



The New I-64
Landscape Sponsorship Program
... a partnership for the 21st century





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Updating & Maintaining a St. Louis Thoroughfare
Benefits of Sponsorship
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HIGHWAY-40/INTERSTATE-64 LANDSCAPE - YESTERDAY AND TODAY



PART I

*The New I-64 Landscape
Sponsorship Program*



Interstate-64/Highway-40 (I-64) has long been considered St. Louis' front door. Millions travel the corridor each year; visitors form their initial impressions of St. Louis as they drive, and residents solidify sense of place within the region.



The *New I-64* is an 11-mile section of the highway corridor under reconstruction by the Missouri Department of Transportation (MoDOT) and scheduled for completion in 2010.

Right-of-way within the corridor encompasses more than 100 acres of greenspace. With so much acreage in hand, it is vital to make it aesthetically pleasing and environmentally valuable, as well as economically feasible and easy to maintain. MoDOT is installing landscape elements to accomplish this. Beyond this baseline design, though, opportunity exists to use I-64's vast ribbon of greenspace to foster a landscape that both provides continuity among the multiple communities it transects and establishes a regional sense of identity – a means of gaining a sense of place in St. Louis by traveling the corridor.



Sponsor support can help realize the *New I-64* corridor's greenspace potential. Several high-visibility planting areas throughout the corridor have been identified for enhanced landscape maintenance. Sponsorship of maintenance at these sites will enable their success and help them become a regional asset.

Civic Benefits

“Green” Front Door

St. Louis gains distinction as a community that values aesthetics and the environment - a thriving region with a “green” front door.

Positive Impression of St. Louis

St. Louis further establishes its regional identity and sense of place - a place in which residents can feel pride and guests develop a positive impression.

Beautiful Place to Live, Commute, and Work

St. Louis gains an enhanced appearance and sense of beauty and stability, which makes patronizing area businesses more inviting, thereby strengthening local commerce.

Healthy and Vibrant Green Infrastructure

St. Louis further promotes development of healthy, vibrant, green infrastructure.

Business Benefits

Corporate Environmental Stewardship

Sponsors gain association of their company/organization with environmental stewardship.

Measurable Impact

Sponsors help establish a well-maintained landscape throughout the *New I-64* corridor to create a beautiful driving experience that improves year after year.

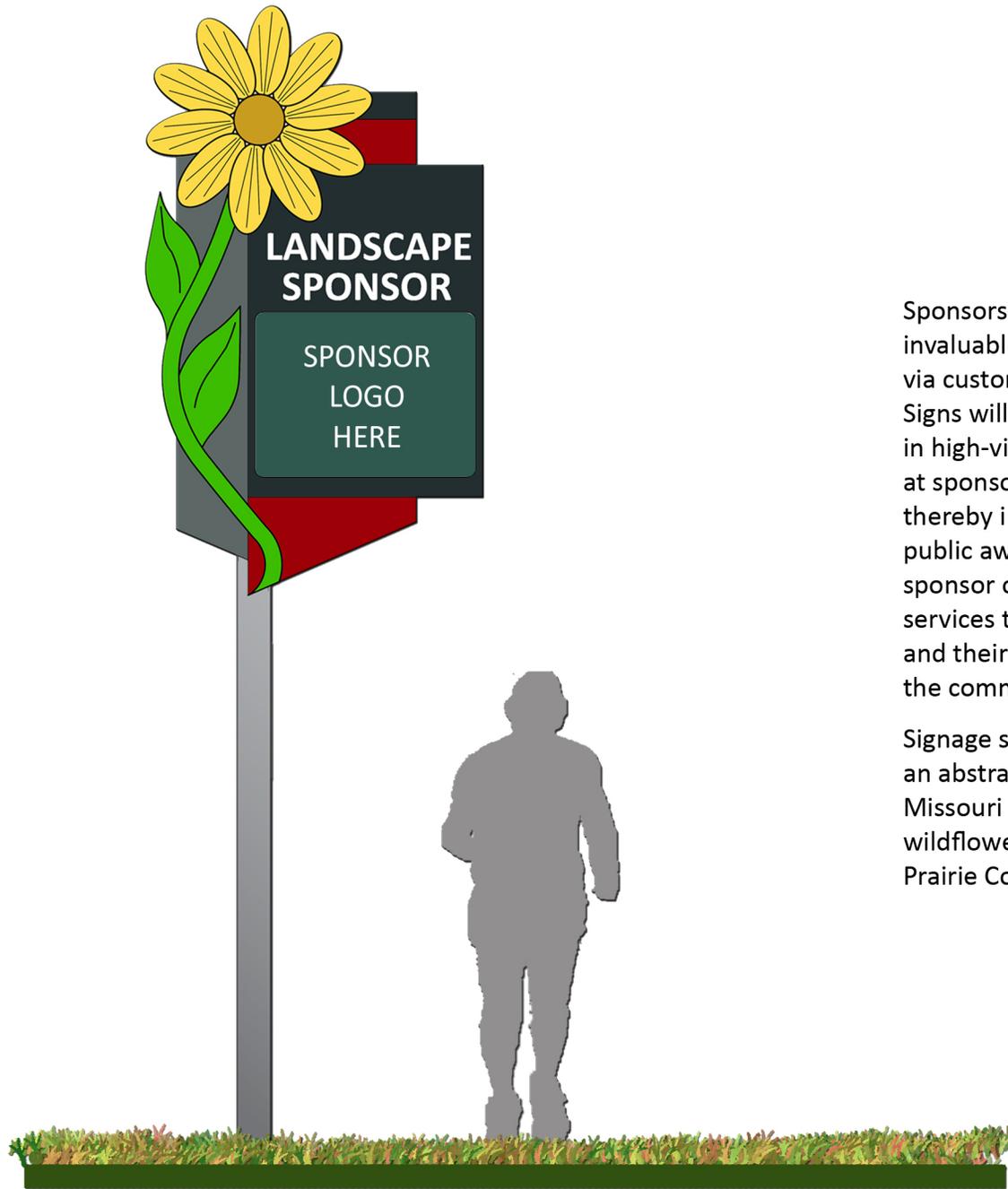
Greening the Community

Sponsors align with what the public cares about - greening the community.

Highly Visible

Sponsors receive recognition for their involvement at high-visibility locations, providing valuable marketing to those who drive the corridor - tens of thousands daily, and millions annually.





Sponsors will receive invaluable recognition via custom signage. Signs will be installed in high-visibility locations at sponsorship sites, thereby increasing public awareness of sponsor organizations, services they provide, and their support of the community.

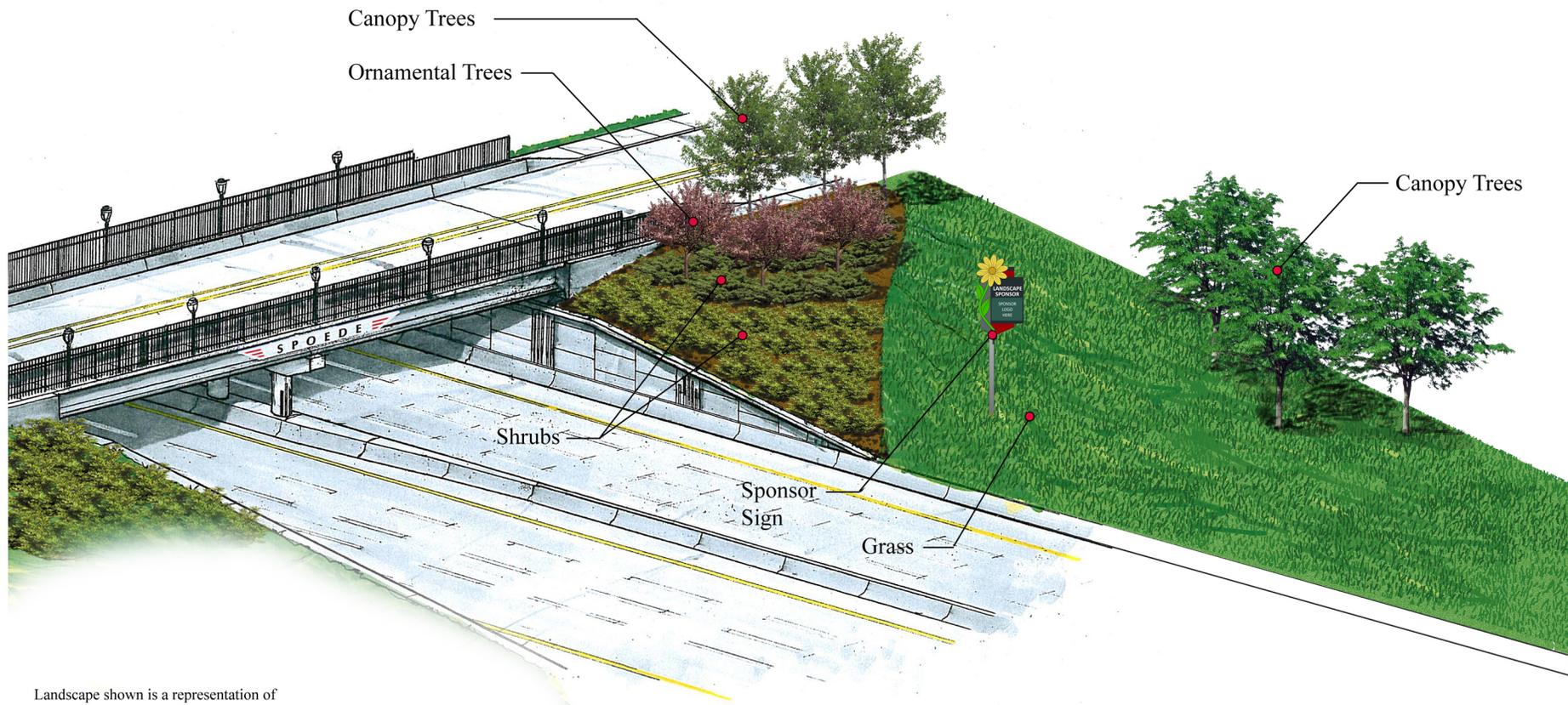
Signage shown features an abstraction of a Missouri native wildflower, the Prairie Coreopsis.

SPONSOR RECOGNITION SIGNAGE



PART II

*Typical Sponsorship
Opportunities*



Landscape shown is a representation of typical treatment for illustrative purposes. Treatments at individual locations along the corridor will vary.

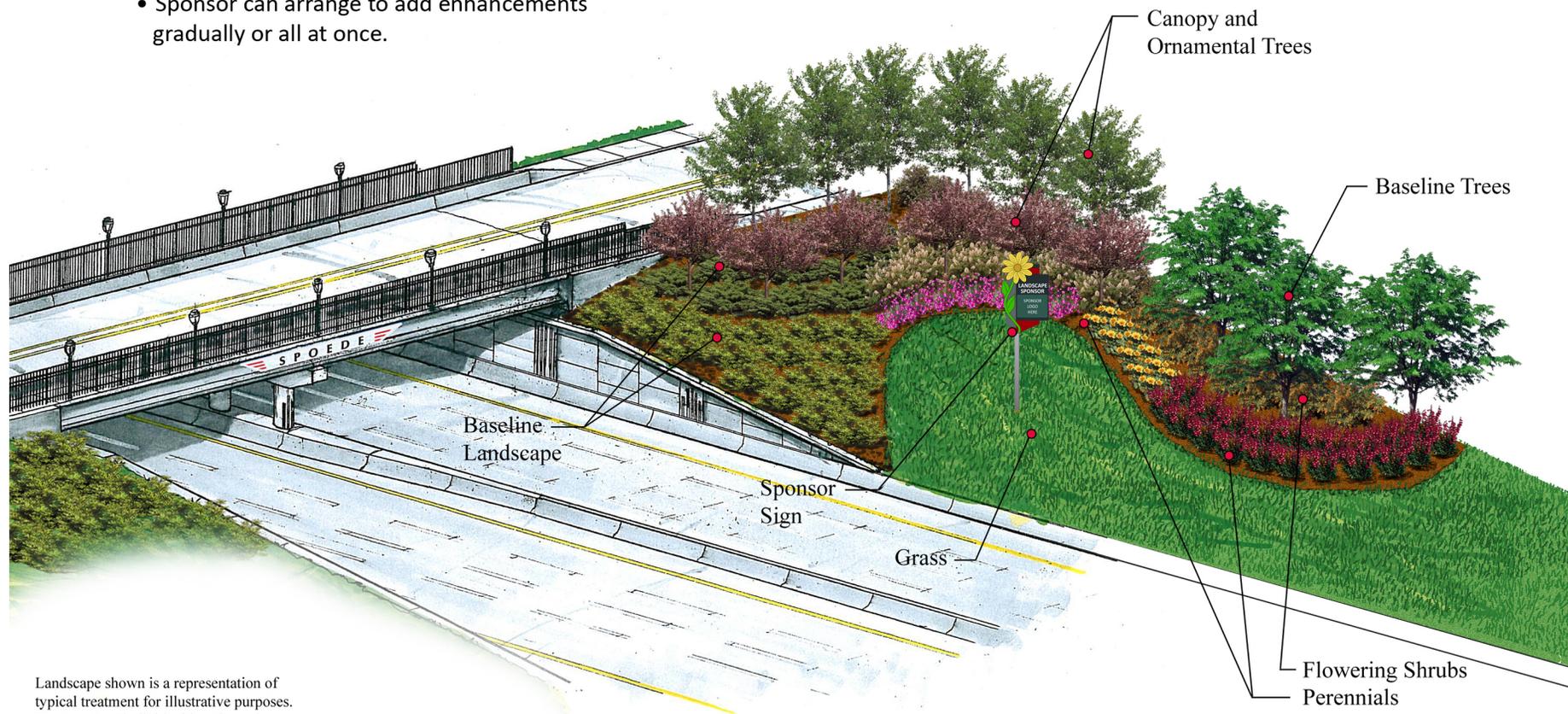
Sponsorship of a typical area includes:

- Sponsor recognition sign.
- Landscape plantings, including canopy and ornamental trees, shrubs, and turf/grass.
- Third-party maintenance of the landscape at a level beyond MoDOT's standard.

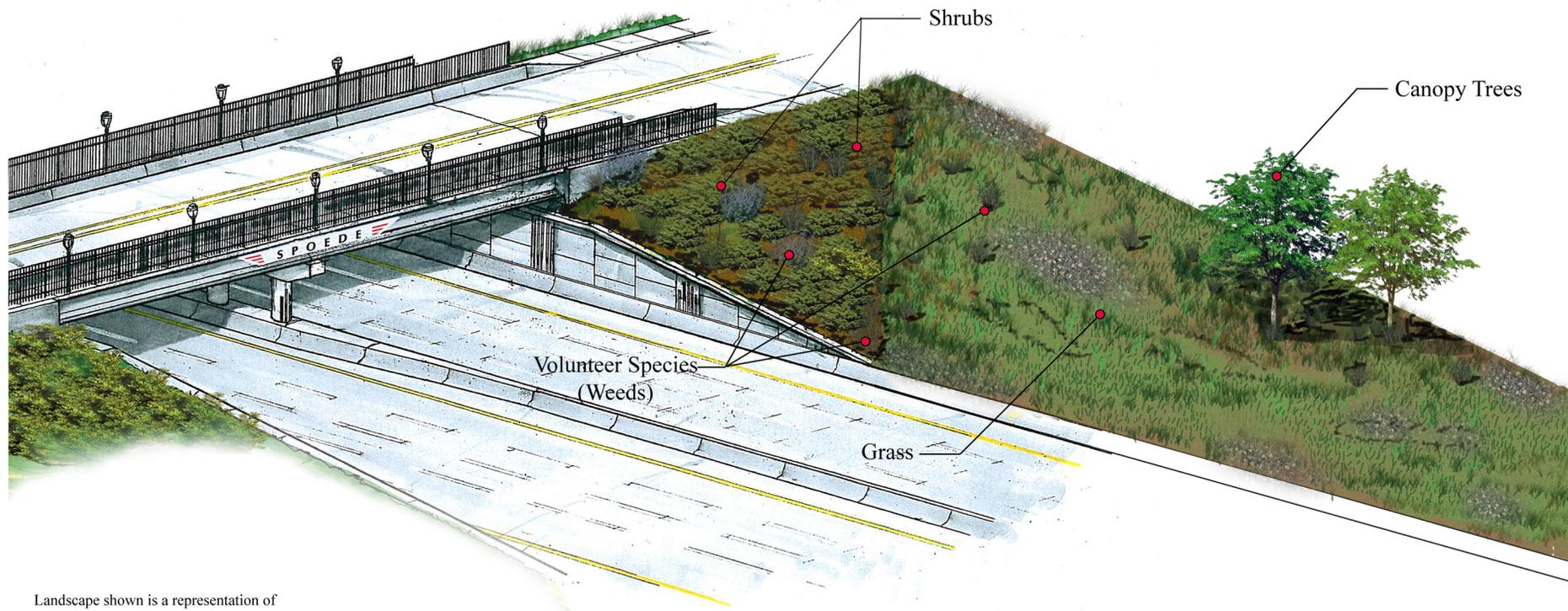
TYPICAL SPONSORSHIP AREA

Higher-level sponsorships are available for each area and include:

- Typical sponsorship elements, plus...
- Further optional landscape enhancements, such as flowering shrubs and perennials (at sponsor expense).
- Sponsor can arrange to add enhancements gradually or all at once.



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A typical unsponsored area:

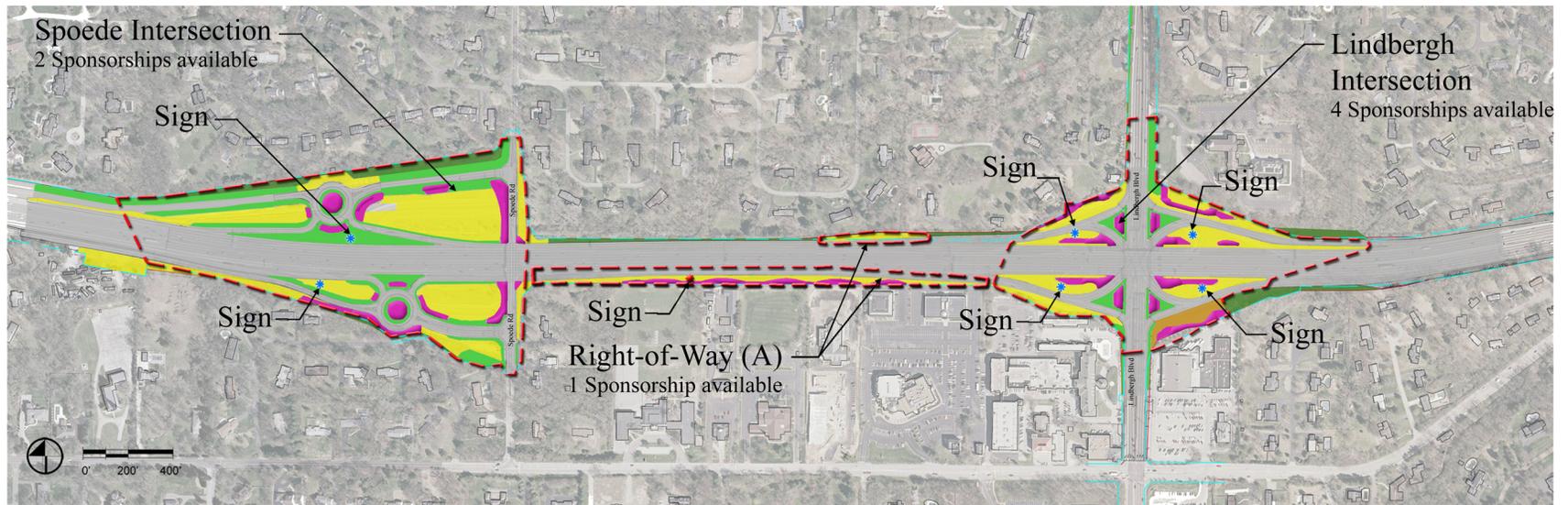
- Without sponsorship, landscape areas will become more naturalized with infrequent mowing, areas of volunteer species, and infrequent maintenance.

UNSPONSORED AREA



PART III

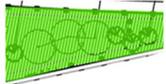
Sponsorship Locations



SPONSORSHIP AREAS WITHIN FRONTENAC

Legend

Mowable Roadside Turf
Slopes less than 3:1.
Seeding and sod areas.
Tree plantings within turf areas.



Scottish Seed Mix
Steep slopes (Greater than 3:1).
Limited access.
"No-Mow" areas.
Some tree plantings.



Shrub and Tree Plantings
Mulch beds with shrub
and tree plantings.



Native Prairie Grass
Short, grass only mix.
Use in large areas.
Some tree plantings.
Mowable cool season grass
edge where possible.

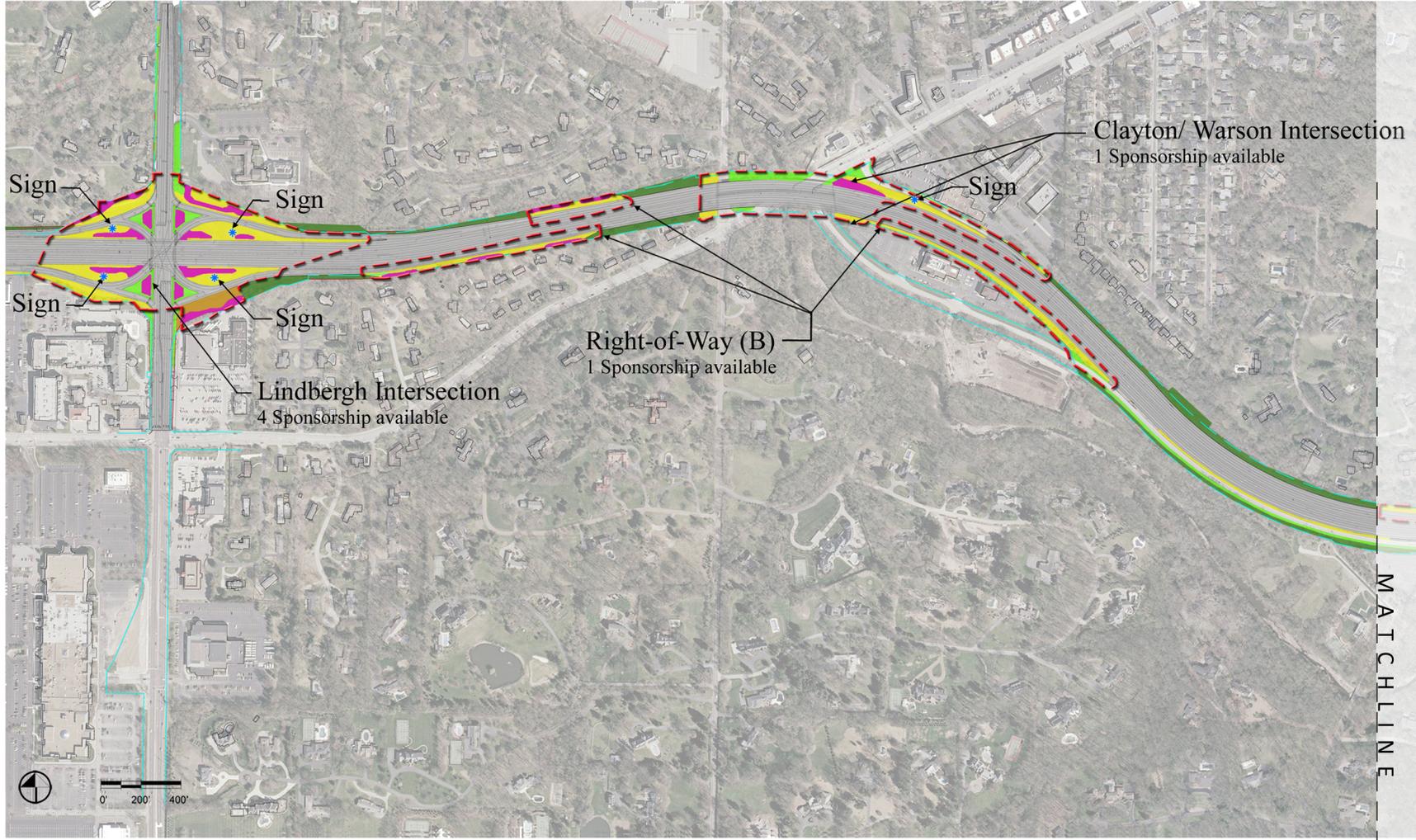


"Non-Visible" Areas.
Areas not easily visible from
mainline I-64, ramps, or side
streets.
Mowable turf, scottish mix,
limited trees and shrubs.



Sign Location
Location where sponsor
is recognized

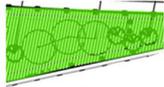




SPONSORSHIP AREAS WITHIN LADUE

Legend

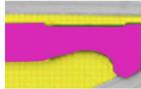
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Shrub and Tree Plantings
Mulch beds with shrub
and tree plantings.



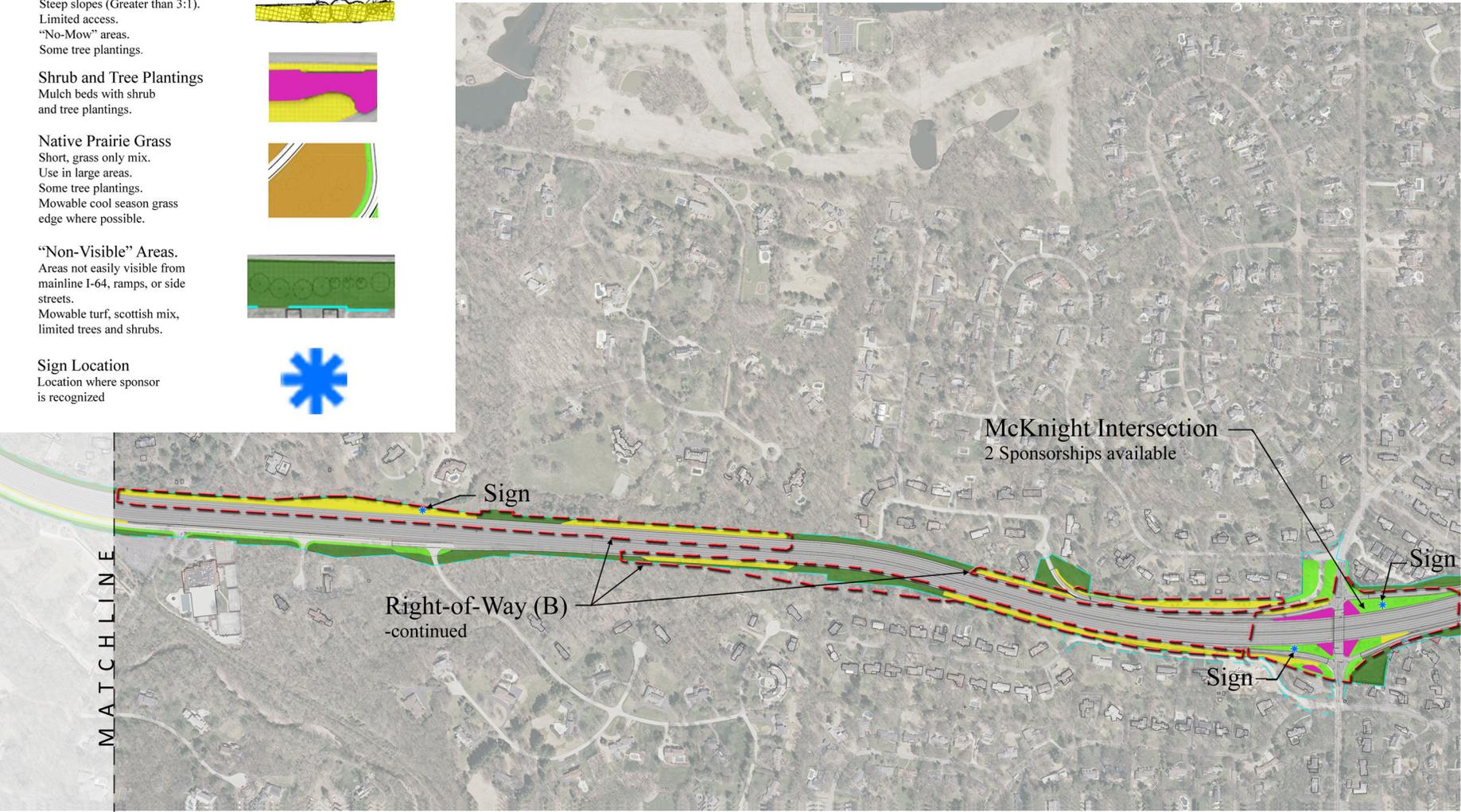
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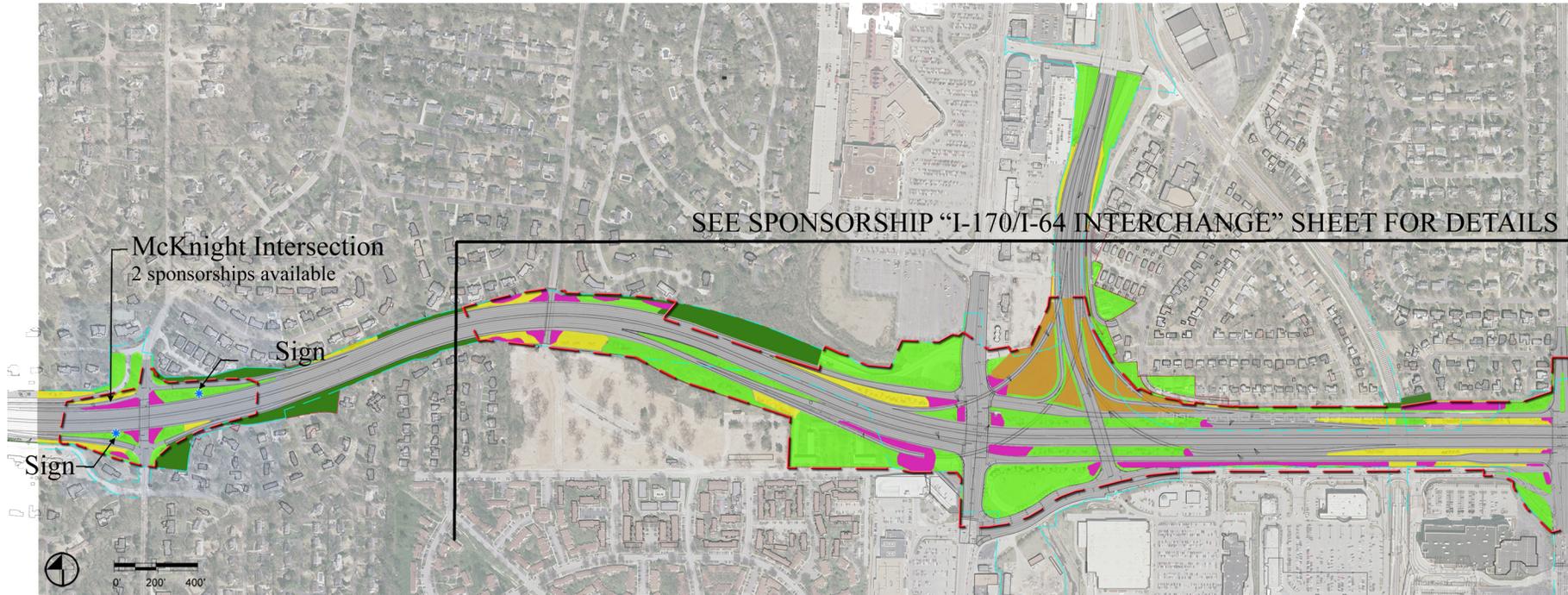


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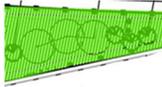




SPONSORSHIP AREAS WITHIN RICHMOND HEIGHTS & BRENTWOOD

Legend

Mowable Roadside Turf
Slopes less than 3:1.
Seeding and sod areas.
Tree plantings within turf areas.



Scottish Seed Mix
Steep slopes (Greater than 3:1).
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Shrub and Tree Plantings
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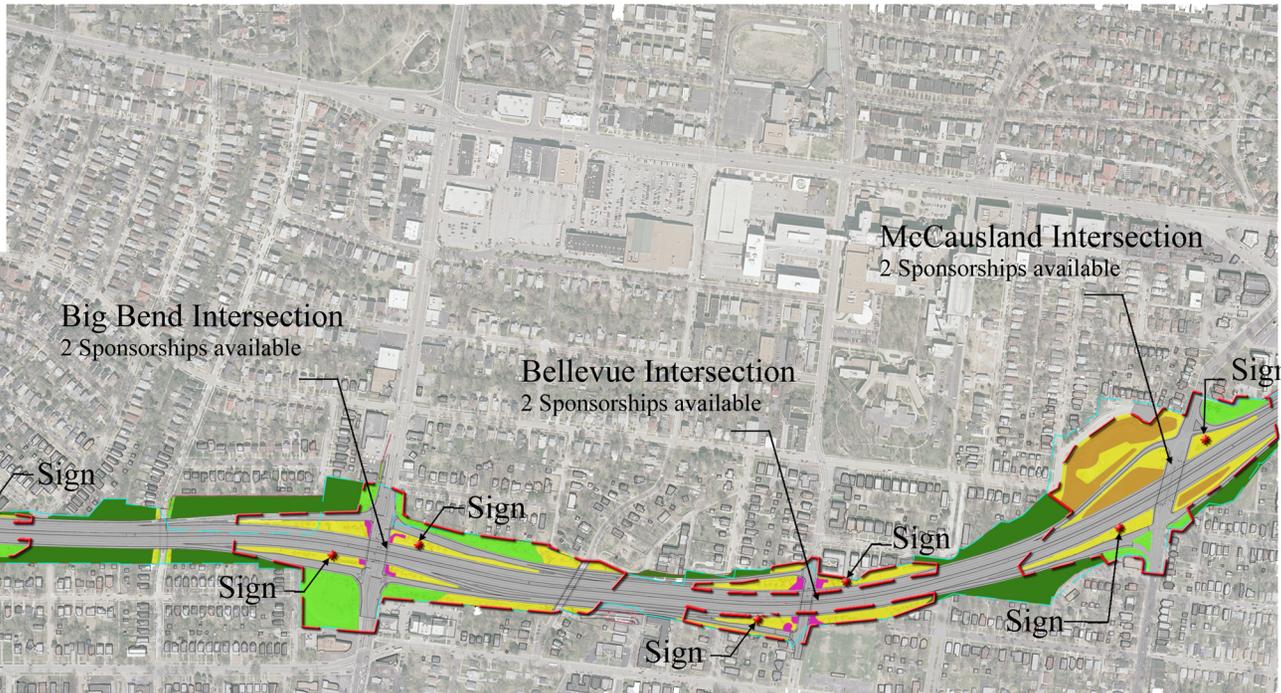
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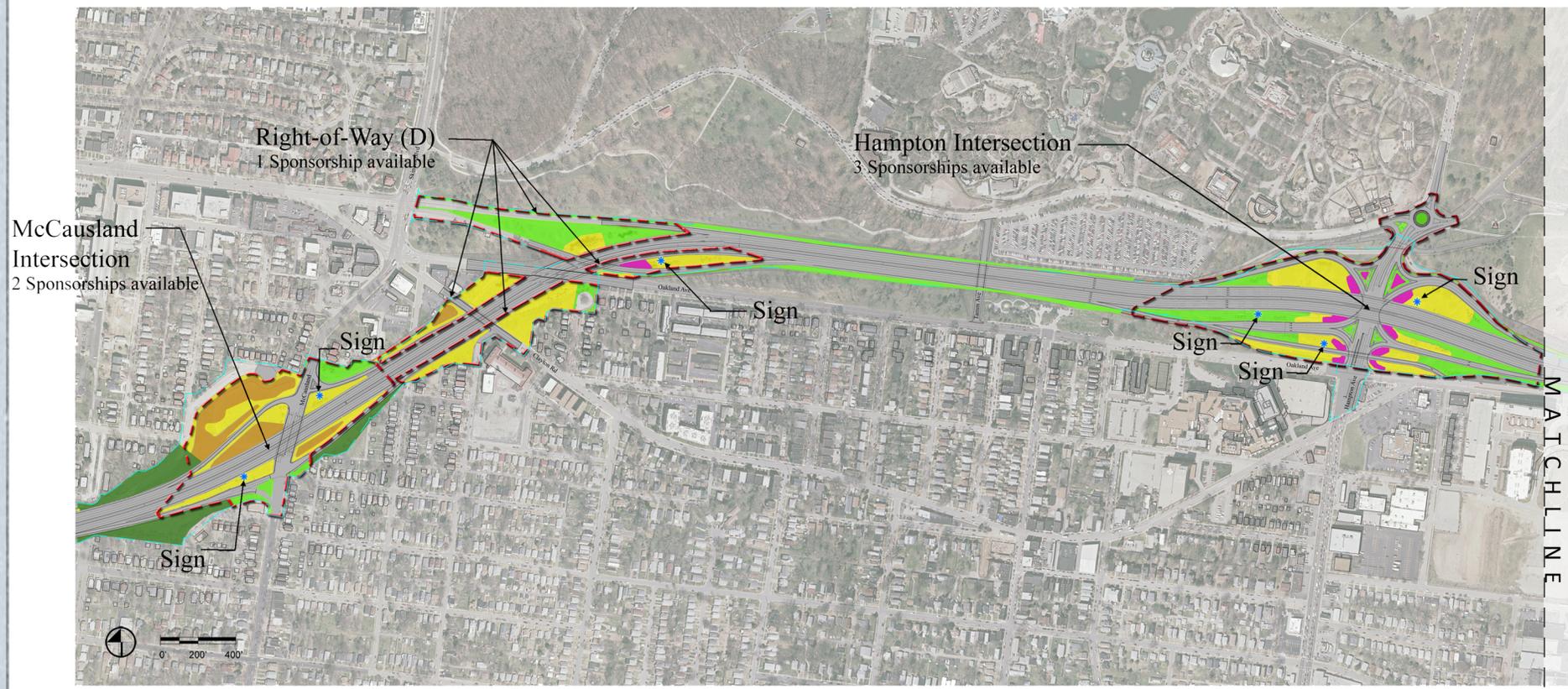


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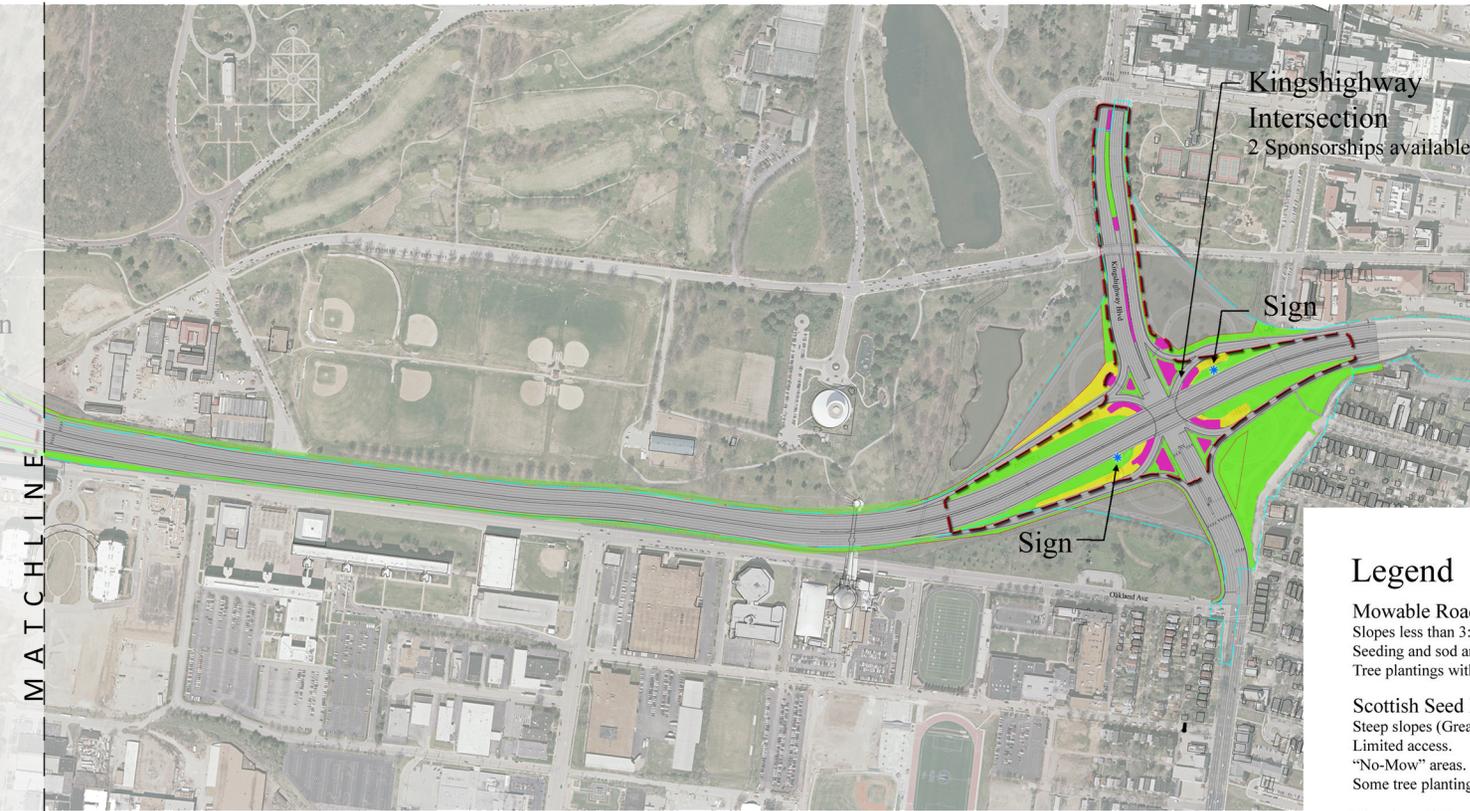


Sign Location
Location where sponsor
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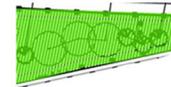


SPONSORSHIP AREAS WITHIN THE CITY OF ST. LOUIS



Legend

Mowable Roadside Turf
Slopes less than 3:1.
Seeding and sod areas.
Tree plantings within turf areas.



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"Non-Visible" Areas.
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Sign Location
Location where sponsor is recognized

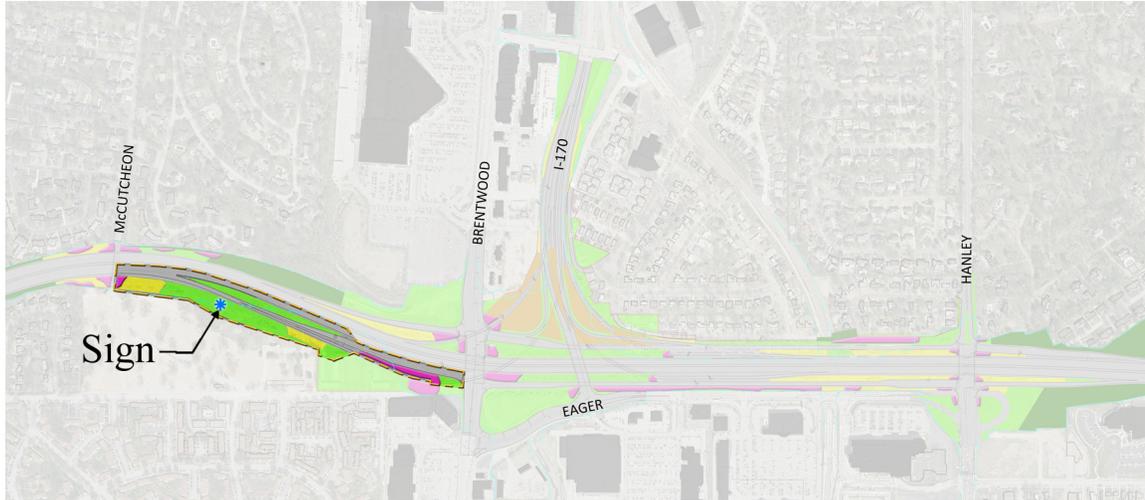


LEGEND

- Canopy Tree 
- Ornamental Tree 
- Evergreen Tree 
- Shrub 
- Mulch Bed 
- Turf 
- Native Prairie Grass 



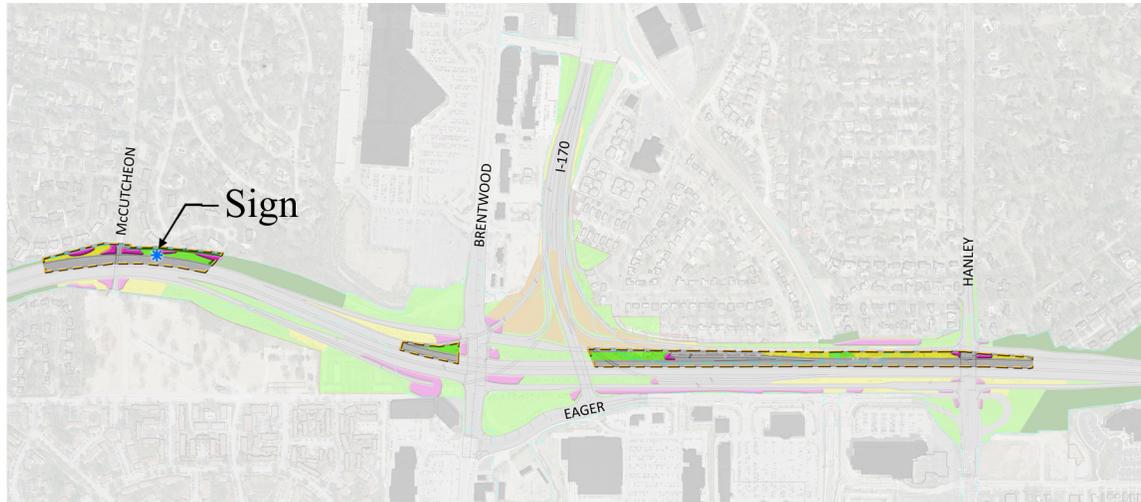
DETAIL OF AREAS - AREAS SURROUNDING I-170 INTERCHANGE



Location One- Eastbound Ramp to Brentwood Boulevard



Location Two- Eastbound I-64 from Brentwood Boulevard



Location Three- Westbound 1-64

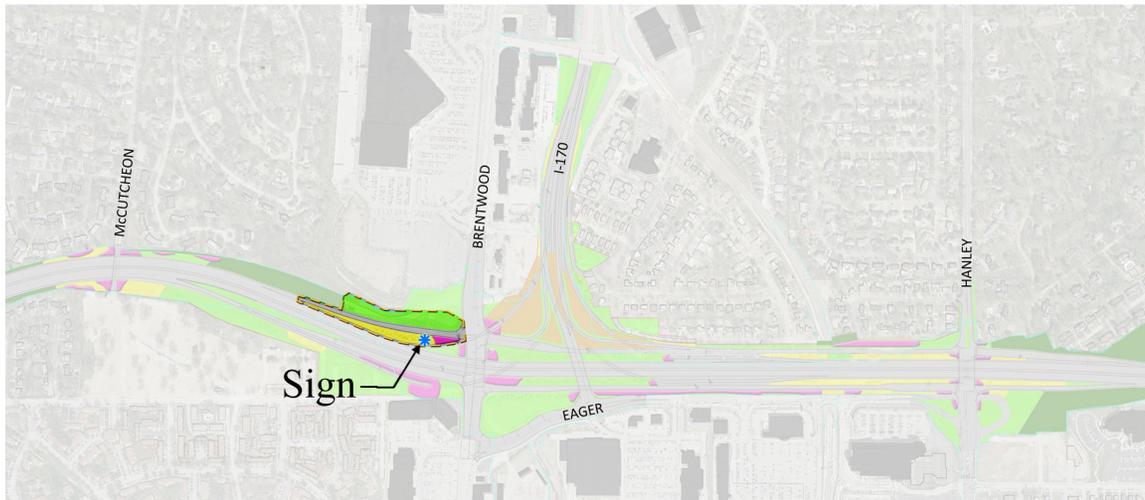


Location Four- Brentwood Boulevard Ramp and I-170 South

SPONSORSHIP AREAS SURROUNDING I-170 INTERCHANGE



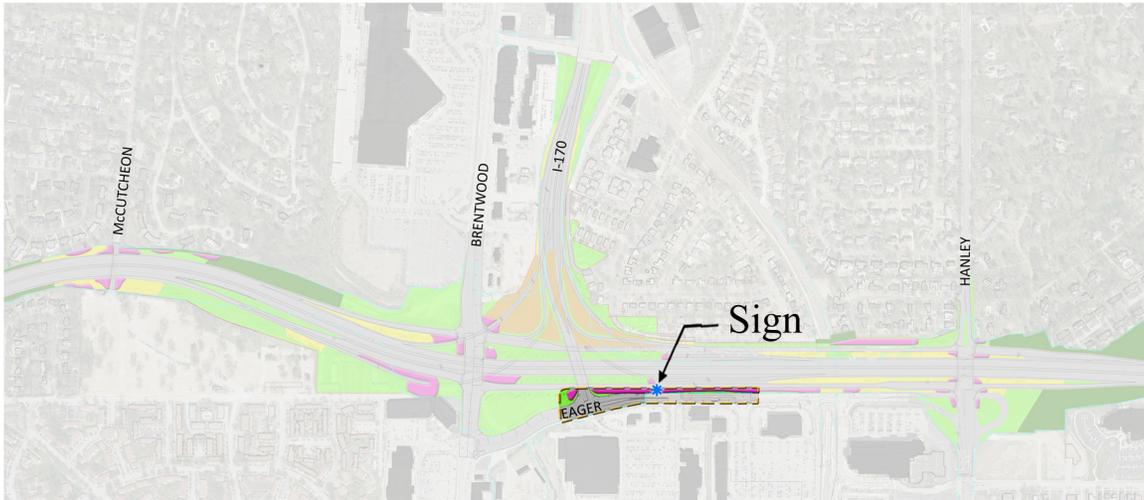
Location Five- Galleria Parkway



Location Six- Ramp onto Westbound I-64 from Brentwood Boulevard



Location Seven- Westbound Ramp onto I-170



Location Eight- Eager Road

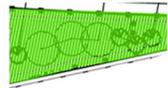
SPONSORSHIP AREAS SURROUNDING I-170 INTERCHANGE



Location Nine- Hanley Road at Eager Road

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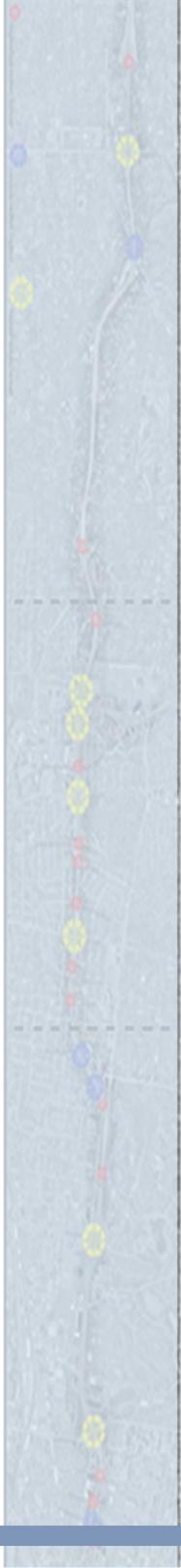


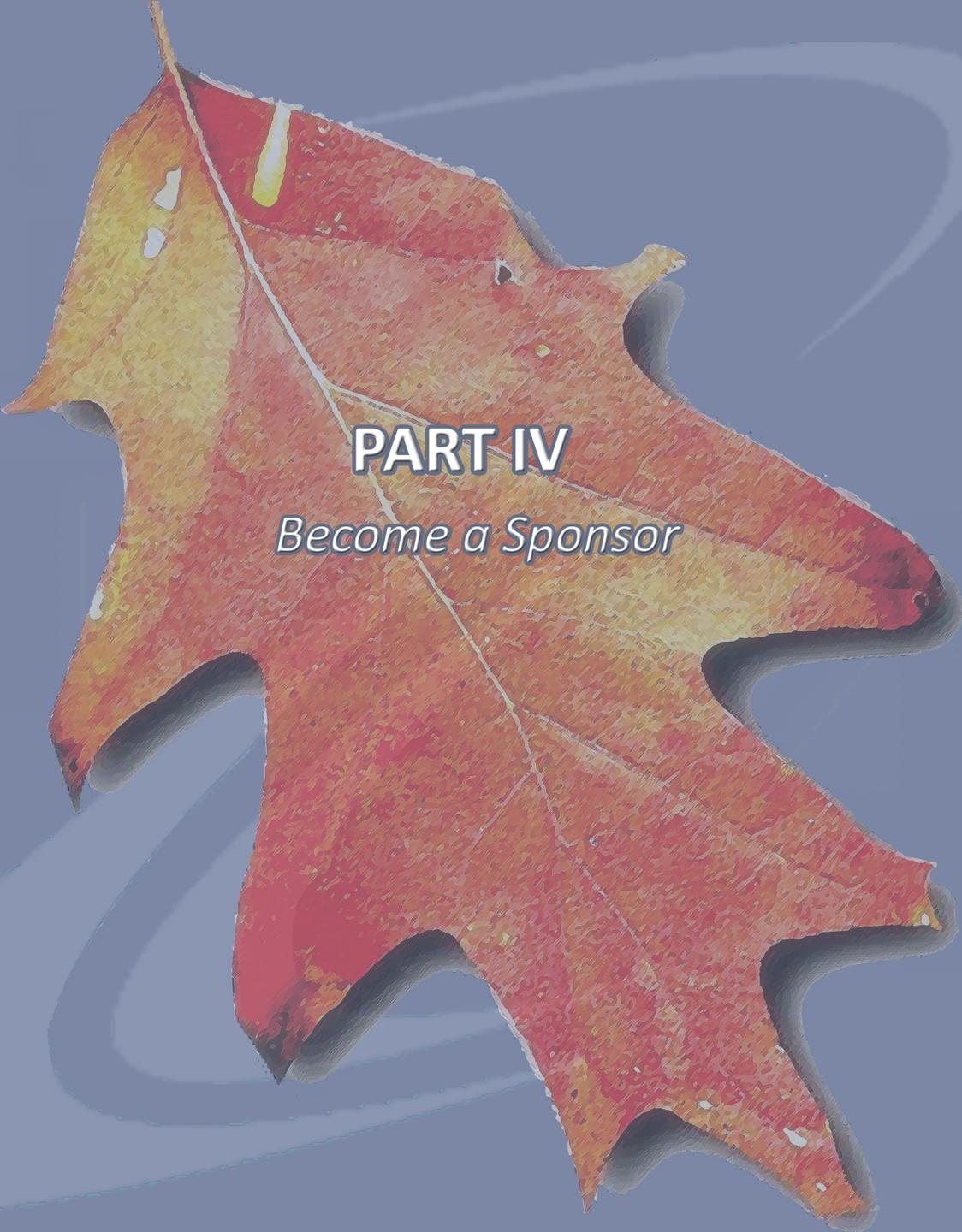
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Sign Location
Location where sponsor
is recognized







PART IV

Become a Sponsor

Become a sponsor!

To become a landscape sponsor:

1. Elect to pay an annual or monthly sponsorship fee.
2. You will work with MoDOT's vendor, Adopt-a-Highway Litter Removal Service of America, Inc (AAHLRSA), to select a sponsorship location. Annual sponsorship costs will vary depending on location and if you have chosen any additional landscape enhancements.

All sponsors will receive a beautiful custom recognition sign featuring their logo, as shown earlier in this brochure.

Sponsorships will be contracted through a three-year initial agreement, with the opportunity for renewal or extended agreement period.





Next steps:

1. Contact Adopt-a-Highway Litter Removal Service of America, Inc (AAHLRSA) at:
Melinda Centner, C.E.O.
Phone- (800) 291-2542
Fax- (800) 773-5616
Melinda@adoptahighway.net
2. AAHLRSA will work with you to choose your sponsorship location.
3. You will have the opportunity to work with AAHLRSA to add additional landscaping such as perennials or other plantings.
4. AAHLRSA will confirm your sponsorship price based on your location and any additional landscape plantings and send you a contract.
5. Your beautiful sign is installed at your selected sponsor location!

Thank you for your time and interest!

