

Get On Board!

Parksley Downtown Revitalization Project – April, 2018 Update

Curt Smith

Director of Planning

Accomack-Northampton Planning District Commission



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Downtown
Revitalization
Project
Timeline

- 1980s - Downtown Revitalization: Farmers Market Pavilion, Pave Town Square, Town Square Common Area, Sidewalks, Lighting, etc.
- **Current Target: VDHCD Community Improvement Grant Application due March 2019**
- Phase I (January-March 2017) – Downtown Physical Inventory & Needs Assessment
- Phase II (July 2017-March 2019) – Economic Restructuring Plan and Community Improvement Grant Application
- Phase III (2019-2020) – Community Improvement Grant Implementation (*If Awarded)

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Downtown Revitalization Project Management Team & Participation

Project Management Team	
Member	Affiliation
John Aigner	Community Development Coordinator, A-NPDC
Dana Bundick	Resident, Town of Parksley
Cara Burton	Director, Eastern Shore Public Library
Mark Bowden	Building Official, Accomack County
Billy Graham	Downtown Business Owner, Town of Parksley
Ellen Johnson	Eastern Shore Railway Museum
Hon. Wayne Marshall	Mayor, Town of Parksley
Elaine Meil	Executive Director, A-NPDC
Hon. Paul Muhly	Supervisor, Accomack County
Hon. Harris Phillips	Supervisor, Accomack County; Downtown Business Owner, Town of Parksley
Frank Russell	Council Member, Town of Parksley
Tim Valentine	Downtown Business Owner, Town of Parksley
Project Management Team Staff	
Shannon Alexander	Coastal Resources Program Manager, A-NPDC
Denise Bernard	Clerk, Town of Parksley
Letitia Greer	Staff, Town of Parksley
Susan Haycox	Director of Administration, A-NPDC
Curt Smith	Director of Planning, A-NPDC

- Over 50 Additional Residents, Business Owners and Stakeholders Have Participated in Meetings & Workshops, (Over 500 total hours contributed to the project to date)

Get On Board! Phase II – Downtown Revitalization Plan

- I. Economic Restructuring & Market Analysis
 - a. Parksley Demographic, Employment, and Housing Data
 - b. Retail Market Analysis
 - c. Visitor & Tourism Market Analysis
- II. Economic Restructuring Plan
 - a. Community Outreach
 - b. Community Vision Statement
 - c. Preliminary Marketing Strategy
 - d. Goals & Objectives
- III. Physical Improvement Plan
 - a. Downtown Building Façade Improvements
 - b. Public Improvements
 - i. Town Square Improvements
 - ii. Sidewalk Expansion & Repairs
 - iii. Town Lighting Improvements
 - iv. Town Signage Improvements



GET ON BOARD! 2019 Downtown Revitalization Plan

MARCH 2019

Town of Parksley

Prepared By:
Accomack-Northampton
Planning District
Commission

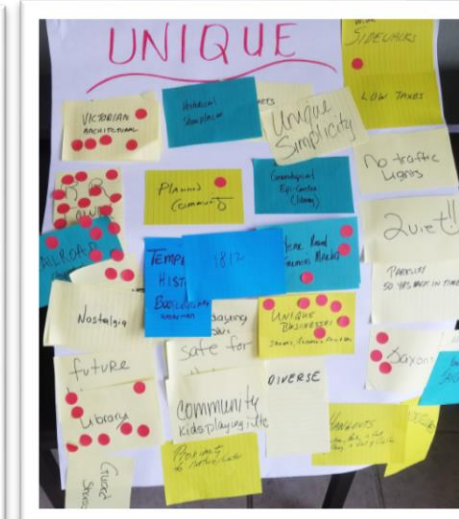
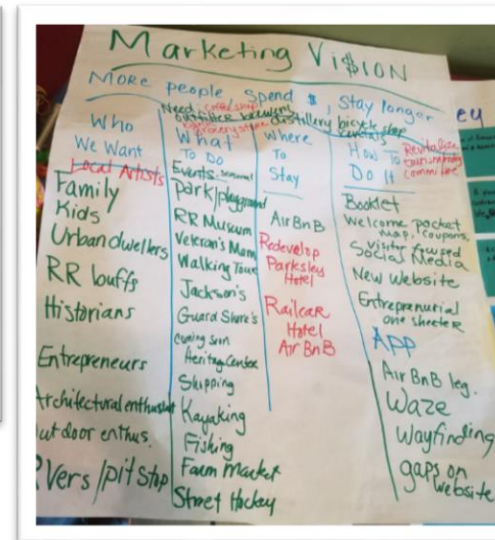


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Draft Economic Restructuring Plan

Preliminary Marketing Strategy

- Facilitated process identified Parksley's unique assets
- Public survey gauged preference for variety of options
- **"Parksley: There's Only One"** selected as preliminary favorite
 - Parksley determined to be the only town with this name in the nation
- Not set in stone, but having preliminary tagline strengthens grant application



Downtown Parksley Theming & Branding Workshop

Please Join Us for a Public Meeting to Plan for Revitalization of
HISTORIC DOWNTOWN PARKSLEY

MONDAY, NOVEMBER 6, 2017
9:30 AM—12:00 PM
Club Car Café at 18497 Dunne Ave.
There is no charge to participate

Participants will work to identify a theme and brand for downtown Parksley through a series of lively, facilitated exercises.

Please RSVP by November 3rd to Curt Smith at csmith@a-npdcc.org or 757-787-2936

Can't make the meeting but wish to get involved???
Your feedback & ideas are still needed!
 Contact the Town Office at 665-4618 or the Accomack-Northampton Planning District Commission at 787-2936 or visit www.a-npdcc.org/parksley to learn more.

Get On Board!
Draft
Economic
Restructuring
Plan Goals



Goal 1

Improve, Enhance & Develop Downtown Infrastructure & Staffing Capacity

Goal 2

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

Goal 3

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

- Each Goal includes unique objectives complete with:
 - Responsible Party
 - Implementation Timeline
 - Funding Source

Get On Board! Draft Economic Restructuring Plan

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

Objective 1-A:

Enhance, Expand & Develop the Community Facilities & Support Infrastructure Needed to Revitalize Parksley

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

Objective 1-B:

Beautify the Downtown Area to Make It More Attractive for Visitors & Prospective Business Owners & Residents

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

Objective 1-C:

Enhance Public Safety & Accessibility

- a. Crosswalks, Curbs, Safety Markers
- b. Handicap-Accessible Thoroughfares
- c. Traffic Calming
- d. Accessibility to Buildings

Objective 1-D:

Expand Organizational, Administrative & Staffing Capacity for Town & Community Development

- a. Formalize Get On Board! Committee
- b. Recruit Residents to Participate
- c. Upgrade Municipal Website
- d. Town Planning Commission
- e. Hire Marketing Staff
- f. Hire Town Manager

Objective 1-E:

Minimize Impacts from Natural Hazards upon the Downtown Economy

- a. Implement Hazard Mitigation Plan
- b. Educate Downtown Occupants

Get On Board! Draft Economic Restructuring Plan

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

Objective 2-A:

Create & Develop a
Parksley Marketing &
Branding Strategy

- a. Establish Event & Marketing Committee
- b. Formalize & Incorporate Community Vision & Taglines
- c. Create Marketing Website, VisitParksley.org

Objective 2-B:

Implement the Parksley
Marketing & Branding
Strategy

- a. Establish New & Enhance Existing Signage
- b. Develop & Promote Educational & Informational Materials
- c. Develop & Strengthen Partnerships within Region

Objective 2-C:

Promote the Parksley
Marketing & Branding
Strategy by Hosting Events to
Promote & Draw People to
Parksley

- a. Downtown Public Activities: Concerts, Plays, Outdoor Movies, etc.
- b. Greater Involvement in Regional Events
- c. Explore Options & Prioritize for New Events & Festivals
- d. Develop & Host Priority Events
- e. Pursue & Develop Regular Train Excursions To/From Parksley

Get On Board! Draft Economic Restructuring Plan

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

Objective 3-A:

Improve the Downtown Economic
Development Environment for
Businesses, Entrepreneurs &
Education

- a. Create a Small Business Culture Including Virtual & Physical Business Incubator
- b. Establish a Parksley Historic Association
- d. Establish a Parksley Art Association
- e. Develop Items Enhancing Historic, Educational, & Economic Assets

Objective 3-B:

Attract Businesses to Provide
Needed Community Services &
Achieve a Greater Variety of Services
& Retail Options

- a. Address "Needed" Services
- b. Diversify Retail Options
- c. Grow Overnight Lodging Capacity – Rail Cars, AirBnB, & Parksley Hotel

Objective 3-C:

Enhance Existing & Develop
Additional Full-Time
Residential Units Downtown

- a. Second-story Apartments on Town Square
- b. Fill Vacant or Underutilized Residential Properties

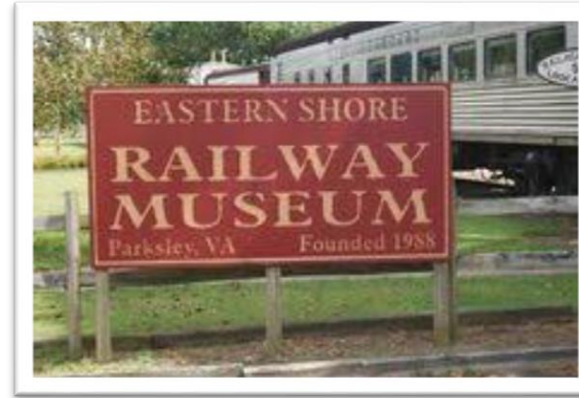
Get On Board! Draft Physical Improvement Plan

Plan Purpose:

- Identify specific actions for improving physical & economic blight in downtown
- Includes preliminary engineering & design for desired priority projects in Community Improvement Grant application

Physical Improvements Must:

- Address all identified blight
 - Each downtown structure must be assessed & necessary remedial actions identified & documented
- Involve as much participation from downtown business & property owners as possible
- Create unique & compelling opportunities for economic development



Get On Board!

Draft Physical Improvement Plan

Façade Improvement Program

Overview

- Eligibility: Commercial Property Owners within the Defined Downtown Area
- Eligible Improvements:
 - Exterior Repairs (masonry, soffits, windows, doors, etc.)
 - Cleaning/Painting
 - Awnings
 - Signage
 - Lighting
 - Planters
- Grant Will Fund Architect Design & Estimates
- Funding
 - Maximum amount TBD
 - 0% Deferred Loan, Forgiven at 20% each year for 5 years
 - Requires 1:1 property owner match (may be direct cash, value of past improvements within 2 years, & must be construction related)
 - Loans secured by a 5-year recorded easement stipulating that no changes to the building will occur during 5-years without Town approval OR loan can be secured by a Deed of Trust for the value of loan if preferred by property owner
- Commitment letters from downtown business owners needed during current phase (the more, the better!)
- Upcoming Social Event & Promotional Campaign Upcoming



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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.

Façade 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; & Awnings, Signage, Lighting, Planters
- 3. Complete Designs & Get Construction Estimates:**
 - The grant will fund architect design & estimates
- 4. Funding:**
 - Up to \$20,000 may be provided in 0% deferred loan, forgiven at a rate of 20% each year for 5 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

Get On Board! Draft Physical Improvement Plan

Town Square Improvements

- ### Downtown Rail Cars
- Being considered for unique retail and/or overnight lodging
 - ES Railway Museum rail car conversion or new cars added/constructed near Town Square

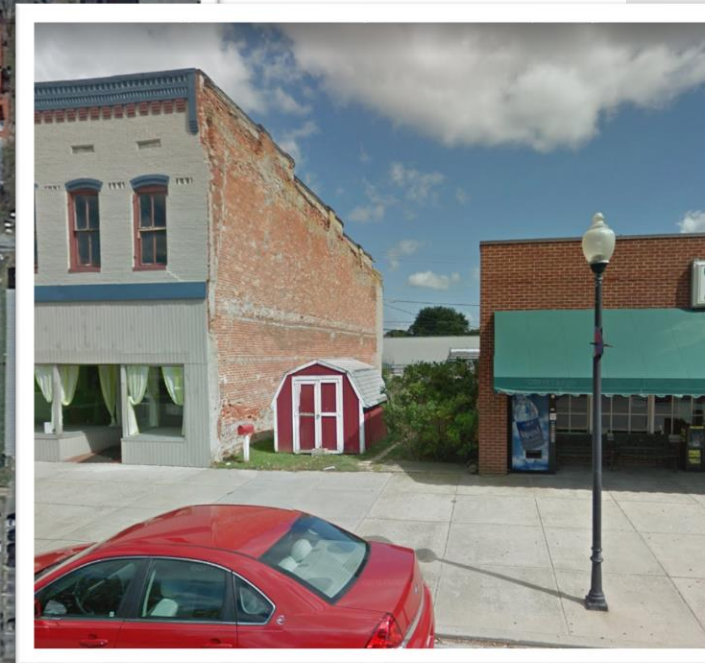


Get On Board!
Draft Physical
Improvement
Plan

Town Square
Improvements

Sidewalk Expansion & Repair

- Additional Walkway Constructed to Enhance Connectivity Between Town Square & Library



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Community Improvement Grant

Project Budget

Budget Item	March 2017 Preliminary Budget	March 2018 Updated Draft Budget
Town Square Improvements	<p>\$240,000</p> <ul style="list-style-type: none"> • Repave parking lot • Stormwater drainage. • Redesign/repaint parking lot to accommodate recreational vehicles (RVs, tour buses, through-travellers, etc.) • Electric hookup stations for RVs & electric cars 	<p>\$100,000 - \$200,000</p> <ul style="list-style-type: none"> • Refurbish/construct new rail cars for business incubation or overnight lodging • Create new recreational opportunities for outdoor music, theater, etc.
Sidewalk Expansion & Repairs	<p>\$240,000</p> <ul style="list-style-type: none"> • New sidewalks and repairs in highest priority areas • New walkway connecting Town Square to Library 	<p>\$100,000</p> <ul style="list-style-type: none"> • New sidewalks and repairs in highest priority areas • New walkway connecting Town Square to Library
Lighting Improvements	<p>\$45,000</p> <ul style="list-style-type: none"> • Functional & design upgrades to existing public lighting • New distinctive lighting projecting images of trains on buildings or water tower 	<p>\$50,000</p> <ul style="list-style-type: none"> • Functional & design upgrades to existing public lighting • New distinctive lighting projecting images of trains on buildings or water tower
Signage Improvements	<p>\$45,000</p> <ul style="list-style-type: none"> • New Victorian signage around Downtown • Upgrade existing signage to same theme 	<p>\$50,000</p> <ul style="list-style-type: none"> • New Victorian signage around Downtown • Upgrade existing signage to same theme
Façade Improvements	<p>\$30,000</p> <ul style="list-style-type: none"> • Upgrades to exterior of Downtown buildings 	<p>\$200,000 - \$300,000</p> <ul style="list-style-type: none"> • Upgrades to exterior of Downtown buildings
Engineering & Design	<p>\$30,000</p> <ul style="list-style-type: none"> • Engineering design, environmental review (if needed) 	<p>\$30,000</p> <ul style="list-style-type: none"> • Engineering design, environmental review (if needed)
Grant Administration	<p>\$70,000</p> <ul style="list-style-type: none"> • A-NPDC direct and indirect expenses 	<p>\$70,000</p> <ul style="list-style-type: none"> • A-NPDC direct and indirect expenses
Total:	\$700,000	\$700,000

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Downtown Revitalization Project

Key Next Steps

Required Next Steps (Responsible Party)

Summer-Winter 2018: Ongoing Tasks

1. Engineer/architect procurement & PER development (ANPDC/PMT/Council)
2. Environmental review (A-NPDC/PMT)
3. Obtain signed commitment letters from property owners (PMT)
4. Identify additional funding sources to leverage/strengthen CIG app (PMT/Council)

Winter 2018

1. Publish FONSI or NOI-RROF (Council)
2. Complete CIG pre-application (ANPDC/PMT)
3. Publish, hold & document 2 Public Hearings (Council)
4. Obtain signed commitment letters from other additional funding sources (PMT/Council)
5. Adopt resolution endorsing CIG application including itemized list of leverage amounts (Council)
6. Prepare & submit CIG Application (ANPDC/PMT)

Recommended Next Steps (Responsible Party) –

The more of these items completed prior to CIG application submittal, the more "readiness" points the Town can potentially earn

1. Draft CIG Management Plan & Distribute to DHCD for Review (PMT/Council)
2. Submit Draft P4P Budget to DHCD (PMT/Council)
3. Adopt Local Business & Employment Plan (Council)
4. Advertisements: Local Business/Employment & Minority/Female Owned Businesses (Council)
5. EEO Hiring Nondiscrimination Policy Adopted & Posted (Council)
6. Complete 504 Review (Council)
7. Submit Signed Fair Housing Certification to DHCD (Council)
8. Submit Draft Façade Design to DHCD for Review (PMT/Council)
9. Submit Draft CDBG Program Income Plan to DHCD for Review (PMT/Council)
10. Enforcement of Local Ordinances
 - Enact & enforce an ordinance requiring all building improvements from the time of the grant forward be done in a manner consistent with established design guidelines
 - Adopt minimum design & maintenance standards for those not willing to participate
 - Resolve to commit to a redevelopment plan which gives the Town authority to take & condemn blighted properties if property owners do not commit to participate
 - Designation of a Redevelopment or Conservation Area under Virginia law, if acquisition or demolition activities included
11. Secure Leveraged Money from All Local & Private Sources
12. Other: Consider Resolution formalizing Project Management Team including defining its mission, updating its membership, & creation of By-Laws

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**Parksley
Downtown
Revitalization
Project**

Project Website

www.a-npdc.org/parksley

Contact:

Curt Smith

A-NPDC Director of Planning

757-787-2936

csmith@a-npdc.org

