



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

Region 2 Growth and Diversification Plan Initial Breakout Groups

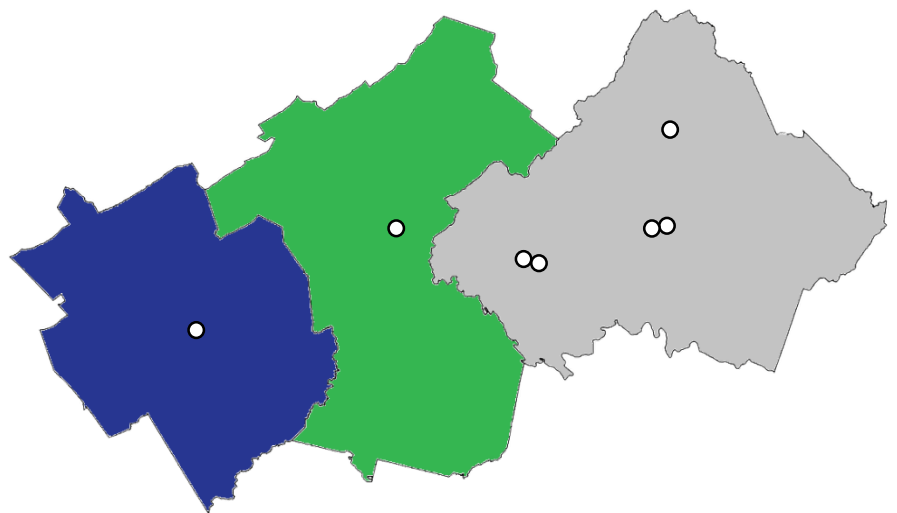
Sites and Infrastructure

In order to increase the number of collaboratively developed sites and buildings on the market, improve their market positioning, and meaningfully encourage sites and buildings project to leverage special assets, we have identified the following strategies. Strategies in red received less attention since 2017:

Previous 2017 Strategies	Opportunities	Metrics
Improve information about site and buildings characteristics and market demand for sites and buildings (4 projects)	Local government or regional economic development agency funding	<ul style="list-style-type: none"> • More information available on site and building characteristics available to the market • More information available to economic developers on industry demand from priority industry clusters defined by this plan • More sites and buildings on the market appropriate for priority industry clusters defined by this plan • More ready-to-market sites as defined by the state tiered readiness grades • More joint local investments or anchor institution investments in site/buildings development or re-development measured by dollars committed to projects
	VEDP sites characterization and development grants	
Incentivize collaboration at all stages of joint site/building development or re-development (7 projects)	Virginia Resources Authority funding	
	Virginia DHCD (e.g. Building Collaborative Communities, CDBG) grants	
	USDA Rural Development	
	US EDA Public works grants	
Develop and implement real estate strategies to leverage special assets (7 projects)	Local government or regional economic development agencies funding	
	Anchor institutions support	

7 Projects (\$1.4 million)

- Wood Haven Road Site
- CERE Labs at Liberty University
- CERE Labs (AMPL)
- Lynchburg Due Diligence
- Central Virginia Training Center Redevelopment
- Amherst Site Readiness
- VT Corporate Research Center





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Wood Haven Road Site; Project completed FY20Q3

Wood Haven Road Water and Sewer Infrastructure Enhancement works through the Western Virginia Regional Industrial Facility Authority (WVRIFA) to improve site readiness and marketability by making the water and sewer utility connections to the site ready for use. Prior to receiving funds, the site, jointly owned by the County of Roanoke and the Cities of Roanoke and Salem through the WVRIFA, was unable to be developed and did not attract businesses to the area. Through the project, the site will be propelled to a Tier 4 readiness standard through the Virginia Businesses Ready Sites Program. The project seeks to attract new businesses to the region through site preparedness.

CERE Labs at Liberty University; Metrics updated for FY20Q4

Center for Energy Research and Education (CERE) Industry Labs works with Liberty University and Framatome (AREVA Inc.) to create four industry labs including: Chemical/Material Lab, EMC Lab, Calibration Lab, and a Non-Destructive Testing Lab through site preparedness on a 28-acre lot in Bedford, VA. Through developing the land and establishing the labs, the region will be able to attract and build industry support for leading innovations and attract high-growth energy companies to the region.

CERE Labs (AMPL); Metrics updated for FY21Q1

Additive Manufacturing Partnership Labs (AMPL) is a collaborative effort between Liberty University (LU), The Center for Advanced Engineering and Research (CAER), Central Virginia Community College (CVCC), the XLR8 STEM Academy, local partners BWX Technologies, FarField NDT, and Bedford County to support the collective goal of building the Additive Manufacturing (AM) base and educating the AM workforce. GO Virginia funding will purchase the AM equipment needed to establish the lab. LU will outfit the AM laboratory with: two Markforged Metal X 3D Printers, one Markforged X7 3D Printer, one Geomagic Capture Scanner, and smaller 3D printers in support of the STEM Academy. The 2,400 square-foot facility will include several AM systems capable of full consolidation of nylon, carbon fiber, polymeric, metallic, and ceramic material systems, as well as a prototyping laboratory which includes a host of characterization techniques.

Lynchburg Due Diligence; Project completed FY20Q1

Lynchburg Site Readiness advanced a portfolio of six existing commercial/industrial sites along the site readiness scale and clarified next steps for moving all sites to at least Tier III on the Virginia Business Site Readiness Scale (VBRSP).

Central Virginia Training Center Redevelopment; Metrics updated for FY20Q3

Central Virginia Training Center (Lynchburg Regional Business Alliance), working with the Lynchburg Regional Business Alliance, will focus on creating a master redevelopment plan that includes a zoning overlay district for the Central Virginia Training Center. By identifying redevelopment opportunities for the site, which is located in Madison Heights, Amherst County, the region will be able to generate jobs and housing that pertain to the region's in-demand sectors: manufacturing, technology, and healthcare.

Amherst Site Readiness

Amherst LYH Region Site Readiness, through the Lynchburg Regional Business Alliance, will support the advancement of 15 publicly-owned sites to Tiers 3, 4, and 5. The project will be a collaboration with municipalities in Region 2 including Amherst County and the town of Amherst.



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Available Sites

Lynchburg

LSC Communications Facility
Roanoke Industrial Center – Building 3
1218 Park Ave
2501 Greene Street
3315 Old Forest Road

Roanoke

First Campbell Square Building
HSN Building
Crossroads Center
Vista Park Building
3631 Peters Creek Road
2415 Russell Ave SW

Floyd

Floyd Growth Center Building 1

Salem

2033 Cook Drive
616 Idaho Street
Valleydale Building
2500 West Main Street
Former General Electric Building

Blacksburg

Blacksburg Industrial Condos
Former MapTech Building
Virginia Tech Corporate Research Center
Midtown

Christiansburg

Threshold Center – Build-to-Suit
Union Building
Falling Branch Virtual Shell Building
Former Jeld-Wen Building

Pulaski

Coleman Vaughn Building
Memorial Square Shopping Center
Jefferson Yarn Building

Bedford

Woolen Mill Buildings

Galax

Vaughan Veneer Plant

.....and more!

Proposed GOVA Industry Clusters (Median wage = \$22/hour or \$46K annually)			
Manufacturing (\$23/hr)	Food and Beverage Manufacturing (\$19/hr)	Life Sciences and Health Care (\$27/hr)	Emerging Tech and IT Cluster (\$26/hr)
<ul style="list-style-type: none"> Automotive Metalworking Tech Lighting & Electrical Equipment Paper & Packaging Downstream Chemicals 	<ul style="list-style-type: none"> Agricultural Inputs & Services Food Processing & Manufacturing Food & Beverage Packaging* Wholesale & Distribution* 	<ul style="list-style-type: none"> Inpatient Care Outpatient Care Eldercare Biopharm. & Medical Devices Medical Diagnostics & Support Services 	<ul style="list-style-type: none"> Knowledge Creation (Ed Institutions) IT & Cybersecurity Autonomous Systems
Added additional industries related to transportation	Added industries related to packaging and distribution	Same as 2017 but broke out "healthcare"	Same



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Broadband Coverage

