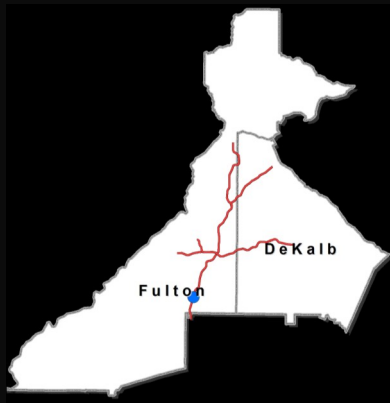


EAST POINT STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	5,150
Parking Capacity:	1,002
Parking Utilization:	75%
Station Type:	At-Grade
Station Typology	Town Center
Land Area	+/- 16 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	72
Entertainment	68
Food	72
Retail	66
Shelter	67

Note: The Spending Potential Index shows the amount spent on a variety of 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



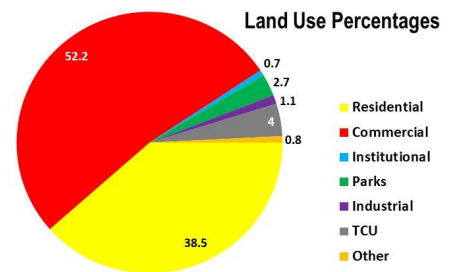
2848 East Main Street
East Point, GA 30344

EAST POINT: A Town Center Station

The MARTA Transit Oriented Development Guidelines classify East Point Station as a "Town Center" station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Arts Center, to Collector stations such as Indian Creek or North Springs. This classification system reflects both a station's location and its primary function. In discussing Town Center stations the "Guidelines" state "... Pedestrian connections are critical for town centers, as are local bus service and automobile access. Town Center stations may provide some park-and-ride, but it should be of secondary importance and must be appropriately located and designed. Over time, large surface parking lots, whether originally for park-and-ride or for station area development, are incompatible with the town center pattern of land use and should be replaced by well-designed parking structures". East Point is ideally located, adjacent to the city's downtown, to successfully fulfill the function of a Town Center station.

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	2,753
Median Age	32.9
Households	957
Avg. Household Size	2.81
Median Household Income	\$39,433
Per Capita Income	\$17,017

Business Demographics 1 Mile

Businesses	712
Employees	6,751
%White Collar	49.1
%Blue Collar	26.5
%Unemployed	17.6

Source: STDB on-line, 2011



Neighborhood Context

East Point station is a heavy rail transit station located in south Fulton County on MARTA's Gold and Red lines. It is situated at the corner of East Main Street and Washington Road in the City of East Point, with station entrances off East Main. East Point station is a gateway from South Fulton County via rail rapid rail to such major destinations as the Buckhead shopping and business district (28 minutes), Midtown Atlanta (16 minutes), Downtown Atlanta (12 minutes) and Hartsfield-Jackson International Airport (4 minutes).



Transit Stations are the focal point of successful TOD's



Walk Score

72

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 land within a half mile of East Point station is primarily commercial. Commercial uses make up approximately 52%. The commercial uses range from small store fronts to light industrial uses. Residential is the next largest category of land use at 38%. The residential is a mixture of low density single-family structures and medium density developments. The East Point MARTA station, which is classified as Transportation, Communication, and Utilities (TCU) makes up about 4% of the land use.

The station area was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study released in early 2005. A major recommendation of the East Point LCI was to redevelop large tracts of unused light industrial and "brown field" areas near the city center into green space and community parks. The plan suggests that such redevelopment would help to create a focal point for the downtown, which in turn could help the city attract new commercial development and add pedestrian traffic to the streets. Pedestrians, if they came in sufficient numbers, would patronize both existing businesses and encourage new businesses to locate there. Another LCI recommendation was to widen several downtown streets to accommodate increased traffic flows, and to add sidewalks along these widened roadways to promote increased pedestrian activity.

Zoning

Zoning is one of the key elements needed in TOD development. There are two zoning districts that are assigned to the East Point Station. The first district is the C-R Commercial Redevelopment district that covers the area north of Irene Kidd Parkway. The second is the I-1 Light Industrial district that covers the area south of Irene Kidd Parkway. The intent of the C-R is to encourage innovative mixed-use patterns of retail, commercial service, institutional and residential land uses which are primarily pedestrian and public transit oriented. The I-1 is intended to provide areas for the manufacture, storage, sale, and distribution of goods and the conduct of related commercial and industrial activities.

In summary, the C-R district appears to overall be conducive to TOD development. However, the I-1 district that is south of Irene Kidd Drive is not zoned for TOD development. It is recommended that the entire station area be rezoned to C-R.

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 away from the main street.
- 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.
- Stations grade-separated or at grade.

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



North Parking Lot +/- 4.6 acres



South Parking Lot +/- 1.3 acres

East 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.

Joint development opportunities at East Point include the north parking lot and the south parking lot. The north parking lot is within the C-R zoning district that is conducive for TOD development. However, there is a significant demand for the surface parking due to the moderately high utilization. The most common solution to alleviate the spatial demand for parking would be the construction of a parking deck. Any parking deck will have to replace the surface parking on a one to one basis at this station due to the parking utilization rate.

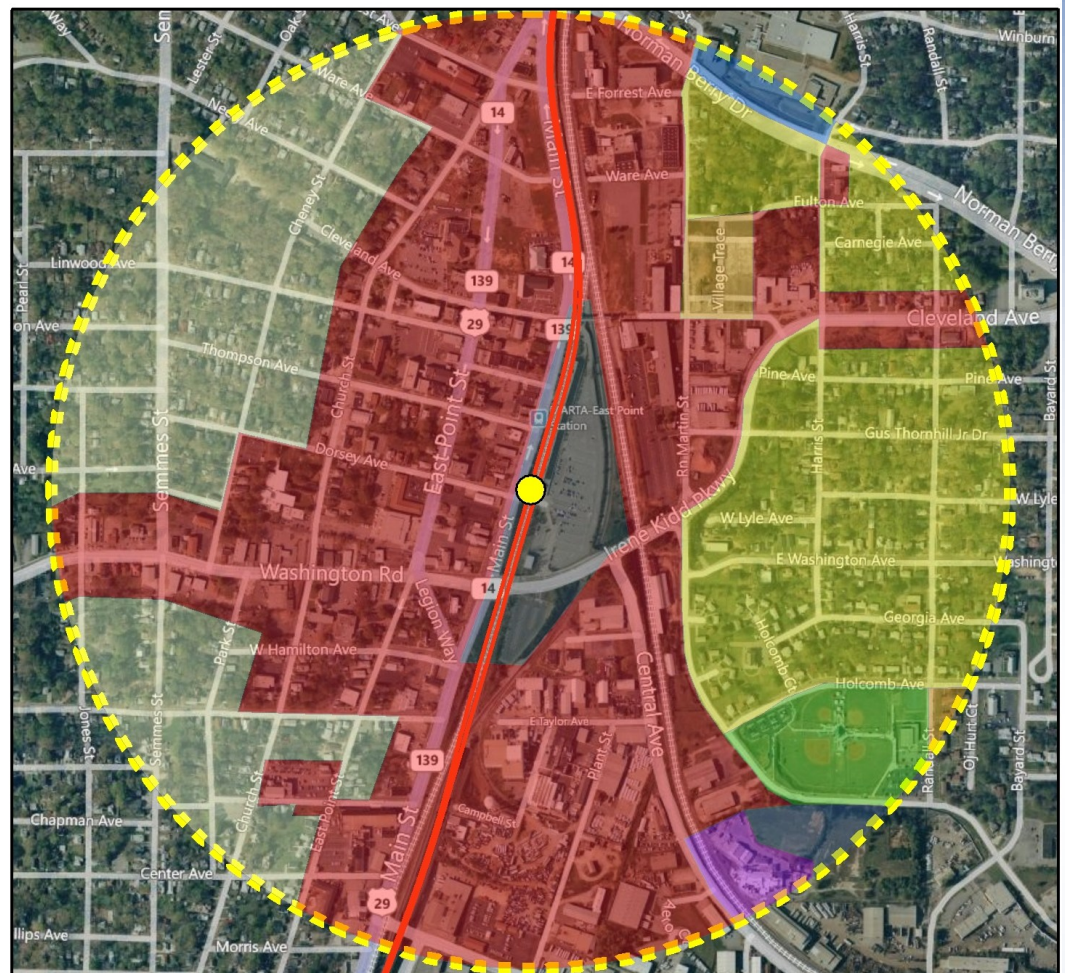
The south parking lot is currently closed to the public. This lot offers over an acre of space for TOD development. This lot is located within the I-1 zoning district. A rezoning would have to take place for TOD development.



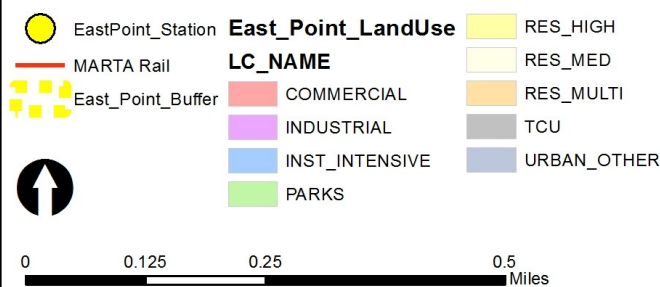
ROUTES SERVING EAST POINT STATION

- Route 78– Cleveland Ave.
- Route 84– East Point/ Camp Creek
- Route 93– East Point/ Delowe Drive
- Route 193– Sylvan Hills

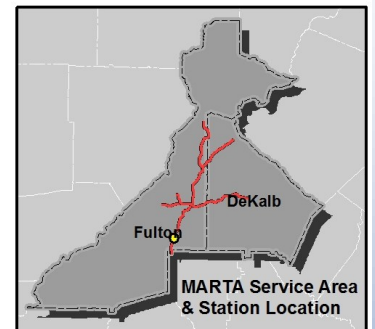
Land Use 1/2 Mile From East Point Transit Station



Legend



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



marta
Office of Dev. & Regional Coordination