

Parksley Theming & Branding Workshop

Monday, November 6, 2017

Town of Parksley
Theming & Branding Workshop
Agenda

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9:30 a.m.	Introductions
9:35 a.m.	Workshop Goals & Objectives
9:40 a.m.	Background and Downtown Revitalization Project Overview <i>Town Comprehensive Plan Goals & Objectives (2006)</i> <i>Downtown Inventory and Regional Asset Survey Findings (2017)</i> <i>ES Public Library Survey Outcomes (2017)</i> <i>Examples from Inspirational Communities</i>
10:00 a.m.	Who Parksley Is (Desirable Descriptors)
10:20 a.m.	Who Parksley Is Not (Undesirable Descriptors)
10:40 a.m.	Break
10:50 a.m.	Develop Draft Vision Statement <i>Draft Community-Wide Vision Statement</i> <i>Draft Marketing Vision Statement</i>
11:20 a.m.	Identify Potential Marketing Strategy Actions (Goals, Objectives)
11:35 a.m.	Identify Potential Themes & Brands <i>Tagline Ideas (Marketing Hooks)</i>
11:50 a.m.	Next Steps
12:00 p.m.	Adjourn

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Workshop Goals & Objectives

- ▶ Goal 1 - Learn about recent downtown Parksley planning and revitalization initiatives
- ▶ Goal 2: Identify values for the community
 - ▶ Objective - develop community-wide vision statement
 - ▶ Objective - identify community development/economic restructuring actions (to go into parking lot)
- ▶ Goal 3: Identify values for potential visitors (tourists, prospective businesses and residents)
 - ▶ Objective - develop marketing vision statement
 - ▶ Objective - identify marketing strategy actions
 - ▶ Objective - identify potential downtown themes & brands

Town Comprehensive Plan (2006)

Land Use

- ▶ Goal: Achieve a pattern of land use which balances water quality & environmental protection with social & economic goals
 - ▶ Obj: Focus redevelopment & development in areas where environmentally sensitive areas are protected and development costs may be minimized
 - ▶ Obj: Ensure the commercial area remains a center of economic activity
 - ▶ Obj: Support commercial activities compatible with residential land use

Future Land Use

“Because the majority of the Town is already developed, and the Town wishes to protect the existing character, the future land use map does not differ greatly from existing land uses in Parksley.”

- ▶ Residential - emphasis on single family units
- ▶ Commercial - no specific targets
- ▶ Parks/Open Space - does not identify any areas in “downtown”

Housing

- ▶ Goal: Provide safe & adequate housing for present & future residents
 - ▶ Obj: Preserve/protect the existing housing stock

Public Facilities

- ▶ Goal: Provide residents & businesses with adequate facilities & services to ensure health, safety & welfare
 - ▶ Obj: Consider public sewage system
 - ▶ Obj: Replace obsolete playground equipment in Town Park

Natural Resources

- ▶ Goal: Protect ground and surface water resources
 - ▶ Obj: Ensure implementation & enforcement of Ches. Bay Preservation Act
 - ▶ Obj: Protect the Town’s potable water supply
 - ▶ Obj: Achieve a reduction in existing pollution sources

Downtown Inventory & Regional Assets (2017)

▶ Downtown Inventory (Key Findings)

- ▶ 74 properties
- ▶ Occupancy: 25% buildings unoccupied
- ▶ Repair: 33% buildings in need of repair (some may constitute public safety risk)
- ▶ Paint: 50% need exterior painting
- ▶ Signage: Nearly 50% either lack or need repair/upgrade
- ▶ Other major needs: building age, lighting, sidewalks, drainage, sewage
- ▶ Physical Blight (infrastructure/bldgs. detracting from appearance and depressing values):
28% of properties/36% of buildings
- ▶ Economic Blight (vacant/underutilized bldgs. and parcels)
53% of properties

▶ Regional Assets Identified

- ▶ Foundational (library, hospital, ESCC, Perdue/Tyson, NASA, Chincoteague)
- ▶ Greatest #: recreational (nearby water access points)
- ▶ 14 regional trails, plans, & services (ex. Water trails, cultural trails, public transportation, broadband, pedestrian trail plans)

▶ Preliminary Revitalization Projects Identified

- ▶ Town square improvements, sidewalk expansion/repair, lighting/signage/facade improvements

Community Examples - Vision Statements

Community-Wide Vision Statements:

“What do I hope and want for this community?”

“I want this community to be a place where:...”

- ▶ “Montross is a retail and cultural center for the Northern Neck region...for visitors AND residents.”
- ▶ “Danville is a charming, quaint, family-oriented, beautiful, and friendly town.”
- ▶ “Loveland is a vibrant community surrounded by natural beauty where you belong”
- ▶ “Colonial Beach is an attractive, historically unique, quaint small town on the Potomac River with ties to the surrounding rich historic area, offering a clean, safe, friendly, and convenient place to live, work, and play, as well as a reemerging “Playground of the Potomac” for those seeking relaxation, maritime fun, family recreation, and the arts year-round.”
- ▶ Stanardsville will support economic vitality and improve the quality of life for citizens in the following ways:
 - ▶ Capitalize on special assets, including a location convenient to major employers and research institutions in the region, the presence of Greene County’s educational and governmental services, and the Town’s identity as a gateway to Shenandoah National Park.
 - ▶ Enhance the quality of life of all residents and diversity of population by age, race, and cultural interest.
 - ▶ Attract new residential development that meets the present and future needs of the Town.
 - ▶ Attract specialty shops, personal service providers, and professional businesses to locate in Stanardsville.
 - ▶ Upgrade water, sewer, and communications infrastructure to promote health, welfare, and public safety.
 - ▶ Seek to retain the friendliness, peaceful pace, and small town atmosphere of Stanardsville.

Marketing Vision Statements:

“How do we want to revitalize & grow our economy by attracting tourists and prospective businesses and residents?”

- ▶ “To promote, develop and preserve the authentic quaint riverside character of Colonial Beach to grow opportunities, economic impacts, and job creation as an important economic pillar in the local economy further increasing the tax base for the locality”
- ▶ “To foster a vibrant, prosperous and growing Fort Wayne through extraordinary community development.”
- ▶ “The Village of Pouce Coupe encourages and welcomes visitors to our small visitor friendly community, which, as one of the original settlements in the South Peace Region, celebrates a rich history, culture, and spirit.”

Community Examples - Marketing Ideas

Taglines & Marketing Hooks:

- ▶ “Stanardsville, Virginia: Small Town, Big _____ (Adventure, Heart, Inspiration)”