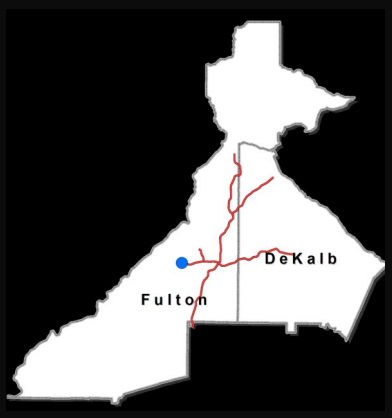
H.E. HOLMES STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	7,332
Parking Capacity:	1,436
Parking Utilization:	49%
Station Type:	Elevated
Station Typology	Commuter Town Center
Land Area	+/- 24 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX

WITHIN 1/2 MILE

Category	SPI
Dining Out	73
Entertainment	70
Food	74
Retail	67
Shelter	70

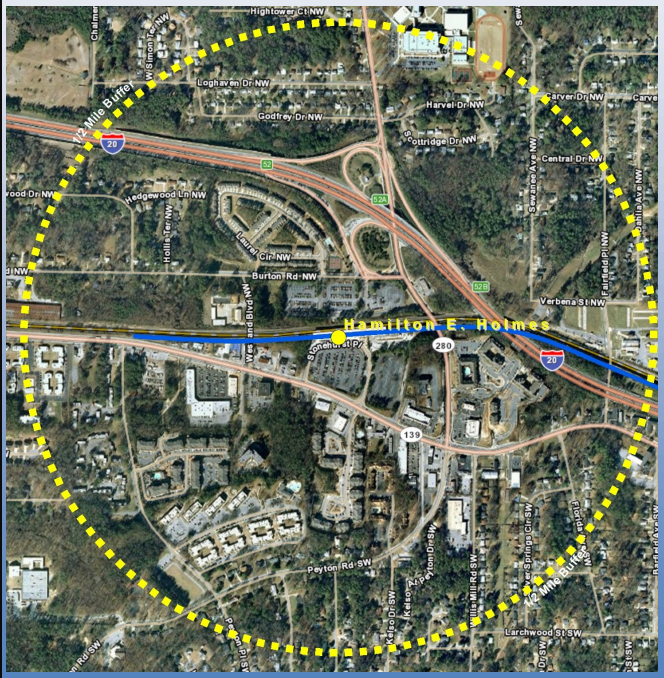
Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011

70 Hamilton E. Holmes Drive, NW
Atlanta, GA 30311

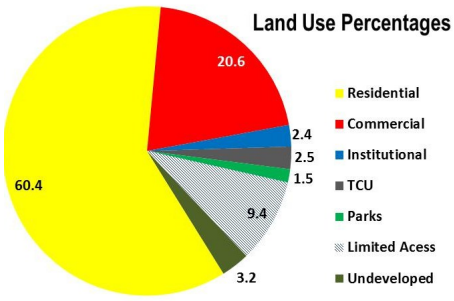
Hamilton E. Holmes Station : A Commuter Town Center

MARTA's "Transit Oriented Development Guidelines" classify Hamilton E. Holmes as a "Commuter Town Center" station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Peachtree Center in downtown Atlanta, to Commuter Town Centers - i.e., Park, Kensington, North Springs and usually end of the line or outlying, auto-commuter oriented stations that also function or have potential for mixed-use development -such as Lindbergh, College Park, or Doraville. The classification system reflects both a station's location and its primary function. The "Guidelines" has this to say about Commuter Town Center stations "The definitional challenge in planning a commuter town center station lies in balancing its two functions. The key to success: the park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions. The pedestrian network must guide commuters from their cars or buses to the station without putting the park-and-ride garage or bus transfer point in locations that compromise the visual and pedestrian qualities of a town center".



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	2,852
Median Age	35.1
Households	1,262
Avg. Household Size	2.26
Median Household Income	$37,766
Per Capita Income	$18,599

Business Demographics 1 Mile

Businesses	215
Employees	1,294
%White Collar	56.3
%Blue Collar	20.8
%Unemployed	17.8

Source: Site To Do Business on-line, 2011

Neighborhood Context

Hamilton E. Holmes is a heavy rail transit station located in the western part of the City of Atlanta at the end of MARTA's Blue line. Specifically, located at the corner of H.E. Holmes Drive and M. L. King Jr. Drive, with entrances on M.L. King Jr. Drive and Burton Road. Hamilton E. Holmes provides rapid rail service to major destinations including the Buckhead shopping and business district (25 minutes), Midtown (13 minutes), Downtown (9 minutes) and Hartsfield-Jackson International Airport (25 minutes). Bus service from the Hamilton E. Holmes station provides access to Six Flags Over Georgia, Greenbriar Mall, Fulton Industrial District, and neighborhoods of Northwest Atlanta. MARTA owns approximately 17.7 acres adjacent to the station that is primarily used for daily surface parking. Taxi service and bike racks are also available at the station.

Hamilton E. Holmes Station Aerial View

Transit Stations are the focal point of successful TOD's

Walk Score

37

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

As previously mentioned, Hamilton E. Holmes station is located in western Atlanta near the intersection of I-20 and I-285. The predominant use of land within a half mile of the station is residential at about 60%. The residential land use is comprised of multi-family and single-family development. The multi-family developments surround the station within a 1/4 mile radius and lower density single-family developments are found further out. The commercial uses comprise strip commercial and highway automobile oriented retail uses. Limited Access transportation facilities make a significant portion of the land use in the area due to its close proximity to I-20. For more detail, please refer to the land use map on page 4.

Zoning

Zoning is one of the key elements needed in TOD development. There are a total of three zoning districts that traverse the boundaries of the station. The majority of the station is zoned C-3 Commercial-Residential. The intent of the C-3 district is to provide for moderate- to high-intensity uses of a broad range in mixed use type development, generally in areas at major intersections or along roadways, through areas that presently are intensively developed or of regional significance. The second district is the C-2 Commercial Service district. The intent of this district to provide a broad range of sales, service, and repair activities in addition to encouraging residential use either as a principle use or in mixed use developments. Lastly a small portion of the station area is within the C-1-C Community Business conditional district. The intent of the district is similar to the C-2 district; however, the development intensity is not as great.

The C-2, C-3, and to a lesser extent the C-1C districts are generally compatible with the density recommendations guidelines contained in MARTA's recently adopted "TOD Guidelines". As it stands now, the station development would have a maximum FAR density of 5. This FAR is in line with this station's typology. However, it would be more homogenous and conducive for TOD development to consolidate the three zoning districts under the C-3.

Commuter Town Center Station Typology Design Elements

Below are some of the design themes of the commuter 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 outside a quarter-mile radius.
- 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.
- Park-and-ride is in structure and ideally feeds retail environment.

Commuter 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

Development Opportunities at H.E. Holmes Station

Northwestern Lot 1 +/- 3.3 acres

Northeastern Lot 1 +/- 1.6 acres

Southeastern Lot 4 +/- 2.7 acres

Southwestern Lot 4 +/- 3.1 acres

Hamilton E. Holmes 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.

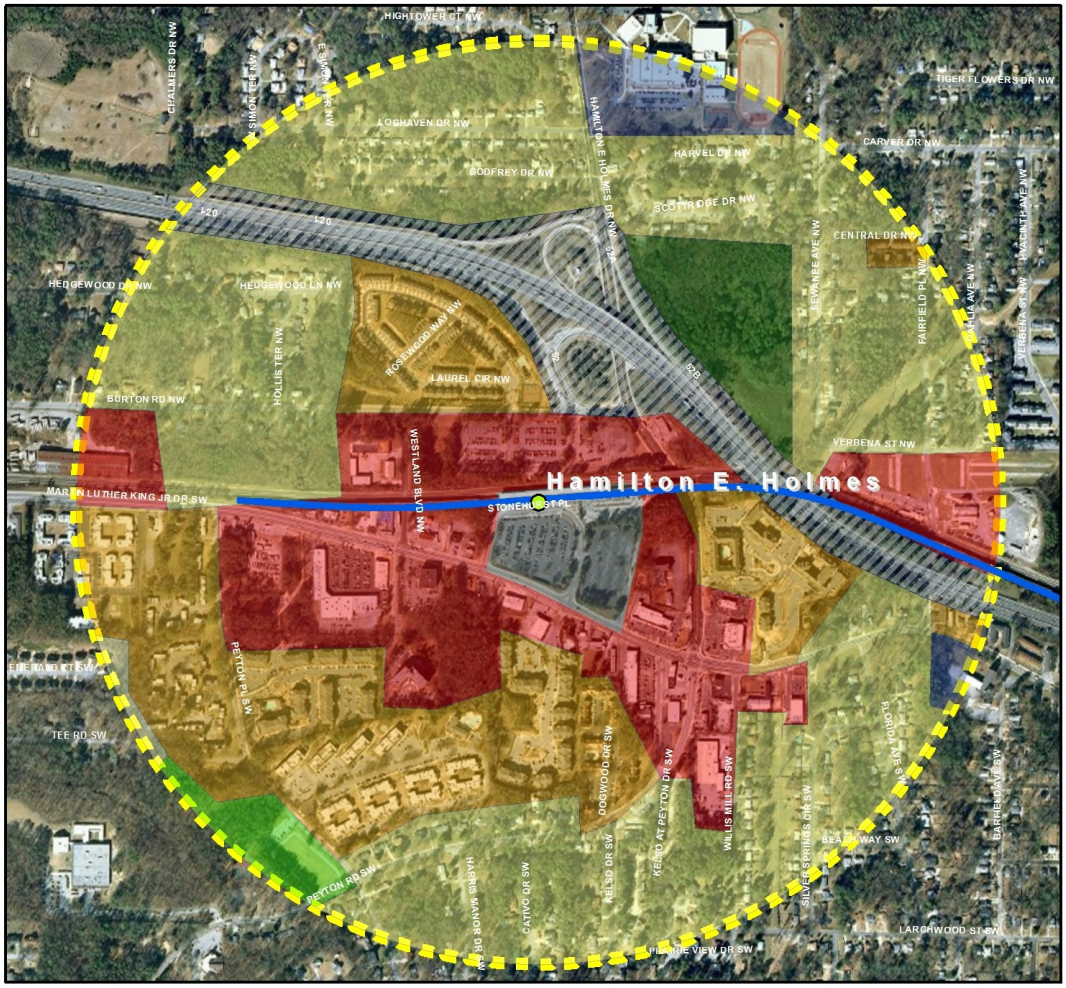
Hamilton E. Holmes serves as the terminus of the western blue line; therefore, several parking lots were constructed to accommodate end of the line park and ride customers. As evidenced by the parking utilization statistics, only about half of the parking is used (49%). This parking utilization figure is likely a plateau for this station for the foreseeable future. If the western line is extended in the future, the parking utilization at Hamilton E. Holmes is expected to decrease. This situation presents opportunities for joint development. However, any development in the parking areas should strive to preserve an adequate amount of parking for transit patrons.

There are several acres of land that present development possibilities at the station. There are 4 parking lots that are either unused or could become available for joint development. The map below illustrates the location of the lots around the station. Northwest Lot 1 consists of +/- 3.3 acres along Burton Road. It is currently the only occupied lot on the north side of the station. Northeast Lot 1, at the corner of Burton Road and Hamilton E. Holmes Dr., is +/- 1.6 acres in size and currently unused. Southwest Lot 4 situated along MLK Jr. Dr. consists of +/- 3.1 acres. It is currently the only occupied lot on the south side of the station. The other parking lot on the south side of the station is Southeast Lot 4. This lot consist of +/- 2.7 acres and it is currently unused. Lastly, there is an undeveloped tract of land consisting of +/- 1.8 acres. This tract does present some challenges due topography, size, and configuration.

ROUTES SERVING H.E. HOLMES STATION

- Route 3– MLK Jr. Dr./Auburn Ave.
- Route 56– Adamsville/Collier Heights
- Route 60– Hightower/ Moores Mill
- Route 66- Lynhurst Dr./Barge Road Park & Ride
- Route 73– Fulton Industrial
- Route 153– H.E. Holmes Dr./ Browntown
- Route 165– Fairburn Rd./ Barge Road Park & Ride
- Route 170– Brownlee Rd/ Peyton
- Route 201– Six Flags Over Georgia

Land Use
1/2 Mile From H.E. Holmes Transit Station



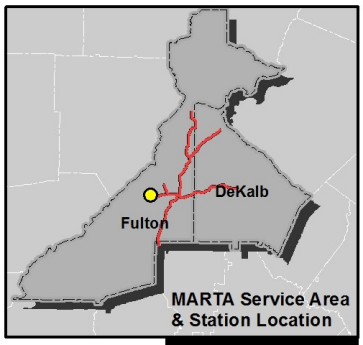
Legend

- MARTA Rail
- 1/2 Mile Buffer

Land Use Category

- COMMERCIAL
- FOREST
- INST_INTENSIVE
- LTD_ACCESS
- PARKS
- RES_LOW
- 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