

Metrics for Evaluation Matrix – East Lake MARTA

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

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

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 busses from the site to open room for development

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

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 Stepbacks**
 - 1 = 5 stories exist, no stepbacks
 - 3 = 3-5 stories, stepbacks on 50% of buildings adjacent to residential
 - 5 = 3-5 stories, stepbacks 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 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