

Project Goals & Overview

Key Project Goals:

- Establish a quality appearance for historic buildings and new infill
- Encourage diversity in architectural styles
- Ensure the future of Downtown Berkley as a successful retail district
- Create a contiguous sense of place
- Preserve an authentic built environment
- Preserve historic sense of place
- Respect human scale
- Respect adjacent buildings and businesses
- Respect the natural environment while encouraging sustainable investment and infrastructure

Project Overview:

The Berkley Downtown Development Authority (DDA), with the help of a consultant team, has embarked on a process to develop Downtown Design Guidelines. The guidelines will be created through a community-driven process and will establish a road map for the future of 12 Mile Road and Coolidge Highway. The design guidelines will provide a valuable tool for enhancing the aesthetic character and competitiveness of the commercial districts. Guidance will be developed for building massing, height, scale, materials and elements such as entries, facades and lighting. Parking areas, open spaces, signage and site improvements will also be included.

The goal is for these design guidelines to be adopted by the City of Berkley and its Planning Commission and be used to enhance and revise current building and zoning codes. Long term, the design guidelines will be a tool to improve the appearance of Downtown Berkley.

Community Workshop #1

Date & Time: Wednesday, September 27th, 2017
7:00pm-8:30pm

Location: Berkley High School
Collaborative Center
2325 Catalpa Drive
Berkley, MI 48072



For more Information:

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Consultants:

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Workshop Objectives:

- **Introduce** - The project was introduced, including major project objectives, opportunities for community involvement, the role of the Downtown Development Authority (DDA), schedule and other key items.
- **Educate** - The workshop served as a means to educate community members on the project, including what Design Guidelines can do and what they cannot do so there are clear expectations.
- **Listen** - The workshop provided an opportunity for the City, consultants and DDA to listen to the wider community's hopes and concerns related to Downtown Berkley. The workshop also presented an opportunity for community members to listen to one another.
- **Explore/Discuss** - The workshop encouraged participants to explore possibilities for the future of Downtown Berkley for a variety of topics.
- **Share** - The workshop was an opportunity for sharing of ideas and opinions. Interactive exercises ensured an open dialogue between attendees and project team members.

Workshop Summary:

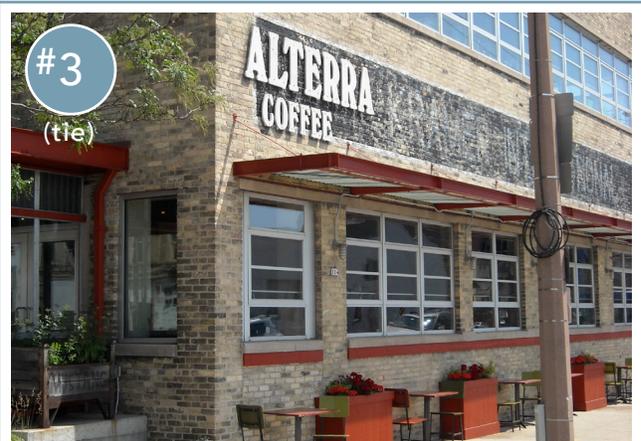
More than 45 people, including residents, local business owners, design professionals, real estate professionals and property owners participated in the on-site Community Workshop #1 (an additional 51 online responses were also received). The workshop began with a brief presentation that provided an overview of the Design Guidelines project, its goals and objectives. Following a short question and answer period, participants engaged in a series of three small group exercises which were facilitated by members of the DDA and the consultant:

Part 1: Examining the Downtown Berkley Context - Working within small groups, workshop participants discussed preliminary character area boundaries while also identifying key Downtown assets and critical issues that need to be addressed in the Design Guidelines. Participants worked together with an aerial map of the Plan Area and a set of stickers, each with icons representing Assets, Issues and Hidden Gems.



Part 2: Envisioning the Future of Downtown Berkley - In Part 2, workshop groups refined character area boundaries along each of the major corridors and identified future aspects for each character area. Images were then selected to illustrate compatible new residential, mixed-use, commercial and open space development examples.

Most of the chosen images included brick buildings between 2-4 stories that are built to the sidewalk edge. Many of the buildings also included upper floor stepbacks for the third story and higher. Active, beautified sidewalks and outdoor social areas were often selected. Some images included minimal building setbacks to provide space for outdoor dining, landscaping or seating areas. The adaptive reuse of existing buildings was also a major point of attendee interest. There was a lot of consistency in image selection with over 20 images receiving multiple votes. The images most identified by attendees are shown below:



Part 3: Design Topics and Concepts - Individuals identified urban design topics that should be included in the Design Guidelines document and indicated the degree of importance for each design topic. Attendees also reviewed a series of urban planning concepts while providing input on degree of importance and additional comments for each. Individuals returned a broad set of responses to the list of provided design topics. Top responses include:

Top 12 Most Important Design Guideline Topic Areas:		
1. Commercial Storefronts	5. Architectural Details	9. Buffers
2. Outdoor Amenity Space	6. Building Placement & Orientation	10. Energy Efficiency in Design
3. Neighborhood Transitions	7. Materials & Finishes, Signs (tie)	11. Building Lighting
4. Parking	8. Building Mass, Scale and Height	12. Existing Historic Alterations

Activity Recap - At the end of the exercises, each group briefly shared the highlights of their group’s work with others at the workshop.

Additional Comments - Top responses for the most important Downtown design objectives include:

- 1. Attractive Street Character (26% of responses provided)
- 2. Pedestrian-friendly Streets (23% of responses provided)
- 3. Storm Water Management (16% of responses provided)

Top attendee groups include:

- 1. Residents (48% of responses provided)
- 2. Business Owners (19% of responses provided)
- 3. Property Owners (19% of responses provided)

NOTE: Not all attendees provided additional comments.



Please visit the project website for updates, important dates and more information on the Berkley Downtown Design Guidelines: <https://downtownberkley.com/dda-design-guidelines>