

# KING MEMORIAL STATION

Transit Oriented Development

## STATION LOCATION



377 Decatur Street, SE  
Atlanta, GA 30312

## King Memorial: A Neighborhood Station

The MARTA Transit Oriented Development Guidelines classify King Memorial Station as a “Neighborhood” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Peachtree Center or Lenox, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek or North Springs. This classification system reflects both a station’s location and its primary function. The “Guidelines” define Neighborhood stations as being “... located in primarily residential districts, and their principal transportation function is to help people who live nearby get to work, school, shopping, entertainment and medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space and professional offices. Beyond the immediate station area, land use transitions to traditional neighborhood patterns of lower-density housing.”

## STATION ESSENTIALS

Daily Entries:	1,941
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Elevated
Station Typology	Neighborhood
Land Area	+/- 7 acres

MARTA Research & Analysis 2010

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	62
Entertainment	58
Food	64
Retail	56
Shelter	63

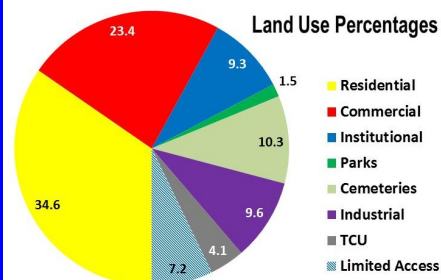
Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011



## Station Area Profile

### Land Use Within 1/2 Mile



Sources:  
MARTA GIS Analysis 2012 & Atlanta Regional Commission LandPro 2009.

### Residential Demographics 1/2 Mile

Population	6,678
Median Age	37.1
Households	3,198
Avg. Household Size	1.94
Median Household Income	\$23,407
Per Capita Income	\$19,642

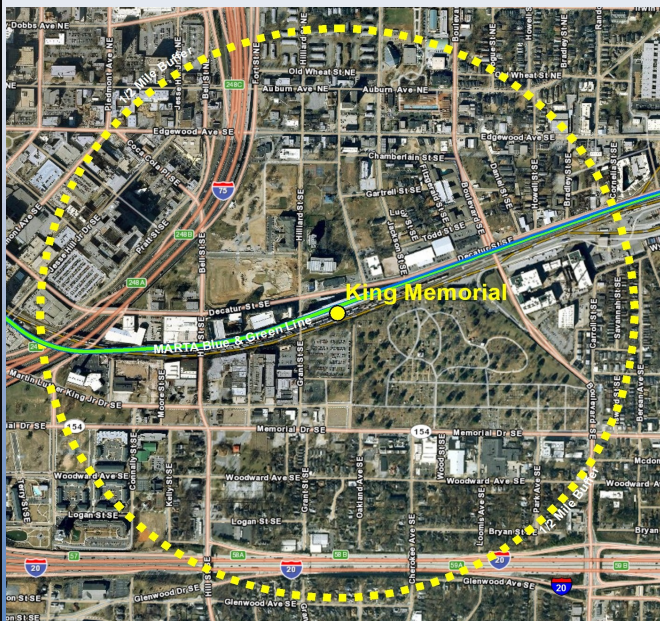
### Business Demographics 1 Mile

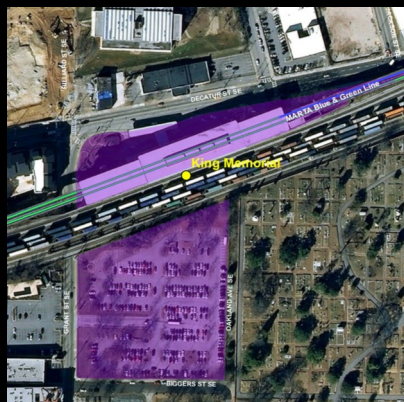
Businesses	4,194
Employees	76,261
%White Collar	66.8
%Blue Collar	11.5
%Unemployed	16.5

Source: Site To Do Business on-line, 2011

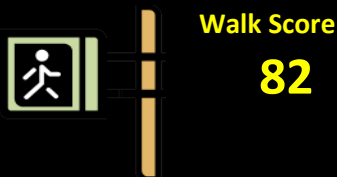
## Neighborhood Context

King Memorial station is a heavy rail rapid transit station located in the City of Atlanta and central Fulton County on MARTA’s Blue and Green lines. The station has its sole entrance on Decatur Street. King Memorial provides rapid rail service to major destinations including Downtown (3 minutes) Phillips Arena/Georgia Dome (4 minutes) Midtown (11 minutes), and Hartsfield-Jackson International Airport (24 minutes). Bus service from King Memorial station provides access to Memorial Drive Corridor. A MARTA owned 4.4 acre lot south of the station is currently leased to the Fulton / DeKalb Hospital Authority for employee parking. Limited daily parking, taxi service and bike racks are available at the station.





### 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



## Land Use and Zoning

### Land Use

King Memorial is surrounded by a mixture of industrial (9%), commercial (23%) and residential uses (34%) within half mile. The community around the station is enjoying a renewal due to its proximity to Atlanta's central business district and Georgia State University, as well as the demolition of former public housing and its replacement with new workforce and market rate housing. King Memorial is also within walking distance of historic Oakland Cemetery, the Martin Luther King Jr. National Historic Site, and the King Center.

North of the station is the Sweet Auburn neighborhood, which is dominated by construction of the 27-acre Auburn Pointe mixed use development. Auburn Pointe, a HOPE VI-funded redevelopment of demolished public housing, will consist of 300 rental units, 48 townhomes, a senior living facility, 8,000 square feet of retail and a 20,000 square foot child development facility. Also new to the area is the Pencil Factory Lofts/Shops which includes some 30,000 square feet of retail space and 200 luxury apartments.

South of the station is the northern portion of the Grant Park neighborhood, which includes Historic Oakland Cemetery directly east of the station. Also nearby are various industrial loft conversions, such as the Mattress Factory Lofts and Crown Candy Lofts. A few blocks south is the Memorial Drive corridor, which encompasses a mixture of restaurants, light industrial uses, commercial, and new condo developments such as Oakland Park. Further west is another HOPE VI redevelopment, Capitol Gateway, similar in scope and use to Auburn Pointe. For more detail, please refer to the land use map on page 4.

### Zoning

Zoning is one of the key elements needed in TOD development. King Memorial was the focus of an Atlanta Regional Commission Livable Centers Initiative (LCI) study in 2003. The study recommended zoning changes in the area of the station. The King Memorial Station itself is located in an I-2 Industrial District; however, MARTA has a parking lot that is located in the King Memorial Transit Station Area Special Purpose Interest District 22 (SPI-22 TSA). Among some of the intentions of the SPI-22 TSA district are to: 1) Encourage a compatible mixture of residential, commercial, entertainment, cultural and recreational uses, 2) Encourage the development of medium and high intensity housing that provides a range of housing opportunities, and 3) Encourage the development of mixed-use pedestrian oriented shopping and entertainment streets through sidewalk-level oriented buildings. The district allows for a Floor Area Ratio (FAR) of up to 8.0. The development parameters such as density and overall design standards are well within the recommended guidelines contained in MARTA's recently adopted "TOD Guidelines".

## Neighborhood Station Typology Design Elements

Neighborhood stations are located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher-density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space, and professional offices.

### Land Use Mix and Scale

- Multi-family residential and/or neighborhood scale mixed-use with retail, restaurant, and service-oriented offices.
- Transition to lower density single-or multi-family away from the main street.
- Low to mid-rise buildings.

### Neighborhood Station Density Ranges

Floor Area Ratio	1.5-5.0
Residential Unit Per Acre	15-50
Height In Floors	2-8

Source: MARTA TOD Guidelines



## MARTA Property at King Memorial Station



Parking Lot +/- 4 Acres

## Nearby Development at King Memorial Station



Example of Nearby High Density Mixed Use Development

### Public Realm

- Pedestrian network leading to or encompassing station is critical.
- Heavy rail stations grade separated; light rail stations off-street; bus or streetcar stops on street.

### King Memorial 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.

MARTA owns, and currently leases to Grady Health Systems for its employee parking, a more than four acre surface parking lot at King Memorial station. The lot is located south of the station on the opposite side of the MARTA and CSX railroad tracks from the station. The lot accommodates approximately 400 cars and is comprised of two parcels with a total area of about 4.4 acres.

As previously mentioned, the station is located in the King Memorial Transit Station Area Special Purpose Interest District 22 (SPI-22 TSA). This zoning allows for high density mixed use developments such as the types on adjacent areas. An example is pictured to the left. With the adoption of an LCI plan, and subsequent changes in City of Atlanta zoning for the property and surrounding areas, the regulatory prerequisites for development of the site are now in place.



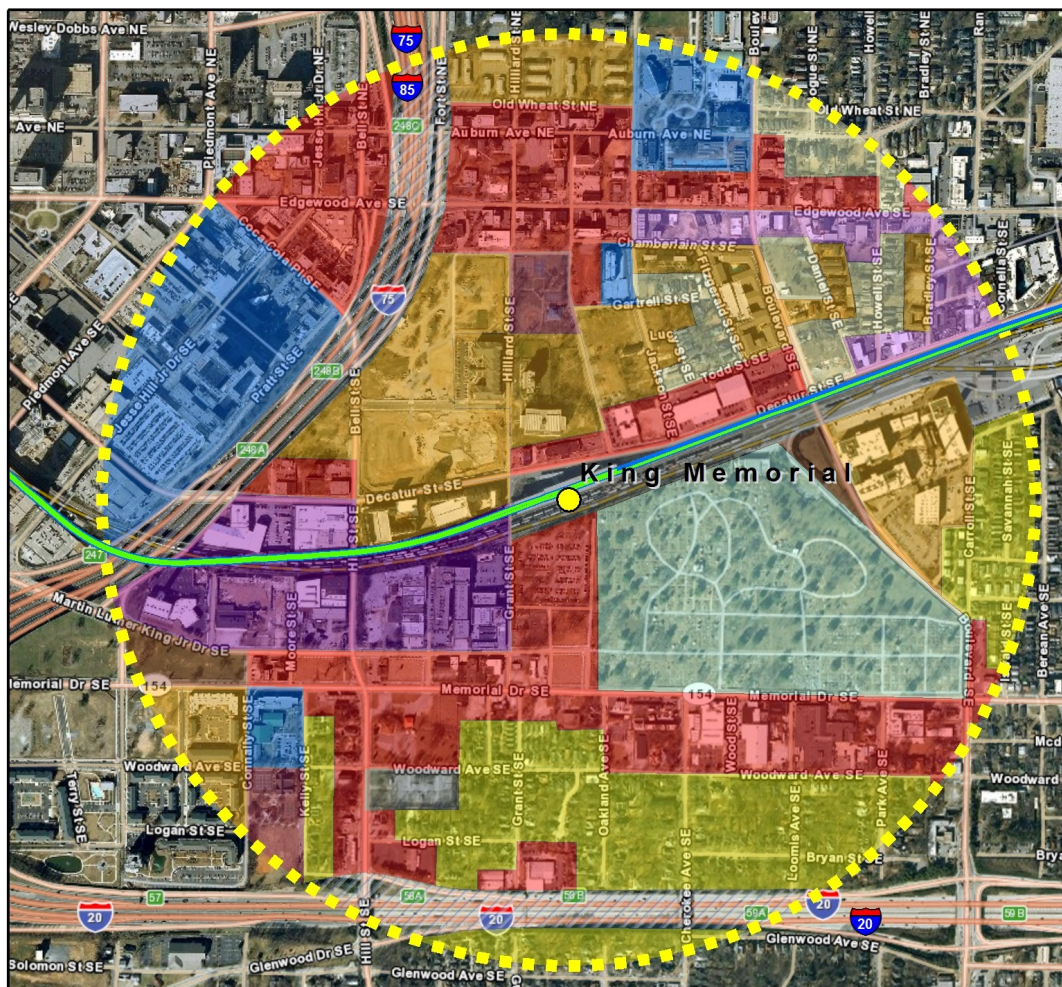


## ROUTES SERVING KING MEMORIAL STATION

Route 21– Memorial Drive

Route 99– Boulevard/Monroe  
Drive (Weekdays Only)

## Land Use 1/2 Mile From King Memorial Transit Station



### Legend

King Memorial Station

1/2 Mile Buffer

#### Land Use

#### Category

CEMETERIES

COMMERCIAL

IND/COM

INDUSTRIAL

INST\_INTENSIVE

LTD\_ACCESS

PARKS

RES\_HIGH

RES\_MED

RES\_MULTI

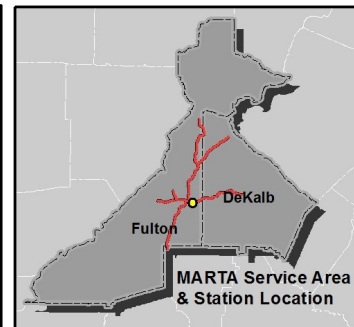
TCU

TRANSITIONAL

URBAN\_OTHER



0 0.25 0.5 Miles



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

**marta**  
Office of Dev. & Regional Coordination