



MEMORANDUM

Date: July 15th, 2026
To: City of Madison Heights Planning Commission [July 20th, 2026]
From: Matt Lonnerstater, AICP – City Planner
Subject: Master Plan Update – Updated Goals and Objectives

Introduction

Over the past several months, the Master Plan Sub-Committee and staff have been working to update and strengthen the Goals & Objective chapter for the 5-year Master Plan update. The Goals & Objectives chapter is one of the core elements of the Master Plan as it sets forth foundational vision statements and general policies related to the character, development, improvement, and sustainability of the city. Goals and objectives are guided by a number of factors including public input, staff expertise, current best practices, and demographic and construction trends.

At the July 20th Planning Commission meeting, staff would like to present the sub-committee's recommended modifications to the Goals & Objectives chapter.

Background: Goals and Objectives

Within the existing Master Plan, **goals** are described as high-level, broad policy statements that pertain to a particular topic. Goals are intended to be long-term, and express a desired outcome related to that topic. Each goal is supplemented by more specific **objectives**, which are more measurable activities that can be accomplished in pursuit of the goal. Each goal contains a number of related objectives.

The current Master Plan contains five (5) general goal categories:

1. Community Character
2. Housing
3. Commercial & Industrial Development
4. Public Services & Facilities
5. Transportation

The adopted Master Plan frames goals in the form of a question and response: “What do we want” and “why”, with a supplemental list of potential obstacles or related considerations that may impact the ability to achieve the goal.

As in the current Master Plan, the Goals and Objectives chapter will be utilized to form the Implementation chapter, which will take each objective and assign specific, quantifiable action items, further listing responsible parties, timeframes, and funding sources.

Sub-Committee Modifications

The Master Plan Sub-Committee spent considerable time strengthening the goals to more appropriately reflect current trends and public input; likewise, the sub-committee has suggested a number of changes to the related objectives to make them more concise and attainable. The tables below compare the Master Plan’s existing goals with the sub-committee’s recommended modifications. Summaries of suggested revisions to the related objectives are provided below each table. Note that the sub-committee recommends the addition of a new goal category: “Infrastructure and Sustainability.”

COMMUNITY CHARACTER

EXISTING	PROPOSED
What do we want? <i>An authentic positive identity for the city that is reflected in residential neighborhoods as well as along commercial corridors.</i>	What do we want? <i>An authentic positive identity for the city that is reflected in our neighborhoods, commercial corridors, city center, and public parks and facilities; and an emphasis on local placemaking to make Madison Heights an inviting place to be.</i>

Modifications to Objectives

- New references to streetscaping and the physical design of public streets to promote walkability and bikeability, especially within the city center and mixed-use districts
- Stronger language about city-related communications, marketing, and messaging.
- New references to entryway and gateway features.
- New reference to the public tree canopy.
- Objectives related to public vendor marketplaces/farmers’ market and public art.

HOUSING

EXISTING	PROPOSED
What do we want? <i>Attractive, safe, quiet and well-maintained neighborhoods; a diversified range of housing for people of all ages and abilities; and active neighborhoods that promote community connectedness.</i>	What do we want? <i>Attractive, safe, and well-maintained neighborhoods; a diversified range of housing for people of all ages, abilities, and income-levels; a blend of new housing and reinvestment in the existing housing stock; and active, walkable neighborhoods that promote community cohesiveness.</i>

Modifications to Objectives

- New objective relating to aging in place and reinvestments into the existing housing stock.
- New references to providing housing types/styles at a variety of price-points.
- New objectives relating to access and proximity to high-quality childcare and recreational amenities.

COMMERCIAL & INDUSTRIAL DEVELOPMENT

EXISTING	PROPOSED
What do we want? <i>Thriving local businesses and an employed workforce; a convenient selection of goods and services; and a diverse tax base with a resilient economy.</i>	What do we want? <i>Thriving local businesses and an employed workforce; a convenient selection of goods and services within attractive commercial corridors, neighborhood nodes, and vibrant, walkable city center and mixed-use areas; a diverse tax base with a resilient economy; and opportunities for building expansion, repurposing, and redevelopment.</i>

Modifications to Objectives

- Additional emphasis on adaptive re-use and repurposing existing commercial/industrial buildings and encouraging development in underutilized parking areas.
- New focus on neighborhood-oriented, walkable retail and mixed-use areas such as the city center.
- New objective relating to business retention and collaboration with local stakeholders.
- New objective relating to bringing outdated building/sites into code compliance.
- New objective relating to sub-area and corridor plans.

TRANSPORTATION

EXISTING	PROPOSED
What do we want? <i>An efficient and safe multi-modal transportation network that offers mobility options to residents of all ages and abilities.</i>	What do we want? <i>An efficient and safe multi-modal transportation network that offers mobility options to residents of all ages, incomes, and abilities and lays the foundation for neighborhood connectivity, economic development, and a high quality of life.</i>

Modifications to Objectives

- Further emphasis on traffic calming, street safety, and pedestrian/bicycle infrastructure, including safe street crossings and a reference to the new Safe Streets for All Plan,
- New objectives relating to cross-agency and multijurisdictional coordination relating to projects.
- New objective calling for the creation of sub-area and corridor plans with more detailed, place-specific transportation goals.
- Additional references to bus/transit access and connectivity.

PUBLIC SERVICES & FACILITIES

EXISTING	PROPOSED
What do we want? <i>Recreation facilities and programming that meets the needs of and are accessible to all residents; well-maintained infrastructure that meets the needs of current and future residents, businesses and visitors; and excellent public services that meet the health, safety and welfare needs of the community.</i>	What do we want? <i>Recreational and community facilities and programming that meets the needs of, and are accessible to, all residents; excellent public services that meet the health, safety, and welfare needs of the community; and community spaces that can be used for the leisure of all residents.</i>

Modifications to Objectives

- Separated out objectives relating to public infrastructure into new “Infrastructure and Sustainability” goal category.
- Added a cross references to newly-adopted Parks and Recreation Plan.
- New objective relating to timely, friendly and efficient public services and communication.
- New objective relating to development processes and applications, including options for translating documents into other languages for accessibility purposes.
- New objective on a potential greenway connecting neighborhoods and parks.

INFRASTRUCTURE AND SUSTAINABILITY [NEW GOAL]

EXISTING	PROPOSED
N/A	What do we want? <i>Well-maintained and modern infrastructure that meets the needs of current residents, businesses, and visitors and is prepared for growth; and sustainable development practices and policies that prioritize environmental responsibility, reduce the short-term impacts of severe storms, and promote long-term resilience and hazard mitigation.</i>

New Objectives

- Emphasis on low-impact development, green stormwater management, and renewable energy.
- Objectives regarding cross-agency coordination and consistency with the Capital Improvements Plan
- Objectives relating to EV infrastructure, adaptive reuse, and hazard mitigation.

Next Steps

Staff will discuss these suggested modifications with the Planning Commission on July 20th, 2026. We look forward to a productive discussion so that these goals and objectives can be further refined, if desired.

**Madison Heights Master Plan Update
Revised Project Schedule
July 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 Results Document ready to be published)
Update background data, demographics, existing land use.	In progress (staff)
Present background data and survey results to Planning Commission Set up Master Plan (MP) Committee and meeting dates/times	Completed
Goals and Objectives Chapter	July 20 th Planning Commission Meeting
Land Use Plan Chapter: • Future Land Use • Neighborhood Analyses • Redevelopment Sites	August, September MP Committee meetings October Planning Commission Meeting
Downtown Development Authority (DDA) and Thoroughfare Plan chapters	November, December MP Committee meetings January 2027 Planning Commission Meeting
Implementation and Zoning Plan chapters and refinement of other chapters	February, March 2027 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).	April 2027 Planning Commission Meeting April or May 2027 Planning Commission/City Council joint meeting (approve for distribution)
Planning Commission public hearing	May 2027 Planning Commission meeting
Resolution to adopt Master Plan Amendment	June 2027 Planning Commission meeting

