PLANNING FOR PARKING AROUND MARTA STATIONS

Lindbergh Transit Oriented Development
Lessons Learned & Best Practices
Lindbergh Yesterday
Lindbergh Background

- **Lindbergh Station**
  - Built in 1984
  - Serves as transfer station between MARTA North & Northeast rail lines
  - 18,860 daily passengers
  - 3rd busiest station in system
Lindbergh Development

- MARTA solicited proposals in 1997 for redevelopment of 47 acres
- Carter & Associates were selected based on aggressive development plan; partners w/ Post, Dawson & Federal Realty
- Originally planned for 2.6 million sq. ft. of office, 954 multi-family residential, 330,000 sq. ft retail, 190-room hotel
- Current build out:
  - Retail: 208,000 sq. ft. built—60% leased
  - 730 multifamily units built
  - 1 Million square feet of office built ....90% occupied (AT&T)
Lindbergh TOD: The Good

- **SPI-15 District/specialized zoning in place**
  - **City enacted zoning sets parking restrictions—parking maximums**
  - **Parking restrictions enable the development of future sustainable TOD projects**
  - **Originally developed to foster TOD around MARTA stations**
- **MARTA Land Banking—Sufficient amount of employee surface parking can be used for future development**
- **Large parcels of vacant land surround the TOD which are awaiting development**
- **FlexCar—Shared parking concept—Offers recycled parking which creates less demand for parking**
Lindbergh TOD: The Not So Good

- An overabundance of parking infrastructure created before development was in place
  - Lenders comfort level w/ lower parking ratios
  - Neighborhood Lawsuit/Agreement
  - Development Enticement

- We did not establish a flexible vision for Lindbergh TOD
  - No updates to vision based on market conditions
  - No quarterly strategic planning

- “If we build it they will come” did not work in this case
  - Many developments surrounding Lindbergh did not pan out which affected the Lindbergh TOD—parking built for fully completed development
  - SPI zoning district modified by City Council—min parking for bars & restaurants

- Lawsuit/Agreement with Garden Hills neighborhood dictated amount of parking
  - Posed concerns about spillover traffic & parking on neighborhood streets
  - 2.5 year legal battle ended in 2002 but was the beginning of the recession—2 development partners dropped out
Lindbergh TOD: The We Will Do Better

- Seek a positive relationship with the neighborhood prior to development
  - MARTA TOD will target stations under Livable Centers Initiative (LCI’s)-Neighborhood buy-in already established
  - Residents were concerned about traffic flows & they felt left out of the process-establish inclusive forum
- Selected developer should be given specific Master Plan instituted by transit authority
  - Foster partnership relationship-Developers bring expertise too
  - Vision should have policies & guidelines that ensure consistent implementation & decision making
- Never over build infrastructure before development arrives
  - You can always guarantee incentives without building them first
  - Establish trigger points for developers-”If this, then this” (density, tenant guarantees, etc)
- Build TOD in phases-sensitivity to market conditions
  - Two-way street for ideas-MARTA issues RFP or developer provides idea
  - Open to developers’ approval & Market will send indicators
- Lenders must be educated to understand the benefits of developing with less parking
  - Use case studies where non-traditional parking ratios have worked
  - Zoning Enforcement-SP1 districts
  - National lenders vs. local lenders
Lindbergh & Beyond: Next Steps

- Establish a parking policy that the MARTA Board authorizes
  - Consultant currently working on production
  - Policy will stress parking needs based on demand

- Finalize TOD guidelines that were proposed in 2009; 4 principles:
  - Compact & dense development
  - A rich mix of land uses
  - A great public realm
  - A new approach to parking

- Create a definitive set of TOD policies from the recommendations that were given in Guidelines
  - Board adoption
  - Use to guide decisions about future development

- We are a suburban community maturing as an urban market
- We are young, still learning