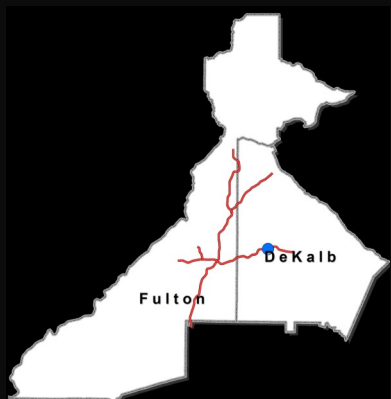


# AVONDALE STATION

Transit Oriented Development

## STATION LOCATION



## STATION ESSENTIALS

Daily Entries:	4,668
Parking Capacity:	734
Parking Utilization:	59%
Station Type:	At Grade
Station Typology	Neighborhood
Land Area	+/- 15 acres

MARTA Research & Analysis 2012

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	138
Entertainment	141
Food	136
Retail	130
Shelter	145

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.

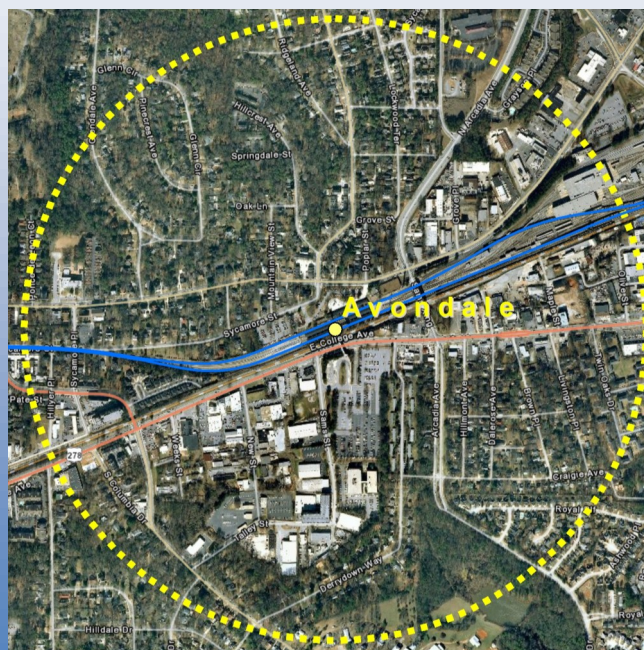
Source: STDB on-line December, 2011



915 East Ponce De Leon  
Decatur, GA 30030

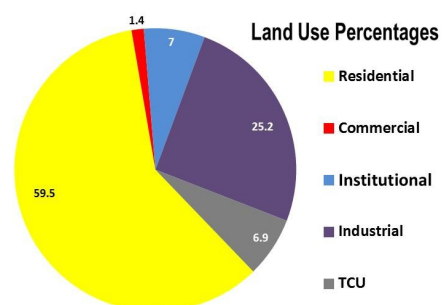
## Avondale: A Neighborhood Station

The MARTA Transit Oriented Development Guidelines classify Avondale station as a “Neighborhood” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, such as Peachtree Center station in downtown Atlanta, to Collector stations, 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 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...” Such stations are further defined as “line stops”-local stations where most people arrive on foot.



## 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	2,467
Median Age	41.6
Households	1,191
Avg. Household Size	2.03
Median Household Income	\$84,178
Per Capita Income	\$51,676

### Business Demographics 1 Mile

Businesses	749
Employees	8,193
%White Collar	82.9
%Blue Collar	7.1
%Unemployed	9.8

Source: Site To Do Business December, 2011

## Neighborhood Context

Avondale station is a heavy rail transit facility located in the City of Decatur and central DeKalb County on MARTA’s Blue line. There are two entrances to the station; one on East College Avenue and the other on Sycamore Street. Avondale provides rapid rail service to major destinations including downtown Decatur (2 minutes), Downtown Atlanta (15 minutes), and Hartsfield-Jackson International Airport (36 minutes). Bus service from Avondale provides access to the cities of Stone Mountain, Avondale Estates and Clarkston, Emory University, DeKalb Medical Center, Toco Hills, Tucker and North Decatur.

## Avondale Station Aerial View



## Land Use and Zoning

### Land Use

Avondale station is one of three MARTA rail stations serving the City of Decatur (Decatur and East Lake Stations being the others). The predominant land uses within a half mile of the station are industrial and low density residential. A variety of uses can be found to the southwest of the station. One example of a unique mixed use community is East Decatur Station, an adaptive reuse project featuring commercial / office / retail in various buildings, including former manufacturing and warehouse facilities. Another example is and the Talley Street Lofts developed by the Decatur Housing Authority. Talley Street is comprised of 1 to 2 bedroom lofts offered at an affordable “workforce” price point. Land use is more uniform north of the station. Spanning the area roughly bounded by Sycamore Drive, East Ponce de Leon and N. Arcadia, the Decatur Heights neighborhood consists primarily of older single family homes. The area along East Ponce de Leon, east of N. Arcadia Drive, is mainly comprised of light commercial uses and includes MARTA’s Avondale Yard rail maintenance facility.



**Talley Street Lofts**

### Zoning

The MARTA property is zoned Institutional while most of the surrounding area, within the City of Decatur, is zoned heavy commercial (C-3). Institutional zoning allows maximum building heights of 45 feet for various uses on a conditional basis. The institutional zoning does not allow for the Floor Area Ratios (FAR) recommended for the neighborhood station typology.

## 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

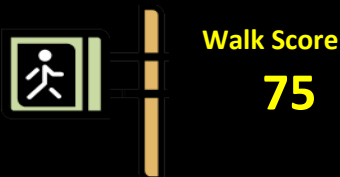
- Pedestrian network leading to or encompassing station is critical.
- Heavy rail stations grade separated; light rail stations off-street; bus or streetcar stops on street.

### 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

## 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

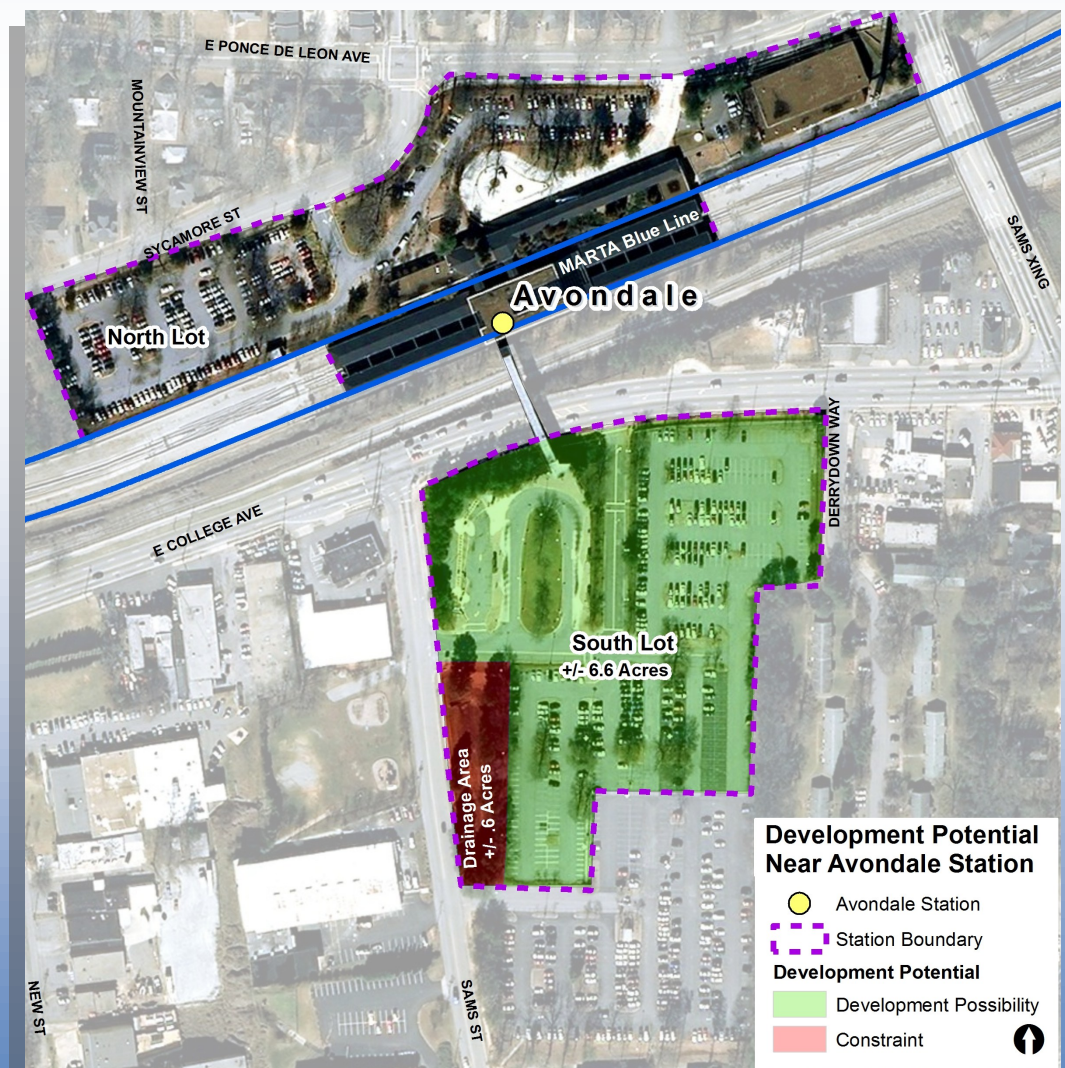
Source: Walkscore.com 2012



### Avondale Station Development Opportunity

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

The Avondale MARTA station south parking lot has been identified as a potential location for joint development/TOD. Several years ago there was a plan initiated by the Decatur Housing Authority (DHA) to build a mixed use, mixed income community on this MARTA owned parcel. The plan called for a shared parking deck serving an apartment building with ground-floor retail, as well as MARTA bus and rail patrons. 271 apartment units were proposed (including a large component of affordable units) along with 18,000 square feet of ground floor retail. A second phase proposed residential condominium development of between 110 and 120 units. Unfortunately, because of the downturn in the economy and difficulty in securing financing, this project was put on hold for the foreseeable future. Other opportunities for development on this site may emerge once the commercial real estate market, and bank financing for such projects, come back to something approaching earlier levels.



South Parking Lot



South Parking Lot Bus Loop



North Parking Lot

### Station Amenities



Fairgate Area



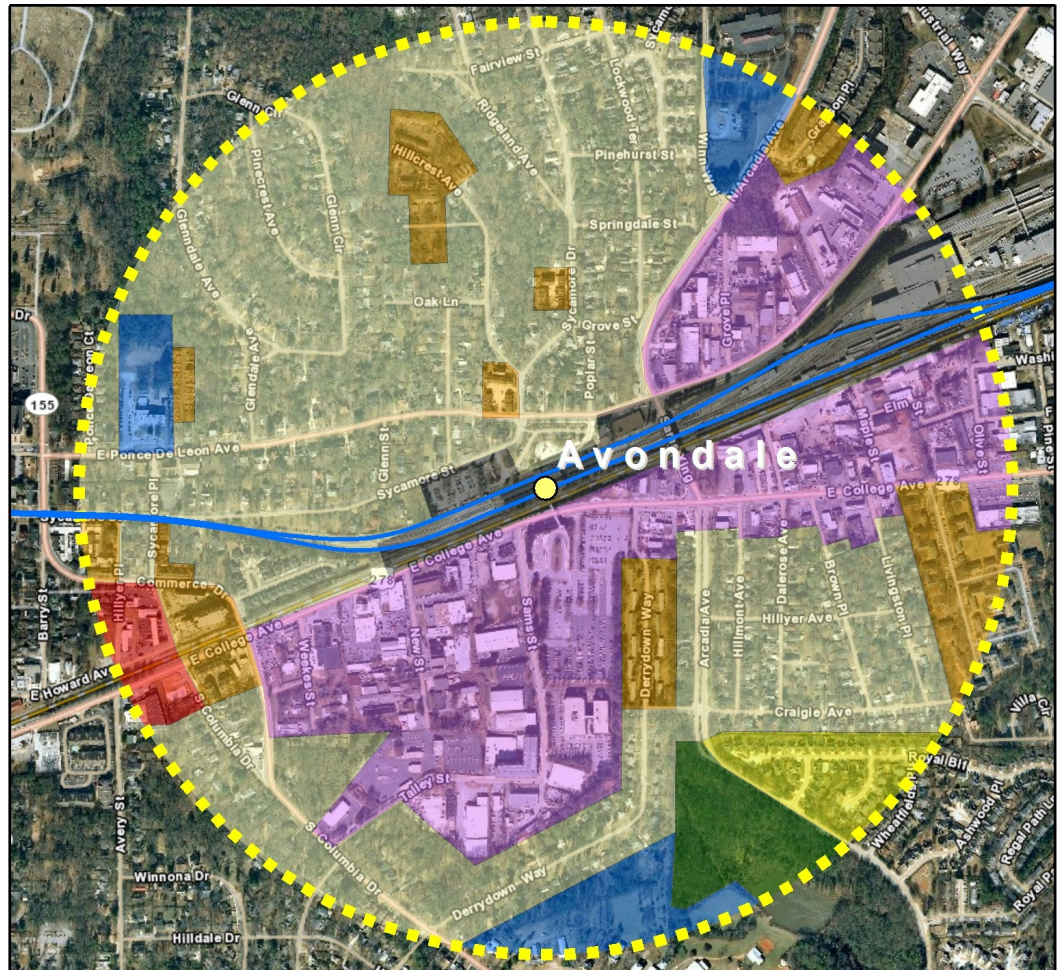
Pedestrian walkway over College Ave.




## ROUTES SERVING AVONDALE STATION

- Route 8– North Druid Hills Road
- Route 36– North Decatur Road/  
Virginia Highland
- Route 75– Tucker
- Route 114– Columbia Drive
- Route 120– E. Ponce De Leon  
Ave./ Tucker
- Route 125– Clarkston/ Northlake


## Land Use 1/2 Mile From Avondale Transit Station




### Legend

 Avondale Station


 MARTA Rail


 Avondale\_Buffer





**Land Use**


**Category**


 CEMETERIES


 COMMERCIAL


 FOREST


 IND/COM

 INST\_INTENSIVE

 RES\_HIGH

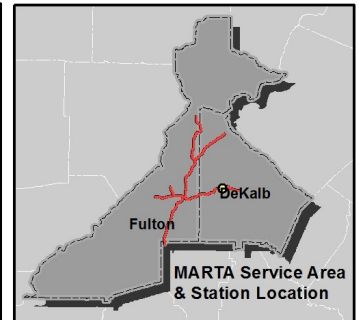
 RES\_MED

 RES\_MULTI

 TCU

0 0.25 0.5 Miles

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



**marta**  
Office of Dev. & Regional Coordination