

MARTA Concept Plans Evaluation Matrix

NORTH SIDE																
Concept	1. Increase Ridership & Revenue									2. Station as Community Destination						
	Increase Ridership	SCORE Increase Ridership	Meets MARTA Density Requirements	SCORE MARTA Density Requirements	Meets MARTA Parking Requirements - MARTA PARKING ONLY	SCORE MARTA Parking Requirements	Increase Revenue	SCORE Increase Revenue	AVG SCORE	Short-term Solutions	SCORE Short-term Solutions	Incorporate Green / Open Space	SCORE Incorporate Green / Open Space	Incorporate plazas, seating, other small open space	SCORE Incorporate plazas, seating, other small open space	Long-term Solutions
Concept C.1	37 units / a		5 37 units / acre		5 Utilization rate		2/4 buildings are MXU	4	4.75	Yes		5 public		3 Yes		3 Mix of uses
Concept C.2	35 units / a		4 35 units / acre		4 Utilization rate		1/2 buildings have MXU	5	4.50	Yes		5 15.10%		5 Yes		4 Mix of uses
Concept C.3	27 units / a		4 27 units / acre		4 Utilization rate		all buildings MXU	5	4.50	Yes		5 15.60%		5 Yes		4 Mix of uses
SOUTH SIDE																
Concept	1. Increase Ridership & Revenue									2. Station as Community Destination						
	Increase Ridership	SCORE Increase Ridership	Meets MARTA Density Requirements	SCORE MARTA Density Requirements	Meets MARTA Parking Requirements	SCORE MARTA Parking Requirements	Increase Revenue	SCORE Increase Revenue	AVG SCORE	Short-term Solutions	SCORE Short-term Solutions	Incorporate Green / Open Space	SCORE Incorporate Green / Open Space	Incorporate plazas, seating, other small open space	SCORE Incorporate plazas, seating, other small open space	Long-term Solutions
Concept C.1	32 units / a		4 32 units / acre		4 Utilization rate		buildings have MXU	3	4.00	yes		5 public		2 Yes, 2 plazas		5 mix of uses
Concept C.2	39 units / a		5 39 units / acre		5 Utilization rate		3/5 buildings are MXU	5	5.00	Yes		5 12.55%		4 Yes, 2 plazas		5 mix of uses
Concept C.3	32 units / a		4 32 units / acre		4 Utilization rate		most buildings are MXU	5	4.50	Yes		5 6.7%; half public and half private		3 Yes, 2-3		5 mix of uses
Concept C.4	50 units / a		5 50 units / acre		5 Utilization rate		most buildings are MXU	5	5.00	Yes		5 19.28%, public		5 Yes, 2 plazas		5 mix of uses

3. Better Connections														
SCORE Long-term Solutions	AVG SCORE	Improved Pedestrian Connections (to N-hood)	SCORE Ped Connections (to N-hood)	Improved Bike Connections (to N-hood)	SCORE Bike Connections (to N-hood)	Pedestrian Connections (Station)	SCORE Ped Connections (Station)	Bike Connections (Station)	SCORE Bike Connections (Station)	Block Size Reduced (New Streets / Alleys)	SCORE Block Size Reduced (New Streets / Alleys)	Traffic Calming	SCORE Traffic Calming	Bus Access and Operations
5	4.00	Sidewalks on all streets		4 Bike on Howard		5 All streets have sidewalks		4 Bike on Howard		3 Kind of - access drives		3 Yes - all designed streets are calmed		5 N/A
5	4.75	Sidewalks on all streets		4 Bike on Howard, entrance to parking, bike parking, alley		5 Plaza space out front, streets have sidewalks		5 Bike on Howard		3 Kind of - access drives and alley behind		3 Yes - all designed streets are calmed		5 N/A
5	4.75	Sidewalks , green spaces, off street trail		5 Off street trail		5 Plazas, trail, all streets have sidewalks		5 Off street trail		4 Kind of - access drives and alley behind		3 Yes - all designed streets are calmed		5 N/A

3. Better Connections														
SCORE Long-term Solutions	AVG SCORE	Improved Pedestrian Connections (to N- hood)	SCORE Ped Connections (to N-hood)	Improved Bike Connections (to N- hood)	SCORE Bike Connections (to N-hood)	Pedestrian Connections (Station)	SCORE Ped Connections (Station)	Bike Connections (Station)	SCORE Bike Connections (Station)	Block Size Reduced (New Streets / Alleys)	SCORE Block Size Reduced (New Streets / Alleys)	Traffic Calming	SCORE Traffic Calming	Bus Access and Operations
4	4.00	Sidewalks on all streets		4 Bike on Park		4 Sidewalks on all streets		5 Bike on park, shared on Winter		5 Yes, less than 500'		5 yes		5 Maintained
5	4.75	Sidewalks on all streets and additional pathways		5 Bike on Park, additional pathways		5 Sidewalks on all streets and additional paths		5 Bike on park, additional paths, shared street on Winter		5 Yes, less than 500'		5 Yes		Improved / 5 shifted
5	4.50	Sidewalks on all streets; additonal path		5 Bike on Park, additional pathways		5 Sidewalks on all streets and additional paths		5 Bike on park, additional paths, shared street on Winter		5 Yes, less than 500'		5 Yes		5 Maintained
5	5.00	Sidewalks on all streets; additonal path		5 Bike on Park, additional pathways		5 Sidewalks on all streets and additional paths		5 Bike on park, additional paths, shared street on Winter		5 Yes, less than 500'		5 Yes		Improved / 5 shifted

4. Vision for under-used properties													5. Enhance and protect residential neighborhoods		
SCORE Bus Access and Operations	AVG SCORE	Vision	SCORE Vision	Neighborhood Oriented Uses	SCORE Neighborhood Oriented Uses	Options for Affordable Housing	SCORE Options for Affordable Housing	Economically Viable Uses	SCORE Economically Viable Uses	Parking ratios reduced for private development	SCORE Parking ratios reduced for private development	AVG SCORE	Appropriate Density	SCORE Appropriate Density	Building Heights Do Not Exceed Preferences
5	4.14			5		4		4		5		4	4.40	37 units / acre	5
5	4.29			5		4		4		5		4	4.40	35 units / acre	4
5	4.57			4		4		4		4		4	4.00	27 units / acre	4
4. Vision for under-used properties													5. Enhance and protect residential neighborhoods		
SCORE Bus Access and Operations	AVG SCORE	Vision	SCORE Vision	Neighborhood Oriented Uses	SCORE Neighborhood Oriented Uses	Options for Affordable Housing	SCORE Options for Affordable Housing	Economically Viable Uses	SCORE Economically Viable Uses	Parking ratios reduced for private development	SCORE Parking ratios reduced for private development	AVG SCORE	Appropriate Density	SCORE Appropriate Density	Building Heights Do Not Exceed Preferences
3	4.43	Yes		5		4		4		3		4	4	32 units / acre	4
5	5.00	Yes		5		5		4		5		4	4.6	39 units / acre	5
3	4.71	Yes		5		5		4		3		4	4.2	32 units / acre	4
5	5.00	Yes		5		5		5		5		4	4.8	50 units / acre	5

							6. Community Support		7. Other Criteria	
SCORE Building Heights Do Not Exceed Preferences	Building Heights Step-back	SCORE Building Heights Step-back	Buffers next to Residential Properties	SCORE Buffers Next to Residential Properties	AVG SCORE		Support (total like it/love it)	SCORE Support	Incorporates Previous Plans	SCORE Incorporates Previous Plans TOTAL
5		5			5	5.00	40%	2		5 29.29
5		5			5	4.75	54%	3		5 30.69
5		5			5	4.75	57%	3		5 30.57
							6. Community Support		7. Other Criteria	
SCORE Building Heights Do Not Exceed Preferences	Building Heights Step-back	SCORE Building Heights Step-back	Buffers next to Residential Properties	SCORE Buffers Next to Residential Properties	AVG SCORE		Support (total like it/love it)	SCORE Support	Incorporates Previous Plans	SCORE Incorporates Previous Plans TOTAL
5		5	N/A		5	4.75	28%	2		5 28.18
5		5	N/A		5	5	49%	3		5 32.35
5		5	N/A		5	4.75	36%	2		5 29.66
5	All high buildings a	5	N/A		5	5	58%	3		5 32.80