

Downtown Troy Revitalization Plan Workshop 2

Thursday, July 7, 2016

5:00 PM to 7:00 PM

The Studio



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.



MEETING SCHEDULE

June 16 @ 5:00 PM
The Studio

Kickoff Meeting
Transportation studies, Inventory,
Case Studies

July 7 @ 5:00 PM
The Studio

Workshop & Open Studio
Survey Responses, Revitalization Components,
Visual Preferences, Troy Downtown Schematic

July 28 @ 4:00 PM
Troy City Hall

Planning Commission Meeting
Present Draft Revitalization Plan

August 4

Citizen review of draft plan through 8/19

August 25 @ 4:00 PM
Troy City Hall

Planning Commission Meeting
Final Troy Downtown Revitalization Plan

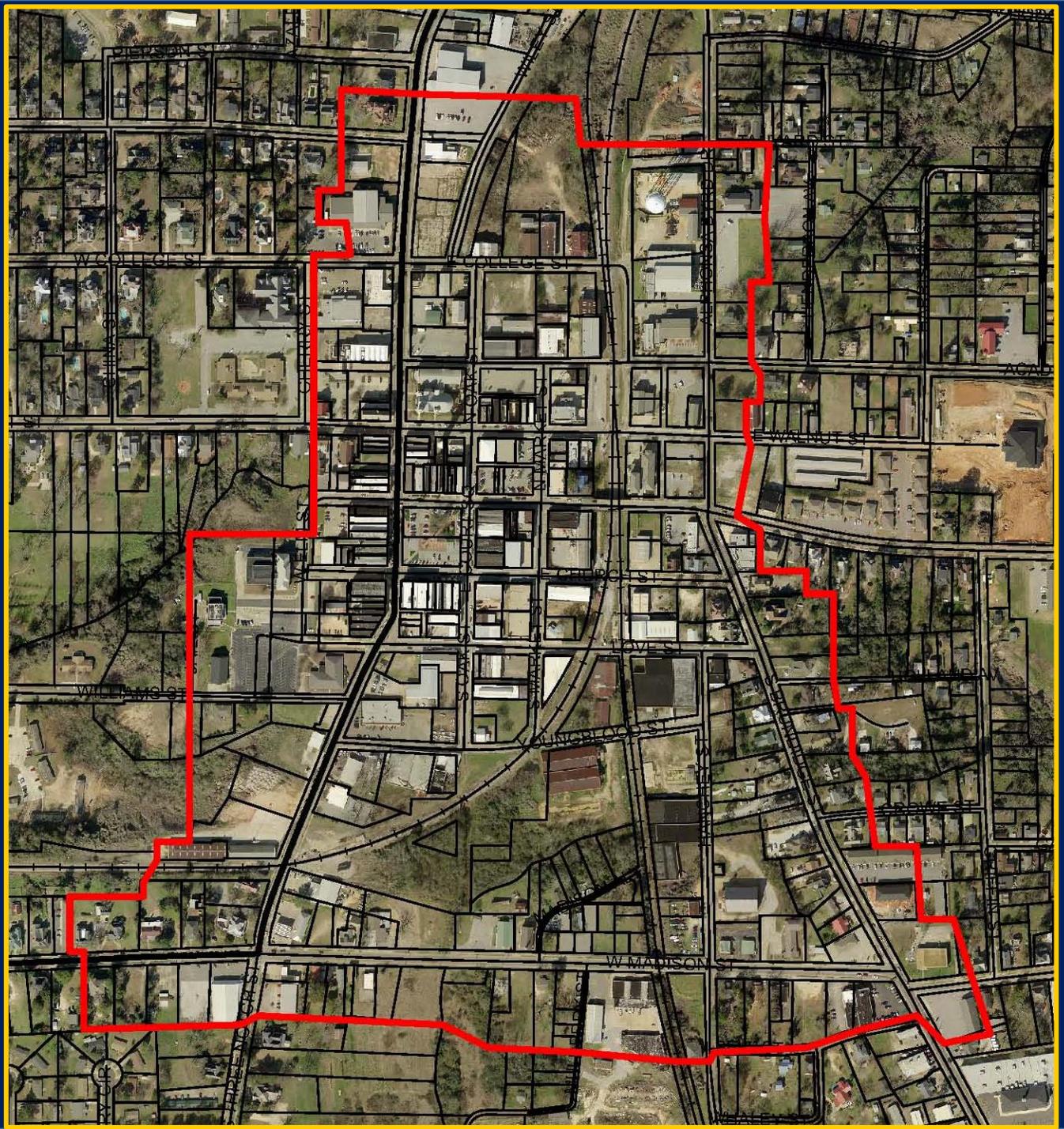
Sept. 13 @ 5:00 PM
Troy City Hall

City Council Meeting
Final Troy Downtown Revitalization Plan



PRIMARY STUDY AREA

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





Downtown Survey Responses

First Impressions

Question 1:

First thing that you think of when you think of Downtown Troy?

Responses

64

Food, Lunch, Eateries

20.3%

Shopping, More shopping for men and children

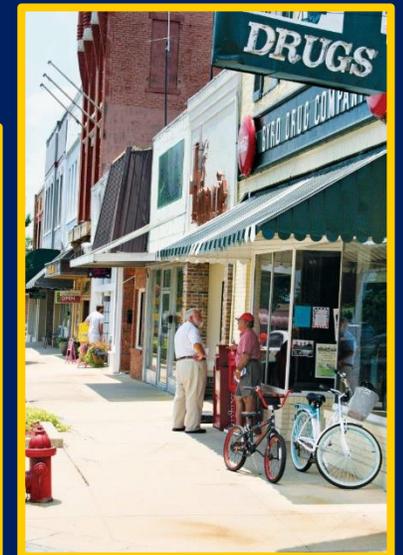
18.8%

Downtown Square, Courthouse Square

17.2%

Potential but Still Lacking

10.9%





Downtown Survey Responses

Special Features

Question 2:

Three most special features of Downtown Troy?

Responses

153

Square, Trees, Sitting Area, Gazebo, Monument

25.5%

Restaurants, Lunch, Eateries

15.7%

Shopping, Local Business, Variety/Unique Shops

13.7%

History, Historic Buildings, Tradition, Preservation

11.1%





Downtown Survey Responses

Worst Characteristics

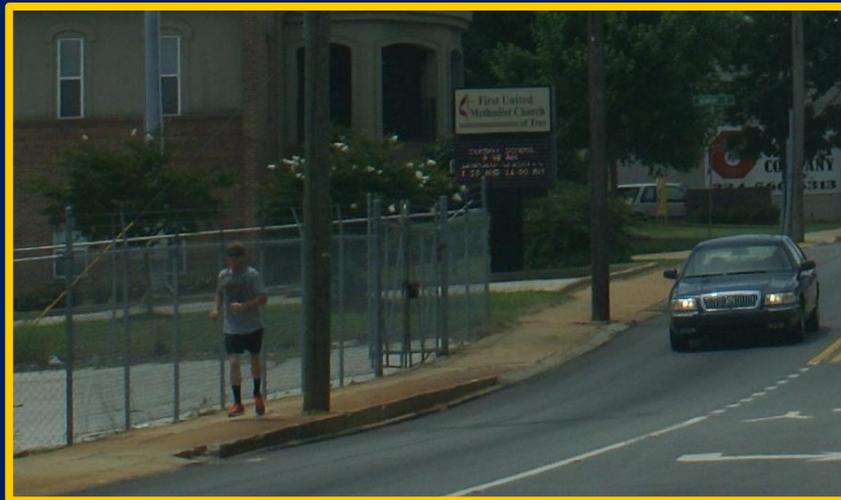
Question 3:

Worst characteristics of Downtown Troy?

Responses

131

Deteriorated and Dilapidated Building Conditions	15.3%
Vacant and Abandoned Buildings, Blight	13.7%
Poor Sidewalk Conditions, Not Bike/Ped Friendly	10.7%
Parking	9.9%
Lack of Choice: Retail, Restaurants/Bars, Budget	7.6%
US Highway 29, Truck Traffic, Foul-Smelling Trucks	5.3%
Lack of Events and Activities	4.6%





Downtown Survey Responses Landmarks

Question 4:

List five landmarks in the City of Troy.

	# Responses
Court Square, Confederate Monument, Gazebo	15.6%
Troy University, Fountain, Trojan Arena, Quad Johnson Center	11.6%
First Methodist Church	8.9%
College Street Historic District	5.8%
	4.9%





Downtown Survey Responses

Places to Visit

Question 5:

If someone from out of town came to visit for a day of sightseeing in Troy, where are the top three places you would take them?

Responses

141

Downtown, Square, Restaurants

31.2%

Troy University

26.2%

Pike Pioneer Museum

8.5%

Johnson Center for the Arts

7.8%

College Street Historical District

7.1%





Downtown Survey Responses

Historical Events

Question 6:

What was the most significant historical event that occurred in Troy?

Responses

35

Railroad coming to Troy

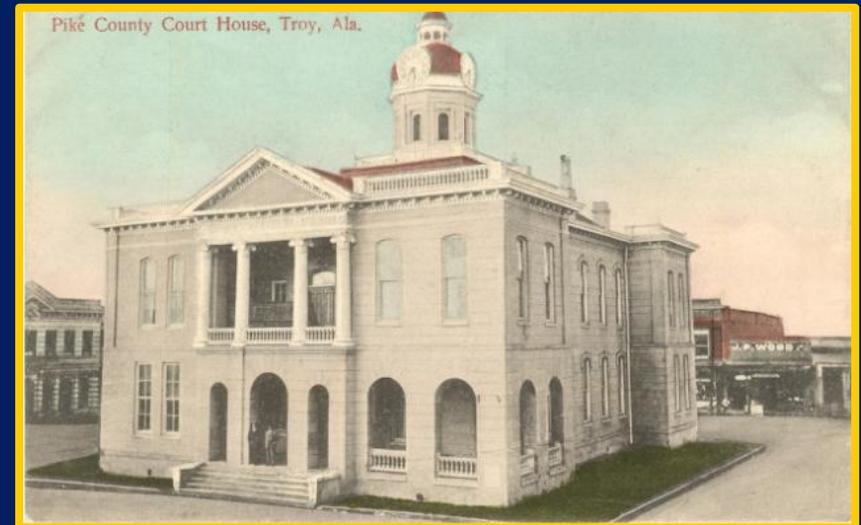
22.9%

Establishment of Troy University

20.0%

Fires that burned historic buildings (1934?)

20.0%





Downtown Survey Responses

Recent History

Question 7:

What was the most significant local event that occurred during your lifetime?

Responses

41

Troy University Growth: D1, Students, University

14.6%

Publix Project

12.2%

Troy Fest

9.8%

Snow Events

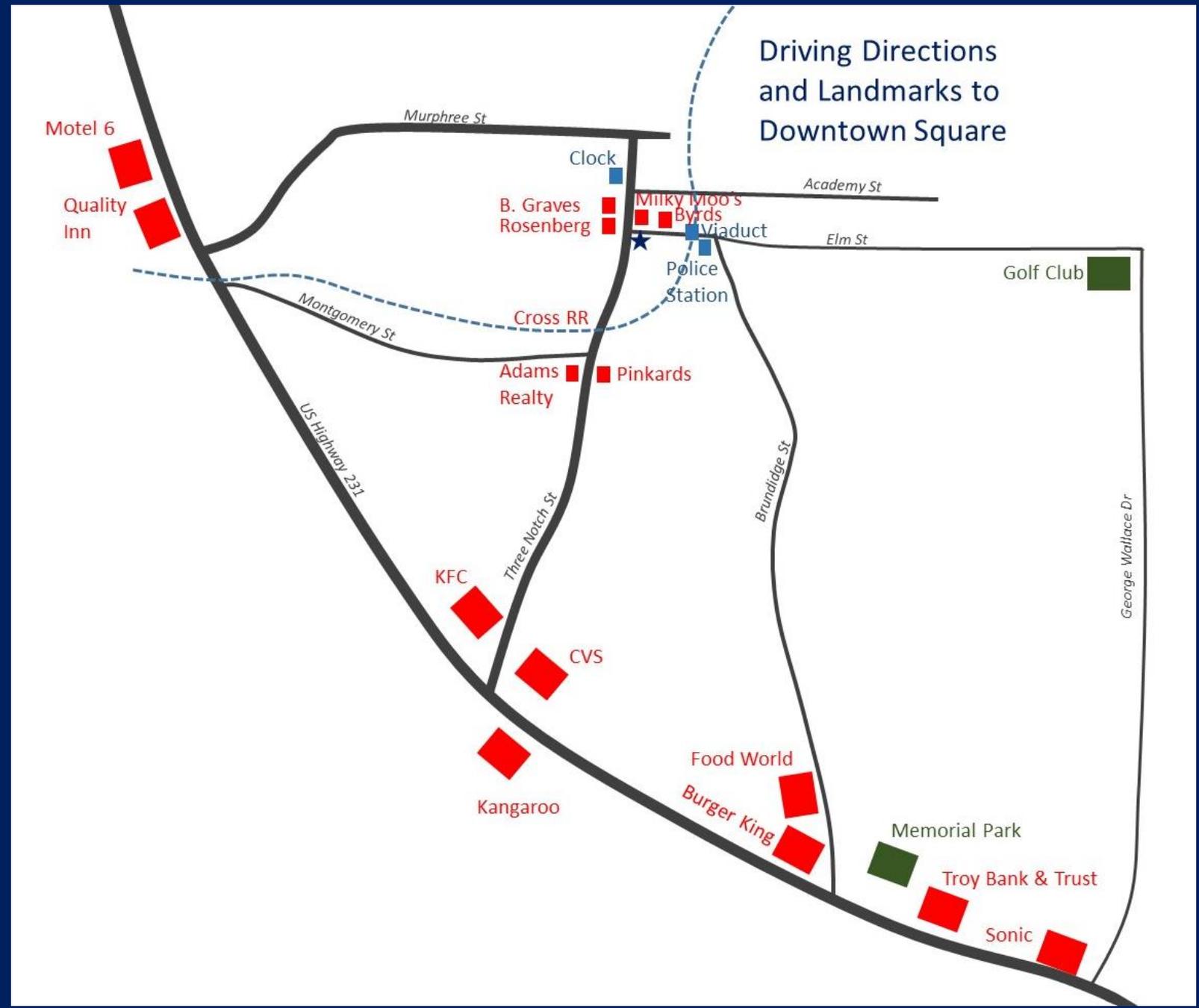
7.3%





Downtown Survey Responses

Vehicular Scale





Downtown Survey Responses

Pedestrian Scale





Revitalization Components

Core
Principles

Revitalization Categories:

- *Promotion*
- *Vitality*
- *Movement*
- *Appearance*
- *Network Linkages*



Revitalization Components

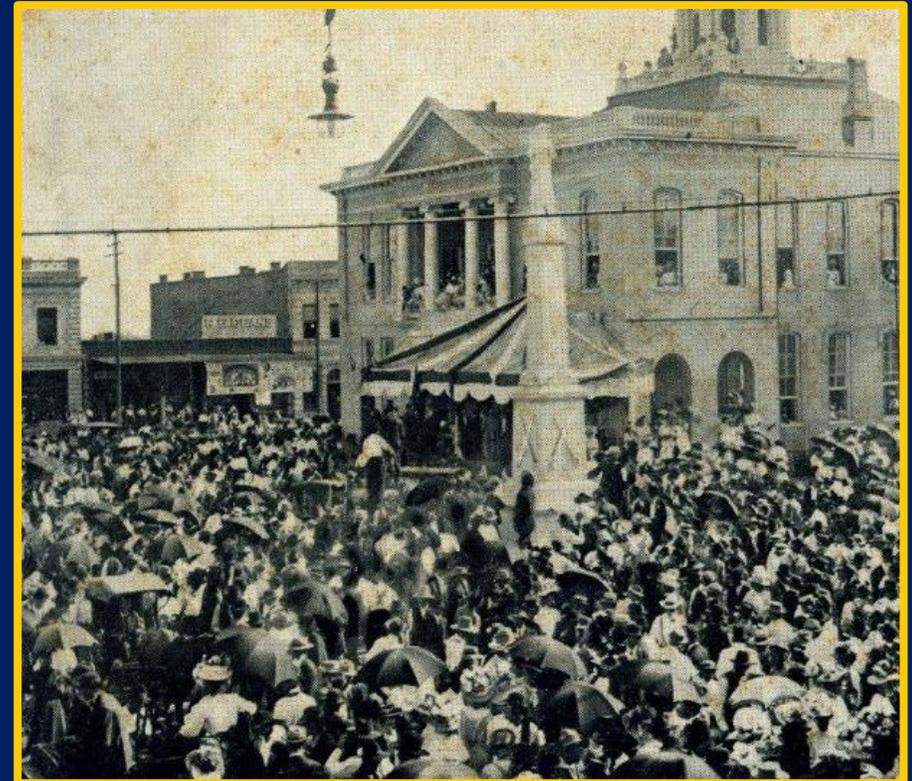
Core Principles

Promotion

Creating a positive identity and image through activities that generate interest in and support the unique character of downtown.

Elements Included:

- Identity
- Character
- Branding
- Events
- Tourism





Revitalization Components

Core Principles

Vitality

Ensuring an active and vibrant quality of life through economic growth, support services, and amenities not found in other locations in your city.

Elements Included:

- Retail / Restaurants
- Services
- Housing
- Recreation
- Cultural Arts





Revitalization Components

Core Principles

Movement

Outlining clear circulation and direction for all modes of transportation, including resting areas, while safeguarding access to those features and resources that draw patrons to the downtown area.

Elements Included:

- Wayfinding
- Access to Amenities and Public Facilities
- Vehicular Circulation
- Walkability/Bicycling
- Parking





Revitalization Components

Core Principles

Appearance

Addressing the physical design of downtown to make certain that the image portrayed is reflective of Troy's preferred image and character.

Elements Included:

- Architecture
- Historic Preservation
- Beautification
- Streetscaping
- Image Corridors





Appearance

Downtown Design

- “Appearance” is everything
- Good/bad design is not an accident
- Competitive advantage





Appearance

Competitive Advantage

- Walkable
- Compact
- Mix of things to do





Appearance

Challenges

Perceptions

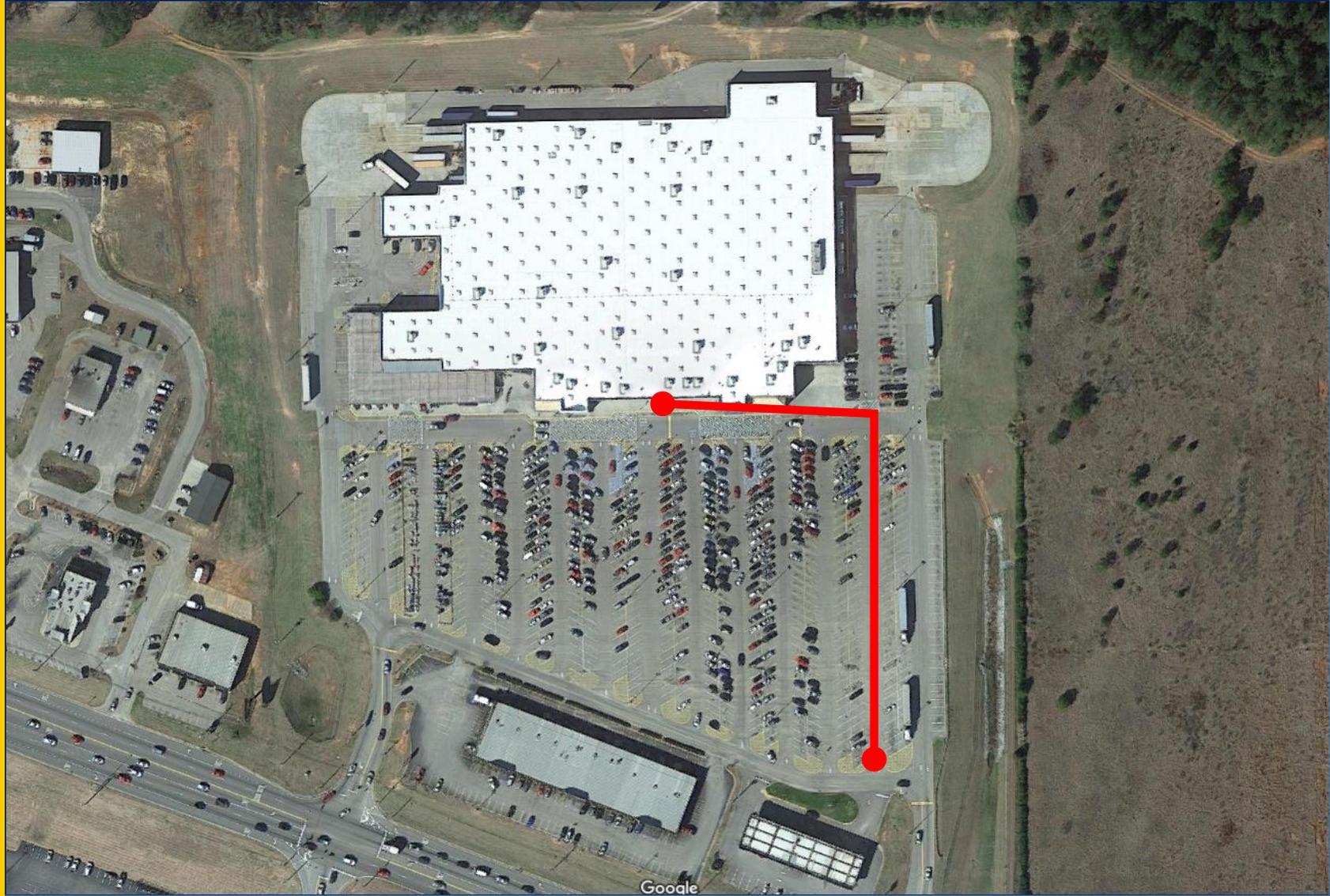




Appearance

Challenges

Perceptions

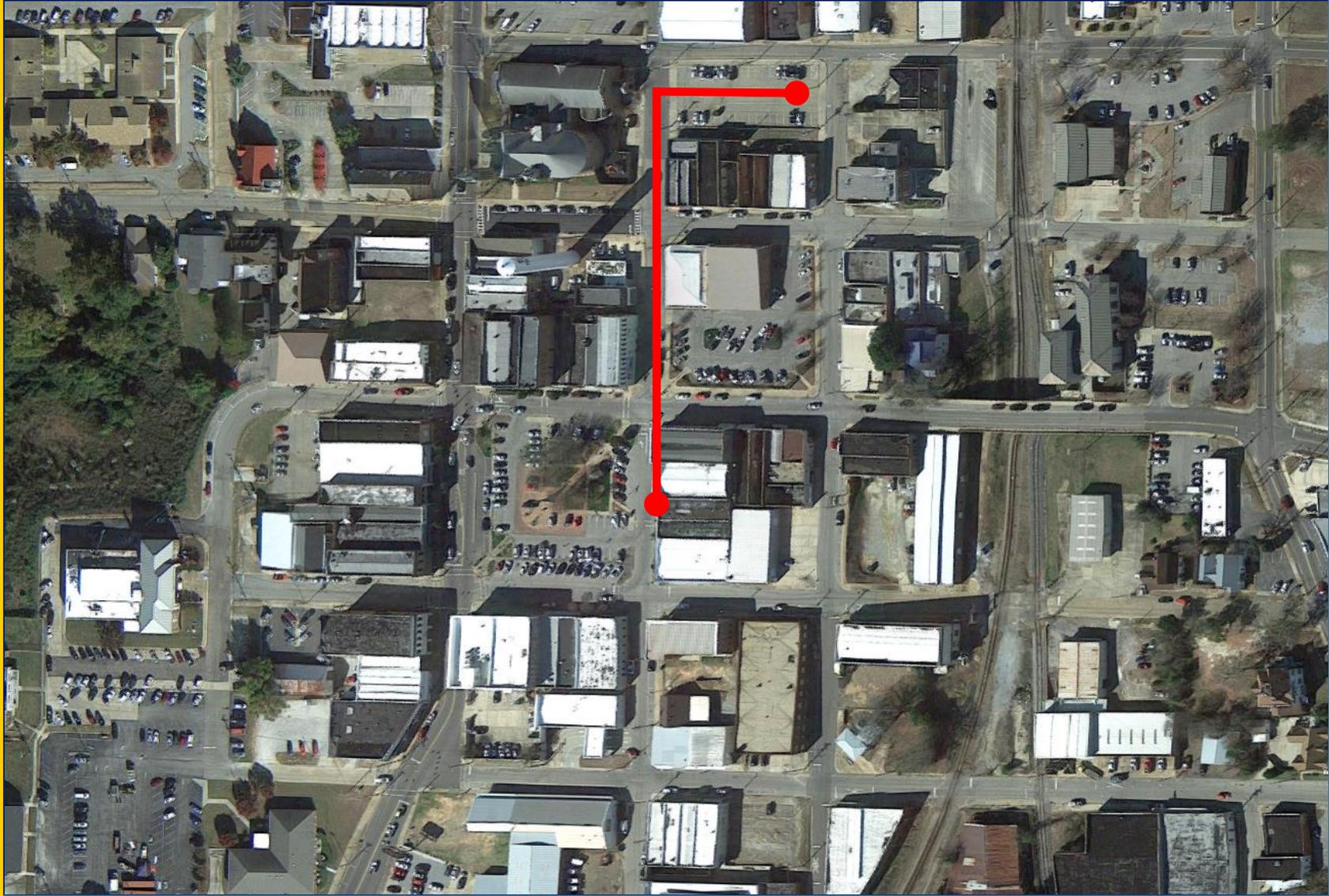




Appearance

Challenges

Perceptions

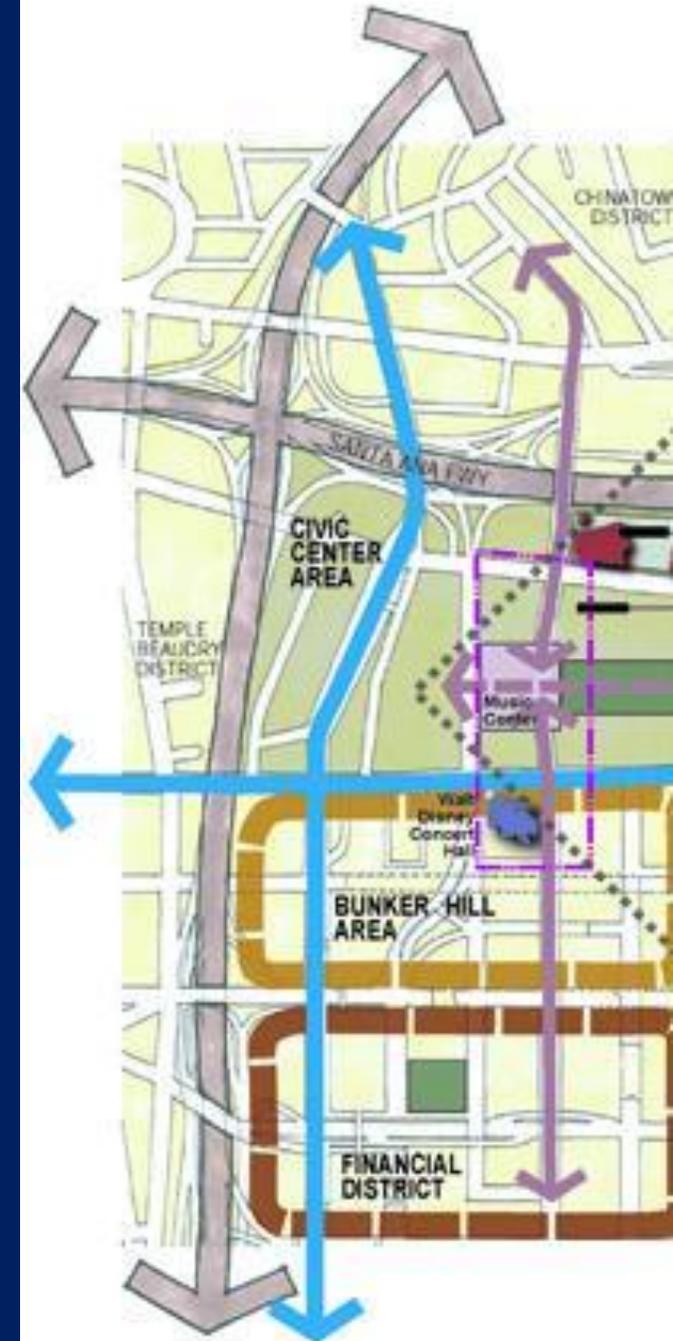




Appearance

Design Elements

- Gateways
- Wayfinding and access
- Streetscape design
- Parking
- Pedestrian design
- Architecture
- Signage
- Public spaces and art
- Service areas





Revitalization Components

Core Principles

Network Linkages

Determining how downtown relates to its surroundings, including what can make those linkages stronger and what organizational structure(s) is necessary to promote and strengthen the downtown linkages to other areas and organizations.

Considerations to Include:

- Troy University
- Troy Library and Nutrition Center
- Surrounding Neighborhoods
- Organizational Structure(s)





Revitalization Components

Citizen Strategies

What to Do:

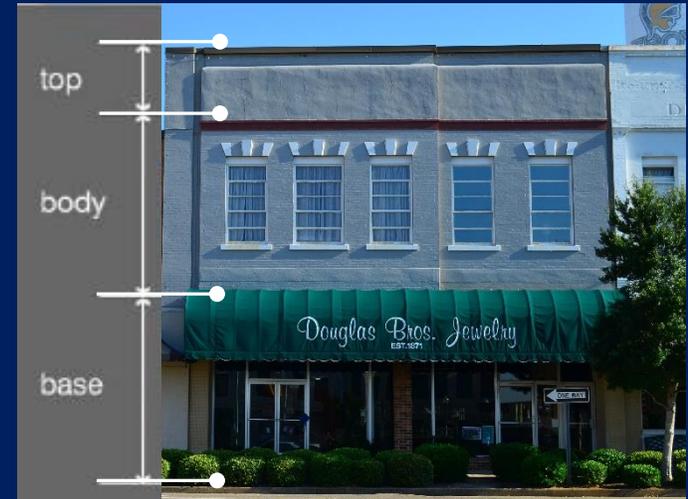
- 1. Gather at one of five tables.*
- 2. Choose a spokesperson.*
- 3. Discuss what actions will be necessary to successfully address the core principle as it applies to Downtown Troy, including the listed revitalization elements.*
- 4. Use map to graphically portray and record the necessary strategies that should be included in downtown revitalization efforts as they are related to your core principle.*
- 5. Present your strategies – 5 minutes.*



Downtown Design

Façade Studies

Base, Body, Top



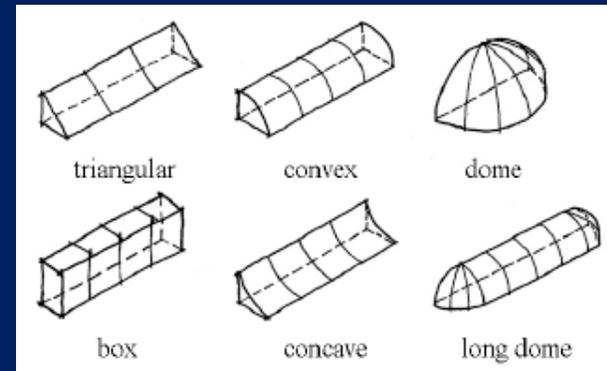


Downtown Design

Façade Studies

Storefronts

- Maximize window area, avoid clutter
- Recess entrances
- Use compatible signage and awnings
- Avoid painting unpainted masonry
- Protect character defining elements
- Use compatible colors (consistently)





TROJAN GRAPHICS

ER... ON PC #...

PIKE COUNTY POST 70
AMERICAN LEGION



WALNUT CAFE

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Downtown Design

Visual Preference Survey

Instructions

- Take 8 dots
- Review **Architecture, Streetscapes** and **Public Space & Art** boards
- Place dots beside the design elements you see in your vision of Downtown Troy.
- Use the dots however you wish!



First Meeting

Community Input

Challenges

- Vacancy
- 70s Look of Some Buildings
- Signage
- Narrow Sidewalks
- No Sidewalk Dining Options
- Cannot Block US 29 for Events

- Need Wayfinding
- Marketing
- Need a Welcome Center
- Need Façade Incentives
- Need Historic Markers
- Expand Feel of Square to More Blocks
- Need Virtual Tour



First Meeting

Community Input

Assets

- Cleanliness
- Shade Trees
- Emerging Arts Culture
- Good Entertainment Venue
- Historic Buildings
- Events on Square, Troy Fest
- Safe
- Family Friendly
- Variety
- Free WiFi
- Recycling Bins
- Restaurants
- Low Stress – Traffic
- Park Once – Multi-Functions
- City Support
- Comfortable Walking Distances
- Charm
- Attractive Architecture
- County Courthouse
- Aesthetics
- History – 3 Notch St
- Variety
- Lights Outlining Buildings



First Meeting

Community Input

Vision

- Active
- Destination
- Fun
- Welcoming
- Inviting
- Vibrant
- Romantic
- Southern Gorgeous
- Multi-Use
- Identity for Troy
- Center of Troy's Universe
- More Interactive Experiences
- Cultural – Inspirational Location



Closing

Next Meeting
July 28 @ 4 PM
Troy Planning
Commission

