

STATION LOCATION



1255 West Peachtree Street
Atlanta, GA 30309

Arts Center : An Urban Core Station

The MARTA Transit Oriented Development Guidelines classify Arts Center station as an “Urban Core” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Arts Center, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek or North Springs. This classification system reflects both a station’s location and its primary function. The “Guidelines” define Urban Core stations as “...metropolitan-level destinations, at or near the center of the transportation system, where peak hour congestion is most challenging and where the region’s highest transit and pedestrian mode shares (i.e., highest percentage of people arriving by transit or on foot rather than driving) are achievable”.

In the heart of Atlanta’s popular Midtown district, Arts Center attracts an inbound ridership of workers, students and city visitor heading to the neighborhoods myriad office buildings, shops and restaurants, educational and cultural institutions. It also provides transit access to the surrounding neighborhood’s numerous residents who live in high density, frequently high-rise, residences.

STATION ESSENTIALS

Daily Entries:	6,672
Parking Capacity:	33 Spaces
Parking Utilization:	100%
Station Type:	Subway
Station Typology	Urban Core
Land Area	+/- 9 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

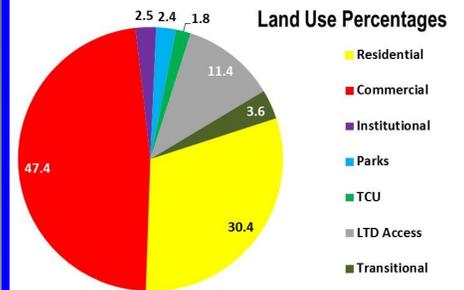
Category	SPI
Dining Out	163
Entertainment	152
Food	156
Retail	142
Shelter	166

Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011

Station Area Profile

Land Use Within 1/2 Mile



Sources:
MARTA GIS Analysis 2011 & Atlanta Regional Commission LandPro 2009.

Residential Demographics 1/2 Mile

Population	8,844
Median Age	37.4
Households	5,271
Avg. Household Size	1.62
Median Household Income	\$78,822
Per Capita Income	\$75,111

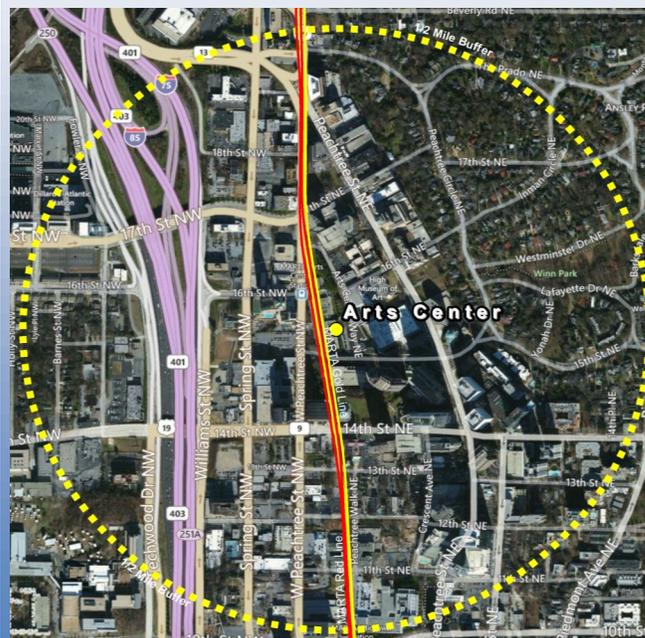
Business Demographics 1 Mile

Businesses	2,741
Employees	50,162
%White Collar	81.9
%Blue Collar	7.4
% Service	10.7
%Unemployed	14.2

Source: Site To Do Business on-line December, 2011

Neighborhood Context

Arts Center station is one of three rail transit stations serving the Midtown Atlanta community (North Avenue and Midtown being the others). Arts Center is ideally positioned in the middle of several residential neighborhoods and important business districts. It is situated across Arts Center Way from the Woodruff Arts Center’s High Museum, Atlanta Symphony Hall and Alliance Theatre, and is heavily utilized by patrons of those Atlanta cultural institutions. Near by neighborhoods include historic Ansley Park, Atlantic Station, Midtown and Home Park .



Arts Center Station Aerial View



Transit Stations are the focal point of successful TOD's



Note: Walk Score measures how easy it is to live a car-lite lifestyle, not how pretty the area is for walking. Walk Score uses a patent-pending system to measure the walkability of an address. The Walk Score algorithm awards points based on the distance to amenities in each category. Amenities within .25 miles receive maximum points being 100 and no points are awarded for amenities further than one mile.

90-100 Walker's Paradise — Daily errands do not require a car.

70-89 Very Walkable — Most errands can be accomplished on foot.

50-69 Somewhat Walkable — Some amenities within walking distance.

25-49 Car-Dependent — A few amenities within walking distance.

0-24 Car-Dependent — Almost all errands require a car

Source: Walkscore.com 2012



Land Use and Zoning

Land Use

There are a myriad of land uses surrounding the Arts Center Station. The Arts Center station is located in a predominantly commercial portion of midtown Atlanta. Office buildings, retail establishments, and other establishments make up the predominant land use. Residential land uses make up nearly a third of the land use within a half of a mile of the station. For more clarity concerning the land uses in the area, please refer to the Land Use Map on page 4.

Zoning

The zoning districts within a half mile radius of the Arts Center Station range from residential R-4 and RG-3 districts to more intense commercial C-4 districts. Arts Center Station is part of the Special Public Interest (SPI) Zoning District 16 Sub Area A. This district is specific to Midtown Atlanta. The general intent of the SPI-16 district is to create an urban environment where people can live, work, meet and play while preserving the cities historic buildings and sites.

Urban Core Typology Design Elements

Urban core stations are located in the most intensely developed nodes in the MARTA network. High-rise construction is common and appropriate, although mid-rise buildings are common as well, and mixed uses are combined vertically as well as horizontally. Urban core stations have a built-in TOD advantage in that they are at or near the center of the system and process a high volume of people.

Land Use Mix and Scale

- Office, Institutional, hotels, retail, and restaurants
- Mid to high rise buildings.
- Multi-Family development

Public Realm

- Station is part of the core pedestrian network
- Stations usually grade separated and closely spaced for walking

TOD at Arts Center Station

Art Center station is built on 6.1 acres in the heart of Atlanta's Midtown arts, cultural and entertainment district. MARTA owns another 3 acres south of 15th Street. The 3 acres South of 15th Street is where the MARTA TOD exist. TOD at Arts Center is feasible through the development of "air rights" over the station. One Atlantic Center, pictured to the right, is an example of TOD. Several years ago MARTA was engaged in a conversation with the adjacent Woodruff Arts Center about developing a new symphony hall above the station. However, due to the ensuing economic slowdown and other factors, this TOD proposal failed to come to fruition but the potential for that or a related facility remains.



One Atlantic Center TOD



Urban Core Density Ranges

Floor Area Ratio	8.0-30.0
Residential Unit Per Acre	75 +
Height In Floors	8-40

Source: MARTA TOD Guidelines

Area Attractions Near Arts Center



Atlanta Symphony Hall



High Museum, Atlanta



Piedmont Park

- Alliance Theatre
- Amtrak Brookwood Station
- Atlanta Botanical Gardens
- Atlantic Station
- Center for Puppetry Arts
- Center Stage Theatre
- Colony Square
- Robert W. Woodruff Arts Center/High Museum of Art
- SCAD (Savannah College of Art and Design)

Arts Center Station

Generally MARTA makes land it owns around its stations (called “Joint Development” lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the www.itsmarta.com website where future RFP’s/RFQ’s will be announced, or contact MARTA’s TOD and Joint Development staff at 1-404-848-5695.

Arts Center Station Development Opportunity

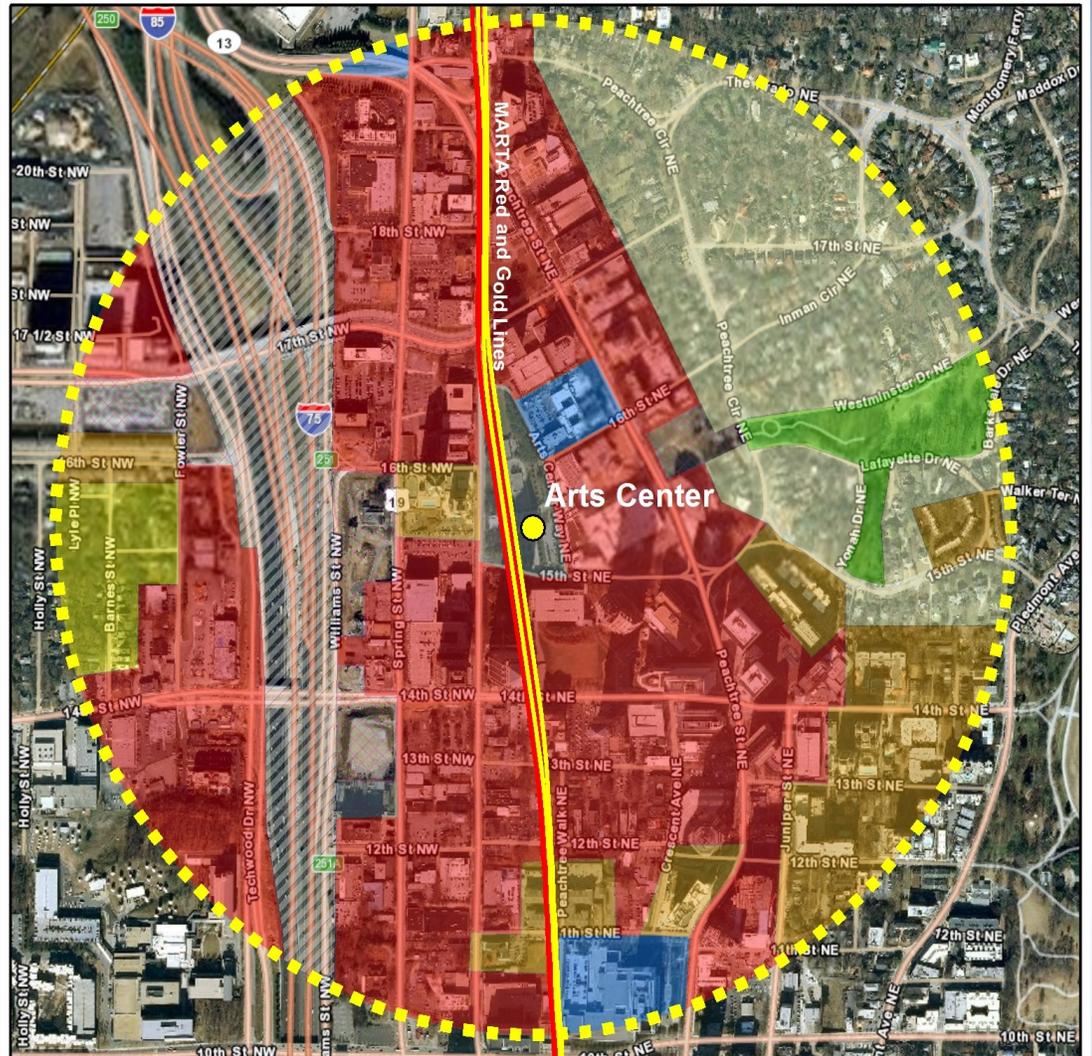
Additional TOD near Arts Center Station is limited due to the availability of land. However, there are some sites that do present opportunities for development. The most conducive site for development is just north of the station. This site is nearly an acre in size. The map below illustrates some examples of land that could be available for development near the station and sites that have some constraining factors.



ROUTES SERVING ARTS CENTER STATION

- Route 37– Defoors Ferry Rd/ Atlantic Station
- Route 110– Peachtree St “The Peach”
- Cobb Community Transit
- Gwinnet County Transit

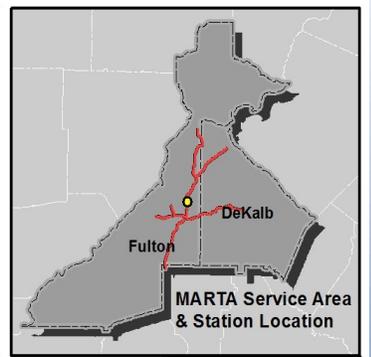
Land Use
1/2 Mile From Arts Center Transit Station



Legend

	Arts Center Station	Land Use Category		RES_HIGH	
	MARTA Rail		COMMERCIAL		RES_MED
	1/2 Mile Buffer		INST_INTENSIVE		RES_MULTIF
			LTD_ACCESS		TCU
			PARKS		TRANSITIONAL

0 0.25 0.5 Miles



Notes: Aerial Courtesy of ESRI (Last Modified: May 21, 2010)
Land Use Data Courtesy of ARC's LandPro 2009
All data presented As Is: MARTA makes no warranty of accuracy.