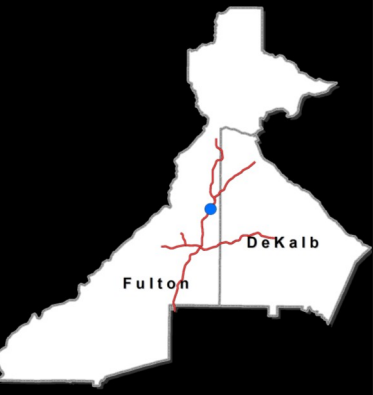


# LINDBERGH CENTER STATION

Transit Oriented Development

## STATION LOCATION



## STATION ESSENTIALS

Daily Entries:	8,981
Parking Capacity:	2,519
Parking Utilization:	69%
Station Type:	At-Grade
Station Typology	Commuter Town Center
Land Area	+/- 47 acres

MARTA Research & Analysis 2010

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	138
Entertainment	125
Food	136
Retail	199
Shelter	141

Note: The Spending Potential Index shows the amount spent on a variety of 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



2424 Piedmont Road, NE  
Atlanta, GA 30324

## Lindbergh Center Station: A Commuter Town Center Station

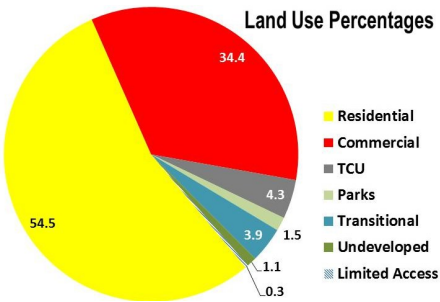
The MARTA Transit Oriented Development Guidelines classify Lindbergh Center station as a “Commuter Town Center”. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Peachtree Center Station in downtown Atlanta, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek or North Springs. This classification system reflects both a station’s location and its primary function.

The “Guidelines” talk about Commuter Town Center stations as having two functions – as “collector” stations serving a park-and-ride function for those travelling elsewhere via the train, and as “town centers” serving as nodes of dense active mixed-use development, either historic or newly planned. The Guidelines go on to describe the challenge of planning a Town Center station which requires striking a balance between those two functions “... Lindbergh City Center has, over the decade of its existence, become a vibrant, mixed-use town center, developed in a way that allows both functions to be successfully fulfilled. It is arguably the best example



## 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	7,640
Median Age	30.7
Households	2,436
Avg. Household Size	3.14
Median Household Income	\$69,721
Per Capita Income	\$28,567

### Business Demographics 1 Mile

Businesses	1,135
Employees	12,137
%White Collar	67.8
%Blue Collar	10.5
%Unemployed	10.0

Source: Site To Do Business on-line, 2011

in Atlanta, of a successful, planned, transit oriented development.

## Neighborhood Context

Lindbergh Center station is a heavy rail transit facility located north of downtown Atlanta on the southern edge of the Buckhead shopping and office district. The station is near the center of Fulton County on MARTA’s Red and Gold lines. The station is also the location for the MARTA headquarters.

The station provides rapid rail service to major destinations including Lenox Mall (6 minutes), Midtown (6 minutes), Downtown Atlanta (10 minutes), and Hartsfield-Jackson International Airport (26 minutes). Additionally, five bus routes currently serve Lindbergh Center, providing access to the Prado shopping center, Emory University, the Buford Highway corridor along with Buckhead’s shopping, dining and nightlife.

## Lindbergh Center Station Aerial



## Land Use and Zoning

### Land Use

Residential and commercial land uses are the primary categories of land use within a half mile radius of Lindbergh Center. Residential makes up the largest category at about 54%. Multi-family development makes up the lion share of residential development in the area. The Lindbergh Center market area is part of the larger Buckhead apartment submarket; this is one of the Atlanta Metro Area's largest concentrations of rental apartments, with 18,636 units, representing roughly 5% of Atlanta's apartment inventory. In 2008, 1,588 new apartments were built in the Buckhead Submarket, representing nearly one-third of all apartment construction in the city. Although apartments are very prevalent in the area, there is a well established single-family neighborhood to the northwest of Lindbergh Center.



Eon Apartments



Lindbergh Main Street

Commercial makes up the second largest category of land use at about 34%. The commercial in the area is comprised of retail and office uses. Retail outlets in the area include Lindbergh Plaza, Buckhead Crossing, and the Atlanta Design Center, as well as a large number of stand alone retail establishments along key corridors such as Piedmont and Sidney Marcus. In terms of office space, it is estimated that the Lindbergh area has 2.2 million SF of office space. Much of this located in the twin 18 story AT&T office towers. For more detail concerning the location of other land uses near the station, please refer to the use map on page 4.

### Zoning

Zoning is one of the key elements needed in TOD development. The Lindbergh Station is covered by an underlying C-3 Commercial Residential District and the Beltline Overlay District. Lindbergh is one of three stations that are in the Beltline; Bankhead and West End being the other two.

The C-3 District is intended to accommodate robust, high-density mixed-use development generally in areas at major intersections or along roadways, through areas that presently are intensively developed or of regional significance. The development controls in terms of density are compatible with TOD development. However, some of the permitted uses are more car dependent and therefore, are not as conducive to ideal TOD development. The Beltline Overlay adds elements of form-based zoning, while leaving intact the use and density provisions of the underlying C-3 district.

The current zoning mix at Lindbergh is at best loosely conducive to MARTA's recently adopted "TOD Guidelines". However, efforts are underway to rezone Lindbergh Center to the SPI-15 (Special Public Interest District: Lindbergh Transit Station Area). SPI-15 would allow greater flexibility in developing stronger TOD conducive development.

## 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.

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



Walk Score

65

**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



### 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





**Vacant Lot 1 along Sidney Marcus Blvd +/- 1.5 Acres**



**Abandoned Coverdale Site along Piedmont Rd. +/- .60 Acres**



**Vacant Lot 2 along Piedmont Rd +/- .92 Acres**



**Employee Parking Lot +/- 2.1 Acres**



**Vacant Lot 3 near Morosgo Dr. & Camellia Ln +/- .96 Acres**

## **Lindbergh Center 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.

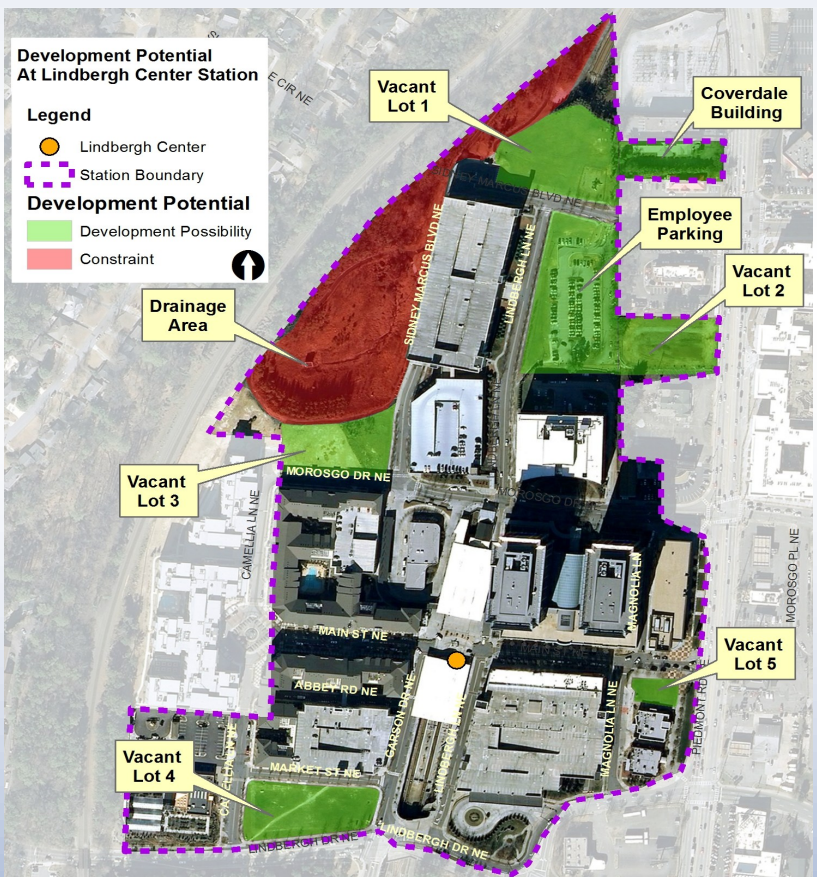
MARTA owns +/- 47 acres at Lindbergh Center and it is home to MARTA’s premier TOD first developed in 2000. Lindbergh Center recently underwent a re-visioning process in response to the economic downturn in 2008. As a result of this process, it was determined there still remain opportunities in the current economic climate to further develop residential and commercial uses in Lindbergh Center. There remains about 7 acres of property that are developable.

The image below and the images on the side panel provide a development guide to the station area. The extreme northern portion of the station area contains Vacant Lot 1 at +/- 1.5 acres and an abutting +/- .60 acre site that has the abandoned Coverdale building. If these two parcels are combined they offer the advantages of having a size of over 2 acres in Buckhead and visibility from Piedmont Road. In addition, access to Piedmont Rd is provided by way of Sidney Marcus.

Vacant Lot 2 and the MARTA employee parking lot offer similar advantages. Vacant Lot 2 at +/- .92 acres in size has about 130 feet of frontage along Piedmont Road. It was last used as an irrigation lot for station landscaping plants. The MARTA employee parking lot is slightly over 2 acres in size. These two parcels if combined offer about 3 acres space in Buckhead with visibility and access to Piedmont Road. The adjacent Sidney Marcus parking deck is currently underutilized and therefore any parking that is needed for MARTA employees could easily be accommodated here. In addition, the Sidney Marcus parking deck offers another attraction for these sites and those to the north in that there would be little need for a developer to provide additional parking.

Vacant Lots 3 and 4 offer +/- .96 and +/- 1.1 acres in space respectively. Vacant Lot 3 is adjacent to the Uptown Square multi-family development. In addition it is across Morosgo Drive from the main entrance to the station platform. Vacant Lot 4, which is pictured on page 4, is +/- 1.1 acres in size. This lot offers over 300 feet of frontage along Lindbergh Drive. Vacant Lot 4 has the advantage that it is adjacent to the Garson Parking deck.

Vacant Lot 5, which is pictured on page 4, fronts along Piedmont Road and is adjacent to Chili’s Restaurant. It is small in size at +/- .19 acres but it is an ideal location for small scale commercial development.





## MARTA Property at Lindbergh Center Station



Vacant Lot 4 Near Lindbergh Dr. &  
Camellia Ln. +/- 1.1 Acres



Vacant Lot 5 Along Piedmont Rd.  
+/- .19 Acres



Drainage Area +/- 5.1 Acres

## ROUTES SERVING LINDBERGH CENTER STATION

Route 5— Piedmont Rd./Sandy  
Springs

Route 6— Emory

Route 27— Cheshire Bridge/  
Ansley Mall

Route 30— Lavista Rd.

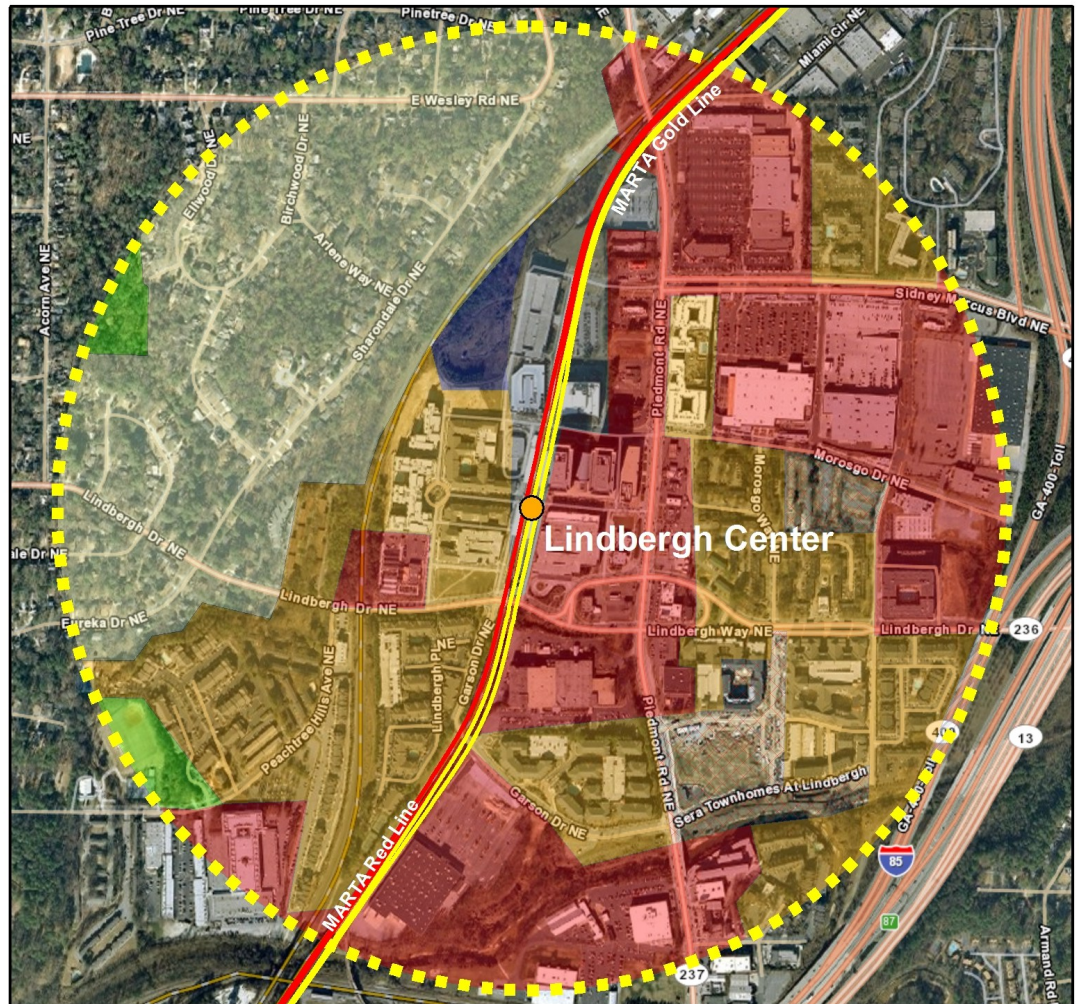
Route 39— Buford Hwy

Gwinnet County Transit (Rt. 410)

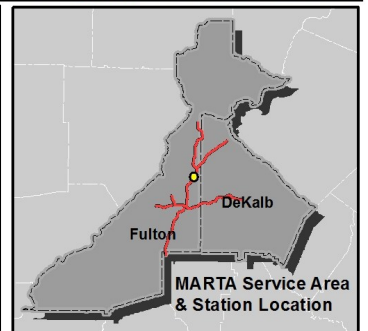
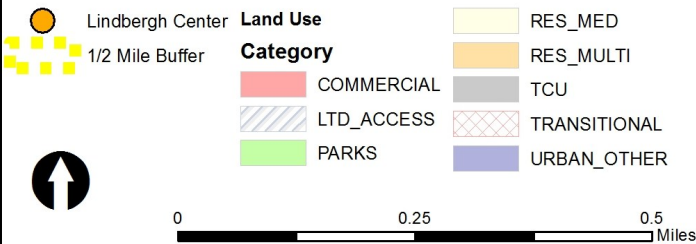
## Lindbergh Center Station

Page 4 of 4

### Land Use 1/2 Mile From Lindbergh Center Transit Station



#### Legend



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

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