

# **MARTA's Clayton County High Capacity Transit Transit Supportive Land Use Study**

Community Resources Committee

July 14, 2021

# MARTA PROJECT GOALS

## OFFICIAL GOALS

Position Clayton's transit lines for  
funding

Develop transit supportive zoning  
that work for the communities

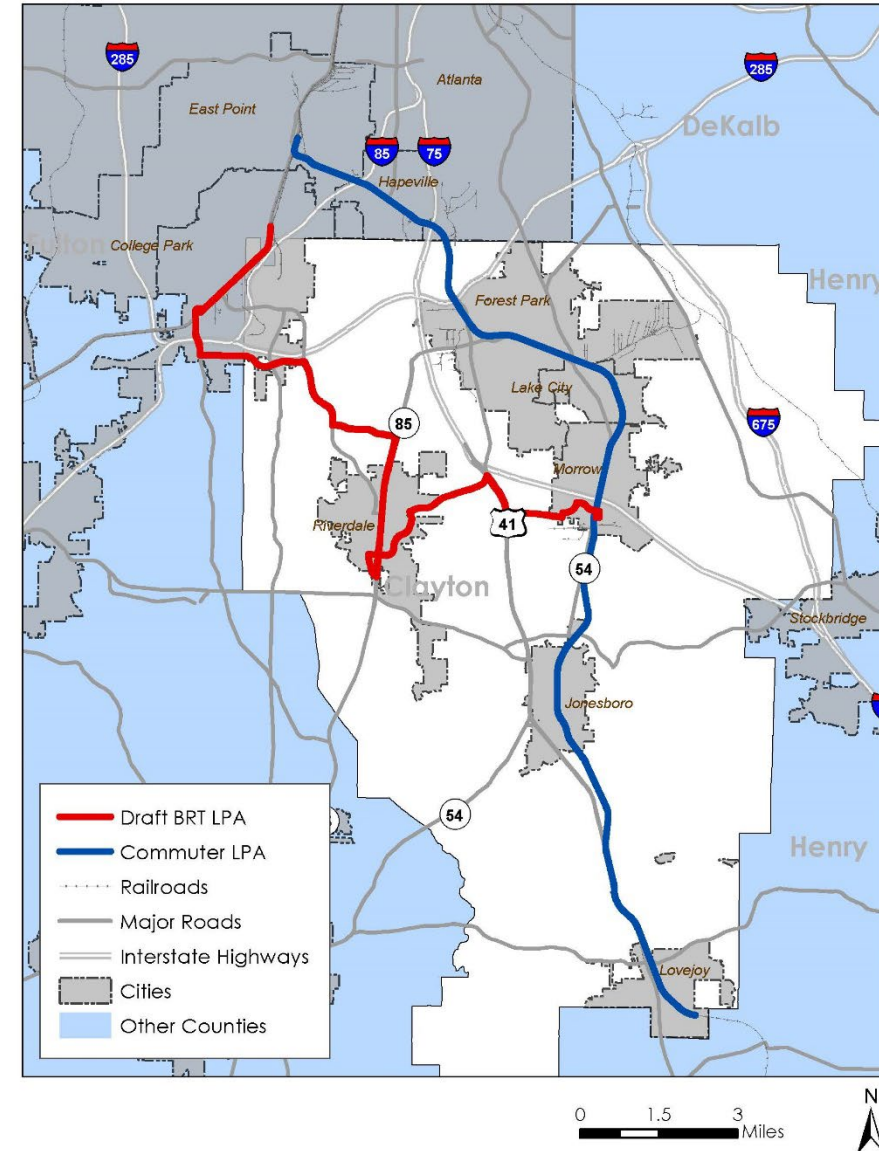
## UNOFFICIAL GOAL:

Come together as a corridor

# LOCALLY PREFERRED ALTERNATIVES

## Two High-Capacity Lines Proposed

1. SR 54 (Blue)
2. Riverdale/Clayton LPA (Red)



# LCI FOUNDATIONS

East Point (2012)

Hapeville (2017)

Forest Park (2021)

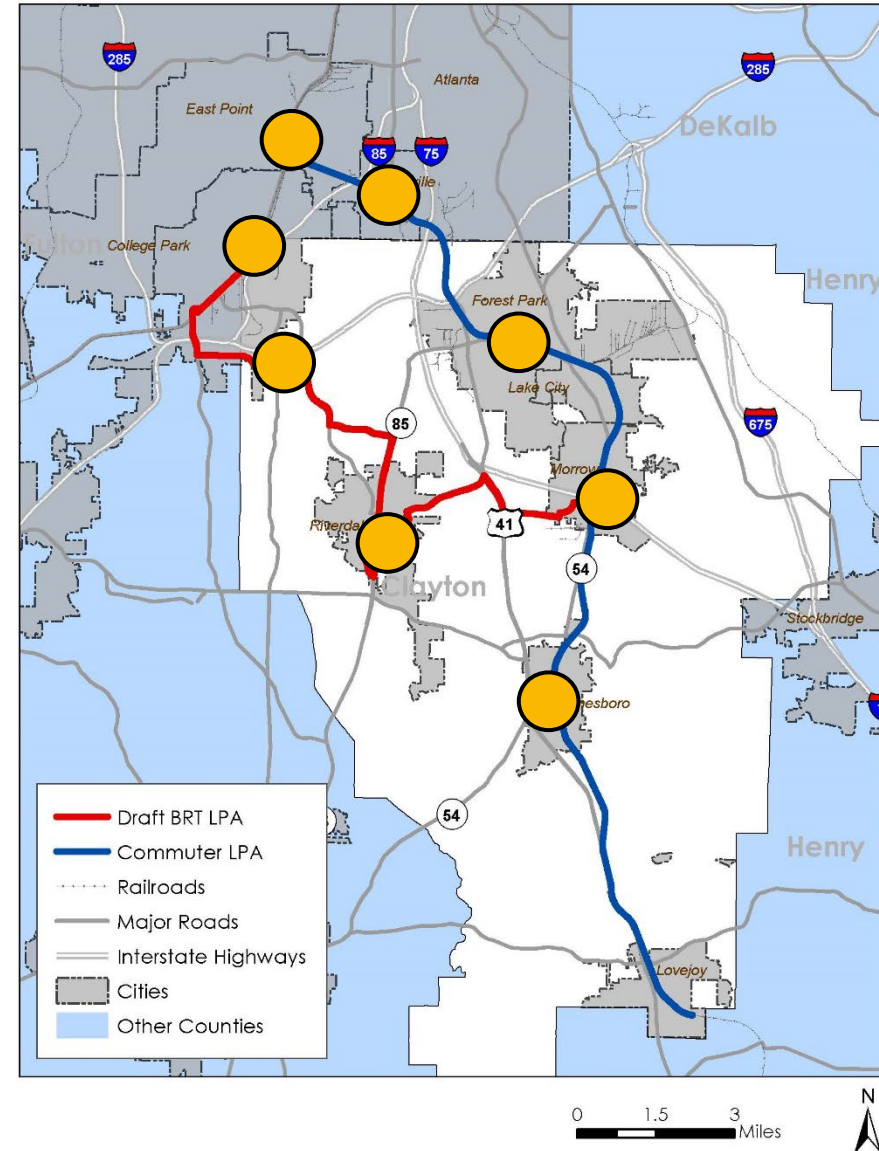
Morrow (2010)

Jonesboro (2017)

College Park (2017)

Northwest Clayton (2004)

Riverdale (2006)





# THE BIG 5

## OF TRANSIT SUPPORTIVE LAND USE



- # of people
- # of jobs

### 1. DENSITY/INTENSITY



- Creates diversity
- Encourages activity day & night

### 2. MIXED USES



- Wide sidewalks
- Small block sizes
- Intersection density

### 3. WALKABILITY



- Ground floor retail
- Sidewalk cafes
- Tree-lined streets

### 4. PEOPLE-FRIENDLY DESIGN



- Reduced & hidden parking
- Encourages use of transit, walking, and other modes of travel

### 5. MANAGED PARKING



# 1. DENSITY/INTENSITY

## OUR STARTING POINT



1-8 dwelling units/acre; FAR of 0.35 or less

## OUR GOAL



15-20+ dwelling units/acre; FAR of 1.0+



# 2. MIXED USES

OUR STARTING POINT



Segregated Uses, Empty/Inactive Times

OUR GOAL



Mixed Uses, Active All Day



# 3. WALKABILITY

## OUR STARTING POINT



Lack of sidewalks/crossings, blocks 800'+

## OUR GOAL



Wide sidewalks, safe crossings, blocks <500'



# 4. PEOPLE-FRIENDLY DESIGN

OUR STARTING POINT



Cars have priority

OUR GOAL



People have priority



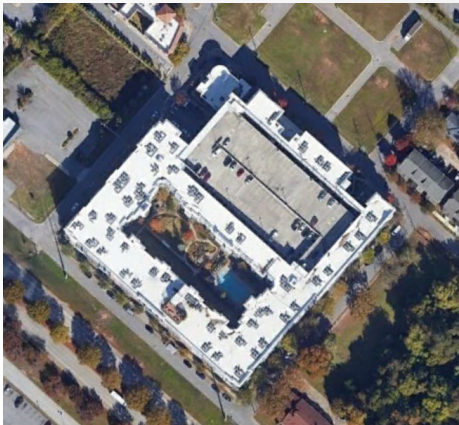
# 5. MANAGED PARKING

OUR STARTING POINT



Parking, parking everywhere!

OUR GOAL



Less parking + less visible

# 6 MAIN TASKS

- 1 Peer Region Studies
- 2 Parcel Analysis
- 3 Identify TOD Boundaries
- 4 Draft Zoning Ordinance
- 5 Implementation Strategies
- 6 3D Visuals



Clayton F. Kopp

# TASK 1: PEER REGIONS

Charlotte Metro



Denver Metro



Minneapolis Metro



Seattle Metro



LYNX Blue Line	SOUTHWEST LRT	NORTHSTAR COMMUTER RAIL	RAPID RIDE A Line/Future LRT
Suburban LRT	Inner Suburb LRT	Suburban/Rural Commuter Rail	Suburban/Edge City BRT, Commuter LRT
Lower to Upper-Middle Income	Middle Income	Lower to Middle Income	Low-Mid to Middle Income
Est. 2007	Est. 1997	Est. 2009	Est. 2010
Revised City of Charlotte TOD ordinance	City of Denver Form-Based Transit Supportive Zoning	City of Big Lake TOD Zoning	City of Federal Way Transit Supportive Zoning

Clayton Kopp

# LOCAL TOD STUDIES



## AVONDALE TOD

MARTA Blue/Green line

Upper-Middle Income

Since 2014

Joint process between MARTA  
and City of Decatur

## DECATUR TOD

MARTA Blue/Green line

Upper Middle Income

Since 1982

Led by Decatur Development  
Authority

## CHAMBLEE TOD

MARTA Red line

Lower to Middle Income

Since 2001

Led by City of Chamblee



## PEER REGION & LOCAL TOD TAKEAWAYS

- **Incremental process.** Be flexible & creative!
- **Public investment** & public/private partnerships
- Who is making this happen? **Need a champion.**
- Good planning is good planning – get the basics in place
- Focus on the corridor as a whole, not just individual stations

### THE BIG 5 OF TRANSIT SUPPORTIVE LAND USE



- # of people
- # of jobs

1. DENSITY/INTENSITY



- Creates diversity
- Encourages activity day & night

2. MIXED USES



- Wide sidewalks
- Small block sizes
- Intersection density

3. WALKABILITY



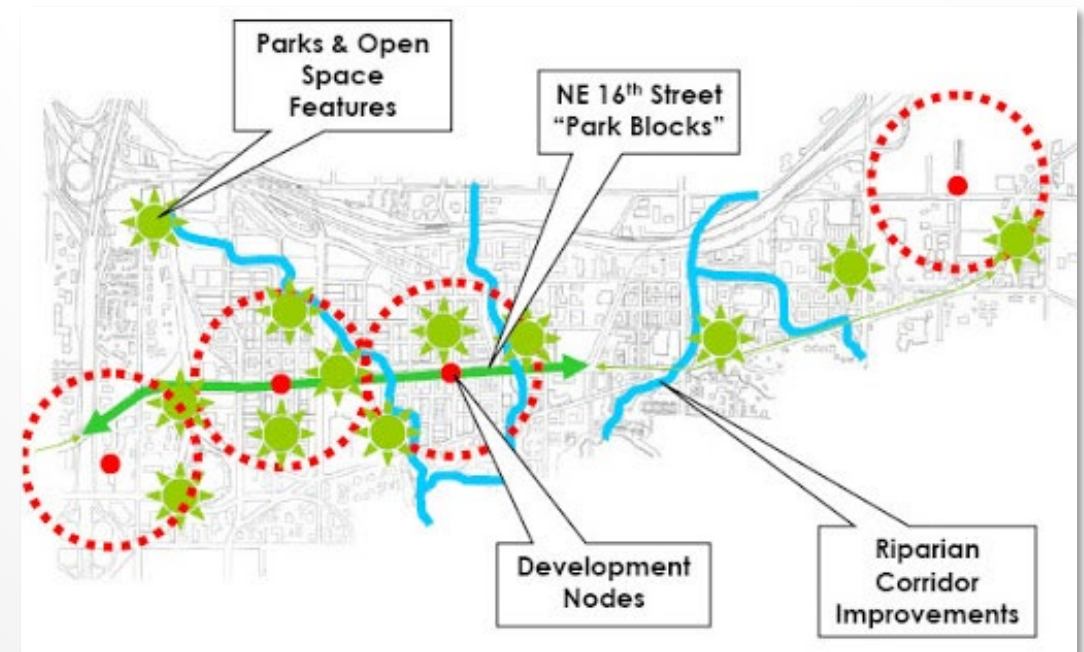
- Ground floor retail
- Sidewalk cafes
- Tree-lined streets

4. PEOPLE-FRIENDLY DESIGN



- Reduced & hidden parking
- Encourages use of transit, walking, and other modes of travel

5. MANAGED PARKING



# TASK 2: PARCEL ANALYSIS

## 1. DEVELOP DRAFT METRICS

- **19 draft metrics in 5 categories:** location, current land use, walkability + infrastructure, re/development potential, and plans
- Share draft metrics with jurisdictions through **survey exercise**
- PEDC comments and approval






## 2. APPLY TO PARCELS

- Within **½ mile** of general station areas/LPAs
- **Exceptions:** single-family neighborhoods, airport, cemeteries, and historic districts; parks in some jurisdictions
- **Score** each according to metrics to determine raw total
- Starting point for boundary discussions

## PURPOSE:

To identify the most suitable parcels for transit supportive zoning

19  
METRICS  
IN 5  
CATEGORIES

FIXED	PRESENT	FUTURE
 <b>1.LOCATION</b> 1.1 Proximity to LPA	 <b>2.LAND USE</b> 2.1 Current Land Use 2.2 Ridership Potential	<b>4. DEVELOPMENT POTENTIAL</b> 4.1 Ownership 4.2 Zoning 4.3 Visibility 4.4 Year of Construction 4.5 Character/Unique Features 4.6 Building Value 4.7 Floor Area Ratio (FAR) 4.8 Topography 4.9 Hydrology 4.10 Development Barriers 
		<b>5.PLANS</b> 5.1 Future land use 5.2 Projects 
	<b>3. WALKABILITY</b> 3.1 Pedestrian Friendly Streets 3.2 Block Length 3.3 Intersection Density	<b>+ INFRASTRUCTURE</b> 3.4 Sewer 3.5 Water 3.6 Fiber 

# PARCEL ANALYSIS RESULTS/SAMPLE

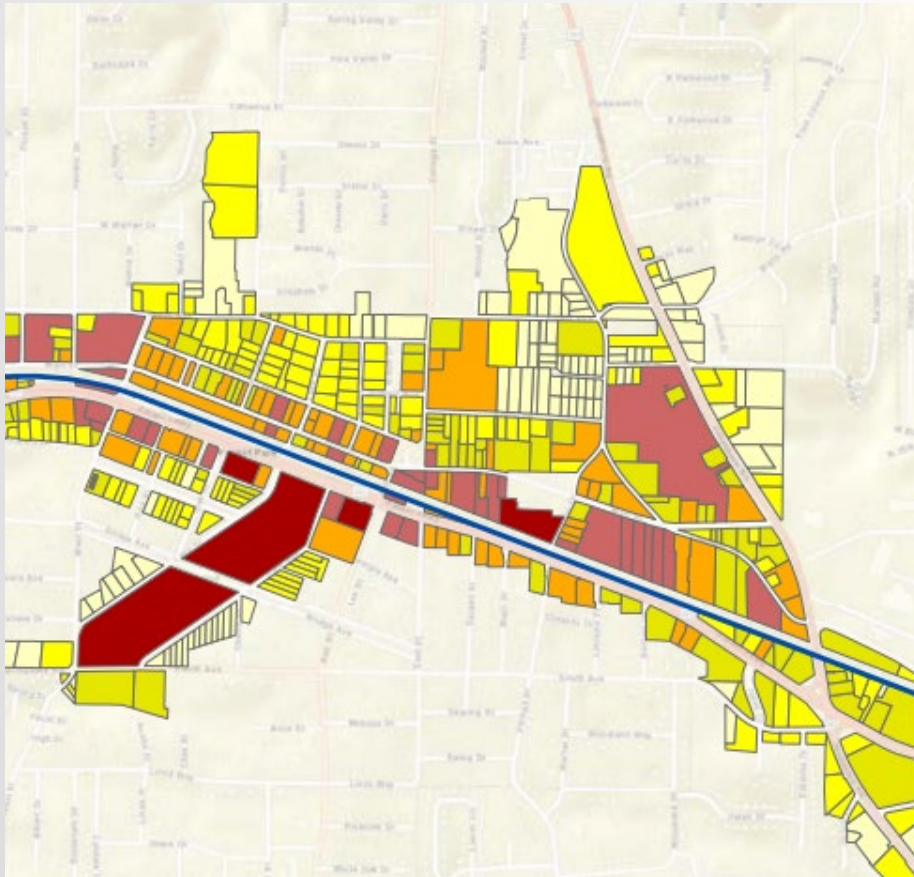
## PROJECT-WIDE RESULTS

<b>5,041</b>	Parcels Analyzed
<b>23</b>	Average Total Score
<b>2</b>	Average Location Score
<b>1</b>	Average Land Use Score
<b>8</b>	Average Walkability and Infrastructure Score
<b>11</b>	Average Development/Redevelopment Potential Score
<b>1</b>	Average Plans Score

## FOREST PARK RESULTS

<b>495</b>	Parcels Analyzed
<b>22</b>	Average Total Score
<b>2</b>	Average Location Score
<b>1</b>	Average Land Use Score
<b>9</b>	Average Walkability and Infrastructure Score
<b>10</b>	Average Development/Redevelopment Potential Score
<b>1</b>	Average Plans Score

# PARCEL ANALYSIS SAMPLE



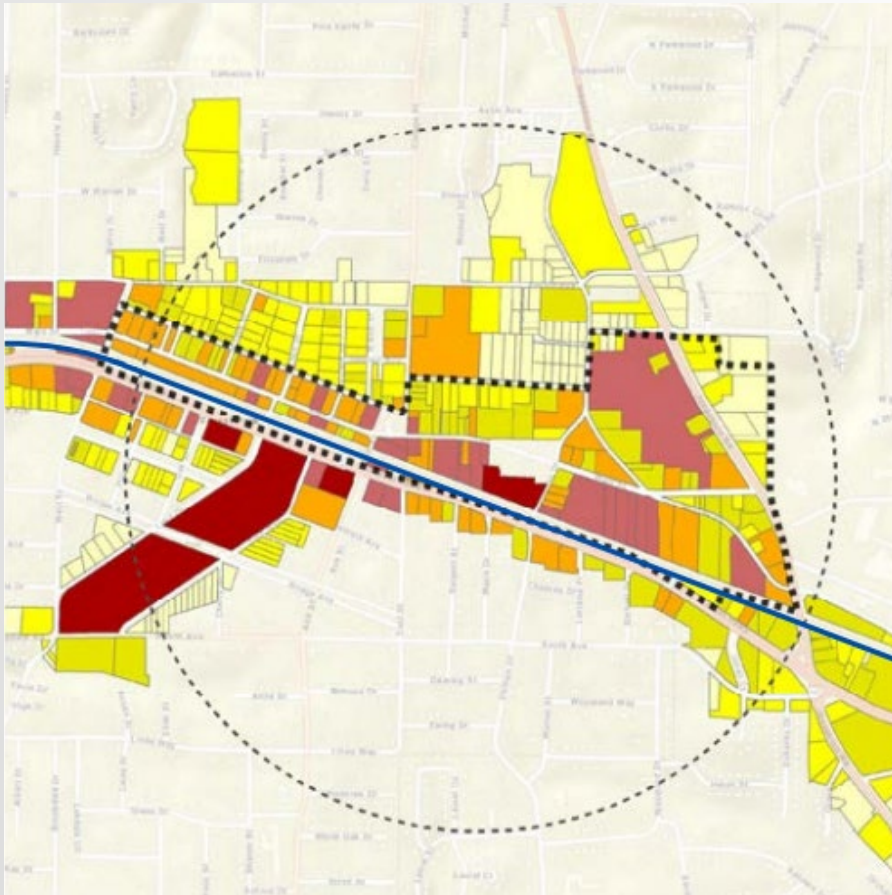
— LPA


## TOTAL SCORES


19.99 or lower	30.00 - 34.99
20.00 - 24.99	35.00 - 39.99
25.00 - 29.99	40.00 or more



# TASK 3: DRAFT BOUNDARIES



 Working Station Area

 1/2-mile capture area

 LPA

## TOTAL SCORES


 19.99 or lower

 20.00 - 24.99

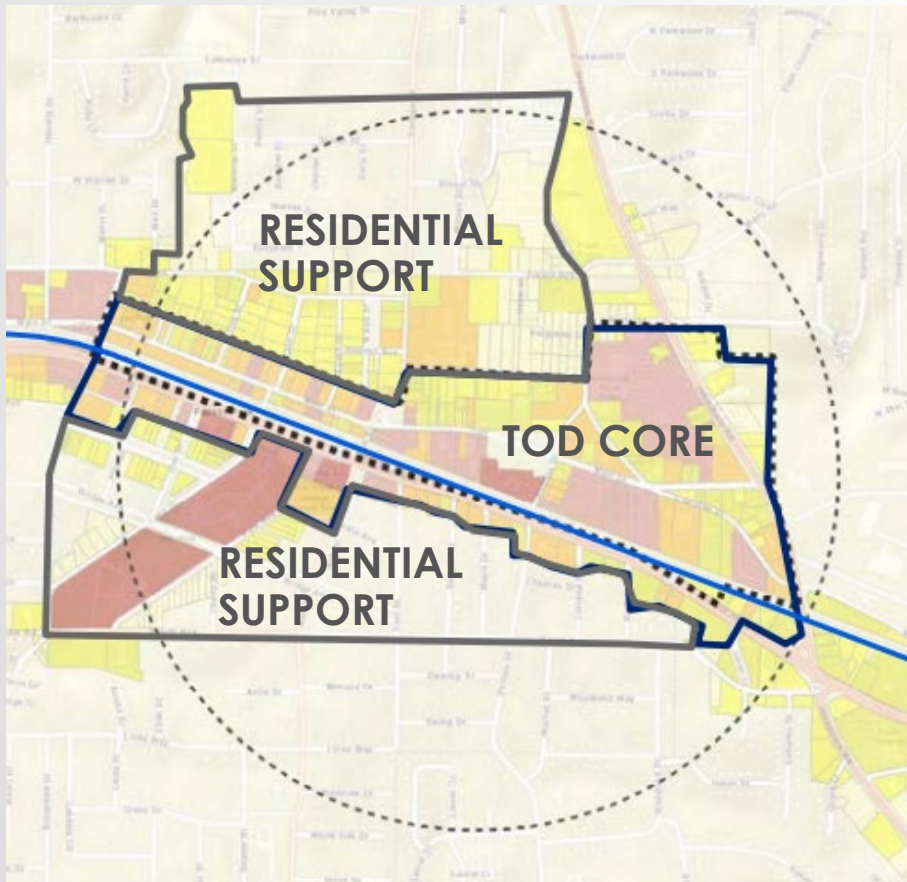
 25.00 - 29.99




 30.00 - 34.99

 35.00 - 39.99

 40.00 or more

# TASK 3: DRAFT BOUNDARIES



-  Draft TOD Core: Redev/New Build
-  Draft Residential Support Boundary
-  Working Station Area
-  1/2-mile capture area
-  LPA

# TASK 4: DRAFT ORDINANCE



**INCREMENTAL**

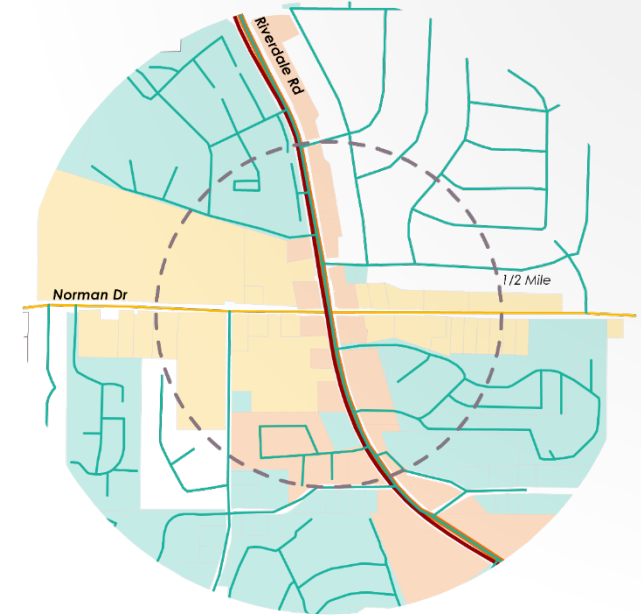
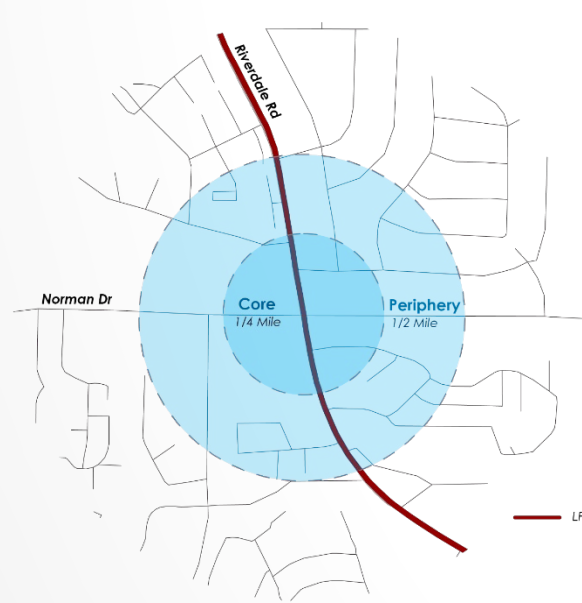
Reaching transit supportiveness will take a long time – **this ordinance lays the foundation, and is not the endpoint**



**FLEXIBLE**

Ordinance needs to be **responsive to the market** – cannot be too prescriptive

# TASK 4: DRAFT ORDINANCE



## Typologies

- Station typologies based on existing conditions and desired end results
- MARTA already has TOD station typologies (7) in place
- Alternative approach: two types, infill and redevelopment/newbuild

## Core + Periphery

- Differentiation between dense/intense station area core and an outer ring area
- Outer ring still transit supportive, but lower density
- Potential phased approach

## Roadway Frontage

- Acknowledges different contexts and scales
- More complicated and can be difficult to implement/understand
- Provides greater guidance/control

# DRAFT FRAMEWORK

Core + Periphery

Typology

Street Frontage

Level of  
Intervention

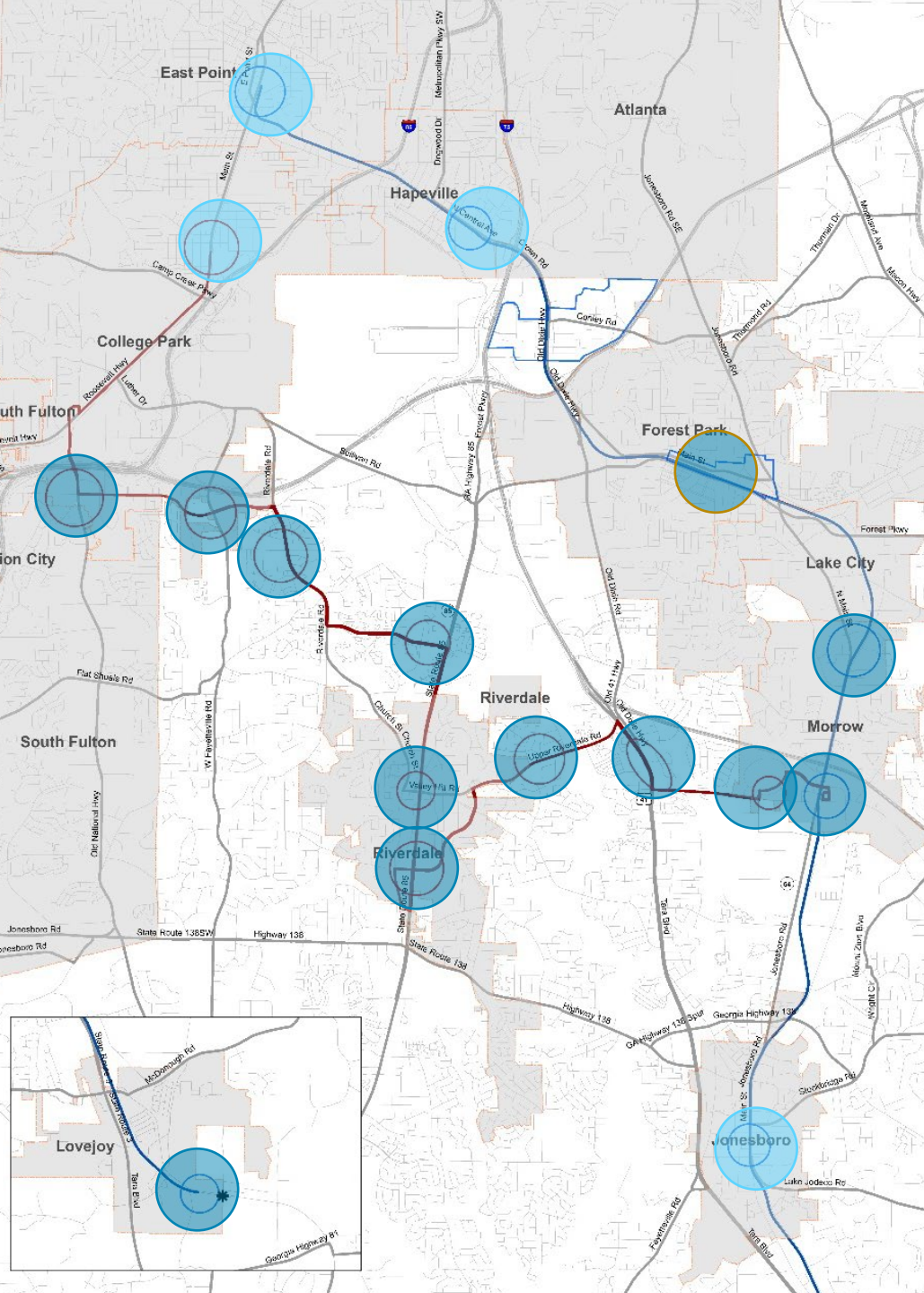
TOD CORE				PERIPHERY
Redevelopment/ New Build			Infill	Residential Support
Primary Road	Secondary Road	Local Road	-	-
High			Medium	Low
<b>Establish:</b> <ul style="list-style-type: none"> <li>Density/intensity</li> <li>Mixed Uses</li> <li>Walkability</li> <li>People-friendly design                             <ul style="list-style-type: none"> <li>Parking</li> </ul> </li> </ul>			<b>Enhance:</b> <ul style="list-style-type: none"> <li>Density/intensity</li> <li>Mixed uses</li> <li>Walkability</li> <li>People-friendly design                             <ul style="list-style-type: none"> <li>Parking</li> </ul> </li> </ul>	<b>Encourage:</b> <ul style="list-style-type: none"> <li>Gentle density</li> <li>Walkability (Connectivity)</li> <li>People-friendly design</li> </ul>



# TOD CORE – TWO MAIN TYPES

 Redevelopment/New Build

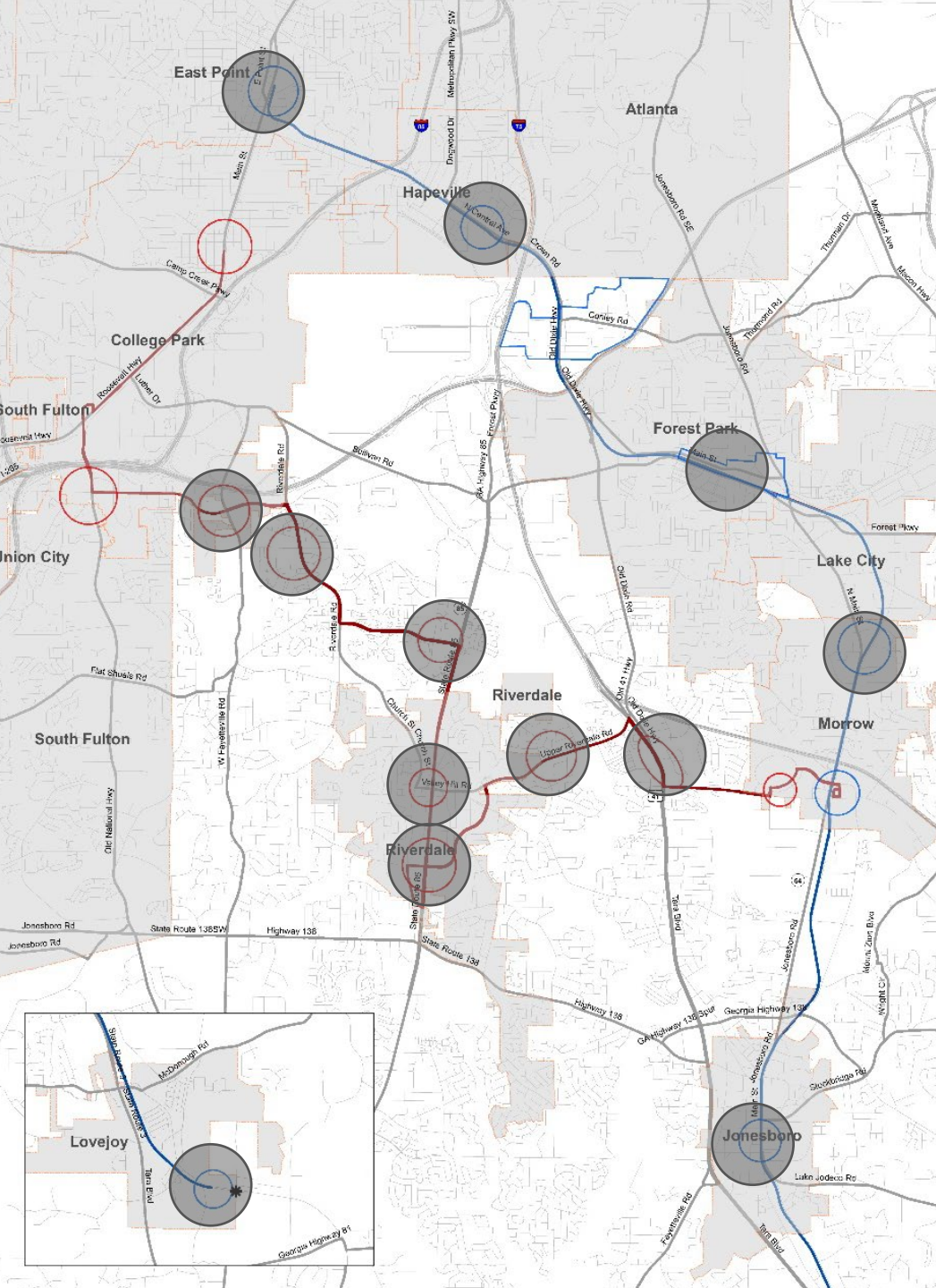
 Infill



# ZONE TYPE: PERIPHERY – RESIDENTIAL SUPPORT

Single-family  
neighborhoods within ½  
mile capture area

Small interventions to  
encourage “gentle  
density” and better  
connectivity





# DENSITY APPROACH

TOD CORE		PERIPHERY
Goal	Redevelopment/ New Build	Infill
	Residential Support	
Details	Increase density/intensity towards <b>transit-supportiveness</b>	Increase density/intensity towards <b>transit-supportiveness</b>
	Encourage <b>"Gentle Density"</b>	
	<ul style="list-style-type: none"> <li>• Minimum FAR (0.75) or du/acre (15)*</li> <li>• Urban setbacks (0'-15' fronts)</li> <li>• High max lot coverage (80%)                             <ul style="list-style-type: none"> <li>• No maximum heights/densities</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Minimum FAR (1.0) or du/acre (20)*</li> <li>• Height restrictions for compatibility</li> </ul>
	<ul style="list-style-type: none"> <li>• Allow Accessory Dwelling Units (ADUs)                             <ul style="list-style-type: none"> <li>• Allow discreet duplexes</li> </ul> </li> <li>• Lower minimum home SF</li> </ul>	

# MIXED USE APPROACH

TOD CORE		PERIPHERY
Goal	Redevelopment/ New Build	Infill
	Residential Support	
	Encourage mix of transit supportive uses at appropriate intensities	
Details	Require a mix but provide flexibility in achieving it	
	<ul style="list-style-type: none"> <li>• <b>Allow:</b> multi-family residential, commercial, institutional                             <ul style="list-style-type: none"> <li>• <b>Conditional:</b> some residential, light industrial</li> <li>• <b>Prohibit:</b> single family residential, auto-based uses</li> </ul> </li> </ul>	
		<b>Allow by right:</b> <ul style="list-style-type: none"> <li>• Single-family residential</li> <li>• ADUs and discreet duplexes that meet design criteria</li> </ul>

# KEY COMPONENTS: THE FIVE OPTIONS

## 1 Vertical Adaptability

1<sup>st</sup> floor flexible design

## 2 Horizontal Mixed Use

15 – 25% of frontage must be different use than primary

## 3 Architectural Mix

25 – 33% of frontage must be architecturally distinct

## 4 Mixed Income


At least 20% units legally binding affordability restricted

## 5 Special Review

Demonstrate project alignment with at least 4 of 7 transit supportive land use objectives

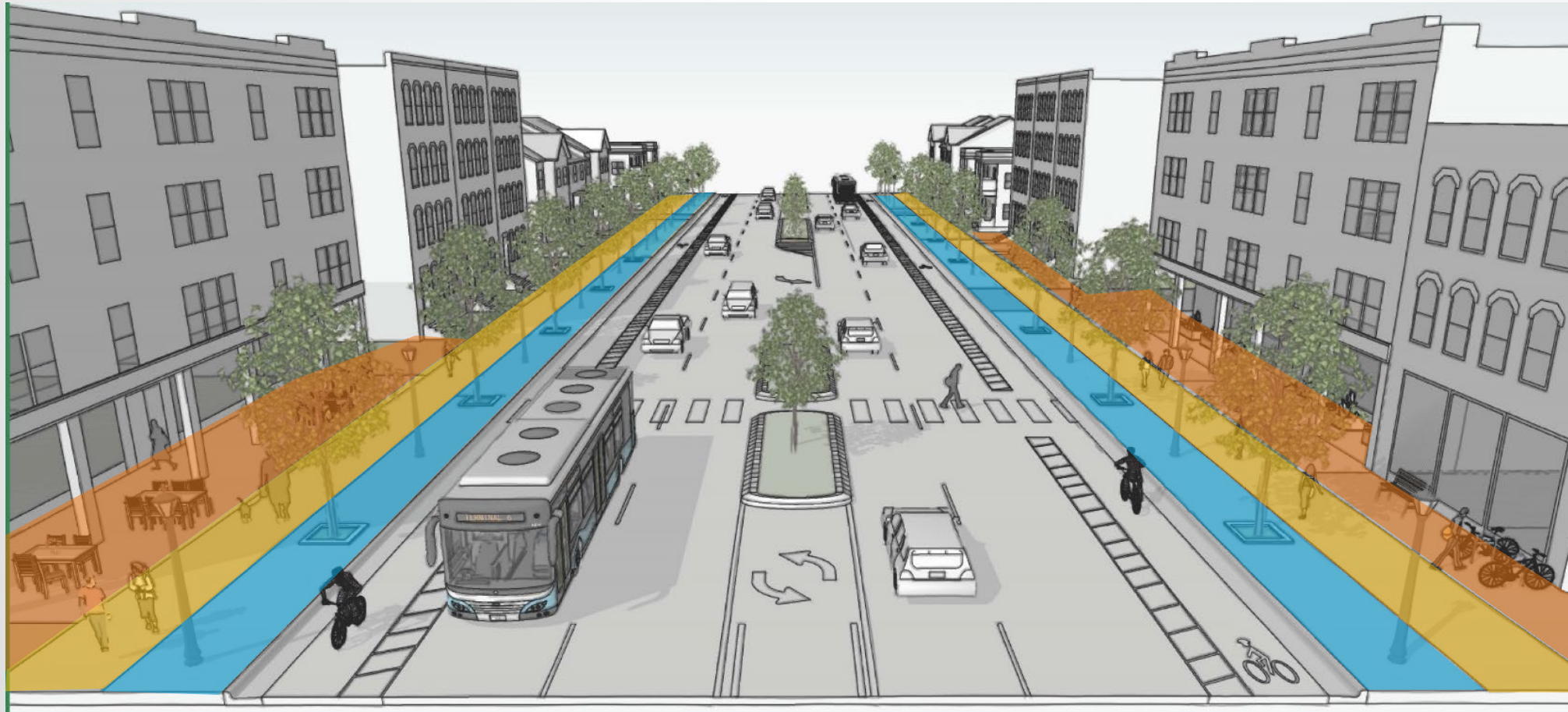
# WALKABILITY APPROACH

TOD CORE				PERIPHERY
Goal	Redevelopment/ New Build		Infill	Residential Support
	Establish walkable pattern		Enhance/expand existing walkability	Improve connectivity to neighboring areas
Details	<u>Primary</u> Ped. Enviro Req	<u>Second.</u> Ped. Enviro Req	<u>Local</u> Ped. Enviro Req	<ul style="list-style-type: none"><li>To be improved through non-zoning strategies</li></ul>
	<ul style="list-style-type: none"><li>Inter-parcel connectivity<ul style="list-style-type: none"><li>Access management (driveways)</li></ul></li><li>Block length maximums (600')</li></ul>		<ul style="list-style-type: none"><li>Strengthen sidewalk requirements<ul style="list-style-type: none"><li>Inter-parcel connectivity</li></ul></li><li>Access management (driveways)</li></ul>	



TRANSFORMING TRANSIT

# KEY COMPONENT: WALKABILITY TOD CORE REDEV/NEW BUILD

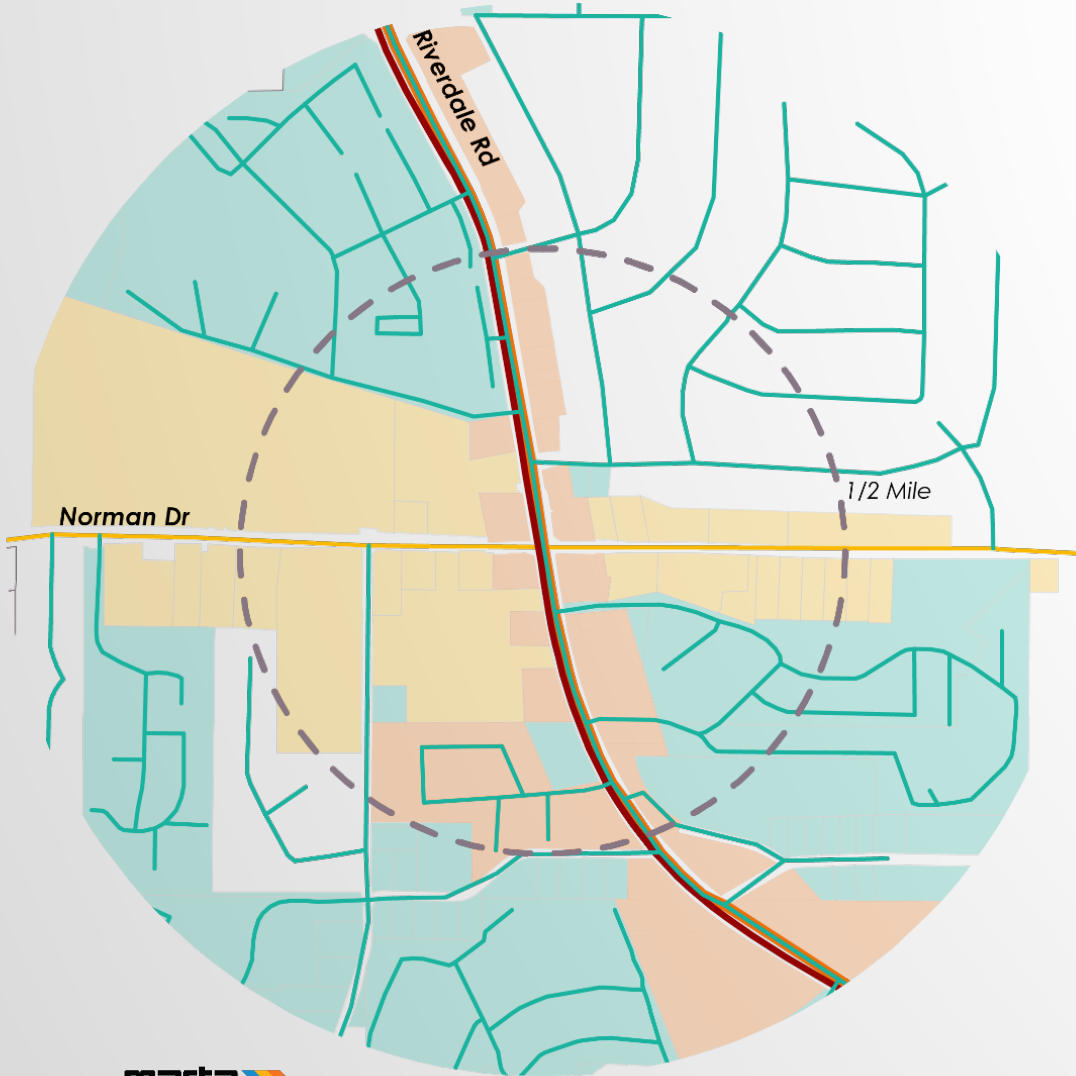


Semi-  
Public  
Realm

Image Source: City of Charlotte

Amenity  
Zone Sidewalk

# KEY COMPONENT: WALKABILITY TOD CORE REDEV/NEW BUILD



Amenity  
Zone


Sidewalk

PRIMARY ROADWAY	SECONDARY ROADWAY	LOCAL ROAD
Min width 8'	Min width 6'	Min width 4'
Street Trees  + multiple streetscape elements	Street Trees  + some streetscape elements	Street Trees
Min width of 10'	Min width of 8'	Min width of 6'



# PEOPLE-FRIENDLY DESIGN APPROACH

TOD CORE				PERIPHERY	
Goal	Redevelopment/ New Build			Infill	Residential Support
	Establish character of public realm			Enhance character of public realm	Enhance “friendliness”
Details	<u>Primary</u> Semi Public Realm	<u>Second.</u> Semi Public Realm	<u>Local</u> Semi Public Realm	<ul style="list-style-type: none"><li>Architectural/design guidelines based on existing character<ul style="list-style-type: none"><li>Greenspace requirements</li></ul></li></ul>	Where appropriate, for infill: <ul style="list-style-type: none"><li>- Encourage porches</li><li>- Discourage garages fronting street</li></ul>
	<ul style="list-style-type: none"><li>Greenspace requirements<ul style="list-style-type: none"><li>Other site design considerations by project type</li></ul></li></ul>				

marta



# PARKING APPROACH

TOD CORE		PERIPHERY
Goal	Redevelopment/ New Build	Infill
	Residential Support	
	Reduce amount and visibility of parking	
Details	<ul style="list-style-type: none"> <li>• No parking minimums or significantly reduced                             <ul style="list-style-type: none"> <li>• Encourage shared parking</li> </ul> </li> <li>• Prohibit parking between right-of-way and building frontage</li> </ul>	
	<ul style="list-style-type: none"> <li>• Modest reduction in parking minimums</li> </ul>	

# TOD CORE MODEL ORDINANCE COMPONENTS

**TCR-1** Purpose  
**TCR-2** Definitions  
**TCR-3** Applicability and Exceptions  
**TCR-4** Administrative Approval  
**TCR-5** Application Review  
**TCR-6** Allowable Uses  
**TCR-7** Commercial Establishment Size  
**TCR-8** Live/Work Units  
**TCR-9** Mixed Use Requirements  
**TCR-10** Floor Area Ratio  
**TCR-11** Minimum Dwelling Units per Acre  
**TCR-12** Dimensions  
**TCR-13** Maximum Block Length  
**TCR-14** Interparcel Connectivity  
**TCR-15** Street Design  
**TCR-16** Sidewalks  
**TCR-17** Trail Connectivity  
**TCR-18** External Street Connectivity  
**TCR-19** Internal Street Network  
**TCR-20** On-Site Pedestrian Circulation  
**TCR-21** Vehicle and Driveway Access  
**TCR-22** Drive-Through Facilities and Service  
Windows

**TCR-23** Off-Street Parking  
**TCR-24** Surface Parking Design  
**TCR-25** Shared Parking  
**TCR-26** Loading  
**TCR-27** Electrical Utilities  
**TCR-28** Stormwater Management  
**TCR-29** Fences and Walls  
**TCR-30** Screening  
**TCR-31** Buffers  
**TCR-32** Outdoor Lighting  
**TCR-33** Open Space Requirements  
**TCR-34** High-Rise Building Base Standards  
**TCR-35** Multi-Family Residential Architectural  
Standards  
**TCR-36** Townhome Architectural Standards  
**TCR-37** Duplex, Triplex, and Quadplex  
Architectural Standards  
**TCR-38** Non-Residential Architectural  
Standards  
**TCR-39** Outdoor Dining  
**TCR-40** Signage

# TASK 5: IMPLEMENTATION STRATEGIES

**NEW  
BASE  
ZONE**



**MODIFY  
EXISTING**



**NEW  
OVERLAY**



**HOLD  
TIGHT**



# ZONING ANALYSIS

## Every jurisdiction will receive:

- Component-by-component comparison of Model MARTA ordinance to existing
- Specific recommendations for alignment
- Other general zoning recommendations

Component + Intent	Current zoning meets (or come close to) the proposed model zone?			Recommendations to City of Lake City, Georgia Zoning Ordinance
	Yes	Part.	No	
<b>TCR-1. Intent</b> States broad goals of the "Big 5" of transit supportive land use: density/intensity, mixed use, walkability, people-friendly spaces, and managed parking			X	• In 42-214's listing of definitions, modify the "transit oriented development" definition to include the "big five" as listed in TCR-1
<b>TCR-2. Definitions</b> Provides definitions that may be missing in a current code or defines elements specific to the model ordinance language		✓		• Add all definitions except for townhouses to the definition list in 42-214 • For roadways types, use the City terms (primary, secondary, and neighborhood) but MARTA definitions for major, minor, and local
<b>TCR-3. Applicability and Exceptions</b> Provides additional guidance for jurisdictions on when the ordinance would be triggered		✓		• Recommend adding TCR-3 language to 42-98 but specifically for G-1 zone or add to 42-214
<b>TCR-4. Administrative Approval</b> Avoids unnecessary delay/uncertainty to development proposals that generally meet standards but with slight variation.			X	• Add all language from TCR-4 to 42-214
<b>TCR-5. Application Review</b> Lays a foundation for collaboration and communication between the development team and the jurisdiction	✓			• None

# ZONING IMPLEMENTATION

When....

Key Ordinance  
Pieces to  
Implement in  
Local  
Ordinances

PHASE 1	PHASE 2
...Station Locations Are Finalized	...Transit lines are funded
<ul style="list-style-type: none"><li>- Permitted/prohibited uses</li><li>- Dimensional standards</li><li>- Walkability components</li><li>- People-friendly design</li><li>- Parking location requirements</li></ul>	<ul style="list-style-type: none"><li>- Minimum densities</li><li>- Mixed use requirements</li><li>- Parking maximums</li></ul>



# FURTHER PLANNING

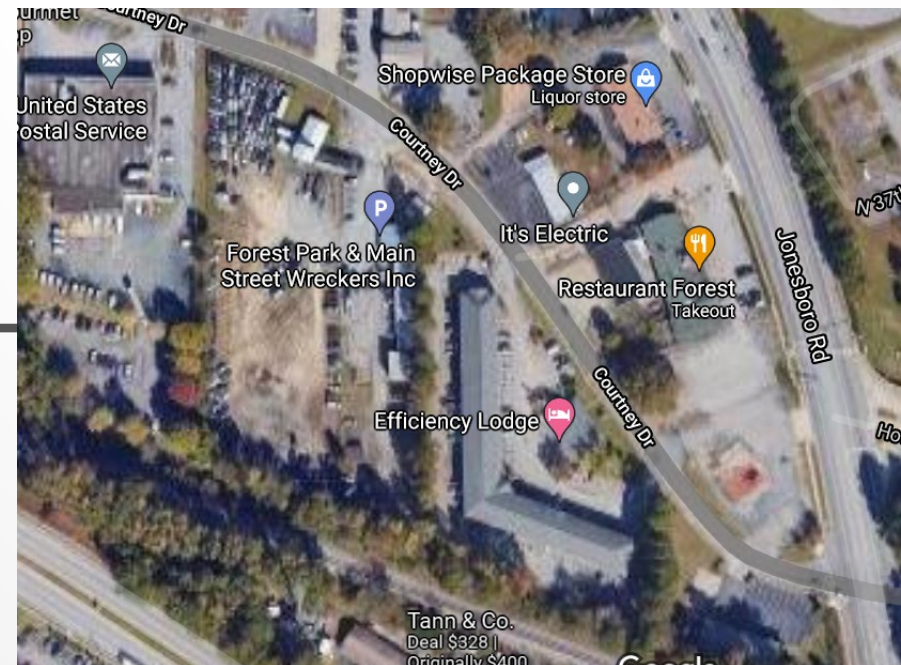
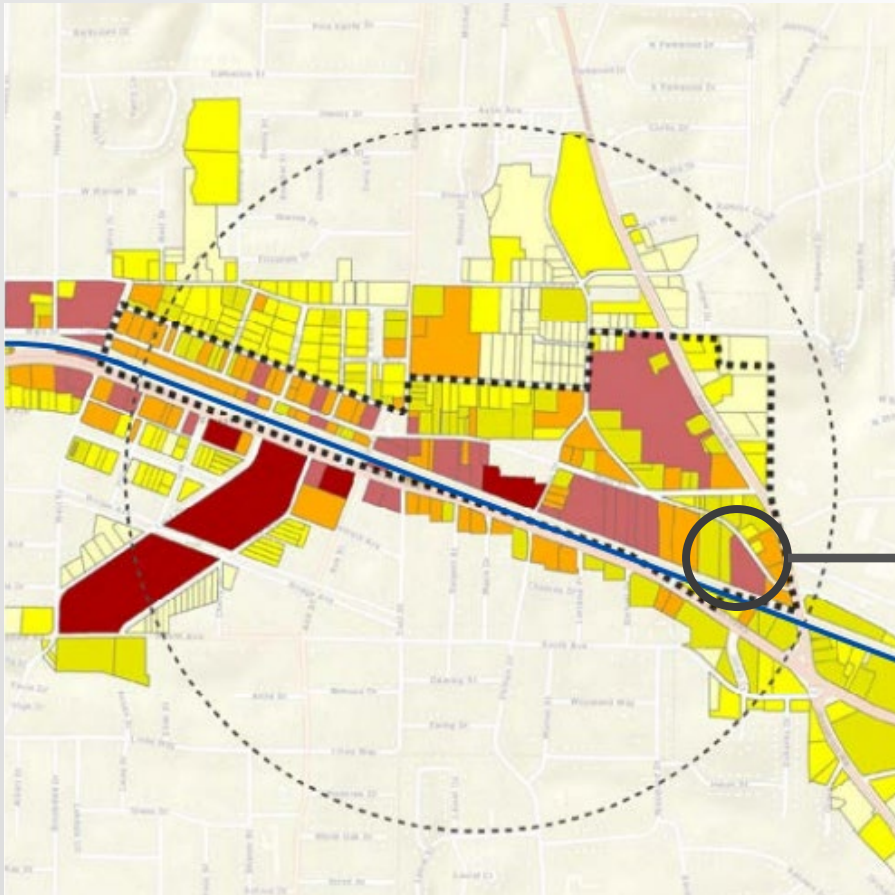
## SR 54 Line

**Recommend coordinated LCI  
Update for all station areas**

## RIVERDALE Line

**MARTA has applied for 2021 FTA  
Pilot TOD grant in partnership  
with Clayton County, City of  
College Park, City of Riverdale,  
and ARC**

# TASK 6: 3-D VISUALS





# TASK 6: 3-D VISUALS

- Show how the ordinance can play out on actual sites in the draft station areas

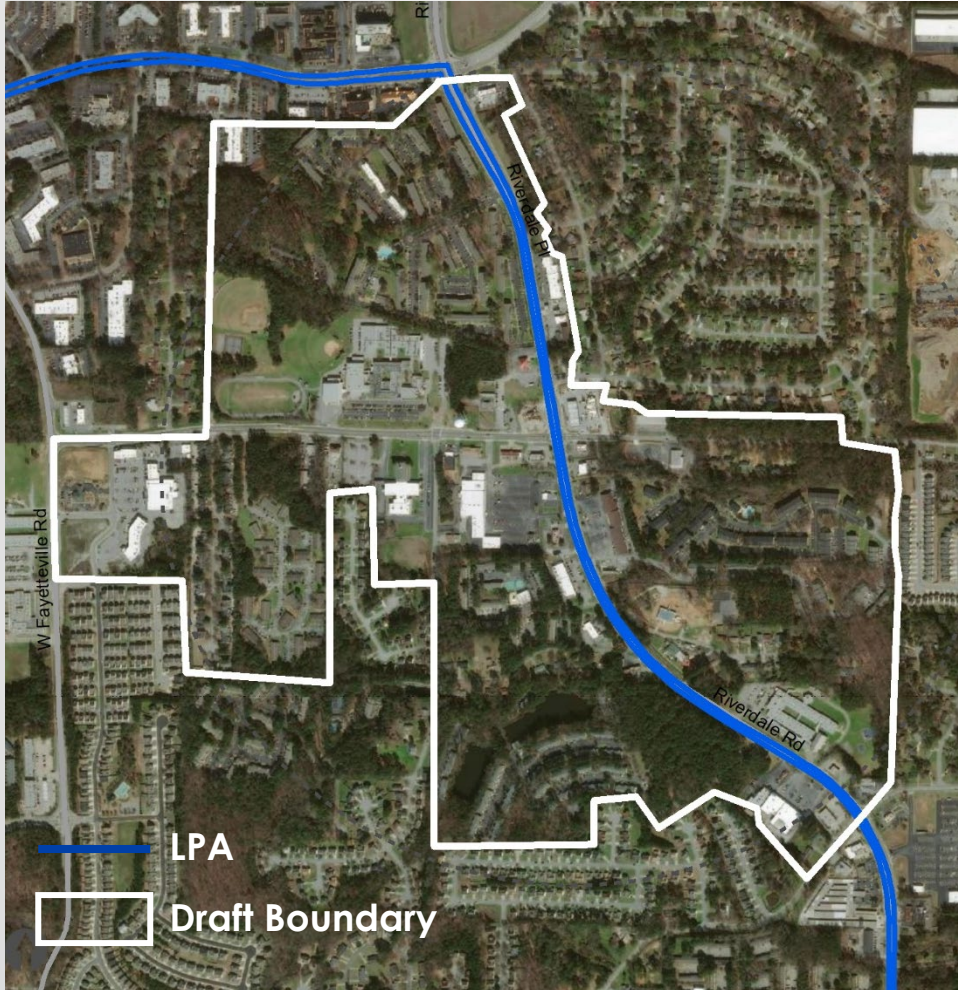


# NEXT STEPS

- Project is almost complete!
- Final one-on-one meetings with jurisdictions to review zoning recommendations and 3D Visuals
- Pursue further planning/coordination
- Questions? Contact me: [astewart-harris@vhb.com](mailto:astewart-harris@vhb.com)



# ZONE TYPE: TOD CORE – REDEVELOPMENT/NEW BUILD



## Suburban-style development:

- Strip commercial
- Garden apartments
- Large public/civic uses
- Wide, high-speed roads

HIGH

Intervention Level



# ZONE TYPE: TOD CORE – INFILL



Downtown East Point



## Main Street, Town Center-style:

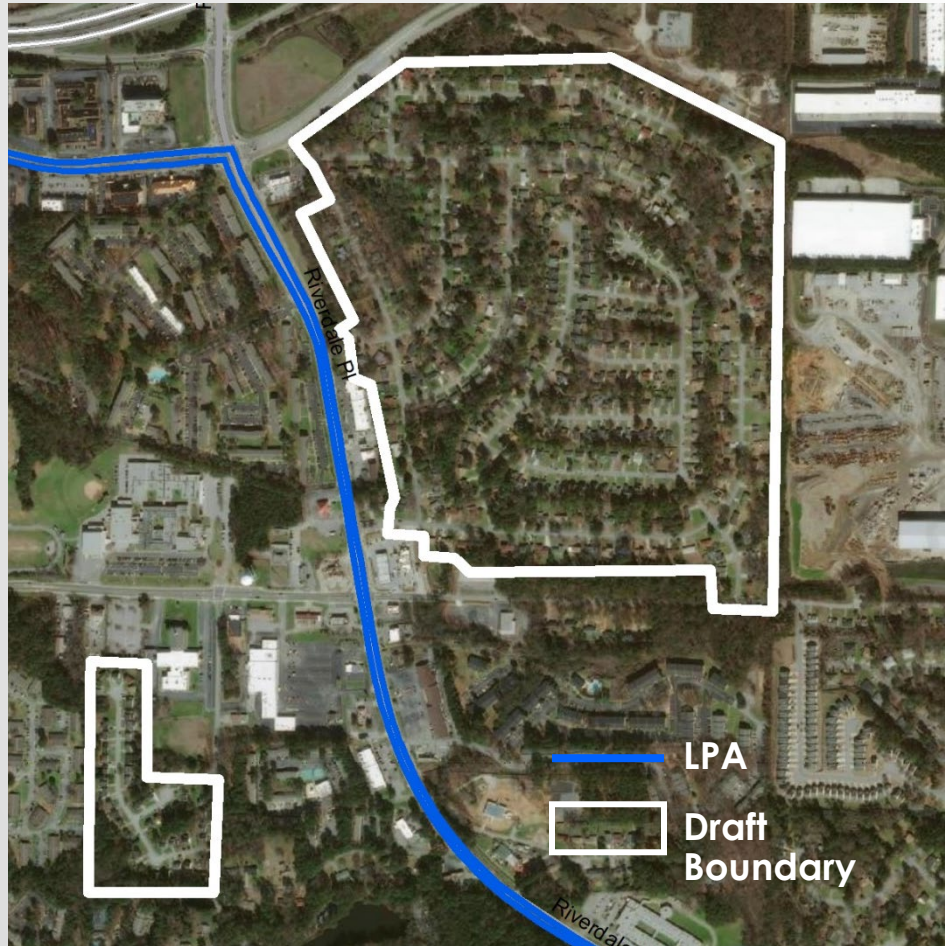
- Mixed use downtowns
- People-scaled
- Strong roadway grid
- Smaller parcels

**MEDIUM**

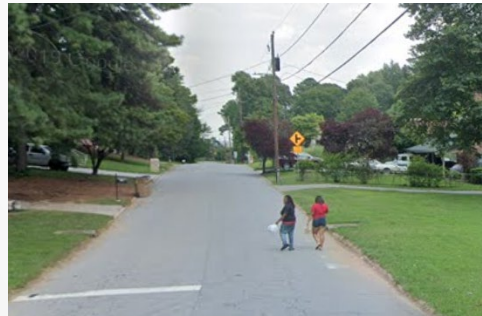
Intervention Level



# ZONE TYPE: RESIDENTIAL SUPPORT



Norman Station Area, Uninc. Clayton



## Single-Family Neighborhoods

- Low density residential
- 1960s-1990s suburban-style modest homes
- Connectivity challenges