



MAKE East Lake MARTA YOURS

2017 Livable Centers Initiative
DRAFT 06.12.2018

Acknowledgments

Project Partners:

- » City of Decatur
- » City of Atlanta
- » MARTA
- » Atlanta Regional Commission

Consultant Team:

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- » David Laube, Market Analyst, Noell Consulting

Elected Officials:

- » City of Decatur Mayor Patti Garrett
- » City of Atlanta Mayor Keisha Lance Bottoms
- » City of Atlanta Councilwoman Natalyn Archibong

Steering Committee:

- » Amy Widener
- » Ben Foster
- » Chris Jenko
- » Chris Sciarone
- » Clay Scarborough
- » Dan White
- » Doug Faust
- » Eddie Holley
- » Geoff Mueller
- » Greg Reihing
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- » Therese May
- » Tonio Andrade
- » Yvette Weatherley
- » Steve Ferrin
- » Doug Wood
- » Scott Jones
- » Jodi L. Greenberg
- » Anna Haley Wyatt
- » Sherry V. Neal
- » Karna Candler

Meeting Locations:

Oakhurst Baptist Church (Decatur, GA)
Bessie Branham Recreation Center (Atlanta, GA)
Episcopal Church of the Epiphany (Unincorporated DeKalb County, GA)
Israel Baptist Church (Atlanta, GA)

Vendors at Public Meetings:

Revolution Doughnuts
Doggy Dogg Hotdog Stand
King of Pops

THANKS!



marta



ARC

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DRUIDS LENOX PLACE
LAKE HILLS
CLAREMONT
KIRKWOOD
OAK HURTS



1.0 Executive Summary

*The shorter
version of the
report*



- » LCI Study Purpose & Process
- » Public Outreach
- » LCI Study Goals
- » MARTA Property
- » AT&T Property
- » Streets
- » Implementation

LCI Study Purpose

Purpose and Context

The Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI) is a grant program that empowers local jurisdictions to re-envision their communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles, and provide improved access to jobs and services. In partnership with MARTA and the City of Atlanta, the City of Decatur was awarded an LCI grant to conduct an LCI for the East Lake MARTA station and area within a half-mile radius of the station. Divided between two municipalities (Atlanta and Decatur), and where six neighborhoods (Lake Claire, Druid Hills, Lenox Place, Parkwood, Oakhurst, and Kirkwood) meet, the East Lake MARTA station has the potential to become the “front porch” of the neighborhoods with needed amenities, housing, and connectivity in a transit-oriented development (TOD).

MARTA TOD Process

This LCI is the first phase of MARTA's TOD process. The LCI provides a framework for future implementation of TOD. Once MARTA decides to move forward with implementation, a competitive solicitation process will be used to select a development partner to implement TOD. This successful development proposal will be chosen based on multiple factors, including how it meets the goals of this plan. After MARTA enters an agreement with a developer and the site plan is approved through all jurisdictions, implementation begins.

Planning Process

Research & Analysis

The team conducted a research and analysis process for areas that affected the study area prior to making any planning decisions, which included:

- » Reviewing all previous, relevant plans for the study area, including

MARTA's TOD Guidelines, and mapping any recommendations that directly affect this planning effort;

- » Visiting and documenting the study area;
- » Meeting with the City of Decatur, City of Atlanta, ARC, and MARTA staff monthly;
- » Mapping the study area's connectivity, social spaces, historic resources, current zoning, and parcels susceptible to change.

Market Study

The purpose of the market study is to ensure that the proposed development scenarios are based on actual demand for the study area. The market study results, public input, previous plans, and MARTA's TOD Guidelines serve as the basis for the recommendations. The following characteristics were noted in the study:

- » Largely comprised of single-family, detached homes with several restaurants along DeKalb and College Avenue;
- » Strong community and school districts;
- » High concentration of residents who are self-employed;
- » Great access to many commercial nodes without a commercial core in the study area;
- » Median household income and median home values are on the rise.

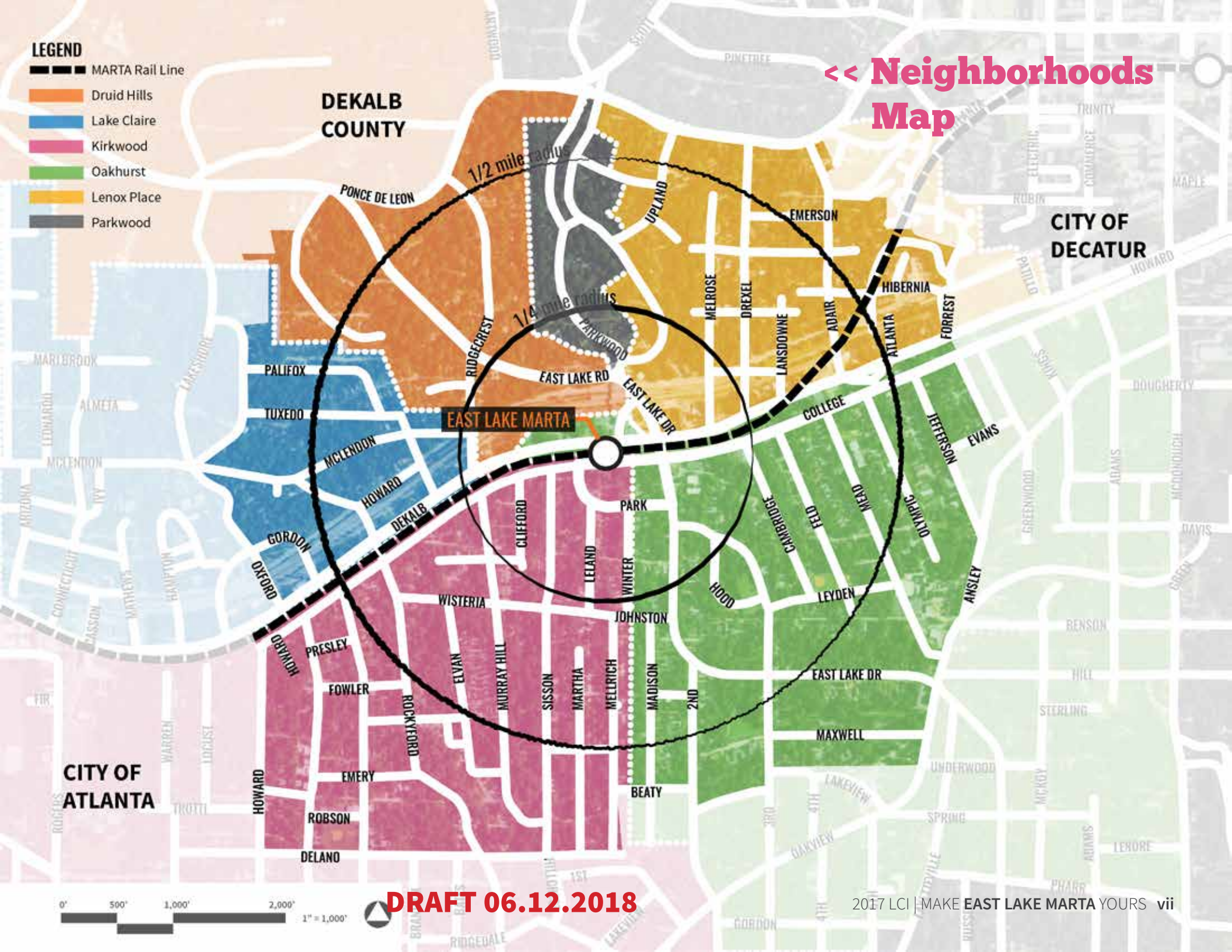
The market study detailed what new development the market could support:

- » For-sale detached, single-family homes (430 units in 5 years)
- » For-sale attached, townhomes (185 units in 5 years)
- » For-sale attached, condos (one development of 34 units, 5 years)
- » Rental apartments (600+ units in 10 years)
- » Neighborhood retail / restaurant (6,000 sq. ft. with the added potential of 30 sq. ft per new resident in 5 years)
- » Small office spaces (15,000 sq. ft. total)

LEGEND

- MARTA Rail Line
- Druid Hills
- Lake Claire
- Kirkwood
- Oakhurst
- Lenox Place
- Parkwood

<< Neighborhoods Map

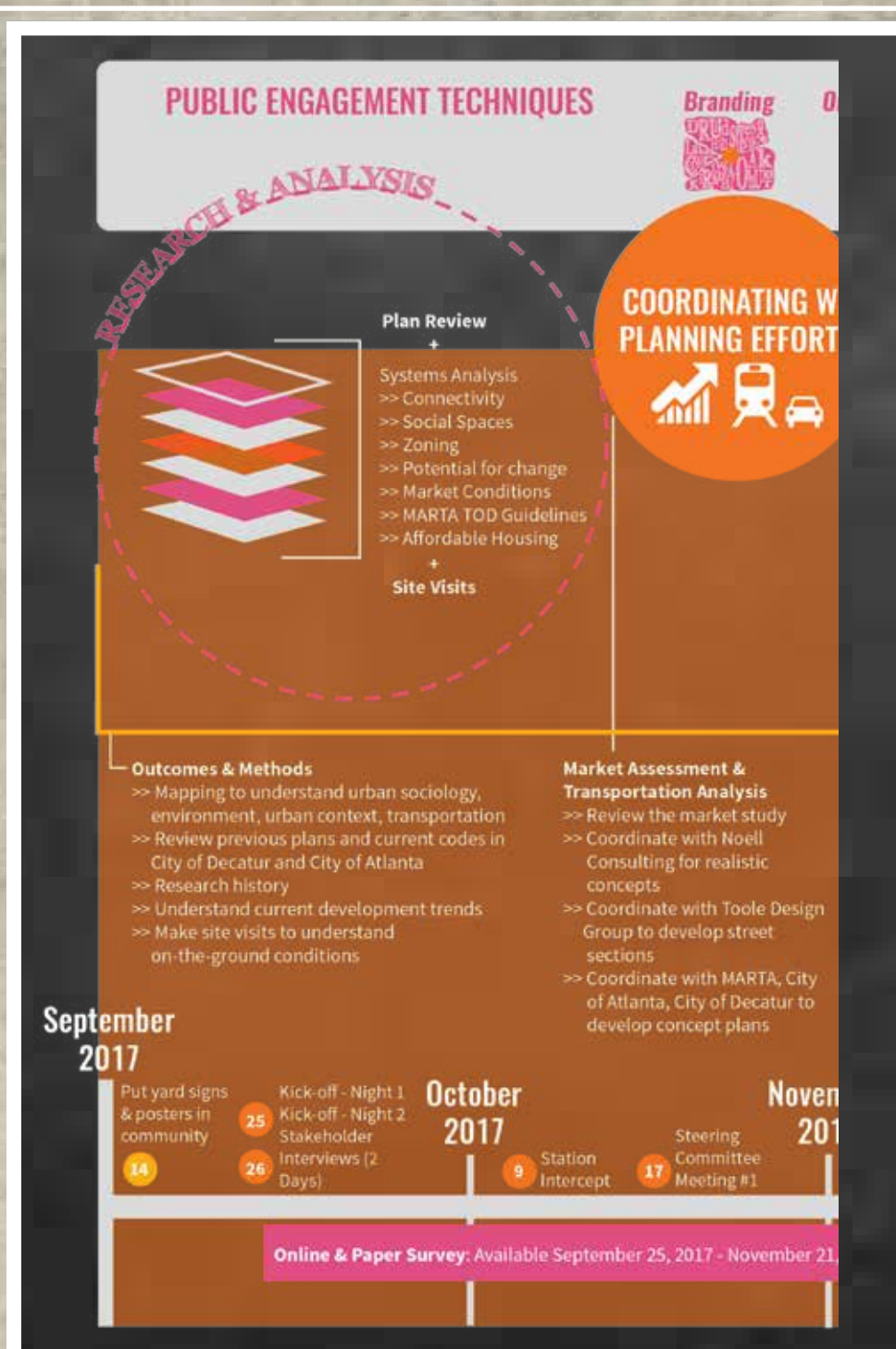


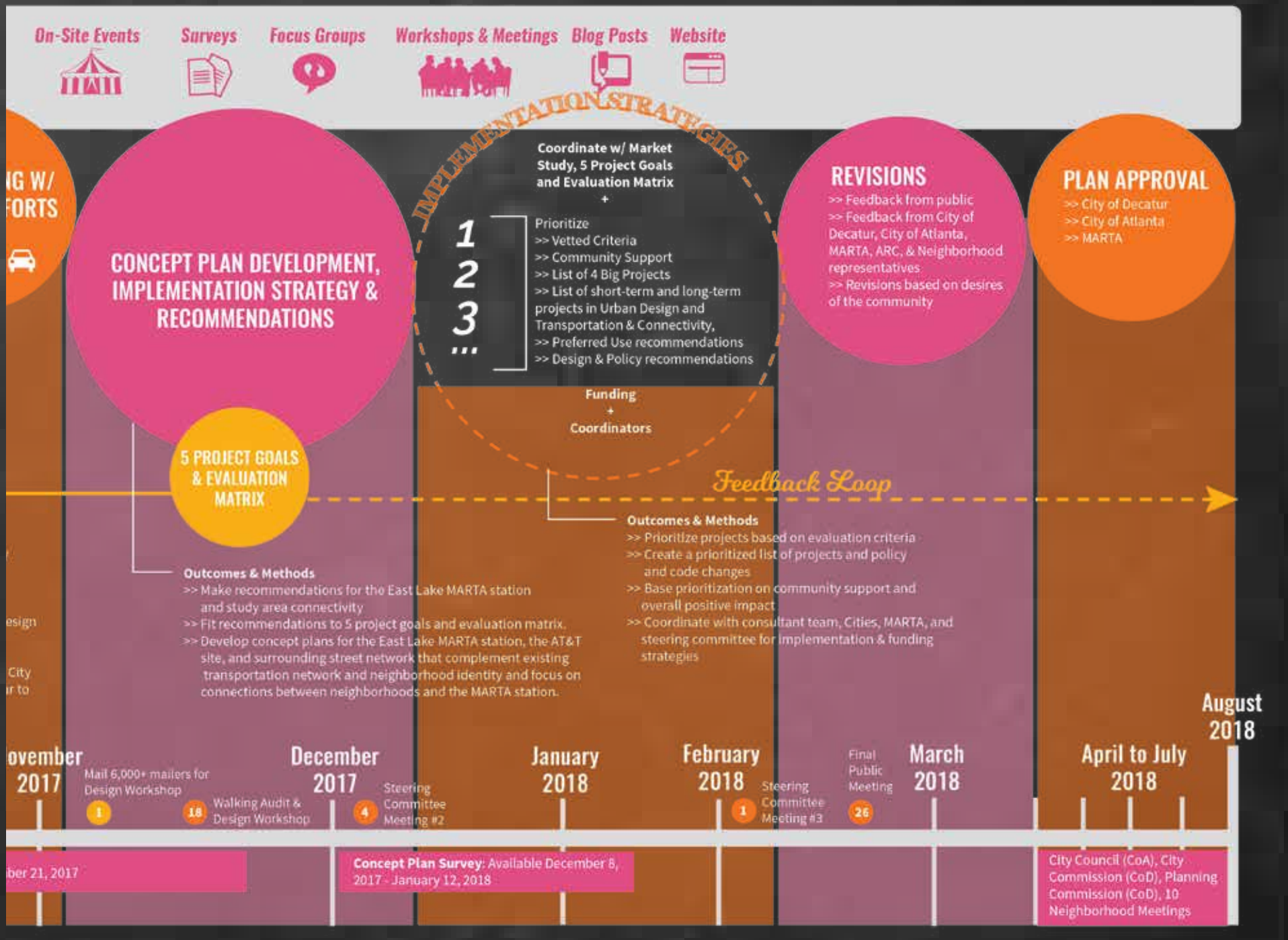
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Public Outreach

Meetings, workshops, intercepts, and a walking audit informed the recommendations for Make East Lake MARTA Yours, and public preferences directed revisions to the plan. Advertised via a project website, social media platforms, postcards, yard signs, and posters, the public outreach process included:

- » Stakeholder interviews during two full days and individually throughout the process as needed;
- » Three Steering Committee meetings to help guide the planning direction and public meeting structure;
- » Project Kick-off Meeting and Academy (2 evenings), Walking Audit and Design Workshop (one full day), and a Final Public Meeting;
- » Intercepts at the East Lake and Edgewood-Candler Park MARTA stations;
- » Two online public surveys for initial design preferences and input on the preliminary concept plans.





LCI Study Goals

As part of the initial outreach process and existing conditions assessment, five project goals were established to guide the design and planning decisions. Design elements directly addressed the project goals, shown in the Framework Plan to the right and described below.

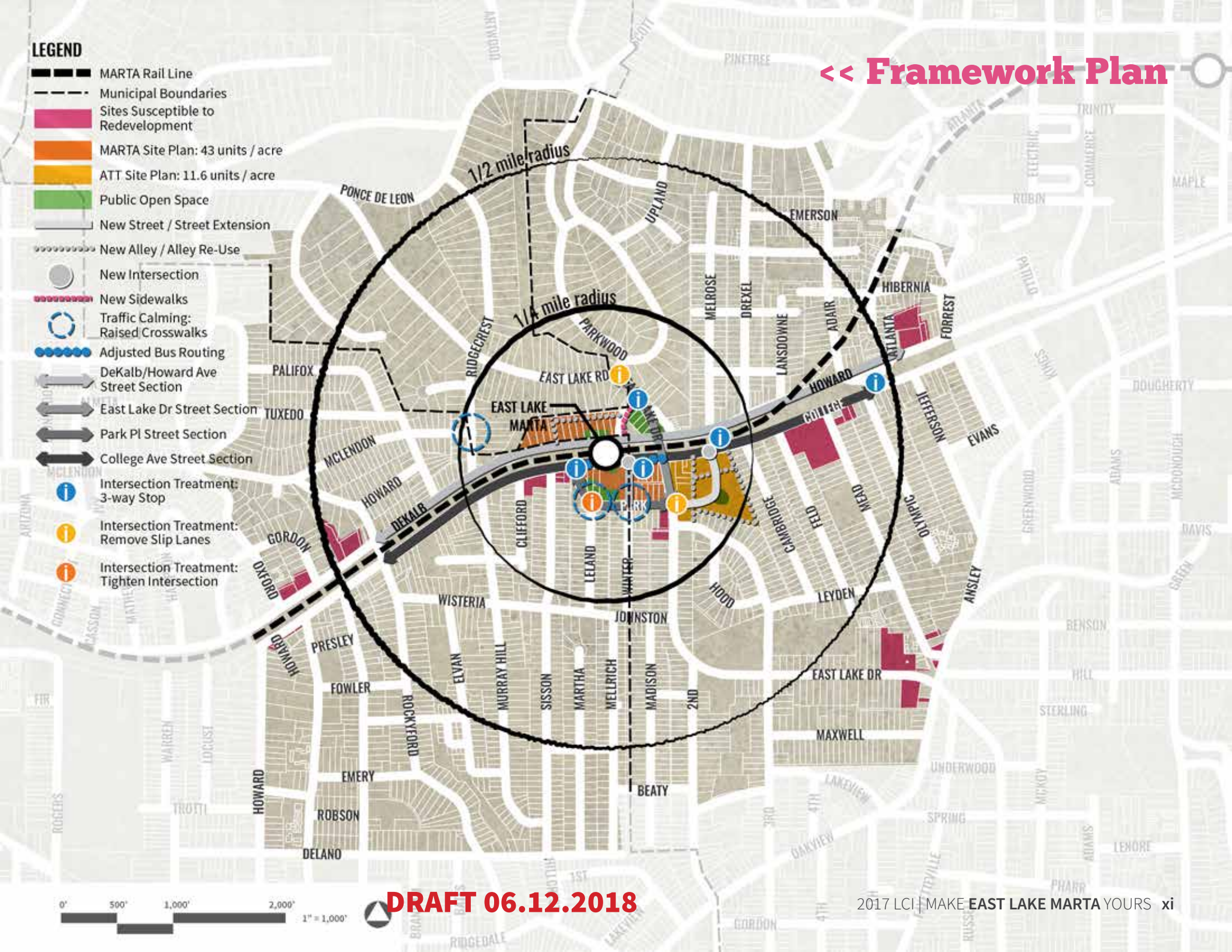
- » **MAKE East Lake MARTA the Front Porch** by opening the station for community events, new housing options, community open spaces, public art, retail destinations, thoughtful parking solutions, and stormwater infrastructure (**Goals 1, 2, 4**);
- » **MAKE the streets walkable, bike-able, and fun** with traffic calming solutions, signage, wider sidewalks and landscaping, intersection treatments, and improved bike facilities (**Goals 3, 5**);
- » **MAKE room for more neighbors** by adding a mix of housing types that accommodate different age groups, income levels, and preferences (**Goals 3, 5**);
- » **MAKE your neighborhood's story** by protecting and enhancing the character of the neighborhoods and commercial nodes (**Goal 5**); and,
- » **MAKE more social and connected places** in the study area by adding needed retail, services, and public space (**Goals 1, 2, 3, 4, 5**).



LEGEND

-  MARTA Rail Line
-  Municipal Boundaries
-  Sites Susceptible to Redevelopment
-  MARTA Site Plan: 43 units / acre
-  ATT Site Plan: 11.6 units / acre
-  Public Open Space
-  New Street / Street Extension
-  New Alley / Alley Re-Use
-  New Intersection
-  New Sidewalks
-  Traffic Calming: Raised Crosswalks
-  Adjusted Bus Routing
-  DeKalb/Howard Ave Street Section
-  East Lake Dr Street Section
-  Park Pl Street Section
-  College Ave Street Section
-  Intersection Treatment: 3-way Stop
-  Intersection Treatment: Remove Slip Lanes
-  Intersection Treatment: Tighten Intersection

<< Framework Plan



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MARTA Station

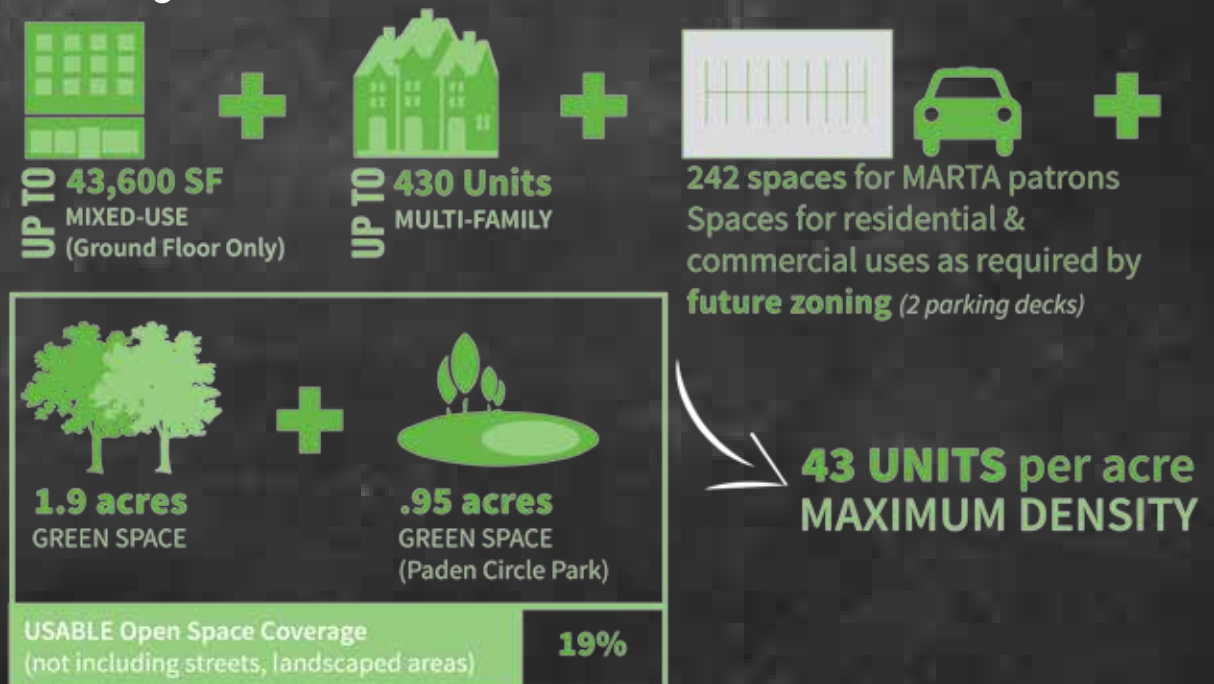
The final recommendations for the MARTA site include:

- » Mixed-use development, including housing with at least 20% affordable units, retail, restaurant, and office space;
- » Green space and plazas (~19% of the land area) that are connected with bicycle and pedestrian facilities on the connecting streets;
- » Reduced parking ratios for all uses based on new zoning districts and parking for MARTA patrons at the historic utilization rate;
- » Extending Winter Avenue to College Avenue and re-routing bus loading and traffic onto College Avenue, Winter Avenue, and Park Place;
- » Stepping down buildings toward single-family residential districts and adding buffers where appropriate;
- » Station improvements, such as re-designing the building entrances and adding signage on the pedestrian bridge;
- » Re-using existing access drives as street extensions and alleys.

Recommendations Program

The concept plan for the MARTA station requires re-zoning (see Chapter 5) in both the City of Atlanta and City of Decatur to allow mixed-use development. The infographics to the right describe the overall recommendations for the MARTA property.

Parking that serves MARTA patrons may change based on MARTA's parking model to determine the necessary number of spaces. The number used in this study is based on the historic utilization (39%), and parking ratios for other uses were reduced based on upcoming City of Atlanta zoning ordinance changes and existing City of Decatur parking requirements.



The Front Porch

To activate East Lake MARTA's Front Porch, the current station entrance is replaced with a more inviting entrance. The building visually opens with glass walls and a bright corridor that encloses a lively public courtyard ("the Front Porch") complete with bike parking, outdoor seating, and a space for food truck vendors. Mixed-use development, a proposed restaurant building, and multi-family housing overlook the public space, providing a safer and consistently active community space.

**Multi-Family
Building**

**MARTA
Station
(Entrance re-
designed)**

**Proposed
Restaurant
with roof
deck**

**Food
Trucks**

**Bosque with
Movable
Seating**

Paden Circle Park

This one-acre park provides another public space that offers residents and visitors a scenic place to relax and play. The steep terrain allows for the inclusion of a dramatic stormwater feature, boardwalk overlook, a waterfall with art installations, and a scenic pedestrian pathway joining the sidewalks on East Lake Drive and Howard Avenue.

Path connects to
sidewalk on East
Lake Drive

Boardwalk
overlook

Overlook with
waterfall & art

Lawn

Stormwater
retention feature

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AT&T Property

Concept Plan Summary

The AT&T property concept plan is an idea for the long-term future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. As shown in the program below and on the adjacent map, the AT&T property concept plan focuses on residential development and the extension of Park Place through the site to College Avenue.

The final recommendation for the AT&T property include:

- » Creating a flexible public green space and creating flexible spaces out of parking lots that can be used for events;
- » Re-using existing access drives as street extensions and alleys;
- » Providing on-street parking and shared parking opportunities with Oakhurst Baptist Church and the East Lake MARTA Station; and
- » Retaining existing businesses and historic buildings along College Avenue.

Recommendations Program



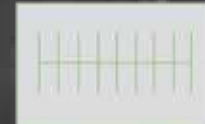
UP TO 19,800 SF
OFFICE



UP TO 34 Units
SMALL MULTI-FAMILY



UP TO 8 Units
LIVE/WORK
(self-parked)



Parking spaces provided based on
potential future zoning
On-Street Parking included
Self-Parked Total included



UP TO 27 Units
TOWNHOMES
(self-parked)



UP TO 13 Units
SINGLE-FAMILY HOMES
(self-parked)



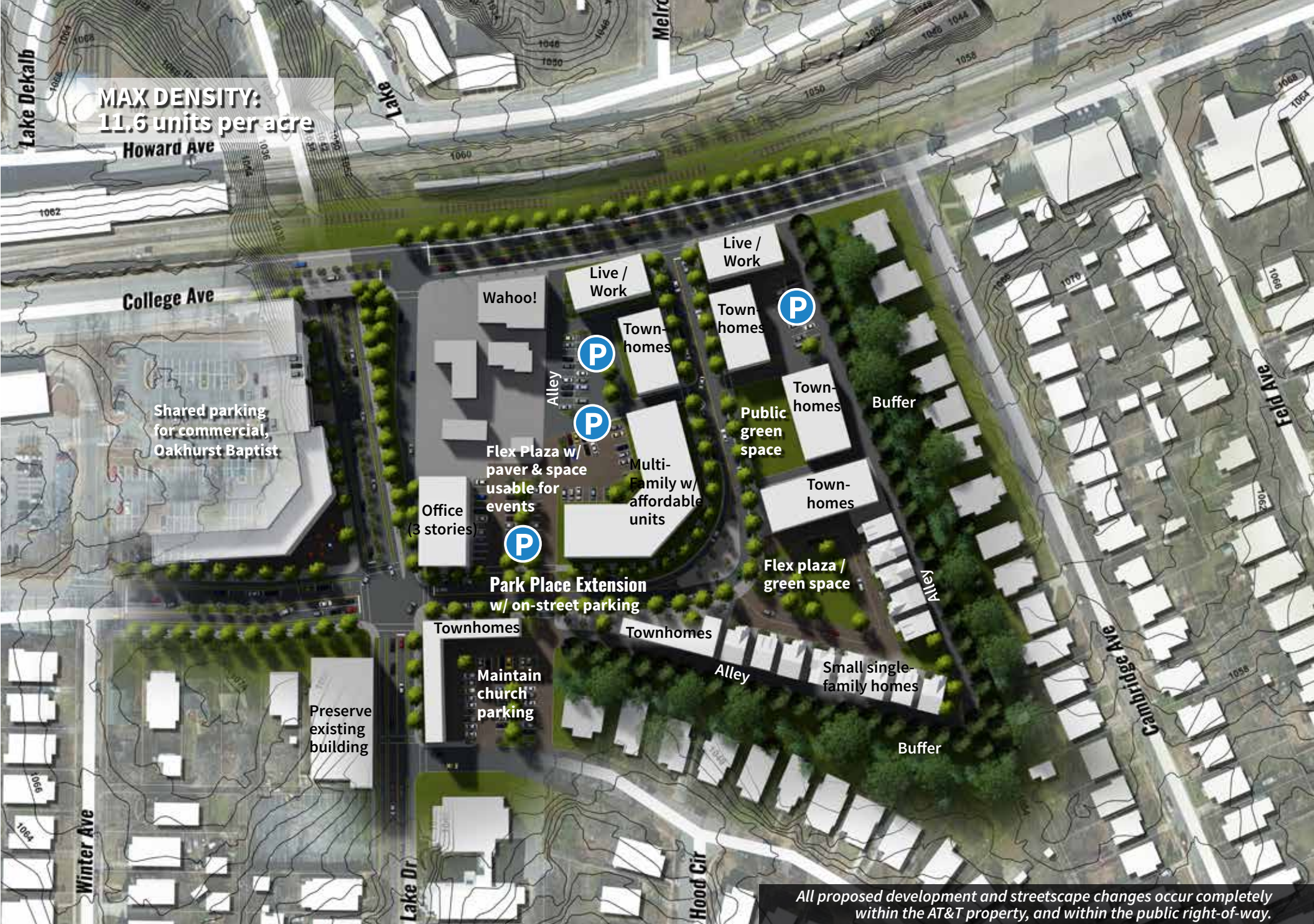
.78 acres
GREEN SPACE

USABLE Open Space
Coverage
(not including streets,
landscaped areas)

11%



11.6 UNITS per acre
MAXIMUM DENSITY



MAX DENSITY:
11.6 units per acre

↑ North 1" = 150'



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Streets

This LCI recommends streetscape improvements for main thoroughfares in the study area: College Avenue, DeKalb Avenue/Howard Avenue, East Lake Drive, Park Place, and Winter Avenue. Overall, the recommendations for each of the streets focus on enhancing the public realm and improving the pedestrian and bicycle network to alleviate traffic congestion and improve connections to the East Lake MARTA Station, which include:

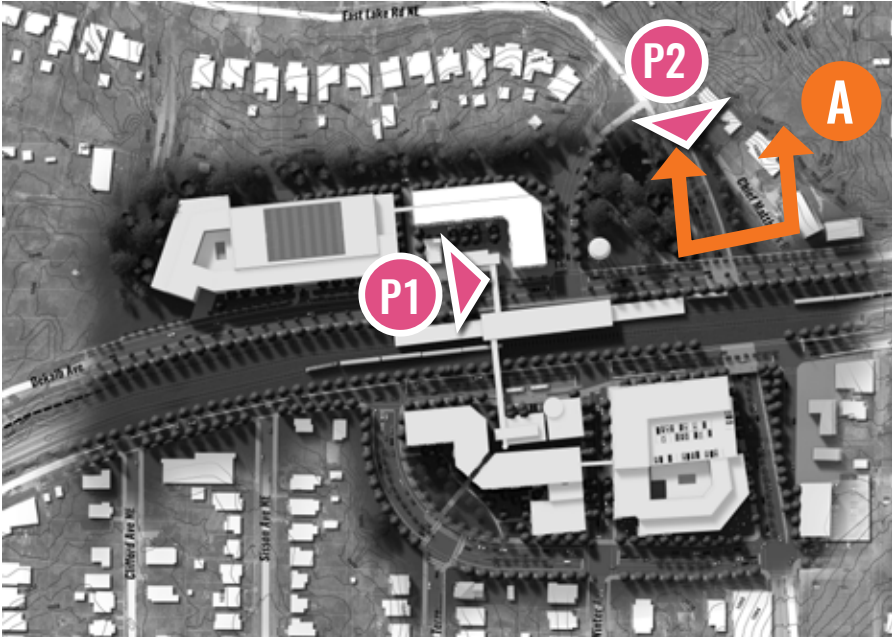
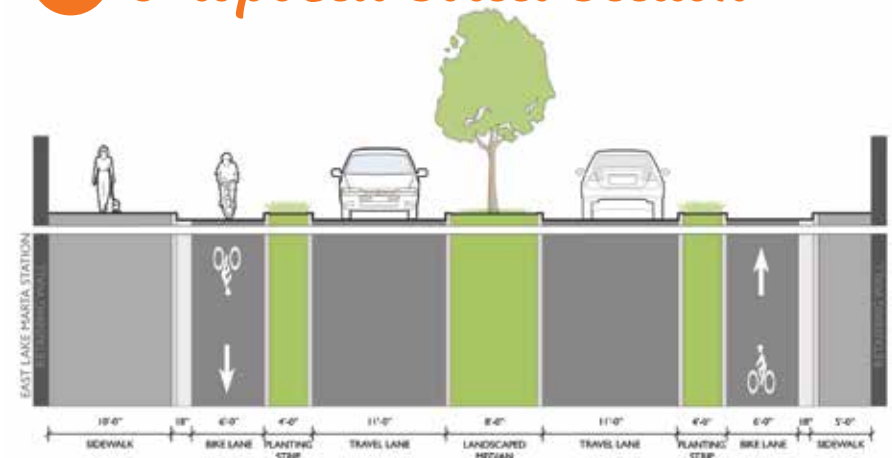
- » Making streetscape improvements within the existing right-of-way;
- » Connecting pedestrians and cyclists to existing trail networks;
- » Calming traffic speeds with narrower car lanes;
- » Adding wider sidewalks and buffered bike lanes;
- » Adding new street connections and intersections where possible;
- » Re-using existing access drives as street connections and alleys;
- » Adding on-street parking where feasible;
- » Providing safer intersection crossings with better signage and painted bike lanes and crosswalks;
- » Adding street trees and landscaping in medians, with the potential for stormwater planters and bio-swales; and,
- » Providing street furniture and lighting.



P1 Howard Avenue

East Lake Drive

A Proposed Street Section

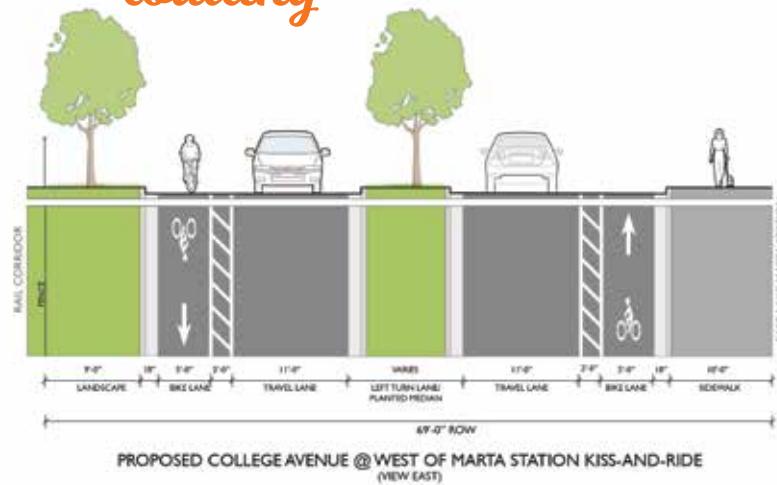


P2 East Lake Drive

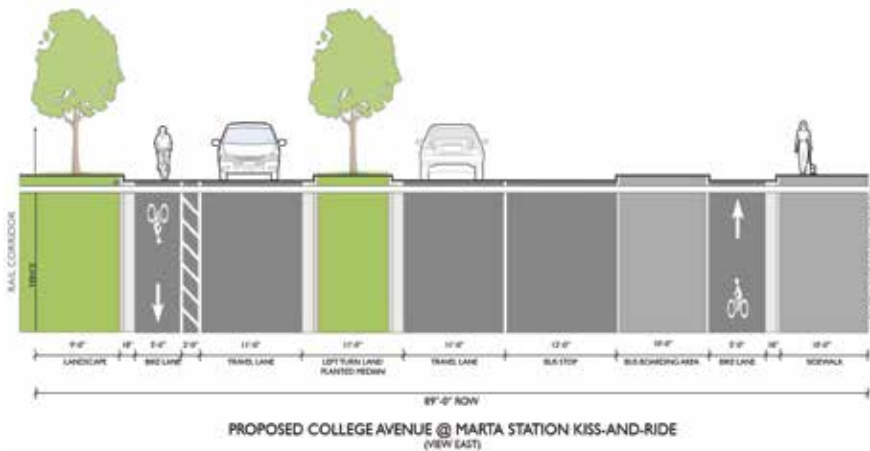


Streets College Avenue

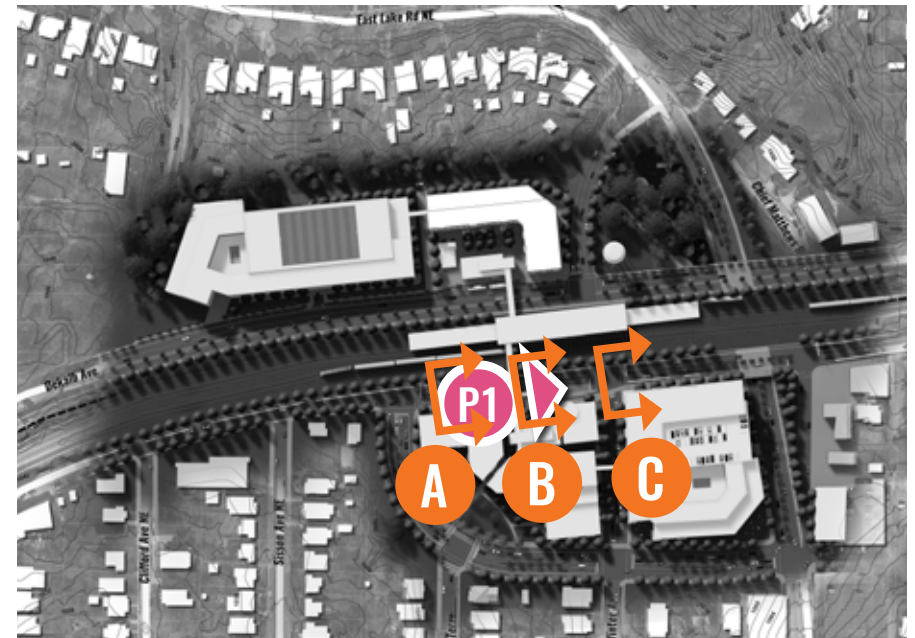
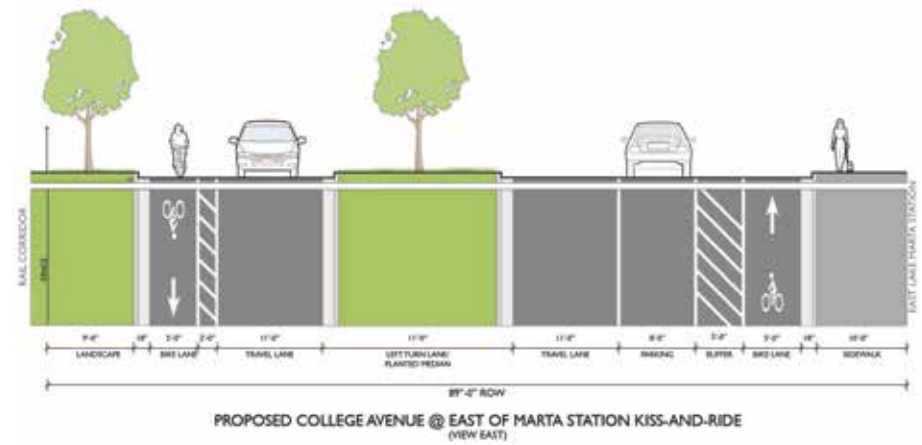
A Proposed - west of bus loading



B Proposed - at bus loading



C Proposed Street Section - east of bus loading



College Avenue Bus Plaza

Bus loading is moved from the station property to College Avenue, and conflict points between buses and pedestrians and cyclists are eliminated through separate facilities. Shifting the bus loading to College Avenue opens space for a pleasant sheltered waiting plaza, a small coffee shop or other retail use, and adjacent office building. To make this plaza more usable, bus shelters, trees, landscaping, bike parking, and seating are provided.



P1 College Avenue

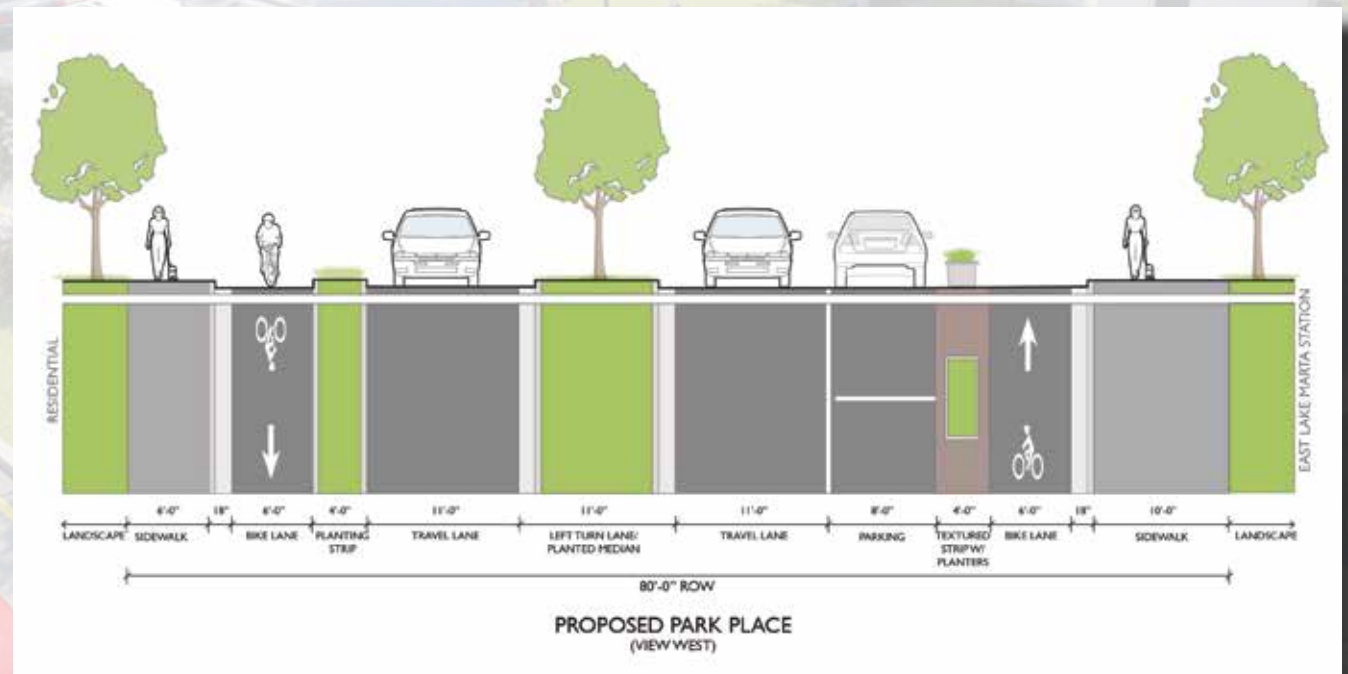
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Streets *Park Place*

Streetscape enhancements to College Avenue and Park Place, and the Winter Avenue extension to College Avenue, are key to the success of the development on the south side of the East Lake MARTA station. These changes will not only provide safer pedestrian and bicycle connectivity and aesthetic improvements, but will allow MARTA bus traffic to shift outside the station, creating more space for development and public space. The enhancements to Park Place will visually reduce the width of the street with medians, street trees, on-street parking, wider sidewalks, and

separated bicycle lanes, which will slow car traffic. A tabled intersection at Winter Avenue and intersection improvements at Leland Terrace are also recommended to prioritize pedestrian crossings. Winter Avenue (right) will become a curbside, shared street with one side of on-street parking that blends seamlessly with sidewalks, a corner plaza, and the pedestrian pathways leading to the expanded bus plaza on College Avenue.

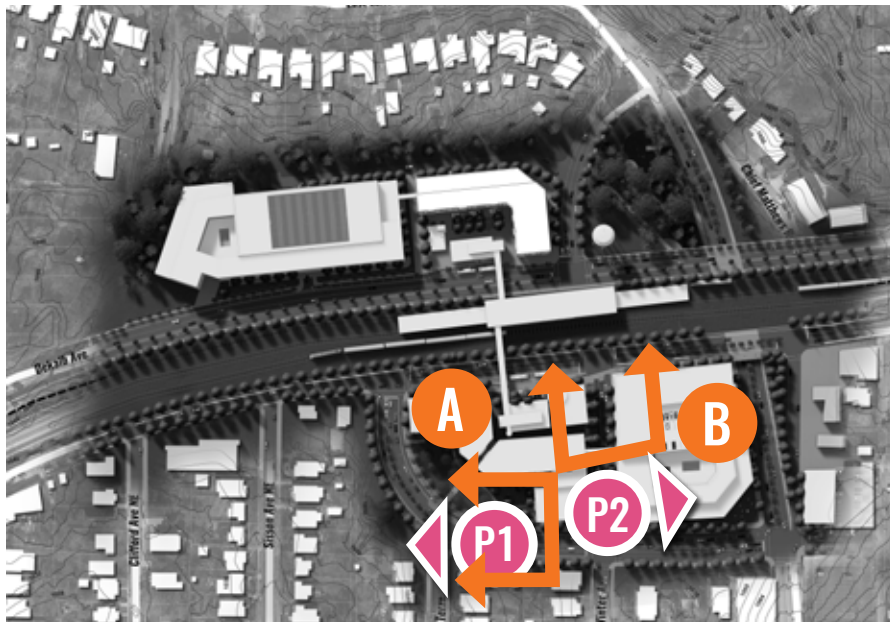
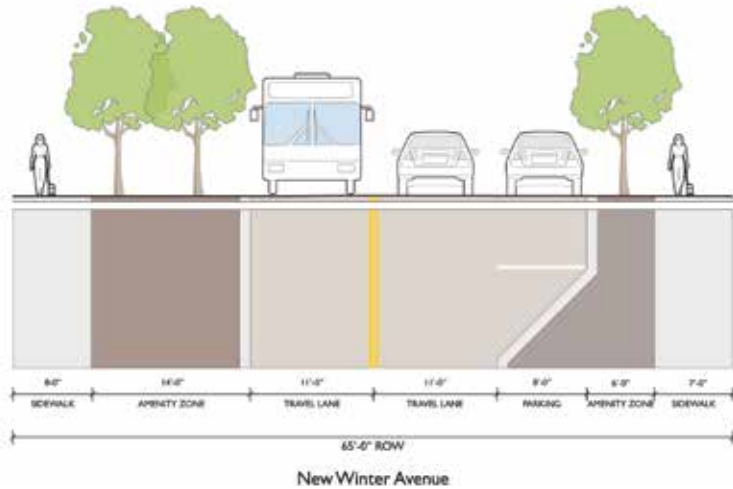
A *Proposed Street Section*



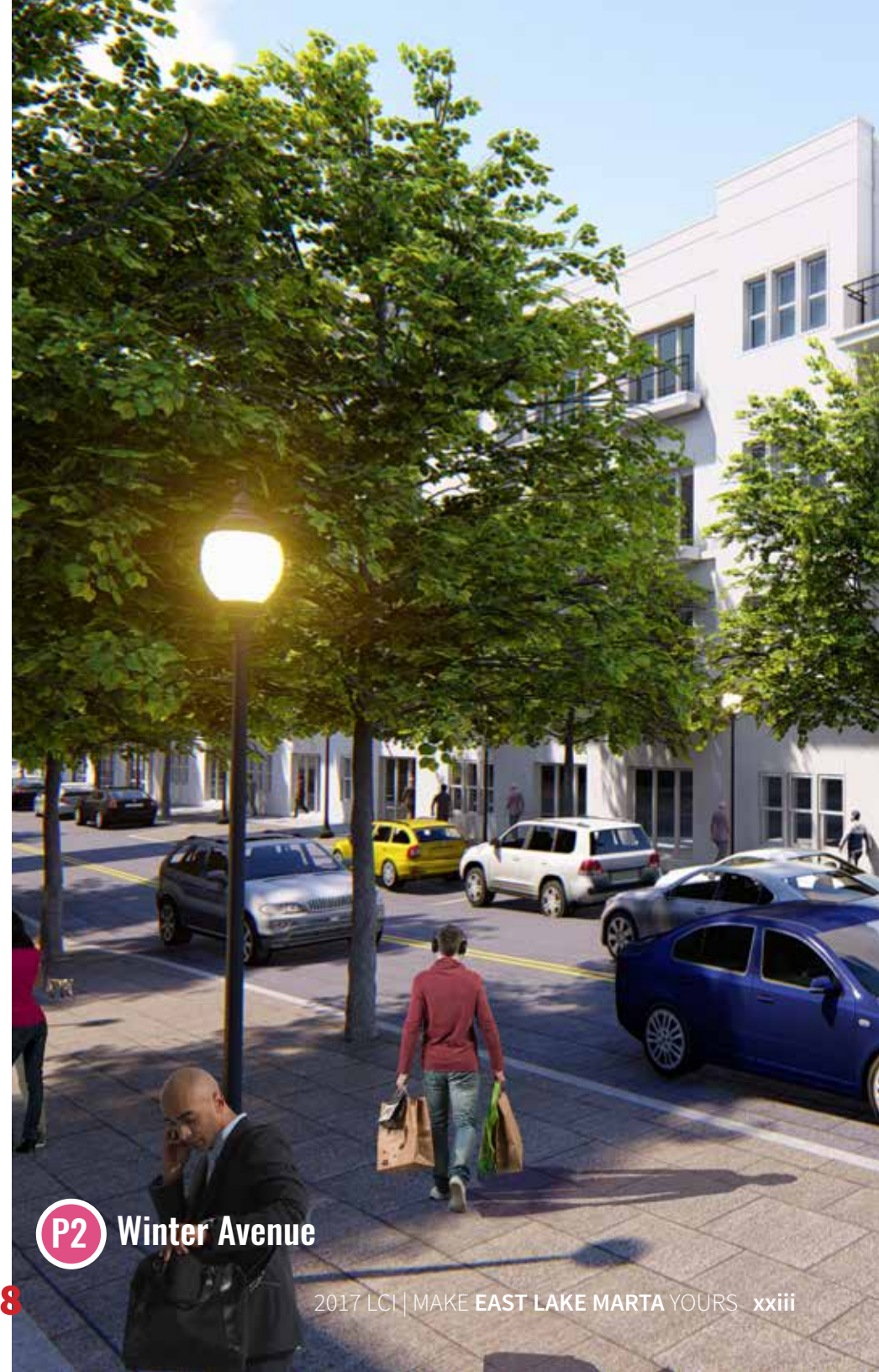
P1 Park Pace

Winter Avenue

B Proposed Street Section



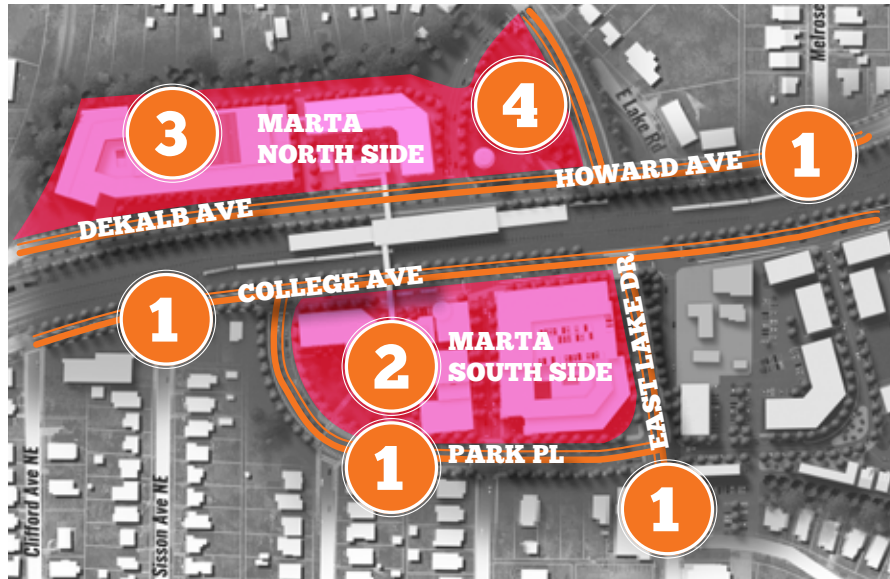
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P2 Winter Avenue

Implementation

Projects: The Big 4



Implementation Summary

The East Lake MARTA Station LCI Study recommends four “big projects,” which are bundles of incremental improvements. Generally, these projects provide public open space, improve connectivity within and around the transit station, and encourage more walking and biking, thus alleviating vehicular trips in the vicinity. The adjacent chart lists the “Big 4 Projects” centered around the East Lake MARTA Station.

1

T-3 MARTA TO NEIGHBORHOODS CONNECTIVITY

T-3A	Connect Winter Avenue to College Avenue
T-3B	Construct College Avenue street section
T-3C	Move bus loading (pick-up / drop-off) to College Avenue
T-3D	Make Park Place streetscape enhancements
T-3E	Make Park Place and College Avenue intersection improvements
T-3F	Adjust Howard Avenue street section
T-3G	Adjust DeKalb Avenue street section

2

UD-1 DEVELOP SOUTH SIDE OF THE STATION

UD-1A	Develop housing and mixed-use on south side of the MARTA station
UD-1B	Build Station Green

3

UD-2 DEVELOP NORTH SIDE OF THE STATION

UD-2A	Develop housing and mixed-use on north side of the MARTA station
UD-2B	Build the "Front Porch"
UD-2C	Relocate Station Soccer to the top of the parking deck

4

UD-3 BUILD PADEN CIRCLE PARK

UD-3	Build Paden Circle Park on the MARTA parcel at East Lake Drive
T-4	Add sidewalks on Paden Circle

**MAXIMUM DENSITY:
43 units / acre**

All proposed development & streetscape changes occur **COMPLETELY** within the MARTA property, AT&T property, and within the public right-of-way.

CITY OF DECATUR

Institutional re-zoned to: **Mixed-Use Village Subarea (43 units / acre)**
This plan recommends 4 stories.

AS DRAWN: 36 UNITS / ACRE

CITY OF ATLANTA

C-1 Commercial re-zoned to: **MRC-2 (Medium-density Mixed-use)**
This plan recommends 4 stories

**AS DRAWN: 57 UNITS / ACRE
WITHIN THE CITY OF ATLANTA**

CITY OF DECATUR

Institutional re-zoned to: **Mixed-Use Transit Subarea (70 units / acre)**
This plan recommends 4 stories

**AS DRAWN: 47 UNITS / ACRE
WITHIN THE CITY OF DECATUR**

City-initiated Re-zoning on MARTA Property

↑ North 1" = 200'

0' 100' 200' 400'

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Design & Policy

Design and Policy: Overall

This LCI plan offers a series of design and policy recommendations in order to accomplish the five project goals addressed by the proposed concept plans as shown in Chapter 4. The chart on pages 108 to 116 notes the recommendations and corresponding action steps to implementation.

Some key things to note regarding implementation include:

- » MARTA may maintain ownership of their station property and enter into a 99-year (long-term) ground lease with a developer to construct the TOD. If MARTA maintains ownership, residential units on MARTA property are likely to be rental units.
- » Re-zoning the MARTA property that contains the parking lots will be required (see below).
- » The AT&T property concept plan is a concept for the future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. The City of Decatur does not have plans to acquire the land, but they can use this plan to negotiate with potential developers in the future.

Design and Policy: Zoning & Land Use

To implement the scale, density, and character defined in this plan, the property must undergo a change in land use category and zoning district in each respective municipal jurisdiction. Three zoning districts for the MARTA property are recommended, based on the density in the recommended concept plan and the corresponding City of Atlanta and City of Decatur zoning districts, in the table to the right. With the exception of the proposed City of Atlanta- and City of Decatur-initiated re-zoning of the East Lake MARTA station property, all other zoning changes in the study area should be developer-initiated. This will give the surrounding neighborhoods the opportunity to review development proposals and ensure their consistency with the vision of this LCI study.

Land Use Table

City of Atlanta Parcels on MARTA Station Land

Recommended Land Use Category	Description	Recommended Zoning District
Medium-density Mixed-use (4 Stories)*^	Mix of residential and non-residential uses	MRC-2 or similar

City of Decatur Parcels on MARTA Station Land

Recommended Land Use Category	Description	Recommended Zoning District
C - Commercial / High Density Residential^	Mix of residential and non-residential uses	Mixed-Use Transit Subarea
C - Commercial / High Density Residential^		Mixed-Use Village Subarea

See map on page xxv and 119 to note where the re-zonings are recommended.

*In the City of Atlanta, MRC should only be used when commercial is limited to the first floor and less than 20% of the floor area.

^ This plan recommends 4 stories for building heights on the MARTA property. The buildings can be increased to 5 stories, using a density bonus, to accommodate 30% or more affordable units.

Policy Changes & Additions

#	POLICY CHANGE OR ADDITION	TIMELINE	PRIORITY	RESPONSIBLE PARTY	ACTION PLAN
P.1	Re-zone MARTA Property	3-5 years	2	City of Decatur and City of Atlanta	Re-zone Decatur land to Mixed-Use Transit Village or Mixed-Use Village Subarea. Re-zone City of Atlanta land to MRC-2 as shown in map on page 119.
P.1A	City of Atlanta land to MRC-2 (5 to 9 stories, mixed-use, but 5 Stories MAX)				
P.1B	City of Decatur on north side of the station to Mixed-Use Village Subarea (43 units / acre)				
P.1C	City of Decatur on south side to Mixed-Use Transit Subarea (70 units / acre, but 50 units / acre MAX)				
P.2	Provide incentives to developers who increase Affordable Housing Targets to 30%. Building heights can be increased to 5 stories to accommodate a minimum of 30% affordable housing units.	1-2 years	1		Provide incentives, like density bonuses, subsidies, and gap financing (page 120) to encourage additional affordable housing units.
P.3	Reduce parking ratios through unbundled parking, shared parking agreements, lower MARTA patron parking accommodation	1-2 years	1	City of Atlanta, City of Decatur, MARTA	Conclude MARTA parking study and model; use City policies to permit shared parking and unbundled parking
P.4	Encourage parks and open space, sustainability, and stormwater management for streets and developments.	1-2 years	1	City of Atlanta, City of Decatur, MARTA	
	Maintain the percentage of USABLE open space recommended in this plan (see page 80 and 100), which excludes sidewalks and landscape buffers. Encourage stormwater planters in proposed street sections (Park Place, College Avenue, East Lake, Howard, DeKalb) and sustainable stormwater collection and energy. New zoning districts require a minimum of 20% open space, but this can include sidewalks and landscape buffers.				
P.5	Promote architectural excellence through building step-downs, screening parking decks, quality materials, sustainable construction, and energy usage.	1-2 years	1	City of Atlanta, City of Decatur, MARTA	
P.6	Request GDOT transfer Park Place to the City of Decatur and Atlanta in the respective jurisdiction.	TBD	2	GDOT, City of Atlanta, City of Decatur	This will depend on transportation improvements.
P.7	Encourage re-zoning “Quality of Life” zoning districts on other parcels noted as susceptible to change.	TBD- Private Market	3	City of Atlanta, City of Decatur	Within the City of Atlanta, this could be MRC-1 (Low Density Mixed-Use) and in City of Decatur, this could be Mixed-Use Village Subarea.

Design & Policy

The design and policy recommendations in this study assume the re-zoning of the MARTA property as described on the previous pages. Though this study cannot prescribe specific land uses in specific locations, the market study and public input uncovered a number of uses that would be appropriate for the East Lake MARTA station and other small parcels susceptible to change in the study area (right). When the sites develop, the City of Decatur and City of Atlanta should promote the inclusion of local businesses, rather than larger national chains, wherever possible. The adjacent chart lists the preferred, neighborhood-appropriate uses.

Design and Policy: Parking Ratio Reductions

Excess off-street parking is a challenge to urbanism, particularly in areas surrounding transit stations. This LCI study accommodates the maximum MARTA parking replacement at the current historic utilization rate (39% of spaces) and allocates sufficient and reduced parking for the other proposed uses. However, the future zoning designations and future MARTA utilization rates, described below, will determine the number of parking spaces needed in future development.

MARTA is currently creating a flexible parking demand modeling tool, which will enable MARTA to derive projections of parking demand to inform decisions regarding replacement parking and station area development. This will help MARTA determine how much parking should be replaced as TODs are constructed in the future. Ideally, this model will justify the reduction of parking replacement, meaning that the number of spaces required specifically for MARTA patrons at the East Lake station can be further reduced. This plan also recommends that the City of Atlanta and City of Decatur promote lower parking ratios in developments near the East Lake MARTA station. The City of Atlanta's Zoning Ordinance update (in progress) will decrease required parking and provide parking caps within

Uses at East Lake MARTA Site

- » Small Grocery Store (~3,000 SF)
- » Day care
- » Affordable housing
- » Multi-family housing
- » Offices
- » Co-working office for the large % of people who work from home
- » Coffee shop
- » Restaurants
- » Publicly-accessible park and green space

Uses at AT&T Site and Other Potential Development Sites

- » Affordable Housing
- » Live/Work Units
- » Small-single family homes
- » Office space
- » Publicly-accessible park and green space

1/4-mile of a transit station, and the City of Decatur requires a minimum of 2 spaces and a maximum of 5 spaces per 1,000 SF in mixed-use districts. In addition to zoning codes that promote lower parking ratios around transit stations, this can be accomplished with a variety of other methods. Each city could enact unbundled residential parking requirements, where residents of a building are required to contract separately for parking spaces, rather than having them included in rent by default. This lowers housing costs for those who do not own a car and reduces subsidies for car ownership. Uses within the potential new development at the station should enter shared parking agreements for more flexibility between themselves and MARTA.

Design and Policy: Affordable Housing & Housing Types

This LCI study recommends MARTA's current TOD Guideline for Affordable

Housing, which is 20% of all units, meeting 60% to 80% Area Median Income (AMI) as a minimum for the provision of affordable housing on the MARTA station property. Where possible through federal or other subsidies, these units should accommodate residents earning less than 60% AMI. As stated previously, all residential units on the MARTA property will likely be rental units. Although the land use recommendations in this plan consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. As related to housing, this includes:

- » Affordable / workforce housing above the recommended 20% standard as identified in MARTA's TOD Guidelines, this LCI study, and promoted through density / FAR bonuses in the Cities of Decatur and Atlanta.
- » Housing that serves a range of age groups, including the elderly.
- » Housing in which at least 5% of units are three-bedrooms within the City of Atlanta.

The City of Atlanta, City of Decatur, and housing authorities should offer incentives for the creation of affordable housing units when feasible through programs and tax credits to make up the gap financing between affordable and market-rate units. The Cities can also allow an increase in density and building height to five (5) stories near the station's building on the South side of the MARTA property to reduce construction costs and accommodate the units.

Design and Policy: Building Design

New buildings at the East Lake MARTA station should step-down to lower stories closer to adjacent, existing single-family residential properties. The recommended concept plan shows this condition on the North side for buildings backing up to the adjacent homes, and on the South side for proposed buildings fronting Park Place. Building height can increase to 5 stories adjacent to the station entrances on College Avenue. Although the recommendations in this study consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be

approved when they express commitment to the objectives identified in this study. Though not current code requirements, they will ensure new development fits the character of the neighborhoods. These conditions are described in detail on page 120.

Design and Policy: Open Space, Sustainability, and Stormwater Management

This plan recommends multiple publicly-accessible open spaces on the MARTA station and AT&T properties. Once the sites develop, the percentages for usable public open space (20% on the North side, 17% on the South side of the station, and 11.5% on the AT&T property), noted in the concept plan programs should be maintained at the minimum. These percentages are lower than what zoning requires, but zoning allows other items, like buffers and sidewalks, to count as open space that are not included in the programs. Upon the Cities' proactive re-zoning to mixed-use districts, the open space requirements are 20% minimum. The recommended street sections for public streets, such as East Lake Drive, Park Place, and College Avenue provide space for planters, which whenever possible, should include stormwater planters and / or bio-swales to reduce the amount of stormwater run-off. Developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, they will ensure new development fits the character of the neighborhoods. As related to public space and sustainability, this includes:

- » Green roofs on buildings to minimize stormwater run-off, provide public space, or provide vegetable gardens.
- » LEED Silver or similar certification in building design.
- » Additional publicly-accessible and usable open space that is not used to meet zoning requirements or the requirements of this plan.
- » The inclusion of stormwater planters and / or bio-swales within a development or on private streets.
- » Creative methods to collect, store, and /or use stormwater on-site.
- » Use of solar or other clean energy.



DRUIDS HILLS PLACE
LAKE FAIRVIEW
KIRKWOOD
OAK HURTS



2.0 Existing Conditions

*Our analysis
and market
research*



- >> Site Context
- >> Summary of Adopted Plans
- >> Neighborhoods
- >> Affordable Housing
- >> Mapping & Research
- >> Market Conditions & Demand



Site Context

“Make East Lake MARTA Yours” Study Area

The study area boundary roughly follows the 1/2 mile radius, “as the crow flies,” from the East Lake MARTA station. This area touches six neighborhoods and includes the City of Decatur, City of Atlanta, and unincorporated DeKalb County. The entire study area is 860.4 acres, primarily comprised of single-family residential neighborhoods. The average population density of the area is 4,985 people per square mile and 2.85 households per acre.

Want to hear something interesting? **

East Lake MARTA Rider Demographics: Half (49.9%) of the station users are in the “millennial” and “digital” generations: between the ages of 16 and 34. The majority (55.2%) of riders are considered “transit choice” riders, and 44.8% are “transit-dependent.” Approximately 55% of East Lake Station users are male.

General Characteristics

The East Lake MARTA station sits at the center of the study area, between the Edgewood / Candler Park and Decatur stations in the MARTA system. The combination of DeKalb Avenue / Howard Avenue, College Avenue, the Stone Mountain PATH trail, the MARTA tracks, and the CSX railroad tracks bisect the study area, dividing neighborhood interconnectivity. A spur of CSX railroad tracks also runs north to south through the Druid Hills neighborhood to connect to the east/west rail line. Although the majority of the study area is single-family residential neighborhoods, small commercial developments front the College Avenue corridor.

East Lake Station Facts**:

10 acres

East Lake MARTA
Parking Lots &
Bus Bay*

Ridership

East Lake Station
ranks 35/38 during the
week and 36/38 on the
weekend in the entire
MARTA rail system

621

Existing Parking
Spaces

55% of
Trips to/from the
station are for
work (on average)




39%

Existing Parking
Space Utilization
(243 spaces)

* Site acreage measured by 2016 DeKalb County parcel data in ArcGIS.

**Data from 2017 MARTA East Lake Station Profile and FY16 MARTA Rail Station Rider profiles, courtesy of MARTA.

LEGEND

-  MARTA Rail Line
-  Municipal Boundaries
-  Study Area Boundary

DEKALB
COUNTY

<< **Site Context Map**

CITY OF
DECATUR

CITY OF
ATLANTA

EAST LAKE MARTA

DRAFT 06.12.2018



Adopted Plans Summary

Because the study area is within three jurisdictions, many planning studies were reviewed. The adjacent map shows the plans and recommendations most relevant to the “Make East Lake MARTA Yours” study area, many of which are also addressed in this LCI plan.

KEY (below and on map) :

✓ Projects addressed in this study

Reviewed Plans:

- » Oakhurst for Everyone Community Transformation Plan (2017)
- » Decatur PATH Connectivity and Implementation Plan (2016)
- » City of Atlanta Comprehensive Development Plan (2016)
- » Decatur 360 Comprehensive Plan (2016)
- » Transit-Oriented Atlanta (City of Atlanta - 2015)
- » Better Together Community Action Plan for Equity, Inclusion, and Engagement (City of Decatur - 2015)
- » Decatur Grows Greener: Decatur Environmental Sustainability Plan (2012)
- » City of Decatur Livable Centers Initiative Study (2011)
- » MARTA Transit-Oriented Development Guidelines (2010-2011)
- » Decatur Strategic Plan (2010)
- » City of Decatur Affordable Housing Study (2008)
- » Connect Atlanta Plan: The City of Atlanta’s Comprehensive Transportation Plan (2008)

Plan Recommendations that Inform this LCI:

Decatur 360 Comprehensive Plan (2016):

- » Develop an LCI study for the East Lake MARTA station area. ✓
- » Encourage transit-oriented, compact, and walkable development that allows for aging in place, increased transit use, and non-vehicular transportation. ✓
- » Encourage higher density residential development at select locations in Downtown Decatur and commercial or transition areas, adjacent to high-density residential uses and transit stations. ✓
- » Promote new housing types. ✓
- » Create and maintain a bicycle- and pedestrian-friendly community. ✓

Better Together Community Action Plan (2015):

- » Encourage racial, ethnic, economic, cultural, and other types of diversity.
- » Ensure the availability of diverse and affordable housing to prevent the displacement of existing residents and provide for a variety of housing types and prices. ✓

Decatur Livable Centers Initiative (2011):

- » Support a holistic understanding of affordable housing. ✓
- » Promote more efficient use of parking. ✓
- » Expand the off-street path system. ✓
- » Create a shuttle that builds on MARTA and CCTMA bus service, connects to rail stations, and links neighborhoods and activity centers. ✓
- » Support the expansion of urban gardening opportunities. ✓

Decatur Strategic Plan (2010):

- » Make streetscape improvements on the south side of College Avenue, with wide sidewalks and a furniture zone with street trees. ✓
- » Encourage mixed-use zoning districts to increase opportunities for pedestrian connectivity. ✓
- » Update parking standards to allow innovative parking strategies. ✓

City of Decatur Affordable Housing Study (2008):

- » Explore potential annexation of adjacent unincorporated land, like the East Lake MARTA station, for mixed-use commercial and residential development. ✓
- » Identify target areas for inclusionary zoning.

LEGEND

-  MARTA Rail Line
-  Municipal Boundaries
-  Existing PATH
-  Proposed PATH
-  Proposed Sidewalks
-  DeKalb Complete Street
-  Re-Imagine West Howard Complete Street
-  Proposed Neighborhood Greenway
-  N McDonough Streetscape Improvements
-  Sites proposed for redevelopment (multiple plans)
-  Parkwood Historic District
-  East Lake MARTA Station ADA Upgrades
-  East Lake MARTA Station Bike Facilities
-  Intersection Improvement
-  Safer Trail / Bike Crossing

<< Recommendations from Adopted Plans



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Adopted Plans Summary



- » This plan is a **direct outcome** of the 2010 Strategic Plan, Principle C: “Serve as good stewards of the environment and community resources.”
- » **Seven focus areas** and key tasks were identified to address environmental impacts, natural systems, buildings and energy, transportation, resource conservation and waste reduction, government management practices, and educational outreach.
- » The plan is intended to evolve with advances in science and technology and community interest.

- » The plan developed a community vision and goals and policy recommendations for: economic development, housing, open space and natural resources, cultural resources, future land use decisions, and transportation.
- » The plan includes a short-term work plan for each community vision goal.



- » Supplements **Connect Atlanta**.
- » Outlines a vision and strategy for TOD.
- » Synthesizes the previous studies and capital project recommendations into Station Area Profiles.
- » Details an implementation plan for advancing **TOD city-wide**.
- » Establishes city-wide policy focused on attracting new development around stations that protects and enhances existing neighborhoods.



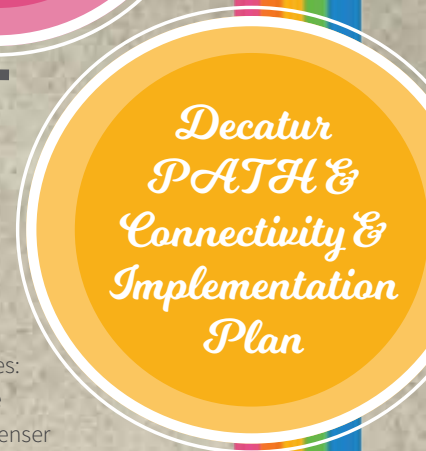
- » Establishes context-sensitive TOD policy based on station types.



- » Promotes a vibrant and sustainable city by focusing on 8 topics: urban design, population, housing, economic development, natural resources, historic resources, community facilities, transportation, and land use.
- » Establishes a TOD Character Area around MARTA Stations to make efficient use of transit investments.



- » Aims to connect Decatur neighborhoods to the Stone Mountain Trail.
- » Four types of proposed bicycle/pedestrian facilities: 1.) greenway trails; 2.) side paths; 3. cycle tracks for denser urban corridors with existing sidewalks; and 4.) neighborhood greenways near residential streets with low vehicular volumes and speeds.



2015

2016

2017

- » This plan was a **direct outcome** of the 2010 Strategic Plan, Principle B: “to encourage a diverse and engaged community.”
- » Community input identified specific actions for individuals, organizations, and the local government to encourage a more welcoming, inclusive, and equitable city.
- » **Six focus areas for diversity and civic engagement** address the need for an equitable and inclusive city, racially just community policing, and diverse and affordable housing.



- » The plan seeks to create a community of **diverse sustainable housing** and neighborhood choices, where all residents, partners, and assets contribute to the overall quality of life, economic health, and well-being of Oakhurst.
- » Includes **strategies for** improved access to resources, including affordable housing, commercial services, health and social services, recreational and civic activities, transportation, and education.



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MARTA TOD Guidelines

MARTA developed TOD Guidelines in 2010 to help direct future developments at MARTA transit stations to follow four foundational principles: 1.) Provide station-area development that is compact and dense relative to its surroundings; 2.) Be composed of a rich mix of land uses; 3.) Offer a great pedestrian-oriented public realm with an active street-level; and, 4.) Provide a new approach to parking that requires fewer dedicated spaces and promotes shared parking agreements. The Guidelines apply a station type to each station in the system; East Lake is designated as a “Neighborhood Station.”

What is a Transit Oriented Development?

Transit **O**riented **D**evelopment, or TOD, is development that is vibrant, pedestrian-friendly, and genuinely integrated with transit.

What does “Neighborhood Station” mean?

- » The stations are located in primarily residential districts.
- » The station’s function is to get people who live nearby to work, school, and other destinations.
- » The land around the station should accommodate mixed-income, multi-family residential and/or neighborhood-scaled, mixed use development in low- to mid-rise buildings
- » Other land uses include retail, restaurant, service-oriented offices
- » Density ranges are 15 to 50 units per acre, or 2 to 8 building stories. Most likely, 8 stories would not be built at the East Lake Station.
- » The baseline density at the station is denser than the surrounding area, but context-sensitive.

East Lake MARTA station’s Current Usage and Future

As one of the least-used MARTA stations in the system (ranked 35/38 stations during the week and 36/38 during the weekends), MARTA desires to increase ridership at this station through TOD at the neighborhood scale. Within the City of Atlanta, this is the only station without a TOD plan. Opportunity for development lies on the north and south parking lots because of the low utilization rate of the spaces (39% of 621 spaces are used on average). In a 2014 study for the Federal Transit Administration, successful heavy rail stations along a corridor require a residential density of 12 to 25 units per acre (FTA, 2014). The study area’s low residential density and few available parcels indicate an opportunity to increase the density on the East Lake MARTA station property.

*East Lake is a
Neighborhood
Station*

MARTA

This is where we are!

Create a Plan for the TOD:
Community-supported study, usually
an LCI

Similar MARTA TOD Projects



Edgewood-Candler Park



Phase 1:

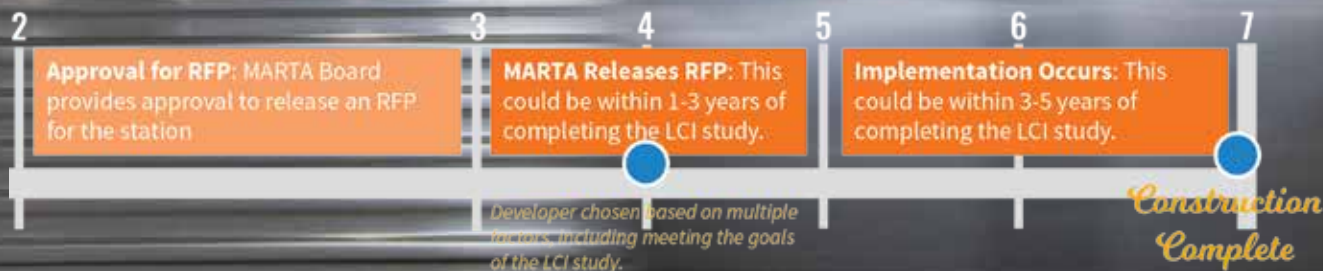
- » 224 Apartments (26 affordable)
- » 26,000 SF retail & performing arts space
- » 1/2-acre park



Chamblee

- » 77,800 SF retail & office

TOD Process



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Neighborhoods

East Lake MARTA at the Center of 6 Neighborhoods

The study area touches six historic neighborhoods: Druid Hills, Lake Claire, Kirkwood, Oakhurst, Lenox Place, and Parkwood (map to the right). The section of Druid Hills within the study area is located in unincorporated DeKalb County, Lake Claire and Kirkwood are in the City of Atlanta, and the Oakhurst, Lenox Place, Parkwood neighborhoods are in the City of Decatur. Each neighborhood extends beyond this study's boundary and brings its own character and history.

Neighborhood Identity

Druid Hills, which is a Historic District on the National Register, is characterized by the linear park and parkways designed by Frederick Law Olmsted. Designed as one of Atlanta's first suburbs, its winding streets, unique architectural styles, and large tree canopy help to define the neighborhood's public realm (Druid Hills Civic Association).

Lake Claire, north of DeKalb Avenue and between Candler Park and Druid Hills, is located in the City of Atlanta NPU-N. This neighborhood is characterized by a mix of home styles (bungalows, 1950s cottages, contemporary folk styles), mature trees, gardens, and green spaces. The streets were originally created as separate developments that were incorporated into Atlanta individually; the majority of the neighborhood was sold as individual lots (Lake Claire Neighbors).

Kirkwood, which is also a Historic District on the National Register, is located south of College Avenue within the City of Atlanta's NPU-O. This historic "streetcar suburb" is characterized by small town conveniences in its commercial district and varied architectural styles, such as Queen Anne, East Lake, Arts and Crafts, and Victorian Folk (historic-kirkwood.org).

Parkwood, which is partially designated as a Local Historic District and remains eligible for the National Register, is a mid-20th Century neighborhood on the western edge of Decatur. The City of Decatur annexed Parkwood in 2014. This neighborhood of more than 100 homes was created in the 1940s when Emory University began selling lots. Emory University remained the owner of a 3-acre ravine in the neighborhood until the Parkwood Garden Club purchased the land in 1971, and it was listed as a DeKalb County Park (Parkwood Garden Club).

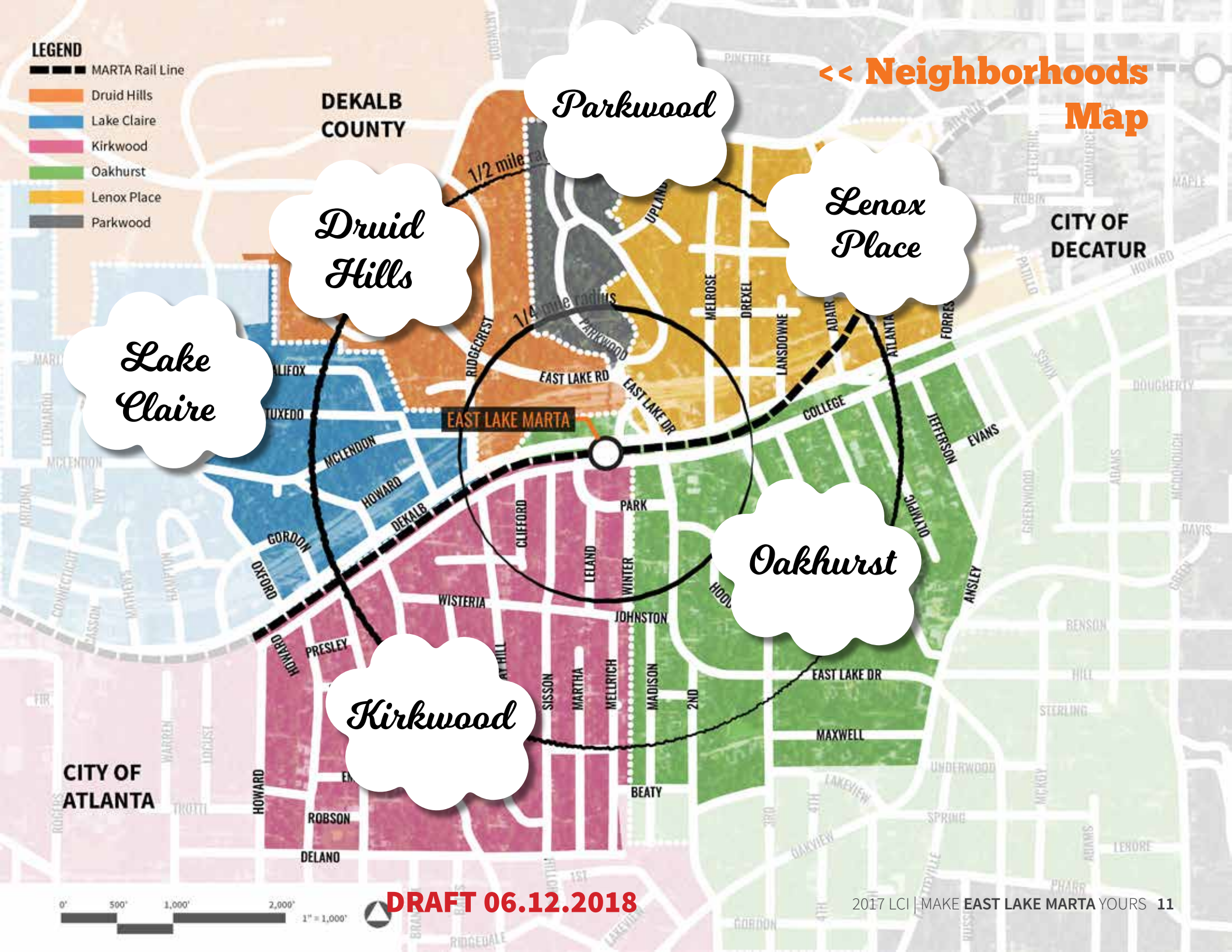
Lenox Place, established in 1905, was marketed toward the working class. The neighborhood includes a mix of single-family homes, apartments, condominiums, and a mix of owner- and renter-occupied homes. The neighborhood association recently worked to reclaim a residential green space, renamed Corley Commons (Diane Loupe, patch.com article, 2011).

Oakhurst is characterized by a variety of local businesses, public parks, a community garden, and a strong community. Like Kirkwood, Oakhurst developed as a "streetcar suburb" of Atlanta in different clusters during the 1910s and 1920s. The Town of Oakhurst was annexed by the City of Decatur between 1914 and 1916 (Oakhurst Neighborhood Association). In addition, Oakhurst Village is one of two neighborhood commercial districts within the study area, the other being the College Avenue neighborhood commercial district.

LEGEND

- MARTA Rail Line
- Druid Hills
- Lake Claire
- Kirkwood
- Oakhurst
- Lenox Place
- Parkwood

<< Neighborhoods Map



DRAFT 06.12.2018

Affordable Housing

Affordable Housing Need

Because of the increasing popularity of the neighborhoods within the East Lake MARTA station study area, the market study (pages 34 to 39) noted that the median home value within the study area has increased by 83% on-average since 2000. The increase in value makes it difficult for lower wealth households to afford to live in these neighborhoods. Additionally, older residents who prefer to age-in-place may not be able to afford higher housing costs in the future. The public input received throughout the planning process (pages 42 to 63) noted a real need and desire for affordable housing units in order to retain current residents, preserve the diversity of the study area, and provide housing for all income levels.

In order to provide more affordable housing, it is key to build the appropriate residential density and mix of uses to reduce development costs. An incentive, either through subsidies or a structure making construction financially feasible for developers, must be provided to fill the gap between income generated from market-rate units and affordable housing units. In addition to federal tax credits, such as the popular Low-Income Housing Tax Credits (LIHTC) program, the City of Decatur has tools available to implement affordable housing. The City can provide density bonuses and financial incentives to developers to fund the gap between the market-rate and affordable units.

Affordable Housing Definition and Goals

The Department of Housing and Urban Development (HUD) defines the Area Median Income (AMI) for metropolitan areas, which determines the qualifying levels of income for affordable units. Affordable housing is needed at a range of different income levels, and they are measured as a percentage of the AMI. HUD states that “families who pay more than

30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care” (HUD, 2018). However, the cost of living is more accurately calculated using housing and transportation costs (U.S. Department of Transportation, 2018). The Center for Neighborhood Technology states that these two expenses should be measured together to be no more than 45% of household income. People who live in mixed-use communities with access to jobs, services, transit, and other destinations have lower transportation costs (Center for Neighborhood Technology, 2018). Therefore, locating housing units near public transportation, such as a MARTA station, reduces the need for a car and the overall cost of living, which could allow a person to spend more income on a home in his/her preferred area.

In their TOD projects, MARTA has a formal policy goal to designate at least 20% of all station dwelling units as affordable housing for households making 60% to 80% of AMI. HUD defines the 2018 Atlanta Sandy-Springs-Roswell Metro Statistical Area (MSA) AMI as \$74,800 for a household size of four people (see the chart to the right). Different programs target different incomes and levels of affordability, and affordable housing units can offer homes for seniors, families, and individuals.

On page 120 in the Implementation Chapter, the goals for affordable housing are described. This plan recommends that a minimum of 20% of all units constructed are designated for workforce and affordable housing, reaching residents at 60% - 80% AMI, and where possible with subsidies, these units should reach residents earning less than 60% AMI. It is expected that the majority of units on the MARTA property will be rental units.

Affordable Housing Levels

The chart below shows examples of affordable housing income levels for households of one to four people. The AMI changes based on the number of people within a household, and rent ranges (not shown) change based on unit size and annually based on income. More information about rent ranges and income is available on the HUD website.

Area Median Income (AMI) Level	Income* in Atlanta MSA (1-person Household)	Income* in Atlanta MSA (2-person Household)	Income* in Atlanta MSA (3-person Household)	Income* in Atlanta MSA (4-person Household)
35% AMI	\$18,865	\$21,560	\$24,255	\$26,950
60% AMI	\$32,340	\$36,960	\$41,580	\$46,200
80% AMI	\$43,120	\$49,280	\$55,440	\$61,600
100% AMI	\$53,900	\$61,600	\$69,300	\$74,800
120% AMI	\$64,680	\$73,920	\$83,160	\$92,400

Note: Rent range per unit changes based on unit size and AMI

**Income based on 2018 AMI of \$74,800*

Financing Affordable Housing

In order to secure private creation of affordable housing units, the development costs will need to be offset through increased density (as noted in Chapter 5 on page 120) and / or be granted incentives by City governments, MARTA, the federal government, or foundations to make up the gap in financing. The approximate gap to create a permanently affordable rental unit at 80% of AMI compared to a market rate unit is currently \$80,000.

Community Input Regarding Affordable Housing

The public engagement process indicated that approximately 64% of survey takers would support a density and height bonus if 30% of the housing units were designated as affordable units. See Chapter 3 for more detail regarding the surveys and public input. If a future developer is able



to achieve the 30% affordable housing goal, this LCI study recommends that the City of Decatur and City of Atlanta consider permitting the density and height bonus in the south MARTA parking lot based on the larger distance from single-family homes and the presence of the existing commercial corridor along College Avenue.

Connectivity

The East Lake MARTA station study area represents a diverse, multimodal transportation system that supports regional, through, and local trips. Significant population growth within the study area and metro Atlanta has increased pressure on the area's transportation infrastructure, placing greater emphasis on capitalizing on the transit system. The station is well-served by several bus lines and a heavy rail line. Improvements to first- and last-mile connectivity from the station and its surrounding neighborhoods will help balance overall mobility and access.

Influencing Projects

There are several studies recently completed or underway that will influence connectivity within the study area. The key projects and initiatives identified include:

- » West Howard Avenue – **Re-imagine West Howard** is a current study underway by the City of Decatur to improve safety and comfort, and to create sense of place along Howard Avenue. The study covers Howard Avenue between Paden Circle and Commerce Drive. Based on public input and data analysis, a two-way, separated bicycle facility was identified as part of the preferred cross-section for implementation.
- » Atlanta Avenue – **The City of Decatur's 2007 Community Transportation Plan** (currently in the update process) identified the Atlanta Avenue/ College Avenue/CSX Railroad Tracks/Howard Avenue/Olympic Place intersection as a barrier between north and south Decatur. This intersection serves as a major connection for bicycles, pedestrians, and vehicles due to the area's limited north-south access. The recommended project is to reduce the overall footprint of the intersection by creating two conventional intersections on either side of the track.

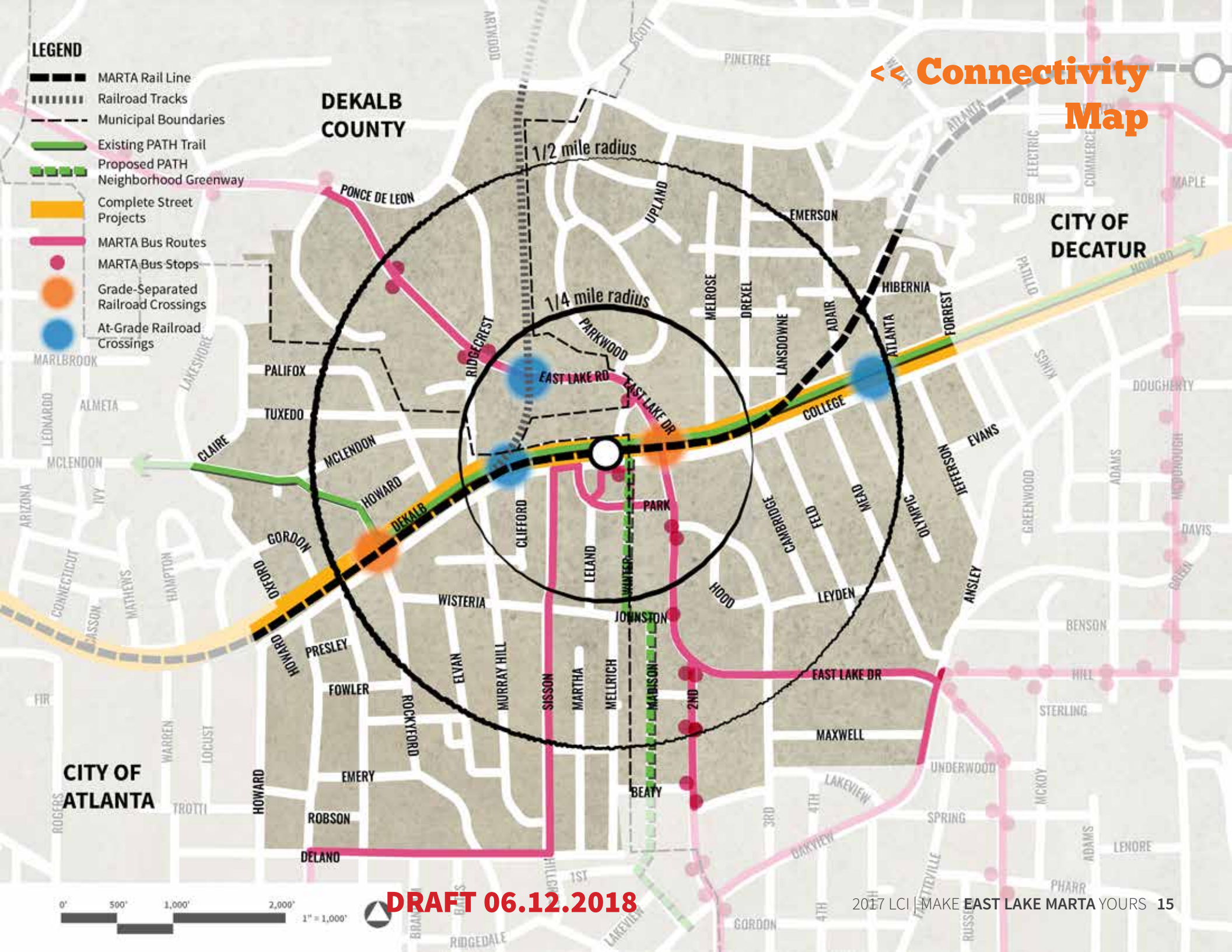
- » East Lake MARTA Connector – **The Decatur PATH Connectivity Implementation Plan**, completed in 2016, identified Winter Avenue, Wisteria Way, and Madison Avenue as neighborhood greenways. The intent behind greenways is to discourage non-local vehicular traffic and place greater emphasis on local bicycle and pedestrian traffic.
- » **DeKalb Avenue Complete Street** – In 2015, City of Atlanta voters approved a \$250 million infrastructure bond (TSPLOST). DeKalb Avenue was identified as a high-priority project within the TSPLOST. The project would include operation and complete street improvements from Inman Park to the proposed West Howard Avenue project. While a final cross-section has yet to be determined, various options include separated bicycle facilities and the removal of the reversible lane to include designated left-turn lanes.

Transit Options

The study area is well-served by MARTA. In addition to the East Lake MARTA station, three bus routes serve the area.

- » **Route 34** – 2nd Avenue/Gresham Road/Clift Springs Road – Route 34 operates from East Lake MARTA station to Georgia State University's Perimeter College - Decatur Campus.
- » **Route 2** – Ponce de Leon Avenue/Decatur – Route 2 operates between North Avenue MARTA station and East Lake MARTA station. It serves regional destinations, including Ponce City Market and the Fernbank Museum of Natural History.
- » **Route 123** – North DeKalb Mall/Decatur/East Lake – Route 123 operates between East Lake and Decatur MARTA stations and continues to North DeKalb Mall. This route provides service to DeKalb Medical Center.

<< Connectivity Map



Connectivity

Existing Trails

PATH's Stone Mountain Trail which connects Downtown Atlanta to Stone Mountain, is currently the only multi-use path within the study area. It enters the study area as a sharrow along the McLendon Avenue/Howard Circle/DeKalb Place corridor before crossing DeKalb Avenue to a dedicated multi-use path along the rail corridor.

Existing Street Network

The East Lake MARTA station study area has a mix of street types to support local, regional, and through trips; however, the CSX/MARTA rail corridor, which runs east-west, is a barrier to overall mobility within the study area. The following are key observations about the study area's street network:

- » Most of the study area is comprised of neighborhood-serving, local streets.
- » DeKalb Avenue/Howard Avenue, College Avenue, and Ponce de Leon are the only east-west through streets, serving all trip types. The DeKalb Avenue/Howard Avenue corridor is constrained by an at-grade CSX rail crossing near Ridgcrest Road.
- » There are only three north-south connections across the CSX/MARTA rail corridor. Two are grade-separated and one is at-grade (see map on page 15).
- » East Lake Drive and Rockyford Road/DeKalb Place are north-south streets that provide major connections to regional destinations. They are grade-separated from the CSX/MARTA rail corridor.
- » Atlanta Avenue is an at-grade, north-south crossing. Due to its configuration, it is a pinch-point for all transportation modes. It also poses significant challenges for school-aged children because it is a designated Safe Route to School.
- » At-grade CSX rail crossings exist at East Lake Drive and West Howard Avenue. Delays can occur during peak hours, limiting overall mobility.



LEGEND

— MARTA Rail Line

— Principal Arterial

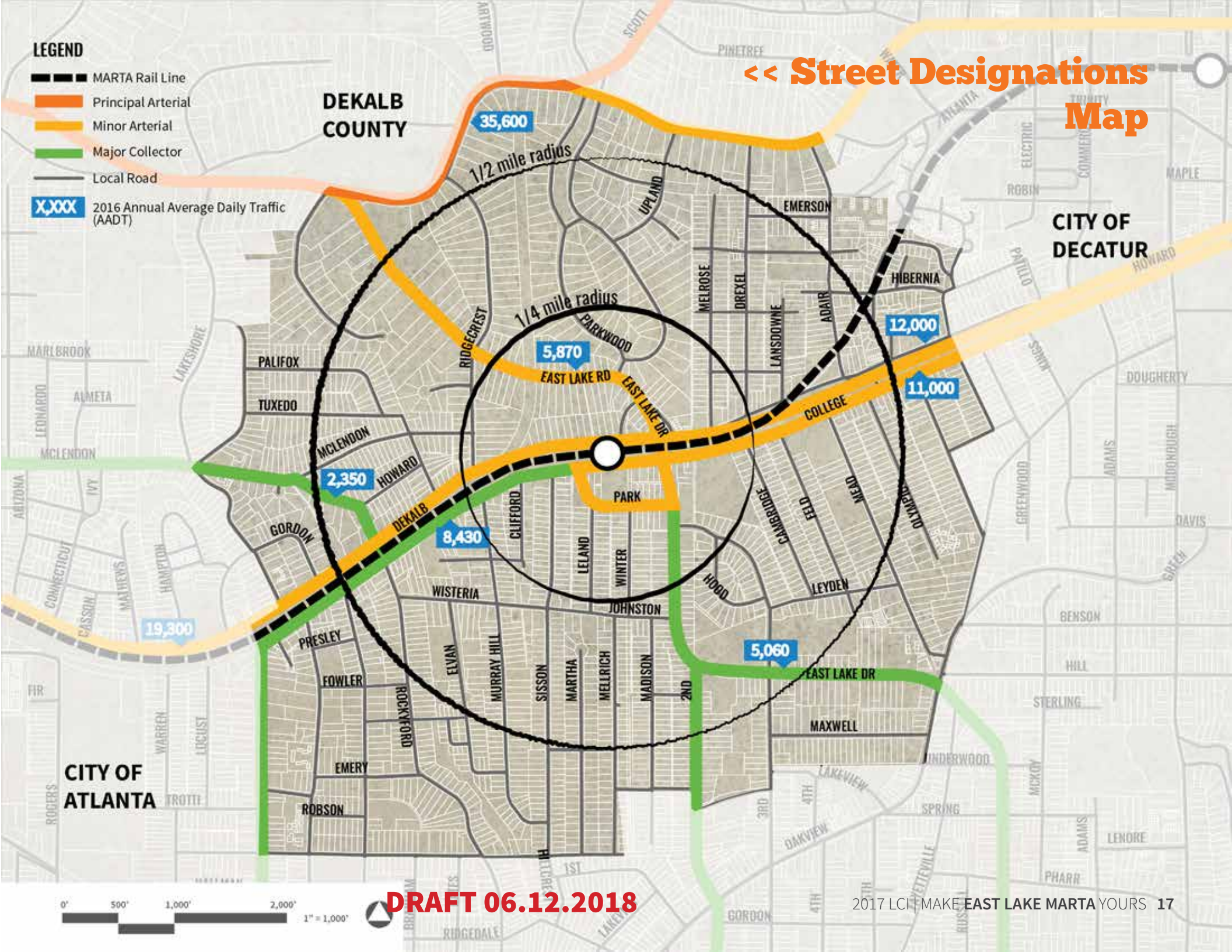
— Minor Arterial

— Major Collector

— Local Road

XXXX 2016 Annual Average Daily Traffic (AADT)

<< Street Designations Map



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Connectivity

5- and 10-Minute Walk Times

Improving first- and last-mile connectivity between the East Lake MARTA station and its neighborhoods is one key to creating a successful station. In an ideal situation, a station would be located within a well-connected street grid that allows multimodal access to the entire ½-mile area (10-minute walk). However, many neighborhoods were planned before the introduction of transit, and their street grids do not always support access to the full ½-mile station area.

The East Lake MARTA station study area's walking distance map (right) illustrates how far a pedestrian can walk within 5 and 10 minutes (approximately ¼ mile and ½ mile, respectively). The black circles illustrate the ideal ¼- and ½-mile walkable area, and the yellow and orange areas illustrate what can be accessed within an actual 5- and 10-minute walk. While there are limited opportunities for increasing connections, there are ample opportunities to improve the quality of the trips on the existing streets.



LEGEND

- MARTA Rail Line
- 5- Minute Walk
- 10- Minute Walk

DEKALB
COUNTY

<< Walking Radius Map

CITY OF
DECATUR

CITY OF
ATLANTA

0' 500' 1,000' 2,000' 1" = 1,000'

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Connectivity

Opportunities

Numerous opportunities exist to improve the quality of the public realm within the East Lake MARTA station study area. Many catalytic projects like Re-imagine West Howard (described on page 14) are in progress and will significantly improve overall bicycle and pedestrian connectivity. The following are additional opportunities to balance overall mobility and access.

- » **Complete Streets** – Complete Streets, as defined by Smart Growth America are “...streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work.” Analysis for the opportunity for Complete Streets within the study area was developed using existing street characteristics and prioritization of streets that currently have multimodal features (sidewalks, bicycle lanes, etc). The result of this analysis is illustrated on the Complete Streets map to the right. The areas that appear the brightest have the most complete street characteristics and would benefit from transportation enhancements.
- » **Neighborhoods Traffic Calming** – Cut-through traffic on neighborhood streets is a concern for many residents because of the speed of the cars. The introduction of the directional applications, such as WAZE, has changed the way people travel to and from their destinations, utilizing more of the street network. Various traffic calming techniques could be applied for streets that have seen an increase of traffic volume and speeds.



- » **MARTA Pedestrian Bridge** – The pedestrian bridge to the MARTA rail platform is an underutilized connection across the rail corridor. Improving overall aesthetics, ADA accessibility, bicycle access and facilities, and signage to let people know that a MARTA Breeze Card is not needed for access could enhance the connection and increase the use by non-MARTA riders.
- » **Neighborhood Shuttle** – Residents and business owners have mentioned an interest in improving connectivity between commercial nodes within both Atlanta and Decatur and the future development at the East Lake MARTA station. The potential expansion of Emory's Cliff Shuttle, which already has a route to Downtown Decatur, should be explored.

LEGEND

— MARTA Rail Line



More Characteristics of Complete Streets

Fewer Characteristics of Complete Streets

DEKALB COUNTY

<< Complete Streets Map

CITY OF DECATUR

CITY OF ATLANTA



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Social Spaces

“Where everybody knows your name.”

Neighborhood Commercial Centers

Multiple small commercial nodes serve the neighborhoods in the study area; however, there is gap in a cohesive network of commercial establishments within walking distance around the station. The closest commercial node is the Oakhurst Village, on the southeast edge of the study area. Though the study area boasts multiple destination restaurants and a few retail stores, they are dispersed along College and Howard Avenues in clusters that are not easily accessible from each other. Most of the establishments are within a mile of each other, but patrons would most likely drive if visiting multiple places because these streets are not safe for pedestrians. The East Lake MARTA station parking lots are an opportunity to fill the service gap by creating a neighborhood-scale village to serve the six neighborhoods. Through mixed-use development and connectivity enhancements, this node would connect the existing local businesses and restaurants to transit and to each other.

Parks, Plazas, & Green Space

The study area does not include many parks and public spaces for residents to use. In Candler Park and Druid Hills, northwest of the area, residents have the benefit of Candler Park and linear park along Ponce de Leon designed by Olmsted. Bessie Branham Park is located just outside the study area but primarily serves the Kirkwood neighborhood, and similarly, Lake Claire Park is used primarily by Lake Claire residents. Downtown Decatur offers multiple public spaces, including Ebster Park, the MARTA station plaza, and open space at Decatur High School. Within the study area, the park spaces are Oakhurst Park and the adjacent dog park. Again, the East Lake MARTA station is an opportunity to expand the publicly-accessible open space network in a central location.



LEGEND

- MARTA Rail Line
- Study Area Boundary
- Commercial Nodes
- Parks & Green Space

Downtown Decatur

*Candler Park /
Lake Claire*

East Decatur

Oakhurst

Kirkwood

Edgewood Retail



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Historic Resources

A number of historic resources exist within the study area, particularly along College Avenue. The Druid Hills neighborhood (DeKalb County) and Kirkwood neighborhood (City of Atlanta) are on the National Register of Historic Places, and the Parkwood Historic District was locally-designated within the City of Decatur. Lake Claire is eligible for designation. The majority of the potentially significant historic resources are one-story commercial buildings that are currently home to successful local retail establishments, businesses, and restaurants. Other buildings include the AT&T building on the southwest corner of Park Place and East Lake Drive, Oakhurst Baptist Church, and Thankful Missionary Baptist Church. Preserving these buildings and local businesses will be key to the success of the area and maintaining community character.

Oakhurst Neighborhood » Period of Significance: 1910s - 1940s

Oakhurst is a residential neighborhood consisting primarily of Craftsman bungalows and American Small houses, generally of high architectural quality and exhibit a variety of distinctive design elements. Within the neighborhood are a few neighborhood commercial districts, most notably at the intersection of East Lake Drive and Oakview Road, and along College Avenue, both of which are in the East Lake MARTA Station LCI study area. Non-residential buildings within the study area identified as possible historic resources are identified in the map, though require further consideration through survey evaluation.

Lenox Place » Period of Significance: 1910s - 1920s

Lenox Place is roughly bounded by Emerson Avenue, Drexel Avenue, Lansdowne Avenue, Melrose Avenue and West Howard Avenue. It is a small

residential area consisting of two parallel streets with cross streets running between. Its primary construction period was of Craftsman bungalows in the 1910s and 1920s, but with subsequent minor construction in the 1940s and 1950s of American Small houses. Also Lenox Place has the only Lustron house in the City of Decatur. The 1949 Farmer Lustron House is located at 513 Drexel Avenue and is listed in the National Register of Historic Places. There are no commercial properties within the neighborhood.

Parkwood » Period of Significance: 1950s - 1960s

The Parkwood neighborhood is a mid-twentieth century neighborhood on the western border of Decatur. The majority of the houses in the neighborhood were constructed in the 1950s, although there are a few earlier houses of the 1920s era. Most houses are single story red brick ranches. They are particularly large and well-detailed examples of the type, and are varied in style, including revival styles. The lot sizes are substantially larger and deeper than is typical of Decatur and the streets curvilinear, also typical of mid-twentieth century ranch subdivisions. A portion of the neighborhood is designated under the local historic preservation ordinance, and the neighborhood remains eligible for the National Register of Historic Places. There are no commercial properties within the neighborhood.

LEGEND

- MARTA Rail Line
- Municipal Boundaries
- Druid Hills Historic District (National Register of Historic Places)
- Parkwood Historic District (City of Decatur)
- Kirkwood Historic District (National Register of Historic Places)
- Potential Historic Resource

<< Historic Resources Map

DEKALB COUNTY

CITY OF DECATUR

CITY OF ATLANTA

EAST LAKE MARTA

0' 500' 1,000' 2,000' 1" = 1,000'

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2017 LCI | MAKE EAST LAKE MARTA YOURS 25



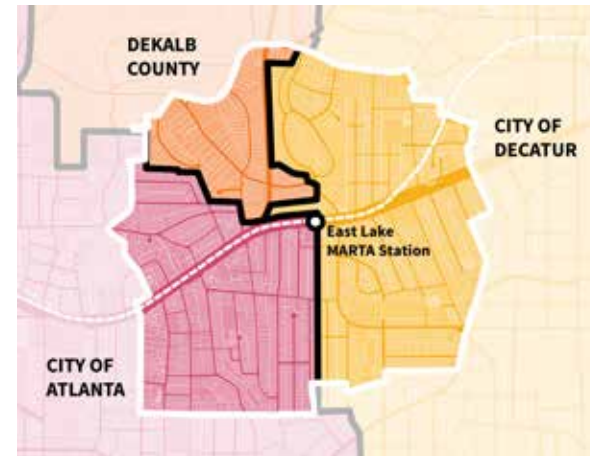
Zoning

What does Zoning do?

Zoning establishes legal requirements for development on parcels, typically in place for decades. This differs from “planning,” such as this LCI, which creates a policy guide. Plans are created and adopted into the Comprehensive Plan, while zoning allows implementation of these plans. Zoning regulates land uses, density, parking, site planning, and building design, but it does not regulate business tenants, owner vs. rental tenants, or building colors and materials. Land costs will typically demand higher density. For example, a developer will want to build to the maximum density because of the cost of the land, but zoning will regulate that density.

Three Jurisdictions and Three Zoning Codes

Three jurisdictions make up the study area: the City of Decatur, City of Atlanta, and unincorporated DeKalb County, meaning that more than a dozen zoning districts and three zoning codes regulate development in the study area. This becomes complicated at the East Lake MARTA station, where the City of Decatur and City of Atlanta City limits divide the property on the south side. The entire north side of the station and eastern half of the south parking lot is within the City of Decatur. The western half of the south parking lot falls within the City of Atlanta. The map to the right represents a simplified version of the zoning in the study area, showing groups of zoning categories that are similar throughout the jurisdictions (i.e. if one code had a different name for single-family residential, they were given the same yellow color to note single-family residential.)



City of Decatur Zoning

The City of Decatur adopted a Unified Development Ordinance in 2014, which established “quality of life” or “design-oriented” zoning districts. These districts place stricter requirements on building form and site planning than conventional zoning. The existing tools within this code anticipate transit-oriented development.

City of Atlanta Zoning

As of 2017, the City of Atlanta is re-writing its zoning ordinance. The Diagnostic is complete and Quick Fixes are underway. In the study area, the City of Atlanta parcels are still regulated by conventional zoning districts, which means that site and building design are less regulated. However, the Quality of Life zoning districts have design standards that support pedestrian and transit-oriented development.

Unincorporated DeKalb County Zoning

All of the parcels within the study area that fall within unincorporated DeKalb County are single-family residential. No recommendations will be made on these properties.

<< Zoning Map

LEGEND

CITY OF DECATUR

- Single-Family Residential (RS-17, R-60, and R-85)
- Multi-Family Residential (RM-18)
- Institutional (I)
- Professional Office (PO)
- Commercial (C-1)

CITY OF ATLANTA

- Single-Family Residential (R-4, R-4A, & R-4B)
- Two-Family Residential (R-5)
- Multi-Family Residential (RG-2 & RG-2C)
- Planned Development Housing (PD-H)
- Residential Limited Commercial (R-LC)
- Community Business (C-1 & C-1-C)

DEKALB COUNTY

- Single-Family Residential (R-85)
- MARTA Rail Line

DEKALB COUNTY

CITY OF DECATUR

CITY OF ATLANTA

EAST LAKE MARTA



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Zoning

A quick look at the City of Atlanta Zoning...

*MARTA Site Zoning
Community Business (C-1)
abuts R-4B (Single-Family
Residential)*

What Can be Built Here?

- » Medium intensity retail and service activities
- » Multi-family, two-family, single-family units
- » Restaurants, offices, banks, restaurants, service stations

- » Parking structures
- » Institutions of higher learning
- » Museums, galleries, libraries, schools, places of worship
- » Child care centers, hospitals
- » Bowling alleys, theaters, convention halls, etc.
- » Urban gardens and market gardens

Street Design Standards

Street Types - Min. Right-of-Way

Type	ROW Width	Pavement Width
Arterial Street	114' min	86' min
Major Collector Street	80'	60'
Residential Collector Street	50'	32'
Residential Collector w/Bike Lane	55'	37'
Residential Access and Residential Sub-collector	32'	-

- » Minimum travel way width for any street is 20'.
- » 5' shall be added to right-of-way pavement width when establishing new streets with bike lanes or when extending streets with bike lanes.
- » Public alleys are not permitted, but private alleys are permitted.

Building Step-backs

C-1

- » When a property adjoins an R district without a street between, height is limited: the building must step back after 35' in building height at an angle of 45 degrees
- » No maximum building height limitations



Open Space

- » No open space requirements in the C-1 zoning district

Transitional Yards

- » Side Yard: adjacent to an R district without a street, a 20' buffer is required (planted or maintained in natural state)
- » Rear Yard: adjacent to an R district, a rear buffer of 20' is required
- » Screening: when abutting an R district on the side or rear lot lines without a street, opaque fencing or screening 6' tall, minimum, is required



The City of Atlanta Zoning Code is currently being updated. “Quick Fixes,” which can be made in 12 months, have been identified.

Relevant Quick Fixes

Bike Parking Standards

- » Create one set of consistent bike parking standards.
- » Require bike parking for each building on a site.
- » Require bike parking for both non-residential and multi-family uses.
- » Establish standards for exterior racks and interior, enclosed bike parking.

MRC Building Placement (if C-1 is re-zoned)

- » Eliminated the 20' setback requirement for residential units with windows
- » Retained the existing transitional yard requirements adjacent to R and RG districts

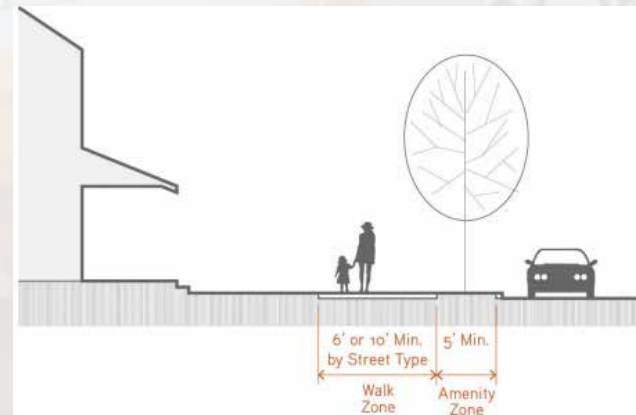
Unified Development Plans

- » Allow unified development plans by special administrative permit in all districts, except R-1 to R-5, R-LC, and PD districts

Sidewalk Requirements

Specific to C-1:

- » Minimum 5' amenity zone along the curb for street trees, benches, utility poles, public art, waste receptacles, fire hydrants, traffic signs, traffic control boxes, newspaper boxes, transit shelters, etc.
- » Minimum 10' walk area on arterial and collector streets.
- » Minimum 6' walk area on other streets.



Zoning

A quick look at the City of Decatur Zoning...

MARTA Site Zoning Institutional (I)

What Can be Built Here?

- » Conditional Uses: single-family houses, two- and multi-family units, some group living, parks, some general office spaces,

government offices, schools, colleges / universities, daycare, hospital, remote parking

- » Permitted: All parks, places of worship, gardens
- » Not Permitted: Industrial uses, vehicular sales & services

AT&T Site Zoning Local Commercial (C-1)

What Can be Built Here?

- » Conditional Uses: single-family homes, live/work, multi-family units, some group living
- Permitted: Indoor recreation,

offices, restaurants, retail, places of worship, all parks & recreation, most medical uses, gardens

- » Not Permitted: Industrial uses, drive-throughs, gas stations

Building Step-downs

Mixed-Use & Commercial Districts

- » When a property abuts R-60, R-50, or R-85 district, height is limited: building must step back after 35' in building height at an angle of 45 degrees.
- » Buildings taller than 50' are required to step back a minimum linear distance of 10'.



Buffers

- » The MARTA Station and AT&T sites abut parcels zoned Single-Family Residential (RS-17, R-60, & R-85).
- » Buffer Definition: "an area or portion of a lot set aside for open space visual screening purposes, to separate different zoning districts..."
- » **When property abuts R-60, R-50, or R-85 district, the buffer must be 30' minimum.**



Open Space

- » Open space is defined as "uses focusing on natural areas consisting mostly of vegetation, passive or active outdoor recreation areas, and having few structures."
- » Buffers can count toward open space.
- » Transit Station and Village Subareas require 20% open space.

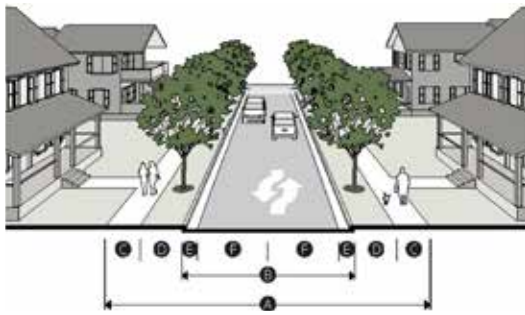
Zoning changes will need to occur to support recommended development concepts in Chapter 4.

Street Design Standards

Proposed streets in new developments must be interconnected and connect with adjacent streets outside the developments.

Sample of Street Types:

Residential Narrow



A	ROW width	45' min
B	Back-of-curb to back-of-curb	21' min
C	Sidewalk	6' min
D	Planting area	6' min
E	Curb and gutter	2'
F	Travel Lane	10'

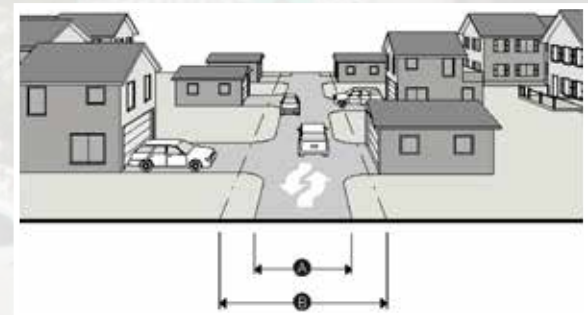
Urban Mixed Use/High Density Residential: Parallel Parking



A	ROW width	65'
B	Back of curb to back of curb	37'
C	Sidewalk min	8'
D	Planting area	6'
E	Curb and gutter	2'
F	Parallel parking	8'
E	Travel lane	10'

Proposed on MARTA & AT&T Site Concepts (see Chapter 4).

Alley Residential



A	Easement width	20'
B	Travel lane	16'
B	Travel lane, fire service route	20'

Potential for Change





Where could redevelopment occur?

This plan does not make any land use and zoning recommendations for the single-family residential parcels (noted by gray on the map to the right) in the study area. Because of this, the remaining non-residential parcels in the study area were analyzed for their susceptibility to change. In general, any parcels whose land value exceeded their improvement value are considered “susceptible to change” (noted by green on the map). The blue parcels indicate non-residential parcels that are **not** susceptible to change.

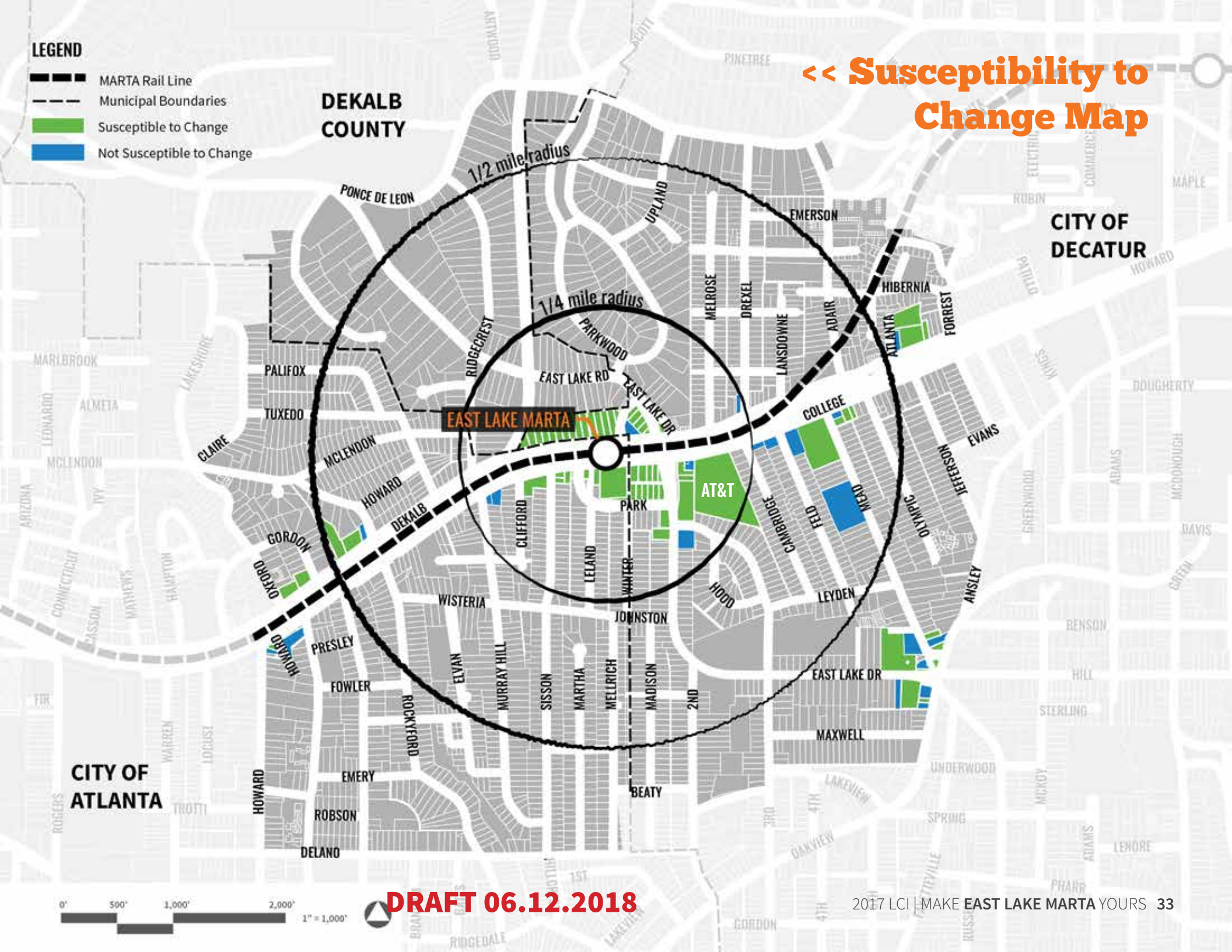
The parcels that are susceptible to change comprise approximately **33 acres** or **3.8%** of the total land area within the study area boundaries (860.4 acres). The primary areas that could be redeveloped include the surface parking lots on both sides of the East Lake MARTA station, which are approximately 10 acres total, and the AT&T-owned properties on the south side of College Avenue (approximately 15 acres total; 7 acres are programmed in the concept plans in Chapter 4). The remaining 7 acres that could change in the study area are smaller parcels along corridors, such as College Avenue and Mead Road. Recommendations for how those could redevelop are with the Framework Plan on pages 76-77.



LEGEND

-  MARTA Rail Line
-  Municipal Boundaries
-  Susceptible to Change
-  Not Susceptible to Change

<< Susceptibility to Change Map



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Market Conditions

The neighborhoods within the study area have been attractive places to live for a diversity of households for multiple reasons, including schools, proximity to transit, the layout and character of the neighborhoods, and diversity in housing types. The infographics on the following pages detail the existing demographics and market demands for the East Lake MARTA station study area and specify what the market could potentially support for future development. Calculations for the market conditions were derived from the U.S. Census Bureau 2015, five-year American Community Survey (ACS) data and were analyzed at the Census Tract level.

The Make East Lake MARTA Yours study area has the following characteristics:

- » The area is largely comprised of single-family, detached homes with several restaurants along DeKalb / Howard Avenue and College Avenue.
- » The area boasts a strong community and school districts.
- » There is a high concentration of residents who are self-employed.
- » While residents have great access to many commercial nodes, the study area itself lacks a commercial core close to the majority of residents.
- » Median household income and median home values are on the rise, which is potentially causing lower-wealth households to move elsewhere.

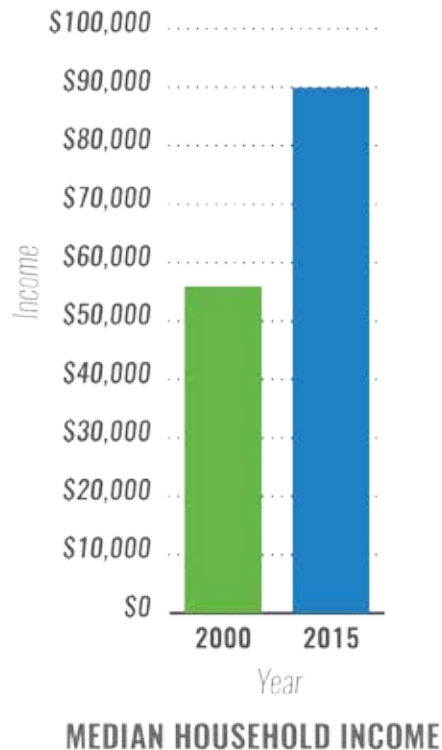


Demographics at a Glance

- » The City of Decatur has seen the greatest increase in households with minors from 2000 to 2015. This could be due to the city's highly regarded schools.
- » The Kirkwood neighborhood has seen the greatest increase of young professionals aged 18 to 34 years old. They have also seen a decline in their school age population, due in part to aging households and smaller household sizes.
- » The Baby Boomer population (55 years and older) increased throughout the study area from 2000 to 2015. Many empty-nesters seek more walkable or transit-friendly environments to allow them to age in place. This audience will represent a strong driver for maintenance-free residential units.

MEDIAN HOUSEHOLD INCOME

The median household income in all Census Tracts in the study area increased between 37% and 107% from 2000 to 2015. The eastern part of the Kirkwood neighborhood has seen an increase of 105%, one of the highest increases. Similarly, the Oakhurst neighborhood to the southeast has seen growth of 107%.



EDUCATIONAL ATTAINMENT

The neighborhoods of Druid Hills, Lake Claire, and Oakhurst have the highest percentages of residents with a Bachelor Degree or higher in the study area. Those neighborhoods also represent some of the areas with the highest income and home values. As development continues, these numbers will likely continue to increase.

Population within the study area has an average density of 4,603 persons per square mile, compared to densities of 174 in Georgia; 664 in the Atlanta MSA; 2,677 in DeKalb County; 1,868 in Fulton County; and 4,825 residents per square mile in the City of Decatur.



Compared to the average in Georgia and Fulton and DeKalb counties, more residents living in the study area were self-employed in 2015. Other areas in the Atlanta Region with high concentrations of self-employed residents have found success with small office spaces, a use that is not currently prevalent in the study area.



Workplace Destinations

The majority of study area residents work within 8 miles of the study area because jobs are concentrated in Downtown Atlanta, Midtown, Buckhead, and Emory University. Residents primarily work in professional, scientific and technical services; public administration; healthcare and social assistance; educational services; and information. These industries are also among the highest-paying. The study area's proximity to Emory University and to DeKalb Avenue, which serves Downtown Atlanta, is an excellent benefit because they are two large employment centers.



Buckhead

Emory

Midtown

Downtown

The infographic to the left illustrates the travel time via automobile from the study area to the top workplace destinations during morning rush hour on a typical Tuesday. Trip times could be lengthy because the study area lacks convenient interstate access.

If the interstates are congested, drivers may decide to take local streets.

22-50 min

10-20 min

16-40 min

12-30 min



Pedestrian
activity is concentrated
most on **Downtown**
Decatur surface streets
& around the **East Lake**
MARTA Station



Transportation

The majority of the bicycle traffic appears to be concentrated along West College Avenue, towards Decatur, and on McLendon Avenue, towards Inman Park and into Downtown Atlanta. It is likely that bicycle traffic will increase along DeKalb Avenue if the Renew Atlanta complete street project is implemented.

Alternatively, local streets in Downtown Decatur and around the East Lake MARTA station are reported to have higher concentrations of walkers and runners. Creating a more pleasant pedestrian experience around and through the MARTA station will be key to bridging the gap between the two sides of the East Lake MARTA station and the neighborhoods it serves.

Housing Demand


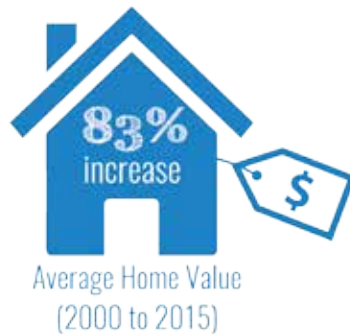
The study area has experienced strong growth among residents aged 35 to 64, and those earning greater than \$100,000 in household income; however, approximately 60% of this growth may have displaced lower-wealth households. Affluent residents that are 55 to 64 years old will be looking for maintenance-free units over the next 10 years, and today, few of these units exist in the study area. Future redevelopment should consider housing type diversity.

Lack of **Housing Diversity** in the **STUDY AREA**



HOME VALUES

The Census Tracts in the study area have seen an average increase of 83% in home value. Oakhurst neighborhood and the eastern portion of the Kirkwood neighborhood experienced the greatest increase from 2000 to 2015.



Study Area
Median
Home Value
\$361,076

The study area's median home value is \$361,076.

Grocery Demand

The East Lake MARTA station study area is well-served by a variety of grocery stores. A Kroger and Publix are located 1.5 miles west of the area, and multiple Kroger, Publix, and Whole Foods stores, and other specialty grocers are within five miles of the study area.



Most full-format grocers require at least 15,000 households within their three-mile trade areas. While the study area residents earn high incomes, the low-density development pattern keeps the total number of households far below what is required within a one-mile service area. Within three miles, the support exists; however, more than 20 existing grocers currently compete for this demand. A small urban market (3,000 square feet) may be feasible in the study area.

Retail & Office Demand

The East Lake / Decatur commercial market has been strong for 10 years, with available space steadily dropping from 15% to 6% today. Asking rents have increased after a period of low growth between 2008 and 2014. New retail development was steady from 2010 to 2015, though at a slow rate. No retail developments are under construction today.

Office space vacancies within two miles of the East Lake MARTA station have declined from 12% in 2012 to 5% today. Approximately 85,000 SF of space was occupied in 2016 and approximately 143,000 SF was



occupied in 2017. In addition, asking rent rates have increased since 2012. Current rates will limit the ability to justify new construction, so new office developments may need to be adaptive reuse of existing buildings.

Potential 5-Year Demand for Future Development

The infographics below show the average demand for new development within the study area. The housing demand numbers do not indicate that number will be built in a given year, but the average number that could be phased. These numbers represent market rate housing, but affordable housing is in great need throughout intown Atlanta, and should be a component of this project. The high cost of land in the area may drive the unit types that are feasible to construct. In order to secure the private creation of affordable housing units, the development costs will need to be offset through increased density (as noted in Chapter 5 on page 120) and / or be granted incentives by City governments, MARTA, the federal government, or foundations to make up the gap in financing. The

approximate gap to create a permanently affordable rental unit at 80% of AMI compared to a market rate unit is \$80,000.

It is important to build housing to accommodate a diverse group of residents. Baby Boomers and Millennials, in particular, will comprise the majority of the housing demand in this area. No new townhome, condo, or apartment buildings have been built inside the East Lake MARTA station study area boundary. Within the last 5 years, these housing types have been built around Downtown Decatur. Demand for these development types exists inside the study area in addition to detached single-family homes, neighborhood retail/restaurant space, and office space.



430
**For Sale Detached
SINGLE-FAMILY**
(85/year)

>> Build new construction single-family homes for young and mature families and smaller, master-on-main floor units for empty nesters, so they can age in place. Room exists for innovative and denser formats such as patio/terrace homes and zero-lot line homes.

5-year demand



185
**For Sale Attached
TOWNHOMES**
(36/year)

>> Provide both product for younger families and high-end townhomes with elevator options for empty nesters. These should be clustered near dense, active areas with restaurants and retail.

5-year demand



34
**For Sale Attached
CONDOS**
(one development)

>> Offer a small condo building or units above retail/office. If not located above retail, cluster them near dense, active areas with restaurants and retail.

5-year demand

Build Class A apartments targeting large units for empty-nesters with parking decks in a walkable, TOD urban pattern built to the street. Ensure ability for higher densities to include affordable housing (rental units) within the development.



10-year demand

600+
**Units For Rent
APARTMENTS**



Attached Townhomes



Neighborhood Retail/Restaurant



Attached Condos



Small Office Space

Bring a diverse tenant base including local services and restaurants, with few dry goods. Create the “place” people want to be by bringing high-quality local restaurants to the area and avoiding chains. Emphasize patios, rooftops, and other community gathering areas to create a walkable, urban lifestyle.



6,000 sf

**Neighborhood
RETAIL/RESTAURANT**

(add potential of 30SF per new resident)

5-year demand



15,000 sf

**Class B
OFFICE**

5-year demand

>> Offer Class A/B office space similar to what is offered in adaptive reuse buildings along the Atlanta BeltLine. Target small tenants under 5,000 SF, primarily in the technology, advertising, media, and information industries.

**This does not represent what will be built, but what the market could support phased over a 5-year period.





3.0 Public Outreach

*What we heard
from you*



- >> Outreach Summary & Common Themes
- >> Stakeholder & Steering Committee Meetings
- >> Public Kick-Off
- >> MARTA Intercept
- >> Online Survey #1
- >> Design Workshop & Walking Audit
- >> Concept Plan Survey Results
- >> Final Public Meeting

Outreach Summary

Importance of Public Outreach

Public input was a key component of the planning process. The LCI is ultimately the community's vision and plan for the future, so it is important that the plan reflects the public's desires while also making realistic and feasible recommendations. The Make East Lake MARTA Yours LCI process included a substantial and inclusive public outreach process. Recommendations were frequently updated based on what the planning team heard in surveys and at meetings to ensure that the recommendations for the MARTA property and adjacent streetscapes preserved and enhanced the character of the surrounding neighborhoods.



Opportunities for Input

The process included many meetings and two surveys offered online and on paper as opportunities for input on the East Lake MARTA Station LCI study, including:

- » **September 25 & 26, 2017:** Two-day Project Kick-off Event with the Academy and Kick-off Meeting;
- » **September 25 & 26, 2017:** Two days of stakeholder interviews and focus groups;
- » **September 25 - November 21, 2017:** Online and paper survey for general preferences regarding development, walkability, traffic, and design elements.
- » **October 17, 2017; December 4, 2017; February 1, 2018:** Three steering committee meetings;
- » **October 9, 2017:** MARTA Intercept at East Lake and Edgewood-Candler Park stations;
- » **November 18, 2017:** Design Workshop and Walking Audit;
- » **December 8, 2017 - January 12, 2018:** Online survey about the preliminary concept diagrams, street sections, and affordable housing open for a month in the middle of the process;
- » **February 26, 2018:** Final public meeting to review the final recommendations and implementation strategy;
- » **September 2017 - Present:** Project website hosted by MARTA with an interactive map and comments section to provide additional ideas.

Notification Efforts

In order to effectively notify the community about the meetings, the planning team used a number of methods to advertise meetings, including:

- » Yard signs in the community and at the East Lake MARTA station;



What is this Project?

Located at the center of the five neighborhoods (Lake Claire, Druid Hills, Lenox Place / Parkwood, Oakhurst, and Kirkwood), the East Lake MARTA Station has the potential to become the "front porch" of the neighborhoods by providing needed amenities and connectivity. The City of Decatur, City of Atlanta, and MARTA are partnering on a planning effort to consider enhancements to the station and the area within 1/2 mile of the station. We want to hear from you about how to create a vibrant community asset that serves you and your neighborhood!

Who is working on it?

The City of Decatur, City of Atlanta, and MARTA are partnering on this effort and hired a consultant team to conduct the study: TSW, Toole Design Group, and Noell Consulting Group.

How can I get involved?

We are nearing the end of the planning process for Make East Lake MARTA Yours, but you still have time to get in your last minute ideas at our final public meeting!

Final Public Open House - Monday, February 26th, 2018:
Church of the Epiphany, Parish Hall @ 2089 Ponce De Leon Ave NE, Atlanta, GA 30307 from 6:00 PM - 8:00 PM

We will give a brief presentation of our previous survey results and the revised plans then break for input activities. We look forward to seeing you there!



Study Area



Need more info?

Angela Threadgill (City of Decatur)
angela.threadgill@decaturga.com

Jessica Lavandier (City of Atlanta)
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or
Sarah McColley (TSW)
smccolley@tsw-design.com

Visit our website for the most recent updates

Fact Sheet Version 02.02.2018

Want to hear something cool?

The Walking Audit had a HUGE turn-out. Walking Audits typically attract 20-30 people, and we had more than **60 people** participate and tell us about the challenges they experience when walking in their neighborhoods. More on this event is on page 56.

- » Poster signs at local businesses;
- » 6,034 postcard mailers sent in advance of the Design Workshop and Walking Audit;
- » A-frame signs at Edgewood-Candler Park and East Lake MARTA stations advertising meetings;
- » Fact sheets distributed at meetings and to Steering Committee members to send to their neighbors;
- » Project website with regular updates regarding the progress, future meetings, and access to project documents;
- » Social media meeting notices for all public meetings (Facebook, NextDoor, Instagram, City-led pages);
- » Signage at City of Atlanta City Hall; and
- » Notifications sent to NPU-N, NPU-O, and all neighborhood leadership.

Common Themes



Affordable Housing with a mix of housing options, but don't make the development too **dense**.

DeKalb / Howard / College / Railroad Tracks **are a huge barrier and need better crossings.**

Retain neighborhood character - **don't lose the social diversity**

Reduce parking at the station, and don't build a huge parking deck

Convenience shopping & services are needed at the station, like a market, grocery, and daycare

Short-term: Station Soccer, markets, art & murals, improve wayfinding, improved pedestrian & bike access around station / **Long-term:** offices, affordable housing

Make it easier to walk and bike (East Lake & Park Place at College are dangerous intersections)

Local businesses & restaurants, not chains

Shuttle Service and Clifton Corridor stops

Stakeholders & Steering Committee

Stakeholder Interviews

The TSW Team met with project stakeholders in focus groups during two full days (**September 25 and 26, 2017**) and via phone or individual meetings as needed. Residents, business owners, MARTA riders, City officials, agency representatives (like the Decatur Housing Authority and Invest Atlanta), advocacy groups (affordable housing, cyclists) and developers were interviewed to gain a comprehensive understanding of the opportunities and challenges in the study area. A smaller faction of this group (approximately 30 people) was asked to participate in the Steering Committee, which met three additional times during the process to guide the outreach techniques and recommendations in the correct direction.

Steering Committee Meeting #1

The first Steering Committee meeting occurred on **October 17th, 2017**, at the Oakhurst Baptist Church. The presentation at this meeting provided the Committee members with a summary of the planning process and timeline, public feedback received to-date, and reviewed outreach techniques for the upcoming Design Workshop. The Committee provided guidance about how to engage the public effectively at the Design Workshop.

Steering Committee Meeting #2

The second Steering Committee meeting occurred on **December 4th, 2017**, at the Episcopal Church of the Epiphany. The first part of the

presentation provided Committee members with a summary of the market study, online survey results, Design Workshop and Walking Audit, and overall themes that surfaced through the entire public input process. The second half of the presentation reviewed the preliminary concept diagrams for the MARTA and AT&T properties (page 68 to 75) and the street sections for Park Place, East Lake Drive, College Avenue, and traffic calming for neighborhood streets. The Committee provided feedback on the concepts and specific items, such as affordable housing, that needed to be defined for the public's knowledge.

Steering Committee Meeting #3

The third Steering Committee meeting was held at the Israel Baptist Church on **February 1st, 2018**. The TSW team presented a summary of the existing conditions, MARTA TOD process, and public input results from the concept plan survey. The presentation also described how the evaluation matrix was used in conjunction with the concept plan survey results to determine the winning concept designs for the north and south sides of the MARTA station, the AT&T property, and the street sections for East Lake Drive, College Avenue, and Park Place. The remaining part of the meeting was spent reviewing the draft Framework Plan, draft concept plan renderings, and next steps in the planning process. The Committee provided input on how the concept plans and the presentation for the Final Open House could be improved for more effective communication.

Public Kick-off

The two-day Public Kick-off event took place at Oakhurst Baptist Church. The Academy occurred at 6:00 PM on **September 25, 2017**, and the Open House took place the following evening, **September 26, 2017**. Both meetings included the same input activities to ensure that all attendees could participate.

The Academy

After a welcome address by Decatur Mayor Patti Garrett and Atlanta City Councilwoman Natalyn Archibong, this event included presentations to educate the attendees about background planning information, including:

- » The Project Overview (presented by TSW)
- » Zoning 101 (presented by TSW)
- » Transportation 101 (presented by Toole Design Group)
- » Market Analysis 101 (presented by Noell Consulting Group)
- » MARTA TOD Guidelines (presented by MARTA)

Key take-aways from the Zoning 101 presentation include:

- » Zoning regulates land uses, density, parking, and design;
- » Zoning is the tool to implement plans;
- » Development around the East Lake MARTA station should be transit-oriented and the tools to accomplish this exist, but may not be implemented all the time; and,
- » Three jurisdictions within the study area complicate the zoning conditions.

Key points from the Transportation 101 presentation included: people around the world want places to visit and to walk, bike, or take transit to them; walkable streets are connected, accessible, convenient, and have slower driving speeds, have comfortable sidewalks, and engaging activity;

complete streets are designed for ALL users.

The Market Analysis 101 presentation noted that market studies are completed to inform what is possible, that development costs include the land, construction, and soft costs; home values in the study area have increased since 2000, and that many people in the area work from home.

The Open House

The following evening, TSW presented a detailed project overview and MARTA presented the TOD Guidelines. Afterward, the attendees participated in the outreach activities, which included a neighborhood-specific SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, preferences for neighborhood development, feedback on the project goals, preferences for short-term activation and long-term development on the MARTA station property, and a map to note streetscape changes with colored tape (below).

Public Kick-off
Photos



Neighborhood SWOT



Strengths

- Neighbors - good communities across the board
- Walkability in general
- Trees and greenery
- MARTA Access
- History
- Local businesses
- Diversity



Opportunities

- Walkability
- Bike-ability
- Local businesses and retail
- Affordable housing
- More density
- Grocery
- Green space



Weaknesses

- Lack of affordable housing
- Limited retail options
- Cut-through traffic
- No grocery / market
- Gentrification and losing diversity



Threats

- Traffic and the railroad tracks
- Losing diversity
- Housing is not affordable
- Too much development and too much parking



MARTA Intercept

The TSW team led Public “Intercepts” at the East Lake and Edgewood-Candler Park MARTA stations at peak travel times (7:00 AM - 9:30 AM and 4:00 PM - 6:30 PM) on **Monday, October 9, 2017**, to capture MARTA riders’ preferences for the future. The goal of the morning intercept at Edgewood-Candler Park was to provide riders with project information and the opportunity to complete the survey. The goals of the intercepts at East Lake were to understand riders’ preferences for short-term activation and long-term development on the MARTA property, specifically, and to offer the opportunity to take the survey. The team reached many station users because of the location at the bus bay on the south side of the station.

Key Findings

Many participants at the intercept came from the surrounding neighborhoods and expressed concerns about high-density development, parking, affordable housing, and the effects of additional housing on the City of Decatur schools. The majority of people preferred one- to two-story mixed-use development and small multi-family buildings, so that the scale of buildings matches the surrounding single-family neighborhood context, but three- to five-stories was identified as the maximum height. Others noted concern about the effects of development on parking and traffic, and whether a large parking deck would be built to accommodate all of the parking spaces currently at the station.

Short-term Development Preferences:

- » Plaza & Parking Lot Use: food trucks and outdoor seating
- » Retail: markets
- » Signage: large station signs
- » Art and Landscape: fun sculptures and large-scale murals

Long-term Development Preferences:

- » Housing: small multi-family buildings, apartments that are 3-5 stories maximum, live/work townhomes
- » Commercial and Mixed-Use: 1-2 story buildings, with an absolute maximum of 3-4 stories
- » Five-story buildings located closer to the transit station if affordable housing above 20% of all units is provided
- » Public Space: village green; bike and pedestrian trails

Other Points to Note:

Participants also noted other important items to consider throughout the planning process:

- » Use of renewable energy for future development;
- » MARTA previously reduced bus lines that used to serve the station, and these should be added back into the system;
- » Increase the frequency of trains;
- » Provide daycare facilities;
- » Offer circulator shuttles for schools and nearby employment centers, like Emory University;

East Lake Intercept



DRAFT 06.12.2018

Preferred Images

MARTA Station Development Visual Preference Survey

The kiosk with the short-term activation techniques, long-term development options, and transportation opportunities map was displayed at both the two-day Public Kick-off event and MARTA Intercept. The preferred images for short-term activation techniques at the MARTA station were outdoor seating, markets, food trucks, community gardens, and fun sculptures. Though it received slightly fewer dots, many participants were also enthusiastic about Station Soccer.

MARTA Station & Neighborhood Development Visual Preference Survey

The same images for long-term development were displayed for the East Lake MARTA station parking lots and neighborhood corridors. Participants chose the exact same images for all areas that could be redeveloped in the future, and the preferred images are shown on the adjacent page. The smaller building types were the preference for residential and mixed-use development on both the MARTA station and other redevelopment sites, with an absolute maximum height of three to five building stories.

Short-Term Activation - MARTA



Winners:

- » Outdoor Seating
- » Markets
- » Food Trucks
- » Community Gardens
- » Fun Sculptures



Long-Term Development - MARTA & Along Neighborhood Corridors

**TOWNHOMES: SMALL
BUILDING FOOTPRINT**



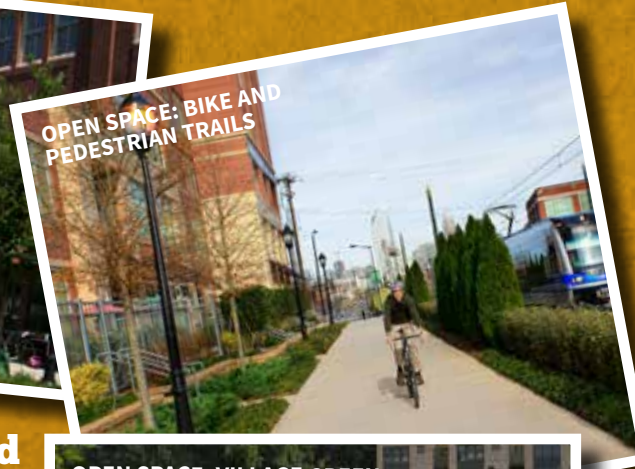
**TOWNHOMES & MIXED USE:
LIVE/WORK TOWNHOMES**



MIXED-USE: 3-4 STORIES MAX



**OPEN SPACE: BIKE AND
PEDESTRIAN TRAILS**



**Neighborhood
scale
development!**

OPEN SPACE: VILLAGE GREEN



MULTI-FAMILY: 3-5 STORIES MAX



MIXED-USE (LOCALLY OWNED BUSINESSES)



Surveys

Public Survey

A survey was released on **September 25, 2017**, and closed on **November 21, 2017**, to obtain information on how respondents access the station, how frequently transit is used, and what they would like to see in the future. It also gave constituents an opportunity between the first Public Kick-off event and after the Design Workshop to provide their feedback. The survey was available on the project's website and on paper at all public meeting events. 637 total responses were received with a 60% completion rate (379 surveys).

379



>> A majority of survey takers stated that they ride the train; however, only 18% stated they use the bus service.

Reasons for not riding trains:

- » Time and reliability
- » Total cost
- » Trains do not go to their work or their destinations
- » Inconvenience

82% *do NOT ride*



Reasons for not riding buses:

- » Time and reliability
- » Routes and schedules are confusing / unclear
- » Don't need to
- » Security
- » Buses don't go to their destinations
- » Have a car and prefer to drive

Approximately **16%** of respondents use the train daily, but many respondents only take it to special events.

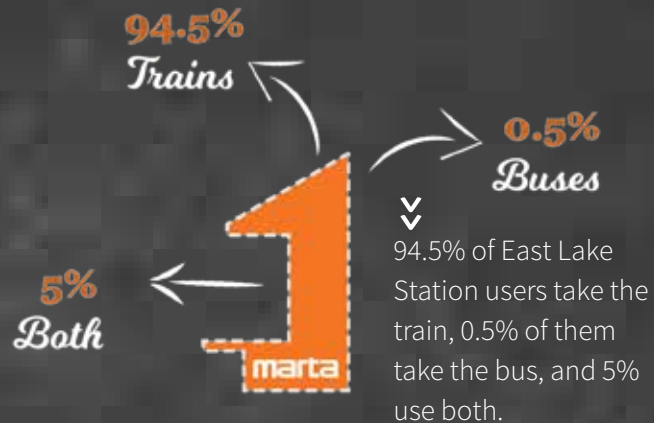


36% *ride only during special events*

however, 2% of respondents stated they NEVER ride.

Other destinations:

- » Downtown
- » Locations where parking is difficult
- » Museums
- » Work events & meetings



>> Destinations

Most respondents take the train to special events and sports games, the airport, and to commute to and from work.

>> Improved Experience

- » Improved security (police presence, lighting, etc.)
- » Safety improvements (sidewalk / paths in good condition, crosswalks)
- » Retail options at the station
- » Public art
- » Community gardens

East Lake Use >>

Reasons for not using East Lake MARTA station:

- » Edgewood/Candler Park has more trains
- » Live closer to a different station
- » Inconvenient



^ Getting to the Station

**Respondents could choose more than one option*



- » 28% get dropped off
 - » 15% bike
 - » 11% use Uber or Lyft services
 - » 3% take the bus
-
- » 12% would prefer to take the bus
 - » 72% would prefer to walk
 - » 33% would prefer to bike



Prevents Walking & Biking

- » Lack of sidewalks, bike lanes, and paths
- » Destinations are too far/take too long to get to
- » Weather
- » Concern for personal security & safety

Willingness to Walk / Bike

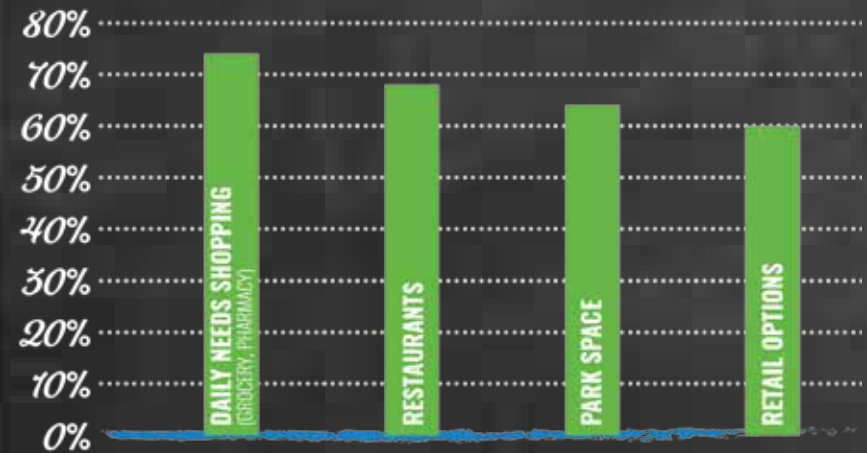
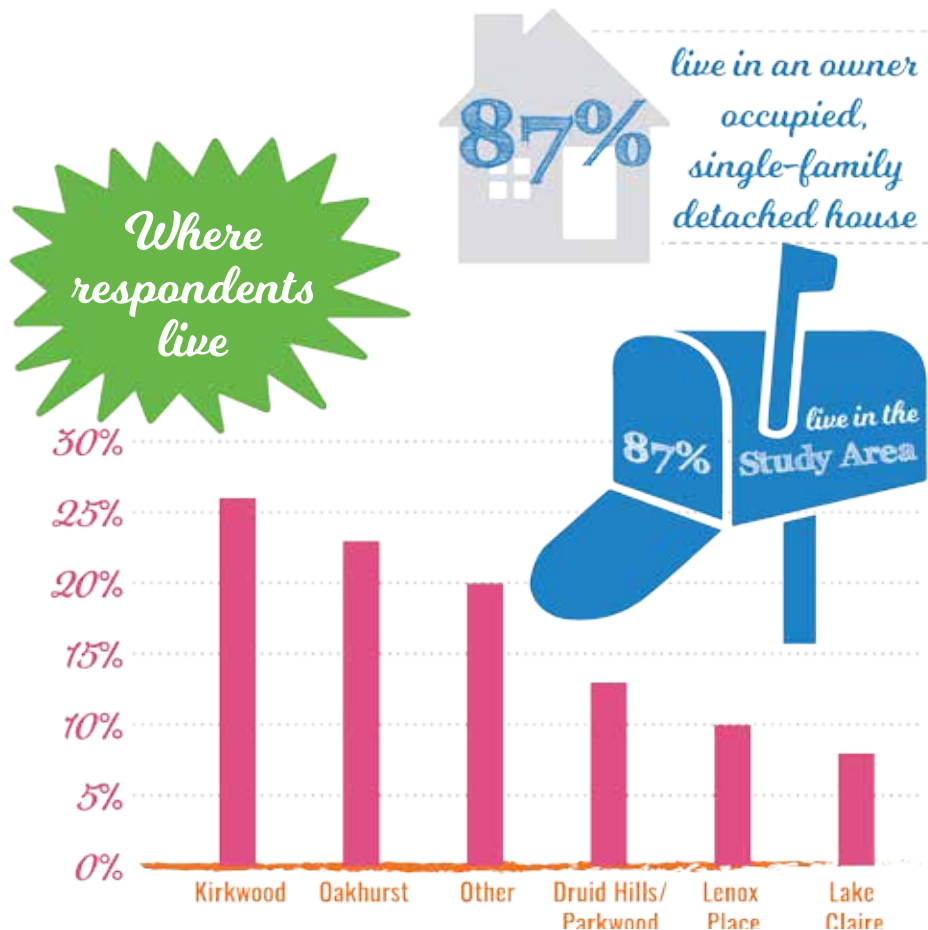


if...

- » Proper sidewalks and/or paths were in place.
- » Paths separated from traffic and in good condition.
- » Crosswalks and/or crossing signals at intersections.

Surveys

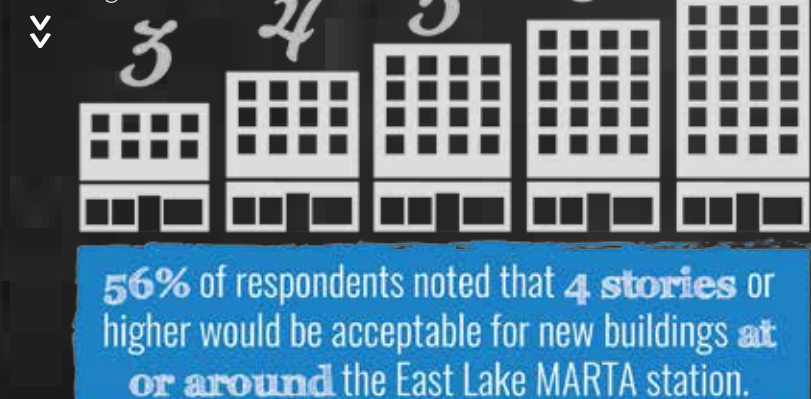
The survey also asked a series of questions about where respondents live, the types of development that would be appropriate in and around the East Lake MARTA station, density preferences, items that would improve connectivity, and more.



Potential development around the East Lake Marta Station and within the study area

The chart above shows the preferred types of development around the East Lake MARTA station and along corridors connecting to the station, such as College Avenue and DeKalb Avenue. Different types of residential development received many votes individually, demonstrating that a variety of residential units are desired.

44% of respondents expressed that 3-story buildings would be an acceptable height. 28% would accept 4-story buildings.



75% would accept one additional multi-family story to incorporate an additional 10% of affordable housing units.



WOULD accept additional multi-family



WOULD NOT accept additional multi-family

*to incorporate
10% of affordable
housing*

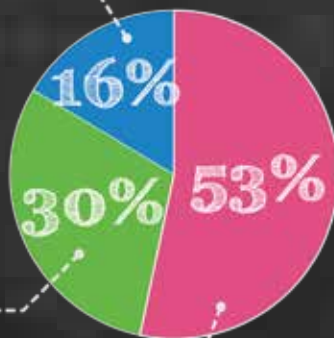


**of respondents
would accept
increased density
to bring more
retail and services**

New bridge would have
no impact, I would not
cross bridge either way

New bridge would have
no impact: I currently
use the existing bridge

Yes, I would use
a wider bridge



>> If there was a more accessible, wider bridge across College Avenue / the railroad tracks / DeKalb Avenue, 53% of respondents would be more likely to use it to visit commercial destinations on the other side.

Respondents noted that an urban market, coffee shop, fast-casual and full-service restaurants, neighborhood bars, and a drug store are the top uses that would draw them to cross the bridge.

Top rated short-term items to make East Lake Marta the front porch:

- ✓ *Farmers' market*
- ✓ *Retail options*
- ✓ *Public art (performances, murals)*
- ✓ *Landscaping improvements*
- ✓ *Tables and chairs*

Other suggestions: real-time data of bus and train information, more police presence/security, coffee shop, better bike/ped access, food trucks, and maintenance.



>> Improve Connectivity

The survey asked what would improve the connectivity MOST within and between neighborhoods and the MARTA station. The top 3 items were sidewalks, bike lanes, and trails.



Most respondents would like to see more **retail options** and **Park space** both around the East Lake MARTA Station and in their neighborhoods.

Design Workshop & Walking Audit

The Walking Audit and Design Workshop occurred on **Saturday, November 18, 2017**, from 9:00 AM to 4:00 PM. Approximately 60 participants met at the East Lake MARTA station for the Walking Audit, and nearly 70 people attended the Design Workshop later in the day, at the Bessie Branham Recreation Center.

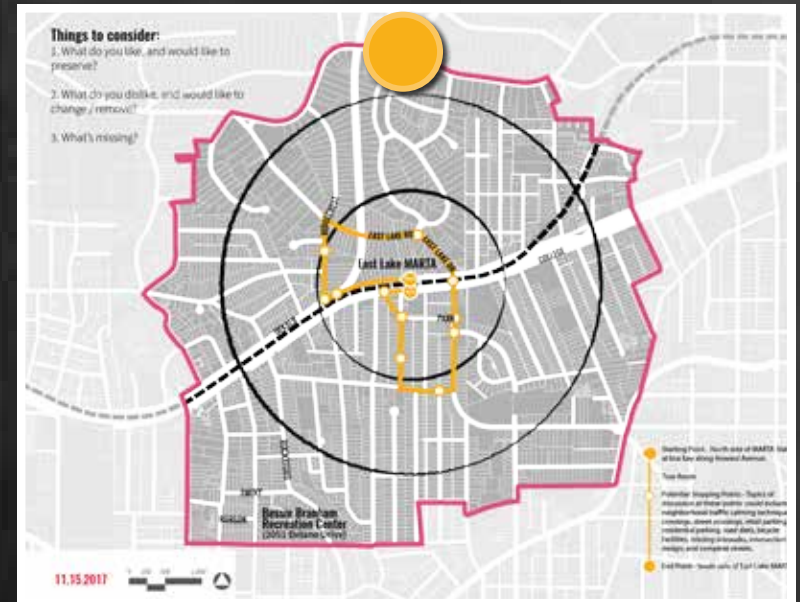
Walking Audit

During the Walking Audit, Toole Design Group led two 30-person groups along a one-mile loop on streets adjacent to the East Lake MARTA station. Participants were asked to consider the following: what to preserve; what to change or remove; and what is missing. The top three concerns voiced during the Walking Audit include:

- » Pedestrian-scale lighting along the streets, especially under the railroad tracks, at the rail crossing, and crosswalk locations.
- » Wayfinding.
- » Aesthetic updates to the MARTA station, like opening the station and removing the tall walls.

Many participants noted sidewalk gaps on some streets; poor sight lines on Howard Avenue; locations to add mid-block crossings; that user comfort is diminished on many streets like East Lake, Howard Avenue, DeKalb Avenue, and Paden Circle; the need to reduce intersection sizes, especially at East Lake and Howard; and the need for traffic calming measures on residential streets connecting to the station.

These instructions helped attendees navigate around the room.



Walking Audit Route

Design Workshop

At the Design Workshop, concepts for the East Lake MARTA station and the AT&T property east of the station, street sections for key study area streets, and 3D digital models were displayed for feedback at different kiosks. Attendees could build their own preferred street sections (to-scale) for College Avenue, Park Place, and East Lake Drive. Consultants were available to draw new ideas for the MARTA and AT&T properties, and participants could help build 3D digital models of their preferred development schemes to understand them at eye-level. Finally, other kiosks displayed input received to-date, market study findings, and important zoning items to consider for future development in both the City of Atlanta and City of Decatur.

Workshop Input

As heard through other public input methods, the prevalent feedback received at the Design Workshop includes:

- » Include affordable housing and mixed housing types;
- » Concerns about differences in ordinances, standards, and services due to multiple jurisdictions in the study area;
- » Concerns about building heights;
- » Reduce the impact of parking;
- » Add more green space or green space types;
- » Ensure the proposed park on Park Place serves the adjacent neighborhoods; and,
- » Add bike and pedestrian paths in many places in the study area.

Great Participation!

3D Models

Teamwork!

Two Groups

Concept Plan Survey Results

433
Completed the survey
722 others
Participated in the
survey

The concept plan survey was released on **December 8, 2017**, and closed on **January 12, 2018**, to allow stakeholders an opportunity to give their feedback on the concepts derived from the previous six public events, two steering committee meetings, website comments, and previous survey responses.

The survey was divided into four manageable sections that asked survey participants to vote for their favorite concepts for:

- » The north side of the East Lake MARTA station (including short-term fixes).
- » The south side of the East Lake MARTA station (including short-term fixes).
- » The AT&T property, east of the MARTA station.
- » Street sections for East Lake Drive, College Avenue, and Park Place.



East Lake MARTA Short-Term Fix Concepts

A map of the East Lake MARTA station property illustrated fifteen short-term recommendations, and respondents were asked to choose their top three ideas. The top choices were: 1.) Murals and way-finding lighting on the station's pedestrian bridge; and, 2.) Station Soccer and food truck events, which tied for second place. The infographic below illustrates the results for each recommendation. Respondents could also suggest other ideas they had for short-term fixes, and some ideas include:

- » Add a bike shop for maintenance repair;
- » Add a small bandstand for concerts;
- » Plant more trees and other greenery near seating areas;
- » Bring these suggestions to other areas, like along East Lake Drive and Park Place (i.e. temporary medians, plant installations, mural-style crosswalks)

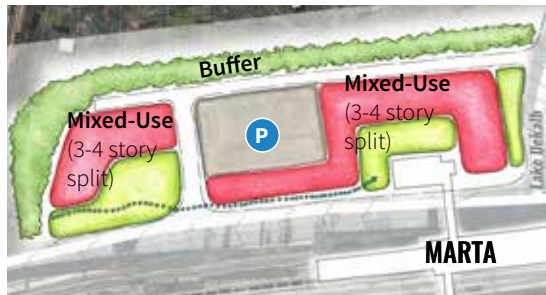
What are your three favorite short-term fixes for the East Lake MARTA station?

MARTA Station and AT&T Site Concept Results

Multiple design concepts were developed for potential development on the East Lake MARTA station and the AT&T property. **Plans were rated on a scale of 1 to 5: 1.) “No Way!” 2.) “Not for me,” 3.) “Indifferent,” 4.) “Like it,” and, 5.) “Love it!”**

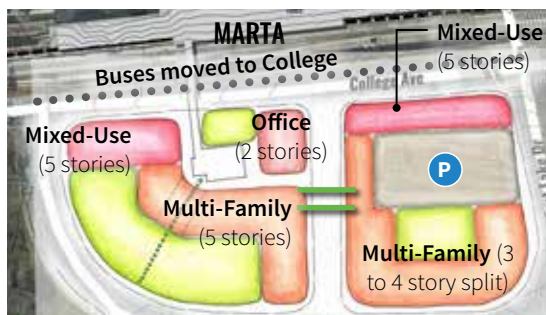
East Lake MARTA North Side Concept C.3

Most survey respondents preferred the below concept, which focuses on larger, mixed-use buildings with multi-family units and commercial space (retail, office), and more green space than the other options.



East Lake MARTA South Side Concept C.4

Respondents preferred the below concept, which was derived at the Design Workshop and includes five-story, mixed-use buildings fronting College Avenue and multi-family buildings that step down in height closer to existing single-family homes. Bus traffic is shifted to College Avenue and a large, public Station Green is fronts Park Place.



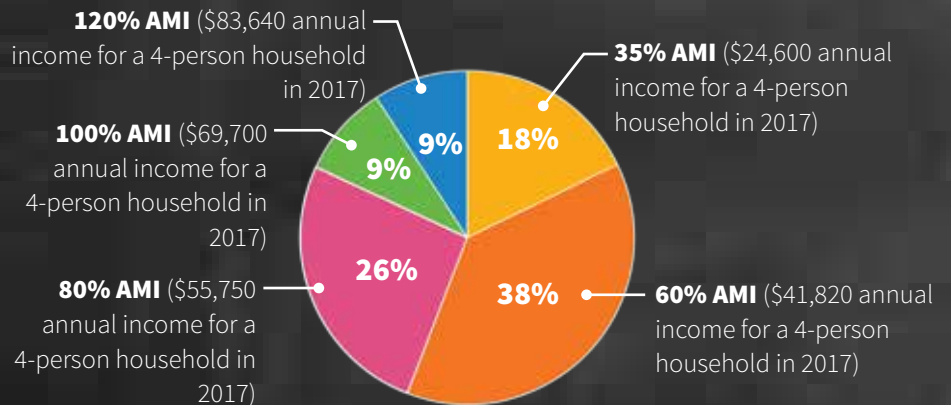
AT&T Site Concept C.1

Many respondents preferred the adjacent concept, which includes small single-family homes, townhomes, office space, live/work units, and surface parking. Park Place is extended through the site to College Avenue, and existing access drives are used as alleys.



Affordable Housing

Approximately **64%** of survey respondents would be willing to add another story to each residential building for an additional 10% of affordable housing units. The final question asked the preferred income target (based on Area Median Income) for affordable housing units. More than 50% of respondents would like to target residents earning **60% AMI** or lower.



Concept Plan Survey Results

Street Section Survey Results.

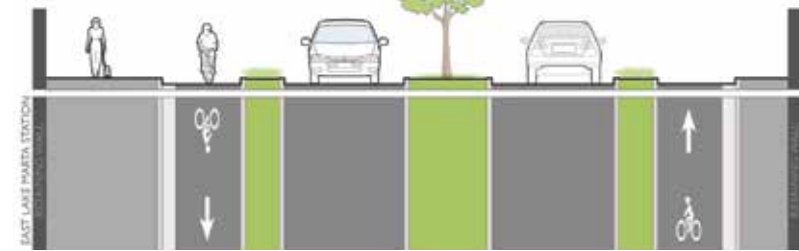
The planning team developed concept street sections for College Avenue, Park Place, and East Lake Drive. **Sections were rated on a scale of 1 to 5: 1.) “No Way!” 2.) “Not for me,” 3.) “Indifferent,” 4.) “Like it,” and, 5.) “Love it!”** A summary of the results for each preferred street section is below. All street sections maintain the existing right-of-way (ROW) width.

College Avenue Concept A



Key items: planted median and designated left-turn lane between travel lanes, buffered bike lanes, reduced car lane widths.

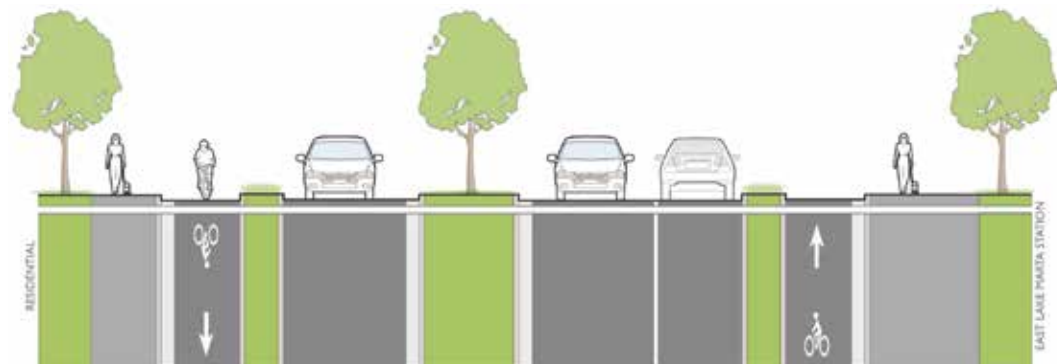
East Lake Drive Concept B



Key items: a planted median between two travel lanes, buffered bike lanes, reduced car lane widths.

Park Place Concept B

Key items: planted median and designated left-turn lane between travel lanes, buffered bike lanes, reduced car lane widths.



Open-ended question responses

Survey respondents were asked to describe how each proposed concept plan could be improved. Overall, survey takers were divided between preferring more or fewer housing units, higher or lower density, and how much parking to provide. Some answers are summarized below:

East Lake MARTA station property:

- » Make sure housing is affordable and inclusive as possible;
- » Include less parking and encourage more bike riding;
- » Add bike facilities (i.e. parking station, bike share, protected bike lanes, bike storage lockers);
- » Reduce density due to potential overcrowding in the City of Decatur schools;
- » Bury the parking deck to make room for more green space or more development;
- » Ensure that any new development adheres to the existing architectural vernacular of the surrounding neighborhoods;
- » Ensure that enough public green space is available;
- » Make sure buses are accessible to commuters;
- » Add more office space and the plans for live/work units are great;
- » Reduce the building heights; two to three stories buildings are acceptable, but four or five stories is too tall;
- » Provide a high percentage of mixed-income housing to keep housing accessible in Decatur for middle class families;
- » Create larger blocks of green space, as opposed to smaller pockets that are split up around the site;
- » Place parking as close to the station as possible;
- » Provide reliable neighborhood shuttles.

AT&T property:

- » Incorporate, adapt, and/or reuse the existing buildings when possible (i.e. existing brick building);
- » Add mixed-use on College Avenue rather than live/work units;
- » Ensure affordable/workforce housing is offered;
- » Keep the combination of townhouses and single-family homes;
- » Reduce density due to potential overcrowding in the City of Decatur schools;
- » Include a roundabout at Park Place and East Lake Drive;
- » Ensure enough green space is provided;
- » Reduce the parking in general, but specifically, reduce surface parking lots and offer shared parking agreements with MARTA;
- » Provide protected bike lanes and connect those with the existing trails.

Street sections:

- » Protect, don't just buffer, bike lanes;
- » Reduce travel lane widths and provide traffic calming measures;
- » Concentrate on safe crossings for pedestrians and cyclists;
- » Make the sidewalk on East Lake Drive wider than five feet;
- » Provide commuter lane for buses and people who carpool.

Final Public Meeting

The Final Public Meeting occurred on **Monday, February 26, 2018**, from 6:00 PM to 8:00 PM at the Church of the Epiphany. Approximately 100 participants attended the meeting.

Kiosks had final concepts for the East Lake MARTA station, the AT&T property east of the station, and street sections for key study area streets. The presented concepts were developed and updated from the input received throughout the planning process. This meeting allowed attendees to voice remaining concerns, questions, or comments to the project team and officials from MARTA, City of Decatur, City of Atlanta, the ARC, and City of Atlanta Councilwoman Natalyn Archibong. Following the presentation and comment session, attendees could review the recommendations at the kiosks and provide additional written comments.

Common questions / concerns heard at the meeting:

- » Will there be an adequate amount of affordable housing?
The plan recommends a minimum of 20% of all units be affordable units.
- » Where will the affordable housing be located?
Within the development on the East Lake MARTA station, distributed throughout the buildings.
- » How is affordable housing determined, and what is the rental rate for a one-bedroom apartment at the Edgewood-Candler Park station and at the Avondale station?
HUD determines the Area Median Income for the Atlanta Metropolitan Statistical Area (MSA) each year, which is used to determine the rental rates at each level of AMI. MARTA does not have the rental rates for those units on-hand for this meeting.
- » How will traffic be mitigated with the addition of more housing units and retail options?

Streets leading to the MARTA station will allow more modes of transportation so that people can walk or bike for some trips, rather than drive. By locating development at the station, more people will also use MARTA to reach their destinations.

- » Will the proposed development truly be at a neighborhood scale?
The recommended building heights for this project are based on the public input we received. The building step-downs from five to three stories closer to existing residential properties ensures that the buildings are at the neighborhood scale.



- » Could seniors and active adults live here? *Yes.*
- » Will students who live here go to Decatur schools regardless of the jurisdiction they live in?
Students living in City of Atlanta will attend City of Atlanta schools, and students living in City of Decatur will attend City of Decatur Schools.
- » Will a developer have to conduct a new market study when they decide to build the proposed development? *Yes.*
- » Will eminent domain be used on residential properties surrounding the East Lake MARTA station to accommodate the proposed development?
- » *MARTA, the City of Atlanta, or the City of Decatur will not take private property to implement this project. All of the development is proposed for the station property.*

Final Meeting Input

As heard through other public outreach methods, the prevalent feedback received at the Final Public Meeting includes:

- » Include additional traffic calming measures on cut-through streets of Winter Avenue and Leland Terrace.
- » Address the need for an elevator on the north side as part of the short-term fix solutions.
- » Ensure seniors and active adults can live here.
- » Provide enough incentives to developers to ensure adequate affordable housing is supplied.

Presentations

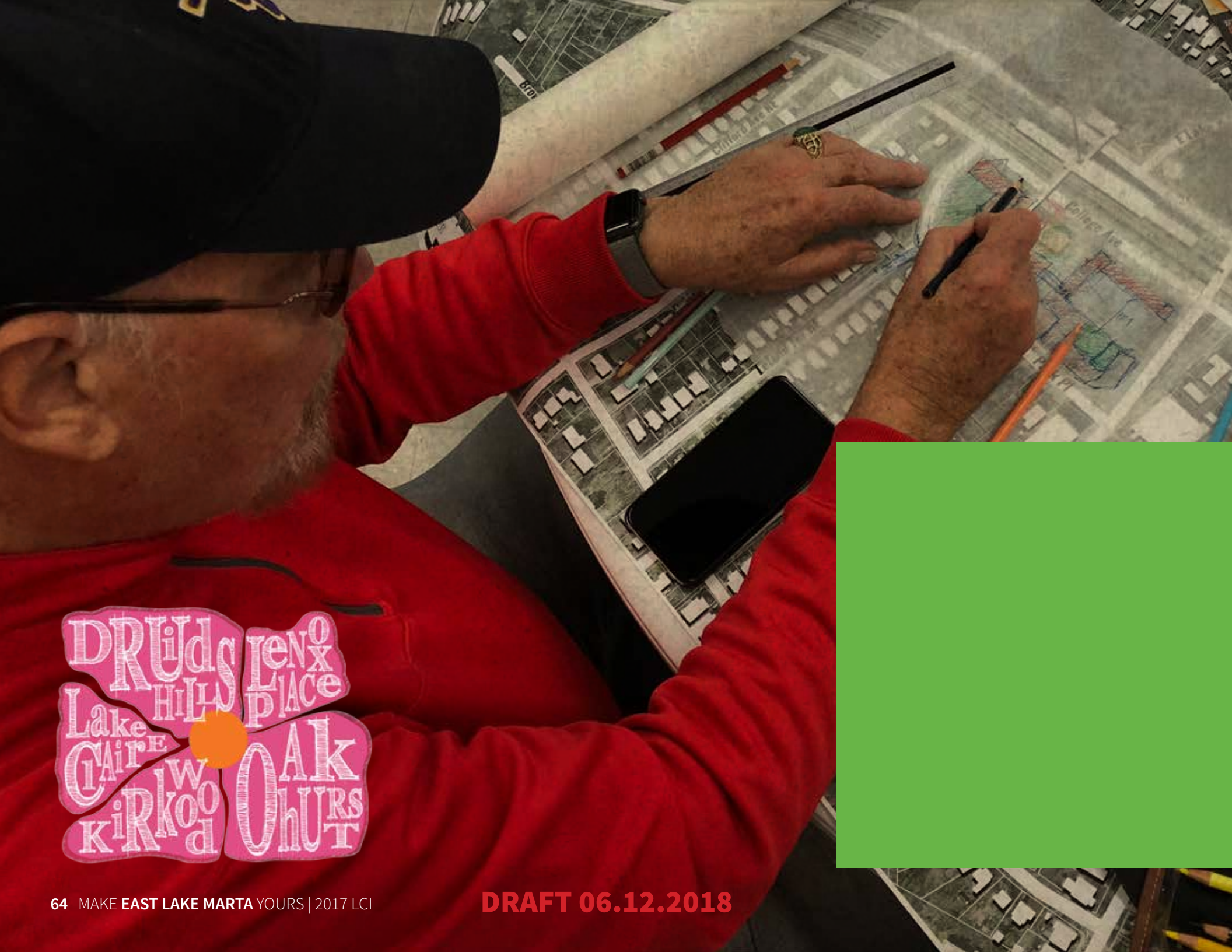


Opportunities to discuss concepts



Q & A





DRUIDS HILLS PLACE
LAKE CHAIR
KIRKWOOD OAK
CHURCH

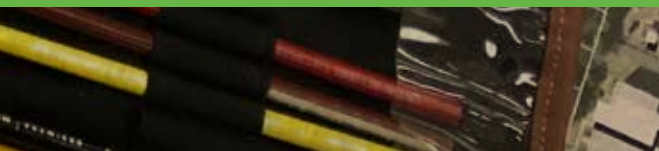


4.0 Recommendations

*What could
the future look
like?*



- >> Goals
- >> Preliminary Concepts
- >> Concept Evaluation
- >> Framework Plan
- >> Recommended Concept Plan
- >> MARTA Property and Street Sections
- >> AT&T Property and Street Sections



Goals

1.

Increase ridership and revenue at the East Lake MARTA station.

2.

Make the East Lake MARTA station a community destination with short-term and long-term solutions.

4.

Create a vision for under-used properties along the commercial corridors with neighborhood-oriented uses.

3.

Design better connections to the East Lake MARTA station and between residential neighborhoods by improving safety for pedestrians and bicyclists.

5.

Establish the scale of future development that enhances and protects the surrounding residential neighborhoods.

Our Ideas + Your Ideas



Make East Lake MARTA the Front Porch by opening the station for community events, new housing options, community open spaces, public art, retail destinations, thoughtful parking solutions, and stormwater infrastructure (Goals 1, 2, 4).

Make streets walkable, bike-able, & fun with traffic calming solutions, signage, wider sidewalks and landscape buffers, improved intersection treatments, and improved bike facilities (Goals 3, 5).

Make room for more neighbors by adding a mix of housing types that accommodate different age groups, income levels, and preferences (Goal 3, 5).

Make your neighborhood's story by protecting and enhancing the character of the neighborhoods and commercial nodes (Goal 5).

Make more social & connected spaces by adding needed retail, services, and public space (Goals 1, 2, 3, 4, 5).









Preliminary Concepts

East Lake MARTA station Parking Lots (Long-Term)

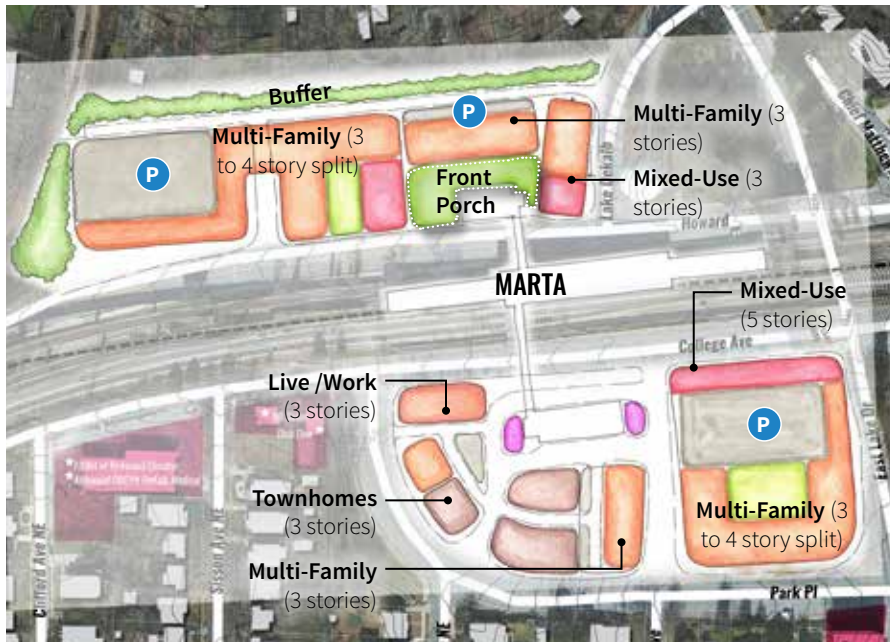
The East Lake MARTA station parking lots (10 acres) are noted as highly susceptible to change in order to support MARTA's goal to create transit-oriented development around the transit stations in the system (see pages 8 to 9 to learn more). Important themes captured in all of the MARTA property concepts include:

- » Accommodating a residential density appropriate for transit-oriented development based on MARTA's TOD Guidelines;
- » Offering variety of rental housing types;
- » Creating housing types that could accommodate affordable units (affordable housing defined on page 12);
- » Stepping down building heights as they approach adjacent residential neighborhoods, making it so that no building is taller than 5 stories;
- » Extending Winter Avenue to College Avenue to create a new intersection and street connection;
- » Providing on-street parking and parking decks hidden by buildings;
- » Replacing MARTA's parking at its historic utilization rate (39%)
- » Creating usable public and private green space in multiple locations;
- » Using existing curb-cuts and access drives to create alleys and street connections;
- » Prioritizing pedestrian and bicycle paths on existing and proposed streets; and
- » Maintaining bus service on the south side of the station.

LEGEND

	Mixed-Use Commercial & Residential
	Office
	Live/Work Units
	Mixed-Use Commercial
	Multi-Family
	Townhomes
	Parking
	Green Space / Public Space

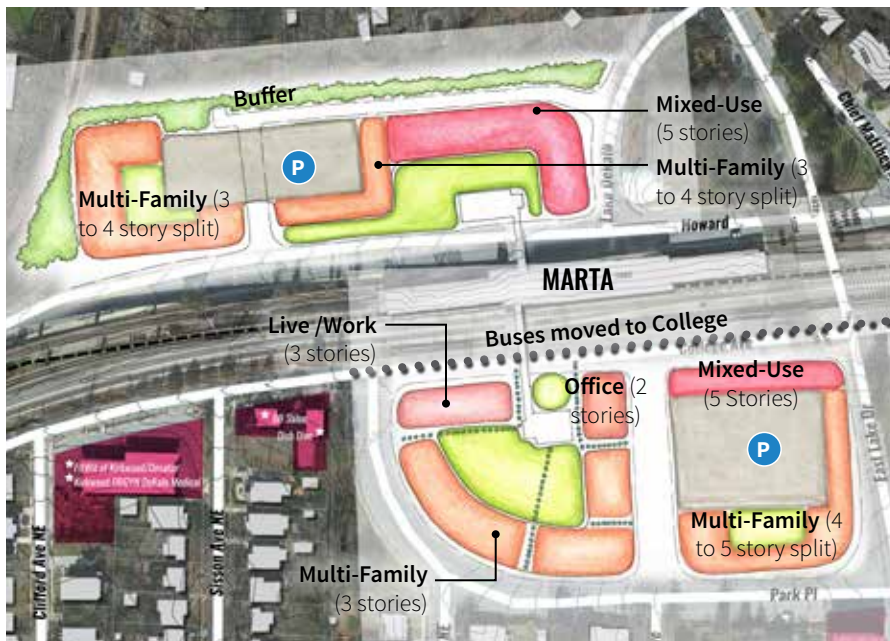
- » All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within public right-of-way.
- » Only non-residential properties were analyzed.
- » Single-Family homes were not considered.



Concept M.1

This concept includes a variety of housing types and distributes the density on both sides of the station. All buildings step-down in building height as they approach residential neighborhoods, and the tallest buildings are adjacent to the station and College Avenue. The “Front Porch” public space is on the north side of the station.

Total Site Area	10.97 acres	Total for Both Lots
Land Use Type	# Units	# SF
Housing	374	
Multi-Family	355	
Townhomes	14	
Live / Work	5	
Single-Family	-	
Commercial	-	31,000
Office	-	-
Retail	-	2,800
Ground Floor - Mixed Use	-	28,200
Green Space	-	31,050 (0.71 acres)
Parking	674 spaces	55 Self-Parked Units
OVERALL DENSITY	34 units / acre	



Concept M.2









This concept recommends multi-family housing (stand-alone and above commercial) and live-work units. A large village green on the south side is framed by the MARTA station, multi-family housing, live / work units, and office space. The “Front Porch” on the north side extends along Howard. Current bus traffic is shifted from the south parking lot to College Avenue.

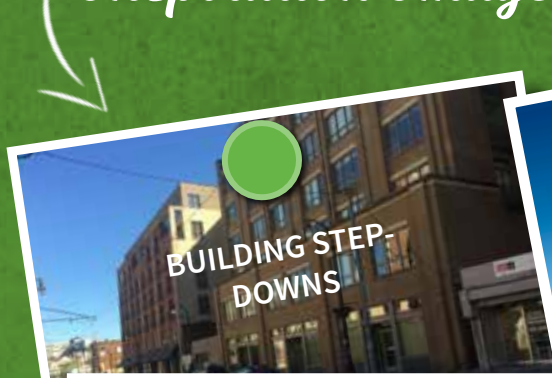
Total Site Area	10.97 acres	Total for Both Lots
Land Use Type	# Units	# SF
Housing	408	
Multi-Family	400	
Townhomes	-	
Live / Work	8	
Single-Family	-	
Commercial	-	60,300
Office	-	15,400
Retail	-	-
Ground Floor - Mixed Use	-	44,900
Green Space	-	65,700 (1.51 acres)
Parking	884 spaces	
OVERALL DENSITY	37 units / acre	

Preliminary Concepts

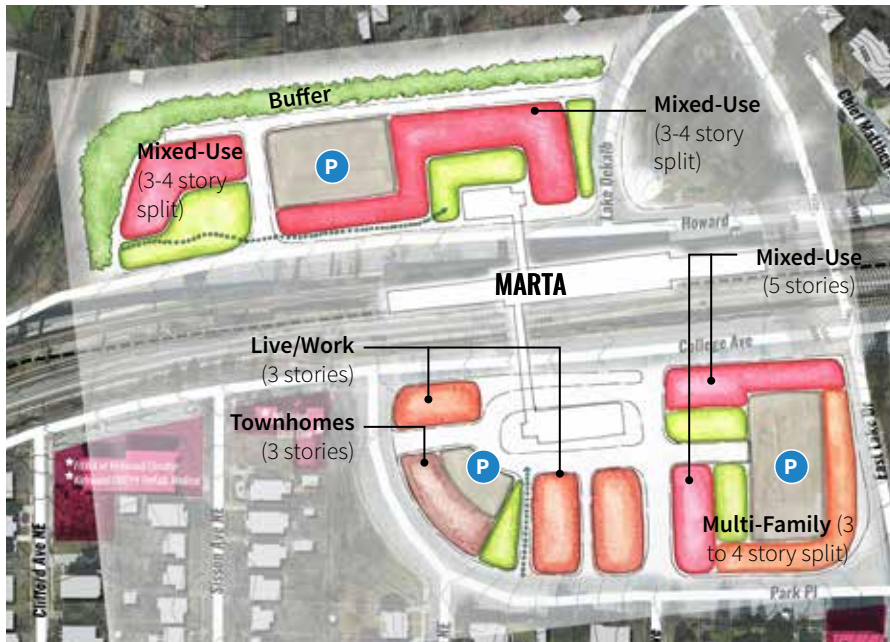
Inspiration Images

LEGEND

-  Mixed-Use Commercial & Residential
-  Office
-  Live/Work Units
-  Mixed-Use Commercial
-  Multi-Family
-  Townhomes
-  Parking
-  Green Space / Public Space



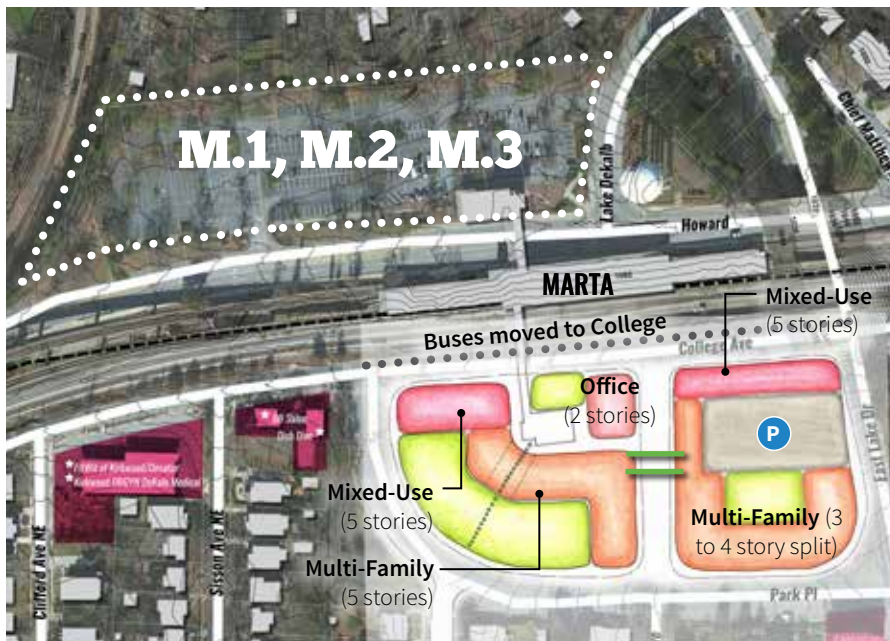
- » All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within public right-of-way.
- » Only non-residential properties were analyzed.
- » Single-Family homes were not considered.



Concept M.3

The third concept focuses on larger, mixed-use buildings that offer multi-family units and commercial space and live / work units. More green space is provided in a series of small, public spaces on both sides of the station. Bus traffic is kept close to its current configuration on the south parking lot.

Total Site Area	10.97 acres	Total for Both Lots
Land Use Type	# Units	# SF
Housing	327	
Multi-Family	299	
Townhomes	7	
Live / Work	21	
Single-Family	-	
Commercial	-	84,800
Office	-	18,600
Retail	-	-
Ground Floor - Mixed Use	-	66,200
Green Space	-	52,200 (1.20 acres)
Parking	831 spaces	28 Self-Parked Units
OVERALL DENSITY	30 units / acre	



Concept M.4

This south side concept was developed from feedback on concepts M.1 to M.3 at the Design Workshop Meeting. Five-story multi-family buildings situated closer to the station entrance and connected by a pedestrian bridge increase the site's overall density. Mixed-use commercial and residential space fronts College Avenue, bus traffic is shifted to College Avenue, and a Village Green along Park Place invites neighbors to the station. M.4 could be paired with any north side concept, which would make the overall density 40 to 43 units / acre.

Total Site Area	5.80 acres	Total for South Lot
Land Use Type	# Units	# SF
Housing	289	
Multi-Family	289	
Commercial	-	44,000
Office	-	21,000
Ground Floor - Mixed Use	-	23,000
Green Space	-	48,700 (1.12 acres)
Parking	481 spaces	6 floors (9' tall floors)
OVERALL DENSITY	50 units / acre	

Preliminary Concepts

AT&T Property (Long-Term)

The City of Decatur considers the AT&T Properties (7 acres) on College Avenue as underutilized commercial properties. Redevelopment of the land will depend on the current property owner and the private sector. The City of Decatur has no plans for acquisition, and this concept should be used as a long-term vision if the land is ever sold. Important themes captured in all of the AT&T concepts include:

- » Accommodating an appropriate residential density to blend with the adjacent, existing single-family neighborhoods and commercial space;
- » Offering a variety of housing types and buildings that could accommodate affordable units;
- » Creating small offices and / or co-working spaces;
- » Extending Park Place through the site to connect to College Avenue;
- » Providing on-street parking and rear surface parking lots, accessible by alleys, to accommodate all new uses and support existing businesses;
- » Prioritizing pedestrian and bicycle pathways on existing and proposed streets; and
- » Creating at least one usable, public space.

LEGEND

- Mixed-Use Commercial & Residential
- Office
- Live/Work Units
- Mixed-Use Commercial
- Multi-Family
- Townhomes
- Parking
- Green Space / Public Space

Concept A.1

Total Site Area	7.09 acres	
Land Use Type	# Units	# SF
Housing	73	
Multi-Family	0	
Townhomes	45	
Live / Work	14	
Single-Family	14	
Commercial	-	27,300
Office	-	27,300
Green Space	-	13,300 (0.31 acres)
Parking (109 needed)	164	73 self-parked units
OVERALL DENSITY	10 units / acre	

Concept A.2

Total Site Area	7.09 acres	
Land Use Type	# Units	# SF
Housing	90	
Multi-Family	36	
Townhomes	27	
Live / Work	14	
Single-Family	13	
Commercial	-	27,300
Office	-	27,300
Green Space	-	13,800 (0.32 acres)
Parking (145 Needed)	179	90 Self-Parked Units
OVERALL DENSITY	13 units / acre	

Concept A.3

Total Site Area	7.09 acres	
Land Use Type	# Units	# SF
Housing	159	
Multi-Family	134	
Townhomes	14	
Live / Work	11	
Commercial	-	16,500
Ground Floor - Mixed Use	-	16,500
Green Space	-	26,900 (0.62 acres)
Parking (200 Needed)	279	25 Self-Parked Units
OVERALL DENSITY	22 units / acre	

Concept A.4

Total Site Area	7.09 acres	
Land Use Type	# Units	# SF
Housing	120	
Multi-Family	92	
Townhomes	22	
Live / Work	6	
Commercial	-	37,800
Office	-	28,000
Ground Floor - Mixed Use	-	9,800
Green Space	-	22,700 (0.52 acres)
Parking (243 Needed)	268	28 Self-Parked Units
OVERALL DENSITY	17 units / acre	



Concept Evaluation

Concept Evaluation Matrix

The online concept survey determined the participants' preferred concept diagrams for the MARTA and AT&T sites (pages 52 to 55). Next, each concept was evaluated based on public feedback, the project goals (page 66), and corresponding objectives. Metrics were established for each criterion to provide a score on a scale of 1 to 5. In order to equally weigh the public input against the project goals and corresponding criteria, the scores for all

criteria were averaged for each goal. Each goal had a different number of criteria, requiring the score to be averaged to weigh each goal equally. The five goals each had an overall average score, and the community support section also received a score on a scale of 1-5 based on the concept survey results. The sample matrix of the MARTA Station concepts below illustrates how each MARTA Station concept ranked based on these criteria. The metric definitions and expanded matrix are in the appendix.

NORTH SIDE																			
Concept	1. Increase Ridership & Revenue						2. Station as Community Destination					3. Better Connections							
	SCORE Increase Ridership	SCORE MARTA Density Requirements	SCORE MARTA Parking Requirements	SCORE Increase Revenue	AVG SCORE		SCORE Short-term Solutions	SCORE Incorporate Green / Open Space	SCORE Incorporate plazas, seating, other small open space	SCORE Long-term Solutions	AVG SCORE		SCORE Ped Connections (to N-hood)	SCORE Bike Connections (to N-hood)	SCORE Ped Connections (Station)	SCORE Bike Connections (Station)	SCORE Block Size Reduced (New Streets / Alleys)	SCORE Traffic Calming	
C.1		5	5	5	4	4.75		5	3	3	5	4.00		4	5	4	3	3	5
C.2		4	4	5	5	4.50		5	5	4	5	4.75		4	5	5	3	3	5
C.3		4	4	5	5	4.50		5	5	4	5	4.75		5	5	5	4	3	5
SOUTH SIDE																			
Concept	1. Increase Ridership & Revenue						2. Station as Community Destination					3. Better Connections							
	SCORE Increase Ridership	SCORE MARTA Density Requirements	SCORE MARTA Parking Requirements	SCORE Increase Revenue	AVG SCORE		SCORE Short-term Solutions	SCORE Incorporate Green / Open Space	SCORE Incorporate plazas, seating, other small open space	SCORE Long-term Solutions	AVG SCORE		SCORE Ped Connections (to N-hood)	SCORE Bike Connections (to N-hood)	SCORE Ped Connections (Station)	SCORE Bike Connections (Station)	SCORE Block Size Reduced (New Streets / Alleys)	SCORE Traffic Calming	
C.1		4	4	5	3	4.00		5	2	5	4	4.00		4	4	5	5	5	5
C.2		5	5	5	5	5.00		5	4	5	5	4.75		5	5	5	5	5	5
C.3		4	4	5	5	4.50		5	3	5	5	4.50		5	5	5	5	5	5
C.4		5	5	5	5	5.00		5	5	5	5	5.00		5	5	5	5	5	5

		4. Vision for under-used properties								5. Enhance and protect residential neighborhoods					6. Community Support		7. Other Criteria	TOTAL
SCORE Bus Access and Operations	AVG SCORE	SCORE Vision	SCORE Neighborhood Oriented Uses	SCORE Options for Affordable Housing	SCORE Economically Viable Uses	SCORE Parking ratios reduced for private development		SCORE Appropriate Density	SCORE Building Heights Exceed Preferences	SCORE Building Heights Step-back	SCORE Buffers Next to Residential Properties	AVG SCORE	Support (total like it/love it)	SCORE Support	SCORE Incorporates Previous Plans			
5	4.14	5	4	4	5	4	4.40	5	5	5	5	5.00	40%	2	5	29.29		
5	4.29	5	4	4	5	4	4.40	4	5	5	5	4.75	54%	3	5	30.69		
5	4.57	4	4	4	4	4	4.00	4	5	5	5	4.75	57%	3	5	30.57		
		4. Vision for under-used properties								5. Enhance and protect residential neighborhoods					6. Community Support		7. Other Criteria	TOTAL
SCORE Bus Access and Operations	AVG SCORE	SCORE Vision	SCORE Neighborhood Oriented Uses	SCORE Options for Affordable Housing	SCORE Economically Viable Uses	SCORE Parking ratios reduced for private development		SCORE Appropriate Density	SCORE Building Heights Exceed Preferences	SCORE Building Heights Step-back	SCORE Buffers Next to Residential Properties	AVG SCORE	Support (total like it/love it)	SCORE Support	SCORE Incorporates Previous Plans			
3	4.43	5	4	4	3	4	4	4	5	5	5	4.75	28%	2	5	28.18		
5	5.00	5	5	4	5	4	4.6	5	5	5	5	5	49%	3	5	32.35		
3	4.71	5	5	4	3	4	4.2	4	5	5	5	4.75	36%	2	5	29.66		
5	5.00	5	5	5	5	4	4.8	5	5	5	5	5	58%	3	5	32.80		

Framework Plan

Make East Lake MARTA Yours

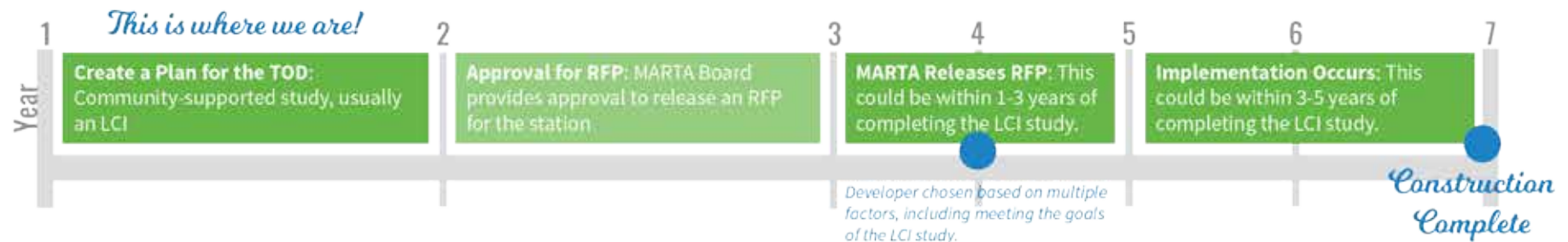
Based on the market study and public input through multiple surveys and meetings described in Chapter 3, the Framework Plan focuses on mixed-use development with ample green space, housing that can accommodate affordable units, a mix of retail and office space, and improving bicycle and pedestrian connections between the East Lake MARTA station and neighborhoods. All development recommendations occur completely within the MARTA and AT&T properties, and within the public right-of-way for streetscape enhancements; therefore, no residential parcels were considered for redevelopment. MARTA may not relinquish ownership of their land; the preferred TOD structure is through a long-term ground lease with a private developer. The recommendations meet the five goals for this study (page 66) and many goals from adopted planning studies (page 4).

MARTA TOD Process

This LCI, which provides a framework for future implementation, is the first phase of MARTA's TOD process. Once MARTA decides to move forward, they will use a competitive solicitation process to select a development partner to implement TOD. A successful development proposal will be chosen based on multiple factors, including how it meets the goals of this study. After MARTA enters an agreement with a developer and the site plan is approved through all jurisdictions, implementation begins.

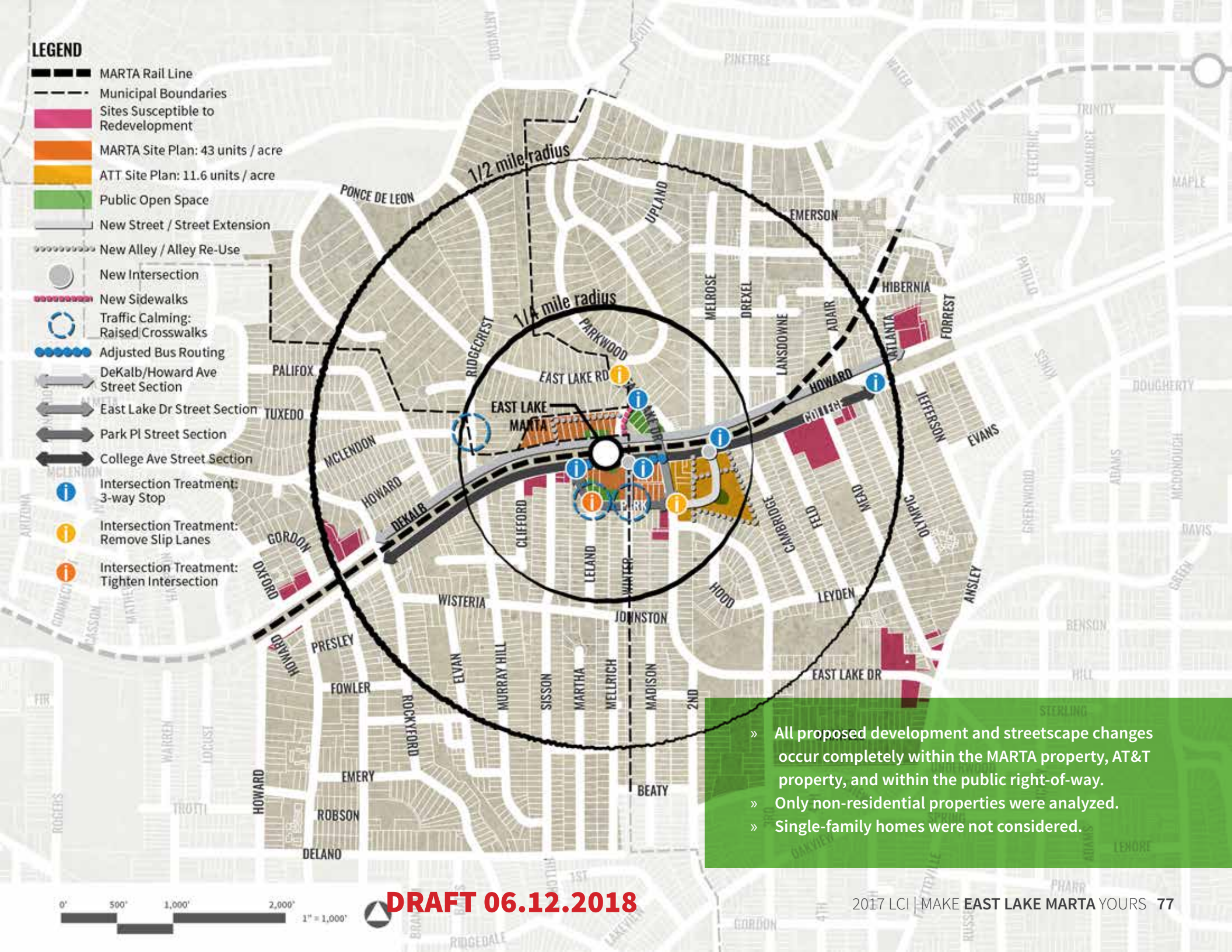
Overall Framework Plan Recommendations

- » The MARTA station and AT&T properties are noted as opportunity sites for transit-oriented development.
- » Buses on the south side of the East Lake MARTA station are re-routed to College Avenue, Winter Avenue, and Park Place.
- » Winter Avenue is extended through the MARTA property to College Avenue as a shared street.
- » Park Place is extended through the AT&T site to College Avenue.
- » Existing access drives are re-used as streets and alleys.
- » Adjusted streetscapes on key streets and traffic calming on neighborhood streets improve bicycle and pedestrian connections to the East Lake MARTA station and between neighborhoods.
- » Housing types that can accommodate at least 20% affordable housing units, as recommended in the policy action plan on 117, are proposed on the station property.
- » Non-residential parcels shown in pink on the map are susceptible to redevelopment. Development on these sites should adhere to the same design and policy recommendations as the concept plans for the MARTA and AT&T property, which were largely based on public input.



LEGEND

-  MARTA Rail Line
-  Municipal Boundaries
-  Sites Susceptible to Redevelopment
-  MARTA Site Plan: 43 units / acre
-  ATT Site Plan: 11.6 units / acre
-  Public Open Space
-  New Street / Street Extension
-  New Alley / Alley Re-Use
-  New Intersection
-  New Sidewalks
-  Traffic Calming: Raised Crosswalks
-  Adjusted Bus Routing
-  DeKalb/Howard Ave Street Section
-  East Lake Dr Street Section
-  Park Pl Street Section
-  College Ave Street Section
-  Intersection Treatment: 3-way Stop
-  Intersection Treatment: Remove Slip Lanes
-  Intersection Treatment: Tighten Intersection



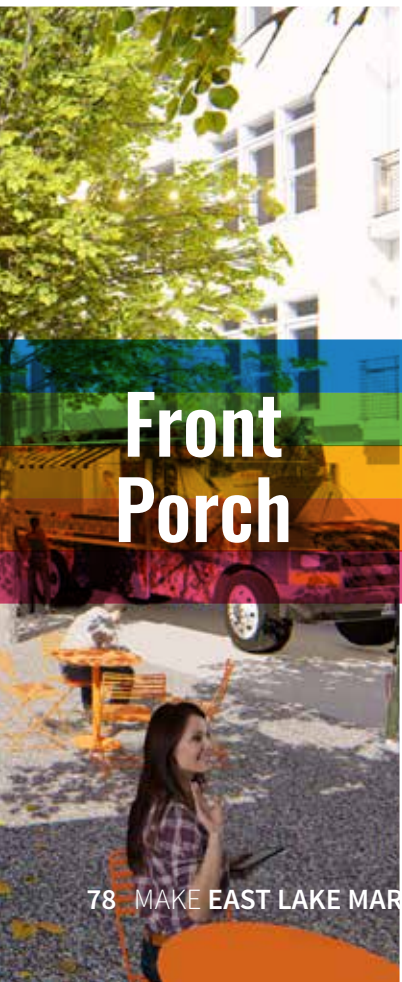
- » All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within the public right-of-way.
- » Only non-residential properties were analyzed.
- » Single-family homes were not considered.

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Recommended **Concept Plan**

The recommended site plan includes mixed-use development, including affordable housing, on the 10-acre MARTA property, and a long-term vision on the 7-acre AT&T properties; park space; and a focus on making it easier for people to travel to and from the MARTA station. Travel is improved through traffic calming recommendations on neighborhood streets and enhanced street sections on College Avenue, Park Place, East Lake

Drive, and Howard Avenue / DeKalb Avenue. Development addresses the surrounding neighborhoods' character with a maximum of 5 stories for all buildings, with the requirement that buildings step down to 3 stories adjacent to single-family residential districts. In addition to mixed-use development, a significant amount of usable public open space and recommended programming is provided on the MARTA station property.



**Front
Porch**



Connections



**Mixed
Use**



**Public
Spaces**



Housing



East Lake Drive
(Page 92)

MARTA Site (Page 79)

EAST LAKE
MARTA

Howard Avenue (Page 86)

College Avenue (Page 88)

Park Place
(Page 96)

Winter Avenue
(Page 94)

AT&T Site (Page 100)

All proposed development and streetscape changes occur completely within
the MARTA property, AT&T property, and within public right-of-way.

MARTA Station

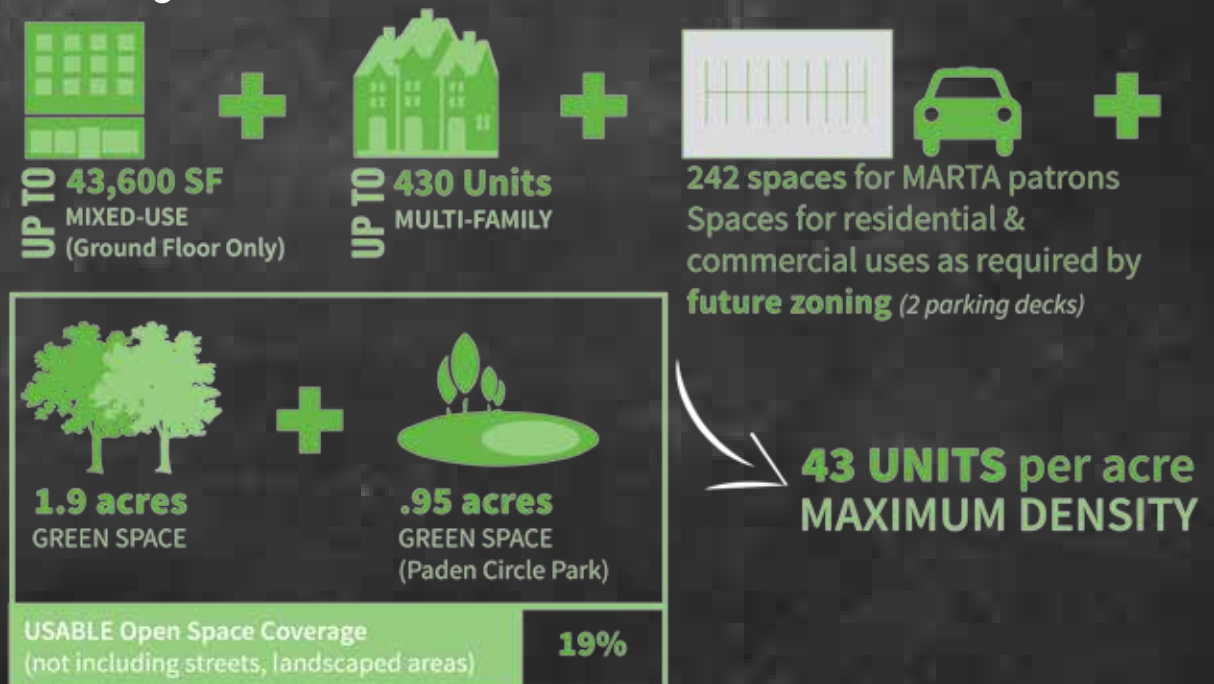
The final recommendations for the MARTA property include:

- » Mixed-use development, including housing with at least 20% affordable units, retail, restaurant, and office space;
- » Green space and plazas (~19% of the land area) that are connected with bicycle and pedestrian facilities on the connecting streets;
- » Reduced parking ratios for all uses based on new zoning districts and parking for MARTA patrons at the historic utilization rate;
- » Extension of Winter Avenue to College Avenue and re-routing bus loading and traffic onto College Avenue, Winter Avenue, and Park Place;
- » Stepping down buildings toward single-family residential districts and adding buffers where appropriate;
- » Station improvements, such as re-designing the building entrances and adding signage on the pedestrian bridge;
- » Access drives re-used as street extensions and alleys.

Recommendations Program

The concept plan for the MARTA station requires re-zoning (see Chapter 5) in both the City of Atlanta and City of Decatur to allow mixed-use development. The infographics to the right describe the overall recommendations for the MARTA property.

Parking that serves MARTA patrons may change based on MARTA's parking model to determine the necessary number of spaces. The number used in this study is based on the historic utilization (39%), and parking ratios for other uses were reduced based on upcoming City of Atlanta zoning ordinance changes and existing City of Decatur parking requirements.



**MAXIMUM DENSITY:
43 units per acre**

**UNINCORPORATED
DEKALB COUNTY**



All proposed development and streetscape changes occur completely within the MARTA site, and within public right-of-way.



MARTA Concept Action Items

More detail on the implementation and Action Plan for the MARTA station concept is in Chapter 5, page 110. As noted in Chapter 5, the south side and changes to College Avenue, Winter Avenue, and Park Place should occur prior to or concurrent with the north side changes. The construction action items include the following:

- » Build the Howard Avenue street section.
- » Build the DeKalb Avenue street section, and connect it to the Howard Avenue section.
- » Develop housing and mixed-use on north side of the station.
- » Build the “Front Porch” as part of the mixed-use development on the north side.
- » Build Paden Circle Park and add sidewalks on Paden Circle.
- » Relocate Station Soccer to the top of the new parking deck.
- » Connect Winter Avenue to College Avenue on the south side.
- » Construct the College Avenue street section enhancements and move MARTA bus loading to College Avenue.
- » Construct Park Place streetscape enhancements.
- » Make improvements to the Park Place and College Avenue intersection and add a 3-way stop
- » Develop housing and mixed-use on the south side of the station.
- » Build the Station Green and other public spaces.



**MARTA Station
(Entrance re-
designed)**

**Proposed
Restaurant with
roof deck**



The Front Porch

To activate East Lake MARTA station's Front Porch, the current station entrance is replaced with a more inviting entrance. The building visually opens with glass walls and a bright corridor that encloses a lively public courtyard ("the Front Porch") complete with bike parking, outdoor seating, and a space for food truck vendors. Mixed-use development, a proposed restaurant building, and multi-family housing overlook the public space, providing a safer and consistently active community space.



Food Trucks

Multi-Family
Building

Bosque with
movable seating

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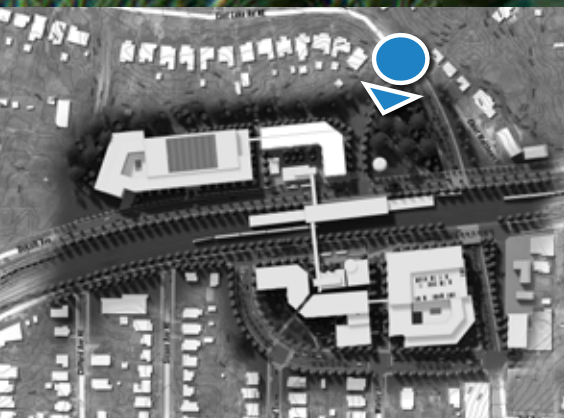
Paden Circle Park

This one-acre park provides another public space that offers residents and visitors a scenic place to relax and play. The steep terrain allows for the inclusion of a dramatic stormwater feature, boardwalk overlook, a waterfall overlook with art installations, and a scenic pedestrian pathways joining the sidewalks on East Lake Drive and Howard Avenue.

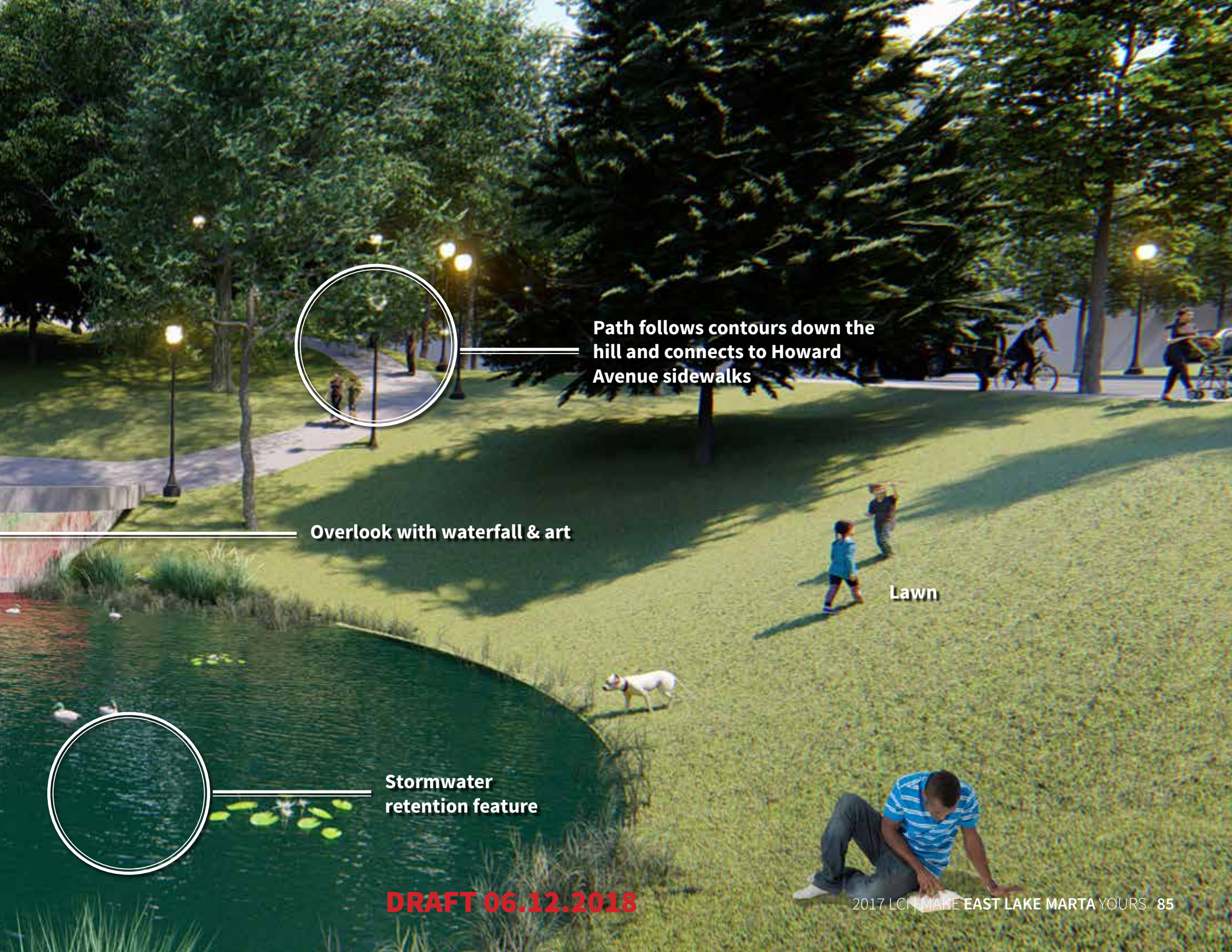


**Path connects to sidewalk on
East Lake Drive**

Boardwalk overlook



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Path follows contours down the hill and connects to Howard Avenue sidewalks

Overlook with waterfall & art



Stormwater retention feature

Lawn

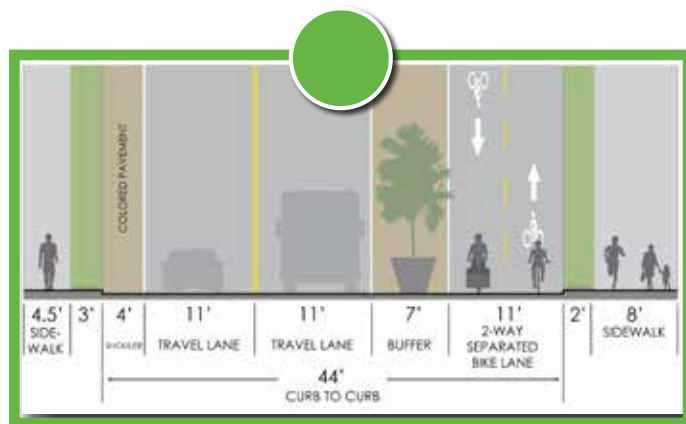
DeKalb / Howard Avenue

The DeKalb Avenue / Howard Avenue corridor links the City of Atlanta with the City of Decatur at the East Lake MARTA station property. In its current state, this high-volume corridor is comprised of four lanes of vehicle traffic (two lanes each way), and a designated left-turn lane that changes to a center reversible lane. Public input noted the corridor as dangerous, car-oriented, and unsafe for pedestrians and cyclists.

In an effort to make this corridor a complete street that is accessible and

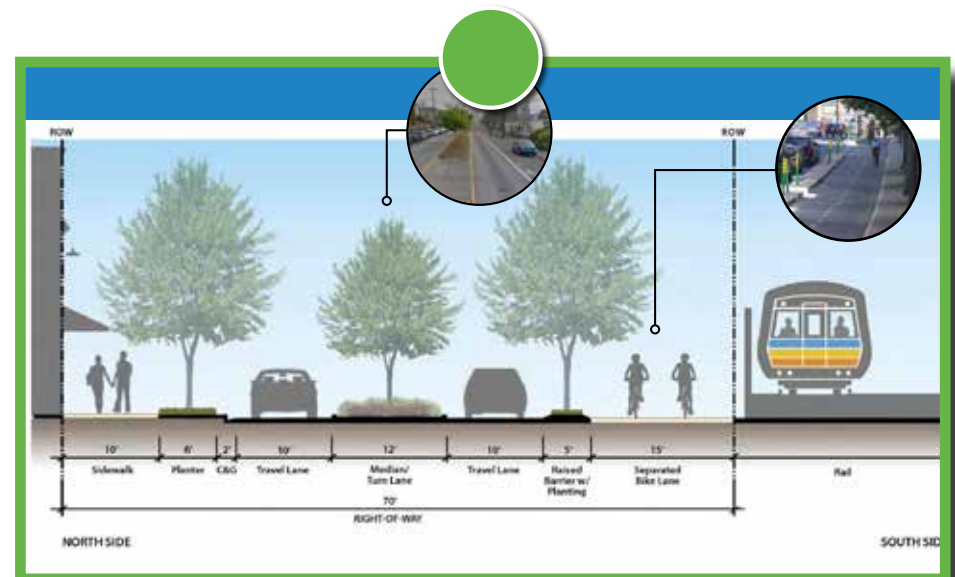
safe for all users, the City of Decatur's Re-Imagine West Howard Avenue and the City of Atlanta's Renew Atlanta DeKalb Avenue studies both suggest that the corridor be redesigned into an equitable multimodal street. Recommendations for each study include new landscaping, landscape buffers, separated bike lanes, and wider sidewalks. The proposed street sections are shown below.

Today, the planned Renew Atlanta DeKalb Avenue street section ends at



**City of Decatur Re-imagine
West Howard street
section, facing East**

A Link these sections
between Paden Circle
& Rocky Ford



**City of Atlanta Renew Atlanta DeKalb
Avenue street section, facing East**

Rocky Ford Road, and the planned Re-Imagine West Howard Avenue street section does not start until Paden Circle, leaving a portion of the corridor left undetermined for future improvements. This study recommends continuing the streetscape proposed in Re-Imagine West Howard to Rocky Ford Road.

Action Items

Additional details for implementation and the action plan are in Chapter 5, page 112.

- » Approve the recommendation to extend the Howard Avenue street section to the City of Atlanta's Renew Atlanta DeKalb Avenue project.
- » Obtain and allocate funding for each street.
- » Hire a design and engineering team for construction design work.
- » Construct the new street sections and bike facilities.



MARTA
Station

MARTA
Station

← WALK HERE →

Signage to note that
bridge is free

Re-Imagine West Howard
street section extended

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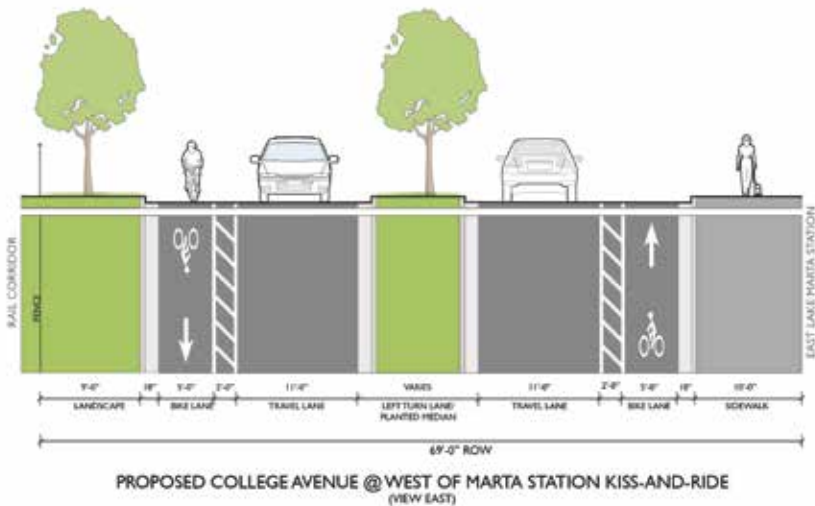
College Avenue

The College Avenue right-of-way varies in width and use of the space along the entire corridor. Because of the varied conditions and the recommendation to move bus loading onto College Avenue, three recommended sections were created to accommodate multiple transportation modes. The section adjacent to the MARTA station has very wide lanes (22' in some portions), allowing room to provide a central median, two vehicle lanes, a separate bus waiting platform and loading

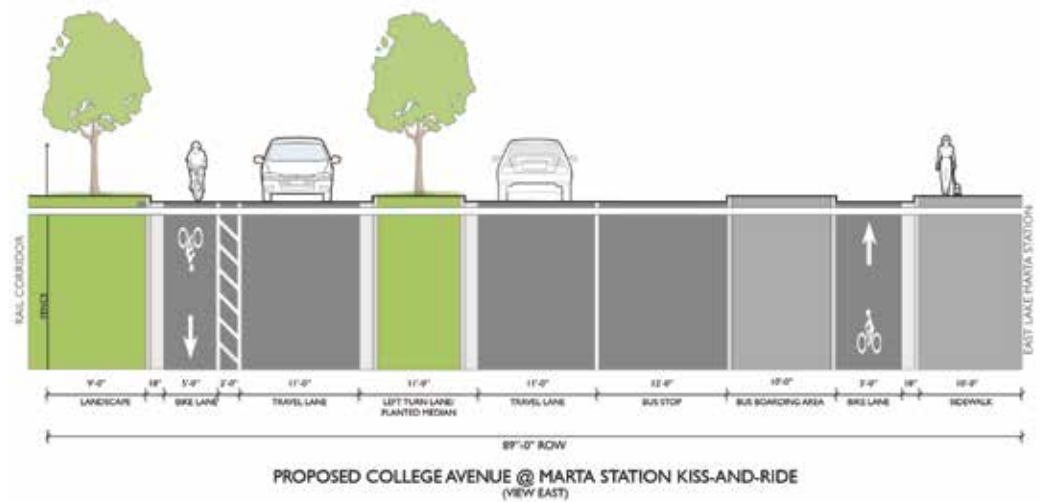
area for 4 buses, and a separated bike lane. Buses are loaded on College Avenue, then travel down Winter Avenue to Park Place. The recommended bike lane ends at the Atlanta Avenue intersection to link to the Stone Mountain Trail. On-street parking is provided adjacent to the proposed mixed-use development; however, the section narrows west of the station, requiring a future decision regarding the neighborhood's preferences for existing on-street parking or an improved bike facility.



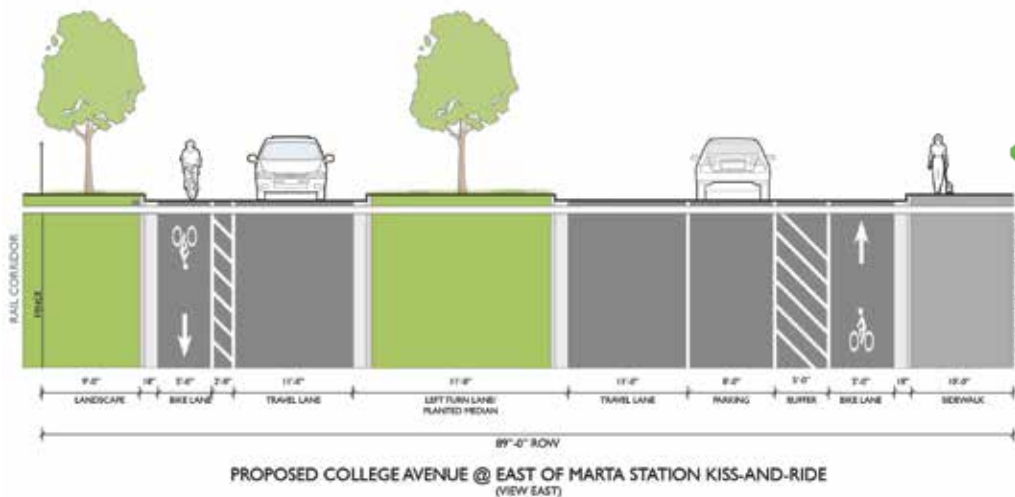
A Proposed - west of bus



B Proposed - at bus loading



C Proposed Street Section - east of bus



Action Items

Details for implementation and the action plan in Chapter 5, page 112.

- » Obtain and allocate funding in both cities.
- » Combine work with Winter Avenue Extension to complete the bus travel loop.
- » Hire a design and engineering team for construction design.
- » Construct the new street section and bike facilities.
- » Construct the new bus plaza and shelter.

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College Avenue Bus Plaza

Bus loading is moved from the station property to College Avenue, and conflict points between buses and pedestrians and cyclists are eliminated through separate facilities. Shifting the bus loading to College Avenue opens space for a pleasant sheltered waiting plaza, a small coffee shop or other retail use, and adjacent office building. To make this plaza more usable, bus shelters, trees, landscaping, bike parking, and seating are provided.





Bus Shelter



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Today, riders wait for MARTA buses by the south parking lot (photo above) and buses circulate in a loop in the parking area; however, this plan recommends that bus loading occur along College Avenue, which has plenty of right-of-way width to accommodate up to four stacked buses at a time in a separate lane. Bus traffic would then be re-routed to College Avenue, Winter Avenue, and Park Place.

MARTA's TOD Guidelines suggest providing station-area development that is compact and dense relative to its surroundings. Additionally, "Neighborhood Stations," like East Lake, are intended to accommodate bus loading on streets, rather than internal to the MARTA sites. With this proposed change in bus loading, additional land at the station is available for denser development closer to the station entrance and more usable public spaces.

East Lake Drive

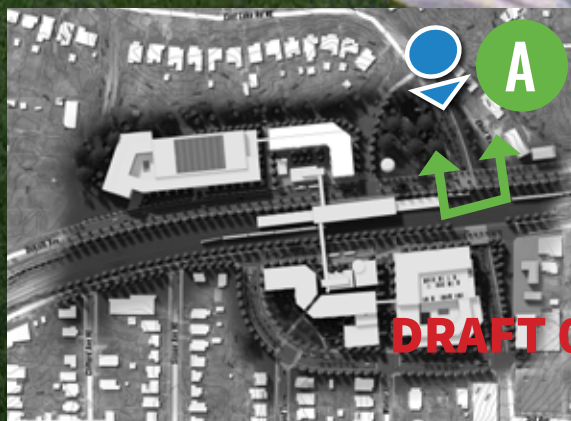
The proposed streetscape improvements for East Lake Drive extend from Parkwood Road to Third Avenue, and all proposed improvements are within the existing right-of-way. Protected bike lanes and wider sidewalks are separated from vehicular traffic. This section of East Lake Drive runs past the proposed Paden Circle Park, offering commuters a more enjoyable and scenic traveling experience.



Protected Bike Lane



**Paden Circle
Park**



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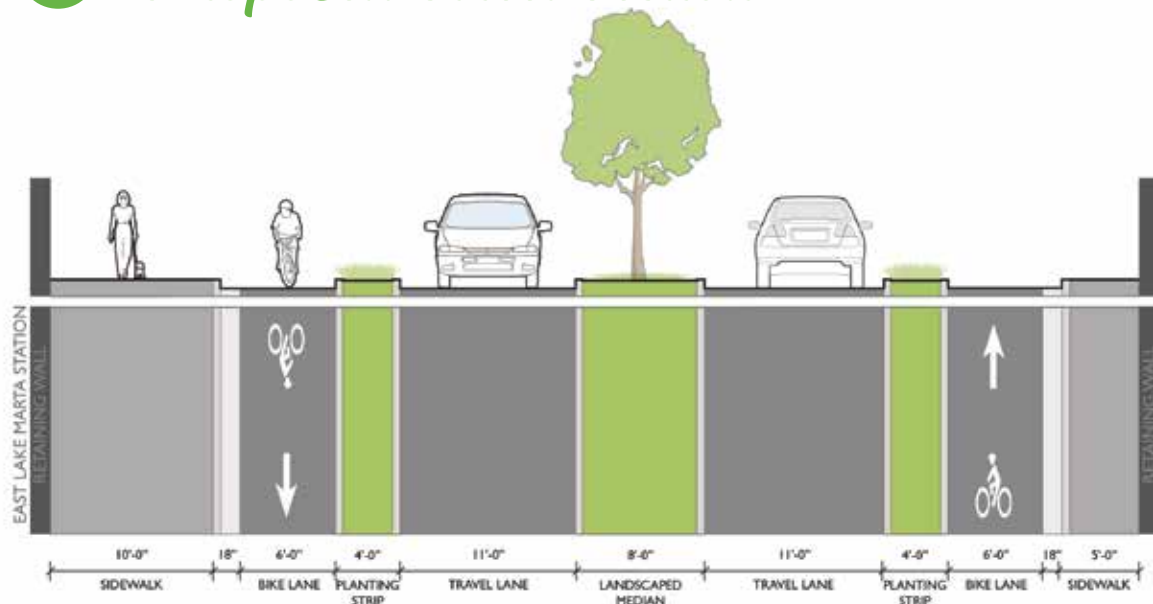
Action Items

Details for implementation, and the action plan are in Chapter 5, page 112.

- » Study the current configuration of the street section to determine the road diet's success.
- » Obtain and allocate funding.
- » Hire a design and engineering team for construction design.
- » Construct new street section from Parkwood Road to Third Avenue with corresponding intersection improvements.

A

Proposed Street Section



Winter Avenue Extension

This plan recommends extending Winter Avenue, where the existing south parking lot entrance is located, through the parking lot to College Avenue. Winter Avenue would become a shared, curbless street with on-street parking on one side, and pavers, street trees, and street furniture delineating uses. The shared street concept would prioritize pedestrians and cyclists, allow the adjacent corner plaza to expand for events, and seamlessly connect to the bus plaza at College Avenue. The vehicle lanes are wide enough to accommodate bus traffic turning onto Park Place, and the intersection with Park Place would be tabled to encourage slower speeds.

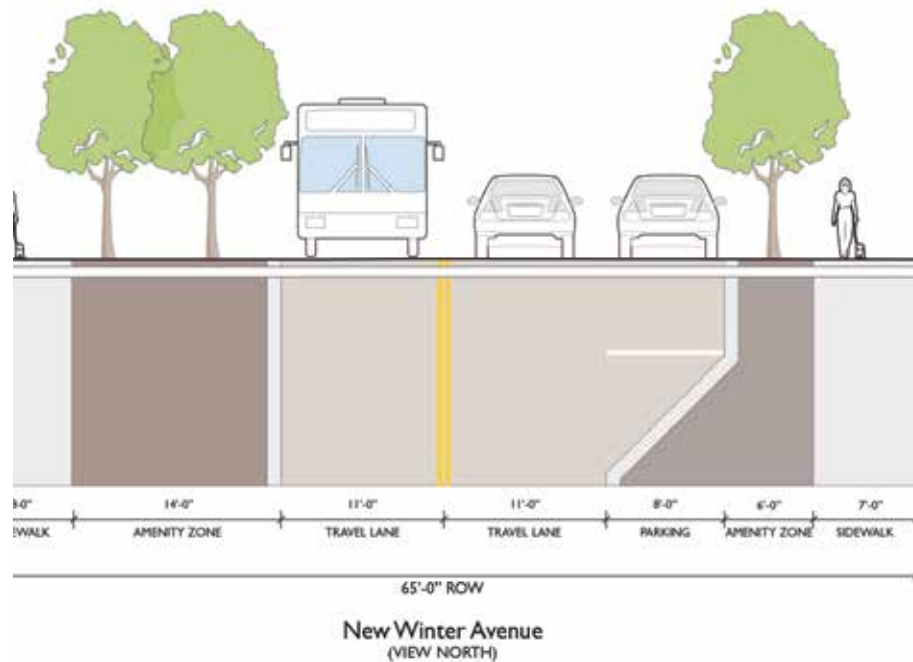
**Shared street
to include
bus traffic**

**Multi-family with
building height
step-down to 3
stories**

**Corner public plaza
with public art**

A

Proposed Street Section



Action Items

Details for implementation, and the action plan are in Chapter 5, page 112.

- » Extend the street with the development of the MARTA property and when bus loading is moved to College Avenue.
- » Build the tabled intersection at Winter Avenue and Park Place.

A

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Park Place

The proposed streetscape enhancements for Park Place offer a safer environment for commuters with the addition of separated bike facilities, wider sidewalks, on-street parking, and a planted median, all of which fit within the existing right-of-way. Pedestrians and cyclists are buffered from car traffic by planters, transitional pavers, and on-street parking. Crosswalks are added at key intersections and green paint notes where cyclists will interact with cars. This improved streetscape improves access to the proposed Station Green and mixed-use development at the East Lake MARTA station.

Multi-Family with
building height step-
down to 3 stories



Station Green

Protected bike lane



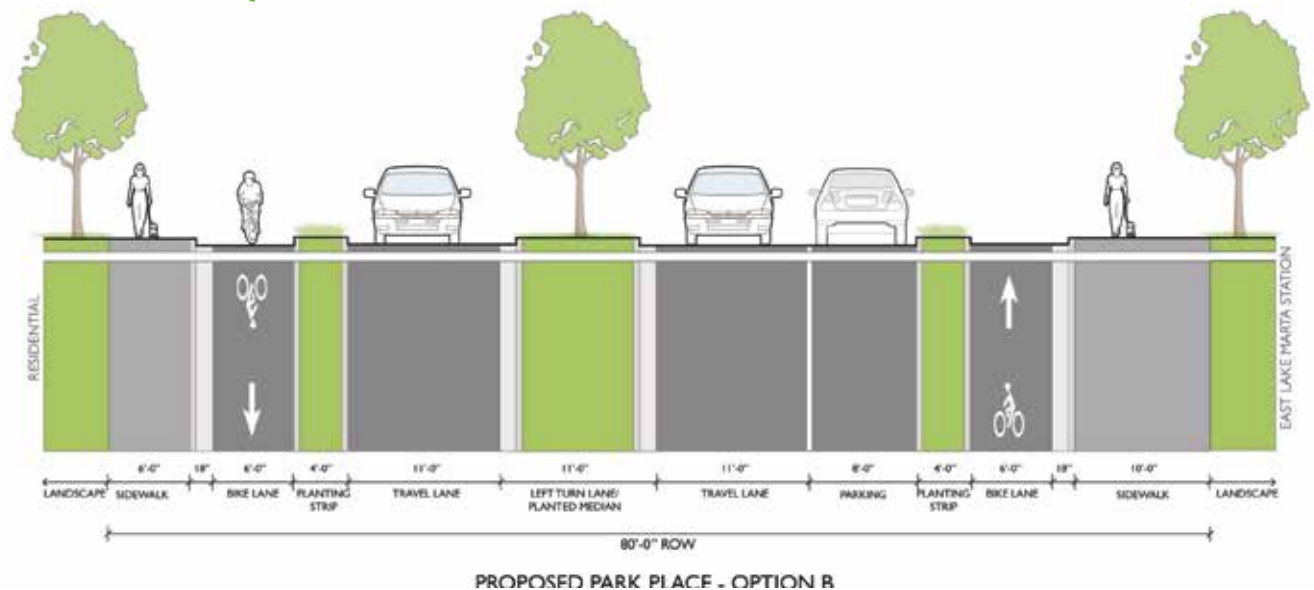
Action Items

Details for implementation, and the action plan are in Chapter 5, page 112.

- » Coordinate with GDOT to make the streetscape changes or to transfer the street to City of Atlanta and City of Decatur.
- » Obtain and allocate funding from the state and / or both cities.
- » Hire a design and engineering team for design work.
- » Construct the streetscape and intersection treatments at College Avenue, Winter Avenue, and East Lake Drive.

A

Proposed Street Section



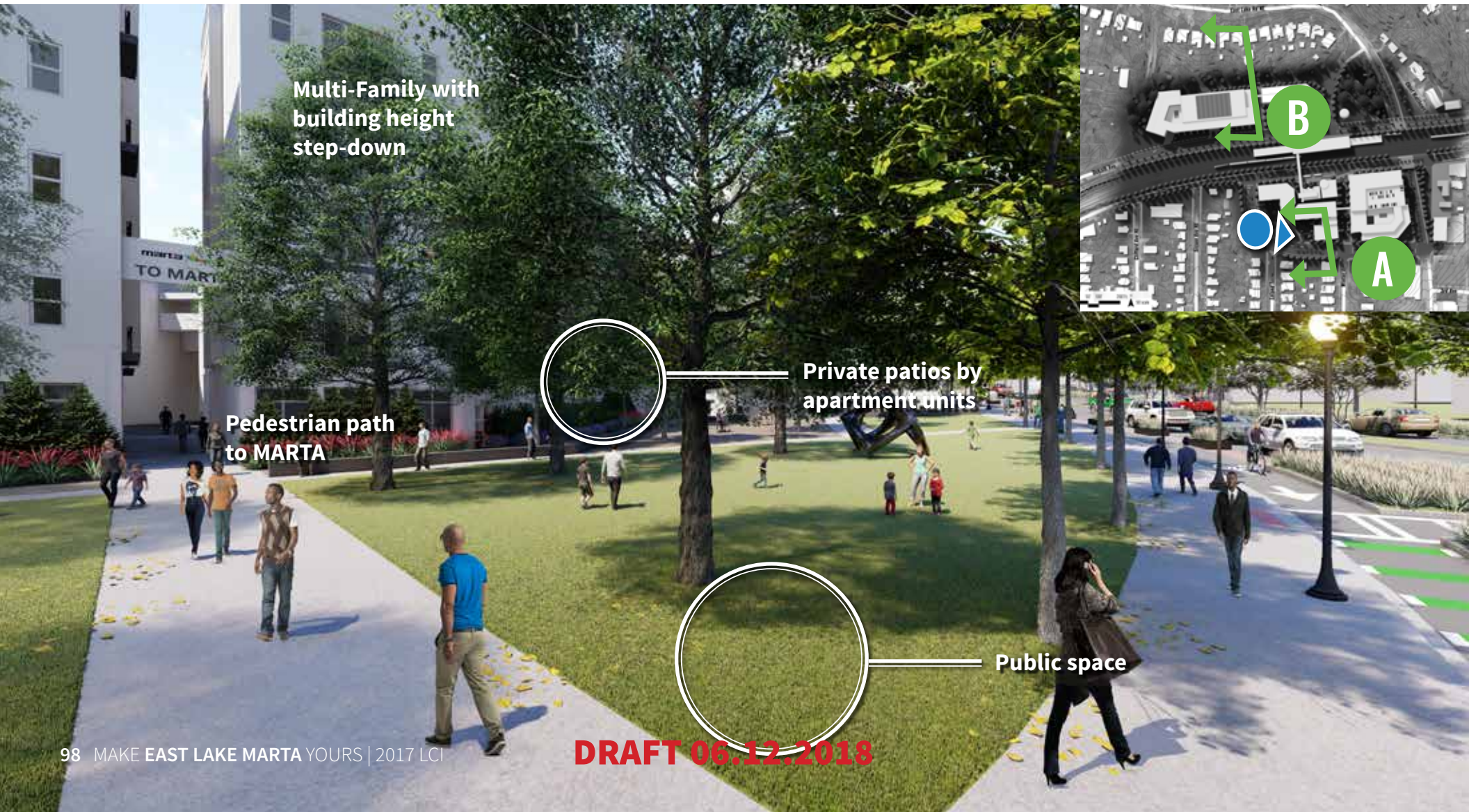
A

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Station Green

The one-acre Station Green fronting Park Place is enclosed by street trees and the multi-family and mixed-use buildings next to the station entrance. Mixed-use development fronts College Avenue and the northernmost edge of the Station Green to encourage use of the space during all hours of the day, while private residential spaces are indicated with low walls and

landscaped dividers. A pedestrian path bisects the lawn from Park Place between the buildings to the MARTA station. The green space serves as a neighborhood park for station users and visitors of the establishments. The park also serves as a buffer between residential properties along Park Place from the buildings that are situated directly against the MARTA station.



**Multi-Family with
building height
step-down**

**Pedestrian path
to MARTA**

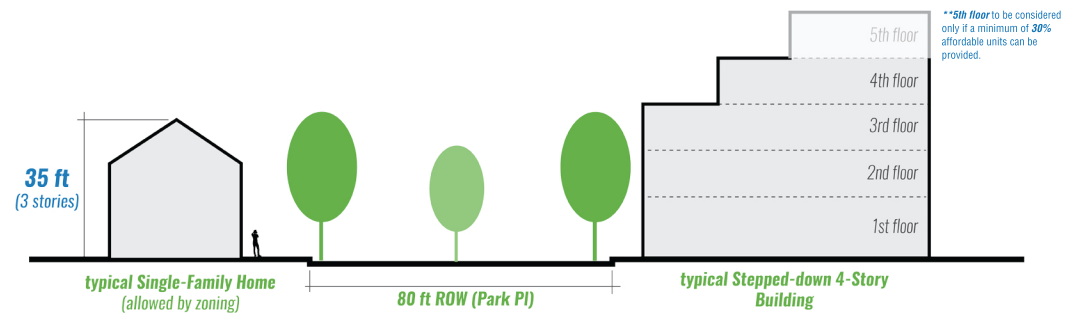
**Private patios by
apartment units**

Public space

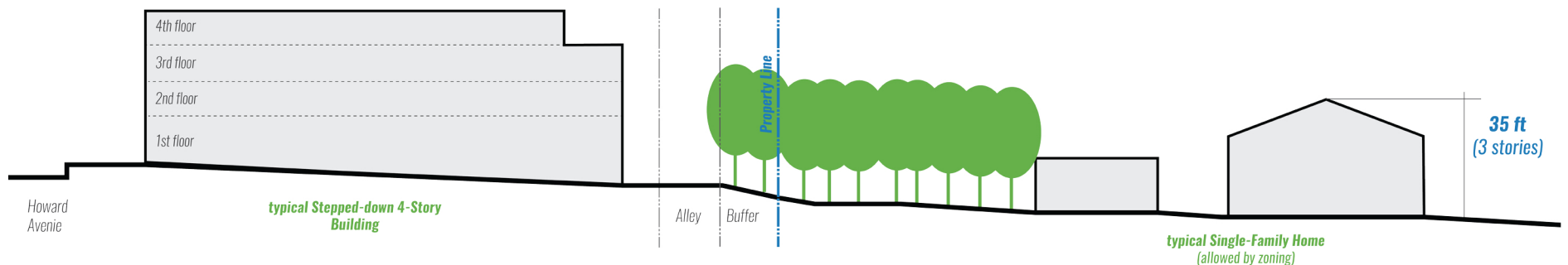
Transitional Height Section Drawings

The proposed buildings on both sides of the station step-down to three stories as they approach single-family residential properties. The diagrams below show the general relationship between the proposed buildings and the existing residential units on both the north and south sides of the MARTA station.

On the south side of the MARTA station, the enhancements to Park Place provide an additional buffer; the station green (left) also provides a large buffer between the neighborhood and the proposed buildings. An alley and landscaped buffer provides an additional buffer between the existing residential property line and the proposed buildings. Additionally, the existing single-family homes are located more than 200' feet from the back of the proposed building.



A South Side Transition



B North Side Transition

AT&T Property

Concept Plan Summary

The AT&T property concept plan is an idea for the long-term future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. As shown in the program below and on the adjacent map, the AT&T property concept plan focuses on residential development and the extension of Park Place through the site to College Avenue.

The final recommendation for the AT&T property include:

- » Creating a flexible public green space and creating flexible spaces out of parking lots that can be used for events;
- » Re-using existing access drives as street extensions and alleys;
- » Providing on-street parking and shared parking opportunities with Oakhurst Baptist Church and the East Lake MARTA station; and
- » Retaining existing businesses where possible along College Avenue.

Recommendations Program



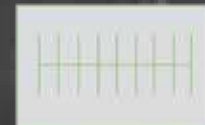
UP TO 19,800 SF
OFFICE



UP TO 34 Units
SMALL MULTI-FAMILY



UP TO 8 Units
LIVE/WORK
(self-parked)



Parking spaces provided based on
potential future zoning
On-Street Parking included
Self-Parked Total included



UP TO 27 Units
TOWNHOMES
(self-parked)



UP TO 13 Units
SINGLE-FAMILY HOMES
(self-parked)



.78 acres
GREEN SPACE

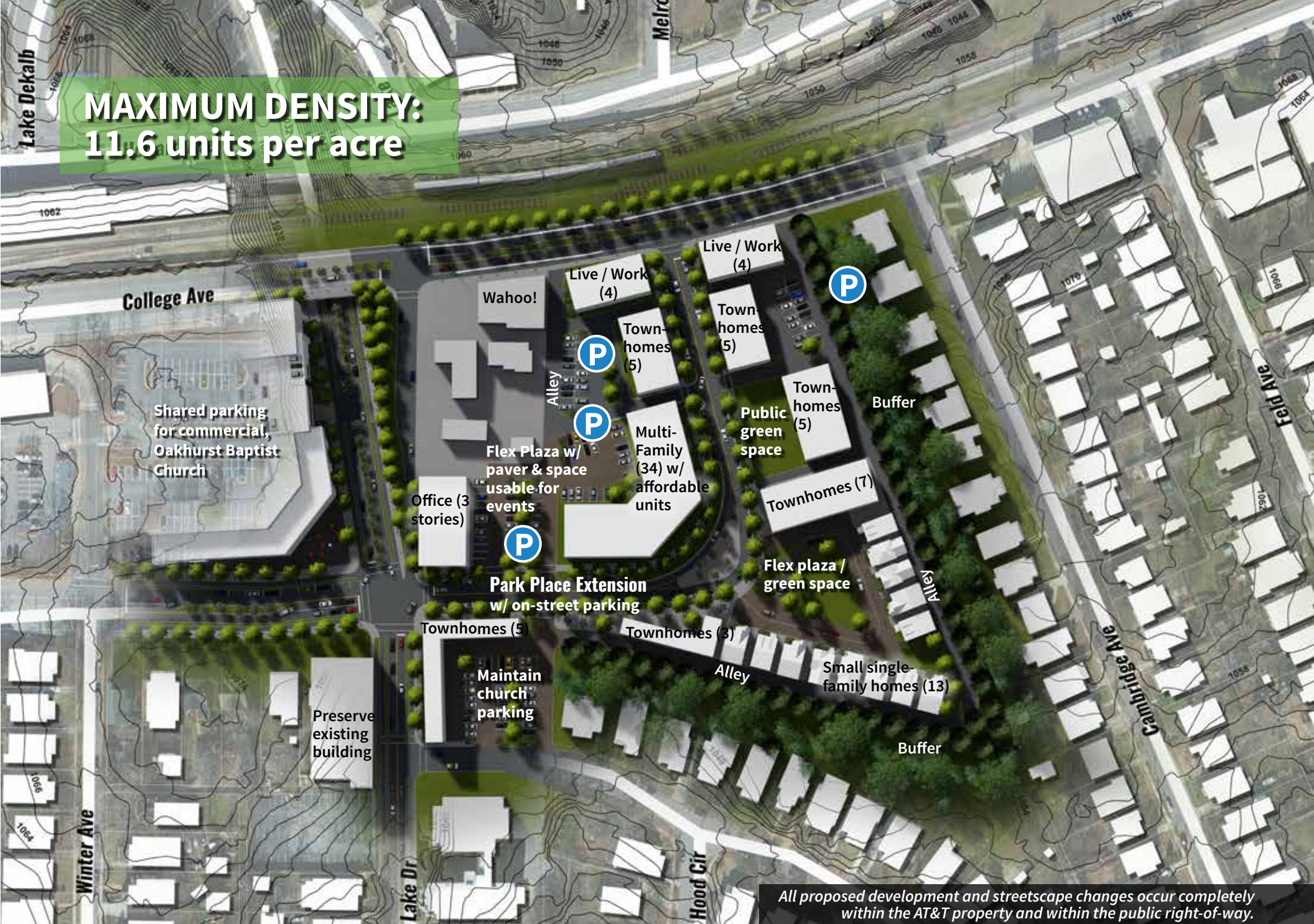
USABLE Open Space
Coverage
(not including streets,
landscaped areas)

11%



**11.6 UNITS per acre
MAXIMUM DENSITY**


**MAXIMUM DENSITY:
11.6 units per acre**



All proposed development and streetscape changes occur completely within the AT&T property and within the public right-of-way.

Public Plaza and Green Space

The central green space at the curve of the Park Place extension provides a place for picnics, games, and other means of passive recreation. The private porches and patios for the single-family homes fronting the public green space will be clearly designated through landscaping. Additionally, the access drive in front of the single-family homes is enhanced with pavers and bollards that allow the space to function as a plaza and pedestrian space on a typical day.



AT&T Concept Action Items

Additional details for implementation, and the action plan are in Chapter 5, page 110.

- » If the AT&T property should be redeveloped in the future, the City of Decatur will work with a developer to ensure a proposed development plan meets the goals of this LCI plan.
- » Extend Park Place through AT&T property to College Avenue.
- » Create alleys from existing access drives.
- » Develop residential units, live/work units, and corresponding parking.
- » Build the two public spaces.



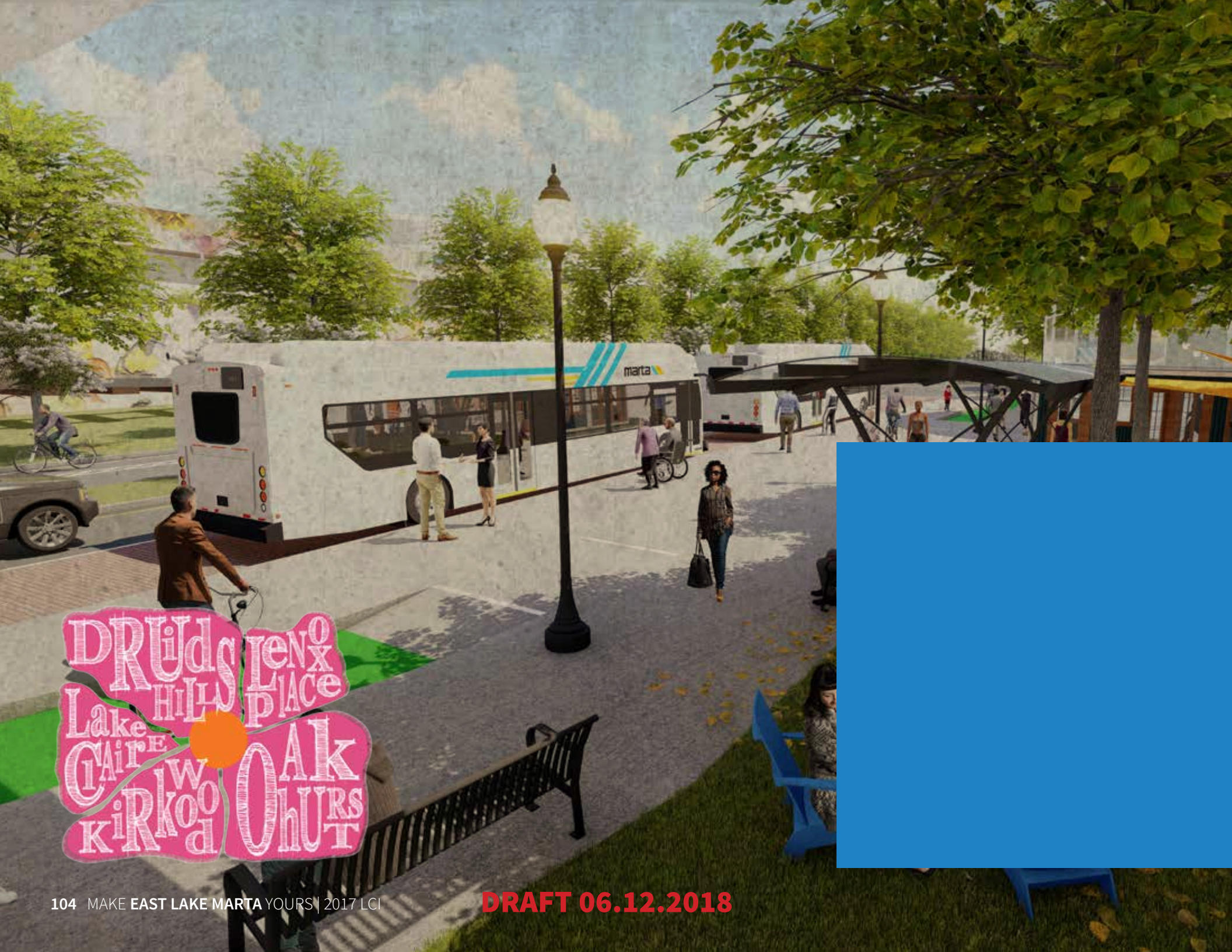


**Small single-family
homes**

**New street (Park Place
Extension)**

**Public flexible plaza and
green space**

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DRUIDS HILLS PLACE
LAKE CLARE
KIRKWOOD
OAK HURST



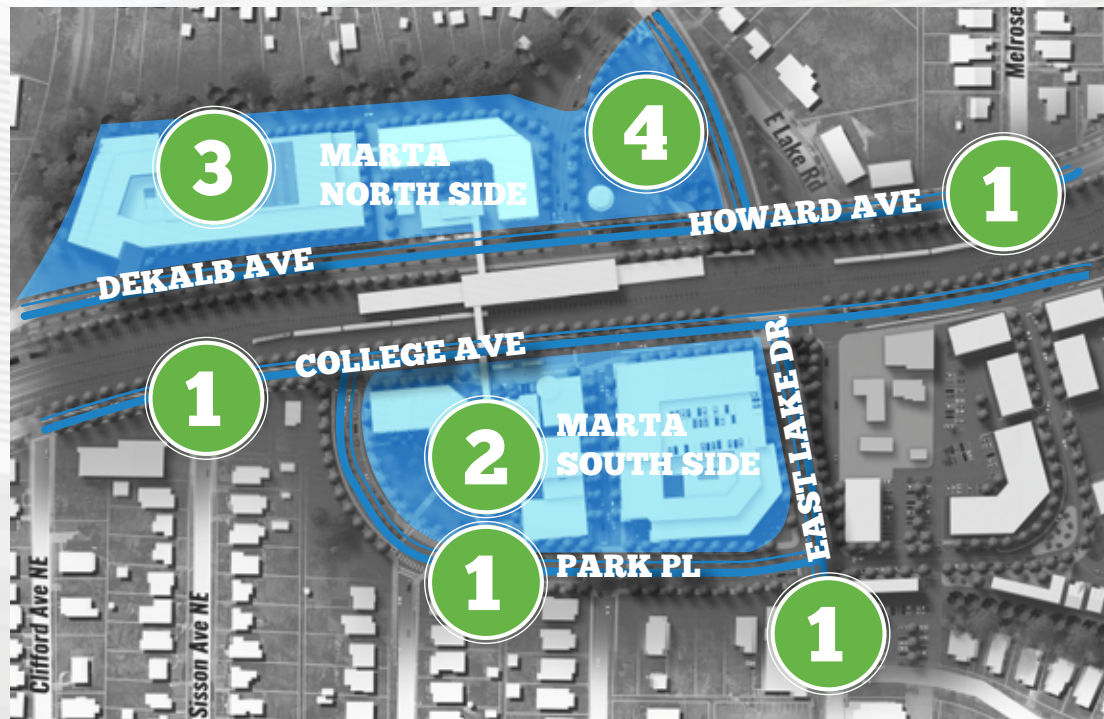
5.0 Implementation

*How will this
get built?*



- >> The Big 4 Projects
- >> Project List
- >> Design & Policy Recommendations

Projects: The Big 4



Implementation Summary

The East Lake MARTA Station LCI Study recommends four “big projects,” which are bundles of incremental improvements. Generally, these projects provide public open space, improve connectivity within and around the transit station, and encourage more walking and biking, thus alleviating vehicular trips in the vicinity. The adjacent chart lists the “Big 4 Projects” centered around the East Lake MARTA Station. The Design and Policy recommendations on pages 116 to 121 apply to the streets and MARTA and AT&T properties with specific recommendations, but they also apply to the smaller parcels noted as susceptible to change in the Framework Plan.

Recommendations

Short- and long-term projects and policies are recommended at and around the East Lake MARTA station. They are divided into three categories: Short-term projects specifically for the East Lake MARTA station property (noted as MST-# on the project list), Urban Design and Development projects (UD-#), and Transportation and Connectivity projects (T-#). The short-term projects are projects recommended on the East Lake MARTA station’s property that MARTA can implement immediately to start activating the station, much like their efforts in partnership with Central Atlanta Progress at Five Points Station, Midtown Alliance at the Arts Center and Midtown Stations, and the Fresh MARTA Markets at multiple transit stations.

The Urban Design and Development and Transportation and Connectivity projects are longer-term initiatives dependent on larger funding streams, coordination with private developers where appropriate, and collaboration between public entities. These projects occur on the East Lake MARTA station property, the adjacent streets, and as a long-term vision, the AT&T property. The project charts and corresponding maps on the following pages list all of the recommended projects, timeline for completion, the responsible entity, level of priority for implementation based on public engagement and positive impact, and general action steps.

Big 4 Projects

1

T-3

MARTA TO NEIGHBORHOODS CONNECTIVITY

T-3A	Connect Winter Avenue to College Avenue
T-3B	Construct College Avenue street section
T-3C	Move bus loading (pick-up / drop-off) to College Avenue
T-3D	Park Place streetscape enhancements
T-3E	Park Place and College Avenue intersection improvements
T-3F	Adjust Howard Avenue street section
T-3G	Adjust DeKalb Avenue street section

2

UD-1

DEVELOP SOUTH SIDE OF THE STATION

UD-1A	Develop housing and mixed-use on south side of the station
UD-1B	Build the Station Green

3

UD-2

DEVELOP NORTH SIDE OF THE STATION

UD-2A	Develop housing and mixed-use on north side of the station
UD-2B	Build the "Front Porch"
UD-2C	Relocate Station Soccer to the top of the new parking deck

4

UD-3

BUILD PADEN CIRCLE PARK

UD-3	Build Paden Circle Park on the MARTA parcel at East Lake Drive
T-4	Add sidewalks on Paden Circle

Projects: Short-Term

Short-Term Projects at East Lake MARTA station Implementation Strategy

NUMBER	PROJECT DESCRIPTION	TIMELINE	PRIORITY	RESPONSIBLE ENTITY	ACTION PLAN
MST-1	Marquee lighting and / or murals on pedestrian bridge	1-2 years	1	MARTA	Cost out marquee lighting / signage with a signage and lighting company. Hire local artist to paint mural. Hire signage and lighting company to install.
MST-2	Station Soccer on north parking lot	1 year	1	City of Decatur, Soccer in the Streets, MARTA	Continue coordination with Soccer in the Streets and their partnership with Atlanta United.
MST-3	Food truck events	1-2 years	1	City of Decatur, Soccer in the Streets, MARTA	Coordinate events with Station Soccer (Soccer in the Streets) games.
MST-4	Add bike facilities (parking)	1-2 years	1	MARTA, City of Atlanta, City of Decatur	Add bike parking behind the fare gates or add sheltered parking closer to the station entrance, bike repair stations, storage lockers, Atlanta Bike Share.
MST-5	Update large pylon signs on both sides of the station	1-2 years	1	MARTA	Continue existing MARTA program to update the pylon signs.
MST-6	Fresh MARTA Market on the plaza on the north side of the station	2 years	2	MARTA	Add station to the Fresh MARTA Market cycle. Find new vendors or use the same as other stations.
MST-7	Little Library or games	2 years	2	MARTA, City of Decatur, City of Atlanta	Add to Decatur's existing Little Library network or to MARTA's network, like at Arts Center station.
MST-8	Update the landscaping	1-2 years	3	MARTA	Add low-maintenance plants, clean up existing planters, and fix pavers on plazas.
MST-9	Community garden on the plaza on the north side of the station	2-3 years	3	MARTA	Add community garden plots on the plaza on the north side of the station. Potentially partner with the Wylde Center or other nearby community gardens.
MST-10	Murals on the building facades	2-3 years	3	MARTA	Hire a local artist to design and paint a mural, or use the vinyl adhesive, like at Five Points station.
MST-11	Wayfinding and public art	2-3 years	4	MARTA	Add maps inside the station to nearby, popular destinations. Use the existing "frames" on both sides of the station for art installations or big signs marking the station entrances or events (i.e. Station Soccer games).
MST-12	Shipping container retail	3 years	4	MARTA, City of Decatur	Target a coffee shop or other temporary, pop-up shop for shipping container retail on the south side of the station by the bus bay. This could start as an event, then move to permanent tenants.
MST-13	Outdoor fitness on plazas and parking lots	1-2 years	4	MARTA	Partner with local gyms or fitness services (CrossFit, HIIT, Boot Camp, Yoga studios) to host Saturday workouts on the parking lots.
MST-14	Outdoor seating - tables and chairs	1-2 years	4	MARTA	Add outdoor seating on the plaza. Potentially use it for the Station Soccer games and food truck events, then eventually make it a permanent fixture.



Short-Term Projects



North

1" = 200'

0' 100' 200' 400'

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Projects: Urban Design

Urban Design & Development Projects Implementation Strategy

NUMBER	PROJECT	TIMELINE	PRIORITY	RESPONSIBLE ENTITY	ACTION PLAN
★ UD-1	Develop the South Side of the Station				
UD-1A	Develop housing and mixed-use on south side of the station	TBD - Private Market	1	MARTA, Private Developer, City of Atlanta, City of Decatur	City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking, infrastructure improvements, and relocation of the bus intermodal (T-3C). MARTA to release RFP and find developer to develop the south and / or north sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals.
UD-1B	Build Station Green	TBD - Private Market	1		
UD-1C	Construct improved bus bay waiting plaza	TBD - Private Market	1		
★ UD-2	Develop North Side of the Station				
UD-2A	Develop housing and mixed-use on the north side of the station	TBD - Private Market	2	MARTA, Private Developer, City of Atlanta, City of Decatur, Soccer in the Streets	City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking and infrastructure improvements. MARTA to release RFP and find developer to develop the north and / or south sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals. Design the north parking garage so that the top is flat to accommodate the soccer field.
UD-2B	Build "Front Porch"	TBD - Private Market	2		
UD-2C	Relocate Station Soccer	TBD - Private Market	2		
★ UD-3	Build Paden Circle Park	2-3 years	1	MARTA, City of Decatur	MARTA and City of Decatur to release an RFP for design and construction. Potentially expand the land to include the water tower site (City of Decatur owns this parcel). Can be combined with UD-2, if appropriate.
UD-4	Re-design and re-build station entrances	2-3 years	3	MARTA	MARTA to release an RFP for design and construction to make station entrances more transparent and accessible (elevators, escalators going both directions). Can be concurrent with UD-1 and / or UD-2 , if appropriate.
UD-5	Develop AT&T property		4		
UD-5A	Develop housing, live/work, parking	TBD - Private Market	4	City of Decatur, Private Developer	If AT&T sells their properties, work with the developer to re-zone properly and develop the parcels as close to this LCI plan as possible.
UD-5B	Build the public spaces in the AT&T property		4		

★ = Big 4 Projects



Urban Design Projects



North

1" = 200'

0' 100' 200' 400'

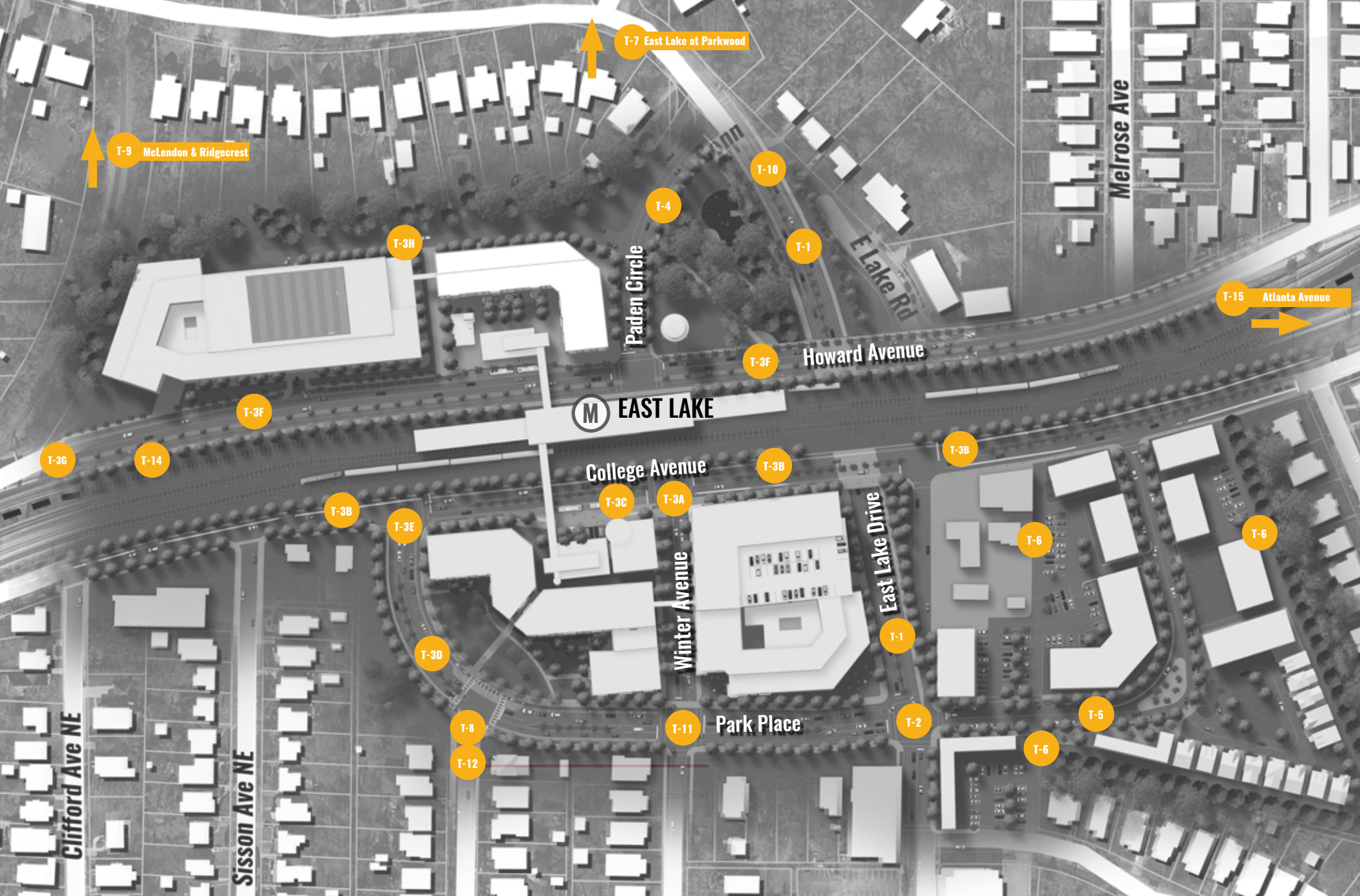
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Projects: Transportation

Transportation & Connectivity Projects Implementation Strategy

NUMBER	PROJECT	TIMELINE	PRIORITY	RESPONSIBLE ENTITY	ACTION PLAN
T-1	Implement East Lake Drive street section	2-3 years	1	City of Decatur	City of Decatur to release an RFP for design and construction of the new street section.
T-2	Improve Park Place and East Lake intersection - remove southbound right slip lane at East Lake onto Park Place	2-3 years	1	City of Decatur	Can be concurrent with T-1
★ T-3	MARTA to Neighborhoods Connectivity		1		
T-3A	Extend Winter Avenue to College Avenue and create a 3-way stop	2-3 years	1	MARTA, City of Decatur, City of Atlanta, GDOT, Private Developer	Identify public funding for replacement parking (part of UD-1 and UD-2), infrastructure improvements, and relocation of the bus intermodal (T-3C). Construct shared street and intersection improvement with the development of the parking lot (UD-1). This project should be completed concurrently with T-3B, T-3C.
T-3B	Construct College Avenue street section changes	2-3 years	1	City of Decatur, City of Atlanta, GDOT	Coordinate with GDOT for streetscape changes; obtain and allocate funding; hire a design and engineering team for the construction design work. This project should be concurrent with T-3A, T-3C
T-3C	Move bus loading (pick-up / drop-off) to College Avenue	2-3 years	1	MARTA, City of Decatur, City of Atlanta, GDOT	Identify public funding for replacement parking (part of UD-1 and UD-2), infrastructure improvements, and relocation of the bus intermodal (T-3C). Coordinate with GDOT for streetscape changes; MARTA coordinates adjusted bus loop and operations. This project should be concurrent with T-3A, T-3B.
T-3D	Park Place streetscape enhancements	2-3 years	1	City of Atlanta, City of Decatur, GDOT	Coordinate with GDOT to allow streetscape changes or to transfer the right-of-way to City of Atlanta and City of Decatur; obtain and allocate funding; hire a design and engineering team. Can be concurrent with T3A, T-3B, T-3C.
T-3E	Park Place and College Avenue intersection improvements; 3-way stop	2-3 years	1	MARTA, City of Atlanta, GDOT	Can be concurrent with T-3D
T-3F	Adjust Howard Avenue street section	2-3 years	1	City of Decatur	Accept recommendation to extend the Howard Avenue street section to the DeKalb Avenue complete street project; obtain and allocate funding; hire a design and engineering team.
T-3G	Adjust DeKalb Avenue street section	2-3 years	1	City of Atlanta	Accept the recommended street section to align with Howard Avenue street section; obtain and allocate funding; hire a design and engineering team.
T-3H	Create alleys on north side of MARTA station from existing access drives	2-3 years	1	MARTA, City of Atlanta	Construct concurrent with mixed-use development on the parking lot (UD-2).

★ = Big 4 Projects



Caption Text

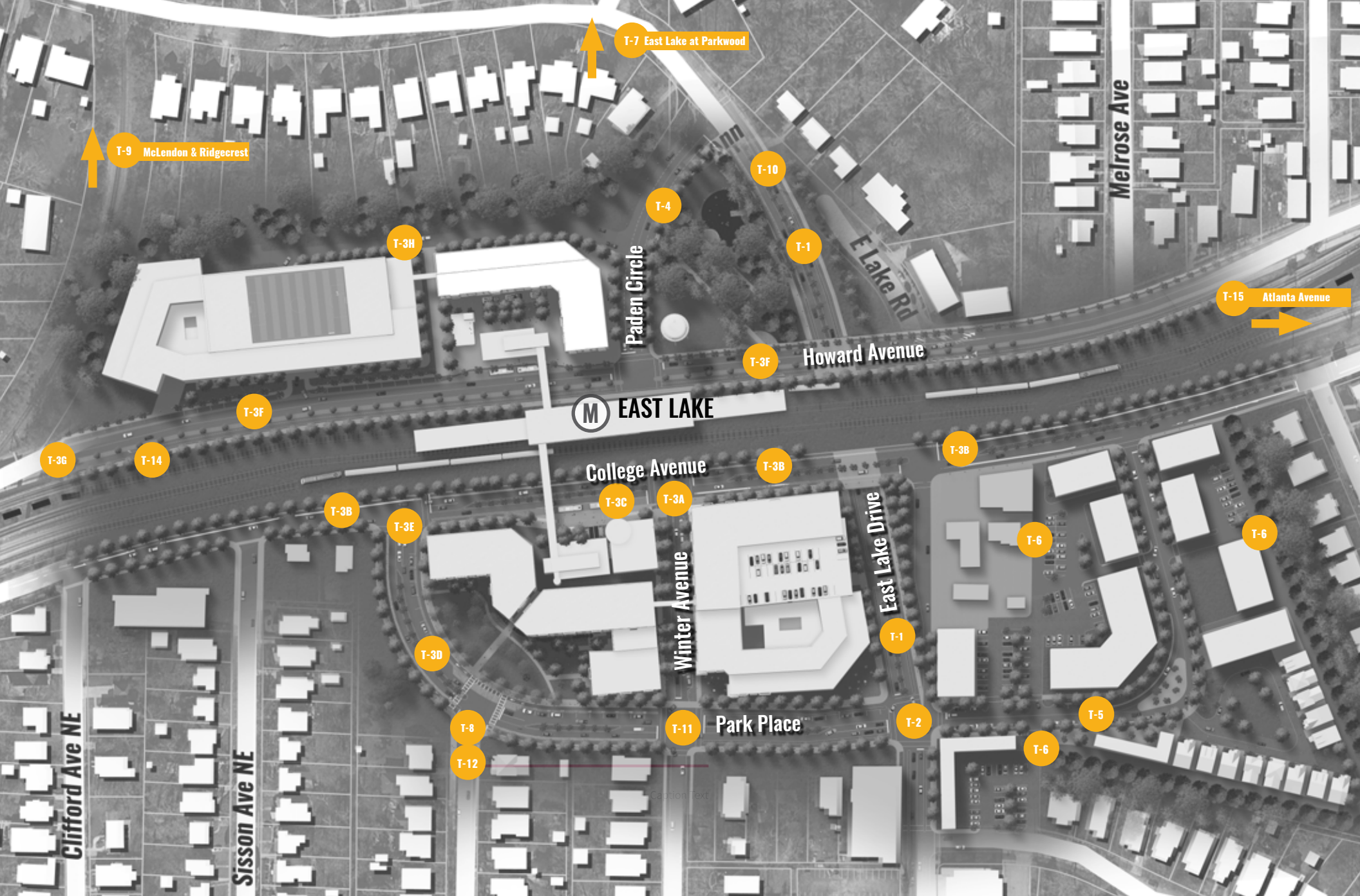
Transportation Projects

↑ North 1" = 200' **DRAFT 06.12.2018**

Projects: Transportation

Transportation & Connectivity Projects Implementation Strategy

NUMBER	PROJECT	TIMELINE	PRIORITY	RESPONSIBLE ENTITY	ACTION PLAN
T-4	Add sidewalks on Paden Circle		2	City of Decatur	City of Decatur to obtain and allocate funding; hire a design and engineering team for construction documents.
T-5	Extend Park Place through AT&T site to College Avenue and create 3-way stop	5-10 years, or when AT&T decides to sell	5	City of Decatur, Private Developer	Concurrent with potential long-term redevelopment of the AT&T property (UD-5).
T-6	Create alleys on AT&T site from existing access drives	5-10 years, or when AT&T decides to sell	5	City of Decatur, Private Developer	Concurrent with potential long-term redevelopment of AT&T property (UD-5) and extension of Park Place through the property (T-5).
T-7	Remove northbound, right-turn slip lane at E. Lake Drive and W. Parkwood	1-2 years	3	City of Decatur	City of Decatur to obtain and allocate funding; hire a design and engineering firm; coordinate with neighbors. Restripe lane markings and crosswalks.
T-8	Traffic Calming: tighten intersection at Leland Terrace and Park Place		3	City of Atlanta, GDOT	City of Atlanta and / or GDOT to obtain and allocate funding; hire a design and engineering firm; coordinate with neighbors. Should be concurrent with T-12.
T-9	Traffic Calming: install raised intersection at McLendon and Ridgecrest		3	City of Atlanta	City of Atlanta to obtain and allocate funding; install the raised intersection; restripe lane markings and crosswalks as needed.
T-10	Create 3-way Stop at Paden Circle and East Lake	1-2 years	2	City of Decatur	City of Decatur to obtain and allocate funding; remove existing signal; replace with 3 stop signs; restripe lane markings and crosswalks if needed.
T-11	Traffic Calming: raised crosswalk at Winter Avenue and Park Place		3	City of Decatur, City of Atlanta, GDOT	Obtain and allocate funding; coordinate with GDOT for tabled intersection. Construct the intersection immediately or concurrent with T-3A.
T-12	Traffic Calming: Raised Crosswalk at Leland and Park Place		3	City of Atlanta, GDOT	Should be completed concurrently with T-8. Restripe lane markings and crosswalks.
T-13	Circulator Shuttle or Cliff Shuttle connection at East Lake MARTA		4	City of Decatur, MARTA, CCTMA	Coordinate with City of Decatur CTP recommendations for a potential circulator shuttle. Coordinate with Emory for adding a potential stop for the Cliff Shuttle at the East Lake MARTA station.
T-14	Existing PATH Trail enhancements		4	PATH, City of Decatur, City of Atlanta	Coordinate with PATH for making improvements to the existing trail at the CSX railroad crossing. Restripe lane markings and crosswalks.
T-15	Atlanta Avenue Intersection Improvements - current City of Decatur Project		1	City of Decatur	City of Decatur to continue current efforts to improve and realign the Atlanta Avenue intersection with College Avenue and Howard Avenue. Incorporate street sections for Howard Avenue (T-3F) and College Avenue (T-3B)



Transportation Projects

↑ North 1" = 200' **DRAFT 06.12.2018**

Design & Policy

This LCI plan offers a series of design and policy recommendations in order to accomplish the five project goals addressed by the proposed concept plans as shown in Chapter 4. The chart on pages 108 to 114 notes the recommendations and corresponding action steps to implementation.

Some key things to note regarding implementation include:

- » MARTA may maintain ownership of their station property and enter into a 99-year (long-term) ground lease with a developer to construct the TOD. If MARTA maintains ownership, residential units on MARTA property are likely to be rental units.
- » Re-zoning the MARTA property that contains the parking lots will be required in the future (see below).
- » The AT&T property concept plan is a concept for the future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. The City of Decatur does not have plans to acquire the land, but they can use this plan to negotiate with potential developers in the future.

Design and Policy: Zoning & Land Use

To implement the scale, density, and character defined in this plan, the property must undergo a change in land use category and zoning district in each respective municipal jurisdiction. Three zoning districts for the MARTA property are recommended, based on the density in the recommended concept plan and the corresponding City of Atlanta and City of Decatur zoning districts, in the table to the right. With the exception of the recommended City of Atlanta- and City of Decatur-initiated re-zoning of the East Lake MARTA station property, all other zoning changes in the study area should be developer-initiated. This will give the surrounding neighborhoods the opportunity to review development proposals and ensure their consistency with the vision of this LCI study. The design and

Land Use Table

City of Atlanta Parcels on MARTA Station Land

Recommended Land Use Category	Description	Recommended Zoning District
Medium-density Mixed-use (4 Stories)*^	Mix of residential and non-residential uses	MRC-2 or similar

City of Decatur Parcels on MARTA Station Land

Recommended Land Use Category	Description	Recommended Zoning District
C - Commercial / High Density Residential^	Mix of residential and non-residential uses	Mixed-Use Transit Subarea
C - Commercial / High Density Residential^		Mixed-Use Village Subarea

See map on page xxv and 119 to note where the re-zonings are recommended.

*In the City of Atlanta, MRC should only be used when commercial is limited to the first floor and less than 20% of the floor area.

^ This plan recommends 4 stories for building heights on the MARTA property. The buildings can be increased to 5 stories, using a density bonus, to accommodate 30% or more affordable units.

Policy Changes & Additions

#	POLICY CHANGE OR ADDITION	TIMELINE	PRIORITY	RESPONSIBLE PARTY	ACTION PLAN
P.1	Re-zone MARTA Property	3-5 years	2	City of Decatur and City of Atlanta	Re-zone Decatur land to Mixed-Use Transit Village or Mixed-Use Village Subarea. Re-zone City of Atlanta land to MRC-2 as shown in map on page 119.
P.1A	City of Atlanta land to MRC-2 (5 to 9 stories, mixed-use, but 5 Stories MAX)				
P.1B	City of Decatur on north side of the station to Mixed-Use Village Subarea (43 units / acre)				
P.1C	City of Decatur on south side to Mixed-Use Transit Subarea (70 units / acre, but 50 units / acre MAX)				
P.2	Provide incentives to developers who increase Affordable Housing Targets to 30%.	1-2 years	1		Provide incentives, like density bonuses, subsidies, and gap financing (page 120) to encourage additional affordable housing units.
P.3	Reduce parking ratios through unbundled parking, shared parking agreements, lower MARTA patron parking accommodation	1-2 years	1	City of Atlanta, City of Decatur, MARTA	Conclude MARTA parking study and model; use City policies to permit shared parking and unbundled parking
P.4	Encourage parks and open space, sustainability, and stormwater management for streets and developments.	1-2 years	1	City of Atlanta, City of Decatur, MARTA	
	Maintain the percentage of USABLE open space recommended in this plan (see page 80 and 100), which excludes sidewalks and landscape buffers. Encourage stormwater planters in proposed street sections (Park Place, College Avenue, East Lake, Howard, DeKalb) and sustainable stormwater collection and energy. New zoning districts require a minimum of 20% open space, but this can include sidewalks and landscape buffers.				
P.5	Promote architectural excellence through building step-downs, screening parking decks, quality materials, sustainable construction, and energy usage.	1-2 years	1	City of Atlanta, City of Decatur, MARTA	
P.6	Request GDOT transfer Park Place to the City of Decatur and Atlanta in the respective jurisdiction.	TBD	2	GDOT, City of Atlanta, City of Decatur	This will depend on transportation improvements.
P.7	Encourage re-zoning “Quality of Life” zoning districts on other parcels noted as susceptible to change.	TBD- Private Market	3	City of Atlanta, City of Decatur	Within the City of Atlanta, this could be MRC-1 (Low Density Mixed-Use) and in City of Decatur, this could be Mixed-Use Village Subarea.

Design & Policy

policy recommendations in this study assume the re-zoning of the MARTA property as described in the chart on page 116 and in the map to the right. Though this study cannot prescribe specific land uses in specific locations, the market study and public input uncovered a number of uses that would be appropriate for the East Lake MARTA station and other small parcels susceptible to change in the study area. When the sites develop, the City of Decatur and City of Atlanta should promote the inclusion of local businesses, rather than larger national chains, wherever possible. The adjacent chart lists the preferred, neighborhood-appropriate uses. This list of uses is based on the market study (pages 34 to 39) and public input.

Design and Policy: Parking Ratio Reductions

Excess off-street parking is a challenge to urbanism, particularly in areas surrounding transit stations. This LCI study accommodates the maximum MARTA parking replacement at the current historic utilization rate (39% of spaces) and allocates sufficient and reduced parking for the other proposed uses. However, the future zoning designations and future MARTA utilization rates, described below, will determine the number of parking spaces needed in future development.

MARTA is currently creating a flexible parking demand modeling tool, which will enable MARTA to derive projections of parking demand to inform decisions regarding replacement parking and station area development. This will help MARTA determine how much parking should be replaced as TODs are constructed in the future. Ideally, this model will justify the reduction of parking replacement, meaning that the number of spaces required specifically for MARTA patrons at the East Lake station can be further reduced. This plan also recommends that the City of Atlanta and City of Decatur promote lower parking ratios in developments near the East Lake MARTA station. The City of Atlanta's Zoning Ordinance update (in

Uses at East Lake MARTA Site

- » Small Grocery Store (~3,000 SF)
- » Day care
- » Affordable housing
- » Multi-family housing
- » Offices
- » Co-working office for the large % of people who work from home
- » Coffee shop
- » Restaurants
- » Publicly-accessible park and green space

Uses at AT&T Site and Other Potential Development Sites

- » Affordable Housing
- » Live/Work Units
- » Small-single family homes
- » Office space
- » Publicly-accessible park and green space

progress) will decrease required parking and provide parking caps within 1/4-mile of a transit station, and the City of Decatur requires a minimum of 2 spaces and a maximum of 5 spaces per 1,000 SF in mixed-use districts. In addition to zoning codes that promote lower parking ratios around transit stations, this can be accomplished with a variety of other methods. Each city could enact unbundled residential parking requirements, where residents of a building are required to contract separately for parking spaces, rather than having them included in rent by default. This lowers housing costs for those who do not own a car and reduces subsidies for car ownership. Uses within the potential new development at the station should enter shared parking agreements for more flexibility between themselves and MARTA.

All proposed development & streetscape changes occur **COMPLETELY** within the MARTA site, AT&T site, and within public rights-of-way.

CITY OF DECATUR
Institutional re-zoned to: **Mixed-Use Village Subarea** (43 units / acre)

AS DRAWN: 36 UNITS / ACRE

CITY OF ATLANTA
C-1 Commercial re-zoned to: **MRC-2 (Medium-density Mixed-Use)**
This plan recommends a MAX of 5 stories

AS DRAWN: 57 UNITS / ACRE
WITHIN THE CITY OF ATLANTA

CITY OF DECATUR
Institutional re-zoned to: **Mixed-Use Transit Subarea** (70 units / acre)
This plan recommends a MAX of 50 units / acre

AS DRAWN: 47 UNITS / ACRE
WITHIN THE CITY OF DECATUR

OVERALL DENSITY:
43 units / acre

City-initiated Rezoning on MARTA Property

↑ North 1" = 200' **DRAFT 06.12.2018**

Design & Policy

Design and Policy: Affordable Housing & Housing Types

This LCI study recommends MARTA's current TOD Guideline for Affordable Housing, which is 20% of all units, meeting 60% to 80% Area Median Income (AMI) as a minimum for the provision of affordable housing on the MARTA station property. Where possible through federal or other subsidies, these units should accommodate residents earning less than 60% AMI. As stated previously, all residential units on the MARTA property will likely be rental units. Although the land use recommendations in this plan consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. As related to housing, this includes:

- » Affordable / workforce housing above the recommended 20% standard as identified in MARTA's TOD Guidelines, this LCI study, and promoted through density / FAR bonuses in the Cities of Decatur and Atlanta.
- » Housing that serves a range of age groups, including the elderly.
- » Housing in which at least 5% of units are three-bedrooms within the City of Atlanta.

The City of Atlanta, City of Decatur, and housing authorities should offer incentives for the creation of affordable housing units when feasible through programs and tax credits to make up the gap financing between affordable and market-rate units. The Cities can also allow an increase in density and building height to five (5) stories near the station's building on the South side of the MARTA property to reduce construction costs and accommodate the units.

Design and Policy: Building Design

New buildings at the East Lake MARTA station should step-down to lower stories closer to adjacent, existing single-family residential properties.

The recommended concept plan shows this condition on the North side for buildings backing up to the adjacent homes, and on the South side for proposed buildings fronting Park Place. Building height can increase to 5 stories adjacent to the station entrance on College Avenue. Although the recommendations in this study consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, these recommendations will ensure new development fits the character of the neighborhoods. As related to building design, this includes:

- » Parking decks that are completely screened vertically and horizontally with active uses or public art.
- » Preservation of historic buildings on a site (on sites noted as susceptible to change in the study area other than the MARTA station property).
- » The use of brick or stone on all portions of exterior building facades visible from streets.
- » The building design meets or exceeds the aesthetic standards of the approving neighborhoods and City agencies.
- » Green roofs on buildings, which minimize stormwater run-off, provide public space, or provide vegetable gardens.
- » The provision of public art involving local artists.

Design and Policy: Open Space, Sustainability, and Stormwater Management

This LCI study recommends multiple publicly-accessible open spaces on the MARTA station and AT&T properties. Once the sites develop, the percentages for usable public open space (20% on the North side, 17% on the South side of the station, and 11.5% on the AT&T property), noted in

Courtesy: John McStravick

Parking Garage Screen

Building Design with Step-downs

Green Space as a Buffer

Open Space & Sustainability

Quality Building Materials

the concept plan programs should be maintained at the minimum. These percentages are lower than what zoning requires, but zoning allows other items, like buffers and sidewalks, to count as open space that are not included in the programs. Upon the Cities' potential proactive re-zoning to mixed-use districts, the open space requirements are 20% minimum. The recommended street sections for public streets, such as, East Lake Drive, Park Place, and College Avenue provide space for planters, which whenever possible, should include stormwater planters and / or bio-swailes to reduce the amount of stormwater run-off. Developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, they will ensure new development fits the character

of the neighborhoods. As related to public space and sustainability, this includes:

- » Green roofs on buildings to minimize stormwater run-off, provide public space, or provide vegetable gardens.
- » LEED Silver or similar certification in building design.
- » Additional publicly-accessible and usable open space that is not used to meet zoning requirements or the requirements of this plan.
- » The inclusion of stormwater planters and / or bio-swailes within a development or on private streets.
- » Creative methods to collect, store, and /or use stormwater on-site.
- » Use of solar or other clean energy.



DRUIDS LENOX PLACE
LAKE CLAIR WOOD OAK CHURCH

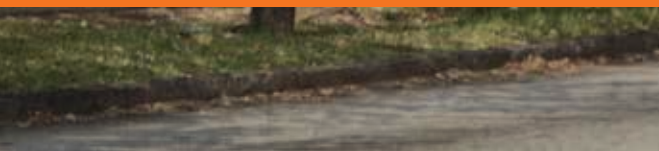


6.0 Appendix

*All the extra
stuff and data*



- >> Concept Metrics
- >> Concept Evaluation Matrix
- >> Full Market Study



Concept Evaluation Metrics

Goal 1. Increase ridership & revenue for MARTA

- » Increase Ridership
 - » 1 = no increase in usage (no density increase)
 - » 2 = minimal increase in usage (density = 10 units / per acre)
 - » 3 = minimum increase in usage (density = 15-25 units / acre)
 - » 4 = increase in usage (26-35 units per acre)
 - » 5 = maximum increase (36-50 units per acre)
- » Meets MARTA Density Requirements
 - » 1 = no increase in density
 - » 2 = minimal increase (density = 10 units / per acre)
 - » 3 = minimum increase (density = 15-25 units / acre)
 - » 4 = increase (26-35 units per acre)
 - » 5 = maximum increase (36-50 units per acre)
- » Meets MARTA Parking Requirements – **MARTA PARKING ONLY**
 - » 1 = every current space is replaced (621)
 - » 3 = parking reduced, but not to utilization
 - » 5 = every “used” parking space is replaced (based on 39% utilization)
- » Increase Revenue
 - » 1 = no increase in usage (no density increase); no commercial uses
 - » 2 = minimal increase in usage (density = 10 units / per acre); 10% of buildings have commercial
 - » 3 = minimum increase in usage (density = 15-25 units / acre); 20% of buildings have commercial
 - » 4 = increase in usage (26-35 units per acre); 40% of buildings have commercial
 - » 5 = maximum increase (36-50 units per acre); great mix of commercial and residential; 50% + of buildings have commercial

Goal 2. Station as a community destination

- » Short-Term Solutions
 - » 1 = no short-term solutions possible with current layout (they cannot be integrated into permanent)
 - » 3 = 1-3 short-term solutions possible with current layout (they can be integrated into permanent)
 - » 5 = 4+ short-term solutions possible with current layout (they can be integrated into permanent)
- » Incorporate Green Space / Open Space
 - » 1 = no green space
 - » 2 = green space, but no publicly accessible green space
 - » 3 = 5% - 9% green space (land area) - public
 - » 4 = 10% - 14% green space (land area) - public
 - » 5 = 15% + green space (land area) - public
- » Incorporates plazas, seating, other small open spaces
 - » 1 = no plazas or seating, or only private plaza / seating area
 - » 3 = one plaza and area for seating
 - » 5 = more than one plaza and area for seating
- » Long-term Solutions
 - » 1 = no development
 - » 3 = connections to neighborhood, but only one type of development only
 - » 5 = mix of uses with public open space and connections to adjacent neighborhoods

Goal 3. Better connections

- » Improved pedestrian connections (to neighborhood)
 - » 1 = no pedestrian improvements (sidewalks, trails, to neighborhoods)
 - » 3 = Sidewalks on internal streets only
 - » 5 = Sidewalks on internal streets and connecting streets

- » Improved bike connections (to neighborhood)
 - » 1 = no bike improvements (lanes, trails, to neighborhoods)
 - » 3 = bike connections on internal streets only
 - » 5 = bike connections on internal streets and connecting streets
- » Pedestrian Connections within site plan boundaries
 - » 1 = no pedestrian improvements (sidewalks, trails, to neighborhoods)
 - » 3 = 50% - 75% of streets have sidewalks
 - » 5 = 76% - 100% of streets have sidewalks
- » Bike connections within site plan boundaries
 - » 1 = no bike improvements (lanes, trails, to neighborhoods)
 - » 3 = 50% - 75% of streets have trails / lanes
 - » 5 = 76% - 100% of streets have trails / lanes
- » Block Size reduced (New Streets / Alleys)
 - » 1 = no new street or alleys or connections; same block size maintained
 - » 3 = street connections to grid, site is split into blocks, but the blocks are 500 to 600' in length
 - » 5 = New street and alley access, reconnecting to the grid; site is split into blocks 300-500' in length
- » Traffic Calming Measures
 - » 1 = no adjustments to existing streets
 - » 3 = traffic calming design on new streets/connections/alleys only
 - » 5 = traffic calming design on new streets/connections/alleys and existing streets
- » Bus Access and Operations
 - » 1 = reduces access to the bus bay for pedestrians and vehicles
 - » 3 = maintains access to the bus bay for pedestrians and vehicles
 - » 5 = improves access and / or removes buses from the site to open room for development

Goal 4. Vision for under-used properties

- » Vision
 - » 1 = no improvements made on sites susceptible to change

- » 3 = minimum density and commercial improvements on sites susceptible to change
- » 5 = walkable site plan with improved streets and connections, a mix of uses, smaller scale buildings, reaches MARTA density, maximum of 5 stories (on sites susceptible to change)
- » Neighborhood Oriented Uses
 - » 1 = big box development; no development proposed; single-family homes; excess parking
 - » 2 = single-family homes or townhomes only, only residential development, no publicly accessible green space
 - » 3 = minimum increase (density = 15-25 units / acre); small commercial spaces, 5% - 9% publicly accessible green space (land area)
 - » 4 = increase (26-35 units per acre); commercial spaces on first floor of 40% of buildings, 10% - 14% publicly accessible green space; mix of housing choices
 - » 5 = maximum increase (36-50 units per acre); commercial spaces on first floor of 50% of buildings or more; publicly accessible green space; some private green space; mix of housing choices
- » Options for Affordable Housing
 - » 1 = no affordable housing
 - » 2 = 5-9% affordable housing units
 - » 3 = 10-14% affordable housing units
 - » 4 = 20% affordable housing units
 - » 5 = density increase for additional affordable housing units (20% +)
- » Economically viable uses
 - » 1 = uses don't meet those noted in the market study
 - » 3 = square footage and residential units are viable for 5 years out
 - » 5 = square footage and residential units are viable for 10+ years out
- » Parking reduced for private development
 - » 1 = uses typical parking ratios for residential and commercial space
 - » 3 = reduction for parking ratio for one type of use
 - » 5 = reduction for parking ratio for all uses

Concept Evaluation Metrics

Goal 5. Enhance and protect residential neighborhoods

- » Appropriate density
 - » 1 = no increase in density
 - » 2 = minimal increase (density = 10 units / per acre); no housing mix
 - » 3 = minimum increase (density = 15-25 units / acre); housing mix
 - » 4 = increase (26-35 units per acre); housing mix
 - » 5 = maximum increase (36-50 units per acre); housing mix
- » Building Heights do not exceed preferences (3-5 stories max)
 - » 1 = more than 6 stories
 - » 3 = 4-6 stories
 - » 5 = 3-4 stories majority; 5 stories maximum
- » Building Step-downs
 - » 1 = 5 stories exist, no step-downs
 - » 3 = 3-5 stories, step-downs on 50% of buildings adjacent to residential
 - » 5 = 3-5 stories, step-downs on all buildings adjacent to residential
- » Buffers next to residential properties
 - » 1 = no buffer
 - » 2 = 10' buffer or less
 - » 3 = 11-20' buffer
 - » 4 = 21-29' buffer
 - » 5 = 30' + buffer

6. Community Support (Based on Online Concept Survey)

- » Total for like it / love it
 - » 1 = 1-20%
 - » 2 = 21-40%
 - » 3 = 40-60%
 - » 4 = 61 – 75%
 - » 5 = 76-100%

7. Other Criteria

- » Incorporates Previous Plans (MARTA TOD, DeKalb Howard, Decatur Strategic Plan, Decatur 360)
 - » 1 = no plan incorporation
 - » 3 = connectivity only incorporated
 - » 5 = connectivity and goals of other plans incorporated

Concept Evaluation Matrix - MARTA

NORTH SIDE														
Concept	1. Increase Ridership & Revenue								2. Station as Community Destination					
	SCORE Increase Ridership	Meets MARTA Density Requirements	SCORE MARTA Density Requirements	Meets MARTA Parking Requirements - MARTA PARKING ONLY	SCORE MARTA Parking Requirements	Increase Revenue	SCORE Increase Revenue	AVG SCORE	Short- term Solutions	SCORE Short- term Solutions	Incorporate Green / Open Space	SCORE Incorporate Green / Open Space	Incorporate plazas, seating, other small open space	SCORE Incorporate plazas, seating, other small open space
C.1		5 37 units / acre		5 Utilization rate		2/4 buildings 5 are MXU	4	4.75	Yes		Yes, 8.8%, 5 public		3 Yes	
C.2		4 35 units / acre		4 Utilization rate		1/2 buildings 5 have MXU	5	4.50	Yes		5 15.10%		5 Yes	
C.3		4 27 units / acre		4 Utilization rate		all buildings 5 MXU	5	4.50	Yes		5 15.60%		5 Yes	
SOUTH SIDE														
Concept	1. Increase Ridership & Revenue								2. Station as Community Destination					
	SCORE Increase Ridership	Meets MARTA Density Requirements	SCORE MARTA Density Requirements	Meets MARTA Parking Requirements	SCORE MARTA Parking Requirements	Increase Revenue	SCORE Increase Revenue	AVG SCORE	Short- term Solutions	SCORE Short- term Solutions	Incorporate Green / Open Space	SCORE Incorporate Green / Open Space	Incorporate plazas, seating, other small open space	SCORE Incorporate plazas, seating, other small open space
C.1		4 32 units / acre		4 Utilization rate		1/3 of buildings 5 have MXU	3	4.00	yes		4.45%, not 5 public		2 Yes, 2 plazas	
C.2		5 39 units / acre		5 Utilization rate		3/5 buildings 5 are MXU	5	5.00	Yes		5 12.55%		4 Yes, 2 plazas	
C.3		4 32 units / acre		4 Utilization rate		most buildings are 5 MXU	5	4.50	Yes		6.7%; half public and 5 half private		3 Yes, 2-3	
C.4		5 50 units / acre		5 Utilization rate		most buildings are 5 MXU	5	5.00	Yes		19.28%, 5 public		5 Yes, 2 plazas	

Concept Evaluation Matrix - MARTA

			3. Better Connections											
Long-term Solutions	SCORE Long-term Solutions	AVG SCORE	SCORE Bike Connections (to N-hood)	Pedestrian Connections (Station)	SCORE Ped Connections (Station)	Bike Connections (Station)	SCORE Bike Connections (Station)	Block Size Reduced (New Streets / Alleys)	SCORE Block Size Reduced (New Streets / Alleys)	Traffic Calming	SCORE Traffic Calming	Bus Access and Operations	SCORE Bus Access and Operations	AVG SCORE
Mix of uses	5	4.00		All streets have sidewalks		4 Bike on Howard		Kind of - access drives		Yes - all designed streets are calmed		5 N/A	5	4.14
Mix of uses	5	4.75		Plaza space out front, streets have sidewalks		5 Bike on Howard		Kind of - access drives and alley behind		Yes - all designed streets are calmed		5 N/A	5	4.29
Mix of uses	5	4.75		Plazas, trail, all streets have sidewalks		5 Off street trail		Kind of - access drives and alley behind		Yes - all designed streets are calmed		5 N/A	5	4.57
			3. Better Connections											
Long-term Solutions	SCORE Long-term Solutions	AVG SCORE	SCORE Bike Connections (to N-hood)	Pedestrian Connections (Station)	SCORE Ped Connections (Station)	Bike Connections (Station)	SCORE Bike Connections (Station)	Block Size Reduced (New Streets / Alleys)	SCORE Block Size Reduced (New Streets / Alleys)	Traffic Calming	SCORE Traffic Calming	Bus Access and Operations	SCORE Bus Access and Operations	AVG SCORE
mix of uses	4	4.00		Sidewalks on all streets		Bike on park, shared on Winter		Yes, less than 500'		5 yes		5 Maintained	3	4.43
mix of uses	5	4.75		Sidewalks on all streets and additional paths		Bike on park, additional paths, shared street on Winter		Yes, less than 500'		5 Yes		Improved / 5 shifted	5	5.00
mix of uses	5	4.50		Sidewalks on all streets and additional paths		Bike on park, additional paths, shared street on Winter		Yes, less than 500'		5 Yes		5 Maintained	3	4.71
mix of uses	5	5.00		Sidewalks on all streets and additional paths		Bike on park, additional paths, shared street on Winter		Yes, less than 500'		5 Yes		Improved / 5 shifted	5	5.00

4. Vision for under-used properties											5		
Vision	SCORE Vision	Neighborhood Oriented Uses	SCORE Neighborhood Oriented Uses	Options for Affordable Housing	SCORE Options for Affordable Housing	Economically Viable Uses	SCORE Economically Viable Uses	Parking ratios reduced for private development	SCORE Parking ratios reduced for private development	AVG SCORE	Appropriate Density	SCORE Appropriate Density	Building Heights Do Not Exceed Preferences
	5		4		4		5		4	4.40	37 units / acre	5	
	5		4		4		5		4	4.40	35 units / acre	4	
	4		4		4		4		4	4.00	27 units / acre	4	
4. Vision for under-used properties											5		
Vision	SCORE Vision	Neighborhood Oriented Uses	SCORE Neighborhood Oriented Uses	Options for Affordable Housing	SCORE Options for Affordable Housing	Economically Viable Uses	SCORE Economically Viable Uses	Parking ratios reduced for private development	SCORE Parking ratios reduced for private development	AVG SCORE	Appropriate Density	SCORE Appropriate Density	Building Heights Do Not Exceed Preferences
Yes	5		4		4		3		4	4	32 units / acre	4	
Yes	5		5		4		5		4	4.6	39 units / acre	5	
Yes	5		5		4		3		4	4.2	32 units / acre	4	
Yes	5		5		5		5		4	4.8	50 units / acre	5	

Concept Evaluation Matrix - MARTA

5. Enhance and protect residential neighborhoods						6. Community Support		7. Other Criteria		TOTAL
SCORE Building Heights Do Not Exceed Preferences	Building Heights Step-back	SCORE Building Heights Step-back	Buffers next to Residential Properties	SCORE Buffers Next to Residential Properties	AVG SCORE	Support (total like it/love it)	SCORE Support	Incorporates Previous Plans	SCORE Incorporates Previous Plans	
5		5		5	5.00	40%	2		5	29.29
5		5		5	4.75	54%	3		5	30.69
5		5		5	4.75	57%	3		5	30.57
5. Enhance and protect residential neighborhoods						6. Community Support		7. Other Criteria		TOTAL
SCORE Building Heights Do Not Exceed Preferences	Building Heights Step-back	SCORE Building Heights Step-back	Buffers next to Residential Properties	SCORE Buffers Next to Residential Properties	AVG SCORE	Support (total like it/love it)	SCORE Support	Incorporates Previous Plans	SCORE Incorporates Previous Plans	
5		5	N/A	5	4.75	28%	2		5	28.18
5		5	N/A	5	5	49%	3		5	32.35
5		5	N/A	5	4.75	36%	2		5	29.66
5 All high buildings a		5	N/A	5	5	58%	3		5	32.80

Concept Evaluation Matrix - AT&T

ATT Concept Plans Evaluation Matrix

Concept	1. Increase Ridership & Revenue									2. Station as Community Destination		
	Increase Ridership	SCORE Increase Ridership	Meets MARTA Density Requirements	SCORE MARTA Density Requirements	Meets MARTA Parking Requirements - MARTA PARKING ONLY	SCORE MARTA Parking Requirements	Increase Revenue mix of uses - not as dense, but most buildings are MXU, and farther from station	SCORE Increase Revenue	AVG SCORE	Short-term Solutions	SCORE Short-term Solutions	Incorporate Green / Open Space
Concept C.1	10 units / acre		10 units / acre - but farther from station 2		3 N/A		5 station	3	3.25	N/A		4.31%, 5 public
Concept C.2	13 units / acre		13 units / acre - but farther from station 2		3 N/A		5 station	3	3.25	N/A		3.2% public 5 space
Concept C.3	22 units / acre		22 units / acre but not near station 3		4 N/A		5 station	4	4.00	N/A		8.71%, mostly private, or 5 feels private
Concept C.4	17 units / acre		17 units / acre but not near station 3		4 N/A		5 station	4	4.00	N/A		5.2%, part public and 5 part private

Concept Evaluation Matrix - AT&T

on					3. Better Connections						
SCORE Incorporate Green / Open Space	Incorporate plazas, seating, other small open space	SCORE Incorporate plazas, seating, other small open space	Long-term Solutions	SCORE Long- term Solutions	AVG SCORE	Improved Pedestrian Connections (to N-hood)	SCORE Ped Connections (to N-hood)	Improved Bike Connections (to N-hood) Alleys re- purposed, new street with sidewalks, East lake bike	SCORE Bike Connections (to N-hood)	Pedestrian Connections (within site plan)	SCORE Ped Connections (within site plan)
3	No		1 Mix of uses	5	3.50	Alleys re- purposed, new street with sidewalks, East lake sidewalks		5 facilities		5 Sidewalks on new street, alleys	5
3	No		1 Mix of uses	5	3.50	Alleys re- purposed, new street with sidewalks, East lake sidewalks		5 purposed, new street with sidewalks, East lake bike facilities		5 Sidewalks on new street, alleys	5
2	No		Mix of uses but not as many as other 1 concepts	4	3.00	New street with sidewalks		3 New street with sidewalks, East lake bike facilities improved		4 Sidewalks on new street, alleys	4
3	No		mix of uses and unit 1 types	5	3.50	most Alleys re- purposed, new street with sidewalks, East lake sidewalks		4 most Alleys re- purposed, new street with sidewalks, East lake sidewalks		4 Sidewalks on new street, alleys	5

Concept Evaluation Matrix - AT&T

										4. Vision for under-used properties				
Bike Connections (within site plan)	SCORE Bike Connections (within site plan)	Block Size Reduced (New Streets / Alleys)	SCORE Block Size Reduced (New Streets / Alleys)	Traffic Calming	SCORE Traffic Calming	Bus Access and Operations	SCORE Bus Access and Operations	AVG SCORE		Vision	SCORE Vision	Neighborhood Oriented Uses	SCORE Neighborhood Oriented Uses	Options for Affordable Housing
Bike can be on new street	3	Yes		5	Yes	5	N/A	5	4.71	yes		Yes, but not much public space, density is low, small commercial spaces, mix of unit types		fewer 4 options, 5-9%
Bike can be on new street	3	Yes		5	Yes	5	N/A	5	4.71	yes		Yes, but not much public space, density is low, small commercial spaces, mix of unit types		fewer 4 options, 5-9%
Bike can be on new street	3	Yes		5	Yes	5	N/A	5	4.14	yes, but much of land area is parking		yes, but larger building size and not much public space		more potential for options with 3 MF, 10%-14%
Bike can be on new street	3	Yes		5	Yes	5	N/A	5	4.43	yes		Yes, but not much public space, density is low, small commercial spaces, mix of unit types		more potential for options with 4 MF, 10%-14%

Concept Evaluation Matrix - AT&T

						5. Enhance and protect residential neighborhoods				
SCORE Options for Affordable Housing	Economically Viable Uses	SCORE Economically Viable Uses	Parking ratios reduced for private development	SCORE Parking ratios reduced for private development	AVG SCORE	Appropriate Density 10 units / acre - but farther from the station and closer to SFH	SCORE Appropriate Density	Building Heights Do Not Exceed Preferences	SCORE Building Heights Do Not Exceed Preferences	Building Heights Step- back
	2 yes		5 yes	4	3.80			4		5
	2 yes		5 yes	4	4.00	13 units / acre - but not near MARTA and closer to SFH		4		5
	3 yes		5 yes	4	3.60	22 units / acre - good for MARTA but larger buildings next to SFH		3		step back by 5 location
	3 yes		5 yes	4	4.00	17 units / acre - good for MARTA, small building types with		5		5

Concept Evaluation Matrix - AT&T

				6. Community Support		7. Other Criteria		TOTAL
SCORE Building Heights Step- back	Buffers next to Residential Properties	SCORE Buffers Next to Residential Properties	AVG SCORE	Support (total like it/love it)	SCORE Support	Incorporates Previous Plans	SCORE Incorporates Previous Plans	
5		5	4.75	48%	3		4	27.00
5		5	4.75	42%	3		4	27.21
5yes		5	4.50	26%	2		4	25.24
5yes		5	5.00	32%	2		4	26.93



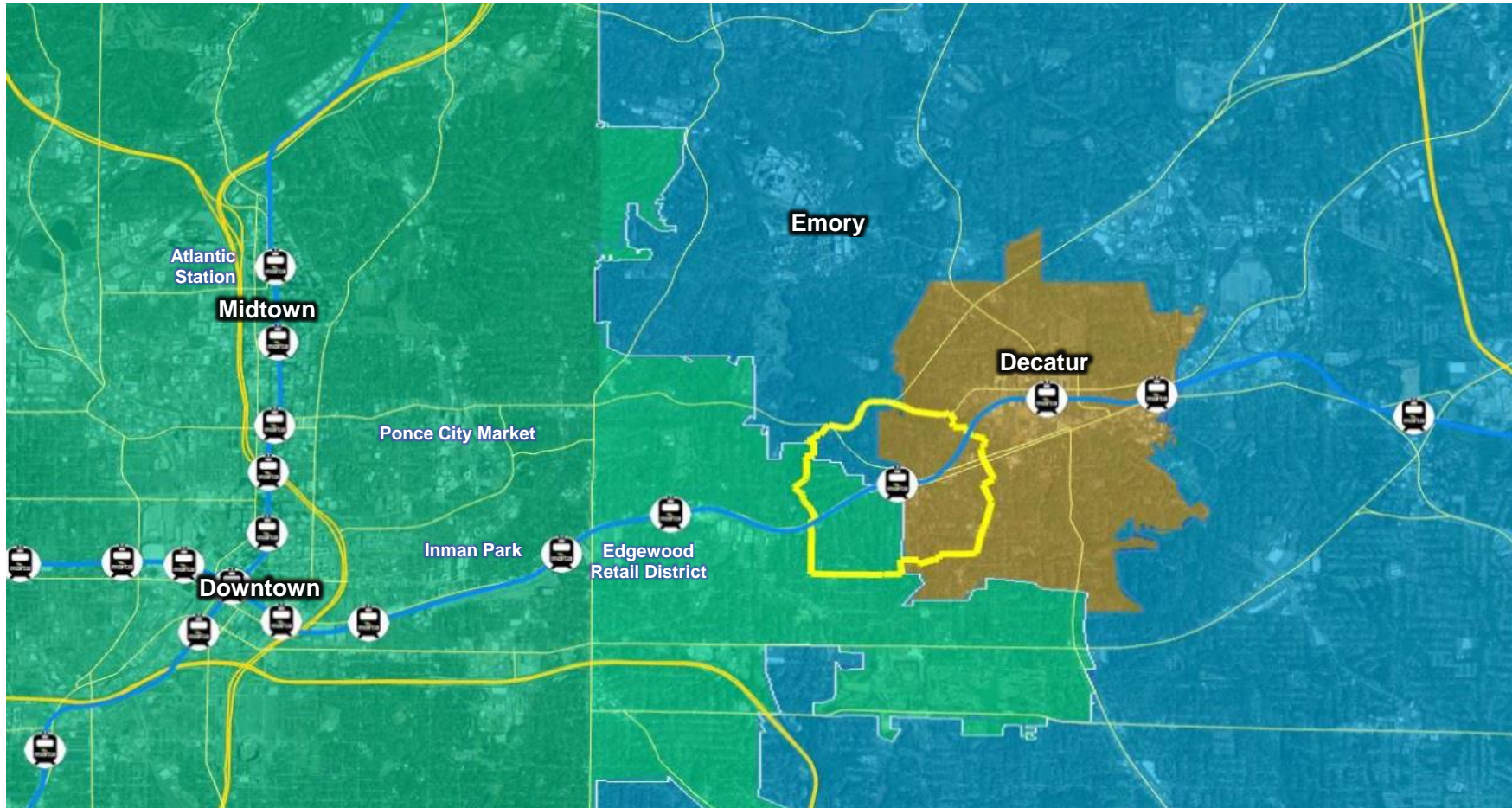
EAST LAKE MARTA STATION MARKET ANALYSIS

Make East Lake MARTA Yours
OCTOBER 2017



EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 1
Overview of the Study Area's Location in the Market



The Study Area (outlined in yellow) surrounds the East Lake MARTA station and is located between Downtown Atlanta and Downtown Decatur. The study area boundary is approximately 1/2 a mile from the East Lake MARTA station on all sides. The study area touches six different neighborhoods - Kirkwood, Lake Claire, Druid Hills, Parkwood, Lenox Place and Oakhurst. These neighborhoods have long attracted families looking for either a starter home, as is the case for Kirkwood, or a home in a well established school district, as is the case for the rest of the study area. The area surrounding the East Lake MARTA station offers great proximity to Downtown Decatur, Downtown Atlanta and the Emory employment cores.

SOURCE: Noell Consulting Group, Google Maps

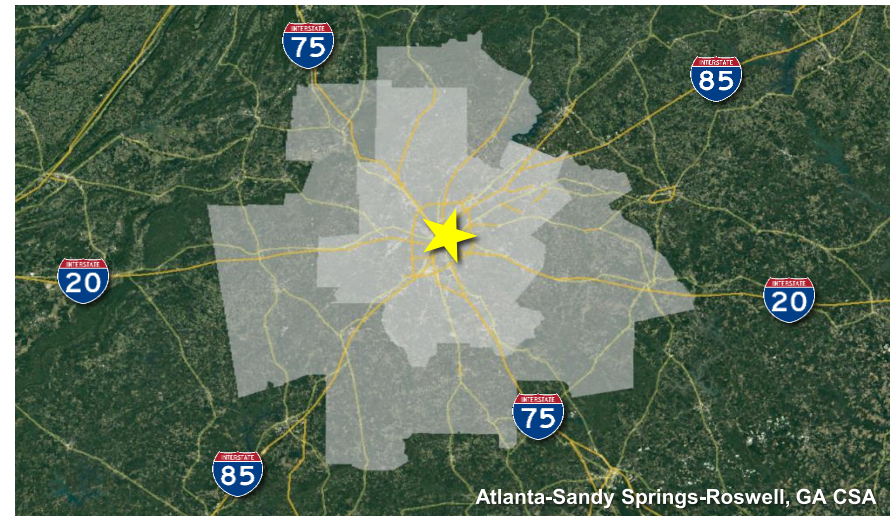
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 2

Overview of Metro Area Population Trends

The subject area is located in the southern portion of Midtown Atlanta, a business district within the Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area (MSA). The Atlanta MSA includes 29 counties, with ten central counties belonging to the Atlanta Regional Commission (ARC) and forming the core of the MSA. Roughly 78% of the population of the MSA lives within this ten county core.

From 2000 to 2010 only 66% of all growth occurred in this ten county core, however, since 2010 roughly 81% of all growth has occurred in this ten county core as people younger and older generations both increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, despite consisting of only 1.5% of the land area.



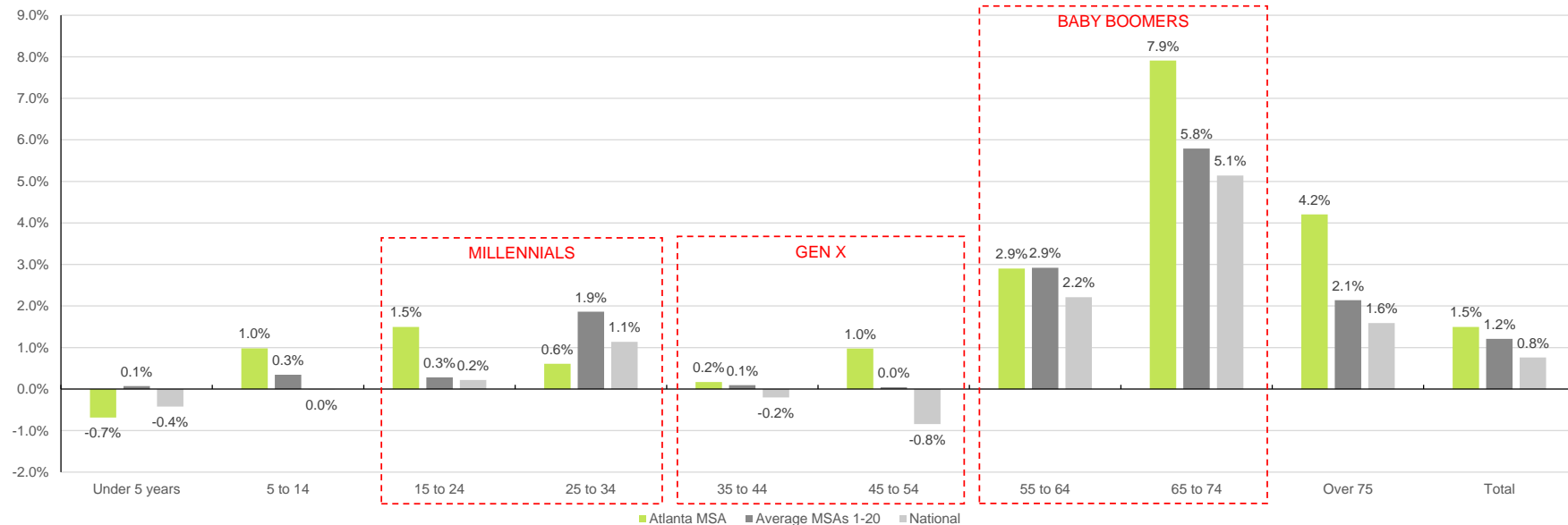
GEOGRAPHY	LAND AREA		POPULATION		ANNUAL GROWTH		ANNUAL % GROWTH		CAPTURE OF REGION		
	SQ MILES	% MSA	2015	% of MSA	2000-10	2010-15	2000-10	2010-15	2000-10	2010-15	LAND / CAPTURE RATIO
Cherokee County	422	4.8%	235,900	4.1%	7,244	4,311	4.2%	1.9%	7.1%	5.1%	1.05
Clayton County	142	1.6%	273,955	4.8%	2,291	2,906	0.9%	1.1%	2.2%	3.4%	2.11
Cobb County	339	3.9%	741,334	13.0%	8,033	10,651	1.2%	1.5%	7.8%	12.6%	3.22
DeKalb Co. (excl Decatur)	264	3.0%	714,266	12.5%	2,484	8,342	0.4%	1.2%	2.4%	9.8%	3.25
City of Decatur	4	0.05%	20,605	0.4%	119	254	0.6%	1.3%	0.1%	0.3%	6.52
Douglas County	200	2.3%	140,733	2.5%	4,023	1,666	3.7%	1.2%	3.9%	2.0%	0.86
Fayette County	194	2.2%	110,714	1.9%	1,530	829	1.6%	0.8%	1.5%	1.0%	0.44
Fulton Co. (excl. Atlanta)	394	4.5%	546,684	9.6%	10,079	9,272	2.3%	1.8%	9.8%	10.9%	2.42
City of Atlanta	133	1.5%	463,878	8.1%	378	8,724	0.1%	2.0%	0.4%	10.3%	6.74
Gwinnett County	430	4.9%	895,823	15.7%	21,687	18,100	3.2%	2.2%	21.2%	21.3%	4.32
Henry County	322	3.7%	217,739	3.8%	8,458	2,763	5.5%	1.3%	8.3%	3.3%	0.88
Rockdale County	130	1.5%	88,856	1.6%	1,510	728	2.0%	0.8%	1.5%	0.9%	0.58
10-County ARC Core	2,974	34.1%	4,450,487	77.9%	67,837	68,547	1.8%	1.6%	66.3%	80.8%	2.37
Exurban Counties	5,739	65.9%	1,260,308	22.1%	34,492	16,266	3.5%	1.3%	33.7%	19.2%	0.29
MSA Total	8,713	100.0%	5,710,795	100.0%	102,329	84,813	2.2%	1.6%	100.0%	100.0%	1.00

SOURCE: Noell Consulting Group, U.S. Census Bureau

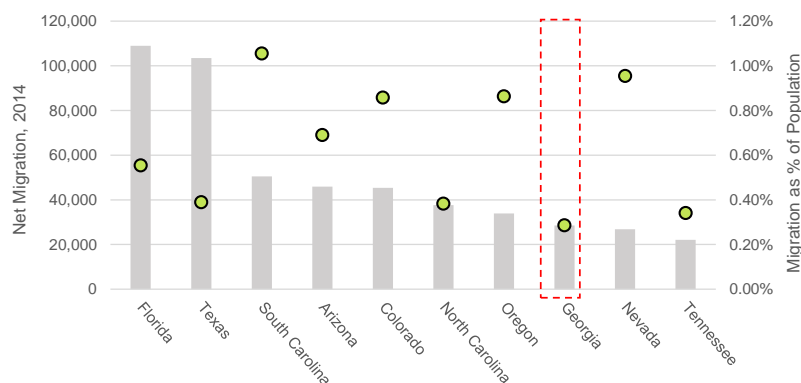
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 3 Historical Atlanta Metro Population Growth Comparisons

ANNUAL POPULATION GROWTH BY AGE, 2010-2014



MIGRATION POPULATION, 2010-2014



The graph at the top of this exhibit compares population growth by age for the Atlanta MSA with national trends, as well as with similar sized MSAs. There are two large generational shifts driving residential development in the United States at the moment: first, the Baby Boomer generation is entering retirement age; second, the Millennial generation is entering prime renting years. These two trends can be seen above, with 55 to 74 year old's growing at a rapid pace and with 25 to 34 year olds growing at a slower, but still positive rate.

The Atlanta MSA has seen significantly higher growth among 65 to 74 years old than the nation as a whole as well as its peer cities and has seen positive growth in those aged 35 to 54, where the nation as a whole and peer cities have seen negative or relatively no growth.

The Millennial generation shift that is changing the dynamic of cities and can be seen in the growth of those aged 25 to 34, where Atlanta has seen growth, but significantly lags behind peer cities and the national average, however, the Atlanta MSA has seen a high growth rate of younger Millennials, those aged 15 to 24, who will be entering the job market and hitting prime rental and home ownership years over the course of the next 10 years.

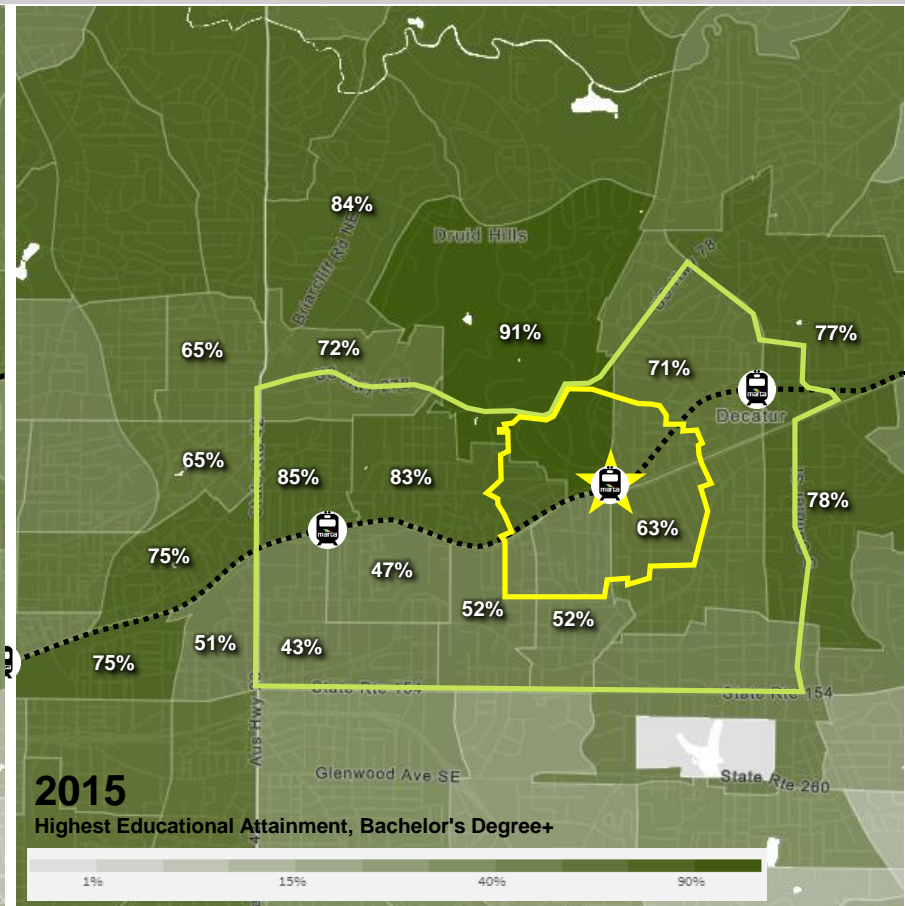
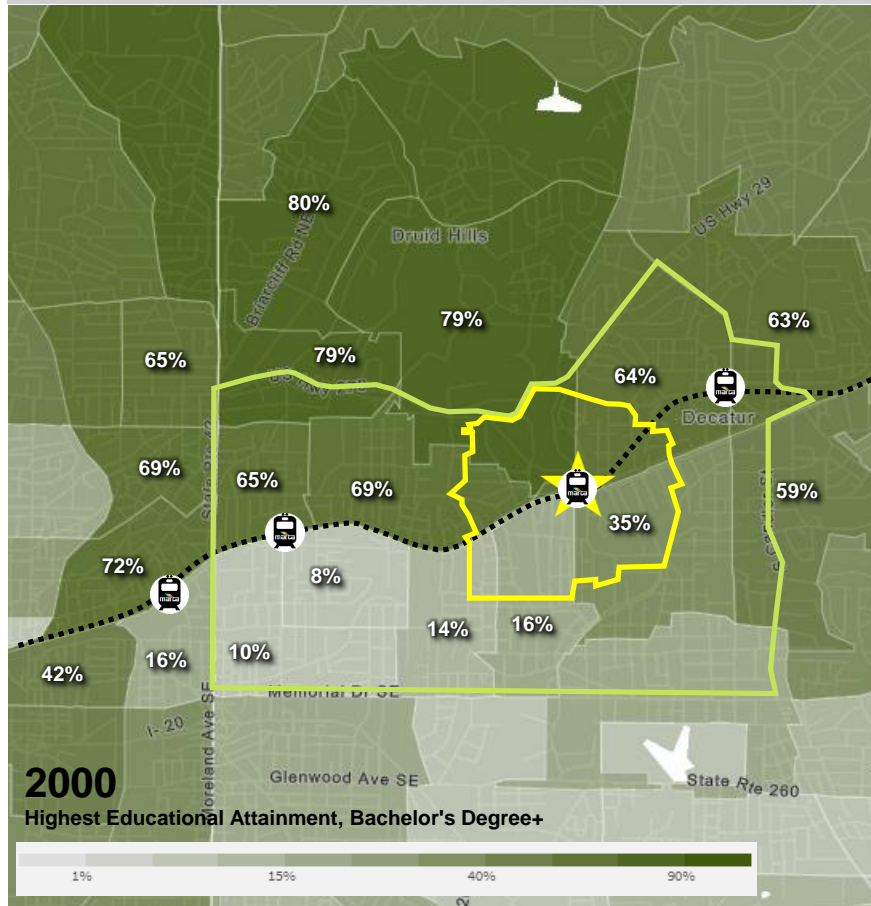
SOURCE: Noell Consulting Group and US Census

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 4

Educational Attainment, Bachelor's Degree and Higher Near the Study Area

The map below shows the percentage of individuals who have a Bachelor's Degree or higher. As can be seen, the areas of Druid Hills, Lake Claire and Decatur have the highest percentages. This not surprising, given those neighborhoods also represent some of the areas with the highest income and home values. Kirkwood, the neighborhood to the southwest of the station, has seen the greatest increase, from 14% and 16% in 2000 to 52% for both in 2015. This represents an increase of 225% and 271%, respectively. As the development continues the current path, going southeast towards Memorial, these number will likely continue to increase.

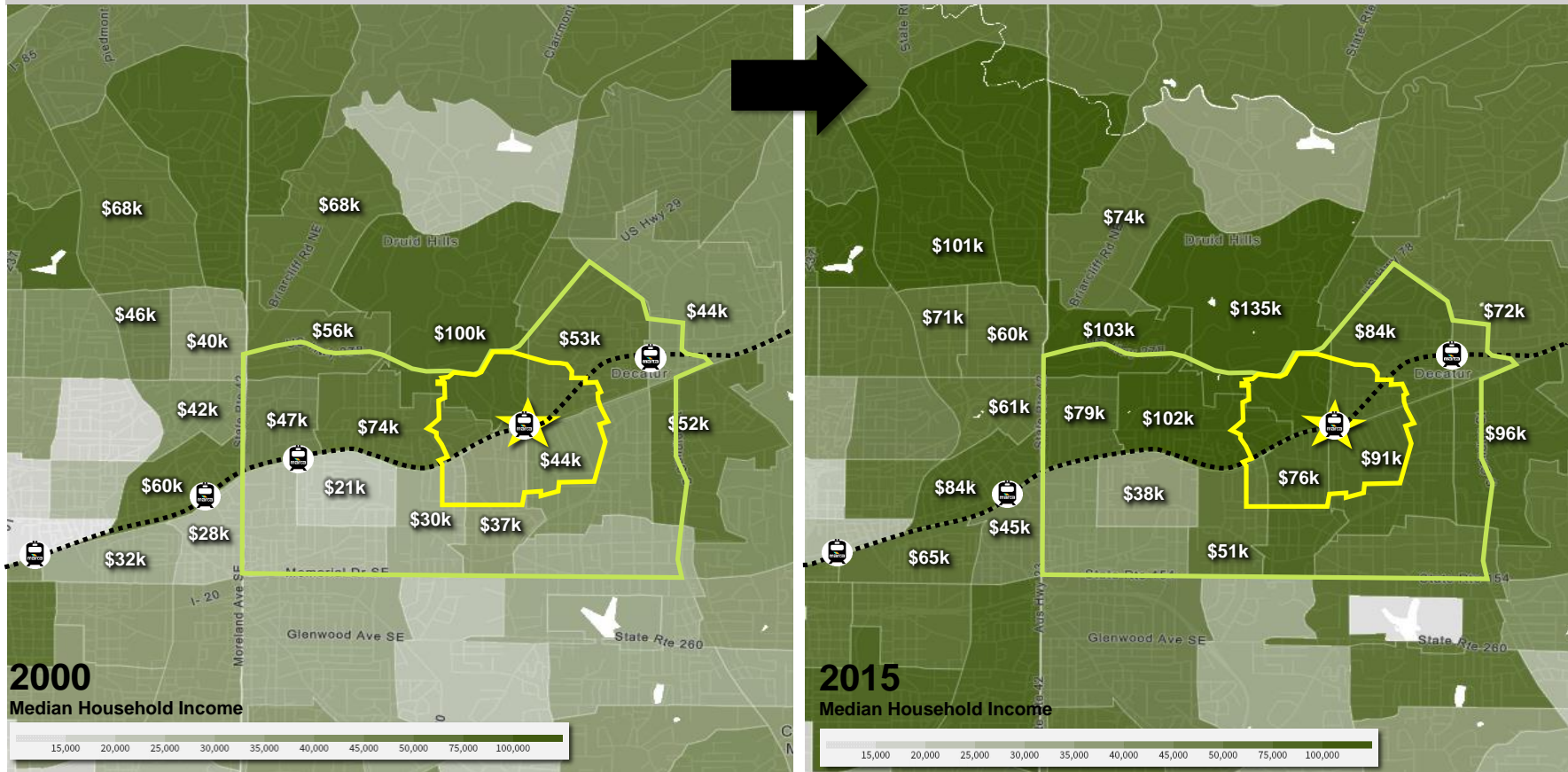


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 5
Household Incomes Near the Study Area

The two maps below show median home value, per census tract, using the 2015 5-Year ACS data. The census tracts that house the study area have all seen growth between 37% to 107%. The eastern part of the Kirkwood neighborhood (southwest of the station) has seen an increase of 105%, consistent with educational attainment increases. Similarly the Oakhurst area to the southeast has seen a growth of 107%. The average increase for the six census tracts that make up the study area is 59%, from an average of approximately \$56,000 to \$90,000.

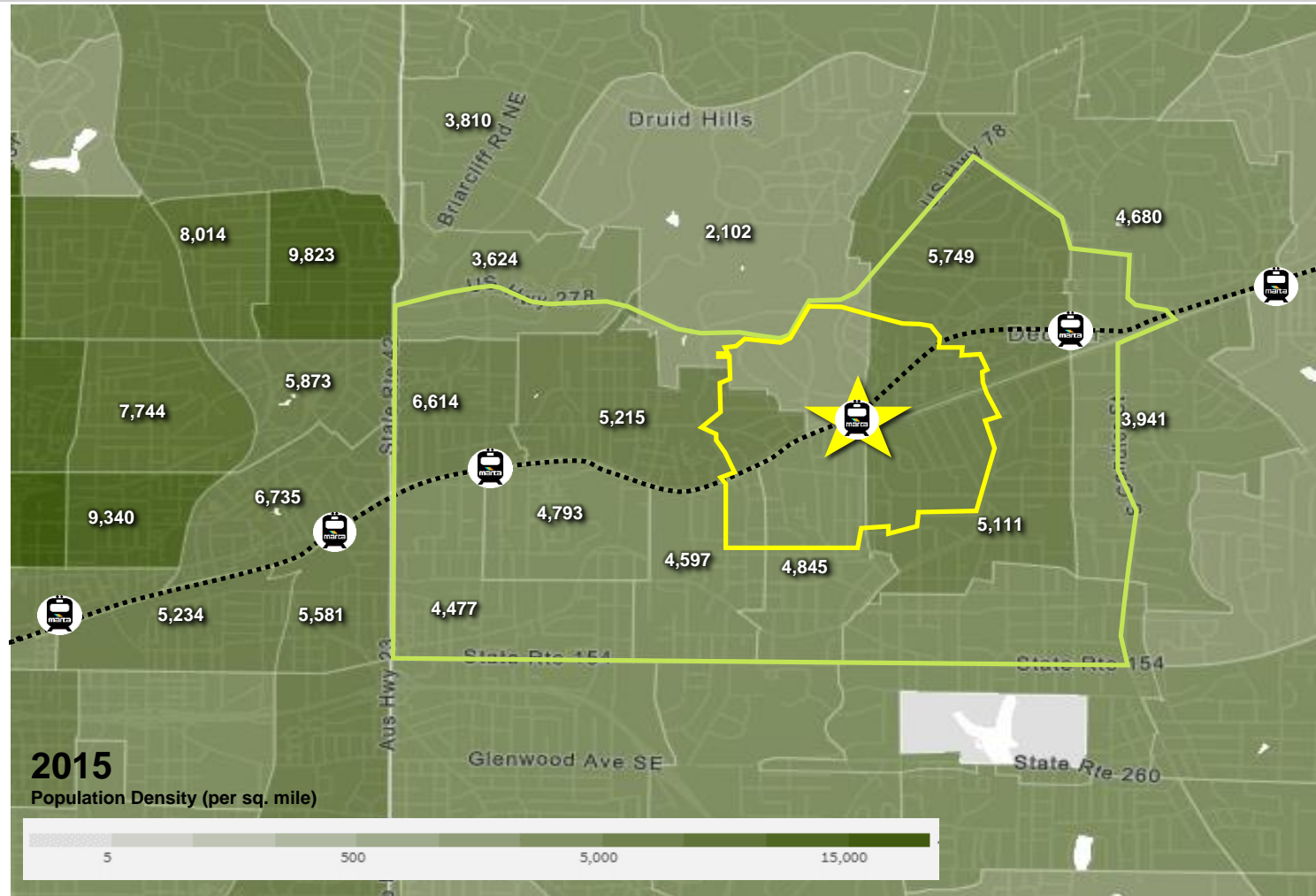


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 6 Population Density Near the Study Area

The map below shows the population density per square mile in each census tract, using the 2015 5-Year ACS data. The tracts in which the study area is located has an average density of 4,603 persons/square mile, compared to densities of 174 in Georgia; 664 in the Atlanta MSA; 2,677 in DeKalb; 1,868 in Fulton; 3,37 in Atlanta; and 4,825 in Decatur.

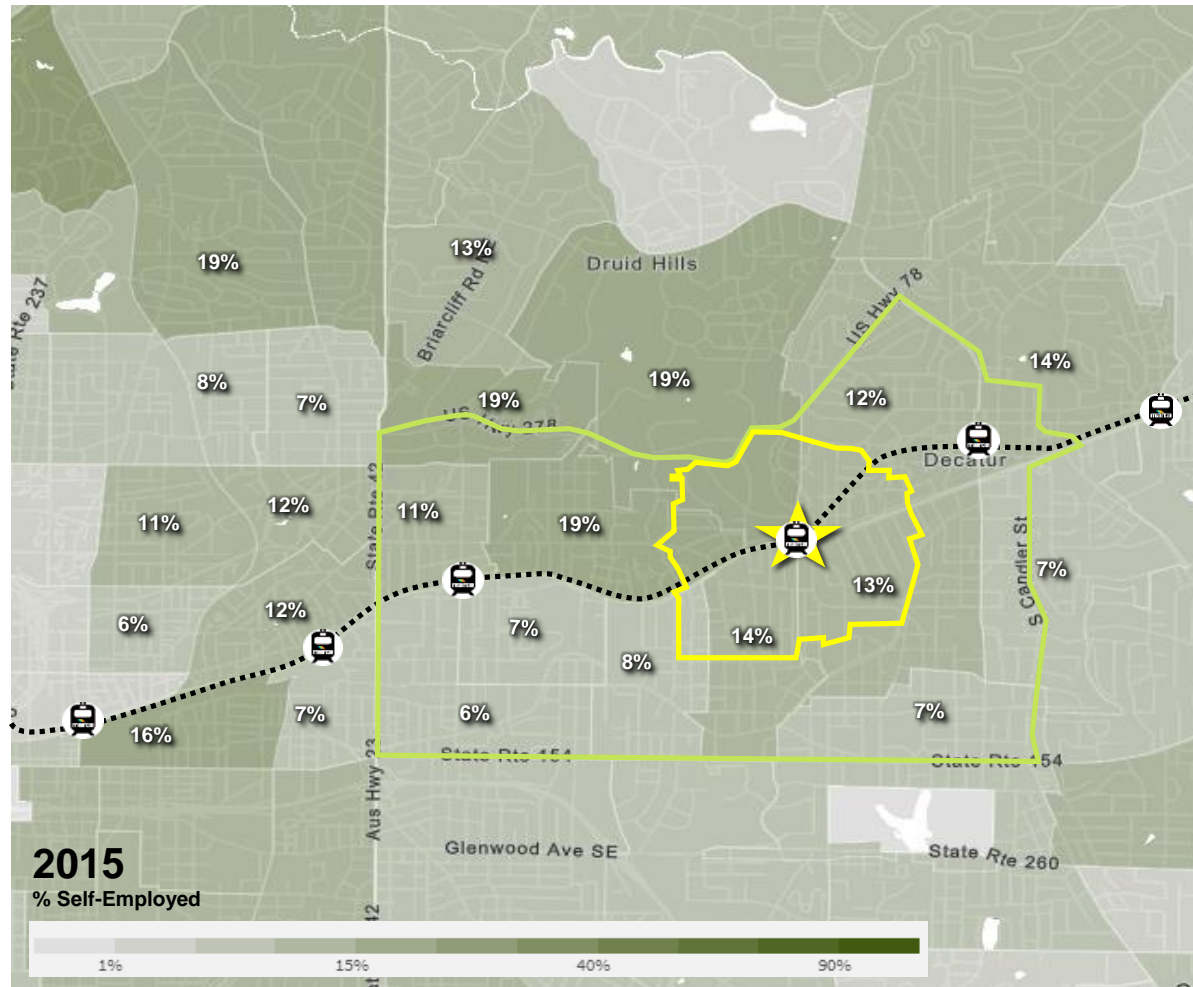


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 7 Self Employed Residents Near the Study Area

The map below shows percentage of residents who are self-employed, per census tract, using the 2015 5-Year ACS data. The census tracts the study area is located in have a high rates of self-employment with an average of 14%, compared to the state average of 9.5%, 10% in Fulton and 9% in DeKalb. It should be noted that other areas of the City with these high concentrations of self employed residents have found success with small office product - a use that is not currently prevalent in the study area indicating a potential redevelopment opportunity.

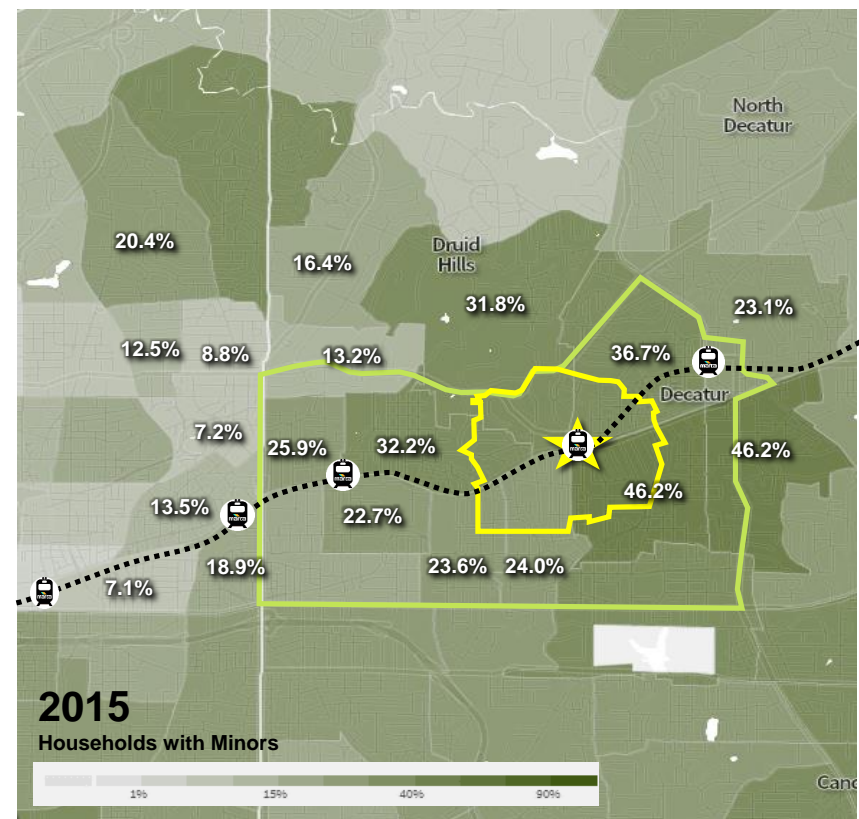
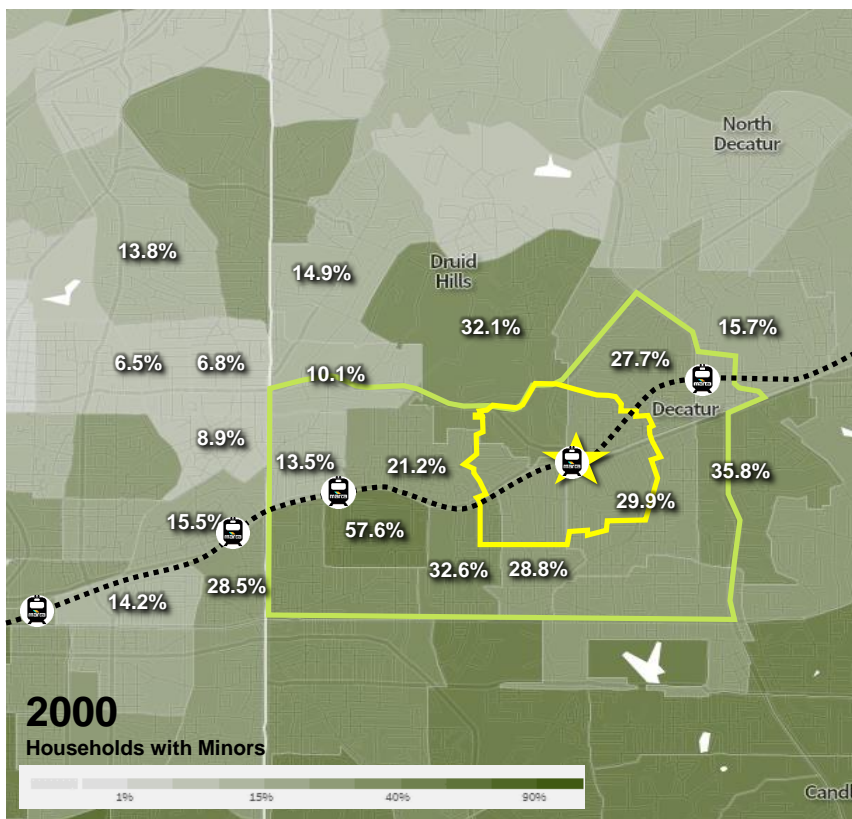


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 8 Percentage of Households with Minors

The maps below show the share of the households (HHS) with one or more people under 18 years of age, sorted by census tracts. The shift in households with minors follows development patterns and is closely tied with school performance. The greatest increase is the four census tracts that surround Downtown Decatur from 27.3% in 2000 to 38.1% in 2015. In addition, the census tracts on the western side of East Lake Station above DeKalb Avenue and the train line have seen an increase. These areas are zoned for Mary Lin, Inman and Grady. Whereas, the tracts that encompass Kirkwood have seen a decline, as they are zoned for lesser performing schools - Toomer, King and Jackson.

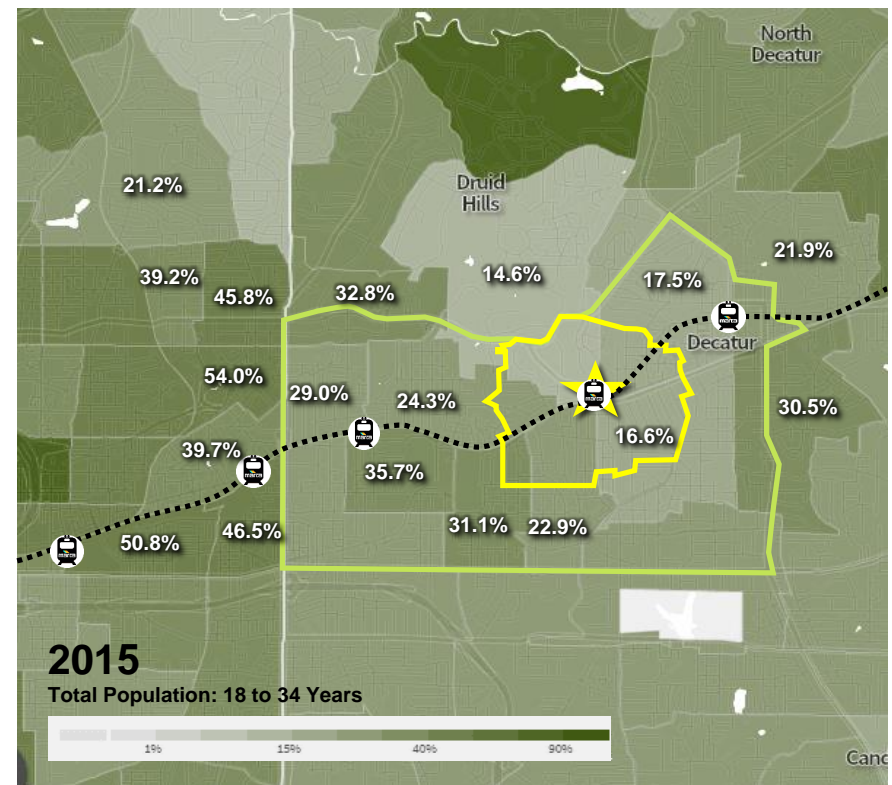
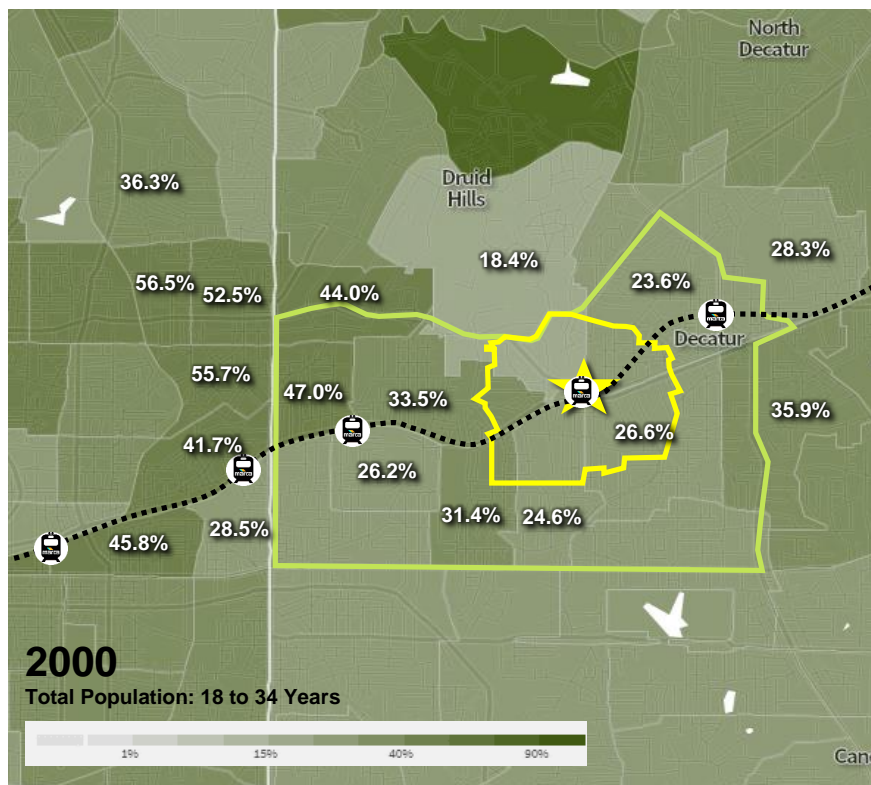


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 9 Young Professional Population Trends

The maps below show the share of the population ranging in age from 18 to 34 years, sorted by tracts. The greatest increase of those 18 to 34 years old is in the neighborhood of Kirkwood from 28.5% to 46.5% in 2015. This shift is largely due to lower rents and home prices in Kirkwood. As mentioned earlier, Kirkwood is zoned for schools that are ranked as lower performing schools when compared to surrounding school districts, such as Decatur and another Atlanta zone to the north that feeds to Grady High. As the younger population is priced out of the areas with better schools, they will continue to shift south to find less expensive housing.

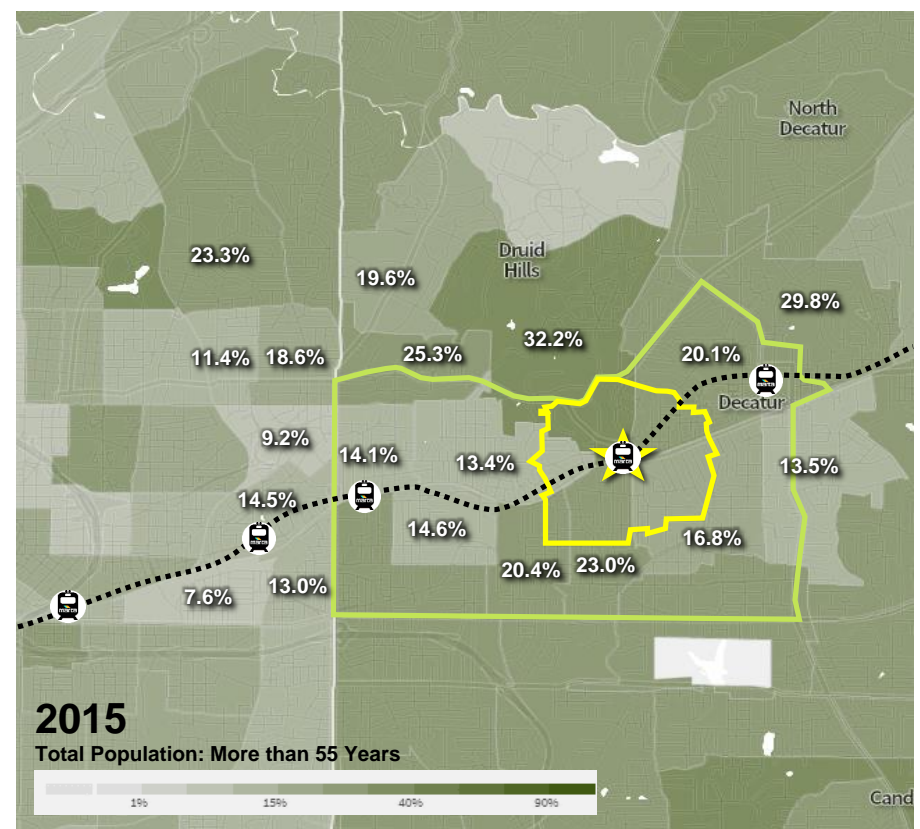
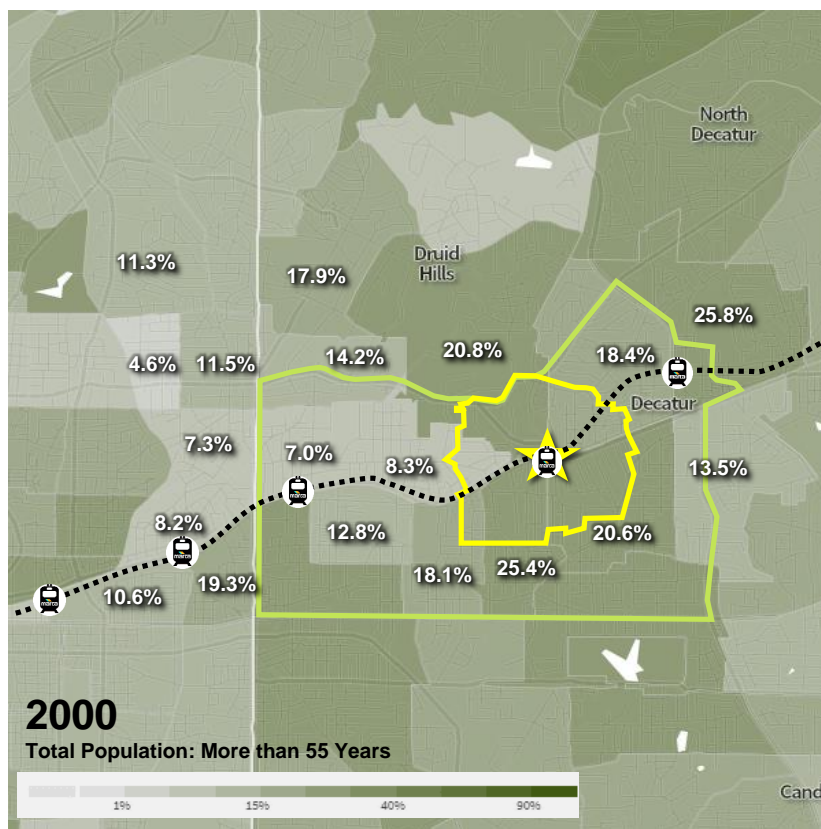


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 10 Empty Nester Trends

The maps below show the share of the population more than 55 years of age from 2000 to 2015, sorted by census tracts. The majority of tracts in the study area and general vicinity have seen an increase in the 55+ population. As Baby Boomers/Empty Nesters age, many will seek to size down their housing to smaller units, in a more walkable or transit friendly environment to allow them to age in place. This audience will represent a strong driver for maintenance-free residential product types to be developed in the study area.

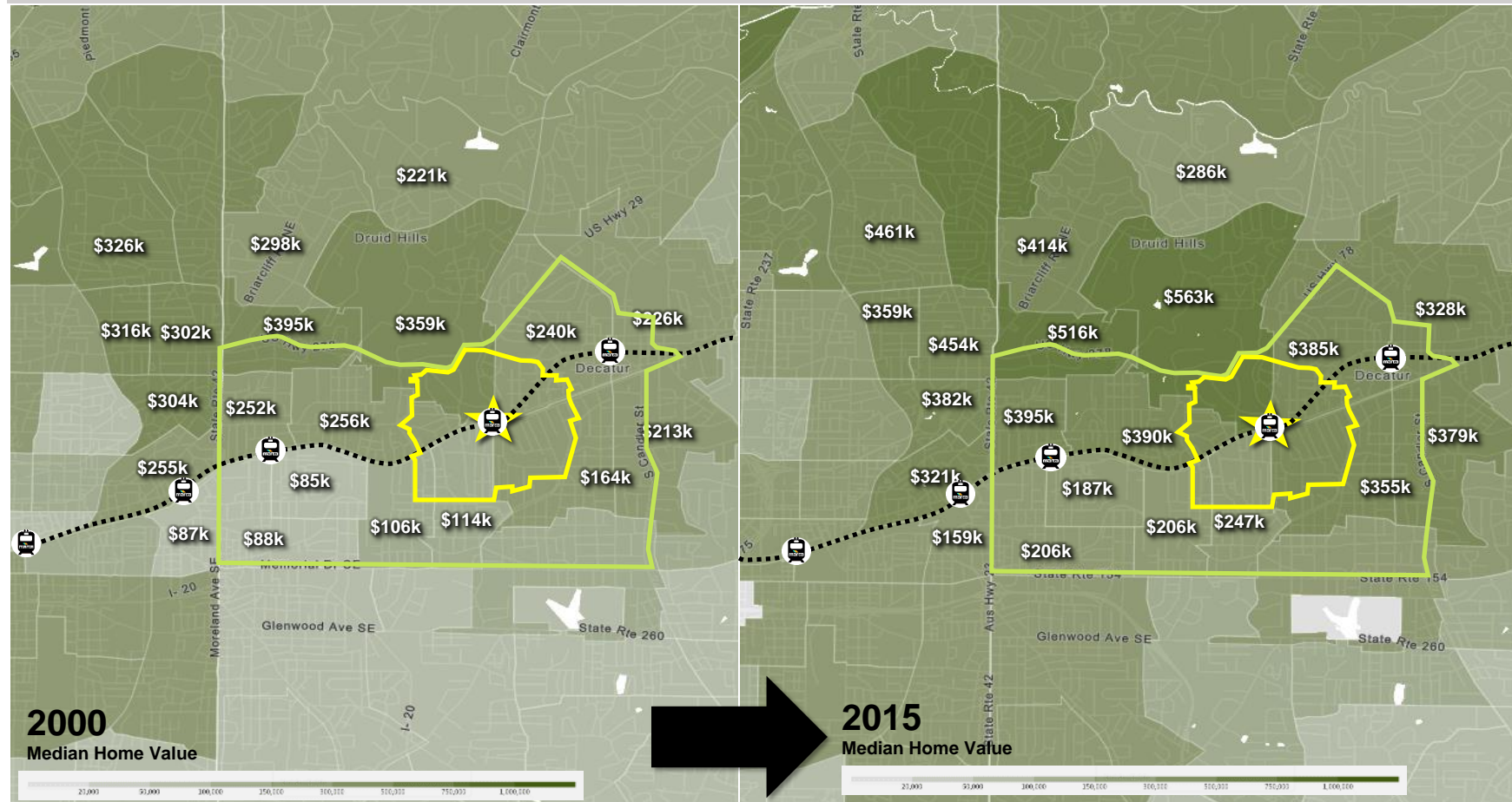


SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 11
Home Values Near the Study Area

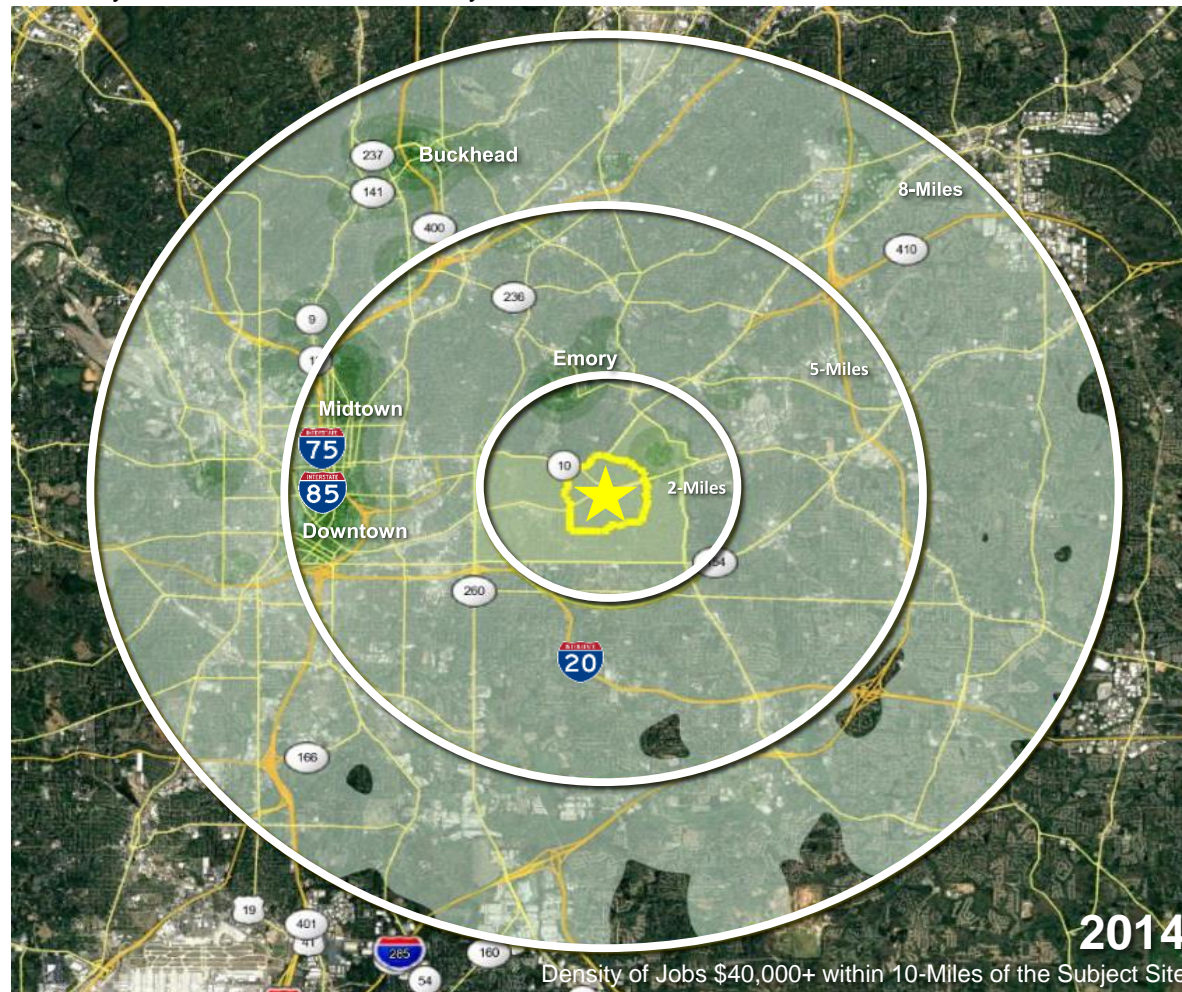
The two maps below show median home value, per census tract, using the 2015 5-Year ACS data. The census tracts the study area is located in have seen an average increase of 83% in home sales, with Oakhurst and the eastern portion of Kirkwood seeing the greatest increase of 117% and 116%, respectively. This is consistent with household income and educational attainment increases.



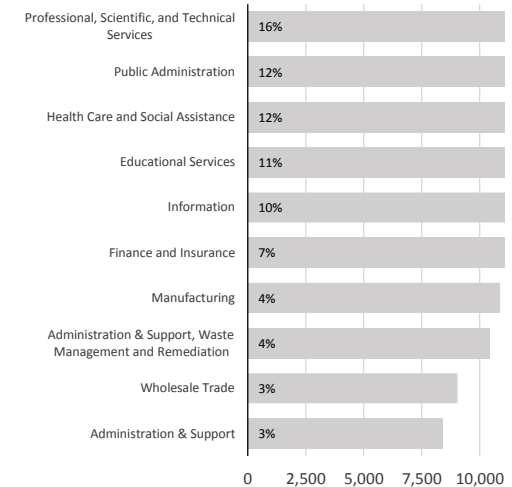
SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

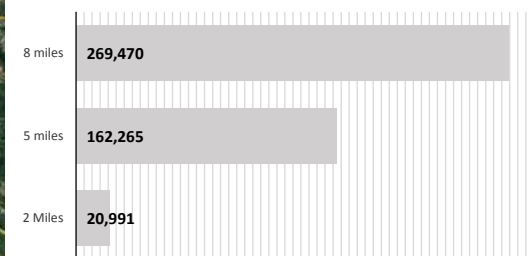
Exhibit 12
Proximity and Connection of the Study Area to Jobs



Employment within 8 Miles
Top 10 Industry Sectors



Total Employment by
Distance from Subject Site



The above map shows the concentration of jobs for those earning above \$40,000 within a 8-mile radius of the study area. Within this 8-mile radius, most jobs are concentrated in Downtown, Midtown, Buckhead and Emory. Jobs within 8 miles are primarily concentrated in professional, scientific and technical services; public administration; healthcare and social assistance; educational services; and information. Of note, the top industry is also the highest paying. The study area's proximity to Emory and to DeKalb Avenue, which serves the Downtown core are excellent benefits given these are two large cores.

SOURCE: Noell Consulting Group, Google Maps, US Census, OnTheMap

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 13

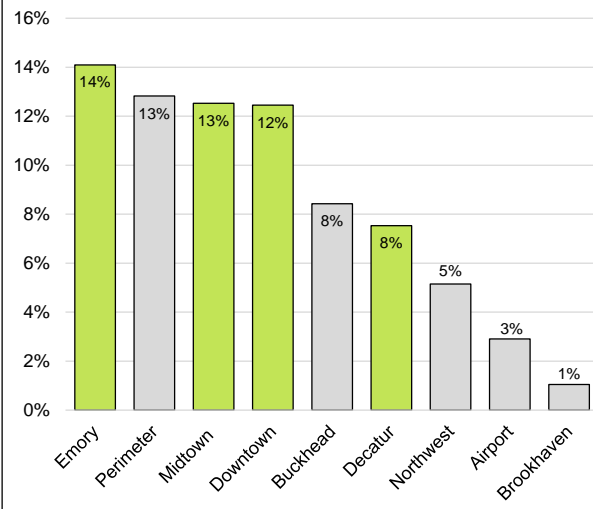
Study Area Resident Work Destinations, Residents Earning Over \$40,000/Year

Commuting patterns of residents near the study area can help identify target audiences for residential development. The commuting patterns for residents living within a half mile radius of the subject site are shown below in a heat map. As can be seen the majority of residents commute to Emory, the northern Perimeter area, Downtown and Midtown. Emory and Downtown are easily accessible and taking I-20 to reach I-285 for the Perimeter is a short drive away. The majority of these cores are accessible via MARTA rail service.

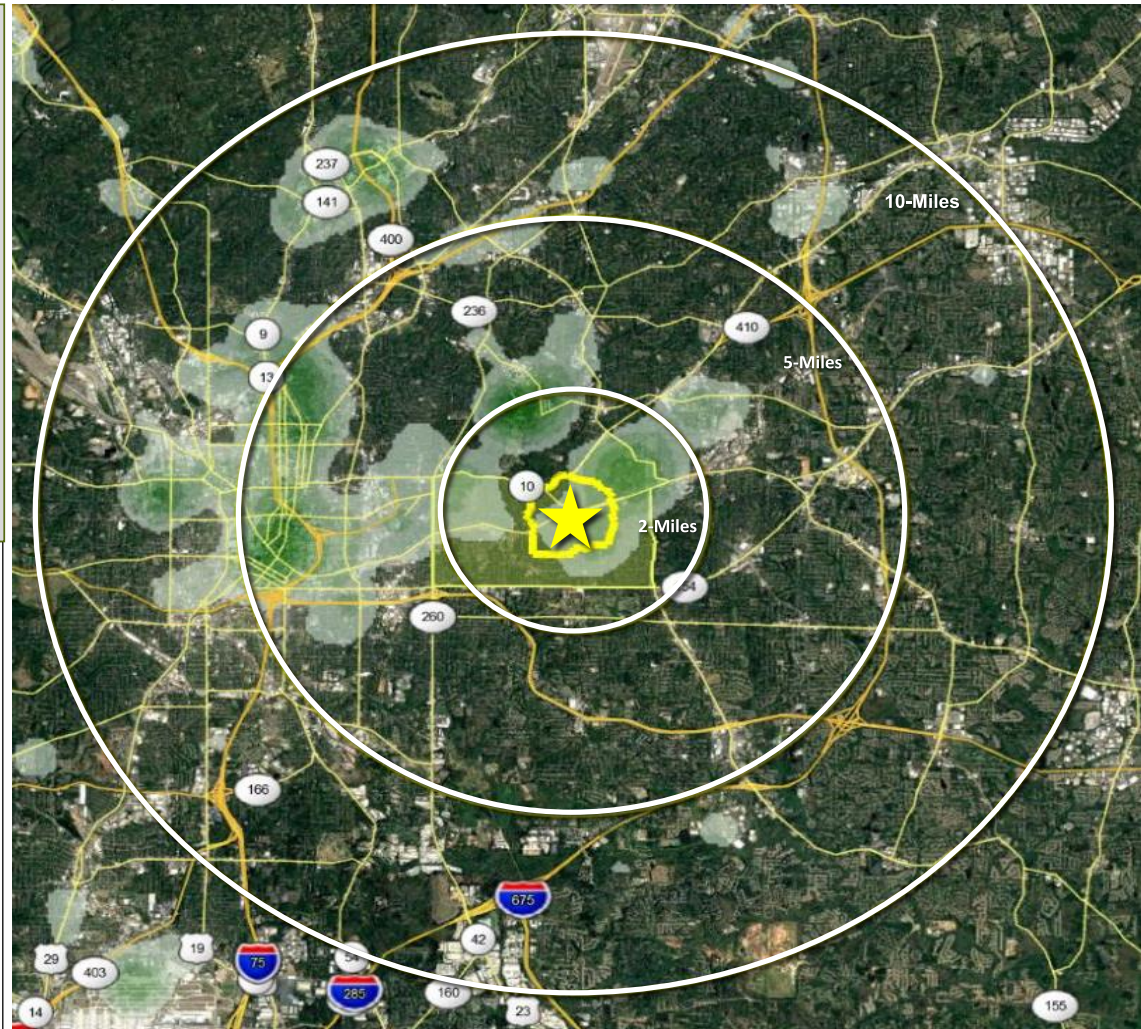
The chart below shows work destinations by zip code and the areas highlighted in light green are the areas that are most accessible from the subject site by car; those in dark green by MARTA; and those in blue by both.

- **Emory; approximate 10 min. drive; 8-20 min. during peak rush hour**
- **Downtown; approximate 15 min. drive; 15-35 min. during peak rush hour**
- **Midtown; approximate 20 min. drive; 20-50 min. during peak rush hour**

Top Workplace Locations (By Zip Code)



SOURCE: Noell Consulting Group, Google Maps, US Census



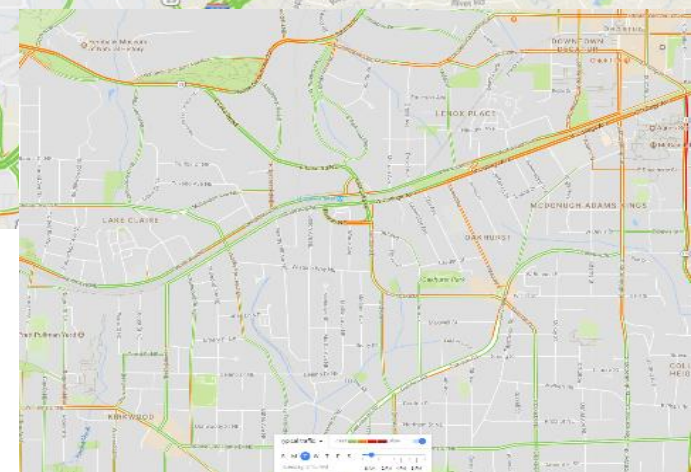
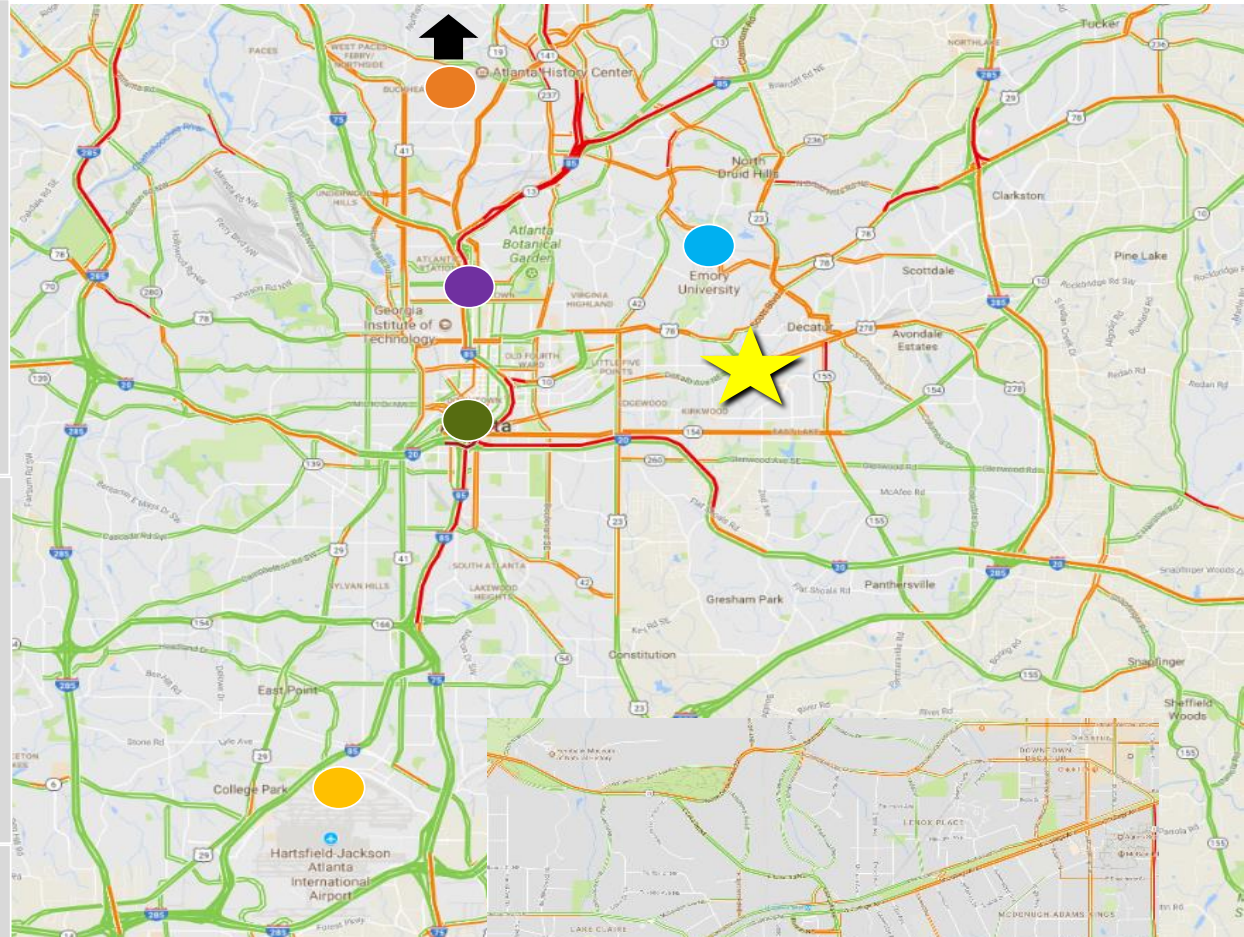
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 14
Study Area's Access to Highways and Correlating Traffic

This map shows the traffic levels near the Study Area during morning rush hour on a typical Tuesday. While the Study Area enjoys excellent proximity to Emory, Downtown Atlanta and Decatur, it is lacking convenient interstate access. We know from the previous "Commuting Patterns" exhibit that over 20% work in Buckhead and near the Perimeter, making their commutes lengthy.

- Emory 10-20 Minutes
- Perimeter 24 - 75 Minutes
- Midtown 16 - 40 minutes
- Downtown 12 - 30 minutes
- Buckhead 22 - 50 minutes

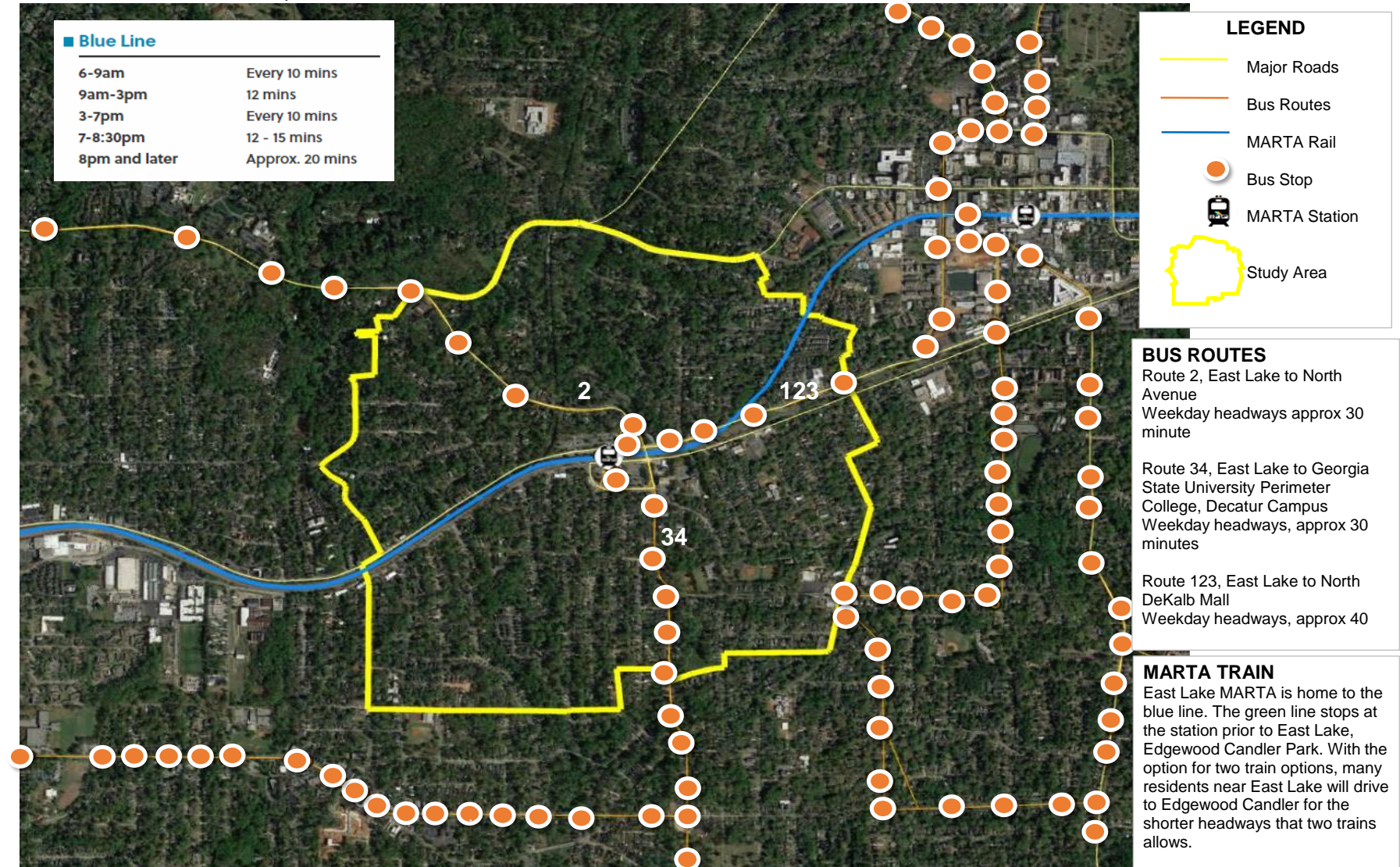
Average Commuter Time in Metro Atlanta
29 minutes



SOURCE: Noell Consulting Group, Google Maps

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

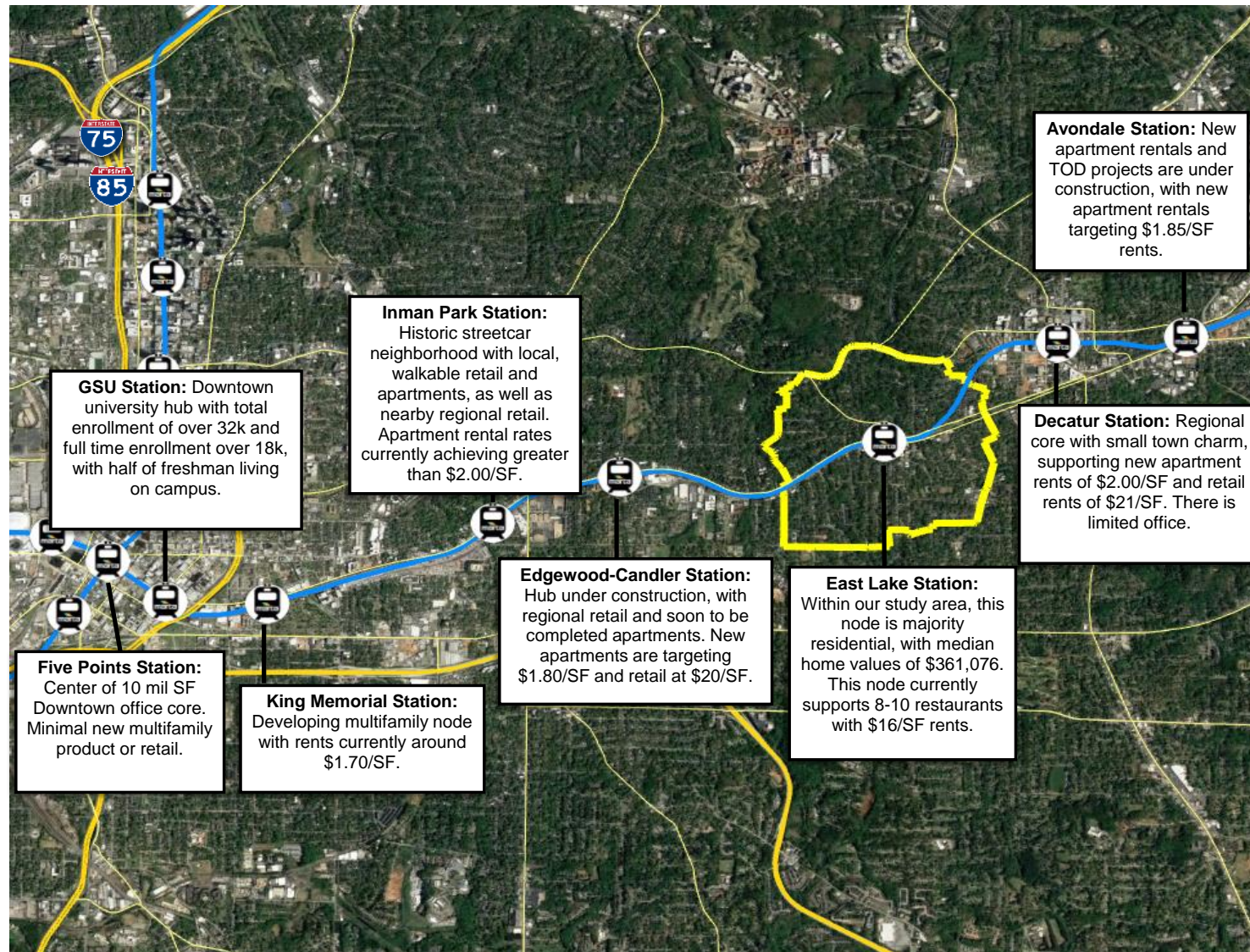
Exhibit 15
MARTA Bus Routes and Stops, Train Routes and Stations



SOURCE: Noell Consulting Group, CoStar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

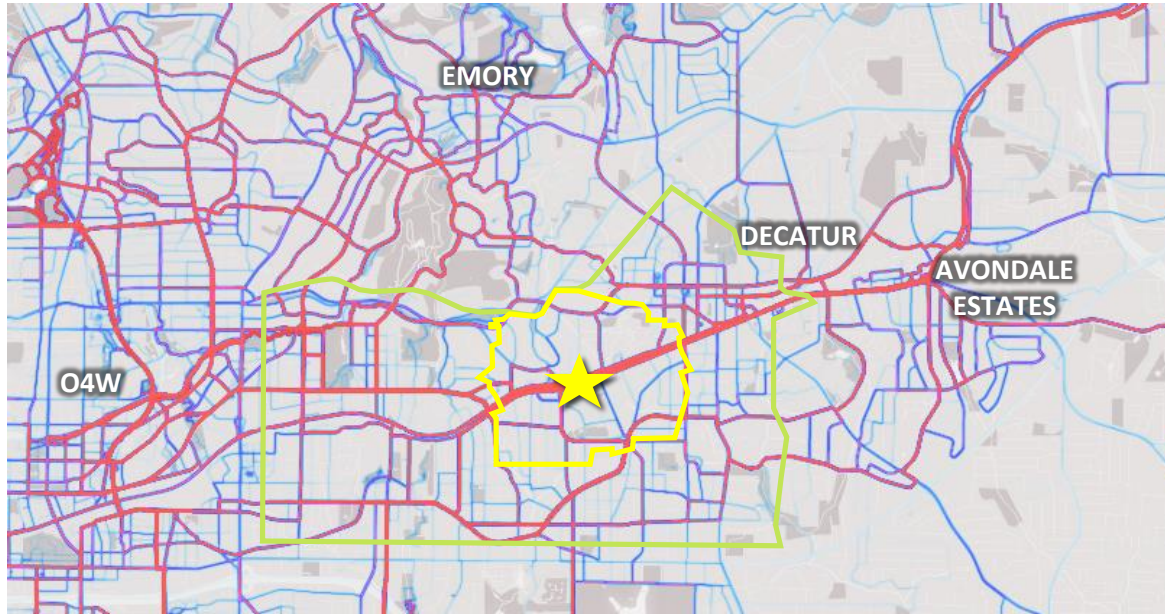
Exhibit 16
Rents Near MARTA Stations



SOURCE: Noell Consulting Group, CoStar

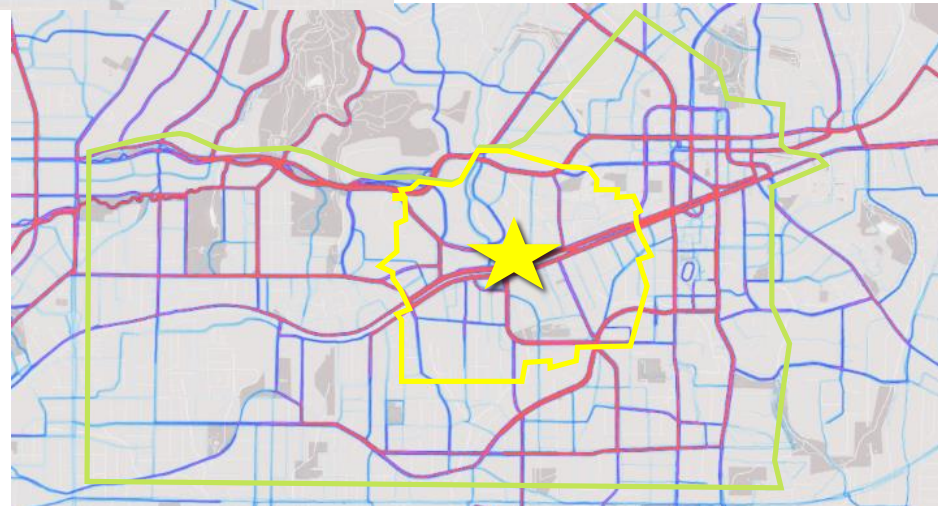
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 17
Cyclist and Pedestrian Activity



The image to the left shows the activity of cyclists in the area surrounding the Study Area as recorded by Strava in 2015. The Study Area does capture some of the cycling traffic illustrated, but the majority of the bicycle traffic appears to be concentrated along W College Ave towards Decatur and McLendon Ave towards Inman Park and into Downtown. It is likely that bicycle traffic will increase along DeKalb as complete streets are installed.

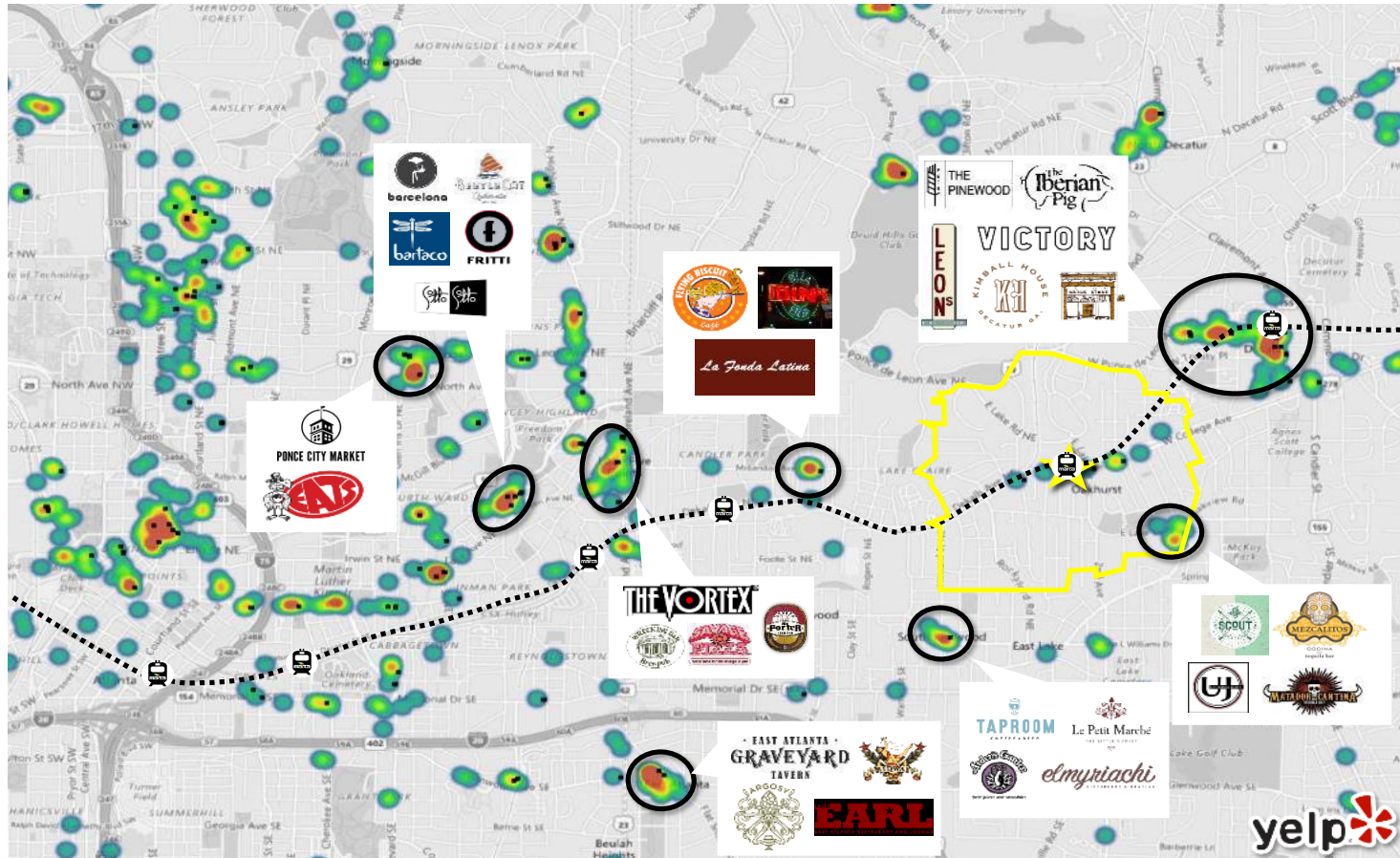
Alternatively, the map below shows the concentration of activity for runners and pedestrians in the Study Area. Specific areas that are reporting a higher concentration are surface streets in downtown Decatur and around the East Lake MARTA station. Creating a more pleasant pedestrian experience around and through the MARTA station will be key to bridging the gap between the two sides of the East Lake MARTA station.



SOURCE: Noell Consulting Group, Strava Labs

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 18
Access to Bars and Restaurants



Living close to restaurants and bar options is a key factor for many residents, specifically for those looking for an urban, walkable lifestyle. The heat map within this exhibit shows restaurant and bar options near the subject site that have been reviewed by users of Yelp. The black dots represent restaurants with 200+ reviews and rated 4+ stars.

For those unfamiliar, Yelp is a crowd-sourced local business review and social networking site. As of July 2015, Yelp is the 7th most popular site on the internet in terms of traffic and attracts over 106 million unique visitors each month. Looking into this data allows NCG to identify key restaurant and nightlife nodes.

The map within this exhibit indicates a small corridor of restaurants along College Avenue and DeKalb Avenue near the MARTA station. The proximity to these bars and restaurants will be attractive to many prospects, as will the fact that there are more clusters a short MARTA ride or drive away.

SOURCE: Noell Consulting Group, Yelp, Bing Maps

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 19
Access to Retail



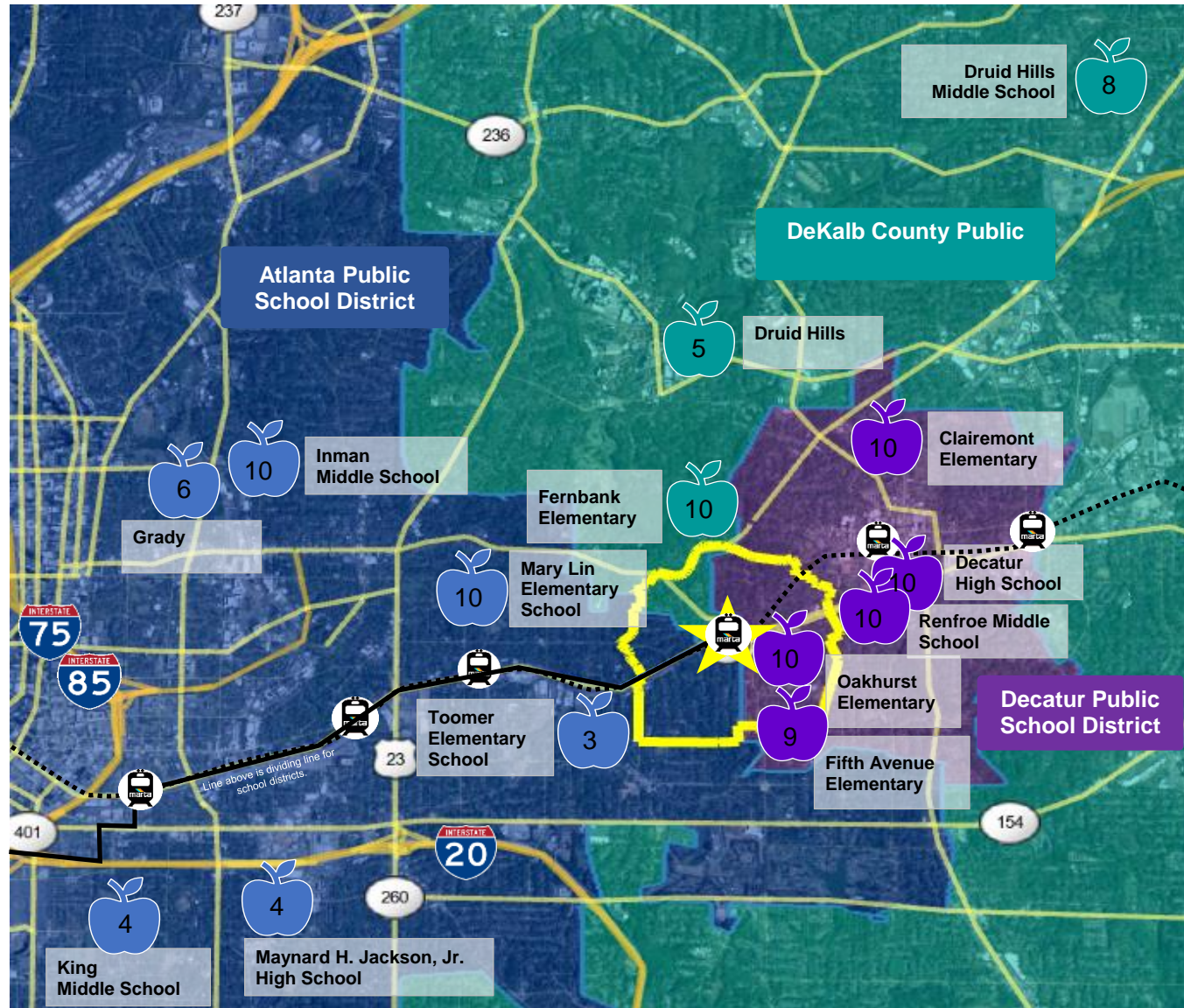
As with restaurants and bars, living close to retail and grocers is an important factor to renters when choosing where to live. By pulling Yelp data from the area we are able to visualize where key retail and shopping nodes are in relation to the subject site.

The subject site is a short MARTA trip away from the large shopping district on Edgewood, with Kroger, Best Buy, Target and more. It is also a short MARTA trip away from Downtown Decatur, well known for its Downtown area. In addition, many other stores such as Publix, Sevananda and Candler Park Market are a short 7-15 min drive away.

SOURCE: Noell Consulting Group, Yelp, Bing Maps

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 20
Schools

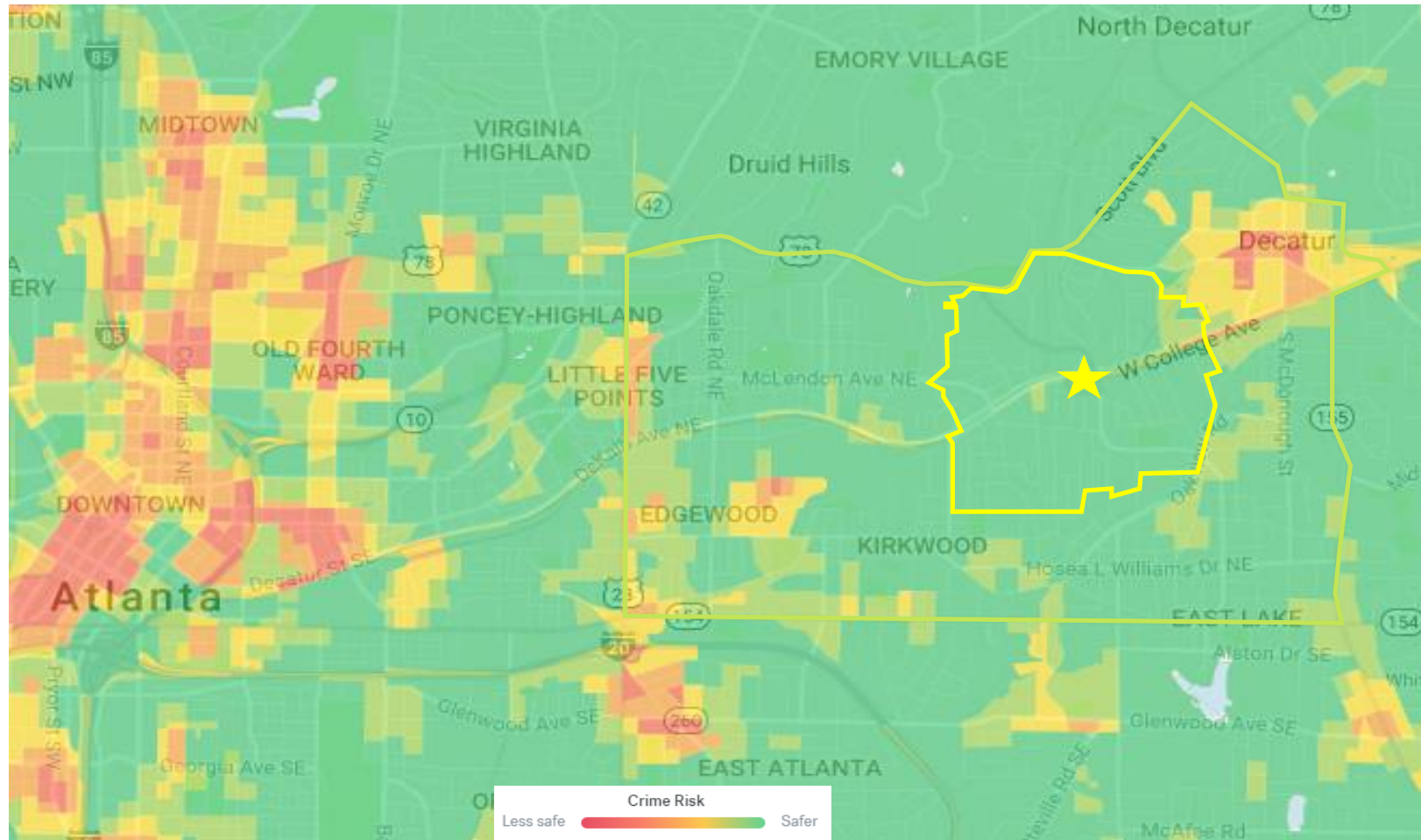


The map to the left shows the school districts and schools zoned for the study area. As can be seen, the study area is split between three districts: Atlanta, DeKalb and Decatur. The eastern Atlanta and Decatur school districts are known as some of the best schools in the area. The study area is located within an area of the Atlanta metro with excellent school districts - nine out of the twelve schools are rated 9 or above by GreatSchools.Org.

SOURCE: Noell Consulting Group, Trulia, GreatSchools.Org

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 21
Crime



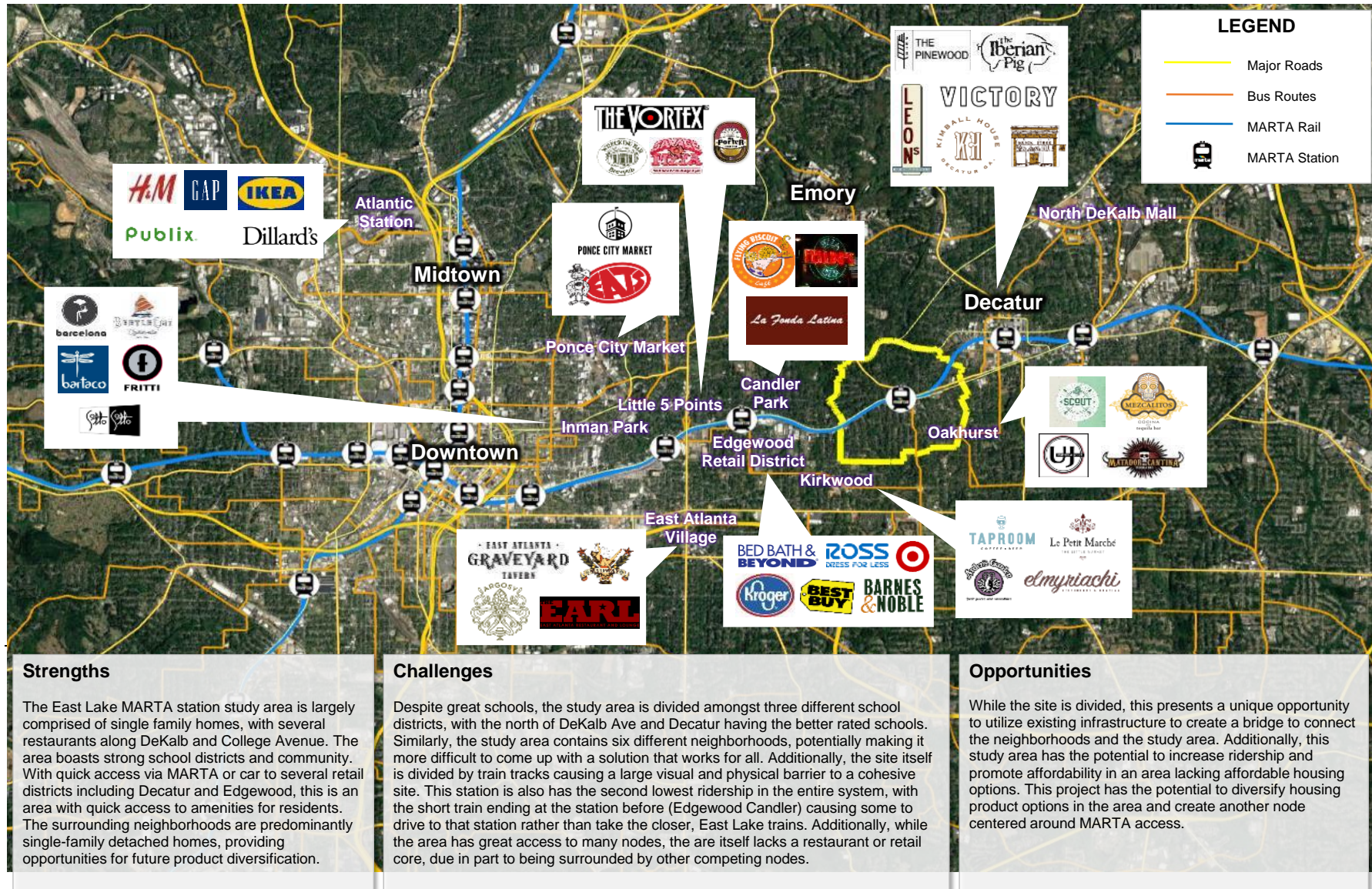
As is common in cities and can be seen in Downtown Atlanta and Decatur, the Downtown areas experience higher crime rates than the surrounding residential areas. The subject area is relatively well insulated from the crime of both Downtown cores and experiences relatively little crime.

SOURCE: Noell Consulting Group, Trulia, Savannah Housing Authority

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 22

Current Situation Assessment and Key Implications to the Residential Opportunities on the Study Area



SOURCE: Noell Consulting Group, Google Maps

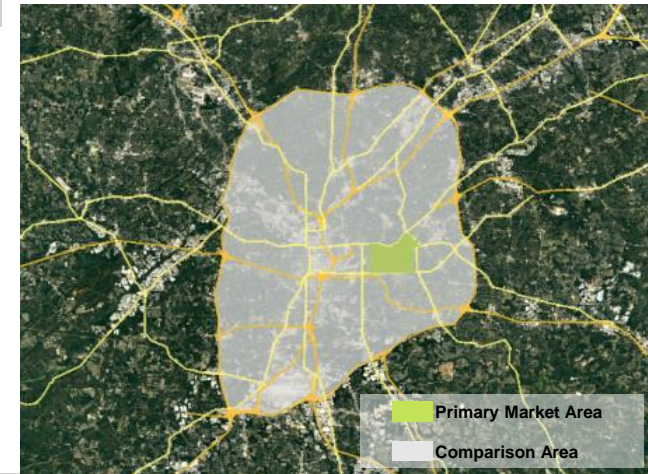
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 23

Age and Income Analysis of the East Lake PMA and Comparison to Atlanta ITP
2000 - 2017 (estimates)

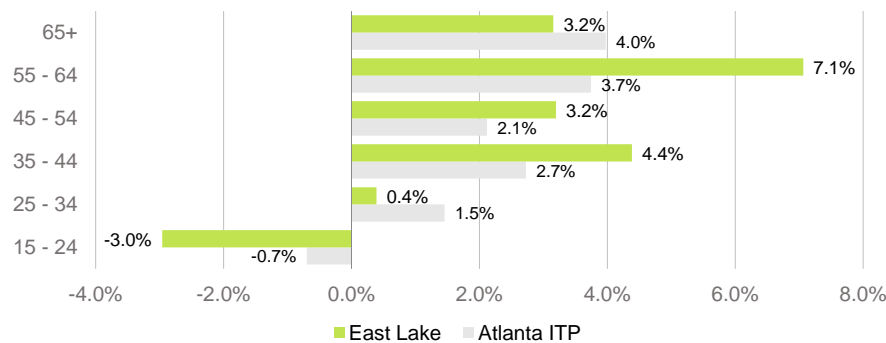
PMA Total Household Growth							
2000 - 2017	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Total
\$0 - \$25,000	-55	-121	-338	-159	-89	-96	-858
\$25,000 - \$35,000	-46	-209	-201	-70	15	36	-475
\$35,000 - \$50,000	-36	-229	-189	-88	33	11	-498
\$50,000 - \$75,000	-28	-206	-43	-114	92	89	-210
\$75,000 - \$100,000	-11	-96	52	35	91	83	154
\$100,000 - \$150,000	2	145	437	223	243	64	1,114
\$150,000 - \$200,000	2	131	280	218	186	14	831
\$200,000 +	-5	112	498	390	317	96	1,408
Total	-177	-473	496	435	888	297	1,466
Target Audience	-177	-473	496	435	888	297	1,466

The PMA has added 1,466 household within the target age & income ranges since 2000, or 86 HH/yr.

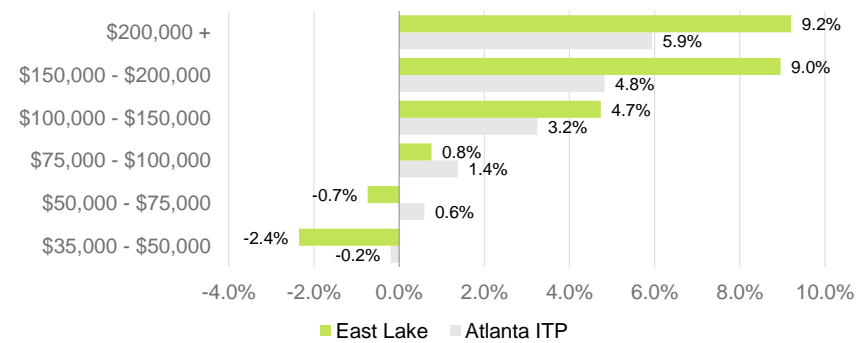


The East Lake PMA has seen very strong growth among those aged 35-64, and those earning greater than \$100,000 in median household income. While it has added an average of 86 households per year, approximately 60% of this growth has been displacing households of lower means - particularly those earning less than \$100,000, which is predominantly those under 35. Part of this is due to the lack of housing product diversification, something that future development in the study area may need to consider.

Household Growth By Age



Household Growth by Income



Source: NCG, Nielsen, US Census Data

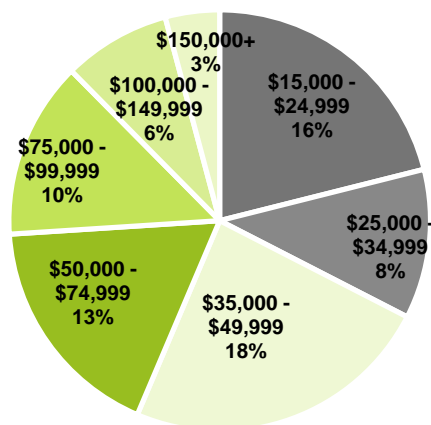
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 24
Summary of Renter Households in the East Lake, 2017

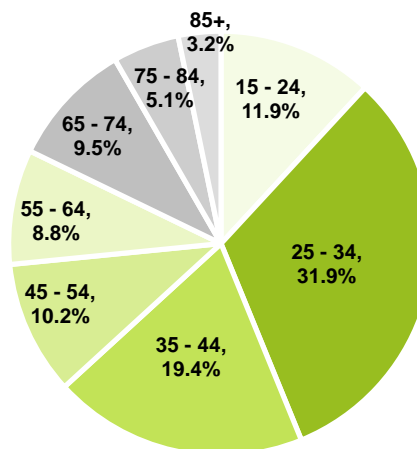
Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total
Less than \$15,000	209	320	153	101	101	138	97	73	1,192
\$15,000 - \$24,999	168	212	99	39	43	69	49	35	716
\$25,000 - \$34,999	17	137	70	41	37	48	25	16	389
\$35,000 - \$49,999	103	271	147	85	78	77	35	14	810
\$50,000 - \$74,999	33	212	138	77	59	55	17	7	597
\$75,000 - \$99,999	12	175	130	60	41	34	7	3	462
\$100,000 - \$149,999	4	104	97	39	25	10	1	1	280
Income \$150,000 +	0	36	56	27	17	5	1	0	141
Total	545	1,466	889	469	401	436	233	149	4,588
Target Audience	545	1,466	889	469	401	436	233	149	4,588

Within the East Lake PMA there are nearly 4,600 renter households. These renter households are heavily concentrated in those aged 25-40, primarily renting single-family homes. As housing values continue to rise, fewer rental homes will remain and this demographic will largely be lost if additional new rental product is not created in the area.

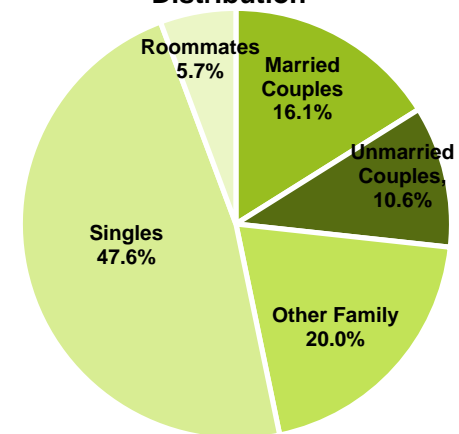
Target Market Income Distribution



Target Market Age Distribution



Target Market HH Type Distribution



SOURCE: Noell Consulting projections based on data obtained from the US Census and Claritas, Inc.

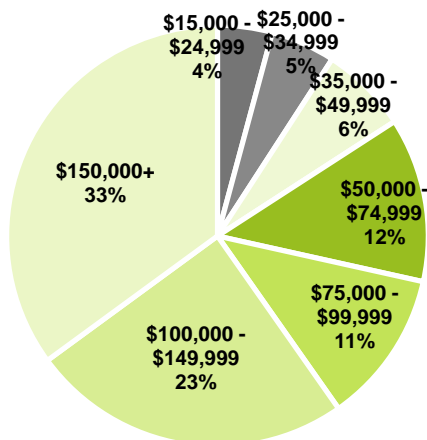
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 25
Summary of Owner Households in the East Lake PMA, 2016

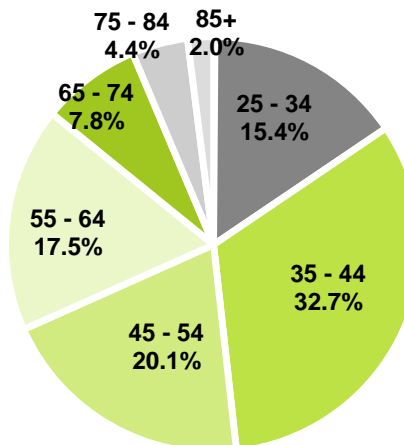
Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total
Less than \$15,000	2	55	60	51	64	62	71	45	409
\$15,000 - \$24,999	2	50	53	27	38	43	49	29	292
\$25,000 - \$34,999	0	56	65	50	55	51	43	23	344
\$35,000 - \$49,999	2	81	100	75	87	61	45	15	466
\$50,000 - \$74,999	1	153	226	164	158	104	51	19	877
\$75,000 - \$99,999	1	154	260	156	134	78	27	8	819
\$100,000 - \$149,999	1	315	668	349	279	80	17	7	1,716
\$150,000 +	0	270	973	606	476	94	18	0	2,436
Total	8	1,135	2,406	1,478	1,290	572	321	148	7,358
Target Audience	8	1,135	2,406	1,478	1,290	572	321	148	7,358

Owner households in the East Lake PMA are primarily those aged 30-64, earning \$100,000 and up. The cost of new development will make it difficult to provide for those earning less than \$100,000 unless greater product diversification is introduced (i.e. condominiums, townhomes, ADUs, etc.), or affordable housing incentives are provided. Additionally, as previously mentioned the high concentration of affluent households that are currently 55-64, will be looking for more maintenance-free product types over the coming decade, and today the lack of these products will largely force them out of the community.

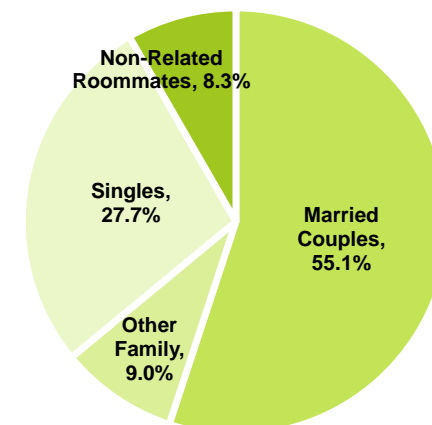
Target Market Income Distribution



Target Market Age Distribution



Target Market HH Type Distribution



Source: NCG, Nielsen, US Census Data

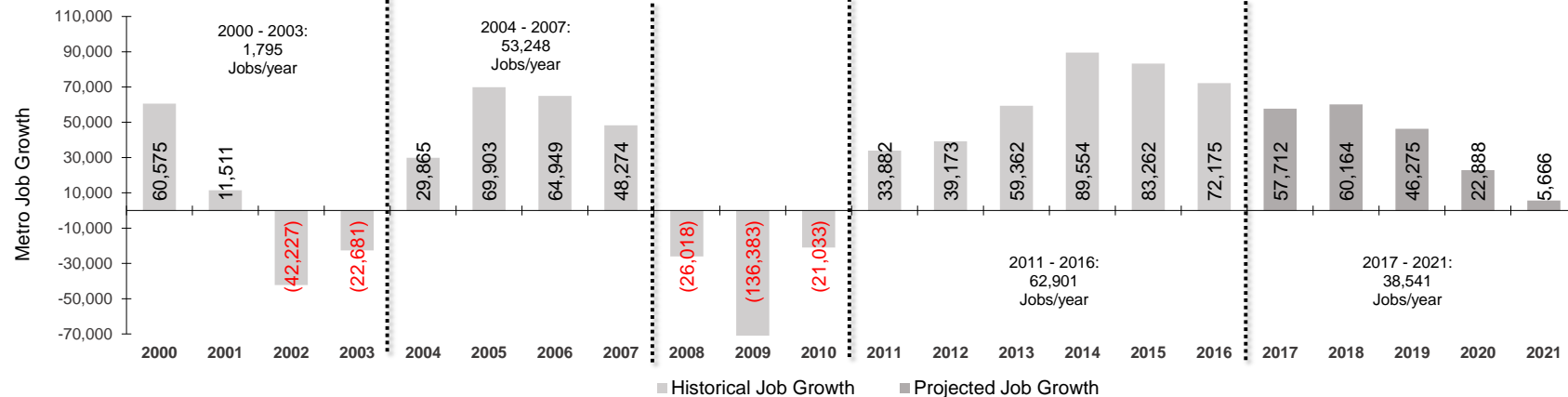
Demand Analysis

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 26

Historical and Projected Job Growth to Apartment Absorption Relationship in Atlanta Metro

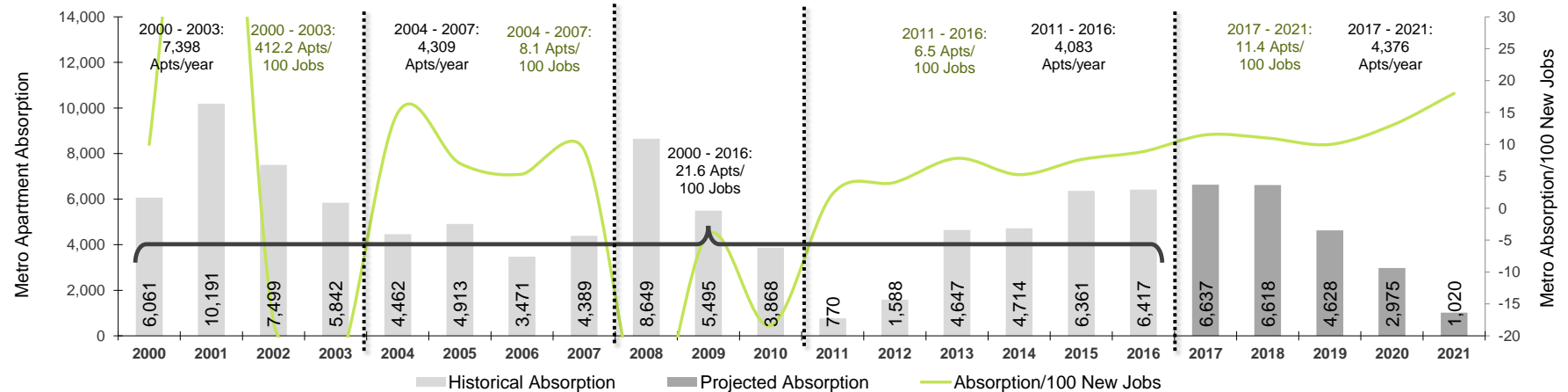
ATLANTA METRO JOB GROWTH



The Atlanta MSA has experienced strong job growth since 2011, setting a 16 year record in 2014. The next 5 years are expected to bring steady job growth, with a slow down predicted in 2020-2021. This slow down is forecasted based on historic cycles and we do not currently see signs indicating this correction, but maintain these figures in our analysis to remain conservative.

During times of economic stability absorption of Class A rental units has been pushed by job growth, with this trend visualized on the graph below which tracks the relationship between job growth and apartment absorption. Since coming out of the recession apartment absorption per 100 new jobs has slowly increased, averaging 6.5 units absorbed per 100 jobs from 2011-2016. We expect this trend to continue as Millennials continue to push off home ownership and empty nester / downsizers become more accepting of renting. Moving forward, NCF predicts the metro will absorb 11.4 units / 100 new jobs.

ATLANTA METRO CLASS A APARTMENT ABSORPTION



SOURCE: Noell Consulting Group, Costar and Economy.com | Moody's Analytics

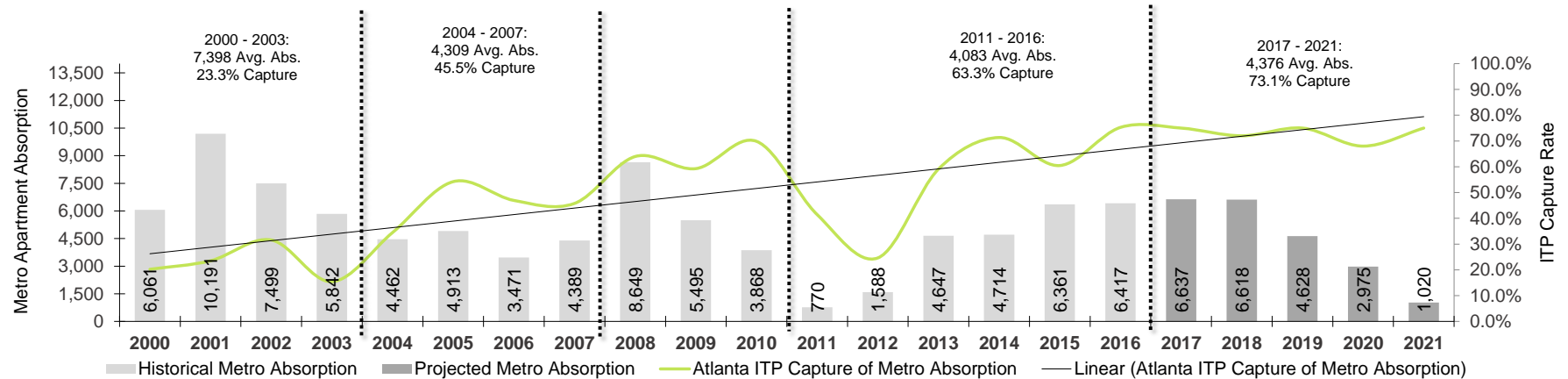


EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 27

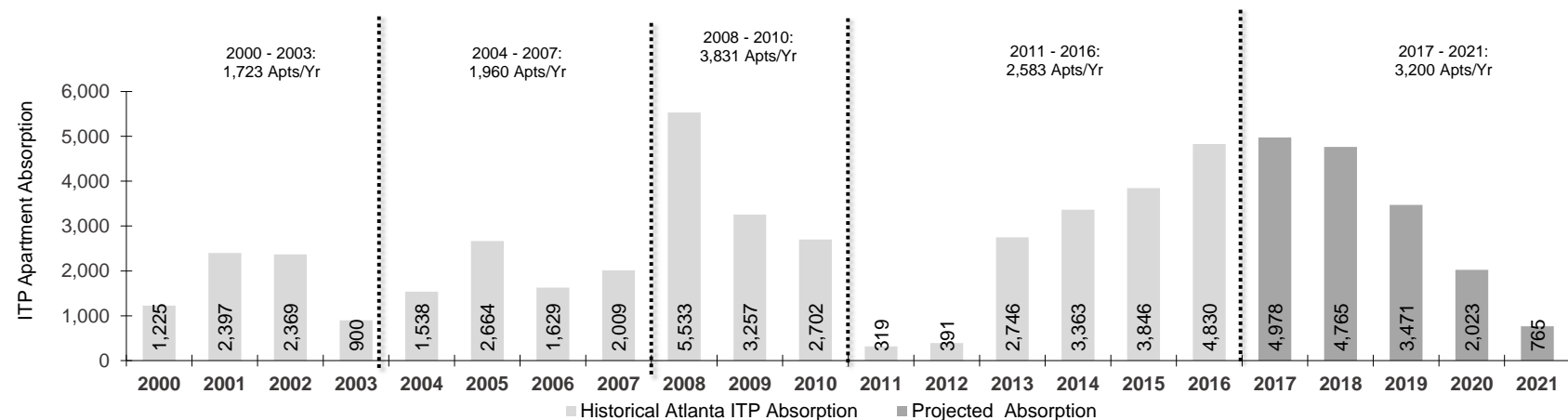
Atlanta ITP (Inside I-285) Capture of Atlanta Metro Class A Apartment Absorption

ATLANTA METRO CLASS A APARTMENT ABSORPTION AND ATLANTA ITP CAPTURE



This exhibit tracks the capture of the Atlanta Metro apartment absorption by the area inside I-285 (ITP), which is the urban core of Atlanta. The urban core of Atlanta, as with many cities nationwide, has seen an influx of population (and renters) moving into urban centers to take advantage of job proximity, cultural amenities, & walkability. Since 2000 the Atlanta urban core has continually captured more of the apartment absorption of the metro and we expect this to continue from 2017-2021 as established areas in Atlanta densify, new neighborhoods emerge, and jobs continue to relocate and grow in the urban core. Again, the slow down in 2019+ is a function of the forecasted job growth cycle.

ATLANTA ITP CLASS A APARTMENT ABSORPTION



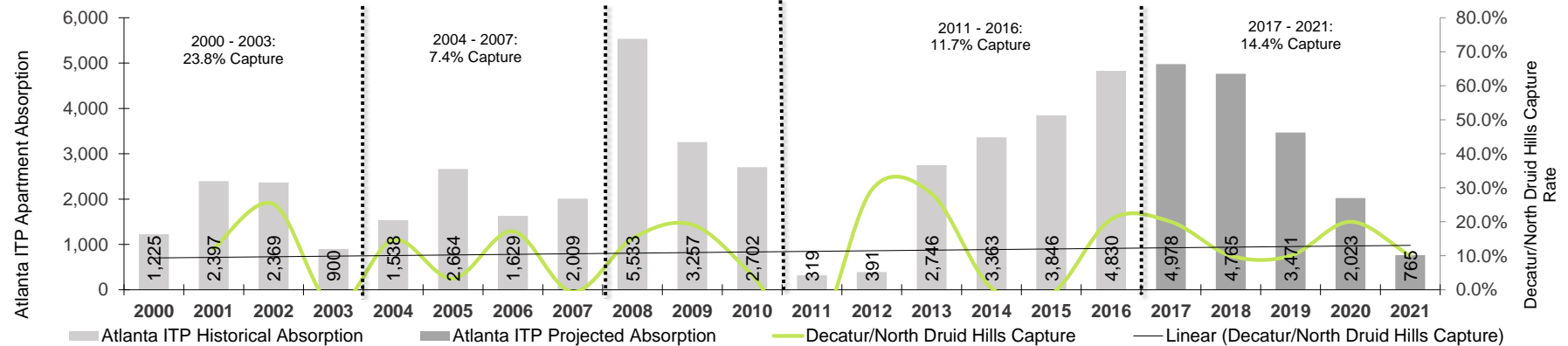
SOURCE: Noell Consulting Group and Costar



EAST LAKE MARTA STATION LCI MARKET ANALYSIS

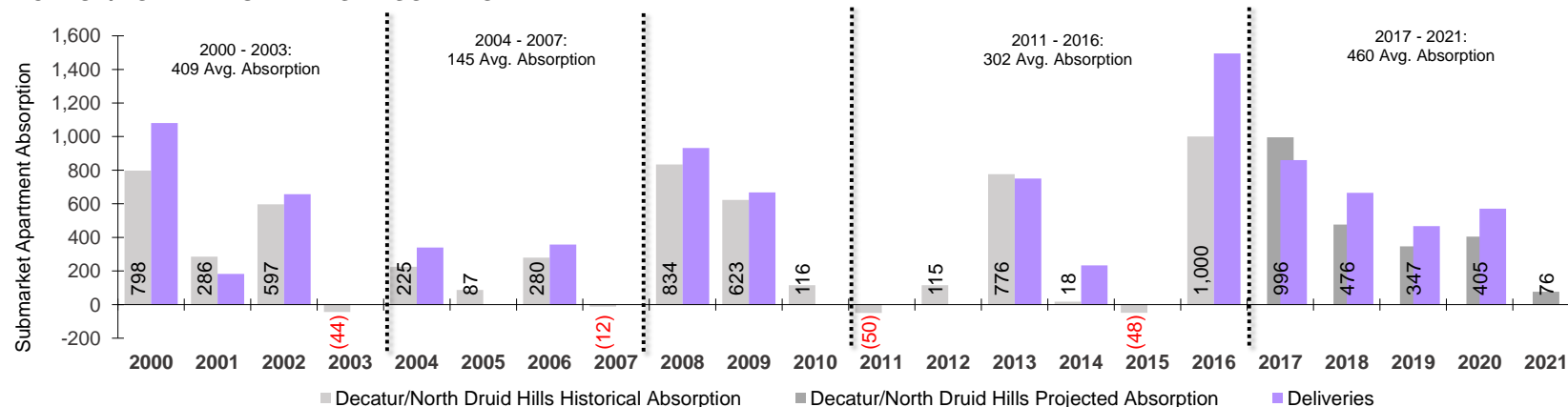
Exhibit 28
Decatur/North Druid Hills Submarket Capture of the Atlanta ITP Apartment Core

ATLANTA ITP CLASS A APARTMENT ABSORPTION AND DECATUR/NORTH DRUID HILLS CAPTURE



The Decatur/North Druid Hills submarket, which encompasses the study area and its competing neighborhoods, has increasingly captured a higher percentage of apartment absorption inside the Atlanta perimeter with fluctuating capture ratios dictated by years of high delivery. With a strong pipeline and the predicted continuation of residents flocking intown NCG projects future capture to continue on its upward trend and capture roughly 14.4% of apartment absorption from Atlanta ITP from 2017-2021.

DECATUR/NORTH DRUID HILLS ABSORPTION



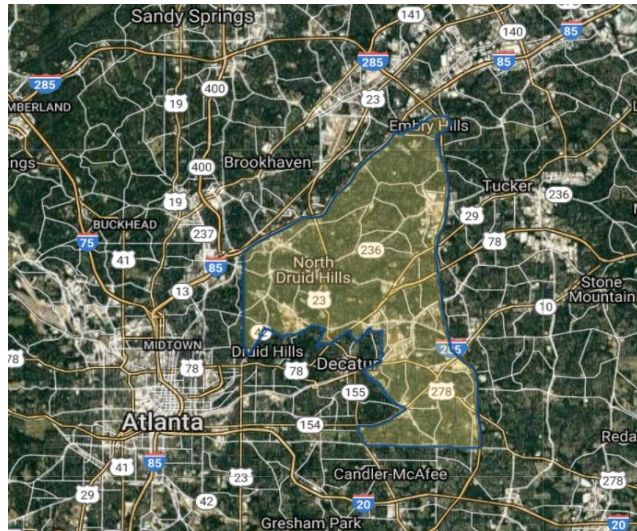
SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 29 (Page 1 of 2)

Intown Atlanta Apartment Supply and Demand Analysis

	'00-'16 Average	11-'16 Average	2016	FORECAST					2017- 2021 Average
Employment Growth in the Metro ¹	24,361	62,901	72,175	57,712	60,164	46,275	22,888	5,666	38,541
Projected Jobs to New Apt. Absorption In Metro	21.6	6.5	8.9	11.5	11.0	10.0	13.0	18.0	11.4
Est. Supportable New Apt Absorption in Metro	5,255	4,083	6,417	6,637	6,618	4,628	2,975	1,020	4,376
Atlanta ITP Capture of Metro	44%	63%	75%	75.0%	72.0%	75.0%	68.0%	75.0%	73.1%
Est. Supportable New Apt Absorption Atlanta ITP	2,306	2,583	4,830	4,978	4,765	3,471	2,023	765	3,200
Decatur/North Druid Hills Capture of New Apt. Abs. w/in Atlanta ITP	12.5%	11.7%	20.7%	20.0%	10.0%	10.0%	20.0%	10.0%	14.4%
Decatur/North Druid Hills New Apartment Absorption	288	302	1,000	996	476	347	405	76	460



1/ Employment growth from Economy.com

2/ Noell Consulting Group analysis based on larger analysis and trends of the market.

3/ Decatur/North Druid Hills submarket shown above

SOURCE: Noell Consulting Group, CoStar, Economy.com

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 29 (Page 2 of 2) Intown Atlanta Apartment Supply and Demand Analysis

Decatur/North Druid Hills New Apartment Absorption	2017	2018	2019	2020	2021	Total
High delivery years have a 10% demand bump to account for Class B & C stealing	1,095	524	382	445	76	2,523

NOTES:

- The numbers found beneath the year columns for each project indicate the percentage of the year the projects are expected to be in lease-up. Unit counts are market rate only.
- Projects that delivered in 2016, but were/are in lease up in 2017 are designated in **PURPLE**.
- Projects that are currently under construction are designated in **GREEN**.
- There are currently 1,187 units under construction in the submarket.
- There are an additional 603 units planned in the submarket.
- 860 units have yet to be absorbed from projects that delivered in 2016 or early 2017. This equates to 2,650 units in the pipeline, not including the study area.
- Assuming a development in the study area would not deliver until late 2020, we are forecasting the potential absorption pace of just under 10 units per month, and therefore an ideal community size of approximately 120 units.

5 Year Pipeline						Total
Decatur/North Druid Hills						2,650
The Reserve at Decatur	1.00					200
Accent North Druid Hills	1.00					210
Green Park Apartments	1.00					200
The Point on Scott (Fuqua)	1.00	0.25				250
E. Co (Columbia Ventures)		0.25	1.00	0.50		375
Solis in Decatur (Terwilliger Pappas)		0.25	1.00	0.25		290
AMLI Decatur (AMLI)			0.75	1.00		325
Sam's Crossing (South City)			1.00			197
250 N Arcadia Ave (Enfold)			0.50			101
163 Clairemont Avenue (Mill Creek)				1.00	0.25	232
1010 E Ponce De Leon Ave (Toll Brothers)				1.00	0.25	270

Total, Projects Known	4.0	0.8	4.3	3.8	0.5	2,650
Matriculation Factor	100%	100%	75%	66%	50%	2,324
Study Area				0.50	1.00	120
Total, All Projects w/Matriculation	4.0	0.8	3.2	3.0	1.3	2,444
Total Deliveries (in units)	860	665	467	451	0	2,444

Study Area	2018	2019	2020	2021	Totals
Fair Share Capture:			17%	80%	
Fair Share Capture with 25% Premium:			21%	100%	
Annual Capture:			94	76	
Fair Share Monthly Abs:			12.5	5.1	9.4

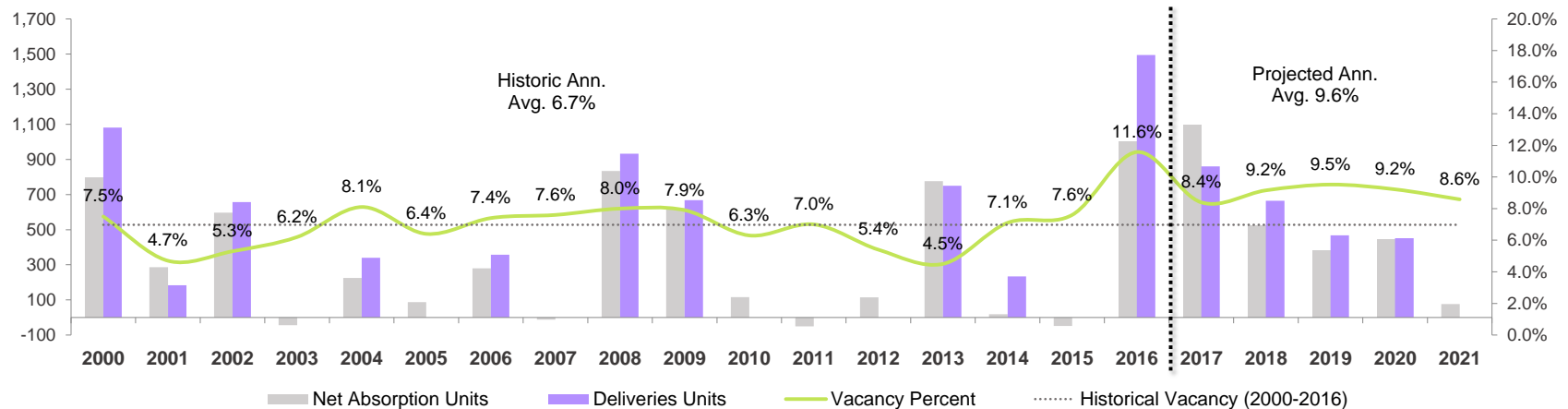
SOURCE: Noell Consulting Group, CoStar, Economy.com

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 30

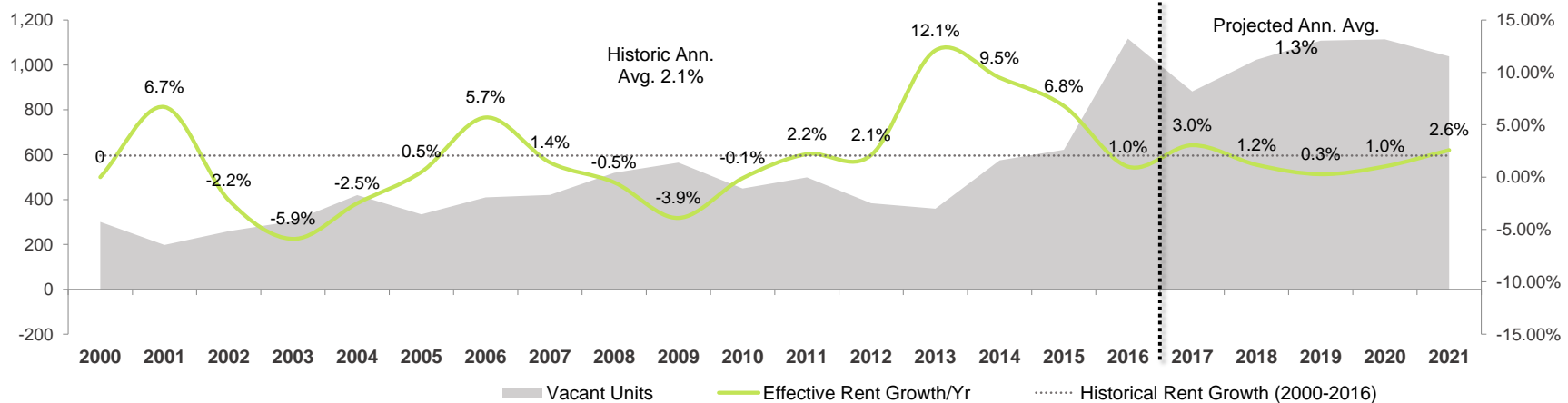
Historic and Projected Vacancy and Rent Growth of Class A Properties in the Atlanta Intown Submarket

SUBMARKET ABSORPTION, DELIVERIES, & VACANCY



Late deliveries in 2016 have led to high vacancies as of year end and continued high deliveries through 2020 will lead to high vacancies, despite high absorption. These years of high deliveries / high vacancies will create limit effective rent growth until 2021 when absorption begins to out pace deliveries.

EFFECTIVE RENT VS VACANT STOCK

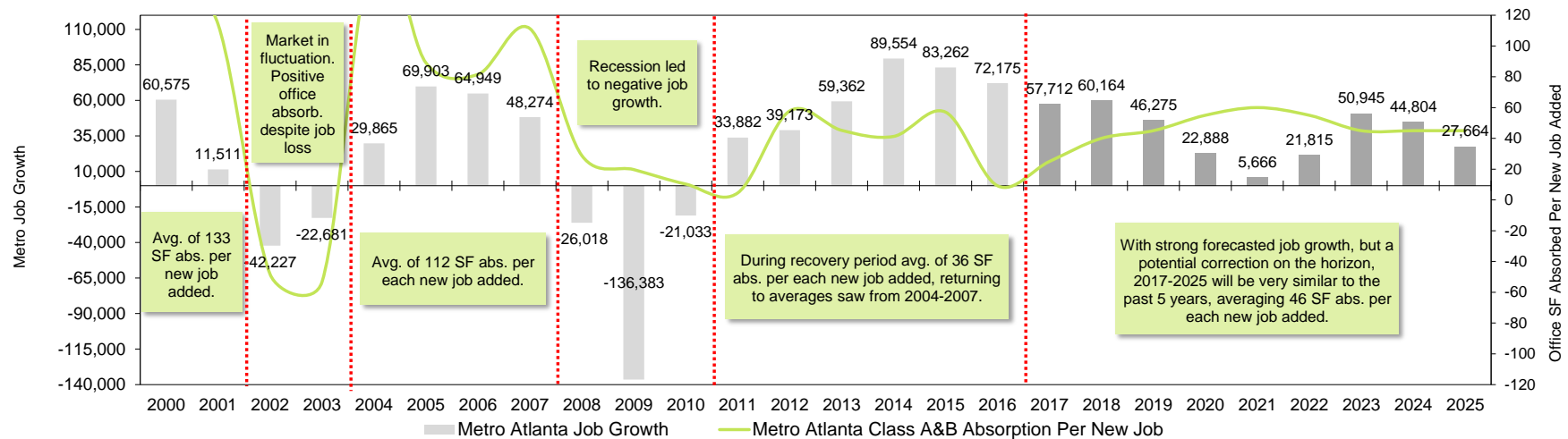


SOURCE: Noell Consulting Group and Costar

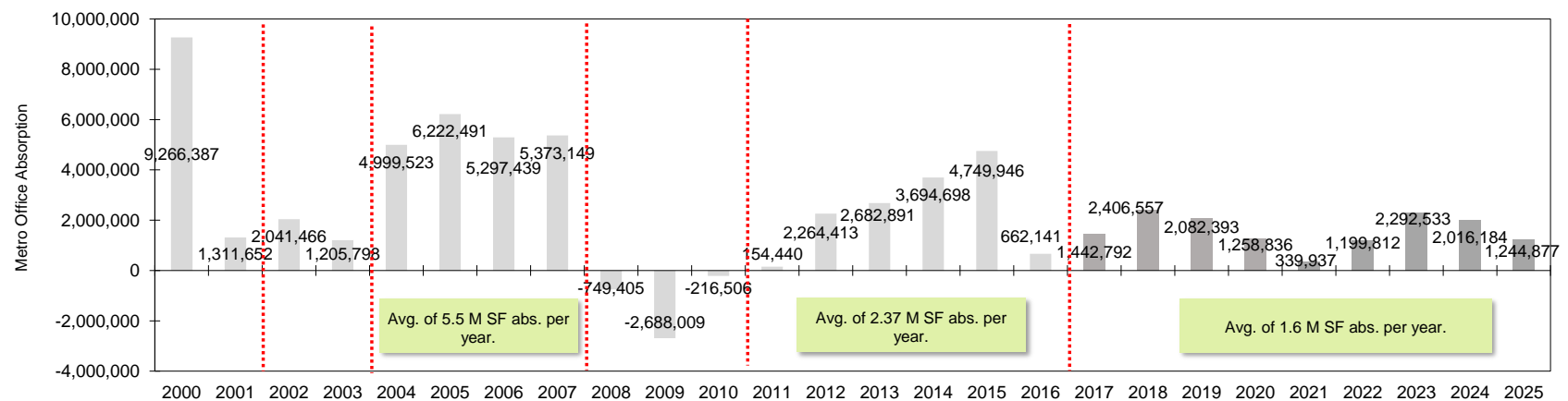
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 31
Historical and Projected Job Growth to Office Absorption Relationship in Atlanta

ATLANTA METRO JOB GROWTH



ATLANTA METRO CLASS A&B OFFICE ABSORPTION

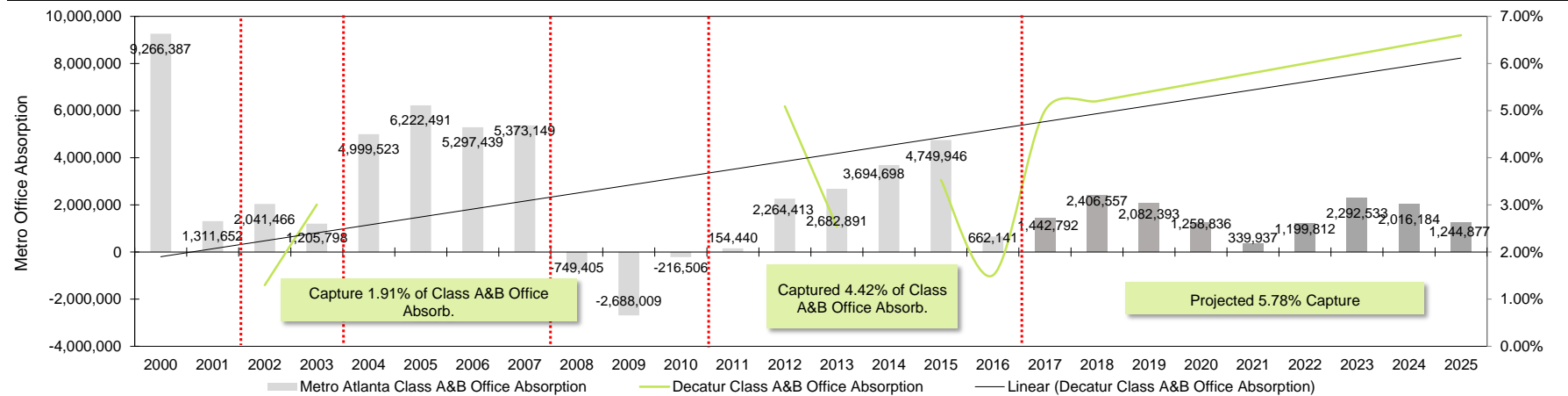


SOURCE: Noell Consulting Group, Economy.com | Moody's Analytics, and CoStar

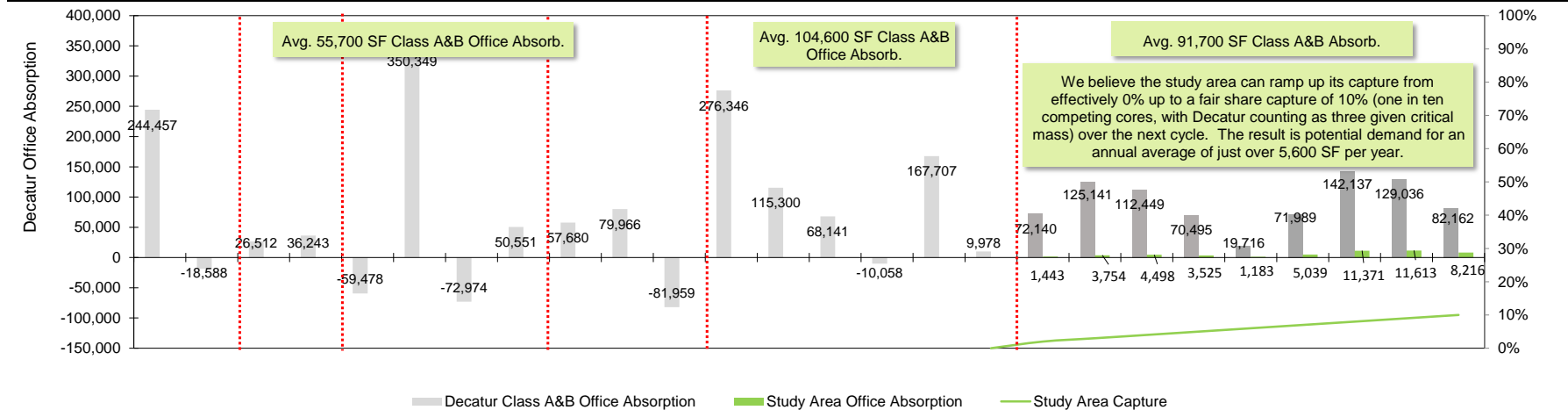
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 32
Historic and Projected Metro and Decatur Office Absorption Relationship

METRO CLASS A&B OFFICE ABSORPTION



DECATUR CLASS A&B OFFICE ABSORPTION

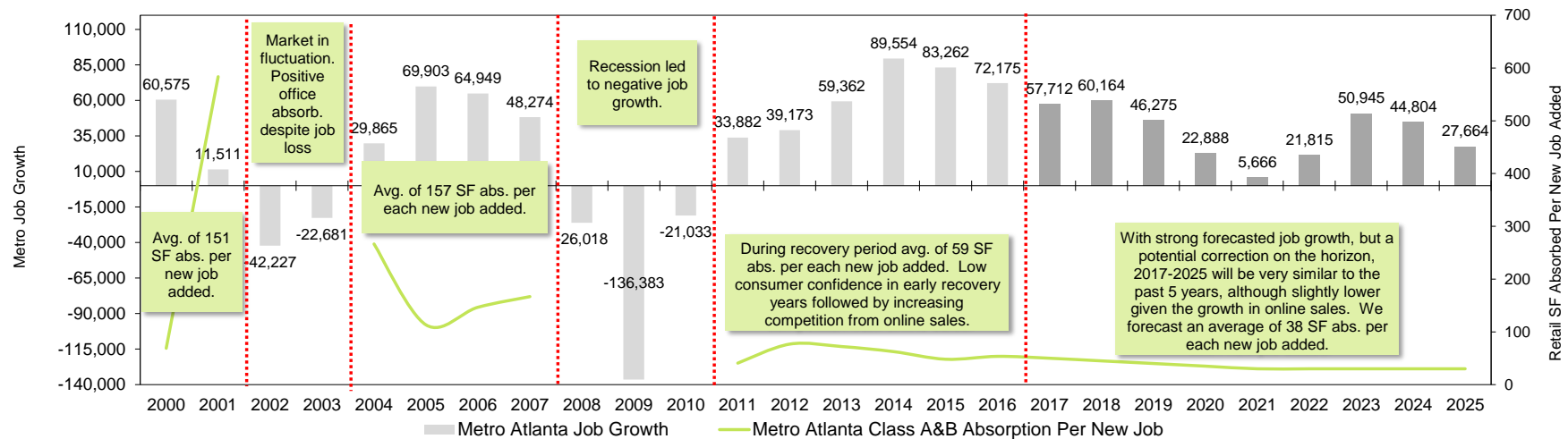


SOURCE: Noell Consulting Group, and CoStar

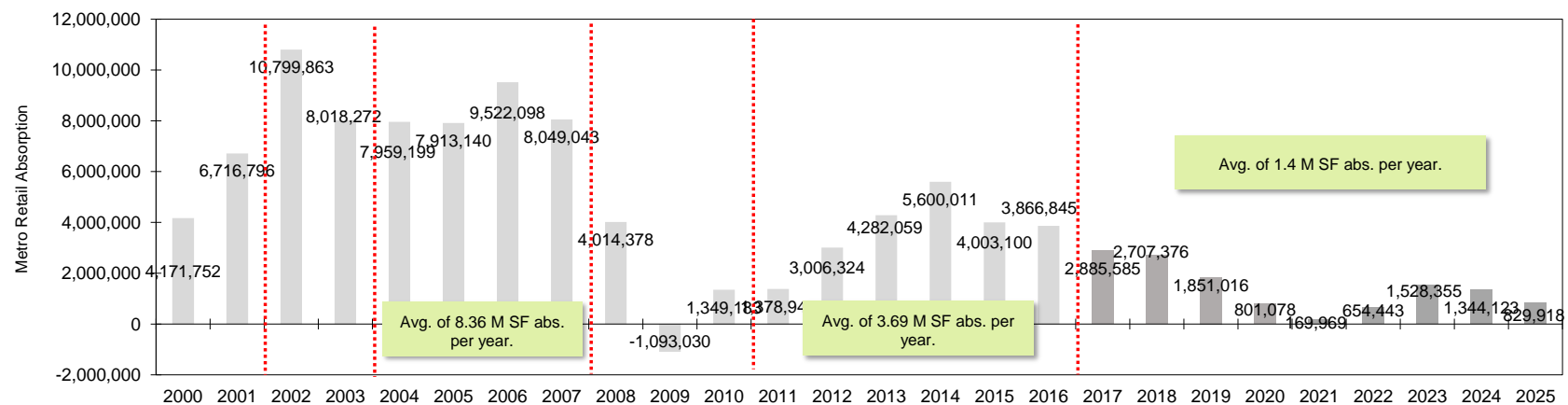
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 33
Historic and Projected Job Growth to Retail Absorption Relationship in Atlanta

ATLANTA METRO JOB GROWTH



ATLANTA METRO CLASS A&B RETAIL ABSORPTION

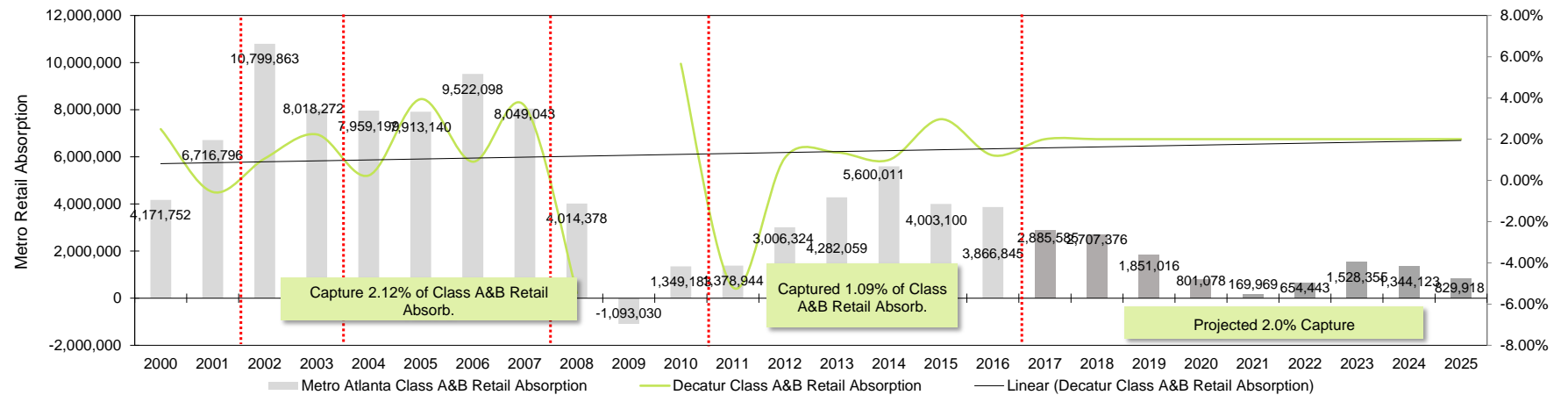


SOURCE: Noell Consulting Group, Economy.com | Moody's Analytics, and CoStar

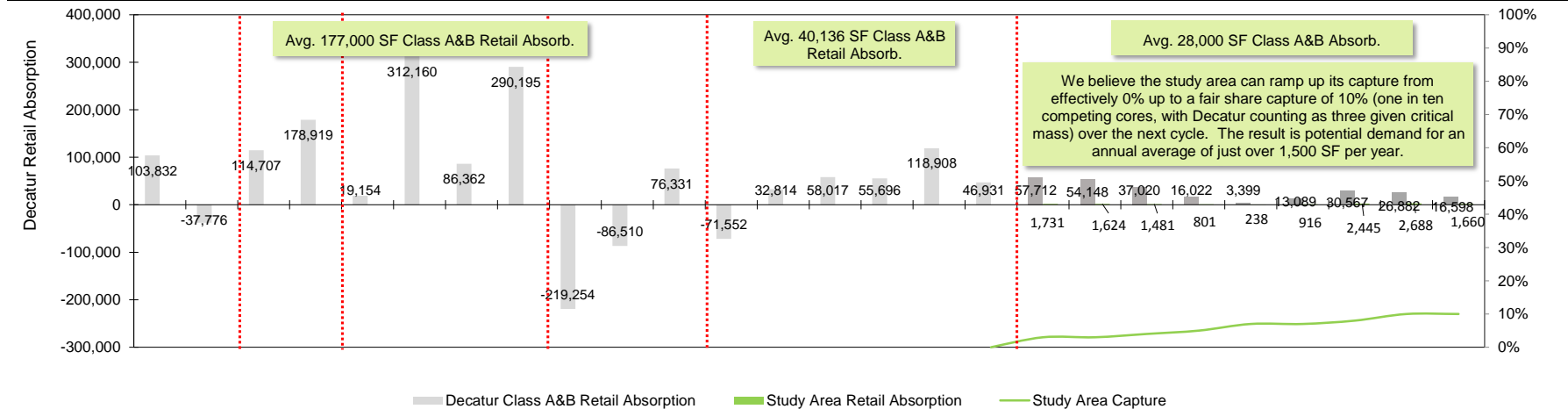
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 34
Historic and Projected Metro and Decatur Retail Absorption Relationship

METRO CLASS A&B RETAIL ABSORPTION



DECATUR CLASS A&B RETAIL ABSORPTION

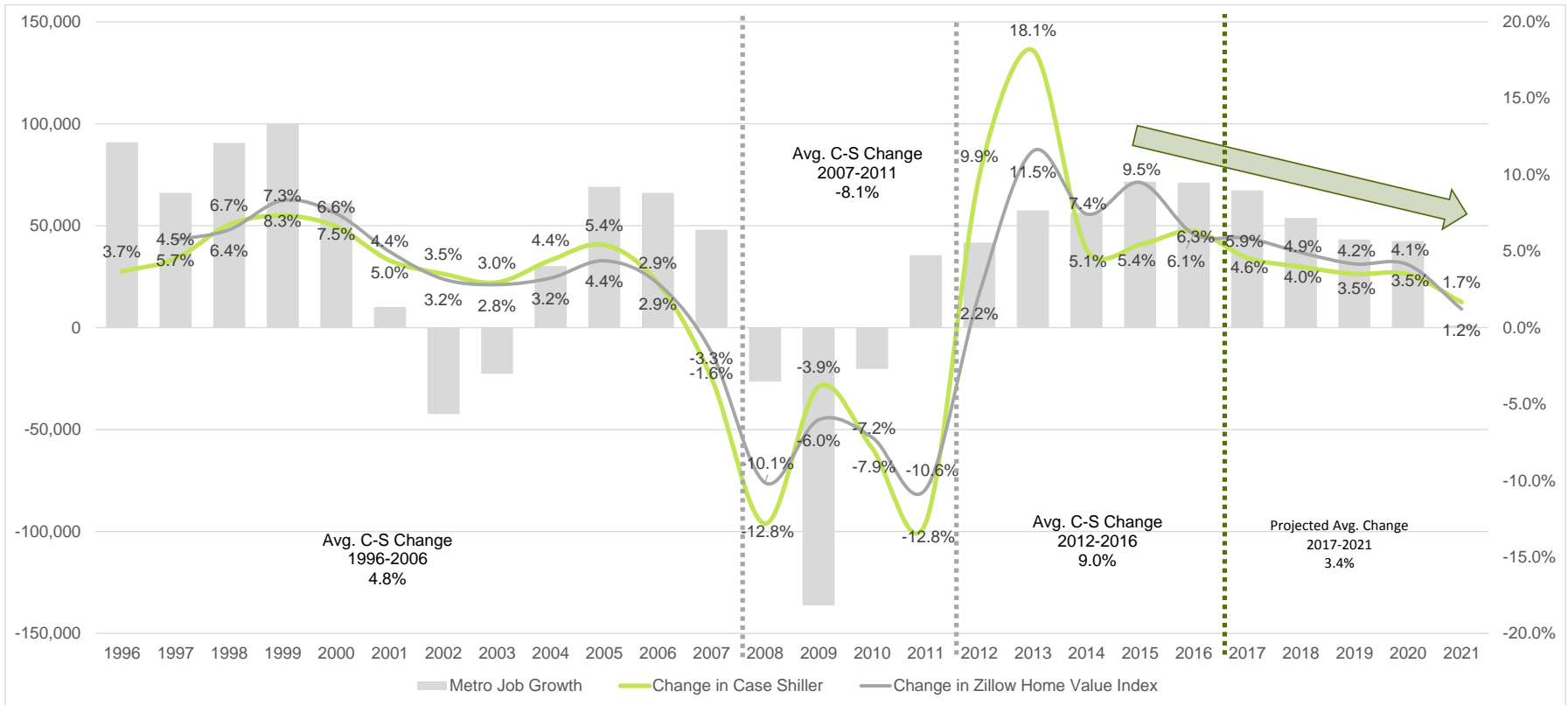


SOURCE: Noell Consulting Group, and CoStar

For Sale Analysis

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 35
Historic Home Price Trends - Case Shiller

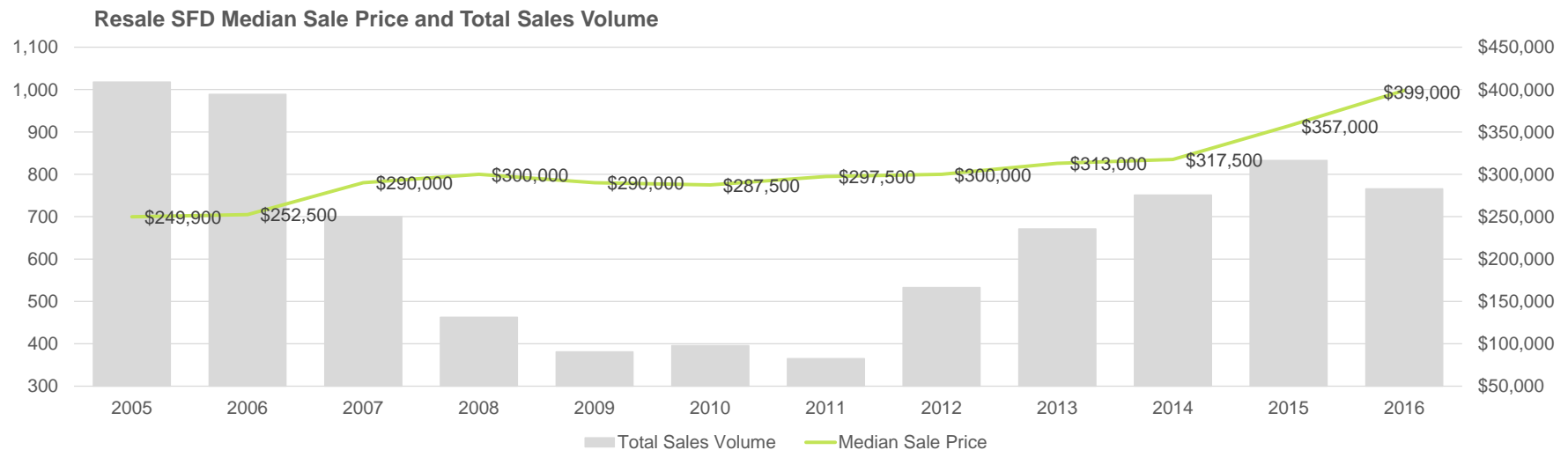
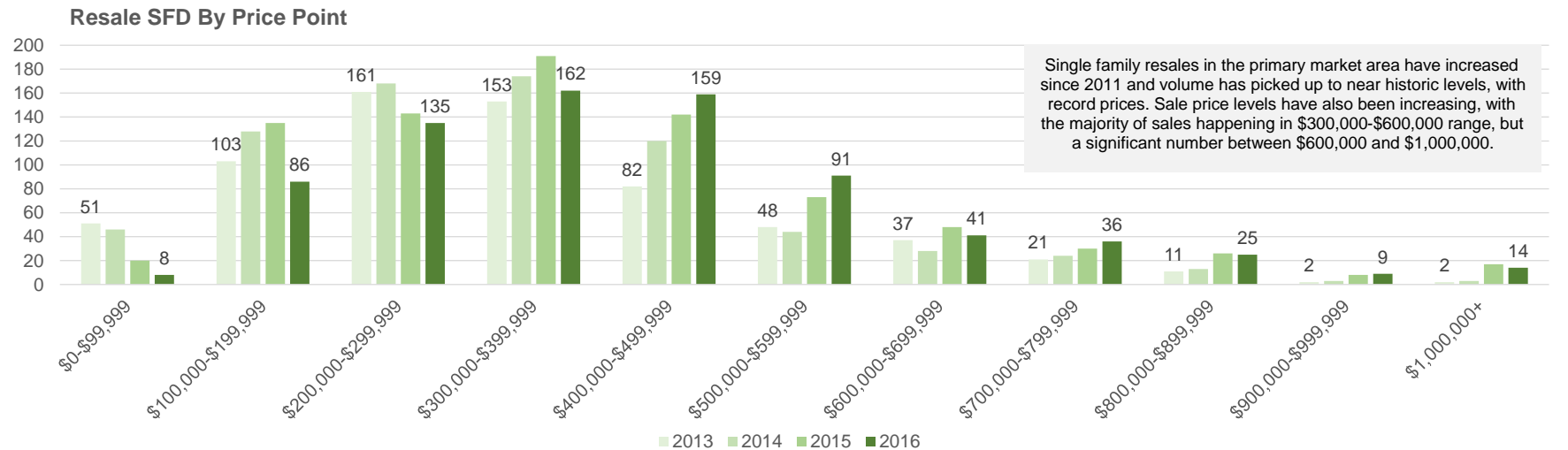


Based on projected job growth and development patterns, we expect metro home prices to continue to see steady appreciation, although at levels considerably below the last four years as the market rebounded from the recession. This exhibit shows two measures of metro home values, the Case Shiller Index and the Zillow Home Value Index. While we view the Case Shiller as a more accurate measure of home value appreciation, the ZHVI is published at city, ZIP Code, and neighborhood level, as well as for single family homes and condominiums, making it a useful source for comparing markets. These two indices show similar trends - strong year-over-year price appreciation as the housing market recovered from 2007-2011, with home prices almost back to peak nominal values. We project annual price appreciation to slow as prices exceed previous peaks, but steady job growth and limited new supply will keep the housing market tight for several years.

SOURCE: Noell Consulting Group, US Census Building Permits Survey, Moody's/Economy.com, Zillow

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

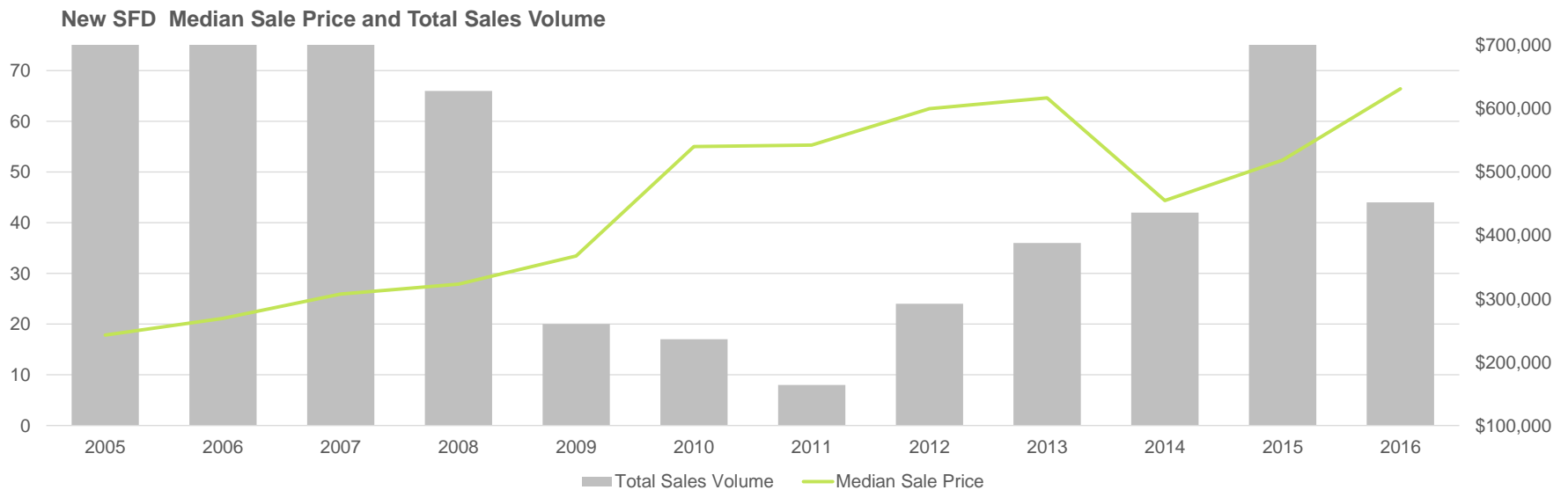
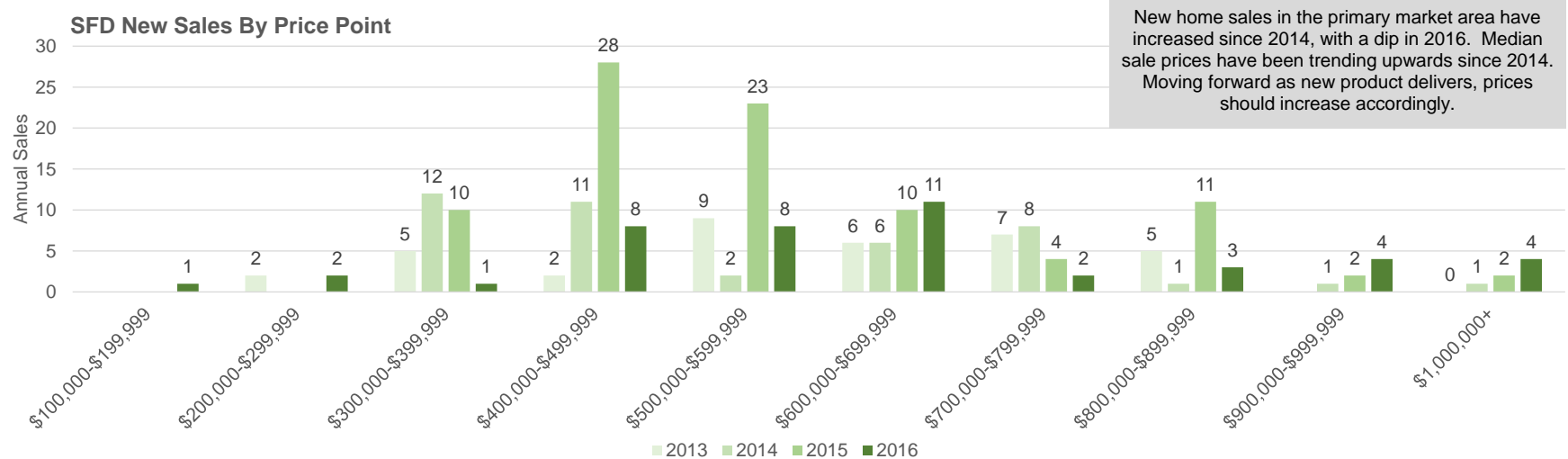
Exhibit 36
Single Family Resales for East Lake MARTA Station PMA, 2013-2016



SOURCE: Noell Consulting Group based on data from MetroStudy

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

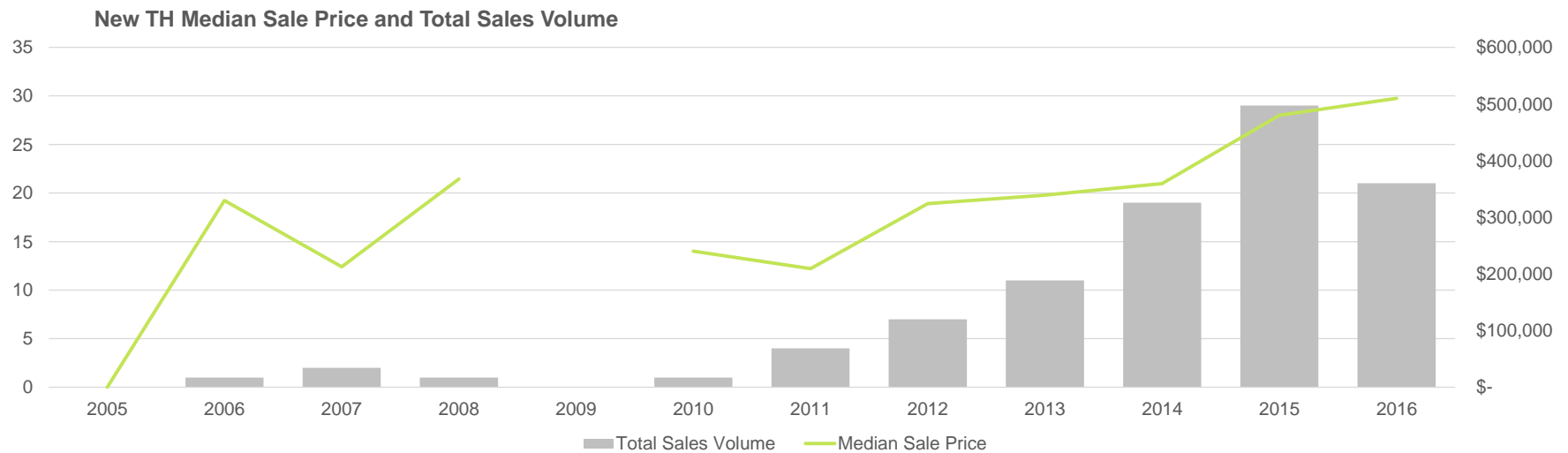
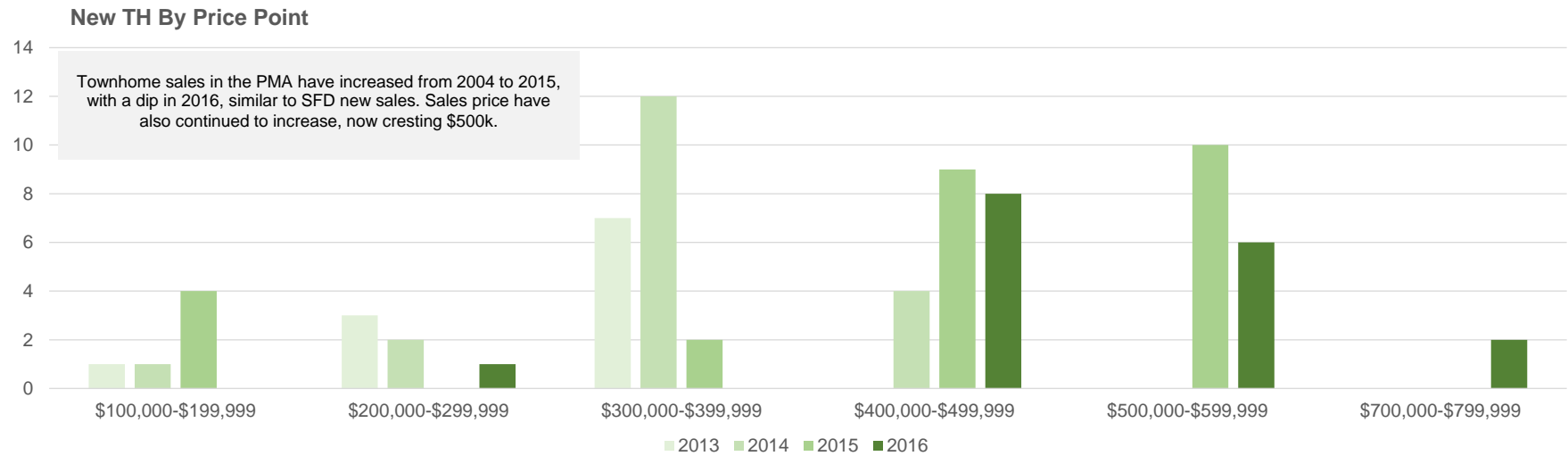
Exhibit 37
Single Family New Sales for East Lake MARTA Station PMA, 2013-2016



SOURCE: Noell Consulting Group based on data from MetroStudy

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

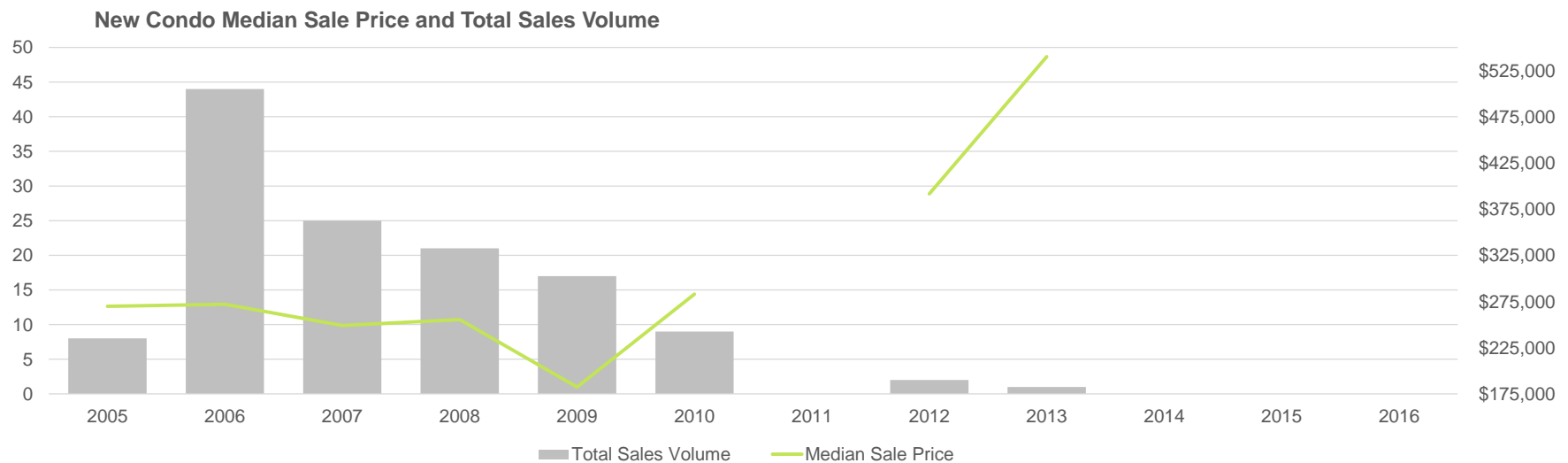
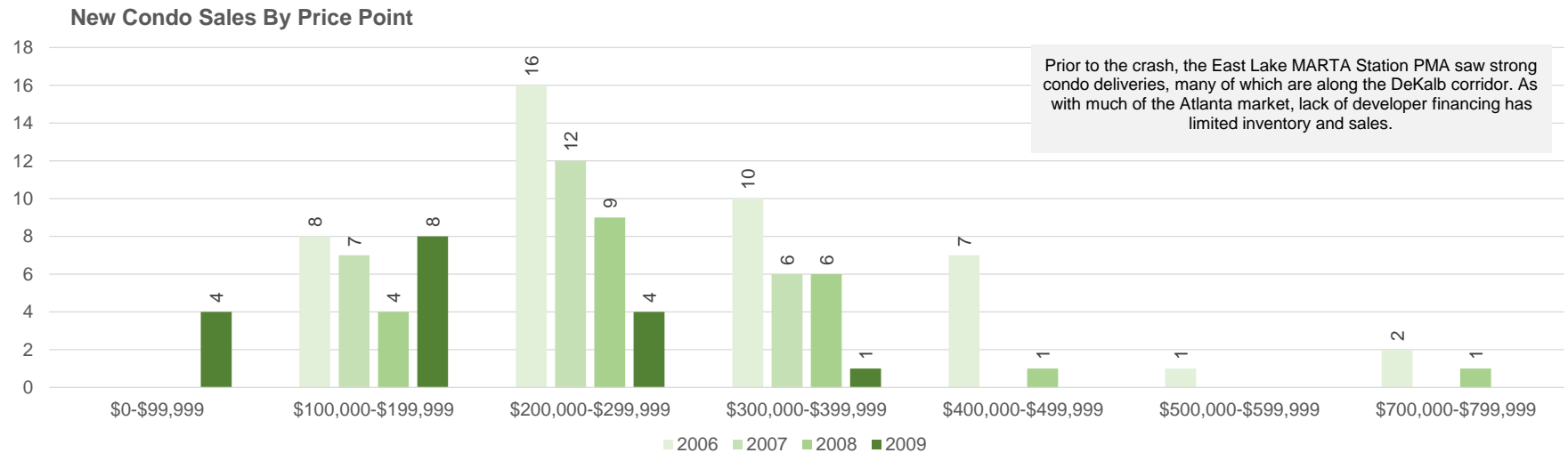
Exhibit 38
Townhome New Sales for East Lake MARTA Station PMA, 2013-2016



SOURCE: Noell Consulting Group based on data from MetroStudy

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 39
Condo New Sales for East Lake MARTA Station PMA, 2013-2016

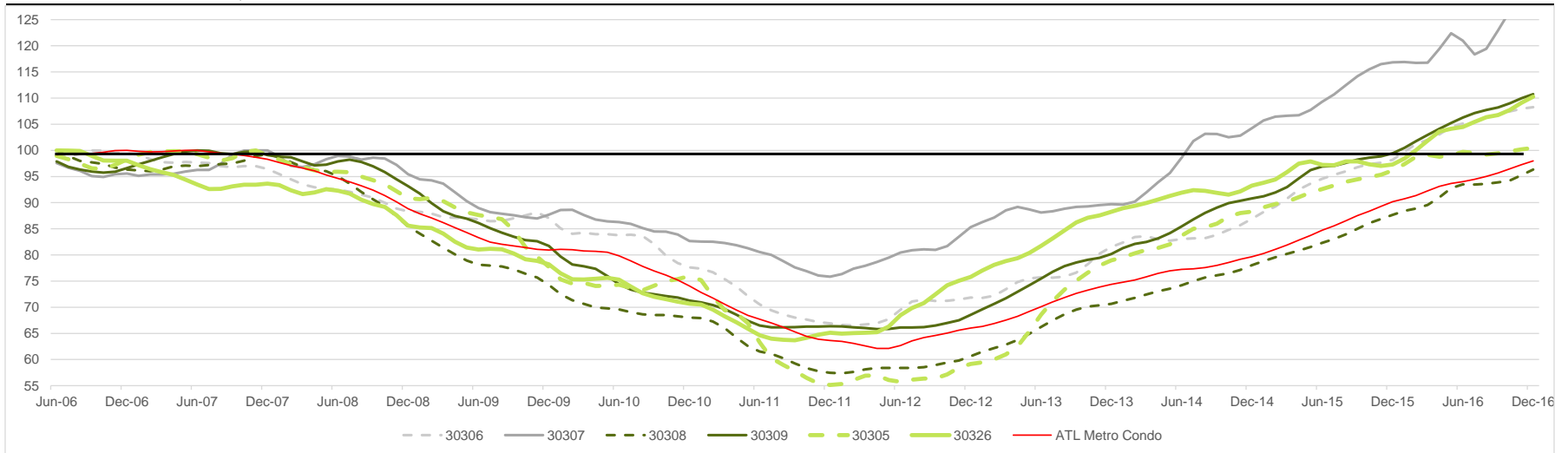


SOURCE: Noell Consulting Group based on data from MetroStudy

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

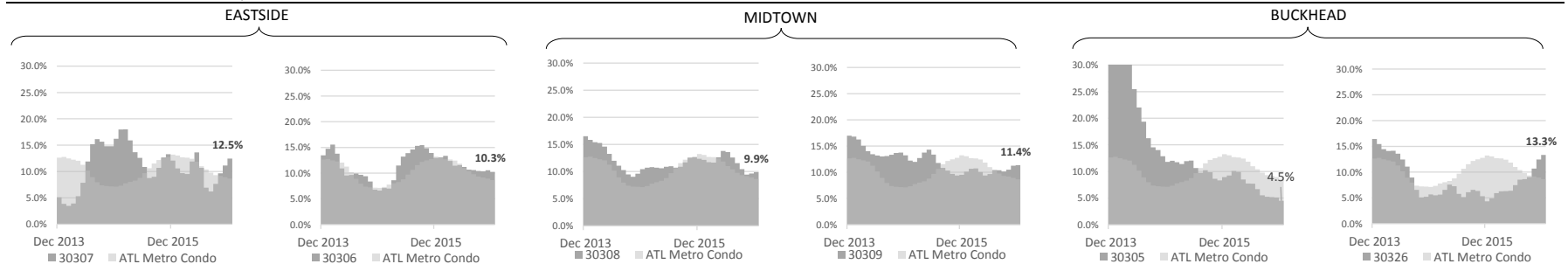
Exhibit 40 Atlanta Intown Condo Values

ZILLOW RELATIVE VALUE; PRE-2012 PRICE PEAK = 100%



The Atlanta Intown condo market has steadily recovered since prices bottomed out in early 2012. In terms of condo values the majority of the zip codes that make up the Atlanta metro have recovered to pre-2008 levels. The study area is largely within the Eastside Neighborhoods.

ZILLOW RELATIVE VALUE; YEAR-OVER-YEAR CHANGE

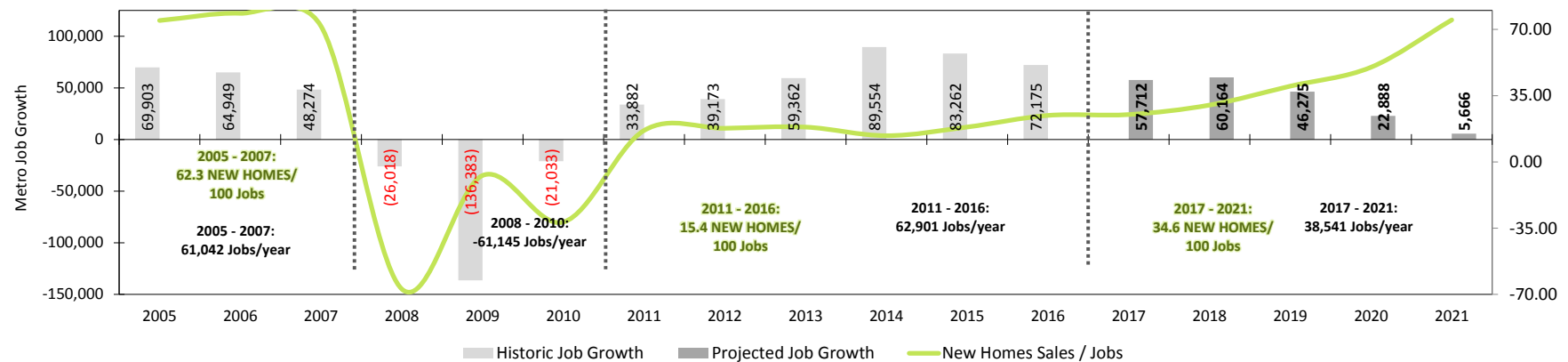


SOURCE: Noell Consulting Group, Zillow

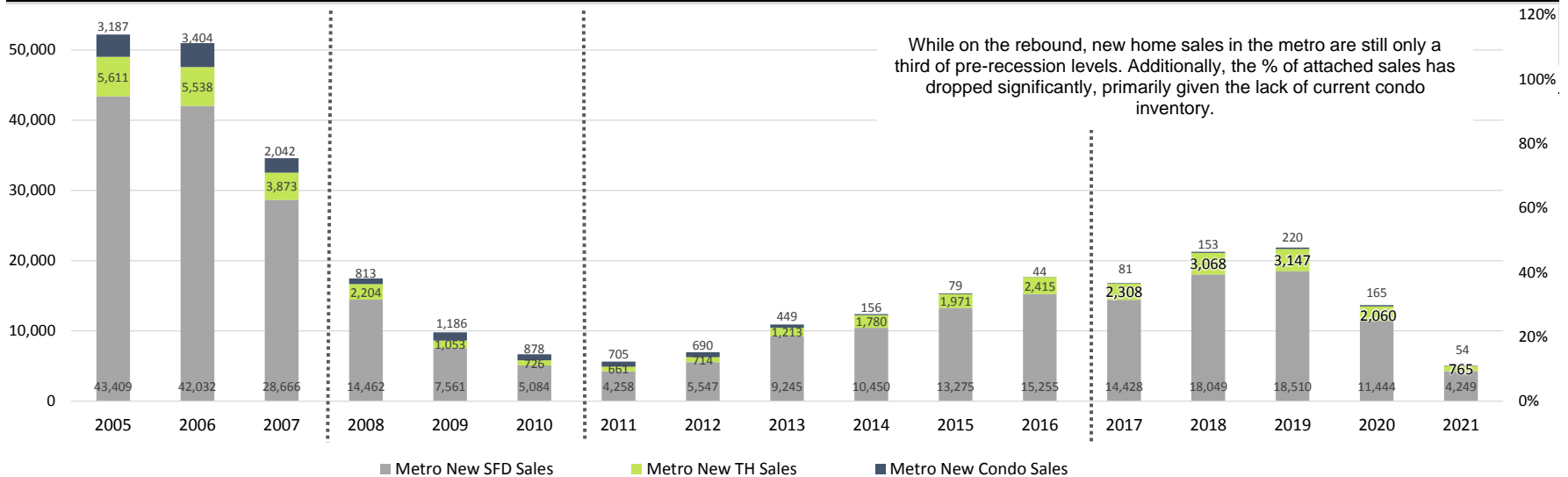
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 41
Historical and Projected Job Growth to Apartment Absorption - Atlanta MSA

METRO JOB GROWTH AND NEW HOME SALES



METRO ATTACHED SHARE OF ALL SALES



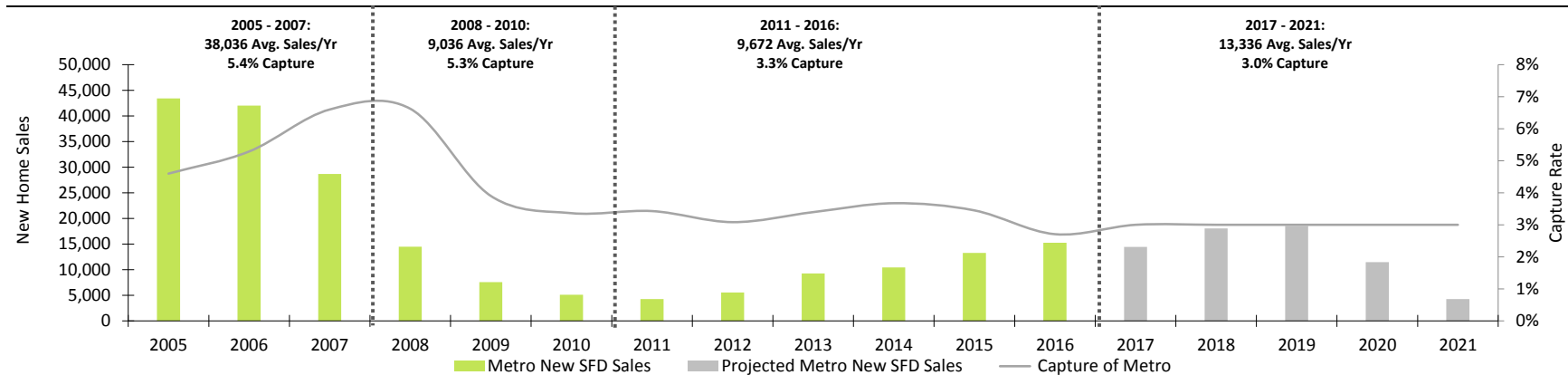
SOURCE: Noell Consulting Group, Metro Study and Economy.com | Moody's Analytics

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 42

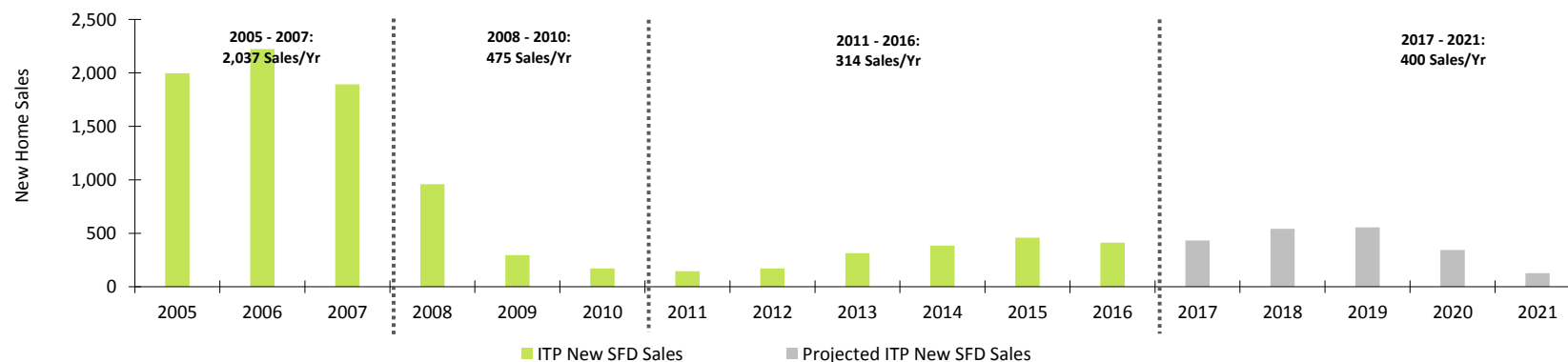
Atlanta Inside I-285 (ITP) Capture of Metro New SFD Sales

METRO NEW SFD SALES AND ATLANTA ITP CAPTURE



With the current levels of new home inventory and deliveries, coupled with the cooling economy, we forecast an annual average of 13,336 sales per team from 2017-2021. With decreasing land availability, ITP, particularly for SFD homes, we project its capture to average only 3% of the metro, resulting in approximately 400 sales/year.

ATLANTA ITP NEW SFD SALES



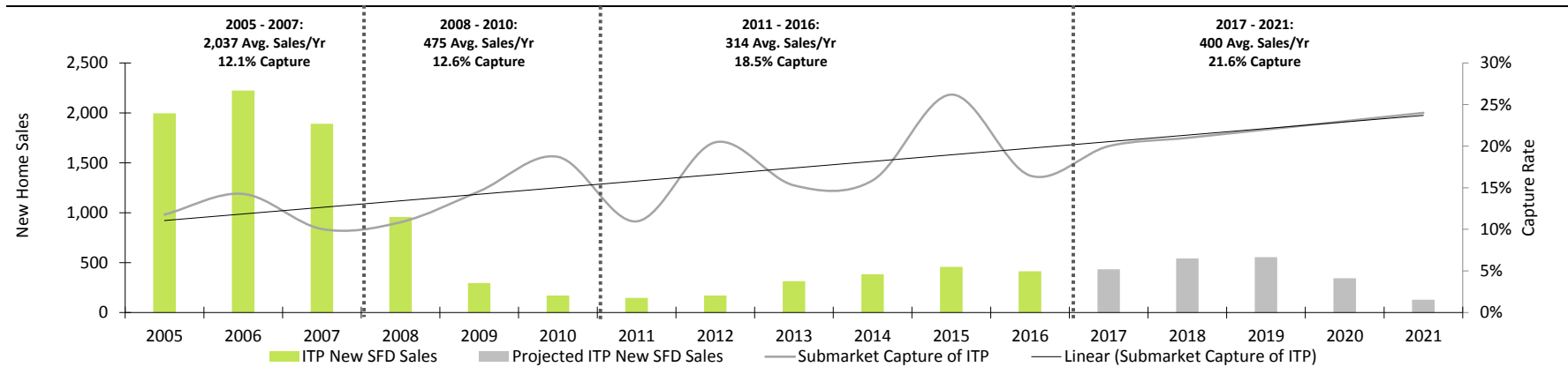
SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 43

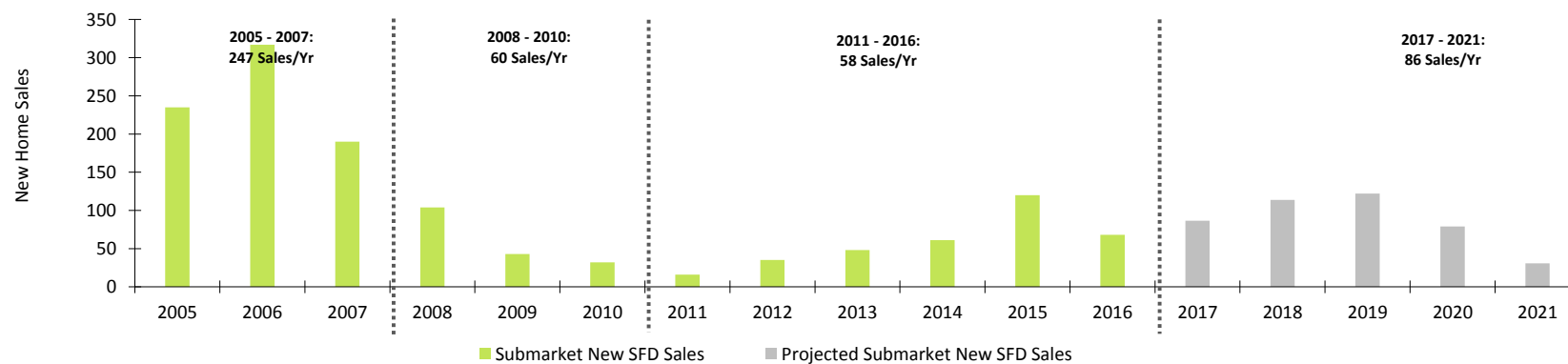
East Lake MARTA Station Submarket Capture of ITP New SFD Sales

ITP NEW SFD SALES AND EAST LAKE MARTA STATION SUBMARKET CAPTURE



The East Lake MARTA Station submarket has witnessed an increasing capture of ITP new SFD sales, a function of strong schools and improving lifestyle elements. We project this capture to be between 20 and 24% from 2017-2021, resulting in an average of 86 sales/year.

EAST LAKE MARTA STATION SUBMARKET NEW SFD SALES

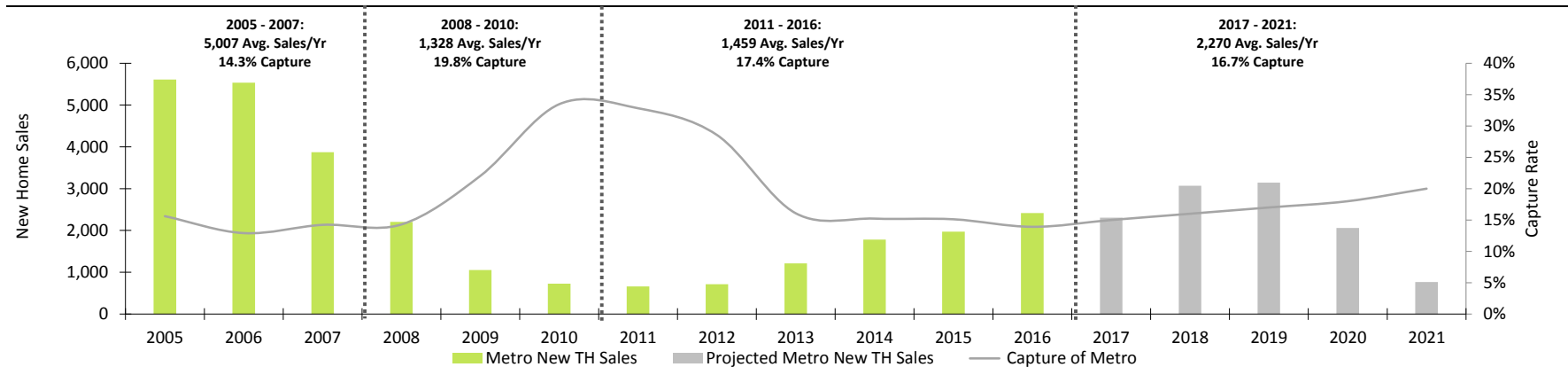


SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

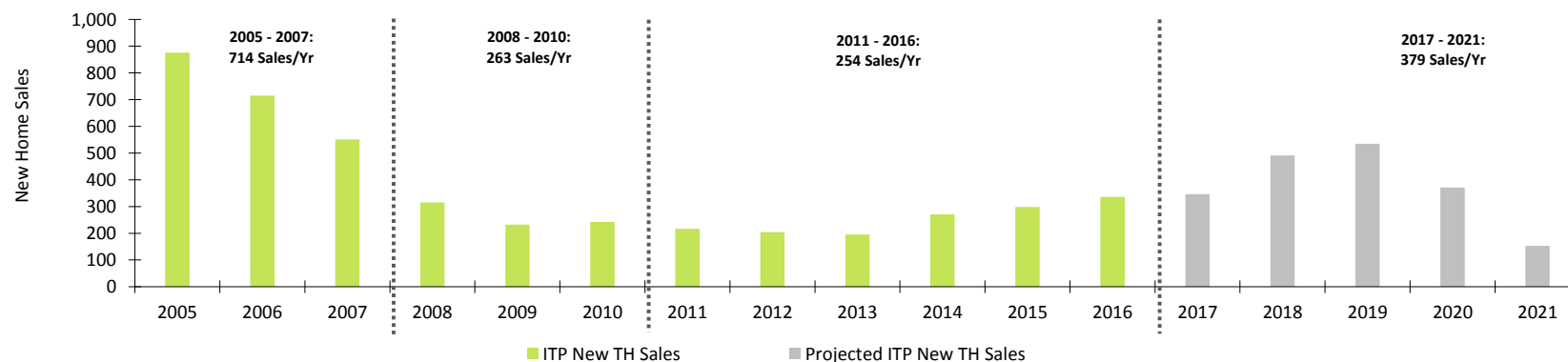
Exhibit 44
Atlanta Inside I-285 (ITP) Capture of Metro New TH Sales

METRO NEW TH SALES AND ATLANTA ITP CAPTURE



While still below pre-recession levels, we forecast the growth in the townhouse market to continue with ITP capturing an increasing amount of the activity resulting in a forecasted average of 379 sales/year.

ATLANTA ITP NEW TH SALES



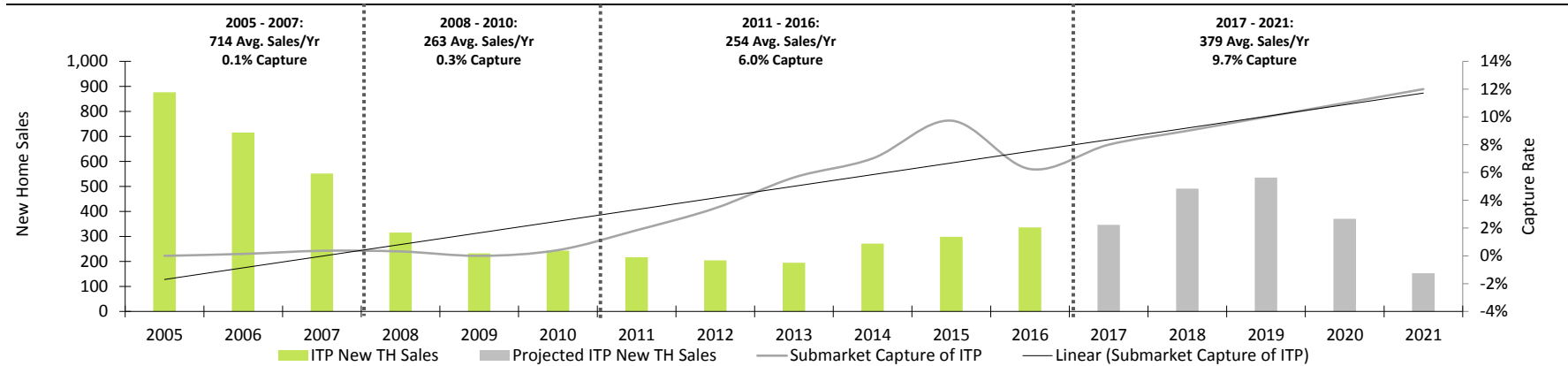
SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 45

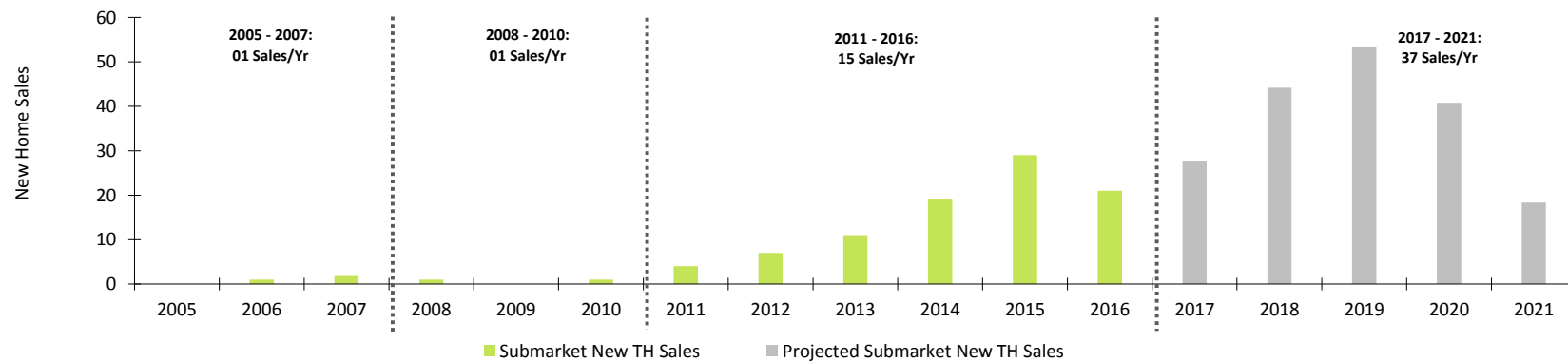
East Lake MARTA Station Submarket Capture of ITP New TH Sales

ITP NEW TH SALES AND EAST LAKE MARTA STATION SUBMARKET CAPTURE



As with SFD, townhomes within the submarket continue to increase their capture of overall ITP sales, and as such we forecast an average of 37 sales/year between 2017 and 2021.

EAST LAKE MARTA STATION SUBMARKET NEW TH SALES

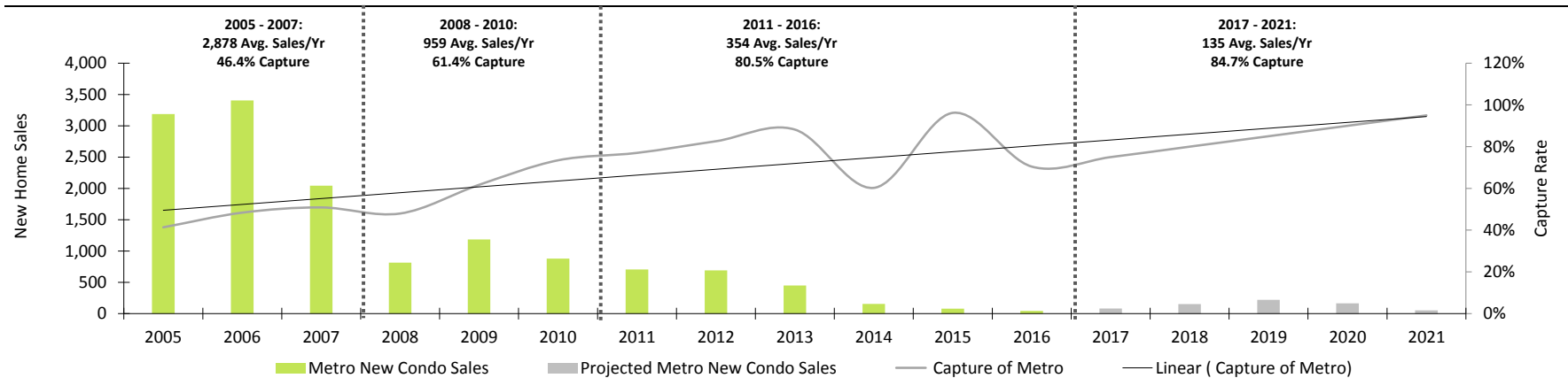


SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

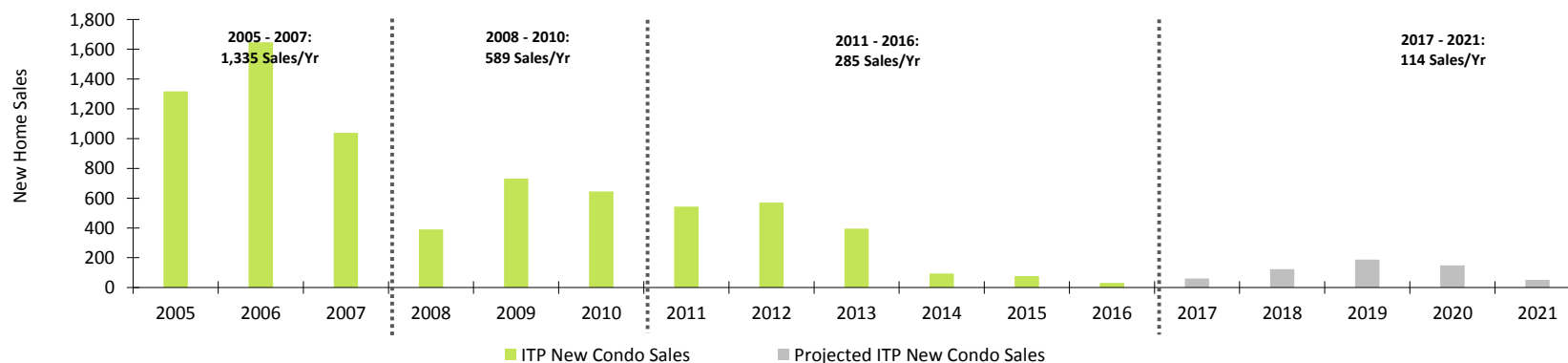
Exhibit 46
Atlanta Inside I-285 (ITP) Capture of Metro New Condo Sales

METRO NEW CONDO SALES AND ATLANTA ITP CAPTURE



Fallout from the Great Recession hit the condo market the hardest, along with an inability of developers to obtain financing for speculative condo development, has brought inventory and sales to a virtual stop relative to historic levels. Deals that can obtain financing are largely in established ITP cores and thus we forecast an average of 114 sales/year between 2017 and 2021.

ATLANTA ITP NEW CONDO SALES



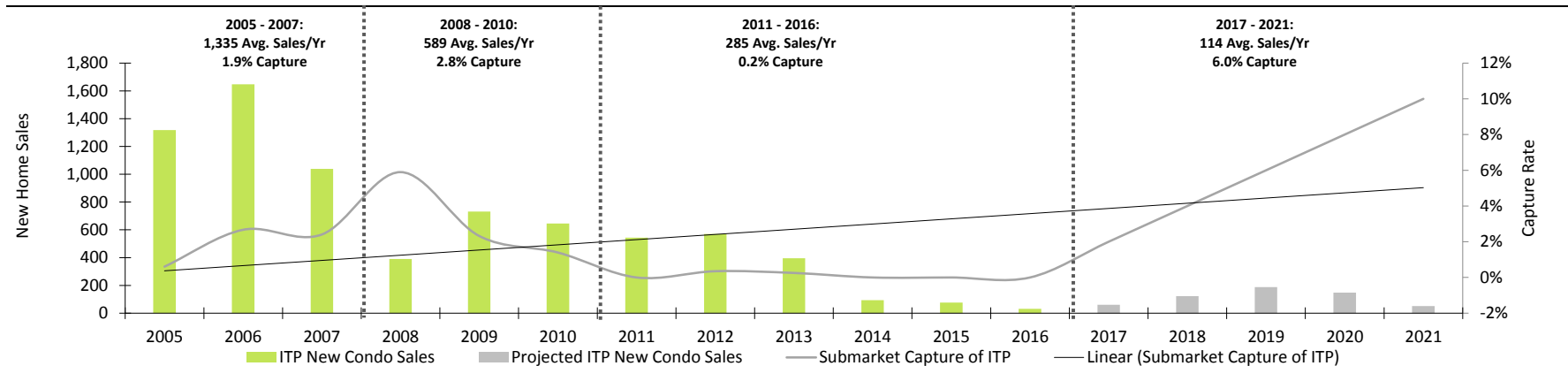
SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 47

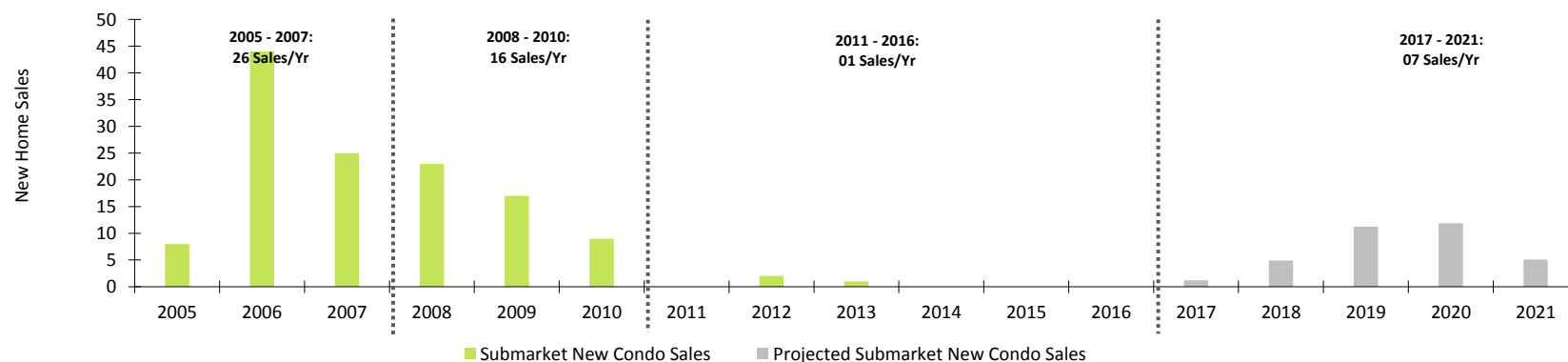
East Lake MARTA Station Submarket Capture of ITP New Condo Sales

ITP NEW CONDO SALES AND EAST LAKE MARTA STATION SUBMARKET CAPTURE



With essentially no new condo development post recession in the submarket, it is difficult to forecast the potential should a qualified condo developer be able to obtain financing. However, based on historic capture rates we believe up to a 36 unit condo development could be supported in the study area.

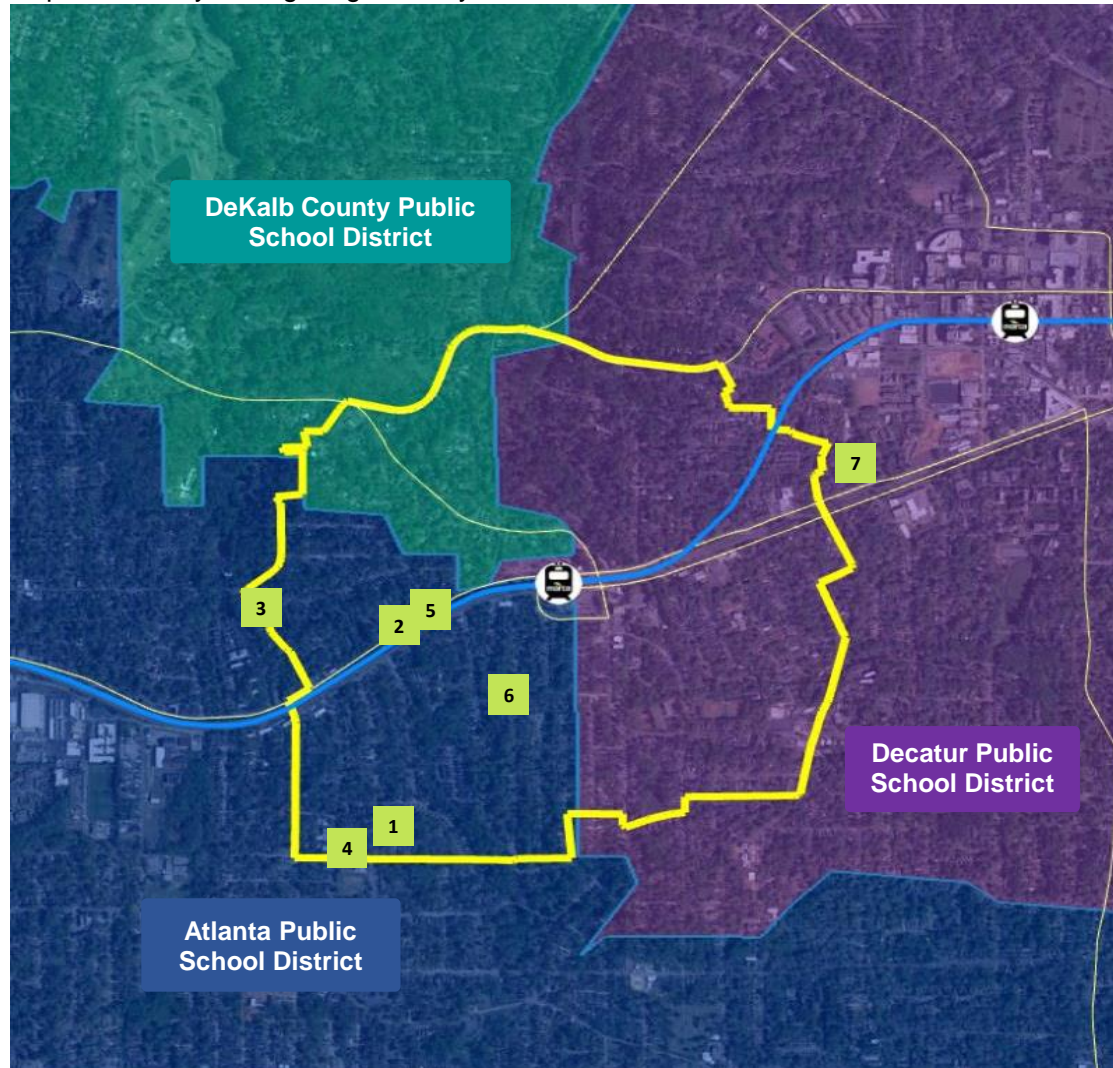
EAST LAKE MARTA STATION SUBMARKET NEW CONDO SALES



SOURCE: Noell Consulting Group and Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 48
Map of Recently Selling Single Family Communities



NEW COMMUNITIES		AVG.\$	\$/SF
1	Cottages at Lake Claire	\$634,940	\$201
2	Oak Park	\$735,000	\$245
Average		\$684,970	\$223

NEW CONSTRUCTION SF		AVG.\$	\$/SF
3	321 Southerland Terrace	\$912,200	\$273
4	2137 Palifax Drive	\$669,000	\$310
5	2030 Delano Drive	\$690,000	\$239
6	280 Sisson Avenue NE	\$670,000	\$212
7	239 Greenwood Circle	\$863,300	\$275
Average		\$760,900	\$262



Average, All Comps		<u>\$739,206</u>	<u>\$251</u>
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SOURCE: Noell Consulting Group, RedFin, Google Earth

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 49

Summary of Single Family Communities and New Construction Homes

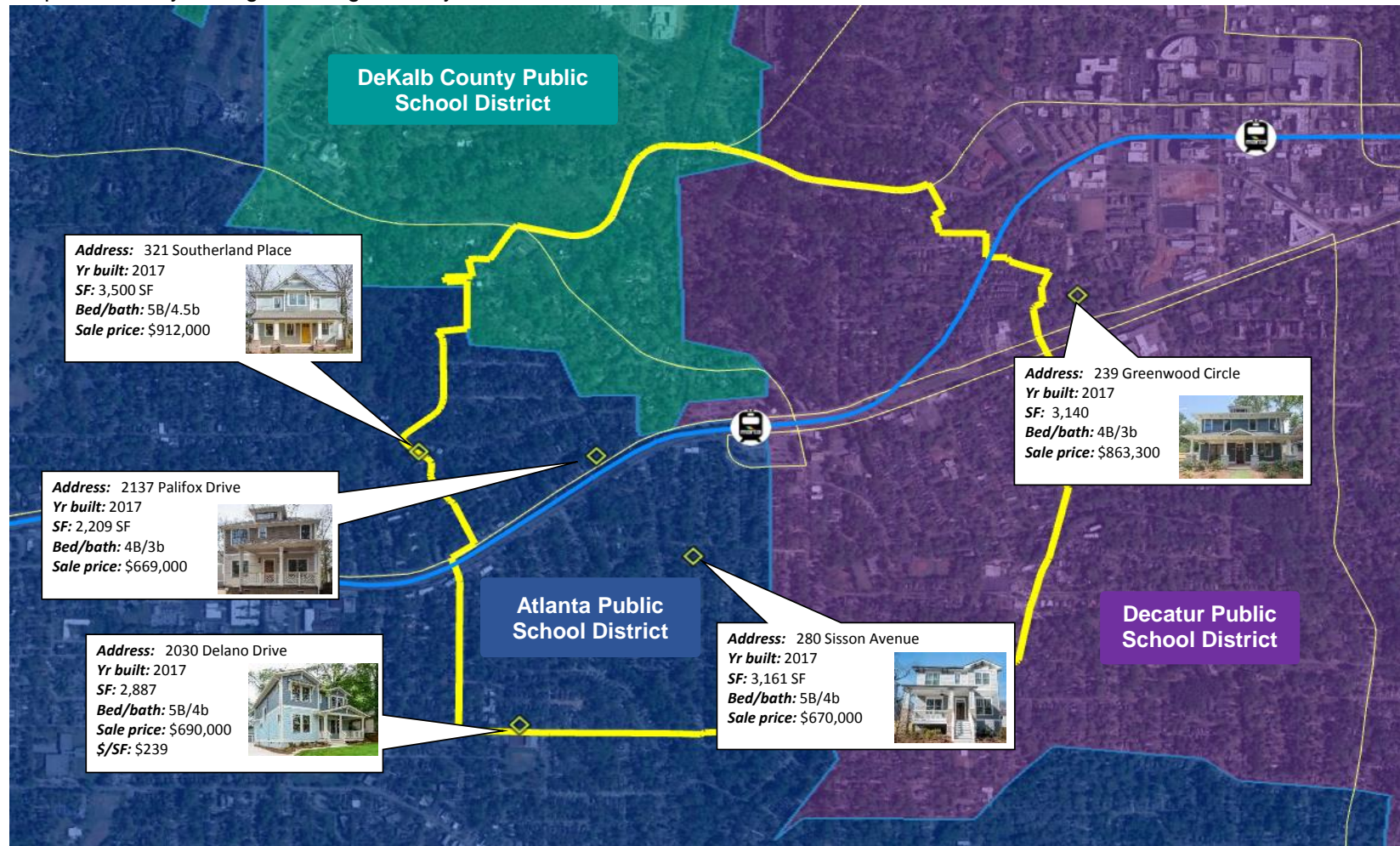
Photo	Name	Year Built	Total Units	Remaining Lots/Units	Sales Pace	Current Price Range		Current Avg Price	Unit Size Range		Avg Size	\$/SF Range		Avg \$/SF	Comments & Amenities
	Cottages at Lake Claire	2015	6	1	<1/mo.	\$599,900 - \$645,000		\$634,940	3,000 - 3500		3,175	\$184 - \$212		\$200.53	5-6 Bed/4-5 Bath, single family homes, DeKalb frontage, with high end finishes.
	Oak Park	2016	10	0	1/mo.	\$735,000 - \$735,000		\$735,000	2,302 - 3022		2,779	\$245 - \$245		\$245	4-5 Bed, 3-4.5 Bath, 2 car garage, designer finishes and fixtures.
Summary						\$735,000	\$645,000	\$684,970	\$2,302	\$3,500	\$2,977	\$184	\$245	\$223	

SOURCE: Noell Consulting Group, Fulton County Assessors Office

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 50

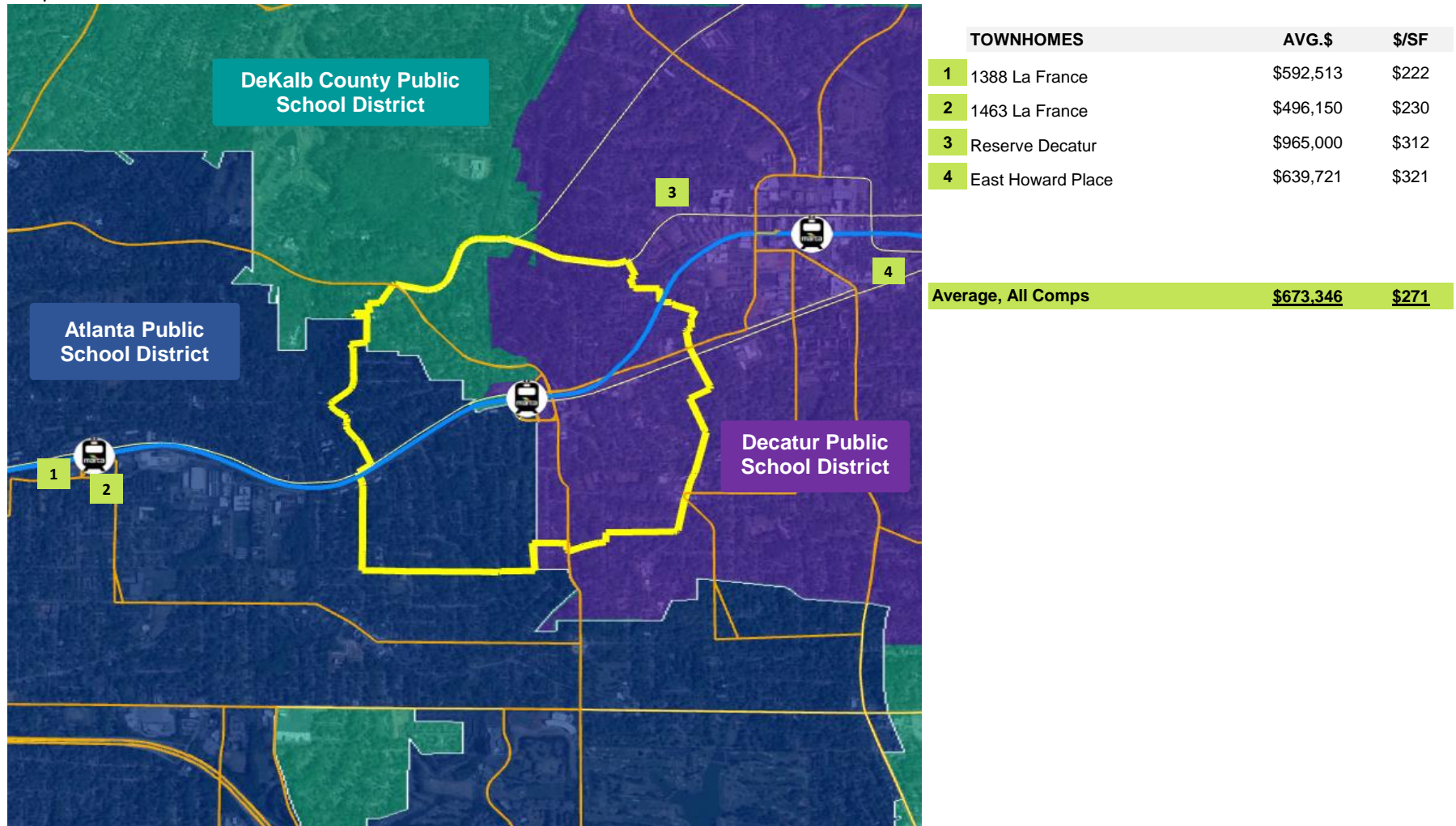
Map of Recently Selling Infill Single Family Homes



SOURCE: Noell Consulting Group, RedFin, Google Earth

EAST LAKE MARTA STATION LCI MARKET ANALYSIS





Exhibit 51
Map of Townhome and Villa Communities



SOURCE: Noell Consulting Group, RedFin, Google Earth

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 52
Summary of Townhome Communities

Photo	Name	Year Built	Total Units	Remaining Units	Sales Pace	Current Price Range	Current Avg Price	Unit Size Range	Avg Size	\$/SF Range	Avg \$/SF	Comments & Amenities
	1388 La France	2016-2017	17	1	1.6/mo	\$509,950 - \$691,845	\$592,513	2,372 - 2,903	2,732	\$215 - \$238	\$222	3 to 4 bedrooms, 3.5 baths, 2 to 4 car garages, private decks and/or backyards.
	1463 La France	2017	15	0	1-2.mo.	\$464,900 - \$519,900	\$496,150	2,124 - 2,124	2,124	\$219 - \$245	\$230	3&4 Bed/ 3.5&4 Bath, attached 2 car garage, some have yards
	Reserve Decatur	2017	10	5	1.25 / mo	\$965,000 - \$965,000	\$965,000	3,097 - 3,097	3,097	\$312 - \$312	\$312	Brownstone style, 4B/4.5b, 2 car rear entry garage, elevator
	East Howard Place	2016-2017	24	0	1.4/mo	\$579,000 - \$735,000	\$639,721	1,880 - 2,000	1,990	\$290 - \$368	\$321	3 story townhomes with 3 to 4 bedrooms, private courtyards and high end finishes

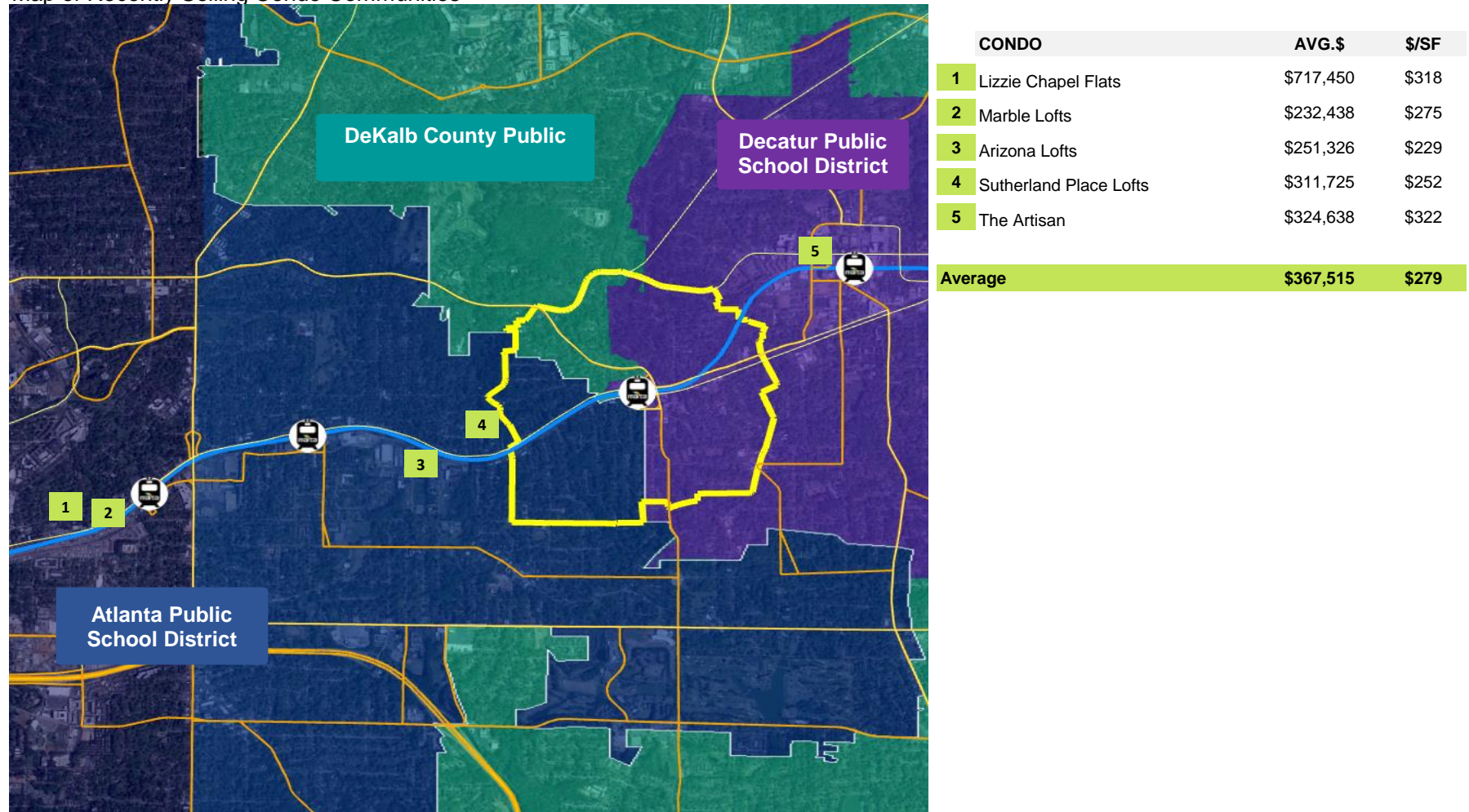
TH Summary:	66	6	\$464,900 - \$965,000	\$644,216	1,880 - 3,097	2,379	\$215 - \$368	\$271
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SOURCE: Noell Consulting Group, MetroStudy

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 53






Map of Recently Selling Condo Communities



SOURCE: Noell Consulting Group, RedFin, Google Earth

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 54
Summary of Condo Communities

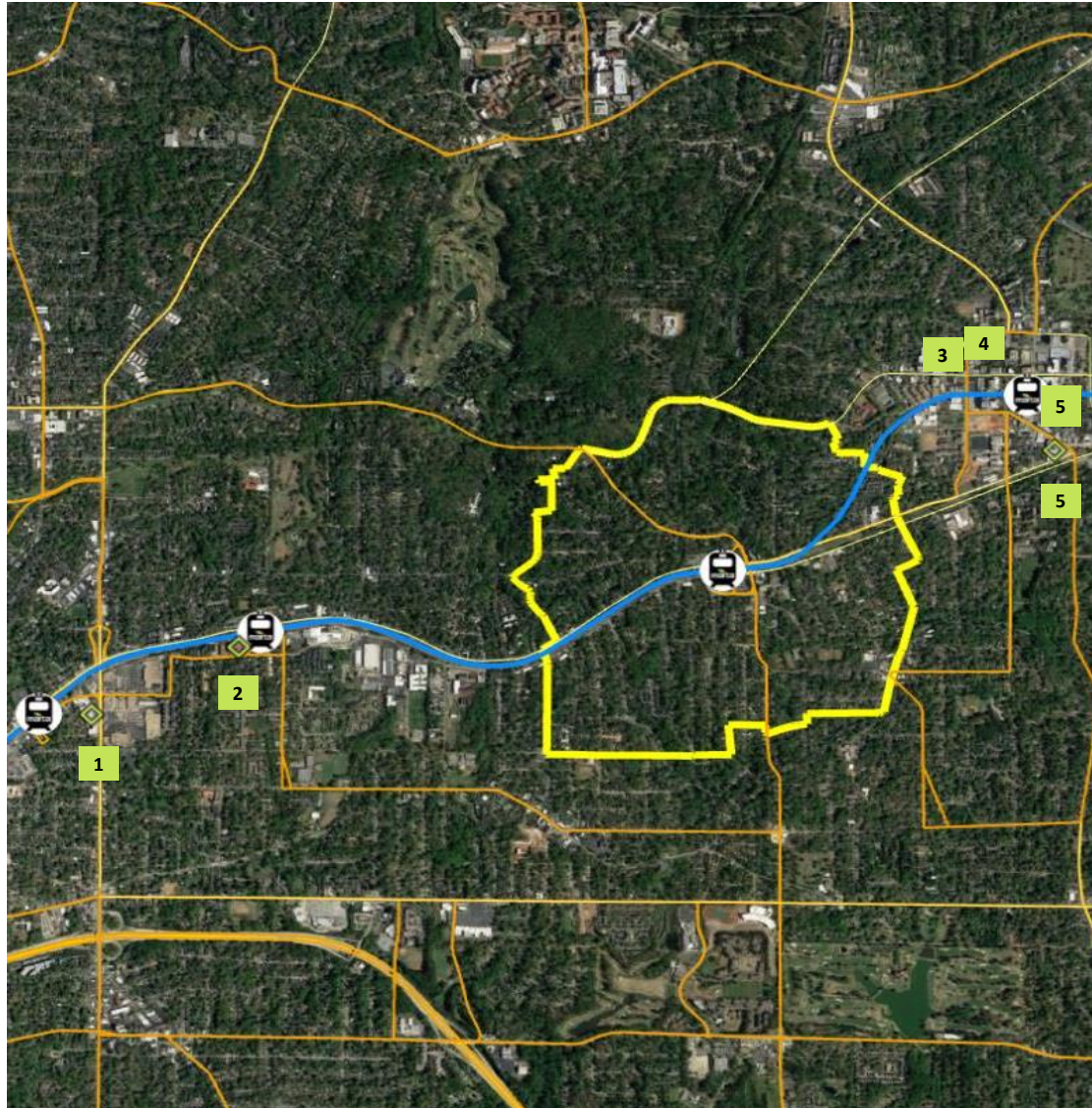
Photo	Name	Year Built	Total Units	Sales Pace	Current Price Range	Current Avg Price	Unit Size Range	Avg Size	\$/SF Range	Avg \$/SF	Comments & Amenities
	Lizzie Chapel Flats	2016	6	0.5/mo	\$629,900 - \$805,000	\$717,450	2,000 - 2500	2,250	\$315 - \$322	\$318	Large 2-3 Bed (approx 2500 SF), walking distance to BeltLine, high end finishes, elevator access and gated parking.
	Marble Lofts	2007	17	N/A	\$202,000 - \$265,000	\$232,438	778 - 906	845	\$257 - \$301	\$275	Two story living spaces, with high end finishes and 25' ceilings. Units include sound cushion wall system, gourmet kitchens and European spa baths. Communal outdoor living and event space.
	Arizona Lofts	Phase 1, 2003; Phase 2, 2007	195	N/A	\$196,000 - \$350,000	\$251,326	821 - 1508	1,104	\$177 - \$280	\$229	1-3 bedroom floor plans, with high end finishes and walk-in closets. Unit ceilings range from 11' to 21'. Community includes swimming pool.
	Sutherland Place Lofts	2005	36	N/A	\$247,000 - \$380,000	\$311,725	956 - 1544	1,239	\$233 - \$270	\$252	1-2 Bed units with large floor plan, underground gated parking, an interior courtyard and storage units. Complex includes communal roof deck.
	The Artisan	2006-2008	171	N/A	\$232,500 - \$600,300	\$324,638	726 - 1944	1,025	\$289 - \$390	\$322	1-3 Bed units in Downtown Decatur. Units include hardwood floors, private balconies and high end finishes. Amenities include rooftop pool, fitness center, clubroom and controlled-access parking.
Summary:			425		\$196,000 - \$805,000	\$291,764	726 - 2,500	1,089	\$177 - \$390	\$279	

SOURCE: Noell Consulting Group, Fulton County Assessors Office

Rental Market Analysis

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 55
Map of Apartment Communities



Atlanta		UNITS	\$/SF
1	Station R	285	\$1.88
2	Spoke	224	\$2.12
Average Atlanta		255	\$2.00
Decatur		UNITS	\$/SF
3	Place on Ponce	234	\$2.08
4	Alexan 1133	167	\$1.93
5	Arlo	210	\$2.18
Average Decatur		204	\$2.06
Average All		224	\$2.04

SOURCE: Noell Consulting Group, Google Earth

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 56
Summary of Apartment Communities

Photo	Project	Year Building / Product	Unit Count	% Occ.	Market Rent Range	Avg. Rent	Unit Size Range	Avg. Size (SF)	Avg. Rent \$/SF	Comments / Finishes / Amenities
	Station R	2016 / 7 Stories	285	88%	\$1,215 - \$2,250	\$ 1,740	572 - 1,199	979	\$1.88	Built last year in Reynoldstown, this complex features a fitness center, clubhouse, rooftop lounge, pool, package service, pet washing station and pet play area.
	Spoke	2018 / 5 Stories	224	NA	\$ 1,257 - \$ 2,464	\$ 1,780	484 - 1,186	860	\$2.12	New building adjacent to Edgewood Candler MARTA station and across from Edgewood Shopping Center, with Target, Kroger, Best Buy and more.
	Place on Ponce	2014 / 6 Stories	234	96%	\$1,506 - \$2,821	\$ 2,140	696 - 1,349	906	\$2.08	Located in Downtown Decatur, this complex features a pool, fitness center, clubhouse (available for private rental) and Zen garden.
	Alexan 1133	2015 / 5 Stories	167	93%	\$1,082 - \$3,075	\$ 1,639	532 - 1,554	848	\$1.93	Located in Downtown Decatur, this complex features courtyard, sun deck, fitness center, pool, game room, controlled access and a package service. The units include USB ports, keyless entry, walk-in closets and some with patios.
	Arlo	2016 / 6 Stories	210	94%	\$1,415 - \$2,465	\$ 2,411	540 - 1,248	770	\$2.18	Located in Downtown Decatur, this complex features a courtyard, fitness center, media room, pool, business center, clubhouse and storage units.
Summary:			224	93%	\$1,082 - \$3,075	\$1,942	484 - 1,554	873	\$2.04	

SOURCE: Noell Consulting Group.

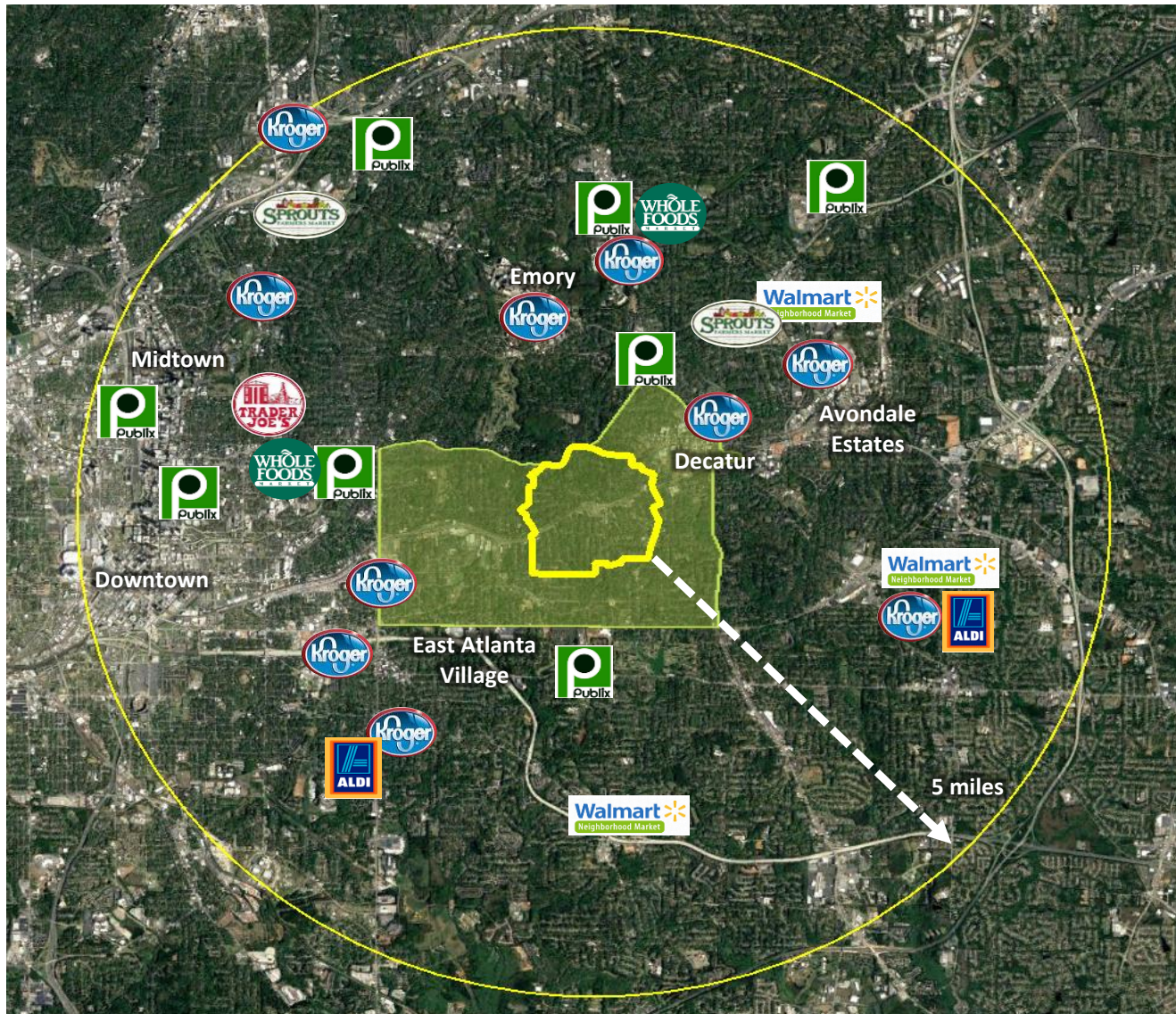
10/30/2017



Commercial Analysis

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 57
Study Area's Local Grocer Options



The East Lake MARTA station is well served by a variety of grocery stores with a Kroger and Publix 1.5 miles just west of the Study Area.

Within a 5 miles radius are multiple Publix's, Kroger's and Whole Food's in addition to the previous stores mentioned. Also located within the 5 mile radius are specialty grocers including Trader Joes and Sprouts.

SOURCE: Noell Consulting Group

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 58

Local Trade Area's Ability to Attract a Grocer

Grocery Store Site Selection Summary								
Typical Urban Footprint	60-80,000 SF *Comb. Format	28-45,000 SF	15-20,000 SF	10-15,000 SF	30-50,000 SF *Full format	28 -30,000 SF	20-25,000 SF	73-205,000 SF
Configuration	Req. surface	Will go in mixed-use	2.5 acre pads 100'+ Frontage 85 spaces AADT: 20,000+	Will go in mixed-use	Will go in mixed-use	Will go in mixed-use 150'-180' Storefront 140+ Parking spaces AADT: 20,000+	Req. surface	Req. surface
Total Households	20,000+	20,000+	NA, Est: 15,000+	36,000+	35,000 w/i 3-Miles	100,000+ w/i 10-min	100,000 w/i 5-Miles	150,000 w/i 5-Miles
Median HH Income	\$40,000+	\$50,000+	\$30,000+	\$60,000+	\$75,000+	Above Average	\$75,000+	\$75,000+
Education Attainment	NA	NA	NA	55%+ Graduate	55%+ Graduate	40%+ 4-year	55%+ Graduate	NA
Home Ownership	NA	NA	NA	60%+	60%+	NA	60%+	NA

Study Area	1-Mile	3-Mile
Total Households	5,713	51,956
Median HH Income	\$98,812	\$69,786
Education Attainment	70%	58%
Home Ownership	69%	55%

Nearby Grocery Stores (3 miles)

Kroger in Decatur, Shields Produce and Grocery, Candler Park Market, Publix on Ponce, Publix at East Lake, Kroger on Briarcliff, Sevananda, Rainbow Natural Foods, East Atlanta Supermarket, Kroger on Memorial, DeKalb Farmers Market, Aldi, Earth Fare, Sprouts, Walmart, Target, Patel Brothers, Kroger at Edgewood, Walmart Supercenter, Publix at Emory

1) Note that certain grocers do not specify publicly a trade area for site selections

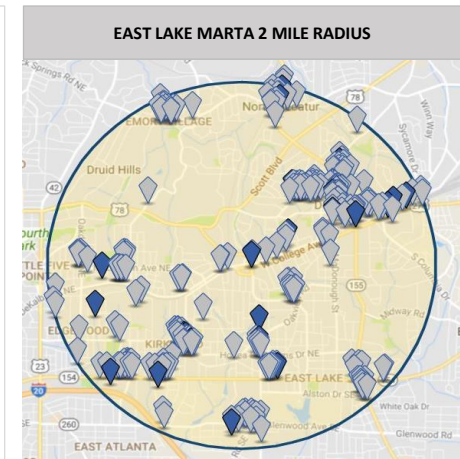
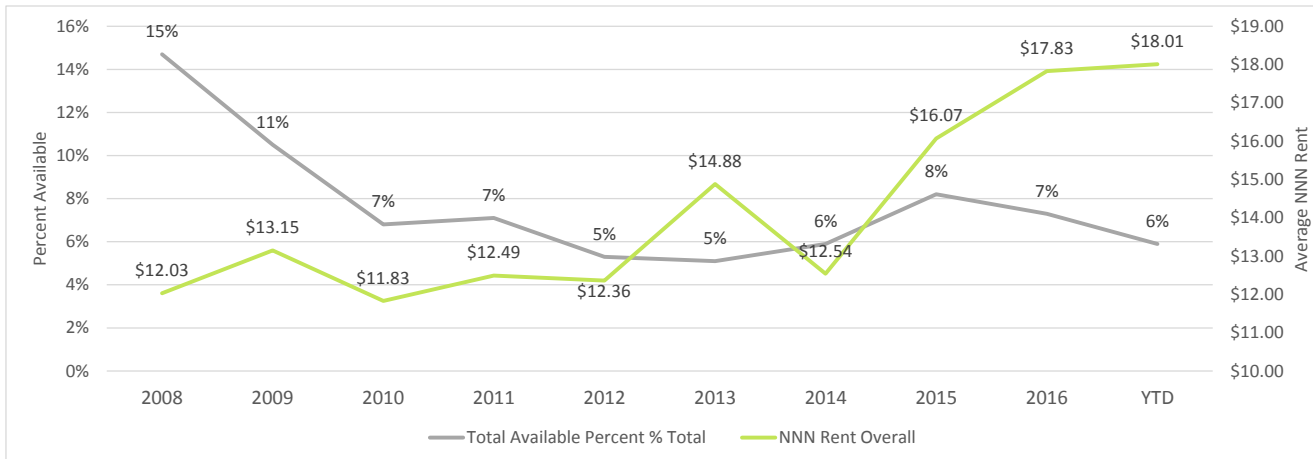
SOURCE: Noell Consulting Group, ICSC, US Census

The majority of full format grocers require at least 15,000 households within their 3-mile trade areas. While the study area has very strong incomes, its low density development patterns keep its total number of households within 1-mile far below what is required. Within 3-miles the support exists, however there are over 20 existing grocers competing for this demand. While there may be potential for a small format, urban market such as Savi Provisions, such an establishment would only be around 3,000 SF.

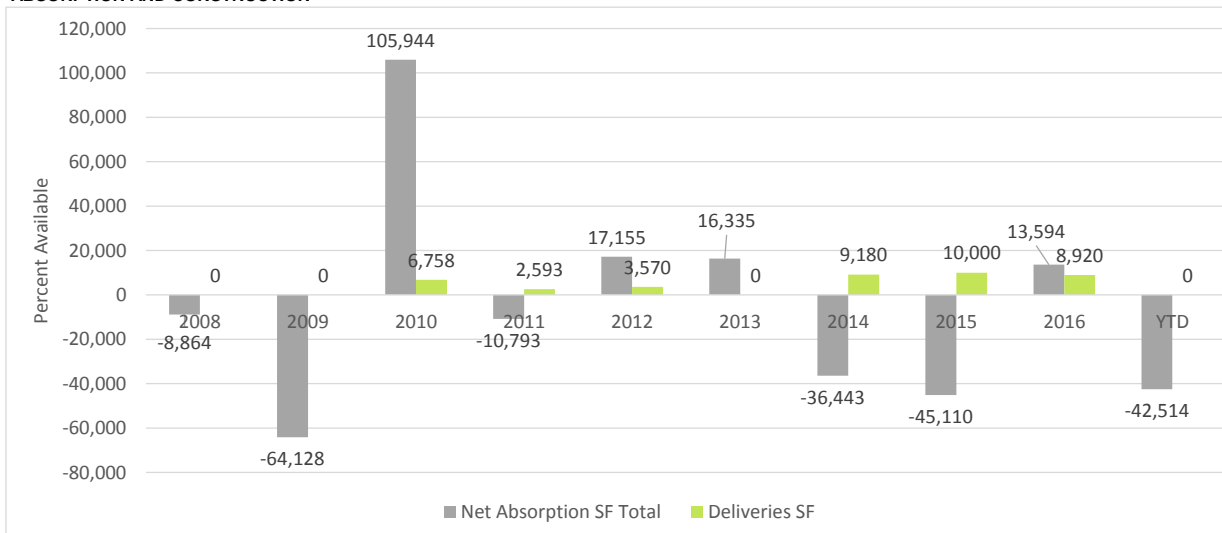
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 59
East Lake MARTA Station Retail Market Trends, Two Mile Radius

RETAIL AVAILABILITY AND RENTAL RATE TRENDS - MULTI-TENANT PROPERTIES



ABSORPTION AND CONSTRUCTION



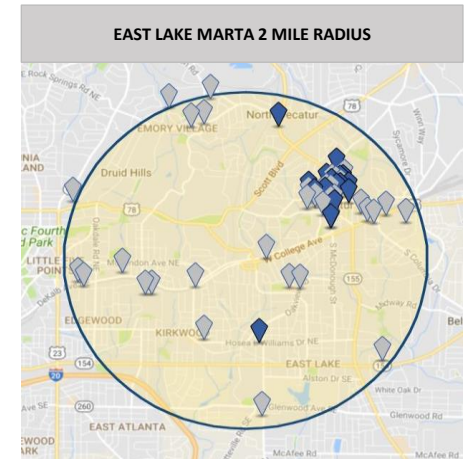
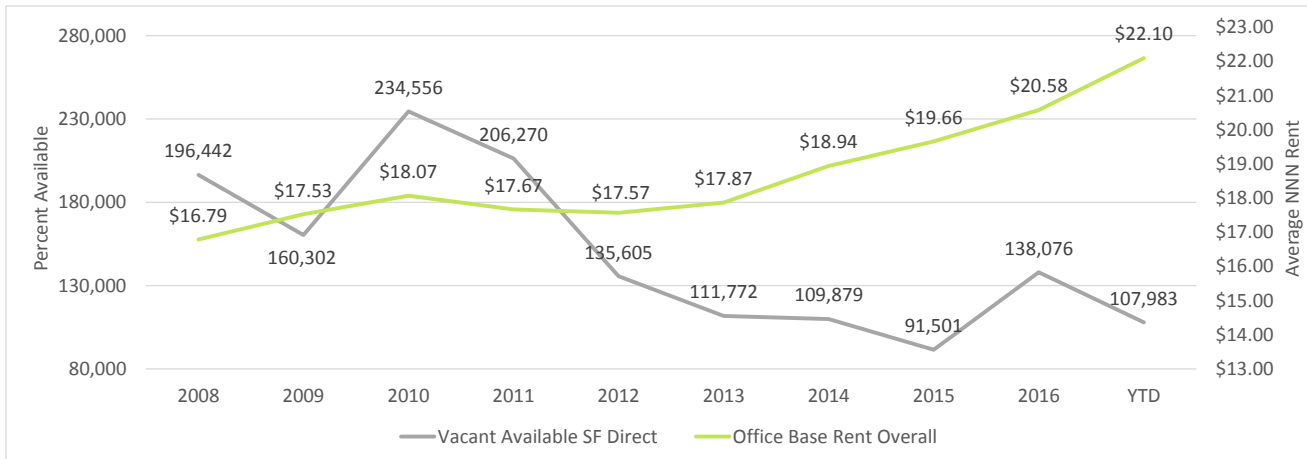
The East Lake/Decatur market has been strong the last ten years, with available space steadily dropping from 15% to 6% today. Asking rents have increased to \$18.01 after not much growth between 2008-2014. There have been steady new retail developments from 2010-2016, albeit at a small rate, but none are under construction today.

SOURCE: Costar

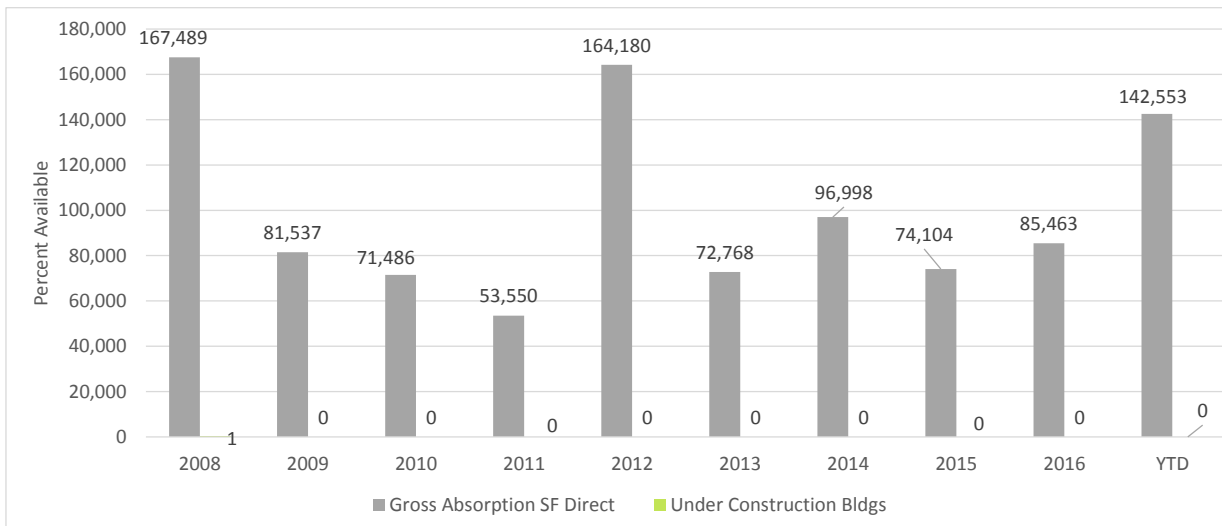
EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 60
East Lake MARTA Station Office Market Trends, Two Mile Radius

CLASS A AND B AVAILABILITY AND RENTAL RATE TRENDS



ABSORPTION AND CONSTRUCTION



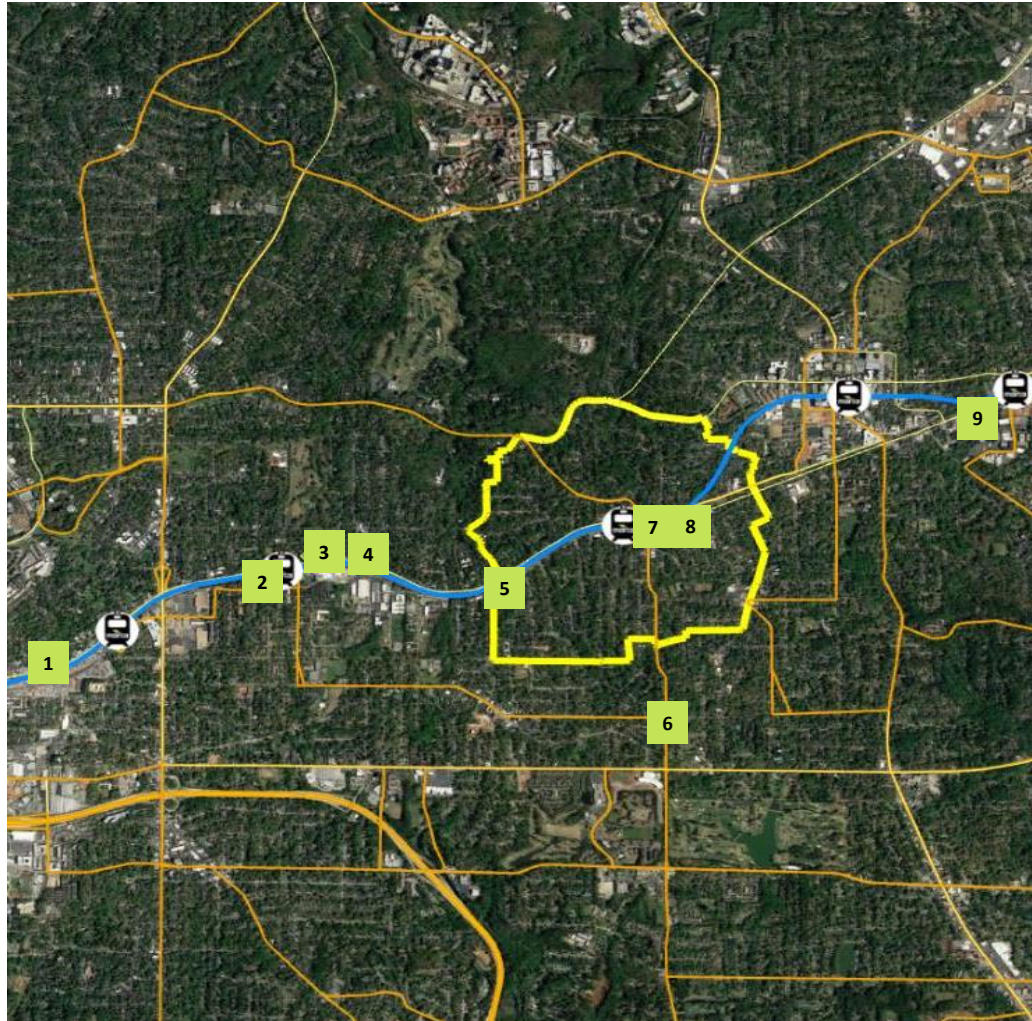
Office vacancies within 2 miles of East Lake MARTA station have declined from 12% in 2012 to 5% today, with almost 85,463 SF absorbed in 2016 and 142,553 SF absorbed YTD. Asking rates have increased since 2012 and are well above 2008-2009 rates. Current rates will limit the ability to justify new construction though, so new deliveries will need to be adaptive reuse.

SOURCE: Costar

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 61

Map of Actively Leasing Office Buildings



OFFICE	SQFT	\$/SF
1 900 DeKalb Avenue	8,300	\$20.00
2 Spoke	14,000	\$19.00
3 Candler Park Connection	14,000	\$14.67
4 Clifton Place	10,827	Withheld
5 1989 College Avenue	6,300	\$18.52
6 Hosea & 2nd	16,720	\$29.71
7 The Shops on West College	8,300	\$20.00
8 Wahoo!, Wahoo Wine and Provisions	5,558	\$15.11
9 East Decatur Station	24,000	\$16.19
Average	12,001	\$19.15

SOURCE: Noell Consulting Group, Google Earth

10/30/2017



EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 62 Summary of Office Comparables




Photo	Office Name	Year Built	Total Square Feet	Available Square Feet	Quoted Lease Rates		Lease Type	Key Tenants / Tenant Types	Comments
	900 DeKalb Avenue	2018	8,300	N/A	\$18.00 - \$22.00		NNN	TBD	Adaptive reuse of older industrial building with DeKalb frontage and near the Inman Park MARTA Station.
	Spoke	2017-2018	14,000	2,700	\$17.00 - \$21.00		NNN	TBD	New Edgewood Candler MARTA TOD retail subsidized by multifamily onsite.
	Candler Park Connection	1958	14,000	2700	\$14.67	\$14.67	FS	Tough Love Yoga, Radial Café, Atlanta Pride Committee, CrossFit	One star, one story retail, restaurant and office building with multiple tenants. DeKalb frontage and near Edgewood Candler MARTA station. 2.14/1,000 parking ratio with 30 spaces total.
	Clifton Place	1979	10,827	0	Withheld	Withheld	Withheld	San Francisco Coffee, Mercantile	3 star retail with residential on top with DeKalb frontage and close to Edgewood Candler MARTA station. 2.75/1,000 parking ratio, with 25 spaces total.
	1989 College Avenue	1998-2000	6,300	0	\$18.52	\$18.52	\$18.52 FS	Southern Poverty Law Center	Dated 2 star office complex west of the Study Area. Single tenant with 3.66/1,000 parking ratio, 29 total spaces.
	Hosea & 2nd	2017-2018	16,720	11,982	\$27.42	\$32.00	\$27.42-\$32 FS Office / \$28.50 NNN for Retail	Poor Hendrix and Greater Good BBQ Restaurants, retail and office	Three star adaptive reuse with two restaurants and space available and being built for more restaurant, retail and office. Surface parking available.
Summary:			11,691	3,476	\$14.67 - \$32.00				

* Rents are adjusted to NNN Lease type

SOURCE: Noell Consulting Group.

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 63 Summary of Office Comparables

Photo	Office Name	Year Built	Total Square Feet	Available Square Feet	Quoted Lease Rates	Lease Type	Key Tenants / Tenant Types	Comments
	The Shops on West College	1948	8,300	0	\$18.00 - \$22.00	NNN	Ale Yeah, Isabella's Café, Avellino's Pizza, Adore Hair Studio	Two star, one story, five tenant building with College Avenue frontage. 2.41/1,000 parking ratio, 20 spaces total.
	Wahoo!, Wahoo Wine and Provisions	1950	5,558	0	\$15.11 - \$15.11	NNN	Wahoo! Decatur Grill, Wahoo! Wine Provisions	One large building with three tenants and College Avenue frontage and next door to East Lake MARTA station. 5.40/1,000 parking ratio, 30 spaces total.
	East Decatur Station	1945, reno 2004	24,000	2,650	\$12.00 - \$20.38	NNN or MG	Corner Pub, Three Taverns Craft Brewery, Sycamore Consulting, Decatur Healing Arts	Three star retail/office located between Decatur and Avondale MARTA stations. A collection of buildings with various tenants - office, retail, brewery. 2.71/1,000 parking ratio, 65 spaces total.







Summary: 12,619 883 \$12.00 - \$22.00

* Rents are adjusted to NNN Lease type

SOURCE: Noell Consulting Group.

EAST LAKE MARTA STATION LCI MARKET ANALYSIS

Exhibit 64 Recommended Development Product Matrix

Land Use	Estimated Total Demand 2017-2021		Pricing	Notes/Comments
For Sale Attached Townhomes	185 townhomes (36/year)		Move-Up: \$300,000 to \$600,000 at \$230/SF Empty Nester/Luxury: \$700,000 to \$800,000 at \$250/SF	Provide both move-up product for younger families as well as higher-end townhomes with elevator options for empty nesters. Clustered near dense, active areas - near restaurant and retail
For Sale Attached Condos	34 homes (likely in just one offering, which will sell out in 2-3 years)		\$400,000-\$500,000 at \$350/SF	Small condo building or units above retail/office. Offering quality finishes throughout building, but minimal amenities to maintain low HOAs. If not located above retail, clustered near dense, active area - near restaurant and retail.
For Sale Detached Single Family	Up to 430 homes (85/year)		\$700,000 to \$900,000 at \$250/SF	Move-Up and Luxury product for young and mature families, as well as smaller "jewel box" master-on-main for empty nesters. Room for innovative/denser formats such as patio/terrace homes and zero lot line homes in addition to traditional family-oriented plans. Will not likely hit full demand potential given limited land.
Rental Apartments	120 new units (High potential as age-targeted)		\$1.90/SF, depending on size and target audience.	Class A product - structured parking in an walkable, TOD urban format that is built to the street. Should target large-unit empty nester product for area move-downs.
Neighborhood Retail / Restaurant	Approx. 6,000 SF (add potential of 30SF/new resident)		Services/shops: \$20-25/SF NNN Rest: \$25-30/SF NNN	Bring in diverse tenant base including local services and restaurants, with few dry goods. Create the "place" people want to be by bringing high-quality local restaurants to the area. Try and avoid anything that feels chain-y. No drive through, full-service and fast casual only. Emphasize patios, rooftops and other community gathering areas.
Class B Office	15,000 SF		\$20/SF Mod. Gross	Class A/B product similar to what is offered in adaptive reuse along the BeltLine. Target small tenants under 5,000 SF, primarily in the TAMI (technology, advertising, media and information) industry sectors.

SOURCE: Noell Consulting Group.