South Saginaw Corridor Study

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South Saginaw Street Corridor

Study Area was defined as South Saginaw Street between Interstate 69 and Hemphill Road.
Scope of Work

- Commercial Building Inventory
- Existing Infrastructure Assessment
- Socio-Economic Profile
- Retail Market Analysis
- Traffic Study
- Corridor Improvement Plan
Socio-Economic Profile
The overall population for both the City of Flint and the South Saginaw Corridor has continued to decrease within the last decade.

- City of Flint population, 2000: 124,943
- City of Flint population, 2010: 107,807
- South Saginaw Corridor, 2000: 461
- South Saginaw Corridor, 2010: 242

Source: U.S. Census Bureau 2000 and 2010
AGE DISTRIBUTION

• Cohorts with the highest numbers of people: 25 to 34 years, 35 to 44 years, and 45 to 54 years.

  o Similar trend for most cities in the United States
  o Large population of older residents (55 and older do not reside within city limits)

Source: U.S. Census Bureau 2000 and 2010
Age distribution for the City of Flint 2000 & 2010

- 85 years and over
- 75 to 84 years
- 65 to 74 years
- 60 to 64 years
- 55 to 59 years
- 45 to 54 years
- 35 to 44 years
- 25 to 34 years
- 20 to 24 years
- 15 to 19 years
- 10 to 14 years
- 5 to 9 years
- Under 5 years

Population 2000
Population 2010
Racial Distribution

- Largest distribution is seen in those of Black/African American descent (21 percent) and White/Caucasian descent (75 percent).
Racial Distribution Cont’d

Source: U.S. Census Bureau 2000 and 2010
Educational Attainment

• In both the years 2000 and 2010 the educational attainment of Genesee County was on average higher than that of the City of Flint.
Educational Attainment Continued

Educational Attainment Genesee County vs. City of Flint 2000

- Graduate or...
- Bachelor's degree
- Associate's degree
- Some college, no degree
- High school graduate...
- 9th to 12th grade, no...
- Less than 9th grade

Source: U.S. Census Bureau 2000 and 2010
Educational Attainment Genesee County vs. City of Flint 2010

- Graduate or professional degree
- Bachelor's degree
- Associate's degree
- Some college, no degree
- High school graduate (includes equivalency)
- 9th to 12th grade, no diploma
- Less than 9th grade

Population

Source: U.S. Census Bureau 2000 and 2010
City of Flint

Median household income in **2000**: 28,015

Median household income in **2010**: 27,199

Genesee County

Median household income in **2000**: 41,951

Median household income in **2010**: 43,483

Source: U.S. Census Bureau 2000 and 2010
Commute to Work

• Most people commute to work by car on the South Saginaw Corridor, Flint and Genesee County.

• The number of people who worked at home has increased in Flint and Genesee County.
Flint Occupation 2000
- Management, professional, and related occupations: 21%
- Service occupations: 25%
- Sales and office occupations: 24%
- Natural resources, construction, extraction, and maintenance occupations: 8%
- Production, transportation, and material moving occupations: 22%

Flint Occupation 2010
- Management, professional, and related occupations: 29%
- Service occupations: 21%
- Sales and office occupations: 18%
- Natural resources, construction, extraction, and maintenance occupations: 7%
- Production, transportation, and material moving occupations: 25%

Source: U.S. Census Bureau 2000 and 2010
Almost half of the population worked in Construction and extraction (26%), Architecture and engineering (21%) which take the highest percent of the occupation in South Saginaw Corridor.

Few people worked on Food preparation (1%), Personal care (1%), production (2%), and Protective services (2%).

Source: ESRI ACS Population Summery
Below Poverty Rate:

- Flint had a poverty rate of 22.9 percent in 2000 and Genesee county had 10.2 percent.
- In 2010 Flint had 32.1 percent population below poverty level.
- Genesee County has 14.1 percent population below poverty level.

<table>
<thead>
<tr>
<th>Below Poverty Level</th>
<th>2000</th>
<th>2010</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Flint</td>
<td>32,440</td>
<td>22.9</td>
</tr>
<tr>
<td>Genesee County</td>
<td>56,480</td>
<td>10.2</td>
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</tbody>
</table>

Key Findings

- The South Saginaw Corridor has decreased in population.
- Service Occupations have increased the most.
- The percentage of Black or African Americans increased from 18 to 21, while the percentage of White or Caucasians decreased from 79 to 75.
- In terms of economics the City of Flint also saw a decrease in household income.
Commercial Building Inventory
Commercial Building Inventory

- Diamond Cleaners
  - Score: Good
- Liquor Store
  - Score: Fair
- Flint Iron and Wire Works
  - Score: Poor
- CBC Recycling
  - Score: Structurally Deficient
Existing Infrastructure Condition Assessment
- Corridor is serviced by MTA Fixed Route 8.
- Service runs every half hour M-F 6:30 A.M.-11:30 P.M., with additional weekend hours.
- Fares start at $1.50.
- MTA services over six million passengers annually.
Market Analysis
One Mile Radius

- The business analysis identified several market sections where retail leakage appears. These included:
  - Home furnishing stores
  - Gasoline stations
  - Grocery stores
Three Mile Radius

- The demand for the services and products is greater than the capacity of local businesses in that section to provide for their needs. These include:
  - Car dealerships
  - Electronic and Appliance Stores
The five-mile radius has the 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.
Traffic Analysis

Travel Time to Work in Flint

- 12:00 A.M. TO 4:59 A.M.: 40.60%
- 5:00 A.M. TO 6:29 A.M.: 10.70%
- 7:00 A.M. TO 8:29 A.M.: 9.10%
- 9:00 A.M. TO 11:59 A.M.: 12.50%
- 12:00 P.M. TO 3:59 P.M.: 23.80%
- 4:00 P.M. TO 11:59 P.M.: 3.30%
Modes of Transportation in Flint

- Drive alone: 85.85%
- Carpool: 8.95%
- Bus: 3.27%
- Walk: 1.35%
- Other: 0.58%
Key Points

- The corridor brings in stable traffic counts to sustain corridor redevelopment
- The corridor has the benefit that it has an entry/exit from the interstate to help promote business development
Corridor Improvement Plan
Signage and Wayfinding Improvement Plan

- Flint “Vehicle City” Archway
- Scaled-down version
- Placed at northern and southern boundaries of study area
- Natural extension of commercial downtown
Street Lighting Improvement Plan

- Street lighting should be a major priority in coming years.
  - Well-lit streets help provide safety for pedestrians and build the character of neighborhoods.
Street Lighting Continued

[Map showing different lighting quality levels: Fair, Poor, Inadequate]
Street Lighting Improvement Plan

- Remove deteriorating streetlights and replace them with lighting that helps build the distinctiveness of the corridor and ensure safety.

- Create a standardized system of streetlights that will be used throughout the corridor.

- Ensure existing and new streetlights are implemented and maintained.
Street lighting Continued

Poor Example

Good Example
Potential Redevelopment Opportunities

- The orange color represents areas where there is vacant lots with the potential to be developed with businesses that fit in with existing infrastructure.

International Academy

Applegate Chevrolet

Diplomat Pharmacy
Redevelopment Opportunities

• Grocery stores are demanded by the residents in the corridor. There may be parcels in the southern section of the study area that would be large enough

• Casual family dining restaurants within the corridor
Redevelopment Opportunities

- Furniture stores are potential market opportunities for the South Saginaw Corridor

- Lawn and garden equipment stores is also a potential idea for development, to help in making the homes on and around the corridor more aesthetically pleasing while creating a welcoming and friendly environment.
Conclusion
Thank You!