






Madison Heights 2025 Master Plan – Visual Preference Survey [Online and Downtown Touchdown] Results

Q1) Single-Family Residential: Rank the following images from MOST DESIRABLE to LEAST DESIRABLE:

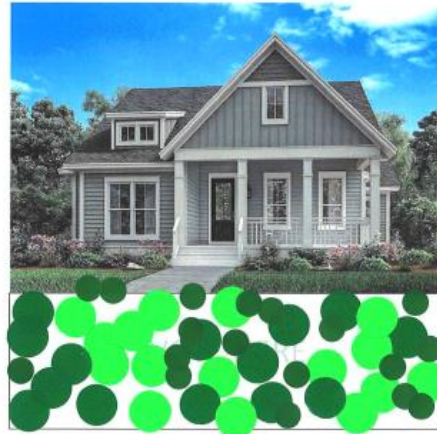


Higher Score = More Desirable

Responses: 205

	Most Desirable				Least Desirable			
	1	2	3	4	5	TOTAL	SCORE	
	56.10% 115	33.17% 68	5.37% 11	4.39% 9	0.98% 2	205	4.39	
	24.88% 51	23.41% 48	19.02% 39	16.59% 34	16.10% 33	205	3.24	
	3.41% 7	16.59% 34	37.56% 77	29.27% 60	13.17% 27	205	2.68	
	2.44% 5	14.63% 30	27.80% 57	42.93% 88	12.20% 25	205	2.52	
	13.17% 27	12.20% 25	10.24% 21	6.83% 14	57.56% 118	205	2.17	

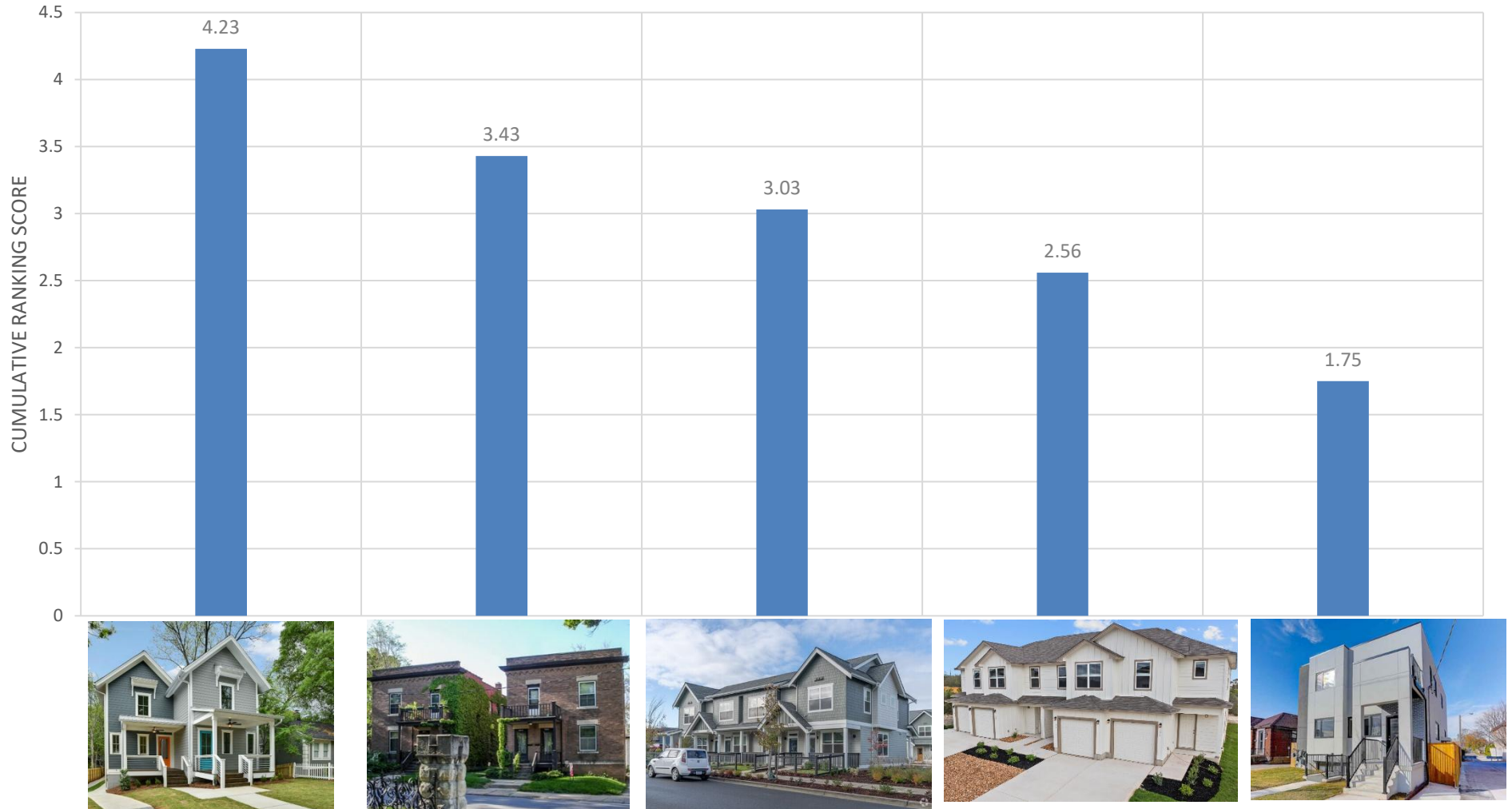
Downtown Touchdown Visual Preference Survey – October 4th, 2025








Single-Family Residential: Which images are representative of the types and styles of single-family housing that should be encouraged for Madison Heights' residential neighborhoods?

Place **green stickers** on images you find the most desirable and **red stickers** on images you find the least desirable.

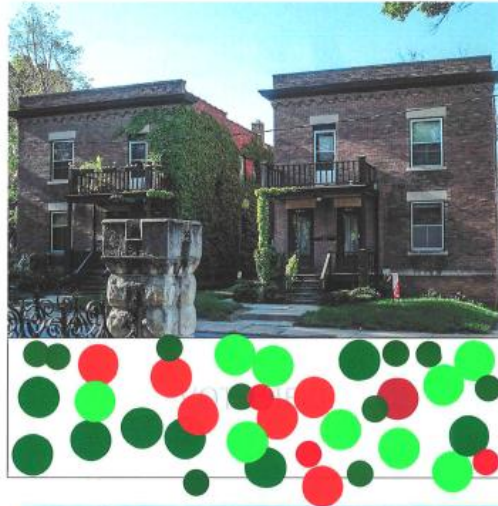
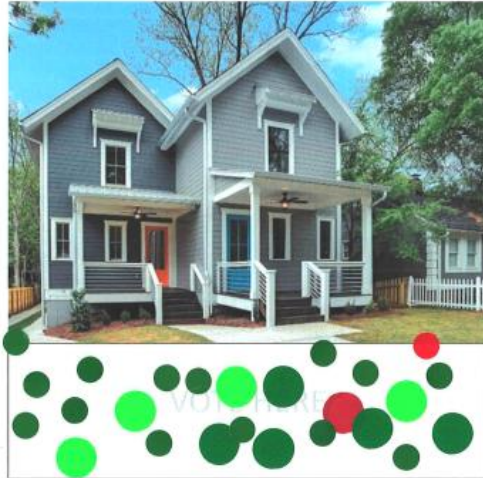
Q2) Which images represent the types and styles of “missing middle” housing that should be encouraged for Madison Heights’ residential neighborhoods? Rank the following images from MOST DESIRABLE to LEAST DESIRABLE :



Higher Score = More Desirable
Responses: 188

	Most Desirable				Least Desirable		
	1	2	3	4	5	TOTAL	SCORE
	51.06% 96	30.85% 58	10.64% 20	5.32% 10	2.13% 4	188	4.23
	26.06% 49	29.79% 56	14.89% 28	19.15% 36	10.11% 19	188	3.43
	12.23% 23	22.87% 43	27.66% 52	29.79% 56	7.45% 14	188	3.03
	5.32% 10	13.83% 26	30.85% 58	31.91% 60	18.09% 34	188	2.56
	5.32% 10	2.66% 5	15.96% 30	13.83% 26	62.23% 117	188	1.75

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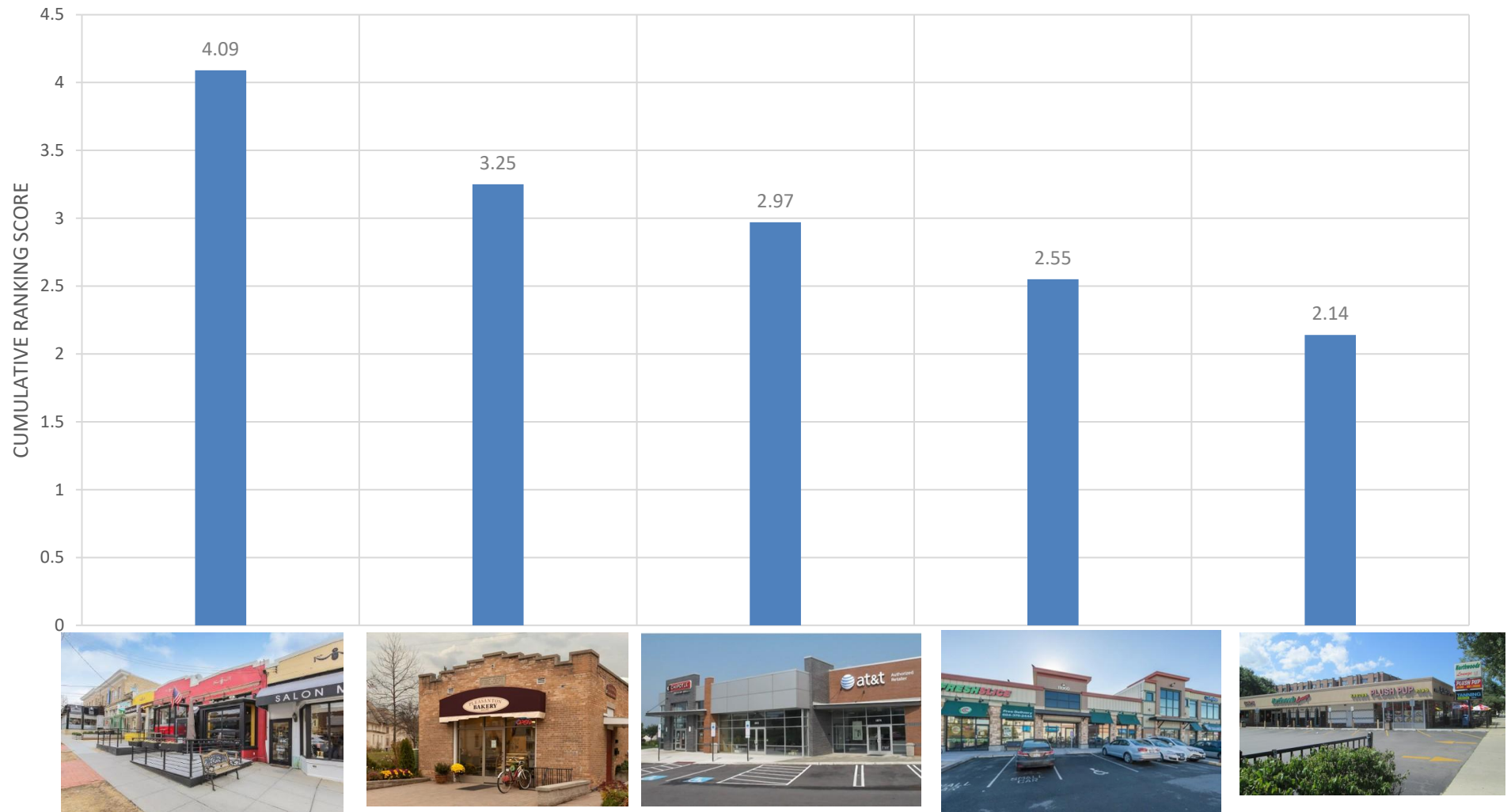


Missing Middle Housing: Missing middle housing refers to the range of housing types that typically fit between single-family detached homes and larger apartment buildings. Which images represent the types and styles of “missing middle” housing that should be encouraged for Madison Heights’ residential neighborhoods?






Place **green stickers** on images you find the most desirable and **red stickers** on images you find the least desirable.



Q3) Vote for which images you think are the most desirable and least desirable examples of neighborhood commercial. Rank the following images from MOST DESIRABLE to LEAST DESIRABLE:



Higher Score = More Desirable
Responses: 187

	Most Desirable				Least Desirable		
	1	2	3	4	5	TOTAL	SCORE
	54.01% 101	20.86% 39	10.70% 20	9.09% 17	5.35% 10	187	4.09
	21.93% 41	31.02% 58	14.97% 28	13.90% 26	18.18% 34	187	3.25
	10.16% 19	26.74% 50	26.74% 50	22.99% 43	13.37% 25	187	2.97
	5.88% 11	12.30% 23	34.22% 64	26.20% 49	21.39% 40	187	2.55
	8.02% 15	9.09% 17	13.37% 25	27.81% 52	41.71% 78	187	2.14

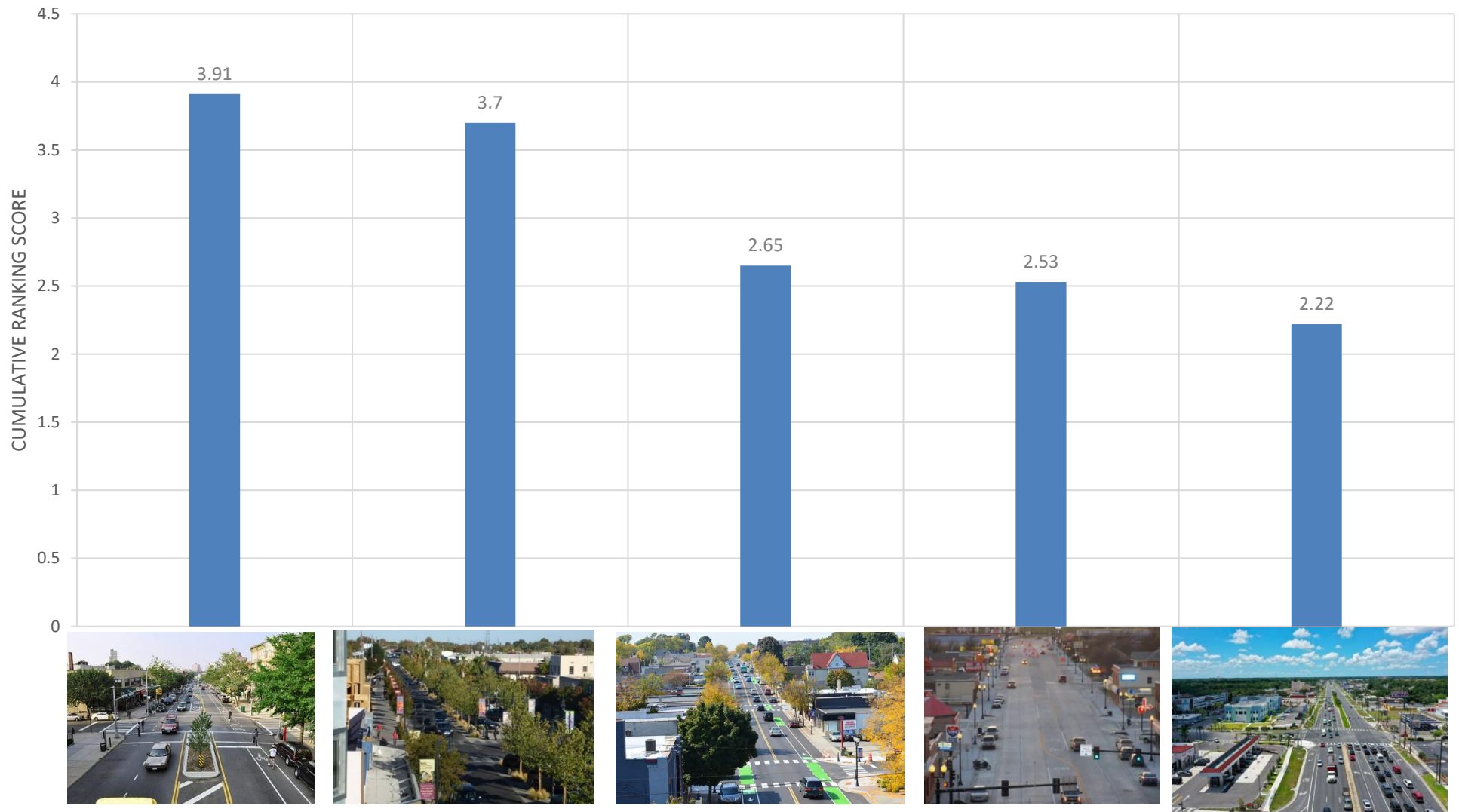
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Neighborhood Commercial: Neighborhood commercial consists of areas that are on local streets and/or in walking distance to residential areas. Vote for which images you think are the most desirable and least desirable examples of neighborhood commercial.






Place **green stickers** on images you find the most desirable and **red stickers** on images you find the least desirable.

Q4) Which images are representative of the street design and development pattern that should be encouraged along Madison Heights' commercial corridors? Rank the following images from MOST DESIRABLE to LEAST DESIRABLE:



Higher Score = More Desirable

Responses: 180

	Most Desirable				Least Desirable			
	1	2	3	4	5	TOTAL	SCORE	
	37.78% 68	31.67% 57	16.67% 30	11.11% 20	2.78% 5	180	3.91	
	27.22% 49	34.44% 62	23.89% 43	10.00% 18	4.44% 8	180	3.70	
	7.22% 13	12.22% 22	42.78% 77	13.89% 25	23.89% 43	180	2.65	
	20.00% 36	11.11% 20	7.22% 13	25.00% 45	36.67% 66	180	2.53	
	7.78% 14	10.56% 19	9.44% 17	40.00% 72	32.22% 58	180	2.22	

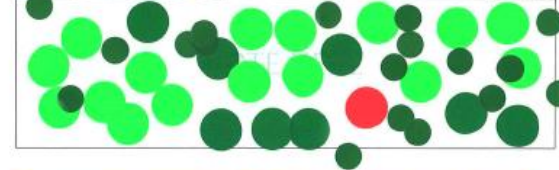
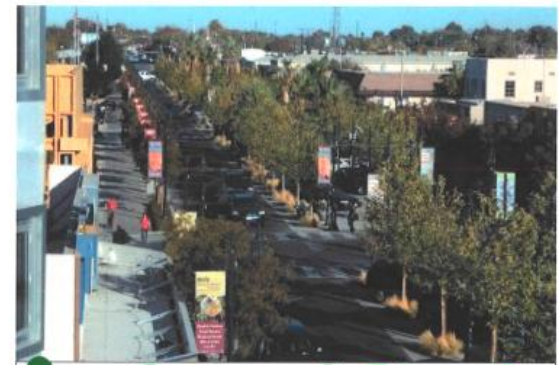
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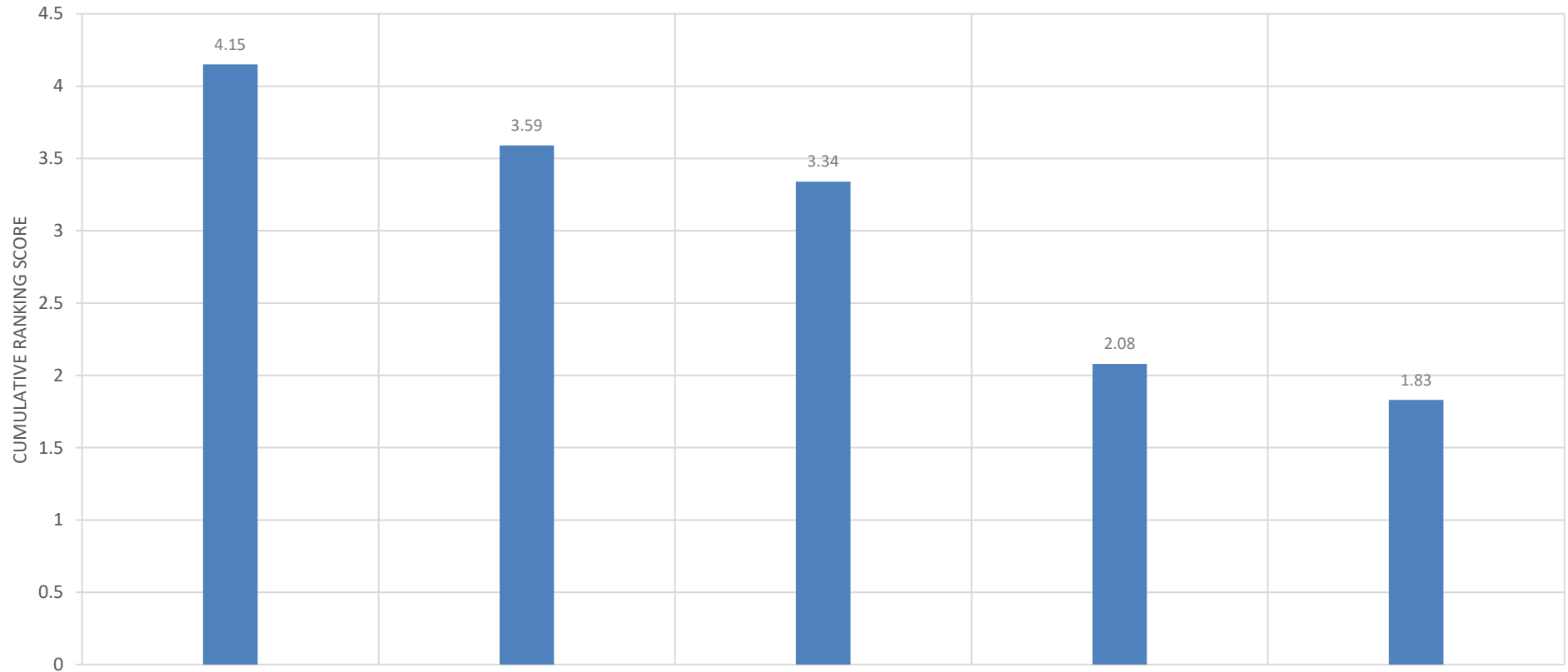
Transportation and Commercial Corridors:

Madison Heights' major commercial corridors, such as John R, Dequindre, and 12 Mile, have historically been developed with the automobile in mind. Which images are representative of the street design and development pattern that should be encouraged along Madison Heights' commercial corridors?






Place **green stickers** on images you find the most desirable and **red stickers** on images you find the least desirable.



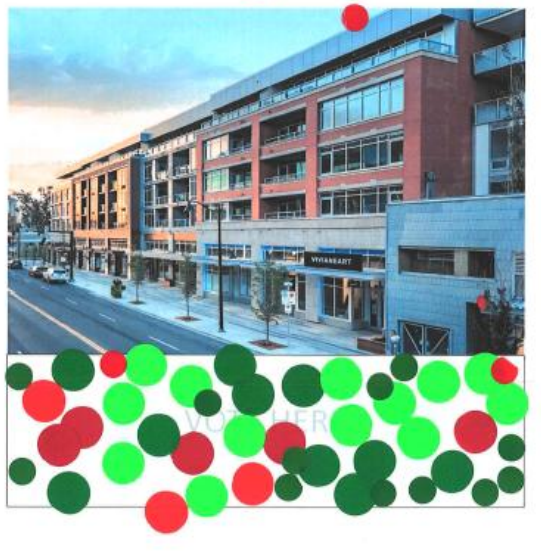
Q5) Which images are representative of the land uses and building/development designs that should be encouraged along Madison Heights' commercial corridors?



Higher Score = More Desirable
Responses: 177

	Most Desirable			Least Desirable				
	1	2	3	4	5	TOTAL	SCORE	
	50.85% 90	16.38% 29	29.94% 53	2.26% 4	0.56% 1	177	4.15	
	24.29% 43	33.33% 59	24.86% 44	12.43% 22	5.08% 9	177	3.59	
	19.77% 35	33.33% 59	22.03% 39	11.30% 20	13.56% 24	177	3.34	
	1.69% 3	11.86% 21	13.56% 24	38.98% 69	33.90% 60	177	2.08	
	3.39% 6	5.08% 9	9.60% 17	35.03% 62	46.89% 83	177	1.83	

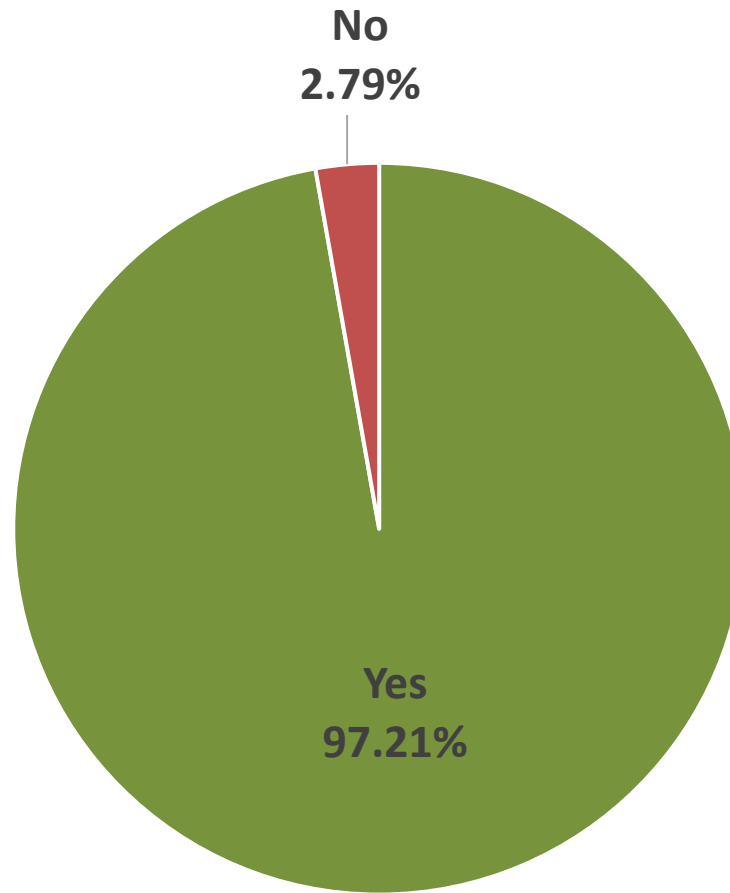
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Commercial and Mixed-Use Development:
Which images are representative of the land uses and building/development designs that should be encouraged along Madison Heights' commercial corridors?

Place **green stickers** on images you find the most desirable and **red stickers** on images you find the least desirable.

Are you a Madison Heights resident?



Responses: 179