

MICHIGAN MUNICIPAL LEAGUE

PlacePlan



Grand Traverse Greenway Flint, Michigan

MICHIGAN STATE
UNIVERSITY

School of Planning, Design
and Construction

MICHIGAN STATE
UNIVERSITY

Extension



michigan municipal league

MICHIGAN MUNICIPAL LEAGUE

PlacePlan

Grand Traverse Greenway
Flint, Michigan

September 2014

One Get One Free
On All Glasses
GENERAL
OPTICAL
genopt.com

GENERAL
OPTICAL

GENERAL
OPTICAL



Contents

Acknowledgments

Mplace Initiative
PlacePlans Technical Assistance Team Members
Local Partners

1

Preface

Flint's Grand Traverse Greenway

3

Introduction

Project Overview
Overview of Existing Site

5

Methodology Overview

National Charrette Institute's Charrette System
MML Stakeholder Interview Process

7

Community Input

Phase One: Community Kick-Off Workshop
Phase Two: Design Charrette

9

Grand Traverse Greenway Considerations

Design Parameters
Key Design Principles and Elements
Flint Greenway Concept Evolution
Mixed-use Development and Placemaking

13

Place Assets Recommendations for Action

Physical Design and Walkability
Environmental Sustainability
Cultural Economic Development
Entrepreneurship
Multiculturalism
Transportation Options
Messaging and Technology
Education

33

Appendix

Acknowledgments

MIplace Initiative

The MIplace Partnership is a statewide initiative with the purpose of keeping Michigan at the forefront of a national movement known as placemaking. It is based on the concept that people choose to live in places that offer the amenities, resources, social and professional networks, and opportunities to support thriving lifestyles. The partnership helps communities create and bolster those places. It is led at the state agency level by the Michigan State Housing Development Authority and coordinated through a public/private leadership collaborative known as the Sense of Place Council. Michigan State University and the Michigan Municipal League, the partners on this project, are collaborators with the Sense of Place Council.



PlacePlan Technical Assistance Team Members

Michigan Municipal League

Luke Forrest
Heather Van Poucker
Adam Cook
Richard Murphy

Michigan State University *School of Planning, Design, and Construction*

Faculty Co-PI's

Warren Rauhe
Wayne Beyea

Research Assistants

Jack McDonough
Sean Campbell
Nick Tafelsky
Janelle Bouchard

MSU Extension Educator

Richard Wooten

Local Partners

Without the enthusiastic support from city residents, staff, volunteers, and elected and non-elected officials, this report would not be possible. The Michigan State University (MSU) Project Team would especially like to acknowledge City of Flint Associate Planner Kevin Schronce and Diplomat Specialty Pharmacy for their continuous assistance in the placemaking process. The local partners ensured that the team had the appropriate data, documents, and community input necessary for completing the analysis and resulting planning and design guidelines for the City of Flint. The MSU Project Team would also like to express their sincere gratitude to the many residents, business owners, landowners, committees, and other stakeholders that attended the Community Visioning Meeting, Charrette Workshops, and/or provided feedback during this process.

The following stakeholders were part and parcel in this process:

- Flint Golf Club
- Flint Neighborhoods United
- Friends of Flint River Trail
- Grand Traverse District Neighborhood Association
- International Academy of Flint

Preface

Flint's Grand Traverse Greenway

The following proposed design, land use regulatory tools, and asset optimization recommendations for the Flint PlacePlan project fall under the planning approach termed **placemaking**. The Placemaking approach helps communities identify and build upon their unique strengths and personalities to grow and thrive: it leverages the public spaces within the community, and the activities of people in those spaces, to build virtuous cycles of use. Whether applied to a single lot, a street, or an entire downtown or neighborhood, placemaking helps communities raise up their distinct character both to best serve their residents and to attract new residents and businesses.

Much of the community planning practice of the 20th century focused on separating potentially “incompatible” land uses, providing for the rapid growth in detached single-family housing stock, treating commercial real estate as a commodity to serve the global investment market’s demand for standardization, and

facilitating increased mobility through the personal car (to travel between these newly separated destinations). Unfortunately, the broad application of these trends ignored the human-scale interactions of traditional downtowns and neighborhoods, weakening many of our communities.

Communities must differentiate themselves to attract residents and businesses as the economy continues to globalize. Placemaking’s approach of engaging around existing assets supports this goal while honoring local culture and community.



Back to the Bricks Car Show along Saginaw Street in Downtown Flint during the last day of the Back to the Bricks festivities on Saturday, August 15, 2009.

Source: http://www.mlive.com/entertainment/flint/index.ssf/2011/06/summer_arts_preview_heres_what.html

Introduction

Project Overview

On October 28, 2013, the City of Flint adopted its first Master Plan, *Imagine Flint: Master Plan for a Sustainable Flint*, since 1960. This significant achievement marked the end of a detailed, comprehensive public engagement and planning process and the beginning of the City's new course for the future. However, now that the planning phase is complete, it is critical that physical changes identified in this plan are implemented to demonstrate the value of the planning process for the 5,000+ residents and stakeholders that attended planning sessions and dedicated their time and expertise. Development of the Grand Traverse Greenway (the Greenway) will spark a new era of placemaking action in Flint.

The City has requested support from the Michigan Municipal League and Michigan State University to prepare a PlacePlan for the Greenway that facilitates pedestrian connections to nearby assets and major redevelopment sites and provides design recommendations that will act as a catalyst for job creation and revitalization. Engagement with stakeholders was a necessary step in determining the proper connections and design for innovative infrastructure improvements. The desired outcome of this

PlacePlan is to fully develop a shovel-ready project or list of projects that can be implemented immediately following the acquisition of the property by the City of Flint.

Overview of Existing Site

The Greenway is a former CSX railroad that runs approximately three miles from the City of Flint's southern border to the Flint River. The corridor created by the Greenway connects key employment centers and green infrastructure assets in the southern portion of the City with the Flint River, and presents an opportunity to cross the river and create new connections to employment centers and green infrastructure assets to the north. In addition to key assets, prominent neighborhoods like Grand Traverse, Circle Drive, Windiate Park, and Carriage Town will run contiguous with the Greenway, giving residents efficient access to non-motorized transportation and recreational opportunities.

Proper development of the Greenway that effectively connects proximate nodes will create significant redevelopment activity and substantially bolster talent attraction and retention efforts of project partners. Specifically, project partners desire a PlacePlan that will ensure the Greenway is effectively connected to key redevelopment sites and nodes at both the northern and southern ends of the project. This includes connecting to existing parks and urban waterways planned for major improvements, RACER Trust redevelopment sites, major employment centers, cultural centers, and Downtown Flint.

Methodology

Overview



In order to provide carefully considered asset, planning, and design recommendations for implementation of the Grand Traverse Greenway project, the following process was carried out for gathering the necessary information and input:

- Reviewed local/regional land use plans and relevant data
- Inventoried assets that fulfill MML's 21st Century Community criteria
- Conducted interviews with stakeholders
- Held three community meetings:
 - Phase One: Community Visioning
 - Phase Two: Design Charrette
 - Phase Three: Final Report Presentation

National Charrette Institute's Charrette System

These phases were carried out in line with the National Charrette Institute's (NCI) Charrette System. With objectives that include creating a safe environment in which all members can participate in planning their community, planning for scenarios at the neighborhood scale, bringing an on-the-ground reality to community planning by creating demonstration projects that often turn into real catalytic development, and anchoring public involvement with realistic constraints, the Flint community was engaged in NCI's three planning phases, including a stakeholder interview process.

MML Stakeholder Interview Process

A critical element of the charrette process is engagement, including the preparatory work of interviewing stakeholders in advance of the design charrette meetings. The purpose is to identify key stakeholders and allow ample opportunity for input in a non-public setting for groups with considerable vested interest in the project. Initial stakeholder analysis was prepared by MML, identifying individuals and groups that may be appropriate to speak with directly, and provided to the City for review and input. Representatives from MML and MSU then held interviews aimed at promoting a shared understanding of the project, identifying priorities, concerns, and potential barriers to success.



Saginaw Street/Greenway Crossing



Saginaw Street/Greenway Crossing Typical Signaling

Community Input

Phase One: Community Kick-Off Workshop

The City of Flint hosted a visioning meeting on January 9, 2013 to set the PlacePlans planning process in motion. At this meeting, the team introduced and described to an audience of Flint stakeholders the Grand Traverse Greenway and its scope of work. The meeting established a timeline and a list of milestones through which development of the project could be completed. By the end of the meeting, this timeline was assigned to a tentative schedule. Stakeholders at the meeting were then asked what they were proud of, sorry about, and what they would like to see regarding the Greenway. Comments during this segment of the meeting are summarized in Figure 1.

Phase Two: Design Charrette

On March 18 and 19, 2014, a multiple-day design charrette was held at Word of Life Christian Church in Flint to gauge stakeholders' feelings toward the Greenway. Prior to the meetings, an array of design images were produced to visualize the many directions in which the Greenway could go. After all of the images and concepts were introduced, participants broke off into small groups and sat down at tables where facilitators led discussions about the project. After a series of questions were asked and a multitude of ideas were exchanged at each table, participants were then asked to write on notecards what they liked and did not like about the design images. Participants also shared additional comments on post-it notes and placed them on pictures of the design concepts for the Greenway. This two-day process revealed similar and varying sentiments toward the Greenway and thereby enabled the planning team to begin drafting the recommendations for the final report. These comments are located in Appendix.

Proud

- The International Academy of Flint
- Amount of parks and green space
- Restoration of Spring Grove
- Neighborhood quality has steadily increased
- Engaged residents

Sorry

- Poor park maintenance, the lack of resources to do so, and the amount of trash/litter
- A general lack of safety and crime concerns
- Blight
- Negative perceptions of the Greenway as a whole
- Lack of public awareness/support of projects like these

Vision

- People using it (families, cyclists, commuters, students, etc.)
- Connections to other trails, parks, neighborhoods, and downtown
- Quality landscaping and a clean environment
- A well-lit trail
- New development along the trail

Figure 1: Visioning Session Summary

Grand Traverse Greenway

Design Considerations

Design Parameters

In an effort to expand upon opportunities presented by the implementation of the Grand Traverse Greenway in the southern portion of Flint, collaboration with the community, key stakeholders, and city officials led to design parameters that defined what the future vision for the non-motorized trail system and its major connections would look like. Frequently, conversations during these meetings referred to correlating the trail with positive characteristics of Flint, such as history, local neighborhoods and schools, parks and recreational facilities, local woodlots, and other natural preservation areas. These local traits presented a base map of local culture and environments to expand upon. A yearning for a safe, multi-purpose place for recreation, transportation, entertainment, housing, shopping, and eating helped develop a list of things that the people of Flint are striving and looking for in locations through which the Grand Traverse Greenway will pass. Finally, detailed needs for the trail such as creative art, event space for festivals, accessibility for all, green space, playscapes, certain public utility and amenities (such as benches, trash receptacles, emergency stations, bicycle repair stations, bicycle parking, restrooms, entrance arbors), and interpretive elements helped develop the feeling of a meaningful sense of place along the Greenway.

Key Design Principles and Elements

Many of the key design principles that drove much of the specific design elements came from the feedback we received throughout the first two phases of the community engagement process. An overarching goal for many of the people involved with this project was to utilize the Grand Traverse Greenway as a support system to help build stronger community and neighborhood identity while creating a unique and authentic place to be in Flint. To accomplish these tasks, it became clear that this had to be more than a non-motorized transportation trail; it had to be a multicultural and engaging experience, a place where people wanted to be. Elements like multi-purpose flexible space for both passive and active uses were integral pieces of design, as well as places for communal gathering, like parks for recreation and natural environments for outdoor learning. Additionally, event space for residents and visitors alike to come together for celebration and expression were included to utilize larger unused areas along the Greenway.

It was clear that making connections from the Greenway to the neighborhoods, centers of commerce and faith, educational facilities, and other trail systems was a key principle of design. Various types of connections like trail

heads, pathways into neighborhoods, schools, universities, and other recreational space help neighborhoods and communities break through natural and man-made barriers like freeways and wood lots and over rivers and streams that often segregate different populations and cultures. Linking these local community assets to the Grand Traverse Greenway will help the city of Flint prosper as a single unit.

To ensure the enjoyment for all users, safety measures became a major principle of design for locals, city officials, and other key stakeholders. Elements such as solar, motion sensor lighting for evening use, and specific vegetation height standards became essential parts of design to ensure the comfort of people using the space at all times. Emergency phones, with clearly visible and distinct lighting, are to be placed in many areas along the Greenway to enhance safety for day and evening activity. The proper placement of site amenities and public utilities will ensure the cleanliness of the space, limiting the unsightly views and encouraging use. In addition to safety elements throughout the Greenway, innovative lighted crossing features at major intersections and arterial roadways were added to clearly alert motorists of possible non-motorized and pedestrian traffic in crosswalks. These lighted archways will help protect both motorists and users of the Greenway.

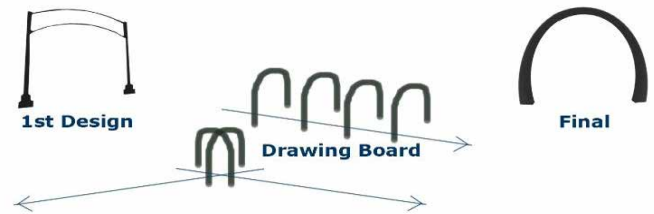
Connections Map

Grand Traverse Greenway, Flint, Michigan



Flint Greenway Concept Evolution

The arches in many of the final design images to follow were developed from feedback received through the charrette process. Conversation among stakeholders with interest in the design process concluded that the Greenway needed an identity to thrive upon. This identity had to not only represent neighborhoods and communities along the Greenway, but also the City of Flint. The arch represents connection from one point to another, linking neighborhoods that typically view obstacles such as the interstate or busy arterial roads as barriers. It is a gateway to culture, people, redevelopment of natural environments, and future developments. It is a wayfinding tool, letting you know which neighborhood, community, or park you are entering.



The arch represents the sense of place you feel throughout the entire Grand Traverse Greenway. Figure 4 shows the evolution of the arch design from the charrette to the final design seen throughout this report. See Appendix for further design evolution concepts.

Mixed-use Development and Placemaking

Compact, mixed-use properties are the building blocks that private developers contribute to a vibrant urban district. Whether these are two-story neighborhood centers with apartments and professional offices above convenience retail, or ten stories of condos, hotel rooms, and offices above downtown shopping and restaurants, this development form has many benefits, which include:

- **Supporting a 24/7 district:** mixing daytime employment uses with evening shopping and entertainment uses and nighttime residents ensures something is happening at all times—creating a place where people want to be.
- **Allowing businesses and residents to attract each other:** a walkable mixed-use district provides amenities that attract new residents, and a built-in customer base that can support new businesses, creating a virtuous cycle of activity and investment
- **Making efficient use of public resources:** compact, mixed-use development costs less per unit to serve with public utilities, while producing substantially higher tax yields per acre, providing a much higher return on public investment. This effect is even stronger when building in infill locations in existing downtowns and neighborhood centers.
- **Reducing household transportation and energy costs:** residents of mixed-use districts typically have lower total housing and transportation costs, due to the efficiencies of living near jobs, shopping, and other destinations. These savings translate into increased spending power, which supports the local economy.¹

Household demand for the economic and quality-of-life benefits of living in mixed-use developments has risen in recent years, and, in most communities, supply has not yet caught up. To build on the public space investments described in this plan, the city should identify appropriate locations for mixed-use development in the surrounding area; examine adopted plans, zoning and development regulations, and use of incentives to ensure these tools support the desired development; and engage directly with developers to solicit proposals.

¹ For more information on these benefits, review *The Option of Urbanism* (2009) by developer and Brookings Institution Visiting Fellow Chris Leinberger, and *Smart Growth Savings* (2014) by Todd Litman, Victoria Public Policy Institute

Place Assets

Recommendations for Action

The Placemaking approach helps communities identify and build upon their unique strengths and personalities to grow and thrive: it leverages the public spaces within the community and the activities of people in those spaces to build virtuous cycles of activity. Whether applied to a single lot or alley, street, or entire downtown or neighborhood, placemaking helps communities raise up their distinct character both to best serve their residents and to attract new residents and businesses.

Communities must differentiate themselves to attract residents and businesses as the economy continues to globalize. Placemaking's approach of engaging around existing assets supports this goal while honoring local culture and community. While each community will have a different mixture of assets and opportunities, several common elements support placemaking in a broad variety of places. These common elements provide a sound foundation that communities can build on with their individual assets through the placemaking process.

- **Physical Design and Walkability**
- **Environmental Sustainability**
- **Cultural Economic Development**
- **Entrepreneurship**

- **Multiculturalism**
- **Transportation Options**
- **Messaging and Technology**
- **Education**



Flint Farmers' Market

Photo Source: Michigan Municipal League



Typical Neighborhood Relationship



Typical Community Garden

» » Physical Design and Walkability

The physical design and walkability of a community helps create interest, connectivity, and overall “sense of place.” Walkability and connectivity can give people safe and convenient access to the places they live, work, shop, and play. However, most Michigan streets are designed to prioritize cars, aiming to move them through a community as quickly as possible without appropriate consideration for pedestrians, bicyclists, and other users. Market analysis continues to show that preferences are changing, and more people want to live in neighborhoods with walkable downtowns, access to cultural, social, and entertainment opportunities, as well as a variety of transportation options. Walkability not only helps to create a strong sense of place, but it promotes a strong local economy and healthy lifestyle.

The planned Grand Traverse Greenway connects the urban street grid of the Grand Traverse neighborhood at its northern end to active and vacant light industrial areas between I-69 and I-475 and to the larger, suburban style street grid of the neighborhoods south of Atherton. WalkScores range from 71 out of 100 at Court & Ann Arbor Streets to 37 in the central section and 46 at Saginaw & Atherton. The rail right-of-way itself is a walkability obstacle at present, but it will help improve access once the Greenway is constructed, providing an option for crossing the freeways and connecting the various neighborhoods along its length.

The larger industrial-character uses along the rail corridor in the central portion of the corridor will continue to limit access to and from the trail in that area, and large blank walls facing the trail can give users a feeling of being out of sight, raising safety concerns. Several of the properties in this area are currently vacant, including both industrial and residential parcels, with many owned by the Genesee County Land Bank. As these properties are redeveloped, there will be opportunities to create more access points to the trail, as well as more “eyes on the street” to alleviate safety concerns.



» » Physical Design and Walkability continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> • Make frequent links to surrounding streets in the central portion of the Greenway to “repair the grid” and provide access. 	<ul style="list-style-type: none"> • Work with Land Bank to identify and acquire portions of Land Bank properties necessary to make connections, such as along the southern edge of the active Greenway to Partridge Street; along the northern edge of I-475 to Greenley Street, connecting International Academy; and along Pengally Road, connecting Windiate Park.
<ul style="list-style-type: none"> • Create safe and highly visible Greenway crossings at major streets. 	<ul style="list-style-type: none"> • Many of these streets are identified as good candidates for 4-to-3-lane road diets, providing opportunities for center lane pedestrian refuges. These can be created during road conversions even if Greenway construction is not yet completed.
<ul style="list-style-type: none"> • Configure the Greenway to connect with existing public parks and trails. 	<ul style="list-style-type: none"> • Incorporate key connections along the Greenway into Flint’s parks and recreation plan. Some of these potential connections include the Flint River Trail, Spring Grove, Aldrich Park, Thread Lake, and Windiate Playground. • Incorporate wayfinding elements along the Greenway and on intersecting streets and pathways.
<ul style="list-style-type: none"> • Ensure any redevelopment of properties along the Greenway increases visibility and sense of security. 	<ul style="list-style-type: none"> • Use form-based codes or similar development standards to regulate building placement and orientation so that the Greenway doesn’t run past long, blank rear walls.

» » Environmental Sustainability

Environmental sustainability initiatives are critical for any community intending to be viable in today's economy. Placemaking is strongly connected to environmental concerns because of the critical role that Michigan's waterways, parks, and green spaces play in defining our communities. Whether through access to healthy local food, recreational trails and safe streets for walking and biking, or clean air and water, the environment is a vital part of healthy vibrant communities.

As Flint has grappled with reduced industrial employment and a shrinking population, new commitments to environmental restoration and sustainability have emerged from a variety of sources, and the new *Imagine Flint* Master Plan encourages future development by leveraging these existing sustainable practices.

As a historically industrial town, Flint faces challenges with remediation and repurposing of contaminated properties. Near the area of the Greenway, restoration activities at both massive sites like Chevy in the Hole and smaller properties like the Spring Grove wetland reiterate the community commitment to sustainability. There is an opportunity at all scales of development to incorporate remediation practices while considering blight, abandoned and vacant areas to large industrial sites.

In recent years, Flint has seen a strong interest in personal and community gardening and local food production and has led the state in enabling and managing these activities. The Flint Farmers Market, which has just moved to an expanded facility closer to downtown, provides additional access to locally-sourced food options and fresh produce. The market's various programs, like Double Up Food Bucks and Project Fresh, make fresh food options accessible to a breadth of Flint's community. The market's resources and programs, and the visibility of its new location, position it to support new food-based businesses in Flint.

The recently completed *Imagine Flint: Master Plan for a Sustainable Flint* reflects these and other trends in the community, and re-establishes the City's commitment to sustainability. In particular, the conception of areas of the city as "green neighborhood" and "green innovation" districts provides a new framework for management and productive use of land in areas that do not fit into traditional land use categories.



Designating areas for plants and vegetation will breathe new life into the rail corridor. Incorporating sustainable elements into the Greenway will help demonstrate the value of the natural environment and the ecosystems it harbors.



Currently, Thread Creek is piped under the I-69 overpass. Daylighting that creek allows for an extra connection to a natural feature of the area. Pairing this native characteristic with creative art will help establish a sense of place for the Grand Traverse Greenway.

> > Environmental Sustainability continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> Repurpose vacant land into park or green space. 	<ul style="list-style-type: none"> Extend access from nearby neighborhoods by engaging the Genesee County Land Bank, which possesses several industrial and residential sites contiguous to the Greenway that could be used. Allow for grow zones, riparian buffers, and other types of densely vegetated areas to mitigate negative environmental conditions.
<ul style="list-style-type: none"> Establish a Food Innovation District. The Farmers Market move to downtown will serve as a catalyst for social activity and food accessibility. 	<ul style="list-style-type: none"> Consult the Food Innovation Districts Guidebook produced by Northwest Michigan Council of Governments for resources on identifying and developing local food system assets into entrepreneurship opportunities.
<ul style="list-style-type: none"> Encourage use of permeable building materials along the Greenway to promote green infrastructure. 	<ul style="list-style-type: none"> Include specific techniques, building materials, and setbacks for managing storm water to carry out green infrastructure initiatives outlined in the <i>Imagine Flint</i> Master Plan.

» » Cultural Economic Development

Arts and culture are essential components of a thriving, knowledge-based economy. A healthy creative sector attracts and retains residents and businesses and produces economic benefits, including jobs, a stronger tax base, downtown and neighborhood revitalization, and tourism.

The *Imagine Flint* Master Plan identifies arts and culture as important criteria for a sustainable vision. To support the implementation of this sustainable vision, planning staff have partnered with residents and stakeholders to form an Arts and Culture Implementation Task Group. The goal of this group is to identify and carry out strategies related to implementation of the *Imagine Flint* Arts and Culture Plan for both mid- and short-term implementation. Greater Flint Arts Council serves as the City's central resource for arts education and programming. The Flint Public Art Project leads in connecting arts and culture with the City's redevelopment. Programs like Neighborhood Art Parades and Free City Festivals help establish place to community nodes.

Flint's critical mass of cultural destinations like Whiting Auditorium, F.A. Bower Theater, Flint Institute of Music, Flint Institute of Arts, and Buckham Alley Theater provide a diverse range of opportunities for complementary programming and connections to current programming. Many existing community facilities and recreation places are located close to the Grand Traverse Greenway. The new Farmers Market, Atwood Stadium, Riverbank Park, McFarlan Park, and the former Happy Hollow Nature Area are all located as complimentary community assets to the Greenway site.



A diverse culture calls for housing and neighborhood diversity. Different types of families seek wide arrays of housing types. Incorporating the Greenway directly into revitalized neighborhoods will draw people looking for recreation, active transportation, and a strong sense of community.

» » Cultural Economic Development continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> Coordinate city and neighborhood branding with local artists to bring cohesive identity to the Greenway and elevate the creative legacy Flint is developing. 	<ul style="list-style-type: none"> Coordinate visual branding components with neighborhoods, trails, and event-related social media.
<ul style="list-style-type: none"> Provide wayfinding signs leading users to nearby assets. Many cultural amenities are located near, but not on, the Grand Traverse Greenway. 	<ul style="list-style-type: none"> Use Greenway and wayfinding signs as opportunities for public art through partnerships with neighborhood artists or community design competitions.



The identity of the Grand Traverse Greenway is represented by the arch. This branding technique is a wayfinding element in its own right. People will begin to recognize this as an iconic figure of the Greenway, which will help define the sense of place through out the entire project.

» » Entrepreneurship

Growing jobs by ones and twos is key to creating strong local economies in the 21st century—communities must support the creation and growth of a large number of small businesses rather than relying on a small number of large firms. Local communities are fueled by small start-ups, growth on main street, and economic gardening strategies aimed at developing the talent and potential that already exists right at home. Also central to success are social entrepreneurs who act as change agents within a community, seizing opportunities others miss to create social value rather than profits. This type of entrepreneurial activity resonates especially with students and Millennials looking to apply their optimism, energy, passion and skills for a positive, tangible impact.

Flint's economy is diversifying as the "Old Economy" of the 20th Century has shifted to the "New Economy" of the 21st. A key feature of the New Economy is the ability for, and the desire of, entrepreneurs to first choose a place to work, based both on quality place-based amenities and on existing entrepreneurship assets upon which to build their ventures. While the Grand Traverse Greenway itself will qualify as a key place-based amenity, the assets that the Greenway will physically connect can strengthen Flint's entrepreneurial culture. Major employers including Hurley Medical Center, Diplomat Specialty Pharmacy, Kettering University, and the University of Michigan-Flint will have access to the Greenway either directly or by a short lateral connection. The ability to seamlessly access small businesses located in the Downtown, W. Court St., and South Saginaw areas without a car will promote greater synergies between existing ventures and aid in the location of startups.

The Grand Traverse Greenway will create a direct connection between several of the economic development areas in the *Imagine Flint* Master Plan: the Neighborhood Center area at the intersection of Ann Arbor Street and Court Street; the City Corridor and Commerce & Employment Center areas along the South Saginaw Street corridor; and the Downtown and University Corridor

Innovation Districts. Areas of potential redevelopment, such as Chevy in the Hole and the former Atherton industrial site, will have direct access to the Greenway.

In addition to existing employment centers, Flint has several institutions that exist to foster an entrepreneurial culture to which the Greenway will connect. The University of Michigan-Flint's Innovation Incubator and Michigan Center for Entrepreneurial Leadership and the regional Michigan Small Business Development Center located at Kettering University; the Uptown Reinvestment Corporation serving the Downtown area; and the South Saginaw Taskforce serving its namesake corridor are entrepreneurial resources which have not previously been connected by a single corridor.



➤ ➤ Entrepreneurship continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> • Develop a targeted program for attracting and retaining small start-up businesses. 	<ul style="list-style-type: none"> • Use procurement preferences to encourage new businesses to locate in the corridor. • Provide new hires who are relocating to Flint with information on the Greenway as an active commute option and incentive to neighborhood home ownership.
<ul style="list-style-type: none"> • Create a Greenway Entrepreneurial Initiative comprised of representatives of local business development organizations, as well as the Flint & Genesee Chamber of Commerce and Economic Development Corporation, to market the Greenway as a unique corridor of entrepreneurial growth. 	<ul style="list-style-type: none"> • Inventory commercial properties along corridor suitable for startups based on university technology transfer or other entrepreneurial programs.



Utilizing unused space like the I-475 underpass is a great way to develop events and other communal activities that surrounding neighborhoods can thrive upon.

» » Multiculturalism

Successful 21st century communities are inclusive and welcoming to all, embracing diversity and multiculturalism as a competitive advantage. These types of communities are most attractive to new businesses, and today's fluid, mobile, and global workforce seeks out places that embrace people of all ages, religions, ethnicities, national origins, and races.

Flint has a base of cultural institutions and groups that cover a range of ethnic and cultural traditions. Yearly festivals celebrate the African-American, Lebanese, and LGBT communities, among others. Flint's Sister City relationship with Hamilton, Ontario dates back more than 50 years, and their partnership led to the creation of the CANUSA Games, a youth athletic event held in Flint bi-annually. Flint's educational anchor institutions play a large role in promoting multiculturalism: UM-Flint provides a wealth of

programming during African-American Heritage Month and hosts a number of student-led organizations devoted to the diverse cultural backgrounds of an international student population. The Sloan Museum at the Flint Cultural Center hosts exhibits focusing on Flint's role in labor history and hosts the Genesee County Women's Hall of Fame. The Greater Flint Arts Council coordinates a variety of theatre, visual art, and music-oriented programs representing world cultural traditions through local institutions.



The arch can be used as communal artistic expression. In this image, the International Academy of Flint educates Greenway users on global heritage

» » Multiculturalism continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> • Ensure future programming along the Grand Traverse Greenway contains a multicultural component, building on existing efforts in the city. 	<ul style="list-style-type: none"> • Host the 1500m or 3000m track events of a future CANUSA Games along the Greenway. • Partner with multicultural festival organizations to host events along the Greenway.
<ul style="list-style-type: none"> • Make use of temporary art along the Greenway that can change with seasons, holidays, events, and other activities. 	<ul style="list-style-type: none"> • Pursue public art installations from diverse cultural traditions.

» » Transportation Options

Thriving regions offer a range of transportation options, from walking and biking to buses and other modes of transit. Developing effective transportation options is a necessary tool for all communities interested in attracting and retaining residents, workers, and businesses. Research shows that people across the nation are choosing communities that offer various modes of transportation with easy access to the places they live, work, and play. Providing multimodal transportation options can be as complex as rail systems and as simple as trails and bike paths.

Both the *Imagine Flint* Master Plan and the Genesee County Long Range Transportation Plan have policies that support Complete Streets practices, and have proactively identified “underperforming asphalt” on major roads that could be repurposed: some one-way streets in the Grand Traverse neighborhood have been converted to two-way traffic, with bike lanes added in the process, and several major streets that intersect the trail corridor have been identified as candidates for 4-to-3-lane “road diets”.

While Flint’s freeways provide excellent automotive access to downtown, they create additional barriers to shorter-distance travel, such as between neighborhoods and downtown. These shorter trips are important not just for health and recreation, but access to employment and education: about 1,000 employed residents live within a ¼ mile walking distance of the Greenway route; 60% of these travel less than 10 miles to work, with downtown Flint, McLaren Medical Center, and the Baker College / South Flint Plaza areas being major destinations for these residents. The Grand Traverse Greenway would address some of these barriers by creating new biking and walking connections under I-69, I-475, and the active CN railroad tracks, providing a new, safe biking and walking route to downtown. The Greenway, in combination with

the 4-to-3-lane road diets proposed in the City’s master plan, would allow bicycling access to some of the other major destinations, such as the Baker College area.

Other trips could be made possible through connections of the Greenway to MTA transit routes: MTA’s #3, 8, 11, and 12 intersect the Greenway route at various points, connecting to destinations such as McLaren, Chevy Truck Assembly, and Bishop International Airport. However, these connections are not currently easy to make: at Court Street, for example, the MTA #3 crosses the overpass high above the Greenway route, with no visible connection from one to the other.



Non-motorized transportation often comes with its trials and tribulations. To further encourage these uses, it is important to provide essential amenities and public utilities, like bicycle repair stations that ensure the safety and security of using the Greenway.

» » Transportation Options continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> • Locate bus stops at all locations where the Greenway crosses transit routes, and ensure good visibility between trail and transit stops. 	<ul style="list-style-type: none"> • Focus on attractive, high-visibility vertical connection at Court Street. Examine city, utility, and private partnerships to make this connection via vacant parcels on either side of the Court Street overpass. • Integrate Greenway and bus stop signs at intersections between modes.
<ul style="list-style-type: none"> • Extend existing and proposed bike lanes to intersect with the Greenway. 	<ul style="list-style-type: none"> • Consider small combination trailhead / park-n-ride lots near major roads.



» » Messaging and Technology

People communicate, connect, and engage differently today than they did ten years ago, five years ago, last year, or even last month. Next generation Internet and communication technologies are allowing people to share information in the virtual world in unprecedented ways. Communities that use cutting-edge strategies in their approach to branding, engagement and communication with new demographics, businesses, cultural institutions, and philanthropic communities are ahead of the game.

Local institutions have a strong social media presence. Nearly all major community institutions and groups have a presence on Twitter, some with impressive followings: the Police Operations advisory account has over 13,000 followers; Flint's Mayor has over 2,500 followers; and many Flint-related accounts have over 1,000. A similar presence and enthusiasm for social media exists on Facebook: the Flint Institute of Arts has over 8,000 "likes" and the Flint Farmers Market surpasses 11,000. The City website is relatively easy to navigate. Many downtown

businesses offer free Wi-Fi access. Connect Michigan gives Flint a score of 100 for Broadband Internet access with multiple sources of coverage available throughout the city. The Flint Journal's website is part of the MLive Media Group family, providing one of the most advanced online news platforms in the United States. The recent *Imagine Flint* master planning and community engagement process had a large online and social media component that is held as an example of best practices statewide.



» » Messaging and Technology continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> Form a coalition of neighborhood and civic organizations, working in concert with city and anchor institutions, to develop and maintain a main website devoted to the Grand Traverse Greenway with social media functionality. 	<ul style="list-style-type: none"> Work with Friends of the Flint River Trail to advertise the presence and route of the Greenway via existing online assets. Create mobile-friendly maps and wayfinding for Greenway users. Develop Greenway accounts on existing social media outlets such as Facebook and Twitter and leverage the large group of followers currently following Flint-related content on these sites.
<ul style="list-style-type: none"> Encourage local institutions to leverage their existing social media presence to advertise the Grand Traverse Greenway and associated improvements. 	<ul style="list-style-type: none"> Encourage civic groups and businesses to support Greenway social media campaigns to their existing audiences.
<ul style="list-style-type: none"> Program outdoor activities with a technological component on the Greenway. 	<ul style="list-style-type: none"> Fitness programs that allow participants to track their progress and achievements on an interactive map can inspire greater awareness.
<ul style="list-style-type: none"> Install lighting, call boxes, and other electronic safety measures along the Greenway to enhance safety through design. 	<ul style="list-style-type: none"> Consider providing publicly accessible WiFi hotspots along the trail, in particular where Greenway lighting or nearby street lighting provides electricity. Meraki mesh networks can extend access from existing hotspots.

» » Education

Education is key in competing in a global 21st century economy, and centers of education are vital anchor institutions within communities. From K-12 schools to community colleges, and technical schools to state universities, educational institutions bring innumerable benefits to a community. They are the hub not only for learning, but sports, entertainment, arts and culture, healthcare, and recreation, and they serve as engines of economic development. Vibrant communities successfully collaborate with a full range of educational institutions to develop intellectual, human, and physical capital. Collaboration can be as simple as sharing physical facilities such as ballparks and swimming pools, or as complex as formal town-gown strategic plans.

Flint is a regional educational hub, hosting two universities, two community/technical colleges, five charter schools, five private schools, and the 26 schools comprising the Flint Community and Genesee Intermediate School Districts. Nearly 10,000 primary school, college, and university students reside within the city, with an additional 20,000 students commuting into Flint. The cultural benefits provided by these anchor institutions include many community-oriented outreach programs, drama and theatre programs, and athletic and fitness programs—including partnerships with the Crim Fitness Foundation. UM-Flint and Kettering host many student-led cultural and technological organizations.

The Grand Traverse Greenway will facilitate access between a variety of Flint's educational anchor institutions. UM-Flint, Kettering University, Baker College, Flint South-

western High School, and International Academy will have access to the Greenway, either directly or by a short lateral connection. Enhanced physical connections will benefit the community as a whole in addition to students, educators and employees directly impacted. For example, the collaborative educational and community partnerships between Powers Catholic High School and Kettering University would be strengthened by enhanced non-motorized connections to each institution via the Greenway.

With increased accessibility, students and employees at Kettering, UM-Flint, and Baker College would be incentivized to live in areas throughout the city. Primary school students and parents from International Academy and Southwestern High School would have a new means of access to those institutions. Having direct access to this portion of Flint's educational asset base via the Greenway

would allow community members at-large to take better advantage of those institutions' cultural and educational offerings.



UM-Flint Campus

Photo Source: Michigan Municipal League

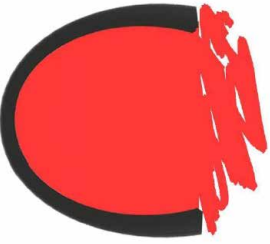
> > Education continued...

Recommendations	Implementation Opportunities
<ul style="list-style-type: none"> Educational institutions should partner with neighborhood and community groups and institutions to further define and enhance direct connections to the Greenway. 	<ul style="list-style-type: none"> Engage educational institutions directly to identify the most feasible locations for direct connections.
<ul style="list-style-type: none"> Build the Greenway into existing educational and community programs to encourage its use and upkeep. 	<ul style="list-style-type: none"> Target key corridors for enhancement, such as Court St., 12th St., and University Ave., to bridge gaps between the Greenway route and the institutional campuses. Use the Greenway for student and faculty fitness programs and cycle club activities. Natural resources and environmentally-oriented courses and programs can use the Greenway where appropriate to provide access to natural environments under study.
<ul style="list-style-type: none"> Coordinate university housing initiatives with the Greenway route. 	<ul style="list-style-type: none"> Identify sites along or near the Greenway route appropriate for new student housing options.
<ul style="list-style-type: none"> Engage educational institutions to continue defining and enhancing direct connections to the Greenway. 	<ul style="list-style-type: none"> Ensure site plans for institutional or student-oriented development include clear access to the Greenway, plus adequate on-site bicycle parking and other amenities.



Appendix

Arch Concept Evolution

 <p>Light Post (Side)</p> <p>Light Post (Back)</p>	 <p>NIGHT</p> <p>Light Post (Side)</p> <p>Light Post (Back)</p>	 <p>NIGHT Emergency</p> <p>Light Post (Side)</p> <p>Light Post (Back)</p>	<p>The light poles along the Greenway are curved like the arch</p>	<p>Panels along the top light the trail like a typical lamp post</p>	<p>The lights can change colors to alert people and authorities to certain situations</p>
 <p>Not in Use</p>  <p>Crosswalk in Use</p>	 <p>ONROAD</p> <p>TRAVERSE GREENWAY</p>	 <p>NIGHT</p>  <p>DAY</p>	<p>Larger arches extend across crosswalks and light the pavement to alert drivers of pedestrian crossings</p>	<p>The arches can be customized to announce entry to each community, park, or district</p>	<p>The full arches can also be used for trail lighting</p>

Flint, Michigan

Additional Images

The following are additional images that were not included in the body of the report and further illustrate the design concepts.



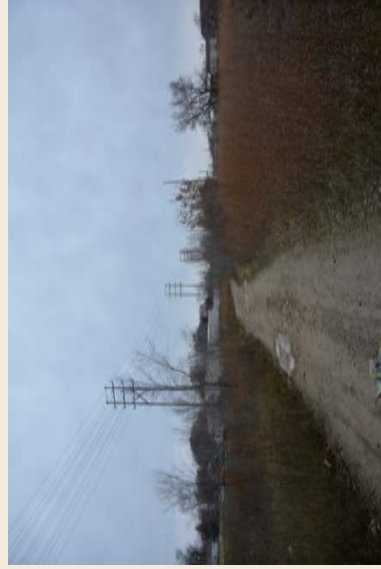
Before: North Terminus of the Greenway



Alternative A: The revitalization of this building and public space is fueled by the Greenway



Alternative B: The addition of trees within the public domain resembles an urban forest



Before: Typical industrial area along the Greenway



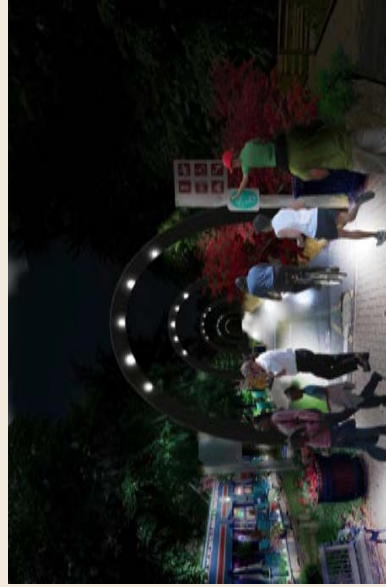
The Greenway is interrupted by a children's playscape



Before Image: Near the northern terminus of the Greenway



Summer: The gateway provides summer recreation opportunities for communities, organizations, and schools



Night: The Greenway lighting will allow for evening use



Winter: The Greenway is a multi-seasonal trail way

Flint, Michigan



Alternative A: A civic center with public space



Alternative B: A townhouse community tied into the Greenway



Alternative C: An urban setting that offers restaurants, entertainment, and recreation

Flint, Michigan



Before Image: Southern residential area along the Greenway



Day: Connections to neighborhoods are key to the Greenway's success



Evening: Emergency posts along the Greenway ensure safety for all users

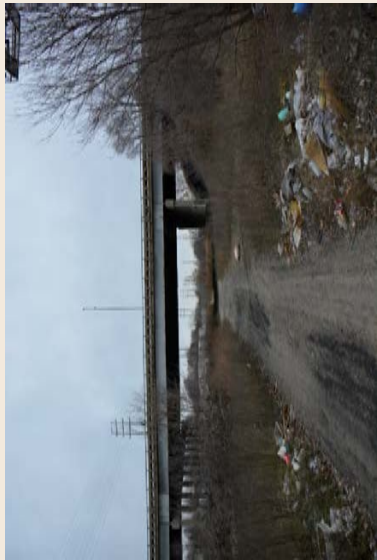


Before Image: I-475 underpass



Underpass Park

Unused land below bridges and underpasses are great spaces that can be utilized as event space



Before Image: Near International Academy of Flint



After: Schools in proximity of the Grand Traverse Greenway will have access to the trail, and influence the identity of their community



Before Image: Spring Grove Neighborhood



After: The Greenway will enhance much of the native landscapes that are influenced by the urban environment



Before Image: Spring Grove silos



After: Natural areas found along the Greenway will add to the aesthetic value of the trail system

Flint, Michigan



Before Image: South Spring Grove



After: Different types of non-motorized transportation will require different amenities and public utilities



Before Image: Industrial area of the Greenway



After: Greenways are heavily used by those looking for exercise. Adding exercise stations to the trail can enhance the experience of users



Before Image: Residential area of the Greenway



After: Greenways are often used by families and children. Playground facilities are great for groups looking for a break along the trail

Flint, Michigan



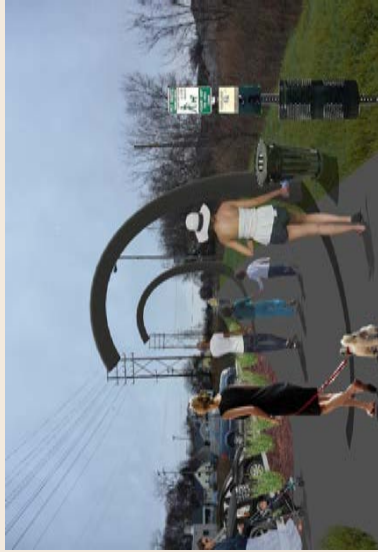
Before Image: North Central area of the Greenway



After: Some of the abandoned lots along the Greenway offer great opportunities to start a community garden



Before Image: Residential area of the central portion of the Greenway



After: Trail heads and access points along the Greenway are critical to ensure that visitors can use the trailway to the extent that they are comfortable



Before Image: Aldrich Park



After: The gateway arches are great way-finding techniques that create a sense of place for the Greenway

Flint, Michigan



Before Image: Southern Residential area of the Greenway



After: Community gardens are great ways to strengthen neighborhoods



Before Image: Walker Electric area



After: Abandoned lots can be revitalized into thriving prairie land



Before Image: Southern terminus of the Greenway

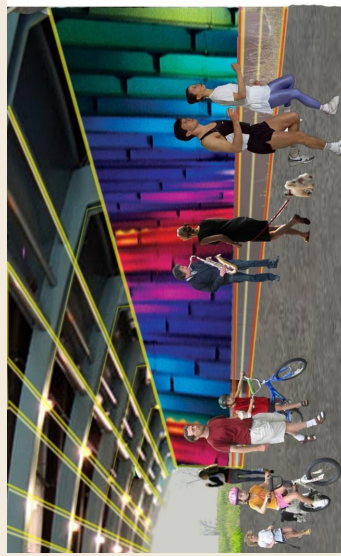


After: Crosswalks are designated multiple ways to increase the safety of those crossing main arterial roads

Flint, Michigan



Before Image: I-475 underpass



After: Underpasses are great for creative placemaking



Before Image: Central portion of the Greenway



After: Aesthetic plantings along the greenway can encourage extended use from visitors



Before Image: Near Bristol Road



After: Crosswalk markings are reflective to warn drivers of Greenway crossings

Flint, Michigan



Flint, Michigan



Before Image: Saginaw Street Crossing



After: The Saginaw crossing is fitted with pedestrian and vehicular traffic signals



After: Colored arches warn vehicular traffic of pedestrians crossing



After: The colored arches are an increased safety measure for pedestrians and drivers

Flint, Michigan



Before Image: I-69 overpass



After: Arches can be fitted with banners to promote events in different neighborhoods



After: Lighted pathways will allow for users to extend their time on the Greenway



After: The Greenway will connect communities in South Flint that had limited access in the past

Flint, Michigan

Design Charrette Concept Feedback

Participant comments about specific design images and concepts at the multi-day design charrette on March 18 and 19, 2014 at Word of Life Christian Church in downtown Flint.

Trail Art

Likes

- Use of art on the trail (in general) (8)
- Loved art that is mobile and temporary (5)
- I like temporary art- Tour de 'Crim' – back to the bricks, Crim Race, etc.
- Art can help to reflect events that are coming
- Love "Flint" art
- I like art in the overpasses/underpasses(3)
- Mural art/mosaics (4)
- Aesthetically pleasing
- Creativeness - Letting the environment of the trail dictate the design

Dislikes/ Suggestions

- Art that blocks sightlines/invites criminal activity
- Too many additions (i.e., work out stations, art display, arches and other ornamentation, etc.) – Less is more
- Allow paint and graffiti in overpasses/underpasses, name underpasses (2)
- Not sure – places where graffiti would be welcomed
- Auto heritage images/sculptures/statues are tiring and overplayed. Other aspects of Flint history need to be embraced. (8)
- Additional related comments:
 - Perhaps use recycled auto parts as art (contest), especially near old fisher body site;
 - The over-use on the Backbone concept of auto symbols and history. Too past-looking and referencing only one part of history. What about open housing? History of Native Americans here? Community education? (2);
 - Don't use classic cars as theme or markers; (2)
 - Allow Flint to be itself;
 - Focus more so on Crim, colleges, we have so many; Kettering, U of M, MCC, MSU, Davenport, Baker College, Spring Arbor, Ferris State Campus at MCC
- Monuments/ statues (2)
- Needs to be off the trail

Arches

Likes

- The arches (in general) (7)
- As entrance (2)
- To hang banner to promote events, messages to citizens
- That says Grand Traverse Greenway – ties to each other landscaping "Standards" around town (2)
- Flint-based walk through arches
- Similar to downtown arches

Dislikes/ Suggestions

- The arches (4)
 - Buick Symbols on archways
 - Too many additions (i.e., work out stations, art display, arches and other ornamentation, etc.) – Less is more
- Maybe lighting in arches to light trail at dark (solar-powered)
- Entrances, sculptures, should be graffiti-resistant and as maintenance-free as possible

Smartphone App/ Technology

Likes

- Like the idea of Apps that talk about landmarks
- Solar power (4)
- Like tech access app for smartphones
- For future and current users
- Charging stations for phones, tablets, laptops
- Integrating "Flint" flavor and messaging

Dislikes

- Incorporation of technology looks forced-not natural
- Too much technology, only technology/smart phone
- Technology; only site maps should have written and digital interfaces
- Lacked interactive items for children

Flint, Michigan

Urban Gardens/ Edible Trail Concept

Likes

- Community gardens and urban agriculture (6)
- Additional comments
- Floral gardens – wildflowers;
- Promotes community health
- Stops for health food orchards
- Fruit trees (in general) (4)
- Edible plants

Dislikes/ Suggestions

- Who will maintain community gardens? (3)
- Additional related comments
 - Urban gardens take a tremendous amount of work without funding - this isn't sustainable;
 - The gardens seem to have a potential upkeep problem
- Suggestion: Natural landscapes such as butterfly gardens
- Agriculture too tall – hide criminals
- Fruit trees (in general) (5)
- Additional related comments
 - Litter, mess, smell;
 - Not sure about fruit trees – good as a concept, but would need to spray the trees. Worried that maintenance won't happen
- Gardens/plants too close to trail (2)
 - Okay if adjacent, just not next to
 - Maintenance plan? I like the apple tree idea, yet to produce fruit you need to care for it. (maybe connect to Applewood's expertise?)

Signage

Likes

- Signage (in general)
 - Colorful signage (2)
- Way-finding signage – standard in Genesee County
 - Would like to see way-finding signs with mileage
- Signs to identify different sections of trail map of "you are here"
- Sign for rules and regulations
- Markers

Dislikes/ Suggestions

- Plan for parking of Hemphill Pond end – size of lot, who to finance, how big, signage to direct potential trail users
- Lack of signage
- Signs on trails to show off trail places (this way for Flint River Trail)
- Local companies/business support (signs showing where they are)
- If the trail will be going through neighborhoods, will there be neighborhood markers? (sense of place) (2)
- Missing mile markers
- Classic cars used as markers
- For any wetlands, there should be native plant identification (2)

Safety Measures

Likes

- Lighting (in general) (11)
- Additional related comments
 - Solar panels (2)
 - Low maintenance – can be done
- Lighting as a safety measure (6)
- Additional related comments
 - Caution lights at major streets;
 - Crossings with flashing lights
- Lights as creative/colorful element (2)
 - The cool artsy lighting under the overpass (2)

Flint, Michigan

Safety Measures (continued)

- Underpass concepts for “light as art” and “fairs or other events” or “tiles as art”
- Call boxes (in general) (7)
 - Call boxes all along trail like MCC, U of M campus for safety
- Emergency shelter (4)
- Cameras (3)
- Safety service center

Dislikes/ Suggestions

- Policing this area (3)
 - Would like to see police on bicycles patrolling trail
- Lighting this area (Lamp posts may not be practical)
- Who will respond to emergency buttons
- Density of tree areas seems unsafe even with the emergency box there
- Vandalism
- Address safety issue on 2nd near Ann Arbor
- Address embankment drop-off near GM plant
- Summer nights = potential problem

Amenities, activities, and other features

Likes

- Entrance (2)
- Exit
- Brings in many different aspects into the trail
- Bike rental/city bike (9)
- Bike storage (racks/lockers) (7)
- Bicycle repair
- Informational kiosks (historical; point out features of nature, geological formations, etc.) (3)
- Eating areas (3)
 - Families (picnic)
 - Outdoor eating at cafes
 - Restaurants (2)
 - Business/retail (2)

- Trail to encourage commerce from local vendors/ food trucks (5)
- Cross-country skiing/winter use; ski rental
- Exercise stations and equipment (6)
 - The work out/exercise equipment (promotes community health)
- Restrooms (7)
 - Port-o-potties or restrooms needed especially by play areas
- Water fountains/stations (13)
- Water park
- Seating (8)
 - Speed tables (2)
 - Resting points
- Dog park/trail (2)
- Family and children-friendly – play area (3)
- Parking (2)
- Trailhead (2)
- Flint Tool and Dye to be involved with trailhead (north) Grand traverse and 2nd Street, and Spring Grove
- Racer lot as baseball park behind trail but where people can see from trail

Dislikes/ Suggestions

- Would like to see an amphitheater (3)
- Needs to be more children-friendly (2)
 - Need kid-friendly things like climbable sculpture, hands-on musical features like xylophone, wind chimes, etc.
- Missing pet station (clean-up staff)
- Fountains bad idea – All I can think of is the fountain downtown that is never on
- Like idea of workout stations, but think they should be simpler, large metal equipment is likely to be stolen
- Blue bird boxes, habitat area
- Community billboard
- Retail areas
- Bus stops?
- Shaded seating areas
- Bathrooms – please include changing table
- Hand sanitizer stations

Amenities, activities, and other features

- • Need greens spaces for lunch and sit and watch
- Need to have some natural areas – for viewing wildlife (2)
- Would like to see small scale grocery store along trail
- Even though it's meant to be an active trail, elderly disabled may need benches, picture areas to watch others/children
- Using existing parks for access/trailheads

Connectivity and accessibility

Likes

- Connectivity (in general) (2)
- Would like to see making to distinguish pedestrian and bike use (marking for bikes, walkers, etc.) (3)
- Multi-use (4)
- Like the pet-friendly idea (4)
- Who must have a common share when it comes to the trail
- Year-round use (6)
- The connection into Spring Grove
- Love the Grand Traverse/Kearlsey urban plaza/river connection
- Access for MTA users
- Handicap accessible (2)
- Neighborhoods access – numerous entry-points
- Accommodations for pedestrians
- Pedestrian crossing designs
- Liked mixed-use near Diplomat Non-motorized – except electric chairs and scooters
- Builds on where people are
- Empowers students
- The connecting to community concept
- Accessibility to students (2)
- Use trail to get from A to B
- No motorized vehicles
- River beds/trails

Dislikes/Suggestions

- Close proximity to signalized intersection @ Atherton/Saginaw
- Explore bridge on River/Swantz Creek
- One way street (A)
- Keep dog trail separate (2)
 - Keep dogs on leashes
- Missing connection to Windiate Park
- Well-marked road crossings
- Need to define connections/linkage (3)
- Improvement adjacent
- Should connect to U of M campus
- Trail and access routes must be accessible to people with disabilities
- Provide parking spaces for those not living in community or near trails (4)
- Safe street crossing (5)
 - All crosswalks should be very visible – possibly all the same (maybe green and white stripes?)
- Bright noticeable street crossing treatments
- Concerns about northern connection to Flint River Trail
- Connection to town
- Missing walker electric to crossing Atherton; Saginaw at intersection
- Need connection to riverbank park and existing greenways
- Does not connect to Flint River Trail (3)
- How will the southern entrance be integrated with Burton? (2)
- Question: Year-round use?
- I would like to see an indoor tunnel throughout the structures to connect businesses and residential foot traffic
- Connection with Aldrich Park
- Question: the road diet of Saginaw Street? (2)
- Don't like Hemphill as start/end

Underpass Park, events, and community involvement

Likes

- Like the underpass park/festival concept (in general) (6)
 - Underpass design
 - Events/festivals along the trail (4)
- ### Dislikes/ Suggestions
- Like the bridges except for events under bridge
 - Have a clean-up event to help with construction
 - Staging area for periodic events
 - Music festivals
 - Get Groups to adopt sections; Southwest Academy, International Academy,
 - Diplomat, Kettering
 - Running groups: Crim (2)
 - Community group sponsors
 - Too many events
 - Find help from "Keep Genesee County Beautiful"
 - Use schools
 - Participants merchants in time
 - Stockton Center at Spring Grove
 - Volunteers opportunities

Efficiency and maintenance

Likes

- Permeable pavement (4)
 - Good walking surface (not cement)
- Beautification (2)

Dislikes/ Suggestions

- Who is going to maintain the trail and how (cost)? (8)
 - Community friends group help with maintenance
 - Low maintenance landscaping (2)
 - Less grass along trail = low maintenance
- Waste management
- Trash bins (4)

- Need plan for managing trash that people in our area are prone to disposing anywhere – need lots of trash barrels placed every (half-mile?) along the trail and a plan for emptying them
- Financing/budget priority list
- Need - Pet clean-up bags, stations, and waste disposals (3)
- Fines for destroying property
- Don't like the mowed look – more natural looking environment (2)
- Clear brush around trail

Other

Likes

- Backbone concept (2)
 - Heritage, people, art
- Creative Crosswalks

Dislikes/ Suggestions

- Backbone concept (2)
 - If Flint had a backbone, it would be all of Saginaw, north and south. Would be politically insensitive to name The South Side of the Backbone
 - The over-use on the Backbone concept of auto symbols and history. Too past-looking and referencing only one part of history. What about open housing? History of Native Americans here? Community education?
- Don't start if it isn't going to continue for years
- Barriers that are too high and block a clear view through
- How do you do this without making the surrounding areas look worse?
- Website info on project
- Possible detour from behind
- Potential for being overwhelmed at the size of the proposed project
- In the plan, clearly demonstrate how these visions can be implemented in phases; 1) basic path; 2) site furnishings; 3) art, etc.

Interview Summary

The interview summary provides an outline of feedback from community stakeholders in regard to the PlacePlan for the Grand Traverse Greenway. The key opportunities, universal concerns, and what stakeholders would like to see are summarized below.

Themes/Design Considerations:

- ✓ It should be used for transportation AND recreation, not just the latter
- ✓ Four-season usage
- ✓ Design for safety (or the perception of safety)
- ✓ Ease of maintenance

Focus on key connections:

- ✓ Chevy in the hole (Green cap underway)
- ✓ Spring Grove: a wetland area that is already being used for public art events; could be a destination node, perhaps incorporate interpretive signs; there is an illegal driveway issue
- ✓ Downtown (growing number of residents)
- ✓ International Academy: Safe Routes to School campaign already underway
- ✓ Saginaw Street sports fields: trail could become schools' cross country route
- ✓ Riverbank Park
- ✓ North of the river, connecting to university area is KEY
- ✓ Kearsley & 2nd, connect to major employers/plant to give employees pedestrian access

Future Opportunities:

- ✓ Use complete streets to connect northern area on Saginaw to create bike lanes and connect to Thread Lake & the GTG
- ✓ Develop image as a biking destination; "family rides," Back Alley Bikes, bike the blizzard...
- ✓ Recommend a bike/non-motorized assessment of connecting surface streets, bike lanes, surface quality, connecting pavements, curve angles etc.

What to include:

- ✓ Biking comfort station/minor repair station (air pump, etc.)
- ✓ Water fountains
- ✓ Rest rooms
- ✓ Benches
- ✓ Bike racks
- ✓ Lighting
- ✓ Safety applications

Challenges:

- ✓ I 69/Fenton Road: MDOT plans could affect design options
- ✓ Walker Electric building
- ✓ Storage facility near 12th St.
- ✓ Perception of safety

Connections to Placemaking

The following tables illustrate the relative time frame and type of placemaking activity for each implementation strategy outlined in the report. In addition, implementation strategies have been aligned with existing objectives in the *Imagine Flint* Master Plan where they primarily appear.

Asset Category	Implementation Strategies	Time Frame				IMAGINE FLINT OBJECTIVES
		Short-term	Creative	Strategic	Standard	
Physical Design & Walkability	A.1 Work with Land Bank to identify and acquire portions of Land Bank properties necessary to make connections, such as along the southern edge of the active rail line to Partridge Street; along the northern edge of I-475 to Greenley Street, connecting International Academy; and along Pengally Road, connecting Windiate Park.				✓	Land Use Plan, Objective #3
	A.2 Many of these streets are identified as good candidates for 4-to-3-lane road diets, providing opportunities for center lane pedestrian refuges. These can be created during road conversions even if trail construction is not yet completed.				✓	Transportation & Mobility Plan, Objective #5
	A.3 Incorporate key connections along the Greenway into Flint's parks and recreation plan. Some of these potential connections include the River Trail, Spring Grove, Aldrich Park, Thread Lake, and Windiate Playground.				✓	Transportation & Mobility Plan, Objective #1
	A.4 Use form-based codes or similar development standards to regulate building placement and orientation so that the Greenway doesn't run past long, blank rear walls.		✓		✓	Land Use Plan, Objective #3
Environmental Sustainability	B.1 Extend access from nearby neighborhoods by engaging the Genesee County Land Bank, which possesses several industrial and residential sites contiguous to the Greenway that could be used.			✓		Environmental Features, Open Space & Parks Place, Objective #7
	B.2 Consult the Food Innovation Districts Guidebook produced by Northwest Michigan Council of Governments for resources on identifying and developing local food system assets into entrepreneurship opportunities.				✓	Public Safety, Health & Welfare Plan, Objective #6
	B.3 Include specific techniques, building materials, and setbacks for managing stormwater to carry out green infrastructure initiatives outlined in <i>Imagine Flint</i> .		✓		✓	Environmental Features, Open Space & Parks Place, Objective #3

Asset Category	Implementation Strategies	Time Frame				IMAGINE FLINT OBJECTIVES
		Short-term			Long-term	
Cultural Economic Development	C.1 Coordinate visual branding components with neighborhood, trail, and event-related social media.	Tactical	✓		Strategic	Arts & Culture Plan, Objective #6
	C.2 Use Greenway and wayfinding signs as opportunities for public art, through partnerships with neighborhood artists or community design competitions.	Tactical	✓		Strategic	Arts & Culture Plan, Objective #1
Entrepreneurship	D.1 Use procurement preferences to encourage new businesses to locate in the corridor.	Tactical			Strategic	Land Use Plan, Objective #2
	D.2 Provide new hires who are relocating to Flint with information on the Greenway as an active commute option and incentive to neighborhood home ownership.	Tactical		✓	Strategic	Housing Plan, Objective #3
	D.3 Inventory commercial properties along corridor suitable for startups based on university technology transfer or other entrepreneurial programs.	Tactical			Strategic	Economic Development & Education Plan, Objective #4
		Tactical			Strategic	
Messaging & Technology	E.1 Work with Friends of the Flint River Trail to advertise the presence and route of the Greenway via existing online assets.	Tactical	✓		Strategic	Arts & Culture Plan, Objective #6
	E.2 Create mobile-friendly maps and wayfinding for Greenway users.	Tactical	✓		Strategic	Transportation & Mobility Plan, Objective #5
	E.3 Develop Greenway accounts on existing social media outlets such as Facebook and Twitter and leverage the large group of followers currently following Flint-related content on these sites.	Tactical	✓		Strategic	Arts & Culture Plan, Objective #6
	E.4 Encourage civic groups and businesses to support Greenway social media campaigns to their existing audiences.	Tactical		✓	Strategic	Arts & Culture Plan, Objective #6
	E.5 Fitness programs that allow participants to track their progress and achievements on an interactive map can inspire greater awareness.	Tactical		✓	Strategic	Public Safety, Health & Welfare Plan, Objective #7
	E.6 Consider providing publicly accessible WiFi hotspots along the trail, in particular where Greenway lighting or nearby street lighting provides electricity. Meraki mesh networks can extend access from existing hotspots.	Tactical		✓	Strategic	Transportation & Mobility Plan, Objective #5

Flint, Michigan

Asset Category

Implementation Strategies



Multiculturalism	F.1 Host the 1500m or 3000m track events of a future CANUSA Games along the Greenway.	Tactical	✓	Creative	✓	Strategic		Standard	IMAGINE FLINT OBJECTIVES Public Safety, Health & Welfare Plan, Objective #7
	F.2 Pursue public art installations from diverse cultural traditions.	Tactical	✓	Creative	✓	Strategic	✓		Arts & Culture Plan, Objective #1
	F.3 Partner with multicultural festival organizations to host events along the Greenway.	Tactical	✓	Creative	✓	Strategic		✓	Arts & Culture Plan, Objective #6
		Tactical		Creative		Strategic		Standard	IMAGINE FLINT OBJECTIVES
Transportation Options	G.1 Focus on attractive, high-visibility vertical connection at Court Street. Examine city, utility, and private partnerships to make this connection via vacant parcels on either side of the Court Street overpass.			✓				✓	Transportation & Mobility Plan, Objective #2
	G.2 Integrate Greenway and bus stop signs at intersections between modes.							✓	Transportation & Mobility Plan, Objective #3
	G.3 Consider small combination trailhead / park-n-ride lots near major roads.							✓	Transportation & Mobility Plan, Objective #2
Education		Tactical		Creative		Strategic		Standard	IMAGINE FLINT OBJECTIVES
	H.1 Engage educational institutions directly to identify the most feasible locations for direct connections.		✓					✓	Economic Development & Education Plan, Objective #7
	H.2 Target key corridors for enhancement, such as Court St., 12th St., and University Ave., to bridge gaps between the Greenway route and the institutional campuses.							✓	Transportation & Mobility Plan, Objective #1
	H.3 Use the Greenway for student and faculty fitness programs and cycle club activities.		✓					✓	Transportation & Mobility Plan, Objective #2
	H.4 Natural resources and environmentally-oriented courses and programs can use the Greenway where appropriate to provide access to natural environments under study.			✓				✓	Environmental Features, Open Space & Parks Plan, Objective #4
	H.5 Identify sites along or near the Greenway route appropriate for new student housing options.					✓			Transportation & Mobility Plan, Objective #1
	H.6 Ensure site plans for institutional or student-oriented development include clear access to Greenway, plus adequate on-site bicycle parking and other amenities.							✓	Transportation & Mobility Plan, Objective #1

Flint, Michigan

Case Studies

The following are case studies relating to each asset category in the body of the report. These case studies provide an example of how placemaking can be tied in with each asset category.

Physical Design & Walkability: Farmington’s “Heart of Downtown”

Michigan communities across the state are improving walkability and design, especially in their downtown areas. Farmington has spent the past decade creating a stronger sense of place in its downtown and the result of this work has been positive for the community’s economy. Municipal officials worked with residents to transform a downtown strip mall parking lot into a public park and pavilion. The new area now houses about 60 events throughout the year, including the farmers market, swing dancing performances, and a winter festival. With more people visiting downtown Farmington on a regular basis, retail stores and restaurants have seen more foot traffic and increased sales.¹ The park and pavilion initiative also built momentum for the city’s downtown streetscape projects. Farmington’s downtown was divided by Grand River Avenue, a busy, multi-lane roadway. The city narrowed the road and improved landscaping in an effort to reduce road congestion as well as improve pedestrian safety, street aesthetics, and the business environment. The improvements have resulted in additional street parking, increased foot traffic, and encouraged many downtown restaurant owners to add outdoor seating options.²

Environmental Sustainability: The Dequindre Cut Greenway

Connecting natural assets and business activities is an important way cities can support residents’ interests. In Detroit, the Dequindre Cut Greenway is a former railway redeveloped into a biking and walking path. The Cut links pedestrians and bicyclists to the Detroit Riverfront, Eastern Market, and many residential communities. Building on existing assets, the trail provides a unique opportunity to strengthen social bonds, connect nearby communities, and promote healthy lifestyles in downtown Detroit.³

¹“Heart of Downtown: Sundquist Pavilion in Riley Park,” Michigan Municipal League: Placemaking, 2014, accessed June 11, 2014, <http://placemaking.mml.org/heart-of-downtown-sundquest-pavilion-in-riley-park/>

²“Heart of Downtown: Sundquist Pavilion in Riley Park”

³“Dequindre Cut Greenway,” Michigan Municipal League: Placemaking, 2013, accessed June 11, 2014, <http://placemaking.mml.org/dequindre-cut/>

Cultural Economic Development: Leveraging Public Art for Public Branding

Developing effective community branding and organizing cultural events can be an effective way to increase resident quality-of-life and increase tourism. A group of city leaders and concerned residents came up with the St. Joseph, MI Public Art project to re-energize the community. A theme is selected each year and local artists paint and decorate unique sculptures, which are placed around the downtown. Past themes include Horses on the Beach, Beach Bears, Hot Cars, Cool Beaches, and more. The Public Art initiative has helped increase downtown storefront occupancy, tourism, downtown foot traffic, and an overall change in attitude among local residents.¹

Entrepreneurship: Providing Spaces for New Business

In an effort to attract and support small businesses in Ferndale, MI, community leaders started a shared indoor market called Rust Belt Market. The market is a redeveloped vacant commercial building in downtown Ferndale that is now home to more than fifty small business owners. Local entrepreneurs rent an area in the large, renovated building and operate their retail stores alongside other small businesses. Rust Belt also uses the building's communal space to host concerts and community events, improving the city's social offerings and activities.²

Similarly, Detroit's "pop-up" Revolve program supports entrepreneurs and activates vacant storefronts. Using a small budget, the Detroit Economic Growth Corporation works with the community and local entrepreneurs to renovate vacant storefronts in walkable Detroit communities. Entrepreneurs are able to temporarily use the space to test their business and products and build dedicated clientele, and storefronts are renovated for future permanent businesses.³ Getting creative with new business development, like Rust Belt and Revolve initiatives, can help Michigan communities become successful entrepreneurship destinations.

¹ "St. Joseph Public Art," Michigan Municipal League: Placemaking, 2014, accessed June 11, 2014, <http://placemaking.mml.org/st-joseph-public-art/>

² "Rust Belt Market," Michigan Municipal League, 2013, accessed June 11, 2014, <http://placemaking.mml.org/rust-belt-market/>

³ "Revolve" Michigan Municipal League, 2013, accessed June 11, 2014, <http://placemaking.mml.org/revolve/>

Messaging & Technology: Sharing the Love Muskegon in Muskegon

Some Michigan communities are getting creative with messaging, and even letting residents do some of the work. In an effort to promote Muskegon, a group of young professionals designed a logo and slogan for the community, “Love Muskegon,” and started boosting the city’s online presence. The open-sourced logo was widely dispersed throughout the community, which sparked events, photo opportunities, and gave residents an excuse to “have a love affair” with their city.¹

Multiculturalism: Gathering over SOUP

Hosting events that bring diverse groups of people together is one way to encourage a welcoming community. *Detroit SOUP* is a local crowdfunding potluck where attendees make a donation of \$5 and listen to pitches from people doing great things in the community. Throughout the evening, attendees talk, ask questions, share ideas, and support each other. At the end of the night, people vote for their favorite pitch and the winner goes home with all of the money raised at the door as seed funding for their concept.² Giving people an opportunity to gather and support each other can help bridge cultural divides and promote a more welcoming community.

¹ “Love Muskegon,” Michigan Municipal League, 2013, accessed June 23, 2014, <http://placemaking.mml.org/love-muskegon/>.

² “Detroit SOUP,” Michigan Municipal League, 2014, accessed June 11, 2014, <http://placemaking.mml.org/detroit-soup/>

Transportation Options: Expanding Transit to Increase Transit Options

Although other states are far ahead of Michigan's public transportation options, some Michigan communities are making quick progress in the initiative. In May, 2014, 71 percent of voters in Ann Arbor, Ypsilanti, and Ypsilanti Township passed a tax increase to expand transit services between the communities. The additional funding will put more buses on the road, expand hours, add routes, and broaden a digital ride service.¹ The Grand Rapids area also put a more complete bus system on the streets in August, 2014. The Silver Line bus rapid transit project connects Grand Rapids, Kentwood, and Wyoming and aims to compete with cars to get suburban workers downtown.² The buses communicate with traffic lights and use their own traffic lane to quickly bring people where they need to go. Both projects are estimated to have a positive impact on the communities' economic development and increase revenue for local businesses.

Education: Student Projects Leverage Public Data in Jackson

For decades, the University of Michigan has been partnering with communities across the state for research projects and student internships. Recently, UM students have been working with city officials in Jackson to initiate special projects to improve communication between the city and residents. For example, one group is developing a program where the public can text anonymous information to police—something the city did not have the time or staff to create on its own.³ Cities that are able to build strong relationships with universities can leverage important student and professional assets they may not be able to access otherwise.

¹ Sarah Craft, "Public Transportation: Let's Step it Up!" Michigan Municipal League, 2014, accessed June 23, 2014, <http://placemaking.mml.org/2014/05/08/public-transportation-lets-step-it-up/>

² Matthew Gryczan, "Grand Rapids Bets on the Success of its New Bus System," Crain's Detroit Business, May 11, 2014, accessed June 23, 2014, <http://www.craigslist.com/article/20140511/NEWS/305119999/grand-rapids-bets-on-the-success-of-its-new-bus-system#>.

³ David Jesse, "Working with the City of Jackson Teaches U-M Students about the Real World," *The Detroit Free Press*, April 28, 2014, accessed April 29, 2014, <http://www.freep.com/article/20140428/NEWS06/304280014>

Feedback from the Community

Following the final report presentation, comments on the final plan and images were received from the City of Flint. These comments have been addressed in the following text and also on diagram A and the images that follow.

Comment: There should be more detailed recommendations within the sustainability chapter of the plan about the use of native/low-maintenance grass and flora, both to create a more natural aesthetic for the Greenway and to cut down on long-term maintenance of the trail. There should also be more detailed recommendations about the use of blue/green infrastructure, both to promote sustainability and to cut down costs. Estimated costs/savings should be included.

The addition of the Grand Traverse Greenway to Flint will be unique, especially since the project will meander through current and former urban environments, as well as mature and relatively new developing vegetated areas. To ensure the safety of users and the overall appeal of the Greenway, the three mile stretch must be continually maintained in an efficient manner that will provide safety to users, prevent criminal activity, and protect surrounding natural space, neighborhoods, and businesses from environmental concerns like flooding, erosion, and even fire. This will require the implementation of more than one type of blue/green infrastructure (examples below).

One major concern for Flint is improving the environmental and aesthetic qualities of the Greenway without high cost or need for extensive, long-term maintenance. The use of blue/green infrastructure is an excellent way to improve these qualities without the high cost often associated with large-scale landscaping projects. There are a variety of different blue/green infrastructure projects that meet these criteria, including:

- **Rain gardens** – contain storm water runoff from impervious environments
- **Grow zones** – create an aesthetically pleasing, undisturbed natural environment for native fauna and flora
- **Community gardens** – bring neighborhoods together to grow fresh, organic foods, and maintain the Greenway
- **Use of native vegetation** – reduces maintenance, aesthetically pleasing, absorbs storm water effectively
- **Bio-retention ponds** – collects storm water, serves as natural environment for wetland species
- **Riparian buffers** – Protect natural environment from built environments along the Greenway through natural swales
- **Use of permeable paving** – reduces storm water runoff
- **Bio-swales** – constructed natural drainage swales found along parking lots and roadways
- **Brownfield redevelopment** – redeveloping previously used industrial property ^{1,2}

¹ Green Infrastructure Conference Proceedings, Michigan DEQ, 2014, http://www.michigan.gov/deq/0,4561,7-135-3308_3333-318570--00.html

² Low Impact Manual for Michigan: A Design Guide for Implementers and Reviewers, SEMCOG, 2008, <http://www.semcog.org/lowimpactdevelopmentreference.aspx>

Where can blue/green infrastructure be implemented?

In general, many types of blue/green infrastructure can be utilized anywhere along the Greenway. Specifically, areas that are planned for extended use and activities, like some of the main access points to the Greenway, will require special attention. Especially, areas that replace natural features with impervious material should seriously consider some type of collection for storm water. For example, a small trail head may consider the use of pervious paving and a bio-swale, while a larger adjacent parking lot may require the addition of a retention pond.

Combining some of these simple examples can turn a typical retention pond that seems out of place into an elaborate system of ponds, swales, and grow zones that become a natural aesthetic feature along the Grand Traverse Greenway.

Flint, Michigan

Feedback from the Community (cont.)

Native/ Low-Maintenance Grasses

During detailed design, a planting plan for the Greenway, together with the appropriate plant list and maintenance practices, should be prepared by a landscape architect or horticulturalist that specializes in native plant restoration. The key is to significantly reduce maintenance costs while creating native habitat along the Greenway. Native grass is unlike the grass among typical neighborhood lawns in the respect that it is very adaptive to many environments, and thrives on the typical Michigan climate and physical soil characteristics to successfully grow without extensive maintenance. In addition, the native grass reduces the need for invasive chemicals that cause harm to local flora and fauna.

According to the Michigan DNR, there are about 7,000 different native species of grass in Michigan, which provide different characteristics and grow in different climates and soil conditions. These characteristics may differ among various environments along the Grand Traverse Greenway. Therefore, preparing for the right selection of natural vegetation typically requires a soil sample test, a full understanding of the surrounding environment, and especially the type of water run-off and flood plain the area is within. Grasses like the *Little Blue Stem* or *Tussock Sedge* are most suitable for planting along the Greenway because they typically do not exceed three feet in height and are considerably aesthetically pleasing.³

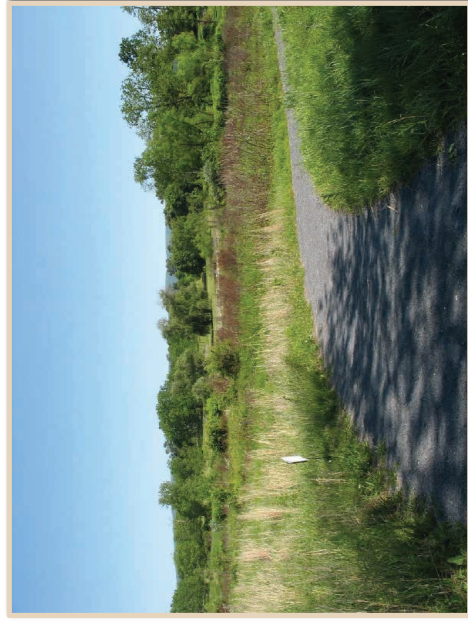


Image source: <http://blandy.virginia.edu/arboretum/native-plant-trail>

An example of native grasses along a non-motorized path.

Comment 1: Pg. 30 – The picture on this page looks very poor. It is meant to highlight the use of public emergency call phones, yet the phone is one of the least visible objects in the picture. Additionally, the arches located on the right hand side of the photo appear to be of a different style than the arches used throughout the plan. Perhaps this is a result of the angle which they are shown at, but these arches look like the “drawing board” arches located on Pg. 17.

- The graphic did not show the emergency call phone as clearly as intended. In the detailed design phase, all emergency elements must be highly visible, 24/7/365. The graphic has been revised to better highlight the emergency call phone. As an example of reducing the number of arches for construction and maintenance cost purposes, the new graphic contains only an entrance arch to the trail. Lighting will need to be addressed in detailed design with either additional partial arches or lower bollard lighting, again with an arch theme.

³ Introduction to Grassland Management, Michigan DNR, <http://www.michigandnr.com/publications/>

Feedback from the Community (cont.)

Comment 2: There are far too many arches throughout the Plan. While the modern look of the arches would be a valuable placemaking tool in areas around the S. Saginaw Corridor, they should not be used throughout the trail, as they create a cluttered esthetic and present a substantial hurdle for long-term maintenance of the Greenway.

- Arches should be utilized at intersections of the Greenway and streets as well as pedestrian entrances to the trail. Arches would not be appropriate along the entire Greenway such that a more natural environment can be maintained. This will also decrease the initial cost of construction and follow-up maintenance costs. Partial arches or lower arch type lighting may be considered at key locations along the Greenway.

Comment 3: More consideration should be given throughout the plan regarding cost. This includes both the cost to implement the plan, and the cost to maintain the Greenway in the long-term. Overall, the design for the Greenway should be something that can reasonably be implemented and sustained over time. Recommendations and design photos should be assessed as to how reasonable it would be for the City to fund and maintain them.

- Initial development of the Greenway should be limited to the trail itself, naturalizing the adjacent landscape and basic supporting uses such as benches, key lighting, and emergency call stations. This will create a more sustainable and lower initial construction cost as well as ongoing maintenance costs. Future development could include uses such as play areas and new or renovated construction such as mixed-use development.

Comment 4: Rather than focusing on creating unique destinations along the trail (Underpass Park, Food Truck area, Playground, etc...) the plan should focus on improving connectivity and leveraging additional investment within existing destinations along the Greenway (Spring Grove, Chevy Commons, Windiate Park, International Academy, etc...).

- Although the Greenway has the potential to support planned activities and special events, its primary purpose is to connect both existing facilities (Spring Grove, the International Academy, and the Flint River Trail, for example) and future development (new mixed-use development, for example) to the Greenway, each other and destinations within the city of Flint.

Feedback from the Community (cont.)

Comment 5: Designs for the Greenway should have a more natural esthetic, there is too much emphasis on creating active destinations throughout the Greenway. Allowing for more natural stretches of trail between existing destinations would create a smoother/more leisurely Greenway experience. One that accommodates all uses (not just active usage).

- The intention of the Greenway design was to create a linear, natural greenway within the city of Flint. This will provide a wonderful oasis in an otherwise dense urban setting. The graphics on several images have been revised to illustrate the natural setting intent of the landscape.

Comment 6: There should be a clear and easy to read trail map somewhere within the plan. The map on Pg. 15 is good, but it should be larger (perhaps a whole page) to make it more readable.

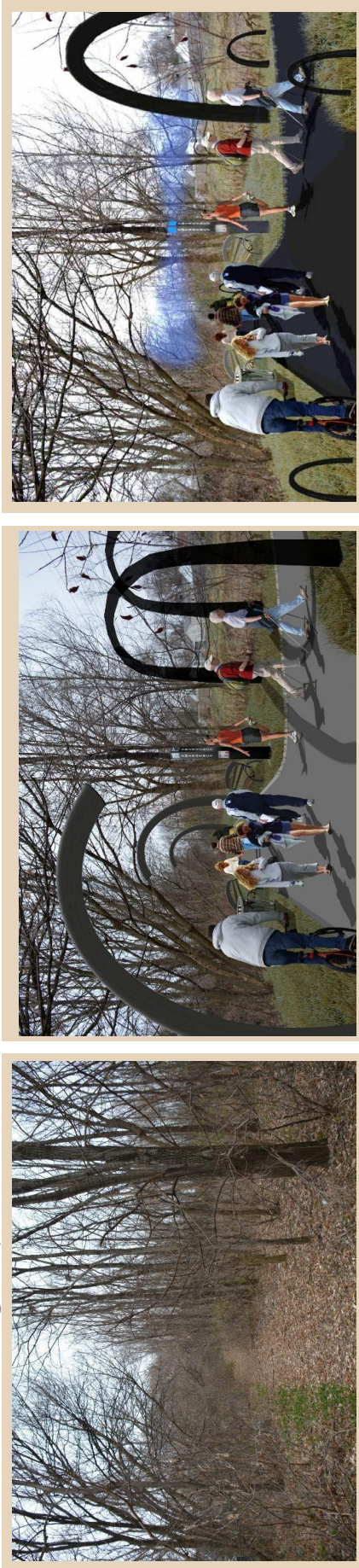
- See diagram A for an example of a typical trail map.

Comment 7: Recommendations and strategies within the plan should be in alignment with what is already laid out in the Master Plan. These recommendations and strategies should be tailored towards implementing the Master Plan rather than creating new commitments for the City.

- See Appendix E for this alignment between the recommendations in this report and the Imagine Flint Master Plan.



Comment 1: Emergency call box, arch reduction



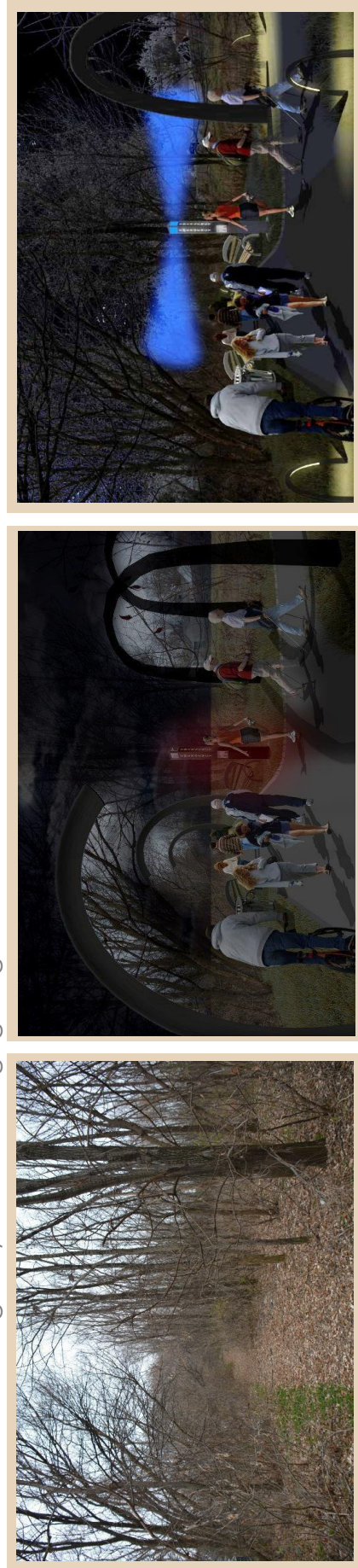
Before

After (original)

After (revised)

Comments received from the community conveyed that an emphasis on essential public utility and safety would establish a successful Greenway in Flint.

Comment 1: Emergency, and evening lighting



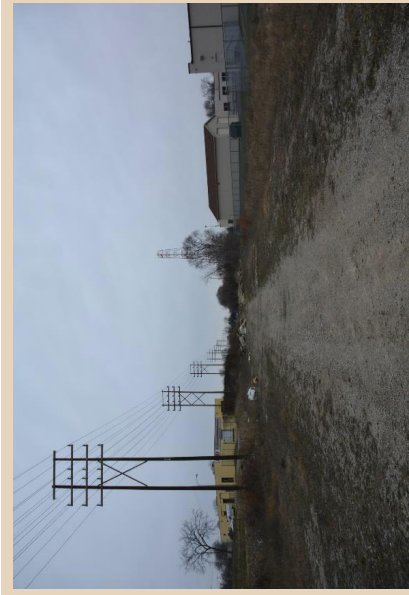
Before

After (original)

After revisions (revised)

It was important to convey to the community that the safety measures that are suggested in this report also project a safe environment to Greenway users.

Comment 2: Arch reduction



Before



After

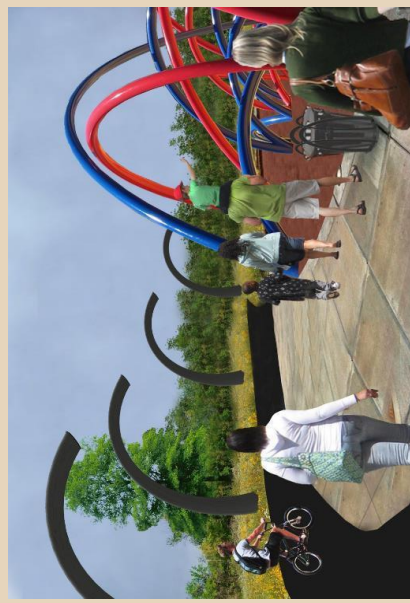
Arches along the Greenway are identifiers, and symbols of this project. Therefore, they will be utilized at major connection points intersecting the Greenway.

After revisions

Comment 2: Arch Reduction



Before



After

Although the addition of many of these arches offers a sense of place to some of the locations along the Greenway, year to year maintenance of these may be too costly.

After revisions

Flint, Michigan

Comment 3: Replacing garden vegetation with native species



Before



After

Using native species as an edge to the Greenway, rather than garden species that require attention, will cost less and remain aesthetically pleasing to Greenway users.



After revisions

Comment 4: Replacing unique destinations with natural space



Before



After

Many of the natural spaces along the Greenway can actually be the focal point for greenway users, replacing some of the man-made physical attractions .



After revisions

Comment 5: Natural Aesthetic



Before

Rather than depending on points of interest like food stops and activities to attract users, the Greenway can rely on its natural appeal as an attraction to users.

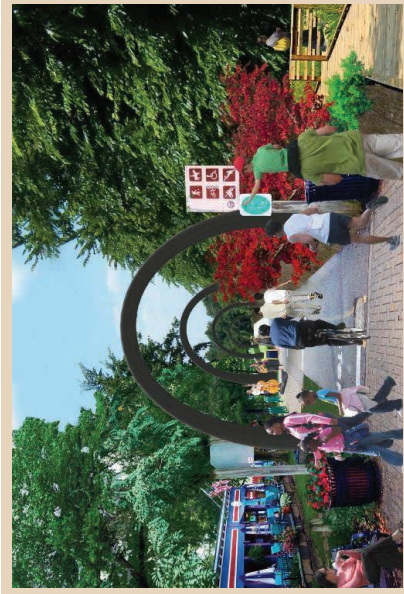
Comment 5: Natural Aesthetic



Before

Some of the more prominent destinations along the Greenway may be better places for a playground, allowing for space in transition between those stops to remain natural.

Flint, Michigan



After

After revisions



After

After revisions

