

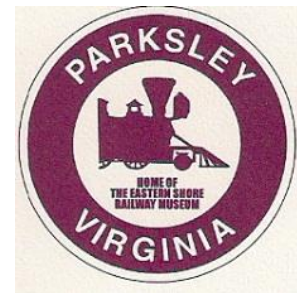
# Get On Board!

## Parksley Downtown Revitalization Project – November 12, 2018 Public Hearing

Curt Smith

Director of Planning

Accomack-Northampton Planning District Commission



*Get On Board!*  
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) – Downtown Revitalization Plan & Community Improvement Grant Application
- Phase III (2019-2020) – Community Improvement Grant Implementation (\*If Awarded)

# *Get On Board!* Downtown Revitalization Project Management Committee

## Project Management Committee

<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
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

Letitia Greer	Staff, Town of Parksley
Susan Haycox	Director of Administration, A-NPDC
Curt Smith	Director of Planning, A-NPDC
Clara Vaughn	Regional Planner, A-NPDC

- Over 100 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 I – Downtown Physical Inventory & Needs Assessment (January- March 2017)



### Summary

- 2 public workshops; 2 Management Committee meetings
- Downtown Physical Inventory (74 Properties)
  - Top Priority Issues: General Physical & Economic Blight; Lighting & Façades
  - Physical Blight (infra./bldgs. detracting from appearance & depressing values) - **28% of Properties/36% of Buildings**
  - Economic Blight (vacant/underutilized bldgs. & parcels) – **53% of Properties**
- Regional Initiative Coordination
  - Hospital, ESCC, Perdue/Tyson, NASA, Chincoteague/Assateague
  - Nearby waterfront public access sites on Bayside & Seaside
  - Regional Trails for Recreation, Cultural, Public Transport., Broadband
- Identified Preliminary Revitalization Projects for CIG Grant



# *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. Blight Identification & Removal or Remediation Plan
    - Removal or Remediation of Blighted Downtown Structures with Potential Structural Issues
    - Downtown Building Façade Improvements
  - b. Public Improvement Projects



## *GET ON BOARD!* 2019 Downtown Revitalization Plan

MARCH 2019

Town of Parksley

Prepared By:  
Accomack-Northampton  
Planning District  
Commission



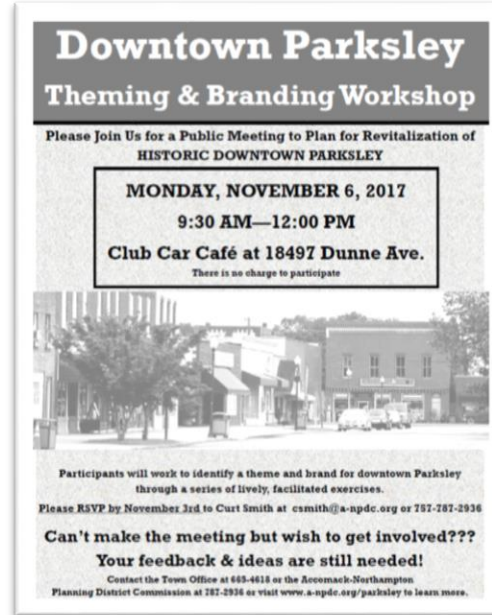


# Get On Board! Economic Restructuring Plan

## Community

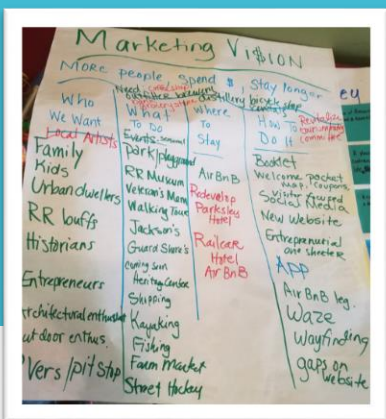
## Outreach

- 5 Management Committee Meetings
- 1 Workshop
- 2 Workgroup Meetings
- 1 Online Public Survey
- Approved by Town Council – April 2018



**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.



# Get On Board!

## 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
- Phase III to include funding for development of marketing strategy

## Downtown Parksley Theming & Branding Workshop

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

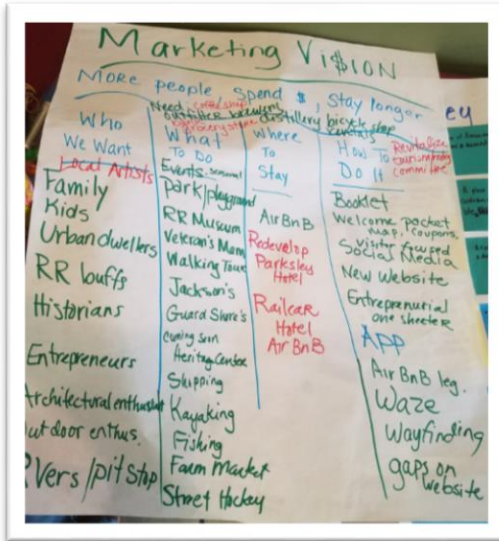
**MONDAY, NOVEMBER 6, 2017**  
**9:30 AM—12:00 PM**  
**Club Car Café at 18497 Dunne Ave.**  
There is no charge to participate



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-npdc.org](mailto:csmith@a-npdc.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-npdc.org/parksley](http://www.a-npdc.org/parksley) to learn more.





***Get On Board!***  
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!* 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!* 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!*

# 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!

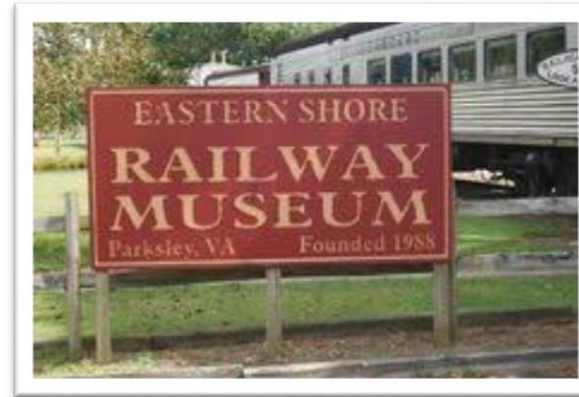
## Physical Improvement Plan

### 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:

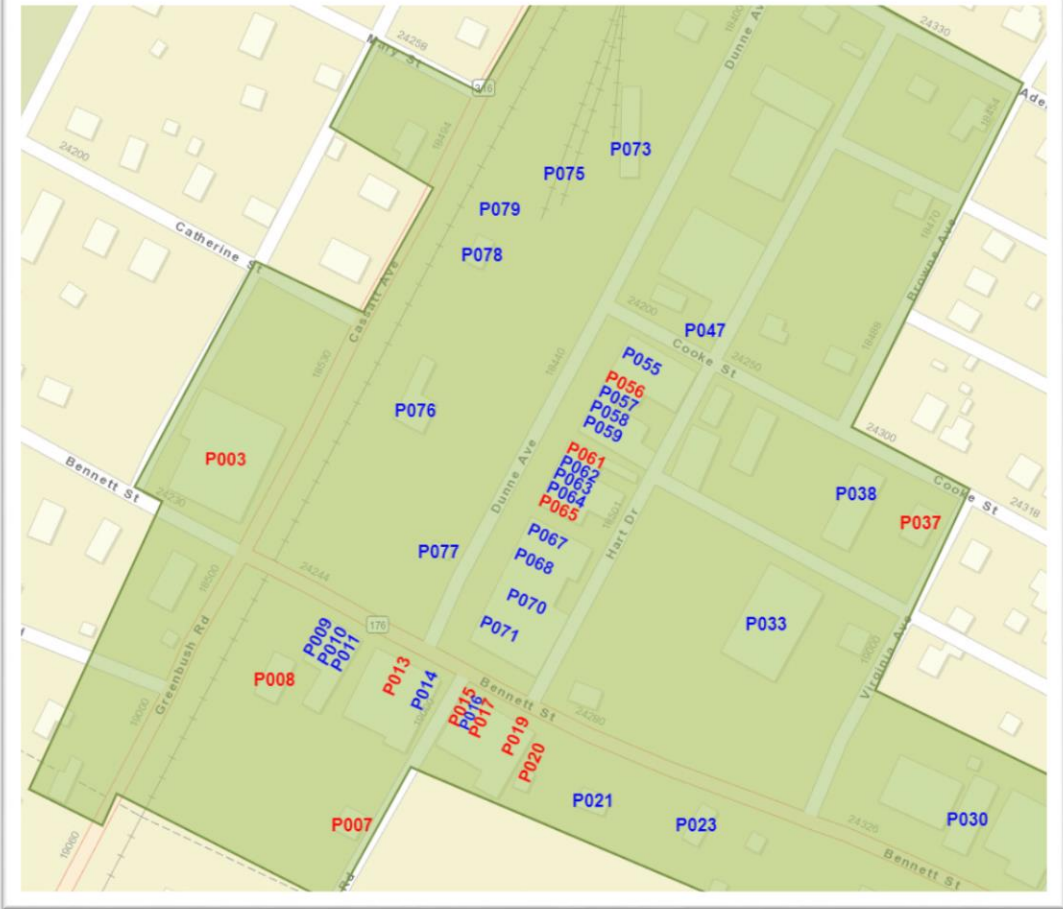
- Address all identified blight
  - Each downtown structure must be assessed & necessary remedial actions identified & documented
- Involve as much participation from downtown business & property owners as possible
- Create unique & compelling opportunities for economic development



# 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.”
- 41 Downtown Properties (of 80 total) Determined to Be Physically Blighted
- Classifications:
  - Potential Structural Repairs Not Needed (29 properties)  
\*Eligible for Façade Improvement Program
  - Potential Structural Repairs Possibly Needed (12 properties)
- Town Must Address All Blighted Structures

# Downtown Parksley Physically-Blighted Properties



Blue –Physically Blighted, But Structural Repairs Not Needed  
 Red – Potential Structural Repairs Needed

**Get On Board!**  
Physical  
Improvement  
Plan  
*Blight Identification*  
*& Removal or*  
*Remediation*



# Get On Board! Physical Improvement Plan

## Blight Identification & Removal or Remediation

- Façade Improvement  
Program

### Overview

- Eligibility: Non-Residential 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 \$15,000 (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
- Commitment letters from downtown business owners needed during current phase (the more, the better!)
- Town to Create FIP Committee to Develop Specific Design Guidelines, Oversee Program Administration including Architect Contract



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

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



### 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



# Preferred Façade Examples



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

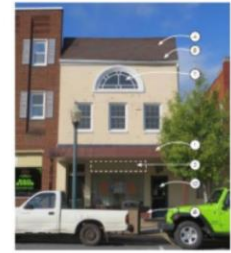


**AFTER**  
Removing materials that cover brick and display windows restores the street's rhythm and clearly identifies building entrances.



EXISTING FACADE

- KEYNOTE:**
- Remove existing window and exterior signage. Repair with an equivalent or better. Repair with an equivalent or better.
  - Remove existing window transoms. Replace with equivalent transoms or none to match.
  - Remove existing window and door units that have aluminum window or configuration panels.
  - Remove existing signage with aluminum and/or vinyl.
  - Remove grout with new and replace with new grout. Repair or replace with new grout.
  - Remove brick with new concrete or masonry. Repair with new concrete or masonry.
  - Remove brick with new concrete or masonry. Repair with new concrete or masonry.
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EXISTING FACADE



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PROPOSED FACADE



EXISTING FACADE

- KEYNOTE:**
- Remove existing storefront pending below, inside and above storefront window. Replace with composite pending below window in configuration shown and solid platform base and storefront window. Rep. iron (D-2) and panel (D-3).
  - Provide new composite sign panel area and storefront mounting above (D-1) and (D-2) as shown.
  - Repair existing wood cornice and brackets. Replace metal panels with wood to match existing dimensions and profile. Restore, prime and paint. (D-3).
  - Provide new composite sign panel area and storefront mounting above (D-1) and (D-2) as shown.
  - Remove existing sign in location shown. Replace metal panels at cornice and/or unlisted sign.
  - Remove existing sign in location shown. Replace metal panels at cornice and/or unlisted sign.
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  - Remove existing sign in location shown. Replace metal panels at cornice and/or unlisted sign.
  - Remove existing sign in location shown. Replace metal panels at cornice and/or unlisted sign.
- GENERAL NOTE:**
- SCHEMATIC DESIGN:** The drawing is conceptual and is not a working drawing for construction.

## COLOR & MATERIALS CHART

**PAINT BRAND:** Benjamin Moore or comparable color & quality of sample choice. Refer to actual paint chip for exact color. **AVAILABILITY:** Substitute as noted.

(Color swatch)	D-1: #M 3085-20 Bright Blue For Wall color
(Color swatch)	D-2: #M 31-14 Bright White For Trim color
(Color swatch)	D-3: #M 2034-0 Vast Gray For Accent color
(Color swatch)	D-4: #M 2034-0 Vast Gray For Trim color
(Color swatch)	D-5: #M 1403-0 Cerulean For Door color
(Color swatch)	A-1: 4803 Jasper Red



PROPOSED FACADE



# Preliminary Conceptual Public Improvement Projects

Figure 1 – Entire Downtown Area

*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*



- |   |   |   |                                     |
|---|---|---|-------------------------------------|
| <b>A</b> Public Stage                             | <b>F</b> Public Outdoor Art (sculptures, signs, etc.) | <b>K</b> Establish Additional Parking       | <b>P</b> Enhance Existing Sidewalks |
| <b>B</b> Authentic Railcar (for small business)   | <b>G</b> Upgraded Pedestrian Corridor                 | <b>L</b> Wayfinding Signage                 | <b>Q</b> New Landscaping            |
| <b>C</b> Railcar Kit(s) (for lodging or business) | <b>H</b> Build New Sidewalks                          | <b>M</b> Historic Interpretive Signage      | <b>—</b> Downtown Boundary          |
| <b>D</b> Water Fountain/Splash Pad                | <b>I</b> Establish New Crosswalks                     | <b>N</b> Upgrade Existing Street Lighting   |                                     |
| <b>E</b> Informational Kiosk                      | <b>J</b> Traffic Calming Techniques On Roads          | <b>O</b> Electric Vehicle Charging Stations |                                     |



# Preliminary Conceptual Public Improvement Projects

Figure 2 – Town Square Area

*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*



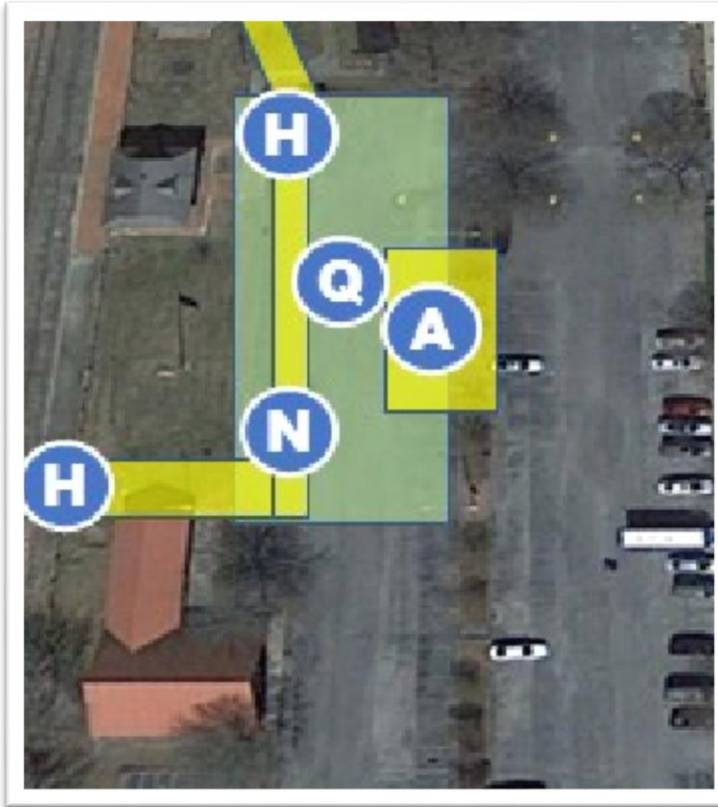
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*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

## A - Public Stage

A permanent outdoor venue for events in the heart of the Town Square



*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

## B – Authentic Railcar/Locomotive

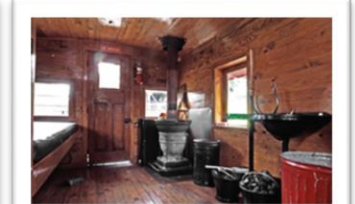
An unique business attraction for small business use



- For lease by Town
- Could use railcar kit

## C – Railcar Kit(s)

An unique destination for overnight lodging or small business use



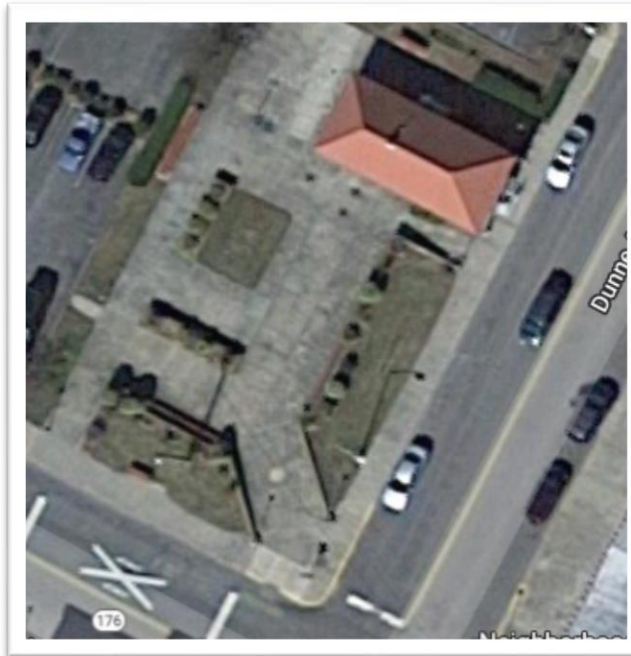
- For private or public enterprise
- Kits easily customizable for variety of uses



*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

## D – Water Fountain/Splash Pad

One-of-a-kind destination and landmark for Eastern Shore families



- Drive activity downtown via family-friendly recreation during warm months
- Landmark fountain during colder months

## E – Informational Kiosk

An informational and wayfinding hub for downtown located adjacent to water fountain/splash pad



*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

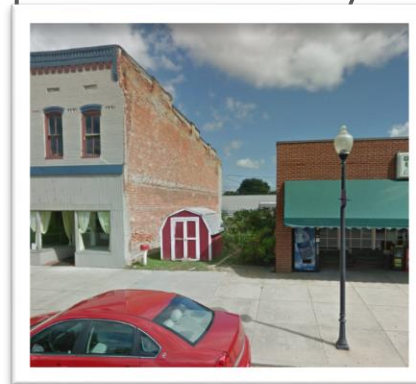
## F – Public Outdoor Art

Sculptures, signs, etc. that reflect Parksley's unique character and heritage



## G – Upgraded Pedestrian Corridors

Convert two vacant parcels to enhance connectivity between town square and library





*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

## H – Build New Sidewalks

Fill priority sidewalk gaps in highest pedestrian use areas

- Priority areas identified

## J – Traffic Calming

Enhance safety on road between library and town square

- Awaiting VDOT recommendations
- Could include speedbumps, bollards, etc.

## I – Establish New Crosswalks

Enhance safety in highest pedestrian use areas

- Priority areas identified
- Preference is to use decorative pavers for crosswalks instead of paint
- High quality painting will be less expensive and provide greater individualized design opportunity



*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

## K – Establish Additional Parking

To offset loss of parking in town square



## L – Wayfinding Signage

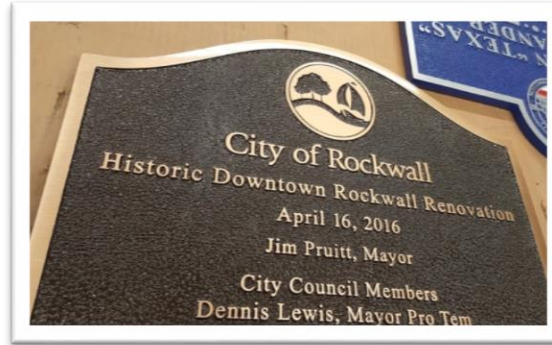
To better orient visitors around downtown



*Get On Board!*  
Physical  
Improvement  
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*Public Improvement*  
*Projects*

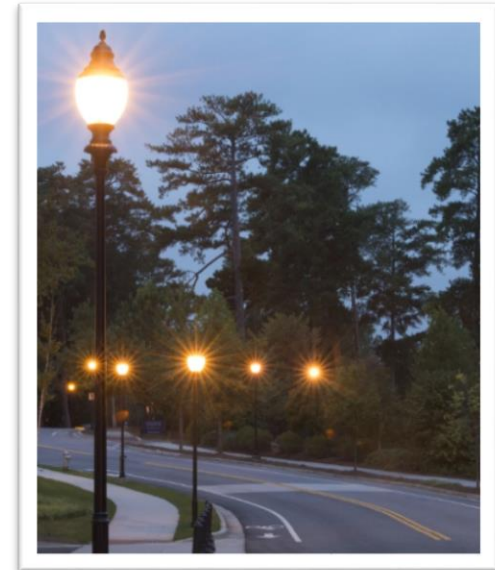
## M – Historical Interpretive Signage

To enhance the visitor experience



## N – Upgrade Existing Street Lighting

To enhance safety and the visitor experience





*Get On Board!*  
Physical  
Improvement  
Plan  
*Public Improvement*  
*Projects*

## O – Vehicle Charging Stations

Limited options for electric vehicles on Delmarva



## P – Enhance Existing Sidewalks

Enhance safety and accessibility in highest priority areas

## Q – New Landscaping

Enhance the visitor experience

*Get On Board!*  
**Community  
 Improvement  
 Grant**  
**Project Budget**

Budget Item	March 2018 Draft CIG Budget
<b>Town Square Improvements</b>	<p><b>\$100,000 - \$200,000</b></p> <ul style="list-style-type: none"> <li>• Refurbish/construct new rail cars for business incubation or overnight lodging</li> <li>• Create new recreational opportunities for outdoor music, theater, etc.</li> </ul>
<b>Sidewalk Expansion &amp; Repairs</b>	<p><b>\$100,000</b></p> <ul style="list-style-type: none"> <li>• New sidewalks and repairs in highest priority areas</li> <li>• New walkway connecting Town Square to Library</li> </ul>
<b>Lighting Improvements</b>	<p><b>\$50,000</b></p> <ul style="list-style-type: none"> <li>• Functional &amp; design upgrades to existing public lighting</li> <li>• New distinctive lighting projecting images of trains on buildings or water tower</li> </ul>
<b>Signage Improvements</b>	<p><b>\$50,000</b></p> <ul style="list-style-type: none"> <li>• New Victorian signage around Downtown</li> <li>• Upgrade existing signage to same theme</li> </ul>
<b>Façade Improvements</b>	<p><b>\$200,000 - \$300,000</b></p> <ul style="list-style-type: none"> <li>• Upgrades to exterior of Downtown buildings</li> </ul>
<b>Marketing</b>	<p><b>\$20,000</b></p> <ul style="list-style-type: none"> <li>• Town marketing strategy development and website</li> </ul>
<b>Engineering &amp; Design</b>	<p><b>\$30,000</b></p> <ul style="list-style-type: none"> <li>• Architectural &amp; Engineering design, environmental review (if needed)</li> </ul>
<b>Grant Administration</b>	<p><b>\$70,000</b></p> <ul style="list-style-type: none"> <li>• A-NPDC direct and indirect expenses</li> </ul>
<b>Total:</b>	<b>\$700,000</b>

# *Get On Board!* Downtown Revitalization Project

## Key Next Steps

### Required Next Steps (Responsible Party)

#### Ongoing Tasks

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

#### Upcoming Tasks

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



**Get On Board!**  
**Parksley  
Downtown  
Revitalization  
Project**

Project Website

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

Contact:

Curt Smith

A-NPDC Director of Planning

757-787-2936

[csmith@a-npdc.org](mailto:csmith@a-npdc.org)

