

# Get On Board!

## Town of Parksley Downtown Revitalization Project CDBG Proposal Summary

### Introduction

Following the announcement of the Eastern Shore Public Library relocating to Parksley, the Town approached the Virginia Department of Housing & Community Development (VDHCD) to express interest in undertaking a downtown revitalization planning project that could ultimately lead to activities intended create opportunities to improve the economic and physical conditions downtown. As a necessary first step, the Town completed an inventory of properties in the downtown area with cooperation and support from business owners during the Spring of 2017. This initial inventory has helped support the development of a new vision for the future of Parksley including an economic restructuring plan and physical improvement plan. These items include specific improvement projects that the Town is preparing to apply for VDHCD funding for in March 2019.

The Town has appointed a project management team that has worked diligently to hold public meetings and events, conduct public surveys, and solicit input into the development of a vision for the downtown area and the activities described in the following plans.

### Economic Restructuring & Market Analysis

The project management team conducted local and regional inventories and analyzed available data to determine Parksley's existing strengths, weaknesses and opportunities. This information was the baseline from which a downtown vision and planning activities were based.

### Economic Restructuring Plan

The project management team developed a draft plan to strengthen the town's economy and the Town Council approved the plan during 2018. The plan is rooted in the vision statement included in the next column.

The plan included the development of a preliminary marketing strategy, both for the Town and the Downtown Revitalization Project. To highlight the Town's uniqueness the tagline, "Parksley: There's Only One!" was approved for the Town and "Get On Board!" was approved for the project.

Three distinct goals for revitalizing the Town's economy were identified.



### 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*

### Goal 1

*Improve, Enhance & Develop Downtown Infrastructure & Staffing Capacity*

### Goal 2

*Create & Employ a Marketing & Branding Strategy to Establish Parksley as a Destination for Visitors & Businesses*

### Goal 3

*Create a Vibrant Economic & Community Development Culture by Providing Support to & Investing in Existing & New Entrepreneurs, Businesses & Residents*

# Get On Board!

## Town of Parksley Downtown Revitalization Project CDBG Proposal Summary

### **Proposed CDBG Improvement Projects**

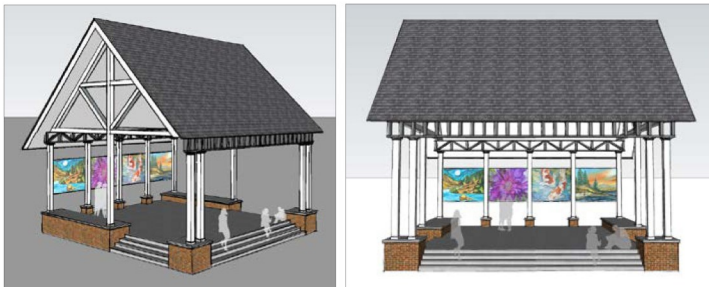
Several projects have been identified to be completed with CDBG funds to address blight and create unique opportunities and assets for downtown Parksley. The projects strive to leverage the Town's rich railroad history and experience in hosting public events.

#### **Facade Improvement Program**

The town will implement this program to address identified facades in need of work. 20 Downtown properties are committed to participate in the program. Each will receive up to \$10,000 towards exterior improvements with a 1:1 match from the property owner.

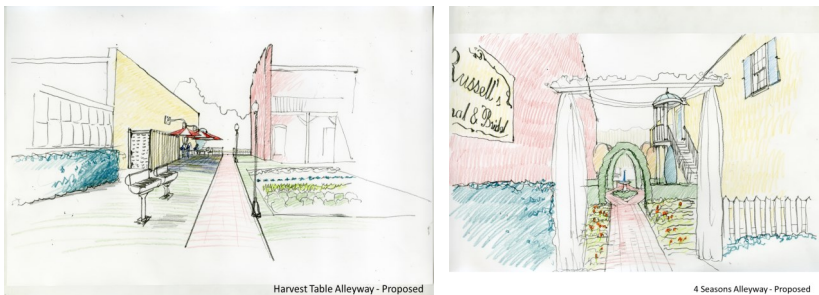
#### **Bandshell Entertainment & Education Area**

A permanent covered pavilion and seating area would be constructed in the Town Square to support public entertainment and educational programs and create an additional destination for Parksley.



#### **Signature Alleyways**

Two vacant lots along Dunne Avenue will be designed to connect the new library to downtown storefronts. To bring vitality and generate business, these are proposed to be themed to coordinate with adjacent business activities.



#### **Market Research & Branding**

Funds will be dedicated to support additional marketing and branding activities that will further enhance the Town's ability to attract visitors, businesses and residents to Parksley.

Downtown Parksley CDBG Community Improvement Grant Budget			
Priority Initiatives:	ID	CDBG Funding	Local Match
Facade Improvement Program (20 properties)	CDBG-1	\$210,600	\$162,000
Bandshell & Entertainment & Education Area	CDBG-2	\$347,501	
Signature Alleyways	CDBG-3	\$56,899	\$8,750
Market Research & Branding	CDBG-4	\$15,000	
Grant Management by A-NPDC		\$70,000	
New Eastern Shore Public Library & Heritage Center			\$2,000,000
	<b>Total:</b>	<b>\$700,000</b>	<b>\$2,170,750</b>

### **To Get Involved**

A public hearing detailing the Town's grant application will be held March 11 at 7:00 p.m. at Town Hall and the grant application will be submitted by the end of March 2019.

More information is available at [www.a-npdc.org/parksley](http://www.a-npdc.org/parksley), by calling 757-787-2936, or emailing [csmith@a-npdc.org](mailto:csmith@a-npdc.org).

[www.a-npdc.org/parksley](http://www.a-npdc.org/parksley)

