



# JUNE 2011 CITY VIEWS

Vol. 20, Issue 3

## Fine Tuning the City's Vision of the Future

... this is the third in a series of articles that examine Clayton's municipal services

### Clayton's Municipal Service Categories

- Public Safety
- Economic Development
- Planning & Sustainability
- Recreation & Culture
- Transportation
- Organizational Excellence

In the February and April issues of CityViews, we studied Clayton's impressive public safety services and economic development efforts. The City's exceptional planning and sustainability initiatives are recapped in this issue.

Clayton is committed to creating and maintaining a beautiful, clean and healthy community and to being a leader in environmental initiatives. Using resources responsibly, sustainability is incorporated into daily operations without increasing expenses. Working with the development community, the City encourages the use of best practices such as LEED (Leadership in Energy and Environmental Design) certification and runoff water mitigation with new construction.

Clayton's impressive history as a leader in the environmental

movement started with its residential recycling program approximately 15 years ago. Clayton was the first of two cities in Missouri to implement a LEED certification ordinance and was the second of St. Louis County's 91 municipalities to adopt a citywide ban on smoking in public places.

Among its more recent accomplishments, the City became the first Green Power Community in Missouri for its commitment to renewable energy. It achieved Milestone One for Climate Mitigation in ICLEI's Local Governments for Sustainability program. The City's Planning and Development Services Department includes a Resources for Sustainable Development with all site plan and architectural review applications. The City's fleet is 89% green with 107 of its 120 vehicles either bio-diesel or hybrids. All cleaning and paper products used in City facilities are green products, which has resulted in a 40% reduction in cost.

In 2010, the City was recognized for its environmental efforts. Clayton was awarded two Energize Missouri Communities grants for the Public

Building Energy Efficiency Retrofit of the new Police Station building renovation to achieve LEED Silver Certification and a Special Community Initiative to install a solar photovoltaic. Clayton was named one of the St. Louis Business Journal's Heroes of the Planet — Sustainable Community Finalist for its leadership in advancing and promoting environmental sustainability in the St. Louis region.

The Planning Department has also been recognized by the American Planning Association who named Wydown Boulevard as one of the 10 Great Streets of 2010 for its exemplary quality and character.

The department's ISO (international building standards) rating of 2 for residential and 2 for commercial (10 being the lowest) is the highest rating of all building departments in Missouri.

This series of reports on City services will continue. The City's recreational and cultural activities will be highlighted in the August issue of CityViews.

More details about Clayton's world class services appear in the City's 2010 Annual Report, which is available online at [claytonmo.gov/Vision2013](http://claytonmo.gov/Vision2013)

You are invited to participate in interactive forums to discuss budget priorities for our City in 2012.

public forums are set for June 20, 22 and 29  
see Page 5 for more details



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# FROM THE MAYOR'S DESK



Mayor Linda Goldstein

## Clayton's Green Power Community Challenge Supporting Businesses

The City of Clayton  
The Clayton Chamber of Commerce  
The School District of Clayton  
Armstrong Teasdale  
Araka  
Bethesda Health Group  
Bruce Development  
Castle Design  
Centene  
Clayton United Methodist Church  
Companion Bakery  
Concordia Seminary  
DeMun Professional Cleaners  
Duke Realty Corporation  
Forester Properties, Inc.  
Gladys Manion  
Kaldi's  
Katie's Pizzeria  
McAlister's Deli in Clayton  
Microgrid Energy  
Miso  
Northwest Coffee Company  
Portabella Restaurant  
Purus Organic Vodka  
Remy's Kitchen and Wine Bar  
Samuel United Church of Christ  
Seven Gables Inn  
Sheraton Clayton  
Straub's in Clayton  
The DESCO Group  
The Sansone Group  
Westrich Photography  
The Wine Merchant

On March 23, Clayton officially became the first Green Power Community in Missouri -- we could not have done it without you!

We achieved the 2% green power requirement necessary to become the first Green Power Community in Missouri. Only 37 cities nationwide qualify for the elite list of partners of the Environmental Protection Agency (EPA) in purchasing green power.

In a joint effort with Ameren Missouri Pure Power and Clayton-based Microgrid Energy, the City launched the challenge in July of 2010 with the goal of achieving GPC status by Earth Day 2011. A large commitment by Duke Realty Corporation, on behalf of their tenants in the 101 South Hanley building, helped Clayton achieve its 2% goal a month early. Duke Realty joined the City of Clayton, the Clayton School District, Concordia Seminary, 28 additional businesses and over 200 Clayton residents in achieving Clayton challenge goal.

We are thrilled with the response from the Clayton community in achieving this first in Missouri distinction. Clayton has been at the forefront of many environmental initiatives, but this one is truly a community achievement. I am impressed not only with the level and breadth of support by our business and residential citizens but more importantly with their true commitment to green power. I would like to offer my congratulations and thanks to each and every Clayton business and resident who helped the City achieve the Green Power Community designation.

In recognition of this achievement, a community celebration was held on Wednesday, April 20 in Shaw Park. All Clayton business and residential citizens were invited to attend. The Clayton High School Jazz Ensemble performed and GPC Challenge supporters Companion Bakery, Kaldi's Coffee, Remy's Kitchen and Wine Bar, The Wine Merchant and Purus Organic Vodka provided celebratory food and drink for all. Congressman Russ Carnahan and other dignitaries were on hand to recognize Clayton's amazing achievement.

What a proud moment for me and the entire Clayton community.



Rick Hunter - Microgrid Energy, Cindy Bambini - 3 Degrees, Mayor Goldstein, Congressman Russ Carnahan



Alderman Judy Goodman

Universally, we hear positive comments about our City, yet Clayton is not immune from today's challenges. You will hear more about this in the weeks ahead, as elected officials and staff begin the arduous annual budget process. While we will be critically examining revenues, expenditures, priorities and accountabilities, we know one thing to be true.

**WE'VE GOT SOUL!** In fall 2010, the Gallup World Poll in conjunction with the John S. and James L. Knight Foundation released the results of a three-year study of 26 U.S. cities, finding that people's love and passion for their community may be a leading factor for local economic growth. Three qualities emerged as consistent drivers for emotional bonding to a place: social offerings, openness and aesthetics.



Alderman Andrea Maddox-Dallas

Clayton was not among the cities studied, yet we believe the results are applicable. Knight "Soul of the Community" researchers hypothesized that attached residents spend more time and money in their community and are more productive and entrepreneurial. This link remained steady despite tough economic times during the study period. We certainly value your attachment to Clayton as we plan for our collective future! To find out more about this intriguing research, visit [www.soulofthecommunity.org](http://www.soulofthecommunity.org)

Alderman Judy Goodman    Alderman Andrea Maddox-Dallas

## The Year of the Cities

The St. Louis County Municipal League declared 2011 as The Year of the Cities, highlighting local leadership initiatives and cooperative efforts that focus on inventive solutions to address economic challenges. Local communities provide grassroots opportunities for hundreds of citizens to be involved in shaping the quality of daily life. The diversity of our communities adds to the vibrancy of our regional fabric and attractiveness. Municipalities are actively working together to promote best practices that will make this region stronger. To learn more, visit [stlmuni.org](http://stlmuni.org).

## Alex Berger Steps Down as Ward III Alderman

In nine years as Alderman to Ward III, Alex Berger has placed his mark on his beloved community. As a member of the Economic Development Advisory Committee, Parks and Recreation Commission, Non-Uniformed Retirement Fund and Uniformed Retirement Fund committees and numerous special task forces which included the Ice Rink Task Force, the Joint Study Committee and collaborative study meetings with Maplewood and Richmond Heights.

At the April 26 Board of Alderman meeting, Mayor Linda Goldstein commended Alex's tireless and enthusiastic work on behalf of the citizens of Ward III. "He always did what he felt was best for the entire Clayton community," said Mayor Goldstein. "He was never afraid to stand up for what he felt was right."

Alex Berger served three consecutive three year terms as Ward III Alderman which is the Aldermanic term limit.



## CDBG PUBLIC HEARING

The City of Clayton will hold a public hearing to discuss the allocation of \$22,500 in Community Development Block Grant (CDBG) funds, which will become available after January 1, 2012. The public hearing will be held at 12:30 p.m. on Wednesday, June 22, 2011, in Conference Room A on the first floor of Clayton City Hall at 10 N. Bemiston Avenue in Clayton, Missouri.

To further its commitment to fair and equitable treatment of all citizens, the City of Clayton has enacted and/or enforces the following: a Fair Housing Ordinance prohibiting unlawful discrimination against any person because of race, sex, color, religion, disability, familial status or national origin; a Policy of Nondiscrimination on the Basis of Disability in the admission or access to or employment in its federally assisted programs or activities; a Policy of Equal Opportunity to Participate in Municipal Programs and Services regardless of race, color, religion, sex, age, disability, familial status, national origin or political affiliation; a requirement for bidding on CDBG activities that promotes employment opportunities created by HUD funding and that these opportunities be afforded low-income community residents and businesses.

If you would like information regarding the above policies or if you believe you have been unlawfully discriminated against, contact the following municipal official or employee who has been designated to coordinate compliance with equal employment opportunity requirements referenced above: June Waters, City Clerk, 10 N. Bemiston Avenue, Clayton, Missouri 63105, 314.290.8469. For more information or if you are a person with a disability or have special needs and need accommodations in order to participate in this public hearing, please contact Steve Meyer at 314.290.8540 Voice, 1.800.735.2966 TDD, 1.800.735.2466 RELAY MISSOURI, Equal Opportunity Employer.

## Forsyth and N. Meramec Resurfaced This Summer

As reported in the previous edition of CityViews, Forsyth Boulevard (throughout Clayton) and N. Meramec Avenue (Maryland Avenue to northern City limit) will be resurfaced this summer. The first phase of the project will consist of the replacement of curb ramps that are not currently in compliance with the Americans with Disabilities Act (ADA), and the installation of new crosswalks at various intersections. These crosswalks will consist of precast concrete "bricks" on a concrete base, and will be more permanent and maintenance-free than the existing textured crosswalks. There will be lane closures during off-peak hours to facilitate the replacement of the curb ramps and crosswalks. There will also be times on weekends when full crosswalks will be under construction,

closing that leg of the intersection to traffic. However, work will be phased to maintain traffic flow around the work area (vehicular and pedestrian).

Upon completion of the curb ramp and crosswalk work, approximately two inches of asphalt will be removed and replaced with a new asphalt surface. With the exception of the residential area of N. Forsyth Boulevard, most of the milling and paving work will occur on weekends due to high weekday traffic volumes. There will be lane closures and complete road closures at times.

For further details, updates, and maps, please visit the project webpage [claytonmo.gov/roadwork](http://claytonmo.gov/roadwork)

## ELECTIONS

During the April election, voters selected Mark Winings to replace Alex Berger as Ward III Alderman. Mr. Winings will share the responsibilities as representative for the citizens of Ward III with Alderman Steve Lichtenfeld.

Also sworn in during the April 26 Board of Alderman meeting and elected to their second terms were Cynthia Garnholz, Alderman to Ward II, and Andrea Maddox-Dallas, Ward I Alderman.



City Clerk June Waters swears in new Ward III Alderman Mark Winings

## Public Works Superintendent Receives National Award



Mayor Goldstein & Gary Scheipeter

The American Public Works Association (APWA) has named Clayton's Public Works Superintendent Gary Scheipeter one of the 2011 Top Ten Public Works Leaders of the Year. APWA annually recognizes 10 of the most outstanding Public Works professionals from across the United States and Canada for their career-long dedication and service, professionalism, and expertise in Public Works infrastructure. As one of the most coveted and prestigious awards presented by the association, the Top Ten Public Works Leaders award is given to honor the Public Works professional's career in which he or she demonstrated excellence in Public Works services and infrastructure in his community through advancement of Public Works services and technology.

Over his 37 years of service with the City of Clayton Public Works Department, Gary rose through the ranks from clerk to Public Works Superintendent. For the last 22 years, he has been directly responsible for the supervision of personnel who maintain streets, forestry and grounds, street lighting, parking and signage/stripping operations within the Public Works Department. He personally plans most of the logistics for the large-scale community events held in Clayton.

Gary was recognized for his achievements at the May 10 Board of Aldermen meeting and presented the award plaque by APWA Board Director Region VI, Larry Stevens, P.E., at a reception at the Crowne Plaza on May 16. Each of the Top Ten Public Works Leaders will be honored during the awards ceremony at the APWA 2011 International Public Works Congress & Exposition in Denver, Colorado in September.

You are cordially invited to participate in interactive forums to discuss budget priorities for our City in 2012.

Public forums will be held at

**The Center of Clayton**

50 Gay Avenue

**Wednesdays, June 22 and June 29**  
6:30 p.m.

a special forum for businesses

**Monday, June 20**

11:30 a.m.

please RSVP by June 17, 2011  
314.290.8473/jakekich@ci.clayton.mo.us

You may also share your opinions and comments about the FY2012 budget via Open City Hall on the City's website [claytonmo.gov/OpenCityHall](http://claytonmo.gov/OpenCityHall)

## Citizen Satisfaction Survey Results

the City continues to live up to community expectations

In an ongoing effort to improve performance, the City solicits opinions from Clayton residents on an annual basis. Each year, the citizen satisfaction survey is conducted to gauge how the community rates the quality of City services. ETC Institute, a national leader in the design and administration of market research for local governments, helped administer the 2011 Clayton citizen satisfaction survey.

Results of the 2011 survey, which was sent to 1,800 randomly selected households in March, were presented to the Board of Aldermen on May 10. Major findings show that 96% of the residents surveyed feel that the quality of life in Clayton is excellent/good; 94% are very satisfied/satisfied with the quality of public safety services and 92% with the overall quality of City services.

"The expectations of City government are very high in Clayton," ETC Institute's Karen Falk told the Board during her presentation in May. "Your residents should know that the survey provides measurable proof that your City is meeting those expectations by comparing your ratings to similar communities across the country."

Benchmarks that compare Clayton to other municipalities regionally and nationally show 91% of the survey respondents in Clayton feel safe in their neighborhoods compared to 75% in other cities in the region and 68% nationally. Clayton is ranked significantly higher, in some cases more than 35% higher, in satisfaction with the City's efforts in preventing crime and fires, in providing customer service, in keeping the community informed, in maintaining streets and managing traffic flow.

The City plans to conduct citizen surveys annually to maintain the mutual recognition between City staff and the community it serves. The final results of all citizen surveys are available at [claytomo.gov/citizensurvey](http://claytomo.gov/citizensurvey)

## June 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.

Jun 2 Board of Adjustment  
City Hall - 5 p.m.

Jun 6 Plan Commission/ARB  
City Hall - 5:30 p.m.

Jun 6 Parks & Recreation  
The Center - 7 p.m.

Jun 14 Board of Aldermen  
City Hall - 7 p.m.

Jun 20 Plan Commission/ARB  
City Hall - 5:30 p.m.

Jun 23 Ecology & Environ.  
City Hall - 5 p.m.

Jun 28 Board of Aldermen  
City Hall - 7 p.m.

## Creme de la Clayton Awards

Every year since 2005, Clayton's Board of Aldermen has recognized citizens of Clayton for extraordinary contributions to the community. The Creme de la Clayton award program was established to honor those who help preserve our City's exceptional quality of life, and who are dedicated to the betterment of our residential and business neighborhoods.

At the April 26 Board of Aldermen meeting, these individuals received the City's Creme de la Clayton award.



From left: Carmine and Jo Coscia, Ashley and Louise Cadwell, Judy Glik, Simon Katz, Jim Sherby, Monsignor John Shamleffer (recognized by not in attendance: Michael and Barbara Newmark, Sandy MacLean)

## Clayton Adds to Its World Class Public Art Collection



*Uzumaki Curve* by Gerard Tsutakawa

At the Crescent Plaza Sidewalk Soiree on May 4, the *Uzumaki Curve* by artist Gerard Tsutakawa was unveiled. The 12 foot long patinated bronze sculpture was installed on an pedestal in front of The Crescent.

Hundreds gathered for the first annual Sidewalk Soiree on Crescent Plaza, an evening of food and entertainment. Crescent Plaza restaurants provided complimentary appetizers and drinks. Part of the proceeds from Crescent restaurant sales will go to the Clayton Century Foundation.

The Tsutakawa sculpture not only completes The Crescent Plaza area, it is a significant addition to Clayton's world-class public art collection.

For more information about Clayton's public art, visit [claytonmo.gov/publicart](http://claytonmo.gov/publicart)

# EVENTS

## Clayton Farmers Market

Saturdays, May 7 through November 5  
8:30 a.m. - 12:30 p.m.  
Straub's parking lot

Clayton's weekly Farmers Market supports local farmers, spotlights organic items and other unique or seasonal specialties, and educates the public about the preparation of local, seasonal products. For more information, visit [claytonfarmersmarket.com](http://claytonfarmersmarket.com)

## Musical Nights in Oak Knoll Park

June 26 featuring Flaming Pie  
July 24 featuring Clave Sol  
5 - 7 p.m.  
Oak Knoll Park

Concerts sponsored by the Clayton Parks Foundation are held on the fourth Sunday of each month June through September. Guests enter free and are encouraged to bring lawn chairs and blankets. For more information, call 314.290.8544.

## Parties in the Park

*... event moved from Shaw Park*  
Wednesdays, June 8 and July 13  
5 - 8:30 p.m.  
North Meramec Avenue

The Clayton Chamber of Commerce Parties in the Park events will move to North Meramec Avenue in downtown Clayton on the second Wednesday of each month. Parties are free and open to the public. Find details at [partiesinthepark.org](http://partiesinthepark.org)

## National Night Out 2011

America's Night Out Against Crime  
Tuesday, August 2  
6 - 8 p.m.

NATIONAL NIGHT OUT heightens crime and drug prevention awareness; generates support for and participation in local anti-crime programs; strengthens neighborhood spirit and police-community partnerships; and sends a message to criminals letting them know that neighborhoods are organized and are fighting back.

Clayton's Police Department encourages residents to turn on their porch lights, secure their residence and celebrate National Night Out with neighbors. Activities will include ice cream socials, flashlight walks, block parties, swim parties, and games for the kids.

Clayton police officers would like to visit each neighborhood event. Please call Community Services Officer Korey Golcynski at 290.8424 to schedule a visit. The department is grateful to all those who helped make last year a great success and hopes other neighborhood groups will join the National Night Out 2011 celebration.

## Clayton Community Day



On Saturday, May 7, hundreds of Clayton citizens mingled with elected officials and City staff. From 9 a.m. to noon at The Center of Clayton, Mayor Goldstein and Clayton's Aldermen greeted guests and distributed information about everything from reducing our carbon footprint to details about the City's budget.

Fire, Police and Public Works vehicles were on display. Guests were admitted free at The Center and received gift bags with brochures and giveaways. They enjoyed free refreshments and crafts for the kids, and won fabulous door prizes provided

by Clayton businesses: The Ritz-Carlton, Sheraton Clayton Plaza, Starbucks, Lusso, Lola & Penelope's, Chipotle Mexican Grill and Ruth's Chris Steak House.

The event was in coordination with Missouri's second annual Local Government Week.



City of Clayton  
 10 North Bemiston Avenue  
 Clayton, Missouri 63105

**MAYOR**

Linda Goldstein  
[lgoldstein@ci.clayton.mo.us](mailto:lgoldstein@ci.clayton.mo.us)

**BOARD MEMBERS**

**Ward I**

Judy R. Goodman  
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 Andrea Maddox-Dallas  
[amdcons@ci.clayton.mo.us](mailto:amdcons@ci.clayton.mo.us)

**Ward II**

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**Ward III**

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 2011

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 314.290.8501 (V). Sign interpreters may be scheduled upon request. Suggestions for future programs are welcomed.



**OPEN CITY HALL**

We want you to be involved in the governing process, so we've added Open City Hall to the City's new, highly interactive website. Now you can give us your ideas, comments and answers to questions. You'll find this forum for citizen engagement under Online Services at [claytonmo.gov](http://claytonmo.gov)

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

<b>In Case of Emergency .....</b>	<b>911</b>
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