

Albemarle Road Corridor Playbook

A STRATEGIC ACTION PLAN FOR IMPLEMENTING PUBLIC PROJECTS

MANUAL DEL TRAMO URBANO ALBEMARLE ROAD

PLAN DE ACCIÓN ESTRATÉGICA PARA IMPLEMENTAR PROYECTOS PÚBLICOS

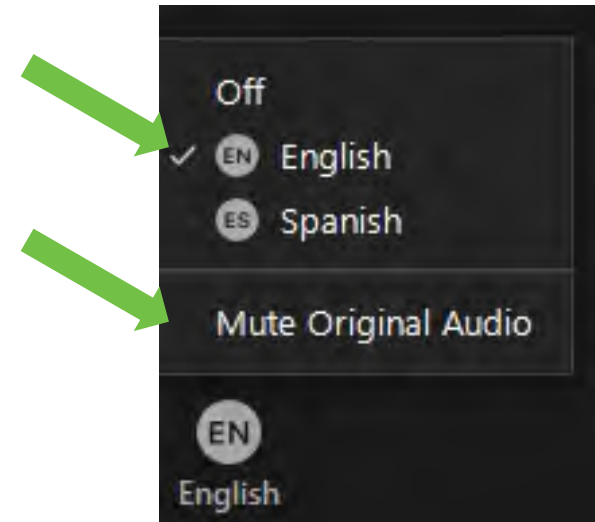
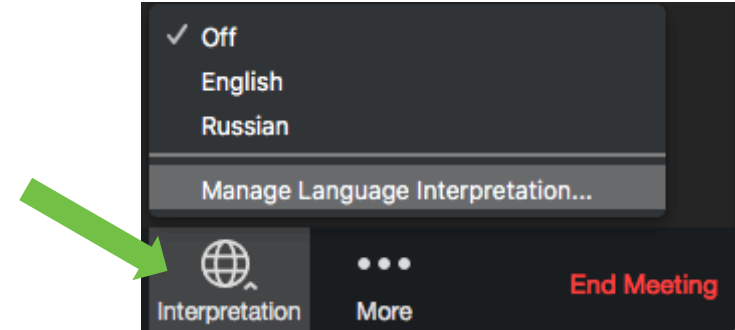


Spanish Translation

Traducción al español

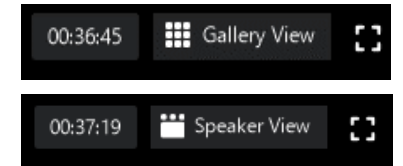
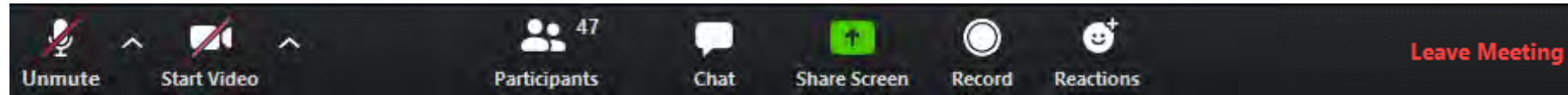
How To Turn On Interpretation Services Cómo activar los servicios de traducción

- ▶ Select “Interpretation” button in black menu at the top or bottom of your screen | Seleccione el botón “Interpretation” (Interpretación) en el menu negro en la parte superior o inferior de su pantalla
- ▶ Select language choice | Seleccione el idioma de su preferencia
- ▶ Select “Mute Original Audio” | Seleccione “Mute Original Audio” (Silenciar audio original)



How to Use Zoom | Cómo usar Zoom

Black menu bar at top or bottom of screen:



Audio

Please mute yourself when not speaking

Póngase usted mismo en silencio cuando no esté hablando

Video

Participants

- ▶ See Others | Vea a los demás
- ▶ Rename Yourself | Cámbiese el nombre
- ▶ Raise Hand | Levante la mano

Chat Feature

Questions can be chatted at any time

Las preguntas pueden publicarse en el chat en cualquier momento

View

Gallery/Speaker View of videos and screen share can be changed in top right corner

La apariencia de las imágenes/persona que habla de los videos y de la pantalla compartida se puede cambiar en la esquina superior derecha



**Corridors *of*
Opportunity**

ALBEMARLE/
CENTRAL



20

**Growing
our Legacy**

 **CITY *of* CHARLOTTE**

Meeting agenda

- 1. Project recap and engagement summary**
- 2. Survey results and project recommendations**
- 3. Give us your feedback and stay involved**

Agenda de la reunión

1. Recapitulación del proyecto y resumen de la participación del público
2. Resultados de la encuesta y recomendaciones relacionadas con el proyecto
3. Denos su opinión y siga interesándose por el proyecto



Megan Gonzalez
Artist | artista

Queen City Quiz Show: Albemarle Road Edition

Concurso De Preguntas Y Respuestas De La Ciudad Reina
“Queen City”: Edición Albemarle Road

www.menti.com

enter:

2608 4908



Important Dates | Fechas importantes



Engagement | Participación del público

Over the last 6 months we've...

En los últimos 6 meses hemos...



**4 Virtual
Community
Meetings**



**3 Community
Pop-Ups**



**2 Community
Surveys with
200+ Participants**



**2 Neighborhood
Meetings**



**3 Artist Led
Tours**



**1 Business
Survey**



**5 Steering
Committee
Meetings**



**16 Small
Business
Features**



**11 Stakeholder
Interviews**

25+ **Local Creative Talents Have Contributed To This Process**



September 7th Pop-Up Meeting

Reunión emergente del 7 de septiembre



Artist Led Tours

Visitas guiadas por artistas



November 1st Pop-Up Meeting

Reunión emergente del 1 de noviembre

Issues And Opportunities

Oportunidades y temas de preocupación



Business Diversity & Jobs

Diversidad en los negocios y fuentes de trabajo

- Bring better jobs and provide pathways to career opportunities
- Opportunity to link office space, local labor market and employers
- Preserve the corridor's business diversity and variety



Aesthetics & Redevelopment

Diseño y reutilización de espacios

- Strip centers: opportunity to grow small business space and convert to mixed uses
- Need to align building form with urban development underway
- Improve beautification and aesthetics



Family & Youth

Familia y juventud

- Need more activity and recreation opportunities for families and youth
- Need more spaces and places for connections and entertainment
- Housing options for all



Connectivity Options & Access

Opciones de desplazamiento y acceso

- High CATS ridership in need of local route
- Need safer crossings and connections to key destinations, transit and greenways

KEY THEMES OF CORRIDOR INVESTMENT



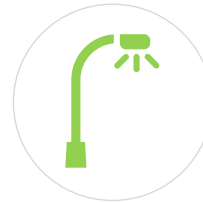
**Workforce & Business
Development**



**Infrastructure &
Transportation**



**Housing & Neighborhood
Services**



Community Safety



Urban Design

Queen City Quiz Show: Albemarle Road Edition

Concurso De Preguntas Y Respuestas De La Ciudad Reina
“Queen City”: Edición Albemarle Road

www.menti.com

**enter:
2608 4908**



Recommendations & Priorities Survey

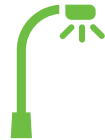
Encuesta de recomendaciones y prioridades



130+ Participants
4,200+ Responses
60+ Comments



Más de 130 participantes
Más de 4.200 respuestas
Más de 60 comentarios



Community Safety
Seguridad



Housing & Neighborhood Services
Servicios para las viviendas y el vecindario



Infrastructure & Transportation
Transporte e infraestructura



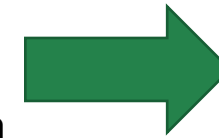
Urban Design
Diseño urbano



Workforce & Business Development
Desarrollo de la fuerza laboral y de negocios

20 Prioritized Subcategories

20 Subcategorías prioritarias



Community Safety

Seguridad



Enforcement Cumplimiento

Mitigate nuisance businesses

- Zoning and building codes education campaign
- Community-police relations programs
- Intersection panhandling regulations



Traffic Calming Reducir el tráfico

Enforce traffic laws

- Intersection studies at key nodes
- Central/Albemarle alignment study



Social Services Servicios sociales

Support unhoused neighbors with targeted resources and programs

- Service provider program expansion
- Anchor institution and employer partnerships



Youth Initiatives Iniciativas para jóvenes

Support local preventative and restorative programs

- Youth services programming
- Prevention services in schools
- Technical and career readiness training

Housing and Neighborhood Services

Servicios para las viviendas y el vecindario



Maintenance & Aesthetics Mantenimiento y apariencia

Improve corridor appearance through code enforcement, maintenance and beautification

- Zoning and building codes education campaign
- Establish a clean-up program for State-maintained Streets



Housing Vivienda

Maintain a range of diverse housing options and types

- Preserve NOAH multi-family properties
- Expand Staying in Place program to stabilize neighborhoods



Community Initiatives Iniciativas de la comunidad

Identify and support community-based resources and programs

- Community notice board and welcome center
- Language access strategy for all project engagement and City services



Cost of Living Costo de vida

Support programs that address the rising costs of living

- Expand living-wage jobs located on corridor
- Explore employer-sponsored transit pass programs
- Coordinate with homeownership assistance programs



Youth Initiatives Iniciativas para jóvenes

Develop programs and resources for youth and families

- Expand existing youth services programs
- Park and Rec expansion of programming, amenities and facilities

Infrastructure and Transportation

infraestructura y transporte



Maintenance & Aesthetics Mantenimiento y apariencia

Invest in maintenance and upkeep

- Upgrade street lighting to LED
- Coordinate with Art-in-Transit program to develop enhanced design for transit elements



Transportation Transporte

Prioritize intersection projects that improve connectivity, safety and function

- Study additional Vision Zero improvements to reduce serious crashes and increase safety
- Modernize major intersection equipment



Bike/pedestrian improvements Mejoras para ciclistas/peatones

Prioritize projects that improve safety and connectivity

- Link key destinations, transit stops and greenways with Albemarle Cultural Trail
- Study section between Sharon Amity and Reddman



Public investment Inversión pública

Prioritize investment in historically under-invested areas

- Install additional and upgrade existing streetlights
- Develop corridor-based digital divide strategy



Transit Transporte público

Improve transit experience, frequency and rider amenities

- Create a local bus route along Albemarle with enhanced design elements and amenities
- Explore mobility hub applications

Urban Design

Diseño urbano



Public Space Espacio público

Integrate new public spaces including parks, plazas, trails, and greenways

- Public space master plan
- Connect to future Campbell Creek greenway
- Privately-owned public space program



Infill Development/ Redevelopment

Proyectos de construcción en lotes baldíos/reurbanización

Ensure future development and redevelopment supports a mix of uses in a walkable environment

- Coordinate CLT2040 policy map with playbook
- Re-envision large, single-use site as mixed use
- Support infill of under-utilized sites with mixed use, walkable developments



Placemaking Creación/construcción del lugar

Celebrate the corridor's character and culture through branding, public art, and wayfinding

- Albemarle Cultural Trail
- Corridor branding and wayfinding plan
- Public art master plan



Tree Canopy Arbolado

Protect and enhance the existing tree canopy and invest in tree plantings throughout the corridor

- Tree Canopy preservation program
- Parking lot tree program
- Streets Landscape master plan

Workforce and Business Development

Desarrollo de la fuerza laboral y de negocios



Business Diversity

Diversidad de negocios

Ensure a balanced mix of goods and services along the corridor

- Albemarle Road Treasures campaign
- Small business incubator
- International Food Hall and market



Maintenance & Aesthetics

Mantenimiento y apariencia

Provide resources for maintenance and investment in businesses along the corridor

- Two-fold approach to commercial center upgrades
- Build in education, technical and design assistance to building rehab support



Education & Career Pathways

Educación y trayectorias de carrera profesional

Support life-long learning and upward mobility for businesses and families

- Opportunity Employers Program
- Hire Charlotte alignment
- Workforce development program expansion



Business Resources

Recursos para empresas

Support businesses with resources that support growth and success

- Create an Albemarle corridor business organization
- Targeted cohorts for small business trainings
- Small business resource center



Cost of Business

Costo de funcionamiento de un negocio

Support programs that address the rising costs for businesses

- Center training and job placement programs around family-supporting wages

Mentimeter check-in

BIG IDEAS | ideas principales



LIVE/WORK ALBEMARLE

Vivir/trabajar en Albemarle



INTERNATIONAL FOOD HALL

Centro Internacional para la Gastronomía



ALBEMARLE CULTURAL TRAIL

Recorrido cultural por Albemarle



RETAIL CENTER REHAB

Rehabilitación de negocios de venta al por menor



LOCAL BUSINESS/LOCAL ART

Negocios locales/Arte local



COMMUNITY CONNECTIONS

Conexiones con la comunidad

LIVE/WORK ALBEMARLE

Vivir/trabajar en Albemarle

- **Link job placement programs to the corridor's current talent market- Opportunity Employers Program pilot corridor**
- **Create a NOAH strategy to preserve affordable housing stock**
- **Prioritize homeownership assistance for OEP participants**
- **Small business support organization office expansion**
- **Transit access and mobility hub**



INTERNATIONAL FOOD HALL

Centro Internacional para la Gastronomía

- **Business incubator for food retail/restaurants from East Charlotte**
- **Host a small business program cohort for potential tenants with an ethnic food business as sponsor**
- **Find an experienced operator and underwrite rent and operational costs**
- **Co-program cultural hub for community events and programs**



ALBEMARLE CULTURAL TRAIL

Recorrido cultural por Albemarle

Bus
stops
(safer locations)

- Pedestrian and bike connections, intersection and crosswalk improvements
- Prioritize completion of planned overland connections and bike routes
- Sidewalks, walking paths, greenways and trails can be linked to create safe east-west pathways
- Public Art and Public Space Master Plans to identify opportunities for incorporating art, culture and micro-commerce into infrastructure
- Cohesive wayfinding to key destinations



RETAIL CENTER REHAB

Rehabilitación de negocios de venta al por menor

- Support thriving strip centers as clusters of vibrant, small and local business destinations
- Shopping Center Upfit and Safety grant for upgrades and beautification
- Re-imagine obsolete or underutilized strip centers into other uses
 - Industrial flex space
 - creative office
 - Food Hall concept
 - Incubator and coworking spaces for small businesses



LOCAL BUSINESS/LOCAL ART

Negocios locales/Arte local

- Expand public art and corridor beautification opportunities
- Create matchmaking program between commercial property owners in need of upfits and public artists/designers to co-create building improvement plan
- Provide training on façade and building improvements, code enforcement, placemaking and beautification



COMMUNITY CONNECTORS

Conexiones con la comunidad

- **Language access protocol for city engagement**
- **Recruit and train facilitators based on language needs in an area**
- **Create communications material for facilitators to share**
- **Co-program Food Hall with cultural event center and community-led programming**



Queen City Quiz Show: Albemarle Road Edition

Concurso De Preguntas Y Respuestas De La Ciudad Reina
“Queen City”: Edición Albemarle Road

www.menti.com

**enter:
2608 4908**





LP7
musician | músico

Queen City Quiz Show: Albemarle Road Edition

Concurso De Preguntas Y Respuestas De La Ciudad Reina
“Queen City”: Edición Albemarle Road

www.menti.com

enter:

2608 4908



Prioritization, Funding & Implementation

Priorización, financiación y ejecución

Prioritize recommendations based on community stakeholder feedback

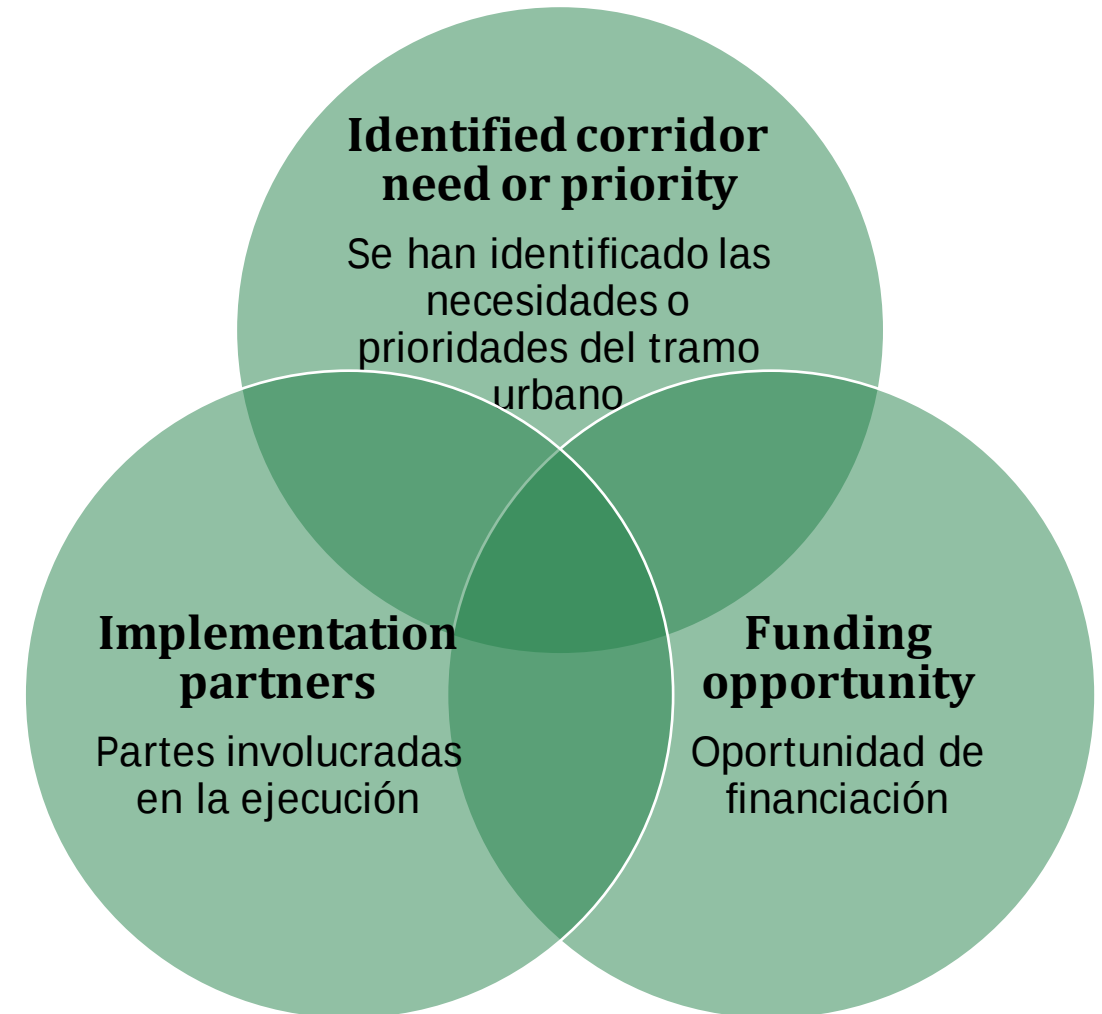
- ▶ Use playbook study findings to inform needs and opportunities
- ▶ Identify eager and active partners on corridor

Identify funding opportunities based on project goal, needs and resources

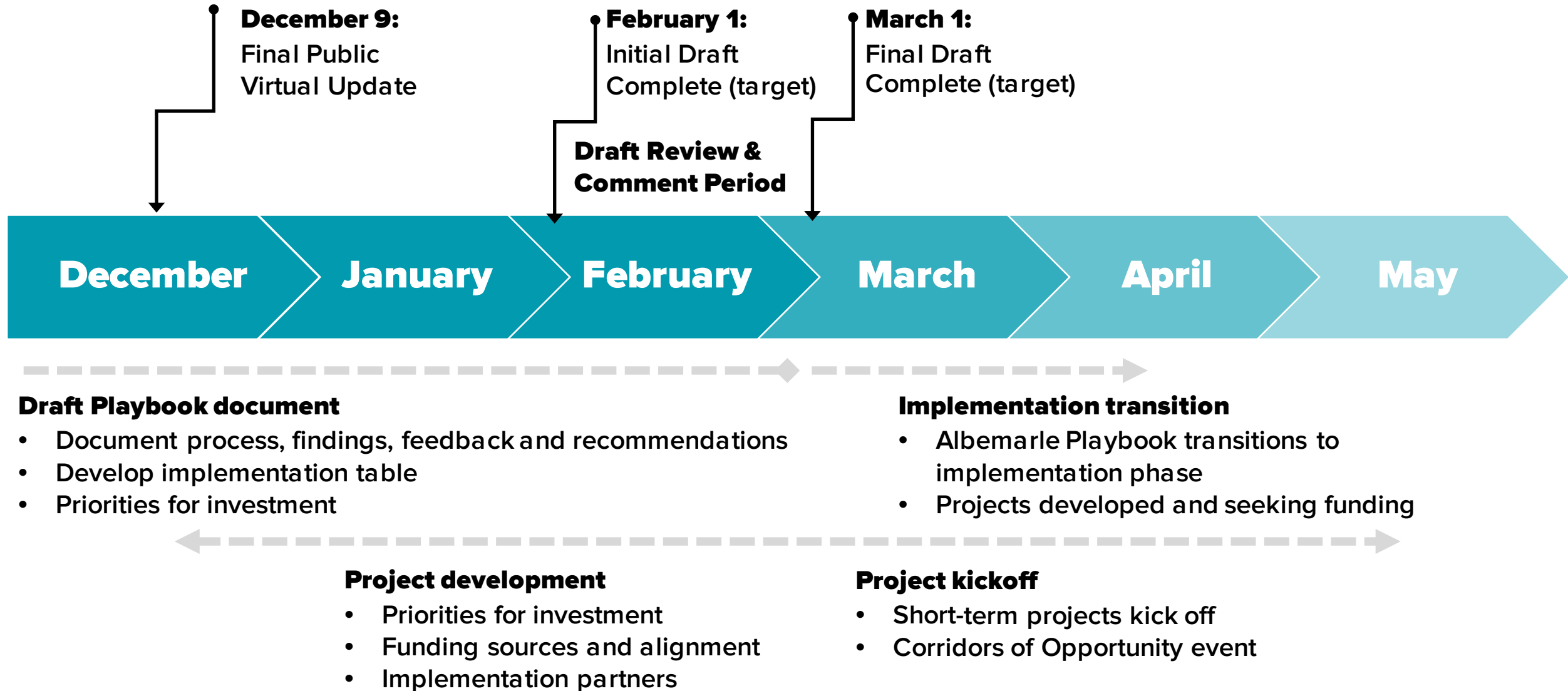
- ▶ Promote and share playbook findings and recommendations to community partners and supporters
- ▶ Develop frameworks for projects and programs so they are ready when funding opportunities arise

Implement projects with partners and stakeholders

- ▶ Ongoing stakeholder engagement with partners, residents and business community



TIMELINE | Plazo de ejecución



How to champion the playbook

Cómo apoyar el proyecto Playbook

We need your help...

Necesitamos su ayuda...

- Champion the Playbook projects and implementation
- Help the project team connect with small businesses for creative partnerships
- Review and comment on draft playbook
- Prepare and promote the kickoff/launch event in early Spring
- Share information and keep us accountable



Albemarle Treasures | Aspectos preciados de Albemarle

- Greasy Axle
- The Bargain Hunters
- Blue Wave Car Wash
- The Bodega Deli
- Jyoti's World Cuisine
- Island Grocery and Grill
- Manolo's Bakery
- Las Delicias
- Nile Grocery & Café
- Myanmar Asian Market (Vakok)
- The Nappy Chef
- La Shish Kabob
- Mily and Lalo Peruvian Restaurant
- Tacos El Regio
- Las Meras Tortas
- RW Latin Dance





Jay Ward
Poet | poeta



**Corridors *of*
Opportunity**

ALBEMARLE/
CENTRAL



20

**Growing
our Legacy**

 CITY *of* CHARLOTTE