Celebrating Neighborhood Identities
Goal: Create vibrant and sustainable environments that enhance community health, culture and sense of place.

A. Preserve Neighborhood Identities

1) Identify strategies to support economic diversity to preserve the unique identities of each community
2) Preserve and enhance neighborhoods – identity, character, history, culture, design, architecture, style, and the arts
3) Maintain neighborhood character through zoning restrictions to support small commercial spaces
4) Start branding efforts now for each station
5) Create opportunities for local business and residents to benefit from increased property values

B. Maximize livability

1) Integrate health, art, design, and security in stations and in the routes to the stations
2) Make connections for walkers and bikers to major employers, health care, homes, retail centers, cultural institutions and more
3) Facilitate innovative design and development for place making and preservation through an integrated design process with agencies, owners, tenants, architects, and artists
4) Aim for simplicity and durability in station design
5) Explore successful ways to create livable and walkable places surrounding transit stops and ways to use art in public infrastructure, such as bus shelters, traffic medians, signs, and green spaces
6) Develop a brand identity for the Purple Line such as connecting diversity (people, places, and work)
7) Assure personal safety in station areas during and after construction
8) Connect stations to parks and public spaces
9) Ensure connectivity for walkers and bicyclists
10) Attract private investment to build mixed uses
11) Design station areas with art and historical plaques that reflect the neighborhood
12) Incorporate equitable development in strategy
13) Ensure the planning and design of a community centered pedestrian safety plan for each area of station
14) Address the specific concerns of seniors and their access to stations and beyond
15) Address safety as part of any neighborhood strategy
16) Create a consistent funding stream for neighborhood art, design, and greenspaces when project budget cutting starts
17) Provide underground communication infrastructure wherever possible
18) Expand/enhance/create/protect public space and parks
C. Preserve natural environment and amenities

1) Mitigate environmental impacts
2) In every station area, create Green spaces for all users
3) Integrate green, sustainability, LEED, and energy efficiency programs along the corridor
4) Preserve, replace, and enhance natural environment along corridor, especially tree canopy
5) Incorporate and expand, where possible, green spaces for storm water management
6) Minimize environmental impacts and incentivize mitigation during and after construction
7) Engage communities in design
8) Integrate bike and pedestrian trails from station areas into green spaces and other public places
9) Adopt green and sustainable construction practices

D. Facilitate Community Engagement

1) Mitigate construction challenges through temporary festivals, arts, and cultural events
2) Involve the community in a meaningful ways, from design to development to preserve neighborhood identities
3) Ensure community engagement in transparency design planning
4) Provide early and continuous engagement with design and development
5) Ensure MTA and its partners work with communities to address impacts/issues

E. Monitor Neighborhood Quality