



**Tag Line:**

Promoting the greater Blue Ridge Corridor to achieve its full potential as a district Raleigh destination.

**The Mission:**

To coordinate public and private investment connecting the major institutional assets of the Blue Ridge Corridor with complete streets infrastructure and mixed-use developments, focused on creating jobs, a pedestrian-friendly environment, increased property value, and a vibrant destination.

**The Vision:**

The vision for the Blue Ridge Road Corridor, which the Alliance supports, is established by the state master plan and comprehensive public realm improvements as envisioned in the 2012 Corridor plan. Our stakeholders are committed to the Corridor becoming a distinct destination in Raleigh in which its major existing institutional assets (health and wellness; museum and research; entertainment and education institutions) are connected by safe, walkable, pedestrian/bicycle friendly, mixed-use, transit-oriented development projects. The Alliance envisions a corridor that supports an equitable and inclusive ecosystem, enabling all people to participate and reach their full potential. We believe in promoting equitable access and opportunity, recognizing the need to address systemic and institutional inequities, especially in matters of race. We recognize that to achieve our vision, we must lead our sector in making the changes we want to see in society. Working in cooperation with public agencies to achieve this vision, the Alliance promotes complementary public and private investments that will result in new jobs, increased property value and tax revenue, needed safety features and amenities; and ultimately a vibrant new destination in Raleigh – North Carolina’s capital city.

Adopted 7/9/2020