



Actionable Plans Lead to Investment

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W Architecture and Landscape Architecture, LLC



Presentation Overview

1. Setting the Stage: Introduction, History, Challenges & Opportunities
2. City building Goals and Directions for Growth and Transformation – the Reinvestment Framework
3. Implementation

Troy's new Comprehensive Plan – Realize Troy – will provide a roadmap to guide success and prosperity over the next 20–25 years.

- An understanding of big picture issues, challenges and opportunities
- Key City Building Goals
- City wide policies
- Directions for Growth and Reinvestment
- An Implementation strategy



The Comprehensive Plan sets out a reinvestment program that will support growth, stimulate private investment and build on key assets to enhance and stabilize the city and its neighborhoods.



The reinvestment framework is focused to:

- Areas of Major Change and Reinvestment located along the waterfront
- Gradual Change Areas, nodes and corridors
- Small Infill Areas

Troy's history has been shaped by its location on the Hudson River. It was a trans-shipment point for meat and produce arriving from Vermont and headed down the Hudson to New York.



The growth and expansion of the nation allowed Troy to become a center for iron and steel manufacturing. By 1850, 40 ironworks were located in the Capital District and Troy was one of 8 locations producing all the nation's iron.





Troy became known as the 'Collar City' and emerged as a **center of American scientific study, with the founding of Rensselaer School. in 1824**

All this activity created prosperity, and by the 1840s, Troy was the fourth wealthiest city in the nation on a per capita basis.

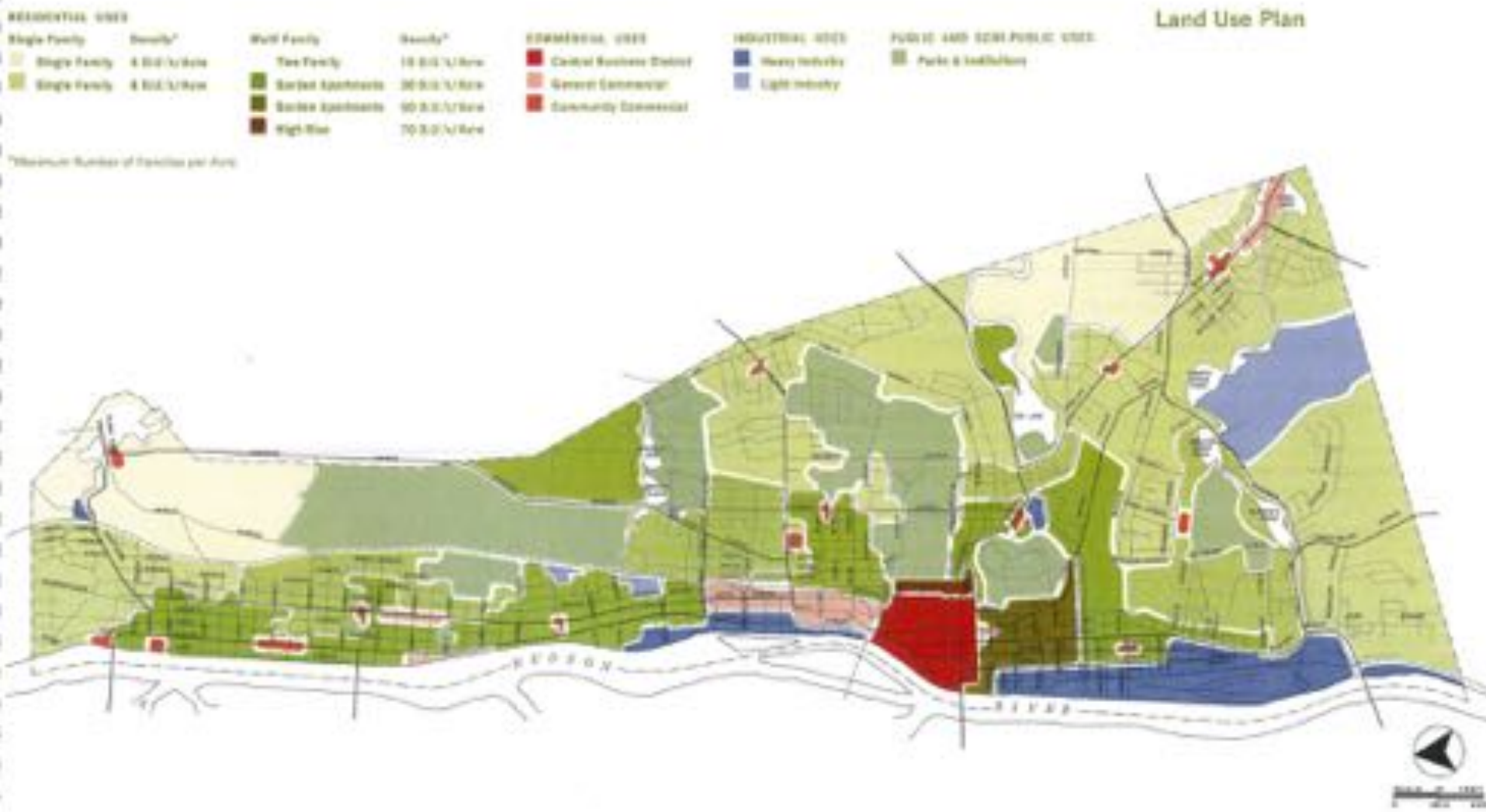
By 1880's, with limited additional room for industrial expansion, steel manufacturing started to decline, moving west like the nation's population.



Troy reached its peak population in 1910, 78,000 people.



Amid a shrinking population base, a decline in manufacturing and employment and an emptying downtown, Troy developed its first Comprehensive Plan in 1962



The formation of the Troy Urban Renewal Agency was a key recommendation of the Comp plan & resulted in the demolition of downtown stores, the Theater, the Railroad Station, leaving "the great hole."



During the urban renewal period from the 1960s to 1970s, the city decided to replace these historic buildings with a parking lot.

In the late 1960s, the Department of State also initiated highway building efforts, that further fueled an exodus to the suburbs.



The same intersection at Chatham and Franklin Squares showing the Department of Transportation efforts. On the left: 1890; On the right: 2002.

Suburban shopping centers in the Capital Region opened further pulling patrons away from the Troy's downtown.



The impacts of the 1962 Comprehensive plan have been tough. It allowed new growth that did not respect or appropriately fit within the existing context and legacy of traditional building forms.



Parking lots permitted as primary use



Car-centric frontages



Suburban drive-throughs with large setbacks



Uses do not respect public realm

Where industry once was, large swaths of empty land particularly on the waterfront exist without a clear strategy for bringing these assets back to productive tax generating uses.



Many waterfront places are neglected and there are few recreational opportunities and public spaces along its length.



Disinvestment has destabilized some of Troy's neighborhoods. This will require strategic investment and other actions to correct but it is important to start this process now.



Today, Troy occupies 11 square miles on the eastern bank of the Hudson River and is home to 50,000 people - a decline from its peak population in 1910 of 78,000. It's fully built to its boundaries and any positive change is going to come from a repositioning of what is here today.



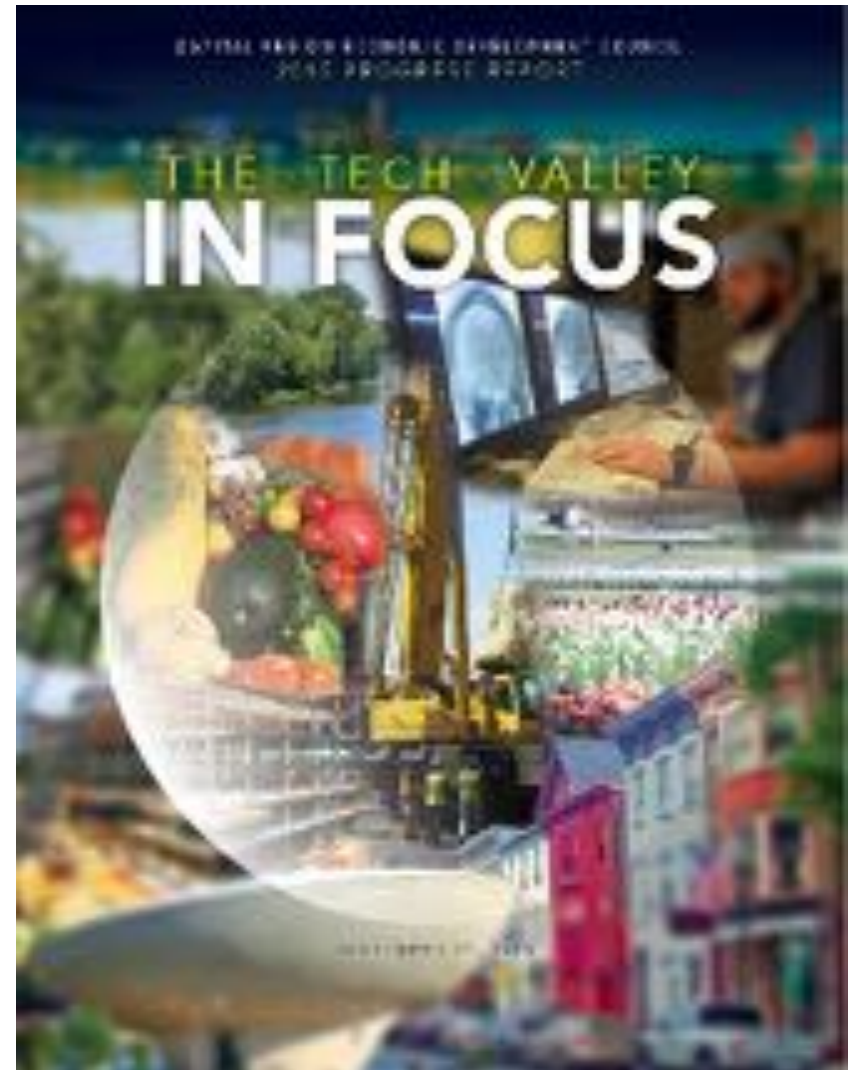
Despite Troy's challenges, there is a new optimism and fresh vibe about the City. There are signs of positive change and success, in the downtown and elsewhere.



Recent investment within and adjacent to the city center is fueling a renewed sense of pride and a positive outlook about the future.



A new comprehensive plan must build on current momentum and attract more people, workers, businesses and development focused on key growth sectors including health, tech, social services, tourism, the creative economy, and advanced manufacturing.



Vision, City Building Goals and Directions for Growth and Transformation



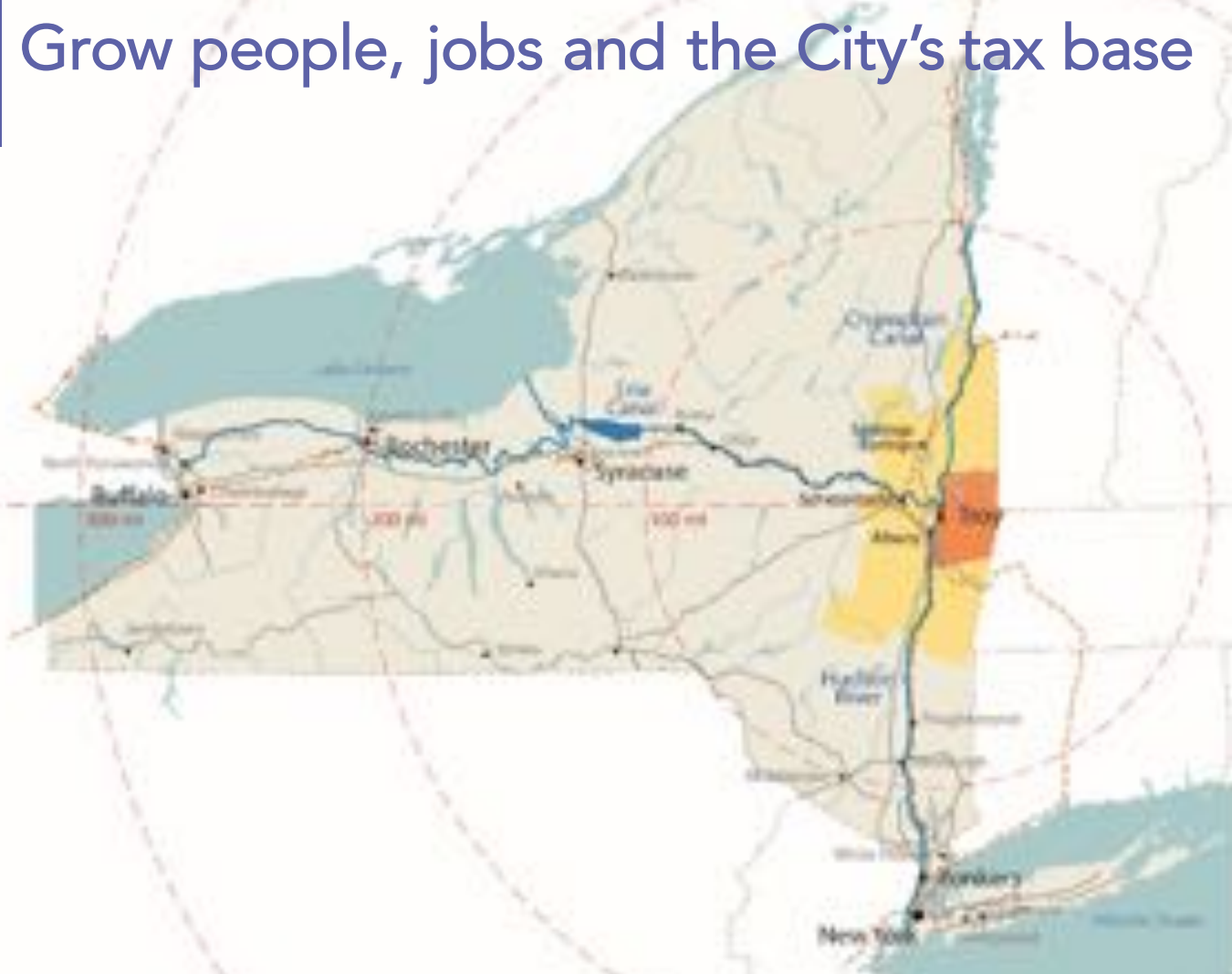
The Vision for Troy, 2036...

supports a sustained program of city-wide reinvestment and includes some big moves that can bring new jobs, people, taxes and greater vibrancy to the entire city.



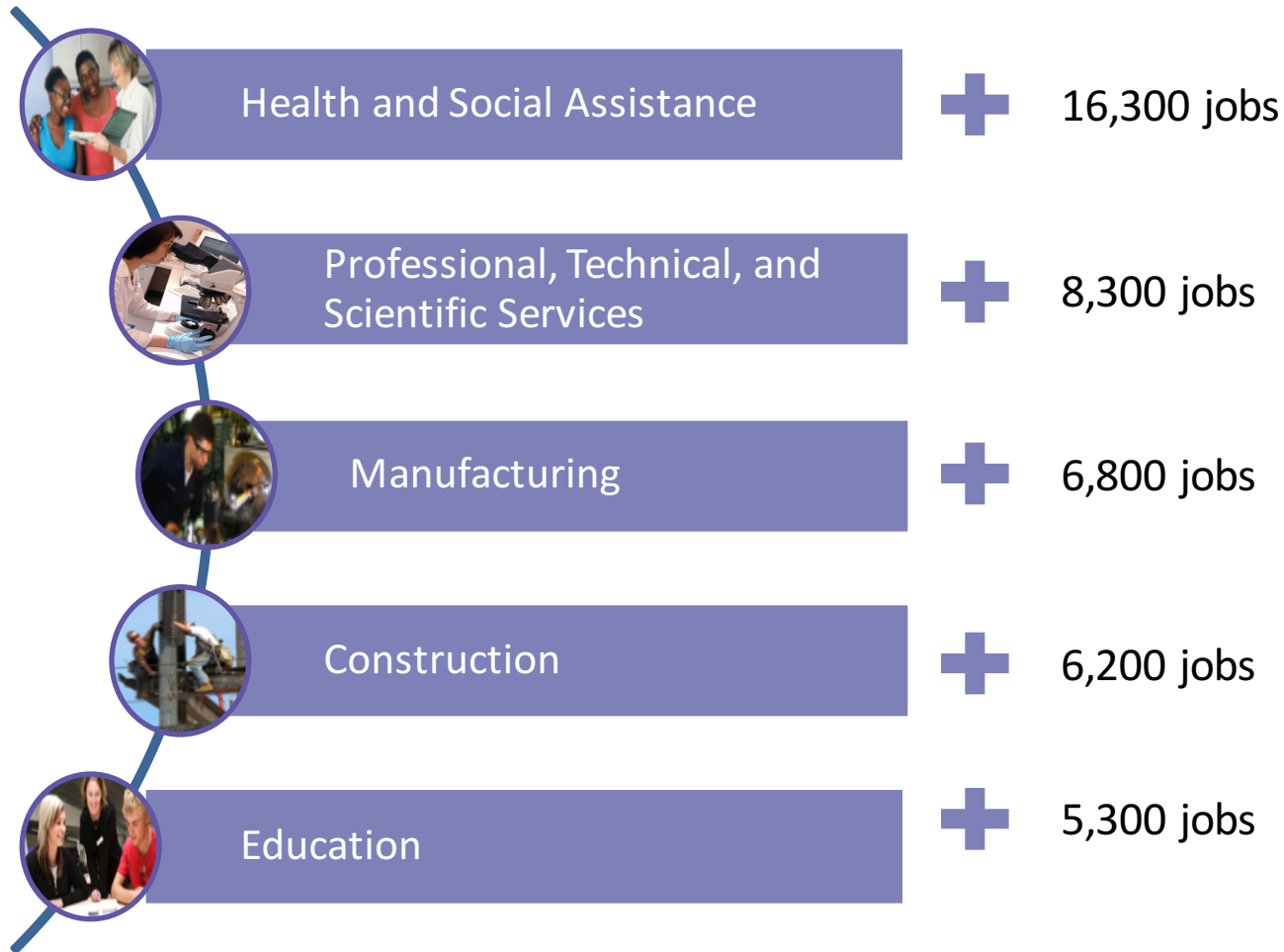
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Grow people, jobs and the City's tax base



Troy is situated at the heart of a very large market. It is within 500 miles of 26% of the American population and 65% of the Canadian population. The region is projected to grow by 64,600 jobs by 2026. Troy must capture a share of this growth in jobs and population.

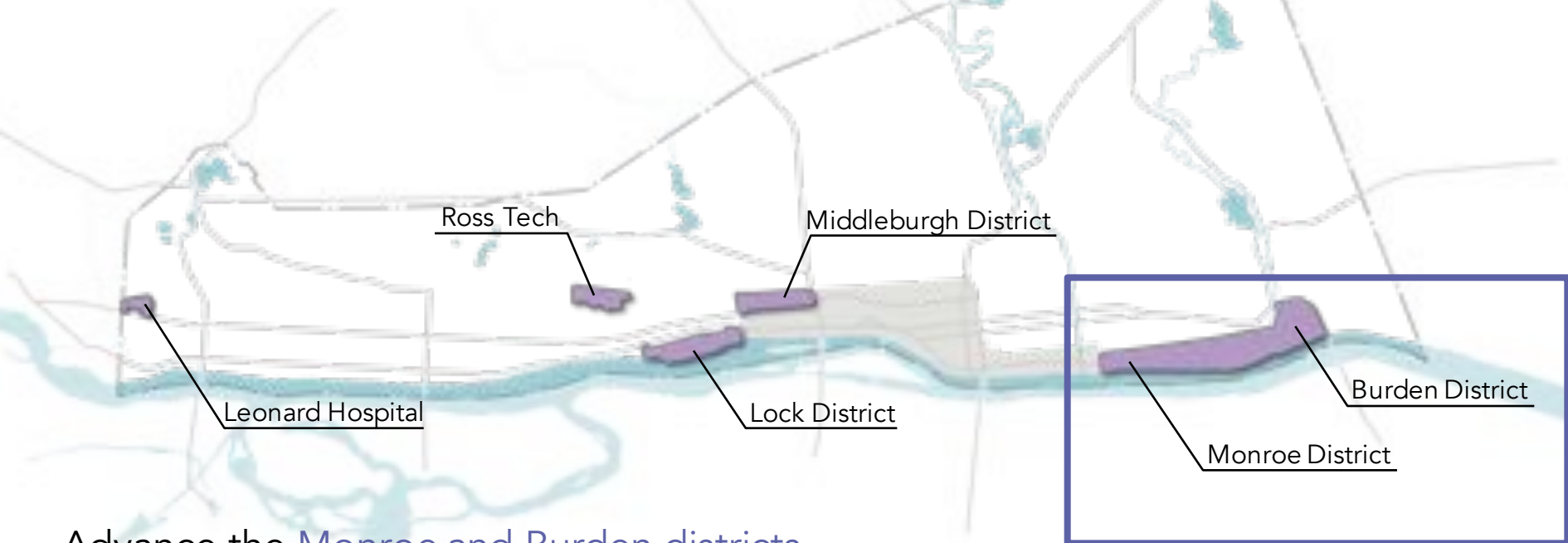
Troy needs to capture jobs in key growth sectors



1

Grow people, jobs and the City's tax base Employment Areas

Troy needs to prepare district plans and implementation strategies for major employment areas to ensure that these areas can compete regionally and attract traditional and emerging employment growth sectors.



Advance the Monroe and Burden districts.

The Monroe District has the potential to accommodate a new technology, innovation, flex office and advanced manufacturing precinct on the waterfront.



- The 2003 Waterfront Plan identified this area as a transition area between the downtown and the industrial district.

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- A new technology, innovation, flex office, advanced manufacturing precinct
- Multi-use waterfront path for public access to the riverfront
- Waterfront frontage and River Street reconnection
- New regional commuter station
- New truck route



LEGEND

- 1. Commuter Station
- 2. Restaurant

28

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Rensselaer
County

600,000 sq. ft. new employment
uses

~1300 new jobs

2 Enhance the City Center as a Place to Live, Work, Play and Visit

Recognize the downtown as a critical anchor of the economy. Troy's downtown can evolve as the creative and cultural hub of the Region. The city center will be a focus for growth and new public realm improvements to attract private sector investment



Source: Wikimedia



Source: Nathan Norris



Source: Examiner



Source: Wikimedia



Source: Wikimedia



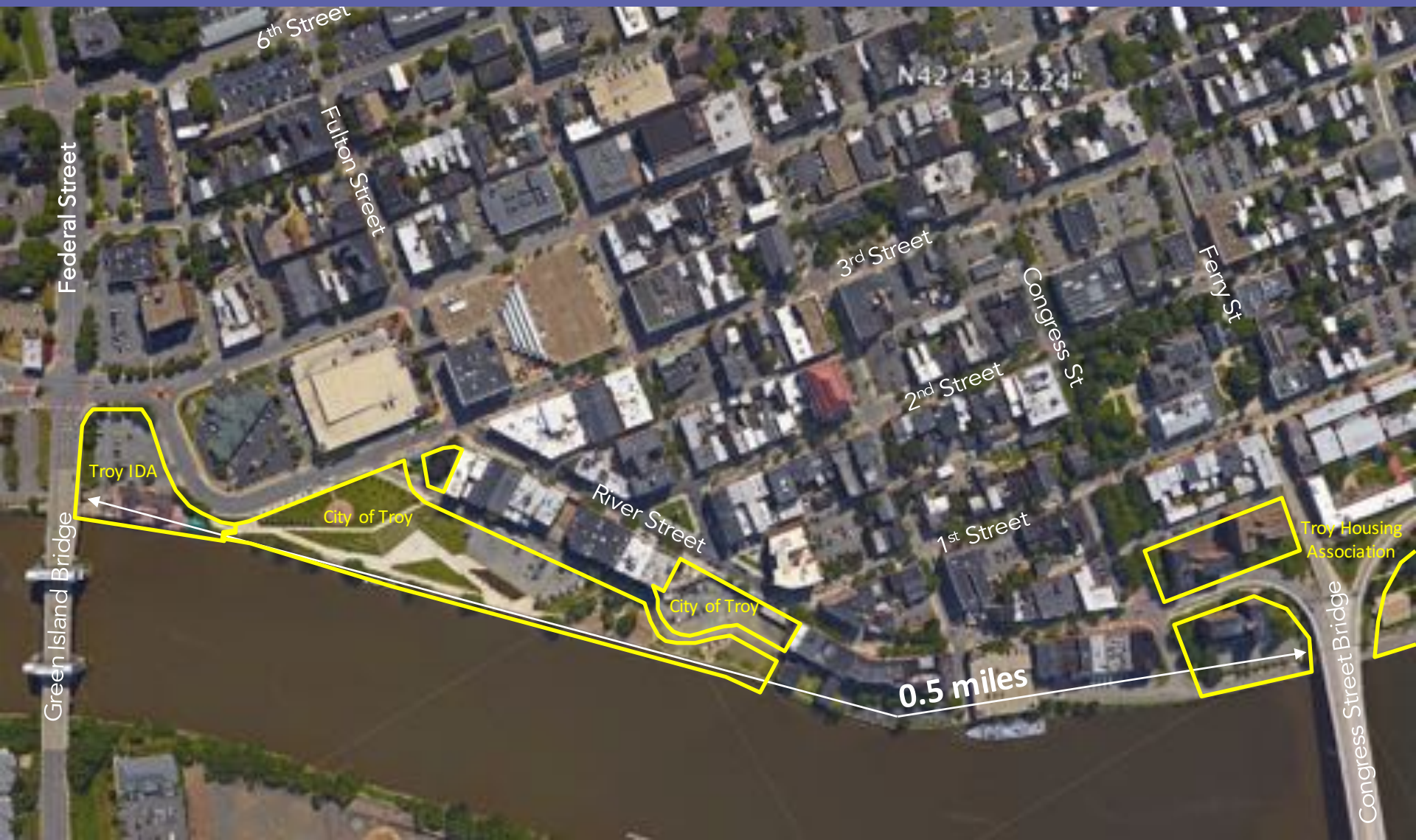
Source: Skyscraperpage.com

2 Enhance the City Center as a Place to Live, Work, Play and Visit

- Support **existing and emerging creative economies** including advanced manufacturing, the maker movement, technology and creative industries
- expedite **building conversions**
- Promote **mixed-use housing infill** in the downtown and encourage **second-floor office or residential units**.
- Attract a **strong residential downtown population**



Downtown could also use a big move to better embrace tourism and hospitality, better accommodate community gatherings, create an improved setting on the waterfront and a permanent home for the Market.



Reconnect the downtown to its riverfront. Create a new gateway to downtown from the Green Island Bridge.



250 room hotel with
convention facilities

Restore the public Marina and position Troy as the gateway to the Erie Canal.



2 Enhance the City Center as a Place to Live, Work, Play and Visit



Hedley District



East Downtown



South Downtown



Historic Core



Historic Core

Expanded Downtown

Historic Core

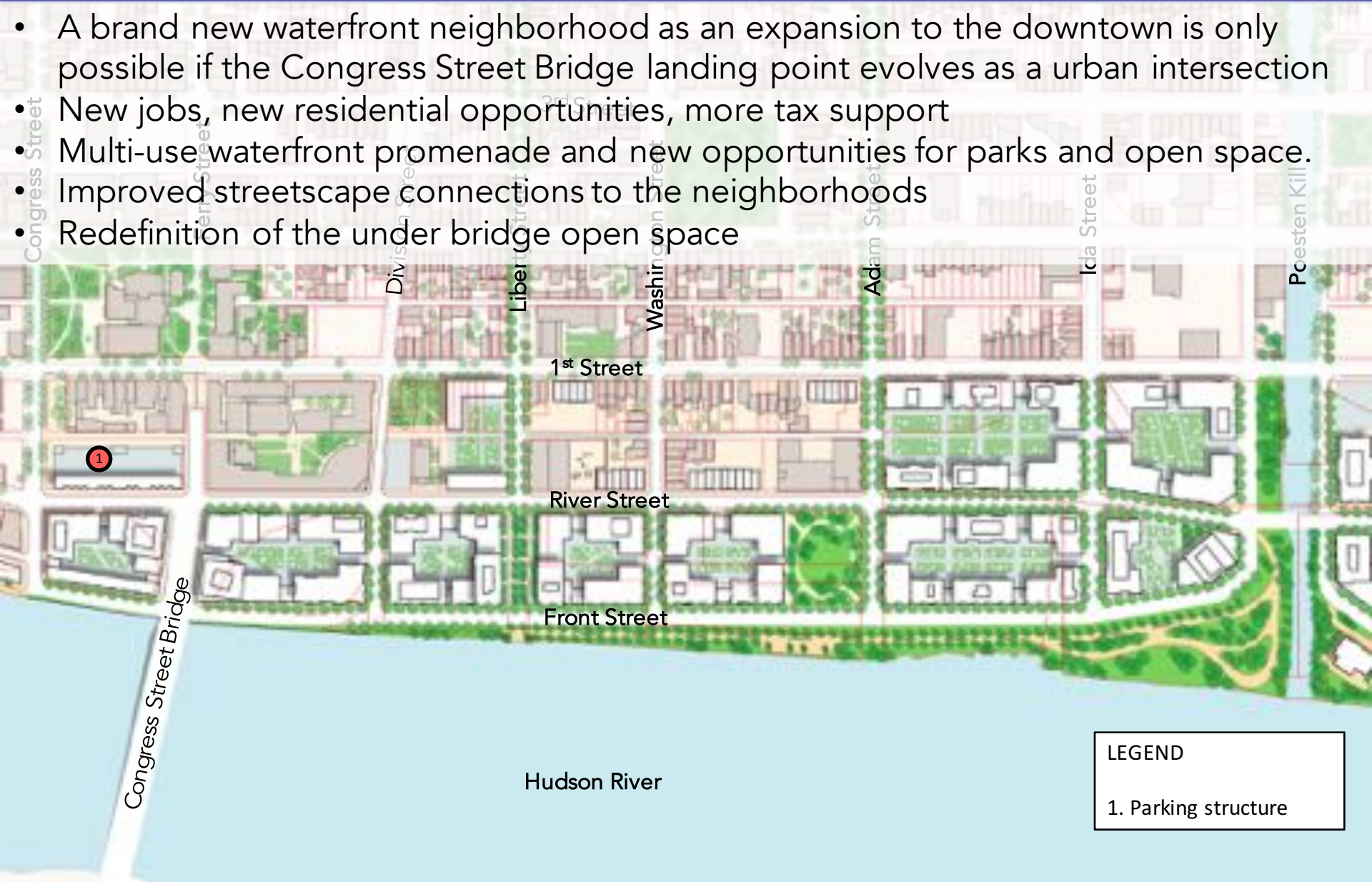
Grow and expand the success of downtown to the north and south. Expansions need to offer the same urban quality as the core and be guided by very specific built form and design guidelines.

Expand the downtown. Transform the Congress Street bridge into a signalized intersection to enable the downtown to grow south.



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- A brand new waterfront neighborhood as an expansion to the downtown is only possible if the Congress Street Bridge landing point evolves as a urban intersection
- New jobs, new residential opportunities, more tax support
- Multi-use waterfront promenade and new opportunities for parks and open space.
- Improved streetscape connections to the neighborhoods
- Redefinition of the under bridge open space



LEGEND

- 1. Parking structure

Expand the downtown. This is a remarkable opportunity to create valuable real estate benefitting the neighborhoods.



2.2 M sq. ft. mixed use GFA

1,966 residential units

This level of investment will benefit the adjacent neighborhoods by improving their setting, enhancing neighborhood value, and connecting these neighborhoods to a high value waterfront.



3

Protect and Showcase the City's Cultural and Heritage Assets.

Troy has potential to build on its assets to become a significant tourism and cultural hub



3

Protect and Showcase the City's Cultural and Heritage Assets.

The city will pursue a UNESCO World Heritage Designation for large portions of the historic city to distinguish itself from other heritage communities in the US



4

Promote Healthy, Safe and Green neighborhoods

Troy's neighborhoods face market challenges in competing for residents who can choose where they wish to live. Today, 9% of Troy's existing housing stock is vacant and unused. Troy suffers from a lack of code enforcement, derelict housing, and maintenance and stewardship issues that impact property values and neighborhood quality of life.



4

Promote Healthy, Safe and Green neighborhoods

Strategically focus efforts to encourage reinvestment in the neighborhoods by:

- Using the **Land Bank** to identify and acquire properties for revitalization
- **Aligning public realm and streetscape improvements** with neighborhood reinvestment
- Exploring the opportunity to **provide tax credits** for revitalization
- Using the renovation business to support **skills training for local residents**
- **Building on existing neighborhoods Plans** including the Lansingburgh Village Plan



5

Reconnect the city to the waterfront and improve its recreational, development and cultural potential



Develop public streets that end at the water's edge as 'waterfront lobbies' or "foot-of streets" that allow people to better enjoy and access the waterfront.

5 Reconnect the city to the waterfront and improve its recreational, development and cultural potential



Making it Happen



Transition to the new Comprehensive Plan by:

- ✓ Formally adopt the Plan using New York states zoning enabling statutes and the State Environmental Quality Review (SEQR) process.
- ✓ Undertake a comprehensive update of the City's Zoning Ordinance to ensure consistency with the policies and strategies outlined in this Plan. This update should consider the introduction of **Overlay Zones** in Reinvestment Areas to recognize the distinct vision for these areas.
- ✓ Update the City's GIS data files for accuracy and to support and monitor implementation initiatives associated with this Plan.

Early Wins

Advance Streetscape and Public Realm Projects



Fast Track the Approvals Process



Develop Waterfront Lobbies on City Owned Lands



Develop the Forks as Key Civic and Local Gathering Places

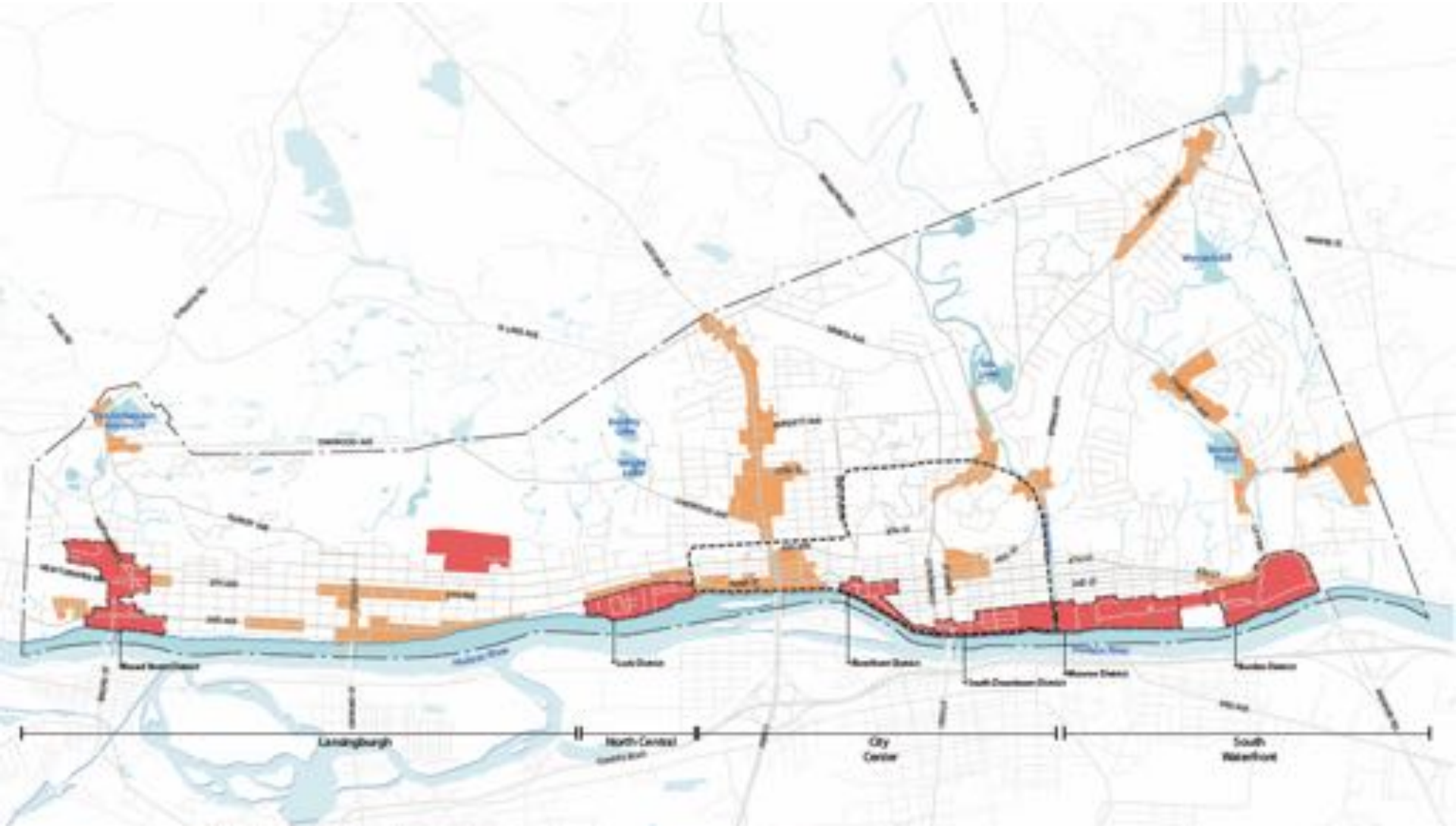


Create a Marketing and Tourism Strategy for the City Center and the online data



Strategic City Building to Foster Investment

Coordinate and Promote Development in Major Reinvestment Areas



Strategic City Building to Foster Investment

Leverage the City's Waterfront



Collaboration and Partnerships



THANK YOU