

## Troy Riverfront Development Strategic Development Study Presented

On Monday, November 13, 2017 findings from a recent strategic investment study of Troy's downtown and riverfront corridor were presented to over 140 citizens and stakeholders during a public meeting in the Hobart Arena Bravo Room.



Figure 1: Over 140 audience members listened to Joe Nickol of MKSK present recommendations for improving Troy's downtown riverfront corridor

The study was presented by MKSK Studios, the award-winning urban planning, design and landscape architecture firm leading the multi-disciplinary effort. Commissioned by the public-private partnership, **ActivateTroy**, the study identifies opportunities for incrementally growing downtown into an increasingly more vibrant core that attracts new businesses, private investment and the amenities needed for greater workforce attraction/retention.

The study resulted from the 2015 America's Best Communities (ABC) competition in which Troy placed as a quarterfinalist. One of four key initiatives of Troy's nomination called for a plan to connect downtown and the riverfront, physically and functionally.

Joe Nickol, senior associate with MKSK, said that from the start their firm recognized the unique character of Troy's downtown:

*"We set out to unlock and celebrate downtown's unique sense of place – which we find amongst the strongest in Ohio for a city this size. At the same time, we looked at the demographic and market shifts that currently face all cities. Nationwide, as is the case locally, younger professionals, smaller families, empty nesters and seniors are all seeking the amenities and lifestyle afforded by an accessible, walkable and vibrant community core. With this study, we've explored a number of opportunities to leverage downtown Troy's unique attributes to make it more attractive for existing and future businesses, investors and residents."*

Conducted over the course of 11 months, the study looks at downtown and downtown-near neighborhoods. Initial concepts were presented to the community by way of focus groups, public presentations and online surveys. Based on community and stakeholder feedback, Activate Troy identified four areas for MKSK to dig into deeper and refine the vision. These will be the focal point of the public presentation.

The study presentation can be found here: <https://www.activatetroy.com/s/Troy-Final-Public-Presentation.pdf>

### **About **ActivateTroy****

**ActivateTroy** is a public-private partnership comprised of representatives from Troy Main Street, Troy Development Council, Troy Chamber of Commerce, Troy Community Works, The Troy Foundation, The Paul G. Duke Foundation, City of Troy and private investors. These stakeholders funded and serve as the steering committee for development of this study. For more information or to leave feedback, please visit [www.activatetroy.com](http://www.activatetroy.com).