



Downtown Troy Revitalization Plan **Kickoff Meeting**

Thursday, June 16, 2016

5:00 PM to 7:00 PM

The Studio



BACKGROUND AND PURPOSE

Project Grant Background:

- **2014 CDBG Grant**
\$50,000 Total Project Cost
\$40,000 Grant
\$10,000 Local Match
- Eligibility based on elimination of slum and blight conditions
- Develop policies and programs to promote and encourage the economic revitalization of the area, benefiting all residents of Troy.



BACKGROUND AND PURPOSE

Downtown Revitalization Plan Purpose:

- Revitalize = bring new life or vigor
- Plan for the central business district
- Formulate long-range strategies that will promote economic growth while eliminating slum and blighted conditions



BACKGROUND AND PURPOSE

Project Team:

- City of Troy -- Melissa Sanders
- KPS Group -- Jason Fondren, Amy Smith
- McComm Group – Joel McWhorter
- Skipper Consulting -- Darrell Skipper, Mickey Hall
- South Central Alabama Development Commission -- Tracy Delaney



BACKGROUND AND PURPOSE

Basis for Downtown Revitalization Plan:

City of Troy is eager to promote economic growth and revitalization of the central business district.

The City is not eager to promote growth at the costs of those features that are unique to Troy and make it a special place to live, work, play and raise families.



BACKGROUND AND PURPOSE

Basis for Downtown Revitalization Plan:

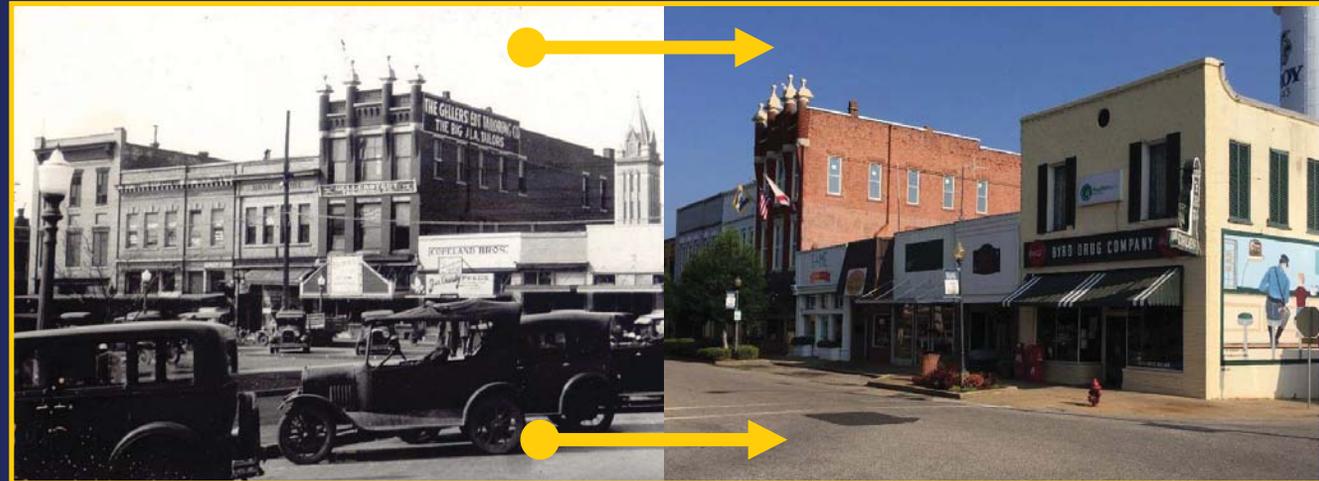
Therefore, the City of Troy is seeking a downtown revitalization plan that addresses **programmatic, structural and aesthetic improvements** that maximize economic opportunities while protecting the city's natural and cultural resources, and most notably its historic resources.



BACKGROUND AND PURPOSE

Resulting Product:

A coordinated plan for economic growth and development in the central business district.





MEETING SCHEDULE

June 16 @ 5:00 PM
The Studio

Kickoff Meeting
Present transportation studies
Present inventory / initial findings
Review Case Studies
Obtain citizen comments, direction

July 7 @ 5:00 PM
The Studio

Workshop & Open Studio
Present recommendations
Present revitalization strategy
Review graphics
Obtain citizen comments, direction

July 28 @ 4:00 PM
Troy City Hall

Planning Commission Meeting
Present draft revitalization plan
Obtain citizen comments, direction



MEETING SCHEDULE

August 4
Online/City Hall

Begin final draft plan review
Receive citizen comments by
Friday, August 19

August 25 @ 4:00 PM
Troy City Hall

Planning Commission Meeting
Present Final Draft of Troy
Downtown Revitalization Plan
Consider Adoption

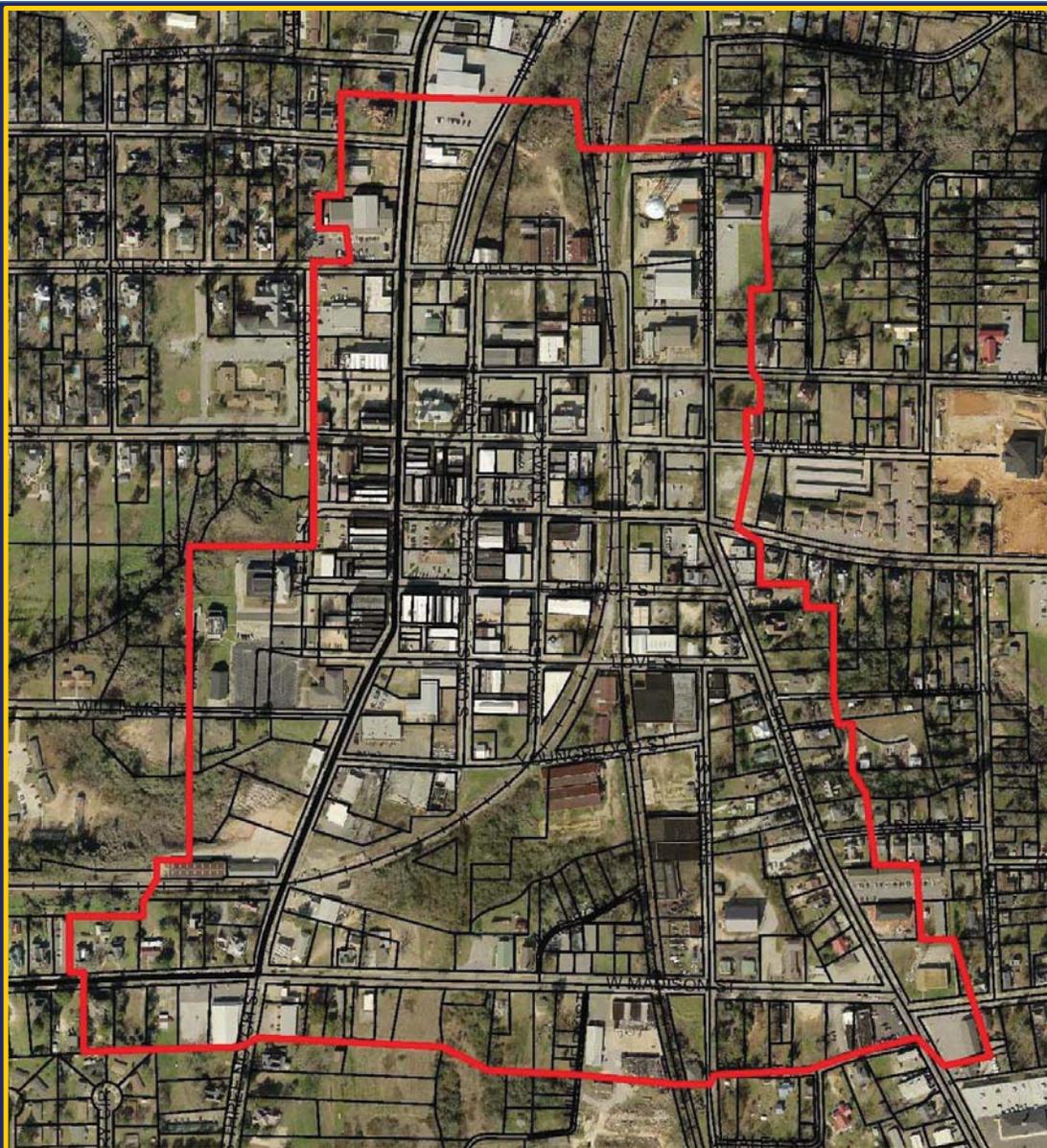
Sept. 13 @ 5:00 PM
Troy City Hall

City Council Meeting
Present Final Draft of Troy
Downtown Revitalization Plan
Consider Adoption



PRIMARY STUDY AREA

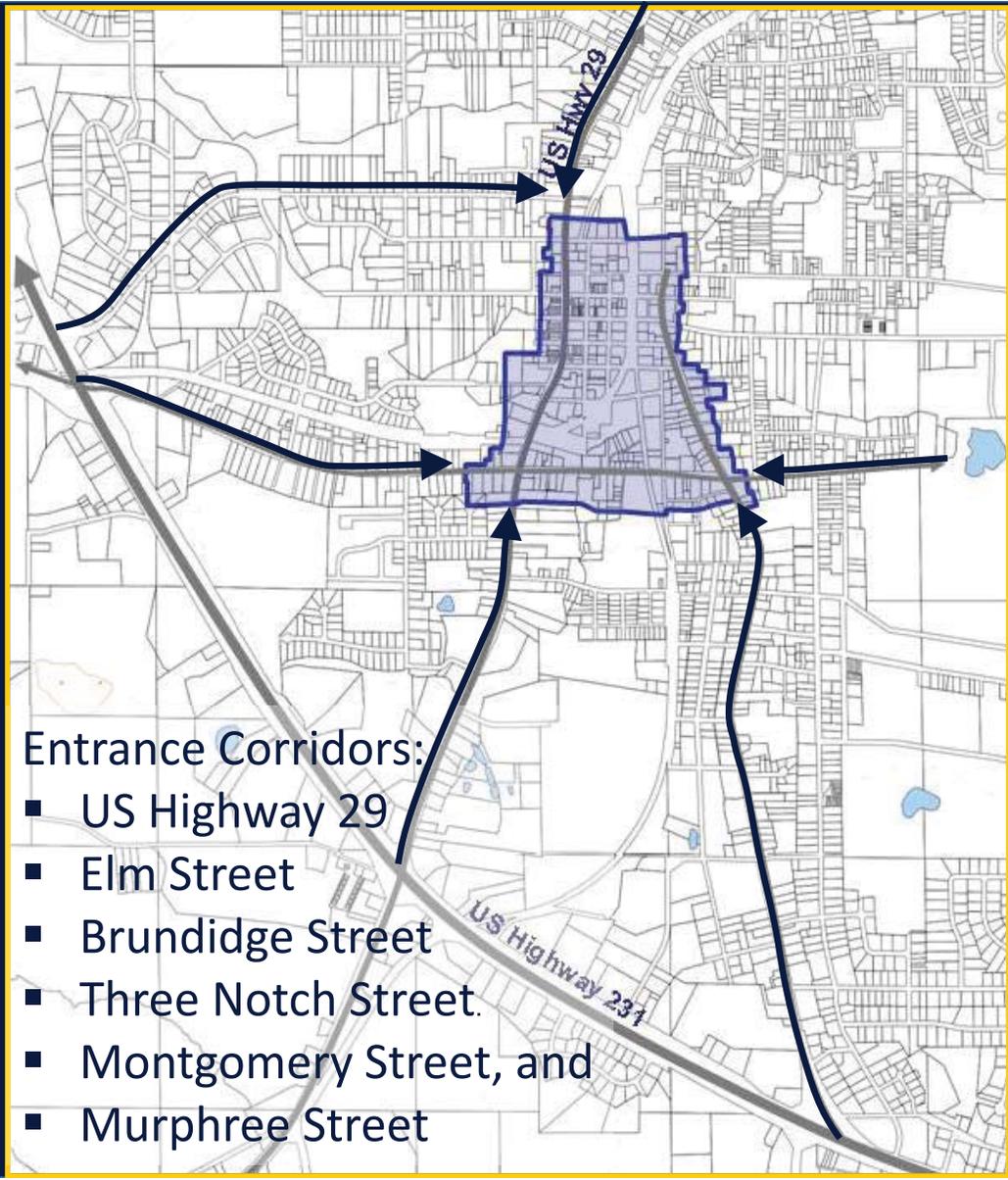
Properties fronting College Street, Alphonsa Byrd Drive/Brundidge Street, Madison Street, and Three Notch Street/US Hwy 29





SECONDARY STUDY AREAS

Entrance
Corridors



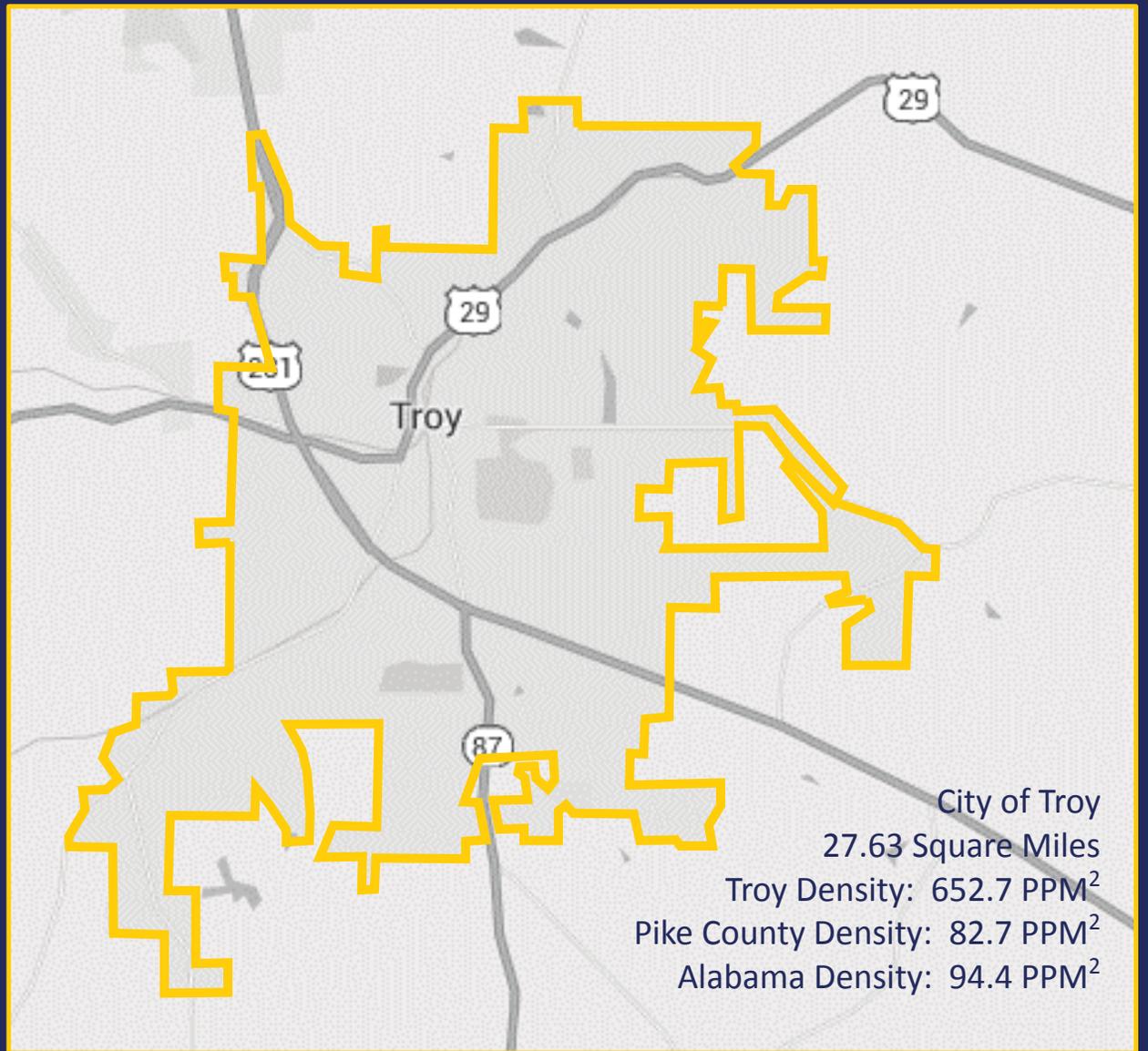
Entrance Corridors:

- US Highway 29
- Elm Street
- Brundidge Street
- Three Notch Street.
- Montgomery Street, and
- Murphree Street



INVENTORY AND INITIAL FINDINGS

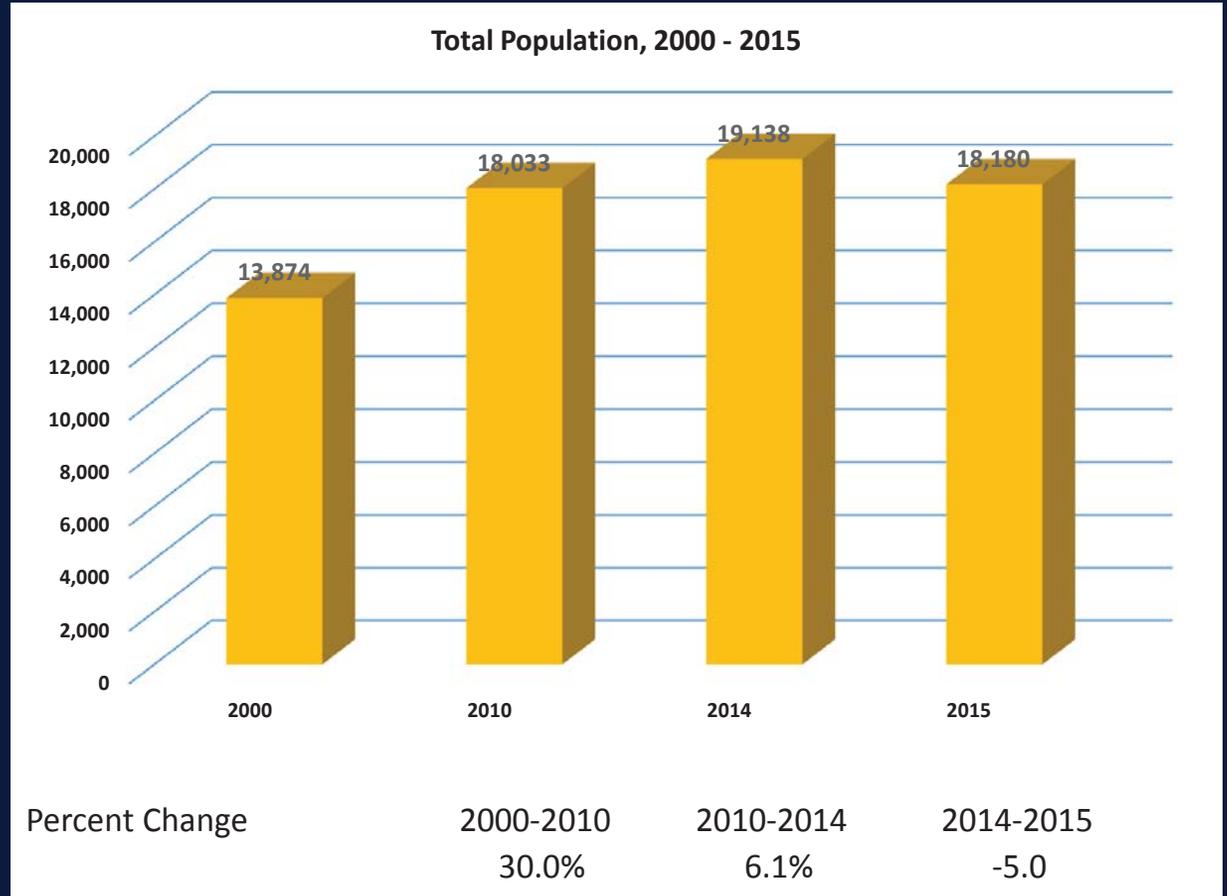
Troy Demographics





INVENTORY AND INITIAL FINDINGS

Troy Demographics



Please note that 2014 & 2015 are estimates from the Census Bureau – NOT Actuals.



INVENTORY AND INITIAL FINDINGS

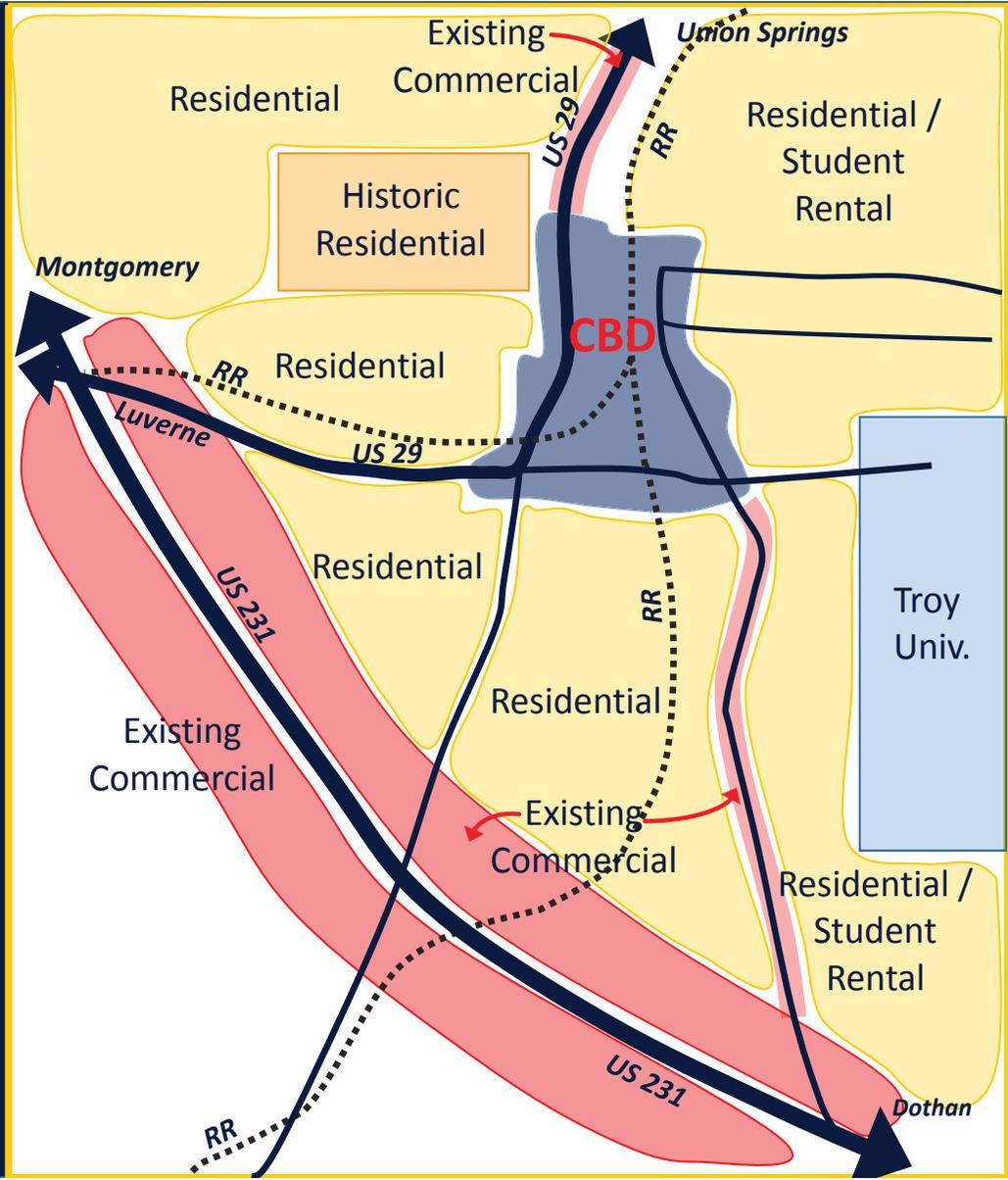
Troy Demographics

RACE 2010	Alabama	Pike County	Troy
White	68.5%	58.2%	55.0%
African American	26.2%	36.6%	39.0%
American Indian/Alaskan Native	0.6%	0.6%	0.4%
Asian	1.1%	2%	3.4%
Native Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
Two or More Races	1.5%	1.5%	1.4%
Hispanic or Latino	3.9%	2.2%	2.0%
SEX 2010	Alabama	Pike County	Troy
Percent Female	51.5%	52.3%	53.2%
Percent Male	48.5%	47.7%	46.8%
Education, Age 25+	Alabama	Pike County	Troy
High School Graduate or Higher	83.7%	80.0%	82.9%
Bachelor Degree or Higher	23.1%	23.6%	34.2%
Income	Alabama	Pike County	Troy
Median Household Income (2014\$)	\$43,511	\$32,798	\$32,015
Per Capita Income (2014\$)	\$23,936	\$19,424	\$19,828
Persons in Poverty	19.3%	26.4%	31.9%

Please note that college students are included in the numbers for Troy and will skew the median income.



INVENTORY AND INITIAL FINDINGS Vicinity





INVENTORY AND INITIAL FINDINGS

Property Status

317 Total Parcels

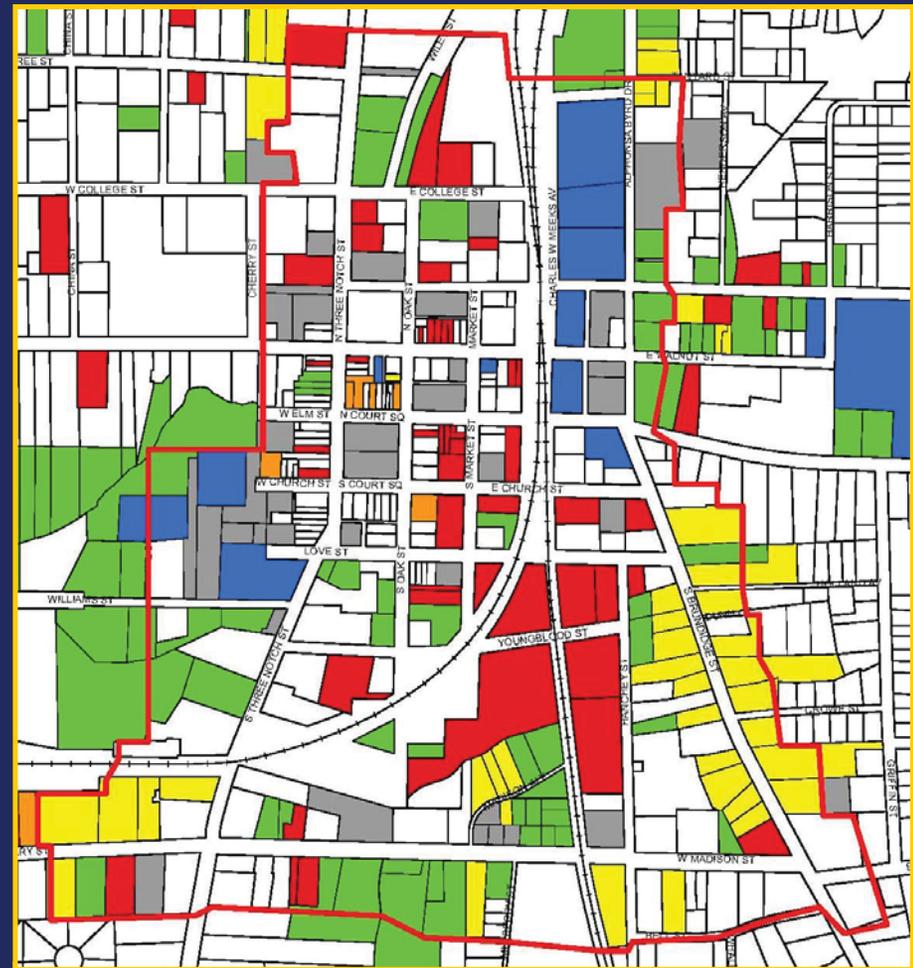
28.7% Vacant Lots (91)
11.0% Institutional (35)

26% of commercial structures are completely or partially vacant

42.0 % of Commercial Structures are in substandard condition

*Appraised value of many of the structures is less than 75% of the estimated replacement cost of the structure

*Please note that this data was pulled in 2014. Vacancies included warehouses without active staff onsite.





INVENTORY AND INITIAL FINDINGS Investment

Public Investment

- Strong access routes via US Highway 231, US Highway 29, Three Notch Street, and Brundidge Street
- Streets that need the most significant improvements are primarily located in the city's older neighborhoods and in the downtown area





INVENTORY AND INITIAL FINDINGS Investment

Public Investment

- Downtown Troy has heavy pedestrian traffic
- Safe walkways are needed on busy streets
- Downtown area, however, has many narrow and broken sidewalks that are not overly pedestrian friendly.





INVENTORY AND INITIAL FINDINGS Investment

Private Investment

- Estimated 232 structures within project area, including commercial, office, industrial, institutional and residential
- Most structures built in the early 1900s. Most improvements made in 1970s through 1990s
- Less than 10 percent have ever had any remodeling or major improvements
- Appearance characterized by broken and/or boarded windows, crumbling bricks and peeling paint.
- Poor building conditions are found throughout the CBD





INVENTORY AND INITIAL FINDINGS Economics

Retail Trade Summary Statistics – City of Troy 2002, 2007 and 2012

	2002	2007	% Change	2012	% Change
Number of Establishments	117	117	0.0%	110	-6.0%
Sales (\$1,000s)	\$229,814	\$290,215	26.3%	\$279,090	-3.8%
Annual Payroll (\$1,000s)	\$22,080	\$26,597	20.5%	\$26,003	-2.2%
First Quarter Payroll (\$1,000s)	\$5,230	\$6,619	26.6%	6,381	-3.6%
Paid Employees for Pay Period including March 12 (number)	1,292	1,374	6.3%	1,232	-10.3%

Source: 2002, 2007 and 2012 Economic Census of the United States

*Please note that this data is for 2002-2012. Not including the last 4 years.



INVENTORY AND INITIAL FINDINGS

Observations

- Strong regional access to downtown via US Highway 29, Three Notch Street and Brundidge Street
- Unfortunately, access to downtown Troy is not readily visible to highest volumes of traffic on US Highway 231
- Good Proximity to Troy University and potential student audience
- No clear connection between Downtown Troy and the Troy University campus.
- Solid building stock around the downtown square
- Government services – county, municipal, education – are concentrated in downtown
- Downtown has overhead utilities, but there are no overhead wires around square
- Downtown streets are narrow with limited right-of-way
- Confusing traffic flow for visitors
- Topography lends to stormwater issues
- Efforts are clearly being made to improve the downtown atmosphere
- Evidence of nighttime and weekend activity in Downtown.



Transportation Study

- Traffic Count
- Road Conditions
- Parking
- Circulation

Purpose of Transportation Study

To develop an efficient multi-modal transportation system that supports the downtown Troy area by providing

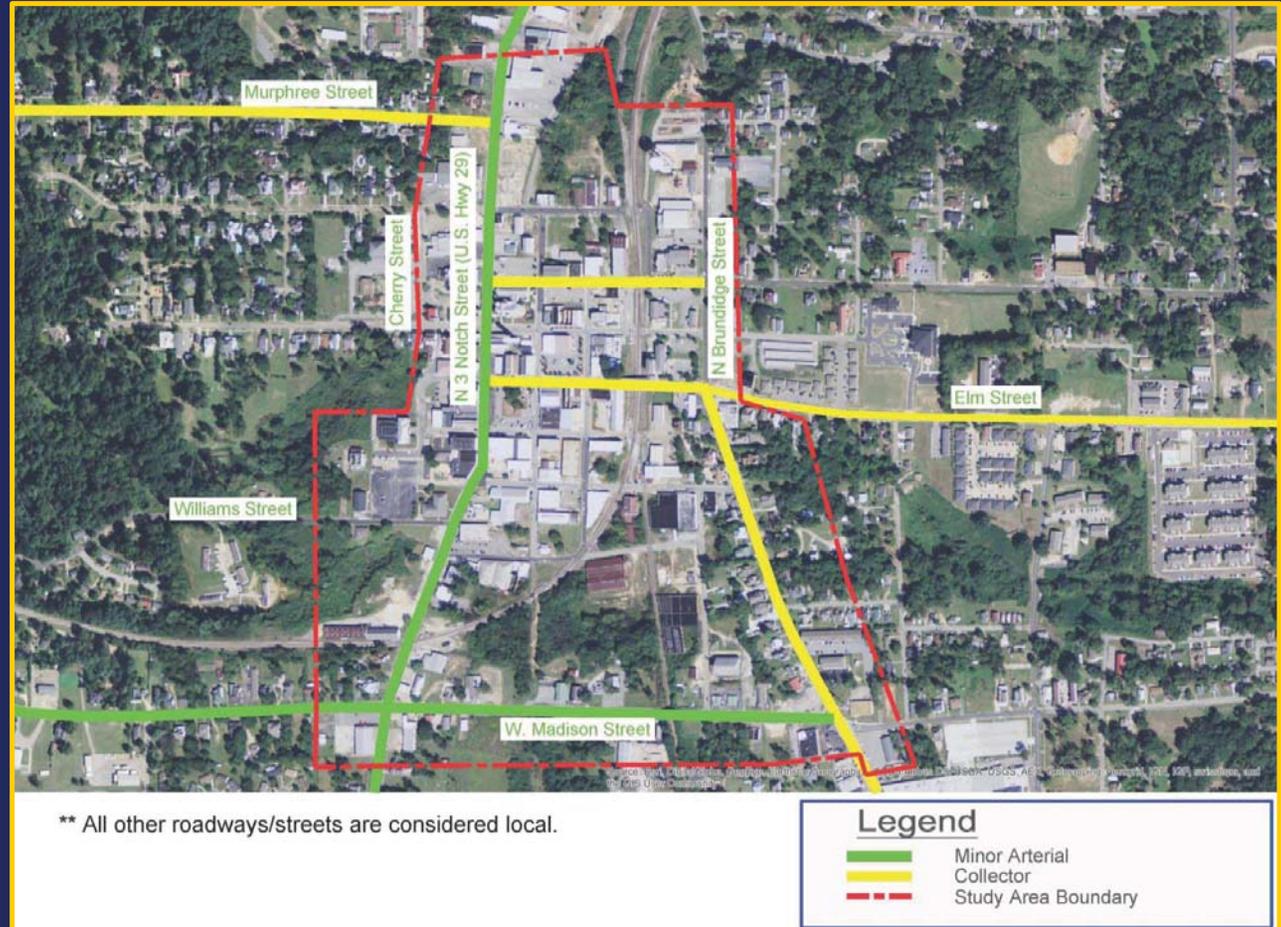
- convenient parking,
- a safe pedestrian environment,
- links to major population centers
- while encouraging economic vitality.



Transportation Study

- Traffic Count
- Road Conditions
- Parking
- Circulation

Functional Classification of Roadways

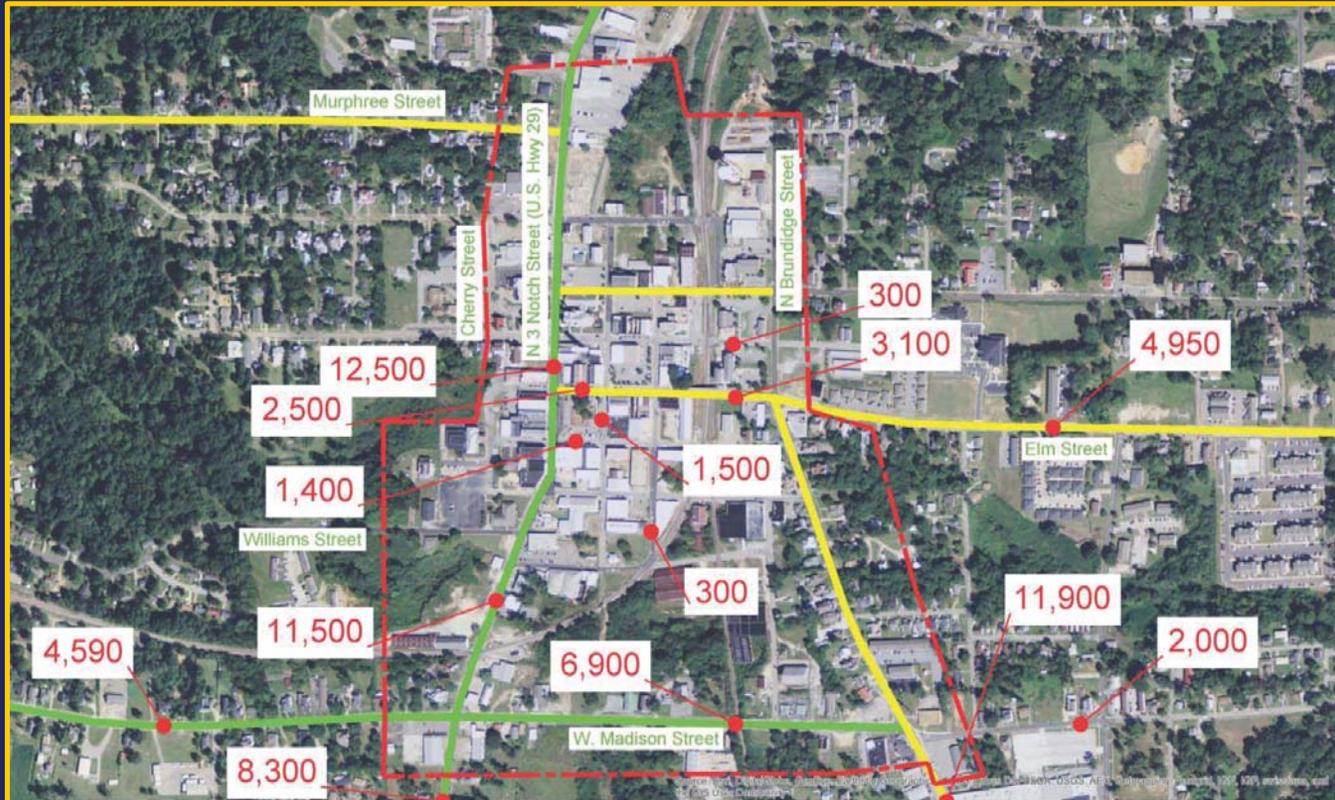




Transportation Study

- Traffic Count
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Existing Traffic Volume



Source: Alabama Department of Transportation and field data collection by Skipper Consulting, Inc.

Legend

- Minor Arterial
- Collector
- Study Area Boundary



Transportation Study

- Traffic Count
- Road Conditions
- Parking
- Circulation

Intersection Level of Service -- Square

Intersection (traffic control)	Approach	Peak Hour Level of Service
Three Notch Street At Church Street (signal)	Eastbound	C
	Northbound	A
	Southbound	A
Three Notch Street At Elm Street (signal)	Eastbound	C
	Westbound	B
	Northbound	B
	Southbound	B
Church Street At Oak Street (all way stop)	Eastbound	A
	Westbound	A
	Northbound	A
Elm Street At Oak Street (all way stop)	Westbound	A
	Northbound	A
	Southbound	A



Transportation Study

- Traffic Count
- Road Conditions
- Parking
- Circulation

Existing Parking Inventory

940 parking spaces available for public use

Public parking lots, private parking lots and on-street.

A parking occupancy count, conducted for each hour of a typical weekday, determined approximately 58% of all parking spaces were occupied during the peak parking period of 12:00 noon.

HOWEVER, during the midday peak hour for parking, 98% of the parking spaces surrounding the square were occupied.

Occupancy rates for the overall area appear to reflect sufficient parking currently exists; BUT, the high occupancy rates recorded in the vicinity of the downtown square reflect sufficient parking in the immediate vicinity is deficient.





Transportation Study

- Traffic Count
- Road Conditions
- Parking
- Circulation

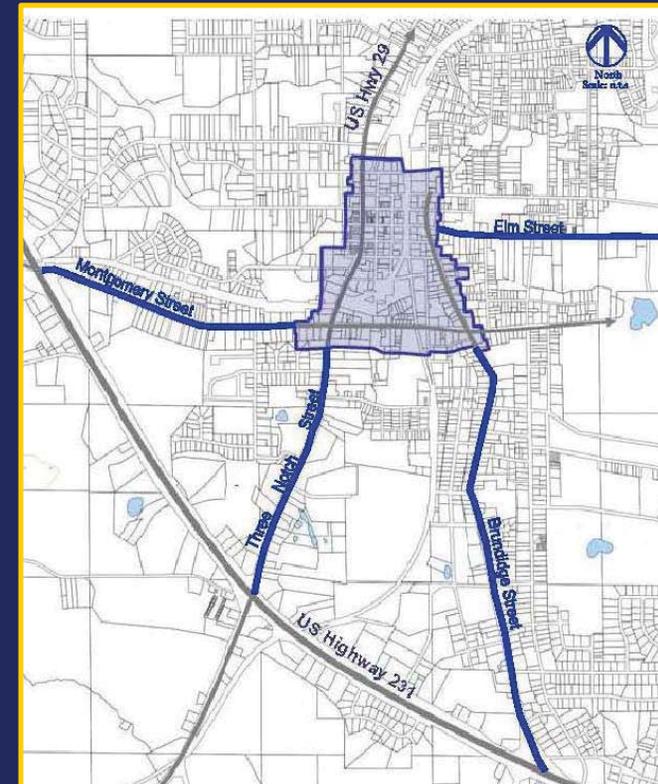
Downtown Connector Routes

Essential to the viability of Downtown Troy are the provision of connecting routes that will serve as links from the regional roadway system and major population centers in the region.

Currently three major corridors connect Downtown Troy to the regional roadway system:

- Montgomery Street,
- Three Notch Street and
- Brundidge Street

Elm Street serves as the primary connection between the downtown area and Troy University.



*Murphree Street & Trojan Way/US 29 are not depicted on this map, but they are included.



Transportation Study

- Traffic Count
- Road Conditions
- Parking
- Circulation

Circulation Around Downtown Square

The Downtown Square is the central focal point and major activity center for Downtown Troy.

Bounded by three one-way streets and one two-way street:

- Elm Street to the north
- Oak Street to the east.
- Church Street to the south
- Three Notch Street to the west – two-way

One-way vehicular circulation

- Restricts access to the businesses located around the Square
- Causes driver confusion

It is proposed the square be converted to two-way traffic circulation:

- **Angled parking**
- **Equal amount of parking spaces**
- **Modify the traffic signal at the intersection of Three Notch Street and Church Street to accommodate two-way traffic**



Identify the most feasible route for pedestrian-bicycle access between downtown and Troy University

Downtown Troy-
Troy University
Bicycle-Pedestrian
Study

PURPOSE

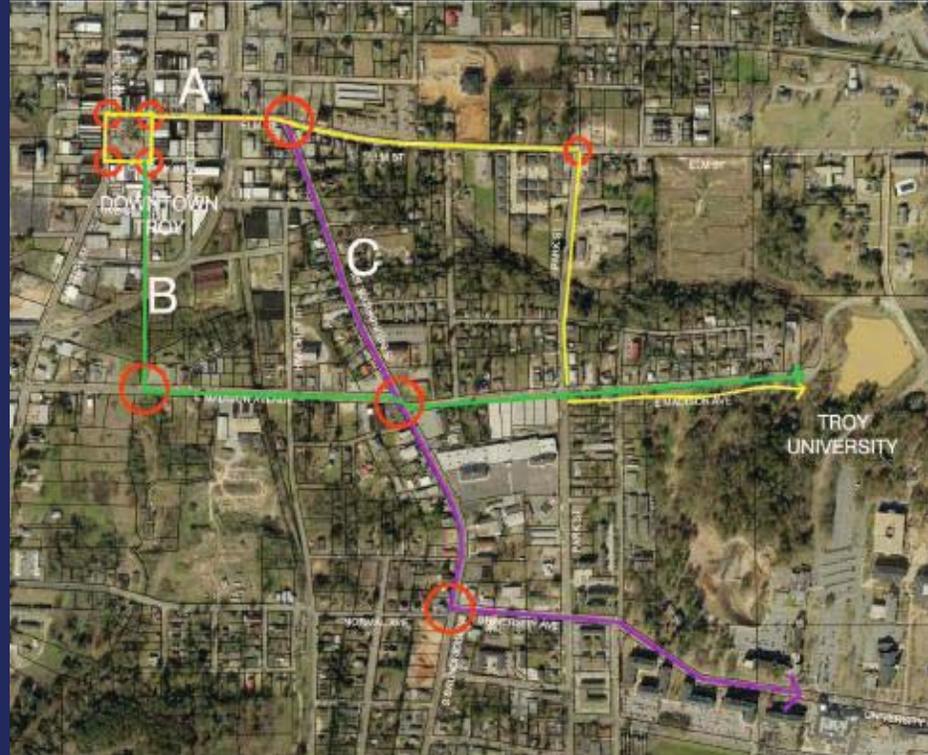




Downtown Troy-
Troy University
Bicycle-Pedestrian
Study

ROUTE OPTIONS

- Option A: Elm St-Park St-Madison St
- Option B: Oak St to Madison St
- Option C: Brundidge St to University Ave





- Sidewalk
- Bike lane
- Multi-use path
- Share the Road or “sharrow”

Downtown Troy- Troy University Bicycle-Pedestrian Study

FACILITY TYPES





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Downtown Troy- Troy University Bicycle-Pedestrian Study

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Downtown Troy- Troy University Bicycle-Pedestrian Study

FACILITY TYPES





Downtown Troy- Troy University Bicycle-Pedestrian Study ANALYSIS

- Directness, simplicity of routes
- Right-of-way widths
- Existing curblines
- Parking
- Utility locations
- Safety, comfort
- Street crossings
- Driveways
- Terrain
- Traffic volume/speeds

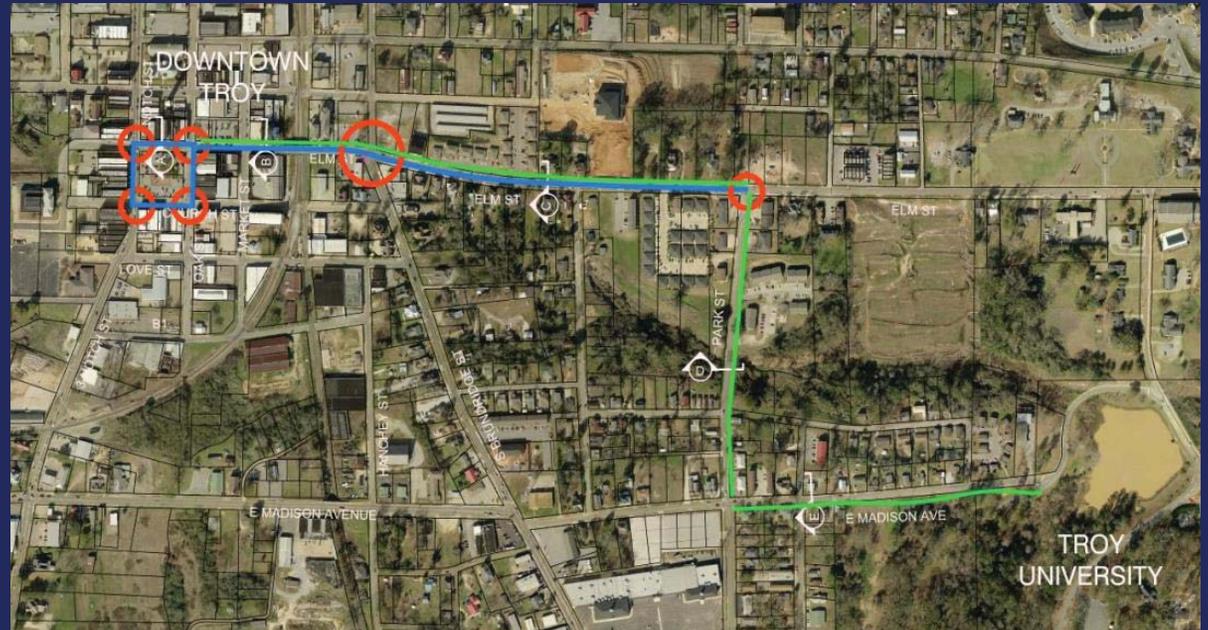




Downtown Troy- Troy University Bicycle-Pedestrian Study

PREFERRED OPTION

- Elm St – Sidewalks, multi-use path, sharrows
- Park St – Sidewalk and multi-use path
- Madison – Multi-use path



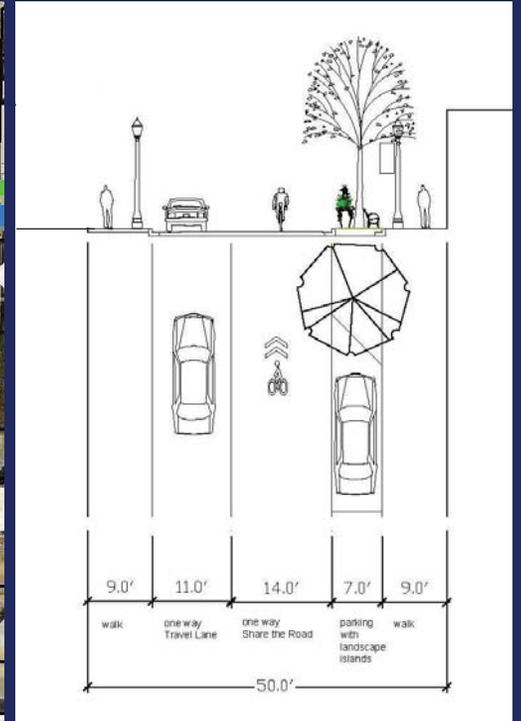
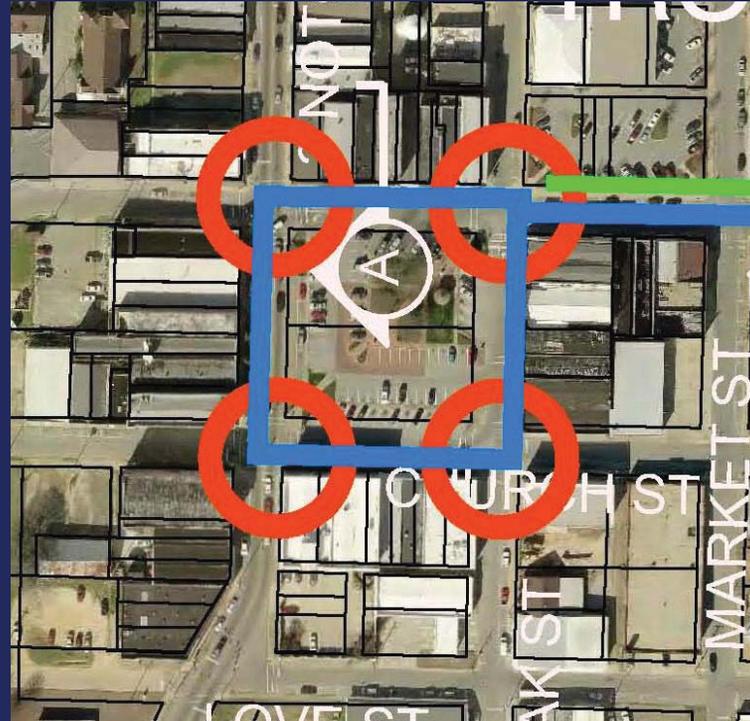
*Discussed extending Park Multi-Use Path to University Ave.



Downtown Troy- Troy University Bicycle-Pedestrian Study

PREFERRED OPTION

Around the Square – Church & Oak St

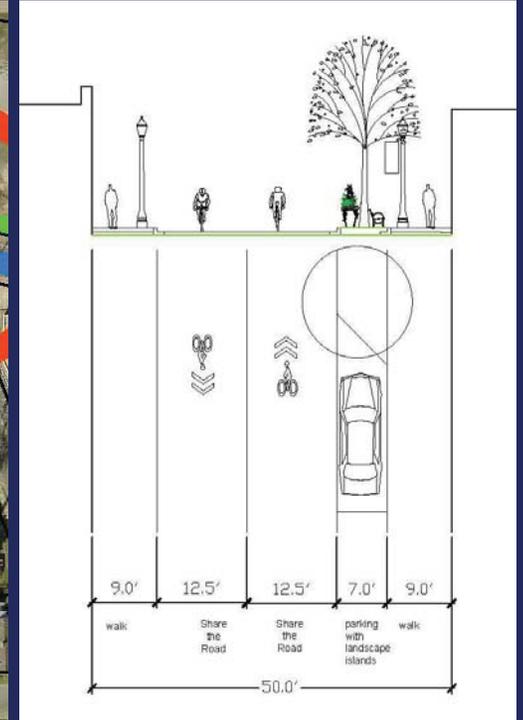
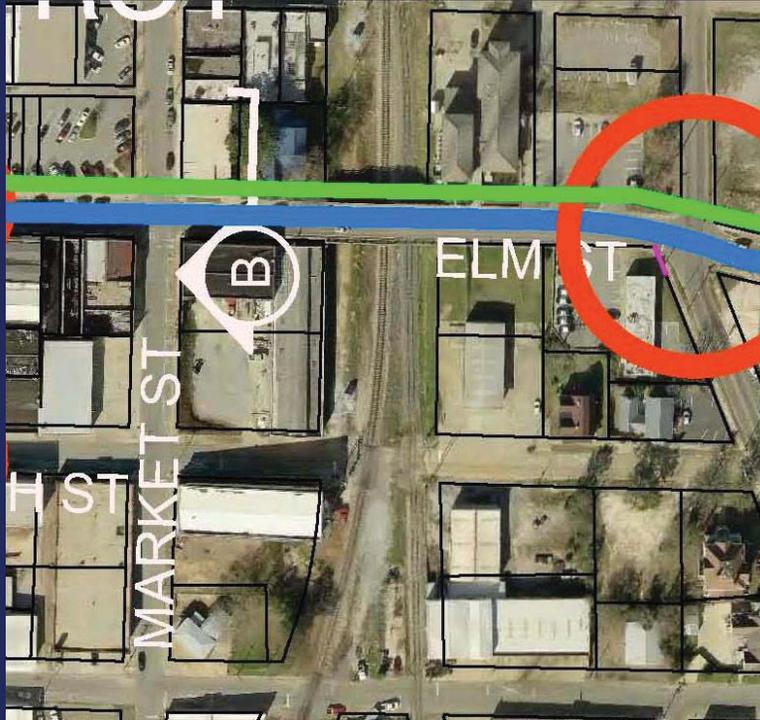




Downtown Troy- Troy University Bicycle-Pedestrian Study

PREFERRED OPTION

Elm Street – West of Brundidge

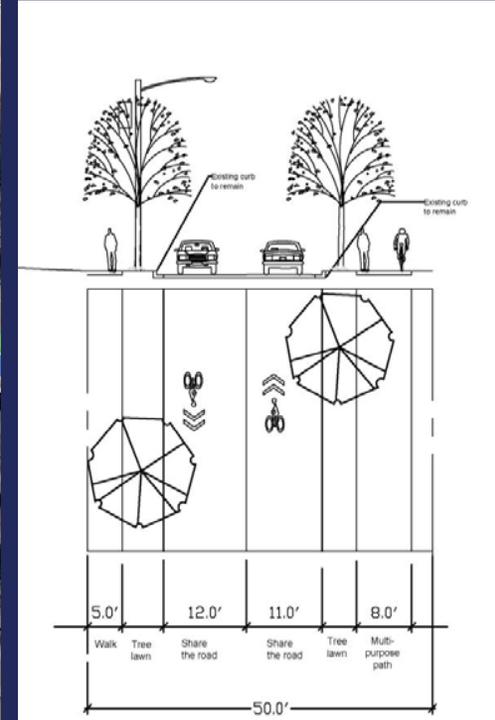
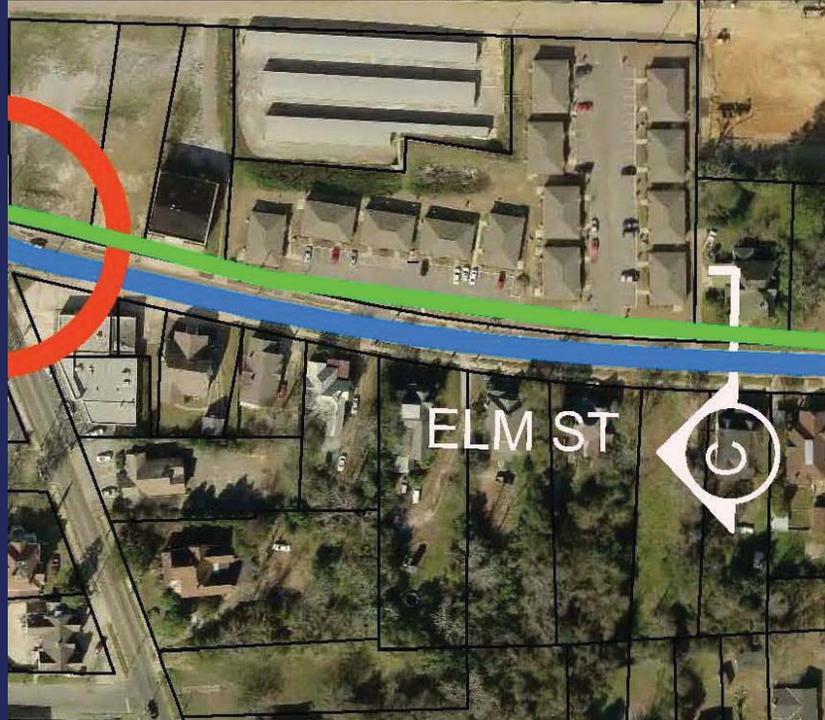




Downtown Troy- Troy University Bicycle-Pedestrian Study

PREFERRED OPTION

Elm Street – East of Brundidge

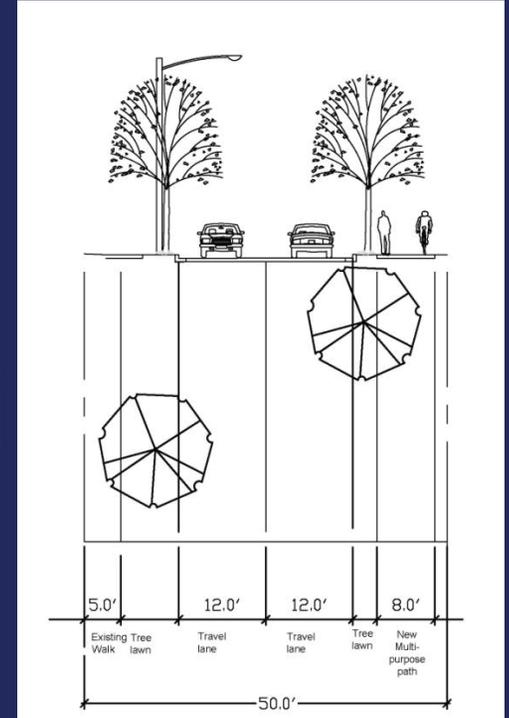
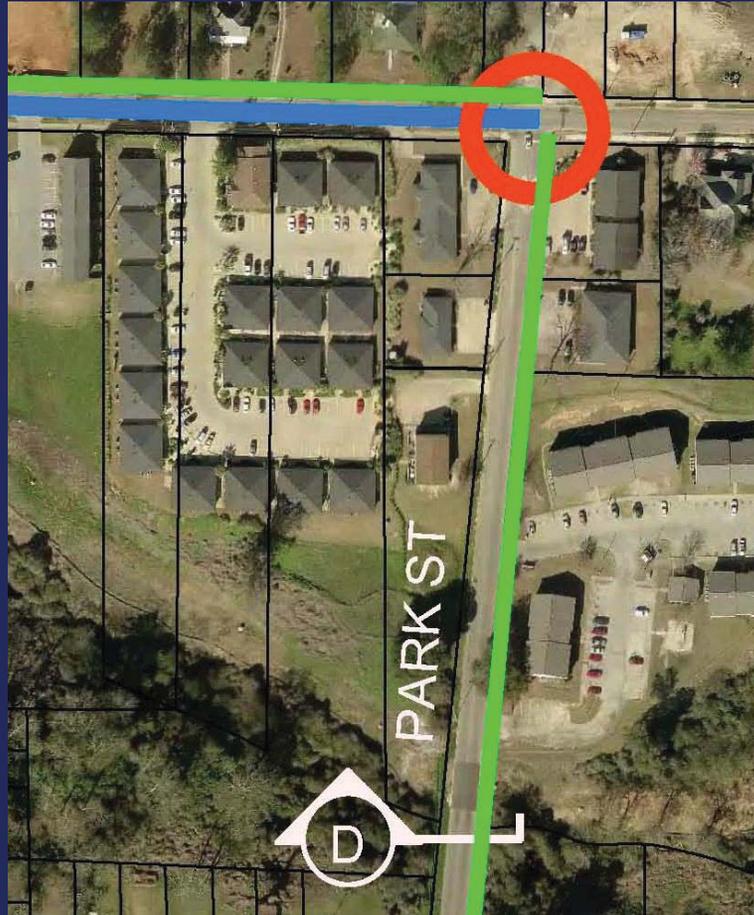




Downtown Troy- Troy University Bicycle-Pedestrian Study

PREFERRED OPTION

Park Street



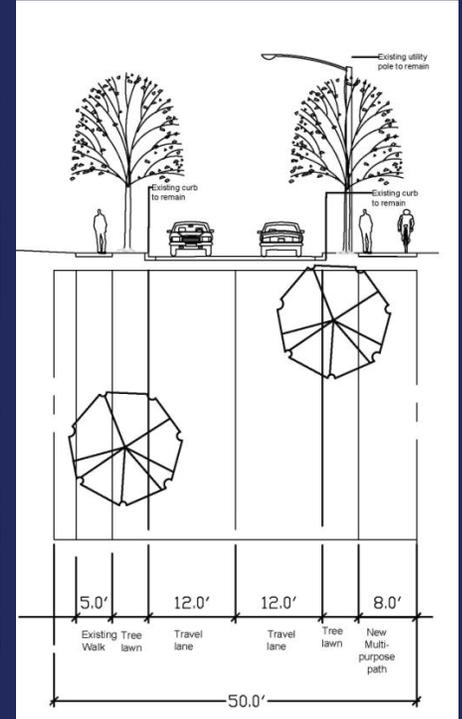
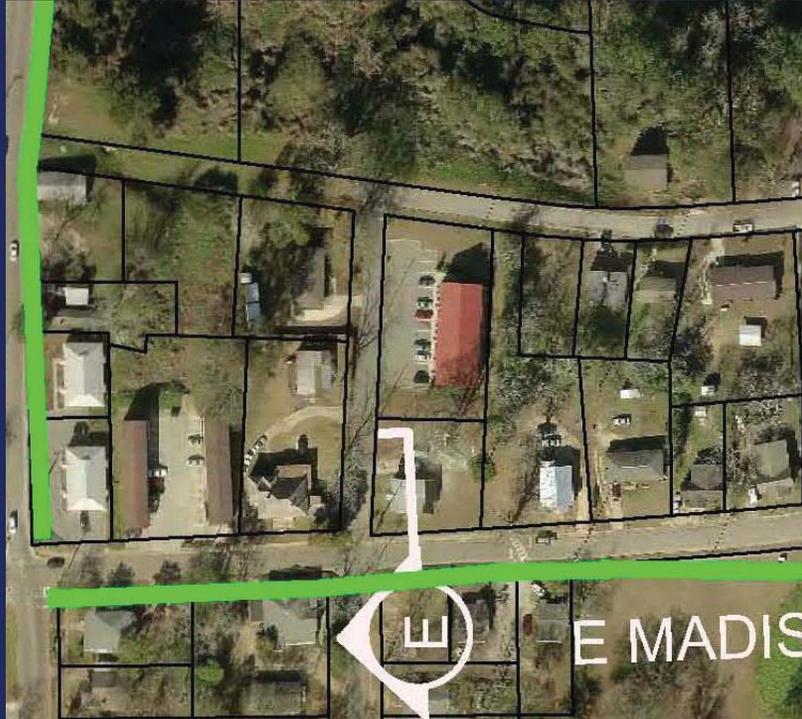
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Downtown Troy- Troy University Bicycle-Pedestrian Study

PREFERRED OPTION

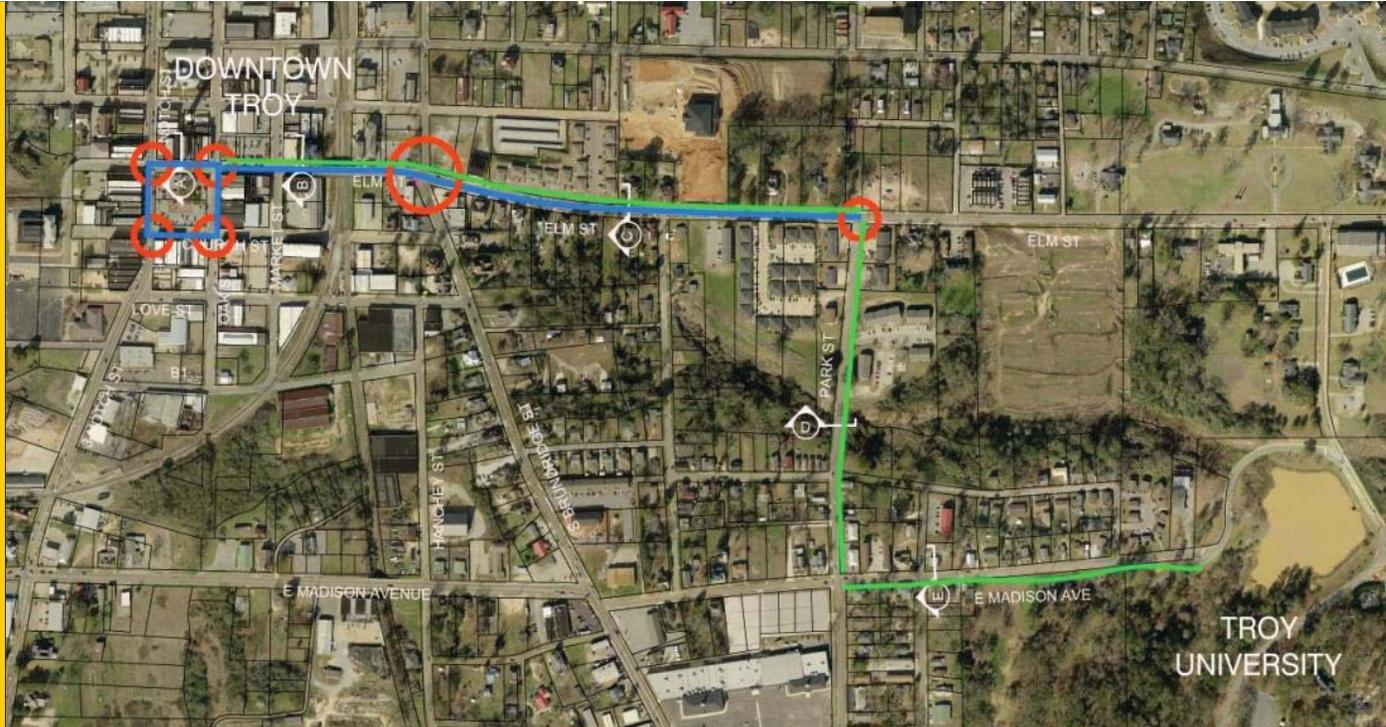
Madison Street





Downtown Troy- Troy University Bicycle-Pedestrian Study

QUESTIONS?





Wayfinding Audit

What is Wayfinding?

Wayfinding is a navigational system that conveys directions to travelers by use of graphics, signs, maps and other means.

The Troy Wayfinding System Sign Audit :

- Defines corridors and gateways that visitors should use
- Suggests a preliminary hierarchy of information by defining destinations
- Direct drivers to areas first, then to destinations within each area
- Increases pedestrian traffic by suggesting locations for informative interpretive kiosks for pedestrians and cyclists



Wayfinding Audit

Wayfinding Audit Recommendations

- Consider mini-sign systems designed to "nest" within the overarching plan to help travelers reach their destinations.
- Troy could benefit from a downtown parking plan to help drivers identify public parking areas.
- Refresh the major gateway signs to reflect colors and/or elements of the soon-to-be-designed wayfinding system to help establish a visual cue for travelers seeking welcome information and wayfinding directional signs.
- Consider a permanent pavilion in or near downtown for a Farmer's Market. Preferably, the market should have easy access, ample parking and be within walking distance of the historic downtown.



Wayfinding Audit

Wayfinding Sign Types

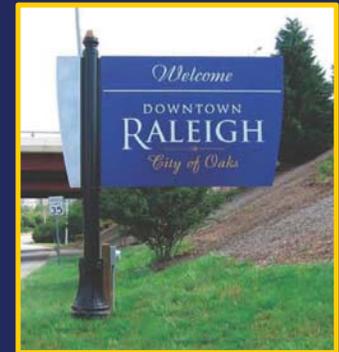
Primary & Secondary Gateway Sign

Gateway signs introduce visitors to the area and provide the "sense of arrival." Troy has two major gateways with a third potential. In addition to these, this report recommends adding three additional Secondary Gateway signs. They could be located on the main corridors leading to the downtown.



Downtown Gateway Sign

Announces arrival to the the city's heart. Like the Primary Gateway signs, these will project a "sense of arrival." Troy has three major gateways to the downtown Square.





Wayfinding Audit

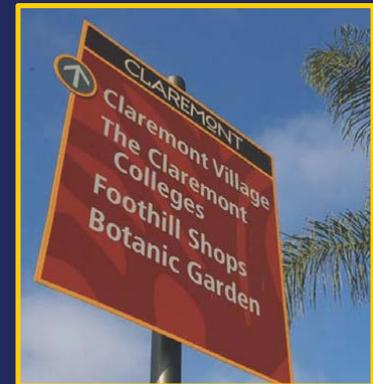
Wayfinding Sign Types

Directional Vehicle Decorative Trailblazer Signs

This sign type is used in situations where some distance must be traveled between decision-making points. The specific type of trailblazer is determined by the speed at which the motorist is traveling. Trailblazers assure drivers they are still moving in the right direction. Typically, the decorative trailblazers are designed and used in downtown areas.

Directional Vehicle Trailblazer Signs for Fast Traffic

Similar in function to the standard Trailblazer signs mentioned above, but used on major roads with speed limits greater than 40 mph such as on Hwy. 231. Their size and letter height would be scaled to meet the needs of fast-moving traffic and wider roads.





Wayfinding Audit

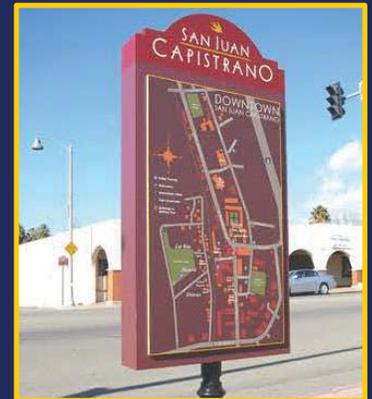
Wayfinding Sign Types

ID & Directional Vehicle Proximity Signs

Proximity signs may be small, single-item signs used to point vehicular traffic to a single destination by type of venue (i.e. Troy City Hall) and to let the driver know they are still headed in the right direction. ID signs are used to identify the venue by name and to announce to the traveler they have arrived at the intended destination.

Pedestrian Map Kiosk and Guide Information

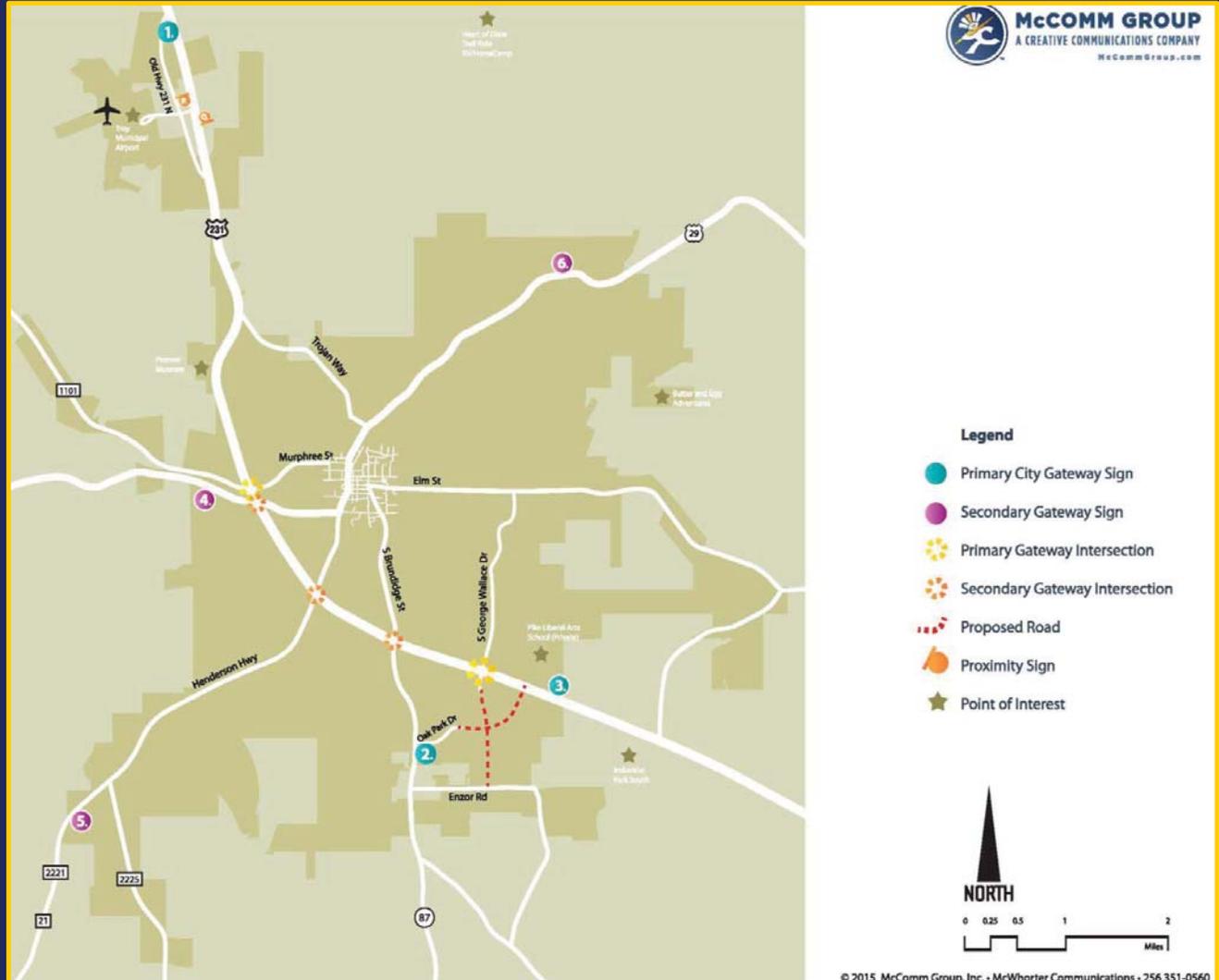
This informational sign typically consists of a map and area information. Destinations are labeled on the map and will be listed with an alphanumeric code so they can be located on the map grid. Pedestrian maps are more effective orientation devices for walkers than guide signs.





Wayfinding Audit

Gateways and Major Intersections





Wayfinding Audit

Major Intersections, Schools, Complexes





Wayfinding Audit

Downtown Detail





Break

Things to Do:

- 1. Downtown Citizen Survey*
- 2. Review Case Studies*
- 3. Refreshments*
- 4. Converse*



Downtown Visits and Case Studies

Common Amenities

- Apartments, Condos, & Lofts
- Architectural Traffic Lights
- Banner System
- Benches
- Bicycle Parking Racks
- Brick Sidewalk Details
- Decorative Street Lights
- Downtown Hotels
- Farmers Market
- Improved Alleys
- Improved / Maintained Historic Facades
- Large Streetscaped Medians
- Murals
- Pedestrian Signals
- Playground/Splash Pad
- Pocket Parks
- Sculptures
- Sidewalk Cafés
- Street Trees
- Terraces
- Underground Utilities
- Water Fountains
- Wayfinding
- Wide Streets





Downtown Visits and Case Studies Organizational Support

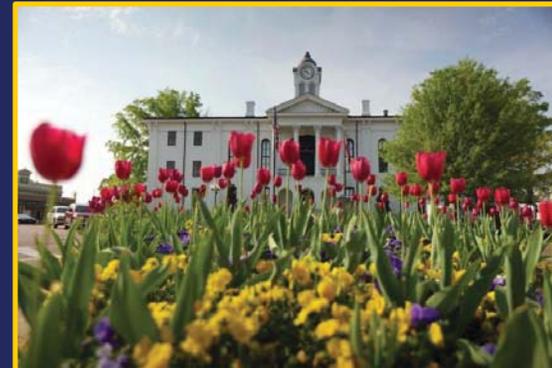
- Business Improvement District
- Convention & Visitors Bureau
- Cultural Arts Alliance
- Chamber of Commerce
- Downtown Merchant and Business Association (DDMBA)
- Historic Foundation
- Local Government
- Local Foundations
- Mainstreet Program
- Regional Tourism Agencies
- Urban Forester (Municipal)





Downtown Visits and Case Studies Vital Statistics

- Zoning -- Mixed Use
- Riverfront District
- Business Improvement District
- Tax Allocation District
- National Historic District
- Historic Architectural Review
- Entertainment District
- Certified Local Government
- HCF Facade Loan Program
- Facade Improvement Program
- Parking Lots & Decks (Public & Private)
- Onstreet Parking
- Tree City
- Beautification Program





Closing

Next Meeting
July 7 @ 5 PM
The Studio

