

Table of Contents

I.	Acknowledgements	
II.	Introduction	Pages 1 & 2
III.	Executive Summary	Pages 1 - 8
IV.	Social Statistical Analysis	Pages 1 - 6
V.	History & Heritage	Pages 1 - 8
VI.	Environment	Pages 1 - 34
VII.	Beautification	Pages 1 - 10
VIII.	River & Flood Plain	Pages 1 - 18
IX.	Infrastructure	Pages 1 - 7
X.	Housing	Pages 1 - 8
XI.	Business Retention & Expansion	Pages 1 - 6
XII.	Marketing	Pages 1 - 4
XIII.	Funding	Pages 1 - 5
XIV.	Conclusions	Pages 1 - 5
XV.	Appendices	
•	Appendix A - Executive Summary	
•	Appendix B - History & Heritage	
•	Appendix C - Environment	
•	Appendix D - Beautification	
•	Appendix E - River & Flood Plain	
•	Appendix F - Infrastructure	
•	Appendix G - Marketing	

Acknowledgements

The Hometown Revitalization Master Plan is the product of a diverse group of local residents, business owners and civic volunteers. The Master Plan is based on nine (9) issues identified by the community at a Town Meeting and through a survey and personal interviews conducted by the Hometown Master Plan Team.

This Master Plan is presented to the Arnold Planning Commission on behalf of the Master Plan Team and the many dedicated residents of Arnold, who gave them the tools with which to produce this fine work.

Gary Allen	Phil Amato	Connie Bequette	Parsons Brinckerhoff
Ben Callahan	Cindy Coleman	Randy Crisler	Tom Dixon
Paul Freese	Rachelle Freese	Gene Fribis	Kevin Harding
Mary Holden	Jim Hovis	Lloyd Jones	Ramona Jones
Tom Kirkpatrick	Frank Kutilek	Lorraine Mall	Melissa McAlpine
Norman Moss	Deanna Patschke	Marie Perdue	Frank Pointer
Jerel Poor	Linda Poor	Glen Portell	Duwayne Smith
Julie Stone	Kayla Tedder	Todd Teuscher	Joe Trail
Laurie Trail	Matt Unrein	Brian Waldrop	Bernie Wilde
Scott Wilkerson	Kristy Yates		

Facilitator: B.J. Eavy, University of Missouri Extension Service



Introduction

The historic district of Arnold, Missouri, which I represent on the City Council, has fallen into disrepair and neglect over the last decade, while other parts of the City have continued to grow and prosper. This is not surprising, as neighborhoods have finite lifecycles. At some point, they will either be restored, or will simply fade away, perhaps, to be renewed by a future generation.

In Arnold, a group of business and civic leaders have been meeting, for about three years, to discuss what the future holds for historic Arnold. They had come to call themselves the "Hometown Group." This group had come to an impasse as to what to do next and asked the Local Government Partnership director, Julie Stone for some advice. She suggested they call B.J. Eavy with the University of Missouri Extension for guidance with the endeavor.

After spending a short time with the Hometown Group, BJ suggested two things: 1) the group needed to organize into a 501c3 Not-for-Profit, so they had credentials, 2) they also needed a plan, a Master Plan, to take to the City Planning Commission, which would lay out the foundation for the revitalization of the Arnold Historic Hometown District.

BJ committed to guiding their efforts on both fronts, but the research, planning, and writing of the Master Plan would be up to them. She would get them started and act as a resource. She would assemble the plan in the end so that it speaks as one voice, however, the Team would do the lion's share of the preparation work for the Plan. They agreed and the Hometown Association was born, with all committing to drafting the Master Plan within the following year.

The result of their "labor of love" is found in the pages which you are about to read and is entitled, "*The Revitalization Master Plan for Arnold's Hometown*."

Arnold is the largest city in Jefferson County, Missouri and has historically led the way toward futuristic development and prosperity. This Plan is based on nine

issues identified by the community: Heritage, Beautification, Environment, River & Flood Plain, Business Retention & Expansion, Housing, Infrastructure, Marketing, and Funding. With the recommendations in this Master Plan, Arnold will again blaze the trail of ingenuity and modern-day thinking by becoming the first "GREEN Zone" in Jefferson County. Arnold will begin this environmentally friendly revitalization in their historic "Place to Call Home".

Throughout these pages are research-based facts, as well as ideas from the community, and thoughtfully penned conclusions, with recommendations for implementation, from the Hometown Master Plan Team. The "GREEN"ing of Hometown is an effort just waiting to happen and once again, Arnold will do it first.

The Community Team who wrote this Master Plan is to be commended on several fronts. First, they held a Town Meeting, sent out a survey, and individually interviewed countless residents and business people to discover what people want the essence of Hometown to be. Secondly, they actually listened to the people and incorporated their thoughts, dreams, and ideas in the Plan. Thirdly, the residents consistently spoke of a simpler, friendlier, healthier lifestyle, all while ensuring the protection of our environment and heritage; therefore, the Master Plan reflects this concept as Hometown going GREEN.

In addition to the ethical and thoughtful way they conducted their research and writing, the Hometown Master Plan Team should also be commended for the hours of time they tirelessly devoted to this good work. Congratulations to them for a job well done!

Sincerely,



Matthew Hay, First Ward Councilman
Hometown Representative
Arnold, Missouri City Council

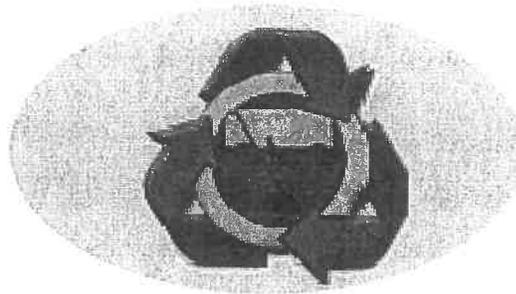


Executive Summary



Executive Summary

The City of Arnold is positioned to be first in Jefferson County and one of few in the State of Missouri to embrace the environmentally friendly GREEN Movement, beginning with the revitalization and renovation of the northern historic Hometown area. This Master Plan not only describes and recommends the GREEN Movement, but also describes how going GREEN would benefit Hometown, how to get started, and outlines who to contact for assistance (see Appendix A).



The Hometown Association was formed because a growing number of citizens are concerned about the overall health of the City of Arnold, its appearance and how it is being developed and wanted to create a report to the Planning Commission and City Council that identified the concerns and provided possible solutions and ways to incorporate and finance the solutions. The Hometown report covers nine areas of concern including specific issues identified in a public meeting that was held on February 20, 2008 and information provided in a subsequent citizen survey. The nine (9) Issues of concern upon which the Master Plan focuses are: Heritage, Beautification, Environment, River & Flood Plain, Infrastructure, Housing, Business Retention & Expansion, Marketing, and Funding.

The Planning Commission and the City Council of Arnold all have also heard a growing number of citizen complaints concerning site grading, erosion control, flooding, storm-water quantity and quality, tree removal, buffering, screening, views, and reduction of animal habitat when projects are reviewed for approvals.

This document will describe each of the nine issues and the subsequent research done by the Team who chose to work on this particular issue. In addition, there are recommendations by the Teams concerning how this information can be implemented into the revitalization of Arnold's Hometown.

This Master Plan will be presented to the Arnold Planning Commission by the Hometown Association, whose mandate it has been to write this Plan. This is a document written by the people of Arnold, for the people of Arnold. It has been as inclusive of all groups as possible and reflects a great deal of time and effort toward that end. To the Hometown Master Plan Team, we send gratitude for their selfless endeavor to make a difference in their community.

The historic nature of the Hometown area, and of Arnold itself, is important to remember and incorporate into any plan for the future of this Gem of Jefferson County. In these pages, you will read about the people and communities that comprised the area that became known as Arnold. It is the history of independent-minded, self-made people, who created a home for themselves in this beautiful and wild part of Missouri.

The recorded history in and around Arnold prior to the 1760's has been summarized as the home of the wild men of the forest, native animals, and the land of the Osage, Shawnee, Cherokee, Delaware and Seneca Indians, who were drawn to the fertile soils, abundant game and rich waterways of the area. The Meramec River was such a vital part of their lives, as were the forests and other natural resources of the area. There are many hills and valleys in Arnold, with much of the land draining to the Meramec River to the north or toward the Mississippi River to the east. The highest elevations have bedrock near the surface.

Jeffco Boulevard generally follows the high ridge line through the east half of the city. Today, the optimum land has been developed and City ordinances do not adequately protect this landscape, while developers contemplate cutting down the

hilltop forests and filling in the flood plain for more development. A tremendous amount of asphalt covers Arnold.

The residents of Hometown today have reached back through time to grasp a piece of a simpler, healthier, more nature-friendly lifestyle. When giving their opinions about what Hometown should look and feel like in the future, they included their thoughts about the importance of past lifestyles. They said they want an historic trail along the Meramec River and out through the historic areas. They want a focus on the River through recreation, sports, fishing, picnicking, and boating; they want small shops, a theatre, recreation, arts & crafts, and other activities; they want a safe place to walk with lighting and beautiful trees, shrubs, and flowers all around; they want a place where people can meet and have a good time; they want a "Place to Call Home". They also want to restore pride in Arnold, remembering the good people who blazed the trails before and the endless opportunities to blaze trails in the future.

The beautification of Hometown was on the mind of everyone who talked with the Team about the Master Plan. It is important to use environmentally friendly methods and materials when embarking upon this project. To destroy or compromise the environment for the sake of "development" is not acceptable in Hometown. People want to preserve and enhance nature where it is found in Hometown and create islands of beauty where nature has been compromised by past mistakes and neglect.

The use of indigenous plants that burst forth with vibrant color will bring joy to many hearts, while from the safe, lighted streets will emerge a healthier walking lifestyle. The sidewalks will be made of pervious concrete, so there won't be runoff and flooding during storms and these sidewalks will be wide enough and smooth enough for two wheelchairs to pass as all people go do their daily chores.

While beautification and history are being considered, they fit right in with protection of the environment. Hometown has decided that their overarching

Master Plan theme is for Hometown to go "GREEN" by doing everything we can to protect our part of the earth and to educate others about the importance of making this conscious decision and lifestyle change. From Infrastructure to Housing and from Business to Beautification, the history and well-being of our people and environment will be preserved and protected.

Speaking of preservation and beauty, there is a tremendously valuable asset in the Hometown area of Arnold, which needs to be preserved, maintained and better utilized for the commerce and enjoyment of its residents and visitors – the Meramec River. Through responsible stewardship, this River offers great potential to the community through shipping, fishing, boating, sports, recreation, an aquarium, picnicking, retail shops, and hiking, biking historic trails. The River is also an excellent provider of exercise through Stream Team "Fix-up/Clean-up" volunteer activities. The River must be responsibly used for the delight of the residents and visitors of Arnold, because non-use leads to neglect, disrepair, and vandalism. There are several people who are very active on the Meramec River Stream Team, but we need more involvement by residents to be able to make the Meramec River the asset it is capable of becoming for the economic and social development of Arnold's Hometown.

The residential and business community of hometown will begin revitalization with homes and businesses that exist now, by implementing an environmentally friendly clean-up/fix-up beautification campaign. Concurrently, an infrastructure assessment will be conducted to determine best practices for designing and updating streets, sidewalks, lighting, storm-water drainage, sewers, drinking water supply, housing and business needs, ordinances and regulations while maintaining the integrity of the environment. Many suggestions for this effort will be found throughout this Master Plan.

In the Town Meeting and survey, the community made clear their concern for the future overall health of the City of Arnold. They specified returning to a more

environmentally friendly way of living, which would eventually lead to a healthier and happier quality of life for its residents. Additionally, people from other places who visit hometown would emulate this change in their own communities, not only because it is pleasing, but because it is the right thing to do.

The residents are not suggesting a major overhaul of Hometown immediately, rather, just the opposite; start with what we have and transform it into a thing of beauty and functionality. Making Hometown a user-friendly place is mandatory for the population, who need some assistance due to age or disability. More than 40% of the existing residents of Hometown fit this description today and if we do things right, this percentage will rise as people begin to consider Hometown "a place where everyone can safely and comfortably be at home".

Major concerns residents of Arnold pointed out are: sidewalks and trails wide and smooth enough for two wheelchairs to travel safely and pass each other, street and sidewalk ramp access for wheelchairs, ramp access into businesses and services, which are within walking distance of the nearby residences, senior transitional housing would be ideal in Hometown, and a trolley route for people who need or want to ride throughout Hometown. Small shops are desirable for Hometown, such as, a bakery, ice-cream parlor, neighborhood grocery store, arts & crafts boutique, book store, one-stop license bureau, drugstore, barber/beauty salon, a day spa, and many other such businesses. The need for services was also discussed, such as, childcare and adult day care. Sporting and social events and places to hold them was also an issue and the people asked to consider having garden clubs, a farmer's market, community gardens, skating rink or swimming pool, a pet area and children's play area as well as picnic tables and benches in the several parks in Hometown. Beauty all around was important, as were porches on homes and businesses, where people can visit. A community center where people can meet was also seen as an important long-term goal for Hometown.

To this end, throughout these pages are many recommendations and solutions for creating the Hometown Cityscape that residents and others in Arnold and beyond want to see. Examples of these recommendations would be:

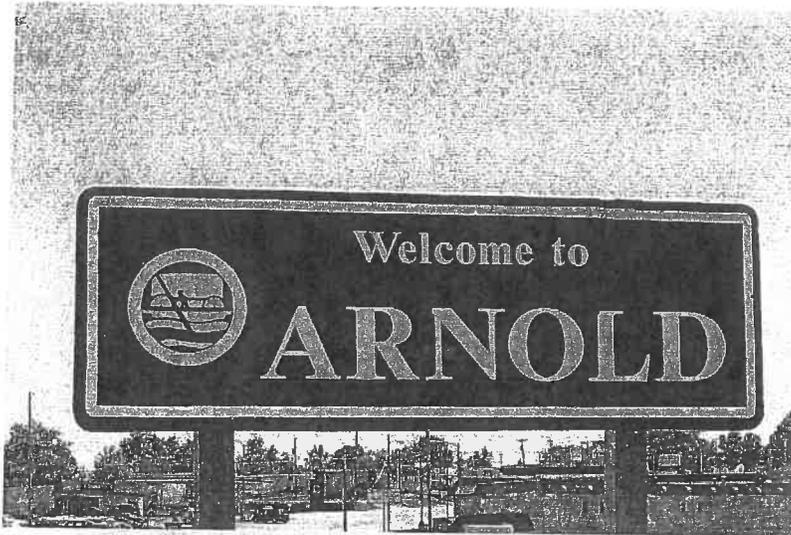
- City Staff Training and Education – Require on-going environmental and sustainable development educational seminars and training for City staff including; Mayor, City Council and Planning Commission. Lack of education about the benefits of the environment and how development impacts can be reduced should not be tolerated as it is crucial to the health, safety and welfare of the citizens of Arnold and to the City's future.
- Communication and City Office Policies – All City staff as well as citizens must know the environmental and developmental issues, the impacts to the citizens and to the environment, the solutions proposed and the costs involved. The information should be readily conveyed on the City of Arnold and Hometown Association websites, as well as announced by the Hometown Association in the local newspapers and through flyers sent home with school children. All must be aware of what is being done, the reasoning behind the decision and the costs if applicable. Property owners should be made aware of what they can do at their homes and businesses to benefit the environment of Hometown and Arnold.
- Ordinance Revisions – wide sweeping ordinance changes must be made immediately to benefit the environment and image of Arnold. Both the environment and the image of Arnold are suffering. Not much has changed in the ordinances since Arnold was incorporated. Jeffco Boulevard development has absolutely no visual appeal, little for the citizens of Arnold to be proud about. The business owners are able to build what they want and how they want it and Arnold has to hope that the property will look good and that the owner will build an attractive building. The exception is the Fortune Bank at Linderhof Drive and Jeffco Boulevard, which is a wonderfully elegant and dynamic building and site.

There are very few accessible connections in Arnold outside of the new neighborhoods to promote a healthy, walkable community.

- Planning Refinements – Jeffco Boulevard is an interesting mix of service, commercial and office uses. Most are small individual lots, each with their own driveways and their own business signs. All buildings are distinctly different in appearance and materials. They do not work together visually or functionally. This, too, can be improved upon.

These are but a few of the recommendations found within this document. As you can see, with just a little effort, Hometown and Arnold could change for the better in a very short time. With this Master Plan and some determination and leadership by the City of Arnold and its residents, Hometown will quickly become the “GREEN” Gem of Arnold - “a great place to call home”. Arnold has always led the way in Jefferson County and should do so now by beginning the implementation of this Master Plan to revitalize historic Hometown to the grand and environmentally friendly position it held in the past and so richly deserves today.





Social Statistical Analysis



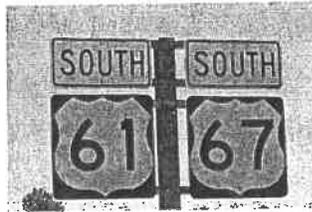
Social Statistical Analysis

The way we develop affects our environment and the health of the citizens of Arnold. An over-exposed environment reduces the amount of time people will spend outdoors engaging in physical activity. Lack of physical activity can lead to weak bones, muscles and a compromised immune system, any of which can lead to obesity. A hot, exposed environment with poor air quality can trigger breathing problems, asthma and heat stroke. Exposure to the sun can increase our chance of developing skin cancer. According to the Money Magazine Best Places article, 62.2% of the days in Arnold were rated as Good Air Quality as measured according to the Air Quality Index (see Appendix C, bib 2). The average for the Best Places cities was 76% good days. The article in Money Magazine about affordable cities also looked at the county health record statistics of citizens in the areas of diagnosed diabetes and hypertension.



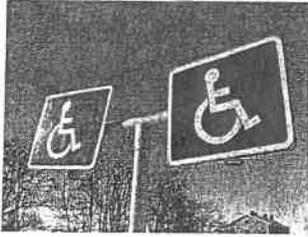
According to Jefferson County records, 11.5% of Arnold residents have been diagnosed with some form of Diabetes. Money Magazine's Best Places average was 9.6% (see Appendix C, bib 2). Type 2 Diabetes is the most common and contributing factors include excess body fat, smoking which affects body control of blood sugar levels, lack of exercise which contributes to high body fat, high blood pressure and/or high cholesterol. Age, family history and ethnic background are also contributing factors (see Appendix C, bib 3). Hypertension diagnosis in Arnold was 37.3% versus a Best Places average of 27.3% (see Appendix C, bib 2). Hypertension is high blood pressure. Common contributors are high body fat, high body weight, lack of physical activity, stress, smoking, high alcohol consumption, high salt intake, age, genetics, family history (see

Appendix C, bib 3). Treating health issues costs Arnold citizens time and money. The time and money spent on fixing health problems reduces money that we can spend on living healthy, living active, living to help others and enjoying the benefits of living in Arnold. One can begin to see that paving over and removing the natural environment starts to erode our quality of life.



Arnold, Missouri is the largest city in Jefferson County, with a population of more than 20,000 residents. Arnold is located where the Meramec River joins the mighty Mississippi River. Arnold is a community that has small-town virtues that are strongly rooted in traditional values of family, church and school. Big city attractions are just 20 minutes away. By driving on Interstate 55 into the City of St. Louis, Missouri, you will find baseball at Busch Stadium, the St. Louis Zoo, St. Louis Science Center, the Art Museum, Gateway Arch and much more. Interstate Highway 55 provides easy access to Interstates 270, 255 and 44. The City of Arnold hosts Arnold Days, which brings the community together annually in September. Arnold Days is a three day event that draws thousands of people from around the region for family entertainment that includes booths with games and food, carnival rides, and a parade at the end of the three day weekend event.

The population of Missouri is nearly six-million people and Jefferson County has 3.8% of the population of the state of Missouri, with approximately 130,000 residents. With a population of nearly 23,000 people, the City of Arnold has over 9.6% of the population of Jefferson County. In 2006, the age 55-65 group in Arnold totaled 4,270 residents, while age 65+ was 2,077 and 3,717 of the residents had some type of disability.



Based on trends identified by the Census Data, projections for year 2030 will reflect the following: Arnold residents 55 – 65 years of age or people who have a disability will amount to a 27% increase over 2006, or 10, 030 residents. Those aged 65+ years or have a disability will increase by 107%, with approximately 12,060 residents fitting that description.

In 2008, the Jefferson County Disabilities Council reported that within the Hometown area of Arnold, based on the two categories they have completed (Physically Disabled and Developmentally Disabled), there are 75 people who fit those criteria. This does not include the people they are identifying now, who are considered Aging and Mentally Ill. When these numbers are tallied the number will undoubtedly rise, because the over 55 population is very prevalent in the Hometown area.

Profile

Population

Arnold is a city in Jefferson County, Missouri, United States. The population was estimated at 20,413 in 2005.



Geography

Arnold is located at (38.432753,-90.369393).

According to the United States Census Bureau, the city has a total area of 11.6 square miles (30.0 km²), of which, 11.2 square miles (29.1 km²) of it is land and 0.3 square miles (0.9 km²) of it (2.85%) is water.

History

Arnold was incorporated in 1972, and is named after George Arnold, the city's first postmaster. Four communities merged with Arnold, and

their old names still have some currency: Beck (named after local farmer Emmanuel Beck), Flamm City, Maxville (named after Max Stengel, first business owner), and Ten Brook (named after landowner John Ten Brook).

The first European settler in Arnold was Jean Baptiste Gamache, who operated a ferry boat across the Meramec River in exchange for 1050 arpents of land granted by the King of Spain. This ferry was on the King's Trace or El Camino Real, (royal road), from St. Louis, Missouri, to Ste. Genevieve, Missouri. This road became known as Telegraph after 1850, after the first telegraph lines in the state were put along it.

Demographics



As of the census of 2000, there were 19,965 people, 7,550 households, and 5,564 families residing in the city. The population density was 1,775.0 people per square mile (685.2/km²). There were 7,913 housing units at an average density of 703.5/sq mi (271.6/km²). The racial makeup of the city was 97.91% White, 0.30% African American, 0.21% Native American, 0.20% Arab (U.S. Census)[Arab 0.38% Asian, 0.02% Pacific Islander, 0.27% from other races, and 0.92% from two or more races. Hispanic or Latino of any race are 1.04% of the population.

There were 7,550 households out of which 34.3% had children under the age of 18 living with them, 58.2% were married couples living together, 11.1% had a female householder with no husband present, and 26.3% were non-families. 22.0% of all households were made up of individuals and 7.7% had someone living alone who was 65 years of age or older. Arnold has as many Asian residents residing in the city

as it did twenty years ago. The average household size was 2.61 and the average family size was 3.05. Arnold also has the seventh highest population of people living in mobile homes in the state of Missouri at 33.2% of the total population.

In the city the population was spread out with 25.5% under the age of 18, 8.4% from 18 to 24, 30.4% from 25 to 44, 23.6% from 45 to 64, and 12.1% who were 65 years of age or older. The median age was 37 years. For every 100 females there were 94.7 males. For every 100 females age 18 and over, there were 90.3 males.

The median income for a household in the city was \$47,188, and the median income for a family was \$53,664. Males had a median income of \$37,972 versus \$27,222 for females. The per capita income for the city was \$20,378. About 3.0% of families and 4.4% of the population were below the poverty line, including 6.1% of those under age 18 and 3.6% of those age 65 or over.

Public Services

Arnold City Hall is located at 2101 Jeffco Boulevard and their phone number is 636-296-2100.

The Schedule of fines and costs incurred for various traffic and parking fines in the city of Arnold. Minimum speeding fine as of 6/7/07 is \$95.00 and parking fine is \$100.00.

Schools

Fox High School (Missouri C-6 School District) is the only High School located in Arnold, MO

()

()

()



The History & Heritage

History and Heritage

In the grand scheme of things, we will make the same mistakes over again, if we do not remember and appreciate our history and learn from it. The future of Arnold, Missouri needs to be built on the efforts and successes of its forefathers.

The history of Arnold is deeply interwoven with the history of Jefferson County and many references are from a document published in 1888 by the Goodspeed Publishing Co., copyrighted and reprinted by Hearthstone Legacy Publications 12383 Hearthstone Higginsville, Mo 64037

Early History

Quoting from the Goodspeed history prior to the 1760's "the territory comprising Jefferson County was the undisputed home of the wild men of the forest and the native animals. The territory at that time belonged to Spain and was under the control of a Spanish governor, who made liberal offers of land to persons who desired to settle permanently in the county."



Prior to European settlement, Osage, Shawnee, Cherokee, Delaware and Seneca Indians were drawn to the fertile soils, abundant game and rich waterways of the area. "The Shawnee, Cherokee, and Delaware were peaceable and friendly but the Osage were very savage and warlike, and gave the settlers a great deal of trouble"

With the order of King Charles III of Spain a land route was opened to stimulate commerce between the trading posts at St. Louis and Ste. Genevieve. As part of the route, the Lt. Governor of Louisiana, Francois Cruzat, offered 1050 arpents of land (about 893 acres) to anyone who would build and operate a ferry across the Meramec River. Jean Baptiste Gamache completed the project in 1776 and

established what was known as the Lower Ferry at the location where State Route 231 crossed the Meramec River. Gamache's Ferry was part of the King's Trace or El Camino Real (the Royal Road). The road was marked out in 1789 on an old Indian trail and led from St. Louis south, across Gamache's Ferry, to Kimmswick, Sulphur Springs, Ste. Genevieve, and eventually to New Madrid. After 1850, this route became known as Telegraph Road, because the first telegraph line in Missouri followed the route with the first poles embedded along the old trail.

Mid 1800's History

After the close of the Civil War, or the War of Northern Aggression as it is known in the South, work commenced on Lemay Ferry, in 1867 and was completed in 1873.

After interruptions caused by the American Civil War and the Franco-Prussian War, large-scale German immigration resumed and quickly reached an all-time high in 1882, when a quarter-of-a-million Germans entered this country. German-born Americans became the dominant element in many major cities and constituted the largest foreign-born group in the country. Though fewer German immigrants of that time were farmers, as late as 1900, most American farmers were of German ancestry. They were widely regarded as the best husbandmen in the land.



The mass migrations to the United States from Europe that began in the 1830s were strongly influenced by what is known today as emigration literature--travelers' writings about their experiences in the New World. Such accounts were particularly popular with German readers; over 150 examples of the genre were published in Germany between 1827 and 1856. Gottfried Duden's, *Report on a Journey to the Western States of North America*, published in 1829, was one of the most influential of these books. The timing, format, coverage, and literary qualities of Duden's report, and its idyllic descriptions of pioneer farming in Missouri,

combined to make it an instant success. It attracted thousands of Germans to the Midwest, and particularly to Missouri, the focus of Duden's account. This edited and annotated translation is the first complete version to be published in English. It provides for the general public and the professional historian a significant contribution to U.S. immigration history and a unique and delightful fragment of Missouri's rich German heritage (see Appendix B-1).



Immigrants from Germany in the early to late 1800s brought many different religions with them. The most numerous were Lutheran or Catholic, although the Lutherans were themselves often split among different groups. The more conservative Lutherans comprised the Lutheran Church - Missouri Synod and the Wisconsin Evangelical Lutheran Synod. Other Lutherans formed a complex checkerboard of synods. In 1988, most of these churches merged together with Scandinavian-based synods, into the Evangelical Lutheran Church in America.

Other German Protestants were descendants of the United Evangelical Church in Germany. They created the Reformed denomination (especially in New York and Pennsylvania), and the Evangelical denomination (strongest in the Midwest). They are now part of the United Church of Christ. Many immigrants joined different churches from those that existed in Germany. Protestants often joined the Methodist Church.

With continued immigration, more and more land was settled and cultivated. Most of the immigrants were from northern Europe, with Germans predominating. Records from Immaculate Conception Church, founded in 1840 and located on Church Road in Arnold, just west of U.S. Highway 61-67, identified parishioners from Bavaria, Alsace, Lorraine, and Rheno-Prussia. The first Lutheran Church in Jefferson County, St. John's Lutheran, was established in 1848 at Beck (area at the junction of Richardson Road & U. S. Highway 61-67).



In 1858, the Iron Mountain Railroad (now the Mo-Pac) was completed and ran from Plum Street in St. Louis to Pilot Knob. The route ran past Jefferson Barracks and Cliff Cave in St. Louis County, and crossed the Meramec River less than one mile above the mouth of the River. In 1867, the Hillsboro-Lemay Ferry Road was constructed and was used by stagecoaches. In later years, this road, with its many hills, was used as a testing route for automobiles manufactured in St. Louis.

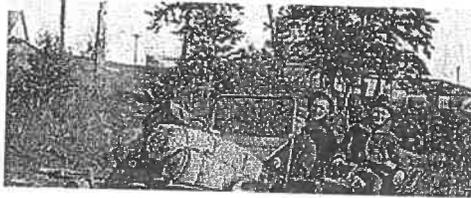
An atlas of Jefferson County, compiled in 1876, showed approximately 70 dwellings in the current Arnold corporate limits. Also shown on the map was the Village of Maxville, incorporated in 1874 and located around the junction of Lemay Ferry Road and State Route 141. The village was named after Max Stengel, who established the first business in the area. A post office was established in 1873, and the population was listed in the 1876 atlas as 100. Other interesting features of the map include the many orchards, and a schoolhouse, located on the east side of current U. S. Highway 61-67 between Glenn and Arnold Tenbrook Roads. The map also showed that a George Arnold owned property adjacent to the current U. S. Highway 61-67 between Church and Arnold-Tenbrook Roads. Later maps showed a settlement named Arnold at the site of George Arnold's property, with the current city also named after him.

A later map, dated 1898, showed that not much growth had occurred between 1876 and 1898. It also showed a school at the current location of Rockport Elementary School. Ownership of the land in the area recently flooded had passed from E. J. Gay to John and Annie Ten Brook. John Ten Brook, in about 1902, donated a four-acre tract of land close to the Meramec River for the construction of a depot and side track along the Frisco Railroad. The railroad was completed in 1902.



The Twentieth Century

Although information on the period between 1900 and World War II is fairly sketchy, little growth seems to have occurred. This is borne out by parish records of the Immaculate Conception Church, where the number of Catholic families in the parish increased from 154 in 1923 to 180 in 1945. In addition, the 1913 Red Book of Statistical Information is attached in Appendix B-2. After World War II, the demand for housing led to many new subdivisions, with plat records from the County Court House at Hillsboro showing many new subdivisions platted in the Maxville area in the 1950's. Public Water District No 1, formed in 1958, seems to have been another impetus for growth, with several large subdivisions platted between 1960 and 1964 east of the current Interstate Highway 55 (I-55). This Interstate highway was completed through Arnold in 1967.



As time went on, the Volunteer Fire Department, founded in 1941, became a Fire Protection District, and Rock Township Ambulance District was formed.

More and more subdivisions were being built, on higher ground to avoid the seasonal flooding, and support services migrated south with the population. Possibly part of the reason was that it was easier to get off the highway than to be on a secondary road like Jeffco Boulevard.

It seems that after the turn of the 19th century, the focus of the City of Arnold moved from the Telegraph Road Highway 231 to Lemay Ferry Road/Jeffco/Highway 61-67. There may be some very good reasons for this, but they seem lost in time. The Meramec River seems to have been a draw for people from the City of St. Louis and Lemay Ferry Road may have been the easiest route to Arnold. As time has changed our relationship with the River, so has it changed our relationship with the northern portion of Jeffco Boulevard.

The Future



What can we do to make the northern part of Jeffco Boulevard the vibrant, active area it once was? When *The Bridge Inn*, *Scotty's IGA*, the club houses along the River and other things were there, it was a wonderful place to be. As you progressed up the hill to the south, you passed *A & W*, *Bakers Restaurant*, with *Lion's Park* behind it, *Brouk - Ziegler*, *Chateau Inn* and all the other businesses along Jeffco Boulevard. The area was alive and well!

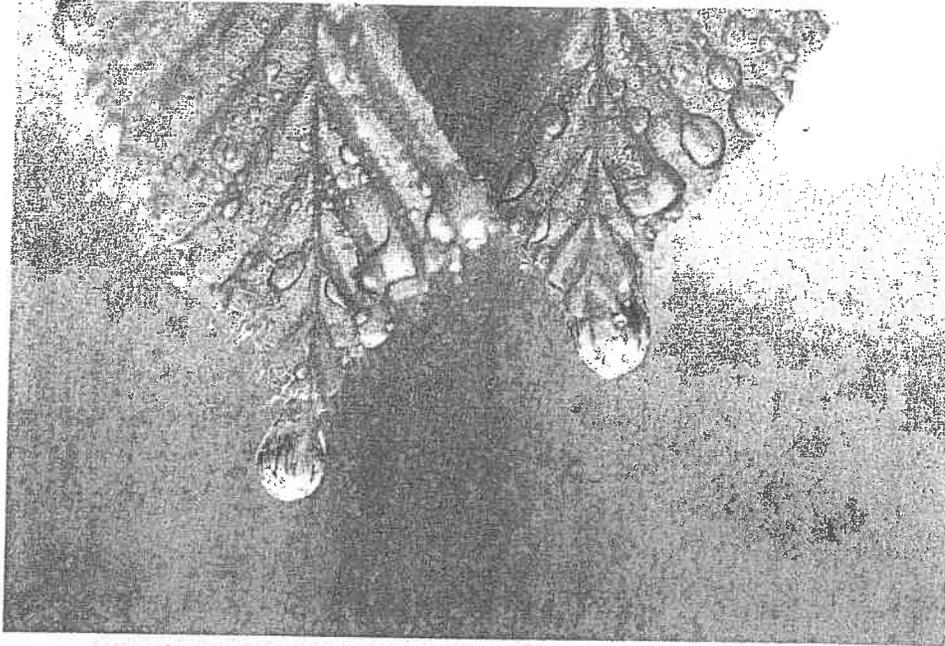
But the time for nostalgia is past and we need to create the future. Some of the things that the History/Heritage Issue Team has discussed include:

- For the Historical Society - A safe and secure museum with quality environmentally conditioned space for office, displays, and meetings. There needs to be space for holding classes and seminars; interactive displays, dioramas, photo slide shows, and other modern technological displays in the museum. This may be in a shared building where other community and civic organizations can also have their operations.
- Create a standard type of monument to be used to indicate historic sites.
- Create an Arnold historic heritage trail with a path for walking, hiking, biking and/or driving. This trail will link all of the original settlements that were the original community of Arnold; places such as, Flamm City, Wickes, Beck, Maxville, Old Town Arnold and Tenbrook. A walking guide/brochure can be produced that will include a map of the trail. Significant historic sites along the path could be indicated on the map. More recent historic sites could also be indicated, such as the site of the first Arnold City Hall. We have very few, if any, original buildings remaining from the late 19th century or early 20th century.

- A picnic area and historic site marker at Telegraph Road and the Meramec River could be established to indicate where the first commercial business started, the Ferry of Jean Baptiste Gamache.
- Talk with St. John's Lutheran Church and Immaculate Conception Church to see if they would allow tours and if they would want to have the buildings, grounds, and cemeteries included on the heritage trail.
- A marina along the River will be economically, historically and socially profitable for the City of Arnold.
- A River Walk with riverside restaurants and small boutiques would also be very beneficial.

In order not to repeat the errors of the past, as many writers and others have told us, we must preserve our history. The way that we can do that is to make sure that our telling of it is correct and does not include gossip, rumor and other untruths and half truths, as well as outright fabrications. In order to do this, we will need to investigate and verify all of the history that has been passed down from our ancestors.

Another way in which we can preserve our history is to retain the names of the original settlements, from which Arnold was formed, in our neighborhood designations, much the same as the City of St. Louis has done with its neighborhoods. Working with the Historical Society, we can and will preserve the fabric of Arnold's rich and vibrant past and help to enlighten the bright future of the City of Arnold – the "Place We Call Home".



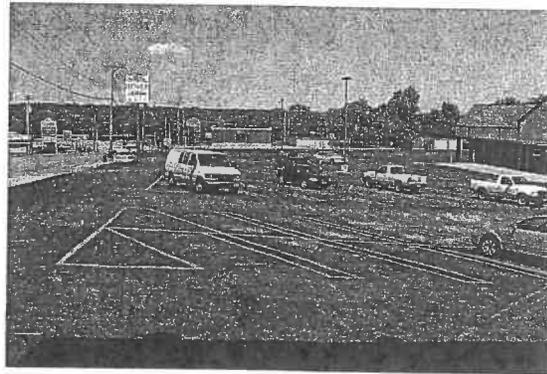
Environment

Environment

The Environment Issue – What, Where, When and Why for Arnold.

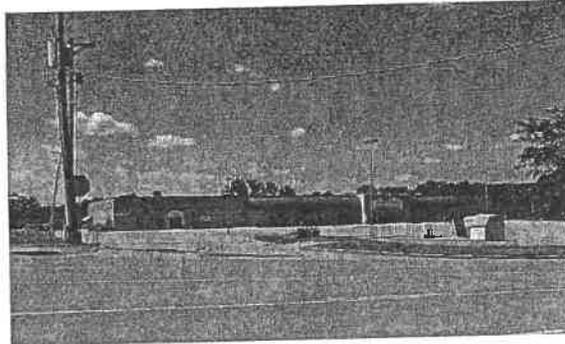
What environment issue? Where? Here in Arnold? Arnold is HOT! Red Hot! An article in the August issue of Money Magazine ranked Arnold, Missouri as having the 12th most affordable housing in the nation with the median home price of \$119,000 and the median family income of \$68,165 (see Appendix C – Bib.1). Three bedroom homes at the time of the study averaged \$205,000 (see Appendix C – Bib.2). Arnold also has a wonderful economy. Development is happening all over this hot City. National chain stores want to locate in Arnold. People want to live in Arnold. We are so hot we have our own Stove and Fireplace Center to make our homes and backyards even hotter. When we celebrate, we celebrate big and hot with fireworks – all year-round, any occasion!

Friends, Arnold is going to stay hot. This is guaranteed and can be guaranteed for one big reason: When the City of Arnold was being developed from the beginning, 20 acres at a time, 100 houses at a time,



strip center by strip center, property owners and developers went in and cut down all the big trees and planted very little back. Trees and brush was seen as a nuisance that had to be cleared away so that we could build. We lost our woods, our quality shade and our wind breaks. Today, during the summer, our new houses, our new restaurants, our new strip centers and their seas of asphalt, bake in the hot Arnold sun. It's too hot to move outside in the summer. Hot, humid and sweaty. Our business profits go to pay utility bills. Our air conditioners run day and night and our home electric bills are \$100 to \$200 a month? Friends, this is no way to live. It seems we have created our own little piece of global warming right here in

Arnold. Unfortunately, Arnold is much like hundreds of thousands of other cities who have developed in the same way. We are all feeling the heat, both physically and financially.



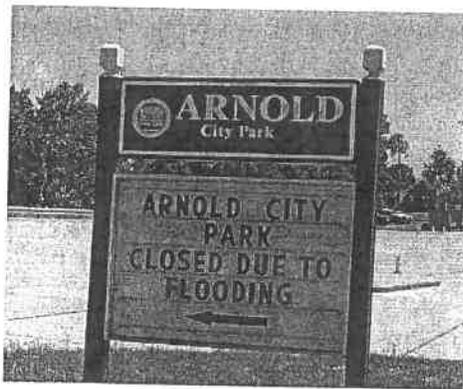
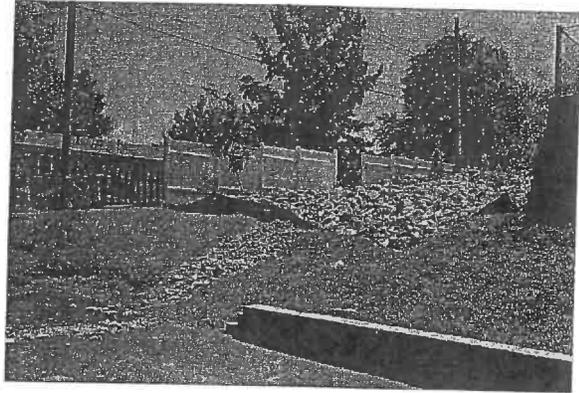
The heat issues brought about by reduction in tree canopy is an easy concept to identify with and is experienced by all each summer. Other

environmental concepts and connections to the health, safety and welfare of humans are more involved and require more experience and specific education. Trees, shrubs, groundcovers, insects, birds, animals, fish, soils, ground water, surface water and topography create a balanced natural system and microclimate that humans live in and rely on for health and quality of life. If one of the elements is altered or removed there is an effect on the other elements that will eventually affect the health and quality of life of humans, directly or indirectly.



Vegetation removal for development has other impacts on us that affect us directly but in an indirect manner. When native vegetation including trees is taken away, we are removing habitat and food for animals, birds and insects. If that habitat is removed, those species that require heavy vegetative cover and hiding places move away and that reduces predator species that eat the mosquitoes, crickets, ants, mice and vermin that can more easily adapt to living around us instead of in a more natural habitat.

When we develop, we also change the land form and modify the natural drainage patterns. When natural drainage patterns are disrupted, it can lead to erosion and flooding that displaces people and animals and further damages remaining native habitat. Paving over the changed landform prevents rainwater from soaking into the ground and causes us to use expensive drain inlet and pipe systems that send the rainwater to our creeks, streams and rivers in a hurry, further compounding the flooding and erosion issues.

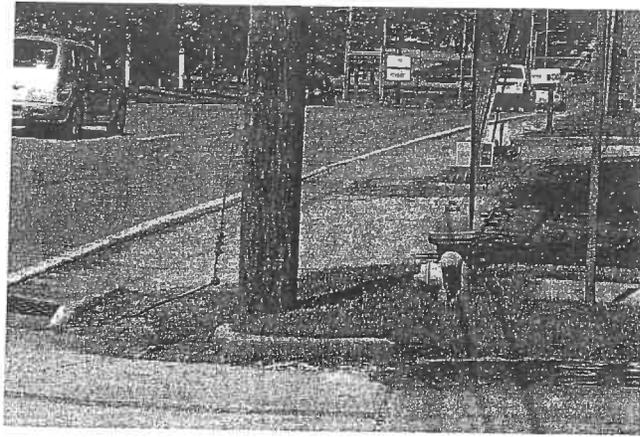


The way we develop affects our environment and the health of the citizens of Arnold. An over-exposed environment reduces the amount of time people will spend outdoors engaging in physical activity. Lack of physical activity can lead to weak bones, muscles and immune system and can lead to obesity. A hot, exposed environment with poor air quality can trigger breathing problems, asthma and heat stroke. Exposure to the sun can increase our chance of developing skin cancer. According to the Money Magazine Best Places article, 62.2% of the days in Arnold were rated as Good Air Quality as measured according to the Air Quality Index (see Appendix C – Bib. 2). The average for the Best Places cities was 76% Good days. The article in Money Magazine about affordable cities also looked at the county health record statistics of citizens in the areas of diagnosed diabetes and hypertension.

According to Jefferson County records, 11.5% of Arnold residents have been diagnosed with some form of Diabetes. Money Magazine's Best Places average was 9.6% (see Appendix C – Bib. 2). Type 2 Diabetes is most common and contributing factors include excess body fat, smoking which affects body control of blood sugar levels, lack of exercise which contributes to high body fat, high blood pressure and/or high cholesterol. Age, family history and ethnic background are also contributing factors (see Appendix C – Bib. 3). Hypertension diagnosis in Arnold was 37.3% versus a best places average of 27.3% (see Appendix C – Bib. 2). Hypertension is high blood pressure. Common contributors are high body fat, high body weight, lack of physical activity, stress, smoking, high alcohol consumption, high salt intake, age, genetics, family history (see Appendix C – Bib. 3). Treating health issues costs Arnold citizens time and money. The time and money spent on fixing health problems reduces money that we can spend on living healthy, living active, living to help



others and enjoying the benefits of living in Arnold. One can begin to see that paving over and removing the environment starts to erode our quality of life.



While portions of the City are thriving other portions are in decline. The original business corridor along north Jeffco Boulevard from Highway 141 north to the Meramec River

bridge is the focus of this initial study. Empty buildings and parking lots are accumulating along the corridor. Residents that live along north Jeffco have to drive to get to services. Safe, protected, continuous handicap accessible sidewalks and bike paths are non-existent. There are no trees for shade. It would be a long, hot, obstacle filled walk or bike ride from Starling Airport Road to the Walgreen's pharmacy at Tenbrook Road. That trip is usually driven, which consumes non-renewable fuel, increases toxic vehicle fumes in the air, decreases our air quality and puts more vehicles on the road to increase the chance of accidents that work to increase all of our insurance rates. This may seem like a stretch but this scenario is based in fact and should not be ignored. A good portion of our

health, safety and welfare is all connected back to our environment and how we choose to develop. Developing exclusively for the car is hurting the City.



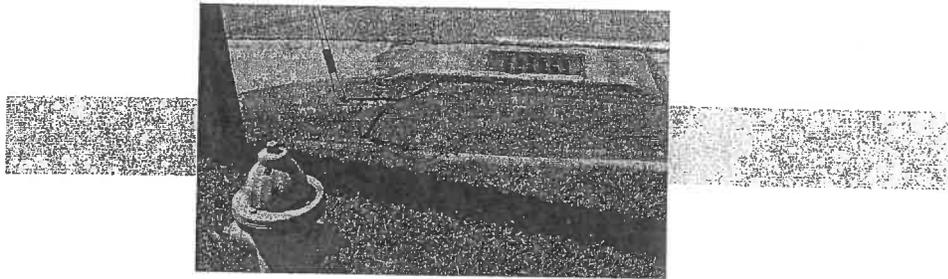
We need to decide to go beyond that to also consider the needs of the environment, the needs of students, of the elderly and of all the citizens of Arnold. The City of Arnold is at a crossroads. It is time to take corrective action now. One key component of the corrective action plan is to address the environmental impacts of the way Arnold develops.

Environmental problems and solutions are global, well documented and have been the focus of the scientific community since before Arnold was incorporated. Over the last 10 years, the signs that the environment is struggling have become apparent to the entire world. Warnings from the scientific community that corrective action is needed immediately have gotten louder and are starting to be acknowledged beyond the academic community and by those that work close to the environment. It has been scientifically proven that the issues, problems and solutions are real and not an inconvenient fad.

President Jimmy Carter was 100% correct with his concerns and proposals during the mid to late 1970's. If he did not have a background as a peanut farmer from Georgia and a brother named Billy, municipalities across America probably would have taken his message seriously and would now be ahead of the curve instead of 30 years behind. However, the enlightened portion of the generation that lived with the gas crisis and grew up with the start of ecological awareness are now in leadership positions, with their own companies, have become university presidents, are heads of school districts, are government officials and are now beginning to make a difference.

Governments and municipalities around the world and near Arnold are implementing corrective actions to restore their local environment which in turn helps the global environment. Environmental issues and solutions are now commonly studied and implemented in our schools and universities, in our workplaces, are discussed and investigated in written and televised news on a daily basis and are the subject of main-stream movies and documentaries. The environment is a broadening political issue for presidential candidates and celebrities alike.

Stewardship of the environment is also a religious obligation. Pope Benedict XVI, leader of the world's Roman Catholic faith, has consistently supported environmental initiatives. He has implemented solar technology to power buildings in Vatican City and has taken action to make the church's operations there carbon neutral (see Appendix C – Bib. 4). The Pope has warned against harming the environment and wasting resources, citing the affects on the poor around the world and has identified such lack of stewardship of the environment as a sin (see Appendix C – Bib. 5).



Various environmental problems and solutions are being defined, studied, explained and corrective actions are being formulated by environmental experts from around the world. Nations, states and cities are formulating laws and guidelines to change the way they develop and for protecting and restoring the environment. Environmental problems and solutions do not only apply to other, larger cities, they apply to every city. Arnold needs to do its part to protect its own environment and its own citizens. The change needs to begin at the top through immediate Zoning and Subdivision Ordinance changes and simultaneously with the citizens, businesses and developers of Arnold, who can make immediate bold, dramatic changes to their Hometown.

History of the Arnold Environment

- The recorded known history of the environment in and around Arnold prior to the 1760's has been summarized as the home of the wild men of the forest and native animals and the land of the Osage, Shawnee, Cherokee, Delaware and Seneca Indians, who were drawn to the fertile soils, abundant game and rich waterways of the area (see Appendix C -- Bib. 6).
- Landform --The topography of Arnold is best described as undulating. There are many hills and valleys with much of the land draining to the Meramec River to the north or toward the Mississippi River to the east. The highest elevations have bedrock near the surface. Rock outcrops can be seen along Highways 55, 141 and Jeffco Boulevard, where the grade was cut down for the roadway. Jeffco Boulevard generally follows the high ridge line through the east half of the city. Development currently occupies the optimum developable land. Now developers are contemplating cutting down the hilltops and filling in the floodways adjacent to creeks. The City of Arnold zoning ordinance and subdivision ordinance currently offer no protections for this type of development.
- Environmental Awareness -- Preservation, Conservation, Stewardship of the land are old concepts that are now being discussed again with some seriousness within the City of Arnold. After the flooding of 1993, the City bought out all properties in the Meramec River floodplain. More recent dramatic flooding around the City in 2007 and 2008 has spurred talk of cause and effect and has heightened citizen awareness of how development on a neighbor's property can affect their property.

Arnold Environment Today

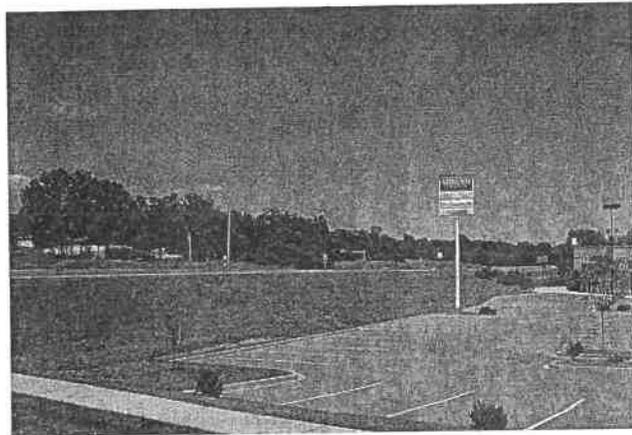
- Standard Development Trends and Results – The standard development model in Arnold, Missouri is to build on the smallest size lot needed to accommodate the development, to meet the minimum requirements of the zoning and subdivision ordinances, maximize parking, minimize the building footprint and build with the most economical materials that are allowed. This is the best business model for the developer and business owner. The result is a faster return on investment for both parties. The result for the property is a flat site with a maximum amount of pavement and non-pervious surfaces, removal of vegetation, manipulation of topography and removal of natural systems. The results for the building include:

1. a tight functional floor plan.
2. the building is surrounded by an asphalt parking lot.
3. little or no landscaping for building shade.
4. code minimum building insulation.
5. introduction of new materials that rarely match colors or materials of adjacent buildings.
6. architectural forms with a low level of detailing that do not follow an architectural style.
7. building style is not compatible with adjacent buildings.
8. building style does not improve upon the architecture of adjacent buildings.
9. initial costs are low for the developer.
10. high on-going utility costs and environmental costs for the business owner.
11. a needed service provider for the citizens of Arnold.
12. another bland building and site for the citizens of Arnold.
13. a building and site that does not improve the community character of Arnold.
14. a building and site that does not improve visual quality or property values of the City of Arnold.

- Many of the commercial building envelopes are often prototypical, value engineered to the lowest level of aesthetics with little architectural detail, style or character, nothing extra and built exactly the same wherever zoning and architectural codes will allow. This adds to the overall blandness of the site development and reduces the visual quality and character of the City of Arnold. The City of Arnold does not require Architectural Review and the ordinances only limit metal buildings.

- Site development in Arnold is also prototypical. Portions of the site that are not covered by building or pavement are called green space or open space.

Often, the green spaces are narrow tree lawns or parking lot islands that are raised and require irrigation or the green spaces are



property perimeter side slopes that are difficult to keep vegetated and maintained. Landscape design generally meets minimum requirements and is generally designed by engineers, or architects, or by owners, who have little or no background in landscape design, or horticulture. The resulting planting plans typically will propose the wrong plant in the wrong place, which results in plant death, plants growing too large, plantings that do not serve a function for the building or site, plants blocking views at driveways, small trees blocking views of the buildings, plants that are invasive or have high maintenance requirements.

- Local Climate – The Five Senses. Development by environment subtraction has reduced our quality of life in tangible ways that we can experience with our five senses; touch, sight, hearing, smell and even taste.



1. Touch: When we build by removing shade trees and vegetation, we feel the heat on the pavement, on our front door knobs, on our car door handles, in our cars and on our playground equipment.
2. Sight: We can see the heat radiating off of the pavement and the vehicles. The steam rising off of pavement after a short rain. The sun's intensity and glare stops us in our tracks as we leave the protection of our homes, offices and buildings. We make sure we have our sunglasses and hats with us at all times. When vegetation is removed, we see less of nature; fewer flowers, birds, bees, butterflies and other wildlife. The City seems stark, sterile and less alive. When it rains, we can see water $\frac{1}{4}$ inch to over $\frac{1}{2}$ inch flowing swiftly over our parking lots, our curb gutters flowing full and water moving swiftly through ditches and creeks. Often, the water in our ditches and creeks is muddy, full of sediment from unprotected or under-protected construction sites. The mud often ends up in our streets or yards.
3. Hearing: When we build by removing vegetation and not planting back, we remove the natural wind and sound buffers between our homes and businesses and the surrounding roadways. The drone of the vehicular traffic and railroad traffic is increasingly permeating our lives as vegetation is removed for new developments. The wind has less plant material to slow it down so the wind speeds remain high when they blow against our homes and businesses. The sound of wind whistling through is increased. Some get used to it, other just shut the windows to stop the noise but overall, it is a reduction to our quality of life.

4. Smell: After nature is removed, we are left with the smells of hot asphalt, mowed lawns and car exhaust.
 5. Taste: Without vegetative buffers and trees to catch the wind, trash and dust blow through our neighborhoods, making our barbeque grills hard to light, blowing dust onto our food, blowing across our sports fields and across parking lots, putting grit between our teeth.
- Regulatory Climate – The regulatory climate concerning environmental issues in the City of Arnold has stalled with a few of the Planning Commission and City Council members against having developers and residents be required to spend money on landscape or other sustainable design elements that they do not consider as necessary or traditional standard development practice.
 - City volunteers and elected officials commonly volunteer or run for election to make the City of Arnold a better place to live and work. This has a different meaning to each individual and as time goes on, the underlying motivation is expressed in the way that the individual votes. Some feel that they can make Arnold a better place if we allow the City to evolve slowly and cautiously as it always has, that we do not add any more development requirements or layers of permit review in order to keep development costs low and to make it easy for anyone to develop in Arnold. Lower requirements, regulations and reviews also reduce the possibility that City staff, resources and finances can be overextended.
 - Others feel that Arnold would be a better place if development requirements were changed to respond to the best current environmental recommendations, technological advances, planning and landscape design practices that have made other cities like Kirkwood, Webster Groves, University City and many others beautiful, interesting, vibrant destinations and desirable places to live

and work. They see development as a mutual partnership where the developer or property owner, the City, the community and the environment should benefit from the development. They believe that the goals of both the property owner and City should be met.

- Those for slow growth also feel that they vote in the best interest of members of their Ward or a general segment of the population that they feel are under-represented. The needs of low income residents, small business owners and small developers are typically identified as being overlooked. This is a very short-sighted position, that citizens with low income will be adversely affected by requiring new developments to preserve areas of existing vegetation and restore vegetation in a functional manner. Existing business and homeowners would not be required to do anything. But they would be informed by the Hometown Association and the City of Arnold about the ways that they can make their homes and properties more energy efficient, more sustainable, easier to maintain and their connection to their environment. The Hometown Association and the City would pursue grants to help provide energy saving and environmental improvements for those who cannot afford them. Developers of new property or renovations would be required to develop in an environmentally responsible manner. They would be required to make Arnold a better place than when they found it. For the developer that cannot afford to provide a development that restores the environment, provides an attractive and functional landscape that holds and filters stormwater, that provides sidewalk access from the street and that improves the image of Arnold, maybe Arnold is not the right place to develop for them. If the development cannot contribute to the environment of Arnold and in turn, the health, safety, welfare and aesthetics of Arnold, maybe Arnold does not need that kind of development. Other cities require thoughtful, sustainable, quality design that provides greater benefits to their city and citizens, Arnold can too.

- There are numerous university, municipal, federal and statewide studies of the cost to benefit ratio between standard development and the preservation and restoration models. From every study account, preservation and restoration benefits are immediate, dramatic, effective, broad, far-reaching, are long-lasting and increase their value over time. Preservation and restoration of the environment reduces energy costs to properties, increases enjoyment of the property, lowers stress, works to get the homeowner to want to be outside, increases interesting and educational plant and animal habitat, increases owner pride, creates a feeling of contributing to the success of the community, increases the owner's feeling of being a part of the City's cause, the feeling of being included and belonging in the community as well increasing property values. There are many other human and environmental health benefits to preservation and restoration of our environment and together, they far outweigh a perceived increase in development cost for designing the site in a different way and providing additional plantings. Since the incorporation of Arnold in 1973, the City officials have made it a point to make it easy for citizens and developers to build in the City. The results of those efforts are represented in the current ordinances and in the appearance of the City today.

- The Hometown Association was formed because a growing number of citizens are concerned about the overall health of the City of Arnold, its appearance and how it is being developed and have created this report to the Planning Commission and City Council that identifies the concerns and provides possible solutions and ways to incorporate and finance the solutions. The Hometown Master Plan covers nine areas of concern including specific issues identified in a public meeting that was held on February 20, 2008 and information provided in a subsequent citizen survey. The nine (9) Issues are: Heritage,

Environment, Beautification, River & Flood Plain, Infrastructure, Housing, Business Retention & Expansion, Marketing, and Funding.

- In addition, the Planning Commission and the City Council of Arnold all have heard a growing number of citizen complaints concerning site grading, erosion control, flooding, stormwater quantity and quality, tree removal, buffering, screening, views and reduction of animal habitat when projects are reviewed for approvals. City staff and work crews have spent many hours and City funds monitoring construction sites and dealing with contractors over non-existent, poorly designed, improperly installed and maintained erosion control measures and uncontrolled clearing and grading that has resulted in erosion or flooding onto adjacent properties. The City has had to spend money to repair damage or correct impacts to properties down stream from sites.
- In an effort to raise internal City awareness of the affects of loosely controlled development practices, the City of Arnold has hosted two presentations from the Missouri Department of Conservation to inform staff, the Planning Commissioners and City Council members about natural systems, the impacts of development and the costs to municipalities and citizens. The City of Arnold is discussing ways to revise its ordinances to restore the balance between environmental stewardship and development and is working to educate those who are reluctant to change the way we develop.
- Citizen Survey - the citizens of Arnold were asked to list assets and challenges of the City of Arnold. Many of the assets listed were services that the City provides to the residents but there were a number of responses that were related to the environment and recreation opportunities of Arnold. The asset list included the wildlife that exists in Arnold. Turkey and deer can be seen regularly around the Strawberry Creek nature area along Tenbrook Road. Strawberry

Creek nature area was listed as an asset as were the Meramec River, Arnold Park, Athletic fields, walking/nature trails, Pomme Creek Golf Course, the Clean Stream Team, a diversified park system and a no-smoking community. Items listed as challenges of the City of Arnold included terrain, lack of park land out of the floodplain, need for City beautification, improve the image of Arnold, remove the "LA" (Lower Arnold) myth, lack of soccer fields and a hockey rink and ADA compliant easy access sidewalks.

Environment Beyond the City Limits



Global Issues – outside the City of Arnold, studies, articles and news reports abound from nations around the world on the issues of climate change, energy use, depletion of our natural resources and damages to the environment. A number of countries, states, environmental organizations, cities, universities and companies have adopted policies to help restore the environment. The City of Chicago is pursuing Leadership in Energy and Environmental Design (LEED) certification for its municipal buildings, is implementing green roof technology and is turning its paved alleys into pervious paved alleys in an effort to “improve drainage, reduce runoff and relieve strain on the city’s aging sewer system”. Chicago has a goal of turning 1,900 miles of alleyways into storm drainage filter and storage devices as part of their “Green Alley Program”. Impervious standard concrete and asphalt is being replaced with porous concrete over a deep stone base. The porous concrete allows water to percolate through into the stone base and then filter through to the underlying soil and into the local water table. This process filters pollutants out of the stormwater instead of sending the polluted water straight into the piped stormwater system and into streams and rivers. The concrete paving material is recycled concrete (see

Appendix C – Bib. 7). The light color of the concrete reflects the heat and reduces the “urban heat island effect” (see Appendix C – Bib. 8).

The American Society of Landscape Architects national organization has released policy recommendations on climate change. “The techniques landscape architects use for sustainable design can translate into effective public policy,” said Nancy Somerville, executive vice president and CEO of ASLA. “These strategies can save billions of dollars on infrastructure, create vibrant and healthy neighborhoods, preserve our natural resources and reduce global warming if Congress acts soon.” Some specific policy recommendations include:

1. Encourage sustainable site planning for new communities and buildings of all types.
 2. Require open space and parkland preservation as a component of all public and private development, from small site-specific projects to regional land use plans.
 3. Encourage the research and use of native and adapted vegetation in the built environment to take full advantage of the most appropriate plants to increase air quality, conserve water resources, and sequester carbon dioxide.
 4. Encourage the use of sustainable stormwater management practices.
 5. Encourage the use of green roofs on public and private buildings of all types.
 6. Require comprehensive transportation and utility planning as a component of land-use planning, matching infrastructure capacity with current and proposed land uses.
 7. Encourage the development of smart growth communities.
 8. Enact policies that support design of safe transportation routes for pedestrians, bicyclists and those who use wheelchairs.
- The full white paper and policy recommendations can be viewed at asla.org. (Appendix C – Bib. 9).
 - Local Issues – Survey, Articles, News Reports
 - Regulatory Climate – Laws, Ordinances

The regulatory climate nationally, highly supports the environment. Recent federal laws passed include the ban of 100-watt incandescent light bulbs by the year 2012. The average miles per-gallon of every car maker mix or fleet has to be 35 mpg by the year 2020. Many other measures are being passed and introduced weekly in efforts to help reduce energy consumption and pollution in order to preserve the environment and improve our quality of life. The vote on the ban of the wasteful 100 watt incandescent light bulb was 314-100 in the House of Representatives and 86-8 in the Senate, so our legislators definitely know the issues and what has to be done.

Other bills being considered include a 40 percent increase in fuel efficiency for new cars and light trucks by 2020, for a fleet-wide average of 35 mpg, a fivefold increase - to 36 billion gallons - in the amount of alternative home-grown fuels, such as ethanol, that must be added to the nation's gasoline supply by 2022.

A study group called The American Council for an Energy-Efficient Economy states that the fuel efficiency bill and the 100 watt light bulb ban will reduce energy use by 7 percent and carbon dioxide emissions by 9 percent in 2030. They further estimate that these bills will save consumers and businesses more than \$400 billion between now and 2030.

Energy analysts estimate that the fuel efficiency goal will raise the price of vehicles by up to \$1,500 but once the new standards are in place, consumers will save about \$5,000 in fuel costs over the life of the vehicle (see Appendix C – Bib. 10).

The State of Utah has closed 1,000 of its 3,000 government buildings on Fridays and has adopted a four-day work week in an effort to reduce its energy consumption by 20% by 2015 and to save nearly \$3 million a year on lighting, heating and air conditioning costs. The move also reduces vehicle mileage and fuel costs for State vehicles and for the government

workers that are able to take part in this new program. The State of Utah estimates that 3,000 metric tons of carbon dioxide will be prevented from entering and polluting the atmosphere. The State of Utah joins many other state, city, county government agencies and other employers who are offering or requiring four-day work weeks for their employees (see Appendix C – Bib. 11).

Recommendations for the Arnold Environment

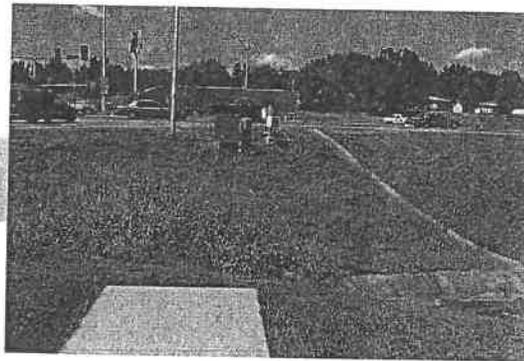
- **Balanced Vision and Desired Results** – Development and the environment can coexist. Other communities have ordinances that encourage the preservation and supplementation of the environment as well as development design guidelines that require thoughtful design. The developers benefit by having an attractive property that adds value to their development portfolio, image and reputation. The building owner benefits by having a functional and attractive property that customers are drawn to, that creates a thoughtful and civic-minded image and that is energy efficient and easy to maintain. The image of the City and its reputation is enhanced by attractive properties and by implementing regulations and design standards that benefit the environment. Designers work in many municipalities and are well experienced in sustainable design that protects the environment.

- The Environment Issue Team recommends that the City of Arnold develop and adopt the following policies and improvements in order to protect and restore the environment in Arnold for today and future generations.

Protect Drainage Pathways in Arnold

- Protect the ditches, creeks, streams and rivers that convey our stormwater with planted buffers. Ensure that grading and development does not take place within the buffer. Buffers are needed to slow and soak up the stormwater so that it does not enter creeks, streams and rivers at a high rate of speed, causing erosion and sedimentation. All drainage pathways should be identified by the City and a buffer width assigned. A buffer width policy should be developed and adopted with recommendations from the Missouri Department of Natural Resources and the St. Louis Metropolitan Sewer District.
- Supplement buffers with native grasses, forbs and trees to protect the buffers from erosion and to restore the environmental system functions.
- Control vehicular access to drainage pathways in order to reduce dumping of trash into them. Eliminate existing vehicular access points that cannot be monitored.
- Substantially increase fines for dumping in drainage pathways.
- Prohibit and substantially fine people for dumping of oil, paint and chemicals on parking lots, on streets, on curb gutters, in drain inlets and in drainage pathways.
- Control storm water quantity and quality on site. Keep stormwater on site and use it for irrigation. Grade the sites to divert storm drainage through planted bio-swales, rain-gardens and/or planted bio-filtration areas where storm water is collected, is taken up and used by plants and percolates into the soil before being allowed to enter the piped City storm drainage system. Use native plants for the filtering areas.

- Require the City engineering staff to review all Bio-filtration systems being used around the country and adopt standard details and specifications for designers to use in Arnold. Standard details ensure that the City gets the quality that they want and help save design costs when engineers and architects can download the completed drawings and specifications without having to draft or write them.



Protect the Storm Drainage Infrastructure in Arnold

- Control storm-water quantity and quality before allowing storm water to enter into the City's drainage infrastructure. Protect the ditches, creeks, streams and rivers that convey our stormwater with planted buffers. Ensure that grading and development does not take place within the buffer. Buffers are needed to slow and soak up the stormwater so that it does not enter creeks, streams and rivers at a high rate of speed, causing erosion and sedimentation. All drainage pathways should be identified by the City and a buffer width assigned. A buffer width policy should be developed and adopted with recommendations from the Missouri Department of Natural Resources and the St. Louis Metropolitan Sewer District.
- Supplement buffers with native grasses, forbs and trees to protect the buffers from erosion and to restore the environmental system functions.

- Control vehicular access to drainage pathways in order to reduce dumping of trash into them. Eliminate existing vehicular access points that cannot be monitored.
- Substantially increase fines for dumping in drainage pathways.
- Prohibit and fine people for dumping of oil, paint and chemicals on parking lots, on streets, on curb gutters, in drain inlets and in drainage pathways.



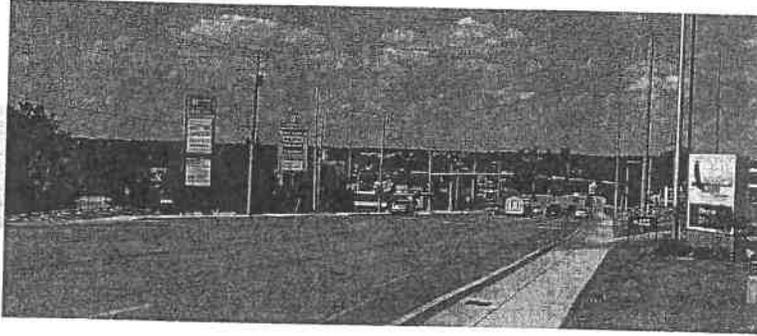
Protect Vegetation, Supplement Vegetation, Improve Visual Aesthetics of Arnold

- Require all planting plans to be sealed by a Landscape Architect licensed to practice in the State of Missouri. Landscape Architecture is the only licensed profession that is educated in the fields of planning, site design, planting design, sustainable landscapes, site construction, horticulture and ecology.
- Make it unlawful for trees to be cut down and land to be cleared without a land disturbance permit or approval from the City Engineer.
- Require a planted buffer between all properties in order to provide space for parking lot shade tree plantings, parking lot screening, utility corridor, storm drainage collection, filtering and conveyance and to add more distance between properties to make driveway separation safer.

- Require a Tree Survey to be submitted with the Site Topographic Survey or separately but showing the existing site topography. Identify tree masses and all individual trees over 4" caliper. Identify tree species and health of the trees. Require approval of the tree survey, grading plan and stormwater pollution prevention plan as a condition of the land disturbance permit.
- Require that a Tree Survey be sealed by a Landscape Architect or Registered Land Surveyor.
- Create a new City of Arnold employment position of Urban Forester to provide leadership in the management and maintenance of the city's tree canopy. The Urban Forester would review all landscape plans and work with designers to improve planting conditions and locations to promote plant health.
- Require that existing trees over 6 inch caliper measured 6 inches above grade be preserved by grading and acceptable arboricultural methods. Replace what is removed.
- Allow low native grasses and forbs to be planted in commercial and residential yard spaces. Allow rock and boulder features to be installed as well.
- Adopt a recommended planting list for all required planting in the City. State its flexibilities if other plants have merit and note the desire to avoid the planting of invasive species, monoculture plantings with adjacent properties and maintenance issues.

- Require large canopy shade street tree plantings at 40' maximum spacing for all land use zones. Provide a 6' wide tree planting strip, minimum, between back of curb and sidewalk for street tree plantings. Provide native grasses, wildflowers, low buffalo grass, boulders and stone mulch areas in addition to or instead of typical lawns in planting strips less than 6' wide.
- Grade planting strips with a slight depression in order to store, use and filter storm water.
- Shade parking lots with large canopy shade trees. Require 4 trees for every 10 parking spaces. Require that all parking spaces be within 60 feet of a large canopy shade tree.
- Require a minimum of 180 square feet of planting space for planting of a large canopy shade tree. Minimum parking lot island width for a tree planting should be 8' in width.
- Shade new homes and business with large canopy shade trees. Design site to leave room for shade tree plantings. Base tree requirements for residential lots on lot size.
- Shade the perimeter of buildings with shrubs. Provide a minimum of 6 shrubs per 20 linear feet of building façade exposed to parking or roadway. Shrubs help keep the sun off portions of the building walls and create a cool insulating microclimate in the space between the shrubs and building façade. This helps to cool building surfaces quicker in the summer.
- Direct storm drainage to planting areas and parking lot islands. Install openings in curb and gutter or use concrete wheel stops to allow storm drainage to enter islands and planting areas.

- Specify planting soil mixes for bio-filtration swales, rain-gardens and planting beds that will accept and filter high volumes of water.



Protect Soil and Slopes of Arnold

- Require that all construction sites incorporate and maintain erosion control measures that meet or exceed State standards.
- Require a Grading Plan and a Stormwater Pollution Prevention Plan including Best Management Practice devices, details and design calculations. Require that the plans and calculations be sealed by a Civil Engineer or Landscape Architect licensed to practice in the State of Missouri.
- Do not allow building construction on slopes of 1:3 or steeper.
- Do not allow commercial driveway slopes over 10 percent.
- Do not allow parking lot slopes to exceed 5%. Require that site slopes be 1:3 or less to ensure groundcover viability and to reduce erosion.
- Require cleared land that will not be developed within 30 days to be planted with annual grasses, 3 inches of hardwood bark mulch, or soil stabilizing polymers.
- Require temporary biodegradable erosion control mulched netting to be placed over 1:3 planted slopes.

- Eliminate the need for regular mowing maintenance of steep slopes by requiring the planting of native grasses, wildflowers and forbs on 1:3 slopes for all developments.
- Require the use of retaining walls for slopes over 1:3.
- Require designs of retaining walls over 4 feet in height to be sealed by a Structural Engineer licensed to practice in the State of Missouri.

Protect and Restore Animal Habitat

- Protect the Strawberry Creek Preservation area from development. Do not allow high density uses or uses with high impervious area to be build adjacent to it.
- Protect the buffer around the waterway.
- Identify the wildlife corridors in Arnold and work to protect them from development. Connect corridors to create more access options. Work with residents to educate them about the corridors and how to improve them.
- Educate landowners and developers as to the reasons for turning large expanses of lawn and lawn slopes into animal habitat, then encourage and help them to do it.
- Require planted buffers around all developments. Require native grass, wildflower and forbs as groundcover for rear buffers and optional for other buffers.
- Educate and encourage property owners to develop animal habitat on their properties.

Require Professional Design

- Arnold deserves developments designed and detailed by the appropriate professionals trained and licensed to perform the work. Currently, it is not clear which professional is required to seal each

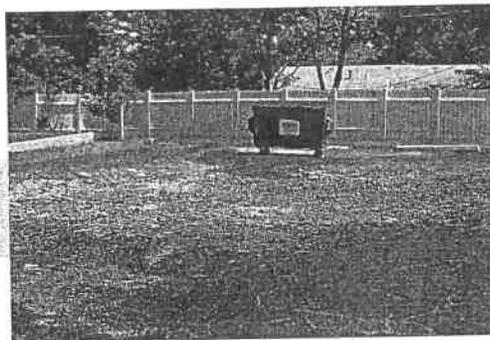
portion of design. Architects and engineers can seal site plans even though architects are not trained to design sites, layout parking lots, determine turning radii or grade sites. Architects and engineers can also design and seal landscape plans in Arnold even though both have no professional training to do so. The City of Arnold also allows landscape plans to be submitted and approved without a professional seal. When the City of Arnold allows professionals and non-professionals, with inadequate training, to prepare plans, they receive sub-standard design, odd and inefficient layouts that are safety hazards, sites that do not promote sound stormwater quantity and quality control, and unattractive sites that damage the visual quality of the City of Arnold.

- In order to get the best development, the best design input, the City of Arnold must require the designs be created and sealed by the appropriate professional.
- The most glaring lack of professional design requirement that has arguably the greatest impact on the image of Arnold and its environmental health is not requiring the planting plans to be sealed by a Landscape Architect. Landscape Architects are specifically trained in site design, social aspects of design, utility design, grading design, erosion control design, planning, planting design, horticulture, landscape maintenance, site construction and construction detailing and are expected to be stewards of the land. Landscape architecture is a 5 year accredited program that results in a Bachelor of Landscape Architecture degree. The landscape architect can continue on to get a Masters degree in landscape architecture. Landscape architects who are licensed to work in Missouri are required to complete 12 hours of continuing education each year. These continuing education requirements consist of public health, safety and welfare aspects of their professional training listed above as well as new advances in technology, law, regulations and design standards.

Tools for Change

Tools for Change – Ordinance Changes, Improvement Districts, Incentives, City Standards, Plan Review, City Staff Training, Arnold Resident Training – It is recommended that the City of Arnold staff and/or volunteers provide on-going public workshops on environmental stewardship and energy conservation techniques as part of their training. The workshops could take place at various public and private locations throughout the City. Over time, a pamphlet or manual could be developed to distribute periodically to all residents and business owners. The information should be widely advertised in newsprint, on cable television information channels and on the City of Arnold and Hometown Association websites. Key information includes:

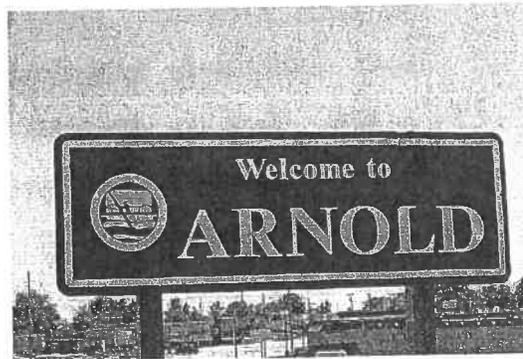
- How to landscape to reduce summer cooling costs.
- How to landscape to reduce winter heating costs.
- Planting design tips for aesthetics and function.
- Summary of all environmental goals.
- Call before you dig number.
- Environmental education links and slideshows.
- Communication, Funding Pursuits, Planning



Next Steps

- City Staff Training and Education – Require on-going environmental and sustainable development educational seminars and training for City Staff including Mayor, City Council and Planning Commission. Lack of education about the benefits of the environment and how development impacts can and should be reduced should not be tolerated as it is crucial to the health, safety and welfare of the citizens of Arnold and to the City's future. The leadership and caretakers of Arnold have to stay current and be informed.
- Communication and City Office Policies – All City staff, as well as citizens, must know the environmental and developmental issues, the impacts to the citizens and to the environment, the solutions proposed and the costs involved. The information should be readily conveyed on the City of Arnold and Hometown Association website as well as announced by the Hometown Association in the local newspapers and through flyers sent home with school children. All must be aware of what is being done, the reasoning behind the decision and the costs if applicable. Property owners should be made aware of what they can do at their homes and businesses to benefit the environment of Arnold.
- Ordinance Revisions – wide sweeping ordinance changes must be made immediately to benefit the environment and image of Arnold. Both the environment and the image of Arnold are suffering. Not much has changed in the ordinances since Arnold was incorporated and it shows. Jeffco Boulevard development has absolutely no visual appeal, little for the citizens of Arnold to be proud about. The business owners are able to build what they want and how they want it and Arnold has to hope that the property looks good and that the owner will build an attractive building.

Except for the Eagle Bank, the Linderhof development and Fortune Bank at Linderhof Drive and Jeffco Boulevard, this has not happened in Arnold. Fortune Bank has built a wonderfully elegant and dynamic building and site. The current site development ordinances require very little from those that develop in Arnold. The ordinances need to be reviewed and revised to benefit the health, safety and welfare of the citizens of Arnold and the environment of Arnold instead of being focused on making sure that developers can build quickly and cheaply. The City of Arnold should have more control of the appearance of the buildings and sites in their city. Architectural review of all structures with style and material requirements placed in the ordinances would provide the City a way to describe the minimum acceptable quality of the architectural design for structures and would provide a way to make sure that materials and architectural styles of buildings will be compatible and complimentary. Architectural style defines many of the great neighborhoods and cities of the St. Louis region. Laclede's Landing, Soulard, St. Louis Hills and The Hill are identifiable neighborhoods in St. Louis with compatible architecture and materials that create a certain character and a place.



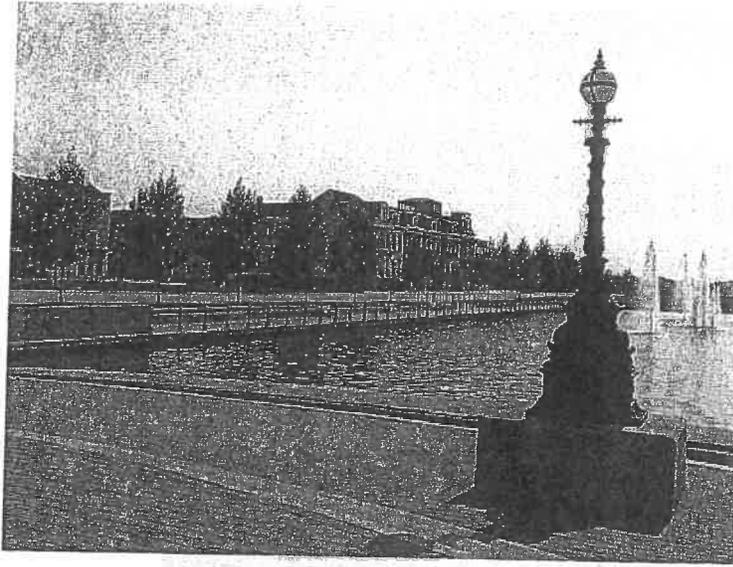
- There are few accessible pedestrian connections in Arnold, outside of the new neighborhoods, to promote a walkable community. This needs to change. The focus of the current City ordinances is to accommodate single lot developments, vehicle access, maneuvering and parking without regard to other modes of transportation, pedestrian access, handicap accessible access and pedestrian safety. The City of Arnold ordinances should adopt and enforce the current Americans with Disabilities Act Accessible Guidelines for development and provide requirements to develop a walkable community, shared parking, shared driveways, property interconnectivity and access and accommodations for alternate modes of transportation including bicycles, shuttle buses and motor scooters. The City of Arnold should study other communities that use urban bicycle trails and trolley systems to see if that would be a benefit for the businesses along Jeffco Boulevard and the citizens of Arnold.

- Planning Refinements – Jeffco Boulevard is an interesting mix of service, commercial and office uses. Most are small individual lots each with their own driveways and their own business signs. All buildings are distinctly different in appearance and materials. They do not work together visually or functionally. There is a lack of direct parking lot and pedestrian path interconnections between businesses that discourage consumers from walking between businesses and encourage driving from store to store. Planning of the Jeffco Boulevard corridor is crucial to the growth and strength of Arnold. It should not be left up to chance. The City of Arnold should make the properties along Jeffco Boulevard part of a planned mixed use development district with its own development ordinance and guidelines. The City should control and maintain Jeffco Boulevard and develop its infrastructure to address the needs and interests of the City of Arnold.

- Green Business – It is recommended that the City of Arnold begin to develop its green staff to manage, maintain, grow and plant throughout the city. The city should grow its own trees for future use within the City rights-of-way, on City land, for donating and planting in neighborhoods that may not be able to purchase trees for shading and to sell to citizens. The city should operate planting, watering, mulching and green-waste management and staff positions with volunteers where possible. When capable people want to go into business for themselves, the City can decide to contract that portion of the City's operation to that individual or company. The City may want to lease land area to mulching or landscape maintenance businesses in exchange for landscape maintenance of City land.
- Funding Pursuits – There are many organizations and agencies that provide grant funding and will organize volunteer labor to assist with stream restoration, bank stabilization, planting and education programs. The organizations and the available funds vary from year to year so an organized staff of Arnold volunteers should be assembled to research the grants and write them for the benefit of the City of Arnold.
- Market the Plan – The Hometown Association plan will have to be marketed to developers that understand and value sustainable design. They are out there and they need to be made aware of what the City of Arnold would like to accomplish. Organized and informed citizens, City leadership and written ordinances focused behind the development product will make Arnold an even more attractive place to develop.

Bibliography

1. Lucky Thirteen: Money Magazine says Arnold is one of the 25 best affordable cities to live in the United States by Trish Wallace, staff writer, Jefferson County Journal, July 16, 2008.
2. 25 Best Affordable Cities to Live in the United States, MONEY Magazine, August 2008.
3. Understanding Type 2 Diabetes, Who Gets Diabetes. Diabetes.Com by GlaxoSmithKline.
4. Pope warns against environmental damage, says it burdens the world's poor. Catholic News Service, Pope-Ecology, August 28, 2006.
5. Vatican lists "new sins," including pollution. Thomson Reuters, by Philip Pullella, March 10, 2008.
6. History of Jefferson County, Missouri, published in 1888 by the Goodspeed Publishing Co., copyrighted and reprinted by Hearthstone Legacy Publications 12383 Hearthstone Higginsville, Mo 64037
7. Chicago Alleys go Green, by Eye on Earth, a joint project of the World Watch Institute and the Blue Moon Fund.
8. Heat Island Effect. U.S. Environmental Protection Agency website. www.epa.gov/hiri/
9. The American Society of Landscape Architects internet site ASLA.org, an excerpt announcing a summary of their white paper on their sustainable initiatives.
10. Energy bill, on its way to Bush, aims to make U.S. greener, by Richard Simon, Los Angeles Times, Washington, Copyright 2004 LexisNexis, a division of Reed Esvier, Inc.
11. Utah closes government buildings on Fridays, moves to four-day work week. Consulting-Specifying Engineer, July 10, 2008, monthly on-line email report.



Beautification

Beautification

The Arnold Hometown Master Plan team conducted a formal survey, held town meetings and talked with many citizens of the community to gather their ideas and concerns for building this Master Plan. The results of this study lead to the following observations and recommendations.



Greeting Sign on the North Corridor

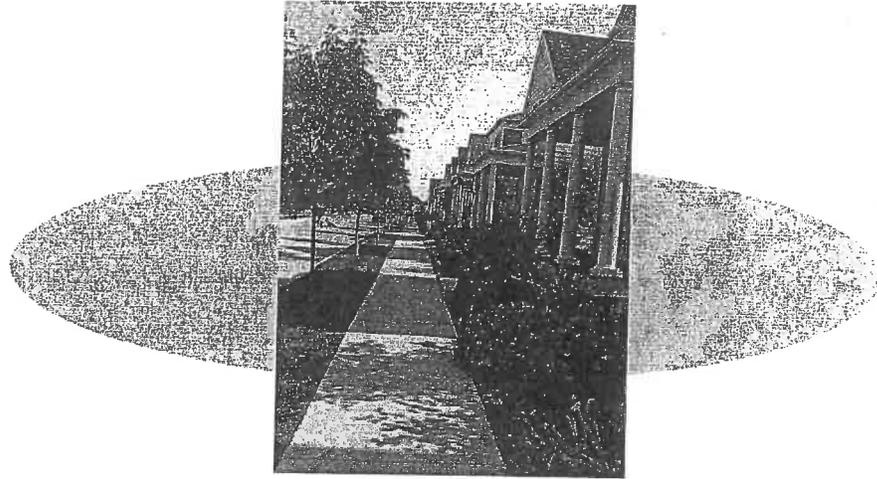
A new City greeting sign on the northern corridor of Jeffco Boulevard is necessary. This sign is the first chance for Arnold to make a positive impression on visitors and should be a source of pride for Arnold residents. Several pictures are included in Appendix D-1 as suggestions for the size and appearance of the new sign. The sign needs to represent pride and innovative thinking; it should be high profile and well-lit, and present a visual “sense of place” announcing that Arnold is a “Place to Call Home”. The City of Arnold and its citizens thus proclaim with pride to its residents and visitors alike, “Welcome! Please stay awhile! In fact, stay for a lifetime!” The sign needs to include three things:

1. Welcome to the City of Arnold
2. “A place to call home.”
3. Founding date

Locally available natural building materials should be used to construct the sign and its presentation site, adding to the visual effect of beauty and its sustainability. Several local companies can produce large natural rock from local quarries to produce a creative and attention-grabbing design (see Appendix D-2 for companies). Stones can be designed and engraved by local businesses to improve the investment and sense of community. The site design should include landscaping and strategic lighting to accentuate the sign. The site could be incorporated into a traffic island if the street were to be re-designed.

Sidewalks

Sidewalks must be replaced on both sides of Jeffco Boulevard and need to be ADA compliant (Appendix D-3). Our current cultural setting and history oblige us to foster both a sense of health consciousness and ecological awareness to improve our community. With good sidewalks, we encourage folk to walk a few blocks rather than to drive the same distance. This advocates a sense of responsibility to current and future generations, becoming more proactive and less reactive. Today's small steps can become large steps for the health of the Arnold community; good sidewalks will encourage people to walk more and drive less. Imagine this--people walk along the streets, smile, and wave hello to neighbors, vendors and even a stranger or two. Sidewalks provide a safe path for people to promenade, visit, sit and read a newspaper, and they encourage children to walk or skip, while parents and grandparents amble together for an early morning walk, or an evening stroll. Please see Appendix D-3 for ADA compliance information and sidewalk design descriptions.



A new kind of sidewalk concrete is now available that has many very positive qualities for environmentally conscientious construction; it is called Pervious Concrete (see Appendix D-3). It could well be the concrete solution for a “Green” Hometown and Arnold. It is Leadership in Energy and Environmental Design (LEED)-certified as more “Green Friendly” than traditional concrete. There are many reasons to encourage its use: it is recognized for its economic, environmental and structural advantages; the U.S. Environmental Protection Agency includes it in “Best Practices” for providing first flush pollution control and storm water management. The texture of the concrete is like Rice Krispy Treats; it helps prevent water from pooling, because of its porous nature. It could be ideal for sidewalks in winter, requiring little, if any salting. This means cheaper sidewalk maintenance and less salt pollution and runoff into yards and drains.



Lighting

Imagine walking along the sidewalk at dusk, when the street lamps flicker into life and the lamps cast a warm glow onto the sidewalks as you and your friends stroll along Jeffco Boulevard, taking in the evening breeze. Fall has arrived and the trees are just changing color; it's wonderful to walk down a well-lit street, browsing in the windows of the local stores. Stop at the new restaurant for a bite to eat; there might be live music! You wouldn't have to drive because there are safe, well-lit sidewalks.

All streetscapes require lighting, and Hometown is no exception...lighting has been ignored for far too long. The Hometown survey results show that sidewalks and lights for the City are high priorities to Arnold citizens. The Master Plan Team investigated several kinds of streetlights and took into consideration the residents' survey and town meeting results. People believe that ambiance is important; structure and size of the lights is equally important. There are several kinds of street lamps that fit with the idea of "A Place to Call Home".

The light poles will be designed to have banners attached to them. Banners could be the American flag or seasonal flags. Black is the preferred lamppost color (see Appendix D-4).

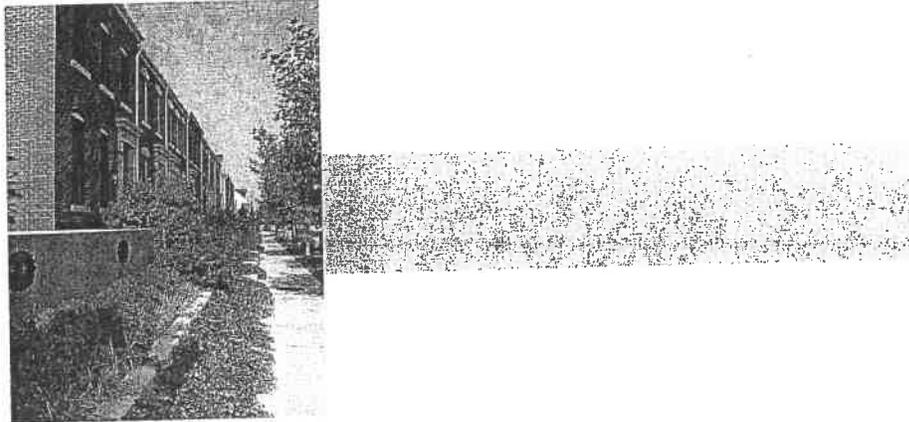


Trees

Trees define and enrich a landscape like nothing else can. They welcome the Spring with flowers and life-giving shades of new green that drive the dead of Winter away. In Spring and Summer, their leaves and canopies shade and cool the streets and lawns, providing shelter and haven for birds and other wildlife that enrich our lives. During the Fall, the leaves change color, displaying a vibrant spectrum from yellows and orange to rich reds and browns, many with traces of green to remind us of their recent work to nourish the trees and shrubs. Inevitably, the leaves lose their hold on life and drift to the ground, decorating lawns and parkways with a treasure of colors for children to pile up and play in. Trees and shrubs enhance the natural, "Green" appearance of the community and reinforce your decision to live in Arnold and help Hometown become the place where Jefferson County turns green.

There are many species and varieties of native trees and ornamental shrubs that could be recommended for planting along Jeffco Blvd. to beautify the road and enhance the living conditions of Arnold's Hometown. Indigenous plants will be hardy and low maintenance. Trees include flowering dogwood, redbud, flowering crabapples, basswood, black cherry, hornbeam, oaks, and hard maples, decorative shrubs such as red osier dogwood, burning bushes, boxwoods and junipers can provide attractive borders and accents around yards and featured plantings. The

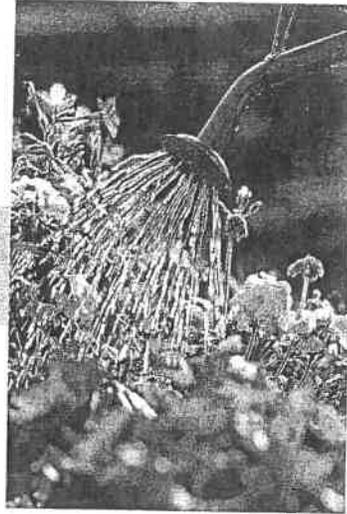
mix of species and varieties is endless, and gives landscape planners a rich palette of shapes, colors, and forms to design with (see Appendix D-5).



Shrubs and Landscaping Islands

The Arnold Hometown community survey determined that landscaped traffic islands are popular with citizens and would enhance the environment and beauty of the area. There are many kinds of shrubs and perennial flowering plants and prairie grasses that would be low maintenance and decorative (see Appendix D-6). Burning bushes, holly, evergreen Euonymus, boxwoods, junipers and yews would serve well as greenery in islands and along sidewalks, giving Arnold Hometown an inviting feel of vibrant life. Possible plantings include:

- Burning Bush
- Holly
- Yew
- Boxwood
- Flowering Shrubs
- Dogwood
- Red stem dogwood
- Pink flowering shrub
- Viburnum
- Sumac
- Barberry
- Rhododendron
- Itea Virginia Sprich (little Henry)
- Japanese Garden Juniper (ground Cover)



Perennial and Annual Flowers

Many varieties of perennial and annual flowers will be utilized throughout the streetscape. Oak Leaf Hydrangeas, Hostas, Black-eyed Susan, and Phlox provide a variety of colors and living textures and an assortment of grasses can sustain themselves, requiring little maintenance over time. The colors are beautiful and some will multiply in place. Hostas and junipers will serve in larger areas as well as in smaller areas in and around the bases of trees in the islands. Day lilies spread quickly as ground cover and offer oranges, yellows, and other colors as the center piece, focal points, or can cover large beds (see Appendix D-7). Flowering shrubs and annual flowers could include:

- Natural and hybrid day lilies
- Oak Leaf Hydrangeas
- Harmony Hydrangeas
- Black Eyed Susan
- Tickseed Coreopsis
- Cone Flowers
- Liriope
- Karl Foerster
- Little Bunny
- Phlox Subulata
- Evening Primrose
- Asters
- Tulips
- Pansies



Memorial Trees and Park Benches

Memorial trees and park benches provide business owners and citizens the opportunity to invest in community beautification and take ownership of their environment. Planting a tree or building a display garden to memorialize a loved- one, or to have their business recognized in the community, represent proactive pieces of the “Green” Movement that saves dollars and encourages citizens to participate on an intimate level. A plaque placed with the name of their loved one, or business, or their cause can help defray the expense of beautification and give ownership to the people. Memorials could be favorite plants or trees dedicated with a plaque, a shrub; or some other landscaping task or area of their choice. A park bench, or decorative boulder, or a rock garden could also serve the memory of loved ones and community support. Memorials can take many shapes and sizes; for example, large flower pots of various sizes may be placed strategically around locations. Many small towns and cities use these in places where permanent landscaping may not be feasible, and they last for many years. A large flowerpot can hold a compact 3 to 4 foot tree and small foliage plants to offer color (see Appendix D-8).

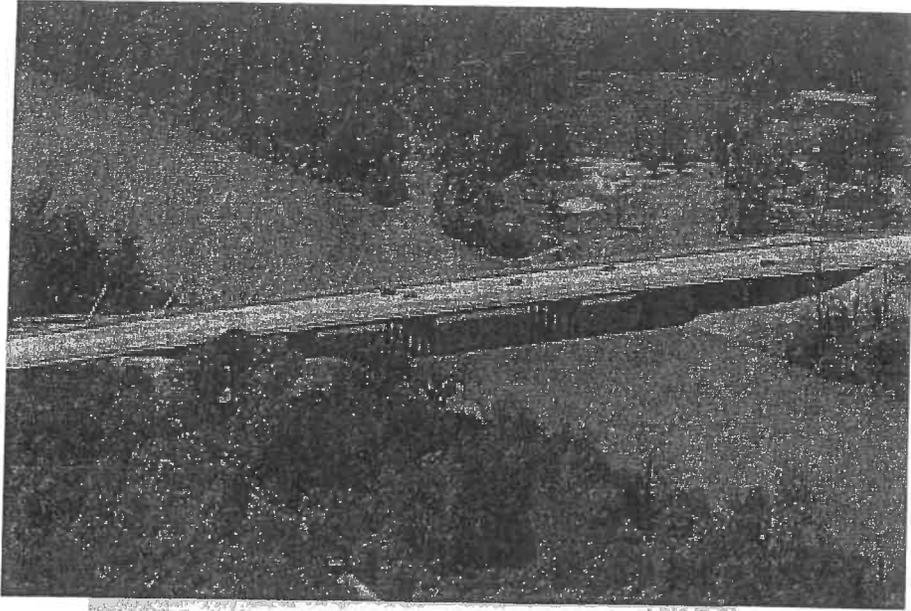
Summary

The revitalization of Hometown Arnold through the introduction of a Green Philosophy (see Appendix D-9) will add beauty to the community and promote a proactive awareness of the Green Movement and the status

of our environment. A greener world is a more beautiful world: it encourages a healthier and smarter future generation. Green can be fun, and it is beautiful! We have a profound responsibility to protect and improve our environment, our homes, our yards and our City. The planting of trees, shrubs and flowers is a large step in the right direction.

The Arnold Hometown Beautification Team urges the City to move toward the considerations that have been introduced in this document. The long-term sustainability and cost-effective benefits will enrich us for years to come.

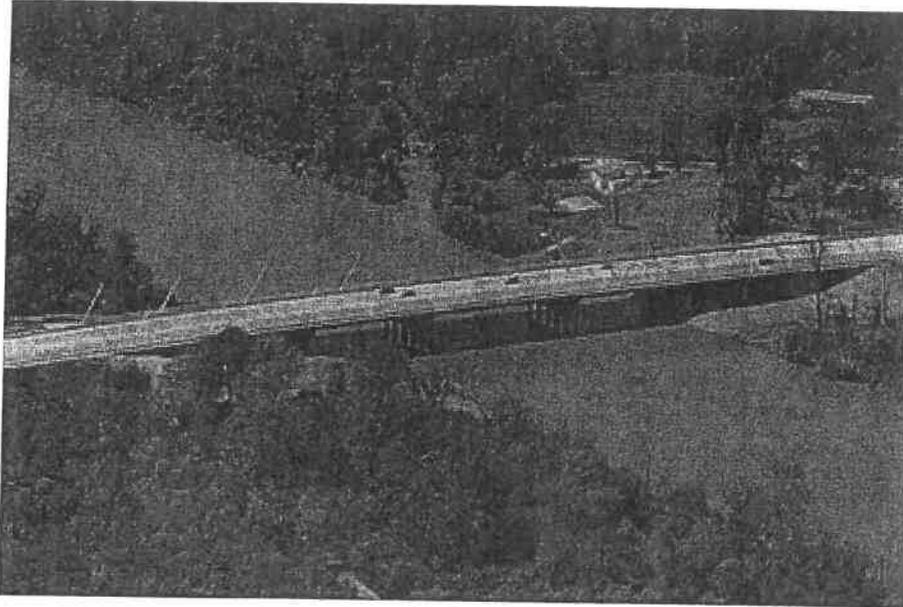
The Hometown Master Plan Team wants to encourage a "Sense of Place". "A Place to Call Home" is not a just a catchy phrase, but a true philosophy of the heart. We should introduce a sense of blending the old and the new together, like the flowers of spring and the foliage of fall. Trees, grasses, flowers, and shrubs are beautiful and sometimes even mystical. The beams of the streetlights cast shadows as people stroll down the sidewalk, while the moonlight peeks in and out of the trees, creating a sense of peace as traffic slips through the night. Citizens marvel at the changes throughout their City, and the visitors who venture into Arnold Hometown come to shop and find dining and entertainment. Many have heard about Hometown's "Green" Movement, and have come to see and to learn. They notice changes since the last time they were here, and they notice something else--pride...pride in the way Arnold Hometown looks and feels. The banners blow in the breeze from elegant lampposts; everything seems different, brighter, happier, and the citizens of Hometown smile and say Hello! With just a few changes... sidewalks, lights, trees, flowers, park benches, landscaped islands, and the new sign down by the bridge...Arnold could become a new City. And we know it is still Arnold; it's beautiful, and truly "A Place to Call Home".



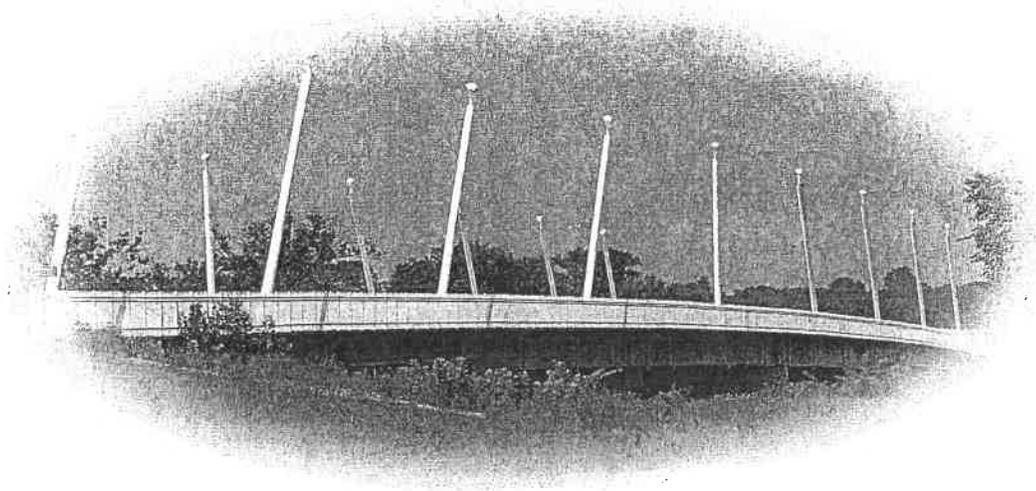
The Meramec River



The Meramec River



The Meramec River is one of the longest free-flowing waterways in Missouri, it travels along approximately 220 miles through six Missouri Ozark Highland counties: Dent, Phelps, Crawford, Franklin, Jefferson, and St. Louis, before it empties into the Mississippi River at Arnold, Missouri and Oakville, Missouri. Between its source and its mouth, it falls 1,025 feet. The Meramec watershed covers portions of eight additional counties—Maries, Gasconade, Iron, Washington, Reynolds, St. Francois, Ste. Genevieve, and Texas—totaling approximately 3,980 square miles. The Meramec's size increases at the joining of the Dry Fork, and its navigability continues until it enters the Mississippi River at Arnold, Missouri. Arnold's Clean Stream Team has taken tremendous steps in cleaning the rivers in the area. Today, the Meramec River is one of the most diverse waterways in Missouri. The River is abundant with black crappie, channel catfish, flathead catfish, largemouth bass, paddlefish, rainbow trout, brown trout, rock bass, smallmouth bass, walleye, white crappie, and some of the richest mussel beds in the state.



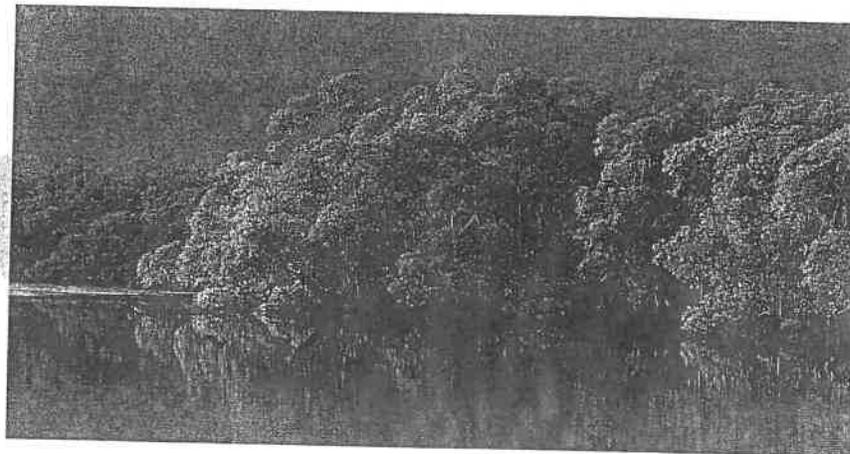
Arnold Meramec River Bridge

The four lane bridge spans 848 ft. Parts of the bridge were constructed on land that had been federally deed-restricted, a first for a Missouri Department of Transportation project (MoDOT), and one of the first in the country. The City of Arnold, hired Kuhlmann Design Group to conceive ideas to enhance the visual appearance of the new Arnold Meramec River Bridge. The new bridge was completed in September of 2004; it replaced the old bridge that was demolished November 2004. The new bridge was built by Goodwin Brothers Construction Company, of Crystal City, MO, *picture above from Goodwin Brother's website.*

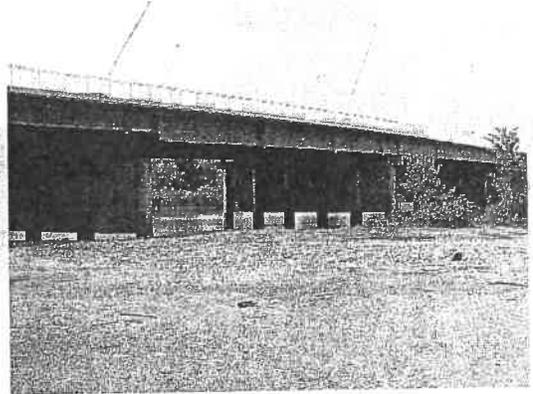
It is recommended that maintenance of the Meramec River Bridge be on a regular schedule that will include the following:

Meramec River Bridge Maintenance Recommendations

- Utilize a cleaning schedule to keep fence, light poles, light fixtures and sidewalk clean. If no cleaning schedule currently exists then create one, this will help preserve the bridge and provide an immaculate appearance.
- Utilize a maintenance schedule of painting the white structures, such as, fence, light poles, and light fixtures. If no schedule currently exists, then create one; this will help preserve the bridge and provide an immaculate appearance. Work with the bridge builder, Goodwin Brothers Construction Company of Crystal City, MO. for guidance when needed.
- Work with MoDOT to ensure that they are providing annually, or within state statute, Structure Tests and maintenance repairs as needed.
- The City street department provides an annual walk-through to look for damage, aging, and needed maintenance or repairs. After the yearly inspection from the street department the Public Works director should contact MoDOT and submit a report.
- Work with MoDOT to keep their property easements cut, landscaped, and maintained. Work with MoDOT to create an inter-governmental agreement to allow the City of Arnold to maintain the land around the bridge.
- Work with MoDOT to create an aesthetically pleasing accessible barricade under the bridge to deter people from parking under the bridge, loitering, and causing mischief.

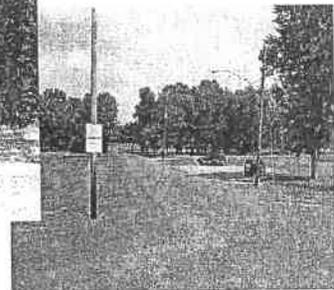


The Boat Ramp



Boat ramp and area around the Arnold Meramec River Bridge

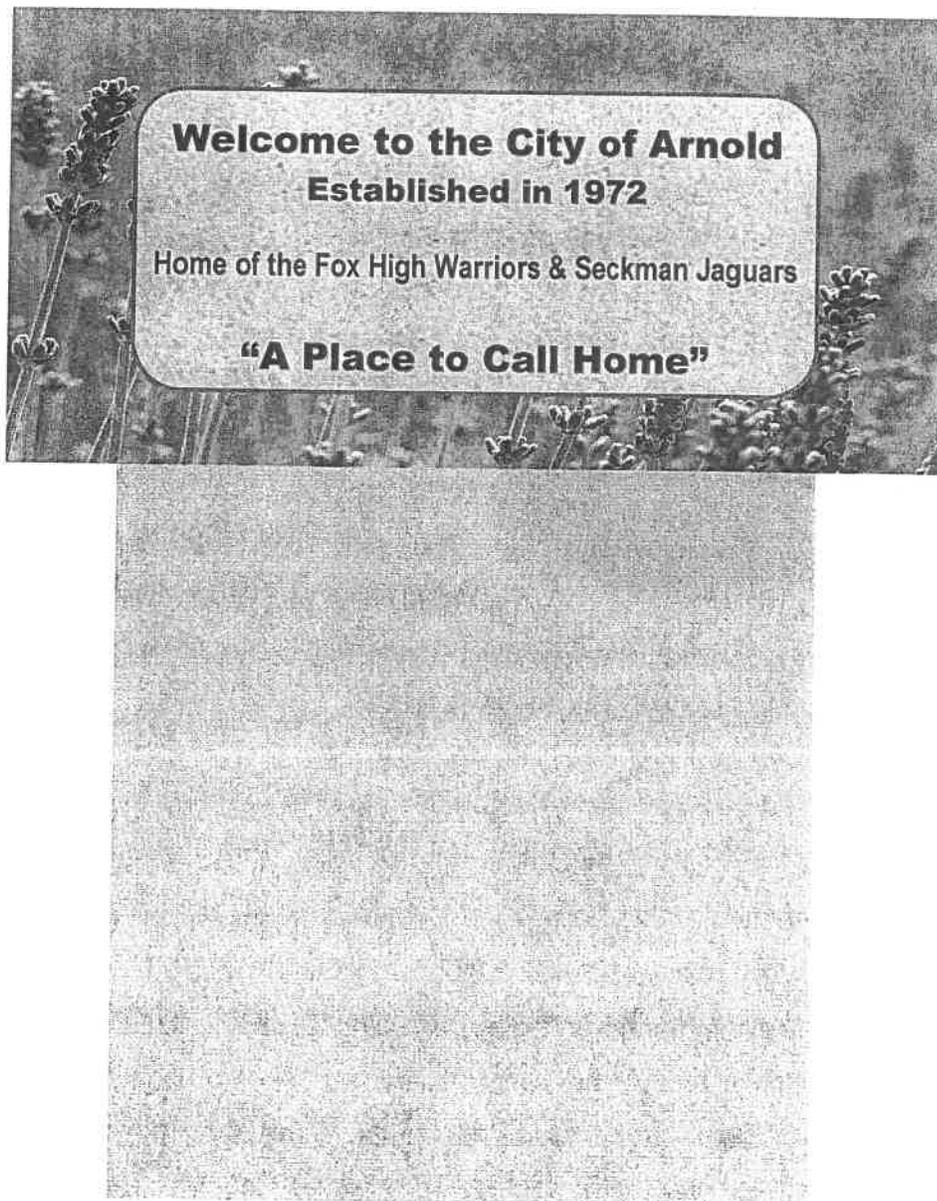
The Meramec River is being underutilized today and needs to be recognized for the great possibilities that could emerge from implementation of this Master Plan. The River could utilize a decent sized boat pier and when full could hold more than 12 boat slips, a harbor, and a marina (see Appendix E). Farther down river it would be possible to include a large trail for bikers, skaters, and people walking and running. Beside the River would be a nice looking rustic gazebo and lookout overhang (see Appendix E), like the one in Minnie Ha Ha park (picture below), with a white iron rail fence, similar to the one around the magnificent bridge. The gazebo could have a green roof and tan pillars to match the rest of the park's buildings, and if you use your imagine, you could see a wedding party having their pictures taken; wouldn't that be a nice picture?



Picnic Area

Minnie Ha Ha Park Lookout, (Railings removed, due to flooding)

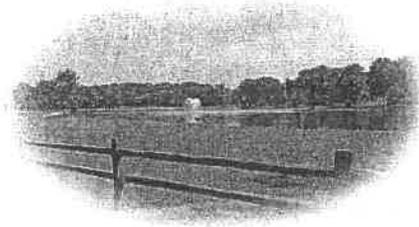
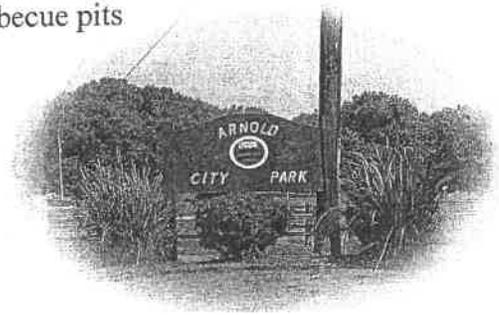
Leaving the Arnold Meramec River Bridge, you would find a beautiful, tree-lined Jeffco Boulevard (Highway 61-67) with flowers, bushes, and other vegetation. You may see many people walking on spacious sidewalks lined with dogwood and redbud trees, annual and perennial flowers, benches, trash/recycling cans, and shiny black street lights that are solar powered (see Appendix E). Ahead, you would see a stone and sandblasted sign that welcomes you to the City of Arnold, with plants and flowers surrounding it and decorative lighting to add light to it at night (see Appendix E).



Arnold City Park

Arnold City Park represents the largest of Arnold's four active recreation open spaces. The park is 68 acres and is surrounded by 225 acres of City owned floodplain property. The park facilities currently include:

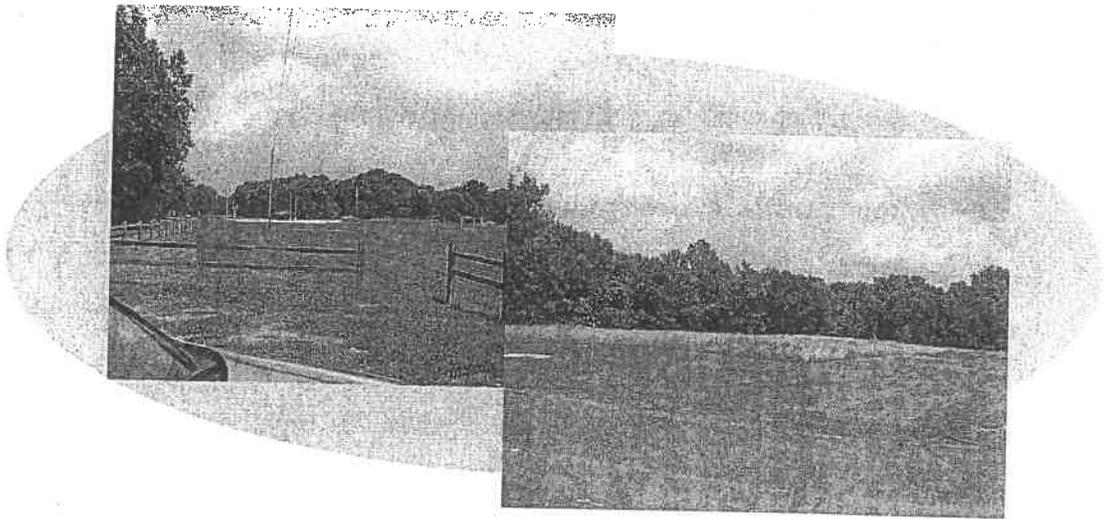
- an eight acre lake
- an asphalt walking trail approx (.75 mile)
- two baseball/softball fields
- a tennis court
- three pavilions with barbecue pits
- small family picnic areas with barbecue pits
- one playground
- restrooms
- two stages
- a small nature trail
- the beginning of trail system



The adjoining floodplain properties are used by residents for hiking, running, biking, skating, fishing, and observing wildlife, vegetation and the River. The park can only be accessed from Jeffco Boulevard, just south of the Meramec River. A road system exists in the floodplain area which gives floodplain users the opportunity to approach and park near the Meramec River.

Turning into the park, you would notice immediately that the park is busy with people enjoying themselves. Continuing into the park, there would be a round-about island with a statue of a famous person of Arnold, surrounded by decorative lighting, plants, flowers, small trees, and other beautiful vegetation that will survive a flood. To the far right, when entering up on the hill, sits large log rustic buildings that could be home to such organizations as: the Arnold Historical Society, Arnold Chamber of Commerce, Arnold Jaycees, Arnold Parks Department, Canoe/Bike Rental, Bait and Tackle, Park Information, Boat Slip Rental, Restrooms, and the Missouri Department of Conservation.

As you circumvent the round-about island and follow the green and tan rustic sturdy wood and stone signs that are easy to read, it easily leads you to a spacious parking area that can accommodate trucks with boat trailers as well as passenger cars. The surface of the parking lot is made of a product that will filter water to the ground below, called "Green" Pervious Surface or Rubble Surface (see Appendix E). Farther down the road is a boat ramp, pier entrance with a boat harbor (see Appendix E). There would be a few picnic areas, with tables and large B-B-Q pits, nicely landscaped with flood-proof vegetation. Looking down the Meramec River, you could possibly see a few more overlooks that are used for fishing and enjoying the river.



Driving into the park, along the right side of the road you see a cedar fence that surrounds a very large open area of grass, which is the place for the wonderful bandstand/gazebo, which sits in front of Arnold Lake. The bandstand would be landscaped and displays a nice concrete pad with a green roof and tan poles that are the color scheme for the park. The bandstand/gazebo provides a perfect location for concerts in the park, outdoor plays and meetings, and/or to watch fireworks displays. Behind the bandstand would be a spacious eight-acre lake, and its banks are supported by very large whitish-gray stone. Out in the Arnold Lake there would be three very large active lighted fountains (see Appendix E). The current lake has one fountain.

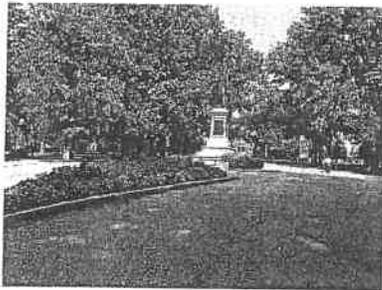
On the east side of Arnold Lake would be a pier that leads out to a Gazebo sitting out in the Lake, which is green and tan. This area is landscaped to ensure the beauty of the Park, while the lake also showcases large rocks for turtles and ducks to spend time on. Along with the large rocks for the turtles are a few structures for ducks to live in, such as at the St. Louis Zoo. The Arnold Lake would be stocked yearly for fishing.

Around the lake would be a large walking trail that has the same pervious concrete as the parking area by the Meramec River. Along this trail, as in most other places throughout the park, are decorative benches, decorative solar lighting, and decorative trash/recyclable bins (see Appendix E). This trail would be linked throughout Arnold Park and connected to the St. Louis County Greenway Trail System from Tesson Ferry Road (Highway 21). The trail system will eventually connect throughout Jefferson County for biking, walking, and running (see Appendix E).

As you travel farther into the park there are sport fields and courts, pavilions and picnic areas. Deeper into the park there is a gated drive busy with bikers, skaters, runners, and people walking, and some with pets. Before you enter the gated path you will see a fenced area called "The Paw-Park" which will be busy with dogs running and playing. A noticeable feature of The Paw-Park is where the small dog area and the large dog areas meet. There sits a large A-framed covered area that is centered over the middle fence to keep the canines and their masters cool. With this cover are a few canine drinking fountains. A very nice touch, which is noticeable and strategically placed through-out the park, are berms surrounding different areas of the park to help prevent flooding and destruction to park facilities. Berms in landscaping are small sweeping hills that are usually created for the purpose of creating height and interest. These berms are beautifully landscaped with flooding in mind to help prevent destruction. In the berms, plants and vegetation are used that are able to return after flooding. These berms are placed in areas that need to be protected from the River flooding, such as Paw-Park, sports facilities, and near the pavilions.

When leaving Arnold City Park, you would turn south to experience Jeffco Boulevard which would be lined with trees, vegetation, spacious sidewalks, benches, nice trash/recyclable containers, and decorative black solar street lights. Approaching the

first intersection, a round-about island at Starling Airport Road and Jeffco Boulevard has a very large engraved stone sign in it that says "Welcome to the City of Arnold" - "Established 1972" - "A Place to Call Home". The location also showcases a very large white flag pole that displays the American flag. Under the American flag would be three smaller flag poles that display the Missouri state flag, City of Arnold flag, and a flag for the Hometown Association with their logo. Around the flags are many flowers, plants, small bushes, irrigation, and decorative lighting.



Tower Grove Park

Park Needs & Recommendations

- On the survey and other comments, residents cited the need for improvements on the boat ramp off Hollywood Beach Road. It needs to be extended and made wider to improve ease of maneuvering a vehicle and boat.
- Work with the Missouri Department of Transportation (MoDOT) to determine a safe method for keeping people from being under the bridge.
- Create at least one gazebo-style overlook above the Meramec River, constructed with a concrete floor, rails, a green roof, and tan pillars, and a white fence that looks over the wonderful Meramec River. This is a perfect place for a wedding picture, fishing, bird watching, resting, admiring the River.
- Construct a walk-out pier leading to a Gazebo on Arnold Lake.
- Install trash and recycle receptacles to maintain cleanliness in the parks. Always keep flooding in mind.
- Build a boat pier up to 12+ boat slips or more.
- Build a boat harbor and marina.

- Improve trail/road systems with educational signage, trash receptacles, overlooks, and ways to reduce repairs and cleaning from flooding.
- Work with Jefferson County, St. Louis County, and St. Louis City to connect trails and create a trail system.
- Create a Park Ranger System to keep parks safer, damage free, cleaner, protect the eco-system, and nature.
- Build an island with a statue of a famous person from Arnold's history, or flags, with lighting, plants, flowers, small trees, and other beautiful vegetation that will survive a flood.
- Build large rustic building(s) to house some of the following organizations; Arnold Historical Society, Arnold Chamber of Commerce, Arnold Jaycees, Canoe/Bike Rental, Bait and Tackle, Park Information, Boat Slip Rental, Restrooms, and Missouri Department of Conservation. This building could be run by Arnold Parks, or another local group.
- Add Camping availability either primitive and/or RV.
- Easy to read signage (green and tan, sturdy wood and stone throughout the park and by the River).
- Build spacious parking area for trucks, boat trailers, and passenger cars with a pervious concrete surface that water can filter below (see Appendix E).
- Build more picnic tables and barbecue pits for family picnics.
- Replace current park pavilions with materials that withstand flooding, are strong enough to withstand damage and are easier to clean.
- Landscaping, vegetation and trees, that withstand flooding to reduce cost of replacing, and treating.
- Research products that withstand flooding to allow faster clean up and less money spent on damage.
- Write grant proposals for the park system, trail system, and park programs.

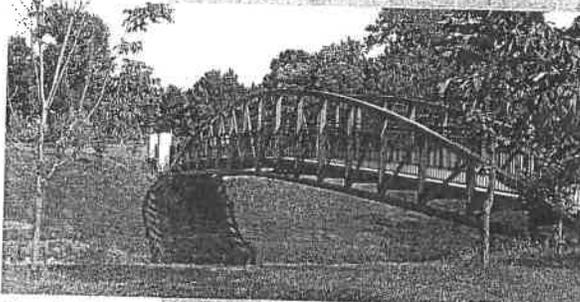
Arnold Park & Leisure Board Recommendations

After the Mayor of Arnold and the City Council implement a new Park & Leisure Board we recommend the following to improve Arnold City Park for years to come (see Appendix E for details).

- Work with the Park Director on how to use the land from 1993 flood buy-out off Convair Street.
- Do research and locate vegetation that rebounds after flooding - trees, bushes, plants, and flowers.
- Determine how to replace and build new park pavilions that withstand flooding or can be easily repaired and cleaned. One new Pavilion currently exists.
- Improve and increase the sporting/recreations facilities in Arnold Park, add/improve baseball/softball fields, add/improve tennis courts, add soccer fields, basketball courts. Look into the possibility of adding new sports facilities, such as, beach volleyball, flag football, etc. Some of the sports could be outsourced and the facilities owned and maintained by the City of Arnold.
- Improve playground by enlarging it and by using plastic structures and pervious concrete/rubble surfaces which will withstand flooding.
- Work with Jefferson County, St. Louis County, and St. Louis City to build a multi-county trail system.
- Research products and materials that withstand flooding and provide a cost savings. Products that allow the Parks Department to have a faster clean-up and less damage after a flood. Think **Green** with, lighting, recycling, trash, structures, etc.
- Consider covering large areas of the park with Pervious and or Rubble surfaces in areas with a large concentration of foot traffic, such as, concert seating area, parking areas, trails, and the Paw-Park. This will allow a faster rebound when flooding occurs in the park.

- Research the concept of creating landscaped berms around certain strategic park facilities to help reduce flooding and damage, such as, Paw-Park, sports fields / courts, pavilions, and Arnold Lake.
- Work with MoDOT, East/West Gateway, Army Core of Engineers, and MO Department of Conservation, to do the following.
 1. Rebuild the Boat Ramp, making it bigger and better
 2. Create a large parking area for trucks, boat trailers, autos etc. using Rubble or Pervious surface
 3. Work with MoDOT to create an aesthetically pleasing, accessible barricade under the bridge to deter people from parking, loitering, and causing mischief.
 4. Improve the picnic/rest area by the current boat dock. Use Rubble or Pervious Concrete as the base and use flood-proof products that will survive flooding, or that are easy to move before a flood. Also needed are: trash and recycle receptacles, picnic tables, barbecue pits, benches, signage, and so on.
- Replace Lower River Road with Rubble and/or Pervious Concrete, rather than surfaces like blacktop. This is better for our environment, with long-term cost savings and faster rebound from flooding.
- Help build a program with the use of informational, historical, and educational signage within the park.
- Build a pedestrian and recreational bridge over the Big Muddy from Arnold Park to the Starling Airport Neighborhoods. City of St. Louis built one over the River Des Peres as shown below.
- Build one or two rustic buildings at entrance to the park above the flood plain for functional use and organizational use.
- Work with the Mayor, City Council, Park Director, and City Staff to obtain the land still not owned by the City of Arnold in Arnold Park.

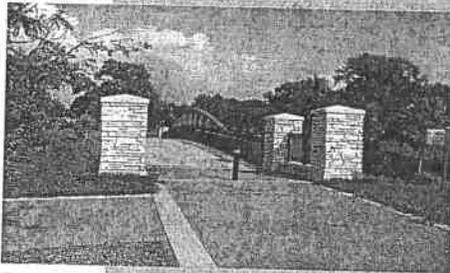
- Improve and add restroom facilities to the park.
- Work closely with the Missouri Stream Team 211 in Arnold to continue their effort to maintain the Meramec River and the creeks in Arnold.



Foot bridge over creek near River Des Peres

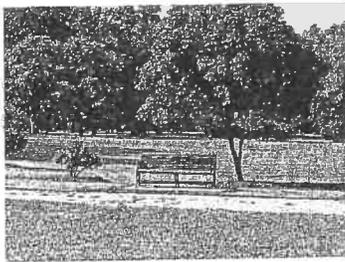


Historic Barn. Photo by Bernie M. Wilde



Trail south of River Des Peres





Tower Grove Park

Trail Systems

The trail system accommodates walking, biking, skating, and running, bringing visitors to the park for recreation. Benches along the walking trail lend to relaxing or just plain enjoying the area around them. The Trail's base will be made from Rubble or Pervious Concrete surfaces with the environment and flooding in mind.

Recommendations for Trails

- Historic markers about the River, and Arnold, MO.
- Signage of educational information on trees, plants, etc.
- Trail markers directing you to where you are going
- 6 to 10-ft. wide trails
- Hard surface trails for ADA accessibility where applicable using Rubble or Pervious Concrete products. Pervious Concrete is ideal for sections of path which cannot be drained, or which are subject to stream/river erosion. This type of concrete is almost as strong as regular concrete, but it allows for water to penetrate into the soil. The Pervious Concrete would help increase soil infiltration and decrease runoff, effectively decreasing the annual soil loss of an area. It is the best consistency for most surfaces. It does not wash away or break apart, and does not end up in our rivers.
- Large wood/log style ramps, bridges, etc. for flood-proofing.
- Maps/markers about where things are located in the park.
- Benches (vinyl, plastic, metal) along walking trail
- Nice trash and recycle bins along trails.
- Occasional picnic spot with barbecue pit and table.
- Jefferson County and St. Louis City/County need to connect the trails.

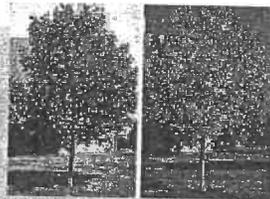
Floods and Trees

Trees can tolerate flooding for a varying length of time, some up to four months, depending on the species, age and size. Silver Maple, Green Ash, Sycamore and Cottonwood trees seem to fare best in flood situations. Bald Cypress are most common inhabitants of deep-water swamps, Black Willows require poorly drained soils and Water Tupelo, which is found in deep water swamps, can go beyond the limits sustained during the great flood of 1993.

Flooding restricts oxygen to the soil, especially in slow moving water. Even trees that do survive a flood are under severe stress for months. Yellow leaves, crown dieback, and peeling bark are examples of tree stress from flooding.



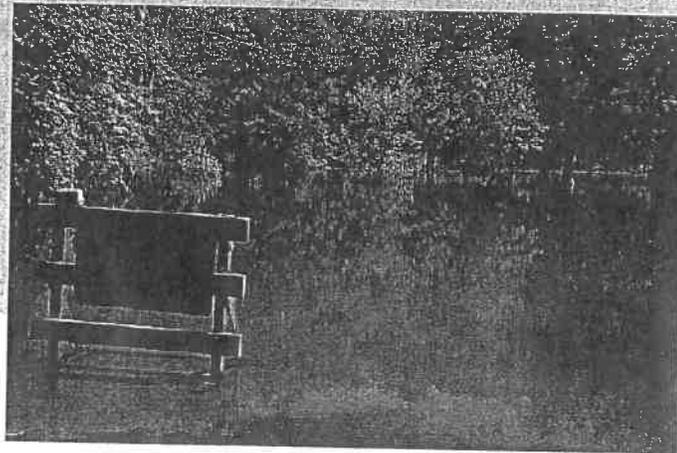
Green Ash



Sycamore



Silver Maple



Homeless in Arnold

As with any City in America, we have a homeless issue that many are not aware of due to our smaller population as a city. Many of our homeless seem to live without being noticed by many in Arnold and Jefferson County. To our knowledge there have not been any studies or published reports regarding the homeless in Arnold. Not much is known about where they tend to migrate to and from.

There is a small population of homeless that live in and around Arnold City Park, in the heavily wooded areas, and under the Meramec Bridge. We recommend that the Arnold Parks Department and The City of Arnold work with local agencies, churches and organizations to help with the homeless in Arnold to enhance our progress with the revitalization of the Northern "Hometown" area of Arnold. We have compiled a list of the groups we consider to be a source of advice and guidance on how to best work with the homeless population and aid in their situation. Of course it is important to treat them with dignity and respect.

There are always some homeless that refuse help for many reasons, but our recommendation is that they be required by the City to take advantage of the resources available to try to mitigate the circumstances. We feel that is best left to the Mayor of Arnold, City Council, City Administration, and the City if Arnold Police to determine the ultimate resolution of this situation.

Agencies, Organizations, and Churches:

Arnold Food Pantry – Director Kathy Flanigan

Homeless Coalition – contact David-Kennedy@att.net

New Evangelical Life Center – Larry Rice

Salvation Army of Arnold

Red Cross of Arnold/Jefferson County

First Baptist Church of Arnold

St. Johns Lutheran of Arnold

St. David's Catholic Church

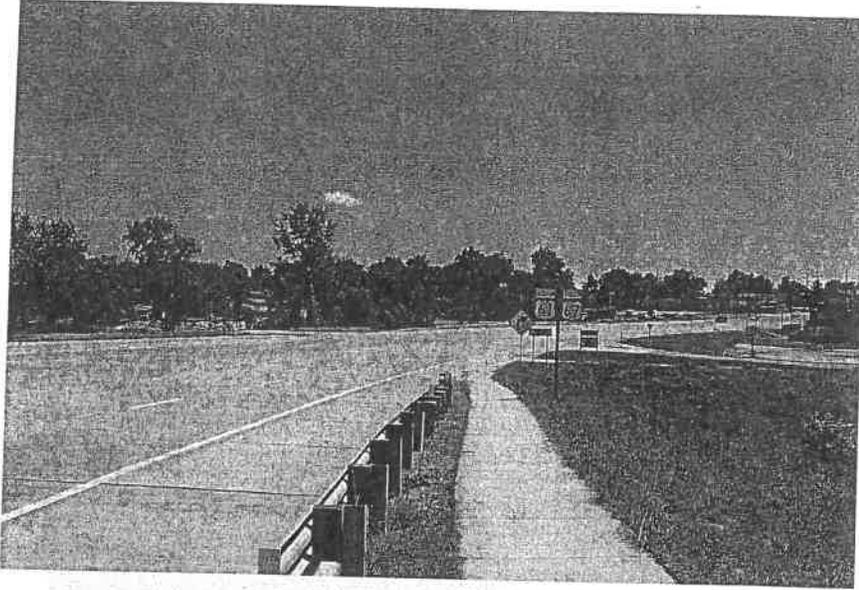
Immaculate Conception Catholic Church

Good Shepherd Lutheran Church

Grace Free Will Baptist

New Hope

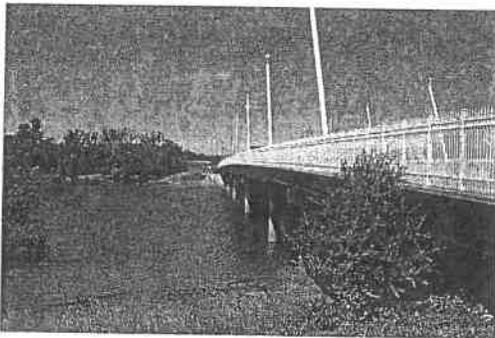
Starling Baptist Church



Infrastructure

Infrastructure

Building a "Sense of Place" is no easy task, but when it is accomplished, it becomes the Hallmark for the pride and soul of the community and surrounding area. A place like this is identifiable by the ambiance the leaders and residents have chosen to maintain and the unique feeling this place gives everyone who passes through. The residents of Arnold have spoken in no uncertain terms about this "Sense of Place" they want for Arnold's historic Hometown. They want to see a place of beauty with indigenous trees and other plants lining Jeffco Boulevard on either side of the street and wide sidewalks beside the trees, where people can walk or ride in a wheelchair to get to the local businesses and entertainment, because it is well lighted and safe. They want to see houses and businesses with porches where people can sit and visit and actually get to know friends and neighbors. People want to see the older houses revitalized and new senior transitional and family/individual multi-use housing erected with the environmentally friendly "Green" philosophy Arnold needs to adopt for the revitalization of Hometown.



Infrastructure plays an important, though sometimes unrecognized, role in supporting the high quality of life we enjoy in Arnold. Each morning, residents of the City turn on their taps and some may take for granted the clean and plentiful supply of water and the safe and efficient means for disposal of sanitary and storm wastewater available to them. The reliability with which the City provides infrastructure services is a testament to those who have planned and delivered those services over the years. The costs of those

services, when compared to the benefits, provide a very high value to the residents and businesses in the City. If there are any residents without the basic infrastructure services, the situation must be remediated immediately. Arnold is a prosperous City and all of its residents must be accommodated with the basic infrastructure that this community deserves.

The reliability of the City's infrastructure services may also be a detriment to gaining the required public support for infrastructure planning for growth and the on-going requirements to maintain



assets. Unfortunately, infrequent failures in our infrastructure systems provide us with reminders of the importance of infrastructure in our daily personal and business lives.

The City must pursue strategic directions which will ensure a continued high level of service and reliability for all residents, all in a cost-effective and sustainable manner. With the City committed to good infrastructure planning, the residents of Arnold will continue to turn on their taps in the morning and perhaps consider, if only briefly, the excellent value of the services provided.



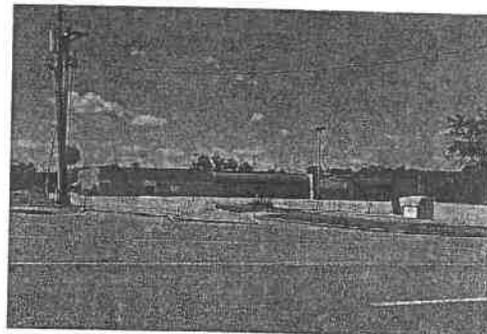
As a part of this planning process, the Hometown Arnold Master Plan Steering Committee surveyed the residents both at Town Hall Meetings and in the form of a city-wide survey.

As a result, it was evident that residents consider such amenities as public sewer, water, storm-water control, streets, sidewalks, lighting, beauty and safety as being very important to their good quality of life.

The beautification of the Jeffco Boulevard corridor, with wide sidewalks and indigenous trees and other plants, as described throughout this Master Plan, will be a great stride forward to creating the historic Arnold Hometown of tomorrow. Jeffco Boulevard is the northern portal through which residents and visitors alike enter our great community. It must reflect the prosperity and Hometown ambiance the people have requested in their interviews for this Master Plan. The people deserve to live where the quality of life is as good as it possibly can be and where people are proud to tell others about their Hometown.

The Infrastructure of Hometown is aging, as are its housing and commercial buildings, which makes residents and other visitors concerned about the health of Arnold and its ability to maintain the quality lifestyle people have come to expect. The responsibility of the leadership of the City is to guide the community into a future that is filled with prosperity and hope. The basic needs of the residents and visitors are mandatory in order for this to be accomplished.

Not much has changed in the ordinances since Arnold was incorporated in 1972 and it shows. Jeffco Boulevard development has absolutely no visual appeal, little for the citizens of Arnold to be proud about. The business owners are able to build what they want and how they want it and Arnold has to hope that the property looks good and that the owner will build an attractive building. Except for the Eagle Bank, the Linderhof development and Fortune Bank at Linderhof Drive and Jeffco Boulevard, this has not happened in Arnold. Fortune Bank has built a wonderfully elegant and dynamic building and site. The current site development ordinances require very little from those that develop in Arnold.



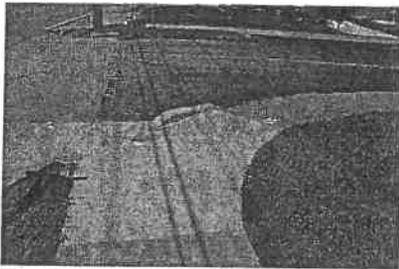
The ordinances need to be reviewed and revised to benefit the health, safety and welfare of the citizens of Arnold and the environment of Arnold, instead of being focused on making sure that developers can build quickly and cheaply. The City of Arnold should have more control of the appearance of the buildings and sites in their city. Architectural review of all structures with style and material requirements placed in the ordinances would provide the City a way to describe the minimum acceptable quality of the architectural design for structures and would provide a way to make sure that materials and architectural styles of buildings will be compatible and complimentary. Architectural style defines many of the great neighborhoods and cities of the St. Louis region. Laclede's Landing, Soulard, St. Louis Hills and The Hill are identifiable neighborhoods in St. Louis with compatible architecture and materials that create a certain character and a sense of place.



There are few accessible pedestrian connections in Arnold, outside of the new neighborhoods, to promote a walkable community. This needs to change. The focus of the current City ordinances is to accommodate single lot developments, vehicle access, maneuvering and parking without regard to other modes of transportation, pedestrian access, handicap accessible access and pedestrian safety. The City of Arnold ordinances should adopt and enforce the current Americans with Disabilities Act Accessible Guidelines for development and provide requirements to develop a walkable community, shared parking, shared driveways, property interconnectivity and access and accommodations for alternate modes of transportation including bicycles, shuttle buses and motor scooters. The City of Arnold should study other communities that use urban bicycle

trails and trolley systems to see if that would be a benefit for the businesses along Jeffco Boulevard and the citizens of Arnold.

Jeffco Boulevard is an interesting mix of service, commercial and office uses. Most are small individual lots each with their own driveways and their own business signs. All buildings are distinctly different in appearance and materials. They do not work together visually or functionally. There is a lack of direct parking lot and pedestrian path interconnections between businesses that discourage consumers from walking between businesses and encourage driving from store to store.



Planning of the Jeffco Boulevard corridor is crucial to the growth and strength of Arnold. (See Appendix F.) It should not be left up to chance. The City of Arnold should make the properties along Jeffco Boulevard part of a planned mixed use development district with its own development ordinance and guidelines. The City should control and maintain Jeffco Boulevard and develop its infrastructure to address the needs and interests of the City of Arnold. The beautification and functionality of Jeffco Boulevard and its surrounding Hometown area, as described in these pages, will create a marketable unique Place, where people will want to live and tourists will visit, because of its simplicity and nostalgic feeling of days gone by.

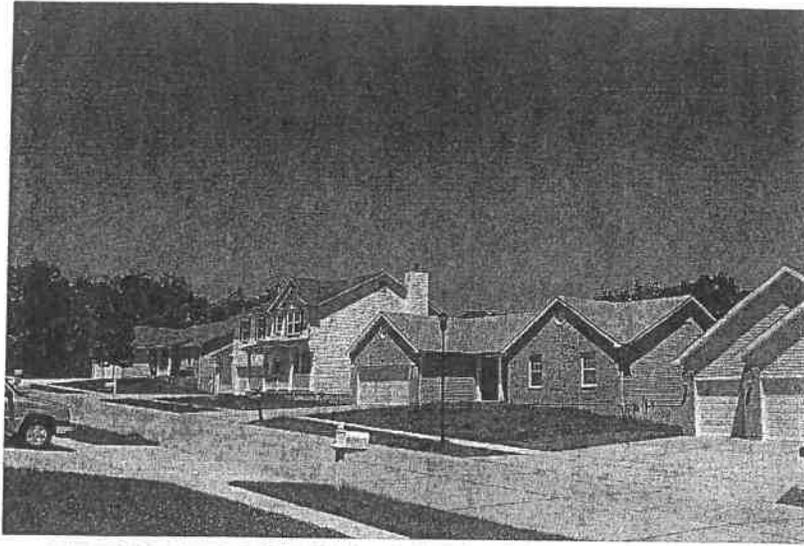
According to East/West Gateway, there are no projects being planned in the current FY 2009-12 TIP within the Hometown area. If we want to determine potential sources of funding for Hometown, Jeffco Boulevard is a MoDOT route, so it would be eligible for 50/50 cost-share funds. The cost-share program information can be found at: <http://www.modot.org/PartnershipDevelopment/documents/CostShare.pdf>

Kristy Yates is the area engineer for northern Jefferson County. Her contact info is: Kristy.Yates@modot.mo.gov It is important to stay in touch with Kristy in the event there are any opportunities for the necessary improvements needed on Jeffco Boulevard.

The allotted enhancement funds for E/W Gateway have been programmed for SAFETEA-LU and they don't anticipate any more solicitations for enhancements until a new transportation bill is signed by the new President.

A final option would be to use STP - Sub-allocated (STP-S) funds. The City of Arnold has applied through this program before and has been successful in getting funding. The next round of STP-S programming begins early in 2009. There will be a workshop on January 22, 2009 regarding the application process. Further information will be available in the next couple of weeks and will be in Local Government Briefings. They limit one project per sponsor for each funding round, so if Arnold already has a planned submittal, it may be difficult for them to submit another application for Hometown.

However, there are other avenues and no one remotely believes the Hometown project will be done over night. However, it does need to be incorporated into the planning of the City of Arnold, so that it will become a reality in the future. There are many projects connected with this revitalization plan that can be completed while waiting for the street to be improved. Many beautification and restoration opportunities often merely require careful thought and elbow grease.



Housing



Housing

Introduction

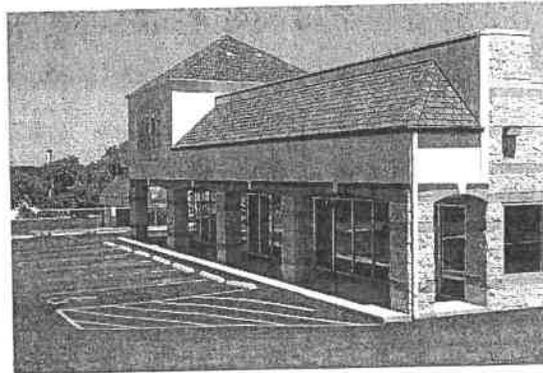
The availability of adequate housing is essential to the well being of any community. The City of Arnold, much like most suburbs throughout America, began its first significant growth cycle in the 1960s with the addition of dozens of subdivisions, creating thousands of single-family homes. This housing expansion continued through the following decades, resulting in the current number of around 7,000 residences. The majority of these residential units are single-family homes. However, there is an increasing number of multi-family units represented by condominiums and apartments, and a growing number of owner-occupied duplex units. The City's residential expansion was followed by commercial development, first along Jeffco Boulevard. The first retail businesses followed on the northern portion of Jeffco Boulevard, between the Meramec River and State Highway 141, within convenient distance of existing residential sectors.



In the Real Estate business, it is said that the decision to purchase a house is made in the first few seconds upon entering a property. Did the buyers get that warm, fuzzy feeling? Do they recall a fond memory from their past with the smell of fresh cookies or supper being baked in the oven? Similarly, what do people see and feel upon entering the City of Arnold? Do they want to stay, look around, raise a family here? What promotes those ideas? Arnold is a prospering City and we need to exhibit that prosperity at the entrance of our historic Hometown portal. As people arrive on the Meramec River bridge, they need to see natural and man-made beauty that entices them to want to see and know more about this City residents

promote as “A Place to Call Home”. There needs to be a unique and powerful sign welcoming people home and making visitors feel like family. Jeffco Boulevard needs to be lined with beautiful indigenous trees, shrubs and flowers and sidewalks need to be wide and sturdy enough for everyone to use for recreation and exercise. The housing and business stock need to have a theme to their façade that speaks of being “home”; a simpler life where people sit on the porch and spend time together, where people actually know their neighbors and shop close to home. This is what will attract both residents and businesses to Arnold's Hometown.

There are numerous shopping centers and upscale subdivisions in and around Arnold, but what the people who completed the survey and attended the Town Meeting said over and over



again about Hometown is that they want “a place where life is simpler and people care about their neighbors, where residents feel at home and strangers want to know how to make their home town feel the same way”. They want small shops that are unique. There are many big stores to visit and Hometown doesn't want to compete with that; they want the shops that are not represented elsewhere that will make Hometown special. How about places we can walk to, such as, the ice cream store, the sit down specialty restaurant, the craft shop, a farmer's market, community gardens, a garden club, businesses that can support the idea of GREEN living, a small grocery, the barber/beauty shop, a drug store, a clinic, an alternative healing center, a book store, a coffee shop, a school supply store, etc. There are so many things that could fit nicely in Hometown.

Many small parks and other green spaces located throughout the area are necessary for the health and well-being of people, for a better quality of

life. This needs to be part of what is created in Hometown, where people can relax, exercise, watch the children play, or have a picnic.

Recent decades have seen the decline of Hometown, leaving many buildings vacant and in disrepair. New residential developments will provide customers for future stores and shops that wish to locate in that area. Well-planned residential areas will attract new residents and encourage new commercial development. The Housing Issue Team has noted that the majority of respondents to the Hometown survey do not want to see high-density housing in the North Jeffco Boulevard corridor. This implies that the development of medium-density senior retirement and assisted-care facilities would be favored, along with the lower density housing characteristic of condominium complexes, small apartment buildings, and duplexes, as currently exist alongside the single-family homes.

Housing Options

The Housing team has investigated seven types of residential housing that could be located in this area. These include the following:

- Single-Family Homes
- Rental Apartments
- Owner-occupied Condominiums
- Owner-occupied duplex units (Villas)
- Multi-unit Elderly Housing
- Loft Style Apartments
- Row Housing

The re-development and transition of the Arnold Hometown into a zone of Green Development and Eco-friendly community evolution must be coordinated and appropriately managed by the Arnold City Council and the Zoning Board. These local governmental units have the capacity and the responsibility to promulgate city ordinances, construction regulations,

and building standards that will encourage "Green" construction, transforming Hometown Arnold into a model community that recognizes and demonstrates the value and practicality of living within our environmental means and constraints. The future of our society depends on the adoption of ecologically responsible lifestyles, and new housing is the perfect place to start. There are many programs that support the purchase and installation of energy-efficient appliances and construction of alternative energy sources for residences and commercial business. Tax breaks and credits, and government-subsidized purchases are available for many things that encourage the expansion and implementation of "Green" living. There are numerous examples in the appendices of this Master Plan of Green living and how to create it. Many buildings can be retro-fitted to gain energy efficiency, while new buildings can be designed from the ground up to be efficient and use materials that leave a much smaller carbon footprint, all of which lead to a "greener" environment.

Due to the aging of America, it is expected that multi-family units will comprise 50% of the housing units and another 50% being a variety of elderly housing units including duplexes, row housing, assisted living facilities and perhaps extended-care and medical facilities. Assuming that one-half of the available property along Jeffco Boulevard (approximately 50 acres) will be utilized for residential units, it is possible that over 1,000 new living units could be created.

Housing Rehabilitation



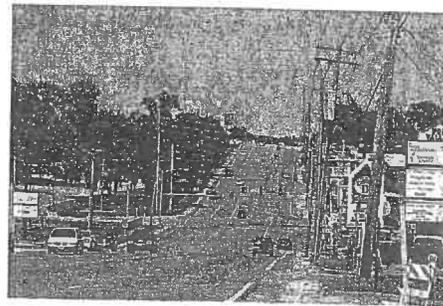
If the maximum number of new residential units in the Hometown project area is to be only 1,000 units, it will be imperative to improve and modernize the existing residential housing adjacent to North Jeffco Boulevard, particularly along Starling Airport Road and Tenbrook Road. The City should investigate programs to revitalize and rehabilitate all

housing in this area to maintain a vigorous community of families and individuals who will appreciate and patronize the businesses along Jeffco Boulevard and other parts of Arnold. Federal and State governments have programs available to support neighborhood revitalization and renewal. There are methods of rehabilitation, such as façade reconstruction and fix-up, clean-up campaigns available to raise housing values that have been used in other Missouri communities, and this Housing Team is eager to further pursue information about these programs for the larger community.

Arnold City should aggressively promote and develop parks, plazas, pedestrian trails and other amenities that the community survey has shown are desired by residents and will enhance the property values for residents and attract new residents. Such action will enhance the viability of existing residential areas and encourage the construction of the kinds of housing in the corridor that have been described above. More diversity in housing types is necessary to support a citizenry that encourages the redevelopment of Jeffco Boulevard. The areas adjacent to North Jeffco Boulevard have aging populations that are financially secure but may spend at lower rates than younger generations. The family sizes currently in the area are small, with relatively low numbers of school-age children living in these precincts. The City should plan to support the building of housing stock that creates and sustains a balance of demographics in the population, with respect to age, gender, marital status, income levels, and ethnic heritage.

Future Planning

Arnold needs to take a futuristic approach to planning where the redevelopment of the Jeffco Boulevard corridor is concerned. Inclusive community strategic planning requires a coordinated effort to



develop viable plans that produce guidelines, regulations, and ordinances

that shape and guide the community. Effective planning requires broad participation from private and commercial sectors of the community and mutually supportive communication among community leaders and decision-makers. This approach recognizes that no one person or group, organization or institution is in charge, rather that a multi-sector team approach to housing and economic development will be the most effective way to build a bright future for Hometown Arnold and the larger community. Specifically, this study indicates that opportunities exist for the City to develop strategic plans in four areas that will support housing development, as stated in other parts of this Master Plan:

- Neighborhood Revitalization/Reinvestment
- Redesign and rebuild North Jeffco Boulevard
- Create Public Plazas, Squares and Greens
- Develop a Plan for Community Growth

These activities must include actions to increase household wealth through rising property values and actions to create a local industry of recycling and “green living”, rehabilitation supplies and services, and diverse housing options compatible with a modern urban setting. Private investment should be encouraged, using development incentives aggressively, and the use of City-controlled capital improvement funds to support neighborhood improvements and re-investment should be expanded. In addition, the enforcement of property maintenance codes, funding for neighborhood maintenance, and increasing non-profit and volunteer programs should be supported.

Recommendations

Measures of Success in the Housing Market

- Additional residents improve the viability of Jeffco Corridor to experience a “green lifestyle”.
- Residential population becomes more diverse in age and other demographics
- Housing and businesses become more mutually supportive, encouraging the development of “green” technologies and lifestyles.
- Attractive outdoor and environment-oriented recreational opportunities are created for residents and visitors.
- Housing and recreational activities have connections to the riverfront for walking, bicycling, and other eco-friendly activities.
- Locally owned businesses attract more residents, reducing travel required to obtain daily necessities.
- Arnold's city entrances on Jeffco Boulevard attract residents and visitors and announce Hometown as the place where Jefferson County goes Green, creating a great place to call home.
- The Hometown community becomes walking-friendly, with good and safe sidewalks, trees, parks, and green areas and the landscaping of traffic islands and street margins. Parking lots are made less visible, and traffic signals are eliminated by building round-about islands.
- An Architectural Plan Review is instituted as part of the building permitting process, ensuring that eco-friendly materials and building practices are implemented.
- Building height and characteristics and functions are included in the overall housing and commercial building plans for community-wide ordinances.





Business Retention and Expansion

Business Retention, Recruitment and Expansion

Recommendations to transition Arnold Hometown into a regional center for Green Development and Environmentally Sustainable Business

The Business Retention, Recruitment and Expansion Team developed ideas and proposals to support this concept:

“Arnold’s Hometown should be developed into a zone of excellence for the retention and improvement of existing businesses, the recruitment of new businesses in the expanding business arena of “Green Construction and Eco-Friendly living”, and the expansion of all the area’s businesses to include major elements of the Green Movement that fit their business.” Several efforts were considered that could be included in this plan:

Entrepreneurial Development

The committee has reviewed the existing support structure for entrepreneurs and defined some areas that need improvement.



- First, there are business management seminars and training programs sponsored by agencies such as the Chamber of Commerce, State of Missouri, Small Business Administration, the University of Missouri Extension, etc. These develop and hone the management skills and abilities of existing businesses to better compete in today’s business climate.
- Second, Arnold City Hall could better support the access to and distribution of information on the procedures for starting and operating a business in Arnold.

- Examine zoning and ordinances affecting small business to be sure they are adequate, fair, and encourage investment. Arnold should prepare information packets on business licenses, regulations, insurance requirements, and FAQs that include phone numbers and contacts of service providers for people interested in establishing businesses in Arnold.
- Entrepreneurial initiative and spirit should be encouraged. The Hometown Arnold community needs to develop a support structure, through a small business network, by which businesses can mentor and shepherd each other as they grow and change. Just such a program is now being created by Jefferson County University of Missouri Extension.

Business Incubator

The BR&E Team then focused on the possibility of starting a business incubator for startup businesses. Unfortunately, this issue was later shown to be a poor fit for the economic climate of Arnold. Many of the main impediments to business that necessitate business incubators are not prevalent in Arnold. Thus, a business incubator would be unnecessary.

Other Resources



Arnold is fortunate to be in a county that receives a good deal of funding from the Federal government as part of the Housing and Urban Development (HUD) entitlement program. The Jefferson County Economic Development Corporation (EDC) manages these funds on behalf of Jefferson County. The BR&E group has interviewed and identified several resources for businesses through the EDC. Hometown

entrepreneurs must utilize the resources of the EDC to help promote and develop their unique business area. The EDC has a small business loan officer on staff who is skilled in getting SBA loans for businesses. The University of Missouri Extension office has an SBA officer on staff. Other relevant business support programs: Missouri State Industrial Revenue Bonds (through EDC), the Missouri Career Centers, and Jefferson County HUD grants through EDC.

The Hometown Master Plan Committee

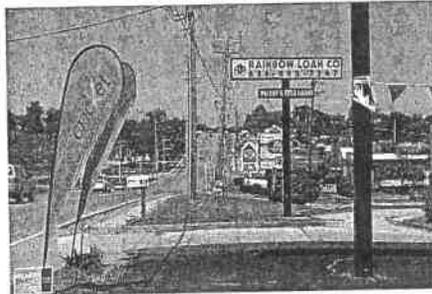
Another way to get a good picture of under-served or missed opportunities for businesses and entrepreneurs is to examine the business climate and sales data of a community. BR&E recommends that the City of Arnold expand on the **community survey** used by the Master Plan Committee to further understand the buying patterns of Arnold citizens and their desires for new businesses and development. This survey identified several kinds of business that Arnold residents want to see more of; they are, by priority:

- Sit-down restaurants
- Locally-owned shops and boutiques, such as, ice cream store, neighborhood grocery, craft shop, farmer's market, drugstore, health food store, coffee shop, etc.
- Entertainment venues such as a theater, concert hall, a community celebration center
- Sports venues such as an ice skating rink, a gym, and bowling alley
- River-centered sports such as canoe rentals, fishing, a marina with boat ramps and services
- Medical facilities
- Businesses that support the "Green" Movement

The more we know about the business gaps, the better the City, Chamber of Commerce or the EDC can market our business opportunities to potential entrepreneurs.

Incentive Programs

The City Council and other leaders can further promote development through incentive programs that encourage existing businesses to improve their physical properties, such as the Commercial Façade Improvement Program that the city started. It is a good start, and other programs will be needed, to improve the riverfront, parks, green spaces, etc., as noted in other sections of this plan. Other areas, cities or communities where successful old town or highway town redevelopment has been successful may serve as models for Hometown.



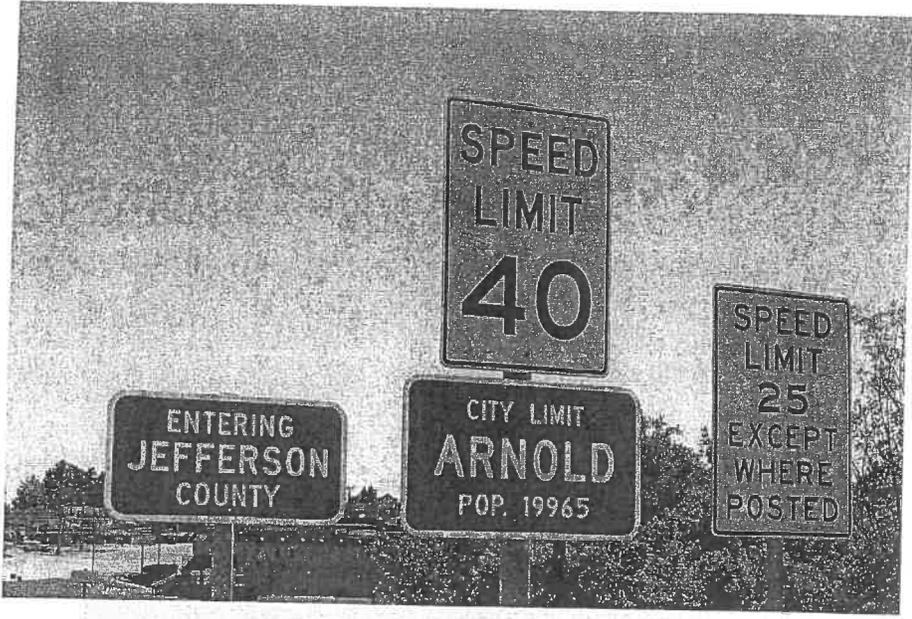
Finally, the Hometown group, the City of Arnold and the Chamber of Commerce must lobby the state or regional government to provide small business loans or incentive

programs that would help startups or existing businesses keep up with the changing business environment. These new directions in the retail and commercial environment can be anticipated and accommodated by local businesses if they have proper training and support.

Consumer preferences are changing to favor “green” consumption, efficient transportation, less congested travel routes and regional tourism. The City of Arnold and the Hometown Grant Writing Team should partner with state/regional organizations to locate grants that could help establish a business/workforce development or retention program. That team should also examine the Federal

system and private foundations to discover any national programs that could assist in the redevelopment of the Hometown area, such as an Enterprise Zone-Enterprise Community (EZ/EC).

One major function of municipal government is to establish local plans to build and maintain public facilities and to regulate development. BR&E believes this responsibility should include establishing a building permitting process ensuring that eco-friendly materials and building practices are implemented; that building height, characteristics, and functions are included in the overall commercial building plans and philosophy of Arnold's community-wide ordinances. This process would include many of the aforementioned regional leaders and organizations. Much of the work that will be necessary to have Hometown be successful will take the full cooperation of a multitude of local groups and the surrounding citizens. We must get all the affected groups active in the planning and design process in order to redevelop the focus ideas for the Hometown area, where Arnold becomes "green".



Marketing



Marketing

The Marketing Issue team was formed to create many of the basic nuts and bolts of the Hometown Association in order to write the Master Plan. A detailed report of the Marketing Team's activities through this year is in Appendix G.

Immediately upon beginning the process of doing research for the Master Plan, the Marketing Team accepted several responsibilities:

1. Advertise the upcoming Town Meeting, with news media articles and fliers distributed throughout the area.
2. Work with the Fox High School art department to have posters created depicting the nine anticipated issues identified as needing attention to revitalize Hometown Arnold.
3. Create a logo for Hometown Association.
4. Establish a Hometown Association website.
5. Make a visible presence at the local festivals and other gatherings to inform people about the Master Plan and to get their input.
6. Keep the media current on Master Plan progress.
7. Be flexible enough to change course and add to the responsibilities when implementation of the Master Plan begins.

Some tasks were more difficult than anticipated, such as, creating a workable logo and getting a website up and running, all through volunteers at no cost. It has been a tremendous learning experience.

Working with the high school art class as they created the posters was a very joyful experience (see Appendix G). Spending time together as a team has been fun and great friendships have formed. As the U.S. Peace Corps would say, "It's been the hardest job I've ever loved."

Now that the above projects are completed or nearly completed and the Master Plan is being drafted, the focus of the Marketing Issue Team is expected to change into more of a true marketing and public relations

component for the Hometown Association, promoting the various aspects of each Issue Team and implementing the Master Plan. As an example, when providing information to prospective residential builders or purchasers of new housing, an emphasis will be offered about the benefits of the building material requirements, such as, energy efficiency or low maintenance, as per the recommendations of the Environment Issue Team. Another example would be that as grant money or other funding becomes available it will be the Marketing Team's responsibility to publicize the availability of these funds to interested parties.

As the other Issue Teams did their respective research and developed their part of the Master Plan a common "green" theme emerged and it is expected this will be a major component of the final plan. This could make the Hometown revitalization the first "green" project in Jefferson County and would be central to the marketing of this area.



In addition to placing more emphasis on working through the local newspapers to provide Hometown updates to the public, this Team will also begin making contacts with residential and commercial developers to make them aware of the opportunities created by this new plan. This will be accomplished through direct contact with area developers, links through accessing developer and related organizational websites, such as the Home Builders Association, or the Regional Commerce and Growth Association. Also accessing trade publications, working with local and state legislative contacts, working closely with the local Chamber of Commerce, and various print and broadcast media will be imperative.

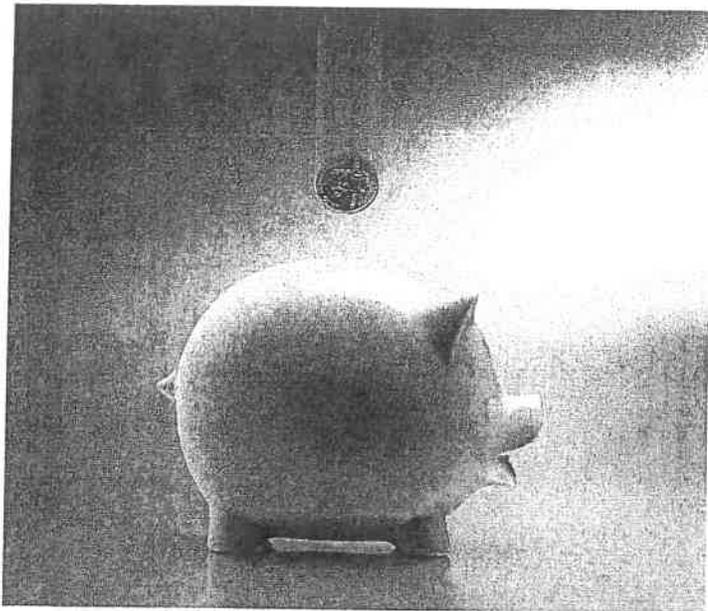
The Marketing Team will take both a short term and long term view in its approach to promoting Hometown and sees its role evolving and changing over time as certain aspects and phases of the revitalization occur.

Initially, the focus will most likely be on the beautification and infrastructure portions of the plan. However, in the future, as recreational activities become available due to development of the area near the Meramec River, or as targeted businesses begin to locate in this area, those things will be incorporated into the overall marketing of the plan. It is also possible that the Team will be required to do further research through additional surveys or other techniques in the future. It is further possible that the geographic area initially covered by Hometown could be expanded and modified which would require Marketing Team involvement as outlined herein.

Finally, name recognition of the organization is vitally important so that people throughout the region associate Hometown with the Arnold community, much the same way that New Town is associated with St. Charles. This will take time, but as implementation of the plan begins and there are visible signs of progress, it will happen. The Marketing Team feels the logo can be an integral tool in creating this relationship between Hometown and the Arnold area. Uses of the logo are limitless, including hats, shirts, drink cups, coffee mugs and notepads. It is important for the Marketing Team to continue participation in area events such as Arnold Days, parades and other Arnold community activities to create the desired name recognition.

The Marketing team has been working hard during the year of research and writing the Master Plan and this work has been very valuable. However, during the Implementation phase of the Master Plan, the job will undoubtedly change in many ways and the Marketing Team will recreate itself to meet the new challenges. We all know that our year's commitment to the Master Plan will continue forward now, becoming a new commitment to helping the dream become a reality.

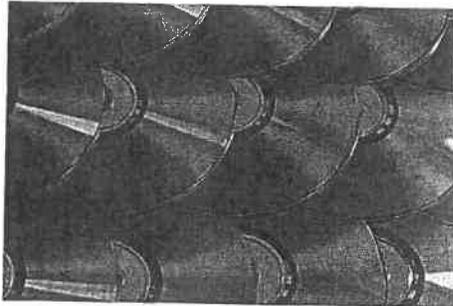




Funding

Funding

The Funding Issue Team of the Hometown Master Plan has been very busy since the first planning meeting of the Steering Committee, because their responsibilities are many-fold. They are the team that will keep all the documentation that is generated by all the Issue Teams for the purpose of using pertinent parts of the information for any grant proposals they write. Therefore, a comprehensive database is created and kept organized by the Funding Team. The Funding Team will also need to remind the other Teams that they need information from them. Sometimes this is not easy to get, because everyone is busy and don't seem to remember about sending in information about what they are doing and what their needs may be when it comes time for the implementation of the Master Plan. The Funding Team will be the ones responsible at that time for writing grant proposals and will need the information in order to accomplish that task.



In addition to the database, which is critical to the entire operation of the Hometown Association, the Funding team will be responsible for researching the Internet and other sources for grant possibilities to help the City of Arnold find funding for the implementation of the Master Plan. The Funding Team are not professional grant writers, rather are Arnold Hometown residents and business owners who are willing to learn to research and write grants for the purpose of assisting the City when the time comes for funding the Hometown revitalization.

It is not as easy to research and write grant proposals as one might think and this Funding Team is to be commended for their dedication to this purpose. Others are encouraged to join them in this effort, because grants are going to be a very important element of making the revitalization successful. There is much to do and help is needed. The Funding Team has learned to search for grants primarily on the Internet and under a certain category when possible. They will look for grant possibilities pertaining to the things we will be doing for Hometown, but will also be monitoring for grants that are being offered in other areas as well. If they would find something that would be a possibility for another project in the City or County, they would send those on to the proper person and would offer to help with writing the proposal, if that would be helpful.



Finding the grants is a big job and people of all ages and abilities are able to do this, as long as they have access to the Internet and are willing to spend time on the computer doing the research. When

the grants are identified by the researcher, they print the application and instructions for applying and send it to the person who will complete the application. There will be hundreds of grants identified at any given time and as many as possible should be applied for, because for every twenty you write, you may get an answer, or a chance at, one.

There is a great deal of competition for grant funding. The person who is usually most successful is the one who pays strict attention to what the donor wants the money to be used for and writes the proposal to help the donor understand how their organization will fulfill those requirements for spending the money. It is not a good

idea to look for grants that have a lot of money and then try to make your project fit the requirements if they really don't fit in the first place. There are many things to know about grant writing, but this is one of the most important. If you are just chasing money and trying to make your program fit criteria that really does not fit, or if you hope to get the money and then use it for what you REALLY want to do, then you will not only find it difficult to appear authentic, you will also be setting yourself up for criminal investigation concerning possible fraud.

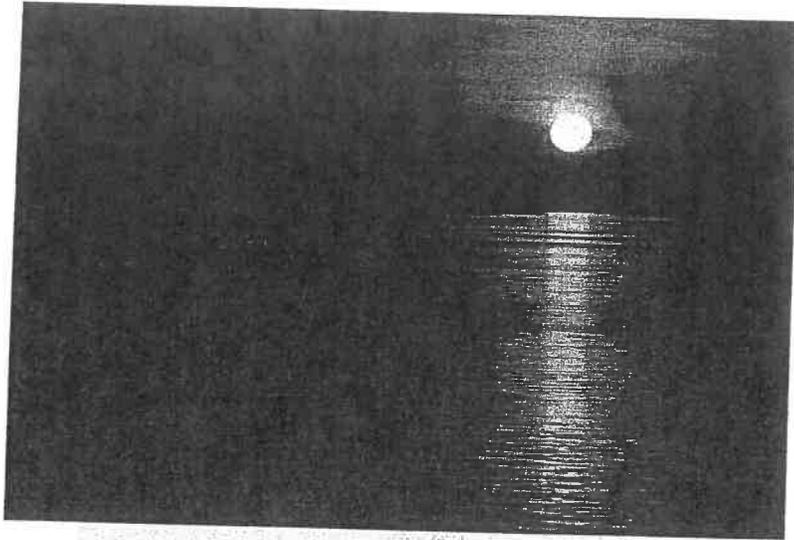
The grant writers will take the application information given to them by the researchers and will determine which of the revitalization projects this particular grant might fit. Of course, the Issue Teams will have already given the Funding Team all the information they can about their particular part of the project and will have kept the Funding Team updated regularly as things change. The database will be a wealth of information for the grant writers, who will be able to answer all the application questions because they have the database. If there would be something unusual that they need they would be able to contact the Issue Team, but the majority of what they will need is in the database. The Community Survey and the Town Hall meeting have been a big source of information for the database. This information is based on what the residents of Arnold have told us they want to see happen in Hometown.

When the Funding Team is doing fundraising, they will typically focus locally first, primarily because local people are the ones who will be most interested in the project and will want to be part of it both personally and financially. With a parallel effort, however, the Funding Team will be researching everything they can find outside the local area from those organizations, agencies, foundations and

individuals who are interested in investing in the revitalization efforts going on in Arnold's Hometown.

The Hometown Association is a 501c3 not-for-Profit organization, so the grant proposals will be sent to the funders through the Hometown organization. The Hometown Association's Treasurer is the Chair of the Funding Team, so she will be able to work seamlessly with the Team and the Association to keep track of the grants and how the funding is being used. She will be responsible for all reports to the funders and the government as they pertain to the grants and the not-for-profit status of the Hometown Association.

The Funding Team has been very busy creating a database and learning to research and write grant proposals. They will be ready when the implementation phase of Hometown's Revitalization begins and will do their best to help make this and other ventures very successful in the City of Arnold.



Conclusions

Conclusions

The residents of Arnold have always been self-sufficient, independent, and forward thinking people. They are typically well ahead of the curve when it comes to new ideas and actions; they keep their City moving forward both economically and socially. They are often the first in Jefferson County to do innovative things and they engage their citizenry to make things happen. They know that there is a lot of talent out in the community which they often tap; this is one of their methods for success. This Master Plan is the result of community residents and the City working together to determine what would be the best path to take for the revitalization of historic Hometown Arnold. Again, this is an example of Arnold being forward thinking by asking the residents to create a Master Plan for their community. This is not often how things are done in cities or even in small towns. We have worked hard to deliver a product that will support this gesture of confidence demonstrated by the City leaders

Through eight months of research and another three months of writing, these dedicated citizens have accomplished their goal of conveying to you, the reader, the essence of what the residents of Arnold want for their historic Hometown. There is a great deal of information within these pages and recommendations on how to begin and who to contact. The basic theme that has emerged after all the interviews and discussions is that Hometown needs to go "GREEN". This implies a philosophy of being environmentally friendly and making a concerted effort to be aware of the footprint we are leaving as we go through our daily lives. It is a recipe for making the piece of the earth we inhabit better than it would have been if we had not made this commitment to leave something better for future generations. This gesture on the part of Arnold residents reminds us that Arnold is again positioned to make a difference in the county and to do it first. In the appendices there is a tremendous amount of information about all aspects of going "GREEN", from such things as recycling to building eco-friendly houses, to walking rather than driving for our health and that of the environment, to cleaning our rivers and streams, and everything in between. The residents are not

suggesting a major overhaul of Hometown immediately, rather, just the opposite; start with what we have and transform it into a thing of beauty, health and functionality.

Making Hometown a user-friendly place is mandatory for the population who need some assistance due to age or disability. More than 40% of the existing residents of Hometown fit this description today and if we do things right, this percentage will rise as people begin to consider Hometown "a place where everyone, regardless of their abilities, can safely and comfortably be at home".

Major concerns residents of Arnold pointed out in surveys and interviews are the need for: sidewalks and trails wide and smooth enough for two wheelchairs to travel safely and pass each other, street and sidewalk ramp access for wheelchairs, ramp access into businesses and services, which are within walking distance of the nearby residences, senior transitional housing as well as multi-use residences, and a trolley route for people who need or want to ride throughout Hometown. Small shops are desirable for Hometown, such as, a bakery, ice-cream parlor, neighborhood grocery store, arts & crafts boutique, book store, one-stop license bureau, drugstore, barber/beauty salon, a day spa, and many other such businesses. The need for services was also discussed, such as, childcare and adult day care. Sporting and social events and places to hold them was also an issue and the people asked to consider having garden clubs, a farmer's market, community gardens, skating rink or swimming pool, a pet area and children's play area as well as picnic tables and benches in the several parks in Hometown. Beauty all around was important, as were porches on homes and businesses, where people can visit. A community center where people can meet was also seen as an important long-term goal for Hometown.

The Meramec River is a great asset that other communities would love to have. Arnold leaders and residents need to appreciate it as the source of commercial economic development it could become. There are so many things that could be done on the River and in the surrounding area around the River. On the River will be canoe rides, boating, overlooks, fishing, and along the banks of the River

will be parks, picnicing, trails, sporting fields, and many other activities. Walking/biking trails are being considered for exercise and to enjoy the beauty of Arnold and the River. The River is a great part of the history and heritage of Arnold. People who frequent the Heritage River Walk through Hometown will be reminded of Arnold's history with visits to historic sites and guided educational tours.

The Hometown Association Master Plan Steering Committee and its Issue Team members have done a stellar job of helping us to understand the needs of Hometown and have given us many recommendations with which to start the job of implementation of this plan.

City ordinances will need to be reviewed as leaders learn more about the environmentally friendly path we will take for Hometown. Some of the regulations for the City will possibly be in conflict with the new philosophy and will require more thought.

From the Meramec River bridge portal at North Jeffco Boulevard it will be evident that this is a community that cares about its residents and its image. Trees, shrubs and flowers will be everywhere, some acting as a buffer between the street and the wide sidewalk, where people are walking or riding in a scooter to go shopping, or just to enjoy the day. There will be people sitting on porches visiting with friends and the business community is lively with much activity. There is a beautiful building complex, which is superbly landscaped, that turns out to be senior transitional living residence. When a visitor stops to talk with people, they find that there is a river here and trails to walk, which you are welcome to visit, and there are many unique shops that offer a delightful opportunity for enjoyment.

The existing housing in Hometown needs to be remodeled and given some TLC, after which it will come back to life for families long into the future. There are federal programs available to assist communities in this endeavor and Arnold should take advantage of them. It is not necessary for everything to be torn down

to start over; just fix up and clean up what we have and go from there. The same goes for the business community – give it a new chance at life by creating small shops which have character and charm where people feel like they actually live in a close-knit neighborhood. Encourage entrepreneurial endeavors and then make sure the community and the entire county and surrounding counties know they are there, so they can support them by shopping in their stores and taking advantage of their service.

The Hometown Association has created a Marketing Team and a Funding team whose purpose, beyond this Master Plan, is to market Hometown and Arnold and to write grant proposals for the revitalization of Hometown and for any other project in Arnold, as time permits. All the Teams of the Master Plan are ready to help with the planning and implementation of the recommendations in this Master Plan. It would be very good if the City uses their expertise and knowledge from the past year of research when beginning the implementation process.

In conclusion, this year has been both difficult and delightful. It was difficult balancing work, home and master plan and it was delightful learning all we did about the needs and solutions for Hometown. We have worked as a Team and feel the year has been worth it all if the City uses the recommendations in this Master Plan and creates a GREEN Historic Arnold - "The Place To Call Home!"

