



The Greens of Troy; A “Setting For Success”!



Bradley Smith Drive is promising to be a “Prestige Address”. It has become the main north-south connector in Troy, accessing both ends of Troy’s population and feeding on two Interstate Exchanges. With each new business, it gets better, and now. The signalized intersection is the 1st “east of the bridge” as ruled by IDOT. As of early 2019, two businesses are already expanding...Learn2Grow and Aspen Creek, and Serenade is about to break ground.

It’s becoming a “Center for Services”...a gathering of service-businesses. Patrons say they like that idea.

- Most users of services are destination centered...they target the business they want to visit, gleaned from the yellow pages and internet or from a referral. They get off of the busy main street of businesses, therefore, and go into the center, where they can find that destination with slower traffic, with more time and comfort to search for signs and numbers until they zero in on their target. Meanwhile, they do observe other service-businesses, so become generally familiar, and so making return trips easier.

Troy’s demographic data itself is encouraging; It’s growing nicely with a great school district and quality of life that are basic attractions. And Troy, (along with Edwardsville/Glen Carbon) are the only Madison County communities predicted to have significant ascending growth lines into the foreseeable future.

- We have several sets of demographic data available; if you have interest, please request.
- While the City of Troy has more than 10,000 residents, another 5,000+ live outside the city but still in zip code 62294! And the incomes are among the higher end in all of SW Illinois. The “rural living” circumstance is fact.

The unique setting among Interstates makes it easy for others to get to Troy, too, especially to Bradley Smith Drive. Demographic data states there are 36,000 living within a 5 mile circle, 137,000 within 10 miles.