



# South Saginaw Corridor

## Study

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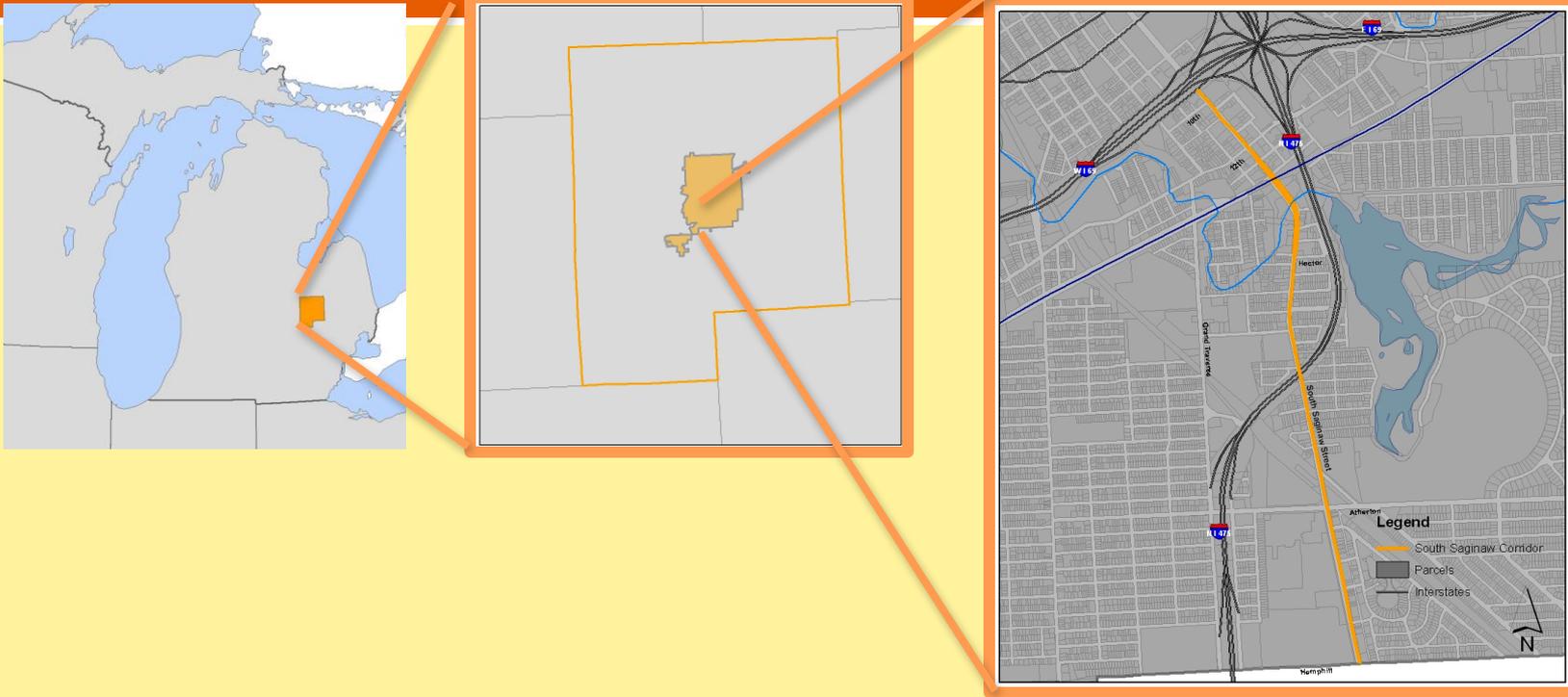
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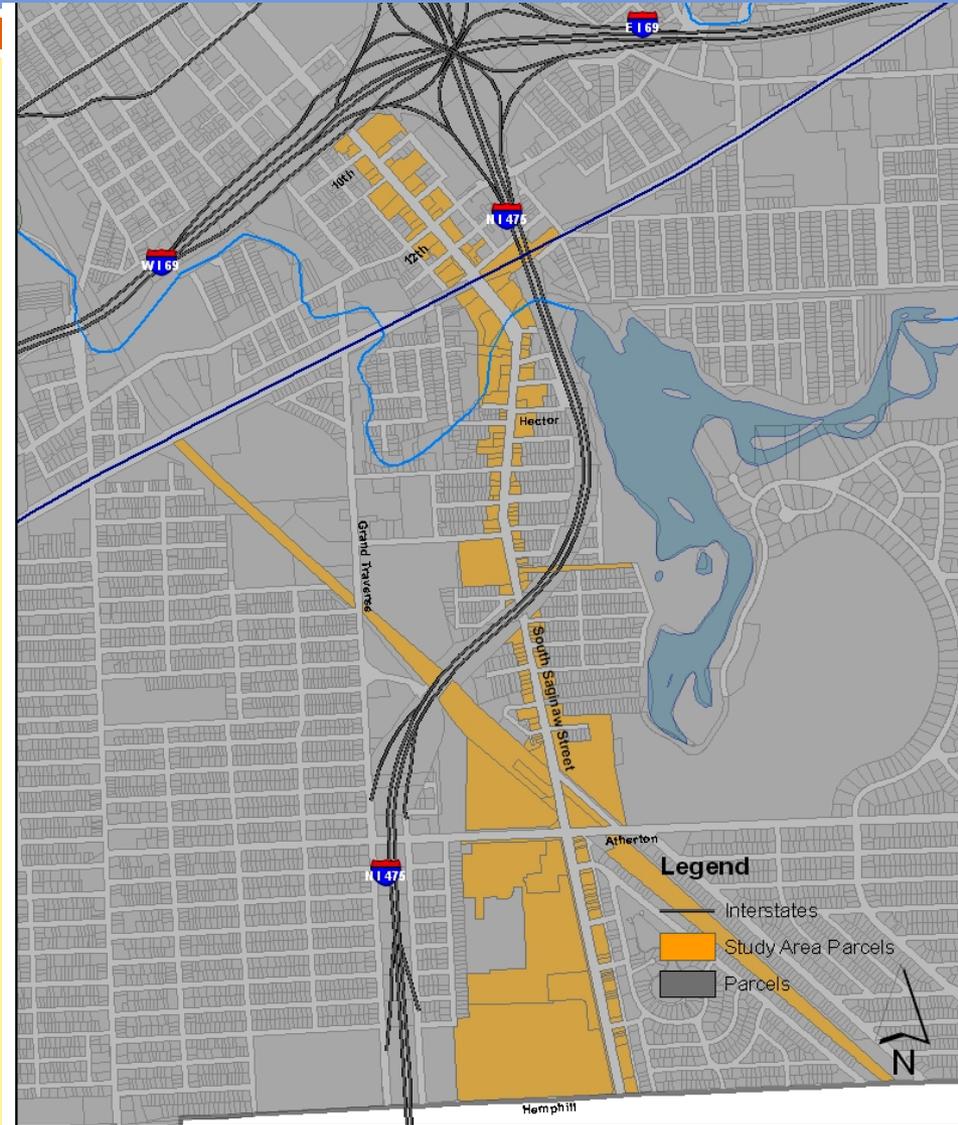
# South Saginaw Street Corridor



**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



# Population

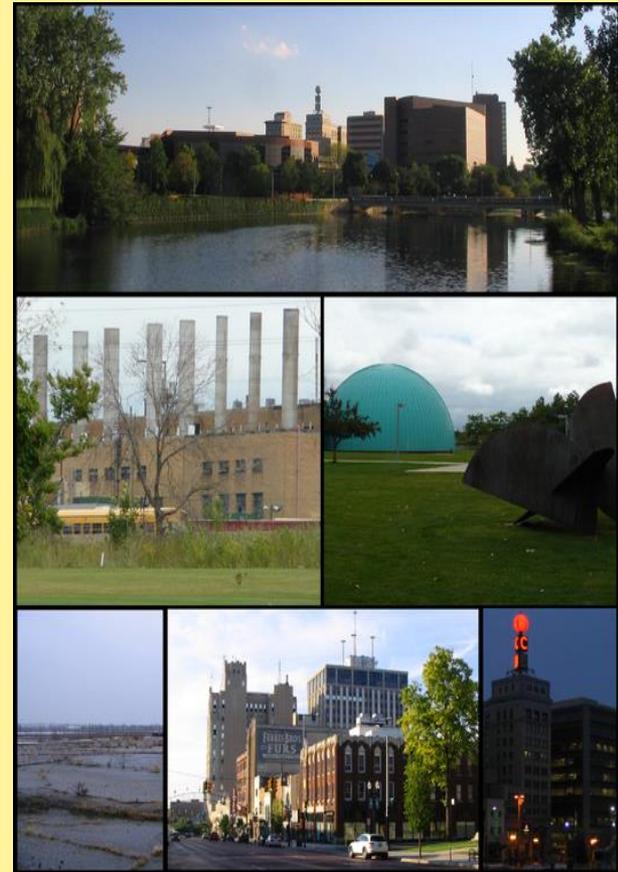
- The overall population for both the City of Flint and the South Saginaw Corridor has continued to decrease within the last decade.

- City of Flint population, 2000:  
124,943

- City of Flint population, 2010:  
107,807

- South Saginaw Corridor, 2000:  
461

- South Saginaw Corridor, 2010: 242



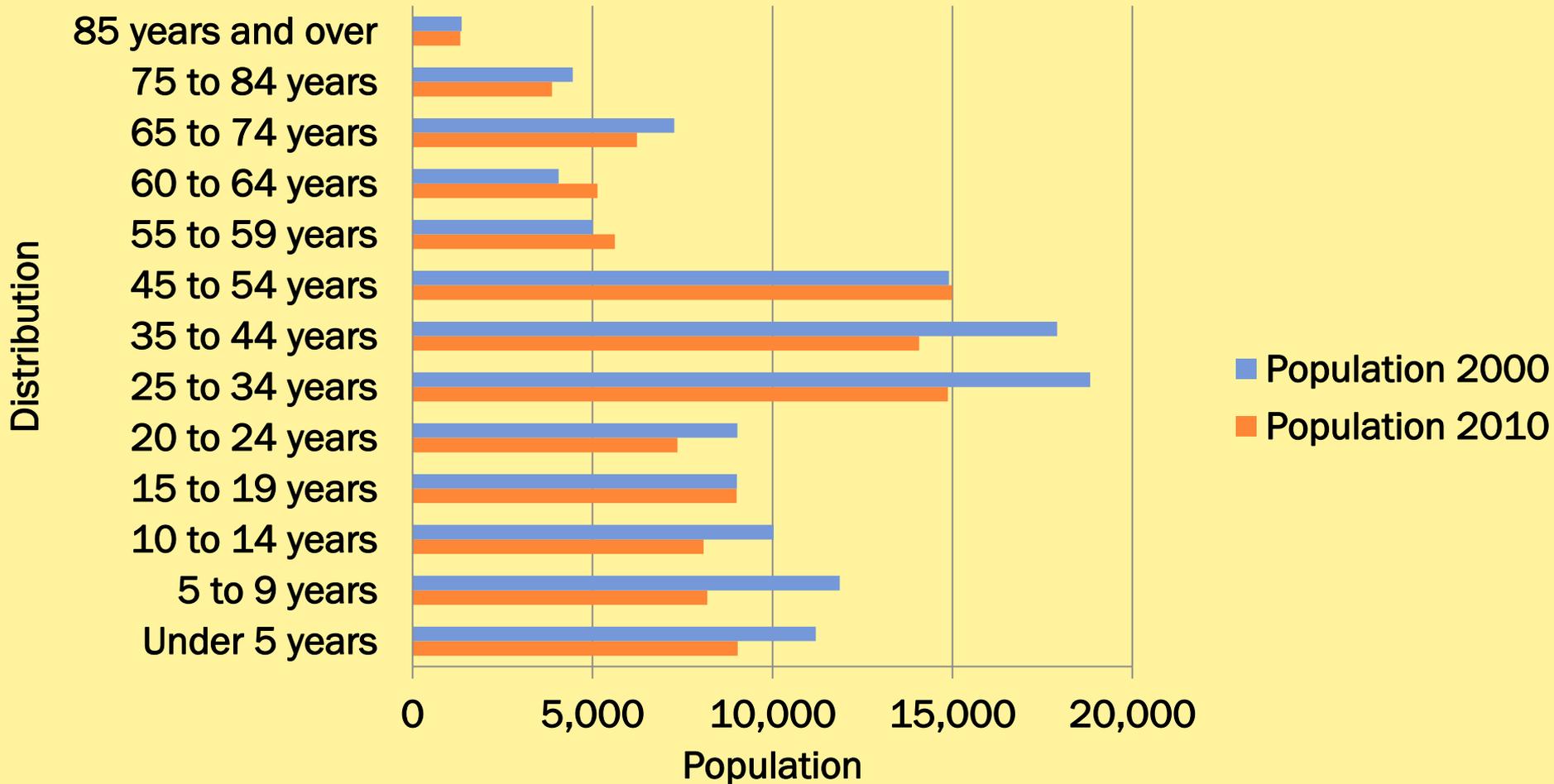
# AGE DISTRIBUTION

- Cohorts with the highest numbers of people: 25 to 34 years, 35 to 44 years, and 45 to 54 years.
  - Similar trend for most cities in the United States
  - Large population of older residents (55 and older do not reside within city limits)



# Age Distribution

Age distribution for the City of Flint 2000 & 2010



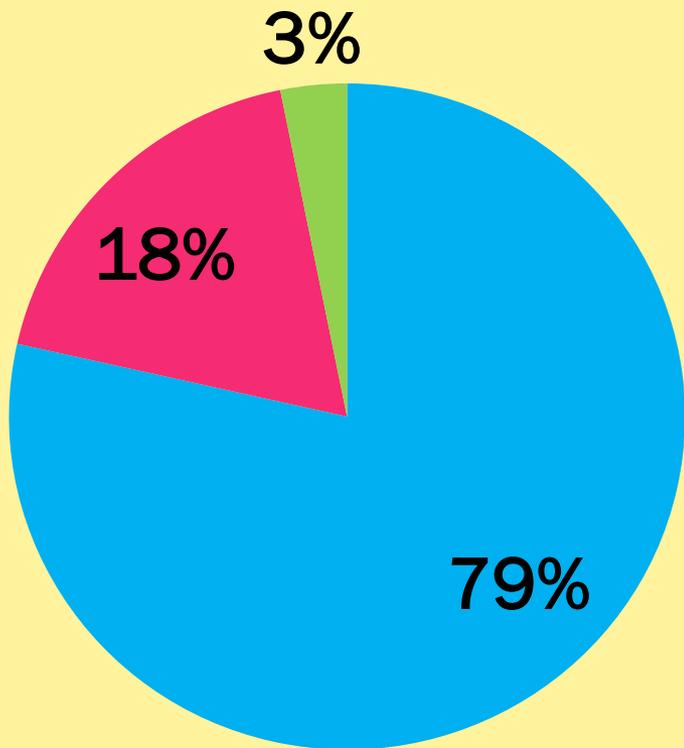
# Racial Distribution

- **Largest distribution is seen in those of Black/African American descent (21 percent) and White/Caucasian descent (75 percent).**

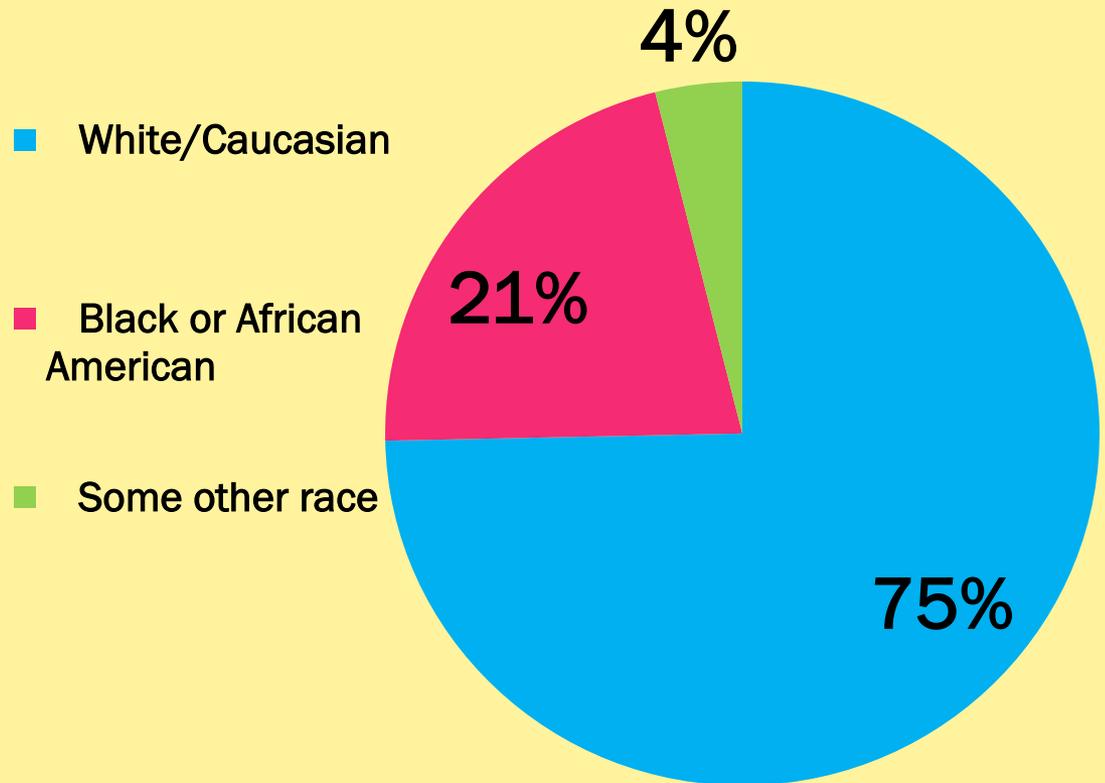


# Racial Distribution Cont'd

Racial Distribution for the South Saginaw Corridor 2000



Racial Distribution for the South Saginaw Corridor 2010



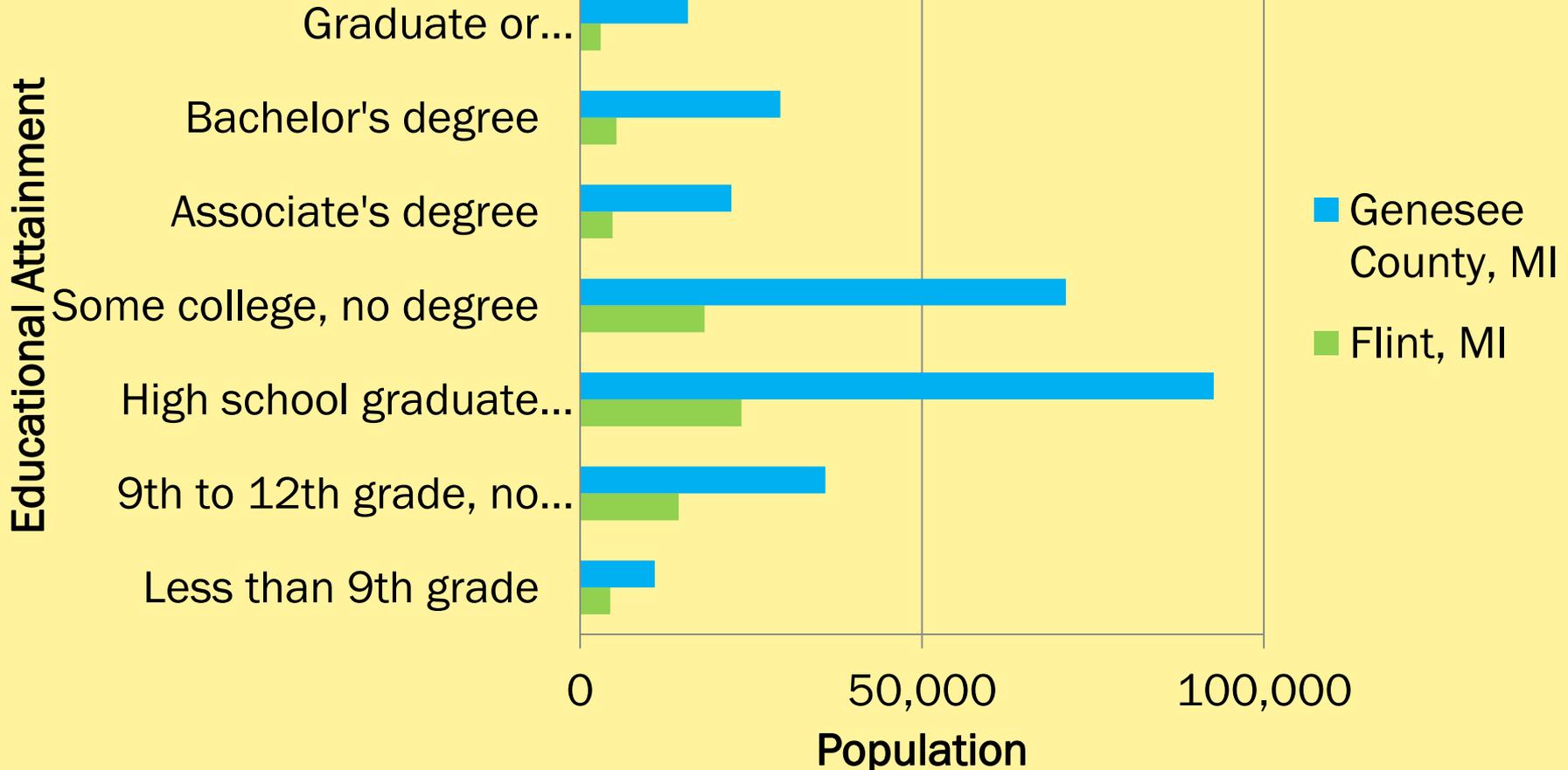
# Educational Attainment

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



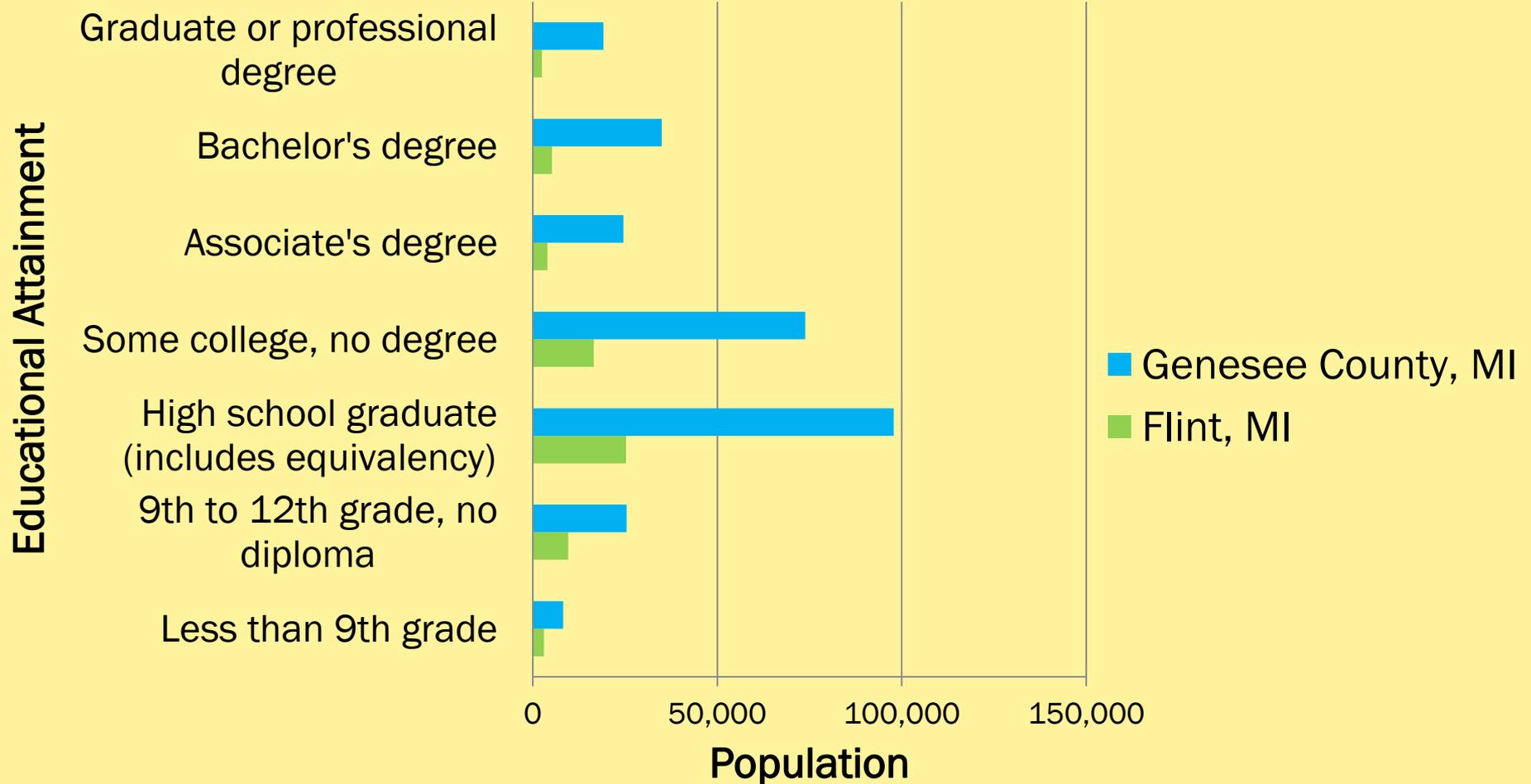
# Educational Attainment Continued

## Educational Attainment Genesee County vs. City of Flint 2000



# Educational Attainment Continued

## Educational Attainment Genesee County vs. City of Flint 2010



# Household Income

## 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

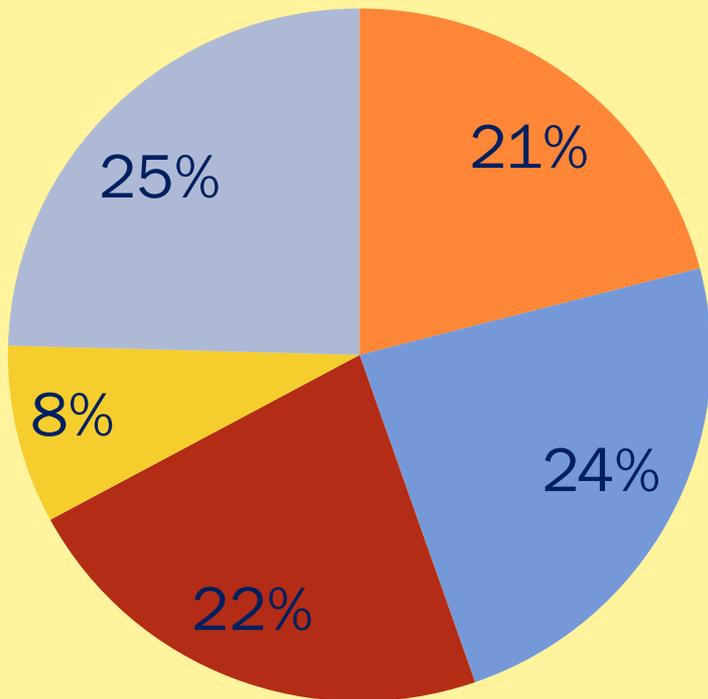
Median household income in **2010**: 43,483

# 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.

# Occupation

## Flint Occupation 2000



Management, professional, and related occupations

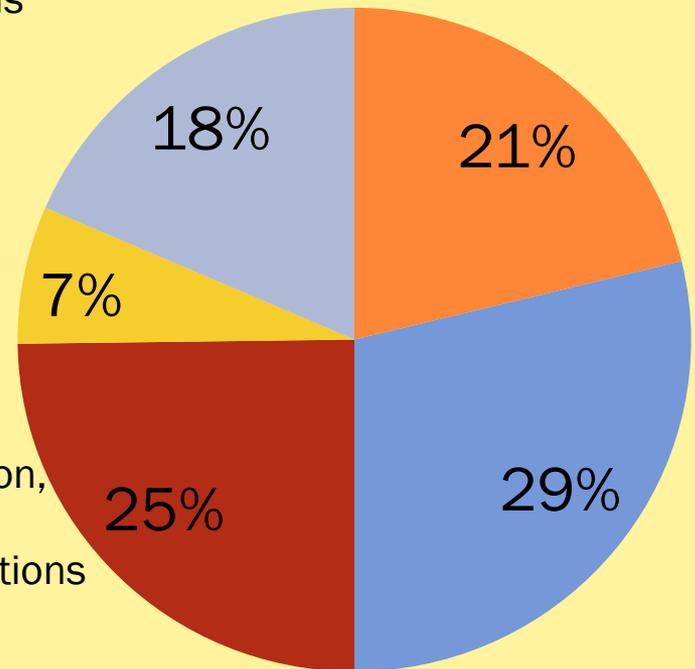
Service occupations

Sales and office occupations

Natural resources, Construction, extraction, and maintenance occupations

Production, transportation, and material moving occupations

## Flint Occupation 2010



# Occupation Continued

- 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%).

# Poverty Rate



poverty

## ■ 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.

| Below Poverty Level | 2000   |         | 2010   |         |
|---------------------|--------|---------|--------|---------|
|                     | Number | Percent | Number | Percent |
| Flint               | 32,440 | 22.9    | 41,265 | 32.1    |
| Genesee County      | 56,480 | 10.2    | 87,902 | 14.1    |

# 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



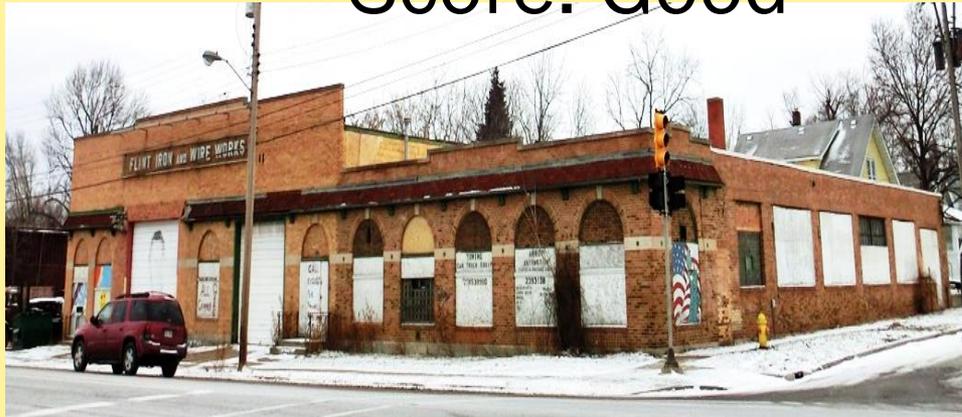
# Commercial Building Inventory



Diamond Cleaners  
Score: Good



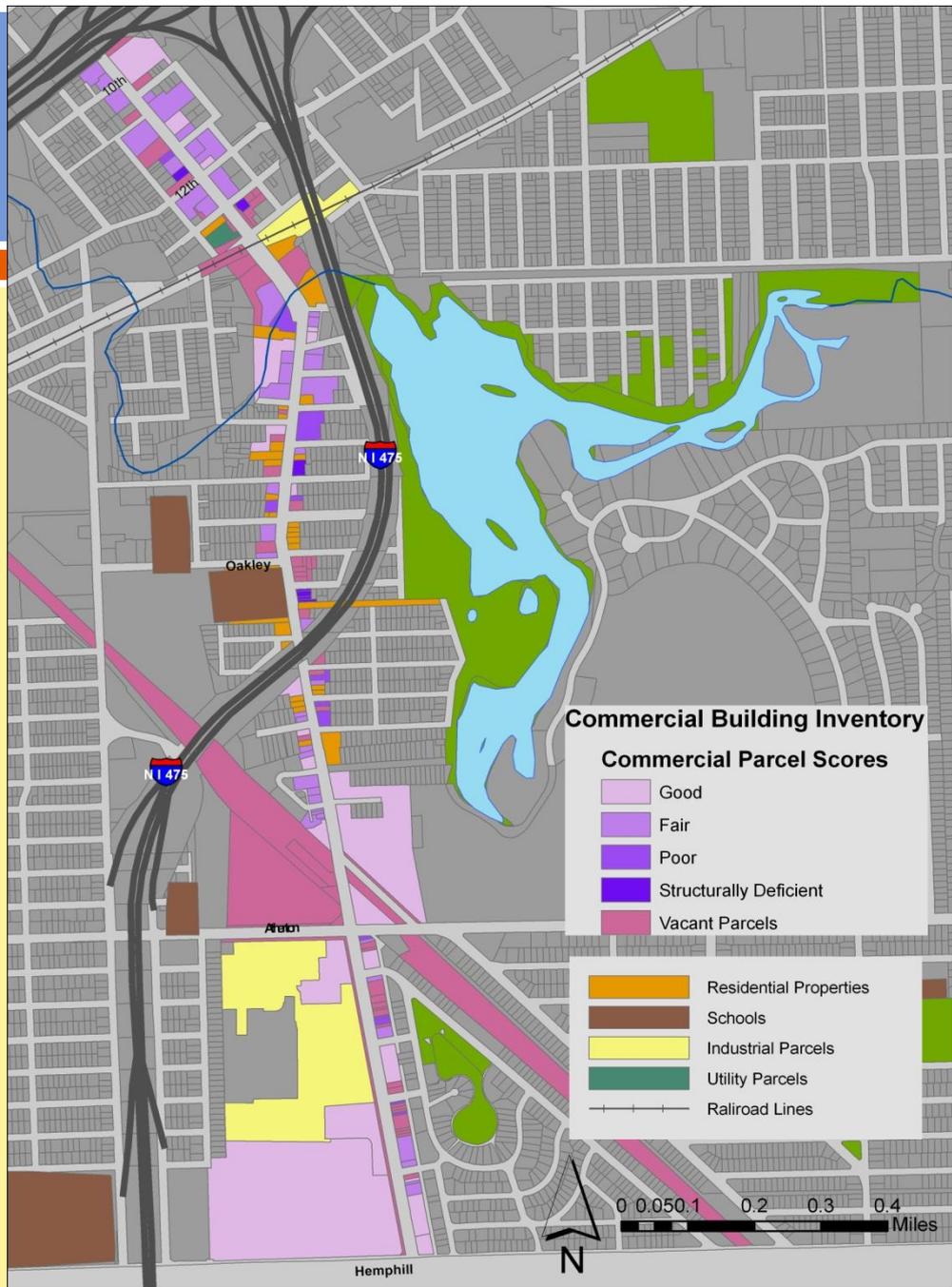
Liquor Store  
Score: Fair



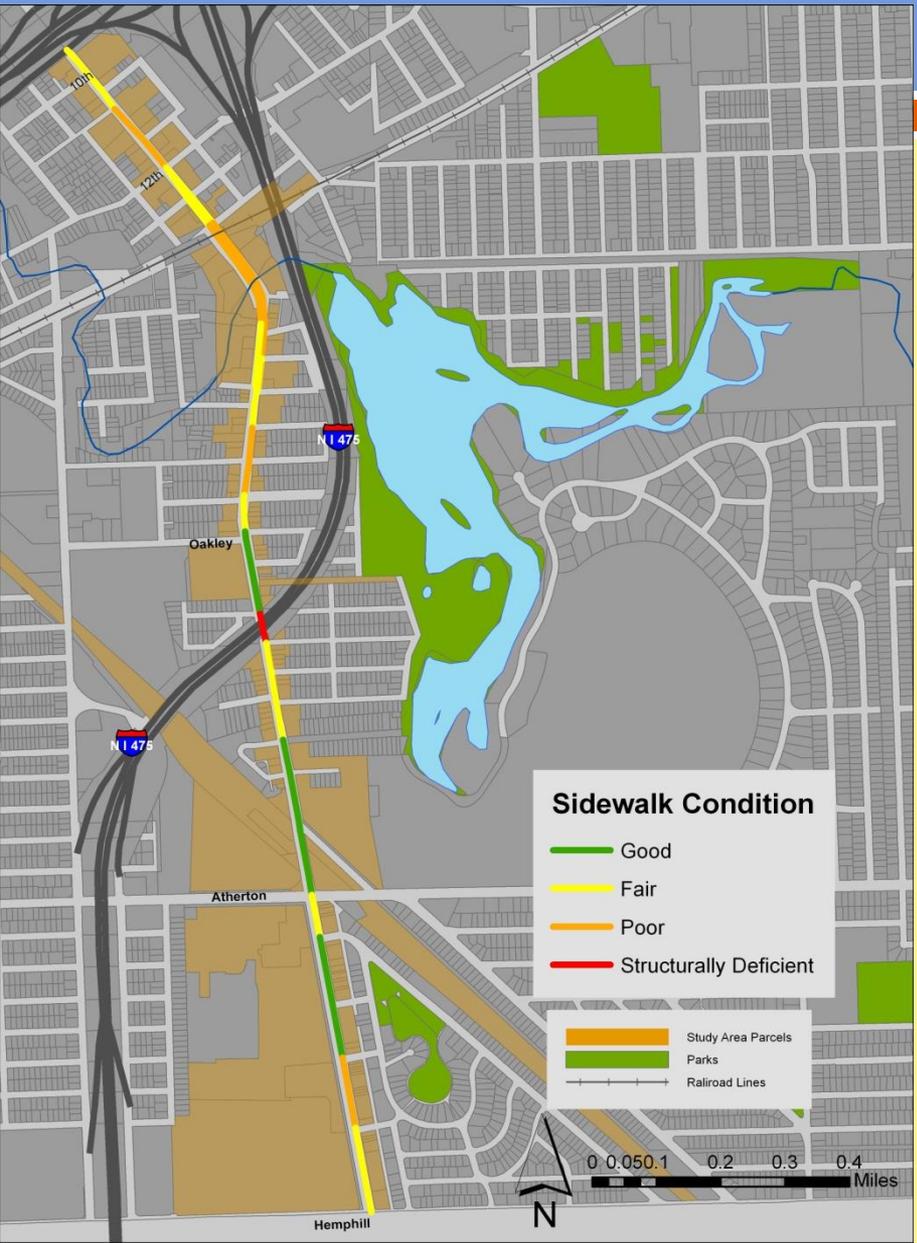
Flint Iron and Wire Works  
Score: Poor



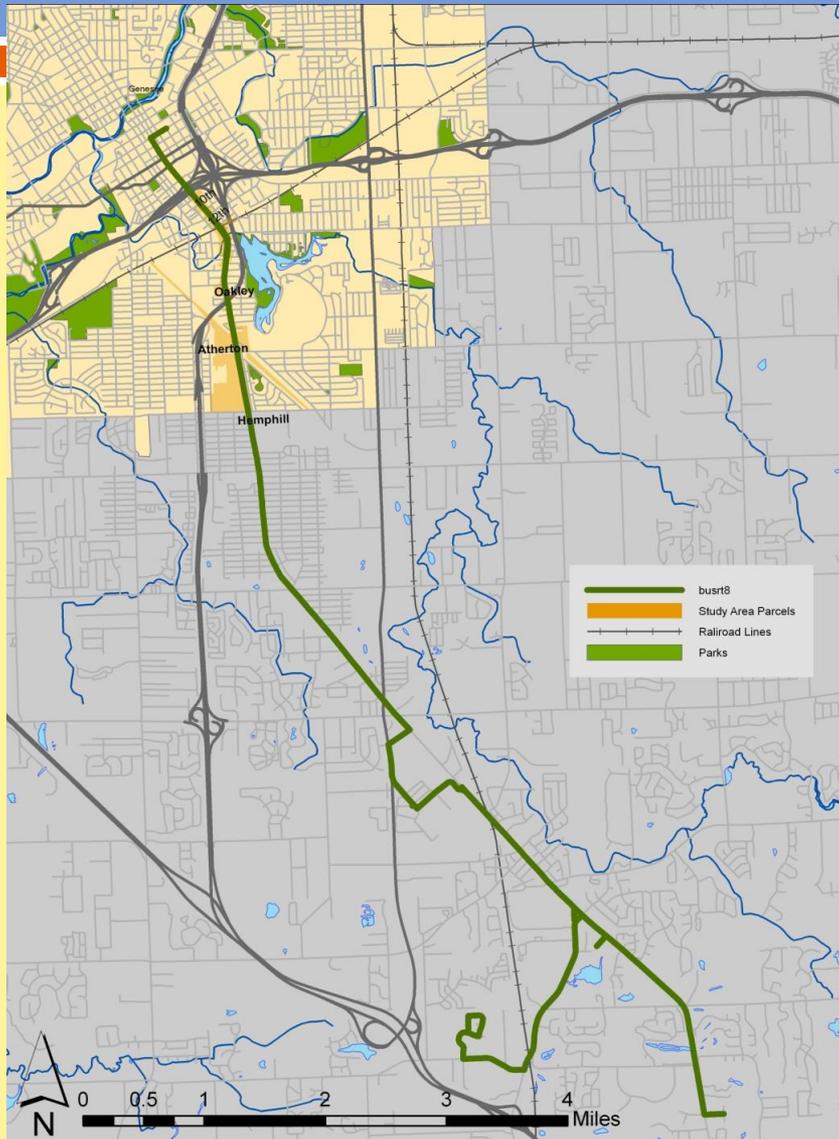
CBC Recycling  
Score: Structurally  
Deficient



# Existing Infrastructure Condition Assessment



# Public Transit 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.

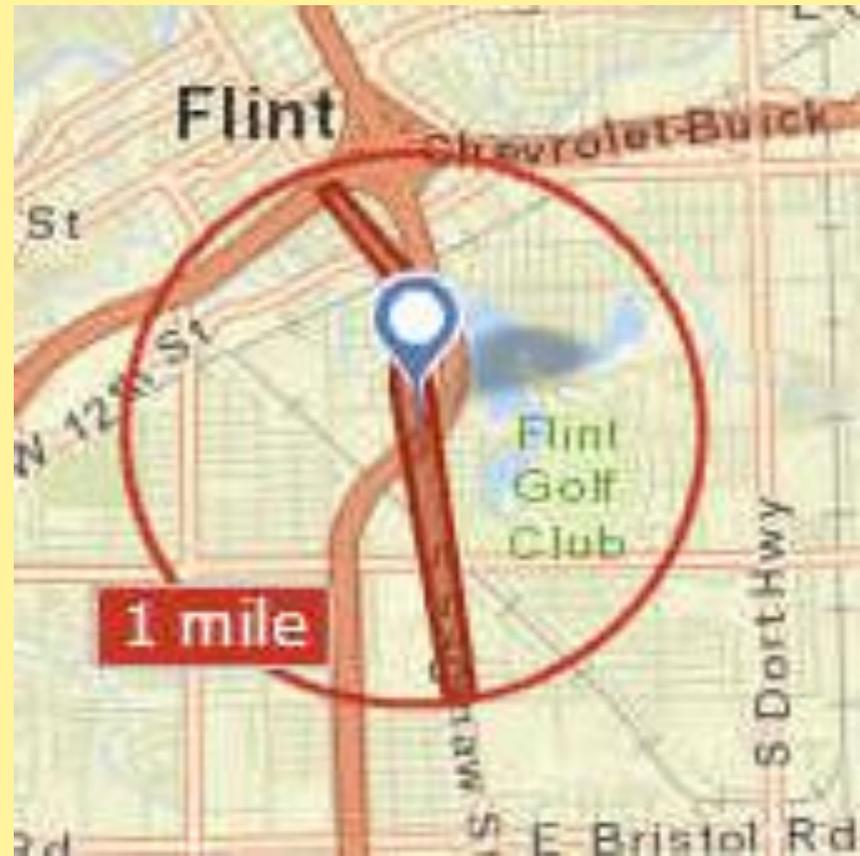


# Market Analysis

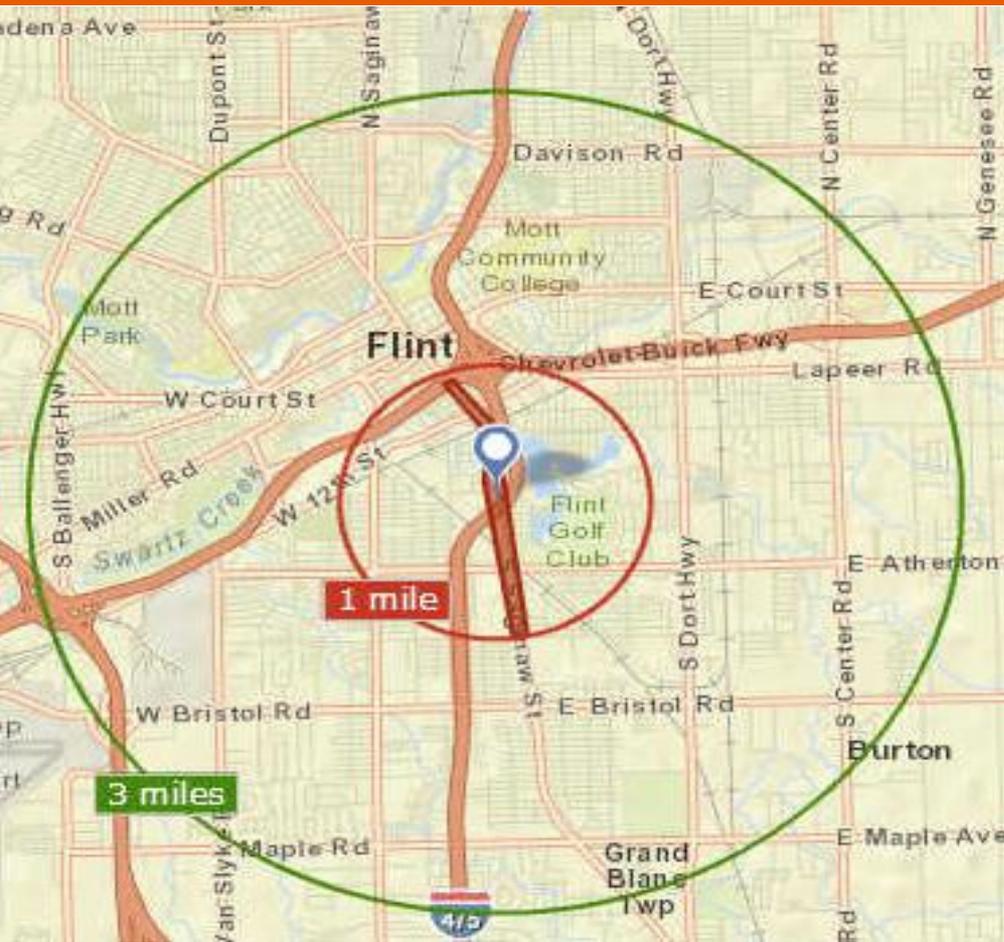


# One Mile Radius

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



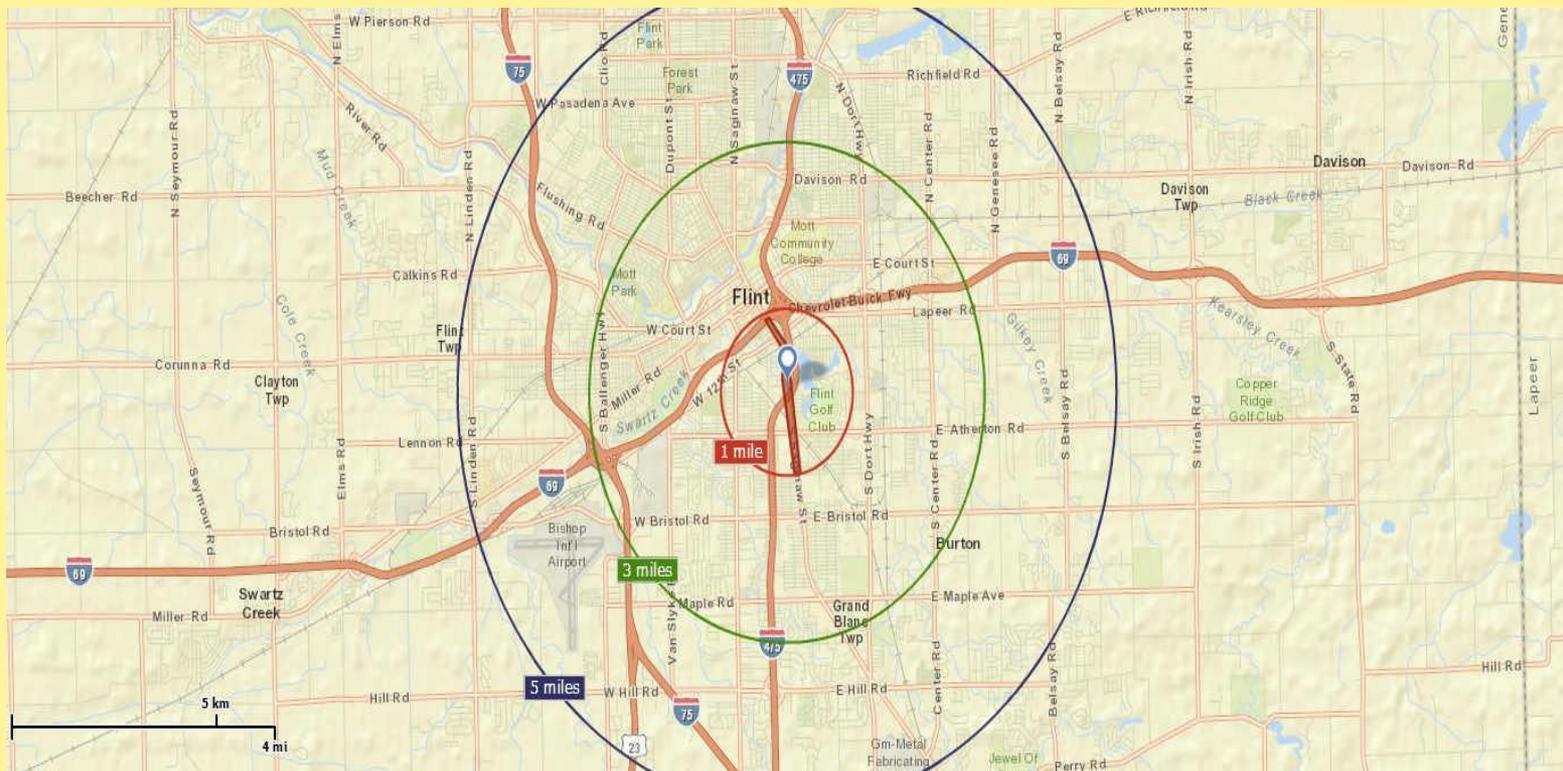
# Three Mile Radius



- 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

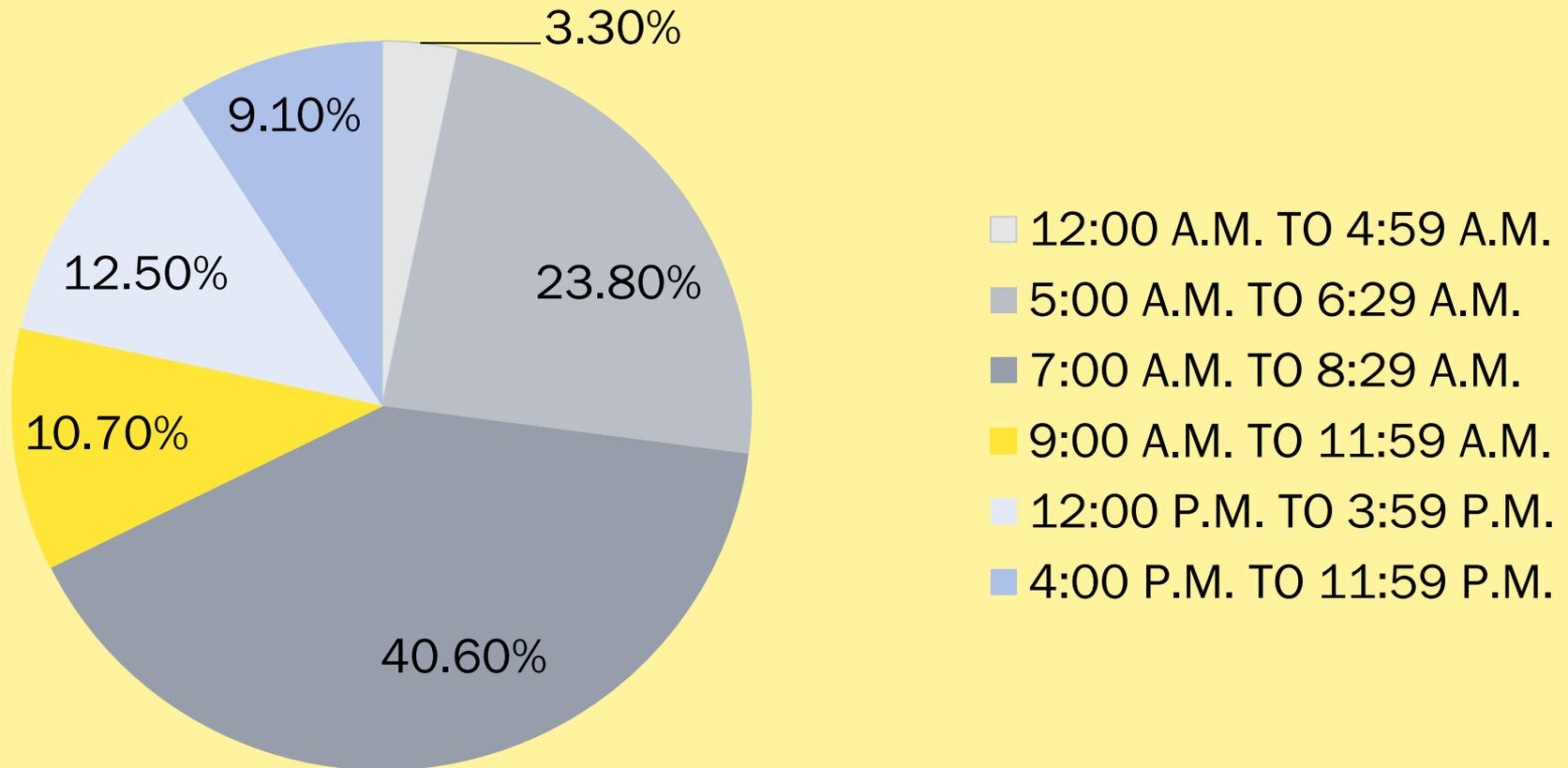
# Five Mile Radius

- 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.



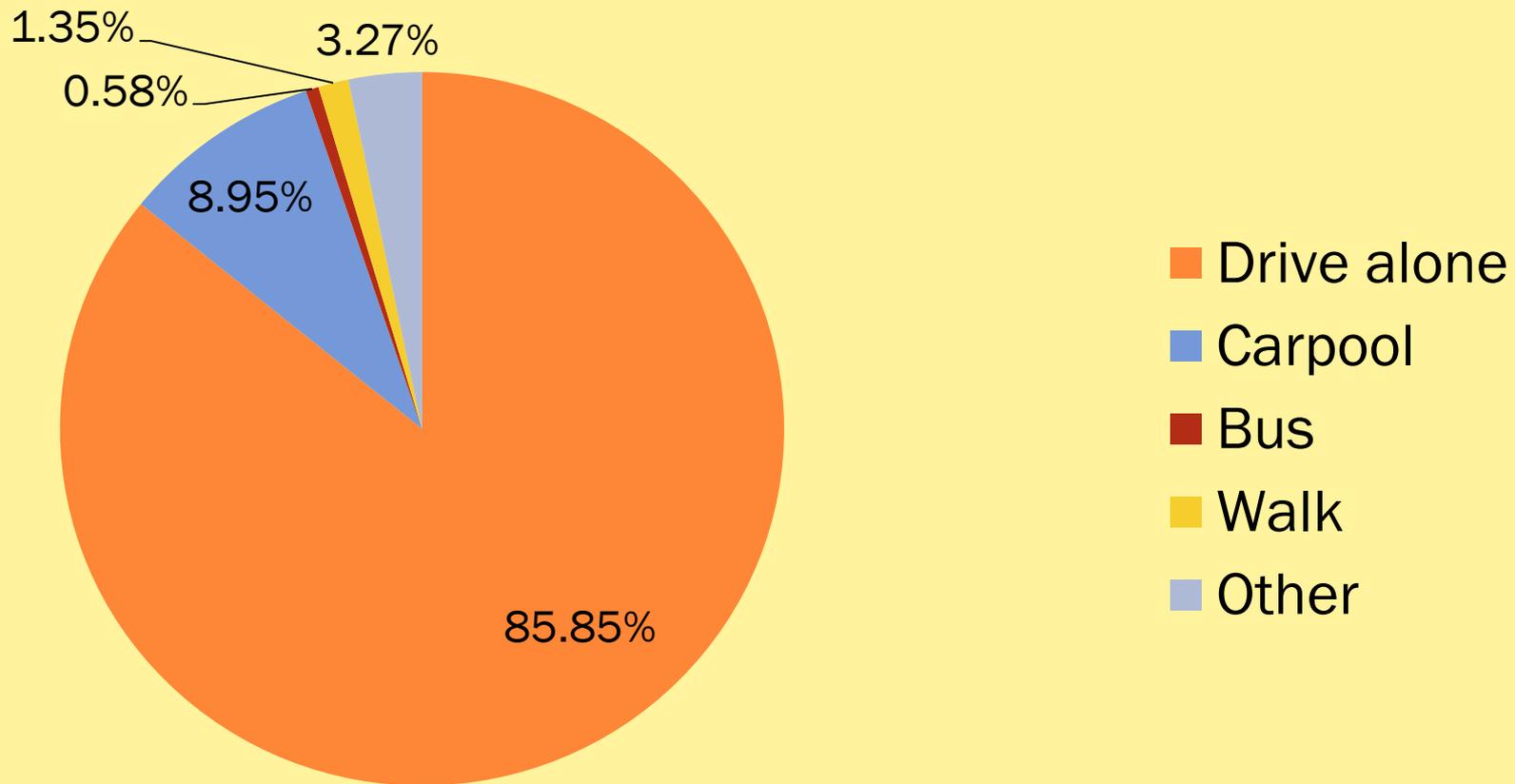
# Traffic Analysis

## Travel Time to Work in Flint



# Modes of Transportation

## Modes of Transportation in Flint



# Key Points

- The corridor brings in stable traffic counts to sustain corridor redevelopment
- The corridor has the benefit that it has a 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



-  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



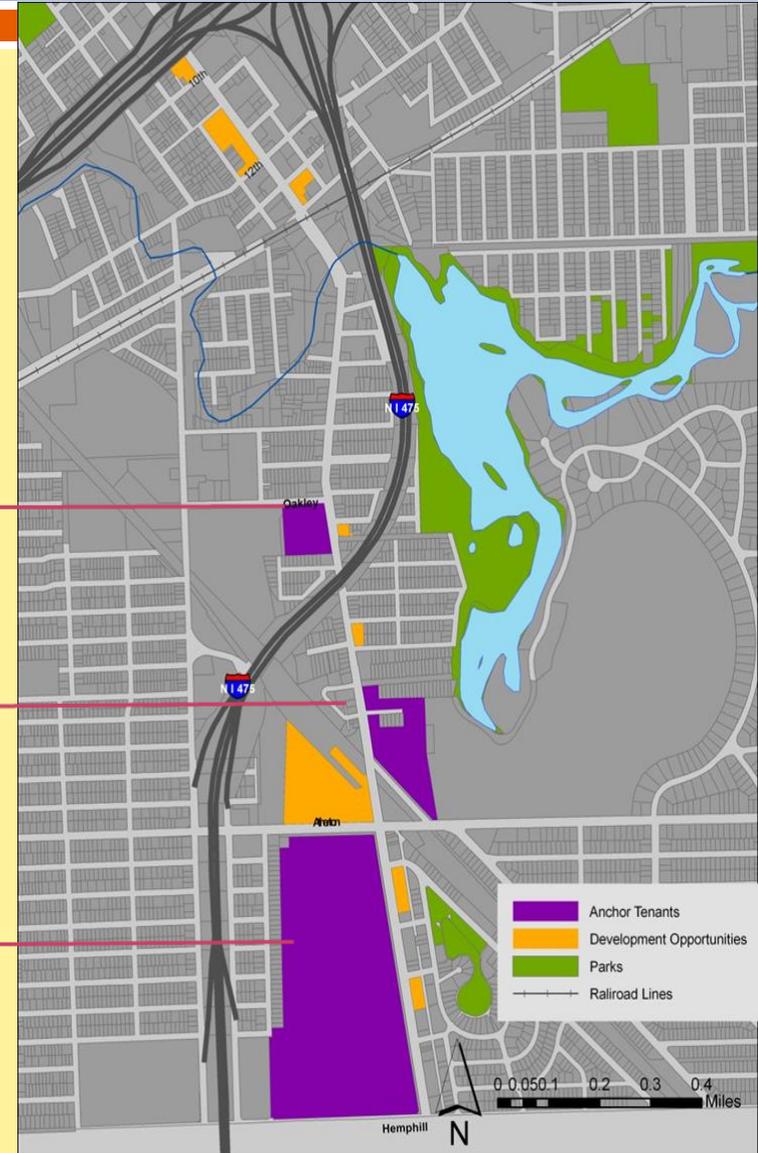
# Potential Redevelopment Opportunities

- 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



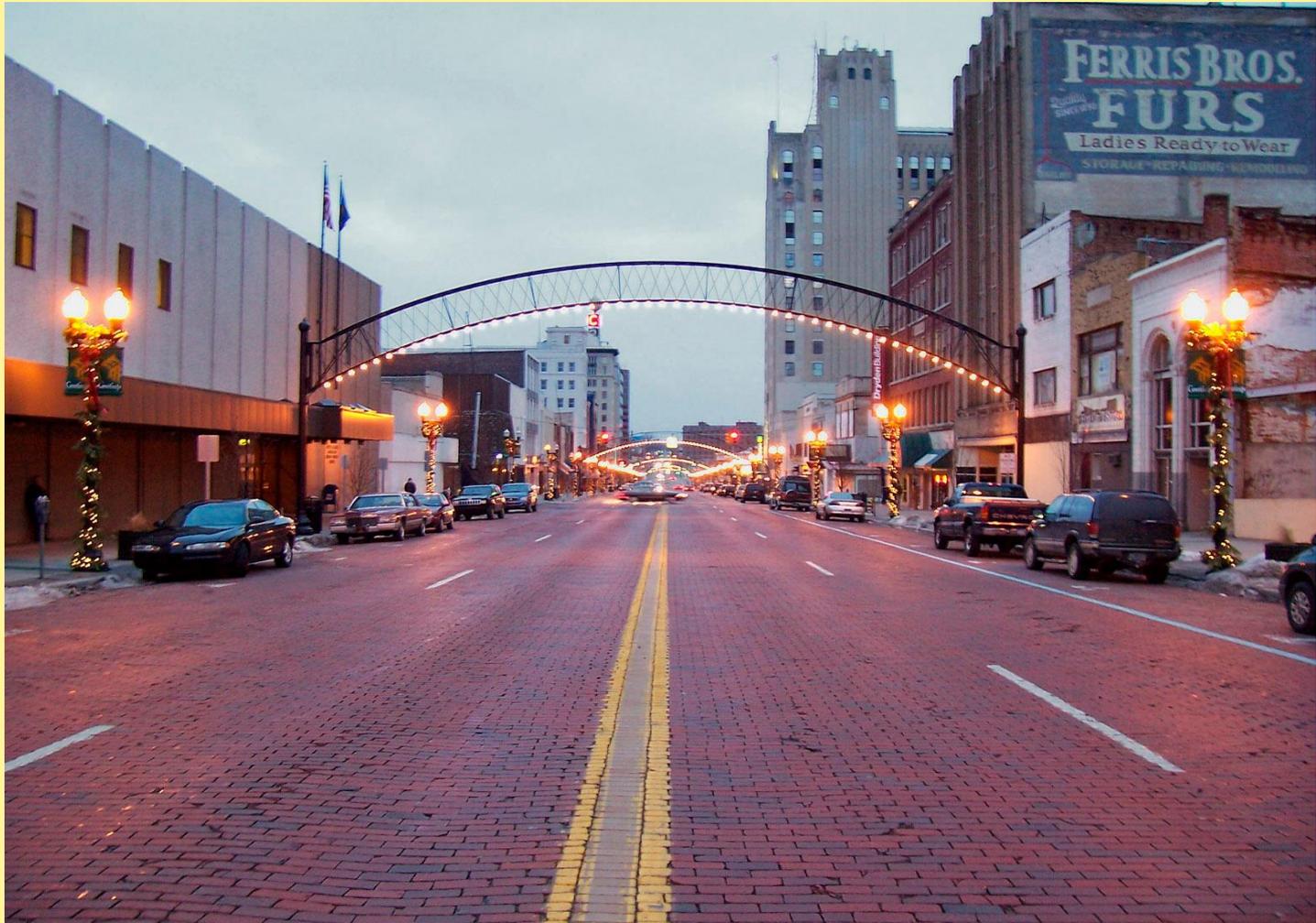
# Redevelopment Opportunities

- 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



**Questions?**

**Thank You!**