



PROPC

Creve Coeur Parks & Stormwater

On November 3, 2020, Creve Coeur citizens will vote on Proposition C, a parks and stormwater sales tax to provide funding for local parks and stormwater control in Creve Coeur.



What is the parks and stormwater sales tax?

The parks and stormwater sales tax is a dedicated sales tax applied to retail sales made within city limits. All revenue is dedicated to providing funding for local parks and stormwater control in Creve Coeur.

How much is the parks and stormwater sales tax?

The proposed parks and stormwater sales tax rate is ½ of 1%—in other words, ½ of one penny for every dollar of retail sales within the city limits. For example, the additional sales tax on a \$50 purchase would be \$0.25.

What will the revenue be used for?

If approved by voters, revenue collected from the parks and stormwater sales tax will be used to improve and maintain local parks and stormwater infrastructure. The City's Parks Master Plan and Stormwater Master Plan provide recommendations for capital improvements and amenities over the next ten years. See pages 2-3 for more details.

How much revenue will be generated?

It is estimated the sales tax will generate \$2 million per year. This revenue will be put into a special fund that, by state law, may only be used to fund local parks and stormwater control.

What do the citizen committees think about the proposed parks and stormwater sales tax?

Three citizen committees—the Parks & Historic Preservation (PHP), Stormwater, and Finance Committee—recommended placing this measure on the November ballot. The PHP and Stormwater Committee will be hosting virtual Town Halls throughout October to help educate citizens on Proposition C (page 4).

Which cities in the St. Louis region currently have a parks and stormwater sales tax?

Creve Coeur is one of a small number of cities in St. Louis County that has not implemented a sales tax to maintain its parks & stormwater system, causing the City to fall behind in maintenance and improvements. See page 4 for more details.

A YES Vote Means

- A new half-cent sales tax will take effect on April 1, 2021, and all revenue will be dedicated to providing funding for improving and maintaining local parks and stormwater infrastructure in Creve Coeur.
- The City Council will work closely with the Parks & Historic Preservation Committee and the Stormwater Committee to establish the top priorities based on the respective Parks and Stormwater master plans.
- The first projects made possible by this new revenue source would be under construction in the fiscal year beginning July 1, 2021.

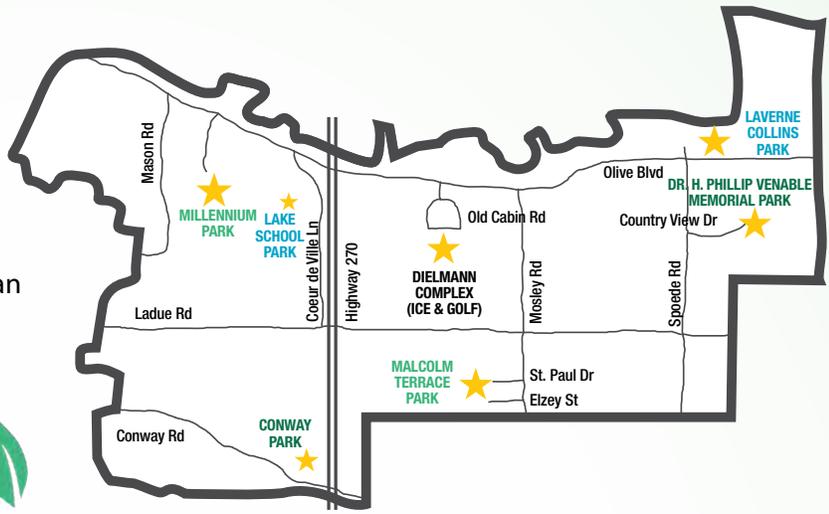
A NO Vote Means

- There will be less money available for maintaining the city's existing park infrastructure, as most existing capital improvement dollars are needed for street repair and replacement, or emergency storm drainage repairs.
- The City will continue to utilize available grant funds to replace or repair park amenities and infrastructure, but not on the schedule or magnitude envisioned in the Parks Master Plan.
- Little funding would be available for new park amenities absent a new revenue source. Improvements to stormwater infrastructure would be incremental as existing funding may allow.

Priorities for Park Improvements

The Creve Coeur Parks and Recreation Master Plan is a community-based plan identifying improvements to city parks for the next 10 years. The plan details current conditions of all Creve Coeur parks, identifies needed improvements, and explores development scenarios to address the needs of the community. The plan was adopted following extensive public engagement of residents and park users.

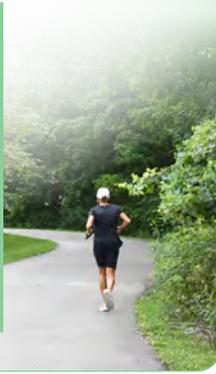
The plan provides a strategic and coordinated long-term approach to managing the parks, which will provide greater value overall and more thoughtful investments.



Creve Coeur has more than 90 acres of public park land offering green spaces where the community can gather together, enjoy the outdoors, improve their physical and mental health, and create social connections with friends and family.

Millennium Park

Adding a nature trail, installing outdoor fitness equipment, constructing a band stand or amphitheater, improving the playgrounds, and resurfacing the asphalt trail.



Lake School Park

Adding new tennis courts and pickleball courts, creating a perimeter walking path, and adding interpretive and educational elements related to historic Lake School.



Dr. H. Phillip Venable Memorial Park

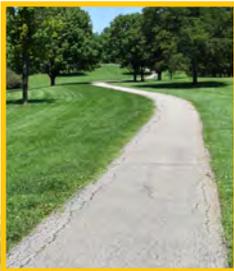
(Formerly Beirne Park)

Adding a water play feature, adding a dog park, installing a new playground for ages 2-5, resurfacing the asphalt trail, replacing the picnic pavilion, and replacing the pedestrian bridge.



Conway Park

Adding disc golf, dredging the pond to allow fishing, renovating the asphalt path, and expanding the parking lot.



Malcolm Terrace Park

Developing nature trails, adding a multi-use athletic court, replacing the asphalt trail, replacing the pavilion, and replacing the play equipment.



LaVerne Collins Park

Adding a dog park, establishing a community garden, and improving the benches and picnic tables.



Priorities for Stormwater Control

The City has identified future priority projects within Creve Coeur where stormwater is causing flooding, erosion and infrastructure damage. These projects include improvements to eroding stream banks, improvements to existing stormwater infrastructure, and replacement of deteriorating culvert pipes below roads.

With additional revenue, the City could fundamentally change its approach to stormwater management, shifting from reacting to emergencies to proactively planning needed improvements and maintenance.

If approved by voters, revenue collected from the parks and stormwater sales tax will be used to develop an in-depth Stormwater Management Plan to further identify and prioritize stormwater projects. This study would examine Creve Coeur's land and streams to document and prioritize current and developing issues—likely uncovering additional necessary stormwater projects that may have otherwise gone undetected.

An in-depth plan would allow the City to work toward better stormwater management and ultimately healthier streams. Finding and remedying smaller stormwater infrastructure and erosion issues before failure is much more economically efficient than waiting until catastrophic failure.



The City's Capital Improvement Program identifies approximately \$13 million in stormwater-related improvements as 'future projects'—projects for which no funding or schedule have been identified. Many of these projects—to address erosion, flooding, and stormwater infrastructure—will not be addressed in the foreseeable future without a significant increase in funding.

Richard Koch, P.E.
Stormwater Committee Chair



Stream Bank Improvements

City neighborhoods built along streams are observing erosion in backyards and common grounds. Each individual project may take several years to plan, design and construct a solution. Currently, ten erosion-related projects have been identified with a total estimated cost of \$700,000.

Stream bank erosion can threaten surrounding vehicular and pedestrian bridges. The erosion around the bends of Deer Creek, the natural creek that winds through Malcolm Terrace Park, has forced the city to close the bridge near Townsend Street and postpone the path expansion near Elzey Street until funding is available to construct a solution to Deer Creek's stream bank erosion.

Infrastructure Improvements

Many of the City's older streets east of I-270 were built decades ago and lack the stormwater infrastructure expected by today's standards, such as inlets and drains. Currently, eight improvement projects have been identified within the City with a total cost of approximately \$500,000.

Small infrastructure issues can grow worse over time if not addressed. For example, an undetected pipe failure below Ladue Road, worsened over time by rain, led to the sidewalk collapsing. Additional funding for stormwater issues may help the City identify and address problem areas earlier.



Culvert Replacements

Several culverts (pipes that carry a creek under a road) within the City have deteriorated and need to be rehabilitated or replaced. The cost of each culvert project ranges from \$125,000 to \$300,000.

Pictured to the left is an example of how a deteriorating culvert can lead to greater damage if not addressed. This edge of a residential street in Creve Coeur collapsed after a heavy rain storm in August eroded the roadway base around the culvert pipe below.

Future culvert replacement projects have also been identified at Beaver Drive, Balcon Estates Court and New Ballas Road.



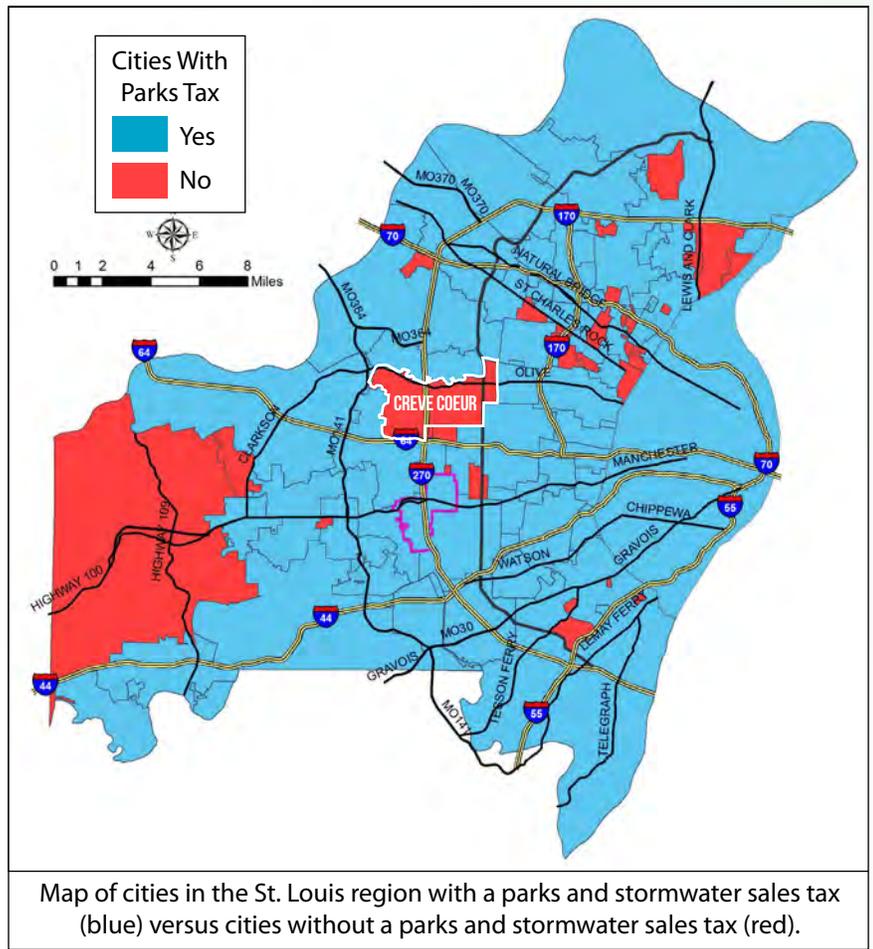
Comparing Sales Tax Rates in the St. Louis Region

Creve Coeur is one of a small number of cities in St. Louis County that has not adopted the parks and stormwater sales tax. All communities adjacent to Creve Coeur (with the exception of Westwood Village, which has no city parks) have adopted the parks and stormwater sales tax.

If voters approve the parks and stormwater sales tax, the overall Creve Coeur sales tax rate will be at or below those of our neighboring communities. Anyone shopping in Creve Coeur will pay the parks and stormwater half-cent sales tax, including both residents and non-residents.

Municipality	Sales Tax Rate
Brentwood	9.7375%
Olivette	9.2375%
Des Peres	9.2375%
Richmond Heights	9.2375%
Frontenac	9.2375%
Clayton	9.2370%
Town & Country	8.9875%
Creve Coeur (if Proposition C passes)	8.9875%
Chesterfield	8.7375%
Creve Coeur (current sales tax rate)	8.4875%
Maryland Heights	8.2375%

Note: Tax rates do not include special taxing districts, such as Transportation Development Districts (TDD).



VOTE

- Oct. 7** Deadline to register to vote
- Oct. 21** Deadline to apply for absentee or mail-in ballots
- Oct. 27** USPS-recommended deadline for mailing in ballots
- Nov. 3** Election Day

Learn More About Prop C

The Parks and Historic Preservation Committee and Stormwater Committee will host a series of virtual Town Halls in October via Zoom. All citizens are encouraged to attend a town hall and learn more about Proposition C.

- Tuesday, October 6, at 7:00 p.m.**
- Tuesday, October 13, at 9:00 a.m.**
- Tuesday, October 20, at 7:00 p.m.**
- Tuesday, October 27, at 9:00 a.m.**

Details on how to join the virtual Town Halls by computer or phone are available on the City's website at www.crevecoeurmo.gov/PropC.



This information was prepared and paid for by the City of Creve Coeur, Mark Perkins City Administrator, 300 N. New Ballas Road, Creve Coeur MO 63141. This information is intended solely to educate and inform residents about a question that may be presented at the polls. It is not intended to advocate, support or oppose the passage or defeat of the measure. Each voter should vote for or against the question based on his or her own judgment.