



Instructions: Completing this application package is required for consideration for project funding through the Jump Start program. In addition to completing and submitting this form, applicants should provide:

- A map of the project area. The map must label all streets that serve as boundaries of the project area. Identification of all parcels within the project area and parcel ownership information is desirable.
- A concise narrative (7 page max)¹ on the proposed project that includes the following information:
 - General description of the project area
 - Description of the assets/liabilities of the project area
 - Goals for the project area – What would the project sponsors like to see happen? Has the community indicated its support for this type of project?
 - An overview of the roles of all stakeholders and partners
- Documentation of all local government, institutional, and private sector support for the project (examples may include ordinances, resolutions, letters of support, related improvements, etc.)

In completing this form, applicants may use their discretion in choosing the most appropriate way to answer the question. If the answer to a question has already been addressed in the narrative, applicants may insert page references to the project narrative (for example, “see page 8, second paragraph”) or paste the relevant text into the application form. In some cases, a list of bullets may be an appropriate format for the response. Applicants are strongly encouraged to answer all questions. If a question does not relate to the project, applicants should briefly explain why this is the case.

The application package (narrative, map(s), application form, and attachments) must be submitted by September 9, 2013 at 5:00 PM.

One signed original must be received by Metroplan (501 West Markham St., Suite B, Little Rock, AR 72201) by the deadline above, with digital copies uploaded using entouragebox.com at <http://j.mp/14dRNHh>

Questions about the Jump Start application or the application process should be directed to Alanna McKeeman of ICF International (Alanna.McKeeman@icfi.com), (202) 862-1204).

Evaluation of Applications: The chart below identifies the importance of each section of the application and the priority it will have in determining which projects receive funding through this initial round of Jump Start.

Section	Importance
Section 1: Basic Information	Applications will not be evaluated according to the information in this section. This information is important, however, for considering the local context and how the project type fits within the community in which it is located.

¹ The page limit does not include data tables, photos, or other graphics. These are not required but may be included.

Section 2: Screening Requirements	This section contains three questions related to requirements for receiving funding under this program. Applications that fail to demonstrate a willingness to provide the proper regulatory context for the project and meet funding requirements will not be considered.
Section 3: Consistency with Regional Goals	This section will account for 40% of the application's score.
Section 4: Local Commitment to the Project	This section will account for 40% of the application's score.
Section 5: Development in Distressed Areas or Plans	This section will account for 10% of the application's score.
Section 6: Innovative Elements and Potential to Serve as a Model	This section will account for 10% of the application's score.

Section 1: Basic Information

Contact information

Project Name	Placemaking in Park Hill
Project Sponsor	City of North Little Rock
Primary Contact Name	Bernadette Gunn Rhodes
Primary Contact Affiliation	City of North Little Rock, Fit 2 Live
Street Address	300 Main St.
City State Zip	North Little Rock, AR 72114
Work Phone	office: (501) 975-8777, cell: (501) 553-7295
E-Mail Address	brhodes@nlr.ar.gov

In which jurisdiction is the project located?

- Bryant Conway
 Hot Springs Village Jacksonville
 Little Rock North Little Rock

Which of the following project types best describes the project?

- Urban/infill Suburban/town center
 Rural/village New/greenfield

If necessary, please add in any additional details about the project type:

Section 2: Screening Requirements

Land use at project site

(a) Please describe the zoning at the project site and specify whether current zoning permits the type of development proposed for the project (for instance, many local codes may not permit compact, mixed use development, or require excessive set-backs). Please also identify whether the project will encourage design that supports the Jump Start elements. If steps have been proposed or taken to address or eliminate regulatory barriers that could prevent the project from moving forward, please make note of these and attach additional documentation if necessary. If current zoning permits the type of development proposed, applicants should make note of the specific zoning classification(s) of the project site and may provide maps or other visuals. If not, please describe your approach and commitment to update codes and regulations.

The main project site, the soon-to-be vacated and sold Park Hill Elementary School, is zoned O-1 (open lands district), which is composed of large open areas, land publicly owned and land suitable for the location of public buildings and public facilities. The regulations of this district are designed to retain the open character and settings desirable for public facilities and certain other compatible uses.

The City Council has passed a resolution committing to enact an overlay district or form-based code to enable development of the site according to Jump Start elements, such as mixed use, compact design, the inclusion of alternative transportation options, and environmentally-responsible construction.

Please note that documentation of the community's willingness to enact an overlay district and/or form based code for the project site (not necessarily for the entire jurisdiction) is required for receiving funding through this program. Project sponsors must be able to supply ICAP with a city council-adopted resolution of intent to adopt such measures; ideally by the September 9 submission. Since there may be issues with council meeting calendars, the resolution may be provided separately but before the ICAP review meeting (by September 20, 2013 or other date to be announced in September). An overlay district or form based code will provide additional flexibility for the area to adapt to changes in market demand. It will also enhance predictability and certainty for potential investors, as it will indicate the jurisdiction's commitment to successfully implementing the project.

Matching requirements

(a) Under this program, a 20% match of funding received is a requirement for selection of a project. Please provide details on how the project sponsors plan to meet these requirements, including both financial and in-kind commitments and sources. Please attach additional documentation if necessary.

In its Jump Start Council Resolution, the City of North Little Rock will commit a \$40,000 cash match. In addition, the Historic Park Hill Neighborhood Association as well as City staff, including but not limited to the Planning Director, Economic Development Director, and Fit 2 Live staff, will provide significant in-kind personnel support to the Jump Start planning process. A letter of commitment from Mayor Smith is attached to this proposal, as well as a copy of the City Council resolution that will be voted on at the September 9th Council meeting.

(b) In addition to the 20% funding match, applicants are strongly encouraged to provide a "media match" of at least \$10,000 to cover advertising and outreach costs. Please describe below whether the project sponsors are prepared to provide this funding, or alternate approaches to advertising and

outreach if funding is not available. Please also discuss whether project sponsors have identified and discussed an approach to community outreach to maximize engagement and understanding of the project, specifying types of earned media and outreach that will be undertaken under this approach.

The Council's Jump Start resolution includes a commitment to provide a \$10,000 cash media match for the successful Jump Start proposal. In addition, the Park Hill Merchants' Association, chaired by local businessman Steve Winchester, has committed to raising \$10,000 from merchants along J.F.K. Blvd. to finance the creation of a mail piece to inform residents and other businesses of visioning workshops and how to get involved.

The Park Hill Neighborhood Association (PHNA) has committed volunteer hours to ensure the success of the project. The "Placemaking in Park Hill" project team will regularly issue press releases and maintain a social media presence on PHNA's Facebook page and email listserv to promote massive public awareness and engagement in the planning process. Their letter of support is attached to this proposal.

Finally, the Fit 2 Live office has recruited Jenna Rhodes, a Clinton School Masters of Public Service candidate, to complete her capstone with the City, with a focus on increasing public engagement in the Jump Start planning process. This student was the lead student organizer of Park Hill's first Walkability Workshop, and her familiarity with the neighborhood and its leaders will be a huge asset.

Park Hill's approach to public engagement will be well-rounded. Our Jump Start project team includes Neighborhood Association and Merchants' Association members, who will reach the business community and residents equally. The team will also reach out to nearby churches such as Trinity Lutheran, Park Hill Presbyterian, and Park Hill Baptist. A letter of support from Trinity Lutheran church is attached.

Please note that financial commitments under either (a) or (b) will be weighted heavily in selecting final projects for funding; as such, applicants providing only in-kind support will not score as highly as applicants providing some portion of the match as cash, all other things being equal. ICAP favors project plans likely to be fully implemented, and financial commitments indicate a higher level of local commitment to the project.

Section 3: Consistency with Regional Goals

Goal area 1: Provide transportation choices and enhance mobility and access

(a) Please identify all modes of transportation that will be enhanced by the project (150 words maximum). *Modes may include driving, walking, biking, public transportation, and ride-sharing.*

Park Hill residents, businesses, and shoppers use a range of transportation throughout the neighborhood including driving, walking, biking, and public transportation. The southern entrance of Park Hill is at the intersection of Interstates 30 and 40. Improvements to JFK Blvd. will make the road safer for motorists and encourage the use of transit and active transportation, thus attracting residents, businesses, and shoppers. The Park Hill Neighborhood Association has contacted a church with a parking lot on JFK about developing a ride-sharing lot. Developing Historic Park Hill Elementary as a destination for residents and shoppers will increase walking and biking by neighboring residents not only to the revitalized school, but also to other businesses in Park Hill.

(b) Please identify any Complete Streets policies adopted, or complete streets projects implemented, near (or in the jurisdiction of) the project site. Applicants may attach additional documentation.

North Little Rock adopted a Complete Streets policy in 2009 (attached). In 2012, students from the University of Arkansas Clinton School of Public Service conducted a walkability assessment of Park Hill. The students presented their report to the Historic Park Hill Neighborhood Association (PHNA). Their walkability report has been used by PHNA's Walkability, Arts, and Community Gardens Task Forces as well as the Park Hill Merchants' Association for planning and implementation. Information has been used for grant applications including the present application and one to Bikes Belong. The report has also been used to support PHNA requests to the city of North Little Rock and the Arkansas State Highway and Transportation Department for improvements to roadways and sidewalks and as PHNA plans to connect its walking and biking routes to those in Lakewood and Levy neighborhoods, particularly the new trail on the former Union Pacific rail line from Levy to Camp Robinson. The walkability report is attached to this proposal.

(c) Please explain whether the project design is expected to enhance pedestrian and bicycle mobility and accessibility within the site and pedestrian, bicycle, and transit connections to adjacent neighborhoods and destinations (150 words maximum).

The project will include accommodations for walkers (sidewalks and crosswalks), cyclists (racks and routes), and bus riders (sheltered benches).

Park Hill sits between Levy on the west and Lakewood on the east. We wish to connect to the new rail trail in Levy that runs from the I-40 underpass to Camp Robinson. The Levy Trail connects to the Arkansas River Trail, which runs west to Pinnacle Mountain with a planned extension to Conway. Camp Robinson offers established biking and walking trails; a plan exists to extend the trail north to Jacksonville. Connecting Park Hill to Lakewood enables users to visit its parks and connect to the bike route on North Hills Blvd., which runs from I-30 to Sherwood, passing shopping and entertainment venues.

The trolley master plan will reach the south end of Park Hill. PHNA's plans for neighborhood improvement include considerations for a trolley extension to H Avenue.

(d) (Optional) Applicants may provide additional information on how the project will provide transportation choices and enhance mobility and access (250 words maximum).

We would like to give special consideration to disabled individuals and wheelchair users. The redesign of JFK will meet the highest standards of accessibility, using all the principles learned through walkability workshops and training provided by the WALC Institute and the Arkansas Coalition for Obesity Prevention's Built Environment Team.

Our vision is also to include highly-accessible housing and recreation opportunities for elderly and disabled individuals on the Park Hill Elementary property. The Mayor's Youth Council is working on the inclusion of "universal play" equipment for our parks. Such playground equipment enables use by all children, able-bodied, disabled, and wheelchair-bound alike. Including a universal play space in the Park Hill Elementary redevelopment is a small, but important part of PHNA's vision for the property.

Goal area 2: Increase housing choices and development/land use diversity

(a) Please explain whether the project will add diversity to land uses permitted and housing types developed in the project area (150 words maximum). *Diversity may include a range of homeownership choices (in a primarily rental area) or rental units (in a primarily single-family area), senior housing, or accessory dwelling units, special needs housing, or similar diverse uses.*

Park Hill was developed, and is still viewed today, as a suburban neighborhood consisting of single-family houses with a strip of commercial running through the middle. Our project will create a new Park Hill - a neighborhood where complete streets transform our single, defining commercial strip into a community avenue where living, working, and shopping are accessible to diverse levels of income.

An active, complete street will encourage dense development, in turn offering residential rental and homeownership opportunities where, although legal, they are not utilized at this time. There is a great deal of opportunity for infill. JFK offers several, currently vacant, properties that would be ideal for residential opportunities for individuals desiring to live on a safe, active street front. In addition, the Park Hill Elementary property offers space for small footprint, dense residential, which could be ideal for mixed-income seniors or special-needs housing.

(b) Many central Arkansas residents spend more than 45 percent of their disposable income on housing and transportation costs. Please explain whether and how the project will help to alleviate this housing and transportation cost burden (150 words maximum).

Using a car to commute from Cabot to the Little Rock/North Little Rock metroplex, a thirty minute drive, is expensive. Using a bicycle, bus or trolley to commute downtown from an apartment or home in Park Hill is relatively inexpensive. We want to create a community that improves pedestrian and bicycling connectivity to commercial areas and encourages more use of the public bus system/trolley, enhancing the availability of safe, outdoor recreational opportunities and bringing people back closer to the metropolitan center. Our project includes a desire to extend the River Rail trolley into our neighborhood. This would create a neighborhood attractive to those wishing to reduce transportation costs. As more people can rely on the trolley and public transportation system, the more their need for privately owned automobiles will decrease, therefore reducing their transportation costs significantly.

(c) (Optional) Applicants may provide additional information on how the project will increase housing choices and development/land use diversity (250 words maximum).

Park Hill is no longer a suburb of downtown. The last fifty years have seen an explosion of suburban housing in surrounding cities with which our older, smaller homes cannot compete. Nor do we want to compete. Our neighborhood association is comprised of individuals who love their homes and love Park Hill as "the way a neighborhood used to be." We want to evolve as a neighborhood to remain attractive to new residents. We are now seeing a movement away from suburban sprawl and directed towards denser metropolitan living. This evolution requires us to focus on more complete streets, walkability, and infill development.

Our community is unique among North Little Rock neighborhoods in that we offer four municipal parks within our boundaries. Enhancing the connectivity of these four parks and creating a family fitness route that links them all would allow for residents to "stay home" for much of their physical recreation rather than having to drive to a track, trail or larger park.

By increasing walkability, bicycling, and public transportation connectivity within our neighborhood and with downtown, we will attract the diverse land use we desire and lessen the transportation burden on area residents. The Jump Start Program will create the blueprint for our future development and successful growth. This program will help Park Hill become a community where people can reside, work, shop, and enjoy recreational activities all within the boundary of a single neighborhood.

Goal area 3: Enhance economic competitiveness

(a) Please explain whether and how the project will enhance employment opportunities, especially in higher-wage jobs or jobs targeted to local residents (150 words maximum). *For example, will the project create new and permanent jobs in the project area (as opposed to jobs moved from somewhere else in AR or temporary construction jobs)? For the purposes of this question higher-wage jobs will be defined as those paying at least 140% of the federal minimum wage.²*

The development of the historic Park Hill Elementary building and the JFK corridor will create employment and entrepreneurship opportunities that do not presently exist. The planned mixed-use development will attract innovative and socially-responsible businesses paying higher wages than the normal restaurant, retail shop or grocery store. The center will also provide needed space for professional offices and afford entrepreneurs a perfect place for a startup. Presently, the commercial district can not offer merchants anything more than a stop, shop and flee mentality. The Jump Start project will cast a vision for the neighborhood commercial district, providing a more accessible plan for local residents to not only procure employment that pays higher wages or start their own business, but it will afford these same residents the ability to walk, bike, or use public transportation to work and shop.

(b) Please explain whether the project includes an educational opportunity component (150 words maximum).

The conversion of Park Hill Elementary to a mixed-use development will allow this valuable piece of property to house culinary classes and a Farm to Table cafeteria to create local food dishes prepared and served on site. Our hope is that the cafeteria will demonstrate the demand for locally-grown food and educate restaurateurs on how to profitably incorporate it into menus. The culinary center would also market local food products, which patrons could purchase on-site and enjoy on the menu. We are very interested in partnering with Pulaski Technical College's new culinary school. A letter of support from PTC's President is attached. We also hope to include a community auditorium in the renovated school, which could host educational lectures and classes.

The project will attract new businesses wanting to piggyback on this home grown philosophy, enthusiastic about the development of products and ideas that promote sustainability and health.

(c) (Optional) Applicants may provide additional information on how the project will enhance economic competitiveness (250 words maximum).

² The federal minimum wage is \$7.25. Thus, higher-wage jobs are defined as those paying at least \$10.15 per hour, for an annual salary of \$21,112.

Park Hill is at a huge disadvantage in regards to economic competitiveness. Aging infrastructure, badly-designed parking, lack of walkable sidewalks, inability to safely cross the state highway (JFK Blvd), no alcohol sales (though a November 12th special election for on-premises sales is set), and little available property for any kind of major development other than the Park Hill Elementary site adds up to other more spacious sites in surrounding communities being chosen for development. At the same time, the JFK corridor from A to H has 11 vacant commercial buildings that are waiting for investment. Five of those are in need of repair. Though more suburban communities have the space for large-scale development, none have the charming, accessible, and historic character offered by Park Hill. Redesigning Park Hill Elementary and the JFK corridor will make the area a destination for residents, merchants and patrons alike, giving all in Central Arkansas a vision that revitalization can and will happen.

Goal area 4: Support existing communities

(a) How far away from the project site is the nearest transit stop? *The project team will calculate the walking distance from project area to nearest transit stop. Shorter distance will result in greater weight given to the project on this criterion.*

Less than 0.25 mile 0.25 - 0.5 mile
 0.5 – 1 mile Over 1 mile

Please specify the transit stop(s) closest to the project site:

There are four stops from A to H, two on the east and two on the west. The closest transit stop is at H and JFK.

(b) If transit is more than 1 mile away, please indicate whether the project site located in a “transit-ready” or “transit-supportive” location³ and intended to be built according to transit-ready principles? If the site is “transit-ready,” please explain how it meets the definition below (150 words maximum).

ZIP code 72116 (of which Park Hill is encumbered) hosts 21,431 people. JFK Blvd. is the direct dividing line between the eastern and western parts of the neighborhood. It hosts a heavily used series of bus stops which indicates the area already supports transit. Improved design making it context sensitive and focusing on the pedestrian and resident will result in a greater probability that residents will take advantage of public transit. Demonstrating the improved convenience of public transit will, over time, improve transit’s perception and create a culture of transit vs. individual vehicle use. The development of a village center at the soon-to-be former Park Hill Elementary School will be a model for mixed-use development and a catalyst for the increased use of public transportation.

(c) Please identify any extension or upgrade of water and/or sewer services or other infrastructure (roads, etc.) that are likely to be required for implementation of the project, as well as the level of investment needed to service the proposed site. *Projects relying on existing infrastructure will receive more favorable treatment with respect to this goal area.*

Focusing on the historic Park Hill Elementary as a village commons-type area is a largely development-ready proposition. The area is currently undergoing upgrades to its water and sewer lines. The building was recently remediated for asbestos and continues as a functional school. The inevitable abandonment has more to do with federal classroom mandates than structural integrity of the property. While adaptive reuse of historic schools often lend themselves to nursing homes or similar care facilities, neighborhood constituents firmly believe that mixed-use is critical. The large property footprint lends itself strongly to a such a prospect, creating an enhanced architecture of community. JFK Blvd. is in need of a road diet. It is heavily used but for only approximately an hour in the morning and an hour in the evening as an arterial road funneling vehicles into and out of downtown Little Rock. In the long-term, we believe the city taking back approximately a third of a mile of JFK (A-H Ave.) from the state will enhance livability. We’ve been advised the state would donate the area in return for assumed maintenance.

³ These are locations with sufficient density and walkability to support transit and/or corridors connecting significant employment, commercial, or residential centers. These could also be locations that are capable of increasing density significantly and will incorporate urban design elements that make walking to transit easy as a result of the proposed project.

(d) Please explain whether implementation of the project will result in the creation, expansion, redevelopment, and/or infill of mixed-use centers that are accessible by walking and biking (150 words maximum).

Park Hill Elementary was built in 1924 by developer Justin Matthews as a magnet to draw people to his then-new neighborhood. It succeeded. It's only fitting that the property again become a magnet to draw neighbors, this time through livability.

Mixed-use development of this property will create a 'third place' - a community space apart from home and work. This property, while historic and thus offering both federal and state tax incentives for rehabilitation, also hosts significant green space where the playgrounds stand. This area provides an ideal spot for anything from a public art garden or performance space to a universal access park or community garden. Due to its location on a corner where residential and commercial meet, the location is perfect for access by foot or bike.

(e) (Optional) Applicants may provide additional information on how the project will support existing communities (250 words maximum).

Park Hill Elementary is a lynchpin project for the neighborhood. Built as a magnet for residential development, it succeed beyond developer Justin Matthews' imagination (which was quite large). Great neighborhoods have great schools but the decision to close the campus has been made and was dictated by parameters far beyond those of simple quality construction. We have three years to help develop a plan that takes what will be an abandoned property and turns it into a neighborhood asset. The timing is right and with a very strong and active neighborhood group, a walkability partnership with the Clinton School for Public Service and a commitment to livability principles, the development of a mixed-use center has the chance to be an even greater asset to Park Hill than the school was during the formative years of its development. This is neighborhood development 2.0, where fewer families focus on a nearby, walkable school and look broader, to walkable, livable neighborhoods and (perhaps sadly) take their children to charter, magnet, private or similar schools. We no longer have an option to influence decision makers on whether the school will close; it will. We can have a strong voice on what it will become and how it can affect our neighborhood for the better.

Goal area 5: Support environmentally-responsible development

(a) Please identify any features of the project that would result in reduced usage of water, energy, or other non-renewable resources (150 words maximum).

The creative reuse of the school building follows research that repurposing historic structures is a greener approach than new construction. According to a report by the National Trust for Historic Preservation, "building reuse almost always yields fewer environmental impacts than new construction." Furthermore, "[energy] savings from reuse are between 4 and 46 percent over new construction." Even new, energy-efficient buildings can take decades to overcome the carbon expended during the construction process.

Our goal is LEED certification for the Park Hill Elementary renovation. The site will already meet many LEED requirements for site selection because of its connectivity to the neighborhood, access to public transit and the reuse of an existing structure to reduce construction activity pollution. We propose that the development use water-efficient landscaping and reuse greywater. The project will also be a model for the use of solar panels, LED lighting, energy efficiency, and possibly biothermal.

(b) Please identify any elements of the project that will lead to improvements in the following areas: solid waste management, air quality, watershed protection, renewable energy, or GHG and/or pollutant emissions (150 words maximum).

The project team will work with Waste Water to incorporate solid waste management best practices into the development plan. Greywater recycling and use of biodegradable soaps will reduce pollutants released into the water. Greenspace with native landscaping will protect air quality and conserve water. Air quality will also improve by increasing neighborhood walkability, reducing the number of short trips made by car. In addition, the reuse of the existing building will avoid pollutant emissions that a building demolition would cause. Green infrastructure such as a green roof and rain gardens will reduce runoff and erosion and protect the watershed. The use of permeable pavers instead of asphalt will prevent a heat island effect. We would install solar panels to power the building and act as parking space covers. We would also like to explore the use of biothermal and wind energy to offset the site's reliance on fossil fuels.

(c) Please explain whether the project is expected to protect, retain, or enhance important natural assets including air, water, land and forests (150 words maximum). *This could be done either directly at or near the project site, or by directing growth into existing communities and thus preserving*

natural resources in areas that might otherwise be developed. Thus, a location in a completely urban or downtown area can receive credit under this section.

Our goal is to protect and emphasize all the natural assets that are still in place in Park Hill, such as trees and greenspace. Regarding air quality, due to Park Hill's density and location close to downtown, the redesign of the JFK corridor and redevelopment of Park Hill Elementary into a mixed-use village center would protect air quality by reducing vehicle miles traveled. Park Hill's 4,335 residents would have the option to work, shop, meet, and play within easy walking or bicycling distance to their homes. Also, Park Hill Elementary is only 2.6 miles from Main and Broadway, the core of downtown North Little Rock. Bicycle facilities on JFK would allow residents across NLR to get back and forth by bike.

(d) Please indicate whether the project is expected to include green infrastructure principles as a planning, design, and regulatory approach to supporting sustainable communities (150 words maximum). *Green infrastructure includes innovative storm water management best practices.*

The project team is committed to using green infrastructure principles in its approach to Placemaking in Park Hill. Our goal is to create an overlay district using proven land-use planning principles for the area so that natural systems can be identified and protected before development occurs.

We understand that it is important for green infrastructure to be designed holistically, creating physically connected greenspace systems. Through the use of water-wise landscaping and green roofs as well as greywater systems, we hope to create an interconnected system, with indoor uses supporting the outdoor uses, and vice versa. Through the redesign of the JFK corridor, new linkages will also be created between the currently quite isolated school and the rest of Park Hill's and surrounding neighborhoods' business, service and residential areas.

(e) (Optional) Applicants may provide additional information on how the project will support environmentally-responsible development (250 words maximum).

Green infrastructure reduces environmental impacts and supports the local economy. A Center for Neighborhood Technology study for Northwest Arkansas showed that 97 cents of every dollar spent on gasoline leaves the local economy. By getting people out of their cars, individuals save money on gas and those dollars can be spent in neighborhood shops and restaurants, helping to make them economically sustainable. Data from New York City's Department of Transportation has showed that bicyclists spend more money at nearby local businesses than drivers of motor vehicles. Keeping business in Park Hill vs. losing it to Little Rock or Sherwood means increased sales and restaurant tax revenue for the city. Less gasoline also means less greenhouse gas emissions and less air pollution - good for planetary health and for people's health.

Goal area 6: Quality places and healthy communities

(a) Please identify historic preservation principles or projects (if any) that will be incorporated into the project (150 words maximum).

At the core, our work is about maintaining the defining features of the neighborhood. The neighborhood's key features include its largely pedestrian scale and its high level of architectural quality that make up a traditional neighborhood. When dealing with landmark properties, we partner with the North Little Rock Historic District Commission, State Historic Preservation Office and adhere to the Secretary of the Interior's Standards as applicable. We are in the process of developing appropriate design guidelines which the Jump Start process will only aid. The PHNA has successfully co-authored a NPS Preserve America grant to expand our district, which is listed in the National Register of Historic Places.

(b) Please explain whether the project will include the creation of new landmarks and gathering spaces (150 words maximum).

Through the redevelopment of Park Hill Elementary, this property will feature much more prominently in the neighborhood due to its accessibility to all ages and residents. In addition, the project team aims to create easily crossable gateways at the southern and northern ends of Historic Park Hill, A and H Avenues. Rather than create many more new landmarks or gathering spaces, we also hope to enhance the ones we have. We're fortunate to have four parks in our proposed area, two of which need a certain level of development. This effort nurtures 'third places.' Sadly, we lack the needed anchors of community life that facilitate and foster broader, more creative interaction amongst neighbors. It is our hope that the family fitness route connecting all four parks through safe routes and crossings will foster a more active neighborhood that takes full advantage of its existing gathering spaces.

(c) Please describe any other features of the project that are likely to enhance the architectural quality of the project site and highlight the community's unique characteristics (150 words maximum). *This could include intent to require design guidelines or codes based on existing community character.*

Enhancement of the commercial core of Historic Park Hill is the highest priority of our effort. Given the momentum in the neighborhood, both neighbors and city officials believe development is fast approaching. Jump Start will provide the neighborhood and the city great value by helping to integrate that development into the historic character of the neighborhood while embracing new placemaking principles. Design guidelines/overlay are needed and are an ideal outcome. Beyond that, an improvement district for both the residential and commercial areas could produce striking results but when polled, neighbors and property owners feel a formal plan is critical before committing.

(d) Please explain whether the project will include any features to enhance access to quality foods, opportunities for physical activity, or other features to enhance community health (150 words maximum).

Jump Start will take our walkability and bikeability efforts to the next level. We've held monthly Walkability Task Force meetings since November 2012, and have created a plan that connects the neighborhood's four parks as well as addresses the challenging connection between the east and west sides. Enhancement of the commercial core will also reduce the required car travel for short trips, increasing physical activity by default.

Two community gardens have 'sprung up' since our efforts and a number of constituents are working to start a farmers' market at Lakehill Center next summer. We would like the new development to include a Farm to Table cafeteria serving healthy, affordable meals. The city currently hosts two GardenCorps members through the Arkansas Children's Hospital Research Institute, who can assist with Park Hill's local food efforts. A letter of support from Dr. Judy Weber of ACHRI is attached.

(e) (Optional) Applicants may provide additional information on how the project will foster the creation of quality places and a healthier community (250 words maximum).

Fostering quality places, protecting and enhancing our built environment with a focus on walkability and placemaking are the goals of the Park Hill Neighborhood Association. The Jump Start award will provide a path to our efforts. It will also enhance the credibility of the association's work. Neighbors have bought into the five year efforts of the association, but absent a committed, professional effort, our work can only go so far. We are proud of the many volunteer-based accomplishments but we're close to reaching our limit on that work. While there are still a number of important, small things we can continue to do, large scale efforts require the overarching guidance of the type provided by Jump Start. Within three years the school district will be forced to relieve themselves of the historic neighborhood school, built as a catalyst for development. That loss impacts both residential and commercial development. We have a committed bunch that brings time, talent and treasure, and while we've done yeoman's work developing partnerships, a partnership with the Jump Start project will allow our efforts to reach new heights. We are not a group that believes "that cannot be done". Indeed, quite the opposite. It is important to note that we recognize a plan is only as good as its implementation. This effort and partnership will provide a proven group of 'doers' a strategic framework for their continued hard work.

Section 4: Local Commitment to the Project

(a) If the project's sponsors plan to provide additional resources above the 20% match requirement, please identify these below and specify the level, source, and type of resources. Applicants may provide additional documentation.

The City of North Little Rock has committed a 20% (\$40,000) cash match and \$10,000 media match (\$35,000 from the city's General Fund and \$15,000 from Economic Development), plus additional in-kind services. The Park Hill Merchants' Association has committed to raising an additional \$10,000 from its membership to mail a brochure to neighborhood businesses and residents. The City will provide full staff support to the project, including but not limited to the Planning Director, Economic Development Director, Fit 2 Live and the Mayor's Office. The Historic Park Hill Neighborhood Association has pledged volunteer personnel support (letter attached). In addition, the Fit 2 Live office is working with a Clinton School of Public Service Capstone student, who has committed to 20 hours per week starting in October to ensure the success of Jump Start's public engagement process.

(b) Please identify all public sector stakeholders committed to the project, including relevant information on any property they control in the area or other resources committed. Applicants may provide additional documentation.

The most important public sector stakeholder for the Park Hill Elementary project will be the School Board, since it controls the school property and will need to approve its sale. Through the Jump Start process, we strive to bring about a sale of the property that is in both the School District's as well as the community's best interest. The project team has been in contact with School Board members regarding this project and hopes to submit a letter of support before ICAP's September 20th decision date.

The most important public sector stakeholders for the redesign of JFK Blvd. are the City and the Arkansas Highway and Transportation Department. Through Park Hill's walkability efforts and the City's Safe Routes to School program, Fit 2 Live has worked closely with AHTD's Bike Ped Coordinator, and the City Planner and City Engineer are also very familiar with working within AHTD's structure. When all these entities work together on a common goal that has total community buy-in, we are confident that we can make progress towards a more complete street on JFK.

Other public sector stakeholders include the Chamber of Commerce and Community Development Agency. The project team has worked with the Community Development Agency to understand its housing goals. They and the Chamber will be important partners in this project. The City's Economic Development Director is a strong proponent of livable, sustainable communities and is a key steering committee member of this October's Sustainability Summit to be hosted in North Little Rock through the U of A Applied Sustainability Center. Other Summit steering committee members include former Mayor Patrick Hays, NLR Electric's Energy Services Manager, and the Fit 2 Live Coordinator.

Last, but certainly not least, the Arkansas Coalition for Obesity Prevention's Built Environment team is largely to thank for North Little Rock's walkability initiative in general, having provided the city's first walkability assessment with Dan Burden's WALC Institute and in-depth training in how to conduct a walkability workshop. The principles learned through ArCOP were applied to Park Hill's workshop with great success. Fit 2 Live's Complete Communities Coordinator serves on ArCOP's Built Environment team. We look forward to continuing our partnership with this great coalition as the Jump Start planning process moves forward.

(c) Please identify all private sector and/or institutional stakeholders committed to the project, including relevant information on any property they control in the area or other resources committed. Applicants may provide additional documentation.

The Park Hill Merchants' Association was formed in 2013 among 15 business owners with the express purpose of revitalizing the JFK commercial corridor. From the beginning, the Neighborhood Association has kept the merchants abreast of its walkability efforts and educated them on its tie to economic revitalization. The two associations are eager to work together on this project plan. The Merchants' Association's letter of support is attached.

Two large local developers have also given their commitment to aiding the planning and implementation process. The Ashley Group, owner of the large Lakewood Plaza on McCain Blvd., has submitted a letter of support committing to helping identify an implementation partner for the project. Hal Matthews, the owner of Lakehill Shopping Center directly across JFK Blvd. from Park Hill Elementary, is willing to help create a safer crossing from the Park Hill Elementary property to his plaza. The walkable connection between the new mixed-use center and his retail and restaurant tenants will create a real economic and social powerhouse. He is also interested in the school property itself. We expect to receive Mr. Matthew's letter of support on Monday, Sept. 9, and will email it to Mr. Magee as soon as it is received.

We have the full cooperation of Bicycle Advocacy of Central Arkansas (BACA), a group of strong local advocates for improved bicycle infrastructure and education in the region. Their letter of support is attached.

Finally, we have attached a letter of support from Trinity Lutheran Church, which will be key to the public engagement process as it is where the Park Hill Neighborhood Association currently meets.

(d) Please identify below any steps that have already been taken in the community to lay the groundwork for the project, such as prior visioning, community-based planning, walkability audits, or similar efforts (200 words maximum).

Out of all of North Little Rock's neighborhoods, Park Hill has laid the most groundwork for Jump Start, groundwork that was notably laid primarily by the Neighborhood Association's initiative, not city government.

The Neighborhood Association was an active partner in the planning, promotion and execution of Park Hill's Walkability Workshop in November 2012. The workshop was very successful in both participation (35 neighbors) and outcome. Metroplan helped the Clinton School students form recommendations based on the residents' visioning activity, and the Neighborhood Association immediately formed a Walkability Task Force, which has devised the family fitness route proposal that is referenced in this application and on the project map.

The newly-formed Merchants' Association is working towards the revitalization of Park Hill's business community and has been actively involved in the wet/dry ballot initiative, which came up a great deal during the walkability workshop. Participants' consensus was that Park Hill would be much more walkable if its ½-mile radius included more shopping and dining destinations. The residents voting Park Hill "wet," i.e. allowing the sale of alcoholic beverages by the glass, would attract additional private investment in the form of restaurants and grocery stores.

(e) Please list any social infrastructure that exists to facilitate community gatherings (200 words maximum). *Examples may include: a housing nonprofit, regular community meetings, active civic groups, or neighborhood associations.*

Park Hill boasts one of North Little Rock's strongest neighborhood associations with 800 households on the mailing list and an average of 40 regular monthly meeting attendees.

Community gatherings are very easy to organize in Park Hill. The Neighborhood Association meets monthly at Trinity Lutheran Church, which also hosted the walkability workshop and has plenty of space for presentations, workshops, and meals. Other churches are also very generous with their facilities. Park Hill Baptist is available to host gatherings, and Park Hill Presbyterian is also very community-minded. For example, the church is a host partner with Family Promise of Pulaski County and currently houses homeless children and their families.

(f) (Optional) Applicants may provide additional information on local resources committed to the project (250 words maximum).

The Historic Neighborhood Association is very committed to Placemaking in Park Hill. It has already secured grants and partnerships for a "Perfectly Park Hill" branding campaign, which so far has implemented street banners, street sign toppers, and a branded electric box at the entrance to Park Hill from the interstate. In August 2013, it issued a call to artists for an outdoor sculpture to be located along the JFK corridor. The sculpture will be representative of the natural beauty and historic significance of the neighborhood and its brand, "Perfectly Park Hill." The sculpture will be jointly funded through a partnership with the City. Thanks to Neighborhood Association members' experience with historic preservation and grant-writing, we are confident that we can continue to bring resources to the table to supplement the public and private investment in the Jump Start project.

It is interesting to note that the Park Hill Neighborhood Association was revived back in 2008 when the City was planning to close Fire Station #5 on Magnolia Street. Through the Association's advocacy, the station was saved, and the neighborhood just celebrated the station's 75th birthday in July 2013 with a big party organized by the Association.

Now, neighbors are again coming together to save another valuable piece of property. Park Hill Elementary will close, however the neighborhood has the opportunity to turn it into something just as, if not more, valuable to the entire community and local economy.

Section 5: Development in Distressed Areas and Plans for Inclusion of Traditionally Underrepresented Groups

(a) ICAP will assign additional priority to projects in economically distressed areas or those in areas in which steps have been taken to ensure or improve income diversity. Please provide information on the socioeconomic status of households in the neighborhood(s) closest to the project site. Applicants should discuss how the area compares economically to the region as a whole and discuss any strategies that have been implemented to ensure income diversity at the project site (150 words maximum).

Compared to the rest of North Little Rock, the 72116 ZIP code, which includes Park Hill, has a higher than average median household income. In the American Community Survey, 72116 showed a \$61,228 median household income versus \$39,228 for North Little Rock and \$45,897 for Pulaski County. However, this zip code includes several higher-income areas, and it would be wrong to assume that Park Hill is economically homogenous. According to HUD data, Park Hill's Census block groups range from 24.6% to 41.5% low/moderate income. That being said, we still have work to do to ensure economic diversity at the project site. We propose that the Park Hill Elementary development serve as an example for mixed-income housing, both for sale and rent, so that individuals of all income levels and stages in life can enjoy Park Hill's amenities and sense of community.

(b) ICAP will assign additional priority to projects that will enhance racial, ethnic, and demographic (age, gender, etc.) diversity. Please discuss the demographic characteristics of the neighborhood(s) closest to the project site, making note of the presence of minority or underrepresented populations and any strategies and partnerships that have been, or will be, undertaken to enhance diversity in the project (150 words maximum).

The project team will pursue a strategic outreach plan to ensure diverse involvement in the planning and implementation of this project. We currently have three Hispanic-owned businesses on JFK, two restaurants and a coffee shop, and will make a concerted effort to engage those business owners and ask their guidance in reaching out to the Hispanic community.

We are also considering age diversity. Based on a demographic report for the ½-mile radius of Historic Park Hill, 27% of its population are over 60 years of age. One of the goals of the city's 5-year Community Development plan, which was submitted to HUD in 2011, is to support programs that make housing, infrastructure, and public services accessible to low- to moderate-income persons, including those with special needs and/or disabilities. Our vision is to build innovative housing opportunities for elderly and disabled individuals on the Park Hill Elementary property.

(c) (Optional) Applicants may provide additional information on economic distress or historical disadvantage of the project area (250 words maximum).

In order to address the bigger picture of economic and demographic diversity, the project team plans to engage surrounding neighborhoods such as Levy and Military Heights in the planning process, which have a stake in improving connectivity across the interstate and up and down the hills between our neighborhoods. Levy is home to a burgeoning Hispanic residential (22%) and business community, and Military Heights, where North Little Rock High School West Campus is located and which recently formed a neighborhood association, is 75% African American.

By improving pedestrian, bicycling, and public transportation between these areas and Park Hill we will provide more opportunity for these neighbors to easily access and take advantage of the new diverse housing and business opportunities created in Park Hill. Our neighborhood can become more appealing to these diverse groups by offering opportunities in dining, shopping, services, employment, and housing that are not currently offered.

Section 6: Innovative Elements and Potential to Serve as a Model

(a) Please discuss whether the project will contain any innovative elements that will enhance its success in furthering regional goals (150 words maximum). *For example, please discuss whether any elements of the project will foster both environmental and financial sustainability.*

Unfortunately, many consider it revolutionary when you put people before cars, but that is at the core of our efforts. Our goal is to transform the neighborhood and to focus on the historic Park Hill Elementary school as a "people place" for commerce, housing, and social interaction. Our efforts will result in a triple bottom line effect (people, planet and profit). Focusing on a more walkable neighborhood helps the people; focusing on an existing building helps the planet, and focusing on transforming the soon to be abandoned school into a multi-use facility will financially profit the developer(s) as well as socially profit neighbors and citizens by providing a 'third place'. Whenever a plan can be developed with a win-win-win scenario such as this, you ensure the third strike is always a home run.

(b) The ultimate purpose of Jump Start is to foster livability not only in the project sites chosen in this phase, but in the entire region. Ideally, future projects will build on concepts developed and implemented at the sites chosen for initial investments. Please elaborate on any specific aspects of the proposed project that you think could serve as a model for other communities in the region or the state (250 words maximum).

Returning Arkansas' neighborhoods to places where one can live, work, play and learn continues to be a model for communities not just throughout the state, but given the flat world offered by the Internet, throughout the country. Our efforts reflect a return to traditional development, before urban renewal and the proliferation of sprawl. Specifically, we will remind (and inspire) people to recognize that they don't have to apply highway standards to traditional commercial corridors. 'Wider and faster' ruins our public places and is unsafe. We shamefully design things a certain way because that is the standard. We will remind people that the standard isn't always the best option and that there is an alternative.

There is a larger issue at hand in the repurposing of our historic schools. Arkansas is experiencing a shifting population, and state school legislation mandates student minimums, causing a high level of school consolidation. North Little Rock recently passed the largest millage in the state, with an aggressive new campus construction campaign. It's been predicted that this is the first shot in an 'arms race' of school millage increases. Inevitably, this will lead to further abandonment of school campuses. Communities will have choices about these buildings and large swaths of property. We can be a model for those communities. Our work may actually help school districts pass millage increases if advocates can show that their neighborhoods won't be left scarred by the abandonment of these very large structures.

(c) (Optional) Applicants may provide additional information on innovative elements and the ability of the project to serve as a model for other communities (250 words maximum).

The Park Hill Neighborhood Association is committed to collaboration in its efforts to revitalize the commercial core, including its cornerstone focus, the historic Park Hill Elementary School. We can be a model for establishing partnerships with city government and helping restart a dormant merchants' association. We are the only neighborhood association in the city that is a member of the Chamber of Commerce, and our partnership with them helped set a November 12th election allowing citizens to vote on making the area 'wet' for the first time since 1966. That effort is a model for advocacy and implementation, two key elements for innovation. Our efforts will be a model for value creation in neighborhoods like Park Hill that have residential value, but only a limited amount of commercial value.

Regardless of one's perspective on the issue of alcohol in the neighborhood, should the ballot initiative pass, there is the likelihood of restaurants and bars popping up throughout the commercial core. Like many growing communities across the region, we must prepare for this development. Inappropriate infill would have a detrimental effect on placemaking efforts. Repeated business failures could create the perception that the area is not a good location for start-ups. While this may be the furthest thing from the truth (a vast majority of small businesses fail due to marketing or capitalization failures), we must be proactive, particularly in the early years. Jump Start will provide the right footing for Park Hill and the rest of central Arkansas.