

Russ Cotner
Xiangyun Li
Keshia Owens
Deja Torrence

Michigan State University
School of Planning Design and
Construction

SPRING 2013

South Saginaw Street Corridor Study

MSU Urban Planning Practicum



City of Flint

The Southside Business and
Residential Association



MICHIGAN STATE
UNIVERSITY

This report contains the analysis and recommendations for the City of Flint in updating its master plan. This practicum team was assigned to review and analyze the South Saginaw Corridor, paying close attention to beautification, infrastructure, roads, transportation, and mixed use developments.



University Outreach
and Engagement
Center for Community and Economic Development

SOUTH SAGINAW STREET CORRIDOR STUDY



This project is supported in part pursuant to the receipt of financial assistance from Michigan State University, Center for Regional Economic Innovation & the U.S. Department of Commerce Economic Development Administration.



South Saginaw Street Corridor Study



Prepared for:
City of Flint Planning Department
In Collaboration with:
Michigan State University Urban Planning Practicum

Deja Torrence
Keshia Owens
Xiangyun Li
Russ Cotner

April 2013



The Practicum Team would like to thank:
Matthew Williams
Dr. Rex LaMore
Dr. Zenia Kotval
The Southside Business and Resident Association
And the Citizens of Flint, Michigan

This project is supported in part pursuant to the receipt of financial assistance to the MSU Center for Community and Economic Development from the United States Department of Commerce- Economic Development Administration. The statements, findings, conclusions, and recommendations are solely those of the authors and do not necessarily reflect the views of any federal, state agency or Michigan State University.

Cover Source Imagery: Google

Table of Contents

1: Overview 4
 1.1: Introduction.....4
 1.2: Historical Context.....7
 1.3: Purpose7
 1.4: Process.....7
2: Existing Conditions Report.....8
 2.1: Introduction.....8
 2.2: History and Stakeholders of South Saginaw Street.....8
 2.3: Commercial Building Inventory.....9
 2.3b: Initial Findings.....14
 2.4: Existing Infrastructure.....18
 2.4a: Sidewalk Condition.....19
 2.4b: Road Condition.....21
 2.4c: Streetlight Conditions.....22
 2.4d: Public Transit Service Level.....24
3: Socio-Economic Profile.....26
 3.1 Population26
 3.2 Age Distribution.....26
 3.3 Racial Distribution.....28
 3.4 Educational Attainment.....29
 3.5 Poverty Rates.....30
 3.6: Household Income30
 3.7: Local Community Workforce.....32
 3.8: Industry.....33
4: Retail Market Analysis.....37
 4.1: Introduction.....37
 4.2: One-Mile Radius Analysis.....39
 4.3: Three-Mile Radius Analysis.....41
 4.4: Five-Mile Radius Analysis42
 4.5: Findings.....43
 4.6: Traffic Analysis.....44
Chapter 5: Corridor Conceptual Design and Improvement Plan48
 5.1: Commercial Revitalization Strategy.....48
 5.2: Traffic Management Plan.....51
 5.3: Sidewalk Improvement Plan.....52
 5.4: Streetlighting Improvement Plan.....52
 5.5: Public Transit Improvement Plan54
 5.6: Signage and Wayfinding Improvement Plan.....55
 5.7 Conclusion57

Appendices

1- Overview

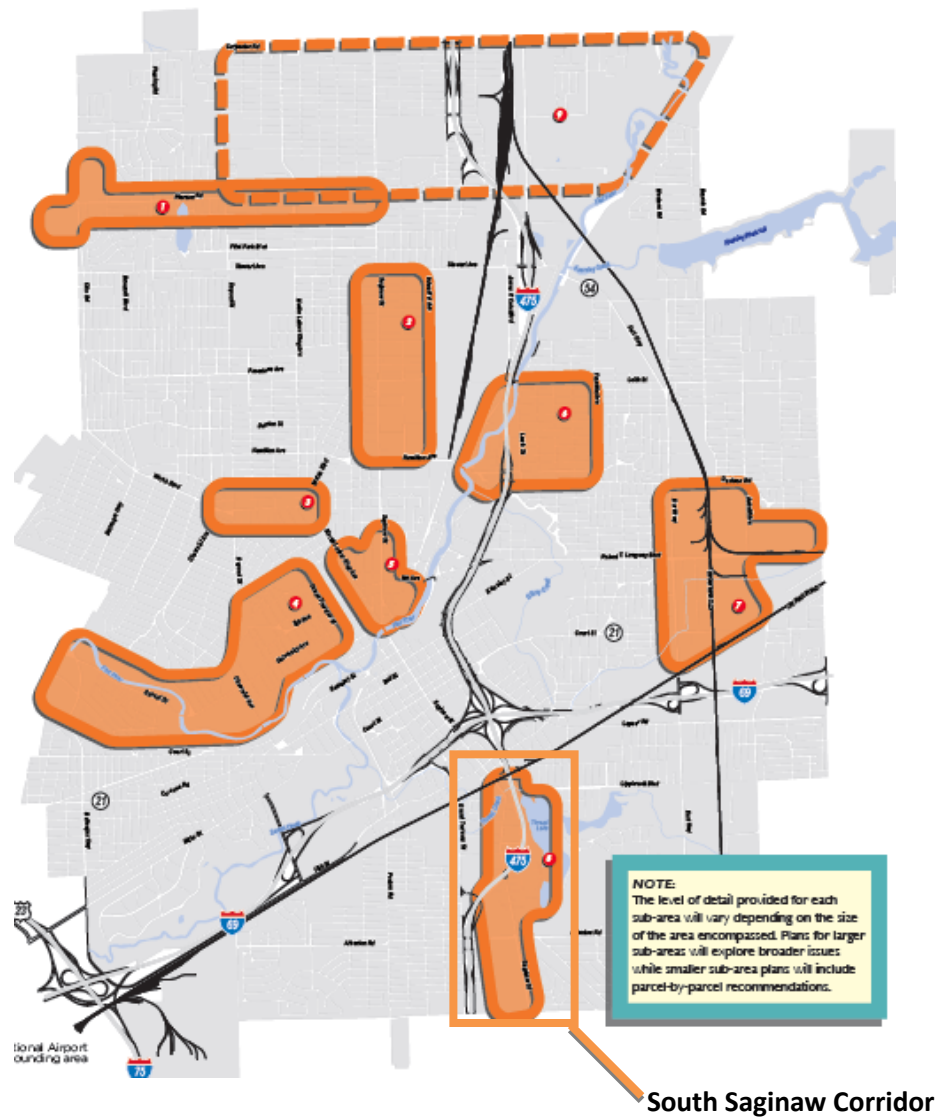
1.1 Introduction

In the spring of 2013, urban planning students from Michigan State University conducted a corridor study of South Saginaw Street in Flint, Michigan. This practicum group, consisting of students Russell Cotner, Xiangyun Li, Keshia Owens, and Deja Torrence, worked jointly with Matthew Williams, an Associate Planner for the City of Flint, to conduct this corridor study in conjunction with the updated City of Flint Master Plan.

For the first time in fifty years the city of Flint has begun revising its Master Plan, and is currently conducting various studies that will tie into the finished plan. Nine sub-area plans are being developed for inclusion in the Master Plan update, displayed in Figure 1.1. The South Saginaw Corridor has been designated as one of the nine sub areas. To help address issues of outdated planning and economics, the Practicum Team has been assigned to assist in revitalizing the South Saginaw Corridor. In their analysis of the South Saginaw Corridor, the practicum team hopes to contribute to the city's redevelopment by creating an inventory of the corridor featuring possible economic development strategies, streetscape beautification, an inventory of commercial parcels, existing infrastructure and roads, encouraged use of public transportation, and increases in mixed-use developments. It was critical that stakeholders such as businesses, consultants, city officials, and residents were continuously involved in the plan, thus the practicum team held public meetings with residents, business owners, and city planners to work towards a vision that everyone can agree with.

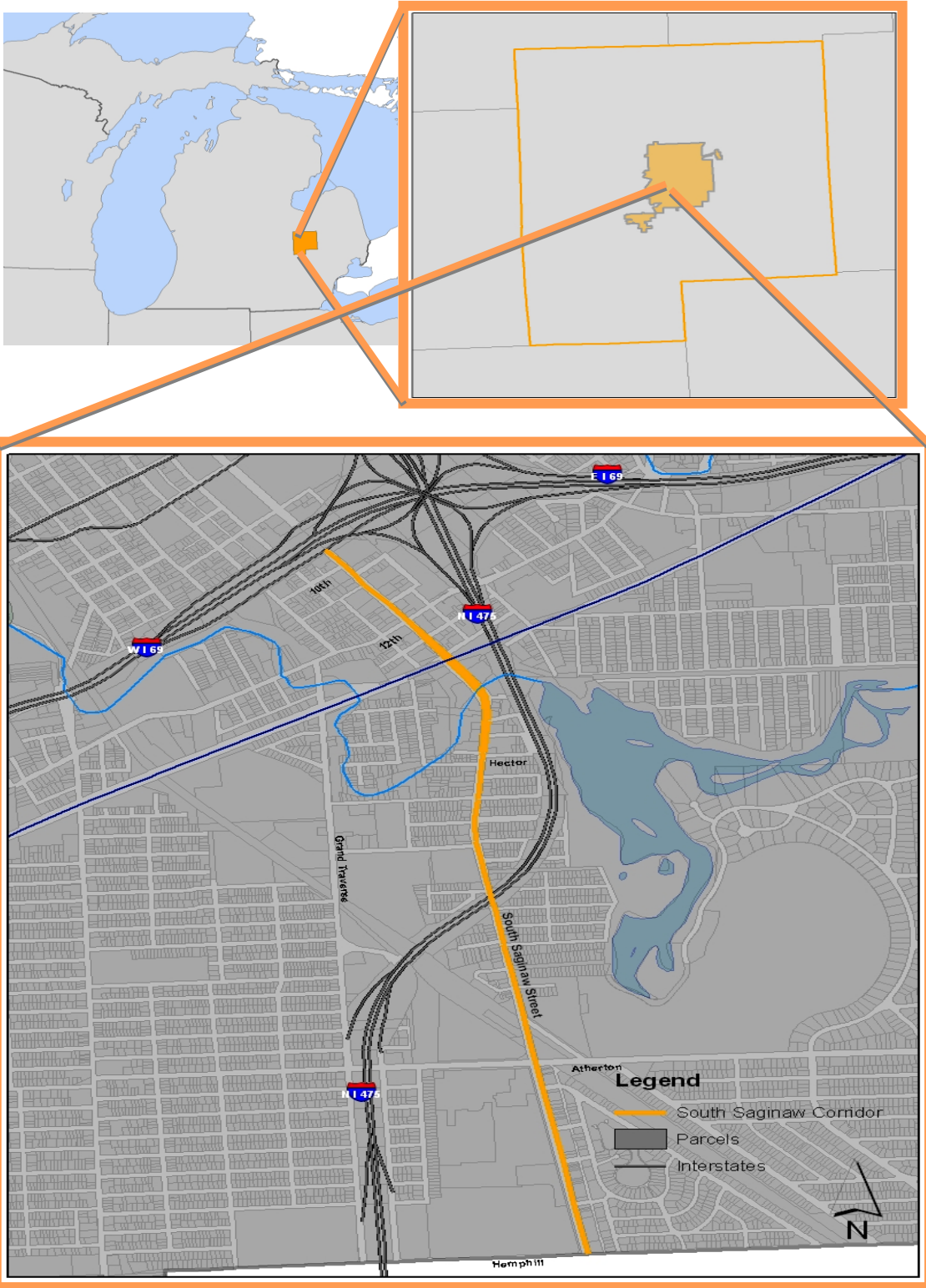
The study area for analysis in this report involves the South Saginaw Street Corridor, defined as the blocks immediately touching South Saginaw Street from Interstate 69 in the north to Hemphill Road, the city's southern boundary. The study area extends one block east and west of South Saginaw Street depicted in Figure 1.2.

Figure 1.1 Sub-Area Plans, City of Flint Master Plan Update



Source: <http://www.imagineflint.com/Portals/tempflint/Sub-area%20Plan%20Options.pdf>

Figure 1.2: City of Flint, Michigan



Source: Authors, Michigan Geographic Data Library (MIGDL), and City of Flint

1.2 Historical Context

Established as a fur-trading center in 1819, Flint's population expanded to over 200,000 in the mid-20th century. Much of this rapid population influx can be attributed to the rise of General Motors and the United Auto Workers (UAW), both of which were founded in Flint. The city prospered in the decades following World War II, until deindustrialization swept across the Midwest, consuming Flint. Decades of population loss and disinvestment have left Flint a drastically altered city. As of 2010, the city's population has fallen to 102,434, (United States Census Bureau 2010) with current estimates even lower. These stark population figures illustrate the challenges facing the City of Flint. To help create a solution to these problems, the city has secured funding to prepare its first Master Plan in over 50 years.

1.3 Purpose

In order to develop a plan for the study area, it is to consider what infrastructure and assets already exist. To that end, the research team analyzed the existing conditions of the corridor to gain a better understanding of its current status. Additionally, the practicum team utilized demographic and economic indicators along with market conditions to assess the supply and demand of retail services within the community. The team will utilize this assessment in providing recommendations for both short and long-term goals and strategies for revitalizing the South Saginaw Corridor.

Upon data collection and analysis, the practicum team devised recommendations for the revitalization of the South Saginaw Corridor. Developing economic activity along the South Saginaw Corridor could help both businesses and residents within the vicinity through new market possibilities and a higher quality of life.

1.4 Process

The practicum team utilized a number of assets to compile this report. The largest asset was comprised of community members and business leaders, who were instrumental in coordinating and assisting with every aspect of this report. As a part of this process, a visioning charette was conducted in March 2013 at the monthly Southside Business and Residents Association. Residents were surveyed with questions regarding their ideals for the corridor, including changes they would like to see implemented. Nineteen surveys were completed and returned, and the qualitative responses received helped guide the practicum team throughout this report. An example of the questionnaire is included in Appendix III.

Chapter 2. Commercial Building Inventory and Existing Conditions Report

2.1 Introduction

The City of Flint has experienced a massive transformation in the six decades since they last published an update to the comprehensive plan. These years have seen massive decreases in population along with diminished investment in the city, resulting in a declining commercial sector. However, few resources have been secured to analyze this decline and assess the current conditions of the commercial building stock. The practicum team was tasked with surveying all commercial structures and lots along the South Saginaw Street Corridor and providing recommendations based upon these findings.

2.2 History and Stakeholders of South Saginaw Street

The history of South Saginaw Street is closely intertwined and indicative of the history of Flint itself. As seen in Figure 2.1, South Saginaw Street (indicated on the map as a black line dividing the 2nd and 3rd wards of the village) developed quickly as the city continued to grow. Even though this map comes from an 1893 Atlas of Genesee County (Beers 2005), the parcels neighboring the street are densely developed. This trend continued, and South Saginaw Street cemented itself as a major thoroughfare for the city. However, as the downtown fell into a pattern of disinvestment, so did the arteries connecting to the downtown. Yet there still remain anchors within the corridor, including Diplomat Pharmacy, the International Academy of Flint and Applegate Chevrolet Company.

One asset that the corridor may draw upon is the many stakeholders and investors within the community. These community members provide an invaluable resource to the corridor, and have already shown their commitment to its success.

The South Side Business and Resident Association comprise the widest group of shareholders within the region. This group of community residents and local business owners hold monthly meetings to discuss developments and issues within the neighborhood. This core group of stakeholders united in previous years to clean up Thread Lake, removing over 150 tires in the process (Flint River Watershed Commission 2012). The South Side Business and Residents Association are active in pursuing resources for the community through units of government, exhibiting some of the potential power the group wields. The Association is poised to continue these efforts through strong organization and attendance at meetings. While this group has no set offices, the meeting space is supplied through Applegate Chevrolet, Flint International Academy and Diplomat Pharmacy.

Figure 2.1: South Saginaw Street from an 1893 Atlas of Genesee County

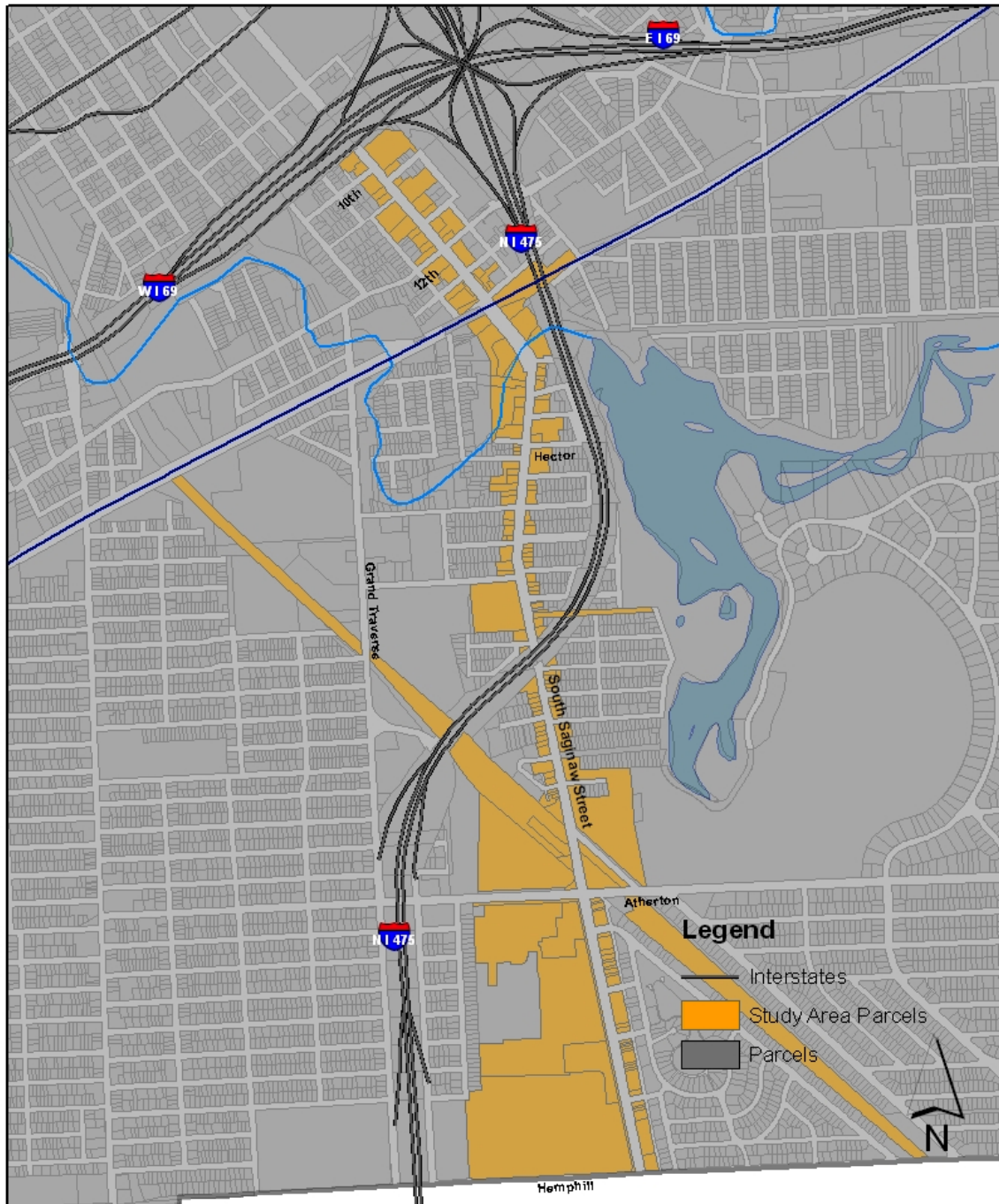


Source: Beers 2005

2.3 Commercial Building Inventory

In 2012, the City of Flint Planning Department conducted an inventory of existing housing conditions for all residential housing parcels within city boundaries. In this assessment, the planning staff used a numerical scale of one through four to rate each property, with one signifying a property in good condition, and four representing a home that was structurally deficient (City of Flint 2012). The practicum research team employed a similar scale when evaluating the commercial properties along the corridor study area. The team conducted the survey through a walking tour of the corridor and examining the properties listed as commercial on the most recent parcel map, then evaluating each property based on a predetermined set of criteria. Each structure was graded on this set of criteria, and then given a score that most accurately represented the building's current state. This observation survey was conducted in February 2013.

Figure 2.2: Parcels within Study Area



The research team developed a set of criteria to consider and assist in scoring the properties. Factors considered with each building included window, façade and structural condition (Table 2.3). Examples of each building score from the corridor are illustrated in Figures 2.5-8. The complete assessment is available in Appendix I.

Table 2.3: Factors and Criteria for Commercial Building Assessment

Factors	Criteria
Window condition -	Pane condition, Boards over Windows
Façade condition -	Paint, Awning, Signs, Overall Appearance
Structural condition -	Cracks in masonry, indicators of fire, condition of bare wood
Lot condition -	General condition of lot, clutter, or hazards.

Table 2.4: Building Condition Grading Scale and Criteria examples

Building Condition	Scale	Criteria
Good	1	Windowpanes in good condition, no boards over windows, fresh paint, maintained appearance, aesthetically appealing, lot is in good business condition.
Fair	2	Windowpanes in good condition, few cracks, no broken panes, fresh paint – not cracked faded or peeling, no major tears in awnings, adequate signage, no major cracks in masonry, good overall lot condition.
Poor	3	Some broken or boarded up windows, some chipped paint, ripped awnings, inadequate signage, cracks or missing portions of masonry, poor overall façade appearance or hazards on the lot.
Structurally Deficient	4	Many broken or boarded up windows, chipped paint, ripped awnings, no signage, poor masonry, poor aesthetics, lot hazards, signs of fire damage.



Figure 2.5: Example Building 1	Condition	Score	Assessment
Diamond Cleaners 2147 S Saginaw St	Good	1	The Diamond Cleaners property has been recently renovated, and has a unique, historic façade, good window conditions, a clean, well-kept lot, and a clearly marked sign for the business.



Figure 2.6: Example Building 2	Condition	Score	Assessment
Beer – Wine – Liquor 1701 S Saginaw St.	Fair	2	The liquor store located at the intersection of S. Saginaw Street and 12 th Street exhibits an aged awning, minor cracks in the masonry, and a fairly plain façade, however it also is fairly well-maintained and has good window conditions.



Figure 2.7: Example Building 3	Condition	Score	Assessment
Flint Iron and Wire Works 3205 S Saginaw St	Poor	3	It is unclear whether this industrial parcel is currently in operation, with a majority of the windows boarded up, some major cracks in the masonry, and a degraded historic façade gives this building a poor grade.

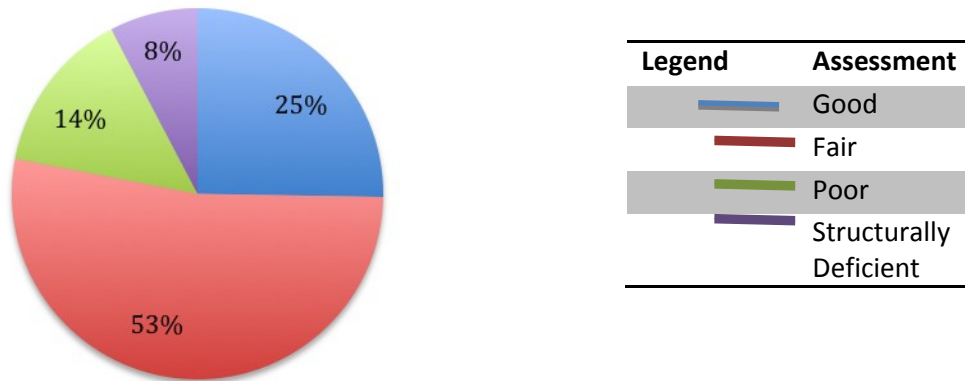


2.3a: Initial Findings

Figure 2.8: Example Building 4	Condition	Score	Assessment
CBC Recycling 1801 S Saginaw St	Structurally Deficient	4	CBC Recycling, located at 1801 S. Saginaw Street, received a score of 4, or structurally deficient, as there are major concerns with the structural integrity of the masonry, windows are either broken or boarded up, the building has visibly been vacant for a significant period of time, and the lot condition is dire, filled with thousands of pounds of recycling remnants, a hangover from the parcel’s previous owner.

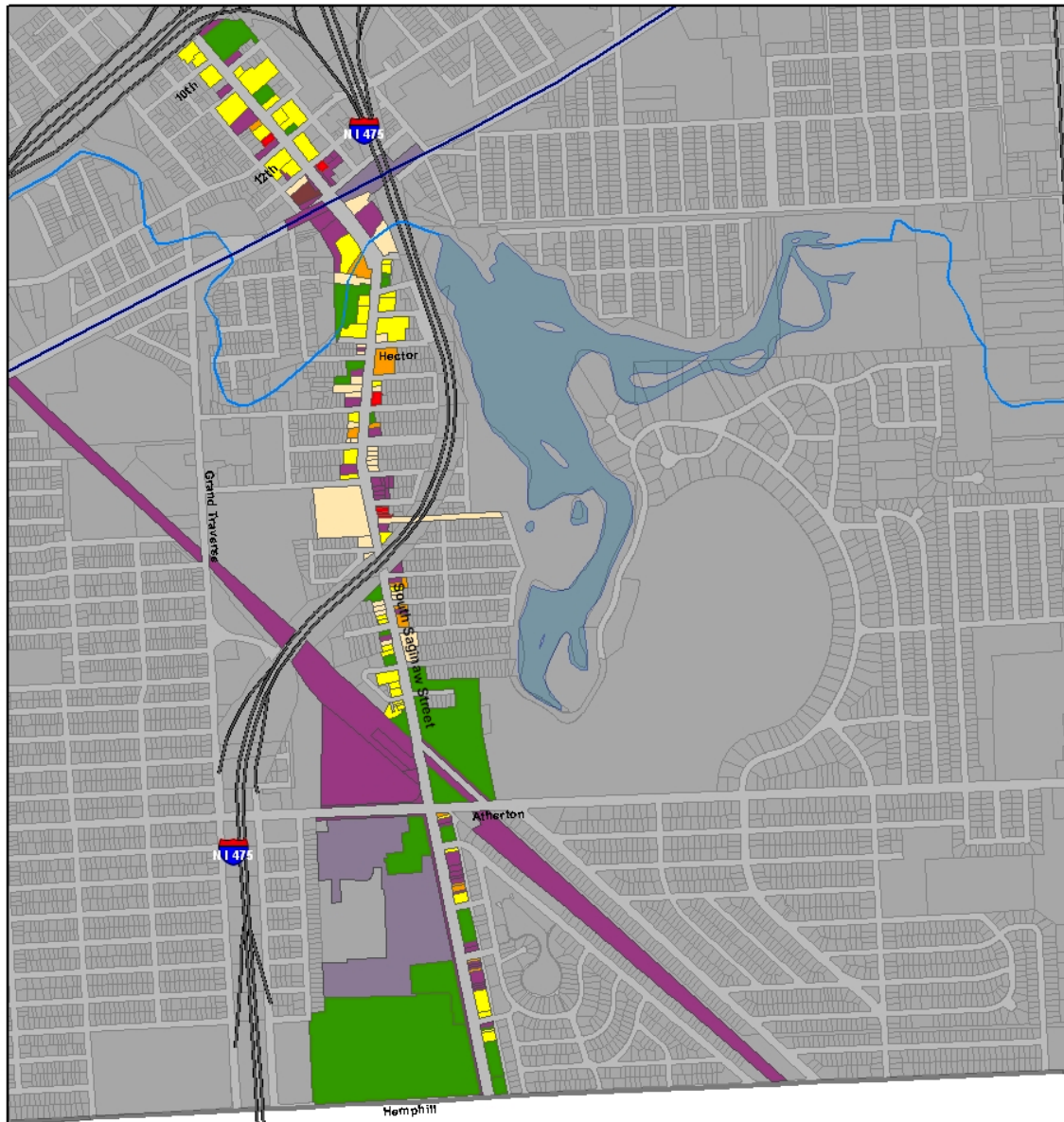
The research team examined 95 properties along the corridor, and assessed a score for each structure. A summary of each score’s frequency is presented in Figure 2.9, while the full results appear in Appendix I. The average score for commercial structures along South Saginaw Street is 2.04, which indicates that the overall commercial stock on the corridor is Fair. This correlates with what researchers observed in the field, a large discrepancy in building condition, with freshly renovated properties that received the highest grade sharing a block with structurally deficient properties. This also aligns with the variance in condition displayed in the Housing Condition Survey (2012) conducted by the City’s planning office.

Figure 2.9: Commercial Building Scores



Using Geographic Information Systems (GIS) software, the commercial parcels were joined with the data gathered in the Commercial Building Inventory to determine which areas have high proportions of poor and structurally deficient buildings. This analysis aids in determining the areas within the corridor that have good commercial building conditions and areas requiring reinvestment. The geocoded and referenced parcels are displayed in Figures 2.10-12. Take note of the areas around the 12th Street intersection, International Academy of Flint and Diplomat Pharmacy, as they all have large proportions of poor and structurally deficient buildings in the adjacent properties.

Figure 2.10: Commercial Building Inventory – South Saginaw Corridor



Legend

Commercial Building Assessment

- Good
- Fair
- Poor
- Structurally Deficient

- Vacant Parcels
- Residential Parcels
- Utility Parcels
- Industrial Parcels
- Parcels
- Interstates

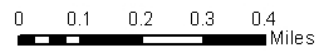
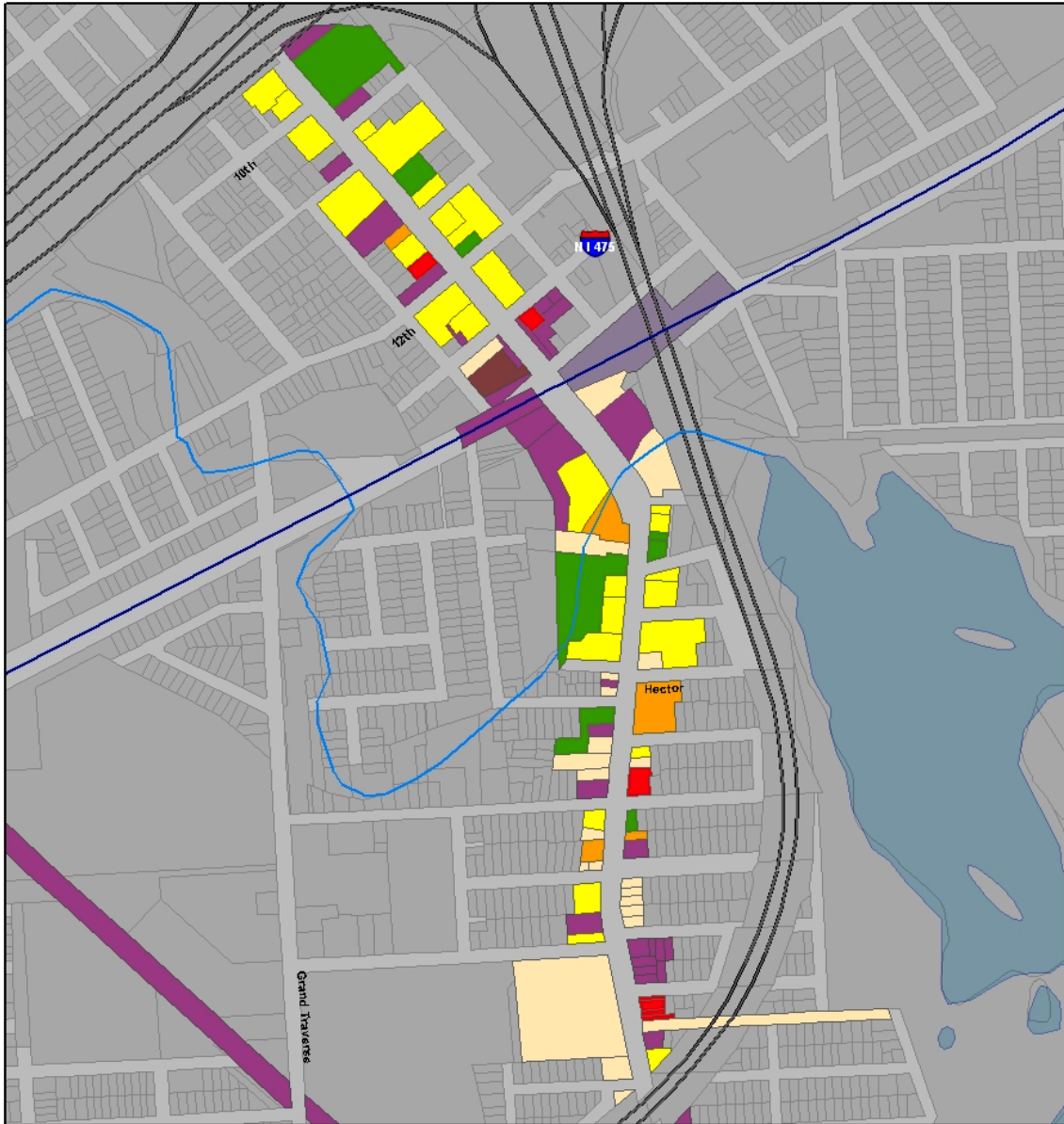


Figure 2.11: Commercial Building Inventory: Northern Section



Legend

Commercial Building Assessment

- Good
- Fair
- Poor
- Structurally Deficient

- Vacant Parcels
- Residential Parcels
- Utility Parcels
- Industrial Parcels
- Parcels
- Interstates

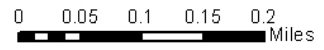
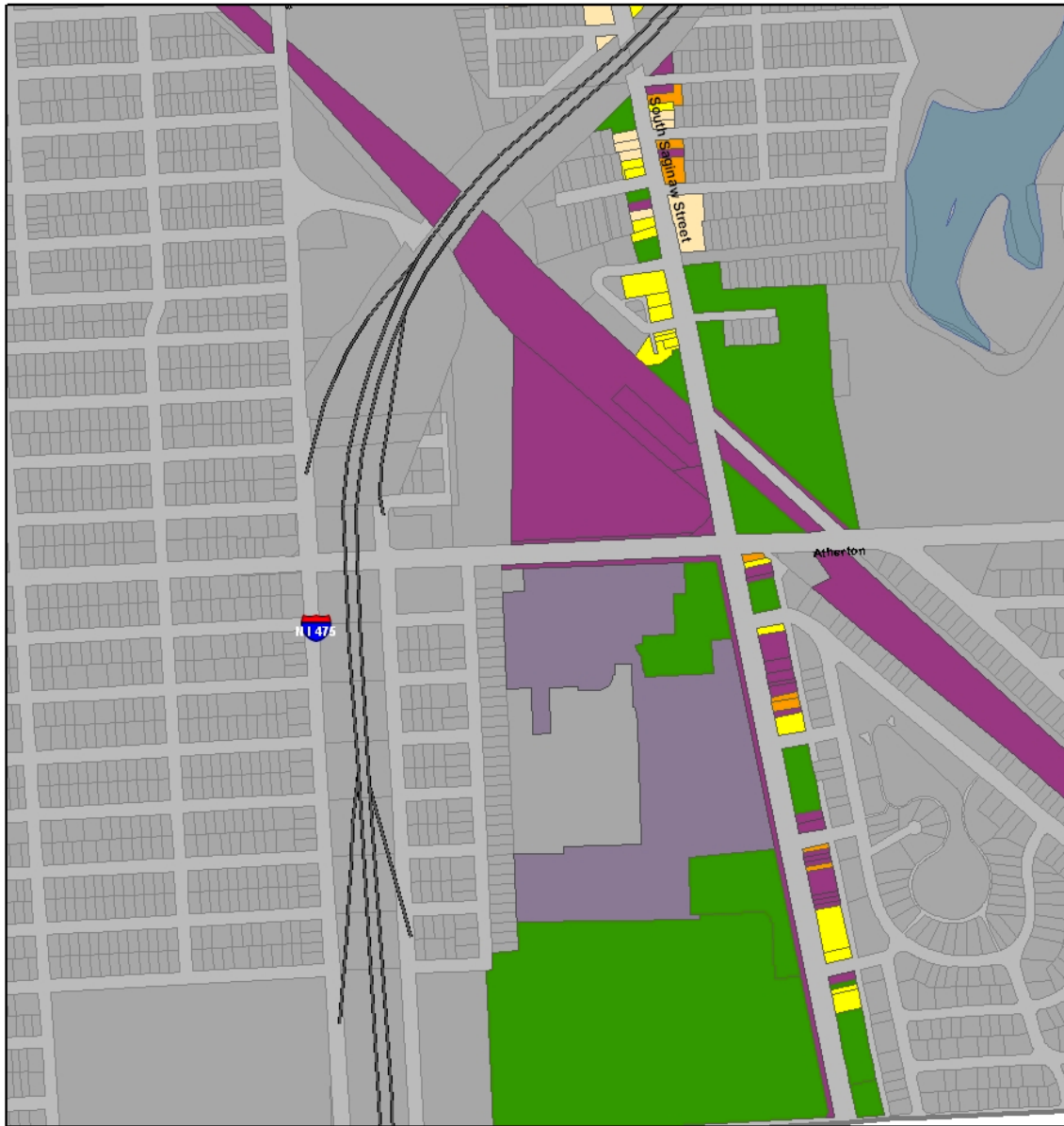


Figure 2.12: Commercial Building Inventory: Southern Section



Legend

Commercial Building Assessment

- Good
- Fair
- Poor
- Structurally Deficient

- Vacant Parcels
- Residential Parcels
- Utility Parcels
- Industrial Parcels
- Parcels
- Interstates

0 0.05 0.1 0.15 0.2 Miles



2.4: Existing Infrastructure Inventory

In addition to the commercial building inventory, the research team conducted an Existing Infrastructure Inventory to survey public spaces and infrastructure currently along the corridor. The variables incorporated in this report include an inventory of road, sidewalk and lighting conditions, as well as public transit service levels. South Saginaw Street was divided by block to provide a detailed report of the 26 blocks included in the study area. These 26 segments were then analyzed in a manner similar to the Commercial Building Inventory detailed above. Each block was scored using a one through four scale for each category: lighting, sidewalk and road conditions. Factors and criteria are displayed in Table 2.13 below. Additionally, public transit stops were surveyed to determine the level and frequency of service, as well as transit stop conditions and amenities. The assessment scale and criteria were generated through a literature review from similar inventory assessments, with the primary source being the Downtown Development Plan for Mount Clemens, Michigan (Croff et al. 2011).

Table 2.13: Infrastructure Inventory Factors and Criteria

Factor	Sidewalk Condition	Scale	Criteria
	Good	1	Sufficient Width, No Major Cracks, No Obstructions
	Fair	2	Reasonable Width, Some Minor Cracks, Minor Obstructions
	Poor	3	Somewhat Narrow or Uneven Widths, Some Major Cracks, Obstructions, Minor Potholes
	Structurally Deficient	4	Narrow, Uneven Widths, Major Cracks, Obstructions, Potholes
Factor	Lighting Condition		
	Well Lit	1	All Lights in Study Area Function, Aesthetically Appealing, Street and Sidewalks Well Lit
	Adequately Lit	2	Most Lights Functioning in Study Area, Aesthetically neutral, Street and/or Sidewalks Lit
	Poorly Lit	3	At Least Half of Lights in Study Area Function, Aesthetically Unappealing, Poor Lighting on Streets and/or Sidewalks
	Unlit, or Very Poorly Lit	4	Fewer than Half of Lights in Study Area Function, Aesthetically Unappealing, Extremely Poor Lighting on Streets and Sidewalks
Factor	Road Condition		
	Good	1	Smooth Pavement, Well-Marked Lines, No Major Cracks or Potholes
	Fair	2	Somewhat Smooth Pavement, Sufficient Lines, Some Minor Cracks or Potholes
	Poor	3	Somewhat Rough Pavement, Faded Lines, Some Major Cracks, Minor Potholes
	Structurally Deficient	4	Rough Pavement, No Visible Lines, Major Cracks and Potholes

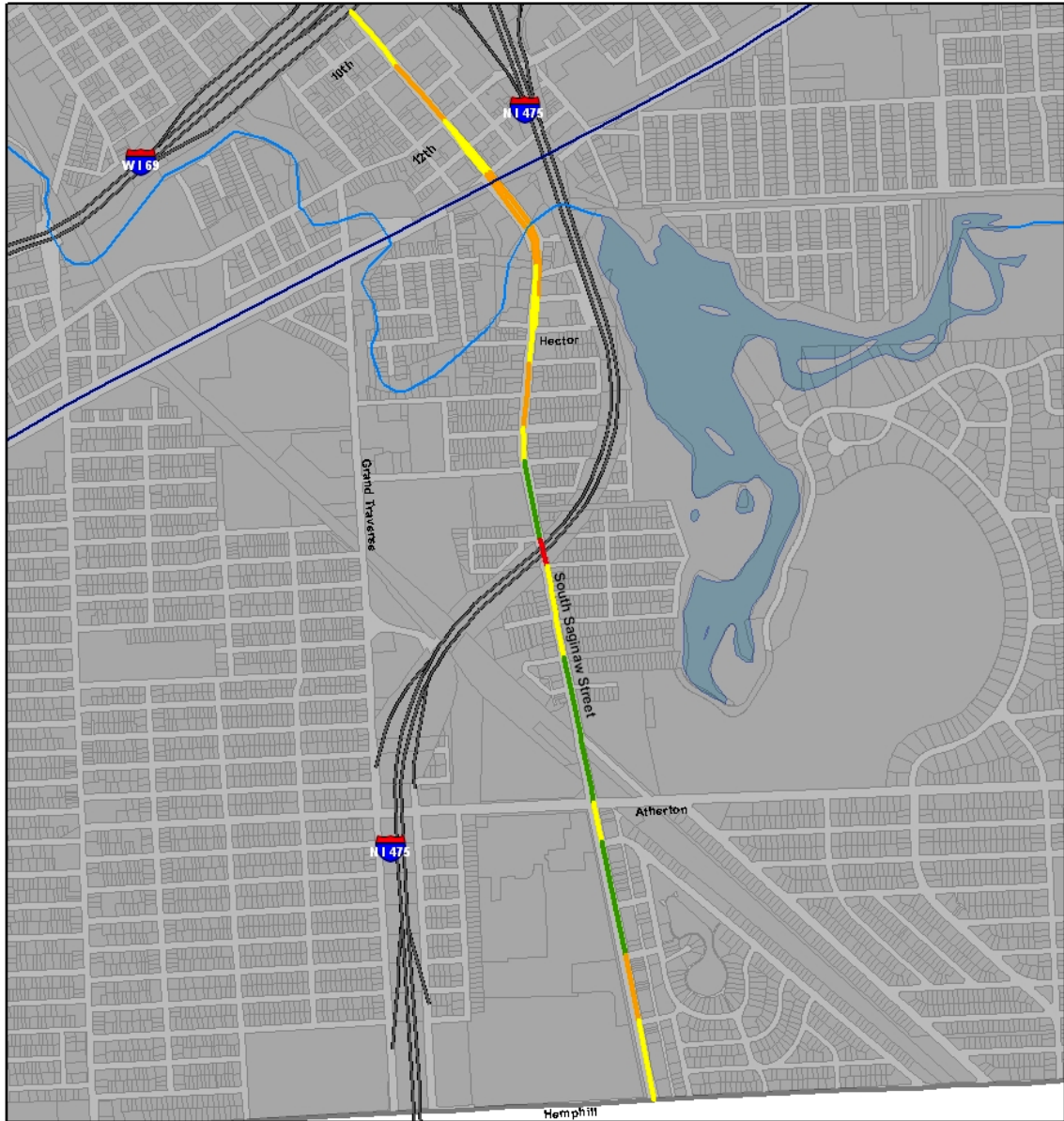
The practicum team employed a walking survey to analyze the corridor, and noted conditions as they worked along South Saginaw Street. This methodology draws upon similar reports of housing and commercial building condition assessment (Weeks and Rivarola 2003).

South Saginaw Street was divided along intersections of major roads to provide 26 segments, comprising the study area. A fully detailed account of each of these segments is provided in Appendix II. This study area, as discussed previously, was examined for existing infrastructure relating to sidewalks, street lighting, road conditions and level of public transit service. The findings for each are presented in the following sections. The full account of all factors considered for this evaluation can be referenced in Appendix II.

2.4a: Sidewalk Condition

Overall, sidewalks within the study area were in fair condition, with an average score of 2.12. Most sidewalks were ADA-compliant with curb-cuts and tactile strips installed, but few exhibited crosswalk signals or timers. There was only one observed area, the block directly under Interstate 475, which scored a four, indicating the presence of many potholes, cracks and missing pavement. The geo-referenced sections of the corridor, along with their corresponding scores, are illustrated in Figure 2.14.

Figure 2.14: South Saginaw Corridor Sidewalk Conditions

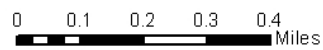


Legend

Sidewalk Condition

- Good
- Fair
- Poor
- Structurally Deficient

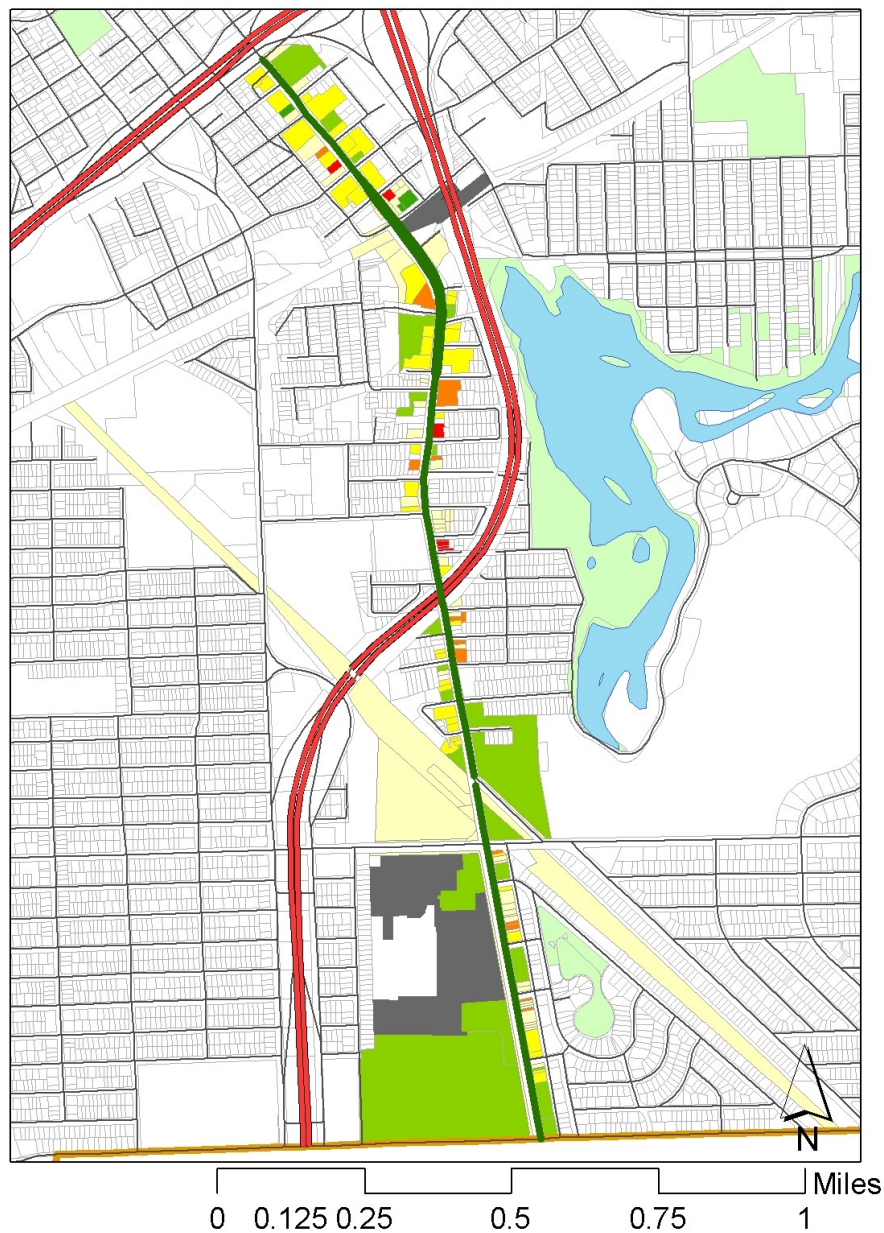
- Parcels
- Interstates



2.4b: Road Conditions

South Saginaw Street exhibited excellent features for road condition, with the road surface and curbs well maintained, and lines clearly painted. It appears as if South Saginaw Street was resurfaced within recent years. The City of Flint Road Commission maintains South Saginaw Street, and has kept abreast of repairs to both road surface and curbs. The results are pictured in Figure 2.15. However, this is not to say that more efforts cannot be made to improve the quality of the roads within the study area. In the following sections we will address modifications that could be undertaken to improve the safety and commuting experience for all users of South Saginaw Street.

Figure 2.15: South Saginaw Corridor Road Conditions



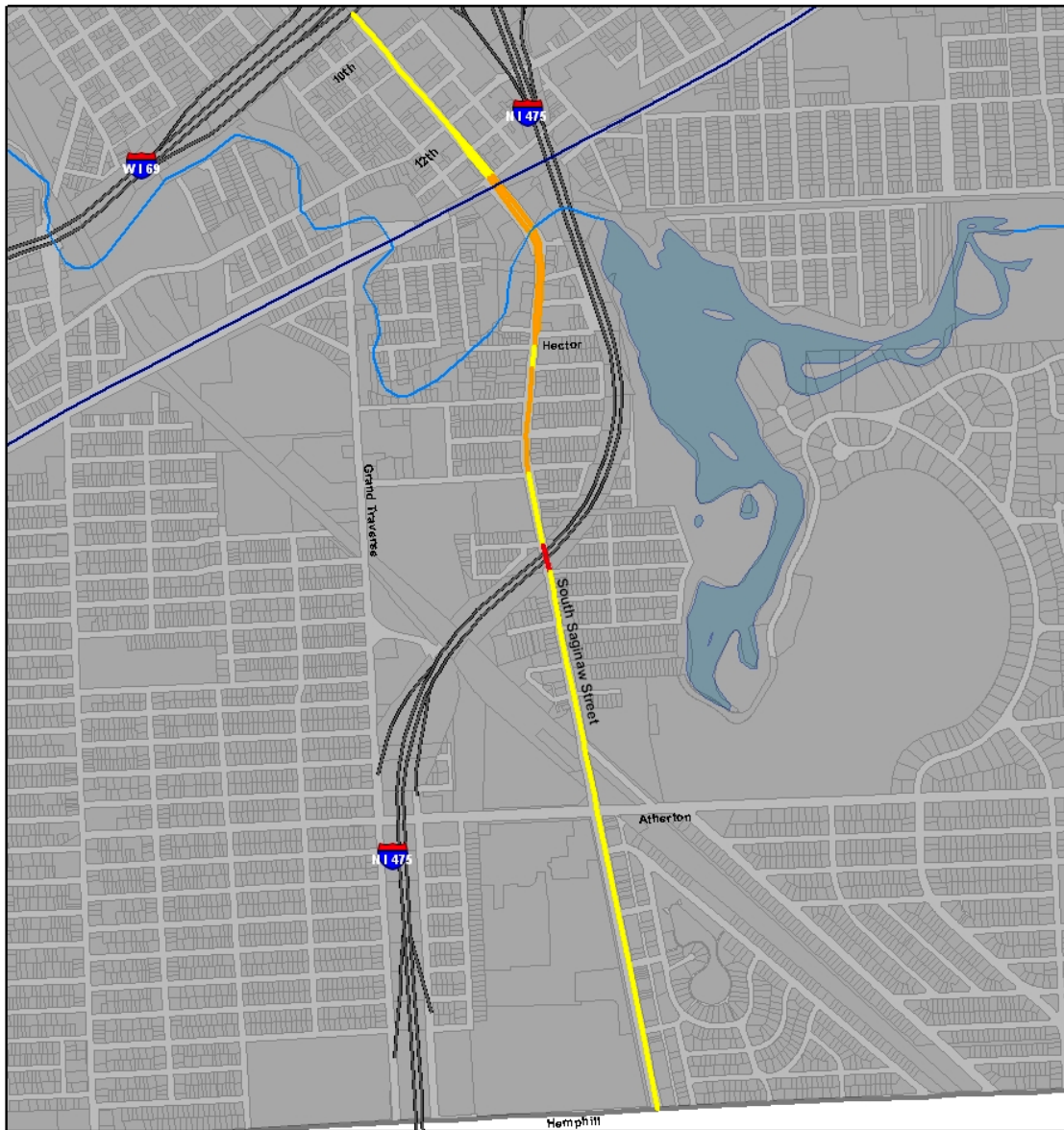
2.4c: Street Lighting Conditions

The Street Lighting survey found that the lighting levels within the study area were fair, with an average score of 2.31. Most of the lighting was in functioning order, with adequate lighting found predominantly within the study area. However, while these lights are functional, they lack aesthetic appeal. The majority of the streetlights within the study area were mounted on telephone or utility poles, rather than metal light poles. This affected the general aesthetic score for the majority of the study area; however the southern-most blocks offer more aesthetically pleasing lighting fixtures on the western side of Saginaw Street. Conversely, the same low-ranking site detailed in the sidewalk condition report, the block directly under Interstate 475, again received the only deficient score. This block did not feature any lighting underneath the busy underpass, and lies directly adjacent to the charter academy. The street lighting conditions for each of the sections of the corridor are displayed in Figure 2.17.

Figure 2.16: Example of Typical Streetlights along South Saginaw Street



Figure 2.17: South Saginaw Corridor Lighting Assessment



Legend

Lighting Assessment

- Fair
- Poor
- Inadequately Lit

- Parcels
- Interstates



0 0.1 0.2 0.3 0.4 Miles

2.4d: Public Transit Service Level

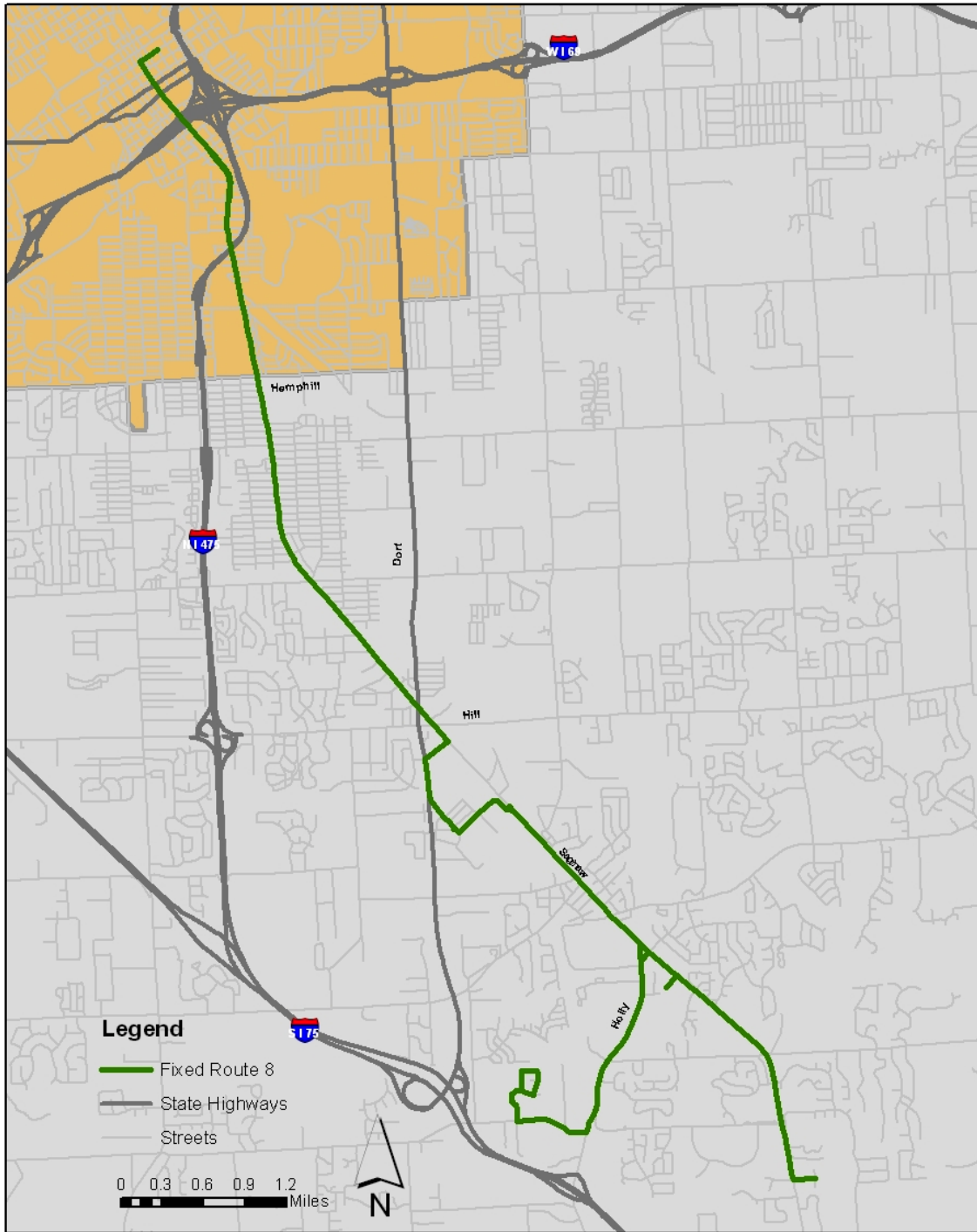
The Flint Mass Transportation Authority (MTA) provides public transportation to the Flint Metro area with 14 fixed routes and a number of other transit services to area residents (MTA 2013). The South Saginaw corridor is serviced by Bus Route 8 (Figure 2.19), which provides service every half hour Monday through Friday 6:30 A.M. to 11:30 P.M., with additional hours over the weekend (MTA 2013). Bus fares are priced starting at \$1.50, with discounts for seniors and students. The MTA has 263 vehicles, and 420 employees, which provide service to over six million passengers annually (MI DOT 2011). Ridership rates have increased in recent years, which could be attributed to the MTA's investment in new fuel-efficient hydrogen powered buses. Flint is the first city in the Midwest to invest in this innovative technology. Genesee County residents are clearly supportive of the MTA system, as it was the 14th consecutive millage to pass (Fonger 2012).

Transit stops throughout the study area were generally without amenity. The bus stop located adjacent to the International Academy of Flint was the most well equipped transit stop within our study area. However, even this stop is not well maintained by the MTA, as it is missing numerous panes of glass and is generally dirty. Also, the transit stop does not include any route information, or additional seating outside of the shelter (Figure 2.18). This is typical of stops within the study area, as most were only distinguishable by small metal "MTA" signs attached to poles. This makes public transportation difficult for residents who are unfamiliar route schedules or directions.

Figure 2.18: MTA Transit Stop, South Saginaw Street



Figure 2.19: MTA Fixed Route 8



Source: Authors, Flint MTA - <http://mtaflint.org/guide/fixedRoute.php>

3 - Regional Socio-Economic Profile

This section includes information about population, household income, industry of occupation, commute to work, poverty rate, racial distribution, age, gender, educational attainment and other factors that comprise the demographics of the study area and surrounding areas. In order to gain a full perspective of the area, the practicum team collected data for the South Saginaw Corridor, the City of Flint, and in some instances Genesee County. The data used in the report for the years 2000 and 2010 was obtained from the United States Census Bureau (US Census) and Economic and Social Research Institute (ESRI).

3.1 Population

The overall population of the City of Flint has decreased due to a wide range factors, and this trend remained true within the South Saginaw Corridor. In the year 2000 the population of the City of Flint was 124,943 and dropped to 107,807 in the year 2010 (13.71% decrease), while the overall population of Genesee County decreased just 0.708 %. The study area only retained 52 percent of its population between 2000 and 2010 estimates. This trend is expected to stabilize in coming years,

Table 3.1: Study Area, Flint and Genesee County Population, 2000, 2010

TOTAL POPULATION		
	2000 (SF 2)	2010 (ACS 5-Year)
South Saginaw Corridor	461	242
Flint, MI	124,943	107,807
Genesee County, MI	436,141	433,054

Source: United States Census Bureau, 2000-2010

3.2 Age Distribution

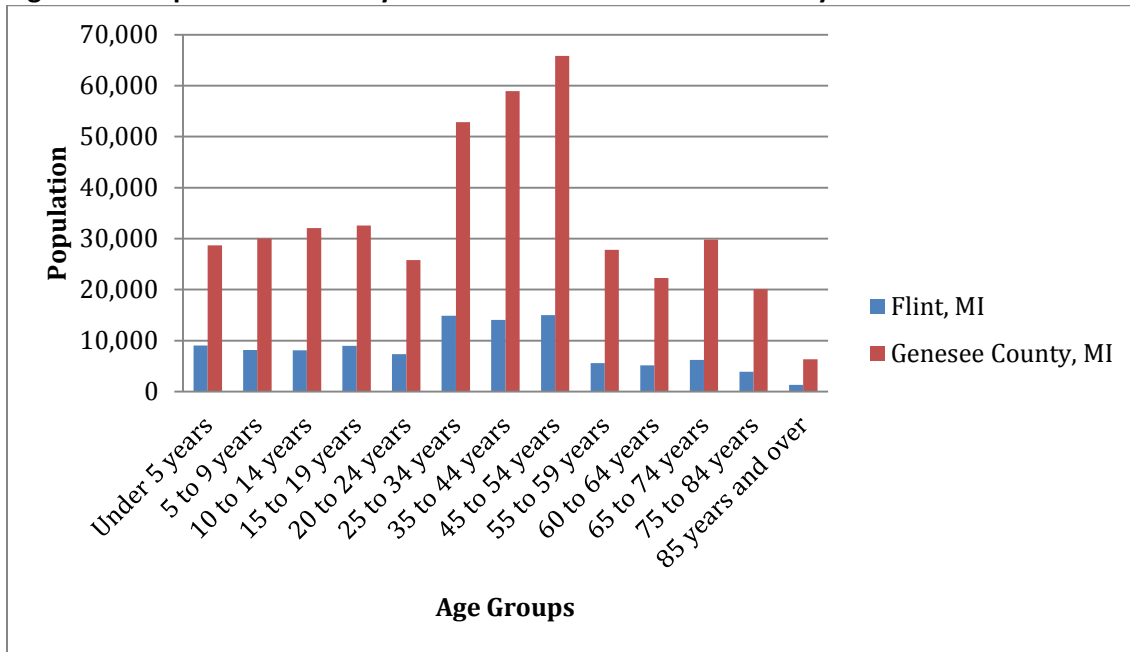
The age cohorts with the highest levels of population within the City of Flint were comprised of residents aged 25 to 24 years, with over 15 percent of the population falling within this cohort. Adjacent cohorts aged 35 to 44 years and 45 to 54 years experienced high levels of population, which is a trend similar to those exhibited throughout urbanized areas in the United States. This distribution of age shows that fewer older residents (aged 55 or older) reside within the city, which could imply that residents relocate towards the end of their working lives. This distribution also signifies that the population in the City of Flint is aging, not replacing population figures from older generations with members of younger cohorts. This could become a significant issue in coming years for the City to face, as the cohorts with large quantities of population reach retirement age, the city's workforce will also retire.

Table 3.2: Flint and Genesee County Age Groups

AGE	2000 (SF 2)				2010 (ACS 5-year)			
	Flint, MI		Genesee County, MI		Flint, MI		Genesee County, MI	
		Percent		Percent		Percent		Percent
Under 5 years	11,202	8.97	31,622	7.25	9,036	8.97	28,681	8.97
5 to 9 years	11,871	9.50	35,181	8.07	8,187	9.50	30,010	9.50
10 to 14 years	10,036	8.03	33,562	7.70	8,086	8.03	32,106	8.03
15 to 19 years	9,014	7.21	31,279	7.17	9,003	7.21	32,549	7.21
20 to 24 years	9,028	7.23	26,698	6.12	7,361	7.23	25,792	7.23
25 to 34 years	18,830	15.07	59,478	13.64	14,875	15.07	52,874	15.07
35 to 44 years	17,912	14.34	69,930	16.03	14,074	14.34	58,937	14.34
45 to 54 years	14,902	11.93	59,847	13.72	14,995	11.93	65,809	11.93
55 to 59 years	5,004	4.01	21,185	4.86	5,619	4.01	27,830	4.01
60 to 64 years	4,060	3.25	16,752	3.84	5,135	3.25	22,268	3.25
65 to 74 years	7,273	5.82	28,600	6.56	6,233	5.82	29,799	5.82
75 to 84 years	4,450	3.56	16,779	3.85	3,875	3.56	20,077	3.56
85 years and over	1,361	1.09	5,228	1.20	1,328	1.09	6,322	1.09
Total	124,943		436,141		107,807		433,054	

Source: United States Census Bureau, 2000-2010

Figure 3.3: Population Levels by Cohort in Flint and Genesee County



Source: United States Census Bureau, 2000-2010

3.3 Racial Distribution

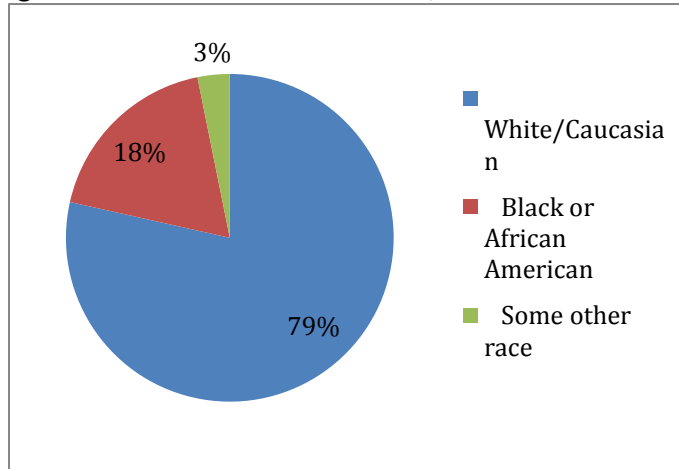
Highest levels of racial distribution within the City of Flint and Genesee County lie between those of Caucasian and Black or African American descent, as numbers for these groups far outweigh other racial groups. In the year 2010, the number of Caucasian individuals in Flint totaled 42,603, while Black or African American individuals 59,124. In Genesee County the number of Caucasian individuals totaled 324,709 for the year 2010, while the number of people of Black or African American descent totaled 87,527.

Table 3.4: South Saginaw Corridor, Flint, and Genesee County Racial Distribution

Racial Distribution	2000			2010 (ACS Year 5)	
	South Saginaw Corridor	Flint, MI	Genesee County, MI	South Saginaw Corridor	Flint, MI
One race	442	121,018	426,622	229	104,249
White/Caucasian	347	51,710	328,350	171	42,603
Black or African American	81	66,560	88,843	49	59,124
Some other race	14	3,307	12,994	9	3,030

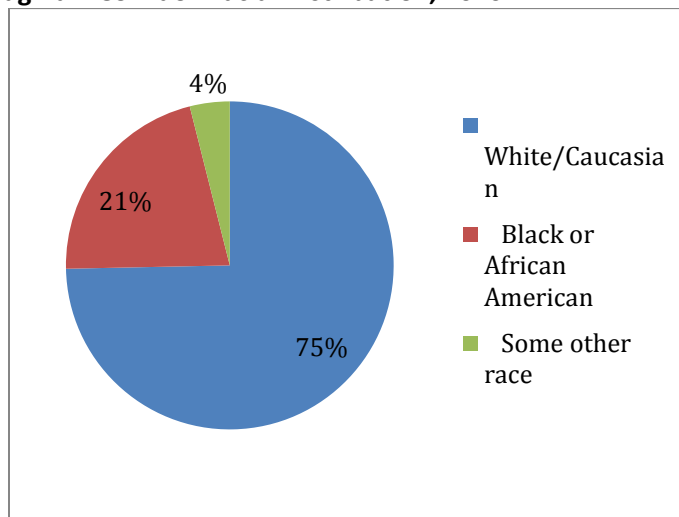
Source: United States Census Bureau, 2000, 2010

Figure 3.5: South Saginaw Corridor Racial Distribution, 2000



Source: United States Census Bureau, 2000

Figure 3.6: South Saginaw Corridor Racial Distribution, 2010



Source: United States Census Bureau, 2010

3.4 Educational Attainment

In both 2000 and 2010 the average educational attainment of Genesee County was higher than the City of Flint. Of Flint's 2010 population, 38 percent had achieved a high school diploma or the equivalent, while only 34 percent of all residents in the county had earned a high school degree. Flint has also seen an increase in the number of high school graduates, as it has increased by six percent since 2000. The number of residents with a graduate or professional degree was significantly lower in Flint (3.7 percent) as compared to 6.7 percent for Genesee County.

Table 3.7: Flint and Genesee County Education Attainment

EDUCATIONAL ATTAINMENT	2000 (SF 3)		2010 (ACS 5-Year)	
	Flint, MI	Genesee County, MI	Flint, MI	Genesee County, MI
Population 25 years and over	73,722	277,660	66,134	283,916
Less than 9th grade	4,417	10,917	3,033	8,228
9th to 12th grade, no diploma	14,415	35,893	9,635	25,430
High school graduate (includes equivalency)	23,612	92,661	25,273	97,779
Some college, no degree	18,192	71,023	16,511	73,870
Associate's degree	4,754	22,107	3,999	24,539
Bachelor's degree	5,314	29,272	5,231	34,962
Graduate or professional degree	3,018	15,787	2,452	19,108

Source: United States Census Bureau, 2000-2010

3.5 Poverty Rates

The poverty rate in Flint was 26.4 percent in 2000, which is higher than that of Genesee County, which was 13.1 percent. In 2010, the City of Flint experienced a large increase in the poverty rate from 26.4 to 41.2 percent. For the same period, the poverty rate in Genesee County is also increased to 21.0 percent from 13.1. Within these ten years, both the poverty rate in Flint and Genesee County has more than doubled.

Table 3.8: Poverty rate in Flint and Genesee County

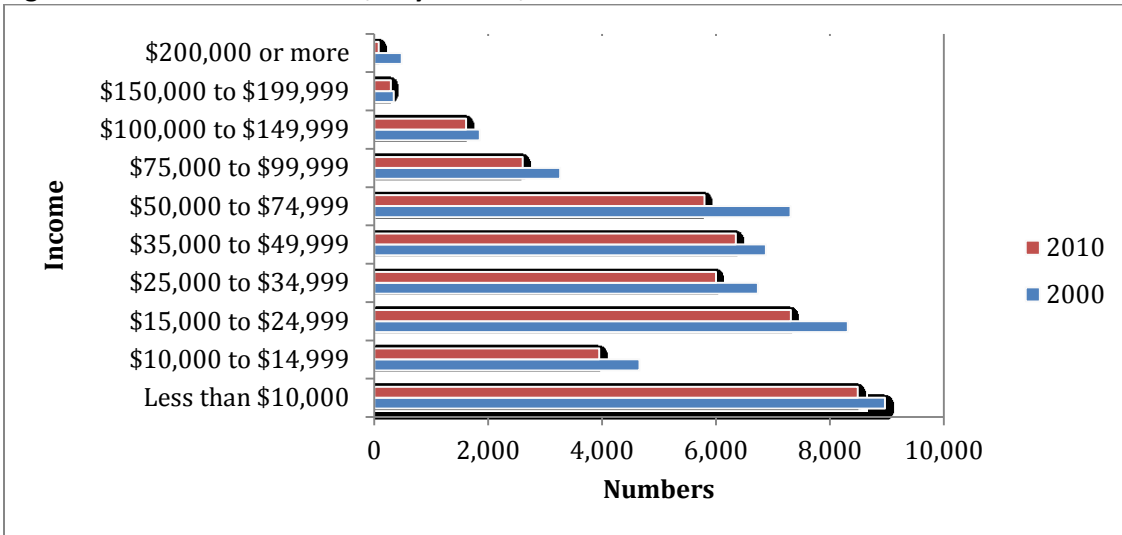
Subject	2000		2010	
	Flint, MI	Genesee County, MI	Flint, MI	Genesee County, MI
Below poverty level	32,440	56,480	41,265	87,902

Source: Census 2000 Summery File3, 2010 American Community Survey 1-Year Estimates

3.6 Household Income

In the City of Flint, there were 48,818 households in 2000, but that number fell to 42,503 in 2010. The median household income of Flint declined from \$28,015 to \$27,199.

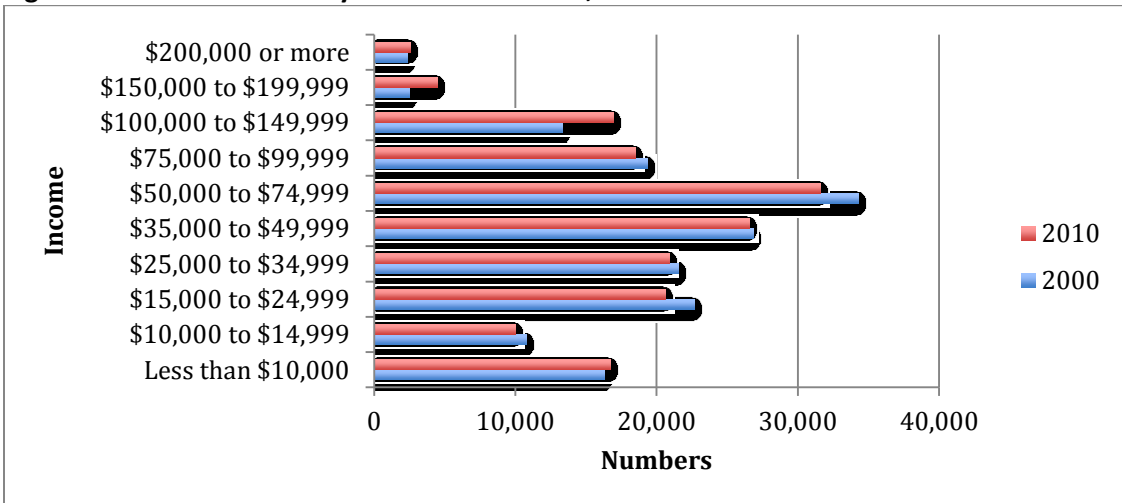
Figure 3.9: Household Income, City of Flint, 2000 and 2010



Source: U. S. Census Bureau 2000, 2010

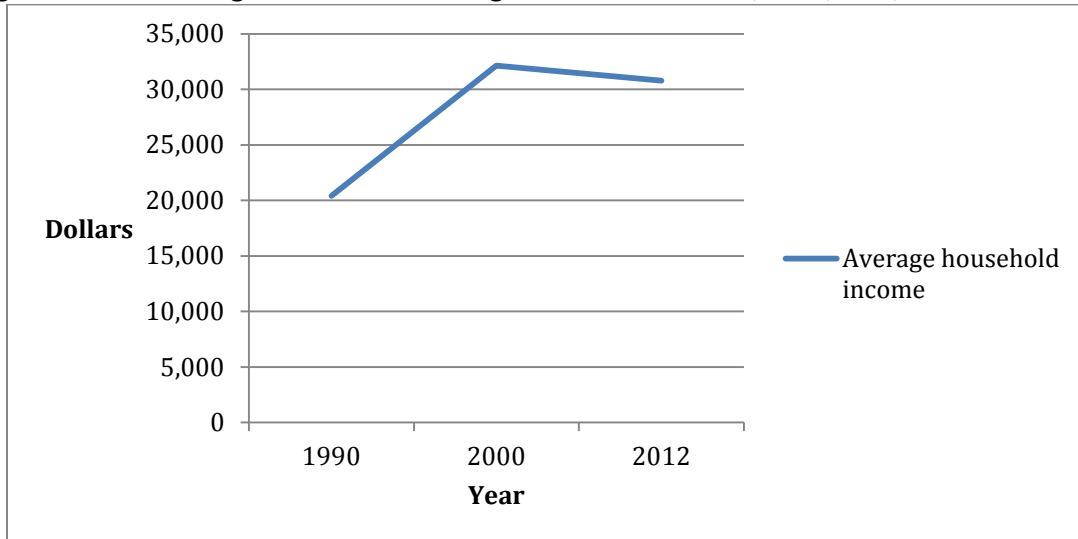
Within the South Saginaw Corridor the average household income increased from 1990 to 2000 but decreased from 2000 to 2012, as shown in Figure 3.11. The average household income for the South Saginaw Corridor was \$30,790 in 2012, however a majority of households in the corridor had an average income of less than \$20,000. In comparison, the median household income for Genesee County increased to \$43,483 in 2010.

Figure 3.10: Genesee County Household Income, 2000 and 2010



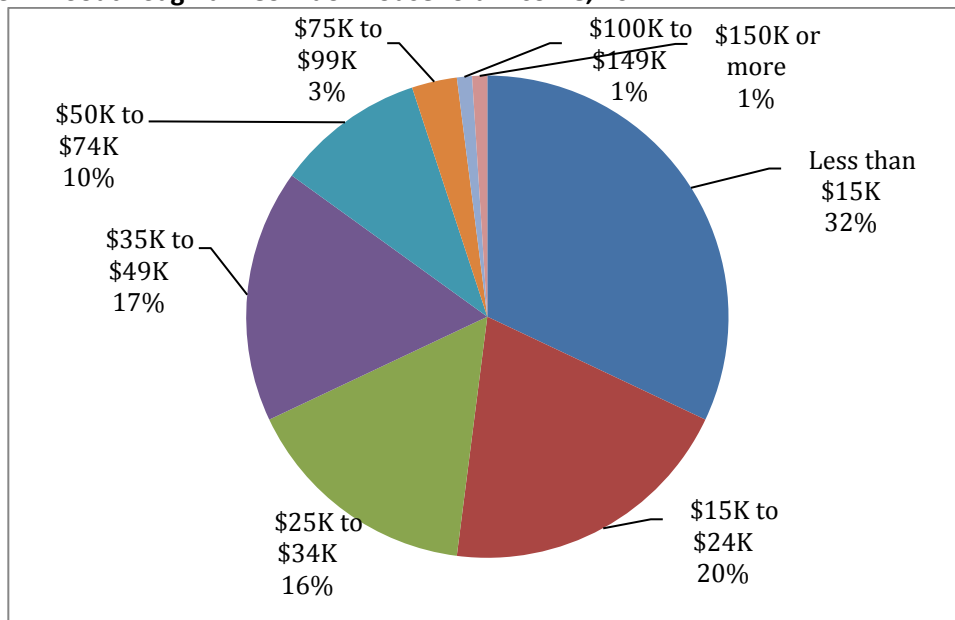
Source: U. S. Census Bureau 2000, 2010

Figure 3.11: South Saginaw Corridor Average Household Income, 1990, 2000, and 2012



Source: ESRI, Census Bureau

Figure 3.12: South Saginaw Corridor Household Income, 2012



Source: ESRI, Census Bureau

3.7: Local Community Workforce

Table 3.13 illustrates the manner that residents commuted to work in South Saginaw Corridor, the City of Flint and Genesee County for years 2000 and 2010. The population of workers aged 16 years and over decreased from 2000 to 2010 in these three geographies. The majority of workers commuted by car in both years 2000 and 2010. In the South Saginaw corridor, the public transportation experienced a sharp decrease from 16 workers utilizing public transit, to just two workers in 2010. In the years between 2000 and 2010, the

people who worked at home increased in Flint and Genesee County, but remained stable within the corridor.

Table 3.13: South Saginaw Corridor, Flint, Genesee County Commuting to work, 2000 and 2010

COMMUTING TO WORK	South Saginaw Corridor		Flint, Michigan		Genesee County, MI	
	2000	2010	2000	2010	2000	2010
Workers 16 years and over	160	95	44,114	31,285	187,588	165835
Car, truck, or van -- drove alone	90	74	33,082	24,492	158,120	140630
Car, truck, or van -- carpoled	33	11	6,962	3,687	19,845	15691
Public transportation (including taxicab)	16	2	1,773	1,129	2,319	1666
Walked	9	3	1,037	699	2,307	1657
Other means	5	1	442	338	1,174	1298
Worked at home	4	4	818	940	3,823	4893

Source: U. S. Census Bureau 2000, 2010

In 2010, the highest employer of workers in the South Saginaw Corridor worked in the construction and extraction field. The second largest occupation was architecture and engineering, with transportation and material moving falling next. Only percent of workers in the South Saginaw Corridor were employed in food preparation and personal care and service in 2010.

Table 3.13: South Saginaw Corridor Occupation by Percentage of Workforce, 2010

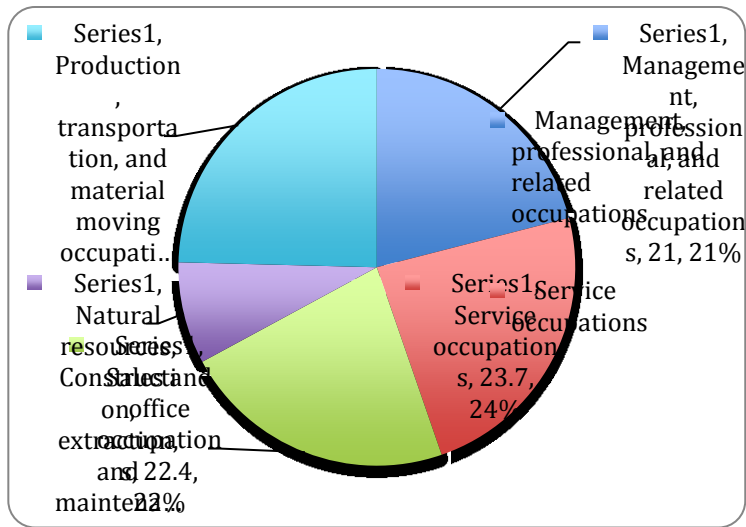
South Saginaw Corridor Occupation	2010
-----------------------------------	------

by Percentage of Workforce	
Construction and extraction	26
Architecture and engineering	21
Transportation and material moving	14
Building and grounds cleaning and maintenance	9
Education, training, and library	8
Healthcare practitioner, technologists, and technicians	5
Office and administrative support	4
Healthcare support	3
Sales and related	3
Protective service	2
Production	2
Food preparation and serving related	1
Personal care and service	1
Total	99

Source: ESRI, Census 2010

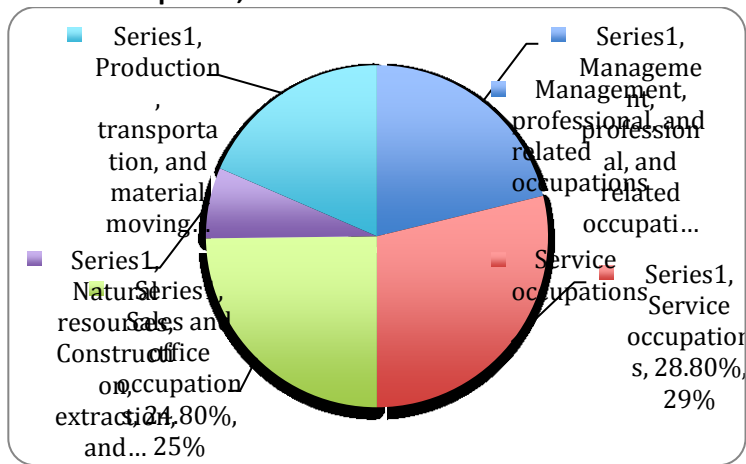
In the year 2000 the greatest number of people employed in the City of Flint worked in the Production, transportation, and material moving industry, which totaled 11,276. In year 2010, the number of people employed in that same field decreased significantly to 5,995. The service occupation had the largest share of all occupations in 2010, with 29 percent. In 2010, the percent of sales and office occupations also increased from 22 percent to 25 percent. Even within recent years, these figures show that the occupations within the city have changed significantly illustrating the fact that Flint is still a city in transition.

Figure 3.14: City of Flint Occupation, 2000



Source: U. S. Census Bureau 2000

Figure 3.15: City of Flint Occupation, 2010



Source: U. S. Census Bureau 2010

3.9 Industry

Table 3.17 displays employment figures aggregated by industry sector type for years 2000 and 2010 for the City of Flint and Genesee County. Industries that show a positive trend include agriculture, forestry, fishing and hunting, and mining for both in Flint and Genesee County. The construction industry decreased both in Flint and Genesee County, which should draw special attention as 26 percent of the corridor population is employed in this sector. The dramatic decrease in employment could be attributed to the burst of the “housing bubble” in late 2008, causing construction to stagnate nationwide. In City of Flint, the manufacturing industry decreased from 10,659 in 2000 to 4,967 in 2010. The industry of Flint also decreased from 2000 to 2010, except in the transportation and warehousing, and utilities fields. Five industries did experience an increase in employment at the county level; agriculture, forestry, fishing, hunting and mining, transportation, warehousing and utilities, public administration Educational, and

Arts. The remaining industries all experienced decreases in employment levels, with the largest number of job losses coming from the manufacturing sector.

Table 3.16: Flint and Genesee County Industry, 2000 and 2010

Industry	Flint, Michigan		Genesee County, Michigan		
	Year	2000	2010	2000	2010
Agriculture, forestry, fishing and hunting, and mining		77	105	588	727
Construction		2,199	1,257	12,115	9,046
Manufacturing		10,659	4,967	46,441	28,559
Wholesale trade		1,035	732	5,578	4,502
Retail trade		5,298	4,328	24,762	23,056
Transportation and warehousing, and utilities		1,482	1,484	6,727	6,994
Information		978	472	4,019	2,717
Finance, insurance, real estate, and rental and leasing		1,803	1,487	9,122	9,094
Professional, scientific, management, administrative, and waste management services		3,301	2,129	13,345	13,155
Educational, health and social services		10,795	8,900	40,757	42,646
Arts, entertainment, recreation, accommodation and food services		4,306	3,457	14,587	15,548
Other services (except public administration)		2,330	1,591	9,752	8,064
Public administration		1,622	1,414	5,176	5,872

Source: U. S. Census Bureau 2000, 2010

4: Market Analysis

4.1 Introduction

The student practicum group conducted a market analysis on the South Saginaw Corridor to determine the potential for retail and commercial development. This analysis was conducted against the backdrop of the surplus/leakage factor. The surplus/leakage factor provides a single measurement of the supply, retail/commercial sales; and demand, retail/commercial potential. A retail industry reporting a surplus or positive value indicated that the demand for a product or service within the specified area is being fulfilled by retail industries inside and outside of the specified region; therefore demand for a product or service is met within the area. While a leakage or negative value indicates that demand exceeds the supply for a product or service. In accessing the corridor, a business inventory had to be conducted. In addition to field research, ESRI data was collected ensure comprehensiveness of the collected. Table 4.1 provides a full accounting of businesses currently located within the study area.

Table 4.1: Existing Businesses

<u>Type of Business</u>	<u>Number of Businesses</u>
Public Administration	3
Auto repair/Maintenance	2
Other	7
Food/Drinking places	3
Accommodation/Food services	3
Arts/Recreation/Entertainment	1
Health care/Social assistance	5
Education services	1
Administrative support/Waste management	4
Professional/Scientific technology	2
Real Estate (rentals and leasing)	2
Insurance carriers	1
Finance	1
Miscellaneous stores	1
Health/Personal care stores	1
Building/Garden supplies dealers	2
Motor vehicle parts dealer	2
Retail trade	8
Wholesale trade	2
Manufacturing	1
Construction	5
Unclassified	1

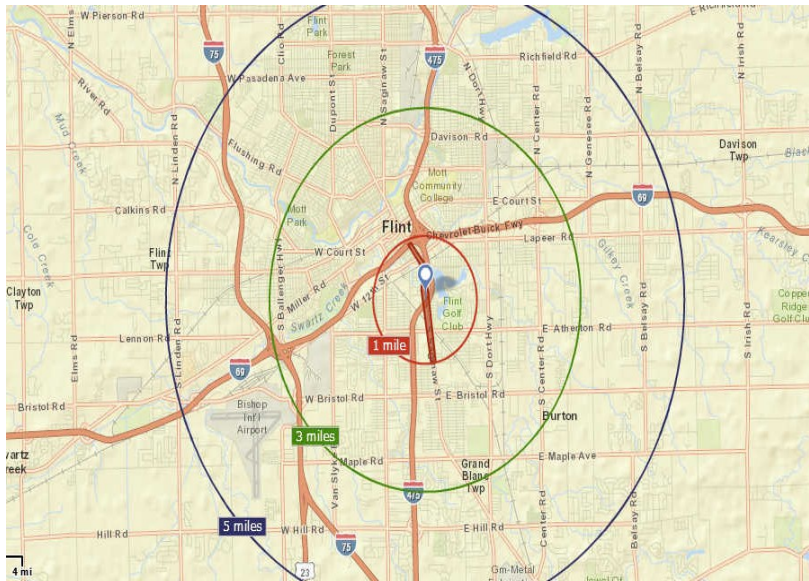
The same study area was utilized for this analysis, with Interstate 69 and Hemphill Road providing the northern and southern extents, with a one-block buffer placed on either side of South Saginaw Street. This buffer was included to incorporate all businesses that are located on the corridor. The study area is depicted in Figure 4.2.

Figure 4.2: Market Analysis Study Area



Source: ESRI Business Analyst

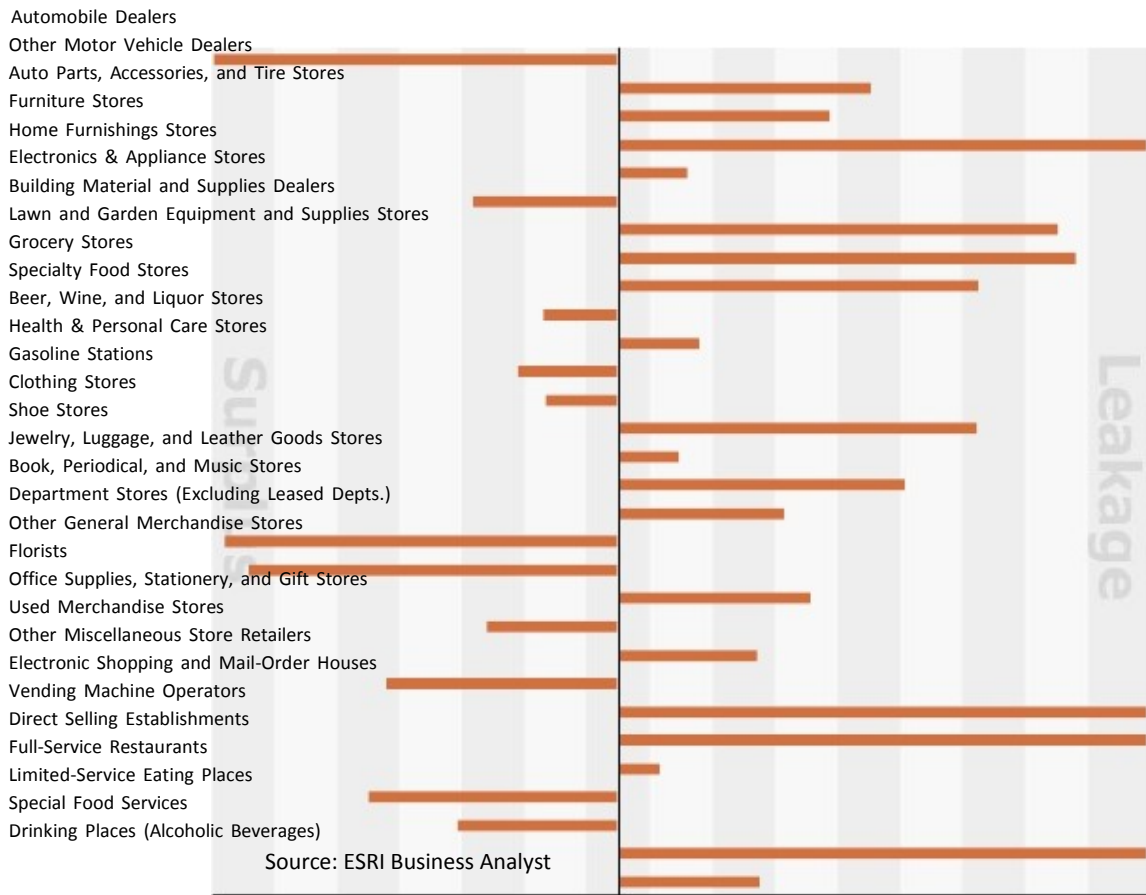
Figure 4.3: One-, Three-, and Five-mile radius' from the Study Area



4.2 One-Mile Radius Analysis

The business analysis conducted for the one-mile radius identified several market sections where retail leakage appears. These included motor vehicle dealers, auto parts, accessories and tire stores furniture stores, home furnishing stores. The corridor has remained constant in sustaining some business activity but there is room in the retail market to add more businesses. The analysis has identified some of the leakage to the vacancies along the corridor in hopes of attracting more residents inside and outside of the corridor. When bringing in potential businesses, it is essential to remember that the businesses must fit in with the existing businesses of the corridor.

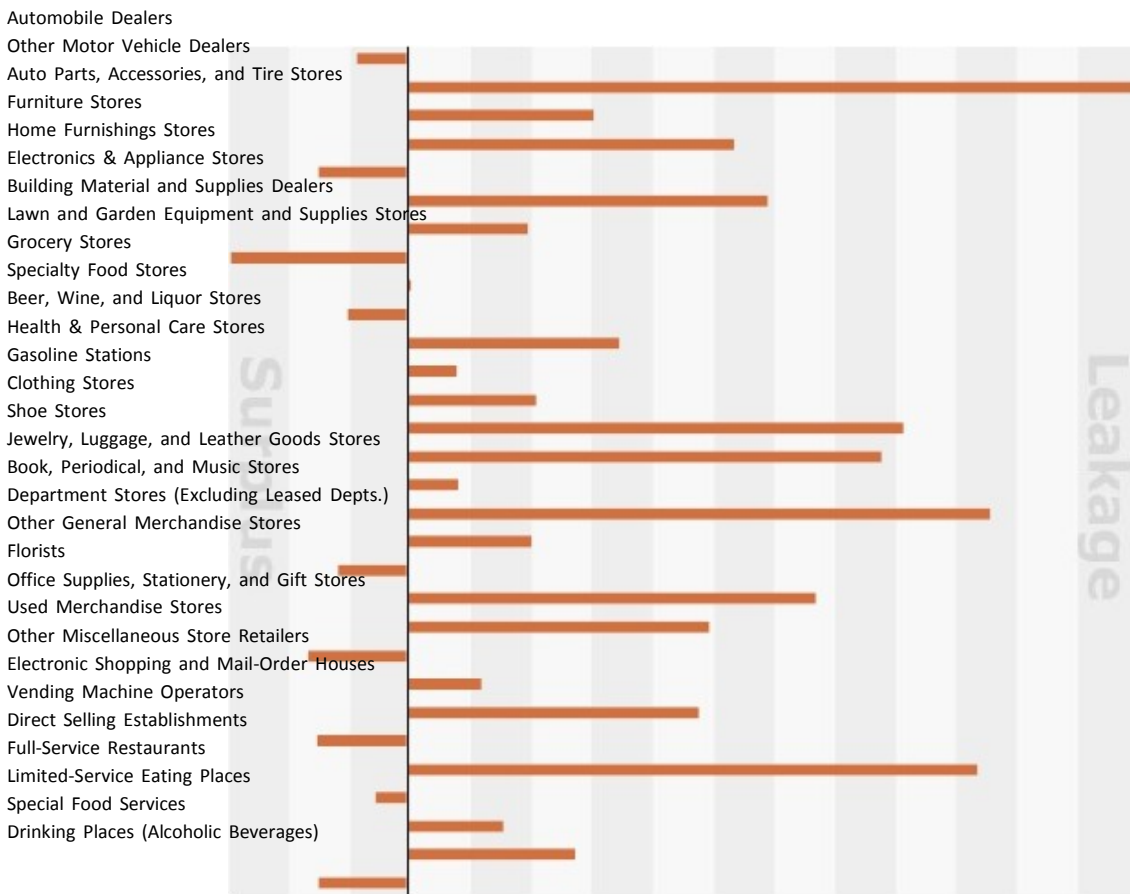
Figure 4.4: One-Mile Retail Market Surplus and Leakage



4.3: Three-Mile Radius Analysis

The three-mile radius contains more section leakages than in the corridor study area itself, perhaps due to the movement of residents away from the South Saginaw corridor into surrounding neighborhoods and suburbs of Flint. The demand for the services and products is greater than the capacity of local businesses in that section to provide for their needs.

Figure 4.5: Three-Mile Retail Market Surplus and Leakage

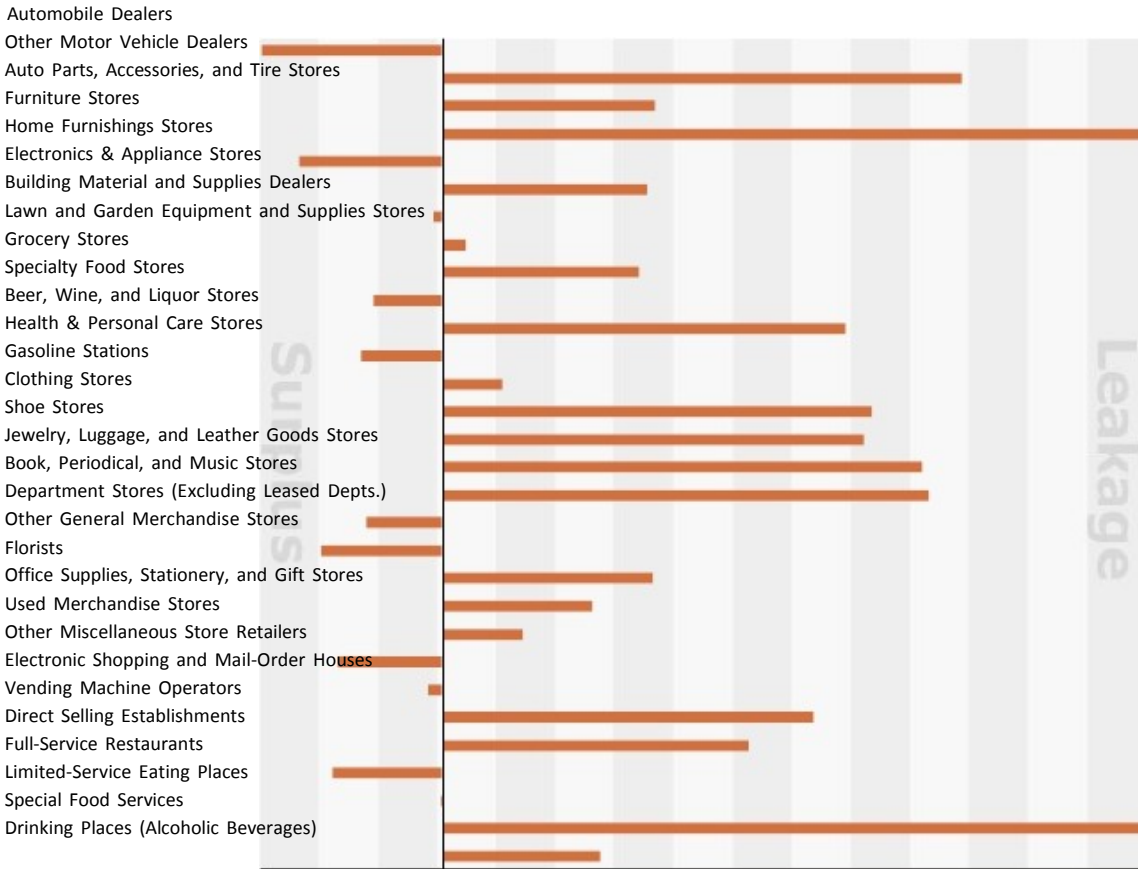


Source: ESRI Business Analyst

4.4: Five-Mile Radius Analysis

The five-mile radius shows additional leakage and offers potential for commercial development. While there are some businesses that operate in the surplus, the negative leakage outweighs the income being added to the area.

Figure 4.6: Five-Mile Retail Market Surplus and Leakage

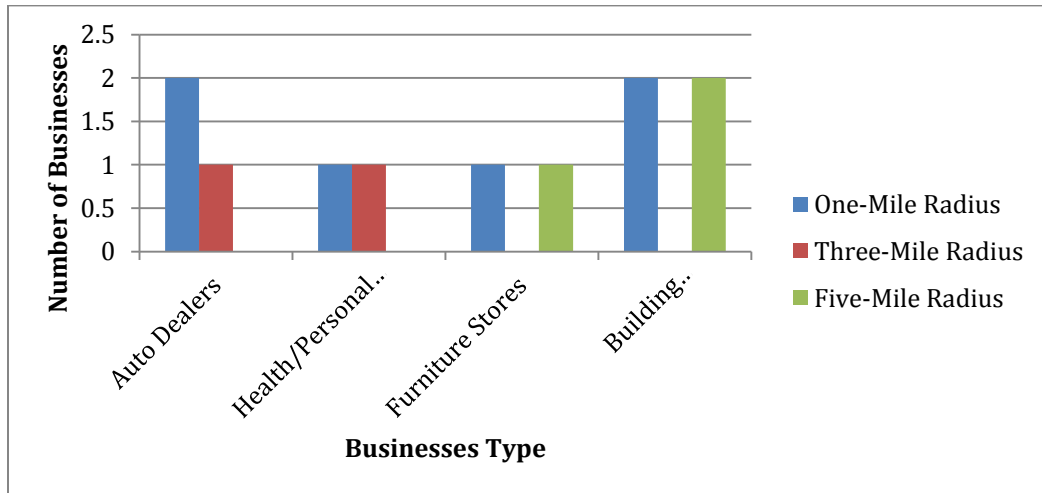


Source: ESRI Business Analyst

4.5: Findings

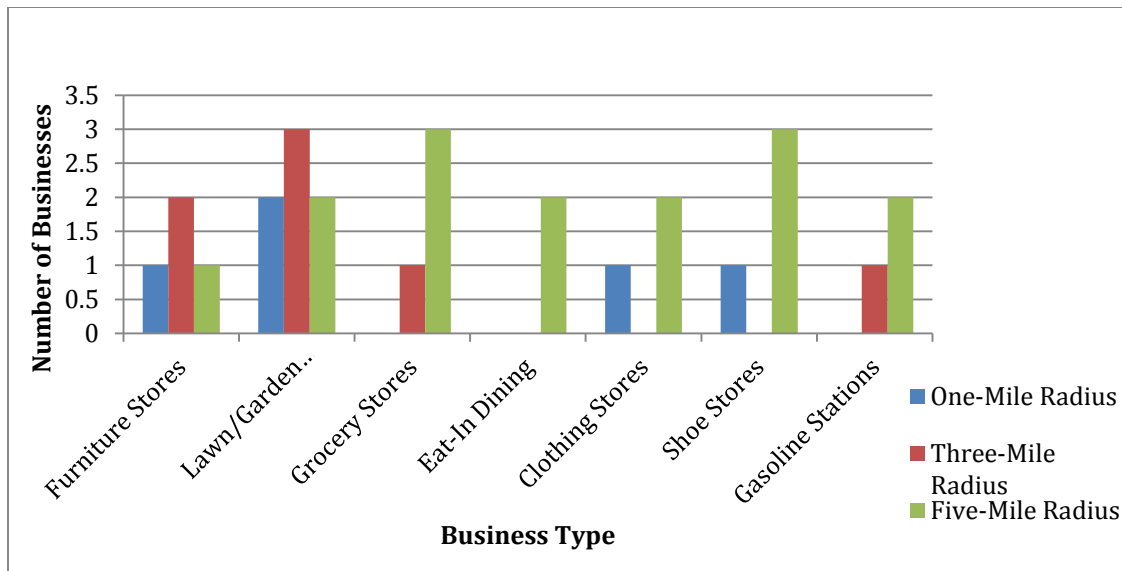
The presented data illustrates leakage in the one mile radius of the center of the South Saginaw corridor, which is a slight decrease in surplus within a three mile radius, and a greater increase in surplus for different industries within a five mile radius in comparison to the three and one mile radius. Surplus among the three analyzed geographic distances as it pertains to the one-mile radius exists for the following industries:

Figure 4.7: Business Surplus Chart



Following a process of elimination, from this analysis there may be potential for retail development for other retail industries. Among retail industries showing leakage, the following industries are most significant and would fit in to the existing infrastructures and businesses that are already located along the corridor, based on aggregate leakage/surplus factor across all three geographic units:

Figure 4.8: Potential New Businesses



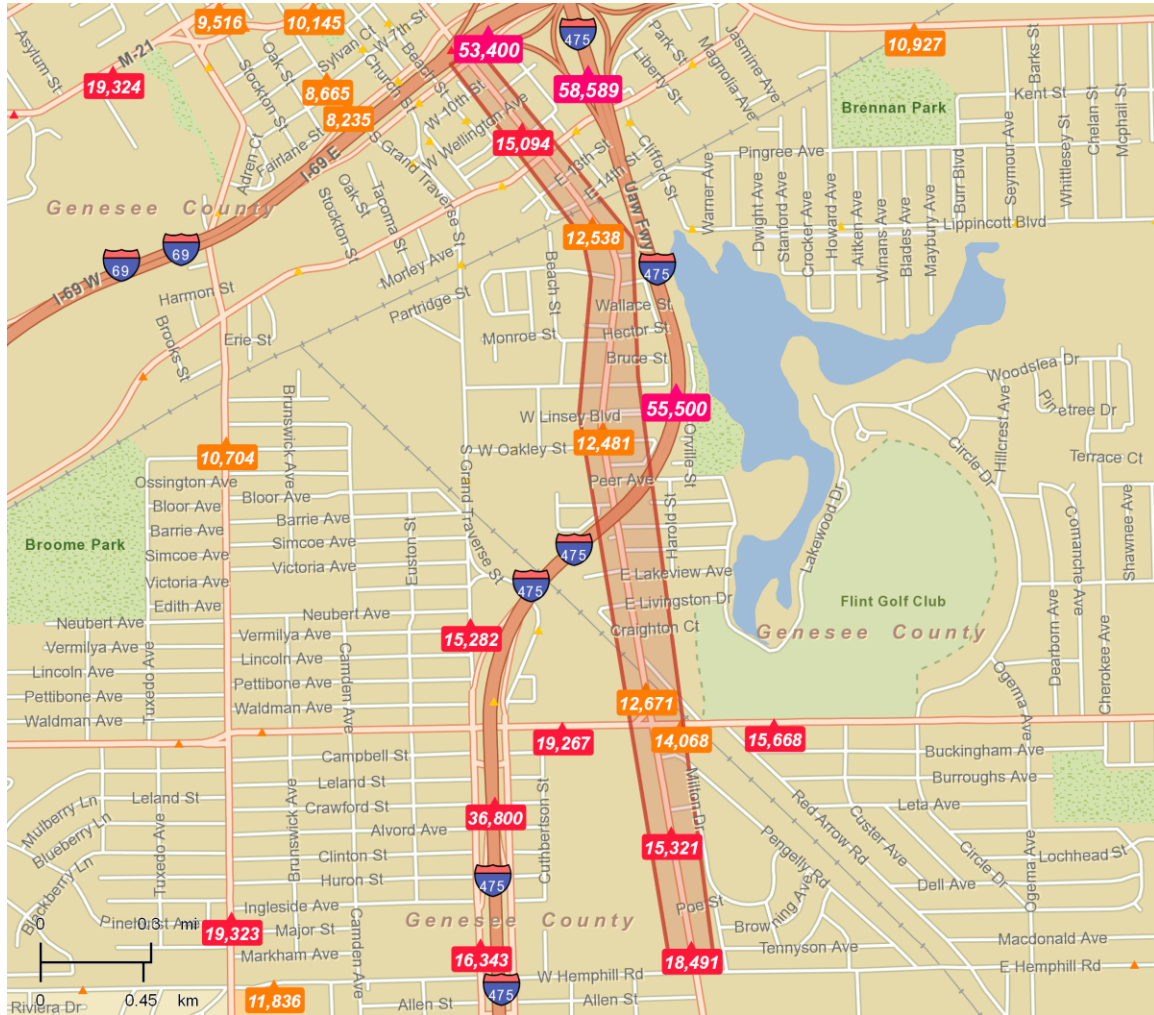
In conclusion, the analysis provided based on the surplus/ leakage factor illustrates demand for commercial development in Flint on the South Saginaw Corridor. As the three- and five-mile radius charts shows, the South Saginaw corridor e potential in attracting development. New businesses that could be supported among corridor residents include furniture stores, lawn and garden stores, clothing and show stores. The corridor could attract visitors from nearby neighborhoods with the development of a grocery store and gas stations. By enticing business to the corridor, the city would be ensuring the long-term economic longevity of South Saginaw Street.

4.6: Traffic Analysis

The South Saginaw Corridor is a major arterial road. It is a two-way undivided four-lane road. It is used for commercial, residential, school and through traffic. The lane width is twelve feet wide, a standard set by the American Association of State Highway and Transportation Officials (AASHTO). The posted speed limit along the corridor is 30 miles per hour (mph), except in school zones during specific times where a portion of the corridor is marked 25 mph. There are no areas of permitted parking along the corridor according to signs posted on the corridor in specific areas. The Traffic Map depicts daily traffic counts for given points throughout the country. This data is compiled by ESRI's business analyst tool and was utilized by the practicum team to analyze the amount of traffic throughout the corridor. Traffic counts are slightly higher at either end of the study area, and decreasing in the middle. This pattern could be associated with the other major thoroughfares at each end of the study area. On average, over 19,000 cars travel along Atherton Road, cutting

across the corridor's southern end. Some of this traffic flows onto South Saginaw Street, however a significant portion bypasses the corridor.

Figure 4.10: South Saginaw Corridor Traffic Map



Source: ESRI Business Analyst

Genesee County tracks the percentages of car crashes for local streets. Traveling along I-475 on a busy weekday evening would lead you to believe that the interstates are where most

car crashes occur. Genesee County ranked the fifth highest in the state for fatal and personal injury auto accidents, yet within Genesee County, 66 percent of all traffic crashes occurred on local streets. The following statewide data from the 2011 Michigan Traffic Crash Facts:

- More fatal crashes occurred between 6:00 and 9:00 PM than any other time period.
- More fatal crashes occurred on Saturday than any other day.
- More fatal crashes occurred in August than any other month.

The statistics for the year 2012 can be seen in Figure 4.11.

Figure 4.11: 2012 Accident Statistics In Genesee County

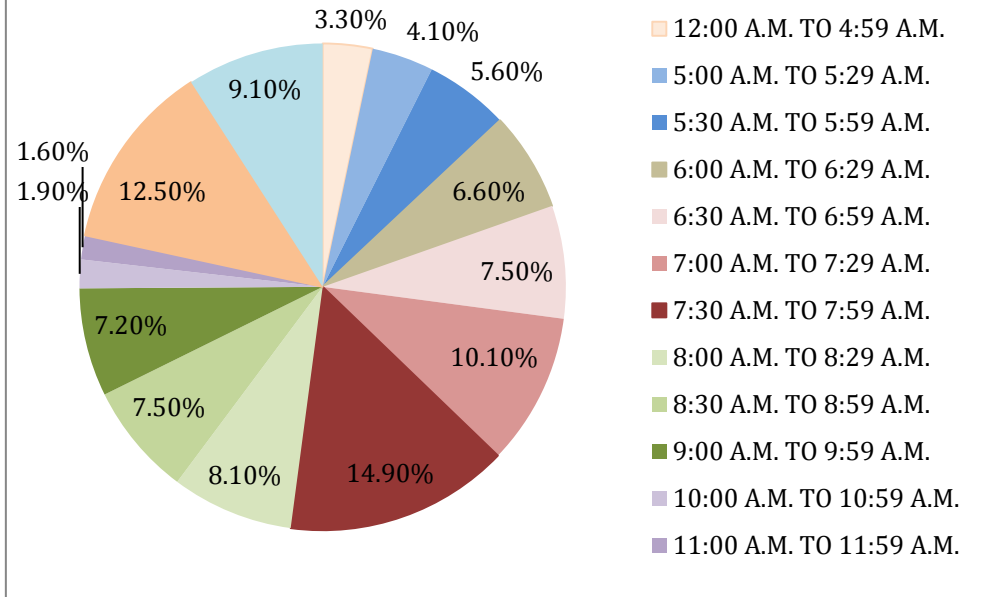
All Crashes:	9,367
Fatal Crashes:	35
Crashes Producing Injury:	2,258
Crashes Producing Property Damage:	7,074
Interstate Crashes:	1,626
Local Street Crashes:	6,157
State Route Crashes:	1,268
US Route Crashes:	316
Fatalities:	35
Persons Injured:	3,145

Source: Michigan Office of Highway Safety Planning, 2012 Crash Facts

ESRI’s Business Analyst estimates the commute times to work during the day to observe the times of the day when traffic was at its heaviest. Figure XYZ shows the time of day that workers travel in Flint. The graph depicts the highest early morning commuting times in 30-minute intervals before returning to 3-5 hour intervals during the early morning and evening times. It has been recorded that the highest morning travel to work percentage is 14.9, during the time of 7:30-7:59 A.M. The second highest drive time which is between the times of 12:00-3:59 P.M. these times are when the second wave of employees start their commute to work. The second highest percentage of 9.1 is during the rush hour traffic, when full-time and part time afternoon or night shift employees are commuting to work.

Figure 4.12: Commute Time of Day for Flint Workers

Travel Time to Work in Flint



Source: ESRI Business Analyst

5: Corridor Improvement Plan



5.1: Commercial Revitalization Strategy

The South Saginaw Corridor features a number of assets to work with, including such anchors in the community as Diplomat Pharmacy, The International Academy of Flint, and Applegate Chevrolet. These long-time members of the community have demonstrated great resolve in their continued presence.. If possible, these assets should be developed upon and expanded by strengthening the vital areas of the corridor. These areas have been identified as the blocks adjacent from Diplomat Pharmacy, the blocks neighboring the International Academy of Flint, and the 12th Street Intersection (Figure 5.1). The first two areas were identified based on their proximity to an anchor tenant, and the low quality of the building stock in the surrounding homes and businesses. The 12th Street Intersection was identified as a possible opportunity for redevelopment of several severely blighted properties, which would strengthen the corridor and provide a gateway to the downtown. Stakeholder interviews and questionnaire forms were used to obtain public feedback on corridor redevelopment goals, priorities, and recommendations. This insight was used to understand the community's perceptions of the effectiveness and shortcomings of the ongoing redevelopment efforts, while also providing their vision for the community moving forward.

Figure 5.1: Anchor Tenants and Potential Redevelopment Opportunities



As redevelopment occurs, it remains important to attract the right type of businesses to the corridor, with the hope that they remain long-time members of the community. The following

provides a summary of retail market gaps, and shares insight into businesses that may be commercially viable along the corridor.

- There was a gap identified for grocery stores within the corridor in the market analysis. There are parcels in the southern section of the study area that would be large enough to house both the store and parking. However, grocery stores have failed in the city before, and the farmers market does provide some competition in the summer months. Despite these recent difficulties, a grocery store may be able to succeed if it offered a full range of produce, meats, and baked goods, but focused on keeping prices low.
- Grocery stores, although the market shows a demand for more grocery stores, it is not recommended to put a grocery store on the corridor because it does not fit in with the existing businesses. There is not a big enough parcel along the corridor to be able to sustain a grocery store and the parking it requires. A grocery store does have potential to be in the surrounding area but not on the corridor.
- Both the Market Analysis and the charette meetings identified the need for casual dining restaurants within the corridor. While many bars and take-out restaurants are located within the corridor, there are no dine-in family restaurants.
- Shoe and clothing stores were highlighted in the Market Analysis as potential gaps in service. Few shoe or clothing stores currently operate in or near the corridor, and their addition may help bring vital revenue to the community.
- Furniture stores are another potential market opportunity for the South Saginaw Corridor, as there is only one existing, relatively low-quality option.
- A need for lawn and garden equipment was expressed, as the residents would like more home improvement stores to help in making the homes on and around the corridor more aesthetically pleasing while creating a welcoming and friendly environment. This would also aid community gardening efforts.

Feasibility studies for each of these identified businesses should be conducted to determine ideal locations for possible businesses. City officials should exercise flexibility and work with developers to expedite activities such as land assembly and remediation efforts. These actions will entice developers to the corridor, stimulating development. Further possible measures that could be undertaken to stimulate redevelopment within the corridor include incentives such as tax abatements and financing through bonds or façade improvement funding for existing businesses in the community.

5.2: Traffic Management Plan

Traffic counts provided by the Business Analysis Index suggest a stable level of traffic along this corridor coming in from the interstate, which is necessary to attract redevelopment along the corridor.

The traffic counts suggest a much higher vehicle per day usage for interstate traffic on and around the interstate entry and exit ways, with the potential incoming businesses; the corridor should retain much of that traffic.

However, throughout the charette process, it became clear that businesses and residents desired a re-envisioning of the traffic flow throughout the corridor. Many suggestions sought to reduce the number of lanes and traffic speed to help create a safe thoroughfare. To accomplish these ends, a number of traffic calming measures are suggested.

- Conduct a road diet feasibility study, to analyze the possibility of reducing the number of lanes along the corridor. With average daily traffic counts ranging from 12,000 to 15,000 cars, it would suggest that fewer lanes would not significantly impact commute times.
- One possible lane reduction measure includes the installation of a median. The median would run the length of the corridor, provide a natural streetscape beautification effort, enhance the safety of pedestrians and calm the flow of traffic. A median could also facilitate future public transit investment by creating safer transit stops within the median.

5.3: Sidewalk Improvement Plan

Currently, the sidewalks within the corridor study area feature a wide variation in quality, width and accessibility. In redeveloping the corridor, emphasizing healthy walkable sidewalks assist greatly in promoting walkability to the different restaurants and shops. This could be accomplished by implementing the following recommendations:

- Create level and even crosswalks, repair damaged sections, and ensure all crossings are A.D.A.-compliant are all major steps towards increasing walkability.
- Well-designed and clearly marked crosswalks at intersections and mid-block locations where necessary would also promote walkability both for the businesses and school children, ensuring safety when crossing streets.
- Through the lane reduction measures discussed in the previous section, a bike lane could be implemented running the length of the corridor. This would provide another linkage to the commercial downtown and encourage non-motorized modes of transit.

5.4 Streetlight Improvement Plan

In order to create uniform and visually appealing street lighting that signifies the South Saginaw Corridor and provides safety for residents, street lighting should be a major short-term priority for the city's Planning Department. Increased lighting in urban areas drastically reduces crime rates and creates safer areas. Attractive and well-lit streets also help to build the character of neighborhoods, yet much of the street lighting on the South Saginaw Corridor does not build the character of the area as many streetlights are worn out and do not function with the overall streetscape.

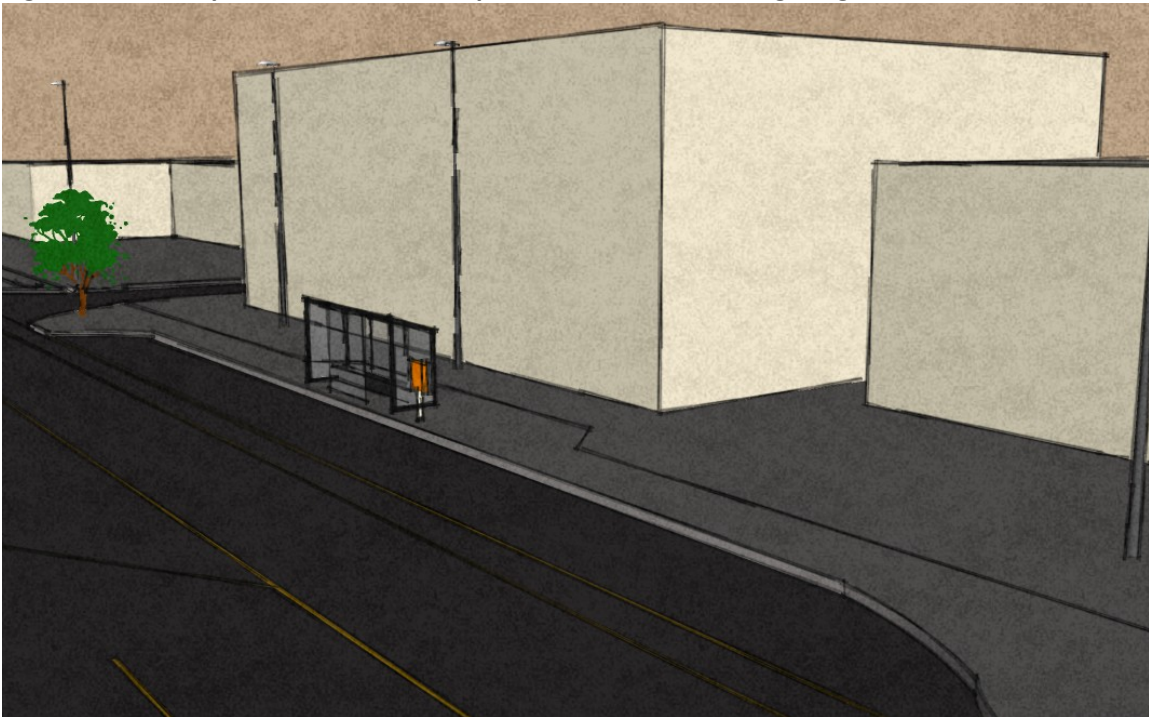
In the spring of 2010 the Okemos Downtown Development Authority in collaboration with Michigan State University conducted a street lighting study for Downtown Okemos and concluded that street lighting plays a major role in building the character and safety of neighborhood streets (Alhusain et al 2010). In the final conclusion it was determined that there are many advantages to having well-lit streets as opposed to minimal lighting or no lighting at all in an area. Some of the findings from the study included:

- Studies have shown that most crimes are committed in areas with poor lighting, thus an increase in streetlights may lead to an increase in safety (BCS 2008).
- Well-lit streets may reduce one's fear of the dark while walking, which may result in an increase in foot traffic.
- Increased street lighting helps make people feel more comfortable while walking to their destination.
- Well-lit streets can have an influence in a person decision to walk more often, which may increase the number of people passing a businesses' storefront in turn increasing the number of potential customers for a business.

After careful review of the benefits of street lighting the following steps have been recommended to enhance both the quality and efficiency of lighting along the South Saginaw Corridor:

- Remove deteriorating streetlights that do not uplift the character of the South Saginaw Corridor and replace them with lighting that build the character of the corridor.
- Safety of residents should be a major priority for city officials therefore; all street lighting should be well maintained in order to ensure safety.
- Work with city planners and other city officials to create a standardized system of streetlights that will be used throughout the corridor.

Figure 5.2: Conceptual MTA Transit Stop with Enhanced Streetlighting



5.5: Public Transit Improvement Plan

The MTA offers routine service at regular intervals throughout the corridor; however more steps could be taken to promote public transit ridership within the corridor. As shown in Figure 3.13 of the Socio-Economic Profile, public transit ridership is low for those commuting to work. Some of this may be attributed to the lack of amenity for many of the bus stops along the South Saginaw Corridor. Many of the bus stops along the South Saginaw Corridor are not well equipped for those who wish to use public transit. Observed bus stops were not user-friendly as glass from the shelter was missing, bus timetables were not available to travelers, and limited seating available for those waiting for the next bus.

Suggestions to foster ridership include:

- Clearly identifying public transit stops, increasing amenities at stops, and most importantly, educating riders of route information, such as timetables. Currently within the corridor, there is only one bus stop shelter, adjacent from the International Academy.
- The Flint MTA website (www.mtaflint.org) appears dated, lacks route-finding capabilities, and offers no information regarding specific transit stops or schedules. The website should be updated to provide an informative tool to increase ridership. MTA officials should also be encouraged to develop further ways of providing information to potential riders. One low-cost, yet effective way to attract more riders to the MTA system is the development of a mobile app for use on iPhone and Android devices. Quick Response (QR) Codes could be used to provide riders with up-to-date route schedules or alerts and are relatively low-cost initiatives.
- Bus stop shelters should be well maintained by the proper authority. Repairs should be expedited.

5.6: Signage and Wayfinding Improvement Plan

To create visually appealing and uniform signage along the corridor is helpful, not only for visitors within the city, but also to help create and maintain a neighborhood's identity. More could be done to acknowledge the city boundary on Hemphill Road, as well as welcoming people to the downtown just South of Interstate 69. In order to create wayfinding measures, the city and business owners should develop a plan to create uniform signage throughout the city. Further recommendations include:

- Planners and stakeholders organize funding for signage improvements throughout the corridor. This includes wayfinding measures for visitors to the region, as well as providing continuity within the city.

- Signage should be clear, concise and unique to the city. The city of Flint has historic archways that announce Flint as “Vehicle City” (Figure XX). These arches have been reproduced throughout the downtown as part of revitalization efforts. While these large archways may not be cost effective to construct throughout the corridor, a scaled back version would help to tie the corridor with the commercial downtown.
- These efforts by the city hopes to stimulate private façade and signage reinvestment.
- Install welcome signage at the boundaries of the South Saginaw Corridor. The practicum team has developed two signage examples to provide insight into future signage enhancements. The first example is a miniaturized version of the current archway the city installs (Figure 5.4). These archways should be large enough to be seen by motorists, yet remaining relatively small and cost effective. The second example is simply continuing the city’s current archways and dimensions, but with only two locations.
- Signage should be placed on either end of the South Saginaw Corridor. The northern welcome sign could be placed at the intersection of South Saginaw Street and Interstate 69. This location already serves as a natural entrance to the commercial downtown, and by placing improved signage this gateway will be further recognized as a natural extension of the commercial downtown.
- The southern welcome sign could be placed at the city boundaries, at the intersection of South Saginaw Street and Hemphill Road. Again, this location provides a natural extension of residents’ perceived geographic boundaries.
- Welcome signs could be integrated into further streetscape improvements. Utilizing planters in the improved signage, not only improves the beautification of the corridor, but provides an avenue for further community engagement through spring plantings of the flower planters and maintenance.

Figure 5.3: Historic Flint Vehicle City Sign

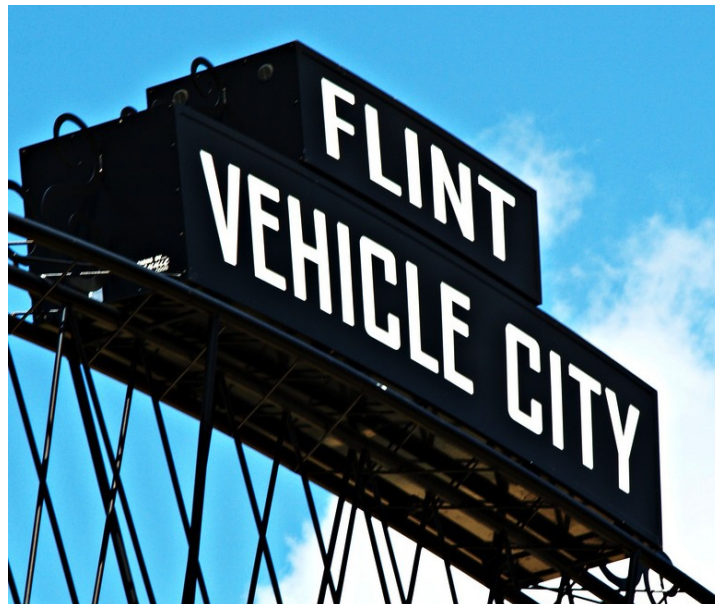


Figure 5.4: Example of Potential Signage



Figure 5.5: Possible Locations for Signage



5.7 Conclusion

The City of Flint faces a great deal of issues as it continues to develop its new Master Plan, and each of the nine sub-areas face unique challenges specific to that neighborhood. The South Saginaw Corridor is a commercial thoroughfare, surrounded by historic, urban-core residential neighborhoods. The corridor itself is in a state of transition, with one foot trapped in the manufacturing roots of the city, and the other trying to step into the future. By conducting this study, the practicum team hopes to stimulate further discussion between city officials and residents to create a stronger community for all members.

Appendix I: Commercial Building Inventory

Address Number	Street	Zip Code	Commercial Building Condition	Commercial Building Score	Notes
1401	S Saginaw St	48502	Good	1	Graff Truck Dealership
1402	S Saginaw St	48502	Fair	2	Car Wash- Closed
1410	S Saginaw St	48502	Fair	2	LL & T Strip Club
1501	S Saginaw St	48502	Fair	2	Global Security
1514	S Saginaw St	48502	Fair	2	Flint St NE Tires - Closed
1515	S Saginaw St	48502	Fair	2	Commercial/Industrial
1525	S Saginaw St	48502	Good	1	St. John
1530	S Saginaw St	48502			Vacant
1537	S Saginaw St	48502	Fair	2	Religious - Closed
1600	S Saginaw St	48502	Fair	2	Sunshine Bible Shop - Closed
1607	S Saginaw St	48502	Fair	2	
1613	S Saginaw St	48502	Fair	2	Flint Ignition
1621	S Saginaw St	48502	Good	1	Ten Fu Chinese Restaurant
1628	S Saginaw St	48502	Poor	3	
1638	S Saginaw St	48502	Fair	2	Julie's Pawn
1646	S Saginaw St	48502	Structurally Deficient	4	City Appliance - Closed
1701	S Saginaw St	48502	Fair	2	Strip Mall - Liquor Store, Clothing Store, and Closed
1702	S Saginaw St	48502	Fair	2	Closed
1714	S Saginaw St	48502	Fair	2	Cloud Nine Strip Club
1801	S Saginaw St	48502	Structurally Deficient	4	CBC Recycling - Closed
1802	S Saginaw St	48502	Fair	2	Austin Collision
2001	S Saginaw St	48502			Vacant
2032	S Saginaw St	48502	Fair	2	Feminine Health Care Center
2101	S Saginaw St	48502	Fair	2	Grease Rag Custom Cars - Closed
2117	S Saginaw St	48502	Fair	2	Deuces Wild - Closed
2127	S Saginaw St	48502	Good	1	Diamond Cleaners
2134	S Saginaw St	48502	Poor	3	Jim's Aluminum - Closed
2147	S Saginaw St	48502	Good	1	Diamond Cleaners
2201	S Saginaw St	48502	Fair	2	
2211	S Saginaw St	48502	Fair	2	
2240	S Saginaw St	48502	Good	1	Willing Glass
2254	S Saginaw St	48502	Fair	2	Harvey Auto
2304	S Saginaw St	48502	Fair	2	Harvey Auto
2307	S Saginaw St	48502	Fair	2	Warehouse
2310	S Saginaw St	48502	Fair	2	Liquor Store
2408	S Saginaw St	48502	Good	1	
2417	S Saginaw St	48502	Poor	3	
2501	S Saginaw St	48502	Fair	2	
2517	S Saginaw St	48502	Structurally Deficient	4	
2601	S Saginaw St	48502	Good	1	

2604	S Saginaw St	48502	Fair	2	
2623	S Saginaw St	48502	Poor	3	
2624	S Saginaw St	48502	Poor	3	
2706	S Saginaw St	48502	Fair	2	Auto Store - Closed
2724	S Saginaw St	48502	Fair	2	Auto Shop
2901	S Saginaw St	48502	Structurally Deficient	4	
2905	S Saginaw St	48502	Structurally Deficient	4	
2915	S Saginaw St	48502	Structurally Deficient	4	
2921	S Saginaw St	48502	Structurally Deficient	4	
3009	S Saginaw St	48502	Fair	2	
3016	S Saginaw St	48502	Fair	2	
3205	S Saginaw St	48502	Poor	3	
3207	S Saginaw St	48502	Fair	2	
3212	S Saginaw St	48502	Good	1	
3303	S Saginaw St	48502	Poor	3	
3312	S Saginaw St	48502	Fair	2	
3313	S Saginaw St	48502	Poor	3	
3318	S Saginaw St	48502	Fair	2	
3402	S Saginaw St	48502	Good	1	
3414	S Saginaw St	48502	Fair	2	
3420	S Saginaw St	48502	Fair	2	
3432	S Saginaw St	48502	Good	1	
3518	S Saginaw St	48502	Fair	2	
3508	S Saginaw St	48502	Fair	2	
3530	S Saginaw St	48502	Fair	2	
3602	S Saginaw St	48502	Fair	2	
3606	S Saginaw St	48502	Fair	2	
3610	S Saginaw St	48502	Fair	2	
3624	S Saginaw St	48502	Fair	2	
3637	S Saginaw St	48502	Good	1	New Car Dealership
3640	S Saginaw St	48502	Good	1	Used Car Dealership
3725	S Saginaw St	48502	Good	1	Strip Mall
3801	S Saginaw St	48502	Poor	3	Beer and Liquor Store
3805	S Saginaw St	48502	Fair	2	Sicily's Pizza
3841	S Saginaw St	48502	Good	1	Citgo Gas Station
3907	S Saginaw St	48502	Fair	2	
3929	S Saginaw St	48502			Vacant
4000	S Saginaw St	48502	Good	1	Diplomat and Maclaren Pharmacy
4009	S Saginaw St	48502	Poor	3	
4011	S Saginaw St	48502	Poor	3	Closed Bar
4041	S Saginaw St	48502		2	Patrick's Pub
4100	S Saginaw St	48502	Good	1	

4129	S Saginaw St	48502	Good	1	Citizen's Bank
4300	S Saginaw St	48502	Good	1	
4301	S Saginaw St	48502	Poor	3	Luge (Bar): Closed
4317	S Saginaw St	48502	Poor	3	Asain Massage Parlor
4425	S Saginaw St	48502	Fair	2	UAW
4441	S Saginaw St	48502	Fair	2	Closed
4500	S Saginaw St	48502	Good	1	
4509	S Saginaw St	48502	Good	1	Kews
4511	S Saginaw St	48502	Fair	2	Fletoff
4515	S Saginaw St	48502	Fair	2	Polebarn for Vinyl Siding and Window Showroom
4621	S Saginaw St	48502	Good	1	Vinyl Siding and Window Showroom
4645	S Saginaw St	48502	Good	1	Hogans Used Cars

Appendix II: Existing Infrastructure Inventory

Block From	Block To	Section Number	Sidewalk Aggregate Condition Score	Road Condition Aggregate Score	Streetlighting Condition Aggregate Score
Interstate 69	W 10th St	1	2	1	2
W 10th St	Wellington Ave	2	2	1	2
Wellington Ave	Kennelworth Ave	3	3	1	2
Kennelworth Ave	12th St	4	3	1	2
12th St	13th St	5	2	1	2
13th St	14th St	6	2	1	2
14th St	Barton St/Orville St	7	3	1	3
Barton St/Orville St	Wallace St	8	3	1	3
Wallace St	Hector St/Monroe St	9	2	1	3
Hector St/Monroe St	Bruce St	10	2	1	2
Bruce St	Tobias St	11	3	1	3
Tobias St	Linsey Blvd	12	3	1	3
Linsey Blvd	Oakley St	13	2	1	3
Oakley St	Oliver St	14	1	1	2
Oliver St	Eddington Ave	15	1	1	2
Eddington Ave	Belvidere Ave	16	4	1	4
Belvidere Ave	Madison Ave	17	2	1	2
Madison Ave	Lakeview Ave	18	2	1	2
Lakeview Ave	Livingstone Dr	19	2	1	2
Livingstone Dr	Craighton Gt	20	1	1	2
Craighton Gt	Atherton Rd	21	1	1	2
Atherton Rd	Milton St	22	2	1	2
Milton St	Coleridge St	23	1	1	2
Coleridge St	Whitman St	24	1	1	2
Whitman St	Poe St	25	3	1	2
Poe St	Hemphill Rd	26	2	1	2

Appendix III: Charette Questionnaire

City of Flint

**South Saginaw Corridor Study
South Side Business and Resident Association
Michigan State University Urban Planning Practicum**

Questionnaire

1. What is your relationship to the South Saginaw Corridor?

Business Owner

Resident

Both

Other

2. Please identify five issues or concerns currently facing the South Saginaw Corridor.

3. List, in order of importance, the three (3) most important issues discussed today.

1.

2.

3.

4. Identify three (3) specific projects you would like to see undertaken in the South Saginaw Corridor.

5. What are the South Saginaw Corridor's strongest assets?

6. What types of businesses would you like to see on the corridor?

Appendix IV: Works Cited

City of Flint (2012) Residential Housing Assessment.

Weeks, D. and Rivarola, M. (2003) City of Mission, KS. Housing Inventory Report. December 2003. Accessed online on 2/5/2013 via:

<http://www.missionks.org/DocumentCenter/Home/View/112>.

Flint MTA (2013) Primary Routes. Accessed online on 2/5/2013 via:

<http://mtaflint.org/guide/fixedRoute.php>

United States Census Bureau (2010) American FactFinder accessed online on 2/1/2013 via

<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>.

United States Census Bureau (2000) American FactFinder accessed online on 2/1/2013 via

<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>.

Imagine Flint (2012) About the Plan Accessed online on 2/5/2013 via:

<http://www.imagineflint.com/AboutthePlan.aspx>

Beers, F.W. (2005) Atlas of Genesee Co., Michigan / from recent surveys and records under the superintendence of F.W> Beers. Ann Arbor, Michigan: University of Michigan Library.

Accessed online on 2/15/2013 via:

<http://quod.lib.umich.edu/m/micounty/2933917.0001.001?view=toc>

Ayres, A., Bonfiglio, J., Dunn, J., Heqimi, G., Ji Kim, Y., Liang, H., Piccirilli, G., Whearly, R. (2012)

Beecher Neighborhood Stabilization Plan. Accessed via:

http://ced.msu.edu/upload/beecher_report%202012.p

Croff, J., Gehle, E., Hablewsky, J., Luscombe, D., Sarb, E., Wertman, R. (2011) Downtown District Plan, City of Mount Clemens. Accessed via:

<http://ced.msu.edu/upload/reports/MountClemensDowntownDistrictPlan%20Spring%202011.pdf>

Fogner, R. (2012) Genesee County voters show strong support again as MTA millage renewal passes. Published August 8, 2012 on Mlive.com. Accessed online on 4/15/2013 via:

http://www.mlive.com/news/flint/index.ssf/2012/08/mta_2.html

Alhusain, A., Geng, H., Heqimi, G., Li, Y., Massey, R., Wisney, A. (2010) LED Streetlight Study: Okemos, Michigan. Published by Michigan State University Center for Economic

Development. Accessed online on 4/15/2013 via:

<http://ced.msu.edu/upload/reports/Meridian%20Township%20LED%20Streetlighting.pdf>