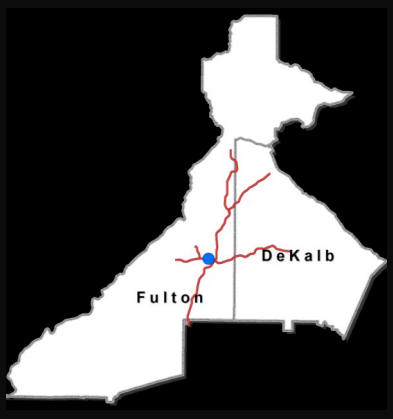
VINE CITY STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	1,696
Parking Capacity:	27
Parking Utilization:	100%
Station Type:	Subway
Station Typology	Neighbor-hood
Land Area	+/- 2 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX

WITHIN 1/2 MILE

Category	SPI
Dining Out	50
Entertainment	44
Food	50
Retail	43
Shelter	48

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

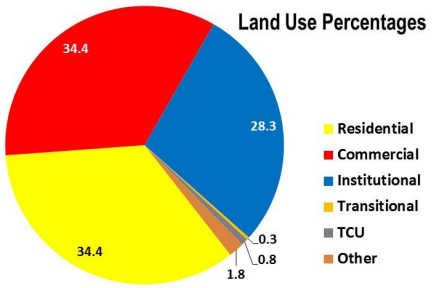
502 Rhodes Street, NW
Atlanta, GA 30314

Vine City : A Neighborhood Station

MARTA's Transit Oriented Development Guidelines classify Vine City station as a "Neighborhood" 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. This classification system reflects both a station's location and its primary function. The "Guidelines" define Neighborhood stations as "…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. Beyond the immediate station area, land use transitions to traditional neighborhood patterns of lower-density housing".

Station Area Profile

Land Use Within 1/2 Mile



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

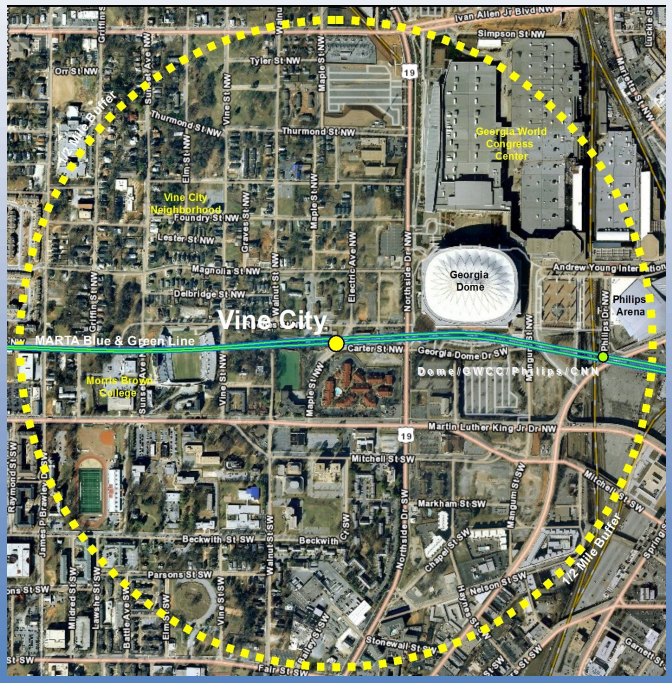
Residential Demographics 1/2 Mile

Population	5,096
Median Age	25.6
Households	2,001
Avg. Household Size	2.09
Median Household Income	$20,114
Per Capita Income	$14,863

Business Demographics 1 Mile

Businesses	4,013
Employees	74,275
%White Collar	52.4
%Blue Collar	14.9
%Unemployed	29.7

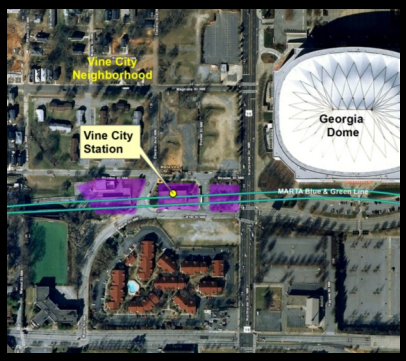
Source: Site To Do Business on-line, 2012



Neighborhood Context

Vine City station is a heavy rail rapid transit station on MARTA's Blue and Green lines located within the City of Atlanta in central Fulton County. The station is bounded by Electric Avenue, Rhodes Street, and Northside Drive, with its main entrance on Carter Road. The station is directly across Northside from the Georgia Dome. Vine City provides rapid rail service to major destinations including Downtown (2 minutes) Buckhead (23 minutes) Midtown (11 minutes), and Hartsfield-Jackson International Airport (23 minutes). A small number of daily parking and bike racks are also available at the station.

Vine City Station Aerial View



Transit Stations are the focal point of successful TOD's

Walk Score

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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

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Land Use and Zoning

Land Use

Vine City station is located in the eastern part of the Vine City neighborhood, due west of Downtown Atlanta. The neighborhood is bounded by Northside Drive and Joseph E Lowery Boulevard to the east and west, and Joseph E Boone Street (formerly Simpson Street) and Martin Luther King Jr. Drive, to the north and south. Residential, commercial and institutional uses make up the land use composition within a half mile of the station at 34.4%, 34.4%, and 28.3% respectively. The Georgia Dome, Philips Arena and other establishments make up the commercial in the area. Institutional uses include the Georgia World Congress Center and the nearby Atlanta University Center. For more clarity concerning the land uses in the area, please refer to the Land Use Map on page 3.

Zoning

The area around the Vine City station falls within the City of Atlanta's Special Public Interest (SPI) district 11 Sub Area 12. SPI districts overlay existing zoning and generally allow for and encourage higher density development around existing transportation infrastructure investments, typically MARTA rail stations. SPI districts may also be used to implement specific zoning designed to protect areas with unique or historic character. In this instance, SPI-11 was implemented to protect the existing single-family neighborhoods surrounding both Vine City and Ashby stations while encouraging new residential and commercial development in strategically located yet underserved areas near the stations.

New development on parcels within SA-12 allow a maximum building coverage of 85%, a combined residential and commercial floor area ratio (FAR) of 2.69, maximum building heights of 7 stories or 100 feet (whichever is greater) and relaxed or no minimum off-street parking requirements (in order to encourage use of transit and discourage use of private automobiles). The intent of the district appears to be generally compatible with 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.

Neighborhood Station Density Ranges

Floor Area Ratio	1.5-5.0
Residential Unit Per Acre	15-50
Height In Floors	2-10

Source: MARTA TOD Guidelines

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.

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.

Area Attractions Near Vine City Station

The Georgia Dome

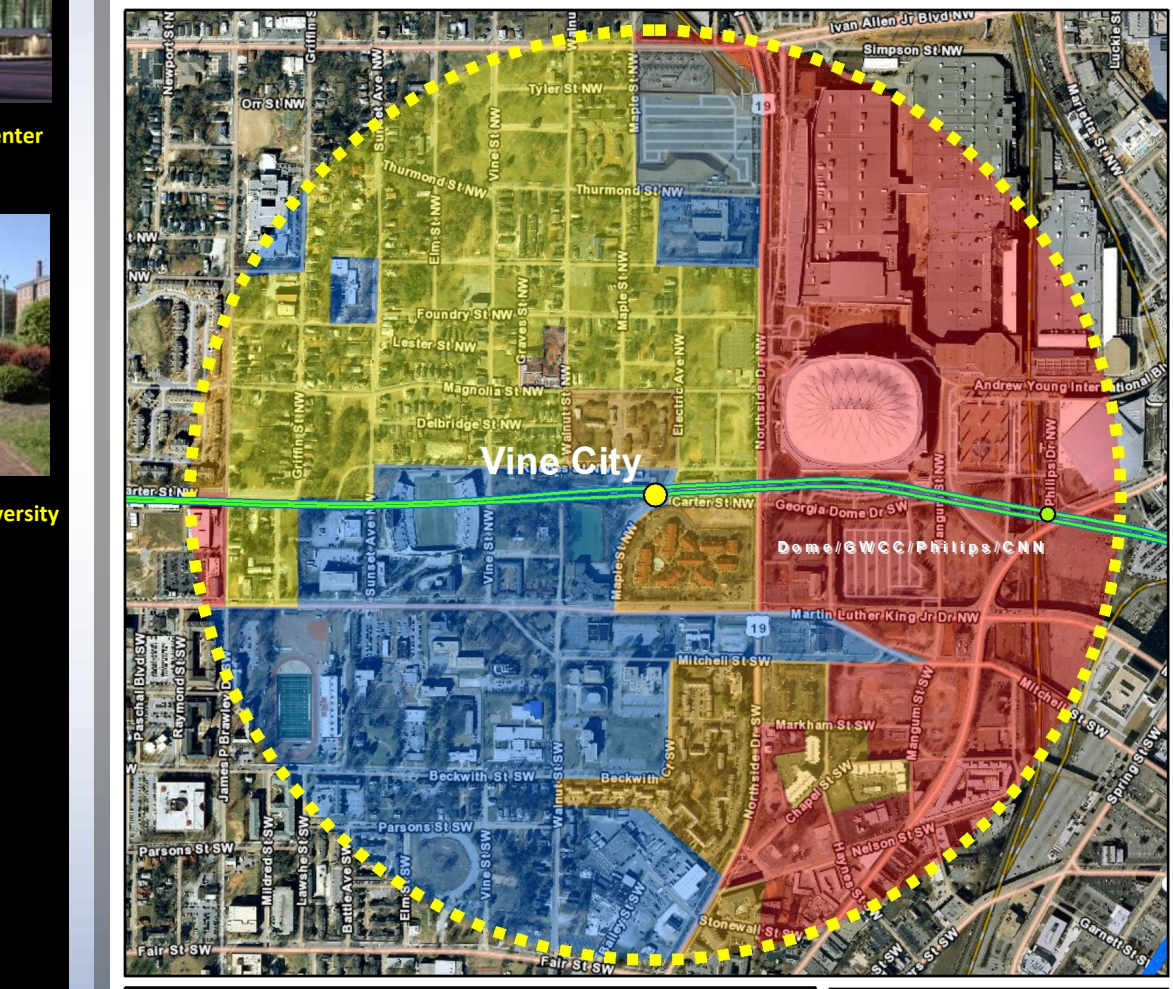
Georgia World Congress Center

Clark Atlanta University

Vine City 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 at Vine City is limited but possible by way of air rights and utilization of the available surface parking.

Land Use
1/2 Mile From Vine City Transit Station



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

marta Office of Dev. & Regional Coordination