



**Joint Virginia Sea Grant—  
Middle Peninsula Planning District Commission**

**Request for Proposals:**

**Waterfront Property Reuse & Community Development Plan**

**Due date: January 8, 2014**

For more information contact:

Troy Hartley  
Director  
Virginia Sea Grant  
P.O. Box 1346  
Gloucester Point, VA 23062  
Ph. 804-684-7248  
Fax. 804-684-7269  
Email. [thartley@vims.edu](mailto:thartley@vims.edu)

Lewis L. Lawrence  
Executive Director  
Middle Peninsula Planning District  
Commission  
P.O. Box 286  
Saluda, VA 23149  
Ph. 804-758-2311  
Email. [LLawrence@mppdc.com](mailto:LLawrence@mppdc.com)





## WATERFRONT PROPERTY REUSE & COMMUNITY DEVELOPMENT PLAN



**Deadline: January 8, 2014.**

**Funding Level: Up to \$40,000.**

**Submit to:** <https://evaseagrant.vims.edu/RFP/proposals/>

### **Announcement Summary**

This funding announcement seeks faculty-student teams (as independent teams or as part of capstone or practicum courses) to research property reuse options and propose a community development strategy for a suite of waterfront properties on the Middle Peninsula. The options and strategies should meet the diverse socio-economic objectives of the rural coastal community. Up to \$40,000 is available with start dates of summer or fall 2014 and ending by August 2015.

### **Virginia Sea Grant**

Virginia Sea Grant (VASG) is a six-university partnership, headquartered at the Virginia Institute of Marine Science (VIMS) at the College of William & Mary and comprised of George Mason University, Old Dominion University, University of Virginia, Virginia Commonwealth University, and Virginia Tech. VASG's mission is to enhance the ecological, economic, and social resilience, viability and sustainability of coastal and ocean communities and the ecosystem services. Through university-based research, extension, education, and communication products and services, VASG provides science-based information to decision makers. VASG is member of the Sea Grant nationwide network (administered through the National Oceanic and Atmospheric Administration–NOAA) of 34 university-based programs that work with coastal communities.

VASG funds high-impact projects aimed at solving important societal problems, with clear links between project results and problem solutions. Further, VASG aims to develop tomorrow's science and management workforce and inform coastal resident and citizen.

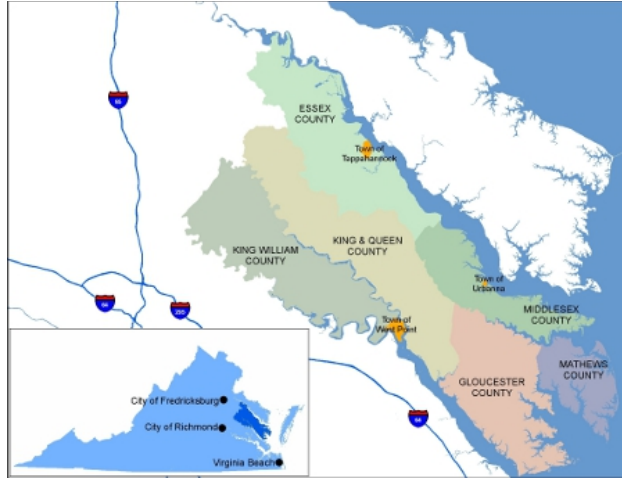
### **Middle Peninsula Planning District Commission**

A Planning District Commission is a political subdivision of the Commonwealth chartered under the Regional Cooperation Act. Planning district commissions promote the orderly and efficient development of physical, social, and economic elements of the district by planning, encouraging, and assisting localities to plan for the future. The Middle Peninsula Planning District Commission (MPPDC) is one of 21 planning districts in Virginia and is comprised of the six counties (Essex, Gloucester, King and Queen, King William, Mathews, and Middlesex) and three towns (Tappahannock, Urbanna, and West Point) of the Middle Peninsula. Commissioners



are appointed by each locality. Each county has of two elected members and one citizen member, and each town has one elected member. Three county administrators and one town manager serve on the Commission on a rotating basis.

The MPPDC's 2013 Comprehensive Economic Development Strategy (CEDS) seeks to enhance the flexibility of Middle Peninsula communities to adapt to global economic conditions, to utilize the region's unique advantages, and to maximize economic opportunity for its residents. MPPDC hopes to diversify and strengthen the region's economic fabric, expanding private investment that supports existing and new employment opportunities. (see CED plan at [www.mppdc.org/articles/reports/CEDS\\_1307\\_Final\\_RED.pdf](http://www.mppdc.org/articles/reports/CEDS_1307_Final_RED.pdf))



Middle Peninsula, Virginia

### ***VASG—MPPDC Collaboration***

VASG and MPPDC's interests in promoting the viability of coastal resource-based development that results in economically, socially, and ecologically sustainable communities and businesses. VASG and MPPDC are developing a longer-term partnership that leverages academic, private, and public sectors and civic leaders to establish new coastal community development capacity in Virginia.

The partnership seeks to

- spur and support community and economic development,
- convene public discussions surrounding resources and economic opportunity,
- educate private and public leaders,
- offer continuing civic and leadership seminars, and
- provide a wide range of technical and research assistance to the most significant problems facing the Middle Peninsula businesses.

With this Request for Proposals, VASG and MPPDC are pilot-testing a strategic initiative that takes a step toward this broader VASG—MPPDC partnership. In particular, we are seeking innovative reuse ideas for a suite of waterfront properties through a student-faculty research team project.

## Description of Waterfront Properties

In February 2013, the Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA) was gifted 96.81 acres of waterfront property, with approximately one mile of waterfront along the Severn River in Gloucester County. Much of the property is a pristine coastal ecosystem, including densely forested mixed hardwood and pine trees, tidal wetlands, and non-tidal wetlands. The land was most recently used as a horse farm and has fences, in poor repair, surrounding the fields. The roads are gravel. The fields have several small ponds and are currently fallow and have begun to transition to an early successional forest.

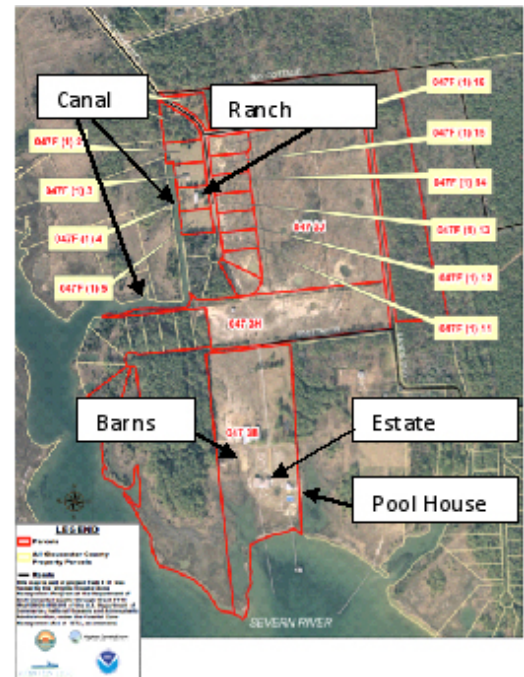


The property consists of three dwellings, including the large estate house (over 7,000 ft<sup>2</sup>) with an adjoining pool house and pool. A 2,000 sq ft brick rancher is located on the western boundary of the property, located along a water canal with a boat ramp. There is also a detached two-bay garage with workshop, two 40x100 foot metal barns, three fenced fields, and one 400 ft boat dock. The property has one septic field, several drinking water wells, and outdoor landscaping including fountains.

An L-shaped canal (upper left of map) has a one-boat concrete boat ramp in need of repair, 3 ft of mean low water, and is adjacent to the brick rancher now serving as a rental property. The road to the boat ramp is grass and dirt and has a poor base. There is a large grass parking area adjacent to the ramp.

The pool is a small, recreational pool not suitable for swim teams. It is surrounded by a wood deck and is in fair but not operational condition. The pool pumps are located in the pool house garage. The detached two-bay garage is located near the barns and the main house. The workshop is unheated, has electricity, and has a garage door and a house sized door.

Two barns are located across from the main house. One barn has several horse stalls and the front is open on two sides allowing easy access for large vehicles such as tractors and horse trailers. The second barn is completely enclosed, has two large garage doors. The Gloucester Crew Team is using the site to store rowing shells and hopes to host regattas in the near future. Both barns have aluminum roofs and siding, concrete floors, and are in good repair.



The boat dock is located directly in front of the pool house. The approximately 400 ft dock is made of wood, has an open boathouse with boat lift, and is in poor repair.

In addition, there are three smaller waterfront parcels (1.78, 5.25, and 14 acre sites) between 2.5 and 7 miles apart by water that could be considered as part of the student-faculty project. Each of the three sites has easy water access, although land access is limited.

## Funding Priorities

**Economic Conditions in Middle Peninsula.** The Middle Peninsula's economy is unlike any other in the Commonwealth. The region exports 71% of its workers daily and pays the remaining workforce the lowest hourly, weekly, and annual wages in the state (Virginia Employment Commission, 2010 and the Virginia Work Force Connection-Labor Market Statistics, October, 2012). Additional socioeconomic challenges suppress the Middle Peninsula economy. The region has significant pockets of isolated distressed communities with higher than average Supplemental Nutrition Assistance Program (SNAP) participation designations (Weldon Cooper, 2010: <http://www.coopercenter.org/demographics/interactive-map/citycounty/3472>). Essex County exceeds 18% SNAP participation rate and has the highest ranking in the Middle Peninsula; King and Queen and Middlesex have the second highest 12%-18%. County health rankings, place King and Queen as 92nd out of 131 localities in the Commonwealth for poor health. Region-wide poverty statistics identify four of the six Middle Peninsula counties in the 10%-15% poverty rate with several approaching the 15% threshold.

**Community Input on Property Reuse.** The MPPDC and the MPCBPAA recently completed a round of stakeholder meetings funded by the Virginia Coastal Zone Management program that sought to identify potential compatible uses for the Lands End/Captain Sinclair property based on community input of those who live in the area and local recreation and tourist specialists from Gloucester County. The results of the study can serve as general guidelines for the student-faculty project team, reflecting what local stakeholders have already expressed as interests for the site. The student-faculty team can build upon these ideas to identify and assess other options not raised in the preliminary stakeholder meetings. A summary of the meetings are presented below.

<u>Potential Compatible Uses</u>	<u>Potential Challenges</u>
<ul style="list-style-type: none"> <li>• Conference Center—weddings, trainings, retreats, workshops, concerts, trade shows, revivals, etc.</li> <li>• University Marine Science Center—research, coastal and marine education.</li> <li>• Marine Aquatics Center—sailing, rowing, kayaking, other water</li> </ul>	<ul style="list-style-type: none"> <li>• Parking—much of property is tidal or non-tidal wetlands, few options for additional parking.</li> <li>• Access—road access restricted during minor tidal flooding.</li> <li>• Expenses—maintenance, operations, staffing costs should be covered by revenue from the site use.</li> </ul>



<p>dependent activities.</p> <ul style="list-style-type: none"> <li>• Eco-Discovery Park—kayak touring companies, tour boats, bird watching groups, off road bicycle companies, high adventure groups, public hunting, waterfowl hunting guides, fishing guides, etc.</li> <li>• Outdoor Education Center—summer day camps, scout activities, school trips, oyster gardening projects, k12 research projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Septic—current capacity on site is limited.</li> <li>• Environmental Conditions—overall, the site has some sensitive lands, including the wetlands.</li> </ul>
--	---

You can request a full copy of the study by contacting Lewis Lawrence at 804-758-2311 or [LLawrence@mppdc.com](mailto:LLawrence@mppdc.com).

**Additional Background Information** can be found at:

Middle Peninsula Chesapeake Bay Public Access Authority:  
[www.virginiacoastalaccess.net/MPPAA.html](http://www.virginiacoastalaccess.net/MPPAA.html)

Middle Peninsula Planning District Commission: [www.mppdc.com](http://www.mppdc.com)

Local media coverage of land donation:  
[http://articles.dailypress.com/2013-03-07/news/dp-tsq-mid-cp-severn-river-0221-20130307\\_1\\_land-donation-severn-river-public-access-authority](http://articles.dailypress.com/2013-03-07/news/dp-tsq-mid-cp-severn-river-0221-20130307_1_land-donation-severn-river-public-access-authority)

**Available Funding.** VASG will make **up to \$40,000** available for the development of a waterfront property reuse and community development plan and implementation strategy. The deliverable can cover the one site (Lands End/Captain Sinclair) or the suite of waterfront properties. We seek to mobilize the creative capacity of universities to address a pressing coastal community need for new, sustainable economic development and train tomorrow’s workforce in rural coastal America. Thus, it is not necessarily the objective of the reuse and community development plan to maximize short-term economic returns from the properties. Rather, there could be long-term benefits. Business incubation capacity and sustained, natural resource-related job potential are preferable outcomes of the waterfront property reuse and community development strategy. Nonetheless, future use for the property will need to generate sufficient financial resources to cover any maintenance and operating costs for the sites.

While we are not restricting the proposal team design options and welcome innovative proposals, it is anticipated that faculty-graduate students or faculty-junior/senior undergraduate teams will be formed to conduct professional-grade research, analysis, and final report. The project could be



accomplished by a multi-disciplinary faculty-student team or possibly in conjunction with a capstone course or practicum.

The project could include, but is not limited to, market analyses of redevelopment options, characterization of public or private investment needs, preliminary site designs, preliminary business plans, and an implementation strategy with specific next steps. Schools of business, planning, design, engineering, law, or other discipline with relevant perspectives to building an innovative and comprehensive redevelopment plan are encouraged to apply. The MPPDC will serve as a client for the winning project team, and a close working relationship between the project team and MPPDC is anticipated for a successful project.

**Matching fund requirement (50%)** VASG-funded projects require a 50% funding match (i.e., proposal budgets must show \$0.50 of match for every \$1 of Sea Grant funding requested). Only non-Federal funds may be committed as matching contribution.

**Performance period.** Projects could start immediately or as soon as January 1, 2014, but all work must be completed by the summer of 2015; there will be no opportunity for a no-cost extension. We anticipate initiating the project in the summer 2014 with work continuing in the fall term and possibly spring 2015 semester.

**Eligible applicants.** VASG welcomes proposals from any university or college in Virginia. Collaborating partners from the public, private, or non-profit sectors are eligible; however they should not serve as the principal investigator, and they should not supplant student involvement.

### **Proposal Submission Information and Format**

Proposals will be used to evaluate the proposed approach to developing a waterfront property reuse and community development plan for its relevance, technical merit, potential impact, novel strategies, and feasibility. The proposal should be a concise description of the methods and approach being used, the project team, and the project deliverables and outcomes, if funded.

### **Deadline and Submission Information**

Proposals must be submitted to Virginia Sea Grant via eSeaGrant (<https://evaseagrant.vims.edu/RFP/proposals/>). Detailed submission instructions can also be found on eSeaGrant. All proposals must be submitted by 5:00pm EDT on January 8, 2014. The eSeaGrant system will shut down automatically at the deadline, locking out any late submissions; investigators must hit "Submit Proposal" before the deadline for the proposal to be processed. Incomplete or late pre-proposals will not be accepted; no exceptions will be made. Confirmation of proposal receipt will be sent by return email to the submitting principle investigator (PI).

Investigators are reminded to follow submission policies of their home institutions, e.g., obtaining institutional review and signatures.

**Format and Content.** Adherence to the format requirements is mandatory and ensures fairness across all proposals. Information requested for each of the following sections identified must be



included in the proposal. The maximum number of pages allowed for each section must not be exceeded. Font size can be no smaller than 12 point and margins must be at least 1 inch on standard 8.5x11 inch paper throughout the document. The text in the narrative may be single- or double-spaced. Incomplete or inappropriately prepared proposals will not be considered and may be returned.

1. Project Summary [Form 90-2]. The 90-2 Project Summary form is a standard form used by all Sea Grant programs as a record of proposals submitted and may be used for public dissemination. Please fill in all fields as appropriate (required fields are indicated in red in eSeaGrant), including start and end dates for your project, project title, keywords, and Sea Grant classification codes. For the 90-2 Project Summary, you will also create an “abstract” of your proposed project by concisely summarizing the objectives, methodology, and rationale (see definitions below). Each section should be brief (no more than 150 words); **the entire abstract (objectives, methodology, and rationale) should be one page maximum.**
  - a. Objectives: Concisely summarize the objectives of your proposal. What will the project accomplish or determine? How will the project improve understanding of the issue?
  - b. Methodology: Briefly summarize the work to be done. Concisely highlight the methods necessary for conducting the study.
  - c. Rationale: Concisely state the priorities or problems being addressed through the proposed research, including some relevant background information.
  
2. Project Narrative. The narrative must be submitted as a single PDF file. There is a 5-page maximum including any graphical elements, using 12-pt font, 1-inch margins, and single spacing. Institutional transmittal letters and literature cited are not included in the 5-pg maximum. If the proposal exceeds the 5-page maximum, additional pages will be removed prior to proposal review. The narrative should include the following elements.
  - a. Problem Statement. Briefly describe the nature of the reuse and community development challenge, and describe how the proposed project addresses the needs of the community and VASG’s and MPPDC’s missions.
  - b. Objectives & Anticipated Outcomes. Be careful to state the purpose of the work in terms of outcome-based objectives rather than list project activities, tasks or outputs.
  - c. Approach. Describe the tasks, activities, and methods that will be used to meet the stated objectives.
    - i. Work Plan. Provide a sufficiently detailed description to permit an evaluation of the appropriateness and feasibility of the approach and the potential of the approach to achieve the stated objectives. Detail the roles and responsibilities of the faculty, students and the nature of the collaboration you’d like with the MPPDC and any other community partners.





- ii. **Schedule.** Provide a schedule indicating time progression and milestones of the work plan, including those associated with collaborators. Include a table or other timeline graphic.
  - iii. **Deliverables.** Describe the concrete deliverable(s) resulting from the project. Discuss the benefits for the Middle Peninsula, faculty and the students involved with the project.
- d. **Project Team Roles and Qualifications.** Short description of the team members (i.e., faculty lead and students if they are known at this time) and their experience and past performance related to the topic of the proposal. Short CV's are attached separately, so emphasize the roles and responsibilities of team members here rather than detailed biographies.
- e. **Literature cited.** Not included in 5-page maximum.
3. **Budget and Budget Justification.** Applications must include budget worksheets and justifications in 12-month increments, using the Sea Grant Budget Form 90-4. Budget information is directly entered online in eSeaGrant; independently created budgets and budget justification files cannot be uploaded into eSeaGrant. A 50% non-federal match is required (i.e., \$0.50 non-federal dollar match for every \$1.00 of requested VASG funds). Detailed budget and budget justification instructions can be found in eSeaGrant.

## **Proposal Evaluation**

VASG will obtain external peer-reviewers (typically out-of-state reviewers knowledgeable about the region or the proposed activities), including scientific experts, outreach professionals, and coastal resource managers. VASG upholds the highest standards of conflict of interest management in the administration of its RFPs.

The VASG and MPPDC management teams will consider the peer-reviews, VASG's and MPPDC's strategic priorities, and the novelty of the approach in making a final determination of projects to fund, along with the following review criteria:

- **Relevance.** The degree to which the proposed project addresses the reuse and community development challenge, needs, and community interests. Will addressing the issue in the manner proposed be useful and have a real impact on the site, and broader benefits for the region? Will it advance the understanding of issues and inform decisions on the Middle Peninsula? Do the deliverables have clear utility and are they likely to be broadly adopted?
- **Technical Merit of Methods.** Feasibility of the project and likelihood of it being successfully implemented as proposed, given the practicality of the approach proposed, requested funding and staffing levels, and similar factors enabling or inhibiting implementation and the achievement of outcomes.



- Innovation, and Multi-disciplinary. The degree to which innovative approaches are proposed to address the reuse and community development planning. The extent of leveraged expertise, capacity and resources through partnerships and collaborative efforts. Does the project reflect an integrated approach across disciplines or perspectives?
- Qualifications of Investigators. The degree to which investigators are qualified by education, training, and/or experience to execute the proposed activity, including the record of achievement with previous funding.

## **RFP Timeline**

- Proposals due: **Wednesday, January 8, 2014, 5pm EDT**
- Review of proposals and notification to PIs: by mid-February, 2014.
- Potential start-date: Summer or Fall semester 2014.

## **For Additional Information**

Please contact Troy Hartley ([thartley@vims.edu](mailto:thartley@vims.edu); 804-684-7248) or Lewis L. Lawrence ([LLawrence@mppdc.com](mailto:LLawrence@mppdc.com); 804-758-2311).

