TROY OHIO

DOWNTOWN ENHANCEMENT PROJECT

& REDEVELOPMENT CONCEPT FOR MARKET AND CANAL STREETS

TOWN SQUARE DEVELOPERS

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DAYTON, OHIO 45438

VISIONS
BY GRANT

TROY OHIO

DOWNTOWN ENHANCEMENT PROJECT

& REDEVELOPMENT CONCEPT FOR MARKET AND CANAL STREETS

TROY DOWNTOWN ENHANCEMENT PROJECT

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The City of Troy retained the services of Town Square Developers, Ltd. in May 2004 to complete a development analysis and strategy for the Downtown core from one block north to three blocks south of the traffic circle and one block east and west of the traffic circle (here in called the core).

Project Purpose

Identifying existing conditions, suitable and supportable markets, land uses and a development strategy to create and enhance a redevelopment concept for the core area. The purpose of the project is to identify the markets and future uses that will address community needs and create a redevelopment strategy to enhance and re-invigorate an existing downtown. The following project objectives were addressed:

I. Coordinate a housing market study for the entire downtown with site-specific locations as well as though-out the downtown core using existing market study prepared by Gem Public Sector Services.

II. Coordinate commercial and retail market analysis and study for the downtown area using the Gem Public Sector study. The inventory of the existing building vacancies to be completed by others.

III. Review the parking situation and develop concepts for providing additional parking and alleviating negative parking perceptions.

IV. Review the possibility of creating an entertainment district and the necessary components for such use types.

V. Develop a plan for a private/public partnership in order to facilitate targeted development areas and the necessary steps to assemble the property, provide for infrastructure improvement plans and secure the proper zoning.

V. Provide conceptual drawings of "first pass" design uses of the two buildings south of the engineering building. TSD will present 2 to 3 options and a cost analysis for each option.

VI. Further develop and define the Urban Core Institute" concept, partnerships and suggested steps for implementation.

Existing Conditions

Troy Main Street (TMS) is in the process of cataloging all structures within the designated downtown district as to the structures height/size, occupancy/vacancy and relationship with its neighbor. For the first time, Troy will have a tool to use when an opportunity for a new use/new tenant is presented. TSD analysis of first floor retail shows surprising little vacant first floor retail space available. There is, however a number of retail uses that exist that are not commonly associated with retail centers such as: kitchen cabinet shops, trophy stores, offices, etc.. These may or may not be easily moved to create space for new retail shoppes that may want to be located in "a newly renovated historic downtown shopping and entertainment area."

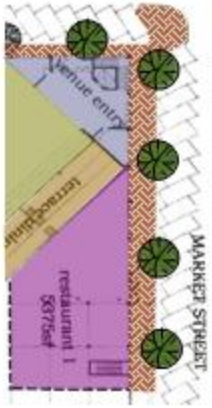
The City of Troy has an asset that it uniquely theirs. That asset is the beautiful downtown that stands today and in theory cannot be duplicated. This is truly the most important part of the redevelopment strategy. Capitalizing on Troy's history and urban core is the key to the redevelopment strategy. Creating a sense of place that the surrounding area points to is what will attract the pedestrian traffic back downtown. Focusing community activities with-in the core area and redeveloping the underutilized space into the proper uses as well as encouraging retail, and restaurant through incentive programs will change the face of the downtown core. Lower level office uses could be easily moved to 2nd floor space and create space for new retail shoppes.

Occupancy

Vacant second and third floor space is abundant with many opportunities for apartments, lofts, condos (both residential and office) or rental office space. Certainly handicap accessible issues and other code issues will need to be addressed. TSD believes these second and third floor spaces are adaptable as residential and office space and looks at this as an opportunity.

Parking

The parking spaces downtown appear to be reasonably acceptable in count and location. The diagonal and parallel parking along all streets is great and must not be allowed to reduce but rather be encouraged to add more parking. The parking question now becomes directed towards what new is planned and how will this impact parking?



Enhancing the Sense of Place

TSD encourages the city to continue its program of adding brick pavers to sidewalks, expanding, with unity of design, street furniture such as benches and trash receptacles, adding rows of trees along curbs with floral enhancement at every opportunity. New trees and large floral planters planted for the seasons to create sense of place. The trees should have permanently installed pin lights that activate at dusk each evening.

A major addition to the Main and Market streets could be metal illuminated arches at mid-blocks similar to the Short North District in Columbus along High Street. This coupled with pin row lights attached to the top cornice of all buildings facing only the historic square would give a very dramatic effect of entering the downtown district and arrival at the town center. The metal arches and trees should occur along Market Street from the Post Office to the river and along Main Street from the railroad to the library.

The city may want to institute an ordinance, if one does not exist, that diligently enforces building facades to be kept in acceptable condition; no pealing paint, acceptable historic colors, clean windows including vacant store fronts, encourage permanent signage to meet historic guidelines, and put restrictions on temporary signage allowable time periods. Also, the city should consider a zoning ordinance in the downtown area that encourages only business uses that collect sales tax to be located on the first floor.

Increasing Pedestrian Traffic

TSD believes that between a choice of what comes first - people downtown or shops downtown, it is easier to attract people to come downtown than shoppes to locate downtown. What then, will make people come downtown? TSD believes a plan of new urbanism design (a mixed use of shoppes, restaurants, offices, housing, worship, education, government and entertainment) must be launched set in the historic context of existing downtown Troy.

Redevelopment Goals:

1. Develop a new 3 story building, called The Meeting House", on land next to the city building.

- The first floor is the most unique idea of all. A 6,500 SF Urban Core Institute (A new concept of training citizens who are interested in owning or running their own shop or restaurant).

- The second floor would have a large public meeting room of 5,000 SF with stage and caterers kitchens.

- A partial third floor would have offices and studio for Troy's Public Television.

2. Create an entertainment district in downtown that will consist of several venues and districts.

- A complex called Market Square which includes:

- 34 condo apartments on floors 2 & 3 with underground parking in of a mixed use center at Market and Canal Streets.

- A 7000 SF± public market

- Up to four major restaurants (Average 5,000 SF each) .

- A 15,650 SF covered outdoor venue for concerts, arts & craft shows, exhibition events..

3. Increase and diversify the housing stock downtown, not only to increase the downtown occupancy numbers, but as a model to show the potential for converting empty second and third floors that now exist downtown.

4. In addition creating a more permanent "festival zone" on the square to be used several times a year as a regional festival zone with a permanent amphitheatre in the NW quadrant along with permanent toilet facilities. The fountain would be re-designed to be larger, perhaps with participatory design, music and lights and become Troy's true focal point and **the grand fountain** to be visited by all throughout the Midwest.

TSD believes that there should be an organization and centralization of event promotions to administer all public events on the new and existing venues.

Enclosed in this report are what other progressive communities (near and far) are doing to promote their community and downtown.

Future Phases for Revitalizing Downtown

The job of revitalizing downtown does not stop with Phase One. Three ideas not encompassed in Phase One should be given thought by the city, so that at the appropriate time, action can commence.

As mentioned in the first paragraph of this Executive Summary, not much vacant first floor retail space exists for rent. If we are successful with drawing many new people to the downtown and the downtown demographics change to where more people are living downtown, visiting downtown, spending money downtown, the city must be ready to expand the downtown within the existing core. TSD is suggesting the city seek options to purchase on land along Market Street between Franklin and Race Streets and east to Walnut and/or Mulberry. New first floor retail spaces with living or office space above, in newly designed and built structures compatible with the new urbanism concepts or adaptively reused building are very possible and well located (with appropriate parking) to the neighboring retail to the north and west. Some long range planning should begin immediately

Again, if we are successful in drawing people downtown, visitors will look to stay downtown.

An area that looks intriguing is Market Street south of the Post Office with grand homes possibly used as bed and breakfast.

Land north of the Post Office and located on 2nd and 3rd floors of space mentioned above in paragraph 2 could be smaller boutique hotels. The city needs to begin thinking, planning, zoning and acquiring for these possibilities.

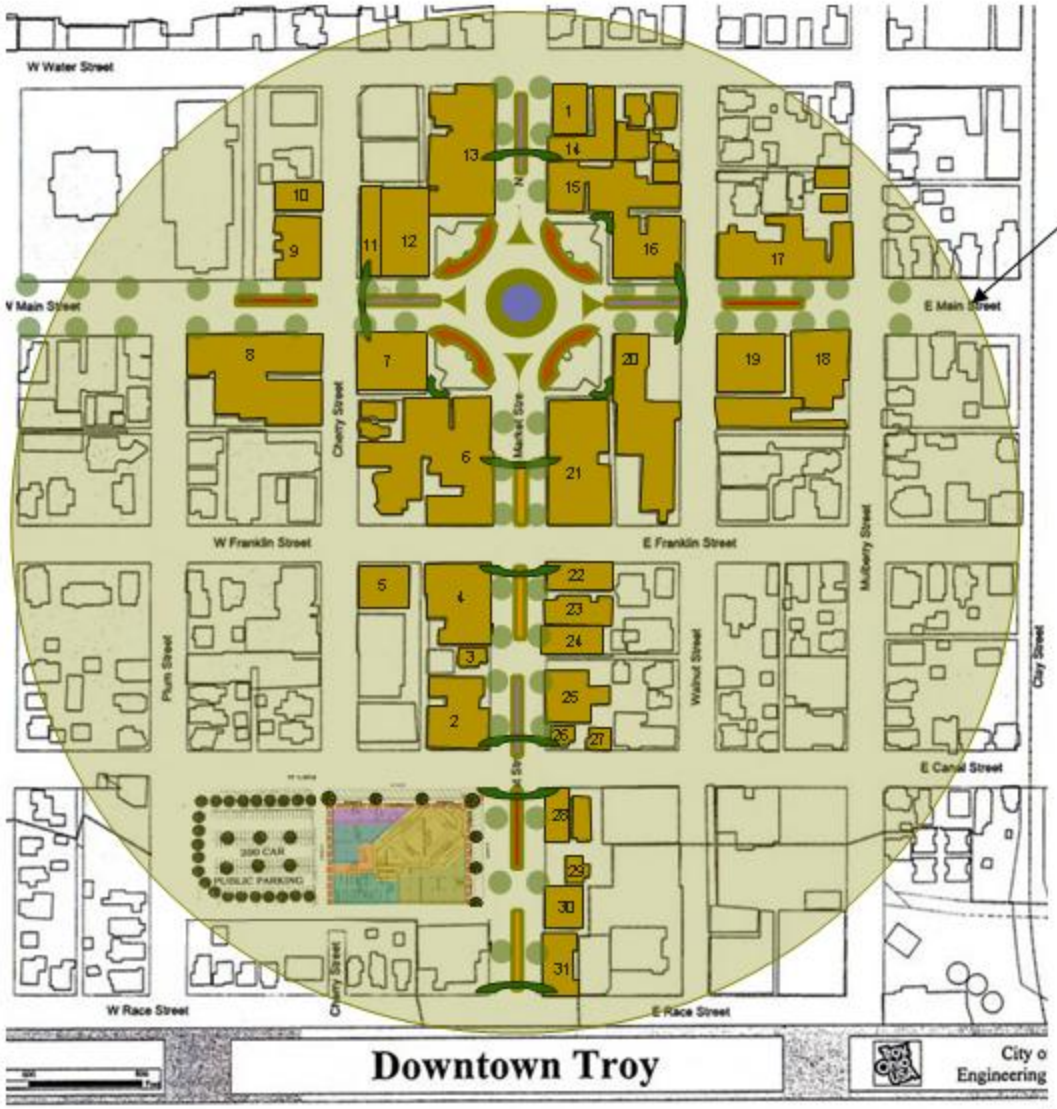
The city should create as soon as possible the downtown entertainment district with the possibility of additional liquor licenses. Only 4 more permits are available as of 6/1/04 without putting existing licenses at very high prices.

Also, the city should look to its area state legislators to enact new laws to help finance some of these ideas. Other states than Ohio have legislation providing unique opportunities.

Redevelopment Maps

The following maps illustrate the targeted areas for enhancement and redevelopment in and around the downtown core.

TROY DOWNTOWN ENHANCEMENT PROJECT



Targeted area for enhancement and re-development.

LEGEND

Building

Fountain

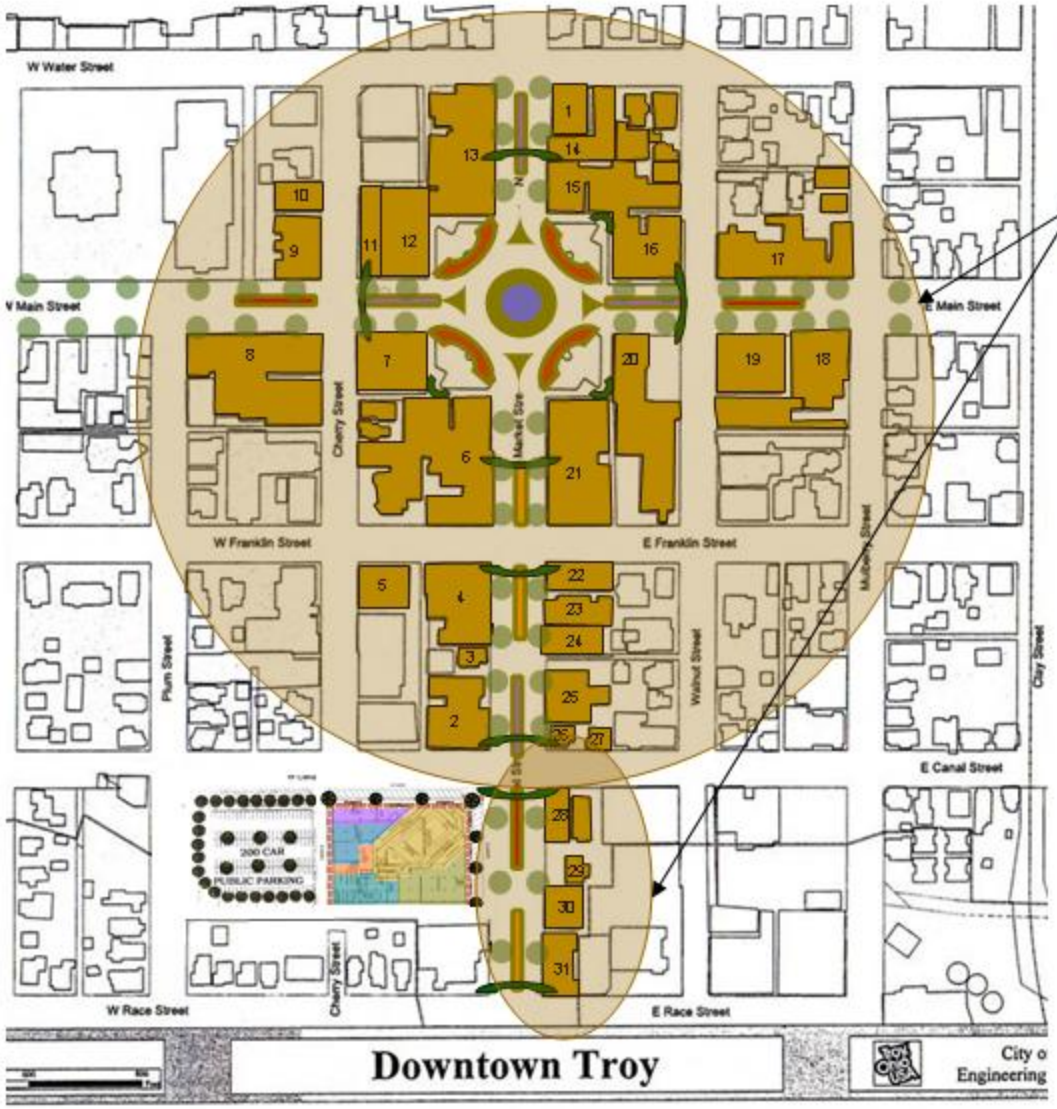
Planters

Trees

Arches

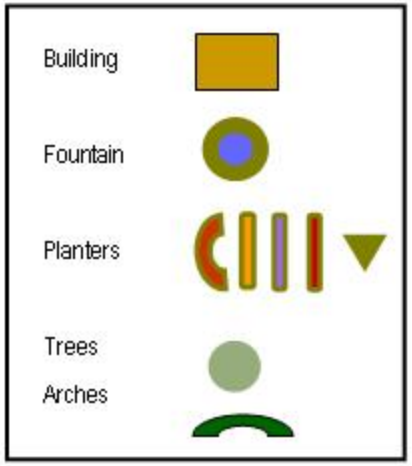
TOTAL TARGETED REDEVELOPMENT AREA

TROY DOWNTOWN ENHANCEMENT PROJECT



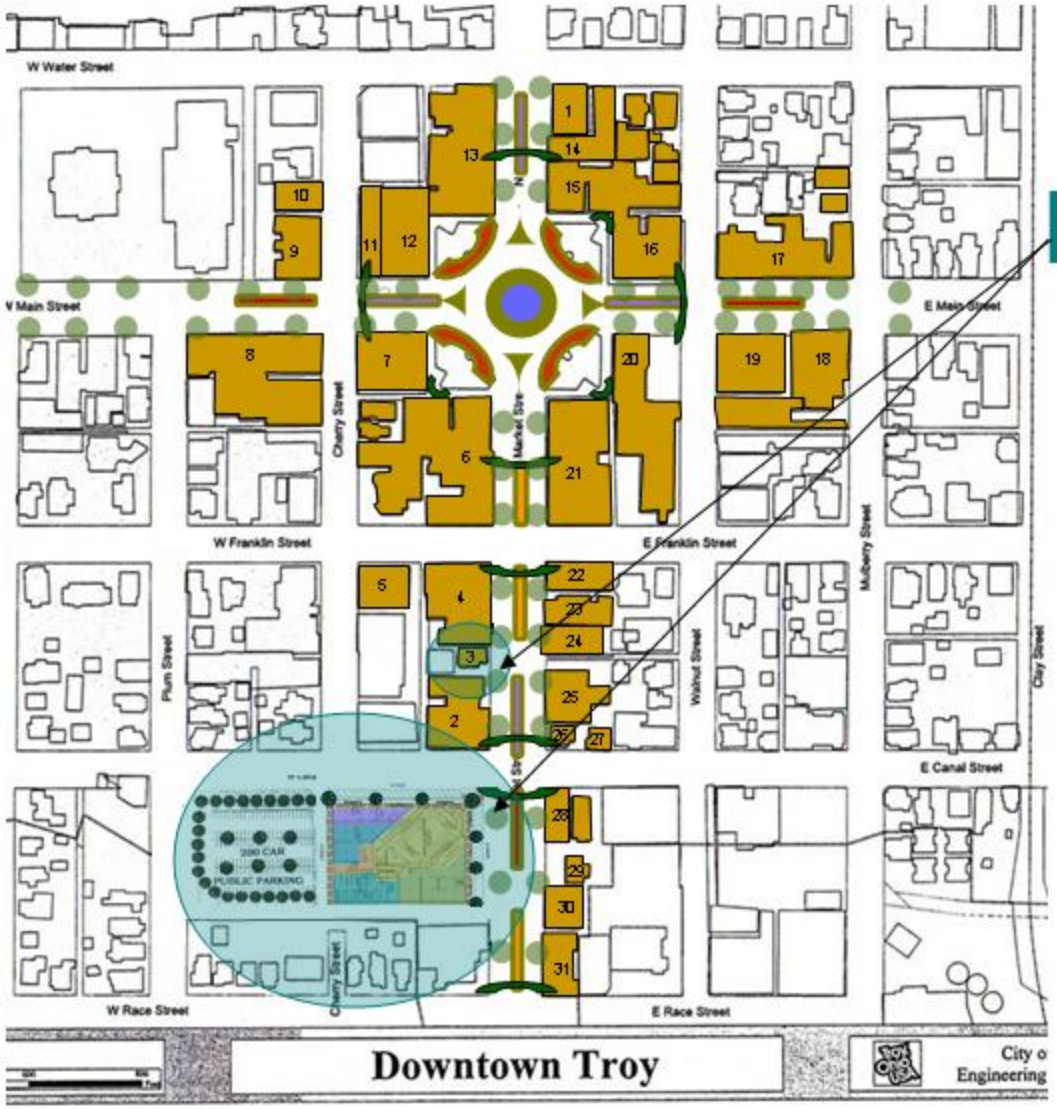
Existing Built environment to be analyzed for adaptive reuse, and occupancy level opportunities.

LEGEND



BUILT ENVIRONMENT AREA

TROY DOWNTOWN ENHANCEMENT PROJECT



Sites targeted for redevelopment.

LEGEND

Building

Fountain

Planters

Trees

Arches

INFILL SITE REDEVELOPMENT AREA

TROY DOWNTOWN ENHANCEMENT PROJECT

Managing Your Asset

The City of Troy has an asset that it uniquely theirs. That asset is the beautiful downtown that stands today and in theory cannot be duplicated. This is truly the most important part of the redevelopment strategy. Capitalizing on Troy's history and urban core is the key to the redevelopment strategy. Creating a sense of place that the surrounding area points to is what will attract the pedestrian traffic back downtown. Focusing community activities with in the core area and redeveloping the underutilized space into the proper uses as well as encouraging retail, and restaurant through incentive programs will change the face of the downtown core. easily moved to create space for new retail shoppes that may want to be located in "a newly renovated historic downtown shopping and entertainment area."

Adaptive Reuse

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TROY DOWNTOWN ENHANCEMENT PROJECT

I. **Coordinate a housing market study for the entire downtown with site-specific locations as well as though-out the downtown core using existing market study prepared by Gem Public Sector.**

II. **Coordinate commercial and retail market analysis and study for the downtown area using the Gem Public Sector study. The inventory of the existing building vacancies to be completed by others.**

Housing

The City of Troy seems to be poised for adaptive reuse of the upper floors. Housing could provide a good alternative to the vacant upper floors. While housing has been addressed in the various studies and plans but will still require a site specific market study to provide the information needed for lending institutions during the predevelopment process. A major component to the Market Square Development is condo housing.

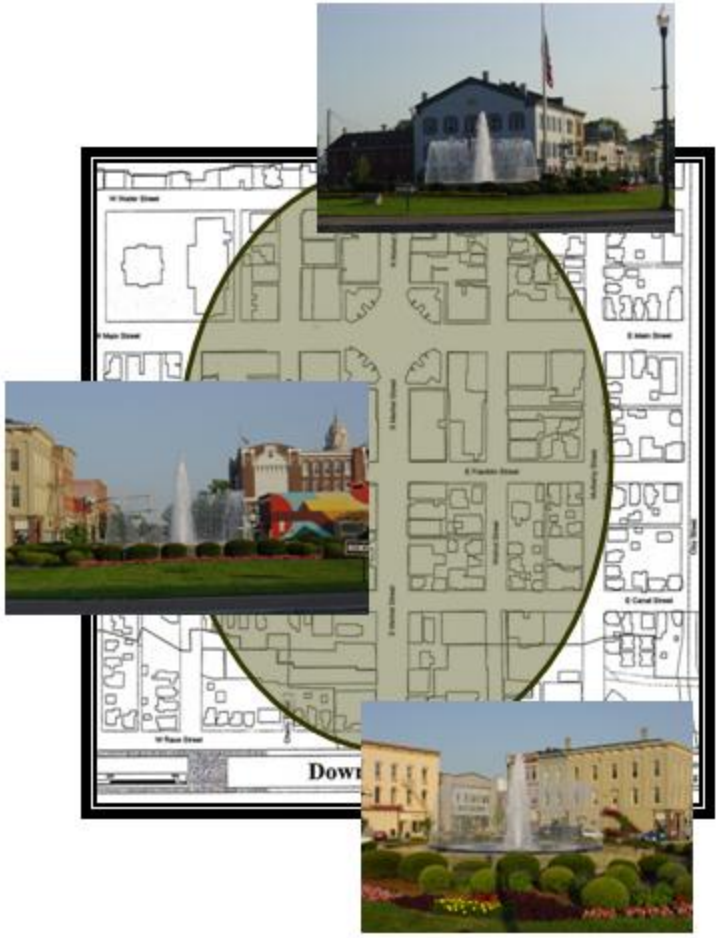
Evaluation of Available Existing Built Space

The following three maps will be a snapshot of today's vacancy level on all floors of the core commercial area. It is important to get an understanding of this situation for a several of reasons.

▪To be able to respond to interested tenants who may be looking for space.

▪To evaluate the space for a reuse plan strategy in order to create new opportunities.

▪To evaluate the space in order to combine space in creative ways to allow for some sense of economy of scale in providing the additional means of egress and current code compliance.



TROY DOWNTOWN ENHANCEMENT PROJECT

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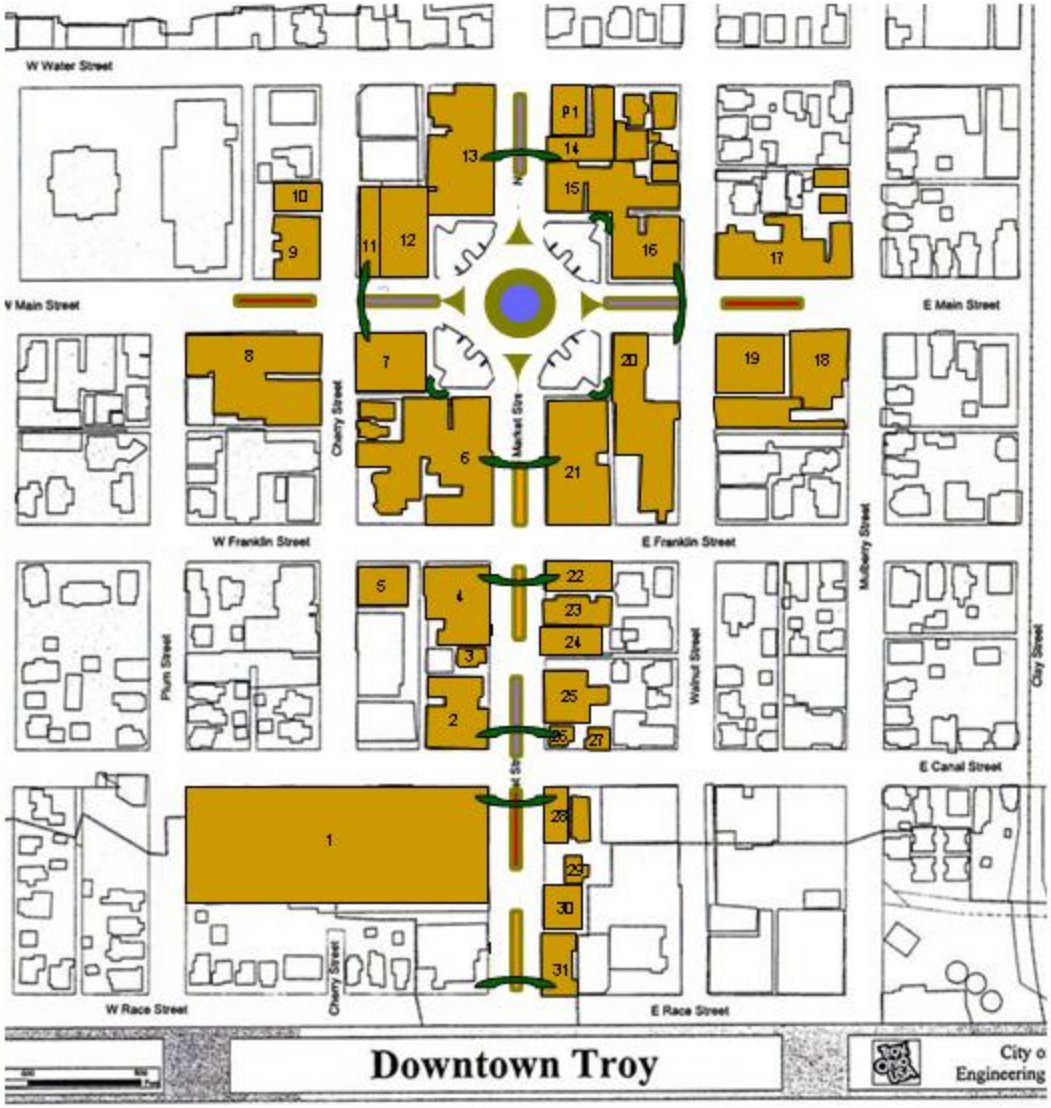

SEE APPENDIX B FOR INVENTORY DATA

VACANCY ANALYSIS 1ST FLOOR

TROY DOWNTOWN ENHANCEMENT PROJECT

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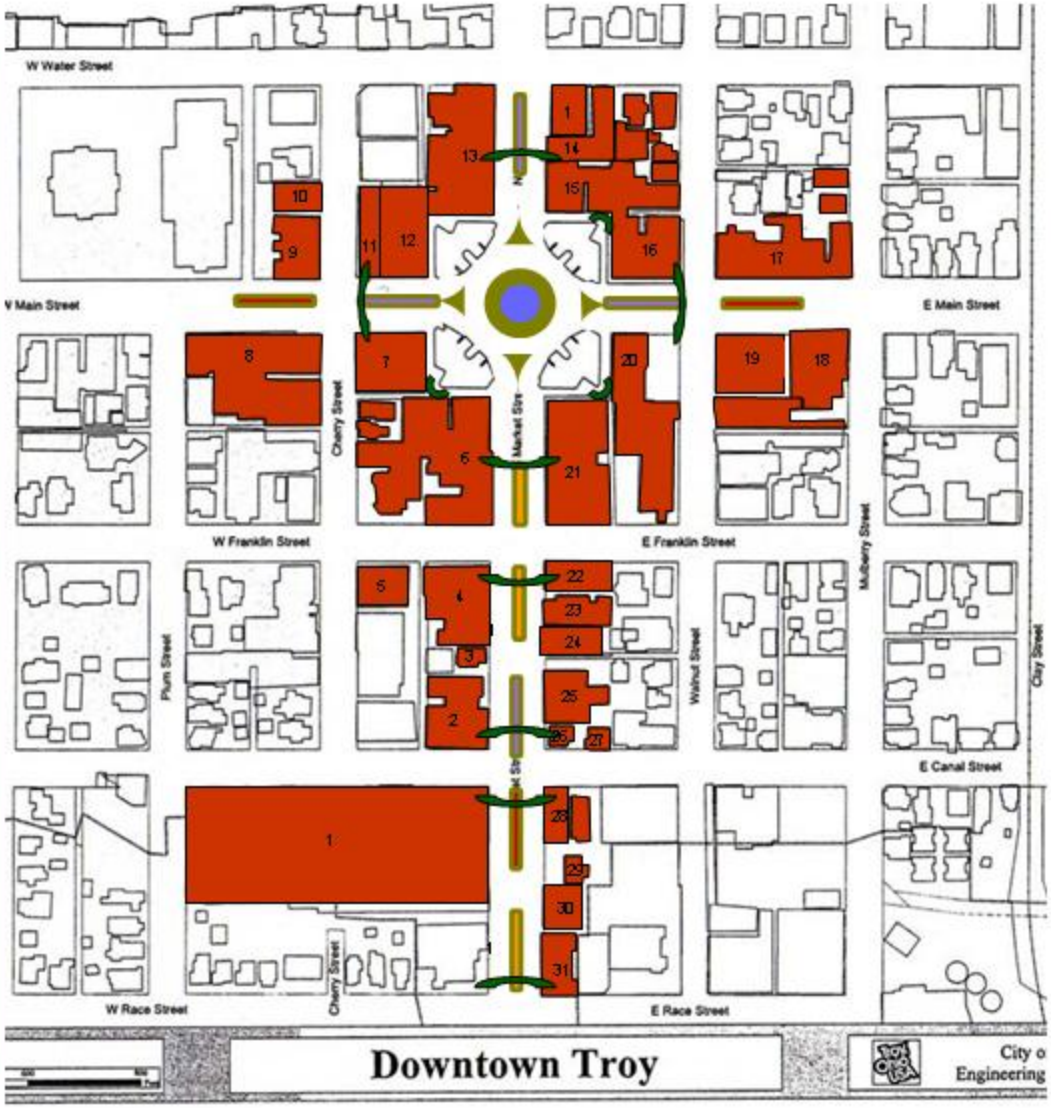

SEE APPENDIX B FOR INVENTORY DATA

VACANCY ANALYSIS 2ND FLOOR

TROY DOWNTOWN ENHANCEMENT PROJECT

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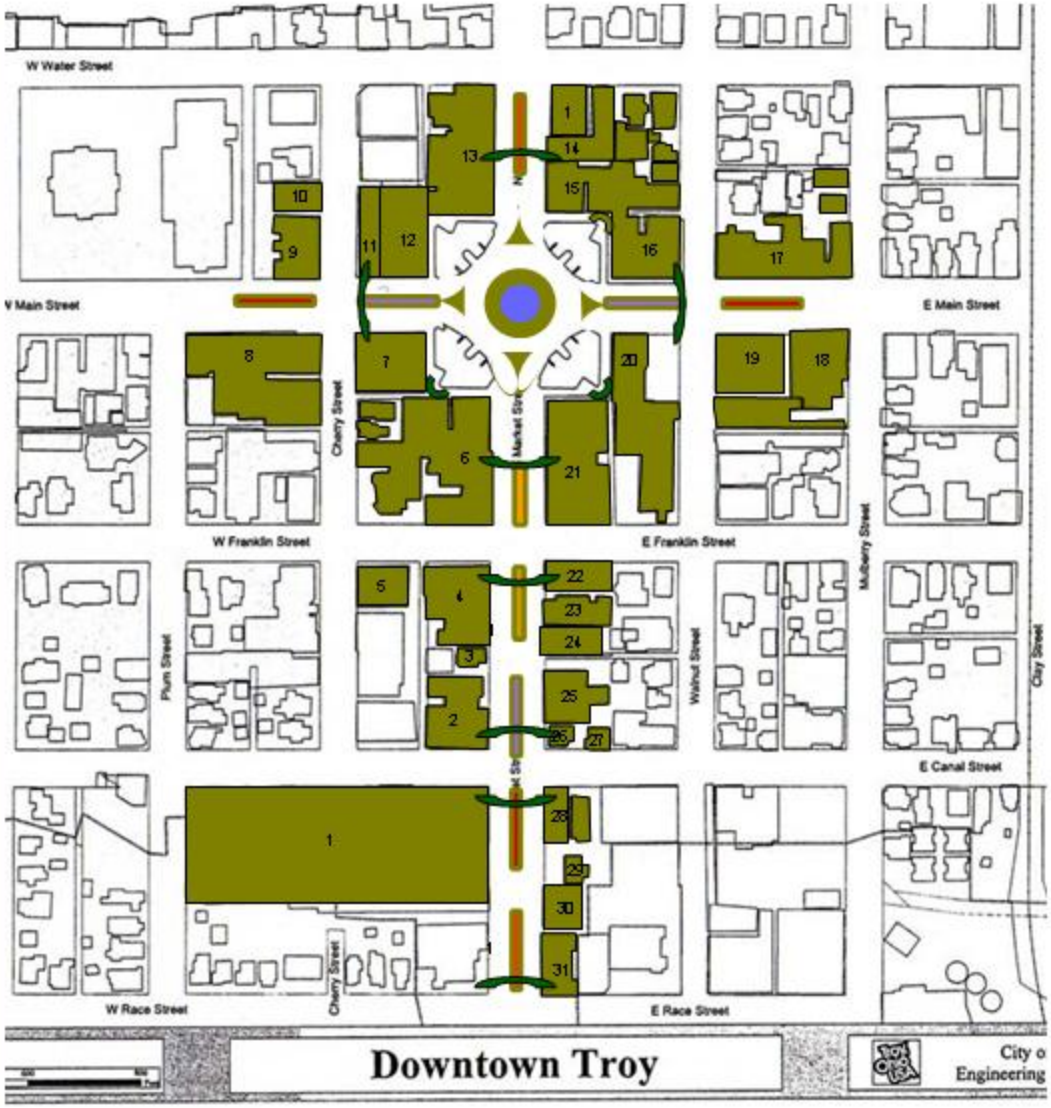


SEE APPENDIX B FOR INVENTORY DATA

VACANCY ANALYSIS 3RD FLOOR

III. Review the parking situation and develop concepts for providing additional parking and alleviating negative parking perceptions.

V. Develop a plan for a private/public partnership in order to facilitate targeted development areas and the necessary steps to assemble the property, provide for infrastructure improvement plans and secure the proper zoning.

Parking

The parking spaces downtown appear to be reasonably acceptable in count and location. The diagonal and parallel parking along all streets is great and must not be allowed to reduce but rather be encouraged to add more parking. The parking question now becomes directed towards what new is planned and its impact? How can we better utilize what we have? What can business owners do to help overcome negative perceptions? What policies should we create to favor the customer?

Parking directly associated with the new market square project provides 424 new parking spaces which can be used for general downtown parking when the market square is not hosting a special event.

The ME Companies Study addresses the current lots their appearance and user friendliness. These plans should all be implemented. In addition, a map and signage program to provide assistance to the customer should be considered.

Business owners should work together on several fronts. Employees should be forced to park in less convenient areas. Business owners should work together to keep parking areas clean and safe. Everyone should have a good knowledge and attitude about the parking along with creating policy that promotes downtown shopping.

Market Square Development Concept

TSD's plan is to create an entertainment district in downtown that will consist of several venues and districts that if proven (through market research), TSD will be the developer of these facilities, in association with the city providing the public infrastructure. These venues could be :

A complex called Market Square could includes:

- 34 condo apartments on floors 2 &3 with underground parking in a mixed use center at Market and Canal Streets.

- A 7000 SF± public market which would attract people from throughout Miami County as well as act as the downtown grocery for all those who live in or close to downtown on this Centers first floor. The theme of this facility could feature the old canal displaying a canal boat replica, historic photographic display and other such items.

- Up to four major restaurants (Average 5,000 SF each) with entertainment theme dining not found in Miami County. Each of these would have terrace cafes facing the following venue:

- A 15,650 SF covered outdoor venue for concerts, arts & crafts shows, Exhibition events such as basketball and tennis, high school jazz band contests, ethnic festivals, etc. There will be a stage and space for 1,200 movable seats in addition to the 4 terrace cafes.

TSD is suggesting to the city a Market Research Study by a national consultant. Preliminary research shows an area needed of 100,000 people within a 20-minute drive (just as Troy is to Miami County). Associated with this complex would be new parking facility of 424 cars at or below grade.

TROY DOWNTOWN ENHANCEMENT PROJECT

MARKET SQUARE EAST ELEVATION

TROY DOWNTOWN ENHANCEMENT PROJECT

MARKET STREET ELEVATION

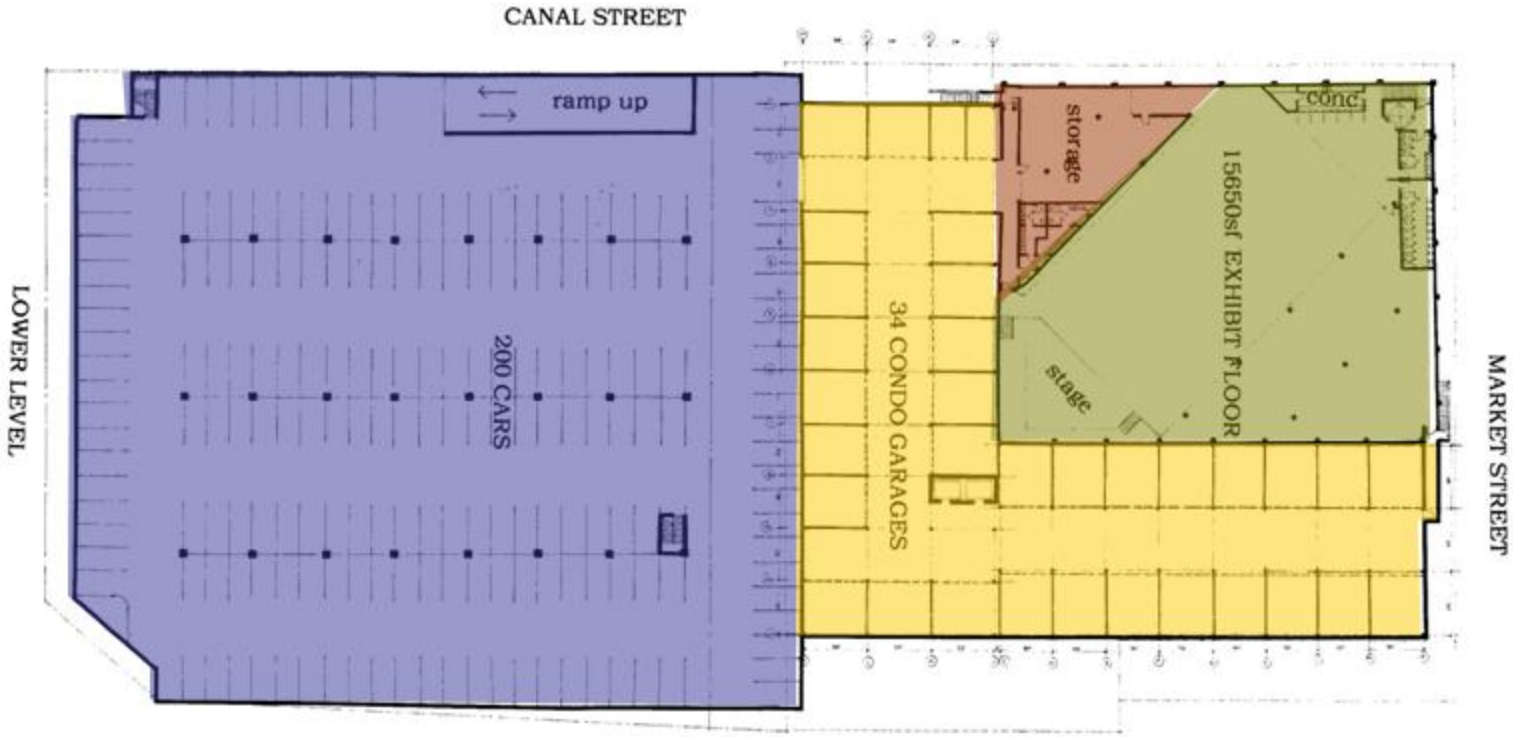
TODAY

MARKET STREET ELEVATION

TOMORROW

BEFORE AFTER COMPARISION

TROY DOWNTOWN ENHANCEMENT PROJECT



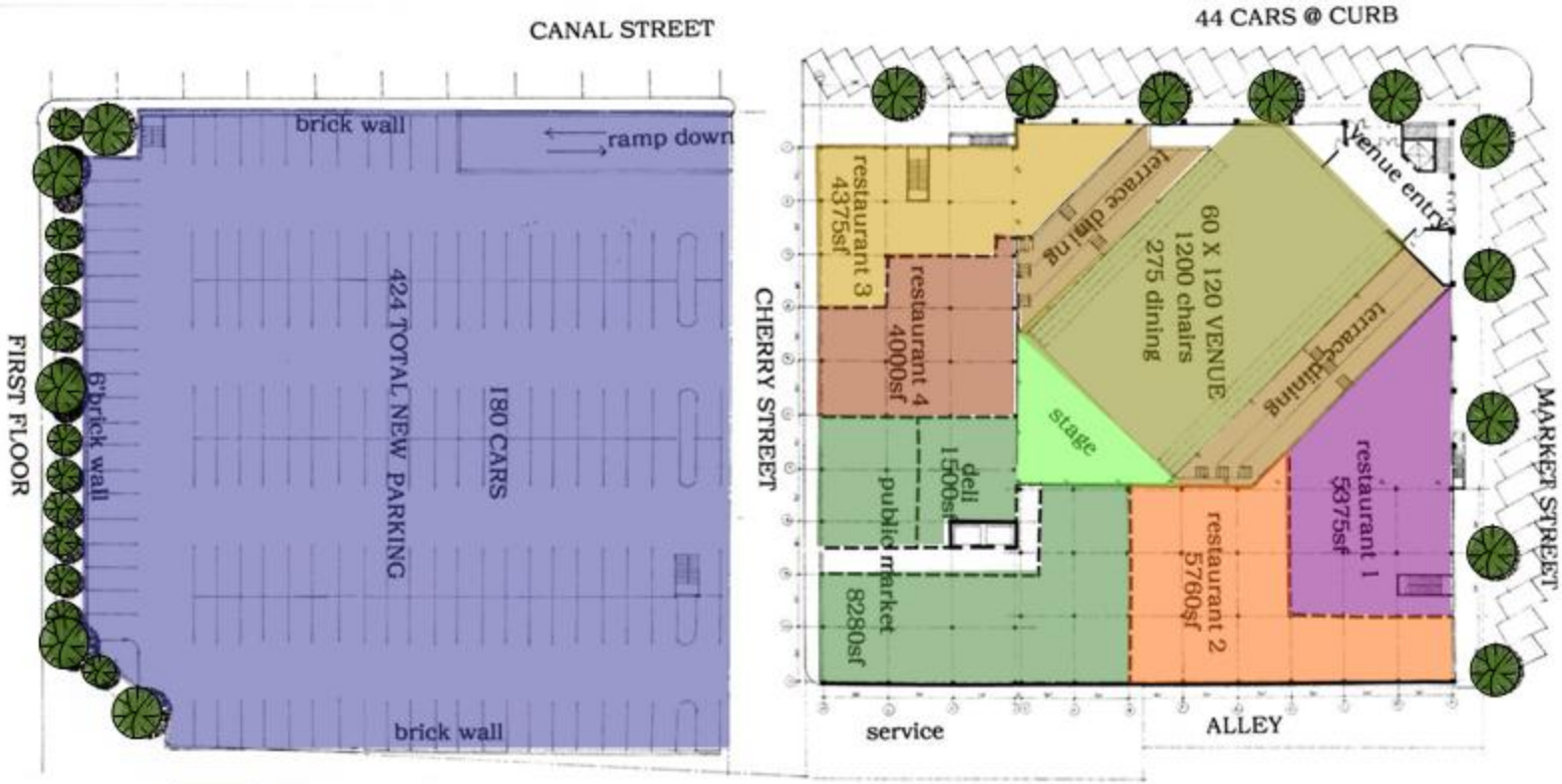
- 200 Underground Public Parking
- 32 Condo 2 Car & 2- 1Car Garages
- 15,650 sf of Exhibition Area
- Storage/Staging Area

UNDERGOUND LAYOUT

TROY DOWNTOWN ENHANCEMENT PROJECT

INTERIOR EXHIBITION RENDERING

TROY DOWNTOWN ENHANCEMENT PROJECT



- 180 Aboveground Public Parking & 44 Curb Spaces
- Restaurant Space
- Exhibition Space
- Stage Area
- Public Market Area

GROUND LEVEL SITE PLAN

TROY DOWNTOWN ENHANCEMENT PROJECT

POSSIBLE MARKET SQUARE PAVILION PROGRAMMING

to draw people downtown;

Year Round Events

- Every Wednesday evening: 6:45 PM to 8:00 PM
- Free musical concerts for families
- Potential 500 to 1500 attendance
- Shoppes to remain open until 9:00 PM, restaurants until 11:00 PM

A series of 6 regional two-day shows:

One show per month on Saturday and Sunday from 10:00 AM until 5:00 PM - $4 - $7

- Entry fees. 30 to 50 vendors
- Potential 1,000 to 2,000 per day attendance

Examples of types of shows:

- Art
- Antiques
- Glass/Dinnerware
- Wine
- Pottery
- Antique Dolls & Toys

A series of 6 regional two-day contests:

One event per month of 10 to 20 Ohio schools competing on Saturday 10:00 AM until 6:00 PM with second round winners Sunday 1:00 PM until 4:00 PM. College judges awarding trophies. Potential 1,000 to 2,000 per day attendance

Examples of types of events:

- High School jazz bands
- High School cheerleading
- High School choirs
- Summer camp boys & girls high school basketball
- Summer camp boys & girls high school volleyball
- Regional country club tennis pros in once a month tennis exhibition matches

A series of 6 regional two-day contests:

One event per month of 6 different athletic teams competing in bracket competition. On Saturday, 10:00 AM until 6:00 PM with second round winners Sunday, 1:00 PM until 4:00 PM. Entry fees required and prizes awarded. Potential 500 to 1,000 per day attendance

Examples of events:

- Bocce Ball
- Adult men's basketball (YMCA)
- Men & women's adult volleyball (YMCA)
- Chess tournament
- Antique Autos
- Dance Contests

A series of 6 regional one-day ethnic festivals:

Sponsored by local/area/regional ethnic organizations held once a month – Saturday 10:00 AM to 8:00 PM. Potential 1,000 to 2,000 per day attendance

Examples of festivals:

- European/Northern
- African
- Latin/Caribbean/Central & South America
- Meditation/Italian/Greek
- Islands/Polynesian
- Asian

Events from mid-October thru mid-April (6 months)
Taste of town and guitar fest.

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Events from mid-October thru mid-April (6 months)
Taste of town and guitar fest.

Downtown restaurants divide into 3 categories and offer attractive food and prices: either appetizers, entrees, desserts where patrons are encouraged to move around downtown and browse. Shoppes stay open and may have music/snacks/beverages. Early spring and late fall of year on Saturday evening. Limit event to a comfortable walking area. Guitar Fest – all styles and sounds of guitars on same night combined with a Taste of Town located throughout many corners of downtown. Participants stroll thru downtown shoppes.

Downtown Breakfast

Local radio station sponsor and broadcast several "Breakfast with_____":
The Beatles, big bands, etc. Local civic groups fix and serve breakfast on Saturday morning. In early spring or late fall months: 8:30 AM – 10:00 AM at Market Square Pavilion. Modest cost for breakfast. May be associated with a 3K to 5K walk or run for charity. Hopefully, participants stay around and shop.

Christmas Fest

Fill Market Square Pavilion with events and Christmas merchandise during December. Caroling, Santa Claus, etc.

Spring fest

Much like Christmas Fest. Fill Market Square Pavilion with flower shows and Easter Merchandise during March/April.
Informal ice-skating open during winter months with opportunity for private and public parties.

Sporting events, anytime during year, that will attract people downtown:

- Blood Drives
- Book Fares
- Magic Shows
- Art Exhibits
- Tailgate parties for sporting events on big TVs

Central Event Office

The City should organize and centralize an event staff and department whose responsibility would be to organize, promote and provide manpower for events downtown. Large events such as the Strawberry Festival and others could continue, as in the past, using the historic circle as their main venue. Attached in Appendix A is information from other cities that provide these services. The city should create a downtown entertainment zone and apply for additional liquor licenses as applicable.

TROY DOWNTOWN ENHANCEMENT PROJECT

Conceptual Equipment Capital Cost for Market Square Including Public Market

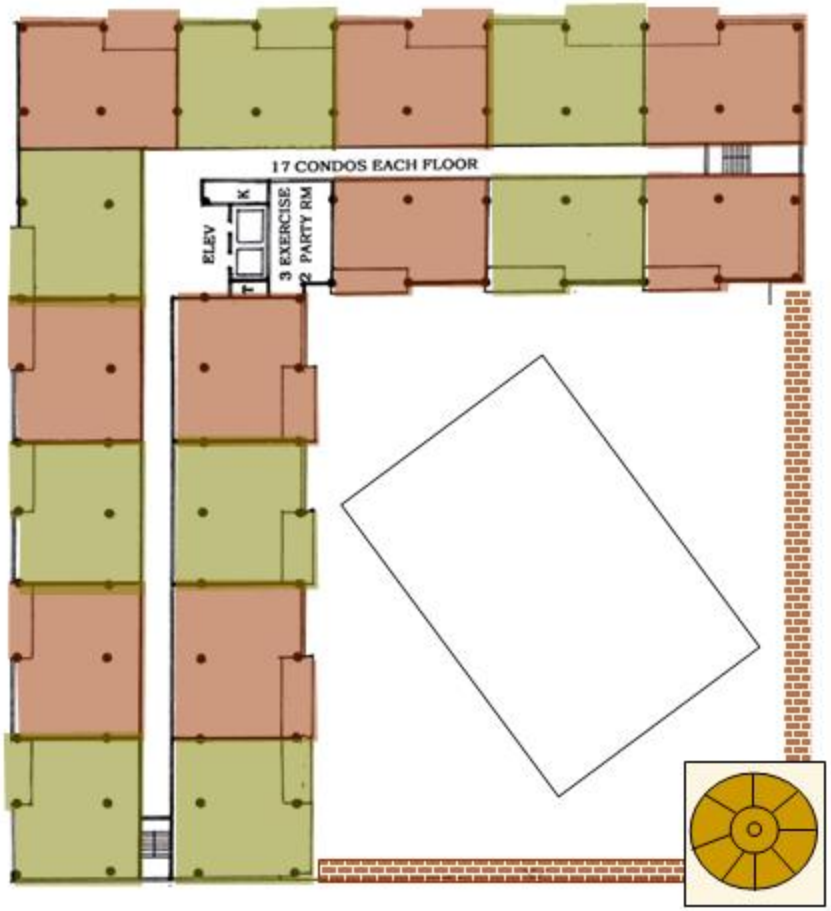
Movable Equipment (chattels) Average Life = 8 years

A	Stacking Chairs w/Ganging	1,000x $14	$ 14,000
B	30"x96" Folding Tables	100x $80	8,000
C	Chair Caddy – capacity 80	12x $100	1,200
D	Table Caddy – capacity 12	8x $175	1,400
E.	Zamboni Ice Machine		20,000
F	Portable Basketball Backstops	2x $3,200	6,400
G	Portable Volleyball Stand + Ref Stand		1,500
H	Portable Tennis Stand + Ref Ch		2,000
I	Portable Alum Stands 5 Row x 15'	3x $2,100	6,300
J	Permanent Marquee Sign w/Message Board		15,000
K	Street Benches/Flagpole/Trash/Barricades		15,000
L	Portable Score Boards/Shot Clocks		10,000
N	Office Furniture & Equipment		15,000
O	Portable Cooking Demo Kitchen		150,000
P	10 Reproductions for inside market @ $2,500 each		25,000
Q	Tables & Chairs for 112 Market Street		15,000
			$ 185,000

F.	**Yearly Expenses for Office of Downtown Promotions**	
A	Director Incl. Perks	$ 65,000
B	Part-Time Asst. Director	30,000
C	Secretary Part-Time	15,000
D	Maintenance/Set Up/Take Down 100 events x 25 hrs. x $8	20,000
E	Security 100 events x 12 hrs. x $8	10,000
F	Office Insurance Misc. -	10,000
G	Promotion – 12 mo. X $1,250 -	15,000
		$165,000

Income to support downtown promotions comes from space rental, downtown merchants, and concessions.

TROY DOWNTOWN ENHANCEMENT PROJECT



2ND Floor 17 Condos

3RD Floor 17 Condos

MARKET SQUARE CONDOMINIUMS

TROY DOWNTOWN ENHANCEMENT PROJECT

IV. Review the possibility of creating and entertainment district and the necessary components for such use types.

Liquor License Availability, Troy Ohio

The following information was taken form a website:
HTTP//WWW.STATE.OH.US/COM/LIQUOR/QUOTA2.7X7

City of Troy as of June 1, 2004
Tenant interested in liquor licenses are responsible to obtain their own liquor license and encouraged to check the availability of licenses and cost before signing legal documents

D1 - BEER ONLY
D2 - BEER & WINE
D3 - LIQUOR UNTIL 1AM
D3A - LIQUOR UNTIL 2:30AM
D4 -PRIVATE CLUB
D5 -NIGHT CLUB
D5J - COMMUNITY ENTERTAINMENT DISTRICT
D6 - SUNDAY SALES

RETAIL STORE CARRYOUT:	C1 AND C2
RESTAURANT:	D1, D2, D3
NIGHTCLUB:	D5
SUNDAY SALES	D6

CLASS	RATIO	PERMIT QUOTA	PERMIT ISSUES	PERMIT AVAILABLE	APPLICATIONS ON FILE
C1	1000	23	23	0	0
C2	1000	23	23	0	1
D1	2000	12	11	1	1
D2	2000	12	8	4	1
D3	2000	12	8	4	1
D3A	0	0	2	2	0
D4	2000	12	5	7	0
D5	2000	12	12	0	0

When reviewing an entertainment district needs, the key component is the liquor license availability. Much of the food service industry rely heavily on this part of the business.

Currently there are only four remaining licenses for the Troy area. Preparation for the availability of additional licenses is recommended in order to provide the necessary tools to spur on additional entertainment amenities.

VI. Provide conceptual drawings of a first pass design use of the two buildings south of the engineering building. T S D will present two to three options and a cost analysis for each option. TSD will be presenting a program that includes the preferred building concept and the cost for construction using a Design Build/Turn Key approach.

Meeting House Redevelopment Plan

Conceptual drawings of three possible designs and uses of the city-owned buildings south of the city engineering building were originally presented last April. This new facility, referred to as the Meeting House, is to include the church owned property as the preferred design concept per the city. Town Square Developers was advised to meet again with First United Church of Christ on their land and Troy broadcast Channel 9 TV as a tenant.

In May of 2004, Leo and George met with Troy Broadcast Channel 9. We toured the site and discussed Channel 9's space requirements with in the Meeting House.

The first week of June, Leo and George met with the First United Church of Christ Property Committee. The Property Committee was in favor of our design. There intended use of the old apartment land was for future expansion and, or future parking, Both were addressed with the Property Committee. An offer from the city to purchase the property should address these items. A suggestion was offered by a member of the Church Committee to look at a possible swap of properties. This Church member suggested the house sitting on the northeast corner of Market and Canal Street, next to St John's Church in trade.

The church has verbally agreed to participate in the development of the Meeting House pending the acceptance of an offer.

The following information is a detailed description of the design and finishes and an estimated cost to construct the proposed Meeting House.

The Meeting House

A new 3 story building, called The Meeting House", on land next to the city building extending south along Market Street 100 FT towards the church. This land is currently owned by the city and church and would have 3 functions.

- The first floor is the most unique idea of all. A 6,500 SF Urban Core Institute (A new concept of training citizens who are interested in owning or running their own shop or restaurant.) It is a combination of specialty courses given by Edison State or Sinclair for short periods of time in marketing, accounting, etc., along with on site training. (See page 42 for further information)

- The second floor would have a large public meeting room of 5,000 SF with stage and caters kitchens. The room could be divided for multi-events. This venue could seat up to 500 and be available as a banquet/wedding/meeting facility in the downtown

- A partial third floor would have offices and studio for Troy's Public Television who would broadcast many new and existing events. Parking could be provided by the new Market Square facility

TROY DOWNTOWN ENHANCEMENT PROJECT

MEETING HOUSE

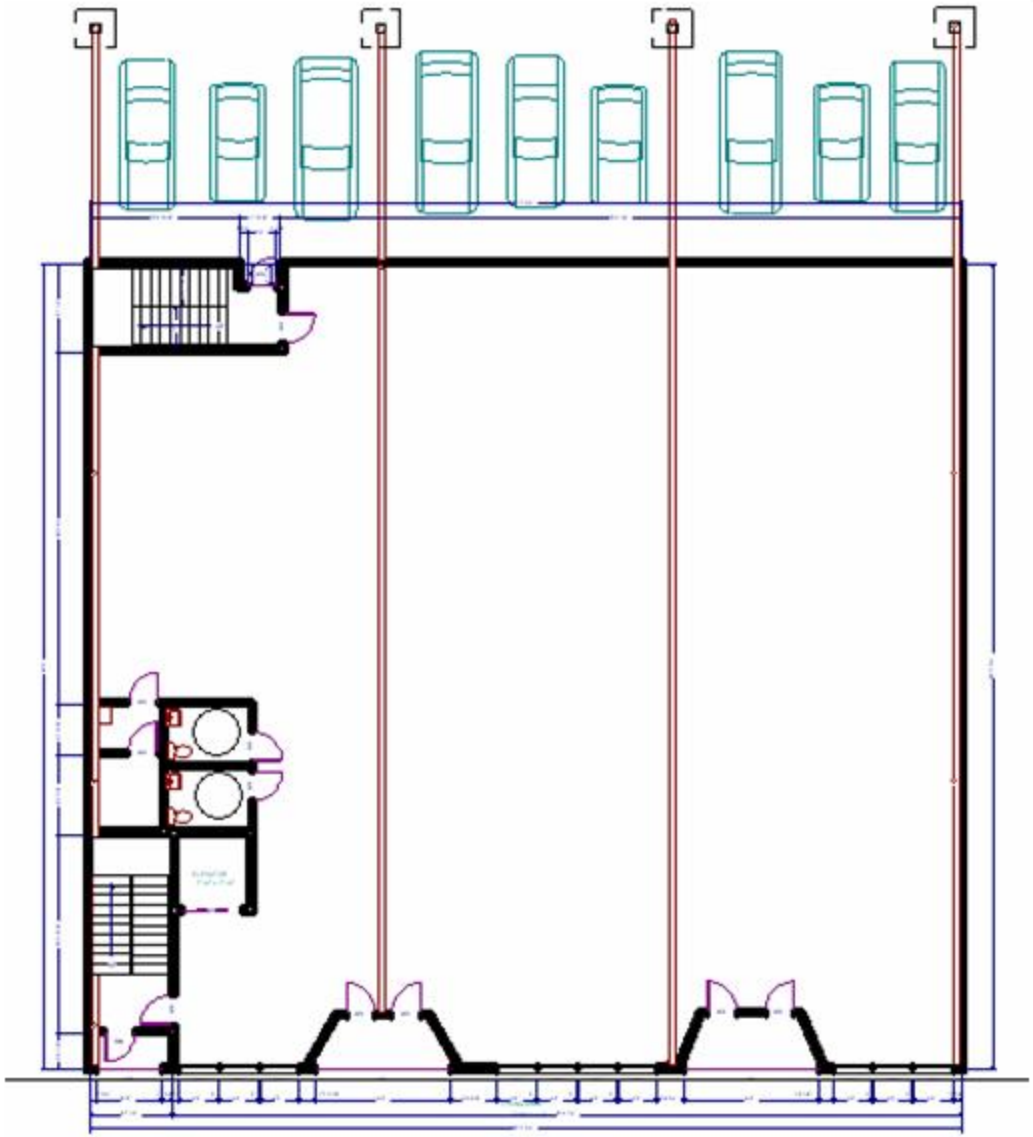
EAST ELEVATION

TROY DOWNTOWN ENHANCEMENT PROJECT

The Meeting House

1st Floor Concept

The first floor is the most unique idea of all. A 6,500 SF Urban Core Institute (A new concept of training citizens who are interested in owning or running their own shop or restaurant. It is a combination of specialty courses given via web cast by Edison State or Sinclair for short periods of time in marketing, accounting, and on site training with the eventual goal of beginning their own business in the own leased or owned space.



FIRST FLOOR LAYOUT

TROY DOWNTOWN ENHANCEMENT PROJECT

MEETING HOUSE

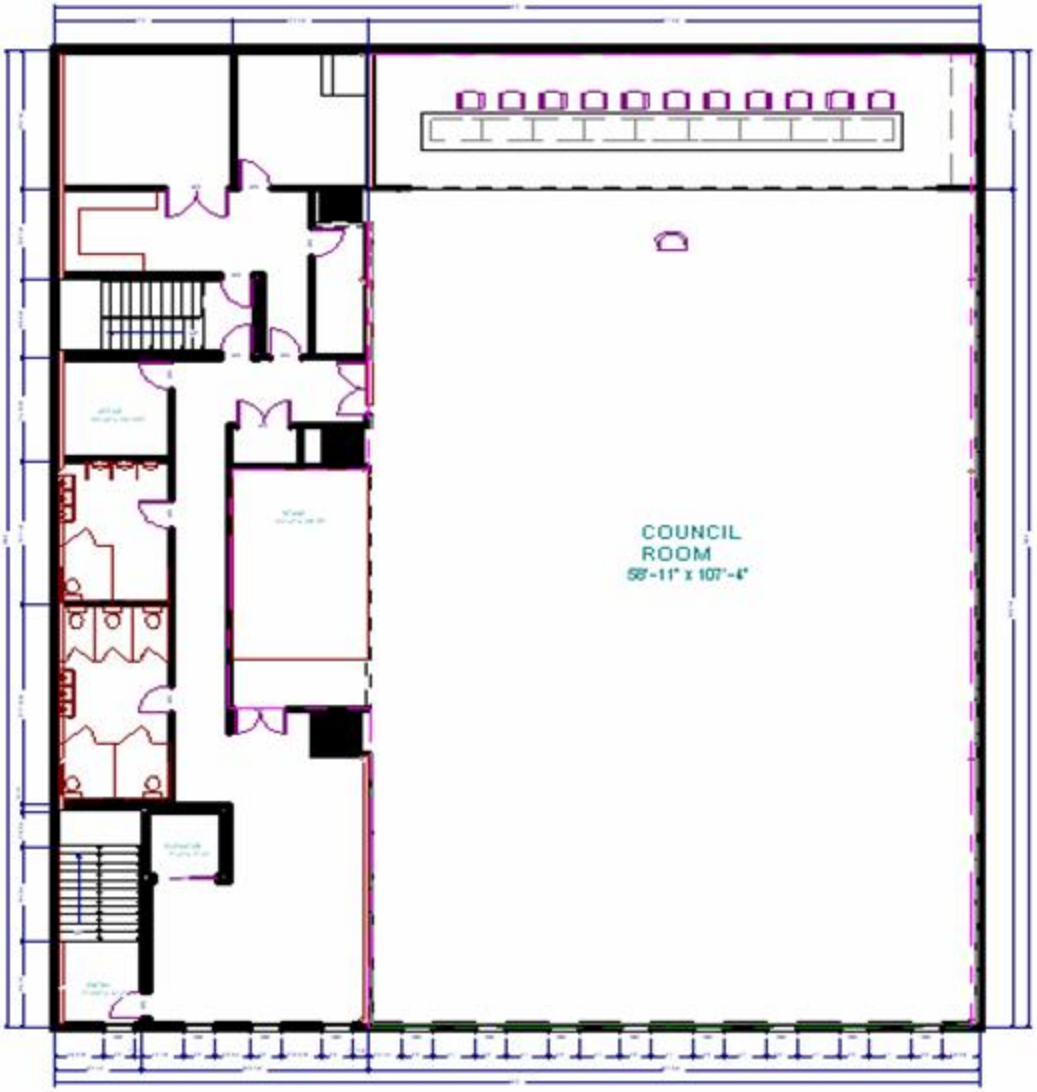
INTERIOR RENDERING

TROY DOWNTOWN ENHANCEMENT PROJECT

The Meeting House

2nd Floor Concept

The second floor would have a large public meeting room of 5,000 SF with stage and caters kitchens. The room could be divided into thirds for multi-events. This venue could seat up to 500 and be available as a banquet/wedding/meeting facility in the downtown



Option A

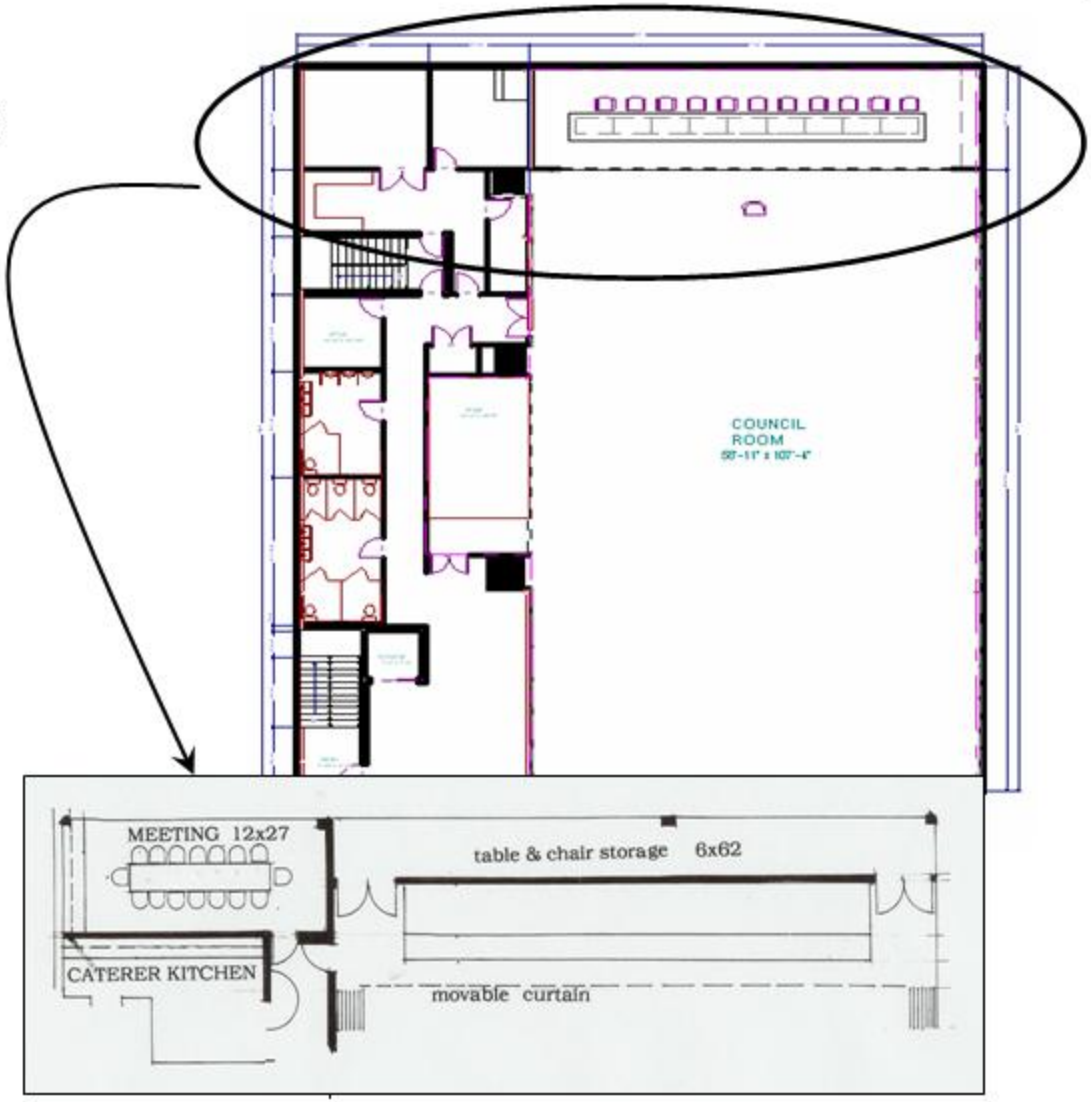
SECOND FLOOR LAYOUT

TROY DOWNTOWN ENHANCEMENT PROJECT

The Meeting House

2nd Floor Concept

The second floor would have a large public meeting room of 5,000 SF with stage and caters kitchens. The room could be divided into thirds for multi-events. This venue could seat up to 500 and be available as a banquet/wedding/meeting facility in the downtown



Option B

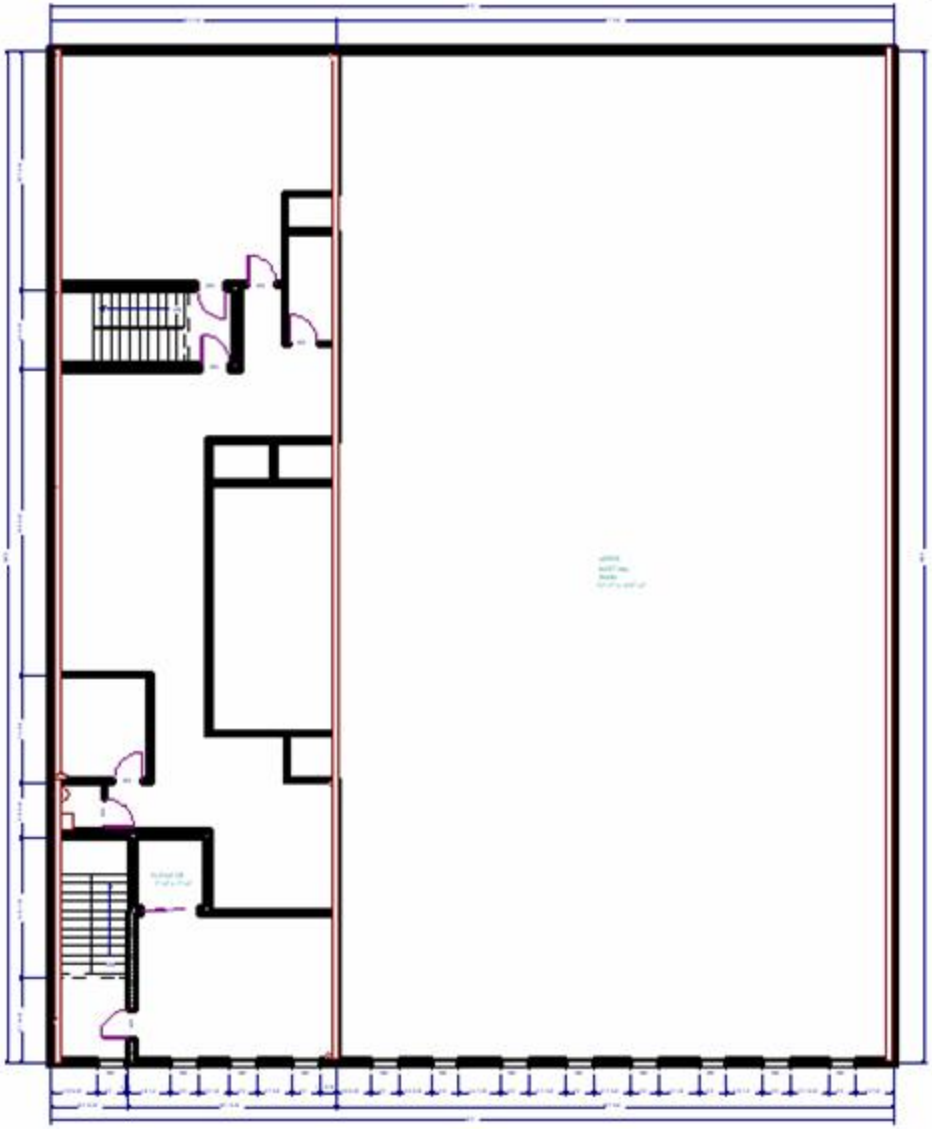
SECOND FLOOR LAYOUT

TROY DOWNTOWN ENHANCEMENT PROJECT

The Meeting House

3rd Floor Concept

A partial third floor would have offices and studio for Troy's Public Television who would broadcast many new and existing events. Parking could be provided by the new Market Square facility



THIRD FLOOR LAYOUT

TROY DOWNTOWN ENHANCEMENT PROJECT

General Conditions:

- Architectural Design and Layout
- Structural Engineering
- Project Supervision
- Weather Protection
- Temporary sanitary facilities
- Construction dumpsters and debris removal
- Safety controls / walk barricades
- Field Engineering
- Routine & final clean-up
- Builders Risk and Liability Insurance
- Building Permits
- One year Warranty
- Monthly Project accounting

Sitework:

- Demolition of existing Building
- Exportation and proper disposal
- Protection of adjacent structures
- Compacted backfill of existing basement
- Testing Allowance
- Asphalt paving from rear of building to alley
- Striping of new parking area
- Utility connections as required

Concrete

- Engineered footings at building perimeter
- Pads and piers as required to support columns
- 4" thick slab on grade at 1st floor
- 4" slab on steel decking at 2nd & 3rd floors
- Public walk and curb replacement as required
- Concrete testing per industry standards
- Concrete pan-fill at stairs

Masonry:

- 4 course block foundation at perimeter
- Brick façade to match local aesthetics at entire perimeter

Structural Steel:

- Columns and beams as designed for the application
- Bar-joists to support 2nd and 3rd floor
- Bar-joists to support roof deck
- Structural decking to support floors and roof
- Steel steps and railing

Carpentry:

- Deluxe millwork package in Council Room
- 8" Crown molding
- 5" stained wood baseboard
- Raised panel wainscot
- Cabinets and tops in Warming Kitchen

Moisture Protection:

- EPDM roof over 3" Polyiso insulation
- Gutters and downspouts at rear of building
- Prefinished coping at parapet tops
- 6" fiberglass insulation in exterior walls

Fenestration:

- Interior doors to be 1 3/4" thick solid core oak
- Welded hollow metal frames
- Commercially rated door hardware
- Aluminum storefront systems with insulated glazing
- Interior vision panels from control rooms
- Steel fire-doors as required at stairs

TROY DOWNTOWN ENHANCEMENT PROJECT

Finishes:

- Structural metal studs at exterior walls , designed to support tributary wind loads
- 5/8" "Dense-Glass" exterior sheathing
- 5/8" sheet rock on interior wall faces
- Painting of all walls and door frames
- Staining of all doors and trim
- Upgraded acoustic ceiling on second floor
- Standard acoustic ceiling on third floor
- Upgraded flooring package at second floor
- Standard floor package at third floor

Specialties:

- Fire extinguishers as required
- Toilet partitions
- Restroom accessories
- Appliance allowance for warming kitchen
- Signage allowance

Conveyance Systems:

- 3-Floor hydraulic type elevator system

Fire Suppression:

- Entire building to be suppressed with pendant and upright wet system

Mechanical Systems:

First Floor:

- 25 tons of air-conditioning from (1) packaged roof top unit.
- 250,000 BTU heating capacity
- 14 zone dampers

Second & Third Floors:

- 64 tons of air-conditioning from (6) roof top units.
- 50,000 BTU heating capacity

Restroom, stairwell and equipment ventilation.

Plumbing Systems:

- Fixtures as detailed on drawings
- Sanitary and water supply lines
- Gas piping to HVAC equipment

Electrical:

- Shell only lighting of first floor
- Upgraded lighting package for Council Chamber
- Standard lighting package for third floor
- 1000 amp 120 / 208 3-phase service

Estimated Cost as Proposed..... $2,294,818.00

Allowance for 1st Fl. Finishes
(6,690 SF @ $35.00/SF..... $234,150.00

Conceptual Cost Estimate.....$2,328,968.00

VII. Further develop and define the Urban Core Institute" concept, partnerships and suggested steps for implementation.

The first floor is the most unique idea of all. A 6,500 SF Urban Core Institute (A new concept of training citizens who are interested in owning or running their own shop or restaurant. It is a combination of specialty courses given by Edison State or Sinclair for short periods of time in marketing, accounting, etc., along with incubator shops and restaurants on the first floor of this building in downtown Troy. (A kind of grow our own entrepreneurs for our downtown shops and restaurants). This building would be built and owned by the city with TSD providing professional design and construction services

Mission:

To save the nation's urban cores through the redevelopment of their main streets using historic preservation while working with local city governments on user friendliness, creating small businesses (retail, restaurant, etc) and providing new housing and amenities.

Concept:

Create an incubator within an urban core that provides education and training on small business practices, customer service, urban planning and historic preservation while simultaneously revitalizing an urban core.

Overview:

Many of our nation's urban cores are in various states of decline. One of the main reasons for this is that the big box retailers and franchise restaurants have located in the suburbs thus drawing away the necessary traffic the urban cores need to survive. The goal of the Urban Core Institute would be to educate future/existing entrepreneurs, local governments and associated entities on how to compete in today's market, and to provide a source of new concepts that can compete with the big box retailers and provide a clearinghouse for collective purchasing and service sharing.

The concept would be to use existing urban cores that is in a present state of decline and locate an education facility and incubator in and amongst the town. We will create actual retail and restaurant space that will serve as a training ground for the development of new concepts. In addition, we will partner with the local city government and create a redevelopment strategy that fits the market size and uniqueness of the city. We will educate the community on the local history and capitalize on the importance of their individually unique historic urban cores and surrounding historic neighborhoods. We will develop a marketing strategy that encompasses all aspects of The Urban Core Plan. We will reach out to urban cores throughout the nation and share information and strategies.

Problem:
Urban sprawl continues at a rapid pace. The fallout has been the loss of a viable retail/restaurant centers along historic main streets throughout the nation. Blight, decay, and despair choke out once lively downtowns.

Solution:
Create a new retail/restaurant, office and housing market within the historic main street through the creation and development of locally grown business owners and residents.

Background:
The National Trust for Historic Preservation created the Main Street Program to focus on the reinvigoration of the historic main streets. While the program is a great start, it does not go far enough.

The major problems with main streets today is that the market demand has shifted down the road to the nearby mall, out by the highway to big box central or to the former corn field that has become the latest housing development. With that shift in retail, so went much of the new housing. Population centers moved away from the downtown cores, causing customer flight. Many times this has left the old town centers on the outer edge of the community and not centered in every day life.

So how do we reverse this trend and compete? We compete by capitalizing on what we have that developers can't build. That is the historic downtown. We compete by creating an area that is pedestrian friendly and does not rely on the car. We compete by offering an experience that is uniquely set to the history of the main street. We compete by providing a retail and restaurant experience of locally grown entrepreneurs that provide customer service, delight, and merchandise assortments not seen in every mall and strip center in the nation. We compete by mixing uses of first floor retail and restaurant with upper floor housing and offices. We compete by creating an atmosphere that draws you back time and time again because of the physical beauty and vibrancy of the area. We compete by re-centering the historic downtowns into everyday life.

What we can thank urban sprawl for is the developer's lack of vision and creativity that have bored America into looking for alternatives.

Creating Market Demand

So how do we create such an atmosphere that will change the way we do business?

First, the local government must be supportive and ready to partner with others to revitalize their downtown. Typically those towns that have already instituted a main street program are on their way to taking the necessary steps to change the direction and destiny of their downtown.

Second, a plan needs to be created in order to provide for a unified direction in the redevelopment process. Areas of the plan that need to be addressed are zoning, historic preservation, streetscape standards and initiatives, infill development standards, transportation, financial tools, entertainment district issues, traffic flow, parking and the market.

Problem:
Typically the main streets of today have lost their vim and vigor and thus lost their market customers to the sprawl zones.

Solution:
Create a new market way of thinking using locally grown businesses.

It is a major challenge to create a competitive new market. It requires a reinventing of the area incorporating the elements listed in the second step and re-branding the town using its unique history and attractive local flair as the tools.

Creating the Urban Core Institute

The Urban Core Institute is intended to provide assistance to develop and assist in growing revitalized retail and restaurant markets. The Urban Core Institute named for its concentration in urban areas in both rural towns as well as urban centers. The UCI is the catalyst that brings small town main streets together with locally grown retail and restaurant entrepreneurs.

UCI will act as an incubator to help educate and develop new businesses for the main streets of the nation. The following is a listing of steps in the process of creating such an incubator.

- Create the curriculum of applied entrepreneurial studies.
- Create an advisory panel of entrepreneurial experts as a resource.
- Locate a host education facility that will serve as a main hub for the classroom learning. This hub location will serve as the clearing house and education center for the entire base curriculum.
- Locate a main street or like program/organization that will serve as the site coordinator for such program.
- Define the target area to which these new businesses will serve.
- Develop a comprehensive marketing plan.
- Create a development plan that will serve as the guide redeveloping the area.
- Create a retail and restaurant space for developing business owners.
- Solicit local entrepreneurs and existing businesses to participate in the program.
- Educated and graduate new business owners.
- Sell or lease off incubator space or create new.
- Keep site location operational until business occupancy levels reach desired target.
- Create downtown business/residential organization of new owners and residents to continue programs.

The ultimate goal and purpose is to put every main street urban core site out of business because we have filled the mission of filling the lower level space with solid and growing businesses that have been designed to compete in the market environment and opportunity provided.

So how does this work?

- We will identify and create a curriculum that will serve the needs of all start up business owners.

TROY DOWNTOWN ENHANCEMENT PROJECT

- We will design the curriculum sequence so that it will work in a circular fashion and not require any perquisite courses allowing anyone to enter at any stage of the course work.

- Upon the completion of the course work and the integrated site education we will provide the new business owners with a site to begin their business.

- After a mentor and trial period the new business owner will begin a lease or purchase the business site.

- The new business owner will become a UCI graduate who will provide some level of continuing education, advisory guidance, information, professional service sharing, and help create buying power through promotion, increasing awareness, preference, and buying behavior.

While the UCI is beginning its work, other aspects of the initial steps of zoning, historic preservation, streetscape standards and initiatives, infill development standards, transportation, financial tools, entertainment district issues, traffic flow, parking and the market can be put in place.

One part will not work with out the other. The environment must be ready, inviting and unique to give the new business owners a chance. The educational component must be dedicated to providing practical entrepreneurial expertise within the community trading area.

TROY DOWNTOWN ENHANCEMENT PROJECT

The Urban Core Institute Organizational and Development Matrix

Partnerships needed for UCI Organization

Description of Partner	Function of Partner	Remarks
Host higher education site	Facility to act as the home base for the education facility Web cast site.	
Local Host Educational Facility	Cooperative local educational facility to provide classrooms.	
Main street site location	Site location for incubator facility.	
Main Street Program	Local body coordinates activities.	
Business Organization	Local business organization to attract and interpret business participation.	
Private Partners	Leadership and funding.	
Local Municipality	Provide funding and cooperation in redevelopment initiative.	
State	Provide funding.	
Federal	Provide funding.	
Create the facility, educational structure and curriculum and class work.	Prepare to operate.	
Solicit future new business owners.	Recruit candidates.	
Set up new businesses with facility.	Coordinate.	
Mentor new businesses.	Feedback, coach, monitor.	

TROY DOWNTOWN ENHANCEMENT PROJECT

UCI Facility and Education Responsibilities of Partnerships

Description of Partner	Partners Responsibilities	Remarks
Hub Educational Host	Facility	
	Instructors	
	Web cast capabilities	
	Accreditation	
	Student Loan/Pell Grant capabilities	
	Staff	
	Mentor Program	
Local Educational Host	Classroom space	
	Instructors	
	Staff	
	Mentor Program	
Host City/Main Street Site	Main Street Program	
	Comprehensive/Redevelopment Plan	
	Zoning/Registered Historic District Status /Street Scape Stds. /Infill Development Stds. /Financial Tools/Entertainment District Plan/ Traffic Plan/ Parking Plan	
	Comprehensive Marketing Plan	
	Incubator Site	
Main Street Program	Staff	
	Non-Profit Status	
Business Community	Local business organization	

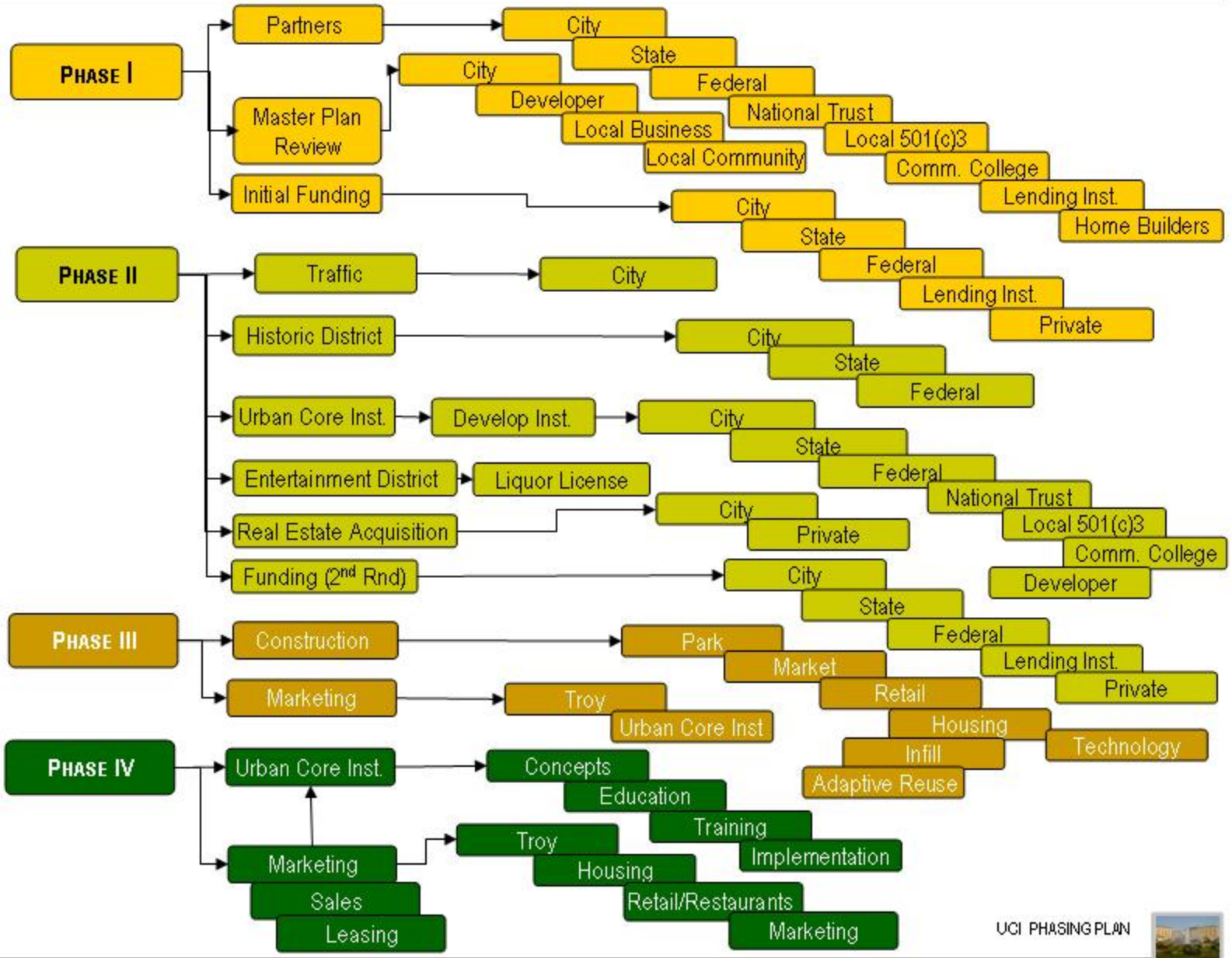
TROY DOWNTOWN ENHANCEMENT PROJECT

Responsibilities of Partnerships for UCI Facility and Education (continued)		
Private Partners	Leadership	
	Funding	
Local Municipality	Redevelopment Initiative	
	Leadership/Cooperation	
	Funding	
	On site incubator facility	
State	Funding	
	Other Resources	
Federal	Funding	
	Other Resources	

The following graphics provide a visual representation of the UCI concept.

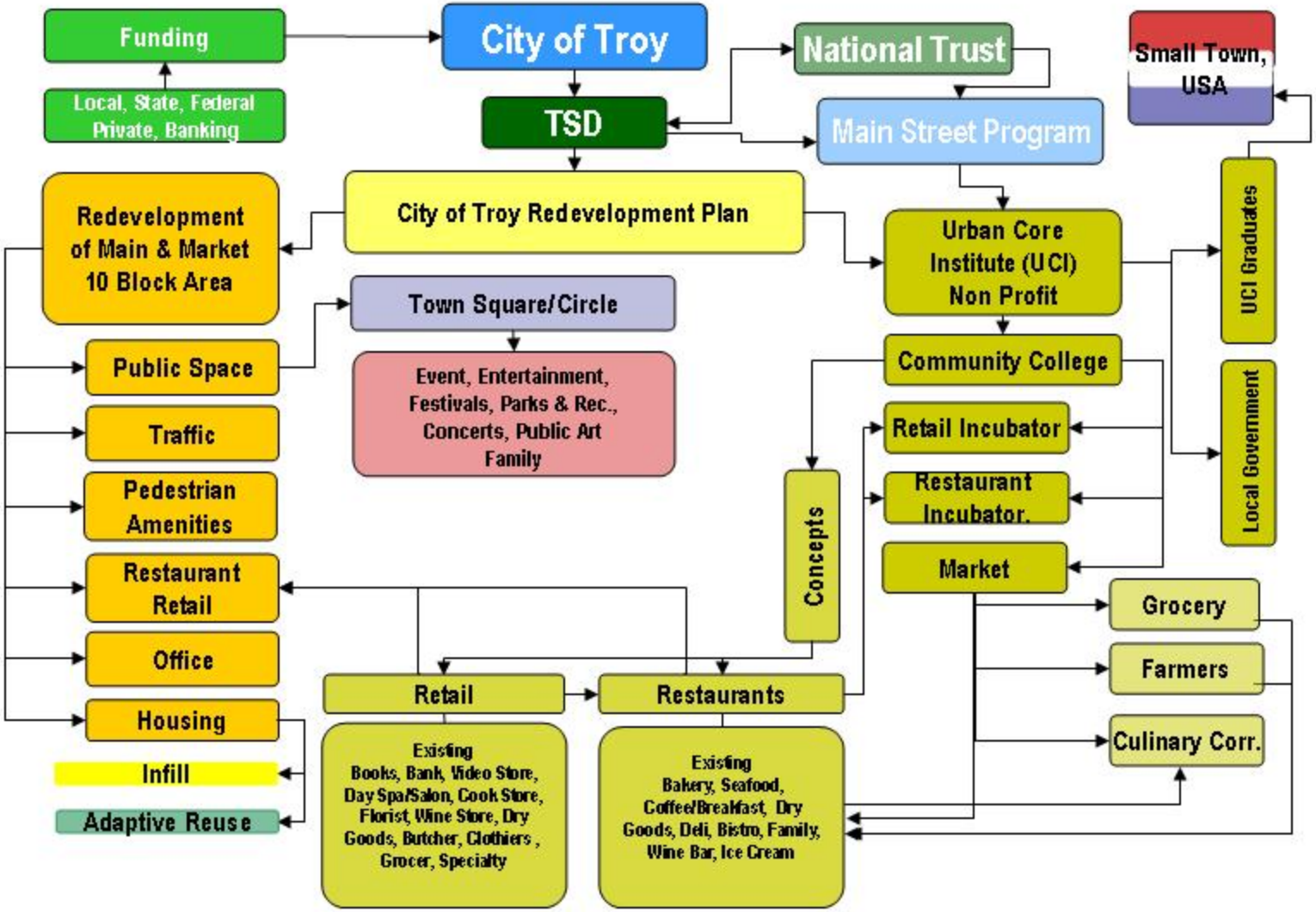
The following schematics give a written and graphic representation of the educational structure and hub-site relationship.

TROY DOWNTOWN ENHANCEMENT PROJECT



UCI PHASING PLAN

TROY DOWNTOWN ENHANCEMENT PROJECT



UCI PUBLIC PRIVATE ORGANIZATIONAL STRUCTURE

TROY DOWNTOWN ENHANCEMENT PROJECT

Urban Core Institute Home Base

Teleconference / Web cast

Troy, OH

Create Local Incubator

Retail → Restaurants

First Floor Commercial Space

Sell/Lease

UCI Graduate

Wright Dunbar, OH

Create Local Incubator

Retail → Restaurants

First Floor Commercial Space

Sell/Lease

UCI Graduate

Loveland, OH

Create Local Incubator

Retail → Restaurants

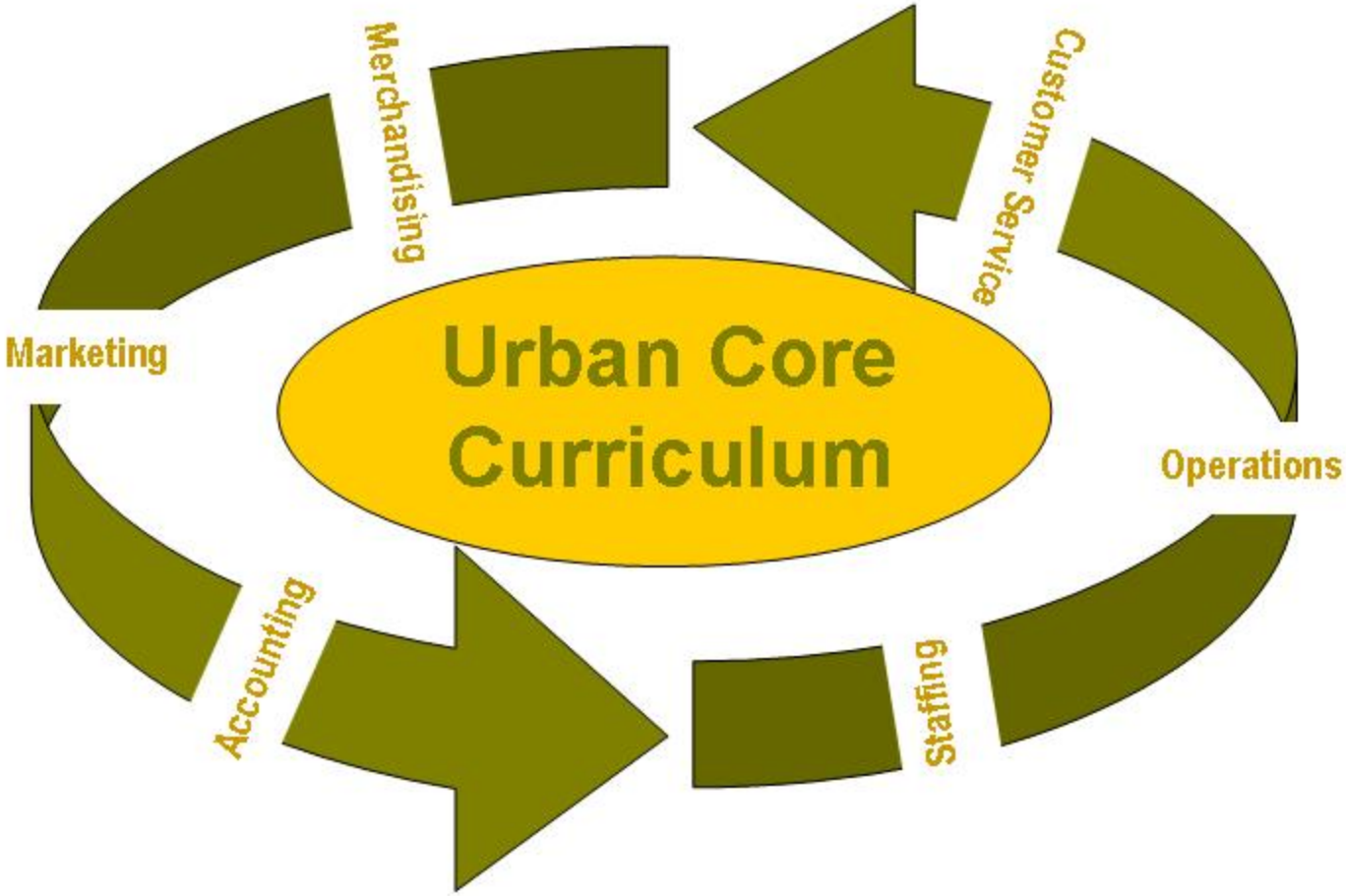
First Floor Commercial Space

Sell/Lease

UCI Graduate

UCI EDUCATION INSTITUTUION SETUP

TROY DOWNTOWN ENHANCEMENT PROJECT



UCI CURRICULUM CONCEPT

TROY DOWNTOWN ENHANCEMENT PROJECT

Getting It Done.

The following steps need to be taken:

1. **Complete an in-depth site specific market study for the housing component.**
   - Market Square at Market and Canal.
   - The traffic circle and two blocks in all directions.
2. **Complete the occupancy survey for the target area of this report.**
   - See Appendix B for format .
3. **Get city support for development plan.**
   - Put in place a commercial development strategy and policy for the downtown core that addresses a ring around the city extending up to five miles.
4. **Secure options on property for Market Square Development.**
5. **Get community support for development plan.**
6. **Begin Meeting House Development.**
7. **Get private and public partners.**
8. **Create Urban Core Institute.**
9. **Create Central Event office**
10. **Secure financing for Market Square Development.**
11. **Begin Leaseup/Sales.**
12. **Construct Market Square Development**
13. **Look to adaptive reuse opportunities.**
14. **Look to Phase II opportunities.**

TSD believes that the following steps and order of operation need to be taken in order to begin the development process. Some of these steps may change order based on market study information. Some of these steps may be deleted based on city, community and market input.

TROY DOWNTOWN ENHANCEMENT PROJECT

APPENDIX A

TROY DOWNTOWN ENHANCEMENT PROJECT

APPENDIX B

TROY DOWNTOWN ENHANCEMENT PROJECT

APPENDIX C

TROY DOWNTOWN ENHANCEMENT PROJECT

The information contained in this development concept report used the following sources:

- Market Study of The City of Troy
  Gem Realty Public Sector Services
- City of Troy Parking & Alley Study
  ME Companies
- City of Troy Comprehensive Plan
  Poggemeyer Design Group

TROY DOWNTOWN ENHANCEMENT PROJECT

MARKET DEMOGRAPHICS SUMMARY REPORT

TROY, OHIO

Based on Gem Realty Study Dated 8/29/03

April 8, 2004

Category	Troy City	Concord Twp	Miami County	Comments
Population	22,094	27,385	99,343	
Households	9,233	10,967	38,927	
Ave. HH Size	2.38	2.44	2.52	
Families	5,883	7,500	28,116	
Housing Units	9,580	11,618	41,078	
Race				
White	91.1%	91.9%	95.7%	
Black	2.7%	4.2%	2.0%	
Asian	3.2%	1.9%	1.3%	
Other	3.0%	2.8%	2.0%	
Median Age	35.6	36.8	38.1	
Male Median Age	33.6	35.0	36.6	
Female Median Age	37.7	38.6	39.5	
Per Capita Income	$ 21,255	$ 24,199	$ 23,690	
Ave. HH Income	$ 49,668	$ 58,271	$ 59,018	
Med. HH Income	$ 41,687	$ 42,450	$ 46,730	
Med. Family HH Income	$ 52,186	$ 56,213	$ 56,067	
Ave. HH Wealth	$ 153,535	$ 178,795	$ 188,950	
Med HH Wealth	$ 76,814	$ 94,727	$ 109,259	
Education Attainment				
25+ some college & above	40.9%	44.4%	38.1%	
Owner Occupied Housing Units	5,413	7,209	28,163	
	56.5%	62.1%	68.8%	
Renter occupied housing units	3,584	3,758	10,774	
	37.4%	32.3%	21.4%	
Med. owner occupied housing value	$ 91,086	$ 100,186	$ 98,617	
Gross Rent:				
$ 600-749	163 (5.9%)	166 (5.7%)	431 (4.9%)	
$ 750-999	17 (0.6%)	17 (0.6%)	62 (0.7%)	
$ 1000+	18 (7.0%)	27 (9.0%)	43 (5.0%)	

Notes: