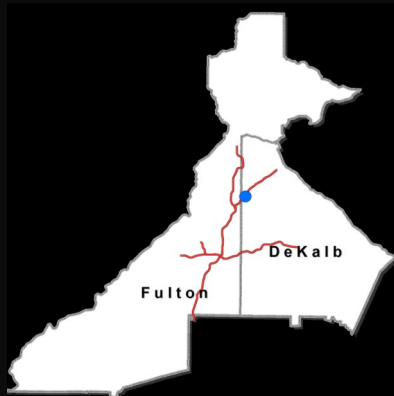


# BROOKHAVEN/ OGLETHORPE UNIV. STATION

Transit Oriented Development

## STATION LOCATION



4047 Peachtree Road NE  
Atlanta, GA 30019

## Brookhaven/Oglethorpe University: A Town Center Station

The MARTA Transit Oriented Development Guidelines classify Brookhaven / Oglethorpe University Station as a “Town Center” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Arts Center, to Collector stations - i.e., end of the line auto-commuter oriented stations such as Indian Creek or North Springs. This classification system reflects both a station’s location and its primary function. In discussing Town Center stations, the “Guidelines” state “Pedestrian” connections are critical for town centers, as are local bus service and automobile access. Town Center stations may provide some park-and-ride, but it should be of secondary importance and must be appropriately located and designed. Over time, large surface parking lots, whether originally for park-and-ride or for station area development, are incompatible with the town center pattern of land use and should be replaced by well-designed parking structures”.

## STATION ESSENTIALS

Daily Entries:	2,494
Parking Capacity:	1,460
Parking Utilization:	39%
Station Type:	Elevated
Station Typology	Town Center
Land Area	+/- 15 acres

MARTA Research & Analysis 2012

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	161
Entertainment	153
Food	156
Retail	142
Shelter	168

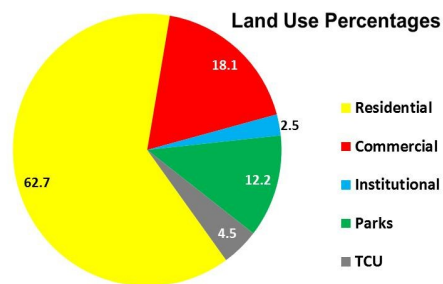
Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011



## 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	2,934
Median Age	39.2
Households	1,512
Avg. Household Size	1.94
Median Household Income	\$82,983
Per Capita Income	\$59,592

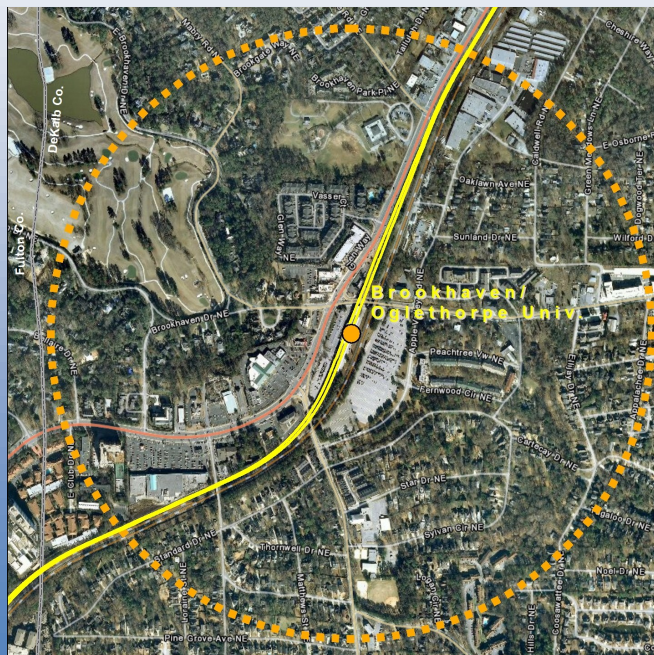
### Business Demographics 1 Mile

Businesses	551
Employees	4,838
%White Collar	76.6
%Blue Collar	10.6
%Unemployed	10.1

Source: Site To Do Business on-line, 2011

## Neighborhood Context

Brookhaven / Oglethorpe University station is a heavy rail rapid transit station located in the newly incorporated City of Brookhaven in DeKalb County on MARTA’s Gold Line. It is located on Peachtree Road between North Druid Hills Road and Dresden Drive, with station entrances on Peachtree Road and Apple Valley Road. Brookhaven provides rapid rail service to major destinations including the Buckhead shopping and business district (1 minute), Midtown (13 minutes), Downtown (17 minutes) and Hartsfield-Jackson International Airport (33 minutes). Additionally, three bus routes currently serve Brookhaven station providing access to Oglethorpe University, North Druid Hills, and both Lenox and Phipps Plaza malls.





### Transit Stations are the focal point of successful TOD's



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

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

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

**50–69 Somewhat Walkable** — Some amenities within walking distance.

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

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

Source: Walkscore.com 2012



## Land Use and Zoning

### Land Use

Three established neighborhoods surround Brookhaven station: Brookhaven Fields, Ashford Park and Historic Brookhaven. Located along the eastern border of the station, Brookhaven Fields and Ashford Park contain a mixture of post war detached single family homes, townhomes and multi-family construction. Three medium density townhome developments (Brookhaven Heights, Brookhaven Chase and Fernwood Park) are less than a five minute walk from the east entrance to the station on Apple Valley Road. Also located nearby is a branch of the DeKalb public library system, Brookhaven Baptist Church and the Parkside at Brookhaven office condos. Historic Brookhaven, located across Peachtree Road on the west side of the station, primarily consists of detached single family homes and is home as well to two golf courses: the Capital City Club and the Peachtree Golf Club. In fact, Historic Brookhaven is the oldest planned golf club community in Georgia, dating back to 1910.

Most of the existing neighborhood retail has developed along a strip fronting on Peachtree Road. Two community shopping centers; Brookhaven Station and Brookhaven Plaza, face the MARTA station on the opposite side of Peachtree Road. A pharmacy, bank, post office and numerous restaurants are contained in or can be found adjacent to these centers. A small multi-story “business traveler” hotel is located across the street, just south of the station.

### Zoning

The station area was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study released in early 2006. One of the major recommendations of the Brookhaven LCI was the implementation of a zoning overlay district to ensure that future development conforms to the vision encompassed in the LCI Plan. Adopted by the DeKalb Board of Commissioners in early 2007, the Brookhaven-Peachtree overlay district consists of two sub-areas. According to the ordinance adopting the subareas, “sub-area one includes properties directly adjacent to the Brookhaven MARTA station as well as parcels fronting on Peachtree Road, while sub-area two is comprised of established residential areas within a mile of the station”.

Design standards found in the overlay district include a maximum building height ranging from three to six stories around the station, Height bonuses are provided under certain criteria, including a minimum allocation of workforce housing, contiguous green space, and street oriented ground floor retail. Meeting some or all of these criteria permits an increase in building height up to 125 feet within 800 feet of the station fare gates. Parking requirements call for a maximum of two spaces for each multi or single family dwelling unit, with a minimum of one. Additionally there is a one space maximum/minimum per every 400 feet of commercial space.

The zoning overlay criteria adopted by the DeKalb County Commission for Brookhaven closely parallels the design guidelines contained in MARTA’s recently adopted “TOD Guidelines”.

## Town Center Station Typology Design Elements

Town center stations are set in nodes of dense, active, mixed-use development. These station areas differ from those in the urban core in that development is of a comparatively lesser scale, with mid-rise construction the norm rather than high-rise; but they are similar in that the station areas enjoy TOD-friendly street networks, a rich pedestrian environment, and identifiable civic landmarks. Town centers tend to have a more balanced mix of uses than urban core, with housing a significant ingredient from the start rather than an evolving goal.



Eastern Parking Lot +/- 10.3 Acres



Western Parking Lot +/- 2 Acres

Below are some of the design themes of the Town Center 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

- Balanced mix of multi-family residential development with office, retail, entertainment, and civic uses. Vertical mixed-use is common.
- Transition to lower density single-or multi-family away from the main street.
- Mid-rise buildings dominate; some high-rise and low-rise.

### Public Realm

- Traditional town center pedestrian network with station at focal point.
- Curb-side parking desirable; no off-street parking in front of buildings; garages wrapped.
- Stations grade-separated or at grade.

### Town Center Station Density Ranges

Floor Area Ratio	3.0-10.0
Residential Units Per Acre	25-75
Height In Floors	4-15

Source: MARTA TOD Guidelines

## Brookhaven /Oglethorpe Univ. 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 TOD opportunity around Brookhaven/Oglethorpe University Station includes but is not limited to the entire station area. The +/- 10.3 acre surface commuter parking lot to the east of the station could be transformed into a vibrant mixed-use community that respects the scale of the surrounding area, while providing the necessary density to support transit ridership. The retail areas along Peachtree Road could provide opportunities for infill development that complement the transit environment. Redevelopment of this site should be respectful of the established single-family neighborhoods that surround this site to the east and to the west of Peachtree Road.



## Area Attractions Near Brookhaven/Oglethorpe Univ. Station

- Oglethorpe University
- Capital City Club (Golf)
- Peachtree Golf Club
- St. Martin Episcopal School
- J. Mac Robinson/GSU branch campus
- Phipps Plaza Mall
- Lenox Mall



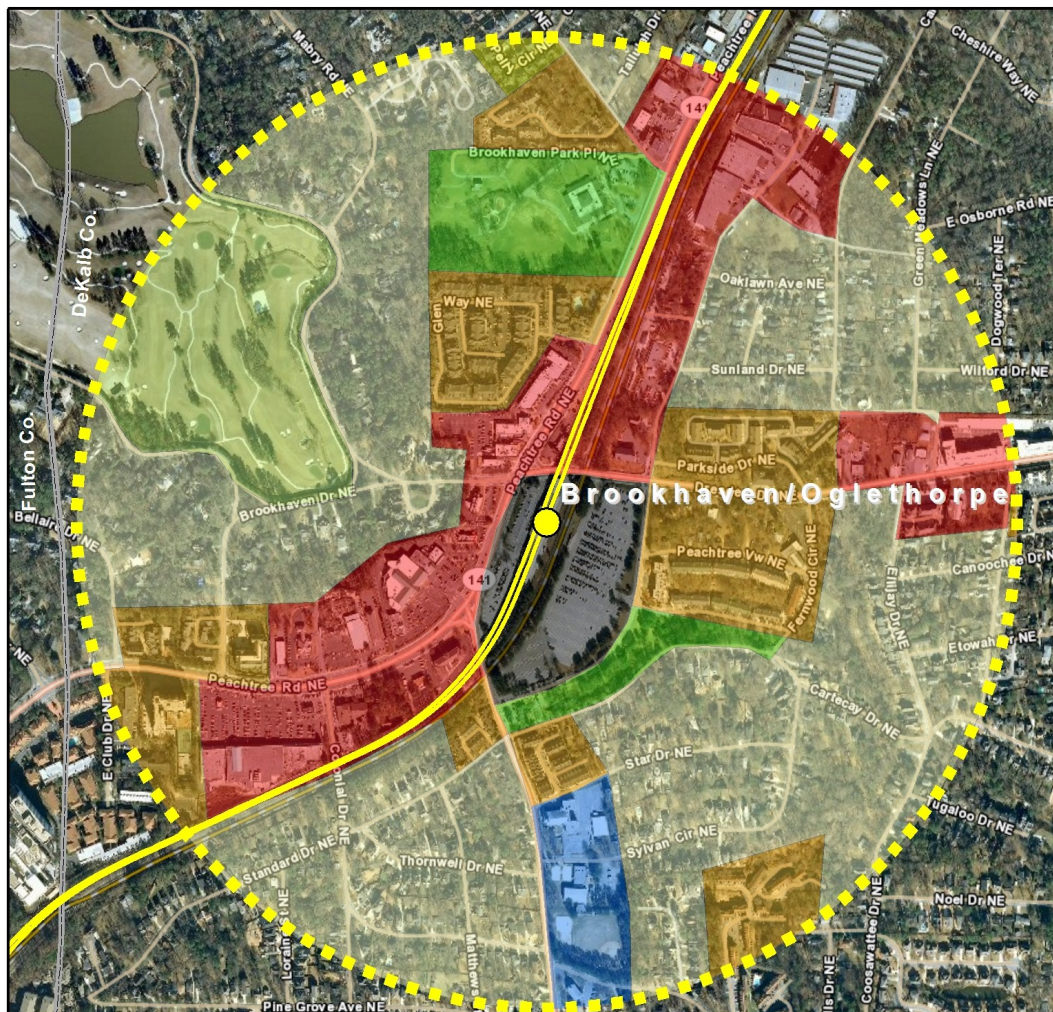
Brookhaven Station

## ROUTES SERVING BROOKHAVEN- OGLETHORPE UNIV. STATION












- Route 8– North Druid Hills Rd
- Route 25– Peachtree Industrial Blvd/ Johnson Ferry Rd
- Route 47– I-85 Access Rd/ Briarwood Rd

## Brookhaven/Oglethorpe Univ. Station Page 4 of 4

### Land Use 1/2 Mile From Brookhaven/Oglethorpe Transit Station



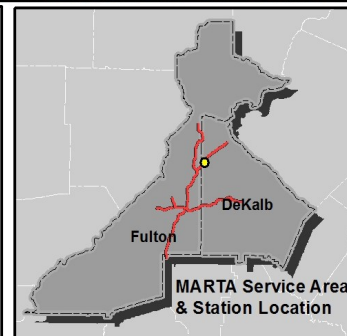
#### Legend

	Brookhaven/Oglethorpe Station	<b>Land Use</b>		PARKS	
	MARTA Rail	<b>Category</b>		RES_HIGH	
	1/2 Mile Buffer		COMMERCIAL		RES_MED
			GOLF_COURSES		RES_MULTI
			INST_INTENSIVE		TCU



0 0.25 0.5 Miles

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



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