

DOME/GWCC/ PHILIPS/CNN STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	2,371
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Subway
Station Typology	Special Regional Destination
Land Area	No Excess Land Available

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	64
Entertainment	57
Food	64
Retail	55
Shelter	63

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, 2011



100 Techwood Drive, NW
Atlanta, GA 30303

DOME/GWCC/PHILIPS ARENA/CNN CENTER: A Special Regional Destination

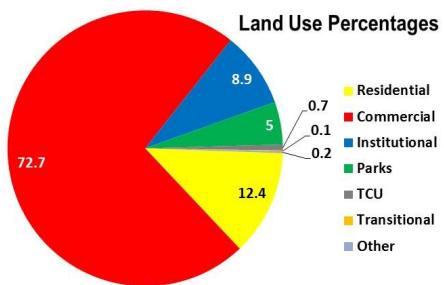
MARTA's adopted "Transit Oriented Development Guidelines" classify Dome/Georgia World Congress Center/Philips Arena/CNN Center station as a "Special Regional Destination" station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Arts Center in Midtown or Peachtree Center in Downtown, 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" describe Special Regional Destination stations as "...defined by a single use or cluster of uses. They include sports and entertainment venues, educational or medical campuses ... and airport. In short, Special Regional Destinations are in many ways atypical of TOD, but because they are such important destinations and trip generators, transit alignments are often designed specifically to include them and serve as many of their users as possible. Over time, single-use destinations may evolve into mixed-use activity centers more typical of high density TOD."



Station Area Profile

Land Use Within 1/2 Mile



Sources:
MARTA GIS Analysis 2012 & Atlanta Regional Commission LandPro 2009.

Residential Demographics 1/2 Mile

Population	1,927
Median Age	32.6
Households	1,015
Avg. Household Size	1.52
Median Household Income	\$40,688
Per Capita Income	\$27,268

Business Demographics 1 Mile

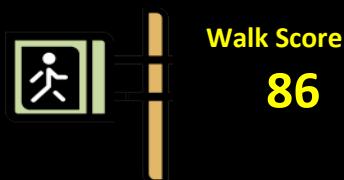
Businesses	5,679
Employees	114,164
%White Collar	61.0
%Blue Collar	12.0
%Unemployed	25.4

Source: Site To Do Business on-line, 2011

Neighborhood Context

Dome/GWCC/Phillips/CNN station is a heavy rail transit facility located in downtown Atlanta, near the center of Fulton County on MARTA's Blue and Green line. The station has two entrances; one at the foot of the Georgia Dome and the other at Philips Arena. These entrances provide easy, walkable access to a number of major downtown attractions including the Georgia Dome, Georgia World Congress Center, Philips Arena, CNN Center, Centennial Olympic Park, Georgia Aquarium and the World of Coca Cola. Dome-Philips provides rapid rail service to major destinations such as the Buckhead business and retail center (17 minutes), Midtown (5 minutes), Downtown Atlanta (1 minute), and Hartsfield-Jackson International Airport (17 minutes).

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

Dome/GWCC/Phillips/CNN station is located in the middle of many of the attractions that make Atlanta famous. Some of these attractions include the Georgia Dome, CNN Center, Philips Arena, and the Georgia Aquarium. Therefore, it is no surprise that the predominant use of land within a half mile of the station is commercial at about 72%. The half mile radius extends westward to include residential development in the Vine City neighborhood. This residential development makes up about 12% of the land use at about 39%. Institutional uses associated with government and the Atlanta University Center make up about 9%. For more detail, please refer to the land use map on page 3.

Zoning

Dome/GWCC/Phillips/CNN station is located in Sub-Area 1 of Special Public Interest District 1 (SPI-1). This district was enacted in 2007 to give greater clarity and protection for the unique character and forms that are found in the downtown. Moreover, the district is to provide for a more amenable pedestrian atmosphere by encouraging easier pedestrian access to residential, retail, office, and other merchant offerings. Development near MARTA property in this district would require that a Special Administrative Permit be filed with the City of Atlanta.

The SPI-1 Sub Area 1 district is compatible with the design guidelines contained in MARTA's recently adopted "TOD Guidelines". The district allows for TOD friendly densities. The maximum Floor Area Ratio (FAR) allowed in this district is 35.

The district's intent and density provisions are compatible with the development guidelines contained in MARTA's recently adopted "TOD Guidelines".

Special Regional Destination Station Typology Design Elements

As previously stated, Special Regional Destination stations are many times atypical of conventional TOD design philosophy. This is due in great part because they tend to need a great deal of parking capacity. Below are some of the design themes of the Special Regional Destination Station typology. For more information on MARTA's TOD guidelines, please refer to our website at <http://www.itsmarta.com/TOD-real-estate.aspx>.

Land Use Mix and Scale

- A regionally-significant public venue (sports or entertainment), campus (educational or medical), commercial or industrial complex, or airport. Usually not a mixed use setting.
- Scale varies with type of use; generally less dense and compact than typical TOD settings.
- To a degree feasible, ancillary development can help create a more integrated and welcoming environment.

Public Realm

- Large surface parking lots typical.
- Safe well-defined connections are key, but area-wide TOD streetscape may not be applicable.
- It is critical to conveniently distribute passengers to, from, and within the focal destination. In addition to high quality way-finding, the pedestrian environment may include tunnels, foot bridges, or moving sidewalks. If the key destination is some distance from the station, or is spread out rather than compact, local circulators or shuttles may be essential.



Centennial Olympic Park



New World of Coca-Cola

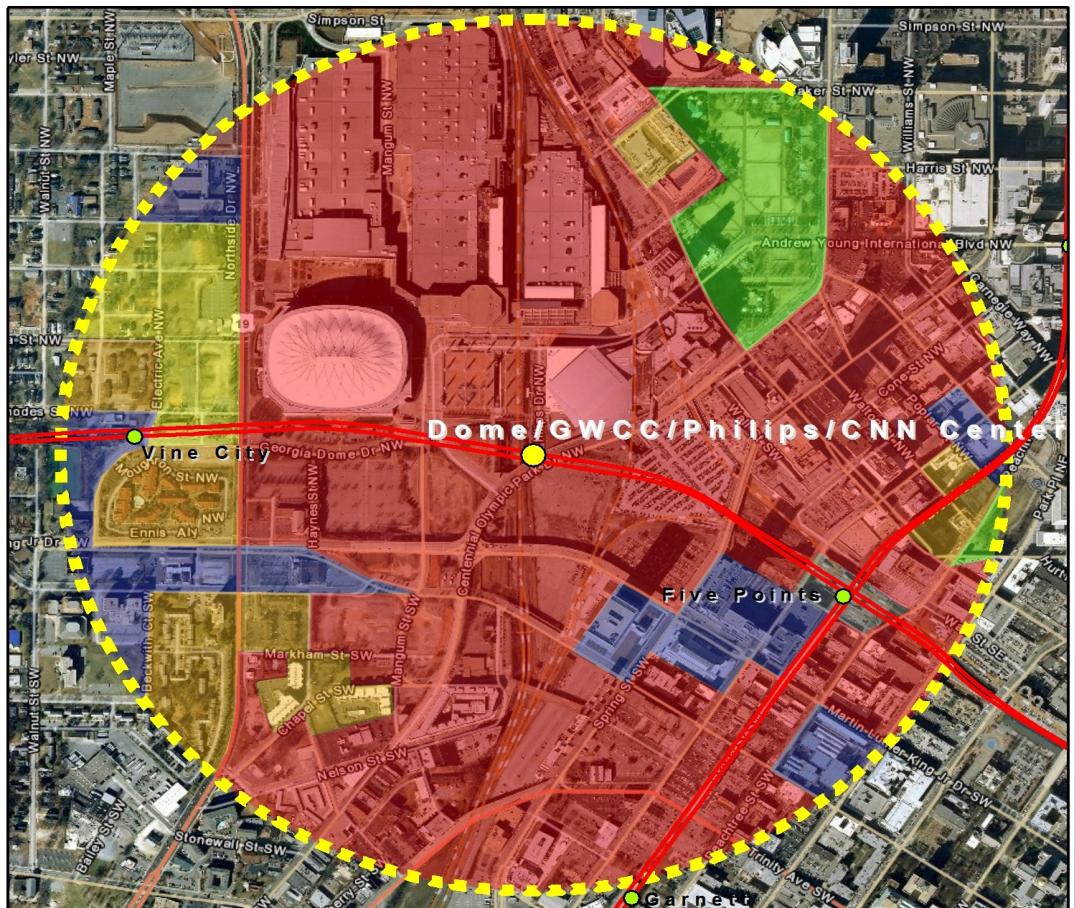
Dome/GWCC/Philips/CNN Station Development Opportunity

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.

MARTA does not own any excess land associated with this station but rather it has a "Right of Use" granted by the City of Atlanta and other entities for rail maintenance and staff parking. Therefore, TOD opportunities by way of Joint Development are not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

Land Use

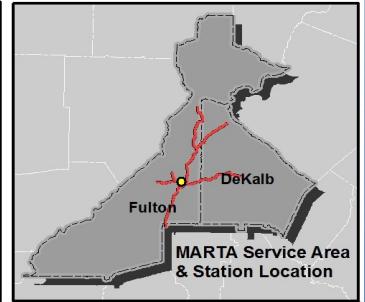
1/2 Mile From Dome/GWCC/Philips/CNN Center Transit Station



Legend

● Dome/GWCC/Philips/CNN	Land Use	RES_HIGH
● MARTA Transit Station	Category	RES_MULTI
— MARTA Rail		COMMERCIAL
■ 1/2 Mile Buffer		INST_INTENSIVE
		TRANSITIONAL
		PARKS
		TCU
		URBAN_OTHER

0 0.25 0.5 Miles



Notes: Aerial Courtesy of ESRI (Last Modified: May 21, 2010)