

# 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 eatertainment!

## HIGH INCOMES + LOW COST OF LIVING = MORE DISPOSABLE INCOME

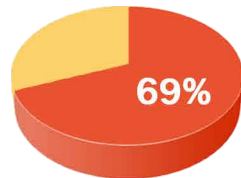
While incomes are high, the Cost of Living Index is **only 87**, which means there is more disposable income for eating, drinking and retail spending!

## 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:

Jill Loope, Director  
Roanoke County, VA  
Economic Development  
(540) 772-2124  
jloope@roanokecountyva.gov  
www.yesroanoke.org



White-collar employment  
within 10-minute drive

## HIGHER THAN US MEDIAN AND AVERAGE HOUSEHOLD INCOMES

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

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	Percent
<\$15,000	598	8.3%	624	8.4%
\$15,000 - \$24,999	502	7.0%	496	6.7%
\$25,000 - \$34,999	817	11.4%	770	10.4%
\$35,000 - \$49,999	1,026	14.3%	962	13.0%
\$50,000 - \$74,999	1,451	20.2%	1,371	18.5%
\$75,000 - \$99,999	1,110	15.5%	1,187	16.0%
\$100,000 - \$149,999	1,085	15.1%	1,259	17.0%
\$150,000 - \$199,999	289	4.0%	367	5.0%
\$200,000+	299	4.2%	366	4.9%
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	Percent	Number	Percent
0 - 4	693	4.9%	670	4.5%	686	4.4%
5 - 9	777	5.4%	715	4.8%	718	4.6%
10 - 14	847	5.9%	783	5.2%	770	5.0%
15 - 19	828	5.8%	801	5.3%	763	4.9%
20 - 24	861	6.0%	881	5.9%	831	5.4%
25 - 34	1,846	12.9%	2,025	13.5%	2,062	13.3%
35 - 44	1,844	12.9%	1,815	12.1%	1,976	12.8%
45 - 54	2,106	14.7%	1,987	13.3%	1,888	12.2%
55 - 64	1,936	13.6%	2,113	14.1%	2,152	13.9%
65 - 74	1,210	8.5%	1,699	11.3%	1,931	12.5%
75 - 84	938	6.6%	967	6.5%	1,143	7.4%
85+	399	2.8%	522	3.5%	528	3.4%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,489	87.4%	12,521	83.6%	12,445	80.6%
Black Alone	766	5.4%	935	6.2%	1,068	6.9%
American Indian Alone	33	0.2%	51	0.3%	63	0.4%
Asian Alone	601	4.2%	893	6.0%	1,150	7.4%
Pacific Islander Alone	5	0.0%	6	0.0%	7	0.0%
Some Other Race Alone	117	0.8%	186	1.2%	229	1.5%
Two or More Races	272	1.9%	389	2.6%	486	3.1%
Hispanic Origin (Any Race)	426	3.0%	658	4.4%	851	5.5%

**Data Note:** Income is expressed in current dollars.

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