



MAKE
East Lake
MARTA
YOURS

Steering Committee Meeting 3 | 2.1.18

AGENDA

- INTRODUCTIONS
- PROJECT PARTNERS & PURPOSE
- MARTA PROCESS
- WHERE WE ARE
- CONCEPT SURVEY RESULTS & EVALUATION RESULTS
- FIRST DRAFT OF RENDERINGS
- PUBLIC OPEN HOUSE
- NEXT STEPS



Project Partners



ARC

+ Consultant Team

PROJECT PURPOSE

*Develop a vision for the
East Lake MARTA
Station and surrounding
neighborhoods*

5 PROJECT 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.



PROJECT TASKS

Public Outreach

- Public Kick-off (2-Day)
- MARTA Intercept (October 9th)
- Surveys
- Design Workshop
- Final Public Meeting *Next!*
- City Commission & City Council Adoption Processes

Analysis & Research

- Market Assessment
- Existing conditions

Plan Development

- Development Concept Plans
- Circulation Plan
- Preferred Development Plan

Implementation Plan

- Action Plan
- Implementation Strategy

LEGEND

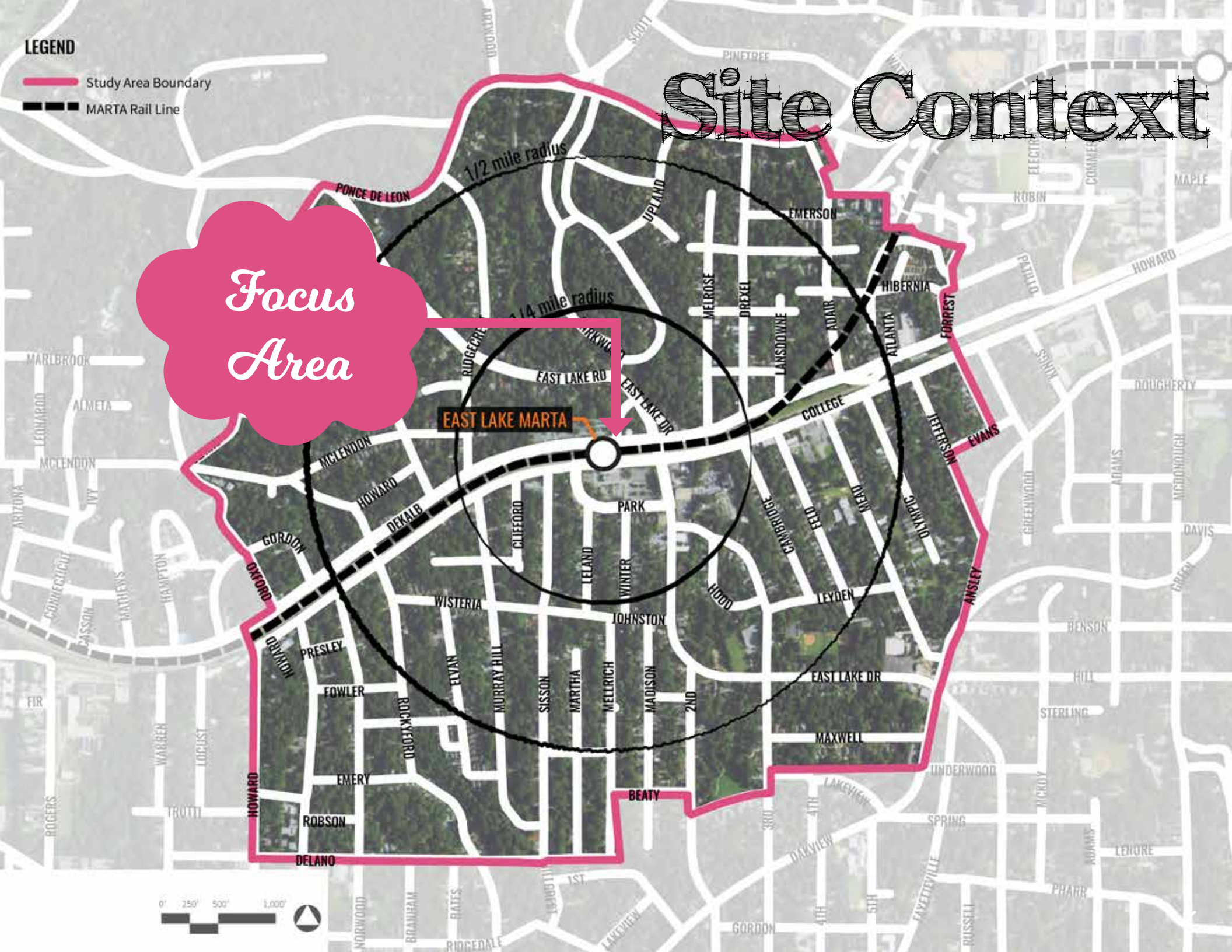
- Study Area Boundary
- MARTA Rail Line

Site Context




Focus Area

EAST LAKE MARTA

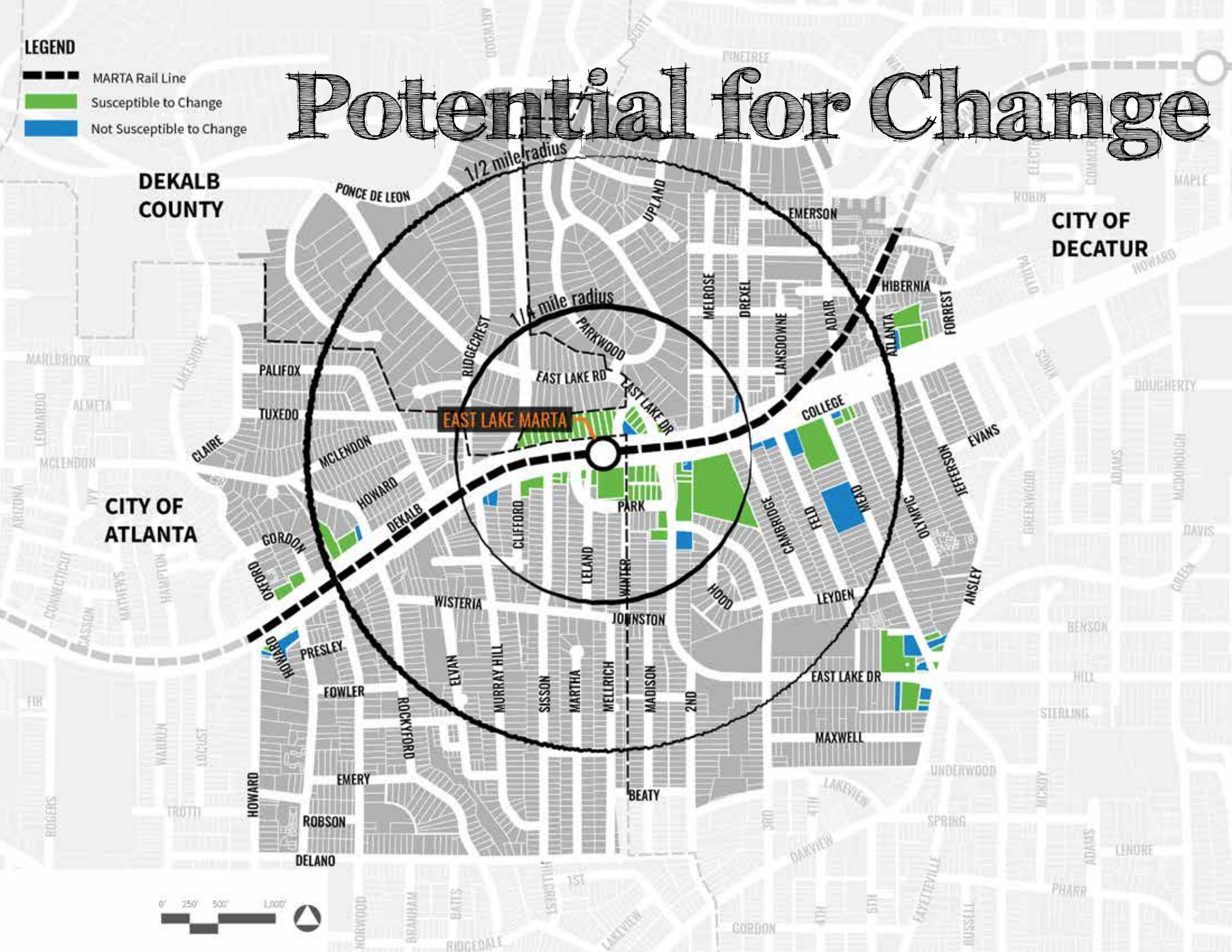
0' 250' 500' 1,000'



LEGEND

-  MARTA Rail Line
-  Susceptible to Change
-  Not Susceptible to Change

Potential for Change

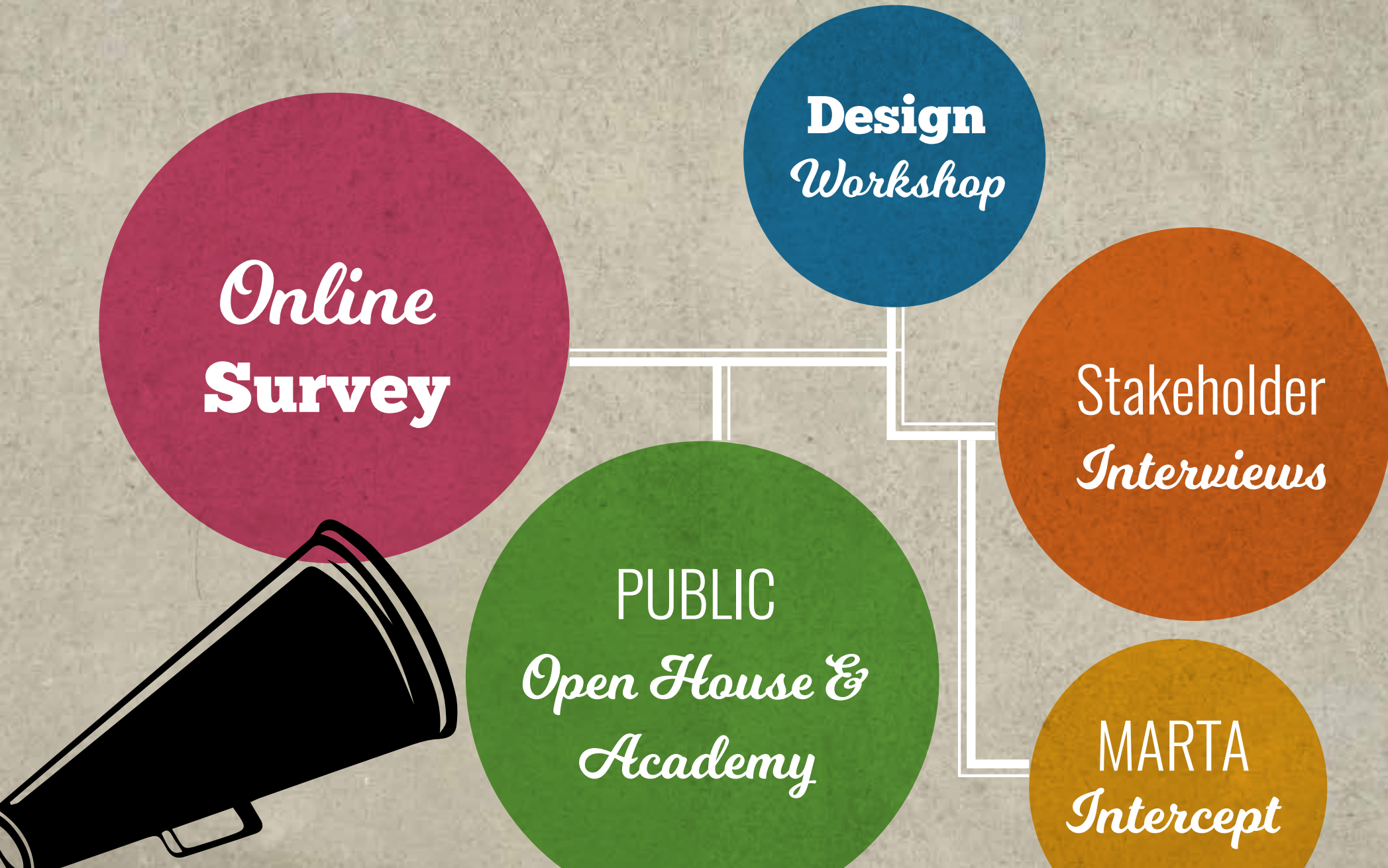


MARTA TOD PROCESS

What happens with these studies?

- Create a plan for the TOD *We are here!*
- MARTA releases an RFP for development (Approximately 1-3 years)
- Developer chosen based on multiple factors, including how they plan to meet the goals of the **PLAN**
- Implementation occurs (~3 to 5 years)

WHAT WE HEARD

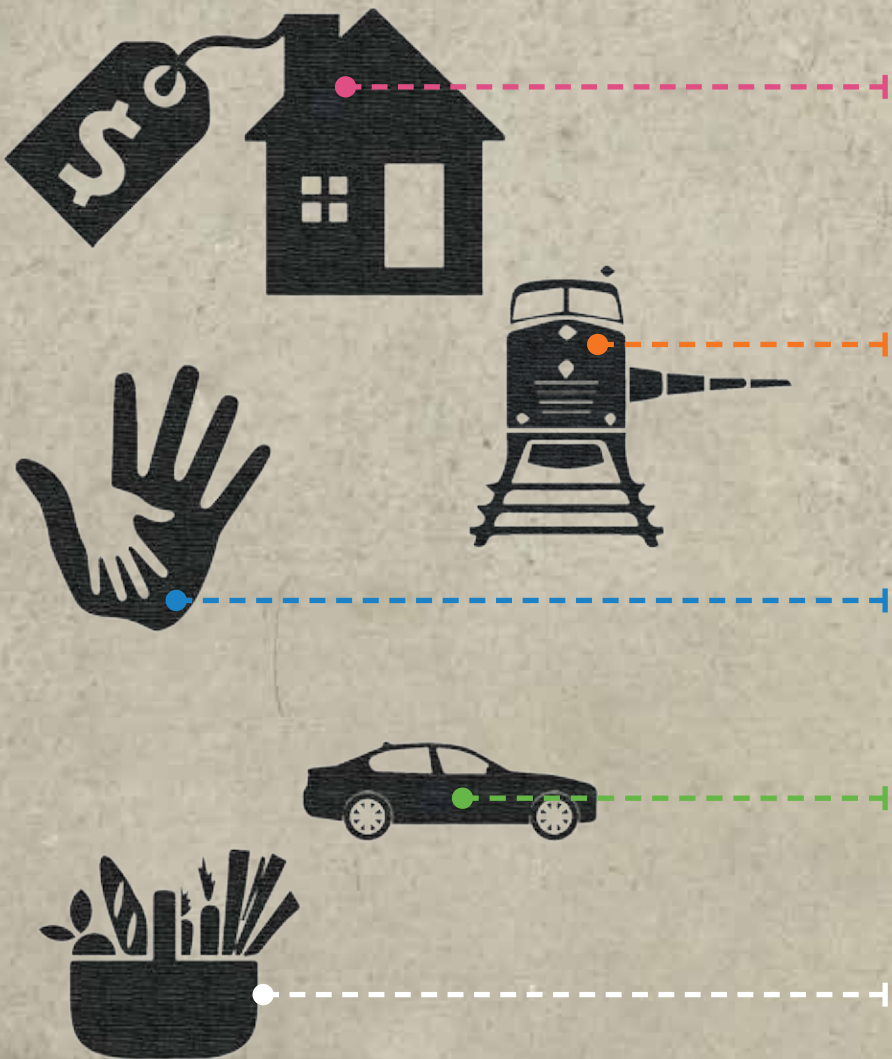


Previous Input

- Two full days of stakeholder interviews and additional interviews as needed
- **The Academy** (70 attendees): presentations on Zoning, Transportation, Market Analysis, MARTA TOD Guidelines, the project; input activities
- **Open House** (40 attendees): detailed presentation on the project; input activities
- **Intercept:** East Lake and Edgewood MARTA Stations; surveys and input on development at the station
- **Design Workshop:** Full day - Walking Audit, Workshop with interactive activities



Common Themes



Affordable Housing with a mix of housing options

DeKalb / Howard / College / Railroad Tracks *are a huge barrier and need better ways to cross*

Retain neighborhood character - *don't lose the diversity*

Reduce parking at the station, & don't make a huge deck

Convenience shopping & services at the station (market / grocery)

Common Themes

Don't make it too *Dense*

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 (On College, East Lake & Park Place are dangerous intersections)

Local businesses & restaurants, not chains

Shuttle Service and Clifton corridor stops



Our Ideas + Your Ideas



Make East Lake MARTA the Front Porch



Make streets walkable, bikeable, & fun



Make room for more neighbors (affordable & varied housing types, denser around station)

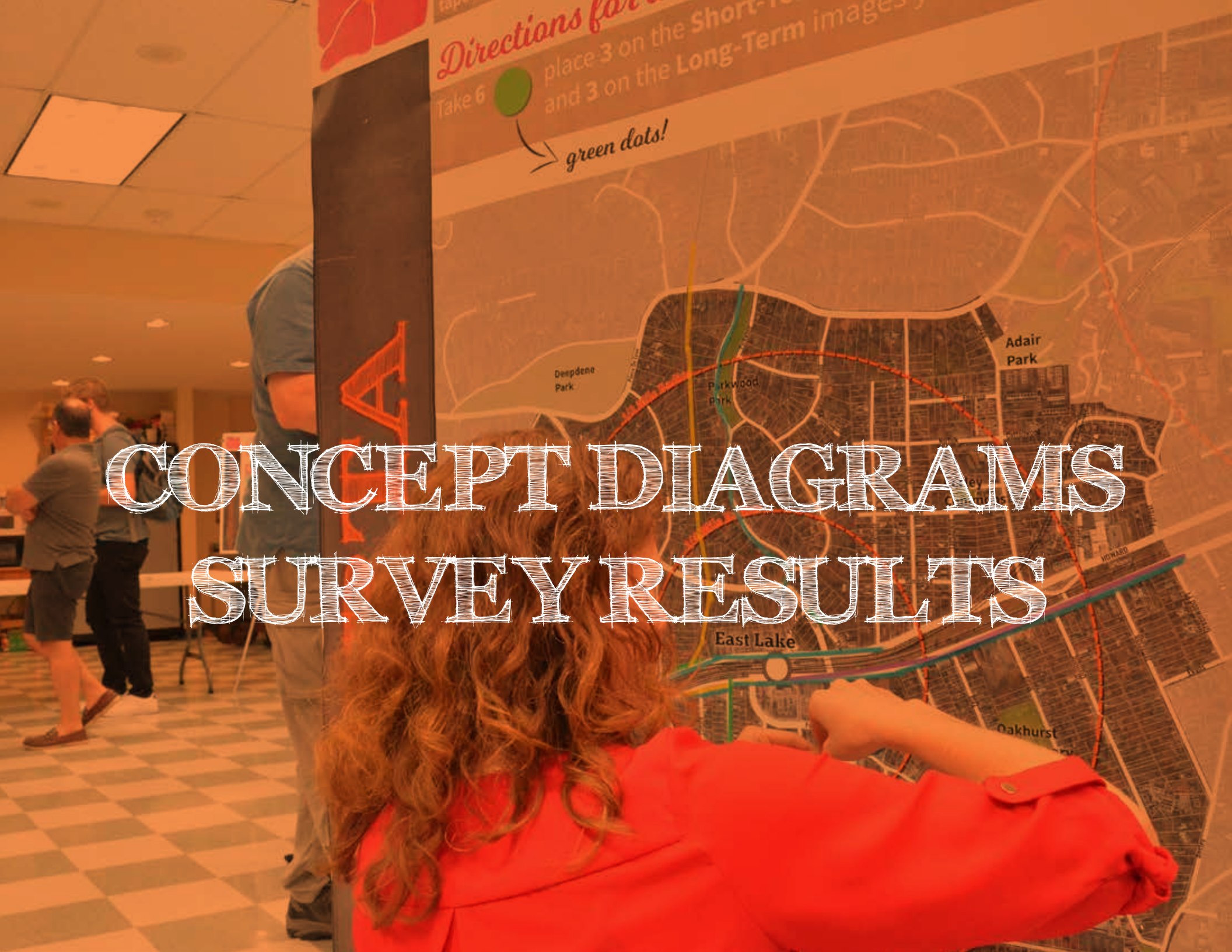


Make your neighborhood story (preserve the neighborhood character & history, social diversity)



Make social & connected spaces (events, coffee shops, mixed use, less parking, local business, social diversity)

CONCEPT DIAGRAMS SURVEY RESULTS



Concepts Survey

- Opened December 8, 2017
- Closed January 12, 2018

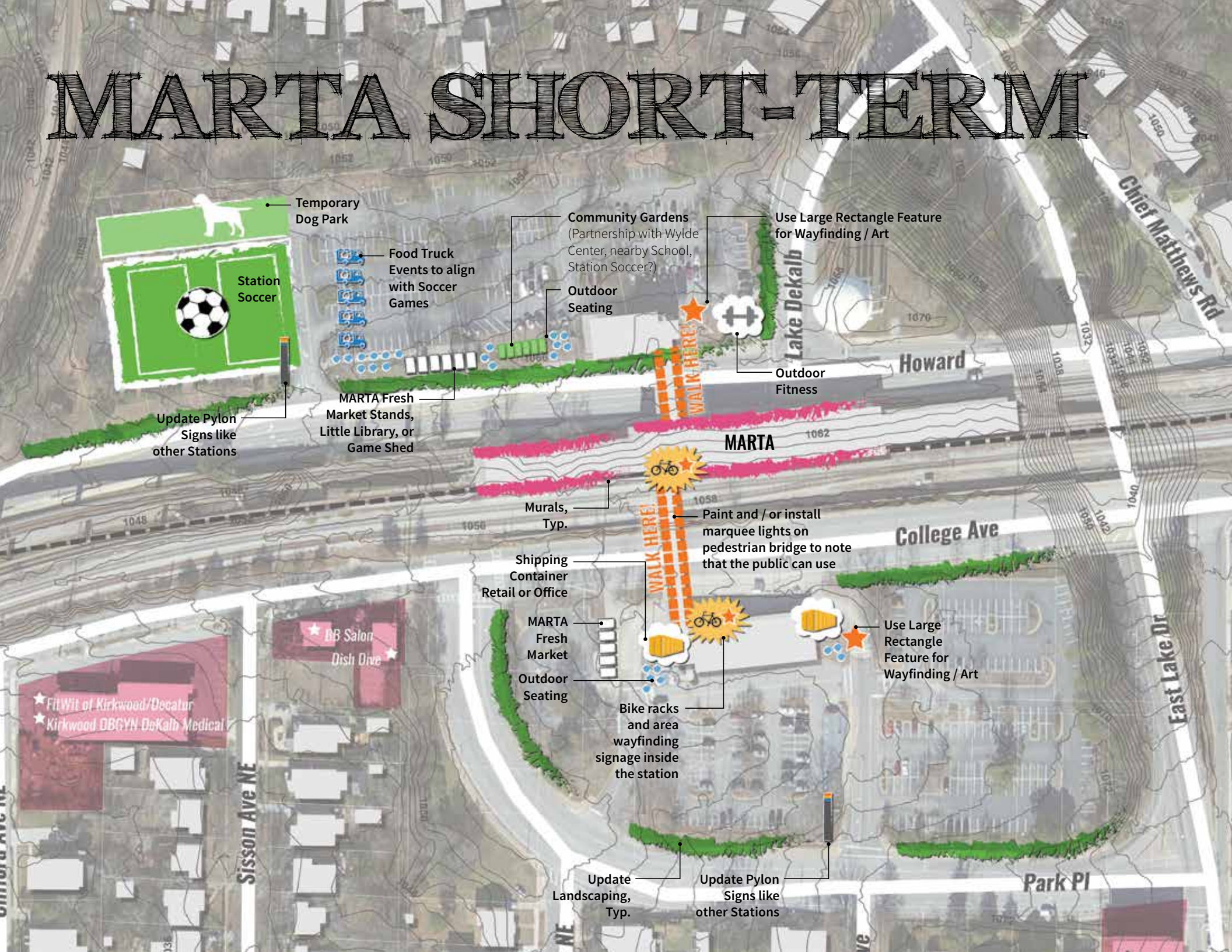
433

Responses
(COMPLETED; 1,155
started)



2260 College Avenue
Atlanta, Ga. 30307

MARTA SHORT-TERM



Temporary
Dog Park

Station
Soccer

Food Truck
Events to align
with Soccer
Games

Community Gardens
(Partnership with Wylde
Center, nearby School,
Station Soccer?)

Outdoor
Seating

Use Large Rectangle Feature
for Wayfinding / Art

Outdoor
Fitness

Update Pylon
Signs like
other Stations

MARTA Fresh
Market Stands,
Little Library, or
Game Shed

MARTA

Murals,
Typ.

Paint and / or install
marquee lights on
pedestrian bridge to note
that the public can use

Shipping
Container
Retail or Office

MARTA
Fresh
Market

Outdoor
Seating

Bike racks
and area
wayfinding
signage inside
the station

Use Large
Rectangle
Feature for
Wayfinding / Art

Update
Landscaping,
Typ.

Update Pylon
Signs like
other Stations

FitWit of Kirkwood/Decatur
Kirkwood OB/GYN DeKalb Medical

DB Salon
Dish Dive

Sisson Ave NE

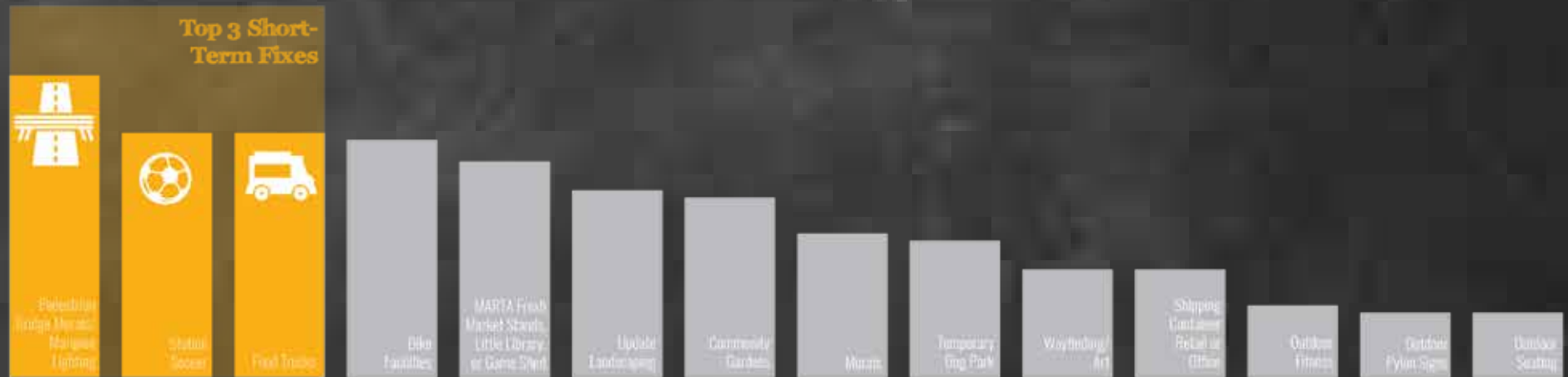
College Ave

East Lake Dr

Park Pl

Chief Matthews Rd

MARTA SHORT-TERM



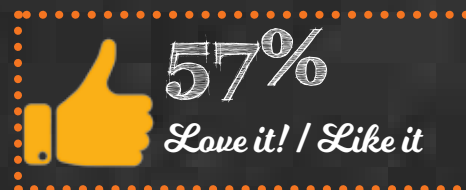
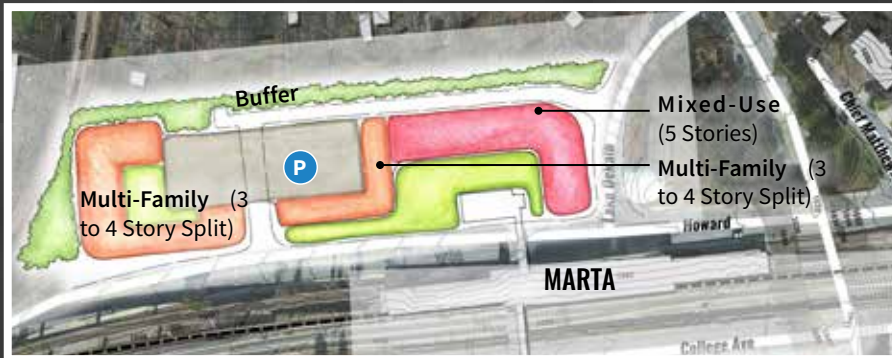
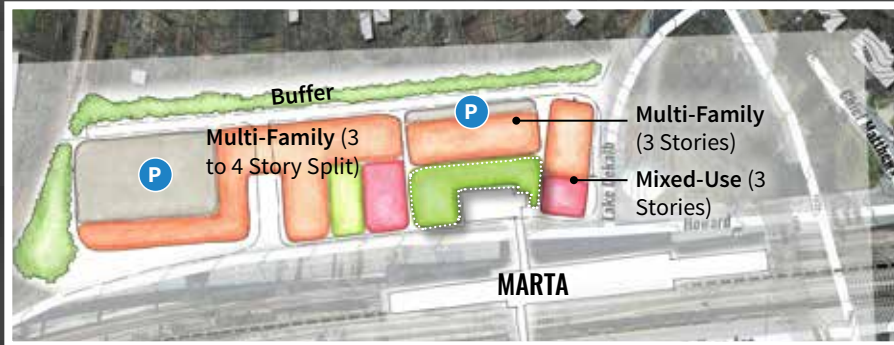
What are your three favorite short-term fixes for the East Lake MARTA station?

- 1. Marquee Lighting / Murals on Pedestrian Bridge for Wayfinding*
- 2. Station Soccer*
- 3. Food Truck Events*
- 4. Bike Facilities (parking, lanes)*

****We will recommend all of them, but note the top 4 as priority projects for implementation****

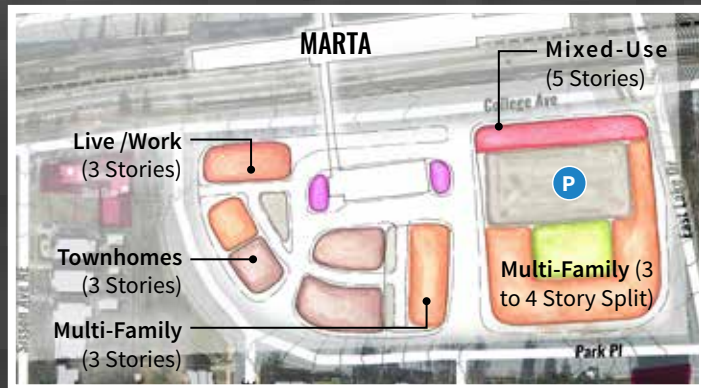
MARTA NORTH SIDE

Public Preference Concept Survey

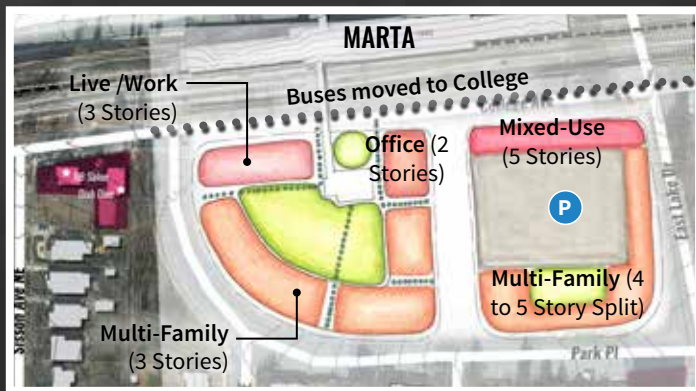


MARTA SOUTH SIDE

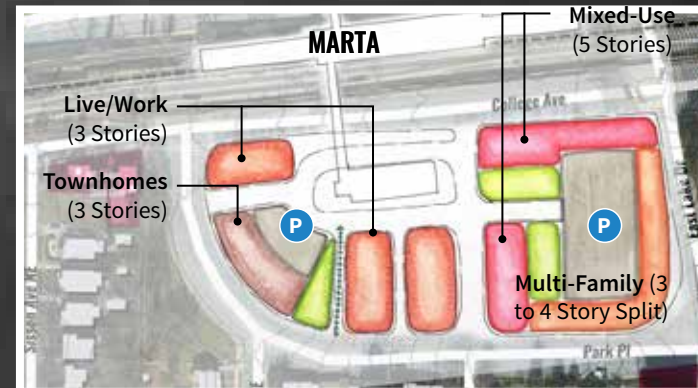
Public Preference Concept Survey



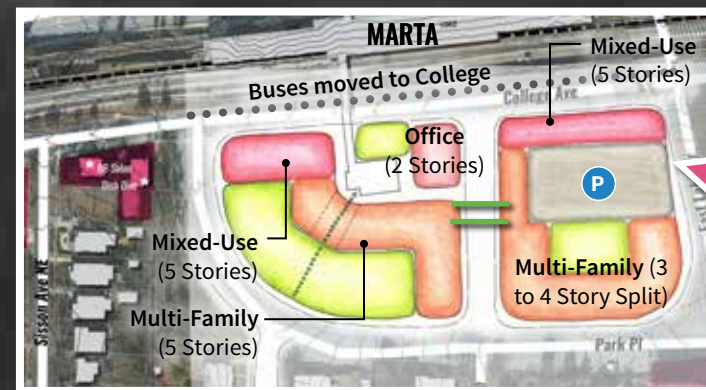
 **28%**
Love it! / Like it



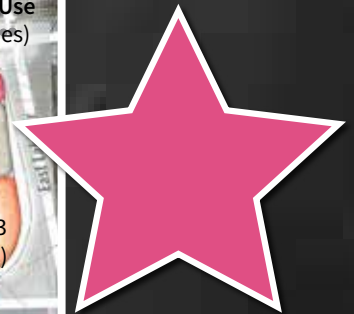
 **49%**
Love it! / Like it



 **36%**
Love it! / Like it



 **58%**
Love it! / Like it

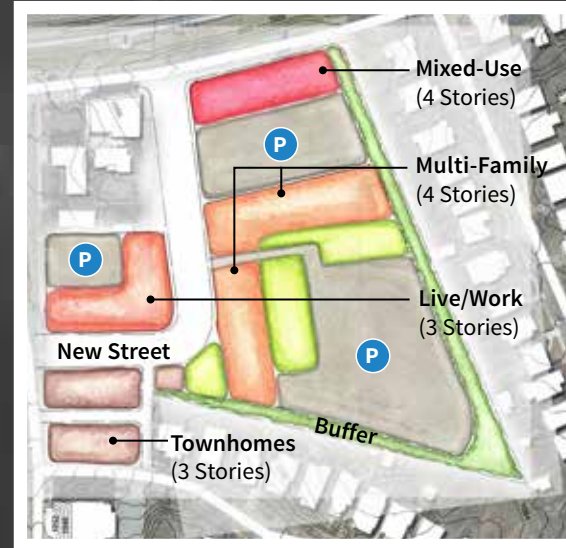


AT&T SITE

Public Preference



Love it! / Like it



Love it! / Like it



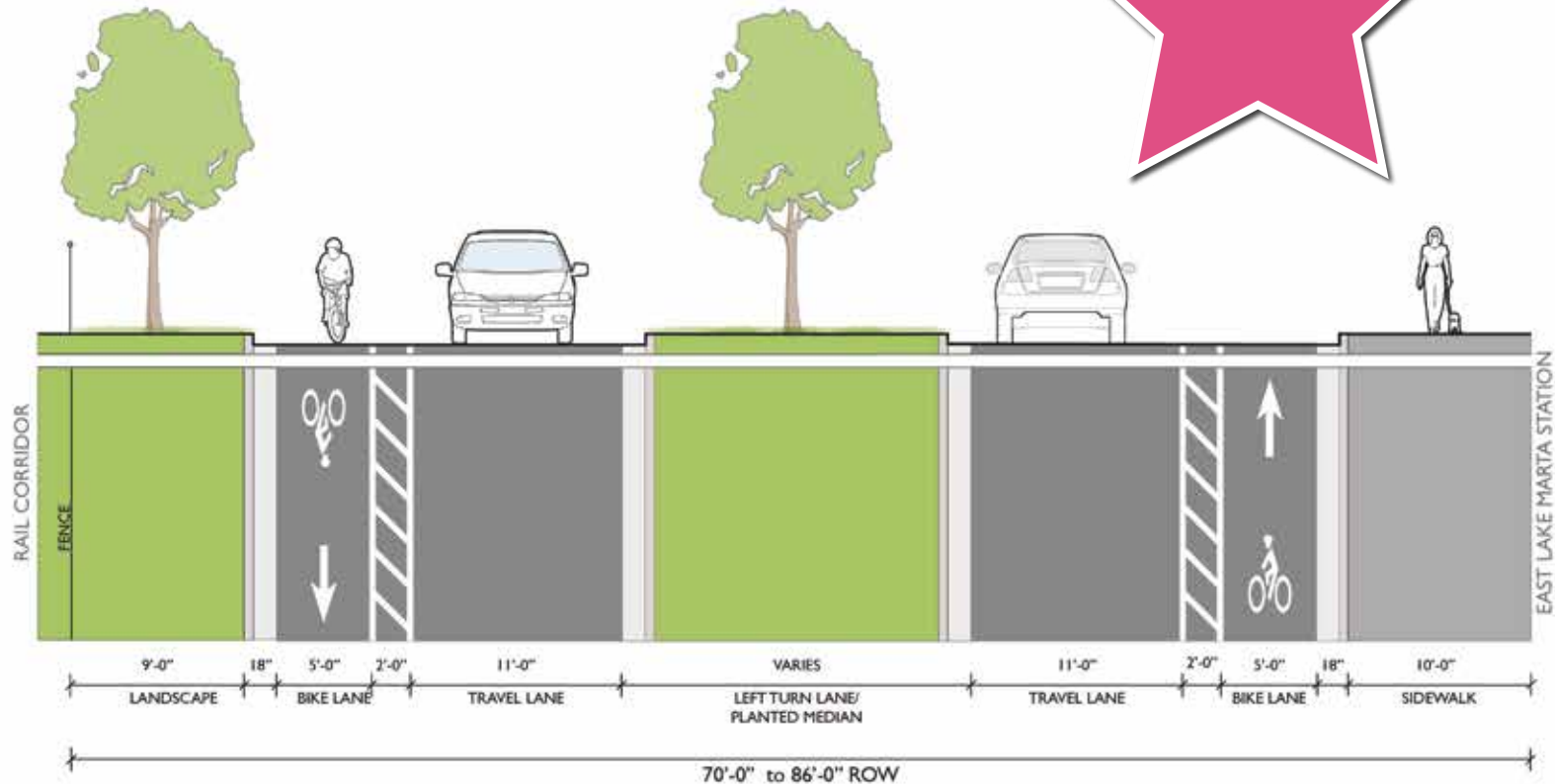
Love it! / Like it



Love it! / Like it

STREET SECTIONS

College Avenue - Proposed

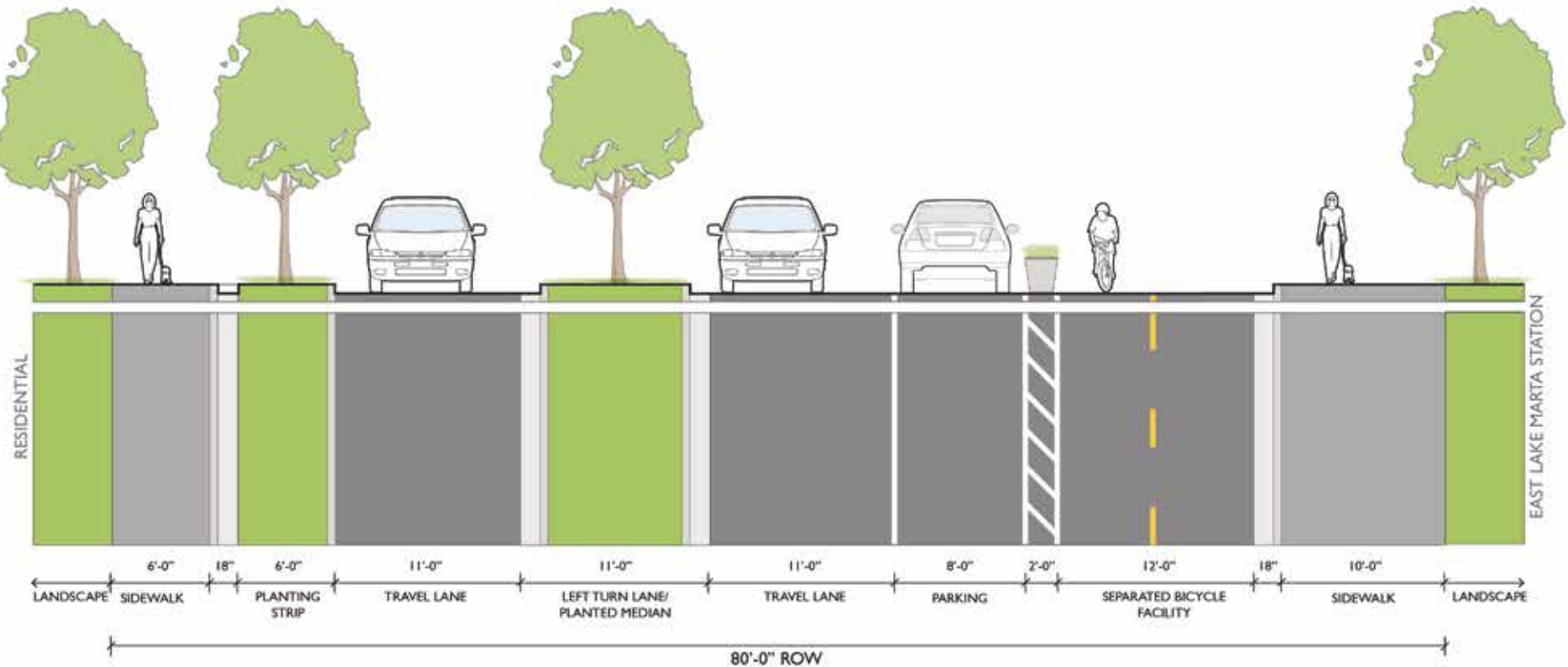


PROPOSED COLLEGE AVENUE @ MARTA STATION
(VIEW EAST)



STREET SECTIONS

Park Place - Option A

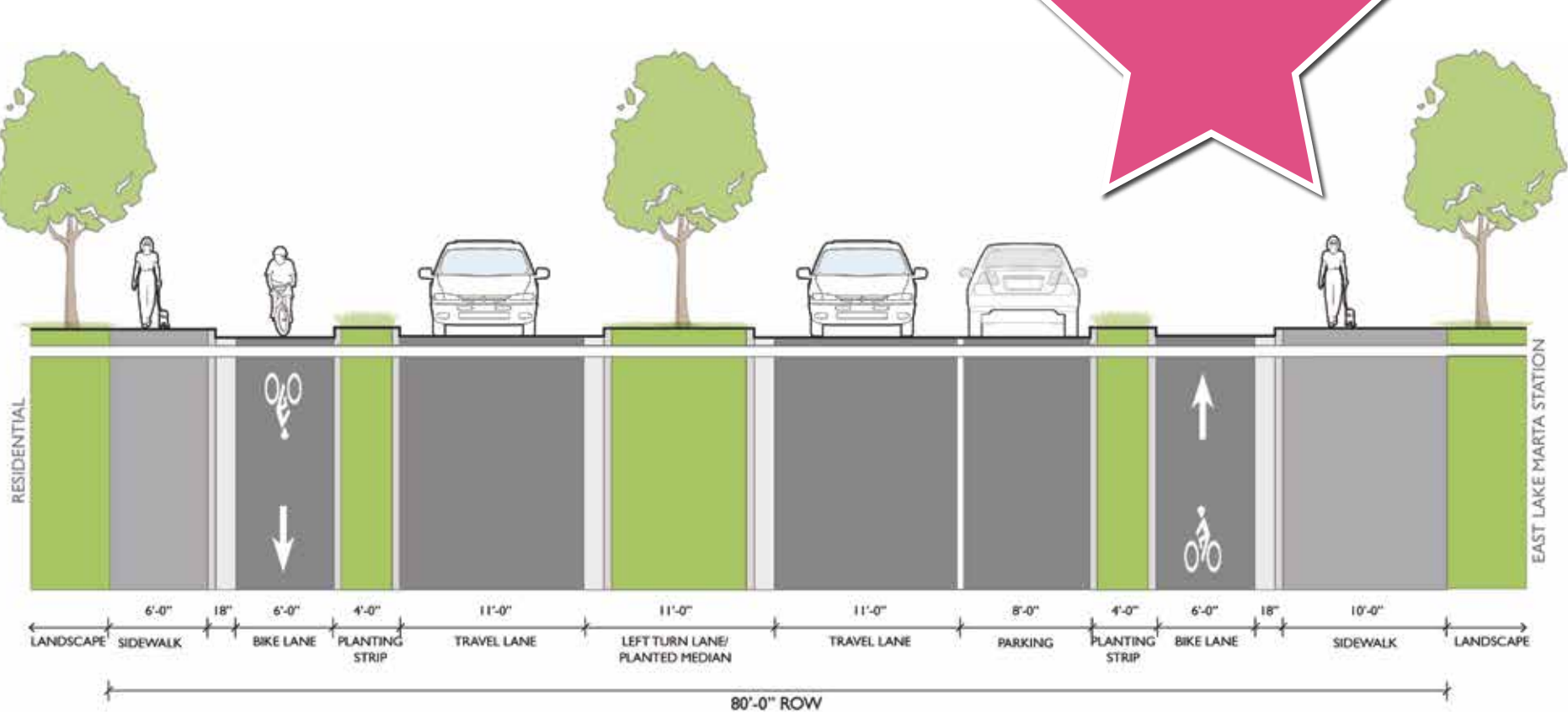


PROPOSED PARK PLACE - OPTION A
(VIEW WEST)

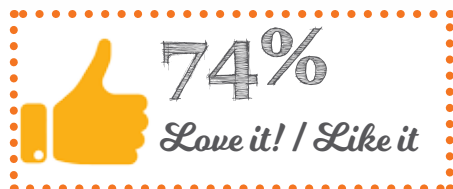


STREET SECTIONS

Park Place - Option B

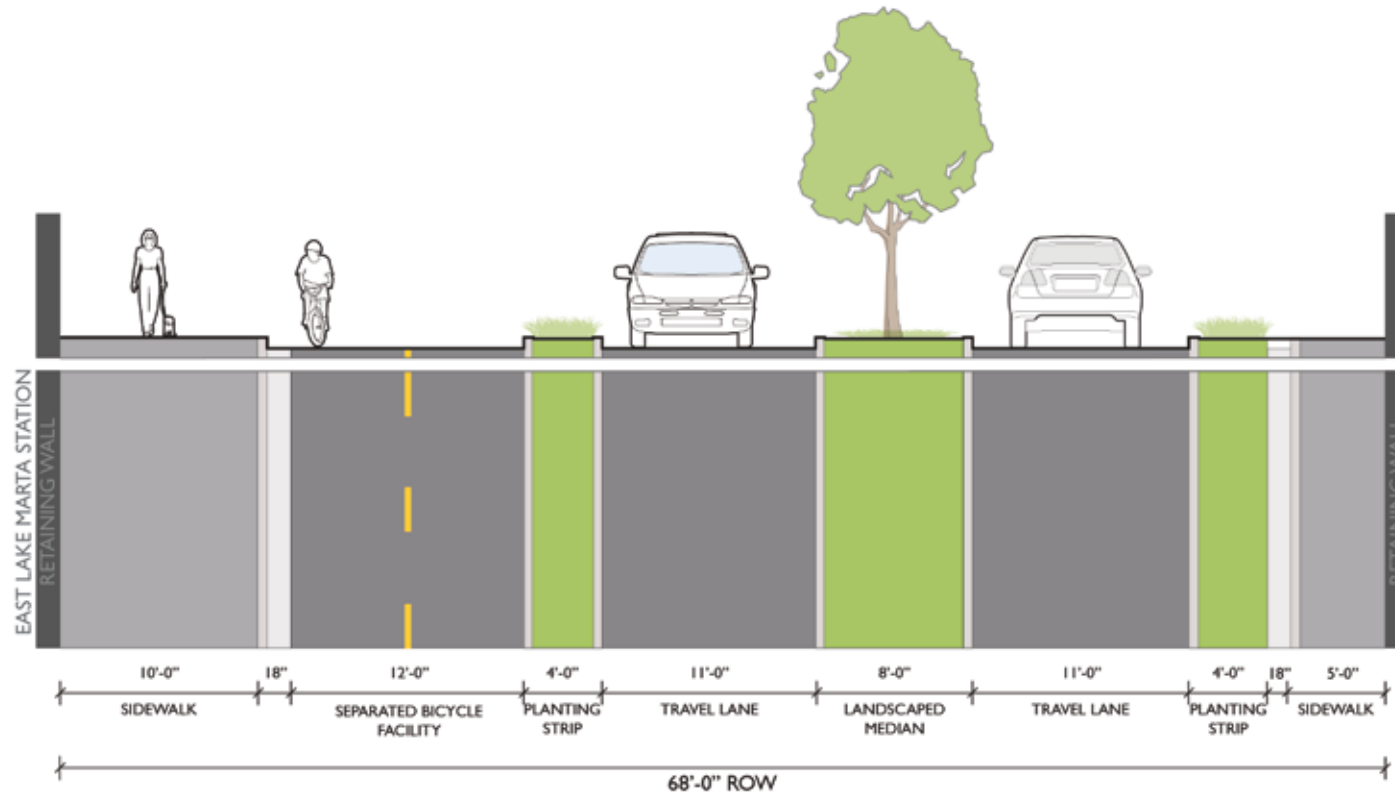


PROPOSED PARK PLACE - OPTION B
(VIEW WEST)



STREET SECTIONS

East Lake Drive - Option A

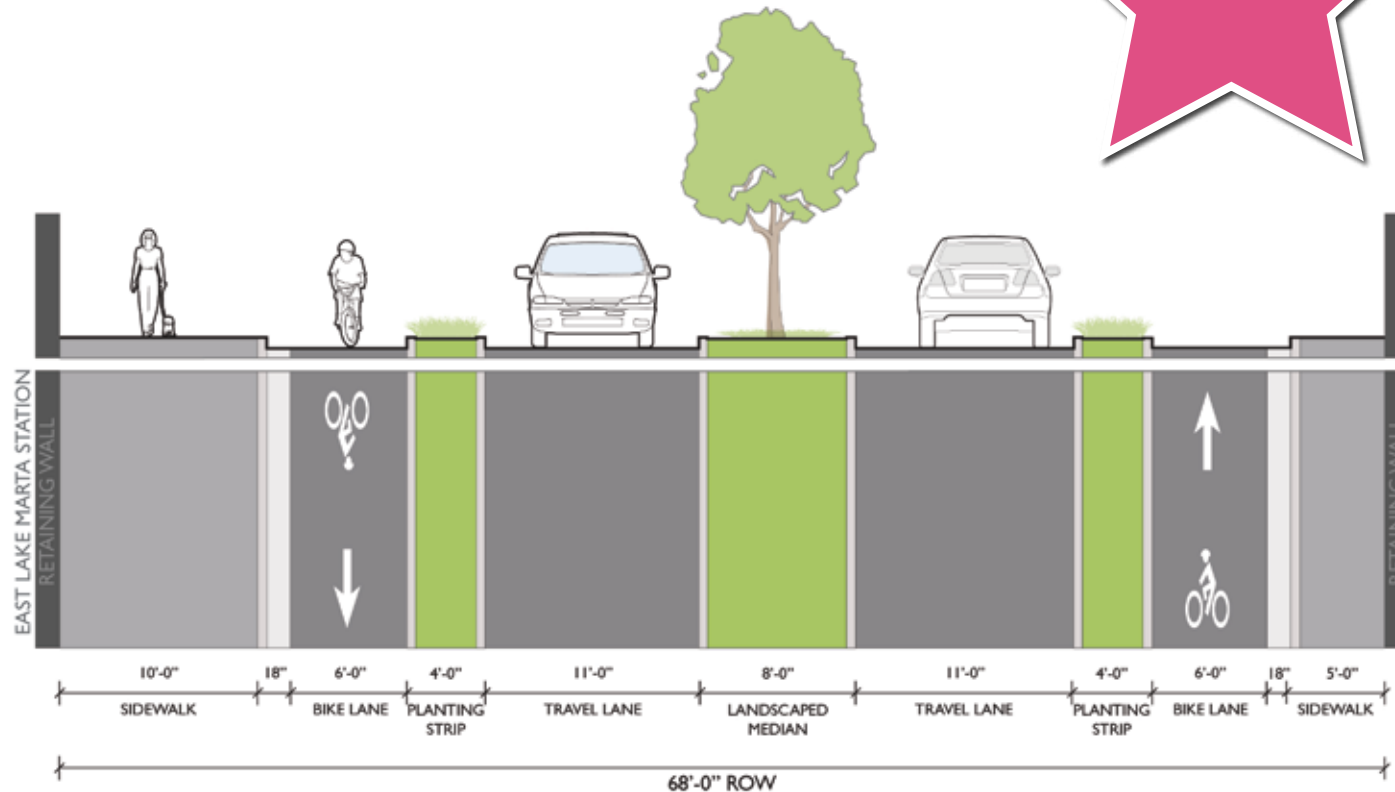


PROPOSED EAST LAKE DRIVE - OPTION A
(VIEW NORTH)

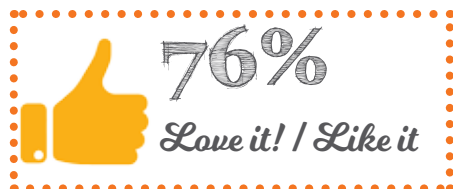


STREET SECTIONS

East Lake Drive - Option B



PROPOSED EAST LAKE DRIVE - OPTION B
(VIEW NORTH)



Other Survey Results

Affordable Housing

- 64% agree to add another floor to buildings to increase density and add 10% more affordable units
- 18% would like to hit the 35% AMI Income Target
- 38% would like to hit the 60% AMI Income Target
- 26% would like to hit the 80% AMI Income Target

Other Thoughts

- Green space is important - especially publicly-accessible
- Safety and routes for pedestrians and cyclists
- Affordable and workforce housing
- Less parking / bury parking decks to allow more green space
- Four to five stories is too tall
- Concerns about over-crowding the schools

Evaluation Matrix

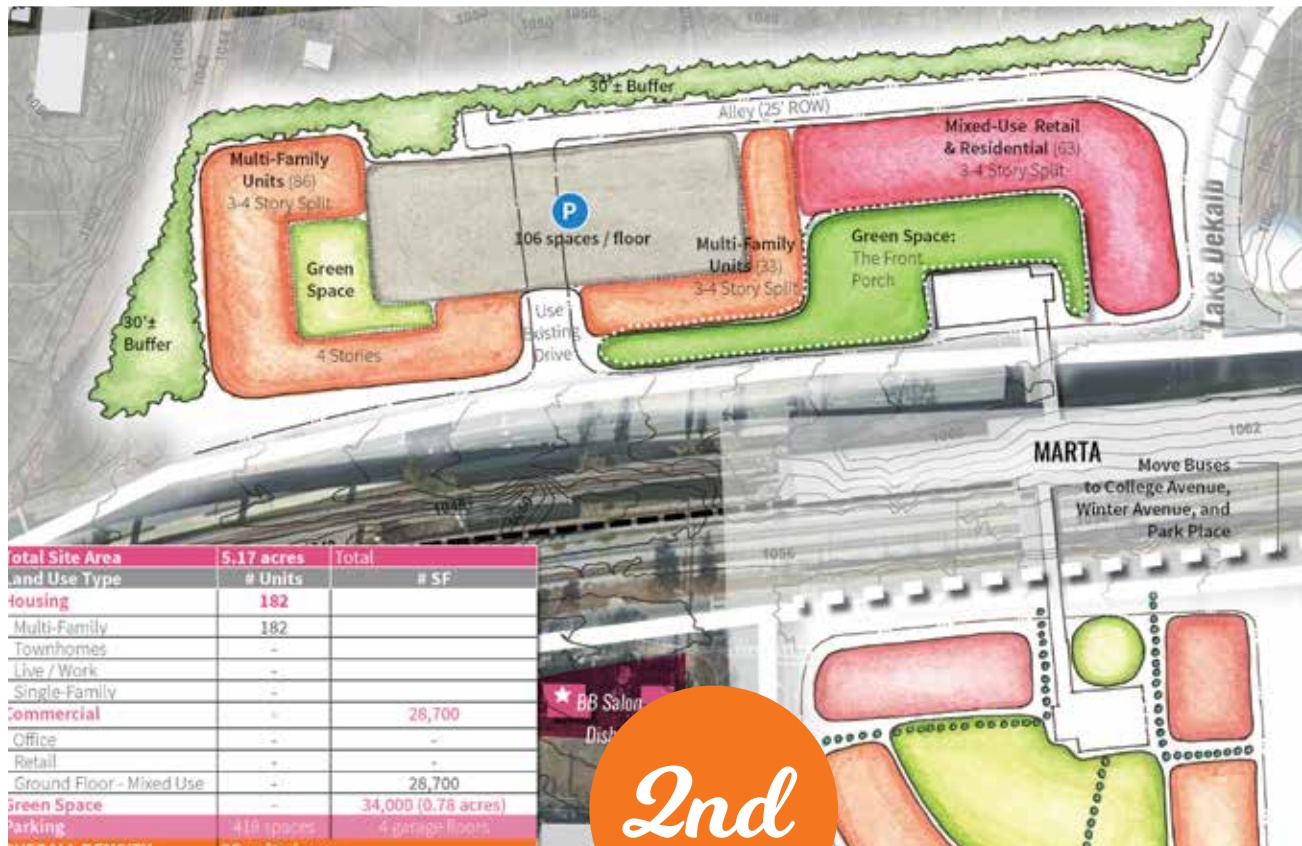
NORTH SIDE																				
Concept	1. Increase Ridership & Revenue									2. Station as Community Destination							3. Better Connections			
	Increase Ridership	SCORE Increase Ridership	Meets MARTA Density Requirements	SCORE MARTA Density Requirements	Meets MARTA Parking Requirements ONLY	SCORE 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	SCORE Long-term Solutions	AVG SCORE	Improved Pedestrian Connections (to N-hood)	SCORE Ped Connections (to N-hood)
Concept C.1	37 units /		5 37 units / acre		5 Utilization rate		5 2/4 buildi	4	4.75	Yes		5 Yes, 8.8%, pt		3 Yes		3 Mix of use	5	4.00	Sidewalks on	4
Concept C.2	35 units /		4 35 units / acre		4 Utilization rate		5 1/2 buildi	5	4.50	Yes		5 15.10%		5 Yes		4 Mix of use	5	4.75	Sidewalks on	4
Concept C.3	27 units /		4 27 units / acre		4 Utilization rate		5 all buildin	5	4.50	Yes		5 15.60%		5 Yes		4 Mix of use	5	4.75	Sidewalks , g	5
SOUTH SIDE																				
Concept	1. Increase Ridership & Revenue									2. Station as Community Destination							3. Better Connections			
	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	SCORE Long-term Solutions	AVG SCORE	Improved Pedestrian Connections (to N-hood)	SCORE Ped Connections (to N-hood)
Concept C.1	32 units /		4 32 units / acre		4 Utilization rate		5 1/3 of bui	3	4.00	yes		5 4.45%, not p		2 Yes, 2 plazas		5 mix of use	4	4.00	Sidewalks on	4
Concept C.2	39 units /		5 39 units / acre		5 Utilization rate		5 3/5 buildi	5	5.00	Yes		5 12.55%		4 Yes, 2 plazas		5 mix of use	5	4.75	Sidewalks on	5
Concept C.3	32 units /		4 32 units / acre		4 Utilization rate		5 most buil	5	4.50	Yes		5 6.7%; half pt		3 Yes, 2-3		5 mix of use	5	4.50	Sidewalks on	5
Concept C.4	50 units /		5 50 units / acre		5 Utilization rate		5 most buil	5	5.00	Yes		5 19.28%, pub		5 Yes, 2 plazas		5 mix of use	5	5.00	Sidewalks on	5

What is it?

- Set of criteria for each of the 5 Project Goals, Criterion for Public Input and integrating previous and concurrent plans
- Average of the scores for the criteria per Goal (to give Public Input the same weight as Goals)
- Scale of 1-5, 5 being the best, 1 being the worst
- Metrics for each criterion score

MARTA Evaluation

North Side



2nd
Public Input

Aug. Results

1 Increase ridership & revenue

4.5/5

2 Station as a Community Destination

5/5

3 Better connections to and from the station

4.3/5

4 Vision for under-utilized properties

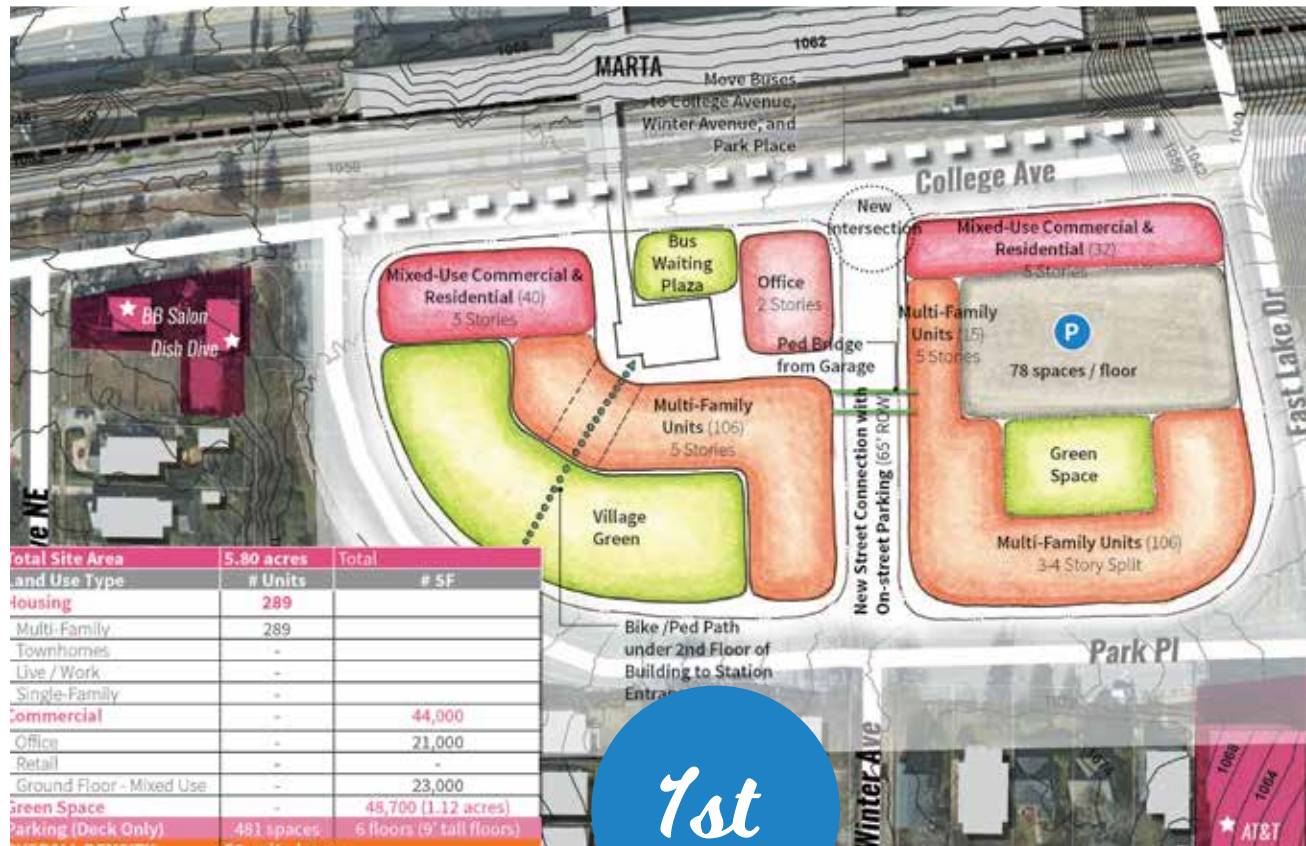
4.4/5

5 Enhance / protect residential neighborhoods

4.75/5

MARTA Evaluation

South Side

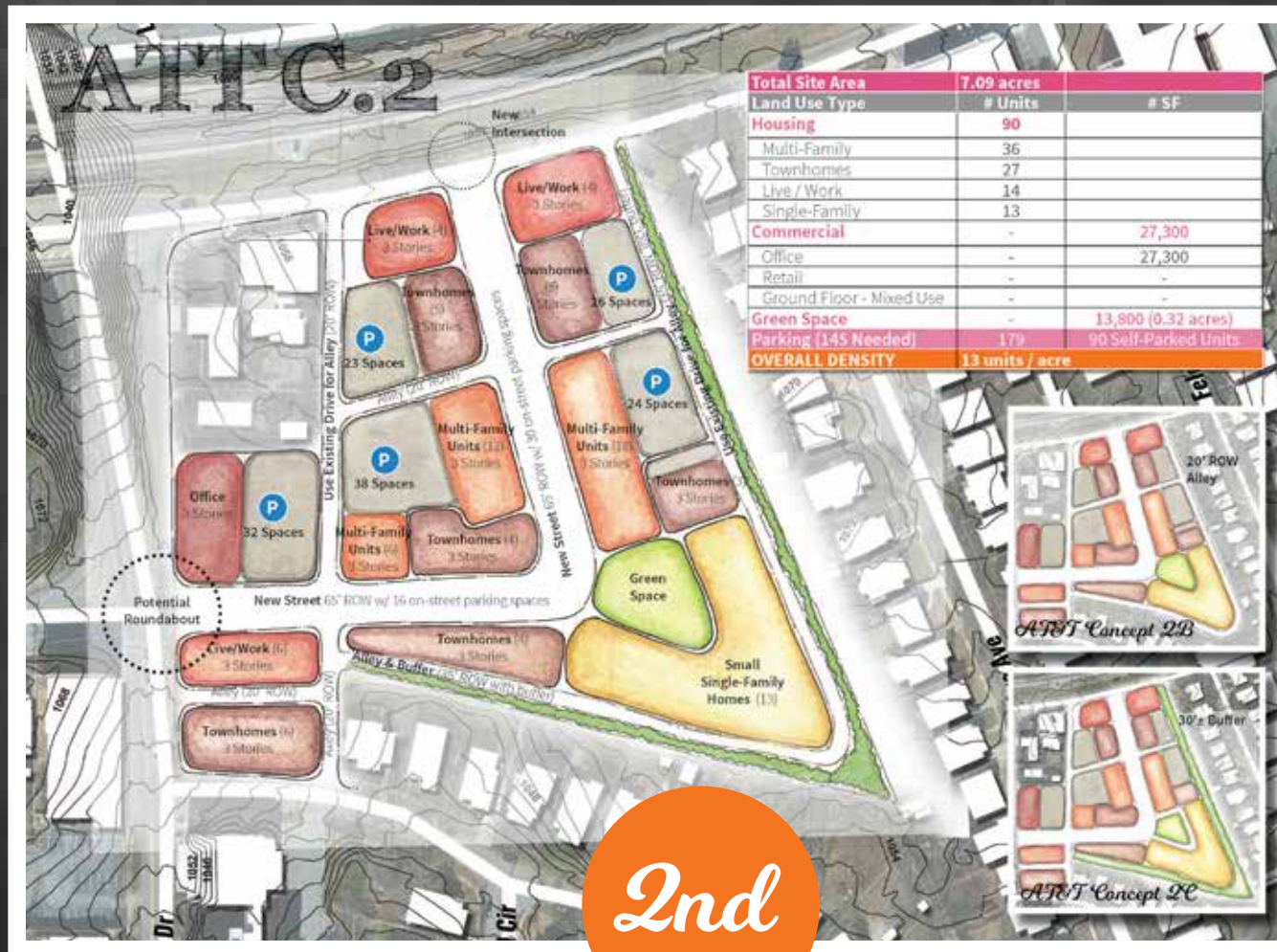


1st
Public Input

Avg. Results

- 1 Increase ridership & revenue
5/5
- 2 Station as a Community Destination
5/5
- 3 Better connections to and from the station
5/5
- 4 Vision for under-utilized properties
4.8/5
- 5 Enhance / protect residential neighborhoods
5/5

AT&T Evaluation



2nd
Public Input

Avg. Results

1 Increase ridership & revenue

3.25/5

2 Station as a Community Destination

5/5

3 Better connections to and from the station

4.71/5

4 Vision for under-utilized properties

4/5

5 Enhance / protect residential neighborhoods

4.75/5

A woman with long, wavy brown hair, wearing a bright red long-sleeved shirt, is seen from behind, looking at a large map. The map is a street map of a city area, featuring several parks labeled: Deepdene Park, Parkwood Park, Adair Park, Corley College, East Lake, and Oakhurst. A red dashed line and a green line are drawn on the map. At the top of the map, there is a section titled "Directions for" with a green dot and an arrow pointing to it, and the text "Take 6 place 3 on the Short-Term images and 3 on the Long-Term images". The text "green dots!" is written below the arrow. The background shows a checkered floor and other people in a public space.

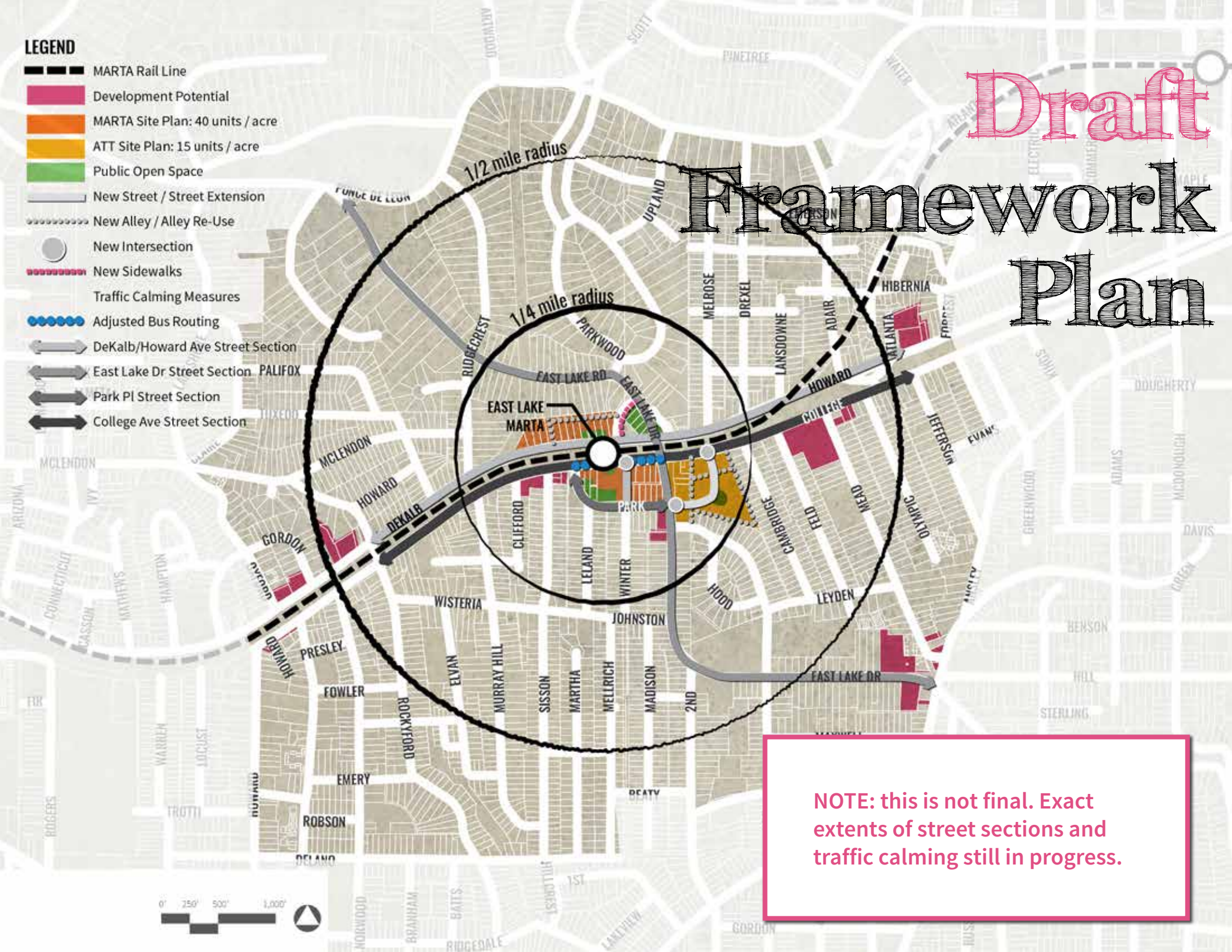
FRAMEWORK PLAN & CONCEPT PLAN RENDERINGS

LEGEND

-  MARTA Rail Line
-  Development Potential
-  MARTA Site Plan: 40 units / acre
-  ATT Site Plan: 15 units / acre
-  Public Open Space
-  New Street / Street Extension
-  New Alley / Alley Re-Use
-  New Intersection
-  New Sidewalks
-  Traffic Calming Measures
-  Adjusted Bus Routing
-  DeKalb/Howard Ave Street Section
-  East Lake Dr Street Section
-  Park Pl Street Section
-  College Ave Street Section

Draft

Framework Plan



NOTE: this is not final. Exact extents of street sections and traffic calming still in progress.

Draft Framework Plan

Highlights

- MARTA and AT&T sites noted as opportunity sites
 - AT&T site is currently privately-owned and the City of Decatur has no plans for acquisition. It is a CONCEPT for the future.
- Other sites noted for development opportunities on Susceptibility to Change Map
- Buses on the south side re-routed to College Avenue
- Winter Avenue extended through MARTA site
 - May need to adjust street section to accommodate bus traffic / loop
- Park Place extended through AT&T Site to College Avenue
- Existing access drives and alleys re-used
- Focus on bike and pedestrian connectivity to the station with adjusted streetscapes on key streets and traffic calming on others
- AT LEAST 20% affordable housing

MARTA & ATT CONCEPT



PROGRESS IMAGE

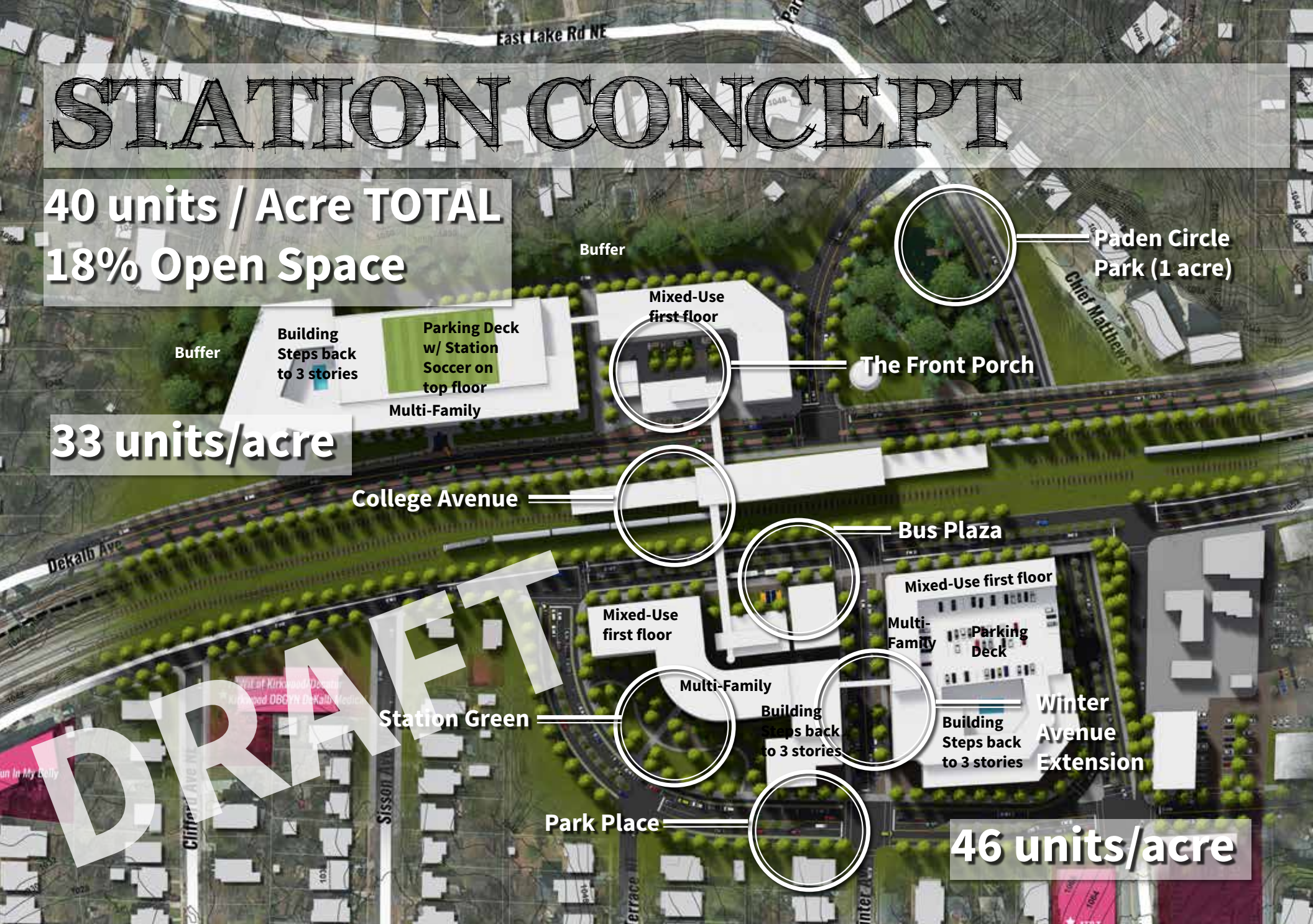
↑ North

STATION CONCEPT

40 units / Acre TOTAL
18% Open Space

33 units/acre

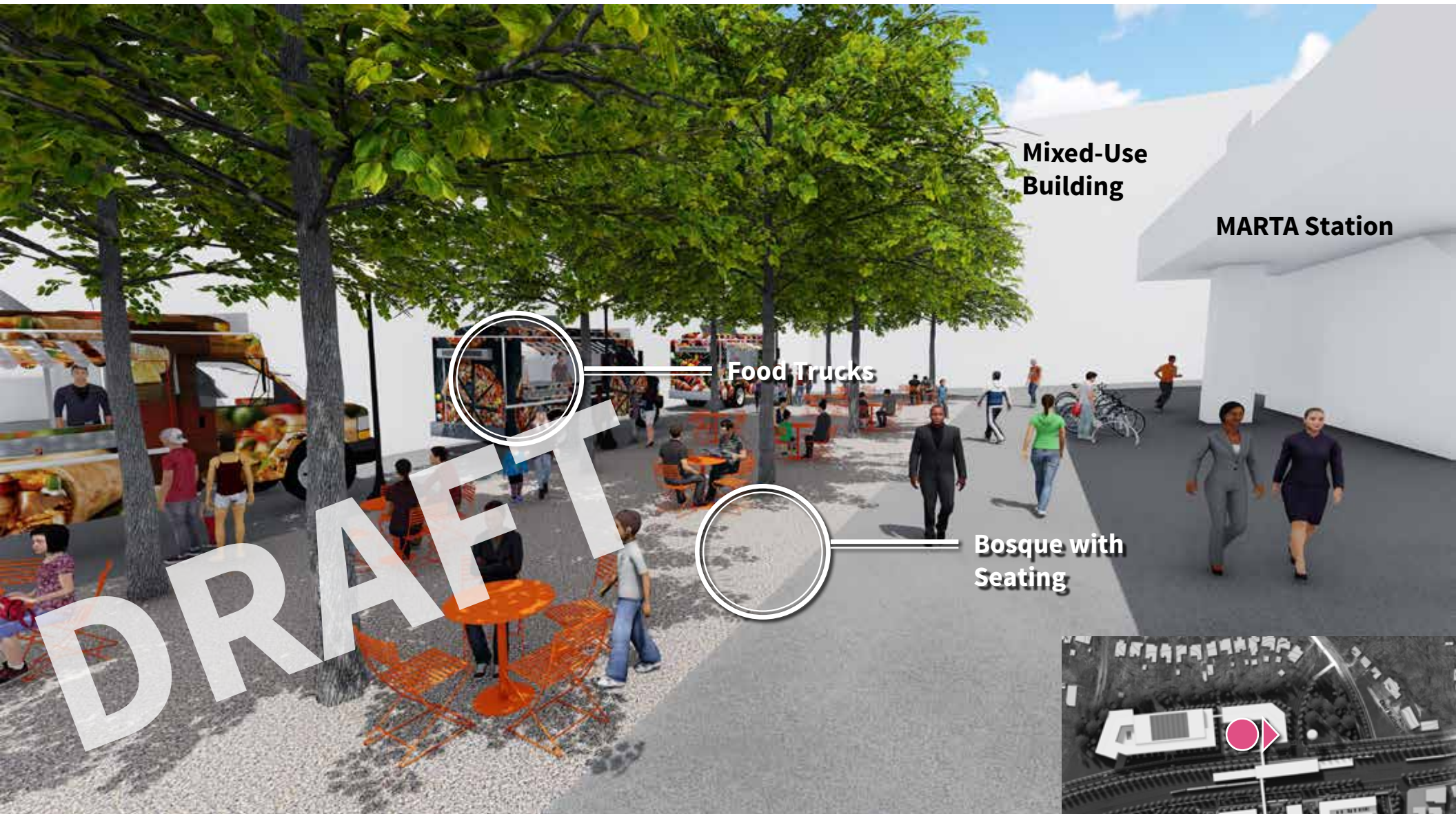
46 units/acre



PROGRESS IMAGE

↑ North

THE FRONT PORCH



PROGRESS IMAGE



HOWARD AVENUE



MARTA Station

MARTA Station

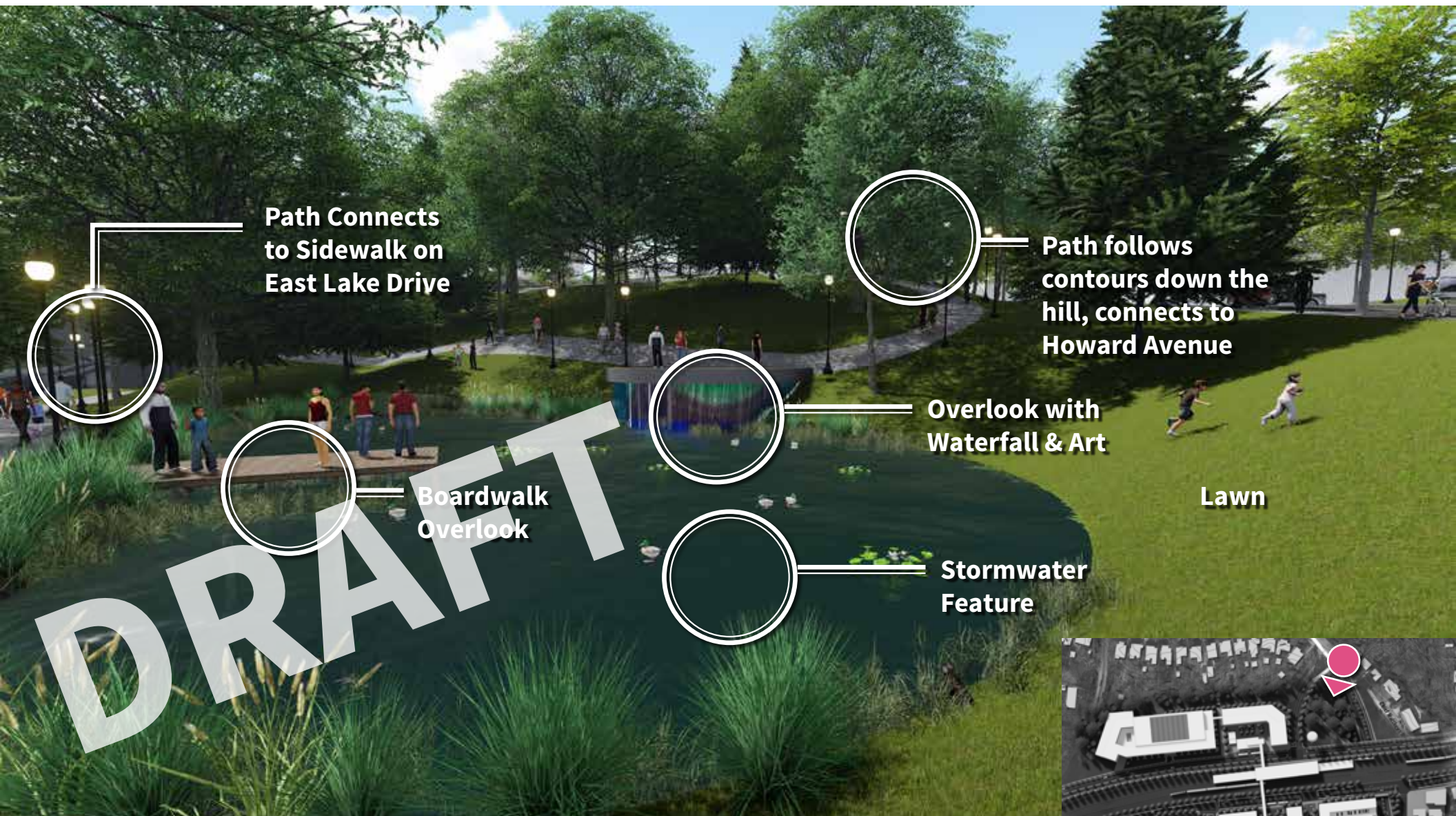
Signage to note
that bridge is free

Re-Imagine West
Howard Street
Section Extended

PROGRESS IMAGE



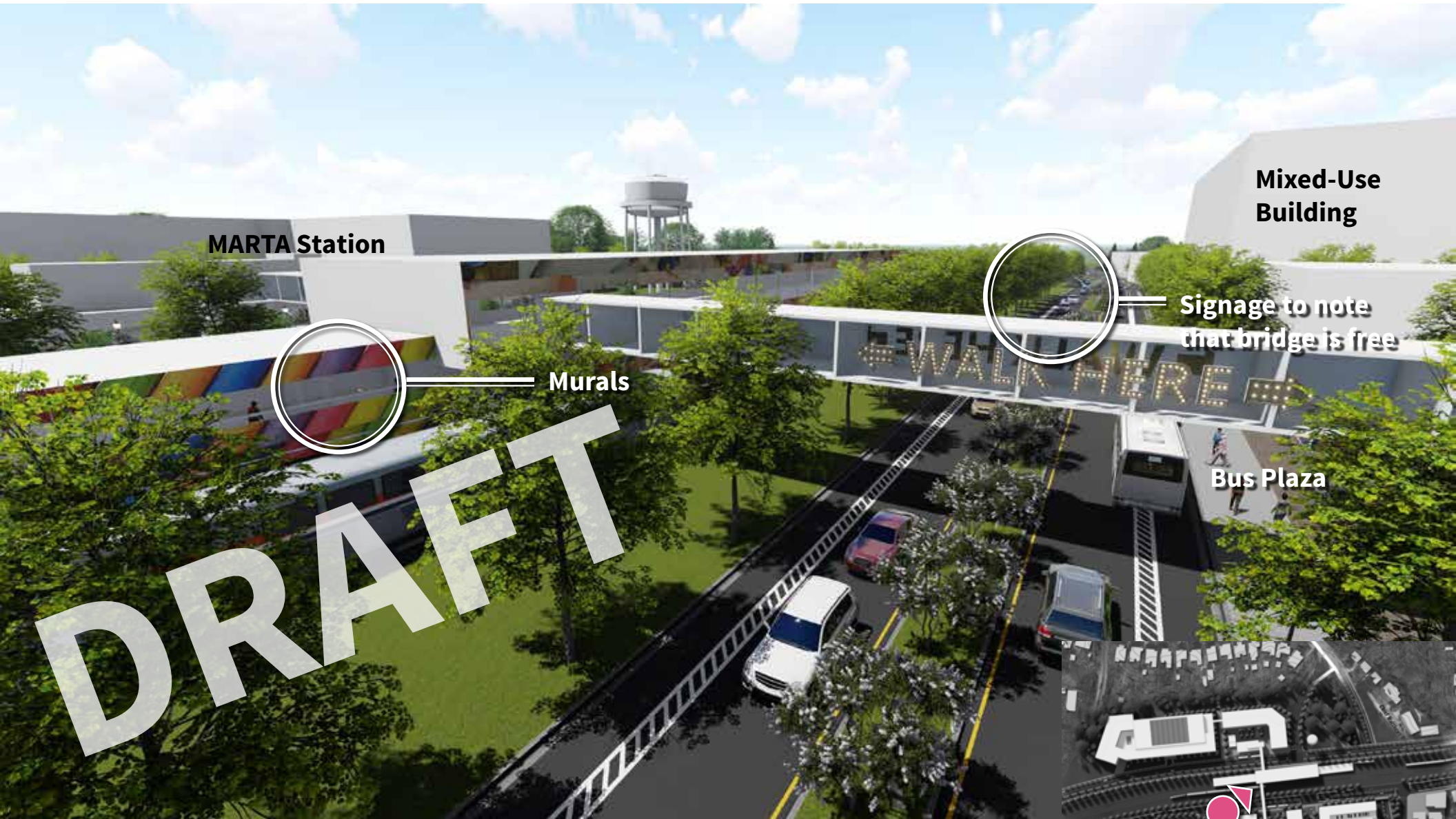
PADEN CIRCLE PARK



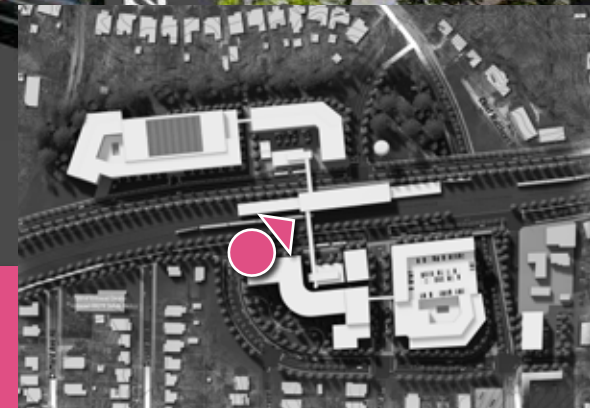
PROGRESS IMAGE



COLLEGE AVENUE



PROGRESS IMAGE



BUS PLAZA



Buses moved to
College Avenue

Pop-Up Retail

Improved
Waiting Area

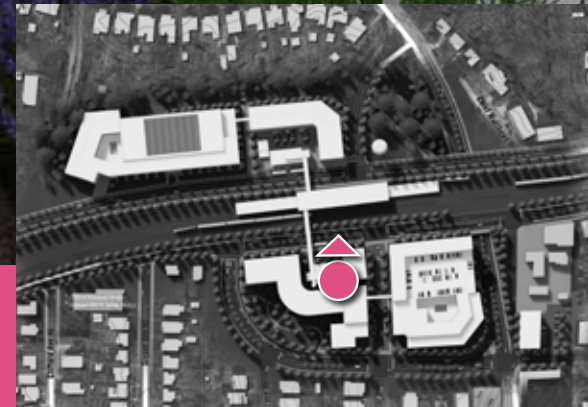
PROGRESS IMAGE



BUS PLAZA



PROGRESS IMAGE



WINTER AVENUE

Multi-Family with Building Step-backs

Multi-Family with Building Step-backs

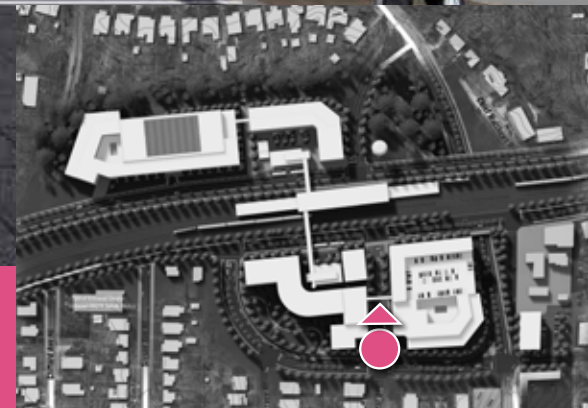
Bridge connecting two buildings

Toward College Avenue

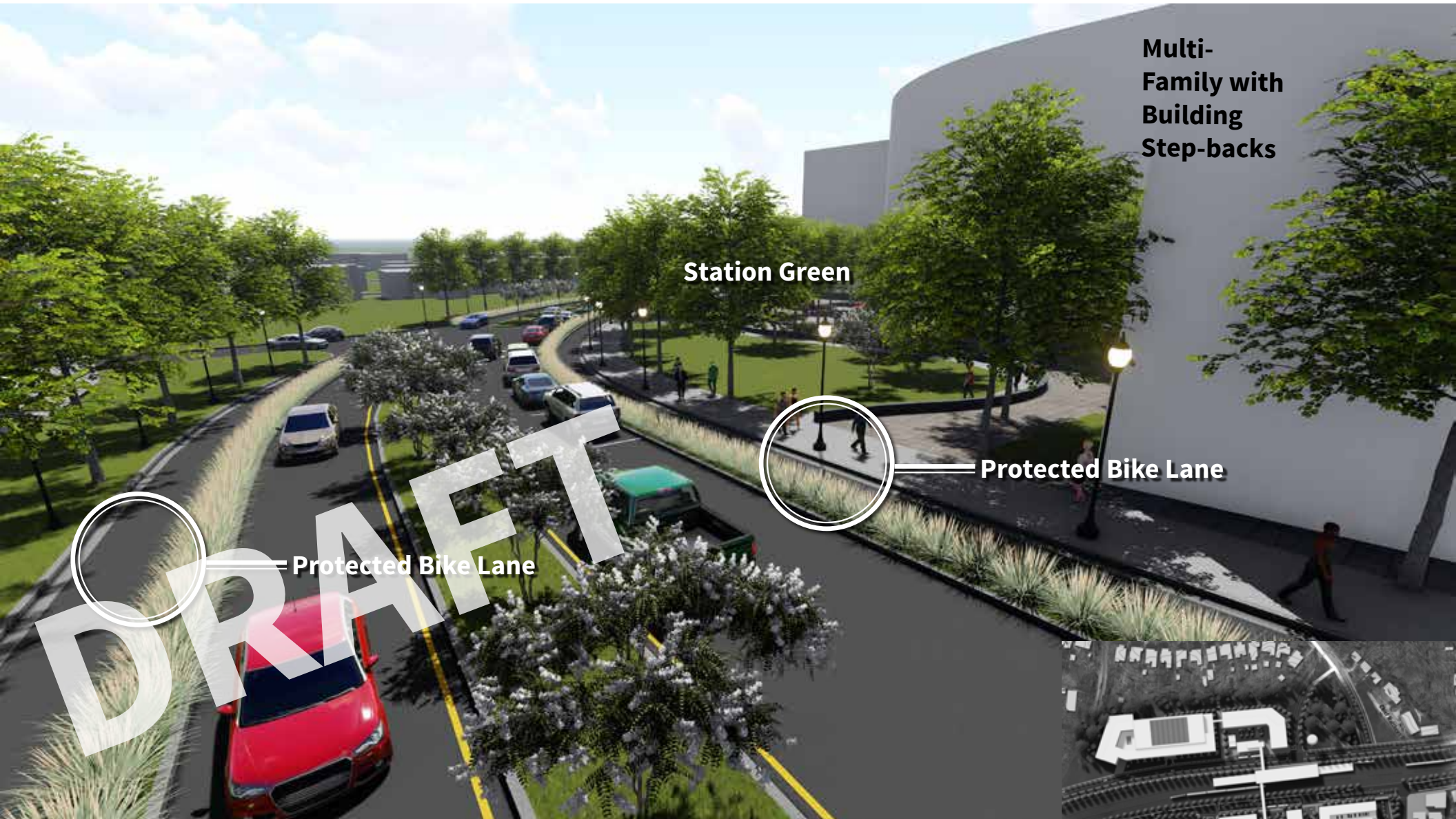
May need to remove on-street parking to accomodate MARTA Bus Traffic

DRAFT

PROGRESS IMAGE



PARK PLACE



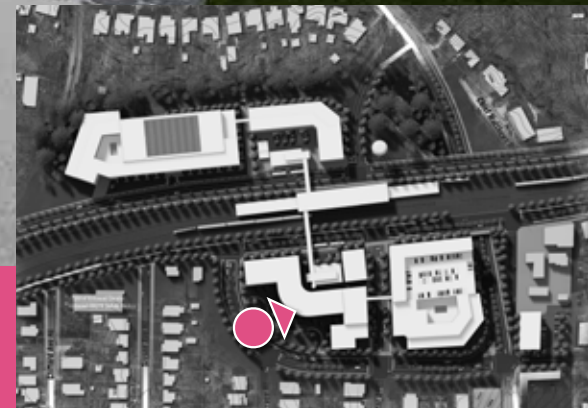
PROGRESS IMAGE



STATION GREEN



PROGRESS IMAGE



AT&T SITE CONCEPT

11.5 Units / Acre
11% Open Space



PROGRESS IMAGE

↑ North

FLEX PLAZA / GREEN



WE WANT TO *Learn* MORE

JOIN US IN FEBRUARY
FOR **OUR FINAL
PUBLIC OPEN
HOUSE**

EMAIL US
OR
Call us!!

We ♥
to listen



NEXT *Steps*

- **Finalize Renderings**
- **Create materials and presentation for Open House**
- **Final Public Open House**
 - February 26, 2018 at 6:00 PM
- **Finalize Document after Open House**
- **Plan Approval Process**
 - Approval process tentatively complete in June 2018

Final *Public Open House*

****February 26, 2018****

LOCATION: Church of the Epiphany

(2089 Ponce De Leon Avenue)

TIME: 6:00 PM to 8:00 PM



Questions?