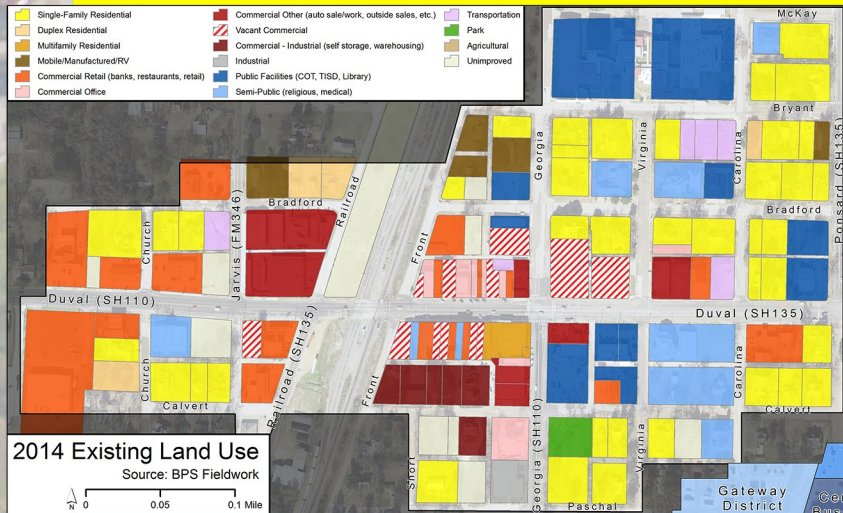
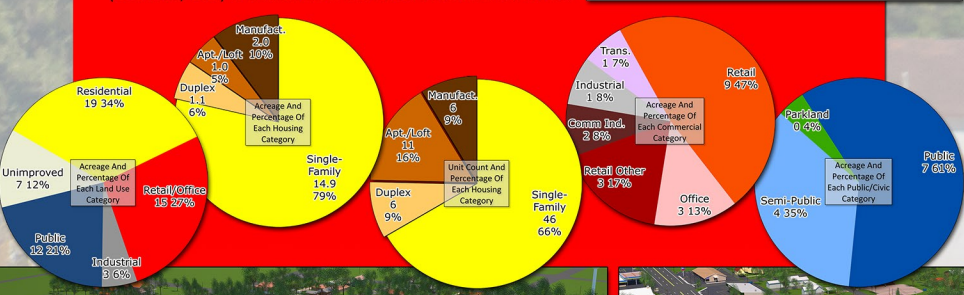
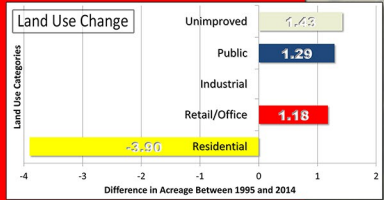


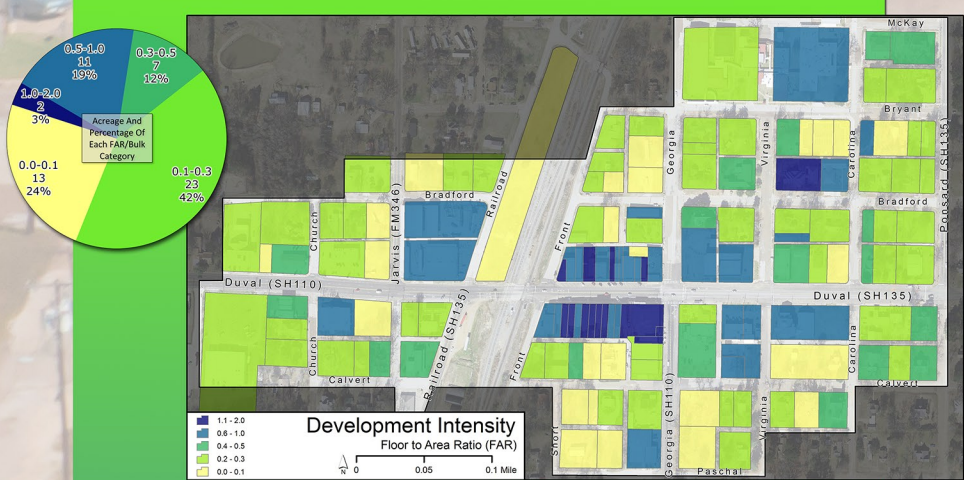
# Land Use



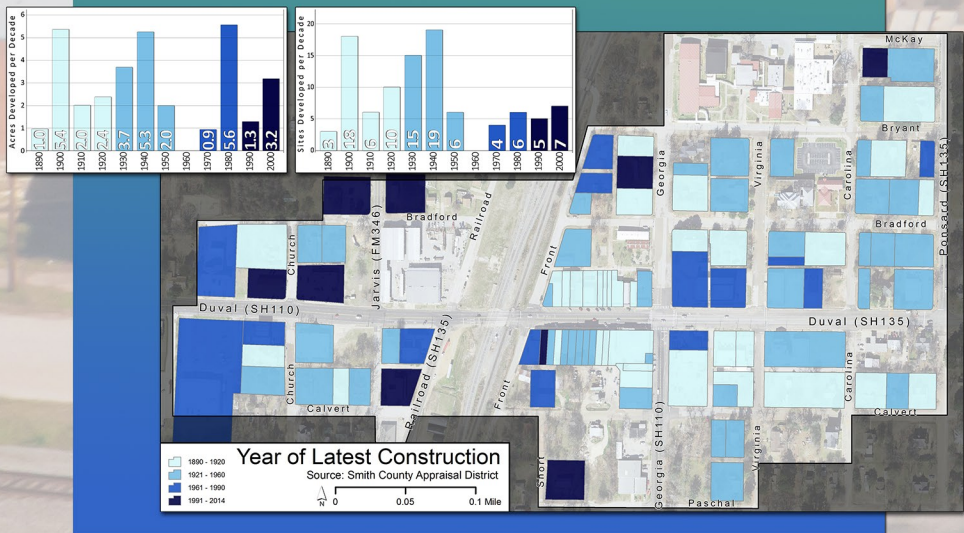
- Top 2 land use categories: residential (34%) & retail/office (27%)
- There is minimal mixed-use in the CBD. Vacant retail hurts Duval.
- Single-family dominates housing acreage (79%), but only accounts for 66% of all units. Several houses are historic.
- A few left apartments are found in the CBD. Downtown has potential for residential market diversification & growth.
- Retail tops commercial, split between big-box & 'downtown'.
- Office sector expansion would help demand for retail & lots.
- Several parks exist on the CBD edge, but relaxation space (benches, etc.) is a bit below the ideal standard on Duval.



# Construction



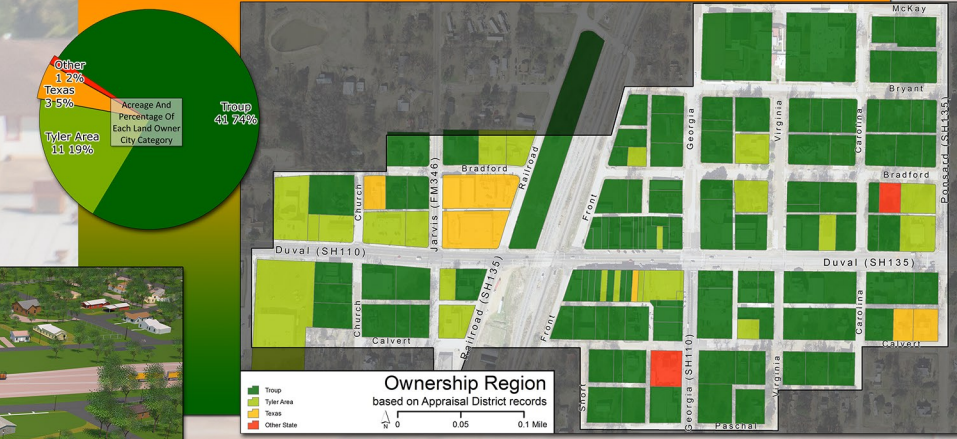
- FAR: Floor to Area Ratio. FAR is the area of all built floors divided by the lot's area.
- Ex: a 1-story building covering its whole lot would have an FAR of 1.0. If it were a 2-story building on the same lot, FAR would be 2.0. FAR is acreage independent, so the same FARs on different size sites have matching relative intensity impacts on nearby lots.
- When FAR is too low, buildings cannot hold enough employees & customers to reach critical mass. FARs that are too high bring excessive traffic & stress civic infrastructure.
- Troup's most common FAR category is 0.1-0.3, meaning 30% lot coverage at one story. The CBD has the highest average FARs.
- Last construction year (below) is derived from Smith County appraisal data, & was updated by the Troup Historical Society.
- The CBD has many historic buildings. Duval's south frontage tends to be a few decades younger due to a fire that destroyed that side of the street. The CBD is dominated by structures constructed prior to the 1950s.
- Many large properties were developed in the 1980s (Brookshire's, Troup Bank & Trust, etc.).
- The Total Acreage chart skews younger thanks to larger project sizes during the 1980s-2010s. Average building age is newest for properties elsewhere in Troup.



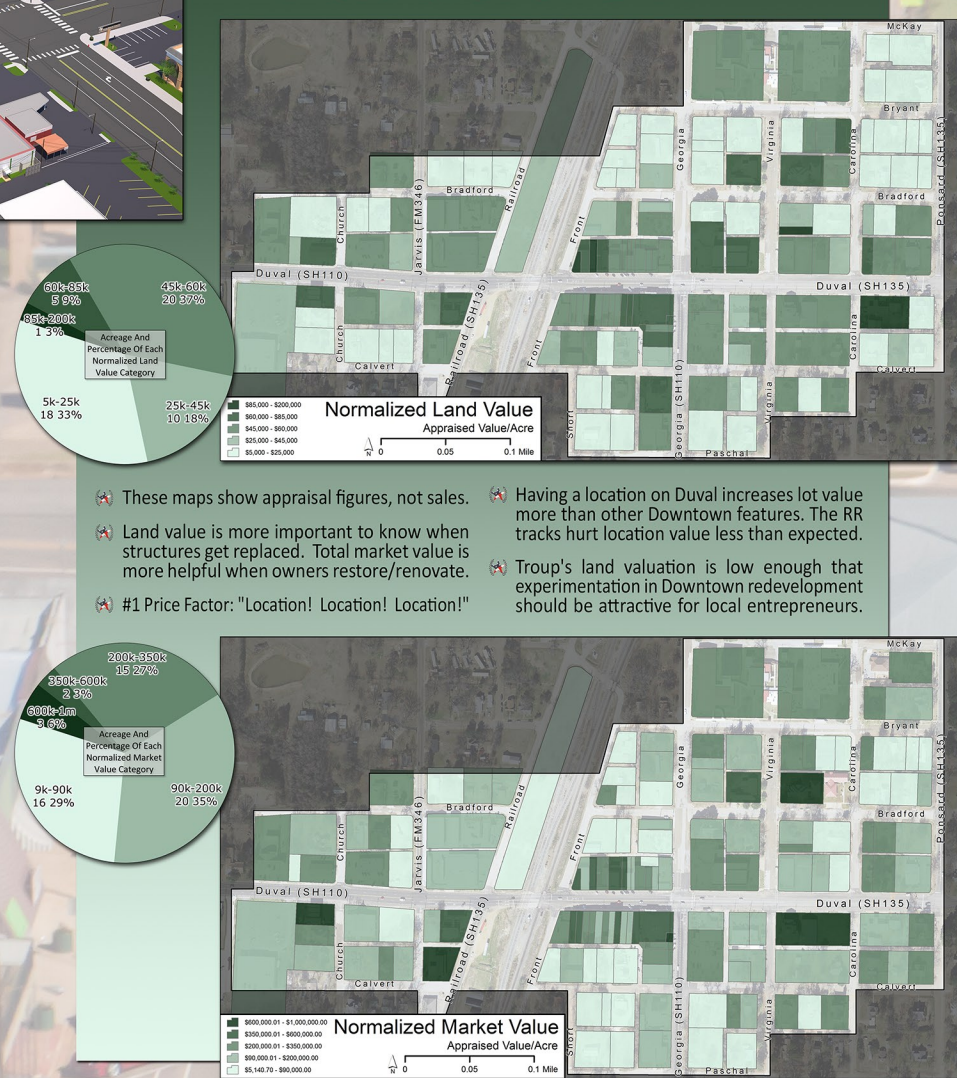
# Ownership



- Downtown currently has a good mix of owner sizes. Too many small-lot owners in a district can fragment redevelopment, but apathetic large owners can slow organized efforts also.
- Owner region is mapped using the official tax roll.
- TSD is the largest overall owner, with several holdings in the northeast. Brookshire's has a large consolidated parcel, while the City owns several small lots spread around Downtown.
- Absentee owners can delay or block redevelopment.
- Owner region is mapped using the official tax roll.
- About 1/4 of Downtown lots are owned by Troup residents, with Tyler ownership close behind. Two land holders are out of state.

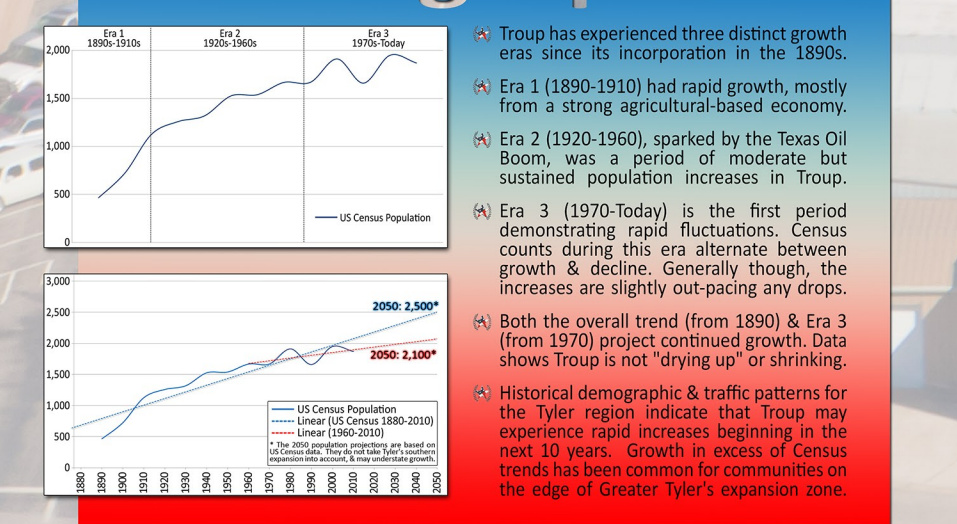


# Valuation



- These maps show appraisal figures, not sales.
- Land value is more important to know when structures get replaced. Total market value is more helpful when owners restore/renovate.
- #1 Price Factor: "Location! Location! Location!"
- Having a location on Duval increases lot value more than other Downtown features. The RR tracks hurt location value less than expected.
- Troup's land valuation is low enough that experimentation in Downtown redevelopment should be attractive for local entrepreneurs.

# Demographics



- Troup has experienced three distinct growth eras since its incorporation in the 1890s.
- Era 1 (1890-1910) had rapid growth, mostly from a strong agricultural-based economy.
- Era 2 (1920-1960), sparked by the Texas Oil Boom, was a period of moderate but sustained population increases in Troup.
- Era 3 (1970-2010) is the first period demonstrating rapid fluctuations. Census counts during this era alternate between growth & decline. Generally though, the increases are slightly out-pacing any drops.
- Both the overall trend (from 1890) & Era 3 (from 1970) project continued growth. Data shows Troup is not 'drying up' or shrinking.
- Historical demographic & traffic patterns for the Tyler region indicate that Troup may experience rapid increases beginning in the next 10 years. Growth in excess of Census trends has been common for communities on the edge of Greater Tyler's expansion zone.

# Buildings & Streetscape In Context



- Terrain, traffic, & parked vehicles were intentionally omitted from these Troup renderings. That lets readers focus on the vital questions of land use, building design, & layout.
- The CBD has a strong downtown feel. However, the average floor count may prove too low to achieve retail/office critical mass & psychologically help pedestrian comfort on these very busy roads.
- Increasing human street activity is an easy boost to CBD vitality. Lively sidewalks with restaurant seating, catchy store displays, & walkable designs can entice traveling customers & reduce crime.
- Street/parking layout are just as critical as building design. Efficiency/safety is paramount, but major reductions to sidewalk width or street parking would damage the character of Downtown Troup.



- Civic has a lot of mixing with unusual types. For example, single-family homes are not inherently compatible with intense commercial & public buildings. However, residential on the CBD's edge should thrive with a few changes to zoning.
- Civic District setbacks/heights are varied. If new single-family is encouraged, two-story historic styles (with some yard area shifted from front to back) could improve consistency, while calming traffic & boosting neighborhood interaction.
- Neighboring low-density homes & busy buildings can degrade each other's value, but participants brought up a lack of home quantity & variety. So, the Civic District is perfect for brownstones, higher density single-family, & heritage tourism lodging.
- Single-family mixed-use can work, but planning is key because some types & uses are incompatible.
- Civic District blocks near the CBD should encourage uses that mutually strengthen both neighborhoods.



- The Gateway has two distinctive atmospheres & customer access modes. Sites like Brookshire's understandably focus on cars over pedestrians. However, Downtown proximity offers the potential for both modes after private site redevelopment.
- Reducing parking convenience/count could be a problem, but improvements are possible. "Fresh by Brookshire's" is very pedestrian friendly. The building is near the road, most of the parking is in the rear, & restaurant tables line the sidewalk.
- Kilgore Bank & Harry's Building Supply are both found along the CBD's edge. They have very different architecture, but each one serves both vehicles & pedestrians. Parking location & putting the building near the street are key for both.
- Gateway District homes are mostly separated from retail. Attractive/modern apartments for residents like new teachers or downsizing seniors were citizen suggestions. As with retail, new multifamily must fully serve both pedestrian & vehicle access.

# Proximity & Size



- Participants mentioned a perceived lack of buildable land, & reaching economic critical mass at 1-3 stories will certainly require some expansion. However, ample space is available. Four prominent buildings from Downtown Tyler's Square (BOA, KUTV, Smith Co. Court, etc.) would fit in Troup's CBD.
- The Downtown Tyler building rendering also explores the impact of future structure height in Troup. Skyscrapers are clearly out of place, bringing shadow & sound problems. However, the scale of the 6-3 story courthouse might be acceptable depending on streetscape context & how that height relates to existing buildings.
- This rendering puts the South Tyler (Hwy 110) Walmart & parking lot into Troup's CBD, to compare walking distance from cars to doors.
- Adding walking time from CBD stores to parking is worrisome, because new off-street lots could be located behind Duval fronting buildings.
- By using mid-block pedestrian alleys, at worst, "back" parking lots would place CBD shoppers closer to storefronts than the middle of Walmart's current lot. Enhanced streetscape could make the walk in Troup much more pleasant, with interesting visuals & overhead cover protecting pedestrians from elements.



- Compressed view renderings intentionally emphasize proximity, to make points about compatibility & transitions between districts.
- This west facing compressed rendering shows land use on nine blocks along Duval, & encompasses all three Downtown districts.
- Suburban retail, traditional main street commerce, a busy rail corridor, & single-family homes are all in tight quarters. Parking (on v. off-street) & drive lane layout are equally varied in this short span. Wayfinding & mutual economic benefits are both achievable goals of the larger Downtown redevelopment effort.
- Like Virginia above, most streets pass through at least two districts. In the rendering, church, government/educational, retail, & detached housing all exist within four blocks. That geographic closeness is an opportunity for each neighborhood to enhance the economic & community critical mass of the other one.
- By distance, walking should be frequent in & between districts. Pedestrian inappropriate streetscape, incompatible land use, & pockets of disrepair/blight all tend to hurt walkability. With limited space, impediments must be eliminated so that Troup's economics & demographics can support redevelopment.