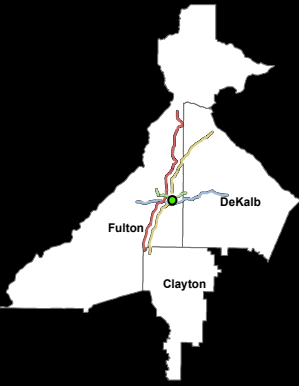


# KING MEMORIAL STATION

Transit Oriented Development

## STATION LOCATION



377 Decatur Street SE  
Atlanta, GA 30312

## STATION ESSENTIALS

Daily Entries:	1,117
Parking Capacity:	n/a
Parking Utilization:	n/a
Station Type:	Elevated
Total Land Area	+/- 7 acres

MARTA Research & Analysis 2014



King Memorial station is a heavy rail rapid transit station located in the City of Atlanta and central Fulton County on MARTA's Blue and Green lines. The station has its sole entrance on Decatur Street. King Memorial provides rapid rail service to major destinations including Downtown (3 minutes) Phillips Arena/Georgia Dome (4 minutes) Midtown (11 minutes), and Hartsfield-Jackson International Airport (24 minutes).

The MARTA Transit Oriented Development Guidelines classify King Memorial station as a "Neighborhood" station. The "Guidelines" define Neighborhood stations as "located in primarily residential districts, and their principal transportation function is to help people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network.

## Area Profile

### AREA DEMOGRAPHICS AT 1/2 Mile

Population 2012	4,170
% Population Change 2000-2012	-28%
Median Age	37.1
% Generation Y (18-34)	28%
% Singles	79%
Housing Units	2,754
Housing Density/ Acre	5.5
Avg. Household Size	1.94
% Renters	59%
% Multifamily Housing	60%
Median Household Income	\$24,005
% Use Public Transit	8%

### Business Demographics

Employees	6,498
Avg. Office Rents Per SF	\$13.14
Avg. Retail Rents Per SF	\$18.80
Avg. Apartment Rents (1-mile)	\$1,074

Sources: Site To Do Business on-line and Bleakly Advisory Group, 2012.

## Nearby Recent Development Activity



King Memorial Station

## MARKET DYNAMICS (1/2 MILE RADIUS)

### Recent Development Activity

1. Pencil Factory Lofts, 2010  
188 Units

Source: Atlanta Business Chronicle



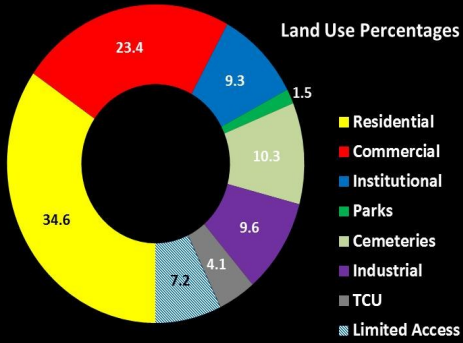
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY



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## LAND USAGE WITHIN 1/2 MILE



Sources:  
MARTA GIS Analysis & Atlanta Regional

## NEIGHBORHOOD TYPOLOGY DESIGN ELEMENTS

FAR	1.5 to 5.0
Units Per Acre	15 TO 50
Height In Floors	2 to 10

## DEVELOPMENT DATA

Zoning	SPI-22 TSA
South Lot	+/- 4 Acres
Available Air Rights	N/A

## 4 Acre South Parking Lot



## Example of Nearby High Density Development



## KING MEMORIAL DEVELOPMENT OPPORTUNITY

The 4 acre south parking lot has been identified as a potential location for joint development/TOD. In early 2014, MARTA accepted a proposal by Walton King Station Development LLC to develop the south lot into a mixed use TOD.

### Land Use Entitlements

The station is zoned SPI-22 TSA-Special Public Interest District: Memorial Drive/Oakland Cemetery. In summary the general intent of the SPI-22 TSA district is to create vibrant and sustainable mixed-use communities combining residential, retail and office uses to create walkable, pedestrian-scaled environments that accommodate and encourage multiple modes of transportation while preserving the unique historic heritage of Oakland Cemetery.

### Surrounding Land Use

King Memorial is surrounded by a mixture of industrial (9%), commercial (23%) and residential uses (34%) within half a mile. The community around the station is enjoying a renewal due to its proximity to Atlanta's central business district and Georgia State University, as well as the demolition of former public housing and its replacement with new workforce and market rate housing. King Memorial is also within walking distance of historic Oakland Cemetery, the Martin Luther King Jr. National Historic Site, and the King Center.



### Development Potential At King Memorial Station

#### Legend

- King Memorial Station
- Station Boundary
- Station Building
- Development Potential