Engagement Summary

Phase II

June 2026 – September 2026

Phase II Engagement Activities

Phase II is the second phase of a year-long effort to capture public input for the One Wytheville 2040 Comprehensive Plan. The following Phase II engagement activities have been completed to-date:

- **Summer Pop-Up Series:** June 5, 2026 to July 25, 2026
- **Planning Commission Meeting:** July 9, 2026
- **Town Council Meeting:** July 27, 2026
- **Housing Survey:** August 15, 2026 – September 15, 2026

Pop-Up Engagement

2026 Summer Series



Summer Pop-Up Series



150+
Touchpoints



480+
Data Points

Key Takeaways

1. Preserve Wytheville's **small-town character** while remaining welcoming and community-oriented.
2. Provide more activities and amenities for **youth and families**.
3. Support a **vibrant downtown** and local business.
4. Protect **natural resources**, open spaces, and **rural character**.
5. Improve **housing**, **jobs**, and **quality-of-life** opportunities.
6. Enhance **connectivity** and community **infrastructure**.
7. Expand **recreational opportunities** for all ages.

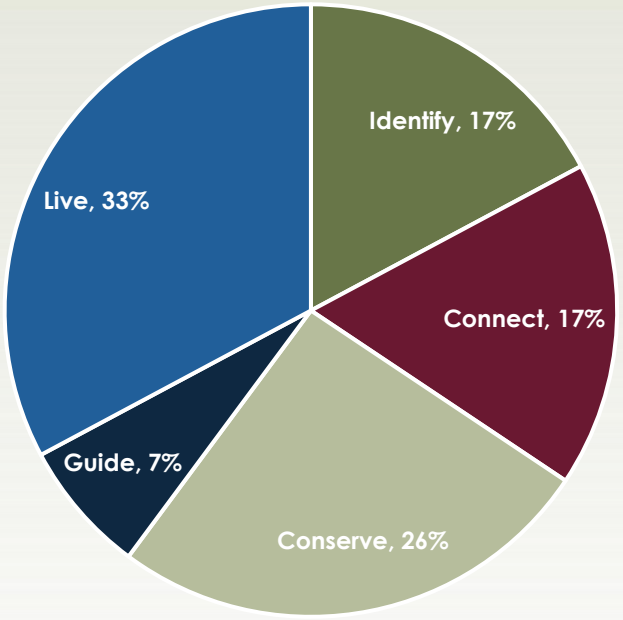
Pop-Up Events

- **Community Connection Day**
- **BABA Festival at Homestead**
- **Senior Day at Withers Park**
- **Free Pool Day at Mcane Pool**
- **Chautauqua Festival**
- **July 4th Celebration**

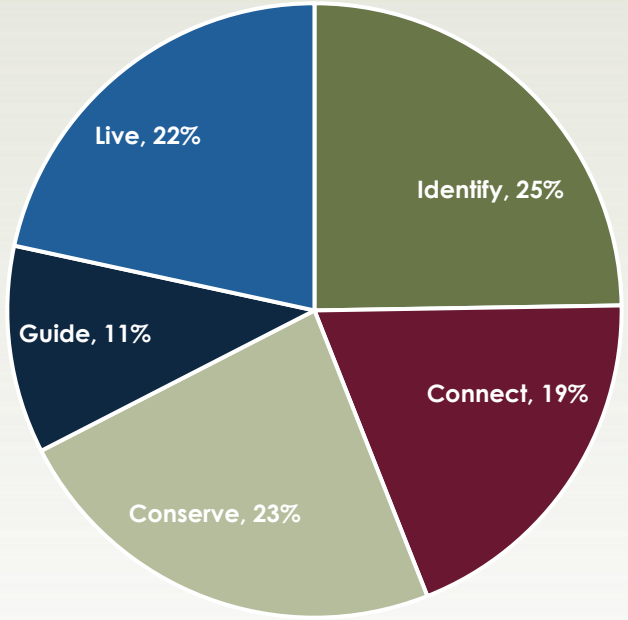
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Big Picture Priorities

Ranked #1



Ranked in Top 3



Identify (Belong)
Connect
Conserve
Guide
Live



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By the year 2040, the ONE THING I want Wytheville to be known for is _____.



Takeaways

- *Desire for more youth activities*
- *Concerns around data centers*
- *Investment in parks and recreation*
- *Maintain strong community and small-town feeling*

One Wytheville 2040 | Town of Wytheville

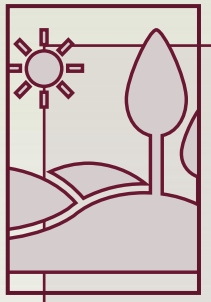
Planning Commission Meeting #1



Meeting Highlights

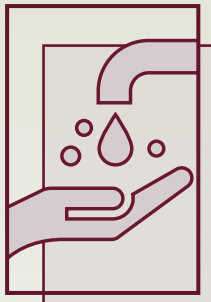
- Presentation of community characteristics and emerging planning themes focused on **preserving community character**, **housing** opportunities, and managing future **growth**.
- SWOC (Strengths, Weaknesses, Opportunities, and Challenges) activity
- Discussion of implementation priorities

Strengths (S)



Natural resources and recreation

- Parks and rec programs

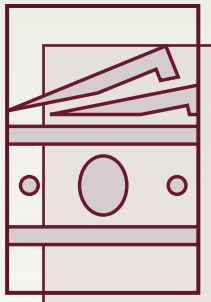


Public services and utilities



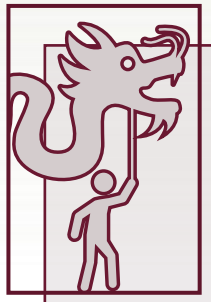
Small town atmosphere and historic character

- Safe, welcoming, appropriate density, slower pace of life



Affordability with Amenities

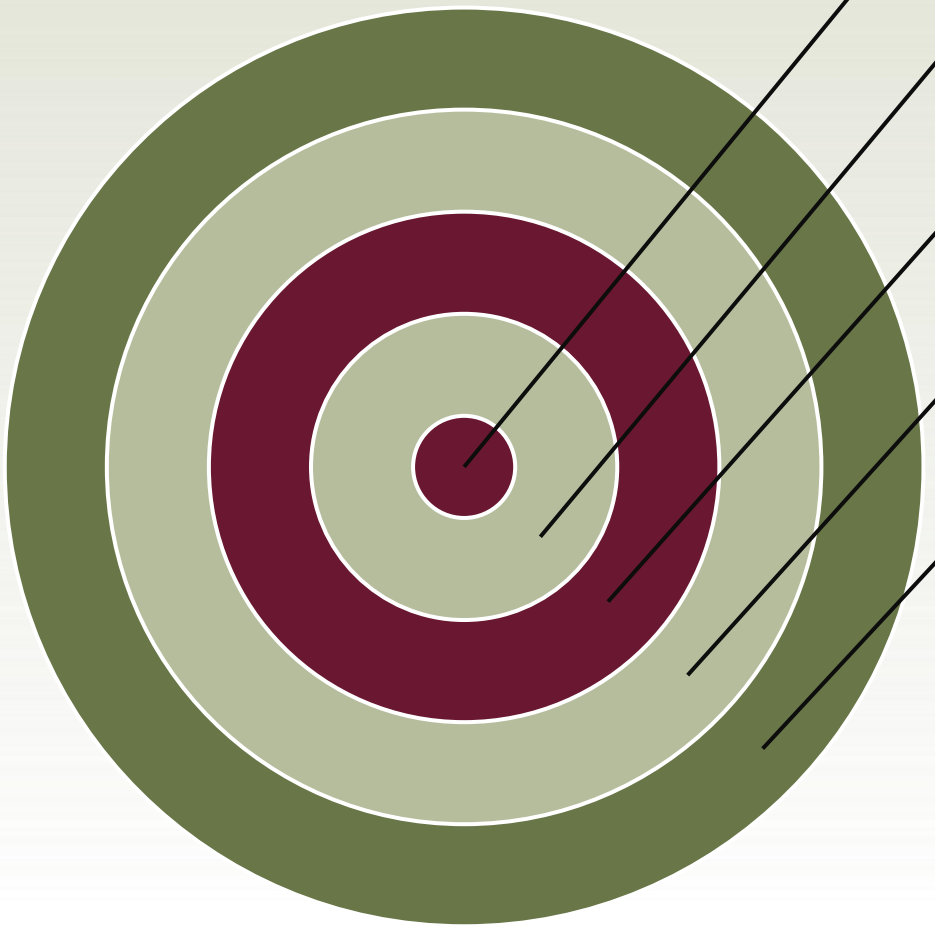
- Medical services, community college, access to nearby cities



Community events

- Chataqua Festival, Wolfahrt Haus

Weaknesses (W)



Small Business and Employment Challenges

Aging Population

- Care options and senior access to amenities

Limited Connectivity

- Sidewalk, transit

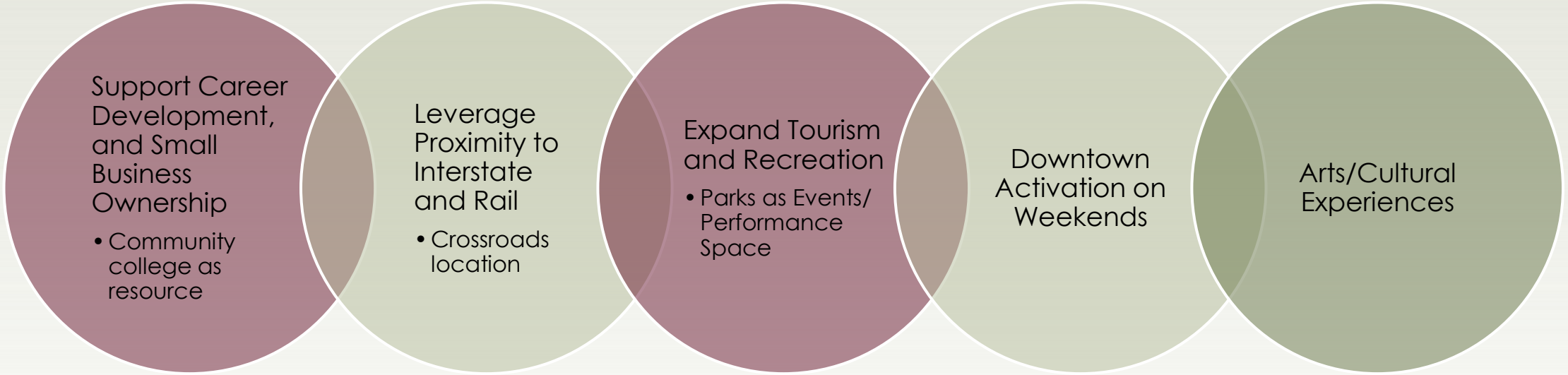
Modernization of Services

- Outdated regulations

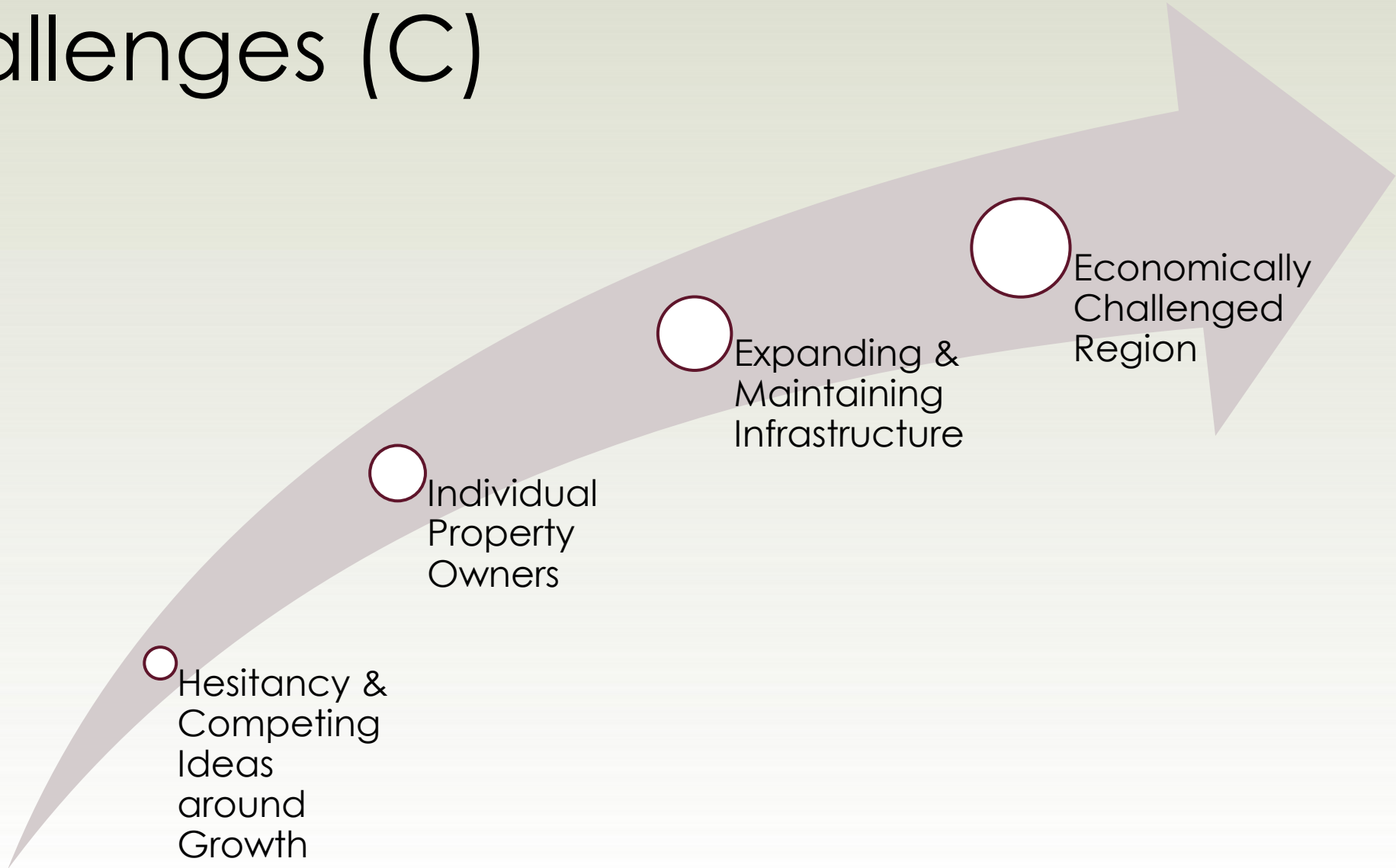
Housing Challenges

- Availability and affordability

Opportunities (O)



Challenges (C)



Implementation Priorities



Define growth goals



Create living-wage job opportunities



Balance growth with community values and infrastructure capacity



Attract and retain young families



One Wytheville 2040

Town Council Meeting #1



Meeting Highlights

- Discussion and distribution of worksheets on the following themes:
  - What gives Wytheville and advantage as a place to live, work, invest, or visit?
  - What part of Wytheville's identity do you think will be most important to preserve over the next 20 years?
  - What would make a young person choose to stay in – or return to – Wytheville in the future?
  - What do you hope people will say about Wytheville 20 years from now?
- Facilitated Input Session

Theme Discussion

Advantages

Small-town feel & sense of community

Geographic location

Public art initiatives

Downtown character

Preserve

Historic district

Living history and cultural events

Natural resources

Youth Retention

Need recreational, shopping, and educational amenities

Continued investment in quality of life facilities (e.g. Downtown Revitalization Initiatives)

Support small businesses

Continued engagement with community

Facilitated Input Session

Housing

- Questions regarding previous housing study assumptions and current conditions of housing market.

Importance of **municipal infrastructure investments** and incentives as tools to enable affordable housing and economic development.

- Successful past framework of investing in downtown infrastructure and pursuing grants.

Partner with developers to extend streets and utilities to reduce project cost.