

ASHBY STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	2,100
Parking Capacity:	142
Parking Utilization:	18%
Station Type:	Subway
Station Typology	Neighborhood
Land Area	+/- 2.6 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	50
Entertainment	46
Food	51
Retail	45
Shelter	47

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

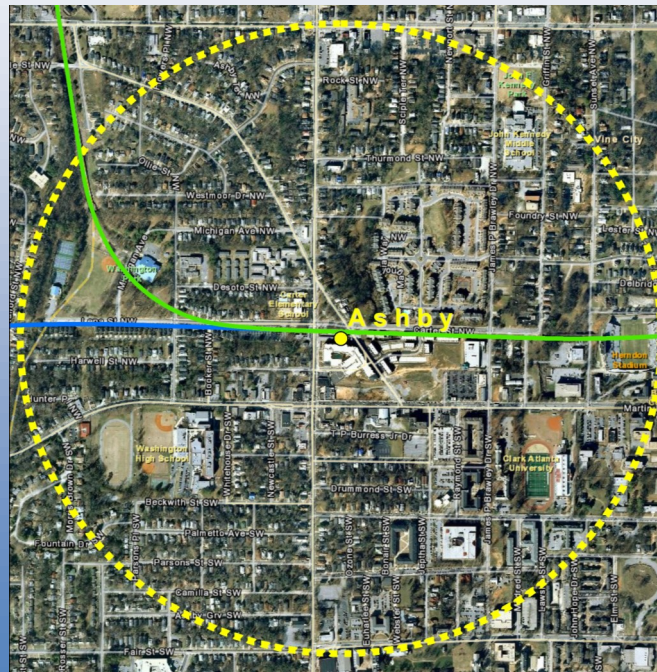
Source: STDB on-line December, 2011



65 Joseph E. Lowery Blvd. SW
Atlanta, GA 30314

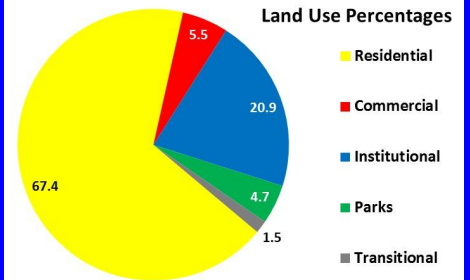
Ashby : A Neighborhood Station

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



Station Area Profile

Land Use Within 1/2 Mile



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

Residential Demographics 1/2 Mile

Population	5,558
Median Age	24.7
Households	1,908
Avg. Household Size	2.42
Median Household Income	\$17,032
Per Capita Income	\$10,965

Business Demographics 1 Mile

Businesses	608
Employees	6,689
%White Collar	47.0
%Blue Collar	18.3
%Unemployed	28.3

Source: Site To Do Business on-line, 2011

Neighborhood Context

Ashby station is a heavy rail transit station located in the central portion of Fulton County on MARTA's Blue and Green lines. It is situated at the corner of Joseph E. Lowery Boulevard and Lena Street with a station entrance on each side of Joseph E. Lowery Boulevard on the south side of Lena Street. Ashby station provides service to the Atlanta University Center - Morehouse College, Clark Atlanta University, Spelman College and Morehouse School of Medicine.



Land Use and Zoning

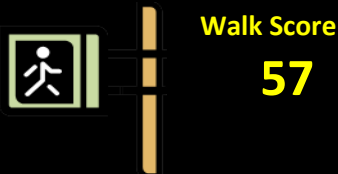
Land Use

Ashby Station is located in a historic neighborhood near the Atlanta University Center. The predominant land use within a half mile of Ashby Station is residential. Residential land uses comprise a little over 67% of the land around the station. Single-family residential structures make up about 53% of the land use in the half mile area. Multi-family residential in the form of apartments and condominiums make up about 14%. The apartments and condominiums no doubt serve the residential needs of students from the nearby Atlanta University Center. For more clarity concerning the land uses in the area, please refer to the Land Use Map on page 4.

Zoning

Ashby station is located in Special Public Interest District 11 Sub Area 1. This district is specifically intended to enhance the areas around both Ashby Station and the nearby Vine City Station. This is done by promoting neighborhood oriented businesses and preserve the historic fabric of the area. In addition the district regulations encourage medium density developments of all types that are compatible with the scale of the surrounding neighborhood. The neighborhood commercial uses that are encouraged in this district are generally conducive to transit.

Transit Stations are the focal point of successful TOD's



Note: Walk Score measures how easy it is to live a car-lite lifestyle, not how pretty the area is for walking. Walk Score uses a patent-pending system to measure the walkability of an address. The Walk Score algorithm awards points based on the distance to amenities in each category. Amenities within .25 miles receive maximum points being **100** and no points are awarded for amenities further than one mile.

90-100 Walker's Paradise — Daily errands do not require a car.

70-89 Very Walkable — Most errands can be accomplished on foot.

50-69 Somewhat Walkable — Some amenities within walking distance.

25-49 Car-Dependent — A few amenities within walking distance.

0-24 Car-Dependent — Almost all errands require a car

Source: Walkscore.com 2012



Neighborhood Station Typology Design Elements

Neighborhood stations are located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. Below are some of the design themes of the neighborhood station typology. For more information on MARTA's TOD guidelines, please refer to our website at <http://www.itsmarta.com/TOD-real-estate.aspx>.

Land Use Mix and Scale

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

Public Realm

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

TOD at Ashby

Ashby station is an example of how residential development can be incorporated with transit. The image to the right displays a condominium development that was built adjacent to the station. The transit station appears to be a natural extension of the condominiums. The spatial relationship that the condominiums have with rapid transit availability is an added attraction.



Neighborhood Station Density Ranges

Floor Area Ratio	1.5-5.0
Residential Unit Per Acre	15-50
Height In Floors	2-10

Source: MARTA TOD Guidelines

Area Attractions Near Ashby Station



Clark Atlanta University



Grave Hall, Morehouse College



Washington Park Historic District

ROUTES SERVING ASHBY STATION

Route 68– Donnelly/ Beecher

Ashby Station

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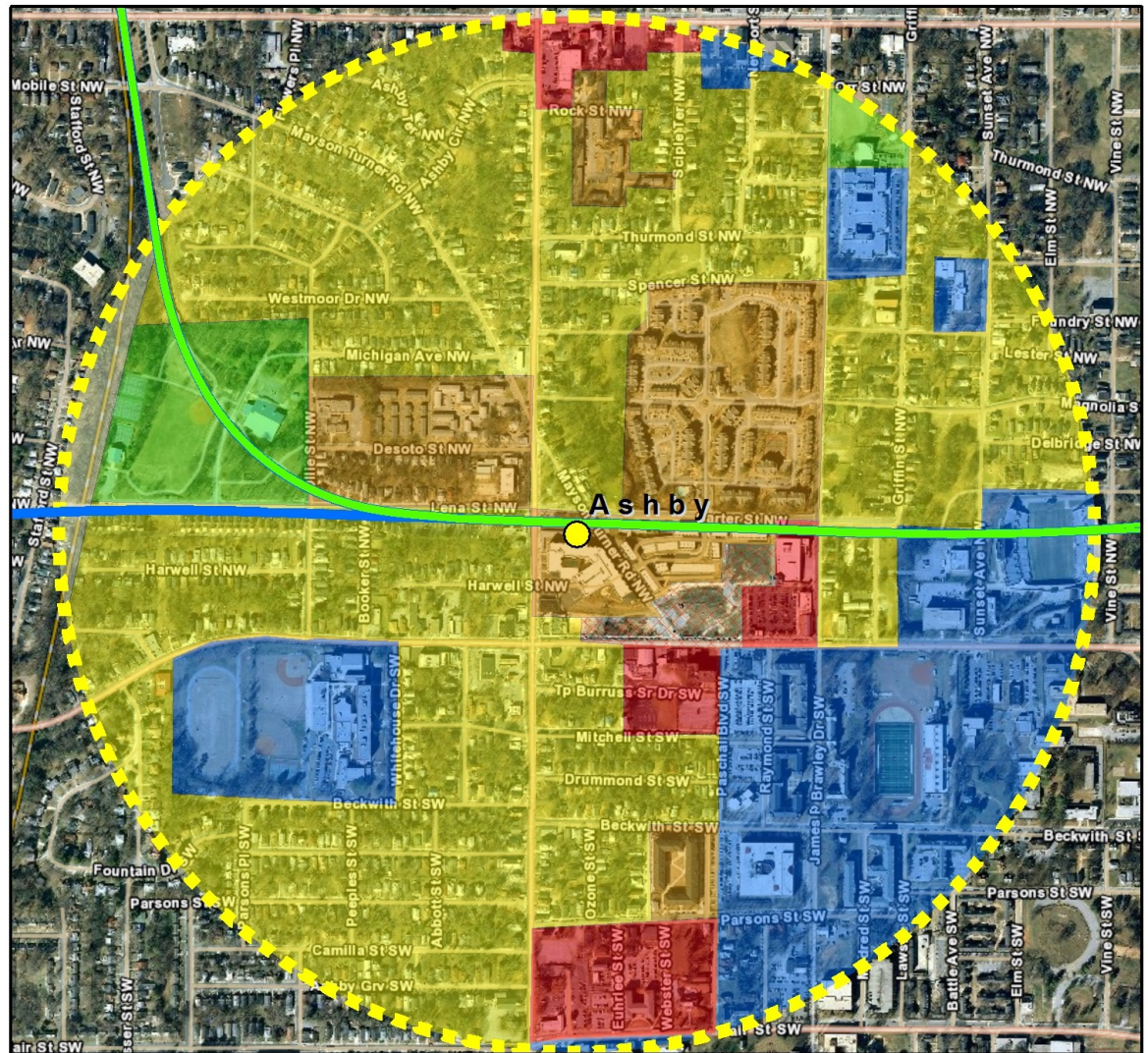
Ashby Station Development Opportunity

Generally MARTA makes land it owns around its stations (called “Joint Development” lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the www.itsmarta.com website where future RFP’s/RFQ’s will be announced, or contact MARTA’s TOD and Joint Development staff at 1-404-848-5695.

The map below displays the properties immediately near the station that have development potential. Most of the property is not controlled by MARTA. The 3.9 acre and 1.5 acre tracts present great opportunities for mixed use or high residential TOD development. The only land that is controlled by MARTA is the 1.6 acre parking lot across Joseph Lowery Boulevard. This parking lot on average is near 18% to 20% utilized. The parking demand at the station could possibly be absorbed by the parking located along Carter Street.



Land Use 1/2 Mile From Ashby Transit Station



Legend

- Ashby Station
- 1/2 Mile Buffer

Land Use

Category

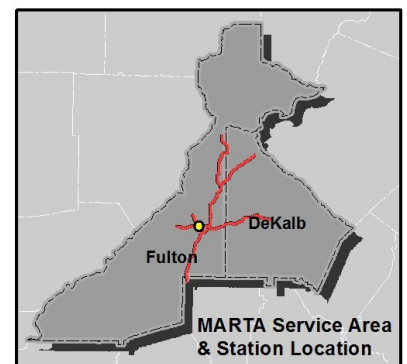
- COMMERCIAL
- INST_INTENSIVE
- PARKS

- RES_HIGH
- RES_MED
- RES_MULTI
- TRANSITIONAL

0 0.25 0.5 Miles



Notes: Aerial Courtesy of ESRI (Last Modified: May 21, 2010)
Land Use Data Courtesy of ARC's LandPro 2009
All data presented As Is: MARTA makes no warranty of accuracy.



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