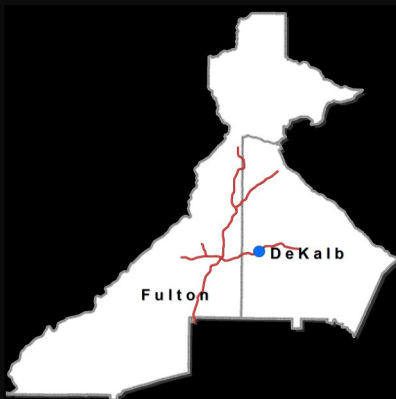


EAST LAKE STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	1,101
Parking Capacity:	621
Parking Utilization:	39%
Station Type:	At-Grade
Station Typology	Neighborhood
Land Area	+/- 8 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	131
Entertainment	132
Food	127
Retail	123
Shelter	132

Note: The Spending Potential Index shows the amount spent on a variety of 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



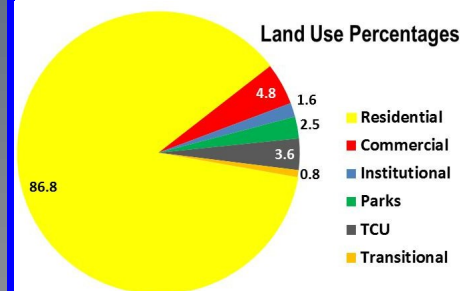
2260 College Avenue
Atlanta, GA 30307

EAST LAKE: A Neighborhood Station

MARTA's Transit Oriented Development Guidelines classify East Lake station as a "Neighborhood" station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Peachtree Center in downtown Atlanta, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek or North Springs. This classification system reflects both a station's location and its primary function. The "Guidelines" define Neighborhood stations as "...located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher-density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space, and professional offices. Beyond the immediate station area, land use transitions to traditional neighborhood patterns of lower-density housing".

Station Area Profile

Land Use Within 1/2 Mile



Sources:
MARTA GIS Analysis 2011 & Atlanta Regional Commission LandPro 2009.

Residential Demographics 1/2 Mile

Population	3,498
Median Age	40.8
Households	1,429
Avg. Household Size	2.42
Median Household Income	\$68,329
Per Capita Income	\$37,952

Business Demographics 1 Mile

Businesses	358
Employees	3,140
%White Collar	73.1
%Blue Collar	10.5
%Unemployed	10.2

Source: Site To Do Business on-line, 2011

Neighborhood Context



East Lake is a heavy rail transit station located on the border separating the cities of Decatur and Atlanta, in west-central DeKalb County on MARTA's Blue line. East Lake station provides rail service to major destinations including Decatur (2 minutes), downtown Atlanta (16 minutes), and Hartsfield-Jackson International Airport (32 minutes).

East Lake station is situated along CSX railroad right of way and adjacent to four distinct neighborhoods. To the northwest and southwest of the station are the Atlanta neighborhoods of Lake Claire and Kirkwood, respectively. To the northeast is the Decatur neighborhood of Adair Park. Finally, to the southeast, Decatur's Oakhurst neighborhood is the activity center closest to the station.



Land Use and Zoning

Land Use

The land within a half mile of East Lake station is primarily residential. Oakhurst is a small community centered at the intersection of Oakview Road and East Lake Drive. A number of restaurants, a real estate agency, a neighborhood garage, a police mini-precinct and a convenience store can be found. Pedestrian friendly, the walk from East Lake to Oakhurst can be made in less than ten minutes on sidewalks along East Lake Drive. In between is Oakhurst Park, which features two baseball diamonds, tennis/basketball courts and an off-leash dog park.

Housing stock in the four surrounding neighborhoods varies and includes modest early post war cottages, restored craftsman bungalows, and brick town homes. Single family is the most prevalent housing type, although a number of apartments and duplexes are found in the Oakhurst neighborhood.

Zoning

Zoning is one of the key elements needed in TOD development. The station itself falls between two jurisdictions: City of Atlanta and City of Decatur. The north parking lot (lot 1) and the eastern half of the south parking lot (lot 2) are located within Decatur. The western half of the south parking lot and the station itself is within the City of Atlanta. The Decatur lots are zoned I-Institutional and allow the development of churches, schools, hospitals, and colleges. Single, duplex and multi-family housing are also a permitted uses within the zone. All of the aforementioned uses are considered conditional however (excluding places of worship) and must meet conditions set forth in Decatur City Code 7.6.3, which prescribes public hearings and city commission approval before approval. Institutional zoning allows a maximum building height of 45 feet which may be adjusted pending a public hearing and commission approval.

The City of Atlanta portion of the south parking lot is zoned C-1, which allows for medium density commercial activity in conformance with Atlanta's Comprehensive Development Plan, and designates no building height limit (except where adjacent to residentially zoned property). The majority of the area around the station in each jurisdiction is zoned for low density residential, generally single family, homes and some duplexes.

In summary, the current zoning in both the Atlanta and Decatur jurisdictions do not allow for the mixed uses or densities that are needed and recommended by MARTA's TOD guidelines. It is recommended that the C-1 zone in the portion that falls within the City of Atlanta be rezoned to a Mixed Residential Commercial district (MRC-1) that allows a maximum Floor Area Ratio (FAR) of 1.6. This FAR is just above the minimum FAR density of 1.5 needed for a Neighborhood Center. MRC-1 can accommodate Neighborhood Center development while respecting the low density nature of the surrounding neighborhood. It is further recommended that the portions that are within the City of Decatur be rezoned to Mixed Use (MU) district.

Neighborhood Station Typology Design Elements

Neighborhood stations are located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher-density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space, and professional offices.

Land Use Mix and Scale

- Multi-family residential and/or neighborhood scale mixed –use with retail, restaurant, and service-oriented offices.
- Transition to lower density single-or multi-family away from the main street.

Transit Stations are the focal point of successful TOD's



Walk Score
65

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

- Low to mid-rise buildings.

Public Realm

- Pedestrian network leading to or encompassing station is critical.
- Heavy rail stations grade separated; light rail stations off-street; bus or streetcar stops on street.

East Lake Station Development Opportunity

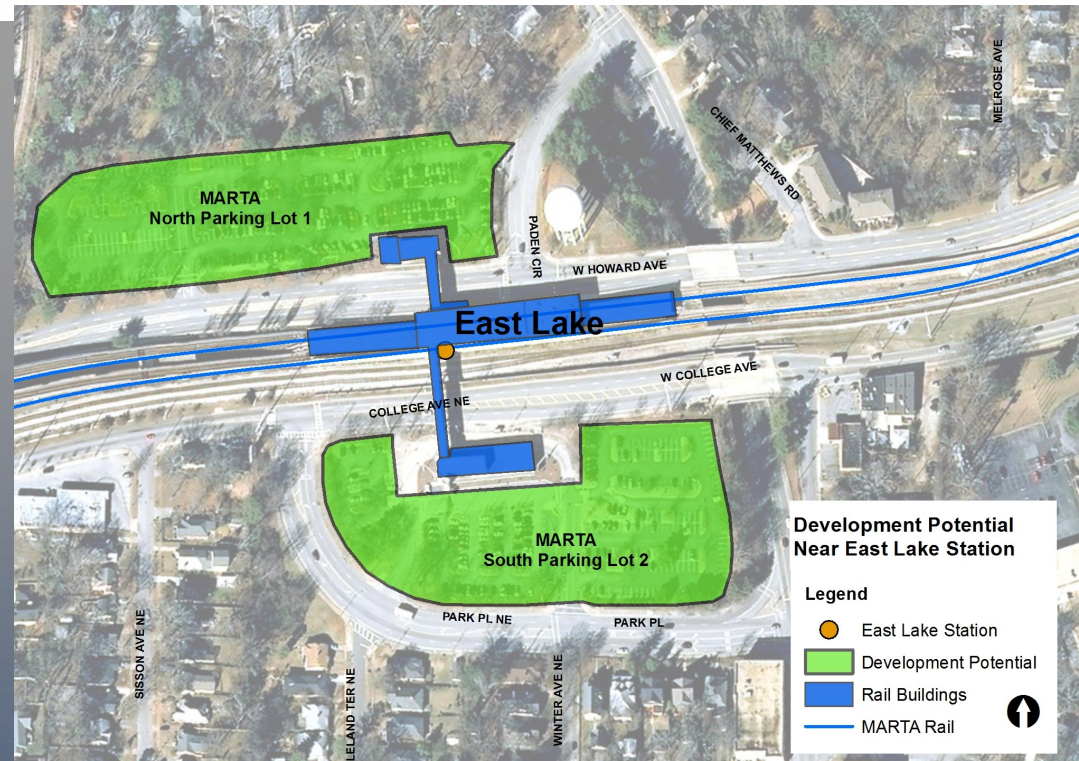
Generally MARTA makes land it owns around its stations (called “Joint Development” lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior 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.

Joint development opportunities at East Lake include the North and South parking lots. These large MARTA surface parking lots are significantly under utilized. The parking that is necessary to support this station could be better concentrated or consolidated. The remaining space could be transformed into a vibrant mixed-use community that respects the scale of the surrounding area, while providing the necessary density to support transit ridership. Redevelopment of this site should be respectful of the established single-family neighborhoods that surround this site.

**Neighborhood Station
Density Ranges**

Floor Area Ratio	1.5-5.0
Residential Unit Per Acre	15-50
Height In Floors	2-8

Source: MARTA TOD Guidelines

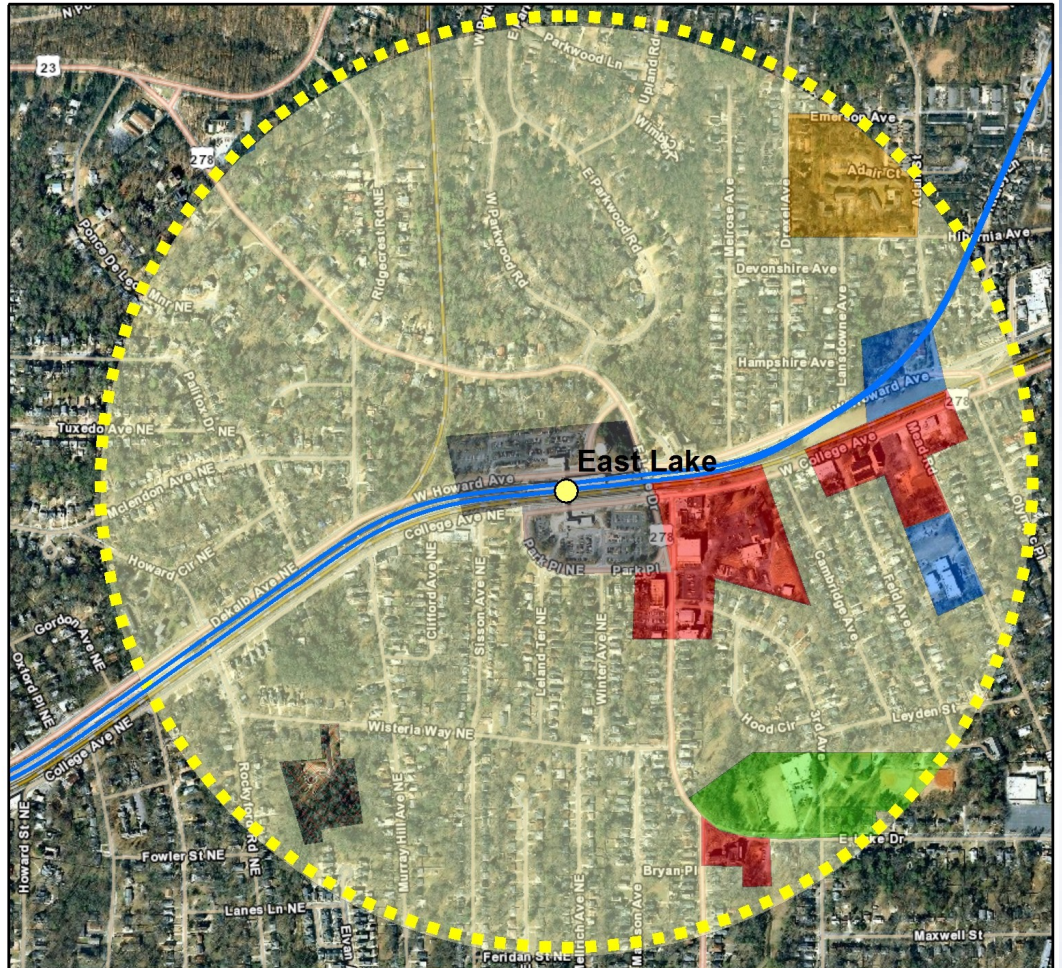


South Parking Lot 2 +/-4 acres
College Ave & Park Place





ROUTES SERVING EAST LAKE STATION

- Route 24— East Lake/Hosea Williams Drive
- Route 86— Fairington Road/McAfee Road

Land Use 1/2 Mile From East Lake Transit Station



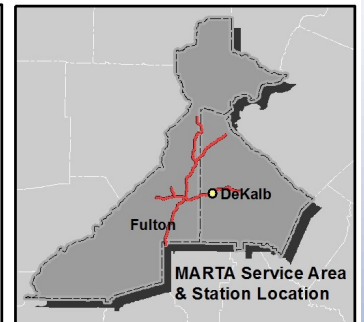
Legend

	East Lake Station	Land Use		RES_MED	
	MARTA Rail	Category		RES_MULTI	
	1/2 Mile Buffer		COMMERCIAL		TCU
			INST_INTENSIVE		TRANSITIONAL
			PARKS		



0 0.25 0.5 Miles

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



marta
Office of Dev. & Regional Coordination