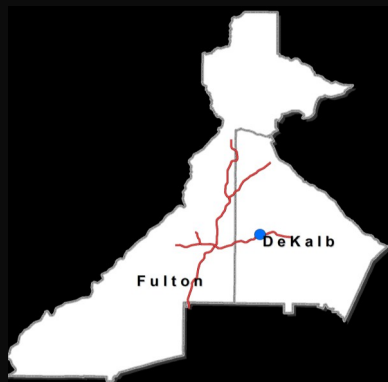


DECATUR STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	4,466
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Subway
Station Typology	Town Center
Land Area	No Excess

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	90
Entertainment	86
Food	91
Retail	82
Shelter	90

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



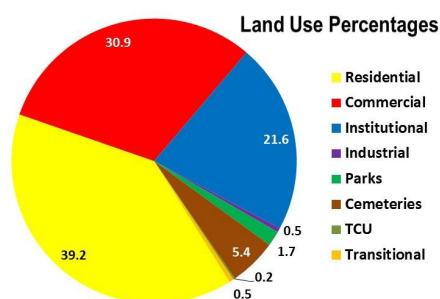
400 Church Street
Decatur, GA 30030

DECATUR: A Town Center Station

The MARTA Transit Oriented Development Guidelines classify Decatur Station as a “Town Center” 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 Town Center stations as “...set in nodes of dense mixed-use development... Town center stations are found in two very different kinds of settings. Some are in historic downtowns like those of Decatur or East Point, where transit creates the opportunity to in-fill, intensify, animate, or expand the town center without excessive traffic congestion... Pedestrian connections are critical for town centers, as are local bus service and automobile access”. Decatur station may indeed be the region’s most successful example of a Town Center, public/private, transit oriented development.

Station Area Profile

Land Use Within 1/2 Mile



Sources:
MARTA GIS Analysis 2012 & Atlanta Regional Commission LandPro 2009.

Residential Demographics 1/2 Mile

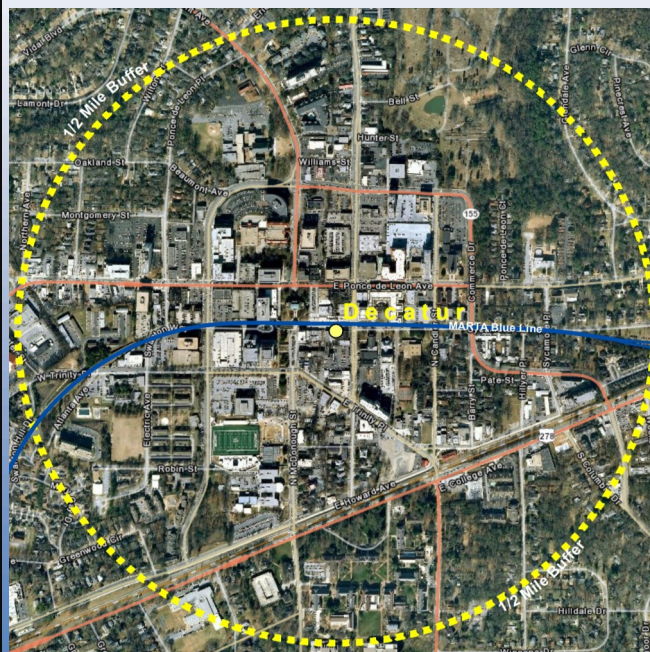
Population	4,684
Median Age	34.3
Households	2,239
Avg. Household Size	1.87
Median Household Income	\$40,783
Per Capita Income	\$28,810

Business Demographics 1 Mile

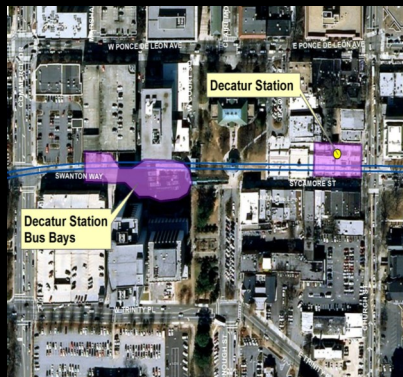
Businesses	1,106
Employees	11,595
%White Collar	84.3
%Blue Collar	4.4
%Unemployed	9.2

Source: Site To Do Business on-line, 2011

Neighborhood Context



Decatur station is a heavy rail transit station located in the heart of downtown Decatur, in DeKalb County, on MARTA’s Blue line. It is located on the corner of Church and Sycamore Streets, with station entrances on Church Street and Swanton Way. Decatur station provides rapid rail service to major destinations including the Buckhead shopping and business district (29 minutes), Atlanta’s Midtown district (17 minutes), Downtown Atlanta (13 minutes) and Hartsfield-Jackson International Airport (29 minutes). Bus routes from Decatur Station provides service to Agnes Scott College, Georgia Perimeter College Decatur Campus, DeKalb County Library, North DeKalb Mall, South DeKalb Mall, Briarcliff Shopping Center, Williamburg Plaza, Clifton Springs Health Center, and the VA Hospital.



Land Use and Zoning

Land Use

The predominant use of land within a half mile of the station is residential, at about 39%. Commercial is the second largest category at about 30%. There is also a significant amount of institutional use in the area. For more detail, please refer to the land use map on page 4.

An LCI update released in 2006 confirmed that high density development built around transit can be economically successful without sacrificing quality of life. Today there are over 200 storefront shops, restaurants, galleries, services and performance venues in the downtown square or just south of the square in Oakhurst Village.

Zoning

Zoning is one of the key elements needed in TOD development. The Decatur Station is located in the C-1 Local Commercial district. According to the City of Decatur's zoning regulations, the C-1 district is intended to provide for the protection and control of development or redevelopment of primarily retail shopping and personal services for the needs of a relatively small area such as a residential neighborhood. In addition to commercial retail development, the C-1 district allows high density residential development in accordance with the High Density Single-Family district (HDSF). The district's intent and density provisions are compatible with the development guidelines contained in MARTA's recently adopted "TOD Guidelines".

Town Center Station Typology Design Elements

Below are some of the design themes of the town center typology. For more information on MARTA's TOD guidelines, please refer to our website at <http://www.itsmarta.com/TOD-real-estate.aspx>.

Land Use Mix and Scale

- Balanced mix of multi-family residential development with office, retail, entertainment, and civic uses. Vertical mixed-use is common.
- Transition to lower density single-or multi-family 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

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

**ROUTES SERVING DECATUR
STATION**

Route 2– Ponce De Leon Ave./
Moreland Ave

Route 15– South DeKalb/
Candler Rd

Route 19– Clairmont Rd

Route 123– North DeKalb Mall/
Belvedere

Decatur 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.

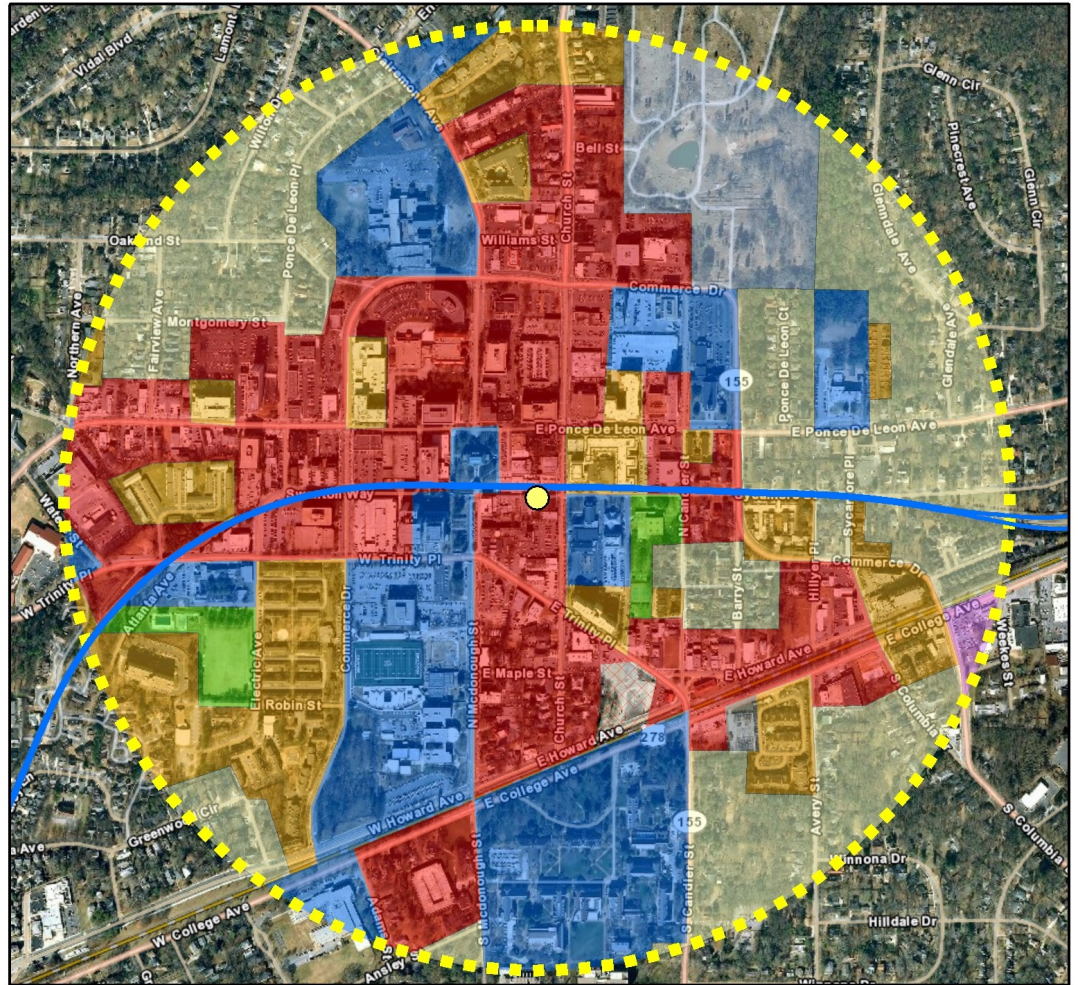
MARTA does not own any excess land associated with this station but rather it has a “Right of Use” granted by the City of Decatur for property not associated with the rail alignment. For example, the land for the bus bay is a Right of Use agreement. Therefore, TOD opportunities by way of Joint Development is not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

Transit friendly development has occurred near the station. The Towne Square Condominiums is one such development. The development offers high density residential development in the core of downtown Decatur. Towne Center also features ground level retail and restaurant offerings. The image to right displays the proximity to the Decatur Station.



Towne Square Condominiums

Land Use 1/2 Mile From Decatur Transit Station

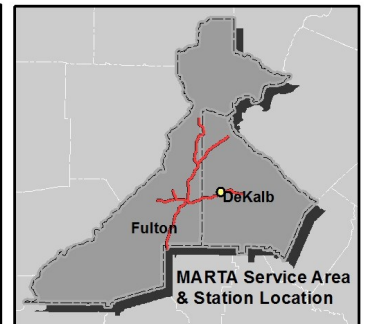


Legend

- | | | |
|-----------------|-----------------|--------------|
| Decatur Station | Land Use | PARKS |
| MARTA Rail | Category | RES_MED |
| 1/2 Mile Buffer | CEMETERIES | RES_MULTI |
| | COMMERCIAL | TCU |
| | IND/COM | TRANSITIONAL |
| | INST_INTENSIVE | |

0 0.25 0.5 miles

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



marta
Office of Dev. & Regional Coordination