

We value neighborhoods and community, supported by a vital transit system. START is a tool designed to promote commercial, housing, and mixed-use development near existing and proposed transportation corridors, to serve, enhance, and create vital neighborhoods and businesses. We support those projects that create stability, opportunity, and value for neighborhoods and the transit system.

If you'd like to know which projects are most interesting to us, we evaluate each opportunity across a few categories: Design, Land Use, Community and Equity. As a starting point, here are criteria that give you an understanding of what kinds of developments add value to our community.

DESIGN

When considering the overall design, we ask questions like these:

- Are the buildings oriented to the primary street with minimal setbacks from the sidewalk?
- Can the ground floor be used to make the building more "active," such as retail, office, or small-scale, light manufacturing?
- Can the buildings increase transparency and add vitality through taller ground floor and large windows?
- Are there big blank walls where people will be walking?
- If the building is immediately next to waiting areas for transit, are there features that provide rider comfort?
- Are the building entrances visible and easy to recognize from the street?
- Is the design friendly to people? Is there shade? Public art? Are dumpsters hidden? Are there Seating areas? Is it noisy? Easy wayfinding?
- Does the design of the buildings make people feel small and unimportant, or do they create a sense of place that values people?

LAND USE

How the land is used makes a big difference, but the simple question is this: Is this better for cars or people?

- Can we reduce parking ratios, add district and shared parking?
- Is there a limited amount of curb cuts?
- Does the development add diverse uses, including types of housing, to the corridor and encourage daily activity?
- Has the design made it easier to walk than drive?
- If parking structures are required, are they out of sight, and well-lit for wayfinding and security?
- Can the parking structures be converted to other uses easily in the future?

COMMUNITY & EQUITY

To make the most of the development, community involvement is critical.

- Has the community been engaged in this design process? And does the project align with any/all established plans?
- Have underrepresented groups been involved in the process?
- Have multiple types of public transportation (not just busses) been incorporated into the site design?
- Is pedestrian safety prioritized over traffic flow?
- Does the development provide the type of housing the community needs?