



DOWNTOWN BERKLEY

Nestled in Michigan's
wealthiest county.

Neighbor to
Royal Oak, Ferndale,
and Birmingham.

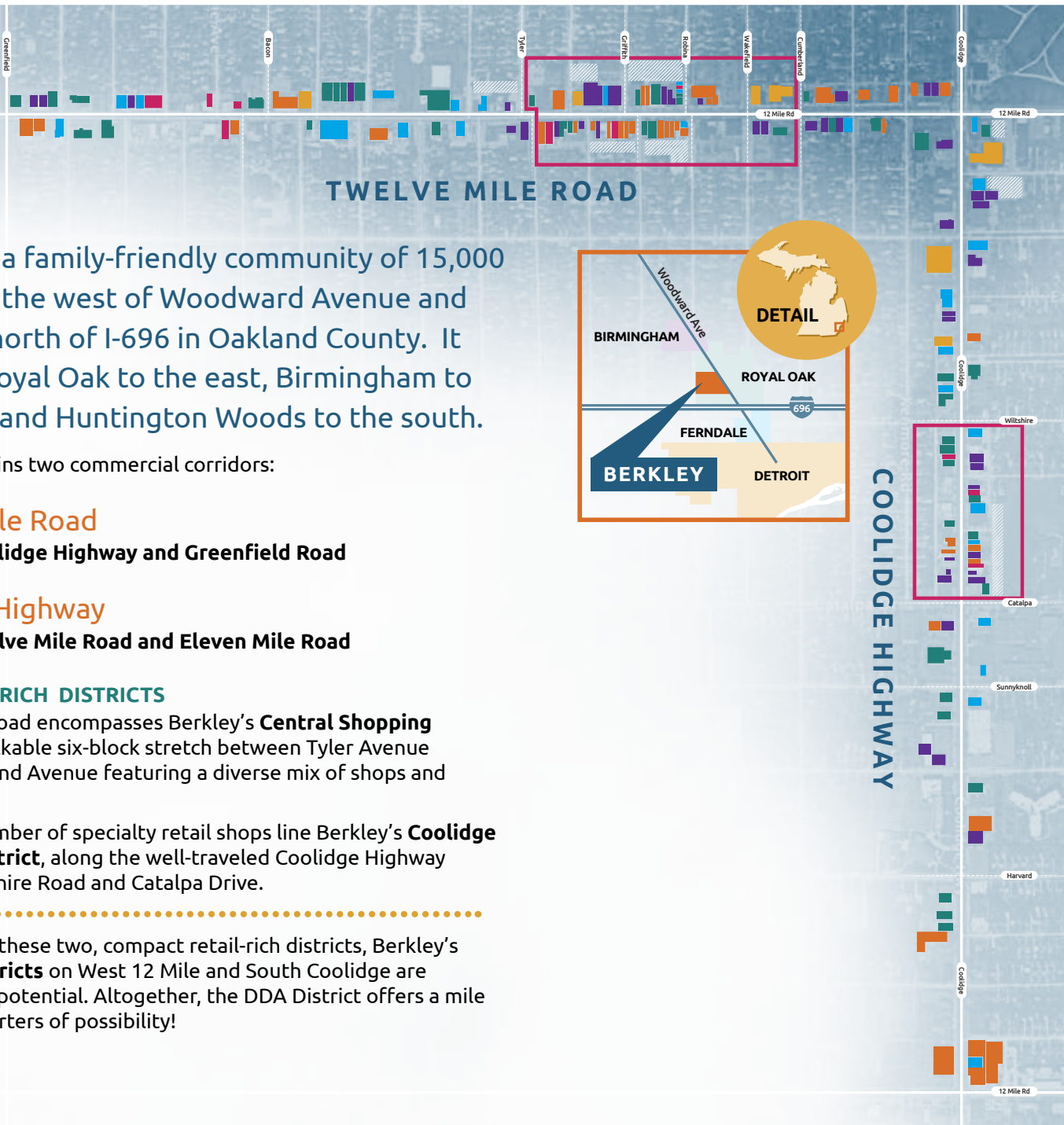
Full of eclectic,
small-town charm.

Home to over 55
independently-owned
specialty shops and
restaurants.

**FIND YOUR
NICHE HERE**

BERKLEY DDA
Retro Feel. Metro Appeal.

THE BASICS ABOUT BERKLEY



Berkley is a family-friendly community of 15,000 people to the west of Woodward Avenue and one mile north of I-696 in Oakland County. It borders Royal Oak to the east, Birmingham to the north and Huntington Woods to the south.

Berkley contains two commercial corridors:

Twelve Mile Road
between Coolidge Highway and Greenfield Road

Coolidge Highway
between Twelve Mile Road and Eleven Mile Road

TWO RETAIL-RICH DISTRICTS

Twelve Mile Road encompasses Berkley's **Central Shopping District**, a walkable six-block stretch between Tyler Avenue and Cumberland Avenue featuring a diverse mix of shops and restaurants.

A growing number of specialty retail shops line Berkley's **Coolidge Shopping District**, along the well-traveled Coolidge Highway between Wilshire Road and Catalpa Drive.

In addition to these two, compact retail-rich districts, Berkley's **Gateway Districts** on West 12 Mile and South Coolidge are teaming with potential. Altogether, the DDA District offers a mile and three quarters of possibility!



"We chose downtown Berkley for its close knit community, its central location, and its collection of small businesses and related partnerships."

KATIE KUTSCHER
BERKLEY COMMON



"Berkley offered the best combination of affordable rent, a retail-friendly business community, and a vibrant shopping district."

The positive response and support from the entire Berkley community has been overwhelming. This was absolutely the right place for us."

ROBERT JAMESON, PENINSULAS

WHY LOCATE IN BERKLEY?

HIGH TRAFFIC COUNTS ALONG ITS COMMERCIAL CORRIDORS

15,000 on Twelve Mile and 17,000 on Coolidge

FREE AND PLENTIFUL ON-STREET AND OFF-STREET PARKING IN ITS SHOPPING DISTRICTS

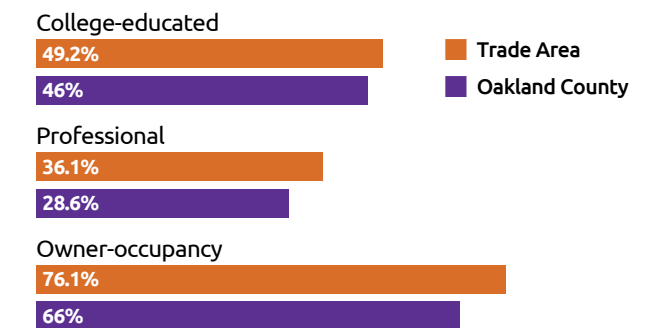
REASONABLE RETAIL RENTS

Versus Ferndale, Royal Oak or Birmingham

EXISTING RETAIL ANCHORS

Daily / weekly traffic generators

STRONG TRADE AREA DEMOGRAPHICS



CHANGING PSYCHOGRAPHIC PROFILE

- College-educated, upwardly mobile neo-hipsters
- 30% of residents between the ages of 25 and 44

THE NEXT "HOT" HOUSING MARKET

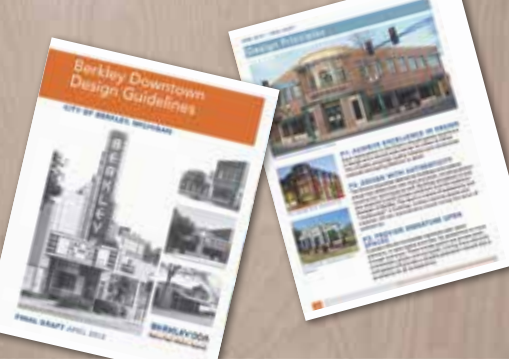
Home prices in the high \$400's and mid \$500's (similar to Royal Oak)



CENTRAL DISTRICT



COOLIDGE DISTRICT



The Berkley DDA offers the following incentives for retailers and retail landlords:

BERKLEY DDA FAÇADE/PARKING LOT ENHANCEMENT GRANT

Matching grants and technical assistance, including free design services, for property owners or tenants seeking to renovate or restore building exteriors

SPIRIT OF MAIN STREET MICRO BUSINESS STARTUP GRANT PROGRAM

Matching grants to pop-ups, start-ups and existing businesses for permits, signage, marketing and expansion

FLAGSTAR BANK MAIN STREET PLACEMAKING AND FAÇADE GRANT PROGRAM

Grants for public markets, pop-ups, façade improvements, and historic preservation

POTENTIAL TIF INCENTIVES

HOW THE BERKLEY DDA CAN HELP

Berkley’s Downtown Development Authority (DDA) serves as the economic development arm for the City of Berkley, focusing on the growth and vitality of its two commercial corridors.

In addition to this brochure, the DDA’s ambitious work-plan also includes the following initiatives:

RETAIL STRATEGY

Promotes a viable positioning in the marketplace as well as a cohesive and mutually-reinforcing mix of tenants.

RETAIL TENANT SOURCING

Identifies and pre-qualifies specific prospects on behalf of landlords and their brokers.

DOWNTOWN DESIGN GUIDELINES

Establishes standards for quality design in the built environment and the public realm.

DOWNTOWN STRATEGIC PLAN

Provides direction on a wide range of planning issues including land use, zoning and parking.

MULTI-COMMUNITY PLANNING PROCESS FOR MULTI-MODAL TRANSPORTATION

- MOGO Bike Share docking stations
- Addition of dedicated bike lanes and mid-block crosswalks
- Traffic calming and safety initiatives

WE ARE WORKING TO BECOME REDEVELOPMENT READY



The Redevelopment Ready Community program certifies communities that have integrated the principles of transparency, predictability and efficiency into their development practices.

Jennifer Finney

Executive Director

Berkley Downtown Development Authority

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MAIN STREET OAKLAND COUNTY

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