

Get On Board!

Parksley Downtown Revitalization Project Management Committee Meeting

October 4, 2018
5:30 – 7:30 p.m.
Town Office, Parksley



MEETING AGENDA

1. Call to Order
2. Minutes of the September 6, 2018 Meeting
3. Committee Attendance Record
4. Economic Restructuring Plan
 - Updates on ERP Project Progress – *Participants will provide updates on projects listed in the ERP*
5. Physical Improvement Plan
 - Downtown Revitalization Projects: Continued Development
 - Blight Identification and Removal or Remediation Plan Report
 - Façade Improvement Program Guidelines Report
 - Physical Improvement Plan Consultant Hiring
6. Discuss schedule, next steps, and responsibilities for project
7. Adjourn

Community Vision Statement:

Parksley is a historic railroad town centrally located to water-access and regional attractions on Virginia's Eastern Shore. The walkable town square offers unique shops, restaurants, museums, memorials, and a year-round Farmers Market. Victorian homes dot the town's tree-lined streets. A state-of-the-art library and cultural center provide modern conveniences and genealogy research activities. Parksley's historic charm and Southern hospitality make it a great place to live, work, and play.

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
Dana Bundick, Resident

Other Attendees Present:

Kathi McKorkle, Resident
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 CDBG 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	<ul style="list-style-type: none"> - 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	<i>(Not identified)</i>	
New Landscaping	<i>(Not identified)</i>	
Repaint Existing Crosswalks & Curbs	<i>(Not identified)</i>	
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

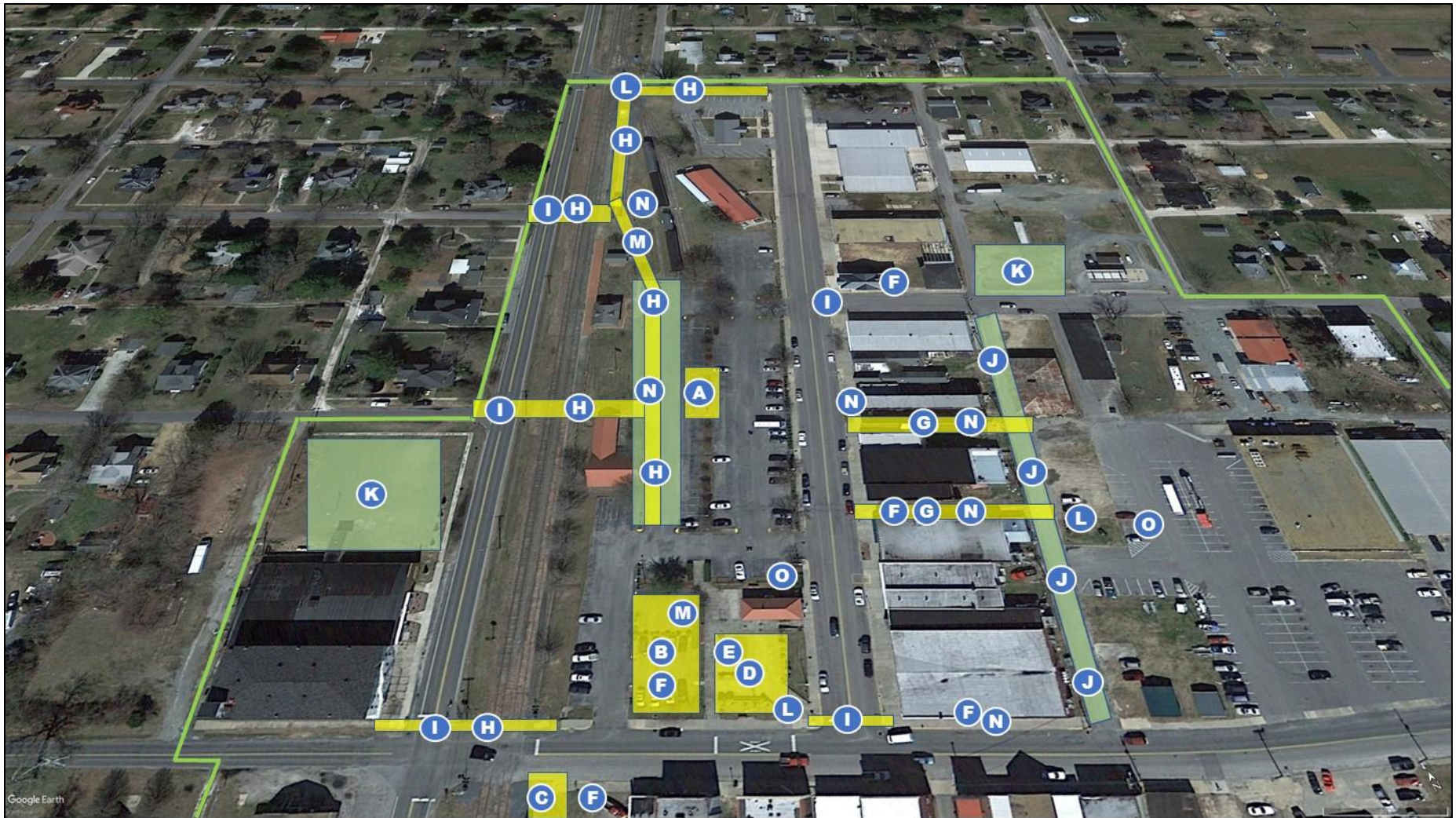
- Find out if Tesla provides funding for electric car charging stations. Research who pays for the electricity used at charging stations.
- Identify blighted buildings and adopt a remediation plan.
- Conduct structural inspections, secure cost estimates, and ensure a plan is in place to certify remediation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



- | | | | |
|---|---|---|----------------------------|
| 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



- | | | | |
|---|---|---|----------------------------|
| 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 | |

Parksley Downtown Revitalization Project Management Team ***ATTENDANCE RECORD***

<i>Project Management Team Members</i>								
MEMBER (AFFILIATION)	SEP '17	NOV '17	DEC '17	FEB '18	MAR '18	MAY '18	AUG '18	SEP '18
John Aigner (A-NPDC)	X							
Mark Bowden (Accomack County)								
Dana Bundick (Resident)	X	X	X		X	X	X	X
Cara Burton (ES Public Library)	X	X	X	X		X		X
Jim Eichelberger (Town of Parksley)	X	NA	NA	NA	NA	NA	NA	NA
Billy Graham (Business Owner)		X						X
Letitia Greer (Town of Parksley)	X				X		X	X
Ellen Johnson (ES Railway Museum)		X	X			X	X	X
Wayne Marshall (Town of Parksley)		X	X	X	X		X	X
Elaine Meil (A-NPDC)								
Paul Muhly (Accomack County)		X	X	X	X	X	X	X
Harris Phillips (Accomack Co./Business Owner)	X	X	X		X			
Frank Russell (Town of Parksley/Business Owner)					X		X	X
Tim Valentine (Business Owner)	X	X	X		X			
<i>Other Participants</i>								
Kerry Allison (ES Tourism Commission)			X					
John Bates (ES Railway Museum)						X		
Diane Bendix (ES Railway Museum)						X		
Denise Bernard (Town of Parksley)	X							
Kellee Blake (Accomack Co. Resident)							X	
Jen Davis (The Nature Conservancy)	X							
Doug Ellis (VDHCD)					X			X
Betty Farley (Resident)		X	X	X	X	X		
Janice Hart (Business Owner)			X					
Shirley Johnson (Resident)			X					
Alex Joyner (United Methodist Church)		X						
Donald Kilmon (Business Owner)					X			
Laura Kilmon (Business Owner)					X			
Kay Lewis (Resident)			X					
Dan Matthews (Town of Parksley)		X	X	X	X		X	X
Ron Matthews (Interested Stakeholder)	X							
Kathi McKorkle (Resident)		X	X		X	X	X	X
Julie Nash (Town of Parksley)				X		X		X
John Parks (Town of Parksley)		X	X					
Robert Peters (ES Railway Museum)						X		
Donna Phillips (Business Owner)		X	X					
Deborah Russell (Business Owner)							X	
Jason Sams (VDHCD)	X							
Mike Shreves (Resident)							X	
Joe Stalgatis (Business Owner)					X			
Marilynn Wohlrab (Business Owner)							X	X
Total Meeting Attendance:	11	14	15	6	14	10	12	13

- Indicates Not a Member X Indicates Member Present NA Indicates Not Applicable



A-NPDC

ACCOMACK-NORTHAMPTON PLANNING DISTRICT COMMISSION
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 WEBSITE: www.a-npdc.org

MEMORANDUM

TO: Parksley Downtown Revitalization Project Management Committee

FROM: Curt Smith
 Director of Planning
 Accomack-Northampton Planning District Commission

DATE: September 27, 2018

SUBJECT: Economic Restructuring Plan

Updates on ERP Project Progress

Staff requests updates regarding progress recently made on projects and strategies identified in the draft ERP.

Updates received since the ERP action plans were approved by Town Council in April are as follows:

Update	Date Update Provided
Flyers on upcoming events taking place in Parksley during May and June have been prepared and distributed – Library, Town Office, etc.	May, 2018
Historic Coca Cola street art completed	August, 2018
Jaxon’s façade painted	August, 2018
Railroad tracks cleaned and maintained	August, 2018
Bridal shop named Best Bridal Shop by Virginia Living Magazine	August, 2018
Town entrance sign re-landscaped	August, 2018
Blight removal at former grocery store	August, 2018
Rail car improvements anticipated in September/October	August, 2018
Parksley Festival returns Oct. 6	August, 2018
Pickle ball courts completed in Town Park.	September, 2018
Town Municipal Website redevelopment completed.	September, 2018
Historic Walking Tour brochure is complete and has been printed and distributed. The brochure will be published online.	September, 2018
Alleyway blighted items adjacent to Club Car Café have been cleaned out.	September, 2018
Parksley Art Gallery façade work is complete.	September, 2018



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MEMORANDUM

TO: Parksley Downtown Revitalization Project Management Committee

FROM: Curt Smith
Director of Planning
Accomack-Northampton Planning District Commission

DATE: September 4, 2018

SUBJECT: Physical Improvement Plan

Downtown Revitalization Projects – Continued Development

Staff will lead a facilitated process to identify additional details for the projects identified during the September 2018 meeting. Participants will draw locations of the various projects on large printed maps. The objective of the session is to incorporate additional details into the Physical Improvement Plan and conceptual map for consideration by the Town Council, during public hearing, and to guide the project engineer for preliminary engineering design.

The list of prospective downtown revitalization projects identified during the September meeting is summarized in Table 1 below.

Before working towards completing Table 1, the Committee is asked to consider several projects that were not included on the map during the September meeting. Specifically, should the following previously prioritized projects be included or omitted from the Physical Improvement Plan?

- i. Playground Equipment
- ii. Enhance Existing Sidewalks
- iii. Install Decorative Banners or Flags on Light Posts
- iv. New Landscaping
- v. Repaint Existing Crosswalks & Curbs

The Committee and other participants are asked to bring relevant examples and cost estimates for each project to the meeting for consideration.

TABLE 1 – Downtown Revitalization Projects and Costs

<u>Project ID***</u>	<u>Description</u>	<u>Total Cost</u>	<u>CDBG Funds</u>	<u>Non-CDBG Funds</u>	<u>Non-CDBG Source</u>
A	Public Stage				
B	Authentic Railcar (for small business)				
C	Railcar Kit(s) (for lodging or business)				
D	Water Fountain/Splash Pad				
E	Informational Kiosk				
F	Public Outdoor Art (sculptures, signs, etc.)				
G	Upgraded Pedestrian Corridor				
H	Build New Sidewalks				
I	Establish New Crosswalks				
J	Traffic Calming on Roads				
K	Establish Additional Parking				
L	Wayfinding Signage				
M	Historic Interpretive Signage				
N	Upgrade Existing Street Lighting				
O	Electric Vehicle Charging Stations				

***see maps on pages 7 & 8

Blight Identification and Removal or Remediation Plan Report

All 40 properties determined to be physically blighted must be addressed by the Town with the two primary mechanisms being participation in the Façade Improvement Program and code enforcement. ANPDC Community Development Coordinator, John Aigner, conducted preliminary exterior inspections for potential structural deficiencies of all properties determined to be physically blighted on September 25. Table 2 summarizes the outcomes of this preliminary inspection.

TABLE 2 – Structural Integrity of Physically Blighted Properties

<u>Unique ID***</u>	<u>Property Name / Description</u>	<u>Address</u>	<u>Potential Structural Repairs Needed?</u>	<u>Inspection Notes</u>
P003	Former Shirt Factory	18554 Cassatt Ave.	YES	Likely roof leaking on Tshirt Factory that could cause major issues. Back building beside T-shirt Factory has wall bulging both in and out on back. Major structural issues
P007	Warehouse	NA	YES	Bowed roof and no foundation.
P008	White Storage Building	24248 Bennett St.	YES	Bowed roof. Foundation issues. Likely asbestos siding.
P009	Taqueria el Sol	24254 Bennett St.	NO	Add-on structure on back is suspect
P010	Former El Pequino Mexico	24256 Bennett St.	NO	None
P011	Vacant Upstairs	24258 Bennett St.	NO	None
P013	Violets Stitches and Specialty's	24266 Bennett St.	MAYBE	Front right corner has bricks approximately 8' up that are slightly bulging. May need to replace/reset 2-3 bricks to resolve issue.
P014	Jaxon's Hardware	24270 Bennett St.	NO	Vines on west side need removal. Mortar touch up needed on east side. Very back section of building with shorter roofline needs roof replacement (new sheathing and shingles).
P015	Caribbean Market	24276 Bennett St.	MAYBE	Slight bow and cracking along west wall. Loose and fallen bricks at top of west wall in one location towards back of building.
P016	CSB	24278 Bennett St.	NO	Shingles missing from roof. Wooden window sills on front are rotten. Vines on east side of building.
P017	Vacant Store	24280 Bennett St.	MAYBE	Add-on on south side of building has major structural issues. Likely roof concerns.
P019	Former Barbershop	24284 Bennett St.	MAYBE	Add-on on south side of building has major structural issues. Likely roof concerns.
P020	Appliance Repairs	24286 Bennett St.	YES	Major issues with large holes in roof and foundation. Accomack County building permit issued in July 2018.
P021	Paddock Auto	24296 Bennett St.	NO	None
P023	Former My Candle Garden	24356 Bennett St.	NO	Some minor sagging along roofline. No apparent major issues.
P030	Shore Transport Services Garage/Storage	24345 Bennett St.	NO	No major issues. Currently occupied and in use by Shore Transport Services. Consider changing blight classification of P031 to blighted or change P030 & P031 to not blighted.
P033	Eastern Shore Public Library	24313 Bennett St.	NO	None

<u>Unique ID***</u>	<u>Property Name / Description</u>	<u>Address</u>	<u>Potential Structural Repairs Needed?</u>	<u>Inspection Notes</u>
P038	Smoot's Auto Body	24308 Cooke St.	NO	None
P047	Family Dentistry	24277 Cooke St.	NO	None
P055	CSB	18469 Dunne Ave.	NO	None
P056	Manu's Express	18473 Dunne Ave.	MAYBE	Back addition is suspect with major roof sagging. Front wall suspect.
P057	American Legion	18475 Dunne Ave.	NO	None
P058	Former Bayside Rehab (for sale)	1877 Dunne Ave.	NO	None
P059	Russell's Formal and Bridal	18479 Dunne Ave.	NO	None
P061	Pierre Alternations Service	18483 Dunne Ave.	MAYBE	North and South Walls showing major cracks and some sagging/bulging around windows. Northwest corner needs further inspection where apparent bricks of different size are.
P062	Eastern Shore Art Association	18485 Dunne Ave.	NO	None
P063	Rail & Sail	18487 Dunne Ave	NO	None
P064	Visual Changes	18489 Dunne Ave.	YES OR MAYBE	Very complex situation on south wall. Need further engineer inspection and recommended solutions.
P065	Parksley Shake Shop	18491 Dunne Ave.	NO	None
P067	Club Car Café	18497 Dunne Ave.	NO	None
P068	Club Car (Eagle's Nest Lounge)	18501 Dunne Ave.	NO	None
P071	Jaxon's Department Store	18507 Dunne Ave.	NO	None
P073	Town Hall/Museum	18444 Dunne Ave.	NO	None
P075	Railcars	18444 Dunne Ave.	NO	None
P076	Farmers Market	18444 Dunne Ave.	NO	None
P077	Police Department/Bathrooms	18444 Dunne Ave.	NO	None
P078	Train Station	18444 Dunne Ave.	NO	None
P079	Train Maintenance Tool Shed	18444 Dunne Ave.	NO	None
P080	Train Guard Shed	18444 Dunne Ave.	NO	None

Three classifications were used: Potential Structural Repairs Not Needed, Potential Structural Repairs Possibly Needed, and Potential Structural Repairs Needed.

Four (possibly five) structures were identified as having obvious structural issues. These structures were not recommended for façade improvements due to potential structural issues obvious from preliminary exterior inspection alone.

Seven (possibly eight) structures were identified as needing further inspection to determine the current level of structural integrity. These structures may potentially be eligible for façade improvements should they be deemed structurally sound or they potentially may require structural repairs.

Twenty-eight structures did not have any apparent potential structural issues and would be eligible for the façade improvement program.

Staff are awaiting clarification regarding what DHCD will require of the Town with regards to the seven (possibly eight) structures determined to need additional and more in-depth inspections. The most likely scenarios are that the inspections would be required by Town ordinance using a non-CDBG funding source or CDBG grant funding could be allocated for the inspections.

For the 12 properties determined to potentially need structural work: 1) A consultant will need to complete preliminary designs and cost estimates for remediating this work or 2) In some cases, the Town could commit to enforcing demolition of blighted structures through adoption of the Blight Removal or Remediation Plan and accompanying Town ordinance. Either option must be completed during the current planning grant phase (before March 2019).

Facade Improvement Program Guidelines Report

ANPDC and Town Staff, Paul Muhly, Frank Russell and any other Committee members or willing parties will begin immediately working on contacting property owners of the 28 blighted properties to solicit participation in the FIP.

Physical Improvement Plan Consultant Hiring

ANPDC Staff plan to submit a draft Request for Proposals for technical assistance to complete all required items within the plan in the very near future. A consultant interview subcommittee will be needed to develop a scoring criterion, review and score proposals, and conduct interviews for the needed work.

Staff requests for 2-3 Committee members to volunteer to serve on a consultant interview subcommittee.