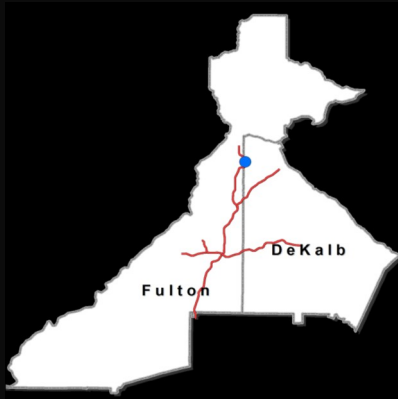


DUNWOODY STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	3,399
Parking Capacity:	1,091
Parking Utilization:	46%
Station Type:	Elevated
Station Typology	Town Center
Land Area	+/- 4 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	202
Entertainment	205
Food	197
Retail	189
Shelter	215

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, 2011



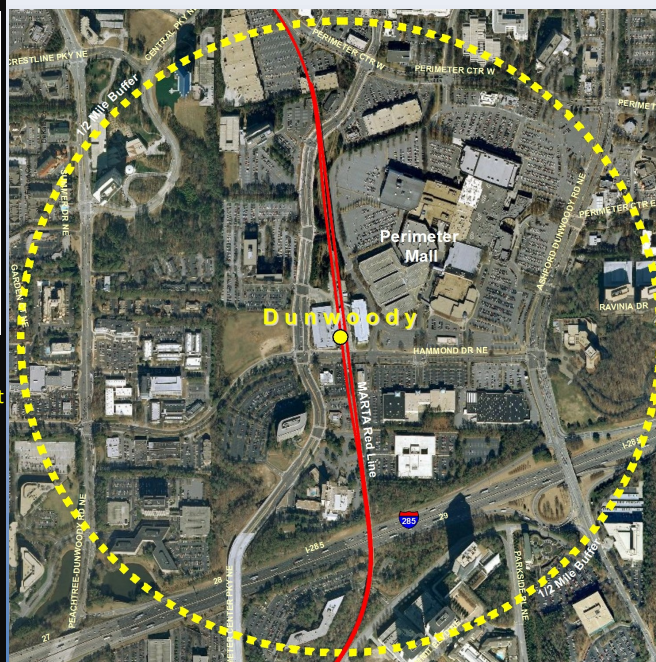
1111 Hammond Drive
Atlanta, GA 30328

DUNWOODY: A Town Center Station

The MARTA Transit Oriented Development Guidelines classify Dunwoody 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 "...stations set in nodes of dense, active, mixed-use development... Pedestrian connections are critical for town centers, as are local bus service and automobile access." Dunwoody can probably be said to be a prototypical town center station.

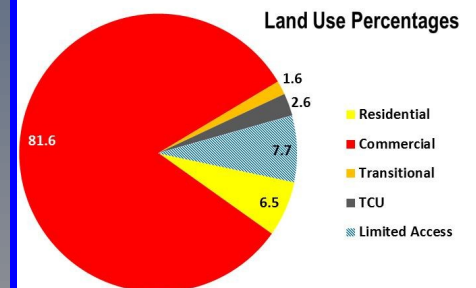
Neighborhood Context

Dunwoody station is a rail rapid transit station located in the City of Dunwoody, in the northern part of DeKalb County on MARTA's Red line. The station is located at the



Station Area Profile

Land Use Within 1/2 Mile



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

Residential Demographics 1/2 Mile

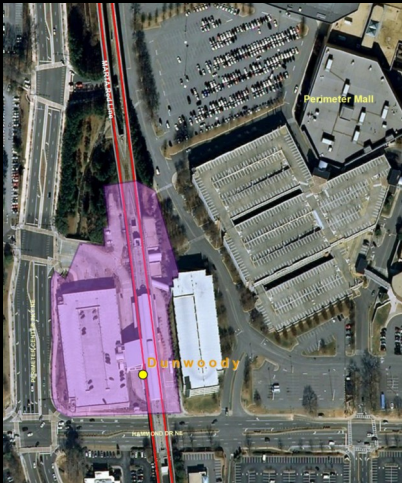
Population	792
Median Age	41.1
Households	373
Avg. Household Size	2.09
Median Household Income	\$95,411
Per Capita Income	\$64,820

Business Demographics 1 Mile

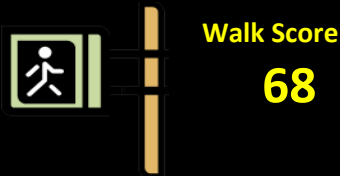
Businesses	2,385
Employees	47,927
%White Collar	86.3
%Blue Collar	4.8
%Unemployed	5.8

Source: Site To Do Business on-line, 2011

corner of Perimeter Center Parkway and Hammond Drive, with entrances on each of those streets. Dunwoody provides rail service to major regional destinations including the Buckhead shopping and business district (6 minutes), Midtown (18 minutes), Downtown (22 minutes) and Hartsfield-Jackson International Airport (38 minutes). Additionally, three bus routes currently serve Dunwoody station, providing access to Perimeter Mall, Sandy Springs Shopping Center, The Prado Office Park, Jamestown Office Park, and North Springs High School. In addition, Cobb County Community Transit (CCT) provides peak-hour connecting bus service to its Marietta Transfer Center. Ample daily and long term MARTA. Dunwoody Station is also Adjacent to Georgia's second-largest enclosed shopping center -Perimeter Mall.



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

Commercial land use makes up about 81% of the land use within half a mile of the station. The commercial land use is made up of retail, office, and restaurants. The Perimeter Mall is the primary anchor and regional attraction in this area. Dunwoody Station is conveniently situated in the midst of the commercial land uses. Other land uses include multi-family residential, surface transportation facilities such as I-285, and an undeveloped parcel across from the station.

Zoning

Zoning is one of the key elements needed in TOD development. The current zoning of the Dunwoody station is C-1 General Commercial. According to the district regulations; the intent of the district is to provide convenient local retail shopping and service areas within the city for all residents and to ensure that the uses authorized within the district are those uses which are designed to serve the convenience shopping and service needs of groups of neighborhoods. In summary, the C-1 district is not conducive to MARTA's TOD guidelines in terms of mixed use development since it only accommodates commercial development; however, there is an OCR-Office, Commercial, Residential District that is located across Perimeter Center Pkwy from the station that is. OCR district does accommodate the mixed uses that are common and expected in a TOD at an appropriate density level.

Commuter 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.

Pedestrian connections are critical for town centers, as are local bus service and automobile access. Many town centers use local circulators and shuttles to connect the transit station to other town center destinations and the surrounding neighborhoods. 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 used for park-and-ride or for stations area development are incompatible with town center pattern of land use and should be replaced by well designed parking structures.

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

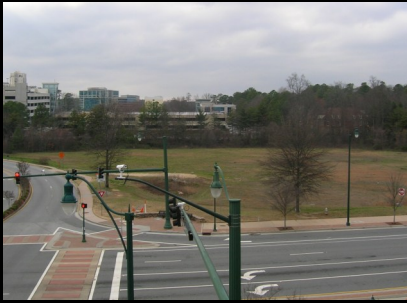
Source: MARTA TOD Guidelines

DUNWOODY 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.

Joint development opportunities at Dunwoody are very limited. MARTA owns about 4 acres of property at the station. The vast majority of that space is occupied by the elevated station, bus bays and a parking deck. However, development is not out of the realm of possibilities. The low parking utilization of the deck at the corner of Hamilton Drive and Perimeter Circle Parkway may present a limited opportunity for joint development. Adaptive re-use of underutilized parking decks is an emerging trend in many places. There are examples of adaptive reuses that integrate commercial uses along the ground floor of a parking deck. Any design modification would need to be coordinated with appropriate MARTA staff.

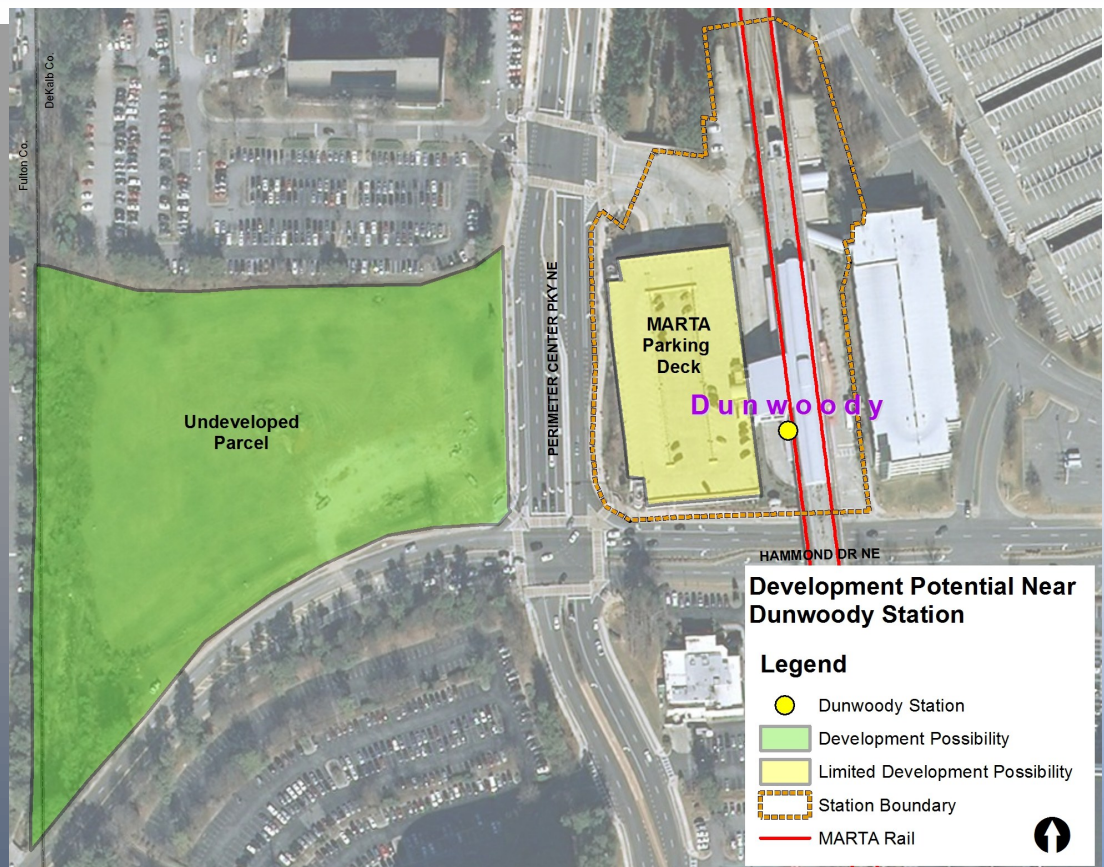
This intersection, at Hammond Drive and Perimeter Center Parkway, represents an opportunity to develop one of the most successful TOD nodes in the metro area. The +/- 7 acre undeveloped parcel across Perimeter Center Parkway is a prime location for development in the vicinity. This parcel is zoned OCR-Office, Commercial, Residential District. As previously mentioned, this zoning classification is conducive for TOD style development due to its accommodation of mixed uses and residential dwelling unit density up to 30 du/acre.



**Undeveloped Parcel @
Hammond Dr. & Perimeter
Center Pkwy**



**Strip Commercial along
Hammond Drive**



ROUTES SERVING DUNWOODY STATION

- Route 5– Piedmont Road/ Sandy Springs
- Route 87– Roswell Road/ Morgan Falls
- Route 150– Perimeter Center/ Dunwoody Village

