

**CITY OF BERKLEY PUBLIC NOTICE
REGULAR CITY COUNCIL MEETING
Monday, January 5, 2026
7:00 P.M. – City Hall
248-658-3300**

**CALL 41st COUNCIL TO ORDER
APPROVAL OF AGENDA
MAYOR-LED MOMENT OF REFLECTION
PLEDGE OF ALLEGIANCE
PUBLIC COMMENT**

Comments are invited on each Agenda item when that item comes up for consideration. Matters not listed on the Agenda may be addressed at this time. Please state your name and residential city. Each speaker's remarks are a matter of public record, and the Council will not engage in a back-and-forth discussion. Any person speaking at a City Council Meeting may be called to order by the Mayor or any Council Member for failure to be germane to the business of the City or for disruptive or disorderly behavior which prevents the Council from conducting its business. There is a three-minute limit per speaker.

ORDER OF BUSINESS

Consent Agenda

1. [Minutes](#) of the 41st Regular City Council meeting on Monday, December 1, 2025, the City Council work session on Monday, December 1, 2025, the Regular City Council meeting on Monday, December 15, 2025 and the City Council work session on Monday, December 15, 2025.
2. Second reading and adoption of various [Zoning Ordinance amendments](#).

Regular Agenda

1. Recognitions or presentations from the Consent Agenda.
2. Authorization for the City Manager to enter into a [contract with Better City LLC](#) for the development of an Economic Development Strategy.
3. Lease agreement for [municipal parking](#) on parcels 04-25-07-455-033 and 04-25-07-455-032.

COMMUNICATIONS

4. CLOSED SESSION: Considering convening in closed session to consider attorney/client privileged communication in accordance with the Open Meeting Act, MCL 15.268(1)(h).

5. Possible Action item resulting from closed session discussion.

ADJOURN

Note: The City of Berkley will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and verbal representations of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon four working days' notice to the City. Individuals with disabilities requiring auxiliary aids or services should contact the City by writing or calling: Victoria Mitchell, ADA Contact, Berkley City Hall, 3338 Coolidge Highway, Berkley, MI 48072 (1-248-658-3310).

Note: Official minutes of City Council Meetings and supporting documents for Council packets are available for public review in the City Clerk's Office during normal working hours. Anyone wishing to submit correspondence to the Council before the meeting may send an email to comment@berkleymi.gov by noon on the day of the meeting. Emails sent prior to the deadline will be a part of the meeting record but will not be read during the Council meeting.

**THE REGULAR MEETING OF THE FORTY-FIRST COUNCIL OF THE CITY OF BERKLEY, MICHIGAN
WAS CALLED TO ORDER AT 7:00 PM ON MONDAY, DECEMBER 1, 2025 BY MAYOR DEAN**

PRESENT: Councilmember Steve Baker
Councilmember Gary Elrod
Mayor Pro Tem Ross Gavin
Councilmember Dennis Hennen
Councilmember Gregory Patterson
Mayor Bridget Dean

ABSENT: Councilmember Clarence Black

OTHER STAFF PRESENT:

City Manager Crystal VanVleck
City Attorney Lisa Hamameh
City Clerk Victoria Mitchell
Deputy City Manager of Public Services Shawn Young

APPROVAL OF AGENDA

Mayor Pro Tem Gavin moved to approve the agenda.
Seconded by Councilmember Patterson
Ayes: Elrod, Gavin, Hennen, Patterson, Baker and Dean
Nays: None
Absent: Black
Motion Approved.

PUBLIC COMMENT

Jeffrey Tong, Historical Committee and Museum Curator, showed a new poster the museum created consisting of all the famed Berkley restaurants of the past. They have 100 of the posters and the price is \$20 unframed and \$35 framed. Please visit the Museum to purchase.

CONSENT AGENDA

Councilmember Hennen moved to approve the following Consent Agenda.
Seconded by Councilmember Baker.

Minutes of the 40th Regular City Council meeting on Monday, November 17, 2025 and the 41st Regular City Council meeting on Monday, November 17, 2025.

Budgeted proposal from Spalding DeDecker for the completion of Design Engineering Services as it relates to the Bacon Avenue Water Main and Road Reconstruction Project.

Proposal for GIS Support Services from Spalding DeDecker in the not-to-exceed amount of \$55,000. Funding for this proposal would primarily come from accounts 592-536-821-000 (Water-Engineering) and 443-901-821-000 (Road Project-Engineering), but other accounts may be utilized based on actual usage.

Intergovernmental agreement with the Berkley School District as it relates to rapid flashing beacon installations on Catalpa Drive.

Ayes: Elrod, Gavin, Hennen, Patterson, Baker and Dean
Nays: None
Absent: Black
Motion Approved.

Regular Agenda

RECOGNITIONS/PRESENTATIONS: Matter of receiving any recognitions or presentations from the Consent Agenda.

None.

Retainer Agreement for Legal Services re: review of City Manager's determination regarding ethics complaint and authorize the City Manager to sign.

Mayor Pro Tem Gavin moved to approve Motion No. M-115-25

Seconded by Councilmember Baker

Ayes: Gavin, Patterson, Baker, Elrod and Dean

Nays: Hennen

Absent: Black

Motion Approved.

Public Comment:

Joshua Hunter, Berkley, spoke regarding the City Attorney's participation and the ethics complaint he submitted.

Revised Letter of Engagement with Shifman Fournier and authorize the City Manager to sign.

Councilmember Hennen moved to approve Motion No. M-116-25

Seconded by Mayor Pro Tem Gavin

Ayes: Hennen, Patterson, Baker, Elrod, Gavin and Dean

Nays: None

Absent: Black

Motion Approved.

COMMUNICATIONS:

COUNCILMEMBER PATTERSON

- The Planning Commission met last week; they held a public hearing for the old Berkley Theater which is located at 2960 12 Mile Road. They had their special land use as well as their site plan. It was recommended for approval.

MAYOR PRO TEM GAVIN

- The Parks and Recreation Advisory Board will meet on December 11th at 7 PM at the Community Center.
- The Library Board will meet on December 17th at 7 PM at the Library.

COUNCILMEMBER BAKER

- The Downtown Development Authority (DDA) met on November 12th, and they will meet again on Wednesday, December 10th.
 - The holiday Hop And Shop on the Jolly Trolley is leaving the station December 4th, 6th, 11th, and 13th from 5:00 PM until 8:00 PM. There'll be a trolley that services the entire downtown; easy on, easy off, and you can do as much shopping and everything that you'd like to.
 - Santa Claus will be at the Library on December 7th from 10 AM to 12 PM.
 - For more information on that and other cool things in our downtown, visit downtownberkley.com.
- The Berkley Historical Committee met on November 18th and meets again on the 9th.
 - The Museum will be open during the Holiday Lights Parade coming up this Saturday. Come on in, warm up, and for more information, visit berkleyhistory.com.

- They wanted to thank everybody again for their participation and support with the recent Roseland Park Cemetery tour.
 - Visit berkeleyhistory.com if you'd like to see what they're up to.
- Chris Pirillo once said, "Passwords are like underwear. Don't let people see it. Change it very often, and you shouldn't share it with strangers." Today is Cyber Monday; password security is important. Holiday season is a prime target to go after folks that are looking for a quick buy or maybe aren't cyber savvy. The hackers will be looking for weaknesses in your devices or your connections and obviously trying to fool you into entering your passwords and things when you shouldn't be giving it to them. The best defense against these kinds of threats is to be aware of it. If you're not sure of a link, don't click on it. His final tip is be careful what you post on social media because anything you post can and will be used against you by an authoritarian regime.
- Please take care of yourselves and hug somebody you love.

COUNCILMEMBER HENNEN

- The Zoning Board of Appeals will be meeting on December 8th. There are no cases, just some administrative matters that they have to take care of and setting next year's calendar.
- Attended a meeting in Hazel Park about drones where Amazon was showing their new drone delivery and it's going to be coming to Berkley. He said that this is mostly an awareness thing so if you start seeing drones overhead this is what's going on.
- The Tree Board met to review their upcoming outreach opportunities looking at their 2025 report and 2026 goals. Their next meeting will be on January 26th.

COUNCILMEMBER ELROD

- The Environmental Advisory Committee met on November 20th and began the process of compiling their agenda for next year and their accomplishments for the current year.
 - The next meeting is scheduled for January 16th at 6:30 PM in the Public Safety second floor conference room.
- Stated that he is now terrified from both Councilmember Hennen's and Baker's updates that Berkley is moving into a dystopian sci-fi novel.

CITY MANAGER VANVLECK

- No updates.

CITY ATTORNEY HAMAMEH

- No updates.

MAYOR DEAN

- Congratulated City Attorney Hamameh on being named the 91st president of the State Bar of Michigan. She said that this is a remarkable career achievement and speaks volumes about Ms. Hamameh. Not only as an attorney with a brilliant legal mind, but also as someone who upholds the highest standards of ethics. Berkley is very fortunate to have her.
- Congratulated Councilmember Hennen on being accepted as a 2026 fellow in Michigan State University's Michigan Political Leadership Program, otherwise known as MPLP. It is a 10-month public policy and leadership fellowship that brings together 24 emerging leaders from across the state of Michigan to build skills for effective solutions-focused governing.
- Gave a reminder that the Holiday Lights Parade is this Saturday at 5:30 PM. It'll start right around Cummings on 12 Mile and head down 12 Mile to Coolidge and at the gazebo where we will gather for Santa's arrival and the tree lighting. There will be hot chocolate there.
- She said that she had a Meet Your Mayor event at Mug and Jug on Friday, November 21st and it was a blast. Lots and lots of people were there from not only Berkley but Southfield, Lathrup Village and Huntington Woods as well and they're all pretty excited about the expansion that's going to happen there. For the next meet your mayor she'll be riding the jolly holiday trolley on Saturday, December 13th from 2 to 4 PM.

ADJOURNMENT:

Councilmember Patterson moved to adjourn the Regular Meeting at 7:25 PM

Seconded by Councilmember Hennen

Ayes: Baker, Elrod, Gavin, Hennen, Patterson and Dean

Nays: None

Absent: Black

Motion Approved.

Bridget Dean, Mayor

ATTEST:

Victoria Mitchell, City Clerk

**THE SPECIAL WORK SESSION OF THE THE FORTY-FIRST COUNCIL OF THE CITY OF BERKLEY,
MICHIGAN WAS CALLED TO ORDER AT 5:30 PM ON MONDAY, DECEMBER 1, 2025 BY MAYOR DEAN**

PRESENT: Councilmember Steve Baker
Councilmember Gary Elrod
Mayor Pro Tem Ross Gavin
Councilmember Dennis Hennen
Councilmember Gregory Patterson
Mayor Bridget Dean

ABSENT: Councilmember Clarence Black

OTHER STAFF PRESENT:

City Manager Crystal VanVleck
City Clerk Victoria Mitchell
Community Development Director Kristen Kapelanski
Public Safety Lieutenant Hadfield

APPROVAL OF AGENDA

Councilmember Baker moved to approve the Agenda
Seconded by Councilmember Hennen
Ayes: Gavin, Hennen, Patterson, Elrod, Baker and Dean
Nays: None
Absent: Black
Motion Approved.

PUBLIC COMMENT

None.

REGULAR AGENDA

DISCUSSION: Update on annual overnight parking passes for municipal lots and on-street passes. Discussion of the Parking/Sign Project.

Discussion was had regarding the update on annual overnight parking passes for municipal lots and on-street passes. parking/sign-project.

ADJOURNMENT:

Councilmember Patterson moved to adjourn the meeting.
Seconded by Mayor Pro Tem Gavin
Ayes: Hennen, Patterson, Elrod, Baker, Gavin and Dean
Nays: None
Absent: Black
Motion Approved.

Bridget Dean, Mayor

ATTEST:

Victoria Mitchell, City Clerk

DRAFT

**THE REGULAR MEETING OF THE FORTY-FIRST COUNCIL OF THE CITY OF BERKLEY, MICHIGAN
WAS CALLED TO ORDER AT 7:00 PM ON MONDAY, DECEMBER 15, 2025 BY MAYOR DEAN**

PRESENT: Councilmember Steve Baker
Councilmember Clarence Black (attending remotely from military duty)
Councilmember Gary Elrod
Mayor Pro Tem Ross Gavin
Councilmember Dennis Hennen
Councilmember Gregory Patterson
Mayor Bridget Dean

OTHER STAFF PRESENT:

City Manager Crystal VanVleck
City Attorney Lisa Hamameh
City Clerk Victoria Mitchell
Public Safety Director Matt Koehn
Deputy City Manager of Public Services Shawn Young
Parks & Recreation Superintendent Dan McMinn
Community Development Director Kristen Kapelanski
Communications Director Caitlin Flora

APPROVAL OF AGENDA

Mayor Pro Tem Gavin moved to approve the agenda.
Seconded by Councilmember Black
Ayes: Black, Elrod, Gavin, Hennen, Patterson, Baker and Dean
Nays: None
Motion Approved.

PUBLIC COMMENT

None.

CONSENT AGENDA

Councilmember Hennen moved to approve the following Consent Agenda.
Seconded by Councilmember Baker.

Minutes of the 41st Regular City Council meeting on Monday, December 1, 2025, and City Council work session on Monday, December 1, 2025.

Warrant List No. 1417.

Declare items as surplus.

Ayes: Elrod, Gavin, Hennen, Patterson, Baker, Black and Dean
Nays: None
Motion Approved.

Regular Agenda

RECOGNITIONS/PRESENTATIONS: Matter of receiving any recognitions or presentations from the Consent Agenda.

None.

PRESENTATION: Presentation of the 5-Year Parks and Recreation Master Plan draft from Johnson Hill Land Ethics Studio.

Superintendent McMinn introduced the item and provided his contact information if anyone has any questions. He introduced Tyler Sprague. Mr. Sprague stated he would walk through the process.

- What is a five-year Parks and Recreation Plan?
 - A 5-year parks and recreation plan is a strategic document used to guide the planning, development, and management of parks, open space, recreation facilities, and programming.
- Why is a Parks and Recreation Plan Important?
 - Having a plan in place to guide future planning, development, and management will help the City better serve the needs of the community.
 - The plan is updated every 5 years to ensure it maintains its relevancy in terms of changing demographics, recreation trends, and community needs.
 - This plan will also allow for the City to pursue Michigan Department of Natural Resources grant funding.
- Parks and Recreation Plan Update Process
 - Inventory all parks and recreation facilities and identify any changes in level of service.
 - Research and update information such as demographics and recreation trends.
 - Develop and implement a public engagement process to understand current community needs.
 - Utilizing the updated information above, confirm, revise and/or develop new recommendations to guide the City for the next 5 years.
 - Draft a parks and recreation plan that meets all requirements identified by the Michigan Department of Natural Resources.
- He reviewed the Project Schedule
- 5-Year Parks and Recreation Plan Components
 1. Executive Summary
 2. Community Description
 3. Administrative Structure
 4. Recreation Inventory
 5. Planning and Public Input
 6. Goals and Objectives
 7. Action Program
- He reviewed the community description, land use and demographics.
- He described the administrative structure of the Parks and Recreation Department and organizations.
- He discussed the recreation inventory.
- Planning and Public Input
 - Planning Process
 - Evaluated Berkley's natural features and physical characteristics for recreational opportunities.
 - (Chapter Two)
 - Reviewed and evaluated Berkley demographics, including population and economic data.
 - (Chapter Two)
 - Gathered updated information on the City of Berkley's administrative structure.
 - (Chapter Three)
 - Inventoried existing parks, recreation facilities, and existing programming, and assessed the city's offering against comparable communities and national trends.
 - (Chapter Four)

- Conducted a statistically representative survey in the fall of 2025. (Chapter Five)
 - Met with parks staff, stakeholders, and members of the public to hear their perspectives, experiences, and suggestions. (Chapter Five)
 - Public Engagement Process
 - Public Meetings
 - Meeting No. 1: September 16, 2025
 - Meeting No. 2: October 23, 2025
 - Stakeholder Meetings
 - Older Adults
 - Youth Sports
 - Online Survey
 - Public Meeting Feedback
 - The Community Center and its lack of adequate space and amenity to support the Community's needs was discussed at length.
 - Striped soccer fields and more basketball courts were mentioned as a need.
 - A dog park was cited as a desire for residents.
 - The addition of programming targeted toward teens as well as intergenerational programming opportunities was suggested.
 - Maintenance concerns were voiced. It is important to ensure improvements to parks are being maintained.
 - Stakeholder Meeting Feedback
 - Older Adults
 - Parks and Recreation Facilities are well kept.
 - Program offerings and staff are great.
 - Current facilities lack space for programming.
 - Youth Sports
 - Ballfields are well used but Parks and Recreation Facilities cannot fulfill the needs of the youth sports organizations.
 - Improvements such as barrier nets and restrooms would benefit youth sports.
 - Lazenby Field was identified as a potential opportunity for a multi-use field.
- Goals and Objectives
 - GOAL ONE: Develop, operate, and maintain high-quality recreation facilities to meet the present and future needs of Berkley residents.
 - OBJECTIVES
 - a) Evaluate options for improving the Community Center complex to create a central recreation space that will better serve the needs of the community.
 - b) Continue to maintain parks and facilities in good working order to ensure the safety and enjoyment of users.
 - c) Improve and/or add recreation amenities as community needs evolve and as existing equipment reaches the end of its useful life.
 - d) Consider opportunities within parks and using existing sidewalks outside of parks to support a more walkable community.
 - e) Evaluate capital-intensive expenditures and develop a strategy to effectively communicate the potential scope of projects, anticipated short- and long-term costs, and ongoing maintenance requirements.
 - f) Building upon the success of the Dorothea Pocket Park pilot, identify locations for pocket parks to provide recreation opportunities in underserved areas of the city.
 - g) Identify and pursue potential public/private partnerships with other local recreation providers to provide recreation opportunities at a shared facility.
 - GOAL TWO: Develop and/or expand recreation programming to continue providing high-quality recreation experiences for Berkley residents.
 - OBJECTIVES

- a) Identify potential partnerships with other local recreation providers to give residents access to a wide variety of cost-effective programs.
 - b) Continue to evaluate and adapt program offerings to support the changing needs of the community.
 - c) Evaluate opportunities to utilize outdoor park space for program offerings.
 - d) Develop events and programming that encourage intergenerational activities and foster community unity.
 - e) Develop a marketing strategy to effectively communicate recreation program information to the community.
- GOAL THREE: Provide recreation opportunities that ensure equitable access for all community members.
 - OBJECTIVES
 - a) Expand the type and scope of recreation offerings available based on community needs.
 - b) Continue to evaluate and improve park and recreation facilities to ensure that all park amenities meet or exceed accessibility standards.
 - c) Encourage intergenerational recreation through design of facilities and programs.
- GOAL FOUR: Seek, identify, and manage financial resources to support the continued operation of the parks system and facilitate expansion of existing facilities and programs.
 - OBJECTIVES
 - a) Pursue grants and other sources of funding to sustain and improve the city's parks and recreation facilities and programs.
 - b) Explore potential funding opportunities to allow continued operation of park facilities and programs independently of general fund resources.
 - c) Explore sources of funding for the development of the Community Center complex.
- GOAL FIVE: Seek opportunities to collaborate with a variety of partners to ensure the efficient development, operation, maintenance, and stewardship of Berkley parks and to enhance the health and well-being of the community.
 - OBJECTIVES
 - a) Work with neighboring municipalities and local organizations to fill gaps in Berkley recreation services.
 - b) Collaborate with outside organizations, both public and private, to enhance programming, park development and maintenance, shared technical knowledge, and stewardship opportunities.
 - c) Expand opportunities for volunteer participation within the park system.
- GOAL SIX: Bolster community climate resiliency through sustainably-designed parks and recreation facilities.
 - OBJECTIVES
 - a) Design capital improvement projects using sustainable, long-lasting materials, including recycled materials where possible.
 - b) Incorporate green infrastructure and native plantings into parks where possible and applicable.
 - c) Engage community members and park users in the stewardship and care of parks to highlight sustainability initiatives and provide opportunities for education.
- Next Steps:
 - December 2025 / January 2026
 - 30-Day Public Review Period
 - Public Hearing
 - Final Revisions and Supplemental Information
 - Plan Adoption
 - Submittal to MDNR prior to February 1, 2026 Deadline.

MOTION NO. M-118-25: Special land use request from Berkley Entertainment, LLC to occupy 2960 Twelve Mile Road with a private assembly space/live theater use in the Downtown District with the following findings:

- a) The building is an iconic part of our downtown and been present for over 80 years, thus the use is designed and constructed in a manner harmonious with the character of adjacent properties and the surrounding area, as compare to the impacts of permitted uses;
- b) The Master Plan calls for continued and increased entertainment options in our downtown, thus the use is compatible and in accordance with the goals and objectives of the Master Plan;
- c) The theater was originally operated with a similar capacity. Based on the traffic study conducted and subject to condition (a) of this motion, the use is located and designed in a manner that will minimize the impact of traffic;
- d) As an existing building that was originally operated in a similar manner with no service deficiencies, the use is adequately served by essential public facilities and services;
- e) The use has been found to be designed, constructed, operated and maintained to comply with all applicable ordinance standards;
- f) There are no proposed site layout changes, thus the use does not unreasonably impact the quality of natural features and the environment when compared to typical uses;
- g) The factors in Section 10.03.H of the Zoning Ordinance have been considered and conditions are found satisfactory;

And with the following conditions:

- a) The applicant must coordinate with the City on any events expected to increase the occupancy of the building beyond 550 persons in order to establish a parking and egress coordination plan. The applicant will finalize details of this plan with City staff prior to the Certificate of Occupancy being granted.

Councilmember Hennen moved to approve Motion No. M-118-25

Seconded by Councilmember Patterson

Ayes: Gavin, Hennen, Patterson, Baker, Black, Elrod and Dean

Nays: None

Motion Approved.

MOTION NO. M-119-25: Application for issuance of a new on-premises development district liquor license under the Michigan Liquor Code, specifically, MCL 436.1521a(1)(b) and MLCC resolution.

Applicant: Berkley Entertainment LLC, 2990 & 2960 12 Mile Road, Berkley, MI.

Councilmember Patterson moved to approve Motion No. M-119-25

Seconded by Mayor Pro Tem Gavin

Ayes: Hennen, Patterson, Baker, Black, Elrod, Gavin and Dean

Nays: None

Motion Approved.

MOTION NO. M-120-25: The City of Berkley updated Overnight Parking Policy.

Mayor Pro Tem Gavin moved to approve Motion No. M-120-25

Seconded by Councilmember Baker

Ayes: Patterson, Baker, Black, Elrod, Gavin, Hennen and Dean

Nays: None

Motion Approved.

MOTION NO. M-121-25: Adoption of various Zoning Ordinance amendments to Amend Article 2 Definitions, Article 5 Use Based Districts, Article 6 Site Design Based Districts, Article 8 Specific Use Provisions, Article 9 General Provisions, Article 13 Exterior Lighting Standards, Article 14 Off-Street Parking, Loading and Access Standards, Article 15 Site Plan Review Procedures and Requirements and Article 16 Nonconforming Lots, Uses and Structures of Chapter 138 Zoning of the Berkley Code of Ordinances to add definitions for medical office and outdoor service areas and to clarify the definition for carports, to remove egress windows as projections, to match two-family site layout approval processes in the RC district with the approval process for a two-family use, to include regulations for residential street

types in the Downtown, Gateway Corridor, Woodward Corridor and Flex districts, to prohibit gun shops within 1,000 feet of an existing child day center or child group day care home, to clarify setback requirements for accessory structures on corner lots, to prohibit properties from outlining windows and buildings with LED or similar lighting in any district, to provide dimensional requirements for compact car spaces, to clarify that a sketch plan is required for site plan review and to clarify requirements for non-conforming lots in site design-based districts.

Councilmember Hennen moved to approve Motion No. M-121-25

Seconded by Councilmember Elrod

Ayes: Baker, Black, Elrod, Gavin, Hennen, Patterson and Dean

Nays: None

Motion No. M-121-25 Approved.

MOTION NO. M-122-25: The City of Berkley Purchasing Policy with the following amendments:

- all references to "Purchases over \$7,500" should read "Purchases \$7,500 or more ",
- all references to "Purchases more than \$3,000" should read "Purchases \$3,000 or more"
- and repeal any previously adopted purchasing policies by the City.

Councilmember Hennen moved to approve Motion No. M-122-25

Seconded by Mayor Pro Tem Gavin

Ayes: Black, Elrod, Gavin, Hennen, Patterson, Baker and Dean

Nays: None

Motion No. M-122-25 Approved.

RESOLUTION NO. R-21-25: Resolution of the 41st City Council Rules and Order of Procedure.

Mayor Pro Tem Gavin moved to approve Resolution No. R-21-25

Seconded by Councilmember Elrod

Ayes: Elrod, Gavin, Hennen, Patterson, Baker, Black and Dean

Nays: None

Resolution No. R-21-25 Approved.

MOTION NO. M-123-25: The 2026 City Council meeting schedule and the tentative 2027 City Council meeting schedule.

Councilmember Elrod moved to approve Motion No. M-123-25

Seconded by Councilmember Patterson

Ayes: Gavin, Hennen, Patterson, Baker, Black, Elrod and Dean

Nays: None

Motion No. M-123-25 Approved.

COMMUNICATIONS:

COUNCILMEMBER HENNEN

- The Tree Board has received our annual Tree City USA and the Growth Award.
- Stated that he has a new dental cap. It's only a couple hours old that the anesthetic came off during reading one of those.
- Wished everyone a happy and safe holiday season.

COUNCILMEMBER ELROD

For the Environmental Advisory Committee and the Beautification Advisory Committee:

- The accomplishments for EAC having been published with those from the BAC forthcoming.
- Said that he wanted to alert everyone that there is a luminary project. There is a sale going on. It's a little different than what was tried two years ago; you are sponsoring a higher quality luminary, so you're not taking possession of it. You are actually going to the library, purchasing a tag. It's numbered, so that we can provide you an order or a basic description and layout of where to find yours. If your child or you as an adult want to write a holiday-themed message, a nonsecular-themed message, and find that, that is going on until they actually put those out on

the 21st. The tags are \$2.50 per tag or five for \$10. It all goes to purchasing as a group shrubs, things like that we use for plantings and park cleanup. Please shop local if you can.

COUNCILMEMBER BLACK

- Thanked everyone for providing some humor this evening. He said that it has been a very rough week. For those that have not seen, unfortunately a civilian contractor to U.S. service members was lost; stated that he wants everyone to understand this holiday season there are people hurting. Please extend your prayers for them.
- Stated that as a city, he wants everyone to understand that he sees people who give an arm and a leg for the things that we call problems. It doesn't make them flip, and it doesn't mean that you don't feel, but he wants everyone to have some perspective that there are a lot of people who don't live where you live who are suffering, suffering with a capital S, and would trade places with what you call problems in a heartbeat. Understand that there are men and women who wear the uniform, get up every day, and put their lives on the line so that you all have the freedom to get online and bash our city and bash the people who volunteer for this job. Said that he would humbly ask that before you go online and make accusations of corruption or lack of transparency or all these things, just take a step back and remember who gave you that right to do that, because he can tell you right now there are security families and soldiers who died to give you that right.

COUNCILMEMBER PATTERSON

- Thanked Councilmember Black for his service.
- The Zoning Board of Appeals met and their only agenda item was their meeting calendar.
- For the Parks and Rec Advisory Board:
 - They asked to be utilized more as an advisory board.
 - One of their goals for 2026 that was tossed around was becoming better partners with city council and finding their mission and what they are needed for.
 - They recommended the adoption of their five-year plan.
 - Berkley Parks and Recreation wishes everyone a happy holiday season and looks forward to seeing everyone in the new year.
- Merry Christmas and happy holidays. Wished everyone a safe and happy holiday season.

MAYOR PRO TEM GAVIN

- Thanked Councilmember Black for all that he does and the message he shared.
- Stated that it was a thrill to be at the first Berkley Chamber of Commerce meeting as a liaison.
 - The 2026 Berk Perk cards are available for purchase at the library, at Woodward Corner Market, and the Chamber website. If purchased through the website, a higher portion goes to the Berkley Education Foundation, a win-win for everybody. You can use them now and start saving at over 30 locations.
- The next meeting of the Library Board will be January 13th at 6 PM at the Library. The Library Board's next meeting will be January 21st at 7 PM at the Library.
- Wished everyone a Merry Christmas, Happy Holidays. He said that it is a privilege to be able to do what they do and to serve the residents of Berkley. He said that he doesn't think that's lost on anybody, and he looks forward to doing it in the new year as well.

COUNCILMEMBER BAKER

- Thanked Councilmember Black. Stated that his words and service matters.
- For the Historical Committee:
 - Thanked everyone who visited the Museum as part of the Holiday Lights Parade festivities.
 - They are wrapping up their list of 2025 accomplishments and their list of 2026 goals and objectives.
 - New holiday ornaments remain on sale at the Museum, City Hall, and the Library. For more information, please visit berkleyhistory.com.

- The Downtown Development Authority wishes to thank everyone who rode on the Jolly Trolley as it made its way through downtown this shopping season. Many had the opportunity to serve as an honorary conductor. It was a great time and wonderful to talk with folks as they enjoyed downtown, getting on and off at different places.
 - They're working on the next budget cycle, revisions to the façade grant program and mural grant programs, and already starting to think ahead to some spring events. For more information on the DDA, visit downtownberkeley.com.
- Finally, it was Desmond Tutu who once said, "Do your little bit of good where you are. It's those little bits of good put together that overwhelm the world." This holiday season is complicated. There is joy, yet many struggle significantly this time of year. Please be alert and aware of your own state of mind, and know that it's okay if you're not okay. Take care of yourself. Do what you can to be kind to others, especially during the holiday season. As Archbishop Tutu said, lots of little acts of kindness go a long way.
- Wished everyone happy holidays. Please hug somebody you love, and maybe even Santa if you're lucky.

CITY MANAGER VANVLECK

- Wished everyone Happy Holidays and said that she will see everyone in the new year.

CITY ATTORNEY HAMAMEH

- Wished everyone a Merry Christmas.

MAYOR DEAN

- The annual Holiday Lights Parade was last weekend; thanked the Juniors for their hot chocolate, for putting up and decorating the tree in the gazebo so that we could have a tree lighting, the Holiday Lights Parade Committee for their work in organizing and wrangling volunteers, the Department of Public Works, Public Safety, City Manager VanVleck, and Deputy City Manager Young for their coordination efforts. There are so many moving parts to this parade and event and so much that happens behind the scenes.
 - Gave a heartfelt thanks to Aric Klar of Quality Roots on 11 Mile Road. Not long after he opened his dispensary, he reached out for a meeting. One of the things he said was, "I really want to be a good community partner." When she called him regarding the parade, because it costs money to continue this tradition, she asked him for \$10,000, and he did not hesitate. It is truly because of his donation that this parade happened.
 - The last thing she always says before giving Santa the key to the city is: Have you made wise and loving choices this year? Have you been kind when it would have been easier not to be? This year, four little girls were right in front of the gazebo, hanging on every word. It really encapsulated what the holiday spirit means.
- Wished everyone Happy Holidays and a Merry Christmas and said that she looks forward to seeing everyone in the new year.
- Congratulated Councilmember Patterson for receiving his Doctor of Nursing Practice.
- Congratulated Lieutenant Hadfield for 25 years of service with the Berkley Department of Public Safety. She said that Berkley is fortunate to have him.

ADJOURNMENT:

Councilmember Patterson moved to adjourn the Regular Meeting at 8:51 PM

Seconded by Councilmember Baker

Ayes: Baker, Elrod, Gavin, Hennen, Patterson and Dean

Nays: None

Absent: None

Motion Approved.

Bridget Dean, Mayor

ATTEST:

Victoria Mitchell, City Clerk

DRAFT

**THE SPECIAL WORK SESSION OF THE FORTY-FIRST COUNCIL OF THE CITY OF BERKLEY, MICHIGAN
WAS CALLED TO ORDER AT 5:30 PM ON MONDAY, DECEMBER 15, 2025 BY MAYOR DEAN**

PRESENT: Councilmember Steve Baker
Councilmember Clarence Black
Councilmember Gary Elrod (arrived at 5:31 PM)
Mayor Pro Tem Ross Gavin
Councilmember Dennis Hennen
Councilmember Gregory Patterson
Mayor Bridget Dean

OTHER STAFF PRESENT:

City Manager Crystal VanVleck
City Clerk Victoria Mitchell
Deputy City Manager of Public Services Shawn Young
Public Safety Director Matt Koehn
Public Safety Lieutenant Jordan Kobernick
Community Development Director Kristen Kapelanski
Communications Director Caitlin Flora

APPROVAL OF AGENDA

Mayor Pro Tem Gavin moved to approve the Agenda
Seconded by Councilmember Baker
Ayes: Black, Gavin, Hennen, Patterson, Baker and Dean
Nays: None
Absent: Elrod
Motion Approved.

PUBLIC COMMENT

Rodney Dent, Berkley, spoke regarding parking on both sides of the street.

Mike Kerby, Berkley, spoke regarding parking in his neighborhood.

REGULAR AGENDA

DISCUSSION: Discussion of the Parking/Sign Project.

Discussion was held regarding the parking/sign project.

City Manager VanVleck said that she inherited this. This has been looked at for quite some time.

What is the Sign Project:

- Inventory of all regulatory signs in the City
- It is not about way-finding signage

Initial Phase:

- Identify signs for replacement
- Compare signs with hundreds of old TCOs
- Recommendations for on-street parking zones adjacent to schools
- Develop a standard for no-parking locations based on fire safety needs

Established Standards

- Clear roadway width less than 20 feet
- Clear roadway width of 20 feet to 25 feet
- Clear roadway width greater than 25 feet

City Manager VanVleck said that they are not getting into how we got here and that it is also important to note that 25 feet are the average of where we are.

Main takeaways

- Decisions should be Public safety driven
- Avoid chain reactions

Ms. VanVleck said that they are really trying to look at a standard rooted in science.

Chief Koehn provided history of TCOs and stated it did not look like decisions of the past decades (70s) were rooted in science. He said they would like to defer to the experts.

Ms. VanVleck said TCOs are generally not a policy decision that council votes on, but rather should be based on expert knowledge and a science-based factual basis.

Chief Koehn said they are discussing permanent TCOs, not temporary TCOs. He said they are constantly looking at TCOs and policies.

Where we left off

- 90 percent completion of parking signage – all paused (paused in 2024)
 - Signage updated around all schools
 - No parking signage placed or removed based on established standard
 - Worn out signage replacement began

Final Recommendation

- Continue implementing initial recommendations
- Public Safety Exemption
 - Deviations from the standards as determined by Public Safety
 - Emergency vehicle access
 - Traffic Flow and Dangerous conditions
 - Schools (emergency vehicle access)
 - Temporary Restrictions for special events and construction
- Major Street
 - Keep as they are – changing signage will not bring us into compliance with Major Street standards and no issues have been experienced.
- No Parking signage 30 feet from intersection
 - Along the major corridors and problem areas
- Continue replacing signage
 - Public parking signs
 - All worn out signage throughout the City

Reviewed by Spalding DeDecker – they agree with the recommendations to complete this phase of the project. They looked at everything HRC did; Spalding DeDecker said to go forward with the remaining 10 percent.

Chief Koehn said they had a photograph of every sign in the city.

Communications Plan

- Postcard to all homes on streets that are seeing a change
- Robust information on the parking webpage
- QR Codes on parking signs throughout the City

Communications Director Flora said the goal is that everyone understands why the changes are being made. All streets that will receive a change will receive a postcard before the change. Basically, more of a communication plan rather than making the change and then explaining; be proactive and make sure no one is blindsided. QR Code with parking codes. Full contact information will also be provided.

What's Left

- No Parking signage installation needed
- Ferris – one side no parking signs
- Russell – both sides no parking signs
- Cumberland (12-Edwards) – one side no parking signs
- Kipling (12 to Morrison) – one side no parking signs

No parking signage removal

- Around Vinsetta – temp TCOs before lots built
 - Eaton (Fulford-Woodward) – remove no parking on one side
 - Stanford (Oxford to Eaton) – remove no parking on one side
 - Oxford (Stanford-Woodward) – remove no parking on one side
- Gardner (Catalpa – Wiltshire) – remove no parking on one side

Final Recommendations

- Continue implementing initial recommendations – 90 percent complete
- Public Safety Exemption – Deviations from the standards as determined by Public Safety
- Major Streets
 - Keep as they are – changing signage will not bring us into compliance with Major Street standards and no issues have been experienced
- No Parking signage 30 feet from intersection – along the major corridors and problem areas
- Continue replacing signage
 - Public Parking signs – replace with updated municipal parking signs – potential partnership with DDA
 - All worn out signage throughout the City

Chief Koehn said Public Safety does review questionable placement.

Mayor Dean said it is not cookie-cutter and during the pause Public Safety looked at this hard. She said staff does look at it in a real-life scenario.

Ms. VanVleck said the slippery slope is in public perception. She said having a standard should eliminate subjectivity.

Councilmember Patterson asked what has changed in the past nine months with major streets.

Deputy City Manager of Public Services Shawn Young said you need to be over 28 feet for parking on one side, and 35 feet for parking on both sides.

Ms. VanVleck said there are 14 and all but one needs signage. She said these are residential streets.

Community Development Director Kapelanski said we have to work with what we have and can't focus just on worst-case scenarios and need to look at the situation more holistically.

Lieutenant Kobernick said this is one of the better things he has worked on as far as a collaborative effort between departments. He said there has to be a mechanism. He said there will be more problems. There will be more successful messages. He said it is headed in the right direction. Lt. Kobernick said the complaints aren't that plentiful.

Councilmember Black said we are triaging the scenario the best we can. We can't please everyone. He said it is a communications issue.

Mayor Dean said she knows communications will be better.

Councilmember Baker asked how this is an administrative process and not council.

Ms. VanVleck said no parking signs originated from TCOs. A lot of times there isn't a reasoning behind. She said it is not a decision made by the public body, it's usually Public Safety with engineering. She said this has been a long-standing issue.

Mayor Dean said what came before Council was hiring HRC to do this study. She said she was under the impression that it would be a sign inventory. This would not have come back to them; they weren't apprised of funding.

Councilmember Hennen said picking an objective of safety is good, but he would like to look at higher standard of living. He said it seems the easiest thing to administer is parking one side. He said the majority of people he speaks to don't have an issue with that. He said that this could be an answer to issues real or perceived. He asked if there is any instance where making parking on one side would be an issue.

Chief Koehn said he highly recommends not doing a poll. He wants it scientific. Chief said crossing the street makes it less safe to an extent. Chief said they are here to make the decisions and some are harder than others and this is a hard one.

Lt. Kobernick said we have a vehicle problem and not a parking problem. He said his concern would be taking away more inventory of available parking by making the entire city parking on one side of the street.

Ms. VanVleck said her biggest concern is that they don't know that they need it until after they have it; she said she doesn't agree with polling unless it is scientific.

Ms. Kapelanski said did the parking in 2022. One benefit is we have a lot of on-street parking, municipal parking. She said if we went to parking on only one side, she said that would be a deterrent to the downtown because the City would be losing municipal parking.

Councilmember Elrod said employees of businesses take up a lot of one side of parking.

Ms. Kapelanski said but the tradeoff is then you could walk downtown.

Councilmember Baker said we just said this isn't a Council decision so we can't discuss user parking decisions.

Mayor Dean said there was a lot of strife at Vinsetta Garage. They spent hours and hours. Mayor Dean said that she started carrying around a tape measure and a level. She said she doesn't agree with the statement Councilmember Hennen said. She said that was a multi-faceted thing. She said she believes they came up with the best decision that they could under the circumstances.

Councilmember Hennen suggested doing parking on one-side as a pilot in a small section.

Chief Koehn said if there is a legitimate safety issue, they will look at it. Chief talked about signage on Gardner on game nights. That was a legitimate issue. He said we have to do what is best overall. He said they have spent tons of time going through all the streets and have made modifications for safety issues. He said the goal was public safety and then number two it is a vehicle problem. He said that they are trying to give them legal ways to park safely.

Councilmember Hennen said a silver lining is more cars on the street slow traffic down. It is a traffic calming method.

Councilmember Patterson said it stops traffic. He said delivery drivers blocking the roadway is very maddening. He asked that communication goes out to all residents.

Ms. Flora said she will communicate with all residents. The postcards will be specific to those impacted.

Mayor Dean asked staff if they have heard enough and have enough direction.

Chief said they worked with HRC and TIA; he said having a different engineering firm look at it will enable us to see if there are any safety issues.

Ms. VanVleck said it is good to have the new engineering firm.

Councilmember Baker asked when we would unpause.

Ms. VanVleck said in the spring, roughly March-April for postcards and general communications could go out sooner.

ADJOURNMENT:

Councilmember Patterson moved to adjourn the meeting at 6:38 p.m.

Seconded by Councilmember Baker

Ayes: Elrod, Gavin, Hennen, Patterson, Baker, Black and Dean

Nays: None

Absent: None

Motion Approved.

Bridget Dean, Mayor

ATTEST:

Victoria Mitchell, City Clerk

January 5, 2026 Council Meeting

Moved by Councilmember _____ and seconded by Councilmember _____ to (approve/deny/postpone) the adoption of an ordinance to amend Article 2 Definitions, Article 5 Use Based Districts, Article 6 Site Design Based Districts, Article 8 Specific Use Provisions, Article 9 General Provisions, Article 13 Exterior Lighting Standards, Article 14 Off-Street Parking, Loading and Access Standards, Article 15 Site Plan Review Procedures and Requirements and Article 16 Nonconforming Lots, Uses and Structures of Chapter 138 Zoning of the Berkley Code of Ordinances to add definitions for medical office and outdoor service areas and to clarify the definition for carports, to remove egress windows as projections, to match two-family site layout approval processes in the RC district with the approval process for a two-family use, to include regulations for residential street types in the Downtown, Gateway Corridor, Woodward Corridor and Flex districts, to prohibit gun shops within 1,000 feet of a an existing child day center or child group day care home, to clarify setback requirements for accessory structures on corner lots, to prohibit properties from outlining windows and buildings with LED or similar lighting in any district, to provide dimensional requirements for compact car spaces, to clarify that a sketch plan is required for site plan review and to clarify requirements for non-conforming lots in site design-based districts.

Ayes:

Nays:

Absent:

Motion:



CITY OF BERKLEY
3338 COOLIDGE HWY, BERKLEY, MICHIGAN 48072

MEMORANDUM

To: Mayor Dean and City Council
From: Kristen Kapelanski, Community Development Director
Date: January 5, 2026
Subject: Zoning Ordinance 'Cleanup' Amendment Second Reading

Madam Mayor and Members of City Council,

Background

- The City Council adopted the new Zoning Ordinance in March of 2025.
- As staff has begun to use the new Zoning Ordinance, they've come across a number of minor items that require clarification or are need of small adjustments to improve the functionality of the new standards.
- The Planning Commission held the required public hearing on the amendments on November 25, 2025 and recommended approval of the amendments.
- The City Council approved the first reading of the proposed amendments on December 15, 2025.

Summary

- The proposed ordinance amendments include the following:
 - Add definitions for medical office and outdoor service areas;
 - Clarify definitions for carports;
 - Remove egress windows as projections;
 - To match the two-family site layout approval processes in the RC District with the approval process for two-family use;
 - To include regulations for residential street types in the Downtown, Gateway Corridor, Woodward Corridor and Flex Districts;
 - To prohibit gun shops within 1,000 feet of an existing child day care center or child group day care home;
 - To clarify setback requirements for accessory structures on corner lots;

- To prohibit properties from outlining windows and buildings with LED or similar lighting in any district;
- To provide dimensional requirements for compact car spaces;
- To clarify that a sketch plan is required for site plan review; and
- To clarify requirements for non-conforming lots in the site-design based districts.

Recommendation

Moved by Councilmember _____ and seconded by Councilmember _____ to approve the second reading of an ordinance to amend Article 2 Definitions, Article 5 Use Based Districts, Article 6 Site Design Based Districts, Article 8 Specific Use Provisions, Article 9 General Provisions, Article 13 Exterior Lighting Standards, Article 14 Off-Street Parking, Loading and Access Standards, Article 15 Site Plan Review Procedures and Requirements and Article 16 Nonconforming Lots, Uses and Structures of Chapter 138 Zoning of the Berkley Code of Ordinances to add definitions for medical office and outdoor service areas and to clarify the definition for carports, to remove egress windows as projections, to match two-family site layout approval processes in the RC district with the approval process for a two-family use, to include regulations for residential street types in the Downtown, Gateway Corridor, Woodward Corridor and Flex districts, to prohibit gun shops within 1,000 feet of a an existing child day center or child group day care home, to clarify setback requirements for accessory structures on corner lots, to prohibit properties from outlining windows and buildings with LED or similar lighting in any district, to provide dimensional requirements for compact car spaces, to clarify that a sketch plan is required for site plan review and to clarify requirements for non-conforming lots in site design-based districts.

AN

ORDINANCE

of the City Council of the City of Berkley, Michigan to Amend Article 2 Definitions, Article 5 Use Based Districts, Article 6 Site Design Based Districts, Article 8 Specific Use Provisions, Article 9 General Provisions, Article 13 Exterior Lighting Standards, Article 14 Off-Street Parking, Loading and Access Standards, Article 15 Site Plan Review Procedures and Requirements and Article 16 Nonconforming Lots, Uses and Structures of Chapter 138 Zoning of the Berkley Code of Ordinances to add definitions for medical office and outdoor service areas and to clarify the definition for carports, to remove egress windows as projections, to match two-family site layout approval processes in the RC district with the approval process for a two-family use, to include regulations for residential street types in the Downtown, Gateway Corridor, Woodward Corridor and Flex districts, to prohibit gun shops within 1,000 feet of a an existing child day center or child group day care home, to clarify setback requirements for accessory structures on corner lots, to prohibit properties from outlining windows and buildings with LED or similar lighting in any district, to provide dimensional requirements for compact car spaces, to clarify that a sketch plan is required for site plan review and to clarify requirements for non-conforming lots in site design-based districts,

THE CITY OF BERKLEY ORDAINS:

SECTION 1: Article 2 Definitions of the Berkley City Code is amended to modify the definition of *Carport* under *Accessory building or accessory structure* and to add definitions for *Medical Office* and *Outdoor Service Area*, as follows:

ARTICLE 2 DEFINITIONS

SECTION 2.01 [Unchanged]

SECTION 2.02 DEFINITIONS

- D.** *Carport:* A covered area, either attached to a building or freestanding, for the parking or storage of currently licensed and registered motor vehicles, completely open on at least two one sides ~~and partially enclosed on the opposite side~~.

Medical Office: Facilities used by one or more licensed health care professionals for the examination and treatment of human patients on an out-patient basis.

Outdoor Service Area: Seating or dining area located outside the exterior walls of a restaurant, café, bar or other food or beverage service establishment where food or beverages are served or consumed by patrons. Such areas may include patios, decks, sidewalks, courtyards or similar spaces, whether enclosed or unenclosed, and may be located on private or public property.

SECTION 2: Article 5 Use Based Districts of the Berkley City Code is amended, as follows:

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

ARTICLE 5 USE BASED DISTRICTS

SECTION 5.01 R-1AB SINGLE-FAMILY RESIDENTIAL DISTRICT - SECTION 5.08 C-1 CEMETERY DISTRICT [Unchanged.]

SECTION 5.09 SUPPLEMENTAL DIMENSIONAL REGULATIONS APPLICABLE TO ALL USE BASED DISTRICTS

The Master Plan identified areas within the City that place greater emphasis on regulating site design and character of development as well as use and intensity of use. Within these areas, the City encourages development with a mix of uses, including public open space, in order to provide walkable development in a sustainable manner. The Site Design-Based Districts are intended to implement the vision, goals, and objectives of the Master Plan and any other applicable plans.

A. – C. [Unchanged.]

D. Projections may extend into a required side yard setback of not more than two inches for each one foot of width of such setback and may extend or project into a required front or rear yard setback not more than three feet. The total of all projections into a required setback must not exceed thirty percent of that wall's surface area.

Projections may have a foundation, such as brick or masonry fireplaces, or may not include a foundation, such as ~~egress window wells~~, box fireplaces, bay windows and other types of cantilevers, including second-story cantilevers.

Projections without a foundation must be above grade at least twelve inches.

In nonresidential districts, where no front yard setback is required, the Planning Commission may permit a projection to extend into the right of way three feet provided that it is at least eleven feet above the sidewalk if the Planning Commission determines the public health, safety and welfare will not be adversely affected. The total of all projections into a given right of way must not exceed thirty percent of that wall's surface area.

E. – G. [Unchanged.]

SECTION 3: Article 6 Site Design Based Districts of the Berkley City Code is amended, as follows:

ARTICLE 6 SITE DESIGN BASED DISTRICTS

SECTION 6.01 PURPOSE AND INTENT - SECTION 6.03 STANDARDS APPLICABLE TO ALL DISTRICTS. [Unchanged.]

SECTION 6.04 RC- RESIDENTIAL CORRIDOR

A. – C. [Unchanged.]

D. ***Authorized site layouts and use groups:*** The tables in this Section determine the site layouts and use groups allowed in the RC zoning district based on street type and site type.

1. ***Authorized site layouts.*** Site layouts, determined by the street type and site type in the RC Regulating Plan, are allowed by the approval process in Table 6.04.D.1 below.

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

Table 6.04.D.1			
Street Type	Site Type	Site Layout	Approval
Residential	Small	SF	Principal
	Medium	SF	Principal
Corridor	Small	SF	Principal
		2F	<u>Special</u>
	Medium	2F, ASF	Principal
		NR	Special
Double Frontage on both Residential & Corridor	Large	MF, IN	Special

SECTION 6.05 DT - DOWNTOWN

A. – B. [Unchanged.]

C. **Site Layouts:** The following site layouts are allowed in the DT district:

1. – 2. [Unchanged.]

3. **Authorized site layouts.** Site layouts, determined by the street type and site type in the DT Regulating Plan, are allowed by the approval process in Table 6.05.C.3 below.

Table 6.05.C.3			
Street Type	Site Type	Site Layout	Approval
Downtown	Small	MU/NR	Principal
	Medium	MU/NR	Principal
	Large	MU/NR, IN	Special
Walkable Area	Small	MU/NR	Principal
	Medium	MU/NR, IN	Principal
	Large	MU/NR, IN	Principal
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

4. **Authorized use groups.** Authorized use groups, determined by the street type and site type in the DT regulating plan, are allowed by the approval process in Table 6.05.C.4 below.

Table 6.05.C.4			
Street Type	Site Type	Site Layout	Approval
Downtown	Small	Group 4: Mixed Use Small Impact Professional and medical office are restricted to upper stories.	Principal
		Group 3: Institution/Private Assembly	Special
	Medium	Group 4: Mixed Use Small Impact Professional and medical office are restricted to upper stories.	Principal
		Group 3: Institution/Private Assembly Group 5: Mixed Use High Impact	Special
	Large	Group 4: Mixed Use Small Impact Professional and medical office are restricted to upper stories.	Principal
		Group 3: Institution/Private Assembly Group 5: Mixed Use High Impact	Special
Walkable Area	Small	Group 4: Mixed Use Small Impact	Principal
	Medium	Group 4: Mixed Use Small Impact	Principal
		Group 3: Institution/Private Assembly/Lodging	Special
	Large	Group 4: Mixed Use Small Impact	Principal
		Group 3: Institution/Private Assembly/Lodging Group 5: Mixed Use High Impact	Special
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

5. – 6. [Unchanged.]

SECTION 6.06 GC – GATEWAY CORRIDOR

- A. – C. [Unchanged.]

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

D. Authorized site layouts and use groups. The tables in this Section determine the site layouts and use groups allowed in the GC zoning district based on street type and site type.

1. **Authorized site layouts.** Site layouts, determined by the street type and site type in the GC Regulating Plan, are allowed by the approval process in Table 6.06.D.1 below.

Table 6.06.D.1			
Street Type	Site Type	Site Layout	Approval
Walkable Area	Small	MU/NR	Principal
	Medium	MU/NR, IN, MF	Principal
		AT	Special
	Large	MU/NR, IN, MF	Principal
		AT	Special
Corridor	Small	MU/NR	Principal
	Medium	MU/NR, IN, MF	Principal
		AT	Special
	Large	MU/NR, IN, MF	Principal
		AT	Special
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

2. **Authorized use groups.** Authorized use groups, determined by the street type and site type in the GC regulating plan, are allowed by the approval process in Table 6.06.D.2 below.

Table 6.06.D.2			
Street Type	Site Type	Site Layout	Approval
Walkable Area	Small	Group 4: Mixed Use Small Impact	Principal
	Medium	Group 3: Institution/Private Assembly/Lodging	Principal
		Group 4: Mixed Use Small Impact	
		Group 5: Mixed Use High Impact	
		Group 6: Auto/Transportation	Special
		Group 7: Miscellaneous Commercial	

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Blue underlined text is proposed to be inserted: example

		Uses	
	Large	Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal
		Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Uses	Special
Corridor	Small	Group 4: Mixed Use Small Impact	Principal
	Medium	Group 3: Institution/Private Assembly/Lodging Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal
		Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Uses	Special
	Large	Group 3: Institution/Private Assembly/Lodging Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal
		Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Uses	Special
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

D. -E. [Unchanged.]

SECTION 6.07 WOODWARD CORRIDOR

A. – C. [Unchanged.]

D. **Authorized site layouts and use groups.** The tables in this Section determine the site layouts and use groups allowed in the WC zoning district based on street type and site type.

2. **Authorized site layouts.** Site layouts, determined by the street type and site type in the WC Regulating Plan, are allowed by the approval process in Table 6.07.D.1 below.

Table 6.07.D.1

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

Street Type	Site Type	Site Layout	Approval
Corridor	Small	MU/NR	Principal
	Medium	MU/NR, IN, MF	Principal
		AT	Special
	Large	MU/NR, IN, MF	Principal
		AT	Special
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

3. **Authorized use groups.** Authorized use groups, determined by the street type and site type in the WC regulating plan, are allowed by the approval process in Table 6.07.D.2 below.

Table 6.07.D.2			
Street Type	Site Type	Site Layout	Approval
Corridor	Small	Group 4: Mixed Use Small Impact	Principal
	Medium	Group 3: Institution/Private Assembly/Lodging Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal
		Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Uses Other: Adult regulated uses, per Section 8.03; pet sales; gun shops, per Section 8.21	Special
	Large	Group 3: Institution/Private Assembly/Lodging Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal
		Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Uses Other: Adult regulated uses, per Section 8.03; pet sales; gun shops, per Section 8.21	Special

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

	8.21	
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>	

E. -F. [Unchanged.]

SECTION 6.08 FLEX

A. – C. [Unchanged.]

E. **Authorized site layouts and use groups.** The tables in this Section determine the site layouts and use groups allowed in the Flex zoning district based on street type and site type.

1. **Authorized site layouts.** Site layouts, determined by the street type and site type in the Flex Regulating Plan, are allowed by the approval process in Table 6.08.D.1 below.

Table 6.08.D.1			
Street Type	Site Type	Site Layout	Approval
Walkable Area	Small	NR/LW	Principal
	Medium	NR/LW, IN	Principal
		I, AT	Special
	Large	NR/LW, IN	Principal
		I, AT	Special
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

2. **Authorized use groups.** Authorized use groups, determined by the street type and site type in the Flex regulating plan, are allowed by the approval process in Table 6.08.D.2 below.

Table 6.08.D.2			
Street Type	Site Type	Site Layout	Approval
Walkable Area	Small	Group 4: Mixed Use Small Impact	Principal
	Medium	Group 3: Institution/Private Assembly/Lodging Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal

Red, strikeout text is proposed to be deleted: ~~example~~

Blue underlined text is proposed to be inserted: example

		Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Uses Group 8: Industrial Uses	Special
	Large	Group 4: Mixed Use Small Impact Group 5: Mixed Use High Impact	Principal
		Group 3: Institution/Private Assembly/Lodging Group 6: Auto/Transportation Group 7: Miscellaneous Commercial Group 8: Industrial Uses	Special
<u>Residential</u>	<u>See Section 16.05 Requirements for Nonconforming Lots</u>		

F. -G. [Unchanged.]

SECTION 6.09 EXCEPTIONS AND WAIVERS [Unchanged.]

SECTION 4: Article 8 Specific Use Provisions of the Berkley City Code is amended, as follows:

ARTICLE 8 SPECIFIC USE PROVISIONS

SECTION 8.01 HOME-BASED BUSINESSES - SECTION 8.20 ACCESSORY DWELLING UNITS. [Unchanged.]

SECTION 8.21 GUN SHOPS

The parcel where a gun shop is located must meet the following location standards:

1. The parcel must be located in the Woodward District.
2. The parcel may not be within one thousand feet of another gun shop, pre-existing child day care center or child group day care home, or pre-existing public or private school providing education in kindergarten or any of the grades first through twelfth within the boundaries of the City of Berkley.

G. SECTION 8.22 COMMERCIAL KENNELS/PET DAY CARE. [Unchanged.]

SECTION 5: Article 9 General Provisions of the Berkley City Code is amended, as follows:

ARTICLE 9 GENERAL PROVISIONS

SECTION 9.01 PURPOSE - SECTION 9.08 LOT LIMITATIONS. [Unchanged.]

Red, strikeout text is proposed to be deleted: ~~example~~

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SECTION 9.09 ACCESSORY BUILDINGS AND STRUCTURES

[Unchanged.]

A. *Layout requirements.*

1. – 4. [Unchanged.]

5. Setbacks

a. – c. [Unchanged.]

d. For corner lots, see Section 5.09E and 5.09F – Supplemental Dimensional Regulations Applicable to All Use Based Districts.

H. SECTION 8.22 COMMERCIAL KENNELS/PET DAY CARE. [Unchanged.]

SECTION 6: Article 13 Exterior Lighting Standards of the Berkley City Code is amended, as follows:

ARTICLE 13 EXTERIOR LIGHTING STANDARDS

SECTION 13.01 INTENT. – SECTION 13.05 EXEMPTIONS [Unchanged.]

SECTION 13.06 PROHIBITED LIGHTING

The following types of outdoor lighting are specifically prohibited:

A. – E. [Unchanged.]

F. Outlining windows or building facades with LED or other lighting materials is not permitted in any district ~~the Downtown or Corridor Districts.~~

SECTION 7: Article 14 Site Plan Review Procedures and Requirements of the Berkley City Code is amended, as follows:

ARTICLE 14 OFF-STREET PARKING, LOADING AND ACCESS STANDARDS

SECTION 14.01 INTENT. – SECTION 14.03 CLEAR VISION ZONE [Unchanged.]

SECTION 14.04 VEHICLE PARKING REQUIREMENTS

A. – Q. [Unchanged.]

R. *Off-Street Parking Facilities Space Layout, Standards, Construction and Maintenance.*
Wherever the off-street parking standards in this Section require the construction of an off-street parking facility, such off-street parking lots must be laid out, constructed and maintained in accordance with the following standards and regulations.

1. – 12. [Unchanged.]

13. Plans for the layout of off-street parking facilities must be in accordance with the

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following minimum requirements:

Table 14.04-2				
Off-Street Parking Layout				
Parking Pattern	Maneuvering Land Width (ft.)		Parking Space Width (ft.) ¹	Parking Space Length (ft.) ¹
	One-Way	Two-Way		
90°	20 feet	24 feet	9 feet	20 feet
60°	20 feet	24 feet	9 feet	20 feet
45°	20 feet	24 feet	9 feet	24 feet
30°	20 feet	24 feet	9 feet	24 feet
0° (parallel parking)	20 feet	24 feet	9 feet	24 feet

¹ Compact car spaces may be reduced to 8 feet in width and 16 feet in length. See Section 14.04.R.12 for additional compact car regulations.

SECTION 14.05 EXEMPTIONS – SECTION 14.08 OFF-STREET LOADING REQUIREMENTS [Unchanged.]

SECTION 8: Article 15 Site Plan Review Procedures and Requirements of the Berkley City Code is amended, as follows:

SECTION 15.01 INTENT. – SECTION 15.02 BUILDING, STRUCTURES AND USES REQUIRING SITE PLAN REVIEW [Unchanged.]

SECTION 15.03 SITE PLAN REVIEW PROCEDURES

A. Sketch Plan. Except as otherwise required by this Ordinance, an applicant has the option for submitting a sketch plan to the Zoning Administrator for informal review. All applications for ~~special land uses~~ site plans must be accompanied by a sketch plan. A sketch plan drawn to a reasonable scale must have the following information.

1. – 6. [Unchanged.]

B. – E. [Unchanged.]

SECTION 15.04 ADMINISTRATIVE PLAN REVIEW. – SECTION 15.08 EXTENSION, REVOCATION AND ABANDONMENT OF SITE PLAN APPROVAL [Unchanged.]

SECTION 9: Article 16 Nonconforming Lots, Uses and Structures of the Berkley City Code is amended, as follows:

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ARTICLE 16 NONCONFORMING LOTS, USES AND STRUCTURES

SECTION 16.01 PURPOSED AND INTENT. – SECTION 16.04 REQUIREMENTS FOR NONCONFORMING STRUCTURES [Unchanged.]

SECTION 16.05 REQUIREMENTS FOR NONCONFORMING LOTS

A. – B. [Unchanged.]

C. A lot described above, may continue, subject to the standards outlined below:

1. Legally nonconforming lots may be used for a permitted or special land use for the zoning district in which it is located, even if the lot area, lot width and frontage standards are not met. In use-based districts, the minimum setbacks and distances between dwelling units and maximum lot coverage for the applicable use must be met. In site design-based districts, the applicable site layout requirements must be met, except for minimum lot area and width.
2. Two or more lots of record on the effective date of this Ordinance or an amendment to this Ordinance with continuous frontage that are under single ownership or control are considered a single lot for the purposes of this Ordinance if any individual lot or lots do not meet the standards of this Ordinance, including, but not limited to, lot area, lot width, frontage, setbacks and coverages.

SECTION 10: Severability Clause

Should any word, phrase, sentence, paragraph, or section of this Ordinance be held invalid or unconstitutional, the remaining provisions of this ordinance shall remain in full force and effect.

SECTION 11: Penalty

All violations of this ordinance shall be municipal civil infractions and upon determination of responsibility therefore shall be punishable by a civil fine of not more than \$500, and/or such other sanctions and remedies as prescribed in Article IX of Chapter 82 of the Code of Ordinances.

SECTION 12: Effective Date

This Ordinance shall become effective 30 days following the date of adoption.

SECTION 13: Publication

The City Council directs the City Clerk to publish a summary of this ordinance in compliance with Public Act 182 of 1991, as amended, and Section 6.5 of the Berkley City Charter.

Introduced on the First Reading at the Regular City Council Meeting on Monday, December 15, 2025 .

Adopted on the Second Reading at the Regular City Council Meeting on Monday, January 5, 2025 .

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Bridget Dean, Mayor

Attest:

Victoria E. Mitchell, City Clerk

DRAFT

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January 5, 2026 Council Meeting

Moved by Councilmember_____and seconded by Councilmember _____ to (approve/deny/postpone) authorization for the City Manager to enter into a contract with Better City LLC for the development of an Economic Development Strategy. This item is budgeted under account 101-701-818-000.

Ayes:

Nays:

Absent:

Motion:



CITY OF BERKLEY
3338 COOLIDGE HWY, BERKLEY, MICHIGAN 48072

MEMORANDUM

To: Mayor Dean and City Council
From: Kristen Kapelanski, Community Development Director
Date: January 5, 2026
Subject: Economic Development Strategy Contract

Madam Mayor and Members of City Council,

Background

- As part of the completion of the Redevelopment Ready Certification requirements, the City needs to complete an Economic Development Strategy.
- The completion of an Economic Development Strategy was also identified as an objective in the City's adopted Strategic Framework.
- There are sufficient funds budgeted in the planning contractual services account 101-701-818-000 to cover this expense for this fiscal year.

Summary

- City staff reviewed proposals from eighteen different firms from across the country and are recommending the proposal from Better City LLC.
- The proposal includes a socioeconomic and market analysis, development opportunity mapping and focus group and stakeholder interviews. Goals would be focused around development and redevelopment attraction, and business expansion and retention. Specific implementation strategies with recommendations for partnership organizations and alignment with state programs are also planned. A plan outline is attached to the proposed contract.
- The total cost of the plan is \$24,500. This does not require any budget amendments.
- The project is anticipated to begin in late January and take approximately six months to complete.

Recommendation

Moved by Councilmember _____ and seconded by Councilmember _____ to authorize the City Manager to approve the contract with Better City LLC to develop an Economic Development Strategy.



City of Berkley, Michigan

Economic Development Strategy

Better City Proposal

October 17, 2025



Cover Letter

October 17, 2025

Dear Ms. Kapelanski,

We are pleased to submit this proposal to develop an Economic Development Strategy for the City of Berkley. There is much that is impressive about Berkley — being a walkable, inner-ring suburb, median household income of \$113,103, and your draw as an increasingly popular destination for young professionals and families. Your community is experiencing redevelopment momentum and you need a strategic framework to ensure this growth aligns with your 21st-century vision while maintaining the tight-knit character that makes Berkley special.

What sets our approach apart is our unwavering focus on development opportunities and placemaking. We don't simply analyze data and write plans—we identify catalytic sites, create compelling investment narratives, and forge strategies that transform underutilized spaces into vibrant destinations. For Berkley, this means understanding how your 2.62 square miles of fully built-out land can continue to evolve through strategic infill, adaptive reuse, and place-based economic development that celebrates your "small-town feel" within Metro Detroit.

Our team brings specialized expertise in economic development strategic planning and will ensure your strategy aligns with Michigan's Redevelopment Ready Communities (RRC) certification program requirements. We understand that a strong economic development strategy should describe how Berkley will attract investment, build tax base, and eliminate development obstacles while staying true to community values.

We are particularly excited about Berkley's assets: a walkable downtown that

Contact Info

Jason Godfrey, CEO

Jason@BetterCity.us

346-218-0040

517 N 2000 W

Suite 2 #1006

Marriott-Slaterville, UT 84404

Company Info

Better City, LLC

Established 2012

www.BetterCity.us

hosts 10,000+ visitors at your annual Art Bash, participation in the legendary Woodward Dream Cruise, excellent schools including Newsweek-recognized Berkley High School, and a highly educated workforce. These are the building blocks of a thriving economic ecosystem, and our strategy will position them as competitive advantages in the regional marketplace.

This proposal outlines our unique methodology, experienced team, and an approach to delivering an Economic Development Strategy that will serve Berkley for years to come. We look forward to partnering with you to write the next chapter of Berkley's economic story.

Sincerely,



Jason Godfrey
Better City, CEO

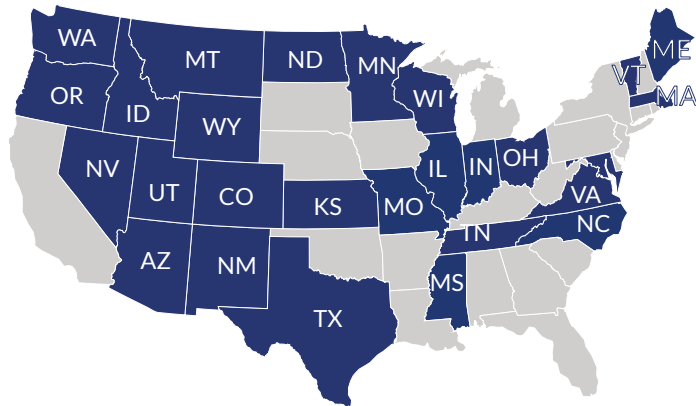


Firm Background and Qualifications

About Better City

Founded in 2012, Better City, a woman-owned business, has become one of the country's leading economic development advisory firms. Our fully-remote team members are located across the country and have broad international experience across many industries.

Better City has helped over 60 communities in 27 states improve their quality of life and grow their economies through strategic planning and implementation support.



Better City's Services



Economic Development Strategic Plans



Data Tools



Downtown Revitalization



Business Retention & Expansion



Community Visioning



Grant Writing & Project Funding



Feasibility Studies



Proud to offset 100% of
our carbon footprint



M/WBE

Our Philosophy

We believe economic development strategies fail when they're disconnected from three critical realities:

1. **Market Reality:** Understanding what the market actually wants, not what we wish it wanted
2. **Community Aspiration:** Honoring the authentic character and values that make a place special
3. **Implementation Feasibility:** Identifying opportunities that can actually be executed with available resources

This philosophy has enabled us to create strategies that are simultaneously ambitious and achievable, visionary and practical.

Why We're Right for Berkley

Berkley requires a consultant who understands:

1. **Inner-ring suburban dynamics:** How to compete in a region with numerous suburban options
2. **Built-out community redevelopment:** How to find development opportunities when there's no greenfield land
3. **Placemaking economics:** How investments in public realm drive private investment
4. **Small city capacity:** How to design implementation frameworks that match staff resources

We bring all of these competencies, honed through years of work in communities across the country. Our recent work includes strategic plans for Maryland Heights, Missouri; Leesburg, Virginia; and Village of Lake Villa, Illinois—all communities facing similar challenges to Berkley.



Relevant Experience

Better City provides a full range of economic development services that combine high-level strategic planning with hands-on, fractional support to help communities move from vision to execution.

For Strategic Planning, we work with cities, towns, and regional authorities to develop:

- Economic Development Strategic Plans
- Comprehensive Economic Development Strategies (CEDs)
- Public-private partnership frameworks
- Downtown revitalization plans
- Community resilience strategies
- Industry-specific feasibility studies
- Industrial park development plans

For Implementation, we act as an extension of the community's staff—bringing the experience, and capacity to advance projects without the need for a full-time hire. This can include:

- Recruiting and retaining businesses
- Supporting local entrepreneurs
- Securing major grants and funding
- Structuring financing tools such as tax increment financing districts

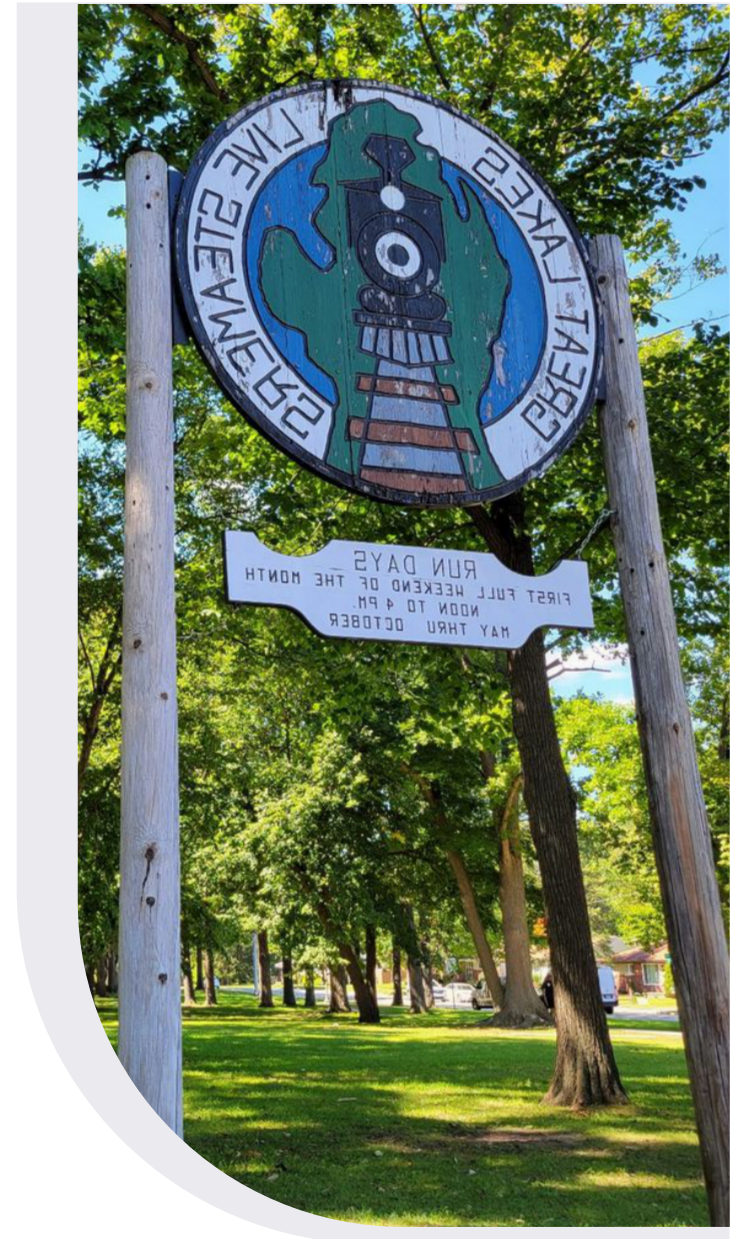
By integrating both planning and implementation, Better City ensures that the strategies we help create are not only visionary but actionable, with measurable results for the communities we serve.

Strategic Plan Clients	Year
New Ulm, Minnesota	2025
Poncha Springs, Colorado	2025
Village of Lake Villa, Illinois	2025
Ajo, Arizona	2024
Sonoran Desert Biosphere, AZ	2024
Hartford, Vermont	2024
Maryland Heights, Missouri	2024
Marion County, Oregon	2024
Wasatch Front, Utah	2023
Gilpin County, Colorado	2023
Leesburg, Virginia	2023
Grant County, New Mexico	2023
Graham County, Arizona	2023
Greenlee County, Arizona	2023
Summit County, Colorado	2022
Elbert County, Colorado	2022
Lake County, Colorado	2022
Bangor, Maine	2021
Detroit, Oregon	2021
Syracuse, Utah	2020
Raton, New Mexico	2019
Mills, Wyoming	2019
Gerlach, Nevada	2018
Humboldt County, Nevada	2018
Lordsburg, New Mexico	2018
Herriman, Utah	2018

Relevant Past Project Examples

On the following pages are examples and references from selected previous projects. These examples highlight our team's relevant experience and successful track record in delivering impactful economic development strategies for communities similar to City of Berkley.

The final plans for each of the references are found at the hyperlinks in the "See the Plan" section.



Maryland Heights, Missouri

Economic Development Strategic Plan



Project Background

Maryland Heights is a community known for its safety, diversity, and vibrant business environment. Facing evolving local and global dynamics, the City recognizes the importance of strategic foresight in sustaining its growth and community values. This first EDSP aims to harness Maryland Heights' strong foundation and historical successes in transformative real estate development projects, while innovating in areas such as branding, local business networks, and inclusivity, to ensure a prosperous future.

Jim Carver

Economic Development Director
jcarver@marylandheights.com
314-738-2203

Planning Process

Sep 2023 – Apr 2024

Interviews and focus groups:

- EDD Commission Focus Group
- Pattonville High School Focus Group
- Individual interviews with several City Council Member and the Visitor Bureau Leadership team

Analysis:

- Economic Data Analysis
- Market Research

Final Strategies

- Promote innovative, adaptable projects for a multi-generational community.
- Transform Riverport into a vibrant, multi-use hub for creativity and collaboration.
- Incentivize local businesses to meet diverse generational demands.
- Create sustainable, diverse housing options for Millennials, Gen Z, and future generations.
- Strengthen the City's brand to attract investment and talent.
- Diversify the ED Commission to reflect community perspectives.

See the Plan: bettercity.us/marylandheights

Leesburg, Virginia

Economic Development & Tourism Strategic Plan



Project Background

The Town of Leesburg has experienced rapid growth due to its great schools, a charming historic downtown, and is in convenient proximity to the thriving DC metro area.

Leesburg initiated a comprehensive economic development plan to intentionally and strategically direct growth to achieve the community's vision and ensure that the Leesburg of tomorrow is the best it can be.

Planning Process

Jan 2023 - Oct 2023

- Input from 63 community stakeholders via interviews and focus groups
- Reviewed 7 prior plans
- Identified 4 strategies for economic development and 4 strategies for local tourism

Final Strategies

- Industry recruitment that aligns with local workforce skills, including aerospace and aviation, technology, and education
- Streamline the permitting process to attract investment
- Launch a tech incubator to catalyze local innovation and entrepreneurship
- Transform the Courthouse Lawn into a vibrant town square
- Develop a boutique hotel and a multi-use event facility to attract visitors
- Increase cross visitation between retail centers

Russell Seymour

Economic Development Director

RSeymour@LeesburgVA.gov

703-771-6530

See the Plan: bettercity.us/leesburg

Marion County, Oregon

Economic Development Program 5-year Strategic Plan



Project Background

The County's economy was impacted by the COVID-19 pandemic and a range of disasters altering infrastructure and workforce needs. The County wanted a plan that allowed for flexibility as needs and priorities change.

Better City worked closely with the Program Manager to build out a flexible framework while still giving the program priorities to focus on.

Planning Process

Aug 2023 – Feb 2024

- 9 individual interviews with community leaders, partners and staff
- 2 focus groups (Partner Focus Group and Chamber Focus Group)
- 2 surveys (Public Survey and Local Government Survey)
- Reviewed 16 prior plans
- Conducted an analysis of socio-economic data

Final Strategies

- Foster partnerships between the County and its 20 cities to boost transparency, establish unified visions, and address challenges
- Leverage County's quality of life, transportation, and workforce to attract businesses
- Increase the number of City and Town Centers in the County by completing plans and guides that support communities' efforts to develop Centers & build out infrastructure and amenities for residents and tourists

Kelli Weese

Economic Development Program Manager

kweese@co.marion.or.us

503-589-3277

See the Plan: bettercity.us/marioncounty

Project Approach and Methodology

Understanding Berkley's Needs

The City of Berkley seeks an Economic Development Strategy that will:

Align with Community Vision and Existing Plans

Connect seamlessly to the Master Plan, Capital Improvements Plan, Strategic Framework, and Downtown Development Authority's Strategic Plan—ensuring the economic development strategy reinforces, rather than conflicts with, existing community direction.

Focus on Development Opportunities

Provide compelling cases for local real estate development and redevelopment opportunities, identifying specific sites, uses, and implementation strategies that can attract private investment.

Address Key Economic Development Functions

Recommend strategies for business retention, expansion, and attraction with specific focus on entrepreneurs, pedestrian activity, incubators, and second-stage businesses. Outline opportunities for entrepreneurship, small business support, and innovation.

Leverage Berkley's Unique Position

Effectively describe Berkley's role in the Oakland County region and identify regional opportunities. Identify local assets, locational advantages, potential business collaborations, and place-based characteristics that differentiate Berkley.

Establish Clear Implementation Path

Establish economic development goals aligned with the City's Strategic Framework, outline state and local programs that support development consistent with community goals, and describe specific implementation steps with responsible parties.

Professional Delivery

Include stakeholder engagement (interviews, focus groups, community input), and a written Economic Development Strategy.

Guiding Principles

Our philosophy is simple: **economic development is about places first, then programs.** The best strategies emerge when we understand both what the market demands and what the community values. The plan we create will reflect both market reality and community aspiration.

Development-Focused Approach

Economic development strategies succeed when they identify actual opportunities, not theoretical possibilities. We will pinpoint specific sites, recommend concrete actions, and create packages that attract real investment. For a built-out community like Berkley, every development opportunity matters—we won't waste your time with generic recommendations.

Placemaking as Economic Strategy

Berkley's greatest asset is its character: walkable streets, strong neighborhoods, vibrant downtown. These aren't amenities to preserve despite economic development—they're the foundation for economic development. We'll show how investments in public realm, streetscapes, and authentic identity drive private investment and business attraction.

Evidence-Based, Community-Validated

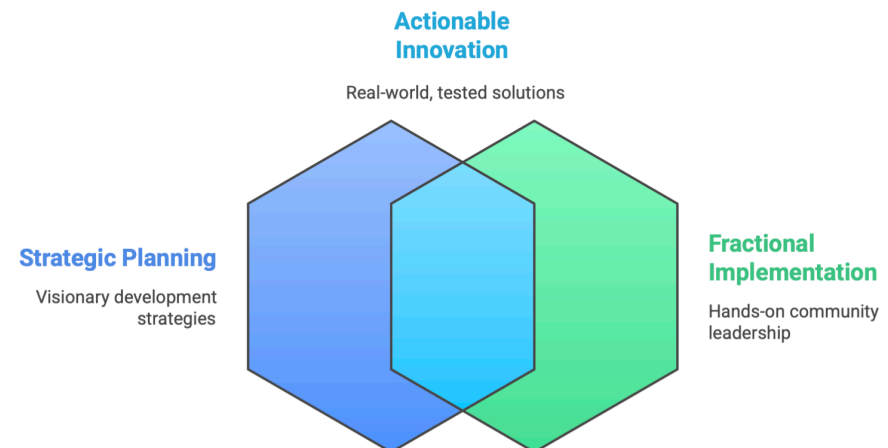
Our team brings proprietary data tools, demographic analysis, market research, and fiscal modeling to answer hard questions: What businesses can succeed here? What development types are financially feasible? Where are the opportunities? But data alone doesn't tell the complete story. Business owners, property owners, residents, and community leaders understand what's working, what's getting in the way, and what opportunities are hiding in plain sight. We combine both.

Why Better City:



What sets us apart is our **dual perspective**: we prepare high-level strategic plans, but we also have experience in rolling up our sleeves as fractional economic development directors for many communities. This means our recommendations are not only theoretically sound, but tested against the reality of budgets, local political realities, and funding opportunities.

We don't just promise innovation—we show how it can be implemented.



Methodology

Our approach to Berkley's Economic Development Strategy is built on three interlocking frameworks: **Discovery** (understanding current conditions), **Design** (crafting strategy), and **Delivery** (ensuring implementation). Throughout this process, we maintain relentless focus on identifying tangible development opportunities and creating compelling places.

Phase 1: Discovery and Foundation

Why This Matters

Before crafting strategy, we must deeply understand Berkley's economic ecosystem, competitive position, and development landscape. Superficial analysis leads to generic recommendations; depth generates actionable insight.

How We'll Approach It

- **Document Review and Gap Analysis**

We'll conduct a review of existing plans including the Master Plan, Capital Improvements Plan, Downtown Development Authority Strategic Plan, and City Strategic Framework. Critically, we'll identify alignment gaps, conflicting priorities, and unrealized opportunities that deserve fresh attention.

- **Socioeconomic and Market Analysis**

We'll analyze Berkley's demographic trends, income profiles, employment patterns, and housing characteristics. Current data shows Berkley's median household income (\$113,103) significantly exceeds state (\$59,234) and national (\$64,994) averages, signaling strong consumer purchasing power. We'll examine what this means for retail sustainability, housing demand, and business attraction.

- **Development Opportunity Mapping**

We'll physically tour Berkley's commercial corridors and potential redevelopment sites, creating an inventory of:

- Underutilized properties
- Catalyst sites with redevelopment potential
- Properties with aging improvements or obsolete uses
- Opportunity zones for strategic intervention
- Corridors ready for place-based improvements

This isn't academic exercise—this is identifying specific addresses where development can happen.

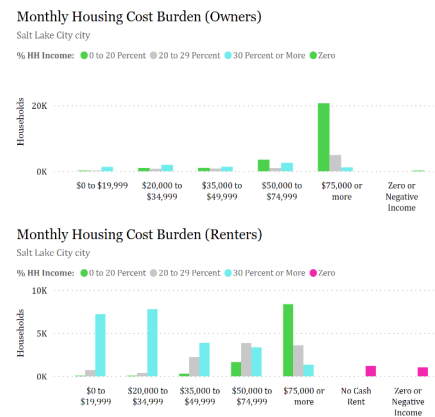
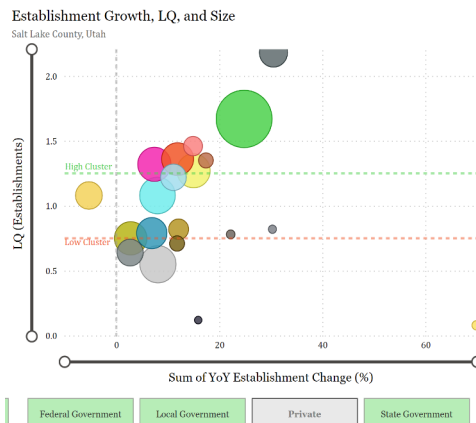
Strategic High-Level Steps

- Compile and review all existing planning documents
- Conduct demographic, economic, and market analysis
- Physical site tours and opportunity mapping
- Competitive analysis and regional positioning assessment
- Synthesis of findings into baseline conditions report

Importance

This foundation prevents common planning mistakes: creating strategies disconnected from market reality, ignoring implementation constraints, or recommending actions misaligned with community capacity. Deep discovery enables precision strategy.

Example charts



Phase 2: Engagement and Visioning

Why This Matters

Economic development strategies fail when they lack community ownership. Berkley's strategy must reflect genuine community aspiration while being grounded in market reality. Engagement isn't about gathering wish lists—it's about building consensus around achievable direction.

How We'll Approach It

- **Stakeholder Interviews**

We'll conduct **7-10 individual interviews** with business owners, property owners, developers, City staff and elected officials, DDA board members, major employers, community organization leaders, and residents representing diverse neighborhoods.

These conversations uncover opportunities, constraints, and political dynamics that don't appear in documents.

- **Focus Group Sessions**

We'll facilitate 2 focus groups during our in-person visit, each with 6-8 carefully selected participants. Examples of potential focus groups include the business community, real estate and development professionals, non-governmental organizations and high school students.

- **Online Engagement Platform (Optional - Requires additional budget)**

Recognizing not everyone can attend meetings, we'll create online engagement opportunities through surveys and digital commenting tools, ensuring broad participation.

Strategic High-Level Steps

- Design engagement approach
- Schedule and conduct stakeholder interviews
- Plan and facilitate in-person focus groups
- *Deploy online engagement tools (optional)*
- Synthesize engagement findings

Importance

Engagement builds legitimacy. When business owners see their concerns addressed, when residents see their values reflected, when developers see market reality incorporated—the strategy gains credibility and implementation momentum. Engagement transforms "consultant plan" into "community strategy."

Phase 3: Strategy Development

Why This Matters

This is where analysis becomes action. The strategy must balance aspiration and achievability, providing both long-term vision and immediate next steps. For Berkley, this means crafting a development-oriented strategy that aligns with Michigan's RRC program while creating genuine economic momentum.

How We'll Approach It

- **Goal Setting and Strategic Framework**

We'll develop 3-4 overarching economic development goals aligned with Berkley's Strategic Framework and based on local opportunities and challenges identified through our research and engagement. These won't be vague aspirations but specific, measurable objectives that provide clear direction for the community.

- **Assets, Advantages, and Opportunities**

We'll identify and articulate Berkley's local assets, locational advantages, potential business collaborations, and place-based characteristics that position the community for economic success. This includes understanding Berkley's role in the Oakland County region and identifying regional opportunities for collaboration and competitive advantage.

- **Development and Redevelopment Strategy**

This is where our placemaking focus shines. We'll provide compelling cases for local real estate development and redevelopment opportunities, identifying priority sites and recommending strategic approaches to attract private

investment. Each opportunity will include analysis of feasibility, market demand, and public investment needed to catalyze development.

- **Business Retention, Expansion, and Attraction (*High-level research*)**

We'll recommend strategies for business retention, expansion, and attraction with specific focus on:

- Supporting entrepreneurs and fostering entrepreneurship
- Increasing pedestrian counts and activity in commercial areas
- Supporting incubators and innovation spaces
- Growing second-stage businesses
- Creating a business-friendly environment

- **Entrepreneurship and Small Business Support (*High-level research*)**

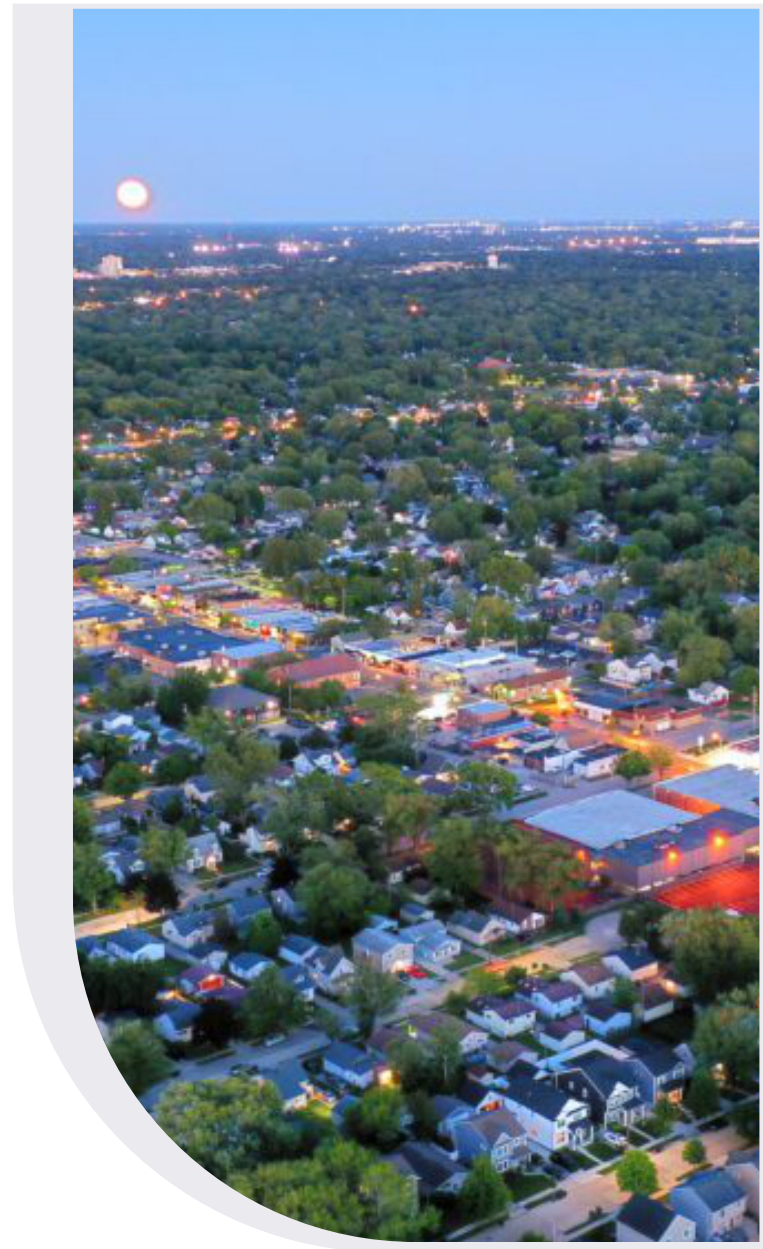
We'll outline opportunities for entrepreneurship, small business support, and innovation that leverage Berkley's assets and address gaps in the current ecosystem.

Strategic High-Level Steps

- Draft goal framework and strategic priorities aligned with City's Strategic Framework
- Document local assets, advantages, and regional opportunities
- Develop compelling cases for priority development and redevelopment sites
- Map state and local funding programs and resources

Importance

Strategy without specificity is useless. Berkley needs more than platitudes about "fostering entrepreneurship" or "creating vibrant corridors"—you need clear direction on priorities, specific opportunities, responsible parties, and realistic timelines. Our approach delivers actionable strategy grounded in both market reality and community aspiration.



Phase 4: Implementation Planning

Why This Matters

The best strategies fail if they sit on shelves. Implementation planning transforms vision into reality by identifying clear, actionable steps. For Berkley, this means creating a realistic roadmap that matches community capacity and resources.

How We'll Approach It

- **Implementation Framework**

We'll organize all recommendations into a clear action plan that answers the essential questions: Who does what? By when? With what resources? We'll categorize initiatives by timeframe (short-term, medium-term, long-term) and priority, ensuring the community can build momentum with achievable wins while working toward transformational goals.

- **Responsibility and Partnership Identification**

For each recommended action, we'll identify:

- Lead implementing party (specific city staff positions, DDA board, partner organizations)
- Supporting parties and required partnerships
- Decision-making authority and approval pathways

- **Performance Measurement**

We'll establish clear metrics to track progress and measure success. This includes both activity measures (actions completed, programs launched) and outcome measures (investment attracted, businesses retained, jobs

created). The measurement framework will enable annual reporting and strategy adjustments based on results.

- **Alignment with State Programs**

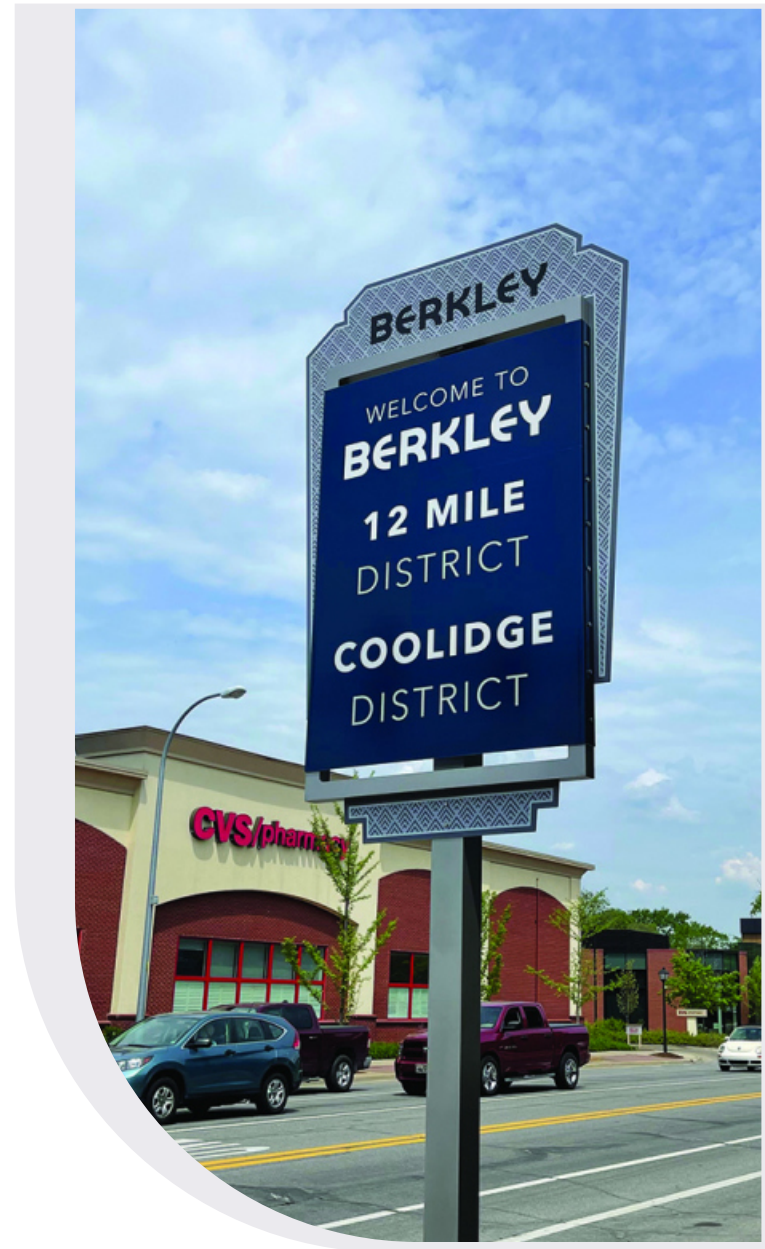
We'll provide guidance on aligning the implementation plan with state economic development programs.

Strategic High-Level Steps

- Categorize all recommendations by timeframe and priority
- Assign responsibilities and identify required partnerships
- Develop implementation budgets and identify funding sources
- Create performance measurement framework
- Build alignment roadmap with state programs
- Design implementation tracking tools

Importance

Implementation planning is the difference between aspirational document and operational blueprint. Berkley will know exactly what to do after strategy adoption—and have the tools to track progress and demonstrate results over time.



Phase 5: Strategy Documentation

Why This Matters

The written strategy must be simultaneously comprehensive and accessible—detailed enough to guide implementation, clear enough for public communication. Format and presentation matter as much as content.

How We'll Approach It

• Document Structure

The final Economic Development Strategy will be a professional, comprehensive document that includes:

- **Executive Summary:** Concise overview of key findings, strategic priorities, and implementation roadmap
- **Community and Market Analysis:** Demographic data, economic trends, competitive positioning, local assets and advantages, and regional context
- **Strategic Vision and Goals:** Overarching economic development vision, core goals aligned with City's Strategic Framework, and success metrics
- **Strategic Recommendations:** Strategies organized by key themes as identified through the planning process, addressing RFP requirements
- **Implementation Plan:** Specific implementation steps, responsible parties, timelines, resource requirements, and performance measures
- **Appendices:** Supporting data, stakeholder input summaries, and resource directories

• Visual Communication and Format

The strategy will be professionally designed and highly visual to enhance readability and usability. We'll include infographics, maps, charts, photos, and other visual elements to make data accessible and compelling.

Example Deliverables



Strategic High-Level Steps

- Draft complete strategy document
- Develop visual elements and professional design
- Produce final document and presentation materials
- Internal review and refinement
- *Prepare for presentation to Council and DDA (optional - requires additional budget)*

Importance

A compelling document becomes community's calling card—used to attract developers, secure grants, communicate with residents, and guide staff. Poor presentation undermines sound strategy; excellent presentation amplifies impact.



Phase 6: Presentations and Adoption (Optional - Requires additional budget)

Why This Matters

Formal presentations and adoption create political commitment and public accountability. This isn't pro forma—it's opportunity to build excitement, secure buy-in, and launch implementation.

How We'll Approach It

- **Strategy Refinement**

We'll incorporate Council and DDA feedback refining recommendations while maintaining strategic coherence. We'll document how input shaped final strategy.

- **Final Presentation to City Council and DDA**

We'll present preliminary strategy in joint session:

- Overview of research findings and stakeholder input
- Walkthrough of key recommendations
- Discussion of controversial or challenging elements
- Opportunity for feedback and refinement
- Clear articulation of next steps and immediate actions

This presentation will be engaging and interactive, not consultant monologue. We'll use compelling visuals, address concerns directly, and facilitate productive discussion.

Strategic High-Level Steps

- Refine strategy based on feedback
- Prepare and deliver final presentation

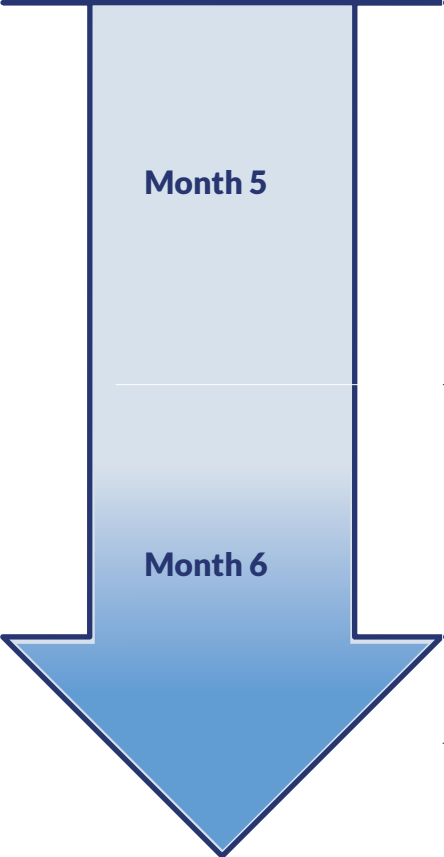
Importance

Adoption isn't end—it's beginning. Strong presentation and launch creates momentum, focuses attention, and signals Berkley's commitment to economic development.

Proposed Work Plan and Timeline

We propose a 8.5 months engagement from project kickoff to final adoption, structured in six phases with clear milestones and deliverables.

Month	Phase	Key Activities	Deliverables
Month 1	Project Initiation & Discovery	<ul style="list-style-type: none"> Kickoff meeting Document review Engagement list finalization Interview scheduling 	<ul style="list-style-type: none"> Project work plan Stakeholder engagement plan Meeting schedules
Month 2	Engagement & Data Collection	<ul style="list-style-type: none"> One-on-one interviews Focus groups Online survey launch (optional) Economic data collection Baseline analysis Peer benchmarking 	<ul style="list-style-type: none"> Engagement summary Economic baseline report
Month 3-4	Visioning & Strategy Development (pt.1)	<ul style="list-style-type: none"> Vision/mission development Strategic goals formulation Sector strategy development Economic opportunity analysis 	<ul style="list-style-type: none"> Vision summary Preliminary strategic framework Priority initiatives Draft goals and objectives Opportunity analysis

Month	Phase	Key Activities	Deliverables
 Month 5	Documentation and Refinement	<ul style="list-style-type: none"> • Draft plan writing • Data visualization • Draft presentation to Council/DDA • Stakeholder review • Feedback integration 	<ul style="list-style-type: none"> • CLIENT-READY DRAFT • Presentation materials • Draft review comments
	Presentation (Optional) and Adoption	<ul style="list-style-type: none"> • Final plan production • Executive summary • Final presentation to Council/DDA (Optional) 	<ul style="list-style-type: none"> • FINAL PLAN • Executive summary • One-page web infographic (Optional) • Public presentation (Optional)

Team Members and Roles

Team Qualifications

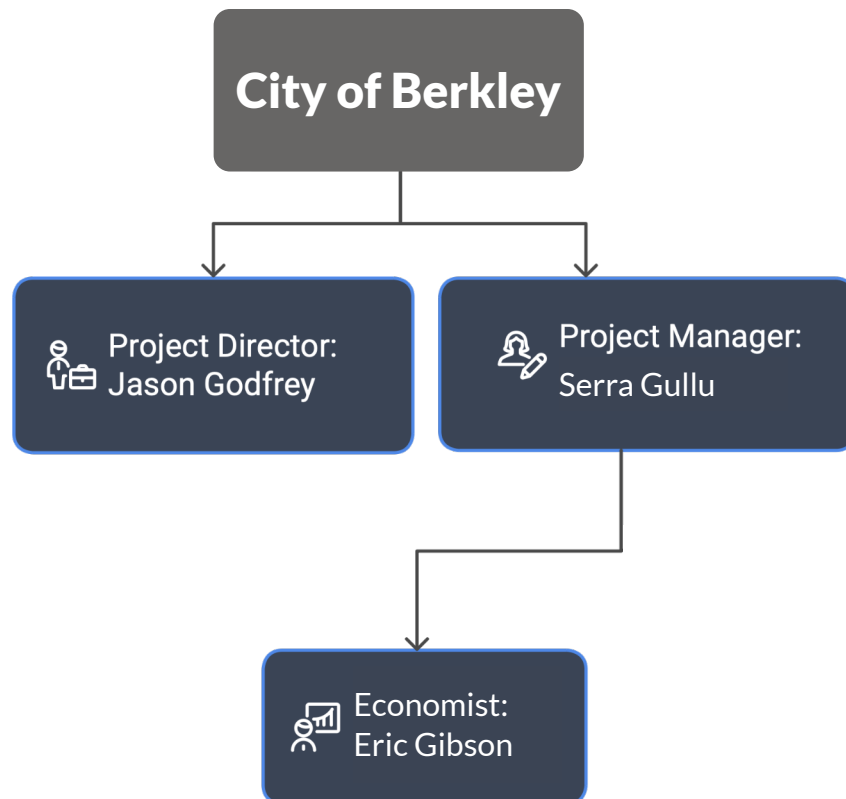
At Better City, we have created a high-performance culture that is inclusive, respectful, caring, intellectually curious, and responsible. Following are our core values:



Project Team

The project will be led by our most experienced team, with Jason Godfrey (CEO) as Project Director and Serra Gullu as Project Manager driving day-to-day execution with strong support from Eric Gibson for economic analysis and Kelly Dolan for stakeholder engagement.

Our team has a wide breadth of experience, including real estate development, small business / entrepreneurship, public administration, management consulting, small business consulting, and senior management in Fortune 500 companies. The project team will be supported by all of Better City's employees, in their particular areas of expertise. For more information about the full team, please refer to bettercity.us/team.



Jason Godfrey	<ul style="list-style-type: none">• Executive oversight• Ensure Berkley receives appropriate resources and attention• In-person visit
Serra Gullu	<ul style="list-style-type: none">• Oversight of the planning process and client coordination• Resource identification• Report writing coordination
Eric Gibson	<ul style="list-style-type: none">• One of the industry's leading economists who has pioneered innovative, localized analyses and a proprietary data dashboard• Research and analysis



Jason Godfrey

CEO & Project Director

Jason is an accomplished professional with experience spanning real estate development, public administration, operations management, and management consulting in both public and private sectors. He specializes in leveraging strategic advantages to drive growth and prosperity.

Education & Training

- MBA, Rice University
- BA, Economics, Weber State University

Specialties

- Actionable & Catalytic Strategies
- Community Collaboration to Build Local Capacity
- Project Finance – Tax Increment Financing, Federal Grants, & Public-Private Partnerships

Relevant Work Experience

Select Strategic Plans

- Anthony, Kansas
- Gilpin County, Colorado
- Bangor, Maine
- Hartford, Vermont
- Buena Vista, Colorado
- Lake County, Colorado
- Detroit & Gates, Oregon
- Elbert County, Colorado
- Layton City, Utah
- Leesburg, Virginia
- Marion County, Oregon
- Maryland Heights, Missouri

Select Economic Development Projects

- Business Recruitment, Retention, and Expansion – Summit County, CO; Mount Holly, NC
- Indoor Waterpark Resort Development – Evergreen Land Co.
- Business Feasibility Study – Yampa Valley Adventure Center, CO
- Downtown Visioning Plan – Upper Marlboro, MD; East Liverpool, OH; Lake Villa, IL
- Parcel Development Feasibility Study – Underwood, ND



Serra Güllü

Project Manager

Serra is a skilled political economist with expertise in project management, data analysis, and research in real estate, credit markets, socioeconomic trends, and geocoding. She distills complex information into clear, accessible content, and creates insightful analyses that inform decision-making.

Education & Training

- MA, Political Economy, Duke University
- BA, Economics, Sabanci University
- BA, International Studies, Sabanci University
- Minor, Finance, Sabanci University

Specialties

- Professional & Technical Writing
- Research
- Data Analysis
- Community & Stakeholder Outreach
- Python, Stata, R, ArcGIS, Affinity Publisher

Relevant Work Experience

Strategic Plans

- Ajo, Arizona
- Hartford, Vermont
- Leesburg, Virginia
- Maryland Heights, Missouri
- Sonoran Desert Biosphere, Arizona
- Poncha Springs, Colorado
- Wayne County, Tennessee
- New Ulm, Minnesota
- Los Lunas, New Mexico

Select Economic Development Projects

- Policing Study – Moab, Utah
- Nonprofit Fundraising Strategy – NC WARN
- Innovative Wellness Resources – Duke Emerging Leaders Institute
- Economic Events & Earnings Reports – Halkbank
- Research & Geocode Real Estate Market, Credit Markets, & Guilds – Ottoman Istanbul



Eric Gibson

Economist

Eric is a robust analytical thinker, experienced in creating strategic plans, conducting feasibility studies, and working with local stakeholders and leaders to align resources, increase local capacity, and implement catalytic projects.

Education & Training

- MS, Economics, Purdue University
- BS, International Business Economics, Weber State University
- Rural Development Toolkit, Outdoor Recreation Roundtable
- RLF Community of Practice Webinar Series, EDA
- Data Tools and Best Practices Webinars, US Census Bureau

Specialties

- Data Analysis & Forecasting
- Project Implementation
- QGIS, Google Earth, CoStar, ESRI, Mapbox, PowerBI

Relevant Work Experience

Select Strategic Plans

- Ajo, Arizona
- Caliente, Nevada
- Detroit & Gates, Oregon
- Graham County, Arizona
- Grant County, New Mexico
- Greenlee County, Arizona
- Layton City, Utah
- Leesburg, Virginia
- Marion County, Oregon
- Sonoran Desert BR, Arizona
- Wasatch Front EDD, Utah
- Wells, Nevada

Select Economic Development Projects

- Manufacturing Feasibility Studies – Green River, Utah; Wells, Nevada
- Electric Vehicle Impact Studies – Hidalgo & Doña Ana Counties, NM
- Arts and Culture Study – Snohomish County, Washington
- Trail Impact and Planning Studies – Wells, Nevada; Elko, Nevada
- Economic Development Organization - Draft Articles & organize board – Raton, New Mexico; Grant County, New Mexico
- Nonprofit leadership – Colfax County, New Mexico
- Recreation Center Visioning and Funding Strategy – Grant County, NM

Cost Proposal

Recognizing the importance of this project to City of Berkley and understanding the considerable costs to implement the recommendations, we have put together a project plan that provides thorough analysis while preserving Berkley's resources for implementation. **The all-inclusive, fixed, total price is: \$20,000**

This fixed price includes all professional services, travel expenses (three on-site visits for stakeholder interviews, focus group facilitation, steering committee workshops, and final presentations), data acquisition, analysis tools, and materials required to complete the Economic Development Strategic Plan as outlined in our approach.

Below is a breakdown of estimated hours and costs by major phase.

Note that the estimates are provided for information purposes only and the fixed cost for each phase will be billed on a percentage of completion basis. Travel expenses are included in the phase costs.

Phase	Estimated Hours	Total Cost
Project Initiation and Coordination	15	\$2,000
Phase 1: Discovery & Foundation	30	\$4,000
Phase 2: Engagement & Visioning	21	\$3,000
Phase 3: Strategy Development	30	\$4,000
Phase 4: Implementation Planning	24	\$3,200
Phase 5: Strategy Documentation	26	\$3,500
Phase 6: Presentation (Optional) & Adoption	4	\$300
Travel & On-Site Visits (included in the costs of the Phases)	-	-
Total		\$20,000

Enhanced Engagement Options

Optional Service	Description	Cost
Online Community Survey	Professional online survey design, deployment, promotion, and analysis. Includes survey platform subscription, custom question development, and detailed reporting with demographic breakdowns and key findings.	\$1,500
Final Presentation to City Council	Professional presentation of final Economic Development Strategy to City Council and/or DDA Board. Includes presentation deck preparation, visual materials, and Q&A facilitation. (Virtual delivery via Zoom/Teams)	\$1,500
In-Person Presentation Upgrade	Upgrade final presentation to in-person delivery in Berkley. Includes travel expenses for one team member (Jason Godfrey) for one-day visit: airfare, ground transportation, meals, and presentation materials.	\$1,500

Additional Enhancement Options

If budget allows, consider these additional services to strengthen the strategy:

Service	Cost
Additional stakeholder interviews (5 interviews)	\$1,200
In-person community workshop	\$2,500
Additional development site analysis (2 sites)	\$1,500

Package Options

Element	Standard Package	Enhanced Package
Timeline	6 months	6 months
On-site visits	1 trip (2 days)	1 trip (2 days)
Stakeholder interviews	7 - 10	7 - 10
Focus groups	2 groups	2 groups
Community survey	-	Virtual survey included
Development sites analyzed	2-3	2-3
Document length	15-20	15-20
Final presentation to Council - virtual	-	Included
In-person presentation upgrade	-	Included
Delivery format	Digital PDF	Digital PDF
Total Cost	\$20,000	\$24,500

Conclusion: Why Choose Us

Berkley faces a pivotal moment. Your community has momentum—redevelopment is happening, new residents are arriving, businesses are investing. But momentum without strategy leads to haphazard results. With the right strategy, Berkley can channel this energy toward a future that honors your tight-knit character while building economic vitality.

We Bring What Berkley Needs



Development Focus

We don't just write plans—we identify specific addresses where development can happen and create packages that attract investment.



Placemaking Expertise

We understand that economic development in built-out communities depends on creating compelling places where people want to be.



Implementation Orientation

We design strategies that match Berkley's capacity and resources, not consultant fantasies requiring capabilities you don't have.



Community Engagement Excellence

We build consensus among diverse stakeholders, creating shared ownership of economic development vision.



Proven Track Record

We've guided communities across the country through this exact process with measurable results—from Maryland Heights to Leesburg to Marion County.

The Berkley Opportunity

Your community has extraordinary assets: walkable form, strong schools, engaged residents, accessible location, and authentic character. These are exactly the qualities that attract today's businesses and residents. With strategic direction, Berkley can leverage these assets to compete successfully in Oakland County's competitive landscape.

The question isn't whether Berkley will continue growing—the question is whether that growth will be strategic or opportunistic, coordinated or haphazard, aligned with community values or disconnected from them.

We're ready to help you write the next chapter of Berkley's economic story.

We appreciate your consideration of this proposal and welcome any questions about our approach, team, or qualifications. We look forward to the opportunity to partner with the City of Berkley.

PROFESSIONAL CONSULTING SERVICES AGREEMENT

THIS PROFESSIONAL CONSULTING SERVICES AGREEMENT (the "Agreement") is made and entered into this XXth day of January, 2026 (the "Effective Date") by the City of Berkley, a municipal government organized by law in the State of Michigan (hereinafter referred to as "BERKLEY") and BETTER CITY LLC, a Utah limited liability company (hereinafter referred to as the "Firm").

WHEREAS, BERKLEY wishes to engage the Firm to provide the services described herein and the Firm agrees to provide the services for the compensation and otherwise in accordance with the terms and conditions contained in this Agreement.

NOW THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, accepted, and agreed to, BERKLEY and the Firm, intending to be legally bound, agree to the terms set forth below.

1. TERM. Commencing as of January XX, 2026 and continuing until terminated by either party pursuant to Section 7 hereof, the Firm agrees that it will provide professional consulting services to BERKLEY as specified below.

2. DUTIES AND SERVICES. The Firm's duties and responsibilities ("Services") shall be to create for BERKLEY an Economic Development Strategy as follows:

- Phase 1: Discovery and Foundation
- Phase 2: Engagement and Visioning
- Phase 3: Strategy Development
- Phase 4: Implementation Planning
- Phase 5: Strategy Documentation
- Phase 6: Presentation and Adoption

For further detail about the Scope of Services, see the Appendix.

3. PROJECT FEE.

a. Subject to the provisions hereof, BERKLEY shall pay the Firm **\$24,500**

- \$2,000 – Project Initiation
- \$4,000 – Phase 1
- \$4,500 – Phase 2
- \$4,000 – Phase 3
- \$3,200 – Phase 4
- \$3,500 – Phase 5
- \$3,300 – Phase 6

i. Payment terms are Net 30.

ii. Travel to BERKLEY and any expenses incurred incident to such travel are

part of the normal Scope of Work and are included in the contract fee.

- iii. Invoices will be sent monthly and billing will be based on percentage completed during the previous month.
- iv. A \$2,000 project initiation fee to cover project set up and travel will be due upon signing the contract.

- b. The Firm agrees that all Services will be rendered by employees of the Firm as independent contractors and that this Agreement does not create an employer-employee relationship between BERKLEY and the Firm. The Firm shall have no right to receive any employee benefits including, but not limited to, health and accident insurance, life insurance, sick leave, and/or vacation. The Firm agrees to pay all taxes, including self-employment taxes due in respect of the Consulting Fees and to indemnify BERKLEY in the event BERKLEY is required to pay any such taxes on behalf of the Firm.

4. AUTHORIZED REPRESENTATIVES. Each party shall name an individual, specified in Sections 4a and 4b, as its authorized representative for purposes of representation and notices.

- a. BERKLEY designates:
XXX (Name)
XXX (Title)
3338 Coolidge Highway
Berkley, MI 48072
(248) 658-3320
XXX@berkleymi.gov
- b. The Firm designates:
Jason Godfrey
CEO
517 N 2000 W
Suite 2, #1006
Marriott-Slaterville, UT 84404
(346) 218-0040
jason@bettercity.us

5. INDEMNIFICATION. The Firm agrees and covenants to hold harmless and indemnify BERKLEY from any claims, losses, injury, expenses and attorneys' fees proximately caused by any negligent or intentional conduct or omissions that constitute a form of tortious behavior on the part of the Firm, its officers, employees, or agents in the execution of the work performed in accordance with this Agreement, or which constitutes a breach of this Agreement.

BERKLEY agrees and covenants to hold harmless and indemnify the Firm from any claims, losses, injury, expenses, and attorneys' fees proximately caused by any negligent or intentional conduct or omissions that constitute a form of tortious behavior on the part of BERKLEY, its officers, employees, or agents in the execution of the work performed in accordance with this Agreement, or which constitutes a breach of this Agreement.

6. SUCCESSORS AND ASSIGNS. The Firm and BERKLEY agree that the provisions of this Agreement shall be binding on heirs, permitted assigns and successors and agents. This contract may be assigned, in whole or in part, with the prior written consent of BERKLEY.

7. TERMINATION. This Agreement may be terminated for any reason or no reason whatsoever by either party upon 30 days' written notice to the designated representative. At the time of termination, the Firm will provide to BERKLEY all work completed or in process as of the date of termination. Within 30 days of termination, BERKLEY will make payment to the Firm for all authorized fees and expenses outstanding.

8. CONFIDENTIALITY OF DATA. The Firm shall treat all data that it receives from or through BERKLEY or is otherwise exposed to within the course of completing the scope of work, with the highest degree of confidentiality and in compliance with all applicable federal and state laws and regulations.

The Firm acknowledges that it may be provided or come into contact with confidential information of BERKLEY or other related parties (collectively, "BERKLEY's Confidential Information"). In recognition of the foregoing, the Firm covenants and agrees that:

- It will keep and maintain BERKLEY's Confidential Information in strict confidence, using such degree of care as is appropriate to avoid unauthorized use or disclosure;
- It will use and disclose the BERKLEY's Confidential Information solely for the purposes for which such information, or access to it, is provided, and the Firm will not use or disclose BERKLEY's Confidential Information for its own purposes or for the benefit of anyone other than BERKLEY or related parties;
- It will not directly or indirectly disclose any of BERKLEY's Confidential Information to any third party, except with the BERKLEY's prior written consent or as otherwise provided herein;

9. ENTIRE AGREEMENT. This Agreement contains the complete agreement and understanding of the parties hereto and supersedes any previous understandings commitments, proposals or agreements whether oral or written and may only be modified or amended in writing or executed by authorized individuals of BERKLEY and Firm.

10. SUBCONTRACTING. The Firm shall not subcontract any portion of the contractor agreement of services to be performed under this contract without the prior written approval of BERKLEY.

11. DISPUTES. In the event of any dispute, mediation, arbitration or litigation the laws of the State of Michigan shall apply and the prevailing party shall be entitled to and awarded its attorney fees and costs therefore.

12. SEVERABILITY. If any portion of this contract is found to be null, void, of no effect and/or unenforceable, the remaining provisions shall remain in full force and effect.

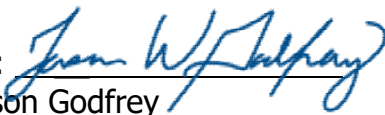
13. SIGNATURES.

EXECUTED as of the Effective Date stated above.

City of Berkley

BETTER CITY, LLC

By: _____
XXX (Name)
XXX (Title)

By: 
Jason Godfrey
CEO

APPENDIX

Scope of Work

Phase 1: Discovery and Foundation

Document Review and Gap Analysis

We'll conduct a review of existing plans including the Master Plan, Capital Improvements Plan, Downtown Development Authority Strategic Plan, and City Strategic Framework. Critically, we'll identify alignment gaps, conflicting priorities, and unrealized opportunities that deserve fresh attention.

Socioeconomic and Market Analysis

We'll analyze Berkley's demographic trends, income profiles, employment patterns, and housing characteristics. Current data shows Berkley's median household income (\$113,103) significantly exceeds state (\$59,234) and national (\$64,994) averages, signaling strong consumer purchasing power. We'll examine what this means for retail sustainability, housing demand, and business attraction.

Development Opportunity Mapping

We'll physically tour Berkley's commercial corridors and potential redevelopment sites, creating an inventory of:

- Underutilized properties
- Catalyst sites with redevelopment potential
- Properties with aging improvements or obsolete uses
- Opportunity zones for strategic intervention
- Corridors ready for place-based improvements

Strategic High-Level Steps

- Compile and review all existing planning documents
- Conduct demographic, economic, and market analysis
- Physical site tours and opportunity mapping
- Competitive analysis and regional positioning assessment
- Synthesis of findings into baseline conditions report

Phase 2: Engagement and Visioning

Stakeholder Interviews

We'll conduct **7-10 individual interviews** with business owners, property owners, developers, City staff and elected officials, DDA board members, major employers, community organization leaders, and residents representing diverse neighborhoods.

Focus Group Sessions

We'll facilitate 2 focus groups during our in-person visit, each with 6-8 carefully selected participants. Examples of potential focus groups include the business community, real estate and development professionals, non-governmental organizations and high school students.

Strategic High-Level Steps

- Design engagement approach
- Schedule and conduct stakeholder interviews
- Plan and facilitate in-person focus groups
- Synthesize engagement findings

Phase 3: Strategy Development

Goal Setting and Strategic Framework

We'll develop 3-4 overarching economic development goals aligned with Berkley's Strategic Framework and based on local opportunities and challenges identified through our research and engagement. These won't be vague aspirations but specific, measurable objectives that provide clear direction for the community.

Assets, Advantages, and Opportunities

We'll identify and articulate Berkley's local assets, locational advantages, potential business collaborations, and place-based characteristics that position the community for economic success. This includes understanding Berkley's role in the Oakland County region and identifying regional opportunities for collaboration and competitive advantage.

Development and Redevelopment Strategy

This is where our placemaking focus shines. We'll provide compelling cases for local real estate development and redevelopment opportunities, identifying priority sites and recommending strategic approaches to attract private investment. Each opportunity will include analysis of feasibility, market demand, and public investment needed to catalyze development.

Business Retention, Expansion, and Attraction (*High-level research*)

We'll recommend strategies for business retention, expansion, and attraction with specific focus on:

- Supporting entrepreneurs and fostering entrepreneurship
- Increasing pedestrian counts and activity in commercial areas
- Supporting incubators and innovation spaces
- Growing second-stage businesses
- Creating a business-friendly environment

Entrepreneurship and Small Business Support (*High-level research*)

We'll outline opportunities for entrepreneurship, small business support, and innovation that leverage Berkley's assets and address gaps in the current ecosystem.

Strategic High-Level Steps

- Draft goal framework and strategic priorities aligned with City's Strategic Framework
- Document local assets, advantages, and regional opportunities
- Develop compelling cases for priority development and redevelopment sites
- Map state and local funding programs and resources

Phase 4: Implementation Planning

Implementation Framework

We'll organize all recommendations into a clear action plan that answers the essential questions: Who does what? By when? With what resources? We'll categorize initiatives by timeframe (short-term, medium-term, long-term) and priority, ensuring the community can build momentum with achievable wins while working toward transformational goals.

Responsibility and Partnership Identification

For each recommended action, we'll identify:

- Lead implementing party (specific city staff positions, DDA board, partner organizations)
- Supporting parties and required partnerships
- Decision-making authority and approval pathways

Performance Measurement

We'll establish clear metrics to track progress and measure success. This includes both activity measures (actions completed, programs launched) and outcome measures (investment attracted, businesses retained, jobs created). The measurement framework will enable annual reporting and strategy adjustments based on results.

Alignment with State Programs

We'll provide guidance on aligning the implementation plan with state economic development programs.

Strategic High-Level Steps

- Categorize all recommendations by timeframe and priority
- Assign responsibilities and identify required partnerships
- Develop implementation budgets and identify funding sources
- Create performance measurement framework
- Build alignment roadmap with state programs
- Design implementation tracking tools

Phase 5: Strategy Documentation

Document Structure

The final Economic Development Strategy will be a professional, comprehensive document that includes:

- **Executive Summary:** Concise overview of key findings, strategic priorities, and implementation roadmap
- **Community and Market Analysis:** Demographic data, economic trends, competitive positioning, local assets and advantages, and regional context
- **Strategic Vision and Goals:** Overarching economic development vision, core goals aligned with City's Strategic Framework, and success metrics
- **Strategic Recommendations:** Strategies organized by key themes as identified through the planning process, addressing RFP requirements
- **Implementation Plan:** Specific implementation steps, responsible parties, timelines, resource requirements, and performance measures
- **Appendices:** Supporting data, stakeholder input summaries, and resource directories

Visual Communication and Format

The strategy will be professionally designed and highly visual to enhance readability and usability. We'll include infographics, maps, charts, photos, and other visual elements to make data accessible and compelling.

Strategic High-Level Steps

- Draft complete strategy document
- Develop visual elements and professional design
- Produce final document and presentation materials
- Internal review and refinement
- Prepare for presentation to Council and DDA

Phase 6: Presentations and Adoption

Strategy Refinement

We'll incorporate Council and DDA feedback refining recommendations while maintaining strategic coherence. We'll document how input shaped final strategy.

Final Presentation to City Council and DDA

We'll present preliminary strategy in joint session:

- Overview of research findings and stakeholder input
- Walkthrough of key recommendations
- Discussion of controversial or challenging elements

- Opportunity for feedback and refinement
- Clear articulation of next steps and immediate actions

This presentation will be engaging and interactive, not consultant monologue. We'll use compelling visuals, address concerns directly, and facilitate productive discussion.

Strategic High-Level Steps

- Refine strategy based on feedback
- Prepare and deliver final presentation

January 5, 2026 Council Meeting

Moved by Councilmember_____and seconded by Councilmember _____ to (approve/deny/postpone) a lease agreement for municipal parking on parcels 04-25-07-455-033 and 04-25-07-455-032.

Ayes:

Nays:

Absent:

Motion:



MEMORANDUM

To: Mayor Dean and City Council
From: Kristen Kapelanski, Community Development Director
Date: January 5, 2026
Subject: License Agreement for Municipal Parking at Parcel #04-25-07-455-033 and Parcel #25-07-455-032

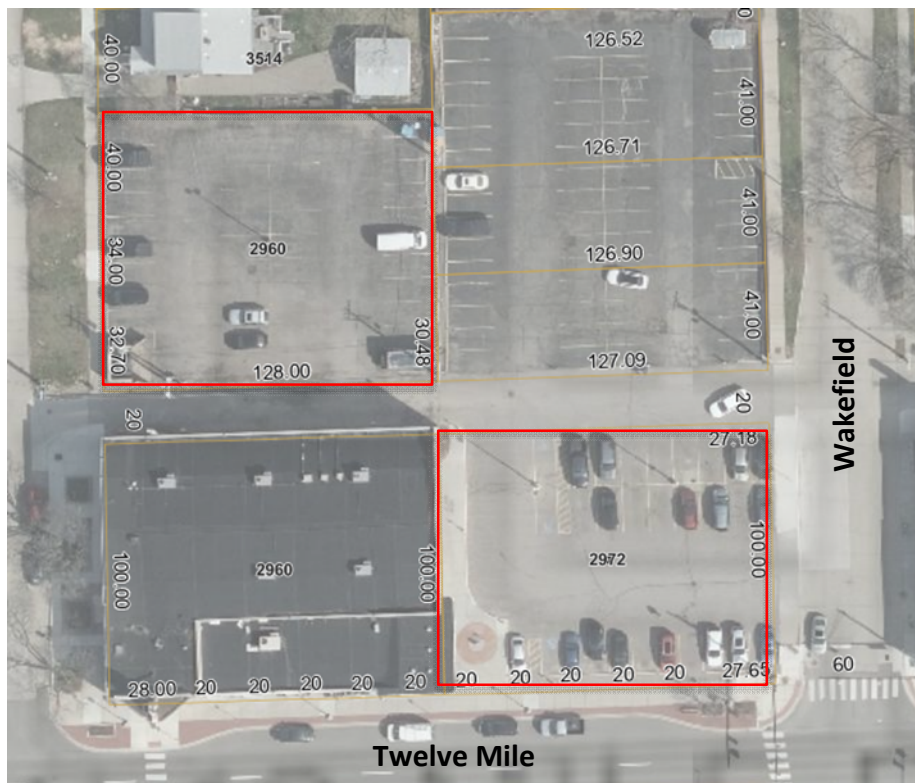
Madame Mayor and Members of City Council,

Background

- The City Council approved the Berkley Parking Study completed in conjunction with the DDA in 2023.
- As a way to expand municipal parking without acquiring land and constructing a new lot, the study recommended the use of license agreements to allow for public use of private lots.
- As a point of reference, recent examinations of the cost of building a new parking lot in the City come in well over \$20,000 per space (not including land costs).
- The Berkley Theater Site Plan and Special Land Use were approved by the Planning Commission and City Council in November and December of 2025. As part of that approval, the applicant agreed to offer the parking associated with the site for municipal use through the public/private lease program established for the expansion of municipal parking in 2024.

Summary

- Staff worked with the City Attorney and the property owner to draft a license agreement allowing for public use of the lot in exchange for maintenance of the lot, including snow removal and suspension of property taxes and stormwater/sewer charges.
- The initial term of the agreement is five years with automatic one-year renewals.
- City taxes to be reimbursed to the property owner by the City total approximately \$1,957 per year for both parcels (in total).
- Stormwater service/sewage charges to be waived total approximately \$3,000 per year for both parcels (in total).



Recommendation

Approval of the license agreement to allow for a municipal parking lot on Parcel #04-25-07-455-033 and Parcel #25-07-455-032.

**LICENSE AGREEMENT
FOR MUNICIPAL PARKING LOT**

This Agreement is executed and effective as of _____, 2025 (“the Effective Date”), by Encore Commercial Investments III, LLC & Singh Brothers, LLC, as Tenants in Common, (“Owner”), whose address is 2817 Vinsetta Boulevard, Royal Oak, MI 48073 , and the CITY OF BERKLEY (“City” or “Licensee”), a Michigan municipal corporation, whose address is 3338 Coolidge Highway, Berkley, MI 48072.

Recitals

WHEREAS, Owner owns a parcel of real property (the "Property"), shown in Exhibit A, and described as:

25-07-455-033

LOTS 64 THROUGH 66, BOTH INCLUSIVE, OF “McGIVERIN-HALDEMAN’S BERKLEY SUBDIVISION,” A SUBDIVISION OF PART OF THE EAST 1/2 OF THE WEST 1/2 OF THE SOUTHEAST 1/4 OF SECTION 7, T.1N., R.11E., VILLAGE OF BERKLEY, OAKLAND, COUNTY MICHIGAN, AS RECORDED IN LIBER 34 OF PLATS, PAGE 9. CONTAINING 0.31 ACRES OF LAND (13,514 SQUARE FEET). SUBJECT TO AND TOGETHER WITH ALL EASEMENTS, EXCEPTIONS, RESERVATIONS, AND RESTRICTIONS

25-07-455-032

LOTS 1 THROUGH 6, BOTH INCLUSIVE, OF “ST. JOHN WOODS SUB,” A SUBDIVISION OF PART OF THE EAST 1/2 OF THE SOUTHEAST 1/4 OF SECTION 7, T.1N., R.11E., VILLAGE OF BERKLEY, OAKLAND, COUNTY MICHIGAN, AS RECORDED IN LIBER 37 OF PLATS, PAGE 4. CONTAINING 0.29 ACRES OF LAND (12,740 SQUARE FEET). SUBJECT TO AND TOGETHER WITH ALL EASEMENTS, EXCEPTIONS, RESERVATIONS, AND RESTRICTIONS

WHEREAS, the City has requested permission from the Owner to use the Property for the purpose of maintaining and operating a public, municipal parking lot.

WHEREAS, Owner is willing to permit the exclusive use of the Property by the City for that purpose, upon the terms and conditions hereinafter set forth.

NOW THEREFORE, for and in consideration of such permission and the mutual promises made herein, Owner and City agree as follows:

1. Owner hereby grants to the City an exclusive license (the "License") to use a portion of the Property for the purpose of operating and maintaining a public municipal parking lot (the "Licensed Area").
2. By the granting of this License, the City, its agents, contractors, and employees may enter upon the Licensed Area for the purpose of maintaining and operating a public municipal parking lot.
3. The City, its agents, contractors, employees and invitees, including members of the public, will have the right of ingress and egress over, across and upon the Licensed Area as necessary to enter, exit, and utilize the Property for short-term parking purposes.
4. This License will commence on the Effective Date and will continue for five (5) years (the "Initial Term") from the Effective Date or such earlier date of termination as provided in this License Agreement. After the Effective Date, City intends to, and Owner hereby approves, taking all reasonable actions to improve the lot, at City's expense, including surface improvements and painting, so that it may be used by members of the public for parking
5. After the expiration of the Initial Term, unless terminated pursuant to Section 7 below, the License shall automatically renew for additional one (1) year terms (the "Renewal Terms"). If within the Initial Term, or any renewal term, Owner either sells or leases the Property to a third party, and as a condition of such sale or lease Owner agrees to terminate this License, Owner shall provide City with a minimum ninety (90) days prior written notice of intent to terminate. If the termination of this License occurs during the Initial Term, Owner shall reimburse City for actual costs in an amount not to exceed seven thousand five hundred (\$7,500) dollars, incurred by City for improvements made to the Property. The City shall provide written evidence of its costs to Owner. No reimbursement shall be required if the termination occurs after the expiration of the Initial Term.
6. As compensation for the License, the City agrees, beginning on the Effective Date of this License and continuing until terminated by agreement of the parties or otherwise, to compensate Owner in an amount equal to one hundred percent (100%) of the ad valorem real property taxes levied by the City, including the amount of any special or other assessments the Owner pays for the Property. In addition, the City will waive and forgive during the Initial Term and any renewal term all stormwater service\sewage charges that would otherwise be due for the Property under City Code Sec. 126-162. Owner acknowledges this is fair and just compensation for the granting of the License.

7. Except as provided for in Section 5, above, after the expiration of the Initial Term, Owner and City shall each have the right to terminate this License at any time, for any reason or for convenience, by written notice to the other party. The effective date of termination will be one (1) year from the date of the notice if termination, regardless of any then-effective renewal term. Notwithstanding any other provision of this License, the parties intend that this License shall constitute a terminable license, and no ownership interest in the Property is created hereby. For the avoidance of doubt, Owner is not transferring ownership of nor dedicating the Property to the public.
8. The City will not install or permit the installation of any permanent structures upon the Licensed Area, nor will the City make or permit any use of the Licensed Area other than those expressly permitted in this License.
9. During the term of this License, the City shall maintain the Licensed Area, including removal of snow, ice, trash and debris, weeds, or other nuisances. Prior to the effective date of the termination of this License, the City shall remove any personal property placed on the Licensed Area.
10. The City represents and warrants, and it is made a condition of this License, that the use of the Licensed Area by the City will not result in the release of any hazardous materials (other than non-reportable quantities associated with typical leaks from automobiles in the ordinary course of operation), as those terms are defined by state and federal law.
11. To the extent allowed under Michigan law, the City, for itself and its officials, agents, contractors, employees, and invitees, releases and will indemnify, defend and hold harmless, the Owner, its officers, agents and employees from and against all demands, claims, actions, damages, costs, expenses, losses or liability whatsoever including reasonable attorney fees consultant fees and defense costs in any manner resulting from or arising out of the actions of any City employee, agent, contractor, or business invitee including individuals parking their cars in the lot, with respect to the Licensed Area or the use thereof, or in any manner resulting from or arising out of the use of the Property by any of the aforementioned persons, including, without limitation, any failure of any person to comply with any applicable laws or regulations, except to the extent that liability results from the negligence or willful misconduct of the Owner, its employees, agents, invitees, or contractors. This provision will survive the termination of this License.
12. The City will procure and maintain at its expense, at all times during the term of this License Agreement, public liability insurance, including personal injury and property damage, in the amount of \$2,000,000 combined single limit, against all claims and demands of any injury to person or property which may occur or be claimed to have occurred on the Licensed Area as the result of the use of the Licensed Area by any person. The City shall provide a current certificate of insurance listing the Owner as additional insured upon written request by Owner.

The insurance shall provide the Owner with thirty (30) days' written notice of cancellation.

13. Notices, statements and other communications to be given under the terms of this License must be in writing and delivered by hand, or sent by first class mail or email and addressed as follows:

If to Owner:

Encore Commercial Investments III, LLC & Singh Brothers, LLC as Tenants in
Common
c/o Deno Bistolarides
2817 Vinsetta Boulevard
Royal Oak, MI 48073
734.255.6820 Cell
Email: denob@encorereis.com

If to the City:


City of Berkley
3338 Coolidge Highway
Berkley, MI 48072
Attn: City Manager
Email: cvanvleck@berkleymi.gov


14. This License may not be assigned or transferred by the City in whole or in part to any other person without Owner's written consent.
15. This License contains all the agreements of the parties with respect to the subject matter thereof and supersedes all prior agreements and dealings between them with respect to such subject matter.
16. The City acknowledges Owner is under no obligation to provide any security for the Licensed Area. The City shall be responsible for maintaining all privately-owned exterior light fixtures for the Licensed Area, and shall further be responsible for maintaining and paying the cost of service for all light fixtures on the Licensed Area owned by DTE.
17. By entering into this License, the City shall not be deemed to have waived the defense of governmental immunity, or any other defenses available to it by federal or state law, the common law, or any other legal authority.
18. The parties agree that this License will be recorded, at the City's expense, with the Oakland County Register of Deed.

19. Unless and until terminated in writing in accordance with Section 5 or 7 herein, and until such termination is recorded with the Oakland County Register of Deeds, this License shall be binding on Owner's heirs, successors, assigns, and transferees.

IN WITNESS WHEREOF, the parties have executed this License Agreement by and through their respective duly authorized representatives, as of the day and year first above written.

OWNER:

By: 
Deno Bistolarides, Encore Commercial
Investments III, LLC - Member

By: 
Jaspreet Grewal, Singh Brothers, LLC, -
Member

CITY OF BERKLEY:

By: _____
Crystal VanVleck, City Manager

After recording return to:

Parcel ID#: 25-07-455-033 and 25-07-455-032

City Clerk
City of Berkley
3338 Coolidge Highway
Berkley, Michigan 48072



TAX PARCEL No.
25-07-455-013

TAX PARCEL No.
25-07-455-028

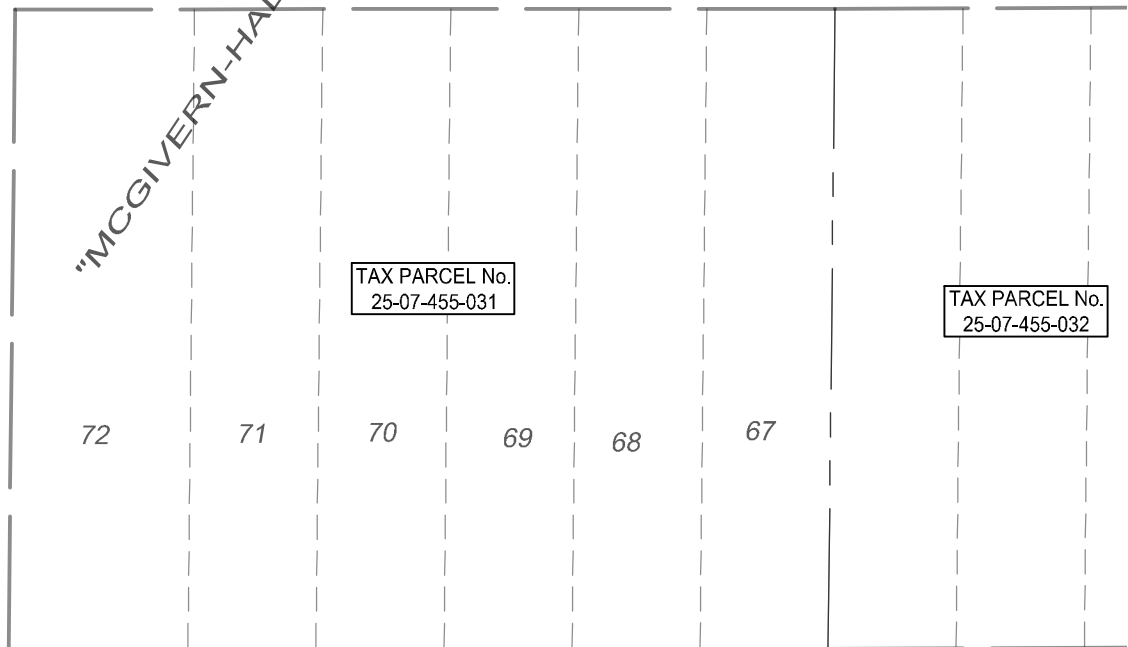
128.00

TAX PARCEL No.
25-07-455-033

TAX PARCEL No.
25-07-455-029

TAX PARCEL No.
25-07-455-030

**ALLEY
(20' WIDE)**



**12 MILE RD
(86' WIDE)**

NOTE: NO FIELD WORK PERFORMED.
DESCRIPTION TAKEN FROM RECORD.



www.sda-eng.com

OAKLAND COUNTY, MI

EXHIBIT "A-2"

OVERALL PARCEL

SOURCE: OAKLAND COUNTY TAX RECORDS
TAX PARCEL ID: 25-07-455-033

LOTS 64 THROUGH 66, BOTH INCLUSIVE, OF "McGIVERIN-HALDEMAN'S BERKLEY SUBDIVISION," A SUBDIVISION OF PART OF THE EAST 1/2 OF THE WEST 1/2 OF THE SOUTHEAST 1/4 OF SECTION 7, T.1N., R.11E., VILLAGE OF BERKLEY, OAKLAND, COUNTY MICHIGAN, AS RECORDED IN LIBER 34 OF PLATS, PAGE 9. CONTAINING 0.31 ACRES OF LAND (13,514 SQUARE FEET).
SUBJECT TO AND TOGETHER WITH ALL EASEMENTS, EXCEPTIONS, RESERVATIONS, AND RESTRICTIONS.

DESCRIPTION OF PARKING LEASE AREA

LOTS 64 THROUGH 66, BOTH INCLUSIVE, OF "McGIVERIN-HALDEMAN'S BERKLEY SUBDIVISION," A SUBDIVISION OF PART OF THE EAST 1/2 OF THE WEST 1/2 OF THE SOUTHEAST 1/4 OF SECTION 7, T.1N., R.11E., VILLAGE OF BERKLEY, OAKLAND, COUNTY MICHIGAN, AS RECORDED IN LIBER 34 OF PLATS, PAGE 9. CONTAINING 0.31 ACRES OF LAND (13,514 SQUARE FEET).
SUBJECT TO AND TOGETHER WITH ALL EASEMENTS, EXCEPTIONS, RESERVATIONS, AND RESTRICTIONS.

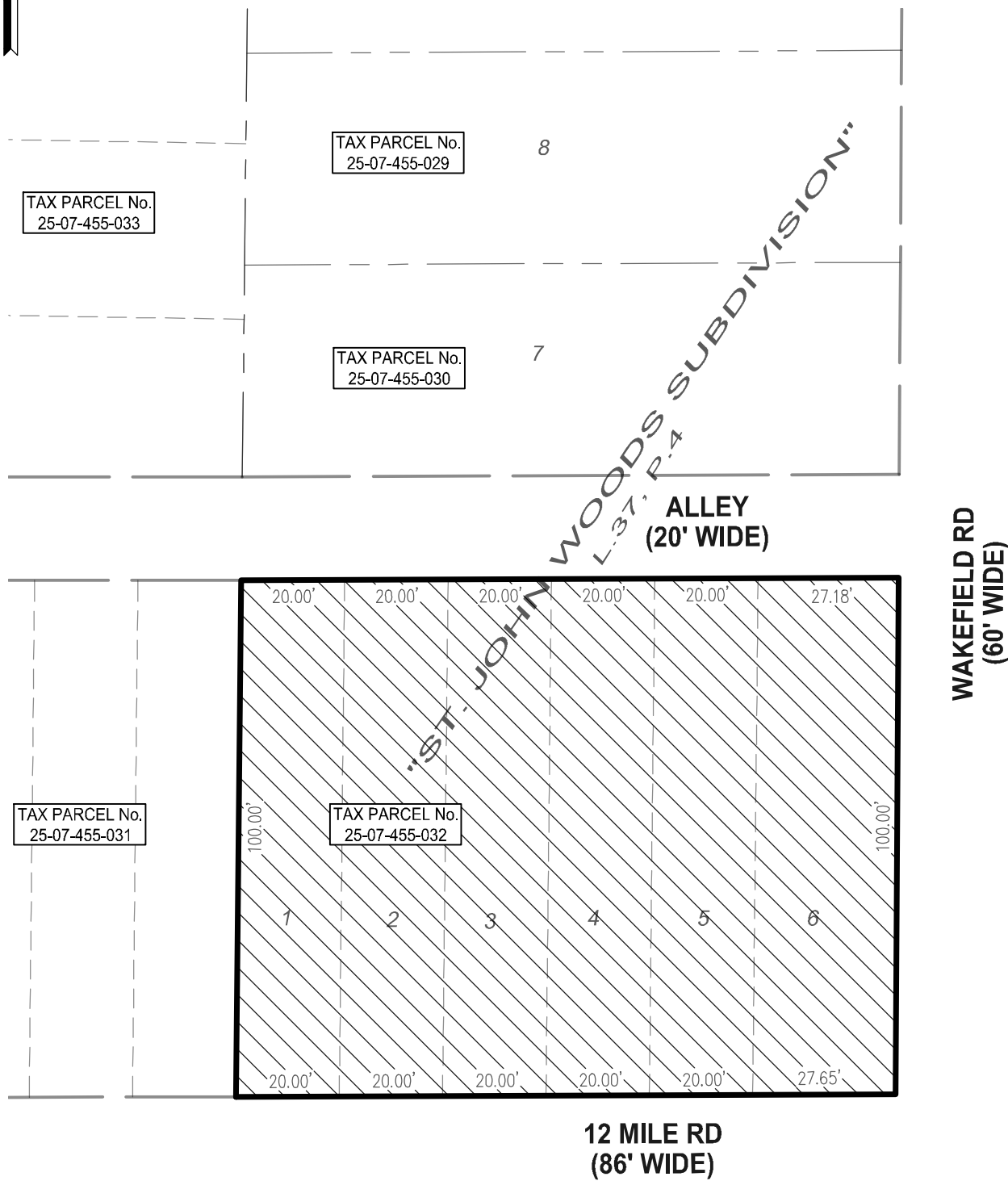


905 South Blvd. East Phone: (248) 844-5400
Rochester Hills, MI 48307 Fax: (248) 844-5440
www.sda-eng.com

DRAWN: L.THORNTON	DATE: 12-23-25
CHECKED: M.DEDECKER	DATE: 12-23-25
MANAGER: M.DEDECKER	SCALE: N/A
JOB No. BK25004	SHEET: 2 OF 2
SECTION 7 TOWN 1 NORTH RANGE 11 EAST	
CITY OF BERKLEY OAKLAND COUNTY, MI	

Plotted: Dec 23, 2025, 10:50 AM by user: 918 - Saved: 12/23/2025 by user: 918
J:\BK\Design\BK25004 - Parking Lease Agreement\Survey\DWG\BK25004_EXHIBITS.dwg

EXHIBIT "A-1"



LEGEND



PARKING LEASE AREA

NOTE: NO FIELD WORK PERFORMED.
DESCRIPTION TAKEN FROM RECORD.



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Rochester Hills, MI 48307
www.sda-eng.com

Phone: (248) 844-5400
Fax: (248) 844-5440

DRAWN: L.THORNTON	DATE: 12-23-25
CHECKED: M.DEDECKER	DATE: 12-23-25
MANAGER: M.DEDECKER	SCALE: 1" = 30'
JOB No. BK25004	SHEET: 1 OF 2
SECTION 7 TOWN 1 NORTH RANGE 11 EAST	
CITY OF BERKLEY OAKLAND COUNTY, MI	

EXHIBIT "A-2"

OVERALL PARCEL

SOURCE: OAKLAND COUNTY TAX RECORDS
TAX PARCEL ID: 25-07-455-031

LOTS 1 THROUGH 6, BOTH INCLUSIVE, OF "ST. JOHN WOODS SUB," A SUBDIVISION OF PART OF THE EAST 1/2 OF THE SOUTHEAST 1/4 OF SECTION 7, T.1N., R.11E., VILLAGE OF BERKLEY, OAKLAND, COUNTY MICHIGAN, AS RECORDED IN LIBER 37 OF PLATS, PAGE 4.
CONTAINING 0.29 ACRES OF LAND (12,740 SQUARE FEET).
SUBJECT TO AND TOGETHER WITH ALL EASEMENTS, EXCEPTIONS, RESERVATIONS, AND RESTRICTIONS.

DESCRIPTION OF PARKING LEASE AREA

LOTS 1 THROUGH 6, BOTH INCLUSIVE, OF "ST. JOHN WOODS SUB," A SUBDIVISION OF PART OF THE EAST 1/2 OF THE SOUTHEAST 1/4 OF SECTION 7, T.1N., R.11E., VILLAGE OF BERKLEY, OAKLAND, COUNTY MICHIGAN, AS RECORDED IN LIBER 37 OF PLATS, PAGE 4.
CONTAINING 0.29 ACRES OF LAND (12,740 SQUARE FEET).
SUBJECT TO AND TOGETHER WITH ALL EASEMENTS, EXCEPTIONS, RESERVATIONS, AND RESTRICTIONS.



SPALDING DeDECKER
Engineers | Surveyors

905 South Blvd. East
Rochester Hills, MI 48307
www.sda-eng.com

Phone: (248) 844-5400
Fax: (248) 844-5440

DRAWN: L.THORNTON	DATE: 12-23-25
CHECKED: M.DEDECKER	DATE: 12-23-25
MANAGER: M.DEDECKER	SCALE: N/A
JOB No. BK25004	SHEET: 2 OF 2
SECTION 7 TOWN 1 NORTH RANGE 11 EAST	
CITY OF BERKLEY	OAKLAND COUNTY, MI