

DEMOGRAPHICS

1. *What is your relationship with the City of Madison Heights? (select all that apply):*
 - a. City of Madison Heights resident.
 - b. Business owner in the City of Madison Heights.
 - c. Place of work is in the City of Madison Heights.
 - d. Parent of Student in Madison Heights (Lamphere, Madison, private school, etc.)
 - e. Other (Please specify).

2. *If you are a resident of Madison Heights, how long have you lived in Madison Heights?*
 - a. Less than 1 year.
 - b. 1-5 years.
 - c. 6-10 years.
 - d. 11-20 years.
 - e. 21-30 years.
 - f. More than 30 years.

3. *If you do not live in Madison Heights, where do you live?*
 - a. Royal Oak
 - b. Hazel Park
 - c. Troy
 - d. Clawson
 - e. Warren
 - f. Sterling Heights
 - g. Other (please specify)

4. *If you live in Madison Heights, please select the term that best describes your residence.*
 - a. Single-family house
 - b. Duplex
 - c. Triplex or Quadplex
 - d. Apartment
 - e. Condominium
 - f. Townhouse
 - g. Other

5. *Do you rent or own your place of residence?*
 - a. Rent
 - b. Own
 - c. Other

COMMUNITY CHARACTER

2021 Master Plan Goal: We want an authentic positive identity for the city that is reflected in residential neighborhoods as well as along commercial corridors.

1. *The 2021 Master Plan lists the following objectives relating to “Community Character”. How important do you continue to find these objectives? Please rank these objectives in order of most important to least important.*
 - The city should focus on enhancing commercial corridors to support walkability and improve community identity.
 - The city should improve communication between residents, city staff, and businesses.
 - The city should promote the use of quality building design and materials to enhance the appearance and long-term maintenance of new development.
 - The city should protect established neighborhoods and business districts from the potentially negative impacts of development, including noise, traffic, waste, odor, and other nuisances through effective and thoughtful site and building design.
2. *In one word or phrase, how would you describe Madison Heights?*
3. *What are the three biggest challenges facing Madison Heights in the next ten years?*
 - a. Loss of natural features.
 - b. Overdevelopment.
 - c. Maintaining Public Infrastructure.
 - d. High cost of living/lack of affordability.
 - e. Lack of a traditional downtown district.
 - f. Lack of pedestrian connectivity or safe/attractive places to walk.
 - g. Lack of transit options or non-motorized transportation options.
 - h. Poor quality development and poor land use types.
 - i. Traffic congestion.
 - j. Retaining and attractive young families/young professionals.
 - k. Lack of housing options.
 - l. Other
4. *To what extent do you agree with the following statements? (Strongly agree, Somewhat agree, somewhat disagree, strongly disagree, do not agree or disagree, other)*

Madison Heights offers the characteristics of a place I want to live with respect to:

- Diverse community.
- Employment opportunities.
- Diverse retail, entertainment, and recreation opportunities.
- Walkability.
- Housing diversity.
- Availability of public transit and/or non-motorized transportation.

5. *FREE-FORM COMMENTS RELATING TO COMMUNITY CHARACTER*

HOUSING

2021 Master Plan Goal: We want 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.

1. *The 2021 Master Plan lists the following objectives relating to “Housing”. How important do you continue to find these objectives? Please rank these objectives in order of most important to least important.*
 - The city should encourage maintenance of and reinvestment in existing neighborhoods.
 - The city should ensure that infill and redeveloped residential properties are compatible with the surrounding area and adjacent parcels.
 - The city should provide a diverse range of housing options that meet the affordability, maintenance, and lifestyle needs of current and future residents.
 - The city should support neighborhoods by improving walkability and access to goods and services.

1. *How much do you support the following types of housing being built in the City? (Strongly support, somewhat support, somewhat oppose, strongly oppose, no opinion, other):*
 - Single-family detached homes.
 - Tiny homes or accessory cottages on the same lot as an existing home.
 - Accessory apartments above garages.
 - Duplexes (2 units).
 - Attached townhomes.
 - Small-sized multi-family buildings (3-4 units)
 - Mid-sized multi-family buildings (5-25 units)
 - Large sized multi-family buildings (over 25 units)

2. *Where in Madison Heights do you think it would be most appropriate to build duplexes (2 units)? (Select all that apply):*
 - a. In residential neighborhoods surrounding the downtown area (11 Mile between Stephenson and Lorenz and John R between Gardenia and 10 Mile).
 - b. In residential neighborhoods abutting major roads (e.g. John R, 12 and 13 Mile, Dequindre).
 - c. In all residential neighborhoods.
 - d. This type of housing is not appropriate anywhere in Madison Heights.
 - e. Other (please specify)

3. *Where in Madison Heights do you think it would be most appropriate to build small-sized multi-family buildings (3-4 units)? (Select all that apply):*

- a. In residential neighborhoods surrounding the downtown area (11 Mile between Stephenson and Lorenz and John R between Gardenia and 10 Mile).
- b. In residential neighborhoods abutting major roads.
- c. In all residential neighborhoods.
- d. This type of housing is not appropriate anywhere in Madison Heights
- e. Other (please specify)

4. *Where in Madison Heights do you think it would be most appropriate to build mid to large-sized multi-family buildings)? (Select all that apply).*

- a. In areas within and surrounding the downtown area (11 Mile between Stephenson and Lorenz and John R between Gardenia and 10 Mile).
- b. Along major roads (John R, 12 and 13 Mile, Dequindre)
- c. In all residential neighborhoods.
- d. Within the outlots or large parking lots of major commercial centers (Target, Meijer, Lowes, Home Depot, etc.).
- e. This type of housing is not appropriate anywhere in Madison Heights.
- f. Other (please specify)

5. *If you moved from your current residence, would you stay in Madison Heights?*

- a. Yes
 - b. No
- Why or why not?

6. *If you chose to move from your current residence, which of the following housing type would you seek? (select all that apply)*

- a. Smaller single-family home
- b. Larger single-family home
- c. Attached townhome or condominium
- d. Duplex
- e. Triplex or Quadplex
- f. Apartment
- g. Accessory Dwelling Unit
- h. Retirement Community
- i. Other (specify)

7. *FREE-FORM COMMENTS RELATING TO HOUSING*

COMMERCIAL & INDUSTRIAL DEVELOPMENT

2021 Master Plan Goal: We want thriving local businesses and an employed workforce; a convenient selection of goods and services; and a diverse tax base with a resilient economy.

1. *The 2021 Master Plan lists the following objectives relating to “Commercial & Industrial Development”. How important do you continue to find these objectives? Please rank these objectives in order of most important to least important.*
 - The city should encourage entrepreneurship and growth for diverse businesses of all sizes to promote a balanced local economy.
 - The city should provide incentives and flexible zoning mechanisms for commercial and industrial property owners and tenants to upgrade existing commercial and industrial sites.
 - The city should promote the mix of commercial, office, and industrial uses in a way that fosters collaboration and business growth, while creating a desirable environment for the local workforce.
 - The city should promote walkability by ensuring sufficient local destinations for goods and services.
2. *The City of Madison Heights has a formal Downtown Development Authority (DDA) district along 11 Mile and John R Road south of Gardenia. Prior to reading this survey, were you aware that Madison Heights had a designated downtown district? [SHOW MAP]*
 - a. Yes
 - b. No
 - c. I was aware that we had a downtown, but did not know the boundaries.
3. *How important is it for the City of Madison Heights to focus on the development of a walkable downtown area with a mix of residential, commercial, and office uses. (Very important, somewhat important, not important, no opinion).*
4. *How strongly do you agree with this statement: Madison Heights should establish a framework to encourage the creative redevelopment or alteration of underutilized parking lots and large regional commercial centers into more walkable centers featuring mixed-use buildings, retail outlots, and residential uses. (Strongly agree, somewhat agree, somewhat disagree, strongly disagree, no opinion).*
5. *How strongly do you agree with this statement: Madison Heights should establish a framework to encourage the creative redevelopment or reuse of older, smaller-scale industrial buildings into a mix of land uses, such as mixed-use buildings, retail, and residential uses. (Strongly agree, somewhat agree, somewhat disagree, strongly disagree, no opinion).*
6. **FREE-FORM COMMENTS RELATING TO COMMERCIAL & INDUSTRIAL DEVELOPMENT**

PUBLIC SERVICES & FACILITIES

2021 Master Plan Goal: We want recreation facilities and programming that meet the needs 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.

1. *The 2021 Master Plan lists the following objectives relating to “Public Services and Facilities”. How important do you continue to find these objectives? Please rank these objectives in order of most important to least important.*
 - The city should expand the range of recreational opportunities and facilities in Madison Heights in accordance with residents’ needs and abilities.
 - The city should continue to seek opportunities to share facilities with other public and quasi-public agencies such as the school districts and non-profit organizations and institutions.
 - The city should replace aging infrastructure as necessary with technologically-advanced, state-of-the-art infrastructure and materials.
 - The city should evaluate police and fire facilities on a regular basis to determine whether modifications or additions are needed to serve the existing population and new development.
 - The city should continue to cooperate with surrounding communities and the County to provide public services.
 - The city should keep recreation and capital improvement plans up to date.
2. *Do you agree with the following statement? Madison Heights offers a high-level of services to city residents, property owners, and business owners, including responsive, friendly, and well-equipped administrative staff. (Strongly agree, somewhat agree, somewhat disagree, strongly disagree, no opinion).*
3. *How easy do you find it to obtain information pertaining to city services, including planning, zoning, and building related documents? (Very easy, somewhat easy, somewhat difficult, very difficult, no opinion).*
4. *What is your preferred means to obtain information pertaining to city services? RANK FROM most preferred to least preferred.*
 - a. Website
 - b. Phone
 - c. Digital newsletter
 - d. Hard-copy newsletter
 - e. Other
5. **FREE-FORM COMMENTS RELATING TO PUBLIC SERVICES & FACILITIES**

TRANSPORTATION

2021 Master Plan Goal: We want an efficient and safe multi-modal transportation network that offers mobility options to residents of all ages and abilities.

1. *The 2021 Master Plan lists the following objectives relating to “Transportation”. How important do you continue to find these objectives? Please rank these objectives in order of most important to least important.*
 - Promote the use of accepted traffic calming and access management techniques that make all travel safe and efficient.
 - Provide a safe, efficient non-motorized pathway system that provides links to various land uses throughout the city that gives residents choices about their modes of travel.
 - Promote public education about roadway planning and decision making to help residents and property owners understand the short and long-term goals of transportation projects.
 - Require transportation infrastructure decisions that support the land use recommendations of the Master Land Use Plan.
 - Explore innovative traffic designs and flexible engineering standards to improve the safety and efficiency of travel for motorized and non-motorized travel.
 - Explore opportunities for alternative transportation methods for those who don’t have access to a car.
 - Monitor and plan for future trends in transportation in terms of autonomous/connected vehicles.
2. From your home, how often do you walk, bike, or take another form of non-motorized transportation to reach commercial, retail, office, or entertainment destinations.
 - a. Multiple times per day
 - b. Once a day
 - c. Once every few days
 - d. Once a week
 - e. Once a month
 - f. Never
 - g. Other
3. *How would you rate the safety of walking, biking, or taking another form of non-motorized transportation from your home to a commercial, retail, or entertainment destination (very safe, somewhat safe, somewhat unsafe, very unsafe, no opinion).*
4. *Do you agree with the following statement: The City should focus on implementing and maintaining a comprehensive pedestrian network that focuses on creating safe intersections and crossings, encourages pedestrian-scaled streetscapes, and supports walkable land uses. (Strongly agree, somewhat agree, somewhat disagree, strongly disagree, no opinion).*

5. *How often do you take transit to reach commercial, retail, office, or entertainment destinations.*

- h. Multiple times per day
- i. Once a day
- j. Once every few days
- k. Once a week
- l. Once a month
- m. Never
- n. Other

6. *If more routes, better frequency, and attractive stations/stops were provided, how interested would you be in using transit to reach your place of work, shopping, entertainment, or other destinations? (Very interested, somewhat interested, not at all interested, no opinion).*

7. *Please rank these statements relating to city streets in order of most important to least important.*

- o. The city should focus on reducing street traffic/congestion.
- p. The city should focus on reducing speeding on major streets through street redesign or physical traffic calming measures.
- q. The city should focus on reducing speeding on major streets through police enforcement.
- r. The city should focus on reducing speeding on neighborhood streets through street redesign or physical traffic calming measures.
- s. The city should focus on reducing speeding on neighborhood streets through police enforcement.
- t. The city should focus on reducing the ability for drivers to make unsafe lane changes on major streets through street redesign or physical traffic calming measures.

8. *How supportive would you be for installing traffic calming devices, such as curb bump-outs, lane reductions, crosswalk islands, etc. along streets within the downtown district? (Possibly provide pictures as examples)*

9. *How supportive would you be for installing traffic calming devices such as curb bump-outs, speed tables, etc. within neighborhood streets? (Possibly provide pictures as examples).*

10. *FREE-FORM COMMENTS RELATING TO TRANSPORTATION*

Free form comments on any other issue.