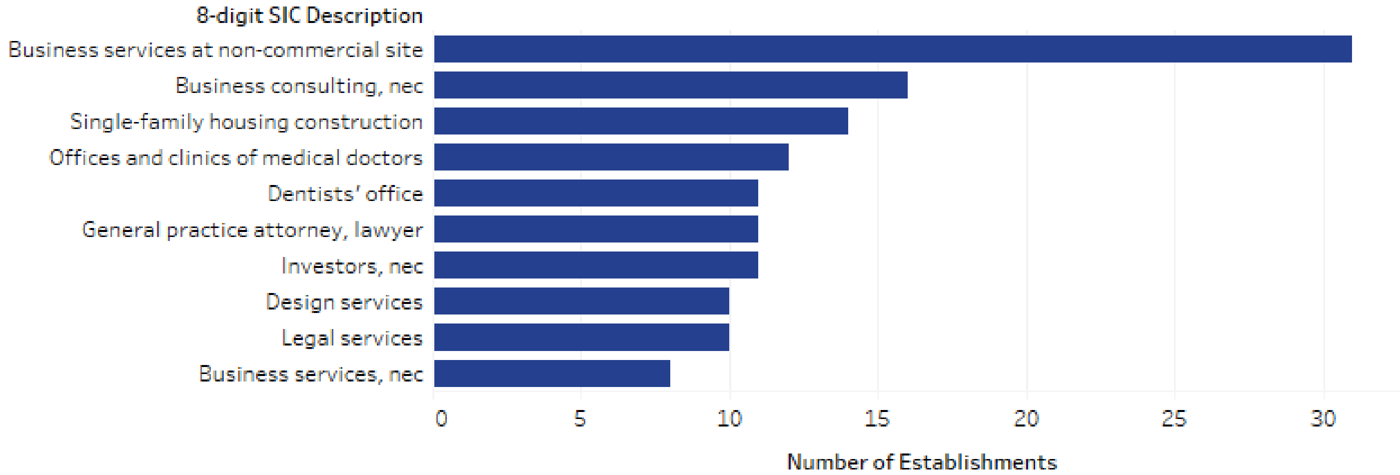
Note: These data are not 100% accurate as they are imperfectly reported and provided through state and federal sources. Some metrics such as years in business may have been modified because of classification updates or other reasons, and contact and sales data may not be updated to the current year.

# of Employees (Individual Loca..	Years in Business	Sales	8-digit SIC Description	8-digit SIC Code
0 – 204	0 – 103	0 – 34,863,164	(All)	(All)

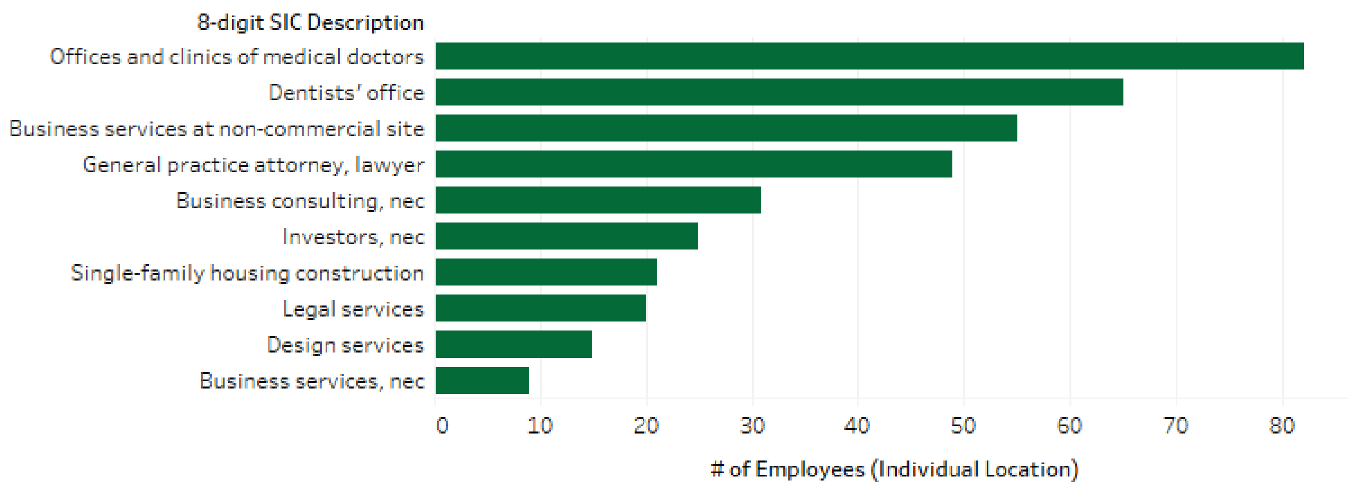


Legal Name	Doing Business As (DBA)	1st Executive Name	Narrative Business Description	# of Employees ..	Sales	Years in Business
Guaranteed Furniture Services, Inco..	Null	David Kosdrosky	Reupholstery and furnitur..	24	1,800,000	32
Olsman, Mueller, Wallace & Mackenz..	Null	Jules B Olsman	Legal services, nsk	22	2,895,346	50
Camelot Cleaners Inc	Null	Joe Gardelia	Drycleaning plants, excep..	22	660,684	34
Klein, Jeffrey M, MD Norton, Kathlee..	Null	Jeffery Klein	Offices and clinics medica..	21	747,128	47
Michigan Physicians Group, P.C.	Berkley Clinic	Dinesh M Shah	Offices and clinics medica..	20	2,108,647	61
Einstein Bagels Inc	Einstein Brothers Bagels	Kurt Johnson	Retail bakeries	20	505,469	22
Durst Lumber Company	Ace Hardware	Donald W Durst	Lumber and other buildin..	20	3,883,114	80

Number of Enterprises by SIC Code



Number of Employees by SIC Code



Refer to the Business Data Portal for full listing.

Household Expenditures:

Expenditures by household provide insight into the economic quality of life of residents, into the percentage of household income categories consume, and how that consumption pattern compares to the nation overall (an index over 100 indicates higher spending than the national average). In addition, these data provide insight into how much community members will spend in 5 years. This can support business development planning.

Note: An index of 100 equals the national average. Scores below 100 reflect lower than the national average, and scores above 100 reflect higher than the national average

Average Expenditures

Year	Metric Name	Current Estimate	5-Year Projection	Change	Change		
2019	Total Households	6,826	6,911	85	1.2%		
2019	Total Population	15,526	15,662	136	0.9%		
2019	Median Household Income	$76,712	$85,765	$9,053	11.8%		
2019	Average Household Income	$95,033	$105,966	$10,933	11.5%		
2019	Per Capita Income (based on Total Population)	$41,801	$46,778	$4,977	11.9%		
AVERAGE CONSUMER EXPENDITURES							
Year	Metric Name	Current Estimate	5-Year Projection	Change	Change	% of Total	Index
2019	**Alcoholic Beverages**	**$703**	**$736**	**$34**	**4.8%**	**1.0%**	**109**
2019	**Apparel**	**$1,994**	**$2,107**	**$113**	**5.7%**	**2.7%**	**97**
2019	Infants	$102	$103	$1	0.6%	5.1%	118
2019	Men and Boys	$502	$541	$39	7.7%	25.2%	104
2019	Women and Girls	$693	$722	$29	4.1%	34.8%	92
2019	Services and Accessories	$283	$296	$13	4.7%	14.2%	108
2019	Footwear	$413	$445	$32	7.7%	20.7%	101
2019	**Education**	**$1,263**	**$1,638**	**$375**	**29.6%**	**1.7%**	**73**
2019	Books, Supplies, Equipment for College	$49	$63	$14	28.0%	3.9%	144
2019	College Tuition	$783	$1,004	$221	28.2%	62.0%	96
2019	**Entertainment**	**$5,311**	**$5,719**	**$409**	**7.7%**	**7.3%**	**145**
2019	Fees and Admissions	$888	$934	$47	5.2%	16.7%	71
2019	Sports, Recreation, Exercist Equipment	$178	$185	$7	3.9%	3.4%	51
2019	Toys, Pets and Playground Equip	$2,663	$2,888	$225	8.4%	50.1%	186
2019	Visual Equipment, Audio Services	$1,149	$1,251	$102	8.9%	21.6%	71
2019	**Food**	**$7,883**	**$8,486**	**$604**	**7.7%**	**10.8%**	**89**
2019	Food at home	$4,068	$4,522	$454	11.2%	51.6%	92
2019	Food away from home	$3,815	$3,965	$150	3.9%	48.4%	110
2019	**Gifts**	**$1,294**	**$1,503**	**$209**	**16.1%**	**1.8%**	**91**

Average Expenditures cont'd

Year	Metric Name	Current Estimate	5-Year Projection	Change	Change	% of Total	Index
2019	**Health Care**	**$5,524**	**$7,907**	**$2,383**	**43.1%**	**7.6%**	**97**
2019	Health Care Insurance	$3,688	$5,286	$1,597	43.3%	66.8%	97
2019	Medical Services	$1,117	$1,595	$478	42.8%	20.2%	113
2019	Medical Supplies	$184	$259	$75	40.7%	3.3%	106
2019	**Housing**	**$19,102**	**$20,781**	**$1,679**	**8.8%**	**26.2%**	**83**
2019	Household Furnishings and Equipment	$2,075	$2,254	$179	8.6%	10.9%	112
2019	Household Operations	$1,602	$1,707	$105	6.6%	8.4%	115
2019	Housekeeping Supplies	$893	$1,008	$115	12.9%	4.7%	127
2019	Shelter	**$10,233**	**$11,020**	**$787**	**7.7%**	**53.6%**	**89**
2019	Utilites, Fuels and Public Services	**$4,298**	**$4,791**	**$493**	**11.5%**	**22.5%**	**117**
2019	**Personal Care Products and Services**	**$884**	**$937**	**$53**	**6.0%**	**1.2%**	**101**
2019	Hair Care Products	$105	$111	$7	6.4%	11.8%	144
2019	Personal Care Services	$18	$19	$1	6.5%	2.0%	125
2019	**Reading**	**$110**	**$117**	**$7**	**6.7%**	**0.2%**	**88**
2019	**Transportation**	**$19,523**	**$22,594**	**$3,071**	**15.7%**	**26.7%**	**133**
2019	Vehicle Purchase	$4,867	$5,918	$1,051	21.6%	24.9%	79
2019	Other Transportation Costs	$1,677	$1,977	$300	17.9%	8.6%	239
2019	Public and Other Transportation	$953	$1,188	$236	24.7%	4.9%	89
2019	Vehicle Maintenance, Repair	$1,726	$1,953	$227	13.2%	8.8%	116

Index Base Average = 100 Index Base File: Entire US

SPENDING BY STORE TYPE

As with household expenditures, spending by store type is helpful in business development. An index above 100 means that a community is spending more than the national average at this type of store. Not all dollars spent by a community's residents are spent only at stores in the community but in stores outside the community as well.

Note: An index of 100 equals the national average. Scores below 100 reflect lower than the national average, and scores above 100 reflect higher than the national average.

Retail Demand by Store Type

Year	Store Type	Aggregate Dollars	Average Dollars	Percent of Total	Index
2019	**Building Material & Garden Equipment & Supply Dealers**	$20,606,969	$3,019	5%	97
2019	Building Material & Supply Dealers	$17,457,058	$2,557	5%	94
2019	Hardware Stores	$1,506,214	$221	0%	97
2019	Home Centers	$9,842,784	$1,442	3%	97
2019	Other Building Materials Dealers	$5,378,171	$788	1%	87
2019	Paint and Wallpaper Stores	$729,889	$107	0%	103
2019	Lawn and Garden Equipment and Supplies Stores	$3,149,911	$461	1%	118
2019	Nursery and Garden centers	$2,747,055	$402	1%	121
2019	Outdoor Power Equipment Stores	$402,856	$59	0%	102
2019	**Clothing & Clothing Accessories Stores**	$16,631,677	$2,437	4%	111
2019	Clothing Stores	$11,724,569	$1,718	3%	108
2019	Children's and Infants' Clothing Stores	$632,119	$93	0%	113
2019	Clothing Accessories Stores	$611,530	$90	0%	110
2019	Family Clothing Stores	$6,562,168	$961	2%	109
2019	Men's Clothing Stores	$577,634	$85	0%	109
2019	Other Clothing Stores	$963,578	$141	0%	105
2019	Women's Clothing Stores	$2,377,540	$348	1%	105
2019	Jewelry, Luggage & Leather Goods Stores	$2,701,005	$396	1%	129
2019	Jewelry Stores	$2,453,733	$359	1%	129
2019	Luggage & Leather Goods Stores	$247,272	$36	0%	125
2019	Shoe Stores	$2,206,103	$323	1%	110
2019	**Electronics and Appliance Stores**	$5,817,783	$852	2%	108
2019	Household Appliances Stores	$864,118	$127	0%	100
2019	Electronics Stores	$4,953,665	$726	1%	109
2019	**Food & Beverage Stores**	$41,525,926	$6,083	11%	103
2019	Beer, Wine, & Liquor Stores	$3,738,708	$548	1%	120
2019	Grocery Stores	$36,539,787	$5,353	10%	101
2019	Convenience Stores	$1,700,897	$249	0%	107
2019	Supermarkets and Other Grocery (except Convenience) Stores	$34,838,890	$5,104	9%	101
2019	Specialty Food Stores	$1,247,431	$183	0%	94

Retail Demand by Store Type cont'd

Year	Store Type	Aggregate Dollars	Average Dollars	Percent of Total	Index
2019	**Food Services and Drinking Places**	$43,903,958	$6,432	12%	113
2019	Drinking Place - Alcoholic Beverages	$2,009,111	$294	1%	123
2019	Restaurants and Other Eating Places	$37,438,327	$5,485	10%	110
2019	Total Special Food Services	$4,456,520	$653	1%	133
2019	**Furniture & Home Furnishings Stores**	$7,332,879	$1,074	2%	110
2019	Furniture Stores	$3,401,458	$498	1%	96
2019	Home Furnishing Stores	$3,931,421	$576	1%	128
2019	Floor Covering Stores	$1,583,869	$232	0%	140
2019	Other Home Furnishing Stores	$2,347,552	$344	1%	121
2019	**Gasoline stations**	$36,791,704	$5,390	10%	131
2019	**General Merchandise Stores**	$44,767,319	$6,558	12%	115
2019	Department Stores	$9,403,425	$1,378	2%	115
2019	Other General Merchandise Stores	$35,363,894	$5,181	9%	115
2019	**General Merchandise, Apparel and Accessories, Furniture and Other Sales**	$81,048,877	$11,874	21%	113
2019	**Health & Personal Care Stores**	$21,326,969	$3,124	6%	113
2019	Cosmetics, Beauty Supplies and Perfume Stores	$1,295,161	$190	0%	112
2019	Optical Goods Stores	$955,553	$140	0%	125
2019	Other Health and Personal Care Stores	$1,415,545	$207	0%	110
2019	Pharmacies and Drug Stores	$17,660,710	$2,587	5%	113
2019	**Miscellaneous Store Retailers**	$12,794,734	$1,874	3%	179
2019	Florists	$356,848	$52	0%	103
2019	Office Supplies, Stationery, & Gift Stores	$1,904,180	$279	1%	119
2019	Gift, Novelty, and Souvenir Stores	$1,135,744	$166	0%	122
2019	Office Supplies and Stationery Stores	$768,436	$113	0%	115
2019	Other Miscellaneous Store Retailers	$9,213,922	$1,350	2%	222
2019	Used Merchandise Stores	$1,319,784	$193	0%	123
2019	**Motor Vehicle & Parts Dealers**	$82,531,573	$12,091	22%	123
2019	Automotive Dealers	$69,718,141	$10,214	18%	121
2019	Automotive Parts, Accessories, & Tire Stores	$8,082,558	$1,184	2%	162
2019	Other Motor Vehicle Dealers	$4,730,874	$693	1%	108
2019	**Nonstore retailers**	$41,540,533	$6,086	11%	113
2019	**Sporting Goods, Hobby, Book, & Music Stores**	$4,595,039	$673	1%	105
2019	Book Stores and News Dealers	$787,890	$115	0%	109
2019	Book Stores	$601,560	$88	0%	108
2019	News Dealers and Newsstands	$186,330	$27	0%	111
2019	Sporting Goods, Hobby, & Musical Instrument Stores	$3,807,149	$558	1%	104
2019	Hobby, Toys and Games Stores	$1,123,400	$165	0%	119
2019	Musical Instrument and Supplies Stores	$222,348	$33	0%	118
2019	Sew/Needlework/Piece Goods Stores	$249,558	$37	0%	137
2019	Sporting Goods Stores	$2,211,843	$324	1%	95
2019	**Total Annual Retail Demand (Scaled) ***	$380,167,063	$55,694	0%	116

*Total Annual Retail Demand (Scaled) includes the major store types in bold (not including GAFO).

ECONOMIC LEAKAGE IN THE COMMUNITY:

A comparison of expenditures by household minus the expenditures in businesses establishments in the community provide insight into which categories are underserved in a community (showing a positive number) and which are overserved (representing a negative number). Underserved categories represent dollars that are exiting the local economy. Overserved categories represent dollars that are entering the local economy from outside. Not all dollars spent (demand) are spent in your community, but they could be if there is adequate supply that meets resident needs. The Leakage/Surplus Factor ranges from +100 (total leakage) to -100 (total surplus). These data support business development planning.

Supply and Demand Leakage Summary

Summary							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Total Retail Trade and Food & Drink	44-45,722	$268,671,589	$148,373,603	$120,297,986	28.8	147
2019	Total Retail Trade	44-45	$242,856,500	$118,303,718	$124,552,782	34.5	103
2019	Total Food & Drink	722	$25,815,089	$30,069,885	-$4,254,796	-7.6	44
Detail							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Motor Vehicle & Parts Dealers	441	$50,621,259	$7,829,019	$42,792,240	73.2	8
2019	Automobile Dealers	4411	$40,833,538	$2,321,358	$38,512,180	89.2	2
2019	Other Motor Vehicle Dealers	4412	$4,441,410	$897,991	$3,543,419	66.4	1
2019	Auto Parts, Accessories & Tire Stores	4413	$5,346,311	$4,609,670	$736,641	7.4	5
2019	Furniture & Home Furnishings Stores	442	$8,170,726	$13,617,643	-$5,446,917	-25	11
2019	Furniture Stores	4421	$4,999,953	$3,743,254	$1,256,699	14.4	2
2019	Home Furnishings Stores	4422	$3,170,773	$9,874,389	-$6,703,616	-51.4	9
2019	Electronics & Appliance Stores	443	$7,906,456	$6,211,575	$1,694,881	12	4
2019	Bldg Materials, Garden Equip. & Supply	444	$16,960,243	$10,878,573	$6,081,670	21.8	8
2019	Bldg Material & Supplies Dealers	4441	$15,451,409	$10,604,171	$4,847,238	18.6	7
2019	Lawn & Garden Equip & Supply Stores	4442	$1,508,834	$274,402	$1,234,432	69.2	1
2019	Food & Beverage Stores	445	$43,405,529	$22,593,257	$20,812,272	31.5	9
2019	Grocery Stores	4451	$38,071,998	$2,396,418	$35,675,580	88.2	1
2019	Specialty Food Stores	4452	$2,130,160	$17,994,571	-$15,864,411	-78.8	4
2019	Beer, Wine & Liquor Stores	4453	$3,203,371	$2,202,268	$1,001,103	18.5	4

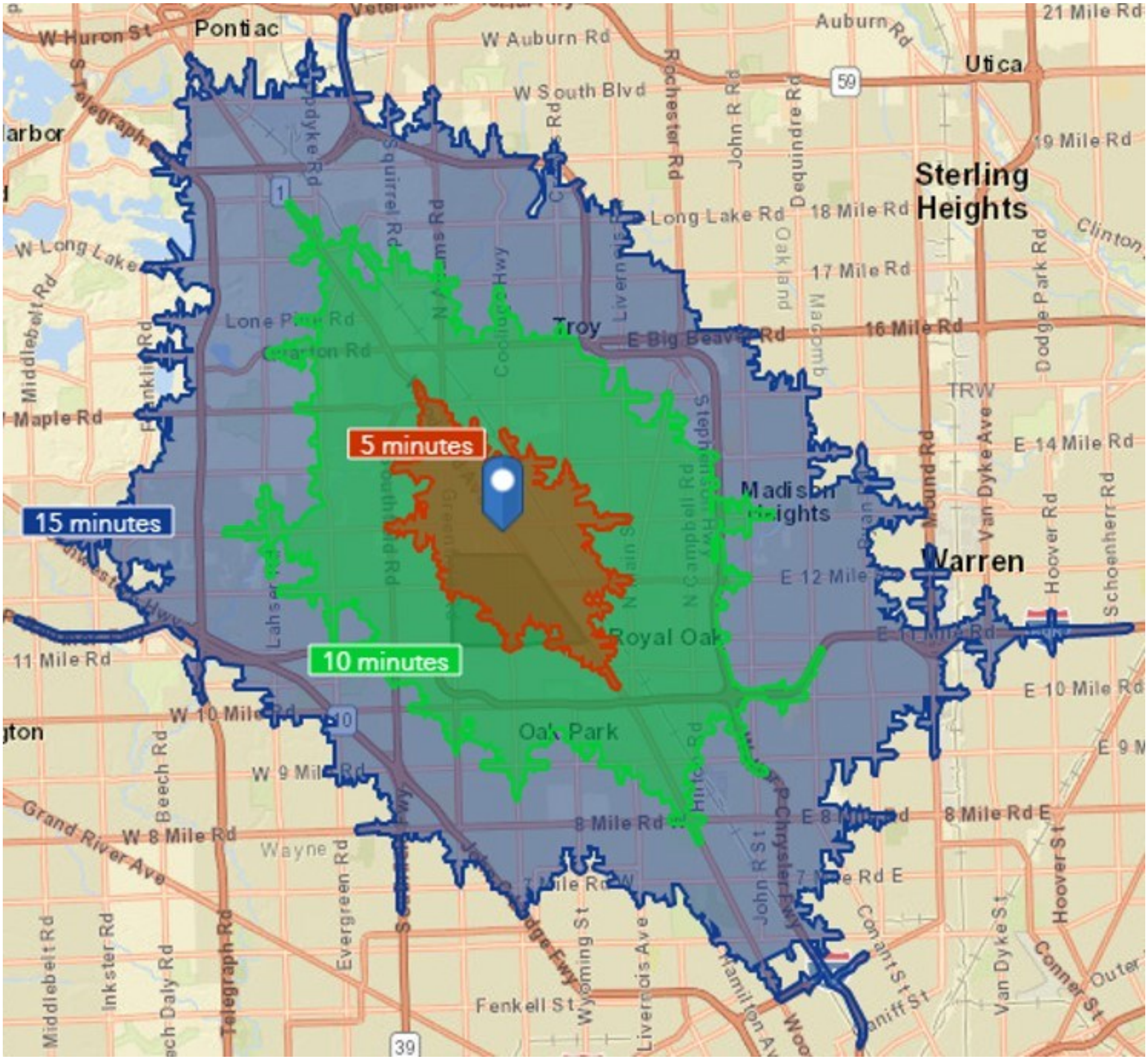
Supply and Demand Leakage Summary cont'd

Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Health & Personal Care Stores	446,4461	$17,587,502	$14,507,904	$3,079,598	9.6	7
2019	Gasoline Stations	447,4471	$27,489,465	$14,079,611	$13,409,854	32.3	3
2019	Clothing & Clothing Accessories Stores	448	$12,812,156	$5,257,180	$7,554,976	41.8	13
2019	Clothing Stores	4481	$8,528,577	$3,871,214	$4,657,363	37.6	10
2019	Shoe Stores	4482	$1,824,735	$1,108,221	$716,514	24.4	2
2019	Jewelry, Luggage & Leather Goods Stores	4483	$2,458,844	$277,745	$2,181,099	79.7	1
2019	Sporting Goods, Hobby, Book & Music Stores	451	$6,623,764	$10,877,038	-$4,253,274	-24.3	14
2019	Sporting Goods/Hobby/Musical Instr Stores	4511	$5,553,601	$10,472,377	-$4,918,776	-30.7	13
2019	Book, Periodical & Music Stores	4512	$1,070,163	$404,661	$665,502	45.1	1
2019	General Merchandise Stores	452	$37,960,816	$327,527	$37,633,289	98.3	1
2019	Department Stores Excluding Leased Depts.	4521	$26,133,879	$0	$26,133,879	100	0
2019	Other General Merchandise Stores	4529	$11,826,937	$327,527	$11,499,410	94.6	1
2019	Miscellaneous Store Retailers	453	$8,831,441	$11,762,002	-$2,930,561	-14.2	24
2019	Florists	4531	$446,425	$73,985	$372,440	71.6	1
2019	Office Supplies, Stationery & Gift Stores	4532	$1,843,475	$2,089,283	-$245,808	-6.3	11
2019	Used Merchandise Stores	4533	$1,550,941	$1,332,648	$218,293	7.6	6
2019	Other Miscellaneous Store Retailers	4539	$4,990,600	$8,266,086	-$3,275,486	-24.7	6
2019	Nonstore Retailers	454	$4,487,143	$362,389	$4,124,754	85.1	1
2019	Electronic Shopping & Mail-Order Houses	4541	$3,595,277	$0	$3,595,277	100	0
2019	Vending Machine Operators	4542	$258,000	$0	$258,000	100	0
2019	Direct Selling Establishments	4543	$633,866	$362,389	$271,477	27.2	1
2019	Food Services & Drinking Places	722	$25,815,089	$30,069,885	-$4,254,796	-7.6	44
2019	Special Food Services	7223	$739,932	$825,146	-$85,214	-5.4	2
2019	Drinking Places - Alcoholic Beverages	7224	$1,528,684	$2,608,259	-$1,079,575	-26.1	5
2019	Restaurants/Other Eating Places	7225	$23,546,473	$26,636,480	-$3,090,007	-6.2	37

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

Supply and Demand Leakage by Drive Time



Supply and Demand Leakage by Drive Time

Summary: 0-5 Minutes Drive Time							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Total Retail Trade and Food & Drink	44-45,722	$896,633,681	$844,238,960	$52,394,721	3	538
2019	Total Retail Trade	44-45	$808,558,154	$727,866,352	$80,691,802	5.3	382
2019	Total Food & Drink	722	$88,075,527	$116,372,608	-$28,297,081	-13.8	156
Detail							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Motor Vehicle & Parts Dealers	441	$167,823,755	$131,708,526	$36,115,229	12.1	20
2019	Automobile Dealers	4411	$135,444,196	$117,263,318	$18,180,878	7.2	9
2019	Other Motor Vehicle Dealers	4412	$14,594,166	$1,676,655	$12,917,511	79.4	2
2019	Auto Parts, Accessories & Tire Stores	4413	$17,785,393	$12,768,552	$5,016,841	16.4	10
2019	Furniture & Home Furnishings Stores	442	$27,457,653	$64,571,745	-$37,114,092	-40.3	30
2019	Furniture Stores	4421	$16,888,597	$50,444,941	-$33,556,344	-49.8	15
2019	Home Furnishings Stores	4422	$10,569,056	$14,126,804	-$3,557,748	-14.4	14
2019	Electronics & Appliance Stores	443	$26,889,128	$31,705,207	-$4,816,079	-8.2	15
2019	Bldg Materials, Garden Equip. & Supply Stores	444	$55,433,991	$28,760,642	$26,673,349	31.7	22
2019	Bldg Material & Supplies Dealers	4441	$50,687,209	$20,861,583	$29,825,626	41.7	18
2019	Lawn & Garden Equip & Supply Stores	4442	$4,746,781	$7,899,059	-$3,152,278	-24.9	4
2019	Food & Beverage Stores	445	$144,381,814	$179,644,285	-$35,262,471	-10.9	35
2019	Grocery Stores	4451	$126,481,452	$145,504,268	-$19,022,816	-7	11
2019	Specialty Food Stores	4452	$7,078,340	$21,178,116	-$14,099,776	-49.9	10
2019	Beer, Wine & Liquor Stores	4453	$10,822,022	$12,961,901	-$2,139,879	-9	15

Supply and Demand Leakage by Drive Time cont'd

Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Health & Personal Care Stores	446,4461	$57,502,325	$65,810,791	-$8,308,466	-6.7	35
2019	Gasoline Stations	447,4471	$90,759,086	$62,100,951	$28,658,135	18.7	16
2019	Clothing & Clothing Accessories Stores	448	$44,164,680	$52,137,644	-$7,972,964	-8.3	72
2019	Clothing Stores	4481	$29,185,252	$42,930,274	-$13,745,022	-19.1	57
2019	Shoe Stores	4482	$6,239,978	$2,435,366	$3,804,612	43.9	4
2019	Jewelry, Luggage & Leather Goods Stores	4483	$8,739,449	$6,772,004	$1,967,445	12.7	11
2019	Sporting Goods, Hobby, Book & Music Stores	451	$22,470,799	$39,694,421	-$17,223,622	-27.7	37
2019	Sporting Goods/Hobby/Musical Instr Stores	4511	$18,806,718	$36,949,209	-$18,142,491	-32.5	33
2019	Book, Periodical & Music Stores	4512	$3,664,081	$2,745,213	$918,868	14.3	4
2019	General Merchandise Stores	452	$127,415,792	$14,592,604	$112,823,188	79.4	8
2019	Department Stores Excluding Leased Depts.	4521	$88,145,967	$9,960,185	$78,185,782	79.7	3
2019	Other General Merchandise Stores	4529	$39,269,825	$4,632,420	$34,637,405	78.9	6
2019	Miscellaneous Store Retailers	453	$29,335,229	$48,470,543	-$19,135,314	-24.6	83
2019	Florists	4531	$1,446,763	$5,126,839	-$3,680,076	-56	11
2019	Office Supplies, Stationery & Gift Stores	4532	$6,213,352	$6,796,295	-$582,943	-4.5	20
2019	Used Merchandise Stores	4533	$5,274,911	$3,478,244	$1,796,667	20.5	19
2019	Other Miscellaneous Store Retailers	4539	$16,400,202	$33,069,164	-$16,668,962	-33.7	34
2019	Nonstore Retailers	454	$14,923,904	$8,668,991	$6,254,913	26.5	8
2019	Electronic Shopping & Mail-Order Houses	4541	$12,076,767	$6,993,186	$5,083,581	26.7	4
2019	Vending Machine Operators	4542	$864,782	$912,342	-$47,560	-2.7	1
2019	Direct Selling Establishments	4543	$1,982,355	$763,464	$1,218,891	44.4	3
2019	Food Services & Drinking Places	722	$88,075,527	$116,372,608	-$28,297,081	-13.8	156
2019	Special Food Services	7223	$2,458,665	$2,016,527	$442,138	9.9	6
2019	Drinking Places - Alcoholic Beverages	7224	$5,289,140	$6,338,261	-$1,049,121	-9	8
2019	Restaurants/Other Eating Places	7225	$80,327,721	$108,017,820	-$27,690,099	-14.7	143

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

Supply and Demand Leakage by Drive Time

Summary: 5-10 Minutes Drive Time							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Total Retail Trade and Food & Drink	44-45,722	$3,972,121,926	$4,317,910,016	-$345,788,090	-4.2	2173
2019	Total Retail Trade	44-45	$3,581,046,661	$3,757,959,193	-$176,912,532	-2.4	1520
2019	Total Food & Drink	722	$391,075,264	$559,950,823	-$168,875,559	-17.8	653
Detail							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Motor Vehicle & Parts Dealers	441	$741,955,382	$923,841,178	-$181,885,796	-10.9	114
2019	Automobile Dealers	4411	$598,523,097	$858,051,051	-$259,527,954	-17.8	60
2019	Other Motor Vehicle Dealers	4412	$64,432,513	$10,731,422	$53,701,091	71.4	5
2019	Auto Parts, Accessories & Tire Stores	4413	$78,999,773	$55,058,704	$23,941,069	17.9	48
2019	Furniture & Home Furnishings Stores	442	$122,204,205	$189,267,100	-$67,062,895	-21.5	88
2019	Furniture Stores	4421	$74,996,642	$119,588,138	-$44,591,496	-22.9	40
2019	Home Furnishings Stores	4422	$47,207,562	$69,678,962	-$22,471,400	-19.2	48
2019	Electronics & Appliance Stores	443	$119,499,488	$120,739,947	-$1,240,459	-0.5	68
2019	Bldg Materials, Garden Equip. & Supply Stores	444	$248,668,898	$154,845,005	$93,823,893	23.3	90
2019	Bldg Material & Supplies Dealers	4441	$227,104,504	$139,733,657	$87,370,847	23.8	77
2019	Lawn & Garden Equip & Supply Stores	4442	$21,564,393	$15,111,348	$6,453,045	17.6	13
2019	Food & Beverage Stores	445	$638,044,825	$522,346,743	$115,698,082	10	141
2019	Grocery Stores	4451	$558,670,900	$403,067,500	$155,603,400	16.2	55
2019	Specialty Food Stores	4452	$31,236,435	$71,236,963	-$40,000,528	-39	43
2019	Beer, Wine & Liquor Stores	4453	$48,137,489	$48,042,280	$95,209	0.1	43

Supply and Demand Leakage by Drive Time cont'd

Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage	Number of Entities
2019	Health & Personal Care Stores	446,4461	$254,800,336	$285,817,342	-$31,017,006	-5.7	145
2019	Gasoline Stations	447,4471	$398,703,375	$281,984,614	$116,718,761	17.1	66
2019	Clothing & Clothing Accessories Stores	448	$197,154,282	$385,353,545	-$188,199,263	-32.3	362
2019	Clothing Stores	4481	$129,850,053	$293,138,530	-$163,288,477	-38.6	275
2019	Shoe Stores	4482	$27,636,524	$24,947,347	$2,689,177	5.1	32
2019	Jewelry, Luggage & Leather Goods Stores	4483	$39,667,705	$67,267,667	-$27,599,962	-25.8	55
2019	Sporting Goods, Hobby, Book & Music Stores	451	$99,619,948	$93,629,146	$5,990,802	3.1	103
2019	Sporting Goods/Hobby/Musical Instr Stores	4511	$83,383,566	$86,591,865	-$3,208,299	-1.9	93
2019	Book, Periodical & Music Stores	4512	$16,236,382	$7,037,280	$9,199,102	39.5	10
2019	General Merchandise Stores	452	$564,012,625	$511,474,165	$52,538,460	4.9	56
2019	Department Stores Excluding Leased Depts.	4521	$390,700,489	$360,630,777	$30,069,712	4	21
2019	Other General Merchandise Stores	4529	$173,312,136	$150,843,389	$22,468,747	6.9	35
2019	Miscellaneous Store Retailers	453	$129,828,235	$140,823,405	-$10,995,170	-4.1	259
2019	Florists	4531	$6,730,968	$10,415,415	-$3,684,447	-21.5	28
2019	Office Supplies, Stationery & Gift Stores	4532	$27,588,711	$23,210,053	$4,378,658	8.6	57
2019	Used Merchandise Stores	4533	$23,377,465	$17,739,397	$5,638,068	13.7	67
2019	Other Miscellaneous Store Retailers	4539	$72,131,091	$89,458,540	-$17,327,449	-10.7	107
2019	Nonstore Retailers	454	$66,555,062	$147,837,004	-$81,281,942	-37.9	29
2019	Electronic Shopping & Mail-Order Houses	4541	$53,487,292	$142,055,721	-$88,568,429	-45.3	13
2019	Vending Machine Operators	4542	$3,818,561	$1,520,376	$2,298,185	43	4
2019	Direct Selling Establishments	4543	$9,249,209	$4,260,907	$4,988,302	36.9	12
2019	Food Services & Drinking Places	722	$391,075,264	$559,950,823	-$168,875,559	-17.8	653
2019	Special Food Services	7223	$10,942,835	$25,108,888	-$14,166,053	-39.3	22
2019	Drinking Places - Alcoholic Beverages	7224	$24,041,378	$21,841,357	$2,200,021	4.8	38
2019	Restaurants/Other Eating Places	7225	$356,091,051	$513,000,578	-$156,909,527	-18.1	594

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Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

Supply and Demand Leakage by Drive Time

Summary: 10-15 Minutes Drive Time							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Total Retail Trade and Food & Drink	44-45,722	$7,929,171,562	$9,515,557,902	-$1,586,386,340	-9.1	4485
2019	Total Retail Trade	44-45	$7,156,321,649	$8,517,928,593	-$1,361,606,944	-8.7	3171
2019	Total Food & Drink	722	$772,849,913	$997,629,308	-$224,779,395	-12.7	1315
Detail							
Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Motor Vehicle & Parts Dealers	441	$1,489,375,908	$1,915,920,210	-$426,544,302	-12.5	318
2019	Automobile Dealers	4411	$1,201,698,548	$1,705,546,050	-$503,847,502	-17.3	161
2019	Other Motor Vehicle Dealers	4412	$129,727,896	$27,987,603	$101,740,293	64.5	16
2019	Auto Parts, Accessories & Tire Stores	4413	$157,949,464	$182,386,558	-$24,437,094	-7.2	142
2019	Furniture & Home Furnishings Stores	442	$243,073,705	$346,965,156	-$103,891,451	-17.6	156
2019	Furniture Stores	4421	$148,820,320	$170,976,229	-$22,155,909	-6.9	61
2019	Home Furnishings Stores	4422	$94,253,386	$175,988,927	-$81,735,541	-30.2	94
2019	Electronics & Appliance Stores	443	$236,851,593	$380,804,018	-$143,952,425	-23.3	157
2019	Bldg Materials, Garden Equip. & Supply Stores	444	$502,352,387	$427,700,609	$74,651,778	8	197
2019	Bldg Material & Supplies Dealers	4441	$458,406,005	$397,579,408	$60,826,597	7.1	167
2019	Lawn & Garden Equip & Supply Stores	4442	$43,946,382	$30,121,201	$13,825,181	18.7	30
2019	Food & Beverage Stores	445	$1,272,770,247	$1,099,366,469	$173,403,778	7.3	311
2019	Grocery Stores	4451	$1,114,875,634	$902,291,894	$212,583,740	10.5	136
2019	Specialty Food Stores	4452	$62,296,239	$91,503,590	-$29,207,351	-19	76
2019	Beer, Wine & Liquor Stores	4453	$95,598,373	$105,570,984	-$9,972,611	-5	100

Supply and Demand Leakage by Drive Time cont'd

Year	Industry Group	NAICS	Demand	Supply	$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2019	Health & Personal Care Stores	446,4461	$513,048,127	$1,008,414,959	-$495,366,832	-32.6	328
2019	Gasoline Stations	447,4471	$798,639,495	$746,399,229	$52,240,266	3.4	174
2019	Clothing & Clothing Accessories Stores	448	$388,963,800	$817,268,633	-$428,304,833	-35.5	691
2019	Clothing Stores	4481	$256,543,499	$531,427,636	-$274,884,137	-34.9	468
2019	Shoe Stores	4482	$54,627,646	$77,191,772	-$22,564,126	-17.1	74
2019	Jewelry, Luggage & Leather Goods Stores	4483	$77,792,655	$208,649,225	-$130,856,570	-45.7	149
2019	Sporting Goods, Hobby, Book & Music Stores	451	$197,294,853	$212,411,407	-$15,116,554	-3.7	181
2019	Sporting Goods/Hobby/Musical Instr Stores	4511	$165,315,702	$195,626,471	-$30,310,769	-8.4	156
2019	Book, Periodical & Music Stores	4512	$31,979,150	$16,784,937	$15,194,213	31.2	26
2019	General Merchandise Stores	452	$1,121,085,751	$1,030,509,427	$90,576,324	4.2	149
2019	Department Stores Excluding Leased Depts.	4521	$775,128,160	$699,223,516	$75,904,644	5.1	44
2019	Other General Merchandise Stores	4529	$345,957,590	$331,285,911	$14,671,679	2.2	105
2019	Miscellaneous Store Retailers	453	$259,936,820	$315,024,056	-$55,087,236	-9.6	447
2019	Florists	4531	$13,566,868	$15,255,085	-$1,688,217	-5.9	43
2019	Office Supplies, Stationery & Gift Stores	4532	$54,776,039	$98,870,181	-$44,094,142	-28.7	120
2019	Used Merchandise Stores	4533	$46,185,174	$24,688,882	$21,496,292	30.3	88
2019	Other Miscellaneous Store Retailers	4539	$145,408,739	$176,209,908	-$30,801,169	-9.6	195
2019	Nonstore Retailers	454	$132,928,964	$217,144,420	-$84,215,456	-24.1	60
2019	Electronic Shopping & Mail-Order Houses	4541	$106,246,948	$196,959,677	-$90,712,729	-29.9	23
2019	Vending Machine Operators	4542	$7,594,265	$6,707,999	$886,266	6.2	14
2019	Direct Selling Establishments	4543	$19,087,751	$13,476,744	$5,611,007	17.2	22
2019	Food Services & Drinking Places	722	$772,849,913	$997,629,308	-$224,779,395	-12.7	1315
2019	Special Food Services	7223	$21,726,777	$34,797,799	-$13,071,022	-23.1	50
2019	Drinking Places - Alcoholic Beverages	7224	$47,494,704	$38,378,556	$9,116,148	10.6	70
2019	Restaurants/Other Eating Places	7225	$703,628,432	$924,452,953	-$220,824,521	-13.6	1194

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

PART 3:

HOUSING

HOUSING

Housing is one of the most significant economic drivers in a community and also represents one of the most important sources of resident wealth. The following data help communities better understand changes to housing availability and affordability. These data also may be helpful in guiding zoning decisions, talent attraction, and revenue projections.

Housing Units Summary

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	Total Housing Units	6,833	6,933	7,049	7,142	1.5%	1.3%
2019	Occupied	6,678	6,594	6,826	6,911	-1.3%	1.2%
2019	Owner-Occupied	5,732	5,363	5,404	5,461	-6.4%	1.1%
2019	Renter-Occupied	946	1,231	1,422	1,450	30.1%	2.0%
2019	Vacant	155	339	223	231	118.7%	3.6%
HOUSING VALUE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	$ 0 - $14,999	13	39	37	33	200.0%	-10.8%
2019	$ 15,000 - $19,999	6	0	14	14	-100.0%	0.0%
2019	$ 20,000 - $29,999	11	0	5	7	-100.0%	40.0%
2019	$ 30,000 - $39,999	18	120	51	36	566.7%	-29.4%
2019	$ 40,000 - $49,999	34	0	24	22	-100.0%	-8.3%
2019	$ 50,000 - $99,999	669	1,005	603	483	50.2%	-19.9%
2019	$ 100,000 - $ 149,999	2,870	1,478	1,008	825	-48.5%	-18.2%
2019	$ 150,000 - $ 199,999	1,668	1,597	1,440	1,324	-4.3%	-8.1%
2019	$ 200,000 - $ 299,999	411	906	1,647	1,621	120.4%	-1.6%
2019	$ 300,000 - $ 399,999	19	207	409	709	989.5%	73.3%
2019	$ 400,000 - $ 499,999	0	11	143	308	N/A%	115.4%
2019	$ 500,000 or More	13	0	23	79	-100.0%	243.5%
UNITS IN STRUCTURE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	1 Detached	6,142	5,981	6,182	6,276	-2.6%	1.5%
2019	1 Attached	40	69	69	70	72.5%	1.4%
2019	2 Units	0	129	116	116	N/A%	0.0%
2019	3 or 4 Units	0	56	52	52	N/A%	0.0%
2019	5-9 Units	6	24	27	27	300.0%	0.0%
2019	10-19 Units	6	143	138	139	2,283.3%	0.7%
2019	20-49 Units	0	98	81	81	N/A%	0.0%
2019	50+ Units	204	315	286	284	54.4%	-71.7%
2019	Boat, RV, Van, Etc.	0	0	0	0	N/A%	N/A%
2019	Mobile Home	0	118	98	97	N/A%	-1.0%

Housing Units Summary cont'd

YEAR STRUCTURE BUILT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2019	2005 or later	NA	44	106	199	NA	87.7%
2019	2000-2004	NA	143	207	207	NA	0.0%
2019	1990-1999	134	50	50	50	-62.7%	0.0%
2019	1980-1989	113	89	89	89	-21.2%	0.0%
2019	1970-1979	464	436	436	436	-6.0%	0.0%
2019	1960-1969	331	467	467	467	41.1%	0.0%
2019	1950-1959	2,011	2,012	2,012	2,012	0.0%	0.0%
2019	1940-1949	2,719	2,909	2,909	2,909	7.0%	0.0%
2019	1939 or Earlier	1,061	783	773	773	-26.2%	0.0%

HOUSING MARKET		
Year	Metric Name	Current Estimate
2019	Home sale price	$221,700
2019	Length of time homes on market (days)	59
2019	Home value	$223,600
2019	Real estate 12-month inflation projection	1.8%
2019	House appreciation - last 12 months	5.6%
2019	House appreciation - last 5 years	39.3%
2019	House appreciation - last 10 years	41.5%
2019	Buyer/Seller Market (Seller=10)	8.4
2019	Business vacancy (over quarter)	1.0%
2019	Residential vacancy (over quarter)	3.1%
2019	Foreclosure rate	0.01%

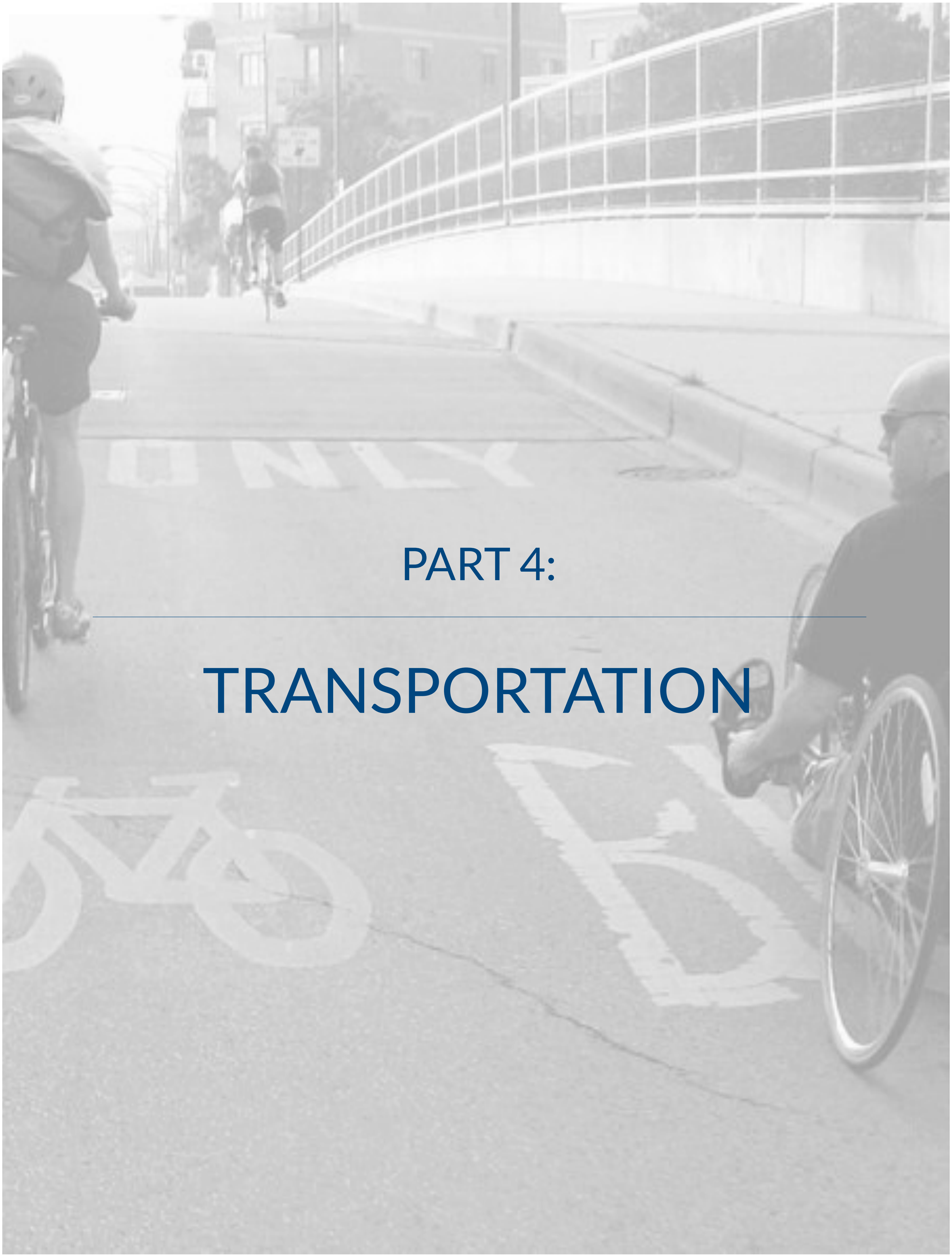
Data provided under agreement by Zillow Group

Rental Market

RENTAL MARKET		
Year	Metric Name	Metric
2019	Annual rent to home price	7.8%
2019	Long-term monthly rental rates (Single family, new rentals)	$1,448
2019	Long-term monthly rental rates (Multi family, new rentals)	$1,058
2019	Long-term rental vacancies	14
2019	Rent to income ratio	23%
2019	Rent to new mortgage ratio	152%
2019	Short-term rental proliferation	26
2019	Short-term daily rental rates	$124
2019	Short-term rental occupancy	50%
Data provided by Cobalt and under agreement by Zillow Group, Cobalt Community Research		

MONTHLY CASH RENT					
Year	Metric Name	2000 Census	2010 Census	Current Estimate	Change 2000 to Current
2019	$ 0 - $99	12	26	26	116.7%
2019	$ 100 - $199	24	12	12	-50.0%
2019	$ 200 - $299	19	24	24	26.3%
2019	$ 300 - $399	93	4	4	-95.7%
2019	$ 400 - $499	164	50	50	-69.5%
2019	$ 500 - $599	138	56	56	-59.4%
2019	$ 600 - $699	157	153	153	-2.5%
2019	$ 700 - $999	217	615	615	183.4%
2019	$1,000+	82	425	425	418.3%
2019	No Cash Rent	40	57	57	42.5%

MONTHLY RENT DETAIL			
Year	Metric Name	Metric	National
2019	Average rent for studio apartment	$780	$821
2019	Average rent for 1-bedroom home or apartment	$950	$930
2019	Average rent for 2-bedroom home or apartment	$1,220	$1,148
2019	Average rent for 3-bedroom home or apartment	$1,590	$1,537
2019	Average rent for 4-bedroom home or apartment	$1,730	$1,791
Cobalt Community Research, Zillow Group, HUD, Alltrails, BestPlaces, WalkScore, Experian, Gale Publishing			



PART 4:

TRANSPORTATION

TRANSPORTATION

Year	Metric Name	Metric	National
2019	Average Commute Time (minutes)	23	26
2019	Pct of commuters who travel alone by auto	86%	76%
2019	Pct of commuters who travel by carpool	5%	9%
2019	Pct of commuters who travel by mass transit	1%	5%
2019	Pct of commuters who travel by bicycle	1%	1%
2019	Pct of commuters who travel by walking	2%	3%
2019	Walk Score (higher is better)	77	Scores 50+ walkable
2019	Bike Score (higher is better)	na	Scores 50+ bikeable
2019	Transit Score (higher is better)	na	Scores 50+ good

Area Traffic:

This map shows the average daily traffic on major roads within a community. This map is supportive of repair planning and business location/zoning decisions.

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Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups

Design Guidelines

Purpose and intent

The recommendations described in the Design Guidelines are derived from documented committee input activities and best practices for planning and design. The design guidelines are intended to promote the vitality and economic health of Berkley's residential and commercial areas by providing design direction on the type, character, and quality of the built environment within the Greenfield Road and Eleven Mile Road Corridors.

Design Guidelines are tools for communicating the design intent for future redevelopment and evaluating proposals. The overall goal is to ensure quality development that employs sound planning and design principles. The purpose of the guidelines is not to dictate a specific plan for properties along Greenfield Road and Eleven Mile Road, but rather establish a set of standards and identify elements of building and streetscape design that should be encouraged in these corridors.

The concept of development review is not new in Berkley. Existing building and zoning codes regulate the use of property and set standards for building height, setback, landscaping, and parking. Design guidelines review, however, works to ensure that new construction, and changes to existing buildings in the downtown, are compatible with the character of the community. The successful implementation of these guidelines will reinforce Berkley's unique image as distinct and inviting Greenfield Road neighborhood and Eleven Mile Road commercial corridors.

Based on the work of the Master Planning Committee and best practices for site planning and landscape design, Greenfield Road Residential and Eleven Mile Commercial design guidelines are described on the following pages.

Greenfield Road | Concept Plan

Multifamily development between Greenfield Road and Ellwood Avenue

Site Data

Site area: 2.64 acres

Dwellings: 32 Townhouses

Density: 12.1 units per acre

Open space: 36% (permeable surface)

Visitor parking: 10 spaces

Buildings along Ellwood Ave have street facing front doors and rear garages.

Buildings along Greenfield Rd are courtyard oriented.

Greenfield Road Residential

Planning Principles

1. **Buildings should front onto Ellwood Avenue and present a continuous front door appearance and lower building scale that is compatible with the neighborhood.**
2. **Buildings not located along Ellwood Avenue may be taller in scale.**
3. **Buildings should be grouped into clusters to provide common open spaces.**
4. **No driveways should be on Ellwood Avenue, all driveway access should be on Greenfield Road or perpendicular side streets as possible.**
5. **Resident parking should be internal to the development and landscaped.**
6. **On-street visitor parking should be placed in small groupings and should be landscaped.**
7. **Pedestrian walkways should provide access to common spaces and surrounding sidewalks.**
8. **Sustainable site, building and landscaping elements are encouraged and should be incorporated as appropriate to the site and program.**

Concept Plan + Design Guidelines

The Conceptual Site Plan illustrates design guidelines for a theoretical site comprised of multiple contiguous parcels located between Ellwood Avenue and Greenfield Road. Features of the Conceptual Site Plan are further described below:

1. Building Orientation

- Ellwood Avenue should present as the primary neighborhood street. Therefore, buildings along Ellwood Avenue should be oriented to front onto Ellwood Avenue.
- Roadways perpendicular to Ellwood Avenue should present as secondary neighborhood streets. Therefore, remaining buildings should be oriented to front onto the perpendicular street as appropriate to the site plan.
- Buildings beyond Ellwood Avenue should be clustered around open space areas.
- Front yard setbacks along Ellwood Avenue should match front yard setbacks of the adjacent existing homes. The site plan concept anticipates the front yard setback along Ellwood Avenue as 25’-0”.
- Front yard setbacks along Greenfield Road should match the front yard setbacks of the adjacent existing buildings. The site plan concept anticipates the front yard setback along Greenfield Road as 25’-0”.
- Side yard setbacks where new residential buildings are adjacent to existing residential buildings should be at least 30’-0”. Landscape screening should be provided within this setback area.
- Side yard setbacks where new residential buildings are adjacent to existing roadways should be at least 15’-0”.

2. Building Proportion and Scale

- Buildings along Ellwood Avenue should relate to the scale of this neighborhood street, which generally include single family residences at 1 – 2 stories.
- Buildings located along Greenfield Road should be clustered around landscaped open spaces. These buildings may extend up to 3 stories.
- All building types may include townhomes or rowhomes in groupings of up to 5 units per building cluster.

3. Open Spaces

- Open space areas should be organized so that they are accessible to the surrounding residences.
- Open space landscaping should maintain open views throughout, including clear zones between 3' ht and 6' ht. Therefore, shrub and groundcover plantings should not exceed 3' ht. Canopy tree plantings should be limbed up to 6' minimum above grade.
- Open spaces should be accessed by continuous walkways, 5' minimum width.
- Sustainable design forms and materials are preferred and may include bioswales, raingardens, native plantings and pollinator plantings as appropriate to the plan and site conditions.

4. Façade Treatments and Materials

- Facades should incorporate well-defined front porches and clear visibility to front doors. Front porches may be defined by railings and roof overhangs.
- Facades should incorporate a consistent rhythm of windows. Windows between lower and upper floors should relate to one another.
- Façade materials should reflect the materiality of the neighborhood, which includes a variety of brick, stone masonry and siding.
- Façade colors should reflect the colors of the neighborhood, which generally includes natural tones, such as light tan, gray, beige and white.
- Accent colors may be considered for front doors and building accents, such as building trim.
- Sustainably sourced façade materials are preferred and may include wood, recycled metal, masonry, and fiber cement board (HardieShingle).

5. Roofing Treatments and Materials

- Rooflines should reflect the rooflines of the neighborhood, which include gable and hip roofs.
- Rooflines should be arranged to provide visual interest and differentiation between units.
- Roof materials and colors may reflect the gray shingle style of the neighborhood.
- Sustainably sourced roofing materials are preferred and may include metal, clay tile or concrete tile.

6. Parking and Driveways

- Individual units should provide their own covered parking.
- Parking should be located at the rears of buildings so that it is screened from Ellwood Avenue and Greenfield Road.
- No driveways should be on Ellwood Avenue. All driveway access should be on Greenfield Road or perpendicular side streets as possible.
- On-street visitor parking should be provided and integrated into the internal driveway system.
- Driveways should be coordinated with the City's emergency response vehicles.
- Sustainable methods for driveways and on-street parking are preferred and may include permeable paving and open bottom catch basins as appropriate to drainage patterns and soil conditions.

7. Pedestrian Access

- Clear and open walkways should be provided at logical locations throughout the site, connecting units to open space amenities and surrounding sidewalks at Ellwood Avenue and Greenfield Road.
- Walkways should be 5’-0” width minimum concrete sidewalks.

8. Lighting

- Existing lighting along Greenfield Road and Ellwood Avenue includes vehicular scale light poles located at limited intersection corner locations.
- Lighting for new residential development in the Greenfield Road neighborhood should be moderate and should complement the existing neighborhood.
- Low voltage lighting, such as bollard lighting and appropriately sited landscape uplighting may be considered.

9. Landscaping

- Parkway plantings. Where parkway conditions are 6’ wide or wider, canopy trees should be installed in adjacent parkways. Recommended parkway tree spacing is approximately 40’-0” and should be considered within the context of the plan.
- Foundation plantings. Building perimeters should be treated with foundation plantings. Foundation plantings may include a mixture of tall shrubs (taller than 3’-0” ht), low growing shrubs (3’-0” ht or less), perennials and groundcovers. Foundation plantings should be coordinated with the building facades, including doorways, windows, window wells, condenser units and other building appurtenances. Foundation plantings should include a mixture of evergreen and deciduous plantings. Recommended minimum width of foundation plantings is 4’-0” from the face of building.
- Perimeter landscape screening. Perimeter screening areas should include 10’-0” wide plantings areas dedicated for landscape screening. At a minimum landscape screening should include a mixture of upright evergreen trees, deciduous multistem trees, and evergreen and deciduous shrubs planted so as to provide a visual screen between adjacent properties. Opaque fencing may be considered in addition to landscaping and may include board or board fencing, masonry wall, or a combination of wall and fence topper.
- Open space landscaping. Open space landscaping should primarily be comprised of lawn areas. Canopy and/or multistem trees may be considered to complement open space areas. Plantings should be placed so as to maximize views across open space areas and between walkways.
- Driveway landscaping. Where landscaped islands occur, they should be planted with low shrubs and groundcover plantings. The height of plantings at landscaped islands should not exceed 1’-6”.
- Sustainable planting practices are preferred and may include locally grown plantings, native plantings, and pollinator plantings. Organic soils amendments and pest control solutions are encouraged.

Greenfield Road | Character Photographs


The above photos represent sample housing developments that are appropriate for the Ellwood Ave frontage because they mimic the scale, materials and forms of the existing neighborhood. Recommended design characteristics include landscaped front lawns, defined porches, continuous window patterns and neutral colors.


The above photos represent sample housing developments that are appropriate for Greenfield Road because they offer a variety of rooflines and building colors. Recommended characteristics of multi-family housing include defined front stoops, landscaped front lawn areas, differentiation between units, continuous window patterns and a variety of roof types.

Eleven Mile Road Commercial

Planning Principles

1. Private building and parking enhancements:

- **Main building entrances should be prominent and visible from the street.**
- **Building windows should front onto the street.**
- **Driveways and parking areas should be clearly visible from the street and landscaped.**
- **Monument style signs and building mounted signs should be incorporated into the site and building.**
- **Dumpsters should be screened from view via enclosures.**
- **Buildings and parking areas should be enhanced with landscaping.**
- **Outdoor seating areas are encouraged as appropriate to building use.**
- **Building mounted lighting should complement the building.**
- **Sustainable features such as permeable pavements, LED lighting, native landscaping, locally sourced and recycled materials are encouraged.**

2. Public right of way (ROW) enhancements:

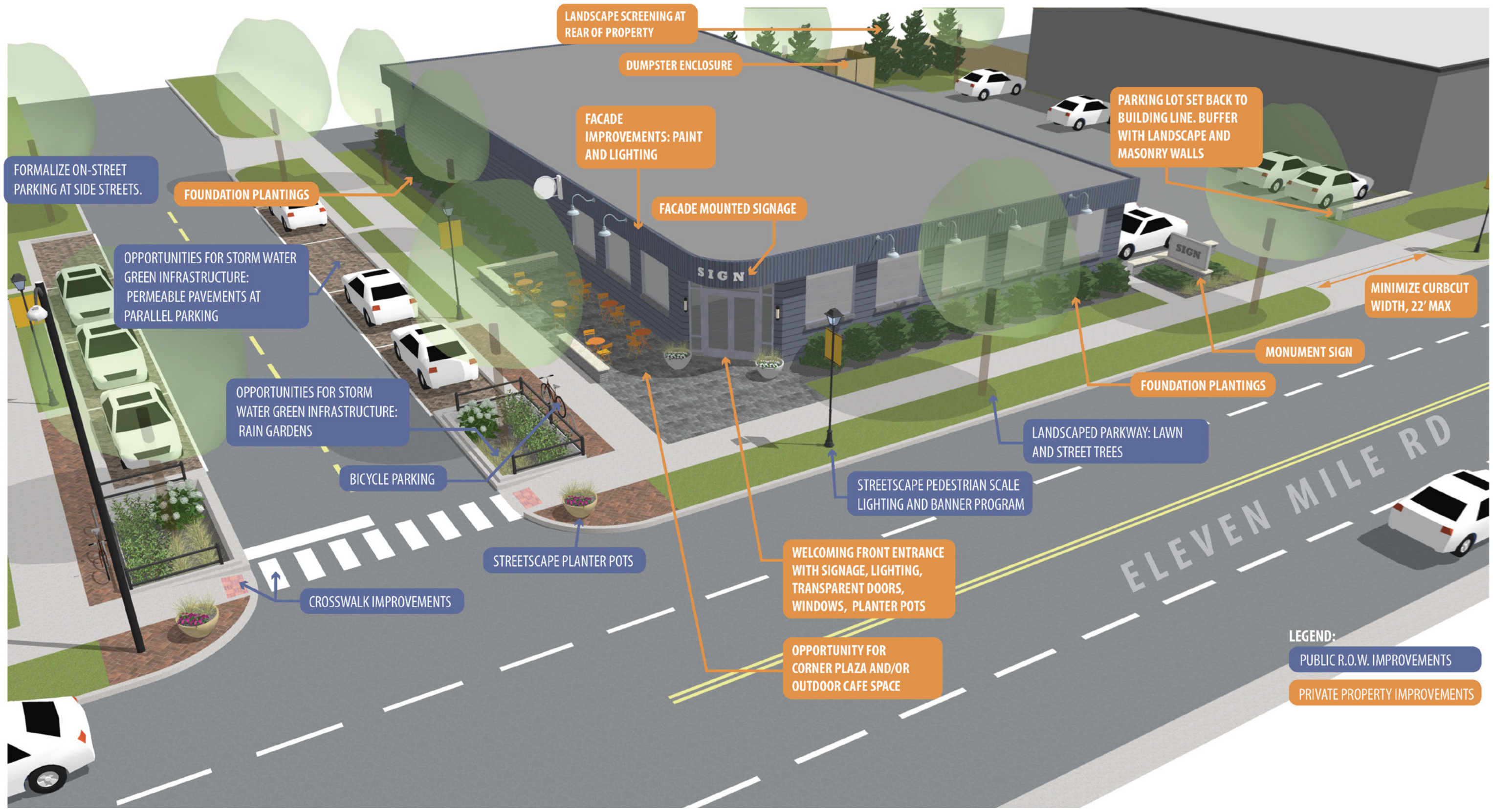
- **Sidewalks should meet accessibility standards and should be appropriately lighted.**
- **Pedestrian crosswalks should be meet accessibility standards and should be well marked.**
- **Parkways should be planted with lawn and canopy trees as space allows.**
- **On-street parking should be well defined.**
- **Sustainable streetscape features such as permeable pavements, rain gardens and LED lighting are encouraged.**

Eleven Mile Road Commercial

Concept Rendering + Design Guidelines

The Conceptual Rendering illustrates design guidelines for a sample building and site located at the northeast corner of Eleven Mile Road and Cummings Avenue. This site and building were selected to demonstrate design guidelines opportunities that apply to private properties (buildings and parking areas) as well as public rights-of-way (ROW) (roadways, parkways, and sidewalks). Features of the Conceptual Rendering are further described herein.

Eleven Mile Road | Concept Rendering



Improvements within the pubic right-of-way (R.O.W.) and private properties should be coordinated to improve overall corridor appearances.

1. Private property – site + building treatments

- Parking areas should be screened from the public way with plantings, fencing, low walls, or a combination thereof. The maximum heights for these features should not exceed 3'-0".
- Parking areas should be screened from adjacent residential neighborhoods with opaque fencing and screening plantings. Opaque fencing may include board on board fencing. Recommended fence height is 6'-0". Screening plantings should include salt tolerant plantings and may include upright evergreen and deciduous tree and shrub varieties. Recommended minimum width for the planting bed is 10'-0".
- Dumpsters should be screened with an opaque panel system such as fencing or masonry enclosure. Recommended heights of dumpster enclosures are 6'-0".
- Building entrances should be visually and physically accessible from the public right of way.
- Exterior building walls should be cleaned and painted. Paint colors should be complementary to the site and surrounding area and may consider sample exterior painting color schemes of nearby commercial buildings such as the photographed examples at 2070 Eleven Mile Road, 3087 Twelve Mile Road, and 3966 Eleven Mile Road.

1. **Private property – site + building treatments (continued)**

- Where visible from public ROW and where appropriate, windows should be incorporated at exterior walls.
- As appropriate, façade enhancements should incorporate fabric awnings and /or metal canopies. Internally lit awnings are not appropriate.
- Building mounted signs should be oriented towards the public right of way. Building mounted signs may include channelized letters and/or painted panels. Channelized letters may be backlit. Signage should be designed for optimum legibility, including contrasting colors and lighting.
- Freestanding signage should be low monument style signs. Monument style signs may include masonry bases below sign panels or sign cabinets. Monument style signs should not exceed 6’-0” ht. These signs should be landscaped with foundation style plantings. Pole mounted signs are not appropriate.
- Building lighting should be considered at building signage, entrances, and other façade areas as appropriate. Building lighting may include architectural lighting such as gooseneck lights and / or sconces.
- Where appropriate, outdoor seating areas may be included to support building uses.
- Landscape plantings should be incorporated as foundation plantings at the building perimeter and monument signs. Landscape plantings in these areas may include shrubs, perennials and groundcover and should not exceed 3’-0” ht. Salt tolerant plant varieties are recommended.
- Sustainable features such as permeable pavements, LED lighting, native landscaping, locally sourced and recycled materials are encouraged.

2. Public ROW treatments

- All sidewalks should meet accessibility standards and should be 5’-0” min width.
- Parkway areas should be treated with deciduous trees and sodded lawn. Where parkway areas are 6’-0” wide or wider, deciduous trees should be installed.
- Where appropriate, side streets may include on-street parking. Permeable surfacing may be considered at on-street parking pavements, as practical and dependent upon drainage patterns and structures.
- Where appropriate, parkway areas may be treated with raingardens, as practical by drainage patterns and structures.
- Decorative lighting may be considered and may include decorative banners. Lighting should be compatible with the overall roadway lighting system. LED lighting is recommended.
- Planter pots may be considered for accent corner areas. Maximum height of planter pot plus mature height plantings is 3’-0” ht. Planter pots should be constructed of a durable material, such as precast concrete.
- Sustainable features such as permeable pavements, LED lighting, native landscaping, locally sourced and recycled materials are encouraged.

Eleven Mile Road | Comparable Corridor Enhancements

FACADE IMPROVEMENTS AT 3087 TWELVE MILE ROAD: STUCCO REMOVAL, PAINT, NEW WINDOWS, LIGHTING, SIGNAGE

FACADE IMPROVEMENTS AT 2070 ELEVEN MILE ROAD: PAINT, WINDOW AND DOOR REPLACEMENTS, SIGNAGE

FACADE IMPROVEMENTS AT 3966ELEVEN MILE ROAD: PAINT, WINDOW REPLACEMENT/ ENLARGEMENT (WEST FACADE)

Photo examples show how modest building improvements, such as window replacements, paint, signage and lighting, have dramatically improved Berkley's local building character and appearances.

Summary of Committee Visioning

During the Master Planning process, the Committee participated in two design visioning activities. The purpose of the design visioning activities was to explore key development patterns and issues in the community's residential and commercial development areas. For the purposes of this planning assignment, the following corridors and building typologies were identified for further evaluation.

- Mixed Use Residential – Greenfield Road corridor, Webster Road to Eleven Mile Road
- Commercial Rehabilitation – Eleven Mile Road corridor, Ellwood Avenue to Robina Road
- A summary of each design visioning meeting and key outcomes follows below:

Committee Meeting | October 20, 2020.

In advance of this meeting, the Committee was asked to conduct individual "neighborhood scavenger hunts". During the scavenger hunts, committee members were asked to photograph examples of mixed-use residential buildings within and surrounding the Greenfield Road corridor area.

Residential Design Discussion. During the meeting, the committee heard a presentation about "Missing Middle Housing", or higher density housing (such as duplexes, fourplexes, cottage courts and multiplexes) that were once common in many pre-WW II neighborhoods, but currently are "missing" from many neighborhoods. There has been a resurgence in missing middle housing in communities like Berkley that also have walkable communities with access to commercial businesses. These housing types are often attractive for entry level buyers as well as seniors who wish to continue living in their communities. The Greenfield Road corridor, and other Berkley neighborhoods, is dominated by a regular pattern of single-family homes on a gridded street pattern. Although some higher density housing exists in the neighborhood, it was noted that some examples appear to be out of scale and proportion with their surroundings. Appropriately scaled middle housing types may be applied if/when properties become available for redevelopment.

Key characteristics of Missing Middle Housing typically include:

- Walkable sites with connectivity to surroundings;
- Relatively smaller footprints and units;
- Relatively lower perceived densities due to architectural design and massing;
- Fewer off street parking spaces as compared to single family suburban homes;
- Simpler construction methods are more attractive to the development community because density can be added without complex methods;
- Placemaking via common open spaces designed for passive and active gathering;
- Marketable for home buyers who want to live in a walkable community.

The committee reviewed a presentation of a variety of Missing Middle Housing Types, including tri-plexes and quad-plexes, Cottage Clusters, Courtyard Townhomes, Duplexes, and Rowhouses. Generally, most committee members felt that the cottage clusters and courtyard townhomes building models were the best fit for the character of the neighborhood. Many reported that there is a desire to keep the seniors within the community. It was noted that to accommodate a successful cluster development, developments will require larger (potentially combined) lots.

Commercial Design Discussion. The committee heard a presentation that identified existing commercial buildings and sites along Eleven Mile Road. The committee reviewed sites that represented attractive vs. unattractive examples of design features. The committee generally agreed that design features such as pronounced building entrances, building signage, window patterns, building materials and appropriately scaled foundation plantings contributed to a higher quality character along Eleven Mile Road.

Committee Meeting | December 16, 2020.
During this meeting, the Committee key outcomes of the October meeting, specifically the desire to accommodate a clustered development within the Greenfield Road corridor and commercial building and site enhancements that were in keeping with the other successful examples along Eleven Mile Road.

Residential Design Discussion. The committee reviewed a conceptual site plan that tested a clustered townhome development on a 2.64-acre sample development site located between Greenfield and Ellwood Roads. Key discussion points are described below:

- Density: at 2.64 acres, if this property were developed as single-family homes, it would yield 16 homes; the plan yields 34 townhomes. The group commented that the plan appeared to be balanced and appealing and could support a higher density.
- Open Space: Greenspace and pervious space was considered a positive amenity
- Visitor parking: the development needs some visitor parking to keep visitors from parking on other streets
- Driveway access: the group liked keeping driveways off of Ellwood because it maintains a neighborhood character and continuous sidewalk. Driveways should be located off of Greenfield and streets perpendicular to Ellwood.
- Pedestrian access: the group liked the interconnected pedestrian routes.
- Emergency vehicles: any final plan will need to be engineered, including coordination with emergency vehicle access.

The committee participated in a visual preference activity in which they reviewed a series of building types for this development. Key outcomes from this activity follow below:

Building characteristics that are appropriate:

- Porches and front lawns reference those found in the surrounding neighborhood.
- A variety in rooflines and building color minimize the massing of larger buildings and provide transitions to the surrounding neighborhood.

Building characteristics that are not appropriate:

- Urban examples that lack greenspace.
- Buildings that have monotonous exterior walls and lack differentiation.

Commercial Design Discussion. The committee reviewed a conceptual rendering that tested non-structural building / site enhancements, as well as public right-of-way improvements to a commercial property along Eleven Mile Road. The recommendations were further highlighted by “before and after” photographs of other commercial properties that have been enhanced via similar non-structural projects, such as painted facades, building signage, lighting and landscaping.

The committee participated in a discussion about the proposed enhancements. In general, the depicted enhancements were well received. Key discussion points follow below.

Private property guidelines

The City may consider expanding its façade improvement program to include Eleven Mile. Existing façade program is a rebate program organized around 3 tiers of enhancements:

- Tier 1 – surface treatments such as painting
- Tier 2 – modest structural improvements such as awnings and signs
- Tier 3 – more intensive restoration such as historic restoration

Building transparency and windows: the group prefers more windows and transparency as appropriate to the developments.

Public right of way guidelines

The group discussed implementation and that by including these guidelines into the Master Plan, along with an implementation table, the City could seek grants to assist with implementation of streetscape improvements.

August 04, 2021

Mrs. Erin Schultow
Community Development Director
City of Berkley
3338 Coolidge Hwy.
Berkley, MI 48072

Dear Mrs. Schultow,

Thank you for the opportunity to review the proposed amendment to the Berkley Master Plan. The proposed Master Plan amendment was reviewed with the focus on the Future Land Use (Pages 24 - 41) and Corridors (Pages 53 - 67) by members of the City of Oak Park Planning Commission without any objections. The Planning Commission did not make any suggestions or recommendations regarding the proposed amendments.

Sincerely,

Kimberly Marrone
Economic Development and Planning Director
14300 Oak Park Blvd
Oak Park MI 48237

City of Southfield

26000 Evergreen Rd. • P.O. Box 2055 • Southfield, MI 48037-2055 • www.cityofsouthfield.com

September 14, 2021

City of Berkley
Attn: Erin Schlutow, Community Development Director
3338 Coolidge Hwy
Berkley, MI 48072

Re: City of Southfield's Response to the City of Berkley's Master Plan Amendment

Dear Ms. Schlutow:

Thank you for the opportunity to review the City of Berkley Master Plan Draft. We have reviewed your Plan with focus on the following that may have a direct impact on the City of Southfield:

- Page 27: Future Land Use Map indicating Residential Corridor/Gateway Corridor along Greenfield Road;
- Page 35: Residential Corridor – possible addition of Accessory Dwelling Units (ADUs), duplexes, townhomes, and multi-family as permitted within the Zoning Ordinance;
- Page 37: Gateway Corridor (aka 12 Mile District) specifically 12 Mile/Greenfield Rd intersection – continuation of mixed use, office, commercial, public spaces, institutional, auto-oriented with possible addition of upper level residential and multi-family (</= 3 stories) within the Zoning Ordinance;
- Pages 53-55: Corridors – Greenfield & 12 Mile Rd: Encouragement of the following:
    - Complete Streets, improvement of the pedestrian experience, varying transportation choices, public art, buffers, diversifying housing choices, mixed use development;
- Page 57: Greenfield Road Corridor: Consideration of adaptive re-use of homes for office and retail with possible multi-family uses;
    - Additional key objectives: cluster buildings to retain greenspace, pedestrian connectivity, sustainability;
- Page 58: Greenfield Road Townhouse Concept Plan; and
- Page 65: W 12 Mile Corridor: 2nd story residential & work/live units & Design Guidelines referencing consistent streetscapes throughout corridor & public greenspace area.

We have determined that the proposed amendment is not inconsistent with the objectives of the City of Southfield's Sustainable Southfield Master Plan (adopted June 20, 2016). Additionally, the City of Southfield is in support of the general goals of the Master Plan amendment which include the following:

- Page 68-72: Promotion of Green Infrastructure and Sustainability
- Page 73: Walkability and a continuous trail system with pedestrian amenities
- Page 75: Increasing greenspace and Green Infrastructure

We do not have any further recommendations or comments regarding the City of Berkley Master Plan Draft. We wish you good luck and continued success in your community. In the meantime, do not hesitate to contact us.

Respectfully,

Terry Croad, AICP, ASLA
Director of Planning

BOARD OF COMMISSIONERS

1200 N. Telegraph Road
Pontiac, MI 48341-0475
Phone: (248) 858-0100
Fax: (248) 858-1572

August 25, 2021

Victoria Mitchell, City Clerk
City of Berkley
3338 Coolidge Hwy.
Berkley, MI 48072

Dear Ms. Mitchell:

On Wednesday, August 25, 2021 the Oakland County Coordinating Zoning Committee (CZC) held a meeting and considered the following Master Plan Update:

City of Berkley Master Plan Update
(County Code Master Plan No. 21-05)

The Oakland County Coordinating Zoning Committee endorses the Oakland County Department of Economic Development, Planning & Local Business Development (PLBD) staff review of the Master Plan Update, by a 3-0 vote. The staff review finds the proposed Master Plan changes to be **not inconsistent** with adjacent cities of Huntington Woods, Oak Park, Royal Oak and Southfield. A copy of the staff review is enclosed.

The proposed Master Plan update is available at berkleymich.org/masterplandocument. Adjacent communities and other reviewing jurisdictions have been copied and are listed on the back of this letter. Please contact the City of Berkley regarding the final adoption process.

If further documentation is necessary regarding the CZC meeting, the official minutes of the August 25, 2021 meeting will be available following the next scheduled CZC meeting. If you have any questions regarding the review, please do not hesitate to contact me directly by mobile phone at (248)762-6395 or woodsmp@oakgov.com.

Sincerely,

Michael P. Woods

Michael P. Woods, AICP
Oakland County Economic Development, PLBD

cc:
Commissioner Gwen Markham, CZC Chair
Commissioner Gary McGillivray, CZC Vice-Chair
Commissioner Phil Weipert, CZC member
Tracy Stolzenfeld, CZC Coordinator
Kristen Kapelanski, Chair, City of Berkley Planning Commission
Matt Baumgarten, City Manager, City of Berkley
Erin Schlutow, City of Berkley Planning Director
Megan Masson-Minock, Berkley Planning Consultant – Carlisle
Wortman David Woodward, O.C. Commissioner (Chair), District 19
Yolanda S. Charles, O.C. Commissioner, District 17
Charlie Cavell, O.C. Commissioner, District 18
City of Huntington Woods
City of Oak Park
City of Royal Oak
City of Southfield

SMART
RCOC
MDOT

DTE Energy
Consumers Energy
ITC Michigan

OAKLAND COUNTY MICHIGAN
ECONOMIC DEVELOPMENT

OAKLAND COUNTY EXECUTIVE DAVID COULTER

Michael P. Woods, AICP
Office: (248) 762-6395 | woodsmp@oakgov.com

08-19-21

Commissioner Gwen Markham, Chairperson
Oakland County Coordinating Zoning Committee
1200 North Telegraph Road
Pontiac, MI 48341

SUBJECT: County Code No. MP 21-05, Oakland County Economic Development, Planning & Local Business Development's staff review of the draft City of Berkley Master Plan Update.

Dear Chairperson Markham and Committee Members:

On July 27, 2021, Oakland County received a mailed letter, that was forwarded from the Oakland County Board of Commissioners (originally dated July 22, 2021) informing our office of the proposed **City of Berkley Draft Master Plan Update, (County Code Master Plan No. 21-05)**. A digital copy of the proposed draft Master Plan can be located on the City's website at: berkleymich.org/masterplandocument. Under the Michigan Planning Enabling Act, Oakland County, adjacent municipalities and other jurisdictional authorities have 63 days to review the draft document and submit comments on the proposed Master Plan Updates directly to the City of Berkley.

This review of the draft Master Plan will go before the Oakland County Coordinating Zoning Committee (CZC) on August 25, 2021. This date is still within the granted 63-day review and public comment period.

The surrounding Oakland County Communities of Huntington Woods, Oak Park, Southfield and Royal Oak were notified about the proposed draft Master Plan and review period.

Staff Recommendation

Based on the review of the surrounding communities' Master Plans, the City of Berkley Draft Master Plan proposed updates are **not inconsistent** with the plan of any of the surrounding cities that received notice of the draft plan. Oakland County has not prepared a countywide development plan, therefore, there is no countywide plan with which to compare the draft update.

Summary Analysis of Content

The purpose of this report is to present a clear understanding of the City of Berkley's Master Plan update, focusing primarily on changes in future land use designations along it's municipal boundaries. The Master Plan was last updated in 2007.

The proposed draft Master Plan is similar in structure to the 2007 version and is organized into 7 chapters, plus an Executive Summary and Appendix.

Background

The current Master Plan references 2018 demographic data from SEMCOG and the American Community Survey and includes information on population, age and racial composition within the City. Due to the timing of this document's proposed update, the use of 2020 census information was not employed as these resources were not yet available. The use of both the American Community Survey and SEMCOG data to support population estimates and demographics are standard sources for demographic data.

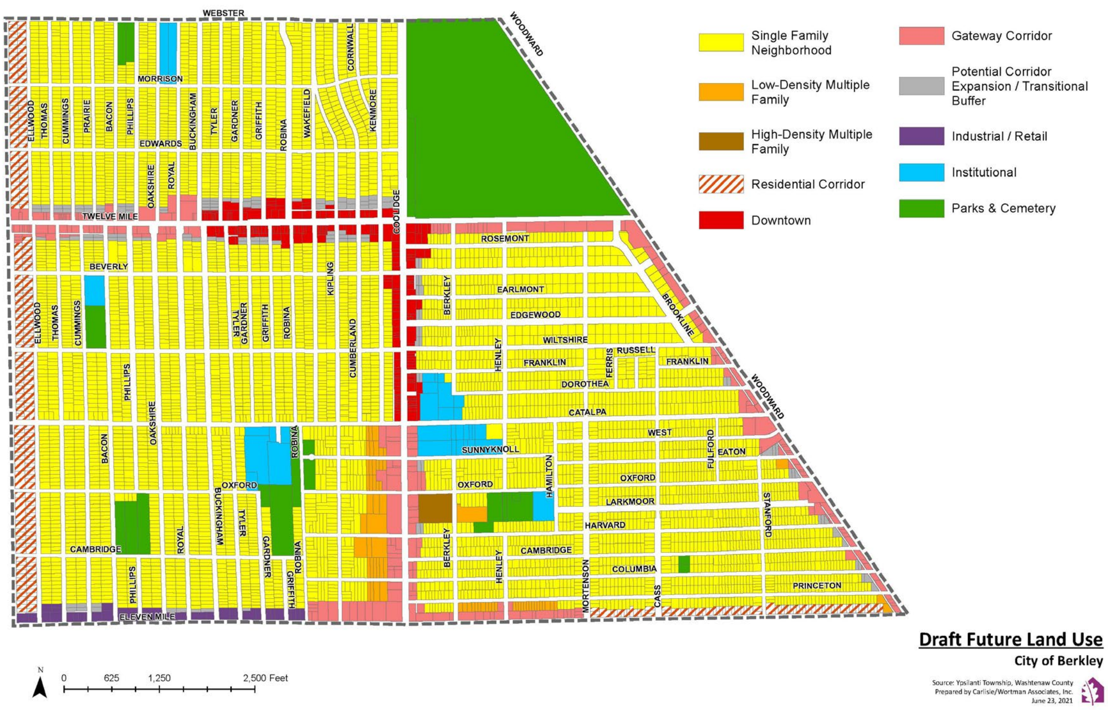
Other existing conditions of the City highlighted include details of community engagement throughout the Master Plan update process, a historical perspective of the City, assets and challenges, existing land use and development preference shifts.

Vision, Mission and Values

This section of the draft Master Plan provides guiding ideas for future land use and other related policy decisions for the City. The "vision, mission and values" statements were developed in conjunction with the Master Plan Steering Committee and the Planning Commission, with input from the public. These statements are intended to be used as guiding principles when City officials deliberate on zoning, subdivision, capital improvements and matters related to land use and development.

Future Land Use

The draft Master Plan identifies areas of the city most appropriate for future uses, using the vision and the values identified by and incorporated into the Plan. An informational graphic is provided that details the difference between a Future Land Use (FLU) Map and Zoning Map, as well as Master Plan vs. Zoning Ordinance. FLU categories have been updated to better reflect development realities and to minimize conflicts with current zoning.



Neighborhoods

Single-family residential is the largest land use in the City, accounting for 73% of the City's land area. This chapter contains principles for neighborhoods, appropriate land uses and how the vision of Berkley applies to neighborhoods. Additionally, there are recommendations provided on infill housing, buffers between neighborhoods and commercial corridors, neighborhood maintenance and aging in place.

Corridors

Respondents to Berkley's Master Plan survey indicated a strong desire for commercial, entertainment and mixed uses on the 12 Mile Rd, Coolidge Highway, 11 Mile Rd, Greenfield Rd. and Woodward Avenue corridors. However, physical constraints including street layouts and parcel depths have stifled redevelopment efforts. This chapter provides steps on how to enhance the vibrancy of these corridors.

Systems

With a focus on the City's infrastructure (wastewater, lighting, public buildings, parks, roads and streets, this chapter provides a series of best practices to achieve and improved system wide sustainability.

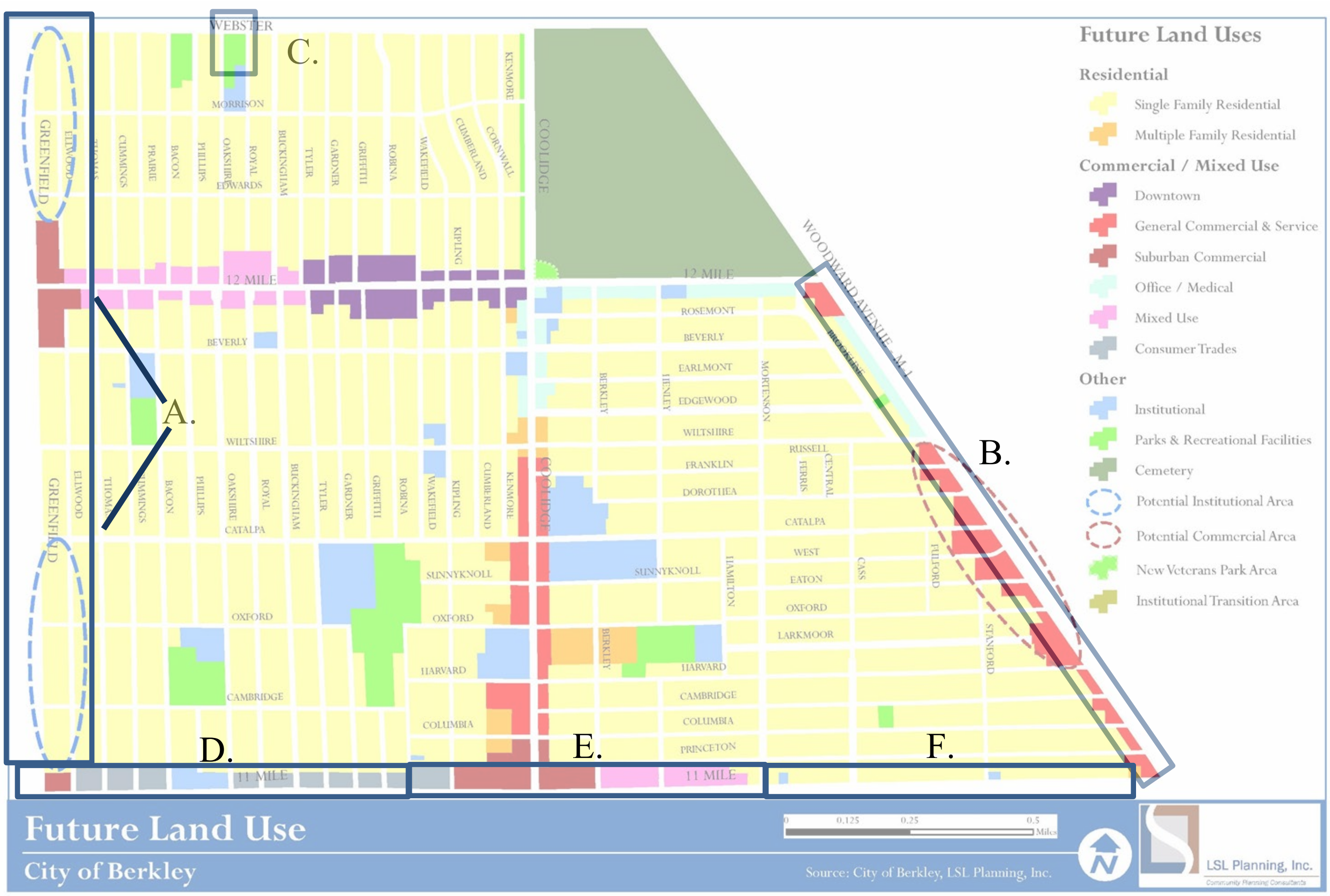
Implementation

Steps to implement the Master Plan are summarized in the form of an implementation matrix and is intended to be used when considering the annual municipal budget, capital improvement plan, planning commission report, planning commission work plan, community development department work plan and the master plan update in 2026.

Changes in Future Land Use from 2007 to 2021

The following table describes changes in the City of Berkley's FLU categories that are located on the municipal boundaries. The map below provides the geographic context for these changes.

	2007 FLU	2021 FLU	Existing Land Use	Current Zoning	Boundary
A.	Potential Institutional Area, Suburban Commercial	Residential Corridor	Single Family Residential (*mostly*)	Greenfield District	West – Southfield
B.	General Commercial & Service, Office/Medical	Gateway Corridor	Industrial, Commercial, Office. Parking	Woodward District, Office District/ Gateway District	East – Royal Oak
C.	Parks & Recreational Facilities	Institutional	Institutional	Community Centerpiece	North – Royal Oak
D.	Consumer Trades	Industrial / Retail	Industrial, Commercial, Office	Eleven Mile District	South – Oak Park
E.	Suburban Commercial, Mixed Use	Gateway Corridor	Industrial, Commercial, Office	Industrial	South – Oak Park/Huntington Woods
F.	Single Family Residential	Residential Corridor	Single Family Residential	Single Family Residential R-1D	South – Huntington Woods



Coordination with Surrounding Community Boundaries
As part of our services to Oakland County communities, Planning staff prepares and annually updates a Composite Master Plan for the entirety of the County. The Oakland County Composite Master Plan represents generalized future land use based on each community's Master Plan and is available on the Composite Master Plans page.

Under state law, the County's review is required to include a statement indicating whether the proposed plan is "inconsistent with the plan of any city, City, or township" that received notice of the draft plan. Any inconsistencies will be addressed for each individual boundary community in the text below.

North Boundary – Webster Rd.
City of Royal Oak

Webster Rd. from Greenfield Rd. to Coolidge Hwy, serves as Berkley's northern boundary with the City of Royal Oak and primarily provides direct service to residential land uses on either side of the boundary. The vast majority of FLU in Royal Oak is categorized as *Medium Density Residential* with Beaumont Hospital and Roseland Park Cemetery categorized as institutional. A *Multi-Family Residential* development is located on the NE corner of Greenfield and Webster.

Similarly, the vast majority of FLU in Berkley is *Single-Family Residential* with Pattengill elementary school serving as *Institutional* and the Jaycee Park for *Recreational* activities. *Residential Corridor* is the new FLU category located on the Greenfield Rd. corridor and supports a mix of residential options including single family, townhomes, low rise multi-family and other institutional/civic uses or spaces
This is a compatible border.

South Boundary – 11 Mile Rd.
City of Oak Park

Greenfield Rd. to Robina Ave.
This segment of future land use on the Berkley side has been changed from *Consumer Trades* to *Industrial/Retail*. While the intensity of use is virtually unchanged, the new designation also allows for restaurants and bars in order to further economic development of the corridor.

Oak Park identifies 11 Mile Rd. as a "Priority Redevelopment Site" and the majority of the corridor in this segment has a FLU designation of *Light Industrial* (LI). According to Oak Park's updated Master Plan, development in *LI* districts is limited to uses that can be carried out in an unobtrusive manner and maintain a compatibility with surrounding residential or commercial areas.

Robina Ave. to Coolidge Hwy.
The previous FLU designation of *Suburban Commercial* was updated to the *Gateway Corridor* designation. The change reflects the intent to improve the function, investment value and aesthetics of these corridors as mixed use, walkable places.

Oak Park's FLU designations consist of *Mixed Use* which blend a variety of residential, cultural, commercial and service businesses and *Neighborhood Business District* which is intended to meet the day-to-day convenience shopping and service needs of persons residing in nearby residential areas.
This is a compatible border.

South Boundary – 11 Mile Rd.
City of Huntington Woods

Coolidge Hwy to Mortensen Blvd.
The *Gateway Corridor* designation continues from the previous segment boundary with Oak Park to the boundary with Huntington Woods, to Mortensen Blvd. This is a change from *Suburban Commercial* and *Mixed Use*. Berkley's proposed Master Plan design guidelines for this corridor segment suggests maintaining small-scale commercial and office uses, but should also include attached single-family housing.

Coordination with Surrounding Community Boundaries (continued)

South Boundary – 11 Mile Rd. (continued)
City of Huntington Woods

Mortensen Blvd. to Woodward Ave.
This segment was updated to *Residential Corridor* (RC) from primarily *Single Family Residential*. RC will remain primarily single-family housing. However, at intersections corners, attached single family housing such as duplexes and townhouses could be allowed.

Huntington Woods has FLU designations along the entire 11 Mile corridor consisting of single family residential, institutional and recreational facilities. *Neighborhood Commercial* is located on the corner of Coolidge and on a parcel east, adjacent to Stanford St.
This is a compatible border.

East Boundary – Woodward Avenue
City of Royal Oak

Berkley's updated FLU designation of *Gateway Corridor* encompasses the previous future land use designations of *General Commercial & Service* and *Office/Medical*, along the Woodward corridor from 11 Mile Rd. to 12 Mile Rd. The Master Plan recommends design guidelines for this segment of corridor which includes coordinated streetscape with adjacent communities that include permeable paving, street lighting and landscaping.

Royal Oak's FLU designation of *General Commercial* is mirrored on the east side of the corridor and may take the form of either a shopping center or groups of buildings sharing common access, architectural style and design elements.
This is a compatible border.

West Boundary – Greenfield Road
City of Southfield

Located along the Greenfield Rd. corridor from 11 Mile Rd. to 12 Mile Rd., Berkley has updated their FLU designation to primarily *Residential Corridor*, which allows for single family residential, home-based businesses, offices, institutions, and utility buildings that are appropriate for residential areas. According to the Master Plan, the goal for the corridor is for the residential uses to be bolstered with adaptive re-use of houses for offices and retail, while also allowing for multi-family development.

Local Mixed-Use is the FLU designated in Southfield. This designation allows for a mixture of neighborhood commercial, service and office with accessory multi-family uses.
This is a compatible border.

Recommendations
The following are staff recommendations for the Draft Master Plan:

1. Consider referencing the 2020 Woodward Mobility Study in the Corridors chapter, specifically as it relates to the Study's identified development opportunity areas of the 11 Mile Rd. to Catalpa Rd. segment and the 12 Mile Rd./Woodward intersection.

2. Highlight Transit "nodes" which are mentioned as an economic development tool in the Corridors chapter. Consider expanding upon how existing SMART service directly impacts economic development along Berkley's major corridors.

3. Include information on the community's existing brownfields to help with future proposed developments. The Master Plan promotes redevelopment and revitalization, specifically along the City's major corridors, which may involve brownfield protocols. The Oakland County Brownfield Redevelopment Authority (BRA) assists communities with access to USEPA grants for site assessment work; including but not limited to Phase I, Phase II BEA, Due Care Plan, Lead/Asbestos abatement, surveys, and other such processes/tools.

Oakland County Technical Assistance
A summary of programs offered by The Oakland County Department of Economic Development (OCED), Division of Planning & Local Business Development (PLBD) that are relevant to the City of Berkley' Master Plan have been included on the following page.

Sincerely,

Michael P. Woods, AICP
Economic Development,
Division of Planning & Local Business Development

CC:
Commissioner Gary McGillivray, CZC Vice-Chair
Commissioner Phil Weipert, CZC member
Kristen Kapelanski, Chair, City of Berkley Planning Commission
Matt Baumgarter, City Manager, City of Berkley
Erin Shlutow, City of Berkley Planning Director
Megan Masson-Minock, Planning Consultant – Carlisle Wortman
David Woodward, O.C. Commissioner (Chair), District 19
Yolanda S. Charles, O.C. Commissioner, District 17
Charlie Cavell, O.C. Commissioner, District 18

Oakland County Planning Resources

The Oakland County Department of Economic Development (OCED), Division of Planning & Local Business Development (PLBD) offers a variety of programs to support Oakland County communities with innovative programming and assistance to create attractive destinations in which to live, work and raise a family. The chart below details those programs offered by the PLBD (a division of the OCED). Current participation in these programs and opportunities for future involvement are noted on the right of the chart. Additional information on all OCED programs can be found at www.oakgov.com/advantageoakland.

Program	Mission	Berkley Opportunities and Current Participation
Environmental Stewardship	Provide information, plans and options to promote conservation of the natural environment while supporting sustainable economic growth, development and redevelopment.	Berkley can support development that is cognizant of natural resource protection and management. County staff members are able to act in a supporting capacity with grant application identification and sustainable development practices.
Historic Preservation Assistance	Support local efforts to maintain and enhance architectural and heritage resources through sustainable practices to enrich the quality of life for all.	County staff have assisted several businesses with design concepts. Additionally, staff can assist design concepts for adaptive reuse of publicly owned historic structures within the community.
Land Use & Zoning Services	Prepare and provide land use, zoning and master plan reviews for communities to enhance coordination of land use decision-making.	Berkley continues to send Master Plan and Zoning Updates to the County for review fulfilling the legislative requirements. Other coordination services are available upon request.
Main Street Oakland County (MSOC)	Help local governments develop their downtowns as vibrant, successful districts that serve as the heart of their community.	Berkley has been a *Select* level MSOC member since 2018.
Planning, Zoning and Development Training	Encourage communities to capitalize on their strengths and refine their economic development processes to implement their community vision.	Berkley attends various training sessions and workshops.
Trail, Water & Land Alliance (TWLA)	Become an informed, coordinated, collaborative body that supports initiatives related to the County's Green Infrastructure Network	Berkley participates in TWLA events for knowledge sharing of green infrastructure best practices.

ROAD COMMISSION for OAKLAND COUNTY

QUALITY LIFE THROUGH GOOD ROADS: ROAD COMMISSION FOR OAKLAND COUNTY "WE CARE."

Planning and Environmental Concerns Department

31001 Lahser Road
Beverly Hills, MI
48025

248-645-2000

FAX
248-645-1349

www.rcocweb.org

September 20, 2021

Erin Schlutow
Community Development Director
City of Berkley
3338 Coolidge Hwy
Berkley, MI 48072

Re: City of Berkley Master Plan Update

Dear Ms. Schlutow:

The Road Commission for Oakland County (RCOC) has reviewed the draft Master Plan for the City of Berkley and has no concerns or comments at this time.

It should be noted that any proposed modifications or enhancements concerning roads under RCOC jurisdiction (Twelve Mile Road and Greenfield Road) would require RCOC review. Any work proposed within the right-of-way of roads under RCOC jurisdiction will require a permit.

We look forward to working with Berkley to create a vibrant community with a safe and efficient transportation network.

Sincerely,

Bradly J. Knight

Brad Knight
Director
Planning and Environmental Concerns

Master Plan Public Comments – City Boxes

Library

- I have not read the entire plan, but I would like to see a walking track place that I not connected to school events & other team events that make the tracks at Anderson not always usable by general public. I'm a senior & would like a safe, walking place other than sidewalks which are in terrible shape in Berk. – A. King, Resident of Oxford Park Towers
- All the ladies in my family have been librarians! I've just moved here from Oregon and love this library – beautiful and so well laid out. Easy to find everything. Thx!
- I think Berkley could use more restaurants. Would bring more people to City.
- Love all of what our library's offer!
- How about our drainage issue? Is there any way to make bio-swales like they're using in Royal Oak work here? The bike lanes are great but I'd love to have a walking trail or more than one, here in Berkley!
- Berkley needs a dog park
- Would like to see the written feedback citizens provided in the appendix as a matter of record. From surveys and interviews. While a summary is provided, documenting the interaction is crucial.
- Why does Clawson look/do so great and Berkley doesn't?

Parks and Recreation

- You guys are great!
- I have been disappointed with the current changes in the summer tennis programming this (2021) summer. Previously, this was a vibrant scene for community tennis but for some reason this summer was flat. I used to enjoy seeing the joy tennis was bringing to the Berkley community with full programs during the day & evenings and then able to practice my own skills on the weekends. Now, I don't get inspired.
- I have always enjoyed the Junior USTA tournaments here in Berkley. It is a well-run tournament! However, I hear this may be the last one...I am very upset about this. Bring back USTA tournaments with Director Kristen Harrison.
- I would like to see the park maintained better with trash pick up. Beautification out parks are no comparison to other city's. Also Parks and Rec, other than a summer camp, what do you offer. Show more enthusiasm for your job.
- We thoroughly enjoyed the tennis tournaments held here at Berkley. Love the tournament director Kristen. Very professional and efficient. We have been attending these tournaments for the last few years. We look forward to next year's tournament. - Thanks, Kristen
- I HATE LIFE – concerned

Master Plan Public Comments – City Boxes

DPW

No Comments Received

DPS

No low-income housing, not weed stores, no CRT

City Hall

- A farmer's market would be a great asset. There are many family activities & local farmers would benefit.
- More trees and parks. Less development. More zoning of "big foot" houses that are out of proportion to the neighborhood and are creating flooding, after rain events, on neighbor's property. Demand a moratorium on 5G rollouts until telcom can prove that is' safe (which they cannot at this time). Berkley can join other cities in Michigan and across the country. Go to "5G Crisis" website or "Safe Tech Forward" and contact Pamela Wallace.
- Hi. I've loved living and shopping in Berkley for almost 17 years. I like the newer houses coming in with young families on my block of Griffith between Morrison & Webster. I really really appreciate our public works department with its care of our roads, drains, compost and trees. We have a wonderful mix of shops and restaurants. I think we have to recognize that some lot may need to accommodate multi-families, especially including older relatives and some of the immigrants that serve our country as nursing caregivers, military translators and young children with them. We are a gay married couple and have felt very safe and welcome. We live at 4192 Griffith. Thank you thank you to all staff and council members. – Signed

From:
To:
Subject:
Date:

I just finished reviewing the Master Plan and first want to congratulate everyone on the very thorough and thoughtful work. I have lived in areas with either no Master Plan or a very ill-conceived one, so I have seen how important one can be to a community's future.

Overall, I agree that the large homes need to be controlled, since they definitely look out of place. In addition, although I'm sure that the space, etc., is needed by young, growing families, we lose a bit of Berkley's individuality with each one. I also applaud the thoughtful integration of different types of housing and building use.

My personal concern, because of my location, is with how the Greenfield corridor will be implemented. I retired to Berkley from the Washington, DC area about two years ago to be close to family. This is my "forever" home...and I'm hoping that I will be in it for a number of years yet. However, I live on Catalpa between Elwood and Greenfield, which is part of the planned Greenfield Corridor. Overall, I think the design makes sense. I do worry about how it will come about, though. Will I find my house surrounded by businesses or development as the zoning changes? Even worse, will I find myself surrounded by rental properties that aren't being kept up, while their investors wait for a large enough area to become available to develop according to the planned corridor? In short, how will you ensure that the quality of our homes and lifestyle -- for those of us who live within this planned corridor -- will remain constant as the corridor itself evolves? It would help to know how you plan to do that.

Thank you again for the work you put into this plan. It certainly confirms that I made the right choice to move to Berkley, and I hope to remain here for a number of years to come.

Linda Hutchings

From:
To:
Subject:
Date:

Greetings,

I reviewed the draft master plan. You are to be congratulated. It seems well thought out. I do have one concern, however. The Recommendations and Design Guidelines use the word “should” a lot.

Should is not “must”. It implies a choice. If you are intentionally using should to create some wiggle room in the guidelines, I am concerned it is going to far.

For example. On page 59, the Eleven Mile Design Guidelines say that “Sidewalks should be accessible... Last time I checked the Accessibility Code, making new sidewalks accessible was a must, not a should.

I think the Steering Committee needs to revisit these passages and review the intent of each line item that includes a should to make sure the implied choice is actually what was intended.

Best Regards,
Eric A. Murrell

From:
To:
Subject:
Date:

I am new to Berkley, just under a year, and in reading the masterplan one item leaves me confused, the reasons why the Bike Lane on Coolidge seems to be a problem.

We are on the East side of Kenmore, so very close to Coolidge, and all I see are the positives of having these lanes. If it were 2 lanes going each direction, you would double the noise level from the traffic and lose the on street parking for the shops that need it.

There are so many ways to get where you need to go (unlike in Massachusetts where we moved from) so if you really hate it you could avoid it. It is for such a short portion of Coolidge, I truly don't get why people don't want it.

Also, before removing, I would want to see what happens with the public space just South of Catalpa. We may find having that buffer will be appreciated once that space is used more.

According to the Masterplan it sounds like only the loudest are being heard. I am voting for it, or something similar, to stay.

Lynn

--
Lynn McNamee

From:
To:
Subject:
Date:

I would hope that some effort will be spent on allowance for "tiny house" developments as another option for people to age in place. My research shows that this trend is picking up energy and Berkley needs to be ready for it.

Thanks to all for the investment of time and energy into the city that we all call home.

--
Steve Allen

Berkley, MI 48072

From:
To:
Subject:
Date:

Hello,

I wanted to provide the following feedback about the master plan. As a west Berkley resident, I support the plan of allowing multifamily housing along the Greenfield Corridor. However, I believe the master plan should consider a road diet on Greenfield for the following reasons:

1. Access to Catalpa Oaks Park. We live close to a large county park that is currently isolated and difficult to access due to the busy highway. A road diet would allow families access Catalpa Oaks without driving and make Catalpa Oaks an integral part of Berkley.

2. Access to Greenfield businesses. Similar reasons as above. There are several businesses on the Southfield side of Greenfield that are impractical to access without a car. A road diet would further improve walkability and advance the environmental goals of the master plan.

3. Encourage new housing development on Greenfield. Examples 2 & 3 would help attract new multifamily development along Greenfield which is one of the goals laid out in the master plan.

I understand that a road diet on Greenfield would require coordination with Southfield, but it has already been successfully done between Royal Oak and Beverly Hills north of 13 mile. As such, I believe there should not be any real obstacles to this improvement that would help make Berkley even a more family friendly city to live in.

Regards,
Tuomo Kallio

From:	Erin Schlutow
To:	Megan Masson-Minock; Benjamin Carlisle
Subject:	Fwd: Comments on Master Plan Draft
Date:	Thursday, July 22, 2021 4:26:59 PM

Erin Schlutow
Community Development Director
City of Berkley
3338 Coolidge Hwy.
Berkley, MI 48072
248.658.3320
eschlutow@berkleymich.net

---------- Forwarded message ---------
From:
Date: Thu, Jul 22, 2021 at 4:19 PM
Subject: Comments on Master Plan Draft
To: Erin Schlutow <eschlutow@berkleymich.net>

Erin,

There were two items that I wanted to comment on in the Master Plan

1. Page 53 – Other Transportation Choices

Transit nodes should be implemented on 12 Mile Road, Coolidge Highway and Woodward Avenue. ***The term traffic node is not defined anywhere that I could find, this should be explained better.***

2. Page 67 – Picture Caption – Repurposed parking lot for outdoor dining in 2020 is incorrect, The picture is of the street.

Jack

Sent from Mail for Windows 10

From:	Erin Schlutow
To:	masterplan@berkleymich.net
Subject:	Fwd: Master Plan
Date:	Thursday, September 23, 2021 11:21:19 AM

Erin Schlutow
Community Development Director
City of Berkley
3338 Coolidge Hwy.
Berkley, MI 48072
248.658.3320
eschlutow@berkleymich.net

---------- Forwarded message ---------
From:
Date: Thu, Sep 23, 2021 at 10:21 AM
Subject: Master Plan
To: building@berkleymich.net <building@berkleymich.net>

Hello -

Please know that I just wanted to provide input on the master plan. I recently became aware that you have been working on this for some time apparently. I am not on Facebook, so maybe that is why I was wasn't aware? If you have another social media or email method of communication, please let me know.

In regard to the plan, I just wanted to express my DEEP concern with the thought of changing the zoning of the lots on Ellwood Avenue. My home is 3754 Ellwood, and we have seen a tremendous amount of construction of large, expensive homes on that side of the street. I am hoping it will continue. Since I have moved in there are now three $500+ homes directly across the street from me. The thought that this needs to be torn down so that a bunch of small, cheap multifamily homes can be constructed there is ludicrous.

To be clear, I am a construction management graduate from Michigan State. I have worked for many years of my career with a large multifamily home developer. I understand that there are infill areas of existing cities where multifamily makes sense. The homes on Ellwood Avenue do NOT resemble any successful multifamily developments I have seen.

My only other concern is the 12 Mile corridor. In my time studying urban planning at MSU we learned that slowing down traffic through downtown shopping districts is the fastest way to encourage people to shop (which spurs development). Driving or walking on 12 Mile today to eat or shop is stressful to say the least. I definitely do not like walking on the sidewalk with my daughter due to the speed of traffic next to me. I understand that you have an unsilent minority that wants to have high speed roads running through our town. But the problem is that most of this traffic will just by-pass the downtown entirely as they travel to Royal Oak instead. They are going so fast that they cannot even see the businesses our town offers. Please look to Birmingham's Maple Road. This street on the west side of the downtown recently went on a diet down to 2 lanes with a center turn lane from 2 lanes in each direction. The traffic is now MUCH smoother and their downtown is better than ever. I would love for 12 mile to go this route as well. During the construction last year it was very smooth and I felt very comfortable to be downtown eating and shopping.

Who can I talk with to voice my concerns?

Thank you for your time and consideration.

Glenn

From: Brandon Alger
To: masterplan@berkleymich.net

Subject: Master Plan Comments
Date: Wednesday, July 28, 2021 9:54:50 PM

Hello,

I wanted to add some comments to the Master Plan on a few sections: Comments are sorted by section, below:

Section	Quote or Topic	My Comment
3	"Berkley is Welcoming" Photo (of Berkley Days)	That's actually my photo; taken May 18, 2018. I'm cool with you using it, but please credit me. Thanks. Also if you want the original version I can get it to you.
4	Low-Density Multiple Family Zoning	I disagree with the limited number of areas zoned for this. If you want to create a "buffer" or build out in an already developed community you need more than 25 or so parcels for MFH. Berkley has a significant lack of "middle" housing and the plan as proposed would not permit for notable addition of this.
5	Infrastructure: The Sidewalk Replacement and Fall Tree Replacement programs maintain and beautify neighborhoods and provide needed green infrastructure to mitigate increased stormwater.	Trees and green infrastructure are important. We need this. That said, alone they do not provide the needed infrastructure to mitigate. They're a temporary measure and Berkley should do more to expand CSS capacity in areas where sewer infrastructure is known to be inadequate per the 2019 sewer study. Not including this as part of a master plan is a huge miss (or maybe I missed it, if so, disregard comment.)
5	AGING IN PLACE: Berkley has an aging population, with the number of residents 65 years or older expected to double by 2045. To accommodate, Berkley wants to help residents as they age to live in the home and community of their choice, often referred to as "Aging in Place"	Frankly this is just inaccurate. Despite having a lower percentage of <18 year olds, Berkley has one of the youngest median ages of any community in Metro Detroit, with only 12.6% of the population over 65 (metro average @17.0%). A focus on aging is unnecessary and seemingly out of place in a community that is disproportionately aged 30-49 (see Census ACS numbers). I don't understand why such a major part of the master plan is focused on a subject that affects such a small part of the community. As people age, many move and this is common everywhere - not just Berkley. The layout, design, and housing stock of the city lends itself to younger demographics, which is why the demographic of a city that largely developed 70-80 years ago is largely people born from 25-45 years ago.
6	Create Better Buffers Due to the nature of Berkley's layout, corridors more often than not abut single-family properties. This can create stress between the quiet residential neighborhoods and the bustle of commercial corridors.	I disagree with this as a need. Part of what makes Berkley unique is that the neighborhoods abut commercial corridors. There is no limit to communities in Metro Detroit with great big buffers. Not in Berkley. We should own this and limit buffers wherever possible. If someone doesn't want to live by a business, they won't buy a house next to a business.
6	11 Mile District - General Comment	This is really a missed opportunity. There's a lot of potential to enhance this corridor and make it desirable. Oak Park is doing this; Berkley is not. A revised and modern parking code coupled with turning 11 Mile into a 3-lane road with storefront street parking would allow Berkley to see the updates and investment we see on the Oak Park side.
6	Robina to Greenfield – Industrial/Retail A unique mix of industrial and retail, this portion of 11 Mile is starting to redevelop as a walkable corridor. The City should allow re-use of industrial buildings as lofts and other multiplefamily uses here. The design guidelines as illustrated on this page should be implemented via zoning changes. Improvements within the pubic right-of-way (R.O.W.) and private properties should be coordinated to improve the overall corridor.	This is a good vision of what 11 Mile could be. Redevelopment potential on 11 Mile would improve significantly if the ROW and traffic pattern were updated and better targeted to uses in 2021.
6	The following design guidelines apply to South Coolidge: New development is two stories at the street edge, with an occasional third story set back from the street and adjacent neighborhoods.	I don't understand the purpose of this. Three stories is fine and complicating the design by requiring a third story be set back on already-limited depth lots seems unnecessary.
7	Rethink the Role of Parking Lots Currently, the City's policies treat parking lots as needed places to store vehicles, assumed to be the primary mode of transportation. The City should amend its policies and programs for parking lots as opportunities for sustainable design and places that welcome all forms of transportation. Zoning amendments could include increased flexibility for parking in mixed-use corridors, decreased vehicle parking requirements overall, requiring bicycle parking, allowances for permeable pavers, and requirements or incentives for green infrastructure within parking lots.	I love this. One of my biggest complaints about Berkley is how much empty parking we have in our walkable downtown area. The requirements for empty parking severely limits redevelopment potential. And it looks bad. And it is a huge storm infrastructure liability. The Master Plan should be written in a way that requires updating the city codes on this ASAP.
7	Maintain and increase Berkley's Tree Canopy Berkley's tree canopy, the percentage of Berkley's area covered by trees, should be maintained and increased. The 2020 Parks and Recreation plan recommended prioritizing replacement and upgrade of existing tree canopy using the criteria of potential for stormwater capture/detention. The Fall Tree Replacement Program currently offers new tree planting in the street right-of-way for Berkley residents on a first come, first serve basis. The City should include tree maintenance and planting, as feasible, in all projects and improvements.	This is also super awesome. Thank you for including this. I would love to see something in here about tree removal too. Trees get old. Sometimes they have to go. We need to have a system in place that removes 1 tree at a time from a block. The current system cuts 3, 4, or more trees in succession completely decimating a block's ability to retain storm water in the canopy. This needs to stop. Trees should also never be removed for sidewalk right of way passage.

Sorry about the awkward comment format. I had a few things to share :) Feel welcome to email or call if you need further clarification. Overall a great plan, I tried to highlight a few things that I really liked, but understand there's a lot of other things I really liked too, Thanks for your work and efforts on this. Also, thanks for reading this - and even if you can't incorporate some of these comments, I had better see you credit me for my photo in the final document! :-P, haha.

Regards,
Brandon Alger

From:	
To:	masterplan@berkleymich.net
Cc:	Matthew Baumgarten; Erin Schlutow Master Plan Comments
Subject:	Wednesday, September 22, 2021 4:13:37 PM
Date:	image001.png
Attachments:	High
Importance:	

Hello Berkley Master Plan Team,

First of thank you for all the efforts put forth on the new Master Plan for the city of Berkley. As an active investor and volunteer (of 29 years) in the community I am very encouraged by this forward thinking and the thoughtful approach you have taken. We own a total of two and a half blocks of real estate that has Coolidge frontage between 11 Mile Rd. and Harvard and another commercial piece of property on 12 Mile Rd. within the DDA District. Additionally, we own the corner of 11 Mile and Coolidge in Huntington Woods (Huntington Cleaners Location) and two parcels and building on the 11 Mile and Coolidge corner in Oak Park that are currently under construction in order to bring in a new restaurant/bar to the area. So, we have a vested and keen interest in the future development of the area and the final Master Plan recommendations that will be presented to the city council.

As a business owner and property owner/developer who has completed multiple projects in Berkley and has plans for additional projects in the city, I have reviewed the draft master plan and have the following comments/recommendations: I hope you will consider my comments below as you deliberate the future of our great city.

- Allow ground floor living units in the Gateway Corridor District, which are not currently allowed as the ordinance is written. This is listed as a use that should be added to this district on page 36 of the draft master plan
- I do not think that the density of multi-family housing developments should be limited by the lot size divided by 500 equation that is listed in the current ordinance, but rather by the required lot setbacks, maximum building height and number of stories, minimum size per unit type, and off-street parking requirements for the district that the development is located within.
- I think the parking requirement of 2 spaces per dwelling unit should be decreased to 1 or 1.5 spaces per unit as the city encourages walkability and bikeability with the new master plan. A lot of multi-family housing developments will have 1-bedroom units geared towards empty-nesters and single young professionals, both of which often only have one car. For reference, Ferndale requires 1.5 spaces per dwelling unit + 1 space for every 10 units as guest parking for multi-family housing developments (per section 24-223 of their zoning ordinance), and Clawson's requirements vary based on unit type: 1 space for an efficiency/studio unit, 1.5 for a 1-bedroom unit, 2 for a 2-bedroom unit, and 3 for a 3-bedroom unit or bigger (per section 34-1074 of their zoning ordinance)
- Related to the comment above, the shallow nature of the lots along Coolidge Hwy in the Gateway Corridor district makes it difficult to provide the current parking requirements for a multi-family housing development as a buffer between the building and the adjacent single-family lots on side streets like Harvard, Cambridge, and Columbia. Page 56 of the Master plan references this hardship specifically, and has the following recommendations

as potential solutions:

- **Re-purpose residential property** - Commercial corridor properties can be expanded by re-purposing adjacent residential property. The "Potential Corridor Expansion/Transitional Buffer" future land use category indicates where residential property could transition to provide additional space for corridor properties. Such expansions should be considered on a case-by-case basis as part of a zoning approval process. The main part of that process is to ensure future commercial expansion does not adversely impact the adjacent residential parcels.
- **Change parking regulations** - Relaxing parking requirements is appropriate when other parking options may be possible – municipal parking lots or shared parking – such as in the Downtown

- Another potential partial solution to encourage development along the Gateway Corridor district is the closure of side streets that connect to Coolidge in order to help consolidation of lots into viable development opportunities (similar to how Larkmoor Blvd was vacated behind the parking lot for Westborn Market and no longer connects to Woodward). As an example, future developers could be exploring the closure of a portion of a road like Columbia Rd where it connects to Coolidge on the east side in order to enjoin the side (north and south) parcels into a longer contiguous piece of land that would accommodate a viable project. I don't believe the Master Plan addresses this as an option specifically, but maybe a section could be added to inform residents and business owners how that process would work and what approvals would need to be achieved.

- This isn't related to the Master Plan per se, but I find the annual $240 registration and inspection fee per unit to be excessive and potentially a hindrance on future larger-scale multi-family developments. As an example, a 50-unit apartment complex would cost an additional $12k per year of cost which will be close to the equivalent of an entire years' worth of rent on one of the project units.

Thank you for your consideration, I look forward to being a very active member of the Berkley business and development community.

Kindest regards,

Wayne M. Wudyka
Chief Executive Officer

CRDN HUNTINGTON CLEANERS Wesch CLEANERS HUNTINGTON WINDOW FASHIONS

Main **Direct**

From:	Mike R. Rhein
To:	masterplan@berkleymich.net
Subject:	Master Plan Feedback
Date:	Monday, August 23, 2021 10:44:13 AM

Good Morning!

I read through the majority of the Master Plan yesterday and think that overall, the vision for Berkley is great. I love how the residential, gateway, and downtown corridors were designated, the ideas for housing in the future (especially ADUs), and the continuous implementation of art throughout the city to give traditional buildings new life. Addressing the cities' needs for updates to the sewer system and rainwater management is important to me as well, and I'm glad for the continuous improvement.

I have a few remarks that may or may not be under consideration. Please see below:

-I am interested to hear more about electric vehicle infrastructure and alternative energy solutions throughout the city. I think these opportunities bring the city great potential.

-Was the thought of parking structures addressed instead of adding new parking lots? Parking structures would centralize the Downtown Corridor traffic, but presumably cost more than adding new lots. What happens when the parking lots aren't needed anymore once autonomous vehicles and ridesharing become more mainstream?

-Were the types of businesses and where each could exist in the city addressed, especially with the recent allowance of businesses in the cannabis industry?

-If Berkley is truly considered a walkable neighborhood with a 77/100 score, we should continue to capitalize on that strength in the Downtown and Gateway corridors. Speed limits on 12 Mile and Coolidge should be reduced to 25 mph, and 12 Mile should get a road diet similar to Coolidge. I currently do not feel comfortable riding my bike on 12 Mile, but would if the city made those measures. I think it would also help to further centralize the city around those areas.

Looking forward to continuing to make this city a place people love to live and visit!

Thanks,
Mike Rhein

From: Bob Lathrop
To: masterplan@berkleymich.net
Subject: Master plan
Date: Wednesday, August 11, 2021 10:23:17 AM

My thoughts on the draft master plan.

The plan should have included the current zoning map for comparison. The previous plans mentioned as bullet points in the Systems section should have been included as it’s own page for more elaboration. The transportation section should have included city owned electric vehicle charging stations available at city hall, library, community center. The charging stations would be a source of revenue for the city. There are several typos in the draft.

Bob Lathrop

From: Zach Barnhart
To: masterplan@berkleymich.net
Subject: Potential Corridor Expansion/Transitional Buffer Zone
Date: Monday, July 26, 2021 1:04:55 PM

Hi,

I was taking a look at the Master Plan and was curious about the potential corridor expansion/transitional buffer zones. What does this mean for people who live in a house that are in these sections? Would they be forced out of their property? I don't fully understand what it means for people living in a house in these sections.

Any insight would be helpful.

Regards,

Zach Barnhart

From: GRANT JEFFRIES
To: masterplan@berkleymich.net
Subject: Re: Comments on Draft Master Plan
Date: Wednesday, September 22, 2021 11:45:04 AM

Hello, as a follow-up to my comment on the parking requirements for multi-family developments, I wanted to share the requirements the city of Clawson uses, which seems like a very fair and rational approach:

One for each efficiency unit
1½ for each one-bedroom unit
Two for each two-bedroom unit
Three for three-plus-bedroom unit.

Thanks again for your consideration

GRANT JEFFRIES
PRINCIPAL

On Tue, Sep 21, 2021 at 10:16 AM GRANT JEFFRIES < > wrote:

> Hello,
>
> As an architect who has completed a few projects in Berkley, and has a few active projects as well a some potential upcoming projects in the city, I have reviewed the draft master plan and have the following comments/recommendations:
>
> - Allow ground floor living units in the Gateway Corridor District, which are not currently allowed as the ordinance is written. This is listed as a use that should be added to this district on page 36 of the draft master plan
> - I do not think that the density of multi-family housing developments should be limited by the lot size divided by 500 equation that is listed in the current ordinance, but rather by the required lot setbacks, maximum building height and number of stories, minimum size per unit type, and off-street parking requirements for the district that the development is located within.
> - I think the parking requirement of 2 spaces per dwelling unit should be decreased to 1.5 spaces per unit as the city encourages walkability and bikeability with the new master plan. A lot of multi-family housing developments will have 1-bedroom units geared towards empty-nesters and single young professionals, both of which often only have one car.
>
> Thank you for your consideration,
>
> **GRANT JEFFRIES**

PRINCIPAL

From:	"Joel Ulferts" via Master Plan
To:	masterplan@berkleymich.net
Cc:	council@berkleymich.net
Subject:	Re: Master Plan feedback
Date:	Wednesday, September 22, 2021 8:32:17 PM

Additional feedback:

Would it be possible to reference or incorporate the parks and rec plans?
https://www.thelakotagroup.com/wp-content/uploads/2018/09/20190708-DowntownBerkleyMasterPlan.pdf?fbclid=IwAR2m5p-zcWsngIUDDbVuMU7awg3sq1PxpgfaGoMrLZHFXOR43SeEuLI-e9U

The "existing land use" zoning map is not accurate. It fails to show current duplexes and vacant lots. For example 3175 Oakshire and 3125 Kenmore

The "future land use" does not reflect the goals on page 5. The coolidge corridor is being expanded into neighborhoods.

A two page table might better layout the differences in what where how of zoning 29-41 covered on 43-61. Similarly, the design guidelines on page 57-67 could be in a table for quick comparison. References early on would help. Page 14 subjects are expanded upon on page 17 and 70 with a conclusion on page 78.

On Saturday, July 24, 2021, 07:35:02 PM EDT, Joel Ulferts wrote:

Hello Master Planners,

Can I please get a copy of the Master Plan appendices? It is referenced thruout the plan but cannot be reviewed and confirmed.

My feedback

On page 14, The lack of vacant land and space for additional parks is implied to be an obstacle for storm water management and more recreational opportunities yet our fields could be used for water retention (page 70) and our streets for recreation (page 73). The pathways are mentioned in the implementation (page 78) but why not restrict drainage from fields?

Berkley could also actively pursue buying back land. This may not be reflected on the future land use map (page 26) on purpose. For example, the vacant parcel adjacent to oxford park. If uses change for institutional buildings, a park could be considered over residential or mixed use on page 40. The corner lot across from me will soon be available for new development and would make a good retention facility since this corner is already used as such and slated for infrastruture improvements.

Page 17 The parking situation, not including on-street parking, is underestimated and could include a disclaimer. The parks and institutions has increased from 46 to 74 acres with the addition of oxford? Subtracting LaSalette? The green infrastructure improvements for parking and parks on page 69 and 74 are not mentioned on page 76-78 for implemention. Overall, zoning changes in corridors seem to take priority over green infrastructure. An infrastructure map might be a good addition.

Page 18 the number of senior citizens is anticipated to rise more than 70%. What about the other age groups?

Page 20 why are business services at non commercial sites not considered in this plan? Btw, standard is mispelled.

Page 26 The multiple family zoning west of coolidge could show current zoning vs potential corridor expansion. Most is currently zoned RM for medium density?

Page 29 the what should include existing duplexes (R-2). Additional duplexes in corridors subject to zoning changes ...

Page 30 the how might refer to ordinance in addition to regulation. The newly constructed homes are not only built higher than existing (page 44) but also have increased grade.

Page 32 doesnt mention the lasallette development specifically but does mention updated zoning ordinance for future low density multiple family buildings. The design requirements in the Implementation include changes to setback?

Page 33 the high density category (RMH) preserves existing multiple family buildings THAT serve ...

Page 35 there is a drive through bank and gas station in the downtown district

Page 45 consider omitting aspectS "which the general public is not aware

From:	Jason Cauley
To:	masterplan@berkleymich.net
Subject:	Regarding the Demographic analysis
Date:	Monday, September 20, 2021 1:59:31 PM

In the bullet points, it is correctly noted that those aged 25 and under are underrepresented by a large margin. It then states that the other age demographic ranges are within 5%, suggesting that the other age ranges are roughly represented accurately.
However, when you look at the numbers this isn't the case. According to the 2018 census estimates cited in the master plan, people between the ages of 45-64 and 65+ account for 38.7% of the population, the percentage of respondents in this same age group accounts for more than 57% of total responses.
Additionally, those aged 65+ account for 11.7% of the population and 18.3% of the respondents. Not only is that more than a 5 percentage points difference, that also means that those 65+ are over-represented by more than 60%!

From:
To: masterplan@berkleymich.net
Subject: Master Plan Comments
Date: Tuesday, September 21, 2021 10:53:55 PM

Dear Master Plan Team:

As a long-time resident, I am generally satisfied with the Master Plan draft document. I am particularly glad to see a focus on updating the zoning ordinance to allow accessory dwelling units within the single-family district. Although I would like to see duplexes permitted within single-family, I believe the goal of continued study of duplexes within single-family is in line with community feedback. I do not think most people in the community would want to allow duplexes within the single family zoning districts right now, and that is reflected in this document.

I have comments on two other items.

The first is regarding the “Walk score” of 77 which is mentioned quite frequently. What exactly is the source for this? If it is walkscore.com, it is my understanding that the score varies greatly depending on your address. Homes within a block of 12 mile have a high walk score in the 70's, but homes elsewhere do not. As someone who once lived a block from 12 Mile near the downtown area, I would agree that the area is very walkable for a variety of errands and entertainment. But that is not at all the case now that I live in a different area of the city. I think saying the entire city has a high walkability score is misleading and will discourage necessary changes in the future. I think the plan should clarify that homes near 12 Mile have high walkability scores and describe those that do not. This could be used as a framework for potential changes since walkability highly valued in the surveys.

Second, is regarding Royal Avenue and 12 Mile. The draft plan references the 2018 Downtown Design Guidelines and 2019 Downtown Master Plan. One problem I have with these documents is that it includes concepts to remove the dead end to connect Royal with 12 Mile. This would require the current owner of the property to sell to the city or have it taken through eminent domain. I personally doubt the City would take this property through eminent domain, but the fact that it is part of an adopted plan lays the groundwork for the City to do so since Michigan eminent domain law requires a plan showing the property to be taken, which is already completed. If that is not the intention, perhaps now would be the opportunity to clarify what the goal is in that area in the City Master Plan.

Thank you for considering my comments. And thank you to the City staff, Planning Commission, and Steering Committee for taking the so much time to prepare this community document.

Regards,
Joshua Hunter

From: Lorene Branch
To: masterplan@berkleymich.net
Subject: Additional item to consider
Date: Wednesday, September 22, 2021 7:17:09 AM

Hi! Generally, I thought the plan was great and it addresses and expands on all the strengths that led me to buy in Berkley and the future goals I have for the community my daughter will grow up in.

Is there room (and time) to add some consideration for moving dark sky compliant lighting fixtures at the municipal level where feasible and also encouraging and educating residents about dark sky benefits? There's lots in there about green spaces but I didn't see anything about trying to reduce the light pollution that is a huge problem in modern suburban and urban communities.

https://www.darksky.org/our-work/lighting/

Thanks for all your work!

Lori Branch

Sent from my iPhone

From:	Erin Schlutow
To:	masterplan@berkleymich.net
Subject:	Fwd: Master Plan Feedback: Opposition to Multi-Family Housing
Date:	Wednesday, September 22, 2021 12:13:46 PM

Erin Schlutow
Community Development Director
City of Berkley
3338 Coolidge Hwy.
Berkley, MI 48072
248.658.3320
eschlutow@berkleymich.net

---------- Forwarded message ---------
From: **Emily Jane Kemner** <
Date: Wed, Sep 22, 2021 at 11:45 AM
Subject: Master Plan Feedback: Opposition to Multi-Family Housing
To: <building@berkleymich.net>

Good morning!

My name is Emily Kemner, and I am a resident here in Berkley on Ellwood Avenue along with my husband and beautiful dog. We moved to Berkley a few years ago, and have absolutely loved our time here. The community has been welcoming, the area is great, and I have never lived somewhere where the residents, council, government, etc. actually care so much about the future of the area.

First of all, let me just say thank you for providing such a detailed Master Plan, I found it really illuminating and easy to follow.

As a resident of Ellwood Avenue, I would like to voice my strong opposition to the proposed multi-family housing on Greenfield and Ellwood. While I understand the push for more varied housing types in our community, multi-family housing on these two streets would greatly decrease the quality of life for all current residents in the area.

I do see the efforts to incorporate this idea of multi-family housing into our existing "feel" of the community - the proposed photos as appropriate examples, fronting on to Ellwood for a continuous front door appearance, and limited the height to 3 stories. I strongly feel that these are not enough, and I have concerns that they won't be applied to the extent they are outlined in the plan. My main concerns are:

- This will take a quiet, calm, cozy area and make it very busy. While yes, Greenfield is a five-lane (at spots), relatively high-speed (35-40mph for the majority of the stretch in Berkley) road, Ellwood is not. The reality is Ellwood backs up to Greenfield and it isn't fair to apply the characteristics of Greenfield rd to a residential street like Ellwood.
- Increased traffic due to increased population density - I see that no driveways should be accessible via Ellwood, but even utilizing the perpendicular side streets will greatly

affect the traffic patterns on roads like Webster, Ellwood, Morrison, Catalpa, etc. We already have a huge problem of people using Webster as a through street from Greenfield to Coolidge, and speeding through the neighborhood, and I feel this will only get worse with the addition of multi-family housing.

- A closed-in feeling/decrease in the nice, cozy neighborhood feel - while limited to 3 stories, that is still an incredibly tall building that will tower behind the houses on Ellwood avenue. Part of what attracted us to Berkley in the first place was the residential/neighborhood feel with good trees, quiet streets, etc.
- Multi-family housing is almost always exclusive renters, who are an inherently transient population. My husband and I were formerly renters ourselves, of course, in an apartment complex in a large business area of Troy. I know that renting has gotten more difficult across the country in recent years. However, the needs of a renter vs. a homeowner greatly differ. The attitude towards their area differs, and their overall experience in their neighborhood differs. When we first moved in, we were informed by many neighbors on our street that our house was previously populated with renters, and that they were so grateful to have homeowners move in, as while the renters were kind, they didn't care about/contribute to the community.
- It is no secret that street parking is an issue that Berkley faces in residential areas. Our streets are already congested with parked cards just fro. It's also no secret that finding parking at apartments/multi-family housing can be very difficult as well - when renting in Troy, my husband and I often faced problems finding a convenient parking spot. I am greatly concerned that in an effort of convenience, the multi-family home residents and their guests will street park on roads like Ellwood, Thomas, etc. because they could potentially be more convenient than the existing parking near their structure. In this proposal, there are only 10 visitor parking spaces for 32 townhouses, which I don't believe is enough at all.
- Construction - This plan is a big undertaking that will require a lot of construction. And we know that even the best-laid plans can be de-railed, and construction almost always takes longer than expected, usually years. The construction of this project will greatly, greatly decrease quality of life for all those living on Ellwood ave.

I have a few other smaller concerns, but I feel like I've already provided enough for you all to read :) I do have a few questions that weren't clear to me from the plan as well:

- What is the unit density per acre in all of Berkley? I didn't see that in the plan, and the most recent information I could find online was from the 2010 census, which showed about 10.6 units per acre. I know there's been a lot of growth since then, so I don't think that's accurate anymore, and I'd like to compare/contrast to the proposed 12.1 unites per acre for the multiple family development (it's just hard to picture with no context).
- Unrelated - I did not see anything about the proposed social district, like what they recently did in Oak Park, in this plan. Is that a separate effort? Just curious! I think it's a lovely plan for a way to revitalize our downtown area.

Again, I want to thank you all so much for the incredibly detailed plan, for soliciting feedback from the community, and for taking the time to read my comments and concerns.

I greatly appreciate it,

From:	"Vic p" via Master Plan
To:	masterplan@berkleymich.net
Subject:	Master Plan End Bike Lanes
Date:	Friday, October 01, 2021 12:36:59 PM

I was reading through the Master Plan proposal. I have to say this little bike lane experiment needs to end. Nobody wants them, nobody uses them, and they cause too much congestion. Bikes belong on the sidewalks with all pedestrian traffic. Berkley only has about 100 bike-able days a year (50deg or higher average and historically little to no rainfall. To cause all that congestion 365 days a year for something that can only be used less than a 3rd of the year by a dozen or less people is ridiculous. I no longer patronize any of the businesses on Coolidge because it's not worth the hassle and expanding it onto to 12 mile will only hurt businesses more.

Sincerely,
Victor Piaskowski

From: Lauren
To: masterplan@berkleymich.net
Subject: Master Plan
Date: Saturday, October 02, 2021 12:29:24 PM

Hello,

I would really like to see a dog park. The ones that are close to us only allow their residents the option to by a pass. The ones that allow non residents are in Madison Heights (over 20 min away). I have tried contacting Ferndale telling them Berkley residents would love to be able to take their dogs there (I would even pay an increase fee). Maybe this is something you guys can discuss with Ferndale. Pleasant view also has a dog run, but again only their residents.

I was bummed to see a splash pad built when kids already have several places to play in Berkley, but nothing for dogs.

Thank you,
Lauren

From: "Daniel Veres" via Master Plan
To: masterplan@berkleymich.net
Subject: Master plan feedback
Date: Monday, October 04, 2021 8:40:22 PM

Where is the plan for retention ponds? We need them to keep from flooding. Why not either use a corner of the Roseland Cementery for one? Or, adjacent to or in an existing park? It can be incorporated with a walk/bike path and buffer area.