Engagement Summary

Phase 1

April & May 2026

Phase I Engagement Activities

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

- **Growth Options – High School Event:** April 30, 2026
- **Summit on the Future – Stakeholder Symposium:** April 30, 2026
- **Online Survey:** April 9, 2026 to May 15, 2026
- **Interactive Map:** April 9, 2026 to May 15, 2026



High School Engagement

Growth Options Activity

~ 30 Senior Class Government Students



Meeting Highlights

The Town met with senior Government students at ***George Wythe High School***, where they conducted a ***Growth Options Mapping Activity*** in the school library.

- The activity split the students into groups, asking them to work as a team to allocate dots, representing different kinds of growth.
- Each group got one map of the study area and a certain number of dots, depending on the growth scenario.

The intent of the activity was to explore the students' preferences for where and how future growth should occur in Wytheville to inform the future land use strategy.*



**Activity and results described in greater detail on the following slides.*

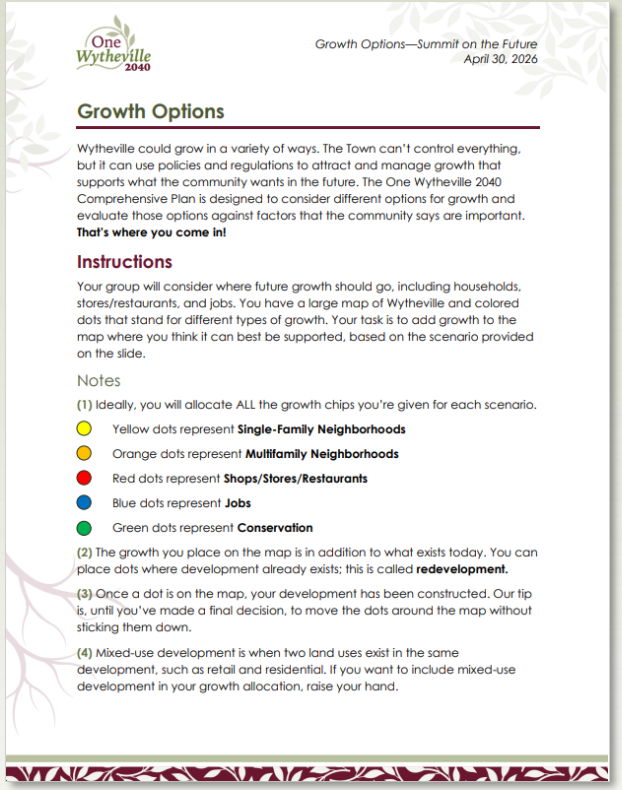
Chip Game Activity

Groups were given instruction sheets, large maps of the study area, and colored dots (or "chips") that indicate different types of growth. They were also given green dots to indicate areas they want to preserve.

All groups were tasked with allocating all their growth chips based on the growth scenarios they were presented. Three growth scenarios were presented:

- **2026 – 2035**: Steady but cautious growth, focused on existing neighborhoods
- **2036 – 2040**: Increased growth and mixed-use interest, attracting new growth
- **2041-2050**: Managing success while maintaining sense of place and affordability

At the end of the activity, participants were given individual reflection sheets to fill out and "report back" their thoughts after the activity was completed.



One Wytheville 2040

Growth Options—Summit on the Future
April 30, 2026

Growth Options

Wytheville could grow in a variety of ways. The Town can't control everything, but it can use policies and regulations to attract and manage growth that supports what the community wants in the future. The One Wytheville 2040 Comprehensive Plan is designed to consider different options for growth and evaluate those options against factors that the community says are important. **That's where you come in!**

Instructions

Your group will consider where future growth should go, including households, stores/restaurants, and jobs. You have a large map of Wytheville and colored dots that stand for different types of growth. Your task is to add growth to the map where you think it can best be supported, based on the scenario provided on the slide.

Notes

(1) Ideally, you will allocate ALL the growth chips you're given for each scenario.

- Yellow dots represent **Single-Family Neighborhoods**
- Orange dots represent **Multifamily Neighborhoods**
- Red dots represent **Shops/Stores/Restaurants**
- Blue dots represent **Jobs**
- Green dots represent **Conservation**

(2) The growth you place on the map is in addition to what exists today. You can place dots where development already exists; this is called **redevelopment.**

(3) Once a dot is on the map, your development has been constructed. Our tip is, until you've made a final decision, to move the dots around the map without sticking them down.

(4) Mixed-use development is when two land uses exist in the same development, such as retail and residential. If you want to include mixed-use development in your growth allocation, raise your hand.

- Yellow dots represent **Single-Family Neighborhoods**
- Orange dots represent **Multifamily Neighborhoods**
- Red dots represent **Shops/Stores**
- Blue dots represent **Jobs**
- Green dots represent **Conservation**

One Wytheville 2040 | Town of Wytheville

Scenario 1

2026 to 2035

After a period of population loss, Wytheville begins to stabilize and rebuild confidence. National recognition as a 2026 Great American Main Street Award winner helps boost local pride and highlights the town's sense of community and strong downtown. Modest housing development returns, with a focus on filling in existing neighborhoods, reinvesting in older areas, and offering more housing choices at a variety of price points. Small businesses and downtown startups grow as visibility and local pride increase. Growth is steady but cautious, focused on strengthening what already exists rather than expanding outward.

Legend

Single-Family Residential	4
Multifamily Residential	?
Shops	2
Jobs	1
Open Space Preservation	?

Exchange Rates

SINGLE-FAMILY TO MULTIFAMILY
3 Single-Family dots equal 1 Multifamily dot
MIXED USE RETAIL
1 large Multifamily and 1 large Shops (MU)
MIXED USE EMPLOYMENT
1 large Multifamily and 1 large Jobs (MU)

Scenario 2

2036 to 2040

By the late 2030s, Wytheville's earlier investments pay off as measurable growth. Residential development picks up as the town attracts new households seeking affordability, quality of life, and access to regional employment corridors. Downtown and adjacent areas see increased mixed-use interest, while employment growth diversifies beyond established industries. Wytheville becomes more proactive—planning for utilities, transportation, and shovel-ready sites to make sure growth aligns with community priorities.

Legend

Single-Family Residential	7
Multifamily Residential	?
Shops	3
Jobs	2
Open Space Preservation	?

Exchange Rates

SINGLE-FAMILY TO MULTIFAMILY
3 Single-Family dots equal 1 Multifamily dot
MIXED USE RETAIL
1 large Multifamily and 1 large Shops (MU)
MIXED USE EMPLOYMENT
1 large Multifamily and 1 large Jobs (MU)

Scenario 3

2041 to 2050

Entering the 2040s, Wytheville becomes a regional anchor community, recognized for its livability, walkable downtown, and balanced growth strategy. Population and job growth continue, supported by long-term investments in housing choice, workforce readiness, and placemaking. Growth pressure increases, particularly along key corridors and at gateways or entrances into town, requiring thoughtful decision-making about annexation, land conservation, and redevelopment of existing areas versus expansion. Wytheville's challenge is no longer attracting growth—but managing success while maintaining its character, affordability, and sense of place.

Legend

Single-Family Residential	9
Multifamily Residential	?
Shops	5
Jobs	4
Open Space Preservation	?

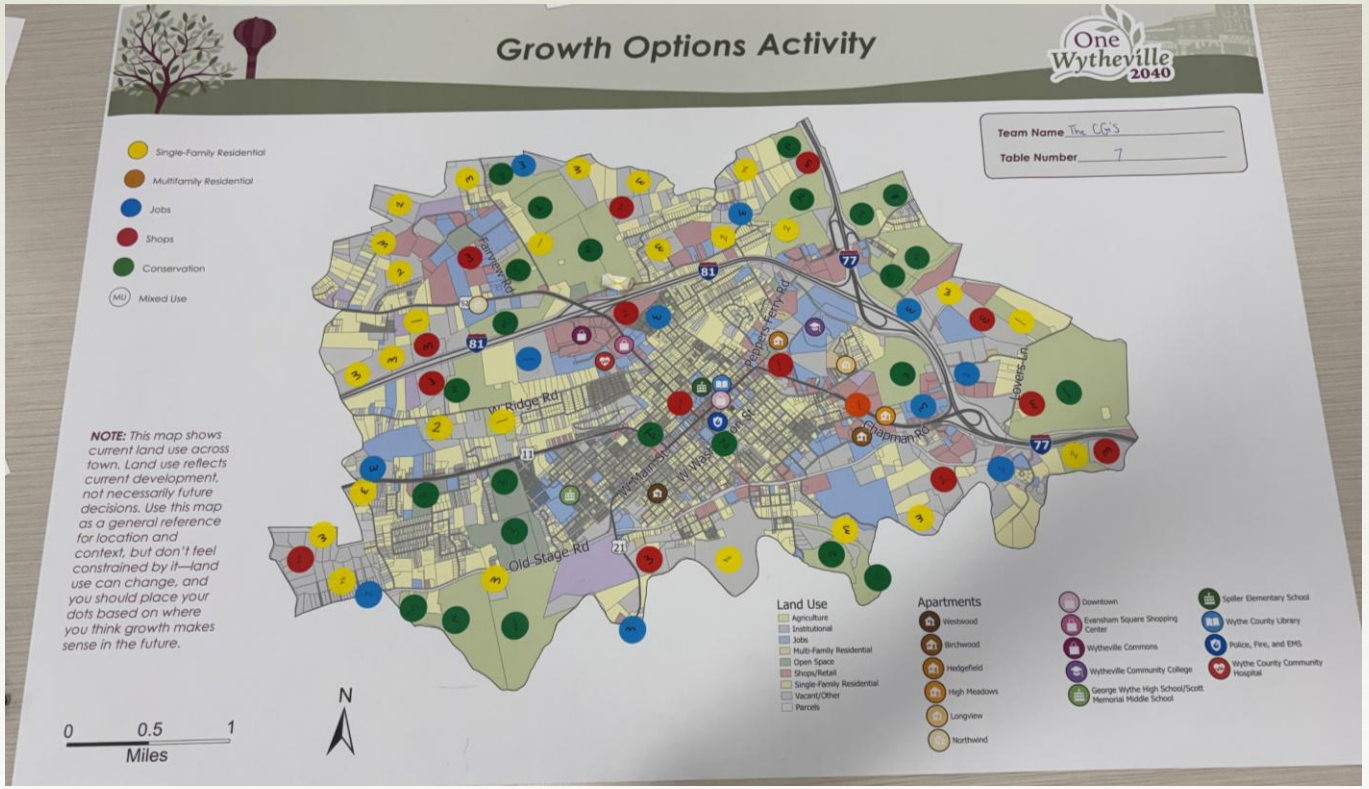
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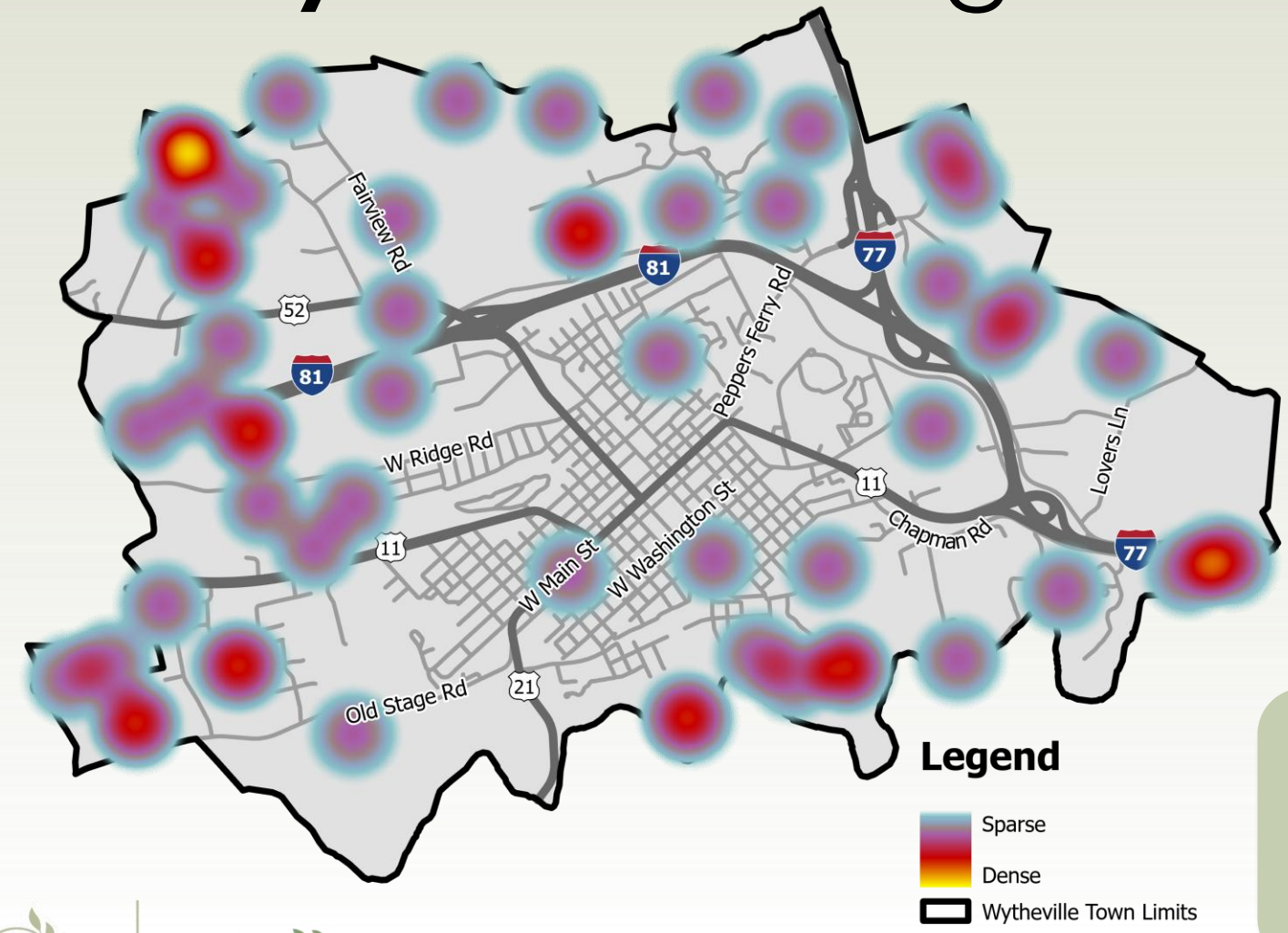
Growth Maps

On the following slides, we've consolidated the groups' final growth maps into heat maps, indicating where, overall, participants want to focus growth for each land use category. These concentrated areas of growth will help inform the next steps of the planning process, the ***conceptual growth strategy*** and ***future land use map***.



One Wytheville 2040 | Town of Wytheville

By 2050, students envisioned **single-family residential** growth…



…in ***vacant*** parcels on the ***edge*** of Town. There was very little desire for single-family residential in Wytheville's core.

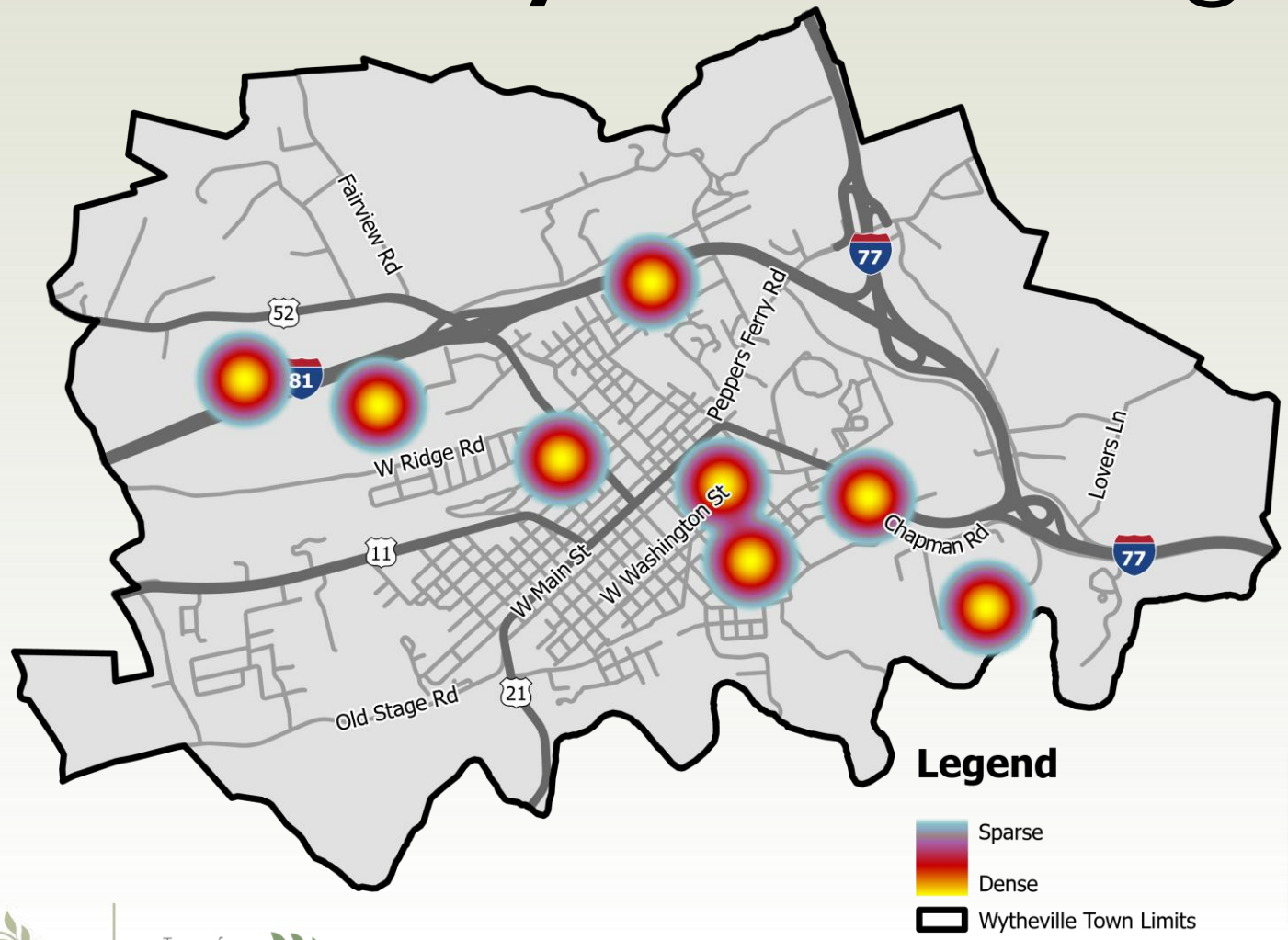
"More housing and recreational opportunities to keep Wytheville alive and provide affordable housing for incoming families."

"Housing needs to be updated and not so run down."

"Single-family housing in the more rural areas."

One Wytheville 2040 | Town of Wytheville

By 2050, students envisioned **multifamily residential** growth…



…along ***existing corridors***, within the ***core*** of the Town. Students placed multifamily dots both in vacant and developed parcels, suggesting a desire for ***both*** new growth and redevelopment.

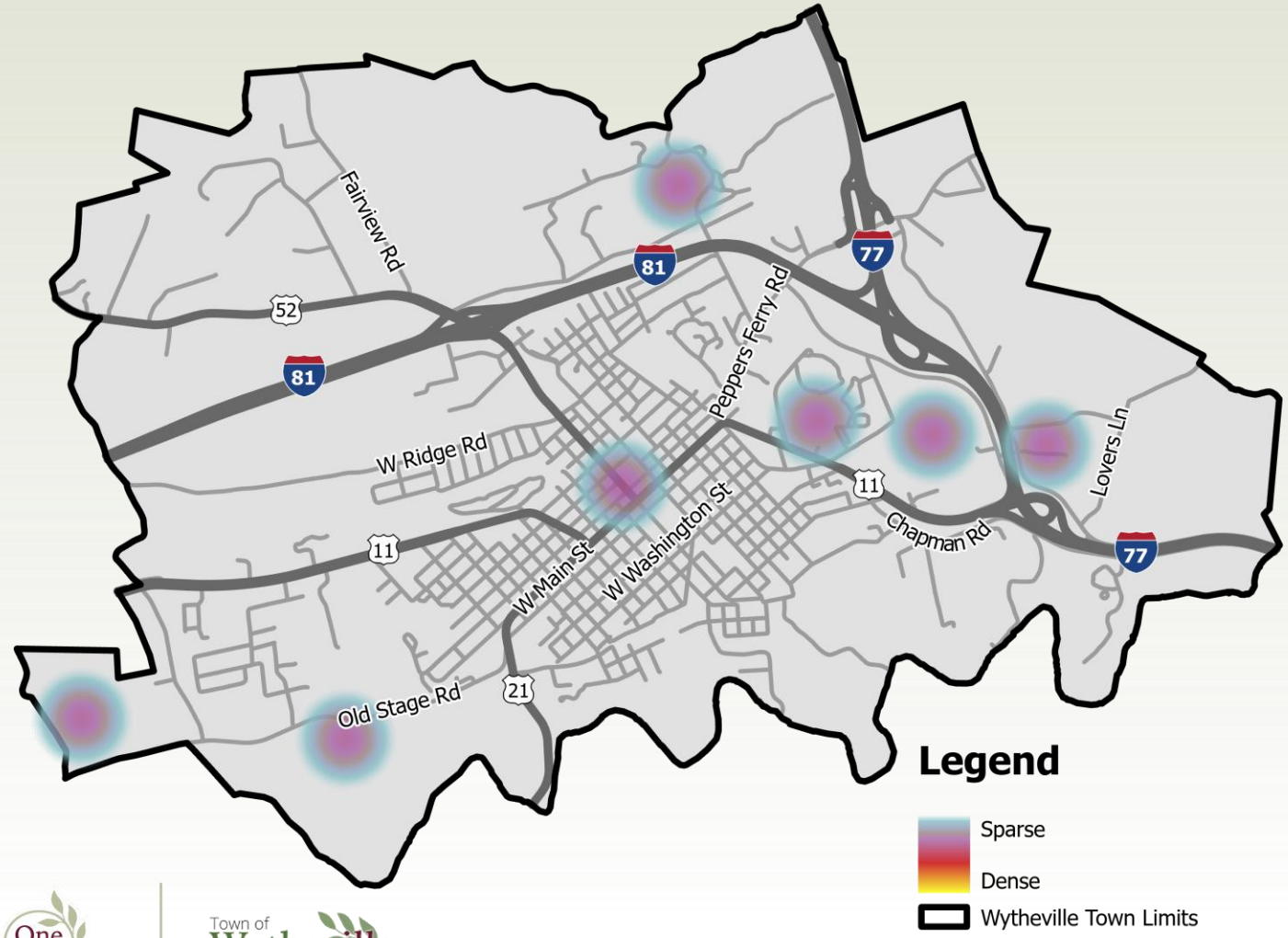
"More multifamily in the urban areas."

"Provide affordable housing for incoming families."

"Cheaper homes, lower income properties for the less fortunate."

One Wytheville 2040 | Town of Wytheville

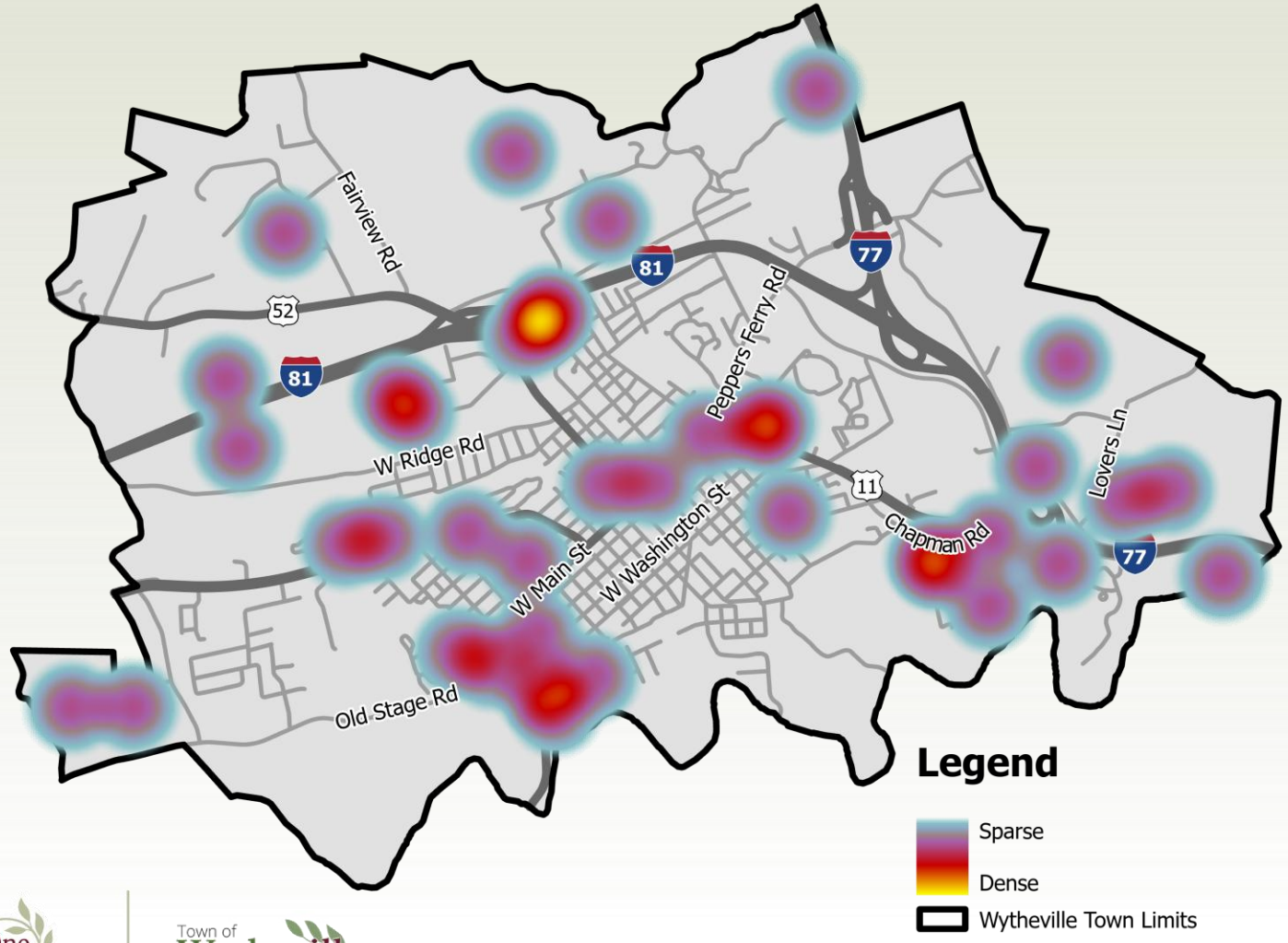
By 2050, students envisioned **mixed-use** growth…



…along major corridors and in Downtown. Though students expressed a strong desire for ***multifamily residential*** and ***retail***, they did not encourage high amounts of mixed-use growth.

One Wytheville 2040 | Town of Wytheville

By 2050, students envisioned **retail** growth…



…along ***Main Street*** in Downtown and in ***existing commercial areas*** off of corridors like I-81 and Route 11.

"More food and shopping."

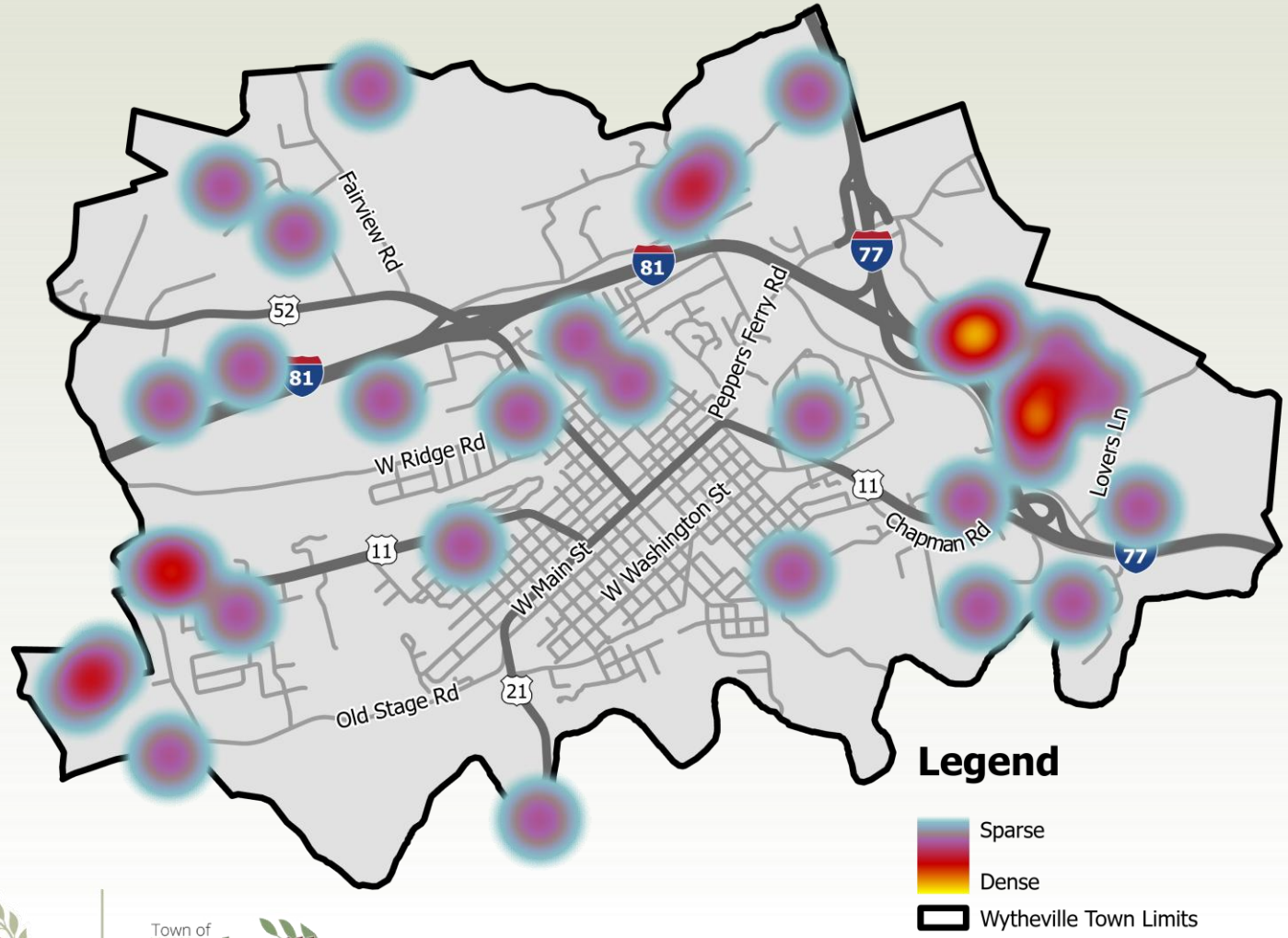
"We need more shops/stores/ restaurants."

"Things to do, more businesses & shops"

One Wytheville 2040

Town of Wytheville

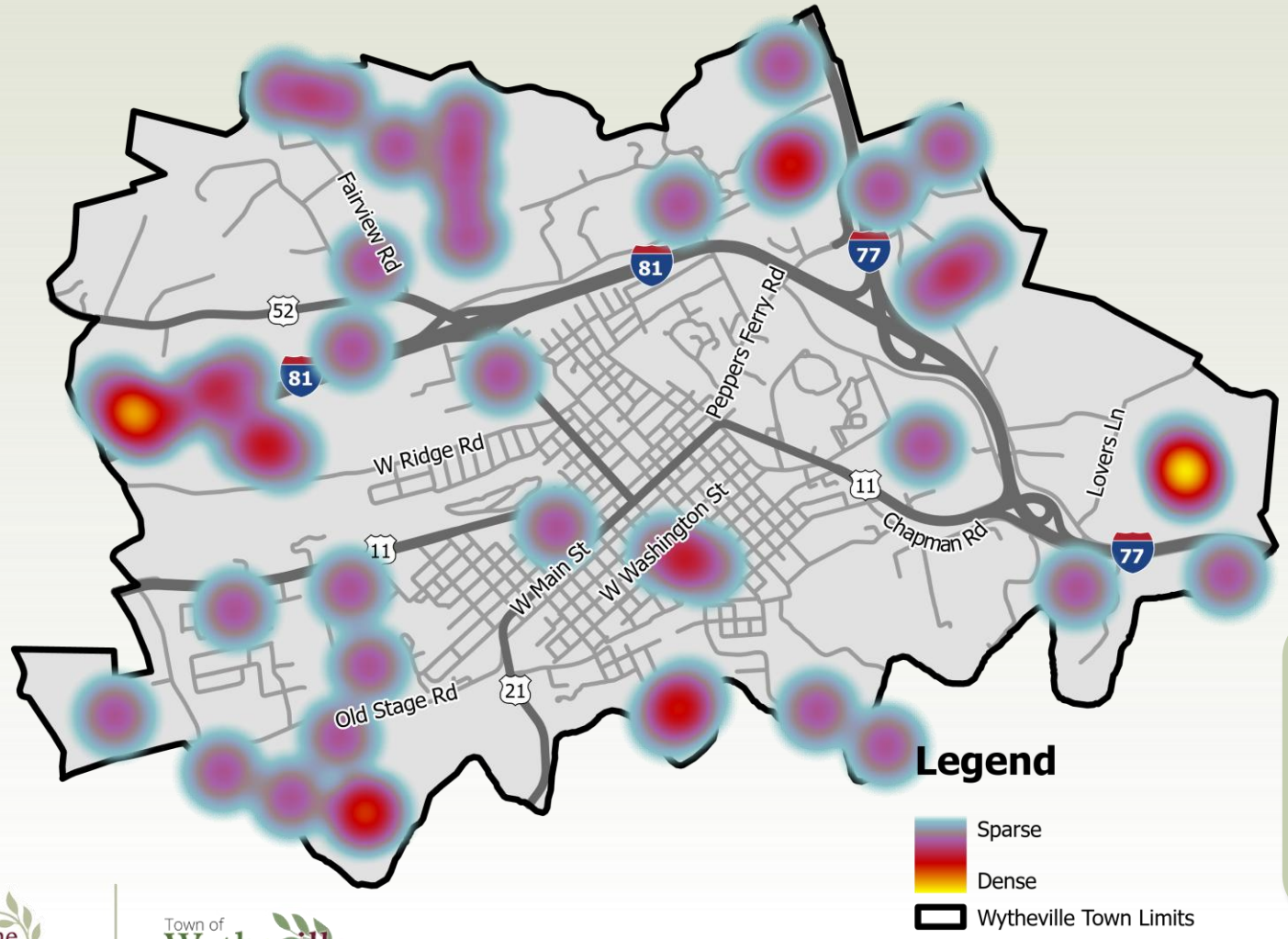
By 2050, students envisioned **jobs** growth…



…within the ***existing industrial*** and vacant areas east of I-77. Students expressed the desire for more and better jobs, as well as medical facilities.

One Wytheville 2040 | Town of Wytheville

By 2050, students envisioned **conservation**…



…for ***agricultural areas*** on the edge of town as well as ***existing parks*** like Elizabeth Brown park.

"Keep historic buildings like the Old Simms."

"More park growth."

"More growth spread out, not all clumped together."

One Wytheville 2040

Town of Wytheville

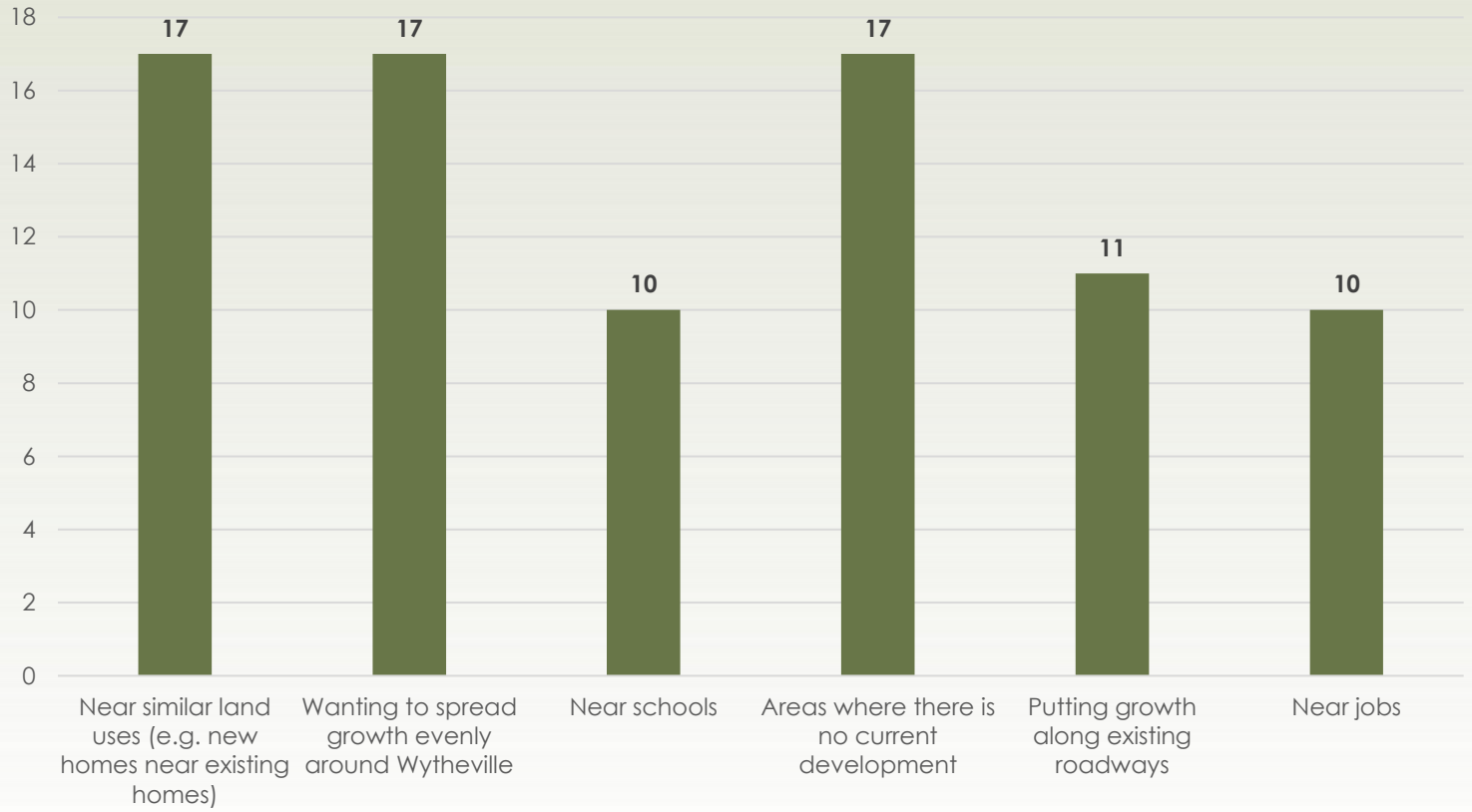
Chip Game Reflections | Do you wish you could have allocated more or less of a particular type of growth?

Students were split between wanting to allocate less shops and more single-family homes and wanting to allocate more shops, restaurants, and recreation. Most students agreed that they wanted to allocate more growth for multifamily housing in downtown areas, with single family in existing rural areas.



One Wytheville 2040

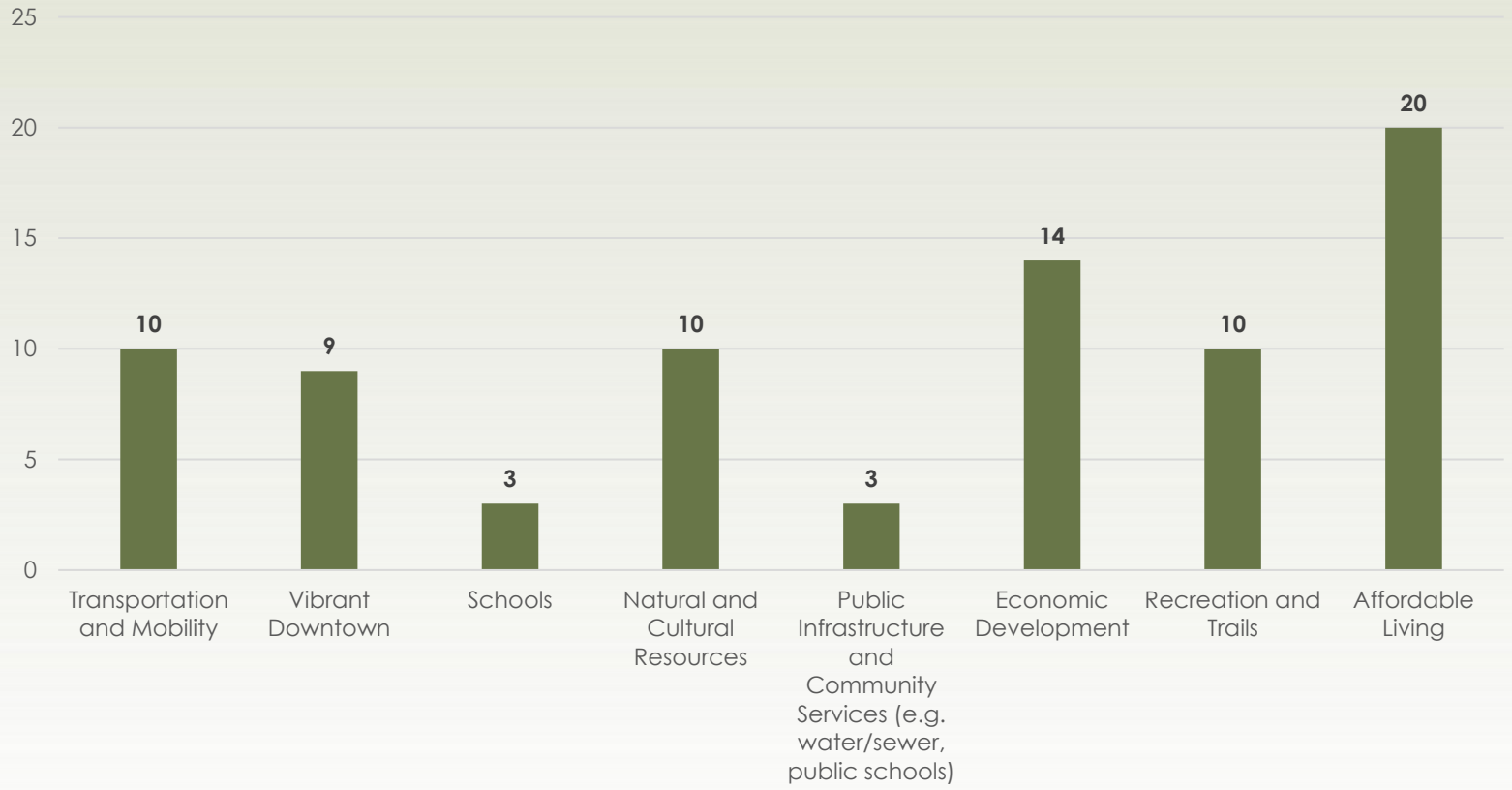
Chip Game Reflections | What kinds of things influenced where you placed your dots?



The groups considered ***similar land uses***, ***evenly distributed growth***, and ***undeveloped areas*** most when placing their dots.

One Wytheville 2040 | Town of Wytheville

Chip Game Reflections | When it comes to growth, what are your top three priorities?



The groups prioritized ***affordable living*** most as they considered growth strategies.

One Wytheville 2040 | Town of Wytheville

When you think about your future, what are the amenities, services, and opportunities that you would need to live your life in Wytheville?

"I want some more shops and places where my kids can hang out."

"Walkability, fun, art, night life"

"Affordable housing, more jobs, things to do"

"A more welcoming downtown while also expanding out"

"Provide backend residents a community without intense travel"

One Wytheville 2040 | Town of Wytheville

Summit on the Future

Stakeholder Symposium

~ 44 Stakeholder Attendees



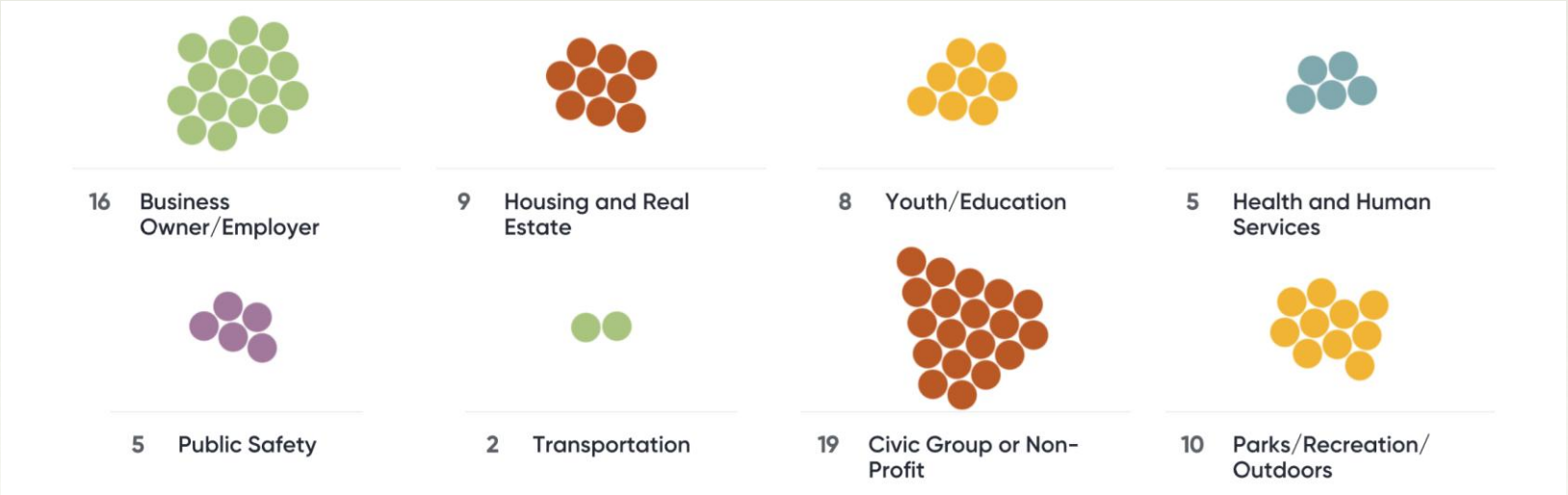
Meeting Highlights

The Town hosted a "***Summit on the Future***" at the Wytheville Meeting Center, providing dinner and a presentation on the project's background and progress. Attendees were selected from the community based on their involvement in the community and their interest in the plan. As with the high school students, the ***Growth Options Mapping Activity*** was conducted. Stakeholders also participated in a Interactive digital engagement (***Mentimeter***), meant to provide real-time feedback and help set the stage for the mapping activity.



Mentimeter Results | Which category best defines your professional or personal interests?

Most stakeholders were ***business owners/employers*** or from ***civic groups*** or ***non-profits***.



One Wytheville 2040

Town of Wytheville

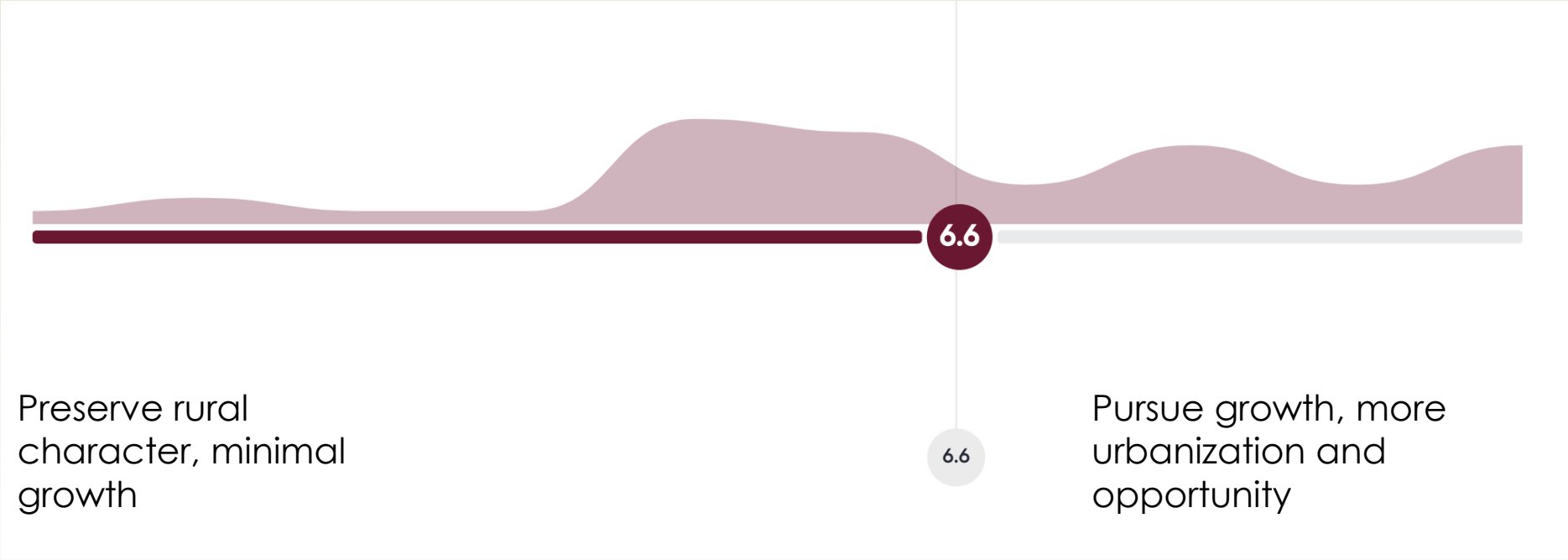
Mentimeter Results | In 1-3 words, what do you most want Wytheville to be known for in 2040?



Many stakeholders want Wytheville to feel ***safe*** and ***welcoming***, centered around a ***vibrant***, ***unique community***.

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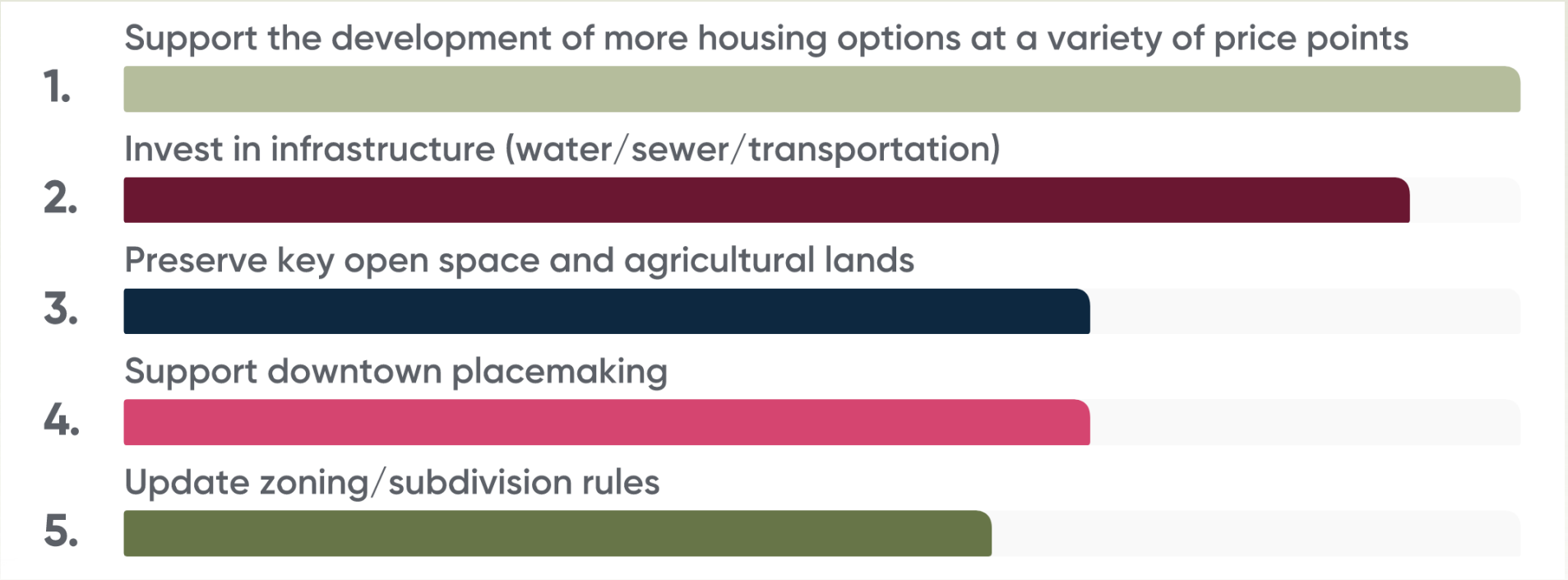
Mentimeter Results: Where should Wytheville sit on the spectrum of growth?



Stakeholders felt that Wytheville should ***pursue growth and opportunity*** to a moderate degree.

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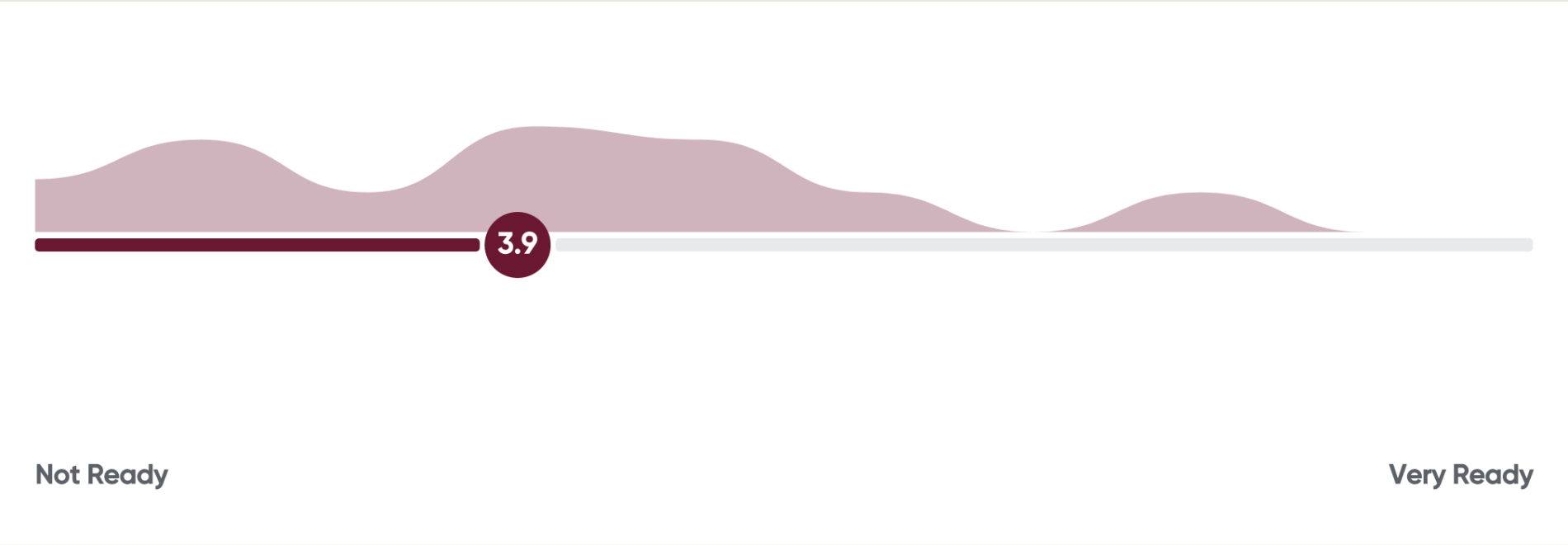
Mentimeter Results: What actions would best help Wytheville achieve the future you want?



Stakeholders voted that supporting the development of ***more housing options*** and ***investing in infrastructure*** would best help Wytheville flourish.

One Wytheville 2040 | Town of Wytheville

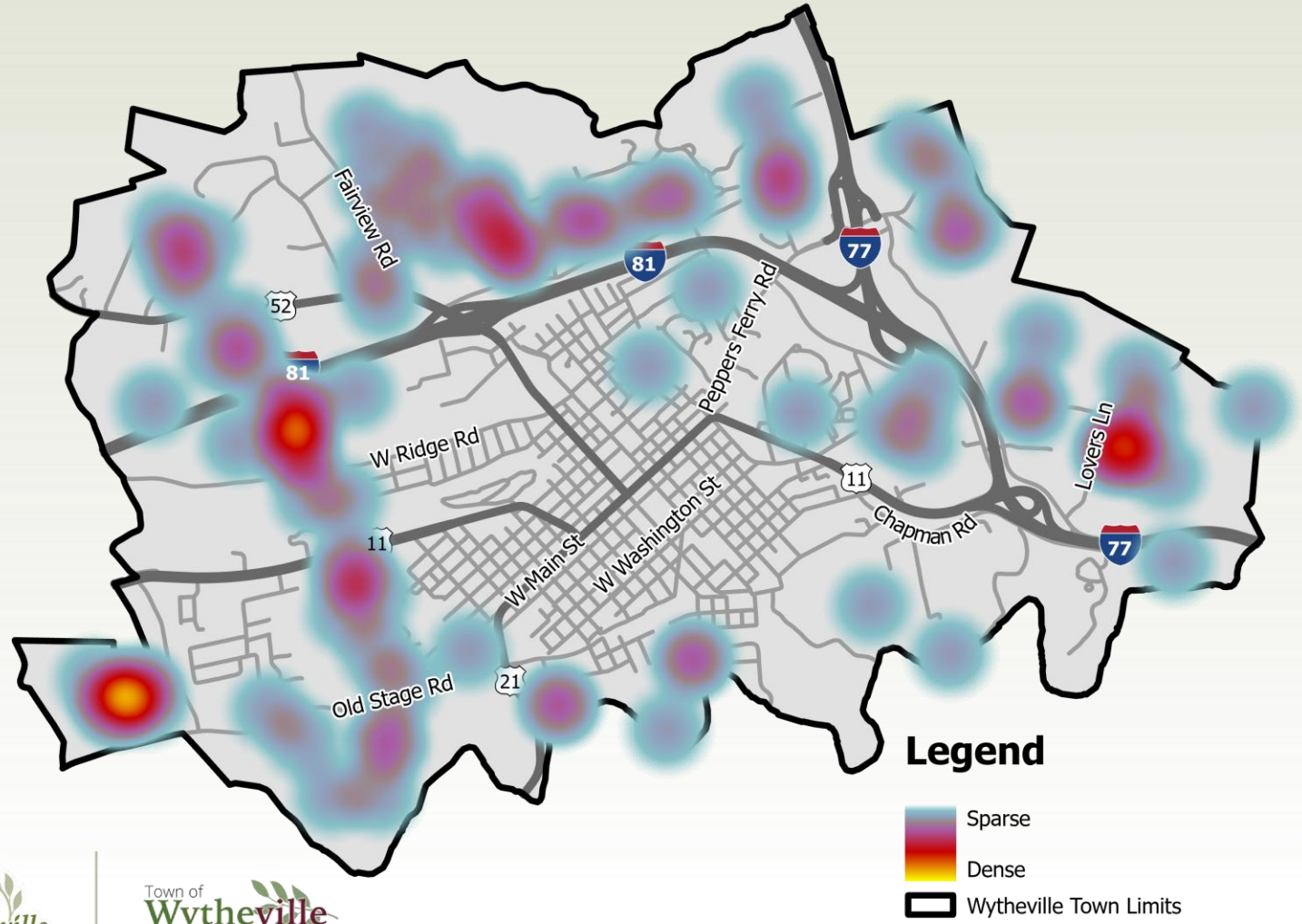
Mentimeter Results: How ready is Wytheville for growth right now? (in terms of infrastructure, site readiness, political and public support, etc.)?



Though stakeholders felt that Wytheville ***should*** pursue growth, they did ***not*** feel that Wytheville was prepared for growth right now.

One Wytheville 2040 | Town of Wytheville

By 2050, participants envisioned **single-family residential** growth…

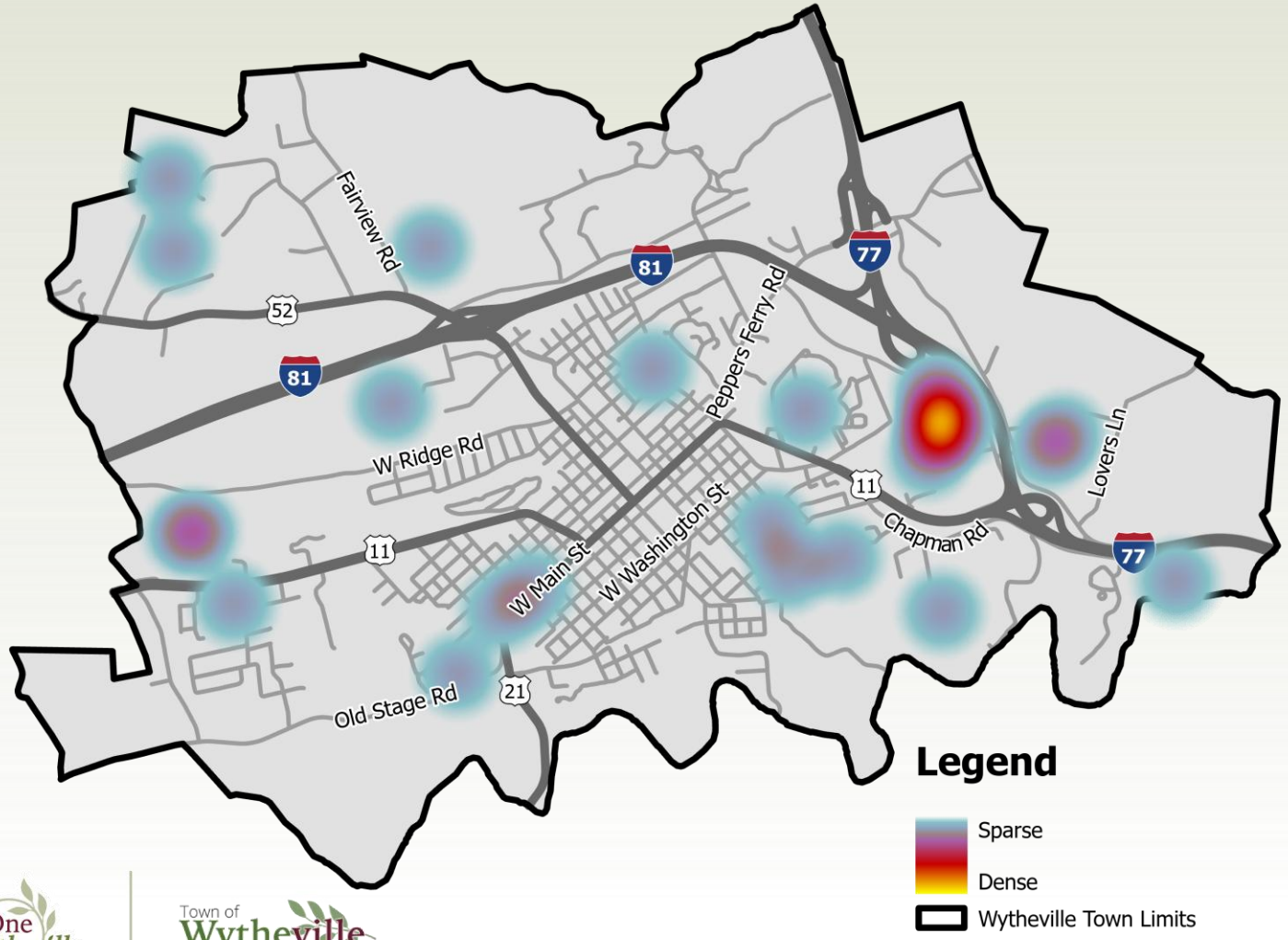


…on the ***outskirts*** of town, within ***vacant*** or ***agricultural lots.***

One Wytheville 2040

Town of Wytheville

By 2050, participants envisioned **multifamily residential** growth…



…on the ***vacant parcel*** bordered by Chapman Road to the South and I-77 to the East. Other locations included vacant parcels on the ***edge*** of town or infill/ redevelopment in the ***outskirts*** of Downtown.

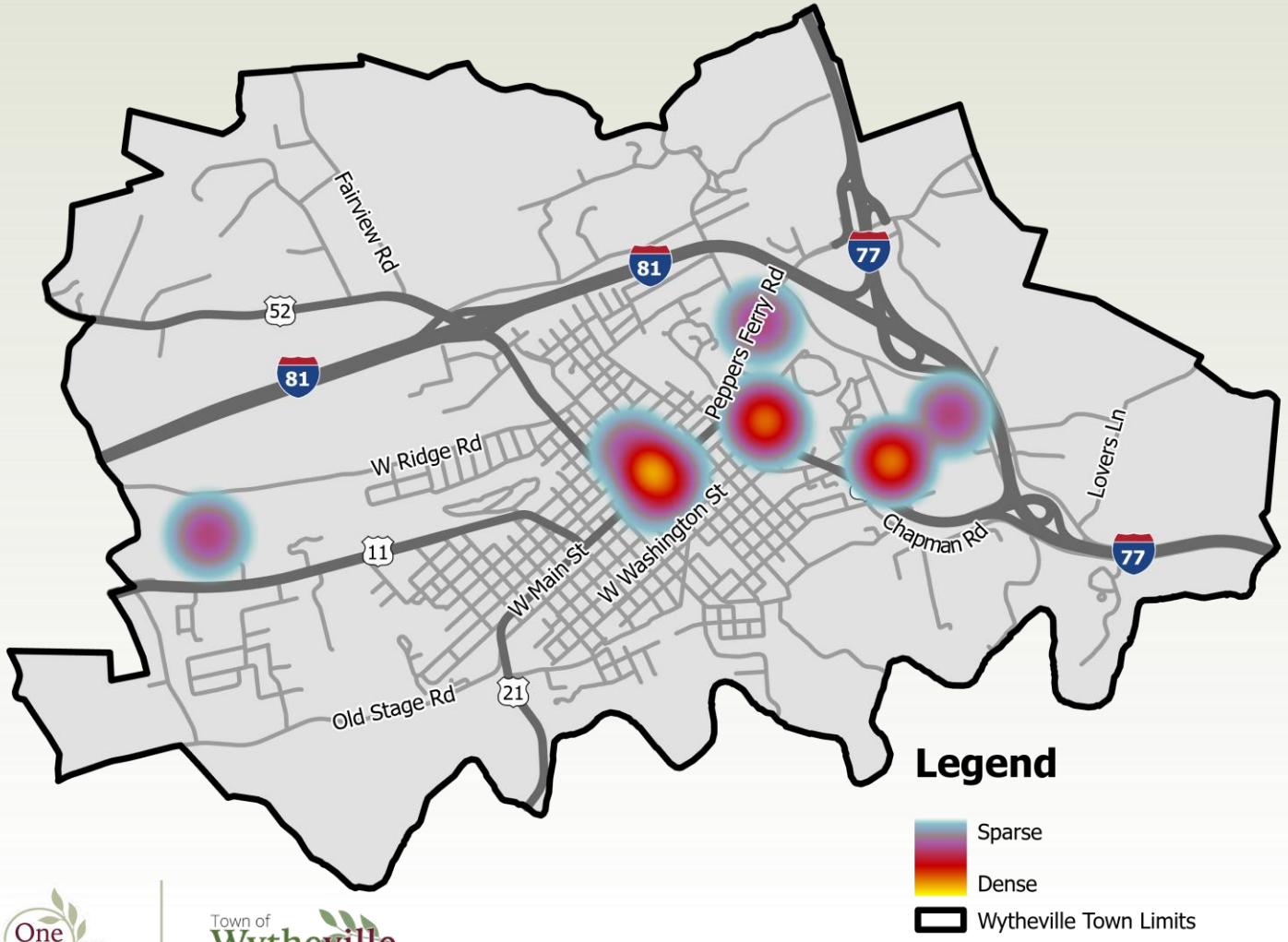
"Affordable housing is definitely needed"

"There will be more multi-family in the future"

"More affordable housing for young people and seniors"

One Wytheville 2040 | Town of Wytheville

By 2050, participants envisioned **mixed-use** growth…



…in existing, developed areas of Downtown, along the ***Main Street*** corridor.

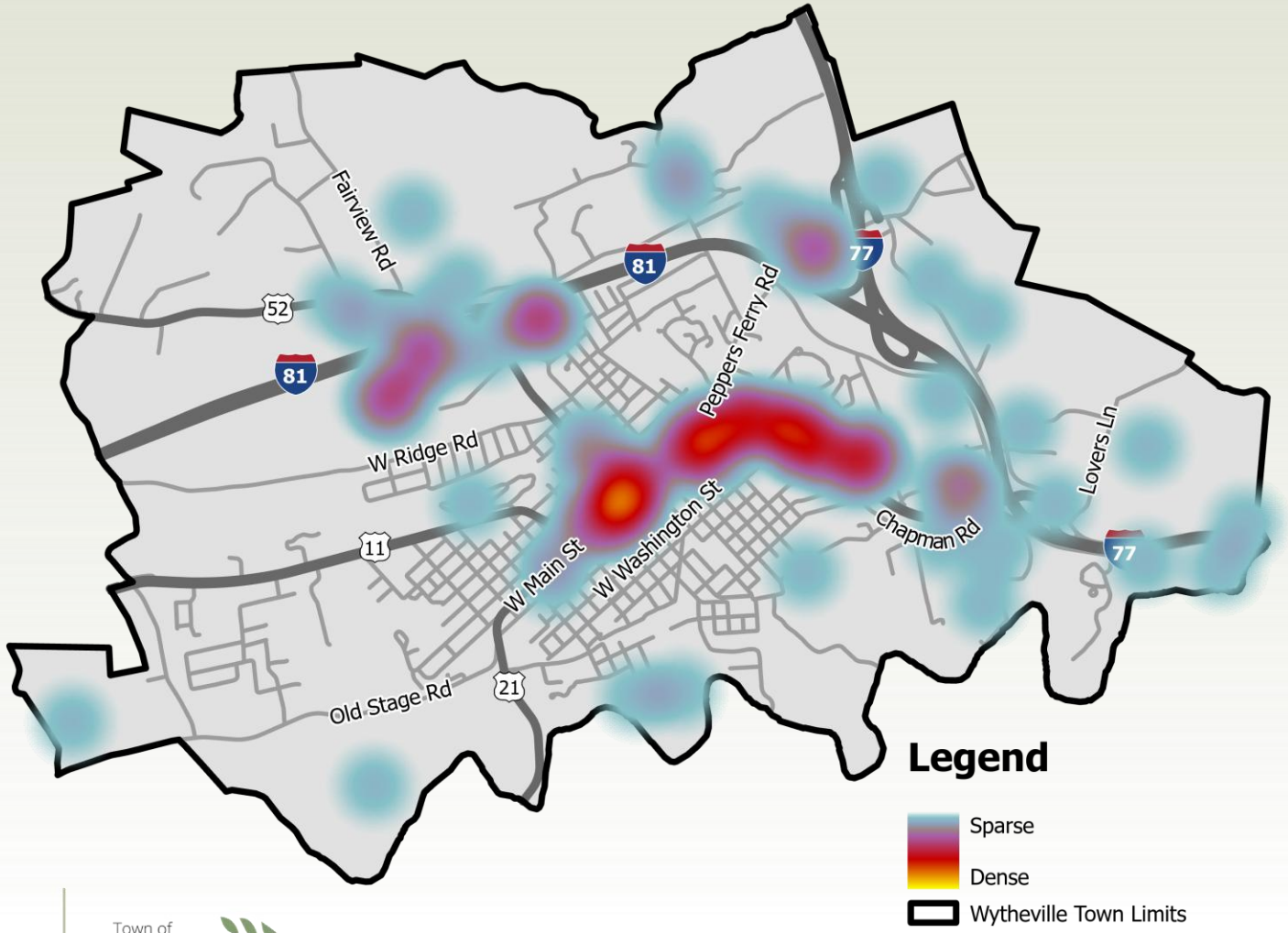
"Expanding the downtown area is good with providing multi-family living areas"

"More mixed-use and multifamily"

One Wytheville 2040

Town of Wytheville

By 2050, participants envisioned **retail** growth…

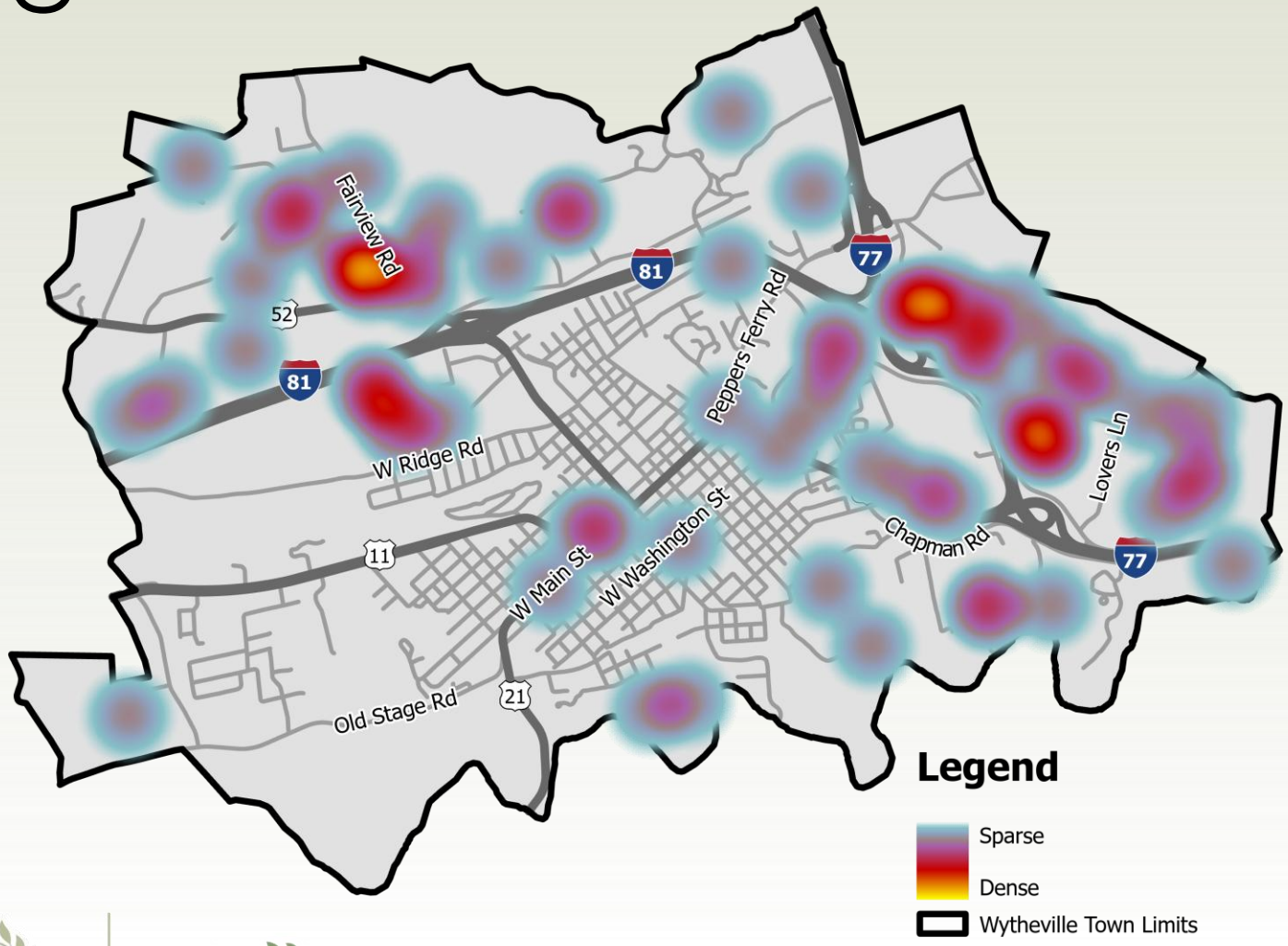


…along ***Main Street*** and Downtown, where ***existing retail*** is located.

One Wytheville 2040

Town of Wytheville

By 2050, participants envisioned **jobs** growth…

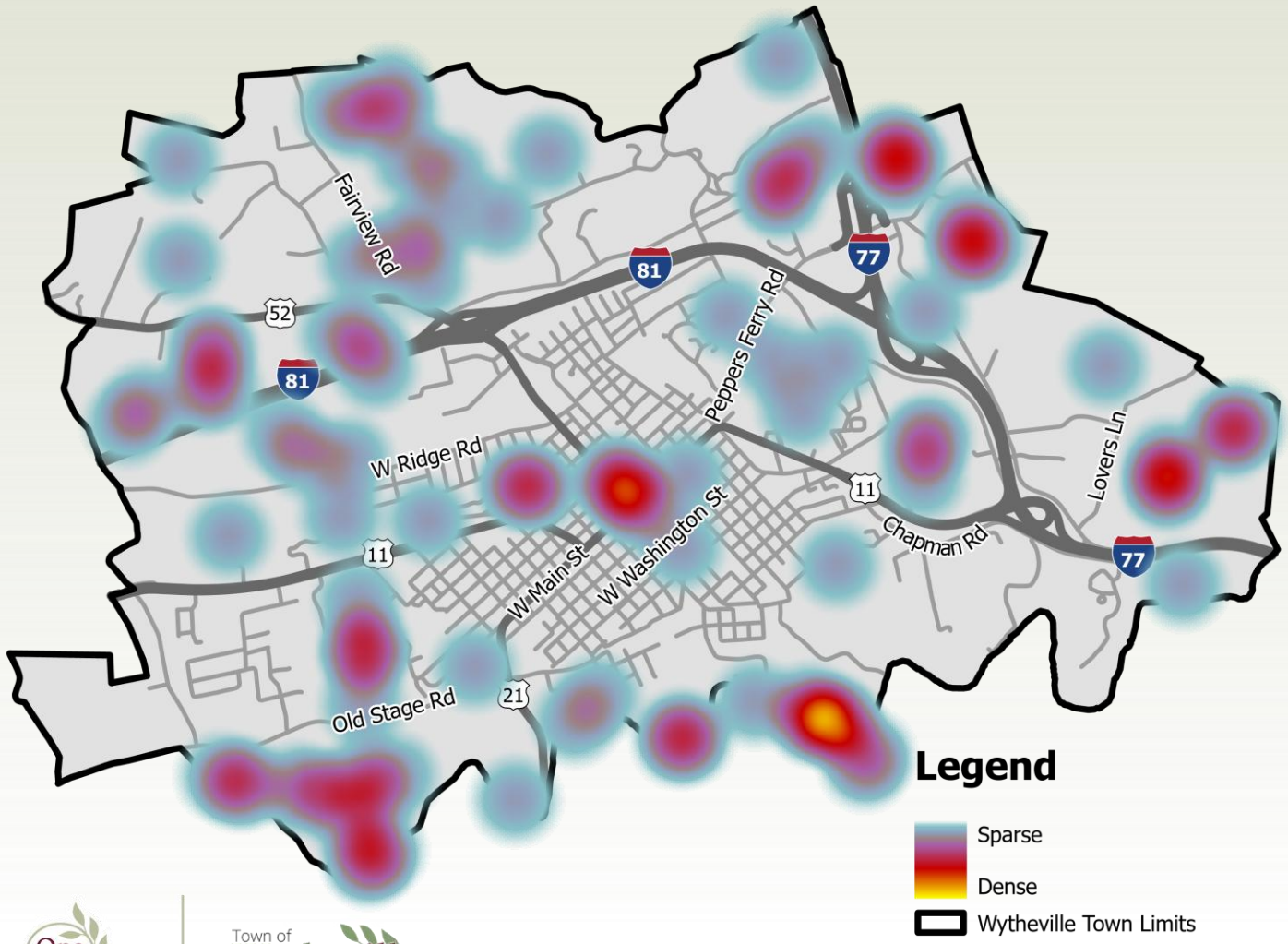


…throughout town, with concentrations on the ***Eastern edge***, which are currently vacant or industrial parcels, as well as the ***Northern edge*** of Town.

"Jobs, more people paying taxes could provide more money for infrastructure."

One Wytheville 2040 | Town of Wytheville

By 2050, participants envisioned **conservation**…



…throughout town, particularly along ***Reed Creek*** on the Southern border, Downtown, and throughout ***agricultural land*** on the edge of town.

"Preserving green space is important."

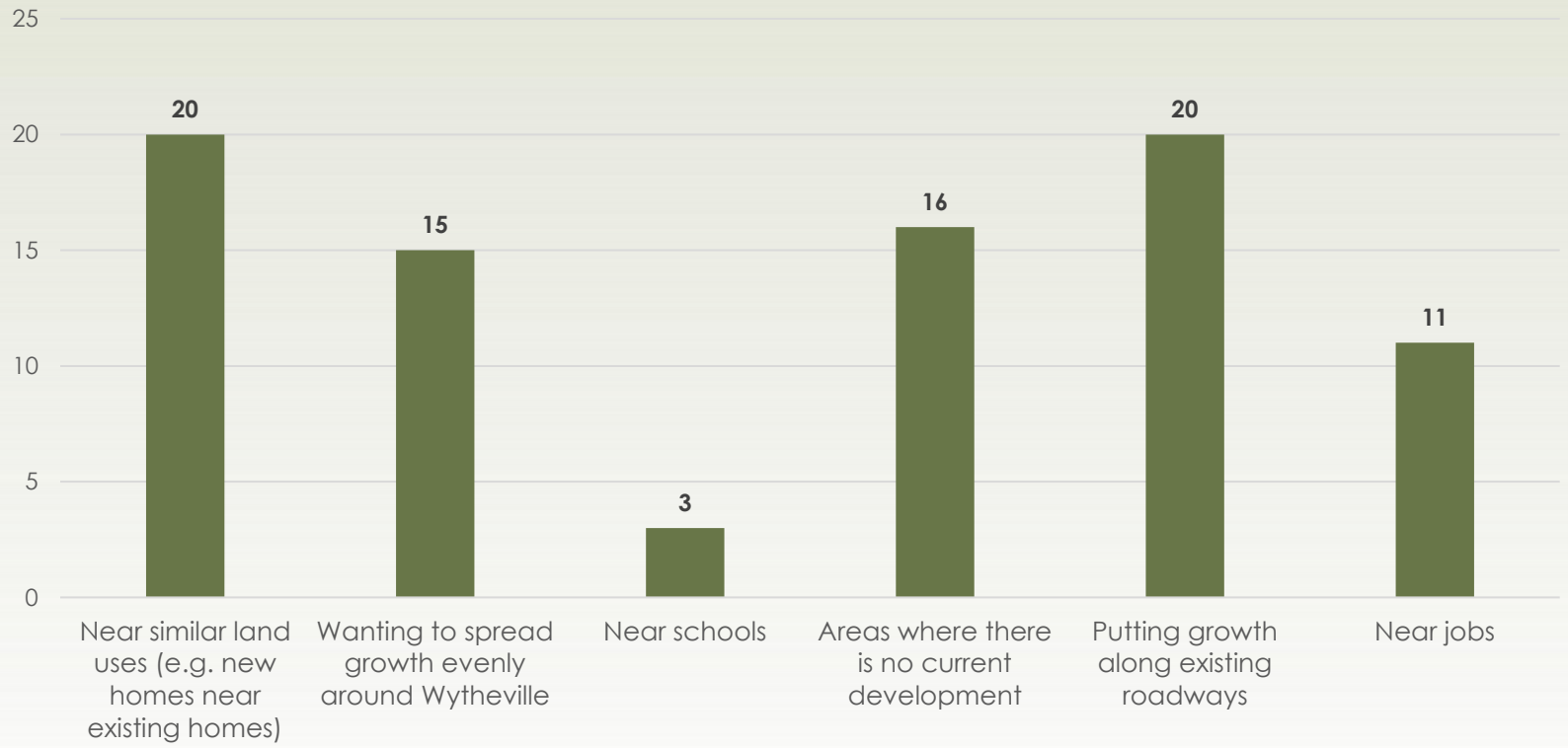
"We should save more of the farmland."

"Need to improve a lot of existing buildings."

One Wytheville 2040

Town of Wytheville

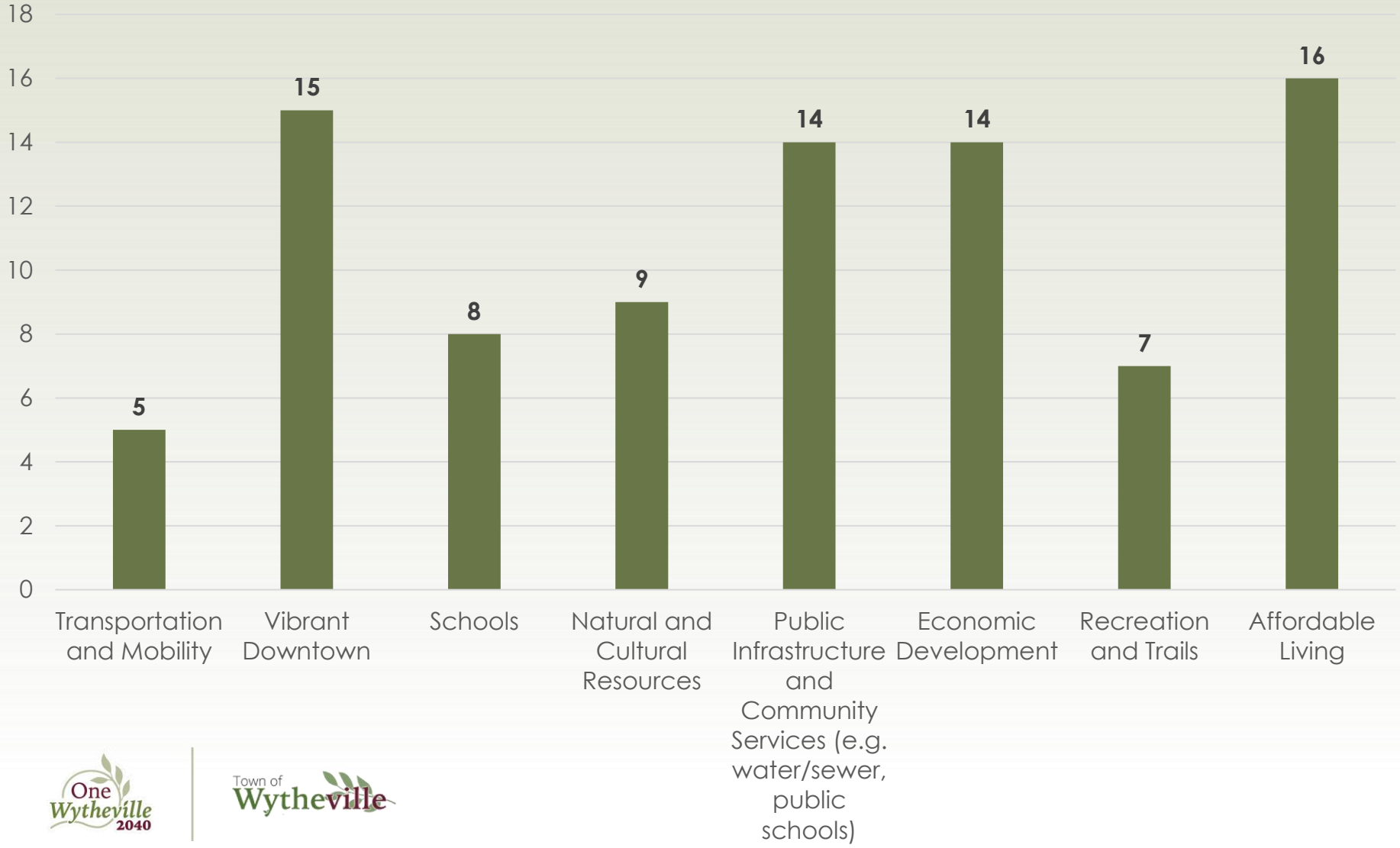
Chip Game Reflections | What kinds of things influenced where you placed your dots?



The groups mainly considered ***similar land uses*** and ***existing roadways*** when placing their dots.

One Wytheville 2040 | Town of Wytheville

Chip Game Reflections | When it comes to quality of life, what are your top three priorities?



Stakeholders' top priorities for quality of life were ***affordable living*** and ***vibrant downtown***. Participants also mentioned public infrastructure and community services, as well as economic development.

One Wytheville 2040 | Town of Wytheville

Chip Game Reflections | When it comes to quality of life, what are your top three priorities? **Why?**

"Public infrastructure and community services drives everything"

"Maintain the character of the town."

"Rural living, but also good resources and infrastructure."

"We need to draw in more tourism and residences."

"Economic development lends itself to all other aspects of quality of life."

One Wytheville 2040 | Town of Wytheville

Chip Game Reflections | What is the hardest part about making decisions on where to place and prioritize growth?

- Stakeholders discussed feeling ***tension*** between conservation and development
- Many stakeholders expressed concern with current landowners and ***hesitancy to sell*** or develop
- Stakeholders echoed sentiments from the Mentimeter, voicing frustration of the ***limited resources*** to support future growth.



One Wytheville 2040

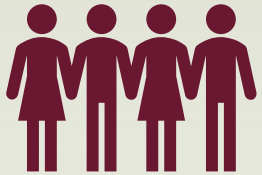
Community Survey

Online Engagement



Survey At A Glance

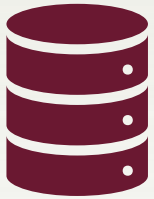
- Hosted on the Social Point project website and engagement hub
- Open April 9, 2026, to May 15, 2026
- Advertised via social media, newsletter, email, radio, and word of mouth



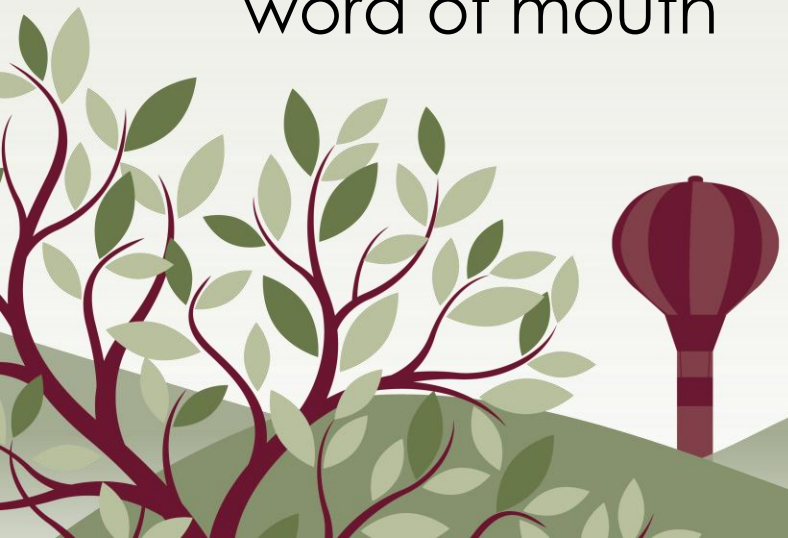
159
Participants



949
Comments



9,362
Data Points



One Wytheville 2040

Q1a: Use ONE WORD to describe what you love about Wytheville (submit up to three one-word answers).



- **Strong sense of community and friendliness**—participants value the welcoming, small-town feel and neighborly atmosphere
- **Peaceful, safe, and quiet quality of life**—the town is seen as calm, secure, and a relaxing place to live
- **Scenic beauty and natural setting**—the mountains, parks, and overall natural scenery contribute to a strong sense of place
- **Charming, historic downtown character**—the town's character, history, and downtown are key parts of its identity and appeal

One Wytheville 2040 | Town of Wytheville

Planning Themes

Q1b: Use ONE WORD to describe what you would change about Wytheville (submit up to three one-word answers).

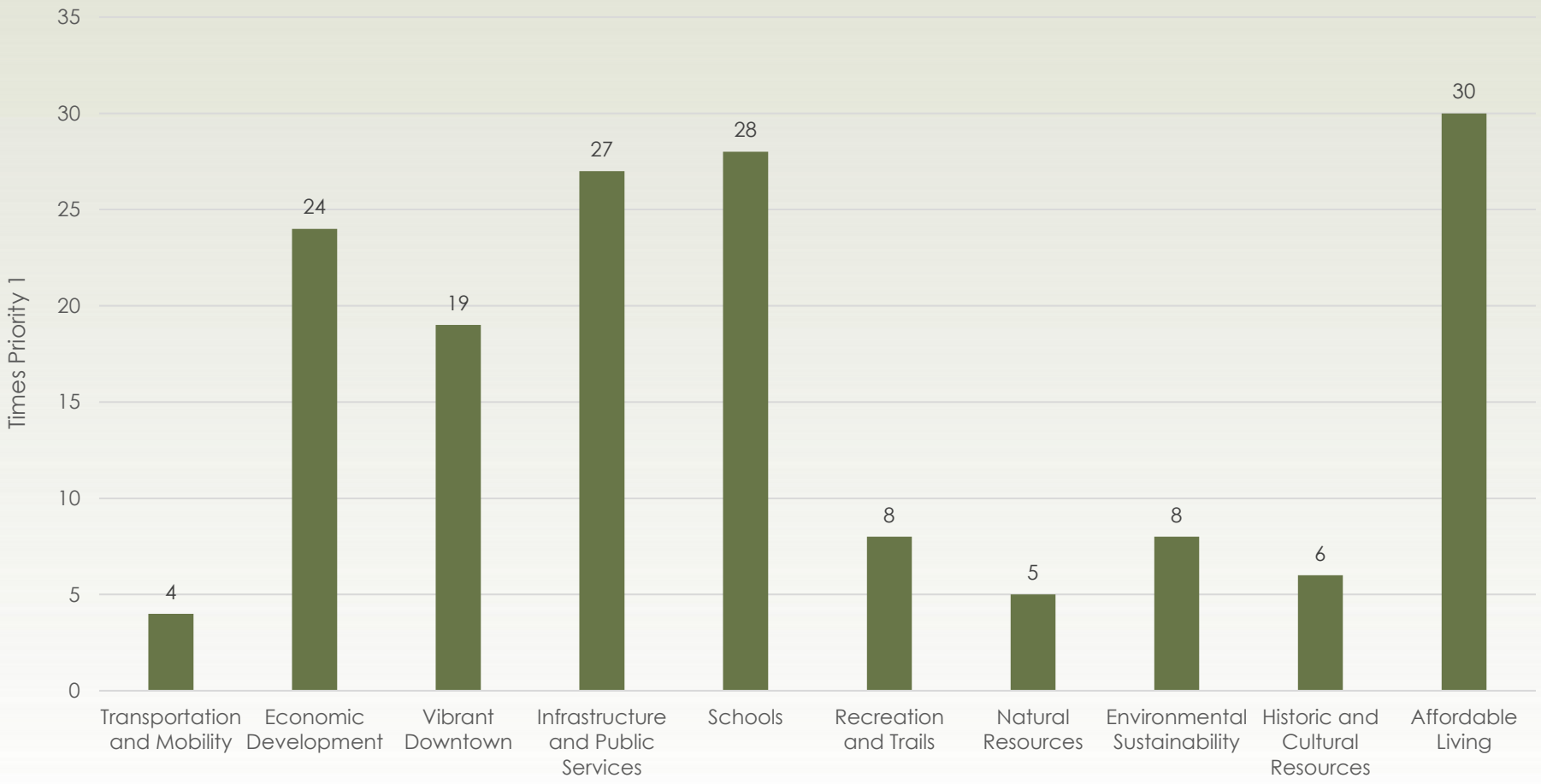


- **Housing affordability and homelessness concerns**—respondents are concerned about affordability, availability, and visible housing instability
- **Desire for more shopping, dining, and entertainment options**—desire for additional restaurants, retail, and entertainment opportunities to enhance local amenities and activity
- **Need for economic opportunity and growth**—desire for more employment options and a stronger local economy
- **Concerns about community challenges and infrastructure**—there's interest in addressing quality-of-life issues and improving community systems and services

One Wytheville 2040 | Town of Wytheville

Planning Themes

Q2: With the understanding that each topic is important, how would you rank the importance of the following topics in Wytheville?

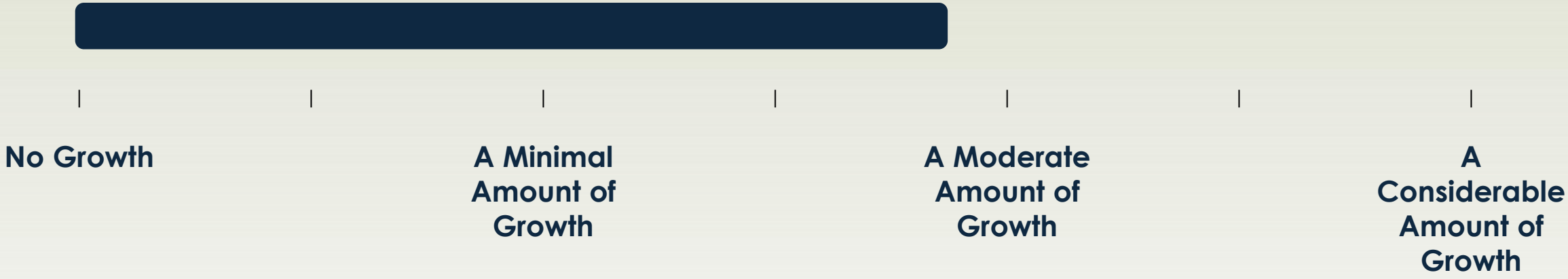


- Respondents most often selected **Affordable Living** as their top priority, followed by **Schools** and **Infrastructure and Public Services**
- **Economic Development** and continued emphasis on a **Vibrant Downtown** were the next highest priority
- **Transportation and Mobility**, **Natural Resources**, and **Historic and Cultural Resources** were selected as the top priority significantly less often
- This suggests a **focus on quality of life** over priorities related to the natural and built environment

One Wytheville 2040 | Town of Wytheville

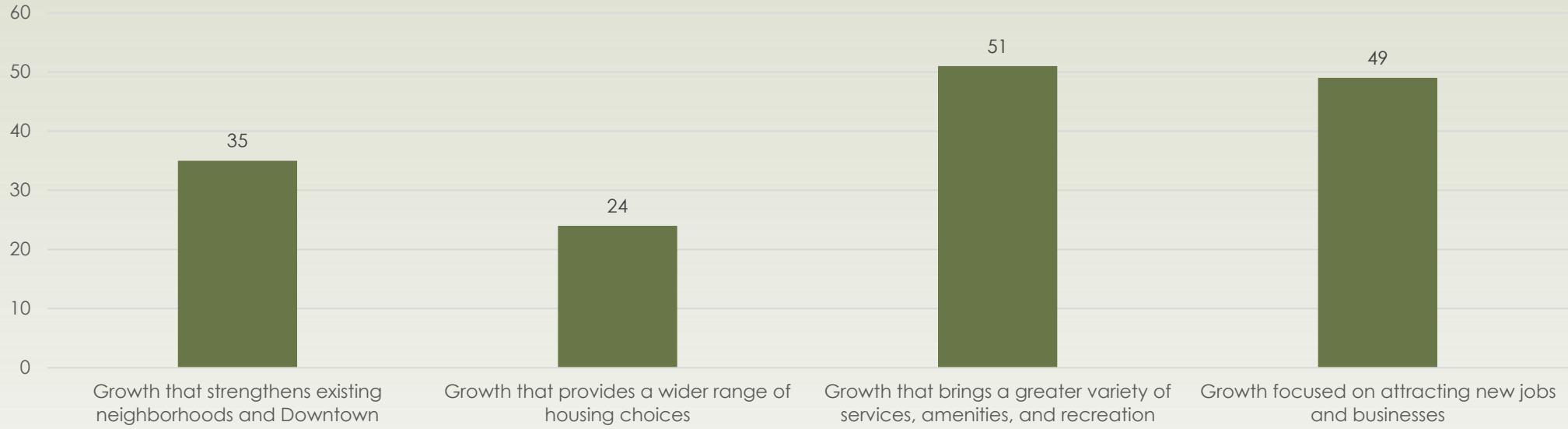
Planning Themes

Q3: How much growth is ideal for Wytheville?



The majority of respondents (58.5%) prefer a moderate amount of growth in Wytheville, followed by 24.5% of respondents who would like to see a **minimal amount of growth**. Only a handful of respondents want a **considerable amount of growth** (13.2%) or **no growth** (3.8%). This aligns with feedback from other survey questions and engagement opportunities highlighting a desire for measured growth that preserves and enhances the Town's small-town charm.

Q4: What type of growth is ideal for Wytheville?



Key Takeaways from the Comments

- Balanced growth to align jobs and housing
- Growth should strengthen amenities and downtown (particularly adding dining, shopping, and activity to create a more vibrant center)
- Growth to retain younger residents (providing opportunities and long-term sustainability)
- Protect small-town character through smart growth

"People that live here, my family included, travel away from Wytheville for better dining, fun, recreation, events…"

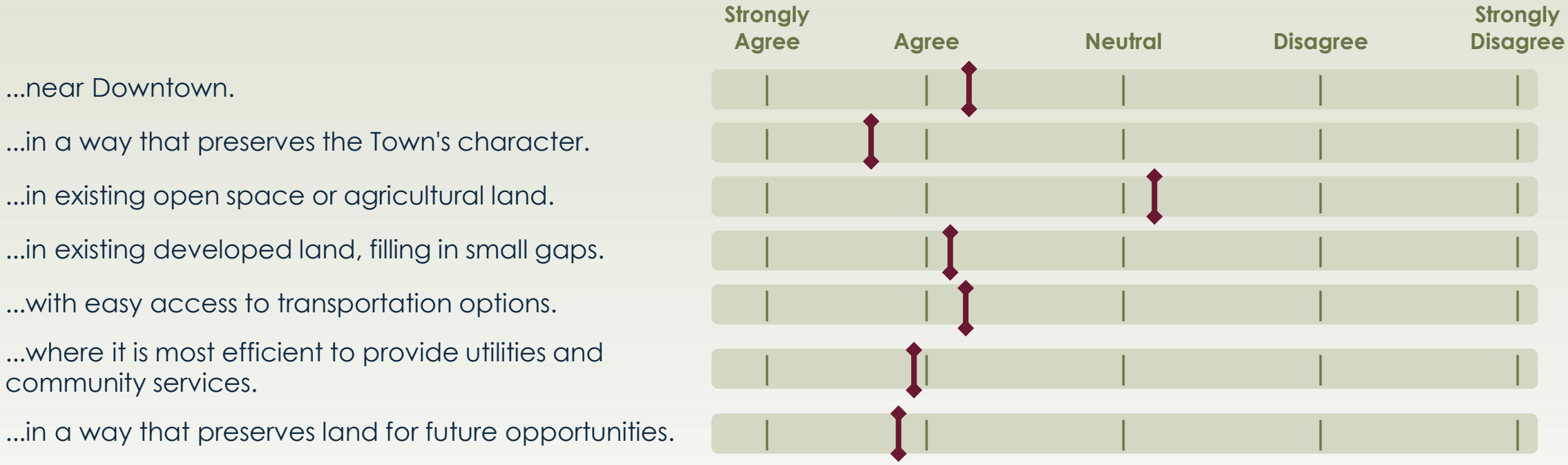
"Better jobs will help young people to move and stay here thus grow."

"Growth is great, but in moderation and within reason… It is a great safe place to raise a family and why ruin that with fast uncontrollable growth."

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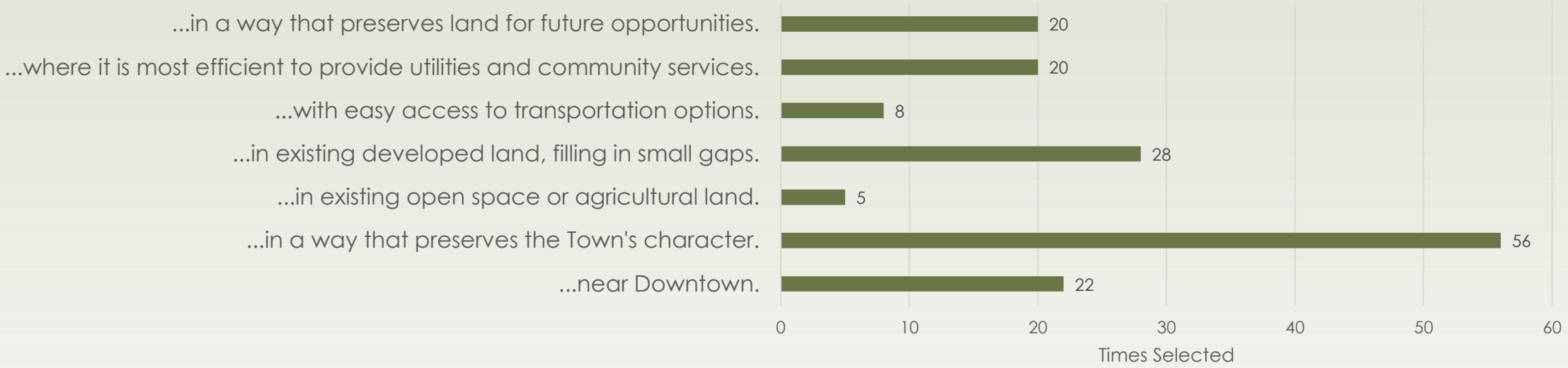
Q5:

One Wytheville 2040 will feature a future land use map created after considering different growth alternatives. The following statements will help inform the creation of those alternatives. How much do you agree with each statement? Growth should be encouraged…



Most respondents would like to grow in ways that preserve the Town's character, at a pace consistent with the provision of utilities and community services, and in a way that preserves land for future opportunities. A small majority of respondents would like to avoid developing into current open or agricultural lands.

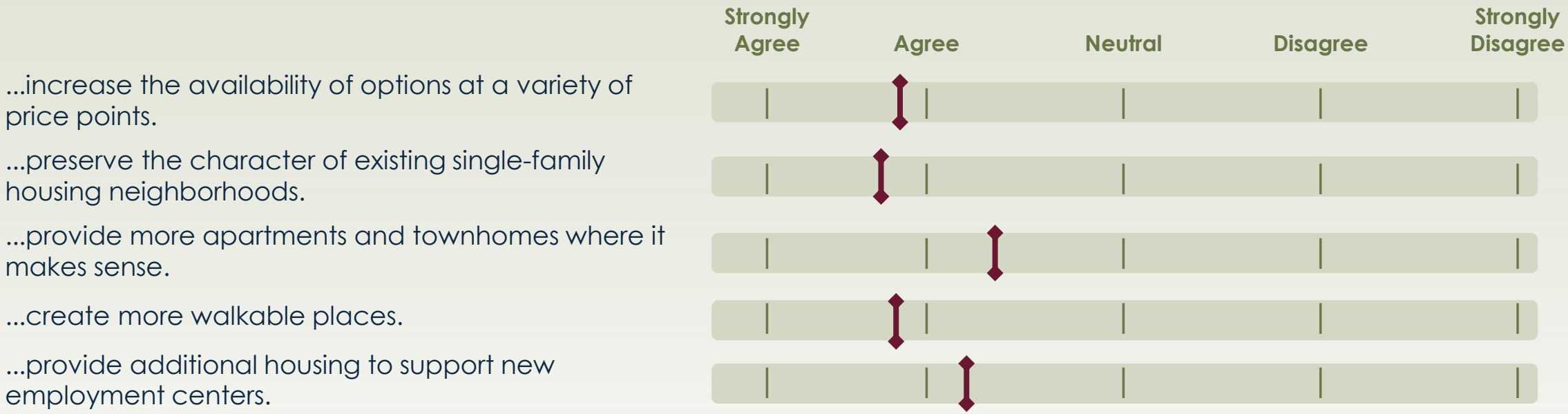
Q6: Which statement is MOST important to you? Growth should be encouraged...



Preserving the Town's character was selected as the most important priority for growth the majority (35.2%) of the time. This was followed by **growing in existing developed land, filling in small gaps** (17.6%) as well as near Downtown (13.9%). Conversely, very few prioritized growing in existing open space or agricultural land (3.1%).

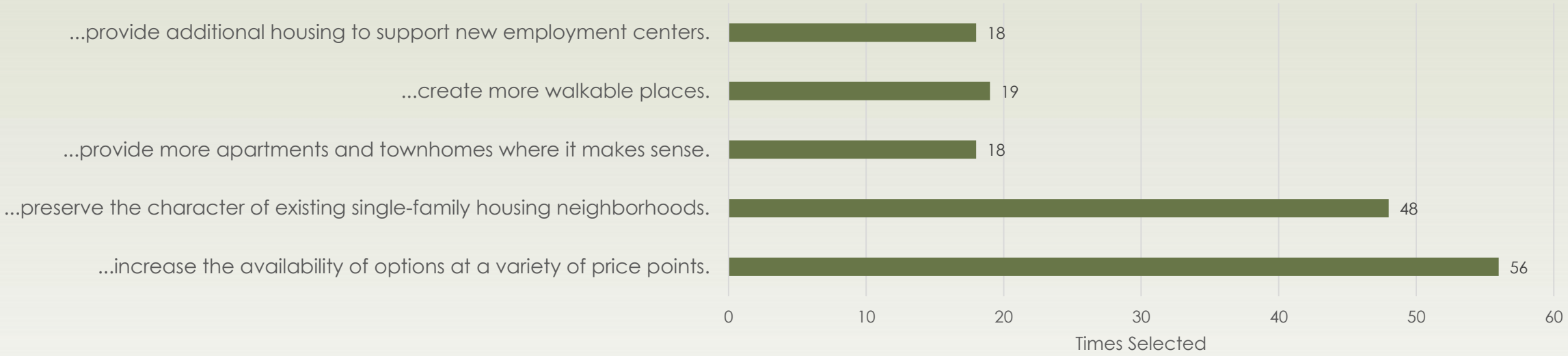
Q7:

Housing will be an important consideration for One Wytheville 2040. The following statements will help inform the creation of a housing strategy that responds to how we want to grow. How much do you agree with each statement? Our housing strategy should…



Most respondents agree most readily with the statement **"Our housing strategy should preserve the character of existing single-family housing neighborhoods."** There also is an emphasis on increasing the **availability of housing options at a variety of price points** and **creating more walkable places**, suggesting the need for balancing preservation and enhancement of current neighborhoods while increasing the availability of housing that is attractive and affordable.

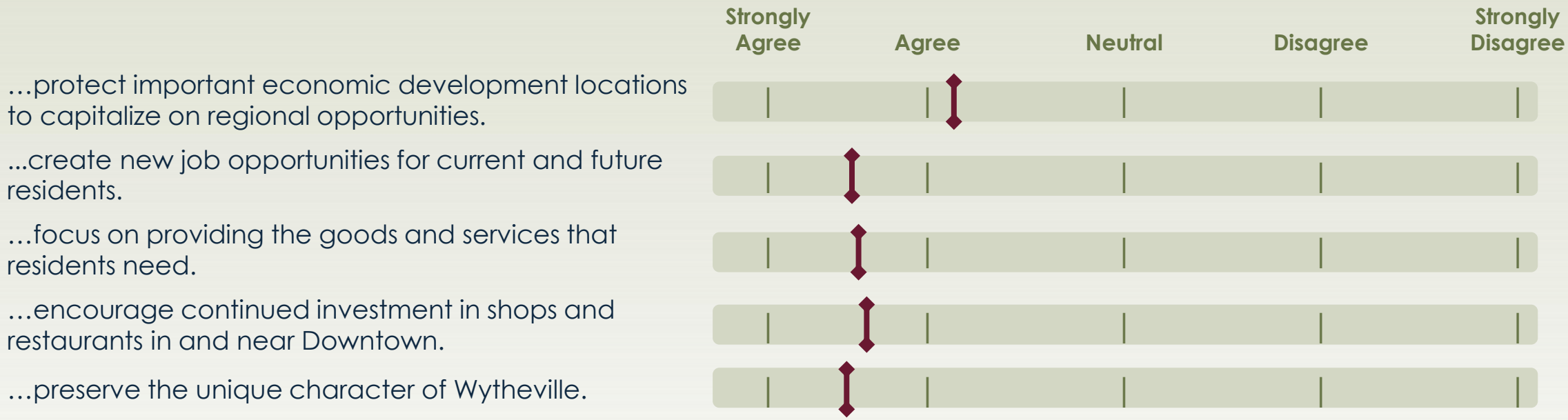
Q8: Which statement is MOST important to you? Our housing strategy should...



To most respondents (35.2%), it will be most important to **increase the availability of options at a variety of price points**, followed closely by **preserving the character of existing single-family housing neighborhoods** (30.2%).

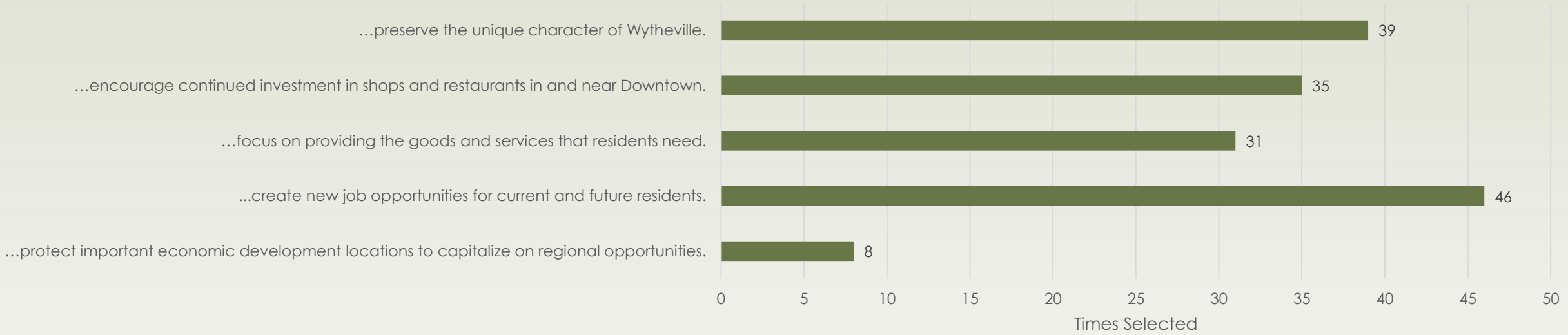
Q9:

A strong local economy will make Wytheville more competitive in the future. The following statements will help inform future economic initiatives that preserve the Town's character. How much do you agree with each statement? Our economic strategy should...



Economic development is a key area of concern for most respondents, who value **creating job opportunities**, **providing for residents' needs**, **encouraging investment in Downtown**, and **preserving Wytheville's unique character** almost equally. While most respondents agree that protecting important economic development locations is important, it received less support than the other goals for a strong economy.

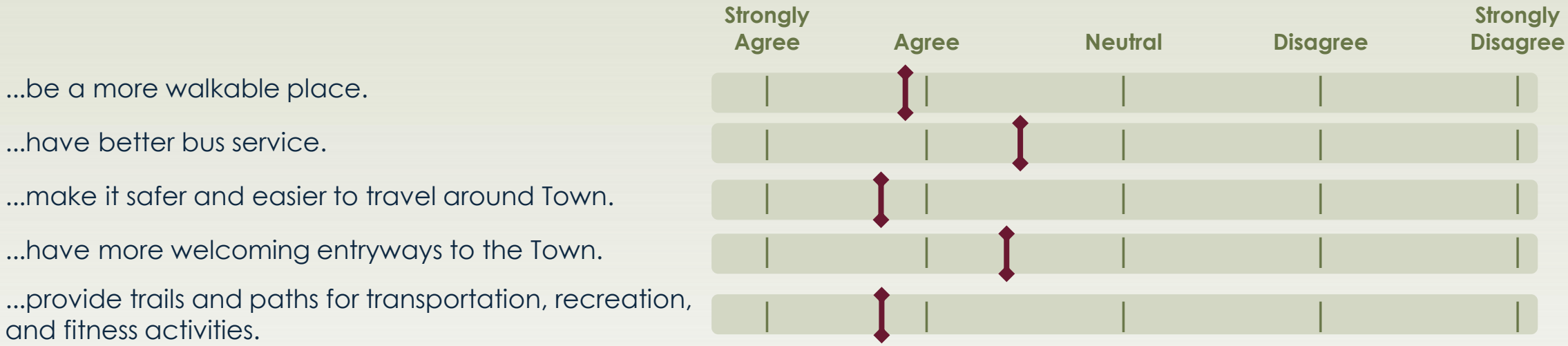
Q10: Which statement is MOST important to you? Our economic strategy should…



Respondents value **job creation for current and future residents** and **preserving Wytheville's unique character** as the most important goals for maintaining and enhancing the Town's economic strength.

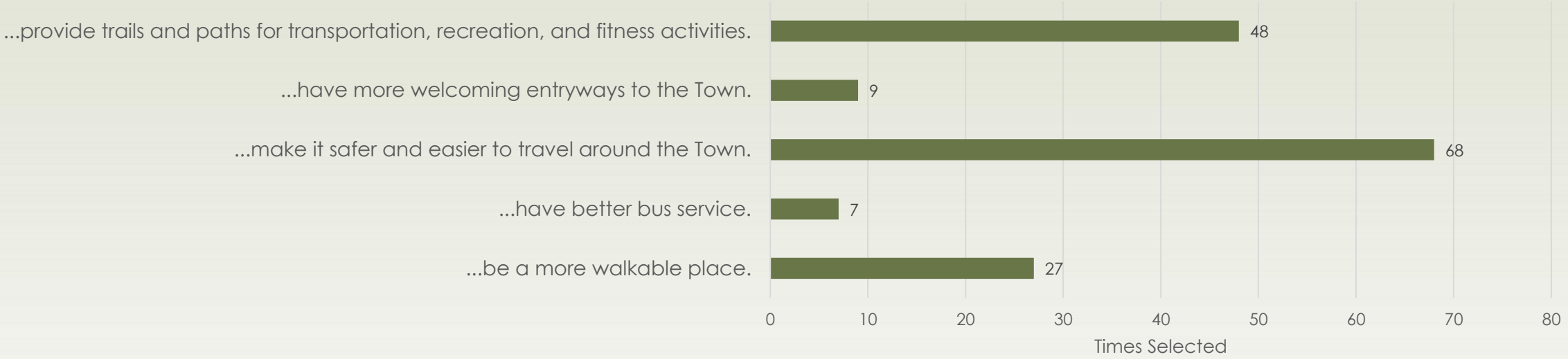
Q11:

One Wytheville 2040 will help ensure that land use decisions support local transportation priorities. The following statements will help inform the mobility strategy. How much do you agree with each statement? In the future, Wytheville should...



Respondents value **safety and ease of travel** when it comes to Wytheville's transportation network. Just as important to them is the **provision of trails and paths** for transportation, recreation, and fitness activities. Providing better bus service and having more welcoming entryways into Town were less of a priority to most respondents.

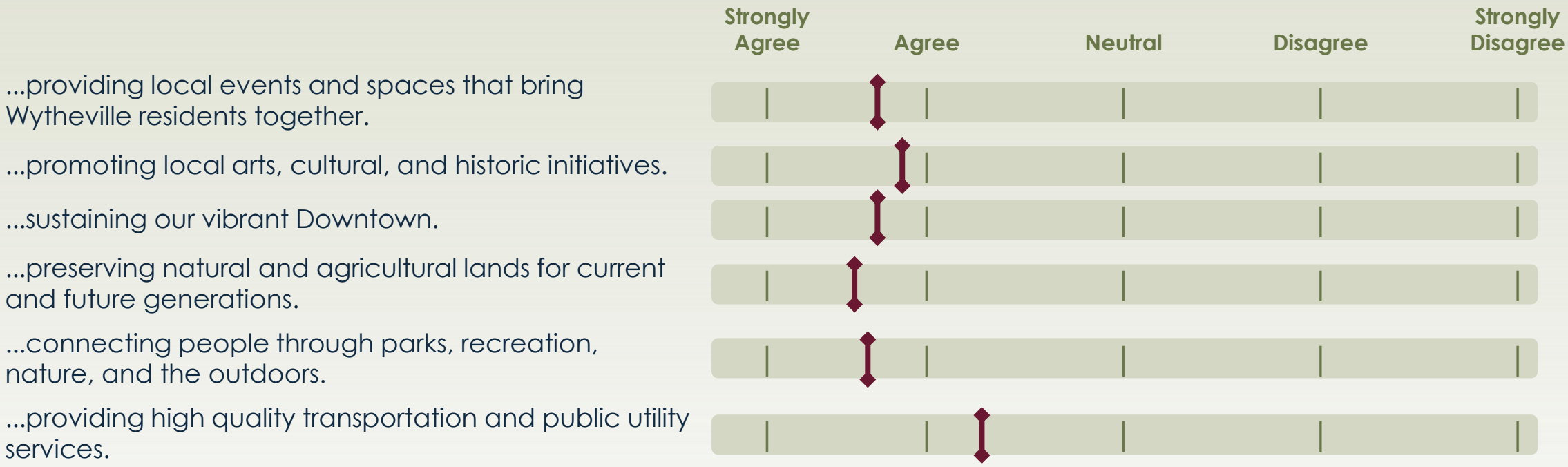
Q12: Which statement is MOST important to you? In the future, Wytheville should…



Most respondents feel the most important goal of Wytheville's transportation system is to make it **safer and easier to travel around Town**, highlighting an emphasis within the comprehensive plan to develop plans, policies, and strategies that align with this community priority. **Walkability** and **the provision of trails and paths** are also of key importance to survey participants.

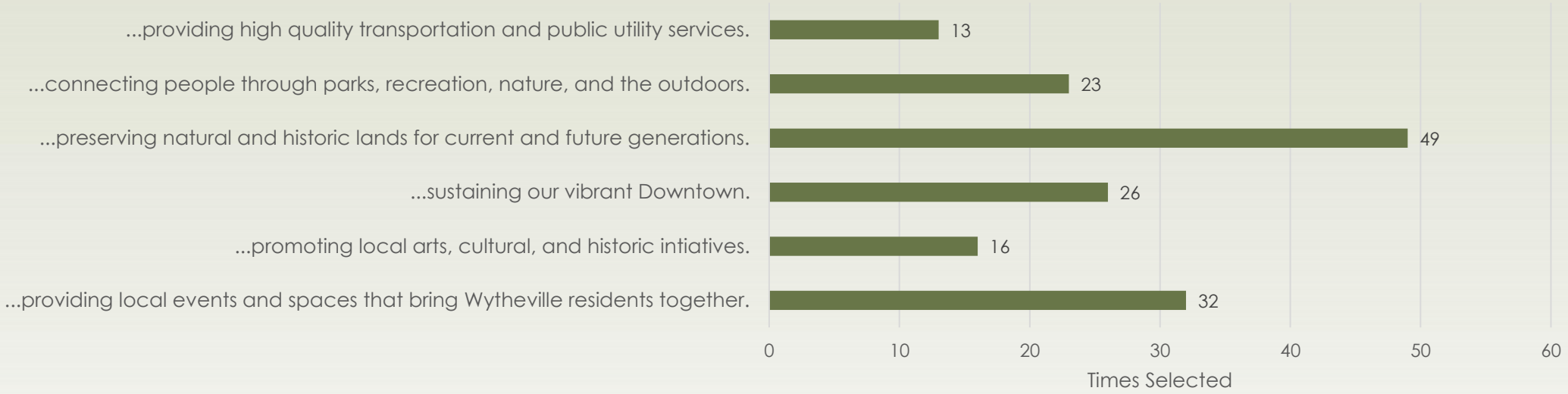
Q13:

One Wytheville 2040 will help define what quality of life means to Wytheville residents. The following statements will help us understand what is important to you. How much do you agree with each statement? For Wytheville, quality of life means...



Most respondents strongly agree with **preserving natural and agricultural lands** as a way to ensure quality of life now and into the future, along with **connecting people through parks and the outdoors** and **providing local events and public spaces** and **sustaining Downtown**.

Q14: Which statement is MOST important to you? For Wytheville, quality of life means...



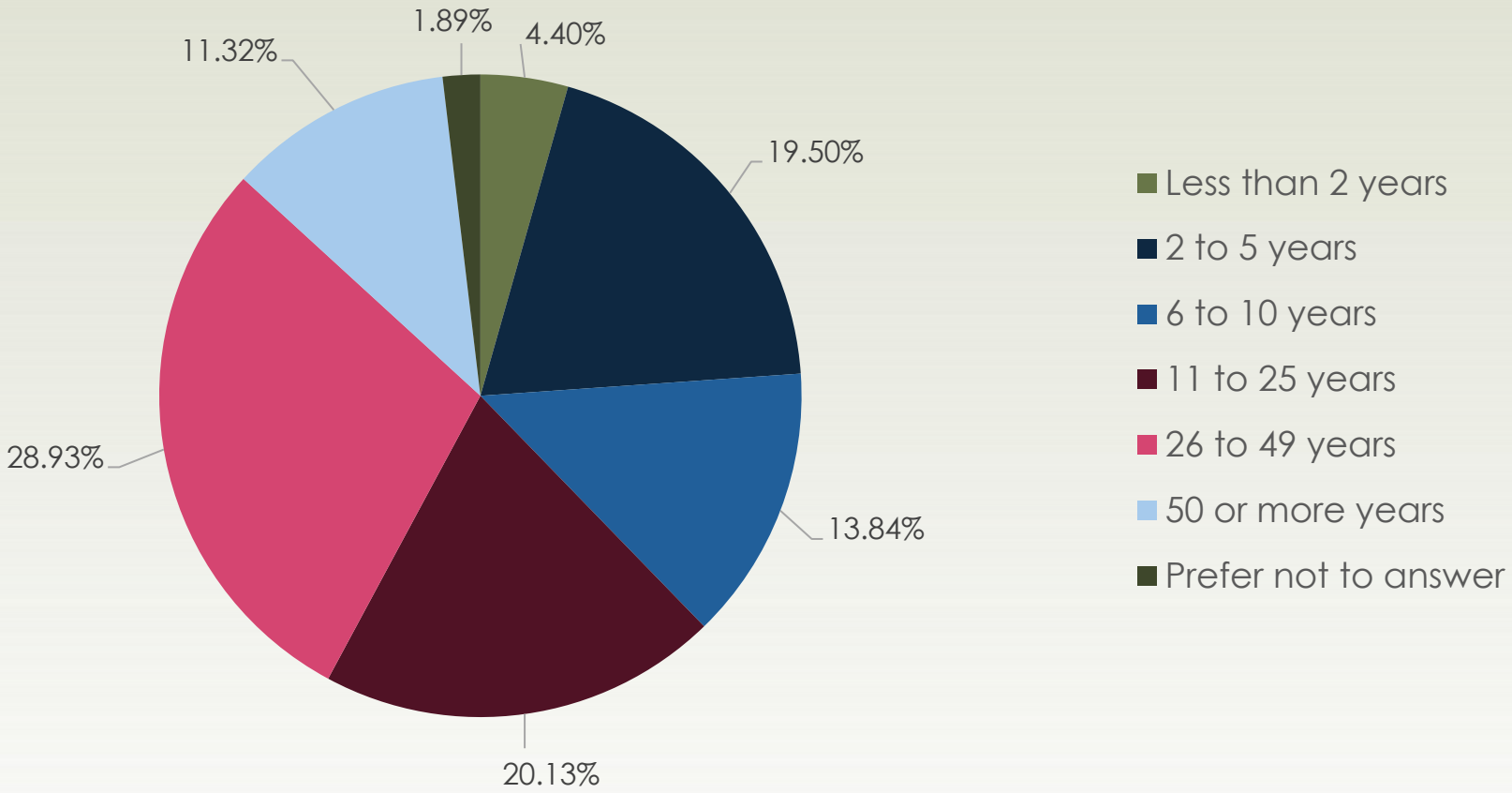
Most respondents **rated preserving natural and historic lands** as most important to them for quality of life, along with **providing local events and spaces** to bring residents together. This indicates that Wytheville residents highly value their natural and historic resources, as well as their sense of community.

Q15: Which of the following best describes you? (Select all that apply)



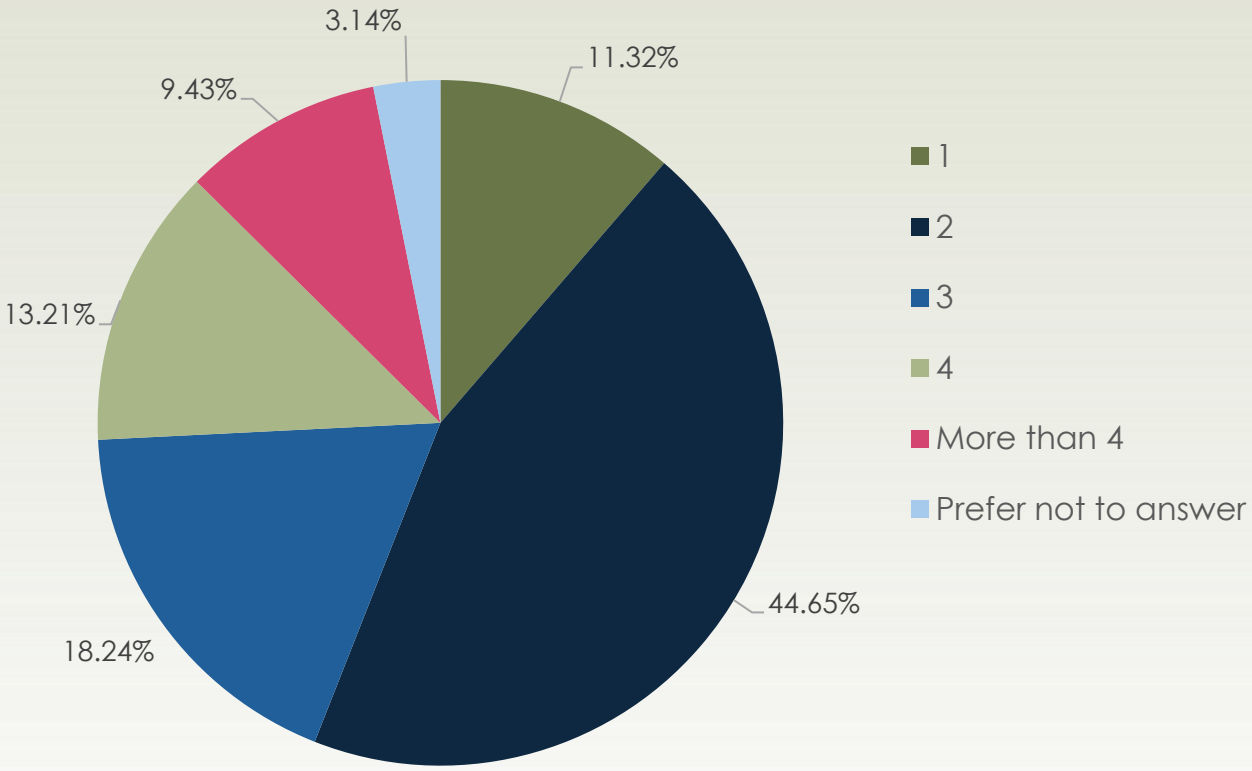
Most respondents **live in Wytheville,** with many also **attending special events and recreational opportunities** within the Town. Many respondents also reported working and owning a home in Wytheville.

Q16: How long have you been a part of the Wytheville community?



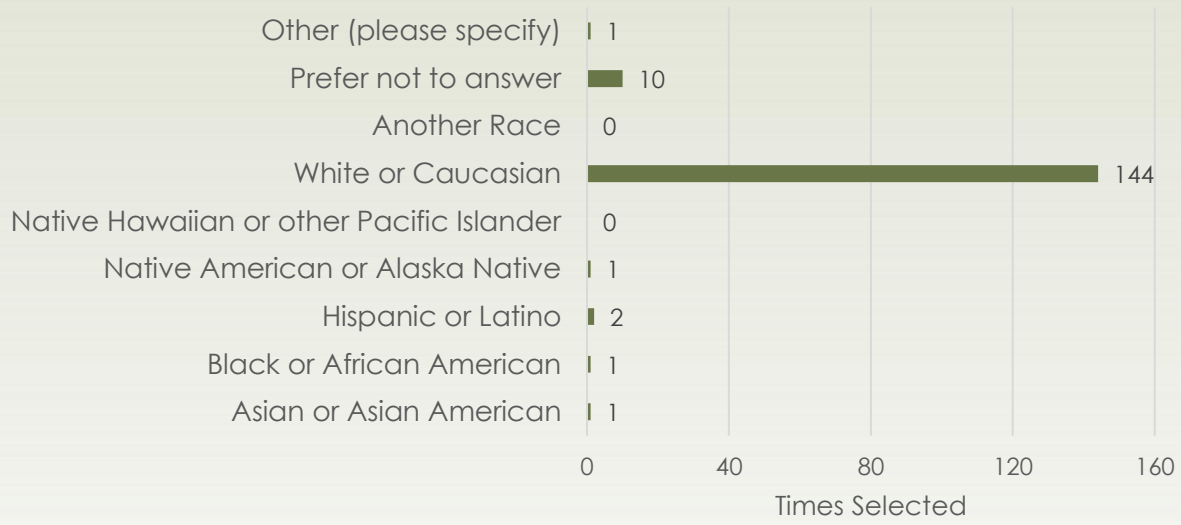
Most respondents are long-time residents of Wytheville. **Over a third** of respondents have lived in Wytheville for over 26 years.

Q17: How many people are a part of your household?



Nearly half of respondents have **two people** in their household. Around a third of respondents have three to four people in their household.

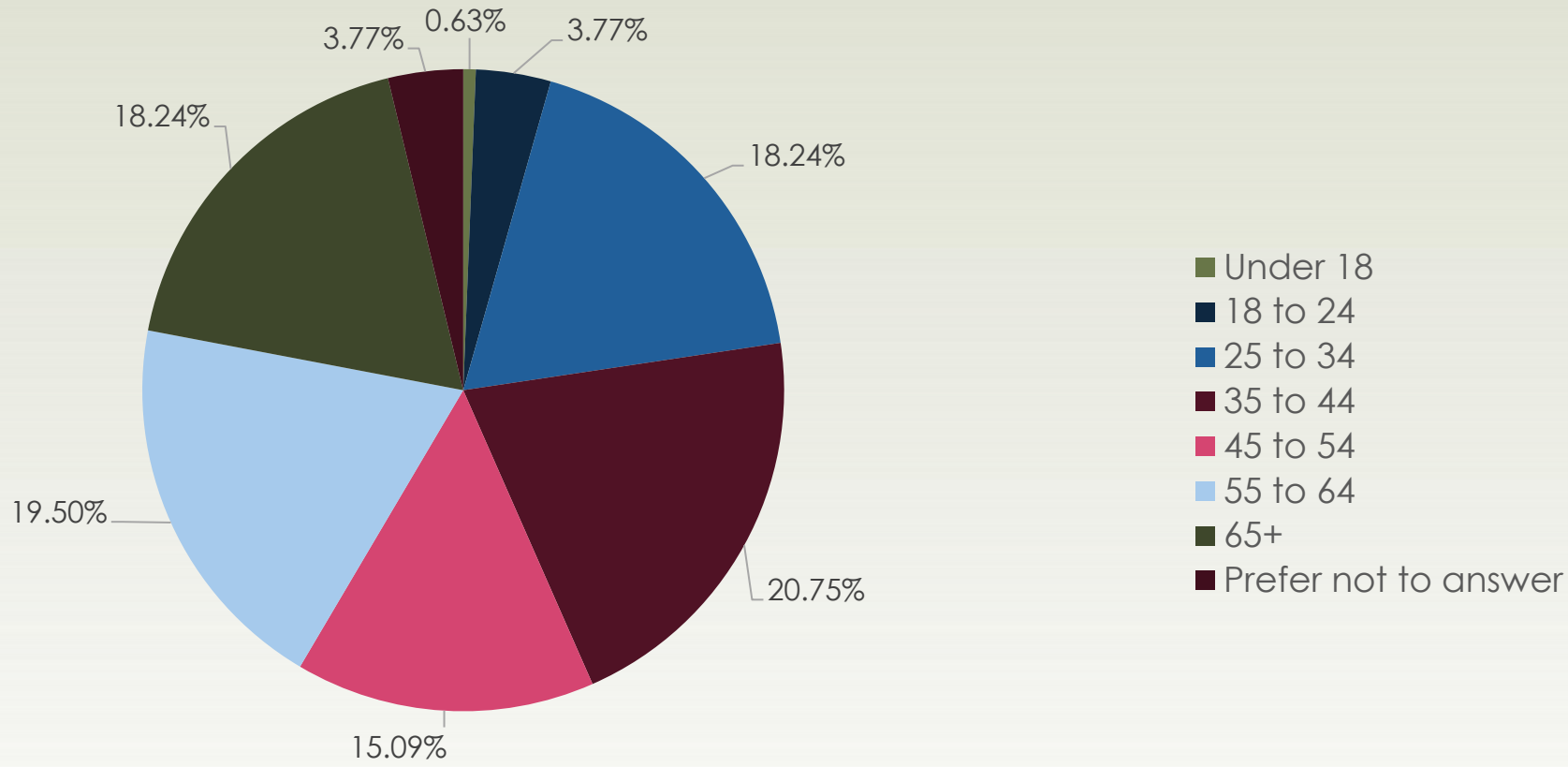
Q18: What is your race? (Optional - select all that apply)



Most respondents identify as **White or Caucasian**.

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Q19: What is your age?



Respondents were **evenly split** across a variety of age ranges. Most respondents were 35 to 44 years old, but many were also under the age of 18 or over the age of 55.

Interactive Map

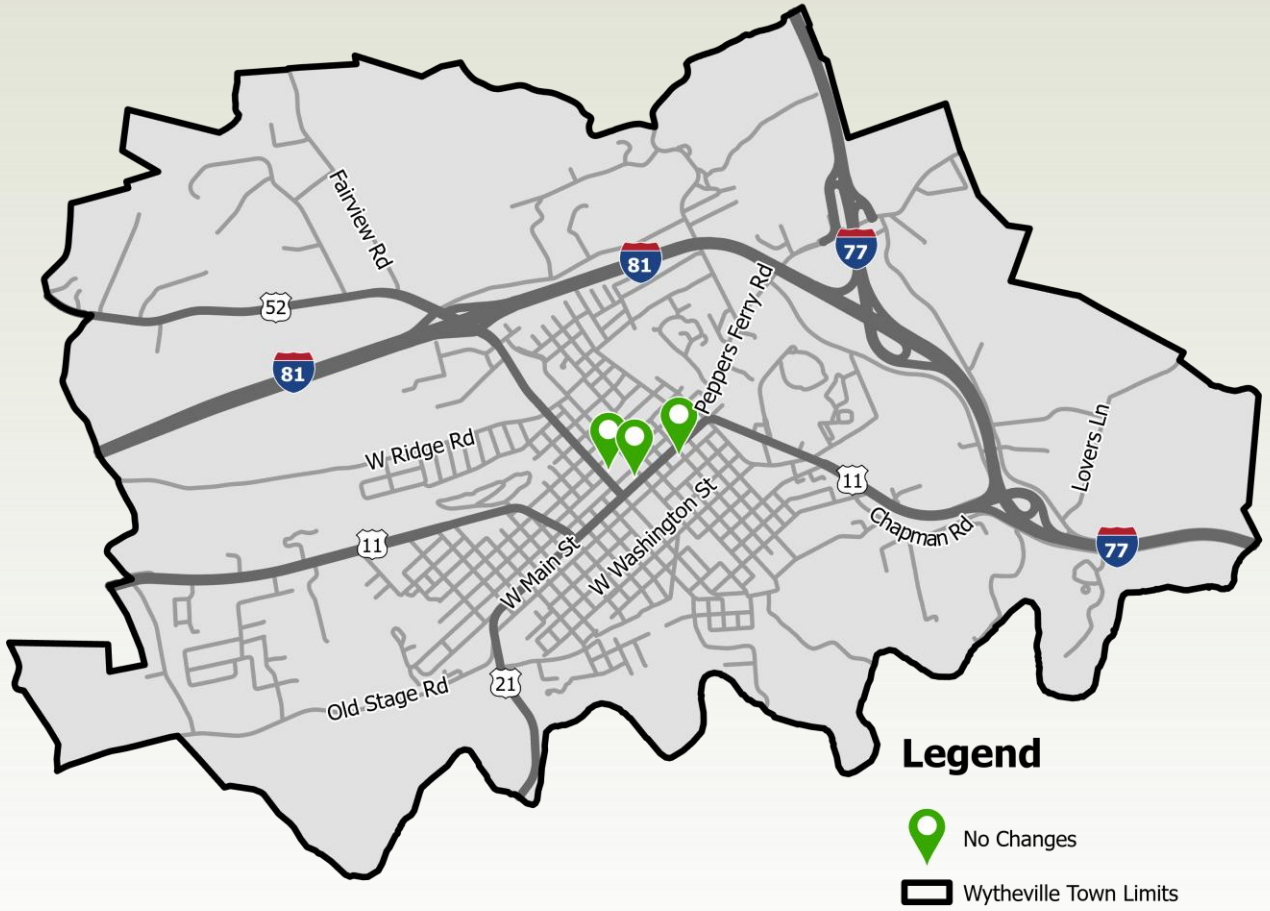
Digital Engagement Activity



No Change

- Very few map responses suggested areas of no change.
- Of the responses suggesting no change, these areas centered around Downtown, particularly Withers Park and Seven Sisters Brewery.

"Hands off new development in downtown. Renovation of existing structures are ok."

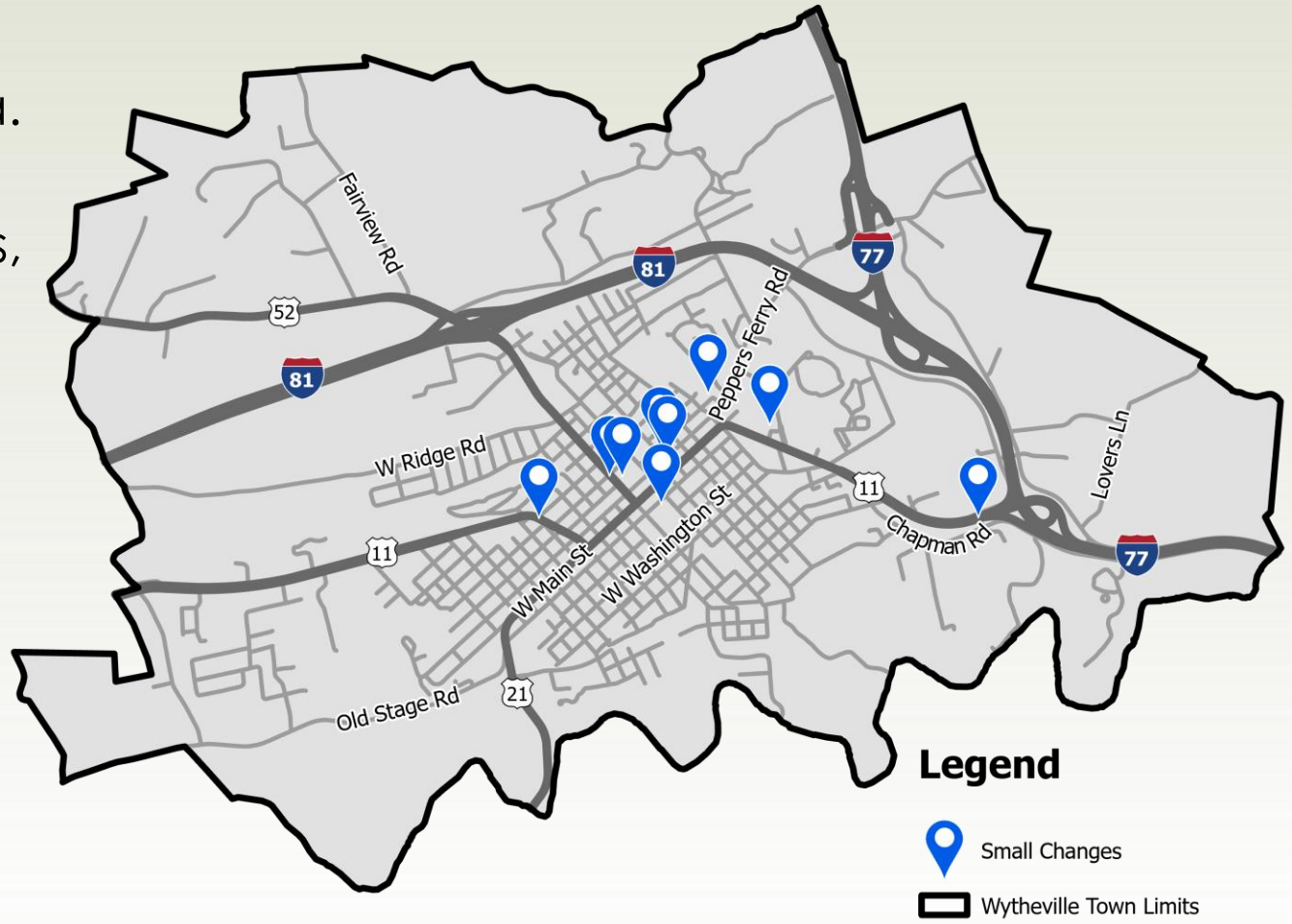


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Small Changes

- Most small changes suggestions center around the Downtown area.
- Comments center around ***transportation safety*** improvements, such as speed limit changes, lane markings, traffic signals, and crosswalks.

"(E North St/3rd St) is a busy road, with things like the Library, Little Eyes, and easy access to Main Street. Adding a blinking crosswalk light would be extremely beneficial."



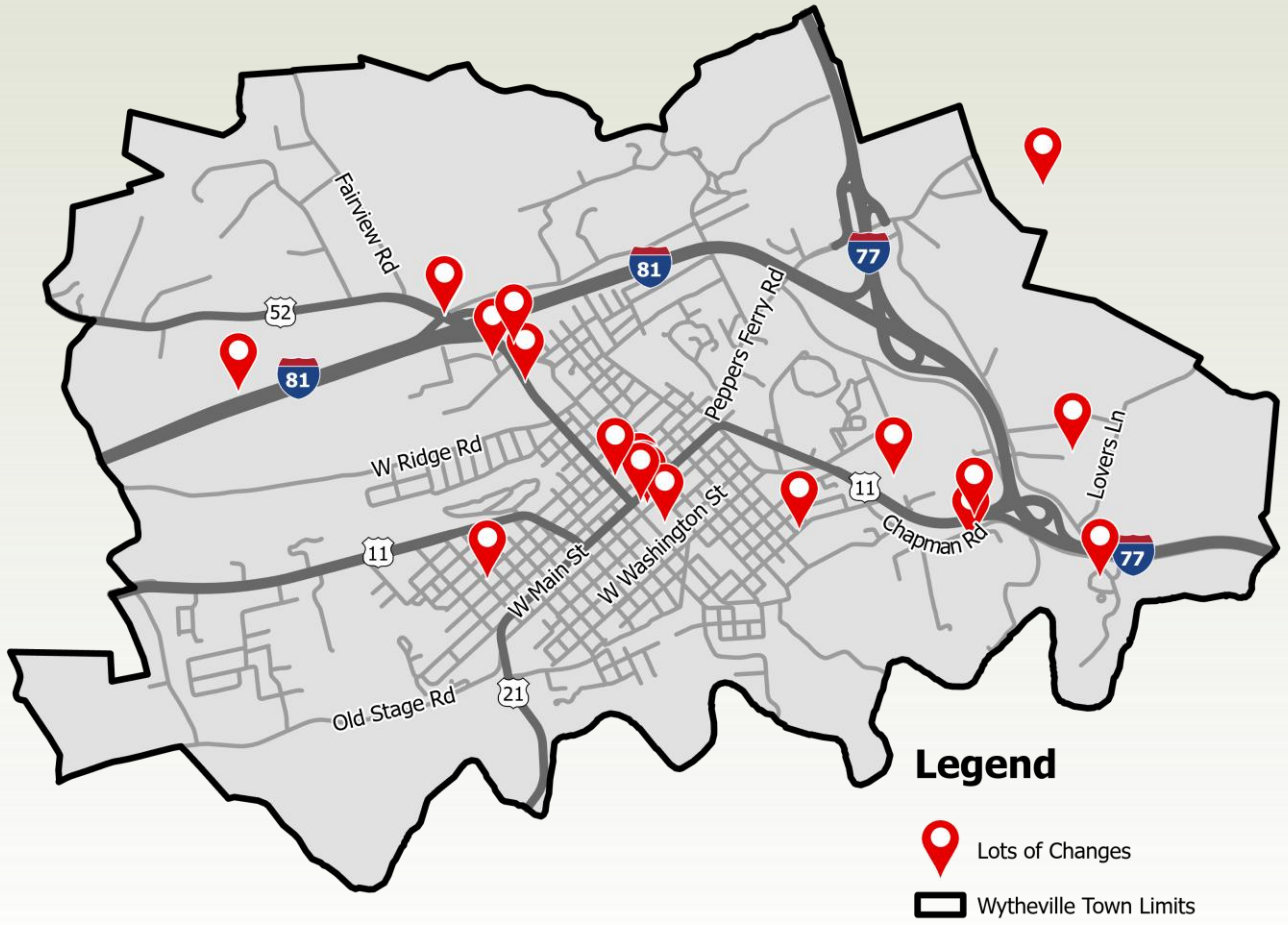
One Wytheville 2040

Town of Wytheville

Lots of Changes

- Most participants categorized their suggestions as "Lots of Changes"
- Most comments emphasized:
  - Redevelopment Downtown
  - More welcoming entrance into Town
  - Reimagining underdeveloped or underutilized facilities for the community and community events

"Elizabeth Brown Park needs to be renovated and reimagined with a focus on being an amphitheater to host outdoor events."



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