



MEMORANDUM

Date: January 16th, 2026
To: City of Madison Heights Planning Commission [January 20th, 2026 Meeting]
From: Matt Lonnerstater, AICP – City Planner
Subject: 5-Year Master Plan Update – Community Survey Results and Steering Committee Setup

Introduction

At the January 20th, 2026 Planning Commission meeting, staff will present and summarize the results of the online surveys made available to the public as part of the ongoing 5-year Master Plan update.

Master Plan Surveys

In early September of 2025, the City of Madison Heights launched an online public survey to obtain input on land use, transportation, and development matters for the 5-year Master Plan update. An additional survey (Visual Preference Survey) was launched in October. While the surveys were intended primarily for residents, individuals who own property or businesses in Madison Heights were also invited to provide their thoughts and opinions.

Prior to the launch of the online surveys, Community and Economic Development Department staff set up a booth at the Downtown Touchdown Event on October 4th, 2025 and invited participants to take part in a Visual Preference Survey.

The surveys are described below:

Online Master Plan Survey

- A multi-faceted survey which asked a series of multiple choice, rating scale, and open ended questions pertaining to the following topics: Community Character; Housing; Commercial and Industrial Development; Public Services and Facilities; Transportation; Sustainability and Resiliency; and Demographics.
- Open from September 5th, 2025 to December 15th, 2025
- Total of 590 Responses

Online Visual Preference Survey

- Asked respondents to rank, from most desirable to least desirable, a series of images relating to the following topics: Single-Family Residential; Missing Middle Housing; Neighborhood Commercial; Transportation and Commercial Corridors; and Commercial and Mixed Use Development.
- Open from October 9th, 2025 to December 15th, 2025
- Total of 207 Responses

In-Person Visual Preference Survey

- Used the same format as the online visual preference survey, but asked participants to indicate their image preferences by placing green and red sticky dots on each image.
- Took place at the “Downtown Touchdown” event on October 4th, 2025
- Well-attended, but did not take a total tally of participants.

A summary of each of these surveys is provided within the agenda packet. Full survey results are also attached.

Survey Advertisement and Distribution

The online surveys were advertised in several ways: Postcards with a QR code were placed at various tables throughout City Hall, dropped off to businesses and apartment complexes, and made available at city-sponsored events; yard signs with a QR code were placed throughout Madison Heights parks; the survey link was displayed on the City’s website and shared online through various social media postings; and an advertisement was placed in the seasonal Madison Heights newsletter. Paper copies of the survey were made available at City Hall for those who did not or could not take the survey online.

Master Plan Survey Postcard/Yard Sign



Publication of Survey Results

Community and Economic Development staff intends to work with the Community Relations department to summarize the survey results in a concise user-friendly format, which will be made available on the City’s website in the coming weeks. Additional methods of publicizing the results may include social media blasts and short informational videos.

Next Steps and Master Plan Committee

With a better understanding of the community’s values and priorities from the survey results, the next step will be to establish findings and insights from these results and subsequently refine the existing Master Plan’s goals and objectives (and potentially establish new ones). To kick this off, staff would like to set up a **Master Plan Committee** consisting of members of the Planning Commission and City Council. A committee approach will allow for a good cross-section of members from the various boards that deal with land use policy and, given the more informal setting, will allow for more in-depth discussions on the contents of each chapter. Findings and drafts of each chapter can then be provided in a more polished format to the full Planning Commission. We aim to set up committee membership at the January Planning

Commission meeting. To avoid a quorum, a maximum of three (3) Planning Commission members may serve on the Master Plan Committee.

Madison Heights Master Plan Update Revised Project Schedule – January 2026



Task	Time Frame
Staff issues a “Notice of Intent to Amend Master Plan” to send to adjacent communities and local governments, public utilities, and transportation agencies in accordance with the Michigan Planning Enabling Act. Finalize Master Plan survey and make public (online and hard-copy).	Completed (survey is published and open to the public; survey closing end of November)
Update background data, demographics, existing land use.	In progress (staff)
Present survey results to Planning Commission Set up Master Plan (MP) Committee and meeting dates/times	January Planning Commission Meeting
Goals and Objectives Chapter	February & March MP Committee meetings March Planning Commission Meeting
Land Use Plan Chapter: <ul style="list-style-type: none"> • Future Land Use • Neighborhood Analyses • Redevelopment Sites 	April, May & June MP Committee meetings July Planning Commission Meeting
Downtown Development Authority (DDA) and Thoroughfare Plan chapters	August & September MP Committee meetings October Planning Commission Meeting
Implementation and Zoning Plan chapters and refinement of other chapters	November & December MP Committee meetings
Presentation of full plan to Planning Commission. Full plan sent to City Council for distribution (this begins mandated 42-day public comment period).	January 2027 Planning Commission Meeting February 2027 Planning Commission/City Council joint meeting (approve for distribution)
Planning Commission public hearing	April or May 2027 Planning Commission meeting
Resolution to adopt Master Plan Amendment	April or May 2027 Planning Commission meeting