

# DOWNTOWN TROY PLAN



# VISION 2026

DOWNTOWN STRATEGIES

# Downtown Strategies

Promotion	Promotion	Promotion	Vitality
Branding & Awareness	Marketing & Recruitment	Calendar of Events	Residential Opportunities
<p>Strategy 1: Establish a distinct identity for Downtown Troy that will be recognized and bolstered through traditional advertising, social media, &amp; non-traditional promotion.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Develop branding campaign</li> <li>• Obtain stakeholder commitment</li> <li>• Integrate brand into infrastructure</li> <li>• Make brand logo available for business use</li> <li>• Develop social media methodology</li> </ul>	<p>Strategy 2: Develop a marketing and recruitment plan that reinforces the identity and showcases the assets of downtown to increase visitation and investment.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Conduct market study</li> <li>• Identify downtown niche</li> <li>• Develop marketing plan</li> <li>• Develop recruitment plan</li> <li>• Compile recruitment package</li> <li>• Offer merchant training sessions</li> <li>• Establish new business owner mentor program</li> </ul>	<p>Strategy 3: Create a central, one-stop calendar with a variety of events that makes downtown the place to be in Troy.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Designate central source for events and activities calendar</li> <li>• Establish format for information submittal</li> <li>• Include calendar on downtown kiosks</li> <li>• Build internet presence</li> <li>• Encourage visitor reviews on travel/tourism websites</li> <li>• Continue/increase promotions on social media</li> <li>• Publish visitors guide</li> </ul>	<p>Strategy 4: Encourage downtown living as a viable and unique lifestyle, thereby increasing activity levels and the overall vitality of the district.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Encourage upper floor residential options</li> <li>• Recruit private development of residential on vacant sites</li> <li>• Encourage downtown living through incentives</li> <li>• Explore additional downtown residential sites and living options</li> <li>• Ensure variety in housing price and space</li> </ul>
Vitality	Vitality	Appearance	Appearance
Cultural Arts	Recreation & Tourism	Activity Mini-Districts	Infill Development
<p>Strategy 5: Build on existing cultural arts resources to create an artisan community / district / atmosphere that attracts artists, makers, enthusiasts, and consumers.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Support/promote the Johnson Center as a destination</li> <li>• Reuse historic Light Plant (Balmer's) as an artists' co-op or makerspace</li> <li>• Investigate need and possibility of incubation site or co-op for artisans</li> <li>• Recruit retail that supports arts supplies</li> <li>• Develop Art Walks or local sculpture program</li> </ul>	<p>Strategy 6: Strengthen and expand local and regional assets to create a recreation and tourism base in Downtown Troy, ensuring year-round resident and visitor traffic.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Develop tourism and marketing strategy</li> <li>• Establish Downtown Troy as a destination</li> <li>• Network with other tourism groups</li> <li>• Explore recruiting a hotel</li> <li>• Evaluate multi-purpose amphitheatre and park</li> <li>• Construct parklet</li> <li>• Promote event and recreational activities to build tourism base</li> </ul>	<p>Strategy 7: Strengthen areas of downtown into mini-districts of activity through clustered and complementary activities that support and build upon one another.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Develop core retail activity mini-district</li> <li>• Include vibrant store fronts characterized by upper level offices and living environments</li> <li>• Strengthen and define municipal and county activity mini-districts</li> <li>• Further develop an arts activity mini-district between East Walnut and East College Street</li> </ul>	<p>Strategy 8: Identify and maintain an ongoing record of specific opportunities for infill development and actively pursue private investment in these properties.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Record of potential infill development properties</li> <li>• Recruit private investors for infill properties</li> <li>• Identify infill sites for potential public spaces</li> <li>• Seek infill development first in locations with greatest impact</li> <li>• Prepare possible incentives package for difficult sites</li> </ul>



Appearance	Appearance	Movement	Movement
Façade Improvements	Streetscaping	Wayfinding System	Gateways
<p>Strategy 9: Develop design guidelines and a façade improvement program that encourages property owners to make improvements that strengthen the historic character of downtown.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Develop design guidelines</li> <li>• Investigate establishing façade improvements program</li> <li>• Seek funding for façade improvements program</li> <li>• Develop maintenance requirements</li> <li>• Publish information about façade program</li> <li>• Conduct training classes</li> </ul>	<p>Strategy 10: Execute a streetscaping program that creates a walkable community while promoting economic activity.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Prioritize image corridors for streetscaping</li> <li>• Develop streetscaping plans</li> <li>• Develop street tree giveaway program</li> <li>• Pursue underground or organized utilities</li> <li>• Extend pedestrian scale lighting</li> <li>• Install seating and trash and recycling cans</li> <li>• Install bicycle parking</li> <li>• Consider a public washroom</li> </ul>	<p>Strategy 11: Create a city-wide wayfinding system that efficiently and effectively draws traffic into downtown and directs movement within the district.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Conduct phase two of wayfinding study using gateways and image corridors</li> <li>• Develop city-wide wayfinding system</li> <li>• Install directional signs at decision points</li> <li>• Install gateway signage at downtown gateways</li> <li>• Use streetscaping to further identify direction to downtown</li> </ul>	<p>Strategy 12: Create attractive and welcoming entrances, or gateways, to Downtown Troy that are clear signals of arrival to a unique and extraordinary place.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Install temporary gateway elements</li> <li>• Investigate options with ALDOT for Three Notch Street</li> <li>• Install underground utilities, where feasible</li> <li>• Develop detailed gateway development plans</li> <li>• Raise funds for gateway development</li> </ul>
Movement	Linkages	Linkages	Linkages
Vehicular Circulation	Organization & Partnerships	Bike/Ped. Connections	Strengthening Ties
<p>Strategy 13: Create a circulation system that is safe, comfortable and convenient for multiple modes of transportation.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Develop an access management plan for image corridors</li> <li>• Commission access management plan for South Brundidge Street</li> <li>• Convert traffic around the square to two-way</li> <li>• Restrict heavy truck through traffic</li> <li>• Restructure truck traffic</li> <li>• Establish rail quiet-zone</li> <li>• Improve parking</li> </ul>	<p>Strategy 14: Establish a downtown organizational structure and partnerships that support all aspects of downtown development, marketing and promotion.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Research and establish formal downtown organization</li> <li>• Name a central point of contact</li> <li>• Form task committees</li> <li>• Develop partnerships</li> <li>• Measure and celebrate success</li> </ul>	<p>Strategy 15: Pursue creation and improvement of bicycle &amp; pedestrian connections within downtown and to nearby locations.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Include bicycle and pedestrian facilities in any street renovations</li> <li>• Institute district wide sidewalk improvement program</li> <li>• Evaluate at-grade railway crossing for pedestrian and bicycle safety</li> <li>• Implement bicycle / pedestrian connection to Troy University</li> </ul>	<p>Strategy 16: Strengthen ties and involvement with existing organizations and Troy University and its faculty, staff, and students with downtown.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Work with organizations</li> <li>• Strengthen ties with Troy University</li> <li>• Encourage joint development strategies</li> <li>• Enhance cooperation</li> <li>• Build on the presence of the government and the university</li> <li>• Host events</li> <li>• Network and partner</li> </ul>

This table is an abbreviated format to provide a collective look at the strategies and actions necessary to transform Downtown Troy into the place that citizens want it to be. Detailed strategies and actions are found in the full version of the Downtown Troy Plan—Vision 2026 at [www.troyal.gov/plandf](http://www.troyal.gov/plandf).

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

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[www.troyal.gov/planDT](http://www.troyal.gov/planDT)

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