

City of Berkley, Michigan



Master Plan Update

Adopted January 23, 2007

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*The work in this plan
is dedicated to Neil Jordan.*

Cover: Four seasons of change on Robina Avenue.

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City of Berkley, Michigan



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Introduction

The City of Berkley is located in the southeast corner of Oakland County, approximately 15 miles northwest of Downtown Detroit. The first European settlers to the Berkley area arrived in 1815. These pioneers developed residential homes, a community inn, and a schoolhouse to serve the population, which reached 468 in 1900 according to the Census for Royal Oak Township. By the early to mid 1920s, residents developed schools and other community services. It was during this time that Berkley's first Village charter was written, which was immediately followed by the first general election.

Development of the Village of Berkley accelerated and Berkley developed a police department and station, fire station, village hall, and began infrastructure installations including water mains and tower and paving of roads, starting with 12 Mile and Coolidge. By 1929, the U.S. Census shows 5,558 people in the Village of Berkley. In 1932, the Village incorporated and become a City.

Berkley is the Choice

If location is important for your next home or business, Berkley sits in the center of southeast Michigan. Berkley residents and businesses have easy access to every amenity available in the greater Detroit area – arts, recreation, sports and transportation – north, south, east and west!

For friendly neighborhoods

where the benefits of city life combine with a small town feel, Berkley has much to offer. Affordable and safe, walkable tree-lined streets, a strong school system – Berkley is made for families.

When civic pride matters

Berkley is unmatched. Berkley residents are proud of the city's culture, politics and social scene – past, present and future.

Your next home or business belongs in Berkley.

Like most first-tier suburbs, the vast majority of Berkley developed following World War II until 1960, when Berkley's population peaked at 23,275. During this time the City invested in improved community facilities, including a new library, community recreation center and new City hall and a number of businesses opened along the main corridors. From this strong foundation,

Berkley has evolved into a desirable residential community with small town charm.

What is a Master Plan?

A Master Plan is a document that provides a comprehensive long-range guide to manage growth, development and redevelopment in a community for a period of about 20 years. It includes analysis, recommendations and proposals for the community's population, economy, housing, transportation, community facilities, environmental resources and land use. A Master Plan focuses on the physical layout of various land uses and the compatibility of activities anticipated on the land. It provides a sound basis for any subsequent regulations, policies and programs intended to help achieve the goals laid out in the Master Plan. The City's previous Master Plan was created in 1989.

Comparison of the Master Plan to Zoning

The Master Plan provides general direction on the future development patterns, policies, and actions for community leaders to consider. While the Master Plan does not change the zoning ordinance or zoning of any property, some of the plan recommendations will be implemented through text and map amendments. Some of the other differences between the Master Plan and the zoning ordinance are listed in Table 1.

Using the Master Plan

The Master Plan is intended as a guide for

City officials in land use, development, zoning, and capital improvement decisions. The City should continuously strive to ensure effective use of this document and should reference the Master Plan to:

- Review development proposals – to confirm the proposal meets the vision of the Master

Table 1: Comparison of the Master Plan to Zoning	
Master Plan	Zoning Ordinance
Provides general policies, a guide.	Provides specific regulations, the law.
Describes what should happen in the future – recommended land use for the next 20 years, not necessarily the recommended use for today.	Describes what is and what is not allowed today, based on existing conditions.
Adopted under the Municipal Planning Act, Public Act 285 of 1931, as amended.	Adopted under the Michigan Zoning Enabling Act (Public Act 110 of 2006), as amended
Includes recommendations that involve other agencies and groups.	Deals only with development-related issues under City control.
Flexible to respond to changing conditions.	Fairly rigid, requires formal amendment to change.
Source: LSL Planning	

Plan.

- Review rezoning requests – to confirm the request is consistent with the City’s rezoning criteria including existing conditions, the future land use map, the appropriate timing of the change, consistency with the goals of the Master Plan, and potential impacts on the City.
- Provide a basis for amendments to the Zoning Ordinance and Zoning Map - to help realize and enforce plan goals.
- Understand expectations for the future land use pattern and desired land use types in the community to guide new development and redevelopment.
- Identify and recommend physical improvements to important resources such as roadways, access management, streetscape and entryways, sidewalks, parks, and public facilities.
- Provide specific design standards related to buildings, landscaping, and other site improvements for development and redevelopment throughout the community.

The Planning Process

The City of Berkley Master Plan represents a 19-month effort by public officials, City staff, regional agencies, and the public. The document was prepared primarily in cooperation with the Planning Department, the Planning Commission, and City Council. The process is described as follows:

- **Project Kick-Off.** At the beginning of the project, the City held a project kick-off meeting to determine the planning process and begin to establish the goals of the Plan. At this time the City distributed a ‘Notice of intent’ in accordance with the Municipal Planning Act, as amended.
- **Existing Conditions Report.** A description and analysis of the area’s physical and social features was then conducted. The current conditions of the City provide an understanding of the City’s strengths and weaknesses and serve as a basis for future recommendations.
- **Public Involvement.** Once data collection was complete, the public was invited to an open house in early April 2006. The open house included display boards of the catalytic projects for participants to visit and a brief presentation that summarized the process and recommendations of the Plan. The open house allowed the nearly 200 interested residents, business owners, and investors an opportunity to express their ideas either verbally and/or

in writing.

- **Analysis and Recommendations.** Based on the data collected from the existing conditions report and the experience of staff and consultants, information was then analyzed and recommendations were made for the future of the City. This information was presented to the City for review and comment.
- **Agency Review.** Once the City was satisfied with the draft plan, the City Council passed a resolution to initiate the required agency review period in JXXX 2006, in accordance with the Municipal Planning Act, as amended. This allowed a valuable opportunity for neighboring communities and applicable agencies to have an opportunity to submit their comments.
- **Adoption Process.** Upon completion of the agency review period, a public hearing was held to allow an additional opportunity for public comment at a Planning Commission meeting in October 2006. Following the hearing, both the Planning Commission and the City Council adopted the Master Plan in November.

Catalytic Project Approach

Because the City of Berkley has been largely built-out for many years, the focuses of the Master Plan Update becomes preservation of existing assets and recognition of appropriate, new opportunities. This is captured best in the Catalytic Project approach used in this plan. Projects that serve to boost redevelopment or the protection of essential assets in the community are considered catalytic.

One section of this plan is devoted entirely to four catalytic projects, which the City of Berkley believes will protect and enhance the community. They are:

- Downtown Plaza
- Coolidge Linear Park
- Greenfield Road Access Management
- Bacon/Beverly Residential

The City is committed to all elements of the Master Plan Update, but is especially focused on these four projects.

Existing Conditions

Population Characteristics

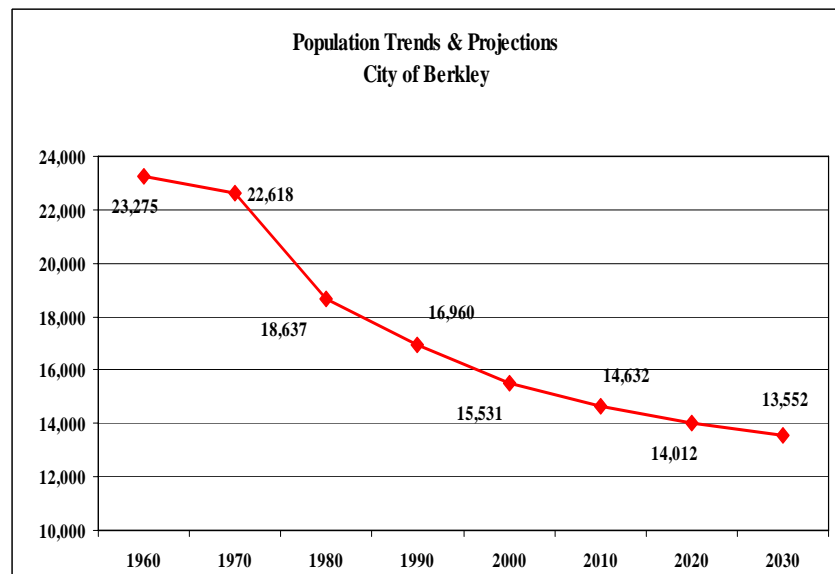
Evaluation of population characteristics provides a more comprehensive understanding of the people that live in Berkley. In turn, this information contributes to determining the needs and desires of residents and helps to formulate and support the vision for the future of the City.

Characteristics that are important in this process include trends and projections, age, ethnicity, education, employment, and income. The following discussion profiles the population characteristics of Berkley and establishes a few key findings about its residents.

Population Trends and Projections

- The population for the City of Berkley at the time of the 2000 Census was 15,531 people.

- The City of Berkley's population grew rapidly until 1960 when it peaked at 23,275 persons.



- The City of Berkley and nearly all of its neighboring communities have recorded population decreases since 1970. Some of the population loss can be attributed to suburbanization toward outlying communities while a portion can be tied to an overall decrease in household size.

Source: 1960-2000 U.S. Census Bureau and SEMCOG 2030 Regional Development Forecast

Table 2: Population Trends Comparison Communities						
	1960	1970	1980	1990	2000	% Change 90-00
Berkley	23,275	22,618	18,637	16,960	15,531	-8.4%
Ferndale	31,347	30,850	26,227	25,026	22,105	-11.7%
Huntington Woods	8,746	8,536	6,937	6,419	6,151	-2.9%
Oak Park	36,632	36,762	31,537	30,462	29,793	-2.2%
Royal Oak	80,612	85,499	70,893	65,410	60,062	-8.3%
Southfield	31,501	69,285	75,568	75,728	78,322	3.5%
Source: 1960-2000 U.S. Census Bureau						

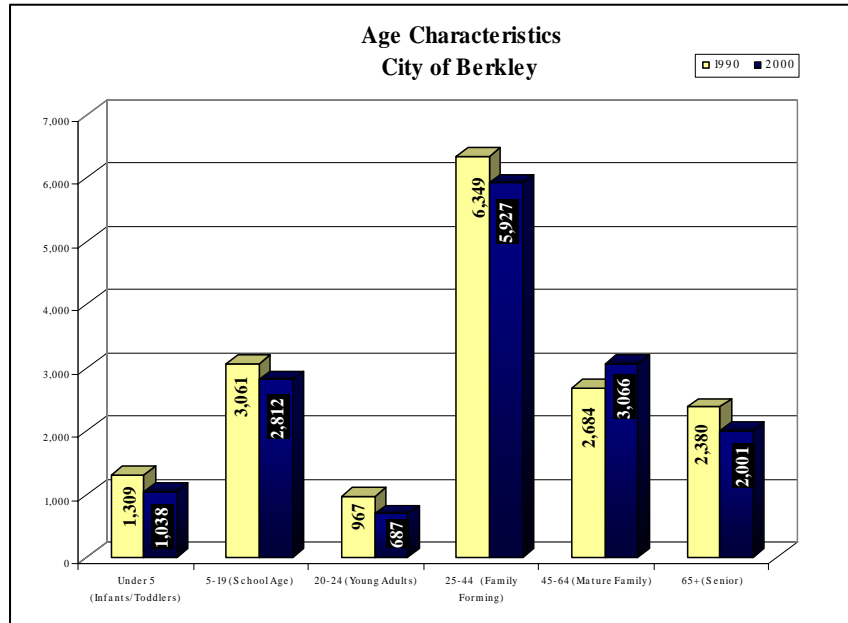
- The population of the area is expected to drop slightly over the next 25 years which is common in inner ring suburbs as new development is concentrated in outlying communities in neighboring counties.

Table 3: Population Projections Comparison Communities				
	2000	2010	2030	% Change 2000-2030
Berkley	15,531	14,632	13,552	-12.7%
Ferndale	22,105	20,532	17,880	-19.1%
Huntington Woods	6,151	5,823	5,595	-9.0%
Oak Park	29,793	28,125	25,634	-14.0%
Royal Oak	60,062	57,138	52,233	-13.0%
Southfield	78,322	75,810	73,397	-6.3%
Source: SEMCOG 2030 Regional Development Forecast				

- SEMCOG has projected that by 2030 the City will have a population of 13,552 residents. This estimation is based on the number of building permits issued over a period of time which is then used to predict the amount of future development. Changes in the overall economy, housing market, local policy, or zoning and land use regulations each could affect the future population of Berkley.

Age Breakdown

- The largest single category, representing just over 38% of the population of Berkley, is those between the ages of 25 and 44 years, also known as the ‘family forming’ group. This explains why children under the age of 19 years represent nearly 25% of the total population.



Source: 2000 U.S. Census Bureau

- The only age group that increased since 1990 was the mature family group, those between the ages of 45 to 64.
- Nearly 13% of the population consists of the senior age group, which SEMCOG projects to grow in size as the baby boom generation matures and improvements in medical technology help people live longer.
- The median age for Berkley (35.5 years) is lower than county average (36.7 years). SEMCOG predicts this trend will continue as the proportion of young adults and family forming age groups within the City is expected to increase by more than 10% by 2030, while overall the county will only see a 2.4% increase.

Ethnic Breakdown

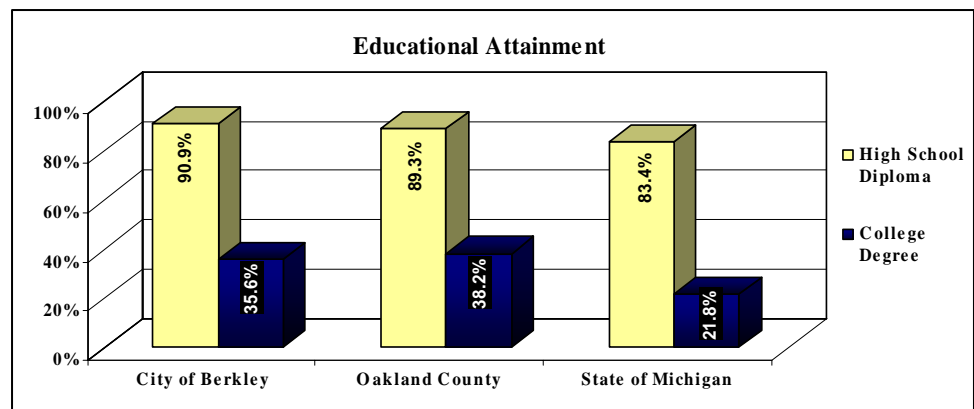
- The City has a small minority population with other or multi-racial groups comprising the second largest segment.
- The presence of minority ethnic or multi-racial groups increased between 1990 and 2000.

Race	Number	Percentage
White	14,923	96.1%
Black or African American	108	0.7%
American Indian & Alaskan Native	38	0.3%
Asian	160	1.0%
Native Hawaiian & Other Pacific Islander	2	0.0%
Other or Multi-Racial	300	1.9%

Source: 2000 U.S. Census Bureau

Educational Attainment

- Educational attainment in the City is comparable to that of Oakland County but is significantly higher than the State of Michigan as a whole.

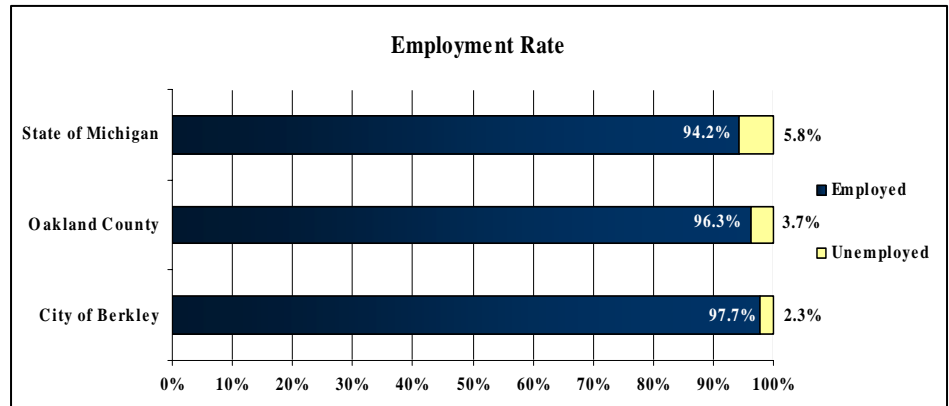


Source: 2000 U.S. Census Bureau

- More than 90% of the City's adult population (25 years and older) are high school graduates and more than 35% have acquired a bachelor's degree or higher. The City's overall educational attainment has consistently increased since 1990, when only 83.4% had a high school diploma and only 20.5% had college degrees.
- Increasing and maintaining high rates of post high school degrees have been found to be related to improving a City's vitality.

Employment Rate

- Just over 9,000 people in Berkley are in the civilian work force. Of that, 207 or 2.3% are unemployed.
- The City of Berkley's unemployment rate is lower than both State

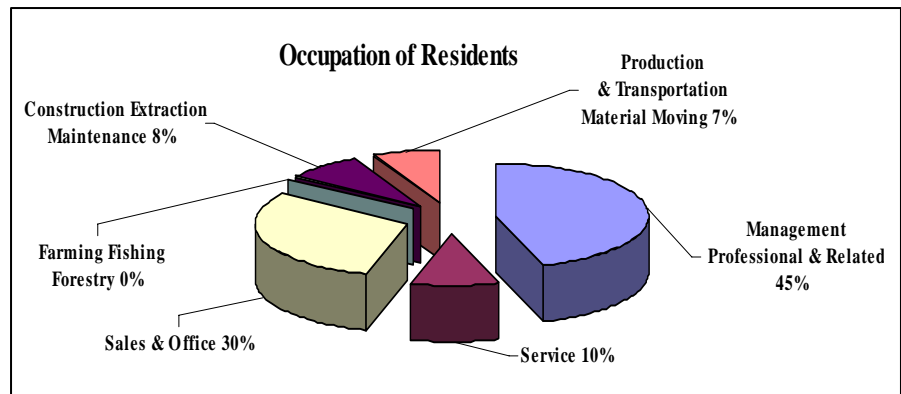


Source: 2000 U.S. Census Bureau

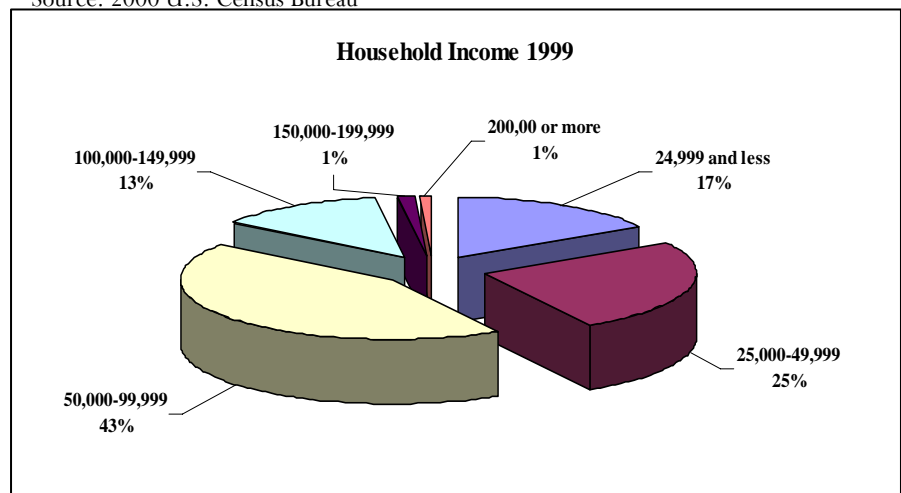
and County averages.

Occupation

- 85% of Berkley residents are employed in management & professional related, sales & office, and service industries, which indicates that most people work standard Monday through Friday 9 to 5 jobs and have nights and weekends available for other activities. The amount of 'white collar' jobs is also directly related to educational attainment and income.



Source: 2000 U.S. Census Bureau



Source: 2000 U.S. Census Bureau

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- Skilled labor 'blue collar' residents account for the remaining 15% of the labor force.
- The average commute for the Berkley resident in 2000 was 21.6 minutes, indicating that most Berkley residents do not work in Berkley.

Income

- The largest percentage of households, just over 43% earn between \$50,000 and \$99,000; however almost 17% earn less than \$25,000 per year, which is consistent with the county, but is generally low compared to the rest of the state.
- The median household income level in the City of Berkley has increased since 1990 by more than 57% from \$36,693 in 1990 to \$57,620 in 2000, not adjusted for inflation.
- Residents of the City of Berkley earn slightly less than County residents overall. The median household income in the City is more than \$4,000 under the County's median household income of \$61,907; however Oakland County is one of the wealthiest counties in the nation.

Population Key Findings

- The population of Berkley has steadily decreased since 1960 and is projected to continue in the future; however changes in the overall economy, housing market, local policy, or zoning and land use regulations each could affect the future population of Berkley.
- While the largest single age group in Berkley is those between the ages of 25 and 44 years, there is an increasing amount 45-64 year olds in the City. In the future, SEMCOG predicts a high ratio of young adults and family forming groups living in the City.

- Nearly a quarter of the population consists of children under the age of 19 years and nearly 13% of consists of the senior age group.
- The City has a small minority population with other or multi-racial groups comprising the second largest segment.
- Educational attainment in the City is comparable to that of Oakland County but is significantly higher than the State of Michigan as a whole.
- Berkley's 2.3% unemployment rate is lower than both State and County averages.
- 85% of Berkley residents are employed management & professional related, sales & office, and service industries.
- The average commute for the Berkley resident in 2000 was 21.6 minutes, indicating that most Berkley residents do not work in Berkley.
- While the average household incomes have steadily increased in Berkley they remain slightly behind County averages.

Existing Land Use Conditions

The City of Berkley has conducted an existing land use inventory of the community in order to best represent the development pattern and development potential.

The various land uses in Berkley are portrayed in the Existing Land Use Map and in Table 5 for each land use classification. A discussion of each land use category is presented below. Overall, SEMCOG reports the gross residential density of the City to be 5.42 units per acre and since 1990 there has been 0.1% increase in land coverage as it relates to land use. The gross density is consistent with the surrounding communities of Oak Park and Royal Oak and slightly higher than Huntington Woods. The increase in land coverage is consistent with Oak Park, Royal Oak, and Huntington Woods.

Table 5: Existing Land Use		
Land Use Category	Acreage	Percent of Total
Single Family Residential	879.9	62.6%
Multiple Family Residential	21.0	1.6%
Commercial & Office	74.0	5.4%
Industrial	16.5	1.3%
Institutional	10.5	0.7%
Municipal/Parking	250.0	17.9%
Parks & Recreational Facilities	35.8	2.6%
Cemetery	119.0	8.5%
Vacant	1.3	0.1%
Total	1,408.0	100%

- **Single Family Residential.** The single family residential category is composed of traditional single family detached dwelling units. The majority of the City is occupied by single family detached residential homes. Among this general category is considerable variation in lot size and subdivision design. While lots sizes range from approximately 3,800 square feet to more than 12,500 square feet, nearly 70% consist of lots ranging from 5,000 to 7,000 square feet. All create a traditional grid street pattern that direct traffic to major arterials within the City.

- **Multiple Family Residential.** There are a few pockets of multiple family land use within the City. This also includes a senior housing development. The majority are located near Coolidge Highway south of Catalpa. In all cases, multiple family dwellings have located on or near major roadways in the community. The buildings are primarily duplex homes or apartments. A few buildings are larger single family homes that have been converted to multiple dwelling units.

- **Office and Commercial.** Businesses categorized as Office and Commercial include uses such as professional offices, retail shops, grocery stores, dry cleaners, gas stations, salons, fast food restaurants and sit-down restaurants. Over many years these uses have developed along the main thoroughfares of the City including Twelve Mile Road, Coolidge Highway, Woodward Avenue, and some uses along Eleven Mile Road. Businesses along Twelve Mile Road between Coolidge Highway and Greenfield Road are the core business area for the community, Downtown Berkley. Residents and travelers along the roadway are offered a variety of business uses conveniently located near neighborhoods. Commercial and office uses comprise 5.4% of the City's land.

- **Industrial.** The City offers one industrial corridor and that is along Eleven Mile Road between Greenfield Road and Mortenson Boulevard. The industrial area is characterized by several small lots with an assortment of industrial uses such as warehouses, lumber yards, repair shops, contractor's yards, and other higher intensity uses. Some nonconforming automobile repair shops are located on Twelve Mile Road.

- **Institutional.** Institutional uses include churches, schools, and cemeteries. Similar to parks and recreation, they are an important aspect of the City's quality of life. As a traditional city, churches and schools are located within neighborhoods and are an important presence in many Berkley neighborhoods.

- **Municipal/Parking.** Within the core of the Downtown on Twelve Mile Road, there are a few public parking lots. They are located primarily between Robina Street and Griffith Street on the north and south sides of the businesses. There is also municipal parking located at City

Hall complex. Streets, alleys, and municipal parking within the City make up the second largest use of land. Streets and parking are discussed at greater length in the Transportation Section.

- **Parks and Recreational Facilities.** The City of Berkley has a number of parks and recreation facilities. Among the recreation facilities provided, there are athletic fields, playground equipment, picnic areas, and pathways. An important asset for the City is the Community Center which provides a gathering place for residents and source of entertainment. More detail is discussed in later sections of this report however the Existing Land Use Map identifies the location of these facilities. As noted on the plan, these facilities are dispersed throughout the City for convenient, walkable access for most neighborhoods.
- **Cemetery.** The Roseland Park Cemetery occupies approximately 100 acres in the City's northeast corner. The cemetery is home to the Roseland Park Mausoleum, the classically inspired, two-story building containing 1,300 crypts. It was the largest public mausoleum in the United States when it was dedicated in 1914.
- **Vacant.** There are very few vacant sites within the City. These are noted on the map.

Existing Land Use Key Findings

- The City has a solid residential base with ample land along road corridors that are appropriate for commercial and office. Currently the types of commercial and office uses do not fully serve the residents' needs.
- Most of the housing is in good condition however the relatively small lots limit the size and type of houses that can be in-filled or expanded.
- Multiple family within the City is of an older product type and the City lacks new, higher demand product types such as townhouse condominiums.

- Multiple family is concentrated along Coolidge Highway, far removed from the Downtown. While Coolidge Highway provides many services within walking distance to these residents, it is also important to the success of the Downtown to have as many residents as possible living nearby. Locations for in-fill multiple family residential should be considered in and around the Downtown.

- The appearance and uses along the Eleven Mile Road have become marginal and lack vitality. In addition, there are some uses that have negatively impacted adjoining neighborhood because of the views and noise. There is little allure for these sites to continue as industrial due to their impacts on residential and because the current market for industrial development requires larger sites and structures. Uses that are appropriate for this area are the hybrid uses that are both commercial and industrial because they make and sell, or store, products on site. These may include greenhouses, art/craft galleries, design studios, or home improvement materials. As such, these businesses need an industrial structure for their work and inventory with exposure along a main roadway for their customers. In order for Eleven Mile Road to once again become a thriving business and employment center for the City, strategies must be considered that will attract this new business type to the area and promote development and redevelopment that is compatible with the surrounding area.

Neighborhood Conditions

As described in the Existing Land Use section, the City's neighborhoods are its foundation. The following is a description of existing neighborhood conditions. This information is important in determining what action needs to be taken in order to ensure the neighborhoods continue to be the City's greatest asset and to ensure that the quality of life of residents is maintained, and improved as necessary.

Household Characteristics

Understanding the type of households in the City can assist in addressing their housing needs. As defined by the Census a ‘family’ includes married couples, married couples with children, and single headed households with children. ‘Non-families’ are householders living alone or households with roommates.

Table 6: 2000 Household Characteristics					
Comparison Communities					
	Berkley	Ferndale	Oak Park	Huntington Woods	Royal Oak
Family	60%	52%	68%	76%	50%
Non-Family	40%	48%	32%	24%	50%

Source: 2000 US Census

- Berkley has a greater amount of non-family households than Oak Park and Huntington Woods. Royal Oak’s even split can be attributed to more multiple family housing in Berkley.
- Since 1990, the percent of households in Berkley with children has decreased from 33% to 30%. It is also important to note that the percent of households categorized as married-couples with children is only 22%. Berkley’s trend in household type is consistent with national trends. The household type is increasingly becoming more diverse and communities are no longer dominated by married-couples with children.

Housing Development Trends

As a relatively built-out community, changes in the housing stock have been limited. Based on the US Census data, the number of total housing units has increased from 6,729 in 1990 to 6,833 in 2000, just 1.5%. Since the 2000 census, the building department has reported approximately 60

new single family home permits between the years 2000-2004. Many of these are situations where existing homes were torn down and replaced with new homes while others were development of vacant lots. There have not been any building permits issued for new duplex or multiple family housing units in the past 5 years.

To fully assess where Berkley is today, similar and nearby communities were used for comparison. This is important in understanding if current conditions are typical for a small, developed community. While the comparison communities vary in the total number of housing units all are within a close range in terms of past growth. Specifically, Berkley is keeping pace with the growth of Royal Oak.

Table 7 Housing Unit Trends Comparison Communities				
	1990	2000	2005	1990-2005 % Change
Berkley	6,729	6,833	6,897	2.5%
Ferndale	10,207	10,243	10,331	1.2%
Huntington Woods	2,411	2,416	2,418	0.3%
Oak Park	11,350	11,370	12,078	6.4%
Royal Oak	29,163	29,942	30,108	3.2%

Source: 2000 US Census; SEMCOG

At this time, SEMCOG does not have projections available to consider future housing growth. It is reasonable, however, to expect that housing growth in Berkley will remain at this same pace for a short period until there are no remaining building sites. The City could experience a sharper increase in housing units and population if higher density housing is introduced. With the diversification of household type alternative forms of housing will be in greater demand than a typical single family home.

Among single family homes, most activity will involve renovations and expansions to existing homes and home demolition with new homes constructed in their place. This presents different challenges due to the smaller lot sizes, current setback requirements, and ensuring new

construction is compatible with the surrounding neighborhood. New standards should be considered that promote renovation and expansion but ensure the character of the neighborhood is preserved.

Housing Unit Type

The existing land use map reveals that the predominant housing type in the City is single family homes. US Census data provides the number of housing units by type to better assess the variety of housing offered.

Table 8: 2000 Housing Unit Type Comparison Communities					
	Berkley	Ferndale	Oak Park	Huntington Woods	Royal Oak
Single Family	92% (6,286)	83%	87%	100%	72%
Duplex	1% (62)	7%	1%	-	3%
Multiple Family	7% (485)	10%	12%	-	25%

Source: 2000 US Census

- 92% of the City's housing stock is single family homes with only 8% comprising of dwellings with 2 or more units.
- In comparison to similar communities, Berkley is less diversified than Oak Park and Royal Oak but is relatively comparable to Huntington Woods.

Housing Tenure

Housing tenure is whether the housing units are owner-occupied or renter-occupied. This information has implications on the quality of housing, maintenance of housing, and the level of transient residents. While it is important to offer a diversity of housing for different needs, there is potential for undesired impacts if renter-occupancy levels are too high. Again, looking at similar communities assists in determining Berkley's current condition.

- There are 6,678 occupied housing units in the City of Berkley. Of that total Berkley has 5,731 (86%) owner-occupied units and 947 (14%) renter-occupied housing units. As shown in Table 9, generally Berkley has a greater percentage of owner-occupied homes than nearby communities and the County overall.

Table 9: 2000 Housing Tenure Comparison Communities						
	Berkley	Oakland County	Ferndale	Oak Park	Huntington Woods	Royal Oak
Owner-Occupied	86% (5,731)	73%	71%	75%	98%	70%
Renter Occupied	14% (947)	27%	29%	25%	2%	30%

Source: 2000 US Census

- While the city-wide breakdown between renter and owner occupied housing is not a concern, comparing the total number of renter occupied housing to the number of multiple family units (a common rental unit type), reveals that there are 485 multiple family units and 947 rental units. This implies that, in 2000 there were 462 renter-occupied single family homes within the neighborhoods.
- A closer analysis of block group data further indicates there were three areas in the City with where the number of renter occupied units far exceeds the number of multiple family units. This includes the City's far northwest and the central west, bounded by 12 Mile, Griffith, Tyler and Phillips. Also two block groups in the City's southeast quadrant, located immediately northeast of the 11 Mile/Coolidge intersection and in the area bounded by Woodward, Cambridge, Cass and Catalpa.

Age of Housing

The age of housing provides an indicator of the quality, character, and maintenance needs of the City's housing stock. Based on the US Census data of year structures are built, the majority of homes in the City are over 50-60 years old, having been built before 1960.

An older housing stock is attractive for many because Berkley neighborhoods have preserved the character of small, traditional neighborhoods. This character includes several homes with unique, timeless design details and tree lined streets that truly reflect a welcoming, family-oriented neighborhood. These qualities are in such demand that, in fact, many communities are attempting to re-create these features. That being said, maintenance and revitalization of older homes presents many challenges.

First, the cost of maintenance for older homes can be high because with age there are more problems and similar construction materials and equipment are more difficult to come-by. Second, the interior floor plan is not always conducive to modern lifestyles that seek larger kitchens, more rooms, and open floor plans. Third, while many desire the character of the neighborhood, homeowners prefer major renovation or demolition in order to have the home they desire. Re-investment in the housing stock is important to the future success of the community, however problems emerge when the appearance and/or size of the new home is not compatible with the neighborhood.

Table 10: Year Structure Built City of Berkley		
	Number of Units	% of Total
1999-present	45	0.70%
1995-1998	26	0.40%
1990-1994	63	0.90%
1980-1989	114	1.70%
1970-1979	467	6.80%
1960-1969	333	4.90%
1940-1959	4,729	69.20%
1939 or earlier	1,056	15.50%

Source: 2000 US Census

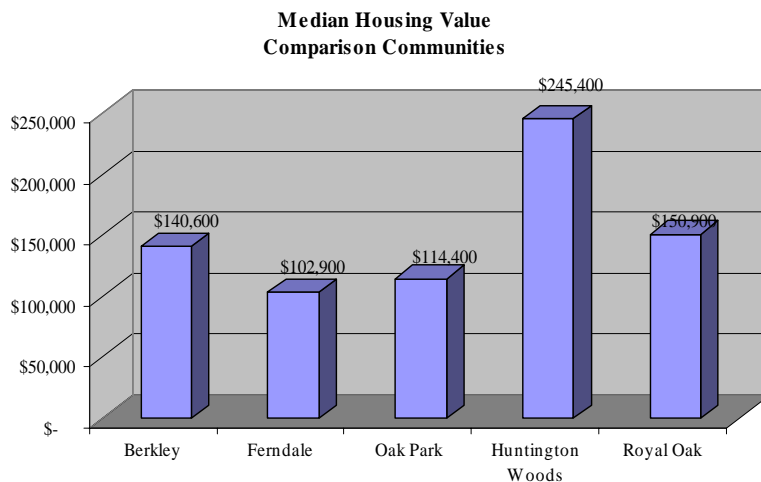
Value of Housing

The value of housing reflects the strength of the market; the types of homes based on factors such as size and quality, and the overall appeal of the community. Table 11 provides a breakdown of housing values in the City by designated value ranges determined by the US Census. The chart compares the median housing value of Berkley to other similar communities.

Table 11: 2000 Housing Value City of Berkley		
	# of Units	% of Total
Less than \$100,000	730	12.90%
\$100,000 to \$149,999	2817	50.10%
\$150,000 to \$199,999	1636	29.10%
\$200,000 to \$299,999	409	7.30%
\$300,000 and up	31	0.50%

Source: 2000 US Census

- The majority of housing units in Berkley range in value between \$100,000 and \$149,999.
- There are very few high value homes with only 31 homes more than \$300,000.



- Berkley's median housing value is \$140,600 and is generally comparable to other communities.

Census Tract and Block Group Level Analysis

To better analyze the conditions of Berkley neighborhoods, census block group information was collected that breakdowns key city-wide data by geographic location. For instance, while the overall median housing value for the City is \$140,600, census block group data can tell us the median housing values for different sections of the City. Each of these block groups are categorized within five census tracts. The key conditions evaluated by block group are total number of units, occupancy, tenure, and value.

- Overall, there is not a significant difference among the fifteen segments of the City.
- The northwest corner has a slightly higher vacancy rate in comparison to other sections.
- The highest owner-occupancy percentages are found in the northeast, with the southeast recording the lowest level of owner-occupancy. The lower value is generally attributed to the higher percent of multiple family in this neighborhood.
- Consistent with the high owner occupancy levels, the northeast area has the highest median housing value for the City.

Nearby Community Facilities

A strong neighborhood will generally offer a variety of community facilities within walking distance or a very short driving distance. This quality is important because it promotes interaction between neighbors, saves precious time for residents, and promotes a feeling of familiarity which in turn reflects the safety and comfort of the neighborhood. Important facilities are discussed below:

- **Streets.** Due to the grid street pattern of Berkley, all of the neighborhoods have convenient and direct accessibility for vehicles. This provides quick and easy vehicular access to community facilities, recreation, education, shopping, and employment within the City or beyond. The City also has the advantage of no physical barriers such as an expressway or railroad lines that often divide communities.
- **Sidewalks.** The additional advantage of the grid street system is the connected sidewalks system that is also provided along the majority of streets throughout the City. Sidewalks in Berkley present valuable opportunities to maintain walkable neighborhoods long into the future. There are some gaps in connections and there are no bike paths. Bike paths require a wider pathway to accommodate all users.
- **Parks.** Providing a source of recreation within walking distance is an important element in building strong neighborhoods. Since Berkley is a built-out community with limited land available, it is not necessary to offer additional larger scale parks that offer all types of recreation. As noted, in the more detailed analysis of park land in the City, it is important to provide a 'neighborhood park' or 'mini-park' in deficient areas. The purpose of these types of parks is to offer limited recreation such as play equipment, picnic areas, and open fields. These parks should be located within neighborhoods, are smaller in size (0.25 to 1.0 acres) and are more commonly accessed by walking, biking or other non-motorized means. Based on the service area analysis provided in the Community Facilities section, there are underserved neighborhoods located immediately northwest, southwest, and southeast of the Coolidge Highway and Twelve Mile Road intersection. Because neighborhood parks and mini parks require smaller sites, meeting this demand is more feasible provided creative solutions are considered.

- **Shopping Nodes.** Walkable access to daily shopping is important because residents that live in an urban environment desire the convenience of making a quick trip either by car or walking to purchase milk, to drop off dry cleaning, or to pick up dinner. The sidewalk system supports this desire, however more is needed to offer that diversity of services within walking distance. Berkley is has the advantage of major roadways such as Woodward Avenue, Greenfield Road, Coolidge Highway, Twelve Mile Road, and Eleven Mile Road that can easily offer these businesses. As noted in the Existing Land Use section, while these business areas are available, many of the current uses do not serve daily shopping and service needs.

Neighborhood Key Findings

- With the changes in household characteristics in the past 10 years, the City should explore opportunities to offer more diversified housing options.
- While housing growth remains healthy and steady, the majority of housing construction activity will continue to be home expansions and complete teardown. This is because the majority of the single family housing stock is over 40 years old. Bulk requirements such as height and setbacks will need to be evaluated to ensure they can accommodate new home construction and more modern needs such as attached garages and large living spaces. This must all be done, however, without a negative impact on the character of the established neighborhood.
- The City has a high percentage of renter occupied single family housing. Property maintenance of rental homes can be a challenge for code enforcement and the transient nature of the occupants does not contribute to the strong sense of community. Efforts are needed to increase owner-occupancy in the single family neighborhoods and to enforce a high standard of maintenance for rental properties.
- Neighborhood park development in deficient areas at Twelve Mile Road and Coolidge Highway should be explored in order to provide nearby recreation for all residents.

- The future land use plan should provide neighborhood commercial nodes at key locations that will be walkable to all residents. Design standards for these areas are also needed to ensure the sites promote pedestrian-oriented features, safe and convenient traffic circulation, and the buildings reflect the residential character of the neighborhoods.



Transportation Conditions

Berkley is designed in a standard grid pattern common before and just after WWII. Major thoroughfares consist of Greenfield, Eleven Mile Road, Woodward Avenue, Twelve Mile Road, Coolidge Highway and Catalpa Avenue. With the exception of Catalpa Avenue, all of these streets have nonresidential uses abutting them. The majority of Berkley's local (residential) streets are through-streets with a few ending at parks and schools. Public alleys run beside many Woodward businesses and many Twelve Mile businesses. There are some municipal parking lots that are owned and maintained by the City. The majority of the parking lots are along Twelve Mile Road with one municipal parking lot on Coolidge.

Public Roads

Classification. National Functional Classification (NFC) is a planning tool used by federal, state and local transportation agencies since the late 1960's. The Federal Highway Administration (FHWA) developed this system of classifying all streets, roads and highways according to their function. The FHWA publication, Highway Functional Classification: Concepts, Criteria and

Procedures, provides the basis for much of the following information. While there is no interstate within the boundaries of the City, I-696 is located to south of the City with interchanges at Woodward Avenue, Coolidge Highway, and Greenfield Road.

- Principal arterials are at the top of the NFC hierarchical system. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. Principal Arterials in Berkley include: Woodward Avenue, Twelve Mile Road, and Greenfield Road.
- Minor arterials are similar in function to principal arterials, except they carry trips of shorter distance and to lesser traffic generators. Minor arterials in Berkley are Coolidge Highway and Eleven Mile Road.
- Collectors tend to provide more access to property than do arterials. Collectors also funnel traffic from residential areas to arterials. Catalpa Avenue and Webster Avenue are the only Collector routes in Berkley.
- Local roads primarily provide access to property. These are all other streets in the City.

Jurisdiction. City roads are under different jurisdiction. This means that road improvements and road impacts must be addressed and coordinated by three different agencies. While there are road improvements programmed, at this time there are no significant changes planned. The only exception could be the addition of on-street parking on Twelve Mile Road.

- MDOT. Woodward Avenue is under the jurisdiction of the state specifically the Michigan Department of Transportation.
- Oakland County. The main streets in Berkley are under the jurisdiction of the Road Commission for Oakland County. This includes Greenfield Road, Eleven Mile Road, Twelve Mile Road, and Coolidge Highway.

- City of Berkley. The remaining streets are under the jurisdiction of the City including Catalpa Avenue and all the local residential streets such as Robina Street and Griffith Street.

Alternative Modes of Transportation

Mass Transit. Bus service through Berkley is provided by Suburban Mobility Authority for Regional Transportation (SMART). A number of SMART bus lines travel Woodward Avenue (Berkley's eastern border), providing access between downtown Detroit, Pontiac, Birmingham, and the Chrysler Tech Center in Auburn Hills. The #415 bus line along Greenfield (Berkley's western border) services Greenfield, Fourteen Mile Road, and Southfield to the Oakland County Community College campus at Southfield. The #740 bus line services many shopping and employment centers between Roseville and Farmington Hills including Macomb, Tel-Twelve and Universal Malls; Oakland County Community College campuses at Royal Oak and Orchard Ridge; General Motors Technical Center and Macomb Community College south campus.

SEMCOG is currently studying the feasibility of a rapid transit line along Woodward Avenue. While this is an extremely long-range project that requires extensive research and planning, if this project is implemented there are many opportunities for the City that should be considered to ensure Berkley is linked to the system.

Non-Motorized. Non-motorized transportation facilities in the City include sidewalks and designated bike routes. Existing City sidewalks extend from City parks, to downtown, to neighborhoods. Improving non-motorized travel will continue to be a priority for Berkley.

Air. There are several major airports located in Southeast Michigan available for use and are listed below. Air accessibility to the City of Berkley is beneficial not only for residents or visitors traveling to and from the City but could also benefit businesses.

- Wayne County Metropolitan Airport (Romulus)
- Detroit City Airport (Detroit)

- Bishop International Airport (Flint)
- Oakland County International Airport (Waterford)

Transportation Key Findings

- While different roads serve different functions within the City, the grid street pattern allows for convenient circulation into and out of the City.
- The greatest circulation concern is related to increased traffic during peak hours along roads such as Twelve Mile Road that will only increase in the future as new development occurs in the surrounding area. Traffic should be encouraged to be distributed amongst all arterials and collectors to assist in handling traffic volumes.
- The need for road improvements in the future is expected but must be sensitive to the context of the surrounding area. For example, while it is important to move traffic along Twelve Mile Road, this is also the Downtown and needs to maintain a comfortable, pedestrian-oriented environment.
- Buses travel along two of the main routes in the City however it does not provide direct access to the Downtown. The City should work with the SMART to extend the bus route to the Downtown.
- Future advancement in transit such as rapid transit along Woodward Avenue should remain an important priority to improve Berkley's access to the region and to attract activity into the Downtown.
- While the sidewalk system is well connected, maintenance and connecting gaps should be a priority so that they do not become obsolete.

- A bike path loop should be encouraged through the City that provides a wider pathway for bikes, walkers, joggers, and other non-motorized use. The loop should link key destinations in the City and follow main street routes that travel north-south and east-west such as Coolidge Highway and Catalpa Avenue.
- The major barrier to accessing different areas of the City for non-motorized travel is crossing busy streets such as Coolidge Highway and Twelve Mile Road. Prominent crosswalks and other techniques should be considered to improve the safety and comfort of these crossings.

Community Services and Facilities

Public services have a direct affect within Berkley, impacting the development and redevelopment of land, protection of natural features, provision of recreational opportunities, ensuring public safety, and enhancement of community quality of life. The City of Berkley must continue to make investments to maintain and improve its public infrastructure to meet the needs of current and future population and businesses.

Utilities

Sanitary Sewer System. The Detroit Water & Sewerage Department (DWSD) provides sanitary sewer to Berkley. The agency services a 946-square-mile area that includes the City of Detroit and 76 neighboring communities. DWSD's sewer system, which originated in 1836, consists of 14 pump stations, three storm water detention basins and a total of 3,400 miles of sewer lines that carry rainwater and wastewater to the Wastewater Treatment Plant. The plant, which is the largest single-site wastewater treatment facility in the country, treats an average of 660 million gallons of flow per day.

Future plans to the regional system include instrumentation and systems upgrades to wastewater facilities; implementation of program management at the Wastewater Treatment Plant for

continued regulatory compliance through rehabilitation and upgrades; and construction of additional combined sewer overflow facilities to ensure that area sewer systems effectively handle storm water flows and protect the environment.

The City of Berkley's Public Works Department responsibilities include the cleaning of the main sewer system and the storm drains within the City limits annually.

Water System. Water is supplied to Berkley through the Southeastern Oakland County Water Authority (SOCWA). SOCWA serves roughly 56 square miles including Berkley, Birmingham, Clawson, Huntington Woods, Pleasant Ridge, Royal Oak, Southfield, Southfield Township, Beverly Hills, Bingham Farms, and Lathrup Village. The Authority is governed by an eleven member Board of Trustees, one member representing each constituent municipality.

SOCWA's pumping distribution to its eleven member municipalities includes:

- 7 pump stations to pump from Detroit, out of storage and to repump to higher terrain
- 3 meter stations and 47 meter vaults
- 26 pumps with discharge ranging from 2,850 to 14,000 gallons per minute
- 5 ground storage reservoirs with a total capacity of 29.5 million gallons
- 3 elevated tanks which total 3.0 million gallons capacity
- 50.5 miles of main with diameters from 16-inch to 48-inch

The City of Berkley's Public Works Department is in charge of maintenance of the water system within its city limits which includes water mains, gate valves, hydrants, services from the water main to the property line, stop box shut off valves and the water meter system.

Public Safety

Police Protection. Stationed at the southeast corner of 12 Mile and Coolidge, the Berkley Public Safety Department employs a staff of 27 sworn members, including 24 who are assigned to the

regular uniform shifts for responding to calls for service, monitoring vehicular traffic, and routine patrol. Two other members are detectives assigned to criminal investigations, presentation of court cases and other follow up functions. The remaining member splits time between youth related crime, Fire Marshall duties and other such activities.

In 2002, the department responded to a total of 8,458 calls, of which 702 were related to sick/injury situations and made a total of 435 arrests. The police coverage in Berkley provides the residents, businesses and visitors with a crime rate, per capita, that consistently ranks among the lowest of all cities in the tri-county area.

Fire Protection. Fire protection is provided for by the Berkley Public Safety Department. All sworn police officers are trained and certified in both police and fire fields. In addition, a group of volunteers trained in fire fighting are ready to assist sworn officers in the case of a major fire. Volunteers hold certification in Fire Fighting I and II.

The department has two fire trucks, one Spartan-Dailey 60-foot aerial ladder and one American LeFrance pumper. Fire response equipment includes forcible entry tools, such as the “jaws of life,” as well as a “thermal imager” to locate victims trapped inside buildings and unseen fire pockets.

Approximately 95% of all department responses and activities are police-related however in 2002 the Public Safety Department responded to 48 fire calls, the vast majority of which included trash and vehicle fires. In addition, the Department conducted 139 fire inspections and plan reviews relative to code enforcement and safety planning, and five Public Fire Prevention Education classes.

Government Facilities

City Hall. Most of Berkley’s government facilities are situated at the southeast corner of Coolidge and 12 Mile Roads. The building houses the offices of the Building, Clerk/Treasurer, Finance, City Manager, and Communication and is home to the Police and Fire Departments. City Council, Planning Commission, and a variety of Board and Commission meetings are also held in the facility.

Library. The Berkley Public Library is located on Coolidge, south of 12 Mile and has been an important community resource since its opening in 1928. The 15,000 square foot building was expanded and completely renovated in 1998.

Currently, the library contains more than 70,000 books, thousands of videotapes, DVDs, books on tape, CDs, puppets, jigsaw puzzles, and subscriptions to more than 200 magazines and newspapers. In addition, computers are available for public use that provide educational programming for children, educational software, internet access, and catalogs containing holdings for the 52 Library Network libraries. The library offers many programs for users including story hours and adult book discussion groups.

Historical Museum. The Berkley Historical Museum is located in the old Fire Hall at City Hall. The original Fire Hall was dedicated in 1928 and received designation as a Historic Site from the State of Michigan in 1988. The museum was established in 1993 and is administered by the Berkley Historical Committee. The museum displays memorabilia from the City archives and items contributed by local residents.

Department of Public Works. Located on the corner of Bacon and Beverly, the Department of Public Works (DPW) is responsible for maintenance of City streets, buildings, parks, water lines, and sewer lines. They are an important element in the implementation strategies of this plan that relate to capital improvements.

Education

The Berkley Public School District. The Berkley School District, which includes all of Berkley and Huntington Woods, and parts of Oak Park and Royal Oak, accommodates more than 4,500 students at ten schools. The District operates the following facilities:

- | | |
|----------------------------|--------------------------------|
| ▪ Tyndall Center | ▪ Avery Early Childhood Center |
| ▪ Anderson Middle School | ▪ Berkley High School |
| ▪ Angell Elementary School | ▪ Burton Elementary School |

- Norup School
- Oxford Center
- Pattengill Elementary School
- Rogers Elementary School

The elementary schools have been located within residential areas with the intent of minimizing walking distances and long-range transportation needs. These elementary school sites also provide easy access to recreational areas for children during and after normal school hours.

The middle and high schools both contain gymnasiums and library media centers, while the high school also has an auditorium and indoor swimming pool. Extensive outdoor recreation areas are also provided at each facility. As with the elementary school recreation facilities, junior and senior high facilities play a major role in providing a wide range of recreational opportunities to the Berkley community.

Other Educational Facilities and Higher Education. In addition to the public schools noted above, there are a number of other charter, private and parochial schools, and consortium schools at all levels in the area. Some of the key facilities are below:

- Center for Advanced Studies & the Arts (Oak Park)
- International Academy (Bloomfield Hills)
- Oakland Schools Technical Campus S.E. (Waterford)
- Our Lady of LaSalette (Berkley)
- Shrine of the Little Flower (Royal Oak)
- Academy of Michigan (Ferndale)

Oakland County Community College is the only post-high school educational institution in the area. Many other educational opportunities exist within the region, with a number of colleges and universities located within a short driving distance. These include Eastern Michigan University, University of Michigan, Wayne State University, Oakland University, and the University of Detroit-Mercy. All of these institutions offer a wide range of under graduate and graduate programs as well as continuing education courses.

Parks and Recreation

The City of Berkley, the surrounding communities, and school districts have a variety of recreational facilities, programs, and events that are held throughout the year. The City of Berkley has cooperative agreements with the school districts and religious institutions to share programs, facilities, and events to help meet the diversified interests of area residents. The agreements permit Berkley and the other communities to work cooperatively to better provide increased recreational opportunities to their residents and members without duplication. This regional approach to recreation is becoming increasingly important as local recreation budgets are decreased while resident expectations increase.

Administration. The Parks and Recreation Department is operated out of the community center and is run by a director who is responsible for the operation of all recreational facilities and programs. In addition, the City has a seven-member Parks & Recreation Advisory Board, responsible for advising the City Council on recreation policies.

Parks. Berkley's park system can be divided into three classifications as established by the National Recreation and Parks Association mini, neighborhood, and community parks. These parks are described as follows.

- **Mini Parks.** Mini parks are small, specialized parks, usually less than an acre in size, that serve the needs of residents in the surrounding neighborhood. A mini park may serve a limited population or specific group such as tots or senior citizens. Berkley has two mini parks, Kiwanis Tot Lot and Oxford Towers Park, both of which are located in the southeast area of the city.
- **Neighborhood Parks.** Neighborhood parks are multi-purpose facilities that provide areas for active recreation activities, such as field games, court games, playgrounds, and picnicking. Neighborhood parks are generally up to fifteen acres in size and serve residents within a half mile. The city has six neighborhood parks including Angell Park, Jaycee Park, Lazenby Field, Merchants Park, Pattengill Playground and Ballfield, and Rogers Park. Angell Park, Merchants

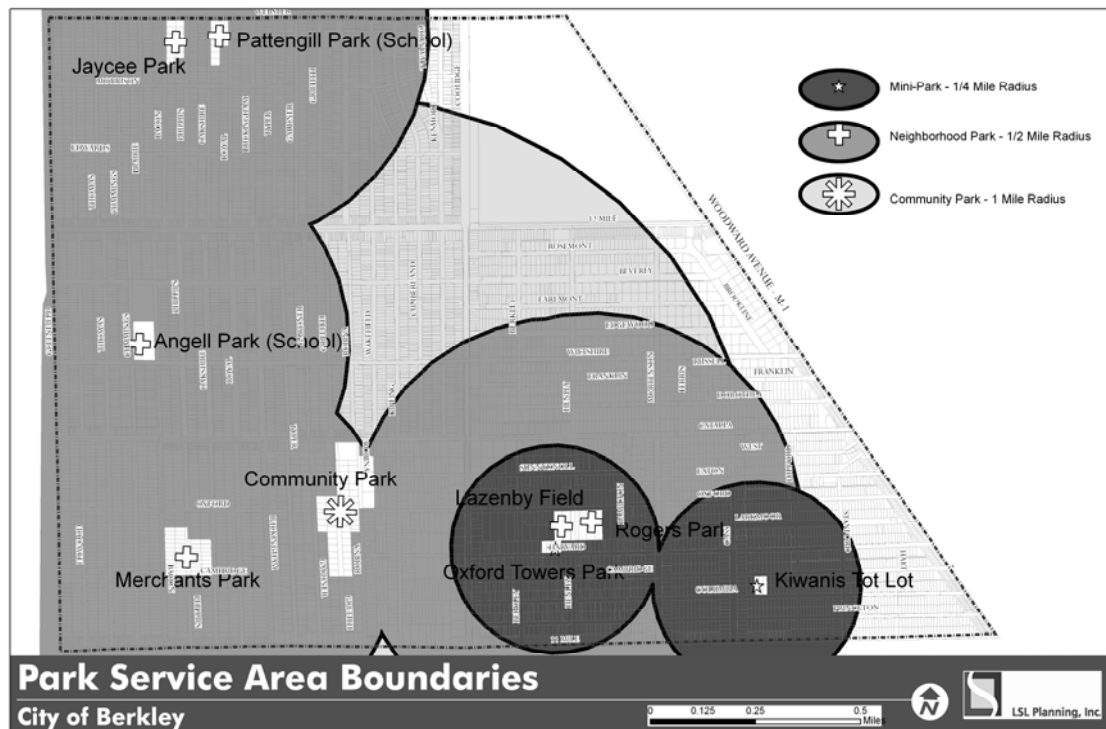
Park and a portion of Pattengill Park are provided to the City through a lease agreement with the Berkley School District.

Table 12 Parkland Analysis			
	Guideline ¹	Desired to Serve Berkley	Facilities provided in Berkley ²
Mini Parks	.25 acres/1,000	3.9 acres	1.4 acres
Neighborhood Parks	1.0 /1,000	15.5 acres	19.7 acres
Community Parks	5.0 /1,000	77.7 acres	17.9 acres
Total Parks	6.25 /1,000	97.1 acres	39 acres
¹ Source of Standard: Lancaster, Roger A., Ed. 1983. Recreation, Park and Open Space Standards and Guidelines. Alexandria, VA:NRPA			
² Based on facilities inventory of Table 5			

- **Community Parks.** Community parks contain a wide variety of recreation facilities to meet the diverse needs of residents from the entire city. Community parks include areas for active as well as passive recreation opportunities not commonly found in neighborhood parks. Community Park is the only community park in Berkley. Community Park is home to the Berkley Community Center which contains the recreation department offices, a senior center, an ice arena, and a studio ice area that also has a concession stand and pro-shop.

Park Service. Guidelines published by the National Recreation and Park Association indicate the amounts of parkland desirable based on population. Based on the City's 2000 Census of 15,531 residents, residents should have about 97 acres of parkland available for their use. Berkley provides 39 acres within its boundaries.

While the City of Berkley alone may not meet the national suggested amount of parkland per resident, nearly one hundred parks, ten community centers, four public golf courses, five municipal swimming pools, are located in the neighboring communities of Southfield, Oak Park, Huntington Woods, and Royal Oak to help supplement Berkley's parks and recreation system.



Recreation needs in Berkley are also served by a number of regional parks serving the metro-Detroit area, which provide thousands of acres of parkland and a wide array of activities. Oakland County and Huron-Clinton Metroparks together provide twenty-four parks within a short drive of the City.

In addition, the private sector addresses the recreation needs of some segments of the population. A number of commercial recreation facilities are located within the area such as bowling alleys, private golf courses, tennis and racquet clubs, and fitness clubs.

Together these neighboring municipalities, regional parks, and private facilities help meet the need for local parks and help balance the deficiencies found in city parks. However, as depicted in the Park Service Area Map, some neighborhoods in Berkley lack convenient access to local parks. Neighborhoods immediately abutting the intersection of Coolidge Highway and Twelve Mile Road, and those near Woodward Avenue, are underserved by neighborhood and mini parks. Because the amount of land available for parkland development is limited, the City should find creative means to use existing publicly owned land or right-of-way, explore the possibility of working with existing institutions to provide shared parkland, and investigate opportunities for land acquisition.

Recreation Programs and Activities. The City of Berkley offers a wide range of year round recreation classes and activities for people of all ages. The types of programs currently offered include:

- Arts, Crafts and Leisure Programs
- Computer Classes
- Business Classes
- Dance Classes
- Exercise Classes
- Sports Classes and Leagues
- Senior Classes and Trips
- Children and Tot Classes
- Summer Camps
- Horseback Riding
- After School Programs

In addition to the recreational programs, the City of Berkley hosts a number of special events held throughout the year including Berkley Days, Woodward Dream Cruise/Berkley Cruisefest, and Christmas Parade.

Natural Features

Originally, the area now known as Berkley was hardwood forest interspersed with marshes. The majority of the City was developed in the 1940's and 1950's and as a result most of the City is paved and developed. As a result, most of the City's natural features include large street trees, squirrels, sparrows and other urban wildlife.

Soils. The primary soil association within Berkley is the Urban Land-Blount-Lenawee association. Small pockets of Urban Land Thetford and Sprinks associations exist in the southeast corner of the City. These soils occur on level or gently undulating land and are somewhat poorly drained. These soil types, combined with the large amount of impervious surfaces result in flooding, especially in the spring.

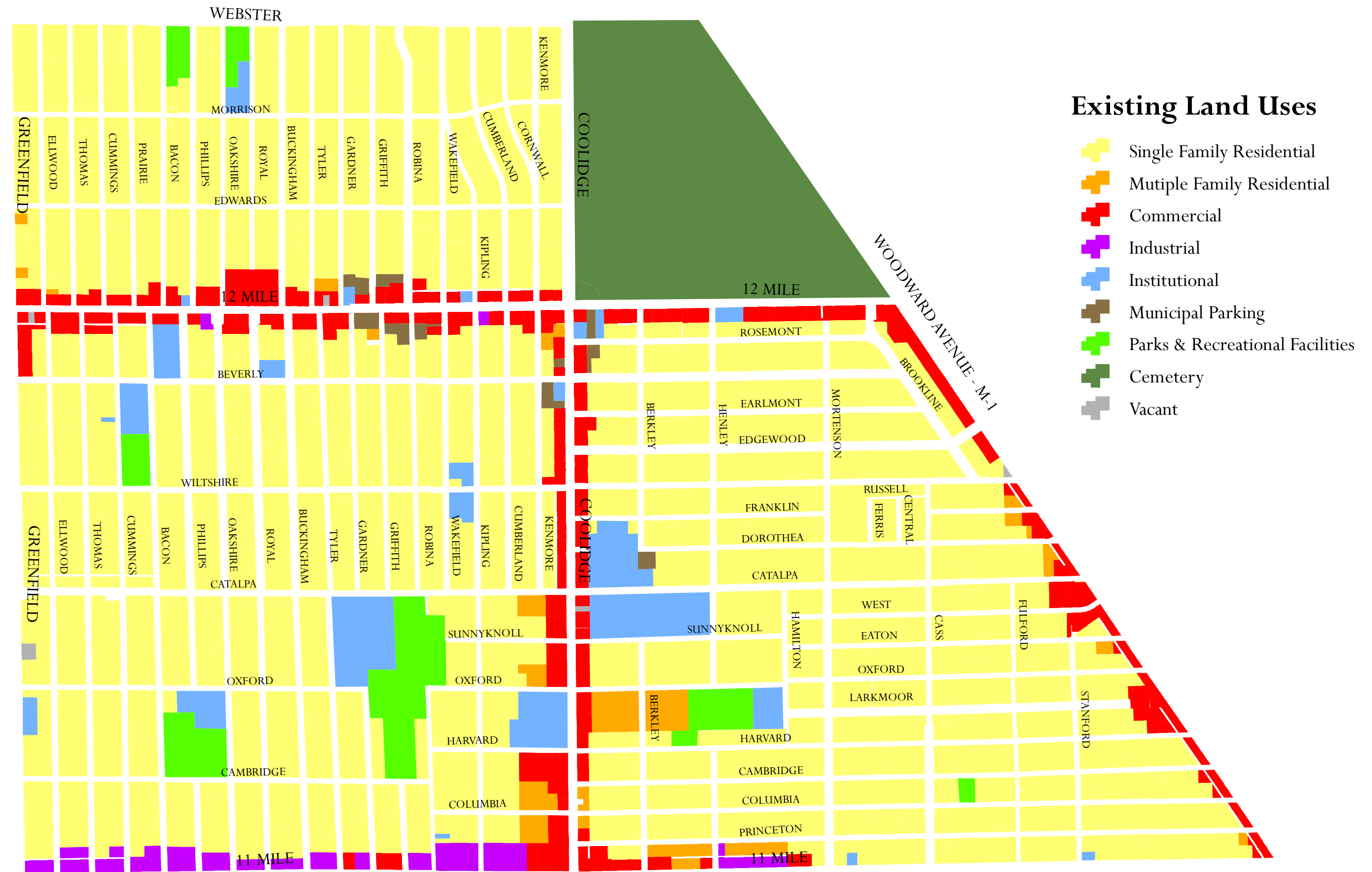
Watershed. A watershed is an area of land that drains into a common body of water. The City of Berkley is located in the Red Run Subwatershed, which is within the larger Clinton River Watershed. Runoff in Berkley makes its way into the Clinton River and eventually to Lake St. Clair. In the Red Run Subwatershed, failing septic systems, pesticides and fertilizers from lawns, oil and grease from roads and parking lots, and sediment from construction sites eventually enter the waterways. Local governments in the area, including Berkley, are working to reduce this very serious runoff problem.



Community Services and Facilities Key Findings

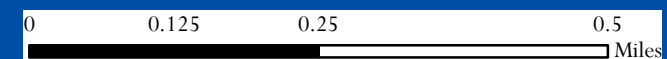
- Both the City's sewage treatment and water services are provided by regional agencies that provide service to portions of Oakland County, therefore future plans will be regulated by these independent agencies.
- Police and fire protection is provided by the Public Safety Department which provides Berkley with a crime rate, per capita, that consistently ranks among the lowest of all cities in the tri-county area.
- The City of Berkley, the Berkley School District, and the surrounding communities offer a wide range of recreational programs and facilities.
- While the City of Berkley does not meet national parkland standards, Berkley residents have ample opportunities for recreation with neighboring municipalities, regional parks, and privately owned recreation facilities.

- Additional neighborhood parkland is needed to serve the needs of residents, particularly along in neighborhoods immediately abutting the intersection of Coolidge Highway and Twelve Mile Road.
- The combination of poorly draining soils and amount of impervious surface lead to flooding problems during months with high precipitation.
- Increased concern about the impact of non point source pollution on the water quality in the area has been identified within the Red Run Subwatershed.



Existing Land Use

City of Berkeley



Source: City of Berkeley, LSL Planning, Inc.



Future Land Use Plan

The City of Berkley Master Plan includes a future land use map that will be used to guide where land uses are to be developed and redeveloped. The future land use plan will be used as a guide in the decision-making process for future modifications to the City's zoning ordinance, consideration of development proposals, rezoning requests, variance requests or any other planning and development concerns that may arise in the City. The future land use map and the following narrative make up the Future Land Use Plan.

Decisions that are in direct conflict with the future land use map that could undermine the long-term objectives of the community if approved should be avoided. A deviation from the future land use map and the Master Plan may be appropriate when it can be justified by more detailed information, changed conditions or where the decision is consistent with the broader intent and purposes of the Plan. The future land use map or the Master Plan may require updating in cases where proposed deviations would significantly alter the direction set by the Plan. An amendment to the future land use map and/or to the policies outlines in the Master Plan will be required in the case of developments that, because of scale or intensity, have the potential to create significant impact on services, traffic, surrounding uses, or the goals and policies of this Plan.

Influential Factors

The Future Land Use Plan was prepared to reflect input received during the public consultation process, discussions with local decision makers and agencies, existing land use patterns, and the consideration of proper planning principles. This input and other factors affecting land use patterns were taken into consideration in preparing the future land use map and the Plan. These factors include:

- **Existing Land Use.** Extensive changes to the existing land use pattern are not proposed; as the City is primarily developed, therefore the plan focuses on redevelopment opportunities. The community land use patterns have evolved in a relatively orderly manner and will be built upon, with slight modification, rather than altered in a significant manner.

- **Existing Zoning.** Existing zoning designations were a factor considered in preparing the Plan. However, there is no “vested interest” that guarantees existing zoning will remain unchanged. In fact, several changes are suggested based on modifications to future land uses in the Plan. All changes were carefully considered to ensure the general development arrangement remains consistent and landowners will retain a reasonable use of their land.

- **Relationship of Incompatible Uses.** The future land use plan strives to reduce or eliminate incompatible land use relationships existing in the City. Providing a transition between land uses, especially those with certain conflicting characteristics, is essential. The Plan designates areas for uses that are considered most appropriate for the community’s long-term objectives, with the intention of eventually eliminating some existing uses that do not meet these objectives.

- **Existing City Master Plan.** The previous City Master Plan, adopted by Berkley in 1989, was reviewed and used as a guide for the current version of the City Master Plan. The future land use plan contained in the previous plan has been re-evaluated based on current trends and conditions.

- **Infrastructure and Public Facilities/Services.** The intensity of uses depends on the availability and capacity of the community’s infrastructure. Quality and capacity of the road network limit the types and intensity of uses that may be served in an area of the City without adversely impacting traffic operations. The availability of community facilities such as schools and recreational facilities and police and fire protection must be considered when determining future land uses.

- **Existing Market Conditions.** Existing market conditions and opportunities were evaluated, although though they will change during the time frame of this Plan. Future updated plans should reevaluate market opportunities to ensure that the City's near term economic development goals adjust to its successes and external influences.

- **Land Use Patterns in the Area and Other Communities.** Land use patterns for neighboring communities and similar inner ring suburbs in the Metro Detroit area were considered to ensure that the new Plan would be compatible with those patterns.

- **Desires of the City.** The land use pattern desired by City decision makers has been expressed through a variety of public open houses, meetings, and visioning sessions.

Future Land Use Categories

Table 13 is a summary table of the Future Land Use Plan. This table provides brief information about the different future land use categories and the total acreage of these areas. Detailed discussion of each category is provided in the proceeding section and the geographic boundaries of each category are found on the Future land use map.

Table 13 Future Land Use		
Land Use Category	Acreage	Percent of Total
Single Family Residential	849.6	60.3%
Multiple Family Residential	15.7	1.1%
Downtown	16.6	1.2%
Mixed-Use	22.0	1.6%
General Commercial & Service	31.6	2.2%
Suburban Commercial	19.8	1.4%
Office/Medical	10.5	0.7%
Consumer Trades	11.5	0.8%
Institutional	31.1	2.2%
Municipal/Parking	244.7	17.4%
Parks & Recreational Facilities	35.8	2.6%
Cemetery	119.0	8.5%
Total:	1408.0	100%
Source: LSL Planning, Future Land Use Map		

Single Family Residential

- **General Location.** Single Family Residential is the predominant land use in the city, occupying the majority of the land bound between the major corridors of Webster, 12 Mile, 11 Mile, Greenfield, Coolidge and Woodward.
- **Intended Land Uses.** The Single Family Residential land use designation is intended to accommodate strictly single-family residential development. Accessory and support uses may be permitted such as churches, parks, schools, home occupations and small-scale care facilities. Existing parks, schools and churches are separately designated; however future development is permitted in Single Family Residential areas provided they maintain the scale and character of the neighborhood.
- **General Character Description.** Development in the Single Family Residential areas will maintain the traditional neighborhood design principles that currently prevail in these areas. Neighborhood streetscapes should include an interconnected street system, sidewalks, street trees and some lighting. Homes will generally maintain traditional design elements such as prominent front entry's, and recessed and rear yard detached garages. In-fill and redevelopment in these areas should be closely monitored to ensure it is compatible with the surrounding environment.
- **Key Changes.** The City is investigating the possibility of relocating the existing Department of Public Works (DPW) facility, which is located between Bacon and Phillips, just south of 12 Mile Road. The redevelopment of this site should embrace Traditional Neighborhood



Example of Berkley housing

Development (TND) principles and contain single family homes with small front yard setbacks, dominant entry features, and possible rear access. Promoting TND residential in this area will reinforce a walkable environment with convenient access to Downtown, the adjacent Mixed Use district, and parks and civic uses.

Multiple Family Residential

- **General Location.** Multiple Family Residential areas are scattered throughout the City, primarily located where there are currently multiple-family complexes. Land near the Coolidge and Wiltshire intersection has been changed to Multiple Family Residential.
- **Intended Land Uses.** Permitted land uses within Multiple Family Residential areas include a variety of multiple-family and attached single-family developments, with a focus on townhouses, attached condominiums, and possible senior housing.
- **General Character Description.** The majority of Multiple Family Residential sites have already been developed for multiple-family use. New Multiple Family Residential development should possess innovative design elements that are consistent with the suburban character of the City such as loft apartments or stacked condominiums. The design of the multiple family buildings should complement the adjacent single family residential neighborhoods.
- **Key Changes.** The addition of Multiple Family Residential at the Coolidge and Wiltshire intersection provides a logical land use buffer between the office uses planned north of Wiltshire and the commercial uses to the south.



Example of multiple family housing

Downtown

- **Location.** Downtown Berkley is located on 12 Mile between Coolidge and Tyler Road and is bounded by residential neighborhoods.
- **Intended Land Uses.** Land uses permitted in the Downtown include retail establishments such as shoe and clothing stores, restaurants, convenience stores, small groceries and services such as salons. These uses should be promoted at the street level storefronts. Cultural,

entertainment, and recreation uses are encouraged to create destinations and gathering areas. These could include art studios, theaters, farmers markets, places of worship and public parks and plazas. Also permitted at lower level, side street locations, and in the upper stories of buildings, are offices and residential units. Many uses that require expanses of immediately adjacent automobile parking are likely inappropriate for the downtown, which by its nature thrives on pedestrians and diverse, pedestrian-scale businesses.

- **General Character Description.**

Promoting a mixture of land uses will lend itself to very unique characteristics in the Downtown. That is part of its charm and should be encouraged. As the central shopping area for the City, the streetscape should consist of wide sidewalks, rear entrance parking, ornamental lighting, public art and ample street furniture. The historic architecture of the buildings should also be showcased, and new development should emulate this character.



- **Key Changes.** The focus of activity in the Downtown is at the intersection of Robina and 12 Mile Road. This area is considered the center of downtown and the Plan proposes to close off vehicular access and create two plazas for the City (see the Downtown Plaza Catalytic Project). These plazas could be used as gathering spaces for special events, holiday celebrations, and everyday relaxation and casual recreation. The development of periphery townhouses and second story residential units will help create a concentration of people to use the downtown businesses and serve to help rejuvenate existing downtown businesses and draw in new redevelopment. Also, a pocket park may be appropriate on land located along the north side of 12 Mile Road between Gardner and Tyler.

Mixed-Use

- **General Location.** The Mixed Use area is situated on 12 Mile Road between Thomas and

Tyler, just west of Downtown Berkley and on 11 Mile Road, between Berkley and Mortenson Roads.

- **Intended Land Uses.** A mixture of residential and non-residential uses is promoted, both vertically and horizontally. This includes attached condominiums, upper story residential units, loft apartments, live/work units, as well as small scale retail establishments, personal service businesses, artist studios, and offices.

- **General Character Description.** Consistent with the Multiple Family Residential category, development should maintain a traditional neighborhood scale that is pedestrian-friendly with minimal impact on adjacent neighborhoods. Uses and sites can be slightly more auto-oriented. Uses along 12 Mile Road are intended to be focused on live-work units and the development of a concentration of



Examples of mixed use

artist studios, coffee shops, and personal services. In contrast, the 11 Mile Mixed Use District is more of a vertical mixture of uses, with offices and small businesses fronting onto 11 Mile with residential units providing a land use transition to the surrounding single family neighborhoods.

- **Key Changes.** The Mixed Use designation is a new land use category that was introduced in this Future Land Use Plan. The intent of this district is to promote a complimentary mixture of uses that will help support the Downtown, provide an opportunity for new businesses and housing types, and spur reinvestment in properties along these portions of 12 and 11 Mile. Where the 12 Mile Road Mixed Uses transitions into the Downtown (see the Bacon-Beverly Catlaytic Project), various options for entertainment activities may be appropriate, including taverns, restaurants and dinner theaters.

General Commercial and Service

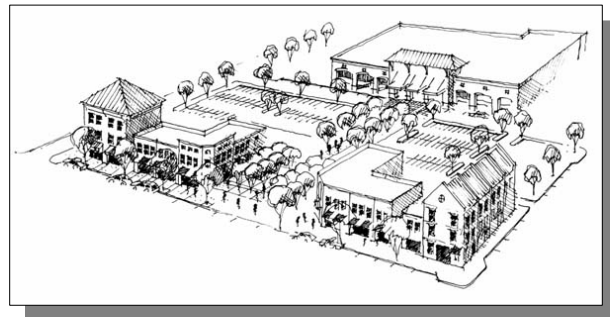
- **General Location.** General Commercial and Service development is planned along major

thoroughfares into the City, primarily portions of Coolidge and along the entire stretch of Woodward Avenue.

- **Intended Land Uses.** General Commercial and Service uses tend to cater to automobile traffic from a broader market area and may include retail stores, hotels and motels, restaurants (including drive-through), automobile sales and services, and personal service establishments.
- **General Character Description.** Because much of this area is already developed, the challenge will be in encouraging redevelopment and consistently requiring site upgrades as development occurs, including improved site design, access management, building facades and landscaping.
- **Key Changes.** The Woodward frontage within Berkley has been underperforming, compared to its Royal Oak counterpart on the east side of the street. This is due, in part, by the depth of lots and the amount and size of available developable land. The Future Land Use Plan calls for additional land to be devoted to General Commercial and Service to better accommodate quality businesses in Berkley, which is shown as a dashed red oval on the Future land use map. As opportunities arise for expanding commercial development along Woodward in this vicinity, the City may wish to extend this district.

Suburban Commercial

- **General Location.** The Suburban Commercial areas are situated at the 12 Mile and Greenfield, 11 Mile and Greenfield, and 11 Mile and Coolidge intersections. The intent of this designation is to create a suburban style business district that serves the City as well as the surrounding communities, in an attractive, welcoming manner that invites consumers to Berkley.



Pedestrian-oriented shopping center
Source: CNU

- **Intended Land Uses.** To best serve motorists, uses within this district need to be auto-oriented including drive-through and sit-down restaurants, gas stations, car washes, groceries

and convenience stores.

- **General Character Description.** Since much of this area is already developed, the challenge will be in encouraging redevelopment and consistently requiring site upgrades as development occurs. There are two key character elements that must be emphasized. First, business should conveniently serve motorists in a safe and efficient manner. Second, as a gateway district, this area must project a high quality impression of the city.
- **Key Changes.** Another new land use category, areas classified as Suburban Commercial are intended to accommodate suburban-style commercial developments, at the same time providing attractive entranceways into Berkley.

Office/Medical

- **General Location.** Office/Medical uses are concentrated along 12 Mile Road, east of Coolidge, and Coolidge between 12 Mile and Edgewood.
- **Intended Land Uses.** Professional medical offices such as doctors, dentists, physical therapists, lawyers, accountants, and insurance offices, research facilities, and funeral homes. While all offices are permitted in this district, the focus of uses should be medical in nature to provide support for Beaumont Hospital.

- **General Character Description.** Since this area is predominantly developed, new redevelopment should include site upgrades, including improved site design, access management, building facades and landscaping.



- **Key Changes.** The Office/Medical District was created to encourage supplementary office uses for the growing Beaumont Hospital. Berkley is conveniently situated immediately south of this ever expanding complex and the City wishes to strengthen the connection to Beaumont and provide an opportunity for ancillary uses.

Example of office/medical

Consumer Trades

- **General Location.** North side of 11 Mile Road, between Kipling and Ellwood.
- **Intended Land Uses.** Businesses sometimes considered light industrial or require large amounts of space for storage or use, and also may offer retail sales of their product. Example businesses may include florists, artist studios, warehouses, lumber yards, suppliers, repair shops, landscaping companies, light assembly, research and technology facilities, along with any associated offices. Limited housing opportunities, as part of a live-work opportunity, may be allowed, especially to the rear of the properties as transition to single family homes located to the north.
- **General Character Description.** The Consumer Trades designation offers an appropriate location for these businesses while preventing a conversion to higher intensity industrial uses. The operation of these uses may involve some truck traffic, outdoor storage and related noise. Development and redevelopment of these areas should concentrate on minimizing the impacts of these activities by screening outdoor storage areas and facing overhead doors away from the street and the residential to the rear so that loading and unloading activities are less visible.
- **Key Changes.** This new land use designation is essentially an adaptation of the existing Industrial area, with an emphasis on reducing the intensity of uses and encouraging new opportunities, along with a new identity for the Berkley side of this corridor.

Institutional

- **General Location.** Institutional uses consist of existing uses that are scattered throughout the City and the addition of two areas along Greenfield Road, at the southern and northern portions for the City. Further, the Future Land Use Plan calls for a new location for the DPW site, located between Bacon and Oakshire Streets, on the north side of 11 Mile Road.
- **Intended Land Uses.** Institutional uses include all places of worship, community buildings, and schools both public and private that serve the immediate community. This designation also includes senior housing facilities, associated medical facilities, and day cares.

- **General Character Description.** Local Institutional uses should have buildings and sites that promote a neighborhood scale and character. This includes building design that emulates residential structures, sidewalk connections to neighborhoods and minimization of parking areas. Landscape areas should also promote natural open space areas similar to residential yards and park land. Existing local institutions should be preserved as they are and re-used as such if a current operation ceases.
- **Key Changes.** The identification of Institutional along Greenfield was in response to the deteriorating quality of residential along this busy corridor, as evidenced by the frequency and longevity of for sale and for rent signs. The Institutional uses along northern Greenfield should be focused around assisted housing, taking advantage of its close proximity to Beaumont Hospital, whereas the new Institutional area along southern Greenfield could accommodate senior housing, but also is appropriate for medical offices, day care and religious institutions. In general, these kinds of uses should have less impact on Berkley's nearby residences, compared with the commercial development evident elsewhere along Greenfield Avenue. On the future land use map, the dashed blue ovals are intended to indicate very generally the areas that may be appropriate for these kinds of activities, assuming adequate precautions are taken to limit impacts to adjacent existing residential. Another significant change in this classification: a new DPW location is identified in response to the City's desire to move this location to a more appropriate site and potentially work with Huntington Woods to provide joint services to these two cities.



Example of assisted living

Parks and Recreational Facilities

- **General Location.** Similar to Institutional, these uses are scattered throughout the City. Generally, these areas are occupied by uses that suit this category. Existing areas should be preserved and re-use should be consistent with the Future Land Use designation. New Parks and Recreational Facilities are encouraged in residential areas, downtown, and along Coolidge,

north of 12 Mile.

- **Intended Land Uses.** Land uses that are included in the Parks and Recreational Facilities category are public and private recreation facilities such as swimming pools, sports fields, ice rinks, playgrounds, pathways and nature trails, picnic areas, and open space areas. A mixture of passive and active recreation is encouraged.
- **General Character Description.** Despite the developed character of the City, it is extremely important to continue to offer 'green space' for residents to enjoy. This promotes a higher quality of life and increases the desirability of the City. Parks and Recreational Facilities should continue to be integrated into the City's neighborhoods to create a unified system. The sizes of the spaces should vary depending on their function. Neighborhood parks and open space areas should be less than two acres in size and areas serving the community should be upwards of five acres in size. Parks and open spaces should offer opportunities for recreation, picnicking and relaxing. Pedestrian accessibility should be accomplished through sidewalk connections to the neighborhoods and pathways throughout the sites.
- **Key Changes.** The Future Land Use Plan calls for the additional of three new parks, Veteran's Park in the southwest corner of Roseland Park Cemetery, a mini-park at the terminus of Edgewood at Woodward Avenue, and a linear park along Coolidge north of 12 Mile (see the Coolidge Connection Catalytic project). The park on Edgewood is proposed to be located within the current right-of-way, thereby closing this access point to Woodward. The linear park along Coolidge will serve to provide recreational opportunities to City residents and also to create a connection from Beaumont Hospital to Downtown Berkley. The Veterans Park concept is undersigned and calls for the dedication of perhaps 1.5 acres at the northeast corner of the Coolidge/12 Mile intersection to honor the area's war veterans – discussions with Cemetery representatives are needed to initiate this proposal, which is designated on the Future land use map with a dashed green line.

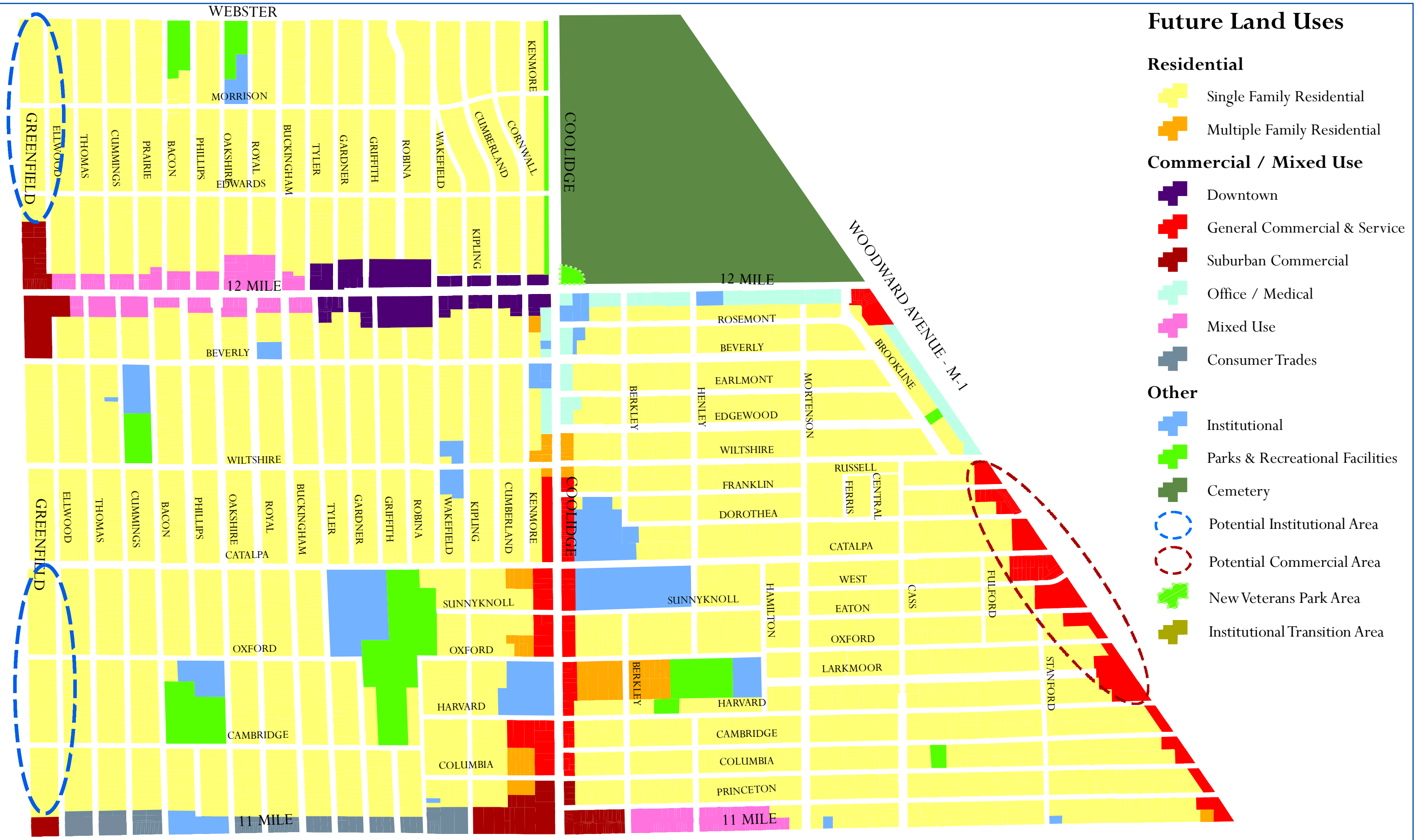
Cemetery

- **General Location.** The Roseland Park Cemetery is bounded by Coolidge, Webster, Woodward, and Coolidge, in the City's northeast corner.
- **Intended Land Uses.** Continued cemetery and associated uses.
- **General Character Description.** The cemetery will continue to operate and provide open space views. Ample buffering through landscaping and fencing should be maintained.
- **Key Changes.** The Future Land Use Plan calls for the removal of approximately 1.5 acres in the Cemetery's southwest corner to be converted into park land honoring the area's war veterans.

Implementation

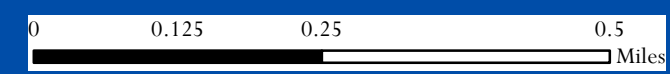
The City of Berkley master plan update contains numerous recommendations. Implementing the plan will require the orchestration of multiple activities to assure that it meets the intent of the plan. The actions listed in the table below will help the City of Berkley implement the future land use plan. For ease of use it is organized in a table format. Each section of the table is divided into three categories: Action, Priority and Responsibility to help focus attention on the most important and most effective strategies. Although successful implementation will involve effort from the entire community, the third column identifies key responsibility.

Table 14: Land Use Implementation		
Action	Priority	Responsibility*
Reference the land use plan and sub-area plans for rezoning reviews, and other application procedures	On going	BD PC CC
Actively promote the City of Berkley and pursue developers to build the recommended land uses	On going	CC BD
Update the zoning ordinance to more strongly influence the City's land use pattern and development character in accordance with the recommendations of this plan, in particular to promote mixed use developments	Short term	BD PC CC
Complete a comparative analysis of the zoning map and the future land use map and determine which zoning changes should be pursued by the City in order to implement the plan	Short term	BD PC CC
Develop a Form Based Code for Downtown Berkley to ensure accurate implementation of its vision.	Long term	BD PC CC
Promote the development of a TND residential neighborhood in the current location of the DPW office	Long term	CC BD
Seek opportunities to acquire land for proposed park areas	Long term	CC PRD
*CC= City Council PC= Planning Commission BD= Building Department PRD=Parks & Recreation Department		



Future Land Use

City of Berkley



Source: City of Berkley, LSL Planning, Inc.



Local Economic Conditions and Market Gap Analysis

Existing Economic Character

The City of Berkley's commercial, office and industrial areas are stretched thinly along four primary corridors: 12 Mile Road, Woodward Avenue, Coolidge Highway and 11 Mile Road. The pattern of development is entirely oriented towards these streets and, with few exceptions, no more than one lot deep.

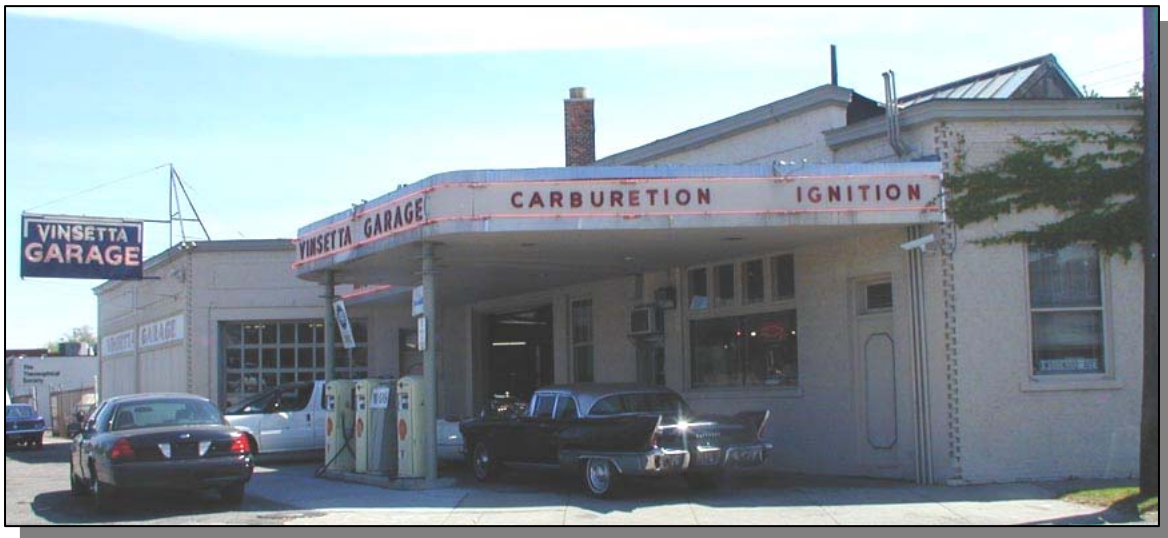
Downtown and 12 Mile Road. Berkley's downtown is loosely organized along 12 Mile Road, lacks physical depth and extends from Greenfield Avenue to Coolidge Highway. Buildings have no unifying design theme and, while exceptions exist, are typically just one-story tall. Many consider the area near the road's intersection with Robina Avenue as the center of the downtown. It is notable for the Berkley Theatre façade that was retained by the property owner, while the theatre itself ceased operations years ago. The regionally renowned, 55-year old "Doll Hospital and Toy Soldier Shop" is one of a handful of destinations located along 12 Mile Road.

A plurality of the activities along the corridor is retail in nature – decreasing in importance as one proceeds from west to east. In contrast, Service and Health Care activities tend to increase in share along the corridor from west to east. In the vicinity of Coolidge Highway Road, the City enjoys its only concentration of Professional activities. The western end of 12 Mile Road appears to be suburban commercial in character, although underdeveloped in this role due to a lack of available property depth. It suffers from a relatively high vacancy rate.

General Business and Coolidge Highway. Coolidge Highway contains a mix of neighborhood-oriented retail, fast food and service activities intended largely to serve nearby residents and local visitors.

Industrial and 11 Mile Road. In general, the limited amounts of economic land uses that can be characterized as Industrial, which includes wholesale and automotive repair activities, are located along the north side of 11 Mile Road between Greenfield Avenue and Coolidge Highway. Analysis shows that nearly one-quarter of the buildings located along the western leg of 11 Mile Road are currently vacant, with various wholesale, retail, services and other activities sharing the remainder of the occupied buildings. Retail dominates land use activities in and around the Coolidge Highway intersection with 11 Mile Road, with some uses classified as Industrial east of the intersection between Henley Avenue and Mortenson Boulevard.

Minor examples of Industrial/Automotive activity also occur along 12 Mile Road.



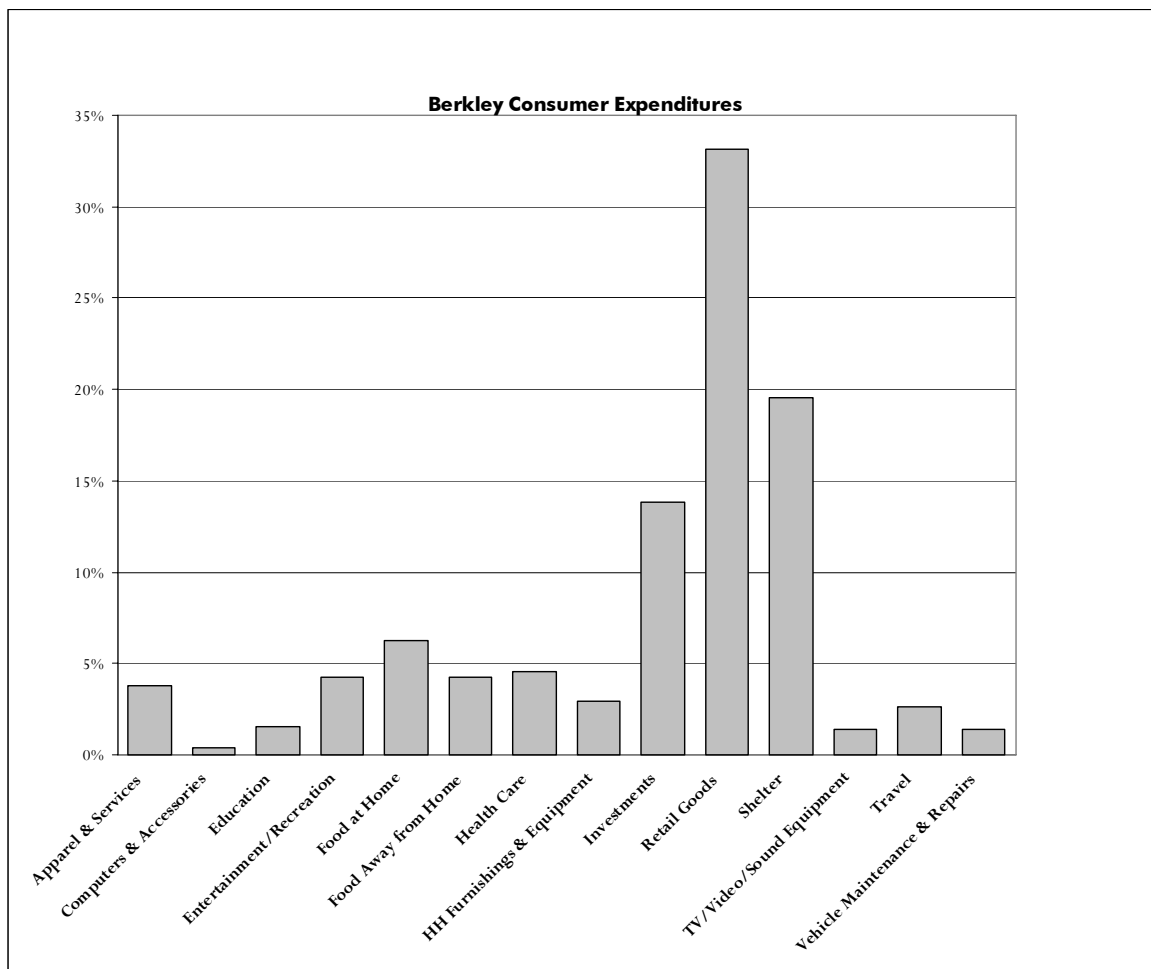
Woodward Avenue. Between 11 Mile Road and 12 Mile Road, Woodward Avenue offers several unique buildings and activities. Buildings are a mix of modern suburban-style design and uniquely preserved styles from Detroit's automotive heyday. Properties are equally likely to have highly visible parking located between the building and Woodward Avenue or enjoy near-street frontage with parking in the rear. Some of the corridor is served by a narrow access road.

Health care related offices and services dominate land uses near 12 Mile Road, but the rest of the corridor is an eclectic mix of retail and service activities. Vinsetta Garage is a landmark automotive repair location, equally rare for its design and the age of the automobiles always parked in front.

Westborn Market is an attractive grocery store with a focus on fruit, produce, dairy, meat, and flowers – it serves both nearby residents and is a destination for those seeking something fresh or unique.

Consumer Expenditures

Berkley residents compare favorably with surrounding communities with regard to spending patterns. About one-third of consumer expenditures are for Retail Goods, with Shelter ranking second and approaching 20 percent. This is consistent with the spending patterns found in neighboring communities, which suggests that the decision to spend within the City or elsewhere is based at least in part to the local availability or unavailability of the particular goods or serves. Chart X summarizes Berkley resident consumer expenditures.



Market Gap Analysis

A market gap analysis was conducted for the Master Plan Update than looked existing businesses in Berkley and those outside of the City, given the measured consumer expenditure pattern.

Close examination of retail goods available in Berkley compared with those elsewhere point out several opportunities. Berkley enjoys a significantly stronger than average share of “Food and Beverage” stores, like Westborn Market and Hillier’s.

Other strengths were also identified. Berkley is known for recreation and entertainment due to Hartfield Lanes located downtown, automotive services such as the Vinsetta Garage, “Hobby Retail” like the Doll Hospital and Toy Soldier Shop and numerous “Tavern and Restaurant” opportunities. Berkley wants to preserve and encourage expansion of these categories of businesses, which already have a strong presence in the community.

Berkley residents leave to acquire ...

- Apparel/Accessories
- Furniture/Furnishings
- Securities Broker
- Services
- Insurance
- General Merchandise

Others come to Berkley for ...

- Groceries
- Taverns and Restaurants
- Hobby Retail
- Automotive Services
- Bowling/Entertainment

However, gaps and opportunities were also identified. Berkley lacks furniture and other household furnishings, in relation to what residents are spending on these items. In addition, opportunities may exist for certain professional services, such as securities brokers and insurance agents. Berkley is also weaker in the category of “Clothing and Clothing Accessories,” especially for women. Rather than drawbacks, these goods and services are seen as opportunities in the near term for those interested in expanding or locating a business in Berkley.

The market gap analysis should be reevaluated every few years and as progress is seen. Market trends can shift quickly. A successful Berkley will have recognized that flexibility and acute

awareness of the marketplace work together to lead and strengthen the City's economic place in the region.

Downtown Revitalization

It is widely understood that a true downtown is not currently recognizable in Berkley. While its "heart" may exist in the vicinity of the 12 Mile/Robina intersection, the City's "downtown" stretches just one lot deep for a distance of one mile on either side of 12 Mile Road between Greenfield Avenue and Coolidge Highway. This is too great of a distance. Too often, shoppers will return to their cars to travel from one destination to another and, without an attractive option, may simply leave the City entirely.



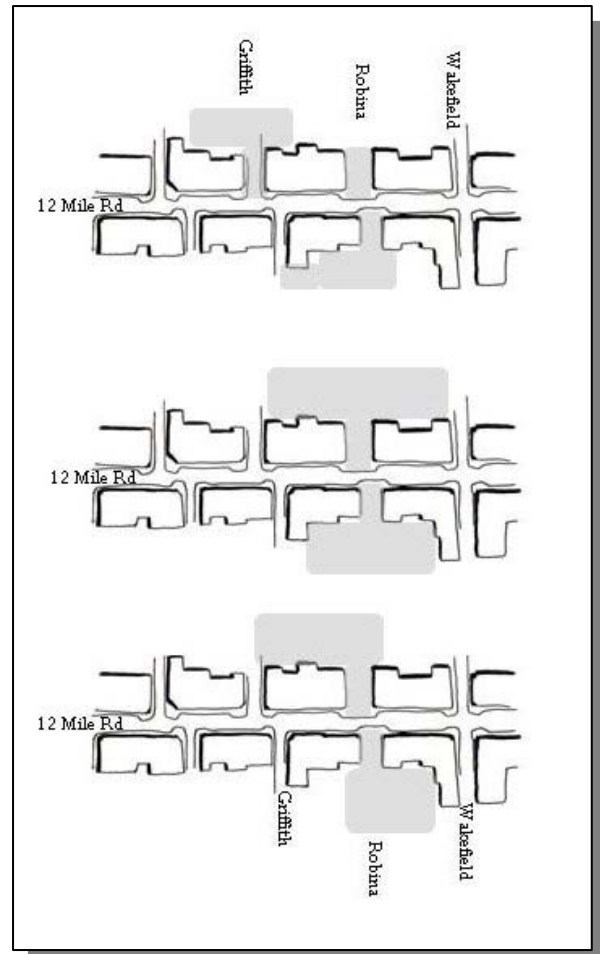
Consolidation of downtown businesses is needed, ideally in combination with adding some additional storefronts on side streets. In this way, the entire experience will become more of a destination and manageable for pedestrians. A "Park Once" philosophy may help the City to focus on what is important to downtown visitors for convenience and downtown compactness.

Additional stress is placed on this business corridor by the myriad competitors which exist elsewhere in the community, along Woodward Avenue, 11 Mile Road and Coolidge Highway.

The City has a Downtown Development Authority. Its success is hampered by the diffuse character of retail and service locations in the City, lack of an identifiable and traditional downtown, as well as reliance on part-time volunteers who can not spend adequate time and effort addressing downtown goals. Competitor cities employ professional managers or contract for economic development services. This kind of commitment will be needed in Berkley for its downtown to grow and remain competitive.

Consistency in design standards will help make the downtown more attractive. Potential shoppers have shown a preference for businesses with a lot of window space. Streetscaping that includes lights, street furniture and landscaping will contribute to making the downtown inviting for passers-through and pedestrians. A wayfinding system will help visitors find businesses and parking areas.

Establishing a downtown plaza is identified as a catalytic project for Berkley. The plaza could serve as a civic gathering place, host small concerts, plays and art shows, and provide sitting and picnic areas. Family-oriented movies could be shown outdoors at night in a plaza, reviving the use of the Berkley Theatre marquee. Alternatives could place the plaza north and south of 12 Mile Road but should focus on the historic “heart” of the downtown at Robina Avenue. In fact, Robina Avenue could be closed off to allow the creation of large and visible, pedestrian-friendly plaza. Mixed use development could help to add depth to the downtown corridor, as well as a built-in residential base. See the Catalytic Project section of this plan for more detail.



There are several options to downtown plaza locations, shown in gray above. These are just a few examples. All include Robina Avenue as the heart of the downtown.

A downtown plan that builds upon the work begun in the Master Plan Update will offer additional detail and set clear goals for downtown success.

Other Market Opportunities

There is a market for suburban style commercial development. New design alternatives make these places more attractive than the traditional retail strip malls seen in many locations throughout the metro-Detroit area. With this in mind, locations for future “Suburban Commercial” businesses were identified in Berkley at the Greenfield/12 Mile and the Coolidge/11 Mile intersections.

The intention is to make sure than these kinds of businesses can locate or relocate locally, helping Berkley residents avoid longer travel for the goods they desire that are often available only in larger chain stores. In addition, it provides an opportunity to compete with neighboring communities for this desirable business type. To accommodate them and the parking they require, significantly more property depth may be required and the Berkley Master Plan Update encourages consideration of this approach. As noted elsewhere in the Plan, the City seeks adequate buffering in the sensitive locations where new commercial development may abut residences.

Similarly, the City encourages appropriate expansion of businesses along Woodward Avenue. There appear to be opportunities for larger buildings and expanded parking in several locations. Given the role of Woodward Avenue, new businesses here may take on a quite different and unique character compared with locations elsewhere in the City. When expansion is feasible, the city will seek adequate buffering between it and nearby residential properties.

While the mixes of business types may change over time, Coolidge Highway will continue to provide neighborhood-based retail and service opportunities for residents of Berkley. The City will seek assurances that the operation of these businesses will be compatible with nearby residences. Overall goals include enhancing the overall appearance of the corridor, which cuts through the center of the City.

Table 15: Economic Development Implementation		
Action	Priority	Responsibility*
Prepare a downtown redevelopment plan	Short term	BD DDA PC CC
Consider establishing or mimicking the Main Street program, including designation of a downtown “manager”; coordinate with Oakland County’s Main Street efforts	Short term	BD DDA CC
Establish business ombudsman to advocate for local businesses seeking to expand or relocate within the city, and new businesses seeking to locate in Berkley	Short term and ongoing	BD DDA PC CC
Streetscape improvements and pedestrian bump-outs	Short term	BD DDA PC CC
Establish form based code for the downtown (and possibly other areas); allow mixed use and greater building heights to encourage investment downtown	Short term	BD PC CC
Establish downtown plaza and regular events	Short term and ongoing	BD DDA PC CC
Develop design guidelines with revolving loan fund to encourage timely building revisions; streamline the approval process for downtown businesses	Short term	BD DDA CC
Establish active business recruitment program with	Ongoing	BD DDA CC
Update market analysis	Ongoing	BD DDA PC
*CC= City Council PC= Planning Commission BD= Building Department DDA=Downtown Development Authority		

Transportation Recommendations

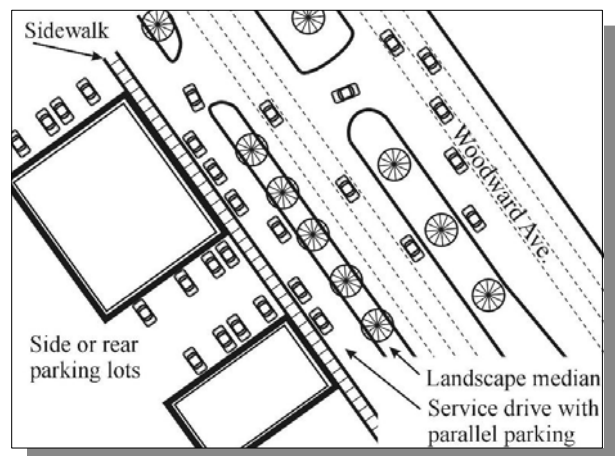
Jurisdiction Over Streets

Berkley has jurisdiction over most of the streets in the city, but with three significant exceptions. Woodward Avenue (M-1) is under the jurisdiction of the Michigan Department of Transportation (MDOT). Greenfield and 12 Miles Roads are part of the Road Commission for Oakland County system. Thus, for those streets, decisions on improvements rest with those agencies, though input from Berkley is considered.

Major Arterial - Potential Improvements

Woodward Avenue. Traffic volumes along Woodward Avenue approach 70,000 vehicles on a typical day. The median design, with indirect left turns (“Michigan lefts”), is able to process this high volume fairly efficiently, with relatively low crash rates. One way to help preserve the capacity and reduce crash potential is to continue coordination with MDOT to manage access points as land uses change. Where possible, existing driveways should be consolidated to reduce the number of access points, and driveways should be redesigned to permit vehicles to enter driveways with the least disruption to through traffic along Woodward.

One access management technique used in Berkley is the frontage roads along Woodward. These roads provide a connection to various businesses with a limited number of access points to Woodward. One downside of these roads is that they detract from the aesthetic character along the corridor. For this reason, some of the frontage roads are being eliminated when sites



redevelop. An alternative would be to maintain the frontage roads for one-way, but with parallel parking. Converting the angle parking to parallel parking would provide additional space for a

landscaped median to separate the service lane and parking from Woodward travel lanes and enhance the Woodward streetscape. This type of improvement should be considered when certain blocks redevelop.

12 Mile Road. Twelve Mile Road runs through the heart of Berkley leading to the city's center at its intersection with Coolidge – it is the east-west “Main Street.” Twelve Mile Road is one of the major east-west corridors through Oakland County, carrying both local and longer distance trips. This four lane road carries 18,000-23,000 vehicles on a typical weekday. While this is a fairly high volume, the traffic volumes decreased dramatically when the I-696 expressway just a mile to the south was opened in the late-1980s.

A variety of factors result in a street that does not function very well from a transportation standpoint. In addition, the street design does not contribute to the friendly, walkable corridor that is a goal of this Plan. Among the situations to address are the following:

- The frequency of intersections, often poorly offset from those across the street, results in the inner lanes functioning more as a left-turn lane than as a through lane. Drivers frustrated with the delays in the inner lane tend to stay in the outer lanes. Thus the four lane road has a capacity well below what is common for such a street, with a relatively high potential for crashes.
- Limited right-of-way width, coupled with the four lanes, results in a narrow sidewalk along much of the corridor. This does not create a very welcoming environment for pedestrians. The lack of pedestrian activity can give the impression that the business corridor is not very vibrant, even where there is considerable activity within the stores.
- The limited right-of-way and number of lanes also prevents the on-street parking that is usually associated with a vibrant downtown. Only the segments between Coolidge and Wakefield have parking along both sides, with parking just along the north side extending to Gardner.
- The lack of wayfinding, as previously noted, does not inform motorists that many of the businesses have parking in the rear.

Berkley and the Road Commission have had previous discussions to explore the potential to change the configuration along 12 Mile to make the street more walkable and add some additional on-street parking. One concept is to reduce the number of lanes to three, one lane in each direction plus a center turn lane. This could help reduce the number of crashes without a huge loss in capacity, since the inner lanes are problematic. But one problem with this design is that the traffic volumes are slightly above the typical threshold where a three lane street can function efficiently and have capacity to accept any increases in future traffic. Additional analysis is needed to determine if three lanes with some on-street parking or wider sidewalks, at least for select blocks should be considered.

11 Mile. Eleven Mile Road is four lanes along Berkley's entire southern border, although the character and traffic pattern is quite different east of Coolidge compared with points west. East of Coolidge, 11 Mile traverses a primarily single family residential area, with fairly well spaced intersections. Average daily traffic volumes along this segment are less than 15,000 vehicles. The roadway will retain its four-lane width for the foreseeable future, but the City will seek opportunities to protect and preserve the residential character of this stretch of corridor.

Coolidge. Coolidge serves as the north-south "Main Street" through Berkley. Traffic volumes range from about 25,000-30,000 vehicles a day. The street's cross section includes four lanes separated by a median north of 12 Mile, and four lanes with on-street parking and widening to five lanes at major intersections between 12 Mile Road and 11 Mile Road. The City recently undertook a major streetscape and traffic calming project at the intersection of 12 Mile and Coolidge.

Greenfield Road. Greenfield Road serves as the border between Berkley and Southfield. Average daily traffic volumes on the route's five lanes are in the 25,000-30,000 range. This street has the capacity to accommodate some growth in traffic, even with redevelopment of land uses along the Greenfield frontage (see Land Use recommendations). Application of access management techniques, discussed later in the chapter, with any such redevelopment can help preserve the capacity and reduce potential for crashes. With the additional right-of-way along Greenfield, a

parallel service drive known as a Marginal Access Street could be constructed along the frontage of the lots, especially north of Catalpa Drive. This would allow residents backing out of driveways to be able to turn around without backing into Greenfield. Elsewhere along Greenfield, this approach would also provide for shared access as certain blocks redevelop with non-residential uses.



Typical home-to-work travel times by block group. Source: US Census, 2000.

Street and Corridor Character

Street width and scale, presence of on-street parking and sidewalks, block length, building setbacks, design speed, street trees and even pavement markings and signs all contribute to how the street functions and the perceptions of the driver. Driver perceptions can affect vehicle speed and the care used in driving. The character of the street corridor as viewed by the motorist also impacts the image of Berkley.

Successful commercial corridors should be free of unsightly clutter and easy to navigate to find your destination. Streets in residential areas should make you intuitively drive at a low speed. In some cases, the road design elements in the City reinforce the desired image. In other cases, improvements need to be considered. This Plan relies on a range of approaches to help ensure the

future transportation system operates safely and efficiently, but also in context with the character of the City.

Entryways. Entryway signage helps to attract and direct visitors, and serves to define the “edge” of a community. With Berkley sandwiched between Woodward Avenue and Greenfield Road, two major arterial corridors with a land use cacophony that takes away rather than provides local identity for the communities they bisect, special attention must be called to the primary entryways of the City. An established consistent entryway system, combined with a comprehensive wayfinding system, may attract more of those who use these corridors into Berkley, which will in turn contribute to lasting economic benefits.

The entryway into the City provides the visitors their first and strongest impression of the City and acts a reflection of its residents and businesses. To maximize impact, attractive gateway should be constructed at the intersections of:

- Greenfield and 11 Mile
- Greenfield and 12 Mile
- Woodward and 11 Mile
- Woodward and 12 Mile
- Coolidge and Webster
- Coolidge and 11 Mile

These points represent where the heavy traffic flow takes place around the City, therefore it would highlight these areas for the greatest numbers of people with aesthetically appealing signage and plantings. Large broad plantings that sweep around the entryway and open it up visually can create a sense of grandeur that reflects the new growth of Berkley.

Wayfinding. Way-finding quite literally refers to ‘finding your way around’ and can apply to finding your way around the downtown, to City hall, or to neighborhoods. A comprehensive wayfinding system is recommended in order to improve accessibility for residents, visitors, and workers of Berkley. Typically, wayfinding is provided by a consistent signage system that points travelers in the direction of their



destination. It is important that all these signs look the same because the sign becomes a “brand” and the user quickly learns what to look for to find the next piece of information. Entryway treatments previously discussed are also a form of wayfinding because it indicates arrival to the destination.

Transportation Management

In addition to street improvements, the City can help manage traffic through a variety of tools that reduce vehicle trips or lessen their impact. The concept of transportation management is that some automobile trips can be eliminated by giving people other choices, such as transit or walking, to help relieve the street system. Land use arrangements that shorten the length of vehicle trips can also help. Every driveway that is eliminated or redesigned will help preserve capacity and reduce potential for crashes. Current streets may be able to operate better with new technology, such as signals that respond to actual traffic conditions or informing motorists of alternate routes when there is congestion or a crash. All of those ideas collectively can help address the City’s transportation needs in the future. Some specific transportation management tools are discussed below.

Traffic Impact Analysis. A tool to help ensure that traffic impacts are properly evaluated is to require a traffic impact study in certain situations. Generally, a traffic impact study should be required for a rezoning or project that would generate traffic above a specified threshold. In Michigan, the typical standard is at 50 or more directional (one-way) trips in the peak hour or 500 trips expected in an average day. In reviewing these reports, use established sources such as the Institute of Transportation Engineers (ITE) Trip Generation Manual or “Evaluating Traffic Impact Studies: A Recommended Practice for Michigan Communities.”

A well prepared traffic impact study will also address site access issues, such as the potential to share access or use service drives. The study should analyze options to mitigate traffic impacts, such as changes to access, improvements to the roadway, or changes to the development. In some cases, the developer can assist in funding improvements to help offset the impacts of the project.

Driveway/Access Management. Access management involves comprehensive controls on the number, spacing and placement of commercial driveways along major arterials. Numerous studies in Michigan and nationally demonstrate access management can reduce the potential for crashes, and help preserve the street's ability to carry traffic. Fewer driveways also create more attractive and pedestrian friendly roadways.

- **Number of Access Points.** The number of driveways allowed along major streets affects traffic flow, ease of driving, and crash potential. Every effort should be made to limit the number of driveways; and encourage access off side streets, service drives, frontage roads, and shared driveways. Those developments which generate enough traffic or have sufficient frontage to consider allowing more than one driveway should locate these second access points on a side street or shared with adjacent uses where practical.
- **Driveway Spacing from Intersections.** The minimum distance, on the same side of the street, between a driveway and an intersecting street should be 150 feet along a major arterial. This would allow a driveway to be placed mid-block on a short 300 foot block to be shared by two adjacent uses. On longer 600 foot blocks, this would allow for up to three or more driveways per block. At major intersections where there are long vehicle queues, such as 12 Mile and Woodward, greater driveway spacing should be provided such as 200 feet. Where driveways are located closer to intersections, they should be restricted to right turn only.
- **Driveway Spacing from Other Driveways.** Minimum and desirable driveway spacing requirements should be determined based on posted speed limits along the parcel frontage, traffic conditions, sight distance and in consideration of the amount of traffic a particular use is expected to generate. Minimum spacing between two commercial driveways should be 150 feet, but can be varied upon specific findings and in consideration of published traffic engineering manuals such as the AASHTO Greenbook. Where it can be demonstrated in redevelopment projects that pre-existing conditions prohibit adherence to the minimum driveway spacing standards, the driveway spacing requirements could be modified, but the driveway spacing should not be less than 60 feet.
- **Alternative Access.** Frontage drives, rear service drives, shared driveways, and connected parking lots should be used to minimize the number of driveways, while preserving the

property owner's right to reasonable access. Along Woodward Avenue, the parallel frontage road provides a system of shared access between businesses. Along other commercial corridors, rear yard parking lots should be shared and alleys or rear service drives utilized to connect adjacent commercial sites.



Traffic Calming

Residents expect low volumes of traffic and low speeds within neighborhoods. Because of the orientation, straightness and significant lengths of many residential blocks in Berkley, this is especially challenging. In some cases, speeds in the downtown and neighborhoods may be higher than is comfortable, particularly for east-west streets. Typically, the traffic impacting neighborhoods is not non-resident, pass-through traffic, but local traffic. In such cases, traffic calming measures may help keep speeds at an appropriate level.

Traffic calming measures cause drivers to slow-down and be more attentive. Traffic calming is a way to visually and physically impede speeding in residential areas. The physical change in the road parameters and the psychological change in the “feel” of the road reduce the speed of vehicles. Some of the common traffic calming measures described below may be appropriate in certain situations in the City after considering a number of factors such as traffic volumes, cost, maintenance, and impact on emergency access.

- **Speed Humps.** Vertical constraints on vehicular speed and are designed according to a safe vehicle speed (15 to 20 mph). They are raised areas that extend across the width of the pavement and range between 2-4 inches in height and 14-22 ft in length. Specifications on speed hump design are site specific and dimensions are unique to each location.

- **Speed Tables.** Vertical constraints, similar to speed humps, constructed with a table or flat portion in the center. They can create a street environment that is pedestrian friendly by being used in combination as a raised crosswalk. They provide visual enhancement, reduce vehicle speed and enhance the use of non-motorized transportation.
- **Street Narrowing, Slow Points, or Chokers.** Curb modifications, channelization, and sometimes landscaping features that narrow the street to a minimum safe width. They are often installed at intersections to reduce speed and/or redirect traffic. They provide larger areas for landscaping, enhance the neighborhood, facilitate loading and unloading and optimize the pedestrian crossing locations.
- **Angle Points or Chicanes.** Curbed horizontal deflections in the path of vehicle travel. They are built along the edge of travel-way similar to street narrowing treatments. They use physical obstacles and parking bays, and are staggered so drivers must slow down in order to maneuver through the street. Trees are often used at the slow point to restrict driver vision and create a feeling of a “closed” street.
- **Boulevard Slow Points or Channelization.** Center located islands that divide the opposing travel lanes at intersections or at mid-blocks, pedestrian refuge treatments and the other standard forms of intersection traffic control islands. These are aimed at reducing speeds while enhancing the pedestrian crossing points and safety.
- **Intersection Diverters.** Features that partially close an intersection to limit the allowable turning movements and divert traffic. They are used to convert an intersection into two unconnected streets, each making a sharp turn. This alters traffic flow patterns and limits the ability of vehicles to cut-through residential neighborhoods.
- **Street Closures.** Street closures are an option, however these are highly constrictive and affect the network traffic flow by eliminating neighborhood traffic from cutting through.



- **Roundabouts.** Raised, center rotary islands that are used as a replacement for traffic signals and stop signs at intersections. While these can be used as an effective intersection control, they also have an added traffic-calming benefit by deflecting vehicles out of their normal path, slowing traffic, and reducing the number of conflict points. They



also improve capacity and safety of the intersection and improve neighborhood aesthetics. Modern American roundabouts are also being used at a growing number of locations in Michigan as alternatives to signals along arterial streets. Smaller scale “traffic circles” are also being used on non-arterial streets in more frequency throughout Michigan.

- **Perimeter Treatments.** Visual and physical treatments used to communicate a message to drivers entering a residential neighborhood. Traffic signs, intersection narrowing, boulevards, textured pavement surfaces such as brick and landscaping features are often used to create this effect. Entry treatments are used to increase driver awareness to changes in roadway environment.

“Retrofitting” traffic calming measures may be appropriate for existing situations in neighborhoods. For example, there may be complaints about cut-through traffic, especially when the adjacent arterial streets become congested and motorists begin seeking alternate routes. In some cases, the traffic problems are just a perception, but in other cases there may be a problem to address. Installation of stop signs is a common response, but studies have shown they are not always effective in producing desired results. Alternatives to stop signs could be considered, especially where the location does not meet “warrants” specified by the State of Michigan. Where such concerns arise, the City may wish to follow the following three-step sequence used successfully by other cities:

1. Document the problem. This could involve speed studies or evaluation to determine if there is an unusually high percentage of cut-through traffic. Some communities involve the residents in

this process as an educational element as often they realize their neighbors are the speeders. The neighborhood can then work to reduce the problem with help from the City.

2. Where a documented problem exists, such as more than 15% of the vehicles traveling over 30mph, corrective measures may be needed. The first step is typically enforcement, speed monitor signs and other simple methods to slow traffic or direct it to more appropriate streets.
3. Where measures are needed, one of the varieties of tools mentioned above can be used to alter driver behavior and help traffic fit the character of the area.

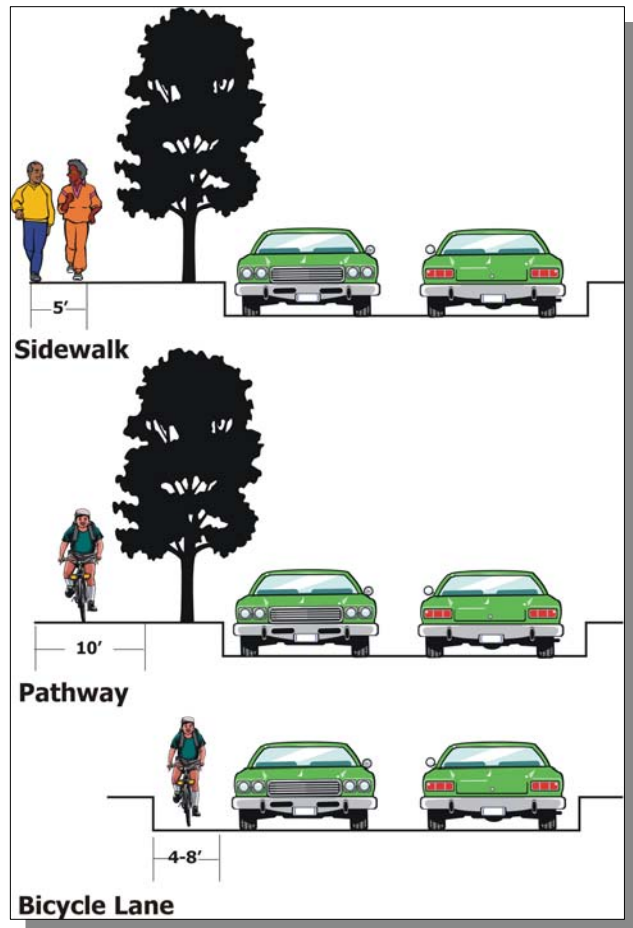
Implementation of a traffic calming program should involve the following:

- Traffic calming measures should be examined from an area-wide traffic calming perspective.
- Traffic calming measures should be used as speed controls rather than volume controls to prevent the diversion of through-traffic to parallel residential streets.
- It is important to highlight the presence of traffic calming measures by landscaping and treating the street edges. These measures complement the engineering design by softening the appearance of speed humps and enhancing the appearance of more aesthetic measures such as chicanes and traffic circles. Also, landscaping measures can enhance engineering measures and make them more effective and safer by highlighting their presence.
- Traffic calming devices should be designed in coordination with emergency services to ensure that safe emergency vehicle access is maintained to all areas. Details such as mountable curbs and gutters can often help resolve access problems.
- A risk management program should be implemented to minimize liability issues through proper location, design, signage, marking and lighting of traffic calming devices.

Sidewalks and Pathways

Pathways and sidewalks provide an additional mode of transportation for residents for short trips, provide recreation opportunities, improve connections throughout the City, help reduce isolation, and can even help reduce traffic volumes to some degree. In Berkley, sidewalks generally exist along both sides of the street along public roads. In addition, a multi-modal path has been proposed along Coolidge between 12 Mile and Beaumont Hospital. (See the Coolidge Linear Park Catalytic Project for more detail). In the future, the City may want to consider designating bike lanes along key routes. Each type of pathway is briefly described below:

- **Sidewalks.** A 5-foot wide concrete surface along one or both sides of a public street for the purpose of providing for pedestrian circulation. Walkways are normally separated from the street by a distance of 10 feet or more.
- **Multi-Modal Paths.** Pathways can accommodate higher volumes of pedestrians than sidewalks and more appropriate for other types of travel such as joggers and bicyclists. The federal standard for all new pathways is ten foot in width.
- **Bike Lane.** A portion of a street designated for exclusive use by bicyclists distinguished from the automobile travel lanes by paint stripes, signs or other similar devices. A bike lane is 4 to 8 feet wide.



The City can improve the pedestrian environment and safety in a number of ways. In addition to ensuring a comprehensive system of sidewalks, pathways, and bike lanes, the City can accommodate non-motorized transportation by:

- Improving signalization specifically for pedestrian crossings.
- Ensuring curb ramps at all corners.
- Installation/improvement of crosswalks at intersections and mid-block.
- Consistent maintenance of facilities to fix cracks, holes, etc..
- Requiring site plans be designed to ensure the pedestrian will feel comfortable walking within a site or from one site to another.
- Reducing travel speeds to create a more walkable pedestrian friendly environment.

Public Transit

SMART currently provides fixed route bus service along Woodward Avenue, Coolidge Highway, 11 Mile, 12 Mile, and Greenfield Roads. This provides for access to bus service within ½ mile to all areas of the City. These fixed bus routes utilize large- and medium-sized buses to carry 30-50 passengers on shorter trips on scheduled routes, usually with unlimited stops, although sometimes offering express service such as along Woodward Avenue. The SMART bus routes through the City provide a convenient link to the Royal Oak Transit Center, which offers connections to Greyhound and AMTRAK.



Woodward Avenue is proposed to be served by a rapid transit route between Pontiac and Downtown Detroit. SEMCOG is in the process of evaluating the options for this corridor, which could be in the form of light rail transit and bus rapid transit (BRT). These two modes are designed to carry moderate levels of transit riders and provide more frequent stops. Currently, the

preferred option is BRT. BRT combines the quality of rail transit and the flexibility of buses. It can operate on exclusive transitways, dedicated or HOV lanes, expressways, or ordinary streets. A BRT system combines intelligent transportation systems technology, priority for transit, cleaner and quieter vehicles, rapid and convenient fare collection, and integration with land use policy.

The City should continue to work in collaboration with the SMART bus system and SEMCOG to ensure the system can respond to changing needs of City residents and growth in the area. As study progresses on the BRT, a stop in Berkley could attract additional activity in the City and could influence land uses at the stop location.

Land use decisions by the City should also consider enhancing the transit friendly environment through adoption of Transit-Oriented Development (TOD) standards. TOD strategies help to create a more livable and walkable community. This consists of land use patterns that promote travel by transit, bicycle, walking and ridesharing; and concentrating mixed use development at transit centers and along transportation corridors. Strategies require a land use pattern and a pedestrian network which provides access and mobility between living and working environments. Elements of TOD include:

- Development of a highly desirable community with cultural amenities, easy walking distance to goods and services, access to regional and local trail systems, and the opportunity to live and work in the same area.
- Heightened sense of community through increased pedestrian activity and development at a more human scale.
- Clustered development with transit access offering better access to goods and services.
- Enhanced marketability of new development and enhanced property values.
- Stronger intermodal connections, providing opportunities for pedestrians and bicyclists to better link with transit and the regional trail system.
- Increased economic development opportunities in attractive commercial and employment locations.

Design of development along transit routes can support transit by increased intensity of development, improved pedestrian connections and appropriate locations of buildings, and parking. Sites should be designed so that multiple buildings are oriented to each other and focus towards pedestrian connections to transit stops. Surface parking should be located to the sides and back of buildings in a manner that still offers convenient vehicle parking without becoming the dominant feature of the site.

Implementation

The City of Berkley master plan update contains numerous recommendations. Implementing the plan will require the orchestration of multiple activities to assure that it meets the intent of the plan. The actions listed in the table on the following page will help the City of Berkley implement the transportation recommendations. For ease of use it is organized in a table format. Each section of the table is divided into three categories: Action, Priority and Responsibility to help focus attention on the most important and most effective strategies. Although successful implementation will involve effort from the entire community, the third column identifies key responsibility.

Table 16: Transportation Implementation		
Action	Priority	Responsibility*
Where possible, access management techniques should be employed such as the consolidation or redesign of existing driveways to permit vehicles to enter driveways with the least disruption to through traffic	On going	BD DPW PC CC
Investigate the conversion of frontage roads along Woodward to one-way, with parallel parking for new/infill development	On going	BD PC CC
Require a traffic impact study for a rezoning or project that would generate traffic above a specified threshold	On going	BD PC CC
Continue to coordinate with Oakland County, SEMCOG, adjoining communities, and other jurisdictions for improvements to roads	On going	CC BD
Develop a comprehensive traffic calming program to provide more walkable neighborhoods and streets	On going	BD DPW CC
Encourage non-motorized transportation by improving pedestrian crossings, signalization, curb ramps, consistent maintenance of facilities, requiring site plans be designed to accommodate pedestrians, and reduce travel speeds to create a more walkable environment	On going	CC DPW
Conduct a study to determine if three lanes with some on-street parking or wider sidewalks on 12 Mile in Downtown Berkley should be considered	Short term	CC BD DDA
Investigate the development of a parallel service drive known as a Marginal Access Street along Greenfield, especially north of Catalpa Drive	Short term	CC PC BD
Pursue stronger entryway image development for main corridors to the City	Long term	CC BD DDA
Implement a citywide and downtown way-finding program	Long term	DDA BD CC
Investigate the development of a multi-modal path along Coolidge	Long term	CC DPW BD
Consider the development of bike lanes along key routes	Long term	CC DPW BD
Work in collaboration with the SMART bus system and SEMCOG to ensure any proposed rapid transit system can respond to Berkley's needs	Long term	CC BD
*CC= City Council PC= Planning Commission BD= Building Department DPW=Department of Public Works DDA=Downtown Development Authority		

Community Services and Facilities Recommendations

The City currently offers a well-organized structure to handle the demanding daily issues of an inner ring suburb. The responsibility of implementing various recommendations will fall on different departments and include different jurisdictions. In the years following adoption of the plan it will be important that all of the departments coordinate on a regular basis regarding the implementation status of this plan. These efforts should be organized in such a way so everyone is communicating efficiently and duplication of efforts is avoided.

There will be occasions where strategies and recommendations are inconsistently defined or interpreted, therefore it is important that regular ‘training’ sessions for City staff, boards, and commissions be held. These sessions will help for many reasons including ensuring consistent interpretation of objectives, brainstorming implementation strategies and conflict resolution.

Utilities

The city’s utilities are provided by outside regional authorities. The City must continue to maintain a strong relationship with both the Detroit Water & Sewerage Department and the Southeastern Oakland County Water Authority to evaluate and assess the capacity and quality of the water and wastewater facilities.

Public Safety

The Berkley Public Safety Department is an important resource in implementing this plan and building upon the assets and quality of life in the City. The department should continue to use current programs and services to pro-actively increase the feeling of safety in neighborhoods and for local businesses.

For all public safety elements, it is important to remember that the more open and visible this department and efforts are to the public, the more at ease citizens will feel. This will in turn garner

long-term stability among residents and business owners and assist with residential and economic growth.

Government Facilities

The City has been discussing the opportunity of relocating the Department of Public Works (DPW) from its existing site, located on the corner of Bacon and Beverly, possibly to the 11 Mile Road Corridor. (Refer to the “Bacon/Beverly Catalytic Project” for further detail). The development of a new DPW facility will provide the City with more up-to-date facility to better serve the City’s needs, in a more appropriate location. In addition, the new facilities being situated on or near 11 Mile Road will encourage shared services between Berkley and Huntington Woods, a concept that many communities are starting to consider. The provision of joint services between communities is recognized as a way to cost-effectively provide similar or oftentimes improved municipal services.



The City does not project any other major new construction of municipal buildings over the next several years. General maintenance, renovations to comply with the America’s Disabilities Act (ADA), and modernization of existing facilities and equipment are the focus for all other government facilities in Berkley.

Education

The Berkley Public School District operates ten facilities which serve Berkley residents. Due to declining enrollment, rising costs and aging infrastructure, Berkley schools will have to evaluate options for building and program consolidation. Future expenditures will likely need to focus on modernization of existing facilities and equipment. In addition, the district should collaborate with

neighboring communities and districts, institutions, businesses, organizations and community groups to create on-going opportunities for students to maximize resources in beneficial ways.

Parks and Recreation

The City prepared a Parks and Recreation Master Plan in 1998, which needs to be updated in order to qualify for state funding. This document guides future improvements, investments and changes to park and recreation in the City. The focus should be to continue to modernize and update existing facilities and maximize the use of existing parkland. The plan established the following key project recommendations:

- **Angell Park.** Develop outdoor roller hockey area and purchase barrier free surfacing and upgrade play equipment
- **Community Park.** Expand use of SMART senior vehicle, renovation to community center / ice arena, repair tennis courts, acquire property for development of field house
- **Jaycee Park.** Construct sand volleyball court and purchase barrier free surfacing and upgrade play equipment
- **Kiwanis Tot Lot.** Purchase barrier free paths and retrofit play equipment
- **Lazenby Field.** Acquire property for restrooms, concession and storage
- **Merchants Park.** Construct sand volleyball court and purchase barrier free paths and retrofit play equipment
- **Oxford Towers Park.** Repair tennis courts
- Acquire Property for Outdoor Roller Hockey Area



The evaluations conducted in this Plan have identified additional park needs including the development of a linear park along Coolidge between 12 Mile and Beaumont, the development of

Veterans Park at the northeast corner of Coolidge and 12 Mile and the development of a mini-park at the terminus of Edgewood at Woodward Avenue.

Natural Features

Berkley, although fully developed, can do its part in protecting natural features and the ecosystem. Part of Berkley's charm is accredited to the presence of mature street trees along major corridors and entwined in residential neighborhoods. Berkley should ensure that these trees are preserved, in spite of infill development or redevelopment of existing sites. If trees are required to be removed, the City should require replacement of existing mature trees with larger caliper trees. The City could also encourage tree plantings by local residents and businesses through a tree planting program where the City distributes saplings or reimburses property owners for new plantings.

As discussed in the existing conditions report, Berkley is located in the Red Run Subwatershed, which is facing runoff problems due to the amount of impervious surfaces found within urbanized areas. Failing septic systems, pesticides and fertilizers from lawns, oil and grease from roads and parking lots, and sediment from construction sites eventually enter the Clinton River and eventually Lake St. Clair. Berkley should continue to work with neighboring communities to reduce this serious runoff problem.

Implementation

The City of Berkley master plan update contains numerous recommendations. Implementing the plan will require the orchestration of multiple activities to assure that it meets the intent of the plan. The actions listed on the following page will help the City of Berkley implement the community services and facilities recommendations. For ease of use it is organized in a table format. Each section of the table is divided into three categories: Action, Priority and Responsibility to help focus attention on the most important and most effective strategies. Although successful implementation will involve effort from the entire community, the third column identifies key responsibility.

Table 17: Community Services and Facilities Implementation		
Action	Priority	Responsibility*
Maintain a strong relationship with the Detroit Water & Sewerage Department and the Southeastern Oakland County Water Authority	On going	DPW CC
Continue current programs and services to pro-actively increase safety in neighborhoods and for local businesses	On going	DPS CC
Continue to develop the recommendations of the Parks and Recreation Master Plan	On going	PRD CC
Develop an annual Capital Improvement Program (CIP) to reflect the current and future community facility and infrastructure needs of the community	Short term	BD DPW CC
Develop a tree planting program where the City distributes saplings or reimburses property owners for new plantings	Short term	CC DPW
Actively pursue the relocation of the DPW office to a more appropriate site	Long term	DPW CC
Begin discussions with Huntington Woods to provide shared DPW services	Long term	CC DPW
Look for opportunities to provide shared school, library, and parks and recreation services with neighboring communities and volunteer organizations	Long term	CC School Board PRD Berkley Library
Investigate renovations to comply with the America's Disabilities Act (ADA), and modernization of existing City owned facilities and equipment	Long term	DPW DPS CC BD
*CC= City Council PC= Planning Commission BD= Building Department DPW=Department of Public Works DPS=Department of Public Safety PRD=Parks & Recreation Department		

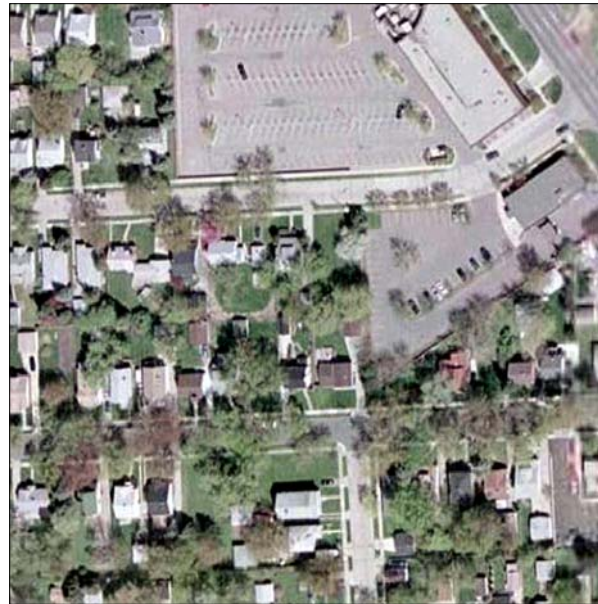
Neighborhood Reinforcement Recommendations

The majority of Berkley's neighborhoods were created between 1940 and 1970. This aging housing stock is now facing a number of maintenance issues, common in first-tier suburbs. These older homes often have age-related maintenance issues, size and lot constraints, and many lack features that modern homebuyers seek including attached two-car garages, large rooms and ample storage space.

In order for the housing supply in Berkley to remain competitive with developing communities on the metro Detroit fringe, Berkley needs to encourage home maintenance, improvement and expansion as well as provide opportunities for in-fill development. Inner ring cities must make a concerted effort to modernize homes in order to attract new residents, encourage current citizens to stay, and revitalize a sense of pride in their communities. There are a number of actions Berkley can take to encourage residential rehabilitation.

Buffering between Residential and Non-Residential Uses

Commercial activity tends to infiltrate residential neighborhoods in maturing communities. This is evidenced where commercial activity (i.e. offices, personal service establishments, and various types of retail uses) infringes on residential neighborhoods, such as along Berkley's main



corridors of 11 Mile, 12 Mile, Greenfield, Coolidge and Woodward. Some areas may

Example of residential location with possible buffering needs.

become ripe for conversion to commercial use, such as some sites located along Greenfield, as their presence on such a busy roadway may not be desirable for residential homes. When this occurs, it is

important to establish appropriate transitional land uses to prevent conflict. Better screening and landscaping are required to separate negative impacts of existing and planned non-residential uses on surrounding neighborhoods.

Housing Preservation and Maintenance

The importance of the day-to-day maintenance of housing units cannot be overemphasized. To ensure the preservation and maintenance of existing housing by property owners, Berkley should use a variety of basic strategies/programs to improve the appearance and value of existing neighborhoods, as described below.

- **Codes and Ordinances.** The City should review its building codes and ordinances to determine the extent to which maintenance issues may be addressed by existing regulations. Where regulatory deficiencies exist, the City should consider stricter requirements. Efforts should be extended to both owner and renter-occupied properties.
- **Enforcement Practices.** In the event sufficient regulations exist, the City should review its enforcement policies and procedures to identify ways in which to improve regulatory enforcement of existing laws. This review should include an analysis of the City's violation management procedures and penalty (fine) structure.
- **Municipal Civil Infractions Ordinance.** The City should investigate the implementation of its Municipal Civil Infractions Ordinance to ensure enforcement is effective.
- **Infrastructure Maintenance.** A well-maintained infrastructure is very important to perceived neighborhood quality. Broken sidewalks, streets with potholes and broken curbing, unkept street terraces, and like factors portray images of neighborhood instability, declining property values, and negatively reflect on the community as a whole. It is therefore imperative that "surface infrastructure" be regularly inspected and, improved as necessary.

- **Annual Neighborhood Beautification Programs (Spring and Fall Clean-up Programs).** The City should host annual or bi-annual beautification efforts providing for the “free” curbside removal of large-scale trash, debris, appliances, etc. Hazardous waste collection sites should be designated as part of this effort for the disposal of household products such as paints, vehicular fluids, and the like.
- **Housing Rehabilitation Programs.** The City should assist homeowners to rehabilitate existing dwellings, to make housing repairs, to undertake emergency repairs and to continue basic maintenance. Possible programs that could be offered include housing rehabilitation, housing façade, emergency repair grants, tax abatements, free paint and free smoke alarm programs.
- **Programs to Encourage Ownership.** Encourage homeownership in areas with increased renter-occupied dwellings with first time homebuyer down payment assistance.
- **Education Programs.** Conduct community awareness programs on blighting influences, annual refuse collections, and comprehensive code enforcement efforts throughout residential neighborhoods and nonresidential areas adjacent to residential neighborhoods.



In-Fill Development

Many of the neighborhoods are experiencing in-fill development on lots with smaller homes and on underused or vacant lots. As new structures are built it is important to respect the character of the neighborhood. The design of the homes is just as important as the streetscape elements in defining neighborhood character. Where in-fill development or redevelopment is proposed, the physical

composition of such development needs to be in keeping with the existing character of the neighborhood. The following recommendations will help to guide in-fill development and to ensure new construction is compatible with the strong neighborhood framework.

- The architectural styles of homes should be in character with the existing homes in the neighborhood. Traditional architectural styles should be encouraged.
- In-fill development should relate to the surrounding homes in terms of scale, color, window proportions, and façade articulation. In-fill development should incorporate the architectural features found along the streetscape including setbacks, roof pitches, colors, materials, window proportions and rhythm and architectural detailing. The compatibility of new buildings may be enhanced by incorporating building and site details common in the neighborhood.



- Building materials should be high-quality such as wood or high-quality vinyl siding, brick, and stone. The intent is to ensure new construction is durable and timeless. Town houses should attempt to emulate the characteristics and style of single-family homes at the same time, work to achieve its own unique design theme. Features such as front porches, peaked rooflines, dormer windows, bay windows, and gables which face the street, should be encouraged.
- Special consideration needs to be given to the street-side of the residences. The orientation of residences must be designed to display the architectural and residential qualities of the structures, create a comfortable environment for residents, visitors, and those passing by, and promote interaction between neighbors. This can be accomplished by utilizing a few key techniques that will orient the living areas of the home and the front door as the dominant

feature or point of emphasis. Shallow setbacks from the sidewalk bring the private and public space closer together for easier interaction and access. Homes should provide front porches as a point of refuge at the front door. Garages and garage doors should be located in the rear yard and not dominate the front facade of the home. Where attached garages are proposed on residences, the prominence of garage doors along the public street should be minimized and other features such as porches and windows accentuated. This can be accomplished by following standards that:

- ✓ Limit the distance the garage can be set in front of the living area (if at all).
- ✓ Limit the length of the garage wall along street-facing facades.
- ✓ Limit the distance the main entrance can be set behind the street-facing wall of the dwelling unit.
- ✓ Require that the main entrance be oriented to the street or open onto a porch with an entrance that opens towards the street
- ✓ Require a minimum amount of street-facing windows.

Streetscape Enhancements

Where streetscape enhancements are needed, the following elements are important:

- The public streetscape within neighborhoods consists of a number of elements: the roadway, sidewalks, street trees and street lighting.

These components must be included in all development and redevelopment projects.

- Street trees must be provided to enhance the appearance of the roadway, provide shade, and to alert a driver he/she is in a residential area and should slow down. Street trees should be provided between the street and the sidewalk.

Street trees should generally be spaced 40 feet along a street.



- Sidewalks need to be provided along all streets and should be at least 5 feet wide. Future infill development must continue this system by providing sidewalks along the street as well as connection to the units and existing routes.

Implementation

The City of Berkley master plan update contains numerous recommendations. Implementing the plan will require the orchestration of multiple activities to assure that it meets the intent of the plan. The actions listed on the following page will help the City of Berkley implement the neighborhood reinforcement recommendations. For ease of use it is organized in a table format. Each section of the table is divided into three categories: Action, Priority and Responsibility to help focus attention on the most important and most effective strategies. Although successful implementation will involve effort from the entire community, the third column identifies key responsibility.

Table 18: Neighborhood Reinforcement Implementation		
Action	Priority	Responsibility*
Ensure appropriate transitional land uses including screening and landscaping to separate negative impacts of existing and planned non-residential uses on surrounding neighborhoods	On going	BD PC
Review building codes and ordinances and enforcement policies to determine the extent to which maintenance issues may be addressed by existing regulations, where regulatory deficiencies exist, and identify ways in which to improve regulatory enforcement	On going	BD CC
Consistently and regularly enforce the property maintenance code.	On going	BD CC
Provide information to homeowners related to home improvements and funding sources for home improvements such as tax credits and low-interest financing	On going	BD CC
Regularly inspect and improve as necessary sidewalks, streets, curbing, etc.	On going	BD CC
Host (bi) annual beautification efforts providing for the clean up of neighborhoods	On going	BD CC
Develop housing rehabilitation programs to assist homeowners to rehabilitate existing dwellings	On going	BD PC CC
Encourage homeownership in areas with increased renter-occupied dwellings with first time homebuyer down payment assistance	On going	BD PC CC
Conduct community awareness programs on blighting influences, annual refuse collections, and comprehensive code enforcement efforts	On going	BD PC CC
Ensure infill development is consistent with the neighborhood character	On going	BD PC CC
Update subdivision, site condominium, condominium, and land division regulations to reflect neighborhood strategies	Short term	BD PC CC
Promote the establishment of neighborhood associations and support the creation of a lead committee that is charged with maintaining communication between associations	Short term	BD CC
Create a neighborhood development committee that will assist in guiding the implementation of the neighborhood reinforcement strategies set forth in this plan	Long term	CC
*CC= City Council PC= Planning Commission BD= Building Department		

Enhancing Bungalows

First-tier suburbs, inner ring or suburban communities that are fully developed and whose housing stock was primarily built between 1940 and 1970, face a number of significant and common issues associated with having an older, established housing stock. Cities such as Berkley have many positive attributes, including a sense of place, proximity to both urban and suburban amenities, and quality schools. However, rehabilitating the aging and obsolete housing stock in inner ring suburbs presents a challenge. These homes often have maintenance problems because of their age, size and lot constraints, and many of them do not include features that modern homebuyers are looking for, such as two-car garages, large bedrooms and plenty of closet space. Providing opportunities to expand and rehabilitate bungalows, one of the most prevalent housing types in the City, is a top priority for Berkley.

Bungalow Expansion Concepts

Post-War bungalows abound in Berkley. These modest, one-story and two-story wood frame houses were built in huge numbers after World War II to house soldiers returning from the war and starting families. While the small scale, neat appearance and colonial detailing of a post-war bungalow have a certain charm, these houses tend to be monotonous when they occur in large numbers, as they so often do.

To be able to encourage residents to remain in Berkley and attract new ones, these types of homes need to be able to be enlarged and upgraded to



Prototypical bungalows in Berkley.

compete with newer, larger homes located in outlying Townships and surrounding communities. The following key elements were identified for improving post-war bungalows:

- **Increase Flexibility.** Nuclear families were the original market niche for the post-war bungalow. These types of households are no longer the dominant market force that they were in the 1950s. For bungalows to regain a competitive edge in the regional housing market, they need to be attractive housing options for a wide range of potential households, including older residents, young singles, and non-traditional families.
- **Maximize Usage and Efficiency.** Post-war bungalows are small houses. It is important to look for ways to use every square inch of available space, open floor plans to increase the perception of spaciousness, and to find easy ways to increase living space.
- **Add Architectural Variety.** Because groups of bungalows were often built quickly by a single developer, there is a lot of repetition in their floor plans and exterior features. Improvements should include ways to add variety to the architecture and increase the curb appeal of the housing stock.

The proposed bungalow expansion concepts respect the most desirable features of this housing type, including a compact floor plan and a first floor bedroom, yet capitalize on their potential. The following list describes examples of how bungalows in Berkley can be expanded. Please refer to the remodeling concepts included on the following pages to get an idea of the types of improvements that can be considered.

- First floor expanded master bedrooms, a feature that has much appeal to prospective homebuyers.
- Opening up the first floor living, dining, and kitchen areas to create better spatial flow and to maximize the flexibility and efficiency of these small houses.
- Conversion into two-floor homes with additional bedrooms or even bathrooms on the second story.
- Bold modifications for the exterior facades to overcome the “cookie cutter” effect that often occurs when neighborhoods have block after block of bungalows.

User-friendly guides for improving bungalows should be prepared for the City’s residents, using the combined expertise of architects, planners, residents, and City staff and officials to provide advice about how to more specifically adapt these floor plans into larger living spaces.

Update Zoning and Building Codes

For homeowners and developers planning remodeling projects, one of the most frustrating and confusing parts of the process is understanding how zoning and building codes relate to rehabilitation. Building and zoning codes tend to focus on new construction and the high standards set forth in these codes can make rehabilitation projects financially infeasible for homeowners, discouraging improvement projects that would benefit the entire neighborhood.

The combination of small lot size and zoning ordinances that are outdated often presents a major barrier to remodeling and redevelopment. However, there are a number of techniques that communities can use to make zoning regulations more accommodating for residential rehabilitation. The City can help to encourage redevelopment of existing structures by revising current Ordinances to remove zoning restrictions that create the most problems and allow for variances or provide flexibility in other ways that will allow zoning restrictions to be avoided when warranted.

In Berkley, this may mean relaxing the 25 foot front yard setback to allow for a porch and the addition of living space over the porch. In addition to new or expanded second floor bedrooms, the porch offers residents with seasonal outdoor living space. In some cases, “pushing forward” an existing porch would allow expansion of first floor living space. In many prototypical bungalows, this would mean expansion of a living room and master bedroom. For others, this change would mean relocating the master bedroom upstairs and a kitchen/dining room expansion on the first floor. In any case, the reinvestment encouraged by merely relaxing the front yard setback will help to update the housing stock. In examining the changes occurring around the Midwest, the setback reduction could be up to eight (8) feet.

Rehabilitation Finance

Rehabilitation projects have a beneficial effect on neighborhoods and can improve Berkley’s image. Because these projects are often expensive endeavors for families, Berkley will encourage residential remodeling and redevelopment by helping residents find the necessary funding. Options may include City loans for residential rehabilitation projects, making City funds available to residents through low-interest loans and grants, by helping residents, non-profit organizations and developers learn about local state and federal programs that can assist in home rehabilitation, and by providing other kind of incentives to encourage homeowners and developers to rehabilitate older housing, such as tax incentives.

Tax abatements are one type of tax incentive that Berkley should consider. Some homeowners feel that when they invest substantial sums of money in home improvements, they are penalized for their efforts by having to pay higher taxes. To counter this disincentive, cities can abate property taxes on the value of improvements. In addition to abating the value of improvements to existing houses, tax abatements can be used to reduce the tax liability for new residential construction. The City may abate a percentage of the value of new construction for a set number of years. Tax abatement for new construction would provide an incentive for developers to create new housing in the target neighborhoods, such as the northwest corner of the City, which currently contains the City's highest proportion of renters.

Examples of Desirable Expansions to Prototypical Berkley Housing



Example One. A new bedroom suite with a second bathroom is added in the above example. Seasonal outdoor living space is added with the porch. The existing building is presented on the left and an illustration of one possible redesign concept is offered on the right.



Example Two. A second bedroom with a new bathroom and added play space is added upstairs in this example. This example also adds a porch.



Example Three. Here, a second bedroom or expanded bedroom suite with a new bathroom are added upstairs, along with expanded living room or kitchen/dining area downstairs. In this example, the setback does not change, but slight reduction in the existing porch space is coupled with overhead expansion to gain desirable livable space.

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Catalytic Projects

The following pages highlight the four catalytic projects selected for their potential value to the community and their targeted ability to produce positive change for an area. The projects include the following:

Downtown Plaza

Coolidge Linear Park

Greenfield Avenue

Bacon/Beverly Residential

Catalytic Project

Downtown Plaza

Active, attractive places in every downtown – both large and small – serve to establish their identity and overall character. Berkley believes that creating a gathering place in the central downtown will become a catalyst here. It will combine with other key elements to make downtown Berkley an attractive place for business, residents and visitors.



This catalytic project contains several elements:

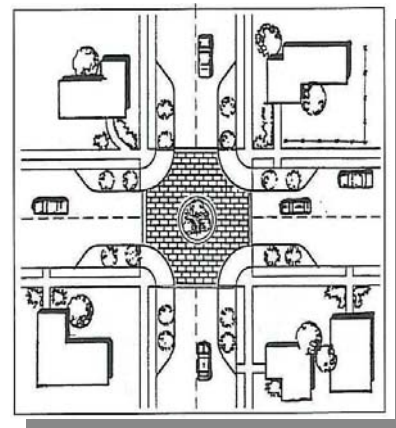
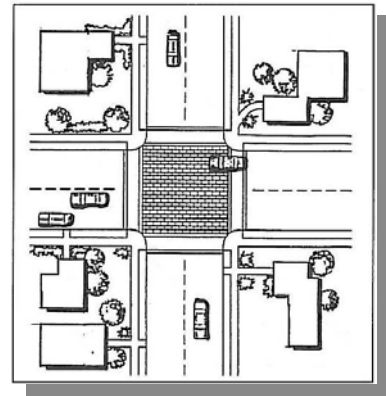
- Closing off Robina at its intersection, both north and south, with 12 Mile Road. At this location, creating a *public gathering place* with several components, which may include passive urban park space, convenient

sitting areas, and a small amphitheater for “under the stars” live performances – this provides a coalescing point and anchor for an updated downtown.

- The opportunity for *townhouse and mixed use development* in a manner that provides new commercial and additional residents to the downtown.
- The need for a focal point that draws on local history (e.g., the Berkley theater sign) and taller structures (e.g., with floor area ratios exceeding 1.0) to act as a visual centerpiece for the downtown.
- A commitment to higher retail densities and mixed use centered around the intersection, while encouraging the demolition or replacement of downtown buildings lacking the character that is consistent with a dynamic, attractive downtown. Replace less attractive and underutilized buildings with well-designed, more intensively used structures. Establish a design theme such as *Turn-of-the Century* or the *1950s*, which will be applied consistently when considering all new structures downtown. Consider establishing a revolving loan fund to encourage businesses to invest in redesign.
- Work with the Oakland County Road Commission to add pedestrian flares that shorten the walking distance for pedestrians crossing the busy 12 Mile Road, while adding

protection to streetside vehicle parking and providing the opportunity for additional design elements including trees and sitting areas. Stamped and dyed concrete could be included to help mark unique pedestrian areas.

- One-way access drives located to the rear of the downtown that add the potential for increased depth of retail and gathering place activity, allow for enhanced local circulation so travelers would not need to enter into the residential areas simply to return to the downtown, and provide access to parking found behind these buildings. The circulation street would include context sensitive design elements to enhance attractiveness and protect nearby residences. It would also serve to breakup the elongated



“superblocks” that work to intimidate carloads of potential shoppers who fear getting lost in an unknown residential area.

- Actively pursue Specialty Retail that eventually becomes part of Berkley’s downtown “brand.” A Market Gap Analysis was part of this Master Plan process and identifies numerous opportunities for businesses in downtown Berkley (and elsewhere in the City). Importantly, it determined that the kinds of business found in neighboring successful downtowns can also succeed here. A five-step approach, described below, has been used elsewhere in the country and is recommended here to help achieve the right mix downtown.



Enclosed parking is not always a massive one-color box of concrete, as seen here.

- A program to actively manage the downtown redevelopment, such as participating in Oakland County’s Main Street program or establishing a development coordinator/liaison for active advocacy of the City’s overall economic development. The Main Street Program is a national program proven to be effective at reinvigorating and maintaining downtowns.
- Other components of this catalytic project include good wall design, extensive wayfinding, a pedestrian-friendly environment, share parking concepts, and replacing less attractive and underutilized buildings with more intense uses with well-designed structures.

Five Steps to Establishing Specialty Retail in the Downtown

What works to attract the kinds of specialty retail sought by Berkley? The first requirement is a positive attitude. Many communities assume they can not compete with nearby shopping malls. An emerging set of facts is proving them wrong. There are growing numbers of “anti-mall” suburbanites and “urban exiles” who avoid malls and seek out a fuller, pedestrian experience with wider, different choices. Embrace this attitude.

Second, Berkley must gain better control of the land and zoning associated with its downtown. Stringing out retail choices across nearly two-miles fails to produce the commercial cluster desired by the shoppers Berkley must target. In fact, recent studies suggest that limiting the quantity of commercially zoned land gives landowners and retailers the incentive and economic strength they need to maintain a high-quality environment. Older retail strip centers should be rezoned to help concentrate the retail downtown. Increasing the allowed Floor Area Ratio in the downtown area will also provide incentives to property owners and, once developed, will help to offset the higher costs of developing in Berkley compared with Greenfield sites and the sprawling suburban extremities. Finding ways to streamline the development process for targeted areas like an evolving downtown is smart.

Third, pay attention to the market gap analysis and see what is working outside of Berkley. Understand the local market and seek out businesses that can respond to it. Seek out one or two “anchors” for your downtown and position them towards the east and west ends of the corridor. Anchors are not always retail – well-known restaurants make good anchors too.

Fourth, identify the buildings worth keeping downtown – really worth keeping – and encourage adaptive reuse. Be willing to lose the blank-wall modern boxes that add little character to the area.



Finally, adhere to a form-based design and zoning approach. Make sure that building design and streetscapes appeal to pedestrians seeking diverse shopping, eating and cultural opportunities. Fill blank walls along sidewalks and the large empty spaces. Link the surrounding area through wide sidewalks, parks, bicycle accessibility and parking lot connections.

New Residential in the Downtown

New townhouses could help to meet several goals of increasing population and providing housing to important current and future demographics, including young adults and elderly. Both cohorts see benefits in locating in and near downtowns.

The existing public parking areas both north and south of 12 Mile Road are expansive and underutilized. Combined with closing the public street for redevelopment, they may be better suited to providing space for owner-occupied and rented townhouses, as well as mixed use opportunities which would have the effect of expanding the downtown and providing a needed greater critical mass.

The new space would provide the elements identified as necessary to every successfully downtown, and would respond to the changing marketplace and demographics identified in the Master Plan process to date.



Making Berkley's Central Plaza

According to the People for Public Spaces, recognized experts in urban parks, including small details add up to making great places. Their 10-step approach is summarized below:

1. *Image and Identity.* Create a place with the intention of making the most significant place in the City. For example, sometimes a fountain is used to give a strong image and identity.

2. *Attractions and Destinations.* Any great public square or downtown park has a variety of smaller "places" within it to appeal to various people. These can include outdoor cafés, fountains, sculpture, or a bandshell for performances. The attractions do

not need to be big to make the square a success. In fact, some of the best have numerous small attractions such as a vendor cart or playground that, when put together, draw people throughout the day. Creating ten good places, each with ten things to do, offers a full program for a successful square.

3. *Amenities.* A downtown park should feature amenities that make it comfortable for people to use. A bench or waste receptacle in just the

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right location can make a big difference in how people choose to use a place. Lighting can strengthen a square's identity while highlighting specific activities, entrances, or pathways. Public art can be a great magnet for children of all ages to come together. Whether temporary or permanent, a good amenity will help establish a convivial setting for social interaction.

4. *Flexible Design.* Its use will change during the course of the day, week, and year. To respond to these natural fluctuations, flexibility needs to be built in. Instead of a permanent stage, for example, a retractable or temporary stage could be used. Likewise, it is important to have on-site storage for movable chairs, tables, umbrellas, and games so they can be used at a moment's notice.

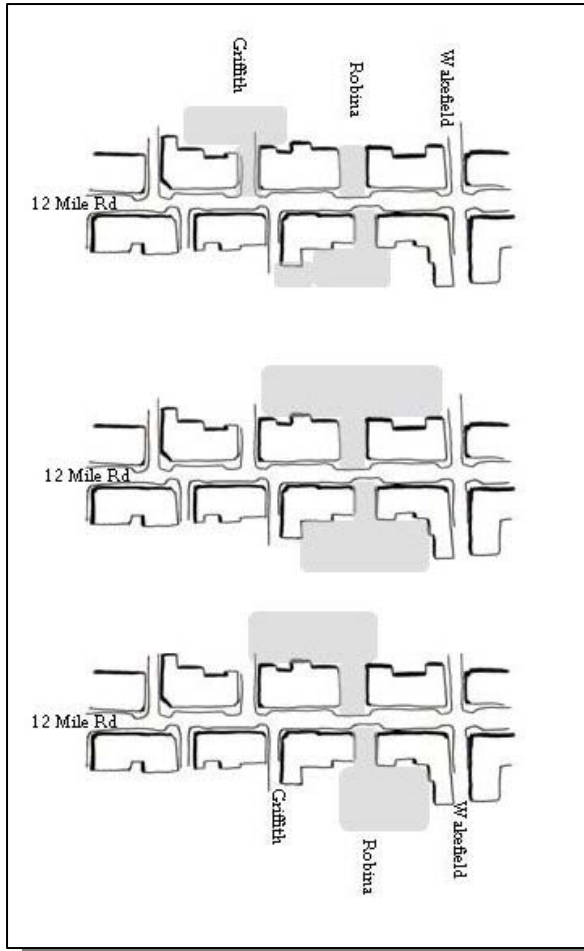
5. *Seasonal Strategy.* A successful downtown or place can't flourish with just one design or management strategy. Detroit's Campus Martius changes with the seasons, as does New York's Rockefeller Center. Skating rinks, outdoor cafés, markets, horticulture displays, art and sculpture help adapt our use of

the space from one season to the next.

6. *Access.* The best squares are always easily accessible by foot: Surrounding streets are narrow; crosswalks are well marked; lights are timed for pedestrians, not vehicles; traffic moves slowly; and transit stops are located nearby.

7. *Inner Areas and Outer Areas.* Visionary park planner Frederick Law Olmsted's idea of the "inner park" and the "outer park" is just as relevant today as it was over 100 years ago. The streets and sidewalks around a park or square greatly affect its accessibility and use, as do the buildings that surround it. An active, welcoming outer area is essential to the well-being of the inner area.





There are several options to downtown plaza locations, shown in gray above.

8. *Reach Outside the Park.* The influence of these gathering places should start at least one block away. For pedestrians, reaching the area should start to become apparent.

Vehicles should automatically slow down as they approach the park. Wayfinding and other design elements should lead everyone to the location.

9. *Central Management.* The best places are ones that people return to time and time again. The only way to achieve this is through a management plan that understands and promotes ways of keeping the square safe and lively.

10. *Diverse Funding Sources.* A well-managed square is generally beyond the scope of the average city parks or public works department, which is why partnerships have been established to operate most of the best squares in the United States.

These partnerships seek to supplement what the city can provide with funding from diverse sources, including--but not limited to--rent from cafés, markets or other small commercial uses on the site; taxes on adjacent properties; film shoots; and benefit fundraisers.

Catalytic Project

Coolidge Linear Park

Linear Parks are corridors of land which provide public access between different locations for recreational or transportation purposes. A Linear Park can offer unlimited recreational and educational opportunities. With paved pathways, the park is perfect for a brisk jog or a leisurely stroll and could contain stations for relaxation, play or exercise. In addition, Linear Parks often contain educational signs featuring unique plant, animal, and points-of-interest which serve as a resource for learning.



Coolidge Road, north of 12 Mile Road provides an excellent opportunity for such a park within the City of Berkley. With ample right-of-way, location next to residential neighborhoods, and adjacency to the Roseland Park Cemetery this segment of Coolidge is an ideal candidate for the City's first linear park.



Beaumont Connection

The Beaumont Hospital is an ever growing complex that serves the greater metropolitan Detroit region. The City's close

proximity to this medical facility has long been downplayed, with no obvious connection. Furthermore, downtown Berkley has the potential to offer a number of desirable businesses and services to the employees, guests, and visitors of the hospital, but there are no visible connections to reach Downtown Berkley from Beaumont. Different linkage options to connect these two areas were explored, including Robina Street, however due to various reasons including increased traffic and displacement concerns; Coolidge was selected as the most desirable connection.

Coolidge, which contains one of the main entrances to the hospital, is the logical route for this connection to be made. In addition to the availability of land, and attractiveness of the open space provided for along this corridor, the connection further links the hospital to the City's newly designated Office/Medical District located on Coolidge, just south of 12 Mile and on 12 Mile, just east of Coolidge. This district is intended to provide a cluster of professional medical offices such as doctors, dentists, physical therapists, insurance offices, research facilities, and funeral homes to provide support for Beaumont Hospital.

In addition to connections to the Office/Medical District, the 12 Mile and Coolidge intersection is a gateway into Downtown Berkley, with Robina, the heart of downtown, located just a quarter mile west of Coolidge.

Transportation Linkages

Linear parks are part of an overall non-motorized transportation system that provides connectivity throughout the community. The connections mentioned above will help improve non-motorized transit opportunities and can lead to reductions in vehicle trips.

The linear park should contain attractive wayfinding signage to direct patrons to Beaumont, Downtown, the Office/Medical district, as well as to Woodward which is located just west of this route. Woodward also contains a number of transit stops that can



connect people to the SMART bus system.

Recreational Benefit

The potential recreational benefits of a linear park are numerous. Not only can a linear park system preserve valuable open space, it can provide a natural environment for walking, jogging, and bicycling trails, and provide a variety of passive recreational opportunities all free or relatively free from automobile interference. Small play ground equipment, picnic areas, and benches can all be placed along the park to provide opportunities for casual play or rest.

Park Development

Design standards for linear parks are relatively loose in order to allow the maximum use of the natural environment in the design. Coolidge contains a total right-of-way with over 100 feet. As a general rule, linear parks should contain at least 50 useable feet, which is obtainable within the existing right-of-way. Traffic could be shifted to the east, separated by a narrowed median, leaving the majority of the space available for park development. A continuous and attractive wall would add design consistency, attractiveness and improved privacy for nearby homeowners.

The Linear Park could be located on either the west or east side of the street. Placing the park on the west side of Coolidge would provide a more direct pathway to the downtown and eliminate the need to cross a busy street.

Catalytic Project

Greenfield Road

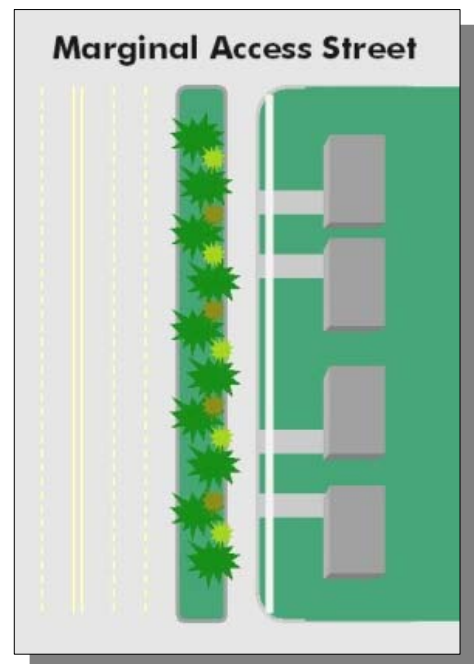
Improvement Sought: Land use along the east side of Greenfield Road is dominated by single family residential uses. This is notably not the selection of land uses found along the west side of Greenfield Road in Southfield – largely commercial, office and multi-family. It is also not found to this degree immediately north and south of Berkley along the road, making this stretch rather unique. Traffic levels along the 4-lane wide Greenfield Road are expected to grow from the existing figures – approaching 30,000 vehicles per weekday – making it decreasingly compatible with single family homes here. Further widening the road is also incompatible with single family residential uses.

Commercial uses on the Berkley side Greenfield Road are concentrated at the 12 Mile Road intersection, with the northeast corner of 11 Mile Road at Greenfield characterized by a commercial/industrial mix and low quality office properties

found in converted residences. Some multifamily residential can be found north of 12 Mile Road. Without an alternative plan, properties are likely to continue to redevelop piecemeal into relatively low quality office/service uses.

Opportunity: Rather than encouraging a shift of residential properties into low rent retail, office and services uses, a different direction is appropriate. Some of the land has converted to institutional use. Given growing demands on churches, highly visible locations with easy access are becoming valued by these institutions and may be an appropriate direction to shift redevelopment.

Marginal access streets: A minor street which is parallel to and adjacent to arterial streets and which serves to reduce the number of access points to the arterial streets and thereby increases traffic safety.



The aging of the population nationwide, as well as in Berkley and the county, may offer additional support for reclassification as Institutional. Combined with the proximity of Beaumont Hospital, expanded opportunities for Senior Housing and Assisted Living are feasible. To accommodate the 5 to 10 acres of relatively square land they prefer, these kinds of facilities may require deeper properties than currently available, but creative solutions are available.

At the same time, tools are available to help preserve at least some of the residential.

Catalytic Option: Changing the future land use designation to Institutional along large segments of this corridor is an important first step to achieve the conversion of this land, over time. The new designation is about 1-½ blocks deep – crossing Elwood – to allow for creative property assembly in a manner that fits the needs for new senior housing. The blocks between Thomas and Elwood should be considered Transitional in character and it is vital to assure adequate buffering between any Institutional use and residences, with the goal of protecting the existing residential.

Preserving and enhancing some of the existing residential, especially north of Catalpa, may be feasible using marginal access roads or rear alleys.

North of Catalpa Avenue, significant right of way exists that may allow a one-way marginal access street. The marginal access street would enhance access control along Greenfield Road while providing a new local street and a median – ideally, landscaped and buffered from the Greenfield Road traffic – to improve residential character for homes facing the road.

An alternative to the marginal access street concept is to provide a public alley to the rear of the affected properties. This would require working with each homeowner to reorient their access to the alley. Additional landscaping in the front yards could still become part of this solution to buffering the homes from the



busy Greenfield Road. The option for a public alley could be used to help preserve the single family homes along the length of Greenfield Road.

Commercial Redevelopment. Commercial/office redevelopment should be refocused at the major intersections of Greenfield Road with both 11 Mile Road and 12 Mile Road. Especially near 12 Mile Road, there is a market-based opportunity to provide land for suburban-style commercial development. This would require increasing the depth of the properties, potential closing off access from Ellsworth Avenue to 12 Mile Road.

With preservation of single family residential to the south of this intersection a goal, some multiple family housing may be appropriate to transition from the more intensive retail anticipated to the north. In all cases, adequate transitioning and buffering is needed between the busier uses and residential areas.



Catalytic Project

Bacon/Beverly Residential

Improvement Sought: Berkley's population projections continue to show a steady decline and the City hopes to change this trend. Also, concern exists with declines in home ownership rates in nearby single family residential areas. Finally, the full stretch of properties between Coolidge Highway and Greenfield Road is unsustainable in its current arrangement as a narrow strip of commercial uses, resulting in lower quality commercial development than desired – the expanse also lessens focus that belongs rightfully in the City's downtown. There has been prior consideration given to shared Public Works services with a neighboring community.

Opportunity: Analysis of the City's land uses pointed out several locations for possible new residential development in a manner that would enhance the availability of "life-cycle" housing and respond to new markets. For example, the stretch of 12 Mile Road between Coolidge Highway and Greenfield Road, is dominated by mixed-quality commercial, which suffers from excessive competition along the lengthy strip. Future land use designates this area for Mixed Use, with a combination of residential and neighborhood commercial. How can this area be spurred to accept more residential development?



Catalytic Option: The City's Public Works facility is located on about 2.5 acres of land south of 12 Mile Road between Bacon Avenue and Phillips Avenue. This is nearly centered between the logical western edge of a future compact downtown and the more suburban style commercial development targeted for the vicinity of the Greenfield Road at 12 Mile Road intersection. A denser Traditional Neighborhood Development (TND) with a townhouse focus is desired to provide modern housing options. It will breathe new life into the residential market and bring new homeowners to the neighborhood and the 12 Mile Road corridor.

The new residential here may help spur investment into surrounding existing housing. In combination with other programs, it may help stem any downward trends in local home ownership and declining maintenance of this housing.

Relocating Public Works to the 11 Mile Road Corridor may allow the shared services concept with Huntington Woods to come to fruition, given its closer proximity. The provision of services by multijurisdictional agreement is increasingly recognized as a way to cost-effectively provide similar or even improved municipal services. Location of the shared services becomes one of the major points to define in any agreement.



If the facility is located in Berkley, a couple locations stand out. As a primary candidate, a similarly-sized collection of parcels exist along 11 Mile Road between Bacon Avenue and Oakshire Avenue. This would require closing off access from Phillips Avenue to 11 Mile Road, however it would provide added protection for the residential neighborhood north of the site between Cambridge and 11 Mile Road. Other options may exist in two-block combinations to the east between Buckingham and Robina, or even east of Coolidge Highway. Alternatively, a Greenfield Road location may help to spur redevelopment along this busy corridor. In any location, moving the unique Public Works offices should be investigated.



Illustration of TND style of residential development.

A RESOLUTION

**of the Planning Commission of the City of Berkley, Michigan
adopting *Master Plan Update***

WHEREAS, the City of Berkley Planning Commission, is authorized by Public Act 285 of 1931 to adopt a master plan for the City's development; and

WHEREAS, the City of Berkley Planning Commission last adopted a Master Plan in July 1989; and

WHEREAS, the City of Berkley Planning Commission hired the firm of Langworthy Strader LeBlanc Associates, Inc. to aid the Commission in developing a new master plan; and

WHEREAS, the Commission held numerous public meetings including an open house on Saturday, April 8, 2006 to gain input from residents, businesses, and City officials on a future vision for the City; and

WHEREAS, with the assistance of City staff and Langworthy Strader LeBlanc Associates, Inc., the City of Berkley Planning Commission has developed a new Master Plan for the City of Berkley; and

WHEREAS, *The Master Plan Update* not only contains those elements as required in Public Act 285 of 1931, but also contains specific catalytic projects that are appropriate to further encourage redevelopment in the City of Berkley; and

WHEREAS, the City of Berkley Planning Commission has notified the surrounding communities and underlying agencies throughout the planning process as required by Public Act 285 of 1931.

NOW, THEREFORE, THE CITY OF BERKLEY PLANNING COMMISSION RESOLVES:

SECTION 1: That the *City of Berkley, Michigan Master Plan Update* be adopted as the master plan for the City of Berkley.


SECTION 2: That the City Planner be authorized and directed to distribute the adopted document to the City Council, Oakland County, surrounding communities and underlying agencies.

Introduced and Passed at the Regular Planning Commission Meeting on Tuesday, January 23, 2007.



David Barnett
Chairperson

Attest:



Amy M. Vansen, AICP
City Planner