

Get On Board!

Parksley Downtown Revitalization Project Management Committee Meeting

September 6, 2018
5:30 – 7:30 p.m.
Town Office, Parksley



MEETING AGENDA

1. Call to Order
2. Minutes of the August 2, 2018 Meeting
3. Committee Attendance Record
4. Economic Restructuring Plan
 - Project Logo
 - Updates on ERP Project Progress – *Participants will provide updates on projects listed in the ERP*
5. Physical Improvement Plan
 - Downtown Revitalization Project Mapping Session – *Participants will draw locations of specific projects and the Committee will work to reach consensus on preferences which will be presented to Town Council for consideration*
 - Blight Identification and Removal or Remediation Plan Report – *The Committee will revisit blight designations from Spring 2017 and update as necessary*
 - Façade Improvement Program Guidelines Report –
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

August 2, 2018

Town Office, Parksley

Management Team Members Present:

Wayne Marshall Jr., Mayor
Frank Russell, Town Council
Ellen Johnson, ES Railway Museum
Paul Muhly, Accomack County Supervisor
Dana Bundick, Resident

Management Team Members Absent:

Cara Burton, ES Public Library
Elaine Meil, A-NPDC
John Aigner, A-NPDC
Mark Bowden, Accomack County
Harris Phillips, Business Owner/Acc. Co.
Supervisor
Tim Valentine, Business Owner
Billy Graham, Business Owner

Other Attendees Present:

Letitia Greer, Town of Parksley
Deborah Russell, Business Owner
Marilynn Wohlrab, Business Owner
Dan Matthews, Town Council
Kathi McKorkle, Resident
Kellee Blake, Resident
Mike Shreves, Resident
Curt Smith, A-NPDC
Clara Vaughn, A-NPDC

The meeting was called to order at 5:30 pm.

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

Minutes of May 8, 2018

No edits were suggested to the meeting minutes.

Staff Update

Committee Attendance Record –

The attendance record was presented.

CDBG Planning Grant Schedule Review -

Curt indicated that the project is on schedule but with much less time available to accommodate any further delays. Emphasis will be placed on completing the following activities before the grant application is completed:

- Finalizing the Façade Improvement Program guidelines and soliciting commitments from as many downtown property owners as possible;

- Finalizing the selection of downtown revitalization projects in order to be able to begin the process of hiring an engineer to conduct preliminary engineering design;
- Develop draft logos for “Parksley: There’s Only One” and “Parksley Downtown Revitalization: Get On Board!”;
- Identify sources of local match and solicit commitments;
- Prepare to hold two public hearings once an engineer is selected and prior to Town Council approving the final projects and budget for inclusion in the grant application; and
- Exploring additional projects and opportunities for inclusion in the grant application that will directly drive business vitality (e.g. establishing converted railcars for small business or overnight lodging use, etc.)

CDBG Planning Grant Budget Update -

Parksley and A-NPDC met several weeks ago, at which time they discussed available budget for preliminary design. Design will be capped at \$5,000, with any overages incurred by the Town. Ellen Johnson raised the possibility of university intern aiding in low- or no-cost design, if necessary.

Curt reported that he was assisting the Town to submit a request to Accomack County for permission to offer their contribution to the ES Public Library to count for local match on the CDBG application.

Economic Restructuring Plan (ERP)

Draft Marketing Strategy Report –

Two draft logos were developed by an anonymous graphic designer willing to support Parksley at no cost. One logo focused on the Town’s “There’s Only One!” tagline and the other was designed for the downtown revitalization project itself and featured the “Get On Board!” tagline. Discussion ensued and response to the logos was generally favorable. It was determined that the emphasis should be placed on creating a downtown revitalization project logo and that the design for the Town logo be altered to feature the “Get On Board!” tagline. It was agreed this and other minor suggestions related to color, etc. be proposed to the graphic designer. Curt will solicit the edits and email the updated logos to the Committee for vote prior to the September meeting.

Updates on ERP Project Progress –

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

- Historic Coca Cola street art completed
- Jaxon’s façade painted

- Railroad tracks cleaned and maintained
- Bridal shop named Best Bridal Shop by Virginia Living Magazine
- Town entrance sign re-landscaped
- Art gallery and second façade improvement project in progress
- Blight removal at former grocery store

Furthermore, this Fall:

- Rail car improvements anticipated
- Parksley Festival returns Oct. 6

Physical Improvement Plan

ESRM Desired Projects Report –

Following the visioning session during Committee meeting, the following projects were identified:

- Railroad Walkway: Extend brick walkway along the rail tracks to improve walkability through downtown.*
- Exterior Façade Improvements: ESRM would be eligible to participate in the Façade Improvement Program, although not identified as a blighted property.*
- Exterior Lighting: Would add new Victorian era-style lighting near ESRM. ESRM was favorable of this idea.*
- Create Public Gathering Area for Events/Activities: ESRM was not favorable of this idea, which would be eligible under grant program.*
- Other Pedestrian Improvements at ESRM Grounds*
- Additional Interpretive Signage*
- ESRM Website Upgrade*
- Upgrade tracks
- Upgrade Dining Car for Expanded Use
- Procure authentic locomotive
- Construct Railcar Kits to Expand Business Activity
- Enhancing General Landscaping

***Denotes DHCD grant-eligible activities**

ESRM identified its grant-eligible priority projects as:

1. Exterior Façade Improvements
2. Railroad Walkway and General Pedestrian Improvements to Grounds
3. Additional Exterior Lighting

ESRM's priorities for grant-ineligible projects were:

1. Authentic Locomotive
2. Enhance General Landscaping

Paul Muhly said discussions have initiated with Canonic Atlantic regarding acquiring a locomotive for relocation from Cape Charles to Parksley. This would not be eligible under the grant, but associated expenses could be considered match. It was discussed that the locomotive could go to the Railway Museum or to the Town for use in another downtown area. Team members will explore this further.

Ellen Johnson raised the issue of environmental risks associated with leaking of hazardous materials from a locomotive. The potential of draining this material needs to be explored further.

Frank Russell reported that there was a developer with interest in purchasing and constructing a railcar kit(s) in the downtown area for business or lodging use. Discussion ensued and it was decided to revisit the railcar construction and authentic locomotive site design plans during the September Committee meeting.

Façade Improvement Program Discussion-

Given the grant prioritizes reducing blight, attendees favored trying to get as many properties as possible to move forward with committing to improvements. DHCD recommended that at least roughly 1/3 of town properties (57 total) should participate to be competitive. This could utilize a large amount of available grant funds and may dictate other project aspects.

Curt discussed the option of creating more tiers of “blighted” vs. “non-blighted” properties to create more flexibility in funding options. The Committee determined that the current two-tier classification was sufficient.

Committee Members Frank Russell and Paul Muhly volunteered to support the solicitation of participants into the FIP. Curt indicated that he would work with Frank, Paul, Wayne and Letitia to launch the program with the first step being to finalize blight determinations before reaching out to the blighted property owners to solicit their participation.

The meeting adjourned at 6:54 pm.

Post-Meeting Action Items

- Present logo suggestions to graphic designer and present updated alternatives to the Committee for vote via email prior to September meeting.
- Solicit authentic locomotive from Cape Charles
- Finalize Façade Improvement Program guidelines and solicit commitments from as many downtown property owners as possible.
- Management team members visit town businesses door-to-door to encourage support and ensure all are informed of the project.
- Finalize selection of downtown revitalization projects to initiate process of hiring engineer to conduct preliminary engineering design.

- Publish Request for Proposal for preliminary engineering design.
- Arrange and prepare for two public hearings following selection of engineer, prior to Town Council approval of final project and budgets.
- Explore additional projects and opportunities for inclusion in grant application to drive business vitality (eg: converted railcars for small businesses or overnight lodging).
- Identify sources of local match.

Parksley Downtown Revitalization Project Management Team
ATTENDANCE RECORD

<i>Project Management Team Members</i>							
MEMBER (AFFILIATION)	SEP 2017	NOV 2017	DEC 2017	FEB 2018	MAR 2018	MAY 2018	AUG 2018
John Aigner (A-NPDC)	X						
Mark Bowden (Accomack County)							
Dana Bundick (Resident)	X	X	X		X	X	X
Cara Burton (ES Public Library)	X	X	X	X		X	
Jim Eichelberger (Town of Parksley)	X	NA	NA	NA	NA	NA	
Billy Graham (Business Owner)		X					
Ellen Johnson (ES Railway Museum)		X	X			X	X
Wayne Marshall (Town of Parksley)		X	X	X	X		X
Elaine Meil (A-NPDC)							
Paul Muhly (Accomack County)		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
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		
Betty Farley (Resident)		X	X	X	X	X	
Letitia Greer (Town of Parksley)	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 (Resident)		X	X	X	X		X
Ron Matthews (Interested Stakeholder)	X						
Kathi McKorkle (Resident)		X	X		X	X	X
Julie Nash (Resident)				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		
<i>Total Meeting Attendance:</i>	11	14	15	6	14	10	11

- 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 4, 2018
SUBJECT: Economic Restructuring Plan

Project Logo

Project Management Committee Members were asked via email to vote for their favorite of four project logo options which included updates stemming from suggestions made during the August meeting. The committee overwhelmingly favored the following logo:



This logo was completed as pro bono by a graphic designer who supports Parksley and wishes to remain anonymous. The Committee needs to be mindful of this volunteer contribution when considering any additional changes to this approved logo. Staci Martin of VA Tourism did provide the following suggestions:

1. Can we add, VA or Virginia to Parksley at the top. Maybe in a small font under Parksley. I am not sure if how many other towns in America may be named Parksley, but I like to dream big and someday want us to get visitors from around the globe.



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- I think adding something green and/or blue—maybe just a small dash of green below the yellow city outlines and blue above (like the sky) inside the circle. The reason is that Parksley and Eastern Shore have such rich eco and agricultural assets. Green land and blue-sky help convey that this is rural and not a big railroad city like in Kansas or Fort Worth Texas.

Staff requests final discussion regarding the logo.

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
Contract for redevelopment of the Town’s website was in place however, work had not begun due to the contractor not having access to the site.	May, 2018
Historic Walking Tour brochure is complete and now awaiting funding for printing from the Town. The brochure will be put on the website.	May, 2018
Pickle ball courts – No progress reported. Follow up with the newly elected members of the Town’s leadership is needed.	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
Art gallery and second façade improvement project in progress	August, 2018
Blight removal at former grocery store	August, 2018
Rail car improvements anticipated	August, 2018
Parksley Festival returns Oct. 6	August, 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 Project Mapping Session

Staff will facilitate a session to map out locations for downtown revitalization projects. The session will start with a review of all downtown project ideas to date and there will be opportunity to propose additional ideas as well. Participants will draw locations of the various projects on large printed maps. The Committee will then discuss the maps and reach consensus on preferred plans. The objective of the session is to develop a conceptual map locating priority grant-funded and non-grant funded projects for consideration by the Town Council, during public hearing, and to guide the project engineer for preliminary engineering design.

Blight Identification and Removal or Remediation Plan Report

The Mayor has requested that the Committee undertake a process to reconsider designations of physical blight made during Spring 2017.

As discussed in previous meetings, the Town is required to create and adopt a plan to address all blighting influences in the downtown revitalization area. During Spring of 2017, the Committee defined and the Town approved the boundaries of the downtown revitalization area and conducted a thorough inventory of property conditions to determine blighted properties. All 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.

The Committee needs to review, update and finalize the list of physically blighted commercial properties before it is presented to the Town Council for consideration. Table 1 below lists the physically blighted commercial downtown properties identified during Spring 2017.

TABLE 1 - Physically Blighted Properties (per Spring 2017 survey)

Physical Blight Definition: “The deteriorated condition or state of disrepair of business district infrastructure, building, and other physical elements which detract from the overall appearance and identity of the district and, in turn, depress property value and the ability to market and attract investment”

<u>Unique ID***</u>	<u>Property Name / Description</u>	<u>911 Address</u>	<u>Exterior Paint</u>	<u>Signage Upgrades</u>	<u>Building ADA Compliant</u>
P003	Former Shirt Factory	18554 Cassatt Ave.	Needed	Needed	NO
P007	Warehouse	NA	Needed	Not Needed	NO
P008	White Storage Building	24248 Bennett St.	Needed	Not Needed	NO
P009	Taqueria el Sol	24254 Bennett St.	Needed	Needed	NO
P017	Vacant Store	24280 Bennett St.	Needed	Needed	NO
P019	Former Barbershop	24284 Bennett St.	Needed	Needed	NO
P020	Appliance Repairs	24286 Bennett St.	Not Needed	Needed	YES
P021	Paddock Auto	24296 Bennett St.	Not Needed	Needed	YES
P023	Former My Candle Garden	24356 Bennett St.	Needed	Needed	NO
P037	Former Hotel	24316 Cooke St.	Needed	Not Needed	NO
P043	Former Maddox Auto – Current Storage	24286 Cooke St.	Needed	Needed	NO
P047	Family Dentistry	24277 Cooke St.	Needed	Needed	NO
P053	Vacant Building	18455 Dunne Ave.	Needed	Needed	NO
P056	Manu’s Express	18473 Dunne Ave.	Needed	Needed	NO
P058	Former Bayside Rehab (for sale)	1877 Dunne Ave.	Needed	Needed	YES
P061	Pierre Alternations Service	18483 Dunne Ave.	Needed	Needed	NO
P062	Vacant Building	18485 Dunne Ave.	Needed	Needed	YES

***see map on pa

Table 1 shows 17 properties currently classified as physically blighted. These would be the only eligible properties for the Façade Improvement Program as things currently stand.

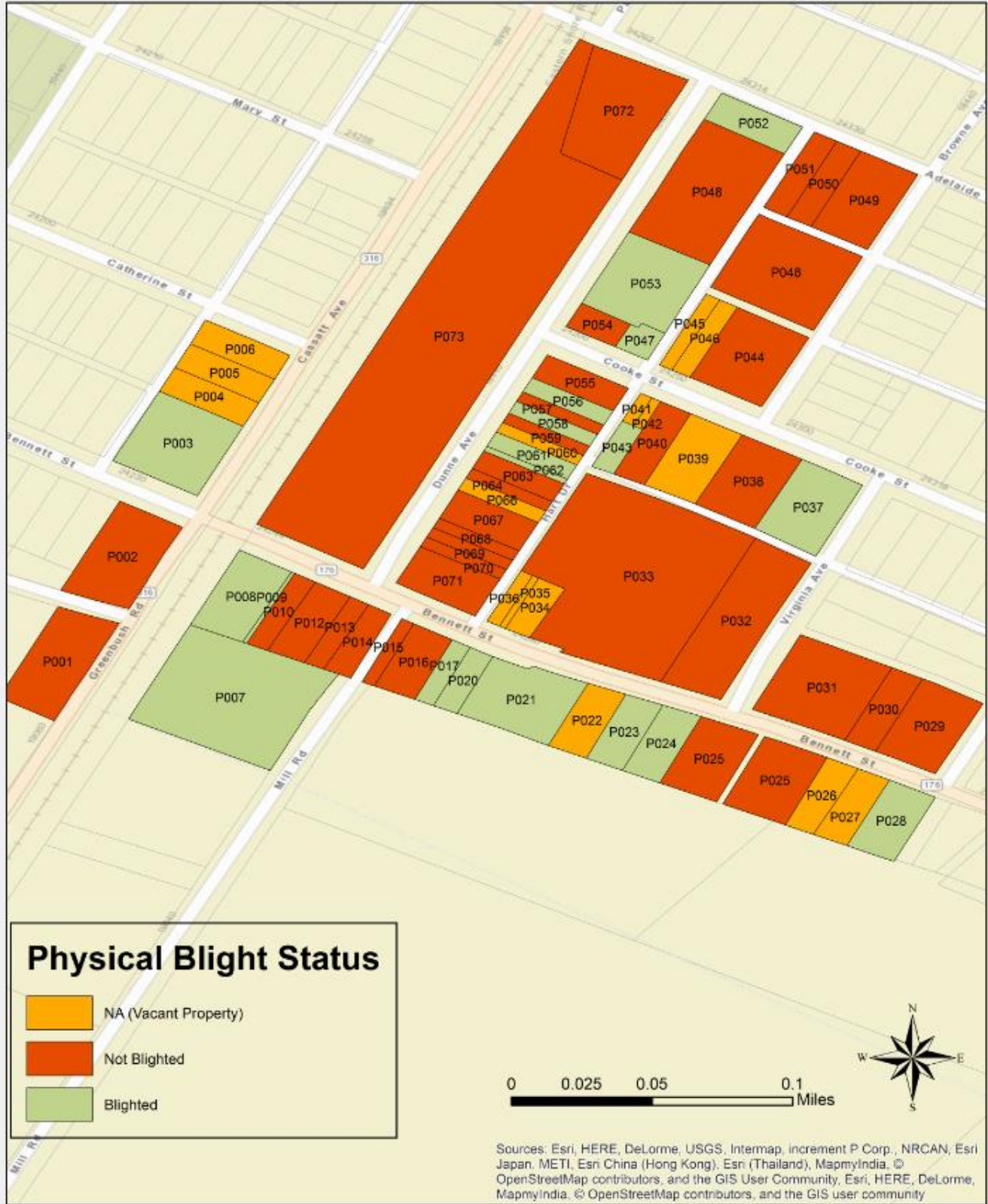
Table 2 below lists the non-physically blighted commercial downtown properties identified during Spring 2017.

There are a number of properties classified as not-blighted which are owned by folks who have previously reported needing various façade improvements and that have given preliminary indication that they are willing and wanting to participate in the FIP (eg Jaxons, Violet's Stitches, Club Car, Rail & Sail, etc.). Also, the "Town Buildings" are defined as not blighted, meaning that the Town Hall and the railcars would not be eligible for the FIP. DHCD has confirmed that these structures would be eligible for FIP participation.

TABLE 2 – Non-Physically Blighted Properties (per Spring 2017 survey)

<u>Unique ID***</u>	<u>Property Name / Description</u>	<u>911 Address</u>	<u>Exterior Paint</u>	<u>Signage Upgrades</u>	<u>Building ADA Compliant</u>
P001	Bob's Texaco	19046 Greenbush Rd.	Needed	Not Needed	NO
P002	The Lunch Box	18572 Cassatt Ave.	Needed	Needed	NO
P010	Former El Pequino Mexico	24256 Bennett St.	Not Needed	Needed	Unknown
P011	Vacant Upstairs	24258 Bennett St.	Needed	NA	YES
P012	"R" Parksley Express	24262 Bennett St.	Not Needed	Not Needed	YES
P013	Violets Stitches and Specialty's	24266 Bennett St.	Not Needed	Needed	YES
P014	Jaxon's Hardware	24270 Bennett St.	Needed	Needed	YES
P015	Former Liquor Store	24276 Bennett St.	Needed	Needed	YES
P016	CSB	24278 Bennett St.	Needed	Needed	NO
P025	Randy's Service Center	24388 Bennett St.	Not Needed	Not Needed	NO
P030	Vacant Building	24345 Bennett St.	Needed	Needed	YES
P031	Shore Transport Services	24337 Bennett St.	Not Needed	Not Needed	NO
P032	Dollar General	24325 Bennett St.	Not Needed	Not Needed	YES
P033	Eastern Shore Public Library	24313 Bennett St.	Needed	Needed	Unknown
P038	Smoot's Auto Body	24308 Cooke St.	Needed	Not Needed	NO
P040	U.S. Post Office	23421 Cooke St.	Not Needed	Not Needed	YES
P044	H. W. Drummond Gas Station	Cooke St.	Not Needed	Not Needed	NO
P048	Parksley Volunteer Fire Station	18443 Dunne Ave.	Not Needed	Not Needed	YES
P051	Verizon Building	24332 Adelaide St.	Not Needed	Not Needed	NO
P054	Parksley Art Gallery	18465 Dunne Ave.	Not Needed	Needed	YES
P055	CSB	18469 Dunne Ave.	Not Needed	Not Needed	YES
P057	American Legion	18475 Dunne St.	Needed	Needed	NO
P059	Russell's Formal and Bridal	18479 Dunne Ave.	Needed	Not Needed	YES
P063	Rail & Sail	18487 Dunne Ave	Needed	Needed	NO
P064	Visual Changes	18489 Dunne Ave.	Needed	Needed	NO
P065	Parksley Shake Shop	18491 Dunne Ave.	Needed	Needed	YES
P067	Club Car	18497 Dunne Ave.	Needed	Needed	YES
P068	Club Car	18501 Dunne Ave.	Not Needed	Needed	YES
P069	NMA Federal Credit Union	18503 Dunne Ave.	Not Needed	Needed	NO
P070	Floral Express Gifts	18505 Dunne Ave.	Needed	Not Needed	YES
P071	Jaxon's Department Store	18507 Dunne Ave.	Needed	Needed	YES
P072	Accomack Co. Public Safety	18426 Dunne Ave.	Not Needed	Not Needed	YES
P073	Town Buildings	18444 Dunne Ave.	Needed	Needed	NO

Downtown Inventory Survey - Physical Blight Status



Facade Improvement Program Guidelines Report

Any changes agreed to by the Committee will be presented to Town Council on September 10 for consideration. If approved by Council, ANPDC and Town Staff, Paul Muhly, and Frank Russell will begin immediately working on contacting property owners of blighted properties to solicit participation in the FIP.

Being that DHCD does not want to put grant money towards facade work on a building that is not structurally sound, the following steps will commence for all FIP participating properties:

1. Any participating property in the FIP will be structurally inspected to identify any major issues that may exist.
 - o ANPDC staff (John Aigner) will conduct a preliminary screening of all FIP participating properties to identify and flag any potential structural issues.
 - o A request has been submitted to Committee Member Mark Bowden from Accomack County for assistance with conducting more thorough structural assessments of properties flagged by John Aigner.

For any properties determined to need structural work there are essentially two options: 1) An engineer will need to complete preliminary designs for remediating this work or 2) In some cases, the Town could commit to enforcing demolition of blighted structures. Either option must be completed during the current planning grant phase (before March 2019).