



CITY OF  
**FORISTELL**

For Families, For the Future... Foristell

# City of Foristell, Missouri 2026 Comprehensive Plan

March 2026



Our mission is to provide the best possible  
quality of life for our citizens.

## **ACKNOWLEDGEMENTS**

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**A special thanks to all the citizens of Foristell who participated in the development of this Plan and former City officials and Commission members. Without your dedicated support and ideas this Plan would not have been made possible.**

# CHAPTER 1: EXISTING CONDITIONS



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## **CHAPTER 1 EXISTING CONDITIONS**

### **Section 1:1 Purpose & Adoption**

A Comprehensive Plan is the official document adopted by the Planning and Zoning Commission to serve as the legal and conceptual foundation of the City's Zoning Code. The purpose of the Comprehensive Plan is to promote the health, safety, and welfare of the community by preserving and protecting four (4) key interrelated quality of life factors which include social, economic, physical and environmental. It should be utilized as a flexible document to be interpreted within the broad spectrum of land development possibilities and ever-changing conditions. Missouri Revised Statutes Chapter 89 Section 340 sets forth the legal foundation for the authority, objectives, content, and adoption of the Comprehensive Plan: it states:

*“The City’s Planning Commission shall make and adopt a city plan for the physical development of Foristell. The city plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the Commission’s recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned; the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; and the general character, extent and layout of the re-planning of blighted districts and slum areas.”*

Before the adoption or amendment of the Plan, or portion thereof, the Commission shall hold a public hearing in accordance with State Statutes. Fifteen days' notice of the time and place of such hearing shall be published in at least one newspaper having general circulation within the community. The Planning and Zoning Commission shall officially adopt the Plan by “resolution” and keep an official copy of the Plan in the City Clerk's Office and with the Warren County and St. Charles County Recorder of Deeds.

### **Section 1:2 The Planning Process**

The essential characteristics of the 2026 Plan are comprehensive, general, and long range. “Comprehensive” means that the plan encompasses all geographic parts of the community and all functional elements which influence the physical development of the community. “General” means that the plan summarizes policies and proposals but does not provide detailed regulations related to future land use and development on a parcel-by-parcel basis. “Long range” means the plan looks beyond the foreground of pressing current issues to the perspective of problems and possibilities 10 to 20 years in the future. The City's Zoning Ordinance and Subdivision Regulations are much more specific regarding regulating land use and are the key legislative tools for implementing the Comprehensive Plan.

The first phase of the comprehensive planning process looked at the *existing conditions* of the study area and included a review of Foristell' history, stages of occupancy, demographics and socio-economic characteristics. This information provides the context for how the City became the way it is, what the City looks like today, and sets the stage for establishing a vision, goals and objectives for the future. It is important for the City's decision-makers to understand the City's development patterns so they can make future land use and development decisions that are in harmony with the natural and built environment.

The second phase of the planning process concentrated on *public engagement*. This effort included a Comprehensive Planning Workshop open to the public, multiple stakeholder interviews, and ongoing public meetings with the Comprehensive Plan Steering Committee (Planning Commission). Information gathered during the public engagement process helped identify Foristell's strengths, weaknesses and *Critical Issues* facing the community in the future. This information is summarized in Chapter 2 Critical Issues.

A vision for the future of Foristell and Plan goals, objectives and implementation strategies will be developed and included in Chapter 3. The vision and goals are based on the recommendations and information gathered during the public engagement process. The goals are broadly written statements of what the City wants to achieve. Objectives and implementation strategies are provided for each goal to guide future decisions regarding land use and zoning and work towards achieving the Plan's goals. These strategies form a work program that lays out the development program the City should follow when making future decisions regarding future growth and development. Some strategies are clear actions the City should take, while others are recommendations for additional planning work, more study or further public input.

For the third and final phase of the planning process, the Future Land Use Map and Plan will be developed. The Future Land Use Map assigns future land use categories to all land within the City and the recommended growth areas. The categories provide a wide range of future growth and preservation scenarios ranging from future mixed-use, restorative redevelopment of the existing built environment to the preservation of income generating farmland and the creation of future parks and greenways/trails. The Future Land Use Chapter provides a brief description of the latest development trends, an overview of the proposed future land use designations, and recommendations for future land use and implementation.

### **Section 1:3 Comprehensive Plan Abstract**

The 2026 Foristell Comprehensive Plan is the result of an integrated public engagement program and on-going public dialogue with the City's elected and appointed officials, external agencies, city staff and, most importantly, the community at-large. The Plan identifies Foristell's major strengths and weaknesses as defined by the community and provides citizen-defined goals and objectives to help guide future land use decisions. The resulting comprehensive plan includes the following Chapters:

1. Existing Conditions
2. Critical Issues
3. Vision, Goals & Implementation
4. Transportation & Public Facilities
5. Future Land Use

The Plan provides a summary of the planning elements facing the City of Foristell and the recommended goals, objectives and strategies necessary to implement the Plan. The Chapters provide a summary of each phase of the planning process; however, the Chapters should not be used as a stand-alone document. Each chapter is interrelated, resulting in a Comprehensive Plan where the 'whole is greater than the sum of its parts'.

A common philosophy woven into each Chapter is that future decisions should serve the present

needs of the community without compromising the ability to provide the same level of service for future generations. This Plan supports public investments and land use development that are **loose fitting** and lasts a **long life**. The 2026 Comprehensive Plan is designed to serve as a practical document used by the City's elected and appointed officials to aid in their decision-making process over the next ten (10) years.

#### **Section 1:4 Foristell's Vision for the Future**

The 2026 Foristell Comprehensive Plan supports and promotes sustainability in all future land use decisions and future regulatory amendments. The intent of this Plan is to position the City of Foristell for the future by providing the necessary recommendations and implementation strategies to protect the community's health, safety and welfare. The vision, as determined after studying the values and critical issues provided by the residents, is:

***SAMPLE "To preserve Foristell's small-town, family-friendly atmosphere, while promoting better highway accessibility and well-planned development specifically suited to the current and future needs of Foristell residents."***

#### **Section 1:5 Role of the Planning Commission**

As referenced previously in Section 1:1, State Statues vests the authority to develop and adopt the Comprehensive Plan with the Planning Commission. The Commission also serves in an advisory capacity to the Board of Aldermen in the review of future land use and development proposals and subdivision plats. A primary duty of the Planning Commission is to hold public hearings to hear public opinion regarding development, rezoning petitions, and special use permits. After hearing public opinion and presentations from petitioners and staff, the Planning Commission provides recommendations to the Board of Aldermen regarding rezoning, subdivisions, use permits, and amendments to the Zoning Code. These decisions should be in accordance with this Plan.

#### **Section 1:6 Role of the Mayor and Board of Aldermen**

The City of Foristell operates under a Mayor/Board of Aldermen form of government. The Mayor is elected at-large for a two-year term and is recognized as the head of the City for all legal and ceremonial purposes and by the Governor of Missouri for all purposes of military law. The Mayor presides at the Board of Aldermen meetings and executes ordinances, resolutions, proclamations, grants and executive orders. The mayor serves as a non-voting member of the Board, presiding over meetings but voting only to break a tie. A tie vote is generally considered a failing vote, allowing the mayor to abstain if they oppose the item

The Mayor and Board of Aldermen are responsible for enacting and amending the City's Zoning Ordinance after first considering the recommendations of the Planning Commission. This responsibility includes amendments to the City's Official Zoning Map. The role of the Board of Aldermen in the subdivision process is to accept or reject record plats, easements, dedications of rights-of-way, establishing financial guarantees or financing mechanisms to ensure construction of roads, utilities, and other public improvements. All land use decisions made by the Board of Aldermen should be in accordance with the Comprehensive Plan. To ensure the City's decisions

are legally defensible, the Board of Aldermen and Commission should refer to the Plan whenever making land use decisions and enter the Comprehensive Plan into the record during meetings when said decisions are made. The role of the Mayor and Board of Aldermen is summarized as follows

- After consideration of the Planning Commission's recommendations, the Board can authorize amendments to the Zoning Ordinance and the Zoning Map.
- After consideration of the Planning Commission's recommendations, the Board can authorize Special/Conditional Use Permits and Planned Development applications.
- After reviewing the findings of the Planning Commission, the Board may review and approve dedications of easements, rights-of-way, and public lands on subdivision final plats.
- The Board has the authority to review and approve engineering plans for construction of public improvements.
- The Board has the authority to review and approve financial guarantees or financing mechanisms to ensure construction of all public improvements within subdivision plats.
- The Board has the authority to appoint members of the Planning Commission and the Board of Adjustment.

### **Section 1:7 Zoning Ordinance**

The Comprehensive Plan (aka Land Plan) is not itself a zoning document and cannot be used as such. It is the task of the Board of Aldermen, as the legislative body, to zone and rezone property under §§ 89.010-89.140, RSMo 1994 and to apply the broad planning policies to specific property in enacting zoning regulations. These planning policies originate from the Comprehensive Plan and the recommendations of the Planning Commission and are applied to specific parcels of property on a case-by-case basis as re-zoning applications are made. Zoning is the "legal" tool cities use to implement the recommendations of the Comprehensive Plan.

Zoning ordinances generally include Zoning Districts that regulate where and how uses are permitted. The districts include regulations relating to the height and size of buildings, size of lots, building setbacks, parking, and density or intensity of development. The Zoning Code establishes definitions, standards, and procedures governing the review and approval process. There are supplements to the Zoning Code covering landscaping, stormwater management, subdivisions of land, signage etc.. Certain zoning ordinances are limited to time, place, and manner (TPM) policies generally relating to *how*, *when*, and *where* expressive activities permitted under the 1<sup>st</sup> Amendment of the Constitution (signs, noise, adult uses, campaigning, protests or leafleting) can occur on public property. These regulations must serve a significant public interest, be narrowly tailored, and leave open ample alternative channels for communication that are content-neutral.

According to Missouri State Statutes, the purpose of the zoning ordinance is to promote the public health, safety, comfort, morals, and welfare of the community. To increase the legal defensibility of the City's decision-making process, decisions regarding land use and zoning should be "***in accordance with the City's Comprehensive Plan***". This language does not mandate approval

of re-zoning applications that comply with uses contemplated in this Plan or shown on the Future Land Use Map. Rather, this Plan recommends zoning should be done in a comprehensive manner and not in a piecemeal, irrational manner.

### **Section 1:8 Subdivision Regulations**

Subdivision regulations are a legislative tool used to implement the Comprehensive Plan by providing legal requirements and infrastructure design criteria regulating the subdivision and development of land pursuant to 89.410 RSMo. Subdivision regulations may provide mandatory dedications of property for public uses, identified in this Plan, that provide for future streets, sidewalks/trails, and open space for traffic, utilities, fire protection, density control or public benefits. Subdivision regulations should be continually reviewed and updated as needed to address policy changes and keep pace with the latest development trends and market demands. The general purpose of the subdivision regulations is to:

- a) Protect and promote public health, safety, convenience, comfort, and general welfare;
- b) Guide future growth and development;
- c) Provide for the proper location and width of streets, roads, building lines, open space, and recreation and minimize over-population and traffic congestion;
- d) Protect and conserve the value of land, buildings, and improvements and minimize conflicts among land uses and buildings;
- e) Establish reasonable standards of design for subdivisions or land in order to further the orderly layout and use of land;
- f) Ensure that public facilities, including roads, water, sewer, and drainage facilities are adequate to serve the needs of future subdivisions.

Once the Comprehensive Plan is adopted by the Planning Commission, the City should begin the process of reviewing and updating the Zoning Code and Subdivision Regulations to ensure they are in accordance with the Comprehensive Plan.

### **Section 1:9 Historic Background & Stages of Occupancy**

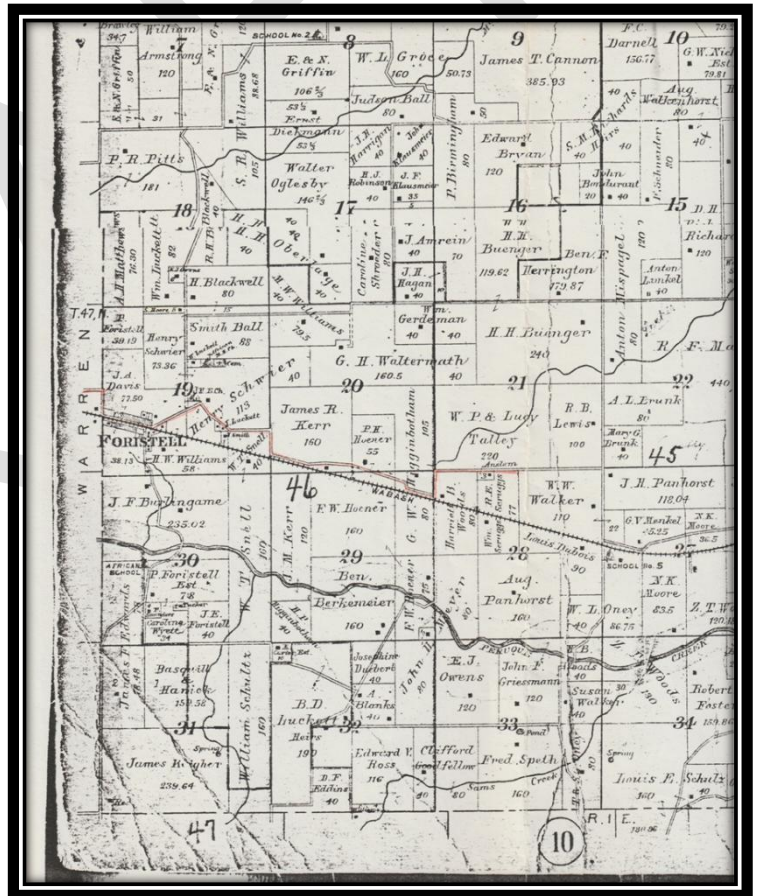
**Pioneering Stage- First European Settlers (1541- 1877):** In 1541, Spanish explorers were the first Europeans to settle the Foristell area. The area was subsequently claimed for Spain by DeSoto and claimed for France by LaSalle. After King Louis XIV of France directed that a large area, including the area surrounding Foristell, be explored in 1658, French explorers from Quebec began searching for potential locations for trading posts in the Mississippi Valley. In 1682, the French formally took possession of a large portion of the United States, which they named Louisiana. By 1760, French traders, trappers and missionaries had explored the Mississippi Valley and established settlements as far north as the Missouri River in St. Charles County. Louis Blanchette, a French-Canadian fur trader, established an active riverfront trading post on the Missouri River and named the area “Les Petites Cotes” or Little Hills. Except for a brief period when the area was deeded to Spain, the territory remained under French control until acquired by the United States in 1803 as part of the Louisiana Purchase.

On May 16, 1856, the Foristell area was originally platted as “Millville” and planned out on property owned by J.A. Davis who located there in 1836. The city would retain this name for 20 years. According to the book “History of St. Charles, Montgomery and Warren Counties Missouri” written in 1885, the first post office was actually located just south of town in 1858 and called “Snow Hill”. The first postmaster was J.P. Simpson. Mr. Raleigh built the first house in Millville in 1856. The railroad was also developed and tracks laid in 1856 through the middle of the town.

Millville developed rather rapidly after the Civil War. The proprietor of the drug store and of the Commercial Hotel, was Henry W. Williams. He opened the drug store July 1, 1879 and opened the hotel March 1, 1881. His “Commercial House” was considered to be one of the best small hotels along the Wabash Railroad. Lewis Martin was operating the Millville Mills. Henry Gray and Thomas Mason had built a tobacco factory, and a man by the name of Pierre Foristell was beginning to be recognized as a highly regarded citizen. Mr. Foristell was a wealthy farmer and cattle dealer. In 1877, Mr. Foristell was honored when the town of “Millville” and the post office “Snow Hill” were both changed to “Foristell”.

**Growth and Prosperity Stage (1900’s):**

The town continued to grow throughout the late 1800’s and early 1900’s. A brief account of the very early churches and grammar schools in and near Foristell begins with the Hickory Grove Christian Church. It was organized in October 1847 by the Rev. Robert Mills and was located two miles southeast of present-day Foristell on the D.T. Coleman property, in Warren County. The Meridian School at Paudingville was located 2.5 miles south of Foristell; the Blattner School was 1.5 miles southwest of town, the Hickory Grove grammar school was located 2 miles south of town; and the “Wide Awake School” was located near the Warren County line. Gradually, as highways became available and railroad traffic declined, the town’s merchants moved on as has happened to so many small communities along the railroad. There once was a “Foristell Bank” and few older buildings remain today, as a quiet reminder of the town’s rich and important historical past.



1904 City of Foristell, MO Plat

**Transportation (1900-Future):**

Foristell started as a railroad town, but it has always been a main corridor for East/West travelers. From 1812 to 1920, N Main was the main route from St. Louis to Kansas City. The following is a list of key transportation corridors and the date they were created or improved:

- 1812 Whosau Trace Trail was created from Fort Kennedy. Archer Road follows the original alignment of the Whosau Trace Trail.
- 1857 North Main Street, created with the Railroad
- 1912 National Old Trail created
- 1920 MO HWY 2 opens
- 1935 US 40 opens
- 2026: Foristell Interchanges installs at Hwy T & W and I-70 improved to 6 lanes.
- Future: Overpass at Shaper & Cotton

The main thoroughfare to Wentzville was the **National Old Trails Road**. It follows the alignment of the **Whosau Trace Trail** created 100 years earlier by Fort Kennedy, well before the interstate and the railroad. The Whosau Trace Trail was a ridge running trail that intersected many indian/deer trails along the ridgeline. The Whosau Trace Trail merged into the Booneslick Trail west of Warrenton, and was used by thousands of migrants headed to the Santa Fe and Oregon Trails. The Booneslick Trail paved the way for St. Charles County, and the Whosau Trace Trail was its backbone. It connects St. Charles to Fort Zumwalt, and Fort Kennedy, west of Foristell. Pitman Road, Mexico Road and West Clay generally follow the alignment of the Whosau Trace Trail.

It is believed North Main Street in Foristell was part of the Whosau Trace Trail. It started on South Stringtown and was originally called Marthasville Wagon Road, and later Archer Road. The Whosau Trace Trail connected Foristell to the outlying communities and markets years before North Main was ever planned or paved. Eugenia Harrison, in her 1943 MU thesis, claimed sections of the Whosau Trace Trail were still being used in 1885. The Warren County 1877 plat depicts Archer Road (formally Whosau Trace Trail) as the only road from Wright City to Foristell. This historic corridor has been in use continuously for over 200 years and lined with beautiful oak trees that have shaded the first travelers and settlers to the area. The Whosau Trace Trail and the gravel roads it birthed were all tied together by Harry S Truman, creating The National Old Trails Road Association in the early 1900's. This went from D.C. to California, with stops in St. Louis and Kansas City.

The National Old Trails Road was the main artery across the state until the 20's when Missouri State Highway 2 was built to satisfy the need for a paved surface. It was the road of choice across Missouri for 100 years. It was there for the World's Fair. We can assume at one time Clark, Boone, James, Grant, Twain, Disney and many others took this path, and maybe only Disney could imagine that one day it would become 6 lanes.

Missouri State Highway 2 was replaced by US 40, which was replaced by I-70, which is in the process of becoming 6 lanes. All thanks to the Whosau Trace Trail.



### **Skyline & Dawn of Truck Stops (1940s-Present)**

Before TA (Union 76), Fuel City, and Foristell Truck Stop (Phillips 66), there was Skyline all by itself. Skyline was between East and West-bound Highway 40. The existing Skyline Towing was a bunkhouse for Truckers. The bunkhouse was a dozen single beds in a large room with showers. The service station was small with restrooms and a soda machine and a few snacks for sale. They had a 24-hour restaurant in a metal Quonset hut east of the station; the slab and foundation still exist today. In the mid-1960s it was owned and operated by the Boleys. During that time, Lyndon Johnson's Civil Rights Act of 1964 was slow to be embraced. Black truck drivers would come to the kitchen door and order food to go. They did a great business on Friday and Saturday night after the bars closed.



Foristell was incorporated as a village in 1979 and became a Fourth-Class City on January 1, 1989. Much of this info came from Roger Cox and the following sources:

- History of Missouri State Highway Department
- 1875 Warren County Plat
- Wikipedia
- [sites.rootsweb.com](http://sites.rootsweb.com)
- Missouri Digital Heritage
- State Historical Society of Missouri

### **Section 1:10 Project Area**

The City of Foristell is a small scenic town in both St. Charles County and Warren County, conveniently located along Highway 70 between Wentzville and Wright City. St. Louis is 45-minute drive and Kansas City is three (3) hours to the west. State Route T (south of I-70) and State Route W (North of I-70) bisect the City in a north-south direction near the County lines. Neighboring communities include Wentzville, Wright City, Innsbrook, New Melle, and Flint Hill. The study area includes Foristell's current City limits, which consist of approximately 6.16 square miles (3,942 acres), and the unincorporated opportunity areas that are adjacent to the current City limits as shown on the Future Land Use Map.

### **Section 1:11 Socio-Economic Analysis**

The socio-economic data evaluated for this Plan includes statewide population trends as well as various demographic characteristics including age, housing, workforce, income, employment, education and median commute time. The following socio-economic analysis also compares

selected Foristell demographic data with National, State, St. Charles County, Warren County and peer cities to provide a more meaningful socio-economic analysis and help differentiate between local, isolated events and regional trends. For the purposes of this Plan, the cities of Flint Hill, Cottleville, and Wright City were selected as “peer” cities. An understanding of the regional socio-economic trends and local issues will help the City plan for the future while also meeting the needs of its current resident population and business community. The data for this analysis is from the US Census Bureau’s 2020 decennial census and the ACS 2024 (American Community Survey) also prepared by the US Census Bureau for the years following the decennial census.

### **Section 1:12 Nationwide Population Trends**

In 2020-21, the National migration rate stood at 8.4%, which was the lowest domestic migration rate since the late 1940s through 1960s, when roughly 20% of Americans moved annually. Overall, more people moved out of rural areas than moved into them in 2020. This resulted in a reduction in the rate of population growth in rural and small-town America. This reduction in mobility and drop in rural and small-town populations can be attributed to many social and economic conditions present during the last half of this decade that decreased one’s mobility and, thus, ability to relocate.

Counties that experienced the highest population losses were suburbanizing counties adjacent to metro areas. Another nationwide trend contributing to population decline is the reduction in birth rates, which is evidenced by the declining average household and family size. The overall slowdown in U.S. population mobility contributed directly to a decline in non-metro population growth, causing the first break in suburbanization since World War II. Regions experiencing both natural increase and net in-migration include growing metro areas and the adjacent areas affected by the suburbanization process.

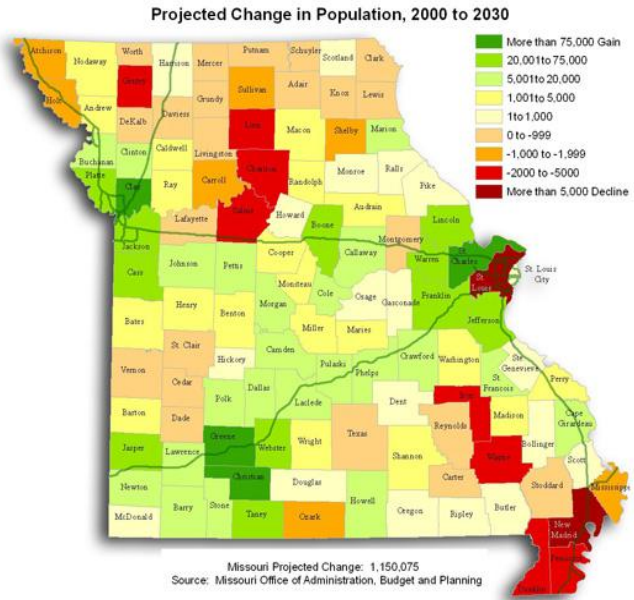
### **Section 1:13 Regional Population Trends**

The 2020 Decennial Census revealed some major population changes in Missouri, including declining populations in St. Louis City and other major urban areas, growing populations in the fringe counties, and changes to racial demographics. During the decade following 2010, the US grew by 7.4%, but Missouri only grew by 2.8%. Meanwhile, from 2010 to 2020, the population of the City of St. Louis declined by 5.5%, a loss of 17,716, which continued the City of St. Louis’ population loss for the 7th decade in a row, dating back to the 1950s. Meanwhile, the population of St. Charles County grew by 30.1% and Warren County by 24.7% from 1980 to 2020. The population of St. Charles County has experienced continued growth since the 1960s, when the County experienced a (77.5%) spike in population growth. St. Charles County would experience strong, steady growth over the next 40 years increasing an average of 35% per decade. St. Charles County’s estimated 2024 population of 423,726 makes it the state’s 3rd most populous county. Meanwhile, St. Peters and O’Fallon are the second and third most populous cities in St. Charles County. Overall, the region is experiencing a major population shift from St. Louis City and County west to St. Charles and Warren Counties, Foristell and beyond.

### **Section 1:14 Future County & Statewide Trends**

In the last couple decades, growth and development in Warren and St. Charles County have been steady with the cities of Wentzville, O’Fallon and St. Peters contributing much of that growth and development. Population growth and development in and around Foristell is inevitable. Foristell will likely play an increasing role as a residential destination. Therefore, future land use planning and public infrastructure coordination is recommended to facilitate planned, orderly growth.

The Missouri Office of Administration, Budget, and Planning projected population change out to the year 2030. According to their findings shown on the map, the populations of St. Charles and Warren County are projected to grow the fastest in the state, more than doubling between 2000 and 2030. However, the largest numeric change in population is projected to take place in St. Charles, Clay, and Greene counties. Thirty-nine (39) of the state's counties are projected to decline in population from 2000 to 2030. According to the 2020 US Census, the top five (5) most populous cities in the state were Kansas City (516,032), St. Louis (279,695), Springfield (170,596), Columbia (130,900) and Independence (121,629). These cities are projected to remain the largest in the state in 2030.



**Section 1:15 Foristell’s Population Change (1980-Present)**

The first official US Census for the City of Foristell was the 1980 decennial census, which recorded a population of only 119. By 2000, the city nearly tripled its population to 331, followed by a 53% increase to 505 residents by 2010. According to the 2020 US Census, the population of Foristell was estimated at 550, a relatively minor increase of 8.9%. For comparison, St. Charles County grew by 12.4% and Warren County by 9.3% during that decade. Based on the recent surge in new home construction in the early 2020s, Foristell's population is projected to exceed 1,000 before 2030. Table 1.0 compares the population change for Foristell, St. Charles, and Warren Counties.

Foristell is growing fast while retaining its quaint, small-town charm. Foristell continues “growing forward” thanks to its convenient location, excellent schools, churches, quality homes, and small-town, family-friendly atmosphere, which continues to make Foristell an attractive place to live and raise a family. While some residents work in Foristell, most of the city’s workforce commutes to St. Charles County, St. Louis County, and St. Louis City, all of which are an easy commute along I-70.

	1980	1990	2000	2010	2020	Est. 2030
<b>Foristell</b>	119	144	331	505	550	2,742
<b>% Change</b>	N/A	21.0	129.9	52.6	8.9	398.6
<b>St. Charles County</b>	144,107	212,907	283,883	360,485	405,262	527,286
<b>% Change</b>	55.0	47.7	33.3	27.0	12.4	30.1
<b>Warren County</b>	14,900	19,534	24,525	32,513	35,532	44,291
<b>% Change</b>	53.6	31.1	25.6	32.6	9.3	24.7

**Section 1:16 Population Projections**

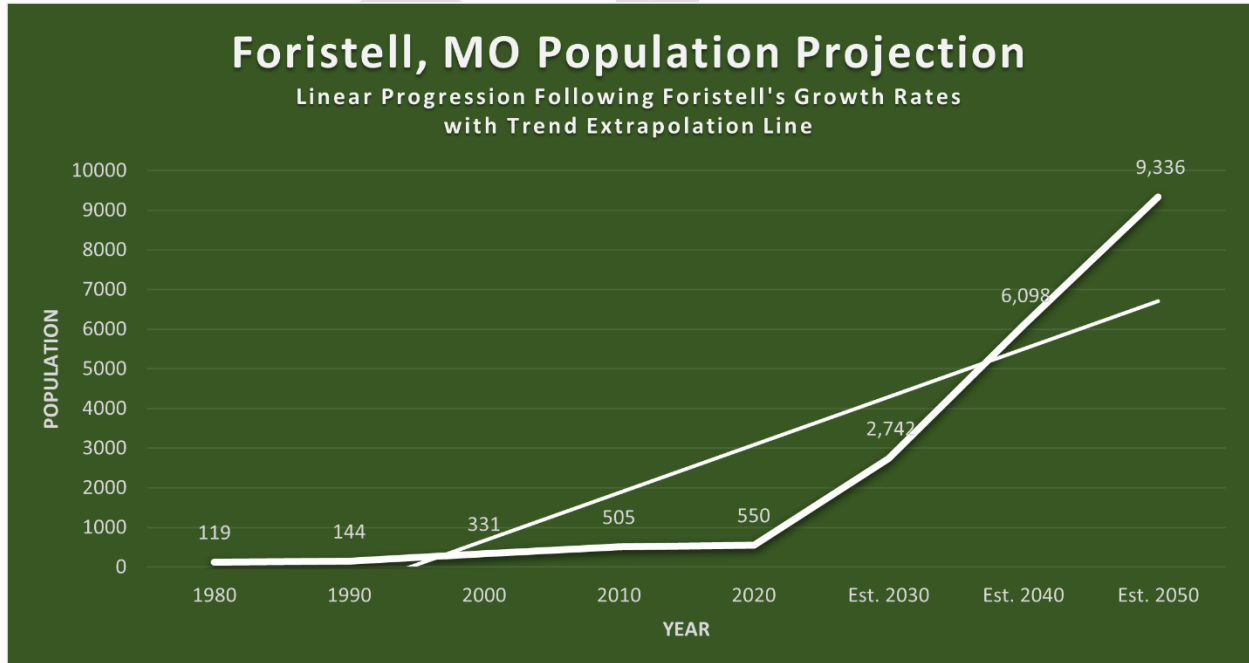
Three (3) growth scenarios were used to identify future population projections for the City of Foristell out to 2050. The first scenario uses linear regression based on Foristell’s historical US Census data (Figure 1), while the other two (2) scenarios assume the city will follow the historic growth trends of St. Charles and Warren Counties, as recorded by the US Census (Figures 2 and 3). For the next two (2) decades, these population estimates were adjusted by adding 1,900 people to account for rapid development in the city, given that an average of 70 new homes have been built annually since 2019, and each of these houses is anticipated to accommodate 2.71 people, which is Foristell’s average household size.

This high rate of development is expected to continue through 2040. By 2030, the Providence Estates, Stone Canyon, and Liberty Village neighborhoods are slated to add 501 homes, followed by the Havenwood Development in the 2030s, which is pending approval for 854 homes. Since major residential development in Foristell is predicted to conclude by 2040, the 2050 population estimate will remain unadjusted.

According to Scenario A (Figure 1), Foristell’s population is projected to boom in the short term before gradually returning to the 53.1% average growth, exploding by 398.6% in the 2020s, growing by 122.4% in the 2030s, and returning to 53.1% in the 2040s. Scenario A predicts that the City will reach 2,742 residents by 2030, 6,098 by 2040, and 9,336 by 2050. The scenario’s trend extrapolation method projects a larger population for 2030 (4,250), a similar figure for 2040 (5,500), and a smaller total for 2050 (6,750).

**Figure 1: Foristell Population Projection “Scenario A”**

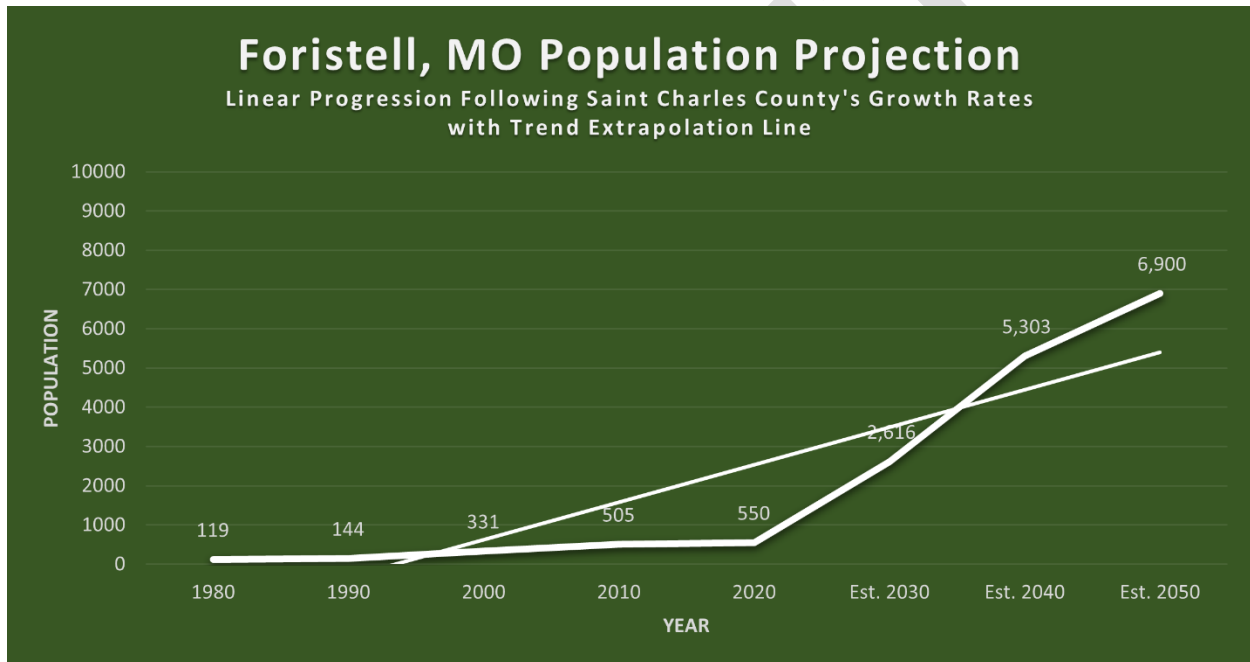
*Source: US Census Bureau*



Scenario B (Figure 2) forecasts Foristell’s growth using St. Charles County’s average growth rate of 30.1% per decade while still applying the adjustments to the 2030 and 2040 population estimates. Foristell’s projected growth is 375.6% in the 2020s, 102.8% in the 2030s, and 30.11% (the average growth rate) in the 2040s. Under this model, the population is estimated to reach 2,616 by 2030, 5,303 by 2040, and 6,900 by 2050. The 2050 estimate is substantially lower than in Scenario A. A trend extrapolation line for Scenario B features similar results to Scenario A. Compared to the linear regression predictions, this model projects that Foristell’s population will be higher for 2030 (approx. 3,500), similar for 2040 (approx. 4,375), and lower for 2050 (approx. 5,250).

**Figure 2: Foristell Population Projection “Scenario B”**

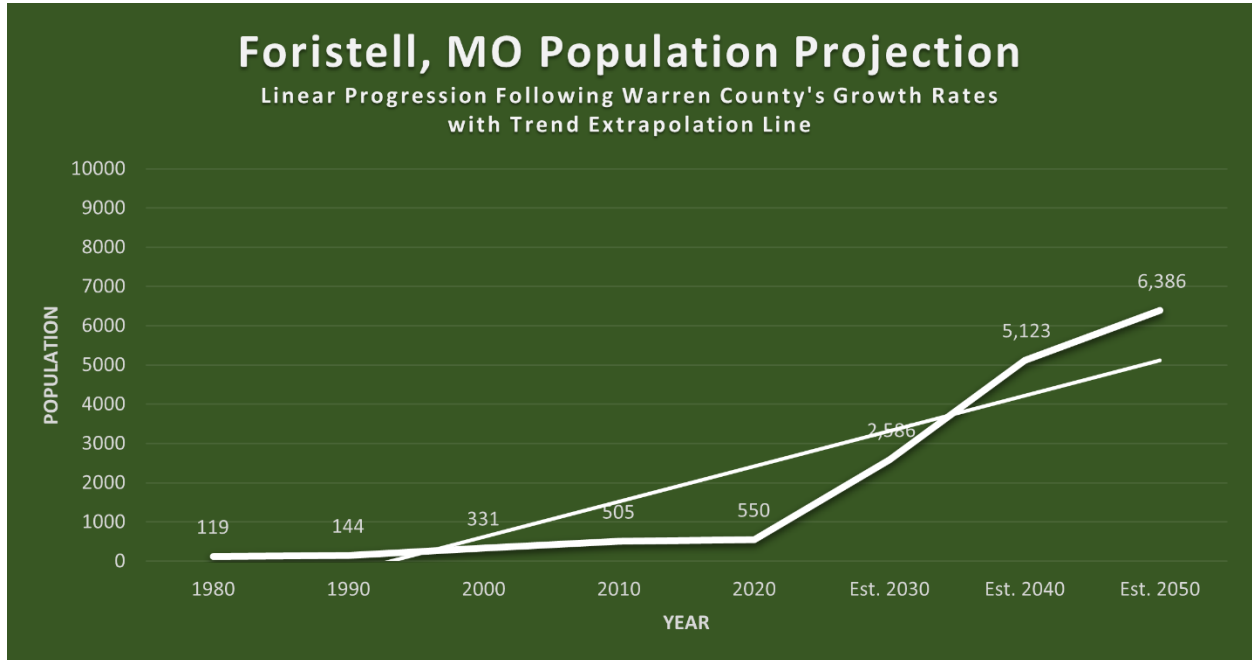
*Source: US Census Bureau*



Scenario C (Figure 3) projects Foristell’s growth using Warren County’s average growth rate of 24.7%. The adjustments based on housing development were also added. Foristell’s projected growth is 370.1% in the 2020s, 98.1% in the 2030s, and 24.7% (the average growth rate) in the 2040s. Under this model, the population is estimated to reach 2,586 by 2030, 5,123 by 2040, and 6,386 by 2050. The trend extrapolation line for Scenario C estimates the city’s population will reach approximately 3,375 by 2030, approximately 4,125 by 2040, and approximately 5,075 by 2050. Overall, Scenario C’s projections are marginally lower than Scenario B, and significantly lower than Scenario A.

**Figure 3: Foristell Population Projection “Scenario C”**

Source: US Census Bureau



Scenario A predicts much higher growth than the other two (2) linear regression models. The difference between Scenario A and the average of Scenarios B and C grows from 141 in 2030 to 885 in 2040 to 2,693 in 2050. While the two (2) models based on previous county growth rates suggest that Foristell’s population will be nearly sextuple by 2050, Scenario A estimates that the city could swell to 17 times its current population. Overall, the St. Charles County model (Scenario B) projects more growth than the Warren County model (Scenario C), but both predictions are significantly lower than Foristell’s original projections in Scenario A.

The three (3) models indicate that Foristell will face rapid expansion soon, bringing both opportunities and challenges, including higher traffic congestion, better access to affordable public services, and a more stable and diversified economy. This Plan was developed to help address these issues and seize the opportunities that could make Foristell an even greater place to live, work, and retire.

**Section 1:17 Age Characteristics**

According to the 2023 American Community Survey (ACS), a survey conducted on behalf of the US Census Bureau, Foristell’s population has shifted towards a younger demographic. Residents under 18 now make up 26.4% of the population, compared to just 11.8% in 2010. Consequently, the median age has dropped from 56.7 in 2010 to 52.9. The following breakdown of Foristell’s age characteristics compares the 2023 estimates with the 2010 figures in parentheses.

- 1.8% (6.3%) are under the age of 5
- 25.1% (6.8%) are between the ages of 5-19
- 8.1% (12.3%) are between the ages of 20-34
- 17.4% (13.2%) are between the ages of 35-54
- 16.2% (37.0%) are between the ages of 55-64
- 31.3% (24.5%) are age 65 or older

Foristell’s population is diversifying in terms of age, though the population remains significantly older than that of other cities. Over the last decade, Foristell’s population over 65 grew by 52.4%, while the population under 18 surged by 165.7%. In 2010, the city was heavily skewed towards older adults, given that every age cohort comprising more than 9% of the population was older than 45 years old; today, the population is more balanced, with most age cohorts comprising between 6% to 11% of the total. Despite this notable shift toward a younger demographic, the city’s population growing from 11.8% minors in 2010 to 26.4%, Foristell’s median age is still over 50. Foristell’s median age (52.9) is almost 15 years older than the national average (38.5) and is the highest among all peer communities, Flint Hill being the second oldest (46.2), and Cottleville being the youngest (36.9).

The city’s advanced median age (52.9) is driven by a large concentration of seniors between the ages of 65 and 74, who make up 26.5% of the population. Outside of this age cohort, the percentage of the City’s population over 65 was by far the highest out of the peer communities (31.3%), over 10% higher than the closest peer, Flint Hill. These ACS findings suggest that people across the age range are drawn to Foristell, with some younger adults moving to the city to raise their children, but an even larger number of older adults retiring in the city. Foristell’s population is expanding, but its future depends on who moves in over the next 30 years, as the city’s existing residents and recent arrivals have mostly passed the age of having kids, with the city needing enough younger migrants to reach above the replacement level. Table 2.0 details the age cohorts for Foristell and its peer communities, including the two (2) counties, the state, and the nation.

<b>Age</b>	Foristell	Flint Hill	Cottleville	Wright City	Warren County	St. Charles County	Missouri	US
Under 5	1.8%	4.8%	4.5%	3.2%	5.5%	5.5%	5.9%	5.7%
Under 18	26.4%	21.6%	22.0%	22.5%	23.5%	22.8%	22.3%	22.1%
18 and older	73.6%	78.4%	78.0%	77.5%	76.5%	77.2%	77.7%	77.9%
65 and older	31.3%	20.5%	13.1%	15.0%	17.9%	16.4%	17.3%	16.5%
Median Age	52.9	46.2	36.9	37.0	40.8	39.6	38.9	38.7

Given various socio-economic factors impacting people across the modernized world, most cities in the greater St. Louis area, including growing regions like St. Charles and Warren Counties, are following the national trend of rising median ages due to declining birth rates and longer life expectancies. By 2030, an estimated 1 in 5 Americans will be 65 or over, yet nearly 1 in 3 Foristell residents have already reached this age. The main takeaway from this Section is that Foristell must balance two priorities: maintaining the infrastructure required by its large senior population while capitalizing on the growth opportunities to attract younger families, which will ensure that the Foristell community lives on through the new arrivals who integrate with the historical residents.

**Section 1:18 Racial Composition**

According to the 2023 ACS, Foristell is 94.6% White, a higher proportion than its closest peer city, Flint Hill (90.4%), and significantly higher than the rest of the nation (63.4%). This represents a gradual shift from homogeneity to diversity, with the city’s racial makeup in 2010 being 98.5% White, including only five (5) Black and four (4) Asian residents. While Foristell’s high White population was normal in past decades, the new arrivals, who have the potential to drive the community above the replacement level, will be relatively mixed in racial background, given the higher diversity of the younger, still fertile, generations. Table 3.0 details the racial composition of Foristell and its peer communities, including the two (2) counties, the state, and the nation.

Race	Foristell	Flint Hill	Cottleville	Wright City	Warren County	St. Charles County	Missouri	US
African American	0.0%	2.2%	7.8%	4.5%	2.1%	5.1%	11.1%	12.4%
Asian	0.4%	0.0%	0.5%	0.0%	0.5%	2.9%	2.1%	5.8%
White	94.6%	90.4%	84.5%	78.2%	90.1%	85.0%	78.3%	63.4%
Hispanic	1.4%	2.1%	3.9%	14.1%	4.0%	4.0%	5.1%	19.0%

**Section 1:19 Income**

Foristell is an upper-income community with a median household income of \$112,823. This is 44.0% higher than the nation’s median household income (\$78,538) and a 46.8% increase from the city’s 2010 average of \$76,875. Alongside peer cities like Cottleville (\$114,420), Foristell households earn nearly double the Missouri state average (\$68,920). The City also boasts exceptional economic stability, featuring a nonexistent unemployment rate and a poverty rate (1.8%) significantly lower than every peer community, including the state (12.6%) and the nation (12.4%). See Table 4.0 for detailed income characteristics.

Income	Foristell	Flint Hill	Cottleville	Wright City	Warren County	St. Charles County	Missouri	US
Median HH Income	\$112,823	\$79,688	\$114,420	\$74,833	\$77,989	\$102,912	\$68,920	\$78,538
Average HH income	\$127,803	\$139,504	\$175,801	\$85,466	\$97,919	\$127,112	\$93,797	\$110,491
Per capita income	\$48,304	\$57,464	\$69,431	\$31,808	\$36,403	\$49,859	\$38,497	\$43,289
Unemployment	0.0%	1.2%	2.5%	2.9%	2.4%	2.0%	2.6%	3.3%
Persons below poverty level	1.8%	3.5%	3.3%	4.8%	9.3%	4.7%	12.6%	12.4%

**Definitions:**  
*\*Family: A householder and one or more other people related to the householder by birth, marriage, or adoption.*  
*\*\*Household: A household consists of all people who occupy a housing unit regardless of relationship. A household may consist of a person living alone or multiple unrelated individuals or families living together*

**Section 1:20 Housing**

According to the 2010 US Census, there were 198 families and 247 households. The households included the following characteristics:

- 22.3% had children under the age of 18 living with them.
- 77.3% had a married couple living together.
- 1.6% had a female householder with no spouse present.
- 19.8% were non-families.
- The average household size was 2.40.
- The average family size was 2.72.

According to the 2023 ACS, the total number of families was 213, and the number of households was 260, an increase of 5.3% in the number of households from 2010. The following data provides general characteristics of the household makeup and compares the information to the 2010 Census.

- 30.8% had children under the age of 18 living with them, an increase of 38.1% from the 2010 Census.
- 72.3% had a married couple living together, a decrease of 6.5%.
- 11.5% had a female householder with no spouse present, an increase of 618.8%.
- 18.1% were non-families, a decrease of 8.6%.
- The average household size was 2.71, an increase of 12.9%.
- The average family size was 3.19, an increase of 17.3%.

Foristell stands out from its peers since the city experienced increases in its household and family sizes. Nationally, fertility rates might be declining, but new families, including many single-parent households, are moving to Foristell to raise children. The only peer community with a higher family size is Wright City (3.24). This influx could help transform Foristell from a community dominated by a population of retirees into a growing suburban hub as sprawl moves from St. Charles County into Warren County. See Table 5.0 for detailed housing characteristics.

<b>Housing Tenure and Value</b>	Foristell	Flint Hill	Cottleville	Wright City	Warren County	St. Charles County	Missouri	US
Owner-Occupied Housing	76.9%	73.3%	78.4%	83.7%	82.4%	80.7%	67.9%	65.0%
Renter-Occupied Housing	23.1%	26.7%	21.6%	16.3%	17.6%	19.3%	32.1%	35.0%
Total Vacant Housing Units	5.1%	4.0%	1.3%	6.4%	15.3%	3.6%	11.6%	10.4%
Avg. HH Size	2.71	2.41	2.61	2.88	2.70	2.54	2.42	2.54
Avg Family Size	3.19	2.48	3.05	3.24	3.11	3.04	3.04	3.15

**Section 1:21 Cost of Living**

Between 2010 and 2023, Foristell’s average home value skyrocketed from \$285,000 to \$449,500. This 147.7% increase far outpaced the growth seen in every peer community, including St. Charles County (45.9%), Missouri (46.1%), and the U.S. (45.2%). While home values exploded far beyond its peer communities, Foristell’s income is already not the highest (Cottleville), and its growth was more modest (46.8%), falling below Missouri’s average growth (49.0%), though rising above the U.S.’s average growth (10.8%). The City’s comparatively marginal increase in income becomes more drastic upon discovering that Foristell is the only place out of its peers where monthly mortgage costs exceed \$2,000. This growing gap between housing costs and incomes creates a possible affordability challenge. To ensure that both current and future residents can afford to live in the city, Foristell requires a larger supply of new housing. This new housing should be comparatively high-density to help prevent rising costs from forcing any residents out of their homes or driving growth away from the city.

**Section 1:22 Educational Attainment (ages 25 and over)**

According to the latest American Community Survey, 96.0% of Foristell residents (25y/o+) hold at least a high school diploma, and 23.4% have a bachelor’s degree or higher. The city’s education levels exceed almost every peer community, including the state (91.6%, 31.9%) and the nation (89.4%, 35.0%). Only Cottleville hosts a population with a higher proportion of residents who hold at least a high school diploma (97.4%) and a bachelor’s degree (54.2%). The city’s high education levels are closely linked to its high standards of living, with Foristell, alongside peers like Cottleville, harboring households with the financial means to access quality educational resources, including college. Table 6.0 shows the educational attainment of individuals over 25 years of age.

<b>Educational Attainment</b>	Foristell	Flint Hill	Cottleville	Wright City	Warren County	St. Charles County	Missouri	US
High School Grad or GED	23.4%	26.8%	19.1%	30.2%	37.8%	22.5%	30.3%	26.2%
High School Grad or Higher	96.0%	86.2%	97.4%	78.7%	89.2%	95.5%	91.6%	89.4%
Bachelor’s or Advanced Degree	44.7%	24.5%	54.2%	18.6%	19.6%	42.4%	31.9%	35.0%

**Section 1:23 Primary & Secondary Trade Area**

To better understand Foristell’s demographics, Circular Area Profiles (CAPS) based on 2020 ACS data were used to analyze the city’s broader trade area. By comparing this radius-based data with city-specific figures, planners can identify any inaccuracies that distinguish the fallible data from Foristell’s actual demographic characteristics. Foristell’s median age is significantly lower in the surrounding trade area, tracking between 38 and 39 rather than over 50. While the number of residents under 18 remains consistent, the 65-and-over population in the surrounding area is roughly half of what is found within the city limits, potentially revealing that the exceptional figure revealing an abnormally elderly population may be inaccurate. Other metrics show more alignment: both datasets confirm a predominantly White population of over 90%. Income and housing statistics are also consistent, reinforcing Foristell’s status as an upper-income city with high home values. The other notable difference is not as important, but it does clarify that a bachelor’s or higher is somewhat lower than the city-specific figure. Table 7.0. details the

demographic characteristics of four (4) radii centered on Foristell, ranging from one (1) mile to 10-mile-wide radii.

<b>Table 7.0: Foristell Trade Area Demographics (2020 ACS)</b>				
<b>Control Point: City Hall 121 Mulberry</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>5 Miles</b>	<b>10 Miles</b>
Population	268	1,280	35,936	123,307
Median Age	37.96	39.1	39.35	38.8
Under 18 years of age	86 (32%)	380 (29%)	9829 (27%)	32,918 (26%)
18 years and over	182 (68%)	900 (70%)	26,106 (73%)	90,389 (73%)
65 years and over	44 (16.4%)	234 (18.2%)	6,055 (16.9%)	19,173 (15.5%)
Percent White	93%	91%	87%	86%
<b>Trade Area Income Statistics</b>				
Median Family Income (2020)	\$129,028	\$122,074	\$118,464	\$126,404
Mean (average) Family Income (2020)	\$167,401	\$144,429	\$142,967	\$147,408
Mean (average) Household Earnings (2020)	\$144,439	\$118,059	\$124,348	\$132,748
Families' w/ Income over \$100K (2020)	70%	54.2%	62.5%	63%
Per Capita Income	\$49,809	\$44,145	\$46,778	\$47,882
Families in Poverty	1	9	263	1,194
<b>Trade Area Workforce Statistics</b>				
Employed Civilians	131 (97.2%)	600 (96.49%)	18,184 (97.6%)	63,009 (96.84%)
Management, business, science, and arts	37.8%	35.1%	44%	45.1%
High School Graduate or higher	97.1%	95.5%	93.5%	94.1%
Bachelor's degree or higher	37.3%	33.1%	35.6%	37.3%
<b>Trade Area Housing Statistics</b>				
Total Housing Units	94	467	13,434	44,229
Owner Occupied Housing Units	90.2%	90.4%	87.4%	83.6%
Renter Occupied Housing Units	9.8%	9.6%	12.6%	16.4%
Average Family Size	2.88	3.31	3.15	3.15
Average Household Size	3.36	2.85	2.80	2.77
Average Home value	\$420,360	\$402,469	\$360,219	\$373,433
Median home value	\$381,614	\$359,172	\$343,057	\$352,619
Owner Occupied Costs with a mortgage	\$1,889	\$1,755	\$1,898	\$1,957
Average gross rent	\$1,563	\$1,519	\$1,370	\$1,318

Rent over 30% of HH income	18.3%	26.2%	37%	36.7%
Vacant Housing Units	1 (1.45%)	18 (3.9%)	614 (4.57%)	2,644 (5.64%)

Source: Circular Area Profiles (CAPS) - ACS

**Section 1:24 Socio-Economic Summary**

<b>Table 8.0: Socioeconomic Summary</b>		
<b>Population</b>	<b>Foristell</b>	<b>U.S.</b>
Total Population	550	332,387,540
Change in Total Pop. (2010-2020)	8.9%	9.4%
<b>Age</b>		
Median Age	52.9	38.7
65 and Older	31.3%	16.5%
<b>Race</b>		
White Population	94.6%	63.4%
<b>Income</b>		
Median Household Income	\$112,823	\$78,538
Poverty Rate	1.8%	12.4%
<b>Housing</b>		
Average Home Value	\$449,500	\$303,400
Change in AHV (2010-2023)	147.7%	45.2%
<b>Education</b>		
High School Grad or Higher	96.0%	89.4%
Bachelor's or Advanced Degree	44.7%	35.0%

Source: 2023 ACS

- Foristell’s **median age (52.9)** is significantly older than the national average.
- Foristell has a **high percentage of population over the age of 65 (31.3%)**.
- Foristell’s **median household income (\$112,823)** is notably higher than the national average.
- Foristell’s **average home value (\$449,500)** is significantly higher than the national average.
- From 2010 to 2023, the **change in Foristell’s average home value (147.7%)** was **drastically greater** than the national change in the average.

## **Section 1:25 Community Tapestry**

The Community Tapestry™ system is a proven segmentation methodology that utilizes 65 segments called “*Tapestry Lifestyles*” to classify communities based on their socioeconomic and demographic composition. These segments are broken down by zip codes throughout the United States. The system is used by planners and national retail experts to identify localized purchasing patterns and select future store locations.

The following Section summarizes the top “*Lifestyle Tapestry Segments*” representative of the Foristell Planning Area. This information has been included in this Plan to provide a better understanding of the spending habits and lifestyles of the consumers within Foristell’s general trade area. This information provides retailers with a profile of the local trade area and provides some quality of life indicators the City should consider and be prepared to address in the future.

## **Section 1:26 Top Tapestry Segments**

**WORKDAY DRIVE:** Forty percent (40%) of Foristell’s residents fall within the “*Workday Drive*” Lifestyle Tapestry Segment. Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### Our Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% and low rate vacancy at 4%.
- Most households have two or three vehicles; long travel time to work including a disproportionate number commuting from a different county.

### Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers.
- Connected, with a host of wireless devices — anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

### Market Profile (Consumer preferences are estimated from data by MRI-Simmons.)

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions, movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

**Housing:** Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Environmental Systems Research Institute, Inc (Esri). Housing type and average rent are from the Census Bureau’s American Community Survey.

- Own: 84.9% (62.7 US)
- Rent: 15.1% (37.3% US)
- Median Home Value: \$257,400 (\$207,300 US)

**Race & Ethnicity:** (Esri data) The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). The diversity index for the Workday Drive is 50.8, the index for the US is 64.0.

**Income & Net Worth:** Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

- Median HH (household) Income: \$90,500 (US \$56,100)
- Median Net Worth: \$284,500 (US \$93,300)

**Average Household Budget Index:** A value of 100 represents the national average. A value greater than 100 indicates households in the specific market spend more than the national average. For example, an index of 120 means average spending is 20% more than the national average)

Housing: 127

Food: 128

Apparel & Services: 134

Transportation: 128

Health Care: 129

Entertainment & Rec: 132

Education: 132

Pension & Social Security: 141

Other: 134

**Middleburg:** Over a third (36.5) of Foristell’s residents fall within the “Middleburg” Lifestyle Tapestry Segment. Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### Our Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

### Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.

### Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

### Housing

- Own 73.4% (62.7% US)
- Rent: 26.6% (37.3% US)
- Median Value: \$175,000 (\$207,300 US)

### Income & Net Worth

- Median HH Income: \$59,800 (\$56,100 US)
- Median Net Worth: \$115,300 (\$93,300 US)

### Average Household Budget Index

Housing: 90

Food: 93

Apparel & Services: 93

Transportation: 95

Health Care: 94

Entertainment & Rec: 93

Education: 83

Pension & Social Security: 94

Other: 93

**Green Acres:** Nearly 20% (18.8%) of Foristell’s residents fall within the “*Green Acres*” Lifestyle Tapestry Segment. The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

### Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

### Socioeconomic Traits

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

### Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

### Housing

- Own 86.1% (62.7% US)
- Rent: 13.9% (37.3% US)
- Median Value: \$235,000 (\$207,300 US)

### Income & Net Worth

- Median HH Income: \$76,800 (\$56,100 US)
- Median New Worth: \$267,700 (\$93,300 US)

### Average Household Budget Index

Housing: 111

Food: 112

Apparel & Services: 113

Transportation: 113

Health Care: 119

Entertainment & Rec: 116

Education: 118

Pension & Social Security: 120

Other: 118