

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.

**Enjoy the highlights in this first full-color edition of City Views, the city's quarterly newsletter to all business and residential citizens.**



## City of Clayton | City Views

October 2011

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

... examining Clayton's municipal services

### Municipal Service Categories

Public Safety

Economic Development

Planning & Sustainability

Recreation & Culture

**Transportation**

Organizational Excellence

Clayton is committed to preserving the quality of its infrastructure and developing plans that promote safe, alternative modes of travel.

Well-maintained streets, sidewalks and neighborhoods are the norm here. In 2011, more than half of city streets (54 lane miles) were cracksealed and one mile of sidewalks replaced. The city utilized \$1 million in federal grants to repave 2.23 miles of Forsyth and N. Meramec and replace 44 curb ramps and 22 crosswalks. Fifteen curb ramps along Wydown were replaced using Community Development Block Grant funds.

City staff is conscientious about the use of citizen's tax dollars and capitalizes on the availability of grant funds. Earlier this

year, the city applied for grants from East-West Gateway and was recently informed that over \$3.6 million in grant funds were approved to support various streetscape projects throughout the city. Since 2008, the city has received approval for over \$10 million in grant funds to improve travel in Clayton.

In addition to infrastructure maintenance, it is estimated that this year approximately 12,500 cubic yards of leaves will be collected, over 1,400 street trees will be trimmed and 100 lane miles of roads maintained. With an accumulation of 37 inches of snow and ice, over 10,000 miles were driven by street crews this past winter to plow and treat streets, alleyways and parking lots.

[> continue on Page 4](#)

### 2011 Leaf Collection

For the leaf collection schedule and what is and is NOT allowed,

[> see Page 5](#)

### Fall and holiday events

From the Farmers' Market to All That Glitters...

[> see Page 7 for details](#)





## From the Mayor's Desk

City Hall closed  
November 24 & 25  
December 26  
January 2

Find details about all Clayton shops and restaurants online at [claytonmo.gov/business](http://claytonmo.gov/business)

[www.claytonmo.gov](http://www.claytonmo.gov)

### October Meetings

- Oct. 3** Plan Commission/ARB  
*City Hall - 5:30 p.m.*
- Oct. 3** Parks & Recreation  
*Center of Clayton - 7 p.m.*
- Oct. 6** Board of Adjustment  
*City Hall - 5 p.m.*
- Oct. 11** Board of Aldermen  
*City Hall - 7 p.m.*
- Oct. 17** Plan Commission/ARB  
*City Hall - 5:30 p.m.*
- Oct. 25** Board of Aldermen  
*City Hall - 7 p.m.*
- Oct. 27** Ecology & Environment  
*City Hall - 5 p.m.*
- Oct. 28** CRSWC  
*Center of Clayton - 8 a.m.*

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.

What makes Clayton one of the best places to live, work and play – its amenities, not the least of which is our vibrant business environment. Clayton combines a dynamic corporate community with charming shopping districts. And even though our commercial real estate market is strong, most businesses are still feeling the effects of the relentless recession, especially our independently owned retail businesses. As a community, we need to work together to maintain the city's appeal, energy and financial stability by supporting our business neighbors. Supporting local businesses:

- strengthens our economy - did you know that for every \$100 you spend at one of our businesses, \$68 stays in the community. (\*)
- with five charming retail business districts, buying locally fosters the uniqueness of our community.
- helps the environment - buying from a local business conserves energy and resources.
- nurtures our community - we get to know these entrepreneurs, and they get to know us.

Take advantage of the amazing offers by Clayton Restaurant Week (CRW) participants and support our local businesses. Details about CRW will appear in the January Cityviews.

- conserves tax dollars - shopping in a local business district means less infrastructure, less maintenance and more of your tax dollars available to beautify our community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong—right here in your community.
- creates more choice - encourages businesses to provide items to sell based on what you like and want. Local businesses carry a wider array of unique products to satisfy our own market.
- takes advantage of local expertise - local businesses have a vested interest in knowing what products to provide. They stand behind products that we know are safe and well-made.
- makes us a destination - the more interesting and unique we are as a community, the more we attract tourists, shoppers and others who want to visit Clayton.

As Clayton residents and business owners, we are friends and neighbors - buying local benefits all of us.

(\*) For more information, see the Andersonville Study at [www.civiceconomics.com/AndersonvilleStudy.pdf](http://www.civiceconomics.com/AndersonvilleStudy.pdf)

## Breakfast in Clayton

Clayton is well known for its great restaurants. For those in search of an excellent lunch or dinner, there are dozens of exciting options right in our backyard. But, as mom always told us, breakfast is the most important meal of the day, and Clayton also offers fantastic breakfast options for every occasion and budget.

Within the past few months, Break N Egg (7814 Forsyth) and Half & Half (8135 Maryland) have opened new businesses in downtown Clayton, joining an already impressive breakfast field. There are over 20 establishments in downtown Clayton which serve breakfast, ranging from casual coffee and pastries to more elegant fare. For a complete list of Clayton's many restaurant options, visit the City's website at [www.claytonmo.gov/business/restaurants](http://www.claytonmo.gov/business/restaurants).

Downtown Clayton, with its central location in the region (not to mention its proximity to your home!) is a great place to hold a morning breakfast meeting before heading to your office, or to meet friends to catch up over coffee. On weekends, why not head to downtown Clayton for a family brunch? On a chilly morning, you can warm up with a hearty breakfast inside one of Clayton's cozy restaurants. And on a cool, sunny Fall morning, what could be better than breakfast outdoors, sitting on the patio of one of Clayton's many fine restaurants, savoring your meal and enjoying a view of the skyline, the tree-lined streets, and the pedestrians walking and biking by? It's a classic Clayton experience, and you're likely to see at least one neighbor or friend.

Whatever you're looking for, you can probably find it in downtown Clayton. You can start your day off right, while dining locally and supporting our local businesses. Mom would surely approve!



Alderman  
Steve Lichtenfeld



Alderman  
Mark Winings

## Faces of Clayton ➤ Shelby Shagrin and Susan Block



Shelby Shagrin Susan Block

Shelby Schagrin founded the Spirit of St. Louis Women's Fund (SOS) in 2006 and co-chaired the group with Susan Block for its first three years.

SOS was created to increase women's participation and leadership in philanthropy in the St. Louis area and pool the group's collective resources of time, talent and money to improve the community.

Ninety percent of the annual contributions by members goes directly to grants and ten percent to help support SOS's educational programs and operation. SOS responds to urgent and critical needs throughout the St. Louis community. The group awards grants to area organizations devoted to arts and culture, education, environmental, health and social services.

Over the past five years, SOS has given more than \$900,000 to 41 area nonprofit organizations. On November 15, SOS will receive the Spirit of Philanthropy Award at the 31st Annual National Philanthropy Day celebration.

SOS and its members make a very positive impact on the entire St. Louis community. Clayton is extremely proud of citizens like Shelby and Susan.

# Reducing Our Carbon Footprint

## Online Service Requests Eliminate 1,000 Vehicle Trips to City Hall

The city reported an increase in online service requests via the Customer Service Center (CSC) over the past several months. The majority of these requests pertain to missed trash collections. The increase in missed trash pickup online reports eliminated 1,000 trips to City Hall by the city's trash hauler, Allied Waste. Before implementing the CSC, all missed trash pickups were recorded on hard copy work orders. The hauler would stop by City Hall several times a day to retrieve the work orders and proceed to the location of the missed pickup. The CSC was set up so that missed trash pickup reports entered online go directly to Allied. The process has not only improved service to the citizen, it has reduced emissions contributing directly to the city's commitment to preserving the environment.

➤ Submit service requests online 24/7 at [www.claytonmo.gov/online](http://www.claytonmo.gov/online)

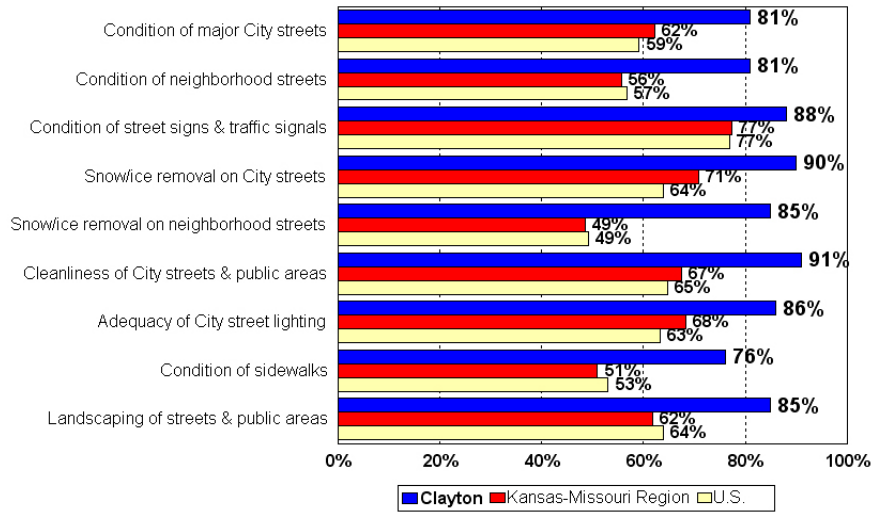
## Clayton's First EPA Green Power Community - an important update and offer

The new target to retain the city's Green Power Community status is 999,000 kilowatt-hours(kWh) of green power support per month. Clayton is currently achieving 84% of the goal. All are encouraged to support this effort! The easiest way to help achieve the goal is to enroll in the Ameren Missouri Pure Power program. Residents can do this for as little as 25 cents per day via the Pure Power Half Block option - \$7.50 per month guarantees the delivery 500 kWh of new, Missouri wind energy to our local grid. To enroll, send an email with your name and home address to [purepower@ameren.com](mailto:purepower@ameren.com). Everyone who enrolls between now and the end of the year will receive a FREE anytime Wehrenberg movie pass.

# Transportation

## 2011 Citizen Satisfaction Survey Results

### Overall Satisfaction with City Maintenance Clayton vs. Kansas-Missouri Region vs. the U.S



> *continued from page 1*

Results from the city's annual citizen satisfaction survey show that Clayton sets the bar for forestry services and street maintenance. The above chart shows how citizens ranked city maintenance in Clayton compared to cities in the Kansas-Missouri region and in the United States. City maintenance contributed significantly to setting the unprecedented seventeen new high benchmarks for the Kansas-Missouri region over the last three years.

The city is also recognized by local and national organizations for its outstanding performance. On September 17, the city received an award from the Society for the Blind and Visually Impaired for pedestrian improvements in downtown Clayton. The Public Works Department has received the Tree City USA award for nineteen consecutive years. Clayton's Public Works Superintendent Gary Scheipeter was named one of the 2011 Top Ten Public Works Leaders of the Year.

Only ten of the most outstanding Public Works professionals from the United States and Canada are recognized by the American Public Works Association for career-long dedication and service, professionalism and expertise in Public Works infrastructure.

Clayton is known for its well-maintained streets and sidewalks, for its well-manicured parks, for its safety and emergency services. The city provides most of these services at the lowest average cost per capita. The final report in this series about municipal services will cover administrative services' work to align resources with the goals set by Vision 2013. The report will appear in the January issue of CityViews.

More details about city services appear in the 2010 Annual Report available online at [claytonmo.gov/Vision2013](http://claytonmo.gov/Vision2013)

The following is the 2011 Leaf Collection Program schedule. Listed are the weeks and days of collection for each street and subdivision in Clayton. NO LEAF COLLECTION THANKSGIVING WEEK, November 21 - 25.

WEEK OF:

October 3 - 7  
 October 17 - 21  
 October 31 - November 4

November 14 - 18  
 December 5 - 9  
 December 19 - 23

Monday

8100 Block of Stratford\*  
 Clayton Gardens Subdivision  
 Polo Subdivision  
 Country Club Court  
 7700 Block Walinca Terrace  
 7700 Block Shirley Drive

Tuesday

8100 Block of Stratford\*  
 Hillcrest Subdivision  
 Ellenwood Subdivision  
 Tuscany Park Subdivision

Wednesday

Carrswold Subdivision  
 Southmoor Subdivision  
 Forest Ridge Subdivision

Thursday

E. Brentmoor Subdivision  
 W. Brentmoor Subdivision

WEEK OF:

October 10 - 14  
 October 24 - 28  
 November 7 - 11

November 25 - December 2  
 December 12 - 16  
 December 26 - 30

Monday

Bemiston Subdivision(Old Town)\*  
 Maryland Terrace Subdivision(7400 Block Maryland)\*  
 Hanley Place Subdivision(7500/7600 Blocks Westmoreland)\*  
 Parkside Subdivision(10 Blocks Brighton & Topton Way)\*  
 Northmoor Subdivision(Bland Ave.)  
 7400 Blocks Moorlands Subdivision  
 7500 Blocks Moorlands Subdivision\*  
 Forest Court\*

Tuesday

Bemiston Subdivision(Old Town)\*  
 Maryland Terrace Subdivision(7400 Block Maryland)\*  
 Hanley Place Subdivision(7500/7600 Blocks Westmoreland)\*  
 Parkside Subdivision(10 Blocks Brighton & Topton Way)\*  
 Skinker Heights Subdivision  
 Wydown Terrace Subdivision  
 DeMun / Hi-Pointe Subdivision\*

Wednesday

Claverach Park Subdivision  
 Clayshire Subdivision  
 Clayshire Ridge Subdivision  
 Haddington Court  
 Wenneker Drive

Thursday

Wydown Forest Subdivision  
 DeMun / Hi-Pointe Subdivision\*  
 6300/6400 Blocks Forsyth

Friday

Davis Place Subdivision\*  
 7500 Blocks Moorlands Subdivision\*  
 Forest Court\*

\*Denotes restricted parking for street sweeping. Please keep this schedule for future reference.

DO's & DON'T's

- Rake leaves into curb-line, and please, no plastic bags, limbs or brush.
- Obey the street sweeping signs on the scheduled leaf collection day.
- Leaves will be collected from all streets on the scheduled day or the following workday, rain or shine.
- When a collection day falls on a holiday, leaves will be collected the day before or the next non-holiday work day.
- In case of inclement weather (heavy rain, snow or ice), the leaf collection schedule will be modified. Please call Public Works at 314.290.8540 or visit the website for a revised schedule.
- Leaves from islands, parkways and common areas will be picked up as time permits. These areas may be skipped in order to maintain the residential leaf collection schedule.
- Do not rake leaves onto islands, parkways or common areas.
- Alley pickup is not available.



## Experience The Center of Clayton

The smell of fresh coffee greets you as you enter. Youngsters squeal with excitement as they splash in the lazy river and sail down the water slide in the leisure pool. The competition pool is where the dedicated are swimming laps. A group of teens engage in a challenge at the climbing wall. In the Youth Activity Center, kids enjoy a game of Dance Dance Revolution. Young and old are working out in the fitness center upstairs. And, you'll find everything from toddler soccer to adult basketball games going on in the four gymnasiums.

Everyone can take advantage of these fabulous amenities. But with a membership to The Center of Clayton, regular visits are affordable and you will qualify for special discounts on programs and personal training.

For more information or to become a member, call 314.290.8500.

### Coffee with the Aldermen

Get to know your Aldermen, discuss current issues, concerns and topics that affect your neighborhood.

#### Ward I Aldermen

Judy Goodman & Andrea Maddox Dallas  
fourth Sunday monthly  
4 p.m.  
Katie's at 6611 Clayton Road

#### Ward II Aldermen

Michelle Harris & Cynthia Garnholz  
first Sunday monthly  
4 - 5 p.m.  
Starbuck's on Wydown

#### Ward III Aldermen

Steve Lichtenfeld & Mark Winings  
November 12 and December 10  
10 - 11 a.m.  
Starbuck's on North Central

## Tips for a Safe and Fun Halloween

### "Unhaunting" Your House and Neighborhood

Welcome trick-or-treaters at home by turning on your exterior lights.  
Drive slowly all evening, creatures may suddenly cross your path.  
Report any suspicious or criminal activity to the police department.

### Making Safe Costumes

Be sure costumes are flame-retardant to avoid danger near candlelit jack-o-lanterns and other fire hazards.

Keep costumes short to prevent trips, falls and other bumps in the night.

Try using make-up instead of a mask. Masks can obstruct a child's vision.

Have trick-or-treaters wear light colors or put reflective tape on their costumes.

### Preparing Ghosts and Goblins

Adults should accompany youngsters. Older children should go out with friends.

Set a time limit for trick-or-treating.

Try to get kids to trick-or-treat before dark. After dark, have them carry a flashlight.

Remind kids not to enter a strange house or car.

### Safeguarding Halloween Treats

Remind kids not to eat treats until they get home. Dinner before trick-or-treating will help discourage the temptation.

Check all treats at home.

Only eat unopened treats in original wrappers.

## Fire Safety Inside and Out

The Fire Department recently responded to three structural fires that started outside of houses. According to the National Fire Protection Association, 9% of all residential structure fires start outside.

Using the time-tested measures, such as regularly replacing smoke detectors and reviewing fire escape plans, help reduce fire hazards inside our homes. But what about safety practices that prevent fires from starting outside and spreading to the structure?

Start by keeping dry vegetation, such as fallen leaves and branches, away from the building. Trim dead, overhanging tree branches and limbs. Use gravel or other non-combustible material, instead of mulch, next to the building. Heating and cooling contractors recommend keeping at least two feet clearance around the outside air conditioning unit.

Clayton's firefighters remind you to use these precautions to prevent fires and urge you to visit the National Fire Protection Association website [nfa.org](http://nfa.org) for more fire safety tips.

## Clayton Farmers' Market

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

Clayton's weekly farmers' market supports local farmers, spotlights organic items and other unique or seasonal specialties. For more information, visit [www.claytonfarmersmarket.com](http://www.claytonfarmersmarket.com)

## Party in the Patch

Friday, October 14  
6 - 8:30 p.m.  
Shaw Park

Kids are invited to play carnival games, enjoy a hay ride along the torch lighted trail, listen to stories by the bonfire and more. The Parks and Recreation Departments of Clayton, Maplewood and Richmond Heights coordinate this fun-filled fall evening. A hot dog dinner is included with a child's registration. An additional dinner meal can be purchased for \$5. Pre-registration is recommended. Day of the Event fee is \$10. Kids 12 and under: \$7 (includes hotdog, chips and drink); 13 and over: free (food may be purchased at the event). To register, call 314.290.8500.

## National Night Out 2011

Friday, October 14  
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 and games for the kids. Clayton police officers would like to visit each neighborhood event. Please call Community Services Officer Corey Golcynski at 314.290.8424 to schedule a visit.

## National Prescription Drug Take Back Event

Saturday, October 29  
10 a.m. to 2 p.m.

The Center of Clayton, 50 Gay Avenue

The Clayton Police Department, in cooperation with the U.S. Drug Enforcement Administration (DEA), will conduct a National Prescription Drug Take Back Event in The Center's parking lot on October 29. Police officers and DEA agents will be accepting expired, unwanted or unused pharmaceutically controlled substances and other medications for disposal. The focus of this event is to remove potentially dangerous controlled substances from our nation's medicine cabinets. The substances will be accepted with no questions asked. This event will be held in Clayton and in locations throughout the St. Louis area and across the United States. All drugs collected will be destroyed under the direction of the DEA. For more information, contact Community Services Officer Corey Golcynski, at 314.290.8424.

## Special Olympics

Sunday, November 6  
7:30 a.m.

Starting at The Center of Clayton, 50 Gay Avenue

For eleven years, the Clayton Police Department, the St. Louis Track Club and Special Olympics Missouri have cosponsored the 5K run/walk and half mile youth run that benefits the Special Olympics. To increase participation, four years ago the St. Louis Track Club combined its half marathon run with the 5K run/walk. The half marathon has been an institution in St. Louis running circles for the last thirty-two years and is sanctioned by the USA Track Federation. The top three male and female finishers in the half marathon will split a total cash purse of \$2,900. For more information, call Captain Murphy at 314.290.8407. To register, go to [www.stlouistrackclub.com/calendar.htm](http://www.stlouistrackclub.com/calendar.htm)

## History Lecture Series

Thursday, November 17  
7 p.m.

The Center of Clayton, 50 Gay Avenue

The Clayton Century Foundation-History sponsors the 2011 CCF-History Lecture Series. Lectures are open to the public, free of charge and held at The Center of Clayton. On November 17, St. Louis County Historian Esley Hamilton will present *Churches and Synagogues of Clayton and the Surrounding Area*. For more information, visit [claytonhistorysociety.org](http://claytonhistorysociety.org)

## Holiday Stroll-Clayton Row Shops

Sunday, November 20

Noon to 5 p.m.

Clayton Road - Brentwood Boulevard to Hanley Road

The chic boutiques and antique shops of The Shops of Clayton Row are gaily decorated and filled to the brim with unique gift-giving ideas for the holidays. Guests can expect warm holiday greetings, refreshments and special activities as they stroll this charming holiday setting. For more information, call 314.725.2622.

## All That Glitters-Clayton's Holiday Celebration

Friday, December 2

6 to 9 p.m.

Carondelet Plaza and the Shaw Park Ice Rink

All That Glitters has become holiday tradition. The City of Clayton and Clayton Chamber of Commerce cosponsor this fun and free winter celebration that features family-friendly activities such as Skate with Frost at the Shaw Park Ice Rink with free admission, skates and snacks. Businesses along Carondelet Plaza invite guests to enjoy horse-drawn carriage rides, carolers and freshly roasted chestnuts. We suggest you find a good spot to view the fireworks display in Shaw Park at 8 p.m. For more information, call 314.802.7763.



Corky  
2011 Clayton Mascot

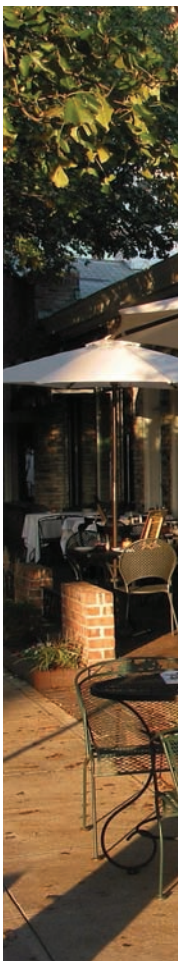


Proud Clayton pet owners can enter their pets/nominees in the second annual Clayton Mascot of the Year campaign.

In addition to the city gaining a mascot, the campaign will help support the Clayton Century Foundation (CCF). Voters will contribute \$5 for each vote for the candidate of their choice.

Candidate material must be submitted by October 28. Votes will be accepted October 31 through November 21, 2011. Information about the process for submitting nominees, the criteria for entries and the voting process is available on the city's website at [claytonmo.gov/mascot](http://claytonmo.gov/mascot)

The winner of the 2012 Mascot of the Year campaign will be announced on December 2 at the All That Glitters event.



City of Clayton  
 10 North Bemiston Avenue  
 Clayton, Missouri 63105

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 September 28 - 29  
 2011

### 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.



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 Paper

### City of Clayton 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



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