



A NEW WAY  
FORWARD

EMERGING TRENDS

A number of emerging trends affecting communities across the U.S. are also evident in Chesterfield. These trends can have a bearing on the rate and direction of development. More importantly, trends provide valuable insight into the future needs of the community. These trends are:

Location Choices

Many people, especially millennials, are now choosing a city then looking for work there, instead of following work where it takes them. This demographic is looking for things that include walkable neighborhoods, shopping and dining options, high quality parks and open space resources, good schools, arts and cultural resources, and intangibles like diversity.

Online Shopping

National retail trends have also shifted, indicating that consumers increasingly prefer online retailing, smaller format big box stores, and mixed-use developments.

Aging in Place

A clear trend across the U.S. is people wanting to remain in their neighborhood as they age. Many of the preferences of older Americans line up well with those of millennials and young families. Both are interested in more compact neighborhoods and in a wide variety of housing choices.

Open Space as an Amenity

In housing developments, a growing trend is people wanting to live near natural environments and open space. Close access to paths that provide connections to points of interests are in demand.

Healthy Living

Finally, a growing emphasis on health and wellness also plays into a desirable community. Planners and public health professionals now recognize that a healthy population depends largely on attributes of the built community.

DEVELOPMENT QUESTIONS

The City of Chesterfield must consider these trends within development opportunities. Among the questions that should be answered within the proposed development criteria are:

How much retail space will be needed if we do most of our shopping online?

Will telecommuting change the way office buildings are designed or reduce the amount of space we will need?

Can our seniors look forward to living independently longer if our neighborhoods offer more than single-family homes?

What “ingredients” do we need to make Chesterfield a place younger people choose, especially the talent our corporations would like to recruit?

How will a reduction in the use of personal automobiles change standards for parking?

Will we need more amenities to support healthy living?

WHAT DOES THIS MEAN FOR CHESTERFIELD?

The City of Chesterfield would like to continue to grow and evolve into a place with clear identity, high quality of life, and a self-sustaining economy. Ensuring a successful future will require a balanced approach to managing change. City leaders will need to place equal emphasis on maintaining community character, providing adequate infrastructure, maintaining a high level of service, and promoting economic vitality. It demands a diversified development strategy that geographically organizes the community into places for conservation, revitalization, innovation, and recreation in addition to places for all ages to live comfortably.

