Acknowledgments

THANKS!

Project Partners:
» City of Decatur
» City of Atlanta
» MARTA
» Atlanta Regional Commission

Consultant Team:
TSW, Toole Design Group, Noell Consulting Group

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» Sarah McColley, Project Manager, TSW
» Julia Brodsky, Planner, TSW
» Addie Weber, Transportation Planner, Toole Design
» David Laube, Market Analyst, Noell Consulting

Elected Officials:
» City of Decatur Mayor Patti Garrett
» City of Atlanta Mayor Keisha Lance Bottoms
» City of Atlanta Councilwoman Natalyn Archibong

Steering Committee:
» Amy Widener
» Ben Foster
» Chris Jenko
» Chris Sciarrone
» Clay Scarborough
» Dan White
» Doug Faust
» Eddie Holley
» Geoff Mueller
» Greg Reihing
» Jack Kittle
» Joe Hurley
» Kathie Gannon
» Kim Back
» Laura Thompson
» Linda Ellis
» Maria Moore Riggs
» Neil Rollins
» Sanjay Patel
» Sherry Neal
» Teaniess Davis
» Therese May
» Tony Andrade
» Yvette Weatherley
» Steve Ferrin
» Doug Wood
» Scott Jones
» Jodi L. Greenberg
» Anna Haley Wyatt
» Sherry V. Neal
» Karna Candler

Meeting Locations:
Oakhurst Baptist Church (Decatur, GA)
Bessie Branham Recreation Center (Atlanta, GA)
Episcopal Church of the Epiphany (Unincorporated DeKalb County, GA)
Israel Baptist Church (Atlanta, GA)

Vendors at Public Meetings:
Revolution Doughnuts
Doggy Dogg Hotdog Stand
King of Pops
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1.0 Executive Summary

The shorter version of the report

» LCI Study Purpose & Process
» Public Outreach
» LCI Study Goals
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Purpose and Context
The Atlanta Regional Commission’s (ARC) Livable Centers Initiative (LCI) is a grant program that empowers local jurisdictions to re-envision their communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles, and provide improved access to jobs and services. In partnership with MARTA and the City of Atlanta, the City of Decatur was awarded an LCI grant to conduct an LCI for the East Lake MARTA station and area within a half-mile radius of the station. Divided between two municipalities (Atlanta and Decatur), and where six neighborhoods (Lake Claire, Druid Hills, Lenox Place, Parkwood, Oakhurst, and Kirkwood) meet, the East Lake MARTA station has the potential to become the “front porch” of the neighborhoods with needed amenities, housing, and connectivity in a transit-oriented development (TOD).

MARTA TOD Process
This LCI is the first phase of MARTA’s TOD process. The LCI provides a framework for future implementation of TOD. Once MARTA decides to move forward with implementation, a competitive solicitation process will be used to select a development partner to implement TOD. This successful development proposal will be chosen based on multiple factors, including how it meets the goals of this plan. After MARTA enters an agreement with a developer and the site plan is approved through all jurisdictions, implementation begins.

Planning Process
Research & Analysis
The team conducted a research and analysis process for areas that affected the study area prior to making any planning decisions, which included:
» Reviewing all previous, relevant plans for the study area, including MARTA’s TOD Guidelines, and mapping any recommendations that directly affect this planning effort;
» Visiting and documenting the study area;
» Meeting with the City of Decatur, City of Atlanta, ARC, and MARTA staff monthly;
» Mapping the study area’s connectivity, social spaces, historic resources, current zoning, and parcels susceptible to change.

Market Study
The purpose of the market study is to ensure that the proposed development scenarios are based on actual demand for the study area. The market study results, public input, previous plans, and MARTA’s TOD Guidelines serve as the basis for the recommendations. The following characteristics were noted in the study:
» Largely comprised of single-family, detached homes with several restaurants along DeKalb and College Avenue;
» Strong community and school districts;
» High concentration of residents who are self-employed;
» Great access to many commercial nodes without a commercial core in the study area;
» Median household income and median home values are on the rise.

The market study detailed what new development the market could support:
» For-sale detached, single-family homes (430 units in 5 years)
» For-sale attached, townhomes (185 units in 5 years)
» For-sale attached, condos (one development of 34 units, 5 years)
» Rental apartments (600+ units in 10 years)
» Neighborhood retail / restaurant (6,000 sq. ft. with the added potential of 30 sq. ft per new resident in 5 years)
» Small office spaces (15,000 sq. ft. total)
Public Outreach

Meetings, workshops, intercepts, and a walking audit informed the recommendations for Make East Lake MARTA Yours, and public preferences directed revisions to the plan. Advertised via a project website, social media platforms, postcards, yard signs, and posters, the public outreach process included:

» Stakeholder interviews during two full days and individually throughout the process as needed;
» Three Steering Committee meetings to help guide the planning direction and public meeting structure;
» Project Kick-off Meeting and Academy (2 evenings), Walking Audit and Design Workshop (one full day), and a Final Public Meeting;
» Intercepts at the East Lake and Edgewood-Candler Park MARTA stations;
» Two online public surveys for initial design preferences and input on the preliminary concept plans.

Walking Audit Group
CONCEPT PLAN DEVELOPMENT, IMPLEMENTATION STRATEGY & RECOMMENDATIONS

5 PROJECT GOALS & EVALUATION MATRIX

Outcomes & Methods

- Make recommendations for the East Lake MARTA station and study area connectivity
- Fit recommendations to 5 project goals and evaluation matrix
- Develop concept plans for the East Lake MARTA station, the AT&T site, and surrounding street network that complement existing transportation network and neighborhood identity and focus on connections between neighborhoods and the MARTA station.

IMPLEMENTATION STRATEGIES

1. Coordinate with Market Study, 5 Project Goals and Evaluation Matrix
   - Prioritize
   - Vetted Criteria
   - Community Support
   - List of 4 Big Projects
   - List of short-term and long-term projects in Urban Design and Transportation & Connectivity,
   - Preferred Use recommendations
   - Design & Policy recommendations

2. REVISIONS
   - Feedback from public
   - Feedback from City of Decatur, City of Atlanta, MARTA, ARC, & Neighborhood representatives
   - Revisions based on desires of the community

3. PLAN APPROVAL
   - City of Decatur
   - City of Atlanta
   - MARTA

Funding Coordinators

Feedback Loop

Outcomes & Methods
- Prioritize projects based on evaluation criteria
- Create a prioritized list of projects and policy and code changes
- Base prioritization on community support and overall positive impact
- Coordinate with consultant team, Cities, MARTA, and steering committee for implementation & funding strategies

Timeline:

- November 2017: Mail 5,000+ mailers for Design Workshop
- December 2017: Steering Committee Meeting #2
- January 2018: Concept Plan Survey; Available December 6, 2017 - January 12, 2018
- February 2018: Steering Committee Meeting #3
- Final Public Meeting
- March 2018
- April to July 2018: City Council (CoA), City Commission (CoD), Planning Commission (CoD), 10 Neighborhood Meetings

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**LCI Study Goals**

As part of the initial outreach process and existing conditions assessment, five project goals were established to guide the design and planning decisions. Design elements directly addressed the project goals, shown in the Framework Plan to the right and described below.

- **MAKE East Lake MARTA the Front Porch** by opening the station for community events, new housing options, community open spaces, public art, retail destinations, thoughtful parking solutions, and stormwater infrastructure (*Goals 1, 2, 4*);
- **MAKE the streets walkable, bike-able, and fun** with traffic calming solutions, signage, wider sidewalks and landscaping, intersection treatments, and improved bike facilities (*Goals 3, 5*);
- **MAKE room for more neighbors** by adding a mix of housing types that accommodate different age groups, income levels, and preferences (*Goals 3, 5*);
- **MAKE your neighborhood’s story** by protecting and enhancing the character of the neighborhoods and commercial nodes (*Goal 5*); and,
- **MAKE more social and connected places** in the study area by adding needed retail, services, and public space (*Goals 1, 2, 3, 4, 5*).
The final recommendations for the MARTA site include:

» Mixed-use development, including housing with at least 20% affordable units, retail, restaurant, and office space;

» Green space and plazas (~19% of the land area) that are connected with bicycle and pedestrian facilities on the connecting streets;

» Reduced parking ratios for all uses based on new zoning districts and parking for MARTA patrons at the historic utilization rate;

» Extending Winter Avenue to College Avenue and re-routing bus loading and traffic onto College Avenue, Winter Avenue, and Park Place;

» Stepping down buildings toward single-family residential districts and adding buffers where appropriate;

» Station improvements, such as re-designing the building entrances and adding signage on the pedestrian bridge;

» Re-using existing access drives as street extensions and alleys.

**Recommendations Program**

The concept plan for the MARTA station requires re-zoning (see Chapter 5) in both the City of Atlanta and City of Decatur to allow mixed-use development. The infographics to the right describe the overall recommendations for the MARTA property.

Parking that serves MARTA patrons may change based on MARTA’s parking model to determine the necessary number of spaces. The number used in this study is based on the historic utilization (39%), and parking ratios for other uses were reduced based on upcoming City of Atlanta zoning ordinance changes and existing City of Decatur parking requirements.
All proposed development and streetscape changes occur completely within the MARTA property, and within public right-of-way.
The Front Porch

To activate East Lake MARTA’s Front Porch, the current station entrance is replaced with a more inviting entrance. The building visually opens with glass walls and a bright corridor that encloses a lively public courtyard (“the Front Porch”) complete with bike parking, outdoor seating, and a space for food truck vendors. Mixed-use development, a proposed restaurant building, and multi-family housing overlook the public space, providing a safer and consistently active community space.
Paden Circle Park

This one-acre park provides another public space that offers residents and visitors a scenic place to relax and play. The steep terrain allows for the inclusion of a dramatic stormwater feature, boardwalk overlook, a waterfall with art installations, and a scenic pedestrian pathway joining the sidewalks on East Lake Drive and Howard Avenue.
Concept Plan Summary

The AT&T property concept plan is an idea for the long-term future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. As shown in the program below and on the adjacent map, the AT&T property concept plan focuses on residential development and the extension of Park Place through the site to College Avenue.

The final recommendation for the AT&T property include:

» Creating a flexible public green space and creating flexible spaces out of parking lots that can be used for events;

» Re-using existing access drives as street extensions and alleys;

» Providing on-street parking and shared parking opportunities with Oakhurst Baptist Church and the East Lake MARTA Station; and

» Retaining existing businesses and historic buildings along College Avenue.
Max Density: 11.6 units per acre

All proposed development and streetscape changes occur completely within the AT&T property, and within the public right-of-way.
Streets

This LCI recommends streetscape improvements for main thoroughfares in the study area: College Avenue, DeKalb Avenue/Howard Avenue, East Lake Drive, Park Place, and Winter Avenue. Overall, the recommendations for each of the streets focus on enhancing the public realm and improving the pedestrian and bicycle network to alleviate traffic congestion and improve connections to the East Lake MARTA Station, which include:

- Making streetscape improvements within the existing right-of-way;
- Connecting pedestrians and cyclists to existing trail networks;
- Calming traffic speeds with narrower car lanes;
- Adding wider sidewalks and buffered bike lanes;
- Adding new street connections and intersections where possible;
- Re-using existing access drives as street connections and alleys;
- Adding on-street parking where feasible;
- Providing safer intersection crossings with better signage and painted bike lanes and crosswalks;
- Adding street trees and landscaping in medians, with the potential for stormwater planters and bio-swales; and,
- Providing street furniture and lighting.
East Lake Drive

Proposed Street Section

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College Avenue Bus Plaza

Bus loading is moved from the station property to College Avenue, and conflict points between buses and pedestrians and cyclists are eliminated through separate facilities. Shifting the bus loading to College Avenue opens space for a pleasant sheltered waiting plaza, a small coffee shop or other retail use, and adjacent office building. To make this plaza more usable, bus shelters, trees, landscaping, bike parking, and seating are provided.
Streetscape enhancements to College Avenue and Park Place, and the Winter Avenue extension to College Avenue, are key to the success of the development on the south side of the East Lake MARTA station. These changes will not only provide safer pedestrian and bicycle connectivity and aesthetic improvements, but will allow MARTA bus traffic to shift outside the station, creating more space for development and public space. The enhancements to Park Place will visually reduce the width of the street with medians, street trees, on-street parking, wider sidewalks, and separated bicycle lanes, which will slow car traffic. A tabled intersection at Winter Avenue and intersection improvements at Leland Terrace are also recommended to prioritize pedestrian crossings. Winter Avenue (right) will become a curbless, shared street with one side of on-street parking that blends seamlessly with sidewalks, a corner plaza, and the pedestrian pathways leading to the expanded bus plaza on College Avenue.

**Proposed Street Section**
Winter Avenue

Proposed Street Section

DRAFT 06.12.2018
Implementation

Projects: The Big 4

Implementation Summary
The East Lake MARTA Station LCI Study recommends four “big projects,” which are bundles of incremental improvements. Generally, these projects provide public open space, improve connectivity within and around the transit station, and encourage more walking and biking, thus alleviating vehicular trips in the vicinity. The adjacent chart lists the “Big 4 Projects” centered around the East Lake MARTA Station.
MAXIMUM DENSITY: 43 units / acre

CITY OF DECATUR
Institutional re-zoned to: Mixed-Use Village Subarea (43 units / acre)
This plan recommends 4 stories.

CITY OF ATLANTA
C-1 Commercial re-zoned to: MRC-2 (Medium-density Mixed-use)
This plan recommends 4 stories.

City-initiated Re-zoning on MARTA Property

AS DRAWN: 36 UNITS / ACRE

AS DRAWN: 47 UNITS / ACRE WITHIN THE CITY OF DECATUR

AS DRAWN: 57 UNITS / ACRE WITHIN THE CITY OF ATLANTA

All proposed development & streetscape changes occur COMPLETELY within the MARTA property, AT&T property, and within the public right-of-way.
Design & Policy

Design and Policy: Overall
This LCI plan offers a series of design and policy recommendations in order to accomplish the five project goals addressed by the proposed concept plans as shown in Chapter 4. The chart on pages 108 to 116 notes the recommendations and corresponding action steps to implementation. Some key things to note regarding implementation include:

» MARTA may maintain ownership of their station property and enter into a 99-year (long-term) ground lease with a developer to construct the TOD. If MARTA maintains ownership, residential units on MARTA property are likely to be rental units.

» Re-zoning the MARTA property that contains the parking lots will be required (see below).

» The AT&T property concept plan is a concept for the future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. The City of Decatur does not have plans to acquire the land, but they can use this plan to negotiate with potential developers in the future.

Design and Policy: Zoning & Land Use
To implement the scale, density, and character defined in this plan, the property must undergo a change in land use category and zoning district in each respective municipal jurisdiction. Three zoning districts for the MARTA property are recommended, based on the density in the recommended concept plan and the corresponding City of Atlanta and City of Decatur zoning districts, in the table to the right. With the exception of the proposed City of Atlanta- and City of Decatur-initiated re-zoning of the East Lake MARTA station property, all other zoning changes in the study area should be developer-initiated. This will give the surrounding neighborhoods the opportunity to review development proposals and ensure their consistency with the vision of this LCI study.

Land Use Table

<table>
<thead>
<tr>
<th>City of Atlanta Parcels on MARTA Station Land</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recommended Land Use Category</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>Medium-density Mixed-use (4 Stories)*^</td>
<td>Mix of residential and non-residential uses</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City of Decatur Parcels on MARTA Station Land</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recommended Land Use Category</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>C - Commercial / High Density Residential^</td>
<td>Mix of residential and non-residential uses</td>
</tr>
<tr>
<td>C - Commercial / High Density Residential^</td>
<td>Mix of residential and non-residential uses</td>
</tr>
</tbody>
</table>

See map on page xxv and 119 to note where the re-zonings are recommended.

*In the City of Atlanta, MRC should only be used when commercial is limited to the first floor and less than 20% of the floor area.

^ This plan recommends 4 stories for building heights on the MARTA property. The buildings can be increased to 5 stories, using a density bonus, to accommodate 30% or more affordable units.
## Policy Changes & Additions

<table>
<thead>
<tr>
<th>#</th>
<th>POLICY CHANGE OR ADDITION</th>
<th>TIMELINE</th>
<th>PRIORITY</th>
<th>RESPONSIBLE PARTY</th>
<th>ACTION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.1</td>
<td>Re-zone MARTA Property</td>
<td>Immediate</td>
<td>1</td>
<td>City of Decatur and City of Atlanta</td>
<td>Re-zone Decatur land to Mixed-Use Transit Village or Mixed-Use Village Subarea. Re-zone City of Atlanta land to MRC-2 as shown in map on page xxv and page 119.</td>
</tr>
<tr>
<td>P.1A</td>
<td>City of Atlanta land to MRC-2 (5 to 9 stories, mixed-use, but 5 Stories MAX)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.1B</td>
<td>City of Decatur on north side of the station to Mixed-Use Village Subarea (43 units / acre)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.1C</td>
<td>City of Decatur on south side to Mixed-Use Transit Subarea (70 units / acre, but 50 units / acre MAX)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.2</td>
<td>Provide incentives to developers who increase Affordable Housing Targets to 30%. Building heights can be increased to 5 stories to accommodate a minimum of 30% affordable housing units.</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Decatur and City of Atlanta</td>
<td>Provide incentives, like density bonuses, subsidies, and gap financing (page 120) to encourage additional affordable housing units.</td>
</tr>
<tr>
<td>P.3</td>
<td>Reduce parking ratios through unbundled parking, shared parking agreements, lower MARTA patron parking accommodation</td>
<td>Immediate</td>
<td>1</td>
<td>City of Atlanta, City of Decatur, MARTA</td>
<td>Conclude MARTA parking study and model; use City policies to permit shared parking and unbundled parking</td>
</tr>
<tr>
<td>P.4</td>
<td>Encourage parks and open space, sustainability, and stormwater management for streets and developments.</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Atlanta, City of Decatur, MARTA</td>
<td></td>
</tr>
<tr>
<td>P.5</td>
<td>Maintain the percentage of USABLE open space recommended in this plan (see page 80 and 100), which excludes sidewalks and landscape buffers. Encourage stormwater planters in proposed street sections (Park Place, College Avenue, East Lake, Howard, DeKalb) and sustainable stormwater collection and energy. New zoning districts require a minimum of 20% open space, but this can include sidewalks and landscape buffers.</td>
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<td></td>
</tr>
<tr>
<td>P.6</td>
<td>Promote architectural excellence through building step-downs, screening parking decks, quality materials, sustainable construction, and energy usage.</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Atlanta, City of Decatur, MARTA</td>
<td></td>
</tr>
<tr>
<td>P.7</td>
<td>Request GDOT transfer Park Place to the City of Decatur and Atlanta in the respective jurisdiction.</td>
<td>Immediate</td>
<td>1</td>
<td>GDOT, City of Atlanta, City of Decatur</td>
<td>Within the City of Atlanta, this could be MRC-1 (Low Density Mixed-Use) and in City of Decatur, this could be Mixed-Use Village Subarea.</td>
</tr>
<tr>
<td>P.7</td>
<td>Encourage re-zoning “Quality of Life” zoning districts on other parcels noted as susceptible to change.</td>
<td>TBD- Private Market</td>
<td></td>
<td>City of Atlanta, City of Decatur</td>
<td></td>
</tr>
</tbody>
</table>
Design & Policy

The design and policy recommendations in this study assume the rezoning of the MARTA property as described on the previous pages. Though this study cannot prescribe specific land uses in specific locations, the market study and public input uncovered a number of uses that would be appropriate for the East Lake MARTA station and other small parcels susceptible to change in the study area (right). When the sites develop, the City of Decatur and City of Atlanta should promote the inclusion of local businesses, rather than larger national chains, wherever possible. The adjacent chart lists the preferred, neighborhood-appropriate uses.

Design and Policy: Parking Ratio Reductions

Excess off-street parking is a challenge to urbanism, particularly in areas surrounding transit stations. This LCI study accommodates the maximum MARTA parking replacement at the current historic utilization rate (39% of spaces) and allocates sufficient and reduced parking for the other proposed uses. However, the future zoning designations and future MARTA utilization rates, described below, will determine the number of parking spaces needed in future development.

MARTA is currently creating a flexible parking demand modeling tool, which will enable MARTA to derive projections of parking demand to inform decisions regarding replacement parking and station area development. This will help MARTA determine how much parking should be replaced as TODs are constructed in the future. Ideally, this model will justify the reduction of parking replacement, meaning that the number of spaces required specifically for MARTA patrons at the East Lake station can be further reduced. This plan also recommends that the City of Atlanta and City of Decatur promote lower parking ratios in developments near the East Lake MARTA station. The City of Atlanta’s Zoning Ordinance update (in progress) will decrease required parking and provide parking caps within 1/4-mile of a transit station, and the City of Decatur requires a minimum of 2 spaces and a maximum of 5 spaces per 1,000 SF in mixed-use districts. In addition to zoning codes that promote lower parking ratios around transit stations, this can be accomplished with a variety of other methods. Each city could enact unbundled residential parking requirements, where residents of a building are required to contract separately for parking spaces, rather than having them included in rent by default. This lowers housing costs for those who do not own a car and reduces subsidies for car ownership. Uses within the potential new development at the station should enter shared parking agreements for more flexibility between themselves and MARTA.

Design and Policy: Affordable Housing & Housing Types

This LCI study recommends MARTA’s current TOD Guideline for Affordable

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### Uses at East Lake MARTA Site

- Small Grocery Store (~3,000 SF)
- Day care
- Affordable housing
- Multi-family housing
- Offices
- Co-working office for the large % of people who work from home
- Coffee shop
- Restaurants
- Publicly-accessible park and green space

### Uses at AT&T Site and Other Potential Development Sites

- Affordable Housing
- Live/Work Units
- Small-single family homes
- Office space
- Publicly-accessible park and green space
Housing, which is 20% of all units, meeting 60% to 80% Area Median Income (AMI) as a minimum for the provision of affordable housing on the MARTA station property. Where possible through federal or other subsidies, these units should accommodate residents earning less than 60% AMI. As stated previously, all residential units on the MARTA property will likely be rental units. Although the land use recommendations in this plan consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. As related to housing, this includes:

» Affordable / workforce housing above the recommended 20% standard as identified in MARTA's TOD Guidelines, this LCI study, and promoted through density / FAR bonuses in the Cities of Decatur and Atlanta.

» Housing that serves a range of age groups, including the elderly.

» Housing in which at least 5% of units are three-bedrooms within the City of Atlanta.

The City of Atlanta, City of Decatur, and housing authorities should offer incentives for the creation of affordable housing units when feasible through programs and tax credits to make up the gap financing between affordable and market-rate units. The Cities can also allow an increase in density and building height to five (5) stories near the station's building on the South side of the MARTA property to reduce construction costs and accommodate the units.

Design and Policy: Building Design

New buildings at the East Lake MARTA station should step-down to lower stories closer to adjacent, existing single-family residential properties. The recommended concept plan shows this condition on the North side for buildings backing up to the adjacent homes, and on the South side for proposed buildings fronting Park Place. Building height can increase to 5 stories adjacent to the station entrances on College Avenue. Although the recommendations in this study consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, they will ensure new development fits the character of the neighborhoods. These conditions are described in detail on page 120.

Design and Policy: Open Space, Sustainability, and Stormwater Management

This plan recommends multiple publicly-accessible open spaces on the MARTA station and AT&T properties. Once the sites develop, the percentages for usable public open space (20% on the North side, 17% on the South side of the station, and 11.5% on the AT&T property), noted in the concept plan programs should be maintained at the minimum. These percentages are lower than what zoning requires, but zoning allows other items, like buffers and sidewalks, to count as open space that are not included in the programs. Upon the Cities' proactive re-zoning to mixed-use districts, the open space requirements are 20% minimum. The recommended street sections for public streets, such as East Lake Drive, Park Place, and College Avenue provide space for planters, which whenever possible, should include stormwater planters and / or bio-swales to reduce the amount of stormwater run-off. Developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, they will ensure new development fits the character of the neighborhoods. As related to public space and sustainability, this includes:

» Green roofs on buildings to minimize stormwater run-off, provide public space, or provide vegetable gardens.

» LEED Silver or similar certification in building design.

» Additional publicly-accessible and usable open space that is not used to meet zoning requirements or the requirements of this plan.

» The inclusion of stormwater planters and / or bio-swales within a development or on private streets.

» Creative methods to collect, store, and /or use stormwater on-site.

» Use of solar or other clean energy.
2.0 Existing Conditions

Our analysis and market research

>> Site Context
>> Summary of Adopted Plans
>> Neighborhoods
>> Affordable Housing
>> Mapping & Research
>> Market Conditions & Demand
Site Context

“Make East Lake MARTA Yours” Study Area
The study area boundary roughly follows the 1/2 mile radius, “as the crow flies,” from the East Lake MARTA station. This area touches six neighborhoods and includes the City of Decatur, City of Atlanta, and unincorporated DeKalb County. The entire study area is 860.4 acres, primarily comprised of single-family residential neighborhoods. The average population density of the area is 4,985 people per square mile and 2.85 households per acre.

Want to hear something interesting? **

East Lake MARTA Rider Demographics: Half (49.9%) of the station users are in the “millennial” and “digital” generations: between the ages of 16 and 34. The majority (55.2%) of riders are considered “transit choice” riders, and 44.8% are “transit-dependent.” Approximately 55% of East Lake Station users are male.

General Characteristics
The East Lake MARTA station sits at the center of the study area, between the Edgewood / Candler Park and Decatur stations in the MARTA system. The combination of DeKalb Avenue / Howard Avenue, College Avenue, the Stone Mountain PATH trail, the MARTA tracks, and the CSX railroad tracks bisect the study area, dividing neighborhood interconnectivity. A spur of CSX railroad tracks also runs north to south through the Druid Hills neighborhood to connect to the east/west rail line. Although the majority of the study area is single-family residential neighborhoods, small commercial developments front the College Avenue corridor.

East Lake Station Facts**:

**Ridership**
East Lake Station ranks 35/38 during the week and 36/38 on the weekend in the entire MARTA rail system

10 acres
East Lake MARTA Parking Lots & Bus Bay*

621
Existing Parking Spaces

39%
Existing Parking Space Utilization
(243 spaces)

55% of Trips to/from the station are for work (on average)

* Site acreage measured by 2016 DeKalb County parcel data in ArcGIS.
** Data from 2017 MARTA East Lake Station Profile and FY16 MARTA Rail Station Rider profiles, courtesy of MARTA.
Adopted Plans Summary

Because the study area is within three jurisdictions, many planning studies were reviewed. The adjacent map shows the plans and recommendations most relevant to the “Make East Lake MARTA Yours” study area, many of which are also addressed in this LCI plan.

Plan Recommendations that Inform this LCI:

Decatur 360 Comprehensive Plan (2016):
» Develop an LCI study for the East Lake MARTA station area.
» Encourage transit-oriented, compact, and walkable development that allows for aging in place, increased transit use, and non-vehicular transportation.
» Encourage higher density residential development at select locations in Downtown Decatur and commercial or transition areas, adjacent to high-density residential uses and transit stations.
» Promote new housing types.
» Create and maintain a bicycle- and pedestrian-friendly community.

» Encourage racial, ethnic, economic, cultural, and other types of diversity.
» Ensure the availability of diverse and affordable housing to prevent the displacement of existing residents and provide for a variety of housing types and prices.

Decatur Livable Centers Initiative (2011):
» Support a holistic understanding of affordable housing.
» Promote more efficient use of parking.
» Expand the off-street path system.
» Create a shuttle that builds on MARTA and CCTMA bus service, connects to rail stations, and links neighborhoods and activity centers.
» Support the expansion of urban gardening opportunities.

Decatur Strategic Plan (2010):
» Make streetscape improvements on the south side of College Avenue, with wide sidewalks and a furniture zone with street trees.
» Encourage mixed-use zoning districts to increase opportunities for pedestrian connectivity.
» Update parking standards to allow innovative parking strategies.

City of Decatur Affordable Housing Study (2008):
» Explore potential annexation of adjacent unincorporated land, like the East Lake MARTA station, for mixed-use commercial and residential development.
» Identify target areas for inclusionary zoning.

Reviewed Plans:
» Oakhurst for Everyone Community Transformation Plan (2017)
» Decatur PATH Connectivity and Implementation Plan (2016)
» City of Atlanta Comprehensive Development Plan (2016)
» Decatur 360 Comprehensive Plan (2016)
» Transit-Oriented Atlanta (City of Atlanta - 2015)

» Decatur Grows Greener: Decatur Environmental Sustainability Plan (2012)
» City of Decatur Livable Centers Initiative Study (2011)
» MARTA Transit-Oriented Development Guidelines (2010-2011)
» Decatur Strategic Plan (2010)
» City of Decatur Affordable Housing Study (2008)
» Connect Atlanta Plan: The City of Atlanta’s Comprehensive Transportation Plan (2008)

KEY (below and on map):
✓ Projects addressed in this study
<< Recommendations from Adopted Plans
Adopted Plans Summary

- Atlanta’s first comprehensive transportation plan.
- **Goal:** to provide policy and project recommendations to build a sustainable transportation system.
  - **Key focus areas:** nature, access, progress and equity, green infrastructure, transportation operations, city structure and growth patterns, promotion of the arts and public life, social engagement, and civic participation.
  - Updated in 2017-2018

### Decatur Strategic Plan

- Established an updated task list that preserves the vision of the 2000 Strategic Plan.
- **Goal:** to be a broad guide for the City of Decatur to prioritize and implement the recommendations of previous plans.
  - **Four principles:** 1.) Manage growth while retaining character; 2.) Encourage a diverse and engaged community; 3.) Serve as good stewards of the environment and community resources; and 4.) Support a safe, healthy, lifelong community.

### City of Decatur LCI

- Supports Decatur as a lifelong community through the enhancement of existing centers and corridors.
- Provides policy and project recommendations for land use, zoning, transportation, marketing, economic development, urban design, historic resources, environment, open space, and public facilities.
- **6 catalyst projects** are identified to set Decatur apart, continue to define its character, increase its role as a destination, and continue positive economic trends.

### Connect Atlanta

- **Goal:** to provide policy and project recommendations to build a sustainable transportation system.
- Develop a great public realm through improved connectivity; active streets, plazas, and sidewalks; street-level areas of activity; and public art.
- Move towards a new parking approach where more spaces are shared and designed, so as not to dominate the visual or pedestrian environment.

### City of Decatur Affordable Housing Study

- Addresses the need for affordable rental and owner-occupied housing, especially for the service industry, institutional employees, and local government employees.
- **Key recommendations include:** enacting living wage legislation; land annexation; an Employer Assisted Housing Program model; a homeownership rehabilitation program; establishing a community land trust; and an inclusionary zoning policy.

### MARTA TOD Guidelines

- **Goals:** Create station area development that is compact and dense relative to its surroundings.
  - Offer a rich mix of land uses around transit stations that allows people to live, work, shop, obtain services, go to school, and have fun.

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This plan is a **direct outcome** of the 2010 Strategic Plan, Principle C: “Serve as good stewards of the environment and community resources.”

**Seven focus areas** and key tasks were identified to address environmental impacts, natural systems, buildings and energy, transportation, resource conservation and waste reduction, government management practices, and educational outreach.

The plan is intended to evolve with advances in science and technology and community interest.

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**Decatur Environmental Sustainability Plan**

- Supplements **Connect Atlanta**.
- Outlines a vision and strategy for TOD.
- Synthesizes the previous studies and capital project recommendations into Station Area Profiles.
- Details an implementation plan for advancing **TOD city-wide**.
- Establishes city-wide policy focused on acquiring new development around stations that protects and enhances existing neighborhoods.
- Establishes context-sensitive TOD policy based on station types.

**City of Atlanta Comprehensive Plan**

Promotes a vibrant and sustainable city by focusing on 8 topics: urban design, population, housing, economic development, natural resources, historic resources, community facilities, transportation, and land use.

- Establishes a TOD Character Area around MARTA Stations to make efficient use of transit investments.

**Decatur PATH & Connectivity & Implementation Plan**

- Aims to connect Decatur neighborhoods to the Stone Mountain Trail.
- Four types of proposed bicycle/pedestrian facilities: 1.) greenway trails; 2.) side paths; 3.) cycle tracks for denser urban corridors with existing sidewalks; and 4.) neighborhood greenways near residential streets with low vehicular volumes and speeds.

**Decatur PATH & Connectivity & Implementation Plan**

- Establishes a TOD Character Area around MARTA Stations to make efficient use of transit investments.

**Transit Oriented Atlanta**

- This plan was a **direct outcome** of the 2010 Strategic Plan, Principle B: “to encourage a diverse and engaged community.”
- Community input identified specific actions for individuals, organizations, and the local government to encourage a more welcoming, inclusive, and equitable city.
- **Six focus areas for diversity and civic engagement** address the need for an equitable and inclusive city, racially just community policing, and diverse and affordable housing.

**Decatur Better Together**

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**Oakhurst for Everyone**

- The plan seeks to create a community of diverse sustainable housing and neighborhood choices, where all residents, partners, and assets contribute to the overall quality of life, economic health, and well-being of Oakhurst.
- Includes strategies for improved access to resources, including affordable housing, commercial services, health and social services, recreational and civic activities, transportation, and education.

**Decatur360 Comprehensive Plan**
MARTA TOD Guidelines

MARTA developed TOD Guidelines in 2010 to help direct future developments at MARTA transit stations to follow four foundational principles: 1.) Provide station-area development that is compact and dense relative to its surroundings; 2.) Be composed of a rich mix of land uses; 3.) Offer a great pedestrian-oriented public realm with an active street-level; and, 4.) Provide a new approach to parking that requires fewer dedicated spaces and promotes shared parking agreements. The Guidelines apply a station type to each station in the system; East Lake is designated as a “Neighborhood Station.”

What is a Transit Oriented Development?
Transit Oriented Development, or TOD, is development that is vibrant, pedestrian-friendly, and genuinely integrated with transit.

What does “Neighborhood Station” mean?
» The stations are located in primarily residential districts.
» The station’s function is to get people who live nearby to work, school, and other destinations.
» The land around the station should accommodate mixed-income, multi-family residential and/or neighborhood-scaled, mixed use development in low- to mid-rise buildings.
» Other land uses include retail, restaurant, service-oriented offices.
» Density ranges are 15 to 50 units per acre, or 2 to 8 building stories. Most likely, 8 stories would not be built at the East Lake Station.
» The baseline density at the station is denser than the surrounding area, but context-sensitive.

East Lake MARTA station’s Current Usage and Future
As one of the least-used MARTA stations in the system (ranked 35/38 stations during the week and 36/38 during the weekends), MARTA desires to increase ridership at this station through TOD at the neighborhood scale. Within the City of Atlanta, this is the only station without a TOD plan. Opportunity for development lies on the north and south parking lots because of the low utilization rate of the spaces (39% of 621 spaces are used on average). In a 2014 study for the Federal Transit Administration, successful heavy rail stations along a corridor require a residential density of 12 to 25 units per acre (FTA, 2014). The study area’s low residential density and few available parcels indicate an opportunity to increase the density on the East Lake MARTA station property.
Similar MARTA TOD Projects

**Edgewood–Candler Park**

**Phase 1:**
- 224 Apartments (26 affordable)
- 26,000 SF retail & performing arts space
- 1/2-acre park

**Chamblee**
- 77,800 SF retail & office

**TOD Process**
1. **Approval for RFP:** MARTA Board provides approval to release an RFP for the station.
2. **MARTA Releases RFP:** This could be within 1-3 years of completing the LCI study.
3. **Implementation Occurs:** This could be within 3-5 years of completing the LCI study.
4. **Construction Complete:**

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Neighborhoods

East Lake MARTA at the Center of 6 Neighborhoods
The study area touches six historic neighborhoods: Druid Hills, Lake Claire, Kirkwood, Oakhurst, Lenox Place, and Parkwood (map to the right). The section of Druid Hills within the study area is located in unincorporated DeKalb County, Lake Claire and Kirkwood are in the City of Atlanta, and the Oakhurst, Lenox Place, Parkwood neighborhoods are in the City of Decatur. Each neighborhood extends beyond this study’s boundary and brings its own character and history.

Neighborhood Identity

Druid Hills, which a Historic District on the National Register, is characterized by the linear park and parkways designed by Frederick Law Olmsted. Designed as one of Atlanta’s first suburbs, its winding streets, unique architectural styles, and large tree canopy help to define the neighborhood’s public realm (Druid Hills Civic Association).

Lake Claire, north of DeKalb Avenue and between Candler Park and Druid Hills, is located in the City of Atlanta NPU-N. This neighborhood is characterized by a mix of home styles (bungalows, 1950s cottages, contemporary folk styles), mature trees, gardens, and green spaces. The streets were originally created as separate developments that were incorporated into Atlanta individually; the majority of the neighborhood was sold as individual lots (Lake Claire Neighbors).

Kirkwood, which is also a Historic District on the National Register, is located south of College Avenue within the City of Atlanta’s NPU-O. This historic “streetcar suburb” is characterized by small town conveniences in its commercial district and varied architectural styles, such as Queen Anne, East Lake, Arts and Crafts, and Victorian Folk (historic-kirkwood.org).

Parkwood, which is partially designated as a Local Historic District and remains eligible for the National Register, is a mid-20th Century neighborhood on the western edge of Decatur. The City of Decatur annexed Parkwood in 2014. This neighborhood of more than 100 homes was created in the 1940s when Emory University began selling lots. Emory University remained the owner of a 3-acre ravine in the neighborhood until the Parkwood Garden Club purchased the land in 1971, and it was listed as a DeKalb County Park (Parkwood Garden Club).

Lenox Place, established in 1905, was marketed toward the working class. The neighborhood includes a mix of single-family homes, apartments, condominiums, and a mix of owner- and renter-occupied homes. The neighborhood association recently worked to reclaim a residential green space, renamed Corley Commons (Diane Loupe, patch.com article, 2011).

Oakhurst is characterized by a variety of local businesses, public parks, a community garden, and a strong community. Like Kirkwood, Oakhurst developed as a “streetcar suburb” of Atlanta in different clusters during the 1910s and 1920s. The Town of Oakhurst was annexed by the City of Decatur between 1914 and 1916 (Oakhurst Neighborhood Association). In addition, Oakhurst Village is one of two neighborhood commercial districts within the study area, the other being the College Avenue neighborhood commercial district.
Affordable Housing

Affordable Housing Need
Because of the increasing popularity of the neighborhoods within the East Lake MARTA station study area, the market study (pages 34 to 39) noted that the median home value within the study area has increased by 83% on-average since 2000. The increase in value makes it difficult for lower wealth households to afford to live in these neighborhoods. Additionally, older residents who prefer to age-in-place may not be able to afford higher housing costs in the future. The public input received throughout the planning process (pages 42 to 63) noted a real need and desire for affordable housing units in order to retain current residents, preserve the diversity of the study area, and provide housing for all income levels.

In order to provide more affordable housing, it is key to build the appropriate residential density and mix of uses to reduce development costs. An incentive, either through subsidies or a structure making construction financially feasible for developers, must be provided to fill the gap between income generated from market-rate units and affordable housing units. In addition to federal tax credits, such as the popular Low-Income Housing Tax Credits (LIHTC) program, the City of Decatur has tools available to implement affordable housing. The City can provide density bonuses and financial incentives to developers to fund the gap between the market-rate and affordable units.

Affordable Housing Definition and Goals
The Department of Housing and Urban Development (HUD) defines the Area Median Income (AMI) for metropolitan areas, which determines the qualifying levels of income for affordable units. Affordable housing is needed at a range of different income levels, and they are measured as a percentage of the AMI. HUD states that “families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care” (HUD, 2018). However, the cost of living is more accurately calculated using housing and transportation costs (U.S. Department of Transportation, 2018). The Center for Neighborhood Technology states that these two expenses should be measured together to be no more than 45% of household income. People who live in mixed-use communities with access to jobs, services, transit, and other destinations have lower transportation costs (Center for Neighborhood Technology, 2018). Therefore, locating housing units near public transportation, such as a MARTA station, reduces the need for a car and the overall cost of living, which could allow a person to spend more income on a home in his/her preferred area.

In their TOD projects, MARTA has a formal policy goal to designate at least 20% of all station dwelling units as affordable housing for households making 60% to 80% of AMI. HUD defines the 2018 Atlanta Sandy-Springs-Roswell Metro Statistical Area (MSA) AMI as $74,800 for a household size of four people (see the chart to the right). Different programs target different incomes and levels of affordability, and affordable housing units can offer homes for seniors, families, and individuals.

On page 120 in the Implementation Chapter, the goals for affordable housing are described. This plan recommends that a minimum of 20% of all units constructed are designated for workforce and affordable housing, reaching residents at 60% - 80% AMI, and where possible with subsidies, these units should reach residents earning less than 60% AMI. It is expected that the majority of units on the MARTA property will be rental units.
Affordable Housing Levels
The chart below shows examples of affordable housing income levels for households of one to four people. The AMI changes based on the number of people within a household, and rent ranges (not shown) change based on unit size and annually based on income. More information about rent ranges and income is available on the HUD website.

<table>
<thead>
<tr>
<th>Area Median Income (AMI) Level</th>
<th>Income* in Atlanta MSA (1-person Household)</th>
<th>Income* in Atlanta MSA (2-person Household)</th>
<th>Income* in Atlanta MSA (3-person Household)</th>
<th>Income* in Atlanta MSA (4-person Household)</th>
</tr>
</thead>
<tbody>
<tr>
<td>35% AMI</td>
<td>$18,865</td>
<td>$21,560</td>
<td>$24,255</td>
<td>$26,950</td>
</tr>
<tr>
<td>60% AMI</td>
<td>$32,340</td>
<td>$36,960</td>
<td>$41,580</td>
<td>$46,200</td>
</tr>
<tr>
<td>80% AMI</td>
<td>$43,120</td>
<td>$49,280</td>
<td>$55,440</td>
<td>$61,600</td>
</tr>
<tr>
<td>100% AMI</td>
<td>$53,900</td>
<td>$61,600</td>
<td>$69,300</td>
<td>$74,800</td>
</tr>
<tr>
<td>120% AMI</td>
<td>$64,680</td>
<td>$73,920</td>
<td>$83,160</td>
<td>$92,400</td>
</tr>
</tbody>
</table>

Note: Rent range per unit changes based on unit size and AMI

*Income based on 2018 AMI of $74,800

Financing Affordable Housing
In order to secure private creation of affordable housing units, the development costs will need to be offset through increased density (as noted in Chapter 5 on page 120) and / or be granted incentives by City governments, MARTA, the federal government, or foundations to make up the gap in financing. The approximate gap to create a permanently affordable rental unit at 80% of AMI compared to a market rate unit is currently $80,000.

Community Input Regarding Affordable Housing
The public engagement process indicated that approximately 64% of survey takers would support a density and height bonus if 30% of the housing units were designated as affordable units. See Chapter 3 for more detail regarding the surveys and public input. If a future developer is able to achieve the 30% affordable housing goal, this LCI study recommends that the City of Decatur and City of Atlanta consider permitting the density and height bonus in the south MARTA parking lot based on the larger distance from single-family homes and the presence of the existing commercial corridor along College Avenue.
Connectivity

The East Lake MARTA station study area represents a diverse, multimodal transportation system that supports regional, through, and local trips. Significant population growth within the study area and metro Atlanta has increased pressure on the area’s transportation infrastructure, placing greater emphasis on capitalizing on the transit system. The station is well-served by several bus lines and a heavy rail line. Improvements to first- and last-mile connectivity from the station and its surrounding neighborhoods will help balance overall mobility and access.

Influencing Projects

There are several studies recently completed or underway that will influence connectivity within the study area. The key projects and initiatives identified include:

» West Howard Avenue – Re-imagine West Howard is a current study underway by the City of Decatur to improve safety and comfort, and to create sense of place along Howard Avenue. The study covers Howard Avenue between Paden Circle and Commerce Drive. Based on public input and data analysis, a two-way, separated bicycle facility was identified as part of the preferred cross-section for implementation.

» Atlanta Avenue – The City of Decatur’s 2007 Community Transportation Plan (currently in the update process) identified the Atlanta Avenue/College Avenue/CSX Railroad Tracks/Howard Avenue/Olympic Place intersection as a barrier between north and south Decatur. This intersection serves as a major connection for bicycles, pedestrians, and vehicles due to the area’s limited north-south access. The recommended project is to reduce the overall footprint of the intersection by creating two conventional intersections on either side of the track.

» East Lake MARTA Connector – The Decatur PATH Connectivity Implementation Plan, completed in 2016, identified Winter Avenue, Wisteria Way, and Madison Avenue as neighborhood greenways. The intent behind greenways is to discourage non-local vehicular traffic and place greater emphasis on local bicycle and pedestrian traffic.

» DeKalb Avenue Complete Street – In 2015, City of Atlanta voters approved a $250 million infrastructure bond (TSPLOST). DeKalb Avenue was identified as a high-priority project within the TSPLOST. The project would include operation and complete street improvements from Inman Park to the proposed West Howard Avenue project. While a final cross-section has yet to be determined, various options include separated bicycle facilities and the removal of the reversible lane to include designated left-turn lanes.

Transit Options

The study area is well-served by MARTA. In addition to the East Lake MARTA station, three bus routes serve the area.

» Route 34 – 2nd Avenue/Gresham Road/Clift Springs Road – Route 34 operates from East Lake MARTA station to Georgia State University’s Perimeter College - Decatur Campus.

» Route 2 – Ponce de Leon Avenue/Decatur – Route 2 operates between North Avenue MARTA station and East Lake MARTA station. It serves regional destinations, including Ponce City Market and the Fernbank Museum of Natural History.

» Route 123 – North DeKalb Mall/Decatur/East Lake – Route 123 operates between East Lake and Decatur MARTA stations and continues to North DeKalb Mall. This route provides service to DeKalb Medical Center.
Connectivity

Existing Trails
PATH’s Stone Mountain Trail which connects Downtown Atlanta to Stone Mountain, is currently the only multi-use path within the study area. It enters the study area as a sharrow along the McLendon Avenue/Howard Circle/DeKalb Place corridor before crossing DeKalb Avenue to a dedicated multi-use path along the rail corridor.

Existing Street Network
The East Lake MARTA station study area has a mix of street types to support local, regional, and through trips; however, the CSX/MARTA rail corridor, which runs east-west, is a barrier to overall mobility within the study area. The following are key observations about the study area’s street network:

» Most of the study area is comprised of neighborhood-serving, local streets.

» DeKalb Avenue/Howard Avenue, College Avenue, and Ponce de Leon are the only east-west through streets, serving all trip types. The DeKalb Avenue/Howard Avenue corridor is constrained by an at-grade CSX rail crossing near Ridgecrest Road.

» There are only three north-south connections across the CSX/MARTA rail corridor. Two are grade-separated and one is at-grade (see map on page 15).

» East Lake Drive and Rockyford Road/DeKalb Place are north-south streets that provide major connections to regional destinations. They are grade-separated from the CSX/MARTA rail corridor.

» Atlanta Avenue is an at-grade, north-south crossing. Due to its configuration, it is a pinch-point for all transportation modes. It also poses significant challenges for school-aged children because it is a designated Safe Route to School.

» At-grade CSX rail crossings exist at East Lake Drive and West Howard Avenue. Delays can occur during peak hours, limiting overall mobility.
Connectivity

5- and 10-Minute Walk Times
Improving first- and last-mile connectivity between the East Lake MARTA station and its neighborhoods is one key to creating a successful station. In an ideal situation, a station would be located within a well-connected street grid that allows multimodal access to the entire ½-mile area (10-minute walk). However, many neighborhoods were planned before the introduction of transit, and their street grids do not always support access to the full ½-mile station area.

The East Lake MARTA station study area’s walking distance map (right) illustrates how far a pedestrian can walk within 5 and 10 minutes (approximately ¼ mile and ½ mile, respectively). The black circles illustrate the ideal ¼- and ½-mile walkable area, and the yellow and orange areas illustrate what can be accessed within an actual 5- and 10-minute walk. While there are limited opportunities for increasing connections, there are ample opportunities to improve the quality of the trips on the existing streets.
<< Walking Radius Map

DEKALB COUNTY

1/2 mile radius

1/4 mile radius

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Connectivity

Opportunities
Numerous opportunities exist to improve the quality of the public realm within the East Lake MARTA station study area. Many catalytic projects like Re-imagine West Howard (described on page 14) are in progress and will significantly improve overall bicycle and pedestrian connectivity. The following are additional opportunities to balance overall mobility and access.

» **Complete Streets** – Complete Streets, as defined by Smart Growth America are “…streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work.” Analysis for the opportunity for Complete Streets within the study area was developed using existing street characteristics and prioritization of streets that currently have multimodal features (sidewalks, bicycle lanes, etc). The result of this analysis is illustrated on the Complete Streets map to the right. The areas that appear the brightest have the most complete street characteristics and would benefit from transportation enhancements.

» **Neighborhoods Traffic Calming** – Cut-through traffic on neighborhood streets is a concern for many residents because of the speed of the cars. The introduction of the directional applications, such as WAZE, has changed the way people travel to and from their destinations, utilizing more of the street network. Various traffic calming techniques could be applied for streets that have seen an increase of traffic volume and speeds.

» **MARTA Pedestrian Bridge** – The pedestrian bridge to the MARTA rail platform is an underutilized connection across the rail corridor. Improving overall aesthetics, ADA accessibility, bicycle access and facilities, and signage to let people know that a MARTA Breeze Card is not needed for access could enhance the connection and increase the use by non-MARTA riders.

» **Neighborhood Shuttle** – Residents and business owners have mentioned an interest in improving connectivity between commercial nodes within both Atlanta and Decatur and the future development at the East Lake MARTA station. The potential expansion of Emory’s Cliff Shuttle, which already has a route to Downtown Decatur, should be explored.
Social Spaces

Neighborhood Commercial Centers
Multiple small commercial nodes serve the neighborhoods in the study area; however, there is a gap in a cohesive network of commercial establishments within walking distance around the station. The closest commercial node is the Oakhurst Village, on the southeast edge of the study area. Though the study area boasts multiple destination restaurants and a few retail stores, they are dispersed along College and Howard Avenues in clusters that are not easily accessible from each other. Most of the establishments are within a mile of each other, but patrons would most likely drive if visiting multiple places because these streets are not safe for pedestrians. The East Lake MARTA station parking lots are an opportunity to fill the service gap by creating a neighborhood-scale village to serve the six neighborhoods. Through mixed-use development and connectivity enhancements, this node would connect the existing local businesses and restaurants to transit and to each other.

Parks, Plazas, & Green Space
The study area does not include many parks and public spaces for residents to use. In Candler Park and Druid Hills, northwest of the area, residents have the benefit of Candler Park and linear park along Ponce de Leon designed by Olmsted. Bessie Branham Park is located just outside the study area but primarily serves the Kirkwood neighborhood, and similarly, Lake Claire Park is used primarily by Lake Claire residents. Downtown Decatur offers multiple public spaces, including Ebster Park, the MARTA station plaza, and open space at Decatur High School. Within the study area, the park spaces are Oakhurst Park and the adjacent dog park. Again, the East Lake MARTA station is an opportunity to expand the publicly-accessible open space network in a central location.
A number of historic resources exist within the study area, particularly along College Avenue. The Druid Hills neighborhood (DeKalb County) and Kirkwood neighborhood (City of Atlanta) are on the National Register of Historic Places, and the Parkwood Historic District was locally-designated within the City of Decatur. Lake Claire is eligible for designation. The majority of the potentially significant historic resources are one-story commercial buildings that are currently home to successful local retail establishments, businesses, and restaurants. Other buildings include the AT&T building on the southwest corner of Park Place and East Lake Drive, Oakhurst Baptist Church, and Thankful Missionary Baptist Church. Preserving these buildings and local businesses will be key to the success of the area and maintaining community character.

**Oakhurst Neighborhood » Period of Significance: 1910s - 1940s**

Oakhurst is a residential neighborhood consisting primarily of Craftsman bungalows and American Small houses, generally of high architectural quality and exhibit a variety of distinctive design elements. Within the neighborhood are a few neighborhood commercial districts, most notably at the intersection of East Lake Drive and Oakview Road, and along College Avenue, both of which are in the East Lake MARTA Station LCI study area. Non-residential buildings within the study area identified as possible historic resources are identified in the map, though require further consideration through survey evaluation.

**Lenox Place » Period of Significance: 1910s - 1920s**

Lenox Place is roughly bounded by Emerson Avenue, Drexel Avenue, Lansdowne Avenue, Melrose Avenue and West Howard Avenue. It is a small residential area consisting of two parallel streets with cross streets running between. Its primary construction period was of Craftsman bungalows in the 1910s and 1920s, but with subsequent minor construction in the 1940s and 1950s of American Small houses. Also Lenox Place has the only Lustron house in the City of Decatur. The 1949 Farmer Lustron House is located at 513 Drexel Avenue and is listed in the National Register of Historic Places. There are no commercial properties within the neighborhood.

**Parkwood » Period of Significance: 1950s - 1960s**

The Parkwood neighborhood is a mid-twentieth century neighborhood on the western border of Decatur. The majority of the houses in the neighborhood were constructed in the 1950s, although there are a few earlier houses of the 1920s era. Most houses are single story red brick ranches. They are particularly large and well-detailed examples of the type, and are varied in style, including revival styles. The lot sizes are substantially larger and deeper than is typical of Decatur and the streets curvilinear, also typical of mid-twentieth century ranch subdivisions. A portion of the neighborhood is designated under the local historic preservation ordinance, and the neighborhood remains eligible for the National Register of Historic Places. There are no commercial properties within the neighborhood.
What does Zoning do?
Zoning establishes legal requirements for development on parcels, typically in place for decades. This differs from “planning,” such as this LCI, which creates a policy guide. Plans are created and adopted into the Comprehensive Plan, while zoning allows implementation of these plans. Zoning regulates land uses, density, parking, site planning, and building design, but it does not regulate business tenants, owner vs. rental tenants, or building colors and materials. Land costs will typically demand higher density. For example, a developer will want to build to the maximum density because of the cost of the land, but zoning will regulate that density.

Three Jurisdictions and Three Zoning Codes
Three jurisdictions make up the study area: the City of Decatur, City of Atlanta, and unincorporated DeKalb County, meaning that more than a dozen zoning districts and three zoning codes regulate development in the study area. This becomes complicated at the East Lake MARTA station, where the City of Decatur and City of Atlanta City limits divide the property on the south side. The entire north side of the station and eastern half of the south parking lot is within the City of Decatur. The western half of the south parking lot falls within the City of Atlanta. The map to the right represents a simplified version of the zoning in the study area, showing groups of zoning categories that are similar throughout the jurisdictions (i.e. if one code had a different name for single-family residential, they were given the same yellow color to note single-family residential.)

City of Decatur Zoning
The City of Decatur adopted a Unified Development Ordinance in 2014, which established “quality of life” or “design-oriented” zoning districts. These districts place stricter requirements on building form and site planning than conventional zoning. The existing tools within this code anticipate transit-oriented development.

City of Atlanta Zoning
As of 2017, the City of Atlanta is re-writing its zoning ordinance. The Diagnostic is complete and Quick Fixes are underway. In the study area, the City of Atlanta parcels are still regulated by conventional zoning districts, which means that site and building design are less regulated. However, the Quality of Life zoning districts have design standards that support pedestrian and transit-oriented development.

Unincorporated DeKalb County Zoning
All of the parcels within the study area that fall within unincorporated DeKalb County are single-family residential. No recommendations will be made on these properties.
A quick look at the City of Atlanta Zoning...

**MARTA Site Zoning**
Community Business (C-1) abuts R-4B (Single-Family Residential)

**What Can be Built Here?**
- Medium intensity retail and service activities
- Multi-family, two-family, single-family units
- Restaurants, offices, banks, restaurants, service stations
- Parking structures
- Institutions of higher learning
- Museums, galleries, libraries, schools, places of worship
- Child care centers, hospitals
- Bowling alleys, theaters, convention halls, etc.
- Urban gardens and market gardens

**Street Design Standards**

<table>
<thead>
<tr>
<th>Street Types - Min. Right-of-Way</th>
<th>ROW Width</th>
<th>Pavement Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arterial Street</td>
<td>114' min</td>
<td>86' min</td>
</tr>
<tr>
<td>Major Collector Street</td>
<td>80'</td>
<td>60'</td>
</tr>
<tr>
<td>Residential Collector Street</td>
<td>50'</td>
<td>32'</td>
</tr>
<tr>
<td>Residential Collector w/Bike Lane</td>
<td>55'</td>
<td>37'</td>
</tr>
<tr>
<td>Residential Access and Residential Sub-collector</td>
<td>32'</td>
<td>-</td>
</tr>
</tbody>
</table>

- Minimum travel way width for any street is 20'.
- 5' shall be added to right-of-way pavement width when establishing new streets with bike lanes or when extending streets with bike lanes.
- Public alleys are not permitted, but private alleys are permitted.

**Building Step-backs**

**C-1**
- When a property adjoins an R district without a street between, height is limited: the building must step back after 35’ in building height at an angle of 45 degrees
- No maximum building height limitations

**Open Space**
- No open space requirements in the C-1 zoning district

**DRAFT 06.12.2018**
The City of Atlanta Zoning Code is currently being updated. “Quick Fixes,” which can be made in 12 months, have been identified.

Transitional Yards

- Side Yard: adjacent to an R district without a street, a 20’ buffer is required (planted or maintained in natural state)
- Rear Yard: adjacent to an R district, a rear buffer of 20’ is required
- Screening: when abutting an R district on the side or rear lot lines without a street, opaque fencing or screening 6’ tall, minimum, is required

Relevant Quick Fixes

Bike Parking Standards
- Create one set of consistent bike parking standards.
- Require bike parking for each building on a site.
- Require bike parking for both non-residential and multi-family uses.
- Establish standards for exterior racks and interior, enclosed bike parking.

MRC Building Placement (if C-1 is re-zoned)
- Eliminated the 20’ setback requirement for residential units with windows
- Retained the existing transitional yard requirements adjacent to R and RG districts

Unified Development Plans
- Allow unified development plans by special administrative permit in all districts, except R-1 to R-5, R-LC, and PD districts

Sidewalk Requirements
Specific to C-1:
- Minimum 5’ amenity zone along the curb for street trees, benches, utility poles, public art, waste receptacles, fire hydrants, traffic signs, traffic control boxes, newspaper boxes, transit shelters, etc.
- Minimum 10’ walk area on arterial and collector streets.
- Minimum 6’ walk area on other streets.
Zoning

A quick look at the City of Decatur Zoning...

MARTA Site Zoning
Institutional (I)
What Can be Built Here?
» Conditional Uses: single-family houses, two- and multi-family units, some group living, parks, some general office spaces,

government offices, schools, colleges / universities, daycare, hospital, remote parking

» Permitted: All parks, places of worship, gardens

» Not Permitted: Industrial uses, vehicular sales & services

AT&T Site Zoning
Local Commercial (C-1)
What Can be Built Here?
» Conditional Uses: single-family homes, live/work, multi-family units, some group living

Permitted: Indoor recreation,

» Not Permitted: Industrial uses, drive-throughs, gas stations

Building Step-downs
Mixed-Use & Commercial
Districts
» When a property abuts R-60, R-50, or R-85 district, height is limited: building must step back after 35’ in building height at an angle of 45 degrees.

» Buildings taller than 50’ are required to step back a minimum linear distance of 10’.

Buffers
» The MARTA Station and AT&T sites abut parcels zoned Single-Family Residential (RS-17, R-60, & R-85).

» Buffer Definition: “an area or portion of a lot set aside for open space visual screening purposes, to separate different zoning districts...”

» When property abuts R-60, R-50, or R-85 district, the buffer must be 30’ minimum.

Open Space
» Open space is defined as “uses focusing on natural areas consisting mostly of vegetation, passive or active outdoor recreation areas, and having few structures.”

» Buffers can count toward open space.

» Transit Station and Village Subareas require 20% open space.
Zoning changes will need to occur to support recommended development concepts in Chapter 4.

Street Design Standards

Proposed streets in new developments must be interconnected and connect with adjacent streets outside the developments.

Sample of Street Types:

Residential Narrow

Urban Mixed Use/High Density Residential: Parallel Parking

Alley Residential

Proposed on MARTA & AT&T Site Concepts (see Chapter 4).

### Street Design Standards

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Minimum Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>A ROW width</td>
<td></td>
<td>45' min</td>
</tr>
<tr>
<td>B Back-of-curb to back-of-curb</td>
<td></td>
<td>21' min</td>
</tr>
<tr>
<td>C Sidewalk</td>
<td></td>
<td>6' min</td>
</tr>
<tr>
<td>D Planting area</td>
<td></td>
<td>6' min</td>
</tr>
<tr>
<td>E Curb and gutter</td>
<td></td>
<td>2'</td>
</tr>
<tr>
<td>F Travel Lane</td>
<td></td>
<td>10'</td>
</tr>
</tbody>
</table>

### Urban Mixed Use/High Density Residential: Parallel Parking

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Minimum Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>A ROW width</td>
<td></td>
<td>65'</td>
</tr>
<tr>
<td>B Back of curb to back of curb</td>
<td></td>
<td>37'</td>
</tr>
<tr>
<td>C Sidewalk min</td>
<td></td>
<td>8'</td>
</tr>
<tr>
<td>D Planting area</td>
<td></td>
<td>6'</td>
</tr>
<tr>
<td>E Curb and gutter</td>
<td></td>
<td>2'</td>
</tr>
<tr>
<td>F Parallel parking</td>
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<td>8'</td>
</tr>
<tr>
<td>E Travel lane</td>
<td></td>
<td>10'</td>
</tr>
</tbody>
</table>

### Alley Residential

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Minimum Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Easement width</td>
<td></td>
<td>20'</td>
</tr>
<tr>
<td>B Travel lane</td>
<td></td>
<td>16'</td>
</tr>
<tr>
<td>B Travel lane, fire service route</td>
<td></td>
<td>20'</td>
</tr>
</tbody>
</table>
Potential for Change

Where could redevelopment occur?
This plan does not make any land use and zoning recommendations for the single-family residential parcels (noted by gray on the map to the right) in the study area. Because of this, the remaining non-residential parcels in the study area were analyzed for their susceptibility to change. In general, any parcels whose land value exceeded their improvement value are considered “susceptible to change” (noted by green on the map). The blue parcels indicate non-residential parcels that are not susceptible to change.

The parcels that are susceptible to change comprise approximately 33 acres or 3.8% of the total land area within the study area boundaries (860.4 acres). The primary areas that could be redeveloped include the surface parking lots on both sides of the East Lake MARTA station, which are approximately 10 acres total, and the AT&T-owned properties on the south side of College Avenue (approximately 15 acres total; 7 acres are programmed in the concept plans in Chapter 4). The remaining 7 acres that could change in the study area are smaller parcels along corridors, such as College Avenue and Mead Road. Recommendations for how those could redevelop are with the Framework Plan on pages 76-77.
Market Conditions

The neighborhoods within the study area have been attractive places to live for a diversity of households for multiple reasons, including schools, proximity to transit, the layout and character of the neighborhoods, and diversity in housing types. The infographics on the following pages detail the existing demographics and market demands for the East Lake MARTA station study area and specify what the market could potentially support for future development. Calculations for the market conditions were derived from the U.S. Census Bureau 2015, five-year American Community Survey (ACS) data and were analyzed at the Census Tract level.

The Make East Lake MARTA Yours study area has the following characteristics:

» The area is largely comprised of single-family, detached homes with several restaurants along DeKalb / Howard Avenue and College Avenue.
» The area boasts a strong community and school districts.
» There is a high concentration of residents who are self-employed.
» While residents have great access to many commercial nodes, the study area itself lacks a commercial core close to the majority of residents.
» Median household income and median home values are on the rise, which is potentially causing lower-wealth households to move elsewhere.
The neighborhoods of Druid Hills, Lake Claire, and Oakhurst have the highest percentages of residents with a Bachelor Degree or higher in the study area. Those neighborhoods also represent some of the areas with the highest income and home values. As development continues, these numbers will likely continue to increase.

Population within the study area has an average density of 4,603 persons per square mile, compared to densities of 174 in Georgia; 664 in the Atlanta MSA; 2,677 in DeKalb County; 1,868 in Fulton County; and 4,825 residents per square mile in the City of Decatur.

Compared to the average in Georgia and Fulton and DeKalb counties, more residents living in the study area were self-employed in 2015. Other areas in the Atlanta Region with high concentrations of self-employed residents have found success with small office spaces, a use that is not currently prevalent in the study area.
Workplace Destinations

The majority of study area residents work within 8 miles of the study area because jobs are concentrated in Downtown Atlanta, Midtown, Buckhead, and Emory University. Residents primarily work in professional, scientific and technical services; public administration; healthcare and social assistance; educational services; and information. These industries are also among the highest-paying. The study area’s proximity to Emory University and to DeKalb Avenue, which serves Downtown Atlanta, is an excellent benefit because they are two large employment centers.

Transportation

The majority of the bicycle traffic appears to be concentrated along West College Avenue, towards Decatur, and on McLendon Avenue, towards Inman Park and into Downtown Atlanta. It is likely that bicycle traffic will increase along DeKalb Avenue if the Renew Atlanta complete street project is implemented.

Alternatively, local streets in Downtown Decatur and around the East Lake MARTA station are reported to have higher concentrations of walkers and runners. Creating a more pleasant pedestrian experience around and through the MARTA station will be key to bridging the gap between the two sides of the East Lake MARTA station and the neighborhoods it serves.
**Housing Demand**

The study area has experienced strong growth among residents aged 35 to 64, and those earning greater than $100,000 in household income; however, approximately 60% of this growth may have displaced lower-wealth households. Affluent residents that are 55 to 64 years old will be looking for maintenance-free units over the next 10 years, and today, few of these units exist in the study area. Future redevelopment should consider housing type diversity.

**Grocery Demand**

The East Lake MARTA station study area is well-served by a variety of grocery stores. A Kroger and Publix are located 1.5 miles west of the area, and multiple Kroger, Publix, and Whole Foods stores, and other specialty grocers are within five miles of the study area.

Most full-format grocers require at least 15,000 households within their three-mile trade areas. While the study area residents earn high incomes, the low-density development pattern keeps the total number of households far below what is required within a one-mile service area. Within three miles, the support exists; however, more than 20 existing grocers currently compete for this demand. A small urban market (3,000 square feet) may be feasible in the study area.

**Retail & Office Demand**

The East Lake / Decatur commercial market has been strong for 10 years, with available space steadily dropping from 15% to 6% today. Asking rents have increased after a period of low growth between 2008 and 2014. New retail development was steady from 2010 to 2015, though at a slow rate. No retail developments are under construction today.

Office space vacancies within two miles of the East Lake MARTA station have declined from 12% in 2012 to 5% today. Approximately 85,000 SF of space was occupied in 2016 and approximately 143,000 SF was occupied in 2017. In addition, asking rent rates have increased since 2012. Current rates will limit the ability to justify new construction, so new office developments may need to be adaptive reuse of existing buildings.

**HOME VALUES**

The Census Tracts in the study area have seen an average increase of 83% in home value. Oakhurst neighborhood and the eastern portion of the Kirkwood neighborhood experienced the greatest increase from 2000 to 2015.

**Study Area Median Home Value**

$361,076

The study area’s median home value is $361,076.
Potential 5-Year Demand for Future Development

The infographics below show the average demand for new development within the study area. The housing demand numbers do not indicate that number will be built in a given year, but the average number that could be phased. These numbers represent market rate housing, but affordable housing is in great need throughout intown Atlanta, and should be a component of this project. The high cost of land in the area may drive the unit types that are feasible to construct. In order to secure the private creation of affordable housing units, the development costs will need to be offset through increased density (as noted in Chapter 5 on page 120) and / or be granted incentives by City governments, MARTA, the federal government, or foundations to make up the gap in financing. The approximate gap to create a permanently affordable rental unit at 80% of AMI compared to a market rate unit is $80,000.

It is important to build housing to accommodate a diverse group of residents. Baby Boomers and Millennials, in particular, will comprise the majority of the housing demand in this area. No new townhome, condo, or apartment buildings have been built inside the East Lake MARTA station study area boundary. Within the last 5 years, these housing types have been built around Downtown Decatur. Demand for these development types exists inside the study area in addition to detached single-family homes, neighborhood retail/restaurant space, and office space.

5-year demand

430
For Sale Detached SINGLE-FAMILY (85/year)

Build new construction single-family homes for young and mature families and smaller, master-on-main floor units for empty nesters, so they can age in place. Room exists for innovative and denser formats such as patio/terrace homes and zero-lot line homes.

185
For Sale Attached TOWNHOMES (36/year)

Provide both product for younger families and high-end townhomes with elevator options for empty nesters. These should be clustered near dense, active areas with restaurants and retail.

34
For Sale Attached CONDOS (one development)

Build Class A apartments targeting large units for empty-nesters with parking decks in a walkable, TOD urban pattern built to the street. Ensure ability for higher densities to include affordable housing (rental units) within the development.

600+
Units For Rent APARTMENTS

Offer a small condo building or units above retail/office. If not located above retail, cluster them near dense, active areas with restaurants and retail.

10-year demand
Bring a diverse tenant base including local services and restaurants, with few dry goods. Create the “place” people want to be by bringing high-quality local restaurants to the area and avoiding chains. Emphasize patios, rooftops, and other community gathering areas to create a walkable, urban lifestyle.

6,000 sf
Neighborhood RETAIL/RESTAURANT
(add potential of 30SF per new resident)

15,000 sf
Class B OFFICE
5-year demand

**This does not represent what will be built, but what the market could support phased over a 5-year period.

Offer Class A/B office space similar to what is offered in adaptive reuse buildings along the Atlanta BeltLine. Target small tenants under 5,000 SF, primarily in the technology, advertising, media, and information industries.
3.0 Public Outreach

What we heard from you

>> Outreach Summary & Common Themes
>> Stakeholder & Steering Committee Meetings
>> Public Kick-Off
>> MARTA Intercept
>> Online Survey #1
>> Design Workshop & Walking Audit
>> Concept Plan Survey Results
>> Final Public Meeting
Importance of Public Outreach
Public input was a key component of the planning process. The LCI is ultimately the community’s vision and plan for the future, so it is important that the plan reflects the public’s desires while also making realistic and feasible recommendations. The Make East Lake MARTA Yours LCI process included a substantial and inclusive public outreach process. Recommendations were frequently updated based on what the planning team heard in surveys and at meetings to ensure that the recommendations for the MARTA property and adjacent streetscapes preserved and enhanced the character of the surrounding neighborhoods.

Opportunities for Input
The process included many meetings and two surveys offered online and on paper as opportunities for input on the East Lake MARTA Station LCI study, including:

» September 25 & 26, 2017: Two-day Project Kick-off Event with the Academy and Kick-off Meeting;
» September 25 & 26, 2017: Two days of stakeholder interviews and focus groups;
» September 25 - November 21, 2017: Online and paper survey for general preferences regarding development, walkability, traffic, and design elements.
» October 17, 2017; December 4, 2017; February 1, 2018: Three steering committee meetings;
» October 9, 2017: MARTA Intercept at East Lake and Edgewood-Candler Park stations;
» November 18, 2017: Design Workshop and Walking Audit;
» December 8, 2017 - January 12, 2018: Online survey about the preliminary concept diagrams, street sections, and affordable housing open for a month in the middle of the process;
» February 26, 2018: Final public meeting to review the final recommendations and implementation strategy;
» September 2017 - Present: Project website hosted by MARTA with an interactive map and comments section to provide additional ideas.

Notification Efforts
In order to effectively notify the community about the meetings, the planning team used a number of methods to advertise meetings, including:

» Yard signs in the community and at the East Lake MARTA station;
Want to hear something cool? The Walking Audit had a HUGE turn-out. Walking Audits typically attract 20-30 people, and we had more than 60 people participate and tell us about the challenges they experience when walking in their neighborhoods. More on this event is on page 56.

» Poster signs at local businesses;
» 6,034 postcard mailers sent in advance of the Design Workshop and Walking Audit;
» A-frame signs at Edgewood-Candler Park and East Lake MARTA stations advertising meetings;
» Fact sheets distributed at meetings and to Steering Committee members to send to their neighbors;
» Project website with regular updates regarding the progress, future meetings, and access to project documents;
» Social media meeting notices for all public meetings (Facebook, NextDoor, Instagram, City-led pages);
» Signage at City of Atlanta City Hall; and
» Notifications sent to NPU-N, NPU-O, and all neighborhood leadership.
Common Themes

**Affordable Housing** with a mix of housing options, but don’t make the development too **dense**.

DeKalb / Howard / College / Railroad Tracks are a huge **barrier and need better crossings**.

Retain neighborhood character - **don’t lose the social diversity**

**Reduce parking** at the station, and don’t build a huge parking deck

**Convenience shopping & services** are needed at the station, like a market, grocery, and daycare

**Short-term**: Station Soccer, markets, art & murals, improve wayfinding, improved pedestrian & bike access around station / **Long-term**: offices, affordable housing

**Make it easier to walk and bike** (East Lake & Park Place at College are dangerous intersections)

**Local businesses & restaurants**, not chains

**Shuttle Service** and Clifton Corridor stops
Stakeholders & Steering Committee

Stakeholder Interviews
The TSW Team met with project stakeholders in focus groups during two full days (September 25 and 26, 2017) and via phone or individual meetings as needed. Residents, business owners, MARTA riders, City officials, agency representatives (like the Decatur Housing Authority and Invest Atlanta), advocacy groups (affordable housing, cyclists) and developers were interviewed to gain a comprehensive understanding of the opportunities and challenges in the study area. A smaller faction of this group (approximately 30 people) was asked to participate in the Steering Committee, which met three additional times during the process to guide the outreach techniques and recommendations in the correct direction.

Steering Committee Meeting #1
The first Steering Committee meeting occurred on October 17th, 2017, at the Oakhurst Baptist Church. The presentation at this meeting provided the Committee members with a summary of the planning process and timeline, public feedback received to-date, and reviewed outreach techniques for the upcoming Design Workshop. The Committee provided guidance about how to engage the public effectively at the Design Workshop.

Steering Committee Meeting #2
The second Steering Committee meeting occurred on December 4th, 2017, at the Episcopal Church of the Epiphany. The first part of the presentation provided Committee members with a summary of the market study, online survey results, Design Workshop and Walking Audit, and overall themes that surfaced through the entire public input process. The second half of the presentation reviewed the preliminary concept diagrams for the MARTA and AT&T properties (page 68 to 75) and the street sections for Park Place, East Lake Drive, College Avenue, and traffic calming for neighborhood streets. The Committee provided feedback on the concepts and specific items, such as affordable housing, that needed to be defined for the public’s knowledge.

Steering Committee Meeting #3
The third Steering Committee meeting was held at the Israel Baptist Church on February 1st, 2018. The TSW team presented a summary of the existing conditions, MARTA TOD process, and public input results from the concept plan survey. The presentation also described how the evaluation matrix was used in conjunction with the concept plan survey results to determine the winning concept designs for the north and south sides of the MARTA station, the AT&T property, and the street sections for East Lake Drive, College Avenue, and Park Place. The remaining part of the meeting was spent reviewing the draft Framework Plan, draft concept plan renderings, and next steps in the planning process. The Committee provided input on how the concept plans and the presentation for the Final Open House could be improved for more effective communication.
Public Kick-off

The two-day Public Kick-off event took place at Oakhurst Baptist Church. The Academy occurred at 6:00 PM on September 25, 2017, and the Open House took place the following evening, September 26, 2017. Both meetings included the same input activities to ensure that all attendees could participate.

The Academy
After a welcome address by Decatur Mayor Patti Garrett and Atlanta City Councilwoman Natalyn Archibong, this event included presentations to educate the attendees about background planning information, including:

» The Project Overview (presented by TSW)
» Zoning 101 (presented by TSW)
» Transportation 101 (presented by Toole Design Group)
» Market Analysis 101 (presented by Noell Consulting Group)
» MARTA TOD Guidelines (presented by MARTA)

Key take-aways from the Zoning 101 presentation include:

» Zoning regulates land uses, density, parking, and design;
» Zoning is the tool to implement plans;
» Development around the East Lake MARTA station should be transit-oriented and the tools to accomplish this exist, but may not be implemented all the time; and,
» Three jurisdictions within the study area complicate the zoning conditions.

Key points from the Transportation 101 presentation included: people around the world want places to visit and to walk, bike, or take transit to them; walkable streets are connected, accessible, convenient, and have slower driving speeds, have comfortable sidewalks, and engaging activity; complete streets are designed for ALL users.

The Market Analysis 101 presentation noted that market studies are completed to inform what is possible, that development costs include the land, construction, and soft costs; home values in the study area have increased since 2000, and that many people in the area work from home.

The Open House
The following evening, TSW presented a detailed project overview and MARTA presented the TOD Guidelines. Afterward, the attendees participated in the outreach activities, which included a neighborhood-specific SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, preferences for neighborhood development, feedback on the project goals, preferences for short-term activation and long-term development on the MARTA station property, and a map to note streetscape changes with colored tape (below).
Neighborhood SWOT

**Strengths**
- Neighbors - good communities across the board
- Walkability in general
- Trees and greenery
- MARTA Access
- History
- Local businesses
- Diversity

**Weaknesses**
- Lack of affordable housing
- Limited retail options
- Cut-through traffic
- No grocery / market
- Gentrification and losing diversity

**Opportunities**
- Walkability
- Bike-ability
- Local businesses and retail
- Affordable housing
- More density
- Grocery
- Green space

**Threats**
- Traffic and the railroad tracks
- Losing diversity
- Housing is not affordable
- Too much development and too much parking
The TSW team led Public “Intercepts” at the East Lake and Edgewood-Candler Park MARTA stations at peak travel times (7:00 AM - 9:30 AM and 4:00 PM - 6:30 PM) on Monday, October 9, 2017, to capture MARTA riders’ preferences for the future. The goal of the morning intercept at Edgewood-Candler Park was to provide riders with project information and the opportunity to complete the survey. The goals of the intercepts at East Lake were to understand riders’ preferences for short-term activation and long-term development on the MARTA property, specifically, and to offer the opportunity to take the survey. The team reached many station users because of the location at the bus bay on the south side of the station.

Key Findings
Many participants at the intercept came from the surrounding neighborhoods and expressed concerns about high-density development, parking, affordable housing, and the effects of additional housing on the City of Decatur schools. The majority of people preferred one- to two-story mixed-use development and small multi-family buildings, so that the scale of buildings matches the surrounding single-family neighborhood context, but three- to five-stories was identified as the maximum height. Others noted concern about the effects of development on parking and traffic, and whether a large parking deck would be built to accommodate all of the parking spaces currently at the station.

Short-term Development Preferences:
» Plaza & Parking Lot Use: food trucks and outdoor seating
» Retail: markets
» Signage: large station signs
» Art and Landscape: fun sculptures and large-scale murals

Long-term Development Preferences:
» Housing: small multi-family buildings, apartments that are 3-5 stories maximum, live/work townhomes
» Commercial and Mixed-Use: 1-2 story buildings, with an absolute maximum of 3-4 stories
» Five-story buildings located closer to the transit station if affordable housing above 20% of all units is provided
» Public Space: village green; bike and pedestrian trails

Other Points to Note:
Participants also noted other important items to consider throughout the planning process:
» Use of renewable energy for future development;
» MARTA previously reduced bus lines that used to serve the station, and these should be added back into the system;
» Increase the frequency of trains;
» Provide daycare facilities;
» Offer circulator shuttles for schools and nearby employment centers, like Emory University;
East Lake Intercept
Preferred Images

MARTA Station Development Visual Preference Survey
The kiosk with the short-term activation techniques, long-term development options, and transportation opportunities map was displayed at both the two-day Public Kick-off event and MARTA Intercept. The preferred images for short-term activation techniques at the MARTA station were outdoor seating, markets, food trucks, community gardens, and fun sculptures. Though it received slightly fewer dots, many participants were also enthusiastic about Station Soccer.

MARTA Station & Neighborhood Development Visual Preference Survey
The same images for long-term development were displayed for the East Lake MARTA station parking lots and neighborhood corridors. Participants chose the exact same images for all areas that could be redeveloped in the future, and the preferred images are shown on the adjacent page. The smaller building types were the preference for residential and mixed-use development on both the MARTA station and other redevelopment sites, with an absolute maximum height of three to five building stories.

Winners:
» Outdoor Seating
» Markets
» Food Trucks
» Community Gardens
» Fun Sculptures
Long-Term Development - MARTA & Along Neighborhood Corridors

- Neighborhood scale development!
- Townhomes: Small building footprint
- Mixed-use: 3-4 stories max
- Open space: Bike and pedestrian trails
- Open space: Village green
- Mixed-use (locally owned businesses)
- Multi-family: 3-5 stories max
Surveys

Public Survey
A survey was released on September 25, 2017, and closed on November 21, 2017, to obtain information on how respondents access the station, how frequently transit is used, and what they would like to see in the future. It also gave constituents an opportunity between the first Public Kick-off event and after the Design Workshop to provide their feedback. The survey was available on the project’s website and on paper at all public meeting events. 637 total responses were received with a 60% completion rate (379 surveys).

93% ride
>> A majority of survey takers stated that they ride the train; however, only 18% stated they use the bus service.

Reasons for not riding trains:
» Time and reliability
» Total cost
» Trains do not go to their work or their destinations
» Inconvenience

82% do NOT ride

Reasons for not riding buses:
» Time and reliability
» Security
» Buses don’t go to their destinations
» Have a car and prefer to drive

Approximately 16% of respondents use the train daily, but many respondents only take it to special events.

36% ride only during special events

Other destinations:
» Downtown
» Locations where parking is difficult
» Museums
» Work events & meetings

however, 2% of respondents stated they NEVER ride.
94.5% of East Lake Station users take the train, 0.5% of them take the bus, and 5% use both.

80% of respondents take trains to special events/ sports games, 70% to the airport, and 43% to and from work.

Destinations
Most respondents take the train to special events and sports games, the airport, and to commute to and from work.

Improved Experience
» Improved security (police presence, lighting, etc.)
» Safety improvements (sidewalk / paths in good condition, crosswalks)
» Retail options at the station
» Public art
» Community gardens

East Lake Use
91% of respondents use the East Lake MARTA Station
» Edgewood/Candler Park has more trains
» Live closer to a different station
» Inconvenient

Getting to the Station
» 28% get dropped off
» 15% bike
» 11% use Uber or Lyft services
» 3% take the bus
» 12% would prefer to take the bus
» 72% would prefer to walk
» 33% would prefer to bike

Willingness to Walk / Bike
» Proper sidewalks and/or paths were in place.
» Paths separated from traffic and in good condition.
» Crosswalks and/or crossing signals at intersections.

Prevents Walking & Biking
» Lack of sidewalks, bike lanes, and paths
» Destinations are too far/take too long to get to
» Weather
» Concern for personal security & safety
Surveys

The survey also asked a series of questions about where respondents live, the types of development that would be appropriate in and around the East Lake MARTA station, density preferences, items that would improve connectivity, and more.

Potential development around the East Lake Marta Station and within the study area

The chart above shows the preferred types of development around the East Lake MARTA station and along corridors connecting to the station, such as College Avenue and DeKalb Avenue. Different types of residential development received many votes individually, demonstrating that a variety of residential units are desired.

44% of respondents expressed that 3-story buildings would be an acceptable height. 28% would accept 4-story buildings.

56% of respondents noted that 4 stories or higher would be acceptable for new buildings at or around the East Lake MARTA station.
75% would accept one additional multi-family story to incorporate an additional 10% of affordable housing units.

**Would accept additional multi-family**

**Would not accept additional multi-family**

72% of respondents would accept increased density to bring more retail and services

New bridge would have no impact, I would not cross bridge either way

30% of respondents would accept a wider bridge

16% of respondents would use the existing bridge

1st

- Improve Connectivity

The survey asked what would improve the connectivity MOST within and between neighborhoods and the MARTA station. The top 3 items were sidewalks, bike lanes, and trails.

Most respondents would like to see more retail options and park space both around the East Lake MARTA Station and in their neighborhoods.

Top rated short-term items to make East Lake Marta the front porch:

- Farmers’ market
- Retail options
- Public art (performances, murals)
- Landscaping improvements
- Tables and chairs

Other suggestions: real-time data of bus and train information, more police presence/security, coffee shop, better bike/ped access, food trucks, and maintenance.

DRAFT 06.12.2018
The Walking Audit and Design Workshop occurred on Saturday, November 18, 2017, from 9:00 AM to 4:00 PM. Approximately 60 participants met at the East Lake MARTA station for the Walking Audit, and nearly 70 people attended the Design Workshop later in the day, at the Bessie Branham Recreation Center.

Walking Audit
During the Walking Audit, Toole Design Group led two 30-person groups along a one-mile loop on streets adjacent to the East Lake MARTA station. Participants were asked to consider the following: what to preserve; what to change or remove; and what is missing. The top three concerns voiced during the Walking Audit include:

» Pedestrian-scale lighting along the streets, especially under the railroad tracks, at the rail crossing, and crosswalk locations.
» Wayfinding.
» Aesthetic updates to the MARTA station, like opening the station and removing the tall walls.

Many participants noted sidewalk gaps on some streets; poor sight lines on Howard Avenue; locations to add mid-block crossings; that user comfort is diminished on many streets like East Lake, Howard Avenue, DeKalb Avenue, and Paden Circle; the need to reduce intersection sizes, especially at East Lake and Howard; and the need for traffic calming measures on residential streets connecting to the station.
Design Workshop
At the Design Workshop, concepts for the East Lake MARTA station and the AT&T property east of the station, street sections for key study area streets, and 3D digital models were displayed for feedback at different kiosks. Attendees could build their own preferred street sections (to-scale) for College Avenue, Park Place, and East Lake Drive. Consultants were available to draw new ideas for the MARTA and AT&T properties, and participants could help build 3D digital models of their preferred development schemes to understand them at eye-level. Finally, other kiosks displayed input received to-date, market study findings, and important zoning items to consider for future development in both the City of Atlanta and City of Decatur.

Workshop Input
As heard through other public input methods, the prevalent feedback received at the Design Workshop includes:

» Include affordable housing and mixed housing types;
» Concerns about differences in ordinances, standards, and services due to multiple jurisdictions in the study area;
» Concerns about building heights;
» Reduce the impact of parking;
» Add more green space or green space types;
» Ensure the proposed park on Park Place serves the adjacent neighborhoods; and,
» Add bike and pedestrian paths in many places in the study area.

Great Participation!
Teamwork!
3D Models
Two Groups
Concept Plan Survey Results

The concept plan survey was released on December 8, 2017, and closed on January 12, 2018, to allow stakeholders an opportunity to give their feedback on the concepts derived from the previous six public events, two steering committee meetings, website comments, and previous survey responses.

The survey was divided into four manageable sections that asked survey participants to vote for their favorite concepts for:
» The north side of the East Lake MARTA station (including short-term fixes).
» The south side of the East Lake MARTA station (including short-term fixes).
» The AT&T property, east of the MARTA station.
» Street sections for East Lake Drive, College Avenue, and Park Place.

East Lake MARTA Short-Term Fix Concepts
A map of the East Lake MARTA station property illustrated fifteen short-term recommendations, and respondents were asked to choose their top three ideas. The top choices were: 1.) Murals and way-finding lighting on the station’s pedestrian bridge; and, 2.) Station Soccer and food truck events, which tied for second place. The infographic below illustrates the results for each recommendation. Respondents could also suggest other ideas they had for short-term fixes, and some ideas include:
» Add a bike shop for maintenance repair;
» Add a small bandstand for concerts;
» Plant more trees and other greenery near seating areas;
» Bring these suggestions to other areas, like along East Lake Drive and Park Place (i.e. temporary medians, plant installations, mural-style crosswalks)
Multiple design concepts were developed for potential development on the East Lake MARTA station and the AT&T property. Plans were rated on a scale of 1 to 5: 1.) “No Way!” 2.) “Not for me,” 3.) “Indifferent,” 4.) “Like it,” and, 5.) “Love it!”

East Lake MARTA North Side Concept C.3
Most survey respondents preferred the below concept, which focuses on larger, mixed-use buildings with multi-family units and commercial space (retail, office), and more green space than the other options.

East Lake MARTA South Side Concept C.4
Respondents preferred the below concept, which was derived at the Design Workshop and includes five-story, mixed-use buildings fronting College Avenue and multi-family buildings that step down in height closer to existing single-family homes. Bus traffic is shifted to College Avenue and a large, public Station Green fronts Park Place.

AT&T Site Concept C.1
Many respondents preferred the adjacent concept, which includes small single-family homes, townhomes, office space, live/work units, and surface parking. Park Place is extended through the site to College Avenue, and existing access drives are used as alleys.

Affordable Housing
Approximately 64% of survey respondents would be willing to add another story to each residential building for an additional 10% of affordable housing units. The final question asked the preferred income target (based on Area Median Income) for affordable housing units. More than 50% of respondents would like to target residents earning 60% AMI or lower.
Concept Plan Survey Results

Street Section Survey Results.

The planning team developed concept street sections for College Avenue, Park Place, and East Lake Drive. Sections were rated on a scale of 1 to 5: 1.) “No Way!” 2.) “Not for me,” 3.) “Indifferent,” 4.) “Like it,” and, 5.) “Love it!” A summary of the results for each preferred street section is below. All street sections maintain the existing right-of-way (ROW) width.

**College Avenue Concept A**

**Key items:** planted median and designated left-turn lane between travel lanes, buffered bike lanes, reduced car lane widths.

**75%**

**Love it! / Like it**

**Park Place Concept B**

**Key items:** planted median and designated left-turn lane between travel lanes, buffered bike lanes, reduced car lane widths.

**76%**

**Love it! / Like it**

**East Lake Drive Concept B**

**Key items:** a planted median between two travel lanes, buffered bike lanes, reduced car lane widths.

**74%**

**Love it! / Like it**
Open-ended question responses

Survey respondents were asked to describe how each proposed concept plan could be improved. Overall, survey takers were divided between preferring more or fewer housing units, higher or lower density, and how much parking to provide. Some answers are summarized below:

**East Lake MARTA station property:**
- Make sure housing is affordable and inclusive as possible;
- Include less parking and encourage more bike riding;
- Add bike facilities (i.e. parking station, bike share, protected bike lanes, bike storage lockers);
- Reduce density due to potential overcrowding in the City of Decatur schools;
- Bury the parking deck to make room for more green space or more development;
- Ensure that any new development adheres to the existing architectural vernacular of the surrounding neighborhoods;
- Ensure that enough public green space is available;
- Make sure buses are accessible to commuters;
- Add more office space and the plans for live/work units are great;
- Reduce the building heights; two to three stories buildings are acceptable, but four or five stories is too tall;
- Provide a high percentage of mixed-income housing to keep housing accessible in Decatur for middle class families;
- Create larger blocks of green space, as opposed to smaller pockets that are split up around the site;
- Place parking as close to the station as possible;
- Provide reliable neighborhood shuttles.

**AT&T property:**
- Incorporate, adapt, and/or reuse the existing buildings when possible (i.e. existing brick building);
- Add mixed-use on College Avenue rather than live/work units;
- Ensure affordable/workforce housing is offered;
- Keep the combination of townhouses and single-family homes;
- Reduce density due to potential overcrowding in the City of Decatur schools;
- Include a roundabout at Park Place and East Lake Drive;
- Ensure enough green space is provided;
- Reduce the parking in general, but specifically, reduce surface parking lots and offer shared parking agreements with MARTA;
- Provide protected bike lanes and connect those with the existing trails.

**Street sections:**
- Protect, don’t just buffer, bike lanes;
- Reduce travel lane widths and provide traffic calming measures;
- Concentrate on safe crossings for pedestrians and cyclists;
- Make the sidewalk on East Lake Drive wider than five feet;
- Provide commuter lane for buses and people who carpool.
Final Public Meeting

The Final Public Meeting occurred on Monday, February 26, 2018, from 6:00 PM to 8:00 PM at the Church of the Epiphany. Approximately 100 participants attended the meeting.

Kiosks had final concepts for the East Lake MARTA station, the AT&T property east of the station, and street sections for key study area streets. The presented concepts were developed and updated from the input received throughout the planning process. This meeting allowed attendees to voice remaining concerns, questions, or comments to the project team and officials from MARTA, City of Decatur, City of Atlanta, the ARC, and City of Atlanta Councilwoman Natalyn Archibong. Following the presentation and comment session, attendees could review the recommendations at the kiosks and provide additional written comments.

Common questions / concerns heard at the meeting:

» Will there be an adequate amount of affordable housing?
   The plan recommends a minimum of 20% of all units be affordable units.

» Where will the affordable housing be located?
   Within the development on the East Lake MARTA station, distributed throughout the buildings.

» How is affordable housing determined, and what is the rental rate for a one-bedroom apartment at the Edgewood-Candler Park station and at the Avondale station?
   HUD determines the Area Median Income for the Atlanta Metropolitan Statistical Area (MSA) each year, which is used to determine the rental rates at each level of AMI. MARTA does not have the rental rates for those units on-hand for this meeting.

» How will traffic be mitigated with the addition of more housing units and retail options?

Streets leading to the MARTA station will allow more modes of transportation so that people can walk or bike for some trips, rather than drive. By locating development at the station, more people will also use MARTA to reach their destinations.

» Will the proposed development truly be at a neighborhood scale?
   The recommended building heights for this project are based on the public input we received. The building step-downs from five to three stories closer to existing residential properties ensures that the buildings are at the neighborhood scale.
Final Meeting Input

As heard through other public outreach methods, the prevalent feedback received at the Final Public Meeting includes:

» Include additional traffic calming measures on cut-through streets of Winter Avenue and Leland Terrace.
» Address the need for an elevator on the north side as part of the short-term fix solutions.
» Ensure seniors and active adults can live here.
» Provide enough incentives to developers to ensure adequate affordable housing is supplied.
4.0 Recommendations

What could the future look like?

>> Goals
>> Preliminary Concepts
>> Concept Evaluation
>> Framework Plan
>> Recommended Concept Plan
>> MARTA Property and Street Sections
>> AT&T Property and Street Sections
Goals

1. Increase ridership and revenue at the East Lake MARTA station.

2. Make the East Lake MARTA station a community destination with short-term and long-term solutions.

3. Design better connections to the East Lake MARTA station and between residential neighborhoods by improving safety for pedestrians and bicyclists.

4. Create a vision for under-used properties along the commercial corridors with neighborhood-oriented uses.

5. Establish the scale of future development that enhances and protects the surrounding residential neighborhoods.

DRAFT 06.12.2018
Our Ideas + Your Ideas

Make East Lake MARTA the Front Porch by opening the station for community events, new housing options, community open spaces, public art, retail destinations, thoughtful parking solutions, and stormwater infrastructure (Goals 1, 2, 4).

Make streets walkable, bike-able, & fun with traffic calming solutions, signage, wider sidewalks and landscape buffers, improved intersection treatments, and improved bike facilities (Goals 3, 5).

Make room for more neighbors by adding a mix of housing types that accommodate different age groups, income levels, and preferences (Goal 3, 5).

Make your neighborhood’s story by protecting and enhancing the character of the neighborhoods and commercial nodes (Goal 5).

Make more social & connected spaces by adding needed retail, services, and public space (Goals 1, 2, 3, 4, 5).
Preliminary Concepts

East Lake MARTA station Parking Lots (Long-Term)
The East Lake MARTA station parking lots (10 acres) are noted as highly susceptible to change in order to support MARTA’s goal to create transit-oriented development around the transit stations in the system (see pages 8 to 9 to learn more). Important themes captured in all of the MARTA property concepts include:

» Accommodating a residential density appropriate for transit-oriented development based on MARTA’s TOD Guidelines;
» Offering variety of rental housing types;
» Creating housing types that could accommodate affordable units (affordable housing defined on page 12);
» Stepping down building heights as they approach adjacent residential neighborhoods, making it so that no building is taller than 5 stories;
» Extending Winter Avenue to College Avenue to create a new intersection and street connection;
» Providing on-street parking and parking decks hidden by buildings;
» Replacing MARTA’s parking at its historic utilization rate (39%)
» Creating usable public and private green space in multiple locations;
» Using existing curb-cuts and access drives to create alleys and street connections;
» Prioritizing pedestrian and bicycle paths on existing and proposed streets; and
» Maintaining bus service on the south side of the station.

LEGEND

Mixed-Use Commercial & Residential
Office
Live/Work Units
Mixed-Use Commercial
Multi-Family
Townhomes
Parking
Green Space / Public Space

» All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within public right-of-way.
» Only non-residential properties were analyzed.
» Single-Family homes were not considered.
Concept M.1
This concept includes a variety of housing types and distributes the density on both sides of the station. All buildings step-down in building height as they approach residential neighborhoods, and the tallest buildings are adjacent to the station and College Avenue. The “Front Porch” public space is on the north side of the station.

```
<table>
<thead>
<tr>
<th>Land Use Type</th>
<th># Units</th>
<th># SF</th>
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<tbody>
<tr>
<td>Housing</td>
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<tr>
<td>Multi-Family</td>
<td>374</td>
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<tr>
<td>Townhomes</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Live / Work</td>
<td>5</td>
<td></td>
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<tr>
<td>Single-Family</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>-</td>
<td>31,000</td>
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<tr>
<td>Office</td>
<td>-</td>
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<tr>
<td>Retail</td>
<td>-</td>
<td>2,800</td>
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<tr>
<td>Ground Floor - Mixed Use</td>
<td>-</td>
<td>28,200</td>
</tr>
<tr>
<td>Green Space</td>
<td>-</td>
<td>31,050 (0.71 acres)</td>
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<tr>
<td>Parking</td>
<td>674 spaces</td>
<td>55 Self-Parked Units</td>
</tr>
<tr>
<td>OVERALL DENSITY</td>
<td></td>
<td>34 units / acre</td>
</tr>
</tbody>
</table>
```

Concept M.2
This concept recommends multi-family housing (stand-alone and above commercial) and live-work units. A large village green on the south side is framed by the MARTA station, multi-family housing, live / work units, and office space. The “Front Porch” on the north side extends along Howard. Current bus traffic is shifted from the south parking lot to College Avenue.

```
<table>
<thead>
<tr>
<th>Land Use Type</th>
<th># Units</th>
<th># SF</th>
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</thead>
<tbody>
<tr>
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<tr>
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<td>408</td>
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<td>Townhomes</td>
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<td>Live / Work</td>
<td>8</td>
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<td>Single-Family</td>
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<td>Retail</td>
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<td>Ground Floor - Mixed Use</td>
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<td>44,900</td>
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<td>Green Space</td>
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<td>65,700 (1.51 acres)</td>
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<tr>
<td>Parking</td>
<td>884 spaces</td>
<td>55 Self-Parked Units</td>
</tr>
<tr>
<td>OVERALL DENSITY</td>
<td></td>
<td>37 units / acre</td>
</tr>
</tbody>
</table>
```
All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within public right-of-way.

- Only non-residential properties were analyzed.
- Single-Family homes were not considered.
Concept M.3
The third concept focuses on larger, mixed-use buildings that offer multi-family units and commercial space and live / work units. More green space is provided in a series of small, public spaces on both sides of the station. Bus traffic is kept close to its current configuration on the south parking lot.

<table>
<thead>
<tr>
<th>Land Use Type</th>
<th>Total Site Area</th>
<th>Total for Both Lots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Site Area</td>
<td>10.97 acres</td>
<td></td>
</tr>
<tr>
<td>Land Use Type</td>
<td># Units</td>
<td># SF</td>
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<tr>
<td>Housing</td>
<td>327</td>
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<td>Multi-Family</td>
<td>299</td>
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<tr>
<td>Townhomes</td>
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<tr>
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<tr>
<td>Commercial</td>
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<td>84,800</td>
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<td>18,600</td>
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<tr>
<td>Retail</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Ground Floor - Mixed Use</td>
<td>-</td>
<td>66,200</td>
</tr>
<tr>
<td>Green Space</td>
<td>-</td>
<td>52,200 (1.20 acres)</td>
</tr>
<tr>
<td>Parking</td>
<td>831 spaces</td>
<td>28 Self-Parked Units</td>
</tr>
<tr>
<td>OVERALL DENSITY</td>
<td>50 units / acre</td>
<td></td>
</tr>
</tbody>
</table>

Concept M.4
This south side concept was developed from feedback on concepts M.1 to M.3 at the Design Workshop Meeting. Five-story multi-family buildings situated closer to the station entrance and connected by a pedestrian bridge increase the site’s overall density. Mixed-use commercial and residential space fronts College Avenue, bus traffic is shifted to College Avenue, and a Village Green along Park Place invites neighbors to the station. M.4 could be paired with any north side concept, which would make the overall density 40 to 43 units / acre.

<table>
<thead>
<tr>
<th>Land Use Type</th>
<th>Total Site Area</th>
<th>Total for South Lot</th>
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<td>Land Use Type</td>
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<tr>
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<td>Office</td>
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<td>Ground Floor - Mixed Use</td>
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<td>23,000</td>
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<td>Green Space</td>
<td>-</td>
<td>48,700 (1.12 acres)</td>
</tr>
<tr>
<td>Parking</td>
<td>481 spaces</td>
<td>6 floors (9’ tall floors)</td>
</tr>
<tr>
<td>OVERALL DENSITY</td>
<td>50 units / acre</td>
<td></td>
</tr>
</tbody>
</table>
Preliminary Concepts

AT&T Property (Long-Term)
The City of Decatur considers the AT&T Properties (7 acres) on College Avenue as underutilized commercial properties. Redevelopment of the land will depend on the current property owner and the private sector. The City of Decatur has no plans for acquisition, and this concept should be used as a long-term vision if the land is ever sold. Important themes captured in all of the AT&T concepts include:

» Accommodating an appropriate residential density to blend with the adjacent, existing single-family neighborhoods and commercial space;
» Offering a variety of housing types and buildings that could accommodate affordable units;
» Creating small offices and / or co-working spaces;
» Extending Park Place through the site to connect to College Avenue;
» Providing on-street parking and rear surface parking lots, accessible by alleys, to accommodate all new uses and support existing businesses;
» Prioritizing pedestrian and bicycle pathways on existing and proposed streets; and
» Creating at least one usable, public space.

Legend

| Mixed-Use Commercial & Residential |
| Office |
| Live/Work Units |
| Multi-Family |
| Townhomes |
| Parking |
| Green Space / Public Space |

<table>
<thead>
<tr>
<th>Concept A.1</th>
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<th>Concept A.3</th>
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<td>7.09 acres</td>
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<td># SF</td>
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<tr>
<td>Housing</td>
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</tr>
<tr>
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<td>Live / Work</td>
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<tr>
<td>Commercial</td>
<td>-</td>
<td>27,300</td>
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<td>Office</td>
<td>-</td>
<td>27,300</td>
<td>-</td>
</tr>
<tr>
<td>Green Space</td>
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<td>13,300 (0.31 acres)</td>
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</tr>
<tr>
<td>Parking (109 needed)</td>
<td>164</td>
<td>73 self-parked units</td>
<td>179</td>
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<tr>
<td>OVERALL DENSITY</td>
<td>10 units / acre</td>
<td>13 units / acre</td>
<td>22 units / acre</td>
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DRAFT 06.12.2018
Concept Evaluation

Concept Evaluation Matrix

The online concept survey determined the participants’ preferred concept diagrams for the MARTA and AT&T sites (pages 52 to 55). Next, each concept was evaluated based on public feedback, the project goals (page 66), and corresponding objectives. Metrics were established for each criterion to provide a score on a scale of 1 to 5. In order to equally weigh the public input against the project goals and corresponding criteria, the scores for all criteria were averaged for each goal. Each goal had a different number of criteria, requiring the score to be averaged to weigh each goal equally. The five goals each had an overall average score, and the community support section also received a score on a scale of 1-5 based on the concept survey results. The sample matrix of the MARTA Station concepts below illustrates how each MARTA Station concept ranked based on these criteria. The metric definitions and expanded matrix are in the appendix.
<table>
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<tr>
<th>SCORE Bus Access and Operations</th>
<th>AVG SCORE</th>
<th>SCORE Neighborhood Oriented Uses</th>
<th>SCORE Options for Affordable Housing</th>
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<th>SCORE Parking ratios reduced for private development</th>
<th>AVG SCORE</th>
<th>SCORE Building Heights Do Not Exceed Preferences</th>
<th>SCORE Building Heights Step back</th>
<th>SCORE Buffers Next to Residential Properties</th>
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<th>Support (total like it/love it)</th>
<th>SCORE Support</th>
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**DRAFT 06.12.2018**
Framework Plan

Make East Lake MARTA Yours

Based on the market study and public input through multiple surveys and meetings described in Chapter 3, the Framework Plan focuses on mixed-use development with ample green space, housing that can accommodate affordable units, a mix of retail and office space, and improving bicycle and pedestrian connections between the East Lake MARTA station and neighborhoods. All development recommendations occur completely within the MARTA and AT&T properties, and within the public right-of-way for streetscape enhancements; therefore, no residential parcels were considered for redevelopment. MARTA may not relinquish ownership of their land; the preferred TOD structure is through a long-term ground lease with a private developer. The recommendations meet the five goals for this study (page 66) and many goals from adopted planning studies (page 4).

MARTA TOD Process

This LCI, which provides a framework for future implementation, is the first phase of MARTA’s TOD process. Once MARTA decides to move forward, they will use a competitive solicitation process to select a development partner to implement TOD. A successful development proposal will be chosen based on multiple factors, including how it meets the goals of this study. After MARTA enters an agreement with a developer and the site plan is approved through all jurisdictions, implementation begins.

Overall Framework Plan Recommendations

» The MARTA station and AT&T properties are noted as opportunity sites for transit-oriented development.
» Buses on the south side of the East Lake MARTA station are re-routed to College Avenue, Winter Avenue, and Park Place.
» Winter Avenue is extended through the MARTA property to College Avenue as a shared street.
» Park Place is extended through the AT&T site to College Avenue.
» Existing access drives are re-used as streets and alleys.
» Adjusted streetscapes on key streets and traffic calming on neighborhood streets improve bicycle and pedestrian connections to the East Lake MARTA station and between neighborhoods.
» Housing types that can accommodate at least 20% affordable housing units, as recommended in the policy action plan on 117, are proposed on the station property.
» Non-residential parcels shown in pink on the map are susceptible to redevelopment. Development on these sites should adhere to the same design and policy recommendations as the concept plans for the MARTA and AT&T property, which were largely based on public input.
All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within the public right-of-way.

Only non-residential properties were analyzed.

Single-family homes were not considered.
The recommended site plan includes mixed-use development, including affordable housing, on the 10-acre MARTA property, and a long-term vision on the 7-acre AT&T properties; park space; and a focus on making it easier for people to travel to and from the MARTA station. Travel is improved through traffic calming recommendations on neighborhood streets and enhanced street sections on College Avenue, Park Place, East Lake Drive, and Howard Avenue / DeKalb Avenue. Development addresses the surrounding neighborhoods’ character with a maximum of 5 stories for all buildings, with the requirement that buildings step down to 3 stories adjacent to single-family residential districts. In addition to mixed-use development, a significant amount of usable public open space and recommended programming is provided on the MARTA station property.
All proposed development and streetscape changes occur completely within the MARTA property, AT&T property, and within public right-of-way.
The final recommendations for the MARTA property include:

- Mixed-use development, including housing with at least 20% affordable units, retail, restaurant, and office space;
- Green space and plazas (~19% of the land area) that are connected with bicycle and pedestrian facilities on the connecting streets;
- Reduced parking ratios for all uses based on new zoning districts and parking for MARTA patrons at the historic utilization rate;

MARTA Station

The concept plan for the MARTA station requires re-zoning (see Chapter 5) in both the City of Atlanta and City of Decatur to allow mixed-use development. The infographics to the right describe the overall recommendations for the MARTA property.

Parking that serves MARTA patrons may change based on MARTA’s parking model to determine the necessary number of spaces. The number used in this study is based on the historic utilization (39%), and parking ratios for other uses were reduced based on upcoming City of Atlanta zoning ordinance changes and existing City of Decatur parking requirements.

**Recommendations Program**

- Extension of Winter Avenue to College Avenue and re-routing bus loading and traffic onto College Avenue, Winter Avenue, and Park Place;
- Stepping down buildings toward single-family residential districts and adding buffers where appropriate;
- Station improvements, such as re-designing the building entrances and adding signage on the pedestrian bridge;
- Access drives re-used as street extensions and alleys.
MAXIMUM DENSITY: 43 units per acre

UNINCORPORATED DEKALB COUNTY

CITY OF ATLANTA

CITY OF DECATUR

All proposed development and streetscape changes occur completely within the MARTA site, and within public right-of-way.
More detail on the implementation and Action Plan for the MARTA station concept is in Chapter 5, page 110. As noted in Chapter 5, the south side and changes to College Avenue, Winter Avenue, and Park Place should occur prior to or concurrent with the north side changes. The construction action items include the following:

- Build the Howard Avenue street section.
- Build the DeKalb Avenue street section, and connect it to the Howard Avenue section.
- Develop housing and mixed-use on north side of the station.
- Build the “Front Porch” as part of the mixed-use development on the north side.
- Build Paden Circle Park and add sidewalks on Paden Circle.
- Relocate Station Soccer to the top of the new parking deck.
- Connect Winter Avenue to College Avenue on the south side.
- Construct the College Avenue street section enhancements and move MARTA bus loading to College Avenue.
- Construct Park Place streetscape enhancements.
- Make improvements to the Park Place and College Avenue intersection and add a 3-way stop
- Develop housing and mixed-use on the south side of the station.
- Build the Station Green and other public spaces.
The Front Porch

To activate East Lake MARTA station’s Front Porch, the current station entrance is replaced with a more inviting entrance. The building visually opens with glass walls and a bright corridor that encloses a lively public courtyard ("the Front Porch") complete with bike parking, outdoor seating, and a space for food truck vendors. Mixed-use development, a proposed restaurant building, and multi-family housing overlook the public space, providing a safer and consistently active community space.
Paden Circle Park

This one-acre park provides another public space that offers residents and visitors a scenic place to relax and play. The steep terrain allows for the inclusion of a dramatic stormwater feature, boardwalk overlook, a waterfall overlook with art installations, and a scenic pedestrian pathways joining the sidewalks on East Lake Drive and Howard Avenue.
Overlook with waterfall & art

Path follows contours down the hill and connects to Howard Avenue sidewalks

Lawn

Stormwater retention feature
DeKalb / Howard Avenue

The DeKalb Avenue / Howard Avenue corridor links the City of Atlanta with the City of Decatur at the East Lake MARTA station property. In its current state, this high-volume corridor is comprised of four lanes of vehicle traffic (two lanes each way), and a designated left-turn lane that changes to a center reversible lane. Public input noted the corridor as dangerous, car-oriented, and unsafe for pedestrians and cyclists.

In an effort to make this corridor a complete street that is accessible and safe for all users, the City of Decatur’s Re-Imagine West Howard Avenue and the City of Atlanta’s Renew Atlanta DeKalb Avenue studies both suggest that the corridor be redesigned into an equitable multimodal street. Recommendations for each study include new landscaping, landscape buffers, separated bike lanes, and wider sidewalks. The proposed street sections are shown below.

Today, the planned Renew Atlanta DeKalb Avenue street section ends at

City of Decatur Re-imagine West Howard street section, facing East

Link these sections between Paden Circle & Rocky Ford

City of Atlanta Renew Atlanta DeKalb Avenue street section, facing East
Rocky Ford Road, and the planned Re-Imagine West Howard Avenue street section does not start until Paden Circle, leaving a portion of the corridor left undetermined for future improvements. This study recommends continuing the streetscape proposed in Re-Imagine West Howard to Rocky Ford Road.

Action Items

Additional details for implementation and the action plan are in Chapter 5, page 112.

» Approve the recommendation to extend the Howard Avenue street section to the City of Atlanta’s Renew Atlanta DeKalb Avenue project.

» Obtain and allocate funding for each street.

» Hire a design and engineering team for construction design work.

» Construct the new street sections and bike facilities.
The College Avenue right-of-way varies in width and use of the space along the entire corridor. Because of the varied conditions and the recommendation to move bus loading onto College Avenue, three recommended sections were created to accommodate multiple transportation modes. The section adjacent to the MARTA station has very wide lanes (22’ in some portions), allowing room to provide a central median, two vehicle lanes, a separate bus waiting platform and loading area for 4 buses, and a separated bike lane. Buses are loaded on College Avenue, then travel down Winter Avenue to Park Place. The recommended bike lane ends at the Atlanta Avenue intersection to link to the Stone Mountain Trail. On-street parking is provided adjacent to the proposed mixed-use development; however, the section narrows west of the station, requiring a future decision regarding the neighborhood’s preferences for existing on-street parking or an improved bike facility.
Proposed - west of bus

Proposed Street Section - east of bus

Proposed - at bus loading

Action Items
Details for implementation and the action plan in Chapter 5, page 112.

» Obtain and allocate funding in both cities.

» Combine work with Winter Avenue Extension to complete the bus travel loop.

» Hire a design and engineering team for construction design.

» Construct the new street section and bike facilities.

» Construct the new bus plaza and shelter.
College Avenue Bus Plaza

Bus loading is moved from the station property to College Avenue, and conflict points between buses and pedestrians and cyclists are eliminated through separate facilities. Shifting the bus loading to College Avenue opens space for a pleasant sheltered waiting plaza, a small coffee shop or other retail use, and adjacent office building. To make this plaza more usable, bus shelters, trees, landscaping, bike parking, and seating are provided.
Today, riders wait for MARTA buses by the south parking lot (photo above) and buses circulate in a loop in the parking area; however, this plan recommends that bus loading occur along College Avenue, which has plenty of right-of-way width to accommodate up to four stacked buses at a time in a separate lane. Bus traffic would then be re-routed to College Avenue, Winter Avenue, and Park Place.

MARTA’s TOD Guidelines suggest providing station-area development that is compact and dense relative to its surroundings. Additionally, “Neighborhood Stations,” like East Lake, are intended to accommodate bus loading on streets, rather than internal to the MARTA sites. With this proposed change in bus loading, additional land at the station is available for denser development closer to the station entrance and more usable public spaces.
East Lake Drive

The proposed streetscape improvements for East Lake Drive extend from Parkwood Road to Third Avenue, and all proposed improvements are within the existing right-of-way. Protected bike lanes and wider sidewalks are separated from vehicular traffic. This section of East Lake Drive runs past the proposed Paden Circle Park, offering commuters a more enjoyable and scenic traveling experience.
Action Items

Details for implementation, and the action plan are in Chapter 5, page 112.

> Study the current configuration of the street section to determine the road diet’s success.
> Obtain and allocate funding.
> Hire a design and engineering team for construction design.
> Construct new street section from Parkwood Road to Third Avenue with corresponding intersection improvements.

Proposed Street Section
Winter Avenue Extension

This plan recommends extending Winter Avenue, where the existing south parking lot entrance is located, through the parking lot to College Avenue. Winter Avenue would become a shared, curbless street with on-street parking on one side, and pavers, street trees, and street furniture delineating uses. The shared street concept would prioritize pedestrians and cyclists, allow the adjacent corner plaza to expand for events, and seamlessly connect to the bus plaza at College Avenue. The vehicle lanes are wide enough to accommodate bus traffic turning onto Park Place, and the intersection with Park Place would be tabled to encourage slower speeds.
Multi-family with building height step-down to 3 stories

Corner public plaza with public art

**Action Items**
Details for implementation, and the action plan are in Chapter 5, page 112.

» Extend the street with the development of the MARTA property and when bus loading is moved to College Avenue.

» Build the tabled intersection at Winter Avenue and Park Place.

**Proposed Street Section**
Park Place

The proposed streetscape enhancements for Park Place offer a safer environment for commuters with the addition of separated bike facilities, wider sidewalks, on-street parking, and a planted median, all of which fit within the existing right-of-way. Pedestrians and cyclists are buffered from car traffic by planters, transitional pavers, and on-street parking. Crosswalks are added at key intersections and green paint notes where cyclists will interact with cars. This improved streetscape improves access to the proposed Station Green and mixed-use development at the East Lake MARTA station.
Action Items

Details for implementation, and the action plan are in Chapter 5, page 112.

» Coordinate with GDOT to make the streetscape changes or to transfer the street to City of Atlanta and City of Decatur.

» Obtain and allocate funding from the state and/or both cities.

» Hire a design and engineering team for design work.

» Construct the streetscape and intersection treatments at College Avenue, Winter Avenue, and East Lake Drive.

Proposed Street Section

A

DRAFT 06.12.2018
The one-acre Station Green fronting Park Place is enclosed by street trees and the multi-family and mixed-use buildings next to the station entrance. Mixed-use development fronts College Avenue and the northernmost edge of the Station Green to encourage use of the space during all hours of the day, while private residential spaces are indicated with low walls and landscaped dividers. A pedestrian path bisects the lawn from Park Place between the buildings to the MARTA station. The green space serves as a neighborhood park for station users and visitors of the establishments. The park also serves as a buffer between residential properties along Park Place from the buildings that are situated directly against the MARTA station.
The proposed buildings on both sides of the station step-down to three stories as they approach single-family residential properties. The diagrams below show the general relationship between the proposed buildings and the existing residential units on both the north and south sides of the MARTA station.

On the south side of the MARTA station, the enhancements to Park Place provide an additional buffer; the station green (left) also provides a large buffer between the neighborhood and the proposed buildings. An alley and landscaped buffer provides an additional buffer between the existing residential property line and the proposed buildings. Additionally, the existing single-family homes are located more than 200’ feet from the back of the proposed building.
The AT&T property concept plan is an idea for the long-term future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. As shown in the program below and on the adjacent map, the AT&T property concept plan focuses on residential development and the extension of Park Place through the site to College Avenue.

The final recommendation for the AT&T property include:
- Creating a flexible public green space and creating flexible spaces out of parking lots that can be used for events;
- Re-using existing access drives as street extensions and alleys;
- Providing on-street parking and shared parking opportunities with Oakhurst Baptist Church and the East Lake MARTA station; and
- Retaining existing businesses where possible along College Avenue.

**Recommendations Program**

- **19,800 SF OFFICE**
- **34 Units SMALL MULTI-FAMILY**
- **8 Units LIVE/WORK (self-parked)**
- **27 Units TOWNHOMES (self-parked)**
- **13 Units SINGLE-FAMILY HOMES (self-parked)**
- **.78 acres GREEN SPACE**
- **11.6 UNITS per acre MAXIMUM DENSITY**

Parking spaces provided based on potential future zoning. On-Street Parking included. Self-Parked Total included.
MAXIMUM DENSITY: 11.6 units per acre

All proposed development and streetscape changes occur completely within the AT&T property and within the public right-of-way.
Public Plaza and Green Space

The central green space at the curve of the Park Place extension provides a place for picnics, games, and other means of passive recreation. The private porches and patios for the single-family homes fronting the public green space will be clearly designated through landscaping. Additionally, the access drive in front of the single-family homes is enhanced with pavers and bollards that allow the space to function as a plaza and pedestrian space on a typical day.

AT&T Concept Action Items

Additional details for implementation, and the action plan are in Chapter 5, page 110.

- If the AT&T property should be redeveloped in the future, the City of Decatur will work with a developer to ensure a proposed development plan meets the goals of this LCI plan.
- Extend Park Place through AT&T property to College Avenue.
- Create alleys from existing access drives.
- Develop residential units, live/work units, and corresponding parking.
- Build the two public spaces.
Small single-family homes

New street (Park Place Extension)

Public flexible plaza and green space
5.0 Implementation

How will this get built?

>> The Big 4 Projects
>> Project List
>> Design & Policy Recommendations
Projects: The Big 4

Implementation Summary
The East Lake MARTA Station LCI Study recommends four “big projects,” which are bundles of incremental improvements. Generally, these projects provide public open space, improve connectivity within and around the transit station, and encourage more walking and biking, thus alleviating vehicular trips in the vicinity. The adjacent chart lists the “Big 4 Projects” centered around the East Lake MARTA Station. The Design and Policy recommendations on pages 116 to 121 apply to the streets and MARTA and AT&T properties with specific recommendations, but they also apply to the smaller parcels noted as susceptible to change in the Framework Plan.

Recommendations
Short- and long-term projects and policies are recommended at and around the East Lake MARTA station. They are divided into three categories: Short-term projects specifically for the East Lake MARTA station property (noted as MST-# on the project list), Urban Design and Development projects (UD-#), and Transportation and Connectivity projects (T-#). The short-term projects are projects recommended on the East Lake MARTA station’s property that MARTA can implement immediately to start activating the station, much like their efforts in partnership with Central Atlanta Progress at Five Points Station, Midtown Alliance at the Arts Center and Midtown Stations, and the Fresh MARTA Markets at multiple transit stations.

The Urban Design and Development and Transportation and Connectivity projects are longer-term initiatives dependent on larger funding streams, coordination with private developers where appropriate, and collaboration between public entities. These projects occur on the East Lake MARTA station property, the adjacent streets, and as a long-term vision, the AT&T property. The project charts and corresponding maps on the following pages list all of the recommended projects, timeline for completion, the responsible entity, level of priority for implementation based on public engagement and positive impact, and general action steps.
# Big 4 Projects

## T-3 MARTA TO NEIGHBORHOODS CONNECTIVITY

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<td>T-3A</td>
<td>Connect Winter Avenue to College Avenue</td>
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<tr>
<td>T-3B</td>
<td>Construct College Avenue street section</td>
</tr>
<tr>
<td>T-3C</td>
<td>Move bus loading (pick-up / drop-off) to College Avenue</td>
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<tr>
<td>T-3D</td>
<td>Park Place streetscape enhancements</td>
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<tr>
<td>T-3E</td>
<td>Park Place and College Avenue intersection improvements</td>
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<tr>
<td>T-3F</td>
<td>Adjust Howard Avenue street section</td>
</tr>
<tr>
<td>T-3G</td>
<td>Adjust DeKalb Avenue street section</td>
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## UD-1 DEVELOP SOUTH SIDE OF THE STATION

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<td>UD-1A</td>
<td>Develop housing and mixed-use on south side of the station</td>
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<tr>
<td>UD-1B</td>
<td>Build the Station Green</td>
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## UD-2 DEVELOP NORTH SIDE OF THE STATION

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<td>UD-2A</td>
<td>Develop housing and mixed-use on north side of the station</td>
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<td>UD-2B</td>
<td>Build the &quot;Front Porch&quot;</td>
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<td>UD-2C</td>
<td>Relocate Station Soccer to the top of the new parking deck</td>
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## UD-3 BUILD PADEN CIRCLE PARK

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<td>UD-3</td>
<td>Build Paden Circle Park on the MARTA parcel at East Lake Drive</td>
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<td>T-4</td>
<td>Add sidewalks on Paden Circle</td>
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# Projects: Short-Term

## Short-Term Projects at East Lake MARTA station Implementation Strategy

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<th>NUMBER</th>
<th>PROJECT DESCRIPTION</th>
<th>TIMELINE</th>
<th>PRIORITY</th>
<th>RESPONSIBLE ENTITY</th>
<th>ACTION PLAN</th>
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<td>MST-1</td>
<td>Marquee lighting and / or murals on pedestrian bridge</td>
<td>1-2 years</td>
<td>1</td>
<td>MARTA</td>
<td>Cost out marquee lighting / signage with a signage and lighting company. Hire local artist to paint mural. Hire signage and lighting company to install.</td>
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<td>MST-2</td>
<td>Station Soccer on north parking lot</td>
<td>1 year</td>
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<td>City of Decatur, Soccer in the Streets, MARTA</td>
<td>Continue coordination with Soccer in the Streets and their partnership with Atlanta United.</td>
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<td>MST-3</td>
<td>Food truck events</td>
<td>1-2 years</td>
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<td>City of Decatur, Soccer in the Streets, MARTA</td>
<td>Coordinate events with Station Soccer (Soccer in the Streets) games.</td>
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<td>MST-4</td>
<td>Add bike facilities (parking)</td>
<td>1-2 years</td>
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<td>MARTA, City of Atlanta, City of Decatur</td>
<td>Add bike parking behind the fare gates or add sheltered parking closer to the station entrance, bike repair stations, storage lockers, Atlanta Bike Share.</td>
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<td>MST-5</td>
<td>Update large pylon signs on both sides of the station</td>
<td>1-2 years</td>
<td>1</td>
<td>MARTA</td>
<td>Continue existing MARTA program to update the pylon signs.</td>
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<td>MST-6</td>
<td>Fresh MARTA Market on the plaza on the north side of the station</td>
<td>2 years</td>
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<td>MARTA</td>
<td>Add station to the Fresh MARTA Market cycle. Find new vendors or use the same as other stations.</td>
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<td>MST-7</td>
<td>Little Library or games</td>
<td>2 years</td>
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<td>MARTA, City of Decatur, City of Atlanta</td>
<td>Add to Decatur’s existing Little Library network or to MARTA’s network, like at Arts Center station.</td>
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<td>MST-8</td>
<td>Update the landscaping</td>
<td>1-2 years</td>
<td>3</td>
<td>MARTA</td>
<td>Add low-maintenance plants, clean up existing planters, and fix pavers on plazas.</td>
</tr>
<tr>
<td>MST-9</td>
<td>Community garden on the plaza on the north side of the station</td>
<td>2-3 years</td>
<td>3</td>
<td>MARTA</td>
<td>Add community garden plots on the plaza on the north side of the station. Potentially partner with the Wylde Center or other nearby community gardens.</td>
</tr>
<tr>
<td>MST-10</td>
<td>Murals on the building facades</td>
<td>2-3 years</td>
<td>3</td>
<td>MARTA</td>
<td>Hire a local artist to design and paint a mural, or use the vinyl adhesive, like at Five Points station.</td>
</tr>
<tr>
<td>MST-11</td>
<td>Wayfinding and public art</td>
<td>2-3 years</td>
<td>4</td>
<td>MARTA</td>
<td>Add maps inside the station to nearby, popular destinations. Use the existing “frames” on both sides of the station for art installations or big signs marking the station entrances or events (i.e. Station Soccer games).</td>
</tr>
<tr>
<td>MST-12</td>
<td>Shipping container retail</td>
<td>3 years</td>
<td>4</td>
<td>MARTA, City of Decatur</td>
<td>Target a coffee shop or other temporary, pop-up shop for shipping container retail on the south side of the station by the bus bay. This could start as an event, then move to permanent tenants.</td>
</tr>
<tr>
<td>MST-13</td>
<td>Outdoor fitness on plazas and parking lots</td>
<td>1-2 years</td>
<td>4</td>
<td>MARTA</td>
<td>Partner with local gyms or fitness services (CrossFit, HIIT, Boot Camp, Yoga studios) to host Saturday workouts on the parking lots.</td>
</tr>
<tr>
<td>MST-14</td>
<td>Outdoor seating - tables and chairs</td>
<td>1-2 years</td>
<td>4</td>
<td>MARTA</td>
<td>Add outdoor seating on the plaza. Potentially use it for the Station Soccer games and food truck events, then eventually make it a permanent fixture.</td>
</tr>
</tbody>
</table>
Short-Term Projects

North 1" = 200'
## Projects: Urban Design

### Urban Design & Development Projects Implementation Strategy

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>PROJECT</th>
<th>TIMELINE</th>
<th>PRIORITY</th>
<th>RESPONSIBLE ENTITY</th>
<th>ACTION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>UD-1</td>
<td>Develop the South Side of the Station</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UD-1A Develop housing and mixed-use on</td>
<td>TBD -</td>
<td>1</td>
<td>MARTA, Private Developer, City of Atlanta, City of Decatur</td>
<td>City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking, infrastructure improvements, and relocation of the bus intermodal (T-3C). MARTA to release RFP and find developer to develop the south and / or north sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals.</td>
</tr>
<tr>
<td></td>
<td>south side of the station</td>
<td>Private Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UD-1B Build Station Green</td>
<td>TBD -</td>
<td>1</td>
<td>City of Atlanta, City of Decatur, Soccer in the Streets</td>
<td>City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking and infrastructure improvements. MARTA to release RFP and find developer to develop the north and / or south sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals. Design the north parking garage so that the top is flat to accommodate the soccer field.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UD-1C Construct improved bus bay waiting</td>
<td>TBD -</td>
<td>1</td>
<td>City of Atlanta, City of Decatur, Soccer in the Streets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>plaza</td>
<td>Private Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UD-2</td>
<td>Develop North Side of the Station</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UD-2A Develop housing and mixed-use on</td>
<td>TBD -</td>
<td>2</td>
<td>MARTA, Private Developer, City of Atlanta, City of Decatur</td>
<td>City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking and infrastructure improvements. MARTA to release RFP and find developer to develop the north and / or south sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals. Design the north parking garage so that the top is flat to accommodate the soccer field.</td>
</tr>
<tr>
<td></td>
<td>north side of the station</td>
<td>Private Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UD-2B Build &quot;Front Porch&quot;</td>
<td>TBD -</td>
<td>2</td>
<td>City of Atlanta, City of Decatur, Soccer in the Streets</td>
<td>City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking and infrastructure improvements. MARTA to release RFP and find developer to develop the north and / or south sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals. Design the north parking garage so that the top is flat to accommodate the soccer field.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UD-2C Relocate Station Soccer</td>
<td>TBD -</td>
<td>2</td>
<td>City of Atlanta, City of Decatur, Soccer in the Streets</td>
<td>City of Atlanta and City of Decatur to ensure land is re-zoned in both cities (see P.1 on page 117-119). Identify public funding for replacement parking and infrastructure improvements. MARTA to release RFP and find developer to develop the north and / or south sides of East Lake MARTA station. MARTA and the Cities to determine the appropriateness of the proposed development in relationship to this plan and City and MARTA goals. Design the north parking garage so that the top is flat to accommodate the soccer field.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UD-3</td>
<td>Build Paden Circle Park</td>
<td>2-3 years</td>
<td>1</td>
<td>MARTA, City of Decatur</td>
<td>MARTA and City of Decatur to release an RFP for design and construction. Potentially expand the land to include the water tower site (City of Decatur owns this parcel). Can be combined with UD-2, if appropriate.</td>
</tr>
<tr>
<td>UD-4</td>
<td>Re-design and re-build station entrances</td>
<td>2-3 years</td>
<td>3</td>
<td>MARTA</td>
<td>MARTA to release an RFP for design and construction to make station entrances more transparent and accessible (elevators, escalators going both directions). Can be concurrent with UD-1 and / or UD-2, if appropriate.</td>
</tr>
<tr>
<td>UD-5</td>
<td>Develop AT&amp;T property</td>
<td>2-3 years</td>
<td>4</td>
<td>City of Decatur, Private Developer</td>
<td>If AT&amp;T sells their properties, work with the developer to re-zone properly and develop the parcels as close to this LCI plan as possible.</td>
</tr>
<tr>
<td>UD-5A</td>
<td>Develop housing, live/work, parking</td>
<td>TBD -</td>
<td>4</td>
<td>City of Decatur, Private Developer</td>
<td>If AT&amp;T sells their properties, work with the developer to re-zone properly and develop the parcels as close to this LCI plan as possible.</td>
</tr>
<tr>
<td>UD-5B</td>
<td>Build the public spaces in the AT&amp;T property</td>
<td>TBD -</td>
<td>4</td>
<td>City of Decatur, Private Developer</td>
<td>If AT&amp;T sells their properties, work with the developer to re-zone properly and develop the parcels as close to this LCI plan as possible.</td>
</tr>
</tbody>
</table>

= Big 4 Projects
# Projects: Transportation

## Transportation & Connectivity Projects Implementation Strategy

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>PROJECT</th>
<th>TIMELINE</th>
<th>PRIORITY</th>
<th>RESPONSIBLE ENTITY</th>
<th>ACTION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-1</td>
<td>Implement East Lake Drive street section</td>
<td>2-3 years</td>
<td>1</td>
<td>City of Decatur</td>
<td>City of Decatur to release an RFP for design and construction of the new street section.</td>
</tr>
<tr>
<td>T-2</td>
<td>Improve Park Place and East Lake intersection - remove southbound right slip lane at East Lake onto Park Place</td>
<td>2-3 years</td>
<td>1</td>
<td>City of Decatur</td>
<td>Can be concurrent with T-1</td>
</tr>
<tr>
<td>T-3</td>
<td>MARTA to Neighborhoods Connectivity</td>
<td>2-3 years</td>
<td>1</td>
<td>MARTA, City of Decatur, City of Atlanta, GDOT, Private Developer</td>
<td>Identify public funding for replacement parking (part of UD-1 and UD-2), infrastructure improvements, and relocation of the bus intermodal (T-3C). Construct shared street and intersection improvement with the development of the parking lot (UD-1). This project should be completed concurrently with T-3B, T-3C.</td>
</tr>
<tr>
<td>T-3A</td>
<td>Extend Winter Avenue to College Avenue and create a 3-way stop</td>
<td>2-3 years</td>
<td>1</td>
<td>MARTA, City of Decatur, City of Atlanta, GDOT, Private Developer</td>
<td>Coordinate with GDOT to allow streetscape changes or to transfer the right-of-way to City of Atlanta and City of Decatur; obtain and allocate funding; hire design and engineering team. This project should be concurrent with T-3A, T-3C.</td>
</tr>
<tr>
<td>T-3B</td>
<td>Construct College Avenue street section changes</td>
<td>2-3 years</td>
<td>1</td>
<td>City of Decatur, City of Atlanta</td>
<td>Coordinate with GDOT for streetscape changes; obtain and allocate funding; hire design and engineering team for the construction design work. This project should be concurrent with T-3A, T-3C.</td>
</tr>
<tr>
<td>T-3C</td>
<td>Move bus loading (pick-up / drop-off) to College Avenue</td>
<td>2-3 years</td>
<td>1</td>
<td>MARTA, City of Decatur, City of Atlanta, GDOT</td>
<td>Identify public funding for replacement parking (part of UD-1 and UD-2), infrastructure improvements, and relocation of the bus intermodal (T-3C). Coordinate with GDOT for streetscape changes; MARTA coordinates adjusted bus loop and operations. This project should be concurrent with T-3A, T-3B.</td>
</tr>
<tr>
<td>T-3D</td>
<td>Park Place streetscape enhancements</td>
<td>2-3 years</td>
<td>1</td>
<td>City of Atlanta, City of Decatur</td>
<td>Coordinate with GDOT to allow streetscape changes or to transfer the right-of-way to City of Atlanta and City of Decatur; obtain and allocate funding; hire a design and engineering team. This project should be concurrent with T-3A, T-3B, T-3C.</td>
</tr>
<tr>
<td>T-3E</td>
<td>Park Place and College Avenue intersection improvements; 3-way stop</td>
<td>2-3 years</td>
<td>1</td>
<td>MARTA, City of Atlanta, GDOT</td>
<td>Can be concurrent with T-3D</td>
</tr>
<tr>
<td>T-3F</td>
<td>Adjust Howard Avenue street section</td>
<td>2-3 years</td>
<td>1</td>
<td>City of Decatur</td>
<td>Accept recommendation to extend the Howard Avenue street section to the DeKalb Avenue complete street project; obtain and allocate funding; hire a design and engineering team.</td>
</tr>
<tr>
<td>T-3G</td>
<td>Adjust DeKalb Avenue street section</td>
<td>2-3 years</td>
<td>1</td>
<td>City of Atlanta</td>
<td>Accept the recommended street section to align with Howard Avenue street section; obtain and allocate funding; hire a design and engineering team.</td>
</tr>
<tr>
<td>T-3H</td>
<td>Create alleys on north side of MARTA station from existing access drives</td>
<td>2-3 years</td>
<td>1</td>
<td>MARTA, City of Atlanta</td>
<td>Construct concurrent with mixed-use development on the parking lot (UD-2).</td>
</tr>
</tbody>
</table>

★ = Big 4 Projects
## Projects: Transportation

### Transportation & Connectivity Projects Implementation Strategy

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>PROJECT</th>
<th>TIMELINE</th>
<th>PRIORITY</th>
<th>RESPONSIBLE ENTITY</th>
<th>ACTION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-4</td>
<td>Add sidewalks on Paden Circle</td>
<td>5-10 years</td>
<td>2</td>
<td>City of Decatur</td>
<td>City of Decatur to obtain and allocate funding; hire a design and engineering team for construction documents.</td>
</tr>
<tr>
<td>T-5</td>
<td>Extend Park Place through AT&amp;T site to College Avenue and create 3-way stop</td>
<td>when AT&amp;T decides to sell</td>
<td>5</td>
<td>City of Decatur, Private Developer</td>
<td>Concurrent with potential long-term redevelopment of the AT&amp;T property (UD-5).</td>
</tr>
<tr>
<td>T-6</td>
<td>Create alleys on AT&amp;T site from existing access drives</td>
<td>5-10 years</td>
<td>5</td>
<td>City of Decatur, Private Developer</td>
<td>Concurrent with potential long-term redevelopment of AT&amp;T property (UD-5) and extension of Park Place through the property (T-5).</td>
</tr>
<tr>
<td>T-7</td>
<td>Remove northbound, right-turn slip lane at E. Lake Drive and W. Parkwood</td>
<td>when AT&amp;T decides to sell</td>
<td>3</td>
<td>City of Decatur</td>
<td>City of Decatur to obtain and allocate funding; hire a design and engineering firm; coordinate with neighbors. Restripe lane markings and crosswalks.</td>
</tr>
<tr>
<td>T-8</td>
<td>Traffic Calming: tighten intersection at Leland Terrace and Park Place</td>
<td>1-2 years</td>
<td>3</td>
<td>City of Atlanta, GDOT</td>
<td>City of Atlanta and / or GDOT to obtain and allocate funding; hire a design and engineering firm; coordinate with neighbors. Should be concurrent with T-12.</td>
</tr>
<tr>
<td>T-9</td>
<td>Traffic Calming: install raised intersection at McLendon and Ridgecrest</td>
<td>1-2 years</td>
<td>3</td>
<td>City of Atlanta</td>
<td>City of Atlanta to obtain and allocate funding; install the raised intersection; restripe lane markings and crosswalks as needed.</td>
</tr>
<tr>
<td>T-10</td>
<td>Create 3-way Stop at Paden Circle and East Lake</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Decatur</td>
<td>City of Decatur to obtain and allocate funding; remove existing signal; replace with 3 stop signs; restripe lane markings and crosswalks if needed.</td>
</tr>
<tr>
<td>T-11</td>
<td>Traffic Calming: raised crosswalk at Winter Avenue and Park Place</td>
<td>1-2 years</td>
<td>3</td>
<td>City of Decatur, City of Atlanta, GDOT</td>
<td>Obtain and allocate funding; coordinate with GDOT for tabled intersection. Construct the intersection immediately or concurrent with T-3A.</td>
</tr>
<tr>
<td>T-12</td>
<td>Traffic Calming: Raised Crosswalk at Leland and Park Place</td>
<td>1-2 years</td>
<td>3</td>
<td>City of Atlanta, GDOT</td>
<td>Should be completed concurrently with T-8. Restripe lane markings and crosswalks.</td>
</tr>
<tr>
<td>T-13</td>
<td>Circulator Shuttle or Cliff Shuttle connection at East Lake MARTA</td>
<td>1-2 years</td>
<td>4</td>
<td>City of Decatur, MARTA, CCTMA</td>
<td>Coordinate with City of Decatur CTP recommendations for a potential circulator shuttle. Coordinate with Emory for adding a potential stop for the Cliff Shuttle at the East Lake MARTA station.</td>
</tr>
<tr>
<td>T-14</td>
<td>Existing PATH Trail enhancements</td>
<td>1-2 years</td>
<td>4</td>
<td>PATH, City of Decatur, City of Atlanta</td>
<td>Coordinate with PATH for making improvements to the existing trail at the CSX railroad crossing. Restripe lane markings and crosswalks.</td>
</tr>
<tr>
<td>T-15</td>
<td>Atlanta Avenue Intersection Improvements - current City of Decatur Project</td>
<td>1-2 years</td>
<td>1</td>
<td>City of Decatur</td>
<td>City of Decatur to continue current efforts to improve and realign the Atlanta Avenue intersection with College Avenue and Howard Avenue. Incorporate street sections for Howard Avenue (T-3F) and College Avenue (T-3B).</td>
</tr>
</tbody>
</table>
Design & Policy

This LCI plan offers a series of design and policy recommendations in order to accomplish the five project goals addressed by the proposed concept plans as shown in Chapter 4. The chart on pages 108 to 114 notes the recommendations and corresponding action steps to implementation. Some key things to note regarding implementation include:

» MARTA may maintain ownership of their station property and enter into a 99-year (long-term) ground lease with a developer to construct the TOD. If MARTA maintains ownership, residential units on MARTA property are likely to be rental units.

» Re-zoning the MARTA property that contains the parking lots will be required in the future (see below).

» The AT&T property concept plan is a concept for the future. AT&T is not currently planning to sell the land, but if they do, this plan serves as a baseline for what the community supports. The City of Decatur does not have plans to acquire the land, but they can use this plan to negotiate with potential developers in the future.

Design and Policy: Zoning & Land Use

To implement the scale, density, and character defined in this plan, the property must undergo a change in land use category and zoning district in each respective municipal jurisdiction. Three zoning districts for the MARTA property are recommended, based on the density in the recommended concept plan and the corresponding City of Atlanta and City of Decatur zoning districts, in the table to the right. With the exception of the recommended City of Atlanta- and City of Decatur-initiated re-zoning of the East Lake MARTA station property, all other zoning changes in the study area should be developer-initiated. This will give the surrounding neighborhoods the opportunity to review development proposals and ensure their consistency with the vision of this LCI study. The design and

<table>
<thead>
<tr>
<th>City of Atlanta Parcels on MARTA Station Land</th>
<th>Recommended Land Use Category</th>
<th>Description</th>
<th>Recommended Zoning District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium-density Mixed-use (4 Stories)^*</td>
<td>Mix of residential and non-residential uses</td>
<td>MRC-2 or similar</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City of Decatur Parcels on MARTA Station Land</th>
<th>Recommended Land Use Category</th>
<th>Description</th>
<th>Recommended Zoning District</th>
</tr>
</thead>
<tbody>
<tr>
<td>C - Commercial / High Density Residential^</td>
<td>Mix of residential and non-residential uses</td>
<td>Mixed-Use Transit Subarea</td>
<td></td>
</tr>
<tr>
<td>C - Commercial / High Density Residential^</td>
<td>Mix of residential and non-residential uses</td>
<td>Mixed-Use Village Subarea</td>
<td></td>
</tr>
</tbody>
</table>

See map on page xxv and 119 to note where the re-zonings are recommended.

*In the City of Atlanta, MRC should only be used when commercial is limited to the first floor and less than 20% of the floor area.

^This plan recommends 4 stories for building heights on the MARTA property. The buildings can be increased to 5 stories, using a density bonus, to accommodate 30% or more affordable units.
## Policy Changes & Additions

<table>
<thead>
<tr>
<th>#</th>
<th>POLICY CHANGE OR ADDITION</th>
<th>TIMELINE</th>
<th>PRIORITY</th>
<th>RESPONSIBLE PARTY</th>
<th>ACTION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.1</td>
<td>Re-zone MARTA Property</td>
<td>Immediate</td>
<td>1</td>
<td>City of Decatur and City of Atlanta</td>
<td>Re-zone Decatur land to Mixed-Use Transit Village or Mixed-Use Village Subarea. Re-zone City of Atlanta land to MRC-2 as shown in map on page 119.</td>
</tr>
<tr>
<td>P.1A</td>
<td>City of Atlanta land to MRC-2 (5 to 9 stories, mixed-use, but 5 Stories MAX)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.1B</td>
<td>City of Decatur on north side of the station to Mixed-Use Village Subarea (43 units / acre)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.1C</td>
<td>City of Decatur on south side to Mixed-Use Transit Subarea (70 units / acre, but 50 units / acre MAX)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.2</td>
<td>Provide incentives to developers who increase Affordable Housing Targets to 30%.</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Atlanta, MARTA</td>
<td>Provide incentives, like density bonuses, subsidies, and gap financing (page 120) to encourage additional affordable housing units.</td>
</tr>
<tr>
<td>P.3</td>
<td>Reduce parking ratios through unbundled parking, shared parking agreements, lower MARTA patron parking accommodation</td>
<td>Immediate</td>
<td>1</td>
<td>City of Atlanta, City of Decatur, MARTA</td>
<td>Conclude MARTA parking study and model; use City policies to permit shared parking and unbundled parking.</td>
</tr>
<tr>
<td>P.4</td>
<td>Encourage parks and open space, sustainability, and stormwater management for streets and developments.</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Atlanta, City of Decatur, MARTA</td>
<td>Maintain the percentage of USABLE open space recommended in this plan (see page 80 and 100), which excludes sidewalks and landscape buffers. Encourage stormwater planters in proposed street sections (Park Place, College Avenue, East Lake, Howard, DeKalb) and sustainable stormwater collection and energy. New zoning districts require a minimum of 20% open space, but this can include sidewalks and landscape buffers.</td>
</tr>
<tr>
<td>P.5</td>
<td>Promote architectural excellence through building step-downs, screening parking decks, quality materials, sustainable construction, and energy usage.</td>
<td>1-2 years</td>
<td>2</td>
<td>City of Atlanta, City of Decatur, MARTA</td>
<td></td>
</tr>
<tr>
<td>P.6</td>
<td>Request GDOT transfer Park Place to the City of Decatur and Atlanta in the respective jurisdiction.</td>
<td>Immediate</td>
<td>1</td>
<td>GDOT, City of Atlanta, City of Decatur</td>
<td></td>
</tr>
<tr>
<td>P.7</td>
<td>Encourage re-zoning “Quality of Life” zoning districts on other parcels noted as susceptible to change.</td>
<td>TBD- Private Market</td>
<td></td>
<td>City of Atlanta, City of Decatur</td>
<td>Within the City of Atlanta, this could be MRC-1 (Low Density Mixed-Use) and in City of Decatur, this could be Mixed-Use Village Subarea.</td>
</tr>
</tbody>
</table>
Design & Policy

Policy recommendations in this study assume the re-zoning of the MARTA property as described in the chart on page 116 and in the map to the right. Though this study cannot prescribe specific land uses in specific locations, the market study and public input uncovered a number of uses that would be appropriate for the East Lake MARTA station and other small parcels susceptible to change in the study area. When the sites develop, the City of Decatur and City of Atlanta should promote the inclusion of local businesses, rather than larger national chains, wherever possible. The adjacent chart lists the preferred, neighborhood-appropriate uses. This list of uses is based on the market study (pages 34 to 39) and public input.

Design and Policy: Parking Ratio Reductions

Excess off-street parking is a challenge to urbanism, particularly in areas surrounding transit stations. This LCI study accommodates the maximum MARTA parking replacement at the current historic utilization rate (39% of spaces) and allocates sufficient and reduced parking for the other proposed uses. However, the future zoning designations and future MARTA utilization rates, described below, will determine the number of parking spaces needed in future development.

MARTA is currently creating a flexible parking demand modeling tool, which will enable MARTA to derive projections of parking demand to inform decisions regarding replacement parking and station area development. This will help MARTA determine how much parking should be replaced as TODs are constructed in the future. Ideally, this model will justify the reduction of parking replacement, meaning that the number of spaces required specifically for MARTA patrons at the East Lake station can be further reduced. This plan also recommends that the City of Atlanta and City of Decatur promote lower parking ratios in developments near the East Lake MARTA station. The City of Atlanta’s Zoning Ordinance update (in progress) will decrease required parking and provide parking caps within 1/4-mile of a transit station, and the City of Decatur requires a minimum of 2 spaces and a maximum of 5 spaces per 1,000 SF in mixed-use districts. In addition to zoning codes that promote lower parking ratios around transit stations, this can be accomplished with a variety of other methods. Each city could enact unbundled residential parking requirements, where residents of a building are required to contract separately for parking spaces, rather than having them included in rent by default. This lowers housing costs for those who do not own a car and reduces subsidies for car ownership. Uses within the potential new development at the station should enter shared parking agreements for more flexibility between themselves and MARTA.
CITY OF ATLANTA
C-1 Commercial re-zoned to: MRC-2 (Medium-density Mixed-Use)
This plan recommends a MAX of 5 stories
AS DRAWN: 36 UNITS / ACRE
AS DRAWN: 47 UNITS / ACRE
WITHIN THE CITY OF DECATUR
AS DRAWN: 57 UNITS / ACRE
OVERALL DENSITY: 43 units / acre

City-initiated Rezoning on MARTA Property
North 1” = 200’

CITY OF DECATUR
Institutional re-zoned to: Mixed-Use Village Subarea (43 units / acre)

CITY OF ATLANTA
C-1 Commercial re-zoned to: MRC-2 (Medium-density Mixed-Use)
This plan recommends a MAX of 5 stories

All proposed development & streetscape changes occur COMPLETELY within the MARTA site, AT&T site, and within public rights-of-way.
Design & Policy

Design and Policy: Affordable Housing & Housing Types
This LCI study recommends MARTA’s current TOD Guideline for Affordable Housing, which is 20% of all units, meeting 60% to 80% Area Median Income (AMI) as a minimum for the provision of affordable housing on the MARTA station property. Where possible through federal or other subsidies, these units should accommodate residents earning less than 60% AMI. As stated previously, all residential units on the MARTA property will likely be rental units. Although the land use recommendations in this plan consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. As related to housing, this includes:

» Affordable / workforce housing above the recommended 20% standard as identified in MARTA’s TOD Guidelines, this LCI study, and promoted through density / FAR bonuses in the Cities of Decatur and Atlanta.

» Housing that serves a range of age groups, including the elderly.

» Housing in which at least 5% of units are three-bedrooms within the City of Atlanta.

The City of Atlanta, City of Decatur, and housing authorities should offer incentives for the creation of affordable housing units when feasible through programs and tax credits to make up the gap financing between affordable and market-rate units. The Cities can also allow an increase in density and building height to five (5) stories near the station’s building on the South side of the MARTA property to reduce construction costs and accommodate the units.

Design and Policy: Building Design
New buildings at the East Lake MARTA station should step-down to lower stories closer to adjacent, existing single-family residential properties. The recommended concept plan shows this condition on the North side for buildings backing up to the adjacent homes, and on the South side for proposed buildings fronting Park Place. Building height can increase to 5 stories adjacent to the station entrance on College Avenue. Although the recommendations in this study consider economics, developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, these recommendations will ensure new development fits the character of the neighborhoods. As related to building design, this includes:

» Parking decks that are completely screened vertically and horizontally with active uses or public art.

» Preservation of historic buildings on a site (on sites noted as susceptible to change in the study area other than the MARTA station property).

» The use of brick or stone on all portions of exterior building facades visible from streets.

» The building design meets or exceeds the aesthetic standards of the approving neighborhoods and City agencies.

» Green roofs on buildings, which minimize stormwater run-off, provide public space, or provide vegetable gardens.

» The provision of public art involving local artists.

Design and Policy: Open Space, Sustainability, and Stormwater Management
This LCI study recommends multiple publicly-accessible open spaces on the MARTA station and AT&T properties. Once the sites develop, the percentages for usable public open space (20% on the North side, 17% on the South side of the station, and 11.5% on the AT&T property), noted in
the concept plan programs should be maintained at the minimum. These percentages are lower than what zoning requires, but zoning allows other items, like buffers and sidewalks, to count as open space that are not included in the programs. Upon the Cities’ potential proactive re-zoning to mixed-use districts, the open space requirements are 20% minimum. The recommended street sections for public streets, such as, East Lake Drive, Park Place, and College Avenue provide space for planters, which whenever possible, should include stormwater planters and / or bio-swales to reduce the amount of stormwater run-off. Developers may request a density, building height, or use different than the recommendations. In these cases, the applications should only be approved when they express commitment to the objectives identified in this study. Though not current code requirements, they will ensure new development fits the character of the neighborhoods. As related to public space and sustainability, this includes:

» Green roofs on buildings to minimize stormwater run-off, provide public space, or provide vegetable gardens.
» LEED Silver or similar certification in building design.
» Additional publicly-accessible and usable open space that is not used to meet zoning requirements or the requirements of this plan.
» The inclusion of stormwater planters and / or bio-swales within a development or on private streets.
» Creative methods to collect, store, and /or use stormwater on-site.
» Use of solar or other clean energy.
6.0 Appendix

All the extra stuff and data

>> Concept Metrics
>> Concept Evaluation Matrix
>> Full Market Study
Concept Evaluation Metrics

Goal 1. Increase ridership & revenue for MARTA
» Increase Ridership
  » 1 = no increase in usage (no density increase)
  » 2 = minimal increase in usage (density = 10 units / per acre)
  » 3 = minimum increase in usage (density = 15-25 units / acre)
  » 4 = increase in usage (26-35 units per acre)
  » 5 = maximum increase (36-50 units per acre)
» Meets MARTA Density Requirements
  » 1 = no increase in density
  » 2 = minimal increase (density = 10 units / per acre)
  » 3 = minimum increase (density = 15-25 units / acre)
  » 4 = increase (26-35 units per acre)
  » 5 = maximum increase (36-50 units per acre)
» Meets MARTA Parking Requirements – MARTA PARKING ONLY
  » 1 = every current space is replaced (621)
  » 3 = parking reduced, but not to utilization
  » 5 = every “used” parking space is replaced (based on 39% utilization)
» Increase Revenue
  » 1 = no increase in usage (no density increase); no commercial uses
  » 2 = minimal increase in usage (density = 10 units / per acre); 10% of buildings have commercial
  » 3 = minimum increase in usage (density = 15-25 units / acre); 20% of buildings have commercial
  » 4 = increase in usage (26-35 units per acre); 40% of buildings have commercial
  » 5 = maximum increase (36-50 units per acre); great mix of commercial and residential; 50% + of buildings have commercial

Goal 2. Station as a community destination
» Short-Term Solutions
  » 1 = no short-term solutions possible with current layout (they cannot be integrated into permanent)
  » 3 = 1-3 short-term solutions possible with current layout (they can be integrated into permanent)
  » 5 = 4+ short-term solutions possible with current layout (they can be integrated into permanent)
» Incorporate Green Space / Open Space
  » 1 = no green space
  » 2 = green space, but no publicly accessible green space
  » 3 = 5% - 9% green space (land area) - public
  » 4 = 10% - 14% green space (land area) - public
  » 5 = 15% + green space (land area) - public
» Incorporates plazas, seating, other small open spaces
  » 1 = no plazas or seating, or only private plaza / seating area
  » 3 = one plaza and area for seating
  » 5 = more than one plaza and area for seating
» Long-term Solutions
  » 1 = no development
  » 3 = connections to neighborhood, but only one type of development only
  » 5 = mix of uses with public open space and connections to adjacent neighborhoods

Goal 3. Better connections
» Improved pedestrian connections (to neighborhood)
  » 1 = no pedestrian improvements (sidewalks, trails, to neighborhoods)
  » 3 = Sidewalks on internal streets only
  » 5 = Sidewalks on internal streets and connecting streets
» Improved bike connections (to neighborhood)
  » 1 = no bike improvements (lanes, trails, to neighborhoods)
  » 3 = bike connections on internal streets only
  » 5 = bike connections on internal streets and connecting streets

» Pedestrian Connections within site plan boundaries
  » 1 = no pedestrian improvements (sidewalks, trails, to neighborhoods)
  » 3 = 50% - 75% of streets have sidewalks
  » 5 = 76% - 100% of streets have sidewalks

» Bike connections within site plan boundaries
  » 1 = no bike improvements (lanes, trails, to neighborhoods)
  » 3 = 50% - 75% of streets have trails / lanes
  » 5 = 76% - 100% of streets have trails / lanes

» Block Size reduced (New Streets / Alleys)
  » 1 = no new street or alleys or connections; same block size maintained
  » 3 = street connections to grid, site is split into blocks, but the blocks are 500 to 600’ in length
  » 5 = New street and alley access, reconnecting to the grid; site is split into blocks 300-500’ in length

» Traffic Calming Measures
  » 1 = no adjustments to existing streets
  » 3 = traffic calming design on new streets/connections/alleys only
  » 5 = traffic calming design on new streets/connections/alleys and existing streets

» Bus Access and Operations
  » 1 = reduces access to the bus bay for pedestrians and vehicles
  » 3 = maintains access to the bus bay for pedestrians and vehicles
  » 5 = improves access and / or removes buses from the site to open room for development

Goal 4. Vision for under-used properties

» Vision
  » 1 = no improvements made on sites susceptible to change
  » 3 = minimum density and commercial improvements on sites susceptible to change
  » 5 = walkable site plan with improved streets and connections, a mix of uses, smaller scale buildings, reaches MARTA density, maximum of 5 stories (on sites susceptible to change)

» Neighborhood Oriented Uses
  » 1 = big box development; no development proposed; single-family homes; excess parking
  » 2 = single-family homes or townhomes only, only residential development, no publicly accessible green space
  » 3 = minimum increase (density = 15-25 units / acre); small commercial spaces, 5% - 9% publicly accessible green space (land area)
  » 4 = increase (26-35 units per acre); commercial spaces on first floor of 40% of buildings, 10% - 14% publicly accessible green space; mix of housing choices
  » 5 = maximum increase (36-50 units per acre); commercial spaces on first floor of 50% of buildings or more; publicly accessible green space; some private green space; mix of housing choices

» Options for Affordable Housing
  » 1 = no affordable housing
  » 2 = 5-9% affordable housing units
  » 3 = 10-14% affordable housing units
  » 4 = 20% affordable housing units
  » 5 = density increase for additional affordable housing units (20% +)

» Economically viable uses
  » 1 = uses don’t meet those noted in the market study
  » 3 = square footage and residential units are viable for 5 years out
  » 5 = square footage and residential units are viable for 10+ years out

» Parking reduced for private development
  » 1 = uses typical parking ratios for residential and commercial space
  » 3 = reduction for parking ratio for one type of use
  » 5 = reduction for parking ratio for all uses
Goal 5. Enhance and protect residential neighborhoods

» Appropriate density
  » 1 = no increase in density
  » 2 = minimal increase (density = 10 units / per acre); no housing mix
  » 3 = minimum increase (density = 15-25 units / acre); housing mix
  » 4 = increase (26-35 units per acre); housing mix
  » 5 = maximum increase (36-50 units per acre); housing mix

» Building Heights do not exceed preferences (3-5 stories max)
  » 1 = more than 6 stories
  » 3 = 4-6 stories
  » 5 = 3-4 stories majority; 5 stories maximum

» Building Step-downs
  » 1 = 5 stories exist, no step-downs
  » 3 = 3-5 stories, step-downs on 50% of buildings adjacent to residential
  » 5 = 3-5 stories, step-downs on all buildings adjacent to residential

» Buffers next to residential properties
  » 1 = no buffer
  » 2 = 10’ buffer or less
  » 3 = 11-20’ buffer
  » 4 = 21-29’ buffer
  » 5 = 30’ + buffer

6. Community Support (Based on Online Concept Survey)

» Total for like it / love it
  » 1 = 1-20%
  » 2 = 21-40%
  » 3 = 40-60%
  » 4 = 61 – 75%
  » 5 = 76-100%

7. Other Criteria

» Incorporates Previous Plans (MARTA TOD, DeKalb Howard, Decatur Strategic Plan, Decatur 360)
  » 1 = no plan incorporation
  » 3 = connectivity only incorporated
  » 5 = connectivity and goals of other plans incorporated
# Concept Evaluation Matrix - MARTA

## NORTH SIDE

### Concept

<table>
<thead>
<tr>
<th>SCORE</th>
<th>Increase Ridership</th>
<th>Meets MARTA Parking Requirements</th>
<th>Meets MARTA Density Requirements</th>
<th>Meets MARTA PARKING ONLY</th>
<th>SCORE MARTA Increase Revenue</th>
<th>AVG</th>
<th>SCORE</th>
<th>Short-term Solutions</th>
<th>Incorporate plazas, seating, other small open space</th>
<th>Incorporate plazas, seating, other small open space</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.1</td>
<td>5 37 units / acre</td>
<td>5 Utilization rate</td>
<td>2/4 buildings</td>
<td>5 are MXU</td>
<td>4.75</td>
<td>Yes</td>
<td>3</td>
<td>5 public</td>
<td>Yes, 8.8%</td>
<td>3 Yes</td>
</tr>
<tr>
<td>C.2</td>
<td>4 35 units / acre</td>
<td>4 Utilization rate</td>
<td>1/2 buildings</td>
<td>5 have MXU</td>
<td>4.50</td>
<td>Yes</td>
<td>5</td>
<td>5</td>
<td>15.10%</td>
<td>5 Yes</td>
</tr>
<tr>
<td>C.3</td>
<td>4 27 units / acre</td>
<td>4 Utilization rate</td>
<td>all buildings</td>
<td>5 MXU</td>
<td>4.50</td>
<td>Yes</td>
<td>5</td>
<td>5</td>
<td>15.00%</td>
<td>5 Yes</td>
</tr>
</tbody>
</table>

## SOUTH SIDE

### Concept

<table>
<thead>
<tr>
<th>SCORE</th>
<th>Increase Ridership</th>
<th>Meets MARTA Parking Requirements</th>
<th>Meets MARTA Density Requirements</th>
<th>Meets MARTA PARKING ONLY</th>
<th>SCORE MARTA Increase Revenue</th>
<th>AVG</th>
<th>SCORE</th>
<th>Short-term Solutions</th>
<th>Incorporate plazas, seating, other small open space</th>
<th>Incorporate plazas, seating, other small open space</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.1</td>
<td>4 32 units / acre</td>
<td>4 Utilization rate</td>
<td>1/3 of buildings</td>
<td>5 have MXU</td>
<td>4.00</td>
<td>Yes</td>
<td>3</td>
<td>5 public</td>
<td>4.45% not</td>
<td>2 Yes, 2 plazas</td>
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<tr>
<td>C.2</td>
<td>5 39 units / acre</td>
<td>5 Utilization rate</td>
<td>3/5 buildings</td>
<td>5 are MXU</td>
<td>5.00</td>
<td>Yes</td>
<td>5</td>
<td>5</td>
<td>12.55%</td>
<td>4 Yes, 2 plazas</td>
</tr>
<tr>
<td>C.3</td>
<td>4 32 units / acre</td>
<td>4 Utilization rate</td>
<td>most buildings</td>
<td>5 MXU</td>
<td>4.50</td>
<td>Yes</td>
<td>5</td>
<td>5 half private</td>
<td>6.7% half public and</td>
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</tr>
<tr>
<td>C.4</td>
<td>5 50 units / acre</td>
<td>5 Utilization rate</td>
<td>most buildings</td>
<td>5 MXU</td>
<td>5.00</td>
<td>Yes</td>
<td>5</td>
<td>5 public</td>
<td>19.28%</td>
<td>5 Yes, 2 plazas</td>
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**DRAFT 06.12.2018**
## Concept Evaluation Matrix - MARTA

<table>
<thead>
<tr>
<th>Long-term Solutions</th>
<th>Long-term Solutions AVG SCORE</th>
<th>SCORE Bike Connections (to N-hood)</th>
<th>Pedestrian Connections (Station)</th>
<th>SCORE Ped Connections (Station)</th>
<th>Bike Connections (Station)</th>
<th>SCORE Bike Connections (Station)</th>
<th>Block Size Reduced (New Streets / Alleys)</th>
<th>Traffic Calming</th>
<th>SCORE Traffic Calming</th>
<th>Bus Access and Operations</th>
<th>SCORE Bus Access and Operations AVG SCORE</th>
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<tbody>
<tr>
<td>Mix of uses</td>
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<td>4.00</td>
<td>All streets have 5 sidewalks</td>
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<td>Bike on Howard</td>
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<td>Kind of - access 3 drives</td>
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<td>5</td>
<td>4.14</td>
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<tr>
<td>Mix of uses</td>
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<td>4.75</td>
<td>Plaza space out front, streets</td>
<td>5</td>
<td>Bike on Howard</td>
<td>3</td>
<td>Kind of - access drives and alley</td>
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<td>5</td>
<td>4.29</td>
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<tr>
<td>Mix of uses</td>
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<td>4.75</td>
<td>Plazas, trail, all streets have 5</td>
<td>5</td>
<td>Bike on Howard</td>
<td>3</td>
<td>Kind of - access drives and alley</td>
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<td>4.57</td>
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<td>Mix of uses</td>
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<td>4.00</td>
<td>Sidewalks on all 4 streets</td>
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<td>Bike on park, shared</td>
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<td>Yes, less than 5 500'</td>
<td>5 Maintained</td>
<td>3</td>
<td>4.43</td>
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<tr>
<td>Mix of uses</td>
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<td>4.75</td>
<td>Sidewalks on all streets and 5 additional paths</td>
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<td>Winter</td>
<td>Bike on park, additional paths, shared street on</td>
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<td>Yes</td>
<td>5</td>
<td>Maintained</td>
<td>5</td>
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<tr>
<td>Mix of uses</td>
<td>5</td>
<td>4.50</td>
<td>Sidewalks on all streets and 5 additional paths</td>
<td>5</td>
<td>Winter</td>
<td>Bike on park, additional paths, shared street on</td>
<td>5</td>
<td>Yes</td>
<td>5</td>
<td>Maintained</td>
<td>3</td>
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<tr>
<td>Mix of uses</td>
<td>5</td>
<td>5.00</td>
<td>Sidewalks on all streets and 5 additional paths</td>
<td>5</td>
<td>Winter</td>
<td>Bike on park, additional paths, shared street on</td>
<td>5</td>
<td>Yes</td>
<td>5</td>
<td>Maintained</td>
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**DRAFT 06.12.2018**
### 4. Vision for under-used properties

<table>
<thead>
<tr>
<th>Vision</th>
<th>SCORE Neighborhood Oriented Uses</th>
<th>Options for Affordable Housing</th>
<th>SCORE Economically Viable Uses</th>
<th>Parking ratios reduced for private development</th>
<th>AVG</th>
<th>Building Heights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4.40</td>
<td>37 units / acre</td>
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<td>Yes</td>
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<td>4</td>
<td>4</td>
<td>4.40</td>
<td>35 units / acre</td>
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<td>4</td>
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<td>4.00</td>
<td>27 units / acre</td>
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<td>Yes</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4.32</td>
<td>32 units / acre</td>
<td>4</td>
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<td>5</td>
<td>5</td>
<td>4.80</td>
<td>50 units / acre</td>
<td>5</td>
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</table>
## Concept Evaluation Matrix - MARTA

### Enhance and protect residential neighborhoods

<table>
<thead>
<tr>
<th>SCORE Building Heights Do Not Exceed Preferences</th>
<th>SCORE Building Heights Step-back</th>
<th>SCORE Buffers Next to Residential Properties</th>
<th>AVG SCORE Support (total like it/love it)</th>
<th>SCORE Incorporates Previous Plans</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>5</td>
<td>4.75</td>
<td>40%</td>
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<tr>
<td>5</td>
<td>5</td>
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<td>54%</td>
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<td>4.75</td>
<td>57%</td>
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### Enhance and protect residential neighborhoods

<table>
<thead>
<tr>
<th>SCORE Building Heights Do Not Exceed Preferences</th>
<th>SCORE Building Heights Step-back</th>
<th>SCORE Buffers Next to Residential Properties</th>
<th>AVG SCORE Support (total like it/love it)</th>
<th>SCORE Incorporates Previous Plans</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>5 N/A</td>
<td>5</td>
<td>28%</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>5 N/A</td>
<td>5</td>
<td>49%</td>
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<td>5</td>
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<td>5</td>
<td>5 N/A</td>
<td>5</td>
<td>36%</td>
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### Community Support

### Other Criteria

TOTAL
<table>
<thead>
<tr>
<th>Concept</th>
<th>1. Increase Ridership &amp; Revenue</th>
<th>2. Station as Community Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SCORE Increase Ridership</td>
<td>Meets MARTA Density Requirements</td>
</tr>
<tr>
<td>Concept C.1</td>
<td>10 units / acre - but farther</td>
<td>3 N/A</td>
</tr>
<tr>
<td>Concept C.2</td>
<td>13 units / acre - but farther</td>
<td>3 N/A</td>
</tr>
<tr>
<td>Concept C.3</td>
<td>22 units / acre but not near</td>
<td>3 N/A</td>
</tr>
<tr>
<td>Concept C.4</td>
<td>17 units / acre but not near</td>
<td>3 N/A</td>
</tr>
</tbody>
</table>

**DRAFT 06.12.2018**
# Concept Evaluation Matrix - AT&T

<table>
<thead>
<tr>
<th>SCORE</th>
<th>Incorporate Green / Open Space</th>
<th>3. Better Connections</th>
<th>AVG SCORE</th>
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<td>3.50</td>
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<tr>
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<td></td>
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<td>2. No</td>
<td>1 concepts 4</td>
<td>Improved Bike Connections (to N- hood)</td>
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<td></td>
<td>Mix of uses but not as many as other concepts</td>
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<td>3. No</td>
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<td></td>
<td>Sidewalks on new street, 5 alleys</td>
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<tr>
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<th>Incorporate other small open space</th>
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<th>AVG SCORE</th>
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<td>3.50</td>
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<td>Alleys re-purposed, new street with sidewalks, East lake sidewalks</td>
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## Concept Evaluation Matrix - AT&T

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<tr>
<th>Bike Connections (within site plan)</th>
<th>SCORE Bike Connections (within site plan)</th>
<th>Block Size Reduced (New Streets / Alleys)</th>
<th>SCORE Block Size Reduced (New Streets / Alleys)</th>
<th>Traffic Calming</th>
<th>Bus Access and Operations</th>
<th>SCORE Bus Access and Operations AVG</th>
<th>SCORE Vision</th>
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<th>Options for Affordable Housing</th>
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<td>5 Yes</td>
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<td>5</td>
<td>4.71 yes</td>
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<td>5 N/A</td>
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<td>4.71 yes</td>
<td></td>
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<tr>
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<td>5 Yes</td>
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## Concept Evaluation Matrix - AT&T

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<th>SCORE Economically Viable Uses</th>
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<th>SCORE Parking ratios reduced for private development</th>
<th>AVG SCORE</th>
<th>SCORE Appropriate Density</th>
<th>Building Heights</th>
<th>Building Heights Do Not Exceed Preferences</th>
<th>SCORE Building Heights Do Not Exceed Preferences</th>
<th>Building Heights Step-back</th>
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<tr>
<td>2 yes</td>
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<td>4</td>
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<td></td>
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<td>4</td>
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<td>5</td>
<td>step back by 5 location</td>
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<tr>
<td>3 yes</td>
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## Concept Evaluation Matrix - AT&T

<table>
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<tr>
<th>SCORE</th>
<th>Building Heights Step-back</th>
<th>Buffers next to Residential Properties</th>
<th>6. Community Support</th>
<th>7. Other Criteria</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>SCORE Buffers</td>
<td>AVG Support (total like it/love it)</td>
<td>SCORE Support</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>5</td>
<td>4.75</td>
<td>48%</td>
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<td>5</td>
<td>5</td>
<td>4.75</td>
<td>42%</td>
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<tr>
<td></td>
<td>5yes</td>
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**TOTAL**

- 27.01
- 27.21
- 25.24
- 26.91

**DRAFT 06.12.2018**

2017 LCI | MAKE EAST LAKE MARTA YOURS 135
EAST LAKE MARTA STATION
MARKET ANALYSIS

Make East Lake MARTA Yours
OCTOBER 2017
The Study Area (outlined in yellow) surrounds the East Lake MARTA station and is located between Downtown Atlanta and Downtown Decatur. The study area boundary is approximately 1/2 a mile from the East Lake MARTA station on all sides. The study area touches six different neighborhoods - Kirkwood, Lake Claire, Druid Hills, Parkwood, Lenox Place and Oakhurst. These neighborhoods have long attracted families looking for either a starter home, as is the case for Kirkwood, or a home in a well established school district, as is the case for the rest of the study area. The area surrounding the East Lake MARTA station offers great proximity to Downtown Decatur, Downtown Atlanta and the Emory employment cores.

SOURCE: Noell Consulting Group, Google Maps
EAST LAKE MARTA STATION
LCI MARKET ANALYSIS

Exhibit 2
Overview of Metro Area Population Trends

The subject area is located in the southern portion of Midtown Atlanta, a business district within the Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area (MSA). The Atlanta MSA includes 29 counties, with ten central counties belonging to the Atlanta Regional Commission (ARC) and forming the core of the MSA. Roughly 78% of the population of the MSA lives within this ten county core.

From 2000 to 2010 only 66% of all growth occurred in this ten county core, however, since 2010 roughly 81% of all growth has occurred in this ten county core as people younger and older generations both increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, despite consisting of only 1.5% of the land area.

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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<tbody>
<tr>
<td>Cherokee County</td>
<td>422</td>
<td>4.8%</td>
<td>235,900</td>
<td>4.1%</td>
<td>7,244</td>
<td>4,311</td>
<td>4.2%</td>
<td>1.9%</td>
<td>7.1%</td>
<td>5.1%</td>
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<td>Clayton County</td>
<td>142</td>
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<td>273,955</td>
<td>4.8%</td>
<td>2,291</td>
<td>2,906</td>
<td>0.9%</td>
<td>1.1%</td>
<td>2.2%</td>
<td>3.4%</td>
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<td>Cobb County</td>
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<td>3.9%</td>
<td>741,334</td>
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<td>8,033</td>
<td>10,651</td>
<td>1.2%</td>
<td>1.5%</td>
<td>7.8%</td>
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<tr>
<td>DeKalb Co. (excl Decatur)</td>
<td>264</td>
<td>3.0%</td>
<td>714,266</td>
<td>12.5%</td>
<td>2,484</td>
<td>8,342</td>
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<td>1.2%</td>
<td>2.4%</td>
<td>9.8%</td>
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<tr>
<td>City of Decatur</td>
<td>4</td>
<td>0.05%</td>
<td>20,605</td>
<td>0.4%</td>
<td>119</td>
<td>254</td>
<td>0.6%</td>
<td>1.3%</td>
<td>0.1%</td>
<td>0.3%</td>
<td>6.52</td>
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<td>Douglas County</td>
<td>200</td>
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<td>140,733</td>
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<td>4,023</td>
<td>1,666</td>
<td>3.7%</td>
<td>1.2%</td>
<td>3.9%</td>
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<td>Fayette County</td>
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<td>1.9%</td>
<td>1,530</td>
<td>829</td>
<td>1.6%</td>
<td>0.8%</td>
<td>1.5%</td>
<td>1.0%</td>
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<td>Fulton Co. (excl. Atlanta)</td>
<td>394</td>
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<td>546,684</td>
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<td>10,079</td>
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<td>378</td>
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<td>Gwinnett County</td>
<td>430</td>
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<td>895,823</td>
<td>15.7%</td>
<td>21,687</td>
<td>18,100</td>
<td>3.2%</td>
<td>2.2%</td>
<td>21.2%</td>
<td>21.3%</td>
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<td>Henry County</td>
<td>322</td>
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<td>217,739</td>
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<td>8,458</td>
<td>2,763</td>
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<td>8.3%</td>
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<td>Rockdale County</td>
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<td>88,856</td>
<td>1.6%</td>
<td>1,510</td>
<td>728</td>
<td>2.0%</td>
<td>0.8%</td>
<td>1.5%</td>
<td>0.9%</td>
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<td>10-County ARC Core</td>
<td>2,974</td>
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<td>4,450,487</td>
<td>77.9%</td>
<td>67,837</td>
<td>68,547</td>
<td>1.8%</td>
<td>1.6%</td>
<td>66.3%</td>
<td>80.8%</td>
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<tr>
<td>Exurban Counties</td>
<td>5,739</td>
<td>65.9%</td>
<td>1,260,308</td>
<td>22.1%</td>
<td>34,492</td>
<td>16,266</td>
<td>3.5%</td>
<td>1.3%</td>
<td>33.7%</td>
<td>19.2%</td>
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<tr>
<td>MSA Total</td>
<td>8,713</td>
<td>100.0%</td>
<td>5,710,795</td>
<td>100.0%</td>
<td>102,329</td>
<td>84,813</td>
<td>2.2%</td>
<td>1.6%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>1.00</td>
</tr>
</tbody>
</table>

SOURCE: Noell Consulting Group, U.S. Census Bureau

10/30/2017
Exhibit 3

Historical Atlanta Metro Population Growth Comparisons

### ANNUAL POPULATION GROWTH BY AGE, 2010-2014

The graph at the top of this exhibit compares population growth by age for the Atlanta MSA with national trends, as well as with similar sized MSAs. There are two large generational shifts driving residential development in the United States at the moment: first, the Baby Boomer generation is entering retirement age; second, the Millennial generation is entering prime renting years. These two trends can be seen above, with 55 to 74 year old's growing at a rapid pace and with 25 to 34 year olds growing at a slower, but still positive rate.

The Atlanta MSA has seen significantly higher growth among 65 to 74 years old than the nation as a whole as well as its peer cities and has seen positive growth in those aged 35 to 54, where the nation as a whole and peer cities have seen negative or relatively no growth.

The Millennial generation shift that is changing the dynamic of cities and can be seen in the growth of those aged 25 to 34, where Atlanta has seen growth, but significantly lags behind peer cities and the national average, however, the Atlanta MSA has seen a high growth rate of younger Millennials, those aged 15 to 24, who will be entering the job market and hitting prime rental and home ownership years over the course of the next 10 years.

The graph at the bottom of this exhibit presents migration population for the years 2010-2014. The Atlanta MSA has seen significantly higher growth among 65 to 74 years old than the nation as a whole as well as its peer cities and has seen positive growth in those aged 35 to 54, where the nation as a whole and peer cities have seen negative or relatively no growth.
Exhibit 4
Educational Attainment, Bachelor's Degree and Higher Near the Study Area

The map below shows the percentage of individuals who have a Bachelor's Degree or higher. As can be seen, the areas of Druid Hills, Lake Claire and Decatur have the highest percentages. This is not surprising, given those neighborhoods also represent some of the areas with the highest income and home values. Kirkwood, the neighborhood to the southwest of the station, has seen the greatest increase, from 14% and 16% in 2000 to 52% for both in 2015. This represents an increase of 225% and 271%, respectively. As the development continues the current path, going southeast towards Memorial, these numbers will likely continue to increase.

SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer
The two maps below show median home value, per census tract, using the 2015 5-Year ACS data. The census tracts that house the study area have all seen growth between 37% to 107%. The eastern part of the Kirkwood neighborhood (southwest of the station) has seen an increase of 105%, consistent with educational attainment increases. Similarly the Oakhurst area to the southeast has seen a growth of 107%. The average increase for the six census tracts that make up the study area is 59%, from an average of approximately $56,000 to $90,000.
Exhibit 6
Population Density Near the Study Area

The map below shows the population density per square mile in each census tract, using the 2015 5-Year ACS data. The tracts in which the study area is located has an average density of 4,603 persons/square mile, compared to densities of 174 in Georgia; 664 in the Atlanta MSA; 2,677 in DeKalb; 1,868 in Fulton; 3.37 in Atlanta; and 4,825 in Decatur.
Self Employed Residents Near the Study Area

The map below shows percentage of residents who are self-employed, per census tract, using the 2015 5-Year ACS data. The census tracts the study area is located in have a high rates of self-employment with an average of 14%, compared to the state average of 9.5%, 10% in Fulton and 9% in DeKalb. It should be noted that other areas of the City with these high concentrations of self-employed residents have found success with small office product - a use that is not currently prevalent in the study area indicating a potential redevelopment opportunity.
The maps below show the share of the households (HHS) with one or more people under 18 years of age, sorted by census tracts. The shift in households with minors follows development patterns and is closely tied with school performance. The greatest increase is the four census tracts that surround Downtown Decatur from 27.3% in 2000 to 38.1% in 2015. In addition, the census tracts on the western side of East Lake Station above DeKalb Avenue and the train line have seen an increase. These areas are zoned for Mary Lin, Inman and Grady. Whereas, the tracts that encompass Kirkwood have seen a decline, as they are zoned for lesser performing schools - Toomer, King and Jackson.

SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer
The maps below show the share of the population ranging in age from 18 to 34 years, sorted by tracts. The greatest increase of those 18 to 34 years old is in the neighborhood of Kirkwood from 28.5% to 46.5% in 2015. This shift is largely due to lower rents and home prices in Kirkwood. As mentioned earlier, Kirkwood is zoned for schools that are ranked as lower performing schools when compared to surrounding school districts, such as Decatur and another Atlanta zone to the north that feeds to Grady High. As the younger population is priced out of the areas with better schools, they will continue to shift south to find less expensive housing.

SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer
The maps below show the share of the population more than 55 years of age from 2000 to 2015, sorted by census tracts. The majority of tracts in the study area and general vicinity have seen an increase in the 55+ population. As Baby Boomers/Empty Nesters age, many will seek to size down their housing to smaller units, in a more walkable or transit friendly environment to allow them to age in place. This audience will represent a strong driver for maintenance-free residential product types to be developed in the study area.
The two maps below show median home value, per census tract, using the 2015 5-Year ACS data. The census tracts the study area is located in have seen an average increase of 83% in home sales, with Oakhurst and the eastern portion of Kirkwood seeing the greatest increase of 117% and 116%, respectively. This is consistent with household income and educational attainment increases.
The above map shows the concentration of jobs for those earning above $40,000 within a 8-mile radius of the study area. Within this 8-mile radius, most jobs are concentrated in Downtown, Midtown, Buckhead and Emory. Jobs within 8 miles are primarily concentrated in professional, scientific and technical services; public administration; healthcare and social assistance; educational services; and information. Of note, the top industry is also the highest paying. The study area’s proximity to Emory and to DeKalb Avenue, which serves the Downtown core are excellent benefits given these are two large cores.


10/30/2017
Exhibit 13
Study Area Resident Work Destinations, Residents Earning Over $40,000/Year

Commuting patterns of residents near the study area can help identify target audiences for residential development. The commuting patterns for residents living within a half mile radius of the subject site are shown below in a heat map. As can be seen the majority of residents commute to Emory, the northern Perimeter area, Downtown and Midtown. Emory and Downtown are easily accessible and taking I-20 to reach I-285 for the Perimeter is a short drive away. The majority of these cores are accessible via MARTA rail service.

The chart below shows work destinations by zip code and the areas highlighted in light green are the areas that are most accessible from the subject site by car; those in dark green by MARTA; and those in blue by both.

- Emory; approximate 10 min. drive; 8-20 min. during peak rush hour
- Downtown; approximate 15 min. drive; 15-35 min. during peak rush hour
- Midtown; approximate 20 min. drive; 20-50 min. during peak rush hour

Top Workplace Locations (By Zip Code)

SOURCE: Noell Consulting Group, Google Maps, US Census
This map shows the traffic levels near the Study Area during morning rush hour on a typical Tuesday. While the Study Area enjoys excellent proximity to Emory, Downtown Atlanta and Decatur, it is lacking convenient interstate access. We know from the previous "Commuting Patterns" exhibit that over 20% work in Buckhead and near the Perimeter, making their commutes lengthy.

Emory 10-20 Minutes
Perimeter 24 - 75 Minutes
Midtown 16 - 40 minutes
Downtown 12 - 30 minutes
Buckhead 22 - 50 minutes

Average Commuter Time in Metro Atlanta
29 minutes

SOURCE: Noell Consulting Group, Google Maps

10/30/2017
Exhibit 15
MARTA Bus Routes and Stops, Train Routes and Stations

LEGEND
- Major Roads
- Bus Routes
- MARTA Rail
- Bus Stop
- MARTA Station
- Study Area

BUS ROUTES
- Route 2, East Lake to North Avenue
  Weekday headways approx 30 minutes
- Route 34, East Lake to Georgia State University Perimeter College, Decatur Campus
  Weekday headways, approx 30 minutes
- Route 123, East Lake to North DeKalb Mall
  Weekday headways, approx 40 minutes

MARTA TRAIN
East Lake MARTA is home to the blue line. The green line stops at the station prior to East Lake, Edgewood Candler Park. With the option for two train options, many residents near East Lake will drive to Edgewood Candler for the shorter headways that two trains allows.
Exhibit 16
Rents Near MARTA Stations

**Five Points Station:** Center of 10 mil SF Downtown office core. Minimal new multifamily product or retail.

**GSU Station:** Downtown university hub with total enrollment of over 32k and full time enrollment over 18k, with half of freshman living on campus.

**Inman Park Station:** Historic streetcar neighborhood with local, walkable retail and apartments, as well as nearby regional retail. Apartment rental rates currently achieving greater than $2.00/SF.

**King Memorial Station:** Developing multifamily node with rents currently around $1.70/SF.

**Edgewood-Candler Station:** Hub under construction, with regional retail and soon to be completed apartments. New apartments are targeting $1.80/SF and retail at $20/SF.

**East Lake Station:** Within our study area, this node is majority residential, with median home values of $361,076. This node currently supports 8-10 restaurants with $16/SF rents.

**Avondale Station:** New apartment rentals and TOD projects are under construction, with new apartment rentals targeting $1.85/SF rents.

**Decatur Station:** Regional core with small town charm, supporting new apartment rents of $2.00/SF and retail rents of $21/SF. There is limited office.
The image to the left shows the activity of cyclists in the area surrounding the Study Area as recorded by Strava in 2015. The Study Area does capture some of the cycling traffic illustrated, but the majority of the bicycle traffic appears to be concentrated along W College Ave towards Decatur and McLendon Ave towards Inman Park and into Downtown. It is likely that bicycle traffic will increase along DeKalb as complete streets are installed.

Alternatively, the map below shows the concentration of activity for runners and pedestrians in the Study Area. Specific areas that are reporting a higher concentration are surface streets in downtown Decatur and around the East Lake MARTA station. Creating a more pleasant pedestrian experience around and through the MARTA station will be key to bridging the gap between the two sides of the East Lake MARTA station.

SOURCE: Noell Consulting Group, Strava Labs
Living close to restaurants and bar options is a key factor for many residents, specifically for those looking for an urban, walkable lifestyle. The heat map within this exhibit shows restaurant and bar options near the subject site that have been reviewed by users of Yelp. The black dots represent restaurants with 200+ reviews and rated 4+ stars.

For those unfamiliar, Yelp is a crowd-sourced local business review and social networking site. As of July 2015, Yelp is the 7th most popular site on the internet in terms of traffic and attracts over 106 million unique visitors each month. Looking into this data allows NCG to identify key restaurant and nightlife nodes.

The map within this exhibit indicates a small corridor of restaurants along College Avenue and DeKalb Avenue near the MARTA station. The proximity to these bars and restaurants will be attractive to many prospects, as will the fact that there are more clusters a short MARTA ride or drive away.

SOURCE: Noell Consulting Group, Yelp, Bing Maps

10/30/2017
As with restaurants and bars, living close to retail and grocers is an important factor to renters when choosing where to live. By pulling Yelp data from the area we are able to visualize where key retail and shopping nodes are in relation to the subject site.

The subject site is a short MARTA trip away from the large shopping district on Edgewood, with Kroger, Best Buy, Target and more. It is also a short MARTA trip away from Downtown Decatur, well known for its Downtown area. In addition, many other stores such as Publix, Sevananda and Candler Park Market are a short 7-15 min drive away.

SOURCE: Noell Consulting Group, Yelp, Bing Maps
The map to the left shows the school districts and schools zoned for the study area. As can be seen, the study area is split between three districts: Atlanta, DeKalb and Decatur. The eastern Atlanta and Decatur school districts are known as some of the best schools in the area. The study area is located within an area of the Atlanta metro with excellent school districts - nine out of the twelve schools are rated 9 or above by GreatSchools.Org.
As is common in cities and can be seen in Downtown Atlanta and Decatur, the Downtown areas experience higher crime rates than the surrounding residential areas. The subject area is relatively well insulated from the crime of both Downtown cores and experiences relatively little crime.

SOURCE: Noell Consulting Group, Trulia, Savannah Housing Authority
Exhibit 22
Current Situation Assessment and Key Implications to the Residential Opportunities on the Study Area

Strengths
The East Lake MARTA station study area is largely comprised of single family homes, with several restaurants along DeKalb and College Avenue. The area boasts strong school districts and community. With quick access via MARTA or car to several retail districts including Decatur and Edgewood, this is an area with quick access to amenities for residents. The surrounding neighborhoods are predominantly single-family detached homes, providing opportunities for future product diversification.

Challenges
Despite great schools, the study area is divided amongst three different school districts, with the north of DeKalb Ave and Decatur having the better rated schools. Similarly, the study area contains six different neighborhoods, potentially making it more difficult to come up with a solution that works for all. Additionally, the site itself is divided by train tracks causing a large visual and physical barrier to a cohesive site. This station is also the second lowest ridership in the entire system, with the short train ending at the station before (Edgewood/Candler) causing some to drive to that station rather than take the closer, East Lake trains. Additionally, while the area has great access to many nodes, the area itself lacks a restaurant or retail core, due in part to being surrounded by other competing nodes.

Opportunities
While the site is divided, this presents a unique opportunity to utilize existing infrastructure to create a bridge to connect the neighborhoods and the study area. Additionally, this study area has the potential to increase ridership and promote affordability in an area lacking affordable housing options. This project has the potential to diversify housing product options in the area and create another node centered around MARTA access.

SOURCE: Noell Consulting Group, Google Maps

10/30/2017
Exhibit 23
Age and Income Analysis of the East Lake PMA and Comparison to Atlanta ITP
2000 - 2017 (estimates)

PMA Total Household Growth

<table>
<thead>
<tr>
<th>2000 - 2017</th>
<th>15 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $25,000</td>
<td>-55</td>
<td>-121</td>
<td>-338</td>
<td>-159</td>
<td>-89</td>
<td>-96</td>
<td>-858</td>
</tr>
<tr>
<td>$25,000 - $35,000</td>
<td>-46</td>
<td>-209</td>
<td>-201</td>
<td>-70</td>
<td>15</td>
<td>36</td>
<td>-475</td>
</tr>
<tr>
<td>$35,000 - $50,000</td>
<td>-36</td>
<td>-229</td>
<td>-189</td>
<td>-88</td>
<td>33</td>
<td>11</td>
<td>-498</td>
</tr>
<tr>
<td>$50,000 - $75,000</td>
<td>-28</td>
<td>-206</td>
<td>-43</td>
<td>-114</td>
<td>92</td>
<td>89</td>
<td>-210</td>
</tr>
<tr>
<td>$75,000 - $100,000</td>
<td>-11</td>
<td>-96</td>
<td>52</td>
<td>35</td>
<td>91</td>
<td>83</td>
<td>154</td>
</tr>
<tr>
<td>$100,000 - $150,000</td>
<td>2</td>
<td>145</td>
<td>437</td>
<td>223</td>
<td>243</td>
<td>64</td>
<td>1,114</td>
</tr>
<tr>
<td>$150,000 - $200,000</td>
<td>2</td>
<td>131</td>
<td>280</td>
<td>218</td>
<td>186</td>
<td>14</td>
<td>831</td>
</tr>
<tr>
<td>$200,000 +</td>
<td>-5</td>
<td>112</td>
<td>498</td>
<td>390</td>
<td>317</td>
<td>96</td>
<td>1,408</td>
</tr>
<tr>
<td>Total</td>
<td>-177</td>
<td>-473</td>
<td>496</td>
<td>435</td>
<td>888</td>
<td>297</td>
<td>1,466</td>
</tr>
<tr>
<td>Target Audience</td>
<td>-177</td>
<td>-473</td>
<td>496</td>
<td>435</td>
<td>888</td>
<td>297</td>
<td>1,466</td>
</tr>
</tbody>
</table>

The PMA has added 1,466 household within the target age & income ranges since 2000, or 86 HH/yr.

The East Lake PMA has seen very strong growth among those aged 35-64, and those earning greater than $100,000 in median household income. While it has added an average of 86 households per year, approximately 60% of this growth has been displacing households of lower means - particularly those earning less than $100,000, which is predominantly those under 35.

Part of this is due to the lack of housing product diversification, something that future development in the study area may need to consider.

Source: NCG, Nielsen, US Census Data

10/30/2017
Within the East Lake PMA there are nearly 4,600 renter households. These renter households are heavily concentrated in those aged 25-40, primarily renting single-family homes. As housing values continue to rise, fewer rental homes will remain and this demographic will largely be lost if additional new rental product is not created in the area.

### Target Market Income Distribution

<table>
<thead>
<tr>
<th>Income/Age</th>
<th>15 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65 - 74</th>
<th>75 - 84</th>
<th>85+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>209</td>
<td>320</td>
<td>153</td>
<td>101</td>
<td>101</td>
<td>138</td>
<td>97</td>
<td>73</td>
<td>1,192</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>168</td>
<td>212</td>
<td>99</td>
<td>39</td>
<td>43</td>
<td>69</td>
<td>49</td>
<td>35</td>
<td>716</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>17</td>
<td>137</td>
<td>70</td>
<td>41</td>
<td>37</td>
<td>48</td>
<td>25</td>
<td>16</td>
<td>389</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>103</td>
<td>271</td>
<td>147</td>
<td>85</td>
<td>78</td>
<td>77</td>
<td>35</td>
<td>14</td>
<td>810</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>33</td>
<td>212</td>
<td>138</td>
<td>77</td>
<td>59</td>
<td>55</td>
<td>17</td>
<td>7</td>
<td>597</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>12</td>
<td>175</td>
<td>130</td>
<td>60</td>
<td>41</td>
<td>34</td>
<td>7</td>
<td>3</td>
<td>462</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>4</td>
<td>104</td>
<td>97</td>
<td>39</td>
<td>25</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>280</td>
</tr>
<tr>
<td>Income $150,000+</td>
<td>0</td>
<td>36</td>
<td>56</td>
<td>27</td>
<td>17</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>141</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>545</td>
<td>1,466</td>
<td>889</td>
<td>469</td>
<td>401</td>
<td>436</td>
<td>233</td>
<td>149</td>
<td>4,588</td>
</tr>
</tbody>
</table>

**Target Audience**

- 545
- 1,466
- 889
- 469
- 401
- 436
- 233
- 149
- 4,588

### Target Market Age Distribution

<table>
<thead>
<tr>
<th>Age</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65 - 74</th>
<th>75 - 84</th>
<th>85+</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 - 34</td>
<td>25</td>
<td>31.9%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>35 - 44</td>
<td>19.4%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>45 - 54</td>
<td>10.2%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>55 - 64</td>
<td>10.2%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>65 - 74</td>
<td>10.2%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>75 - 84</td>
<td>10.2%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>85+</td>
<td>85+</td>
<td>10.2%</td>
<td>10.2%</td>
<td>8.8%</td>
<td>9.5%</td>
<td>11.9%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

### Target Market HH Type Distribution

- Singles: 47.6%
- Married Couples: 20.0%
- Other Family: 10.6%
- Unmarried Couples: 16.1%
- Roommates: 5.7%

**SOURCE:** Noell Consulting projections based on data obtained from the US Census and Claritas, Inc.
Owner households in the East Lake PMA are primarily those aged 30-64, earning $100,000 and up. The cost of new development will make it difficult to provide for those earning less than $100,000 unless greater product diversification is introduced (i.e. condominiums, townhomes, ADUs, etc.), or affordable housing incentives are provided. Additionally, as previously mentioned the high concentration of affluent households that are currently 55-64, will be looking for more maintenance-free product types over the coming decade, and today the lack of these products will largely force them out of the community.

### Target Market Income Distribution

<table>
<thead>
<tr>
<th>Income/Age</th>
<th>15 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65 - 74</th>
<th>75 - 84</th>
<th>85+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>2</td>
<td>55</td>
<td>60</td>
<td>51</td>
<td>64</td>
<td>62</td>
<td>71</td>
<td>45</td>
<td>409</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>2</td>
<td>50</td>
<td>53</td>
<td>27</td>
<td>38</td>
<td>43</td>
<td>49</td>
<td>29</td>
<td>292</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>0</td>
<td>56</td>
<td>65</td>
<td>50</td>
<td>55</td>
<td>51</td>
<td>43</td>
<td>23</td>
<td>344</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>2</td>
<td>81</td>
<td>100</td>
<td>75</td>
<td>87</td>
<td>61</td>
<td>45</td>
<td>15</td>
<td>466</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>1</td>
<td>153</td>
<td>226</td>
<td>164</td>
<td>158</td>
<td>104</td>
<td>51</td>
<td>19</td>
<td>877</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>1</td>
<td>154</td>
<td>260</td>
<td>156</td>
<td>134</td>
<td>78</td>
<td>27</td>
<td>8</td>
<td>819</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>1</td>
<td>315</td>
<td>668</td>
<td>349</td>
<td>279</td>
<td>80</td>
<td>17</td>
<td>7</td>
<td>1,716</td>
</tr>
<tr>
<td>$150,000 +</td>
<td>0</td>
<td>270</td>
<td>973</td>
<td>606</td>
<td>476</td>
<td>94</td>
<td>18</td>
<td>0</td>
<td>2,436</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>8</td>
<td>1,135</td>
<td>2,406</td>
<td>1,478</td>
<td>1,290</td>
<td>572</td>
<td>321</td>
<td>148</td>
<td>7,358</td>
</tr>
</tbody>
</table>

### Target Market Age Distribution

- 15 - 24: 8%
- 25 - 34: 32.7%
- 35 - 44: 32.7%
- 45 - 54: 20.1%
- 55 - 64: 17.5%
- 65 - 74: 15.4%
- 75 - 84: 7.8%
- 85+: 4.4%
- Total: 100%

### Target Market HH Type Distribution

- Singles: 27.7%
- Married Couples: 55.1%
- Other Family: 9.0%
- Non-Related Roommates: 8.3%
- Total: 100%

Source: NCG, Nielsen, US Census Data
Demand Analysis
The Atlanta MSA has experienced strong job growth since 2011, setting a 16 year record in 2014. The next 5 years are expected to bring steady job growth, with a slow down predicted in 2020-2021. This slow down is forecasted based on historic cycles and we do not currently see signs indicating this correction, but maintain these figures in our analysis to remain conservative.

During times of economic stability absorption of Class A rental units has been pushed by job growth, with this trend visualized on the graph below which tracks the relationship between job growth and apartment absorption. Since coming out of the recession apartment absorption per 100 new jobs has slowly increased, averaging 6.5 units absorbed per 100 jobs from 2011-2016. We expect this trend to continue as Millennials continue to push off home ownership and empty nester / downsizers become more accepting of renting. Moving forward, NCF predicts the metro will absorb 11.4 units / 100 new jobs.
EAST LAKE MARTA STATION
LCI MARKET ANALYSIS

Exhibit 27
Atlanta ITP (Inside I-285) Capture of Atlanta Metro Class A Apartment Absorption

ATLANTA METRO CLASS A APARTMENT ABSORPTION AND ATLANTA ITP CAPTURE

This exhibit tracks the capture of the Atlanta Metro apartment absorption by the area inside I-285 (ITP), which is the urban core of Atlanta. The urban core of Atlanta, as with many cities nationwide, has seen an influx of population (and renters) moving into urban centers to take advantage of job proximity, cultural amenities, & walkability. Since 2000 the Atlanta urban core has continually captured more of the apartment absorption of the metro and we expect this to continue from 2017-2021 as established areas in Atlanta densify, new neighborhoods emerge, and jobs continue to relocate and grow in the urban core. Again, the slow down in 2019+ is a function of the forecasted job growth cycle.

ATLANTA ITP CLASS A APARTMENT ABSORPTION

SOURCE: Noell Consulting Group and Costar

10/30/2017
The Decatur/North Druid Hills submarket, which encompasses the study area and its competing neighborhoods, has increasingly captured a higher percentage of apartment absorption inside the Atlanta perimeter with fluctuating capture ratios dictated by years of high delivery. With a strong pipeline and the predicted continuation of residents flocking intown NCG projects future capture to continue on its upward trend and capture roughly 14.4% of apartment absorption from Atlanta ITP from 2017-2021.
### Exhibit 29 (Page 1 of 2)
Intown Atlanta Apartment Supply and Demand Analysis

<table>
<thead>
<tr>
<th></th>
<th>'00-'16 Average</th>
<th>11-'16 Average</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2017-2021 Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Growth in the Metro(^1)</td>
<td>24,361</td>
<td>62,901</td>
<td>72,175</td>
<td>57,712</td>
<td>60,164</td>
<td>46,275</td>
<td>22,888</td>
<td>5,666</td>
<td>38,541</td>
</tr>
<tr>
<td>Projected Jobs to New Apt. Absorption In Metro</td>
<td>21.6</td>
<td>6.5</td>
<td>8.9</td>
<td>11.5</td>
<td>11.0</td>
<td>10.0</td>
<td>13.0</td>
<td>18.0</td>
<td>11.4</td>
</tr>
<tr>
<td>Est. Supportable New Apt Absorption in Metro</td>
<td>5,255</td>
<td>4,083</td>
<td>6,417</td>
<td>6,637</td>
<td>6,618</td>
<td>4,628</td>
<td>2,975</td>
<td>1,020</td>
<td>4,376</td>
</tr>
</tbody>
</table>

Atlanta ITP Capture of Metro

<table>
<thead>
<tr>
<th></th>
<th>44%</th>
<th>63%</th>
<th>75%</th>
<th>75.0%</th>
<th>72.0%</th>
<th>75.0%</th>
<th>68.0%</th>
<th>75.0%</th>
<th>73.1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decatur/North Druid Hills Capture of New Apt. Abs. w/in Atlanta ITP</td>
<td>12.5%</td>
<td>11.7%</td>
<td>20.7%</td>
<td>20.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>20.0%</td>
<td>10.0%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Decatur/North Druid Hills New Apartment Absorption</td>
<td>288</td>
<td>302</td>
<td>1,000</td>
<td>996</td>
<td>476</td>
<td>347</td>
<td>405</td>
<td>76</td>
<td>460</td>
</tr>
</tbody>
</table>

---

1/ Employment growth from Economy.com
2/ Noell Consulting Group analysis based on larger analysis and trends of the market.
3/ Decatur/North Druid Hills submarket shown above

**SOURCE:** Noell Consulting Group, CoStar, Economy.com
Exhibit 29 (Page 2 of 2)
Intown Atlanta Apartment Supply and Demand Analysis

### Decatur/North Druid Hills New Apartment Absorption

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High delivery years have a 10% demand bump to account for Class B &amp; C stealing</td>
<td>1,095</td>
<td>524</td>
<td>382</td>
<td>445</td>
<td>76</td>
<td>2,523</td>
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### 5 Year Pipeline

<table>
<thead>
<tr>
<th>Decatur/North Druid Hills</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Reserve at Decatur</td>
<td>1.00</td>
</tr>
<tr>
<td>Accent North Druid Hills</td>
<td>1.00</td>
</tr>
<tr>
<td>Green Park Apartments</td>
<td>1.00</td>
</tr>
<tr>
<td>The Point on Scott (Fuqua)</td>
<td>1.00</td>
</tr>
<tr>
<td>E. Co (Columbia Ventures)</td>
<td>0.25</td>
</tr>
<tr>
<td>Solis in Decatur (Terwilliger Pappas)</td>
<td>0.25</td>
</tr>
<tr>
<td>AMLI Decatur (AMLI)</td>
<td>0.75</td>
</tr>
<tr>
<td>Sam’s Crossing (South City)</td>
<td>1.00</td>
</tr>
<tr>
<td>250 N Arcadia Ave (Enfold)</td>
<td>0.50</td>
</tr>
<tr>
<td>163 Clairemont Avenue (Mill Creek)</td>
<td>1.00</td>
</tr>
<tr>
<td>1010 E Ponce De Leon Ave (Toll Brothers)</td>
<td>1.00</td>
</tr>
</tbody>
</table>

### Total Projects Known

<table>
<thead>
<tr>
<th></th>
<th>4.0</th>
<th>0.8</th>
<th>4.3</th>
<th>3.8</th>
<th>0.5</th>
<th>2,650</th>
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</table>

### Matriculation Factor

<table>
<thead>
<tr>
<th></th>
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<th>100%</th>
<th>75%</th>
<th>66%</th>
<th>50%</th>
<th>2,324</th>
</tr>
</thead>
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### Study Area

<table>
<thead>
<tr>
<th></th>
<th>0.50</th>
<th>1.00</th>
<th>120</th>
</tr>
</thead>
</table>

### Total, All Projects w/Matriculation

<table>
<thead>
<tr>
<th></th>
<th>4.0</th>
<th>0.8</th>
<th>3.2</th>
<th>3.0</th>
<th>1.3</th>
<th>2,444</th>
</tr>
</thead>
</table>

### Total Deliveries (in units)

<table>
<thead>
<tr>
<th></th>
<th>860</th>
<th>665</th>
<th>467</th>
<th>451</th>
<th>0</th>
<th>2,444</th>
</tr>
</thead>
</table>

### Study Area

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair Share Capture:</td>
<td>17%</td>
<td>80%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair Share Capture with 25% Premium:</td>
<td>21%</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Capture:</td>
<td>94</td>
<td>76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair Share Monthly Abs:</td>
<td>12.5</td>
<td>5.1</td>
<td>9.4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NOTES:**

1. The numbers found beneath the year columns for each project indicate the percentage of the year the projects are expected to be in lease-up. Unit counts are market rate only.
2. Projects that delivered in 2016, but were/are in lease up in 2017 are designated in **PURPLE**.
3. Projects that are currently under construction are designated in **GREEN**.
4. There are currently 1,187 units under construction in the submarket.
5. There are an additional 603 units planned in the submarket.
6. 860 units have yet to be absorbed from projects that delivered in 2016 or early 2017. This equates to 2,650 units in the pipeline, not including the study area.
7. Assuming a development in the study area would not deliver until late 2020, we are forecasting the potential absorption pace of just under 10 units per month, and therefore an ideal community size of approximately 120 units.

**SOURCE:** Noell Consulting Group, CoStar, Economy.com

10/30/2017
Late deliveries in 2016 have led to high vacancies as of year end and continued high deliveries through 2020 will lead to high vacancies, despite high absorption. These years of high deliveries / high vacancies will create limit effective rent growth until 2021 when absorption begins to out pace deliveries.

**EFFECTIVE RENT VS VACANT STOCK**

SOURCE: Noell Consulting Group and Costar
Exhibit 31
Historical and Projected Job Growth to Office Absorption Relationship in Atlanta

ATLANTA METRO JOB GROWTH

Market in fluctuation. Positive office absorb. despite job loss

Recession led to negative job growth.

During recovery period avg. of 36 SF abs. per each new job added, returning to averages saw from 2004-2007.

With strong forecasted job growth, but a potential correction on the horizon, 2017-2025 will be very similar to the past 5 years, averaging 46 SF abs. per each new job added.

ATLANTA METRO CLASS A&B OFFICE ABSORPTION

Avg. of 5.5 M SF abs. per year.

Avg. of 2.37 M SF abs. per year.

Avg. of 1.6 M SF abs. per year.

SOURCE: Noell Consulting Group, Economy.com | Moody’s Analytics, and CoStar
Exhibit 32
Historic and Projected Metro and Decatur Office Absorption Relationship

METRO CLASS A&B OFFICE ABSORPTION

Decatur Class A&B Office Absorption

10/30/2017

SOURCE: Noell Consulting Group, and CoStar
EAST LAKE MARTA STATION
LCI MARKET ANALYSIS

Exhibit 33
Historic and Projected Job Growth to Retail Absorption Relationship in Atlanta

ATLANTA METRO JOB GROWTH

ATLANTA METRO CLASS A&B RETAIL ABSORPTION

SOURCE: Noell Consulting Group, Economy.com | Moody's Analytics, and CoStar

10/30/2017
Exhibit 34
Historic and Projected Metro and Decatur Retail Absorption Relationship

**METRO CLASS A&B RETAIL ABSORPTION**

- **Source:** Noell Consulting Group, and CoStar

**DECATUR CLASS A&B RETAIL ABSORPTION**

We believe the study area can ramp up its capture from effectively 0% up to a fair share capture of 10% (one in ten competing cores, with Decatur counting as three given critical mass) over the next cycle. The result is potential demand for an annual average of just over 1,500 SF per year.

**SOURCE:** Noell Consulting Group, and CoStar
For Sale Analysis
Based on projected job growth and development patterns, we expect metro home prices to continue to see steady appreciation, although at levels considerably below the last four years as the market rebounded from the recession. This exhibit shows two measures of metro home values, the Case Shiller Index and the Zillow Home Value Index. While we view the Case Shiller as a more accurate measure of home value appreciation, the ZHVI is published at city, ZIP Code, and neighborhood level, as well as for single family homes and condominiums, making it a useful source for comparing markets. These two indices show similar trends - strong year-over-year price appreciation as the housing market recovered from 2007-2011, with home prices almost back to peak nominal values. We project annual price appreciation to slow as prices exceed previous peaks, but steady job growth and limited new supply will keep the housing market tight for several years.

Single family resales in the primary market area have increased since 2011 and volume has picked up to near historic levels, with record prices. Sale price levels have also been increasing, with the majority of sales happening in $300,000-$600,000 range, but a significant number between $600,000 and $1,000,000.
New home sales in the primary market area have increased since 2014, with a dip in 2016. Median sale prices have been trending upwards since 2014. Moving forward as new product delivers, prices should increase accordingly.
Townhome sales in the PMA have increased from 2004 to 2015, with a dip in 2016, similar to SFD new sales. Sales price have also continued to increase, now cresting $500k.

New TH By Price Point

New TH Median Sale Price and Total Sales Volume

SOURCE: Noell Consulting Group based on data from MetroStudy

10/30/2017
Prior to the crash, the East Lake MARTA Station PMA saw strong condo deliveries, many of which are along the DeKalb corridor. As with much of the Atlanta market, lack of developer financing has limited inventory and sales.
The Atlanta Intown condo market has steadily recovered since prices bottomed out in early 2012. In terms of condo values the majority of the zip codes that make up the Atlanta metro have recovered to pre-2008 levels. The study area is largely within the Eastside Neighborhoods.

SOURCE: Noell Consulting Group, Zillow
**EAST LAKE MARTA STATION**  
**LCI MARKET ANALYSIS**

**Exhibit 41**  
**Historical and Projected Job Growth to Apartment Absorption - Atlanta MSA**

**METRO JOB GROWTH AND NEW HOME SALES**

- **2005 - 2007:** 62.3 NEW HOMES/100 Jobs  
- **2008 - 2010:** -61,145 Jobs/year  
- **2011 - 2016:** 15.4 NEW HOMES/100 Jobs  
- **2011 - 2016:** 62,901 Jobs/year  
- **2017 - 2021:** 34.6 NEW HOMES/100 Jobs  
- **2017 - 2021:** 38,541 Jobs/year

**METRO ATTACHED SHARE OF ALL SALES**

- **2005 - 2007:** 62.3 NEW HOMES/100 Jobs  
- **2008 - 2010:** 61,042 Jobs/year  
- **2011 - 2016:** 62,901 Jobs/year  
- **2017 - 2021:** 38,541 Jobs/year

While on the rebound, new home sales in the metro are still only a third of pre-recession levels. Additionally, the % of attached sales has dropped significantly, primarily given the lack of current condo inventory.

**SOURCE:** Noell Consulting Group, Metro Study and Economy.com | Moody's Analytics
With the current levels of new home inventory and deliveries, coupled with the cooling economy, we forecast an annual average of 13,336 sales per team from 2017-2021. With decreasing land availability, ITP, particularly for SFD homes, we project its capture to average only 3% of the metro, resulting in approximately 400 sales/year.
The East Lake MARTA Station submarket has witnessed an increasing capture of ITP new SFD sales, a function of strong schools and improving lifestyle elements. We project this capture to be between 20 and 24% from 2017-2021, resulting in an average of 86 sales/year.

SOURCE: Noell Consulting Group and Costar

10/30/2017
While still below pre-recession levels, we forecast the growth in the townhouse market to continue with ITP capturing an increasing amount of the activity resulting in a forecasted average of 379 sales/year.

**ATLANTA ITP NEW TH SALES**

SOURCE: Noell Consulting Group and Costar

10/30/2017
As with SFD, townhomes within the submarket continue to increase their capture of overall ITP sales, and as such we forecast an average of 37 sales/year between 2017 and 2021.

**EAST LAKE MARTA STATION SUBMARKET NEW TH SALES**

Source: Noell Consulting Group and Costar
Fallout from the Great Recession hit the condo market the hardest, along with an inability of developers to obtain financing for speculative condo development, has brought inventory and sales to a virtual stop relative to historic levels. Deals that can obtain financing are largely in established ITP cores and thus we forecast an average of 114 sales/year between 2017 and 2021.

SOURCE: Noell Consulting Group and Costar
With essentially no new condo development post recession in the submarket, it is difficult to forecast the potential should a qualified condo developer be able to obtain financing. However, based on historic capture rates we believe up to a 36 unit condo development could be supported in the study area.

**EAST LAKE MARTA STATION SUBMARKET NEW CONDO SALES**

SOURCE: Noell Consulting Group and Costar

10/30/2017
<table>
<thead>
<tr>
<th>NEW COMMUNITIES</th>
<th>AVG. $</th>
<th>$/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Cottages at Lake Claire</td>
<td>$634,940</td>
<td>$201</td>
</tr>
<tr>
<td>2 Oak Park</td>
<td>$735,000</td>
<td>$245</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>$684,970</strong></td>
<td><strong>$223</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEW CONSTRUCTION SF</th>
<th>AVG. $</th>
<th>$/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 321 Southerland Terrace</td>
<td>$912,200</td>
<td>$273</td>
</tr>
<tr>
<td>4 2137 Palifox Drive</td>
<td>$669,000</td>
<td>$310</td>
</tr>
<tr>
<td>5 2030 Delano Drive</td>
<td>$690,000</td>
<td>$239</td>
</tr>
<tr>
<td>6 280 Sisson Avenue NE</td>
<td>$670,000</td>
<td>$212</td>
</tr>
<tr>
<td>7 239 Greenwood Circle</td>
<td>$863,300</td>
<td>$275</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>$760,900</strong></td>
<td><strong>$262</strong></td>
</tr>
</tbody>
</table>

**Average, All Comps** $739,206 $251

SOURCE: Noell Consulting Group, RedFin, Google Earth

10/30/2017
## Exhibit 49
Summary of Single Family Communities and New Construction Homes

<table>
<thead>
<tr>
<th>Photo</th>
<th>Name</th>
<th>Year Built</th>
<th>Total Units</th>
<th>Remaining Lots/Units</th>
<th>Sales Pace</th>
<th>Current Price Range</th>
<th>Current Avg Price</th>
<th>Unit Size Range</th>
<th>Avg Size</th>
<th>$/SF Range</th>
<th>Avg $/SF</th>
<th>Comments &amp; Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="566x545" alt="Image" /></td>
<td>Cottages at Lake Claire</td>
<td>2015</td>
<td>6</td>
<td>1</td>
<td>&lt;1/mo.</td>
<td>$599,900 - $645,000</td>
<td>$634,940</td>
<td>3,000 - 3500</td>
<td>3,175</td>
<td>$184 - $212</td>
<td>$200.53</td>
<td>5-6 Bed/4-5 Bath, single family homes, DeKalb frontage, with high end finishes.</td>
</tr>
<tr>
<td><img src="48x532" alt="Image" /></td>
<td>Oak Park</td>
<td>2016</td>
<td>10</td>
<td>0</td>
<td>1/mo.</td>
<td>$735,000 - $735,000</td>
<td>$735,000</td>
<td>2,302 - 3022</td>
<td>2,779</td>
<td>$245 - $245</td>
<td>$245</td>
<td>4-5 Bed, 3-4.5 Bath, 2 car garage, designer finishes and fixtures.</td>
</tr>
</tbody>
</table>

**Summary**

|                  | $735,000 | $645,000 | $684,970 | $2,302 | $3,500 | $2,977 | $184 | $245 | $223 |

*Source: Noell Consulting Group, Fulton County Assessors Office*

10/30/2017
EAST LAKE MARTA STATION
LCI MARKET ANALYSIS

Exhibit 50
Map of Recently Selling Infill Single Family Homes

Address: 321 Southerland Place
Yr built: 2017
SF: 3,500 SF
Bed/bath: 5B/4.5b
Sale price: $912,000

Address: 2137 Palifox Drive
Yr built: 2017
SF: 2,209 SF
Bed/bath: 4B/3b
Sale price: $669,000

Address: 2030 Delano Drive
Yr built: 2017
SF: 2,887
Bed/bath: 5B/4b
Sale price: $690,000
$/SF: $239

Address: 280 Sisson Avenue
Yr built: 2017
SF: 3,161 SF
Bed/bath: 5B/4b
Sale price: $670,000

SOURCE: Noell Consulting Group, RedFin, Google Earth
Exhibit 51
Map of Townhome and Villa Communities

TOWNHOMES

<table>
<thead>
<tr>
<th></th>
<th>Address</th>
<th>AVG. $</th>
<th>$/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1388 La France</td>
<td>$592,513</td>
<td>$222</td>
</tr>
<tr>
<td>2</td>
<td>1463 La France</td>
<td>$496,150</td>
<td>$230</td>
</tr>
<tr>
<td>3</td>
<td>Reserve Decatur</td>
<td>$965,000</td>
<td>$312</td>
</tr>
<tr>
<td>4</td>
<td>East Howard Place</td>
<td>$639,721</td>
<td>$321</td>
</tr>
</tbody>
</table>

Average, All Comps: $673,346 / $271

SOURCE: Noell Consulting Group, RedFin, Google Earth
### Exhibit 52  
**Summary of Townhome Communities**

<table>
<thead>
<tr>
<th>Photo</th>
<th>Name</th>
<th>Year</th>
<th>Total Units</th>
<th>Remaining Units</th>
<th>Sales Pace</th>
<th>Current Price Range</th>
<th>Current Avg Price</th>
<th>Unit Size Range</th>
<th>Avg Size</th>
<th>$/SF Range</th>
<th>Avg $/SF</th>
<th>Comments &amp; Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="1388_La_France" alt="Image" /></td>
<td>1388 La France</td>
<td>2016-2017</td>
<td>17</td>
<td>1</td>
<td>1.6/mo</td>
<td>$509,950 - $691,845</td>
<td>$592,513</td>
<td>2,372 - 2,903</td>
<td>2,732</td>
<td>$215 - $238</td>
<td>$222</td>
<td>3 to 4 bedrooms, 3.5 baths, 2 to 4 car garages, private decks and/or backyards.</td>
</tr>
<tr>
<td><img src="1463_La_France" alt="Image" /></td>
<td>1463 La France</td>
<td>2017</td>
<td>15</td>
<td>0</td>
<td>1-2/mo</td>
<td>$464,900 - $519,900</td>
<td>$496,150</td>
<td>2,124 - 2,124</td>
<td>2,124</td>
<td>$219 - $245</td>
<td>$230</td>
<td>3&amp;4 Bed/ 3.5&amp;4 Bath, attached 2 car garage, some have yards</td>
</tr>
<tr>
<td><img src="Reserve_Decatur" alt="Image" /></td>
<td>Reserve Decatur</td>
<td>2017</td>
<td>10</td>
<td>5</td>
<td>1.25 /mo</td>
<td>$965,000 - $965,000</td>
<td>$965,000</td>
<td>3,097 - 3,097</td>
<td>3,097</td>
<td>$312 - $312</td>
<td>$312</td>
<td>Brownstone style, 4B/4.5B, 2 car rear entry garage, elevator</td>
</tr>
<tr>
<td><img src="East_Howard_Place" alt="Image" /></td>
<td>East Howard Place</td>
<td>2016-2017</td>
<td>24</td>
<td>0</td>
<td>1.4/mo</td>
<td>$579,000 - $735,000</td>
<td>$639,721</td>
<td>1,880 - 2,000</td>
<td>1,990</td>
<td>$290 - $368</td>
<td>$321</td>
<td>3 story townhomes with 3 to 4 bedrooms, private courtyards and high end finishes</td>
</tr>
</tbody>
</table>

**TH Summary:**  
- **Total Units:** 66  
- **Remaining Units:** 6  
- **Current Price Range:** $464,900 - $965,000  
- **Current Avg Price:** $644,216  
- **Sales Pace:** 1,880 - 3,097  
- **Avg Size:** 2,379  
- **$/SF Range:** $215 - $368  
- **Avg $/SF:** $271  

*SOURCE: Noell Consulting Group, MetroStudy*
Exhibit 53
Map of Recently Selling Condo Communities

<table>
<thead>
<tr>
<th>CONDO</th>
<th>AVG.$</th>
<th>$/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Lizzie Chapel Flats</td>
<td>$717,450</td>
<td>$318</td>
</tr>
<tr>
<td>2 Marble Lofts</td>
<td>$232,438</td>
<td>$275</td>
</tr>
<tr>
<td>3 Arizona Lofts</td>
<td>$251,326</td>
<td>$229</td>
</tr>
<tr>
<td>4 Sutherland Place Lofts</td>
<td>$311,725</td>
<td>$252</td>
</tr>
<tr>
<td>5 The Artisan</td>
<td>$324,638</td>
<td>$322</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>$367,515</strong></td>
<td><strong>$279</strong></td>
</tr>
</tbody>
</table>

SOURCE: Noell Consulting Group, RedFin, Google Earth
### Summary of Condo Communities

<table>
<thead>
<tr>
<th>Photo</th>
<th>Name</th>
<th>Year Built</th>
<th>Total Units</th>
<th>Sales Pace</th>
<th>Current Price Range</th>
<th>Current Avg Price</th>
<th>Unit Size Range</th>
<th>Avg Size</th>
<th>$/SF Range</th>
<th>Avg $/SF</th>
<th>Comments &amp; Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Lizzie Chapel Flats" /></td>
<td>Lizzie Chapel Flats</td>
<td>2016</td>
<td>6</td>
<td>0.5/mo</td>
<td>$629,900 - $805,000</td>
<td>$717,450</td>
<td>2,000 - 2,500</td>
<td>2,250</td>
<td>$315 - $322</td>
<td>$318</td>
<td>Large 2-3 Bed (approx 2500 SF), walking distance to Beltline, high end finishes, elevator access and gated parking.</td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Marble Lofts" /></td>
<td>Marble Lofts</td>
<td>2007</td>
<td>17</td>
<td>N/A</td>
<td>$202,000 - $265,000</td>
<td>$232,438</td>
<td>778 - 906</td>
<td>845</td>
<td>$257 - $301</td>
<td>$275</td>
<td>Two story living spaces, with high end finishes and 25 ceilings. Units include sound cushion wall system, gourmet kitchens and European spa baths. Communal outdoor living and event space.</td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Arizona Lofts" /></td>
<td>Arizona Lofts</td>
<td>Phase 1, 2003; Phase 2, 2007</td>
<td>195</td>
<td>N/A</td>
<td>$196,000 - $350,000</td>
<td>$251,326</td>
<td>821 - 1508</td>
<td>1,104</td>
<td>$177 - $280</td>
<td>$229</td>
<td>1-3 bedroom floor plans, with high end finishes and walk-in closets. Unit ceilings range from 11’ to 21’. Community includes swimming pool.</td>
</tr>
<tr>
<td><img src="image4.jpg" alt="Sutherland Place Lofts" /></td>
<td>Sutherland Place Lofts</td>
<td>2005</td>
<td>36</td>
<td>N/A</td>
<td>$247,000 - $380,000</td>
<td>$311,725</td>
<td>956 - 1544</td>
<td>1,239</td>
<td>$233 - $270</td>
<td>$252</td>
<td>1-2 Bed units with large floor plan, underground gated parking, an interior courtyard and storage units. Complex includes communal roof deck.</td>
</tr>
<tr>
<td><img src="image5.jpg" alt="The Artisan" /></td>
<td>The Artisan</td>
<td>2006-2008</td>
<td>171</td>
<td>N/A</td>
<td>$232,500 - $600,300</td>
<td>$324,638</td>
<td>726 - 1944</td>
<td>1,025</td>
<td>$289 - $390</td>
<td>$322</td>
<td>1-3 Bed units in Downtown Decatur. Units include hardwood floors, private balconies and high end finishes. Amenities include rooftop pool, fitness center, clubroom and controlled-access parking.</td>
</tr>
</tbody>
</table>

**Summary:**

425

$196,000 - $805,000

$291,764

726 - 2,500

1,089

$177 - $390

$279

SOURCE: Noell Consulting Group, Fulton County Assessors Office

10/30/2017
Rental Market Analysis
Exhibit 55
Map of Apartment Communities

<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>$/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Atlanta</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Station R</td>
<td>285</td>
<td>$1.88</td>
</tr>
<tr>
<td>2 Spoke</td>
<td>224</td>
<td>$2.12</td>
</tr>
<tr>
<td><strong>Average Atlanta</strong></td>
<td><strong>255</strong></td>
<td><strong>$2.00</strong></td>
</tr>
<tr>
<td><strong>Decatur</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Place on Ponce</td>
<td>234</td>
<td>$2.08</td>
</tr>
<tr>
<td>4 Alexan 1133</td>
<td>167</td>
<td>$1.93</td>
</tr>
<tr>
<td>5 Arlo</td>
<td>210</td>
<td>$2.18</td>
</tr>
<tr>
<td><strong>Average Decatur</strong></td>
<td><strong>204</strong></td>
<td><strong>$2.06</strong></td>
</tr>
<tr>
<td><strong>Average All</strong></td>
<td><strong>224</strong></td>
<td><strong>$2.04</strong></td>
</tr>
</tbody>
</table>

SOURCE: Noell Consulting Group, Google Earth

10/30/2017
## Exhibit 56
### Summary of Apartment Communities

<table>
<thead>
<tr>
<th>Photo</th>
<th>Project</th>
<th>Year Building / Product</th>
<th>Unit Count</th>
<th>% Occ.</th>
<th>Market Rent Range</th>
<th>Avg. Rent</th>
<th>Unit Size Range</th>
<th>Avg. Rent $/SF</th>
<th>Comments / Finishes / Amenities</th>
</tr>
</thead>
</table>
| ![Station R](image1) | Station R | 2016 / 7 Stories | 285 | 88% | $1,215 - $2,250 | $1,740 | 572 - 1,199 | 979 | $1.88  
Built last year in Reynoldstown, this complex features a fitness center, clubhouse, rooftop lounge, pool, package service, pet washing station and pet play area. |
| ![Spoke](image2) | Spoke | 2018 / 5 Stories | 224 | NA | $1,257 - $2,464 | $1,780 | 484 - 1,186 | 860 | $2.12  
New building adjacent to Edgewood Candler MARTA station and across from Edgewood Shopping Center, with Target, Kroger, Best Buy and more. |
| ![Place on Ponce](image3) | Place on Ponce | 2014 / 6 Stories | 234 | 96% | $1,506 - $2,821 | $2,140 | 696 - 1,349 | 906 | $2.08  
Located in Downtown Decatur, this complex features a pool, fitness center, clubhouse (available for private rental) and Zen garden. |
| ![Alexan 1133](image4) | Alexan 1133 | 2015 / 5 Stories | 167 | 93% | $1,082 - $3,075 | $1,639 | 532 - 1,554 | 848 | $1.93  
Located in Downtown Decatur, this complex features courtyard, sun deck, fitness center, pool, game room, controlled access and a package service. The units include USB ports, keyless entry, walk-in closets and some with patios. |
| ![Arlo](image5) | Arlo | 2016 / 6 Stories | 210 | 94% | $1,415 - $2,465 | $2,411 | 540 - 1,248 | 770 | $2.18  
Located in Downtown Decatur, this complex features a courtyard, fitness center, media room, pool, business center, clubhouse and storage units. |

**Summary:**

<table>
<thead>
<tr>
<th>Unit Count</th>
<th>% Occ.</th>
<th>Market Rent Range</th>
<th>Avg. Rent</th>
<th>Unit Size Range</th>
<th>Avg. Rent $/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>224</td>
<td>93%</td>
<td>$1,082 - $3,075</td>
<td>$1,942</td>
<td>484 - 1,554</td>
<td>873</td>
</tr>
</tbody>
</table>

**SOURCE:** Noell Consulting Group.

10/30/2017
Commercial Analysis
Exhibit 57
Study Area’s Local Grocer Options

The East Lake MARTA station is well served by a variety of grocery stores with a Kroger and Publix 1.5 miles just west of the Study Area.

Within a 5 miles radius are multiple Publix's, Kroger's and Whole Food's in addition to the previous stores mentioned. Also located within the 5 mile radius are specialty grocers including Trader Joes and Sprouts.
### Grocery Store Site Selection Summary

<table>
<thead>
<tr>
<th>Store</th>
<th>Typical Urban Footprint</th>
<th>Configuration</th>
<th>Req. surface</th>
<th>Will go in mixed-use</th>
<th>Will go in mixed-use</th>
<th>Will go in mixed-use</th>
<th>Req. surface</th>
<th>Req. surface</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger</td>
<td>60-80,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>150'-180' Storefront</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Publix</td>
<td>28-45,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Aldi</td>
<td>15-20,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Trader Joe's</td>
<td>10-15,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Whole Foods</td>
<td>30-50,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Sprouts</td>
<td>28-30,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Amazon Fresh</td>
<td>20-25,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
<tr>
<td>Costco</td>
<td>73-205,000 SF</td>
<td>Req. surface</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>140+ Parking spaces</td>
<td>150'-180' Storefront</td>
<td>Req. surface</td>
<td>Req. surface</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Store Selection Summary</th>
<th>100%+ Frontage</th>
<th>150'-180' Storefront</th>
<th>100,000+ w/i 10-min</th>
<th>100,000 w/i 5-Miles</th>
<th>150,000 w/i 5-Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
<tr>
<td>Publix</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
<tr>
<td>Aldi</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
<tr>
<td>Trader Joe's</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
<tr>
<td>Whole Foods</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
<tr>
<td>Sprouts</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
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<td>Amazon Fresh</td>
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<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
<tr>
<td>Costco</td>
<td>2.5 acre pads</td>
<td>100'+ Frontage</td>
<td>100,000+ w/i 10-min</td>
<td>100,000 w/i 5-Miles</td>
<td>150,000 w/i 5-Miles</td>
</tr>
</tbody>
</table>

**Nearby Grocery Stores (3 miles)**

Kroger in Decatur, Shields Produce and Grocery, Candler Park Market, Publix on Ponce, Publix at East Lake, Kroger on Briarcliff, Sevananda, Rainbow Natural Foods, East Atlanta Supermarket, Kroger on Memorial, DeKalb Farmers Market, Aldi, Earth Fare, Sprouts, Walmart, Target, Patel Brothers, Kroger at Edgewood, Walmart Supercenter, Publix at Emory

1) Note that certain grocers do not specify publicly a trade area for site selections

**Source:** Noell Consulting Group, ICSC, US Census

10/30/2017
The East Lake/Decatur market has been strong the last ten years, with available space steadily dropping from 15% to 6% today. Asking rents have increased to $18.01 after not much growth between 2008-2014. There have been steady new retail developments from 2010-2016, albeit at a small rate, but none are under construction today.
Office vacancies within 2 miles of East Lake MARTA station have declined from 12% in 2012 to 5% today, with almost 85,463 SF absorbed in 2016 and 142,553 SF absorbed YTD. Asking rates have increased since 2012 and are well above 2008-2009 rates. Current rates will limit the ability to justify new construction though, so new deliveries will need to be adaptive reuse.
Exhibit 61
Map of Actively Leasing Office Buildings

<table>
<thead>
<tr>
<th>OFFICE</th>
<th>SQFT</th>
<th>$/SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 900 DeKalb Avenue</td>
<td>8,300</td>
<td>$20.00</td>
</tr>
<tr>
<td>2 Spoke</td>
<td>14,000</td>
<td>$19.00</td>
</tr>
<tr>
<td>3 Candler Park Connection</td>
<td>14,000</td>
<td>$14.67</td>
</tr>
<tr>
<td>4 Clifton Place</td>
<td>10,827</td>
<td>Withheld</td>
</tr>
<tr>
<td>5 1989 College Avenue</td>
<td>6,300</td>
<td>$18.52</td>
</tr>
<tr>
<td>6 Hosea &amp; 2nd</td>
<td>16,720</td>
<td>$29.71</td>
</tr>
<tr>
<td>7 The Shops on West College</td>
<td>8,300</td>
<td>$20.00</td>
</tr>
<tr>
<td>8 Wahoo!, Wahoo Wine and Provisions</td>
<td>5,558</td>
<td>$15.11</td>
</tr>
<tr>
<td>9 East Decatur Station</td>
<td>24,000</td>
<td>$16.19</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>12,001</strong></td>
<td><strong>$19.15</strong></td>
</tr>
</tbody>
</table>

SOURCE: Noell Consulting Group, Google Earth

10/30/2017
Exhibit 62
Summary of Office Comparables

<table>
<thead>
<tr>
<th>Photo</th>
<th>Office Name</th>
<th>Year Built</th>
<th>Total Square Feet</th>
<th>Available Square Feet</th>
<th>Quoted Lease Rates</th>
<th>Lease Type</th>
<th>Key Tenants / Tenant Types</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Picture" /></td>
<td>900 DeKalb Avenue</td>
<td>2018</td>
<td>8,300</td>
<td>N/A</td>
<td>$18.00 - $22.00</td>
<td>NNN</td>
<td>TBD</td>
<td>Adaptive reuse of older industrial building with DeKalb frontage and near the Inman Park MARTA Station.</td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Picture" /></td>
<td>Spoke</td>
<td>2017-2018</td>
<td>14,000</td>
<td>2,700</td>
<td>$17.00 - $21.00</td>
<td>NNN</td>
<td>TBD</td>
<td>New Edgewood Candler MARTA TOD retail subsidized by multifamily onsite.</td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Picture" /></td>
<td>Candler Park Connection</td>
<td>1958</td>
<td>14,000</td>
<td>2,700</td>
<td>$14.67 $14.67</td>
<td>FS</td>
<td>Tough Love Yoga, Radial Café, Atlanta Pride Committee, CrossFit</td>
<td></td>
</tr>
<tr>
<td><img src="image4.jpg" alt="Picture" /></td>
<td>Clifton Place</td>
<td>1979</td>
<td>10,827</td>
<td>0</td>
<td>Withheld</td>
<td>Withheld</td>
<td>San Francisco Coffee, Mercantile</td>
<td></td>
</tr>
<tr>
<td><img src="image5.jpg" alt="Picture" /></td>
<td>1989 College Avenue</td>
<td>1998-2000</td>
<td>6,300</td>
<td>0</td>
<td>$18.52 $18.52</td>
<td>$18.52 FS</td>
<td>Southern Poverty Law Center</td>
<td></td>
</tr>
<tr>
<td><img src="image6.jpg" alt="Picture" /></td>
<td>Hosea &amp; 2nd</td>
<td>2017-2018</td>
<td>16,720</td>
<td>11,982</td>
<td>$27.42 $32.00</td>
<td>$27.42-$32 FS Office / $28.50 NNN for Retail</td>
<td>Poor Hendrix and Greater Good BBQ Restaurants, retail and office</td>
<td></td>
</tr>
</tbody>
</table>

**Summary:**
- **Total:** 11,691 square feet
- **Available:** 3,476 square feet
- **Rents:** $14.67 - $32.00

* Rents are adjusted to NNN Lease type

**SOURCE:** Noell Consulting Group.

10/30/2017
### Exhibit 63
Summary of Office Comparables

<table>
<thead>
<tr>
<th>Photo</th>
<th>Office Name</th>
<th>Year Built</th>
<th>Total Square Feet</th>
<th>Available Square Feet</th>
<th>Quoted Lease Rates</th>
<th>Lease Type</th>
<th>Key Tenants / Tenant Types</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.jpg" alt="Photo" /></td>
<td>The Shops on West College</td>
<td>1948</td>
<td>8,300</td>
<td>0</td>
<td>$18.00 - $22.00</td>
<td>NNN</td>
<td>Ale Yeah, Isabella's Café, Avellino's Pizza, Adore Hair Studio</td>
<td>Two star, one story, five tenant building with College Avenue frontage. 2.41/1,000 parking ratio, 20 spaces total.</td>
</tr>
<tr>
<td><img src="image.jpg" alt="Photo" /></td>
<td>Wahoo!, Wahoo Wine and Provisions</td>
<td>1950</td>
<td>5,558</td>
<td>0</td>
<td>$15.11 - $15.11</td>
<td>NNN</td>
<td>Wahoo! Decatur Grill, Wahoo! Wine Provisions</td>
<td>One large building with three tenants and College Avenue frontage and next door to East Lake MARTA station. 5.40/1,000 parking ratio, 30 spaces total.</td>
</tr>
<tr>
<td><img src="image.jpg" alt="Photo" /></td>
<td>East Decatur Station</td>
<td>1945, reno 2004</td>
<td>24,000</td>
<td>2,650</td>
<td>$12.00 - $20.38</td>
<td>NNN or MG</td>
<td>Corner Pub, Three Taverns Craft Brewery, Sycamore Consulting, Decatur Healing Arts</td>
<td>Three star retail/office located between Decatur and Avondale MARTA stations. A collection of buildings with various tenants - office, retail, brewery. 2.71/1,000 parking ratio, 65 spaces total.</td>
</tr>
</tbody>
</table>

**Summary:**

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12,619</td>
<td>883</td>
<td></td>
<td>$12.00 - $22.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Rents are adjusted to NNN Lease type

SOURCE: Noell Consulting Group.

10/30/2017
EAST LAKE MARTA STATION
LCI MARKET ANALYSIS

Exhibit 64
Recommended Development Product Matrix

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Estimated Total Demand 2017-2021</th>
<th>Pricing</th>
<th>Notes/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Sale Attached Townhomes</td>
<td>185 townhomes (36/year)</td>
<td>Move-Up: $300,000 to $600,000 at $230/SF</td>
<td>Provide both move-up product for younger families as well as higher-end townhomes with elevator options for empty nesters. Clustered near dense, active areas near restaurant and retail.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Empty Nester/Luxury: $700,000 to $800,000 at $250/SF</td>
<td></td>
</tr>
<tr>
<td>For Sale Attached Condos</td>
<td>34 homes (likely in just one offering, which will sell out in 2-3 years)</td>
<td>$400,000-$500,000 at $350/SF</td>
<td>Small condo building or units above retail/office. Offering quality finishes throughout building, but minimal amenities to maintain low HOAs. If not located above retail, clustered near dense, active area near restaurant and retail.</td>
</tr>
<tr>
<td>For Sale Detached Single Family</td>
<td>Up to 430 homes (85/year)</td>
<td>$700,000 to $900,000 at $250/SF</td>
<td>Move-Up and Luxury product for young and mature families, as well as smaller &quot;jewel box&quot; master-on-main for empty nesters. Room for innovative/denser formats such as patio/terrace homes and zero lot line homes in addition to traditional family-oriented plans. Will not likely hit full demand potential given limited land.</td>
</tr>
<tr>
<td>Rental Apartments</td>
<td>120 new units (High potential as age-targeted)</td>
<td>$1.90/SF, depending on size and target audience.</td>
<td>Class A product - structured parking in an walkable, TOD urban format that is built to the street. Should target large-unit empty nester product for area move-downs.</td>
</tr>
<tr>
<td>Neighborhood Retail / Restaurant</td>
<td>Approx. 6,000 SF (add potential of 30SF/new resident)</td>
<td>Services/shops: $20-25/SF NNN Rest: $25-30/SF NNN</td>
<td>Bring in diverse tenant base including local services and restaurants, with few dry goods. Create the &quot;place&quot; people want to be by bringing high-quality local restaurants to the area. Try and avoid anything that feels chain-y. No drive through, full-service and fast casual only. Emphasize patios, rooftops and other community gathering areas.</td>
</tr>
<tr>
<td>Class B Office</td>
<td>15,000 SF</td>
<td>$20/SF Mod. Gross</td>
<td>Class A/B product similar to what is offered in adaptive reuse along the BeltLine. Target small tenants under 5,000 SF, primarily in the TAMI (technology, advertising, media and information) industry sectors.</td>
</tr>
</tbody>
</table>

SOURCE: Noell Consulting Group.  
10/30/2017