



Vision, Mission and Values

The vision, mission and values of this Master Plan are the guiding ideas for future land use and other related policy decisions for the City of Berkley. These statements were developed in conjunction with the Master Plan Steering Committee and the Planning Commission, with input from the public. They should be used by the Planning Commission, City Council, and other City bodies in their deliberations on zoning, subdivision, capital improvements and matters related to land use and development.

The vision is what the City of Berkley aspires to be in the future. It is the starting point for the policy road map that is the Master Plan. All goals policies, strategies and actions should achieve this vision.

The mission is what City officials and staff do daily to achieve the vision. The mission should aid in daily decision-making.

The values are principles that guide decisions to stay on mission and achieve the vision for the City. While these aid in daily decision-making, elected and appointed bodies should use the values as touchstones during their deliberations.

Vision

Berkley will be a thriving 21st Century municipality, rooted in strong neighborhoods and a walkable design, supported by a caring community that helps every resident, business, and visitor to flourish.

Mission

Berkley will strive to enhance economic vitality, preserve neighborhoods, and foster progress to implement the City's vision and values.

Values

Berkley is caring

Berkley will make thoughtful decisions, such as providing excellent services, offering programs for young and old and helping those in need. In each decision, the City should inquire and consider how those impacted will be affected.



Field trip at summer camp through City Parks & Recreation.
Source: City of Berkley

Berkley is innovative

Berkley will make decisions that foster and welcome progress in terms of technology, sustainability, and policy, such as energy-efficient lighting, green infrastructure, and updated zoning.



Conversion of street to outdoor seating in summer 2020.
Source: City of Berkley

Berkley is welcoming

Berkley will welcome change, current and new residents, businesses, and visitors. The City will continue to maintain a business-friendly atmosphere and to host events, drawing visitors from around the region.



Berkley Days Fair at night.
Source: Brandon Alger

Berkley is active

Berkley will make decisions to keep the City active, such as maintaining its walkable design, honoring the needs of pedestrians and cyclists as well as drivers, and creating and maintaining places where people of all ages can be active.



Freeze tag at summer camp through City Parks & Recreation.
Source: City of Berkley