



City of Berkley Master Plan Community Engagement during COVID-19

Presented By:

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"Make no little plans; they have no magic to stir men's blood and probably will themselves not be realized.

Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die."

- Daniel Burnham



City of Berkley Master Plan Update

The master plan is a road map for land use, development, reinvestment, transportation and housing to guide Berkley from a known present to an unknown future.

It directly influences decisions by Berkley's Planning Commission and City Council on development and redevelopment, infrastructure investments and zoning.

The City's current Master Plan was adopted in 2007.

Why does Berkley need a Master Plan?

The City of Berkley last updated its master plan in 2007, with amendments adopted in 2012 and 2017.

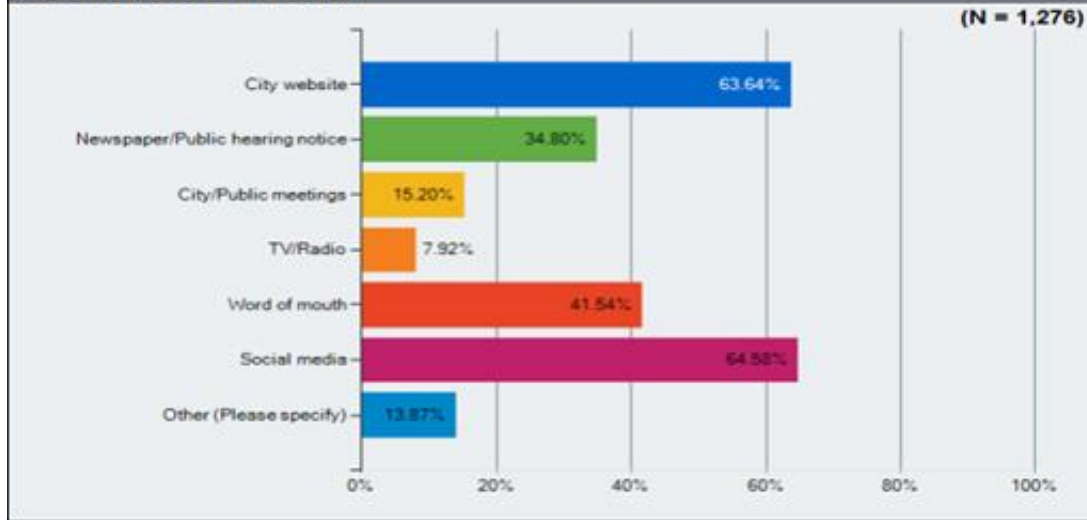
In the past 13 years, **much has changed in Berkley** - how we work, shop, move and live, as well as, the regional economy.

The master plan needs to be brought up to date to **reflect the reality and desires** of the Berkley community today, and **its goals and priorities** for the next 20 years.



Engagement

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



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



Website & Outreach

We Want to Hear from You!

We wish we could meet with everyone in person, but we are committed to protecting our Berkley community through social distancing. What better time than now to think about the future of our wonderful community?!

Get in Touch With Us!

We have set up a voicemail box for any residents wanting to leave a message with their ideas at **248-658-3327**, or they can email **masterplan@berkleymich.net**.

You can also join our **Facebook group "Berkley Master Plan Community Group"** which was created for our Berkley residents, businesses, and community members to share their thoughts **SPECIFICALLY** on the Berkley Master Plan process and implementation.



Community Development

Community Development Home

Permits

Landlord Licensing

Code Enforcement

Outdoor Dining, Sales, Service Area Application (Temporary)

Business Licenses

Urban Planning

Signs

Snow Removal

Zoning Ordinances

Variances

Site Plan Review

Special Use Approval

Reasoning

Master Plan

Zoning Map

Berkley Master Plan

The Master Plan is Our Roadmap for the Best Path from a Known Present Into an Unknown Future.

Master Plan Virtual Open House

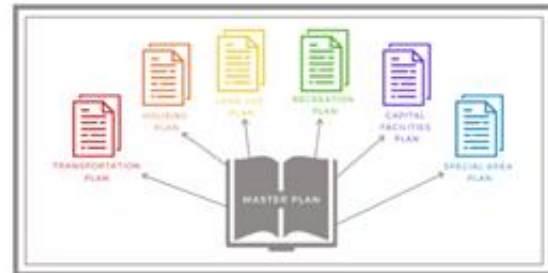
Residents and community members joined City staff and Master Plan consultants on the evening of Thursday, March 25, 2021, for a Virtual Open House to discuss possibilities for corridor expansion and housing types, as well as, aid in creating a Master Plan that reflects the community's vision for the future. This was part of the City's extensive community engagement process to aid in the update of Berkley's Master Plan.

Unable to attend? Watch the video below!



What is a Master Plan?

The master plan is a road map for land use, development, reinvestment, transportation, and housing to guide Berkley from a known present to an unknown future. It directly influences decisions by Berkley's Planning Commission and City Council on development and redevelopment in Berkley, infrastructure investments, and zoning.



City of Berkeley - Government & Community Services created a poll.
April 11, 2020

Thanks for sharing all the wonderful ideas & discussion! We will incorporate all of these into future discussions.
In order to prioritize, which of the top "improvements" are most important to you? #BerkeleyMP2020

Added by City of Berkeley - Government & Community Center



90 votes

Added by City of Berkeley - Government & Community Services



88 votes

Added by City of Berkeley - Government & Community Services



43 votes

Added by City of Berkeley - Government & Community Services



27 votes

Added by Amy Payne



26 votes

See 2 more

City of Berkeley - Government & Community Services
April 8, 2020

Master Plan Activity: Question 2

What do you think should be improved in Berkeley? Post a comment or photo! Please discuss nicely. We will post the top for another poll on Saturday. #BerkeleyMP2020

City of Berkeley - Government & Community Services
April 14, 2020

Master Plan Activity: Question 3

What do you think should be changed in Berkeley? Comments, photos, and discussion welcome! As always, please be kind to your neighbors. We will post the top three for another poll tomorrow. #BerkeleyMP2020

CHANGE

IMPROVE

City of Berkeley - Government & Community Services
April 16, 2020

Master Plan Activity: Question 4

What do you think is missing in Berkeley?
As a reminder, be nice to your neighbors.

Post a comment, link, or example from another community. Again, we will share the top three ideas for the last poll on Friday. #BerkeleyMP2020

City of Berkeley - Government & Community Services created a poll.
April 9, 2020

Thanks for your likes! Vote for the "like" that the City should invest in. Stay tuned for another question tomorrow! #BerkeleyMP2020

Added by City of Berkeley - Government & Community Services



44 votes

Added by City of Berkeley - Government & Community Services



43 votes

Added by City of Berkeley - Government & Community Services



41 votes

Added by City of Berkeley - Government & Community Services



29 votes

Added by City of Berkeley - Government & Community Services



25 votes

Added by City of Berkeley - Government & Community Services



18 votes

70 Comments 4 Shares

Like Comment Share

16 Comments 6 Shares

Like Comment Share

City of Berkeley - Government & Community Services
April 3, 2020

HELP GUIDE BERKLEY'S FUTURE!

Starting Monday, April 6, 2020, we will begin a daily question series that will provide valuable insight as to what you like about Berkeley, what you want to see improved or changed, and what you think is missing in your community. Make sure to tune in for the daily question! #BerkeleyMP2020



11 90 Comments 6 Shares

Like Comment Share

9 Shares

Like Comment Share



Master Plan Day



A PROCLAMATION
of the Council of the City of Berkeley, Michigan
Declaring May 20, 2020 as Master Plan Day

P-09-20

- WHEREAS,** The City of Berkeley has been actively engaged in the process of working with Carlisle Wortman Associates, a professional planning consultant, to update the City's Master Plan; and
- WHEREAS,** A community Master Plan is a road map for land use, development, reinvestment, transportation, and housing to guide the City from a known present to an unknown future; and
- WHEREAS,** One of the many tools being used in the Master Planning process is a community-wide survey for residents, business owners, and those with connections to the City of Berkeley to share their feedback and goals for a new community Master Plan; and
- WHEREAS,** A higher level of participation from the public in the Master Plan survey will result in more accurate results that better reflect the desires of the community at-large.

NOW, THEREFORE, THE CITY OF BERKLEY HEREBY PROCLAIMS

- SECTION 1:** That May 20, 2020 is hereby proclaimed as *Master Plan Day* in the City of Berkeley.
- SECTION 2:** The City of Berkeley calls upon the citizens, business owners, and those representing all facets of the Berkeley community, to participate in the Master Planning process by completing the Master Plan survey.
- SECTION 3:** The City of Berkeley further encourages all members of the community to remain constructively engaged with future Master Plan activities and discussions, as higher levels of community participation will ensure the City's next Master Plan is inclusive of everyone's vision and goals for the City.

Proclaimed this 4th day of May, 2020 at a Regular Meeting of the Berkeley City Council.



Daniel J. Terbrack, Mayor

Attest:



Victoria Mitchell, City Clerk

Online Engagement

- Webinars (with consultants)
- Drop-in sessions
- Commercials
- Surveys
- Social Media Polls
- Virtual Open House

The image shows three side-by-side screenshots of online polls. Each poll asks, "1. What is your reaction to the draft [values/mission/vision]?" and provides four radio button options: "I like it as is.", "I have some suggestions.", "I have some questions.", and "I don't like it." The poll interface includes a title bar with "Polls" and window control buttons.



Classic Engagement

- Postcards (mail)
- Paper Survey

We Want to Hear from You!

The Master Plan is Your Plan for Your Community!

A master plan is a dynamic planning document that will guide the overall development and character our community. The community survey is an effective tool for us to garner public input on land use, transportation, housing, commercial corridors, and much more. Your feedback will help guide the city to plan the overall goals and objectives for the future of Berkley.

To fill out the Master Plan survey follow this link:
tinyurl.com/BerkleyMasterPlanSurvey

Deadline to submit your feedback: May 20, 2020

To request a paper survey or any questions:
Call: 248-658-XXXX
Email: masterplan@berkleymich.net
Mail to: 3338 Coolidge Hwy, Berkley MI, 48072

Take the Survey Here!



BERKLEY
where you want to be

Community Development
3338 Coolidge Hwy
Berkley, MI 48072
(248) 658-3320

May 10, 2020

Dear Oxford Towers Resident:

As you may know, the City of Berkley is updating its community master plan and is looking for your input! We are asking you to complete the attached 31-question survey to get your thoughts and opinions about the existing conditions in Berkley and what you would like to see in the future!

A community survey is an effective tool for us to garner public input on land use, transportation, housing, commercial corridors, and much more. Your feedback will help guide the city to plan the overall goals and objectives for the future of Berkley!

Why do we need to complete the survey? The most critical component of writing a Master Plan is getting community and resident feedback on what is most important, what should be preserved, what could be better, and how to keep the community active, vibrant, and attractive to future residents.

Working with community planning consultants, Carlisle Wortman, the City of Berkley has designed a community survey to garner public input from Berkley residents, property owners, business owners, and community stakeholders. This is just one method of community engagement the City will be using to reach Berkley residents for this project.

What is a Master Plan? The master plan is a road map for land use, development, reinvestment, transportation, and housing to guide Berkley from a known present to an unknown future. It directly influences decisions by Berkley's Planning Commission and City Council on development and redevelopment in Berkley, infrastructure investments, and zoning.

Why do we need a Master Plan? The City of Berkley last updated its master plan in 2007. In the past 13 years, much has changed in Berkley – how we work, shop, move, and live, as well as the regional economy. The master plan needs to be brought up to date to reflect the reality and desires of the Berkley community today, and its goals and priorities for the next 20 years.

Please return your completed survey to the dropbox on the office door by **Friday, May 29, 2020**.

If you would like more information about community engagement activities for the Master Plan, please visit the City website, or call 248-658-5500.

Thank you for your time and completing the survey!

Erin Schlutow
Community Development Director
eschlutow@berkleymich.net



What We Have Learned

1. Start with respect and trust.
2. Think ahead.
3. Lead with open and direct conversations.
4. Be bold and leap.
5. “Champions Adjust” - Billie Jean King

