

CHAMBLEE STATION

Transit Oriented Development

STATION LOCATION



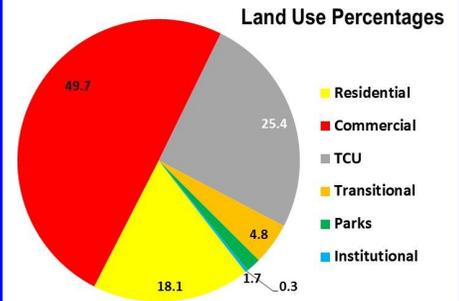
5200 New Peachtree Road
Chamblee, GA 30341

CHAMBLEE: A Commuter Town Center Station

The MARTA Transit Oriented Development Guidelines classify Chamblee as a “Commuter Town Center” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Arts Center in Midtown, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek or North Springs station. This classification system reflects both a station’s location and its primary function. The “Guidelines” define Commuter Town Center stations as having “...all the characteristics of town center stations (nodes of dense, active, mixed-use development... TOD-friendly street networks, a balanced mix of uses, with housing a significant ingredient from the start...)”. But they must also “... be planned to accommodate high volumes of rush-hour commuters traveling in opposite directions: traditional commuters bond for the urban core, and “reverse commuters” coming to work at the commuter town center itself.” The challenge, as additional TOD is brought to Chamblee, will be to accomplish both of those, somewhat contradictory, objectives.

Station Area Profile

Land Use Within 1/2 Mile



Sources: MARTA GIS Analysis 2012 & Atlanta Regional Commission LandPro 2009.

Residential Demographics 1/2 Mile

Population	3,177
Median Age	30.0
Households	805
Avg. Household Size	3.92
Median Household Income	\$59,367
Per Capita Income	\$22,832

Business Demographics 1 Mile

Businesses	887
Employees	6,978
%White Collar	54.8
%Blue Collar	23.4
%Unemployed	11.4

Source: Site To Do Business on-line, 2011

STATION ESSENTIALS

Daily Entries:	3,925
Parking Capacity:	1,149
Parking Utilization:	51%
Station Type:	Elevated
Station Typology	Town Center
Land Area	+/- 19.4 acres

MARTA Research & Analysis 2012

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	107
Entertainment	102
Food	106
Retail	97
Shelter	108

Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011

Neighborhood Context



Chamblee station is an elevated rapid rail transit station located on MARTA's Gold line within the City of Chamblee in northern DeKalb County. The station is nestled between the City of Chamblee's Mid-City district and its "International Village." Adjacent to Chamblee station's Peachtree Road entrance, and bounded by Peachtree Road, Peachtree Industrial Boulevard, Clairmont Road and Pierce Road, the Mid-City district is characterized by redevelopment of a former industrial district into a pedestrian oriented mixed use community. Model projects in the district include the Peachtree-Malone Lofts, The Lofts at 5300 Peachtree, The Battery at Chamblee Station and the Chalfont on Peachtree townhomes.



Transit Stations are the focal point of successful TOD's



Walk Score
72

Note: Walk Score measures how easy it is to live a car-lite lifestyle, not how pretty the area is for walking. Walk Score uses a patent-pending system to measure the walkability of an address. The Walk Score algorithm awards points based on the distance to amenities in each category. Amenities within .25 miles receive maximum points being **100** and no points are awarded for amenities further than one mile.

90-100 Walker's Paradise — Daily errands do not require a car.

70-89 Very Walkable — Most errands can be accomplished on foot.

50-69 Somewhat Walkable — Some amenities within walking distance.

25-49 Car-Dependent — A few amenities within walking distance.

0-24 Car-Dependent — Almost all errands require a car

Source: Walkscore.com 2012

Land Use and Zoning

Land Use

Nearly half of the land within a half mile of the station is used for commercial and mixed use purposes. The next largest land use category is TCU or Transportation, Communication, and Utilities. The DeKalb Peachtree Airport is within this category and is located across Chamblee-Tucker Road from the station. For more detail, please refer to the land use map on page 4.

The station area was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study released in 2000, and updated in 2007. The LCI program provides funds to communities to prepare plans connecting transportation infrastructure investment with land development in order to create vibrant and sustainable mixed use communities.

Zoning

Zoning is one of the key elements needed in TOD development. The Chamblee LCI strongly encouraged the City of Chamblee to embrace transit oriented development in order to create a walkable town center with the Chamblee MARTA rail station as a major focal point. The City responded by placing the Mid-City district and most of the International Village within the City's Village Commercial (VC) zoning district through adoption of its 2006 comprehensive development plan.

VC zoning in Chamblee allows a maximum Floor Area Ratio (FAR) of 4.0 and allows for 75 foot maximum building heights. Minimum parking requirements require 1.5 spaces per dwelling unit. Additionally, all multi-family housing within the VC district is required to be located on the second floor and above with first floors reserved for nonresidential uses, including office, retail and/or food/beverage establishments. The VC zoning district adopted by the City of Chamblee is compatible with the design guidelines contained in MARTA's recently adopted "TOD Guidelines".

Town Center Station Typology Design Elements

Below are some of the design themes of the commuter town center typology. For more information on MARTA's TOD guidelines, please refer to our website at <http://www.itsmarta.com/TOD-real-estate.aspx>.

Land Use Mix and Scale

- Balanced mix of multi-family residential development with office, retail, entertainment, and civic uses. Vertical mixed-use is common.
- Transition to lower density single-or multi-family outside a quarter-mile radius.
- Mid-rise buildings dominate; some high-rise and low-rise.

Public Realm

- Traditional town center pedestrian network with station at focal point.
- Curb-side parking desirable; no off-street parking in front of buildings; garages wrapped.
- Park-and-ride is in structure and ideally feeds retail environment.

Commuter Town Center Station Density Ranges	
Floor Area Ratio	3.0-10.0
Residential Units Per Acre	25-75
Height In Floors	4-15
Source: MARTA TOD Guidelines	

Chamblee Station Development Opportunity

Generally MARTA makes land it owns around its stations (called "Joint Development" lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the www.itsmarta.com website where future RFP's/RFQ's will be announced, or contact MARTA's TOD and Joint Development staff at 1-404-848-5695.

At the time it was built, Chamblee Station was the terminus of the northwest line and several parking lots to accommodate end-of-the-line park and ride patrons were built surrounding the station. Since that time, the "end of the line" has been moved northeast to Doraville and the amount of parking required at Chamblee has significantly decreased. As a result, there is excess land available near the station that in turn create opportunities for joint development.

There are 3 parking lots that are either unused or could become available for joint development. The map below illustrates the location of the lots around the station. Parking Lot 1 consists of approximately +/- 1.5 acres at the corner of Chamblee-Tucker and Peachtree Roads. It is currently closed to the public and is generally unused. Parking Lot 5, at the southwestern corner of New Peachtree and Chamblee-Tucker, is approximately +/- 1.4 acres in size and currently unused. MARTA Property Lot A, situated on the northeastern corner New Peachtree and Chamblee-Tucker Roads and across New Peachtree from the station, is currently being leased to Interactive College of Technology (ICT) where it has been made available for student parking. This site offers limited development potential due to its proximity and alignment with the flight path of the DeKalb Peachtree Airport. The lease on this property is set to expire in 2013 and could become available for Joint Development. Lot B on the map was never used as parking lot. The land would present some challenges to develop due to topography and drainage.



Parking Lot 1 +/-1.5 acres



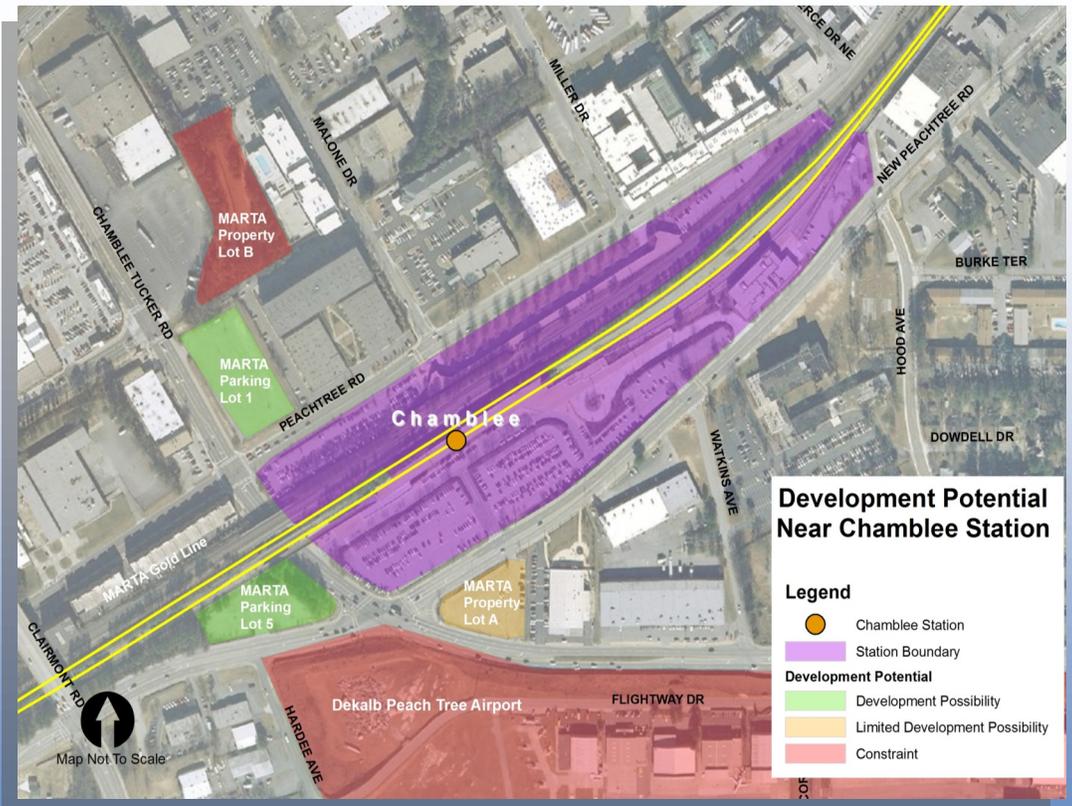
Parking Lot 5 +/-1.4 acres



Property Lot A +/- 1 acre



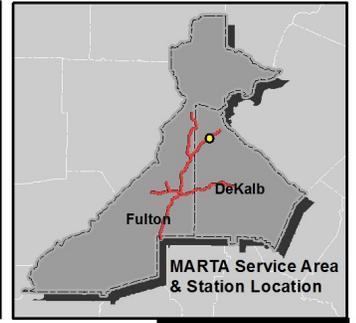
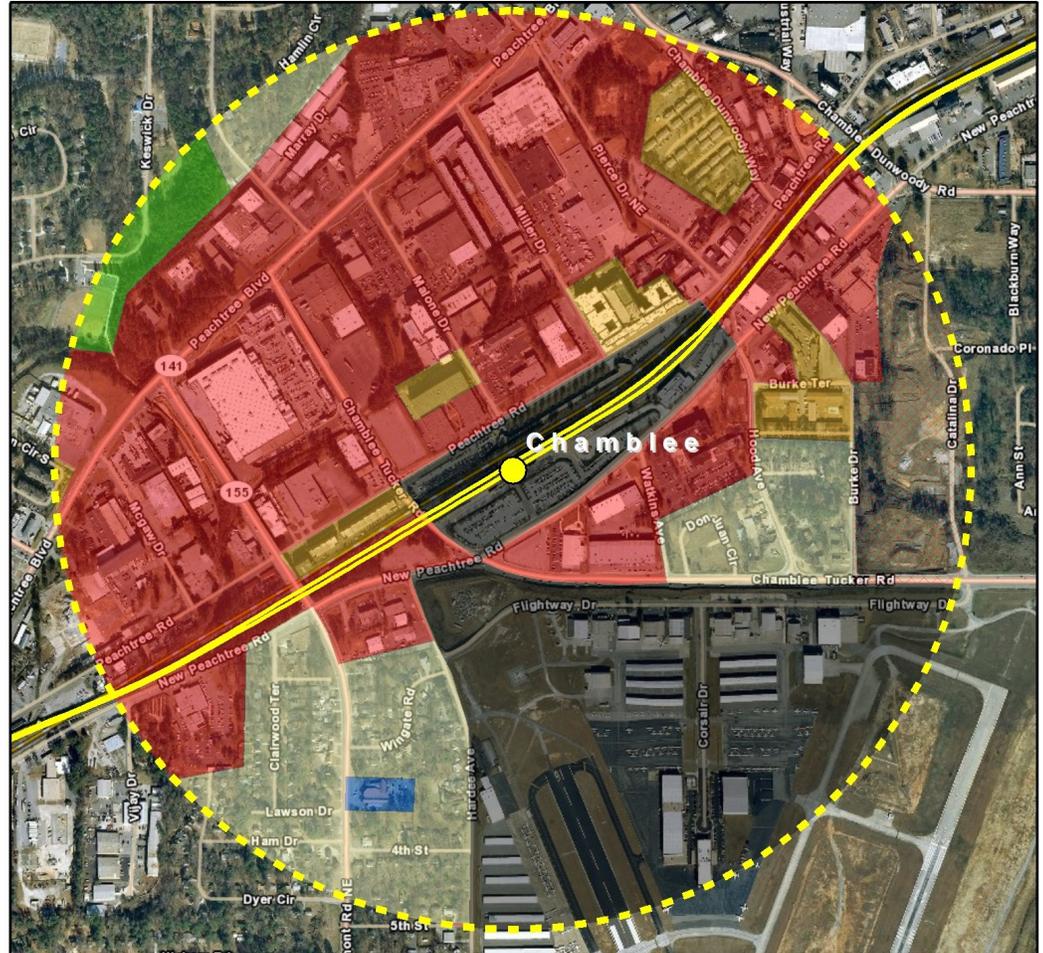
Property Lot B +/-2.2 acres



**ROUTES SERVING
CHAMBLEE STATION**

- Route 19– Clairmont Rd
- Route 33– Briarcliff Rd/Lenox
- Route 47– I-85 Access Rd/ Briarwood Rd
- Route 103– Peeler Rd/North Shallowford
- Route 126– Northlake/ Chamblee
- Route 132– Tilly Mill Rd

**Land Use
1/2 Mile From Chamblee Transit Station**



Notes: Aerial Courtesy of ESRI (Last Modified: May 21, 2010)