

# Downtown Strategies -- Putting It All Together

Through citizen participation in citizen meetings, an open studio workshop and online surveys, it was possible to formulate downtown strategies that address both citizen concerns and citizen goals. During these meetings, citizens were asked to complete surveys, respond in group conversations, identify issues, and work collaboratively to develop solutions. The citizen input obtained through the planning process was invaluable in developing a downtown plan that is reflective of the citizens of Troy. The Downtown Strategies are organized into five categories of downtown development: promotion, vitality, appearance, movement, and network linkages. The following are the strategy topics that are included in the Draft Downtown Troy Plan. In the plan, each strategy includes descriptive text and example illustrations, along with specific actions necessary to accomplish the strategy.



## Promotion

- Branding and Advertising
- Marketing and Recruitment
- Events

The promotion category includes strategies that create a positive identity and image through activities that generate interest in and support the unique character of downtown. To be successful with promotion strategies, it will be necessary to develop a strong identity for downtown Troy that is consistently reinforced at every opportunity. The Downtown Troy identity should be used with marketing materials to recruit specific businesses and support services that further enhance the living, working, and shopping quality of the area. The example below illustrates how a community used their logo in local infrastructure and signage to promote and reinforce their identity.



## Vitality

- Residential Opportunities
- Cultural Arts and Recreation
- Tourism

Vitality strategies ensure an active and vibrant quality of life through economic growth, support services, and amenities not found in other locations in the city. Specifically the vitality category focuses on bringing people to the downtown area for reasons other than shopping and services, such as restaurants, cultural arts events, historic tourism, and recreation events hosted in the proposed amphitheater.

## Appearance

- Infill Development
- Facade Improvements
- Streetscaping

Strategies in the appearance category address the physical design of downtown to make certain that the image portrayed is reflective of Troy's preferred image and character. Appearance strategies are about more than aesthetics. Good design helps move traffic into and around downtown, increases walkability, promotes economic investment, preserves the historic character of the area, and enhances the overall downtown experience. The appearance strategies focus on appropriate reuse of vacant or underutilized sites and structures; restoring and improving the street-facing facades of structures; and, installation of design elements along streets to provide a positive travel and walking experience. The illustration below shows how an existing facade in Troy might be transformed into a facade that is more in character with downtown's historic resources.



## Movement

- Wayfinding System
- Image Corridors and Gateways
- Complete Streets

The movement category of strategies is geared toward 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. A wayfinding system should clearly and effectively direct traffic into and around downtown while also serve as a basis for a visitor's orientation by letting them know where they are and how to find locations. Image corridors and gateways set a positive tone to the travel experience and create a sense of arrival to a special and unique location. The concept of complete streets safely and harmoniously incorporates the many uses of streets -- from vehicular traffic to bicycling to walking to resting -- by utilizing the full right-of-way to enable safe access by all users.

## Network Linkages

- Organizational Structure
- Partnerships
- Governmental Centers

Network linkages define how downtown relates to its surroundings, including what can make those linkages stronger and what organizational structure is necessary to promote and strengthen the downtown linkages to other areas and organizations. The ongoing success of Downtown Troy will be somewhat dependent on partnerships made with other organizations and entities that bring traffic to the downtown area and assist with the promotion of downtown as a place that is not to be missed.



highlights of a draft plan for

# Downtown Troy

-- a collaborative public-private effort --

Troy is the economic hub of Pike County, the Troy Micropolitan Statistical Area, and a large portion of southeast Alabama. Troy is home to Troy University, as well. As a focal point of the city, Downtown Troy plays a unique role in providing retail and residential opportunities. Downtown Troy is also a center for professional and governmental services for the area. The vision for Downtown Troy is directed toward recognizing the distinct opportunities of the area that set it apart from other retail and service areas; and then transforming those

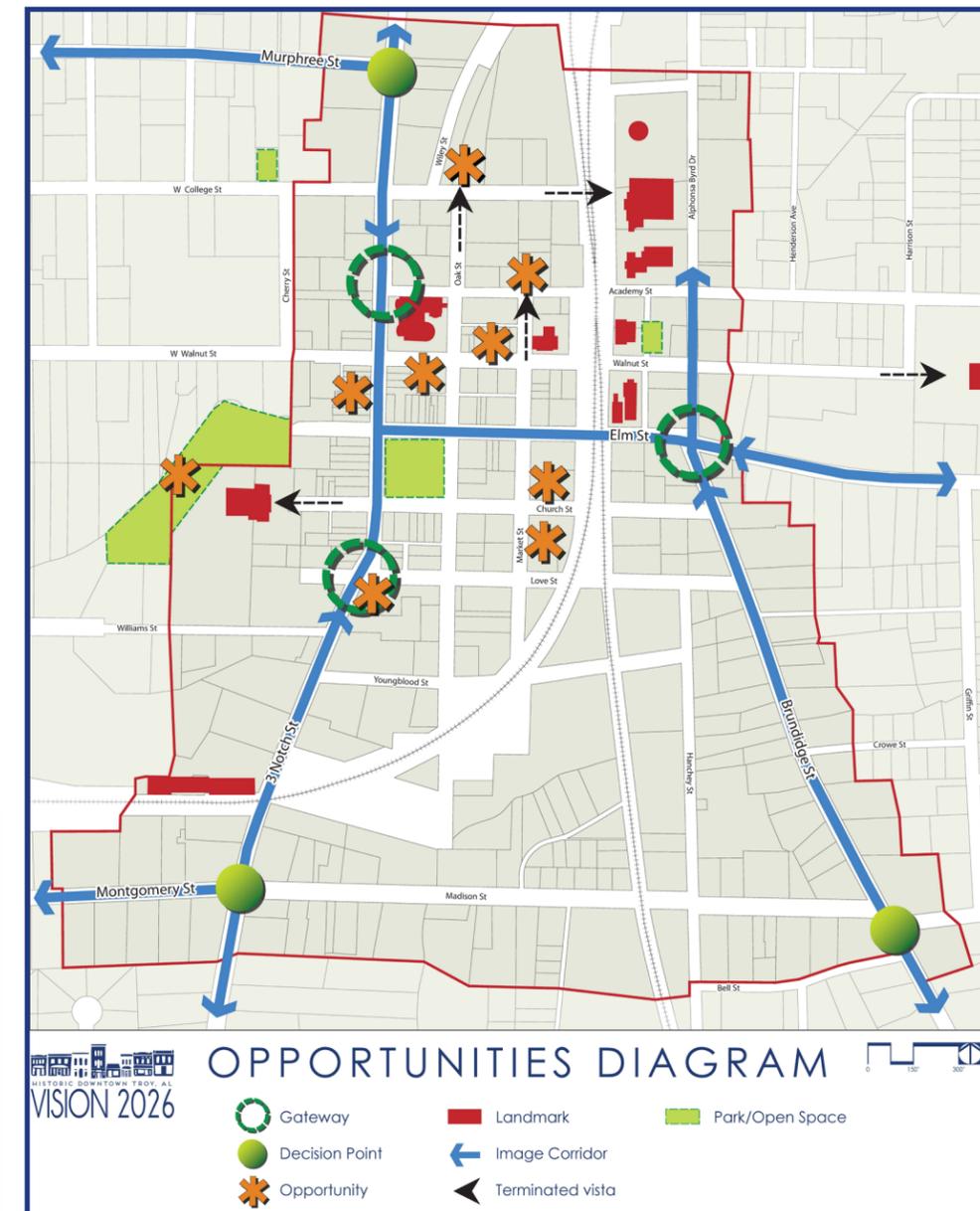
opportunities into development strategies that enhance the visitor experience and further define and strengthen the role of the Downtown Troy district.

The Downtown Troy Plan is divided into four sections: (1) Introduction; (2) Planning Context; (3) Downtown Opportunities; and (4) Downtown Strategies. The introduction will outline the purpose and planning process, and describe the location, setting and history of the area. The Planning Context section will look at the existing conditions, including demographics, downtown properties,

existing plans, economic outlook, and case studies. Downtown Opportunities, the third section, includes a detailed discussion of existing opportunities as they are outlined on the diagram below, as well as, marketing and development opportunities. The final section, Downtown Strategies, will provide recommendations for downtown improvements and actions necessary to implement the plan. The Draft Downtown Troy Plan will be available September 1, 2016 at the Troy Planning Department or online at [www.troyal.gov/planDT](http://www.troyal.gov/planDT).

The Troy Downtown Plan was funded by the Alabama Department of Economic and Community Affairs through Community Development Block Grant (CDBG) Planning Funds with matching funds provided by the City of Troy. The planning process included a series of open meetings, which incorporated a studio workshop. Sincere appreciation is extended to those citizens, downtown merchants, and property owners who took time to attend those meetings and provide meaningful participation. As a result of their input, a draft plan for historic downtown Troy has been prepared that is responsive to both citizen concerns and citizen goals.

This document, which is a summary of the draft Troy Downtown Plan, outlines the proposed improvements and implementation actions necessary to accomplish the goals for downtown. Successful implementation will require both public and private efforts and investments of time, resources, and money. The Downtown Troy Plan is intended to serve as a guide for those efforts and investments.



# TRANSFORMING OPPORTUNITIES INTO WELL-PLANNED AND COORDINATED DOWNTOWN DESIGN

Successful downtowns with good design don't just happen. Instead, they are the result of thoughtful placement of attractive design features that function to draw visitors into the area and then move them around efficiently and effectively. Truly successful downtowns use design to create an experience that a visitor wants to repeat. The Illustrative Plan, shown on the right page, shows how existing opportunities can be transformed into design features that provide the movement and aesthetic functions essential to providing that quality experience in Downtown Troy. The following is a discussion of how those features might be used in Troy.

**Infill Development** focuses on the reuse of vacant, obsolete or underutilized structures and sites within the downtown area in the same design character of existing buildings. Opportunities for infill development in Troy include the southeast corner of Love and Three Notch Streets, the west side of Three Notch Street north of Elm Street, north side of Walnut Street between Oak and Market Streets, the southwest corner of Market and Elm Streets, and the northeast corner of Church and Market Streets. The illustration below shows how infill development could help complete the street facade on Three Notch Street.

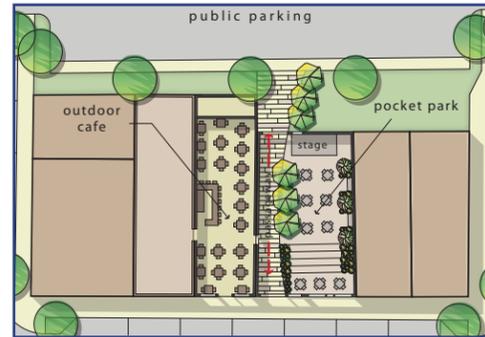


**Facade Improvements** address the street-facing exterior of buildings to present a more unified, cohesive, and safe appearance to a street, thereby inviting visitors into the stores and businesses. Facade improvements might include replacement of storefront doors and windows, exterior painting, restoration of historical details, and the installation of awnings, canopies, and exterior lighting. The illustration below depicts facade improvements on Walnut Street.

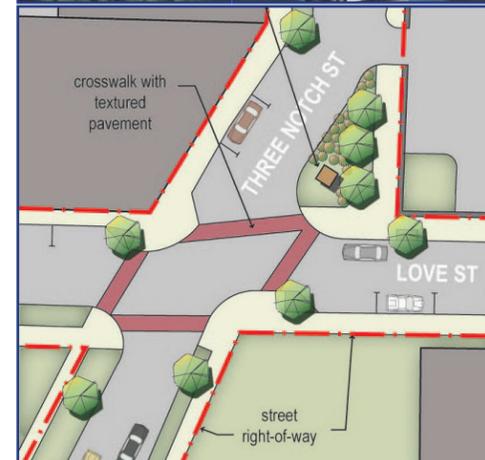


**Public Spaces** are those areas that promote the gathering of people, bring life to the area, and encourage an extended visit. They enable visitors to stop, rest, and enjoy the surrounding activity. Public spaces can

be any size depending on the intended use of the space, from a small sitting area to a large amphitheater. In the illustration below, the proposed infill development includes a pocket park that also serves as a passageway from a parking area to the downtown core.



**Wayfinding Elements and Gateways** provide direction and a sense of arrival to a unique and distinct location solidifying the downtown district boundaries. An effective wayfinding system should include directional clues at both a vehicular and pedestrian scale. A wayfinding sign audit conducted for the City of Troy proposes a variety of different sizes of signs and banners, as well as, pedestrian kiosks. The Downtown Troy illustrative plan suggests the primary gateways be developed at three intersections -- Three Notch and Academy Streets, Elm and Brundidge Streets, and Three Notch and Love Streets -- to signal the entrance to the downtown district. Gateway improvements might include brick walkways, curb bump-outs, landscaping, infill development and facade improvements.

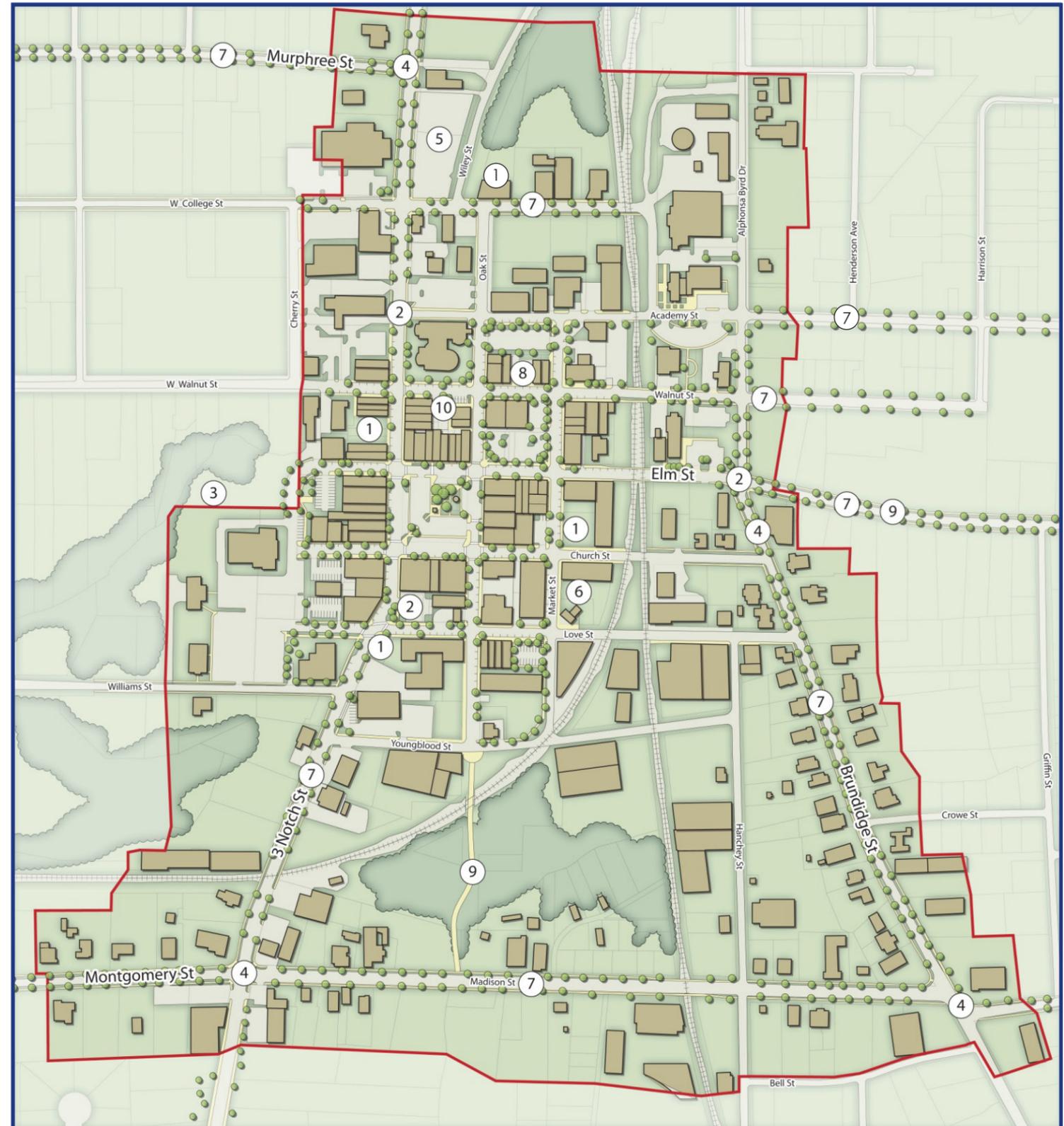
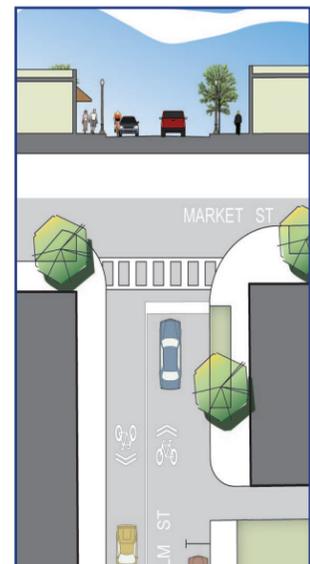


**Streetscaping** has a significant impact on how people interact within a community by balancing the many activities that take place on a street, including automobile and public transit traffic, bicycle and pedestrian traffic, handicap accessibility, access to nearby buildings, and commercial and recreational activities, such as vending and resting areas or seating. Streetscaping can also include aesthetic improvements such as landscaping and wayfinding signs that guide traffic and enhance the experience. In the Troy illustrative plan, major streetscaping improvements are recommended on seven corridors to transform these streets into image corridors and complete streets that are capable of accommodating multiple activities. The street cross sections below show how landscaping can be used to construct safer sidewalks and pedestrian crossings that are also aesthetically-pleasing.



**Parking and Multimodal Transportation** improvements should increase safety, enhance appearances, and promote increased usage of available and new facilities. Lighting and landscaping will help make the existing parking more appealing and safer in some areas. Landscaping portions of asphalt parking lots has the added benefit of helping with storm water runoff.

It is also proposed that increased efforts be made to accommodate bicycle routes into the downtown area. The street cross section to the left shows a designated shared bicycle and vehicle lane, or a sharrow. The designation of sharrows and other bicycle/pedestrian routes helps everyone remain aware of others using the roadway and right-of-way.



HISTORIC DOWNTOWN TROY, AL  
**VISION 2026**

## ILLUSTRATIVE PLAN



- 1. Infill development opportunity
- 2. Gateway improvements
- 3. Amphitheater park
- 4. Wayfinding signage
- 5. Proposed Residential Development
- 6. Public or shared parking
- 7. Streetscape improvements
- 8. Pocket park
- 9. Share-the-Road route
- 10. Water tower parklet