

STATION ESSENTIALS



Daily Entries:	4,545
Parking Capacity:	443
Parking Utilization:	44%
Station Type:	Elevated
Station Typology	Neighborhood
Total Land Area	+/- 12 acres

Weekly Daily Entries



% Parking Utilization



MARTA Research & Analysis 2015

OAKLAND CITY STATION

Transit Oriented Development



1400 Lee Street, NW
Atlanta, GA 30310

Oakland City Station 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).

The MARTA *Transit Oriented Development Guidelines* classify Oakland City Station as a **Neighborhood** station. The *Guidelines* define Neighborhood stations as "located in primarily residential districts, and their principal transportation function is to help people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network."

AREA PROFILE

Area Demographics at 1/2 Mile

Population 2012	3,297
Median Age	32.9
% Generation Y (18-34)	28%
% Singles	77%
Housing Units	1,397
Housing Density/ Acre	2.8
Avg. Household Size	2.84
% Renters	55%
% Multifamily Housing	20%
% Use Public Transit	32%

Business Demographics

Employees	2,420
Avg. Office Rent Per SF	N/A
Avg. Retail Rent Per SF	\$10.00
Avg. Apartment Rents (1-mile)	\$563

Sources: Site To Do Business on-line and Bleakly Advisory Group, 2012.

Market Dynamics

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

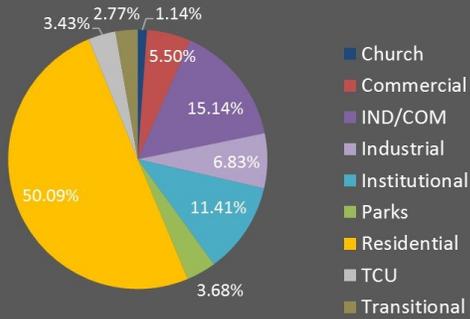


METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

OAKLAND CITY STATION

Transit Oriented Development

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional
Commission LandPro

NEIGHBORHOOD TYPOLOGY DESIGN ELEMENTS

FAR	1.5 to 5.0
Units Per Acre	15 to 50
Height In Floors	2 to 8

DEVELOPMENT DATA

Zoning	MRC-3
South Parking Lot Van Buren St. & Lee Street	+/- 3.6 Acres
Parking Lot 1 Oakland Dr. & Campbellton Rd	+/- 1.1 Acres
Parking Lot 2	+/- 1.6 Acres

South Parking Lot



Parking Lot 1



Parking Lot 2



OAKLAND CITY DEVELOPMENT OPPORTUNITY

There are a total of three surface parking lots at Oakland City; however, only two are currently used. The two that are used are Lot 1 and Lot 2. The parking utilization of those lots combined is 44%. This utilization does not account for the South parking lot which is unused and fenced off. When accounting for parking in Lots 1 and 2 plus the unused South lot, utilized parking accounts for less than a quarter of the surface lot area of the entire station. Therefore, the surface lots at Oakland City offer over 5-acres of 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 surrounding single-family neighborhoods.

Zoning

On September 15, 2015 The Oakland City Station was unanimously recommended for rezoning to MRC-3 by the Zoning Review Board of the City of Atlanta. Official rezoning of the site by the Atlanta City Council was completed in October 2015.

The MRC district was established in order to: create a diversified city where people across the spectrum of age, income, ethnicity, and culture can live, work, shop, meet, and play; encourage infill and rehabilitation development within traditionally commercial areas that include proportionately significant residential uses; encourage the development of multi-family housing within commercial areas; alleviate development pressure on existing residential neighborhoods by placing reasonable controls on development and expansion of strip commercial areas within primarily single-family neighborhoods; continuous pedestrian oriented uses and activities adjacent to sidewalks along streets with identified pedestrian needs; facilitate safe and convenient bicycle usage; prevent encroachment of incompatible commercial uses and minimize commercial parking into residential neighborhoods; provide sufficient parking in an unobtrusive manner; reduce parking requirements by encouraging shared parking and alternative modes of transportation; maximize opportunities for pedestrian amenities, including parks, plazas, greenways and public art; provide sufficient, safe and accessible parks, plazas and greenways for active and passive enjoyment.

