

419 TOWN CENTER UNLOCKS NEW RETAIL OPPORTUNITIES



The retail market analysis for Roanoke County's 419 Town Center master plan found opportunities for as much as 150,000 square feet of new retail and entertainment!

HIGH INCOMES + LOW COST OF LIVING = MORE DISPOSABLE INCOME

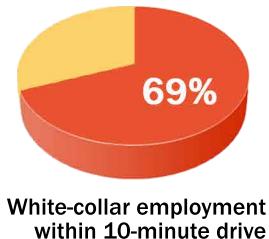
While incomes are high, the Cost of Living Index is only 87, which means there is more disposable income for eating, drinking and retail spending!

AFFLUENT WITH HIGH EDUCATIONAL ATTAINMENT

Within a ten-minute drive time of the Town Center, 69% of the population have white-collar careers and 42% have a bachelor's degree or higher.

FOR MORE INFORMATION:

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HIGHER THAN US MEDIAN AND AVERAGE HOUSEHOLD INCOMES

Drive Time:	0 - 5 minutes	5 - 10 minutes
Median Household Income:	\$58,666	\$54,709
Average Household Income	\$75,456	\$79,616

U.S. Median Household Income: \$54,149

LARGE POPULATION AND GREAT VISIBILITY

With about 43,000 vehicles passing daily, the Town Center has great visibility in a Metropolitan Statistical Area of 318,582 people.

Sources: U.S. Census Bureau, Esri, ACCRA



DEMOGRAPHIC AND INCOME REPORT: 0-5 MINUTE DRIVE TIME FROM TOWN CENTER

Summary	Census 2010	2017	2022
Population	14,284	14,981	15,449
Households	6,839	7,177	7,402
Families	3,911	4,034	4,128
Average Household Size	2.09	2.08	2.08
Owner Occupied Housing Units	4,196	4,162	4,279
Renter Occupied Housing Units	2,643	3,015	3,123
Median Age	42.1	43.9	44.6
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	0.62%	0.92%	0.83%
Households	0.62%	0.86%	0.79%
Families	0.46%	0.77%	0.71%
Owner HHs	0.56%	0.83%	0.72%
Median Household Income	1.48%	2.31%	2.12%
Households by Income	2017	2022	
	Number	Percent	Number
<\$15,000	598	8.3%	624
\$15,000 - \$24,999	502	7.0%	496
\$25,000 - \$34,999	817	11.4%	770
\$35,000 - \$49,999	1,026	14.3%	962
\$50,000 - \$74,999	1,451	20.2%	1,371
\$75,000 - \$99,999	1,110	15.5%	1,187
\$100,000 - \$149,999	1,085	15.1%	1,259
\$150,000 - \$199,999	289	4.0%	367
\$200,000+	299	4.2%	366
Median Household Income	\$58,666		\$63,153
Average Household Income	\$75,456		\$84,389
Per Capita Income	\$35,184		\$39,300
Population by Age	Census 2010	2017	2022
	Number	Percent	Number
0 - 4	693	4.9%	670
5 - 9	777	5.4%	715
10 - 14	847	5.9%	783
15 - 19	828	5.8%	801
20 - 24	861	6.0%	881
25 - 34	1,846	12.9%	2,025
35 - 44	1,844	12.9%	1,815
45 - 54	2,106	14.7%	1,987
55 - 64	1,936	13.6%	2,113
65 - 74	1,210	8.5%	1,699
75 - 84	938	6.6%	967
85+	399	2.8%	522
Race and Ethnicity	Census 2010	2017	2022
	Number	Percent	Number
White Alone	12,489	87.4%	12,521
Black Alone	766	5.4%	935
American Indian Alone	33	0.2%	51
Asian Alone	601	4.2%	893
Pacific Islander Alone	5	0.0%	6
Some Other Race Alone	117	0.8%	186
Two or More Races	272	1.9%	389
Hispanic Origin (Any Race)	426	3.0%	658

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.