

To whom it may concern,

We could not be more excited about this opportunity. As long-time local residents and cycling enthusiasts, we, Travers Martin and Lesley Hoffman, have spent our fair share of time out on Sandy Hook and like many others have fallen into a deep relationship with its unique environment. We are both Rutgers Graduates; Travers with a BA in Landscape Architecture and Lesley with a BA in French and English and we are currently finishing up our graduate studies this year. Yet throughout it all, what we look forward to most is our return every summer to the area where Lesley takes up her annual post as an NPS lifeguard and Travers, his position as bike-mechanic and youth instructor at Second Life Bikes in Asbury Park.

What we are most passionate about is cycling. Cycling itself is a celebration of the environment. It effortlessly combines all the elements in its very essence (quite literally if you have ever ridden from Asbury to Sandy Hook against the wind. Both ways if you luckily catch the 3pm shift on summer days) cementing the inherent symbiotic relationship between man and nature. Like us, many other riders make their way out on to Sandy Hook. Local club teams, professional riders and day-long tourists find joy in riding the long stretches of asphalt that overlook an ecological marvel: where a brackish performance fosters one of the most important estuaries on the east coast.

Our proposal for a single-building re-use is a Bicycle Cafe that serves to capture and support this already developed community of cyclists and tourists that is growing larger every year. Emulating a European-style cafe we will offer simple fare while also providing bicycle services, retail and rentals with a philanthropic twist. Bringing the cycling community together, the cafe will benefit from both the local and tourist population, allowing the space for both to cultivate a deeper relationship with the environment at the north end of Sandy Hook.

We also intend to serve the community in a larger context; incorporating involvement from the non-profit organization of Second Life Bikes to coordinate youth bike rides for the encouragement of both exercise and environmental awareness. Using the proceeds from bicycle and coffee sales as a method of funding, we can create an even larger educational platform that will draw more users to the site that may be interested in activities beyond the normal sunbathing, fishing and surfing normally sought at Sandy Hook.

Who are we again? We are ambassadors to the newly invigorated Fort Hancock community. We are lively, young, socially aware and deeply-rooted in the local community. We are two people who are passionate about connecting individuals to the environment. We are students, lifeguards, teachers, bike mechanics, travelers and lovers of life. We are physically capable, experienced in construction and non-profit youth involvement; we just need space to grow.

Thank you,

Lesley Hoffman and Travers Martin

Concept

The Chrome Fork:

A bicycle cafe providing beverage, bicycle and environmental services to local users and visitors to Gateway National Park

Model bike-cafes are cropping up throughout the country; rapidly occupying desirable metropolitan space in places like New York, Seattle and San Francisco where the cycling community is glaringly present. Bike shop owners and cafe owners are realizing that cycling is more than just a means of transportation; it is a lifestyle. Tapping into this established audience, businesses are taking a turn and providing *space* to engage in this lifestyle within their establishments. By uniting two seemingly separate service industries, business has become a community. With ever-growing technological trends monopolizing most of our time and social interactions, a small refuge for community is always a welcome breath of fresh air.

The conceptual design for our bicycle cafe: The Chrome Fork, is as multi-faceted as our unique community in the area surrounding Sandy Hook. We intend to offer coffee, tea, locally-sourced food, bicycle services and sales while also providing a meeting space for enrichment opportunities through an affiliation with a non-profit organization in Asbury Park: Second-Life Bikes.

Cafe Services

Gaining popularity through the Slow-Food movement, local coffee roasters like Rook and Booskerdoo have made a name for themselves in the region, and are enjoying incredible success. The same can be said for Kane and Carton Brewery, who have sprung up nearly overnight and are already nationally recognized brands served in bars across the country. Farmer's markets at the Galleria in Red Bank and on Bay Ave. in downtown Highlands are becoming a more and more accessible way for people to get their weekly produce. People care about good food and good products, but they care even more about the sense of community it creates. We want to celebrate this innate desire, by cultivating locally-sourced products to use in our cafe and serving them to the same people that create them. We intend to join a CSA (Community Supported Agriculture), where we purchase a share of a local farm's production, obtaining seasonal produce to share with our patrons while developing a relationship with local farmers. Conjuring up a steaming Jersey Shore Coffee Roasters cappuccino or ladling out a delicious winter-squash soup from Middletown, NJ for a National Park tourist would create a truly sensible experience, giving them a real appreciation for the environment which they came so far to admire. There is no need to wait until you are in Rome or Buenos Aires to appreciate the delicate flavors of the local cuisine; it is time we start celebrating the very land we inhabit.

Bicycle Services

Celebrating the land occurs every time someone hops on a bike. The intimate relationship between one's body and the earth is in perfect harmony on a bicycle, at least until you fall off. Travers has been a bicycle mechanic for the entirety of his life, and professionally at both Shrewsbury Bicycles and Second-Life Bikes. He not only fixes normal bicycle issues and restores long-forgotten vintage bikes, but also builds customized set ups for a variety of purposes. Sandy Hook's unique environment allows for a great variety of cycling possibilities: road riding, cruising, nearby mountain biking in Hartshorne, and even sand-biking with one of the newly christened "Fat bikes". Owning and having professional experience with all of these different varieties, we will offer repair and rental services as well as retail options that suit every one of Sandy Hook's cycling opportunities.

Educational and Environmental Services: Youth cycling program

Everyone of Sandy Hook's cycling opportunities offer an experience to immerse oneself in the environment, each with its own unique aspect. And it doesn't have to be expressed that people who cycle are more apt to *care* about their environment: it is a natural and subsequent effect. People who ride their bikes down Ocean Avenue don't throw Snapple bottles out of car windows. Kids who mountain bike in Hartshorne Woods don't remove rocks that prevent the trail from eroding. Children who ride on the Sandy Hook MUP don't leave garbage in their wake. Interacting and developing a relationship with your environment is the best way to get someone to take care of it. With the help of Second-Life bikes, we will lead organized rides on Sandy Hook with the youth program from their Asbury Park home, as well as other children from the area. This will bring local youth who don't normally frequent the park to the area on a regular basis, and will foster a deeper relationship with the shoreline. Beyond volunteering at Second-Life bikes, Lesley has experience teaching as she has been a French instructor at Rutgers University through graduate school for the past three years. Travers, an experienced Landscape Architect with a focus in Environmental Planning and Design is well-versed in the preservation of natural landscapes as well as the ecological balance of local flora and fauna. Through rides peppered with nature talks and beach clean-ups, the children will realize that what goes in the ocean in Asbury Park, and even further south, ends up on the beaches of Sandy Hook. The interconnected nature of the local environment is often overlooked, but with the organic cultivation of a deeper relationship through cycling and education, we will develop a young population of environmentalists who will in turn, educate others.

Building use

With the intent to educate and celebrate the community, our desire to preserve and restore the entire structure of either a single former Lieutenant's or Captain's Quarters is a celebration of its beauty and history. The layout of the home is conducive to the coziness and intimacy desired in a cafe space, while it also possesses options for the separation of bike repair space. With the aid of Travers' Landscape Architecture, Environmental Planning and construction expertise, we don't intend to make any structural changes whatsoever to the building, outside of necessary repairs, in order to best present the building as it was in its original historical context. Like that to the environment, an interaction with history in a natural and enjoyable manner fosters a sense of respect and responsibility toward its upkeep and a desire to educate oneself about it. With the To make the building a space for community is to remake history into a communal

space; bringing tourists and local residents to Fort Hancock for a more intimate and lasting experience, that will keep them coming back.

Community Impact

To bring a sense of living community to historical Fort Hancock for both locals and tourists would create an invaluable effect on the park and the surrounding area. Sandy Hook as it is right now, is cut-off from the routine of the everyday suburban individual and tourists often leave the park in search of refreshment elsewhere. To go to Sandy Hook, as it is now, is an isolated experience, limited by its own structure. However, the unique placement of the bicycle cafe would not only keep many tourists on Sandy Hook longer, but also function to bring the local community into more frequent contact with the park. Bringing locally-produced goods out to the north end of the peninsula would also extend the economic reach of our local community, and simultaneously send tourists outwards, after giving them a feel for what our area has to offer.

Sustainability

Sustainability addresses and respects the community. A program for sustainability is inherently built into our proposal; effective on the level of community, economy as well as in the environmental sphere. Sustainability is no longer a quality to be simply factored in when conceptualizing space and business, it is a necessary part of the process. Our locally-sourced goods provide a sustainable future for local businesses and farmers, while also celebrating and encouraging the use of clean environmental practices not upheld by large corporate entities. Providing services to the cycling community, as it is still in steady growth, eliminates the use of fossil fuels, even momentarily, and helps create a population of healthy individuals who care about the environment in which they ride. And lastly, our youth riding program will foster the future of sustainable environmental practices, providing these children with the opportunity to naturally cultivate their innate relationship to the delicate ecological balance of our world through education and play.

Environmental Impact

Utilizing locally-produced products and produce, encouraging the natural relationship between rider and the environment through youth bike rides, and serving a community from sunrise until sunset: you can see that working *with* the environment is a natural part of our lives. Composting and recycling not only saves waste from going into landfills, but saves money and time and has irreplaceable benefits to our personal lives. The production of waste is a choice, a habit which one develops over time. However, it is just as easy to form new habits. We care about the health of our soil and therefore do not use harmful household cleaners. We care about maintaining a variety of flourishing aquatic species and do not use plastics (if we can help it) which they could ingest. We recycle everything we can, even making use of many types of containers for storage. We also intend to educate others about the nearly effortless quality of many of these practices, so that they too, may reap its rewards.

Benefit

The benefit to the NPS of the terms and conditions of our proposal will be invaluable. As local Red Bank residents, Rutgers graduates and Second-Life bike volunteers we are deeply-rooted in not only the preservation of our local environment, but the fostering of our community in

that space. Our love for the region, for the history of Fort Hancock and the natural beauty of Sandy Hook emanates from the core of our proposal, embodying every facet of what the park represents. The same reasons that draw users to Sandy Hook year after year are the very foundations of our practice and proposal. With an agreement to a ten year through a sixty year lease, we can guarantee the benefit to the NPS will exponentially compliment the length of those terms. As a community, we already inhabit a large part of the ecological make-up of Sandy Hook and simply need a place for us to thrive.

Financial Plan

Approach

Our belief in sustainable community practices carries over into the financial aspect of The Chrome Fork as well. With a combination of State and Federal grants, local donations, private investors and crowd-funding techniques, we will be able to get up and running while supplementing any further financial needs with private loans.

Grants

There is a myriad of options available for grants on both the state and federal level; especially in areas of both historical preservation and sustainable community design. The Garden State Historic Preservation Trust Fund of New Jersey houses funds which they offer in the form of a matching grant opportunity for those in the pursuit of historical restoration. The EPA has developed a system of grants available through the *Building Blocks for Sustainable Communities Program* to encourage sustainable practice within small businesses while another federal program titled: The Community Economic Development (CED) Projects encourages applicants to submit their proposals for sustainable business which aid in low-income communities like Asbury Park. There are also more broadly structured state and federal grants for small businesses, especially for those rebuilding in the wake of Hurricane Sandy.

Donations

As The Chrome Fork is a community-centered endeavor, it is best to receive support from the community from the very beginning. To do this we intend to solicit donations from local cycling teams and sponsors (who we are certain would pay an exorbitant amount to enjoy an espresso after the dreaded head-wind of the 7 mile stretch from Sea Bright), Historical societies, as well as the local businesses who are interested in developing a relationship. We will also appeal to Rutgers University for funding to support historical preservation, as well as ecological and educational benefits.

Crowd-Funding

With the ever increasingly popular, and quite successful form of fund-raising being held in online forums like Kickstarter and RocketHub (currently hosting Second-Life Bikes effort to purchase their current residence), many small businesses and non-profit organizations have been able to obtain a successful starting point beyond their own means. Through outreach and education, one further develops a relationship with the community for whom the business has been created. And with help from the countless number of visitors and cyclists who flock to Sandy Hook's beaches and Fort Hancock's history we would have more than enough funding to fully preserve and enjoy a single historical structure at the very north end of the Sandy Hook peninsula.

Biographies

Travers Martin resident, Red Bank, NJ



Parsons, the New School of Design, New York, NY
Master of Science in Design and Urban Ecologies, expected graduation May 2014

Rutgers University, Cook College, New Brunswick, NJ
Bachelor of Science in Environmental Planning and Design, Landscape Architecture , May 2008

Related Experience

Bicycle mechanic and event organizer for Citibike (New York City Bike Share)
 Fall 2012-Present

- Regular maintenance and safety check of bicycles and equipment
- Bicycle assembly
- Field research of bicycle usage

Mechanic/ Instructor at Second Life Bikes, Asbury Park, NJ

- Used bicycle repair
- Taught bicycle repair and safety check workshops
- Headed bike rides with local youth

Landscape designer, Monmouth County, NJ

- Freelance design and implementation of residential, commercial and environmental landscape plans
- Native plant selection and consultation
- Habitat restoration

Related Activities

Volunteer, Second-Life Bikes, Asbury Park, NJ 2010-Present

Volunteer, Hurricane Sandy Disaster Relief, Sea Bright, NJ Fall-Spring 2012

Member "Park Slope Food Co-op"

Passionate gardener and cyclist

Rutgers traditional woodworking club

Skilled carpenter

Lesley Hoffman resident, Red Bank, NJ



Rutgers University, School of Arts and Sciences, New Brunswick, NJ
Master of Arts in French, expected graduation May 2014

Rutgers University, School of Arts and Sciences, New Brunswick, NJ
Bachelor of Arts in English and French (double major), May 2011

Rumson-Fair Haven Regional High School, Rumson, NJ
High School diploma, June 2004

Related Experience

Instructor of French, Rutgers University, New Brunswick NJ
 Fall 2011-Present

- Lead classroom activities and discussions
- Create quizzes and exams
- Provide grades and feedback for all student work

Lifeguard, National Park Service, Gateway National Recreation Area, Highlands, NJ, Seasonal employment 2011-Present

- Certified in CPR and First Aid; lifesaving techniques

Waitress and Hostess, The Dublin House, Red Bank, NJ 2009-2012

- Completed guest orders, prepared drinks and desserts
- Organized private events

Related Activities

Volunteer, Second-Life Bikes, Asbury Park, NJ 2011-Present

Rutgers University Cycling team, Racer, 2011-Present

Volunteer, Hurricane Sandy Disaster Relief, Sea Bright, NJ Fall-Spring 2012

Member "Park Slope Food Co-op"

Dog foster-parent

Avid gardener