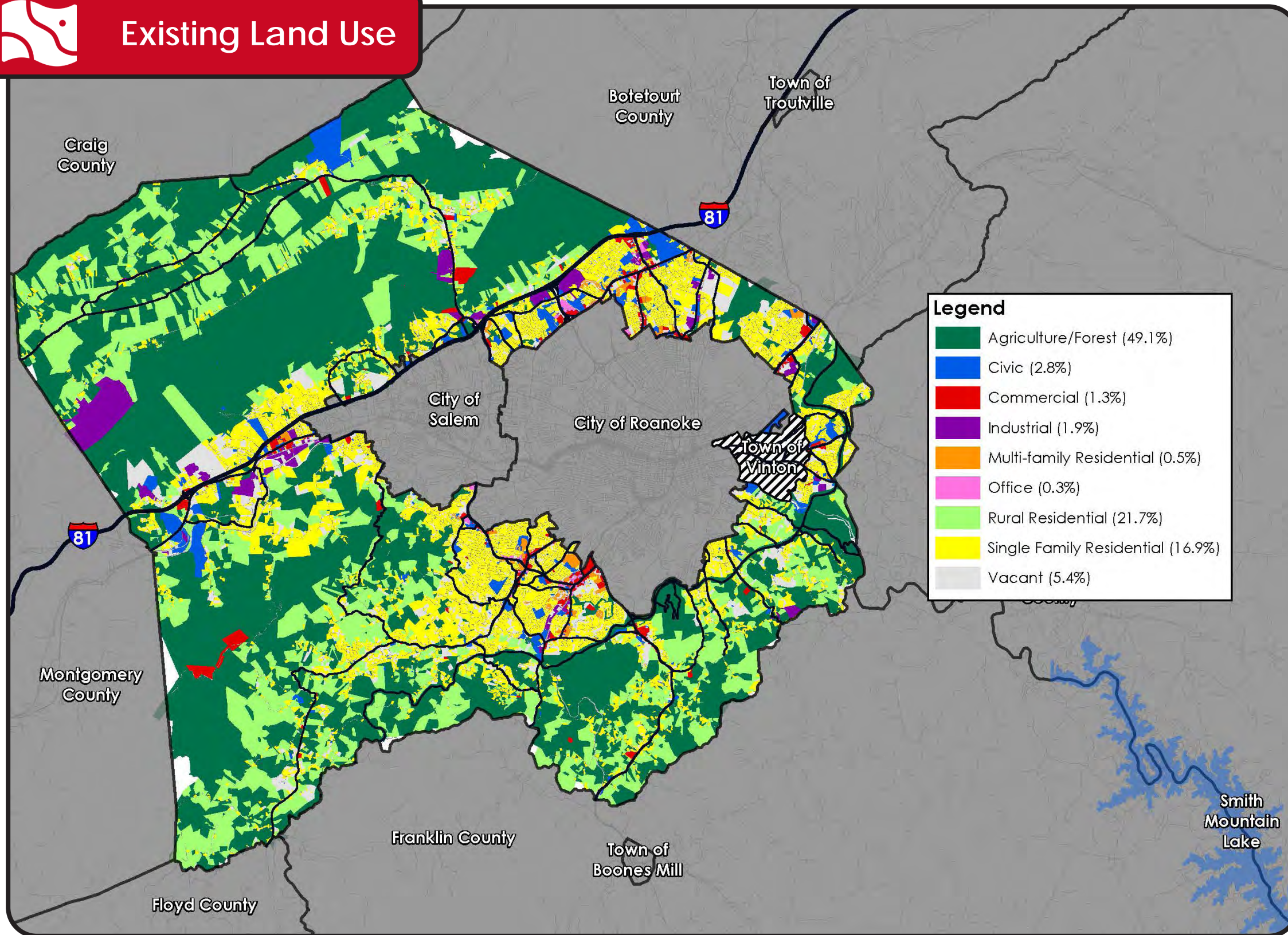


LAND USE & HOUSING





Existing Land Use



7.1 Overview



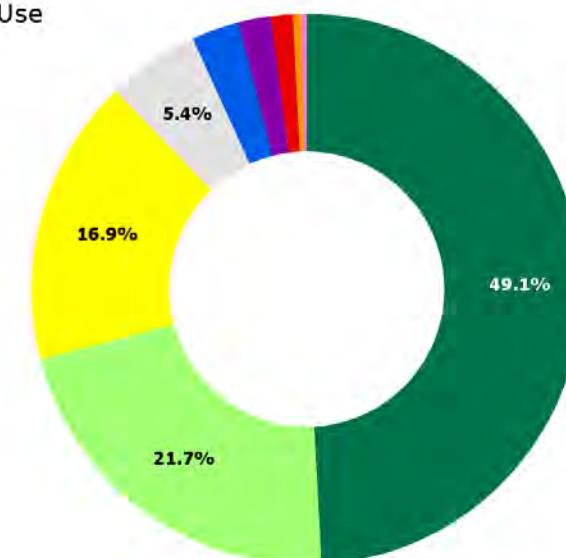
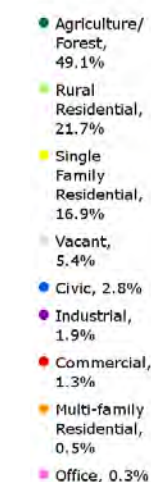
This chapter discusses the existing conditions of land use, economic development, and housing in Roanoke County. These topics were paired together due to their interconnected nature. Land use often dictates which kinds of businesses and housing are allowed and the housing market informs land use decisions. Land use is important to the future of Roanoke County not only to address housing issues, but also to capitalize on economic opportunities and preserve natural and cultural resources. Land use can be analyzed in three ways: existing land use, zoning, and future land use. Existing land use simply describes how the land is being used at the present time. Zoning defines how land can be used—what is permitted and unpermitted. Future land use accompanies the existing comprehensive plan and determines what changes to the zoning would be consistent with Roanoke County's vision for its future.

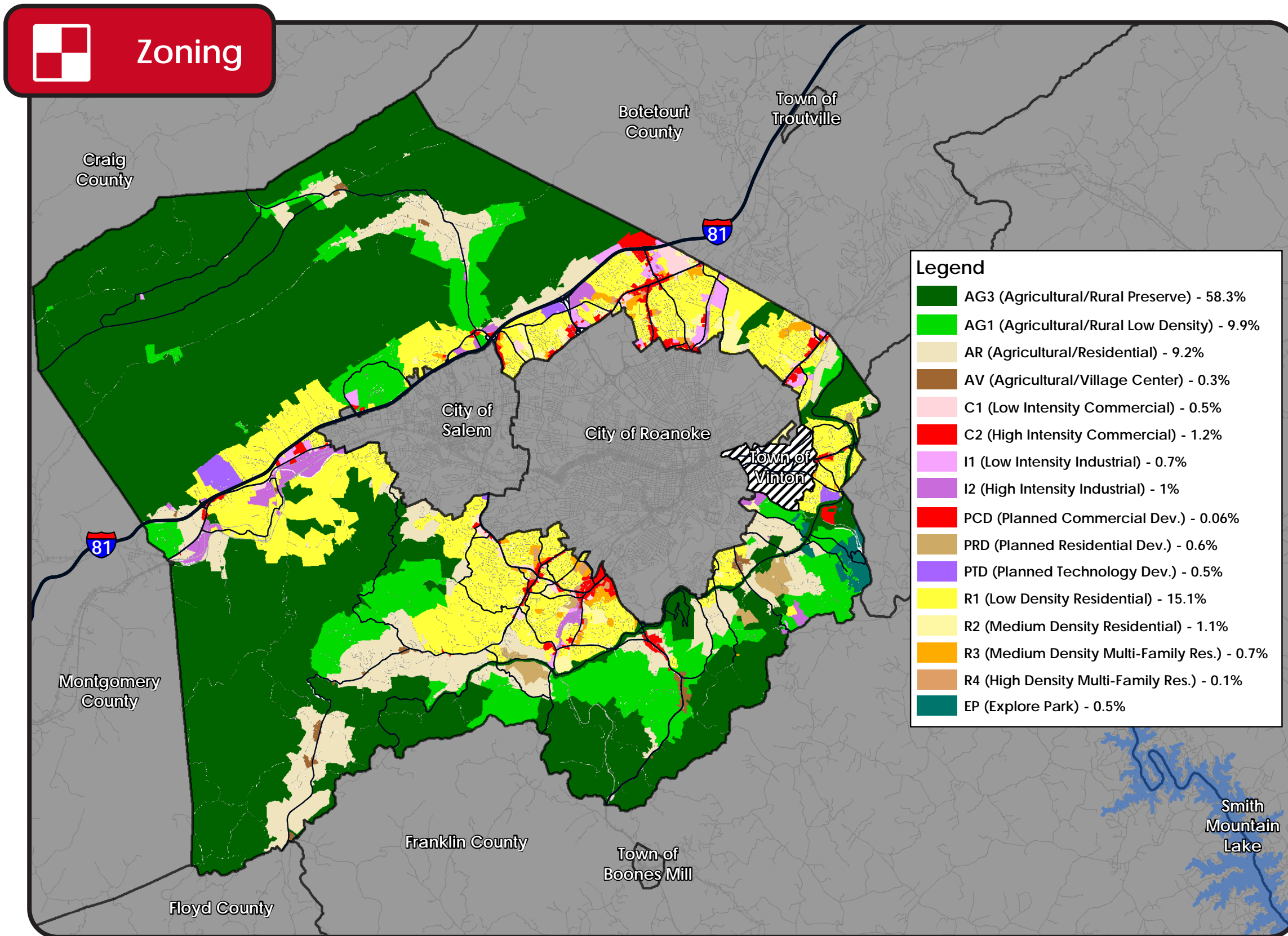
7.2 Existing Land Use



As mentioned, existing land use refers to the classification of land use that currently exists for a property. Just under half (49.1%) of all land in Roanoke County is currently being used for forest or agriculture. Most of this land is in the more rural parts of the County, such as the Catawba, Masons Cove, or Bent Mountain areas.

Existing Land Use






39.1% of the land is being used for residential purposes. Most of this is rural residential land (21.7%). The majority of the single-family (16.9%) and multi-family (0.5%) residential land is found in the more urban planning areas of the County such as Peters Creek, Windsor Hills, Cave Spring, and Bonsack-Vinton.

At approximately 5.4%, there is more vacant land in Roanoke County than all land used for industrial (1.9%), commercial (1.3%), and office (0.3%) uses combined. This vacant land is scattered randomly throughout the County, but is generally found more frequently within the urban core regions. Approximately 2.8% of land is currently used for civic use which includes public land containing Roanoke County community facilities such as schools, libraries, fire/rescue, and parks.

Most of the industrial land is located in the Glenvar area along the I-81 corridor. The favorable access to the freeway and the railroad makes this region a prime location for industrial uses. Almost all the land used for commercial and office purposes is found along major arterial roads.

7.3 Zoning



As mentioned previously, zoning is a land use tool that municipalities can use to define what is permitted and is not permitted within a zoning district. The map to the left shows the current zoning in Roanoke County as of May 2024.

Roanoke County has seventeen (17) different zoning districts. These districts derive from five (5) categories of land use: agriculture, residential, commercial, industrial, and other.

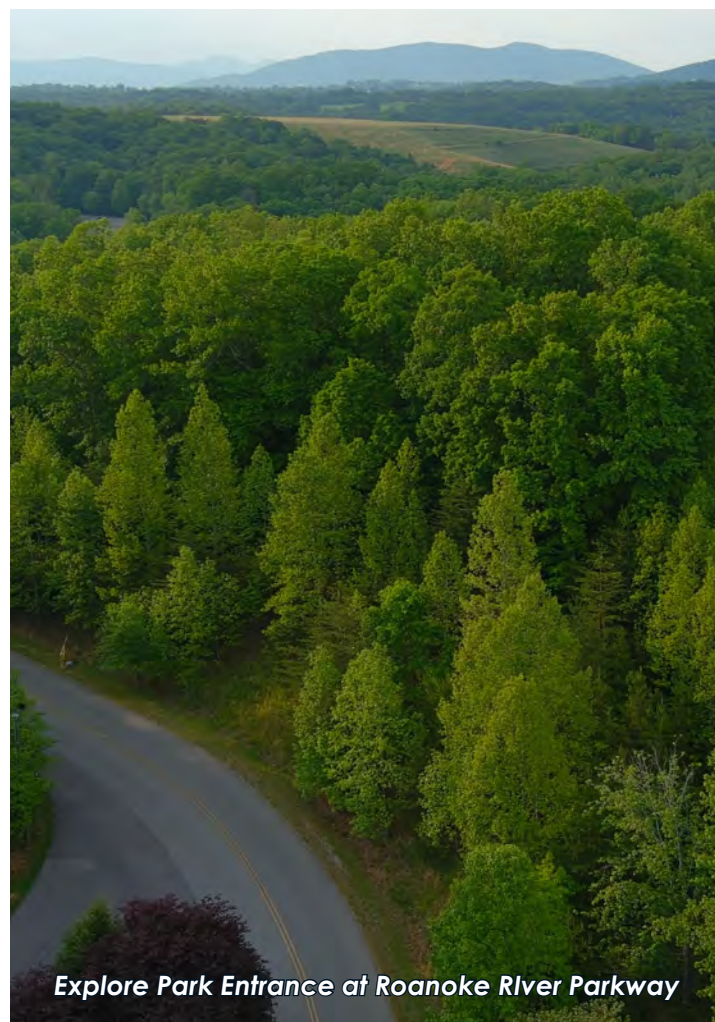
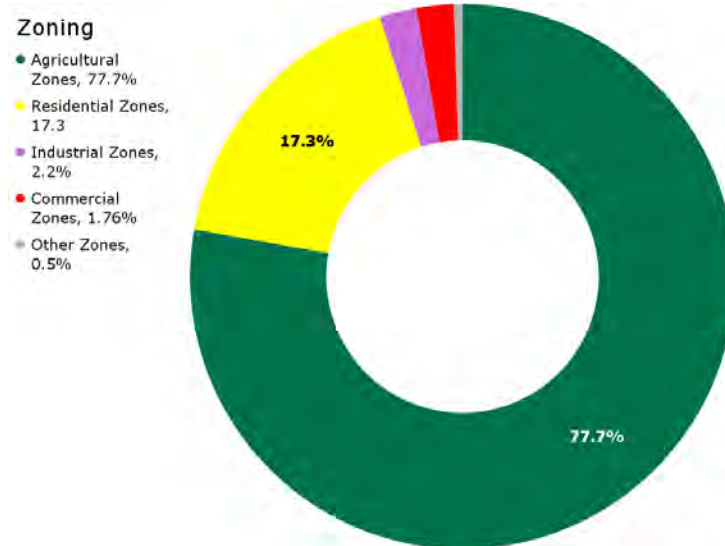
There are four (4) agricultural zones in Roanoke County, AG-3, AG-1, AR, and AV. The AG-3 Agricultural/Rural Preserve district and the AG-1 Agricultural/Rural Low-density district consist of land primarily used as farmland, woodlands, and widely scattered residential development located within the rural service area. The AR Agricultural/Residential district is generally characterized by very low density residential and institutional uses mixed with smaller parcels that have historically contained agricultural uses, forest land and open space outside the urban service area. The AV Agricultural/Village Center district serves as the focal point for cultural and commercial activity of the rural

service areas of the County. Approximately 78% of the land in the County is zoned agriculturally.

There are five (5) residential zones in the County. The R-1 and R-2, residential districts are established for areas of the County within the urban service area with low and medium density residential development. The R-3, residential district provides areas in the County within the urban service area for medium and high density residential developments such as townhouses and apartments. The R-4 residential district similarly provides for only high density residential developments. The Planned Residential Development (PRD) district is intended to allow greater flexibility than is generally possible under conventional zoning district regulations, to allow developers to incorporate a variety of housing options as well as certain limited commercial and office uses designed to serve the inhabitants of the district. Approximately 17% of the land in the County is zoned residentially, with a majority of that zoned as R-1 Low-Density Residential.

There are four (4) commercial zones in the County. The Neighborhood Commercial (NC) district allows for low-intensity retail and service establishments that enhance surrounding residential land uses. The C-1 district provides low-intensity commercial land uses within the urban service area, including small-scale office and retail businesses. In contrast to the C-1 district, the C-2 district provides for a much wider variety of high-intensity commercial land uses at a regional scale within the urban service area. The Planned Commercial Development (PCD) district allows greater flexibility than is possible under conventional zoning district regulations to allow developers flexible application of development controls to protect surrounding properties and promote efficient land use. Approximately 1.76% of the land in the County is zoned commercially and is primarily along arterial roads.

There are three (3) industrial zones in the County. The I-2 district allows for high-intensity industrial land uses within the urban service area. The I-1 district similarly allows for low-intensity industrial land uses. Both zones are regulated in a manner to protect surrounding properties and natural resources from



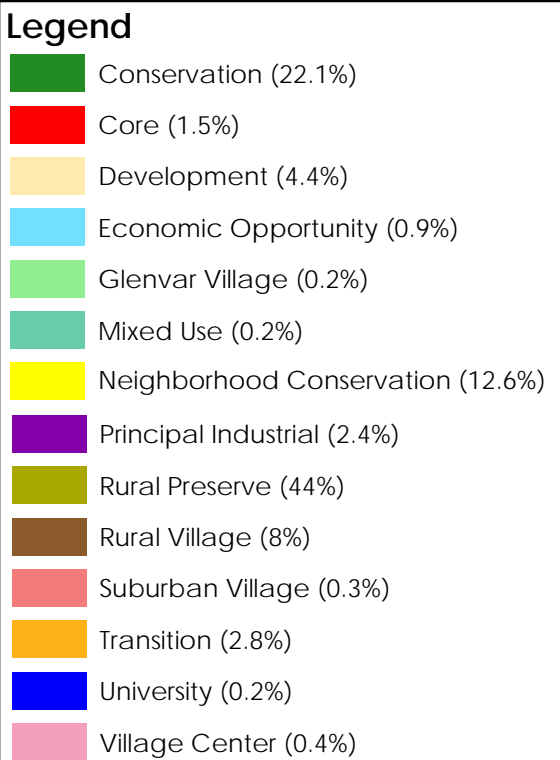
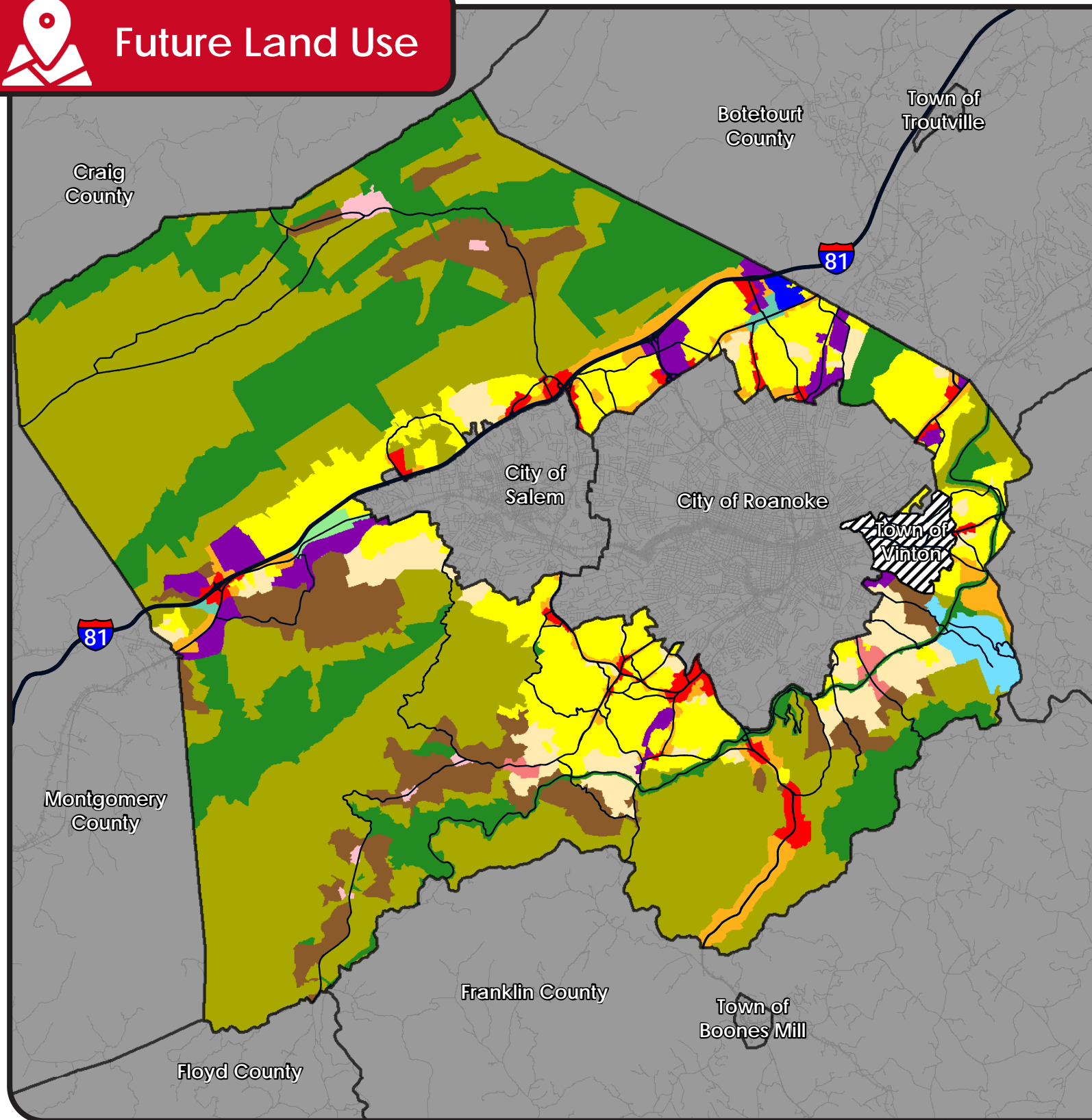
potential negative impacts commonly associated with industrial activity. These districts are provided to promote economic activity in the region. The Planned Technology Development (PTD) District is intended to function as a well-designed industrial park with architecture and landscaping that compliments the surrounding properties and natural resources. This district also provides flexibility and incentives for potential developers.

There is one miscellaneous zone that the County has, the Explore Park (EP) district. This district is intended to allow the unique activities associated with Explore Park to be permitted, while simultaneously protecting the park and surrounding properties from unwanted activities or development. This zone was created as part of a broader vision to turn Explore Park into a regional destination on the Blue Ridge Parkway.





Future Land Use



Future Land Use Designation	Plan Document	Year
Conservation	Roanoke County Community Plan	1998
Core	Roanoke County Land Use Plan	1985
Development	Roanoke County Land Use Plan	1985
Economic Opportunity	Mount Pleasant Community Plan	2008
Glenvar Village	Glenvar Community Plan	2012
Mixed Use	Glenvar Community Plan	2012
Neighborhood Conservation	Roanoke County Land Use Plan	1985
Principal Industrial	Roanoke County Land Use Plan	1985
Rural Preserve	Roanoke County Land Use Plan	1985
Rural Village	Roanoke County Land Use Plan	1985
Suburban Village	Mount Pleasant Community Plan	2008
Transition	Roanoke County Land Use Plan	1985
University	Hollins Area Plan	2008
Village Center	Roanoke County Land Use Plan	1985

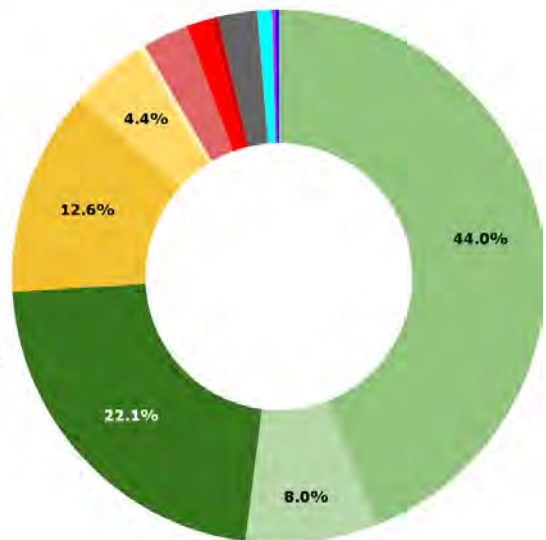
7.4 Future Land Use



A future land use map typically accompanies a comprehensive plan and determines what changes to the zoning would be consistent with Roanoke County's vision for its future. The map to the left shows the future land use designations in Roanoke County that were made in association with the 2005 Comprehensive Plan, including its amendments.

There are fourteen (14) future land use designations. The table on the map to the left shows when these future land use categories were created.

Future Land Use



Conservation

Approximately 22.1% of the land in the County is designated Conservation. Almost all of this land follows ridgelines and steep slopes throughout the County and is typically found in the rural parts of Roanoke County such as Catawba, Glenvar, Masons Cove, and Mount Pleasant Community Planning Areas (CPAs). This land use is intended to protect the various natural resources that are associated within them.

Conservation includes areas of environmental sensitivity due to topography, open space, or location with respect to other state or federally preserved and conserved lands. Typical resources would include wetlands, ridgelines, mountainsides, scenic views from the Blue Ridge Parkway and Appalachian Trail, identified greenway corridors, agricultural lands, historical and cultural resources and threatened or endangered species habitats.

The following land use types are examples of uses that may be appropriate for this future land use:

- Agricultural Production
- Forest and Wood Products
- Parks
- Public Lands
- Conservation Easements
- Rural Residential



Conservation Land Use

Core

Approximately 1.5% of the land in the County is designated as Core. Land uses designated as Core, typically parallel major commercial corridors and are located in conjunction with central business districts of Roanoke, Salem, and Vinton.

They are commonly found in areas designated as Activity Centers such as the Hollins, Oak Grove, 460/Bonsack, and 419/Tanglewood areas. The intent of Core as a future land use area is to support high-intensity urban development including larger-scale highway-oriented retail uses and regionally-based shopping facilities. Bicycle and pedestrian connectivity and safety is also highly encouraged in this future land use area.

The following land use types are examples of uses that may be appropriate for this future land use:

- General Retail Shops and Personal Services
- Office and Institutional Uses
- Limited Industrial Uses



Commercial Land Use

Development

Approximately 4.4% of the land in the County is designated Development. This future land use area is typically located along major corridors surrounded by neighborhood conservation and is where most new neighborhood development will occur including large-scale planned developments which mix residential with potential retail and office uses. This land use intends to support clustered development patterns that aim to encourage bicycle and pedestrian connectivity via trails, greenways, and shared-use paths.

The following land use types are examples of uses that may be appropriate for this future land use:

- Conventional Residential
- Cluster Residential
- Multi-Family Residential
- Planned Residential Development
- Planned Community Development
- Community Activity Centers



Economic Opportunity Land Use

Economic Opportunity

Approximately 0.9% of the land in the County is designated Economic Opportunity. This future land use designation was created with the intention to take advantage of tourism and commercial opportunities on the Blue Ridge Parkway in the Explore Park area. This area in the eastern-most portion of Roanoke County is the only area of the County with this future land use designation.

The Economic Opportunity designation is a future land use area that aims to guide a mix of commercial, tourist-related, and limited industrial uses related specifically to destination resort and outdoor recreation facilities. Economic Opportunity areas are applied to lands owned or leased by the Virginia Recreational Facilities Authority or Virginia Living Histories, Inc., and adjacent lands that could potentially be expansion areas for the facilities. The designation discourages uses that may conflict with the resort or outdoor recreation activities.

The following land use types are examples of uses that may be appropriate for this future land use:

- Family Destination Resort
- Existing Land Uses and Zoning

Glenvar Village

Approximately 0.2% of the land in the County is designated as Glenvar Village. This future land use is located along a stretch of West Main Street and is home to community identifiers such as the Glenvar Library, Richfield Retirement Community, Fort Lewis Fire and Rescue Station #9, Fort Lewis Elementary, entrance to Glenvar Schools Complex, and Fort Lewis Baptist Church. Glenvar Village is a future land use area intended to serve as focal point for the Glenvar Community. Because of the importance to the community, a high degree of architectural and creative site design is encouraged to enhance the rural and historic character of the area as well as pedestrian and vehicular connectivity between properties. A mix of uses on a parcel and/or along the West Main Street Corridor is encouraged in the Glenvar Village designation.

The following land use types are examples of uses that may be appropriate for this future land use:

- Community Activity Centers
- Commercial
- General Retail Shops and Personal Services
- Parks and Outdoor Recreation/Ecotourism
- Limited Industrial
- Mixed Use
- Office and Institutional
- Residential



Multifamily Land Use in the Glenvar Village

Mixed Use

Approximately 0.2% of the land in the County is designated Mixed Use. The majority of land designated as Mixed Use is located in the Peters Creek CPA in the Hollins Center at the intersections Peters Creek Road and Williamson Road as well as Plantation Road and Williamson Road. This land use recognizes the existing mixture of uses and zoning districts and provides for a mix of uses to preserved and developed. Bicycle and pedestrian safety and connectivity between uses are highly encouraged.

The following land use types are examples of uses that may be appropriate for this future land use:

- Community Activity Centers
- Commercial
- General Retail Shops and Personal Services
- Limited Industrial
- Mixed Use
- Office and Institutional
- Parks and Outdoor Recreation/Ecotourism
- Residential



Oak Grove Mixed Use Conceptual Rendering

Neighborhood Conservation

Approximately 12.6% of the land in the County is designated Neighborhood Conservation. This land use can be found where established single-family neighborhoods are delineated, particularly in the more suburban and urban areas of Roanoke County, such as the Cave Spring, Glenvar, Peters Creek, Bonsack/Vinton, and Windsor Hills CPAs. This land use is intended to conserve the existing development pattern of neighborhoods where single-family or multi-family homes are encouraged.

The following land use types are examples of uses that may be appropriate for this future land use:

- Single-Family Residential
- Neighborhood Institutional Centers
- Neighborhood Commercial



Residential Land Use



Residential Land Use

Principal Industrial

Approximately 2.4% of the land in the County is designated Principal Industrial. Most of this future land use is within the Glenvar and Peters Creek CPAs along the I-81 corridor to take advantage of the proximity to the interstate to promote economic development. Principal Industrial areas are intended to exist within planned regional employment centers of the County with convenient access to major highways.

The following land use types are examples of uses that may be appropriate for this future land use:

- Agricultural
- Small Industries and Custom Manufacturing
- Mining and Extraction
- Industrial Development
- Industrial Parks



Industrial Land Use

Rural Preserve

Approximately 44% of the land in the County is designated Rural Preserve. This land use is typically found in areas near conservation land where a higher concentration of forests and farmland are located. This primarily includes the most rural CPAs such as Bent Mountain, Back Creek, Clearbrook, Catawba, Glenvar, and Masons Cove. This land use is intended to preserve the natural landscape and discourage new development. It includes areas of mostly undeveloped, outlying lands.

These rural regions are generally stable and require a high degree of protection to preserve agricultural, forestal, recreational, and remote rural residential areas.

The following land use types are examples of uses that may be appropriate for this future land use:

- Agricultural Production
- Agricultural Services
- Forest and Wood Products
- Parks and Outdoor Recreation Facilities
- Rural Residential
- Rural Institutional
- Mining and Extraction Operations

Rural Village

Approximately 8% of the land in the County is designated Rural Village. This land use can be found at the heart of many rural areas designated as Rural Preserve where a higher concentration of growth is expected and encouraged to occur, particularly where public facilities and infrastructure are located. Rural community and farming areas are generally in between the intense suburban development patterns already established in the County and the designated Conservation and Rural Preserve areas.

While suburban or urban development patterns are discouraged, this land use is intended to limit commercial activity and higher residential density in the more rural areas of Roanoke County such as Bent Mountain, Back Creek, Catawba, Glenvar, and Masons Cove CPAs.

The following land use types are examples of uses that may be appropriate for this future land use:

- Rural Housing
- Rural Community Centers
- Agricultural Production and Services
- Forest and Wood Products
- Small Scale Commercial
- Rural Parks and Outdoor Recreation



Rural Land Use

Suburban Village

Approximately 0.3% of the land in the County is designated as Suburban Village. This future land use is located in two areas of Roanoke County, the Poages Mill area of the Back Creek CPA and the area encompassing the Mount Pleasant Library and Fire and Rescue Station #6 in the Mount Pleasant CPA. This future land use is intended to support lower intensity commercial and residential growth within a mixture of surrounding development. New neighborhood development occurs in close proximity to institutional, office and retail uses.

The following land use types are examples of uses that may be appropriate for this future land use:

- Agricultural Production and Services
- Parks and Outdoor Recreation
- Residential
- Community Activity Centers
- Commercial

Transition

Approximately 2.8% of the land in the County is designated as Transition. Transition areas are typically located adjacent to developed areas and serve as buffers between major arterial roads with high-intensity development and adjacent low-intensity residential development. This future land use is most commonly found in the Bonsack/Vinton, Clearbrook, Glenvar, and Peters Creek CPAs. The intent of Transition is to soften development adjacent to intense retail and highway oriented commercial uses, where office, institutional and small-scale, coordinated retail uses are more suitable.

The following land use types are examples of uses that may be appropriate for this future land use:

- Office and Institutional
- Retail
- Multi-Family Residential
- Single-Family Attached Residential
- Parks



Transition Land Use

University

Approximately 0.2% of the land in the County is designated University. This land use is located in the Peters Creek CPA in the Hollins Center along Williamson Road at Hollins University. The University future land use area is intended to guide a mix of educational, institutional, limited commercial, recreational, and open space uses related to a college or university campus. Other lands owned by the University may be included in other future land use designations that are more appropriate to their existing zoning or land uses. Proposed land uses adjacent or in close proximity to the University should compliment college-related activities including bicycle and pedestrian connectivity.

The following land use types are examples of uses that may be appropriate for this future land use:

- University Campus
- Special Events and Recreation



University Land Use. Photo by Jeff Hodges

Village Center

Approximately 0.4% of the land in the County is designated as Village Center. This future land use area is located along the Route 221 corridor in the Back Creek and Bent Mountain CPAs as well as the Route 311 corridor in the Catawba and Mason Cove CPAs. The intent of this land use is to serve as the commercial and institutional focal point of surrounding rural residential and farming establishments. Here, the highest level of rural land use activities may occur. By nature, the majority of commercial and institutional activities in Village Center areas are designed and scaled to best serve the needs of the residents from the surrounding rural areas.

The following land use types are examples of uses that may be appropriate for this future land use:

- Agricultural Production and Services
- Parks and Outdoor Recreation
- Residential
- Rural Community Centers
- Convenience Retail
- Rural Highway Retail



Village Center Land Use

7.5 Economic Development



Roanoke County has experienced economic and population growth over the past decade and is expected to continue growing. Proximity to high-quality educational institutions, numerous outdoor recreation attractions, and a high quality of life for a lower cost all contribute to the livability and continued growth of the County. Roanoke County's unique location, surrounding the independent cities of Roanoke and Salem, gives it access to urban amenities while the County maintains its suburban identity.

Despite the aging population, employment increased in the last decade, with notable growth in the healthcare and social services, manufacturing, and professional and technical services sectors. Healthcare and social services was also the top-employing industry sector in the County as of 2020, which is due to the local presence of the Carillion and Lewis Gale medical networks. The other two top employing industry sectors were retail trade and government. A list of the top employers in Roanoke County can be viewed on page 7-24.

Roanoke County Department of Economic Development

The Roanoke County Department of Economic Development offers an extensive array of information and services that are designed to assist international and domestic businesses with establishing new facilities, relocating existing facilities, or expanding current facilities in Roanoke County. The department is actively involved in the following economic development initiatives:

- Business referral services and technical assistance
- Existing business retention and expansion programs and services
- New business recruitment and assistance
- Real estate consultation services

Roanoke County Department of Economic Development Assistance

Local and state organizations that assist the Department of Economic Development include:



Roanoke County Economic Development Authority (EDA)

The Economic Development Authority (EDA) of Roanoke County is responsible for guiding economic development policy.

The EDA was established under Code of Virginia, Industrial Development and Revenue Bond Act, Chapter 49, § 15.2-4900-4920 in 1971. The Code of Virginia authorizes the EDA to:

- Acquire, sell, and exchange real and personal properties
- Exercise all powers expressly given the authority by the governing body of the locality which established the authority
- Issue bonds, borrow money and/or accept grants
- Make loans or grants for the purposes of promoting economic development

There are ten members of the EDA, who are appointed (two from each magisterial district) by the Roanoke County Board of Supervisors who govern the Economic Development Authority of Roanoke County, created in 1971.

The EDA is authorized to acquire, own, lease and dispose of local properties that will potentially promote industry and develop trade in Virginia.



Elbit Systems



Mack Trucks Ground Breaking



Marvin Lumber & Cedar Company



Wells Fargo Customer Support Center

Industrial Parks

Roanoke County has a cluster of advanced material manufacturing. This includes industries vested in metal, glass, and plastic manufacturing as well as machine shops, R & D (Research and Development), and equipment manufacturing for communication and electrical components. This manufacturing cluster largely employs scientists, physicists, and engineers and related production chain positions. In 2020, the County's advanced material manufacturing cluster had approximately 1,913 workers employed in businesses belonging to this cluster, which account for 4.3% of County employment. Nevertheless, new facilities have opened and continue to thrive in the County as part of the larger regional industry cluster. The success of these facilities and growth trends may indicate an opportunity for growth.

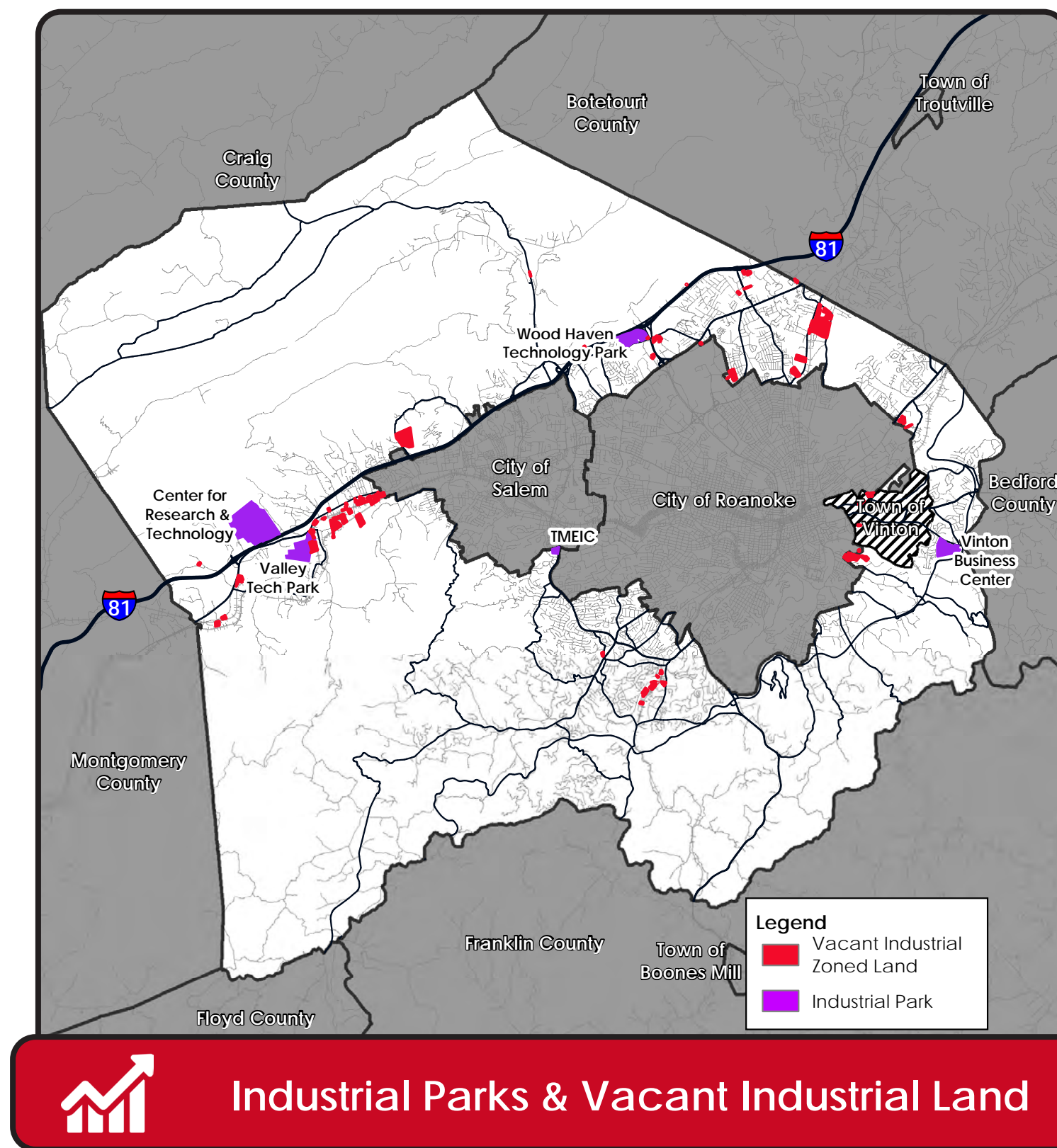
The Center for Research and Technology and Valley Tech Park are both located in the Glenvar area along the I-81 corridor. Wood Haven Technology Park is located adjacent to the I-81 and I-581. The Vinton Business Center is located along Hardy Road near the Bedford County line.

The Center for Research and Technology, Wood Haven Technology Park and the Vinton Business Center are zoned Planned Technology Development District (PTD). This zone is intended to function as a well-designed industrial park with architecture and landscaping that compliments the surrounding area and natural resources. This district also provides flexibility and incentives for potential developers.



A map showing the locations of each of the Industrial Parks can be found on page 7-21. These include the following:

- **Center for Research and Technology:** Approximately 480 acres of land located in the western portion of the County directly off of Interstate 81. There are two developable pads remaining, a 26 acre and 13 acre pad. As of 2024, the park has four tenants.
- **Valley Tech Park:** Approximately 166 acres of land located in the western portion of the County directly off of West Main Street adjacent to Interstate 81. As of 2024, there are four tenants occupying the park.
- **Wood Haven Technology Park:** Approximately 94 acres of land located in the northern portion of the County directly off of Wood Have Road adjacent to Interstate 81. There are no tenants occupying the site as of 2024. Key assets of Wood Haven include I-81 frontage (2,000+ feet), interstate access, completed due diligence, utilities on site, and airport access.
- **Vinton Business Center:** Approximately 97 acres of land located in the eastern portion of the County directly off of Hardy Road outside of the Vinton town limits. As of 2024, there is one tenant occupying the site. That tenant is Cardinal Glass, which occupies approximately 25 acres of the site. Approximately 72 acres are undeveloped.



Workforce

Contrary to the Southwest Virginia trend of population decline, the Roanoke County population is growing and expected to continue to expand. However, the County population is continuing to age, with decreases in younger population cohorts as household sizes are decreasing and less families are choosing to have multiple children. Employers lack the younger workforce needed to fill and replace positions left vacant after older generations retire.

The modern economy is driven by education. In the 2019-2020 graduate year, most high school graduates reported that they plan to attend a four-year (45.2%) or two-year college (33.5%). A higher percentage of graduates in the County chose to attend a two-year college compared to the state average of 25.2%. About 15% of students had plans to directly enter the workforce.

Health professions and related programs had the greatest postsecondary program completions (993) for the Roanoke County, City of Roanoke, and City of Salem region. These degrees offer a wide variety of careers in nursing, the medical/clinical field, business administration and management, and biological and physical sciences. Program career pathways reported having high annual openings (3,732) and strong projected job changes in the next ten years (6.2%). Additionally, the Business, Management, Marketing, and Related Support Services pathway had a very large number of job openings in the County compared to the number of completions for the program. This indicates unfilled demand by employers in this field.

Virginia Western Community College produced the greatest amount of program completions (1,210 individuals) within the Roanoke County, Roanoke City, and Salem City region. However, Radford University-Carilion saw the greatest amount of growth (32%) in its number of completions, an increase of 133 completions between 2013-2019.

The County's median incomes of high school graduates and some college and associate graduates are slightly higher than state and national averages, while incomes of those with a

bachelor's degree or higher are lower. This may reflect the County's job market which may not be able to incentivize workforce participants who have higher educational attainments to remain or relocate to the County.

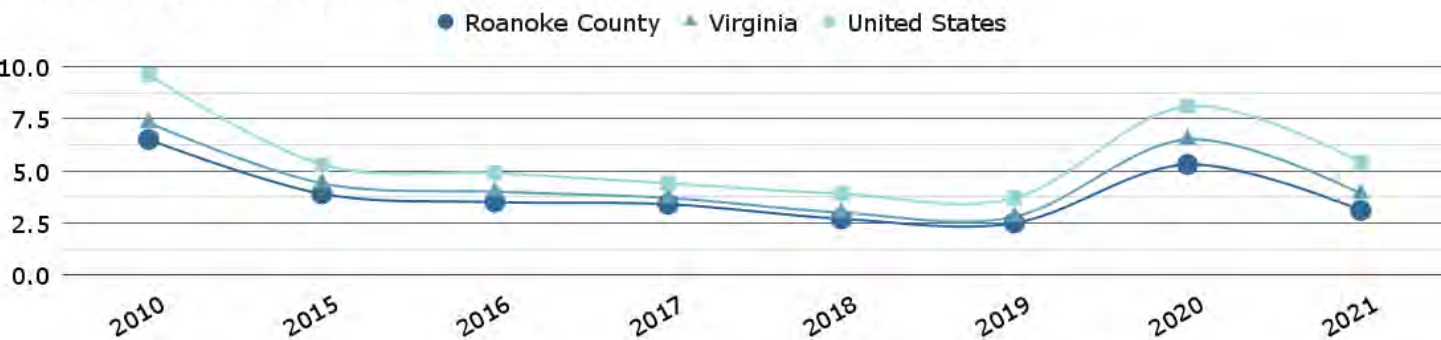
Labor force participation has fallen at the County, state, and national level. Roanoke County's labor force participation rate decreased from 67.3% in 2010 to 61.3% in 2019. This is likely related to the aging population trend and the increase in the over-65 population. A large portion of labor force participants in Roanoke County also tend to be older, with 48.1% being over the age of 45. There is also a smaller population aged 20 to 34 years, representing 20.7% of labor force participants. This is comparable to trends for the state and nation.

The tables on the following pages include data from the United States Census Bureau dating back to 2010. This includes data on employment status, commuting patterns, class of worker, occupation, household income, and health insurance.

Regional Workforce Development Board

The Greater Roanoke Workforce Development Board (GRWDB) is the regional workforce development board serving the Roanoke Valley and Alleghany Highlands regions. They provide strategic workforce programming and solutions to meet business demand via partnerships and career opportunities through the educational pipeline. In 2019, the Western Virginia Workforce Development Board (WVWDB) rebranded to become Virginia Career Works - Blue Ridge, of which the GRWDB is a partner of. Other partners include the Virginia Employment Commission, Virginia Western Community College, Region 5 Adult Education Program, Total Action for Progress (TAP), Department for Aging & Rehabilitative Services, Local Departments of Social Services, Blue Ridge Job Corps, Roanoke Regional Chamber of Commerce, Roanoke Regional Partnership, Local Economic Development Departments, Virginia Economic Development Partnership, and Roanoke Redevelopment Housing Authority.

Unemployment Rate



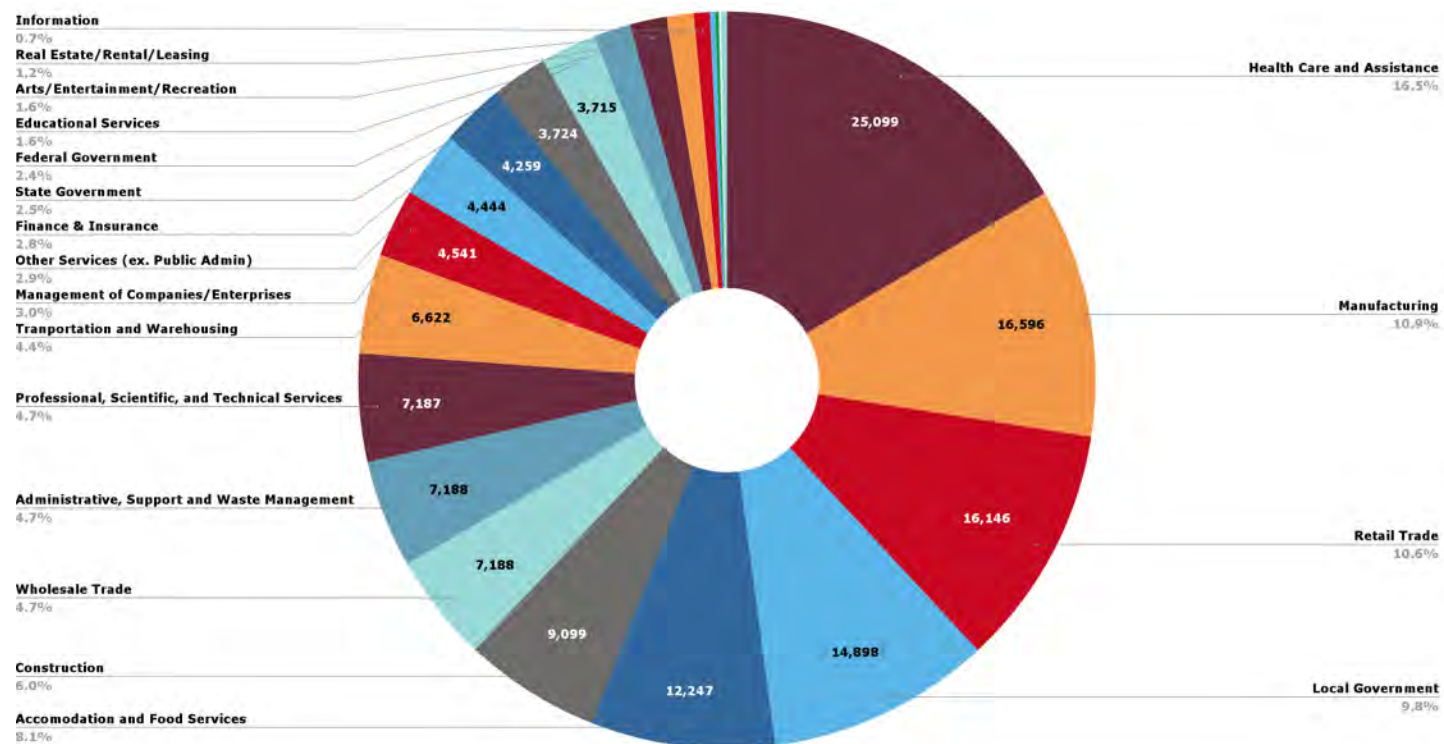
Employment Status						
	2010	2015	2018	2019	2020	2021
Population 16 years and over	74,001	76,558	77,007	77,906	77,482	78,209
In labor force	49,769	47,910	47,461	46,936	47,315	48,350
Percent of population 16 yrs and over in labor force	67.3%	62.4%	61.6%	60.2%	60.7%	60.6%
Unemployed	1,974	2,439	1,735	1,430	1,565	1,403
Unemployment Rate	6.5%	3.9%	2.7%	2.5%	5.3%	3.1%

Class of Worker						
	2010	2015	2018	2019	2020	2021
Civilian employed population 16 years and over	47,742	45,358	45,700	45,266	45,444	46,588
Private wage/salary workers	80.50%	79.50%	80.20%	86.40%	81.30%	80.60%
Government workers	15.00%	15.40%	14.90%	11.90%	14.90%	15.30%
Self-employed workers	4.40%	5.00%	4.60%	1.70%	3.60%	4.00%

Occupation						
	2010	2015	2018	2019	2020	2021
Civilian employed population 16 years and over	47,742	45,358	45,700	45,266	45,444	46,588
Management, business, science, & arts occupations	40.90%	40.60%	42.60%	45.80%	44.80%	45.80%
Service occupations	11.90%	14.60%	15.00%	12.30%	13.80%	14.40%
Sales and office occupations	27.20%	27.90%	23.80%	21.40%	21.90%	21.00%
Natural resources & construction occupations	7.10%	6.50%	6.30%	7.50%	6.20%	5.80%
Production, transportation, & material moving occupations	12.80%	10.50%	12.30%	13.00%	13.20%	13.00%

Source: Virginia Employment Commission and Bureau of Labor Statistics

Number and Percentage of Employees by Industry



Source: Virginia Employment Commission, Quarterly Census of Employment and Wages, 4th Quarter, 2023

Top Employers		
	Roanoke County	Roanoke Valley-Alleghany Region
1	Roanoke County Schools	Roanoke Memorial Hospital
2	Wells Fargo Bank	Roanoke County Schools
3	County of Roanoke	HCA Virginia Health System
4	Friendship Manor	Roanoke City Schools
5	Kroger	WalMart
6	Elbit Systems Ltd.	U.S. Department of Veterans Affairs
7	Integrity Windows Inc.	Carillion Services
8	Paychecks Plus	City of Roanoke
9	WalMart	Kroger
10	Hollins University	U.P.S.

Source: Virginia Employment Commission, Economic Information & Analytics
Quarterly Census of Employment and Wages (QCEW), 4th Quarter 2023

Household Income						
	2010	2015	2018	2019	2020	2021
Total households	37,833	38,164	38,343	37,506	38,234	39,877
Less than \$10,000	3.60%	4.50%	4.40%	3.50%	3.00%	3.10%
\$10,000 to \$14,999	3.70%	4.00%	3.20%	4.30%	3.20%	3.10%
\$15,000 to \$24,999	7.40%	8.20%	7.20%	6.50%	9.50%	8.50%
\$25,000 to \$34,999	11.10%	9.20%	9.10%	7.00%	8.50%	8.20%
\$35,000 to \$49,999	14.60%	14.10%	12.20%	9.80%	10.80%	3.90%
\$50,000 to \$74,999	21.40%	20.80%	20.40%	21.10%	19.60%	17.50%
\$75,000 to \$99,999	15.70%	15.20%	14.70%	13.00%	13.60%	14.80%
\$100,000 to \$149,999	14.80%	15.40%	17.50%	19.20%	18.20%	19.00%
\$150,000 to \$199,999	4.30%	4.70%	6.40%	7.40%	6.30%	7.30%
\$200,000 or more	3.30%	3.90%	4.90%	8.20%	7.40%	8.50%
Median household income	\$59,446	\$60,519	\$65,467	\$71,715	\$70,076	\$74,622
Mean household income	\$73,842	\$75,655	\$83,540	\$93,210	\$90,638	\$96,056

Percentage of Families and People Whose Income is Below the Poverty Level						
	2010	2015	2018	2019	2020	2021
All families	3.40%	6.00%	5.30%	3.80%	4.30%	4.10%
Married couple families	2.00%	3.00%	2.30%	0.40%	1.80%	1.80%
All people	5.10%	8.30%	7.40%	6.20%	6.60%	6.90%
Under 18 years	7.00%	10.10%	9.50%	7.00%	8.00%	7.30%
18 to 64 years	4.60%	8.00%	7.20%	7.00%	7.10%	7.10%
65 years and over	4.40%	7.40%	5.90%	3.40%	3.90%	6.10%

7.6 Housing



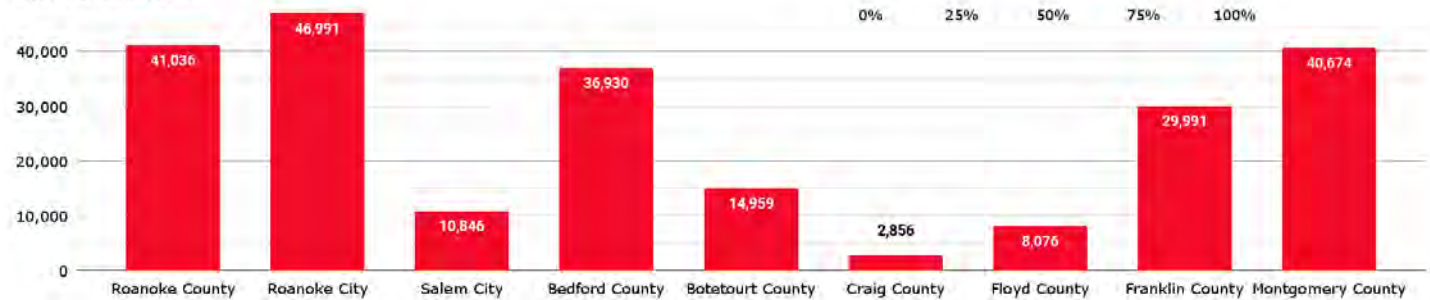
Housing is a critical part of the social and physical landscape of Roanoke County. It generates wealth, creates neighborhoods, and provides shelter. This section will examine the current status of the housing in Roanoke County by comparing and contrasting housing data with the state, the nation, and surrounding municipalities. As is true for the rest of the 200 Plan, most of the data that will be discussed below comes from 2019 U.S. Census data. As of this writing, the U.S. Census Bureau has not completely released all the data collected from 2020-2023. However, some 2020 and 2021 housing data is available, and will be specified before it is discussed.

Total Housing Units & Types of Housing

The figure below shows the total housing units of municipalities in the region. As of 2019, Roanoke County has 41,306 housing units. Compared to neighboring municipalities, only Roanoke City has more total units (46,991). Three-fourths of the County's housing stock (75.1%) is single-family detached homes. An additional 5.3% is single-family attached homes. About a sixth (17.6%) of the housing stock is multi-family units ranging from duplexes to large apartment buildings. The relatively high amount of single family detached housing and the wide variety of housing densities attracts many people to live in the County. A map of the total housing units by each CPA can be found on page 7-27.

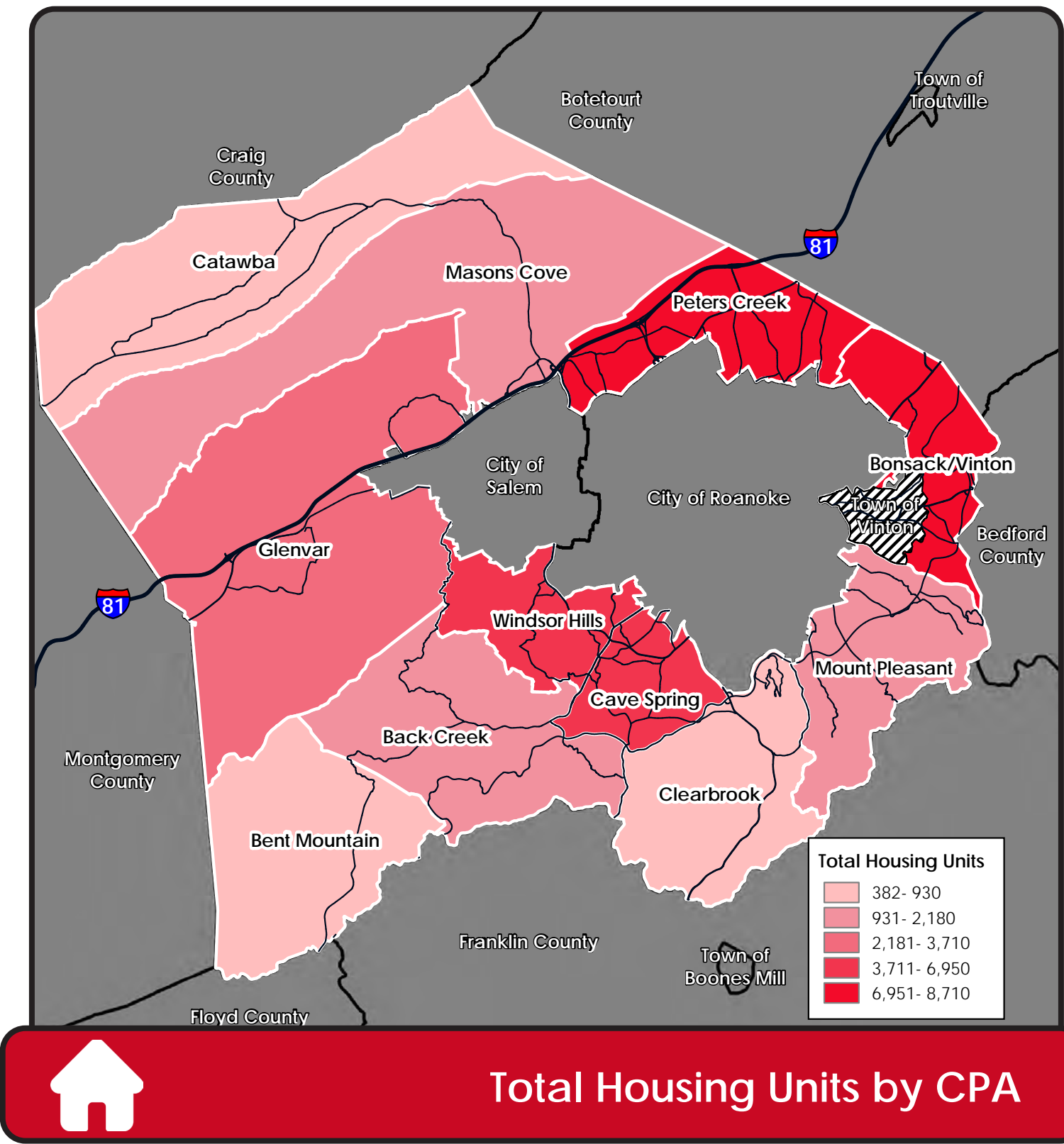
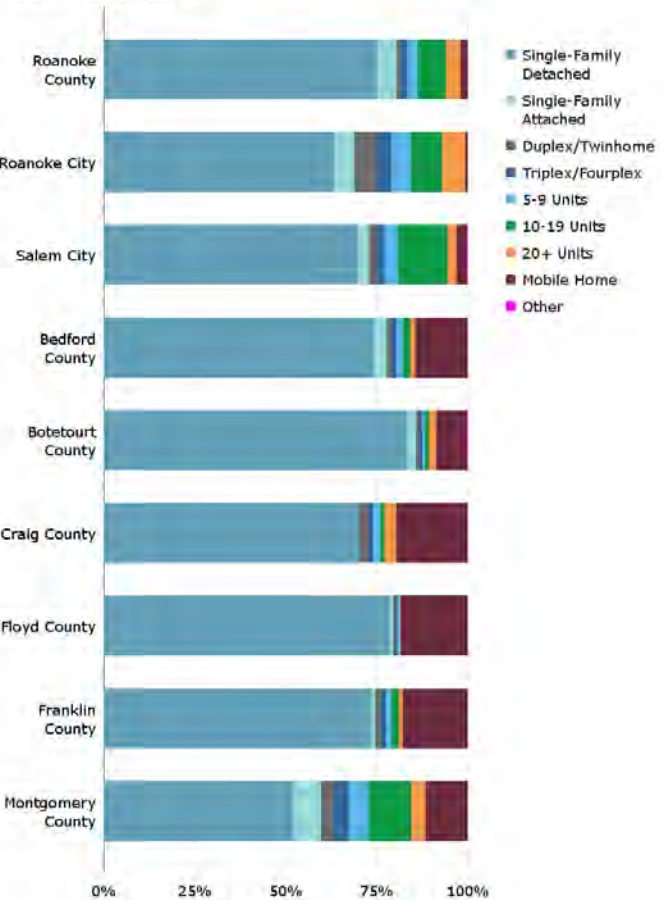
Throughout the region, single family detached housing is the most dominant type of housing.

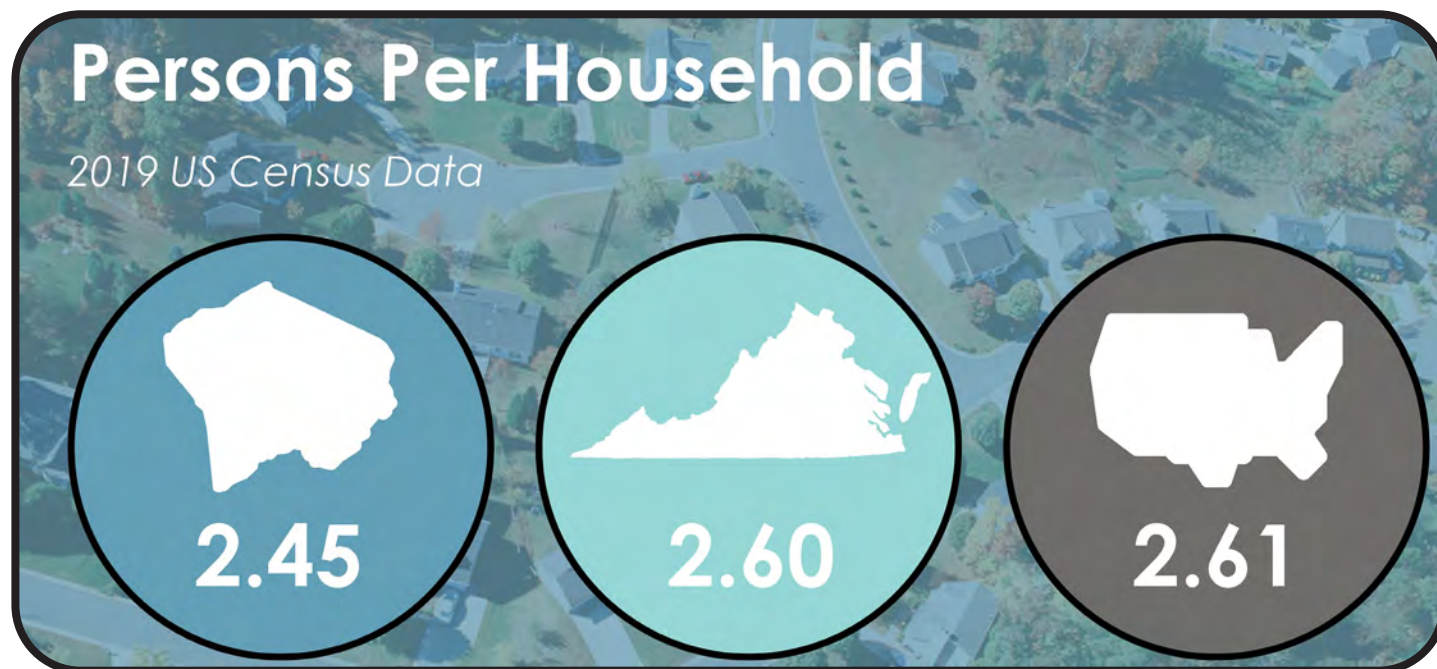
Total Housing Units
2020 U.S. Census Data



Roanoke County has a relatively moderate share compared to other municipalities with approximately 75.1% of housing being this housing type. Botetourt County has the highest share of this type of housing (83.4%) and Montgomery County has the lowest share (52.2%). Roanoke County is comprised of approximately 17.6% multi-family units, while Montgomery County has the largest share of this type of housing (28.9%) and Floyd County has the lowest share (2.0%).

Types of Housing Units
2019 U.S. Census Data



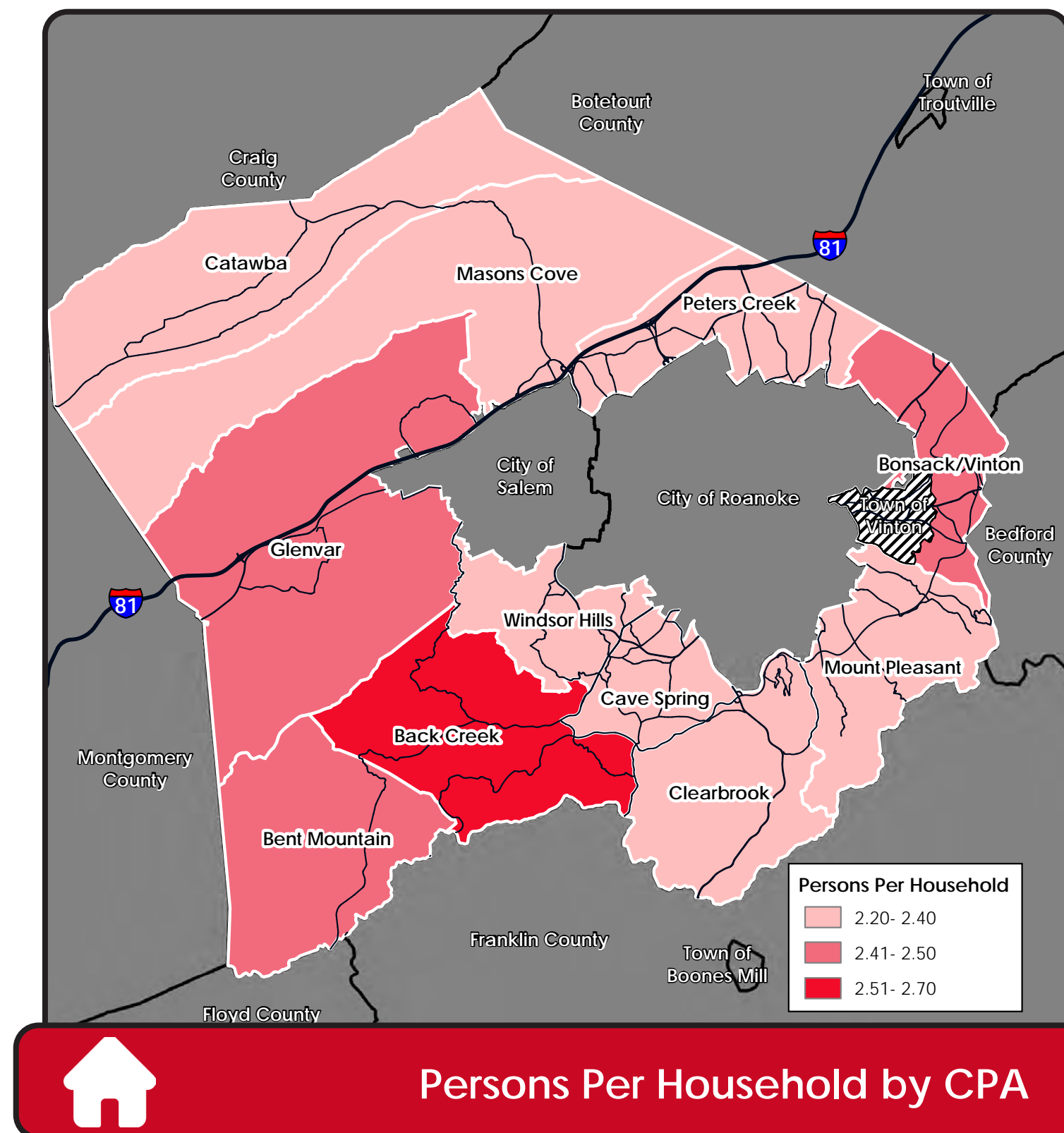
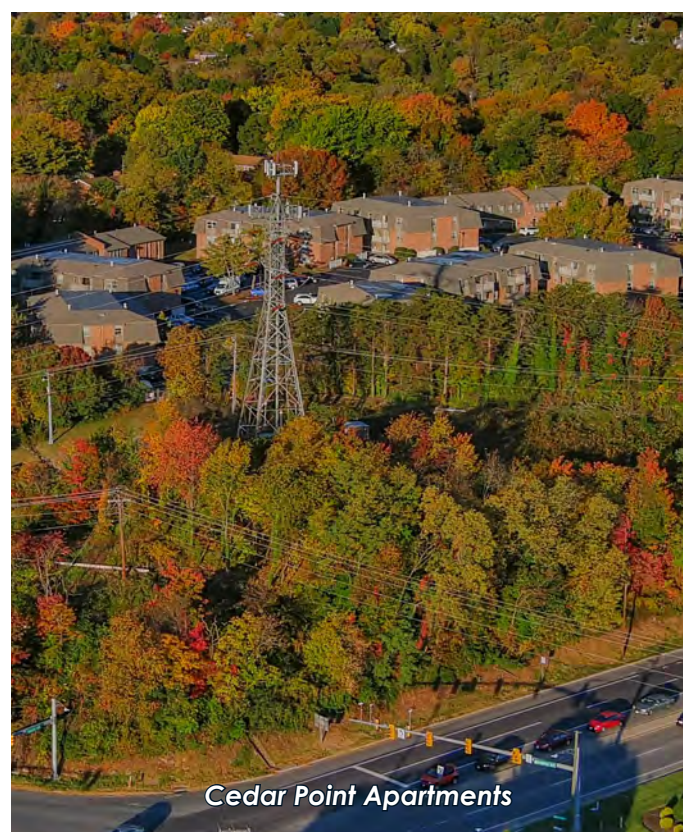


Persons Per Household

Persons per household is a measure of the average number of people in a single household. A higher average household size is indicative of more families and children, where a lower rate might indicate more households of singles and couples.

The national average in 2019 was 2.61 persons per household. The Virginia average was 2.60 persons per household. Roanoke County's average household size was 2.45 persons per household in that same year, which is a lower than the national and state averages. Compared to surrounding municipalities, Roanoke County has a moderate average household size. Bedford County has the highest persons per household at 2.50 with Craig County having the lowest share at 2.22 persons per household. Roanoke County is following the national, state, and regional trend to have smaller and smaller household sizes over time.

The Community Planning Area (CPA) with the highest average household size (2.61) in 2019 was Back Creek. The lowest was Cave Spring (2.21).



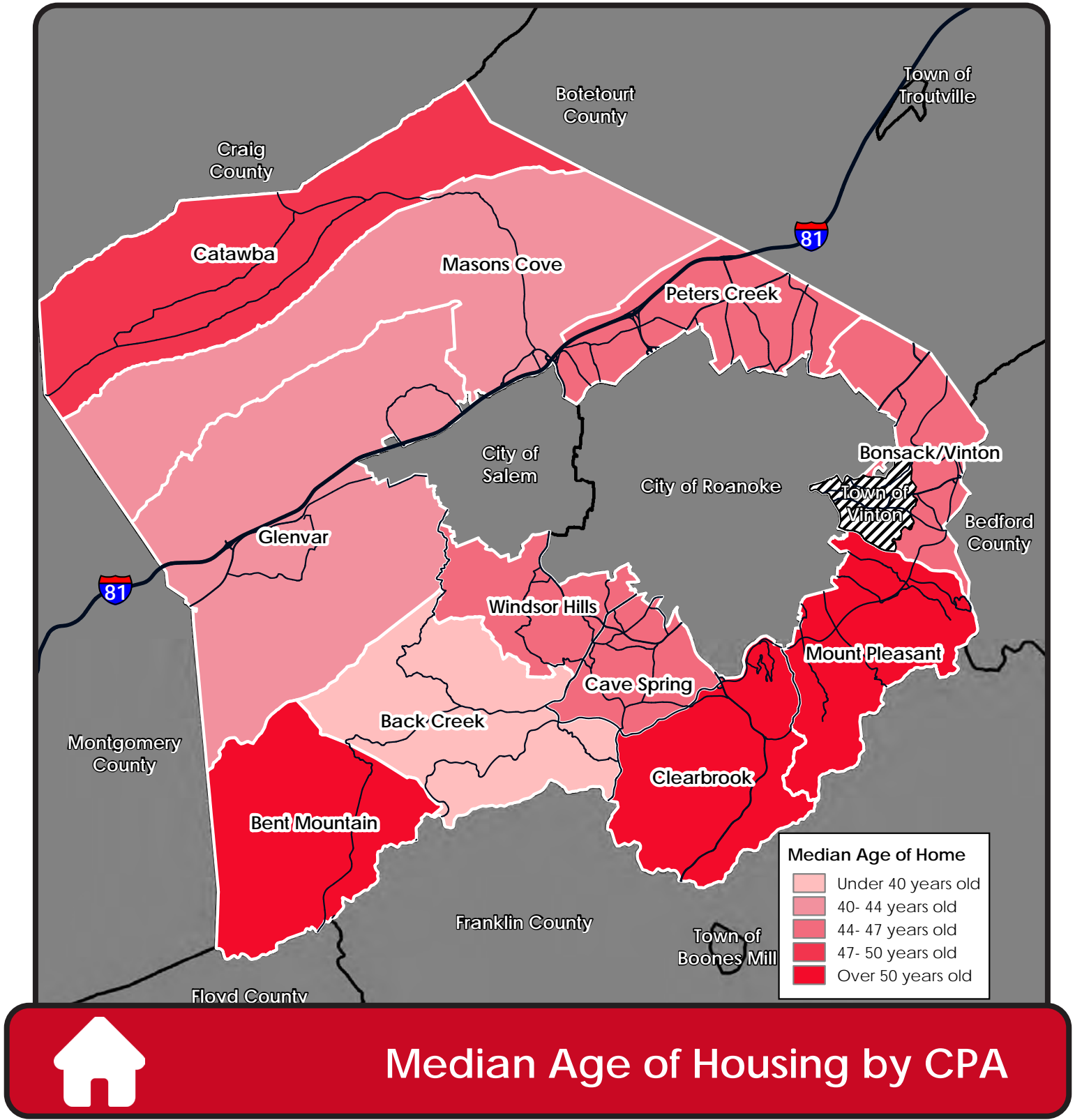
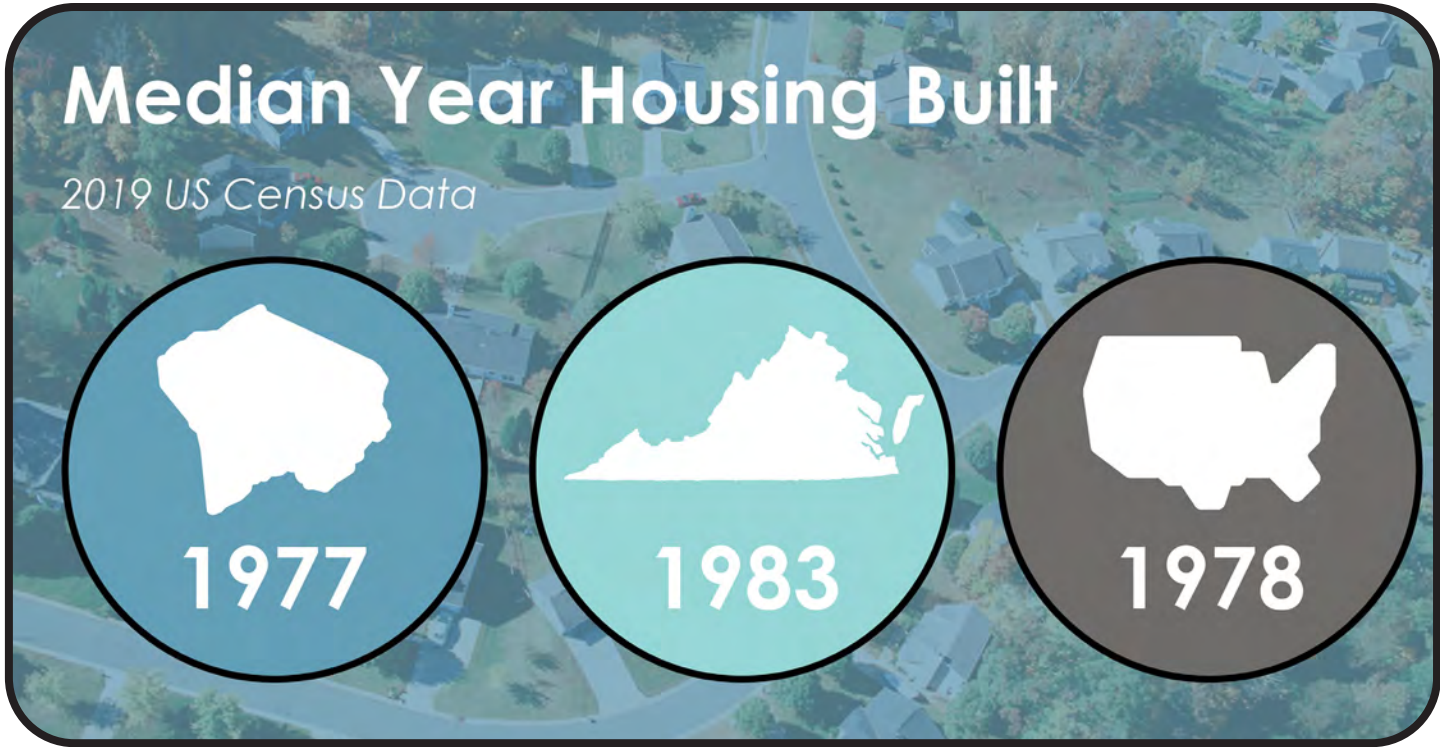
Age of Housing

An important indicator of the existing conditions of Roanoke County's housing stock is its age. Age of housing is measured in two ways. First, it can be measured by number of housing units built in a certain time period. Second, it can be measured by the median year all the housing in the municipality was constructed. The median year all housing in the nation was constructed was 1978. Roanoke County's is very similar to the nation median at 1977. However, Roanoke County's median is much older than the Virginia median of 1983.

Much of the housing in Roanoke County was constructed in the 1970's. 10,226 units were constructed during this period, more than any

other period. There has not been this amount of housing construction since that time. Between 2010 and 2019, a total of 1,368 housing units were constructed. Most of the housing that has been constructed since 2014 in the region has been in Bedford County and Montgomery County (approximately 1,250 units each).

As of 2019, the areas of the County with the oldest median age of housing include the Bent Mountain, Catawba, Clearbrook and Mount Pleasant CPAs. The area of the County with the youngest median age of housing includes the Back Creek CPA. A map of the median age of housing for each CPA can be found on page 7-31.



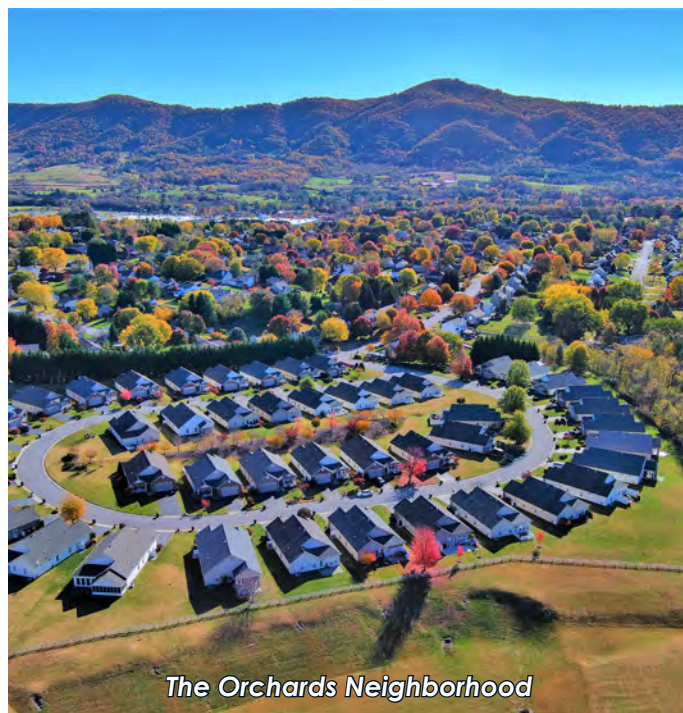
Housing Values

Home values directly impact the economy through residential investment. This important data point illustrates the cost-burden and investment return of households throughout Roanoke County.

In 2019 the Virginia median home value was \$249,100. In just two years, it increased more than 34% to \$336,000. The national median home value was \$217,500 in 2019, it increased by more than 29% to \$281,400 in 2021. Although Roanoke County saw a slight rise in its median home value, it has not risen as sharply. In 2019, the median home value was \$199,800. 2021 saw an increase of 8% to \$215,800.

Regionally, the County is relatively affordable. The highest 2019 median home value was Botetourt County at \$227,700. The lowest was Roanoke City at \$135,100.

In 2019, the areas within the County with the highest median home value includes the Back Creek and Windsor Hills CPAs ranging from \$236,600 to \$285,300. The areas with the lowest median home value includes the Clearbrook, Mount Pleasant, and Catawba CPAs which range from \$157,900 to below \$174,000.



The Orchards Neighborhood



The Orchards Neighborhood



The Orchards Neighborhood

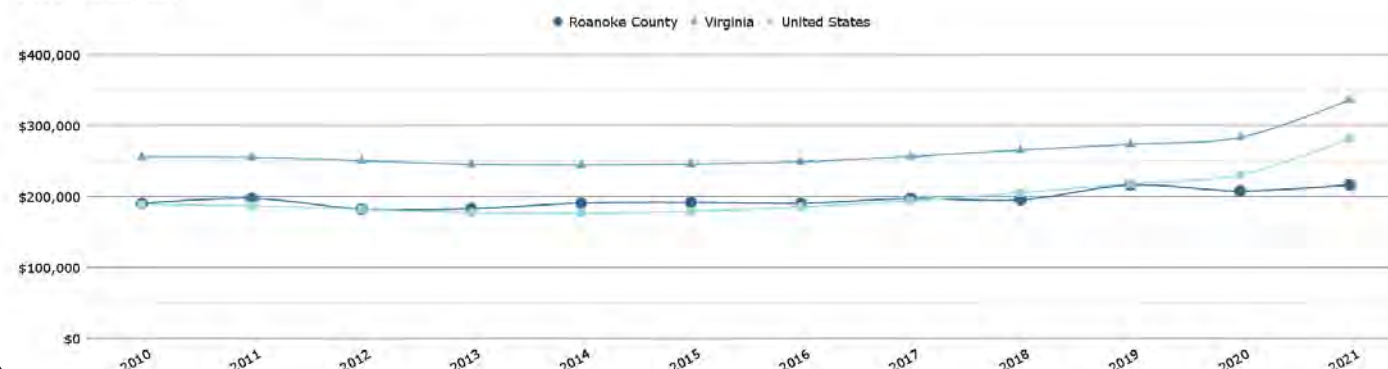


National & State Housing Trends

Roanoke County home values had a similar increase as Virginia from 2010 to 2021 with the state having a greater median increase since 2021. Roanoke County has remained below the state average for median home values, while it has remained relatively the same as the national average.

Median Home Values in Roanoke County

2019 U.S. Census Data

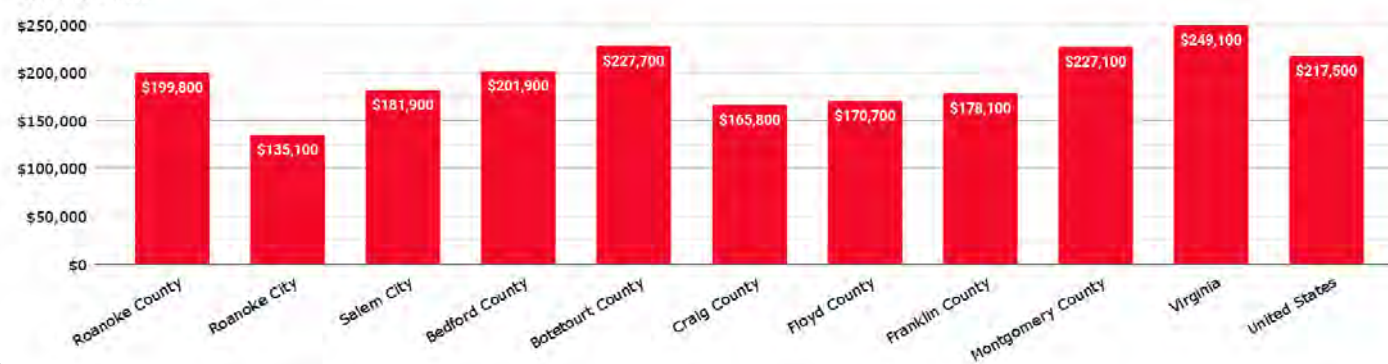


Regional Housing Trends

Regionally, the County is relatively affordable. The highest 2019 median home value was Botetourt County at \$227,700. The lowest was Roanoke City at \$135,100.

Median Home Value

2019 U.S. Census



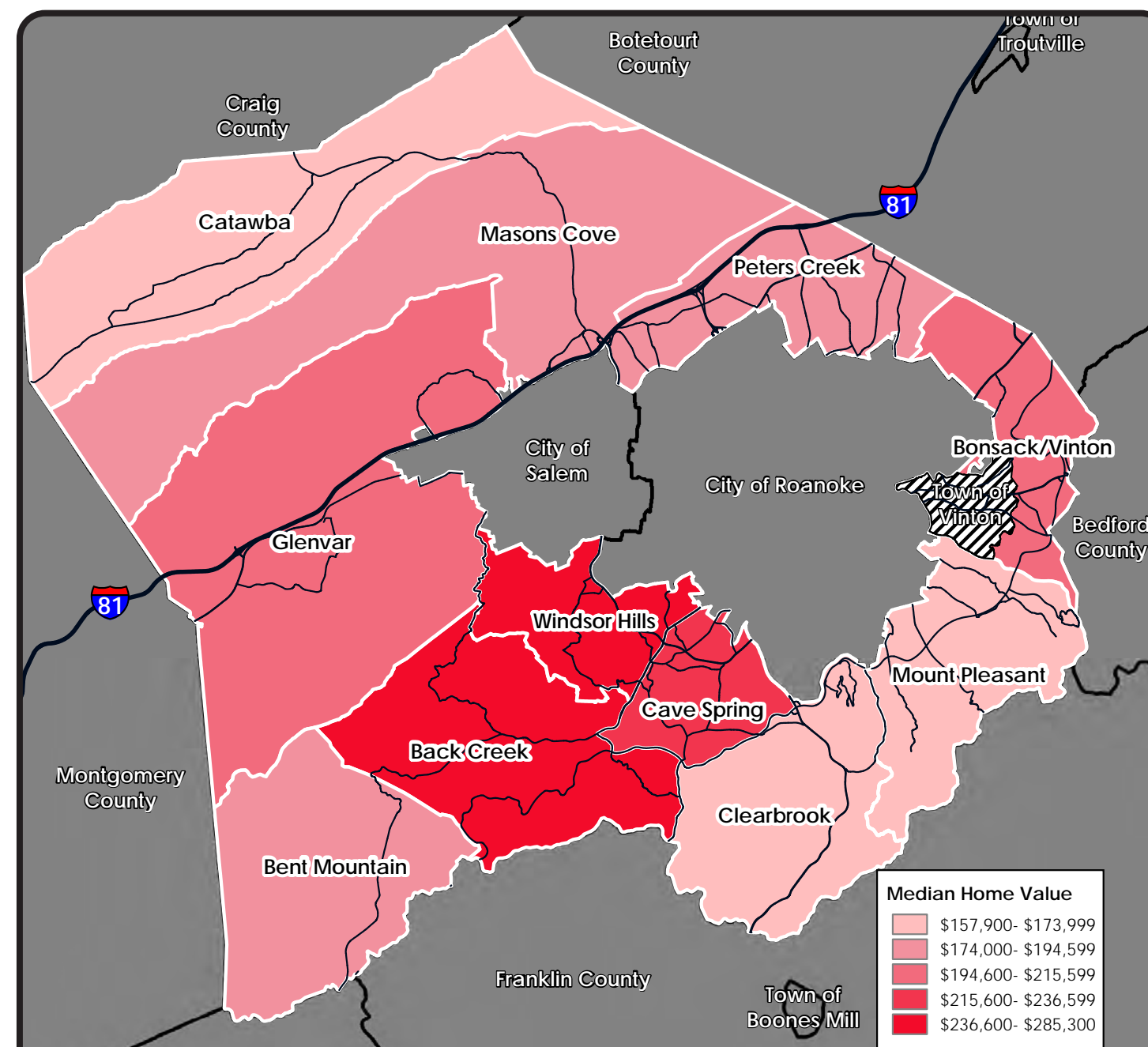
Median Home Value

2019 US Census Data



Median Home Value

2021 US Census Data

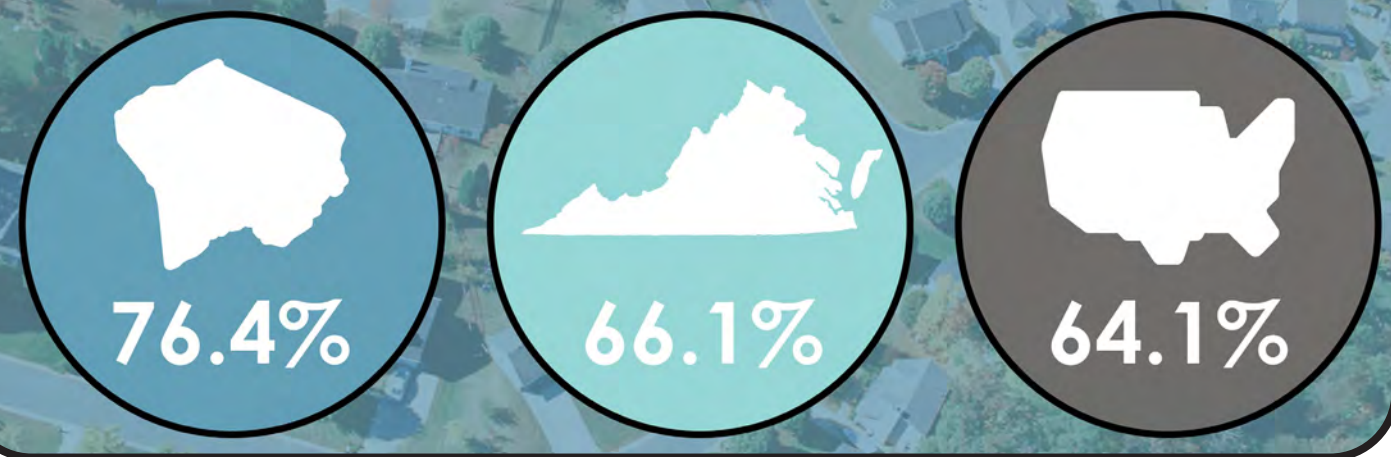


Local Housing Trends

In 2019, the areas within the County with the highest median home value includes the Back Creek and Windsor Hills CPAs ranging from \$236,600 to \$285,300. The areas with the lowest median home value includes the Clearbrook, Mount Pleasant, and Catawba CPAs which range from \$157,900 to below \$174,000.

Owner-Occupied Housing

2019 US Census Data



Housing Tenure

Homeownership plays an important role in building strong communities.

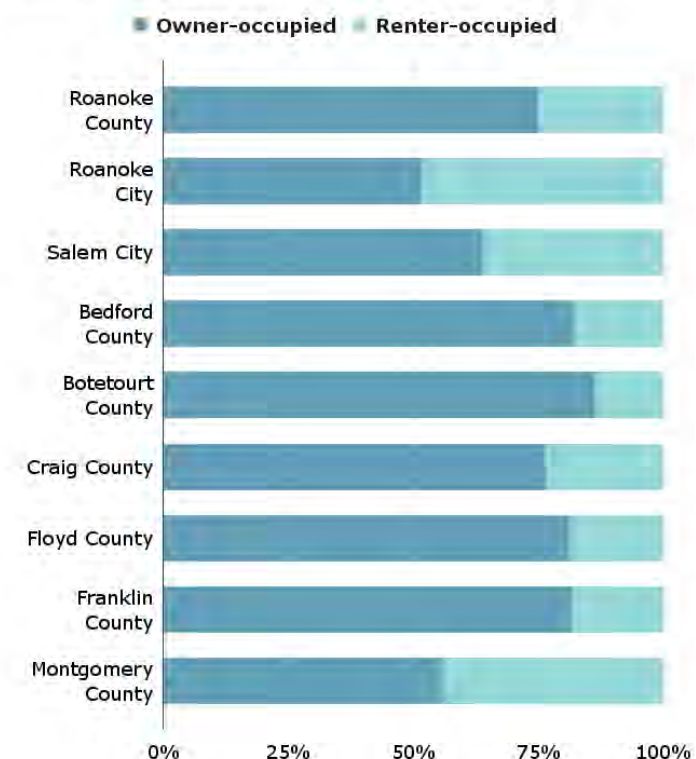
Roanoke County has a higher rate of homeownership (76.4%) than the national and state averages (64.1% & 66.1%). In 2019, the County had 28,591 owner-occupied housing units. This is more than Roanoke City had in the same year (21,479). No other municipality in the region has more owner-occupied housing than the County; however, there are several that do have a higher ratio. Botetourt County has the highest percentage of owner-occupied housing units (86.3%) in the Roanoke region.

In-Migration

The chart on page 7-37 shows when the population of Roanoke County moved to the County. Just over half of the population (55.3%) has moved into the County prior to 2010. Less than a fourth has moved in since 2015 (23.7%).

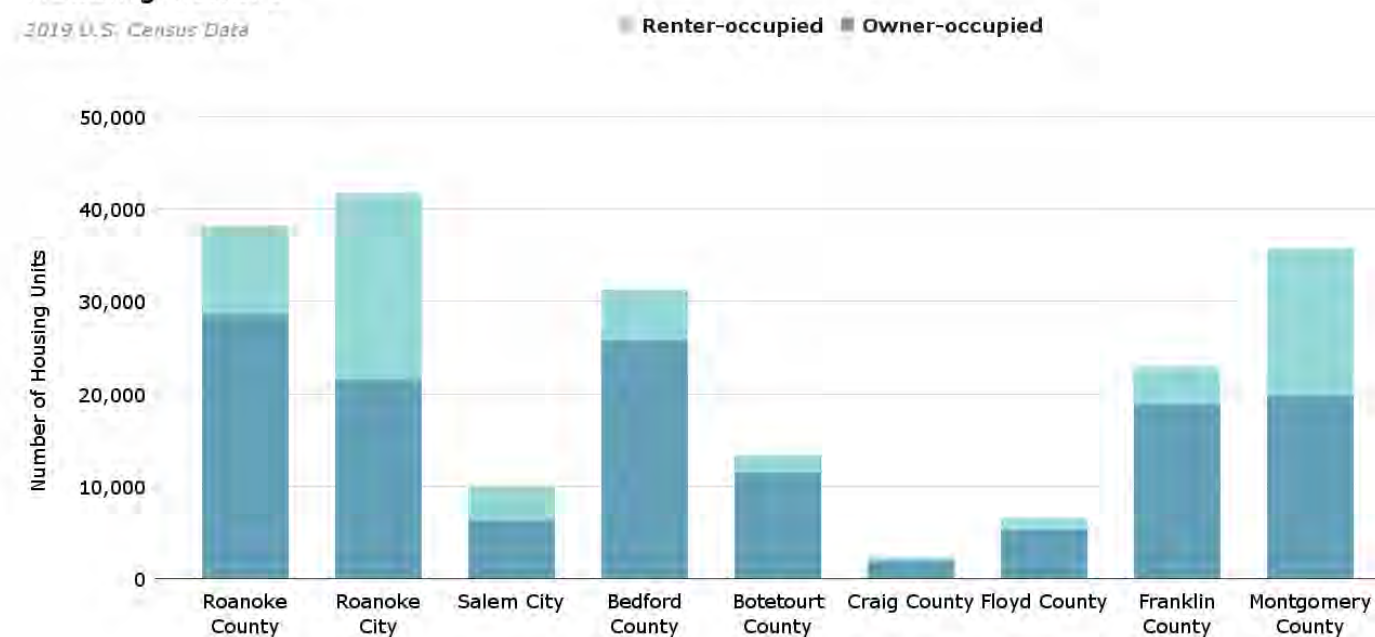
Housing Tenure

2019 U.S. Census Data



Housing Tenure

2019 U.S. Census Data



Year Moved Into Roanoke County

- Moved in 2017 or later
- Moved in 2015 to 2016
- Moved in 2010 to 2014
- Moved in 2000 to 2009
- Moved in 1990 to 1999
- Moved in 1989 and earlier

