

Parksley Downtown Revitalization: Get On Board!

Parksley Downtown Revitalization Project Management Team Meeting Minutes
September 6, 2018
Town Office, Parksley, VA

Management Team Members Present:

Wayne Marshall Jr., Mayor
Letitia Greer, Town of Parksley
Frank Russell, Town Council
Ellen Johnson, ES Railway Museum
Paul Muhly, Accomack County Supervisor
Cara Burton, ES Public Library
Billy Graham, Business Owner
Kathi McKorkle, Resident
Dana Bundick, Resident

Other Attendees Present:

Dan Matthews, Town Council
Doug Ellis, DHCD
Marilynn Wohlrab, Business Owner
Julie Nash, Resident
Curt Smith, A-NPDC
Clara Vaughn, A-NPDC

Management Team Members Absent:

Elaine Meil, A-NPDC
John Aigner, A-NPDC
Mark Bowden, Accomack County
Harris Phillips, Business Owner/Acc. Co.
Supervisor
Tim Valentine, Business Owner

The meeting was called to order at 5:33 pm.

Curt Smith initiated introductions and followed with a review of the agenda.

Minutes of August 2, 2018

No edits were suggested to the meeting minutes.

Staff Update

Committee Attendance Record –

The attendance record was presented.

Economic Restructuring Plan (ERP)

Project Logo—

Curt presented edits to the draft Parksley Town Logo suggested by Staci Martin, of the Virginia Tourism Commission. Attendees supported adding “VA” behind “Parksley” in the logo and otherwise accepting the design as-is. The font size of “Est. 1885” may need to be altered to be legible in all formats. An anonymous graphic designer supportive of Parksley completed the logo design pro bono.

Updates on ERP Project Progress—

The following activities were reported as progress towards implementation of the ERP since the August meeting. These activities will be reported to DHCD to demonstrate that the group is working diligently to implement the ERP:

- The Parksley Town website is complete.
- The Historic Walking Tour brochure is complete and has been printed and distributed. The brochure will be posted online.
- The pickle ball courts have been sealed and will be painted.
- The alleyway adjacent to Club Car Café has been cleaned out.
- The Parksley Art Gallery façade work is complete.
- Rail car improvements are anticipated at the end of September/early October.

Participants were reminded to track all downtown revitalization expenditures, including for the Parksley Fall Festival, as match for CDBG grant and façade improvement funding. Doug clarified that decorative pavers are eligible for CBDG grant funding, but non-permanent structures such as banners are not.

Physical Improvement Plan

Downtown Revitalization Project Mapping Session—

To create a conceptual map (attached) depicting locations of projects already selected for Parksley’s Physical Improvement Plan, attendees identified preferred locations for many, but not all, desired projects. The map will be presented for consideration by the Town Council, during public hearings, and to guide the project engineer during preliminary engineering design. Large potential projects and their preferred location in the downtown district were mapped first:

Identified Priority Project	Preliminary Preferred Location	Comments/Concerns
Public Stage	In parking lot, roughly between railway museum and farmer’s market	- Must consider egress for emergency situations - Must have adequate electrical capabilities for concerts - Convert blighted parking lot to grassy area
Authentic Railcar	Adjacent to current gazebo	To be used for small business
Railcar Kit(s)	Adjacent to current gazebo or across the parking lot in grass by railroad	To be used for lodging or business. To be competitive, must show a plan to attract business owners
Water Fountain/ Splash Pad	In current gazebo area	
Playground Equipment	<i>(Not identified)</i>	

Informational Kiosk	Current gazebo area	
Public Outdoor Art Displays	Jaxon's Russell's Bridal, and Parksley Art Gallery façades	Sculptures, signs, etc.
Upgraded Pedestrian Corridor	Vacant parcels along Dunne Avenue connecting to library	
ADDED: Convert Parking Lot to Grassy Area	Blighted parking lot from farmer's market to railway museum	Building must be a grant participant

After mapping larger downtown improvement projects, attendees identified preferred locations for smaller projects around them:

Identified Priority Project	Preliminary Preferred Location	Comments/Concerns
Build New Sidewalks	-Cassatt Ave between Mary & Adelaide Streets -Adelaide St between Cassatt & Browne Ave -From Cassatt Ave through new grassy area to farmer's market	
Enhance Existing Sidewalks	<i>(Not identified)</i>	
Establish New Crosswalks	-Four-way crosswalk at Cassatt Ave & Bennett St -Cassatt Ave at Catherine St -Cassatt Ave at Mary St	
Traffic Calming Techniques on Roads	Roadway between library & Dunne Ave	
ADDED: Establish Additional Parking	In parcel behind gas station and/or beside old shirt factory	
Wayfinding Signage	-Corner of Bennett St & Dunne Ave -Intersection of Bennett St & library parking lot -Corner of Cassatt Ave & Adelaide St	
Historical Interpretive Signage	-New grassy area by farmer's market/new stage --Former ballfield	
Unique Projected Lighting	On water tower	<i>Outside of downtown area & wasn't mapped</i>
Upgrade Existing Street Lighting	-Vacant parcel adjacent to Club Car Café -Bennett St side of Jaxon's	

Install Decorative Banners or Flags on Light Posts	(Not identified)	
New Landscaping	(Not identified)	
Repaint Existing Crosswalks & Curbs	(Not identified)	
Vehicle Charging Stations	Near police station or in library parking lot	

A map depicting desired locations for the above projects is attached to the end of the meeting minutes.

Doug noted it would be beneficial to bring a bank to Parksley; that the old shirt factory building must be addressed; and that any business improvements made must be permanent or semi-permanent to be eligible for grant funding.

Blight Identification and Removal or Remediation Plan Report -

Mayor Marshall approved creation of a Downtown Blight Working Group comprised of Ellen Johnson, Paul Muhly and Dan Matthews to meet the following day to revisit and finalize the list of blighted buildings created in 2017. Given the grants’ high priority of reducing blight, Doug suggested creating tiers of “low,” “moderate,” and “high” blighted buildings to expand the range of structures that would be considered blighted for grant funding. The Working Group is to present an updated list of physical blight classifications to Town Council for consideration during its meeting on September 10. Once the update is finalized, ANPDC staff and Committee members will commence on soliciting participation in the Façade Improvement Program for eligible property owners. Curt further explained that a request has been submitted to County building staff to conduct structural inspections of all properties deemed to be blighted and provide cost estimates for needed rehabilitation.

Schedule, next steps, and project responsibilities

The Town and A-NPDC staff planned to arrange for Parksley Town Council to consider scheduling the first of two required public hearings during the regular Town Council meeting on October 8, 2018.

The meeting adjourned at 7:47 pm.

Post-Meeting Action Items

- Find out if Tesla provides funding for electric car charging stations. Research who pays for the electricity used at charging stations.
- Identify blighted buildings and adopt a remediation plan.
- Conduct structural inspections, secure cost estimates, and ensure a plan is in place to certify remediation is complete.
- FIP solicitations.

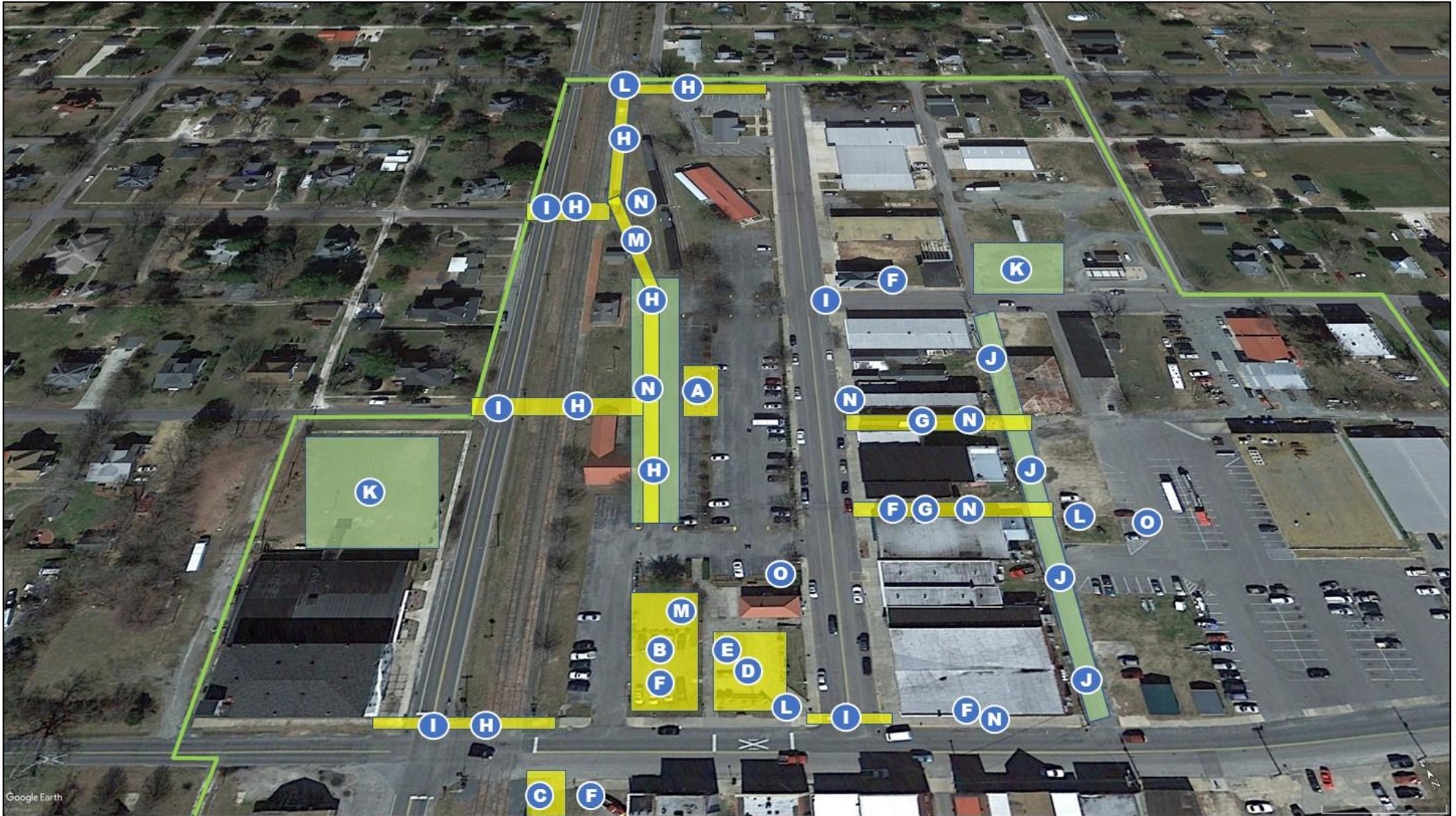
- Put out bid for Request for Design from engineers and select an architect.
- Arrange and prepare for two public hearings following selection of engineer, prior to Town Council approval of final project and budgets. The first meeting is in motion to be scheduled during the regular Parksley Town Council meeting Oct. 8.

Figure 1 – Preliminary Conceptual Projects for Entire Downtown Parksley Area



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|---|---|---|----------------------------|
| A Public Stage | F Public Outdoor Art (sculptures, signs, etc.) | K Establish Additional Parking | — Downtown Boundary |
| B Authentic Railcar (for small business) | G Upgraded Pedestrian Corridor | L Wayfinding Signage | |
| C Railcar Kit(s) (for lodging or business) | H Build New Sidewalks | M Historic Interpretive Signage | |
| D Water Fountain/Splash Pad | I Establish New Crosswalks | N Upgrade Existing Street Lighting | |
| E Informational Kiosk | J Traffic Calming Techniques On Roads | O Electric Vehicle Charging Stations | |

Figure 2 – Preliminary Conceptual Projects for Parksley Town Square Area



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|---|---|---|---|
| A Public Stage | F Public Outdoor Art (sculptures, signs, etc.) | K Establish Additional Parking |  Downtown Boundary |
| B Authentic Railcar (for small business) | G Upgraded Pedestrian Corridor | L Wayfinding Signage | |
| C Railcar Kit(s) (for lodging or business) | H Build New Sidewalks | M Historic Interpretive Signage | |
| D Water Fountain/Splash Pad | I Establish New Crosswalks | N Upgrade Existing Street Lighting | |
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