



Inside this issue:

Memorial Day Run 1
 Bring Conservation Home 2
 Movies in the Parks..... 3
 Olive Blvd. Improvement 4
 Library Events..... 5
 Jackson Avenue 6
 Recreational News..... 7
 Contact Information 8

Sculpture Series

Don't miss the annual Sculpture Series! Until September, you can view the public sculptures at the corner of Shaftesbury and Wilson Avenues and at Kaufman Park (Mulberry and Blackberry Avenues).

Contact Information:

Main Phone: 314.862.6767
ROARS: 314.505.8631
www.ucitymo.org

Follow us:

@UniversityCity
 City of University City

University City Recognized for Excellent Financial Management

We are pleased to announce that University City is in top fiscal condition. Standard & Poor's, a leading global credit rating, research and risk analysis firm, recently awarded University City an "AA+" rating based on City management's good financial practices, strong reserves, strong liquidity (cash) and strong budgetary performance.

Between fiscal years 2010 and 2012, the city posted three consecutive surpluses in both the general fund and total governmental funds which has enabled the city to plan drawdowns for several current capital projects. University City's debt and contingent liability profile is very strong. Standard & Poor's noted that the City's local economy is strong and that the City's excellent financial management was especially impressive.

"Through fiscal discipline and the sound management of City Manager, Lehman Walker, and our administration, our finances have been kept in order while we have been able to invest in a wide variety of improvements and public resources," said University City Mayor Shelley Welsch. "This has all been achieved with no tax increases, which is a great accomplishment."



Join the Fitness Fun on Memorial Day

Be part of a tradition! Join us at the University City Public Library for the 40th Annual University City Memorial Day Run on Monday, May 26. This course is the oldest continuous 10K race west of the Mississippi. All proceeds from the University City Memorial Run benefit the Green Center, the University City Library and U City in Bloom.

The 10K and 5K runs are the main events, but there is also a Fun Run for the whole family. The main events will be officially scored with chip timing by Big River Race Management. Overall winners and top finishers of the 5K and 10K runs, in five-year age groups, will receive an award. Each child in the Fun Run will receive a ribbon.

As in the past, the 5K and 10K start at 7:30 am in front of the Library. The awards ceremony will begin at 8:45 am

in the Library parking lot. The Fun Run for adults and children starts at 9:15 am on Kingsland Avenue, behind the Library.

For family registration, please visit the University City Library before May 12. For individual registration, and for more information, visit us online at www.ucitymemorialdayrun.com.

Early registration (before May 12)

- 5K/10K - \$25 per person
- Fun Run (all ages) - \$10 per person
- Family Rate - \$65



Bring Conservation Home

University City residents have a new opportunity to save money, improve water quality, and provide habitat for birds and butterflies all within their own landscapes. The St. Louis Audubon Society's Bring Conservation Home Program provides habitat restoration advice through house calls by Habitat advisers trained in a variety of conservation practices for suburban landscapes. The program fee is just \$25 for University City residential property owners, courtesy of an endorsement by the City Council in December.

After applying to the program, a team of Habitat advisers will meet with you to discuss your use and goals for your landscape, perform an assessment of the grounds, and provide a menu of recommendations on how to improve the landscape. When you achieve a certain level of conservation on your landscape, you earn one of three levels of certification.

"Stepping beyond our 'traditional' landscapes of turf grass and ornamental plants can be challenging, even for a seasoned gardener," said Mitch Leachman, St. Louis Audubon Society executive director. "The rewards, however, are amazing and can include Monarch butterfly and songbird migration, pollination,

predation and even courtship behavior — all courtesy of native plants in your own landscape. We hope you take a few minutes to consider the Bring Conservation Home Program; you may be surprised at just how attractive and exciting a native landscape can be."

The program's vision is for a metropolitan region covered with a mosaic of small, urban habitats for birds, butterflies and other animals, helping reverse the population decline of many species and inspiring families with nature encounters at home. While supporting positive action for the environment at home and work, those private nature sanctuaries are intended to inspire community-wide activism for some of the same conservation practices.

Spring will be upon us before we know it, and now is the time to make plans. Program advisers work year-round and are able to accommodate almost any schedule. For detailed information and the online application, visit <http://www.stlouisaudubon.org/BCH/index.php>. For other questions or interest in non-residential property types, including commercial sites, please contact Mitch at **314.599.7390** or mitch@stlouisaudubon.org.

A Look Back at University City



The corner of Kingsland and Enright

A Busy Streetcar and a Hub for Transportation

The corner of Kingsland and Enright was a busy transportation hub in 1923. The Delmar streetcar made its loop to Kingsland and back to Delmar, and the Creve Coeur streetcar headed north. This block of Enright was home to several small businesses including the small shop at the corner which offered lunch, ice cream, hot and cold drinks and home-made chocolates for streetcar passengers. Riders willing to pay a bit more could take one of the service cars that waited along Enright. Streetcars were a major means of transportation for residents of the apartments in the newly developed Delmar Garden neighborhood.

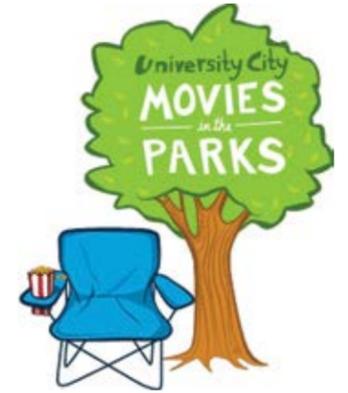
Public Hearing for Community Development

To further its commitment to fair and equitable treatment of all citizens, University City enforces several standards. These standards include a fair housing ordinance, a policy of nondiscrimination on the basis of disability, a policy of equal opportunity to participate in municipal programs and services, and a requirement for bidding on activities related to the Community Development Block Grant (CDBG).

The CDBG is a federal grant that funds local community

development activities at the discretion of the local government and the citizens, and will be available in University City in 2015.

There will be a public hearing at 6:30 pm on **Tuesday, May 27** at the City Hall, 5th Floor, 6801 Delmar Blvd, to discuss the allocation of funds from this grant. All are encouraged to attend. If you have special needs in order to participate, please contact Joyce Pumm at **314.505.8605** by May 23.



Movies in the Parks

Join us for the fourth annual Movies in the Parks! The summer series welcomes everyone to watch movies in area parks. All films will be in Millar Park (1351 North Hanley Road) after sundown. There will also be fun, pre-movie events on each viewing date.

This year's series will include:
June 14: Despicable Me 2
July 12: Life of Pi
August 9: 42

The Movies in the Parks series is organized by a group of volunteer residents, and sponsored by the U City Municipal Commission on Arts and Letters.

Up-to-date information and details can be found on Movies in the Parks website: <http://ucitymoviesintheparks.org>.

Yard Waste Program

The Yard Waste Program offers pickup and proper disposal of yard waste for University City residents. Yard waste includes grass, leaves, twigs, plants, small brush and tree limbs that are no more than 3 inches thick. They should be tied securely with twine in bundles no longer than 4 feet and no more than 2 feet in diameter. All contents must be placed in biodegradable paper bags, found at local hardware, discount or grocery stores. There is a limit of six bundles per single household per week.

Bags with a yard waste sticker

will be picked up from the front curb on the same day as your trash and/or recycling collection. A yard waste sticker is required on each bag between January 1 and October 14.

Stickers are five for \$7.50 and can be purchased at these locations:

- City Hall, First Floor
- Centennial Commons Recreation Center, Front Desk
- Walgreens, University City locations
- Schnucks, Olive Blvd. and Ladue Road locations
- BP Gas Station
- University Gardens

Residential Street Sweeping Program

The citywide residential street sweeping program begins May 5 and will be complete in the weeks following. Scheduled sweeping by geographic region is as follows:

- Central Area** – Week of May 5
- East Area** – Week of May 12
- West Area** – Week of May 19
- Private Streets** – Week of June 2

Memorial Day Trash & Recycling Collection

There will be no trash or recycling collection on Monday, May 26, 2014.

Monday routes will be collected on Tuesday, 5/27/14.

Tuesday routes will be collected on Wednesday, 5/28/14.

Wednesday routes will be collected on Thursday, 5/29/14.

Thursday routes will be collected on Friday, 5/30/14.

Friday routes will be collected on Saturday, 5/31/14.

Questions? Contact the Public Works and Parks Department at **314.505.8560**.

Economic Development News

Olive Business Forum Well-Attended by Residents, Business and Property Owners

Nearly 60 people attended a March 13 business forum regarding Olive Boulevard initiatives, convened by the City and the Chamber of Commerce. The forum updated property and business owners on initiatives along Olive Boulevard. The City discussed the citywide Comprehensive Plan Update, the establishment of an Olive Commercial Corridor website, streetscape improvements and the launch of the Pilot Olive Boulevard Commercial Façade Improvement Program.

The Chamber announced the formation of an Olive Boulevard Committee, which will be comprised of business and property owners on the corridor. The committee will develop programs and activities to help improve the business environment along Olive Boulevard.

The Police Department provided information about the City's Security Audit Program. This program, which is free of charge, includes an evaluation of the property and recommendations for ensuring maximum security. This service is also available to residents. For more information, visit: <http://www.ucitymo.org/index.aspx?NID=425>, or contact Captain Jackson at **314.505.8652**. A copy of the Olive Business Forum is available for download at <http://www.ucitymo.org/DocumentCenter/View/7157>.

City Launches Program to Improve Commercial Buildings on Olive Blvd.

At the March 13 Olive Business Forum, the City launched a pilot program to assist businesses along Olive Boulevard with improving the appearance, quality and vitality of their building's facade. Financial assistance is available to property and/or business owners seeking to rehabilitate commercial building façades in the Olive Boulevard International District (between Midland Boulevard and Woodson/McKnight roads).

A matching grant of up to \$15,000 or 50 percent of the project cost is provided. Funding is limited and available on a first come, first serve basis. Examples of eligible projects include exterior painting or re-siding, masonry repairs, and canopy or awning repair or installation. Projects already in progress or interior renovations are not eligible.

The pilot program is made possible with funds from the City's Economic Development Retail Sales Tax. Information and applications are available on the City's website, www.ucitymo.org, or by contacting Jodie Lloyd at **314.505.8522** or jlloyd@ucitymo.org.

Special Events Happening at the Library

Summer Reading Program: Fizz! Boom! Read!

This year's program will sizzle with lots of bang for the books and dynamite events. Readers will win great prizes and improve their reading skills, designed for ages 4 - 17.

Readers must be card-holding members of the Library. Participants will keep track of the minutes they spend reading beginning on **May 23**. Participants meet with a teen volunteer to discuss what they have read. Children can win incentive prizes by spinning the giant prize wheel after reporting at least one hour of reading. The program ends on July 31. By that date, children will receive exciting prizes based on hours read, with incentive levels at 12, 16, and 24 hours. Prizes include a Finisher's party, St. Louis Cardinals tickets, and much more. For more information, call the Library at **314.727.3150**, or visit our website at www.ucpl.lib.mo.us/childrens.

Adult Summer Reading

The Big Book Challenge is back for 2014! This year, we're going to come together to read George Eliot's *Middlemarch*. In addition to supportive book discussions, we'll offer programs that take us back to the 19th Century. Attend the kickoff party on Wednesday, **May 28**, and check your mail for a special Summer Reading edition of the Library's newsletter, Checkout.

Lincoln: the Constitution and the Civil War

Speaking of the 19th Century, we have something special coming to the Library throughout August 2014. We were honored to be chosen as a host site for the traveling exhibit "Lincoln: the Constitution and the Civil War," sponsored by the American Library Association's Public Program's Office and the National Constitution Center. The exhibit offers a fresh perspective on Lincoln that focuses on his struggle to meet the political and constitutional challenges of the Civil War. We'll have a variety of associated programs throughout the month. See Checkout for the full lineup.

Wolfner Talking Book and Braille Library to Visit U City

The Wolfner Library is a free library service for Missourians who are unable to use standard print materials due to a visual or physical disability. Wolfner staff will be on hand for a workshop of these services on Tuesday, June 3, at 10:30 am at the U City Public Library. Call the Library at **314.727.3150** or email kmgallagher@ucitylibrary.org for more information.

University City Public Library Events

For a full calendar of the many events happening this summer at the Library, and for detailed descriptions, please see the separate Summer Reading Mailer you received in mid-May.

REMINDER: The University City Public Library will be closed **Sunday, May 11** for Mother's Day; **Monday, May 26** for Memorial Day; and **Sunday, June 15** for Father's Day.

Events for Adults are Free

All events for adults are free and open to the public. Residents can reserve copies of our discussion books through our online catalog, by calling us at **314.727.3150**, or in person. Many of our youth services events require advance registration.

Events and Programs for Adults:

May

- 1 Career Counseling:** Drop-in Session; 11 am - 1 pm
- 10 Urban Thought Book Discussion Group:** *72 Hour Hold* by Bebe Moore Campbell; 3:30 pm
- 15 Let's Talk About It: Muslim Journeys:** Reading 5; 7 pm
- 17 Health Screening:** Drop-in Session; 9 am - 10:30 am
- 20 Readings in History Book Group:** *One Summer: America, 1927* by Bill Bryson; 7 pm

June

- 14 Urban Thought Book Discussion Group:** *A Lesson Before Dying* by Ernest J. Gaines; 3:30 pm
- 17 Readings in History Book Group:** *D-Day: the Battle for Normandy* by Antony Beevor; 7 pm
- 21 Health Screening:** Drop-in Session; 9 am - 10:30 am

Events and Programs for Youth:

May

- 1 St. Louis Storytelling Festival:** Kunama Mtendaji and Brian "Fox" Ellis; 6:30 pm
- 2 A Morning of Storytelling:** Ages 3-6; 10 am
- 3 Kids Tell:** Grades 5-12; 10 am
- 15 Thursdays Feature Movie Matinees in Lil's Treehouse:** *Frozen*; 4 pm
- 31 Summer Reading Program Kickoff:** With Nitro Joe; 3 pm

June

- 4 Dig Into Lego Series:** Build with our millions of Legos; 4 - 5 pm
- 9 Meet our CHAMPS:** CHAMP therapy dogs; 6:30 pm
- 10 Lizards, Snakes & Spiders, Oh My!:** Serengeti Steve's Reptile Experience; 6:30 pm
- 11 Classic Game-O-Rama:** Grades K+; 4 - 5 pm
- 14 Dragon Tales:** Ages 3+; 10:30 am
- 16 Kids Read/Dogs Listen:** CHAMP therapy dogs; Grades K+; 12:30 pm
- Computer Breakdown:** Grades 4+; 4 - 6 pm
- 17 Gross Vet Stories:** Do you really want to be a vet?: Grades 2+; 6:30 pm
- 19 Thursdays Feature Movie Matinees in Lil's Treehouse:** *Wall-E*; 4 pm
- Craft a Dynamite T-shirt:** Grades 7+; 6:30 - 8:30 pm
- 23 Robotics ROAR Robolions:** Grades 3+; 7 pm
- 24 Everyday Circus Presents Circus Harmony @ the Library;** 6:30 pm
- 26 Messology 101:** Ages 3+; 4 pm
- 30 Kids Read/Dogs Listen: CHAMP therapy dogs;** Grades K+; 12:30 pm

Starlight Concert Series

All summer long the Municipal Commission on Arts and Letters and the city of University City host the annual Starlight Concert Series in Heman Park at the Midland/Shaftesbury entrance. Concerts begin at 6:30 pm, and are free and open to the public.

This summer, the Commission on Arts and Letters is introducing a new Saturday Concert Series* on June 28 and July 19 from 4 to 8 pm. Grab your lawn chair and come enjoy!

The schedule of musicians is as follows:

- June 9** Tiffany Elle
- June 16** Melvin Turnage
- June 28*** U City Jazz Band, Cheryl Brown, The Soulard Blues Band
- June 30** Coleman Hughes Project featuring Adrienne Felton
- July 7** Lajit
- July 19*** Nikko Smith, Jeff Hardin & Theo Peoples
- July 21** Farshid Etniko
- July 28** FatPocket
- Aug. 4** Rico

We want to hear from you!

If you have story ideas or would like to share your opinion on this edition of ROARS, let us know by calling **314.505.8631** or emailing ucityroars@ucitymo.org.

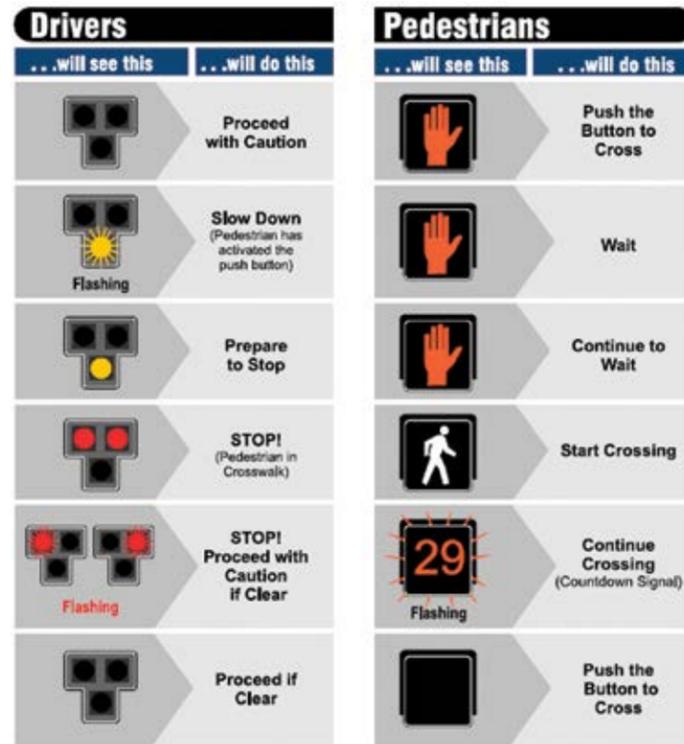
Jackson Avenue Pedestrian HAWK Signal

This spring, the City completed a project to improve the crosswalk at Jackson Avenue, south of Balson Avenue. The project consisted of installing a state-of-the-art High-Intensity Activated Crosswalk (HAWK) signal, and replacing sidewalk and curb ramps to meet Americans with Disabilities Act (ADA) standards at the crosswalk.

The purpose of a HAWK beacon is to allow protected pedestrian crossings, stopping road traffic only as needed. The diagram to the right explains the operation of the HAWK signal and the process when it is used by pedestrians.

The HAWK signal has several benefits. The signal is dark when not active, which reduces light pollution at night. Because HAWK is a unique device, it may catch a driver's attention more than a standard signal, particularly true in a low-traffic area such as Jackson Avenue. The HAWK signal also allows vehicles to pass through after stopping on the wig-wag portion of the red signal, which could be useful here if pedestrians have completed their crossing of one side of the divided roadway. Finally, HAWK is similar or lesser in cost than a conventional pedestrian signal.

Please be aware, this is a new type of signal and the first of its kind in the St. Louis region. It is an unusual signal display for a typical traffic signal, so please use caution, and slow down when approaching the crosswalk on Jackson Avenue.



Another Summer of Fun! Recreational News

Ruth Park

One of the premier municipal courses in the region, Ruth Park is convenient, affordable and in great shape. Visit www.ruthparkgolf.com for information on lessons, the driving range, rates and to book a tee time.

Junior Summer Golf Program

The Ruth Park summer junior golf program is available for kids of all skill levels. The 10-week program will begin **Tuesday, June 10**, and run through **August 19** (no camp during the week of July 4). It is open to University City residents and surrounding communities.

The cost of the summer program is \$75, and includes 10 weeks of instruction by PGA teaching professionals and play days, discounts on rates and equipment, a cap and T-shirt, refreshments during all sessions, club fitting, rules and instructional books, and a certificate of program completion. The camps will cover the golf swing from top to bottom, and will also stress golf etiquette and the rules of the game. All the participants must attend our rules and etiquette class and pass a test on the rules of golf. The tests are geared toward playing level and age.

The Wee Wedges, ages 6-9: 4 pm to 5 pm
 The Putters, ages 10-13: 5 pm to 6 pm
 The Drivers, ages 13-17: 6 pm to 7 pm
 For more information, contact Doug Castellari at **314.727.4800**.

Heman Park Pool

Our 2014 Heman Park Swimming Pool season begins Saturday, May 24. Avoid the long lines and stop by Centennial Commons to renew your season pass today! While you are visiting Centennial

Commons, make sure to register for our summer swim activities: Toddler Time, AquaFusion, Aqua Zumba, Water Walking or private swim lessons. Contact Centennial Commons at **314.505.8625** or Relay Missouri at **800.735.2966** (TDD) with questions.

National Kids to Parks Day

Kids ages 5 to 12 are invited to enjoy parks on National Kids to Parks Day on Saturday, May 17, at University City's Fogerty Park.

Centennial Commons

Children will have a blast at the City's summer camps and teen activities and programs, which include swimming, tennis, field trips, arts and crafts, and more! The programs, for ages 5-14, will run for eight weeks (June 9-August 1) at Centennial Commons, 7210 Olive Blvd. Children may register for all eight weeks, or new this year, children may register for a one-week camp session (restrictions apply). Scholarships are available for those who qualify. Register now for the following programs:

Camp B4 and After

A before (7:30-9:00 am) and after (3:00-5:30 pm) camp program available to children. Breakfast and afternoon snacks are provided. An additional fee applies.

Camp CentCom

An extended (August 4-15) camp program held at Centennial Commons. Breakfast and afternoon snacks are provided, and an additional fee applies.

Registration runs now through Saturday, May 17. For more information, call **314.505.8625** or Relay Missouri at **800.735.2966** (TDD).

Scholarship Program for U City Residents

Everyone should have the opportunity to improve their quality of life through recreation facilities and programs. To meet this goal, the Department of Community Development's Recreation Division offers a recreation scholarship to income-qualified University City residents. Funding is limited.

The scholarship award amount will be based on all household income sources, including related and unrelated people residing in a household. Individual and family scholarships are available. Scholarships are provided on a sliding scale, dependent on income, at a discounted rate of 25 percent, 50 percent, or 75 percent of the program's fee.

Applications are accepted year-round.

For more information, please contact Leslie Eutz at **314.505.8617**.

New Businesses in University City



Community Response Independent Living Program Inc.
 6744 Olive Blvd.
314.402.2126

Fleur de Lou
 Florist
 6346 Delmar Blvd.
314.725.8080

Goldenersh & Goldenersh P.C.
 Legal Services
 8147 Delmar Blvd., Suite 1
314.707.7789

Optimum Rebalance
 Massage Therapy
 924 McKnight Road
314.550.5378

Taj Mahal
 Restaurant
 567 Melville Ave.
314.721.4499

Furmin Institute of Health
 Chiropractor
 8147 Delmar Blvd., Suite 2
314.448.2800

Gateway Digital Studios
 Audio, Visual, & Graphic
 7247 Olive Blvd., Unit B
314.546.6872

Helix Architecture
 7351 Lindell Blvd.
314.496.9150

Sister Care Home Connect
 Home Healthcare
 1411 Mount Vernon Ave.
314.749.0078



THE VOICE OF UNIVERSITY CITY
 6801 Delmar Blvd.
 University City, MO 63130

Presorted STD
 U.S. Postage
PAID
 St. Louis, MO
 Permit #1091

University City Resident
 555 Delmar Avenue
 University City, MO 63130

University City Administration

<i>Main Phone:</i>	314.862.6767
<i>City Manager:</i>	Lehman Walker	314.505.8534
<i>City Clerk:</i>	Joyce Pumm	314.505.8605
<i>Director of Finance:</i>	Tina Charumilind	314.505.8547
<i>Director of Community Development:</i>	Andrea Riganti	314.505.8516
<i>Director of Public Works/Parks:</i>	Richard Wilson	314.505.8566
<i>Police Chief:</i>	Charles Adams	314.505.8650
<i>Fire Chief:</i>	Adam Long	314.505.8593

University City Councilmembers

<i>Mayor</i>	
Shelley Welsch	314.505.8606
<i>First Ward</i>	
Terry Crow	314.918.0045
Stephen Kraft	314.863.1136
<i>Second Ward</i>	
Paulette Carr	314.727.0919
L. Michael Glickert	314.882.6432
<i>Third Ward</i>	
Rod Jennings	314.480.2221
Arthur Sharpe, Jr.	314.721.5954

City Services

Emergency Hotline	314.505.8550
(Severe Weather, Natural Disaster)	
Finance/Refuse Billing	314.505.8544
Library	314.727.3150
Recreation	314.505.8625
Permits/Inspections	314.505.8500
Public Works/Parks	314.505.8560

Fire and Police Departments

Emergency	911
Fire Department	314.505.8592
Police Department	314.725.2211