







Vision Statement

A vibrant, inclusive community for residents and businesses that is safe, active, progressive and distinctive. Sterling Heights - a bold vision for an exceptional quality of life.

Guiding Principles

- Safe, well maintained and desirable neighborhoods enhanced by great schools
- Plentiful leisure and recreation opportunities featuring fully utilized parks
- Abundant pathways for biking and walking
- Focal points that are both public and private to serve as destinations for residents and visitors
- Well maintained and aesthetically pleasing roads and green spaces
- Successful, vibrant and attractive commercial centers with unique offerings
- Destination for high-tech and emerging industries and entrepreneurs

SWOT Analysis / Visioning Feedback

Strengths

- Central location (education, shopping, highway)
- Public Safety Services
- Quality of Life – Services (parks & recreation / library/community relations)
- Diverse Community
- Low cost, full-service government organization
- Good schools
- Industry, manufacturing, defense
- Parks – land / green space
- Safety – Low crime rate / safe city designation

Weaknesses

- Lack of attractions / things to do
- Aging infrastructure (roads, bridges, water, sewer, city buildings)
- Lack of a defining feature(s)
- Drastic reductions in (city) staff
- Residential property maintenance issues
- Appearance of commercial properties
- Lack of cultural understanding / acceptance

Opportunities

- Regionalization / Partnership (CAUTION about losing control / identity)
- Redevelopment
- Redevelop in a GREEN way (reuse buildings / keep the green we have)
- Non-typical – include new things
- Partnership with School Districts (cultural understanding, parks / rec)
- Develop Clinton River - Utilize as a regional attraction
- Regional bike trail hub
- Develop full service community center
- Community focus area(s)
- Defining Sterling Heights
- Dodge Park
- Something to draw people in
- Leverage Lakeside Mall property (entertainment, condos)
- How to best market ourselves (now and as we progress)? And to whom?
- Town Center
- Defense industry – capitalize on this
- Set Sterling Heights apart from others
- Spruce up / beautify medians
- Keep areas clean
- Get businesses to adopt the medians
- Leverage parks (more invested, beautify)
- Common location (Velocity type of facility for education / research)
- College courses, skills needed in our industries etc.

Threats

- Aging demographics
- Lower household income
- Regional problems (Detroit bankruptcy, sewer/water, water rates, stigma)
- Other “more attractive” municipalities
- Declining revenue (federal, state, local)
- Diversity
- Retail trends
- Infrastructure
- Increase of crime
- Uncontrollable blight