

# COLLEGE PARK STATION

Transit Oriented Development

## STATION LOCATION



## STATION ESSENTIALS

Daily Entries:	9,271
Parking Capacity:	2,056
Parking Utilization:	98%
Station Type:	At-Grade
Station Typology	Commuter Town Center
Land Area	+/- 29 acres

MARTA Research & Analysis 2012

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	62
Entertainment	57
Food	62
Retail	55
Shelter	58

Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line 2011



3800 Main Street  
Atlanta, GA 30337

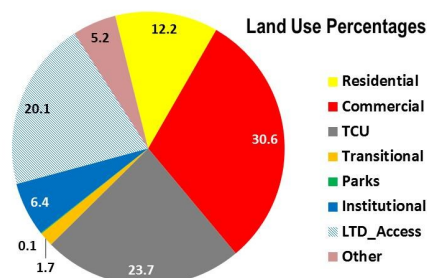
## COLLEGE PARK: A Commuter Town Center Station

MARTA's "Transit Oriented Development Guidelines" classify College Park Station as a "A Commuter Town Center" 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 station in Sandy Springs. This classification system reflects both a station's location and its primary function. 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, either historic or newly planned. It goes on to describe the challenge of planning a Town Center station which requires striking a balance between those two functions, as the Guidelines state "... The park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions."



## Station Area Profile

### Land Use Within 1/2 Mile



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

### Residential Demographics 1/2 Mile

Population	1,536
Median Age	29.3
Households	521
Avg. Household Size	2.79
Median Household Income	\$31,088
Per Capita Income	\$14,668

### Business Demographics 1 Mile

Businesses	267
Employees	3,771
%White Collar	51.8
%Blue Collar	22.4
%Unemployed	16.6

Source: Site To Do Business on-line, 2011

## Neighborhood Context

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. Rapid rail service to major destinations, including the Buckhead shopping and business district (31 minutes), Midtown (19 minutes), Downtown (15 minutes) and Hartsfield-Jackson International Airport (1 minute) is available at College Park. Additionally, a number of bus routes currently serve the station and provide access to the cities of Union City, Fairburn and Palmetto, Camp Creek Marketplace, and the Georgia International Convention Center.



## Land Use and Zoning

### Land Use

Nearly half or about 44% of the land within a half mile of the station is used for transportation purposes. The transportation land usage is divided between interstate (Limited Access) and land for the Hartsfield-Jackson International Airport (Transportation, Communication, and Utilities TCU). Residential usage makes up a relatively small percentage of land use at about 12%. This is largely due to the proximity to the airport and the noise that is generated thus making it not conducive to habitation. Commercial use makes up the largest single category at about 30%. Various commercial uses can be found in the downtown across the CSX rail line from the station. For more detail, please refer to the land use map on page 4.

The station area was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study released in 2008, and a Comprehensive Plan in 2005. Both of these plans promote mixed use and transit oriented development near the station. At the time of the composition of this profile, College Park is undergoing an updated LCI plan. The plan should be completed later this year.

### Zoning

Zoning is one of the key elements needed in TOD development. The College Park Station is located in the Transit Station Commercial (TSC) district. According to the College Park zoning regulations, the TSC district is intended to provide for pedestrian-friendly office and commercial uses within close proximity of the College Park MARTA station in order to meet the shopping and business needs of transit users, thereby minimizing the necessity for automobile travel. The TSC district's maximum Floor Area Ratio (FAR) currently meets the density threshold recommendation for the commuter town center. The district's intent and density provisions are compatible with the development guidelines contained in MARTA's recently adopted "TOD Guidelines".

## Commuter Town Center Station Typology Design Elements

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

- Balanced mix of multi-family residential development with office, retail, entertainment, and civic uses. Vertical mixed-use is common.
- Transition to lower density single-or multi-family outside a quarter-mile radius.
- Mid-rise buildings dominate; some high-rise and low-rise.

### Public Realm

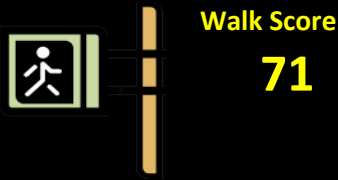
- Traditional town center pedestrian network with station at focal point.
- Curb-side parking desirable; no off-street parking in front of buildings; garages wrapped.
- Park-and-ride is in structure and ideally feeds retail environment.

### Commuter Town Center Station Density Ranges

Floor Area Ratio	3.0-10.0
Residential Units Per Acre	25-75
Height In Floors	4-15

Source: MARTA TOD Guidelines

## 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



College Park 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](http://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.

Joint development opportunities at the College Park station are limited due to challenges presented by parking demand and its 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 undeveloped portion on the eastern side of the rail line. Area 2 is not feasible for new development due to presence of our station and bus bays. In addition there is a 2-story maximum height restriction in this area. Area 3 offers limited development opportunity near the AT&T parking deck. It should be kept in mind that there are height restrictions in the area also.



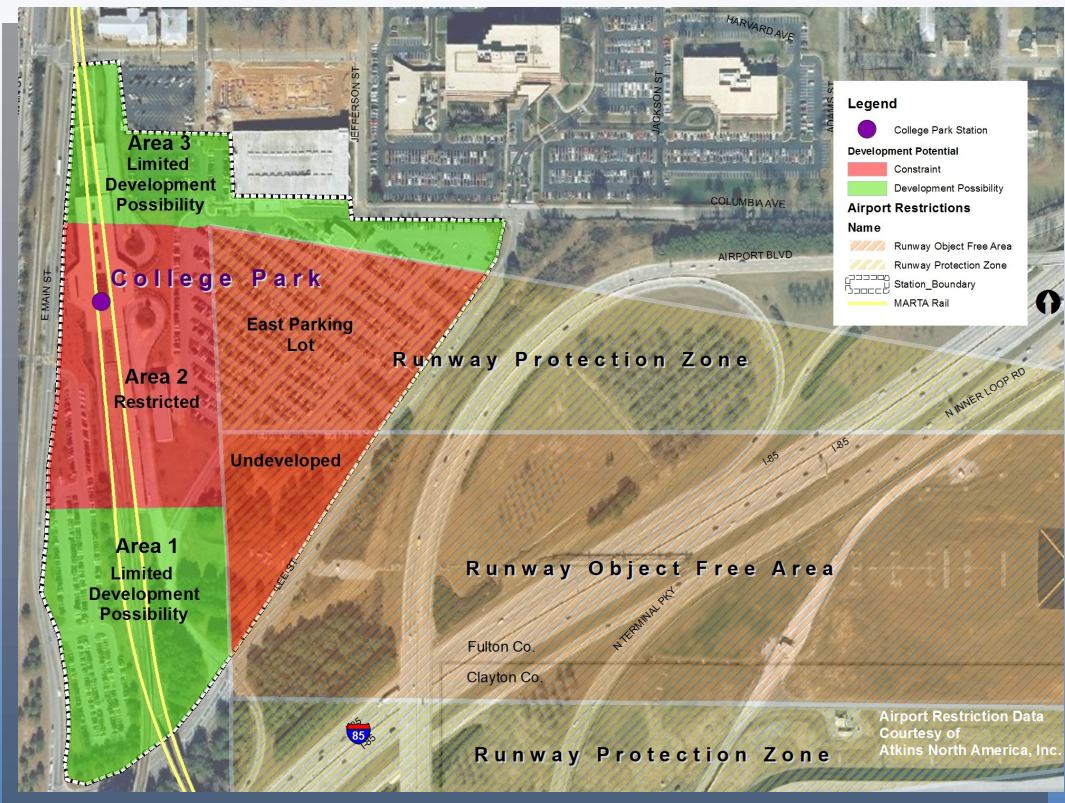
Area 1



Area 2



Area 3





## ROUTES SERVING COLLEGE PARK STATION

Route 82– Camp Creek/  
Welcome All

Route 89– Flat Shoals Rd/  
Scofield Rd

Route 172– Sylvan Rd/  
Virginia Ave

Route 180– Fairburn/ Palmetto

Route 181– Buffington Rd/  
S. Fulton Park and Ride

Route 189– Old National Hwy/  
Union Station

