

NORTH SPRINGS STATION

Transit Oriented Development

STATION LOCATION



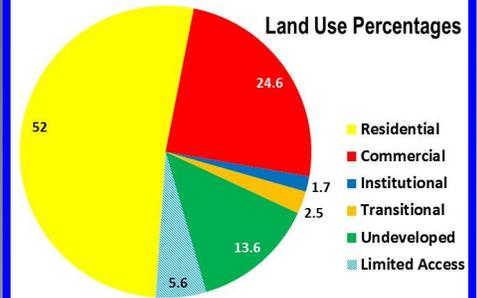
7010 Peachtree Dunwoody Road
Sandy Springs, GA 30328

North Springs Station : A Collector Station

The MARTA Transit Oriented Development Guidelines classify North Springs Station as a “Collector” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, Arts Center or Peachtree Center Station, to Collector stations - i.e., end of the line auto commuter oriented stations such as North Springs or Indian Creek. This classification system reflects both a station’s location and its primary function. The “Guidelines” define Collector stations as “ primary capture points for inbound passengers transferring to the rapid transit system from their own cars. They are located at strategic points in the regional highway system, almost always at peripheral sites”. One of the keys to successful collector stations as noted in the Guidelines...“The intermodal transfers for park-and-ride, feeder bus, taxi, suburban shuttle, and bicycle passengers must be as seamless, convenient and safe as possible.”

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	4,680
Median Age	33.3
Households	2,441
Avg. Household Size	1.92
Median Household Income	\$80,071
Per Capita Income	\$57,164

Business Demographics 1 Mile

Businesses	731
Employees	22,021
%White Collar	86.1
%Blue Collar	5.0
%Unemployed	9.4

Source: Site To Do Business on-line, 2012

STATION ESSENTIALS

Daily Entries:	6,119
Parking Capacity:	2,378
Parking Utilization:	67%
Station Type:	Elevated
Station Typology	Collector
Land Area	+/- 29 acres

MARTA Research & Analysis 2012

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

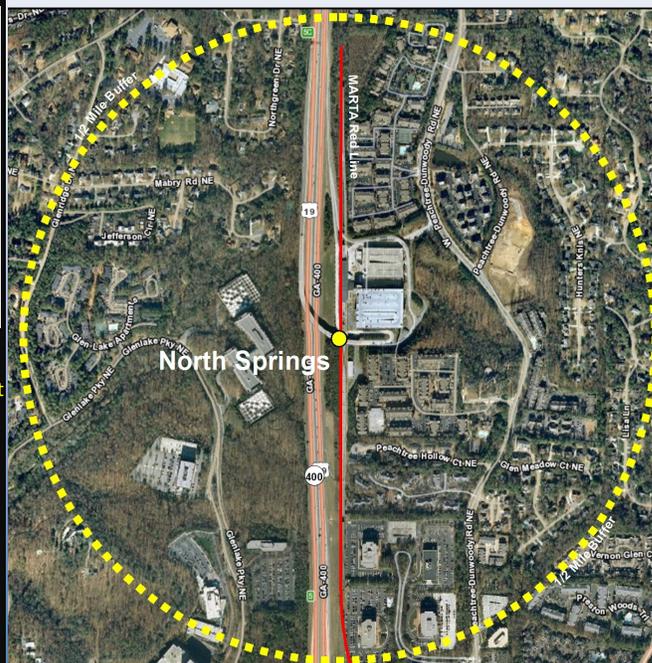
Category	SPI
Dining Out	156
Entertainment	147
Food	149
Retail	138
Shelter	157

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, 2011

Neighborhood Context

North Springs Station is a heavy rail rapid transit station located in the northern part of Fulton County on MARTA’s Red line. It is located between Peachtree Dunwoody Road and Georgia 400, with station entrances off of each. In addition, there is a pedestrian bridge and a pathway to the station from an adjacent multifamily apartment community. North Springs Station provides rapid rail transit service to major destinations including the Buckhead shopping and business district (11 minutes), Midtown (23 minutes), Downtown (27 minutes), and Hartsfield-Jackson International Airport (43 minutes). Additionally, five bus routes currently serve North Springs, providing access to the cities of Roswell and Alpharetta, Georgia Perimeter College, Dunwoody Village, North Point Mall, Reinhardt College, Windward Parkway and North Fulton Regional Hospital.





Transit Stations are the focal point of successful TOD's



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

The predominant use of land within a half mile of the station is residential at about 52%. The residential land use is comprised of single-family residential and medium density multi-family residential. Multi-family development can be found adjacent to the station to the north and south. Commercial uses make up about 24% of the land use. The commercial areas can be found south of the station. Undeveloped land makes up more than 13% of the land composition within half a mile of the station. The majority of the undeveloped land is to the southwest of station; however, there is a significant amount adjacent to the station. For more detail, please refer to the land use map on page 4.

Zoning

Zoning is one of the key elements needed in TOD development. The North Springs Station is located in the O-I Office Institutional District. The intent of the O-I district is to provide land areas for office and institutional uses where proximity to residential, public, commercial and other land uses, and existing and projected traffic patterns make it desirable to locate office and institutional uses. Permitted uses include but are not limited to single-family residential, office, and assisted living facilities. In general, the development guidelines in the O-I district are not conducive with MARTA's recently adopted TOD Guidelines for this station. However, Sandy Springs is undergoing a revaluation of its zoning as a result of an update to a Livable Centers Initiative (LCI).

Collector Station Typology Design Elements

Below are some of the design themes of the collector 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

- Park and ride is the primary use. Nearby development should be as accessible to transit station as possible, but may be more automobile oriented than normal TOD.
- Building scale, if any, depends on type of nearby use.

Public Realm

- Primarily serves park and ride which may be at grade.
- High quality links to nearby buildings, important, but no area-wide TOD streetscape.

North Springs 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.

Development Opportunities at North Springs Station



Adjacent Undeveloped Parcel +/- 13 Acres

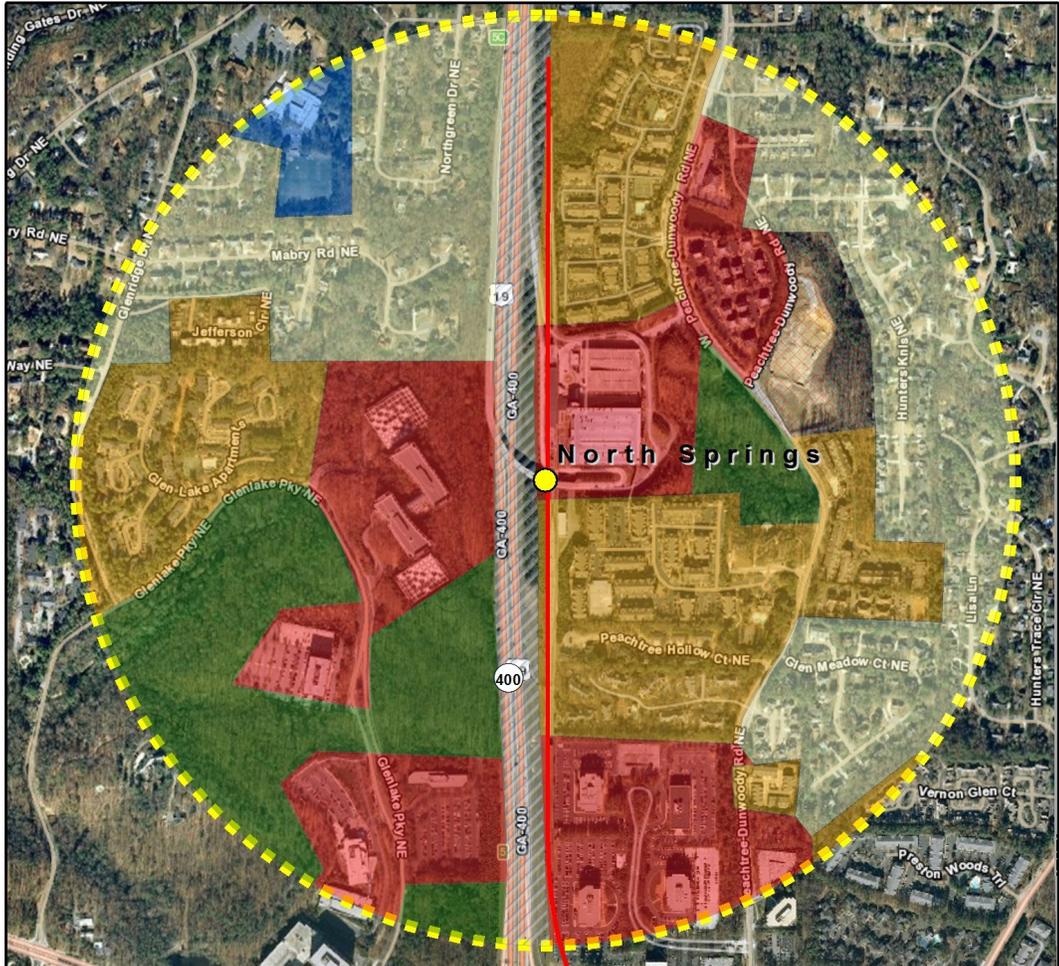
The image below and on the side panel provide a development guide to the station area. North Springs serves as the northern terminus of the red line. Substantial land was acquire to accommodate end of the line park and ride customers. Unlike other end of the line stations, the parking needs were concentrated into a parking deck thus providing excess land. The station has in excess +/- 13 acres of land to the east of the MARTA parking deck.

ROUTES SERVING NORTH SPRINGS STATION

- Route 85– Roswell/Mansel Road
- Route 87– Roswell Rd./Morgan Falls
- Route 140– North Point/Mansel Road
- Route 143– Windward Park & Ride
- Route 185– Alpharetta/Holcomb Bridge Road



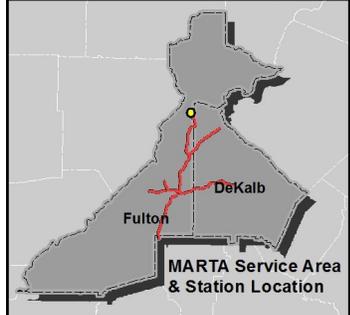
Land Use 1/2 Mile From North Springs Transit Station



Legend

North Springs Station	Land Use	LTD_ACCESS
MARTA Rail	Category	RES_MED
1/2 Mile Buffer	COMMERCIAL	RES_MULTI
	FOREST	TRANSITIONAL
	INST_INTENSIVE	

0 0.25 0.5 Miles



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

