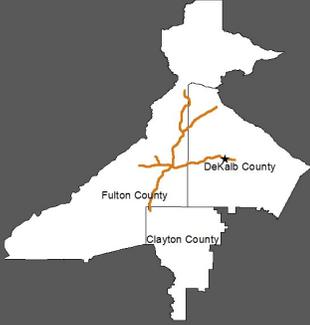


STATION ESSENTIALS



3350 Kensington Road
Decatur, GA 30032

Kensington Station is located in the central part of unincorporated DeKalb County. It is situated near the intersection of Covington Highway and Memorial Drive, with entrances on Kensington Road and Mountain Drive.

The MARTA *Transit Oriented Development Guidelines* typology classify Kensington Station as a **Commuter Town Center** station. Commuter Town Center stations are characteristic of having nodes of dense, active, mixed-use development and a balanced mix of uses. However, they must also be planned to accommodate high volumes of rush-hour commuters traveling in opposite directions. Commuter Town Centers are located at strategic points on the interstate highway system.

AREA PROFILE

Area Demographics at 1/2 Mile

Population 2012	4,884
% Population Change 2000-2012	-16%
Median Age	28.3
% Generation Y (18-34)	30%
% Singles	71%
Housing Units	1,815
Housing Density/ Acre	3.6
% Renters	68%
% Multifamily Housing	62%
Median Household Income	\$34,153
% Use Public Transit	30%

Business Demographics

Employees	869
Avg. Office Rent Per SF	\$16.37
Avg. Retail Rent Per SF	N/A
Avg. Apartment Rent (1-mile)	\$592.00

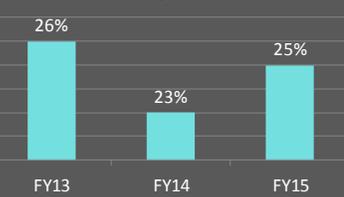
Sources: Bleakly Advisory Group, 2012.

Daily Entries:	6,013
Parking Capacity:	1,962
Parking Utilization:	25%
Station Type:	At-Grade
Total Land Area	+/- 41 acres

Weekly Daily Entries



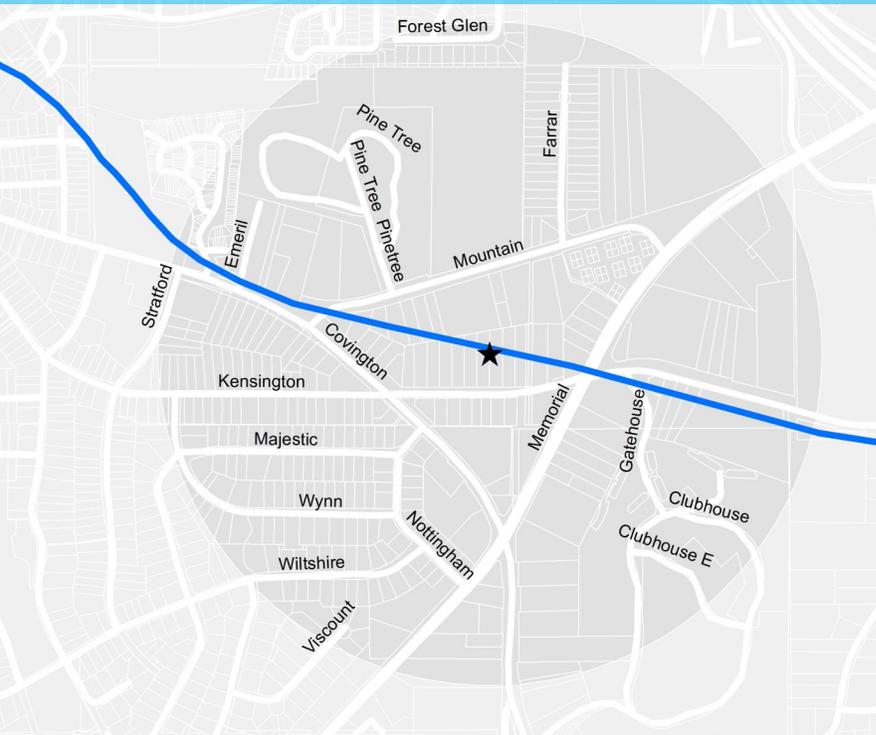
% Parking Utilization



MARTA Research & Analysis 2016

Market Dynamics

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



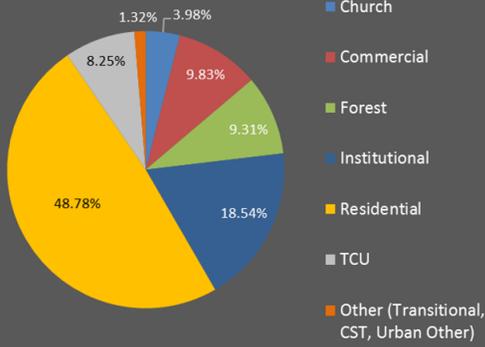
No recent development noted

Opportunities

According to the DeKalb County Planning Department's Area Fact Sheet for Memorial Drive Corridor, two Tax Allocation Districts (TADs) were created in 2005; one of which is on Memorial Drive near the Kensington MARTA station. A TAD is a tool that is used primarily for financing infrastructure to promote redevelopment in specific areas. The Memorial Drive corridor is also a major corridor in the Enterprise Zone Program, which offers 10 years of tax exemption on Ad Valorem taxes in an effort to stimulate economic development in depressed areas of DeKalb County.

Source: Kensington Livable Centers Initiative, Transit-oriented Plan 2012

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis 2011 & Atlanta Regional Commission LandPro 2009.

COMMUTER TOWN CENTER TYPOLOGY DESIGN ELEMENTS

FAR	3 to 10
Units Per Acre	25 to 75
Height In Floors	4 to 15

DEVELOPMENT DATA

Zoning	
Parking Lot 1	+/- 0.7 Acres
Parking Lot 2	+/- 3 Acres
Parking Lot 3	+/- 4.8 Acres
Parking Lot 4	+/- 3.1 Acres
Parking Lot 5	+/- 2 Acres
Vacant Lot	+/- 3 Acres
Undeveloped Parcel	+/- 3.3 Acres
Undeveloped Parcel	+/- 3.7 Acres

Source: MARTA

Parking Lot 3



+/- 4.8 acres

KENSINGTON STATION

Transit Oriented Development

KENSINGTON DEVELOPMENT OPPORTUNITY

Kensington Station once served as the end of the eastern line. Therefore, ample parking was provided to accommodate park-and-ride customers. Currently, only a fourth of the parking is regularly utilized at this station. This has resulted in a substantial amount of surplus parking that could be converted for development.

There are about 20-acres of land that could be utilized for joint development when surplus parking and other needs are taken into consideration. The image below illustrates the potential development areas. The majority of the utilized parking for the station is located on the northern end of the station in Lots 2 and 3. Lot 1 consist of +/- .7 acres and is usually unused due to its further distance from the station. Lots 2 and 3 are between 40-50% utilized. Together, these lots account for nearly 8-acres of space. The parking that these lots provide could be consolidated in a parking deck. This consolidation could create between 6 or 7 acres of property for joint development on the northern end of the station.

On the southern end of the station there are two parking lots that offer joint development potential. Lot 4 is unused and offers +/- 3.1 acres of space. Lot 4 could easily be combined with an adjacent +/- 3.3 acre undeveloped tract to the west. Lot 5 is currently used for long term parking purposes and offers +/- 2 acres of space. The long term parking needs could be included in a parking deck structure along with regular daily parking. Across Kensington Road there is a vacant lot that has been fenced in. This lot offers +/- 3 acres of space.

As previously mentioned, there are other non-parking areas that could be considered for joint development purposes. In the image below, some are indicated as having limited development possibilities. This is either due to size or slight topography changes. In both cases, these areas could ideally be used to supplement the potential development acreage of adjacent prime development areas.

