One Wytheville 2040

Steering Committee Meeting #5

July 30, 2026

Agenda

- ❑ Conceptual Growth Strategy Update
- ❑ Summer Pop-Up Series Results
- ❑ Takeaways from Planning Commission and Town Council
- ❑ Next Steps

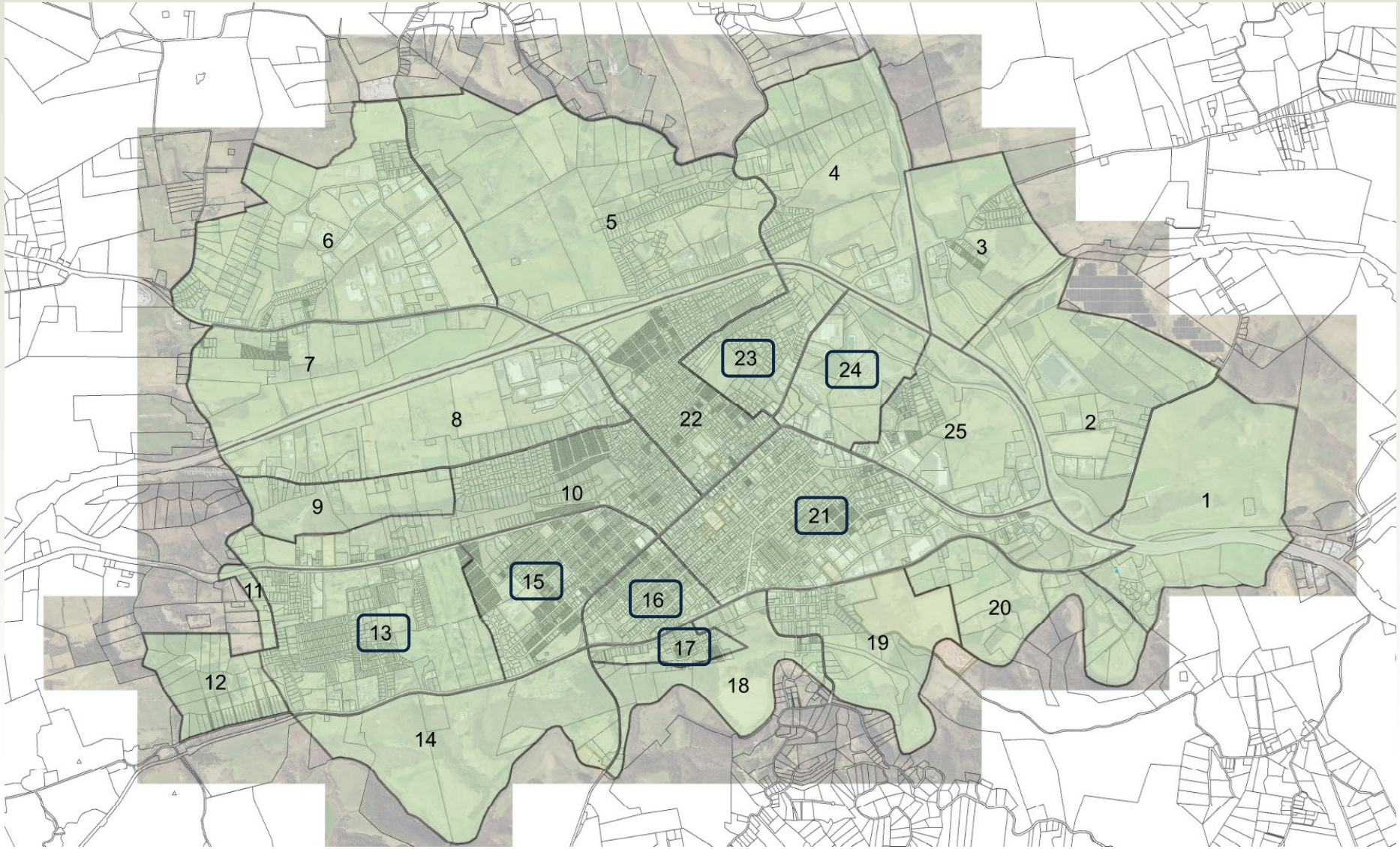
Conceptual Growth Strategy Update



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Town of Wytheville

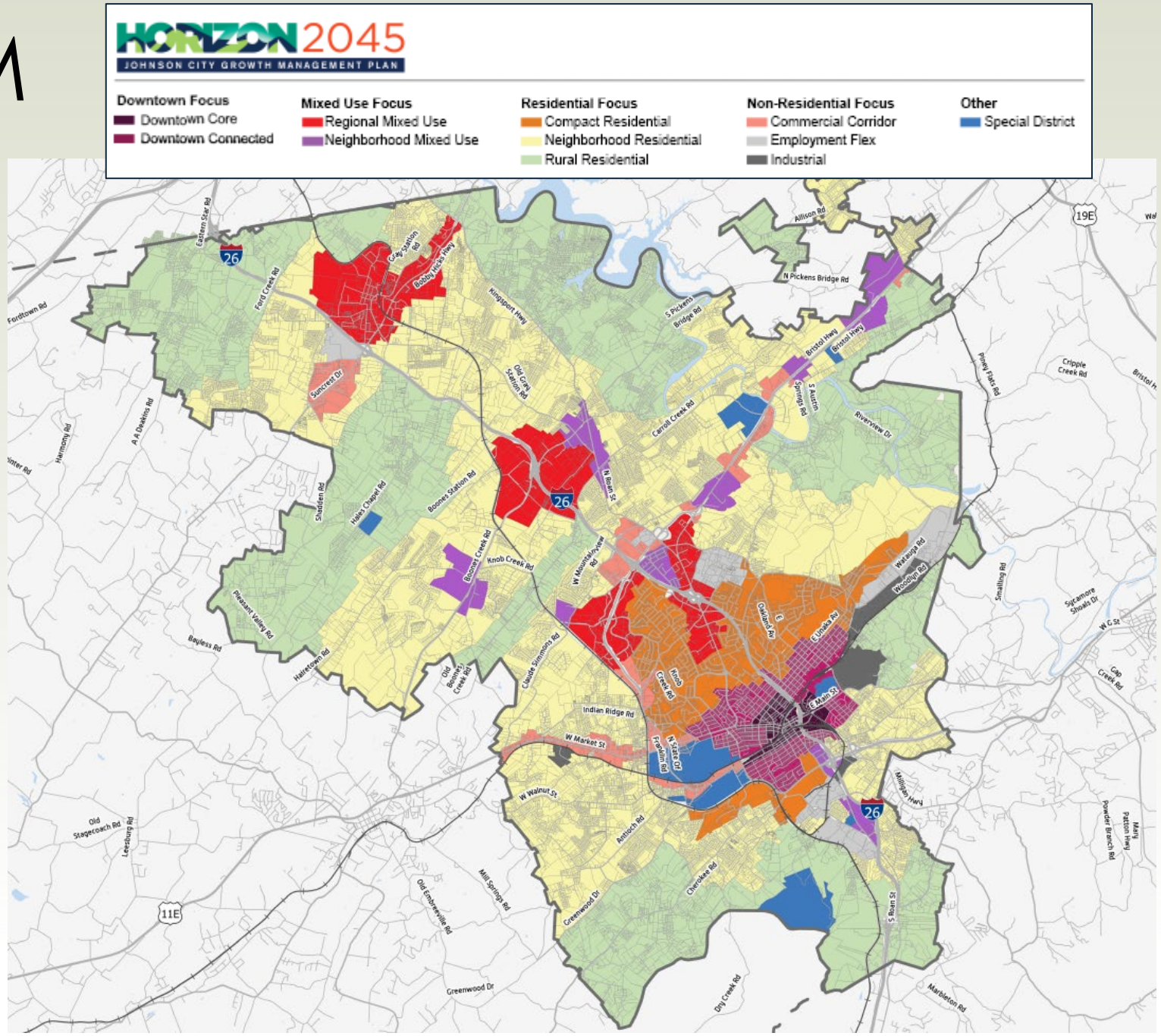
Status of the Conceptual Growth Strategy



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Example FLUM

- **Long-term community vision** for how land should be used in the future
- **Identifies areas** for housing, businesses, industry, parks, public facilities, and more
- Helps **guide future growth**, development, and zoning decisions
- **Serves as a guide**, not a regulation or zoning map



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Summer Engagement



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.

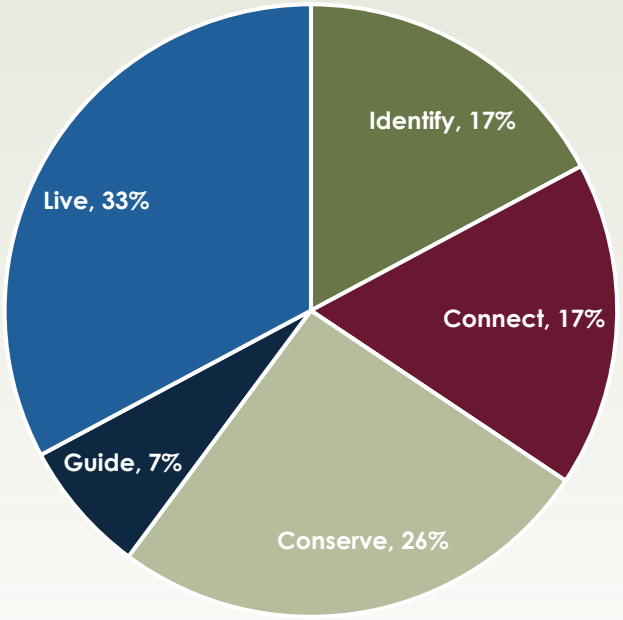
Pop-Up Events

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

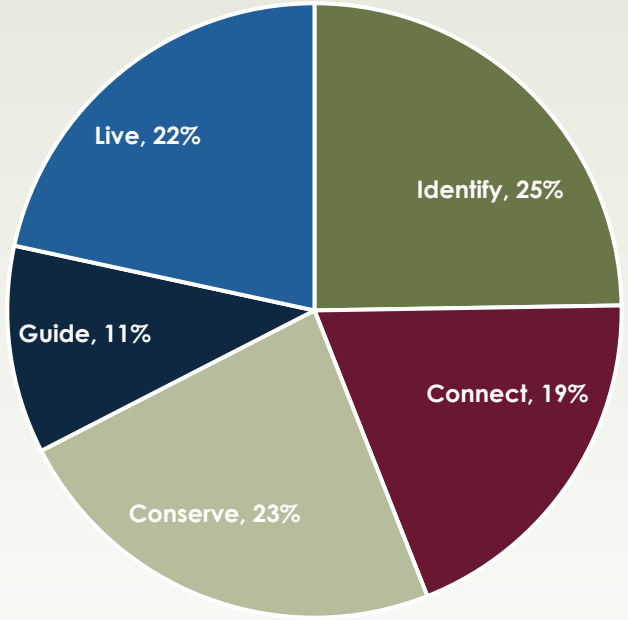
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Big Picture Priorities

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

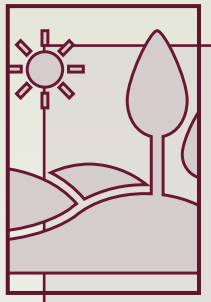
- *Desire for more youth activities*
- *Concerns around data centers*
- *Investment in parks and recreation*
- *Maintain strong community and small-town feeling*

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Engagement with Elected and Appointed Officials

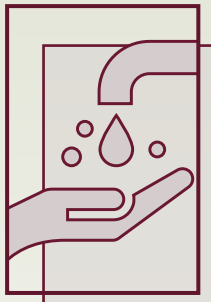
- **Planning Commission:** July 9, 2026
  - SWOC Discussion
- **Town Council:** July 27, 2026

Strengths (S)



Natural resources and recreation

- Parks and rec programs

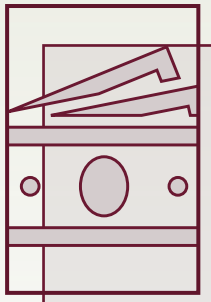


Public services and utilities



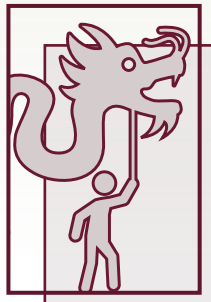
Small town atmosphere and historic character

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



Affordability with Amenities

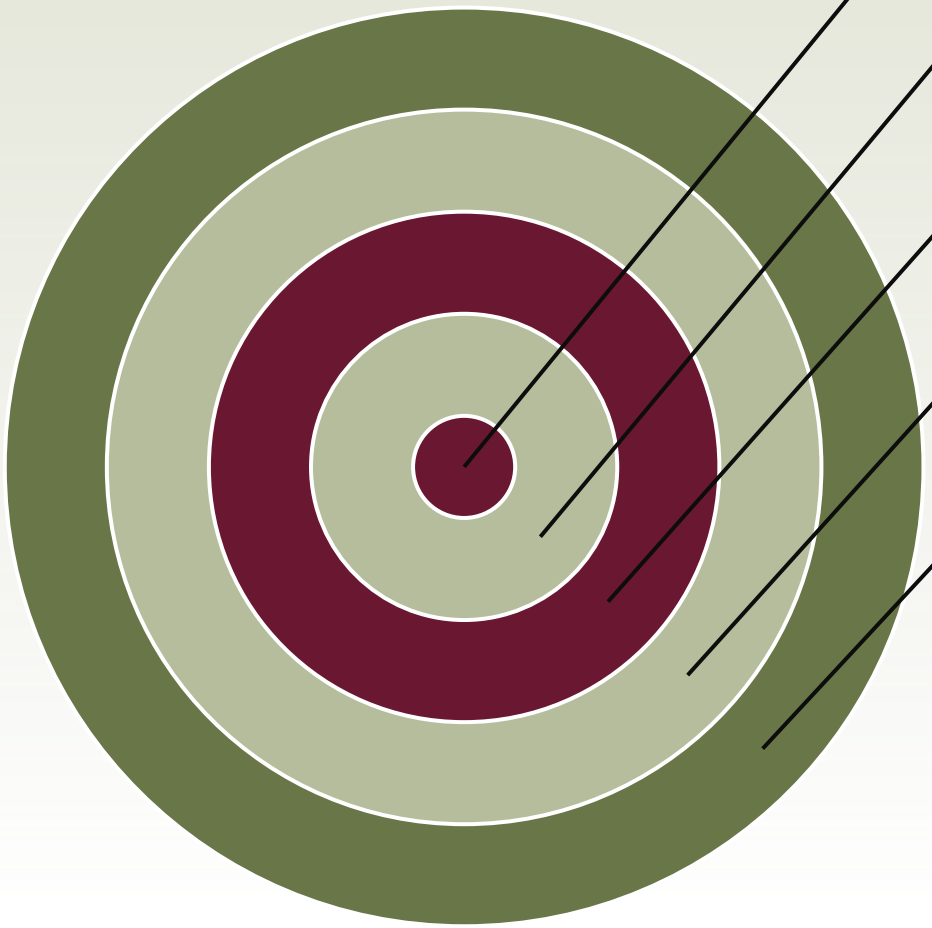
- Medical services, community college, access to nearby cities



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

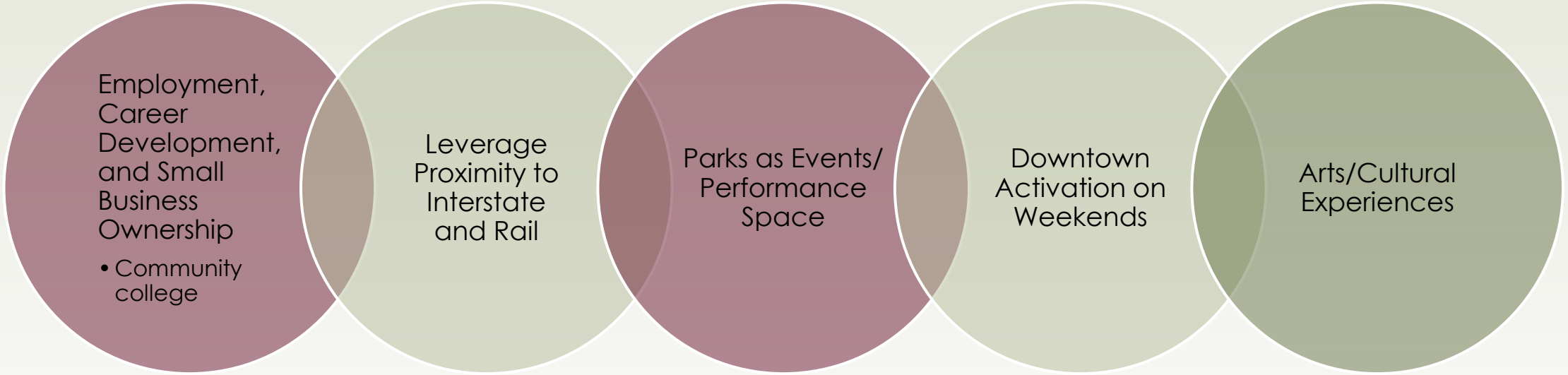
Modernization of Services

- Zoning code updates

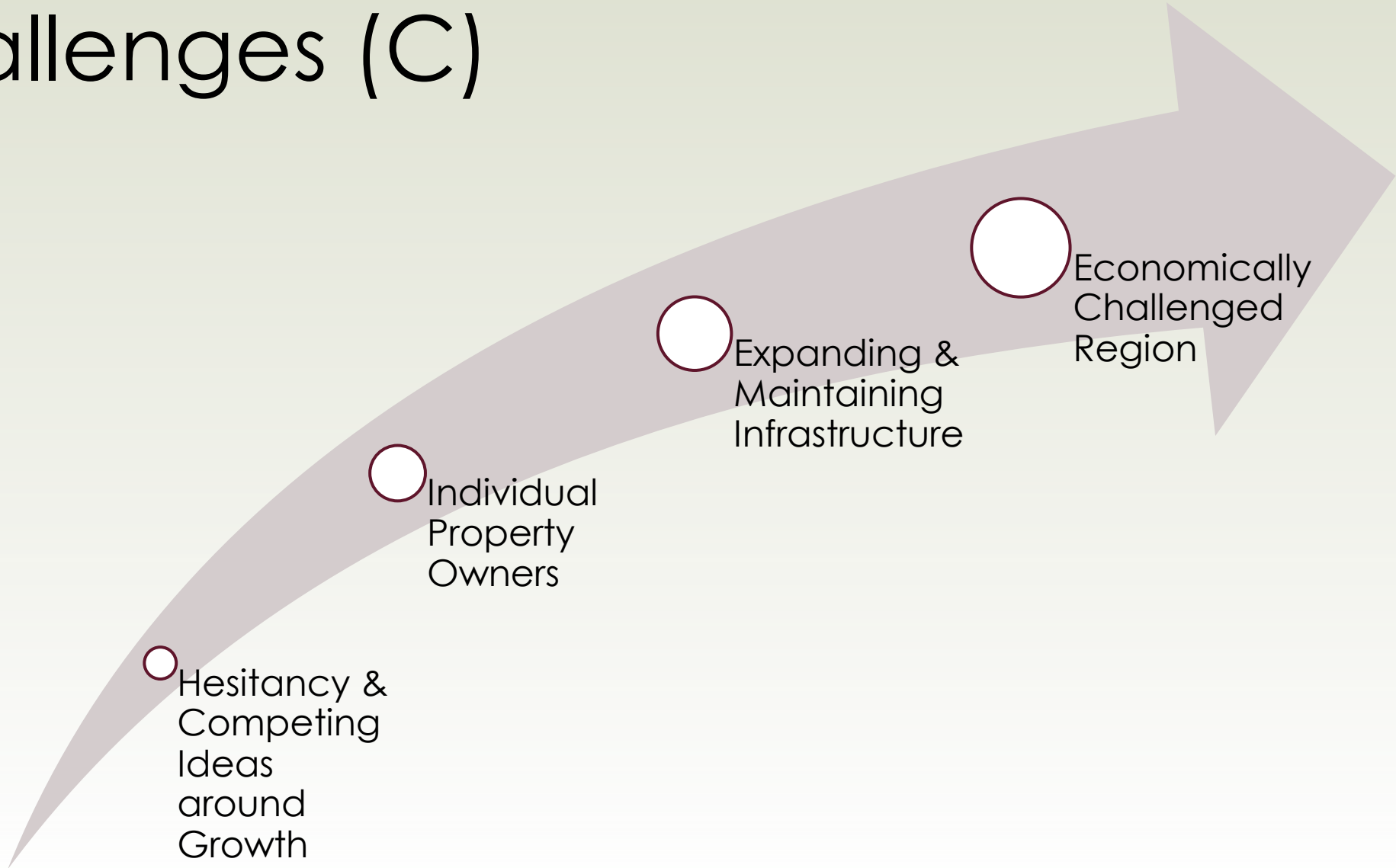
Housing Challenges

- Need deeper dive

Opportunities (O)



Challenges (C)



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Town of Wytheville

Town Council Takeaways



Questions about Housing Concerns



Desire for Responsible Growth



Retention of Youth and Young Families

Finalized Guiding Statements



Vision

In 2040, Wytheville is a town where residents can build community—where connections to nature, cultural amenities, and diverse economic assets are paired with well-paying jobs and housing choices that foster a healthy, active, and connected way of life. There is only one Wytheville—where planned growth and wise investments support a welcoming, vibrant, and prosperous town.



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Planning Themes

Anchor	Wytheville will protect and strengthen Downtown as a welcoming destination by supporting creative economy businesses, maintaining unique and attractive public spaces, and by prioritizing economic vitality and connectivity.
Identify	Wytheville will celebrate its small-town identity and distinctive natural beauty, while ensuring that new development respects local context.
Connect	Wytheville will connect people, neighborhoods, and destinations by creating safe streets and multi-modal connections, by embracing wise decision-making around land use and transportation planning, and by expanding walking, biking, and trail connections.
Conserve	Wytheville will protect unique community viewsheds, environmentally sensitive areas, iconic cultural assets and water resources while expanding outdoor recreation and natural and cultural assets that help define the Town's character and support community health.
Guide	Wytheville will plan and phase growth, infrastructure, public services, and roads to align with smart growth and development while prioritizing long-term fiscal and environmental sustainability.
Live	Wytheville will support residents' desire to live affordably and comfortably by promoting diverse housing options.

Next Steps

1. Housing Survey
2. Future Land Use Map
3. Town Department Heads Discussions
4. Fall Community Engagement



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Final Thoughts and Questions