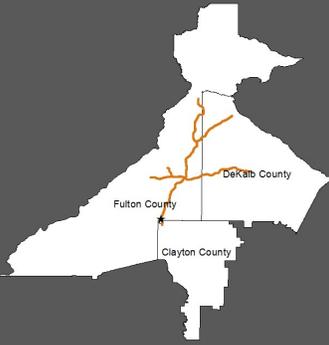
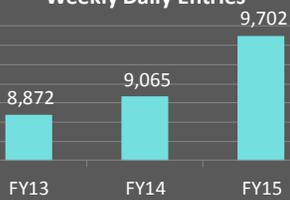


STATION ESSENTIALS



Daily Entries:	9,702
Parking Capacity:	2,056
Parking Utilization:	92%
Station Type:	At-Grade
Total Land Area	+/- 29 acres

Weekly Daily Entries



% Parking Utilization



MARTA Research & Analysis 2016

COLLEGE PARK STATION

Transit Oriented Development



3800 Main Street
Atlanta, GA 30337

College Park Station is a heavy rail rapid transit station located in south Fulton County on MARTA's Red and Gold Line. It can be found at the corner of East Main Street and Howard Avenue in the City of College Park, with entrances on both East Main and Lee Streets. College Park station provides rail access to major destinations including Downtown (15 minutes), Midtown (19 minutes), and Hartsfield-Jackson International Airport (1 minute).

MARTA's *Transit Oriented Development (TOD) Guidelines* classify College Park Station as a **Commuter Town Center** station. The *Guidelines* describe 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. The *Guidelines* describe the challenge of planning a Town Center station which requires striking a balance between those two functions; “the park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions.”

AREA PROFILE

Area Demographics at 1/2 Mile

Population 2012	856
% Population Change 2000-2012	-35%
% Generation Y (18-34)	25%
% Singles	65%
Housing Units	477
Housing Density/Acre	0.9
% Renters	69%
% Multifamily Housing	27%
Median Household Income	\$26,959
% Use Public Transit	29%

Business Demographics

Employees	1,841
Avg. Office Rent Per SF	\$11.00
Avg. Retail Rent Per SF	\$12.62
Avg. Apartment Rent (1-mile)	\$748.00

Sources: Bleakly Advisory Group, 2012.

Market Dynamics

Nearby Recent and Planned Development Activity with 1/2 Mile Radius



1. Grove Street Partners, Gateway Center— Project completion TBD. 28-acre mixed use development. 1.1 million SF of office, retail and hotel space.
2. H.J. Russell & Co., Pad on Harvard— Projected completion TBD, Mixed Use Development. 109 units, 75,000 SF offices.

Source: Atlanta Business Chronicle 2016



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

COLLEGE PARK STATION

Transit Oriented Development

COLLEGE PARK DEVELOPMENT OPPORTUNITY

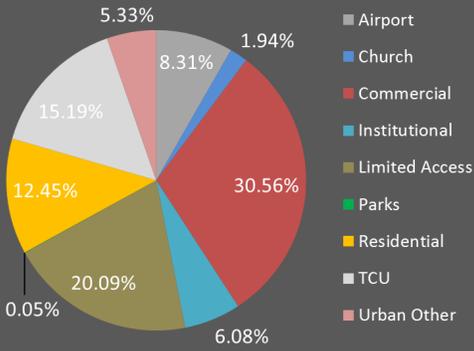
MARTA offers land it owns around its stations (called "Joint Development" land) through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the MARTA website where future RFP's/RFQ's will be announced.

Joint development opportunities at the College Park Station are limited due to challenges presented by parking demand and the station's proximity to the Hartsfield-Jackson International Airport. Although Airport Station is technically the southern terminus of the Gold and Red Lines, College Park Station serves this role. As a result, the station is equipped with large swaths of parking to accommodate park and ride commuters and parking utilization on average is near capacity.

The most common solution to alleviate the spatial demand for parking would be the construction of parking decks. Any parking decks will have to replace the surface parking on a one to one basis at this station due to the high parking utilization. However, this option is very challenging due to the proximity to the airport. The challenges presented by the airport are illustrated in the map below. Portions of College Park Station are in the direct flight path of aircraft taking off and landing at the airport. There are two areas that are maintained to safeguard the flight path. Those areas are the Runway Object Free Area (ROFA) and the Runway Protection Zone (RPZ). The ROFA prohibits all objects and structures except those needed for air navigation. This area extends to an undeveloped portion of the College Park Station. The RPZ allows parking facilities but they are discouraged. Residences and places of public assembly are prohibited. The RPZ extends to and covers most of the east parking lot.

There are 3 areas that are outside of both the ROFA and the RPZ. These areas are displayed in the map below. In Area 1 there is a limited development possibility presented primarily in the +/- 2 acre parking lot. Area 2 is not feasible for new development due to presence of our station and bus bays. The presence of the station along with a 2-story maximum height restriction in this area makes it unfeasible for development. Area 3 offers extremely limited development opportunity near the AT&T parking deck and also has height restrictions.

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional Commission LandPro

COMMUTER TOWN CENTER TYPOLOGY DESIGN ELEMENTS

FAR	3.0 to 10.0
Units Per Acre	25 to 75
Height In Floors	4 to 15

DEVELOPMENT DATA

Zoning	TSC
Available Air Rights	N/A

College Park Station Aerial View

