When the Plan is Not Enough: MARTA’s Role in Cooperative TOD Implementation in the Atlanta Region
Railvolution, Los Angeles
October 16, 2012
• Two Roles:
  – As an Owner = Similar to FTA Definition of Joint Development – Project Specific
  – As Partner = Similar to FTA Definition of Transit Oriented Development – Larger area around station with many partners – such as ARC

• Example:
  – MARTA Station Evaluation – as an owner
  – ARC TOD Strategy Implementation – from a larger perspective
### Comparison/ Similarities of MARTA and ARC Efforts

<table>
<thead>
<tr>
<th>MARTA Owner Perspective</th>
<th>Regional TOD Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>Arts Center</td>
</tr>
<tr>
<td>Brookhaven</td>
<td>Avondale</td>
</tr>
<tr>
<td>Edgewood / Candler Park</td>
<td>Brookhaven</td>
</tr>
<tr>
<td>Hamilton E. Holmes</td>
<td>Chamblee</td>
</tr>
<tr>
<td>King Memorial</td>
<td>East Lake</td>
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<tr>
<td>Kensington</td>
<td>Hamilton E. Holmes</td>
</tr>
<tr>
<td>Lakewood Ft. McPherson</td>
<td>King Memorial</td>
</tr>
<tr>
<td>Lindbergh Center</td>
<td>Lakewood / Ft. McPherson</td>
</tr>
<tr>
<td>Medical Center</td>
<td>Lindbergh Center</td>
</tr>
<tr>
<td>Oakland City</td>
<td>Sandy Springs</td>
</tr>
</tbody>
</table>
Completed to Date:
- 909,391 sq. ft. AT&T Office Building
- 364 apartments – Uptown Square
- 67,000 sq. ft. HTI building
- 205,000 sq. ft. of retail
- 352 apartments – Eon at Lindbergh

Composed of several different Ground Leases and Land Sales

Coordinated with 2000 BellSouth “Metro Plan” consolidating facilities

MARTA Police responsible for security in Common Areas

Identified $120 million in capital improvements
- $77 million for parking decks
- $43 million in station reconstruction

FY 2012 Anticipate Lease Revenue = $2.7 million

Received $8.426 million in related land sales
Carter Office

Deck 2 Retail

Multi-Family

BellSouth Office/Retail

BellSouth Parking Facilities

Carter Office

Carter Master Retail

Attachment #1 – Briefing Presentation on existing MARTA TOD
Avondale Station

- 7+ Acre Mixed-Use Development
- Mixed-Income, Residential & Retail
- Site Opportunities
  - City of Decatur Annexed
  - Tax Allocation District
  - ARC Funding Possible
- Site Challenges
  - Bus Intermodal
  - Replacement Parking
  - New IGA Agreement
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- MARTA Website: [http://www.itsmarta.com/TOD-real-estate.aspx](http://www.itsmarta.com/TOD-real-estate.aspx) (Includes profiles of each Station!)