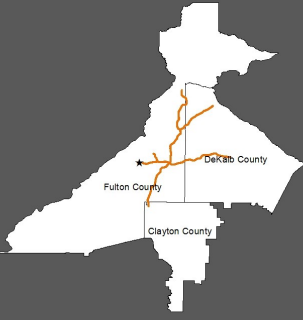
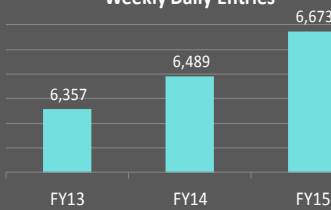


## STATION ESSENTIALS

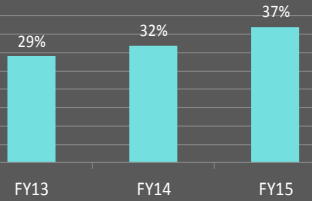


Daily Entries:	6,673
Parking Capacity:	1,436 Spaces
Parking Utilization:	37%
Station Type:	Elevated
Total Land Area	+/- 17 acres

### Weekly Daily Entries



### % Parking Utilization



MARTA Research & Analysis 2015

# HAMLTON E. HOLMES STATION

Transit Oriented Development



Photo: Transformation Alliance

70 Hamilton E. Holmes Dr. NW  
Atlanta, GA 30311

Hamilton E. Holmes Station is a heavy rail transit station located in the western part of the City of Atlanta at the end of MARTA's Blue Line. Specifically, the station is located at the corner of H.E. Holmes Drive and M. L. King Jr. Drive, with entrances on M.L. King Jr. Drive and Burton Road.

MARTA's *Transit Oriented Development Guidelines* classify Hamilton E. Holmes as a **Commuter Town Center** station. The *Guidelines* present a typology of stations ranging from Urban Core stations, like Peachtree Center in downtown Atlanta, to Commuter Town Centers - i.e., Park, Kensington, North Springs and usually end of the line or outlying, auto-commuter oriented stations that also function or have potential for mixed-use development -such as Lindbergh, College Park, or Doraville. The classification system reflects both a station's location and its primary function.

## AREA PROFILE

### Area Demographics at 1/2 Mile

Population 2012	2,742
% Population Change 2000-2012	-18%
Median Age	35.1
% Generation Y (18-34)	26%
% Singles	74%
Housing Units	1,656
Housing Density/Acre	3.3
Avg. Household Size	2.26
% Renters	57%
% Multifamily Housing	41%
Median Household Income	\$29,683
% Use Public Transit	40%

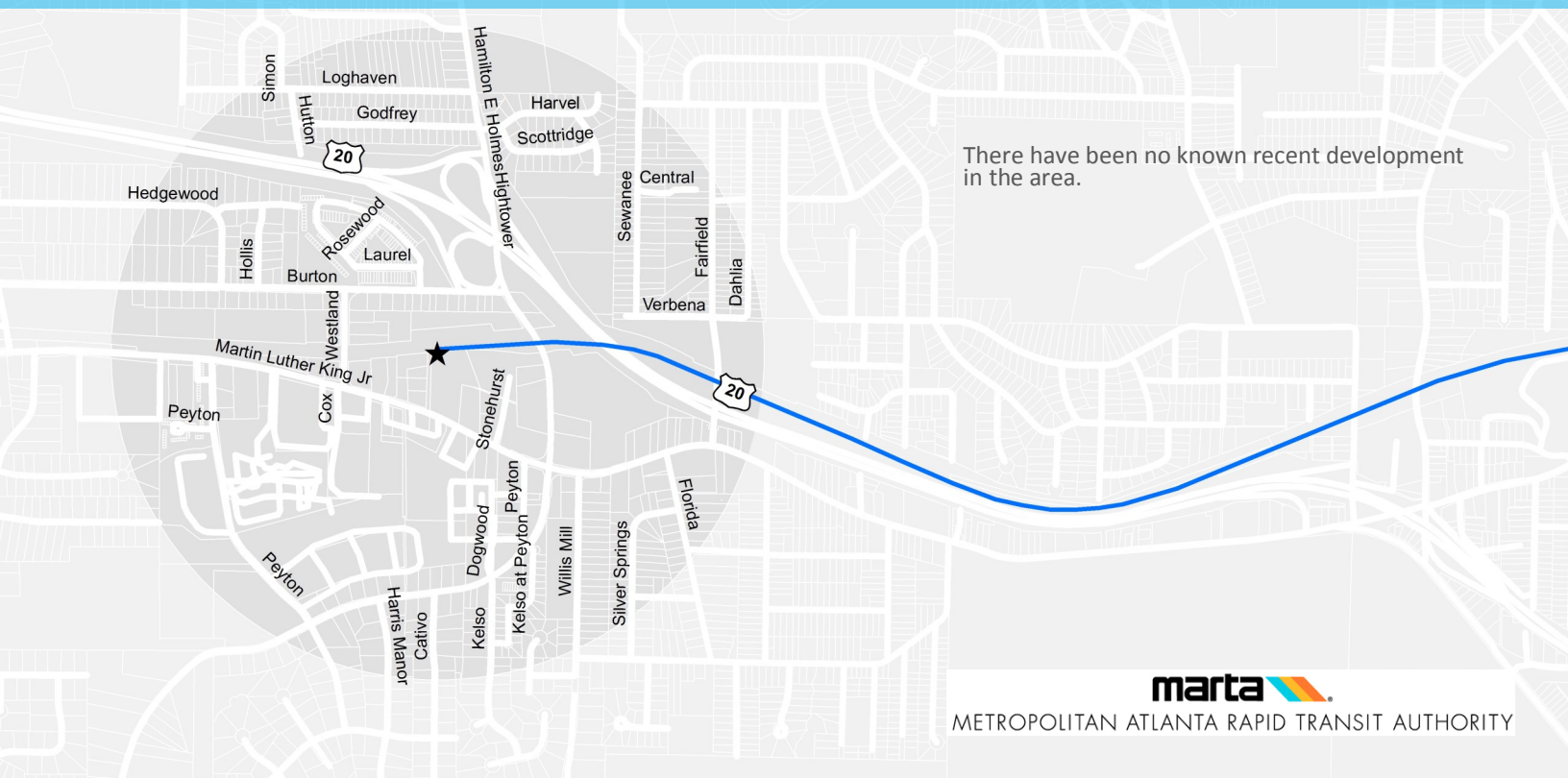
### Business Demographics

Employees	1,965
Avg. Office Rent Per SF	\$15.00
Avg. Retail Rent Per SF	\$8.44
Avg. Apartment Rent (1-mile)	\$638

Sources: Bleakly Advisory Group, 2012.

## Market Dynamics

### Nearby Recent and Planned Development Activity within 1/2 Mile Radius

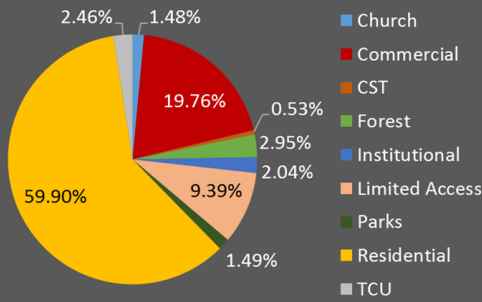


METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

# HAMLITON E. HOLMES STATION

Transit Oriented Development

## LAND USAGE WITHIN 1/2 MILE



Sources:  
MARTA GIS Analysis & Atlanta Regional  
Commission LandPro .

## COMMUTER TOWN CENTER TYPOLOGY DESIGN ELEMENTS

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

## DEVELOPMENT DATA

Zoning	C-2, C-3, and C-1-C
Available Air Rights	N/A
Northwest Lot 1	+/- 3.3 Acres
Northeast Lot 1	+/- 1.6 Acres
Southwest Lot 4	+/- 3.1 Acres
Southeast Lot 4	+/- 2.7 Acres
Undeveloped Tract	+/- 2.0 Acres

## HAMILTON E. HOLMES DEVELOPMENT OPPORTUNITY

Hamilton E. Holmes serves as the terminus of the western Blue Line; therefore, several parking lots were constructed to accommodate end of the line park and ride customers. As evidenced by the parking utilization statistics, only about a third of the parking is currently used. This situation presents opportunities for joint development. However, any development in the parking areas will need to preserve an adequate amount of parking for transit patrons.

There are several acres of land that present development possibilities at the station. There are 4 parking lots that are either unused or could become available for joint development. The map below illustrates the location of the lots around the station. Northwest Lot 1 and Southwest Lot 4 are currently the only occupied lots surrounding the station. Both Northeast Lot 1 and Southeast Lot 4 are unused. There is an undeveloped tract of land consisting of +/- 1.8 acres. This tract does present some challenges due topography, size, and configuration.

### Land Use Entitlements

There are a total of three zoning districts that traverse the boundaries of the station. The majority of the station is zoned C-3 Commercial-Residential. The intent of the C-3 district is to provide for moderate to high-intensity mixed-use type development, generally at major intersections or along roadways of regional significance. The second district is the C-2 Commercial Service district. The intent of this district to provide a broad range of sales, service, and repair activities in addition to encouraging residential use as a principle use or in mixed use developments. Lastly, a small portion of the station area is within the C-1-C Community Business conditional district. The intent of the district is similar to the C-2 district; however, the development intensity is not as great. The station will need to be rezoned to a more TOD conducive zoning district.

The C-2, C-3, and to a lesser extent the C-1-C districts are generally compatible with the density recommendations guidelines contained in MARTA's recently adopted *Transit Oriented Development Guidelines*. As it stands now, the station development would have a maximum FAR density of 5. This FAR is in line with this station's typology. However, it would be more homogenous and conducive for TOD development to consolidate the three zoning districts under the C-3.

