

WEST LAKE STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	2,417
Parking Capacity:	391
Parking Utilization:	10%
Station Type:	Subway
Station Typology	Neighborhood
Land Area	+/- 8 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	61
Entertainment	58
Food	61
Retail	56
Shelter	57

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



80 Anderson Avenue, SW
Atlanta, GA 30314

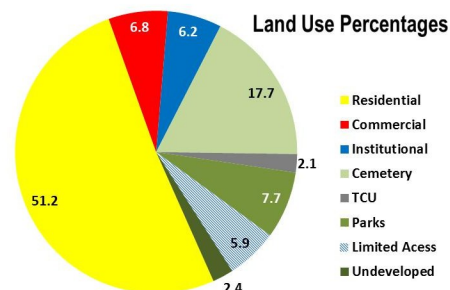
West Lake Station : A Neighborhood

MARTA's Transit Oriented Development Guidelines classify West Lake 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	3,317
Median Age	38.4
Households	863
Avg. Household Size	3.32
Median Household Income	\$28,208
Per Capita Income	\$16,033

Business Demographics 1 Mile

Businesses	194
Employees	1,151
%White Collar	48.5
%Blue Collar	21.9
%Unemployed	24.4

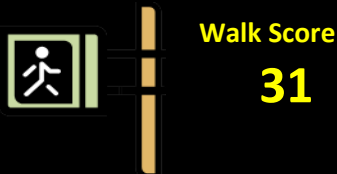
Source: Site To Do Business on-line, 2011

Neighborhood Context

West Lake station is a heavy rail rapid transit station located in the central portion of the City of Atlanta and Fulton County, some three miles west of Downtown Atlanta, on MARTA's Blue line. It is situated at the intersection of Interstate-20 and Anderson Avenue, with the station entrance on Anderson Avenue. West Lake provides fast rail service to major destinations such as the Buckhead shopping and business district (22 minute), Midtown (10 minutes), Downtown (6 minutes) and Hartsfield-Jackson International Airport (22 minutes). Additionally, four bus routes currently serve West Lake station, providing access to West End Mall, Mosley Park, John A. White Park, Morehouse College, Clark Atlanta University, Frank Stanton School, Herndon Elementary, J.C. Harris Elementary, and Turner Middle School.



Transit Stations are the focal point of successful TOD's



Walk Score
31

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

The predominant use of land within a half mile of the station is residential at about 51%. The residential land use is comprised of single-family low density stick built housing. Cemetery land (17%) and parks (7%) are other major uses. Residential and residential related uses appear to be well established in the area. An Atlanta Regional Commission Livable Centers Initiative (LCI) study that was released in late 2006 substantiates this observation. Among the study's recommendation, neighborhood preservation and protection from commercial encroachment are paramount. West Lake station however is one of four nodes recommended for mixed-use development, with an emphasis on residential over retail use. Property north of Martin Luther King Jr. Drive and on the east side of Ralph David Abernathy are recommended for mixed-use zoning.

Zoning

Zoning is one of the key elements needed in TOD development. West Lake is for the most part located in an R-4 Single-Family residential district. Only a small sliver of the southeastern portion of the parking lot is zoned C-1 Community Business. The intent of the R-4 is (1) To provide for the protection of existing single-family communities and the development of new communities on lots of medium size at a density of not more than one dwelling unit per 9,000 square feet. (2) To provide for the development of recreational, educational and religious facilities as basic elements of a balanced community. In other words the R-4 district is designed for low density single family residential uses at no more than about 4 units per acre or a Floor Area Ratio of .50.

The R-4 district is not compatible with the density recommendations guidelines contained in MARTA's recently adopted "TOD Guidelines". It is recommended that the station area be rezoned to perhaps a Mixed Residential and Commercial 1 district (MRC-1). MRC-1 has a maximum Floor Area Ratio (FAR) of 1.6. MRC-1 would allow TOD development while respecting the scale and character of the surrounding area.

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.
- Transition to lower density single-or multi-family away from the main street.
- Low to mid-rise buildings.
- Park-and-ride is in structure and ideally feeds retail environment.

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

Development Opportunities at West Lake Station



Northwest Lot +/- 1 acre



Northeast Lot +/- .5 acre



Southwest Lot +/- .6 acres



Southeast Lot +/- 1.2 acres

West Lake Station

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.
- Curb-side parking desirable; no off-street parking in front of buildings; garages wrapped.

West Lake 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 about 4 acres allotted for parking at this station; however, only about 10% of this space is utilized. West Lake has the lowest parking utilization rate of all of the MARTA stations that provide parking. This low parking utilization offers significant potential for joint development. 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.

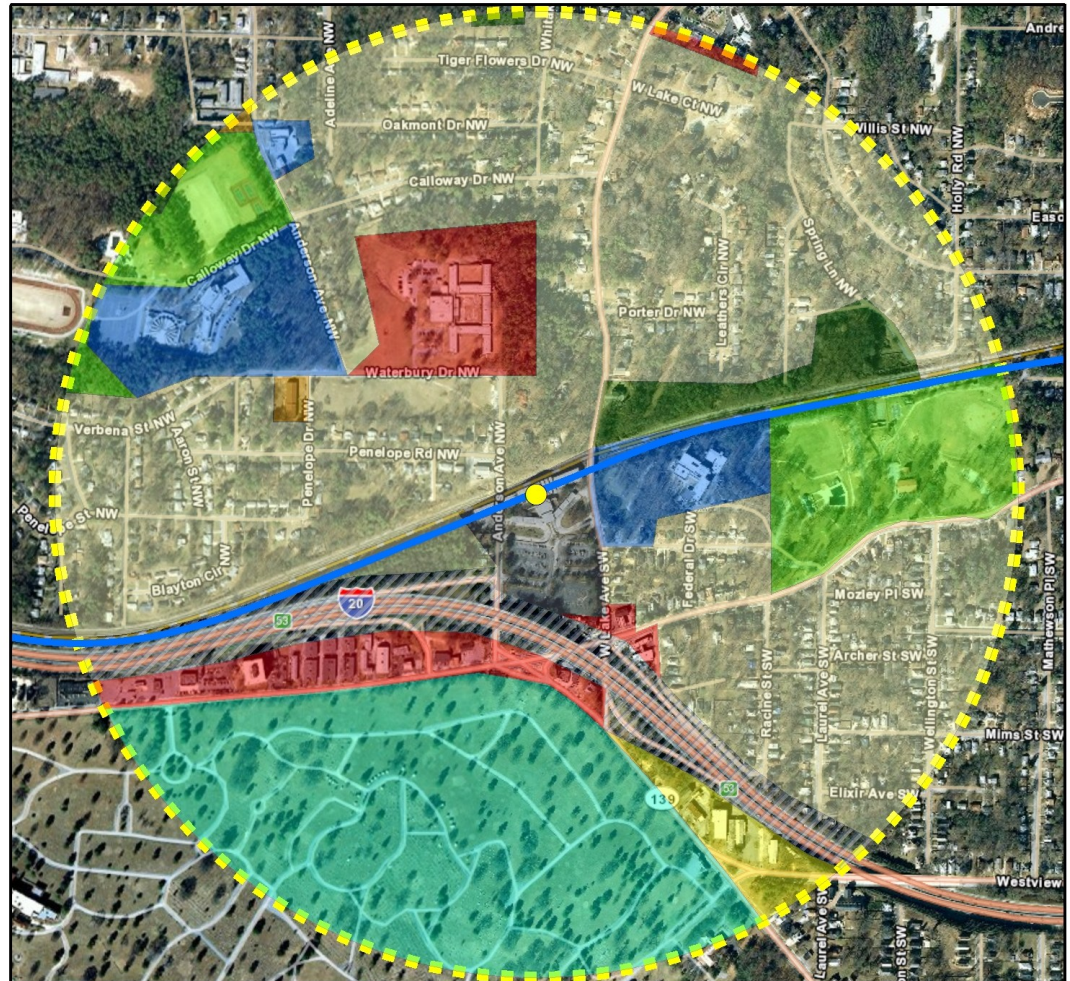
There are 4 parking lots that are either underutilized or entirely unused. The map below illustrates the location of the parking lots around the station and the images on the side bar help to provide greater clarity. The Northwest lot consists of +/-1 acre near Anderson Road. This lot is severely underutilized. The Northeast lot near West Lake Avenue is +/- .5 acres in size and is somewhat underutilized. The Southwest lot situated at the intersection of Anderson Avenue and I-20 consists of +/- .6 acres and is virtually unused. The Southeast lot consist of +/- 1.2 acres and it is currently unused.



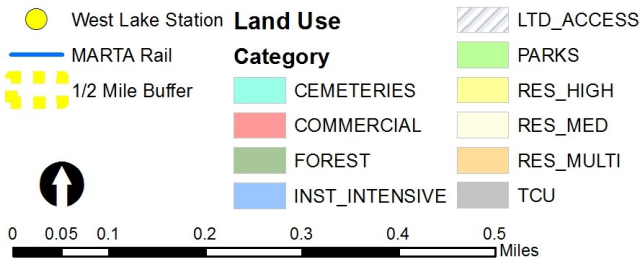
ROUTES SERVING WEST LAKE STATION

- Route 13– Fair Street/Mozley Park
- Route 51– Joseph E. Boone Blvd./Dixie Hills
- Route 53– Skipper Drive/ Westlake Avenue
- Route 67– West End

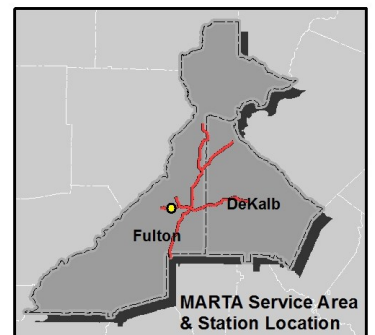
Land Use 1/2 Mile From West Lake Transit Station



Legend



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



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