

LAKEWOOD/ FT. MCPHERSON STATION

Transit Oriented Development

STATION LOCATION



1400 Lee Street, SW
Atlanta, GA 30310

Lakewood/Ft McPherson Station: A Town Center

The MARTA Transit Oriented Development Guidelines classify Lakewood/Fort McPherson as a “Town Center” 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 Town Center stations as “...set in nodes of dense, active, mixed-use development. These station areas differ from those in the urban core in that development is of a comparatively lesser scale, with mid-rise construction the norm rather than high-rise; but they are similar in that the station areas enjoy TOD-friendly street networks, a rich pedestrian environment, and identifiable civic landmarks. Town centers tend to have a more balanced mix of uses than the urban core, with housing a significant ingredient from the start rather than an evolving goal.”

STATION ESSENTIALS

Daily Entries:	1,943
Parking Capacity:	1,048
Parking Utilization:	44%
Station Type:	Elevated
Station Typology	Town Center
Land Area	+/- 15 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	53
Entertainment	48
Food	54
Retail	47
Shelter	49

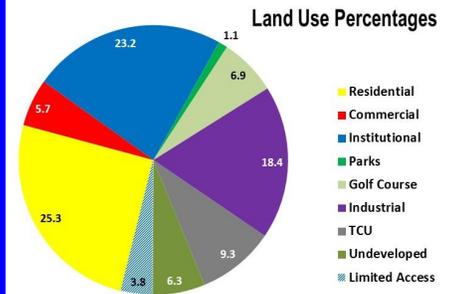
Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011



Station Area Profile

Land Use Within 1/2 Mile



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

Residential Demographics 1/2 Mile

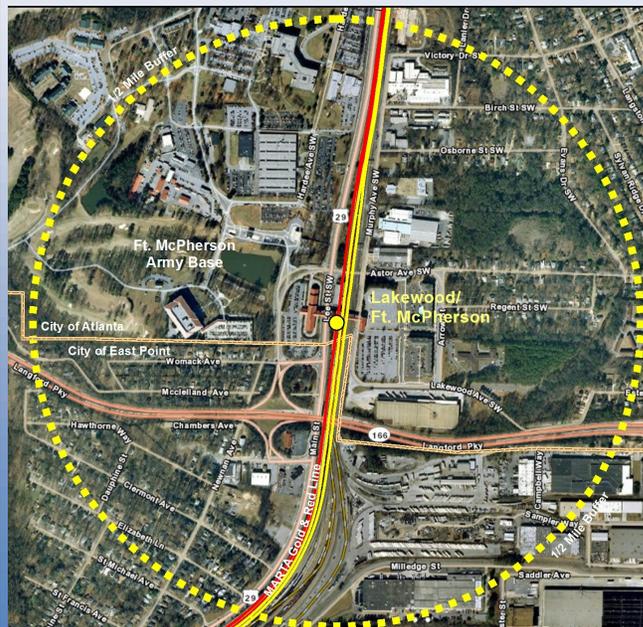
Population	2,176
Median Age	31.4
Households	737
Avg. Household Size	2.85
Median Household Income	\$28,344
Per Capita Income	\$12,245

Business Demographics 1 Mile

Businesses	229
Employees	2,434
%White Collar	47.5
%Blue Collar	22.7
%Unemployed	17.7

Source: Site To Do Business on-line, 2011

Neighborhood Context



Lakewood / Fort McPherson station is a heavy rail transit station located in the south part of Fulton County on MARTA’s Red and Gold Lines. It can be found strategically located at the corner of Lee Street and Lakewood Avenue, with entrances on Murphy Avenue and Lee Street. Lakewood provides rapid rail service to major destinations including the Buckhead shopping and business district (24 minute), Midtown (12 minutes), Downtown (8 minutes) and Hartsfield-Jackson International Airport (8 minutes). Additionally, three bus routes currently serve Lakewood / Fort McPherson station, providing access to Lakewood Amphitheater, Greenbriar Mall, Westgate Shopping Center, and the Barge Road Park and Ride.

Lakewood/ Ft. McPherson Station Aerial View



Land Use and Zoning

Land Use

Lakewood/ Ft. McPherson station is surrounded by a mixture of land uses. Within a half mile of the station, there are three major land use categories; residential at 25%, institutional at 23%, and industrial at 18%. In terms of residential, there are several pockets of low density single family detached residential neighborhoods. The most recent residential development, the 192 multi-family unit Columbia Park at Sylvan Hills apartments, was constructed in 2008. It is located on formerly owned MARTA property to east and it is an early example of TOD.



Columbia Park at Sylvan Hills

In terms of institutional use, the adjacent Fort McPherson site to the northwest of the station comprises the largest amount of institutional use near the station. Fort McPherson recently closed down due to a decision by the Base Realignment and Closure Commission (BRACC). A redevelopment plan for the +/- 488 site has been completed and it is slated to be redeveloped into a multi-use development in the near future. For more detail concerning the location of other land uses near the station, please refer to the use map on page 4.

Zoning

Zoning is one of the key elements needed in TOD development. Lakewood/ Ft. McPherson straddles the jurisdictions and zoning powers of the City of Atlanta and the City of East Point. About 90% of the station is located within the City of Atlanta. The City of Atlanta zoning districts that traverse the station are I-1 Light Industrial which is to the west of CSX line and I-2 Heavy Industrial which is to the east of the CSX line. I-1 and I-2 districts are intended to provide for locations for wholesaling, storage, and manufacturing at varying intensities. In addition, the I-1 district permits the conversion of industrial buildings which are 50 years of age or older to multi-family dwellings.

The East Point portion of the station is located along the southwestern area of the station where parking Lot 2 resides. There are two zoning districts in this area the C-R Commercial Redevelopment district and the R1A Urban Residential district. The intent of the C-R is to encourage innovative patterns of mixed-use patterns of retail, commercial service, institutional and residential land uses which are primarily pedestrian and public transit oriented. The R1-A District is intended to provide land areas devoted to medium density residential areas and closely related uses.

Out of the four districts that traverse the Lakewood/Ft McPherson station, only the C-R District is conducive to MARTA's recently adopted "TOD Guidelines".

Town Center Station Typology Design Elements

Below are some of the design themes of the 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 away from the main street.
- Mid-rise buildings dominate; some high-rise and low-rise.

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

Transit Stations are the focal point of successful TOD's



Walk Score

42

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





Parking Lot 1 +/- 1.8 Acres



Parking Lot 2 +/- .9 Acres



Parking Lot 4 +/- 2.2 Acres



Parking Lot 5 +/- 3.1 Acres

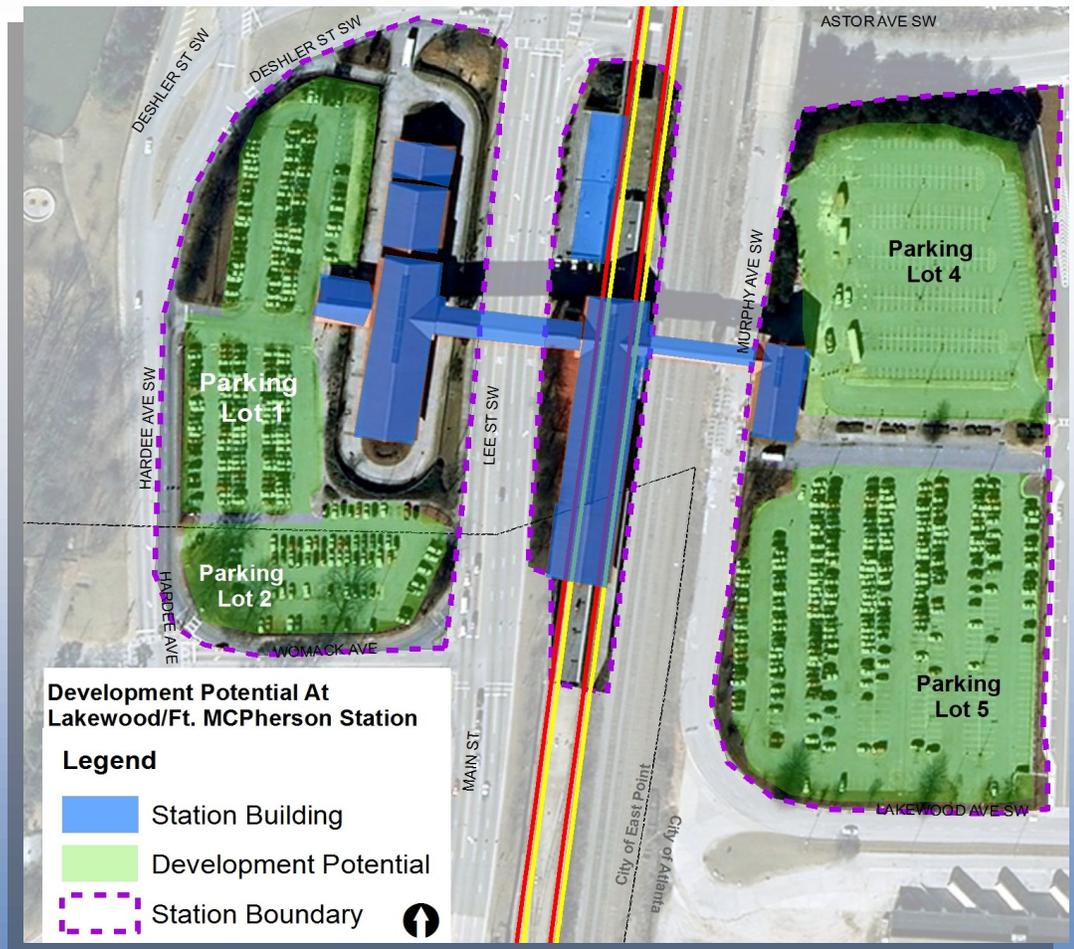
Public Realm

- Traditional town center pedestrian network with station at focal point.
- Curb-side parking desirable; no off-street parking in front of buildings; garages wrapped.
- Stations grade-separated or at grade.

Lakewood/ Ft. McPherson 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.

The images below and on the side panel provide a development guide to the station area. MARTA owns +/- 8 acres of surface parking at this station. However, as evidenced by the parking utilization statistics, only 44% of the parking is utilized. The majority of the parking that is used is concentrated on the western side of the CSX line in Parking Lots 1 and 2. There is also significant usage in Parking Lot 5. Any development in the surface parking areas should strive to preserve an adequate amount of parking for transit patrons. The parking needs for this station could be consolidated into more efficient parking decks. The surplus parking is primarily found in Parking Lot 4, which has been sealed off from public use.





**Ft. McPherson
Redevelopment Plan**

In November of 2005 the Base Closure and realignment Commission voted to close this 488 acre installation located adjacent to the Lakewood/Ft. McPherson MARTA Station. In response the McPherson Planning Local Redevelopment Authority, Inc. prepared a redevelopment plan for the site. The vision of the plan is to transform Ft. McPherson and the surrounding neighborhoods into a nationally acclaimed, world class thriving community, where people work, live, learn and play. The success of this initiative will have far reaching positive impacts on the region and specifically the surrounding area.

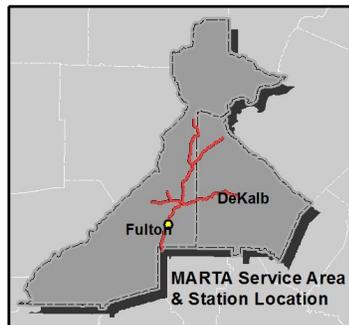
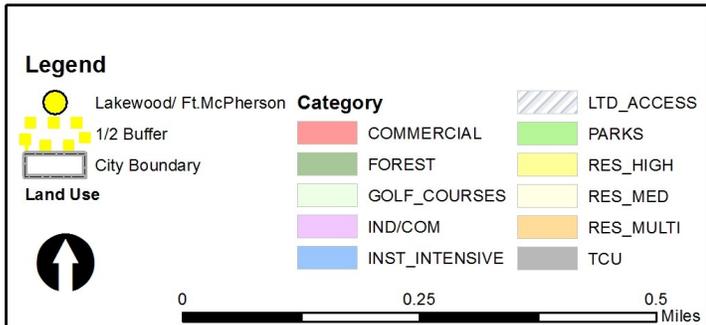
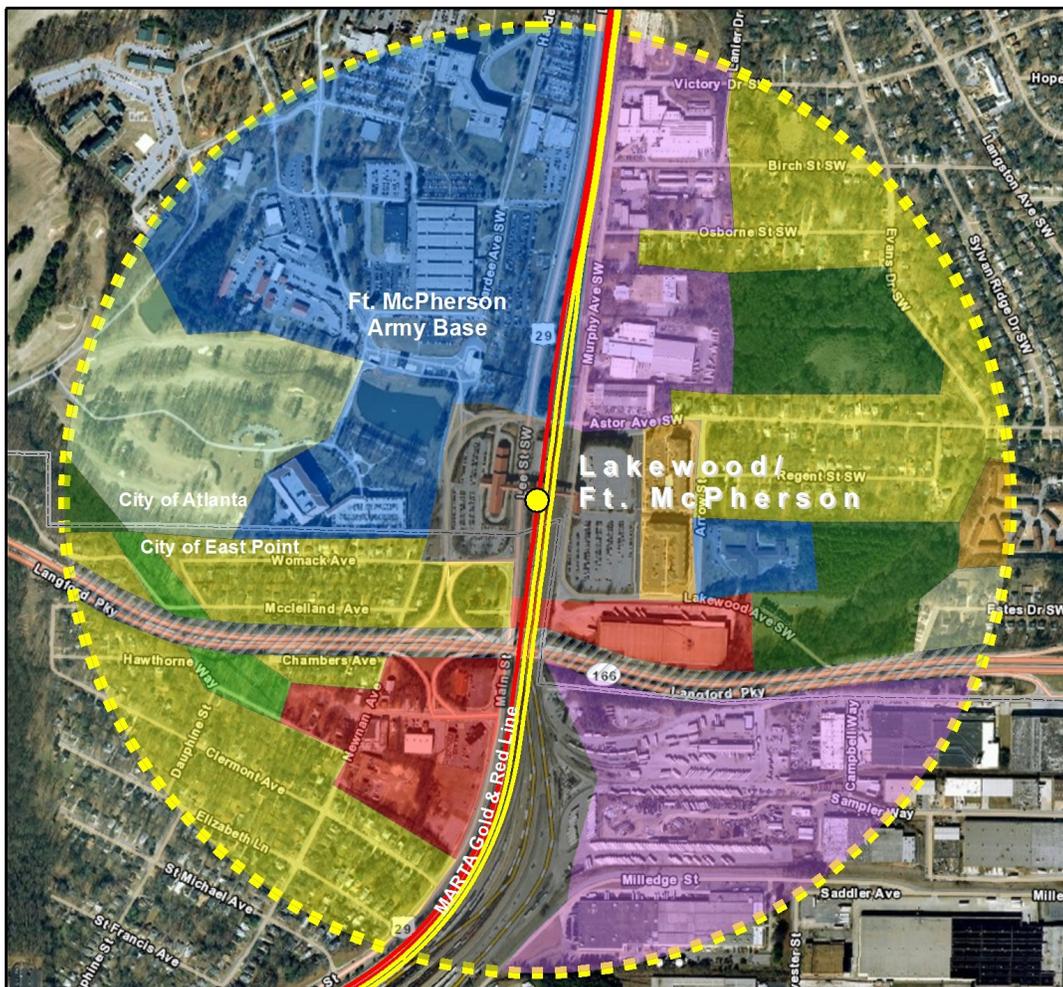
**ROUTES SERVING
LAKEWOOD/ FT. MCPHERSON
STATION**

Route 42– Pryor Road/ McDaniel Street

Route 178– Empire Blvd./ Southside Industrial Park

Route 183– Barge Road Park & Ride/ Lakewood

**Land Use
1/2 Mile From Lakewood/ Ft. McPherson Transit Station**



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

