

Brookhaven - Oglethorpe MARTA Station Charrette Report

Southface

Atlanta Regional Commission

MARTA

City of Brookhaven

Atlanta Commercial Board of REALTORS®

Augusta Greenway Alliance

Brookhaven-Peachtree Community Alliance

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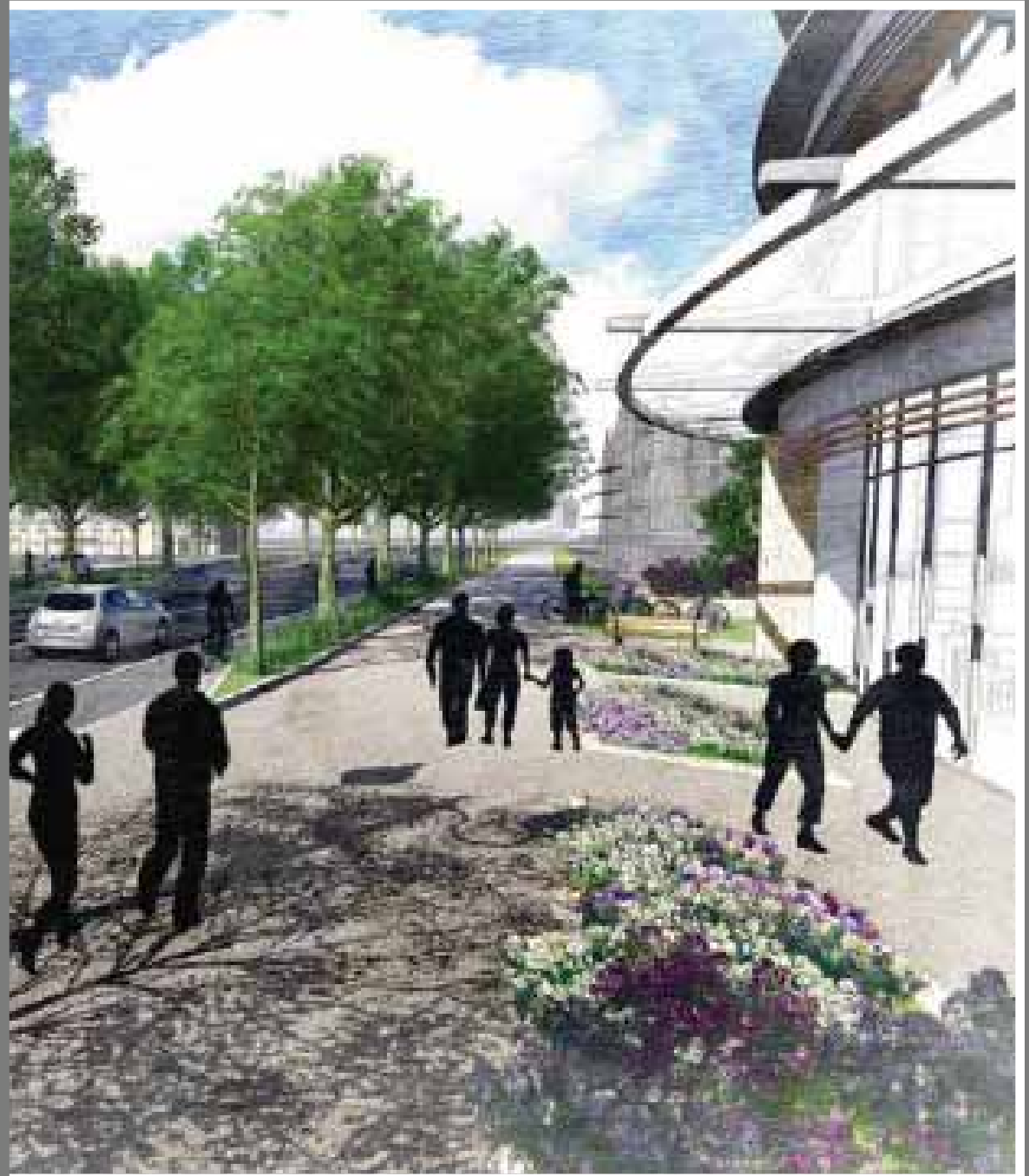
Greenrock Partnership

Nelson Nygaard

Home Depot Foundation

URS

October 21-24, 2013



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Executive Summary

Southface and the Atlanta Regional Commission facilitated a four day Transit Oriented Development (TOD) charrette in October of 2013, focused on the redevelopment of the Brookhaven-Oglethorpe MARTA station parking lots. MARTA's Office of Transit Oriented Development and Real Estate and City of Brookhaven leadership and staff including: Mayor J. Max Davis, Councilmember Bates Mattison, Councilmember Rebecca Chase Williams, Councilmember Jim Eyre, Councilmember Joe Gebbia, City Manager Marie Garrett, Community Development Director Susan Canon and members of the Planning Commission and Development Authority actively participated throughout the process which began in June of 2013. The Brookhaven-Oglethorpe MARTA station was selected as the site for the charrette due to the large amount of potential developable acreage, city and community desire to activate the space into usable and productive property, development community interest, business and financial institution perspectives and the MARTA Board of Directors initiative to increase ridership and revenue at their properties.

Southface reviewed Brookhaven demographics and market analysis reports, existing redevelopment plans, local zoning ordinances and TOD guidelines and best practices. In addition to the data and research gathering, a series of meetings with the City of Brookhaven produced a group of primary stakeholders consisting of community leaders and activists, councilmembers, city and county commissioners and small business owners. Professionals with expertise in community design and architecture, planning, development, affordable housing, traffic engineering, and transportation were included. The group approached eighty members and Southface was able to conduct in-person or phone interviews with about 60% of the stakeholders.

A series of background sessions on the Brookhaven Livable Centers Initiative plan (LCI) and Brookhaven-Peachtree Overlay District, transportation planning and workforce housing in addition to several other public meetings were hosted in Brookhaven to provide an opportunity for public input leading to the charrette. All in all, nearly two 200 people participated during charrette interviews, background sessions, meetings and working sessions.

The interview process revealed interesting and valuable information regarding the community's thoughts and vision for the MARTA station parking lots redevelopment which informed the necessary planning documents to be completed during the charrette. In conversations with Brookhaven Mayor J. Max Davis, it was indicated that the redevelopment should be a region leading example of TOD for newly established cities. Councilmember Bates Mattison would like to see the MARTA station, Peachtree Road and the surrounding neighborhoods become more pedestrian friendly and supportive of alternative transportation options such as walking, biking and low-speed vehicles (LSV). Overall the City of Brookhaven is pro-development and wants to ensure that the project has substantial city and community involvement to produce the highest and best quality project possible by working with MARTA throughout the forthcoming Request for Proposals (RFP) process. The City of Brookhaven envisions the site becoming the town center/gateway for the newly formed city with a mix of uses to support the commercial, residential, and civic needs of the community. These perspectives align with the Brookhaven LCI vision: "a high-quality, dynamic, mixed-use center that will become a village center and focal point for the Brookhaven community. It includes a mix of multi-tenant office, retail, and residential development organized around a central open space and positioned in a denser, pedestrian oriented pattern that will change the character and

environment along Peachtree Road and Apple Valley Road near the station.”

In 2010, MARTA officially adopted TOD guidelines. The policy is meant to provide the entire community of TOD stakeholders from community members to developers with a common vocabulary and frame of reference, general direction and specific strategies and techniques for TOD development on and around station areas. The Brookhaven-Oglethorpe MARTA station charrette process serves as a model for advancing these transit oriented development guidelines at MARTA station areas, a goal in both the ARC and MARTA work programs. The charrette planning documents will serve as an addendum to the RFP to be released. This will provide MARTA, developers and the City of Brookhaven with a set of community and professional recommendations for site planning to ensure the product is representative of the community and stakeholder vision as indicated in the preceding paragraph.

The resulting community planning perspectives include: neighborhood engagement, quality development guidelines, regulating plan, neighborhood connectivity plan, Peachtree Road enhancements, development authority - scope and implementation and stormwater facility/city park. These planning documents were chosen due to substantial input from stakeholders, project and design team members in addition to Brookhaven community members. The planning documents are representative of the components necessary to successfully implement TOD on the Brookhaven-Oglethorpe MARTA station property. It is important for MARTA to work closely with the City of Brookhaven and the development community throughout this process to ensure a common vision and understanding among all parties.

Charette and Design Team

Atlanta Commercial Board of REALTORS®



Founded in 1993, the Greater Atlanta Commercial Board of REALTORS® officially changed titles to the Atlanta Commercial Board of REALTORS® in 1995. The current membership of the Atlanta Commercial Board of REALTORS® has exceeded 3,200 REALTORS® and Affiliates. The desire to be involved with the Board is great and the Board of Directors is comprised of the most successful and influential REALTORS® in the city. The leadership is dedicated to continuous improvement in the areas of education, technology, networking and award recognition. The Atlanta Commercial Board of REALTORS® graciously supported the Brookhaven-Oglethorpe MARTA Charrette through a Smart Growth Action Grant from the NATIONAL ASSOCIATION OF REALTORS®.

Augusta Greenway Alliance



The mission of the Augusta Greenway Alliance is to foster Smart Growth and alternative, green transportation; thereby promoting economic, environmental and social sustainability. The namesake initiative advocated repurposing an underutilized, downtown Augusta roadway into a low-carbon, sustainable transportation corridor through the heart of Augusta, Georgia, coined as an “Augusta Greenway.” The Alliance is also an advocate for Low-Speed Vehicles (LSV) and seeks to foster an urban, alternative transportation coalition between cyclists and users of low speed electric vehicles. They’re currently working on a pilot Low-Speed Electric Vehicles program on the University of Arkansas at Fayetteville campus.

Atlanta Regional Commission



ARC was created in 1947 by the Georgia General Assembly as a regional planning and intergovernmental coordination agency for the Atlanta metropolitan area. For sixty years, ARC has focused the region’s leadership, attention, and resources on key issues of regional consequence such as aging services, governmental services, leadership development, research and mapping, workforce development, environmental planning, land use planning, mobility and air quality issues. The thirty-nine member Board made up of local officials and citizen members govern and advise the work of the ARC.

ARC serves multiple roles including:

- State of Georgia Regional Commission (10-county planning area)
- Metropolitan Planning Organization (18-county planning area; forecasting for 20-county area)
- Metropolitan North Georgia Water Planning District (15-county planning area)
- Area Agency on Aging (10-county planning area)
- Atlanta Region Workforce Board (7-county planning area)

Brookhaven-Peachtree Community Alliance

The Brookhaven Peachtree Community Alliance (BPCA) is a group of Brookhaven residents organized around the goal of guiding Brookhaven development along Peachtree Street and Dresden Drive. They are a volunteer, non-profit community organization, and Brookhaven Heights, Brookhaven Fields, Ashford Park and Historic Brookhaven neighborhoods have representatives on the BPCA board. BPCA board members are design, planning or business professionals in their non-volunteer lives.

The BPCA formed in 2004 and spurred DeKalb County to apply for the landmark Livable Cities Initiative (LCI) plan of Brookhaven. The LCI plan subsequently brought together citizens from all over Brookhaven and used an extensive public process to develop a visionary, twenty year development plan for Brookhaven. The BPCA then worked with DeKalb County Commissioners to codify the plan's recommendations in a new zoning ordinance for Brookhaven, called the "Brookhaven Peachtree Overlay District." BPCA embraces and promotes the LCI plan's goal to create a true public heart for Brookhaven, centered at or near the MARTA station, consisting of a variety of building types in a friendly, walkable environment.

Brown and Caldwell



Brown and Caldwell is the largest engineering consulting firm solely focused on the U.S. environmental sector. In a climate of tightening regulations, even tighter budgets and swift advances in technology to bridge the gap between compliance and funding.

Brown and Caldwell is passionate about delivering exceptional service, collaborating with clients, adding value through innovation and building relationships that last. This passion dates back to Ken Brown and Dave Caldwell, who, since founding the company in 1947, stood out for their ability to solve engineering challenges, apply technology to emerging environmental problems, and serve their community. High quality service, great technical solutions, and innovation are the qualities carried forward as the world changed and the company grew into what it is today.

CH2M Hill



A global leader in consulting, design, design-build, operations, and program management, CH2M HILL has the human and technical resources, the international footprint, and the depth of know-how and experience to help clients achieve success in any corner of the world. CH2M HILL has 28,000 employees on six continents working on some of the most complex and exciting projects on the planet. They partner with clients in energy, water, environment and infrastructure to design integrated solutions that deliver lasting value.

Columbia Residential



Columbia Residential was established in 1991 to address the necessity for quality affordable housing that fulfills the needs of our residents and also enhances the aesthetic standards of the community. Columbia Residential is an integrated development company, comprising master planning, development, project management, construction management, and property management disciplines. We search for locations that are underserved by the affordable housing industry and employ experienced vendors to bring our ideas to life with inspired, purposeful architectural design; sustainable, innovative construction; and a sincere commitment to the community, its surrounding neighborhood, and most importantly, our residents. Since their inception, they have won more national awards for architectural excellence than any other affordable housing provider.

Gables Residential



Gables Residential is an award winning, vertically integrated real estate company specializing in the development, construction, ownership, acquisition, financing and management of multifamily and mixed-use communities.

Gables manages approximately 38,000 apartment homes and 400,000 square feet of retail space and has received national recognition for excellence in development, management, sales, marketing, training, benefits and corporate accommodations. These achievements reflect the impact of experienced and dedicated team members, superior knowledge of the markets served and expertise in development and management. Gables Residential owns, develops and manages communities in high growth markets throughout the United States.

Georgia Department of Transportation



The Georgia Department of Transportation (Georgia DOT) consists of approximately 4,300 employees. Georgia DOT plans, constructs and maintains Georgia's state and federal highways. They're involved in bridge, waterway, public transit, rail, general aviation, bike and pedestrian programs. They also provide assistance to local governments to maintain their roads.

Greenrock Partnership



Greenrock Partnership is a planning and design consultant firm committed to creating quality living environments. Greenrock Partnership works in the public and private sector, either directly for clients or supporting other consultants. Projects

include single family homes, multi-family and mixed-use communities, parks, offices, shopping centers and streetscapes.

Nelson Nygaard



Nelson Nygaard was founded in 1987 as a partnership by two former San Francisco Municipal Railway managers, Bonnie Nelson and Diane Nygaard. Together, they believed it was possible to create a transportation planning firm that fosters a fun, egalitarian and creative work environment, and that provides high quality, principled work for its clients. The company has grown to over ninety planners and engineers, with offices across the United States and a work base that covers five continents. Nelson Nygaard are transportation specialists in bicycle and pedestrian plans, climate action, parking, traffic engineering, transit, transportation and land use and more.

Metropolitan Atlanta Rapid Transit Authority (MARTA)




The Metropolitan Atlanta Rapid Transit Authority is the largest transit system in the Atlanta region. MARTA operates a network of bus routes linked to a rapid transit system consisting of forty-eight miles of rail track with thirty-eight train stations. MARTA operates almost exclusively in Fulton and DeKalb counties, with the exception of bus service to two destinations in Cobb County (Six Flags over Georgia and the Cumberland Transfer Center next to the Cumberland Mall) and a single rail station in Clayton County at Hartsfield-Jackson Atlanta International Airport.

MARTA's mission is to strengthen communities, advance economic competitiveness and respect the environment by providing a safe and customer-

focused regional transit system. MARTA's Office of Transit Oriented Development (TOD) & Real Estate is responsible for all transit oriented development and real estate activities. These responsibilities are divided among two branches: the Joint Development Group and the Real Estate Group.

Southface


 **Southface** Since 1978, Southface has promoted sustainable homes, workplaces and communities through education, research, advocacy and technical assistance in the Atlanta region. Southface programs reach over 40,000 people annually, primarily through trainings and specific project work. The current fifty-seven member staff is divided into four major program areas: Residential Green Building Services, Commercial Green Building Services, Sustainable Communities, and Energy and Sustainable Development Policy.

The Home Depot Foundation

 The Home Depot Foundation is a 501(c) (3) organization that was established in 2002 to further the community building goals of The Home Depot by providing additional resources to assist nonprofit organizations. The mission of The Home Depot Foundation is simple... to improve homes and improve lives. Through partnership with local nonprofits and the volunteer efforts of Team Depot, they focus on repairing and refurbishing homes and facilities that serve disadvantaged families and individuals. Over the last 6 years, the Home Depot Foundation has donated more than \$35 million to 1,000 nonprofit organizations in Atlanta. Their current mission will invest \$80 million over the next five years to nonprofits who specifically address veterans housing needs, reaching thousands of communities nationwide. The Home Depot Foundation generously supports Southface projects and programs

including Transit Oriented Development Charrette's and EarthCraft House.

URS Corporation

 URS Corporation is a leading provider of engineering, construction and technical services for public agencies and private sector companies around the world. The Company offers a full range of program management; planning, design and engineering; systems engineering and technical assistance; construction and construction management; operations and maintenance; information technology; and decommissioning and closure services. URS provides services for federal, oil and gas, infrastructure, power, and industrial projects and programs. URS has more than 50,000 employees in a network of offices in nearly fifty countries. URS is committed to business practices, operations and projects that improve economic, environmental and societal outcomes. Their comprehensive skills and expertise are a valued resource to clients around the world, in support of their sustainability objectives.

City of Brookhaven, DeKalb County, Georgia

The City of Brookhaven is located in western DeKalb County, Georgia, directly northeast of Atlanta. The City of Brookhaven officially incorporated in December 2012 and is DeKalb County's 11th city, covering an area of twelve square miles with a population just over 43,000. The city is bound by the Fulton County line to the west, I-85 to the south, Clairmont Road and the City of Chamblee at Chamblee Dunwoody Road to the east and the City of Dunwoody at I-285 to the north. The study area for this project is focused around the Brookhaven-Oglethorpe MARTA station and its parking lots which are bound by Dresden Drive to the north, Apple Valley Road to the east, North Druid Hills Road to the south and Peachtree Road to the west. Peachtree Road bisects Brookhaven and serves as the primary north-south connection for travel between Buckhead and the I-285 Perimeter. North Druid Hills Road is the primary east-west connection for travel between I-85, Buford Highway and Brookhaven. Dresden Drive serves as the other primary connection for east-west travel. Apple Valley is a relatively inactive road used primarily for north-south residential neighborhood traffic.

The MARTA station area is divided by two MARTA rail lines and two Norfolk Southern freight rail lines with enough right-of-way (ROW) to add another two freight rail lines. The Brookhaven-Oglethorpe MARTA station is situated adjacent to the neighborhoods of Ashford Park to the north, Brookhaven Fields to the east, Brookhaven Heights to the south and Historic Brookhaven to the west. This location presents an opportunity for the MARTA station to serve as the centerpiece for neighborhood connectivity through redevelopment as a town center with a mix of uses including: retail, office, residential, civic and public space. Peachtree Road is the primary commercial corridor for the area but presents some challenges

with becoming a truly accessible, safe and walkable environment. Dresden Drive has experienced significant mixed-use development over the past few years and is quickly becoming a major destination for the community.

The City of Brookhaven population is 43,344 with a projected growth rate of 7.4% over the next five years (2014-2019), a mid-range projection for the region when compared to places like the Buckhead District at 10% and the Metro Atlanta region at 6.4%. Brookhaven's cultural mix is 68.8% White, 17.9% Latino, 7% African American and 4.9% Asian. Brookhaven is less culturally diverse than the City of Atlanta and the Metro region but more so than areas like Buckhead, the City of Decatur and the Virginia-Highland neighborhood. It compares similarly with the Midtown District, the City of Johns Creek, the City of Roswell and the City of Woodstock. Brookhaven and Midtown represent the top areas for millennial generation population, which are those born in the 1980's and represent a population of 76 million people nationally, second to baby boomers. Most residents are between the ages of twenty-five to forty-four. The majority of households are non-married singles at 39%, 22.2% are families with children and 11.8% are age 65 and over. These fall into the lower-middle range when compared to other places in Metro Atlanta. Average household income is \$102,260 with a 10.9% poverty rate which lands in the upper range for Metro Atlanta which has a \$72,632 household income and 12.3% poverty rate, Johns Creek and Buckhead comprise the top two locales. Brookhaven is the third most educated area in the region behind Buckhead and Dunwoody with nearly two-thirds of the population having a bachelor's and master's degree. Brookhaven represents the area with the most self-employed workforce but also has one of the smallest daytime workforces in the region at fewer than 12,000. Brookhaven, Decatur and Johns Creek have the

highest percentage of residents who work from home at 11% each. Home values are the third highest in the region, over \$373,033; next to Buckhead and Virginia-Highland. Commute times are some of the shortest in the region, 27.9 minutes. The housing mix is 53.1% owner and 46.9% renter and has experienced a higher percentage of home construction since 2010 than most of the region and the national average.

Overall when compared to other locales in the Metro Atlanta region, the City of Brookhaven represents a relatively young and culturally diverse population with a manageable projected rate of growth. Households have high incomes, property values and education levels with low poverty rates in addition to moderate commute times. Gaps exist in the areas of retail and commercial office space but due to the significant amount of residents who are self-employed and work from home the lack of office space may not be as much of a concern as other locations but still represents an opportunity to increase tax revenue. The Brookhaven demographics make the case for redeveloping the MARTA station area into a mixed-use center. The area is in need of more retail, commercial and public space and has the appropriate demographics to support a high quality redevelopment of the MARTA parking lots. The MARTA station represents a valuable asset for the city and community to create a town center with amenities and activity centers in a location efficient area supported by an existing transit station, which is a unique and increasingly desirable quality in the Atlanta region.



Brookhaven is located in northwest DeKalb County.

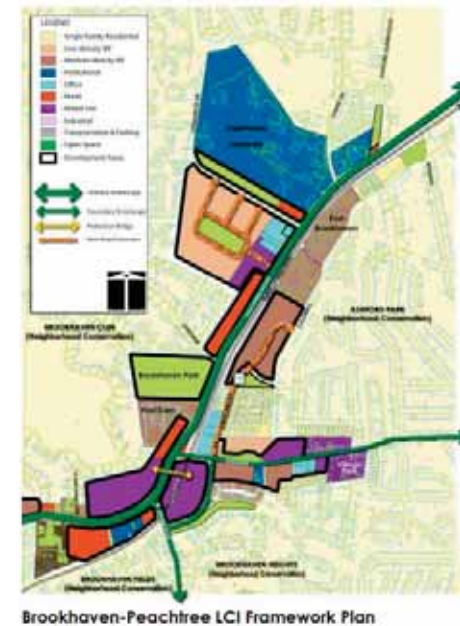
Transit Oriented Development in Brookhaven - Why Now?

The majority of developable property in and around the City of Atlanta and to the I-285 perimeter has been developed and limited opportunities exist particularly for large scale development, the same is true in Brookhaven. The MARTA station parking lots and other properties within a quarter mile present an opportunity for redevelopment. Analysis of ten MARTA stations shows a development potential of more than 300 acres, 41 of which are located in and around the Brookhaven-Oglethorpe MARTA station. The Brookhaven-Oglethorpe MARTA station area holds some of the greatest development opportunities in the region for Transit Oriented Development (TOD) due to the large amount of developable property, favorable demographics and market conditions. The City of Brookhaven, MARTA, financial investors, developers, regional and national leaders in addition to the local community recognize the great potential to create a town center mixed-use development in the heart of Brookhaven to become the focal point and gateway to the newly established city. Analysis has determined that Brookhaven is in an emerging potential stage for TOD meaning that urban characteristics are present but minimal and future development will take advantage of transit access for urban in-fill development.

Brookhaven is situated between two of the regions premier real estate markets in Buckhead and the Central Perimeter and has some of the areas highest income levels making it a particularly attractive area for development. New apartments within a half-mile radius of the MARTA station are attracting rental rates comparable to that of Buckhead which has the highest rents of any submarket in the region at \$1,200/month. For example, the Goodwyn at Brookhaven in the Town Brookhaven development adjacent to Peachtree Road is attaining rents over \$1,700/month

and the same can be said for other apartments in the area such as the Post Glenn. The close proximity to transit and the growing retail presence are major factors for the burgeoning development.

The office and retail markets do not share the same market conditions as the nearby high-performing Buckhead area. Brookhaven has an opportunity to fill a niche for mid-rise, mixed-use development that includes office space which is not present in most of the surrounding commercial areas dominated by Class A high-rise office space. The high percentage of residents who work from home, are self-employed and operate small businesses and firms have a need for local-serving retail and office space. Although the office and retail development opportunities are fewer than residential, a mixed-use development on the MARTA site can help to fill the gap. Mixed-use development on the MARTA site provides the benefits of a transit-oriented location, proximity to Buckhead and the Central Perimeter and rents at a 30-40% discount when compared to Buckhead on a price per square foot basis.



Brookhaven-Peachtree Livable Centers Initiative (LCI) Plan

The charrette scope shadows the 2006 Brookhaven Livable Centers Initiative plan (LCI) and although it does not include the recent city incorporation and new developments along Dresden Drive and Peachtree Road, the majority of its content and recommendations maintain relevancy today. The plan recommends up to 200,000 square feet of office space, 40,000 square feet of retail and around 300 residential units located around a community plaza and green space. It is suggested that the City of Brookhaven becomes a civic-anchor tenant by locating City Hall on the MARTA property in addition to the DeKalb County library in order to activate the site for private investment in TOD. The northwest parking lot along Peachtree Road is an attractive development parcel from its Peachtree Road address but uses are limited as a result of small acreage and shallow depth from Peachtree Road to the rail transit line. Proposed building types for this parcel include retail, hotel and a civic plaza entryway. The fifteen acre southeast parking lot presents more advantageous conditions for large-scale development of multiple uses including mixed-use residential, multifamily residential, mixed-use office, civic space, green space and shared parking decks. The LCI framework plan consists of a mixed-use center with retail, housing and office along Apple Valley, concentrate office space by Dresden Drive, orientate mixed-use development around a central green space that connects Fernwood Park and Apple Valley Road to the pedestrian tunnel and MARTA station. Parking decks situated in the interior of the site adjacent to the rail line, residential buildings on the south side near North Druid Hills Road, improve Peachtree Road street frontage building façade and streetscape, small-scale retail along Peachtree Road in place of underutilized parking and develop design standards that improve building facades and create a consistent sense of place. More in depth

recommendations concerning site development will be discussed later in the quality development guidelines and regulating plans.

The LCI plan highlighted nearly a dozen transportation improvements on roadways adjacent to the station and the surrounding neighborhoods. For the most part they consist of sidewalk and bicycle enhancements and pedestrian crossings on Peachtree Road, Dresden Drive and North Druid Hills Road with road extensions for Apple Valley Road and Cross Keys Drive. Road and sidewalk inventory analysis indicates that facilities are inadequate or nonexistent in the area and improvements will be necessary. A pedestrian bridge is promoted in the plan to enhance connectivity from the MARTA station to the west side of Peachtree Road and the site of the former Harris Teeter but under most circumstances and situations they are expensive and not heavily used. Traffic framework and streetscape enhancements in addition to neighborhood connectivity planning recommendations will be discussed further in the community planning perspectives section.

LCI Vision Statement

“A high-quality, dynamic, mixed-use center that will become a village center and focal point for the Brookhaven community. It includes a mix of multi-tenant office, retail, and residential development organized around a central open space and positioned in a denser, pedestrian oriented pattern that will change the character and environment along Peachtree Road and Apple Valley Road near the station.”



Prepared for DeKalb County
 Prepared by Urban Collaps, Inc.
 in consultation with Glick & Associates and K2U2a



ILLUSTRATIVE PLAN
 FOCUS AREA: BROOKHAVEN MARTA STATION
 Revised January 21, 2016

BROOKHAVEN - PEACHTREE LCI



MARTA TOD Guidelines

As mentioned in the *Executive Summary*, in 2010, MARTA officially adopted TOD guidelines. The policy is meant to provide the entire community of TOD stakeholders from community members to developers with a common vocabulary and frame of reference, general direction and specific strategies and techniques for TOD development around MARTA station areas. The guiding principles for MARTA's TOD initiative are: dense and compact development of station area, a rich mix of land uses, great public space and a new approach to parking. MARTA's motivation for pursuing TOD is that it helps to create great communities by offering many uses and activity centers in a walkable and safe environment, not to mention it increases transit ridership and revenues for the agency. MARTA functions as a TOD sponsor through its joint development program, in which development is undertaken on MARTA property or provides a direct connection to a MARTA station. MARTA prefers to engage in lease agreements with a developer rather than sell their property in order to comply with Federal Transit Authority (FTA) requirements and safeguard present and future operations for the transit agency and its patrons.

MARTA created a TOD station typology to categorize each of its thirty-eight stations for development uses, consisting of: urban core, town center, commuter town center, neighborhood, arterial corridor, special regional destination and collector. The Brookhaven-Oglethorpe MARTA station is categorized as a town center type station from the LCI plan's vision to create a new walkable mixed-use town center with a mix of land uses and public spaces. Town center stations are either pre-existing or new town centers as is the case for Brookhaven, containing an appropriate level of density with predominantly mid-rise buildings and some low and high-rise buildings and transition to lower density development outside

a quarter mile radius to preserve the character of the established neighborhoods. This station typology is meant to function as a transit origin *and* destination for the region by having a constant flow of activity perpetuated by transit patrons, residents, office tenants and other visitors. Generally, MARTA encourages mixed-use development on its properties with a strong mix of retail, office, multi-family housing, civic facilities and entertainment. The development standards specifically call for "vertical mixed uses" which consists of retail on the ground level and residential or office space above.

MARTA requires that twenty percent of the residential units on their property qualify as workforce/affordable housing by meeting the appropriate income limit percentage for the area median income (AMI). For instance, the 2013 median income for the Atlanta region used by the Georgia Department of Community Affairs, the agency who operates the states affordable housing tax credit program, is \$66,300 and with a "low-income limit" of 80% that translates to a \$53,000 income for a family of four to qualify for workforce housing, comparable to the average starting salary for a City of Brookhaven police officer.

Reference MARTA's TOD Guideline's for more detail on allowed uses, prohibited uses, green building and site design recommendations, town green open space recommendations, density ranges and design standards. Many of which are comparable to the station area zoning conditions and requirements as well as the recommendations set forth in the LCI plan.

Station Area Characterization

The Brookhaven-Oglethorpe MARTA station (4047 Peachtree Road Brookhaven, GA 30319) is located in a highly residential area; land use within a half-mile is 62% residential, more than 18% commercial and over 12% parks and green space. Within a half-mile radius, the population is over 3,000 and contains more than 1,500 households. In a one-mile radius, there are more than 550 businesses and around 4,800 employees with around three-quarters working in white collar positions. The elevated rail transit station has two heavy rail lines and a bus bay below, separating the two parking lots. There are three bus routes: Route 8 to North Druid Hills Road, Route 25 to Johnson Ferry Road and Route 47 to Briarwood Road.

Daily entries for the MARTA station are approximately 2,700 patrons and the majority of which are not utilizing the stations ample parking. The station has a parking capacity of 1,460, the majority being for daily parking and a couple hundred long-term spaces. On average, only 470 spaces or 32% are utilized during peak commute hours. The Brookhaven-Oglethorpe MARTA station was originally designed as a commuter station because it was at the northern limits of the transit line but due to MARTA's expansion over the last three decades it is best categorized as a town-center type station. The property is envisioned as a mixed-use town-center development and cannot function as such unless the area is designed for pedestrians and transit patrons.

The Walk Score for the MARTA station area is a seventy-seven out of one hundred, much higher than the average of forty-three for North Atlanta and considered "very walkable", indicating that most errands can be accomplished on foot. Nearby, the Buckhead Village Neighborhood's Walk Score is ninety-one as a result of density and numerous amenities. It should be noted that Walk Score's

methodology primarily uses distances to amenities, population density, and road metrics such as block length and intersection density to measure the walkability of an address. Indicators such as sidewalk availability and quality, vehicular traffic and crash data are not incorporated in the scoring. The pedestrian experience of walking in Brookhaven is not very enjoyable or safe due to inadequate sidewalk infrastructure, high vehicle speeds and traffic volume on Peachtree Road. Brookhaven's Walk Score of seventy-seven is not terribly exaggerated or inaccurate but should be noted as inaccurately depicting the pedestrian experience. Enhancing the Brookhaven streetscape and creating more dense walkable developments along major roadways like Peachtree Road, North Druid Hills Road and Dresden Drive will go a long way towards improving the pedestrian environment.

The Brookhaven-Oglethorpe MARTA station is located in the center of Brookhaven's predominant commercial corridor, State Highway 141 or Peachtree Road which is seven lanes at its widest point near North Druid Hills Road. It is also in a centralized location to many of Brookhaven's neighborhoods including: Historic Brookhaven, Brookhaven Heights and Brookhaven Fields. A centralized and accessible location are essential characteristics to have for a transit station particularly one with pending redevelopment plans, as a result the area experiences significant traffic and congestion. Nearly 32,000 vehicles traverse Peachtree Road on a daily basis as people commute to activity centers based in Buckhead or the I-285 Perimeter, which is comparable to the 35,000-40,000 vehicles per day in the Buckhead area near Peachtree and Lenox Roads. Adjacent to the station's west side, North Druid Hills Road brings in more than 15,000 vehicles per day on a predominantly two-lane road. On the east side of the MARTA station, Dresden Drive carries more than 10,000 vehicles per day. Since 2009, 162 traffic accidents have been

recorded in the area. Recently, in August 2013, a pedestrian fatality occurred while crossing Peachtree Road near the MARTA station. Dresden Drive is a two-lane road that is experiencing a significant amount of mixed-use and multi-family development. Mixed-use projects along Dresden Drive are experiencing resounding success but not without its parking and traffic issues, as indicated by community members. The redevelopment of the MARTA station parking lots will provide opportunity for shared and managed parking decks which can be used to support the uses on-site and nearby Dresden Drive.

The community has expressed concern with regard to the pedestrian friendliness of Peachtree Road due to vehicle speeds, lack of pedestrian crossings and inadequate or absent sidewalk facilities. The redesign of Peachtree Road as a continuation of the streetscape improvements in the Buckhead District or as a boulevard would improve pedestrian safety and help to speed the transition of adjacent suburban strip-mall real estate into productive use that matches community needs. The potential tax base of properties along the Peachtree Road corridor could provide the funding necessary for conversion through a financing mechanism such as a Tax Allocation District in addition to ARC LCI implementation funding for transportation improvement projects. Alternative transportation infrastructure will need to be provided and enhanced for the area to become a walkable, pedestrian friendly environment. Currently, Brookhaven's bicycle infrastructure and facilities are next to none. In the few places where they do exist, they are disconnected. An inventory of Brookhaven's sidewalks indicates that many roadways have inadequate or non-existent sidewalk infrastructure. In the absence of sidewalks, many roadways have worn footpaths along their shoulders as is the case for portions of North Druid Hills Road. Sidewalks are absent on the east side of Peachtree Road, adjacent to the MARTA and Norfolk Southern rail lines due to

limited right-of-way but facilities on the west side could be improved.



Brookhaven-Oglethorpe MARTA Station Area

Station Area Zoning

The existing zoning for the Brookhaven-Oglethorpe MARTA station parking lots is a mixture of commercial, residential and industrial districts. The smaller parking lot fronting Peachtree Road is zoned as C-2 (General Commercial) District and the larger parking lot fronting Apple Valley Road is a combination of M (Industrial) District and R-75 (Single Family Residential) District. In order to shape the land use for the property as a mixed-use TOD and prepare the site for a master developer it is recommended that the site be rezoned as a PC (Pedestrian Community) District prior to the release of a MARTA RFP. The MARTA station is located in the Brookhaven-Peachtree Overlay District and must adhere to the District zoning conditions and requirements but if a condition is not contained within the Overlay then underlying zoning designation applies, which further necessitates rezoning the property to a designation such as PC.

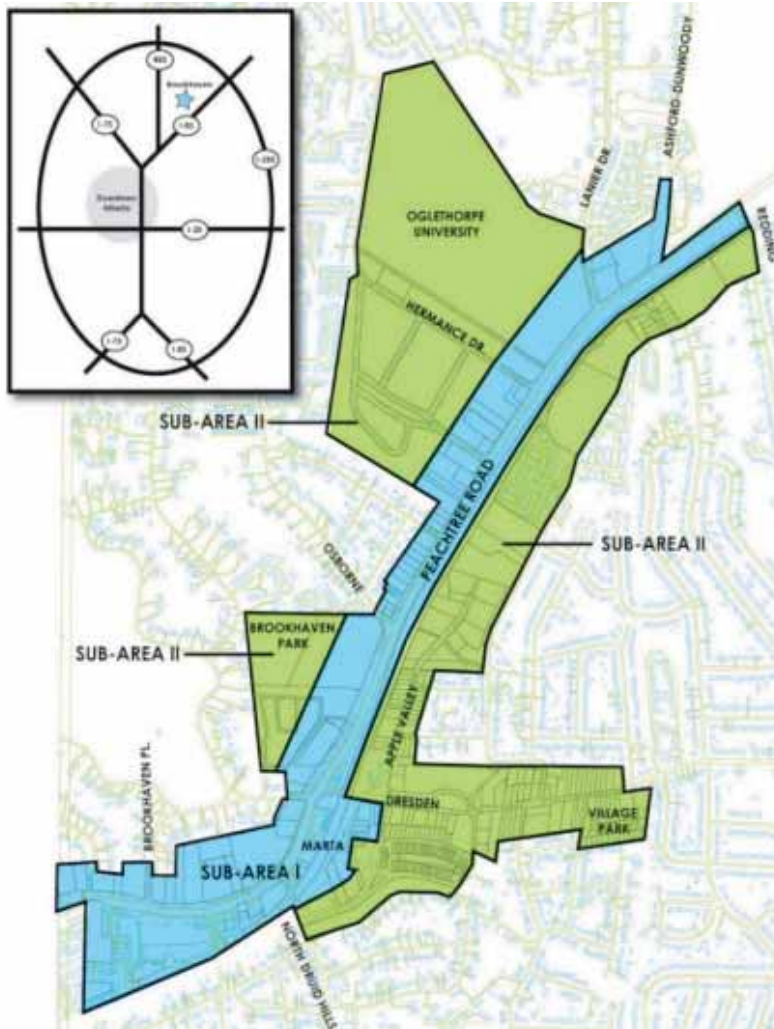
The purpose and intent of PC District regulations are to encourage the development of comprehensively planned, pedestrian-oriented, and human-scaled places. The PC District is to permit the flexible and compatible arrangement of residential, commercial, office, institutional, and civic uses, while preserving the significant and valuable features of the natural and artificial environment. The PC District consists of three (3) subdistricts: PC-1, PC-2 and PC-3. PC-2 and PC-3 are the most appropriate zoning designations for the redevelopment of the Brookhaven-Oglethorpe MARTA station parking lots. The PC-2 District should reinforce or extend existing commercial centers and mixed-use neighborhoods and promote the redesign and revitalization of underused commercial areas. The PC-3 District should provide for a complete and sustainable mixed-use, pedestrian-oriented community.

Brookhaven-Peachtree Overlay District

In 2007, following the Brookhaven LCI plan, the Brookhaven-Peachtree Overlay District was codified by DeKalb County in order to uphold the zoning recommendations to create an appropriately scaled, walkable, mixed-use urban village in the center of Brookhaven and promote TOD in and around the MARTA station through building, parking and streetscape requirements for new developments. The Overlay ensures that: developments are consistent with the community vision and recommendations from the LCI plan, provide mixed-income residential developments with a variety of housing types, enable access to the Brookhaven-Oglethorpe MARTA station and nearby neighborhoods and activity centers, design for human-scale pedestrian oriented environment, provide efficient and effective land use surrounding the station and adjacent to Peachtree Road, enhance street connectivity and infrastructure to support alternative modes of transportation, maintain building compatibility through: façade details, consistent property setbacks, consistent sidewalks to create an active pedestrian environment, placemaking from the use of landscaping, lighting and street furniture, and compatible building materials to encourage a design aesthetic similar to Oglethorpe University and envisioned urban village character. The full Brookhaven-Peachtree Overlay District ordinance and amendments can be accessed in the appendix.

The Brookhaven-Peachtree Overlay District is divided into two sub-areas. Sub-Area I comprises the Peachtree Road corridor from the Fulton/ DeKalb County line north to Ashford-Dunwoody Road and Redding Road. This area includes commercial properties on the western edge of Peachtree Road backing up to neighborhoods like Historic Brookhaven and properties on the eastern side of the road up to Dresden Drive where the right-of-way narrows due to the MARTA and Norfolk-Southern railways.

The Brookhaven-Oglethorpe MARTA station property is included in Sub-Area I. Sub-Area II includes Brookhaven Park, Town Brookhaven and Oglethorpe University on the western side of Peachtree Road backing up to established neighborhoods. The eastern portion of Sub-Area II comprises the area from North Druid Hills Road to Sylvan Circle including Fernwood Circle and over to Village Place off Dresden Drive near the Camille Drive intersection. From Camille Drive the boundary extends west over to Caldwell Road where it continues north to Redding Road.



Brookhaven Zoning Overlay Districts

Overlay District lot area and yard requirements include: a minimum front setback of zero feet and all buildings are allowed to be set back from the public sidewalk to allow for things such as stoops, porches, public parks and outdoor dining. All ground floor use must have a sidewalk or other hardscape connecting to the entrance from the public sidewalk along the street. Street parking is prohibited from being located between a building and a primary or secondary street such as Peachtree Road and Apple Valley Road. Minimum side and rear setbacks are zero feet but if the property is adjacent to an existing building with windows facing the property then the setback cannot be less than twenty feet. The same sidewalk requirements and allowances for front setbacks are permitted for side and rear setbacks.

The transitional buffer zone requirements concern those properties in the Overlay District adjoining residential properties on the external boundaries of the district to provide a transitional buffer of no less than thirty feet in width and cannot be used for parking, loading or storage but may include the installation of utilities when necessitated by the development. Stormwater detention ponds are not allowed in the buffer zone and no trees shall be removed unless they are dead or diseased but additional trees may be planted to provide screening. A transitional height plane is required in the same adjoining areas of the district boundaries and external residential areas so that no portion of any structure shall protrude through a height plane beginning at forty-five feet above the property line between the district and the adjacent property outside the district and extending parallel to the ground inward thirty feet over the transitional buffer zone and then at an upward angle of forty-five degrees over the district.

The architectural design requirements and allowable building materials include: brick, stone, wood, architectural metal siding and fiber cement siding.

Building facades that are visible from primary roadways such as Peachtree Road and secondary roadways like Dresden Drive should use brick and stone. Vinyl siding, exposed concrete block or concrete masonry units, exposed plywood, plastic or PVC and synthetic stucco are all prohibited building materials. Five story buildings and greater must differentiate the first one or two stories through architectural details such as cornice lines and fenestration. Edifices longer than 100 feet need to vary cornice height and provide variations in facades from changes in depth, materials, colors, etc. designed for visual interest and prevention of an imposing appearance. Thirty-five percent of facades must consist of openings including windows and doorways. Service areas, refuse collection and mechanical equipment shall be screened from view using either landscaping or architectural treatment to match the building. Roofing visible from the right of way must be sloped or flat. Sloped roofs must be hip roofs of at least 45 degree pitch or gable roofs of at least 30 degrees in pitch. Sloped roofs shall have overhangs of twelve inches on all sides and cannot exceed 100 feet in length without a plane height change.

All new streets need to enhance district connectivity by connecting at least two public streets. Sidewalks shall be provided on all streets and must consist of a landscaped zone and a pedestrian zone. Landscaped zones may be planted with grass, ground cover, flowering plants and pavers. Pedestrian zones shall be paved in concrete and kept clear and unobstructed for safe pedestrian access. New developments must provide a twenty-foot-wide pedestrian zone consisting of a five-foot-wide landscaped zone and fifteen-foot-wide sidewalks along Peachtree Road. A fifteen-foot-wide pedestrian zone is required for Dresden Drive, North Druid Hills Road and Apple Valley Road. A ten-foot-wide pedestrian zone consisting of a six-foot-wide sidewalk and a four-foot-wide landscaped

area is required for all other district streets. Safe and accessible pedestrian pathways shall be provided from sidewalks along streets to each structure entrance including access routes to parking decks and through parking lots at a minimum width of five feet. Street trees shall be planted in all landscaped zones at no more than thirty feet on center. Sidewalk facilities such as benches, waste receptacles and bike racks shall be placed within the landscaped zone of Peachtree Road, Dresden Drive, North Druid Hills Road and Apple Valley Road.

There are no parking maximums in the district. Single-family dwellings require one parking space, multi-family dwellings must have one space per unit, commercial properties shall have one space per four hundred square feet, retail properties shall provide one space per three hundred square feet and restaurants must provide one space per one hundred twenty-five square feet of dining space. Shared parking is allowed and incentivized through potential reductions of off-street parking requirements. Any development that provides automobile parking must provide bicycle parking facilities in parking structures, lots or landscaped zones. Nonresidential developments shall provide one bicycle parking space for every twenty parking spaces. Multifamily developments must provide one bicycle parking space for every five units. No development shall have fewer than three bicycle parking spaces and a maximum of fifty. All off-street parking, including surface lots and decks shall be located behind or adjacent to buildings.

The principal uses of the development standards include: mixed-use with ground floor retail, office and/or service and residential and/or office located on upper stories. Neighborhood retail shall not exceed 50,000 square feet for an individual tenant. All developments are required to provide publicly accessible open space at 20% of the parcel area. All

buildings in the district must be a minimum of two stories and twenty-eight feet in height. The maximum building heights and associated bonuses for both sub-areas are contained in the table below.

Sub-Area I		
Building Use	Max. Building Height	Max. Building Height with Bonuses
Single-Family Attached	3 stories or 45 feet*	4 stories or 55 feet*
Commercial	6 stories or 80 feet*	7 stories or 90 feet*
Multi-family	6 stories or 80 feet*	8 stories or 100 feet*
Mixed-Use	6 stories or 80 feet*	8 stories or 100 feet*

Sub-Area II		
Building Use	Max. Building Height	Max. Building Height with Bonuses
Single-Family Attached	3 stories or 45 feet*	4 stories or 55 feet*
Commercial	4 stories or 60 feet*	5 stories or 70 feet*
Multi-family	4 stories or 60 feet*	6 stories or 80 feet*
Mixed-Use	4 stories or 60 feet*	6 stories or 80 feet*

* whichever is less

Community Planning Perspectives

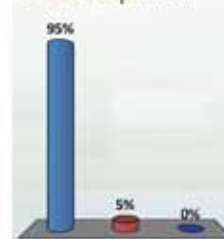
Neighborhood Engagement

A series of community engagement sessions were held during the charrette and focused on capturing feedback from residents of the surrounding established neighborhoods concerning the redevelopment of the Brookhaven-Oglethorpe MARTA station. Residents from Historic Brookhaven, Brookhaven Heights, Brookhaven Fields and Ashford Park neighborhoods participated in visual preference surveys and provided feedback on the Overlay District, site design, traffic, housing, green space and indicated specific problem locations using a map of the area.

It is envisioned that the site will contain a mix of uses including: residential, commercial and professional opportunities as indicated in the LCI plan and visual preference survey conducted during the charrette. When participants were presented with images of mixed-use, mid-rise developments; the images that received the most positive feedback included similar elements such as: active ground floor retail areas visible from the right-of-way with entrances opening directly onto a public sidewalk, ground floor facades with transparent plate glass, landscaped pedestrian zones with amenities such as benches adjacent to ground floor retail, street frontage with no setback, publicly accessible plazas and courtyards, quality façade materials, architectural diversity and façade variations, upper level residential or office, public green space and structured parking shielded from view.

What Do You Think?

1. Like It
2. Don't Like It
3. No Opinion



Residential Option 3:
Mixed Use- Retail/Residential



Most images that scored well on the visual preference survey reflected buildings that were mid-rise scale development (four-six stories). When given options for high rise (ten-twelve stories), community members did not respond favorably. The Brookhaven-Peachtree Overlay District allows building height up to 125 feet on the MARTA site when factoring in Overlay incentives. Overall the respondents seemed to accept that the MARTA property was an appropriate location for higher density development, but exception was noted by some participants. Given its proximity to the town center of Brookhaven, care and consideration should be given to aesthetics and long term value of the development on the site, in addition to its carrying capacity for development.

The three acre MARTA parking lot fronting Peachtree Road offers limited developable area due to the shallow lot size. As a result of the small lot area, consideration was given to lower scale mixed-use development styles for this site. Preference was shown for similar features as the mid-rise development, including active ground floor areas and plazas that include green space amenities. Upper floors could contain residential, office or professional

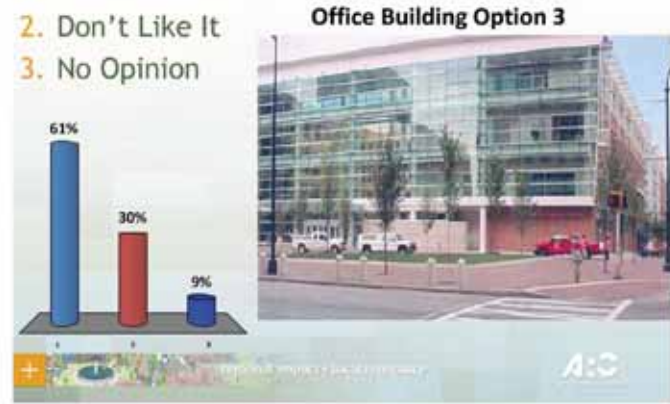
uses given its proximity to Peachtree Road. Residents were very clear that they did not want the typical strip mall development that dominates the Peachtree Road corridor in the area.



The eighteen acre site will offer the potential for multiple development pods of varying uses including office and institutional development. The parceling of the site into different pods or lots and the phasing of particular uses should be developed according to the market will be discussed further in the regulating plan section. The parceling of the site could take place under a master developer site plan or through multiple individual pod developments. Though the overall site plan should strive for a cohesive architectural aesthetic, image preference results did indicate positive feedback for modern design elements including glass, steel and concrete structures for office and institutional developments.

What Do You Think?

1. Like It
2. Don't Like It
3. No Opinion



A strong desire for the inclusion of open space on the site was articulated by the community. The community members particularly stressed the need for a public gathering space, through casual and programmed use. Fernwood Park is adjacent to Apple Valley Road on the eastern side of the MARTA site, an unmaintained green space and non-functioning stormwater retention facility. The existing park space and stormwater facility or lack thereof present an opportunity for the City of Brookhaven and MARTA to implement an accessible green space and functioning stormwater facility that complements the proposed green space on the MARTA site and provides a connection for existing adjacent neighborhoods. Community members would like to see the site activate open spaces by creating opportunities for community, such as splash pads for children and gathering places for adults. Duplicative open space amenities that are planned or contemplated nearby should be avoided. The Fernwood Park stormwater retention area should be developed as an accessible community asset. Green infrastructure technologies to capture Stormwater, minimize the impact of run-off from the site and improve water quality should

be incorporated in the site design in addition to the retention pond. In terms of the open space and Stormwater facilities design, they should combine modern and traditional design features as well as integrating hardscape and landscape materials. Residents view the open space as an informal gathering area with passive recreation instead of including programmed spaces such as an amphitheater for concerts and performances. The open space design should feature amenities such as benches, tables and other seating areas in addition to adequate lighting and sidewalks to access the area.



A compilation list of neighborhood engagement feedback on development topics ranging from the Overlay District to community safety and a map of specific problem locations will be accessible in the appendix.

In addition to the neighborhood opinions discussed above, the former Hastings Nursery site adjacent to the Kaufman Tire property located on Peachtree Road near Colonial Drive is the topic of much contention in the Brookhaven community from a property broker proposal to construct a mixed-use development on the property. The mixed-use property would have around 300 residential units and 25,000 square feet of retail space which satisfies Overlay District requirements.

Residents adjacent to the proposed development have raised concerns about not wanting the development overlooking their backyard due to the allowed building height of eight stories or one hundred feet and the perceived as inadequate thirty feet minimum buffer zone. The Overlay dictates that a building must include a transitional height plane of forty-five feet above the property, extending parallel for thirty feet over buffer zone at a forty-five degree angle so as to limit sight restrictions for adjacent properties. The open space requirements have been described as challenging by the property broker due to the Overlay dictating that the development parcel contain 20% of total area as open space but the Overlay allows for significant density and the amount of required publicly accessible open space is meant to balance the amount of private and public space in the District. In order to create a great public realm in an urban area; developers must plan for and incorporate open space for the benefit of private and public use.

Publicly accessible open spaces include:

- Front yards, planted areas, fountains, parks, plazas, trails and paths, hardscape elements related to sidewalks and plazas, on-street parking and natural stream buffers all represent permitted uses towards the 20% open space requirement.

Private outdoor amenities such as courtyards located at the interior of the block, behind buildings or on rooftops are prohibited from being counted toward the 20% requirement and density bonuses. Commercial and residential developments are permitted to add one additional story to the building height if contiguous, publicly accessible open space is provided for 25% of the development parcel, not including on-street parking and public sidewalks.

The Hastings property is bound by Peachtree Road and Colonial Drive, the required sidewalk and landscaping, along with the buffer zone, will likely satisfy the 20% requirement. The Wood Partners project, Alta Brookhaven on Dresden Drive can be evidenced as a high-density project which successfully met the Overlay's open space requirement. Development parcels with limited acreage such as the Hastings property at 2.46 acres can potentially incur more difficulties with meeting the 20% open space requirement but due to the amount of allowed open space uses and potential for a density bonus, developers should be able to meet Overlay requirements, recoup their investment and make a profitable transaction. However, it should be considered, to allow small development parcels (five acres or less) which satisfy the 20% public open space requirement, to count half of the additional 5% as private open space towards the 25% requirement for the additional story bonus.



Citizen Participation at Public Meetings

Quality Development Guidelines

When working towards the creation of a successful TOD it is critical for interested developers to have a clear and cohesive vision for the entirety of the project site and how it will relate to the surrounding neighborhoods, properties and street networks. Incorporating community recommendations and feedback into the site plan will create a much stronger final product. The developer should provide an overall vision for creating a sense of place in the development and how the site relates to the community. Interested developers should provide visual project elements and a description of uses that will contribute to the activation of the site and the creation of a vibrant street-level experience that is not car-oriented but is designed with the pedestrian in mind and promotes transit use.

Residents, tenants and visitors to the development should be encouraged to utilize transit or alternative transportation instead of their personal, conventional automobiles due to the stations close proximity, affordability and reduced commute times during peak travel period. In order for a TOD to be successful, parking must be thought of in an innovative manner that adequately serves transit patrons, residents, tenants and visitors.

The following are recommended development conditions and guidelines for the redevelopment of the MARTA station parking lots, resulting from charrette working sessions with stakeholders, community members, experienced developers and design professionals.

Parking

- Shall be designed as managed structures, located to best serve transit patrons and alternative transportation modes.

- Shall be shielded from public view and located adjacent to the rail station platform.
- Shall incorporate architectural façade design.
- Shall consider “unbundled” parking to separate the cost of parking from residential lease or ownership agreements.

The “unbundled” parking strategy creates a more equitable parking system where tenants use only as much as they need and creates an incentive to reduce the total number of parking spaces. MARTA will give additional consideration in their proposal evaluation process for “unbundled” parking examples of 30% or greater of total parking spaces.

- Shall provide short and long term parking for MARTA transit patrons per Federal Transportation Authority (FTA) standards.
- Shall provide designated parking areas for alternative transportation such as bicycles, electric vehicles (EV) and low-speed vehicles (LSV).
- Shall provide electric vehicle (EV) charging stations in designated parking areas.
- Shall provide preferential parking for alternative fuel vehicles.

A typical parking space can accommodate two LSV’s, which leaves more area in the parking facility for automobiles. LSV’s are typically electric, and could provide an efficient, affordable and sustainable transportation option to solving the issue with last mile connectivity that suppresses transit utilization.

Safety

- Shall be addressed in the design and location of parking structures with MARTA police and officials.
- Shall provide adequate and efficient lighting for parking structures and development sidewalks and street network.
- Shall install surveillance equipment and emergency call boxes.

It is advised that the selected development team consult with MARTA Police regarding the security of proposed development plans and make any necessary design changes to ensure the utmost safety.

Sustainability

- Shall be an integrated component of the development throughout its design and construction and minimize the negative impact to the community and surrounding neighborhoods.
- Shall incorporate green building and sustainable design elements through third party programs such as EarthCraft and LEED.

MARTA's sustainable building practices policy "expects its joint development partners to embrace sustainable design, construction and operating practices at the project level."

- Shall incorporate green infrastructure technologies on the development site in order to reduce flooding, minimize impact to the water treatment system, and maintain water quality and quantity.

Green infrastructure technologies include: land conservation, reducing the percentage of impervious

surfaces and installing structural measures such as green roofs, vegetated swales, permeable pavement, infiltration planters, cisterns and rain gardens.

- Shall incorporate innovative technology solutions such as distributed energy generation systems, solar photovoltaic systems (PV), solar thermal systems, geothermal heat pumps, high-efficiency and LED lighting systems and rainwater harvesting for irrigation and potable indoor-use.

Street Network

- Shall provide facilities and infrastructure for alternative transportation modes such as pedestrians, bicycles and LSV's.

Building and Site Design

- Projected vehicle trips to and from the development shall match the associated Development of Regional Impact (DRI) proposal at minimum in order to adequately manage traffic and parking in and around the parcel.
- Shall not leave service lines or utilities exposed or visible on open space.
- Shall incorporate architectural building façade elements for the first eighteen feet of building height.

Regulating Plan

A Regulating Plan is a document that applies design-based code development standards to properties within a specific geographic area or parcel. This allows for a more predictable built environment based upon clear community feedback regarding the physical character of the area. The Form Based Codes Institute defines a Regulating Plan as: a plan or map of the regulated area designating the locations where different building form standards apply, based upon clear community intentions regarding the physical character of the area being coded.

The charrette focuses on the redevelopment of the northwest and southeast Brookhaven-Oglethorpe MARTA station parking lots. The northwest lot adjacent to Peachtree Road and fronting the station entrance and the elevated rail transit line is about three acres and the southeast lot on the opposite side of the rail transit line and pedestrian tunnel is much larger at around fifteen acres, making the total developable property on the MARTA property about eighteen acres.

The Regulating Plan has the additional function of depicting the network of streets and community spaces necessary to service the proposed redevelopment. As the most enduring and important feature of municipal planning efforts, the street network represents the balance between community and private needs. The community need for efficient commerce, a safe and walkable environment and public open space, in addition to the private need for service delivery are evident in the street network.

Therefore, the community interest in MARTA-owned property is described by the Regulating Plan. The specific location of certain streets in the development is not critical and is not prescribed in order to allow for developer flexibility in building the street network to accommodate the proposed uses. However, the

development and neighborhood connectivity that a street's construction represents is mandated by the Regulating Plan. Further, where other community amenities and uses such as parks and green space are located for maximum efficacy, that space and its associated street alignments are mandated by the Regulating Plan.

During the charrette, the concept of providing alternate access from Sylvan road as the primary access to the development was studied. An alignment through the current DeKalb library site offers many advantages.

- Greater distance from the North Druid Hills Road intersection and better topography.
- Fewer turns for through traffic creating a more viable street network option.
- Better potential exposure for retail uses along the alternate alignment.
- More appropriate residential uses along Apple Valley Road.

Considerations necessary for this alignment; A site for a new library would need to be provided within the development on the MARTA property at a location appropriate for this civic use. While the DeKalb Library System has funds for construction, site development costs would need to be negotiated. The building would have to be free standing and not a tenant improvement within a building. The time line for such a deal is short with the possible library remodeling being considered imminently.

Construction phasing will need to be considered and while certain segments of the real estate market are in a full upcycle much of the market is still in recovery. The City of Brookhaven is keenly aware of the need to diversify its tax base. The city would

like to see commercial office uses included in the redevelopment plan when the market conditions allow. Fortunately, the Regulating Plan has multiple blocks and many of the pods must be subdivided allowing for a phased development of varying uses.

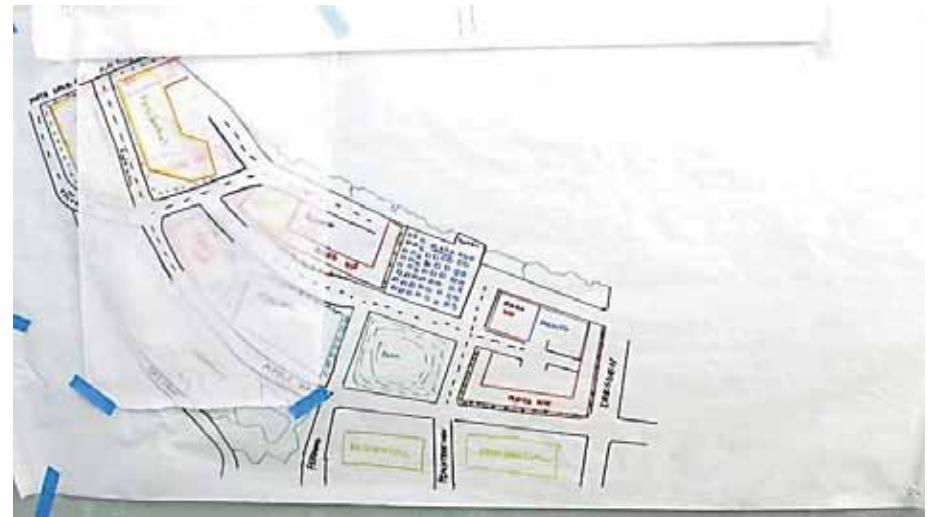
The variety and balance of uses is critical for creating a Walkable Urban Place. An imbalance of uses will defeat the purpose of redevelopment and potentially

detract from the long term viability of the City of Brookhaven.

The proposed regulating plans are presented below; they include new plans created during the charrette and existing plans from the LCI and MARTA. Each of these plans is evaluated for selected criteria and the results can be reviewed in the Charrette Alternatives Evaluation Matrix.



Regulating Plan I



Regulating Plan II



Regulating Plan III



Brookhaven-Peachtree LCI Regulating Plan



MARTA Regulating Plan

Neighborhood Connectivity Plan

An integral component to the success of a transit oriented development (TOD) is providing connectivity to the existing neighborhoods and street network surrounding the parcel. Without connectivity, the development will suffer from a lack of accessibility to the community and its patrons. A TOD needs to be planned and designed to serve multiple modes of transportation and encourage residents, patrons and visitors to utilize alternative modes of transportation such as walking, biking and transit by enhancing the connectivity to and from the development. The redevelopment of the Brookhaven-Oglethorpe MARTA station parking lots will bring additional traffic and congestion to an already congested area and promoting alternative transportation use is an effective strategy to mitigate additional traffic. The existing connectivity in Brookhaven, particularly for pedestrians and bicyclists, is limited by the absence of complete street design for its existing street network and the presence of the MARTA and Norfolk Southern rail lines paralleling Peachtree Road obstruct the feasibility of east west connections due to issues of right-of-way and the expense to construct tunnel or bridge connections.

Peachtree Road or State Highway 141 is an area of particular concern with regard to accommodating multiple modes of transportation, maintaining adequate levels of vehicle service and providing east-west connectivity to the surrounding residential neighborhoods. DeKalb County's 2014 Transportation Plan used statistical analysis to evaluate current levels of service (LOS) for bicycles and pedestrians and assigns letter grades (A-F) to indicate how well roadway segments in the county accommodate the needs of bicyclists and pedestrians. These statistical models have been applied by cities and counties across the country to evaluate more than 200,000 miles of roadway and is used as the official measure

of accommodation in the Highway Capacity Manual and used by the Atlanta Regional Commission in its Bicycle Transportation and Pedestrian Walkways Plan. Data included in the evaluation includes: geometric data such as lane width, roadways, gutters, buffers and sidewalks, as well as observed roadway characteristics including lane counts, configuration, posted speed limit and pavement condition. Traffic volume and heavy vehicle percentage data were also included in the analysis.

The average mile of DeKalb County roadway has a Bicycle LOS equivalent to a grade of "D." The results present a challenging situation for accommodating bicyclists on a typical DeKalb County road but it is not an unusual result for a highly urbanized area. Counties such as DeKalb with large roadway networks will receive less favorable evaluations due to weighted averages resulting in lower grades from a higher distribution of mileage. The majority of the roads evaluated in Brookhaven receive grades of "D" or "E" which is most likely reflective of the presence of two major state highways (Peachtree Road and Buford Highway), traffic volume, lane counts, lane width and speed limit. The pedestrian LOS evaluation yielded similar results, the average mile of road in DeKalb County received a grade of "D." As described for the bicycle LOS, pedestrian LOS experiences the same effect from the weighted averages and the distribution of mileage across a large urbanized county. Some contributing factors to the low grade for pedestrian LOS are related to the perception of comfort and safety and include: high traffic volumes (10,000+ vehicles/day) on nearly half of the road miles surveyed, 50% of the road network mileage has less than 50% sidewalk coverage and where sidewalks are present and they are very close to the road with less than a two foot buffer. Overall, the road network creates a very stressful pedestrian environment which is experienced by any pedestrian that has walked along Peachtree Road, North Druid Hills Road, Dresden

Drive. The majority of roads in Brookhaven included in the evaluation received letter grades of “D”, “E” and “F” for the aforementioned reasons.

The Brookhaven community desires and envisions the MARTA property redevelopment as the central node of the city and catalyzing neighborhood connectivity but substantial investments for infrastructure improvements will need to be implemented in order to accommodate pedestrians and bicyclists safely and effectively. The image below is a topographic map of Brookhaven that includes a set of recommendations for enhancing the connectivity of travelling to and from the MARTA station and the surrounding neighborhoods. Each color on the map designates a particular type of facility to accommodate pedestrians and bicyclists on existing roads as well as the creation of new trails/greenways. In addition to pedestrian and bicycle facilities there are recommendations and conditions for providing access to Low-Speed Vehicles (LSV) and Personal Transport Vehicles (PTV) as a result of appropriate conditions indicated by the community and city leadership. It should be noted that LSV’s are allowed on roads with posted speed limits of thirty-five miles per hour (MPH) or less and PTV’s are legal on low-speed roads, generally twenty-five MPH or less, with a local ordinance governing their use.

The red lines on the map are indicative of existing twenty-five MPH local roads. It is recommended that these roads be outfitted with multi-modal street markings and signage designating the roadways as being shared roads or “sharrows” with allowed uses including bicycles, LSV, PTV, automobiles and the addition of pedestrian sidewalks and buffer zones wherever absent or inadequate. Examples of local roads in Brookhaven that are recommended for this type of improvement include: Brookhaven Drive, Osborne Road, Apple Valley Road, Caldwell Road and Drew Valley Road.

Pink lines are representative of existing thirty-five MPH local roads. Recommended improvements and conditions for these roads are to lower the posted speed limit to twenty-five MPH with multi-modal transportation enhancements and streetscape improvements. These local roads should be designated as “sharrows” to allow for bicycle, LSV, PTV and automobile access by providing adequate signage and striping. Pedestrian sidewalks should be provided on both sides of the road as right-of-way allows, one side minimum. These roads should be two-way streets to allow ingress/egress between the surrounding residential neighborhoods, the Peachtree Road commercial corridor and the Brookhaven-Oglethorpe MARTA station. As is the condition for all roads, these roads should be properly maintained on a scheduled basis to repair pot holes and clear roadway debris to mitigate accidents, injury and damage to the various modes of transportation. The roads classified under these conditions are North Druid Hills Road and Dresden Drive.

Dashed green lines designate proposed trailways. The trailways are located primarily along stream banks, buffer zones and property easements. Trailways not only provide alternative transportation access but they also function as linear parks, adding to the community green space. As depicted on the map, the trailways provide protected access to alternative transportation modes, connecting to neighborhoods and existing city parks such as Fernwood and Brookhaven Park. The trailways can integrate into a larger network of trails and paths located in DeKalb County and the City of Atlanta such as the proposed North Fork Peachtree Creek trail which would connect to the existing PATH Foundation’s South Peachtree Creek trail and eventually to the Atlanta BeltLine, creating an interconnected trail system that goes from Brookhaven to Midtown Atlanta. Recommended conditions include: a ten to fifteen foot path with two shoulders that can be either grass or paved,

accessible to pedestrians, bicyclists, LSV, and PTV with motorized vehicles yielding, passing and no passing zones to allow for the safe movement and interaction among motorized and non-motorized transportation modes, signage and striping, buffer zone to manage stormwater and water quality that should include green infrastructure installations such as bioswales, street furniture and lighting.

The blue line extending down Peachtree Road from the City of Atlanta and Fulton County line to Osborne Road in the City of Brookhaven corresponds to a recommended boulevard redesign for this section of the Peachtree Road corridor. This section of Peachtree Road has a posted speed limit of thirty-five MPH and experiences heavy congestion with more than 30,000 vehicles utilizing the road per day, which creates issues for businesses and residents in terms of retail and neighborhood accessibility. Therefore, it is recommended that a boulevard design be implemented with two continuous-flow thru-lanes going north-south and separated local access lanes with a posted speed limit of twenty-five MPH on the east-west sides of Peachtree Road. Local access lanes provide safe access and reliable levels of service to access local businesses and activity centers. Local lanes provide access to multiple modes of transportation such as pedestrians, bicycles, LSV, PTV and automobiles. Boulevard design provides multiple points of refuge for pedestrians and cyclists and helps to maintain continuous traffic flow on thru-lanes by limiting the intersection crossing times. A boulevard design could maintain adequate levels of vehicle service and provide safe access to alternative modes of transportation as indicated by Georgia Department of Transportation (GDOT) officials and traffic engineers, but would require further quantitative study to determine feasibility. This type of roadway design is not present in Metro Atlanta but successful examples can be found in the Mid-Atlantic region such

as the George Washington Parkway in the Washington D.C. and Virginia areas.

The yellow line extending from Osborne Road to Lanier Drive adjacent to Oglethorpe University on Peachtree Road is indicative of a recommendation to create a “Green Artery” multi-modal corridor on the western side of the road to promote enhanced alternative transportation mobility. The current posted speed limit on this stretch of the corridor is forty-five MPH and is not conducive to safe pedestrian and alternative transportation access; therefore, it is recommended that the speed limit be reduced to thirty-five MPH to facilitate improved access and mobility along the corridor. The recommended design enhancements include a two-way trail/path for pedestrians, bicycles, LSV and PTV or an extension of the aforementioned boulevard design to this section of Peachtree Road. Potential issues with this type of design include: right-of-way, property impacts and cost. Further traffic and engineering studies will need to be completed to determine feasibility.

The east-west connectivity constraints resulting from the presence of MARTA and Norfolk-Southern rail lines adjacent to the Peachtree Road corridor creates the need to provide additional connections to and from the neighborhoods on the east and west sides of Peachtree Road. Currently, the only existing connections are located at North Druid Hills Road, Dresden Drive and north of the Peachtree Golf Club at Clairmont Road. It is recommended that additional connections be implemented in Brookhaven to facilitate east-west connectivity. Dashed orange lines on the map are recommended locations for a tunnel or bridge installation for increased pedestrian and alternative transportation access for bicycles, LSV and PTV. The first location identified as a potential bridge or tunnel crossing is an extension of Park Avenue from Apple Valley Road to the proposed railway in Brookhaven Park. The other potential

bridge or tunnel crossing is located near Oglethorpe University by creating a railway spur extension from Caldwell Road to Lanier Drive. These connections will require elevations on both sides of the rail lines to provide clearance over and under for a bridge or tunnel. Particular attention will need to be paid to the landing area at Peachtree Road, on the east side between MARTA and Peachtree, and the west side for up/down access from a bridge connection due to limited surface area. It should be noted that this is a high cost option and will serve alternative transportation; Apple Valley Road should be utilized as a primary road to manage vehicular traffic circulation around the MARTA station and Peachtree Road.



Neighborhood Connectivity Plan

Peachtree Road Enhancements

Peachtree Road is designed to address traffic, travel delay and vehicle throughput, serving regional needs first and foremost. The State Highway facilitates access between two major employment centers, Buckhead to the south and the Central Perimeter to the north. It is only marginally successful in terms of maintaining adequate levels of vehicle service due to the frequency of intersecting streets as the corridor travels through established residential neighborhoods. As described earlier, Brookhaven does not have adequate east-west connectivity and as a result the few intersections at Peachtree Road are heavily congested and the highway creates an unsafe environment for pedestrians and drivers due to high speeds and inappropriate roadway design for a residential area. The limited east-west connectivity and its resulting traffic at the Peachtree Road intersections of North Druid Hills Road and Dresden Drive could be improved by limiting the turning motions in a boulevard or Buckhead District median design and distributing traffic to Apple Valley Road with the addition of a one-lane traffic circle and a turn lane at the Dresden Drive intersection to maintain level of service and safety. As Brookhaven continues to develop as a regional center with its own urban town-center identity, the need for Peachtree Road to serve the immediate residential, commercial and retail community by providing a variety of transportation access and reducing traffic congestion should be paramount.

Peachtree Road, particularly in Brookhaven, has been identified as a “STROAD” or a hybrid street and road, where traffic moves too fast for productive private sector investment and too slow for efficient automobile travel (Atlantic Cities, Goodyear, 2014). The term is coined by transportation engineer Chuck Marohn and attempts to make traffic and transportation engineers aware of the problem and

recommends road and streetscape enhancements such as Complete Street design to improve conditions.

Identified by Councilmember Bates Mattison as a preferred option, the conversion of a section within the existing right-of-way on Peachtree Road, north from Club Drive past Dresden Drive, into a boulevard design with two north-south median separated local access streets and two north-south commuter thru-lanes each to serve the needs for traffic flow and local access. The Peachtree Road boulevard conversion for this section would consist of two planted medians with shade trees at regular intervals, local one way streets on the outer lanes with parallel parking where desired by landowners and feasible within the right-of-way, serving local businesses and redevelopment of parcels. Turning motions from the center thru-lanes would be eliminated, allowing for increased light cycles and more efficient throughput. Turning motions would be restricted to local access streets on the exterior of the roadway with appropriate signage and striping to indicate where left and right turns are allowed. The median separated local access street on the east side when travelling north on Peachtree Road after the Dresden Drive intersection would be eliminated to allow for necessary right-of-way to implement a double left turn at the Peachtree Road/ Dresden Drive intersection travelling south. The additional left turn lane would replace the current left turn lane at North Druid Hills Road/ Peachtree Road travelling south and encourage drivers to take Dresden Drive east and utilize the traffic circle and right turn lane onto Apple Valley Road for connection to North Druid Hills Road. GDOT officials recognize that the boulevard design provides multiple points of refuge for pedestrians from the addition of multiple medians which improves safety, decreases pedestrian crossing times, provides separated access for local businesses and increases the flow of traffic from the continuous thru-lanes.



This six lane configuration, displayed above, (two thru-lanes and one local lane travelling north and southbound plus medians) will fit within the existing seven lane configuration of Peachtree Road (two north-south bound lanes each, and a single left turn lane and one deceleration lane each at North Druid Hills Road and Dresden Drive). Optional on-street parking and sidewalk expansion may be implemented at property owner’s discretion or mandated by the city upon redevelopment and Brookhaven-Peachtree Overlay District requirements. The new lane configuration, streetscape design and boulevard transformation will more effectively serve businesses, residents and visitors while also enhancing the aesthetic value of the area, differentiating it as a WalkUp as opposed to a suburban commuter corridor.

Another alternative, preferred by GDOT officials, to the proposed boulevard design is the expansion of the Buckhead districts Peachtree Road streetscape improvements to include Brookhaven. The Peachtree Road Transformation Project is being led by the Buckhead Community Improvement District in partnership with the City of Atlanta, the Atlanta Regional Commission and the Georgia Department of Transportation. The project is adapting a pedestrian

unfriendly suburban arterial into an attractive complete street by adding granite curbing and medians, hardwood trees, seasonal landscaping, bike lanes, wide sidewalks, modern lighting, buried utility lines, street furniture and dedicated left turn lanes at signaled intersections. The goal of the project is to reduce vehicular delay which is proven to reduce automobile related crashes in traffic studies, add to the aesthetics, improve pedestrian safety and facilitate bicycle access from Buckhead to Midtown Atlanta. The same principles and design could be applied to the Peachtree Road corridor in Brookhaven, pending necessary traffic and engineering studies to determine feasibility and design. See the conceptual rendering below for the proposed Buckhead median design in Brookhaven.



Development Authority-Scope and Implementation

Development Authorities can be invaluable partners in creating vibrant and successful cities. Georgia law recognizes two distinct forms: Downtown Development Authorities and Development Authorities. Each has specific powers allotted by Georgia Law. The decision to enable one or both entities should only be considered after establishing a clear understanding of community needs. Valuable advice on the role of an authority was collected during the charrette and is reported below. It was reported that both forms of authority may be governed by one board maximizing the potential of community members tapped for this role.

The Decatur Downtown Development Authority (DDA) is well known for its success in creating the vibrant small town character of the City of Decatur, GA. Assistant City Manager, Lyn Menne was gracious with her time at the Charrette discussing Decatur's success and advising on the authority's role.

It is strongly advised that community leaders adopt a clear vision for the core of Brookhaven outlined in the LCI plan. Leaving critical civic planning decisions to private interests has the potential to incur risk for problems associated with sprawl development patterns to arise. Additionally, how development would support or potentially detract from the vision must be understood by those implementing the vision and ideally by the community at large.

The Decatur DDA acts as a bridge between the public and private sectors in the development of Decatur's downtown, often securing entitlement on behalf of land owners. This role assures compliance with the Downtown Plan and removes a level of risk for developers. Developers are then free to evaluate development potential of a site without the potential hazard of losing time from community negotiations.

Additionally, the Decatur DDA has ongoing committee work and regular community interactions to ensure their planning continues to align with community sentiment. Planning retreats are a regular occurrence for DDA staff, board and constituents.

Other roles that the Decatur DDA assumes include staffing the Decatur Business Association. Permanent staffing ensures those local business environments thrive. The following are objectives of the Decatur Business Association:

- Attract new and repeat business for our members throughout the year.
- Generate effective promotional ideas that help maintain Decatur's position as a major retail and dining destination in metro Atlanta.
- Provide opportunities for business owners and residents to participate in programs and projects that support quality of life.

Stormwater Facility and City Park

Another component of the charrette was to develop a stormwater management plan for runoff from the site. Many considerations were taken in developing this plan, including how to improve water quality in the Peachtree Creek watershed, create more green space in this urban setting and create recreational opportunities for current Brookhaven Fields and Brookhaven Heights residents and future residents living in the new development.

The preferred option includes construction of a pond with approximately 0.3 acres surface area at permanent pool that could provide retention during major rainfall events. At the maximum storage level, the footprint of the inundated area would be 1.3 acres. The total volume required to handle a 100 year flood event over a twenty-four hour period is approximately 600,000 cubic feet. The concrete outlet structure would have to be modified to achieve

this storage volume. The structure would need to be redesigned and adapted, creating retention capacity up to a point on the outlet structure where there is an outflow. This outlet structure governs the surface elevation of the pond and a spillway will be built on the dam for rainfall events which exceed the 95th percentile. Inflow to the pond would pass through a screening process for large solids first and then through manufactured treatment devices, including oil and grit separators. Water quality would be high entering the pond, where it is oxygenated using one or two aerators. Water quality would be increasingly higher as the stream exits the pond and flows through the park and neighborhood before eventually flowing into Peachtree Creek.

Green infrastructure would be required on site to fully meet this potential retention requirement by reducing the amount of runoff flowing through the treatment devices and into the retention pond. The closer in



proximity that stormwater can be infiltrated to the point it landed, the better in hydrological terms. The installation of green infrastructure and a retention pond creates the potential to create more areas for infiltration of rainfall and improved water quality in the downstream feeder stream of Peachtree Creek, not to mention on-site use of captured rainwater for indoor and outdoor use on the development site.

The DeKalb County Library System's Brookhaven branch is located at the western end of the project site. The detention pond could be fully constructed with the library left unaffected at its present location. Beneath the rear parking lot of the library, a spring is located that feeds the stream flowing through the project site. The spring should emerge from the ground and flow through a restored streambed into the pond with native landscaping and continuing to the headwaters stream in the Piedmont. This could be accomplished at any point after completion of the pond, so it is not critical to the project that the library be relocated.

Behind the library, MARTA owns the middle third of the land. This portion of the land is a deep trench which appears to be the original runoff detention facility for the Brookhaven-Oglethorpe MARTA station. There is an earthen dam with a concrete outlet structure and a hole created at the bottom of the concrete outlet structure that allows all water to escape and flow downstream. None of the retention capacity of this site is currently utilized. This unutilized and dysfunctional facility could be improved to handle the runoff storage for the entire MARTA development for up to 80% of the runoff during a 500-year flood event. The rest of the required runoff reduction could be accomplished through the installation of green infrastructure throughout the development, infiltrating as much rainfall into the ground as possible.

Downstream of the detention pond area, the stream below the dam flows downhill into Fernwood Park. The city maintains this park, attempting to keep the vegetation and keep overgrowth to a minimum. The lower half of the park serves as a stormwater retention area for the MARTA station and surrounding areas upstream. The only public access point to this park is a bridge constructed over the middle of the park. With modification of the concrete outlet structure upstream, this area could become a landscaped recreational open space for people to enjoy with the presence of a water feature. Moving the runoff detention area to a site with steeper terrain provides more storage volume in a compact footprint, a large amount of land can be opened up for recreation.

Fernwood Park could become an open space for residents and visitors to enjoy casually and recreationally. The site needs to be cleared of all overgrowth and damaged plants and trees and replaced with native landscaping that's maintained by the city. The setting would benefit from native grasses planted across the site and all vegetation cleared except for mature and healthy hardwood trees.

Included in the restoration of this site would be approximately 850 linear feet of streambed restoration, with 200 linear feet upstream from the pond and approximately 650 linear feet downstream. The stream should be restored to resemble a Piedmont headwaters stream as closely as possible, by using native stone and landscaping.

Around the perimeter of the site, it is possible to create approximately 3,000 linear feet of walking trails with benches, lighting and pet cleanup stations. A small network of connecting trails within the park could make it a recreational destination, especially if this network is connected to a broader network of trailways around Brookhaven and Atlanta.

Charrette Alternatives Evaluation Matrix

The *Charrette Alternatives Matrix Evaluation* table below provides a framework for the recording of the results from the application of evaluation criteria to the charrette regulating plan alternatives explored along with the 2006 Brookhaven LCI plan, including an objective rating system. This evaluation process facilitated the selection of a preferred alternative concept direction on which to base recommendations for the MARTA RFP.

Evaluation criteria were defined to evaluate development alternatives explored. The evaluation process facilitated selection of a preferred concept by Southface and design team members. Each of the development alternatives were evaluated in the context of an understanding of the overall vision for the redevelopment of the Brookhaven-Oglethorpe MARTA station parking lots, as well as overall planning goals and guiding principles. To this end, the following evaluation criteria were applied to the alternatives:

Development Program/Land Allocation/Mix of Uses – how well does each alternative accommodate identified end user requirements, including the development of a mixed use framework, in the most efficient and highest and best use of land area resources, minimizing land requirements, yet accommodating community facilities in a manner that maintains and enhances the quality of life for the community.

Utilize Regional Planning Principles - to what extent does the alternative use proven regionally-based traditional planning and design principles for community organization, enhancing environmental influences, as well as appropriate density, massing, scale, open space and building/planting materials.

Environmental Sustainability – how sensitive is the alternative to environmental factors and does it

incorporate time-tested, regionally-based sustainable planning and design principles.

Vehicular Circulation – how well does the road network promote connectivity to activity areas between existing neighborhoods, commercial developments and the proposed redevelopment, while reducing traffic congestion, reinforcing a pedestrian focused environment and also promoting alternative transportation modes to reduce traffic if feasible, especially via transit and bicycling.

Pedestrian Circulation – is there a hierarchy of pedestrian walkways that form an overall pedestrian network connecting the residential areas, commercial developments, retail and restaurants, public spaces, recreational amenities and other functions to all Brookhaven areas. Connecting to transit and bikeways, these walkways should respond to environmental considerations while also promoting a healthy, social and walkable community.

Open Space – to what extent are a range of open spaces provided, highlighting opportunities for relaxing, conversing or exercising.

Recreation – how well is recreation and multifunctional gathering areas integrated as program elements of the overall plan. Recreational components should be distributed to provide easily accessible recreational opportunities for all residents.

Security/Safety – how well does the alternative promote and enhance individual and communal safety and security as well as accommodate emergency vehicle access.

Utility Systems – how well does the alternative facilitate the most efficient utility system layout, also promoting energy conservation and efficiency in layout, operations and expandability.

Phasing, Implementation and Constructability – to what extent does the alternative promote the most logical and efficient phasing, implementation and build out responding to identified requirements balanced with an ability to easily implement the recommended plan elements relative to constructability.

Solar and Wind Orientation - to what extent does the alternative take advantage of solar access and wind orientation to leverage favorable climatic effects on the development from installing renewable energy sources.

Brookhaven-Oglethorpe MARTA TOD Regulating Plan Alternatives Evaluation Criteria	Reg. Plan I	Reg. Plan II	Reg. Plan III	LCI Plan	MARTA Plan
Development Program/Land Allocation/Mix of Uses	0	1	1	0	0
Utilize Regional Planning Principles	1	2	1	1	1
Environmental Sustainability	1	1	1	1	1
Vehicular Circulation	-1	-2	1	0	1
Pedestrian Circulation	-1	1	1	0	1
Open Space	1	1	2	1	2
Recreation	1	1	1	1	1
Security/Safety	-1	0	1	0	1
Utility Systems	0	-1	0	-1	1
Phasing and Implementation	1	1	0	2	1
Solar and Wind Orientation	1	2	1	1	1
Total	3	7	10	6	11

Rating System

+2	Significant positive effect/ significantly achieves criteria
+1	Positive effect/ achieves criteria
0	No effect, no impact or not applicable
-1	Negative effect/ does not achieve criteria
-2	Significant negative effect/ significantly does not achieve criteria

The *Charrette Alternatives Matrix Evaluation* determined that the MARTA regulating plan is the preferred alternative. Regulating Plan III is positively evaluated and meets many of the evaluation criteria but receives a less positive evaluation from its lack of attention to utility systems, phasing and implementation. The proposed development parcels with Peachtree Road frontage do not account for the presence of buried utility lines beneath the existing parking lot near the station entrance. Additionally, the large parcels adjacent to Apple Valley Road do not lend themselves to much ease of implementation or phasing opportunities. It is likely that with more detail and description Plan III could be greatly improved and as a result the plan received zero (0) marks for the aforementioned criteria instead of negative evaluations.

Plans that enhance the developments east-west connectivity from Peachtree Road to Apple Valley Road received higher marks for pedestrian circulation. These plans also account for publicly accessible open space in the form of a plaza fronting Peachtree Road which connects to the existing pedestrian tunnel under the MARTA rail platform to a large greenspace adjacent to Apple Valley Road and Fernwood Park, creating a seamless “green lawn” type connection. The MARTA Regulating Plan and Regulating Plan III exemplify positively evaluated open space and pedestrian circulation criteria.

Peachtree Road frontage is highly desirable and the efficacy as to how it is programmed is a major concern with regard to evaluating proposed regulating plans evaluation. The amount of developable land area on the Peachtree Road side of the Brookhaven-Oglethorpe MARTA station is a limiting factor in reference to what type of land uses are allowable and other considerations such as parking and utility systems location. Therefore, it is not recommended to locate large buildings with five or more stories such

as a hotel or office on this side of the MARTA property. It will not be feasible to provide the adequate or appropriately located parking facilities for these large buildings within the amount of developable land area adjacent to Peachtree Road; the Apple Valley Road side of the property is deemed as an appropriate location. Additionally, utility systems are located adjacent to the MARTA rail platform beneath the Peachtree Road parking lot and thus large scale development cannot occur on this portion of the parcel. It is recommended that light commercial buildings (one-three stories) and retail front Peachtree Road. Regulating Plans that address these development concerns represented by development program/land allocation/mix of uses, phasing and implementation evaluation criteria received more positive scoring, such as Regulating Plan III, LCI Plan and MARTA Regulating Plan.

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