

**Parksley Downtown Revitalization Project
Management Team Meeting**

May 3, 2018
5:30 – 7:30 p.m.
Town Office, Parksley

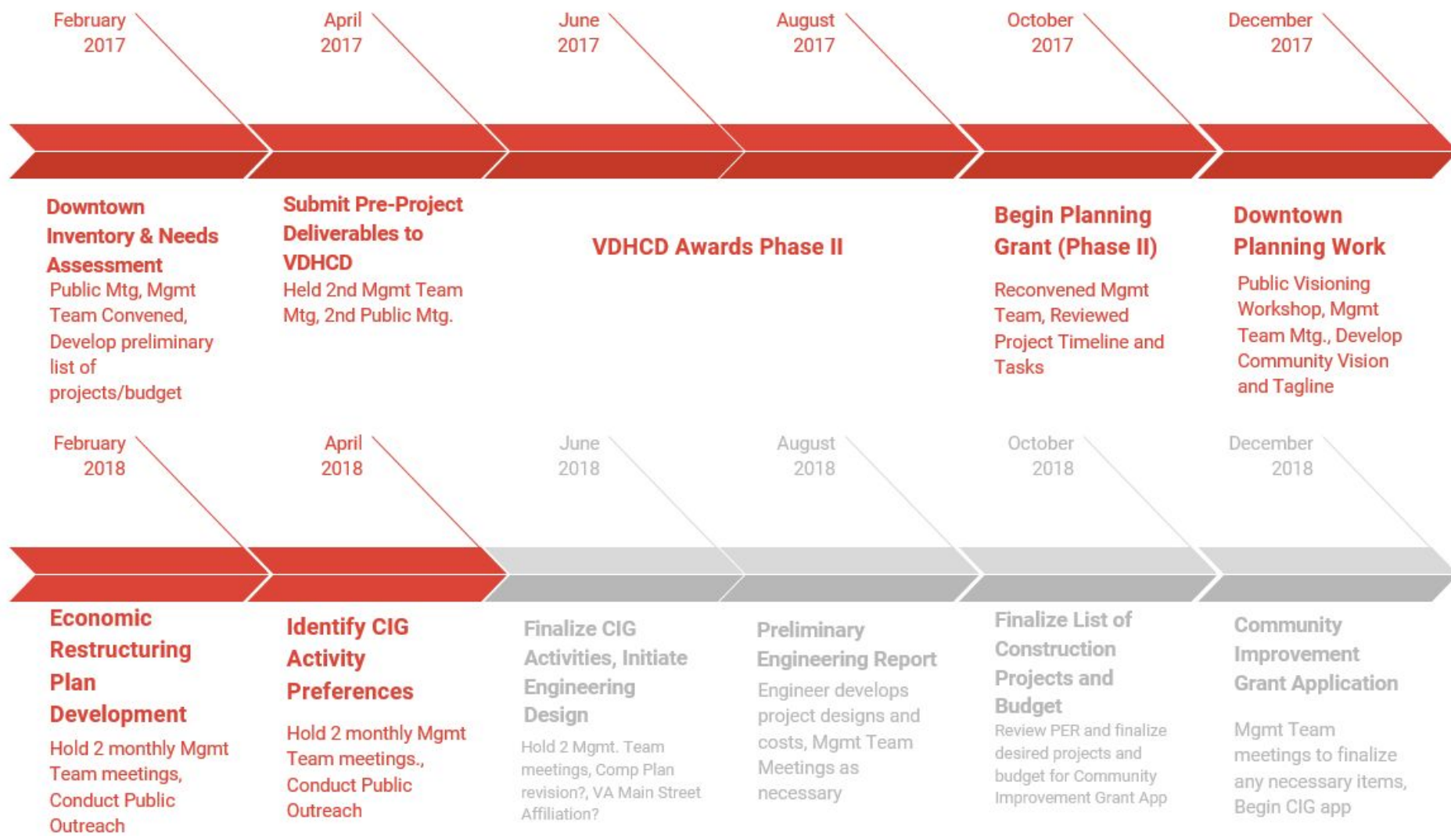
MEETING AGENDA

1. Call to Order
2. CDBG Planning Grant Schedule Review (5 minutes)
3. Economic Restructuring Plan (10 minutes)
 - Review of April 2018 public workshop and feedback
 - Old Business: Solicit guidance from Marketing Company
 - Updates on ERP project progress
4. Physical Improvement Plan (Remainder of Meeting)
 - ES Railway Museum Visioning Session – *Attendees will participate in a facilitated exercise to brainstorm ideas and potential downtown revitalization projects for the ESRM grounds. The ideas will be considered by the ESRM and ultimately for inclusion in the Parksley CIG grant application.*
 - Façade Improvement Program Discussion –
 - Finalize Program Eligibility & Terms
 - Identify next steps for soliciting commitments to program
 - Downtown Property Structural Inspection Update
5. Discuss schedule, next steps, and responsibilities for project
6. Adjourn

Vision Statement:

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

PROJECT SCHEDULE



Parksley, Get On Board!

Parksley Downtown Revitalization Project Management Team Meeting Minutes
March 15, 2018
Town Office, Parksley

Management Team Members Present:

Paul Muhly, Accomack County
Wayne Marshall Jr., Interim Mayor
Dana Bundick, Resident
Tim Valentine, Business Owner
Frank Russell, Business Owner
Harris Phillips, Business Owner

Management Team Members Absent:

Cara Burton, ES Public Library
Billy Graham, Business Owner
John Aigner, A-NPDC
Ellen Russell, Business Owner
Mark Bowden, Accomack County
Elaine Meil, A-NPDC

Other Attendees Present:

Curt Smith, A-NPDC
Shannon Alexander, A-NPDC
Dan Matthews, Resident
Donald Kilmon, Business Owner
Laura Kilmon, Business Owner
Betty Farley, Resident
Doug Ellis, DHCD
Joe Stalgatis, Business Owner
Letitia Greer, Town of Parksley

The meeting was called to order at 6:06 pm.

Curt Smith reviewed the agenda, accomplishment goals, and possibilities for new management team membership to discuss with the Town Council.

Action Items

- Tim and Cara to work on securing pro-bono marketing specialist (logo, strategy, etc.) – remember that there can be a contract that *if* the Town is awarded the full grant, then that contractor will be hired for the larger contract (between \$10k and 30k probably)
- Frank to contact Museum Board and confirm meeting date/time with Curt
- **All to promote the project (façade agreement in particular) and a Downtown Business Owner Social (which will be in April)**

Community Announcements

- Island House fund raiser for ES Library on March 17 (St. Patty's Day) tickets available at Book Bin, Jaxon's, etc.
- ES Annual Tourism Summit registration open – April 9th
- Onancock "Main Street" kick off

CIG Planning Grant Schedule Review

- March 2019 final application due; Pre-application due in December 2018
 - Project implementation would begin January 2020, if project grant is awarded

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- We're on track, but lots to do!
 - Marketing/Logo designer relationship development
 - Business owner recruitment and efforts - Geared towards façade improvement projects/funds
 - Preliminary engineering report

Marketing Strategies

Synopsis of history of public workshop, meetings, identifying strengths/assets, development of the vision statement and tagline. The tagline developed during previous meetings and was confirmed via email to the Management Team is "Parksley: There's Only One".

Frank Russell identified the old tagline "Parksley: A friendly place to work and live" and an existing logo. Suggestion from many to stick with the existing logo and add the new tagline text/font for the context of this planning process. Should the grant be awarded, it will be an opportunity to rebrand and promote the Town.

Doug Ellis posed the question about using funds and best using the planning grant. The *Economic Restructuring Plan* is the goal for the next year to be prepared for the full application. It is the "game plan" to revitalize the Town and this grant is very competitive. Part of the application process scoring is the 'capacity,' which is very important to show the participation at meetings and that that participation is representative of the town and the majority of the businesses (5 businesses represented during this meeting).

Planning grant needs 3 subcontracts or relationships to be completed or established prior to the end of the year:

- Marketing Company (preliminary advice and plan for a bigger marketing contract in full application); \$10-\$30k allocated to full development and implementation of the new tagline, website, etc. (Tim and Cara looking into pro-bono effort/quote)
- Architect: Façade improvements
- Engineering consultant (PER): plan/quote for facades, streetscaping, train car, water sewer, etc. (~\$20k)
 - Use Accomack Building Code Inspector to assess downtown; preliminary research to decide where to have the engineering consultant complete work

Match Discussion

From the time you sign the full contract (Jan 2020), match goes back 2 years. Typically, 'sufficient' match means 1:1; VDOT efforts can count as match; County Assessor time counts; County discretionary funds are an option. There is a need to explore the library funding (private sector and County moneys) as potential match. One contract item for pro-bono or small preliminary work could indicate that their service will extend should the block grant be awarded.

Economic Restructuring Plan

Curt Smith presented progress to date.

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It was reported that Mr. Muhly, Mr. Matthews, and Dr. Nash met since the last full Management Team meeting to develop the objectives for Goal 2. Need a workgroup to go into the Goals/Objectives in detail and go through each project in Goals 2 and 3.

Paul Muhly posed questions for business owners: What needs do they have? Responses included: Depends on architect theme/design; Signs, awnings, flashing, bricks/mortar repaired, etc. Suggestion to look at pictures of Parksley from the early 1900s for inspiration on design. It was pointed out that years ago, almost all the taxes collected were from the business community and now the businesses don't carry the town (Walmart, etc.) and no tax increase since 1987. So much work needed for some of the buildings – makes it difficult to entice buyers or potential new entrepreneurs.

Façade Participation Agreements are vital from as many building owners as possible, including vacant buildings.

Curt has drafted a one-page fact sheet for educating businesses about the Building Façade Improvement Program. A Social Gathering for downtown business and building owners to be in April and include the architect (with a before/after image example of one of the buildings in town). If an owner cannot come up with cash to match the FPA; other localities have used money from the \$700k CDBG Grant as a revolving loan fund. Parksley could also explore the option of utilizing its existing revolving loan fund to support the Façade Improvement Program. Also developing signs for businesses to have in their windows indicating that they are "On Board" to spread awareness about the program and encourage participation.

Community Improvement Grant Projects

Draft budget with project list was circulated to help guide this discussion.

Parking lot funds were decided to be reallocated to the façade improvements. Added ~\$20k for marketing.

Refurbishing the train cars into restaurant/accommodations as new business/economic opportunity would be eligible for funding and should be added to budget.

Enhancing recreational opportunities downtown for outdoor music/theatre.

Something unique, fun, goofy a good idea. For example: The Spuds baseball team; ex. City of Emporia: Great Peanut Festival – "Peanuts Envy;" **Need to use the Train Cars!** Have to show an operating budget for 3-5 years for the railcar business. The Town (or Museum) could run the business, so that the revenues would come directly back into the Town (or Museum).

Discussion concerning using kit-built replicas versus refurbishing and having guests stay in an original car – there is a big difference in quality and genuine nature of the experience. There is also a Community Business Launch Program – entrepreneur contest.

Lighting: Important not to just replacing of existing, but a need for new additional wiring and new light posts. Electrical issue underground on the northeast side of downtown, alternate lighting, sensors, etc. ANEC still helps as courtesy because they used to be located in town, but not a required service (including labor and the bulbs). Again, it was emphasized that block grants do not pay for regular maintenance but do cover new infrastructure.

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For the walkthrough, an easement from the property owner would be necessary and could count as match.

Next steps:

- Discussion with the Board of the Directors of the Railroad Museum – need date, Frank to call Curt
- Find expert in tiny house/AirBnB expert to give advice/opinion
- RFP engineer, architect, and possibly marketing company
- Thursday March 29th 3pm Economic Restructuring Plan Workgroup
- Management Team meeting time decided on: 5:30 pm first Thursday of the month, as to precede the Town Council meetings, which are held the second Monday of each month.
- The next Management Team meeting is scheduled for Thursday April 5th 5:30pm in the Parksley Town Hall.

Parksley Downtown Revitalization Project Management Team

ATTENDANCE RECORD



| <i>Project Management Team Members</i> | | | | | |
|---|-----------|-----------|-----------|----------|-----------|
| MEMBER (AFFILIATION) | SEP 2017 | NOV 2017 | DEC 2017 | FEB 2018 | MAR 2018 |
| John Aigner (A-NPDC) | X | | | | |
| Mark Bowden (Accomack County) | | | | | |
| Dana Bundick (Resident) | X | X | X | | X |
| Cara Burton (ES Public Library) | X | X | X | X | |
| Jim Eichelberger (Town of Parksley) | X | NA | NA | NA | NA |
| Billy Graham (Business Owner) | | X | | | |
| Ellen Johnson (ES Railway Museum) | | X | X | | |
| Wayne Marshall (Town of Parksley) | | X | X | X | X |
| Elaine Meil (A-NPDC) | | | | | |
| Paul Muhly (Accomack County) | | X | X | X | X |
| Harris Phillips (Accomack Co./Business Owner) | X | X | X | | X |
| Frank Russell (Town of Parksley/Business Owner) | | | | | X |
| Tim Valentine (Business Owner) | X | X | X | | X |
| <i>Other Participants</i> | | | | | |
| Kerry Allison (ES Tourism Commission) | | | X | | |
| Denise Bernard (Town of Parksley) | X | | | | |
| Jen Davis (The Nature Conservancy) | X | | | | |
| Doug Ellis (VDHCD) | | | | | X |
| Betty Farley (Resident) | | X | X | X | X |
| Letitia Greer (Town of Parksley) | X | | | | X |
| Janice Hart (Business Owner) | | | X | | |
| Shirley Johnson (Resident) | | | X | | |
| Alex Joyner (United Methodist Church) | | X | | | |
| Donald Kilmon (Business Owner) | | | | | X |
| Laura Kilmon (Business Owner) | | | | | X |
| Kay Lewis (Resident) | | | X | | |
| Dan Matthews (Resident) | | X | X | X | X |
| Ron Matthews (Interested Stakeholder) | X | | | | |
| Kathi McKorkle (Resident) | | X | X | | X |
| Julie Nash (Resident) | | | | X | |
| John Parks (Town of Parksley) | | X | X | | |
| Donna Phillips (Business Owner) | | X | X | | |
| Jason Sams (VDHCD) | X | | | | |
| Joe Stalgatis (Business Owner) | | | | | X |
| Total Meeting Attendance: | 11 | 14 | 15 | 6 | 14 |

- Indicates Not a Member

X Indicates Member Present

NA Indicates Not Applicable



A-NPDC

ACCOMACK-NORTHAMPTON PLANNING DISTRICT COMMISSION

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(757) 787-2936 • TOLL FREE (866) 787-3001 • FAX (757) 787-4221

WEBSITE: www.a-npdc.org

MEMORANDUM

TO: Parksley Downtown Revitalization Project Management Team

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

DATE: May 2, 2018

SUBJECT: Eastern Shore Railway Museum Visioning Session

A-NPDC Staff met with the ESRM Board during its April meeting. The ESRM Board indicated its interest in pursuing a project for inclusion in the CIG application. Since the meeting, DHCD has provided specific feedback regarding eligible projects involving ESRM railcars, which is summarized on Page 9 of the meeting packet. It was requested that a visioning session be held to generate specific project ideas for the ESRM that would contribute to the Parksley revitalization project. The ESRM Board scheduled a meeting for May 9 to consider the ideas before submitting any formal project requests to the Town.

The Management Team and other meeting participants will undertake a facilitated process to identify projects at the ESRM.

ES Railway Museum Project Eligibility Summary

| Project | Eligible for CIG Funding? | |
|---|---|----|
| | Yes | No |
| Exterior improvements to historic railcars or the railcar kits | ✓ Only through facade improvement program | |
| Improvements to ESRM property (sidewalks, patios, sitting areas, signage, lighting, etc.) | ✓ | |
| Demo of structures as part of elimination of blight | ✓ | |
| Marketing activities for ESRM (website, brochures, etc.) | ✓ | |
| Utility hookups for railcars (sewer, water, power) | Potentially (but would need to show job creation for low-moderate income citizen) | |
| Purchase or construction costs for railcar construction kits | | ✗ |
| Purchase costs for additional historic railcars | | ✗ |
| Interior improvements to railcars (historic or kit cars) | | ✗ |







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MEMORANDUM

TO: Parksley Downtown Revitalization Project Management Team

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

DATE: May 2, 2018

SUBJECT: Façade Improvement Program

A-NPDC Staff will facilitate a discussion intended to achieve the following objectives:

1. Review and finalize program eligibility requirements,
2. Review and finalize program financing and operating terms,
3. Review and finalize next steps for soliciting commitments from program participants
 - a. Statement of Interest (example on pages 14-15)
4. Review examples of façade architectural improvement designs and select preferred examples.

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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

**Town of Appomattox
Downtown District
Façade Participation Statement of Interest**

I, _____, own commercial property at _____ in the Appomattox Downtown District project area which is targeted for Community Development Block Grant (CDBG) assistance.

I understand that the Town of Appomattox, if awarded a CDBG grant, intends to make CDBG funds available for building owners to make improvements under the Façade Improvement Program up to a maximum range of \$7,500 - \$20,000 (final amount will be a function of the amount of CDBG funds awarded to the Town and the number of interested buildings) for building facades (visible from the public right of way such as rear, front, and side).

I understand that the funds are made available in the form of 0% interest deferred loan. The loan is forgiven at a rate of 20% each year for five years; and is completely forgiven at the end of the five year term after completion of the improvements, provided that I meet certain conditions, such as:

- The improvements are completed in accordance with developed design plans.
- I retain ownership of the building during the five year period or the loan must be repaid for any remaining unforgiven portion of the loan.
- I match the loan amount with expenditures on other exterior and/or interior building improvements and provide documented proof of match or I must contribute an equal dollar amount for the improvements.
- I must keep the building occupied with a business or if currently vacant, I must obtain a tenant within one year of the completion of improvement work.

I understand that CDBG funds will provide design development assistance from an architect for the façade improvements. All work will be bid out by the Town and require compliance with local, state and federal regulations. I must enter into a three-party construction contract between the Town, the contractor and myself before the work begins.

I understand that either a 5 year recorded easement, which will state that no changes to the funded façade improvements will take place for 5 years without approval from the Town (the easement will be for only those funded exterior improvements) or a recorded deed of trust and a deed of trust note (promissory note) will be executed for the 0% interest deferred loan for the amount of the improvements. It is up to me, as the property owner which loan security document is utilized.

I understand that the architecture services provided through CDBG funds include site inspection, owner consultation, façade improvement design & color rendering, preliminary cost estimate, and work write-up for purposes of construction bidding. The architect, upon my request, may also assist me in generally identifying other needed improvements for consideration in order to meet the matching investment requirement.

I understand I may count expenditures already made to the buildings since January 1, 2016 as my matching funds as long as I can present cancelled checks, invoices or other appropriate matching investment documentation.

I understand that Town Council will establish a Façade Improvement Advisory Board to review, approve and monitor the façade improvement project and loans.

I understand that if I do not comply with the general terms of this agreement at any time during the specified loan period, then I will be responsible for repaying the unforgiven balance of assistance I received from this program to improve the property.

I UNDERSTAND THAT THIS STATEMENT OF INTEREST IS NON-BINDING. IT IS ONLY VALID IF THE TOWN OF APPOMATTOX RECEIVES CDBG FUNDING AND IF I SUBSEQUENTLY AGREE TO PARTICIPATE IN THE PROGRAM WITH THE COMPLETION OF A FAÇADE IMPROVEMENT PROGRAM APPLICATION, WHICH MUST BE APPROVED BY THE FAÇADE IMPROVEMENT ADVISORY BOARD.

If you are interested in participating in the program, please sign below.

| | |
|---------------------------------------|--------------------------------|
| _____ Owner Signature | _____ Building Address |
| _____ Date Owner | _____ Mailing Address |
| _____ Name of Owner (please print) | _____ Owner phone # / email |

ADDITIONAL INFORMATION

Type of Building Improvements since January 1, 2016 _____

Amount of Building Improvements since January 1, 2016 _____

Proposed New Façade Improvements _____

Estimated Costs _____

The Façade Improvement Program is subject to availability of funds and approval by the Façade Improvement Advisory Board and the funding agency, Virginia Department of Housing and Community Development.

Facade Improvement Example A



EXISTING FACADE

KEYNOTES:

1. Remove existing storefront paneling below, beside, and above storefront windows. Replace with composite paneling below windows in configuration shown and solid plaster on beside and between windows. Paint, trim P-2 and panels P-3.
2. Provide new composite sign panel area and crown molding above, P-1 and P-2 as shown.
3. Repair existing wood cornice and brackets. Replace rotted pieces with wood to match existing dimensions and profiles. Scrape, prime and paint, P-2 and P-3 as shown.
4. Repair existing wood window trim. Replace any pieces that are rotted beyond repair with wood to match the existing dimensions and profiles. Scrape, prime and paint, P-2.
5. Repair existing doors. Scrape, prime and paint, P-3 and P-4 as shown.
6. Scrape, prime and paint wall, P-1.
7. Provide new fabric awnings, one over each storefront area.
8. Renewal existing sign in new sign band area.
9. Renewal projecting sign in location shown.
10. Provide planters at corners and at unused entry.

GENERAL NOTES:

SCHEMATIC DESIGN: This drawing is conceptual and is not a working drawing for construction.

COLOR & MATERIALS CHART

PAIN BRAND: Benjamin Moore, or comparable color & quality of owner's choice. Refer to actual paint chip for exact color.
AWNINGS: Sunbrella or equal.

| | |
|--|--|
| | P-1: BM 2065-30 Brilliant Blue For: Wall color |
| | P-2: BM P1-4 Brilliant White For: Trim color |
| | P-3: BM 2127-40 Wolf Gray For: Accent color |
| | P-4: BM 2127-20 Black Ink For: Trim color |
| | P-5: BM AF-290 Colante For: Door color |
| | A-1: 4603 Jockey Red |



PROPOSED FACADE

Facade Improvement Example B



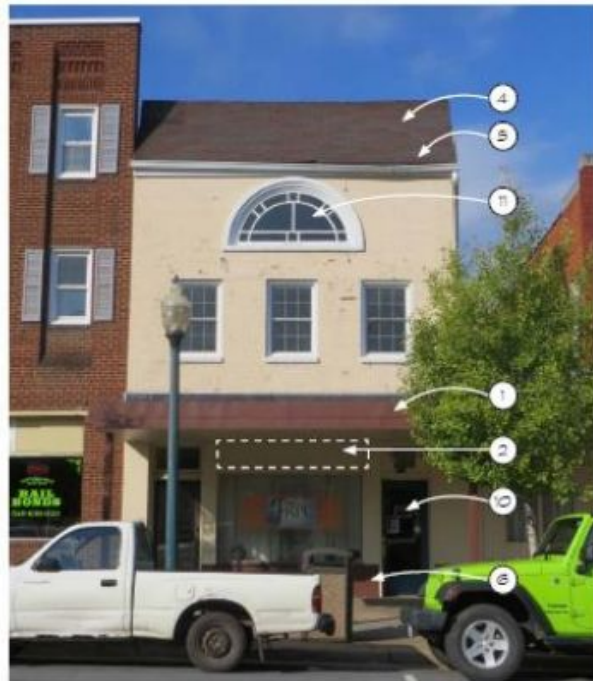
EXISTING SIDE FACADE

KEYNOTES:

- | | | |
|---|--|--|
| <ol style="list-style-type: none"> 1. Remove existing canopy and support columns. Repair walls and sidewalk as needed. 2. Remove materials covering transom windows. Repair transom windows as needed or replace to match. 3. Remove existing window and infill wall area; install new aluminum window in configuration shown. 4. Replace asphalt shingles with synthetic slate shingle roofing. 5. Replace gutter with new prefinished aluminum gutter. Repair or replace fascia and cornice trim as needed to match existing, P-4. | <ol style="list-style-type: none"> 6. Replace panels with new composite panels, paint, P-5 and P-6 as shown. 7. Provide new composite sign band, P-5 and P-4. 8. Replace rake trim and flashing with new composite materials to match existing dimensions and profile, paint, P-4. 9. Provide composite cornice trim at transition of wall material, P-5. 10. Repair existing doors. Replace hardware as shown. Scrape, prime and paint, P-5. 11. Repair existing arched window. Reglaze as needed, replace any broken glass; scrape, prime and paint, P-4. 12. Scrape, prime and paint existing brick (P-1); | <ol style="list-style-type: none"> atrace (P-1, P-2 and P-3) and storefront bulkhead panels (P-5). 13. Provide new awnings in configuration shown. 14. Provide new gooseneck light fixtures. 15. Provide new projecting signs with lighting. 16. Provide new building sign. 17. Provide planters at entrances. 18. Side facade: repair spalling brick and damaged parging; scrape, prime and paint. |
|---|--|--|

GENERAL NOTES:

SCHEMATIC DESIGN: This drawing is conceptual and is not a working drawing for construction.



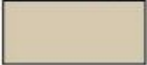
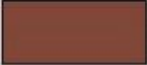







EXISTING FACADE



Facade Improvement Example B (continued)

COLOR & MATERIALS CHART

PAINT BRAND: Benjamin Moore; or comparable color & quality of owner's choice. Refer to actual paint chip for exact color.
 AWNING: Burbrella or equal.

| | | | |
|--|---|---|--|
|  | P-1: BM AF-95 Hush For: Fire House wall color |  | P-6: BM 2090-20 Siena For: One-story bulkhead |
|  | P-2: BM AF-400 Elemental For: 2nd & Royal wall color |  | A-1: 4946 Black/Taupe Fancy For: Fire House awning |
|  | P-3: BM 1055 Algonquin Trail For: One-story building wall color |  | A-2: 2650 Apex Terracotta For: 2nd & Royal awnings |
|  | P-4: BM AF-5 Frostline For: Fire House trim |  | A-3: 51000-003 Shadow Charcoal For: One-story awning and 2nd & Royal valance |
|  | P-5: BM 1616 Stony Sky For: Bulkhead and other trim | | |

KEYNOTES:

1. Remove existing canopy and support columns. Repair walls and sidewalk as needed.
2. Remove materials covering transom windows. Repair transom windows as needed or replace to match.
3. Remove existing window and infill wall area; install new aluminum window in configuration shown.
4. Replace asphalt shingles with synthetic slate shingle roofing.
5. Replace gutter with new prefinished aluminum gutter. Repair or replace fascia and cornice trim as needed to match existing, P-4.
6. Replace panels with new composite panels, paint, P-5 and P-6 as shown.
7. Provide new composite sign band, P-5 and P-4.
8. Replace rake trim and flashing with new composite materials to match existing dimensions and profile, paint, P-4.
9. Provide composite cornice trim at transition of wall material, P-5.
10. Repair existing doors. Replace hardware as shown. Scrape, prime and paint, P-5.
11. Repair existing arched window. Reglaze as needed, replace any broken glass; scrape, prime and paint, P-4.
12. Scrape, prime and paint existing brick (P-1); stucco (P-1, P-2 and P-3); and storefront bulkhead panels (P-5).
13. Provide new awnings in configuration shown.
14. Provide new gooseneck light fixtures.
15. Provide new projecting signs with lighting.
16. Provide new building sign.
17. Provide planters at entrances.
18. Side facade: repair spalling brick and damaged parging; scrape, prime and paint.

GENERAL NOTES:

SCHEMATIC DESIGN: This drawing is conceptual and is not a working drawing for construction.



PROPOSED FACADE

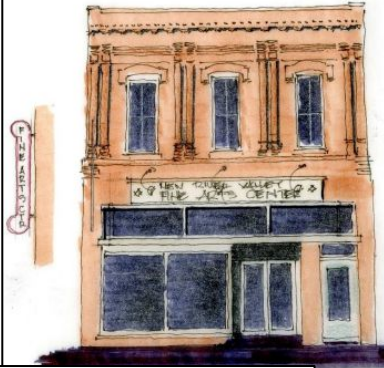
Facade Improvement Example C



C-1



C-2



C-3



C-4



C-5

Facade Improvement Example D



FAÇADE IMPROVEMENT CONCEPT: STAY FOCUSED SALON & BARBER 1306 E. BROOKLAND PARK BOULEVARD

PROPERTY OWNER: PATRICE AND VINCENT MORGAN / BUSINESS OWNER: PENNY BURNETT

In the words of its owner, Stay Focused is more than just a salon. Penny Burnett has sought to create a place for community gathering. New windows and doors, modern awnings, and a fresh sign will give Stay Focused greater appeal to customers and community visitors alike. A new ramp with railings ensures that the storefront is fully accessible for all visitors.

Facade Improvement Example E



FAÇADE IMPROVEMENT CONCEPT: CHICKEN BOX 3000 3RD AVENUE

PROPERTY & BUSINESS OWNER: MARGARET BANDAS

By repurposing storage containers into the marketing and site appeal of the restaurant, these utilitarian structures provide programmatic delineation and a backdrop to a new outdoor dining area, as well as back-of-house secure storage. Planters define a new outdoor dining area with stand up tables and umbrellas. This neighborhood landmark provides a Roadside America-type Icon within the corridor.

Facade Improvement Example F

F-1



BEFORE
Covering brick with another material, like the yellow boards in this photograph, is discouraged.



AFTER
Removing materials that cover brick and display windows restores the street's rhythm and clearly identifies building entrances.

F-2



BEFORE
Covering windows and skirtboard panels with boards or other materials is discouraged.



AFTER
Here, windows are uncovered to allow additional views into the building and skirtboard panels are restored to coordinate with the windows they support.

1920s-30s STOREFRONT

Facade Improvement Example G

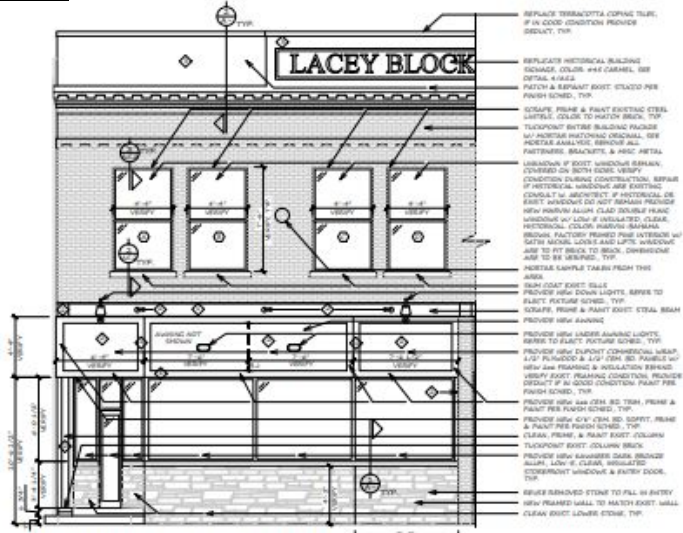


EXISTING PHOTOGRAPH

* RENDERINGS ARE A REPRESENTATION OF THE BUILDING TO SHOW GENERAL DESIGN INTENT. NOT TO BE USED TO BUILD FROM.

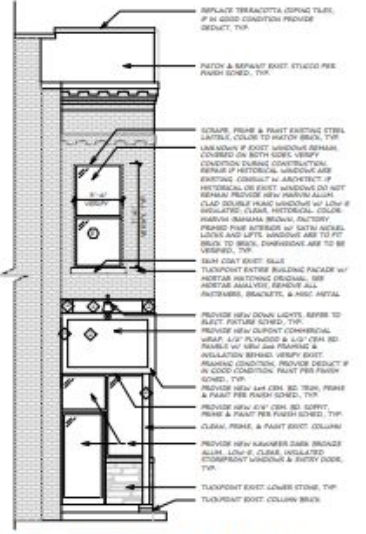


PROPOSED RENDERING



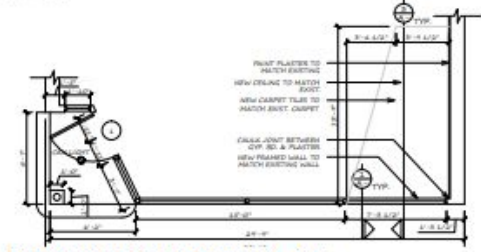
PROPOSED ELEVATION

1/4" = 1'-0"



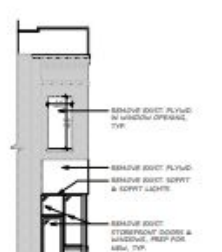
PROPOSED ELEVATION

1/4" = 1'-0"



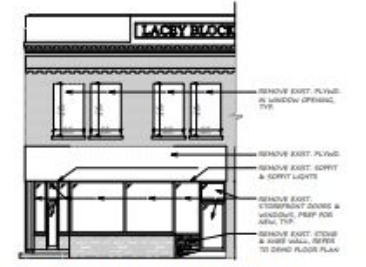
PROPOSED FLOOR PLAN

1/4" = 1'-0"



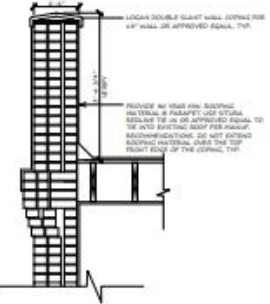
EXISTING ELEV.

1/8" = 1'-0"



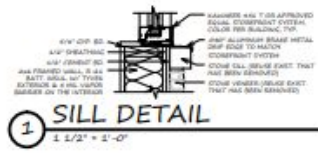
EXISTING ELEVATION

1/8" = 1'-0"



PARAPET DETAIL

3/4" = 1'-0"



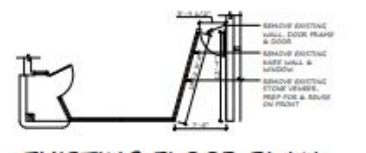
SILL DETAIL

1 1/2" = 1'-0"



FLOOR DETAIL

3/4" = 1'-0"



EXISTING FLOOR PLAN

1/8" = 1'-0"

Facade Improvement Example G (continued)



EXISTING PHOTOGRAPH

* RENDERINGS ARE A REPRESENTATION OF THE BUILDING TO SHOW GENERAL DESIGN INTENT. NOT TO BE USED TO BUILD FROM.



PROPOSED RENDERING



EXISTING PHOTOGRAPH

* RENDERINGS ARE A REPRESENTATION OF THE BUILDING TO SHOW GENERAL DESIGN INTENT. NOT TO BE USED TO BUILD FROM.



PROPOSED RENDERING

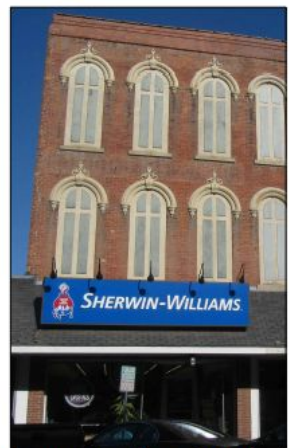


EXISTING PHOTOGRAPH

* RENDERINGS ARE A REPRESENTATION OF THE BUILDING TO SHOW GENERAL DESIGN INTENT. NOT TO BE USED TO BUILD FROM.

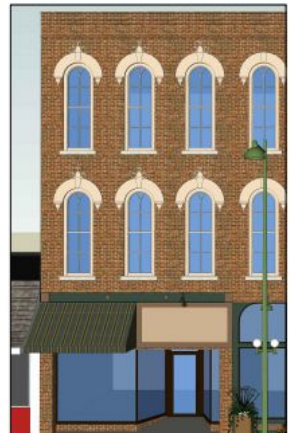


PROPO



EXISTING PHOTOGRAPH

* RENDERINGS ARE A REPRESENTATION OF THE BUILDING TO SHOW GENERAL DESIGN INTENT. NOT TO BE USED TO BUILD FROM.



PROPOSED RENDERING

Facade Improvement Program Potential Participants

The following information was pulled from the 2017 Parksley Downtown Inventory & Needs Assessment

57 Downtown Properties Currently Have Structures

Use Type & Occupancy

- 38 Commercial (24 occupied)
- 4 Mixed Use (2 occupied)
- 9 NPO/Public (7 occupied)
- 6 Residential (4 occupied)

51 properties eligible if eliminate residential and 33 of those are currently occupied.

Physical Blight Status

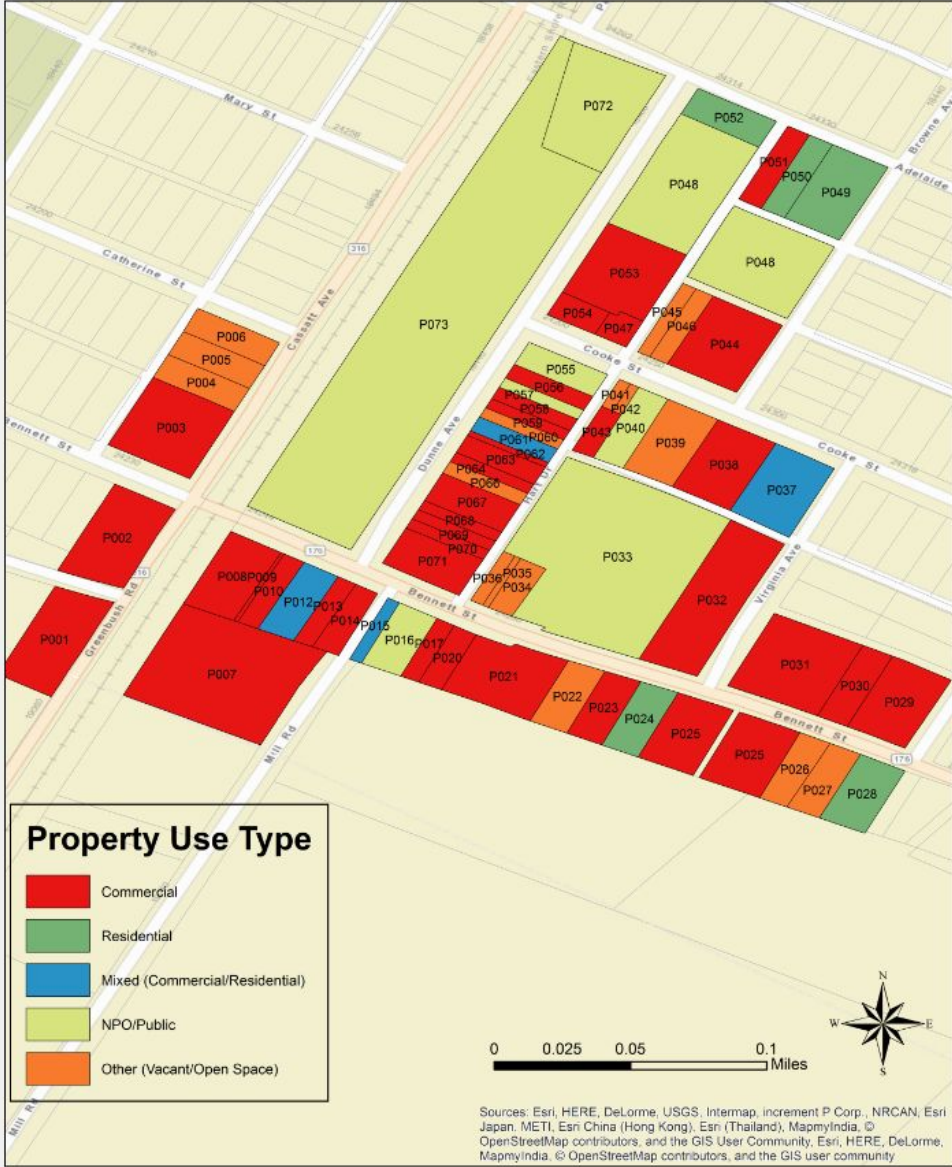
- 18 Physically Blighted
- 33 Not Physically Blighted

Summary & Recommendations

- DHCD prefers that the program directly addresses blight and involves as many downtown properties as possible (target should be in the 33-50% range of all properties AT A MINIMUM)
- 50% participation rate = 26 properties
 - \$20k/property = \$520k
 - \$15k/property = \$390k
 - **\$10k/property = \$260k**
- 33% participation rate = 17 properties
 - \$20k/property = \$340k
 - **\$15k/property = \$255k**
 - **\$10k/property = \$170k**
- CIG Budget Recommended Options:
 - Budget \$260k for \$10,000/property for 26 properties, or
 - Budget \$300k for \$15,000/property for 20 properties

*****RED TEXT = AFFORDABLE WITHIN EXISTING DRAFT CIG BUDGET (\$200-300k)**

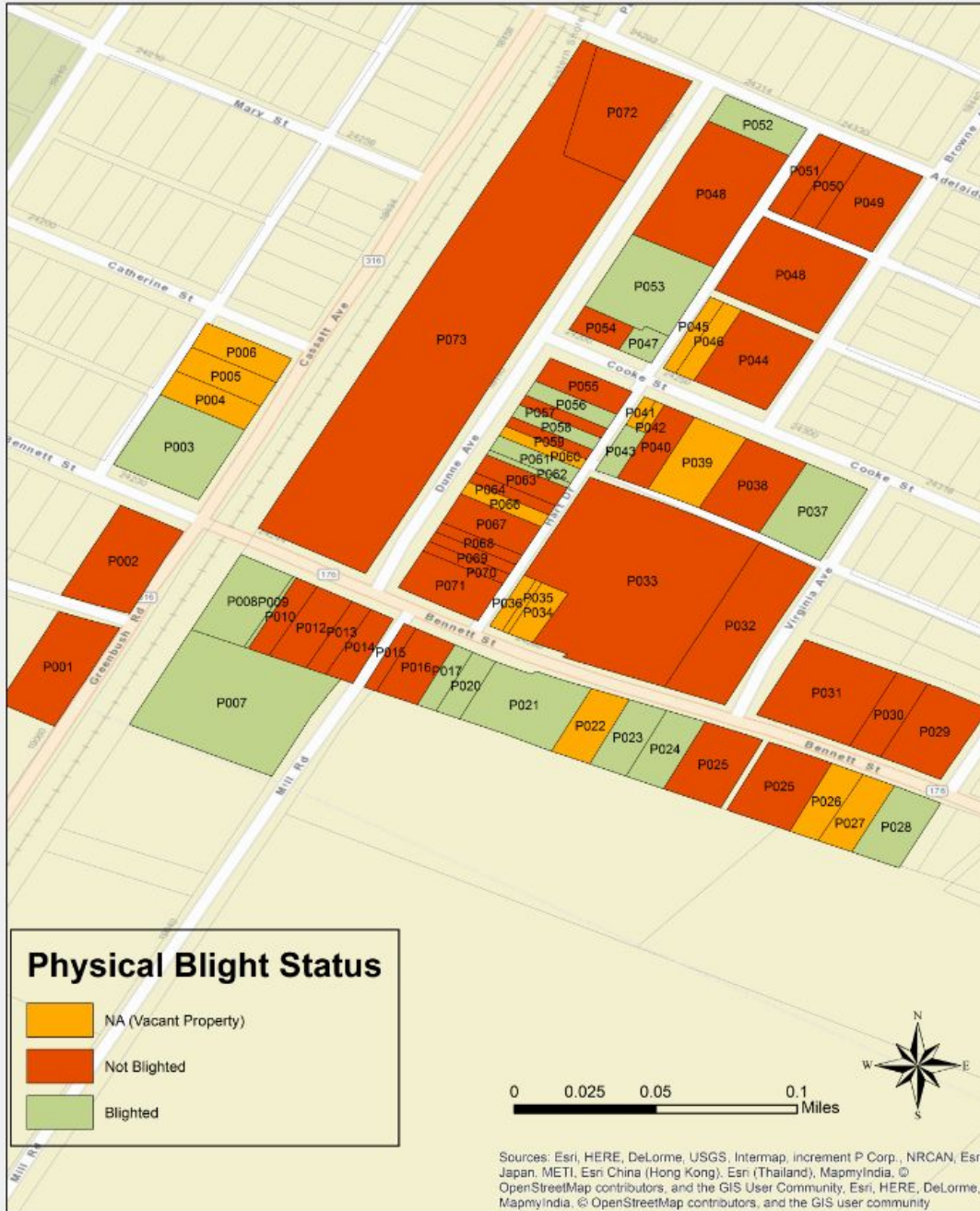
Downtown Inventory Survey - Current Property Use



Downtown Inventory Survey - Structure Occupancy Status



Downtown Inventory Survey - Physical Blight Status



Downtown Parksley Physical Blight Definition -

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

| 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 |
| Marketing | <p>None</p> | <p>\$20,000</p> <ul style="list-style-type: none"> • Town marketing strategy development and website |
| 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 |