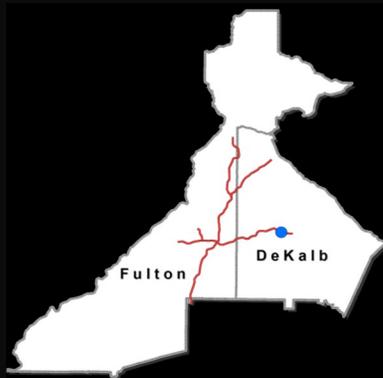


# KENSINGTON STATION

Transit Oriented Development

## STATION LOCATION



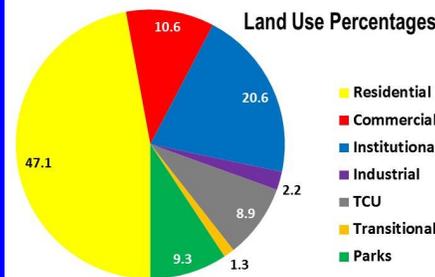
3350 Kensington Road  
Decatur, GA 30032

## Kensington: A Commuter Town Center Station

The MARTA Transit Oriented Development Guidelines classify Kensington Station as a “Commuter Town Center” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Peachtree Center, 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” have this to say about Commuter Town Center stations... “The definitional challenge in planning a commuter town center station lies in balancing its two functions. The key to success: the park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions. The pedestrian network must guide commuters from their cars or buses to the station without putting the park-and-ride garage or bus transfer point in locations that compromise the visual and pedestrian qualities of a town center”. It points out that “Commuter Town Centers are almost by definition new places, located at strategic points on the interstate highway system. In Metro Atlanta most of the planned commuter town centers, like Doraville or Kensington are near I-285.”

## 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	6,344
Median Age	28.3
Households	2,462
Avg. Household Size	2.55
Median Household Income	\$42,423
Per Capita Income	\$23,244

### Business Demographics 1 Mile

Businesses	453
Employees	14,012
%White Collar	63.6
%Blue Collar	18.6
%Unemployed	14.0

Source: Site To Do Business on-line, 2011

## STATION ESSENTIALS

Daily Entries:	6,848
Parking Capacity:	1,962
Parking Utilization:	34%
Station Type:	At-Grade
Station Typology	Commuter Town Center
Land Area	+/- 41 acres

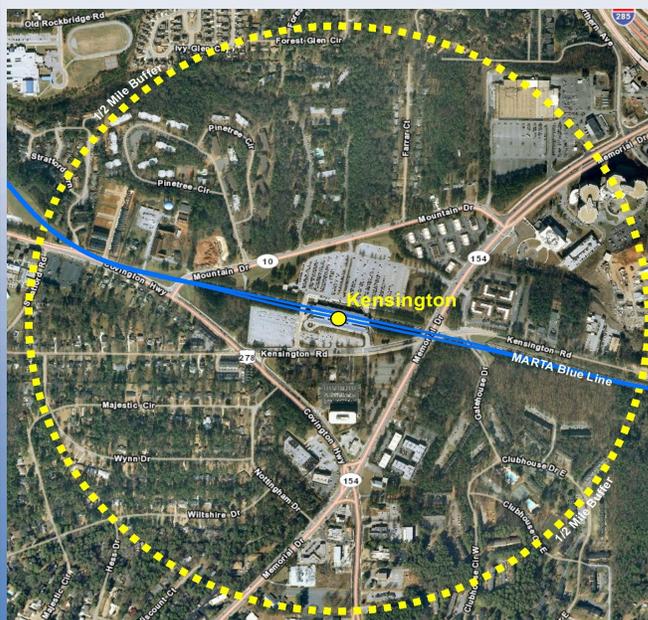
MARTA Research & Analysis 2012

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	89
Entertainment	80
Food	87
Retail	78
Shelter	86

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

Kensington station is a heavy rail rapid transit station located in the central part of unincorporated DeKalb County on MARTA’s Blue line. It is situated near the intersection of Covington Highway and Memorial Drive, with entrances on Kensington Road and Mountain Drive. Kensington station provides MARTA patrons with rapid rail service to major destinations including the Buckhead shopping and business district (34 minute), Midtown (22 minutes), Downtown (18 minutes), and Hartsfield-Jackson International Airport (34 minutes). Additionally, bus routes from Kensington station provide access to Northlake Mall, Georgia Perimeter College Clarkston Campus, DeKalb Technical College, DeKalb County complex, and the Mountain Industrial employment area.

## Kensington Station Aerial View



## Land Use and Zoning

### Land Use

The predominant use of land within a half mile of the station is residential at about 47%. The residential land use is comprised of a near equal mix of low density single-family residential and medium density multi-family development. Institutional uses make up 20% on the land use. The institutional uses comprise DeKalb County governmental offices and some State of Georgia offices. The commercial uses (10%) are found primarily along Memorial Drive and comprise strip centers and stand alone business outfits. There is a significant amount of undeveloped land (9%) in the area. Transportation, Communication, and Utilities (TCU) makes about 9%. The station and parking areas account for this amount. 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 Kensington Station is located in the R-75 Single-Family Residential district. The R-75 district is intended to provide for the protection of neighborhoods within the county where lots have a minimum area of 10,000 square feet, to provide for infill development, and to assure that the uses and structures authorized in the R-75 district are those uses and structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood. The principle uses in this district are defined as being single-family structures and agricultural uses. Multi-family or mixed uses are not allowed in this district. The district's intent and low density provisions are not compatible with the development guidelines contained in MARTA's recently adopted "TOD Guidelines".

Kensington was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study in 2003. One of the recommendations of the Kensington LCI was for the County to create a zoning overlay to ensure that future development would follow the plan's vision of mixed-use development adjacent to and around the station. An alternative recommendation was to create a new zoning district geared towards transit-oriented mixed-use development. In either case, if followed, a denser pattern of residential and commercial development in the vicinity of the station would eventually result.

## Commuter 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

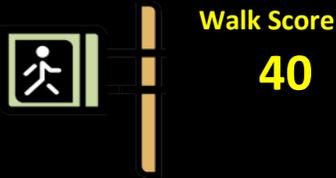
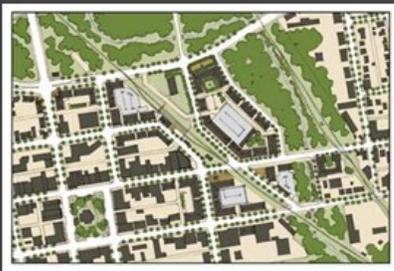
- Balanced mix of multi-family residential development with office, retail, entertainment, and civic uses. Vertical mixed-use is common.
- Transition to lower density single-or multi-family outside a quarter-mile radius.
- Mid-rise buildings dominate; some high-rise and low-rise.

### 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.

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



**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



**Kensington 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](http://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.

Kensington once served as the end of the eastern line. Therefore; ample parking was provided to accommodate park and ride customers. Today, only about third (34%) of the parking is regularly utilized at this station. This has resulted in a substantial amount of surplus parking that could be converted for joint development.

There are about 20 acres of land that could be utilized for joint development when surplus parking and other land at the station is taken into consideration. The image below and on the side bar describe the potential development areas. The majority of the utilized parking for the station is located on the northern end of the station in Lots 2, and 3. Lot 1 consist of +/- .7 acres and it is usually unused likely due to its distance from the station. Lots 2 & 3 are at best, between 40% to 50% utilized. Together these lots account for nearly 8 acres of space. The parking that these lots provide could be consolidated in a parking deck. This could thereby free up between 6 or 7 acres of property for joint development on the northern end of the station.

On the southern end of the station there are two parking lots that offer joint development potential. Lot 4 is unused and offers +/- 3.1 acres of space. Lot 4 has an added attraction in that it could easily be combined with an adjacent +/- 3.3 acre undeveloped tract to the west. Lot 5 is currently used for long term parking purposes. The lot offers +/- 2 acres of space. It is conceivable that the long term parking needs could also be included in a parking deck structure along with regular daily parking. Across Kensington Road there is a vacant lot that has been fenced in. This lot, pictured on page 4, offers +/- 3 acres of space.

As previously mentioned, there are other non-parking areas that could be considered for joint development purposes. On the image below some are indicated as having limited development possibilities. This is either due to size or slight topography changes. In both cases these area could ideally be used to supplement the potential development acreage of adjacent prime development areas.



**Parking Lot 1 +/- .7 Acres**



**Parking Lot 2 +/- 3 acres**



**Parking Lot 3 +/- 4.8 acres**



**Parking Lot 4 +/- 3.1 acres**



**Parking Lot 5 +/- 2 acres**





**Vacant Lot +/- 3 acres**

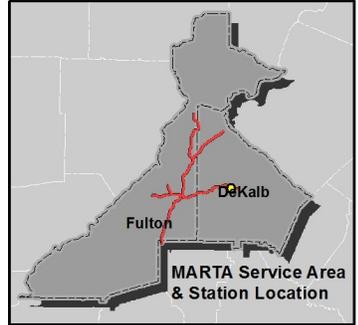
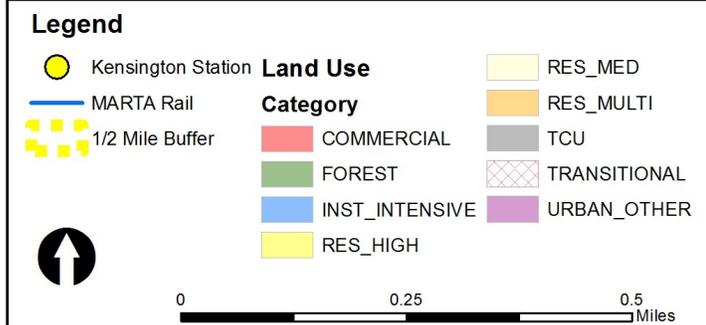
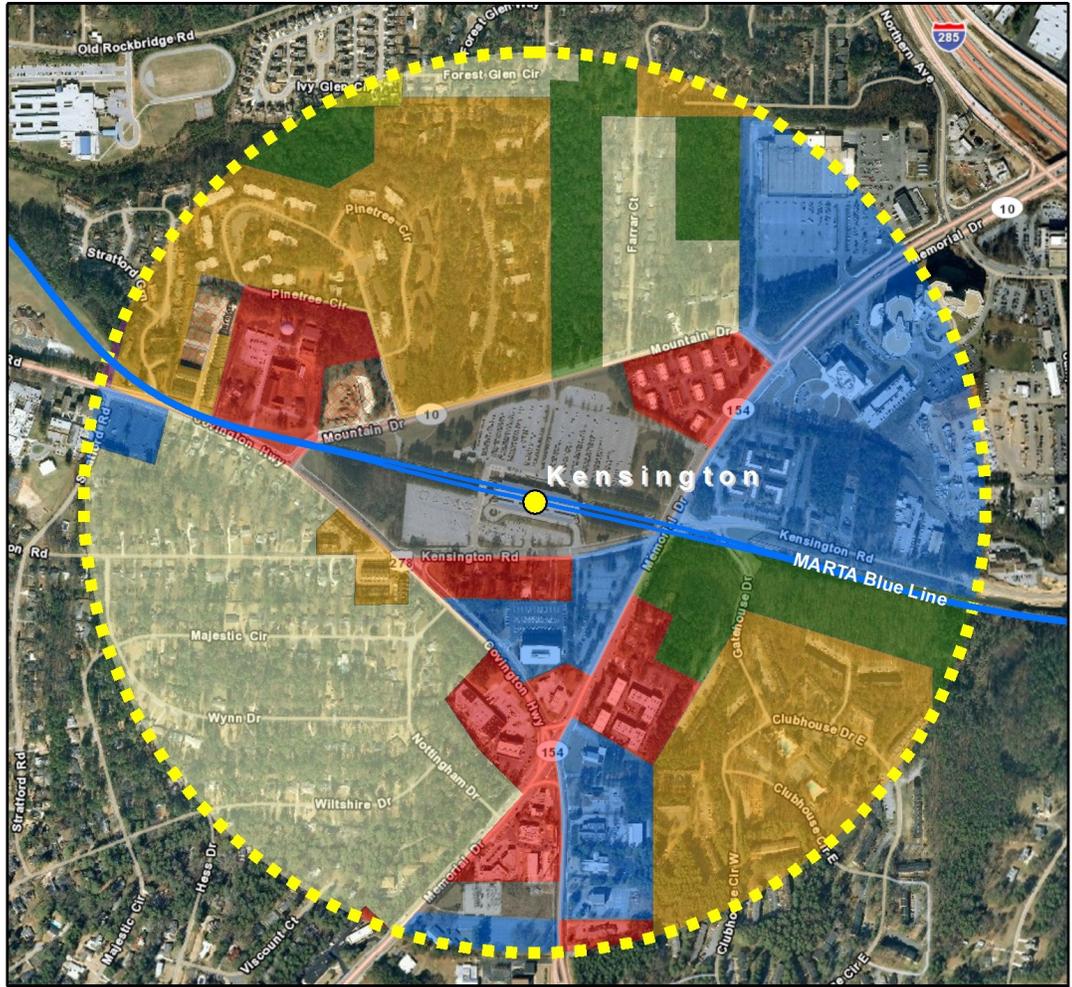


**Undeveloped Parcel +/- 3.3 acres Adjacent to Lot 4**



**Undeveloped Parcel +/- 2.7 acres Adjacent to Lot 3**

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



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

**ROUTES SERVING  
KENSINGTON STATION**

- Route 9– Toney Valley/ Peachcrest Road
- Route 21– Memorial Drive
- Route 107– Glenwood Road
- Route 117– Rockbridge Road/ Panola Road
- Route 119– Kensington/Hairston Road
- Route 121– Stone Mountain/ Memorial Drive
- Route 520– Memorial Drive BRT– Limited
- Route 521– Memorial Drive BRT– Express