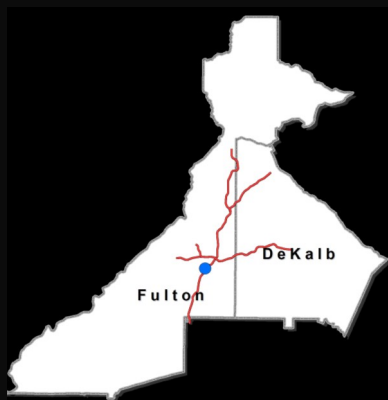


WEST END STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	6,923
Parking Capacity:	472
Parking Utilization:	70%
Station Type:	Elevated
Station Typology	Neighborhood
Land Area	+/- 11 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	53
Entertainment	48
Food	56
Retail	47
Shelter	53

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.

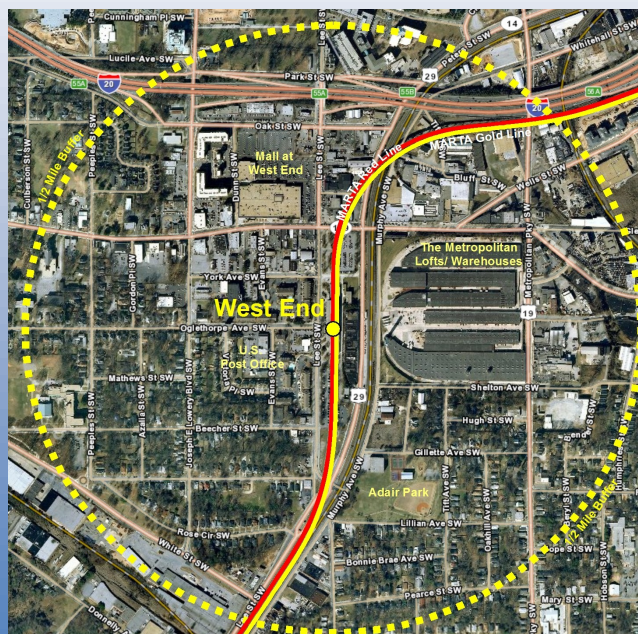
Source: STDB on-line December, 2011



680 Lee Street, SW
Atlanta, GA 30310

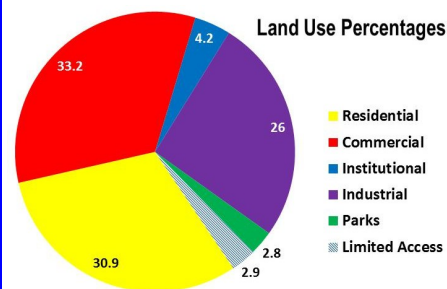
West End Station: A Neighborhood Station

MARTA's Transit Oriented Development Guidelines classify West End 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. Beyond the immediate station area, land use transitions to traditional neighborhood patterns of lower-density housing".



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	3,001
Median Age	37.4
Households	1,298
Avg. Household Size	2.30
Median Household Income	\$21,709
Per Capita Income	\$15,547

Business Demographics 1 Mile

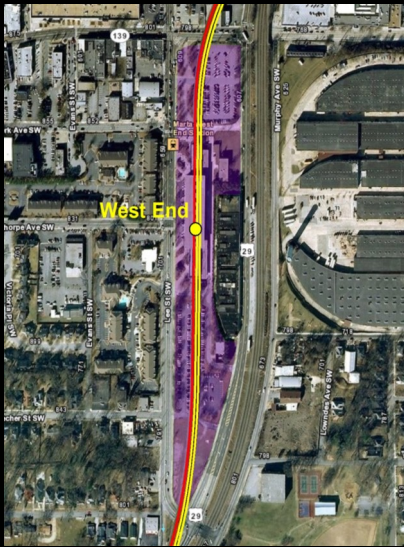
Businesses	756
Employees	6,244
%White Collar	43.7
%Blue Collar	19.7
%Unemployed	27.7

Source: Site To Do Business on-line, 2011

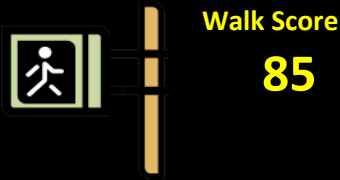
Neighborhood Context

West End station is a heavy rail rapid transit station located in the central portion of Fulton County on MARTA's Gold and Red lines. It is located near the intersection of Lee Street and Oglethorpe Avenue.

West End provides rapid rail service to major destinations including the Buckhead shopping and business district (20 minutes), Midtown (8 minutes), Downtown (4 minutes) and Hartsfield-Jackson International Airport (12 minutes). Additionally, five bus routes currently serve West End station, providing access to Atlanta University Center, West End Mall, ISC Professional Building, Campbellton Plaza, Atlanta Technical College, Atlanta Metro College, and the Wren's Nest. Daily customer parking, taxi service and bike racks are available at the station.



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

In 2001 The West End neighborhood was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study released in 2001. The goal of the West End initiative was to devise strategies to strengthen the historic district, develop underutilized properties, and enhance the connection between residents and the breath of travel options available to them – with MARTA as the focal point. Creating a mix of employment, shopping and recreational opportunities, and encouraging and supporting residential development closely tied to MARTA's West End station, was stated a prime objective of the LCI plan. The plan was updated in 2005 to evaluate the objectives and implementation measures in the plan.

Some of the benefits of the LCI effort can be seen in one of the area's most recent development, Sky Lofts. This redevelopment project resulted in the conversion of an abandoned Sears warehouse building into 207 residential units and ancillary retail space. The project offers affordable housing within walking distance of other West End retailers as well as the West End MARTA station. It is the largest building in the neighborhood, a leading example of the revitalization of the West End community that is currently underway.

In addition to the LCI study, West End is already experiencing redevelopment in conjunction with the Atlanta Beltline. West End is one of three MARTA stations in the Beltline, Bankhead and Lindbergh being the other two. Recently the community celebrated the opening of the first trail as part of the Beltline, a 2.3 mile segment of the envisioned 33 mile multi-use trail. The new pedestrian and bicycle trail connects three parks, Westview Cemetery, Joseph Brown Middle School, and the Kroger Village Shopping Center, and additionally features the first mile of an Arboretum planned to run alongside the Beltline.

Zoning

Zoning is one of the key elements needed in TOD development. West End station is located in Special Public Interest District 21 (SPI-21). The district was created to implement provisions contained within the LCI plan of 2001. Some of the listed intent of the district include: 1) to encourage the development and redevelopment of the underutilized industrial properties along Murphy Avenue in Adair Park in a commercially-viable manner that also ensures that future redevelopment provides net positive benefits to the physical environment of the Adair Park community and 2) to encourages the growth of a healthy, pedestrian-oriented, transit-supportive neighborhood and encourage the use of transit through the location of mixed-use development and regional entertainment and cultural facilities around a transit-oriented center. West End station is in Sub Area 2 which is the commercial core. The maximum Floor Area Ratio (FAR) in the Sub Area is 3.5. The district appears to be generally compatible with MARTA's recently adopted "TOD Guidelines".

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.

Land Use Mix and Scale

- Multi-family residential and/or neighborhood scale mixed – use with retail, restaurant, and service-oriented offices.
- Transition to lower density single-or multi-family away from the main street.
- Low to mid-rise buildings.

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



North Parking Lot +/- 1.6 Acres



South Parking Lot +/- 1.4 Acres



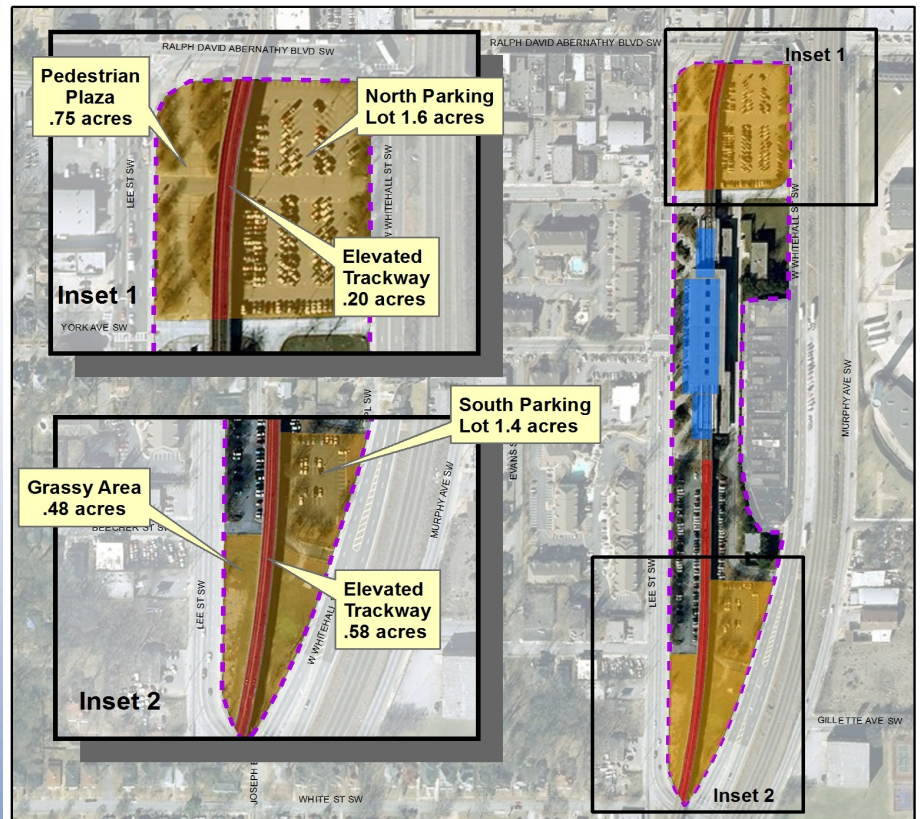
Grassy Area +/- .48 Acres

West End 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 owns +/- 11 acres of property at West End Station. Joint development in the traditional sense at West End is not very feasible. What is meant by joint development in the traditional sense is new construction used for residential, commercial or mixed use purposes on MARTA property. The reason this is not very feasible at West End is due to the elongated configuration of the site, high parking utilization, and the fact that the station area is dissected in half by an elevated railway. Parking is permitted under the railway but not construction. The land that is left is too small for traditional development.

However, there are opportunities for other types of development at West End. The image below and on the side panel provide a development guide to the station area. The combining of the pedestrian plaza and the north parking lot on the northern portion of the station could serve as an open air farmers market. This could complement the West End Mall development and serve the immediate surrounding area. This open air market could be pedestrian friendly, conducive to the LCI recommendations and Beltline objectives and it is allowed within SPI-21. The space needed for this endeavor would likely require the relocation of parking to the southern end of the station and also require the paving of the grassy area to replace the parking.



Development Potential At West End Station

Legend



Station Building



Station Boundary



Development Possibility



Limited Development Possibility



Constraint



Station Building



Station Boundary



Development Possibility



Limited Development Possibility

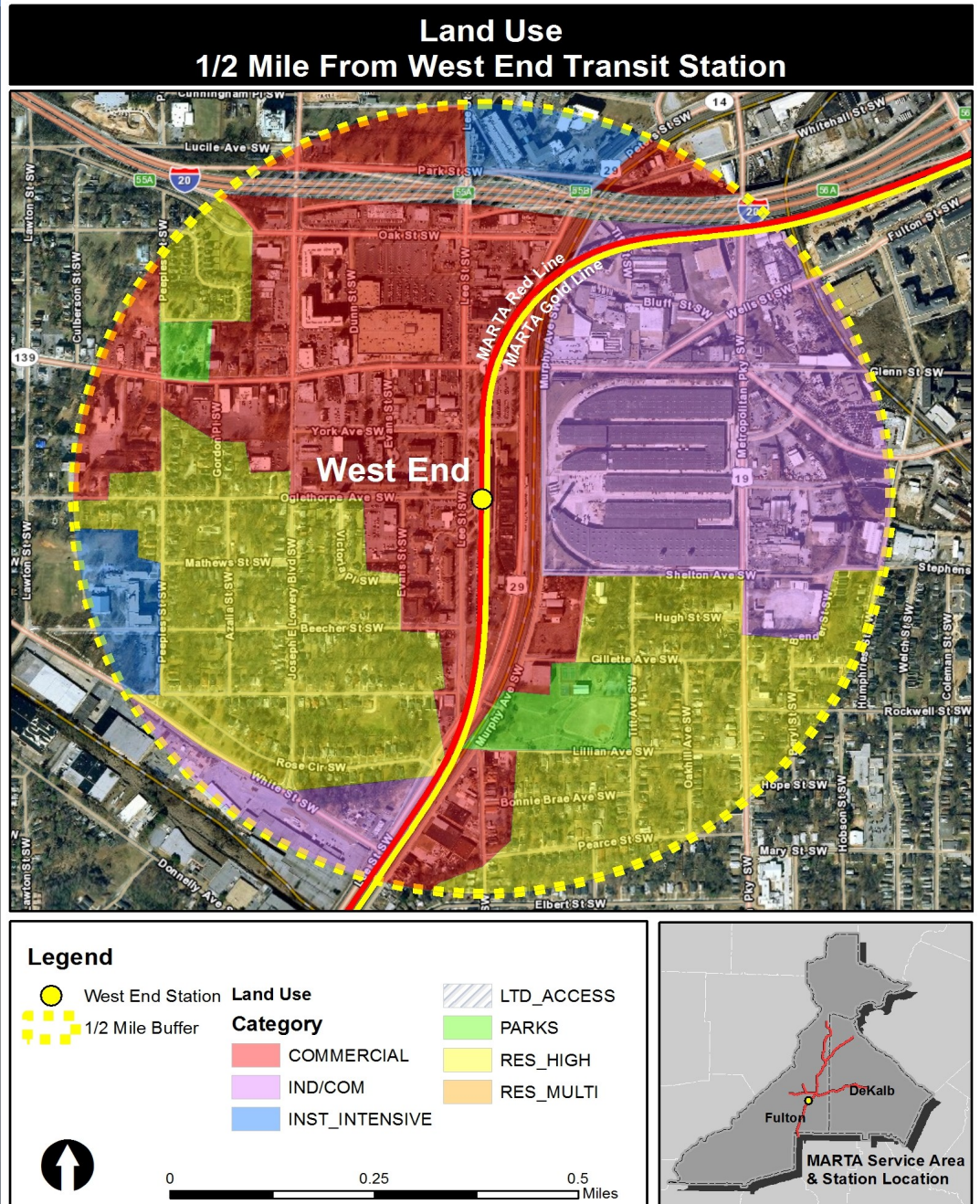


Constraint



ROUTES SERVING WEST END STATION

Route 67– West End
Route 68– Donnelly/Beecher
Route 71– Cascade Road
Route 81– Venetian Drive/Adams Park
Route 95– Metropolitan Pkwy/
Hapeville



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