

## Trend in Crime Reduction Continues

Long recognized as a leader among municipal police agencies in St. Louis County, the Clayton Police Department consistently strives to ensure the quality of its personnel, and has historically retained one of the best-educated, most highly trained and respected police forces in the metropolitan region. Clayton's 2009 crime statistics reflect the quality of the Department's law enforcement efforts.

**9%** Following a decrease of 23% in 2008, the Clayton Police Department's preliminary crime statistics for 2009 show a 9% reduction in Part 1 (serious) Crimes.

**25%** In 2009, violent crimes in Clayton, which includes robberies and assaults, were reduced from 24 to 18 incidents which is a 25% decrease.

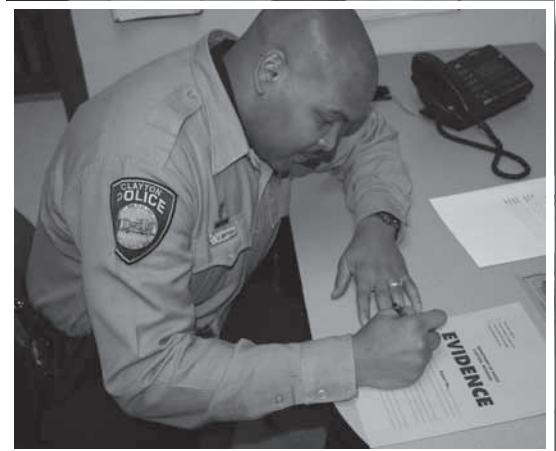
**0** There were no murders or rapes in 2009.

**20%** An overall reduction in property crimes includes a 20% reduction in larcenies, one of the most frequently reported crimes.

**50%** There was a decrease of more than 50% in auto theft.

**34%** Police Chief Tom Byrne also reported that the percentage of cases that were solved during 2009 rose by 7.5% to 34%, which is well above the national average of 18%.

"Clayton continues to be a very safe place to live and work," said City Manager Craig Owens. "We commend Chief Byrne and his staff for their dedication. They quietly and effectively maintain a high level of law enforcement that consistently sets the bar for other agencies."



**MISSION:** The Clayton Police Department is committed to providing a safe and secure environment for the residents, business community, and visitors in the City of Clayton through the effective and efficient delivery of professional, positive, and innovative services.



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Mayor Linda Goldstein

## Looking Ahead in 2010

The City of Clayton is synonymous with quality. It is recognized for its progressive attitude and impressive history as a leader in the region. According to Sasaki Associates, Inc., the firm hired to revise the City's Business District Master Plan, Clayton is gaining recognition nationally – for its high level of governmental service, its acumen in maintaining financial stability and its cutting-edge environmental efforts.

The City goes to great lengths to provide quality services to its citizens. In 2010, we will conduct our second annual citizen satisfaction survey. In the 2009 survey, Clayton set new high standards in nine categories tracked by the survey administrator, ETC Institute. The 2010 survey will add new performance measures and focus on the few areas that need strengthening.

To preserve its exemplary record for protecting its citizens, renovation of the historic Heritage Building at 10 S. Brentwood will begin this year. The building will become the new home of Clayton's Police Department. A study of our current Police Station confirmed that the facility presents significant challenges that could compromise the department's ability to provide its high-quality law enforcement. The City's need for a new police station dovetailed with the availability of The Heritage Building, our intent to preserve its historic presence in our community and the historically low rates available with use of "Build America" bonds.

Fiscal responsibility is another of the City's main concerns. In 2009, Standard & Poor's recognized Clayton's strong financial footing by elevating the City's standard general obligation bond rating to AAA. The upgrade reflects the strength of Clayton's healthy operations, maintenance of very strong financial reserves and good economic growth. The City's FY2010 Operating and Capital Improvements Budget continues to provide current high service levels, in spite of flattening revenue projections and increased expenses.

Confidence in the future of Clayton's business environment is emphasized by activities at the intersection of Hanley Road and Forsyth Boulevard. The 17-story office building, the first phase of the Centene Plaza project, should be completed by summer 2010. The expansion of the Centene Corporation's headquarters will create approximately 800 new jobs. Additionally, the developer has pledged to build the project according to LEED (Leadership in Energy and Environmental Design) standards.

To maximize the powerful combination of a dynamic corporate community with charming retail business districts, the City hired Sasaki Associates, Inc. to revise the Central Business District portion of the City's Business District Master Plan and to conduct a retail marketing study. The six-month process will establish a strong identification for the central business district; it will capitalize on the presence of the City's prolific daytime population and focus on economic, social and environmental sustainability. Sasaki plans to complete the revision this spring and make a final presentation of the report to the Board of Aldermen in April 2010.

Clayton has been at the forefront of the sustainability movement for many years. In July 2009, Clayton was only the second of St. Louis County's 91 municipalities to adopt a citywide ban on smoking in public places, which will go into effect in July 2010. The City plans to set new benchmarks in sustainability in 2010. In addition to the multitude of other measures it takes to reduce its carbon footprint, the City will develop a Greenhouse Gas Inventory, which will include an energy audit of City facilities that will ultimately make them more energy efficient.

Clayton's strength and stability are maintained through the dedication and commitment of City officials, resident advisory groups and staff. All indications point to a strong and robust future for the City of Clayton. Best wishes to all of you for a happy, healthy and prosperous New Year!

News from Ward II



Alderman Michelle Harris

For Ward II, 2009 was a great year. We saw the installation of bike lanes on Wydown, making it safer for cyclists of all ages to get to work or school or just enjoy the sights on what surely must be one of the most beautiful boulevards anywhere. Our Public Works Department installed a trample-resistant path down the center of the parkway on Wydown in an effort to keep the grass beautiful, despite the pounding feet of many runners.



Alderman Cynthia Garnholz

The closing of Highway 40 and the downturn in the economy were hard on some of our neighborhood retailers. However, we are fortunate to welcome a new store, Bizarre Bazaar, to the Hanley-Wydown business district. We send our congratulations to A Floral Gallery for winning the 2009 City and Chamber of Commerce award for "Most Creative Holiday Window." We in Ward II thank A Floral Gallery for a window display that is beautiful all year long!

We note with sadness the illness of the owner of one of Clayton's oldest businesses, Jack Cerulo, owner of Wydown Shoe Service. We wish him a speedy recovery and look forward to his return.

We have a lot to look forward to in 2010. By summer, the Centene Plaza building will be finished and occupied, and our new smoking ordinance will become effective. We hope you will continue to support our Ward II businesses including our restaurants, I Fratellini, Manhattan Café, Protzel's and Starbucks.

All the best to each of you in 2010, and we hope to see you at Sunday at Starbucks – the first Sunday each month from 4 to 5 p.m.

Clayton Salutes . . . Sam Chimento

To say Sam Chimento is committed to Clayton is an understatement. He has been renovating and constructing residential dwellings here for over a decade. "I am committed to Clayton because I can see the long range value of Clayton property. The quality of architecture and construction merit construction investment," he said. Over the years, he has renovated properties on San Bonita, Wydown, Whitburn, Westwood and Shirley Drive and constructed new buildings on Brighton Way, Alamo Avenue and Forest Court. In 2005, he razed three buildings to make way for a new 14 unit condominium development on Forest Court.



Sam Chimento

He and his wife Anita are founders of Cornerstone Properties, Inc., which has been in its downtown Clayton location for seven years. He has been in the residential development business for fifteen years.

The preservation of the buildings at 621 and 625 Westwood is Mr. Chimento's most recent project. In addition to completely renovating the buildings, he is responsible for initiating and shepherding the application process to have the Moorlands neighborhood placed on the National Historic Registry.

The Chimentos are also committed to Clayton on a personal level. Although not Clayton residents, three of the four Chimento children attend school (Central Christian School on Hanley) in Clayton. To further their commitment to Clayton, the Chimentos are currently considering moving their family here.

Construction at Clayton High School

In April 2009, voters passed Prop S which supports the funding for various School District of Clayton renovation projects. The renovations at Clayton High School will take approximately two years. Construction will affect traffic and parking at The Center of Clayton and in Shaw Park. Special arrangements with Brown Shoe have been made to mitigate the impact on parking at The Center. The School District and the City are working together to limit the impact the project will have on members of The Center of Clayton. For details about the construction, visit the School District's website at [www.clayton.k12.mo.us](http://www.clayton.k12.mo.us) or contact Patty DeForrest at 314.290.8464 or [pdeforrest@ci.clayton.mo.us](mailto:pdeforrest@ci.clayton.mo.us).

## Planning Director Takes Another Position



Catherine Powers

In December, City Manager Craig Owens announced that Clayton's Planning and Development Services Director Catherine Powers would be leaving the City effective January 22, 2010. She has accepted a position with the City of Franklin, Tennessee as Director of Planning and Sustainability.

Powers came to Clayton in 1993 after having served as Director of Housing and Property Standards in Evanston, Illinois. In Clayton, she has been heavily involved in the planning and design review process for many of the City's large-scale mixed use projects including The Plaza in Clayton, Maryland Walk, Centene Plaza and the Washington University expansions. She headed efforts to develop commercial overlay, transit oriented development and urban design districts to better control redevelopment activities within the City. Additionally, she has been among the leaders of the City's sustainability efforts and chaired the staff environmental group, the PlanIt Green Team.

"It is always a blow when you lose someone who has as much talent and experience as Catherine, and has been such a large part of the development history of Clayton over seventeen years," Owens said. "She will be missed."

"I have enjoyed working and living in Clayton and its excellent quality of life," said Powers. "It will be hard to leave, but this is a great opportunity at the right time for me."

City Planner Jason Jaggi will serve as Interim Planning and Development Services Director during a national search for a new Director.

### April 2010 Municipal Election

On Tuesday, April 6, 2010, the City of Clayton will hold an election for the Office of Mayor.

For information about polling locations, contact the St. Louis County Board of Election Commissioners at 314.615.1800, or online at [www.co.st-louis.mo.us/elections](http://www.co.st-louis.mo.us/elections).

## Master Plan Study Focuses on Environmental, Social and Economic Sustainability

In response to an April 2009 Request for Proposals to update the Central Business District (CBD) portion of the City's 1993 Business District Master Plan and to conduct a Retail Study, the City received 27 proposals from some of the country's most prestigious planning firms. The proposal from internationally recognized Sasaki Associates, Inc. was selected.

Sasaki was established in 1953 and is based in Boston, Massachusetts. The firm is known for its urban designs, architecture and strategic planning. The Sasaki strategy team presented an outline of its project to the Board of Aldermen on October 27, 2009. The initial phase of the work established the criteria and process for gathering data which included interviewing stakeholders, and analyzing land use, community character, market conditions, zoning and general mobility issues. Team's spokesmen Fred Merrill said, "Clayton is blessed with attributes like good infrastructure, a strong employment base, good schools, beautiful parks and MetroLink." He pointed out that there is one area that needs attention – retail. The team will work to develop a stronger identity for the CBD, specifically the retail component. The plan will provide a comprehensive framework for future development and strategic retail marketing efforts. It will focus on drawing residents and visitors to the area, on linking redevelopment with investment, and on the community's environmental, social and economic sustainability. It will build on the City's Vision 2013 goals and implement strategies to encourage retail growth and guide future development.

"The master plan revision will enhance our already vibrant central business district," said Mayor Linda Goldstein. "The City is excited about working with a company of Sasaki's stature on the project."

In the FY2010 Operating and Capital Improvements Budget, the City earmarked \$215,000 for the six month project. In January, Sasaki's team presented preliminary concepts to the Board of Aldermen, Plan Commission/Architectural Review Board and Economic Development Advisory Committee and to the public at a special Town Hall meeting. The final plan, which will include the vision, a clear strategy and a plan for moving forward, will be presented to the Board of Aldermen in spring 2010.

## Police Station Update



Heritage Building

In October 2009, the City purchased the 56 year old Heritage Building at 10 S. Brentwood Boulevard for \$7.5 million – slightly more than the current owners paid for it in 1997. The building, which had been on the market for approximately two years, will be renovated and become the new home of Clayton’s Police Department. Cramped and deteriorating conditions at the current police station at 227 S. Central present challenges to the Department’s daily operations and its ability to provide high quality law enforcement to the community.

Renovating the 63,000 square foot, five-story building, which includes an adjoining three-level, 168 space parking garage, will cost approximately \$8 million. Besides protecting an historic structure from an uncertain future, the City found that renovating an existing building will cost \$2 million less than building a new facility and yields 30 percent more usable space. The Paric

Corporation was selected as the construction manager for the renovation project. Paric has extensive experience as construction manager in the construction and renovation of municipal facilities including several police facilities.

“All of the pieces were falling into place at the same time,” said City Manager Craig Owens. “The City was looking for a site for a new Police Station, the Heritage Building was on the market and historically low rates on Build America bonds were available.”

The City is using \$15.5 million in taxable Build America Special Obligation Bonds to cover most of the acquisition and project costs.

## New Ladder Truck

With its usual attention to detail, Clayton’s Fire Department was able to purchase its new state of the art ladder truck under the amount budgeted while securing a trade-in value of \$200,000 for the current truck.

Adding to the value, the new ladder truck has significantly improved operating characteristics. The aerial ladder still reaches 100 feet, while the overall size of the truck is five feet shorter and has a significantly improved turning ability, which makes it more maneuverable in an urban environment. It features an Onboard Mobile Router system with full Internet access to GPS and is fully equipped and staffed for medical life support services. An oversized heating and cooling system provides a temporary warming/cooling station for a displaced homeowner.



The Department reduced the City’s carbon footprint with features such as LED lighting and a hydraulic generator rather than diesel. It will run on 5% Bio-Diesel fuel and has the most current emissions system which reduces greenhouse gases.

The new truck fulfills current and anticipated needs and will attract future purchasers, which should guarantee a top trade-in value when it is replaced in 15 years.

The City’s current ladder truck was in service for 15 years; most communities keep them for 10 to 12 years and it is anticipated that when it is traded in, it will be going to another community for additional service.

## Clayton History

*Tell us stories about the corner of Hanley & Forsyth...*



The new Centene World Headquarters at 7700 Forsyth is the site of the former Scruggs, Vandervoort Barney, opened on September 21, 1951. That \$1.5 million project included a restaurant on the upper mezzanine, called the Forsyth Corner. Do you remember having tea there? Did you shop in the store? We ask that you "take a trip down memory lane" and share your stories. We hope to hear from residents, so we can record your experiences and memories of Scruggs.



George Wolf home

When Scruggs closed in 1967, the building became a Dolgins prior to being transformed by Terry and Allen Mittelman into Library, Ltd. We know that many of our residents enjoyed the bookstore, and, in fact, it was THE local gathering place until 2001. Did you meet any of the famous authors who visited? Please tell us about your experiences at Library, Ltd.

Looking at the northwest corner of Hanley and Forsyth, you will see the Pierre Laclede Tower. The 16-floor building, designed by Smith-Entzeroth and built in 1963, is part of the Pierre Laclede Complex. It is also home to the Saint Louis Club, which marked its formal opening in December 1964. The Globe-Democrat declared, "The height of elegance in city clubs has been reached by the newly-opened Saint Louis Club." Prior to this Class-A office building, the site was the home to George Wolf. Do you know anything about him and his family?

History Society members are also interested in learning what you know about the eastern corners of this intersection, and we encourage you to share your information. Please contact us via email at [claytonhistorysociety@gmail.com](mailto:claytonhistorysociety@gmail.com) or voicemail at 314. 467.0712. Visit [www.claytonhistorysociety.org](http://www.claytonhistorysociety.org) for ongoing updates.

## Second Annual Citizen Satisfaction Survey

The response to the 2009 Citizen Satisfaction Survey was overwhelmingly positive. Besides excellent feedback from Clayton citizens, the City ranked highest in 43 of 44 national benchmark comparisons and set nine new high benchmarks regionally. To ensure that the City continues to fulfill the expectations of the community, the City will conduct its second annual Citizen Satisfaction Survey.

ETC Institute from Olathe, Kansas, who conducted the 2009 survey, has been selected to assist with the project again this year. This month, a randomly selected group of Clayton households will receive the Citizen Satisfaction Surveys. A minimum of 400 responses must be received for the survey to be statistically valid. A final report will be presented in April 2010.

ETC will also be assisting staff with a survey for The Center of Clayton. ETC will use a distribution process that will prevent one household from being asked to complete both surveys.

Of the 1,800 households that received the 2009 survey, 538 responded. This indicates that residents recognize the value of their input and how important it is for staff to understand expectations of the community. With their feedback, citizens are helping the City focus efforts and resources that will maintain Clayton's high level of governmental services.

## February Meeting Schedule

The following list contains all regularly scheduled public meetings of the City of Clayton. Meetings may be added, canceled or rescheduled, in accordance with the Open Meetings Act, as the need arises.

- Feb. 1 Plan Commission/ARB  
City Hall - 5:30 p.m.
- Feb. 1 Parks & Recreation  
The Center - 7 p.m.
- Feb. 4 Board of Adjustment  
City Hall - 5 p.m.
- Feb. 8 Art Commission  
City Hall - 6 p.m.
- Feb. 9 Board of Aldermen  
City Hall - 7 p.m.
- Feb. 19 Plan Commission/ARB  
City Hall - 5:30 p.m.
- Feb. 23 Board of Aldermen  
City Hall - 7 p.m.
- Feb. 25 Ecology & Environ.  
City Hall - 5 p.m.
- Feb. 26 C.R.S.W.C.  
The Center - 8 a.m.

## Cupid's Ball

Monday, February 8,  
6:30 - 8:30 p.m.  
Ritz-Carlton

Girls, ask your favorite guy (dad, uncle, grandfather) out on a special date. Join us at the Ritz Carlton for a very enchanting evening. Activities include a buffet dinner followed by dancing, a commemorative photo opportunity and a special gift for the girls! This event was a sell-out in 2009, so be sure to register. Call The Center of Clayton Welcome Desk at 314.290.8500. Residents - \$25; non-residents - \$30 per person

## Bunny Hop

Saturday, March 27  
10 - 11:30 a.m.  
Oak Knoll Park

Kids ages 1 to 8 will enjoy a morning of fun at Oak Knoll Park with a petting zoo, lots of eggs to gather for their baskets and crafts! Mr. Bunny will be our special guest, so parents...don't forget your cameras. The City co-sponsors the event with the St. Louis Artists' Guild. Center members and Clayton residents - \$6; Non-Residents - \$7. Call The Center of Clayton Welcome Desk at 314.290.8500 to register.



## Annual Electronic Recycling Event

Friday & Saturday, March 19 & 20  
South parking lot in Shaw Park

The City of Clayton and Web Innovations & Tech Services (WITS) are cosponsoring the sixth annual electronic recycling event: Friday from 8 a.m. to 5 p.m. and Saturday from 9 a.m. to 4 p.m.

Businesses and residents may dispose of computers, printers, phones, pagers, fax machines, small appliances, copy machines and televisions (console TVs must be dropped off at the WITS facility on Holly Avenue). WITS guarantees secure Department of Defense removal of all data on reusable computers. WITS also guarantees that all non-reusable items will be recycled appropriately, and that they will not be put into the landfill.

Donations are requested for disposal of specific items, which will help cover costs of repairing computers for low-income families. All donations are tax deductible.

The Friday event focuses mainly on businesses for which the Electronic Collection Business Reservation Form must be completed. The form and more details are available on the WITS Web site: [www.witsinc.org](http://www.witsinc.org). For an event flier, click the Electronic Recycling event link on the HOME page of Clayton's website: [www.ci.clayton.mo.us](http://www.ci.clayton.mo.us).

City of Clayton  
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Clayton, Missouri 63105

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The Mission of Clayton City Government is to foster a vital, balanced community composed of outstanding neighborhoods, quality businesses, commercial and government centers, premier educational institutions, and a healthy natural environment through an open, accessible and fiscally responsible government.

STATEMENT OF ACCESSIBILITY TO ALL CITIZENS

It is the City of Clayton's goal to make programs and facilities accessible to all individuals. If you or someone you know has a disabling condition and would like more information and support for accessibility of all programs and facilities, please contact us at 290.8501(V). Sign interpreters may be scheduled upon request. Suggestions for future programs are welcomed.

**Special Notice**

Charter Communications announced that effective February 1, Universal HD will be available to HD Ultra View subscribers. At the same time, Charter will move Clayton's Government Access Channel to Charter's Public Affairs section (channels 980-998); Clayton's Channel 10 will become Channel 993. A digital converter box may be needed for TVs manufactured after March 2006; newer TVs must simply rescan channels.

For more information, contact Neal Gilb with Charter Communication at 314.543.6679 or [neal.gilb@chartercom.com](mailto:neal.gilb@chartercom.com).

What would you like to know? Clayton citizens are invited to ask questions of their City officials. Forward your questions to: City of Clayton, ATTN: Judy Kekich, 10 North Bemiston, Clayton, MO 63105; Fax them to 314/863-0295; E-mail them to: [jakekich@ci.clayton.mo.us](mailto:jakekich@ci.clayton.mo.us)

**IMPORTANT NUMBERS**

**In Case of Emergency..... 911**  
City Manager ..... 290.8400  
Community Outreach..... 290.8473  
Customer Service ..... 290.8441  
Finance..... 290.8446  
Fire (non-emergency)..... 290.8485  
Planning and Development..... 290.8453  
Mayor/Board of Aldermen/City Clerk..... 290.8469  
Parks and Recreation..... 290.8500  
Human Resources ..... 290.8448  
Police (non-emergency) ..... 645.3000  
Public Works ..... 290.8540  
TDD ..... 290.8435