



Kensington Station Master Plan

**Transit-Oriented
Development**

5.9.2023

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**DEKALB
FARMERS
MARKET**

I-285

N AVONDALE ROAD

**KENSINGTON
STATION**

**DEKALB
COUNTY
SERVICES**

**AVONDALE
ESTATES**

MEMORIAL DRIVE

COVINGTON HWY



“

the planning history of this site is long... i'm hopeful that not only in partnering and working with MARTA that we're going to come up with a terrific plan and an exciting plan - but that it does stimulate the investment from the private sector to go ahead and develop the parcel to the vision that has been agreed upon by the residents and all the stakeholders...

”

**Andrew Baker, Former
Director of Planning
and Sustainability for
DeKalb County**

This plan is bigger than the station.

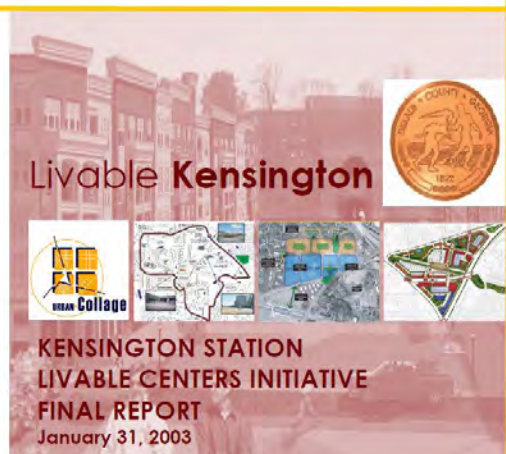
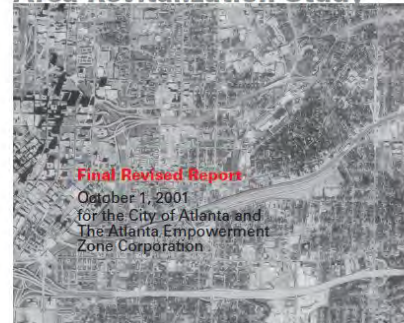
In early 2020, MARTA submitted a rezoning application for Kensington Station to advance transit-oriented development. DeKalb County Board of Commissioners and District 4 Community Council directed MARTA to first undertake a master planning process with a robust community engagement process, and then at the conclusion of the planning exercise, resubmit a rezoning application that supports the development of a dense, mixed-use community. **This effort is that master plan.**

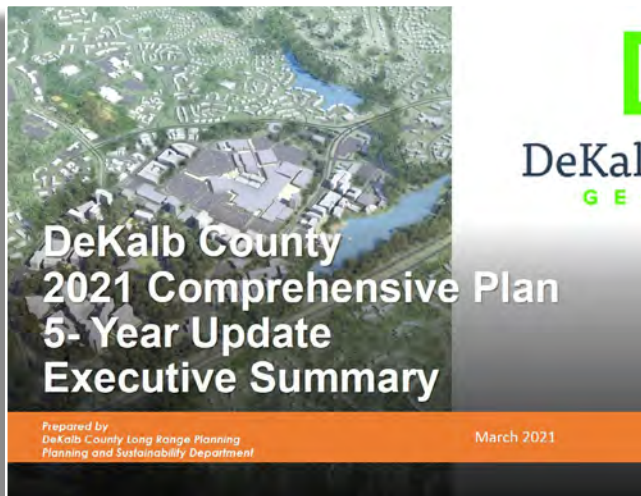
This master plan is one of many previous and ongoing planning efforts in the area. Meaning, this plan is built on a series of conversations that continuously share the community's future and present needs at Kensington Station. A successful redevelopment here will rely on the station's surroundings and other efforts to benefit the community. Today, there are public initiatives to improve nearby corridors and extend regional trail networks; there are also private investments in major housing developments on nearby properties. Kensington Station should leverage these efforts to better connect and serve its neighbors.

This is Kensington's opportunity to evolve as a community destination – serving longtime legacy neighborhood residents, new residents, and future residents at the station. This plan embraces a collective vision where high-quality, transit-oriented development (TOD) connects beyond its edges. And, most importantly, it starts with rezoning the property.

MARTA needs to rezone the property to a zoning district that supports high density and TOD. MARTA's ultimate goals for the master plan are to rezone their property, attract a development partner, and establish a vision for redevelopment.

Memorial Drive- Martin Luther King, Jr. Drive Area Revitalization Study





This plan is about successful transit-oriented development.

MARTA's 2010 Transit-Oriented Development (TOD) Guidelines establish a baseline for redevelopment at each of the transit stations based on station type. More information on these guidelines is described on page 54. MARTA expanded these TOD Guidelines with detailed, Kensington-specific goals, as shown below, and a set of design parameters, as shown in Chapter 3.

Ultimately, this plan's goal is to submit a rezoning application that will rezone MARTA's property to a zoning designation that supports TOD and

matches DeKalb County's Future Land Use Plan in the 2050 Unified DeKalb Plan (the County's combined Comprehensive Development Plan and Comprehensive Transportation Plan).

Other goals, described below, are to: encourage a mixed-use, walkable environment and new approach to parking; improve multimodal access and safety; offer a variety of housing choices; and, increase ridership that generates revenue for MARTA.

01

Encourage a mixed-use, walkable environment with housing, retail, office and a new approach to parking.

02

Improve multimodal access and safety (to station entrances on the streets around the station).

03

Offer a variety of housing choices at different price points.

04

Increase ridership and generate revenue for MARTA.

05

Apply for rezoning on the MARTA property that will allow for housing density and a mix of uses that support transit.



“...we committed to the community at the height of the pandemic that we would go through a master planning process prior to initiating a rezoning. We have to rezone these 35 acres to support the level of density and types of uses we want to see...”

Debbie Frank, Director of Transit-Oriented Development for MARTA



Creating spaces that can be used for arts organizations, rehearsal studios for dance companies, artist studios or subsidized artist space.

Pharmacy, especially now that they have closed Rite Aid.

Activities, interactive greenspace for all ages - there is a lot of green space in the area, but all of it is fenced and has signs that say "no trespassing."

Prefer to walk not drive (20-30 min) everywhere.

For non-regular riders, they would use the station more if retail, food and beverage and other services located here

We may have resources in the community already, but people don't know about them and they are underutilized.

Co-work space

Would live here if possible and visit if there was something to do.

A park, water

Want to live in a senior apartment that doesn't require having a car. Unless you have a car, this is a food desert

Enough greenspace for future residents

Ridership safety - the community needs to know what safety precautions are put in place to change public perception; patrolling officers and lighting.

Pet friendly housing options.

Accessible paths for wheelchair users - specifically crossing Kensington Road

Restaurants and coffee shops (lots of people love coffee!) - Memorial Drive has restaurants but they are too far away from the station to walk to.

Love, peace, happiness

Connect to the bike path in Avondale that goes to Stone Mountain

Need to think about the streets around the station that make it an island.

Need to work with GDOT - they've done it before.

Retail - maybe make a future storefront for MARTA Market, especially given what we've heard from the community.

Quick and easy access to goods and services.

Kensington is nice that it is kind of situated in nature - try to preserve that as much as possible.

Food truck days to use the vacant parking

Grocery Store (Kroger) - something that is easy to walk to; right now you have to drive or take the bus to grocery stores. Doesn't need to be big, just somewhere to get the essentials.

Restaurants and coffee shops (lots of people love coffee!) - Memorial Drive has restaurants but they are too far away from the station to walk to.

Some seniors want to downsize because managing a house becomes too much to handle.

Recreational spaces for kids and youth to keep them engaged. Affordable housing - not just one level of income - that also accommodates those with disabilities and seniors.

This area needs everything for everyone.

Need jobs on and near MARTA - restaurants and businesses provide jobs - and it will allow employees to take transit to work, rather than drive.

Ownership with ADUs

Community services - medical spaces, recreation center, educational activities, amphitheater (closest one is Lithonia).

Would prefer housing that helps her to interact with her community - something that doesn't feel available in larger apartment buildings.

Since the pandemic in person shopping isn't as big of a draw. Prefers to shop at specific niche places where they know the owners.

Outdoor seating with retail space, overlooking the green spaces.

Would be good to have some ownership units so that people can earn generational wealth.

The investors have made it hard to afford to live in the area, especially with increases in property taxes.

Reasonable prices for everything

MARTA should make a program for homeownership (like a land trust model).

Parking should moved out farther from here and this should be a neighborhood station about people. It's time for the station to "grow up."

There are plenty of strip malls with a bunch of parking spots that could be used for MARTA, and shuttles could take riders to the stations.

Affordable housing for seniors and those with disabilities

MARTA Reach was loved the program and it should be expanded.

Safe, walking trail (2 miles is a good distance).

Hiking trails, a lot of people from the community currently use the Towers High School track for walking

Safety, cleanliness, good lighting

Seating areas & benches

Concert at the park/ MARTA green space

I am excited about what the future has in store.

Need landscape strips adjacent to the roads that support mature canopy shade trees.

Concerned about new development gentrifying this area and ensuring affordability for long-time residents (especially seniors).

parks and green space

Ability to bike to the station and bike parking, ev charging capabilities for commuters. for people to feel safe using this public amenity

Better lighting especially for early mornings and late evenings when the sun is down.

Restaurants and other retail to make better use of the parking lots.

Restaurants and ability to bike to them.

Improved electronic signage (recently has been done, which is good), better and accessible public restrooms.

Last-mile connectivity to get to and from the station.

The MARTA Reach program was well-liked in the community.

Keep the soccer field open for the community

Create its own little city, envision people living there might use the Memorial corridor more

More community centers for our youth

It would be great for it be cohesive between Avondale, but fears it might feel like its own little island

Concerned about development fronting both sides of the road so that Kensington Station does not feel like an island

Brewery tours between all the stations with all the new breweries popping up; should have things for all ages

Hope that people will promote the new retail but fears increase in traffic, particularly on residential streets in nearby neighborhoods

senior living

Avondale residents are in a unique position halfway between Avondale Station and Kensington Station so there will likely be some people from Avondale who start walking here because it is closer.

urgent care

Small retail that entices people to walk (i.e. coffee, café, entertainment) in addition to pedestrian safety that makes it really happen

More stores for children

Placemaking - a place that you want to go visit, spend time in, vitality and people

Integrate sustainability into the development and landscape (i.e. native planting, stormwater parks)

Happy with the amount of greenspace shown and loves to have as much sustainable landscaping integrated as possible

Community unity

Interested in how the buses are integrated into the overall design; the environment for bus ridership should feel comfortable, clean, and inviting

Community engagement at station soccer

More housing & walkable areas around transit centers

Keep station soccer!

Affordable retail locations for small businesses. Concerns about diversity of residents - rising rents make it tough for middle income

Keep green spaces, build trails with beautiful trees

Improve crosswalks for disabled and elderly

Exercise stations, dog walk, park space

Permanent affordable housing

Housing for starting singles and couples

Bike path connecting Rockbridge

Wider sidewalks for groups to walk

Avondale is nice walk, slow speeds, trees, crossing highway is difficult

Escalator access to and from the platform on both ends - or ability to access both ends from concourse

Features for aging in place

It is not (currently) safe or enjoyable to walk to libraries/grocery/bus stops.

Ridership safety

The streets around here are very unsafe. I only live 1 mile from here and don't feel comfortable biking because of how bad Covington Hwy and Memorial Drive are.

housing

Expand sports type facility to include volleyball, basketball, etc.

Tree-lined promenade by the Town Green, 10-20' for art festivals and tents

This plan involved the community.

COMMUNITY INPUT

The planning team used multiple methods of engagement to collect hundreds of comments from community members around Kensington Station. From on-site events to virtual engagement to focus group sessions – stakeholders from many different age groups, ethnicities, and backgrounds participated. Several residents attended the original ground-breaking ceremony for the station. Other residents were raised here, lived here many years, or recently moved here for better access to transit. While discussions often centered around similar topics, each participant brought their own unique perspective of the station and its future.

ONE MAJOR POINT WAS CLEAR

Community members are ready to see progress at Kensington Station. Decades of planning have uncovered the same themes, and residents are eager to witness progress. The community is ready for MARTA to take action as soon as possible.

The quotes to the left are just a glimpse of the community's narrative. Their story started well before this planning process, and their story will continue forward as Kensington Station is transformed by MARTA, future development partners, and the broader community.

DeKalb should be working with MARTA to make this whole area more walkable with green spaces and better streets

Give it a smaller village look and feel

Really like the idea of an expandable event space.

Can the stormwater park have a pond with ducks, or even paddleboarding?

Connect this drive to Mountain Drive creating a low speed, pedestrian friendly through street.

Need affordable housing

Love the idea of a park. Needs to be beautiful, with a walking path, playground, and some other activities for all the families who will be living there.

This is one of the last intown areas with affordable rentals that is walkable to MARTA. As a local homeowner, I want increased housing affordability and access!

To see visible progress - some phase of the project actually completed.

I would love to see this TOD integrated into the overall look and feel of Avondale Estates, with thoughtful materials and design, character, local businesses instead of chains, a complete street, a focus on pedestrians instead of cars, etc.

Higher density, mixed-use development.

Community input is really important. I'm glad I have the opportunity to add my voice here and I hope you all listen to our voices rather than the voices of the developers, the speculators, and the out-of-community retailers

A YMCA and recreation facilities are highly appealing.

Jobs, such as research and healthcare centers.

Mixed-income housing should be a part of any development around Kensington Station.



Make sure the housing stays affordable for legacy residents. Expand fresh market in the mean time

Yes, expand fresh market daily or 3x a week

Artwork throughout

We need MARTA for everyone!

Every day should feel this special at Kensington!

Great job DeKalb! I love the initiative!

This is an extension of Avondale; should complement existing businesses in Avondale and not duplicate

Sitting areas

Make the area vibrant and exciting to live near

In favor (of high-quality retail and restaurants) but only if reliable affordable housing measures are put in place.

Choose locally, Black-owned businesses

A mix of housing price points will bring diversity to the area

Green spaces

Be diversity friendly with lots of activities for families

Better pedestrian and bike access

What are the plans for the DeKalb County facility?

More community youth involvement

Concerned about new development gentrifying this area and ensuring affordability for long-time residents (especially seniors).

dog park

Amphitheater could be good for community events and concerts

Resources to teach and take classes

Grocery store

Affordable housing is made a priority so that new amenities don't induce gentrification

Senior exercise facility

Jazz concerts for people to go relax

Bike trails

There is a lot of development on Covington Highway, which will bring more people, and they need places to go



**This site's challenges
can realize big
opportunities.**



Chapter 01

The Opportunity

Kensington is special

REGIONAL CONTEXT

The anticipated growth of the Atlanta region and the increased development pressure in central DeKalb County makes Kensington Station uniquely positioned to grow into a neighborhood destination and a regional connector. It has long been envisioned as a regional center. In 1976, the original plans for Kensington Station and Indian Creek Station pointed toward a bigger vision for TOD at a regional center. Like this plan, the original plans framed big ideas for an active and mixed-use station. Those big ideas took a different form than what we see today.

It has been nearly 30 years since the station was built in 1993. From transportation to technology, society has witnessed many changes within Atlanta, the nation, and beyond. It is time for Kensington to catch up to its community's needs. When the station was first built, it was the end of the Blue Line, and its parking lots were sized to attract commuters who would park to take the train or bus. Today, Indian Creek Station is the "end of the line" station, and development around Kensington is evolving toward less car dependency. The community has changed, and Kensington's role in the MARTA system can change, too.

In MARTA's Transit-Oriented Development (TOD) Guidelines, Kensington is classified as a Commuter Town Center, which means it can serve as a park-and-ride, and function as a town center with a mix of uses and a strong residential base (see page 54 for a detailed description). This means

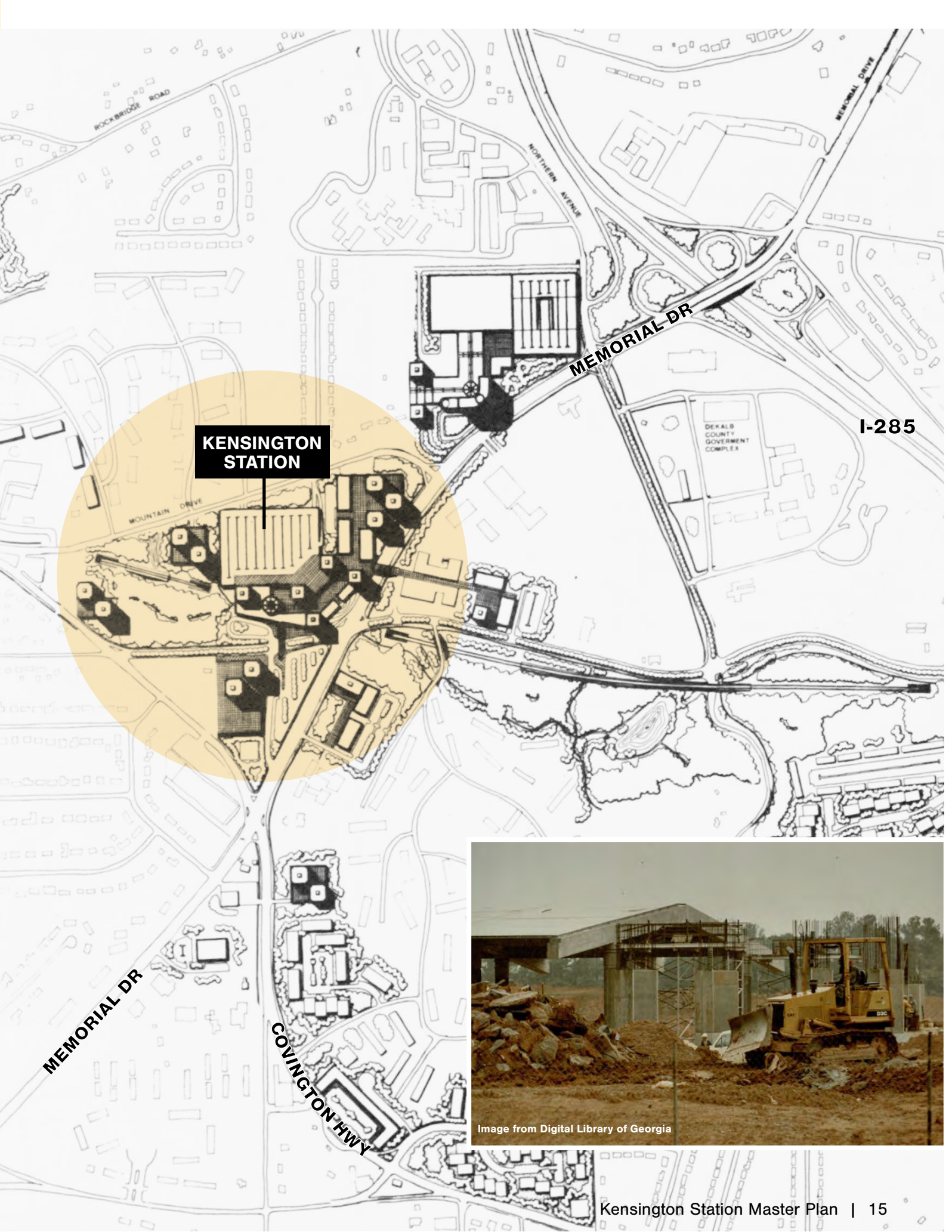
that the station's redevelopment should be dense enough to accommodate a growing population and support transit, all while blending with adjacent neighborhoods and new housing developments that are underway. Improved site access should leverage broader regional networks to provide more purposeful connections into the station and greater connectivity for pedestrians and bicyclists. It should allow bus service to expand and serve the growing demand from neighboring counties. Finally, the station should employ a new parking approach that prioritizes transit use while providing enough parking for MARTA patrons.



"The rapid transit stations will serve a large number of people as both commuter and destination stations. Opportunities exist to create a community center which provides needed public services and a community focus."

**Quote from page 28 of the original 1976
Kensington Station Master Plan**





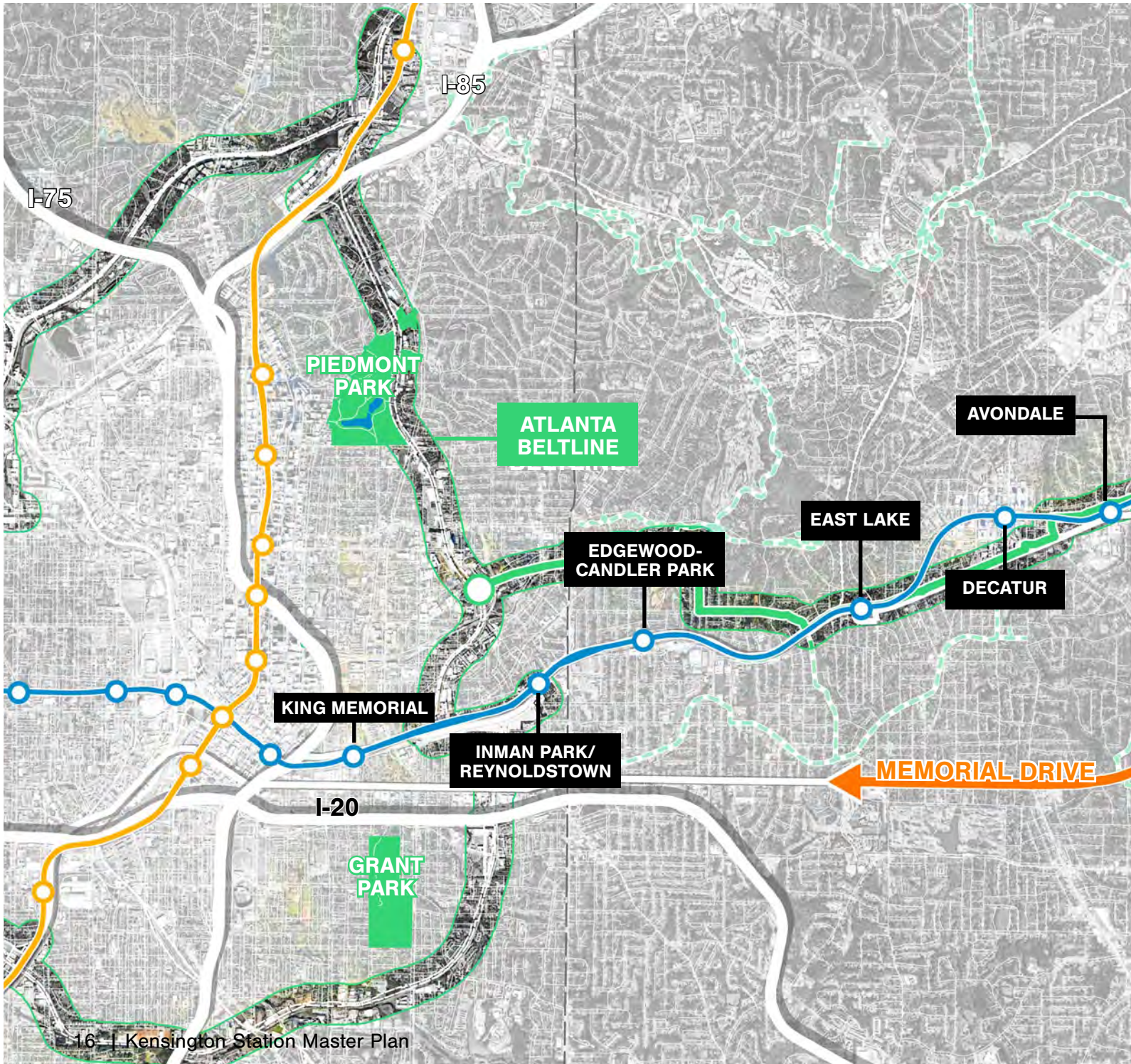
**KENSINGTON
STATION**



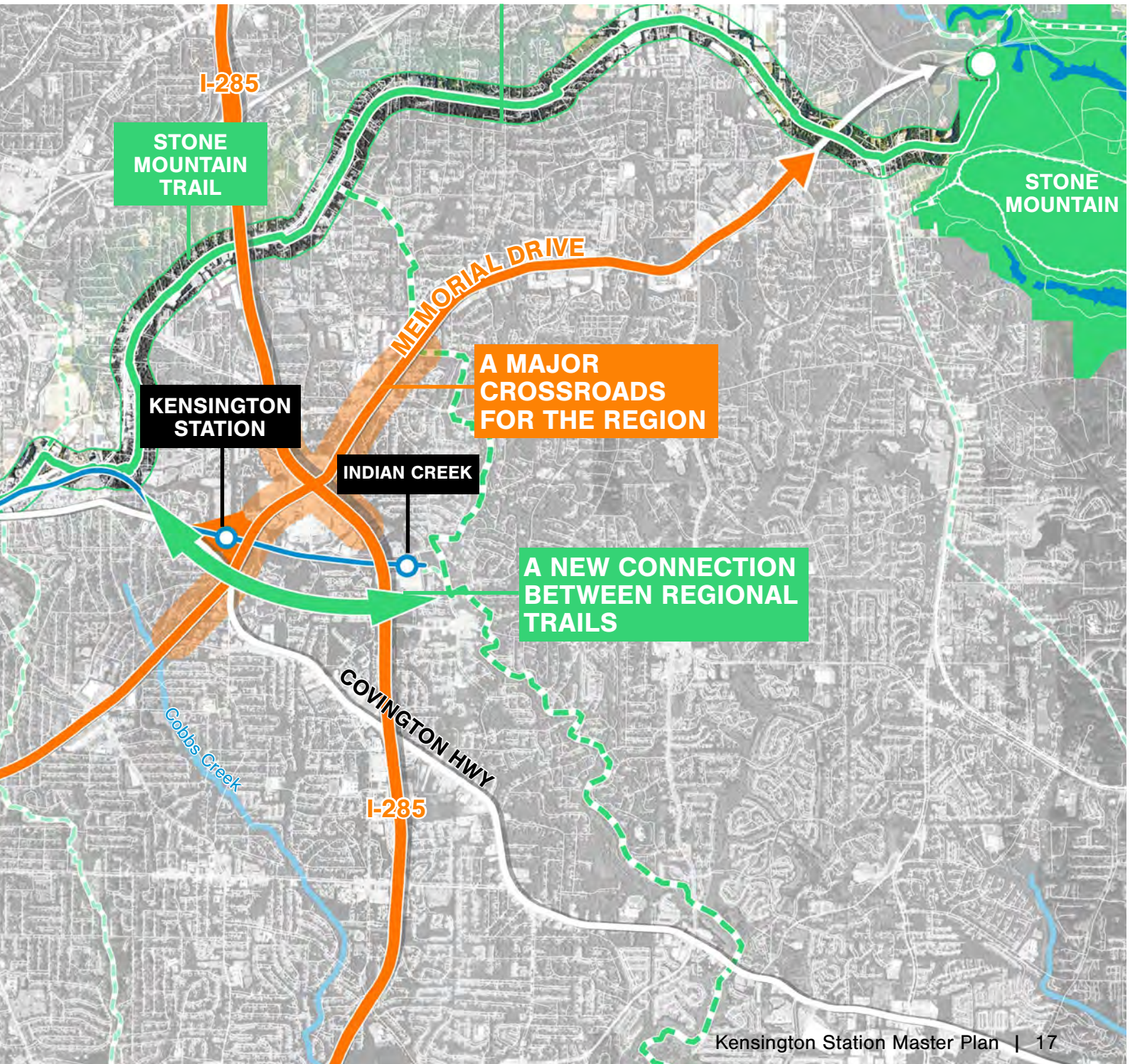
Image from Digital Library of Georgia

THE OPPORTUNITY

Kensington is a geographic center.

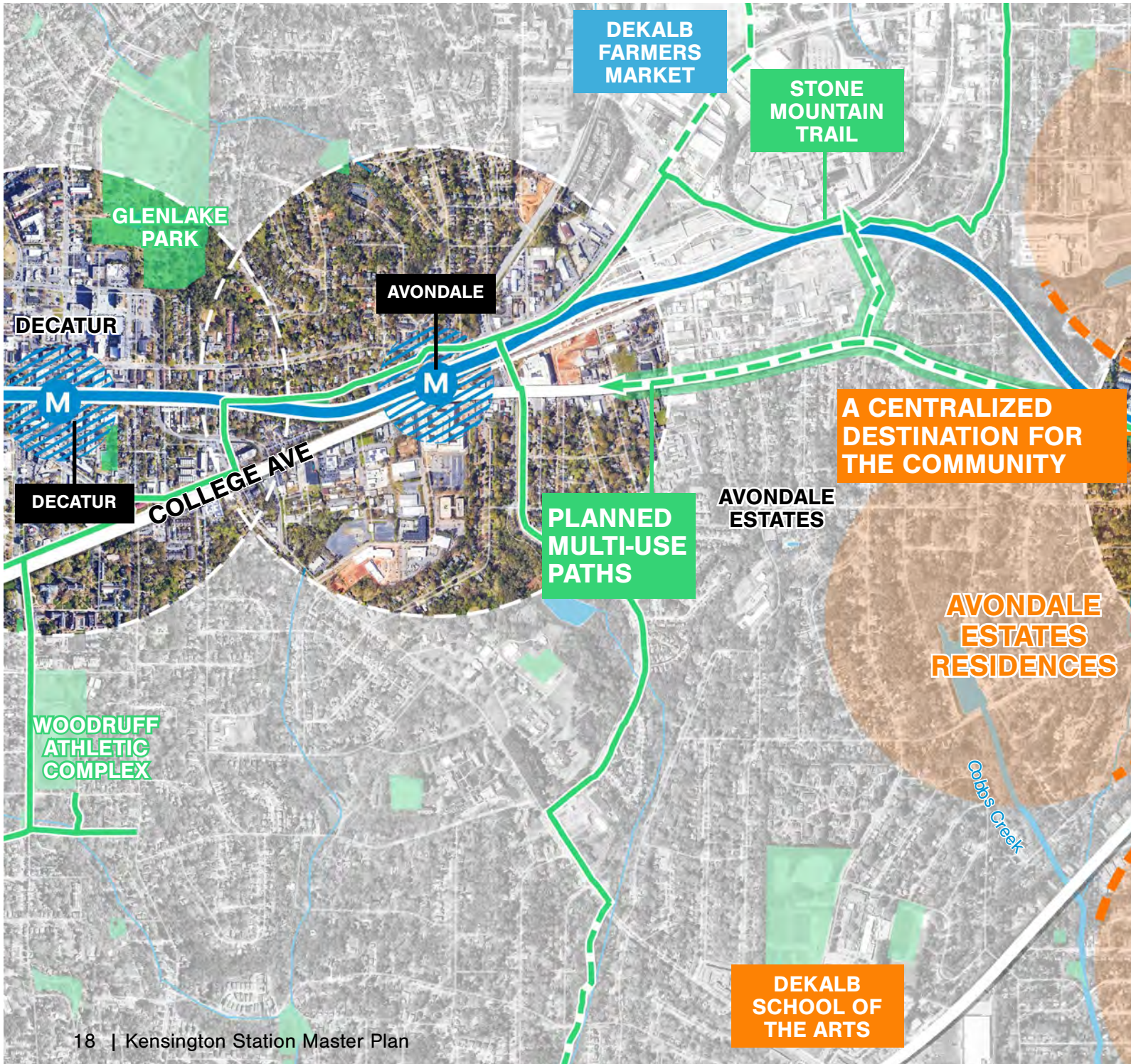


This station is a geographic center between regional anchors – 6 miles from the Beltline and 6 miles from Stone Mountain – connected by the Stone Mountain Trail that is a 15-minute walk away. This plan is an opportunity to connect transit with the region's parks and trails network.

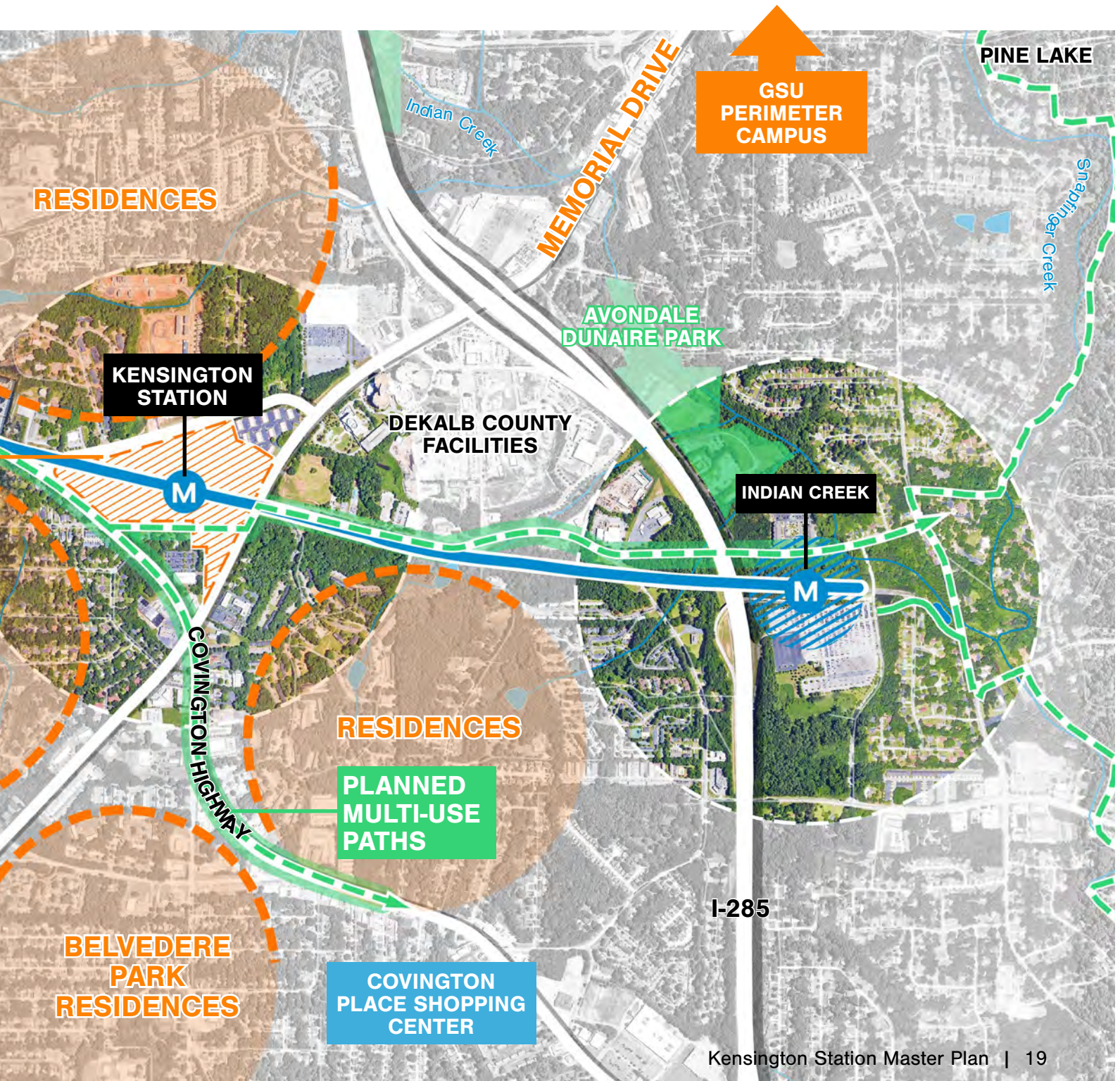


THE OPPORTUNITY

Kensington is a critical link.



This station is a critical link to local destinations – from Decatur Square to GSU’s Perimeter College and Covington Place Shopping Center. There is opportunity to use TOD to build a stronger local economy as the region grows.



THE OPPORTUNITY

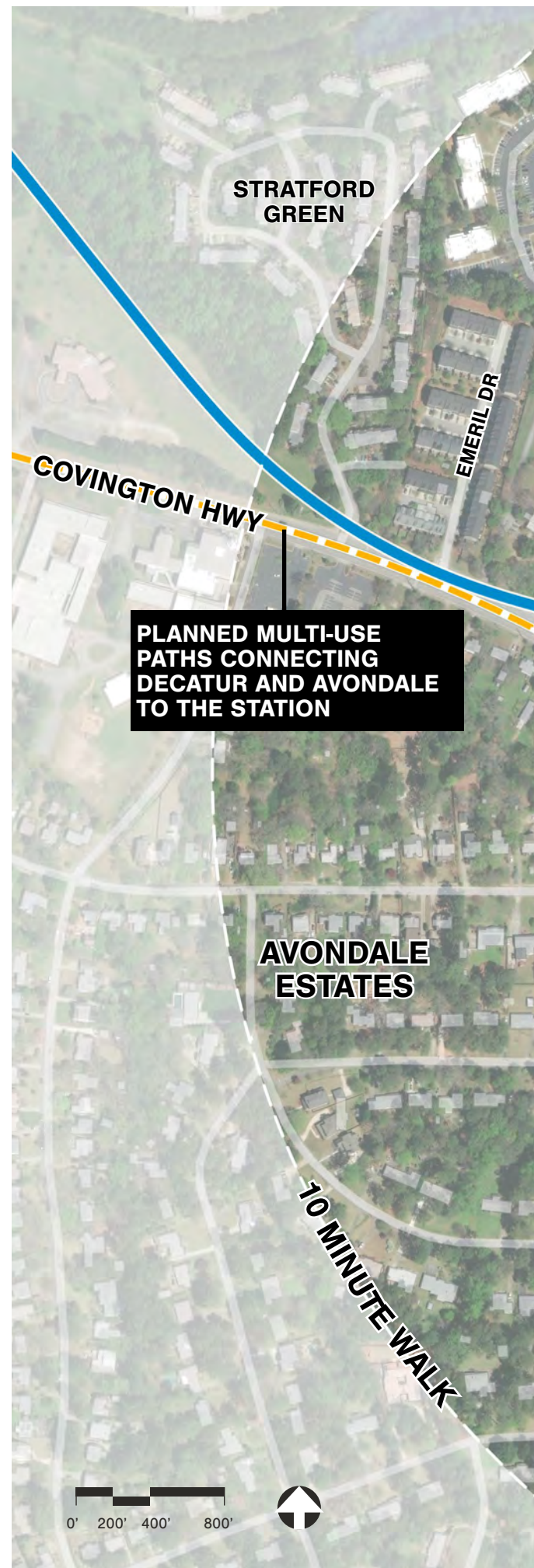
Kensington is a nexus for people.

A NEIGHBORHOOD DESTINATION

Kensington Station is a link between legacy neighborhoods and DeKalb County government facilities. Its redevelopment has the ability to bring residents, commuters, and workers within walking distance of every day necessities; how it is executed will define a new local destination for the community. Today, major arterial roads isolate the station from the surrounding residential neighborhoods and DeKalb County government buildings. With residential development underway on properties next to the station, now is the time to create a centralized and connected destination. The study area for this master planning process includes 35 acres between Mountain Drive to the north, Kensington Road to the south, Memorial Drive to the east, and Covington Highway to the west. It includes the station building, surface parking lots, and green spaces along the perimeter of the property.

“I moved to the townhouses across the street because of the MARTA station. I am excited to see how the empty space can be put to better use.”

Quote from a Focus Group Participant





DEKALB COUNTY TAX COMMISSIONER

AVONDALE HILLS TOWNHOMES

ICON AVONDALE APARTMENTS

PINE TREE CIR

PINE TREE CIR

AVONDALE PATTILLO UMC

FARRAR CT

STATIONSOCER FIELDS

PARK PLAZA

MOUNTAIN DR

KENSINGTON STATION

35 ACRE PLANNING AREA BEING REZONED

MEMORIAL DR

KENSINGTON RD

COVINGTON HWY

NEW HOUSING DEVELOPMENT UNDERWAY

DEPARTMENT OF JUVENILE JUSTICE

FUTURE SENIOR AND WORKFORCE HOUSING BY THE HOUSING AUTHORITY OF DEKALB COUNTY

MAJESTIC CIR

NOTTINGHAM DR

NEW HOUSING DEVELOPMENT UNDERWAY

WYNN DR

PLANNED TRAIL ROUTES (OTHER PLANS)

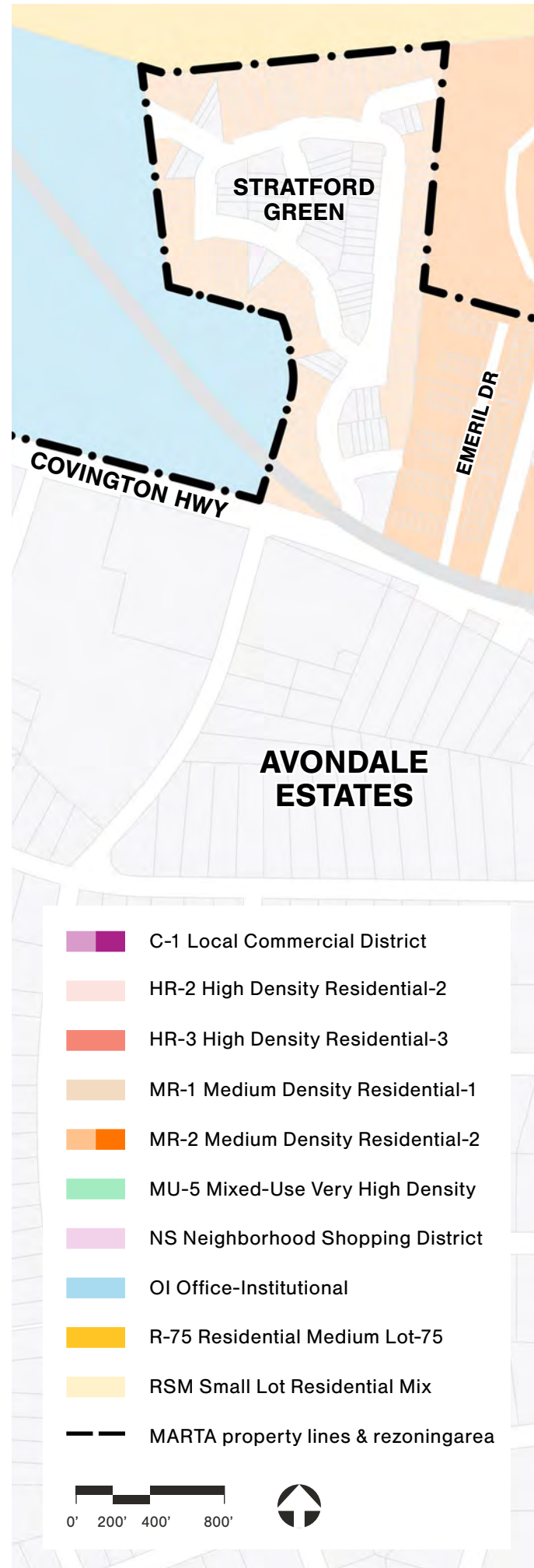
AVONDALE VILLAGE

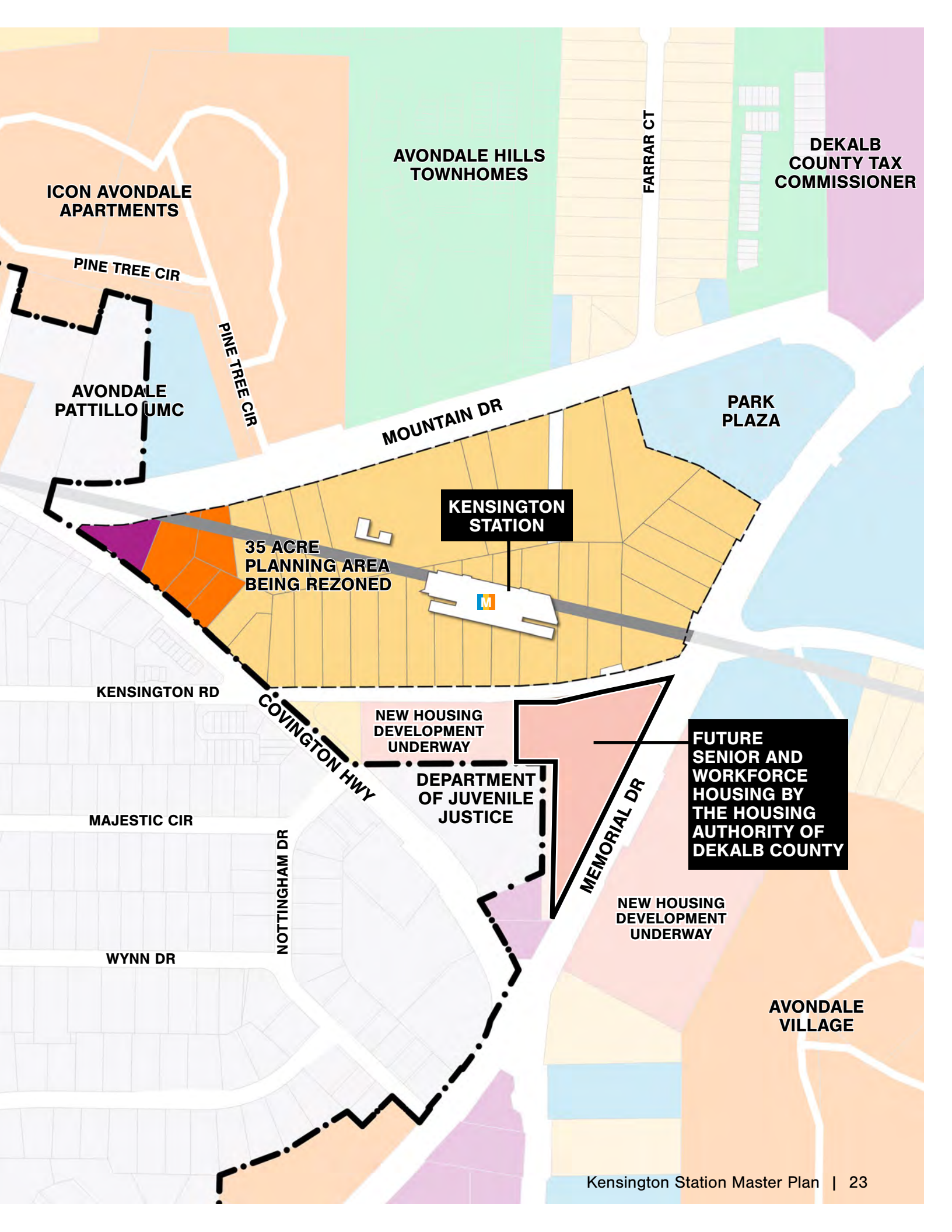
Existing Zoning Review

A CASE FOR REZONING

Kensington Station's site boundary includes multiple parcels and are covered by multiple zoning districts. The majority of these parcels are zoned R-75 Residential Medium Lot-75, which is a single-family zoning district. This district allows recreation, education, religious, and other civic needs, but does not allow the type of density required to support transit. No multi-family or two-family building types are permitted. Other parcels, like the ones at the corner of Mountain Drive and Covington Highway are zoned C-1 and MR-2 – these permit higher density than single-family but do not cover enough of the site to support transit.

MARTA's goal is to rezone all the parcels within the boundary to a single transit-supportive zoning district that aligns with the goals of the DeKalb Unified Plan. In 2022, MARTA submitted their rezoning application, which requested a rezoning to MU-5 Mixed-Use Very High Density. This district both aligns with the Unified Plan and is consistent with the surrounding context. Properties in Avondale Hills are MU-5 Mixed Use and properties south of the station are High-Density Residential. The purpose of MU districts is to encourage the development of mixed-use environments that reduce automobile traffic with multiple housing options, amenities and services, pedestrian and bicycle facilities, and a sense of community.





AVONDALE HILLS TOWNHOMES

DEKALB COUNTY TAX COMMISSIONER

ICON AVONDALE APARTMENTS

PINE TREE CIR

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AVONDALE VILLAGE

THE OPPORTUNITY

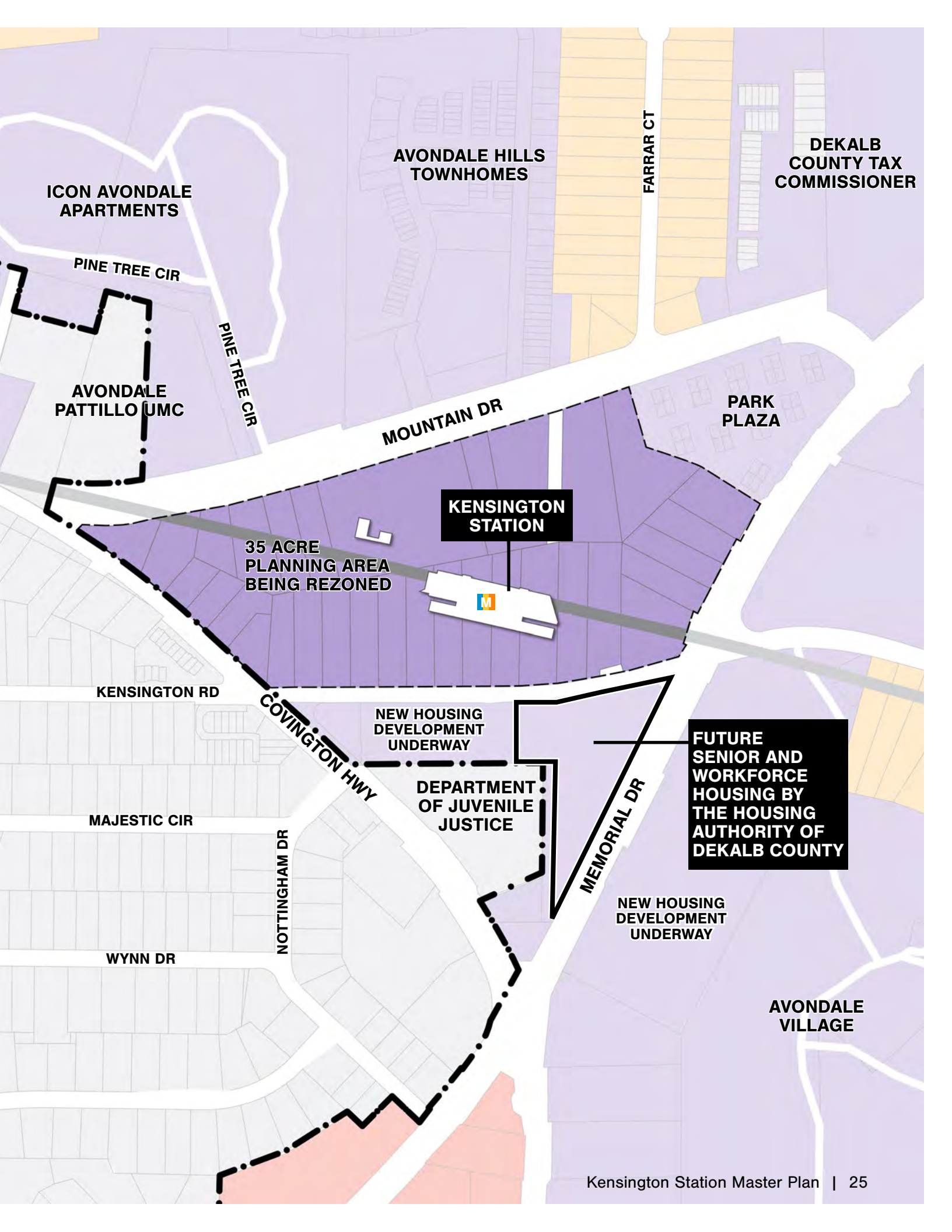
Future Land Use Review

VISION FOR THE FUTURE

DeKalb County recently completed the 2050 Unified Plan, which is a combined update to their Comprehensive Plan and Comprehensive Transportation Plan. This planning document is accompanied by a Future Land Use Map that sets the policy for land uses in the future in order to guide zoning and development. As shown to the right, the Kensington Station site falls within a Regional Activity Center, which is a high-density character area serving more than adjacent neighborhoods. Regional Activity Centers are intended to have a mixture of uses and higher density residential. Most of the area surrounding Kensington Station also falls into this category.

Regional Activity Centers are supported by multiple DeKalb County zoning designations, including Medium-Density Residential (MR-1, MR-2), High-Density Residential (HR-1 to HR-3), Mixed-Use (MU-1 to MU-5), Office-Institutional (OI, OIT), and Commercial (C-1, C-2).





ICON AVONDALE APARTMENTS

AVONDALE HILLS TOWNHOMES

DEKALB COUNTY TAX COMMISSIONER

PINE TREE CIR

FARRAR CT

AVONDALE PATTILLO UMC

PINE TREE CIR

MOUNTAIN DR

PARK PLAZA

KENSINGTON STATION

35 ACRE PLANNING AREA BEING REZONED

KENSINGTON RD

NEW HOUSING DEVELOPMENT UNDERWAY

FUTURE SENIOR AND WORKFORCE HOUSING BY THE HOUSING AUTHORITY OF DEKALB COUNTY

COVINGTON HWY

DEPARTMENT OF JUVENILE JUSTICE

MEMORIAL DR

NEW HOUSING DEVELOPMENT UNDERWAY

MAJESTIC CIR

NOTTINGHAM DR

WYNN DR

AVONDALE VILLAGE

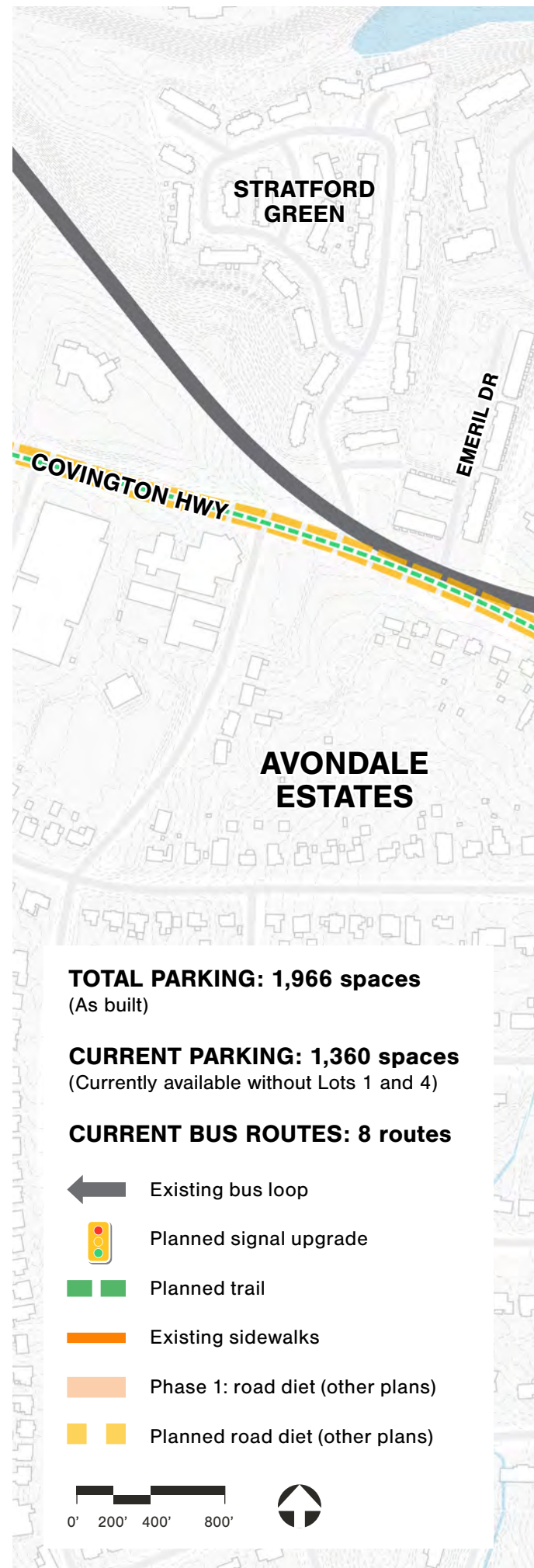
Mobility Analysis

STREETS

Kensington Station is surrounded by four auto-oriented corridors – Memorial Drive, Covington Highway, Mountain Drive, and Kensington Road. Covington Highway and Memorial Drive have relatively high traffic volumes, and Memorial Drive's connection to I-285 creates most of the traffic on the corridor. Next to the station, Memorial Drive is 7 lanes wide, Mountain Drive is 4 lanes wide, and Covington Highway and Kensington Road are each 5 lanes wide.

These streets currently prioritize vehicular movement over pedestrian connectivity. All of them have inconsistent and narrow sidewalks next to travel lanes, along with very wide pedestrian crossings at intersections. These conditions impede pedestrian use and encourage speeding. Kensington Road and Mountain Drive do not carry as much traffic as they are designed to accommodate – meaning the number of lanes could be reduced to improve pedestrian conditions.

Many programmed and long-term improvement projects surround the station, including traffic signal upgrades, multi-use trails on all four boundary streets, and road diets on Mountain Drive and Covington Highway. Memorial Drive, Covington Highway and Mountain Drive are state routes, meaning that changes to these roads will require coordination with the Georgia Department of Transportation (GDOT).



AVONDALE HILLS TOWNHOMES

ICON AVONDALE APARTMENTS

FORMER PARKING LOT 1:
NOW STATIONSOCCER

PARKING LOTS 2 & 3:
DAILY PARKING (FREE)

AVONDALE PATTILLO UMC

PARK PLAZA

PINE TREE CIR

MOUNTAIN DR

FARRAR CT

MEMORIAL DR

KENSINGTON STATION

PARKING LOT 4
(CLOSED): OVERFLOW &
SPECIAL EVENTS PARKING

8 BUS ROUTES: 8,
21, 86, 115, 119,
121, 125, 221

KENSINGTON RD

COVINGTON HWY

244 units
PHOENIX STATION
(affordable housing)

130 units
KENSINGTON POINTE
(affordable senior housing)

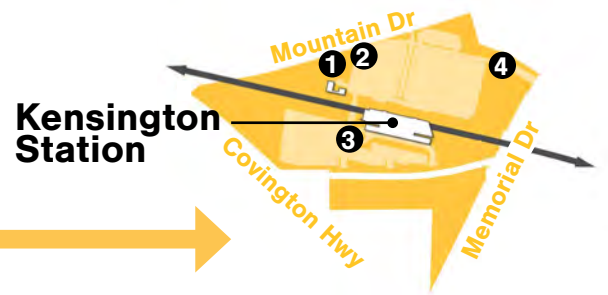
PARKING LOT 5:
LONG-TERM PARKING
(PAY TO PARK)

MAJESTIC CIR

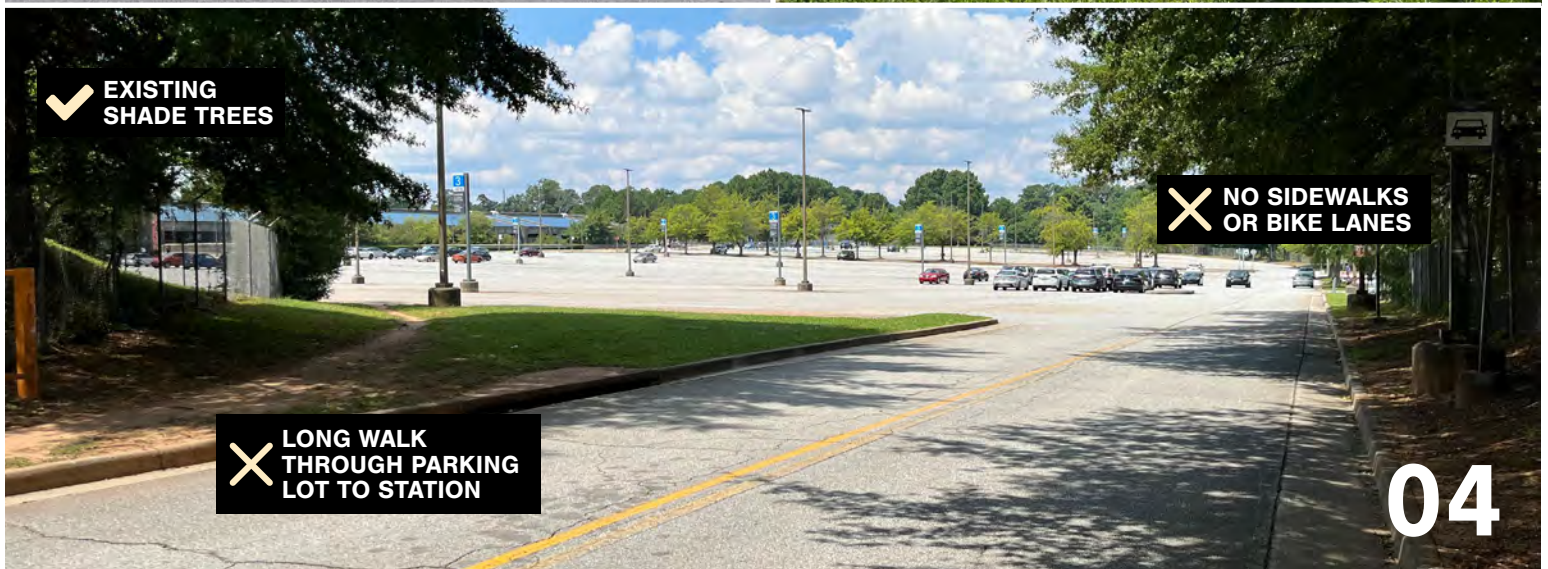
NOTTINGHAM DR

476 units
MULTI-FAMILY HOUSING
(20% affordable units)

AVONDALE VILLAGE



key map



Mobility Analysis

PARKING

Kensington Station was built with five surface parking lots with ample parking (more than 1,900 spaces). These large lots were built when Kensington was the final station on the Blue Line. Currently, Lot 4 is unavailable due to construction staging, and Lot 1 was replaced with Station Soccer in 2022. Long-term airport parking was also recently removed, but MARTA intends to reinstate it. In addition, MARTA will resurface the parking lots in 2023.

Before the pandemic, parking utilization at Kensington was typically around **69%**. However, recent counts indicate only **20%** of the parking spaces are used on average, except during large events in Atlanta, like the Atlanta Falcons and Atlanta United games. Low utilization is an opportunity to reduce the overall number of MARTA patron parking spaces in Kensington's future redevelopment.



Ability to bike to the station and bike parking, EV charging capabilities for commuters, for people to feel safe using this public amenity.

Comment from an Online Open House event participant



TRANSIT

Kensington Station is part of the east- and west-bound MARTA Blue Line, and is one of the most heavily used train stations in the 38-station system. A train ride from Kensington to Five Points Station in Downtown Atlanta is about 17 minutes, and a trip to the airport is 33 to 53 minutes depending on connection times. Trains arrive from each direction every 20 minutes.

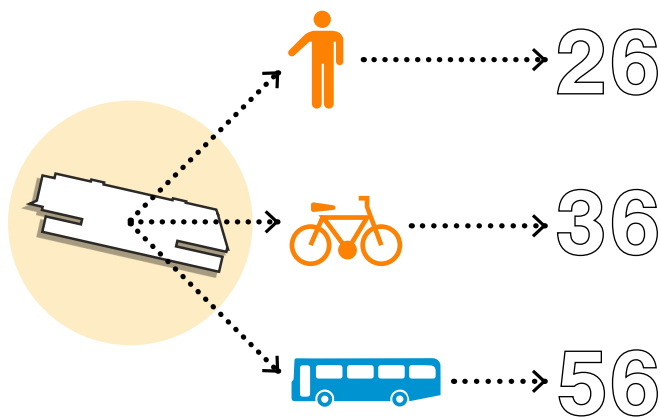
Kensington bus riders have easy bus bay access from the train platform by taking an escalator or elevator up one level and exiting the fare gates at the center of the bus bay. However, pedestrian access from outside the station is limited by two side entrances cut into walls with minimal signage. Wayfinding (clear directional symbols and colorful signage) could be improved for an easier and smoother ridership experience.

Some connecting destinations for bus riders are Stone Mountain Park, Northlake Mall, and the Mall at Stonecrest. Today, 8 bus routes use the Kensington bus bays and are limited to 6 parking stalls. Buses have their own entrance and turn-around; however, bus operators said that the bays are over-capacity, and that they use the curve near the entrance to accommodate a 7th parking stall. As MARTA plans to expand this bus service due to rising demand in surrounding communities, they will need to expand the bus bay area to accommodate existing and new routes.

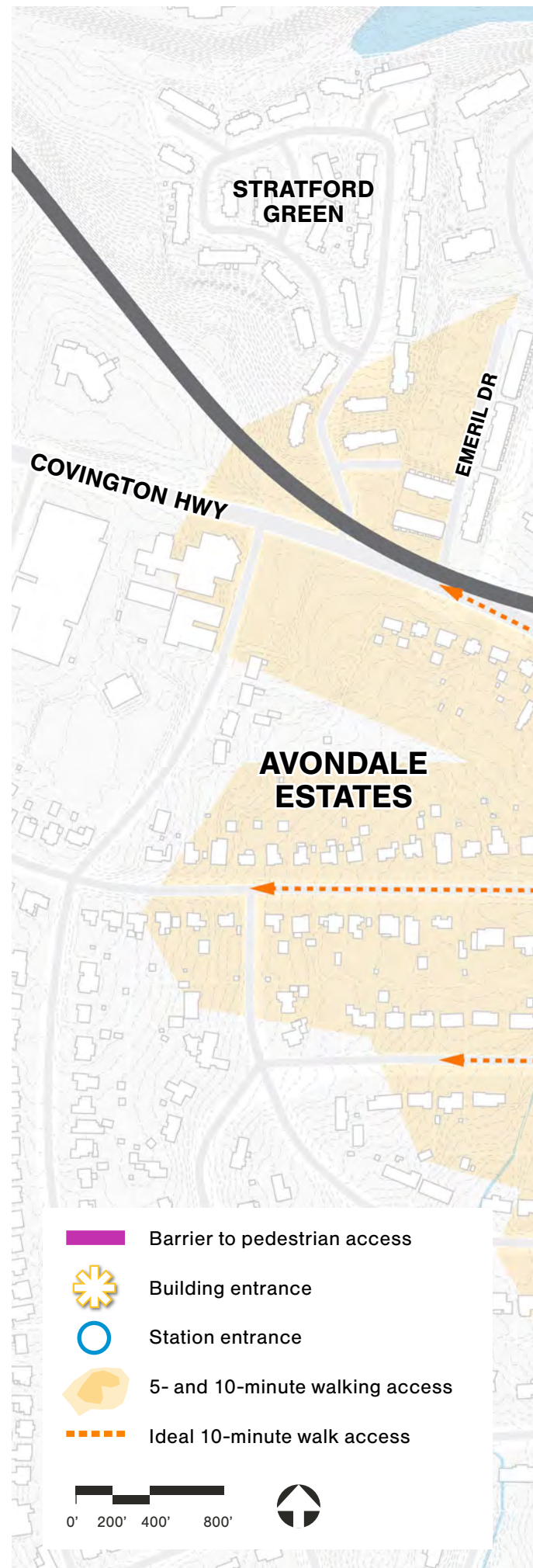
Walkability Analysis

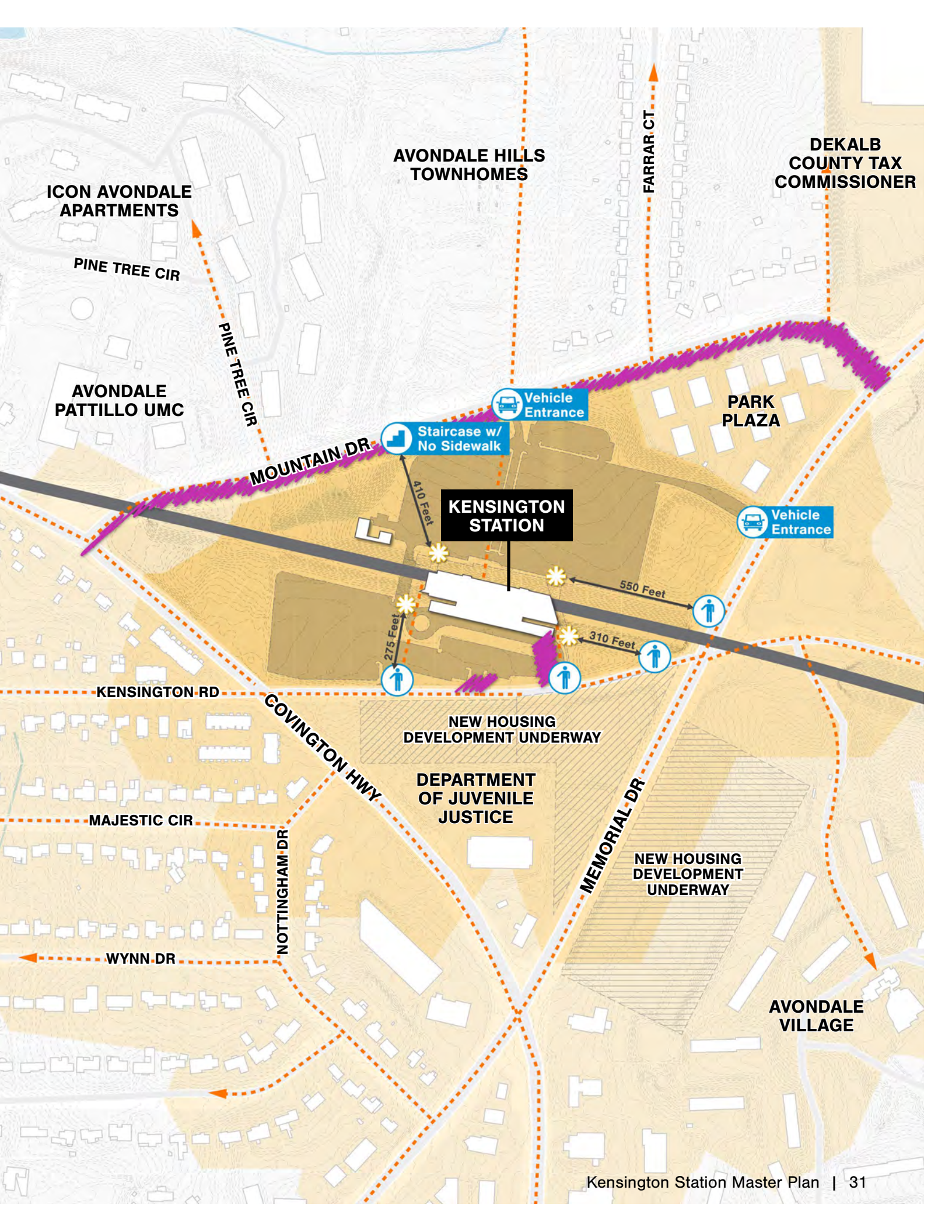
WALK SCORES

Walkscore.com was used to provide the "walk score" for Kensington Station. It provides a score on a scale of 0 to 100 by measuring multiple metrics, like amenities within a specific walking distances, number of intersections, population density, infrastructure, and more. Kensington Station's walk score of 26 indicates that most errands require a car. By comparison, Decatur has a walk score of 95, while Indian Creek station has a score of 14. A transit score of 56 indicates that good public transit options exist, and a bike score of 36 means that it is "somewhat bikeable" with minimal bike infrastructure in place.



As heard in the public input, walkability and bikeability needs to be improved at and around Kensington. Redevelopment should follow the TOD Guidelines and the design parameters in Chapter 3 to better connect pedestrians and bicyclists to the station.





AVONDALE HILLS TOWNHOMES

DEKALB COUNTY TAX COMMISSIONER

ICON AVONDALE APARTMENTS

PINE TREE CIR

PINE TREE CIR

AVONDALE PATTILLO UMC

MOUNTAIN DR

Vehicle Entrance

Staircase w/ No Sidewalk

KENSINGTON STATION

PARK PLAZA

Vehicle Entrance

NEW HOUSING DEVELOPMENT UNDERWAY

DEPARTMENT OF JUVENILE JUSTICE

NEW HOUSING DEVELOPMENT UNDERWAY

MEMORIAL DR

AVONDALE VILLAGE

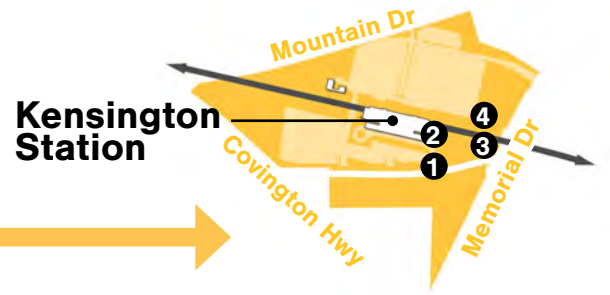
KENSINGTON RD

COVINGTON HWY

MAJESTIC CIR

NOTTINGHAM DR

WYNN DR



key map



Walkability Analysis

BARRIERS TO THE 10-MINUTE WALK TO & FROM THE STATION

Multiple barriers to safe and pleasant walking and biking conditions exist on the streets surrounding the Kensington Station property. The sidewalk network is incomplete and auto-oriented with narrow or no sidewalks next to wide travel lanes, and no bike lanes connect to the station. Additionally, the station property access points are separated by user groups (drivers, buses, pedestrians, and cyclists) and create an unsafe environment for pedestrians accessing the station. For example, the vehicular (northern) entrance from Memorial Drive has no sidewalks, so pedestrians must walk 400 feet south to the multi-use path unless they

choose to walk in the drive lanes. Once they reach this path entrance, they still need to walk another 550 feet (an entire city block length) to the building itself. Like Memorial Drive, pedestrian access to the station is limited from Kensington Road. The bus bay entrance from Kensington Road is strictly for buses. The only pedestrian access points are on the southeast and southwest corners of the station building, or from the train platform.

Mountain Drive is one of the largest barriers for pedestrians walking to the station. There are no sidewalks on the south side (station side) of Mountain Drive and no mid-block crossings for residents living across the street, but a large staircase and sign invites pedestrians to enter the station property (see page 28). The parking lot entrance from Mountain Drive is also missing sidewalks. Someone walking from Mountain Drive would still need to walk another 400 feet or more through the parking lot to a building entrance.

Finally, fencing encloses many areas around the station. This is necessary for some areas like along the train tracks, but feels unwelcoming around the detention pond, parking lots, green space at Memorial Drive, and along Kensington Road. Future redevelopment is an opportunity to remove these barriers and improve Kensington Station's walkability. New development would create destinations for walking, build a better internal street grid to nearby streets, and connect new paths and crosswalks for pedestrians and cyclists.



Walkable should mean not only that there are pleasant, safe sidewalks but also that I can handle most day-to-day needs simply by walking. Most crucially this includes having a walking distance grocery store.

Comment from an Online Open House
event participant



Ecological Assets Review

OPPORTUNITIES FOR USABLE PARKS & GREEN SPACE

Kensington Station is unique to its counterparts because of its ecological features. A dense tree canopy and hilly terrain place this station in an almost "park-like" setting. There are two primary ecological zones that flank the western and eastern edges of the station property. Today, these zones are fenced and separated from the station by seas of surface parking, making the green spaces unusable and inaccessible. Future redevelopment of Kensington Station should open these areas to the public as green space amenities and leverage nature as a defining character of this place.

The western zone has a dense tree canopy and fenced-off stormwater detention pond. Its trees hide the tracks and station building from drivers and pedestrians traveling on Covington Highway. The eastern zone is defined by knolls on either side of the tracks. The northern section is fenced-off from the public, while the southern section is accessible by a path connecting the station to Kensington Road and Memorial Drive.

Today, these zones block views and restrict pedestrian movement, but they present opportunities to balance redevelopment and green space preservation to create usable park spaces connected by trails.



AVONDALE HILLS TOWNHOMES

ICON AVONDALE APARTMENTS

PINE TREE CIR

PINE TREE CIR

AVONDALE PATTILLO UMC

STORMWATER ZONE:
CURRENT USE, STEEP SLOPES

ASSETS: KEY PEDESTRIAN ACCESS CORNERS, BUT MOST DIFFICULT TO DEVELOP.

KENSINGTON STATION

KNOLL OVERLOOK:
HIGHEST VIEW POINTS, WITH DENSE TREE CANOPY

WOODED HILLSIDE ZONE:
HILLY TERRAIN WITH DENSE TREE CANOPY

PUBLIC PROPERTY

NEW HOUSING DEVELOPMENT UNDERWAY

DEPARTMENT OF JUVENILE JUSTICE

FUTURE SENIOR AND WORKFORCE HOUSING BY THE HOUSING AUTHORITY OF DEKALB COUNTY

NEW HOUSING DEVELOPMENT UNDERWAY

AVONDALE VILLAGE

Development Feasibility Review

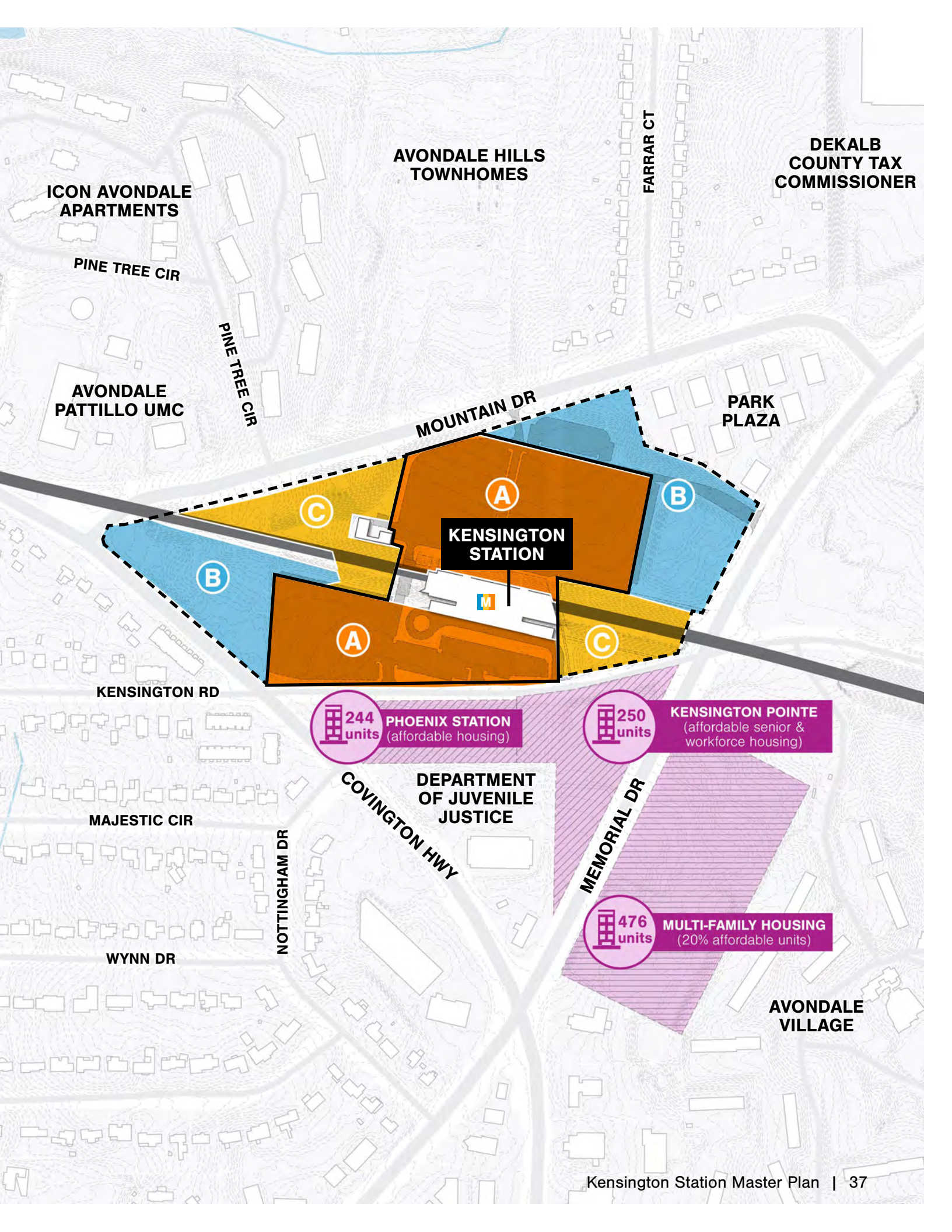
EASE OF DEVELOPMENT AND NEARBY PROJECTS

The Kensington Station property can be divided into three general zones of redevelopment potential, based on site conditions like topography and tree coverage, proximity to major corridors, and how MARTA currently uses the land. The easiest places to redevelop are currently used for parking lots, meaning they are relatively flat and easier to build on. They also have existing access points and are closest to the station. These areas are indicated in orange with an "A" on the map.

The difficult places to redevelop have steep elevation changes, dense tree canopy, and lack access points. However, these areas are also visual gateways from major corridors (Covington Highway and Memorial Drive) into the site, meaning they could support more retail or office in the future. They are indicated in blue with a "B" on the map. Still, these remain difficult to develop based on topography and limited access.

The toughest places to redevelop are areas spanning the tracks and small or irregular-shaped areas that cannot fit a large building to be financially feasible, or they currently accommodate the site's stormwater run-off. These are indicated in yellow with a "C" and may better serve as parks.





AVONDALE HILLS
TOWNHOMES

DEKALB
COUNTY TAX
COMMISSIONER

ICON AVONDALE
APARTMENTS

PINE TREE CIR

PINE TREE CIR

AVONDALE
PATTILLO UMC

MOUNTAIN DR

PARK
PLAZA

KENSINGTON
STATION

KENSINGTON RD

244
units

PHOENIX STATION
(affordable housing)

250
units

KENSINGTON POINTE
(affordable senior &
workforce housing)

DEPARTMENT
OF JUVENILE
JUSTICE

COVINGTON HWY

MEMORIAL DR

476
units

MULTI-FAMILY HOUSING
(20% affordable units)

MAJESTIC CIR

NOTTINGHAM DR

WYNN DR

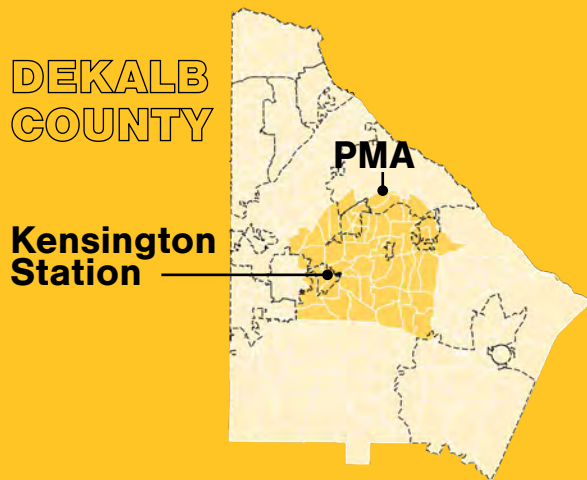
AVONDALE
VILLAGE

Market Study Summary

SUMMARY

The following market study identifies the type and amount of development possible in the next five to eight years at Kensington Station, including projects that are either planned or under construction. Many factors (population, age, income, educational attainment, work destinations, commute patterns, and housing expenses) were considered to provide a projection of future commercial and residential demand.

This analysis is limited to a specific study area, or Primary Market Area (PMA), defined here as the Decatur PMA and comprised of 47 Census tracts in parts of Decatur and Stone Mountain. The PMA is compared to DeKalb County to provide context for local population changes. Within the PMA, Kensington Station and Indian Creek Station were studied simultaneously to identify advantages at both locations. Some of the following data will compare the opportunities between these two stations.

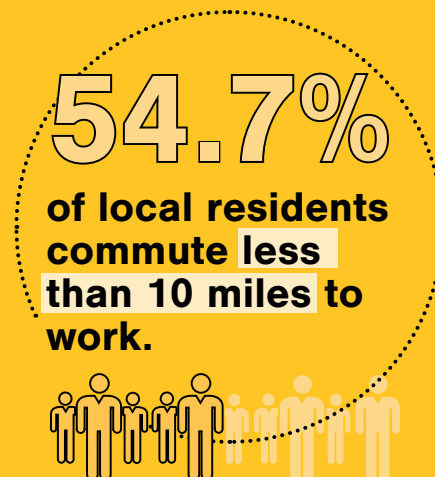
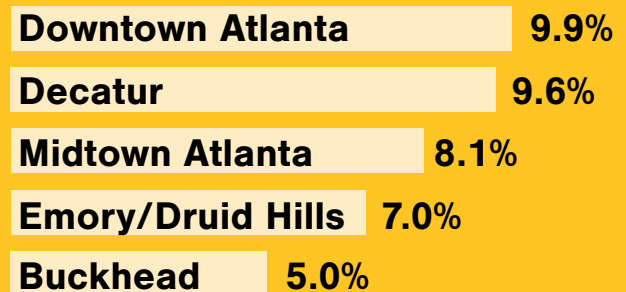


DEMOGRAPHICS

Employment

Local residents living within 2 miles of the station work throughout Atlanta, both locally and in other parts of the metro. About 18% of residents work in Downtown or Midtown – two of Atlanta's largest employment nodes. Another 16.6% of residents work closer to the station in either Decatur or Emory / Druid Hills. Other top work destinations include Buckhead, Sandy Springs, Atlanta Airport, and Cumberland, as indicated in the graphic below.

Top work destinations



Population and Age

Population growth in the PMA has been particularly strong in older and more affluent households, specifically in the 55+ age bracket with incomes above \$100,000 per year. DeKalb County shows a similar trend as households move further out of Atlanta's urban core. Meanwhile, population trends of younger and less affluent households have witnessed much slower growth. The share of households in the 34 and under age cohort and households earning less than \$75,000 per year have declined since 2000.

The PMA largely attracts a younger age group because of its affordability and convenience. The area around Kensington has nearly double the share of young residents than the area around Indian Creek. In 2020, only 20.8% of Indian Creek residents were between ages 18 and 34, compared to 40% by Kensington. Additionally, the share of

family households around Kensington and Indian Creek has decreased since 2010, but it has grown around Decatur, Scottdale, and Druid Hills.

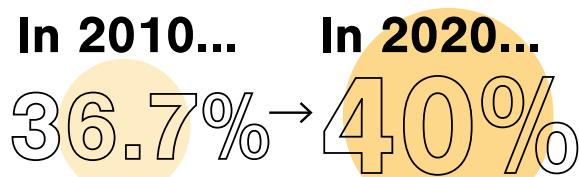
Renter Households

There are nearly 34,000 renter households within the PMA. Of those, there are many types of renters which vary by age, income, and type of household. Most renters are working class with about 68% earning less than \$68,000 annually, more than 54% are between the ages of 25 to 35, and the majority are single person or married couple households.

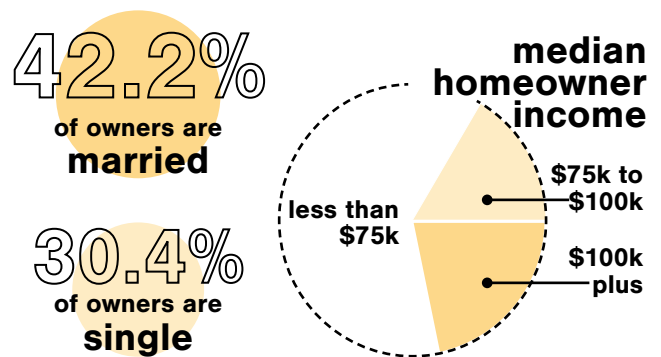
Owner Households

In the PMA, most homeowner households skew older — age 35 and older — likely from aging-in-place, and married couples make up the biggest share of homeowners (42.2%). Owners tend to be more affluent than renters in the PMA. 34% earn at least \$75,000 annually, the target income for new construction in the area.

Residents near Kensington Station Age 18 to 34



Homeowners in the PMA



Renters in the PMA



01 Working Class
68% of residents earn less than \$50K annually

02 Younger
more than 54% are between age 25 and 35 years old

03 Single/Married
60% of renters are either single or married couples

Market Study Summary

Education

Education is often tied to higher income potential and can be a strong indicator of neighborhood stability. The number of residents holding a bachelor degree has grown over the past several years. In the Census tract with Kensington Station, the share of college-educated residents increased from 17.1% to 51.7% between 2010 and 2020, some of the strongest growth in the area. Compared to the greater region, 74% of residents in Decatur and 53% of residents in Atlanta hold at least a bachelor degree. Lifestyle amenities and major employment nodes, like Emory University and Children's Hospital of Atlanta, attract higher concentrations of residents with bachelor degrees.

Household Income

The growing number of college educated residents has spurred growth in wages. Households in the Kensington Station Census tract earn a median income of nearly \$30,900 annually, a mere 2% increase since 2010. Other nearby areas like Decatur, Avondale Estates, and Druid Hills have witnessed a greater increase in education and salaries over the past several years. Surrounding areas like Druid Hills and Decatur have higher incomes than Kensington partially because they also have stronger educational attainment. In comparison, the median income for DeKalb County sits around \$65,100, up from \$51,300 in 2010.

2020 educational attainment



visible relationship between education and income

2020 median household incomes



HOUSING PRICES AND VALUES

Median Home Value

Median home values are an indicator of neighborhood development. In the Census tract with Kensington Station, median home values increased by 40% between 2010 and 2020. Meanwhile, home values closer to the Census tract containing the Indian Creek Station declined, partially due to poor school ratings.



from 2010 to 2020

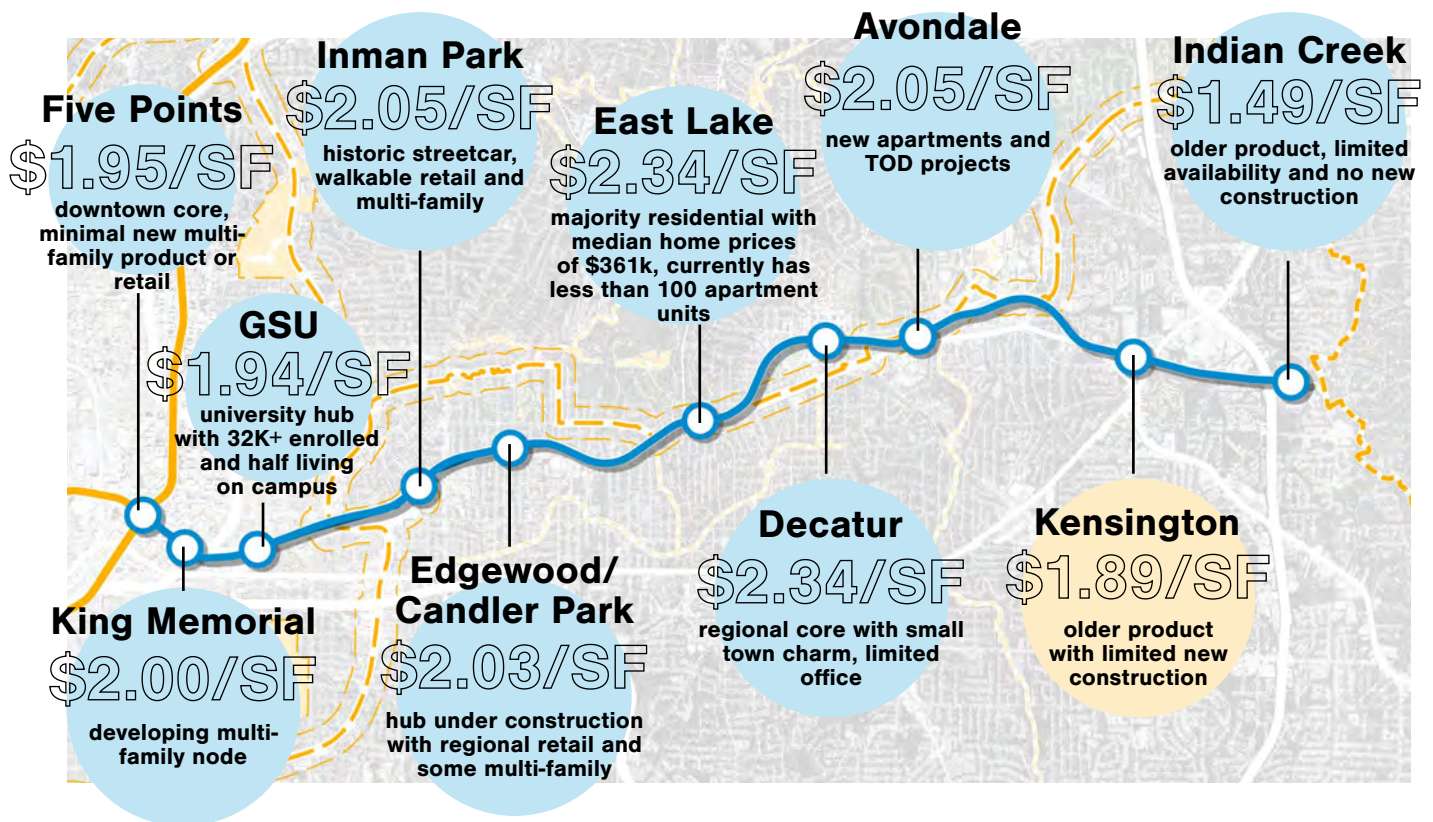
40%

increase in home value close to Kensington Station

Average Rents near MARTA Stations

Areas east of Decatur and along the MARTA Blue Line have long attracted families looking for a starter home or a home in a well-established school district. The Kensington area offers great proximity to the Downtown Decatur, Downtown Atlanta, and Emory employment centers. Between 2010 and 2020, DeKalb County captured roughly 9% of growth from the surrounding area. This growth is expected to continue as more families leave the urban core but seek to remain near top work destinations and amenities. These patterns are a key indicator for the potential residential and commercial demand on the site.

Since the Great Recession, DeKalb County has seen a slow and steady increase in the capture of the region's multi-family demand, with 1,141 units absorbed per year. 2019 to 2021 saw the three largest years of absorption in the neighborhoods east of Decatur (the PMA), averaging 735 units per year. In the future, this submarket will be able to continue to capture a strong share of the multi-family demand, absorbing nearly 350 units per year on average moving forward.



Market Study Summary

RESIDENTIAL DEMAND

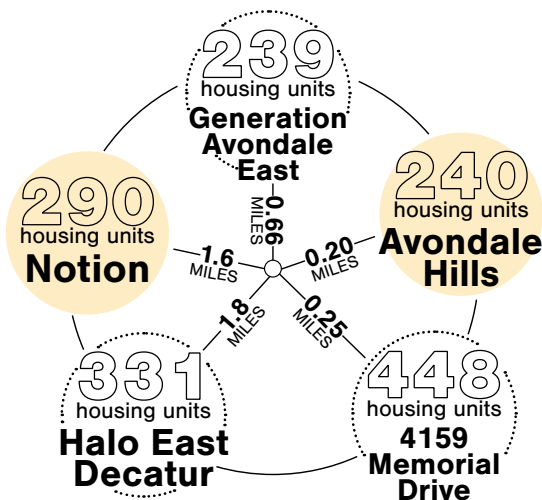
Since the Great Recession in 2008, Atlanta region homeownership has declined, with renters holding a larger share of households. However, in 2020, historically low mortgage rates appealed to many and created an uptick in ownership. This uptick was short-lived as the combination of increased demand and limited supply pushed construction costs to record levels, and again set a decline in ownership rates. This decline may slow as supply chains normalize, but this will take time. Increased jobs / wages and lingering supply constraints will likely continue pressure on home prices through 2025, meaning the demand for multi-family rental is strong.

There are currently 530 multi-family rental units under construction and 1,518 units planned in the submarket near Kensington Station. This total of 2,048 units (not including what may develop at Kensington Station) will develop between now and 2030 (some of which are summarized below).

The market analysis compared 11 recent nearby multi-family communities (located in Decatur and Atlanta) by leasing rate, unit sizes, and finishes. It found finishes are generally consistent with most offering stainless steel appliances, quartz countertops, and VHW flooring. Amenity offerings vary slightly but most are located in mixed-use centers with retail offerings and structured parking. Of the 11 communities, three are walkable to MARTA Stations.

For new townhome sales, the PMA has experienced a steady increase in capture rate of overall sales in Atlanta since bottoming in 2014. In the short-term, as rising housing demand is affected by rising interest rates, the share may decline. Still, an overall long-term upward trend is likely because of land constraints and townhomes' affordability. The PMA can capture around 150 units per year for the next eight years, with Kensington Station capturing 25% of those units, and Indian Creek Station capturing about 10%.

New development at Kensington Station will want to offer a competitive mix of residential units. The recommended program is highly similar to Avondale Hills rental community, utilizing a mix of studios, one-bedroom, and two-bedroom units with efficient floor plans and a unit mix that skews towards smaller units, targeting an average square footage of 800 SF and an average absolute rent of \$2,050 for the full program. For-sale townhomes at Kensington Station should be similar to nearby developments such as Avondale Hills and Avondale Park. Townhomes should be three stories, between 18-foot to 28-foot widths, and include a two-car garage, usually front-loaded.



RETAIL DEMAND

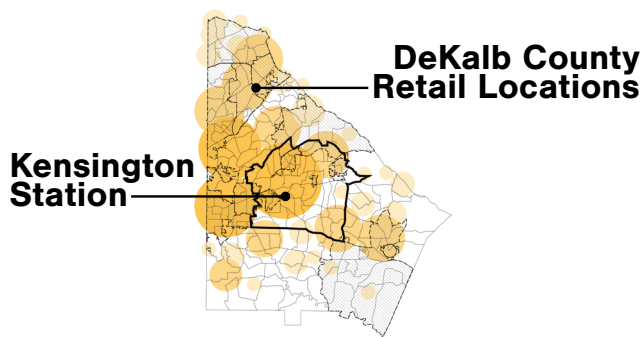
Kensington Station has a weaker demand for retail development because of its proximity to existing concentrations of retail, recovery from the COVID recession, and a shift in retail experience and culture.

DeKalb County is home to nearly 27 million square feet of Class A/B (high-quality) retail space — most concentrated near the center and northern parts of the county. Intersections like I-285 and I-85 have attracted substantial retail spaces in Brookhaven, Doraville, and Dunwoody. Other retail cores include parts of Decatur, North Decatur, and North Druid Hills. General retail, stand-alone and small retail establishments, is the most common type of space in the market. Since 2008, the County has absorbed over 200,000 square feet annually. In addition, vacancy rates decreased from 9% to 7.5%.

Steady employment growth since 2008 has led to strong retail absorption across the region, averaging nearly 2.7 million square feet annually from 2011 to 2019. While COVID resulted in job losses, 2021 witnessed a swift recovery in the job market and has driven a steady recovery for absorption rates. Although these two recoveries are expected

to continue, it is forecasted that 2024+ may see another slowdown and bring annual average retail absorption from 2.7 million to 1.6 million square feet. As the retail market continues to recover, some reduction may occur due to a changing retail landscape moving away from large shopping centers to online shopping for many households. This means that Kensington's ability to offer large quantities of retail is unlikely.

Within a 10-minute drive of Kensington Station, the local market is over-supplied with grocery stores, limited service restaurants (mostly fast food restaurants), motor vehicle and parts dealers, gas stations, and other services. There may be an opportunity to fill the gaps for other undersupplied retail types (see below), including building and garden equipment, health and personal care stores, furniture and home furnishings, full-service restaurants, and snack and non-alcoholic beverage bars. There is also an advantage to creating a walkable mixed-use environment that brings on-site residents to retailers that may support more retail growth.



Undersupplied retail types near Kensington

Snack & Non Alcoholic Beverage	\$\$
Full-Service Restaurants	\$\$\$
Health & Personal Care	\$\$
Building & Garden Equipment	\$
Furniture & Home Furnishings	\$

Market Study Summary

OFFICE DEMAND

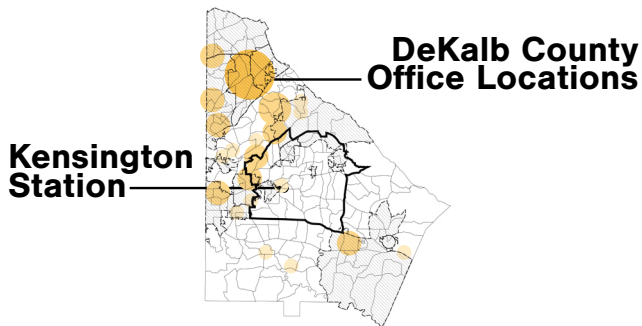
COVID-19 has created many challenges for the office market because work from home and hybrid models were widely adopted. COVID-19 significantly slowed office leasing, and the Atlanta region has seen some of the lowest leasing levels out of the top twelve largest office markets in the country. However, Atlanta has also seen several large corporate leases like Microsoft, Mailchimp, Carvana, and Micron over the past few years. Together, large leases and a rebound in absorption may indicate a stronger future for Atlanta's office market. Prior to 2020, vacancies hovered around 11.5%, but in 2021, those vacancy rates increased to 14.4% in the Atlanta region, meaning there was less demand for office space.

DeKalb County remains one of the largest office markets in the region, with over 32 million square feet of office space. This includes Decatur, Chamblee, and portions of Brookhaven and Perimeter Center. DeKalb County's market offers more affordable office space compared to other places, like Buckhead and Midtown. However, office vacancies in DeKalb County have doubled since 2015 with some tenant downsizings and move-outs. COVID-19 likely exacerbated this downward trend.

Like retail, office is most concentrated in the northern portions of DeKalb County near I-285 and I-85. Those locations are likely desirable because of their access to the interstate highways and other supporting amenities. Those portions of DeKalb County have seen some notable new office developments in the past few years, including larger corporations like State Farm and healthcare providers like Children's Healthcare of Atlanta.

Overall, the permanent impact of COVID-19 on the office market future is still uncertain. Any recent office development in the county continues to concentrate near amenitized locations in both new and historic cores like Dunwoody, Brookhaven, Chamblee, and around Emory in Druid Hills.

Kensington Station has a weaker demand for office development because of larger nation-wide challenges from COVID-19 and its distance from amenitized locations. Conventional offices are not viable, with the potential exception of small creative and / or retail-like office, or DeKalb County government offices.



Recent office projects in DeKalb County

State Farm Headquarters	1272k
Children's Healthcare of Atlanta	348k
Twelve24	346k
The Offices at Northlake	530k

numbers shown are gross square footages

HOTEL DEMAND

Kensington Station could support a hotel, but it is competing with other available locations which may be more desirable. Downtown Decatur, Emory University Area, and Northlake provide more significant opportunities for a new hotel. That said, if a quality mixed-use development is built at Kensington Station, hotel developers may have increased interest.

The local hotel market is relatively homogeneous, with similar hotel chains being in the market. Hilton has the largest share of the local market at 39%, and Marriott comprises roughly 30% of the market. The nearest areas that would attract hotels are around Emory University / Downtown Decatur and the Northlake Mall area. Eleven hotels in DeKalb County were reviewed for the market analysis, and only two properties were built after 2010. Most brands are categorized as upscale, upper midscale, or limited service.

The current stock of hotels is largely outdated and repetitive in its amenity and room offerings that cater to a limited crowd of users. While there are numerous brands not in the market today, the PMA is unlikely to see most higher quality limited service or select service brands. However, several newer midscale brands, such as Element by Westin or Avid could be a great match.

Projected Demand for Kensington Station

RESIDENTIAL

Kensington is best positioned for residential development between now and 2030 because of the continuous need for multi-family housing and its proximity to other development projects that are either planned or under construction. As previously mentioned, a program for Kensington should be highly similar to Avondale Hills, which is located across Mountain Drive from the station. It is anticipated that Phase 1 at Kensington Station in 2025 to 2026 could average 18.8 multi-family units per month, followed by Phase 2 in 2027 to 2028, which could average 17.8 units per month. This amounts to 525 units multi-family units in two projects. In addition, Kensington Station can capture some attached for-sale units (townhouses) in the next eight years, amounting to 104 units. As the station is redeveloped, more residential demand may occur.

RETAIL

The PMA, which includes Avondale Estates, Scottsdale, Clarkston, and portions of Decatur and Stone Mountain, have experienced varying retail demand levels over the past two decades. Because of the proximity to significant retail offerings within a 10-minute drive and changing retail dynamics, Kensington Station is not a viable location for major retailers or a significant retail space.

By 2030, the Kensington Station can capture around 22,000 square feet of traditional retail space and 30,000 square feet of small service-oriented

office and retail, while Indian Creek MARTA Station can capture around 5,000 SF of retail square footage. As more residential units are constructed, and if the market changes, additional retail could be built in future phases.

OFFICE

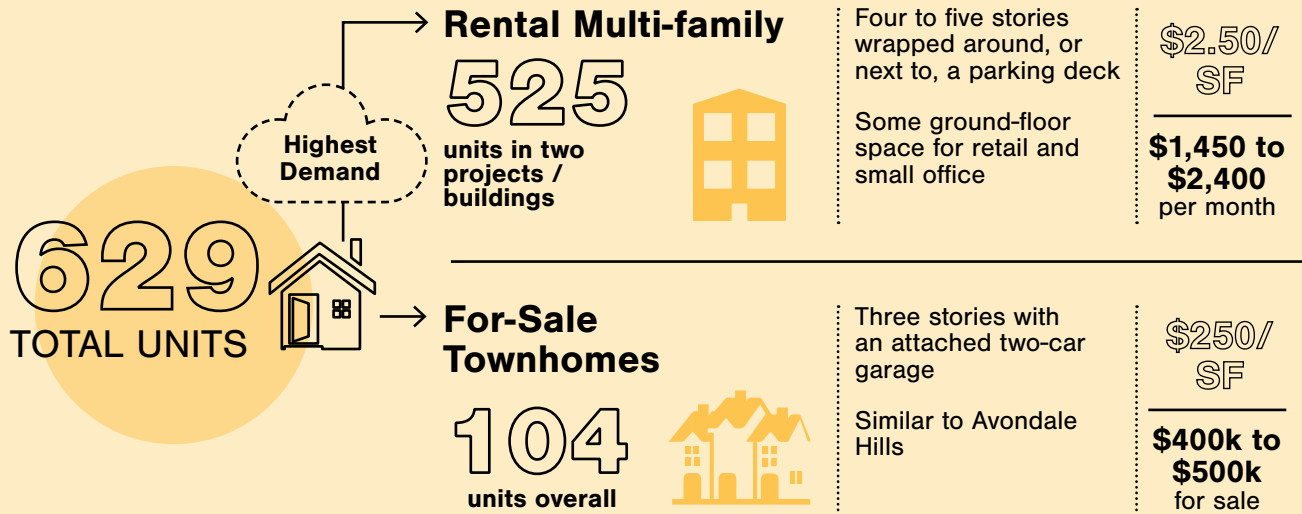
The Central DeKalb (PMA) office market has been virtually non-existent in recent years. Most office development has concentrated in northern DeKalb County and will likely remain there in the foreseeable future, except for smaller offices.

Kensington Station's fair share of the County's demand is about 20% to 25% from 2026 onward, equating to about 5,000 square feet. Due to low absorption, conventional office is highly limited and not viable. If any conventional office product is offered, it should rent for approximately \$25 per square foot, full-service.

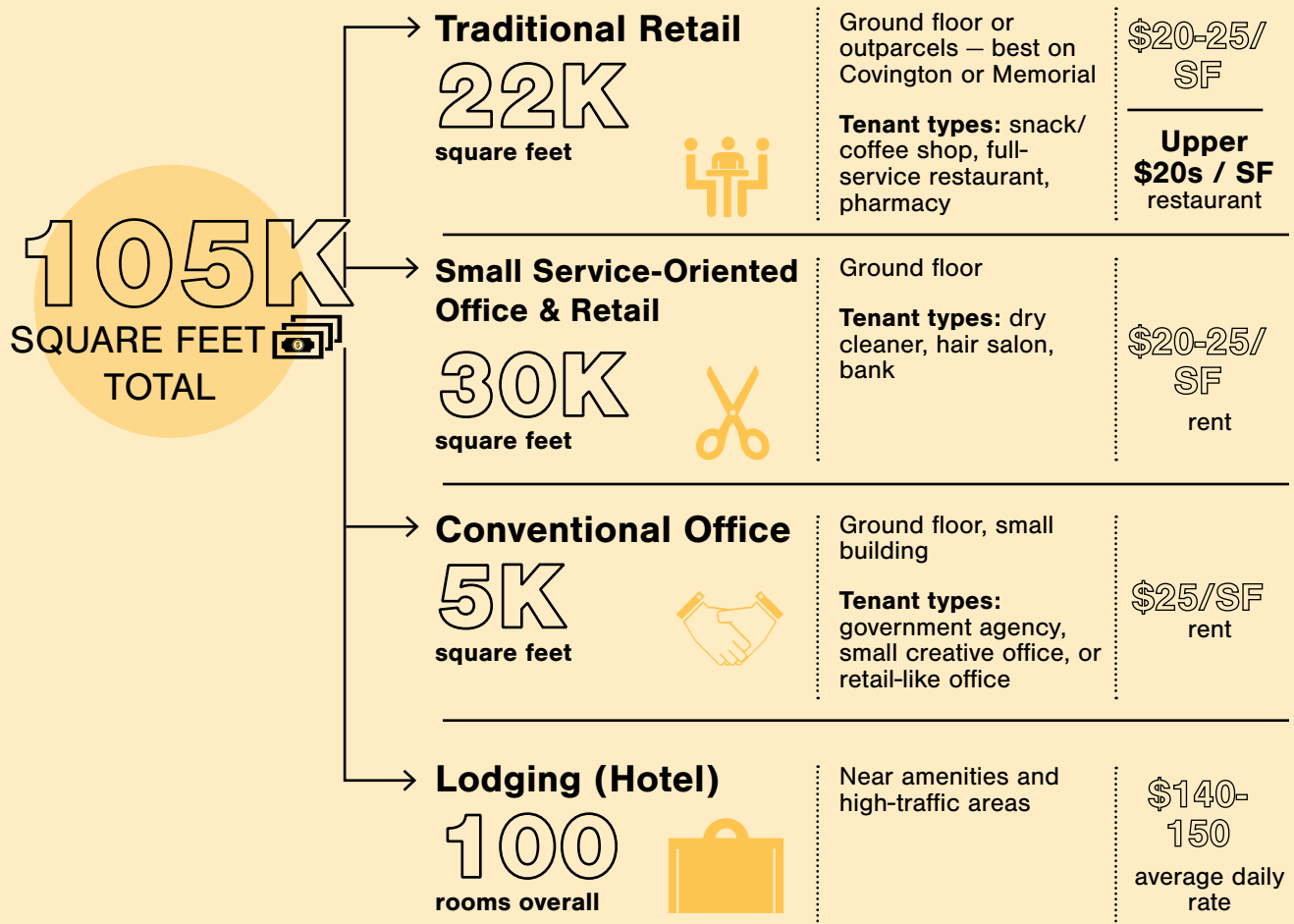
HOTEL

There is demand for one limited-service hotel in 2030. Fewer immediate jobs and distance to the interstate makes Kensington an unlikely option compared to Downtown Decatur, Emory University, or Northlake. However, if a quality mixed-use development is delivered at Kensington, hotel developers may have increased interest.

Residential Demand



Commercial Demand



Previous Plans and Studies

The Kensington Station area has been planned many times over the last 50 years, starting from the 1970s when the station was first imagined. The overarching idea for all these plans has remained consistent: that the area around the MARTA station should be an active center focused on pedestrian- and transit-oriented development with a mix of uses, and that the transit system should serve riders better.

DEKALB UNIFIED PLAN 2050 (2022)

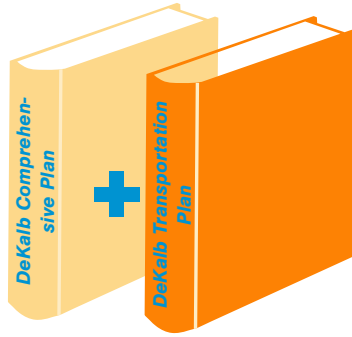
The DeKalb Unified Plan combines two County-wide visioning plans, the Comprehensive Plan and the Comprehensive Transportation Plan, into one unified strategy. The foundations of the plan are housing, transportation, arts and culture, health and wellness, public safety, sustainability, land use, and annexation. All of these will help guide growth and development, particularly in activity centers, and help guide transportation funding from federal, state, and local sources.

Combining the two visioning documents provides a better basis for considering land use and transportation needs simultaneously. The DeKalb Unified Plan has multiple character areas and designates the Kensington area as a Regional Activity Center. This type of character area is high-density and high-intensity development that serves more than adjacent neighborhoods.



PREVIOUS PLAN DOCUMENTS

The above images show the cover pages for some of the plans reviewed in this planning process.



The DeKalb Unified Plan combines two County-wide visioning plans, the Comprehensive Plan and the Comprehensive Transportation Plan, into one unified document.

REGIONAL ACTIVITY CENTER GOALS

- 01 Promote the concentration of density, development, and regional-serving activities.
- 02 Reduce automobile dependence and encourage walking, biking, and taking transit.
- 03 Provide the highest intensity of residential, commercial, office, and education, and serve as a regional destination for employment, shopping, and services.

Development should transition from higher intensity in the core to lower intensity at the edges. Activity centers can be supported by multiple County zoning designations, including Medium-Density Residential (MR-1, MR-2), High-Density Residential (HR-1 to HR-3), Mixed-Use (MU-1 to MU-5), Office-Institutional (OI, OIT), and Commercial (C-1, C-2). Regional Activity Centers are intended to include 75 to 120 residential units per acre.



IMAGES

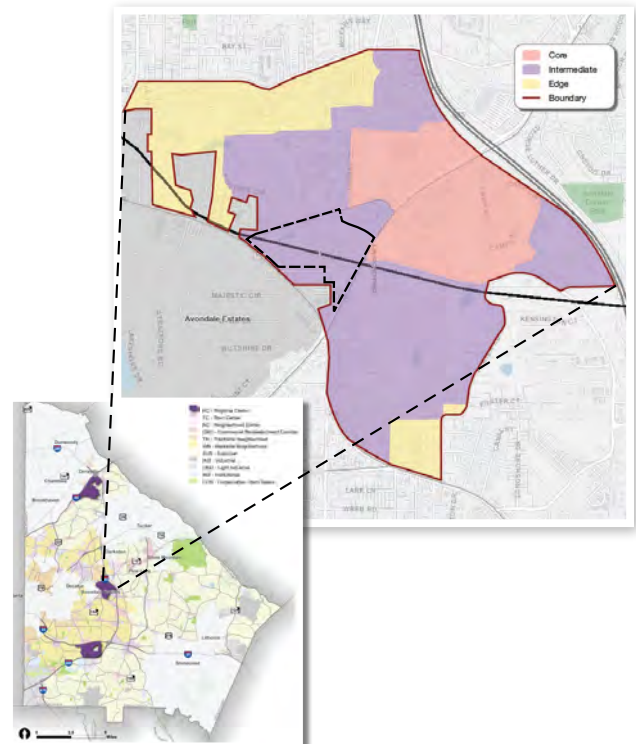
Above: An example of 75 to 120 residential units per acre (The Willis in Avondale Estates, from apartments.com, 2022).

Right: Images from the DeKalb Unified Plan that illustrate Kensington’s Regional Activity Center.

HOW KENSINGTON MARTA STATION FITS WITHIN THE DEKALB UNIFIED PLAN

The proposed land uses from the Unified Plan are of higher density than what currently exists and what is currently allowed by-right on the station property. Most of MARTA’s parcels are currently zoned R-75, which is a single-family zoning district (see page 22).

MARTA is seeking to rezone the property to MU-5 High Density Mixed-Use to meet the vision of the Unified Plan while supporting their own goals for transit-oriented development on the station property.



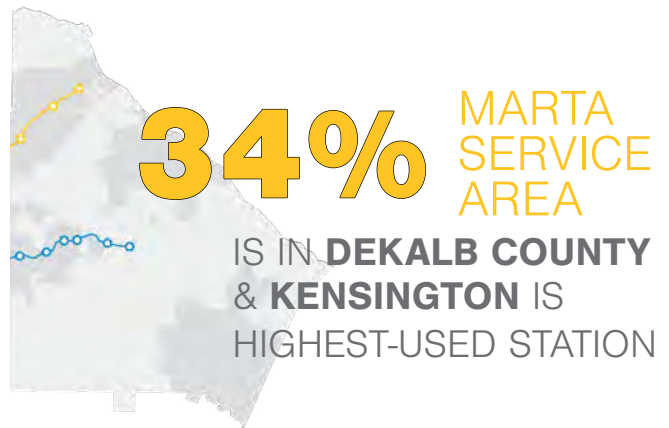
Previous Plans and Studies

DEKALB COUNTY TRANSIT MASTER PLAN (2019)

The DeKalb County Transit Master Plan's purpose was to ensure affordable and effective transit by working with the community and organizations to develop a list of well-defined, realistic, and feasible transit improvements. This includes making sure thriving and emerging areas have transit service and that transit is available to everyone. As noted in the plan, 34% of MARTA's service area is in DeKalb County. Kensington is the most used station in the county, followed by Doraville and Indian Creek Stations. The County aims to work with MARTA to meet rider needs, including:

- Improvements to bus service in popular corridors;
- Mobility centers to better accommodate bus-to-bus transfers, particularly on Memorial Drive;
- Expand local bus service, circulators, paratransit services, and on-demand services;
- Improve bus-to-rail transfer improvements (Kensington Station was specifically identified for this and TOD planning); and,
- First / last-mile infrastructure improvements.

The plan's implementation strategy includes four scenarios for funding and changes how the transit system could be improved based on funding availability. HB 930 Sales Tax allows DeKalb County to levee up to 1 penny in new sales tax for transit funding over 30 years. The following options would require a ballot referendum to determine how much additional tax residents are willing to support:



- **Existing MARTA penny scenario**, which includes maintenance, sustaining capital, operations of the existing system with no additional expansion, and station rehabilitation at Kensington.
- **Half-penny scenario**, which includes 15 projects [139 project miles of light rail transit (LRT), bus rapid transit (BRT), and arterial rapid transit expansion (ART)]. These projects include ART along Memorial Drive from Five Points to Kensington and Kensington to Goldsmith Park and Ride and BRT on I-285 in the express lanes.
- **Full-penny scenario**, which includes 16 projects (180 project miles of LRT, BRT, and ART expansion). These projects include ART along Memorial Drive from Five Points to Kensington, ART from Stonecrest Mall to Kensington, and more LRT lines and stations south of Decatur.
- **The previously-adopted scenario**, which includes 3 projects of 37 project miles (1 HRT, 1 LRT, and 1 BRT), and the MARTA Board-adopted plans for I-20 and the Clifton Corridor.

The plan calls for more stakeholder engagement about the financing and funding, and for more collaboration with MARTA and other agency partners on the advancement of expansion projects. It also recommends that the County and Cities align land use, development codes, and transit efforts. The plan notes that the DeKalb Unified Plan needs to include high-capacity transit corridors and to direct growth to those areas, and that all municipalities should incentivize private investment at station areas and enhance opportunities for Federal Transit Administration (FTA) funds.

I-20 EAST TOD COMMUNITY PLAN (2019)

The I-20 East TOD Community Plan was supported by FTA, MARTA, and DeKalb County and is divided into two sections. The first section is the analysis work to set the stage for the recommendations, and the second section outlines the development vision and implementation strategies. These set forth a vision for the I-20 East High Capacity Transit Corridor that could spur equitable development and create more livable communities around quality transit. The planned corridor starts at Indian Creek Station and extends southeast with six new transit stations, terminating at the Mall at Stonecrest. Its goal is balancing each station's development intensities to avoid competing interests and ensure they all function well at neighborhood, corridor, and regional scales. All the station redevelopment plans are guided by MARTA's TOD Guidelines. Indian Creek, the closest station to Kensington, is imagined as a new community anchored by a town center and a "main street." It envisions mixed-use development with new connections to nearby existing streets. Parking would be condensed based on current and projected utilization.

MEMORIAL DRIVE REVITALIZATION PLAN (2019)

The Memorial Drive Revitalization Plan is a small area plan and a text amendment to the County's 2035 Comprehensive Plan. It aims to catalyze economic growth and development along Memorial Drive.

The study area starts just northeast of Kensington Station at the interchange with I-285 and extends east to Ponce de Leon Avenue. There has not been much new commercial development in the area for the last 30 years because of low incomes, population decline since 2000, and commercial rental rates. Compared to DeKalb County as a whole, the share of commercial space dedicated to retail uses is much higher. The three strategies for this area include changing the perception of the corridor, creating demand through public sector initiatives, and encouraging healthy development.

In addition to corridor-wide ideas, multiple nodes for different levels of activity were identified along the corridor. Some recommendations to address perceptions include a façade improvement program, leveraging the County's tree bank, investigating the possibility of setting up a CID, holding public events and embracing tactical urbanism, food tours, rebranding, marketing to the film industry, and more. Public sector initiatives involve creating gateways, establishing an arts corridor, implementing a trail network, addressing pedestrian needs, and directing investment to the area. Finally, the County can encourage healthy redevelopment by improving administrative processes, looking into investor programs, using the opportunity zones, becoming an active development partner, and creating a Tax Allocation District (TAD).

Previous Plans and Studies

KENSINGTON LCI TRANSIT-ORIENTED DEVELOPMENT PLAN (2012)

The 2012 Livable Centers Initiative (LCI) focused on a transit-oriented development around the Kensington Station. The study area included the DeKalb County government complex, I-285 / Memorial Drive interchange, multi-family neighborhoods in the area, and most of Kensington Station. The plan included land use and zoning, environmental, urban design, transportation, and economic development recommendations.

Land use and zoning recommendations included developing a single campus government center, redeveloping the Kensington Station with mixed-use, and adding a recreation center or YMCA to the area. The mixed-use concept plan for Kensington Station showed a significant amount of office space, a few hundred residential units, a large central green space, and imagined a phased construction approach to accommodate commuter parking needs.

Urban design recommendations included creating architectural standards and an overlay district, adding art and monuments to public spaces, preserving the cemetery, and developing the area around the jail to minimize the visual impact of the building.

Transportation recommendations focused on safer bike and pedestrian connections to Kensington Station, adding pedestrian-scale blocks in the

station redevelopment, making all streets complete streets, using shared parking and on-street parking, building new street connections to Kensington, and redesigning Mountain Drive with street trees, sidewalks, and a multi-use trail that could eventually connect to the Stone Mountain Trail. Other transportation recommendations included a multi-use trail on Kensington Road to Indian Creek Station, sidewalks on Memorial Drive, and improvements at Kensington Station.

The plan also recommended adding stormwater management best practices in streetscapes where feasible, studying and remediating the old landfill next to the jail, and considering renewable energy, local food production, and green roofs. In order to implement these projects, economic development strategies were recommended. These included attracting developers to redevelop the station through a public-private partnership, attracting employers to the area, enhancing and marketing the image of the area, and using the Kensington Memorial Drive TAD.

IMAGES

Bottom, right: The Visioning Plan from the 2012 Kensington LCI Transit-Oriented Development Plan

OTHER RELEVANT PLANS

- **Kensington-Indian Creek Rapid Transit Station Area Study (1976):** the original master plan for the station
- **Livable Kensington (2003):** This report conceptualizes the area northwest of Kensington Station as a mixed-use development.
- **A New Roadmap for Workforce Housing in DeKalb County (2010):** This plan includes strategies to secure workforce housing in DeKalb County.
- **DeKalb County SDAT Report (2011):** This report advocates for social and ecological sustainability in DeKalb County.
- **Covington Highway Corridor (2013):** This active living plan strategizes public health improvements through TOD in the Covington corridor.
- **Downtown Master Plan Update: City of Avondale Estates (2014):** This master plan recommends engaging the rail with public spaces as a rail arts district.
- **Kensington-Memorial Drive Overlay District (2017):** This report provides design regulations for a Kensington-Memorial Drive overlay district.
- **DeKalb County Housing Affordability Study (2018):** This plan offers a deeper understanding of the affordable housing challenges in DeKalb County and how to address them.



MARTA's TOD Guidelines

MARTA TOD GUIDELINES

MARTA established a set of TOD Guidelines in 2010 to ensure development at each of their stations is "vibrant, pedestrian-friendly, and genuinely integrated with transit." Each station is categorized by type according to the station's purpose and surrounding context. These categories are:

- Urban Core
- Town Center
- Commuter Town Center
- Neighborhood
- Arterial Corridors (for bus rapid transit routes)
- Special Regional Destination
- Collectors

Each station has a "Core Area" of 1/4-mile around the station that can accommodate higher density, and the "TOD District" is considered to be 1/2-mile around the station.

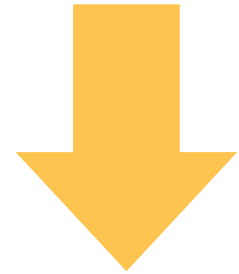
Kensington Station is designated as a Commuter Town Center. Other examples include Lindbergh, Doraville, Sandy Springs, H.E. Holmes, and College Park. These stations are usually near interstates and function as capture points for commuters using the transit system, but also have many of the same characteristics of a Town Center station. They are intended to have large park and ride facilities and bus bays that can capture multiple regional and local routes. The circulation network for all users is important: the park-and-ride facility must minimize its impact on how the town center portion functions, and pedestrian connectivity from the cars to the station must be safe and comfortable.



Bottom, right: Lindbergh City Center is also a Commuter Town Center. This station offers lessons learned for the future development at Kensington (Image credit: Alex Arnett, in *Atlanta Business Chronicle* on June 8, 2020).

Development at Commuter Town Centers

When MARTA adopted the guidelines, Kensington was categorized as a Commuter Town Center with the assumption that land use and zoning changes would occur because it currently does not serve that purpose. The below list describes some of the redevelopment conditions at Commuter Town Centers.



- ① Balanced mix of multi-family residential, office, retail, entertainment, and civic uses. Vertical mixed-use is common, with 25 to 75 residential units per acre.
- ② Mid-rise buildings and some high- and low-rise buildings (4 to 15 stories).
- ③ At least 20% of residential units should be affordable to workforce households, seniors, and / or persons with disabilities.
- ④ Park and ride with at least 1,000 parking spaces that also feeds retail uses, and a reduction in commercial and residential parking ratios. Surface parking is not appropriate.
- ⑤ Open spaces can be major destinations but should not conflict with the scale intention for the stations. Some types include regional open space, town green, neighborhood parks, plazas, shared spaces and streets, micro-parks, and recreation. They should be flexible and programmed spaces.
- ⑥ Street networks and the public realm should enhance the visibility of the MARTA station.
- ⑦ Streets should connect to the surrounding grid pattern and restore historic patterns interrupted by the addition of transit.



Site opportunities to create a Commuter Town Center

People

the regional, local, and neighborhood relationships and government regulations around the site

Establish both ends of the site as visible gateways from major corridors into the station. 01

Fill the void between neighborhoods connecting from north to south and east to west. 02

Create porous edges with distinct paths into the site for pedestrians. 03

Land

the topographic conditions and existing open space networks, trails, and paths on or near the site

Utilize tricky topography and existing tree canopy as valuable open space amenities. 04

Leverage flat parking lots as development pads to minimize environmental impacts. 05

Create gateways into the site from existing ecological anchors. 06

Economy

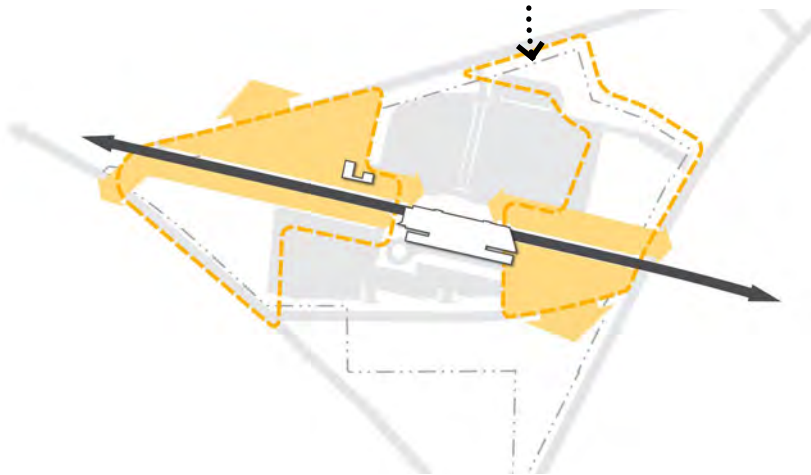
the market conditions and business opportunities impacting the development potential of the site

Strategically place active retail experiences near key gateways and public spaces. 07

Leverage high-traffic edges for commercial activity and vehicular access. 08

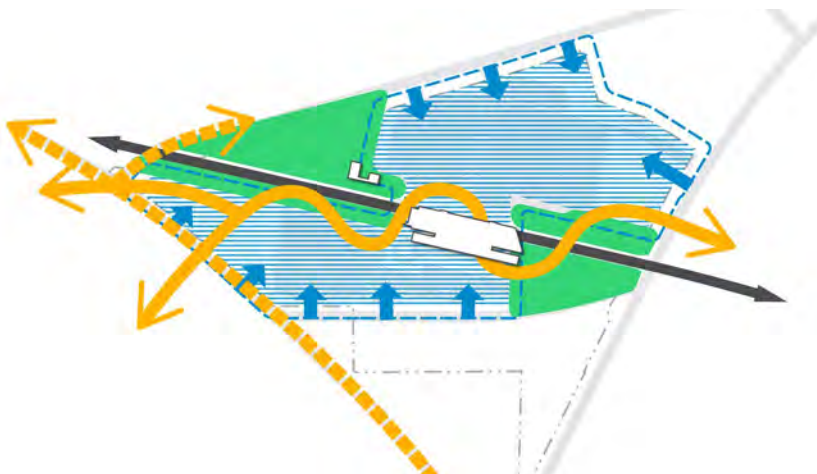
Create a unique TOD experience that's set in nature and meant for living. 09

These opportunities translate into physical design moves that can better connect Kensington to the community.



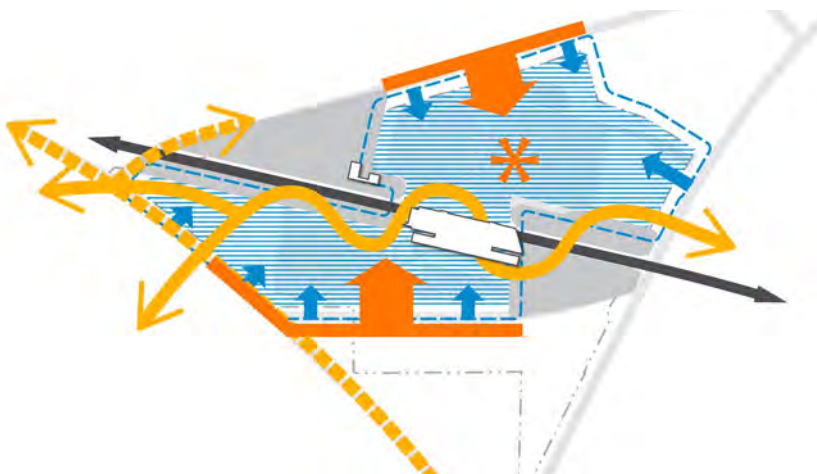
GATEWAYS & VISIBILITY

The two edges with the highest potential for visibility because of traffic counts are currently blocked by tree canopy and fenced green spaces. Redevelopment on Memorial Drive and Covington Highway can provide visual gateways into the Kensington redevelopment and offer physical gateways through new paths, sidewalks, and street connections.



GREEN SPACES

Unusable green spaces currently block views and access into the station. This plan reimagines them as community gathering spaces, comfortable and convenient access points, and potential locations for redevelopment that would include small parks and plazas.



STREETS & PATHS

Kensington is flanked by wide, auto-centric corridors that threaten the safety of pedestrians, cyclists, and drivers. It will be more successful if the adjacent streets are reimagined and entrances to the station become more convenient for all users.

**This community is central
to the ideas set forth in
this plan.**



Chapter 02

Engagement

Engaging the Community

OVERALL ENGAGEMENT APPROACH

This master planning process involved multiple methods to engage the community between June 2022 and December 2022.

In June, the team launched a video about the site's history, the plan's purpose and background information. It also shared a few early survey questions to start the conversation with the community. The website was updated with new material over the course of the planning effort, including: new surveys, sign-up forms for meetings and focus groups, interactive maps that shared concept plans, and any materials or recordings from public meetings. All in-person activities were replicated and available online for an average of four weeks after each meeting date.

The planning team met with multiple stakeholders from DeKalb County, MARTA and the community. They presented information to the DeKalb County Committee of the Whole twice, met with MARTA bus operators twice, coordinated with other MARTA departments, and led targeted focus groups within the community. Focus groups were held in person and online. They included renters, senior residents, and Avondale Estates residents.

MARTA submitted their rezoning application for Kensington Station in October 2022. This

application process included notifications and presentations to the District 4 Community Council, DeKalb County Planning Commission, and the Board of Commissioners. These public hearings began in December 2022; the process is described in more detail in Chapter 4.

The following methods were used to notify the community about upcoming events (also shown to the right):

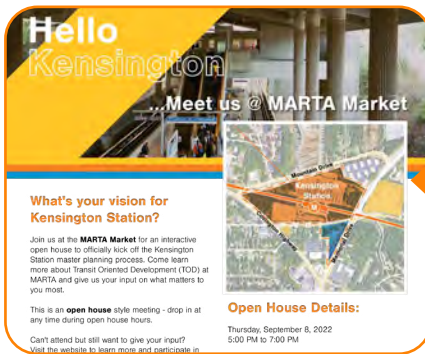
- Project website updates
- Weekly social media posts on MARTA's Instagram and Facebook
- Flyers to nearby apartment communities and local businesses
- Signage at MARTA stations
- Email campaigns to multiple county mailing lists and the resulting mailing list from this effort
- Yard signs in the public right-of-way

Communication Methods and Tools

Project website updates



Weekly social media posts on MARTA's Instagram and Facebook



Flyers to nearby apartment communities and local businesses

Sign-up for a Focus Group Meetup to share your unique perspective about the future of Kensington station!

Signage at MARTA stations



Email campaigns to multiple County mailing lists and the mailing list from this effort

PUBLIC MEETING

NOVEMBER 15 @ 6:00 PM
Shirley A. Trussell Building
178 Sams Street, Decatur, GA
www.kensingtonmartaplan.com

Kensington Station Master Plan



Yard signs in the public right-of-way



Community Engagement Process



03

Develop

- ✓ Advance all three frameworks into detailed concept plans

04

Document

- ✓ Document all recommendations and the action plan into a final report
- ✓ Develop and submit rezoning application

Focus Group Discussions

Nov 15

Open House Workshop

Online Activities Available

December

Rezoning Public Hearings

Phase 01

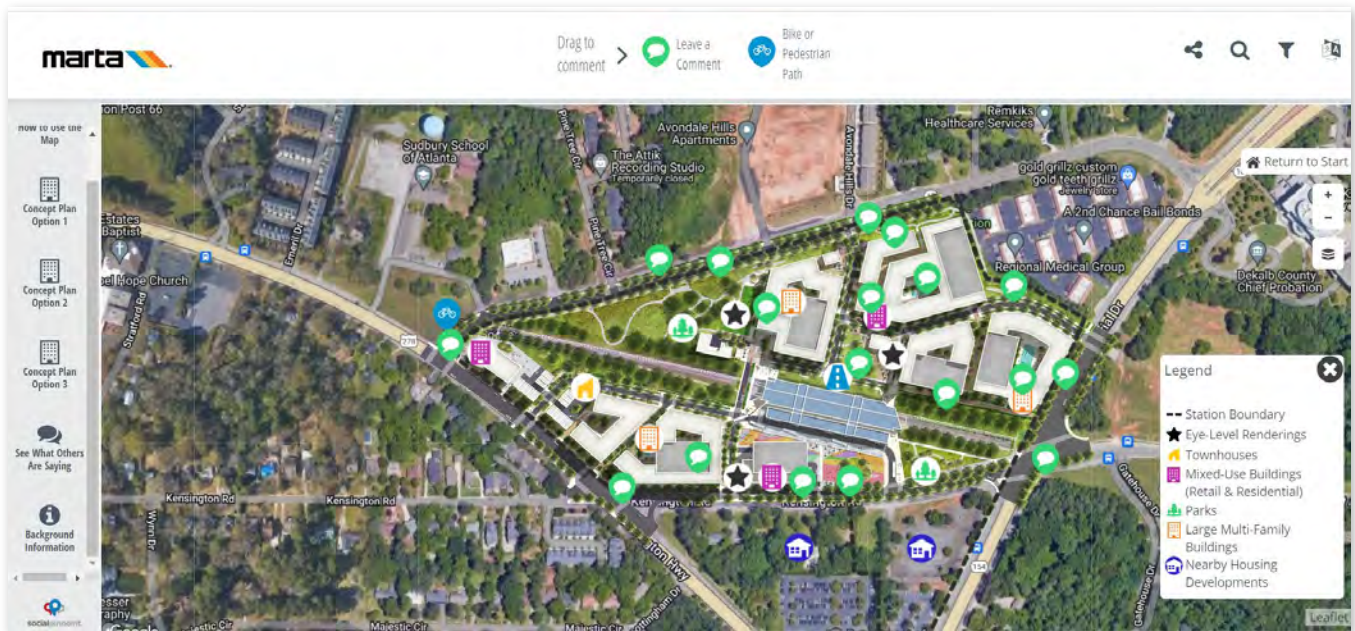
Project Website

The project website was the primary communication channel during the master planning process. It shared site history and context, key information on upcoming meetings, and the final concept designs. The website interface provided opportunities for local residents to share ideas, hopes, and concerns through online surveys and maps. During events, it served as a virtual open house for those unable to participate at in-person events.



WEBSITE IMAGES

Top, right: a view of the project website's homepage.
Bottom: a view of the interactive map and public comment locations.



Sample of community posts to the online interactive map

I wasn't quite sure how to use the software. Just wanted add the bike path to connect some how to the Path in Avondale.

[Start a discussion](#)

Bike or Pedestrian Path | 17 days ago Like Dislike

Keep Soccer pitch 🏈❤️

[Start a discussion](#)

Leave a Comment | 22 days ago Like +2 Dislike

Reduce the amount of parking garages within developments. It's unnecessary when it's a TOD.

[Start a discussion](#)

Leave a Comment | 25 days ago Like +4 Dislike

A direct bike path connection to the existing PATH to Stone Mountain/Avondale/Decatur/Atlanta would improve cycling connectivity to the most visited park as well as towards Atlanta.

[Start a discussion](#)

Bike or Pedestrian Path | 25 days ago Like +6 Dislike

Really like the idea of an expandable event space here.

[Join the discussion \(1\)](#)

Leave a Comment | a month ago Like +3 Dislike

Pedestrian access is not good

[Start a discussion](#)

Past Comment | 8 months ago Like Dislike

Too much parking

[Start a discussion](#)

Please add in recreational facilities like a playground/basketball courts/tennis courts

[Start a discussion](#)

Leave a Comment | a month ago Like Dislike

Kensington should have a road diet—3 lane, (center turn) provide room for on street parking to activate retail and calm traffic

[Start a discussion](#)

Leave a Comment | a month ago Like +5 Dislike -1

Phase 01

StationSoccer Pop-Up

On Saturday, July 16, 2022, StationSoccer hosted their grand opening at Kensington Station. As part of this event, the planning team set up a booth to gather big ideas for Kensington Station's redevelopment. This was the first introduction of the project to the community. Questions included making a birthday wish for the station (Kensington turns 30 in 2023), what information the team should know, and what would make Kensington special in the future. In addition, participants could draw on a map of the site to identify important places, connections, and more. This page shows some of the comments from the pop-up meeting.

"we need MARTA for everyone!"



What should the planning team know?

more soccer

mixed-use and more housing

playgrounds

food trucks

parks and green space

better safety and security

affordable housing, retail, and food

activities for all ages

community unity and events

better connections from the surrounding neighborhood

permanent location for StationSoccer



What is your birthday wish for the station?



What would make this place special for you?



“ Every day should feel this special at Kensington Station! ”

Comment from a StationSoccer event participant

Map comments:

Memorial Drive and Kensington Road entrance is popular for pedestrians

Need more recreation, like tennis courts, and bike and skate parks

Concerts at a MARTA green space

A crosswalk is needed across Mountain Drive, especially with StationSoccer opening

Phase 02

Open House at MARTA Market

IN-PERSON AND VIRTUAL

On Thursday, September 8, 2022, MARTA Market hosted their grand opening at Kensington Station. In order to reach train and bus riders, the planning team hosted and co-located the first official public open house with MARTA Market from 5:00 PM to 7:00 PM. The team was able to talk with MARTA riders, residents of nearby apartment and townhouse communities, DeKalb County Planning Department employees, and DeKalb County elected officials.

Three large kiosks offered information about the project to-date: what the engagement activities had uncovered, how Kensington fits into the DeKalb Unified Plan, results of the market study illustrating the demand potential for the site, where development is likely to occur first, and three preliminary concepts for the Street and Land Use Framework Plans. Attendees could provide feedback on all of the above, if they agreed on major themes from the engagement process, the types of housing they see for themselves and their potential neighbors, how they use Kensington Station today and how that could be improved, overall design parameters, the concept plans, and ideas for “early action” or “tactical urbanism” projects. All of these activities were duplicated in online activities on the project's website, available from September 8, 2022, to October 13, 2022. The summaries on the following pages combine all the results of in-person and online feedback.

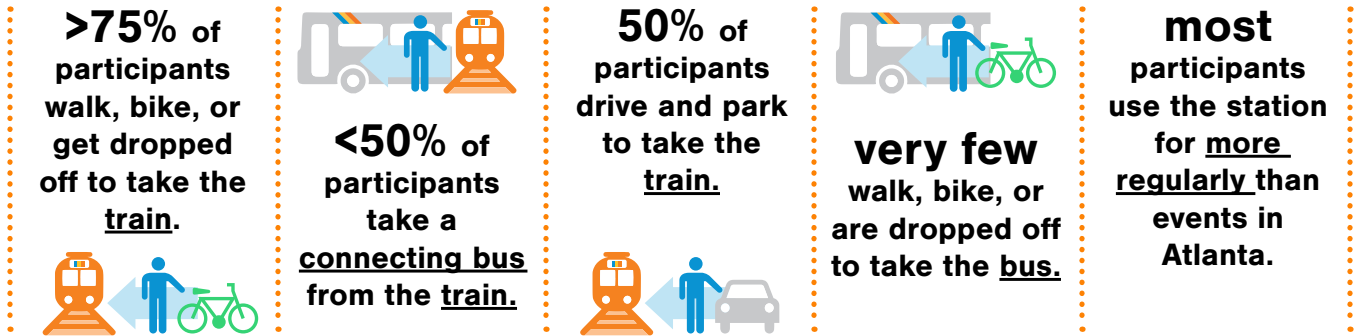


“ I only live 1 mile from here and don't feel comfortable biking because of how bad Covington Highway and Memorial Drive are. Not enough crosswalks and people go way too fast. ”

Comment from an Open House participant

Using the station today

**Participants could select more than one option.*

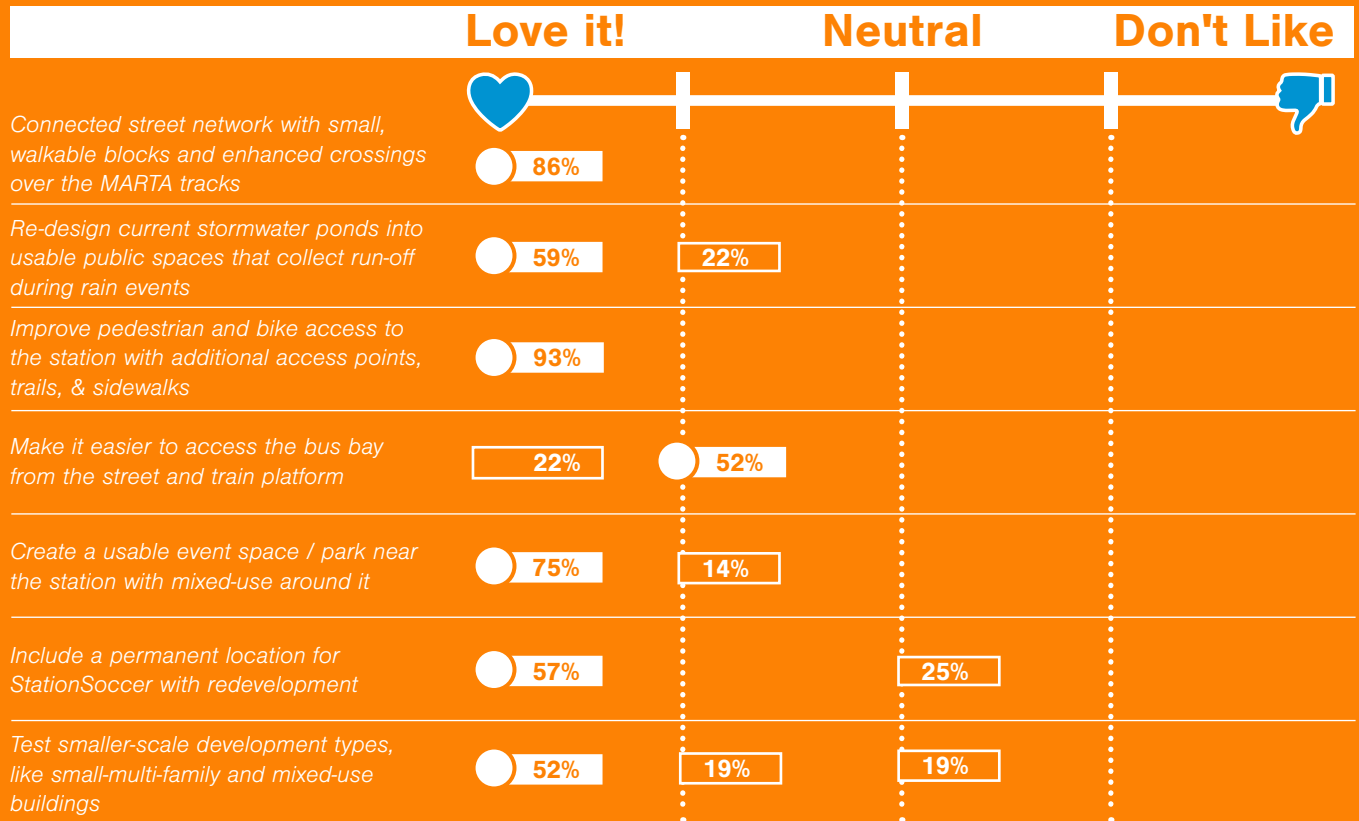


Key Concerns & Comments

- Sidewalk connectivity and condition
- Pedestrian and bike access is difficult, especially from adjacent streets
- Need consistent ADA access by the elevator
- Parking would not majorly influence their use of the station

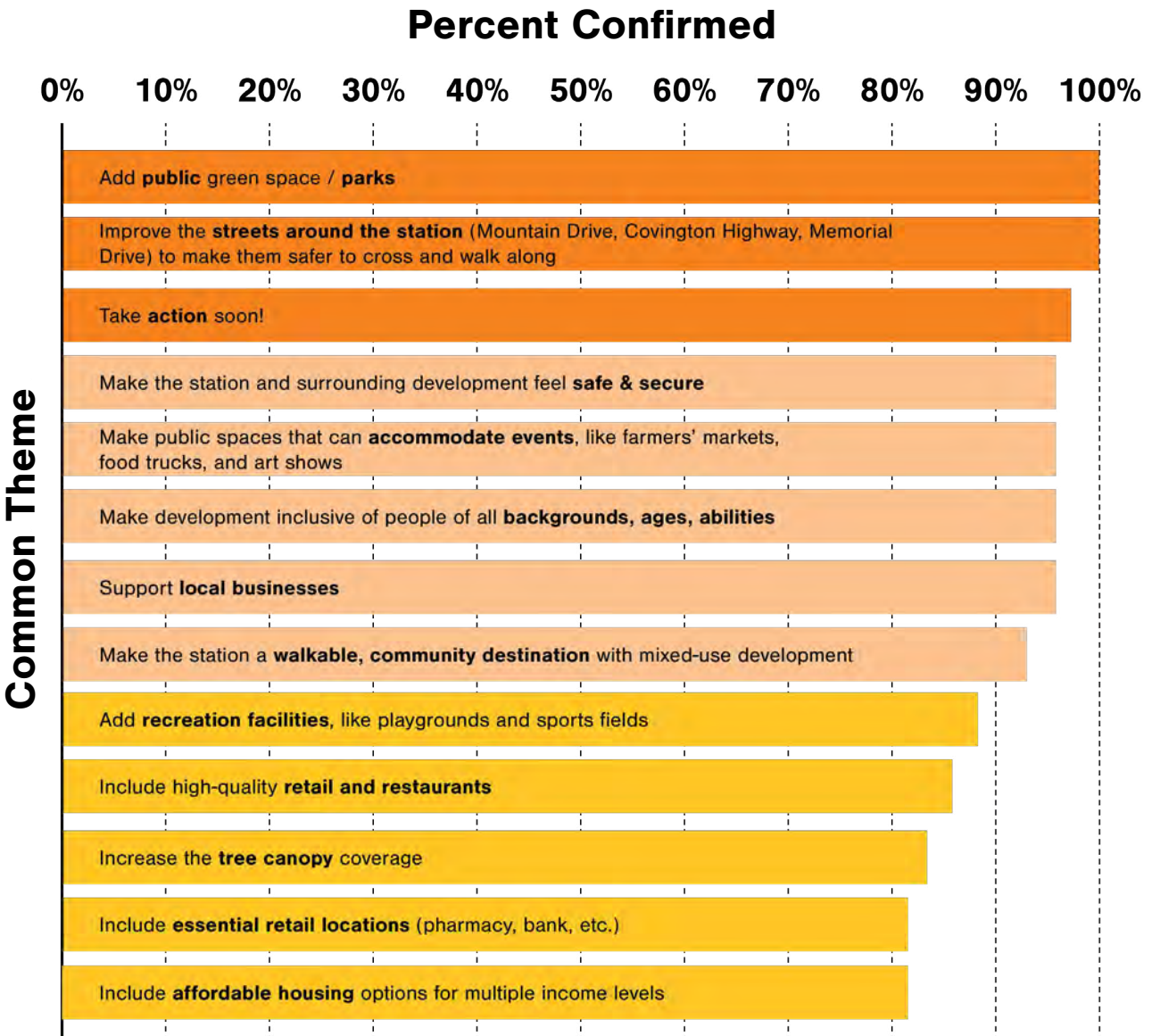
Ranking site design parameters

**All design parameters were favored by participants. The graphic below shows the highest percentage vote for each principle. Not all parameters received the same number of votes.*



Confirming themes from other plans

As previously mentioned, the area around Kensington has been studied many times in the past. As part of the public engagement process for this master plan, the planning team summarized many common themes from the public input in those past plans and asked if they were still relevant today. The 13 themes were overwhelmingly approved as relevant, with each one receiving 80% to 100% agreement from participants. The following infographics indicate the themes and additional comments from the community are included to the right (online and in-person votes are combined).

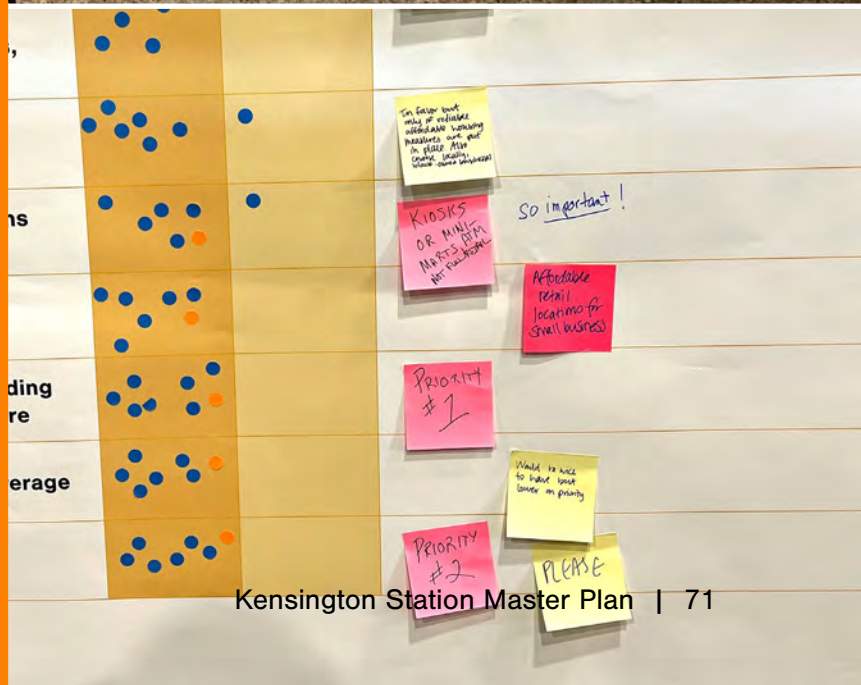
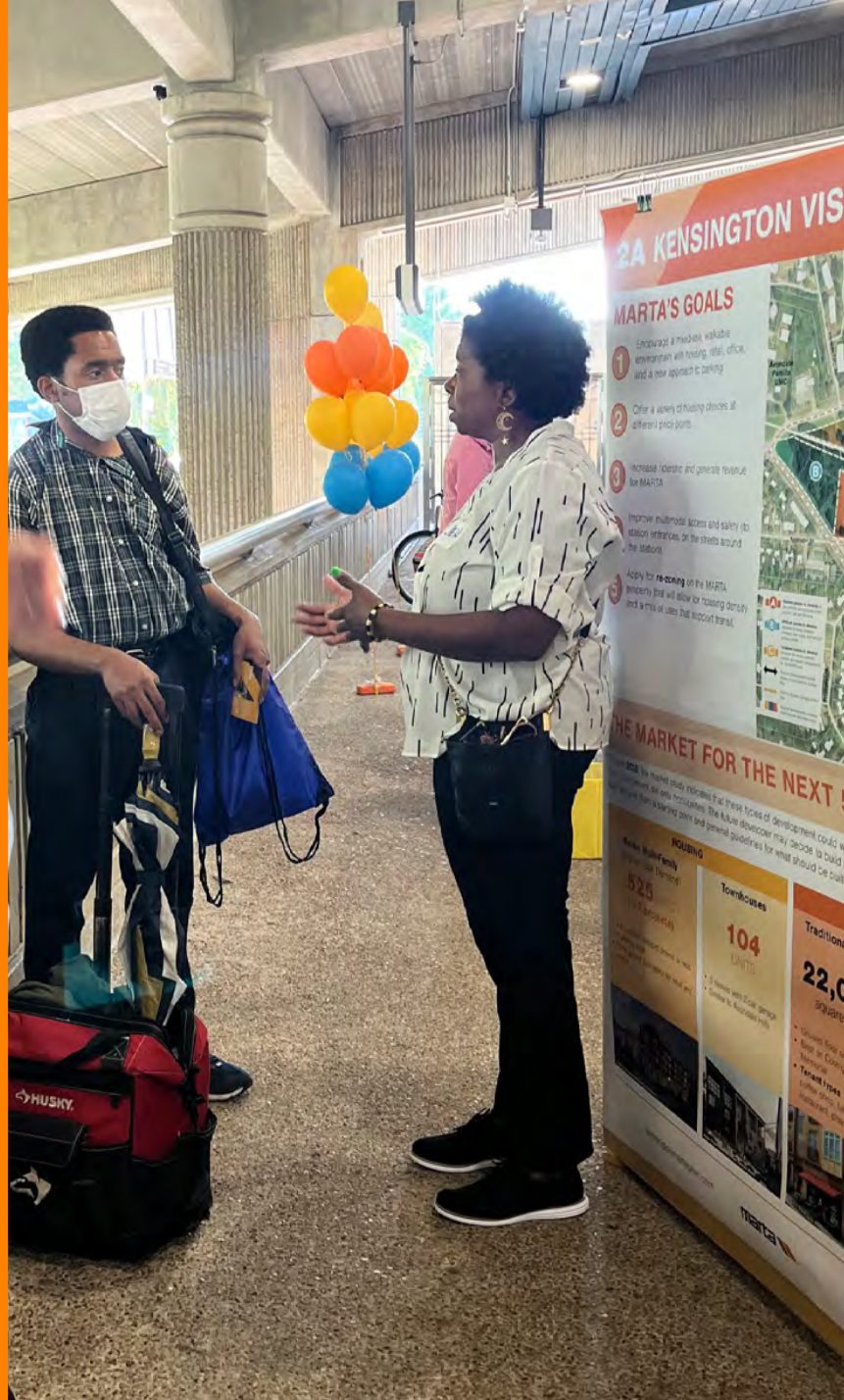


“ With higher density housing on this site and new high density on Memorial Drive, then public greenspace and especially playgrounds for children are needed. ”

“ If you could get leading pedestrian signals and improve crosswalk safety (like building the crosswalks to sidewalk level, effectively making them speedbumps for cars) - that would be incredible! ”

“ Making biking as safe and easy as driving is very helpful for this. Bikes can handle trips that are too far to walk but do not cause the emissions, air quality, or traffic problems of cars. ”

Various comments from an Open House participants



Housing at Kensington Station

A successful TOD will require a significant amount of housing units. Different people have different housing needs, and housing at Kensington should be inclusive of everyone. The market analysis says the land at the station could attract several housing types through 2030.

Participants voted on housing types (duplex, townhouse, small apartment, large apartment) that best represent their own and their potential neighbors' needs using the personas to the right. Overall, participants would like to see long-term affordable housing, options for ownership, and smaller building types, like townhouses, duplexes, and small multi-family buildings. However, many did vote for large apartment buildings.

What would make the station an appealing place to live?

- Walkable access to amenities
- Mixture of housing types and prices
- Something new and close to work
- Denser neighborhood
- Less car dependency
- Smaller yards, larger shared open space
- Safety

“Make sure the housing stays affordable for legacy residents.”

Comment from an Open House event participant

✓ Small Apartment Building

Jennifer is 23 years old, a teacher's aide at Avondale Elementary and earns \$31,000 per year, is single living alone, and wants to live within walking distance of work.



Jennifer Brown

Photo courtesy Victoria Heath on Unsplash

✓ Townhouse or Small Duplex

Mr. and Mrs. Garcia earn a combined \$95,000 per year at the nearby DeKalb County offices, have two children who attend nearby schools and want to move closer to work for an easier commute.



The Garcia Family

Photo courtesy Gabriel Tovar on Unsplash

Joshua is 33 years old, earns \$67,000 per year as an accountant, lives with his husband, and drives from Tucker to work but would like to live closer.



Joshua Johnson

Photo courtesy Julian Wan on Unsplash

✓ Small Duplex or Cottage

Ms. Williams is a 70 year old retired attorney, uses retirement account and Social Security, would prefer to live without a car and age-in-place because her grandchildren live nearby.



Ms. Williams

Participants voted on their preferred housing type.



Participants

Comments on street and land use frameworks

"...a paint job and more artwork or famous local heroes pictures... maybe an outdoor live music yard, like Atlantic Station."

"I like how the retail is located directly outside of the MARTA station entrance. I think this would make it very inviting..."

"maximize density where possible"

"..Retail/office would be better suited on the Covington/Kensington corner. Multi-family would be better near the greenspace..."

"Tree-lined promenade by the Town Green, 10-20' for art festivals and tent setups"

"I like the inclusion of townhomes. I think the office /retail and multi-family on Kensington should swap locations."

"Too many big, multi-family blocks, straighten out the streets, retail storefronts and bigger town green."

"...dedicated bicycle/scooter lanes; This is important because many cyclists travel this corridor."

Prioritizing early site activation



Painted asphalt pathway with a design by a local artist & opportunity to help paint



Kiosks with community information & updates (Station Soccer events, site redevelopment)



A walking path through the parking lot to Station Soccer with planters as a barrier

Participants elected the following top three strategies for early site activation at Kensington Station.

Participant Comments:

- Include adequate parking in phasing
- More artwork throughout!
- Expand fresh market to daily or 3x a week

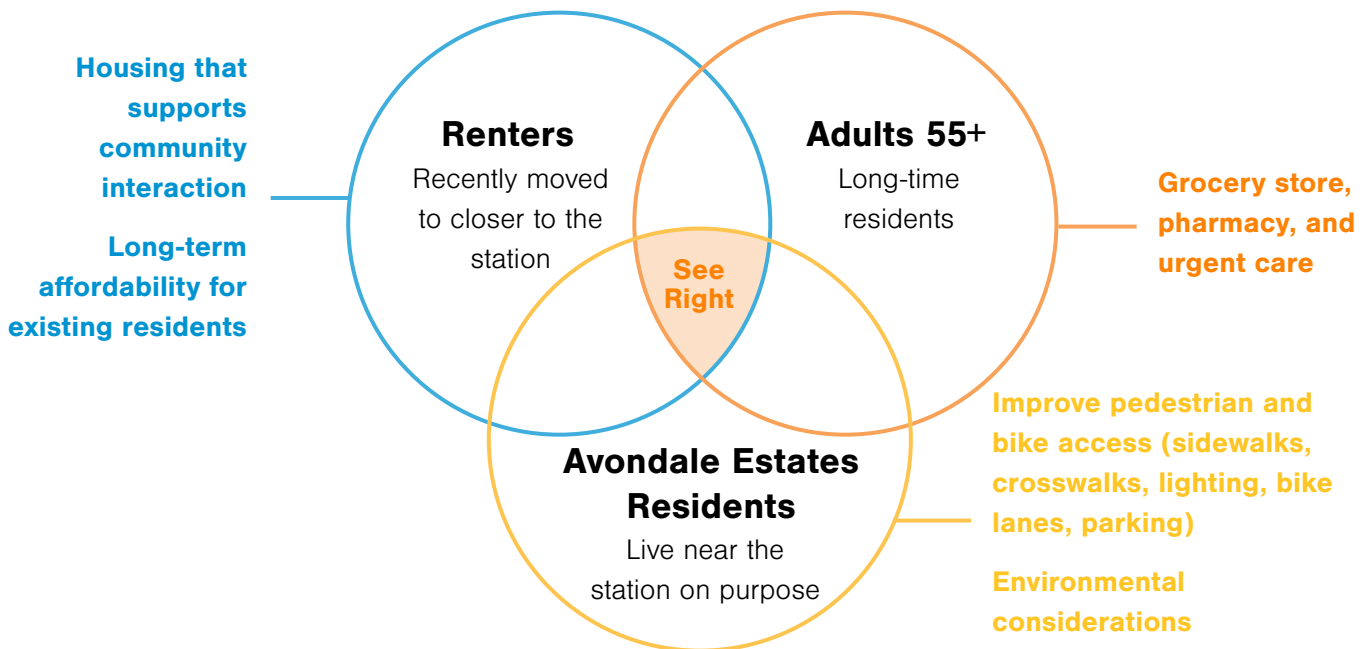
Phase 02

Focus Group Sessions

TARGETED CONVERSATIONS

The Kensington planning team hosted a series of focus group sessions to hear unique perspectives about the future of Kensington Station. Focus groups were selected by volunteer sign-ups on the project website. A total of 85 individuals signed-up, but actual participation was lower. The purpose was to hear from specific groups who may use Kensington Station now and in the future. Specific groups targeted included adults 55+, rental community residents, and City of Avondale Estates residents. Focus group discussions were held in-person and virtually.

At each focus group session, participants were presented with an introduction to the master planning process, MARTA's goals and policies about TOD, and three high-level street and land-use framework plan alternatives that were concurrently available for comment online. Questions promoting general discussion were posed on topics including current user experience at the station; station access (by train, bus, car, bike and/or foot); current land use; and hopes, preferences, ideas, and concerns for future development of the site. This section provides a high-level summary of common themes heard across all focus groups discussions. All groups had similar concerns, but each group focused on some key ideas more than others, as shown below and to the right.



Common themes: wishes, preferences, ideas and concerns

Affordable Housing

All groups expressed concern with the rising cost of living and the limited options for affordable housing – particularly housing for seniors and those on fixed or low income.



Traffic

Concern with impacts to automobile traffic were expressed – particularly regarding existing traffic patterns and how any new development might add to or otherwise affect traffic congestion.



Safety

Participants expressed the need for safety improvements for those using and accessing the station. Safety was discussed in terms of walking along surrounding roads, the importance of safe intersection crossings, and the perception of security around and in the station building.



Community Assets/Green Space

Participants desired more walkable community-oriented spaces. Preferences and ideas included parks, sports facilities (including support for StationSoccer), and event venues.



“

There are existing plans that are going to make this place more connected and safer for walking. Excited to see this whole corridor develop as a much more connected and pedestrian friendly place.

”

Comment from a StationSoccer event participant

Phase 03

Open House at DeKalb County

CONFIRMING DIRECTION

On Tuesday, November 15, 2022, the second Open House was hosted at the DeKalb County Government Services Center and online via video conference (two separate meetings were held at the same time). More than 40 individuals registered to attend the meetings, but four attended in person and around 20 attended online. After the meeting, the meeting's recording was posted on the project website, and online activities mirroring the in-person activities were available through December 13, 2022. The summary to the right indicates all of the feedback received during the meetings and via the online activities. Participants could vote on their preferred site concept plan, confirm or suggest revisions to the design parameters, and leave comments about the designs.

The online version of activities included an interactive map that allowed users to switch between and read about the different concepts, write comments on the map, and respond to other's comments. More than 55 comments were posted on the interactive map, and those who participated often left more than one idea. Survey questions asked which plan was preferred, what they like or dislike about the preferred plan, and the likelihood that they will live here or visit after redevelopment.

90.48%
are likely to visit
here in the future.

66.67%
would be interested to live
here in the future.

“ I envision this as a very urban place. Creating edges with space for healthy canopy trees and wide walk ways that invite groups of people to stroll around the entire perimeter would be a game changer for urban design in the area.

”

Comment from a Virtual Open House event participant

Ranking the final plan concepts



What participants like the most

- Expandable event space
- Alignment with Avondale Hills Drive
- Town green and station plaza
- Street grid
- Increased diversity in housing
- Higher density, efficient use of space on the site
- Addresses both major street frontages (Memorial Drive and Covington Highway)
- Interconnected green spaces
- Improved bike and pedestrian connectivity
- Gathering spaces and new community assets

What participants think should improve

- Intersection at Covington Highway and Kensington Road for bicyclists
- Less parking; more housing
- Include protected bike lanes on all streets
- A more active, urban environment for the stormwater pond
- More recreational spaces for outdoor activities
- Larger central green space
- More retail

Top Five Themes from Engagement

CONSISTENCY THROUGH THE YEARS

Many themes from the public engagement emerged while reviewing previous plans for the area (described in Chapter 1). A longer list of themes was confirmed during the beginning of the public engagement process, and they were consistently mentioned through different activities and discussions during this engagement process. Most of the comments can be categorized into five main ideas:

1. Make walking and biking easier in and around the station property;
2. Add public green spaces with recreation and space for events;
3. Offer a variety of housing types and make them affordable and mixed income;
4. Add quality retail and restaurants, including daily essentials; and,
5. Build a walkable, mixed-use community destination.

Because of the importance of these ideas throughout this process and prior planning efforts, design parameters were developed to address them. The design parameters, or goals, were made so that no matter the final design of the station, these themes are at the forefront and are visible in the redevelopment.

These five themes have been consistent throughout all events and activities.



Make walking & biking easier in and around the station property



Add public green spaces with recreation and space for events



Offer a variety of housing types and make them affordable and mixed-income



Add quality retail and restaurants, including daily essentials



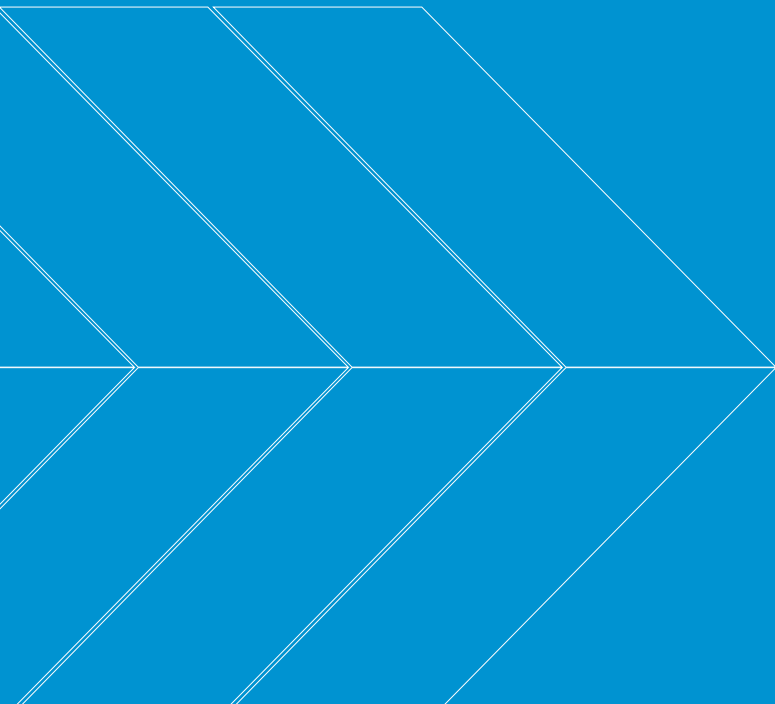
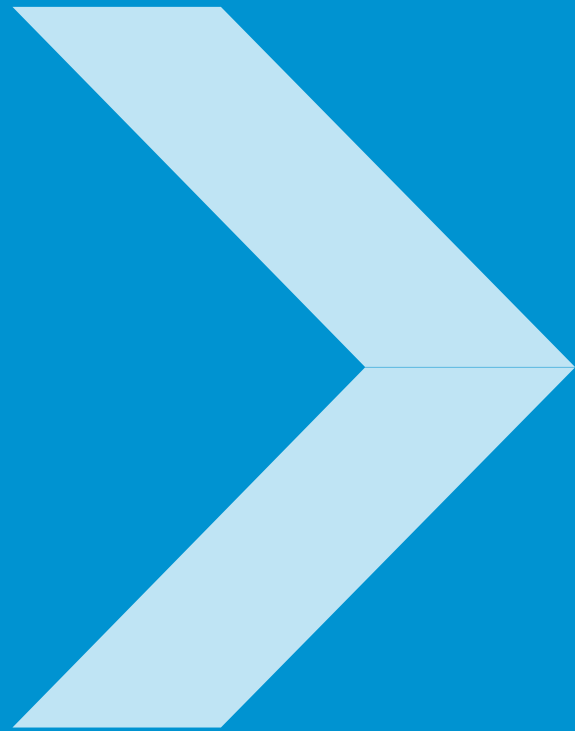
Build a walkable, mixed-use community destination

**Successful transit-oriented
development means a future
Kensington Station that is a
community destination.**



Chapter 03

The Vision



The Vision for Kensington

A DIRECT RESPONSE TO COMMUNITY FEEDBACK

Urban design parameters emerged while reviewing MARTA's TOD Guidelines, reviewing previous plans for Kensington Station and its surroundings, and while gathering input from community members through multiple methods (focus groups, online surveys, in-person public meetings). These design parameters guided all the street and land use framework plans and ultimately, defined the three concept plans.

MARTA will ensure a future development partner adheres to these design parameters to create a walkable, dense, and safe TOD that serves MARTA's transit needs and the greater community. By using the design parameters, MARTA TOD Guidelines, and requirements of the proposed zoning designation (MU-5), multiple concept plans can be created that will generally show similar site configurations. This document includes three such configurations starting on page 92, and each of the concept plans have the common elements shown below and to the right.

 RESIDENTIAL UNITS
1,600
on average

Each concept plan has between 1,400 to 1,600 residential units, made up of apartments in buildings of different sizes and townhouses.



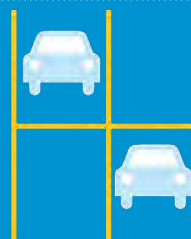
Existing access drives into the station, currently used for parking, are used as street connections to the larger network.



The bus bay is reconfigured to add 4 or 5 bays, to help MARTA expand their bus service in the future (see page 116).



Each plan includes a town green on the north side, a stormwater park, and permanent location for Station Soccer.



Parking needs are accommodated through lower parking ratios and multiple parking types (see page 114).



Existing pedestrian paths are preserved and others are added to improve connectivity. All streets include sidewalks and are intended to be slow enough to allow bikes to share the road.

Design Parameters

01

Connected Street Network

Build a connected street network with small, walkable blocks and enhanced crossings over the MARTA tracks.

02

Stormwater Infrastructure

Re-design the current stormwater detention pond into a usable public space that collects run-off during rain events.

03

Pedestrian and Bike Network

Improve pedestrian and bike access to the station with additional access points, trails, and sidewalks.

04

Expand Bus Bay Service

Make it easier to access the bus bay from the street and expand bus service.

05

Park Event Space

Create a usable event space or park next to the station with mixed-use buildings around it.

06

Permanent Station Soccer Location

Include a permanent location for Station Soccer with redevelopment.

07

Smaller-Scale Development Types

Test smaller-scale development types, like small multi-family buildings, townhouses, stacked flats, and mixed-use buildings.

08

Better Parking Strategies

Develop a new approach to parking.

Design Parameters

01

Connected Street Network

Build a connected street network with small, walkable blocks and enhanced crossings over the MARTA tracks.

- a Improve the existing “kiss and ride” bridge to become part of the street network with streetscape treatments consistent with the other streets.
- b Improve the pedestrian bridge access on the southeast corner to be more welcoming from Kensington Road.
- c Ensure street blocks are walkable and follow the requirements designated in the MARTA TOD Guidelines, unless site conditions create connectivity barriers.
- d Make rideshare and curbside management clear with designated areas and wayfinding signage.

02

Stormwater Infrastructure

Re-design the current stormwater detention pond into a usable public space that collects run-off during rain events.

- a Re-design the space for the same stormwater capacity while providing an unfenced, usable amenity. If this cannot accommodate all future stormwater run-off, use other stormwater management best practices in public spaces.
- b Connect pedestrians through the stormwater park to proposed multi-use trails on Mountain Drive and Covington Highway, the staircase on Mountain Drive, and all new street or trail connections within the site.
- c Use native plants for all new landscaping elements and remove invasive species.



The new street connection from Kensington Road to the north side of the station

7c. Building façades should have character that create a quality edge and sense of enclosure to enhances pedestrian comfort.

7a. Public realm elements like balconies, awnings, stoops and visible storefronts with ground-level amenities are encouraged.

1a. Use quality streetscape materials and plant ample shade trees.

2a, 2c. Incorporate native planting and bioretention into the streetscape.

Coffee shop with outdoor seating near the MARTA bus bay and station entrance

3c. Use colorful signage that's legible from long distances to improve wayfinding.

3d. Incorporate streetscape amenities like bike racks or service stations along new bike paths for riders.

3a. Quality paving and materials can add character to the public realm.



Design Parameters

- a Include sidewalks on both sides of all internal streets, and add sidewalks at existing vehicular entrances (off Memorial Drive, Kensington Road).
- b Bring pedestrian connections through longer blocks to connect to station entrances and new streets and trails.
- c Connect to the multi-use trail project planned on Mountain Drive, Covington Highway, Memorial Drive, and Kensington Road.
- d Include wayfinding signage for riders.

03

Pedestrian and Bike Network

Improve pedestrian and bike access to the station with additional access points, trails, and sidewalks.

- a Coordinate with MARTA bus operations to re-configure and expand the existing bus bay.
- b Provide quality covered waiting spaces, plazas, and / or retail near the bus waiting area.
- c Allow clearer pedestrian access from Kensington Road to the bus bay.

04

Expand Bus Bay Service

Make it easier to access the bus bay from the street and expand bus service.

Design Parameters

05

Park Event Space

Create a usable event space or park next to the station with mixed-use buildings around it.

- a The event space / park should be between 0.75 and 1.5 acres in area.
- b Provide active uses around it, like retail and residential units. A parking garage should not front this space.
- c Make it easily accessible and visible from all connecting streets and pedestrian paths.
- d Use native plants for all new landscaping elements in this space.

06

Station Soccer Location

Include a permanent location for Station Soccer with redevelopment.

- a Consider safety for children and adults who need to access the soccer fields and conflicts with cars and buses.
- b Where feasible, connect the fields to another park or open space on the site.

A vibrant illustration of a park scene. In the foreground, a family is having a picnic on a checkered blanket on a grassy lawn. In the middle ground, a band is performing on a small stage. In the background, there are modern buildings, including one with a large outdoor seating area. The scene is filled with lush green trees and a clear blue sky.

**New Kensington
Station Town
Green for
community events
and recreation**

5b. Park-fronting restaurants should have outdoor seating to enjoy the Town Green.

5c. Use changes in topography as a feature, like adding terraced seat walls.

5a. A modest open lawn can support outdoor concerts, movies, and family picnics.



Community pavilion anchors the Town Green space with open air markets and festivals

5b. Visible balconies, stoops, storefronts and rooftop gardens activate the Town Green.

5d. Quality shade trees and planting encourage residents to linger and relax here.

2a. Green infrastructure and landscaping can become part of the public realm.

Design Parameters

- a Where feasible, include these building types to reflect adjacent properties, to create smaller community spaces, and to offer a greater variety of housing options.
- b These building types can be used to fill in the gaps of odd-shaped parcels to create comfortable street edges.
- c Avoid constructing monolithic, large-scale buildings on every block.

07

Smaller-Scale Development Types

Test smaller-scale development types, like small multi-family buildings, townhouses, stacked flats, and mixed-use buildings.

- a Provide replacement MARTA patron parking in consultation with MARTA Parking and the Federal Transit Administration (FTA).
- b Ensure MARTA patrons still have adequate parking spaces during each phase of construction.
- c Reduce parking ratios when financially feasible.
- d Screen all parking decks from trails and streets with building façades, landscape, or public art.

08

Better Parking Strategies

Develop a new approach to parking.

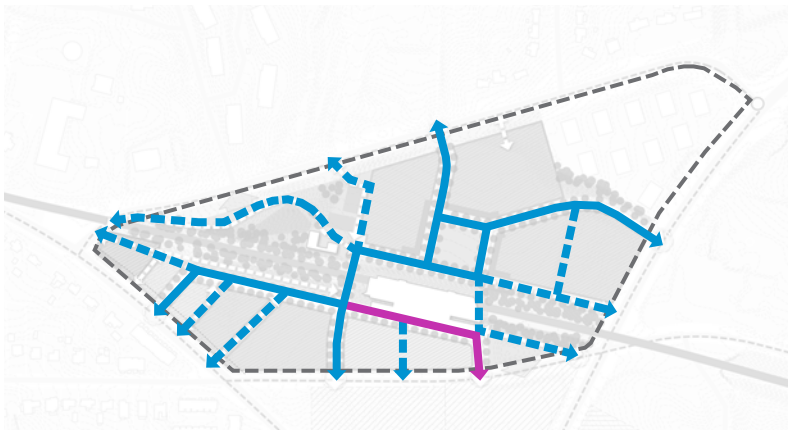
Street & Land Use Frameworks

FRAMEWORKS FOR WALKABLE AND DEVELOPABLE BLOCKS

Three frameworks and concept plans were created to provide MARTA and a future development partner with multiple ideas for how the site could be redeveloped using the design parameters previously described. Each of the frameworks includes a gridded network of streets and paths that create developable blocks while improving connectivity for pedestrians, cyclists, drivers, and transit riders. All three concepts keep the same configuration on the south side because of parcel size and shape constraints, and the north side varies by responding to different aspects of the surrounding context. Internal streets, in all three concepts, will have at least a 60' right-of-way (ROW). All streets have sidewalks on both sides, and pedestrian and bike paths further develop the site's grid to make it more walkable.

- ← Streets with sidewalks (60' ROW)
- ← Pedestrian and bike paths
- ← Bus-only route
- Planned DeKalb County trail (in concept)

Circulation Networks



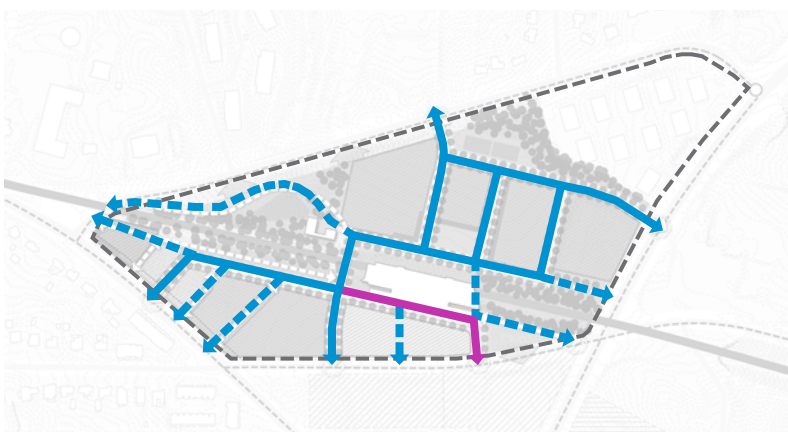
OPTION 1

On the north side of the station, Option 1 creates a network focused around the town green, using street connections that respond to the adjacent streets and current site layout.



OPTION 2

On the north side, continuous street runs parallel to Mountain Drive and connects Memorial Drive to Kensington Road.



OPTION 3

On the north side of the station, Option 3 creates a network that builds on the current parking lot layout and orients the street grid toward the MARTA building. More internal streets are created using this method, but the town green is reduced in size.

Concept 1

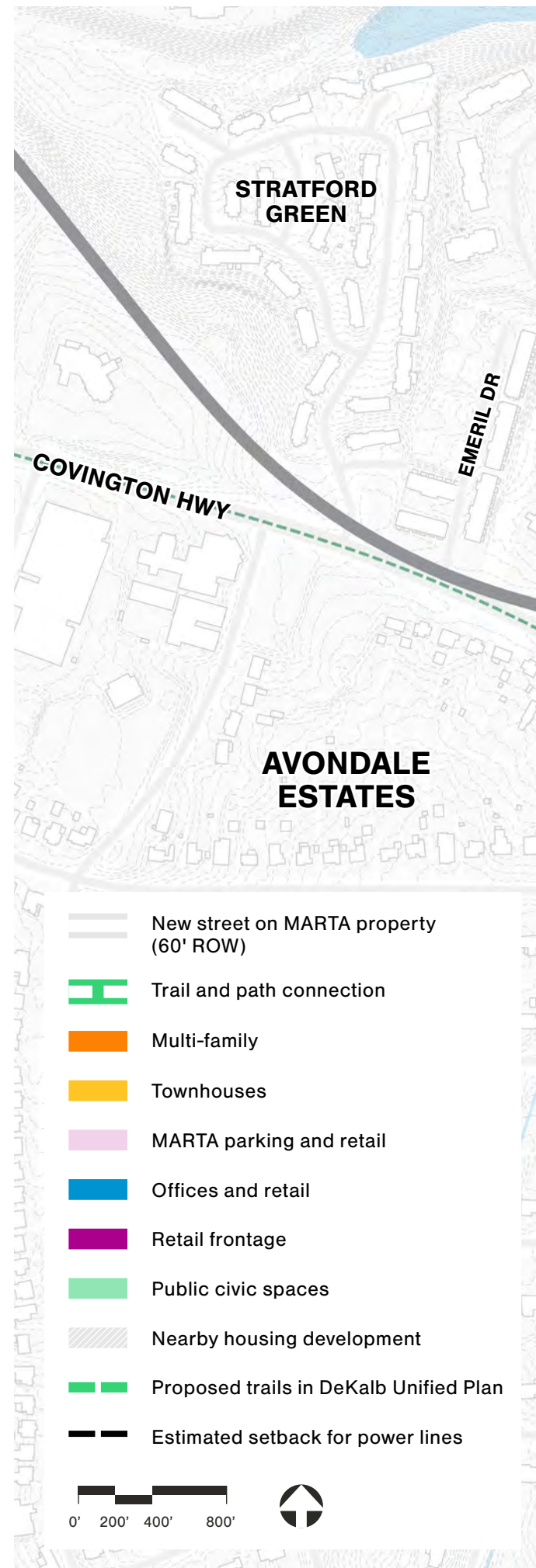
Framework

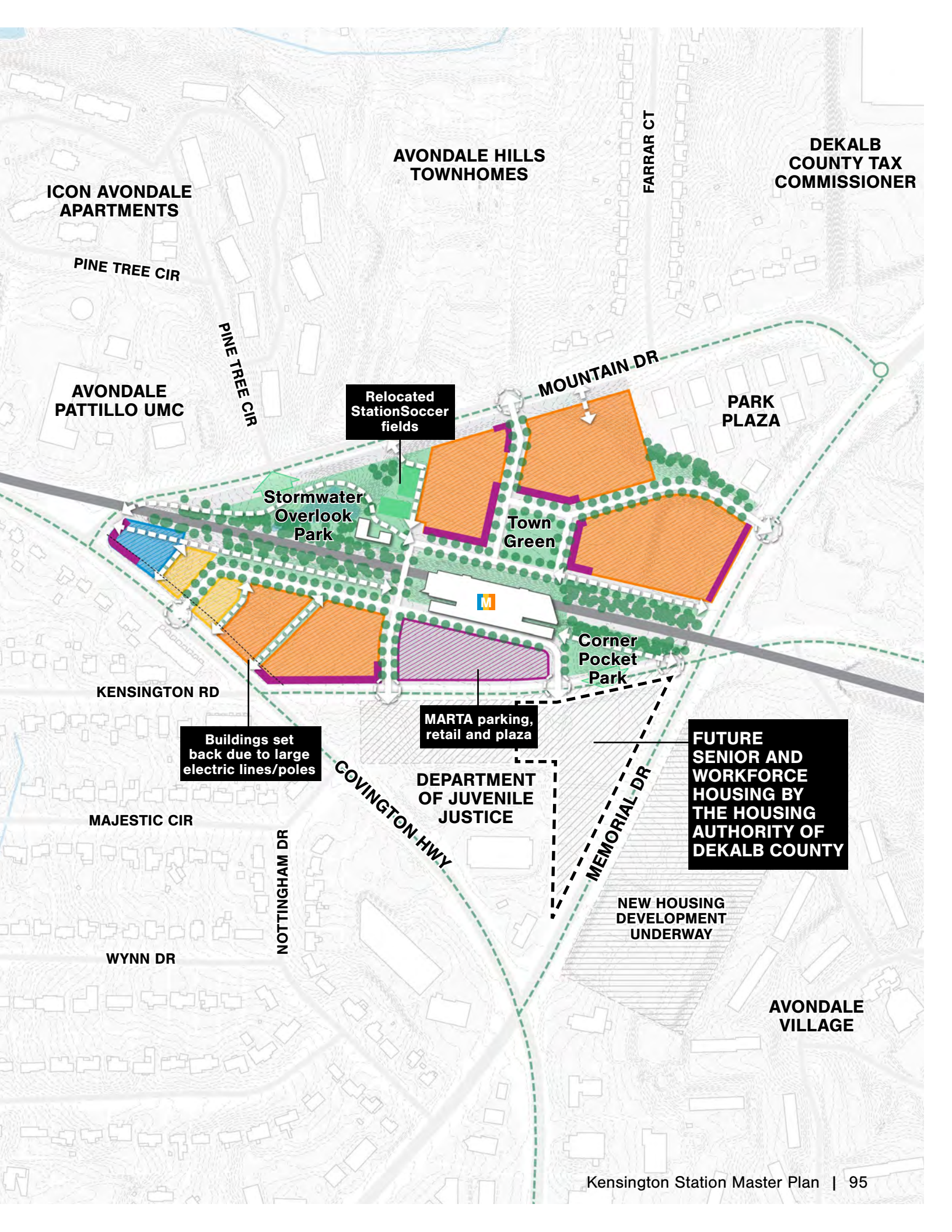
Plan

Each street and land use framework plan option uses the same design on the south side of the station. This area provides gateways from Covington Highway and Kensington Road using a mix of uses and amenities along new street and trail connections. It includes a 400+ space MARTA patron parking deck with retail fronting Kensington Road; an expanded two-way bus bay in its same location; a bus waiting plaza and rideshare drop-off area; and mixed-use buildings, townhouses, and multi-family buildings.

Framework #1 and its matching concept plan respond to adjacent street layouts to organize the north side of the station around a town green. In this option, existing parking lot drive lanes are redesigned as complete streets to create a walkable grid and development footprints. This option also keeps the existing street entrance alignment from Mountain Drive, which could make the first development phase easier. Other strategies are to:

- Reimagine the existing stormwater detention pond (northwest corner) as a usable stormwater park that can fill with stormwater run-off during rain events and remain a park during sunny days. Trails with overlooks connect the park directly into the rest of the site.
- Relocate Station Soccer to overlook the stormwater park. This provides a stronger case for re-constructing the existing basin as usable public space.
- Place a Town Green at the center of multi-family and mixed use blocks. The green provides a dedicated space for community events and everyday recreation. Some of its perimeter streets could close during events.





AVONDALE HILLS TOWNHOMES

DEKALB COUNTY TAX COMMISSIONER

ICON AVONDALE APARTMENTS

PINE TREE CIR

PINE TREE CIR

AVONDALE PATTILLO UMC

Relocated Station Soccer fields

MOUNTAIN DR

PARK PLAZA

Stormwater Overlook Park

Town Green

Corner Pocket Park

KENSINGTON RD

Buildings set back due to large electric lines/poles

MARTA parking, retail and plaza

FUTURE SENIOR AND WORKFORCE HOUSING BY THE HOUSING AUTHORITY OF DEKALB COUNTY

DEPARTMENT OF JUVENILE JUSTICE

GOVINGTON HWY

MEMORIAL DR

NEW HOUSING DEVELOPMENT UNDERWAY

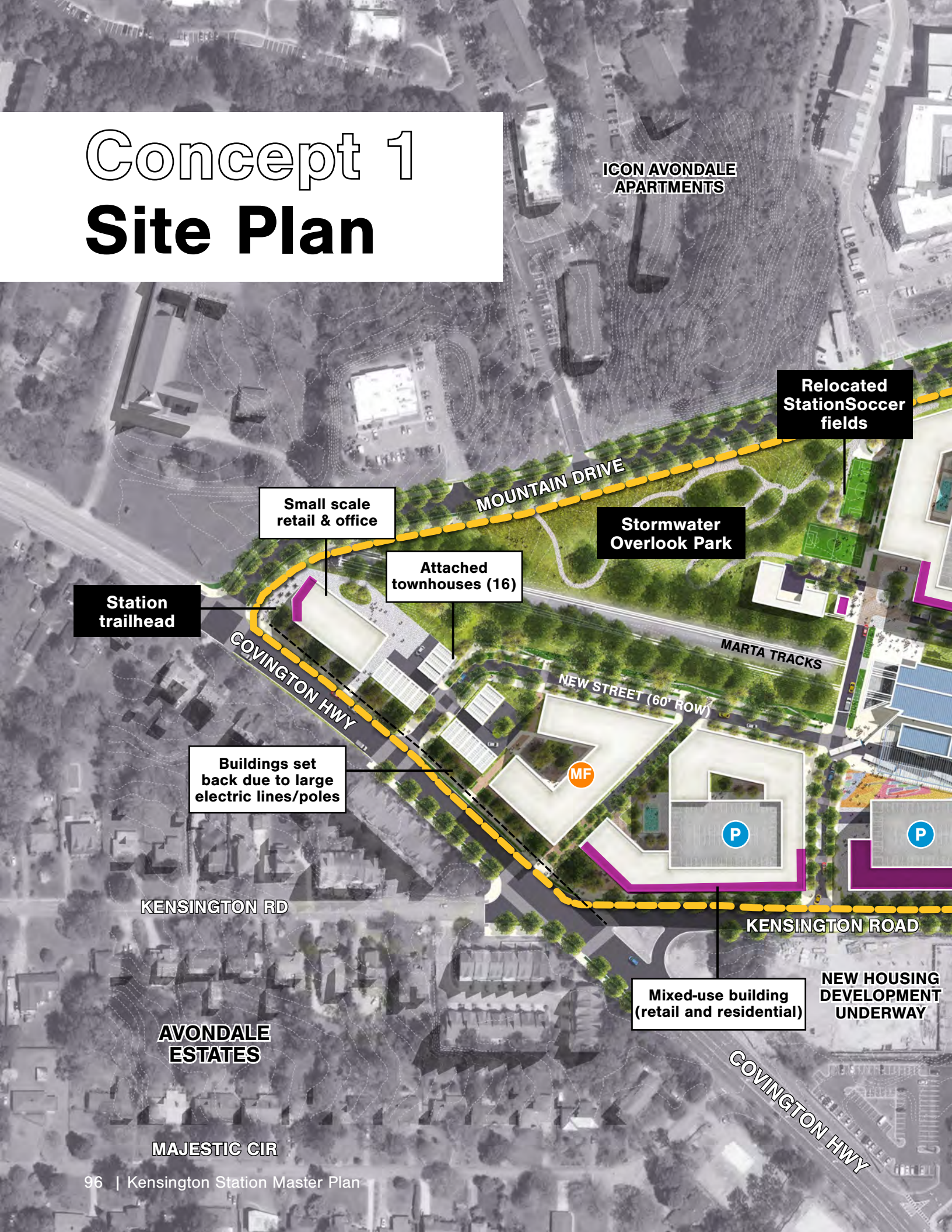
MAJESTIC CIR

NOTTINGHAM DR

WYNN DR

AVONDALE VILLAGE

Concept 1 Site Plan



ICON AVONDALE APARTMENTS

Relocated Station Soccer fields

Small scale retail & office

Stormwater Overlook Park

Attached townhouses (16)

Station trailhead

Buildings set back due to large electric lines/poles

NEW STREET (60' ROW)

MARTA TRACKS

COVINGTON HWY

MF

P

P

KENSINGTON RD

KENSINGTON ROAD

Mixed-use building (retail and residential)

NEW HOUSING DEVELOPMENT UNDERWAY

AVONDALE ESTATES

COVINGTON HWY

MAJESTIC CIR

AVONDALE
HILLS
TOWNHOMES

FARRAR CT

MOUNTAIN DRIVE

MEMORIAL DRIVE

Mixed-use building
(retail and residential)

PARK
PLAZA

Mixed-use building
(retail and residential)

Mixed-use Building
(retail and residential)

NEW STREET (60' ROW)

NEW STREET

Kensington
Town Green

Pedestrian path
connection

Corner
Pocket Park

BUS BAY

KENSINGTON ROAD

Drop-off &
waiting plaza

FUTURE
SENIOR AND
WORKFORCE
HOUSING BY
THE HOUSING
AUTHORITY OF
DEKALB COUNTY

NEW HOUSING
DEVELOPMENT
UNDERWAY

MEMORIAL DRIVE

Concept Plan 1



Multi-family residential only



Proposed multi-use path by DeKalb



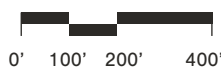
Ground-level retail frontage



Stand-alone retail



Structured parking deck



Concept 1

Development Program

The conceptual development program below represents the number of units, amount of retail space, amount of green space, and number of parking spaces as drawn in Concept Option 1. All of the site concept options generally produced the same yield. Calculations are based on the assumptions shown at the bottom right on the adjacent page.

Proposed residential density:

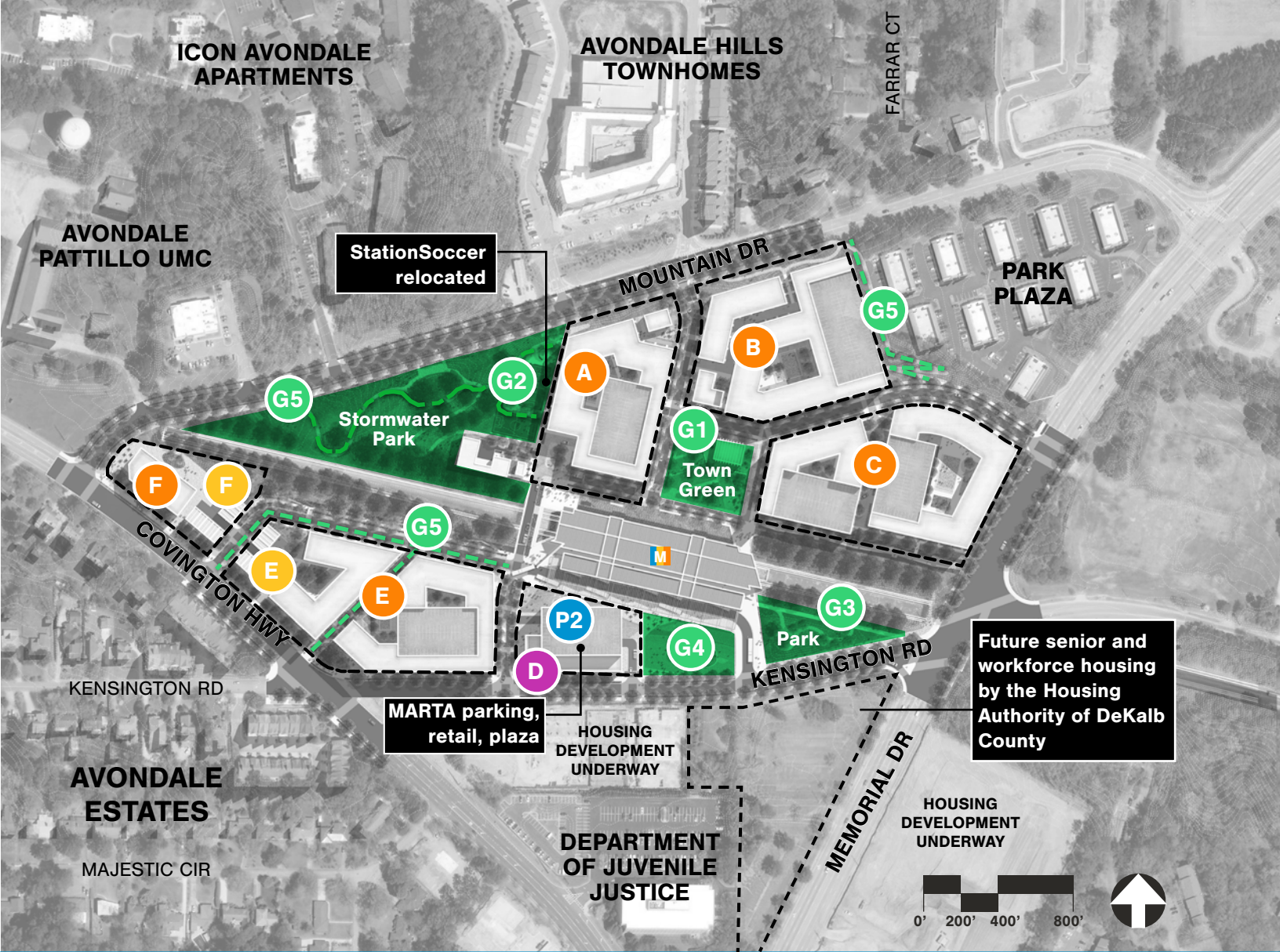
35 acres

GROSS LAND AREA
including streets & small parks

45 units PER ACRE



Proposed Land Use Summary**			
Development			
Block	Type	Units	SF
A	Large multi-family residential	313	-
	Ground floor retail	-	15,050
	Parking deck (6 floors)	411 sp	-
B	Large multi-family residential	393	-
	Ground floor retail	-	4,400
	Parking deck (6 floors)	551 sp	-
C	Large multi-family residential	376	-
	Ground floor retail	-	30,174
	2 Parking decks (6 floors each)	823 sp	-
D	Retail	-	11,600
E	Large multi-family residential	475	-
	Townhouses	8	-
	Ground floor retail	-	22,282
	Parking deck (6 floors)	411 sp	-
F	Small office	-	39,300
	Townhouses	8	-
	Ground floor retail	-	1,600
Green Space			
#	Type	Acres	LF
G1	Town green	0.79	-
G2	Stormwater park	3.05	-
G3	Corner pocket park	0.60	-
G4	Plaza waiting area	0.90	-
G5	Pedestrian paths	-	1,370
Other Parking			
#	Type	Spaces	
P1	On-street parking	165	
P2	MARTA patron parking	411	
Total Residential		1,572	units
Total Commercial		124,406	SF
Total Public Green Space		5.34	AC
Total Parking Spaces		2,773	stalls



Program assumptions:

Residential		
Type	Value	Units
Large multi-family unit size	800	SF
Small multi-family unit size	750	SF
Multi-family parking ratio	0.9	spaces / unit
Townhouses (self-parked)	2,700	SF
Commercial		
Standard office parking ratio	1.75	sp / 1,000 SF
Retail parking ratio (restaurant)	8	sp / 1,000 SF
Retail parking ratio (soft goods)	2.50	sp / 1,000 SF

Other Parking		
MARTA Parking Replacement	67%	without Lot 4 and Lot 1 (Station Soccer)
On-street parking	23	LF / space
Structured parking	350	SF / space
Shared parking ratio (applied to office and retail totals)	25%	

THE VISION

Concept 2

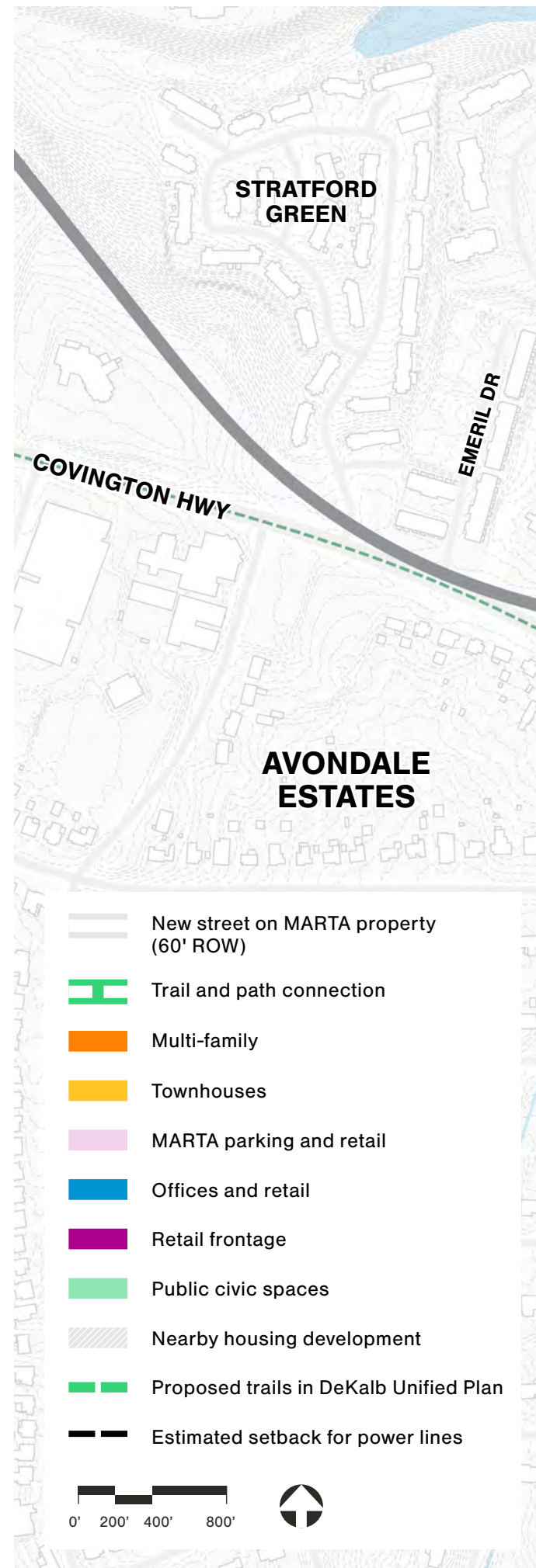
Framework

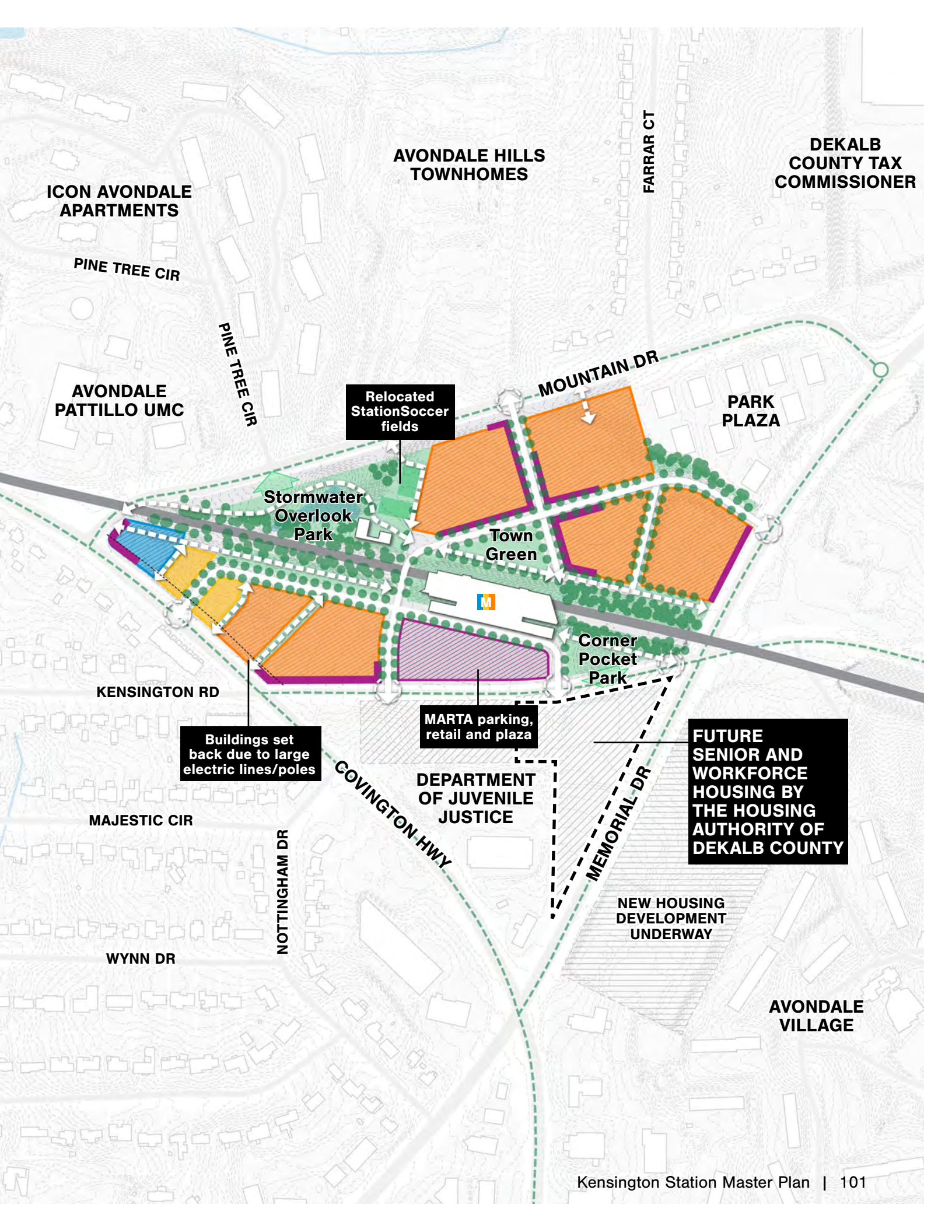
Plan

Framework #2 and the corresponding concept plan organize the site by the adjacent street network on the north side, with a continuous street through the station parallel to Mountain Drive. Existing access drives into the parking lots are reconfigured as street intersections to create a walkable grid and feasible development footprints. Other design strategies are to:

- Reimagine the existing stormwater detention pond (northwest corner) as a usable stormwater park that can fill with stormwater run-off during rain events and remain a park during sunny days. Trails with overlooks connect the park directly into the rest of the site.
- Like Framework #1, relocate Station Soccer where it overlooks the stormwater park. This provides a stronger case for re-constructing the existing basin as usable public space.
- This framework provides a slightly larger town green than the other two options and is surrounded by small retail buildings and large multi-family buildings with ground floor retail.

Again, each framework plan option uses the same design on the south side of the station. This area provides gateways from Covington Highway and Kensington Road using a mix of uses and amenities along new street and trail connections. It includes a 400+ space MARTA patron parking deck with retail fronting Kensington Road; an expanded two-way bus bay in its same location; a bus waiting plaza and rideshare drop-off area; and mixed-use buildings, townhouses, and multi-family buildings.





AVONDALE HILLS TOWNHOMES

DEKALB COUNTY TAX COMMISSIONER

ICON AVONDALE APARTMENTS

PINE TREE CIR

PINE TREE CIR

AVONDALE PATILLO UMC

Relocated Station Soccer fields

MOUNTAIN DR

PARK PLAZA

Stormwater Overlook Park

Town Green

Corner Pocket Park

KENSINGTON RD

Buildings set back due to large electric lines/poles

MARTA parking, retail and plaza

FUTURE SENIOR AND WORKFORCE HOUSING BY THE HOUSING AUTHORITY OF DEKALB COUNTY

DEPARTMENT OF JUVENILE JUSTICE

GOVINGTON HWY

MEMORIAL DR

NEW HOUSING DEVELOPMENT UNDERWAY

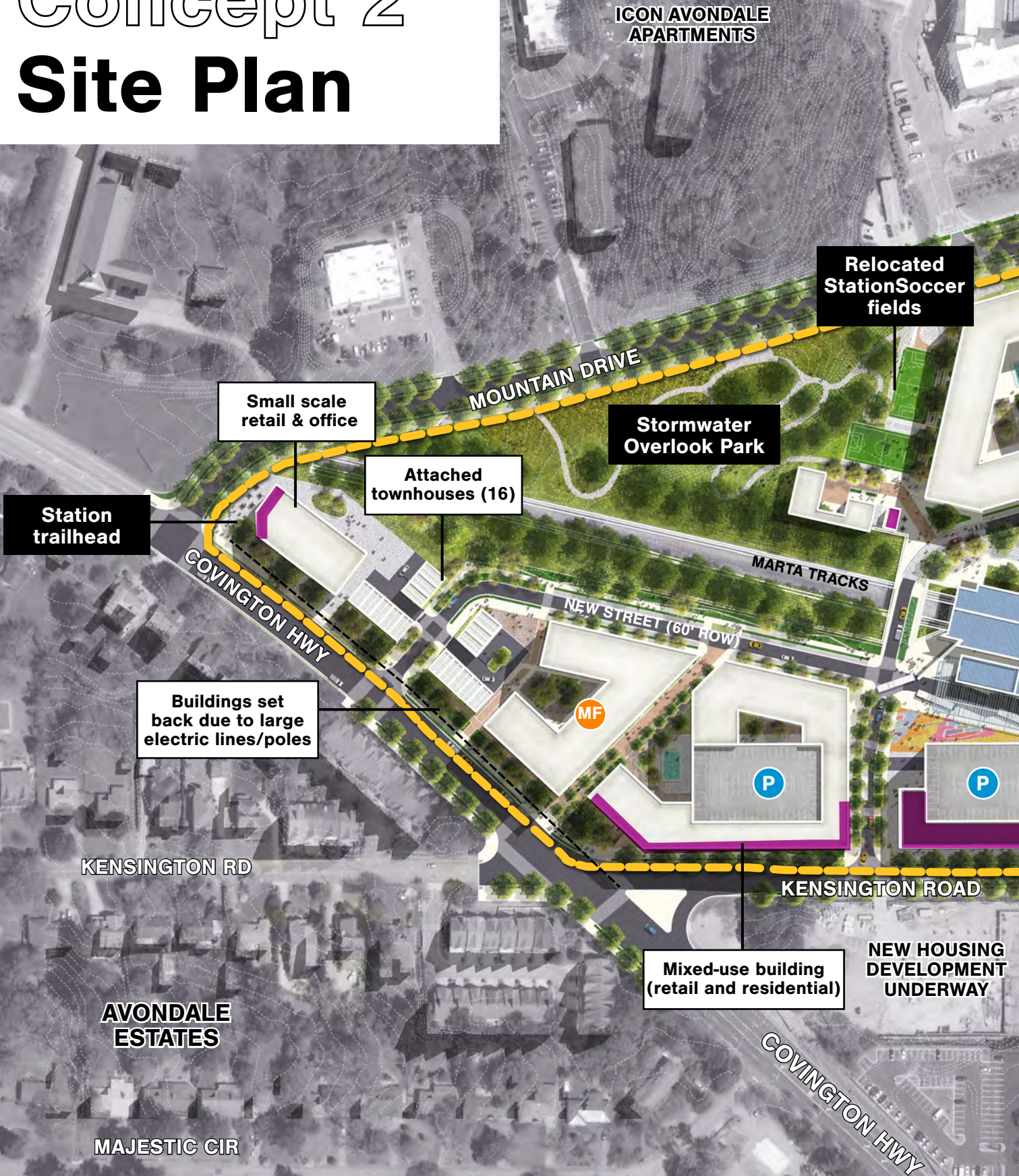
MAJESTIC CIR

NOTTINGHAM DR

WYNN DR

AVONDALE VILLAGE

Concept 2 Site Plan



AVONDALE
HILLS
TOWNHOMES

FARRAR CT

MOUNTAIN DRIVE

MEMORIAL DRIVE

Mixed-use building
(retail and residential)

Townhouse over
flats

PARK
PLAZA

Townhouse over
flats

NEW STREET (60' ROW)

Kensington
Town Green

Pedestrian path
connection

Corner
Pocket Park

BUS BAY

KENSINGTON ROAD

Concept Plan 2



Multi-family residential only



Proposed multi-use path by DeKalb



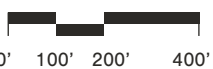
Ground-level retail frontage



Stand-alone retail



Structured parking deck



Drop-off &
waiting plaza

LAND FOR
FUTURE
SENIOR AND
WORKFORCE
HOUSING BY
THE HOUSING
AUTHORITY OF
DEKALB COUNTY

NEW HOUSING
DEVELOPMENT
UNDERWAY

Concept 2

Development Program

The conceptual development program below represents the number of units, amount of retail space, amount of green space, and number of parking spaces as drawn in Concept Option 2. All of the site concept options generally produced the same yield. Calculations are based on the assumptions shown at the bottom right.

Proposed residential density:

35 acres

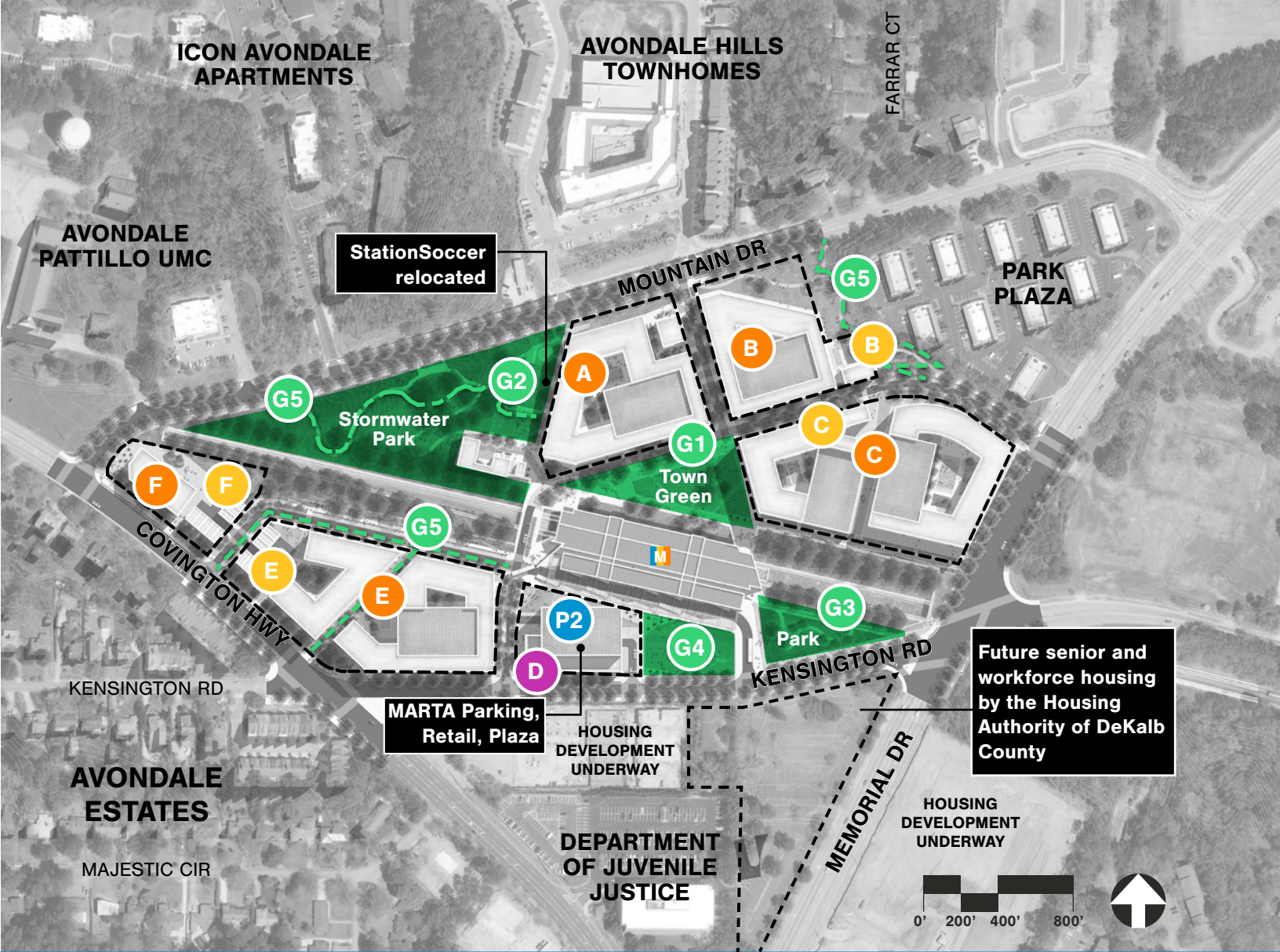
GROSS LAND AREA
including streets & small parks

44 units
PER ACRE



Total Residential	1,526	units
Total Commercial	124,233	SF
Total Public Green Space	5.80	AC
Total Parking Spaces	2,609	stalls

Proposed Land Use Summary**			
Development			
Block	Type	Units	SF
A	Large multi-family residential	355	-
	Live-work units (w/ commercial)	7	3,000
	Parking deck (6 floors)	411 sp	-
B	Large multi-family residential	256	-
	Townhouse over flat (TH unit self-parked)	8	-
	Ground floor retail	-	5,425
	Parking deck (6 floors)	411 sp	-
C	Large multi-family residential	407	-
	Townhouse over flat (TH unit self-parked)	8	-
	Ground floor retail	-	27,376
	2 Parking decks (6 floors each)	823 sp	-
D	Retail	-	11,600
E	Large multi-family residential	475	-
	Townhouses	8	-
	Ground floor retail	-	22,282
	Parking deck (6 floors)	411 sp	-
F	Small office	-	39,300
	Townhouses	8	-
	Ground floor retail	-	1,600
Green Space			
#	Type	Acres	LF
G1	Town green	1.25	-
G2	Stormwater park	3.05	-
G3	Corner pocket park	0.60	-
G4	Plaza waiting area	0.90	-
G5	Pedestrian paths	-	1,270
Other Parking			
#	Type	Spaces	
P1	On-street parking	141	
P2	MARTA patron parking	411	



Program assumptions:

Residential		
Type	Value	Units
Large multi-family unit size	800	SF
Small multi-family unit size	750	SF
Multi-family parking ratio	0.9	spaces / unit
Townhouses (self-parked)	2,700	SF
Commercial		
Standard office parking ratio	1.75	sp / 1,000 SF
Retail parking ratio (restaurant)	8	sp / 1,000 SF
Retail parking ratio (soft goods)	2.50	sp / 1,000 SF

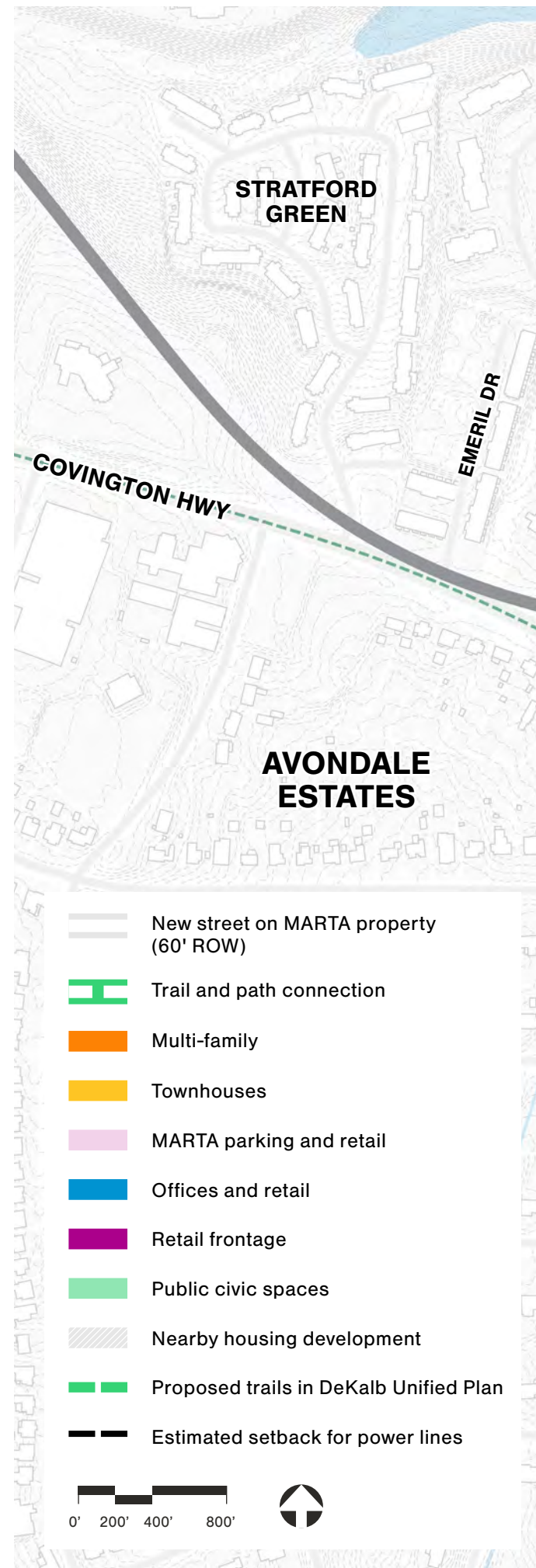
Other Parking		
MARTA Parking Replacement	67%	without Lot 4 and Lot 1 (StationSoccer)
On-street parking	23	LF / space
Structured parking	350	SF / space
Shared parking ratio (applied to office and retail totals)	25%	

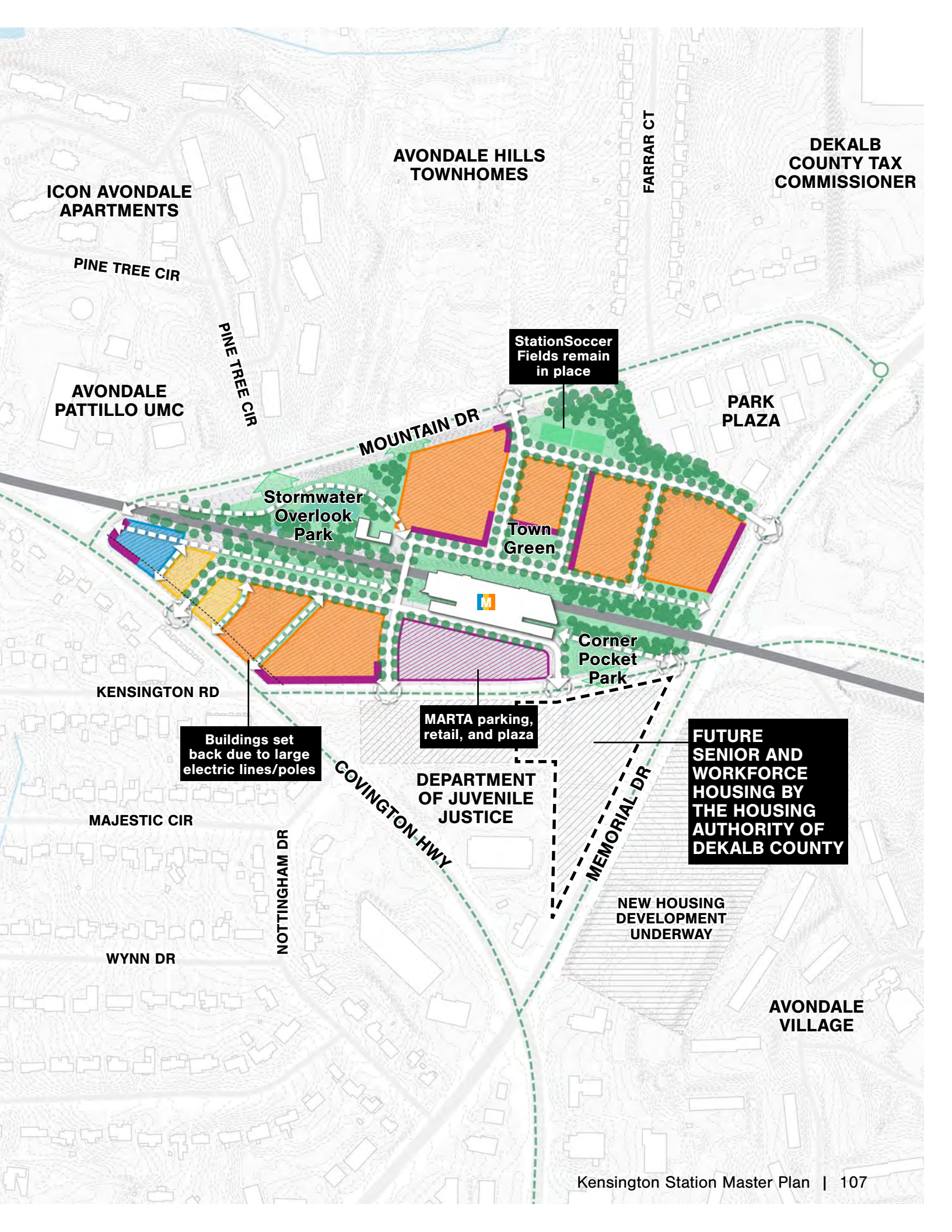
Concept 3 Framework Plan

Framework #3 and the corresponding concept plan lay out the street network around the station building and existing parking lot layout. This alternative helps with phasing development more easily on the north side. Existing access drives into the parking lots are reconfigured as street intersections to create a walkable grid and feasible development footprints. Other design strategies are to:

- Maintain StationSoccer where it is today on the northern edge of the site. Access is improved with two streets (with sidewalks) that lead directly to it.
- Diversify building types in the center of the north side next to the town green by adding small mixed-use buildings, townhouses, and apartment buildings.
- Reduce parking by one less parking deck to make room for smaller scale buildings and to encourage transit ridership.

Again, each framework plan option uses the same design on the south side of the station. This area provides a gateway from Covington Highway and Kensington Road using a mixture of uses and patron amenities along new street and trail connections. It includes a 400+ space MARTA patron parking deck with retail fronting Kensington Road; an expanded two-way bus bay in its same location; a bus waiting plaza and rideshare drop-off area; and mixed-use buildings, townhouses, and multi-family buildings.





AVONDALE HILLS
TOWNHOMES

DEKALB
COUNTY TAX
COMMISSIONER

ICON AVONDALE
APARTMENTS

PINE TREE CIR

AVONDALE
PATTILLO UMC

PINE TREE CIR

Station Soccer
Fields remain
in place

PARK
PLAZA

MOUNTAIN DR

Stormwater
Overlook
Park

Town
Green

KENSINGTON RD

Corner
Pocket
Park

Buildings set
back due to large
electric lines/poles

MARTA parking,
retail, and plaza

FUTURE
SENIOR AND
WORKFORCE
HOUSING BY
THE HOUSING
AUTHORITY OF
DEKALB COUNTY

MAJESTIC CIR

DEPARTMENT
OF JUVENILE
JUSTICE

GOVINGTON HWY

MEMORIAL DR

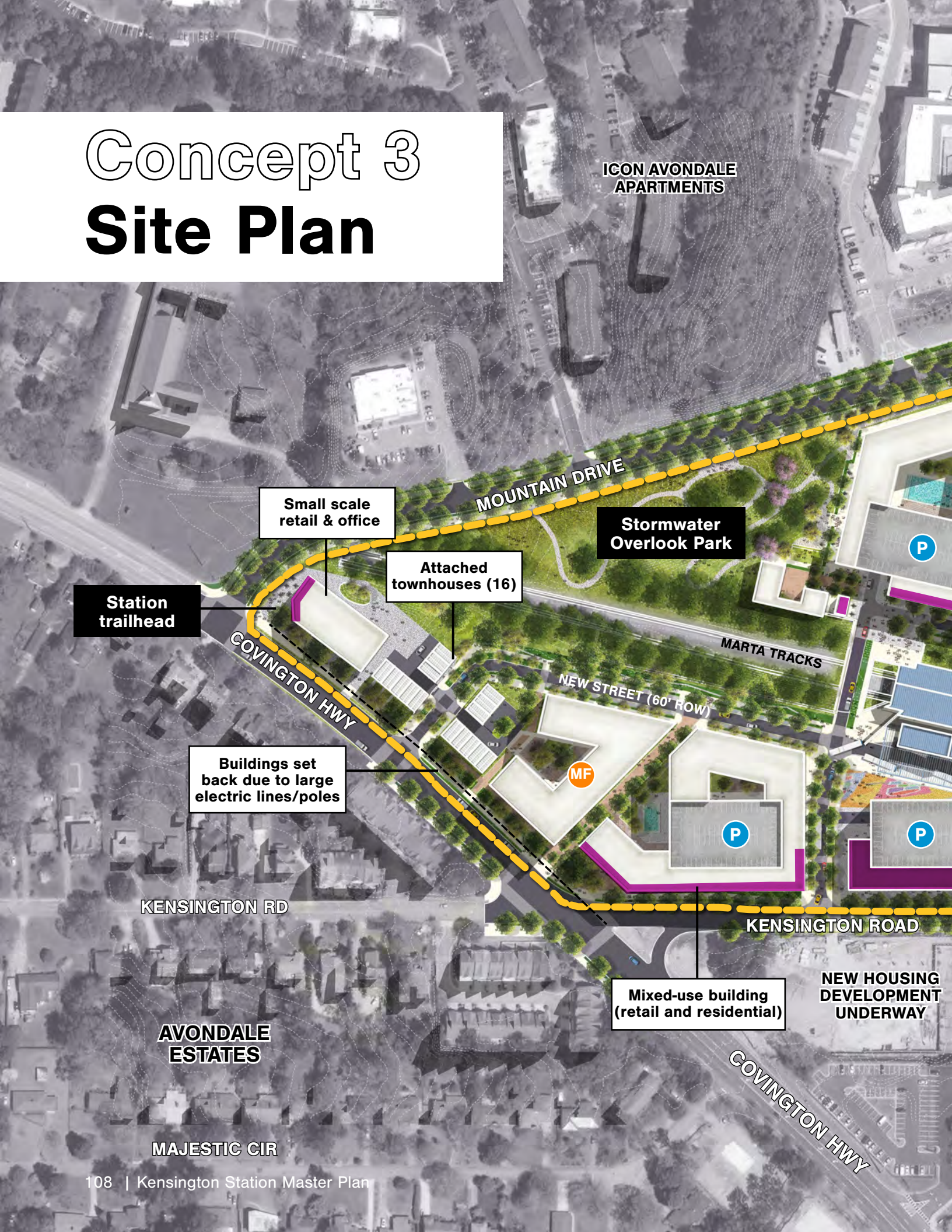
NEW HOUSING
DEVELOPMENT
UNDERWAY

WYNN DR

NOTTINGHAM DR

AVONDALE
VILLAGE

Concept 3 Site Plan



ICON AVONDALE APARTMENTS

Small scale retail & office

Stormwater Overlook Park

Attached townhouses (16)

Station trailhead

Buildings set back due to large electric lines/poles

NEW STREET (60' ROW)

KENSINGTON RD

KENSINGTON ROAD

Mixed-use building (retail and residential)

NEW HOUSING DEVELOPMENT UNDERWAY

AVONDALE ESTATES

MAJESTIC CIR

COVINGTON HWY

AVONDALE
HILLS
TOWNHOMES

FARRAR CT

MOUNTAIN DRIVE

PARK
PLAZA

MEMORIAL DRIVE

Small scale
residential

Station Soccer
fields

Mixed-use building
(retail and residential)

Kensington
Town Green

NEW STREET (60' ROW)

NEW STREET

Corner
Pocket Park

Pedestrian path
connection

BUS BAYS

Drop-off &
waiting plaza

FUTURE
SENIOR AND
WORKFORCE
HOUSING BY
THE HOUSING
AUTHORITY OF
DEKALB COUNTY

NEW HOUSING
DEVELOPMENT
UNDERWAY

Concept Plan 3



Multi-family residential only



Proposed multi-use path by DeKalb



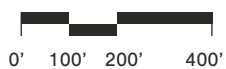
Ground-level retail frontage



Stand-alone retail



Structured parking deck



Concept 3

Development Program

The conceptual development program below represents the number of units, amount of retail space, amount of green space, and number of parking spaces as drawn in Concept Option 3. All of the site concept options generally produced the same yield. Calculations are based on the assumptions shown at the bottom right.

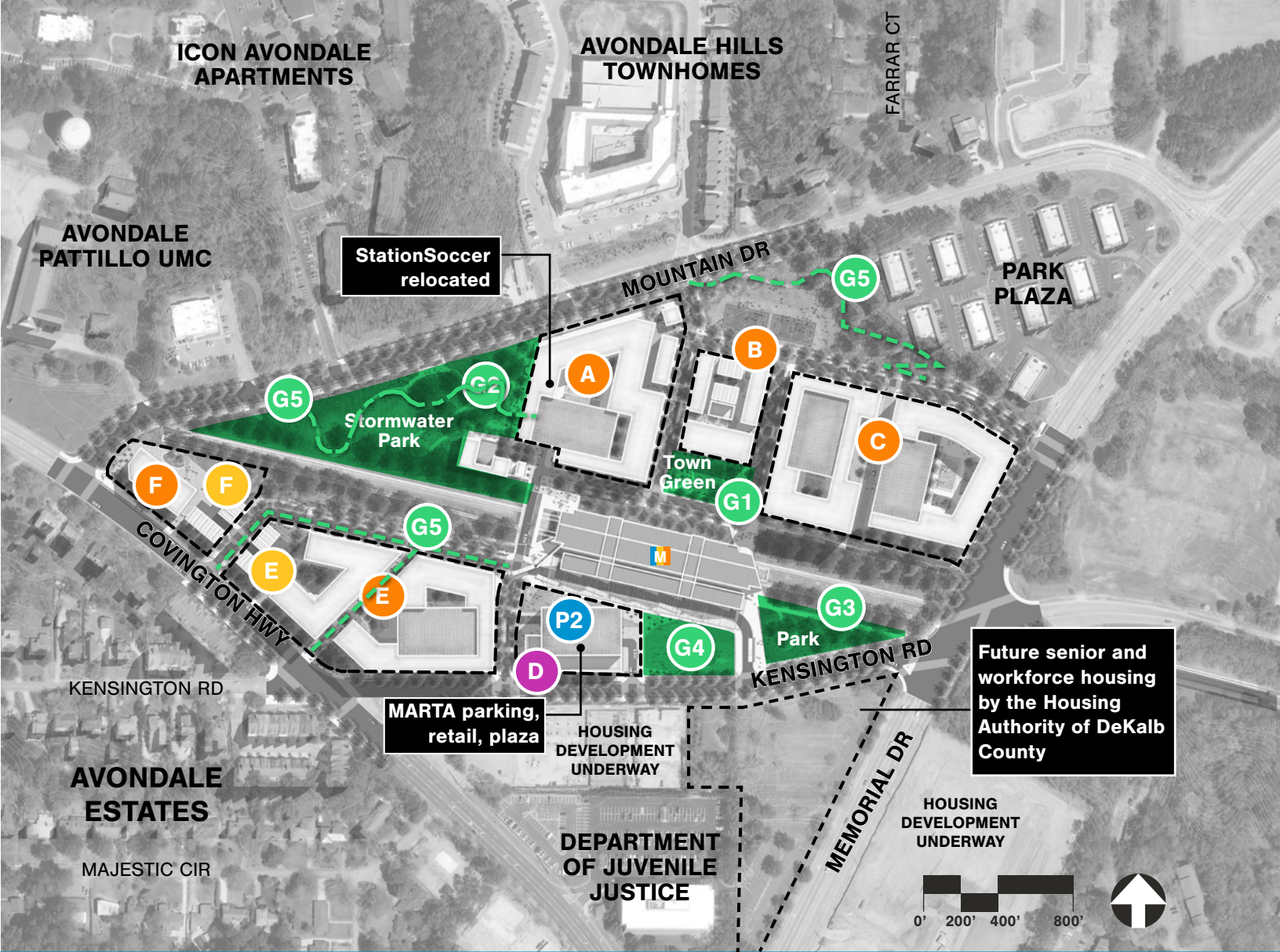
Proposed residential density:

35 acres
GROSS LAND AREA
 including streets & small parks

40 units
PER ACRE

Total Residential	1,411	units
Total Commercial	142,565	SF
Total Public Green Space	5.13	AC
Total Parking Spaces	2,237	stalls

Proposed Land Use Summary**			
Development			
Block	Type	Units	SF
A	Large multi-family residential	352	-
	Townhouse over flat (TH unit self-parked)	12	-
	Ground floor retail	-	23,798
	Parking deck (6 floors)	411 sp	-
B	Townhouse (self-parked)	6	-
	Townhouse over flat (TH unit self-parked)	28	-
	Small multi-family residential	27	-
	Ground floor retail	-	6,268
C	Large multi-family residential	495	-
	Ground floor retail	-	37,717
	2 Parking decks (6 floors each)	823 sp	-
D	Retail	-	11,600
E	Large multi-family residential	475	-
	Townhouses	8	-
	Ground floor retail	-	22,282
	Parking deck (6 floors)	411 sp	-
F	Small office	-	39,300
	Townhouses	8	-
	Ground floor retail	-	1,600
Green Space			
#	Type	Acres	LF
G1	Town green	0.41	-
G2	Stormwater park	3.22	-
G3	Corner pocket park	0.60	-
G4	Plaza waiting area	0.90	-
G5	Pedestrian paths	-	1,210
Other Parking			
#	Type	Spaces	
P1	On-street parking	180	
P2	MARTA patron parking	411	



Program assumptions:

Residential		
Type	Value	Units
Large multi-family unit size	800	SF
Small multi-family unit size	750	SF
Multi-family parking ratio	0.9	spaces / unit
Townhouses (self-parked)	2,700	SF
Commercial		
Standard office parking ratio	1.75	sp / 1,000 SF
Retail parking ratio (restaurant)	8	sp / 1,000 SF
Retail parking ratio (soft goods)	2.50	sp / 1,000 SF

Other Parking		
MARTA Parking Replacement	67%	without Lot 4 and Lot 1 (StationSoccer)
On-street parking	23	LF / space
Structured parking	350	SF / space
Shared parking ratio (applied to office and retail totals)	25%	

Plan Details

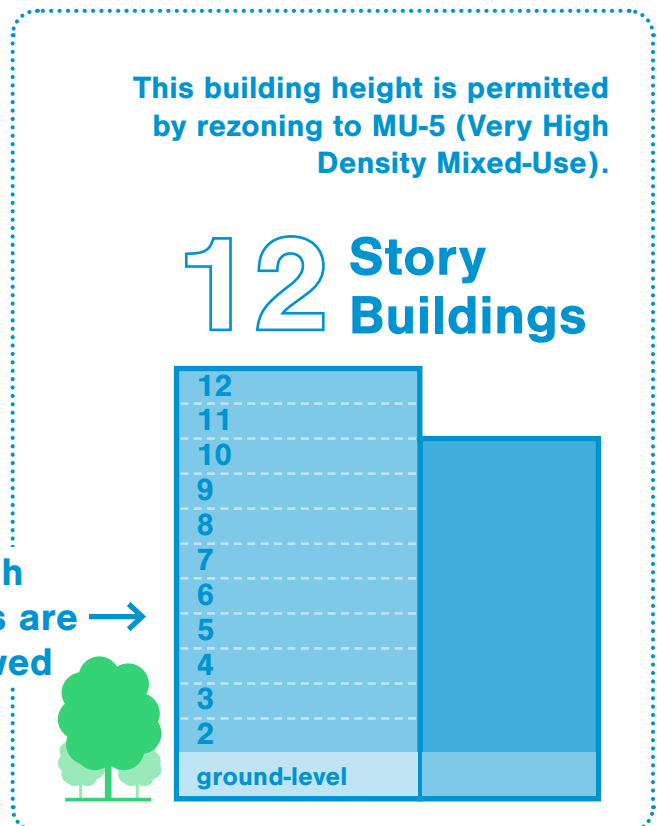
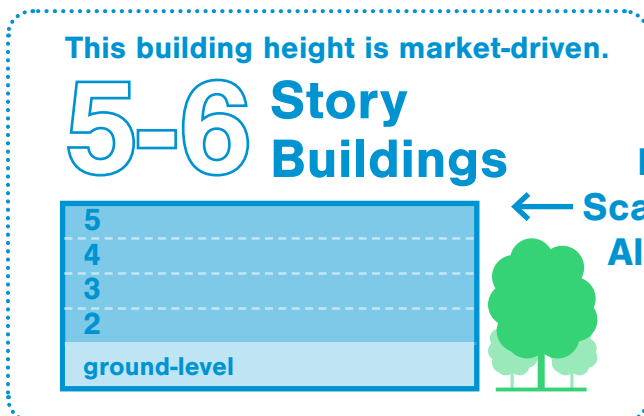
Land Use and Density

BUILDING HEIGHTS

MARTA is seeking a rezoning to MU-5 (Very High Density Mixed-Use), which would allow buildings up to 12 stories. However, the concept plans on the previous pages show mixed-use and multi-family buildings that are 5 to 6 stories tall because of what the market study (see page 38) shows as feasible building types for the next 5 to 8 years. After the first phase of development, the market may be able to support taller buildings for the subsequent phases of redevelopment.

The block structure of each concept plan uses best practices for block sizes and connectivity. This makes it easy to redesign each individual block to fit different building types without compromising the public realm and connectivity. For example, in

the future, one of the blocks could be redesigned to include a 12-story mixed-use building and associated parking, if the demand changes as the site redevelops. Taller buildings should be focused along the Memorial Drive corridor while still allowing for a quality pedestrian realm along the street.

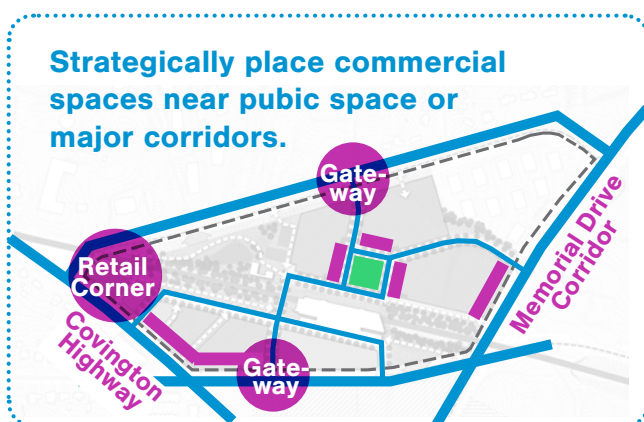


Both Scales are Allowed

Strategic Locations for Commercial Uses

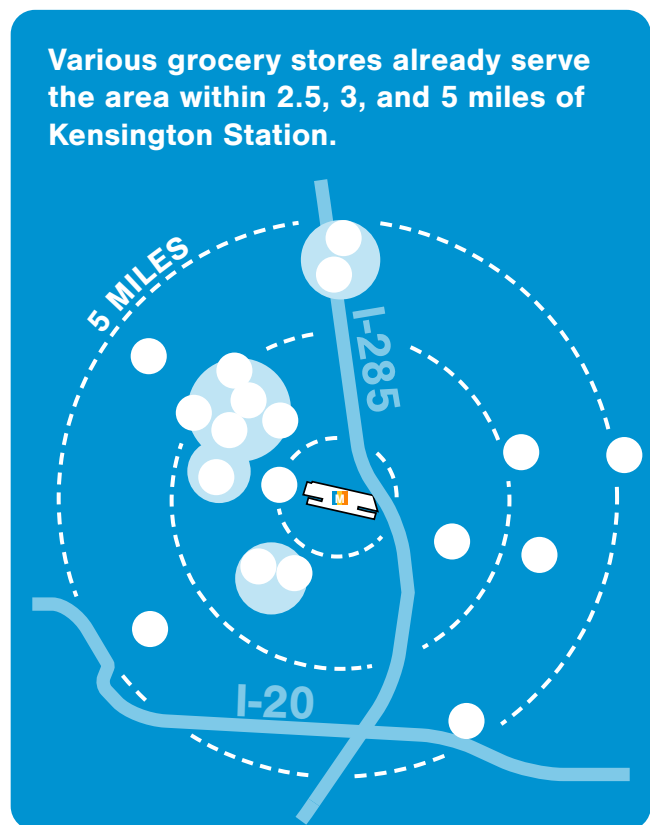
NON-RESIDENTIAL USES

The MU-5 zoning district requires 20% non-residential space, which could be offices, civic uses, or retail. Currently, as the market study indicates, little retail and office space can be supported at Kensington Station because of the significant amount of retail within the community, the changes in office use, and the expansion of online shopping. Because of this, the projected Phase 1 of development (see Chapter 4) includes around 50,000 SF commercial space, which is what the market study stated could be feasible in the next 5 to 8 years. After Phase 1, future phases may be able to support more commercial space, and completely non-residential buildings could be built. For example, MARTA and a development team could consider building an office building, hotel, or community-serving places, like a community center or recreation center. In all redevelopment, ground-floor commercial space should be strategically concentrated on or near major corridors, like Memorial Drive and Covington Highway, or fronting the proposed Town Green.



PUBLIC PREFERRED LAND USES

Throughout this and other planning processes, the public has emphasized the desire for some key land uses. These include grocery stores, a pharmacy / urgent care, cafés, and restaurants. At this time, a developer is unlikely to attract a grocery store because many nearby grocers are competing for the current residential population. However, as Kensington Station is redeveloped and other adjacent residential projects are completed, a shift in the market could occur. The market study noted that cafés, a pharmacy / urgent care, and restaurants could be supported at Kensington.



Plan Details

A New Approach for Parking

THIS PLAN MEETS A RANGE OF PARKING NEEDS

MARTA needs to meet many parking needs with the redevelopment. The parking must accommodate:

- MARTA patron parking (short- and long-term parking, including capacity for events)
- Residential units
- Retail parking
- Rideshare / kiss-and-ride temporary parking

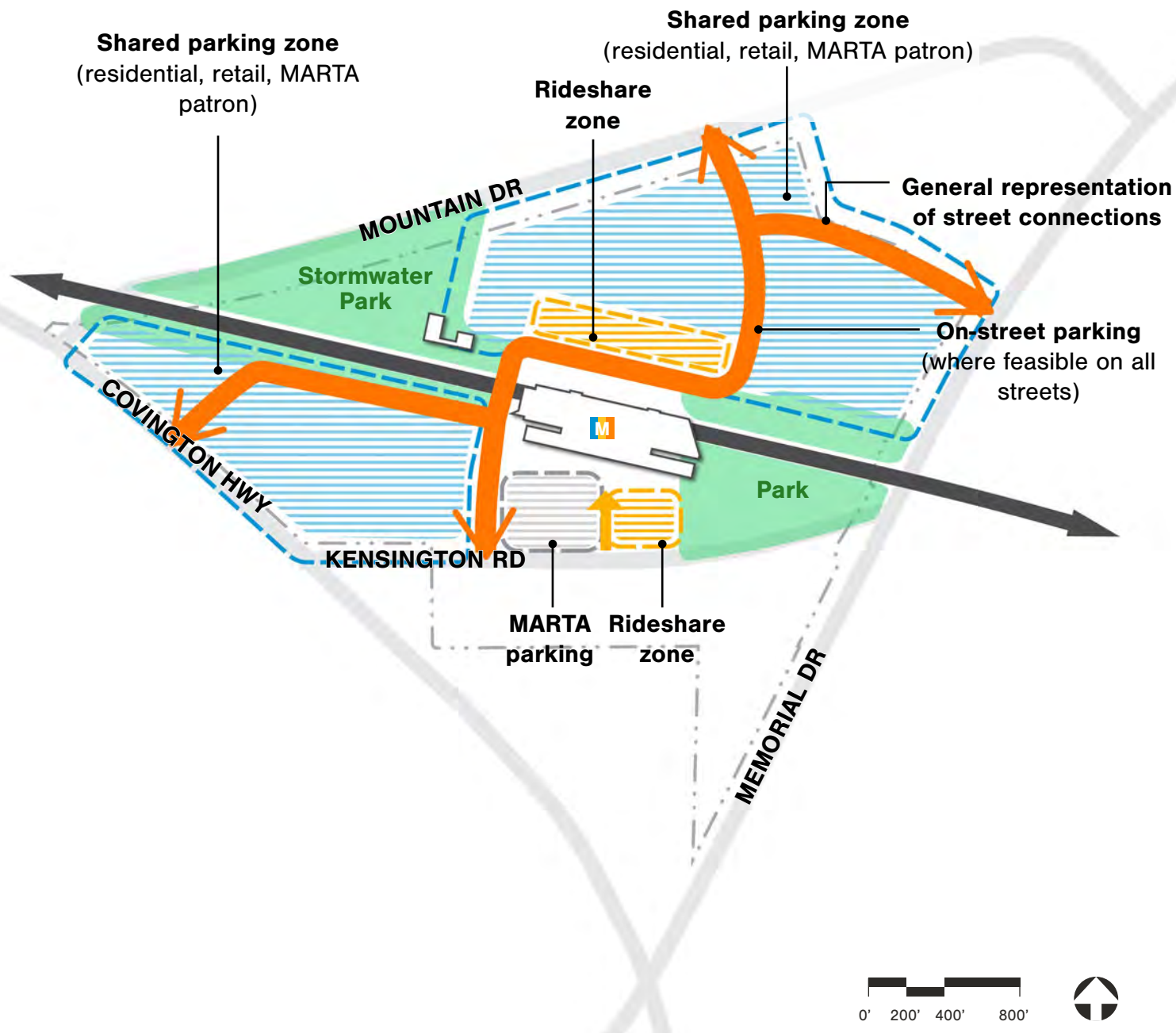
The station property has nearly 1,900 parking spaces in surface parking lots. However, not all of these are usable because Lot 4 has been closed many years for construction staging and Lot 1 was converted to StationSoccer. These parking lots have not been fully utilized for years and utilization has continued to decline since the COVID-19 pandemic started in 2020. Kensington Station should no longer function as an “end of the line” station, which necessitates more commuter parking spaces. Therefore, all MARTA patron parking calculations anticipate replacing 50%, 67%, or 75% of the current parking spaces.

To encourage transit use, all anticipated parking for the land uses has been calculated using lower ratios than what is required by the zoning code and a shared parking ratio of 25% has been applied

to the commercial parking totals, which further reduces parking needs. This is supported by other successful TOD projects in the Atlanta region and the improved street network planned for the Kensington site.

The concept plans' parking needs were studied using multiple calculations to consider different scenarios. In some, less than required parking is provided, and in others, the concepts illustrate a surplus. The development programs on previous pages indicate the final assumptions used for parking. Future parking needs are met through on-street parking spaces, shared parking decks, a MARTA-patron parking deck, and rideshare drop-off and pick-up zones on both sides of the station.

Multiple public input comments noted how the concept plans still show too much parking (see quote on opposite page). MARTA and a developer may decide to require less parking as the site develops over time.



“ My biggest thing is that I think transit should be more of a focus — there is too much parking here! I would expect people to take the train. I don’t think each building needs its own parking deck. ”

Comment from the last round of online feedback about the concept plans.

Plan Details

Expanding Bus Service

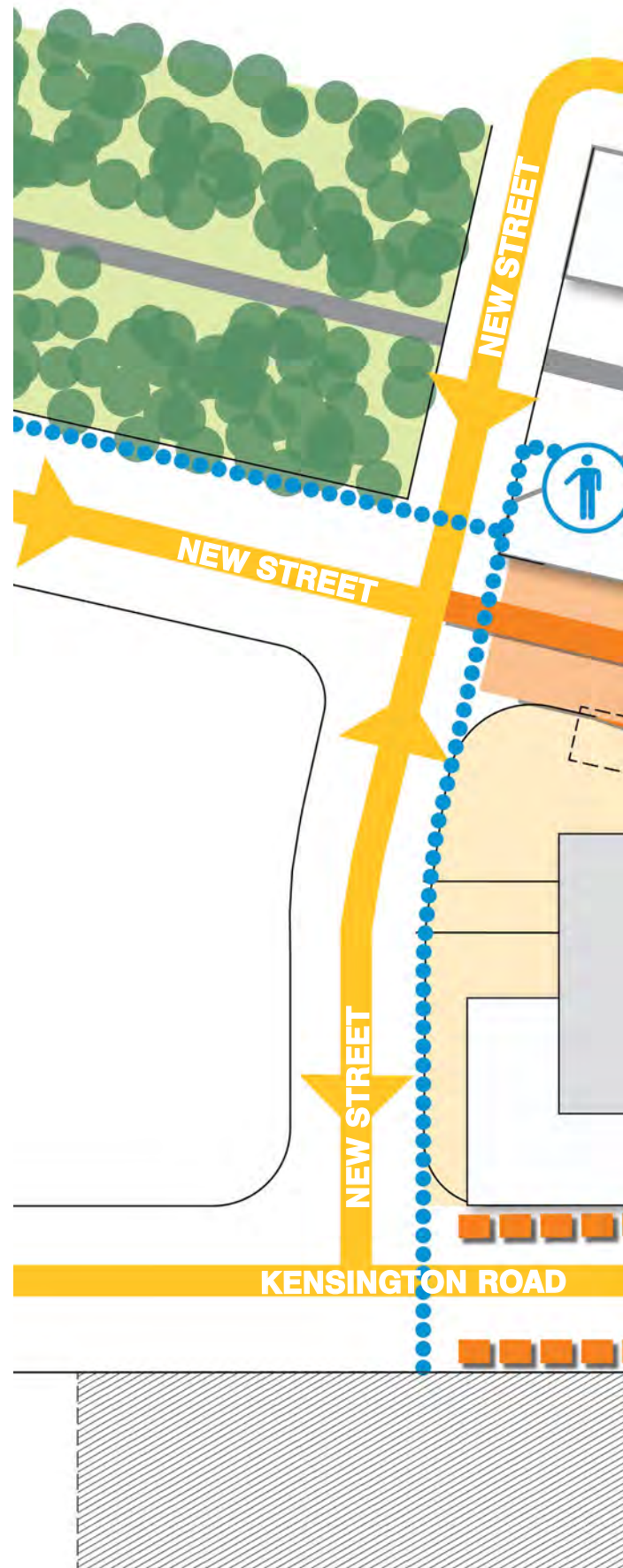
MARTA BUS OPERATIONS ARE FOCUSED ON THE SOUTH SIDE

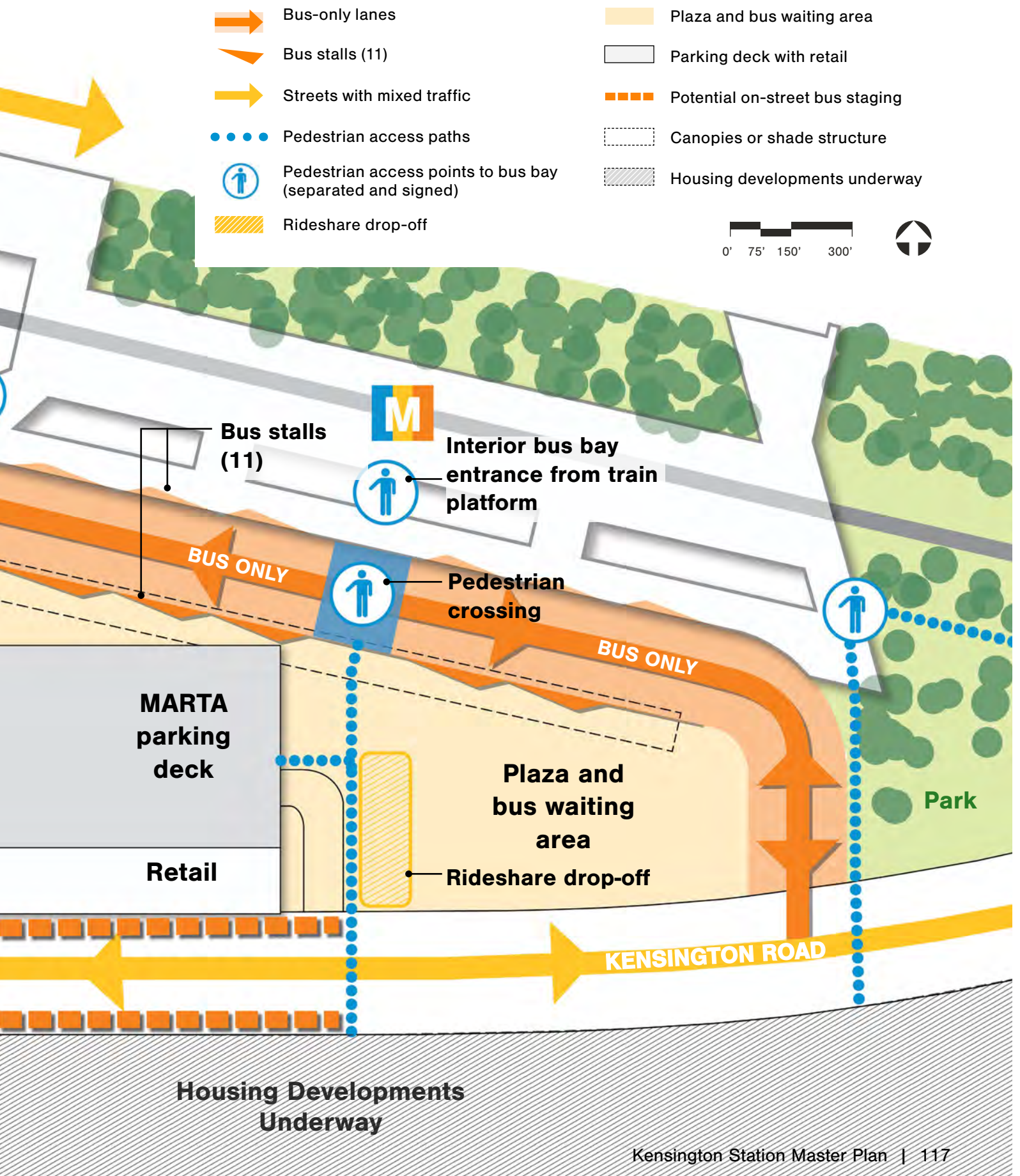
MARTA intends to expand bus service as nearby communities' demand grows. Today, the bus area has six official bays with a roundabout to turn the buses around. Bus operators often create a seventh bay on the curve because eight routes use the Kensington Station. The current design makes it easy for riders to access the buses from the train platform and allows bus drivers to reach a traffic signal when exiting.

The new configuration shown in all three plans removes the roundabout and connects the bus area to the street, allowing two-way bus traffic, staging, and additional parking stalls (up to 11 total). Designated pedestrian access points allow MARTA patrons to cross the bus bay to enter the station or reach their bus. In the long-term, if more staging is needed for expanded routes, MARTA could work with DeKalb County to re-design Kensington Road where it allows one bus parking lane on each side of the street.

Features that will complement MARTA operations:

- Retail establishments along Kensington Road, which could include a café or restaurant;
- A plaza and rideshare drop-off that provides a comfortable place for bus riders to wait in the shade or for retail users to use; and,
- A 400+ parking space MARTA patron parking garage.

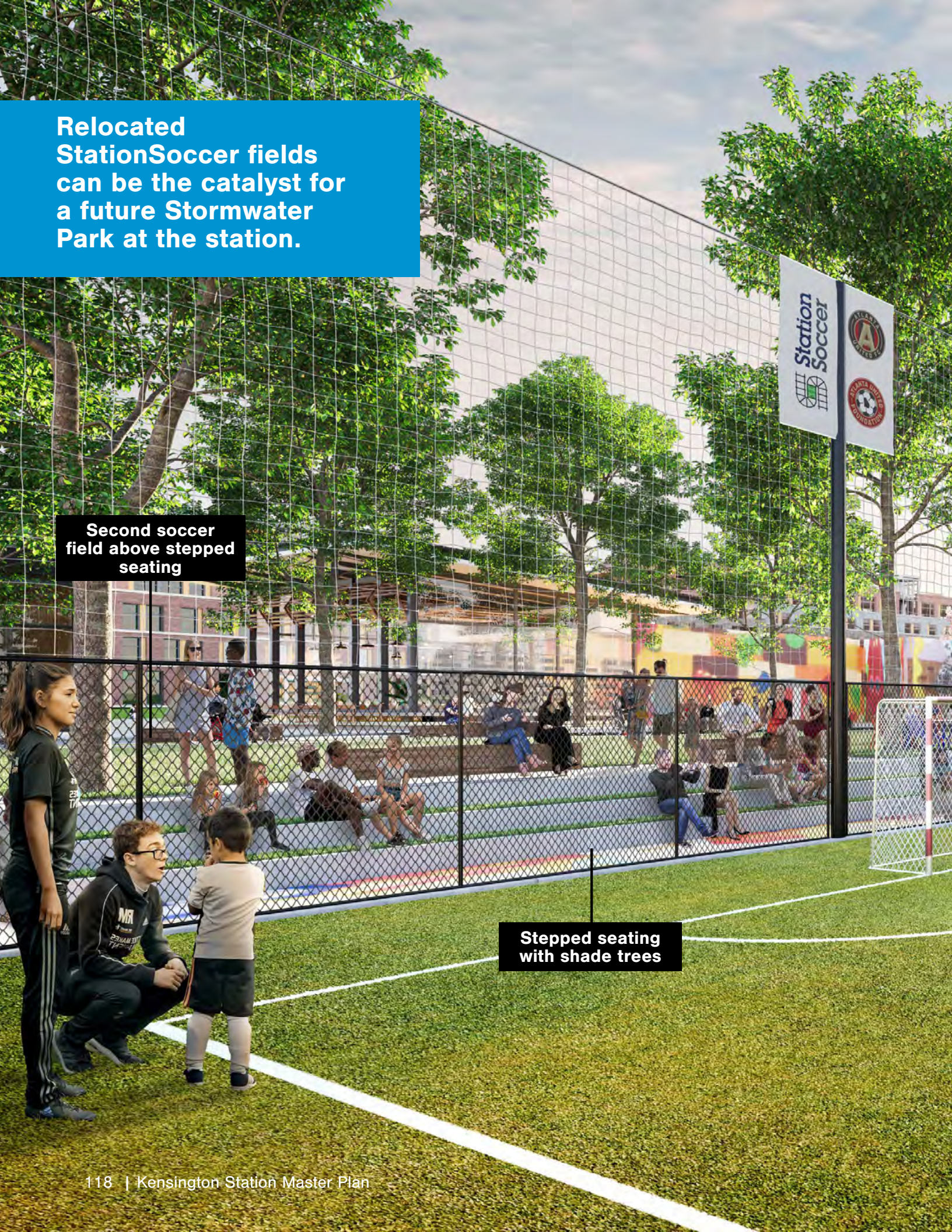




**Relocated
StationSoccer fields
can be the catalyst for
a future Stormwater
Park at the station.**

**Second soccer
field above stepped
seating**

**Stepped seating
with shade trees**




The future is bright.

StationSoccer is a catalyst bringing residents from near and far together at Kensington Station.

It is the start of something new for this community.

It is an anchor for the future as the station begins its redevelopment.



Future walking trail with benches along a park overlook



**This plan's fullest
realization is when we
build it together.**



Chapter 04

Action Plan



Implementation Priority Projects

Immediate-, short-, mid-, and long-term projects and policies are recommended to help MARTA redevelop the Kensington Station site. The projects are divided into four categories with an associated numbering system:

- Catalytic Placemaking Projects (**C-X.#**)
- Development and Public Spaces (**D.#**)
- Transit and Mobility (**T.#**)
- Policy (**P.#**) projects

Catalytic placemaking projects are immediate-term, tactical interventions that are underway or could be implemented now to improve the station in its current form. The other projects are longer term initiatives dependent on development partners, funding, and coordination with DeKalb County and other agencies. The project charts and corresponding maps list all the recommended projects, general timeline for completion, the responsible parties, and general action steps.

MARTA will manage the implementation of the station property, and implementation will take place over multiple phases. This action plan provides phasing guidance for implementation, but each phase will vary depending on when development RFPs are released, who the development partners are, and market conditions in the future. MARTA's process for redeveloping TODs is summarized in the chart on the facing page.

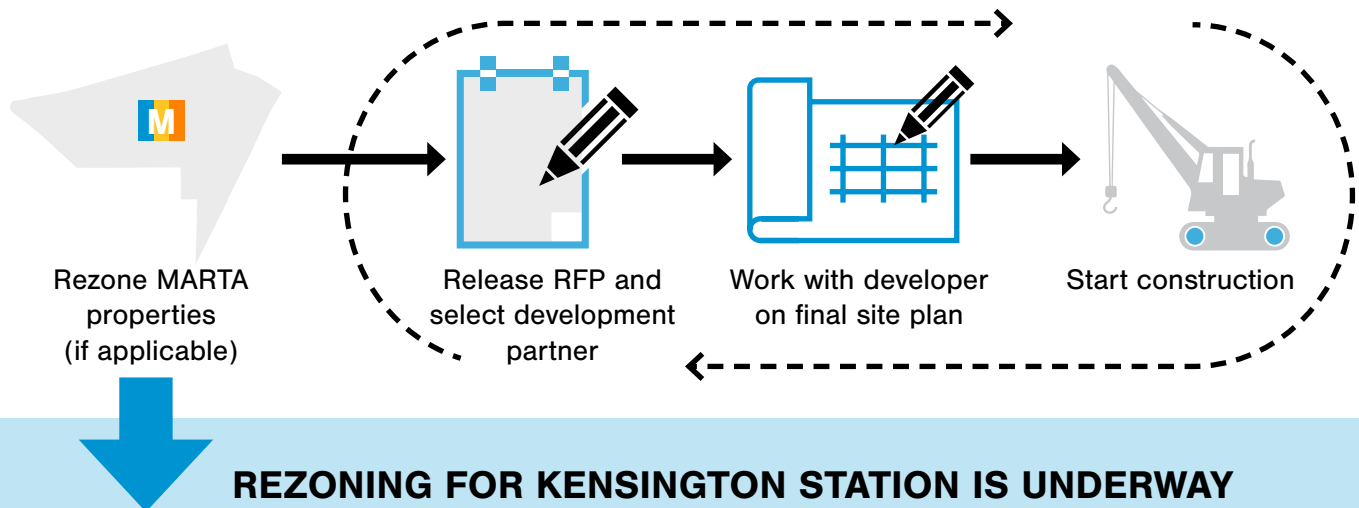
5 PRIORITY PROJECTS

The five priority projects are large, long-term initiatives, and they are included in the following charts and maps but are listed below for reference as well. These projects focus on the south side of the station — reconfiguring MARTA bus and parking operations and starting the first phase of private redevelopment. The rezoning application process (P.1) is underway as of the writing of this report, and is also summarized to the right.

- 1** **P.1 Rezone the MARTA site to MU-5 (High Density Mixed Use).**
- 2** **P.2 Release the development RFP for Phase 1 of redevelopment.**
- 3** **T.2 Reconfigure the bus bay on the south side of the station.**
- 4** **T.1 Build the MARTA patron parking deck on the south side of the bus bay.**
- 5** **D.1 Construct the bus waiting plaza and rideshare drop-off south of the bus bay.**

MARTA TOD Process

REPEAT THIS PROCESS FOR EACH PHASE OF REDEVELOPMENT



REZONING FOR KENSINGTON STATION IS UNDERWAY



Catalytic Placemaking Projects

PROJECTS THAT CAN START TODAY

Catalytic placemaking projects are tactical, low-cost public realm solutions that are intended to excite the community and lead to lasting development projects. Ideally, this set of projects are near-term immediate actions MARTA and DeKalb County that can begin today.

In recent years, MARTA has made low-cost improvements at the station through physical improvements and event programming. MARTA Artbound commissioned the mural on the northeast corner of the station, StationSoccer opened on the northernmost part of the parking lot in summer 2022, and MARTA Market opened inside the station in late summer 2022.

The catalytic placemaking projects in this master plan include other low-cost, immediate initiatives that will build upon current investments and grow the station's purpose in the community. In the short-term, they create a more inviting and usable place. In the long-term, they start to define the station's character and context for future redevelopment opportunities.

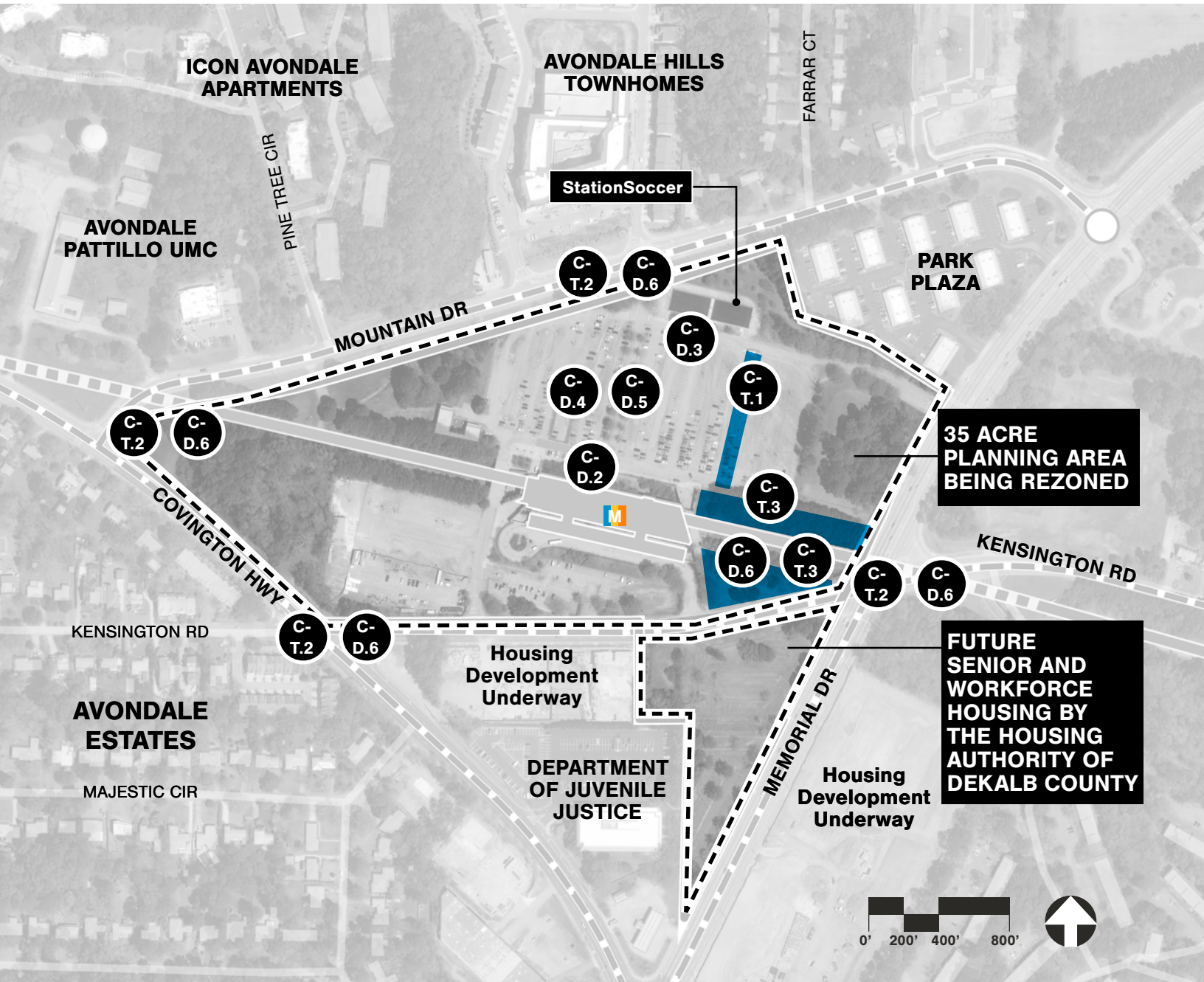
These projects are divided by the same categories as the major projects— Policy, Development & Public Spaces, and Transit & Mobility— and include a "C" in the project number to indicate the catalytic nature.



Catalytic Placemaking Projects						
Policies						
#	Project Name	Description	Timeline	Responsible Parties	Funding	Action Steps
C-P.1	Kensington Station web page on MARTA website	Maintain a project website for open communication between MARTA, DeKalb County, future developers, and the community.	Immediate: 0 to 2 years	MARTA; developer; DeKalb County	MARTA	Add new webpage that is continually updated.
C-P.2	Kensington Station bi-annual newsletter	Release bi-annual newsletter updates to the community that track progress.	Immediate: 0 to 2 years	Developer	Developer	Mail flyers or send email campaigns.
C-P.3	Collaborate with the PATH Foundation	Explore potential partnership opportunities between MARTA and PATH foundation.	Immediate: 0 to 2 years	Staff time	N/A	Focus on connections that will increase access between the station and local residents and broader networks, like the Stone Mountain Trail.
Development & Public Spaces						
#	Project Name	Description	Timeline	Responsible Parties	Funding	Action Steps
C-D.1	Collaborate with DeKalb Farmers' Market	Explore potential partnership opportunities between MARTA and DeKalb Farmers' Market that strengthen healthy food access for local residents.	Immediate: 0 to 2 years	MARTA	N/A	Consider partnering with vendors or having special events with the Farmers' Market.
C-D.2	MARTA retail pop-up	Test retail pop-ups for small business start-ups from GSU's Perimeter College or other local programs.	Immediate: 0 to 2 years	MARTA	MARTA	Consider using the iVillage at H.E. Holmes Station as a guide.
C-D.3	Station Soccer ice cream social	Schedule ice cream socials during Station Soccer games.	Immediate: 0 to 2 years	MARTA; Station Soccer	MARTA; Soccer in the Streets	Coordinate with local businesses or food trucks.
C-D.4	MARTA movie/ music night	Test drive-in movie / music night at the station.	Immediate: 0 to 2 years	MARTA Artbound	MARTA Artbound	Consider incentives in ticket pricing with riding the bus or train. Hire local performers or companies that host public movie nights.
C-D.5	MARTA game day celebrations	Test a food truck court on game days in downtown Atlanta.	Immediate: 0 to 2 years	MARTA	MARTA; Atlanta United & Atlanta Falcons	Host food trucks or retail pop-ups on game or event days in downtown Atlanta.

Catalytic Placemaking Projects

Catalytic Placemaking Projects						
Development & Public Spaces						
C-D.6	Temporary art installation	Place temporary art installations by local artists at the key gateway corners of the station.	Immediate: 0 to 2 years	MARTA Artbound	MARTA Artbound	Focus the first installation at the corner of Kensington Road and Memorial Drive. Other corners include Mountain Drive by StationSoccer, Covington Highway & Mountain Drive, and Memorial Drive & Kensington Road.
Transit & Mobility						
#	Project Name	Description	Timeline	Responsible Parties	Funding	Action Steps
C-T.1	Tactical urbanism installation of a pathway to StationSoccer	Remove some parking spots to paint a protected pathway from the station building to the soccer fields.	Immediate: 0 to 2 years	MARTA; Soccer in the Streets; DeKalb County	MARTA; DeKalb County	Underway. Work with Georgia Tech, MARTA Artbound, and DeKalb County.
C-T.2	Painted crosswalks at gateways	Paint colorful, artistic crosswalks at key gateway intersections (Covington Highway and Mountain Drive, Kensington Road and Covington Highway, Memorial Drive and Kensington Road).	Immediate: 0 to 2 years	MARTA; GDOT; DeKalb County	MARTA; GDOT; DeKalb County	Work with MARTA Artbound for design and artist collaboration and with DeKalb County and GDOT for permits and standards.
C-T.3	Pedestrian path lights	Hang string lights along existing pedestrian paths.	Immediate: 0 to 2 years	MARTA	MARTA	Hang lights on north pedestrian entrance from Memorial Drive and southwest entrances at Kensington Road and Memorial Drive.



Map of Catalytic Placemaking Projects

Catalytic Placemaking Projects

C-T.1: A SAFE PATH TO STATIONSOCCER FROM THE STATION BUILDING

Throughout this planning process, DeKalb County and the MicroLife Institute have been coordinating with MARTA to create a safe pedestrian path from the station building to the existing StationSoccer fields.

MARTA intends to phase this project into the parking lot resurfacing project that will be finished in summer 2023. As shown to the right, the path will replace a drive aisle and half of two parking bays on the northeast corner of the site. MARTA TOD will work with MARTA Artbound, the community, and DeKalb County to commission an artist to paint the asphalt similar to the current hardscape murals at StationSoccer, and to provide physical barriers between drivers and the path. This effort is underway, and MARTA is coordinating with FTA to receive approval to remove the parking spaces.

Locating the path in this location will allow it to stay in place through the redevelopment of most of the north side of the station. Depending on how the north side redevelops, the existing soccer fields may move. If they stay in the same place, permanent sidewalks or other paths to the fields will be provided.

Cost estimates and concept plans were developed to show three levels of design intervention. The version shown to the right is the most advanced concept, which includes potted trees, solar-powered lights, a commissioned mural on the entire path, and painted concrete jersey barriers along the both sides of the entire path. The other two versions reduce the materials, depending on funding availability, but the painted pathway and barriers are envisioned for the installation, regardless of the concept selected.

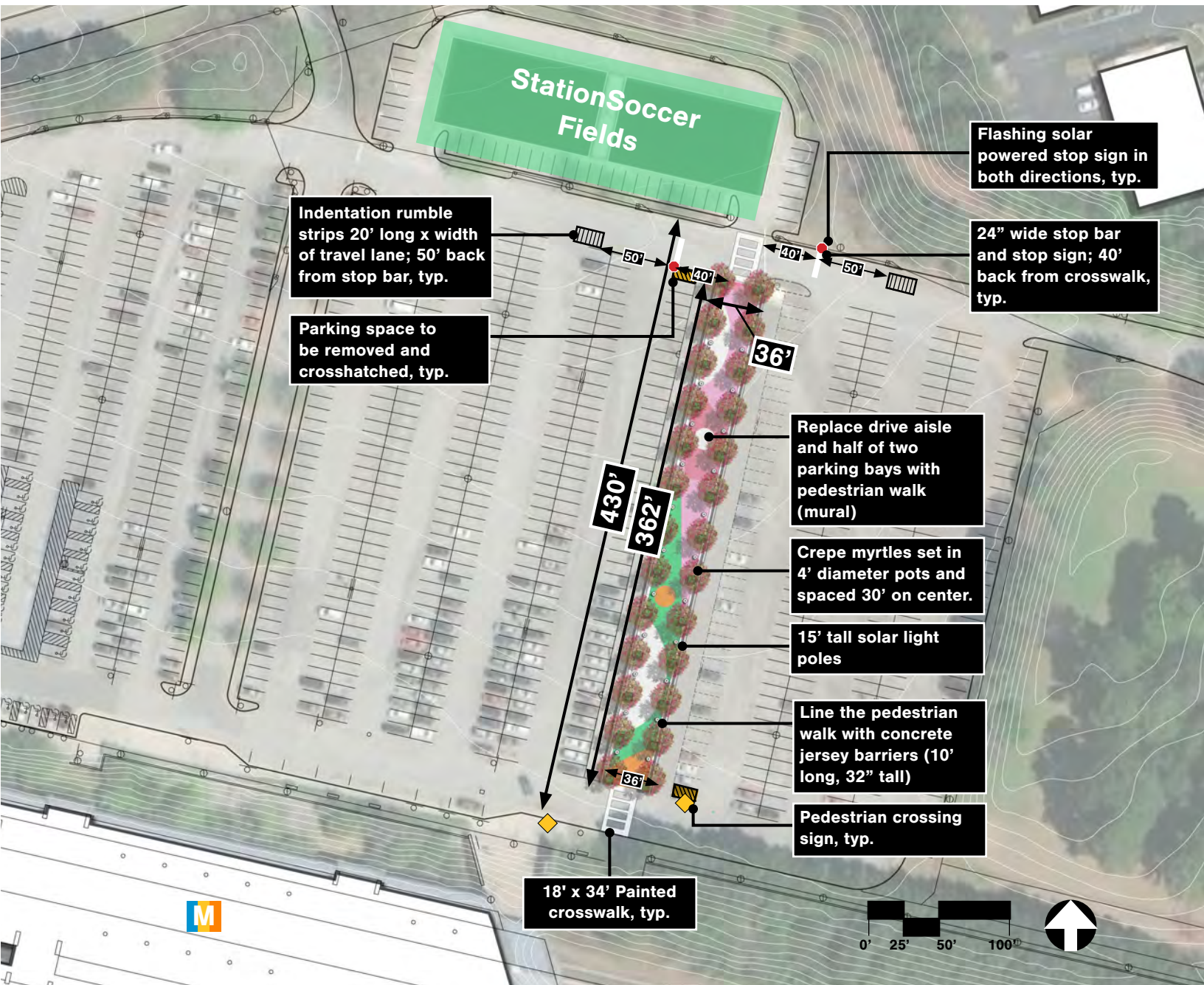
PATH DESIGN ELEMENTS

Remove a drive aisle and half of two parking bays (88 spaces) to create a 36-foot wide path from the building entrance to the fields.

Work with MARTA Artbound and local artist(s) to design and paint the path.

Provide vertical buffers, like planters with trees and / or painted barriers, between the adjacent parking spaces and the path.

Add rumble strips and flashing, solar-powered stop signs on the north side of the path to warn bus operators and car drivers of the crossing.



Concept Plan of C-T.1 A Safe Path to Station Soccer from the Station Building

Policy Projects

Policy projects are written guidelines and are necessary to successfully implement the envisioned transit-oriented development at Kensington Station. The recommended policies respond to key essentials heard from the community— housing, open space, traffic, architectural quality, and sustainability. Some additions to existing policies and rezoning will be necessary. Below are highlights of some of these policy recommendations.

PARTNERSHIPS

MARTA and DeKalb County's continual partnership during the station's redevelopment is pivotal for overall success. MARTA will also explore strategic local, state, and federal partners to apply for funding that supports infrastructure projects required on the site, like a patron parking garage and public spaces.

REZONING & REZONING CONDITIONS

The MARTA properties need to be rezoned to a designation that supports residential density, mixed-use, and transit-oriented development. More details are in previous chapters and the rezoning process is described on page 123.

DeKalb County established a set of rezoning conditions on this site in order for MARTA to rezone to MU-5. These conditions are based on adopted policies and design parameters built on community preferences. MARTA and any future development partner will coordinate with DeKalb County to

ensure these conditions are met. For example, one of the key conditions is to conduct a Development of Regional Impact (DRI) report and / or a traffic study (if a DRI is not triggered) for each phase of redevelopment.

DESIGN EXCELLENCE

Design excellence encompasses site design parameters, sustainable design elements, and building design. Many are described in MARTA's TOD Guidelines and set a level of expectation for future development. Expectations include quality urban design practices, quality landscape materials, best practices for stormwater management, and high quality building design. MARTA, DeKalb County, and a development partner should work together and find ways to exceed these expectations.

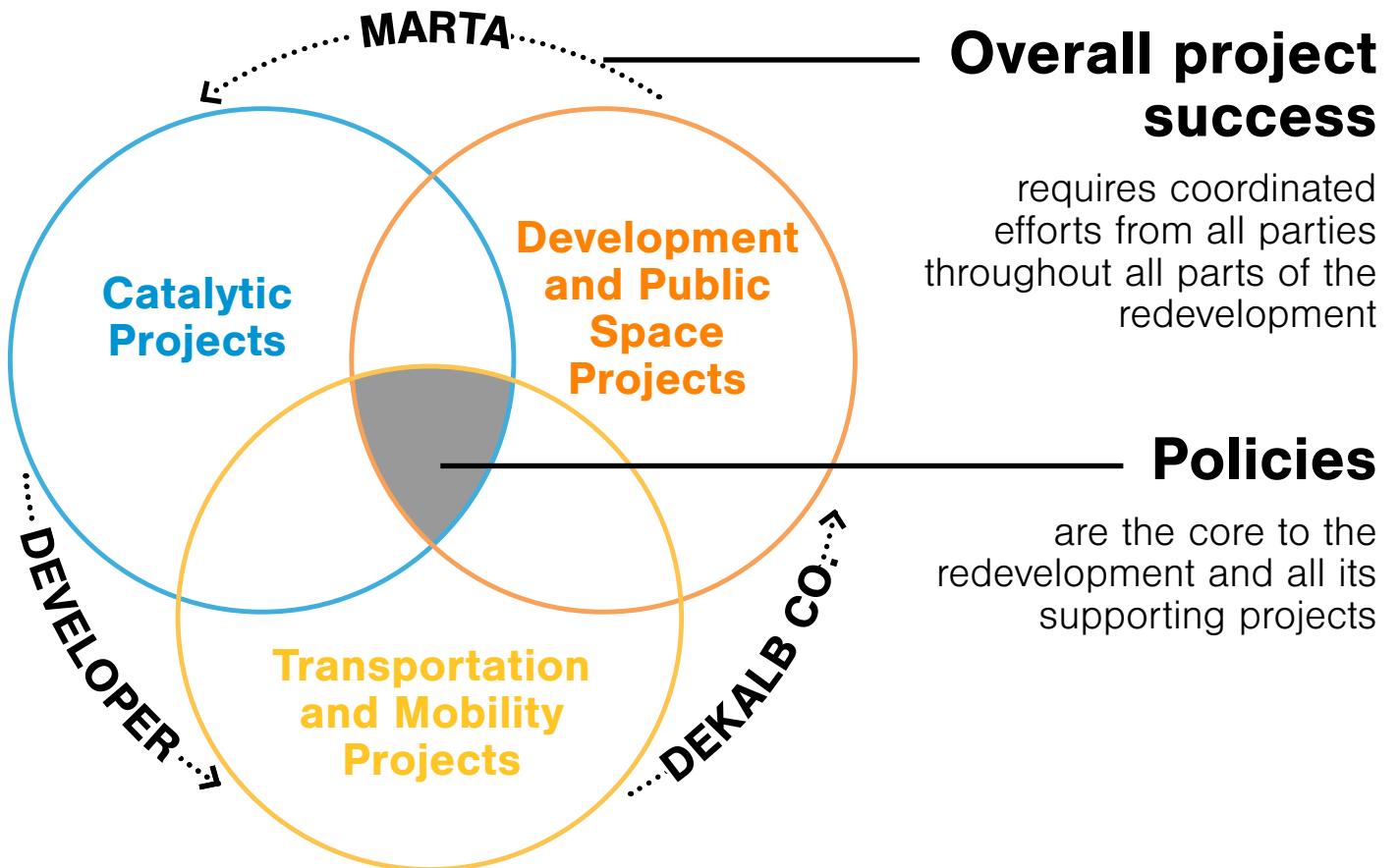
HOUSING AFFORDABILITY

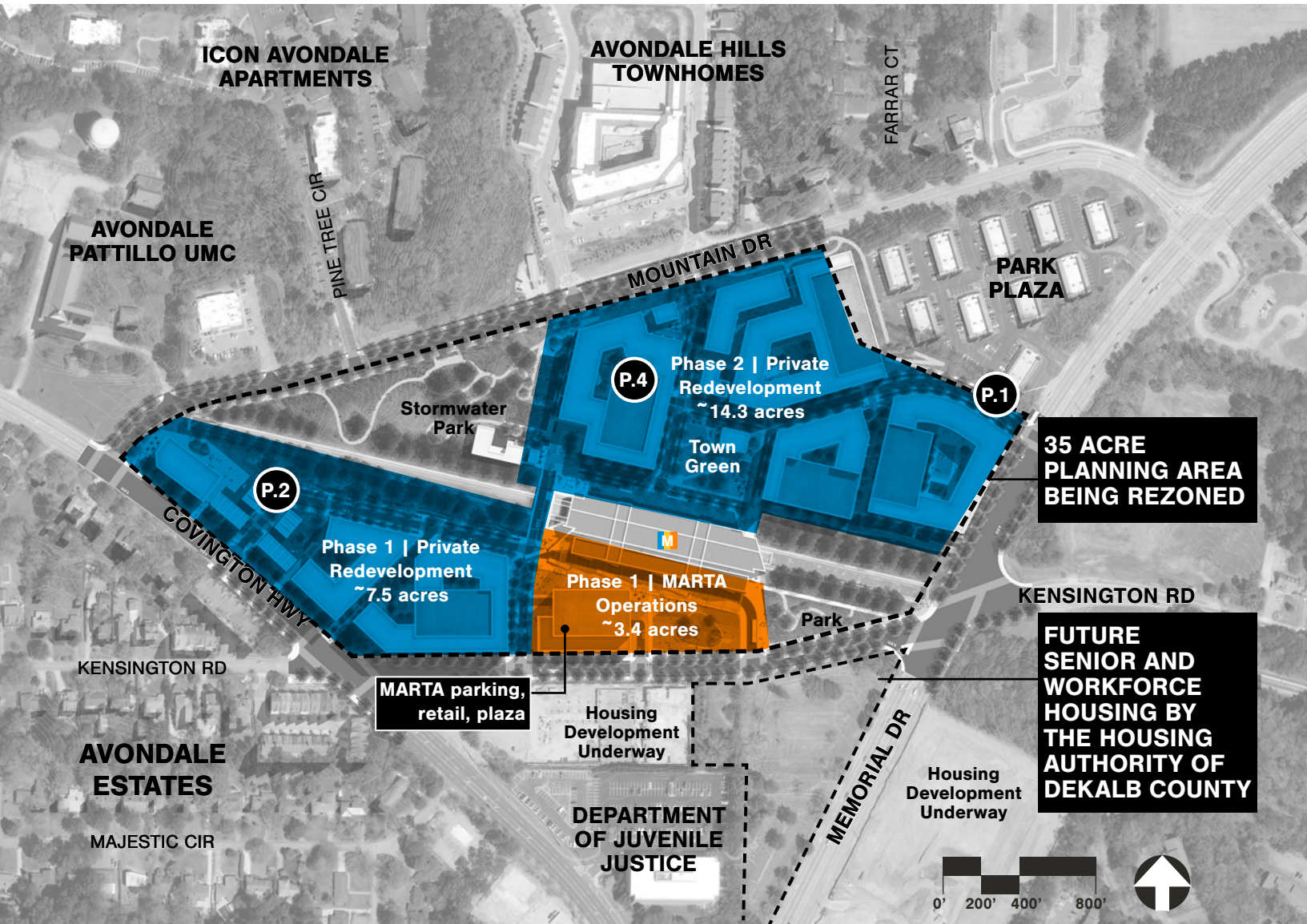
MARTA's TOD Guidelines recommend 20% of housing units built in their TOD projects to be affordable at 80% Area Median Income (AMI). Kensington has an opportunity to exceed this threshold by increasing the percentage of affordable units, or by providing units for residents earning less than 80% AMI. Strategies could include smaller unit sizes, smaller multi-family buildings that require less parking, and an overall parking reduction to bring down development costs.

Policy Projects						
#	Project Name	Description	Timeline	Responsible Parties	Funding	Action Plan
P.1	Rezone MARTA properties.	Rezone all MARTA parcels north of Kensington Road to MU-5 High Density Mixed Use.	Immediate: 0 to 2 years	MARTA; DeKalb County	N/A	Underway as of December 2022
P.2	Release RFP for Phase 1.	Release development RFP for Phase 1 as indicated on the map on page 131.	Immediate: 0 to 2 years	MARTA	N/A	Release the RFP in Spring 2023.
P.3	Conduct DRI or traffic study for each new phase of development.	Rezoning conditions require a DRI or traffic study with each phase of development.	On-going	MARTA; ARC; DeKalb County; developer	MARTA; developer	After a master development plan is created for each phase, conduct a traffic study or DRI, depending on the plan.
P.4	Release RFP for Phase 2.	Release development RFP for Phase 2 as indicated on the map on page 131.	Mid-term	MARTA	N/A	Release RFP after Phase 1 construction begins.
P.5	Enforce MARTA TOD Guidelines and Design Parameters established in this plan.	As a developer creates site plans, ensure they adhere to the design intent and community desires.	On-going	MARTA	N/A	On-going with each phase of development.
P.6	Include 20% affordable housing units.	MARTA TOD Guidelines recommend 20% affordable housing units for households earning 80% of the Area Median Income (AMI).	On-going	MARTA; developer	LIHTC; New Markets Tax Credits; developer; grants	Consider increasing the percentage of units or lowering the income thresholds. Work with a developer to accommodate affordable units.
P.7	Reduce parking ratios.	Consider unbundled and shared parking, and lower MARTA patron parking numbers.	On-going	MARTA; developer; DeKalb County	N/A	Consider lower parking ratios than presented in this document. Agree upon MARTA patron parking replacement.
P.8	Encourage sustainable stormwater management practices in streets, public spaces, and private amenity areas.	Encourage the addition of bioswales along streets, rain gardens in public spaces and amenity areas, and the use of green roofs on buildings.	On-going	MARTA; developer	MARTA; developer; grants	Apply for EPA grants for green infrastructure (https://www.epa.gov/infrastructure) or for Georgia Department of Natural Resources Grants, like the Georgia Outdoor Stewardship Program or Land and Water Conservation Fund (https://gadnr.org/grants)
P.9	Promote architectural quality.	Building step-backs, screening parking decks, quality materials, sustainable construction, energy efficiency.	On-going	MARTA; developer	Developer	Work with the developer to create high-quality building design that, at a minimum, meets the requirements of Article 5 in the zoning.

Policy Projects

Policy Projects						
#	Project Name	Description	Timeline	Responsible Parties	Funding	Action Plan
P.10	Offer BreezeCard stipends for residents.	Incentivize ridership through Breezecard stipends for station residents without a car and residents within a half mile radius commuting by foot, bike, bus, or rideshare.	On-going	MARTA; developer	MARTA; developer; Georgia Commute Options	Promote Georgia Commute Options; require developers to provide a stipend for transit passes for a minimum of 3 years.
P.11	Include bike rental / repair and storage.	Encourage development to include bike rental and related services.	On-going	MARTA; developer	Developer	





Map of the Redevelopment Phasing Plan

The redevelopment phasing plan and some Policy Projects are shown on Concept Plan 1 for illustrative purposes only. The same general phasing would apply with Concept Plans 2 and 3.

Development and Public Space Projects

Development and Public Space projects are primarily physical projects that establish a quality public realm experience at Kensington Station. They are shared efforts by MARTA, DeKalb County, GDOT, Soccer in the Streets, and any future developer.

DEVELOPMENT PROJECTS

Development projects include those on which MARTA will partner with a developer. The entire 35-acre site will not be developed at once. MARTA will release Requests for Proposals (RFP) in phases to attract developers. As shown in the phasing plan on the previous page, it is likely that MARTA will begin with the south side of the station because it will interrupt current operations the least, could be eligible for federal funding, increase bus route capacity, and supply MARTA patron parking that will be needed once the north side is phased for redevelopment.

In some potential cases, MARTA will maintain ownership of their property and negotiate a 99-year ground lease with the developer(s). If townhouses are constructed, MARTA could consider selling that portion of the property to make fee simple ownership units. However, the ground lease will require that most housing units and commercial spaces be rental. The 99-year ground lease allows MARTA to continue to earn revenue through their TOD projects to fund operations.

PUBLIC SPACE PROJECTS

Public space projects include parks, civic spaces, and plazas. Streets, alleys, and trails are included in the Transit and Mobility Projects section. MARTA can fund these improvements through multiple options, which will be dependent on funding availability and negotiations with developers. Some may be built by the developer with the buildings, others could be funded by County funds, or MARTA and the development team could apply for local, state, and federal grants.

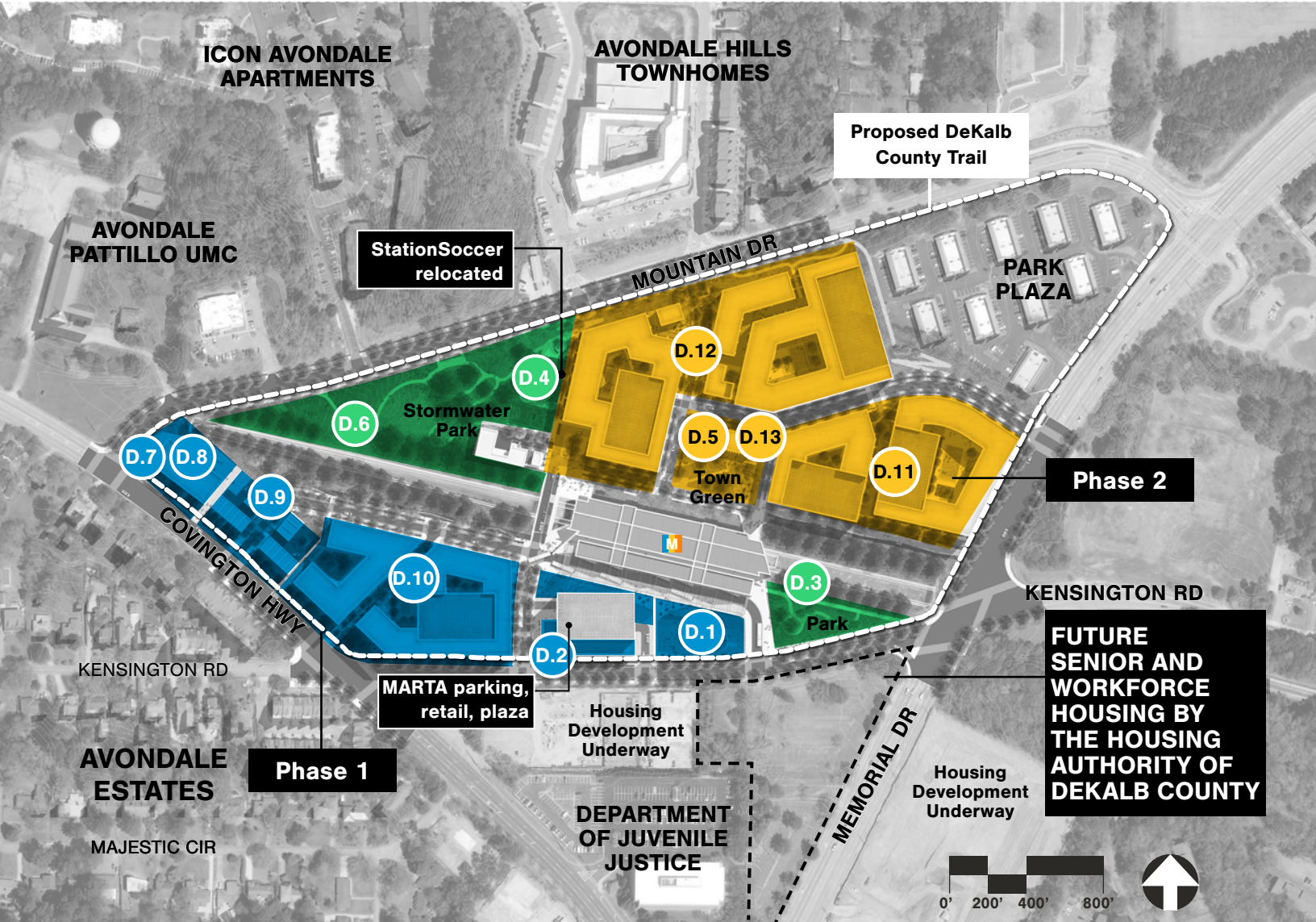
TIMELINE AND PHASES

As previously described, projects are divided into short-term (1 to 3 years), mid-term (3 to 5 years), and long-term projects (5 to 10 years). In addition to these general timelines, the redevelopment phase is included. This phasing is based on the map on page 131 and is communicated on the maps on the following pages. The station is divided into two large phases, but more phases may be needed to completely build the TOD. Supporting public spaces, like the Stormwater Park (D.6), can be phased into Phases 1 and 2 as funding allows.

Development & Public Space Projects						
#	Project Name	Description	Timeline / Phase	Responsible Parties	Funding	Action Plan
D.1	Construct bus waiting plaza and rideshare drop-off.	Build a comfortable, shaded waiting plaza and rideshare drop-off area on the south side of the bus bay. Include seating, art, trees, and / or shade structures.	Short-term (Phase 1)	MARTA	MARTA; local, state, federal funding	After the RFP is released and a developer is selected, start construction south of the bus bay. Combine with D.2, T.1, and T.2 (T.1 and T.2 should occur first).
D.2	Build retail on south side at Kensington Road.	Attach a retail building to the MARTA parking garage on Kensington Road.	Mid-term (Phase 1)	MARTA; developer	MARTA; developer	Combine with D.1, T.1, and T.2 (T.1 and T.2 should occur first).
D.3	Improve the southeast corner into a pocket park.	Add usable green space with seating, public art, and other placemaking elements at the corner of Kensington Road and Memorial Drive.	Short-term (Phase 1)	MARTA	MARTA; developer	Development team for Phase 1 could include this space in their design work or MARTA can hire a separate design team.
D.4	Find a permanent location for StationSoccer.	Determine final location for StationSoccer fields and build with the corresponding phase of redevelopment.	Mid-term (Phase 2)	MARTA; developer; Soccer in the Streets; DeKalb County	MARTA; developer	Keep StationSoccer in its current location through Phase 1 of redevelopment. When the north side redevelops, determine and design the permanent location.
D.5	Build a Town Green.	Include a 0.5 to 1.5-acre town green as a central gathering space on the north side of the station.	Long-term (Phase 2+)	MARTA; developer	MARTA; developer	Combine with D.11, D.12, and D.13. Build with Phase 2 redevelopment.
D.6	Design and build the Stormwater Park.	Re-design the existing stormwater detention pond into a usable park space that can fill with water during rain events and be used during dry days. The park should include overlooks, pedestrian trails, native plants, seating, and other placemaking elements.	Long-term (Phase 2+)	MARTA; developer	MARTA; developer; grants	Apply for EPA grants for green infrastructure (https://www.epa.gov/infrastructure) or for Georgia Department of Natural Resources Grants, like the Georgia Outdoor Stewardship Program, Land and Water Conservation Fund, or Outdoor Recreation Legacy Partnership Program (https://gadnr.org/grants)
D.7	Build a station plaza and trailhead on corner of Covington and Mountain Drive.	With redevelopment at the corner, build a plaza and trailhead that marks the MARTA station and can be used by building tenants and the public.	Mid-term (Phase 1)	MARTA; developer	MARTA; developer; grants	Combine with D.8 and D.9. Consider applying for state grants from the Georgia Department of Natural Resources, like the Recreational Trails Program (https://gadnr.org/grants);
D.8	Construct the mixed-use development at the corner of Covington and Mountain Drive.	Construct a small-scale mixed-use building that addresses the corner and serves as a gateway.	Mid-term (Phase 1)	MARTA; developer	Developer	Combine with D.7 and D.9. Coordinate with GA Power for power lines and DeKalb County and GDOT for the multi-use trail.

Development and Public Space Projects

Development & Public Space Projects						
#	Project Name	Description	Timeline / Phase	Responsible Parties	Funding	Action Plan
D.9	Build townhouses on Covington Highway.	Build townhouses that face Covington Highway.	Short-term (Phase 1)	MARTA; developer; DeKalb County; GDOT	Developer	This is part of Phase 1 of redevelopment. Combine with D.7 and D.8. Determine land to sell for fee simple townhouses and set new parcel lines. Coordinate with GA Power for power lines and DeKalb County and GDOT for the multi-use trail placement.
D.10	Build multi-family and retail development at Covington and Kensington Road.	Build the large-scale multi-family and mixed-use buildings.	Short-term (Phase 1)	MARTA; developer	Developer	This is part of Phase 1 of redevelopment. Combine with D.1, D.2, D.7, D.8, D.9, T.1, and T.5 to T.8,
D.11	Build multi-family and retail development fronting Memorial Drive.	Build the large-scale mixed-use buildings on the north side of the station. Buildings on Memorial Drive should be at least 6 stories.	Long-term (Phase 2+)	MARTA; developer	Developer	Combine with D.5 (if Phase 2 includes this block) and T.9
D.12	Build multi-family and retail development fronting Mountain Drive.	Build the large-scale mixed-use buildings on the north side of the station. Depending on the site plan selected, construct small building types concurrently.	Long-term (Phase 2+)	MARTA; developer	Developer	Combine with D.5, D.13, and T.9
D.13	Add a community pavilion in the Town Green or beside Station Soccer.	Build a pavilion that can host community events, local business incubators, or act as rotating art gallery for local artists.	Long-term (Phase 2+)	MARTA; developer	MARTA; developer	Combine with D.5 and D.12



- Phase 1 Projects (South side)
- Phase 2 Projects (North side)
- Park projects that can be phased as funding allows

Map Reference of the Development and Public Space Projects

Development and Public Space projects are shown on Concept Plan 1 for illustrative purposes only. The same general phasing and action items would apply with Concept Plans 2 and 3.

Transit and Mobility Projects

TRANSIT PROJECTS

Transit projects are directly related to MARTA bus and train operations. These include providing MARTA patron parking, and reconfiguring and expanding the bus bay. These projects may be eligible for local, state, and federal funding.

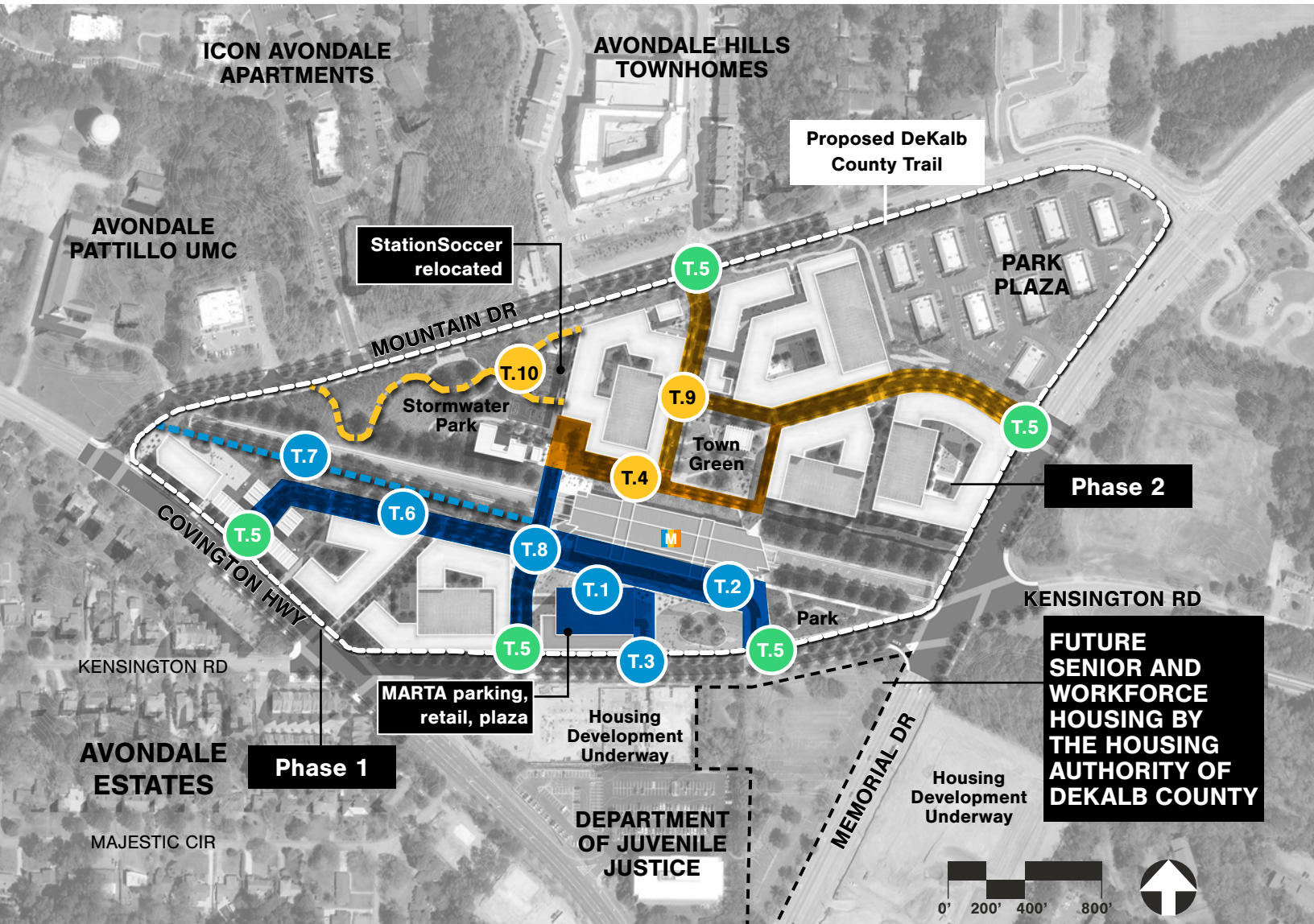
MOBILITY PROJECTS

Mobility projects involve new streets and intersections, pedestrian and bike paths, rideshare drop-off points, and alleys on the station property. Most of these will require coordination with DeKalb County and the City of Avondale Estates to ensure compatibility with their on-going planning efforts. Others will require coordination with GDOT, like improvements within the Memorial Drive, Mountain Drive, and Covington Highway rights-of-way (ROW). Internal streetscapes and paths can be funded and constructed by the developer(s), or MARTA can find ways to fund and build them, which could include local, state, or federal sources.

Transit & Mobility Projects						
#	Project Name	Description	Timeline / Phase	Responsible Parties	Funding	Action Plan
T.1	Build the MARTA parking deck on south side.	Build MARTA patron parking deck and the attached retail building.	Short-term (Phase 1)	MARTA; ARC	Local, state, and federal funding	Combine with D.1 and D.2, T.2. Re-design and re-open the mid-block entrance from Kensington Road.
T.2	Reconfigure bus bay on south side.	Demolish and rebuild MARTA bus bay to remove circular drive and establish a two-way bus bay with more capacity.	Short-term (Phase 1)	MARTA; ARC	Local, state, and federal funding	Combine with T.1, D.1, and D.2. While under construction, find a temporary location for bus staging.
T.3	Add rideshare drop-off on south side of station.	Coordinate a rideshare drop-off within the new bus waiting plaza or MARTA patron parking deck.	Short-term (Phase 1)	MARTA; developer	MARTA; local, state, and federal funding	Combine with D.1, T.1, and T.2.
T.4	Add rideshare drop-off on north side of station.	Coordinate a rideshare drop-off in front of the station building and around the Town Green.	Long-term (Phase 2)	MARTA; developer	MARTA; developer	Combine with T.9 and D.5.
T.5	Coordinate property entrances and intersections with DeKalb County trail project.	The proposed trail will run on Kensington Road, Mountain Drive, Memorial Drive, and Covington Highway.	Mid-term (Phases 1 and 2)	MARTA; DeKalb County	N/A	DeKalb County is currently in concept design for a trail that will run along all the station boundary streets. Coordinate with the design team as redevelopment is phased. The Covington Highway portion is especially important because of the power lines.
T.6	Build street extension to Covington Highway.	The new street extends from the reconfigured bus bay intersection, along the train tracks, and south to Covington Road halfway between Kensington Road and Mountain Drive. The street should be at least 60' right-of-way with sidewalks, street trees, lighting, and on-street parking.	Mid-term (Phase 1)	MARTA; DeKalb County; GDOT	MARTA; developer; GDOT	Coordinate with GDOT for the intersection, which may need to be a "right-in, right-out" configuration. Coordinate with GA Power to avoid power lines.
T.7	Build path connections from Covington Highway into the redevelopment and MARTA station.	Paths run along the train tracks, through development parcels, and connect with new streets.	Mid-term (Phase 1)	MARTA; developer	DeKalb County; grants; MARTA; PATH Foundation	Consider applying for state grants from the Georgia Department of Natural Resources, like the Recreational Trails Program (https://gadnr.org/grants) or work with PATH Foundation.

Transit and Mobility Projects

Transit & Mobility Projects						
#	Project Name	Description	Timeline / Phase	Responsible Parties	Funding	Action Plan
T.8	Build a new streetscape from Kensington Drive over the tracks to the north side of the station.	Adjust the bridge to accommodate new streetscape design.	Mid-term (Phase 1)	MARTA; developer	MARTA; developer	Combine with T.1, T.2, D.10. Use the current parking lot access drive as the new street.
T.9	Build new streets on north side of the station.	The streets should be at least 60' right-of-way with sidewalks, street trees, lighting, and on-street parking.	Long-term (Phase 2+)	MARTA; developer	MARTA; developer	Combine with D.11, D.12, and T.4.
T.10	Build paths from Mountain Drive through Stormwater Park to the station.	Paths should have overlooks, wayfinding, and connect to the DeKalb County trail planned on Mountain Drive.	Long-term (Phase 2+)	MARTA; developer	DeKalb County; grants; MARTA; PATH Foundation	Combine with D.6 (Stormwater Park); Consider applying for state grants from the Georgia Department of Natural Resources, like the Recreational Trails Program (https://gadnr.org/grants) or work with PATH Foundation.
T.11	Advocate for extending the Green Line to Indian Creek.	More train service could encourage higher ridership, particular for future residents at and around the station.	Long-term	MARTA	N/A	



- Phase 1 Projects (South side)
- Phase 2 Projects (North side)
- T.5 Entrance / new intersections to coordinate with DeKalb County Trail project design

Map of the Transit and Mobility Projects

Transit and Mobility projects are shown on Concept Plan 1 for illustrative purposes only. The same general phasing and action items would apply with Concept Plans 2 and 3.

