

A photograph of a street scene in Oxford, Michigan. On the left, a brick building houses a 'LIFE AID PHARMACY'. Next to it is the Berkeley Theatre, a large, ornate building with a tall, vertical sign that reads 'BERKELEY' in stylized letters. A sign above the entrance advertises 'SUMMERFEST OUTDOOR MOVIES 18+ OXFORD PARK'. To the right of the theatre are several smaller commercial buildings, including one with a 'FARMERS' sign. The street is lined with trees, and several cars are visible in the foreground. The sky is clear and blue.

DOROTHEA POCKET PARK

First Popup: Pilot Month in Review

August 18, 2025

Presented by:
Crystal VanVleck, City Manager
Caitlin Flora, Director of Communications

Activated From June 14-July 19



Highlights Included:

- Paint design by summer campers
- Additional parking directions for ease of use
- Collaboration between City departments, City Council members, business owners, and community members
- Kickoff event with Bluey character and live music
- Dog adoption and book/vendor fair event
- Clothing and media swap events
- Outdoor fitness classes and craft workshops
- Tigers game radio broadcast and activities
- Block party with performances from BHS Encore Choir



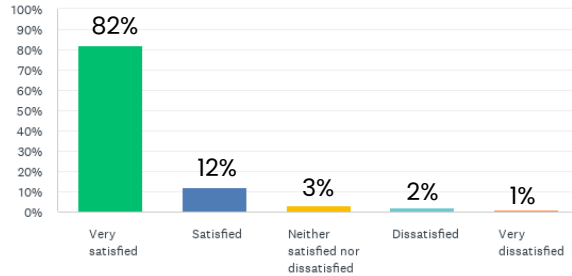
Survey Says...

Out of 100 total results



A Community Gathering Space

Q1 How satisfied are you with the Pocket Park?



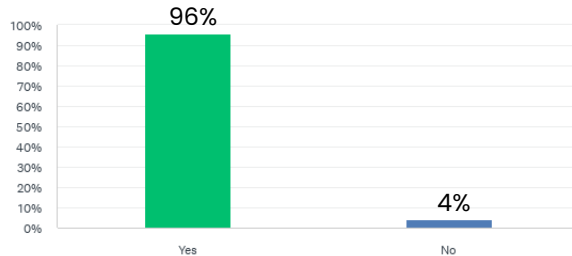
"It's perfect for Berkley! I love the cozy atmosphere, space for kids to gently explore, event opportunities, and amazing businesses surrounding here."

"So much better than a small road, and will help the overall social health in the community."

"This was so pleasant and fun and something really unique in our area. We spent more time chatting and lingering."

"I like how the community gathered and enjoyed the space and each other."

Q8 Would you like to see this as a permanent space?



"Nice location. This makes it feel like a real community."

"Having that space allows us to spend more time in the area."

A Park for Everyone to Enjoy



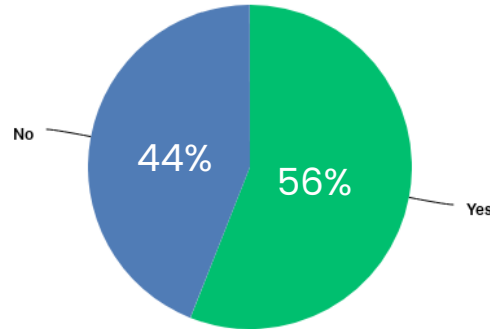
IT'S SWEETER IN BERKLEY

Picture Yourself at
DOROTHEA

More information at berkleymi.gov/dorothea!

Fun in the Sun Kickoff Event: June 21
Senior Hangout: June 23
Slo Flo Yoga: June 19, 23 & July 6, 7, 13
Crafty Tuesdays: June 24 & July 1, 8, 15
Storytime Play: June 25 & July 9
Zumba: June 25 & July 2, 9
Family Bingo Night: June 27
Books & Barks Dog Adoption and Book/Vendor Fair Event: June 28
Clothing Swap: June 29
Senior Yard Game Social: July 2
Tigers Game Night: July 8
Family Bingo Night: July 11
Drop-in Euchre & Game Night: July 13 & 18
Oakland County Parks Nature Presentation: July 16
Physical Media Swap: July 17
Dorothea Summer Block Party: July 19

Q3 Did you attend a specific event at Dorothea Pocket Park?



"It's a nice place to sit and relax, even if there isn't an event going on."

"The yoga class was great -- good area to have little events!"

A Positive Addition to Downtown Berkley



"Great hangout spot near ice cream, tacos, and coffee. Plus, it makes the area more pedestrian-friendly."

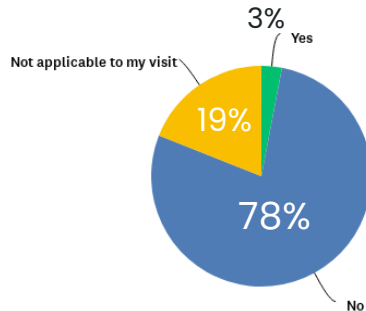
"It gives the Coolidge district a community space, including an outdoor dining spot among local businesses."

"Another spot to go sit in the shade and relax with food or a coffee and/or your dog in that area. We also played there with my son while waiting to get into a restaurant."

"Adds a nice community space to socialize, relax, eat, and feels like it's bringing people together. Improves the social health of the city."

"Community connection in a shopping district is always a win."

Q5 Did you have any difficulty finding parking?



Various Methods of Promotion

- Social media
- Email updates
- Posters and flyers around the community

All led back to a webpage with more information at
berkleymi.gov/dorothea.

Future Plans for Activation

- Evaluating future popup opportunities
- A new survey is available at berkleymi.gov/dorothea, asking for feedback and ideas about future events
- Responses from the first survey included ideas for future events:
 - Live music
 - Game nights
 - Food trucks
 - Beer/wine tasting events
 - Seasonal themed events

THANK YOU.

Visit www.berkleymi.gov/dorothea and take the new survey about future plans for activating the space as a pocket park!

