INNOVATION

OBJECTIVES

- Promote **complementary development** opportunities adjacent to Virginia Tech’s Creativity and Innovation District
- Promote investments that can **foster a stronger start-up/innovation community** and grow Blacksburg’s **knowledge economy jobs**
- Promote needed investments will help **attract and retain employees**

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Attracting and retaining new jobs will require the development of in-demand office space:

- Start-up incubators
- Co-working space
- Small and flexible footprints

Space should be developed in partnership with Virginia Tech and in proximity to the Creativity and Innovation District.

Growing the local economy will require attracting and retaining talent with in-demand amenities:

- Appropriately-priced and sized rental housing for non-students
- Diversity of restaurants, drinking places, and retail establishments

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DEVELOP OFFICE SPACE FOR KNOWLEDGE ECONOMY JOBS

ATTRACT AND RETAIN TALENT WITH IN-DEMAND HOUSING AND RETAIL