Community Characteristics

One Wytheville Comprehensive Plan

April 2026

Introduction

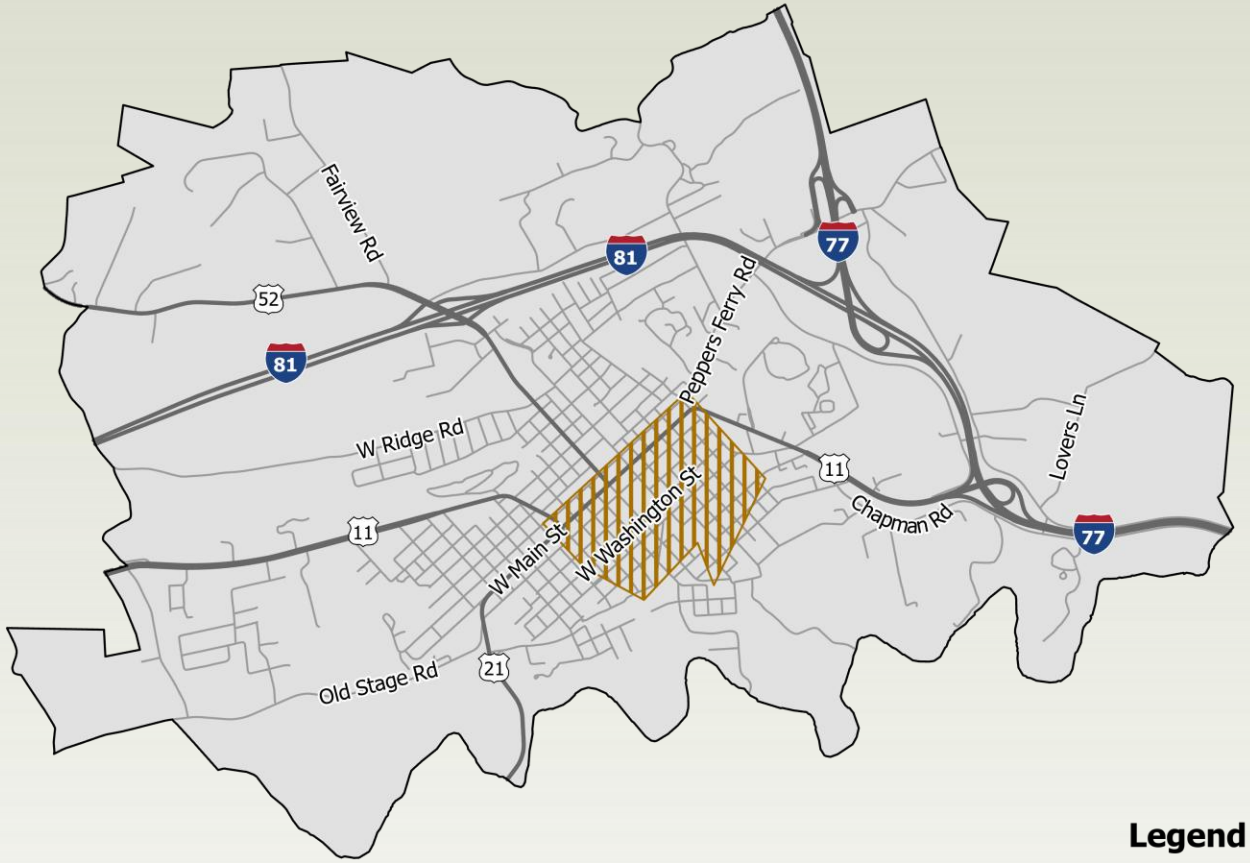
An overview of the study area, including size, location, and regional connections.



One Wytheville 2040 | Town of Wytheville

Study Area

- Located in the Southwest region of Virginia in Wythe County
- Sits at junction of I-81 and I-77
- 14.5 square miles
- Downtown Historic District



One Wytheville 2040

Foundational Plans

A review of seven (7) existing plans that lay the foundation for Wytheville's land use, history, economic development, and natural resources, as well as plans currently under development.



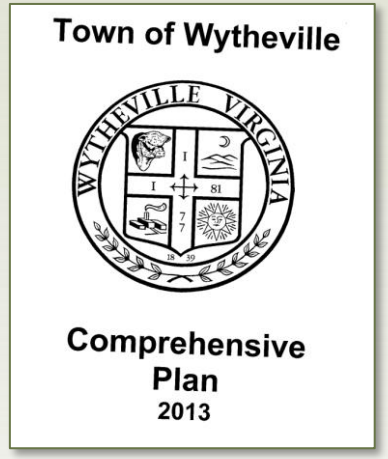
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Existing Foundational Plans

2013 Comprehensive Plan and Update – This plan, adopted in 2013, serves as the primary planning document for Wytheville. Though the update to this plan, published in 2020, was never officially adopted, it provides important, more up-to-date context for the Town.

Key Takeaways:

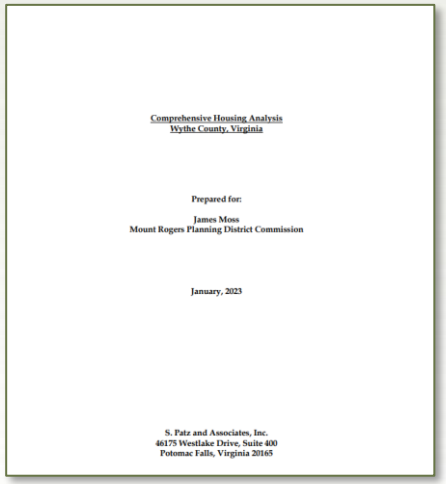
- Addresses how to encourage economic growth of local businesses, tourism, and key industries while preserving small town character and historic and natural resources
- Makes recommendations to enhance and modernize existing facilities



Comprehensive Housing Analysis – This study, first published in 2023 and currently undergoing an update, documents housing market trends in Wytheville as well as strategies for future development.

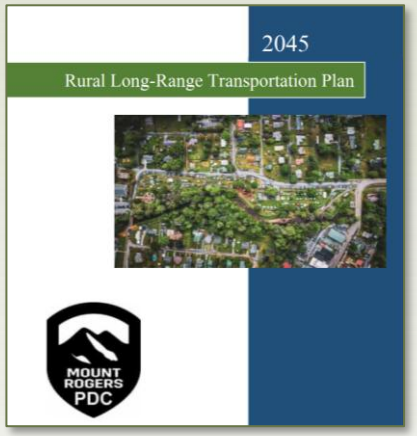
Key Takeaways:

- Notes limited options for senior housing, despite growing senior population as well as a loss of existing affordable housing stock; notes workforce housing as a critical need
- Describes how existing stock does not meet growing demand, attributed to future job growth, particularly market rate rental housing (current shortage is 1,000 units)



Existing Foundational Plans

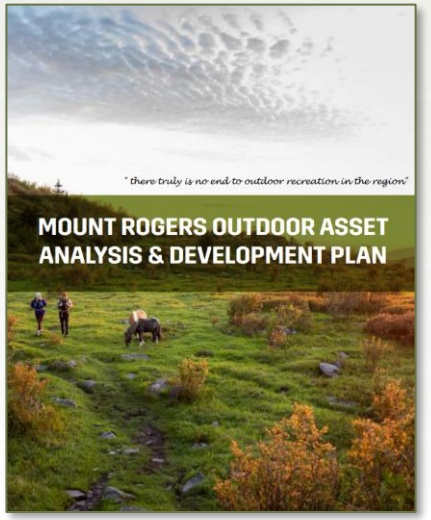
Mount Rogers Rural Long-Range Transportation Plan 2045 – This plan serves as the guiding document for regional transportation through the year 2045. This plan was adopted in 2024.



Key Takeaways:

- Focuses on capacity and support for economic development and tourism, enhancing connectivity and safety, and aligning transportation decision-making with future land use
- Reinforces Wytheville's role as a regional hub for employment and goods movement

Mount Rogers Outdoor Asset Analysis & Development Plan – This report, created in 2021, evaluates existing outdoor recreational and tourism resources and provides a framework for leveraging these assets for greater economic impact.



Key Takeaways:

- Details a marketing strategy for the localities in the Mount Rogers area, selling Wytheville as the main entry into the region
- Recommends that Wytheville diversify its retail market by pairing outdoor-related shopping and tourism, expanding business hours, and strategizing ways that day travelers and tourists can extend their stays

Existing Foundational Plans

Downtown Inventory + Real Estate Redevelopment Strategy – This report was created in 2025 to provide a greater understanding of the resources and opportunities within Downtown Wytheville.

Key Takeaways:

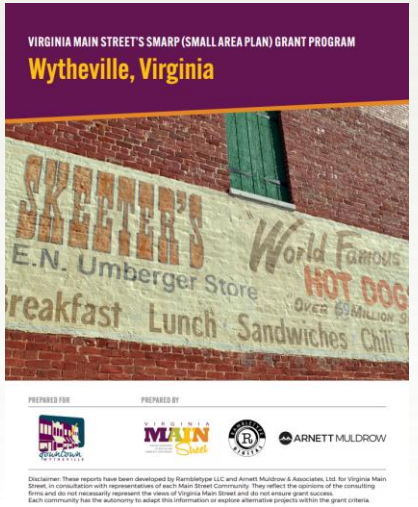
- Positions Downtown as a primary economic engine for the Town, emphasizing local business ownership, job creation, and strengthening of the local economy
- Recommends focusing redevelopment efforts to appeal to local values and utilizing place-based branding to attract tourists and businesses



Virginia Main Street Small Area Plan Grant Program– This submission from 2024 presents a focused small area plan for Wytheville's Main Street.

Key Takeaways:

- Engage and recruit business owners to encourage investment and activity
- Invest in pedestrian amenities, parks improvements, and year-round community uses.



Existing Foundational Plans

Southwest Virginia – Blue Ridge Highlands Regional Plan (Drive 2.0)– This plan provides insights and recommendations on where to focus development and promotional efforts over the next five years to increase tourism.



Key Takeaways:

- Identifies growing markets, like outdoor recreation, music tourism, and placemaking
- Notes assets and opportunities within Wytheville, such as its Main Street, Meeting Center, APEX Center, and motorcycle hub for the Claw of the Dragon trail.

Foundational Plans Under Development

While they will not be complete in time for adoption of the One Wytheville 2040 Comprehensive Plan, the Town has a variety of upcoming planning efforts that will be important to its future growth and sustainability.

- **Unified Development Ordinance** – Though not yet adopted, this document will serve as the unified development ordinance for the Town of Wytheville.
- **Parks and Recreation Master Plan**– This document will guide the future of Wytheville's parks and recreational amenities.
- **Stormwater Study** – This study will prioritize stormwater system improvements for the Town.
- **Water Master Plan** – This plan will prioritize water distribution system improvement projects.
- **Sewer Master Plan** – This plan will prioritize sewer collection system improvement projects.
- **Energy Plan** – This plan will focus on energy efficiency and long-term asset planning.



Population

A review of the Wytheville's population, including total population, future trends and projects, and existing demographics to provide a baseline understanding of current and future growth.



Population Trends

While the Town and County are experiencing population decline, the rate is slower in Wytheville, potentially due to its draw as an employment center.

Total Population

8,202
Town of Wytheville

28,188
Wythe County

Population % Change (2010-2024)

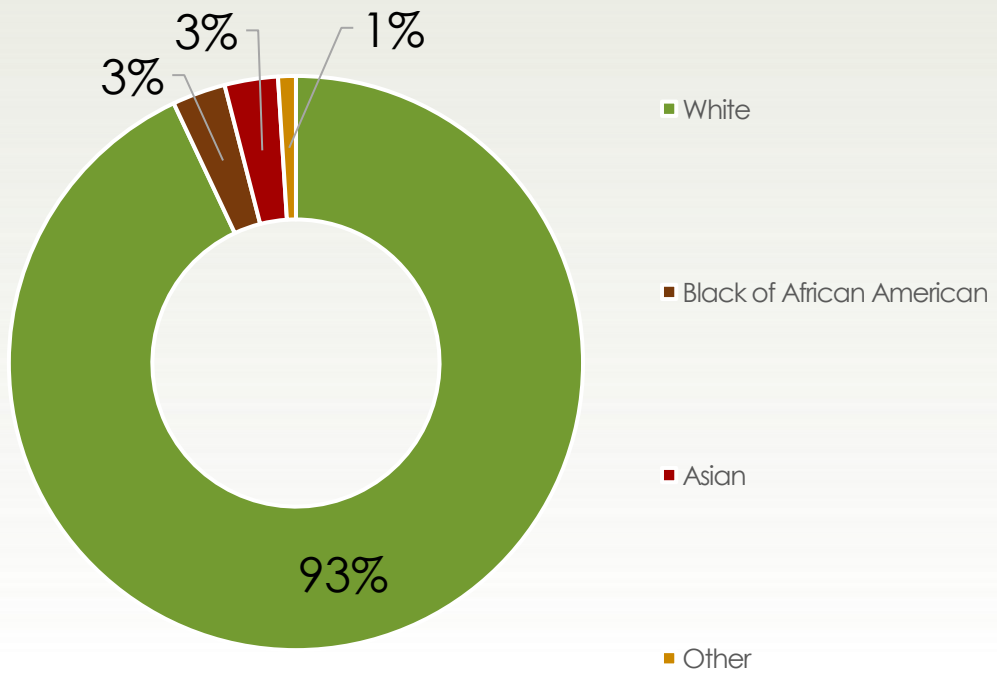
Town of Wytheville

-0.1%

Wythe County

-3.6%

White residents account for the largest share of the study area, making up over 90% of both Wythe County and the Town of Wytheville.

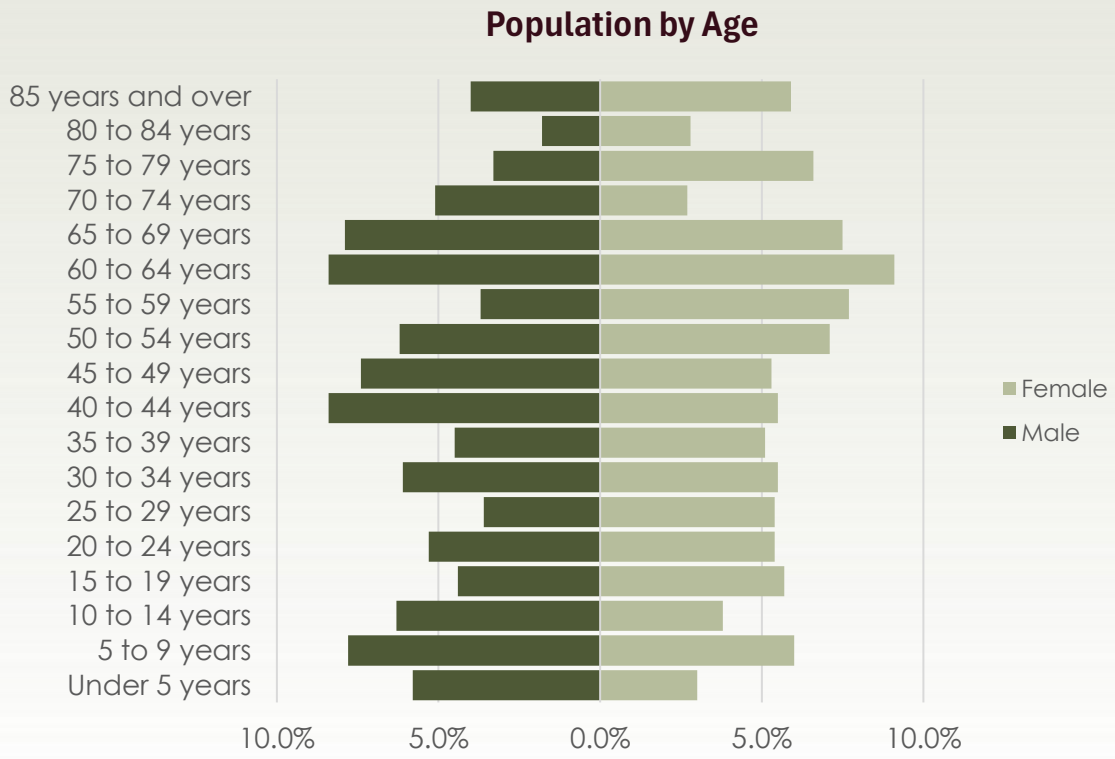


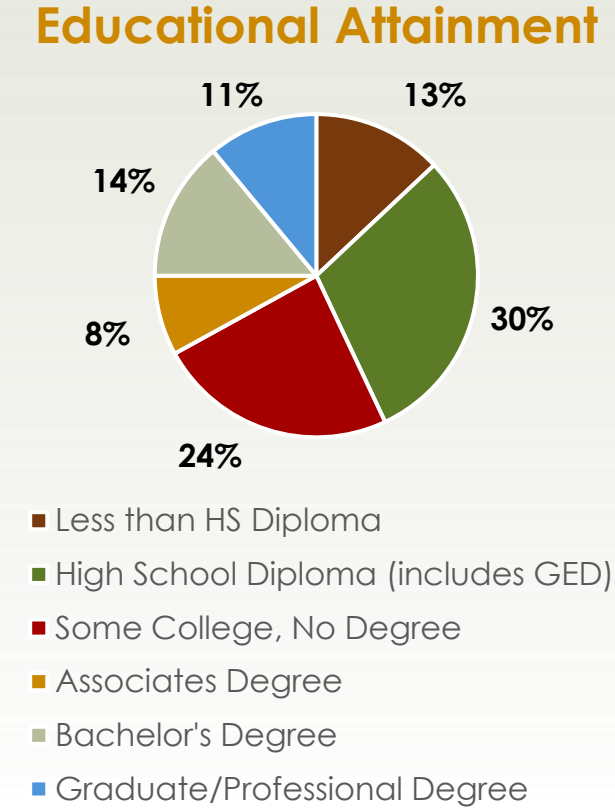
Source: American Community Survey (2024)

Demographics

The median age in Town of Wytheville is 46 years old, the same as Wythe County. This is 7 years older than the median age of the State of Virginia (39 years old).

Of the population of individuals aged 25 years and older, 25% obtain a bachelor's degree or higher.





Source: American Community Survey (2024)

Population Overview

Most of the population are long-time residents, commuting by driving alone to work. Median household income in Wytheville is lower than Wythe County ($57,745) and the State of Virginia ($92,090).

Per Capita Income



$35,835

Families Below Poverty Level*



11.5%

Median Household Income



$47,270

Percent that Drive Alone to Work



76.1%

Percent that Moved in After 2023



5%

Number of Households



3,972

*The federal poverty level for families depends on the size of the household. All thresholds are based on the Consumer Price Index for All Urban Consumers. If a family's income falls below the threshold for a family of that size, they are considered to be in poverty.

Source: American Community Survey (2024)

Economy

A summary of job growth, major employers, and employment centers within Wytheville to highlight current market strengths and economic diversity.



Job Growth

Wytheville's job growth shows a long-term pattern of resilience. Though growth has shown some inconsistencies over the past two decades, the Town has rebounded since the pandemic, experiencing positive growth in 2022 and 2023.

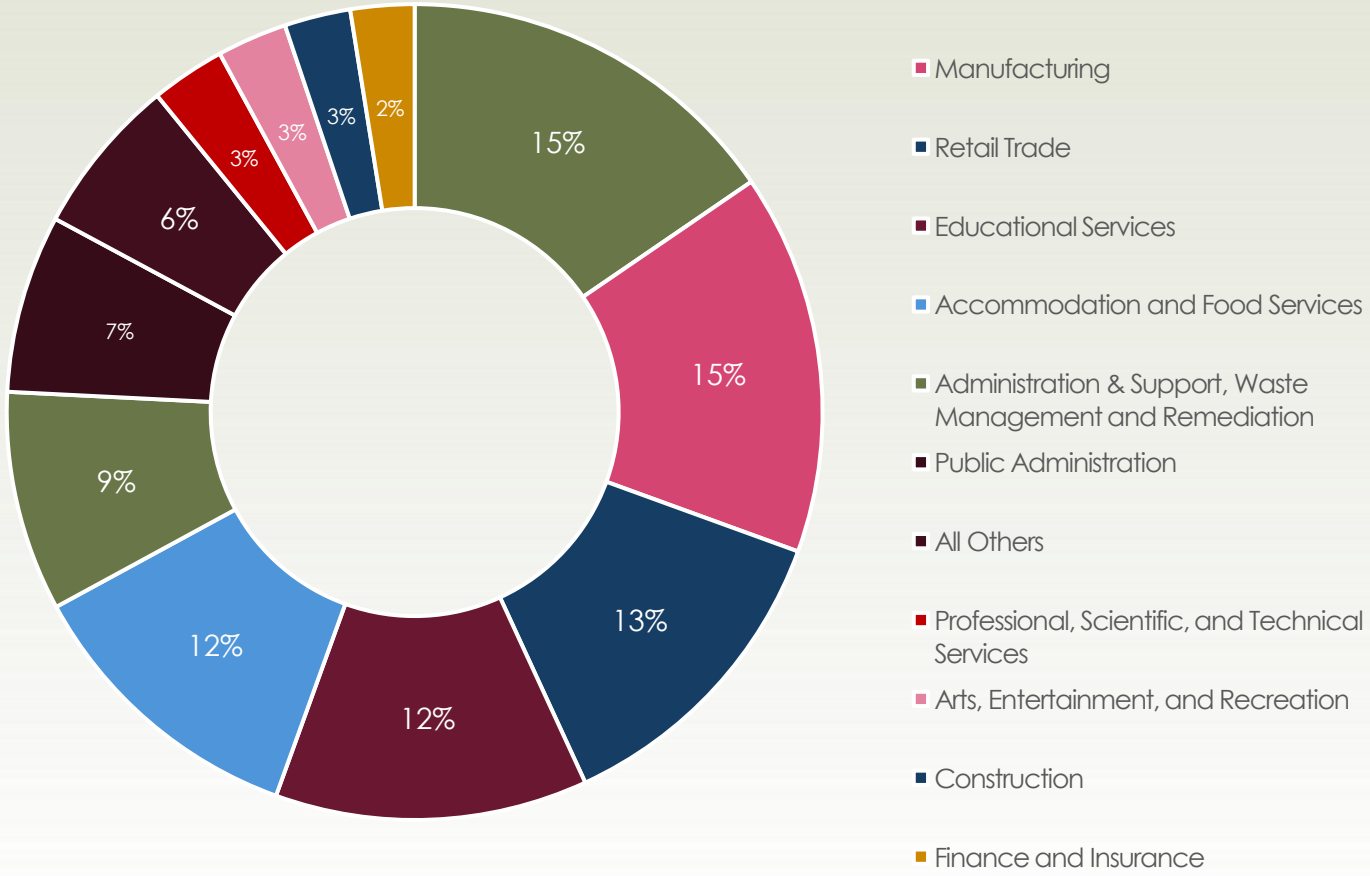




Source: LEHD Origin-Destination Employment Statistics (LODES) (2023)

Employment Industries

A little more than 40% of employment in Wytheville is healthcare, manufacturing, and retail.



Source: LEHD Origin-Destination Employment Statistics (LODES) (2023)

Major Employers

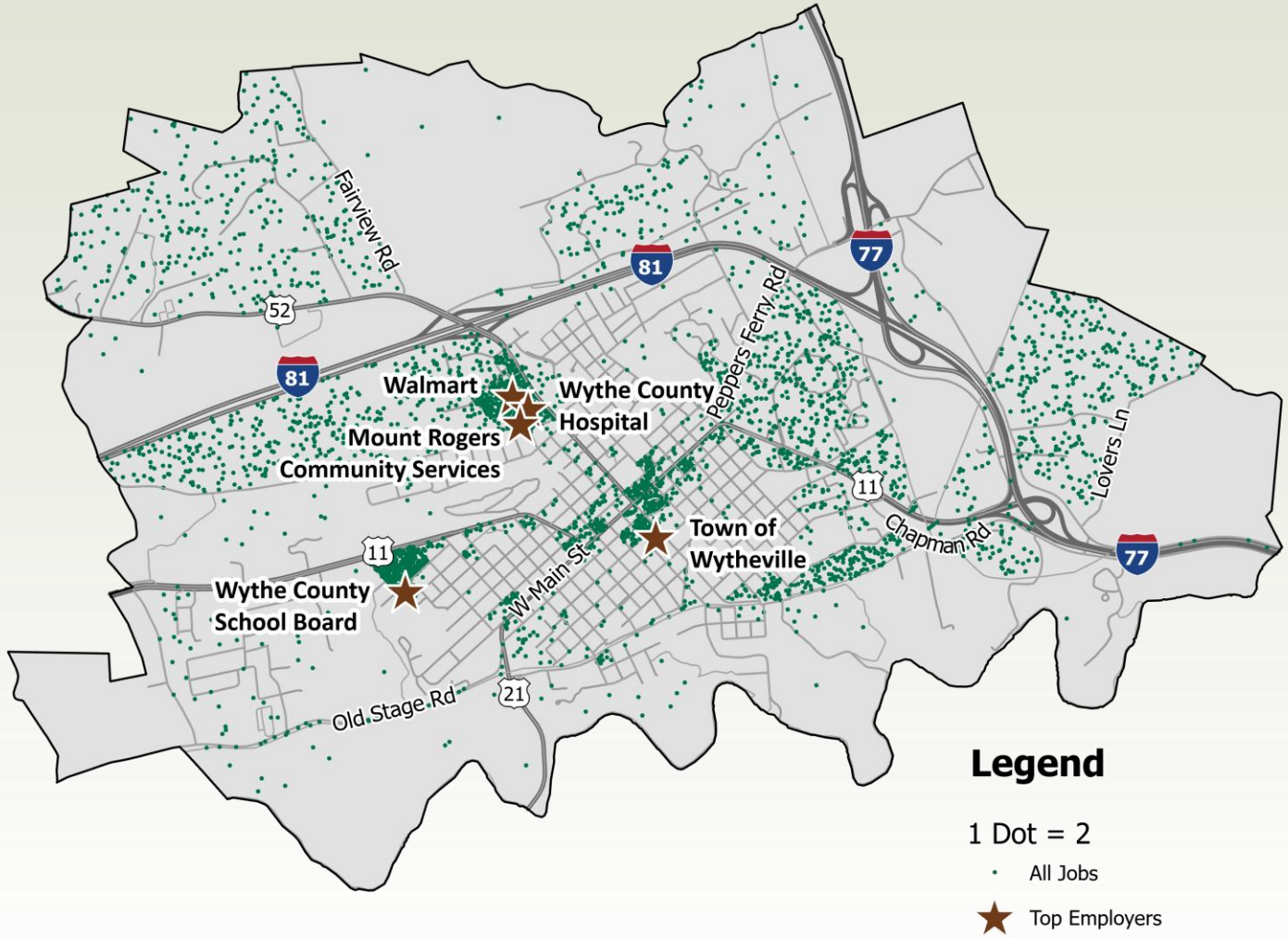
Top employers in Wytheville follow generally correspond with its top employment industries, though none of the top 10 employers are manufacturing.

Top Employers		Industry
1	Wythe County School Board	Educational Services
2	Mount Rogers Community Services	Health Care and Social Assistance
3	Town of Wytheville	Public Administration
4	Walmart	Retail
5	Wythe County Community Hospital	Health Care and Social Assistance
6	County of Wythe	Public Administration
7	Wytheville Community College	Educational Services
8	Carrington Place at Wytheville	Health Care and Social Assistance
9	Lowe's Home Centers, Inc.	Retail
10	Cracker Barrel Old Country Store	Accommodation and Food Services

Source: Virginia Works, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2025.

Employment Centers

Employment density clusters around Downtown Wytheville, becoming sparser on the edges of the Town boundary. Employment centers align with locations of the top five employers.



Source: LEHD Origin-Destination Employment Statistics (LODES) (2023)

Land Use

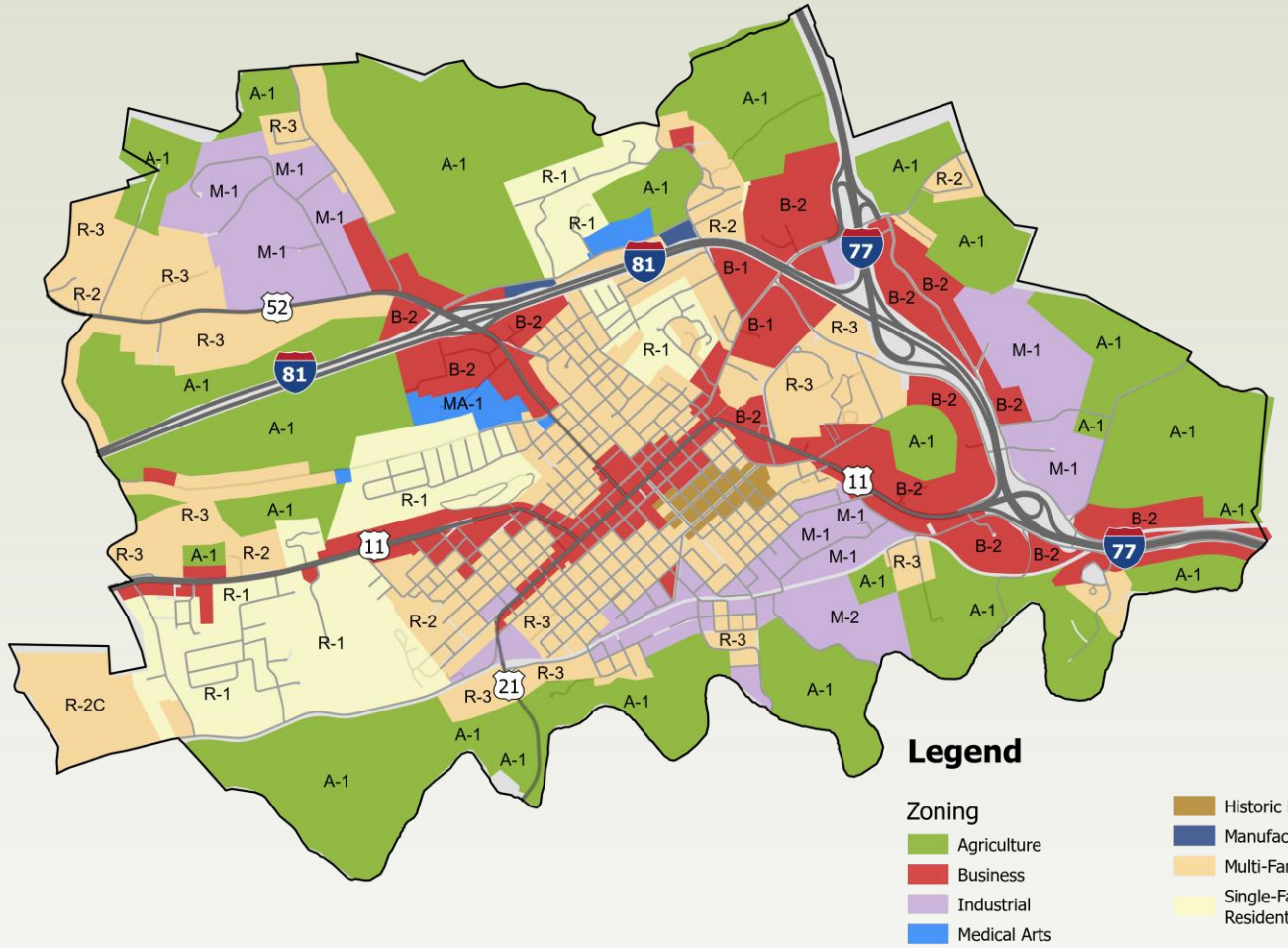
Analysis of existing zoning and development to provide a basis for future land use and recommended development strategies.



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Existing Zoning

Wytheville is primarily zoned for agricultural use, which makes up about 40% of the land area. Though most of the housing stock is single-family detached, most of the residential zoning allows for single-family attached and multifamily.



One Wytheville 2040

Housing

Inventory of current housing conditions, property values, housing age, and diversity in housing stock to develop an initial understanding of housing needs.



Housing Conditions

Average Household Size

2.01

Persons per Household

Renter vs Homeowner

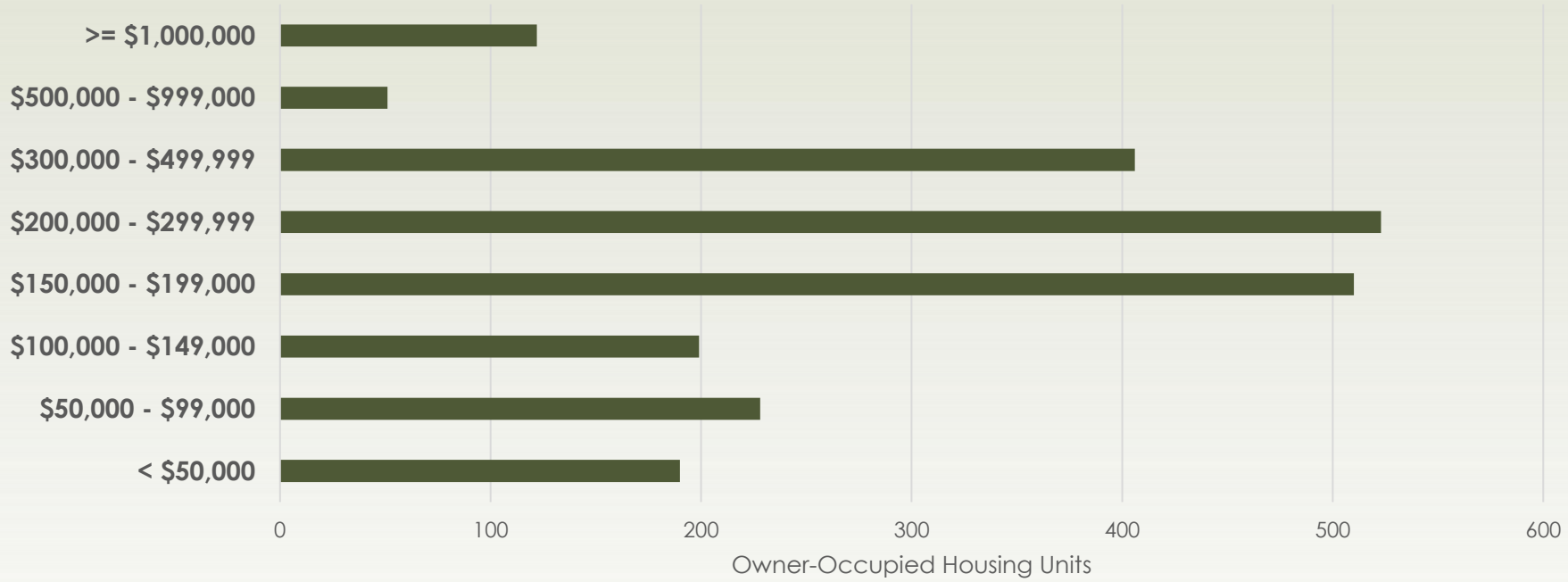
44%

Renter-Occupied

56%

Owner-Occupied

Residential Property Values



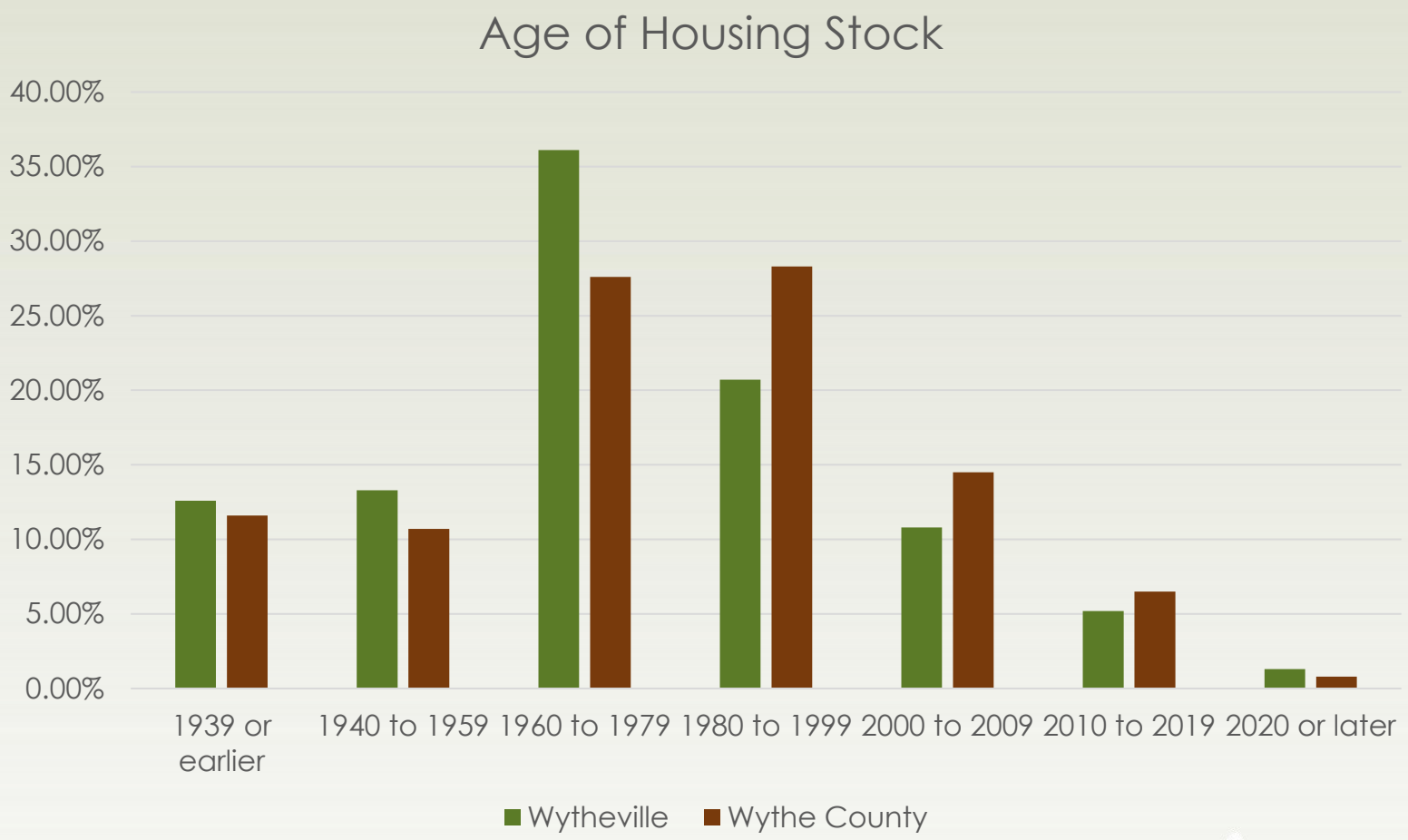
Home ownership reflects an even split between renter- and owner-occupied housing, suggesting a need for continued emphasis on diverse housing to fit residents' needs. New housing stock should accommodate both the half of the population who rents and the half of the population who owns.

Source: American Community Survey (2024)

Source: American Community Survey (2024)

Housing Age

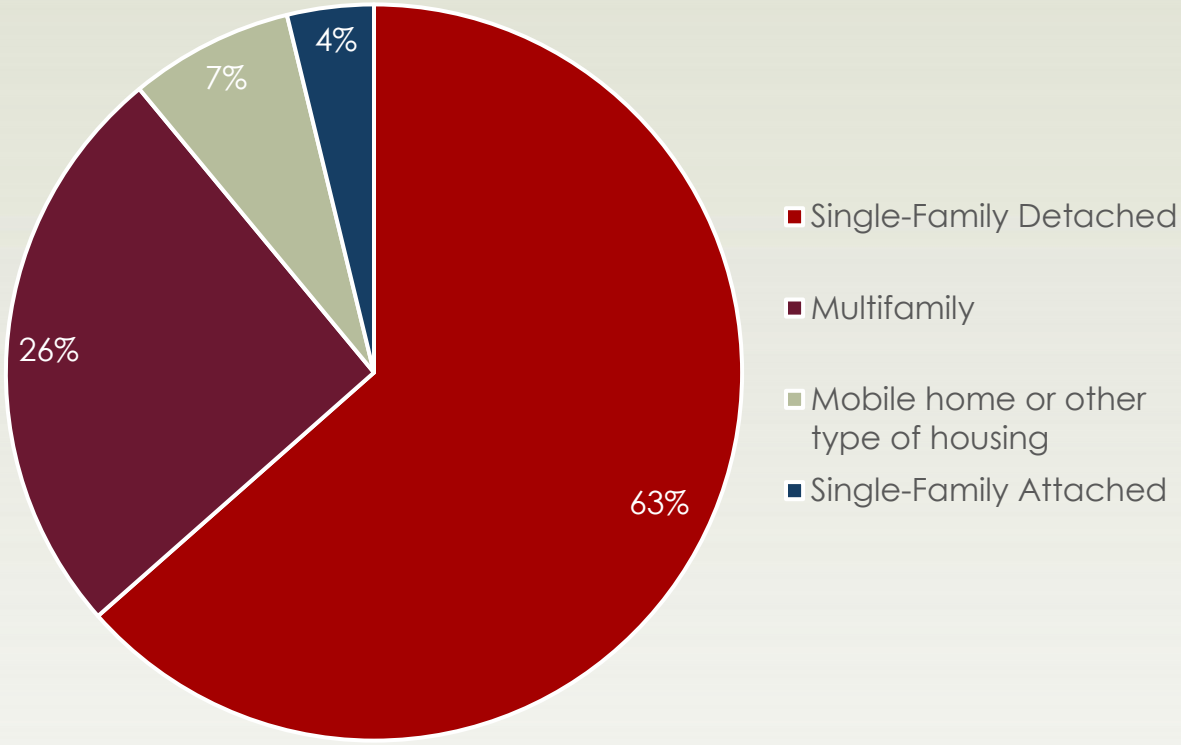
Over half of Wytheville's housing stock was built between 1960 and 1999 (57%). Wythe County follows a similar distribution. Very little of Wytheville's housing stock was built within the past two decades (6%).



Source: American Community Survey (2024)

Housing Stock by Type

Most of Wytheville's housing stock is single-family detached (63%). The second most common housing type is multifamily (26%). Mobile home units represent nearly 7% of all housing in Wytheville.



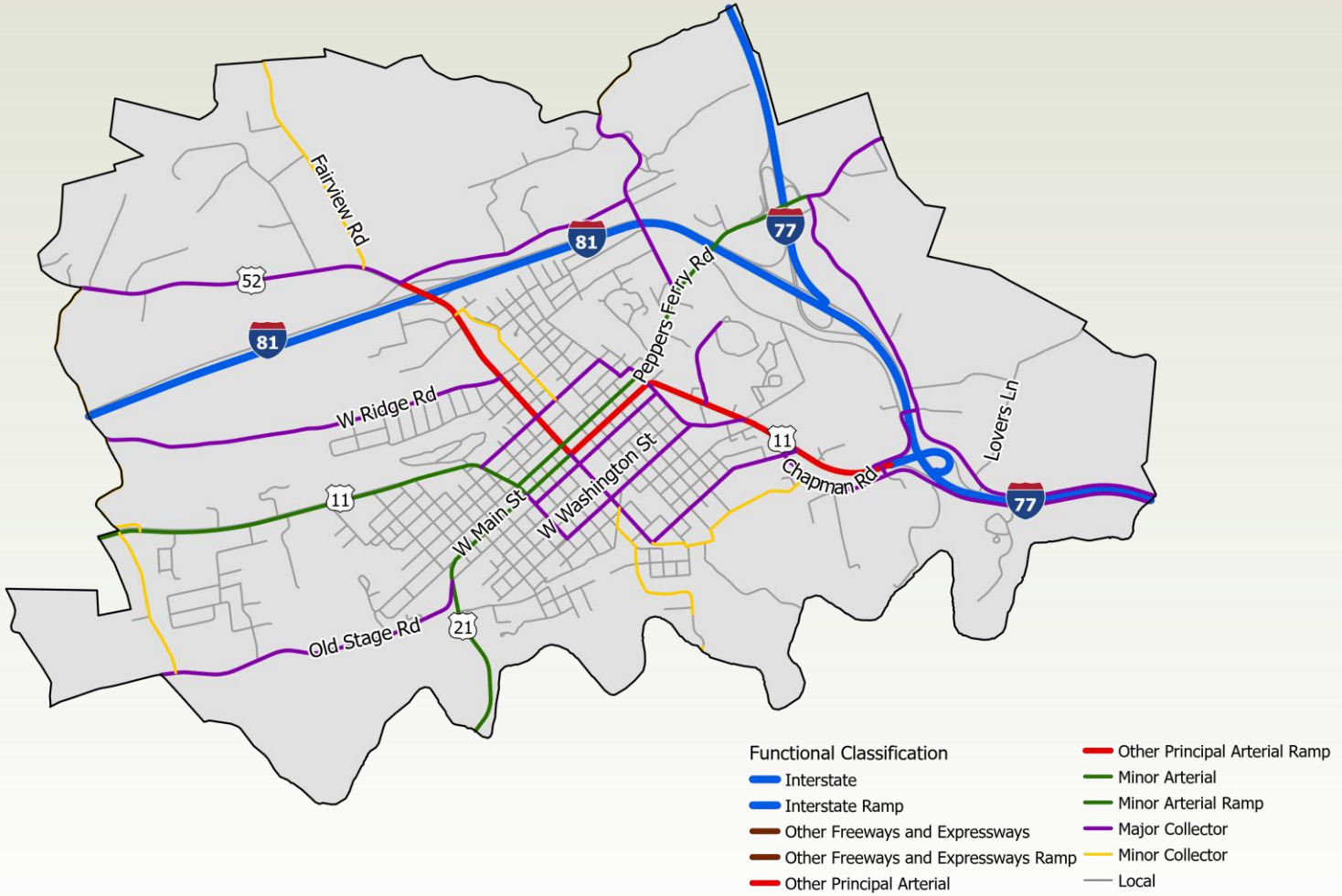
Transportation

Inventory of funded transportation projects, as well as analysis of traffic, commuting patterns, and functional classification. Existing transit infrastructure are also included to provide a well-rounded picture of mobility within Wytheville.



Functional Classification

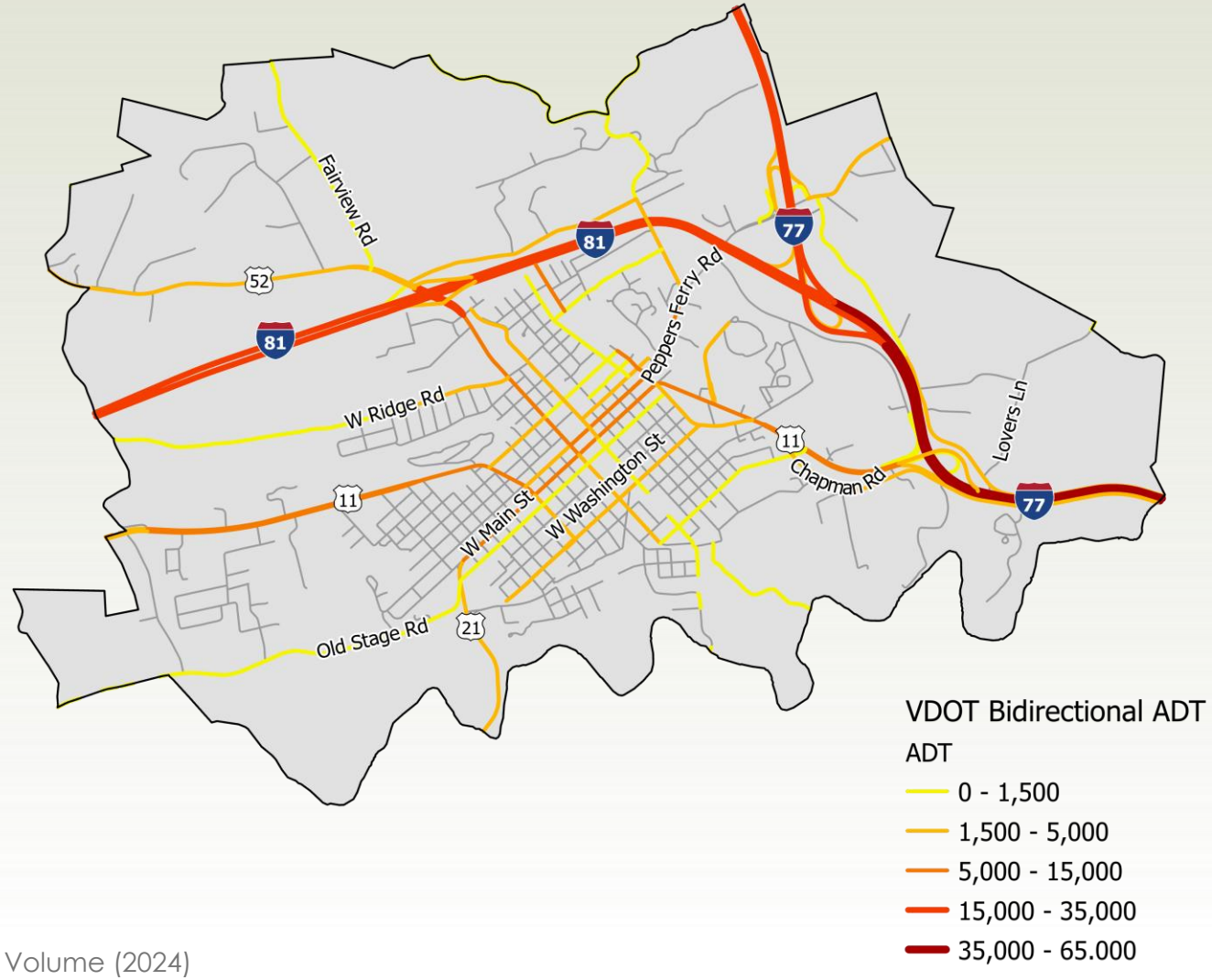
Two main interstates cross in Wytheville: I-81 and I-77. Wytheville also has a number of principal arterials, including 4th St and Lee Hwy. Peppers Ferry Rd and Main St are classified as minor arterials. Other major roads, such as Route 52, W Ridge Rd, and Old Stage Rd, are classified as major collectors. Fairview Road is classified as a minor collector.



Source: VDOT Functional Classification on LRS 23.1 Feature Service (2023)

Average Daily Traffic

Outside of interstates (average daily traffic [ADT] between 20,000 and 61,000), the highest traffic roads include 4th St and Main St, with ADT as high as 16,000 on 4th St and 9,700 on Main St. Peppers Ferry Rd also has a notable ADT of 6,700. Local roads, such as Church St, have a far lower ADT around 630, though some roads downtown, such as Union St, have an ADT around 1,900.



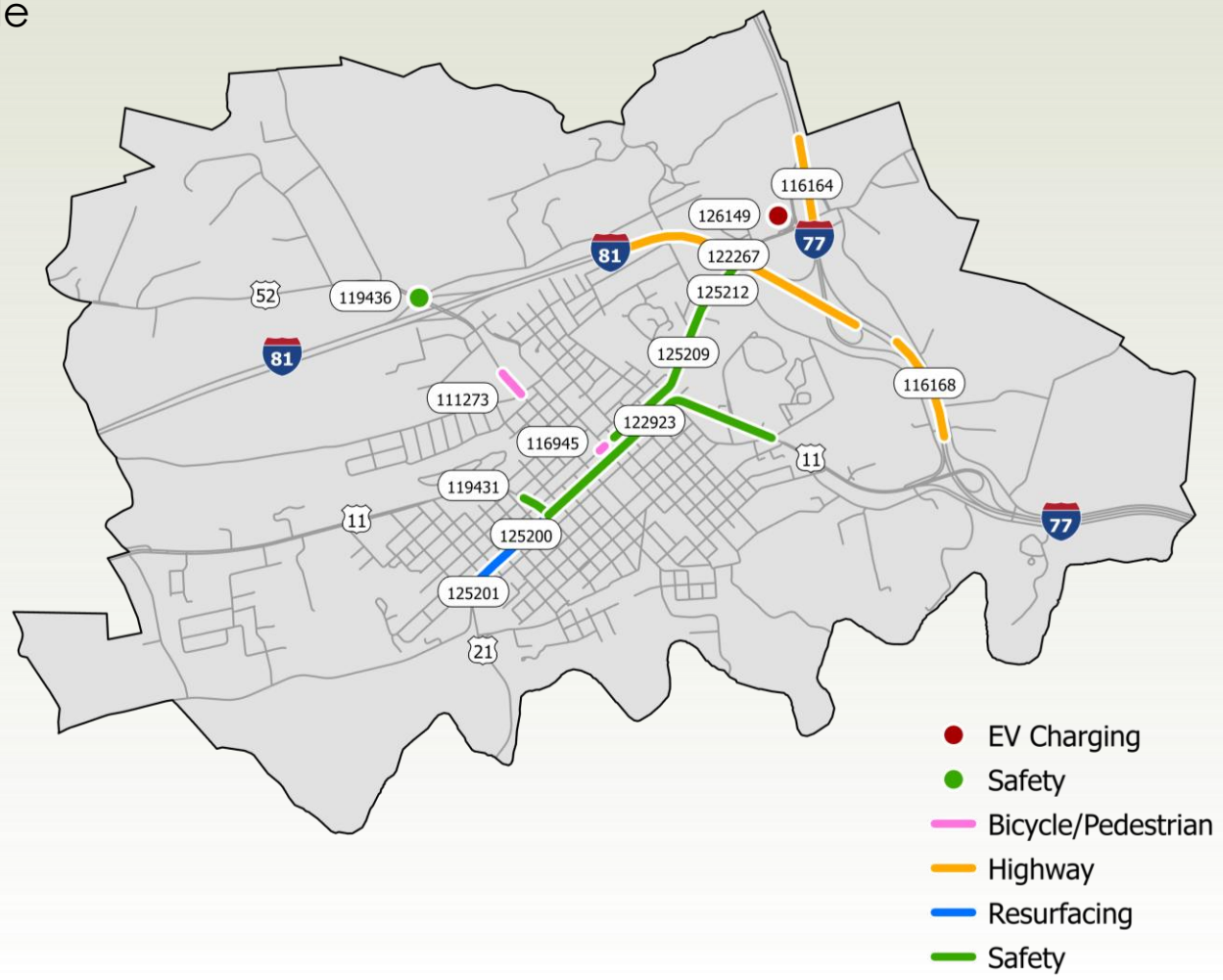
Source: VDOT Bidirectional Traffic Volume (2024)

Funded Projects

VDOT's Six-Year Improvement Program (SYIP) identifies planned funding for transportation projects in Virginia, spanning from FY26-FY31. The funded projects in Wytheville are described below and shown on the map at right.

Bicycle/Pedestrian and Safety Projects				
SYIP #	**Type**	**Description**	**Cost**	**Construction Year**
111273	Bike/Ped	Wytheville Heritage Walk Phase 3	$410,000	Complete
125212	Bike/Ped	Peppers Ferry Road Sidewalk Gap	$1,162,000	FY2028
116945	Bike/Ped	Heritage Walk Museum Connector	$998,000	Cancelled
119431	Safety	W. Monroe at US-11 Realignment	$4,839,000	Underway
125209	Safety	System Safety Projects	$1,129,000	FY2026
122923	Safety	Pedestrian Safety Improvements	$871,000	Underway
119436	Safety	4th Street at Holston Road Turn Lane Improvements	$3,974,000	FY2026

Highway Projects and Other Improvements				
SYIP #	**Type**	**Road**	**Cost**	**Construction Year**
116164	Highway	I-77 Exit 41 Interchange Improvement	$26,199,000	Underway
116168	Highway	I-81 Southbound Auxiliary Lane	$10,314,000	Underway
122267	Highway	I-81 Deceleration/Acceleration Lane with Bridges	$72,582,000	Underway
126149	EV Charging	I-77 Exit 41 EV Charging Station Installation	$946,000	Complete
125200	Resurfacing	Main Street Northbound Pave and Stripe	$231,000	Complete
125201	Resurfacing	Main Street Southbound Pave and Stripe	$231,000	Complete

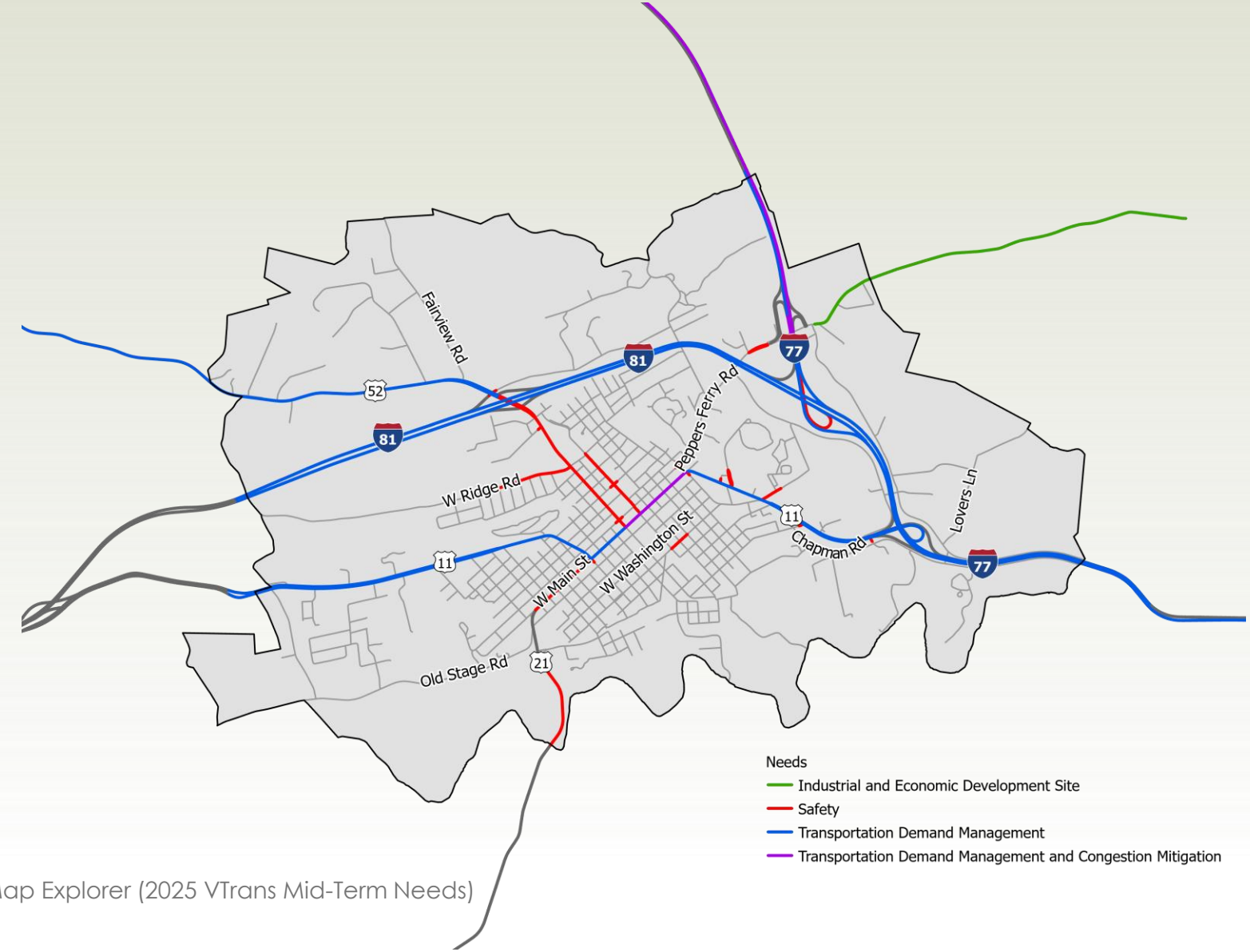


Source: VDOT Six-Year Improvement Program (FY2026)

VTrans Mid-Term Needs and Priorities

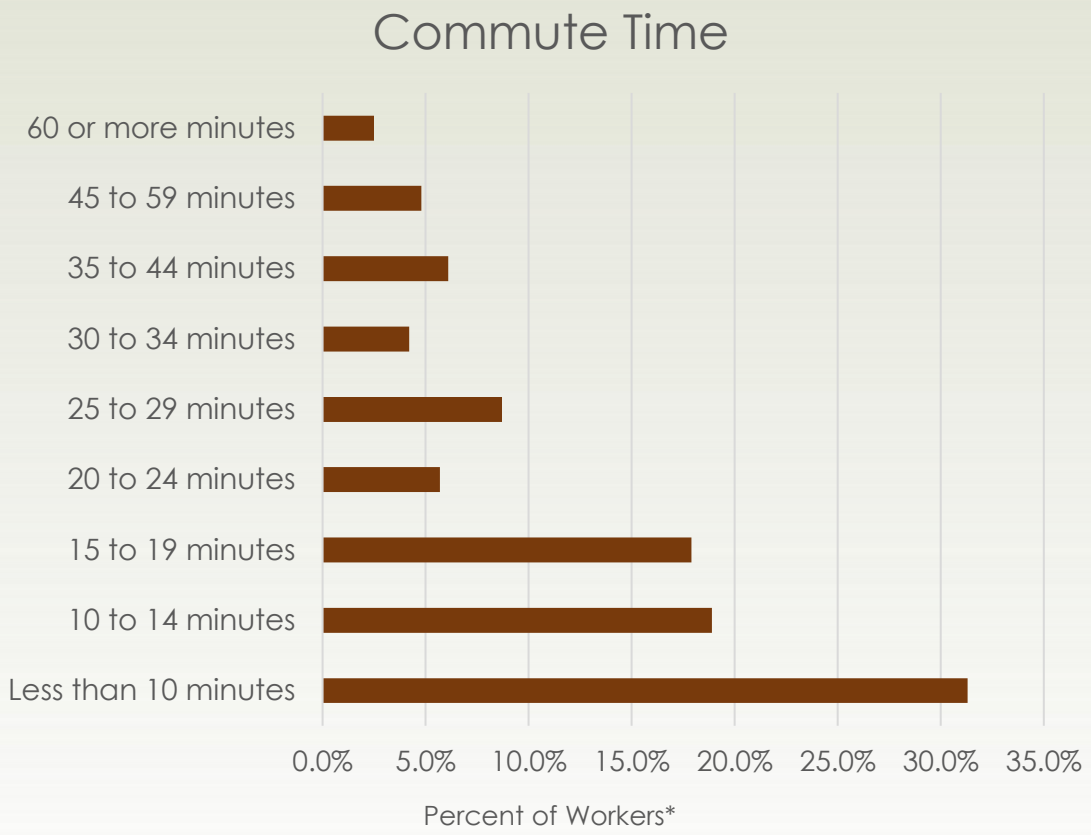
Virginia's statewide transportation plan, VTrans, identifies and prioritizes transportation needs for the next 10 years. Several safety, congestion mitigation, and transportation demand management needs have been identified within Wytheville.

There are also roadway segments in Wytheville that help connect Industrial and Economic Development Areas (IEDA) to Corridors of Statewide Significance (CoSS). Currently, a new connector road between Progress Park Industrial Park and Exit 1 is under construction to remove industrial traffic off of Peppers Ferry Rd.



Source: InteractVTrans Map Explorer (2025 VTrans Mid-Term Needs)

Commuting Trends



*Commutes calculated only for Wytheville residents.

More than half (64.3%) of people who work in Wytheville commute into the town for employment.

6,463
Commute In

1,246
Live and Work in Wytheville

2,339
Commute Out

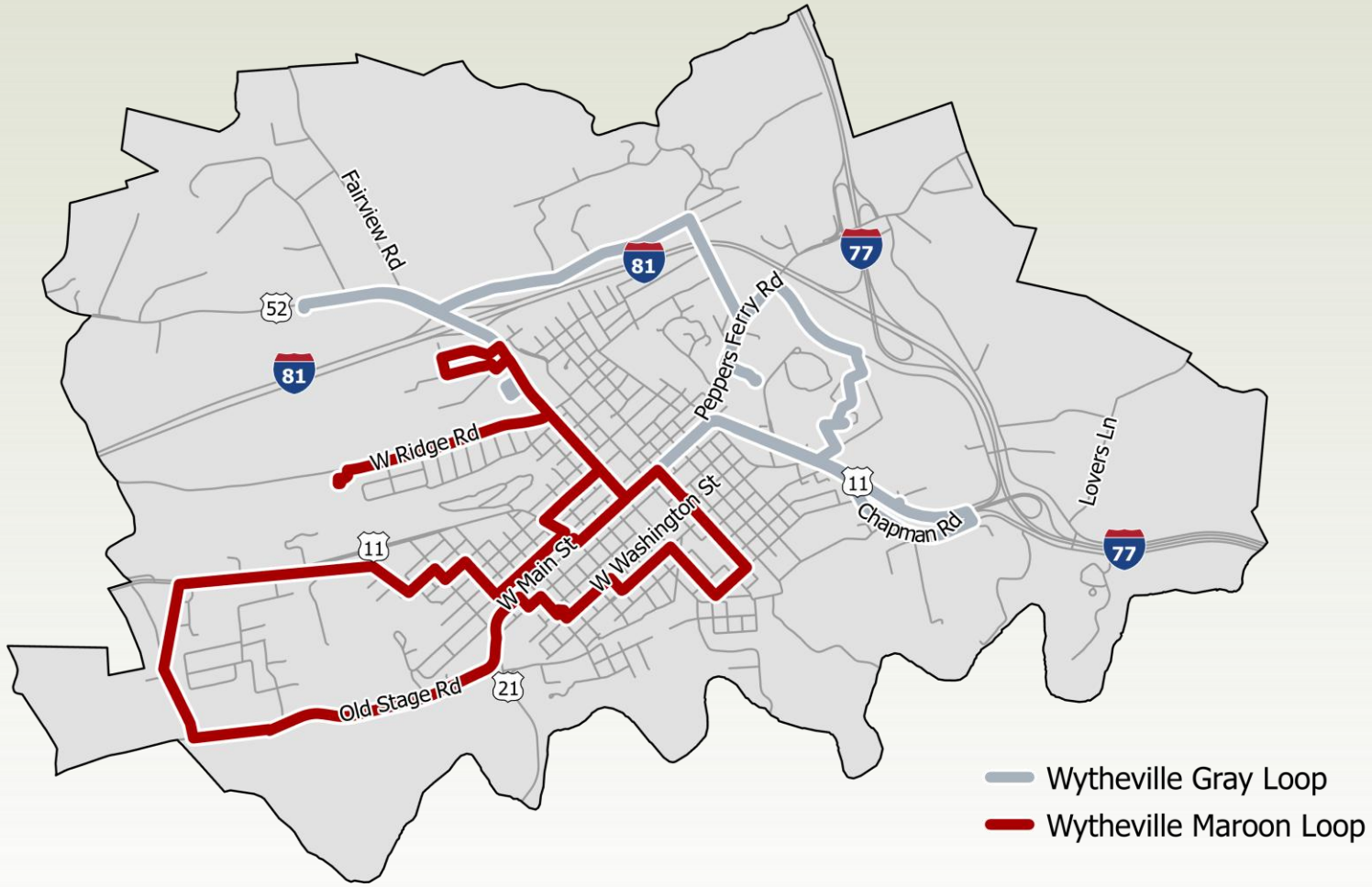
Source: American Community Survey (2024); LEHD Origin-Destination Employment Statistics (LODES) (2023)

Transit

Wytheville's transit service is provided by Mountain Lynx Transit. This agency provides deviated fixed route service, as well as demand-response service within town limits. The two deviated-route loops—the Gray Loop and the Maroon Loop—operate hourly on weekdays, with an alternate service on Saturdays, and no service on Sundays.

Wytheville is also working with Virginia Breeze to bring a stop to Spring Street at the 4th Street Civic Center, which is currently under construction.

Route	Weekday Schedule	Saturday Schedule
Gray Loop	8:00 a.m. – 5:00 p.m.	8:00 a.m. 10:00 a.m. 12:00 p.m.
Maroon Loop	8:00 a.m. – 5:00 p.m.	9:00 a.m. 11:00 a.m. 1:00 p.m.



Source: Mountain Lynx Transit Website; VGIN Virginia Transit Routes (2025)

Environment

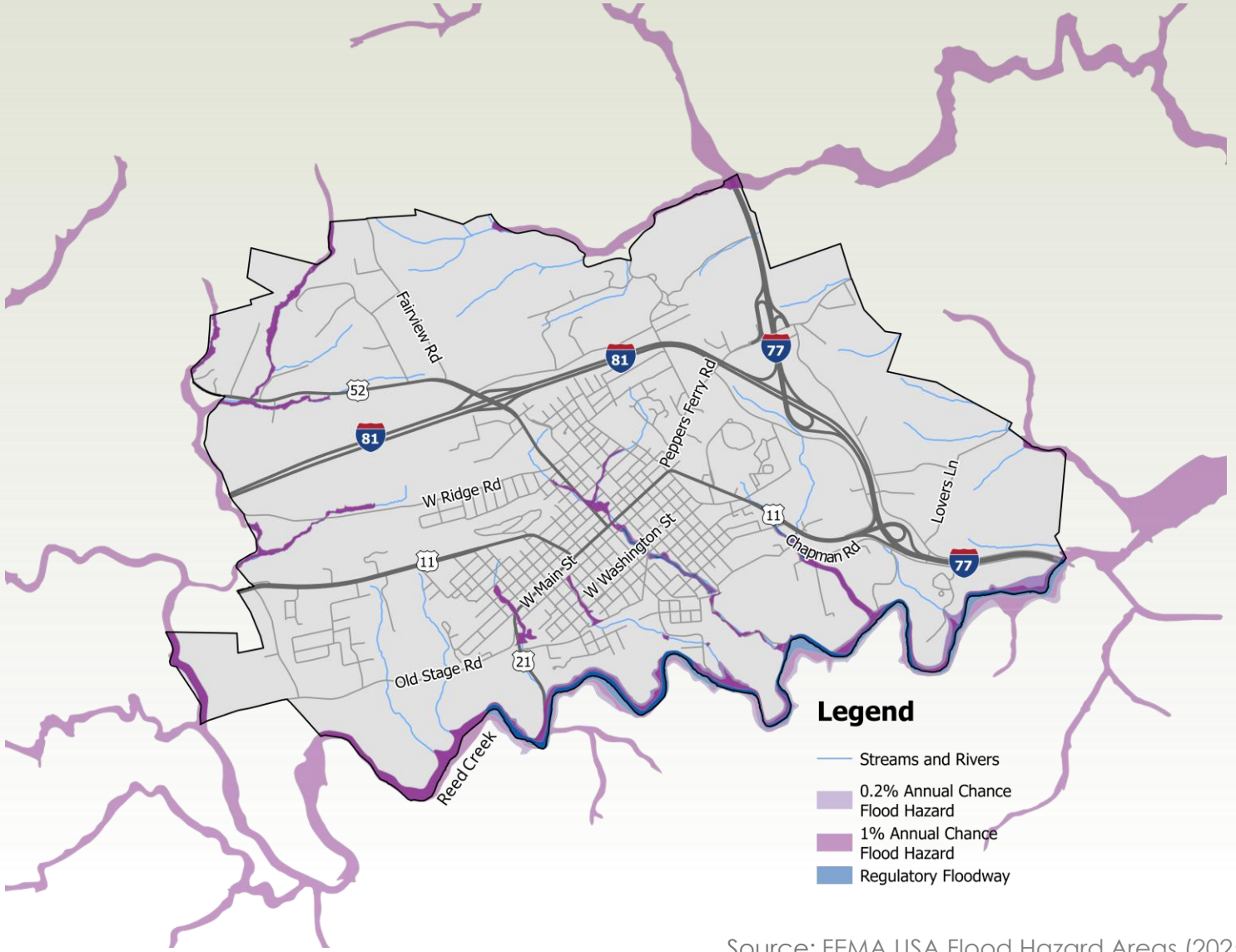
Inventory of current Wytheville's natural resources and hazards, including floodplains, elevation and slope, noise pollution, and community resources to highlight areas with high and low risk if they were to be developed.



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Waterways and Flood Hazards

Reed Creek borders Wytheville to the south, contributing to a 100-year floodplain (or a 1% chance of flooding annually) as well as a regulatory floodway. There are several other minor streams within Wytheville that are within a 100-year floodplain. Though most of Wytheville is not within a flood hazard zone, flooding must be considered along these streams.

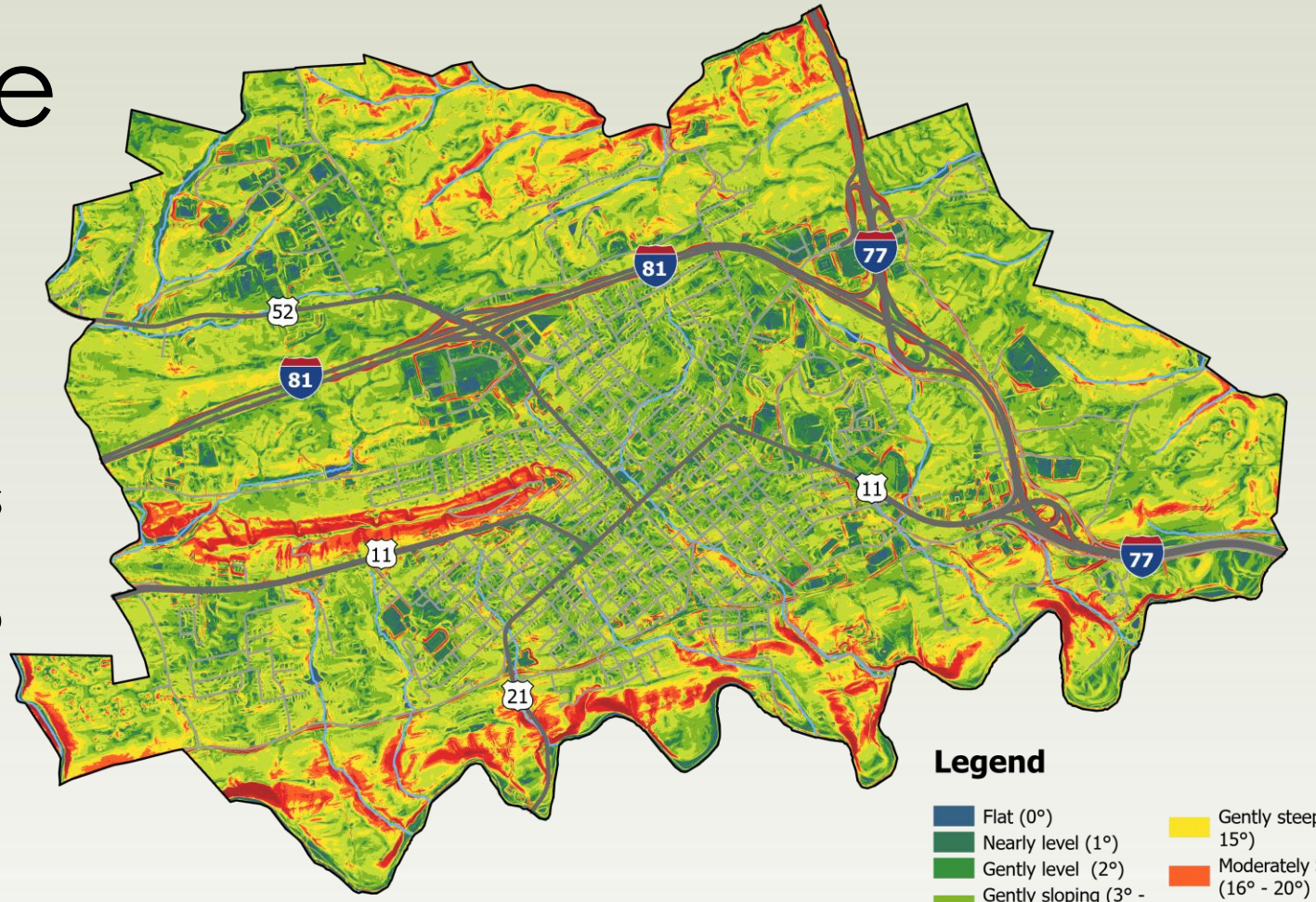


Source: FEMA USA Flood Hazard Areas (2025)

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Elevation/Slope

Most of Wytheville has slopes of under 10 percent. However, Wytheville has several areas, such as the ridges north of Route 11 and along Wytheville's northern and southern borders, that contain steep or very steep slopes.



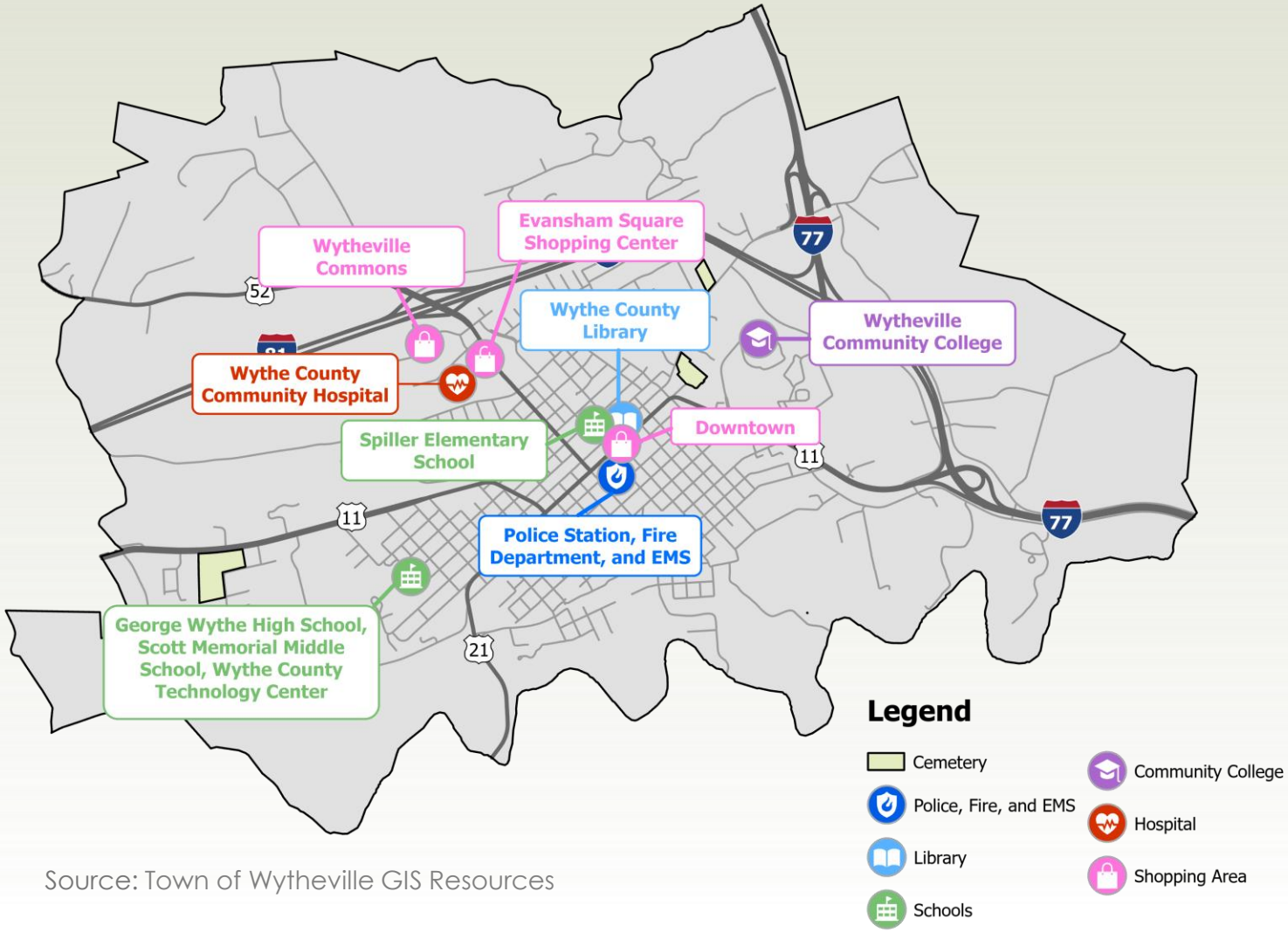
Source: ESRI World Elevation Coverage Map

One Wytheville 2040

Community Resources

Wytheville is the county seat of Wythe County and as such houses multiple schools, the Wythe County Administration Building, and the Wythe County Courthouse.

Wytheville has three main shopping centers, which are located on 4th Street and East Main Street. The Downtown Wytheville district includes a cluster of cultural, recreational, dining, and shopping establishments.



Source: Town of Wytheville GIS Resources