









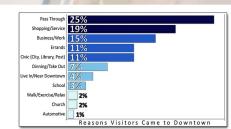






Reasons to Visit

post office feed by the parable automotive in the parable automotive i



- Downtown Troup. "Passing through" was the most frequent, but most of those also indicated they shopped, worked, & ran errands in Downtown too.
- (*) Keeping civic uses like the Library, City Hall, & Post Office in Downtown is vital based survey results.

Already Working

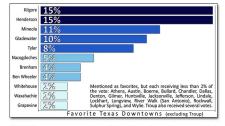
historic buildings small town atmosphere buildings building facades old town charm

stakeholders were asked what should never change in Downtown. The survey revealed most attachment

is for facades, & that is structure itself is expendible if it cannot be saved with a reasonalbe budget.

Other Downtowns

hometown feel landscaping around new businesses downtown decorations easy branching nightlife welcoming updated renovated park restaurants of park respectively festivals family activities white good brick streets shade where the park of the park respectively festivals family activities white good brick streets shade where the park of the pa



Strengths

troup history downtown shopping city hall/library

business owners

businesses people walkable layout

coor convenience walkable layout

istoric buildings local businesses charm room to expand drivers as customers friendliness

Opportunities

cbd critical mass cbd critical mass business diversification urban parkland more shopping cbd job growth lofts/mixed-use replace unsalvageable Strengths Opportunities

more restaurants entertainment festivals/parades expand up/ou expand up/out

renovate/press shopping the control of the control

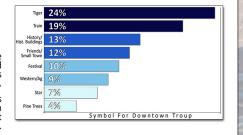
weekend/evening hours publicizing success customers from traffic hangout retail planning/goals lively streets

Downtown Symbol



(*) Tigers & trains were the most freqently mentioned Downtown symbols; others had strong support too. Culture & community values are harder to capture in logos or for marketing, but were popular as well.

(*) Troup must pick a symbol soon, because that design should be incorporated into streetscape, public art, & separate of the streetscape of the s economic/city development materials. A choice with enough recognition could even influence architecture.



restaurant options backing out theme/branding train tracks empty buildings appearance

business types rundown traffic sidewalks teen/kid options business range downtown anchor

businesses not supporting

traffic gridlock sidewalk decay economic stagnation shopping elsewhere retail migration parting shortage parting shortage regional competition buildings decline boarded up/run down vagrants/drug use bad impressions

Weaknesses

Threats