

# DOWNTOWN TROY PLAN VISION 2026

*To create positive and memorable experiences that will transform Downtown Troy into a destination which will strengthen its economic presence through history, arts, entertainment, design, and partnerships.*  
*-Vision Statement-*

Why is Downtown important? As the “Heart” of the City, Downtown Troy is an essential physical component of the city providing a gathering place for the community and preserving a sense of place. Maintaining the vitality of Downtown Troy preserves the history of Troy. A high quality, dense, and compact development form in Downtown will increase the energy of the area and create an attractive destination for both residents and visitors. Downtown hosts a diversity of uses including commercial, institutional, civic, residential, and recreational. A healthy and attractive Downtown can become a symbol of pride for the community and establish its identity. Downtown Troy having a unique character is an undeniable economic asset and well-worth the long term investment. The condition of a city’s downtown is a reflection of its overall character and the community it serves. For this reason, it is very important to focus on maintaining and improving the physical and economic aspects of Downtown Troy.

Downtown Troy plays a unique role in providing retail and residential opportunities, as well as, being a center for professional and governmental services for the area. The plan for Downtown Troy is geared toward recognizing the distinct opportunities of the area that set it apart from other retail and service areas; and then transforming those opportunities into short-term and long-range development

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

The Downtown Troy 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 citizen meetings, an open studio workshop, and online surveys. The meetings were advertised in the Troy Messenger, with flyers, and through social media and an extensive e-mail distribution list. During the 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. 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 this plan for historic downtown Troy has been prepared that is responsive to both citizen concerns and citizen goals.

This document highlights the proposed strategies 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.

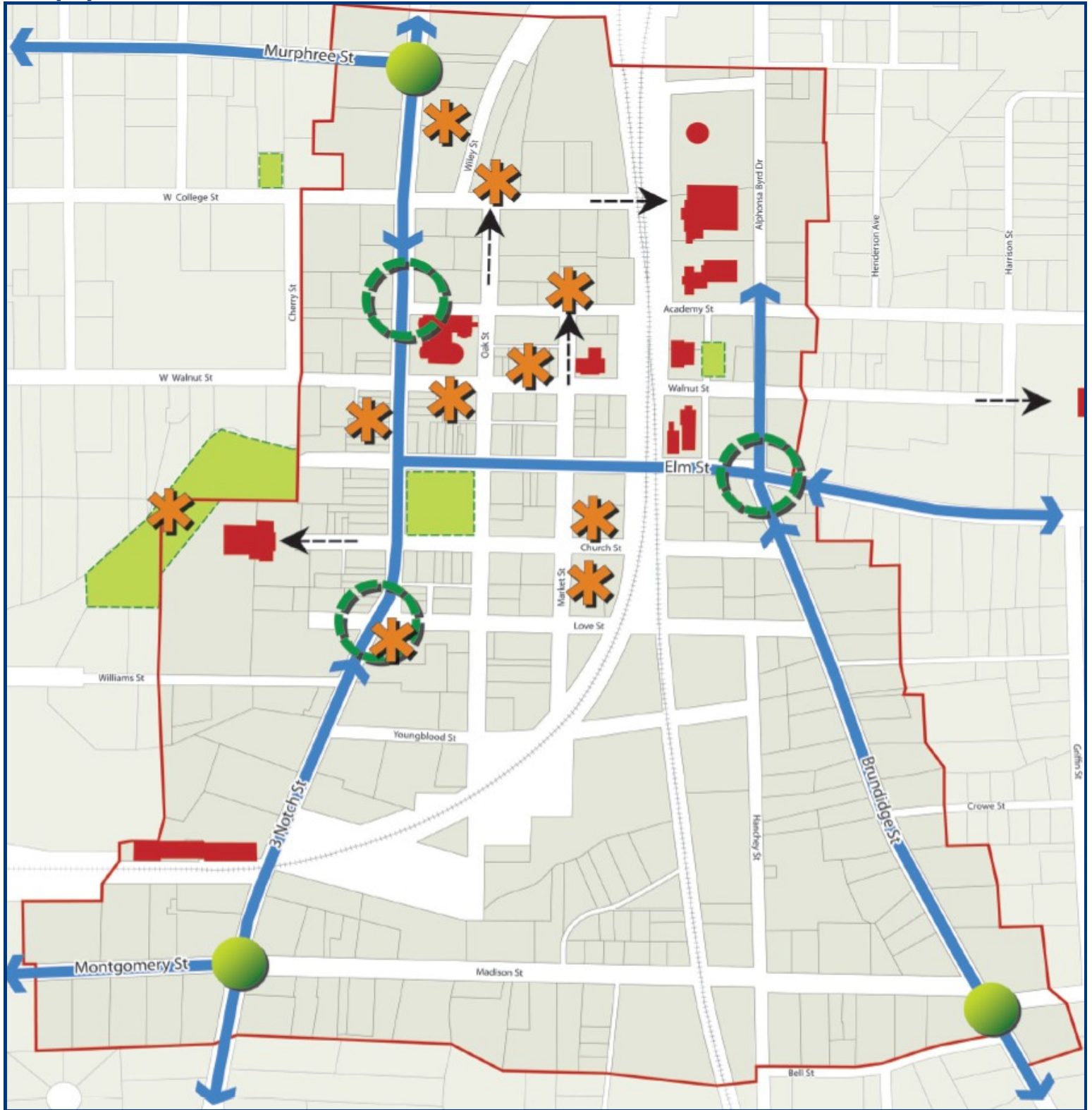
The **Opportunities Diagram**, shown inside this document, is a graphic tool used to illustrate ideas in a generalized format. The diagram is a direct result of the downtown analysis and evaluation by the citizens of Troy coupled with sound downtown revitalization practices. The opportunities diagram is simple to convey ideas clearly. In actuality, each concept may include several projects that will take considerable time and effort to implement.

The **Illustrative Plan**, also shown inside, builds on the Opportunities Diagram to show 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 five downtown development elements (promotion, vitality, appearance, movement, and linkages) provide a system to assign similar strategies and actions into groups that can be further broken down into manageable tasks. The following are the strategies that are included in the Downtown Troy Plan. In the plan, each strategy includes specific action items necessary to accomplish the strategy and the action items are given priorities.

*-continued on back*

# Opportunities Diagram



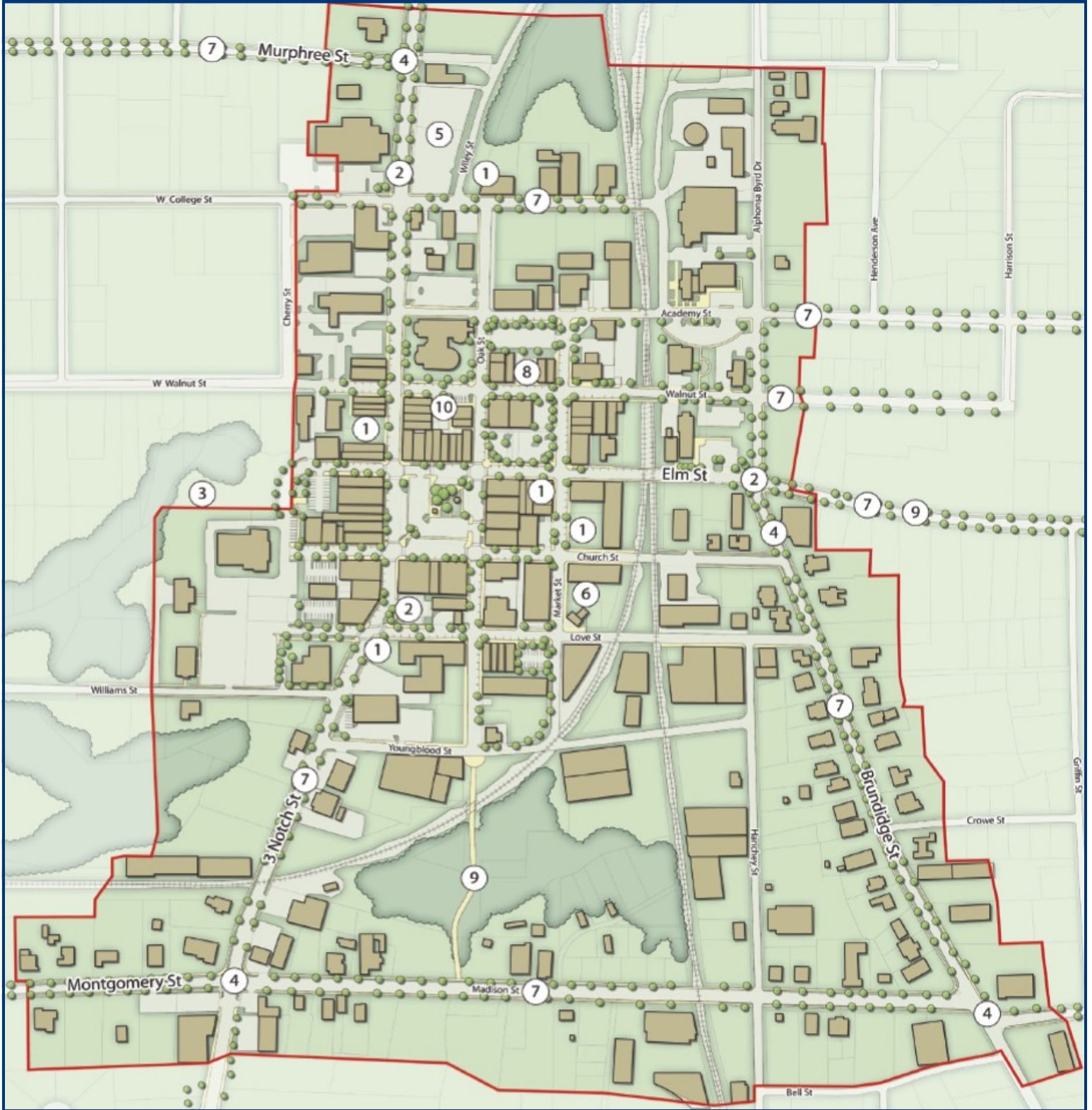
- Gateway
- Decision Point
- Opportunity

- Landmark
- Image Corridor
- Terminated Vista

Park/Open Space



# Illustrative Plan



- |                                   |                             |                         |
|-----------------------------------|-----------------------------|-------------------------|
| 1. Infill Development Opportunity | 5. Potential Housing Site   | 9. Bicycle Route        |
| 2. Gateway Improvements           | 6. Public or Shared Parking | 10. Water Tower Parklet |
| 3. Downtown Park                  | 7. Streetscape Improvements |                         |
| 4. Wayfinding Signage             | 8. Pocket Park              |                         |



**Promotion** includes strategies that create a positive identity and image through activities that generate interest in and support the unique character of downtown.

- Establish a distinct identity for Downtown Troy that will be recognized and bolstered through traditional advertising, social media, and non-traditional promotion.
- Develop a marketing and recruitment plan that reinforces the identity and showcases the assets of downtown to increase visitation and investment.
- Create a central, one-stop calendar with a variety of events that makes downtown the place to be in Troy.

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

- Encourage downtown living as a viable and unique lifestyle, thereby increasing activity levels and the overall vitality of the district.
- Build on existing cultural arts resources to create an artisan community / district / atmosphere that attracts artists, makers, enthusiasts, and consumers.
- Strengthen and expand local and regional assets to create a recreation and tourism base in Downtown Troy, ensuring year round resident & visitor traffic.

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

- Strengthen areas of downtown into mini-districts of activity through clustered and complementary activities that support and build upon one another.
- Identify and maintain an ongoing record of specific opportunities for infill development and actively pursue private investment in these properties.

- Develop design guidelines and a facade improvement program that encourages property owners to make improvements that strengthen the historic character of downtown.
- Execute a streetscaping program that creates a walkable community while promoting economic activity.

**Movement** strategies are 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.

- Create a city-wide wayfinding system that efficiently & effectively draws traffic into downtown and directs movement within the district.
- Create attractive and welcoming entrances, or gateways, to Downtown Troy that are clear signals of arrival to a unique and extraordinary place.
- Create a circulation system that is safe, comfortable and convenient for multiple modes of transportation.

**Linkages** determine 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.

- Establish a downtown organizational structure and partnerships that support all aspects of downtown development, marketing, and promotion.
- Pursue creation and improvement of bicycle & pedestrian connections within downtown and to nearby locations.
- Strengthen ties and involvement with existing organizations and Troy University and its faculty, staff, and students with downtown.

## For a complete copy of the Downtown Troy Plan:

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334-566-0177 or 311  
[www.troyal.gov/planDT](http://www.troyal.gov/planDT)



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