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INTRODUCTION:

The Pleasant Valley Neighborhood possesses many of the characteristics that are needed to form a successful neighborhood, in terms of both residential interaction and creating a self-reliable neighborhood.

Important neighborhood qualities of Pleasant Valley:

- Network of natural green spaces
- Peaceful Setting
- Walk-able Layout
- Friendly Environment
- Two Community Pools
- Neighborhood Involvement between Residents

These features help to buffer the residents from the metropolis that surrounds the neighborhood as well as create a unique setting that differs from many of the newly developed neighborhoods. These two aspects provide for a desirable retreat from the city without losing any of the every day conveniences. In order to improve the neighborhood and create a greater feeling of community these existing attributes will be used as a basis for which to construct a master plan for Pleasant Valley that emphasizes the existing elements by updating and enhancing their importance within the overall community.

RESIDENT SURVEY AND RESULTS:

A neighborhood survey was conducted and allowed for resident insight as to what were viewed as good and bad elements within the neighborhood. Information was taken directly from these surveys and was incorporated into the master plan in order to address specific residential concerns from residents of the neighborhood.

What I Like about Pleasant Valley:

- Natural areas in the greenspace including existing trees
- Peaceful
- Friendly
- Walkable
- Two Pools
- Community involvement

What I Dislike about Pleasant Valley:

- Narrow sidewalks
- Speed of through traffic
- Exiting left on to Rodney Parham from Hidden Valley Drive
- Exiting Rocky Valley onto Rodney Parham

- Drainage problems in park areas
- Busy intersection at Pleasant Valley and Arkansas Valley
- Use of Round-up on creek banks and street signs
- Weed-eating wildflowers along creek
- Dog refuse throughout neighborhood
- Any streets widened
- Any tree cut
- Squirrels
- Rats
- Chainlink fencing
- Barking dogs
- Separation of East and West sections of the Neighborhood
- Typical commercial and bank landscape look
- Loud radios at pool areas
- Snakes
- Concrete Channel lined grassy flats creek
- Rodney Parham and Pleasant Valley Intersection

As a resident of Pleasant Valley I would like to see:

- Extend sidewalks along Hidden Valley Drive to Rodney Parham connecting to the Burger King and Video Store
- Add guardrails to the bridge at Rocky Valley Drive at Grassy Flats Creek
- Pavilion and/or amphitheater in Arkansas Valley Park
- Traffic calming along Arkansas Valley Drive
- Wider sidewalks along Hidden Valley, Pleasant Valley and Arkansas Valley Drives
- Lots of beautiful enhanced green areas
- Great entrance with signs
- Increased safety
- New clean functional pools
- Bicycle lanes
- Crosswalk at Rodney Parham and Country Oaks Drive
- Sidewalk or Path around Valley Club w/ benches where possible
- Raised crossing at Rodney Parham and Pleasant Valley Drive
- Crosswalk at Rodney Parham and Happy Valley Drive
- Sidewalk along Happy Valley Drive
- Raised crosswalk at Rodney Parham and Valley Club Circle
- Roofed Pavilion at Hidden Valley Park
- Remove Pool at Hidden Valley Park
- Sidewalk along Imperial Valley Drive
- Expand parking toward office at Arkansas Valley Park
- Improve Lighting at Arkansas Valley Park
- New fence, pool and landscaping at Arkansas Valley Park

- Remove office building at Arkansas Valley Park; add changing rooms, utility room, and office. (One building for all)
- Raised crosswalk with pedestrian light at Hidden Valley and Pleasant Valley Drive
- Wildflower seeds and native shrubs and trees scattered along creek, especially those that encourage butterflies, hummingbirds, and other wildlife.
- Soft surface trail system throughout greenbelt
- Shields for existing lighting and new lighting to decrease upward light pollution
- Grassy Flat Creek restored to its natural form – get rid of concrete along banks and stream bottom
- Building for group activities
- Ingress/egress cameras at neighborhood boundaries
- Developed greenspace on West side of Rodney Parham
- Our own identity
- Greater awareness level and appreciation of the treasure we have here
- Move overhead electric lines underground
- Beautify the landscape at both pools
- Preserve the natural beauty
- Keep cost down
- Add jog/walk trail next to narrow sidewalks. Do not increase sidewalk width
- Open air pavilion
- Accessibility access to pools
- Crosswalks at pool parks into parks connecting pools
- Lighted walkway along Hidden Valley Drive and Grassy Flats Creek Greenbelt

MASTER PLAN DESIGN GOALS:

I. Community Identity:

In order to create a stronger sense of community there should be a well defined boundary that lets the resident and passer-by know that they are in a place that is not just another part of the city but rather a unique conglomerate of people.

Community Boundary Types include:

- Neighborhood Entryways and Signage
- Identity Signage and Markers placed throughout the neighborhood.

With the installation of these markers Pleasant Valley will have the necessary boundary that defines the neighborhood and begins to create a sense of place for the entire community. Along with the creation of a definite neighborhood edge there are several other elements that can aid in the creation of a community. These basic structures often make the place feel more like a community by providing the necessary features that foster community involvement and make-up the space.

Elements include:

- Installation of new street lighting and banners
 - Would convey a universal theme, provide hangers for community banners used during seasonal/special events or announcements, and give pedestrians longer periods of use out of doors
- Trailhead and information kiosks
 - Trailhead and information Kiosks provide space for community news and events that can be easily shared with the neighborhood as well as provide a venue for other forms of information ranging from trail distances to what types of vegetation located along a particular trail.
- Provide benched areas along pedestrian circulation routes and information
- Overall pedestrian circulation system that connects with the entire neighborhood

II. Pedestrian and Vehicular Circulation

All of these elements help to create a visual connection throughout the neighborhood and give residents a way to enjoy their natural surroundings and help to keep each other informed about community news and local happenings.

Along with creating a stronger sense of place, Pleasant Valley needs a pedestrian circulation system that is not only safe, but one that also allows for a wide range of user groups and can accommodate multiple users (walkers, runners, bikers, inline skaters, etc).

The following elements are needed in order to create a successful pedestrian circulation system that can be used by everyone.

- Larger pedestrian use walkways

- Traffic calming devices
- Provide a greenbelt system that can be used not only as a development buffer but act as a pedestrian artery that connects Pleasant Valley.
- Trail head and Informational kiosks
- Small seating areas that can be incorporated into the trail system. These areas will include benches, water fountains, and other amenities.

By providing periodic space for rest/replenishment users are allowed to do more than walk/ride/bike, these spaces help to get residents out in a true community setting and aid in the creation of surroundings that encourage an active community within a previously unused neighborhood space. Along with a heightened sense of community the neighborhood becomes a safer friendlier place. The residents of the community will be able to get out and enjoy their neighborhood as well as have an environment that is more conducive to resident interaction.

III. Community Gathering Areas:

For a community to be able interact with one another there should be spacious areas that allow for the congregation of large numbers of people as well as provide a common bond to attract individuals to a particular area. Community parks, pools and centers provide the desired destinations for many of the neighborhoods needs. In order to provide Pleasant Valley with these needs the renovation of Arkansas Valley Pool/Park will make available a unique area that fulfills the needs of a community gathering area as well as give residents a one of a kind pool and park that separates Pleasant Valley from the surrounding neighborhoods.

Neighborhood needs that are addressed with the new pool/park design:

- Allow for more users at a time
- Offer (3) swim lanes
- Incorporate an interactive play area
- Provide accessibility for any resident
- New pool restrooms
- Changing rooms
- Vending area
- New community center that would house available office space as well as storage areas for the Pleasant Valley Property Owners Association
- Provide residents with a meeting hall containing restrooms, and a kitchen that could serve a number of uses from organized group meeting to children's birthday parties and club gatherings.

The new pool will have a more efficient design, allowing for greater neighborhood use, and better accommodate all of the residents in Pleasant Valley. By building a community center that better caters to the needs of the residents along with the installation of a new pool that is up to date and serves a multi functional purpose the neighborhood will greatly benefit from these two additions. With the addition of these two new elements Arkansas Valley Park would act as central node that draws the neighborhood together and provides a much needed common ground that caters to all residents, all while filling the needs of the neighborhood.

MASTER PLAN PHASING:

The overall master plan will involve a great amount of work and implementation will take place over a long time period. In order to achieve the goals set in the master plan, phasing of the project will take place to help ensure that each portion of the project receives the best possible outcome and is built within a specific budget.

- Phasing of the master plan will allow for the neighborhood to have specific attention placed on areas that are in need of immediate improvement, while allowing for time to raise funds and devise that best construction plan for the remaining improvements shown on the plan.
- Each phase has the potential of being combined with additional phases or being broken down even further depending upon the amount of funding available at a specific time.
- Construction time frames can be adjusted as more funds become available whether it is through grants, donations, or other forms of fund raising.

Project List and Priority:	City Involvement	Neighborhood Assessment
I. Community Gathering Areas:		1 (low) to 10 (high)
a. Arkansas Valley Park	Low	9
b. Hidden Valley Park	Low	8
II. Neighborhood Identity		
a. Main Entry Signage	Low	8
b. Secondary Entry Signage	Low	8
c. Monument Signage	Low	5
d. Lighting Standards with Banners	None	6
III. Pedestrian Circulation and Traffic Calming Devices		
a. Rodney Parham Improvements	High	8
b. Vehicular/Pedestrian Intersections	Med.	6
c. Rodney Parham at Rock Valley	Med.	3
d. Concrete Sidewalks	Med.	7
e. Bench Seating Areas	None	7
f. Soft Surface Trail Development	None	5
g. Lighting	None	5
IV. Ecological Restoration and Development		
a. Park Identity Trailhead Kiosk	None	5
b. Trail Development	None	5
c. Interpretive Signage	None	3
d. Bridges, Picnic Tables, Grills, Trash Cans	None	5
e. Pedestrian Bridges	None	6
f. Grassy Flats Creek Restoration	Low	7
g. Remove Concrete Channel	High	5

Phase I:

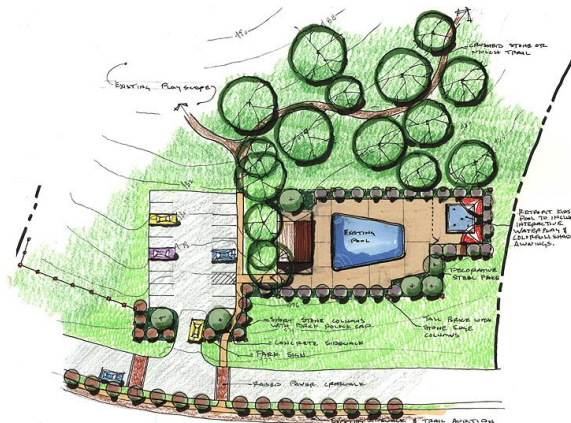
I. Community Gathering Areas:

The first area of concern is upgrading an existing neighborhood amenity in order to set the framework for the neighborhood identity of Pleasant Valley.

- Arkansas Valley Pool and Park was chosen due to the important role that the park plays in the master plan, as well as the immediate positive impact that the renovation will have on the neighborhood.
- Upon completion of the pool and park, the neighborhood will have a central space that will serve as an attraction to all residents of Pleasant Valley and provide the neighborhood with a much needed amenity that helps to enhance the quality of life within the community.
- Hidden Valley Park Improvements include an upgrade of the existing pool pavilion in order to tie the park visually with the new Arkansas Valley Park. Also included in the upgrade will be the retrofit of the kid's pool to include interactive water features, new decorative fence surrounding the pool area and park signage.



Arkansas Valley Park



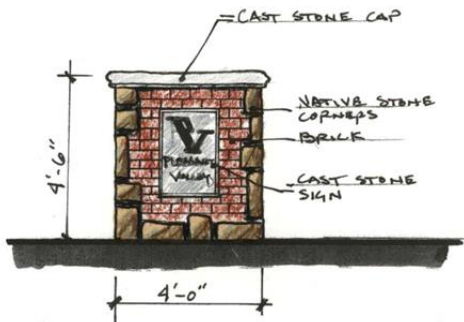
Hidden Valley Park

Future Phases:

The remaining phases do not lack individual importance; rather they act as a collective group that once all are complete the stronger the elements become. Each phase addresses a different part of the master plan and can be coupled with other phases as funding becomes available.

II. Neighborhood Identity:

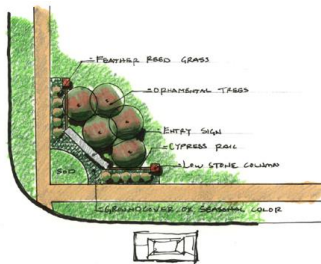
- A main entry sign into the neighborhood as well as a secondary entry sign shall be constructed in order to provide a definite gateway that defines the outer boundaries of the neighborhood and creates a one of a kind identity unique to Pleasant Valley.
- Lighting Standard with Neighborhood Banner
- Material Continuity



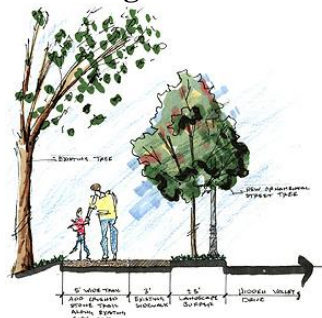
Monument Signage



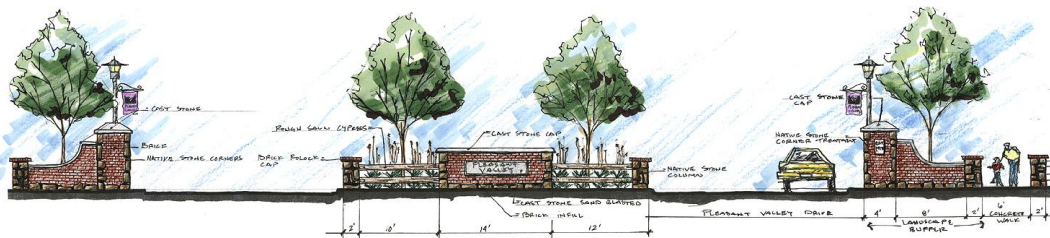
Light Standard



Entry Signage Planting Plan



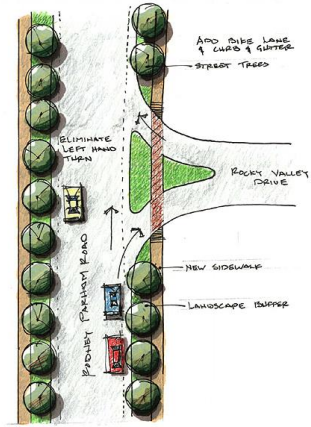
Typical Street Edge Treatment



Main Entry Signage

III. Pedestrian and Vehicular Circulation:

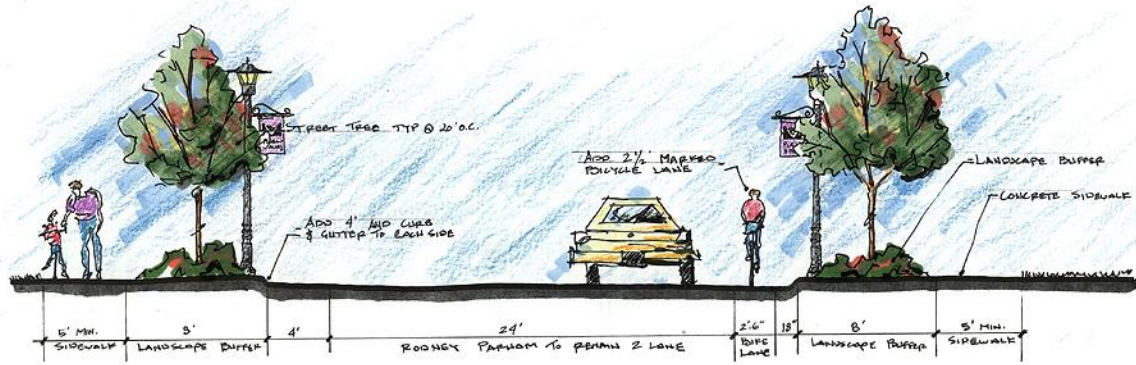
- Installation of traffic calming devices, street lighting, increase amount of pedestrian thoroughfares.
- Provide a 5' sidewalk around valley club circle along the side adjacent to the golf course. Place approximately 12 benches along this walk, exact locations are to be determined. One location is to have a water fountain along with a pet fountain. Lighting shall be placed along this walk as determined necessary. All lighting shall include the standard Pleasant Valley Neighborhood banner and coordinate with past phase construction guidelines.
- Provide a round-a-bout at the intersection of Pleasant Valley Drive and Rodney Parham as a traffic calming device creating a much more safe and pedestrian friendly intersection while allowing for greater volumes of traffic. The intersection becomes the main link between the east and west division in the neighborhood. Rodney Parham shall be widened 4' on each side to allow for a marked bicycle lane. Curb and gutter is to be placed along the road edge. Both sides shall include an 8' tree lined landscape buffer with a 5' min. sidewalk along both sides of the road. Approximately (4) bench locations shall be determined with street lighting, possessing the standard Pleasant Valley Neighborhood banner.
- Install raised paver crosswalks at the intersection of Rodney Parham and Bluff Drive along with a secondary entry sign. This intersection is a potential link to both the Grassy Flats Creek trail and the neighborhood greenbelt system creating a complete pedestrian circulation system.
- Add a 5' trail along side the existing 3' concrete sidewalk running along Hidden Valley Drive. Provide ornamental trees within the existing 4' wide landscape buffer. Place approximately 8 benches along this trail exact locations are to be determined. One bench location shall contain a water fountain with a pet fountain. Provide lighting using the standard pleasant valley light post and Fixture approximately 150' on center.
- Intersection of Rodney Parham and Rocky Valley Drive shall have a secondary entry sign and a median island to eliminate left hand turns on to Rocky Valley from Rodney Parham.



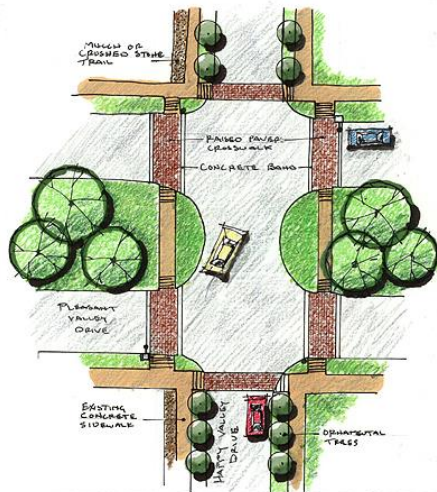
Intersection at Rocky Valley and Rodney Parham



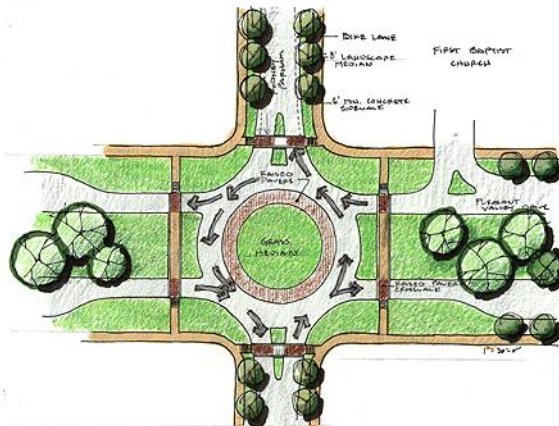
Pedestrian Seating Area along Sidewalk



Rodney Parham Section with 8' Landscape Buffers and 5' Pedestrian Walks.



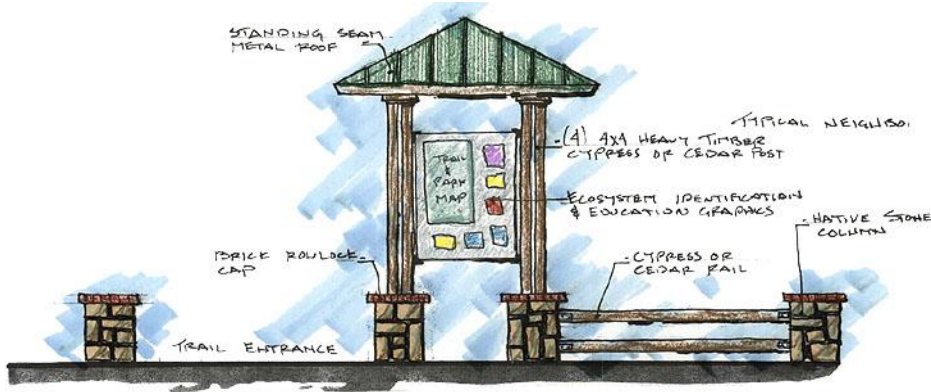
Crosswalks at Vehicular-Pedestrian Intersections



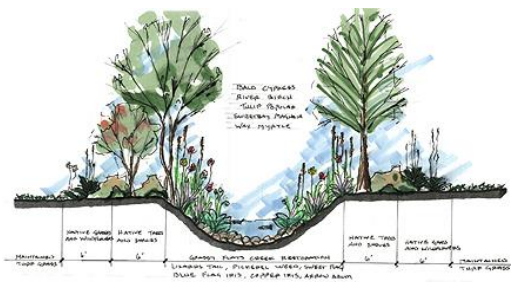
Vehicular Roundabout at Pleasant Valley Drive

IV: Ecological Development:

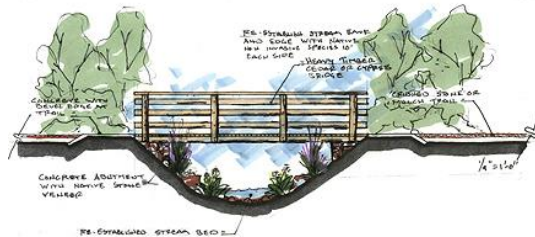
- Incorporate a Greenbelt pocket park with an accompanying trail system and picnic area with tables. The trail entry shall have a typical kiosk containing park information regarding trail distance as well as the ecological importance of the wooded area and its drainage features.
- Remove concrete channel from Grassy Flats Creek and begin a creek restoration buffer of 12' out from the stream banks. This will allow for the creek to be a more natural system while retaining its ability to handle storm water during rain events.



Informational Trail Head Kiosk



Natural Creek Reestablishment



Pedestrian Bridge



Pedestrian Trail Through Natural Area

FUNDING OPPURTUNITES:

Funding will play a major role in the implementation of the master plan goals. A project of this scale will require funding from several different sources and municipalities both state and local. In order to achieve the full potential of the master plan a list has been compiled complete with names and contact information of potential contributors. This is only a portion of agencies that provide a wide variety and monetary ranges to projects of this nature. All fund information was part of a list compiled for the Lewis and Clark Bicentennial Sourcebook for community funding resources.

WATERSHED PROTECTION AND FLOOD PREVENTION

Agency: Natural Resources Conservation Service, U.S. Department of Agriculture

Program Description: The Watershed Protection and Flood Prevention Program provide financial and technological assistance to projects designed to protect, develop, and utilize the land and water resources in small watersheds. Financial assistance is provided for activities related to watershed protection, flood prevention, agricultural water management, and sedimentation control; and to public fish, wildlife, and recreation projects.

Types of support: Project Grants, and Advisory Services and Counseling. Financial assistance (per State) ranges from \$0 to \$2.2 million and averages \$650,000.

Eligibility: State Agencies, local governments, consortia of local governments, Tribes, and nonprofit organizations with the requisite legal authority to carry out watershed work of improvement.

Contact Information: Contact: Regional or local offices of the Natural Resources Conservation Service.

RECREATIONAL TRAILS PROGRAM

Agency: Federal Highway Administration, U.S. Department of Transportation

Program Description: The recreational Trails program provides funds to the States to develop and maintain recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Funds administered through the Recreational Trails Program may be used for maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, the purchase and lease of trail construction equipment, the construction of new trails, and the acquisition of easements or property for trails. This program also supports the operation of trail education programs, and state administrative costs relating to this program.

Types of Support: Formula Grants. Funds administered through this program are apportioned to the States. For fiscal year 2000, State apportionments ranges from \$483,000 to \$3.2 million.

Eligibility: Eligibility is limited to those State agencies designated by the Governor as responsible for administering this program. This state agency may accept project proposals from private organizations, State and local governments, tribes, and federal government entities.

Contact Information: State Agencies responsible for the Recreational Trails Program

LAND AND WATER CONSERVATION FUND GRANTS

Agency: National park Service, U.S. Department of the Interior

Program Description: Land and Water Conservation Fund Grants are provided to the States and their political subdivisions for the preparation of Statewide Comprehensive Outdoor Recreation Plans, and for the acquisition and development of outdoor recreation areas and facilities for use by the general public.

Types of Support: Project Grants. Financial assistance provided through this program is administered in the form of matching grants. Grants are limited to 50% of the total project costs.

Examples of previously Funded Projects: Land and Water Conservation Fund Grants have been used for land acquisition and a variety of outdoor recreation projects, including the establishment of picnic areas, inner city parks, campgrounds, and bike trails.

Eligibility: Units of State and local governments.

Contact Information: Contact: State Land and Water Conservation Fund

FEDERAL-AID HIGHWAY PROGRAM

Agency: Federal Highway Administration, U.S. Department of Transportation

Program Description: The Federal-Aid Highway Program provides federal financial assistance to the States to construct and improve the National Highway System, other major roads, bridges, bicycle and pedestrian facilities, and trails. It has several major program categories, each with its own distinctive characteristics. National Highway System funds construct and improve the nation's most important highway corridors; Bridge program assistance is provided to construction and rehabilitation of other major roads and transportation enhancement activities; and the Recreational Trails program is intended to develop and maintain recreational trails for motorized and non-motorized trails and trail-related projects.

Types of Support: Formula Grants

Examples of Previously Funded Projects: Financial Assistance has been used for Interstate maintenance, major highway construction and rehabilitation, bridge construction and rehabilitation, highway improvements to benefit transit, transportation enhancements, bicycle and pedestrian facilities, and trails.

Eligibility: State Departments of Transportation. Local governments and Tribes may submit project proposals to State Transportation agencies.

Contact Information: Contact: State Departments of Transportation.

TRAILS FOR LIFE GRANTS

Agency: Arkansas Department of Parks and Tourism – Outdoor Recreation Grants Program.

For more information, contact: Bryan Keller, director, Outdoor Recreation Grants Program, Arkansas Department of Parks and Tourism, One Capitol Mall, Little Rock, AR 72201. Phone: (501) 682-1301.

SUSTAINABLE DEVELOPMENT CHALLENGE GRANTS

Agency: Office of Administration, Environmental Protection Agency

Program Description: Sustainable Development Challenge Grants support community-based projects that promote sustainable development; leverage private and public investments to enhance environmental quality by enabling community sustainability efforts to continue past EPA funding; and help to build partnerships that increase a community's capacity to ensure long-term ecosystem and human health, economic vitality, and community well-being.

Types of Support: Project Grants. Grants are limited to \$250,000 per project.

Examples of Previously Funded Projects: Community Revitalization

Eligibility: States, local governments, Tribes, and non-profit organizations.

Contact Information: Contact: Regional or local offices of the U.S. Environmental Protection Agency.