One Wytheville 2040

Steering Committee Meeting #2

March 26, 2026



Agenda

- ❑ Overview of Community Characteristics Summary
- ❑ Discussion of Upcoming Engagement Series
- ❑ Next Steps

COMMUNITY CHARACTERISTICS SUMMARY

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What is the Community Characteristics Summary?

What It Is

A snapshot of existing conditions in Wytheville

What It Does

Establishes a shared understanding of the community today and provides context for future planning decisions

What it Contains

Data and analysis on population and demographics, the local economy, housing conditions, transportation and mobility, and environmental and natural resource features

What it Helps Us Understand

Key trends, strengths, and challenges shaping Wytheville's growth, quality of life, and investment priorities

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Foundational Plan Review

Existing Plans

- 2013 Comprehensive Plan and Update
- Comprehensive Housing Analysis
- Mount Rogers Rural Long-Range Transportation Plan 2045
- Mount Rogers Outdoor Asset Analysis and Development Plan
- Downtown Inventory + Real Estate Redevelopment Strategy
- Virginia Main Street Small Area Plan Grant Program
- Southwest Virginia – Blue Ridge Highlands Regional Plan (Drive 2.0)

Plans Under Development

- Unified Development Ordinance
- Parks and Recreation Master Plan
- Stormwater Study
- Water Master Plan
- Sewer Master Plan
- Energy Plan

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.

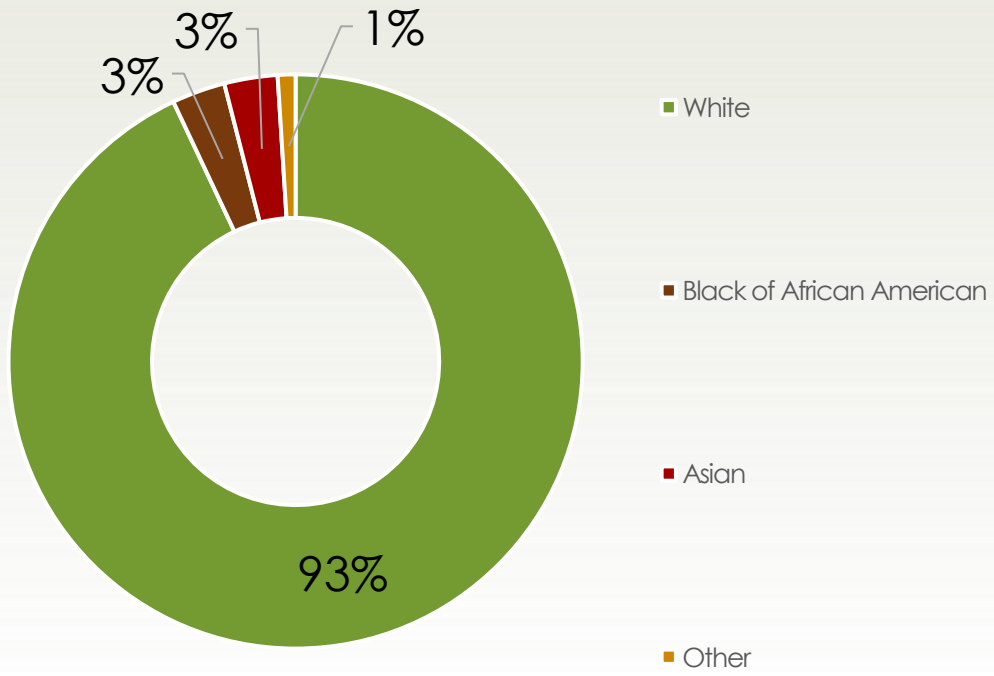
Total Population

Town of Wytheville	Wythe County
8,202	28,188

Population % Change (2010-2024)

Town of Wytheville	Wythe County
-0.1%	-3.6%

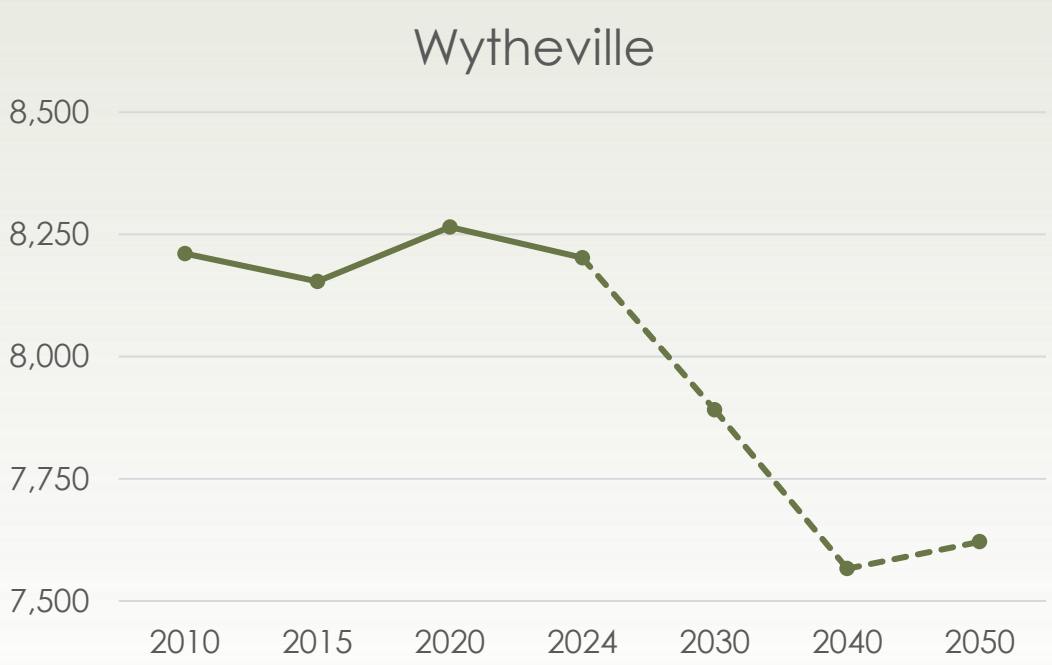
White residents account for the largest share of the study area, making up over 90% of both Wythe County and the Town of Wytheville.

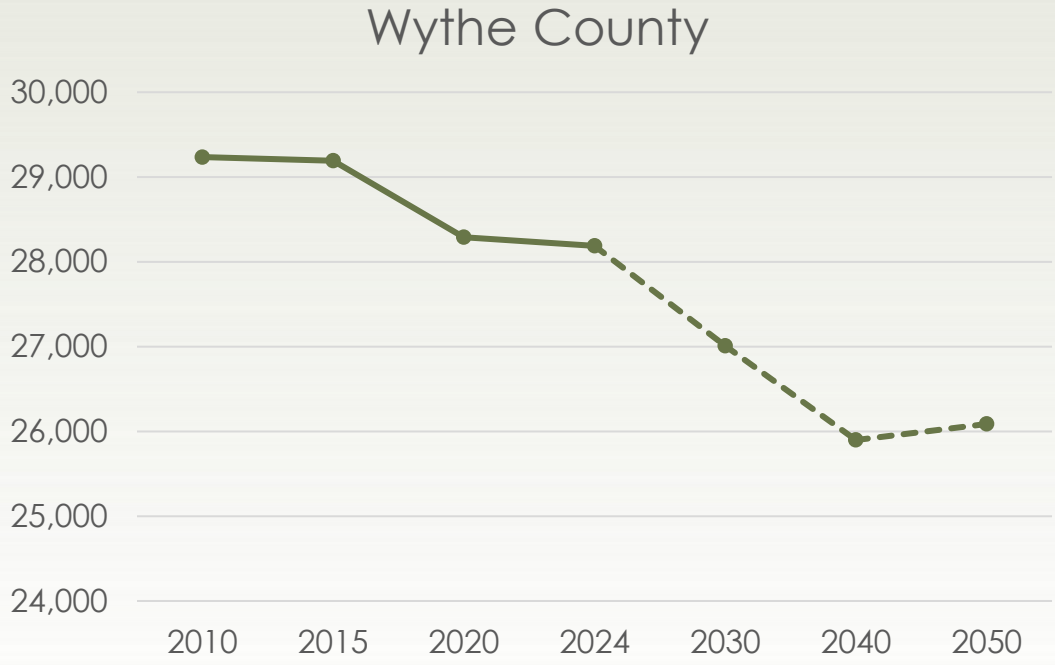


Source: American Community Survey (2024)

Population Forecast

Wytheville's population is projected to decrease from 8,202 in 2024 to an estimated 7,621 people in 2050. The county population is also projected to decrease from 28,188 in 2024 to 26,087 in 2050. Though overall decline is expected between 2024 and 2050, according to the available data a slight population increase is expected between 2040 and 2050.





Source: Demographics Research Group of the Weldon Cooper Center; US Census; American Community Survey (2024)

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)

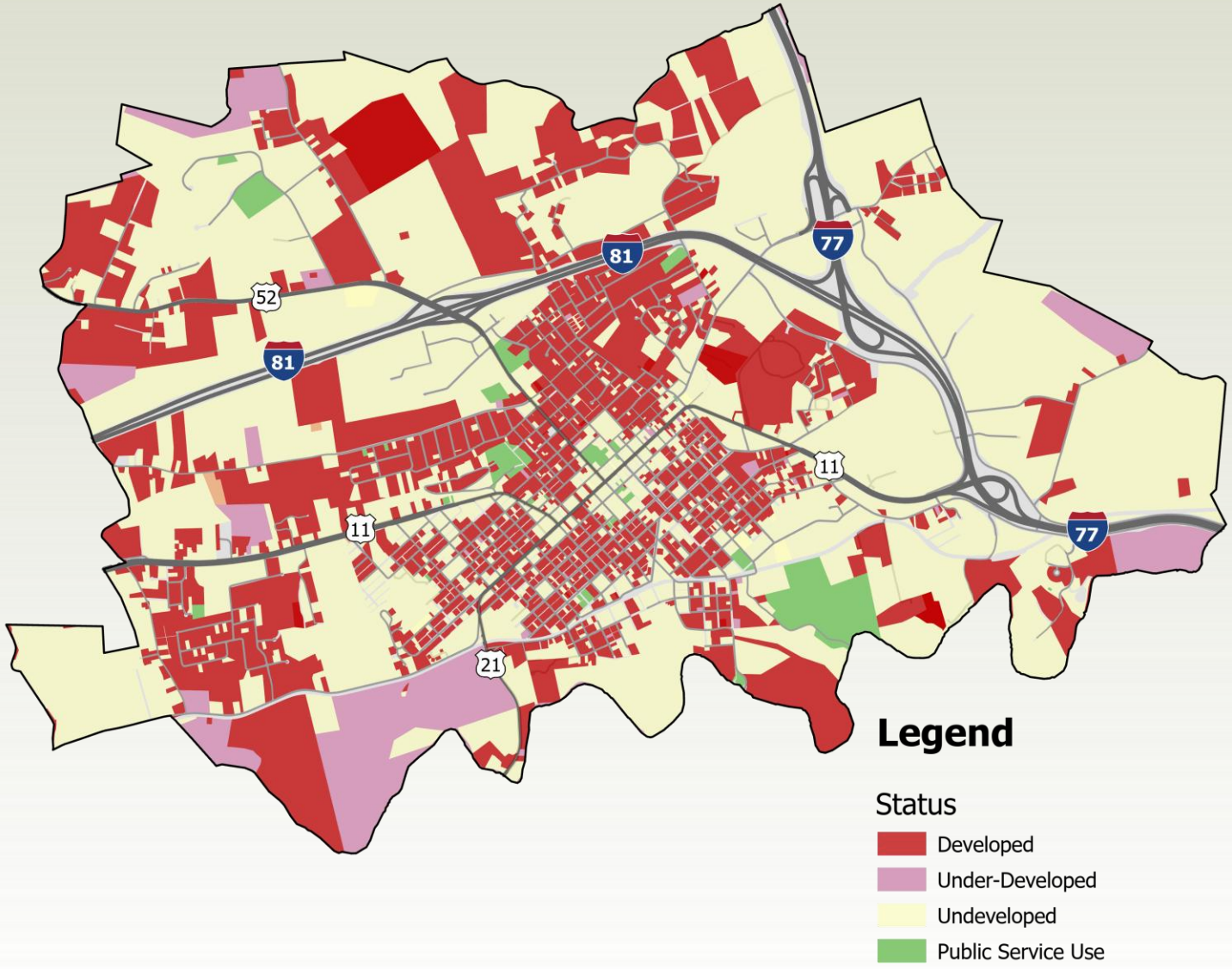
Development

Land use can also be evaluated by development status, which highlights parcels that theoretically have potential for future development. This analysis assessed each parcel using building and land values, improvement potential, and parcel size. The table below summarizes the results by category, acreage, and share of the Study Area. **The majority of Wytheville's land is undeveloped (57.7%), meaning that the land is currently vacant, and depending on the context, could accommodate growth, if desired.**

Status	Description	Acres	Share
Developed	Building value is greater than land value	2,820.8	34.0%
Under-Developed	Building value is less than land value but greater than $0	529.2	6.3%
Undeveloped	Parcels with building value of $0	4,787.0	57.7%
Public Service Use	Areas not (or not likely) available for redevelopment	164.6	1.9%

Development

Lack of public utility infrastructure on the edges of Town, topography, floodplains, and karst geology may all contribute to pockets of undeveloped land on the edges of subdivisions and along the outskirts of the Town's boundaries.



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Town of Wytheville

Housing Conditions

Average Household Size

2.01

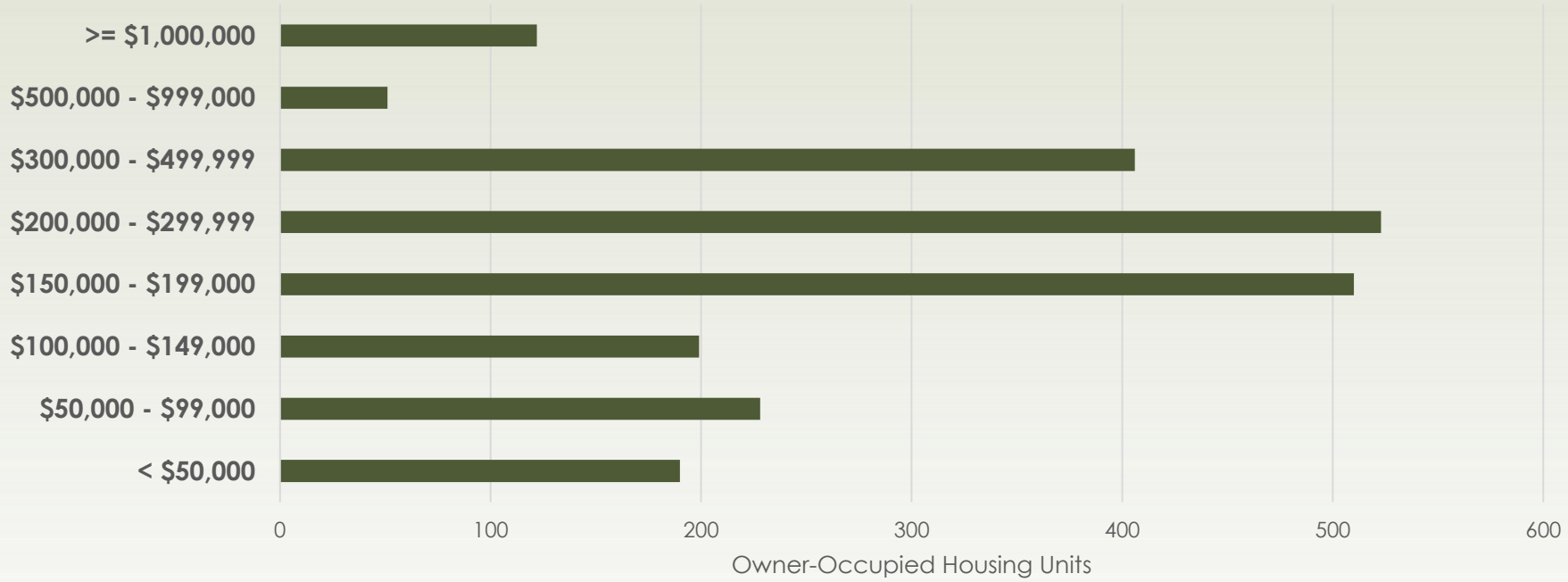
Persons per Household

Renter vs Homeowner

44%
Renter-Occupied

56%
Owner-Occupied

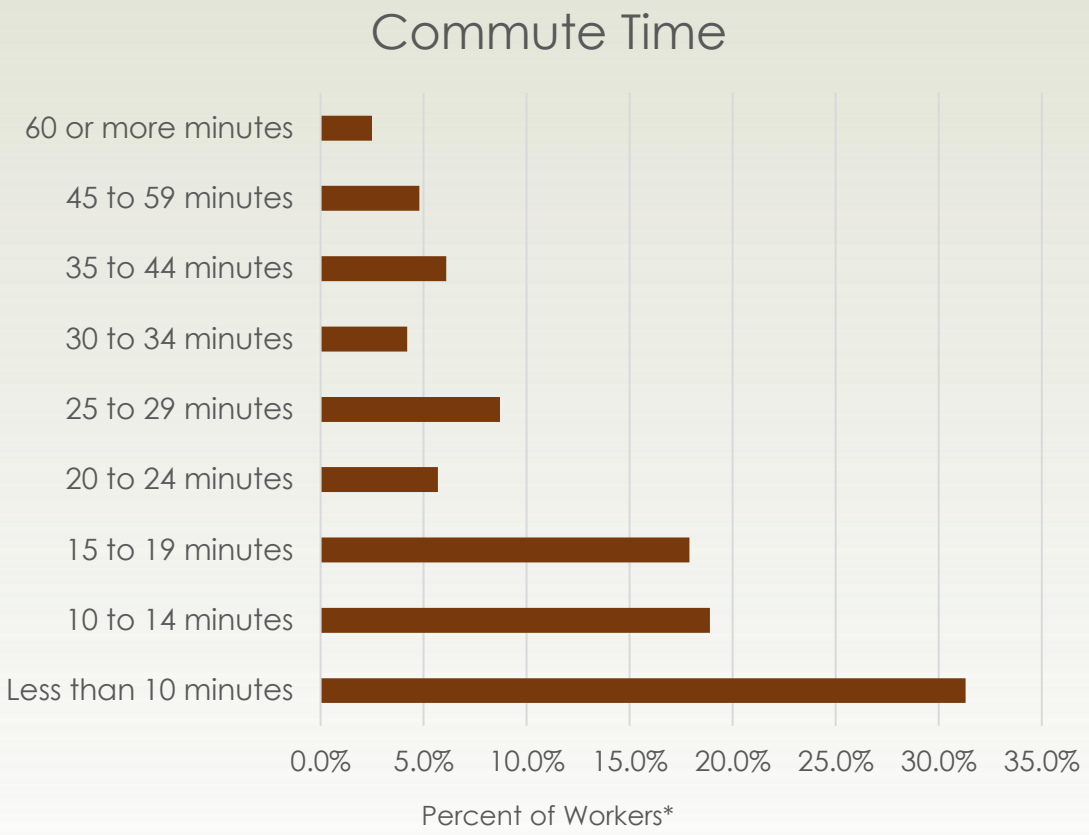
Residential Property Values



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 cover both the half of the population who rents and the half of the population who owns.

Source: American Community Survey (2024)

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

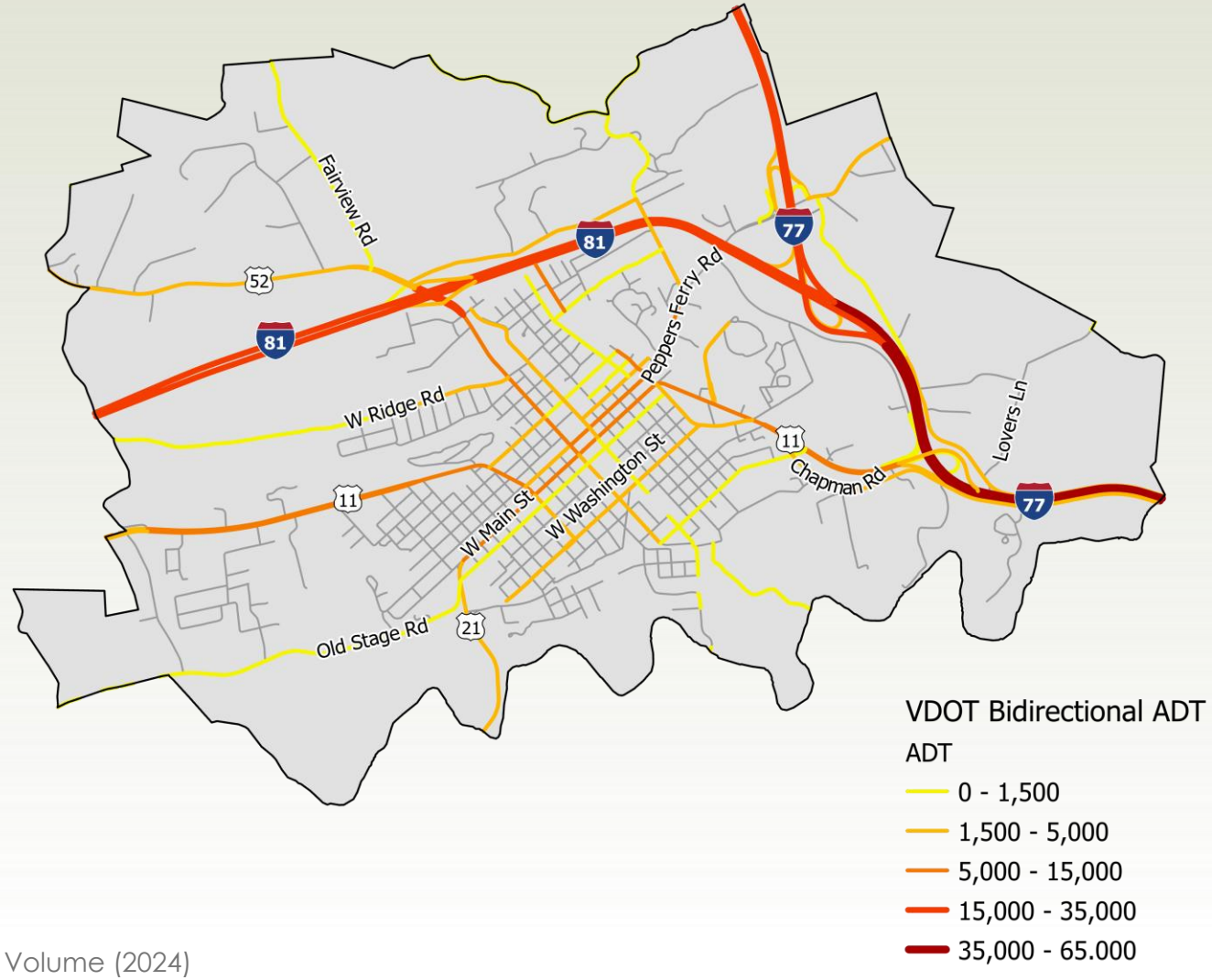
1,246
Live and Work in Wytheville

2,339
Commute Out

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

Average Daily Traffic

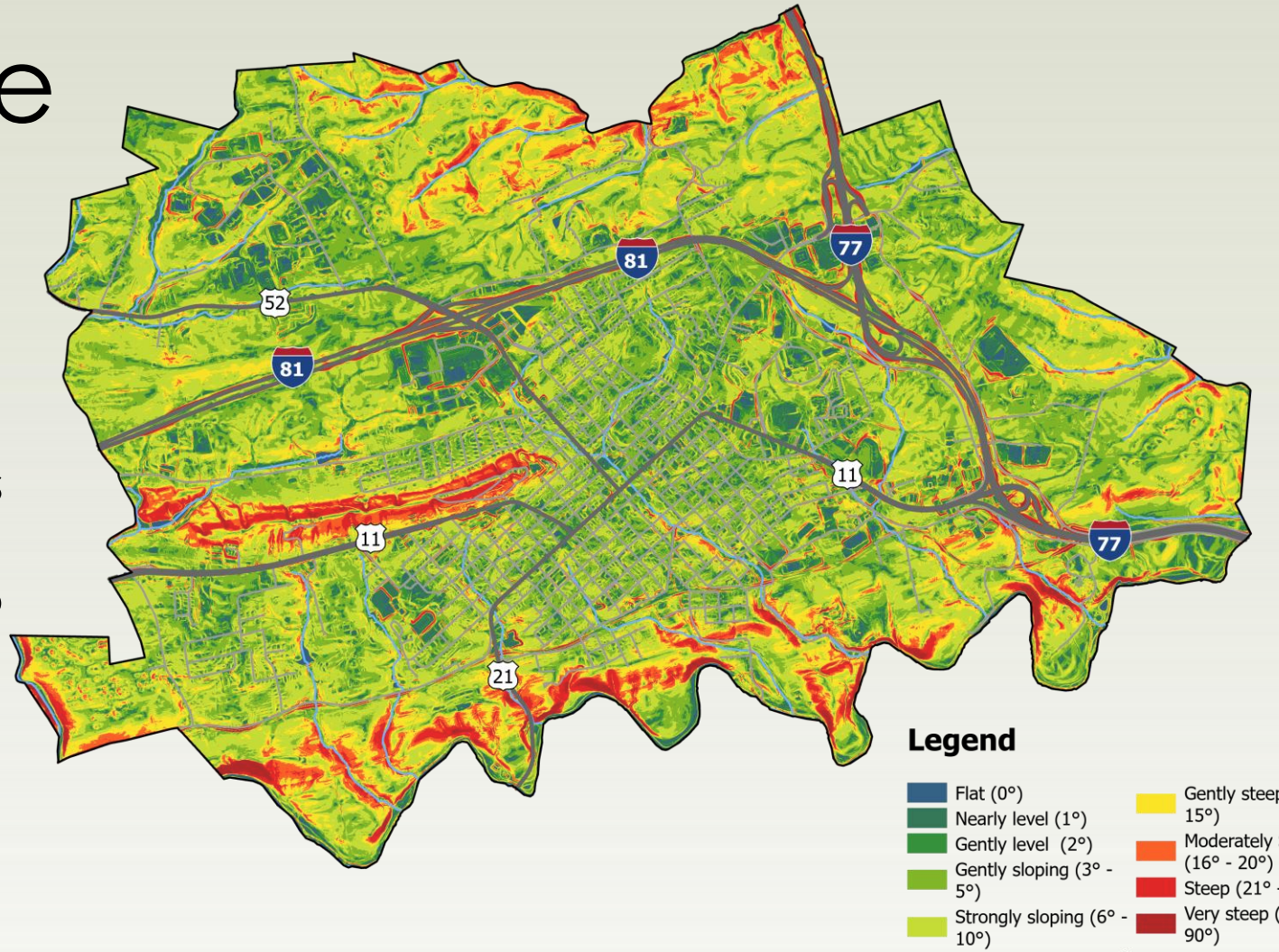
Outside of interstates (average daily traffic [ADT] between 20,000 and 61,000), the highest traffic roads include 4th St and Main St, with ADT as high as 16,000 on 4th St and 9,700 on Main St. Peppers Ferry Rd also has a notable ADT of 6,700. Local roads, such as Church St, have a far lower ADT around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



Source: VDOT Bidirectional Traffic Volume (2024)

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.



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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.



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Town of Wytheville

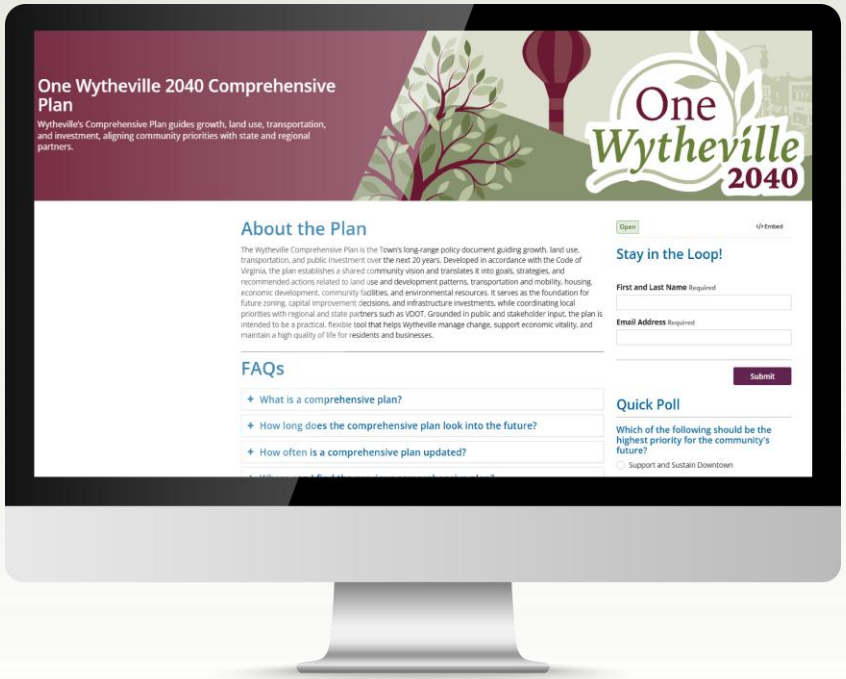
Discussion

UPCOMING ENGAGEMENT

Engagement Series 1

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Project Website





Digital Engagement Activities

Format

- **Online survey** with a mix of short-answer, ranking, and preference questions
- **Interactive map** allowing participants to share place-based feedback and comments

Key Input Sought

- What people value most about Wytheville and what they would like to change
- Community priorities across topics such as land use, housing, transportation, and services
- Preferences for the amount, type, and location of future growth
- Location-specific insights tied to neighborhoods, corridors, and key places

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US Government Class Engagement at George Wythe High School

Purpose

- Introduce students to the comprehensive planning process and why it matters for Wytheville's future
- Build awareness of how local decisions shape growth, services, and quality of life

Format

- Classroom-based, interactive discussion and activities
- Designed to be accessible, engaging, and age-appropriate

Key Input Sought

- Student perspectives on what they value about Wytheville
- Ideas about what should change or improve over time
- Preferences related to future growth and community character

Connection to Broader Engagement

- Student input complements the online survey and interactive map
- Provides a youth perspective to compare with community-wide and stakeholder feedback

Summit on the Future—Stakeholder Symposium

Purpose

- Convene a broad range of local stakeholders to inform the Comprehensive Plan
- Gather targeted input from community leaders, organizations, and key sectors

Format

- Single, in-person symposium with facilitated discussion and interactive stations
- Designed to encourage dialogue across different perspectives and interests

Key Input Sought

- Challenges and opportunities facing Wytheville
- Community priorities across topics such as land use, transportation, housing, and services
- Preferences for the amount, type, and location of future growth

Connection to Broader Engagement

- Reinforces and expands on themes explored in the online survey
- Allows comparison of stakeholder perspectives with public and student input

Discussion

Next Steps

1. Publish website and survey
2. Promote website and survey
3. Send out invitations to the stakeholder symposium



What: Summit on the Future Stakeholder Symposium

When: Thursday, April 30, 2026, from 5:30pm to 7:30pm

Where: Wytheville Meeting Center (333 Community Blvd, Wytheville, VA 24382)

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Final Thoughts and Questions