

BROOKHAVEN/OGLETHORPE UNIVERSITY STATION

Transit Oriented Development

STATION LOCATION



4047 Peachtree Road NE
Brookhaven, GA 30309

STATION ESSENTIALS

Daily Entries:	2,321
Parking Capacity:	1,460
Parking Utilization:	32%
Station Type:	Subway
Total Land Area	+/- 15 acres

MARTA Research & Analysis 2013



Brookhaven / Oglethorpe University station is a heavy rail rapid transit station located in the recently incorporated City of Brookhaven in DeKalb County on MARTA's Gold Line. The station is approximately two miles northeast of the Atlanta Buckhead Community. The station is situated along Peachtree Road between North Druid Hills Road and Dresden Drive, with station entrances on Peachtree Road and Apple Valley Road.

The MARTA Transit Oriented Development Guidelines classify Brookhaven / Oglethorpe University Station as a "Town Center" station. This classification system reflects both a station's location and its primary function. In discussing Town Center stations, the "Guidelines" state that "Pedestrian" connections are critical for town centers, as are local bus service and automobile access. Town Center stations may provide some park-and-ride, but it should be of secondary importance and must be appropriately located and designed.

AREA PROFILE

Area Demographics 1/2 Mile

Population 2012	3,057
% Population Change 2000-2012	10%
Median Age	37.4
% Generation Y (18-34)	23%
% Singles	52%
Housing Units	1,707
Housing Density/ Acre	3.4
Avg. Household Size	1.62
% Renters	41%
% Multifamily Housing	34%
Median Household Income	\$75,608
% Use Public Transit	5%

Business Demographics

Employees	1,021
Avg. Office Rents Per SF	\$29.50
Avg. Retail Rents Per SF	\$15.69
Avg. Apartment Rents (1-mile)	\$1,302

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

MARKET DYNAMICS (1/2 MILE RADIUS)

Recent and Planned Development Activity

1. Alta Brookhaven— Completion Late 2014, 230 Units
2. @ 1377— Completed in 2013, 215 Units

Please Note: There have been recent developments that are beyond a half-mile radius of the station such as:

- Town Brookhaven – Completed in 2013. 460K SF retail, 20K SF office. 950 units.
- Village Place Brookhaven – Completed in 2008 35K SF retail, 11 office condo units, 41 residential condo units.

Sources: Atlanta Business Chronicle and Haddow & Co.

Nearby Recent and Planned Development Activity



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

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BROOKHAVEN/OGLETHORPE UNIVERSITY DEVELOPMENT OPPORTUNITY

The TOD opportunity at Brookhaven/Oglethorpe University Station includes the eastern and western surface parking lots. The image below and on the side panel provide a development guide to the station. The largest amount of land available is the surface commuter parking lot to the east of the station. The western surface lot offers development potential that would have high visibility due to that fact that it fronts along Peachtree Road.

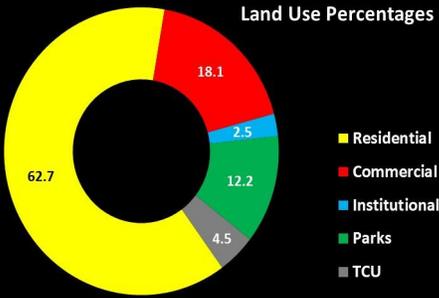
Land Use Entitlements

The station area is located in Sub Area 1 of the Brookhaven-Peachtree Overlay. The Overlay controls the design standards of the district and the overlay is generally compatible with the MARTA TOD Guidelines. However; density and some other important factors are controlled by the underlying zoning. There are four (4) underlying zoning districts on the site such as C-2 General Commercial, R-75 Single-Family, RM-75 Multi-family, and M Industrial. These districts are not compatible with TOD development and the MARTA TOD Guidelines. MARTA recommends that the underlying zoning of site be rezoned to PCD-3 Pedestrian Community District 3.

Surrounding Land Use

The majority of land within a half mile of the station is residential. Three established neighborhoods surround Brookhaven station: Brookhaven Fields, Ashford Park and Historic Brookhaven. Located along the eastern border of the station, Brookhaven Fields and Ashford Park contain a mixture of post war detached single family homes, townhomes and multifamily construction. Three medium density townhome developments (Brookhaven Heights, Brookhaven Chase and Fernwood Park) are less than a five minute walk from the east entrance to the station on Apple Valley Road.

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional Commission LandPro .

TOWN CENTER STATION TYPOLOGY DESIGN ELEMENTS

FAR	3.0 to 10.0
Units Per Acre	25 - 75
Height In Floors	4 to 15

DEVELOPMENT DATA

Zoning	Brookhaven-Peachtree Overlay, C-2, R-75, RM-75, and M
Available Air Rights	N/A
Eastern MARTA Parking Lot	+/- 10 Acres
Western MARTA Parking Lot	+/- 2 Acres

EASTERN MARTA PARKING LOT



WESTERN MARTA PARKING LOT

