

Parksley Downtown Revitalization: Get On Board!

Parksley Downtown Revitalization Project Management Team Meeting Minutes
November 1, 2018
Town Office, Parksley, VA

Management Team Members Present:

Letitia Greer, Town of Parksley
Frank Russell, Town Council
Ellen Johnson, ES Railway Museum
Cara Burton, ES Public Library
Harris Phillips, Business Owner/Acc. Co. Supervisor

Management Team Members Absent:

Wayne Marshall Jr., Mayor
Paul Muhly, Accomack County Supervisor
Mark Bowden, Accomack County
Billy Graham, Business Owner
Dana Bundick, Resident
Elaine Meil, A-NPDC
John Aigner, A-NPDC
Tim Valentine, Business Owner

Other Attendees Present:

Dan Matthews, Town Council
Janice Hart, Business Owner
Marilynn Wohlrab, Business Owner
Donna Phillips, Business Owner
Jeff Stauffer, Taste of Eden Farmers Market
Ariel Stauffer, Taste of Eden Farmers Market
Betty Farley, Resident
Kathi McKorkle, Resident
Curt Smith, A-NPDC
Clara Vaughn, A-NPDC

The meeting was called to order at 5:31 pm.

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

Minutes of October 4, 2018

No edits were suggested to the meeting minutes.

Staff Update

Committee Attendance Record –

The attendance record was presented.

Action Items

- Committee members should upload examples of desired improvement projects to the online working document as soon as possible.
- Research the cost of installing a vehicle charging station, assuming Tesla does not provide one free of cost to the Town.
- Add flower shop to the list of blighted buildings.
- Go door-to-door to solicit commitment from 28 eligible properties to participate in the Façade Improvement Program.

- When drafting the grant application, include language explaining why crosswalks were not installed to improve access to some downtown businesses. Upgrades necessary to meet ADA standards would be costly and are limiting factors.

Economic Restructuring Plan (ERP)

Updates on ERP Project Progress –

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

- Flower shop façade is being painted.
- Pickleball court work is underway.

Participants were reminded to track all downtown revitalization expenditures as match for CDBG grant and Façade Improvement funding.

Physical Improvement Plan

Downtown Revitalization Projects Continued Development –

Curt presented an online working document available to flesh out specific projects that are part of overall downtown revitalization:

- **Parking:** Some attendees expressed concerns about losing parking spaces to proposed improvements, especially the impact this would have on patrons with limited mobility.
 - Members agreed to flag this as a concern without altering the existing conceptual plan.
- **Crosswalks:** Cara Burton suggested adding a crosswalk at Jaxon's; however, this would require expensive upgrades from VDOT to make existing sidewalks ADA compliant. She suggested adding this explanation to the grant application to clarify why access to certain businesses was not factored into the plan.
- **Stage:** Committee members suggested an open plan to maintain visibility of downtown and an elevated stage to prevent visitors from parking in the stage area. Other suggestions include using a railcar as a backdrop.
- **Authentic Railcar:** Committee members expressed the preference for an authentic railcar over a kit.
- **New Sidewalks:** Frank Russell agreed the sidewalk in front of his property is not a top priority.
- **Traffic Calming:** Waiting to hear VDOT recommendations.
- **Vehicle Charging Station:** Curt learned that Kiptopeke State Park is planning to get a Tesla charging station, so the likelihood of getting a charging station fully financed by Tesla has decreased.

Façade Improvement Program –

Participation from as many of the 28 eligible properties is needed.

- Each business owner who commits to the program is eligible for up to \$15,000 for improvements, at a 1:1 match. Receipts dating back as far as to 2 years are eligible as match. Businesses have 5 years from the time the grant initiates to use these matching

funds. Matching funds may be used on either the interior or exterior improvement; however, grant funds must be used on exterior improvements only.

- The flower shop will be added to the list of Parksley's blighted buildings.
- Property P13 (Violet's Stitches & Specialties, Marilyn Wohlrab) will be added to the list of eligible Façade Improvement Projects, due to necessary brick work.

Physical Improvement Plan Consultant Hiring –

Two proposals were received in response to the RFP and are being reviewed and scored.

- The consultant will, over about a one-month period, finalize the proposed improvement projects map; create street view conceptual drawings for DHCD grant-eligible projects; and create renderings of two downtown properties eligible for the Façade Improvement Program

Next Steps and Action Items

- A public hearing has been scheduled for November 12 during the Town Council meeting to solicit feedback on project progress to date. The Committee will consider all comments received during its next meeting on December 6. During the December Committee a final decision will need to be reached regarding which properties and projects will be prioritized by the hired consultant. A second public hearing will be scheduled for January upon completion of the consultant's work to solicit public comment on the designed priority projects.
- Committee members should upload examples of desired improvement projects to the online working document as soon as possible.
- Research the cost of installing a vehicle charging station, assuming Tesla does not provide one free of cost to the Town.
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- Go door-to-door to solicit commitment from 28 eligible properties to participate in the Façade Improvement Program.
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Adjournment

The meeting was adjourned at 7:20 p.m.