

# *Get On Board!*

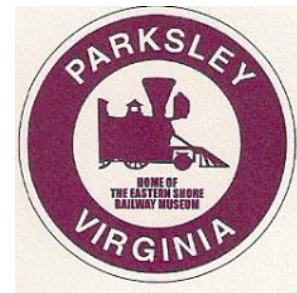
## Parksley Downtown Revitalization Project – *CDBG Application*

March 11, 2019 Public Hearing

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: CDBG Application due March 2019**
  - Phase I (January-March 2017) – Downtown Physical Inventory & Needs Assessment
  - Phase II (July 2017-March 2019) – Downtown Revitalization Plan & CDBG Application
  - Phase III (2019-2021) – CDBG Project Implementation (\*If Awarded)



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# Downtown Revitalization Project Management Committee

## Project Management Team

<u>Member</u>	<u>Affiliation</u>
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
Letitia Greer	Staff, Town of Parksley
Ellen Johnson	Eastern Shore Railway Museum
Wayne Marshall	Mayor, Town of Parksley
Dan Matthews	Council Member, Town of Parksley
Elaine Meil	Executive Director, A-NPDC
Paul Muhly	Supervisor, Accomack County
Harris Phillips	Supervisor, Accomack County; Downtown Business Owner
Frank Russell	Council Member, Town of Parksley
Tim Valentine	Downtown Business Owner, Town of Parksley

- 25 meetings, workshops, public events during 2017-2019
  - Public Hearing #1 – November 2018
- Over 115 Additional Residents, Business Owners and Stakeholders Have Participated in Meetings & Workshops (Over 700 total hours contributed)



# Get On Board! Downtown Revitalization Project Area

## Parksley Downtown Revitalization Project Area



### Legend

Parksley Downtown Revitalization Project Area



## Summary

- Downtown Physical Inventory (79 Properties)
  - Top Priority Issues: General Physical & Economic Blight; Pedestrian Access; Underutilized Spaces; Lighting & Façades
  - Physical Blight (infrastructure & buildings detracting from appearance & depressing values) –  
**58% of Properties/75% of Buildings**
  - Economic Blight (vacant or underutilized buildings & parcels) –  
**35% of Properties**
- CDBG Project Prioritization
  - Low- and moderate-income benefit
  - Blight elimination
  - Urgent community development needs
  - \$700,000 maximum with match requirement from local government & businesses
  - Town expected to develop & commit to strategies for addressing all identified blight



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**CDBG  
Proposal  
Summary**

## Priority Initiatives

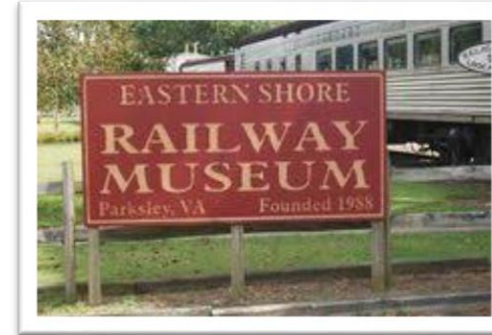
- CDBG-1: Façade Improvements
- CDBG-2: Bandshell Entertainment & Education Area
- CDBG-3: Signature Alleyways
- CDBG-4: Market Research & Branding





## Façade Improvement Program

- Eligibility: Property Owners Providing Public Service within the Defined Downtown Area
  - Physically Blighted with No Glaring Structural Issues
- Eligible Improvements:
  - Exterior Repairs (masonry, soffits, windows, doors, etc.)
  - Cleaning/Painting
  - Awnings
  - Signage
  - Lighting
  - Planters
- Grant Will Fund Architect Design & Estimates
- Funding
  - Maximum amount \$10,000 (subject to change)
  - 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
- Town to Create FIP Committee to Develop Specific Design Guidelines, Oversee Program Administration including Architect & Construction Contracts
- Town to adopt ordinance requiring improvements be maintained for at least 10 years



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**CDBG-1**  
*Façade*  
*Improvements*

# Façade Improvement Examples for Priority Properties

BEFORE



BEFORE



AFTER



AFTER



 **FACADE IMPROVEMENTS**

HILL PARKSLEY, VA DOWNTOWN REVITALIZATION

PHYSICAL IMPROVEMENT MASTER PLAN 5



# Get On Board! CDBG-1 Façade Improvements

## Participating Façade Improvement Program Properties Downtown Parksley



### Legend

Parcel Boundary

P00 = Façade Improvement Program Participant

0 0.05 0.1 Miles

Created: February 2019



## 20 Properties Committed to Program

- Bowden's Accounting
- Violet's Stitches & Specialties
- Jaxon's Hardware
- Former ABC/Caribbean Market
- Paddock Auto
- Shore Transport Services (2)
- Smoot's Auto Body
- Former Maddox Auto
- Family Dentistry
- Former Bank/Bayside Rehab
- Russell's Formal & Bridal
- Pierre Alterations
- ES Art Association
- Club Car Café
- Eagle's Nest/NMA Fed. Credit Union
- Floral Express & Gifts
- Jaxon's Department Store
- ESRM Rail Maintenance Tool Shed
- ESRM Dining Car



# Downtown Master Plan (including both CDBG Projects & Future Projects)



# Focus Area Plan (including both CDBG Projects & Future Projects)

## 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 projects 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.





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**CDBG-2**  
*Bandshell &  
Entertainment &  
Education Area*

- Purpose: Establish a Signature Landmark in Town Square to Enhance Ability to Draw & Accommodate Visitors, Workers, & Residents
  - *Entertainment:* Festivals, Concerts, Plays, Movies, etc.
  - Education: Library, School, CSB, & Others
  - Business: Weddings (photo shoots, ceremonies, celebrations), Farmers Market Expansion (additional space for vendors), Covered Space for Various Other Daytime Activities
- Construction:
  - Redevelopment of Town Commons Area
  - New covered pavilion (bandshell) designed to compliment existing architecture & feature signature artwork along back wall
  - Amphitheatre-like seating (grass terraces) with paved dance area in front of stage
  - Reorganize parking behind stage



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## CDBG-3

### Signature Alleyways

- Purpose: Enhance accessibility & connectivity between Town Square/Downtown Businesses & the new ES Public Library & Heritage Center for downtown patrons
  - Convert 2 vacant lots along Dunne Avenue
  - Combination of pedestrian access & enhanced utility for downtown businesses

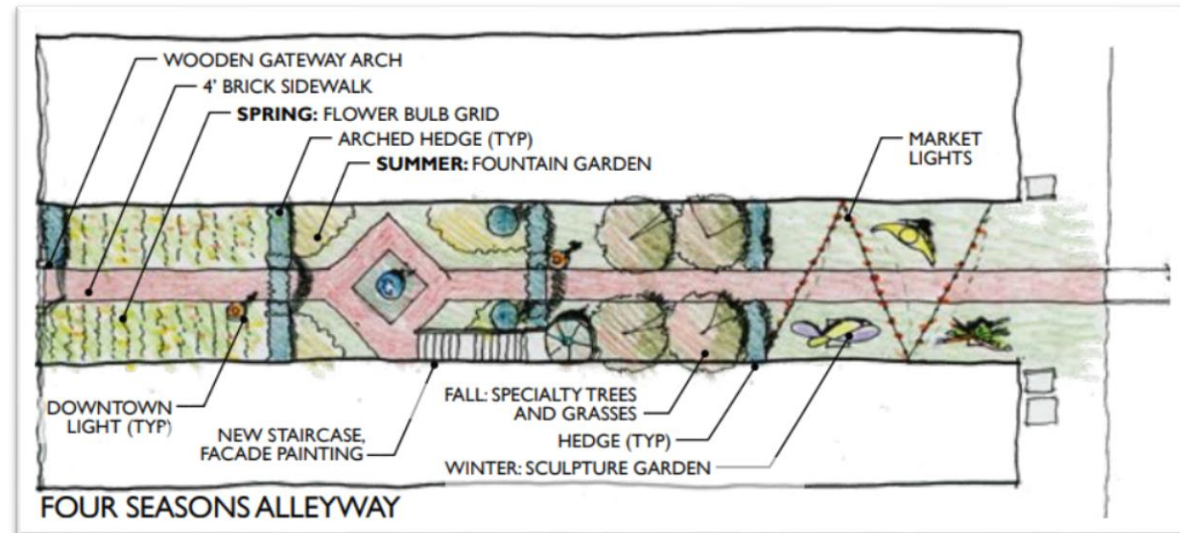




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CDBG-3  
Signature  
Alleyways

Four Seasons Alleyway

- Pocket park featuring lush landscaping in bloom during all seasons
- Restored brick patio
- New brick walkway & distinctive lighting
- Quiet space for visitors & residents
- Complement bridal shop & drive potential for adjacent properties via weddings, photo shoots



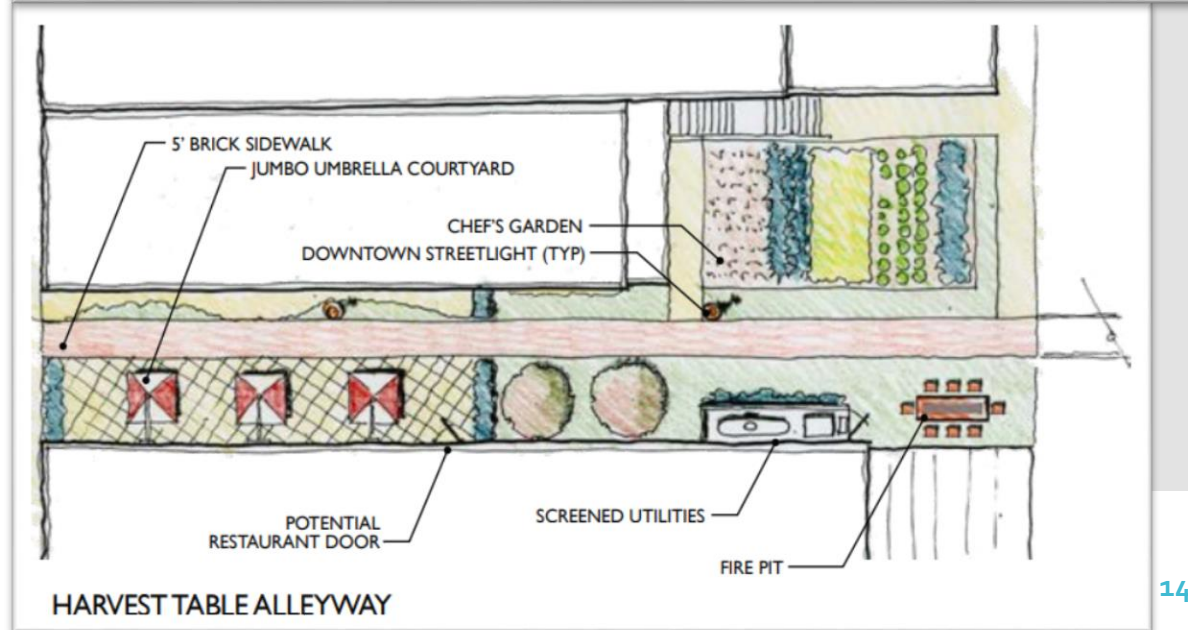
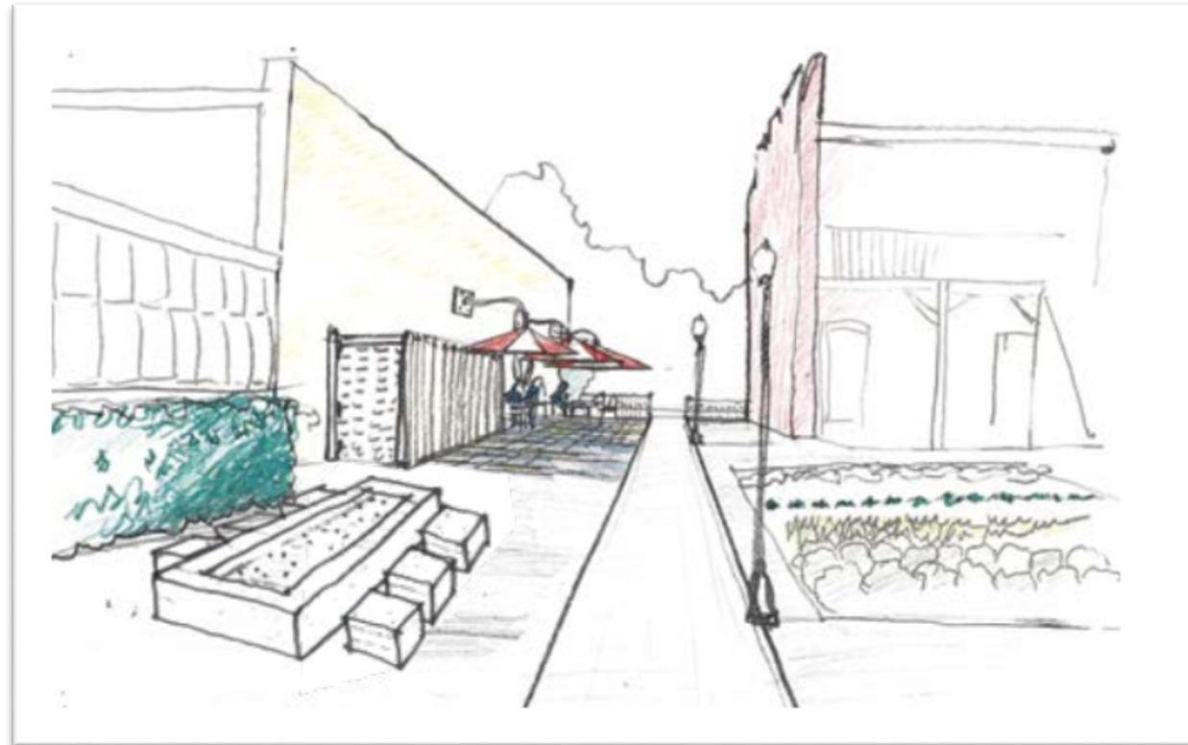
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CDBG-3

Signature  
Alleyways

***Harvest Table Alleyway***

- Public space for outdoor dining & passive recreation
- New brick walkway & lighting
- Courtyard area with seating for restaurant
- Fire pit facing future library
- Complement restaurant & lounge & drive potential for adjacent properties



HARVEST TABLE ALLEYWAY

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**CDBG-4**

*Market Research  
& Branding*

## **Market Research & Branding**

- Additional work needed to supplement economic restructuring plan & marketing & branding strategy
- Project Management Team will prioritize additional market research & branding activities & contract consultants
- Market research could include:
  - More in-depth market analysis to identify specific economic development opportunities
  - Surveys to solicit feedback on existing marketing strategies – “Parksley: There’s Only One” and “Get On Board”
- Branding could include:
  - Development of logos, color themes, etc.



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**Proposed  
 CDBG  
 Project Budget**

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



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## *Parksley Downtown Revitalization Project*

### Project Website

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

### Contact:

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