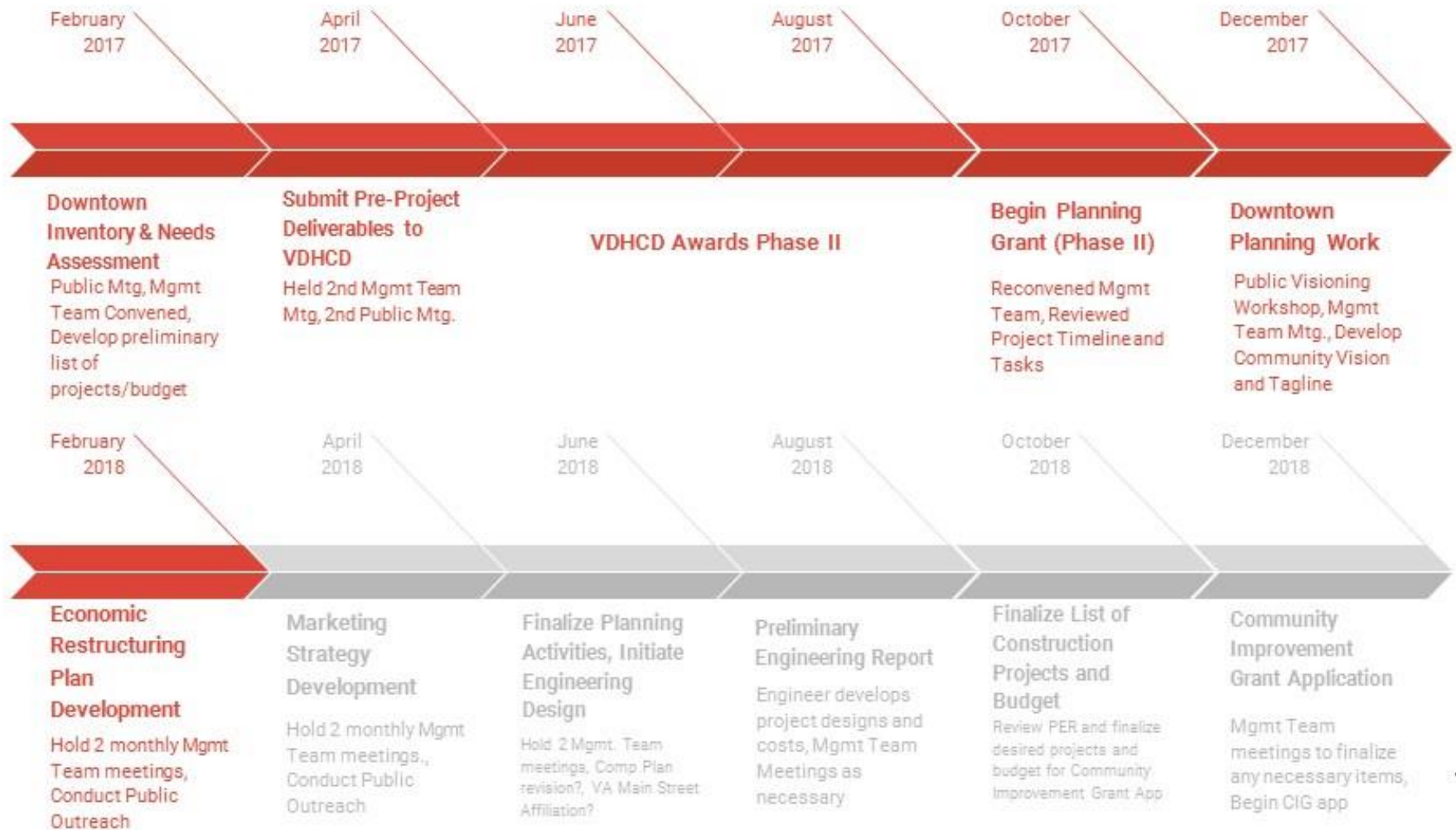


PROJECT SCHEDULE



PARKSLEY ECONOMIC RESTRUCTURING PLAN SNAPSHOT

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

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

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 1-A: Community Facilities & Support Infrastructure

- 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 2-A: Create Branding & Marketing Strategy

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

Objective 3-A: Improve Downtown Economic Environment

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

Objective 1-B: Beautify Downtown

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

Objective 2-B: Implement Branding & Marketing Strategy

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

Objective 3-B: Attract Businesses Providing Needed Services & Diversifying Current Retail Options

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

Objective 1-C: Public Safety & Accessibility

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

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. Explore Options & Prioritize for New Events & Festivals
- d. Develop & Host Priority Events
- e. Pursue & Develop Regular Train Excursions To/From Parksley

Objective 3-C: Additional Residential Units Downtown

- a. Second-story Apartments on Town Square
- b. Fill Vacant or Underutilized Residential Properties
- c. Rehabilitate Former T-Shirt Factory Building for Apartments

Objective 1-D: Organizational, Administrative & Staffing Capacity

- 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: Natural Hazard Mitigation

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

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 a pedestrian corridor providing better connectivity between the Town Square and Library	Town Council; 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	CDBG Funds; VDOT; Town
a-3)		Fill highest priority sidewalk gaps	Town Council; VDOT	Near & Long Term Years 1-10	CDBG Funds; VDOT; Town
a-4)		Establish crosswalks where feasible	Town Council; VDOT	Near Term Years 1-2	CDBG Funds; VDOT; Town
a-5)		Create wayfinding signage to better orient and direct visitors	Town Council; Get On Board! 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	Get On Board! 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; Get On Board! 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; Get On Board! 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; Get On Board! 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 Get On Board! Committee	Near Term Year 1	CDBG Funds
a-2)		Install decorative banners or flags on light posts	Town Council and Get On Board! 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 Get On Board! 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 Get On Board! 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; 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 Get On Board! Committee	Near Term & Ongoing	CDBG Funds

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e)	Preserve the Town's Historic Qualities and Characteristics	Town Council and Get On Board! 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; Get On Board! 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 Get On Board! Committee	Near Term Year 2	Town Funds
h)	Create public art displays around downtown	Get On Board! 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 Get On Board! Committee	Near Term Year 3	CDBG Funds
c)	Employ Traffic Calming Techniques in Highest Pedestrian Use Areas	Town Council and Get On Board! 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; Get On Board! Committee; Greater Parksley Association	Near Term Year 1	NA
c)	Upgrade the Town's Municipal Website (Parksley.org) by enhancing functionality for citizens and government. Link site to new marketing page – VisitParksley.org	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
a)	Implement the Parksley strategies identified in the Eastern Shore of Virginia Hazard Mitigation Plan	Town Council	Near Term & Ongoing	FEMA
b)	Educate downtown occupants on hazard mitigation strategies and available resources	Town Council	Near Term & Ongoing	FEMA
c)	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

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 a 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.	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.	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	Explore possibility of creating a LOVE sign highlighting Parksley's unique assets in the downtown area.	Marketing Committee	Near Term Year 1	VA Tourism Corporation LOVEwork Reimbursement Program
a-2)	signage and advertising using new tagline(s) and logo(s)	Work with VDOT and private businesses to enhance existing and establish additional signage along Route 13 advertising downtown Parksley	Marketing Committee, Town Council, Greater Parksley Association	Near Term Years 1-3	VA Tourism Corporation Grant
a-3)		Work with local businesses on wearable branding (shirts, hats, etc.) advertising Parksley	Marketing Committee, Downtown Business Owners	Long Term Years 3-5	Private Funding

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b-1)	Develop and promote educational	Develop and distribute promotional brochures to be distributed around downtown and region	Marketing Committee	Near Term & Ongoing	Town Funds
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	Marketing Committee	Near Term & Ongoing	Town Funds
b-3)		Promote the Town's broadband and wireless broadband resources	Marketing Committee	Near Term & Ongoing	Town Funds
b-4)		Educate visitors on proximity to water access and regional attractions	Marketing Committee	Near Term & Ongoing	Town Funds; ESVA Tourism Commission
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	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	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	Marketing Committee	Near Term & Ongoing	NA
c)	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	Marketing Committee, Greater Parksley Association	Near Term Years 1-2	NA
d)	Develop and host priority annual events and celebrations that provide an introduction to the town and its assets and vision	Marketing Committee	Long Term Years 3-4 & Ongoing	Town Funds with Volunteer Assistance
e)	Explore the possibility of developing regular train rides to and from Parksley	Marketing Committee	Long Term Years 4-5 & 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)	Implement a Downtown Façade Improvement Program by updating and improving signage of existing businesses and developing a cohesive design for internal Parksley signage.	Get On Board! Committee, Town Staff and Council	Near-Term Years 1-2	CDBG Funds	
b-1)	Create a Strong Small Business Culture and Network for Current and New Businesses	Establish a 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
b-2)	Pursue a Virginia Main Street Affiliate Designation	Parksley Business Association, Town Council	Near Term Years 1-2	NA	
b-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	
b-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	Near Term Years 2-3	Town Staff, Volunteers	
b-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	

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c)	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
d-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
d-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
d-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	Long Term Years 4-5	VA Tourism Corporation, Privately-funded Commissions
e-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	Get On Board! Committee, new Parksley Historical Association, new Parksley Business Association	Long Term Years 3-4	Town Funds for construction and maintenance. Volunteer assistance for design.
e-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	Get On Board! 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 a grocery, butcher, 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	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)	which will expand & diversify the retail options in town	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, Get On Board! 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	Review 2017 Downtown Inventory and hold discussions with property owners to explore level of interest	Get On Board! Committee	Near Term Year 1	NA
a-2)	second stories to apartments	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, Get On Board! Committee, Town Council	Long Term Years 4-5	Private Funds or CDBG Funding
b-1)	Fill currently vacant or underutilized downtown	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)	Get On Board! Committee	Near Term Year 1	NA
b-2)	residential properties	Work with interested property owners to convert vacant or underutilized downtown residential properties.	Downtown Property Owners, Get On Board! Committee, Town Council	Long Term Years 4-5	Private Funds
c)	Rehabilitate former Shirt Factory Building for apartments		Private Developer, Town Council	Long Term Years 5-7	Private Funds