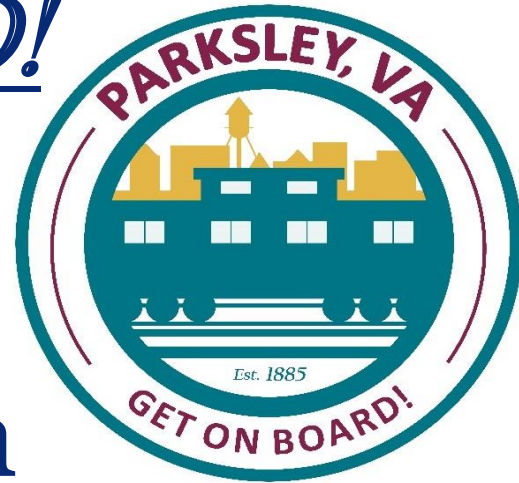




GET ON BOARD!

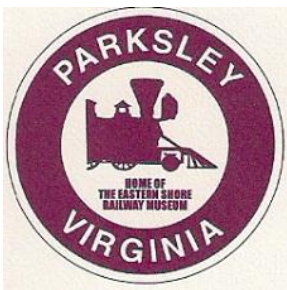
Town of Parksley Downtown Revitalization Plan

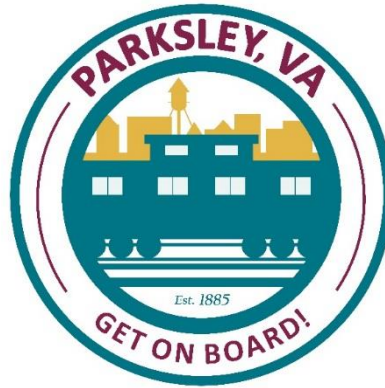


MARCH 2019

Prepared For:
Town of Parksley

Prepared By:
Accomack-Northampton
Planning District
Commission





Acknowledgements

The Downtown Revitalization Plan for the Town of Parksley was prepared over the course of two years using grant funds from the Virginia Department of Housing and Community Development working in collaboration with the Accomack-Northampton Planning District Commission. The plan was completed under the direction of a Project Management Team appointed by the Parksley Town Council. The input of the team members and other participants was vital to the plan's development.

The planning process was spearheaded by Mayor Jim Eichelberger, who possessed a deep love for Parksley and passion for making the community the best it could be. This plan is dedicated in honor of Mayor Eichelberger.

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EXECUTIVE SUMMARY

The Town of Parksley is a Victorian-era railroad community centrally located to nearby water-access and regional attractions in Accomack County on Virginia’s Eastern Shore. U.S. Route 13 passes just east of town and the Eastern Shore Railroad, which is connected to the Town’s rich history and heritage, runs through the downtown commercial district. Parksley’s downtown offers a walkable town square, unique shops, restaurants, memorials, Victorian homes, tree-lined streets, the region’s only year-round Farmers and Artisans Market, and the Eastern Shore Railway Museum. A state-of-the-art library and cultural center will provide modern conveniences and genealogy research activities. The Town is committed to revitalizing its downtown commercial district through the economic restructuring activities and physical improvements described in this plan.

COMMUNITY READINESS & CAPACITY

The Town of Parksley has demonstrated community readiness and capacity through several community planning efforts and focused public and private investments in downtown. In 2017, the Virginia Department of Housing and Community Development awarded the Town a Planning Grant to further support downtown revitalization efforts. Since the time the grant was awarded, a group composed of community leaders, downtown business owners, and interested citizens has collaborated to develop a cohesive vision for downtown and to consider priority investment projects. These stakeholders remain committed to implementing the vision for downtown revitalization by continuing to work diligently with Town officials, local businesses, and the Accomack-Northampton Planning District Commission to encourage investment and economic change that will further the community vision.

ECONOMIC CHALLENGES, OPPORTUNITIES, & RESTRUCTURING

In recent years, the Town of Parksley has experienced an increase in the number of vacant storefronts and blighted conditions of properties in the downtown area. These changes occurred despite the Town making some significant investments and developments including the construction of a community wastewater treatment system, establishing a microloan program to support and attract businesses, and expanding broadband connectivity. The Town has several retail and service-based businesses that have been able to survive for decades and serve as anchors for the downtown economy. Parksley’s Farmer’s Market currently is the only such market open throughout the entire year in the region. Activity along the railroad had slowed to historically-low levels and in 2018 it was announced that service from Hallwood to Cape Charles, Virginia would cease. Several new opportunities, however, have arisen in and adjacent to the Town. The Eastern Shore Public Library and Heritage Center is locating into an abandoned grocery store in 2020. There is renewed interest from prospective residents and businesses from the opening of the new regional hospital in nearby Onley. Expansion of operations at the Tyson and Perdue poultry processing plants and at the NASA Wallops Flight Facility further spur regional growth. Parksley has an excellent opportunity to create destination businesses to attract visitors to the downtown area from around the region by leveraging its unique business environment and existing assets. Attracting visitors is key to supporting new retail businesses downtown by supplementing the limited buying power of local residents.

RECOMMENDATIONS FOR PHYSICAL IMPROVEMENTS

The Parksley Downtown Revitalization Plan is a long-range vision for downtown Parksley that will benefit the community at large. The plan concentrates on a targeted project area: the commercial core of downtown, which includes the Town Square vicinity and connecting corridors. This area was deemed critical to the economic stability and vitality of the town. The physical improvement strategies focus on enhancing connectivity among

EXECUTIVE SUMMARY

existing and planned assets and creating unique new destinations and economies. In this defined area, Community Development Block Grant (CDBG) funds will go furthest in realizing the priority revitalization initiatives of eliminating blight and generating business investment. The plan includes several priority initiatives to be funded by the CDBG Community Improvement Grant (CIG), as well as future initiatives that will build upon the successes of these initial revitalization efforts.

REVITALIZATION CATALYSTS: CDBG-FUNDED INITIATIVES

- Façade Improvement Program (20 Properties)
- Bandshell & Entertainment & Education Area
- Signature Alleyways
- Market Research & Branding

FUTURE INITIATIVES

- Parksley Railcar Row: Railcars for Business or Lodging
- Informational Kiosk
- Signature Art
- New Pedestrian Facilities
- Traffic Calming on Hart Drive
- Wayfinding Signage
- Historic Interpretive Signage
- Upgrade Existing Street Lighting
- Electric Vehicle Charging Stations
- New Landscaping
- Utility Bollards for Vendors & Food Trucks

PARKSLEY COMMUNITY VISION STATEMENT



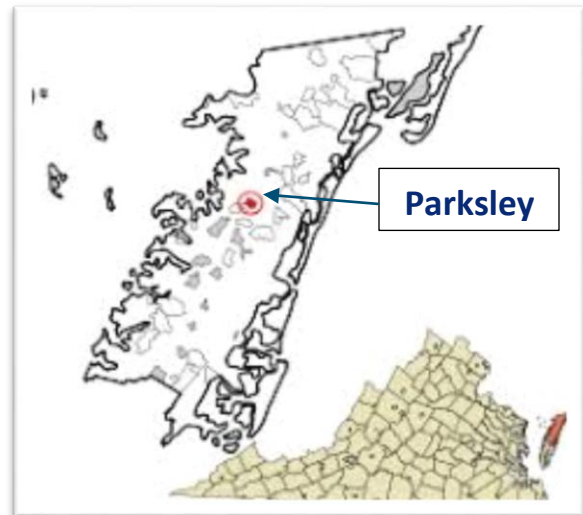
Parksley is a historic railroad town centrally located to water-access and regional attractions on Virginia’s Eastern Shore. The walkable town square offers unique shops, restaurants, museums, memorials, and a year-round Farmer’s Market. Victorian homes dot the town’s tree-lined streets. A state-of-the-art 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.

1.0 INTRODUCTION, VISION, & NEED

There truly is only one Parksley. Aside from the fact that no other incorporated community in the United States shares the same name, the Town of Parksley, Virginia possesses a unique history, character, business environment, and potential for attracting residents, businesses, and visitors alike. The following sections provide background on the Town's history and insight into how this unique identity can be leveraged into a bright future.

1.1 - TOWN OVERVIEW

The incorporated Town of Parksley is centrally-located in Accomack County, Virginia on the Eastern Shore of Virginia. The Town is ideally located along the spine of the Delmarva Peninsula with abundant and proximal access to the Chesapeake Bay to the west, the Atlantic Ocean to the east, and a key corridor connecting New England to the southern states. Parksley prides itself on its rich history, retaining its small-town and welcoming feel, and being home to a unique array of businesses and services to suit residents and visitors alike.



1.1.1 – TOWN HISTORY

Parksley was originally established by the Parksley Land and Improvement Company after its formation in 1885 when the railroad was being built on the Eastern Shore of Virginia. Associated with the Company were two important founders of note: Elizabeth Staunton Chadbourne of Boston, Massachusetts and Henry R. Bennett of Dover, Delaware. Ms. Chadbourne's contributions are of particular interest due to the uncommon role for women to play in the creation and financing of a planned development such as Parksley during the era. Ms. Chadbourne was a renowned visionary, elocutionist, and leading suffragist who travelled throughout the Northeast United States. She fell in love with Parksley upon her first visit and resolved to make it a business venture. She took a lead role in the creation of Parksley from laying out the town streets (including naming three streets in her name: Elizabeth, Staunton, and Chadbourne Streets) to attracting residents, businesses and visitors alike.

The Town was the first planned development in rural Accomack County. It still retains the original layout of streets, blocks, and town square first laid out during its design as well as an abundance of Victorian architecture characteristic of the late nineteenth and early twentieth centuries. Parksley was founded in 1885 and incorporated in 1904. Activity along the railroad was and remains central to the Town's identity.

During World War II, Parksley served as Virginia's sole Civil Air Patrol base and was the fourth established in the nation, operating from April 16, 1942 to August 31, 1943. Parksley was selected to protect coastal shipping from enemy submarine attacks due to its proximity to coastal waters between other antisubmarine bases in Delaware and North Carolina and its generally fog-free flying weather. At its peak strength, the Parksley base supported 70 men and women and 25 aircraft. The Town recently recognized this rich military history as part of its identity with the placement of a historical marker downtown.

Town of Parksley Downtown Revitalization Plan • March 2019



*Parksley Spuds Minor League Baseball Team
(above & right)*



Parksley High School in 1936

Parksley also has a rich history of providing educational and recreational opportunities for its residents and visitors from around the region and beyond. Ms. Chadbourne provided lectures and started the first public library on the Eastern Shore of Virginia. Parksley's educational history includes hosting a public school that served elementary, middle, and high school students from the early 1900s until its demolition in 2007. The Town has a quaint and walkable town square, a park with playground, street hockey, and recreational equipment, and even once hosted a minor league baseball team, the Parksley Spuds, from 1922 to 1928. Parksley is ideally located on some of the highest elevated land on the central portion of the Eastern Shore of Virginia peninsula, yet is only minutes away from a vast network of beaches, creeks, tidal marshes and bays leading to or overlooking the seaside



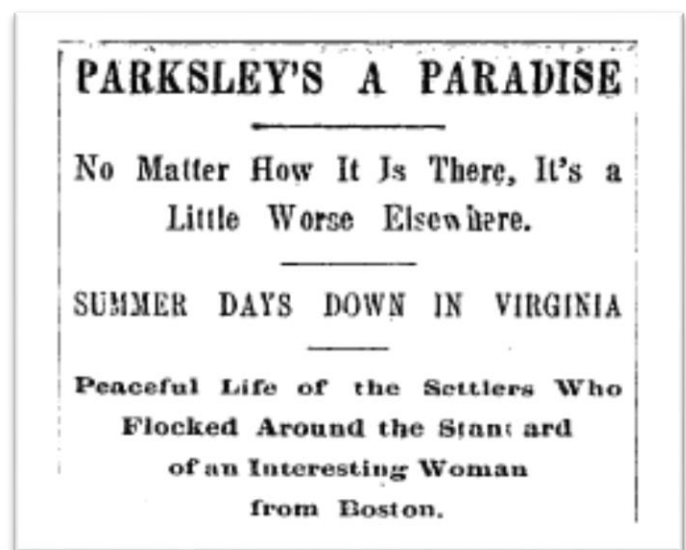
barrier islands and Atlantic Ocean to the east and the Chesapeake Bay to the west.

1.1.2 – ECONOMIC HISTORY & BACKGROUND

On September 15, 1895, the *New York Times* published an article featuring Parksley entitled, "Parksley's A Paradise – No Matter How It Is There, It's A Little Worse Everywhere". The article was published approximately ten years after the Town was founded and described a "charming little place" with a vibrant and growing business economy. The article highlighted the formative years of Parksley. The area transformed from open farm fields to a planned and vibrant community as developers, business owners, and residents sought prosperity from the new railroad, which connected the town to large urban markets.

Parksley quickly became one of the larger and more prosperous towns in the region with regards to both population, number of businesses and services.

In 1906, it became the first town on the Eastern Shore to have electricity available for homes. The Town



Feature Article on Parksley from the September 15, 1895 New York Times

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Town Square & Commercial District in the early 1900s

lobbied unsuccessfully to become the Accomack County seat on several occasions and its strong local retail trade-based economy was a contributing factor to the region's prosperity in the early stages of the 20th Century. In the 1920s, land values in Accomack and Northampton Counties were the highest among agricultural counties in the entire nation.

Beginning in the 1930s, a chain of events took place which changed the good fortune of both the Town and the region. The economic downturn of the national economy coupled with the growth of competing agricultural regions had lasting impacts on the Town's economy. Decades later, the construction and expansion of U.S. Highway 13, shifted markets

away from the railroad resulting in visitors bypassing Parksley as it was no longer on the main thoroughfare through the region.

In the 1980s, the Town and its business leaders gathered to pursue a downtown revitalization project as the population dropped from 979 to 779 between 1980 and 1990, which received Community Development Block grant funding in 1986. The revitalization project included improvements of storefronts, expansion of existing retail areas and services, drainage improvements, extensive landscaping, and the installation of a parking lot, sidewalks, a Farmers Market Pavilion, street lights, benches and trash receptacles. In the years following this effort, the economic health of businesses and residents improved with few vacant commercial buildings and a multitude of regular public events and festivals. Parksley was a desirable, convenient, and accessible place for businesses, visitors, and shoppers. Most notably, the Eastern Shore Railway Museum opened in the Town Square creating a draw for some tourism activity and a new pride in the Town's historic beginnings.



Dunne Avenue Commercial District

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Parksley Station, Eastern Shore Railway Museum

More recently, the Town has experienced an increase in the number of vacant storefronts and blighted conditions of properties in the downtown area. These changes occurred despite the Town making some significant investments and developments including the construction of a community wastewater treatment facility that provides service to much of the downtown area, establishing a microloan program to support existing businesses and attract new businesses, and establishing free public wireless broadband internet in its Town Square. The Town has several retail and service-based businesses that have been able to

survive for decades and serve as anchors for the downtown economy. Parksley's Farmers Market currently is the only such market open throughout the entire year in the region.

Circumstances beyond the Town's control, however, continues to present new challenges. In 2018 it was announced that rail service from Hallwood to Cape Charles, Virginia would cease as activity along the railroad had slowed to historically-low levels. This signaled the end of an era with active rail running through downtown Parksley.

Several new opportunities have arisen, however, in and adjacent to the Town. The Eastern Shore Public Library decided to purchase a vacant grocery store building in downtown Parksley and plans are underway to renovate the existing building with an expansion that will house a regional library and heritage center. It is anticipated that when the library opens in 2020, it will provide renewed levels of business activity and draw new businesses to Town.



Conceptual rendering of the new Eastern Shore Public Library & Heritage Center

Additionally, Parksley is anticipating renewed interest from prospective residents and businesses with the opening of the new regional hospital in Onley, expansion of operations at the Tyson and Perdue poultry processing plants, and growth at the NASA Wallops Flight Facility, each of which are just several minutes drive from Parksley. Plans are in place for every residence and business to have fiber-to-the-property broadband internet access in the next several years. Other new establishments have located to downtown Parksley as well including a new art gallery, Accomack County public safety building, and a retro-19060s restaurant, The Lunch Box, which served as a fixture in downtown for decades, reopened. The Town's business environment has also grown increasingly diverse with a Haitian grocery, tailor, and church; Hispanic restaurants and church. The historic African-American hamlet of Whitesville has a historic Rosenwald School, church, and businesses including a movie theater in the era of segregation.

1.2 – EXISTING PLANS & OPPORTUNITIES

The Eastern Shore of Virginia offers a wide variety of opportunities for economic investment by businesses, residents, and visitors alike. The region is similar among other rural, agricultural, or coastal areas in that its anchor economies are rooted in natural resource-based industries (agriculture, seafood/aquaculture, forestry) and tourism (ecotourism, historical, and agrarian) and relies heavily on small businesses and entrepreneurship. Virginia's Eastern Shore is unique in that in addition to these similar economies, the region is home to a burgeoning aerospace industry surrounding development at the NASA Wallops Flight Facility and Mid-Atlantic Regional Spaceport (WFF/MARS). The growing aerospace industry has provided both employment opportunities and additional regional attractions in the form of space tourism as many visitors travel from all over the world to watch the many large rocket launches occurring at the WFF/MARS. This relatively newer attraction has strengthened the list of existing regional assets: the rural agrarian and coastal landscape, the extensive history, natural resources, the scenic waterfronts, and the friendly charm of its many small communities.

These assets and the region's ability to leverage them have resulted in significant growth in many of these sectors including the designation of the region's tourism industry being the fastest growing in the entire Commonwealth for four of the past five years dating back to 2013.

Some of the successful connections and strategies for strengthening economic development and tourism on the Eastern Shore and Accomack County are noted below.

- The **2006 Parksley Town Plan** includes objectives related to development and redevelopment that ensure its commercial areas remain a center of economic activity for the Town and that the Town's existing housing stock is preserved and protected.
- The **2018 Accomack County Comprehensive Plan** recognizes the corridor connecting Parksley to U.S. Route 13 as an enterprise zone and encourages growth surrounding existing hubs and along the central spine of the peninsula.
- The **2017 Eastern Shore of Virginia Regional Economic Development Plan** is overseen by the Accomack-Northampton Economic Development Committee and was developed by the Accomack-Northampton Planning District Commission (A-NPDC). A regional cluster analysis identified the Arts, Entertainment, Recreation and Visitor Industries cluster as a star cluster meaning it is a strong and advancing industry. Seven emerging clusters (weak but advancing) including aerospace and defense were identified. Three mature clusters (strong but declining) were identified including agribusiness and food processing. The region observed economic leakage in its mature cluster, agribusiness and food processing, and in a key emerging cluster, aerospace and defense. The A-NPDC, Accomack County, and many other partners continue to pursue economic opportunities that will draw businesses, residents and visitors to the region.
- The **2014 Eastern Shore of Virginia Bike Plan** developed by the A-NPDC established a developing network of roadside and stand-alone trail facilities connecting bicyclists to the many small communities and natural, coastal, historical, and scenic assets. Currently, established facilities connecting directly to the downtown area do not exist.
- A number of regional trails focusing on connecting visitors to the region with local merchants and assets have developed in recent years including:
 - The **Virginia's Eastern Shore Artisan Trail** currently features artisans near, but not within Parksley.

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- The ***Seaside Water Trail*** was updated in 2018 to feature shorter and safer trips for visitors and new ***Bayside Water Trails*** are being established in 2019 to feature individual creeks. The water trails are designed to connect users to existing businesses and assets.
- The Eastern Shore Segment of the ***Virginia Bird Bird & Wildlife Trail*** connects visitors to outdoor experiences near Parksley.
- The ***Eastern Shore of Virginia Tourism Commission*** represents the two counties in the region (Accomack and Northampton). Its mission is to attract visitors, stimulate economic development, and protect the region’s unspoiled ecosystems and local communities.

1.3 – DOWNTOWN REVITALIZATION AREA

It was determined that the Town Council would be responsible for defining the specific area which would define “downtown”. This exercise was completed during the monthly Council meeting on February 13, 2017 and the area can be seen in the following map.

The downtown area was defined to include the entire area included in the downtown revitalization work completed in the 1980s, but also to include additional properties along the southern side of Bennett Street on the eastern side of Town, along the western side of Cassatt Avenue on the southwestern side of Town, and along the western side of Mill Road on the southwestern side of Town. These properties were added because it is anticipated that development and redevelopment will occur in connection with the opening of the new regional library and heritage center and change in status of the railroad as well. Further, the properties were deemed important because of their positions along key entrance corridors to the Town.

The appearance and economic vitality of these areas were deemed as critical to the overall success and revitalization of the Town.

The downtown area includes a total of 74 properties. Properties were defined by current use, ownership and parcel boundaries, many of which included groups of multiple parcels.

Parksley Downtown Revitalization Project Area



0 0.05 0.1 Miles

Legend

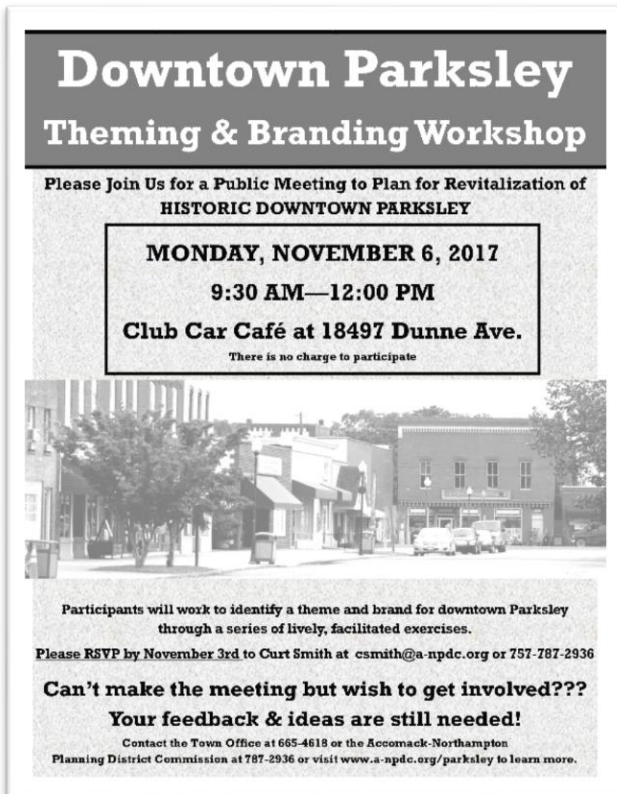
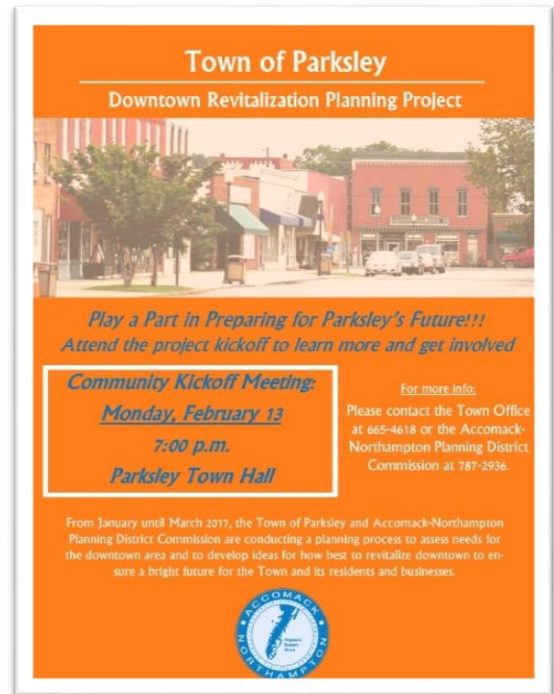
- Parksley Downtown Revitalization Project Area
- Parcel Boundary



Created: January 10, 2019

1.4 – COMMUNITY PLANNING, ENGAGEMENT, & CAPACITY

The revitalization planning process for downtown Parksley began in January of 2017 when the Town and A-NPDC identified and solicited key partners and stakeholders to serve on a Project Management Team. The Project Management Team, consisting of 12 key stakeholders, business, and governmental representatives, was very active during the early part of 2017. 25 public meetings were held and an inventory of all downtown properties and regional assets was conducted to support the planning process. The Town was awarded a planning grant by the Virginia Department of Housing and Community Development in June 2017 and the Management Team reconvened to continue developing the Downtown Revitalization Plan including specific activities to be included in an application for Community Development Block Grant funding. The Management Team remained active throughout 2018 when the planning project culminated in a focused strategic plan to address blighted conditions and drive economic activity in downtown Parksley.



The Town passed a resolution in November 2018 formalizing the Management Team into a Committee with its own operating by-laws. This Committee represents the Town's commitment to implementing the Downtown Revitalization Plan.

The public was encouraged to participate in the project at every turn from Management Team meetings (all open to the public), workshops, informational booths at town events, public hearings, and online surveys. Public engagement activities undertaken are described in the following table. All meetings and up-to-date project information were regularly posted to the website created for the project, www.a-npdc.org/parksley, and shared to the A-NPDC's social media account.

All in all over 700 stakeholder hours were volunteered during 15 Management Team meetings and over 115 people participated in the various events throughout the planning process.

Town of Parksley Downtown Revitalization Plan • March 2019

Parksley Downtown Revitalization Project Public Events Engagement Summary	
<u>Date</u>	<u>Event</u>
January 10, 2017	Town Awarded Phase 1 Planning Grant by VDHCD – Project Management Team established
February 13, 2017	Project Kickoff Meeting – downtown area defined
February 14, 2017	Management Team Meeting #1
February 2017	Inventory of Downtown Properties and Conditions
March 9, 2017	Management Team Meeting #2
June 27, 2017	Town Awarded Phase II Planning Grant
September 13, 2017	Management Team Meeting #3 – facilitated planning strategy with VDHCD
November 6, 2017	Public Marketing Strategy Workshop
November 27, 2017	Management Team Meeting #4
November 2017	Online Public Marketing Survey (61 responses)
December 11, 2017	Management Team Meeting #5
February 12, 2018	Management Team Meeting #6
March 1, 2018	Economic Restructuring Plan Workgroup Meeting #1
March 15, 2018	Management Team Meeting #7
March 29, 2018	Economic Restructuring Plan Workgroup Meeting #2
April 9, 2018	Public Meeting – presentation and adoption of economic restructuring plan
April 20, 2018	Railcar for Retail Use Presentation and Discussion during Eastern Shore Railway Museum Board meeting
May 3, 2018	Management Team Meeting #8
August 2, 2018	Management Team Meeting #9
September 6, 2018	Management Team Meeting #10
September 7, 2018	Blight Identification Workgroup Meeting
October 4, 2018	Management Team Meeting #11
October 6, 2018	Information booth at Parksley Festival
November 1, 2018	Management Team Meeting #12
November 12, 2018	Public Hearing #1 (draft Downtown Revitalization Plan and CDBG Projects)
December 6, 2018	Management Team Meeting #13
January 3, 2019	Management Team Meeting #14
February 7, 2019	Management Team Meeting #15
March 11, 2019	Public Hearing #2 (CDBG project proposal)

1.5 – COMMUNITY NEED

The Virginia Department of Housing and Community Development classifies Accomack County, including the Town of Parksley, as a “distressed community” for the purposes of funding community development projects. This classification takes into account certain economic factors for the community including average unemployment rates, median household income, and persons in poverty.

Some demographic characteristics for the Town of Parksley and Accomack County are shown in the following table.

Town of Parksley Downtown Revitalization Plan • March 2019

U.S. Census Information	Town of Parksley		Accomack County	
	2010*	2017**	2010*	2017**
Population	842	740	33,164	32,840
Race, White	629 (75%)	438 (59%)	21,662 (65%)	22,468 (68%)
Race, African American	120 (14%)	259 (35%)	9,303 (28%)	9,326 (28%)
Race, American Indian/Alaskan Native	11 (1%)	0 (0%)	135 (<1%)	109 (<1%)
Race, Asian	12 (1%)	8 (1%)	183 (<1%)	229 (<1%)
Race, Native Hawaiian/Pacific Islander	0 (0%)	0 (0%)	40 (<1%)	0 (0%)
Race, Other	52 (6%)	0 (0%)	1,302 (4%)	220 (<1%)
Race, Two or More	18 (2%)	35 (5%)	539 (2%)	488 (1%)
Origin, Hispanic or Latino	135 (16%)	27 (4%)	2,850 (9%)	2,901 (9%)
Age, Median	40.1	40.1	42.9	46.0
Income, Median Household	\$35,313	\$40,893	\$38,503	\$42,260
Families Below Poverty Level	---	161 (14.9%)	---	8,955 (12.4%)
Household Size, Average	2.39	3.05	2.37	2.87
Housing, Median Value	\$142,841	\$137,100	\$151,900	\$157,200

Source: US Census Bureau, 2010 Census and 2013-2017 American Community Survey 5-year estimates***

1.6 – PROPERTY VACANCIES & BLIGHTING INFLUENCES

During January and February 2017, an inventory of properties and their condition was conducted for the downtown area. The inventory was overseen by the Management Team and administered by the Town Mayor and Clerk and the A-NPDC. The Management Team identified and prioritized specific criteria that were to be included in the inventory. The criteria were related to several general topics deemed to be critical to the downtown revitalization effort including public safety, accessibility, aesthetic qualities, and natural hazard mitigation. Each property was assigned a unique identification number and the exterior of each property was photographed.

Once all information had been gathered, the Management Team reviewed the information and adopted the following definitions for physical and economic blight.

Physical blight was defined as “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.”



Town of Parksley Downtown Revitalization Plan • March 2019

Economic blight was defined as “The existence of vacant, disinvested, or underutilized building and parcels which represent unrealized commercial potential and project a negative image that harms efforts to attract new investment.”

These definitions were made at the discretion of the person(s) from the Management Team conducting the survey and/or the property owner. Each blight determination was reviewed by the Project Management Team.

Some of the key takeaways from the downtown property inventory were as follows:



- Building Stock Age – Approximately one third of the buildings for which ages could be determined are either over or approaching 100 years in age
- Current Property Use –
 - Just over half of the properties were found to currently be used for commercial purposes.
 - Only 5.4% of the properties currently offer mixed use indicating a need for additional lodging options
 - Nearly one quarter of the downtown properties were found to be vacant properties with open space indicating an opportunity for potential development for various use.
- Current Property Status –Over 20 percent of the downtown properties were found to be vacant and lacking structures.
- Building Occupancy Status - Approximately one quarter of the properties in downtown have buildings that are currently not occupied.
- Building Repair Status - Over one third of the downtown properties have buildings in need of structural repair and in some cases the structural issues may constitute a public safety risk
- Exterior Paint Needs - One half of the downtown properties have buildings that are in need of exterior painting
- Signage Upgrade Needs - Nearly half of the downtown properties have buildings that either lack signage or have signage that is in need of repair or upgrading
- Lighting Upgrade Needs - Half of the downtown properties have buildings that either lack street lighting or have inadequate lighting to make the downtown area serviceable to patrons during evening hours
- Wastewater Treatment Status –
 - Approximately 60 percent of downtown properties are connected to the Town’s wastewater treatment system and approximately 15 percent of downtown properties remain on septic systems
- Stormwater Drainage Status - approximately one quarter of the downtown properties were experiencing major stormwater drainage issues which either resulted in damage to property or inhibited business activity

Town of Parksley Downtown Revitalization Plan • March 2019

- Sidewalk Status –
 - Over half of the downtown properties either lack sidewalks (24%) or have sidewalks that are in need of repair (27%)
 - Significant areas along Bennett Street and Cassatt Avenue that lack sidewalks or have sidewalks in need of repair
- ADA Compliance Status - Approximately 43 percent of downtown properties have buildings which are not easily accessible by individuals with disabilities
- Parking Status –
 - Parking was deemed to be ample for the majority of downtown.
 - Approximately seven percent of downtown properties were observed as needing additional parking.
- Physical Blight Summary – 58 percent of all downtown properties and 75 percent of all downtown buildings met the criteria for being defined as physically blighted.
- Economic Blight Summary –35 percent of downtown properties are economically blighted.

During August 2018, an A-NPDC Housing Specialist conducted exterior inspections of each building deemed to be physically blighted from the public right-of-way to identify any glaring potential structural issues which could constitute a public safety hazard or indicate that the property potentially could not support façade improvements. Several buildings were flagged as potentially having structural issues and deemed ineligible for façade improvements conducted under the CDBG grant. A-NPDC staff coordinated with several of the property owners who took immediate steps to address the identified potential issues and all updates were provided to the Management Team for consideration. During December 2018, Hill Studio conducted exterior inspections of several buildings flagged as having potential structural issues and offered a second opinion for the Management Team’s consideration.

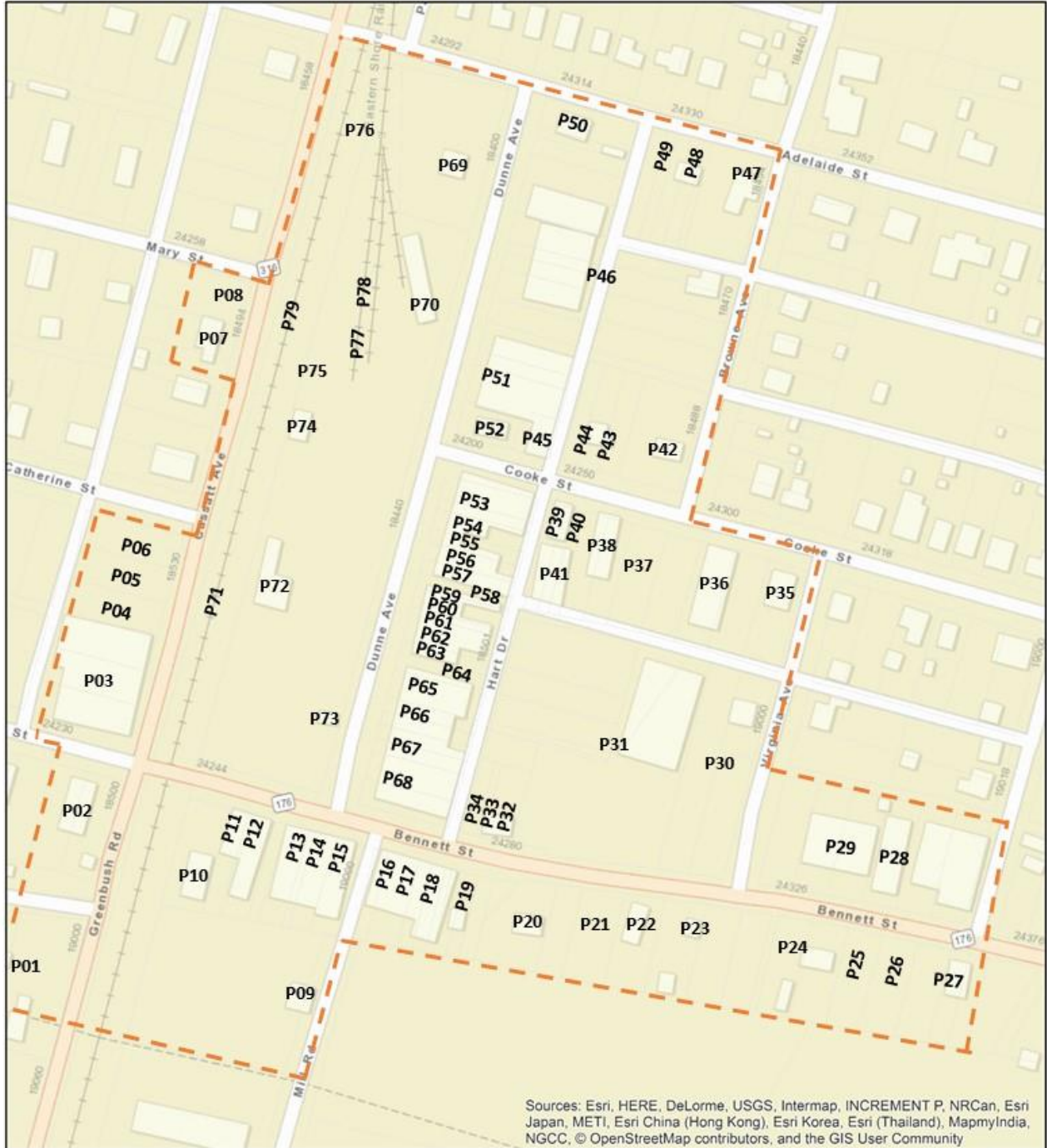
During September 2018, the Management Team appointed a working group to revisit the inventory and blight classifications and revise as necessary. For physical blight, the working group developed the following three-tier classification scheme: 1) not physically blighted, 2) physically blighted and structurally sound, and 3) physically blighted with potential structural issues.

The inventory and maps of downtown properties found on the following pages illustrate blight classifications. Photographs of each property included in the downtown area are included in **Appendix A**.



Property Identification

Downtown Parksley



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community



Legend

Parcel Boundary

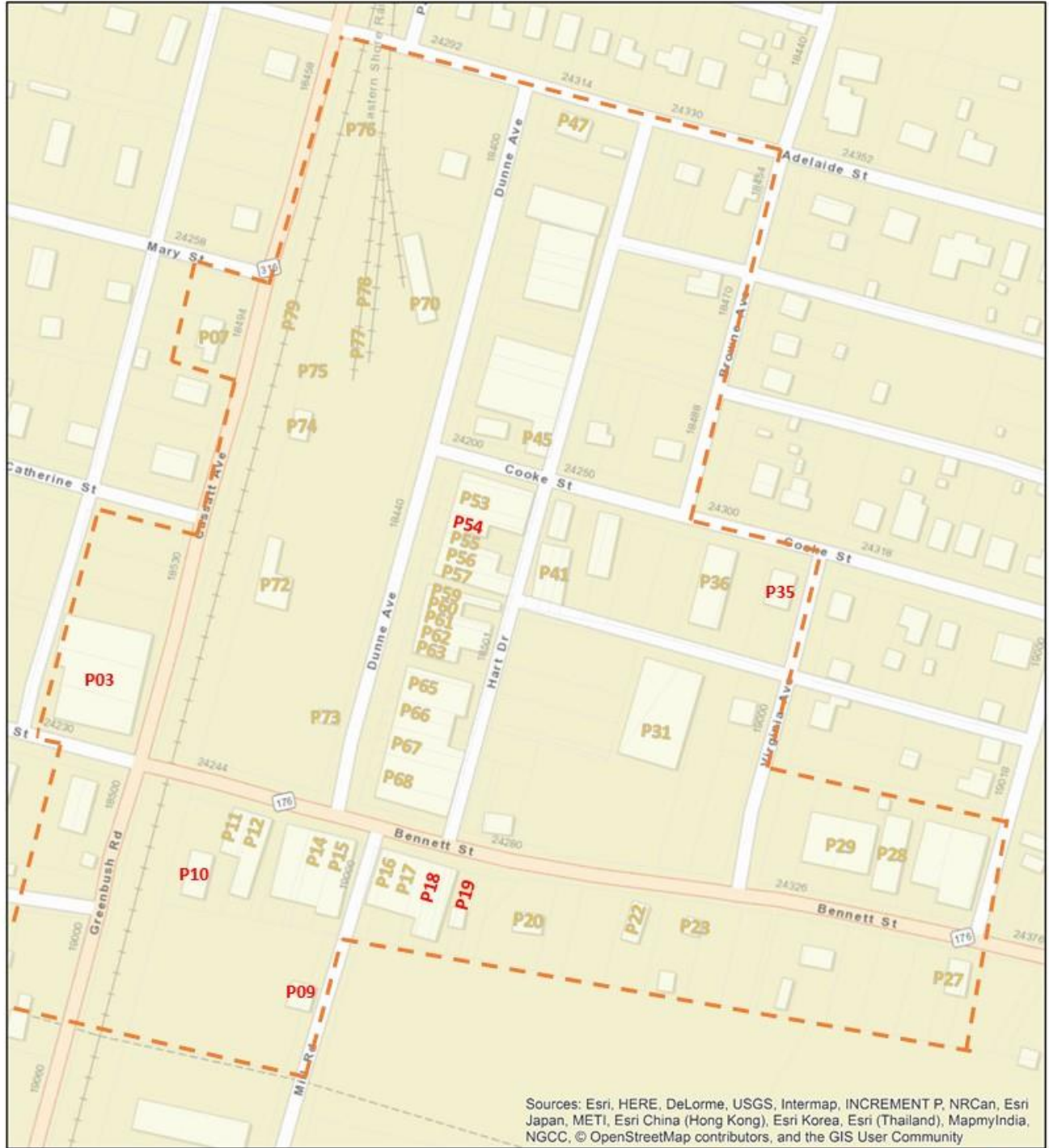
0 0.05 0.1 Miles

Created: February 2019



Physically Blighted Properties

Downtown Parksley



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community



Legend

Parcel Boundary

P00 = Blighted w/ Potential Structural Issues
P12 = Blighted but Structurally Sound

0 0.05 0.1 Miles

Created: February 2019



Economically Blighted Properties

Downtown Parksley



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community



Legend

Parcel Boundary

P00 = Vacant Parcel

P00 = Vacant/Underutilized Building

0 0.05 0.1 Miles

Created: February 2019



2.0 ECONOMIC RESTRUCTURING PLAN

The Project Management Team oversaw the development of an Economic Restructuring Plan to understand the current economic climate in Parksley, determine the potential for business growth and recruitment, and outline economic development strategies that will help Parksley and its downtown create a stronger business environment, target new investment, and position itself as a destination within the region. This information also served as the foundation for the development and prioritization of specific physical improvement projects described in Section 3.0. The following sections summarize the key findings and recommendations.

2.1 – ECONOMIC CONDITIONS & MARKET

2.1.1 – SOCIOECONOMIC PROFILE

Demographics

The regional population for Accomack and Northampton Counties has fluctuated relatively little over the past two decades, hovering between 46,000 and 48,000 for much of that time. The Town of Parksley’s population is estimated to have declined from 842 to 740 from 2010 to 2017 according to the U.S. Census, which represents a 12 percent decrease.

The 2010 Census found that the median age of Parksley was 40.1 years, meaning that approximately half of the population’s age fell below and above the age of 40.1 years. The population of males and females was nearly identical in 2010 with 423 males and 419 females. The U.S. Census Bureau’s 2013-2017 American Community Survey estimates that the 25 to 34 year age demographic is the largest in Parksley with 138. The next largest age demographics are 45 to 54 years and 5 to 9 years with 127 persons and 71 persons, respectively.

In 2017, the U.S. Census estimated that Parksley residents primarily identified themselves as white (59%) or African American (35%) with the remainder identifying as Asian or multi-racial. About three percent considered themselves to be of Hispanic ethnicity.

Households numbered 349 in the 2013-2017 American Community Survey. About 63 percent of households were families, and 47 percent had children under 18 years old. Average household size was 3.05, slightly greater than that of Accomack County.

Education & Income

An estimated 95 percent of school-age children in Parksley were estimated to attend public schools in 2017. About 81 percent of Parksley residents at least graduated high school, and 15 percent of those held a bachelor’s degree or higher.

Median household income of Parksley residents were roughly 40 percent less than that of Virginia as a whole, and nearly the same of Accomack County residents in 2017.

Workforce, Employment, & Earnings

Parksley Jobs

A 2015 U.S. Census Bureau estimate placed the number of workers living in Parksley at 317 and the number of jobs in Parksley at 114, but estimated that only 4 of those jobs were being filled by Parksley residents (*see figure below*).

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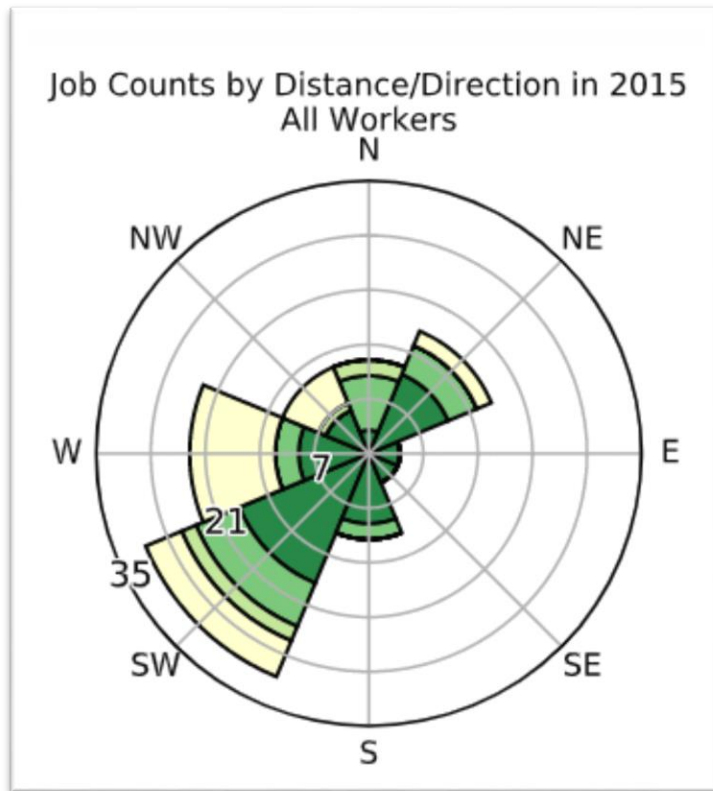
For 2017, educational attainment data were only available for those over 25 years old. For those employed in Parksley over age 25, 22 percent were estimated to have a high school diploma or equivalent, and another 26 percent had some college or an Associate’s degree. Forty-eight percent had a bachelor’s degree or more, and the remainder, 30 percent, did not achieve a high-school or equivalent education.

Fifty-seven percent of those employed in Parksley were male, and 43 percent female. Sixty-eight percent identified as white, and 29 percent as African American, the remainder self-identified as Asian or bi-racial or multi-racial. Three percent identified as Latino or Hispanic.

Workers age 29 and younger constituted about 15 percent of the workforce, ages 30-54 about 45 percent, and 55 and older about 40 percent. About 41 percent of those employed in Parksley earned \$1,250 per month or less. Another 43 percent earned \$1,251 to \$3,333 per month, and 18 percent had monthly earnings greater than \$3,333.

The following figures provide a sense of the direction and distance of travel for these employees. Even though few employees working in Parksley lived in town, about 56 percent traveled less than 10 miles to work and another 19 percent commuted 10 to 24 miles. Four percent traveled 25 to 50 miles and 20 percent had a commute greater than 50 miles each way. The figure also provides a summary by metropolitan/micropolitan area of where workers lived beyond Parksley. Approximately 69% (79 employees) lived elsewhere in Accomack County. The next greatest number of employees living outside of Parksley were from Worcester County, MD (5%, 6 employees) and Northampton County (4%, 4 employees).

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U.S. Census Bureau (2015) data showing characteristics of persons employed in Parksley

Jobs by Distance - Work Census Block to Home Census Block

	2015	
	Count	Share
Total Primary Jobs	114	100.0%
Less than 10 miles	64	56.1%
10 to 24 miles	22	19.3%
25 to 50 miles	5	4.4%
Greater than 50 miles	23	20.2%

Jobs Counts by Counties Where Workers Live - Primary Jobs

	2015	
	Count	Share
All Counties	114	100.0%
Accomack County, VA	79	69.3%
Worcester County, MD	6	5.3%
Northampton County, VA	4	3.5%
Wicomico County, MD	2	1.8%
Prince William County, VA	2	1.8%
Newport News city, VA	2	1.8%
Somerset County, MD	1	0.9%
Genesee County, MI	1	0.9%
Suffolk County, NY	1	0.9%
Alleghany County, VA	1	0.9%
All Other Locations	15	13.2%

Working Parksley Residents

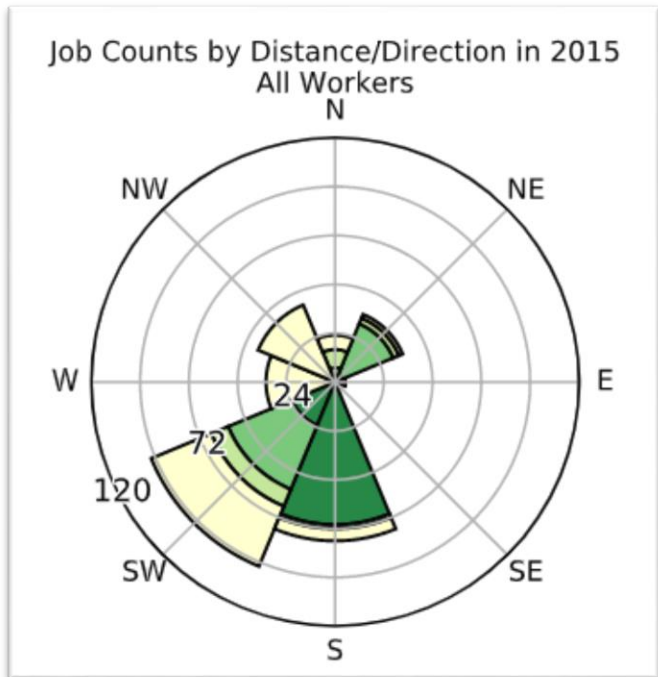
When compared to those who worked in Parksley, the 317 employed Parksley residents were slightly younger overall than those who worked in Parksley. Those who worked in Parksley also made significantly less money than those living in but working outside of Parksley. The two groups had roughly the same education attainment but those working in Parksley traveled significantly less than those living in but working outside of Parksley. The most frequent employment destinations for Parksley residents were elsewhere in Accomack County (51%), Northampton County (4%), Worcester County (3%), and Virginia Beach (3%).

The following tables and figures summarize these comparisons in greater detail.

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Selected Characteristics for Workers Living in Parksley vs. Commuting to Work in Parksley

Worker Age	Lives in Parksley	Works in Parksley
29 years or younger	23.0%	17.3%
30-54 years	52.1%	42.7%
55 years or older	24.9%	40.0%
Earnings		
\$1,250 per month or less	22.4%	40.9%
\$1,251 to \$3,333 per month	49.2%	43.6%
More than \$3,333 per month	28.4%	15.5%
Worker Educational Attainment		
Less than high school	11.0%	7.0%
High school or equivalent	26.8%	28.9%
Some college or Associate degree	24.6%	29.8%
Bachelor's or advanced degree	14.5%	17.5%
Commute to Work		
Less than 10 miles	32.8%	56.1%
10 to 24 miles	22.1%	19.3%
25 to 50 miles	6.9%	4.4%
Greater than 50 miles	38.2%	20.2%



U.S. Census Bureau (2015) data showing characteristics of persons living in but employed outside of Parksley

Jobs by Distance - Home Census Block to Work Census Block

	2015	
	Count	Share
Total Primary Jobs	317	100.0%
Less than 10 miles	104	32.8%
10 to 24 miles	70	22.1%
25 to 50 miles	22	6.9%
Greater than 50 miles	121	38.2%

Jobs Counts by Counties Where Workers are Employed - Primary Jobs

	2015	
	Count	Share
All Counties	317	100.0%
Accomack County, VA	163	51.4%
Northampton County, VA	14	4.4%
Worcester County, MD	9	2.8%
Virginia Beach city, VA	8	2.5%
Prince George's County, MD	7	2.2%
Henrico County, VA	7	2.2%
Wicomico County, MD	6	1.9%
Arlington County, VA	6	1.9%
Hampton city, VA	6	1.9%
Fairfax County, VA	5	1.6%
All Other Locations	86	27.1%

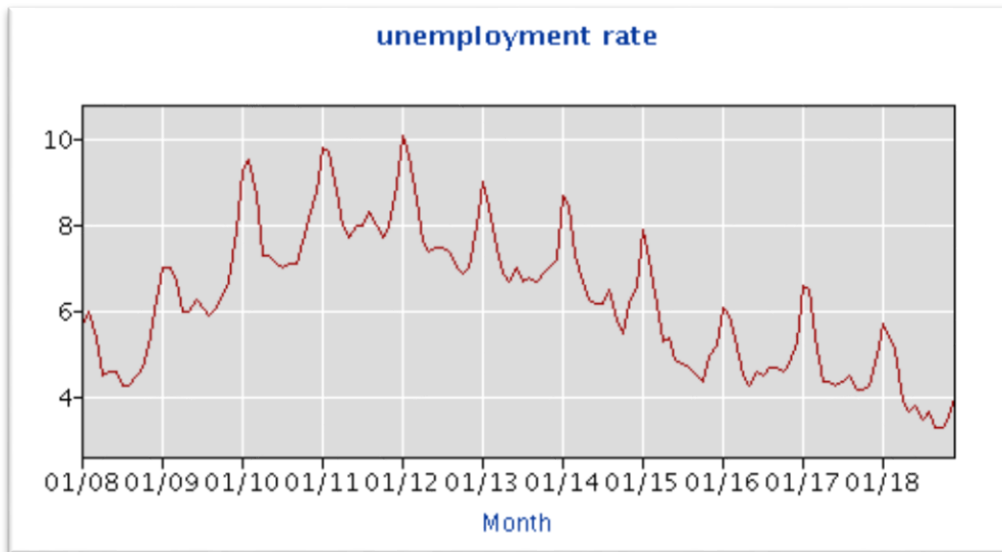
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The following table compares employment by industry class for those working in Parksley versus those living in Parksley, who were employed elsewhere. Concentrations of jobs in both groups of workers included retail trade, transportation and warehousing, and accommodation and food service. Many more persons worked in manufacturing outside of Parksley than in Parksley. This is likely attributed to the two major nearby manufacturing employers, Tyson and Perdue. Many more persons also worked in health care and social assistance outside of Parksley than in Parksley. These jobs are likely associated with the regional hospital or affiliated businesses in and around Onley or elsewhere in the region. Overall, Parksley residents were employed in more categories of jobs and in more professional and skilled trade categories than those working in Parksley.

Industry Class	Employed in Parksley	Employment of Parksley Residents
Agriculture, Forestry, Fishing, and Hunting	0	9
Utilities	0	1
Construction	10	6
Manufacturing	4	66
Wholesale Trade	3	13
Retail Trade	31	43
Transportation and Warehousing	21	10
Information	0	3
Finance and Insurance	0	7
Real Estate and Rental and Leasing	0	5
Professional, Technical, & Scientific Services	3	19
Management Companies and Enterprises	0	2
Administrative & Support, Waste Mgmt. & Remediation	0	15
Educational Services	0	23
Health Care and Social Assistance	3	33
Arts, Entertainment, and Recreation	0	2
Accommodation and Food Service	10	27
Other Services	8	9
Public Administration	21	24
TOTAL JOBS	114	317

Unemployment

The Bureau of Labor Statistics unemployment data were not available at the town level, but the agency releases county-level employment data by month. December 2018 saw an unemployment rate of 4.0 percent, slightly higher than the October low, which is consistent with the annual pattern (*see following figure*). Generally unemployment peaks in the winter months, eases in spring, reaches a low by October, then begins to rise again. As of March, county unemployment was at 5.1 percent.



Source: US Bureau of Labor Statistics

2.1.2 – FORECASTS AND TRENDS

Population

Population forecasts are not available at the town level, but most county forecasts foresee continued population declines at the county level. The Weldon Cooper Center’s population estimates since the 2010 Census reflect that decline.

The following table includes forecast data for the Eastern Shore of Virginia. Accomack County is projected to experience a slight population increase from 2010 to 2020 with a pronounced decline in future decades culminating in a decline of 7,160 persons (21 percent decline) between 2020 and 2040. Northampton County is projected to experience similar declines (1,966 fewer persons or 16 percent decline between 2010 and 2040). The region is project to experience a decline of 8,498 persons or a 19 percent decline between 2010 and 2040.

Population Projections			
Year	Accomack County	Northampton County	Eastern Shore of Virginia
2010*	33,147	12,408	45,555
2020	33,775	11,964	45,339
2030	30,369	11,274	41,643
2040	26,615	10,442	37,057

Source: Weldon Cooper Center for Public Service; * US Census 2010

Employment

The number of employed people who live in Parksley exceeds the number of jobs in the town by about 200, and a mismatch exists between available jobs and the wage level that workers living in Parksley are able to command elsewhere.

The Virginia Employment Commission projects that the industries with the largest employment growth will be professional, technical, and scientific services, followed by health care and social service, and educational

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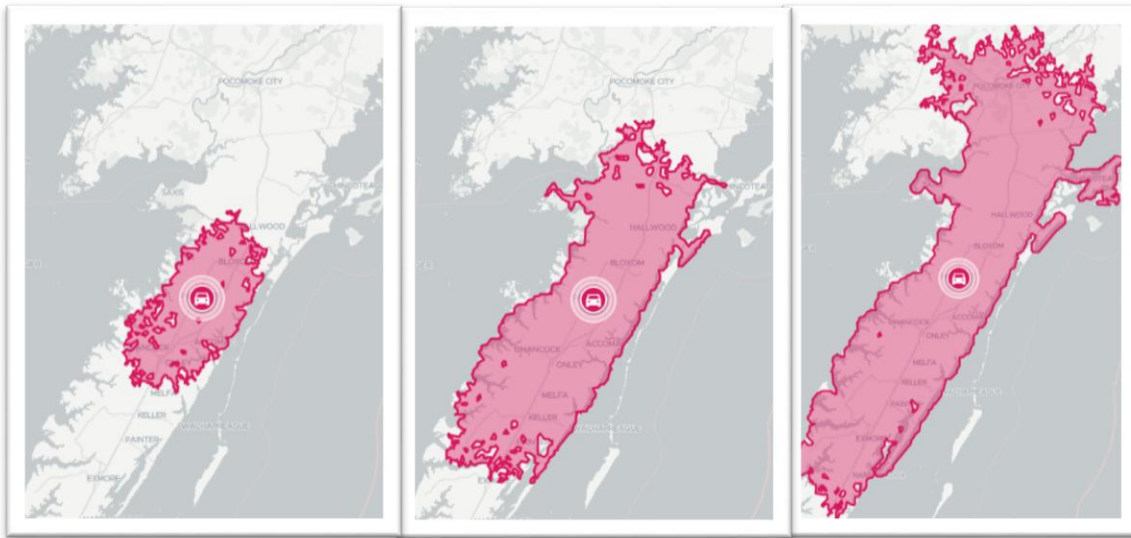
services. Construction, retail trade, and accommodation and food service will also continue to see strong growth.

Employment in these sectors projected for growth currently account for exactly half of all jobs in Parksley, which is promising for overall job growth in the Town. However, many of these jobs are in economic sectors with low-paying jobs.

2.2 – MARKET TRADE AREA & REGIONAL CONNECTIONS

Parksley has a number of businesses that serve the needs beyond that of the town itself. The Jaxons Five and Dime and Hardware Store are family-owned businesses that have served the region for generations becoming destinations in their own right, while other family-owned businesses like Russell’s Formal and Bridal Shop provide the only wedding retail services within the region. The Parksley Farmer’s and Artisans Market is the only such market in the region that operates year-round and Rail-n-Sail Seafood Market provides locally-harvested seafood. Specialty shops such as Violet’s Stitches and Specialties, the Parksley Art Gallery, and Floral Express and Gifts provide unique shopping experiences for locals and visitors. A national business, Dollar General, provides important necessities for the local community and the Club Car Café and Lunch Box provide unique dining and entertainment options.

A 30-minute drive time represents a typical market trade area for a community of Parksley’s size. Due to the geographically-isolated nature of the region, 15- and 45-minute drive times were considered as well and are shown below. Parksley’s trade areas are projected to remain steady, which is a positive indicator for Parksley’s businesses.



Market Trade Areas (Red) for Parksley Defined as 15 (Left), 30 (Center), and 45-Minute (Right) Drive Times

Parksley’s original regional connections were primarily through the railroad, which connected the Town to large urban markets and opened up the entire region for trade. Equally important connecting assets within the region which have benefitted the Town are the interstate highway system and the abundance of proximal navigable creeks. Parksley is centrally-located within Accomack County and has the potential to leverage and connect its downtown to assets from both within Accomack County and neighboring jurisdictions of Northampton County to the south and Worcester and Somerset Counties in Maryland to the north. Beyond these jurisdictions, Parksley is within a single day’s drive from over one third of the nation’s population and is

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proximal to urban centers including New York City, Philadelphia, Baltimore, Washington D.C., Richmond, and Hampton Roads. While it is important to note these proximal urban assets, the Management Team focused solely on identifying and assessing regional assets within the Eastern Shore of Virginia. The Management Team identified 88 facilities, businesses, and programs near Parksley. The following list highlights the key findings of the inventory of existing assets surrounding Parksley from February 2017.

- Recent and future investments in the following facilities are expected to provide significant direct and indirect benefits to downtown
 - Shore Memorial Hospital: Relocation to Onley in February, 2017 positioned downtown significantly closer to health care services and increases potential for health care-related businesses wanting to open downtown
 - Eastern Shore Community College: Ongoing campus building and improvements provide enhanced higher education and workforce development opportunities for Parksley
 - Perdue and Tyson Poultry Processing Plants: Significant investments in and expansions to the two industrial facilities may provide more employment opportunities for Town residents
 - NASA Wallops Flight Facility: Recent addition of new programs and anticipated future growth may provide more employment opportunities for Town residents. Growing tourism industry surrounding rocket launches can benefit downtown also.
 - Town of Chincoteague: New businesses, hotels, and tourism industry can benefit downtown.
- The greatest number of facility assets identified were recreational and predominantly were nearby public access facilities providing access to the nearby waters of the Chesapeake Bay and Atlantic Ocean.
- Fourteen regional trails, plans, and services were identified that provide and could provide significant economic activity for downtown. The Town could pursue finding ways to become involved in and benefit from:
 - Four recreational trails (water trails, birding & wildlife trail)
 - Four cultural trails (artisan, heritage, oyster, and civil war trail)
 - Public transportation (Star Transit)
 - Broadband network
 - Planning initiatives (economic development, bicycle, transportation, and hazard mitigation)

2.3 – RETAIL MARKET STUDY & OPPORTUNITIES

2.3.1 – MARKET ANALYSIS

Market analysis indicates that there is significant potential for additional retail and food and beverage sales for downtown Parksley with much of the potential captured from within no further away than a 15 minute drive time. For retail sales, analysis found that there is a market potential of \$115.6 million in additional sales that could be brought to Parksley from less than a 15-minute drive time away. For food and beverage sales, Parksley has a market potential of \$10.2 million in additional sales within a 15-minute drive.

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Retail Sales		
Drive Time	Total	Potential*
5 Min	\$5.2 m	\$15.7 m
10 Min	\$26.2 m	\$57.0 m
15 Min	\$137.1 m	\$115.6 m

* The delta between actual sales in a market and market potential. positive = opportunity, negative = oversupply

Food and Beverage Sales		
Drive Time	Total	Potential*
5 Min	\$412.1 k	\$1.3 m
10 Min	\$849.1 k	\$5.0 m
15 Min	\$11.1 m	\$10.2 m

* The delta between actual sales in a market and market potential. positive = opportunity, negative = oversupply

Source: ESRI Retail Market Analysis (2019)

The 2019 market analysis found that approximately 80 percent of the population within a 15-minute drive could be characterized as semi-rural and semi-retired. Many folks have paid off their mortgage but intend to stay in their homes. This demographic favors participating in outdoor and community events and tend to buy American, support local businesses, and prefer domestic vacations. The analysis indicates that it would be to Parksley’s benefit to cater to the needs of this demographic.

Regarding current businesses in Parksley, the Town offers a strong mix of businesses with long-term family-operated establishments serving the entire county and beyond, including specialty businesses and dining that serve both locals and visitors.

Parksley represents a key commercial hub for Accomack County and is unique among other communities in that it consists of mostly non-chain establishments providing key basic services and goods. Parksley is a retail magnet for local and nearby residents, especially those who prefer supporting local small businesses over other national chain establishments elsewhere in the county.

Tourism & Recreation

The industry cluster analysis performed for the Eastern Shore of Virginia for 2014 indicated that the Arts, Entertainment, Recreation, and Visitor Industries cluster in the region was the only cluster classified as a Star Cluster, meaning that it is strong, concentrated, and advancing. This has major implications for Parksley as the town is well situated to leverage its history and railroad heritage to support growth around tourism and recreation.

From 2009-2014, the Arts, Entertainment, and Recreation and Retail Industries grew within the region 25% and 10%, respectively. Virginia Labor Market information on the Eastern Shore indicates the long-term employment growth from 2012-2022 in Retail Trade (9 %); Arts, Entertainment, and Recreation (16%) and Accomodation and Food Services (13%) industries. Average weekly wages for 2017 in the region for these industries was \$382, \$403, and \$265, respectively.

The Eastern Shore of Virginia’s tourism industry has been the fastest growing region in the Commonwealth of Virginia for the most years over the past decade than any other region. Virginia Tourism Corporation (VTC) data show the Eastern Shore as the fastest growing region for all key metrics including:

- #1 in total tourism expenditures growth: 4.8%
- #1 in payroll growth: 7.1%
- #1 in employment growth: 4.2%
- #1 in state tax receipt growth: 6.7%
- #1 in local tax receipt growth: 7.2%

Furthermore, VTC data show visitor spending on the Eastern Shore totaled \$245 million in 2014 and visitors paid \$6.6 million in taxes through lodging, meals, and sales tax. From 2009-2014 visitor spending on the

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Eastern Shore increased 22% and in 2014, \$1.8 million was collected in lodging taxes, a 43% increase from 2009.

The VTC Economic Impact Report further recognizes ancillary impacts upon the Eastern Shore from the tourism industry including:

- Retail shopping is one of the major activities of people traveling in Virginia. In 2014, domestic travelers spent \$2.1 billion on purchases at retail stores. Retail shopping accounted for 9.2 percent of domestic travelers' trip spending in Virginia.
- The 216,900 jobs supported by domestic travel in Virginia comprised 7.1 percent of the state's total private employment during 2014.
- 20.2% of Virginia tax revenue from tourism went to local government tax • Domestic travelers spent \$180.68 million in Accomack County in 2014
- Domestic travelers spent \$73.75 million in Northampton County in 2014.
- Tourism routes/trails spread visitor activity across the region, reducing negative environmental impacts, facilitating the management capacity of the tourism destination, and dispersing the economic benefits more widely. Artisans Center of Virginia <http://www.artisanscenterofvirginia.org/>
- Research, based on similar trails in western North Carolina, has shown that 97% of travelers make a purchase somewhere along the trail, artisan studios & farms have shown an increase of 23% in sales and craft shops and galleries reported a 28% increase in revenue.

Aerospace & Defense – NASA Wallops Flight Facility

The 2017 Eastern Shore of Virginia Regional Economic Development Plan identified the Aerospace and Defense industry cluster as an emerging cluster, meaning that it has strong growth potential within the region. In 2013, data suggest that the industry cluster was the region's third strongest economic force. However, the region satisfied a very small percentage of the industry's requirements, meaning that significant leakages were occurring outside of the region (Purdue University, 2017). Leakages for the industry cluster may be less pronounced, but opportunities for improvement still exist. For example, in 2011, 20 percent of economic impact from the NASA Wallops Flight Facility (NASA-WFF) occurred within Accomack County, 48% occurred within the Lower Eastern Shore (Accomack, Northampton, and three Maryland Counties), and 52% occurred outside of the region (*Wallops Island BEACON study, 2011*).

In 2013, NASA-WFF's projected regional economic impact was \$188 million. This included 1,488 employees between NASA, Navy, and NOAA and an additional 2,341 local jobs supported. NASA-WFF also had a \$2.4 million impact on tourism (*Salisbury University Symposium, Wallops Complex Regional Economic Development Opportunities*). With full build-out, NASA-WFF's projected economic impact is 6,558 jobs, which would be a 42 percent increase from 2013 estimates (*Project Narrative: Optimizing Wallops Research Park Build-Out*).

Parksley is well positioned to benefit from growth at NASA-WFF due to its proximity and affordable housing options. The Town should make concentrated efforts towards attracting NASA-WFF employees and businesses/services affiliated with NASA-WFF.

2.3.2 – OPPORTUNITIES

Data suggest that there is demand for new businesses in the following categories:

- **Restaurants** (including a café and establishments catering to dining and entertainment later in the evening and during mornings)
- **Basic Needs** (particularly pharmacies and groceries)

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- ***Specialty Retail*** (including sporting goods/recreation, jewelry, specialty foods, antiques, and artisan retail/galleries)

In addition, there are other opportunities to revitalize downtown Parksley including:

- ***Active Uses*** – Businesses and uses that create activity and energy in downtown. Some of these identified during the planning process were:
 - ***Destination Businesses and Industry*** –
 - ***Weddings*** - There is an opportunity to leverage the Russell’s Formal and Bridal Shop, a family-operated anchor business for downtown Parksley, and the picturesque Town Square into a destination for wedding-based activities including photo shoots, signature art displays as destinations for visitors, weddings, and ceremonies. No community in the region is currently prioritizing such a strategy.
 - ***Railroad Retail Destination*** – There is an opportunity to leverage the Town’s rich railroad history by using the deactivated railroad to establish a unique destination retail and/or lodging destination using authentic railcars. This has proven to be a viable enterprise in many places around the nation but does not exist within the region or within several hours drive from the region.
- ***Farmers Market Expansion*** – Build on the success of the region’s only year-round Farmers Market by providing more regular opportunities for additional vendors including artisans and specialty produce/seafood. A need for expansion of the actual structure of the Farmers Market Pavilion was also recognized as an opportunity.
- ***Events*** – Build on Parksley’s historic and recent success in hosting signature public events in its Town Square and downtown area. New opportunities exist in hosting educational, historical, and art-focused events with the addition of the regional library and heritage center, new art galleries, and existing potential of the Eastern Shore Railway Museum.
- ***Community Gathering Space*** – the Town has an amazing public space for drawing and keeping people downtown. However, it lacks a permanent structure to serve as a hub for entertainment and educational events such as a permanent stage, bandshell, and amphitheater.
- ***Outdoor Recreation*** – Parksley lacks businesses and facilities that could better connect visitors and residents with nearby recreational assets such as public water access points to the Chesapeake Bay and Atlantic Ocean. The Town also has significant opportunity in walking and bicycling recreation.
- ***Residential Workforce Housing*** – Parksley’s moderate housing costs have great potential to support nearby jobs in manufacturing, health services, education, and aerospace and defense.
- ***Overnight Lodging*** – There is a need for overnight lodging for visitors. Options include second-story lodging in vacant downtown properties, development of new lodging (targeting currently vacant or underutilized properties), redevelopment of blighted properties for lodging, and expansion of Air BnB rentals in the surrounding residential district in Parksley.

2.4 – ECONOMIC DEVELOPMENT INITIATIVES

The Town of Parksley has seen many positive developments a number of vacant buildings have recently been or are currently being developed; however, a number of underutilized properties remain and represent significant economic potential for the Town. The Town administers a revolving loan fund to support local business needs and there are a number of organizations which provide support for small business development and attracting visitors to the Town to shop and support local businesses.

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The Project Management Team used the information made available through the development of the economic restructuring plan to develop an action plan to focus on addressing identified challenges and barriers and capitalize on identified opportunities for growth. The action plans include unique objectives complete with responsible parties, implementation timelines, and funding strategies. The actions for building the Town's economy were focused on three core areas:

- ***Town Infrastructure & Staffing Capacity***
- ***Marketing & Branding***
- ***Creating a Vibrant Community & Economic Development Culture***



Restoration of historic advertisement underway as part of the downtown revitalization project, Summer 2018

The snapshot of the action plan on the following page provides a quick reference overview of identified actions for growing Parksley's economy.

The action plan was presented to and adopted by the Parksley Town Council on April 9, 2018. The Project Management Team was tasked by Council to begin implementing the action plan and significant progress was made on a number of objectives and strategies within the plan. Completed activities and progress are summarized in the table included in **Appendix B**. The following sections present the action plan implementation strategies in greater detail.

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PARKSLEY ECONOMIC RESTRUCTURING PLAN SNAPSHOT

Goal 1: Improve, Enhance, & Develop Downtown Infrastructure & Staffing Capacity

Objective 1-A: Community Facilities & Support Infrastructure
 a. Pedestrian Facilities & Experience e. Ordinance Review & Update
 b. Recreational Facilities f. Repair Parking Lots
 c. Wastewater Treatment g. Enhance Public Restrooms
 d. Address Downtown Blight via Enforcement

Objective 1-B: Beautify Downtown
 a. Façade Improvement Program f. Historic Preservation
 b. Victorian Streetscaping g. Prevent Litter
 c. Property Maintenance Enforcement h. Refurbish Water Tower
 d. Landscaping i. Public Art Displays
 e. Target Area Projects

Objective 1-C: Public Safety & Accessibility
 a. Crosswalks, Curbs, Safety Markers c. Traffic Calming
 b. Handicap-Accessible Thoroughfares d. Accessibility to Buildings

Objective 1-D: Organizational, Administrative & Staffing Capacity
 a. Formalize Get On Board! Committee d. Town Planning Commission
 b. Recruit Residents to Participate e. Hire Marketing Staff
 c. Upgrade Municipal Website f. Hire Town Manager

Objective 1-E: Natural Hazard Mitigation
 a. Implement Hazard Mitigation Plan
 b. Educate Downtown Occupants

Goal 2: Create and Employ a Marketing and Branding Strategy to Establish Parksley as a Destination for Visitors and Businesses

Objective 2-A: Create Branding & Marketing Strategy
 a. Establish Event & Marketing Committee c. Create Marketing Website, VisitParksley.org
 b. Formalize & Incorporate Community Vision & Taglines

Objective 2-B: Implement Branding & Marketing Strategy
 a. Establish New & Enhance Existing Signage c. Develop & Strengthen Partnerships within Region
 b. Develop & Promote Educational & Informational Materials

Objective 2-C: Promote Strategy by Creating & Hosting Events
 a. Downtown Public Activities: Concerts, Plays, Outdoor Movies, etc.
 b. Greater Involvement in Regional Events c. Establish Parksley as a well-known destination for public festivals & events

Goal 3: Create a Vibrant Economic and Community Development Culture by Providing Support to and Investing in Existing and New Entrepreneurs, Businesses, and Residents

Objective 3-A: Improve Downtown Economic Environment
 a. Small Business Culture Including Virtual & Physical Business Incubator c. Parksley Art Association
 b. Parksley Historic Association d. Develop Items Enhancing Historic, Educational, & Economic Assets

Objective 3-B: Attract Businesses Providing Needed Services & Diversifying Current Retail Options
 a. Address "Needed" Services c. Grow Overnight Lodging Capacity – Rail Cars, AirBnB, & Parksley Hotel
 b. Diversify Retail Options

Objective 3-C: Additional Residential Units Downtown
 a. Second-story Apartments on Town Square b. Fill Vacant or Underutilized Residential Properties

GOAL 1: Improve, Enhance, & Develop Downtown Infrastructure & Staffing Capacity

The downtown inventory and needs assessment identified a significant amount of physical and economic blight and the Town currently lacks the organizational and administrative capacity to make progress on improving economic activity in downtown. These factors were identified as primary obstacles to Parksley’s downtown revitalization .

Objective 1-A: Enhance, Expand and Develop the Community Facilities and Support Infrastructure Needed to Revitalize Parksley.

		Strategy	Responsibility	Timeline	Funding Sources
a-1)	Enhance existing and develop new pedestrian facilities to provide better connectivity amongst assets within both the town and region	Create new pedestrian corridors providing better connectivity between the Town Square and Library	Town Council; Downtown Revitalization; Downtown Business Owners	Near Term Year 1	CDBG Funds
a-2)		Enhance existing sidewalks identified to be inadequate	Town Council; VDOT	Near & Long Term Years 1-10	VDOT Transportation Alternatives Program; Town
a-3)		Fill highest priority sidewalk gaps	Town Council; VDOT	Near & Long Term Years 1-10	VDOT Transportation Alternatives Program; Town
a-4)		Establish crosswalks where feasible	Town Council; VDOT	Near Term Years 1-2	VDOT Transportation Alternatives Program; Town
a-5)		Create wayfinding signage to better orient and direct visitors	Town Council; Downtown Revitalization Committee	Long Term Years 5-10	Other grants and funding as raised by Town
a-6)		Create a Town Walking Route along streets that leads and connects town assets	Downtown Revitalization Committee	Near Term Years 1-3	Other grants and funding as raised by Town for signage and promotion
a-7)		Connect the Town to Regional Bike Trails and Routes	Accomack-Northampton Planning District Commission	Long Term Year 10+	Grants and funding as raised by localities and private sector
b-1)	Enhance existing and develop new recreational facilities	Create Outdoor Public Entertainment Facilities including a white wall for projecting movies, stage or amphitheater for concerts, plays, etc.	Town Council; Downtown Revitalization Committee	Near & Long Term Years 1-10	CDBG Funds; Other grants and funding as raised by Town and private sector
b-2)		Make the town more pet-friendly to visitors by establishing facilities to accommodate pets around town and in businesses.	Town Council: Greater Parksley Association	Near Term Years 2-3	Grants and funding as raised by Town and private sector
b-3)		Recreational Facilities for Children (playgrounds, water fountain, etc.) and Adults (pickleball on tennis courts)	Town Council; Downtown Revitalization Committee	Long Term Years 3-5	Grants and funding as raised by Town and private sector

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b-4)	Install transit facilities like bike racks, electric charging stations and large bus stops (Greyhound)	Town Council; Downtown Revitalization Committee	Long Term Years 5-7	Grants and funding as raised by Town and private sector
c)	Commit to assessing the Town Wastewater Treatment System and maintaining, repairing, or upgrading the system such that it functions effectively and reliably and may provide needed additional capacity for downtown development.	Town Council	Near Term Year 1	NA
d)	Emphasize enforcement of building codes and town ordinances to address blighted buildings and parcels around downtown.	Town Council and Staff	Near Term Years 1-2 & Ongoing	NA
e)	Conduct a complete review of town ordinances and building codes with consideration of downtown revitalization plan priorities and make amendments as deemed necessary.	Town Council and Staff; Town Planning Commission (if applicable)	Long Term Years 1-10 & Ongoing	NA
f)	Repair existing paved parking lots where needed	Town Council and Staff	Long Term Years 4-5	Town; USDA-Rural Development
g)	Enhance public restrooms downtown to ensure they are open and clean	Town Council and Staff	Long Term Years 5-10	Town; USDA-Rural Development

Objective 1-B: Beautify the Downtown Area to Make It More Attractive for Visitors and Prospective Business Owners and Residents

Strategy		Responsibility	Timeline	Funding Sources	
a-1)	Implement Victorian-themed streetscaping measures around downtown	Upgrade existing street lighting	Town Council and Downtown Revitalization Committee	Near Term Year 1	CDBG Funds
a-2)		Install decorative banners or flags on light posts	Town Council and Downtown Revitalization Committee	Near Term Year 1	CDBG Funds
a-3)		Upgrade street numbers on buildings and apartments	Downtown Business Owners	Near Term Years 1-3	Private funds
a-4)		Install historical interpretive signage to enhance the visitor experience	Town Council and Downtown Revitalization Committee	Long Term Years 4-5	Grants and funding as raised by Town and private sector
a-5)		Install environmental/ecological interpretive signage to enhance the visitor experience	Town Council and Downtown Revitalization Committee	Long Term Years 4-5	VA Coastal Zone Management Program
b)	Review/amend/enforce Town Ordinances for Property Maintenance	Town Council and Staff; Town Planning Commission (if applicable)	Near Term Year 1	NA	
c)	Implement landscaping measures around downtown including planting trees, flowers, and decorative boundaries to hide service areas.	Town Council and Staff; ESVA Master Gardeners	Near Term Years 1-3	Soroptomist Club; ES Master Naturalists; VA Coastal Zone Management Program; VA Dept. of Forestry; Volunteers	
d)	Implement Projects in Targeted Areas (i.e. Alleyway between library and town square)	Town Council and Downtown Revitalization Committee	Near Term & Ongoing	CDBG Funds	

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e)	Preserve the Town's Historic Qualities and Characteristics	Town Council and Downtown Revitalization Committee	Near Term & Ongoing	Private Funds; VA Dept. of Historic Resources
f)	Address litter in the downtown area through regular clean-up events and prevention measures (enforcement & additional trash cans)	Town Council and Staff; Downtown Revitalization Committee	Near Term & Ongoing	Town Funds; Partnership with Waste Watchers of Eastern Shore
g)	Assess the Town Water Tower then refurbish with paint and lighting as needed	Town Council and Downtown Revitalization Committee	Near Term Year 2	Town Funds
h)	Create public art displays around downtown	Downtown Revitalization Committee; Greater Parksley Association; Local Artists	Long Term Years 4-5	Volunteer or Private Commission

Objective 1-C: Enhance Public Safety and Accessibility

	Strategy	Responsibility	Timeline	Funding Sources
a)	Repaint crosswalks, curbs, etc. and make safety markers more visible	Town Council and VDOT	Near Term Years 1-2	Town Funds; VDOT Maintenance
b)	Establish Handicap-Accessible Thoroughfares	Town Council and Downtown Revitalization Committee	Near Term Year 3	CDBG Funds
c)	Employ Traffic Calming Techniques in Highest Pedestrian Use Areas	Town Council and Downtown Revitalization Committee	Long Term Year 5	VDOT 80% and Local/Private Match 20%
d)	Enhance Accessibility to Downtown Buildings	Private Business Owners	Long Term Year 10+	Private Funds

Objective 1-D: Expand Organizational, Administrative, and Staffing Capacity for Town and Community Development

Parksley currently lacks the "people power" to achieve its goals. This objective focuses on developing capacity for both paid and volunteer staffing.

	Strategy	Responsibility	Timeline	Funding Sources
a)	Formalize Downtown Revitalization Committee as the Get On Board! Committee with formal by-laws	Town Council	Near Term Year 1	NA
b)	Recruit town residents to volunteer and become involved in Get On Board! Revitalization project	Town Council; Downtown Revitalization Committee; Greater Parksley Association	Near Term Year 1	NA
c)	Upgrade the Town's Municipal Website by enhancing functionality for community development and revitalization activities	Town Council	Near Term Year 1	Town with possible assistance from Accomack County & volunteers
d)	Establish a Town Planning Commission	Town Council	Near Term Year 2	NA
e)	Generate additional revenue for the Town to be able to afford an additional staff person to focus on community event coordination, small business support, and marketing of town	Town Council and Greater Parksley Association	Near Term Years 2-3	Additional tax revenue and/or association dues
f)	Generate additional revenue for the Town to be able to afford a Town Manager position.	Town Council	Long Term Year 10	Additional tax revenue

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Objective 1-E: Minimize Impacts from Natural Hazards upon the Downtown Economy			
Strategy	Responsibility	Timeline	Funding Sources
Implement the Parksley strategies identified in the Eastern Shore of Virginia Hazard Mitigation Plan	Town Council	Near Term & Ongoing	FEMA
Educate downtown occupants on hazard mitigation strategies and available resources	Town Council	Near Term & Ongoing	FEMA
Improve stormwater drainage trouble areas through combination of infrastructure improvements and natural stormwater retention best management practices	Town Council and Downtown Business Owners	Long Term Year 10	FEMA

GOAL 2: Create and Employ a Marketing and Branding Strategy to Establish Parksley as a Destination for Visitors, Businesses, and Residents

The Town does not currently have a mechanism to contact and advertise to businesses and entrepreneurs all that Parksley has to offer including infrastructure, support from local government or economic potential. Parksley lacks a cohesive vision for furthering this among the existing business and tourist base. The lack of strategy is an obstacle to initiating Parksley’s revitalization.

Objective 2-A: Create and Develop a Parksley Marketing and Branding Strategy

Strategy		Responsibility	Timeline	Funding Sources
a)	Establish an Event and Marketing Committee consisting of community/business leaders and invested residents tasked with expanding Parksley’s presence online and across the region.	Town Council	Near Term Years 1-3	NA
b)	Formalize Community Vision Statement and Tagline and incorporate both consistently across all marketing.	Event and Marketing Committee, Town Council	Near Term Years 1-3	Town Funds with Volunteer Assistance
c)	Create a new primary marketing website and social media sites for the Town (VisitParksley.org) with links/info for existing businesses, events calendar and planning (instructions for how to schedule/request event), future/prospective business/entrepreneurial portal with startup resource info.	Event and Marketing Committee, Town Council, Greater Parksley Association	Near Term Years 2-3	Town Funds with Volunteer Assistance

Objective 2-B: Implement the Parksley Marketing and Branding Strategy

The tourism and business approach for Parksley should be centered on promoting the Town’s unique assets and explain to prospective visitors and businesses: 1) Why you should visit Parksley, 2) Why you should open a business in Parksley, and 3) Why your family should choose to settle in Parksley.

Strategy		Responsibility	Timeline	Funding Sources	
a-1)	Establish new and enhance existing signage and advertising using new tagline(s) and logo(s)	Explore possibility of creating a LOVE sign highlighting Parksley’s unique assets in the downtown area.	Event and Marketing Committee	Near Term Year 1	VA Tourism Corporation LOVEwork Reimbursement Program
a-2)	Develop and promote educational	Work with VDOT and private businesses to enhance existing and establish additional signage along Route 13 advertising downtown Parksley	Event and Marketing Committee, Town Council, Greater Parksley Association	Near Term Years 1-3	VA Tourism Corporation Grant
a-3)	Develop and promote educational	Work with local businesses on wearable branding (shirts, hats, etc.) advertising Parksley	Event and Marketing Committee, Downtown Business Owners	Long Term Years 3-5	Private Funding
b-1)	Develop and promote educational	Develop and distribute promotional brochures to be distributed around downtown and region	Event and Marketing Committee	Near Term & Ongoing	Town Funds

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b-2)	and informational materials highlighting the Parksley experience	Develop promotional videos to be published on town promotional website and social media platforms and on partnering agency websites and social media platforms	Event and Marketing Committee	Near Term & Ongoing	Town Funds
b-3)		Promote the Town's broadband and wireless broadband resources	Event and Marketing Committee	Near Term & Ongoing	Town Funds
b-4)		Educate visitors on proximity to water access and regional attractions	Event and Marketing Committee	Near Term & Ongoing	Town Funds; ESVA Tourism Commission
b-5)		Promote the Town as a destination for sports such as street hockey and pickle ball	Event and Marketing Committee	Near Term & Ongoing	Town Funds
c)	Further establish and entrench Parksley as a part of the greater Eastern Shore experience through cooperation and partnership development with other localities, economic development groups, and tourism and business development groups		Event and Marketing Committee, Town Council, Greater Parksley Association, ESVA Chamber of Commerce, ESVA Tourism Commission, Accomack EDA, A-NPDC	Near Term & Ongoing	NA

Objective 2-C: Promote the Parksley Marketing and Branding Strategy by Hosting Events to Promote and Draw People to Parksley.

Strategy		Responsibility	Timeline	Funding Sources	
a)	Host concerts, plays, public outdoor movies, etc. in the downtown area	Event and Marketing Committee	Near Term & Ongoing	Town Funds with Volunteer Assistance	
b)	Coordinate downtown events with regional "Shore-wide" events that take visitors all throughout the region	Event and Marketing Committee	Near Term & Ongoing	NA	
c-1)	Establish Parksley as a well-known destination for public events and festivals	Explore various options for festivals and celebrations and prioritize for implementation – Parksley Day Celebration, Wine & Beer Festival, Music & Arts Festival, Victorian Festival, Fourth of July Celebration, Trick or Trunk Event, Downtown New Year's Eve Celebration, Christmas Celebration, Sporting Events	Event and Marketing Committee, Greater Parksley Association	Near Term Years 1-2	NA
c-2)		Develop and host priority annual events and celebrations that provide an introduction to the town and its assets and vision	Event and Marketing Committee	Long Term Years 3-4 & Ongoing	Town Funds with Volunteer Assistance

GOAL 3: Create a Vibrant Economic and Community Development Culture by Providing Support to and Investing in Existing and New Entrepreneurs, Businesses, and Residents

The Town does not currently have adequate economic infrastructure or a cohesive message to support the existing business owners, advertise them adequately, or attract new entrepreneurs and residents to the community. This culture gap is another obstacle to Parksley initiating a revitalization on its own.

Objective 3-A: Improve the downtown economic development environment for businesses, entrepreneurs, and education.

Strategy		Responsibility	Timeline	Funding Sources	
a-1)	Create a Strong Small Business Culture and Network for Current and New Businesses	Revive the Parksley Business Association consisting of existing business owners and town leadership to leverage existing small business resources with focus on joint social events, promoting the Parksley Brand and advertising.	Town Council	Near-Term Year 1	NA
a-2)		Pursue a Virginia Main Street Affiliate Designation	Parksley Business Association, Town Council	Long Term Years 5-10	NA
a-3)		Develop a business development plan to identify what the town and its committees can do to help existing businesses survive and thrive and new businesses to start and continue on a path for success	Parksley Business Association, Town Council and other Town Committees/Associations	Near Term Years 2-3	VDHCD Building Entrepreneurial Economies (BEE) Planning Grant; VA Main Street Funding
a-4)		Develop and circulate informational materials summarizing existing resources for existing and prospective businesses and distribute materials to new businesses in a Welcome Packet	Parksley Business Association, Town Council, Town Attorney, Accomack-Northampton Planning District Commission, Accomack County Economic Development Authority	Near Term Years 2-3	Town Staff, Volunteers
a-5)		Create a business “hub” (both virtual in conjunction with the new website and brick & mortar) for new businesses	Parksley Business Association, Town Council	Long Term Years 5-10	VDHCD or USDA Rural Development Funding
b)	Establish a Parksley Historic Association to help businesses, residents, and potential investors/residents understand and enhance the history of the town and specific buildings. Focus on possible partnership with the Public Library and ESVA Heritage Center.		Interested Residents and Business Owners	Near Term Year 1 & Ongoing	NA

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c-1)	Establish a Parksley Art Association to focus on increasing the visibility of and drawing attention to the existing art base in the town by giving them a platform to display their work and introduce themselves to the community	Work in conjunction with other municipalities to coordinate with existing artwalks/programs/public exhibitions to create new opportunities for Parksley	Interested Residents and Business Owners	Near Term Year 1 & Ongoing	NA
c-2)		Develop a specific location for artisans to use as a studio, office, or workspace to attract people in that community to Parksley and help them network with the community	Parksley Art Association, Town Council, Parksley Business Association	Long Term Years 4-5	VDHCD Building Collaborative Communities Grant
c-3)		Establish semi-permanent outdoor art displays for town promotion in conjunction with town events/festivals and new businesses	Parksley Art Association, Town Council, Parksley Marketing Committee	Near Term Years 1-3	VA Tourism Corporation, Privately-funded Commissions
d-1)	Establish historic, educational, & economic culture by developing informational materials highlighting downtown property assets.	Design and build a kiosk in the Town Square with historical information of the town with a map and markers indicating historic places and buildings	Downtown Revitalization Committee, new Parksley Historical Association, new Parksley Business Association	Long Term Years 3-4	Town Funds for construction and maintenance. Volunteer assistance for design.
d-2)		Design and place plaques for each historic building downtown and residence (with owner approval) explaining the history of the property that incorporates the same logo(s) used by the new Marketing Committee or Historical Committee	Downtown Revitalization Committee, Downtown Property Owners, new Parksley Historical Association, new Parksley Business Association	Long Term Years 4-5	Town Funds or Private Funds. Volunteer assistance for design and information gathering.

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Objective 3-B: Attract businesses to provide needed community services and achieve a greater variety of services and retail options.

Strategy		Responsibility	Timeline	Funding Sources	
a-1)	Attract New Businesses Providing “Needed” Services	Leverage existing small business development resources to increase support available to new business and entrepreneurs	Parksley Business Association, Town Council, Accomack County EDA, Hampton Roads Small Business Development Center, Eastern Shore Community College, ESVA Chamber of Commerce	Near-Term Years 1-2	Existing Town Revolving Loan Fund, Accomack County EDA resources, regional small business investment funds
a-2)	Currently Lacking	Determine business types not currently located in Parksley that would help provide services not currently available.	Parksley Business Association, Town Council	Near-Term Years 1-2	NA
a-3)		Recruit new businesses to locate to Parksley with focus on abutcher, bakery, pharmacy, and other identified services.	Parksley Business Association, Town Council, ESVA Chamber of Commerce, Accomack County Economic Development Staff, A-NPDC	Long Term Years 4-10	NA
b-1)	Attract additional businesses which will expand & diversify the retail options in town	Determine business types needed to expand and diversify retail options in Parksley.	Parksley Business Association, Town Council	Near-Term Years 1-2	NA
b-2)		Recruit identified business types including art galleries/studios, antique shop, coffee shop, ice cream/soda shop, microbrewery or distillery with focus on occupying vacant properties and parcels, expanding Farmers Market opportunities, and businesses that could use the railroad commercially.	Parksley Business Association, Town Council, ESVA Chamber of Commerce, Accomack County Economic Development Staff, A-NPDC	Long Term Years 4-10	NA
c-1)	Expand Overnight Lodging Capacity to Accommodate More Visitors in Parksley	Renovate and retrofit rail cars in Town Square to create a unique destination for Parksley that provide opportunities for entrepreneurs and needed lodging for visitors.	ES Railway Museum, Town of Parksley, Downtown Revitalization Committee	Near Term Years 1-2	CDBG Funds
c-2)		Assess current level of AirBnB activity in town and develop additional capacity as desired	Parksley Business Association, Town Council	Near Term Years 1-2	NA
c-3)		Seek interested party to redevelop historic Parksley Hotel property.	Parksley Business Association, Town Council	Long Term Years 5-7	Private Funds, Historic Tax Credits

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Objective 3-C: Enhance existing and develop additional residential units downtown.					
Strategy			Responsibility	Timeline	Funding Sources
a-1)	Convert some downtown second stories to apartments	Review 2017 Downtown Inventory and hold discussions with property owners to explore level of interest	Downtown Revitalization Committee	Near Term Year 1	NA
a-2)		Work with interested property owners to develop second-story apartments with consideration of appearance, parking needs, and potential conflicts with adjacent parcels	Downtown Property Owners, Downtown Revitalization! Committee, Town Council	Long Term Years 4-5	Private Funds or CDBG Funding
b-1)	Fill currently vacant or underutilized downtown residential properties	Review 2017 Downtown Inventory and hold discussions with property owners to explore level of interest in renting property on a short-term or overnight basis (AirBnB)	Downtown Revitalization Committee	Near Term Year 1	NA
b-2)		Work with interested property owners to convert vacant or underutilized downtown residential properties.	Downtown Property Owners, Downtown Revitalization Committee, Town Council	Long Term Years 4-5	Private Funds

2.5 –BRANDING & MARKETING STRATEGIES

The Project Management Team worked with staff from the A-NPDC and Virginia Tourism Corporation (VTC) to develop a preliminary community brand identity to supplement the downtown revitalization initiative. The brand builds on the recommendations of the downtown revitalization plan and attempts to create a distinct graphic identity and market position to promote the Town and its assets to local citizens, visitors, and prospective investors and businesses.

The branding and marketing strategy development process was initiated in November 2017 with a public workshop facilitated by the A-NPDC and VTC. The approximately 25 persons in attendance were guided through a number of activities to identify what Parksley's desirable and not-desirable characteristics are and what makes Parksley unique among nearby communities. This information was used to develop a draft vision statement, identify potential marketing strategy actions, and identify unique marketing taglines.

The draft items resulting from the public workshop were reviewed and refined by the Project Management Team before being published in an online distributed widely by A-NPDC staff to solicit feedback from the general public. The online survey was completed by 61 persons with the greatest number of participants being 35-44 years old (34%) and living in the following locations: Accomack County (41%), Parksley (28%), near Parksley (11%), Northampton County (8%) and outside the region (10%).

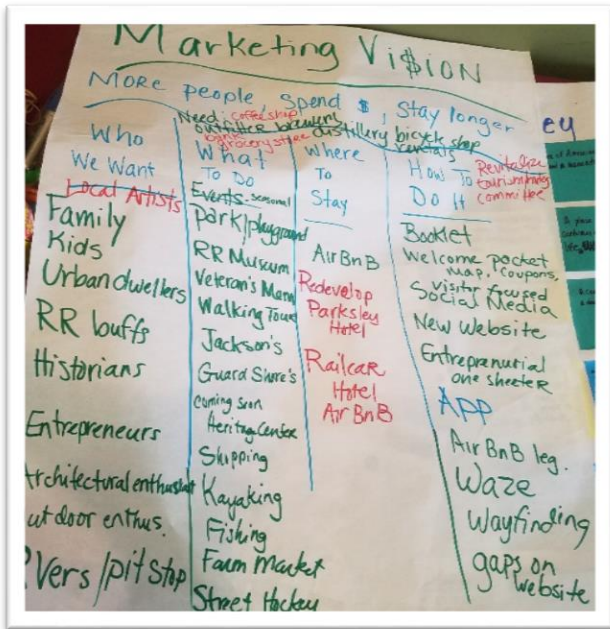
Four draft vision statements were presented in the survey with two resulting as favorites. Feedback was also provided regarding other ideas for the draft vision statements including overlooked assets and characteristics. The Project Management Team took all information into consideration before approving the final vision found in the Executive Summary.



Participants engaged in the Theming & Branding Workshop, November 2017



Sixteen unique marketing taglines were presented for review in the online survey and participants offered several other suggested taglines for consideration. The feedback received from the survey indicated that the draft taglines were not well liked overall with 432 votes landing on the Dislike/Hate end of the spectrum, 278 votes were neutral, and only 182 votes were on the Like/Love end of the spectrum. The Project Management Team took this information into consideration and ultimately discarded the draft tagline options produced up to that point. However, participants in subsequent Project



Management Team meetings continued to bring new ideas. Two of the ideas presented were determined to be favorable by the Management Team, Parksley: There's Only One and Parksley: Get On Board!

Preliminary Marketing Strategy A – Parksley: There's Only One

This option was identified to highlight Parksley's unique existing assets and feature the fact that Parksley is the only incorporated community named as such in the nation. The strategy complements the Town's desire to create unique destinations and host unique events in the downtown area.

While the Project Management Team expressed interest in potentially adopting this tagline as the official identity for Parksley, it was determined that additional market analysis and brand development was warranted before

making a final decision. As such, the Project Management Team has prioritized further market analysis and brand development as an activity in the Town's CDBG grant application.

Preliminary Marketing Strategy B – Parksley: Get On Board!

This option was identified to highlight Parksley's rich railroad history and heritage and promote an encouraging message of revitalization in the Town. The Project Management Team decided that this tagline would be the official identity of the downtown revitalization project and economic development recruitment efforts for the Town. The Management Team also intends to consider having this tagline serve as the brand identity for the entire Town and not simply revitalization and economic development activities. Being that the tagline would be incorporated into Town activities at some level, A-NPDC staff were able to leverage volunteer design assistance to develop a logo featuring the tagline. The logo was used to promote all downtown revitalization activities and was instrumental in generating interest in the project.



The burgundy color was selected as it is the color of the existing town logo and the other colors were selected as contemporary colors indicative of the Town's new era of revitalization.

It is intended that the branding and marketing strategy to be conducted during the next phase of the CDBG grant will consider this tagline and logo and use them as cornerstones for development of the brand identity as desired.

3.0 PHYSICAL IMPROVEMENT MASTER PLAN

A strong downtown business district that supports the needs of both residents and visitors is vital to the economic success of Parksley. A targeted and concentrated effort to capitalize on unique local and regional assets will position the Town well to restructure the economic disposition of downtown.

During 2017 and 2018, the Project Management Team worked with local businesses and other community interest groups to identify priority improvement needs and remediation strategies to incorporate into a preliminary Physical Improvement Plan for downtown Parksley. Beginning in December 2018, Hill Studio was contracted to provide technical assistance and guidance to further refine and ultimately finalize the Physical Improvement Plan presented in the following sections.

The Physical Improvement Plan concentrates on the defined downtown area and includes specific strategies for addressing all identified blight, generating business investment, and driving economic activity. In this defined project area, the CDBG funds will go furthest in realizing the priority revitalization initiatives.

The plan consists of two primary strategies: building façade improvement/physical blight removal and public improvement projects. The recommended physical improvements that comprise the master plan build upon prior planning efforts and the community assets and opportunity sites identified during numerous Project Management Team meetings, public workshops, and inspections and walking tours of downtown.

3.1 – BUILDING FAÇADE IMPROVEMENTS & PHYSICAL BLIGHT REMOVAL

Section 1.6 detailed the blighted conditions identified in the project area. The Town has recognized that these conditions are detrimental to the downtown business environment and general appearance of the community and as such, has committed to addressing these issues through two primary means: creation of a Façade Improvement Program for downtown property owners and working with property owners to ensure compliance with existing Town ordinances.

3.1.1 – FAÇADE IMPROVEMENT PROGRAM

Parksley’s Victorian-era architecture characterizes its downtown district with many buildings dating to the late nineteenth and early twentieth century. This architectural style represents the social and economic forces that shaped this turn-of-the-century planned railroad community. While the project area retains its historic character, it faces the common issues of building vacancy, deferred maintenance, and incompatible modern modifications. The Town, Project Management Team, and others expressed interest in developing a Façade Improvement Program early on in the downtown revitalization planning process to provide needed support to eligible downtown property owners for façade rehabilitation activities.

The Community Improvement Grant from the Virginia Department of Housing and Community Development provides

Get On Board!
Parksley Downtown Revitalization Project
Building Façade Improvement Program Fact Sheet

Overview: The Town of Parksley is preparing to submit a Community Development Block Grant (CDBG) to the VA Dept. of Housing & Community Development (DHCD) to revitalize the downtown area. Any CDBG grant awarded must be applied to a designated project area for the purpose of eliminating physical blight and blighting influences, addressing economic blight, or improving public infrastructure or tourism assets. A primary component of the revitalization effort will be to assist commercial property owners with exterior building façade improvements.

Facade Improvement Steps

- 1. Determine Eligibility:** Eligible Participants only include commercial property owners within the defined Downtown Parksley Project Area.
- 2. Choose Your Upgrade-Eligible Improvements Include:**
 - Exterior Repairs (masonry, soffits, windows, doors, etc.); Cleaning & Painting; & Aesthetics; Signage; Lighting; Planters
- 3. Complete Designs & Get Construction Estimate:**
 - The grant will fund architect design & estimates by a Town-approved architect
- 4. Funding:**
 - Up to \$15,000 may be provided in DR deferred loan, forgiven at a rate of 20% each year for 3 years
 - Requires a one-to-one property owner match. Match may be via direct cash match; value of property improvements to interior or exterior of building within 2 years (receipts required); and must be construction related (not inventory, marketing, salaries)
 - Loans are secured by a 5-year recorded easement that stipulates that no changes to the building (for work funded through the grant) will take place during the 5-year period without approval by the Town. If preferred by the property owner, the loan can also be secured by a Deed of Trust for the value of the loan.

To learn more about the program or schedule a confidential meeting to have your building reviewed, please contact the Parksley Town Office at 665-4618

funding to communities for public improvements including exterior façade improvements of blighted properties. This grant typically provides matching funds to business owners interested in making such improvements to their buildings. Parksley is submitting a grant application in March 2019 which would provide the additional funding to support this program. Improving the aesthetics of the downtown area will in-turn promote business attraction.

The A-NPDC assisted Project Management Team members in developing guidelines for the Façade Improvement Program which include creation of a program advisory board consisting of Town officials and staff, downtown business owners, and architects and engineers from Hill Studio.

Owners of downtown properties identified as being physically blighted and lacking no glaring potential structural issues were invited to participate in the program by signing a program commitment form that included details regarding desired and needed improvements to the building exteriors. A-NPDC staff worked with Hill Studio architects to develop preliminary cost estimates for desired work and incorporated the cost estimates into a budget for CDBG program funding. Recommendations for improvements ranged from the removal or replacement of incompatible materials, restoration of traditional storefront elements, installation or replacement of awnings, and general enhancements such as paint. The Project Management Team also selected two top-priority downtown properties, Jaxon's and the Club Car Café, to receive preliminary architectural renderings showing potential façade improvements. These renderings were used to conceptualize and illustrate the desired architectural style for the downtown project area. The renderings (see



Downtown property owners recognized for participation in the Façade Improvement Program, November 2018.



Downtown property owners were provided a sign to hang in storefronts upon completing a participation form for the Façade Improvement Program

the following page) were useful in generating interest in the program and soliciting commitments from other downtown property owners.

Twenty downtown properties are slated to participate in the Façade Improvement Program. The properties are distributed throughout the project area but are located in several key focal areas along Bennett Street and Dunne Avenue (see following map) where the improvements will have the greatest immediate impact to the downtown revitalization effort. **Appendix C** contains preliminary cost estimates for façade improvements for these properties.

BEFORE



BEFORE



AFTER



AFTER



 **FACADE IMPROVEMENTS**
HILL L. PARKSLEY, VA DOWNTOWN REVITALIZATION
STUDIO

PHYSICAL IMPROVEMENT MASTER PLAN 5

Renderings of Façade Improvements for Priority Downtown Properties (Hill Studio)

Participating Façade Improvement Program Properties Downtown Parksley



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community



Legend

Parcel Boundary

P00 = Façade Improvement Program Participant

Created: February 2019



3.1.2 - Blight Removal or Remediation

Following exterior inspections during 2018 of each building deemed to be physically blighted by the A-NPDC Housing Specialist and architect from Hill Studio, eleven buildings within the downtown area were identified as having potential structural issues which could constitute a public safety hazard. These properties were also deemed ineligible for participation in the Façade Improvement Program as they did not meet the minimum requirements for structural integrity to allow façade improvements. The owners of these properties were notified of the potential issues and as result, five of the property owners either remedied the identified potential structural issues or provided the Town with additional information regarding the structural issues and the Town and VDHCD determined that the properties were structurally sound and therefore eligible for participation in the façade improvement program.

As of February 2019, seven properties with potential structural issues remained in the downtown area (see downtown property inventory and physical blight map on pages 12 and 13, respectively). During its November 2018 Council meeting, Parksley reaffirmed its commitment to Resolution 92-2 signed August 1992, which states that the Town agrees to all the provisions of the Accomack County “Ordinance Authorizing the Razing, Removal, Repair or the Securing of Buildings and other Structures in the County of Accomack” signed September 1984. The Town is currently reviewing and considering options that would more adequately address issues identified during the current downtown revitalization planning process. The Town plans to work with the seven property owners to find solutions for addressing these issues.

The Town also has an opportunity to assist owners of properties with potential structural issues through various state funding resources. Property owners or government organizations may be eligible for funding from the VDHCD [Industrial Revitalization Fund](#), [Community Development Block Grants](#), or [Virginia Brownfields Restoration and Economic Redevelopment Assistance Fund](#). The Town should attempt to leverage these and other resources to the greatest extent possible.

3.2 – SIGNATURE PUBLIC IMPROVEMENT PROJECTS

The Project Management Team identified and conceptualized a number of public improvement projects intended to address blight and serve as catalysts for enhancing the overall business environment in downtown Parksley. Cost estimates and specific funding strategies have been defined for each project and the Town has committed to implementing each project over various timespans. The following sections describe each project in great detail starting with the projects to be completed in the very near future using VDHCD Community Improvement Grant funds and following with the projects to be completed over time using various other funding resources. The maps on the following pages illustrate the locations and conceptual renderings for the projects.

Downtown Parksley Public Improvement Project Overview			
VDHCD Community Improvement Grant		Future Improvement Projects	
Façade Improvements	Bandshell Entertainment & Education Area	Railcar Row: Unique Business or Lodging Destination	Informational Kiosk, Wayfinding & Historical Interpretive Signage
Signature Alleyways	Market Research & Branding	Signature Art	Enhance & Expand Pedestrian Facilities
		Upgrade Street Lighting	Electric Vehicle Charging Stations
		New Landscaping	Utility Bollards



PARKSLEY DOWNTOWN REVITALIZATION



CATALYST PROJECTS

- A** Bandshell & Entertainment Area
- B** Food Truck Utility Improvements
- C** 4 Seasons Alleyway
- D** Harvest Table Alleyway
- E** Railcar Row

LEGEND

- New Sidewalks
- Sidewalk Improvements
- New Pedestrian Crosswalks
- Traffic Calming Techniques
- Information Kiosk
- Public Outdoor Art
- Street Lights Upgrade
- Wayfinding Signage
- Historic Interpretive Signage
- Electric Vehicle Charging Station



DOWNTOWN REVITALIZATION - MASTER PLAN

HILL PARKSLEY, VA DOWNTOWN REVITALIZATION

PHYSICAL IMPROVEMENT MASTER PLAN |

CATALYST PROJECTS

- A** Bandshell & Entertainment Area
- B** Food Truck Utility Improvements
- C** 4 Seasons Alleyway
- D** Harvest Table Alleyway
- E** Railcar Row

The master plan proposes a total of 5 signature project that aim to address physical blight and promote economic development in the downtown area.

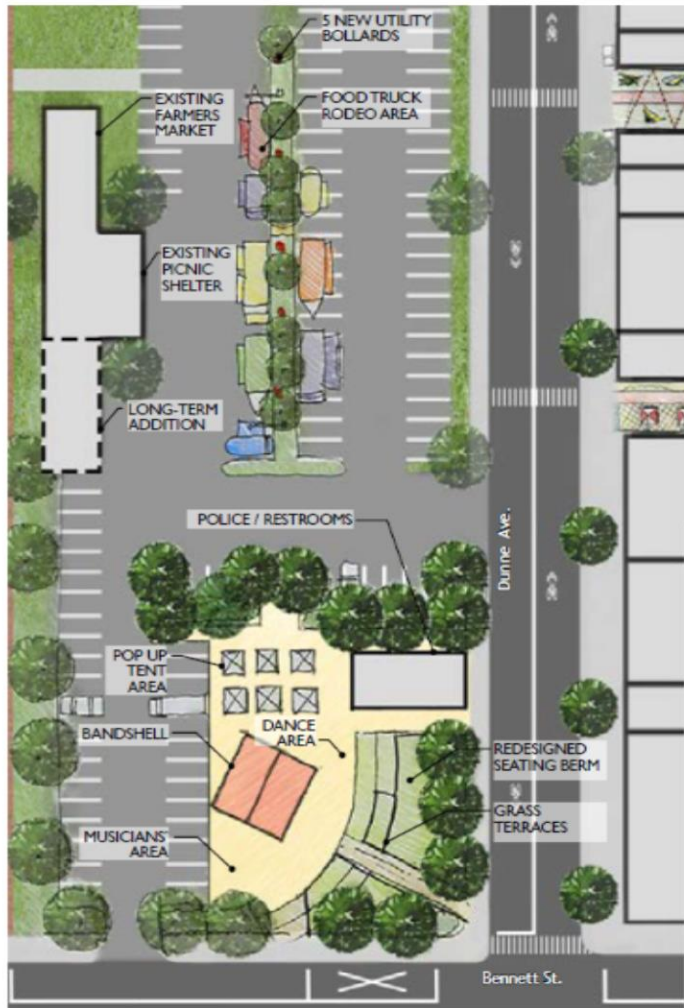
The Bandshell and Entertainment Area creates a venue for small and large events. Improvements along the central bay of the parking lot provide utility infrastructure (electrical) for food trucks to operate across from the existing farmers market.

The new town square will feature will feature a band shell structure to be used as venue for concerts, as well as art & cultural events and educational activities. The site can also be used to host private gatherings such as weddings.

Two alleyway projects are proposed in this plan that provide a pedestrian connection between the Eastern Shore Railway Museum to the future Accomack County Public Library.

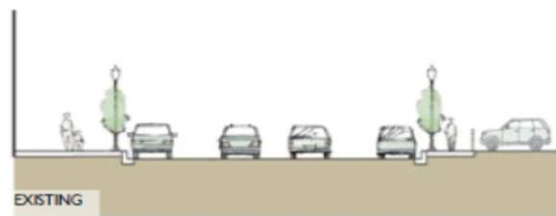
Lastly, the plan proposes refurbishing 3 rail-cars to be used for retail and lodging. Business at the Railcar Row area will complement and be supported by the activities taking place in downtown and the entertainment area.





BANDSHELL

The bandshell structure is designed for events and gatherings. It also provides a covered space for daily use by visitors, workers, and residents in downtown. The back of the stage area incorporates panels to display public art.



STREETSCAPE IMPROVEMENTS

Streetscape improvements are also proposed in this plan to enhance the public realm of Dunne Ave. and Bennett St. and promote walking / biking in downtown.

BIKE LANES



BANDSHELL & ENTERTAINMENT AREA | STREETSCAPE IMPROVEMENTS

HILL PARKSLEY, VA DOWNTOWN REVITALIZATION

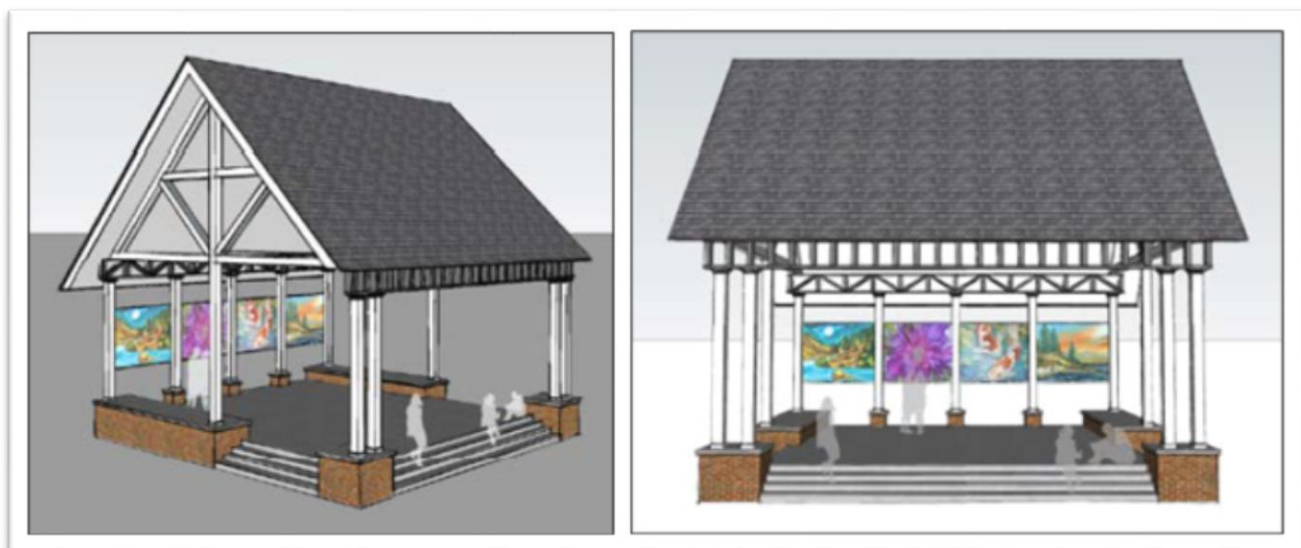
PHYSICAL IMPROVEMENT MASTER PLAN 4

3.2.1 – CDBG COMMUNITY IMPROVEMENT PROJECTS

The Project Management Team has prioritized the following projects for inclusion in a \$700,000 VDHCD Community Improvement Grant application to be submitted during March 2019. These projects address the priority needs identified during the CDBG Planning Grant phase of the Downtown Revitalization Project. The projects will assist by directly addressing blighted conditions around downtown and making enhancements that will drive the Town’s economy for years to come. CDBG Projects CDBG-1 (Façade Improvement Program) and CDBG-4 (Market Research & Branding) are included in previous Sections 3.1.1 and 2.5, respectively.

Bandshell & Entertainment & Education Area (CDBG-2)

The Town Square in Downtown Parksley has served as a location for entertainment, business and other public activity for decades and the Town envisions these activities continuing to be a driving force for the downtown business environment for many years to come. With the Town’s recent momentum towards reinvigorating a wide variety of public events and festivals in the Town Square and the addition of the new Eastern Shore Public Library and Heritage Center, there is an excellent opportunity to make improvements to an underutilized area in the Town Square, informally known as the “Town Commons” area, with the creation of a permanent covered stage, or bandshell, and spaces for sitting and gathering.



Renderings for the new Parksley Bandshell (Hill Studio). See the maps on previous pages for location and layout of the education and entertainment area.

The Bandshell is conceptualized as being a signature landmark for downtown Parksley that will greatly enhance the Town’s ability to draw and accommodate visitors, workers, and residents during the Town’s public entertainment and educational events. The Bandshell will be used in part for entertainment purposes during Town festivals and in part for educational purposes as it will be used by the Eastern Shore Public Library and other organizations for educational programs. The facility will greatly enhance the Town’s ability to grow an economy related to weddings as it could serve as a place for holding photo shoots, weddings, and celebrations and it will enhance the overall visitor and vendor experience of the Parksley Farmer’s Market as the Town focuses on its expansion in the coming years.

The Bandshell will be designed to complement the downtown’s existing historic Victorian-era architecture and rich railroad heritage. The backside of the structure is designed to accommodate panels that will feature signature artwork that captures and promotes the history and spirit of Parksley.

Parksley has a positive reputation throughout the region for its public events and the Bandshell Entertainment & Education Area is anticipated to help the downtown economy thrive.

Signature Alleyways (CDBG-3)

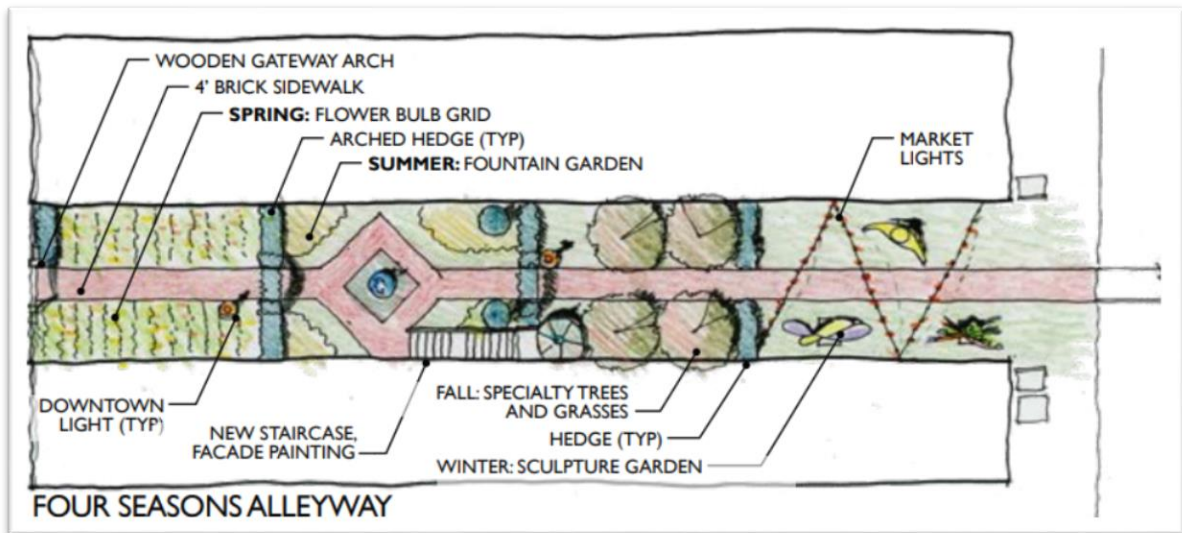
Two vacant lots along the strip of downtown storefronts will be designed to better connect the new Eastern Shore Public Library and Heritage Center and the Town Square/Downtown Businesses. It is anticipated that these upgrades will bring vitality and generate additional business activity around downtown. The alleyways are designed with themes that will augment existing anchor downtown businesses.



Locations for the new Signature Alleyways providing enhanced accessibility and connectivity between the new Regional Library and Heritage Center and Town Square/Downtown Businesses (Hill Studio)

Four Seasons Alleyway –

Situated adjacent to Russell’s Formal & Bridal Shop and a vacant storefront with redevelopment potential, the Four Seasons Alleyway is designed as a pocket park featuring a brick patio and walkway, signature landscaping offering plantings in bloom throughout the year, and distinctive lighting and artwork. It is designed to provide a quiet public space for readers coming from the library and other visitors and residents and serve as a backdrop for photo-shoots and even small weddings to complement the adjacent businesses. The surrounding properties are also slated to receive façade improvements to further enhance this location.



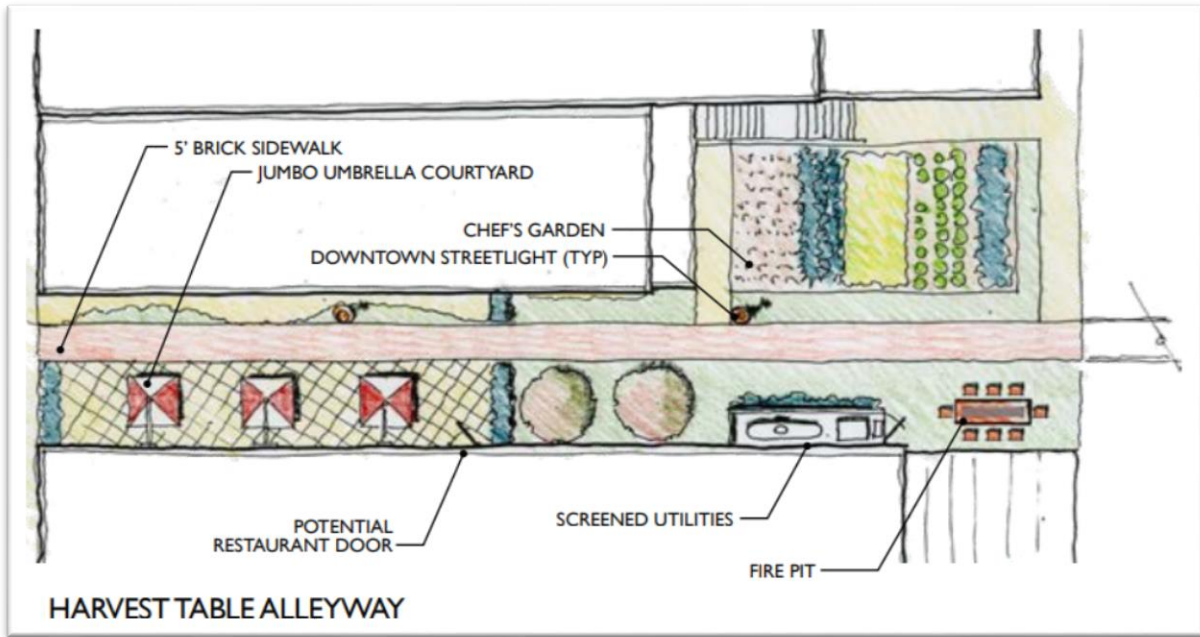
Four Seasons Alleyway (Hill Studio)



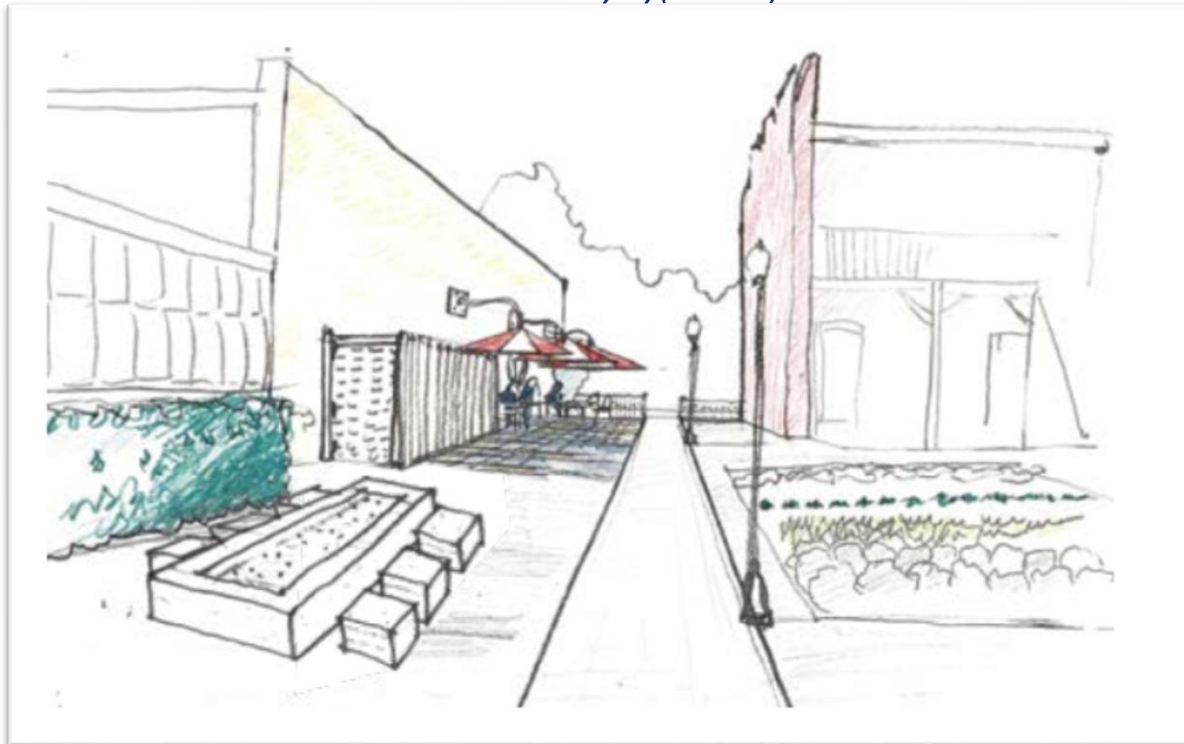
Four Seasons Alleyway conceptual rendering (Hill Studio)

Harvest Table Alleyway –

Situated adjacent to the Club Car Café and the Parksley Shake Shop, the Harvest Table Alleyway is designed as a public space for outdoor dining and passive recreation. The concept features brick walkway providing enhanced access between the new Regional Library and Heritage Center and the Town Square, a courtyard area with seating, as well as a fire pit facing the new library. There is additional opportunity for a chef’s garden to support adjacent restaurant, health-food, and seafood businesses.



Harvest Table Alleyway (Hill Studio)



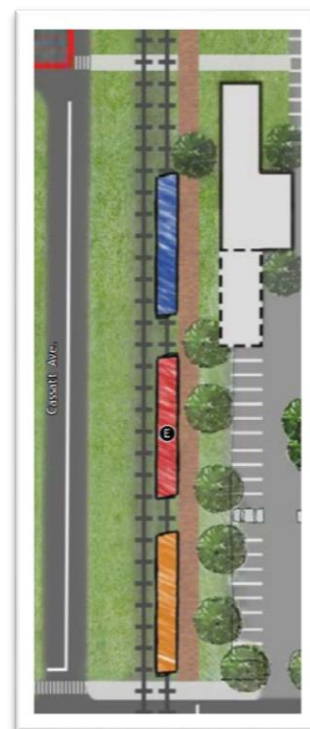
Harvest Table Alleyway conceptual rendering (Hill Studio)

3.2.2 – FUTURE INITIATIVES

The following projects were identified as priority needs for driving needed business activity to downtown Parksley. The projects are to be completed mostly in the years following the CDBG improvement projects and are intended to complement and supplement the CDBG improvements in a manner that improves the overall visitor experience and business vitality in downtown Parksley.

Parksley Railcar Row: Railcars for Business or Lodging (FP-1)

During 2018, it was announced that the Eastern Shore Railroad from Hallwood to Cape Charles would cease operations indicating the end of an era for Parksley and its railroad history. The Project Management Team, instead of succumbing to this change as a complete detriment to downtown, decided to view this change as a significant opportunity for alternative uses that would establish Parksley as a unique destination for experiencing history, shopping and doing business, entertainment and education. During the Fall of 2018, the Town were given conditional approval by the owners of the railroad (see **Appendix D**), Canonie Atlantic, to locate railcars along the tracks adjacent to the Town Square and operate retail and/or lodging activities in them. The Parksley Railcar Row is designed to preserve Parksley’s railroad infrastructure and leverage it into a vibrant and unique destination-based economy. In conjunction with the railcars, the rail platform would be restored and expanded to provide adequate access to the railcars. The Economic Restructuring Plan recognizes that no such retail or lodging operation exists within several hours drive from downtown.



The initiative would complement the existing historic railroad assets at the Eastern Shore Railway Museum and would also provide additional educational opportunities for the visitors to the Eastern Shore Public Library and Heritage Center and other educators and student groups.

The development strategy for the Railcar Row is several authentic railcars would be piloted near the Farmer’s Market Pavillion to show the initiative as a viable enterprise and additional cars and support facilities (administrative offices, restroom facilities, etc.) could be added in subsequent years. The Project Management Team identified several similar operations that have proven to be successful and used them as guides while conceptualizing the Railcar Row initiative.

The Town is currently exploring opportunities for acquiring three authentic railcars for the pilot project and hopes to secure them in the near future. Construction of railcar kits in currently vacant or blighted areas of downtown is a long-term strategy that could provide needed overnight lodging that could bring additional activity to downtown. The Project Management Team has identified a number of



The Red Caboose Motel, Restaurant, & Gift Shop in Strasburg, PA (top) and P-Town Café in Pacifica, CA (bottom) are two of many examples of successful ventures similar to the Railcar Row concept.

business opportunities that would arise from the initiative as visitors would need additional services and would want additional activities (see *Economic Restructuring Plan*).



Example of constructed Railcar Kits used for business and lodging purposes.

Information Kiosk (FP-2)

To enhance the downtown visitor experience and better inform visitors of places and events of interest, the construction of a central information kiosk is recommended. The design of the kiosk is to be based on the final downtown branding and marketing strategy. The preferred location of the kiosk is in front of the Club Car Café in the heart of the downtown business district where there is currently an unused gap in the sidewalk along Dunne Avenue. This location will capture pedestrians traversing from the library along the improved Harvest Table Alleyway, from the Town Square, and along the Dunne Avenue commercial corridor.



Preferred examples of information kiosk identified by the Project Management Team.

Signature Art (FP-3)

Artistic sculptures and murals expressing Parksley and the region’s culture and heritage are an important part of the Town’s revitalization. The Town has recently experienced an influx of artists who have opened art galleries and are passionate about incorporating art throughout downtown. Progress has been made regarding the construction of a railroad-themed LOVE sign in the town square that will attract visitors and serve as a downtown landmark. Additional sculptures and murals will feature themes related to the region’s water heritage; Parksley’s eccentric female founder, Elizabeth Stanton Chadbourne; will help promote wedding-destination business activity; and will feature the new marketing and branding strategy. Additionally, members



Preliminary rendering of the LOVE sign planned for the Town Square.

of the Project Management Team are seeking historic railcars that could be located downtown and serve as foundations for large feature displays. Finally, the panels on the back of the Bandshell will create an excellent opportunity to create a feature artistic landmark for the downtown. The new Parksley Art Association identified in the Economic Restructuring Plan will be responsible for pursuing available public grants which would could assist with establishing permanent or rotating sculptures or displays.

New Pedestrian Facilities (FP-4)

Several critical gaps in sidewalks and lack of crosswalks at highest traffic areas were identified as safety and accessibility hazards that were impeding activity throughout downtown. As such, new sidewalks were designed for gaps along Bennett Street, Adelaide Street along the northern end of the Town Square, and from the Town Square and across the railroad in three locations. Completion of a signature brick walkway along the western side of the Town Square will complete the restoration and complete the preservation of the historic train platform. The platform will be designed in a manner so that it provides adequate and safe access to the railcars along Railcar Row and improved connectivity to the Eastern Shore Railway Museum. The owners of the railroad, Canonie Atlantic, have given the Town conditional approval for establishing pedestrian crossings at several locations over the railroad. Signature decorative crosswalks designed to complement the historic feel of downtown will be established at priority locations around downtown providing much-needed pedestrian safety enhancements. Finally, bike lanes are recommended along Dunne Avenue where ample road width exists to establish the lanes without sacrificing parking. The Town plans to leverage its CDBG grant funds as match for a VDOT Transportation Alternatives Program grant to accomplish many of these pedestrian improvements.



Preferred example of a decorative crosswalk identified by the Project Management Team.

Traffic Calming on Hart Drive – Bennett St. to Cooke Ave. (FP-5)

Hart Drive is situated between the library and the back of the businesses along Dunne Avenue. The Town of Parksley owns this road, which currently receives minimal through traffic between Bennett Street and Cooke Avenue with much of the use stemming from business owners or service providers accessing the backs of the commercial properties along Dunne Avenue. With pedestrian activity between the library and Town Square crossing this road via the Harvest Table and Four Seasons Alleyways expected to intensify, measures to slow traffic and make drivers aware of the new pedestrian crossings are recommended. VDOT engineers have recommended measures such as creating painted or raised crosswalks connecting to the two alleyways and establishing pedestrian crossing signage.

Wayfinding Signage (FP-6)

A coordinated and comprehensive wayfinding program will improve connections to and between local assets and points of interest, especially downtown, adjacent residential neighborhoods and parks, and nearby public water access sites to the Chesapeake Bay and Atlantic Ocean. The signage will coincide with the Parksley Historic Walking Tour and will be based on the marketing and branding program developed in conjunction with this master plan. Priority wayfinding signage locations identified by the Project Management Team are at the Bandshell Entertainment and Education Area, between the library and the Harvest Table Alleyway, at the Veterans Memorial, and at the corner of Adelaide Street and Dunne Avenue.



Preferred examples of wayfinding signage identified by the Project Management Team.

Historic Interpretive Signage (FP-7)



Preferred example of historic interpretive signage identified by the Project Management Team.

Local historians affiliated with the Eastern Shore Public Library and Heritage Center have committed to developing content regarding Parksley and regional history to feature on interpretive signage around downtown. The signage will complement existing historical assets at the Railway Museum and Library and Heritage Center and will be designed in conjunction with the marketing and branding program to enhance the overall visitor experience. The master plan calls for signs at five priority locations around downtown including the Railway Museum and Bandshell Entertainment and Education Area. Downtown property owners have also expressed interest in establishing coordinated historic signage featuring each downtown building's specific history and other features such as QR codes for smartphones to be able to access additional information.

Upgrade Existing Street Lighting (FP-8)

To keep patrons safe at night and grow nighttime business activity downtown, improvements are advised around the Town Square and adjacent corridors. Street lights should be designed in a complementary manner to the downtown's historical Victorian-era architecture and provide utility for hanging of decorative banners.

Electric Vehicle Charging Stations (FP-9)

To honor Parksley's railroad transportation history by creating opportunity with a new mode of transportation, it is recommended that electric vehicle charging stations be established downtown. Research indicated that a major gap in charging stations exists along the Eastern Shore and between Hampton Roads. The number of electric vehicles is projected to grow significantly in the near future and Parksley has an opportunity to establish itself as a destination for visitors by providing this service, especially before charging stations are created in the region.



Enhance Existing Sidewalks (FP-10)

In addition to establishing new sidewalks and crosswalks, several locations where existing sidewalks were in need of enhancements were prioritized. The primary target for these activities is along the northern side of Bennett Street between the Town Square and the library where sidewalks exist but are not handicap accessible and are in a deteriorated condition. Enhancements to this segment of sidewalk are also critical for the overall appearance of downtown for visitors approaching along Bennett Street from the highway. Improvements are also recommended along a segment of sidewalk along the eastern side of Dunne Avenue where safety concerns were raised. Many of these improvements are anticipated to be completed using grant funding from the VDOT Transportation Alternatives Program.

New Landscaping around Town Square (FP-11)

Further enhancing the Town Square with new hedges and additional trees is recommended to improve the overall visitor experience and provide needed shade for patrons and stormwater retention.

Utility Bollards (FP-12)

Creating utility bollards along the central bay of the parking lot in the center of the Town Square will provide enhanced access to electricity and water for Farmer’s Market vendors and public events. These utilites will better accommodate vendors and food trucks and augment business activity.



Master Plan for the expansion of the Farmer’s Market including utility bollards to sport food trucks and vendors.

3.3 – IMPLEMENTATION

The following section summarize the estimated costs and budgets for physical improvements to bolster business investment in downtown Parksley. The physical improvement initiatives are to be phased over time as funding permits. The implementation of the priority initiatives in the targeted project area is the first step toward a successful downtown revitalization, as these initiatives aim to eliminate blight, generate business investment and visitor activity, and encourage enhanced pedestrian access. A detailed budget for the full master plan is included in **Appendix C**.

3.3.1 – CDBG Project Costs & Budget

The priority initiatives to be funded by the CDBG Community Improvement Grant are listed in the table below, along with their estimated costs and funding strategies, as determined by the architects and engineers at Hill Studio.

To influence physical improvements and economic growth, there must be sufficient financial investment and momentum. Opportunities exist to collaborate with private developers, regional agencies, property owners, and stakeholders to maximize initial investments. Multiple property owners have signed letters of commitment to participate in the Façade Improvement Program and contribute matching funds. Accomack County has also committed its \$2,000,000 investment in the construction of the Eastern Shore Public Library and Heritage Center as local match to support the initiatives.

Downtown Parksley CDBG Community Improvement Grant Budget			
Priority Initiatives:	ID	CDBG Funding	Local Match
Façade 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
Total:		\$700,000	\$2,170,750

3.3.2 – Future Projects Costs & Budget

Future master plan initiatives will build upon the successes of the priority initiatives funded by the CDBG Community Improvement Grant. The future initiatives are listed in the table below and be funded privately or with various sources of public funding. A key element of a successful project is leveraging a range of available funding sources and ensuring partner match and community participation.

Downtown Parksley Future Projects Budget

Future Projects:	ID	Estimated Cost	Funding Source(s)
Parksley Railcar Row	FP-1	\$1,340,325	VDOT Transportation Alternatives Program; Town Funds; Private Development; Bond; Gift
Informational Kiosk	FP-2	\$22,400	Town/Business Funding
Signature Art	FP-3	\$65,000	Virginia Tourism Corporation Tourism Marketing Leverage Program Funding; Art Place America National Grant Program; National Endowment for the Arts Our Town Grant; Private Funding
New Pedestrian Facilities	FP-4	\$121,920	VDOT Transportation Alternatives Program
Traffic Calming on Hart Drive	FP-5	\$269,920	National Fish & Wildlife Foundation Chesapeake Bay Stewardship Funding; Chesapeake Bay Program Small Watersheds Grant; Town Funding
Wayfinding Signage	FP-6	\$18,113	VDOT Transportation Alternatives Program; Town Funding
Historic Interpretive Signage	FP-7	\$22,050	VA Humanities Funding
Upgrade Existing Street Lighting	FP-8	\$38,880	Town Funds
Electric Vehicle Charging Stations	FP-9	\$19,800	Town, Library, & Business Funds
Enhance Existing Sidewalks	FP-10	\$23,744	VDOT Transportation Alternatives Program
New Landscaping	FP-11	\$28,000	Town, Business, Railway Museum, Library, Funding; Gifts; Volunteer Labor; VDOT Transportation Alternatives Program
Utility Bollards	FP-12	\$12,600	Town Funding

APPENDIX A – PHOTOGRAPHS OF DOWNTOWN PROPERTIES

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P01 – Bob's Texaco, 19046 Greenbush Rd.
Economic Blight: No; Physical Blight: No



P02 – The Lunch Box, 18572 Cassatt Ave.
Economic Blight: No; Physical Blight: No



P03 – Former T-Shirt Factory, 18554 Cassatt Ave.
Economic Blight: Yes; Physical Blight: Yes with potential structural issues



P04, P05, P06 – Vacant Parcels, Cassatt Ave.
Economic Blight: Yes; Physical Blight: NA



P07 – Bowden's Accounting & Tax Service, 18502 Cassatt Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P08 – Confederate Monument Park, Cassatt Ave.
Economic Blight: No; Physical Blight: NA

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P09 – Outbuilding

Economic Blight: No; Physical Blight: Yes with potential structural issues



P10 – Vacant Structure, 24248 Bennett St.

Economic Blight: Yes; Physical Blight: Yes with potential structural issues



P11 – Taqueria El Sol, 24254 Bennett St.

Economic Blight: No; Physical Blight: Yes but structurally sound



P12 – Former El Pequino Mexico, 24256 Bennett St.

Economic Blight: Yes; Physical Blight: Yes but structurally sound



P13 – Henry's Appliances, 24262 Bennett St.

Economic Blight: No; Physical Blight: No



P14 – Violet's Stitches & Specialties, 24266 Bennett St.

Economic Blight: No; Physical Blight: Yes but structurally sound

Parksley Downtown Revitalization – Property Inventory & Condition Assessment

P15 – Jaxon’s Hardware,
24270 Bennett St.
Economic Blight: No;
Physical Blight: Yes but
structurally sound



P16 – Former Caribbean Market,
24276 Bennett St.
Economic Blight: Yes;
Physical Blight: Yes but structurally
sound



P17– Eastern Shore
Community Services
Board,
24278 Bennett St.
Economic Blight: No;
Physical Blight: Yes but
structurally sound



P18–Vacant Store,
24280 Bennett St.
Economic Blight: Yes;
Physical Blight: Yes
with potential
structural issues



P19–Appliance Repairs, 24286 Bennett St.
Economic Blight: No; Physical Blight: Yes with potential structural issues



P20–Paddock Auto, 24296 Bennett St.
Economic Blight: No; Physical Blight: Yes but structurally sound

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P21 – Vacant Parcel, Bennett St.
Economic Blight: Yes; Physical Blight: NA



P22 – Former My Candle Garden, 24356 Bennett St.
Economic Blight: Yes; Physical Blight: Yes but structurally sound

P23 – Private Residence,
24356 Bennett St.
Economic Blight: No;
Physical Blight: No



P24 – Randy's Service Center, 24388 Bennett St.
Economic Blight: No; Physical Blight: No



P25 & P26 – Vacant Parcels, Bennett St.
Economic Blight: Yes; Physical Blight: NA



P27 – Private Residence, 24356 Bennett St.
Economic Blight: No; Physical Blight: No

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P28 – Shore Transport Services Storage, 24355 Bennett St.
Economic Blight: No; Physical Blight: Yes but structurally sound



P29 – Shore Transport Services Storage, 24345 Bennett St.
Economic Blight: No; Physical Blight: Yes but structurally sound



P30–Dollar General, 24325 Bennett St.
Economic Blight: No; Physical Blight: No



P31 Eastern Shore Public Library & Heritage Center, 24313 Bennett St.
Economic Blight: Yes; Physical Blight: Yes but structurally sound



P32, P33, & P34 – Vacant Parcels, Bennett St.
Economic Blight: Yes; Physical Blight: NA



P35–Former Parksley Hotel, 24316 Cooke St.
Economic Blight: Yes;
Physical Blight: Yes with potential structural issues

Parkley Downtown Revitalization – Property Inventory & Condition Assessment



P36 – Smoot's Auto Body, 24308 Cooke St.
Economic Blight: No; Physical Blight: Yes but structurally sound



P37 – Vacant Parcel, Cooke St.
Economic Blight: Yes; Physical Blight: NA



P38– US Post Office, 23421 Cooke St.
Economic Blight: No; Physical Blight: No



P39 & P40– Vacant Parcels, Cooke St.
Economic Blight: Yes; Physical Blight: NA



P41– Former Maddox Auto, 24286 Cooke St.
Economic Blight: Yes; Physical Blight: Yes but structurally sound



P42– H.W.
Drummond Gas
Station, 24316
Cooke St.
Economic Blight:
No;
Physical Blight: No

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P43 & P44 – Vacant Parcels, Cooke St.
Economic Blight: Yes; Physical Blight: NA



P45 – Family Dentistry, 24277 Cooke St.
Economic Blight: No; Physical Blight: Yes but structurally sound



P46– Parksley Volunteer Fire Station, 18443 Dunne Ave.
Economic Blight: No; Physical Blight: No



P47– Private Residence, 24344 Adelaide St.
Economic Blight: No; Physical Blight: No



P48– Private Residence, 24338 Adelaide St.
Economic Blight: No; Physical Blight: No

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P49 – Verizon Building, 24332 Adelaide St.
Economic Blight: No; Physical Blight: No



P50 – Private Residence,
24332 Adelaide St.
Economic Blight: Yes (vacant);
Physical Blight: Yes but structurally sound



P51 – Vacant Parcel, 18455 Dunne Ave.
Economic Blight: Yes; Physical Blight: NA



P52 – Parksley Art Gallery,
18465 Dunne Ave.
Economic Blight: No;
Physical Blight: No



P53 – Eastern Shore Community Services Board, 18469 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P54 – Manu's Express, 18473 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound

Parksley Downtown Revitalization – Property Inventory & Condition Assessment

P55 – American Legion,
18475 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but
structurally sound



P56 – Former Bayside Rehab,
18477 Dunne Ave.
Economic Blight: Yes;
Physical Blight: Yes but structurally
sound



P57–Russell’s Formal & Bridal,
18479 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



P58–Vacant Parcel,
Dunne Ave.
Economic Blight: Yes;
Physical Blight: NA



P59–Pierre Alterations Service,
18483 Dunne Ave.
Economic Blight: Yes;
Physical Blight: Yes but structurally sound



P60–Eastern Shore Art Association,
18485 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



Parksley Downtown Revitalization – Property Inventory & Condition Assessment

P61 – Rail & Sail Seafood,
18487 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



P62 – Visual Changes,
18489 Dunne Ave.
Economic Blight: Yes;
Physical Blight: Yes but structurally sound



P63 – Parksley Shake Shop,
18491 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



P64 – Vacant Parcel,
Dunne Ave.
Economic Blight: Yes;
Physical Blight: NA



P65 – Club Car Cafe, 18497 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P66 – Eagle's Nest Lounge/NMA Federal Credit Union, 18501 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound

Parksley Downtown Revitalization – Property Inventory & Condition Assessment

P67 – Floral Express & Gifts,
18505 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but
structurally sound



P68 – Jaxon's Department Store, 18507 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P69– Accomack County Public Safety, 18426 Dunne Ave.
Economic Blight: No; Physical Blight: No



P70–Town Hall &
Eastern Shore Railway
Museum,
18444 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but
structurally sound

P71–Eastern Shore Railroad
Economic Blight: No; Physical Blight: NA



P72–Farmers Market, 18444 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound

Parksley Downtown Revitalization – Property Inventory & Condition Assessment



P73 – Police Department/Bathrooms, 18444 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P74 – Parksley Train Station, 18444 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P75 – Railway Museum Historic Maintenance Tool Shed, 18444 Dunne Ave.
Economic Blight: No; Physical Blight: Yes but structurally sound



P76 – Railway Museum Historic Guard Shed,
18444 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



P77 – Railway Museum Historic Dining Car,
18444 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



P78 – Railway Museum Historic Passenger Car,
18444 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound



P79 – Railway Museum Historic Box Car,
18444 Dunne Ave.
Economic Blight: No;
Physical Blight: Yes but structurally sound

APPENDIX B – COMPLETED ECONOMIC RESTRUCTURING ACTIVITIES

The Project Management Team successfully completed the following activities during the planning phase of the downtown revitalization project.

Completed Economic Restructuring Activities - Parksley Downtown Revitalization Project	
Accomplishment	Date
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 underway 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
ESRM rail car improvements (painting, etc.) completed in October	October 2018
New signs installed at Paint It Pretty during October	October 2018
Flower Shop façade is being painted	November 2018
Formalize Downtown Revitalization Committee as the Get On Board! Committee with formal by-laws	November 2018
The Town Council has formalized the Façade Improvement Committee and the Downtown Revitalization Committee.	December 2018
The Town Council has reviewed and is updating its Blight Ordinance to better address current levels of physical blight.	December 2018
Parksley is hosting its Old-Fashioned Christmas event.	December 2018
The Parksley Art Gallery opened in December.	December 2018
Conduct a complete review of town ordinances and building codes with consideration of downtown revitalization plan priorities and make amendments as deemed necessary.	December 2018
Explore possibility of creating a LOVE sign highlighting Parksley’s unique assets in the downtown area.	December 2018

APPENDIX C – MASTER PLAN DETAILED BUDGET

TOTAL COST									CDBG	Other Funding	Notes
Parksley Master Plan Initiatives											
<i>CDBG GRANT PROJECT - March 15, 2019</i>											
CDBG-1 - Façade Improvement Program											
	<i>Description of Work</i>	<i>Qty</i>	<i>Unit</i>	<i>Unit Cost</i>	<i>Estimated Cost</i>	<i>CDBG Funding</i>	<i>Other Funding</i>	<i>Notes</i>			
1	18502 Cassatt Ave. - Bowden's Tax & Accounting Service	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000	Owner Match			
2	24266 Bennett St. - Violet's Stiches & Specialties	1	allow	\$ 14,000	\$ 14,000	\$ 7,000	\$ 7,000				
3	24270 Bennett St. - Jaxon's Hardware	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
4	24276 Benett St. - Former ABC Store	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
5	24296 Bennett St. - Paddock Auto	1	allow	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500				
6	24355 Bennett St. - Shore Tansport Services Garage	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
7	24345 Bennett St. - Shore Tansport Services Distribution Site	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
8	24308 Cooke St. - Smoot's Auto Body	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
9	242866 Cooke St. - Former Maddox Auto	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
10	24277 Cooke St. - Family Dentistry	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
11	18477 Dunn Ave. - Former Bank Building	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
12	18479 Dunne Ave. - Russell's Formal & Bridal	1	allow	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500				
13	18485 Dunne Ave. - ES Art Association	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
14	18483 Dunne Ave. - Pierre Alterations	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
15	18497 Dunne Ave. - Club Car Café	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
16	18501- 18503 Dunne Ave. - Eagles Nest Loung / NMA Federal Credit Union	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
17	18505 Dunne Ave. - Floral Express & Gifts	1	allow	\$ 10,000	\$ 10,000	\$ 5,000	\$ 5,000				
18	18507 Dunne Ave. - Jaxon's Department Store	1	allow	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000				
19	Railway Museum Dining Car	1	allow	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500				
20	Railway Museum Historic Maintenance Tool Shed	1	allow	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500				
	<i>Subtotal</i>				\$ 324,000	\$ 162,000	\$ 162,000				
	Arch/Eng Design (\$2,700 per façade - 20 facades)	1	allow	\$ 48,600	\$ 48,600	\$ 48,600	\$ -				
	TOTAL				\$372,600	\$ 210,600	\$ 162,000				
CDBG-2 - Bandshell & Entertainment & Education Area											
	<i>Description of Work</i>	<i>Qty</i>	<i>Unit</i>	<i>Unit Cost</i>	<i>Estimated Cost</i>	<i>CDBG Funding</i>	<i>Other Funding</i>	<i>Notes</i>			
	Pavement Demolition - Paved areas	3200	sf	\$ 4	\$ 12,800	\$ 12,800	\$ -				
	Misc. Demolition	1	allow	\$ 7,000	\$ 7,000	\$ 7,000	\$ -				
	Allow for Utilities rearrangement	1	allow	\$ 34,000	\$ 34,000	\$ 34,000	\$ -				
	Grading	500	cy	\$ 15	\$ 7,500	\$ 7,500	\$ -				
	Reorganize parking behind stage	6	sp	\$ 700	\$ 4,200	\$ 4,200	\$ -				
	New Seatwalls	400	lf	\$ 80	\$ 32,000	\$ 32,000	\$ -				
	Grass Terraces	4000	sf	\$ 5	\$ 20,000	\$ 20,000	\$ -				
	New Bandshell	1110	sf	\$ 131	\$ 145,410	\$ 145,410	\$ -				
	Dance Area Paving	1200	sf	\$ 15	\$ 18,000	\$ 18,000	\$ -				
	New lights in Performance area	1	allow	\$ 15,000	\$ 15,000	\$ 15,000	\$ -				
	New planting in public square	1	allow	\$ 8,000	\$ 8,000	\$ 8,000	\$ -				
	Temporary Construction Facilities, Traffic and Erosion Control	1	allow	\$ 12,000	\$ 12,000	\$ 12,000	\$ -				
	<i>Subtotal</i>				\$ 315,910	\$ 315,910	\$ -				
	Arch/Eng Survey and Design Services (10%)	1	%	\$ 315,910	\$ 31,591	\$ 31,591	\$ -				
	TOTAL				\$ 347,501	\$ 347,501	\$ -				

CDBG-3 - Signature Alleyways							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
4 Seasons Alleyway							
Misc Demolition and Grading	1	allow	\$ 2,000	\$ 2,000	\$ 2,000	\$ -	
New Sidewalks -4' brick	560	sf	\$ 14	\$ 7,840	\$ 7,840	\$ -	
Hedge Arches	3	ea	\$ 1,000	\$ 3,000	\$ 3,000	\$ -	
Picket Fence	30	lf	\$ 45	\$ 1,350	\$ 1,350	\$ -	
Pole lights	2	ea	\$ 1,500	\$ 3,000	\$ 3,000	\$ -	
Market Lights in Place	60	lf	\$ 10	\$ 600	\$ 600	\$ -	
Planting	1	allow	\$ 9,411	\$ 9,411	\$ 9,411	\$ -	
Seeding	1000	sf	\$ 0.75	\$ 750	\$ 750	\$ -	
Harvest Alleyway							
Misc Demolition and Grading	1	allow	\$ 2,000	\$ 2,000	\$ 2,000	\$ -	
New Sidewalks - 4' brick	520	sf	\$ 14	\$ 7,280	\$ 7,280	\$ -	
Dining Patio - stained Concrete	660	sf	\$ 12	\$ 7,920	\$ 7,920	\$ -	
Dining Patio - ABC fence	55	lf	\$ 15	\$ 825	\$ 825	\$ -	
Market Umbrellas	3	ea	\$ 2,000	\$ 6,000	\$ -	\$ 6,000	Owner Match
Tables	3	ea	\$ 750	\$ 2,250	\$ -	\$ 2,250	Owner Match
Screen Wall	20	lf	\$ 25	\$ 500	\$ -	\$ 500	Owner Match
Pole lights	2	ea	\$ 1,500	\$ 3,000	\$ 3,000	\$ -	
Planting	1	allow	\$ 2,000	\$ 2,000	\$ 2,000	\$ -	
Seeding	1000	sf	\$ 0.75	\$ 750	\$ 750	\$ -	
Subtotal				\$ 60,476	\$ 51,726	\$ 8,750	
Arch/Eng Survey and Design Services (10%)	1	%	\$51,726	\$ 5,173	\$ 5,173	\$ -	
TOTAL				\$ 65,649	\$ 56,899	\$ 8,750	
CDBG-4 - Market Research & Branding							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Consultant	1	allow	\$ 15,000	\$ 15,000	\$ 15,000	\$ -	
TOTAL				\$ 15,000	\$ 15,000	\$ -	
CDBG Grant Management							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
ANPDC	1	allow	\$ 70,000	\$ 70,000	\$ 70,000	\$ -	
TOTAL				\$ 70,000	\$ 70,000	\$ -	
New Eastern Shore Public Library & Heritage Center							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Redevelopment of Former Grocery Store into Regional Library	1	allow	\$ 2,000,000	\$ 2,000,000	\$ -	\$ 2,000,000	Accomack County Matching Funds
TOTAL				\$ 2,000,000	\$ -	\$ 2,000,000	
TOTAL CDBG DOWNTOWN REVITALIZATION PROJECT				\$2,870,750	\$700,000	\$2,170,750	

FUTURE PROJECTS							
FP-1 - Parksley Railcar Row: Railcars for Business or Lodging							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Authentic Railcars & Restoration of Train Platform							
Misc. Demolition	1	allow	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	VDOT TAP Grant
New Platform Walk Extension - South End	480	lf	\$ 100	\$ 48,000	\$ -	\$ 48,000	VDOT TAP Grant
New Platform Walk Extension - Noeth End	400	lf	\$ 100	\$ 40,000	\$ -	\$ 40,000	VDOT TAP Grant
Utilities extension and arrangement	1	allow	\$ 50,000	\$ 50,000	\$ -	\$ 50,000	Town Funds and/or Private Development
New Lights along Platform Walk	15	ea	\$ 4,500	\$ 67,500	\$ -	\$ 67,500	VDOT TAP Grant
Signage - Fabrication and Installation	1	allow	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	VDOT TAP Grant
3 Rail Cars - in place	3	allow	\$ 50,000	\$ 150,000	\$ -	\$ 150,000	Town Funds and/or Private Development
Revitalization of 3 rail cars	3	ea	\$ 80,000	\$ 240,000	\$ -	\$ 240,000	Town Funds and/or Private Development
Planting	1	allow	\$ 25,000	\$ 25,000	\$ -	\$ 25,000	VDOT TAP Grant
Site Furnishings	1	allow	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	Town Funds and/or Private Development
Temporary Construction Facilities and Erosion Control	1	allow	\$ 6,000	\$ 6,000	\$ -	\$ 6,000	Town Funds and/or Private Development
Railcar Kits & Development of Office Facilities							
Purchase Site	1	allow	\$ 50,000	\$ 50,000	\$ -	\$ 50,000	DHCD Industrial Revitiatization Funding and/or Private Development
Renovate existing building as office and back-of-house facilities	1800	sf	\$ 70	\$ 126,000	\$ -	\$ 126,000	DHCD Industrial Revitiatization Funding and/or Private Development
6 Caboose-style Kits, incl. transportation	6	ea	\$ 10,000	\$ 60,000	\$ -	\$ 60,000	DHCD Industrial Revitiatization Funding and/or Private Development
Assembly and upfit	2400	sf	\$ 70	\$ 168,000	\$ -	\$ 168,000	DHCD Industrial Revitiatization Funding and/or Private Development
Utilities	1	allow	\$ 50,000	\$ 50,000	\$ -	\$ 50,000	Town Funds and/or Private Development
Sitework and Landscape	1	allow	\$ 50,000	\$ 50,000	\$ -	\$ 50,000	Town Funds and/or Private Development
Temporary Measures and Traffic Controls	1	ls	\$ 5,000	\$ 5,000	\$ -	\$ 5,000	Town Funds and/or Private Development
				\$ 1,165,500	\$ -	\$ 1,165,500	
Arch/Eng Survey and Specialty Design Services (15%)	1	%	\$ 174,825	\$ 174,825	\$ -	\$ 174,825	
				\$ 1,340,325	\$ -	\$ 1,340,325	
FP-2 - Informational Kiosk							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
New Kiosk to go in Town Square	1	allow	\$ 20,000	\$ 20,000	\$ -	\$ 20,000	Town and/or Business Funding
				\$ 20,000	\$ -	\$ 20,000	
Arch/Eng Survey and Design Services (12%)	1	%	\$ 2,400	\$ 2,400	\$ -	\$ 2,400	
				\$ 22,400	\$ -	\$ 22,400	
FP-3 - Signature Art							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Administrative Costs - Annual Competition	1	allow	\$ 3,000	\$ 3,000	\$ -	\$ 3,000	Art Place America National Grant; NEA Our Town Grant; VA Tourism Marketing Leverage Program; Private Funding
Purchase 1 sculpture per year through program	1	allow	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	
Insurance and Soft Costs per year	1	allow	\$ 2,000	\$ 2,000	\$ -	\$ 2,000	
				\$ 13,000	\$ -	\$ 13,000	
				\$ 65,000	\$ -	\$ 65,000	

FP-4 - New Pedestrian Facilities								
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes	
Green Design drainage - Adelaide St	1	allow	\$ 15,000	\$ 15,000	\$ -	\$ 15,000	VDOT TAP Grant	
Demo existing sidewalk areas - Bennett street	850	sf	\$ 4	\$ 3,400	\$ -	\$ 3,400	VDOT TAP Grant	
Curb - Adelaide St	200	lf	\$ 19	\$ 3,800	\$ -	\$ 3,800	VDOT TAP Grant	
Bike Lanes along Dunne Ave - 2200lf x 4	4400	sf	\$ 3	\$ 13,200	\$ -	\$ 13,200	VDOT TAP Grant	
New 5' Sidewalk - Adelaide St	1000	sf	\$ 10	\$ 10,000	\$ -	\$ 10,000	VDOT TAP Grant	
New 5' Sidewalk - Bennett St	850	sf	\$ 10	\$ 8,500	\$ -	\$ 8,500	VDOT TAP Grant	
New Street lights along Adelaide Street	3	ea	\$ 4,500	\$ 13,500	\$ -	\$ 13,500	VDOT TAP Grant	
Sidewalk Extensions thru town Parking to newest neighborhoods	1500	sf	\$ 10	\$ 15,000	\$ -	\$ 15,000	VDOT TAP Grant	
New Decorative Crosswalks - Cassat Avenue	900	sf	\$ 8	\$ 7,200	\$ -	\$ 7,200	VDOT TAP Grant	
New Decorative Crosswalks - Dunne Ave	1500	sf	\$ 8	\$ 12,000	\$ -	\$ 12,000	VDOT TAP Grant	
Subtotal				\$ 101,600	\$ -	\$ 101,600		
Arch/Eng Survey and Design Services (20%)	1	%	\$101,600	\$20,320	\$ -	\$ 20,320	VDOT TAP Grant	
TOTAL				\$ 121,920	\$ -	\$ 121,920		
FP-5 - Traffic Calming on Hart Drive - Bennett to Cooke								
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes	
Misc. Demolition	1	allow	\$ 15,000	\$ 15,000	\$ -	\$ 15,000	NFWF Chesapeake Bay Stewardship Funding; Chesapeake Bay Program Small Watersheds Grant; Town Funding (match)	
Soaker bed and Porous Pavers - 15' wide	6500	sf	\$ 20	\$ 130,000	\$ -	\$ 130,000	same as above	
Link - Library to 4 Seasons Alley	1	allow	\$ 15,000	\$15,000	\$ -	\$ 15,000	same as above	
Link - Library to Harvest Alley	1	allow	\$ 10,000	\$10,000	\$ -	\$ 10,000	same as above	
Interpretive Signage	1	allow	\$ 20,000	\$20,000	\$ -	\$ 20,000	same as above	
Rain Gardens along edge	5000	sf	\$ 10	\$50,000	\$ -	\$ 50,000	same as above	
New matching trash cans	20	allow	\$ 50	\$1,000	\$ -	\$ 1,000	Town Funding	
Subtotal				\$ 241,000	\$ -	\$ 241,000		
Arch/Eng Survey and Design Services (12%)	1	%	\$241,000	\$28,920	\$ -	\$ 28,920	NFWF Chesapeake Bay Stewardship Funding; Chesapeake Bay Program Small Watersheds Grant; Town Funding (match)	
TOTAL				\$ 269,920	\$ -	\$ 269,920		
FP-6 - Wayfinding Signage								
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes	
Branding Package with Design of first 5 signs	1	allow	\$ 15,000	\$ 15,000	\$ -	\$ 15,000	Town & Business Funds	
Wayfinding Signs	5	ea	\$ 450	\$ 2,250	\$ -	\$ 2,250	VDOT TAP Grant	
Town Square new Monument Sign - NE Corner	1	allow	\$ 12,000	\$ 12,000	\$ -	\$ 12,000	VDOT TAP Grant	
Subtotal				\$ 17,250	\$ -	\$ 17,250		
Arch/Eng Survey and Design Services - Overhead only (5%)	1	%	\$17,250	\$863	\$ -	\$ 863	VDOT TAP Grant	
TOTAL				\$ 18,113	\$ -	\$ 18,113		
FP-7 - Historic Interpretive Signage								
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes	
Interpretive Sign Design of first 5 signs	1	allow	\$ 15,000	\$ 15,000	\$ -	\$ 15,000	VA Humanities Funding	
Interpretive Signs - fabrication and installation	5	ea	\$ 1,200	\$ 6,000	\$ -	\$ 6,000		
Subtotal				\$ 21,000	\$ -	\$ 21,000		
Arch/Eng Survey and Design Services - Overhead only (5%)	1	%	\$21,000	\$1,050	\$ -	\$ 1,050		
TOTAL				\$ 22,050	\$ -	\$ 22,050		

FP-8 - Upgrade Existing Street Lighting							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Upgrade Existing Streetlights on Dunne Avenue - poles and luminaires	18	ea	\$ 1,800	\$ 32,400	\$ -	\$ 32,400	Town Funding
<i>Subtotal</i>				\$ 32,400	\$ -	\$ 32,400	
Arch/Eng Survey and Design Services - 20%	1	%	\$32,400	\$6,480	\$ -	\$ 6,480	
TOTAL				\$ 38,880	\$ -	\$ 38,880	
FP-9 - Electric Vehicle Charging Stations							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Business-level charging Station	2	allow	\$ 4,000	\$ 8,000	\$ -	\$ 8,000	Town, Library, & Business Funds
Utility adjustments	1	allow	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	
<i>Subtotal</i>				\$ 18,000	\$ -	\$ 18,000	
Arch/Eng Survey and Design Services (10%)	1	%	\$18,000	\$1,800	\$ -	\$ 1,800	
TOTAL				\$ 19,800	\$ -	\$ 19,800	
FP-10 - Enhance Existing Sidewalks							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Sidewalk Improvements - selective cut and patching	5300	sf	\$ 4	\$ 21,200	\$ -	\$ 21,200	VDOT TAP Grant
<i>Subtotal</i>				\$ 21,200	\$ -	\$ 21,200	
Arch/Eng Survey and Design Services (12%)	1	%	\$21,200	\$2,544	\$ -	\$ 2,544	
TOTAL				\$ 23,744	\$ -	\$ 23,744	
FP-11 - New Landscaping							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Additional landscaping around Town Square - Hedges, Trees	1	allow	\$ 25,000	\$ 25,000	\$ -	\$ 25,000	Town, Business, Railway Museum, Library Funding; Fundraising; Volunteer Labor; VDOT TAP Funding
<i>Subtotal</i>				\$ 25,000	\$ -	\$ 25,000	
Arch/Eng Survey and Design Services (12%)	1	%	\$25,000	\$3,000	\$ -	\$ 3,000	
TOTAL				\$ 28,000	\$ -	\$ 28,000	
FP-12 - Utility Bollards							
Description of Work	Qty	Unit	Unit Cost	Estimated Cost	CDBG Funding	Other Funding	Notes
Utility Bollards in Place	3	ea	\$ 3,500	\$ 10,500	\$ -	\$ 10,500	Town Funding
<i>Subtotal</i>				\$ 10,500	\$ -	\$ 10,500	
Arch/Eng Survey and Design Services (20%)	1	%	\$10,500	\$2,100	\$ -	\$ 2,100	
TOTAL				\$ 12,600	\$ -	\$ 12,600	
TOTAL FUTURE PROJECTS				\$ 1,982,752	\$ -	\$ 1,982,752	
TOTAL ALL INITIATIVES				\$ 4,853,501	\$ 700,000	\$ 4,153,502	

APPENDIX D – LETTER SHOWING CONDITIONAL APPROVAL FOR USE OF RAILROAD

**Accomack-Northampton Transportation
District Commission**



Mailing Address:
P O Box 1027
Eastville, Virginia 23347
(757) 678-0440 ext. 516

January 9, 2019

Mr. Dan Matthews:
Councilman
Town of Parksley
P O Box 256
Parksley, VA 23421

Dear Mr. Matthews:

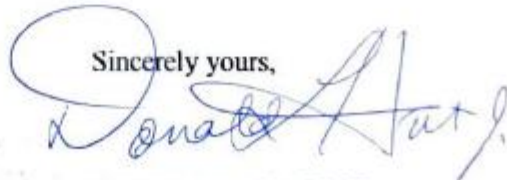
At its meeting of January 7, 2019, the Board of Directors of Canonic Atlantic Co. received and discussed your correspondence dated December 7, 2018, relative to the Town's Downtown Revitalization grant application and how that may involve Canonic's track area in Parksley.

We understand that your proposal would involve leasing a 150 ft. section of track for placement of railcars and the addition of moveable pedestrian walkways across the two sections of track located there.

The Board understands that your plans are theoretical at this time and thus would require final Canonic Board review and approval if your grant application is successful. *On that basis*, the Canonic Board is pleased to provide its conceptual approval of your plans and wishes you the very best in your grant application.

With best regards, I remain

Sincerely yours,



DONALD L. HART, JR.
Chairman