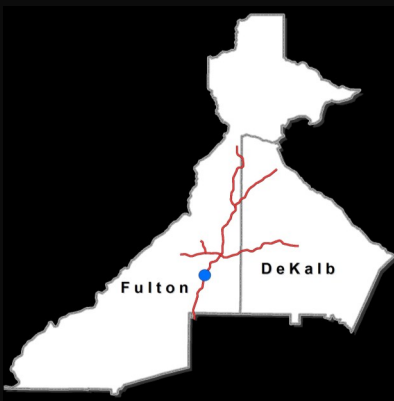


OAKLAND CITY STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	4,718
Parking Capacity:	443
Parking Utilization:	49%
Station Type:	Elevated
Station Typology	Neighborhood
Land Area	+/- 12 acres

MARTA Research & Analysis 2012

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	69
Entertainment	64
Food	70
Retail	62
Shelter	64

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



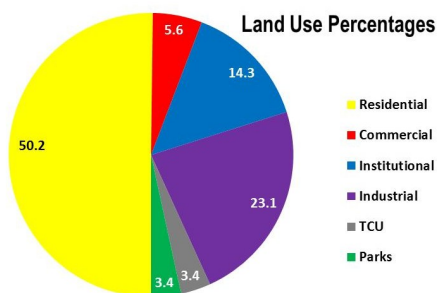
1400 Lee Street, NW
Atlanta, GA 30310

OAKLAND CITY: A Neighborhood Station

MARTA's Transit Oriented Development Guidelines classify Oakland City station as a "Neighborhood" 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 Neighborhood stations as "...located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher-density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space, and professional offices.

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	3,297
Median Age	32.9
Households	1,159
Avg. Household Size	2.84
Median Household Income	\$32,459
Per Capita Income	\$16,025

Business Demographics 1 Mile

Businesses	360
Employees	2,420
%White Collar	47.1
%Blue Collar	23.2
%Unemployed	19.9

Source: Site To Do Business on-line, 2011

Neighborhood Context

Oakland City is a heavy rail transit station located in south Fulton County on MARTA's Red and Gold lines. It is situated at the corner of Lee Street and Arden Avenue, with station entrances on Arden, Lee and Oakland Drive. Oakland City provides rapid rail service to major destinations such as the Buckhead shopping and business district (22 minutes), Midtown (10 minutes), Downtown (6 minutes) and Hartsfield-Jackson International Airport (10 minutes). Additionally, four MARTA bus routes currently serve Oakland City station, providing access to Greenbriar Mall, Oakland City Park, Campbellton Plaza, and South Fulton Hospital. Ample daily parking, taxi service and bike racks are also available there.





Transit Stations are the focal point of successful TOD's



Walk Score
45

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

Fifty percent of the land within a half mile of Oakland City station is primarily low to medium density residential. MARTA's Oakland City station lies on the edge of two neighborhoods, Capitol View to the east and Oakland City to the west. Generally the community consists of single family homes often in the popular Craftsman bungalow architectural style. The 50-acre Perkerson Park is the crown-jewel of the neighborhood, with its beautiful picnic areas, baseball fields, tennis and basketball courts. The West End neighborhood is near-by just to the north. Industrial land use makes up the next largest category of land consumption within a half mile at about 23%. The industrial users are light manufacturing outfits. Institutional use makes up about 14% of land consumption. Commercial, Parks, and Transportation land uses contribute a small amount to the land consumption within a half mile of the station.

Zoning

Zoning is one of the key elements needed in TOD development. There are two zoning districts that traverse the station; an R-5 Two-Family residential district and a C-2 Commercial Service district. The R-5 district covers most of the parking areas around the station. The intent of the R-5 Two-Family residential district is to provide for the development of medium density residential areas in a manner which will encourage owner occupancy of individual buildings and lots as well as allowing the conversion of large single-family homes to two-family use. The maximum Floor Area Ratio (FAR) in this district is .60. The station itself along with a small portion of Lot 1 is zoned C-2. The intent of the C-2 district is provide a broad range of sales, service, and repair activities along with encouraging residential use either as a principal use or in mixed use developments. Non residential use is allowed to have an FAR of up to 3.0; while multi-family is allowed to have an FAR up to .69.

The current zoning situation is somewhat cumbersome for two reasons. The first and most obvious is that two zoning districts dissect the station area. The second reason deals with the development regulations that may be problematic in developing a homogenous TOD. The R-5 is designed for duplex or 2-family residential development. TOD's are more commonly found with multifamily development and the FAR for residential development is too low. C-2 does allow for multifamily development and of course non-residential use. The maximum FAR for multi-family is too low. It is recommended that the site be rezoned to a Mixed Residential Commercial district (MRC-2 or MRC-3) that allows for a more homogenous mixed use development with maximum Floor Area Ratios (FAR) that range from 3.1 to 7.2.

Neighborhood Station Typology Design Elements

Neighborhood stations are located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher-density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space, and professional offices.

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

- Multi-family residential and/or neighborhood scale mixed use with retail, restaurant, and service-oriented offices.

MARTA Property at Oakland City Station



**South Parking Lot +/- 3 acres
Van Buren St. & Lee Street**



**Parking Lot 1 +/-1.1 acres
Oakland Dr. & Campbellton Rd**



**Parking Lot 2 +/-1.6 acres
Oakland Drive**



Oakland City Station

Page 3 of 4

Land Use Mix and Scale Continued

- Transition to lower density single-or multi-family away from the main street.
- Low to mid-rise buildings.

Public Realm

- Pedestrian network leading to or encompassing station is critical.
- Heavy rail stations grade separated; light rail stations off-street; bus or streetcar stops on street.

Neighborhood Station Density Ranges

Floor Area Ratio	1.5-5.0
Residential Unit Per Acre	15-50
Height In Floors	2-8

Source: MARTA TOD Guidelines

Oakland City 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.

There are a total of three surface parking lots at Oakland City; however, only two are used. The two that are used include Lot 1 and Lot 2. The parking utilization of those lots combined is 49%. The South parking lot is totally unused and fenced in. Therefore; Oakland City offers nearly 5 acres of surplus land for Joint Development. The parking that is necessary to support this station could be better concentrated or consolidated. The remaining space 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. Redevelopment of this site should be respectful of the established single-family neighborhoods that surround this site.



ROUTES SERVING OAKLAND CITY STATION

- Route 83– Campbellton Road/ Greenbriar
- Route 162– Headland Drive/ Alison Court
- Route 172– Sylvan Road/ Virginia Avenue
- Route 193– Sylvan Hills

