DISTINCTIVENESS

OBJECTIVES

• Encourage and support local businesses
• Increase Downtown vibrancy via public spaces, public art, spaces for cultural expression, and streetscaping
• Provide better access and visibility for buildings central to the history of Blacksburg
• Explore ways to actively celebrate historic assets and foster interest in revitalization/rehabilitation of historic buildings

Effective historic preservation should include:
• A historic preservation plan combining existing guidelines and regulations and identifying community priorities
• Incentive programs such as Historic Tax Credits or a revolving loan fund, targeting priority structures

Small and local businesses often struggle to afford market-rate sale or rental rates. Efforts to support small business growth can include:
• A revolving loan fund
• Expansion of zoning allowances for non-residential use in residential buildings, where appropriate

Such support can expand the number and types of local business, attracting a wider consumer market.

Arts and cultural amenities will increase Downtown vibrancy:
• Spaces for public art, both professional and amateur
• Gallery and entertainment space developed in Arts and Cultural District Incentive Zone
• Target marketing to local and regional arts communities

REFINE APPROACH TO HISTORIC PRESERVATION

SUPPORT SMALL BUSINESS GROWTH

FOSTER CREATIVE COMMUNITY