

Table A-5 compares growth in detailed economic categories with statewide growth rates for these industries. The city's strongest industries emerge as air transportation, stock brokers, personal and business services, communications, engineering, and health services. Instruments is the only manufacturing sector represented here. These industries are growing faster in the city than statewide. Other bright spots are electronic equipment manufacturing and construction, which are growing in the city while they are declining statewide. Construction is a good indicator of the local economic climate.

Other industries are growing slower in the city of Roanoke than in the state. These are relatively weak in view of the overall strong market for their services. These include restaurants, legal services, and insurance companies. These are traditional downtown businesses, which should be flourishing in the city. They are growing at only a fraction of the average state rate, indicating weakness of the CBD market to retain and foster growing business services.

A large number of industries in the city are declining, while in the state as a whole they are growing. These include a number of uses of interest to our research, such as the highway-dependent wholesaling sector, which is very highly concentrated. Also under-performing by statewide standards are the tourist-serving sectors of Amusement & Recreation Services, and Hotels. Also declining are a number of FIRE industries, which has direct relevance to our analysis of impacts of highway improvements on the CBD.

Still other industries are declining, but at a slower rate than the state as a whole. These include textile manufacturing, in which jobs in the city have dropped by only 0.3% in Roanoke compared with a 47% drop in the statewide workforce. Industries declining faster in the city than in the state include banking, in which jobs decreased by 36%, compared with a drop of 4% statewide. Employment in another traditional downtown sector, apparel & accessories stores dropped 47% of its jobs in the city since 1988, compared to a decrease of just 1% in the state as a whole.

Table A-6 shows results of a Shift-Share Analysis comparing growth in the city's industries with that of the metro area as a whole. Within the Roanoke Valley MSA, the city has competitive strengths in security brokers, communications, and personal and health services. Electronic equipment manufacturing is the only manufacturing sector that is stronger in the city than the suburbs, possibly a reflection of this industry's need to be near the airport. Manufacture of instruments, while growing in the city, is growing faster in the suburbs as are restaurants, legal services, and insurance carriers, which have traditionally been the domain of the CBD.