

Brookhaven-Oglethorpe MARTA Station Charrette

In partnership with the City of Brookhaven, ARC and the National Board of Realtors



Project Overview:

Southface and the Atlanta Regional Commission (ARC) facilitated a four-day transit-oriented development (TOD) charrette in October 2013, focused on the redevelopment of the Brookhaven-Oglethorpe MARTA station parking lots.

Southface reviewed Brookhaven demographics and market analysis reports, existing redevelopment plans, local zoning ordinances and TOD guidelines and best practices to determine the vision, scope, goals, challenges, assets, and deliverables to catalyze the project. Stakeholders consisted of community leaders and activists, councilmembers, city and county commissioners and small business owners. Professionals with expertise in community design and architecture, planning, traffic engineering, transportation and more were also included. All in all, nearly 200 people participated during charrette interviews, background sessions, meetings and working sessions.

In 2010, MARTA officially adopted TOD guidelines meant to serve the entire community of stakeholders, from community members to developers. These guidelines sought to give a common vocabulary and frame of reference, general direction and specific strategies and techniques for TOD development around station areas. The Brookhaven-Oglethorpe MARTA station charrette process served as a model for advancing these guidelines. For example, one principle of TOD is that it needs to be well-connected to the existing street network and easily accessible by alternative modes of transportation.

City leaders envisioned the site becoming the town center/gateway for the newly formed City with a mix of uses to support the commercial, residential and civic needs of the community. The assumption is that surrounding neighborhoods will become more pedestrian friendly and supportive of alternative transportation options such as walking, biking and low-speed vehicles.

Outcomes

The resulting deliverables include:

- Phasing plan
- Regulating plan
- Quality development guidelines
- MARTA RFP review
- Neighborhood connectivity plan
- Traffic framework and pedestrian improvements for Peachtree Road
- Station area neighborhoods engagement
- Stormwater facility and park
- Brookhaven Development Authority scope and best practices
- Managed parking solutions
- Low speed vehicle network

These deliverables illustrate substantial input from stakeholders, project and design team members, in addition to Brookhaven community members. The deliverables are representative of the components necessary to implement a successful TOD on the Brookhaven-Oglethorpe MARTA station property.