One Wytheville 2040

Steering Committee Meeting #3

May 28, 2026



Agenda

- ❑ What We Heard: Engagement Series 1 Highlights
- ❑ Guiding Statements Workshop
- ❑ Growth Strategy Reflections
- ❑ Discussion of Summer Pop-Up Series
- ❑ Next Steps

WHAT WE HEARD



Series 1 Engagement Activities

- **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



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In-Person Engagement At A Glance

High School Special Event

- ~30 Senior Class Government Students
- Presentation providing an overview of the project and inviting them to complete the survey
- Small group growth activity

Key Takeaways

- Desire for more "things to do," e.g., restaurants and shopping
- Dedicated single-family in suburban and rural areas while reserving multifamily housing for in and around the Downtown core
- Expressed desire for affordable housing and a welcoming, attractive Downtown experience

Summit on the Future

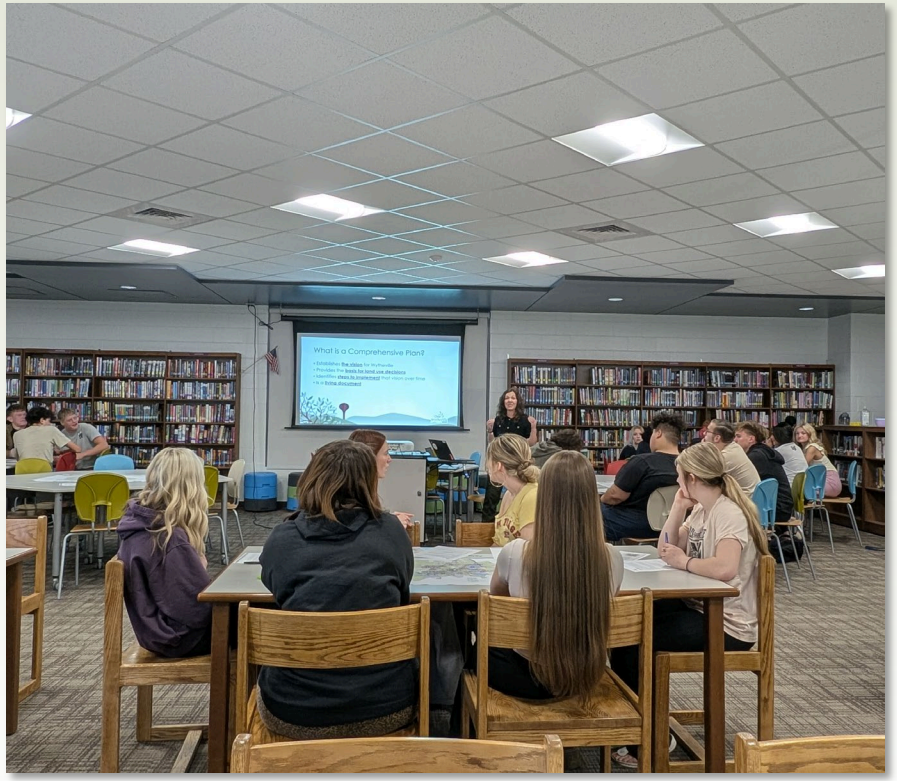
- 44 Stakeholders
- Dinner, presentation, and digital engagement activity
- Small group growth activity

Key Takeaways

- Desire for Wytheville to pursue moderate growth
- Concerns about infrastructure readiness
- Imagined retail and commercial growth in existing areas, particularly in Downtown
- Expressed the tension between conservation, preservation of the small-town identity, and the desire for growth and opportunity

George Wythe High School







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Summit on the Future







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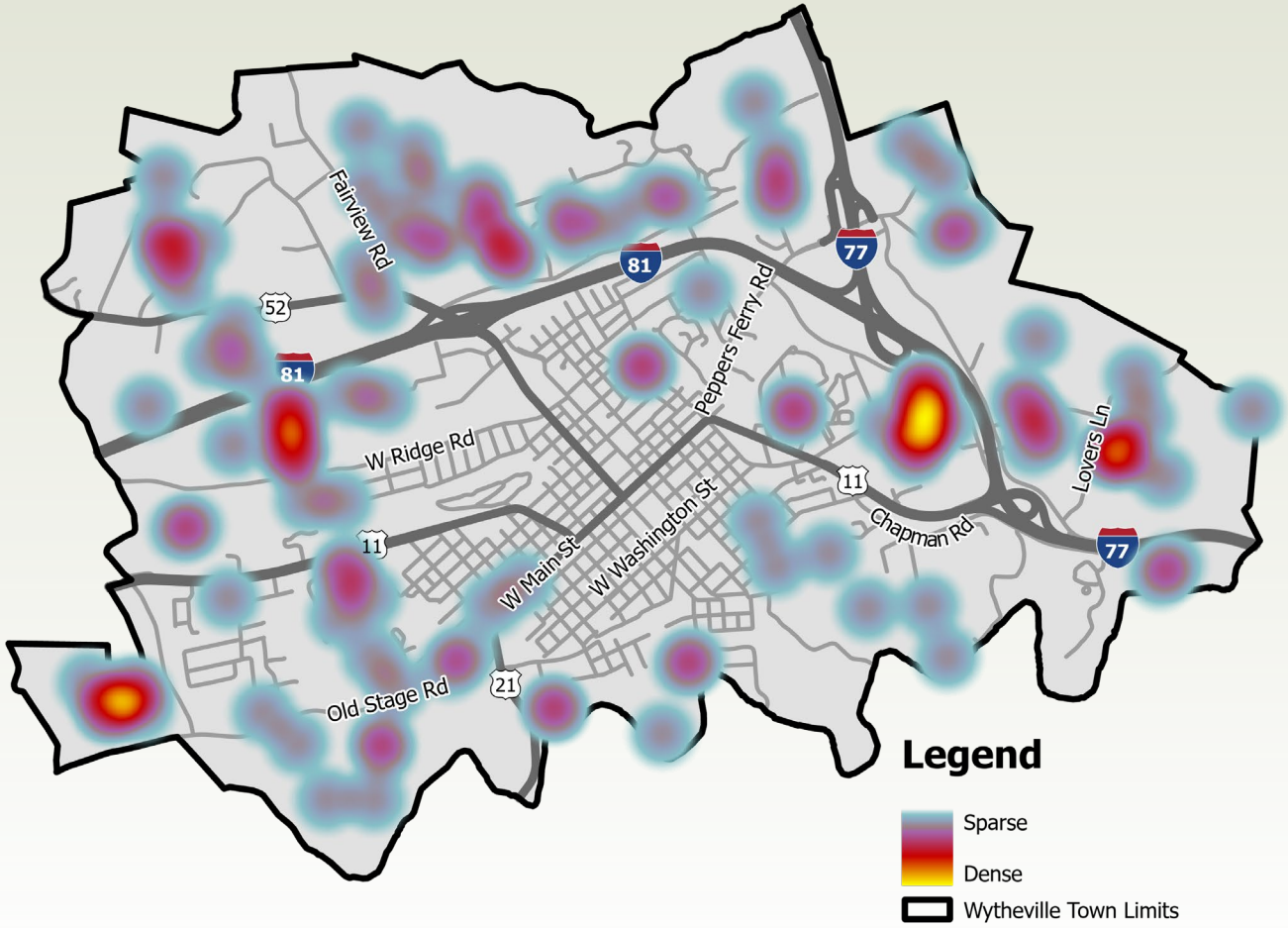
By 2050, stakeholders imagined **housing** growth…

…as multifamily development on the ***vacant parcel*** bordered by Chapman Road to the South and I-77 to the East, as well as on the ***outskirts*** of downtown. Single-family growth was envisioned on the ***edge*** of Town.

"Affordable housing is definitely needed."

"More affordable housing for young people and seniors."

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



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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



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



Takeaways

- *Strong sense of community and friendliness*
- *Peaceful, safe, and quiet quality of life*
- *Scenic beauty and natural setting*
- *Charming, historic downtown character*

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



Takeaways

- *Housing affordability and homelessness concerns*
- *Desire for more shopping, dining, and entertainment options*
- *Need for economic opportunity and growth*
- *Concerns about community challenges and infrastructure*

Community Insights

1. Housing is consistently top-of-mind
2. There is a desire for balance between opportunity and maintaining small-town identity
3. Downtown is Wytheville's "heart"
4. Parks, trails, open spaces, and community spaces matter
5. There is a desire for expanded transportation options (walkability, bicycle connectivity)
6. Economic growth will require a coordinated approach (rather than focusing on one market or sector)



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Guiding Statements

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Planning Themes

- Reflect community input and understanding of community characteristics
- Reflect the challenges and opportunities facing Wytheville
- Offer a way to organize actions that support the Town's approach to preservation and growth
- Create the foundation for the vision statement



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Planning Themes

Belong	*Celebrate Wytheville's Character*

Wytheville will preserve its small-town identity, valued open space, and distinctive natural resources while ensuring new development respects local context.

What This Means

- **PROTECT** Wytheville's small-town identity, rural and natural setting (particularly along the Town boundaries), and historic assets.
- **SUPPORT** development patterns and design standards that reflect local context and community values.
- **GUIDE** new development to reinforce sense of place, rather than compete with it.

Planning Themes

Connect	*Link Neighborhoods and Destinations*

Wytheville will connect people, neighborhoods, and destinations through safer streets, reduced congestion, and expanded walking, biking, and trail connections.

What This Means

- **PROTECT** the safety and function of local streets for all users.
- **SUPPORT** a connected network of sidewalks, bikeways, trails, and roadways that link daily destinations.
- **GUIDE** transportation improvements to improve safety and reduce congestion while prioritizing local travel needs.

Planning Themes

Conserve	*Preserve Open Space and Enhance Recreation*

Wytheville will protect open space, farmland, and natural resources while expanding parks, trails, and recreation that help define the Town's character and support community health.

What This Means

- **PROTECT** open space, farmland, and environmentally sensitive areas from fragmentation and overdevelopment.
- **SUPPORT** access to parks, trails, and recreational opportunities throughout the community.
- **GUIDE** conservation and recreation investments to strengthen community health and local character.

Planning Themes

Live	*Support Affordable Living As Part of the Town's Identity*

Wytheville will support affordable living by expanding attainable, diverse housing options, including missing middle and starter homes, while reinvesting in existing neighborhoods.

What This Means

- **PROTECT** existing neighborhoods by encouraging reinvestment in aging housing and maintaining affordability.
- **SUPPORT** the development of attainable, diverse housing types that meet the needs of residents across all life stages and incomes.
- **GUIDE** new housing growth to locations with access to infrastructure, services, and amenities, prioritizing infill and context-sensitive development over expansion into rural and open areas.

Vision Statement

- Support and reflect the planning themes
- Reflects community values in Wytheville
- Offers a way to describe the Town's approach to growth, development, and investment in the coming decades

Draft Vision Statement

Option A | Managed Growth and Town Character

In 2040, Wytheville is a vibrant, connected, and resilient town that honors its small-town charm, natural beauty, and historic character while expanding opportunities through quality places, well-paying jobs, affordable living, and welcoming amenities. There is only one Wytheville—where growth is thoughtfully managed, landscapes are preserved, and investments in neighborhoods, recreation, and the Downtown create a safe, prosperous, and high-quality way of life today and for future generations.

Option B | Quality of Life for Current and Future Residents

In 2040, Wytheville is a town where residents can take root—where connections to nature and open space, inviting parks and trails, and supportive amenities are paired with well-paying jobs and attainable housing to foster a healthy, active, and connected way of life. There is only one Wytheville—where protecting the land and ensuring affordable living enhance quality of life for current and future residents of all ages and incomes.

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Growth Strategy Reflections

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Conceptual Growth Strategy

What It Is

Simple, high-level framework for how Wytheville should grow over time

Why It Matters

Translates priorities into clear geographic direction for future decisions about land use, infrastructure, and investment

How It Was Created

Blends takeaways from the Community Characteristics with key themes from engagement activities



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The Conceptual Growth Strategy organizes future growth into three simple categories: Centers, Corridors, and Considerations.

Centers

Represent the parts of Wytheville best positioned to capture future growth and investment in more compact nodes, activity centers, and strategic development areas.

Corridors

Identify the major streets and gateways where Wytheville should align land use, design, access, and transportation improvements.

Considerations

Capture special conditions related to Downtown transitions, housing choice, infrastructure readiness, natural systems, and topographic or rural edge constraints.

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Centers

Represent the parts of Wytheville best positioned to capture future growth and investment in more compact nodes, activity centers, and strategic development areas.

- **Downtown Core** – Historic, civic, cultural, and economic heart of Wytheville
- **Downtown Edge Centers** – Areas adjacent to Downtown suited for walkable infill, redevelopment, and a mix of uses
- **Reinvestment Centers** – Existing shopping and service areas positioned for reinvestment and improved access
- **Employment Center** – Strategic job-producing areas tied to industry, institutions, healthcare, and regional access
- **Neighborhood Growth Area** – Edge or infill areas intended for new residential expansion at a neighborhood scale.

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Corridors

Identify the major streets and gateways where Wytheville should align land use, design, access, and transportation improvements.

- **Opportunity Corridors** – Primary corridors where redevelopment, access, and design improvements should be coordinated, including key entry routes into Town
- **Commercial Services Corridors** – Established retail and service corridors for additional commercial reinvestment and transportation improvements
- **Multimodal Improvement Corridors** – Priority routes for pedestrian, bicycle, transit, and local access as part of future growth and reinvestment
- **Employment / Logistics Corridors** – Corridors supporting freight movement, site readiness, industrial access, and connections to major employment areas

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Considerations

Capture special conditions related to Downtown transitions, housing choice, infrastructure readiness, natural systems, and topographic or rural edge constraints.

- **Downtown Edge** – Transition areas shaping compatibility around Downtown
- **Reed Creek / Stream Corridor Conservation** – Flood-prone and environmentally sensitive areas
- **Hillside Stewardship** – Areas with steep slopes requiring careful development
- **Agricultural / Rural Edge Preservation** – Areas where growth should remain limited
- **Infrastructure Readiness** – Areas aligned with utilities and service capacity

Upcoming Engagement and Next Steps



Summer Pop-Up Series

- **First event: Friday June 5th – Community Connections Day and Outdoor Concert**
- Other confirmed events:
  - June 6 – Homestead Museum
  - June 19 – Community Connection Day at McWane Pool
  - July 4 – Downtown Wytheville Celebration



Summer Pop-Up Series

- Other events we might target:
  - June 19 – Balloon Glow Event at WCC
  - June 20 – Band at Chautauqua
  - June 26 – Chautauqua Festival
  - June 27 – Chautauqua Cars in the Park
  - July 25 – 4th Annual Training School Street Fair
  - August 8 – Wytheville Wine Festival
  - August 14 or 21 – George Wythe High School Football Games



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Next Steps

1. Publish the Engagement Series 1 Summary
2. Prepare for the Summer Pop-Up Series
3. Develop the Conceptual Growth Strategy



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Final Thoughts and Questions