

Transit Oriented Development

**STATION LOCATION**



170 Piedmont Road, SE  
Atlanta, GA 30303

**GEORGIA STATE: An Urban Core Station**

The MARTA Transit Oriented Development Guidelines classify Georgia State Station as an “Urban Core” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Georgia State, 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 Downtown, Georgia State attracts an inbound ridership of university students, government employees and other office workers, and city visitors. It also provides transit access to the surrounding neighborhood’s residents who live in clusters of student and other high density residences.

**STATION ESSENTIALS**

Daily Entries:	4,650
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Elevated
Station Typology	Urban Core
Land Area	No Excess Land Available

MARTA Research & Analysis 2010

**SPENDING POTENTIAL INDEX WITHIN 1/2 MILE**

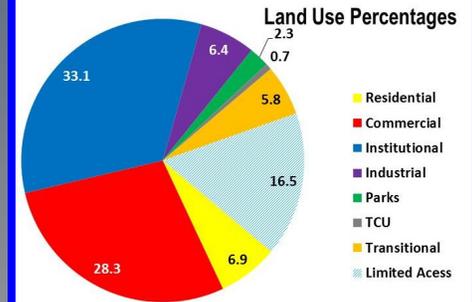
Category	SPI
Dining Out	57
Entertainment	51
Food	57
Retail	49
Shelter	54

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

**Station Area Profile**

**Land Use Within 1/2 Mile**



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

**Residential Demographics 1/2 Mile**

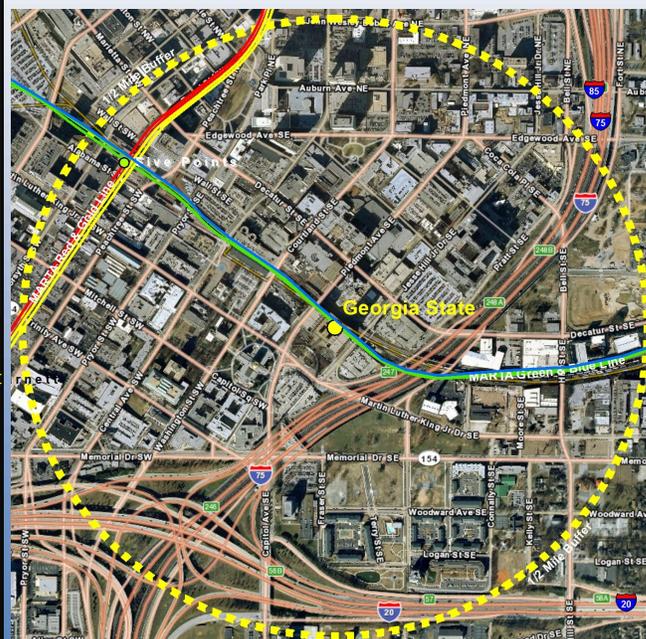
Population	6,321
Median Age	28.6
Households	2,410
Avg. Household Size	2.11
Median Household Income	\$19,442
Per Capita Income	\$14,874

**Business Demographics 1 Mile**

Businesses	5,681
Employees	109,906
%White Collar	61.6
%Blue Collar	12.8
%Unemployed	23.0

Source: Site To Do Business on-line, 2011

**Neighborhood Context**



Georgia State station is a heavy rail transit station located in the central portion of Fulton County, the first stop to the east on MARTA’s Blue and Green lines. It is situated between Piedmont Avenue to the west, Jesse Hill Jr. Drive to the east and Decatur Street to the south, with entrances on Piedmont Avenue and Jesse Hill Jr. Drive. Georgia State Station provides rapid rail service to major destinations including the Buckhead shopping and business district (17 minutes), Midtown (5 minutes), Downtown (1 minute), and Hartsfield-Jackson International Airport (17 minutes). Bus service from Georgia State station provides access to the King Center, Oakland Cemetery, Grady Memorial Hospital and the Old Fourth Ward, Peoplestown and Lakewood neighborhoods.



**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**

Georgia State station is located in downtown Atlanta on the Georgia State University campus. The predominant use of land within a half mile of the station is institutional at about 33%. The institutional uses comprise governmental buildings, office buildings and housing non-profits. In addition to the 24/7 activity at busy Grady Memorial Hospital, the tremendous growth of Georgia State University has fueled lively activity well into the evening hours. Commercial uses make up about a third of the land use around the station at about 28% with varied retail and office uses. For more detail, please refer to the land use map on page 3.

**Zoning**

Zoning is one of the key elements needed in TOD development. Georgia State 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".

**Urban Core Typology Design Elements**

Below are some of the design themes of the urban core typology. 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. 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

- 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

**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 Georgia State Station



**Georgia State University**



**Plaza at Georgia State University**



**Georgia State Capital Building**

## ROUTES SERVING GEORGIA STATE STATION

- Route 21– Memorial Drive
- Route 99– Boulevard/ Monroe Drive
- Route 155– Windsor Street/ Lakewood Avenue

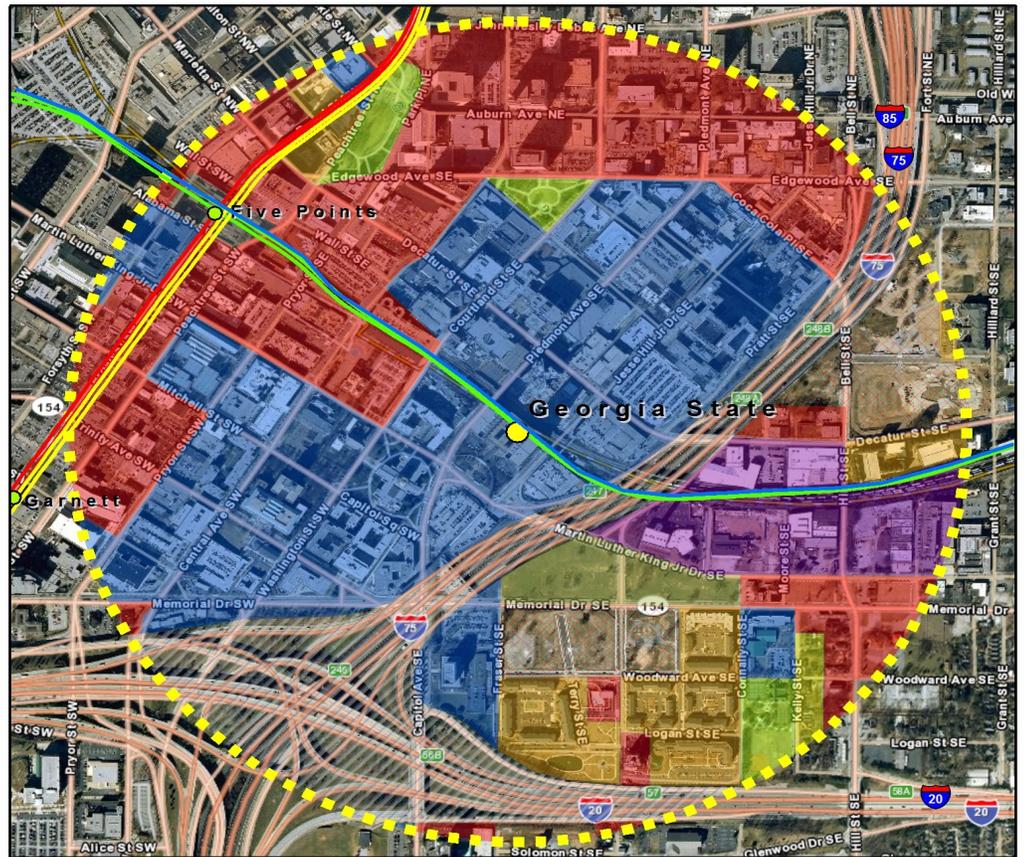


## Georgia State Station Development Opportunity

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](http://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.

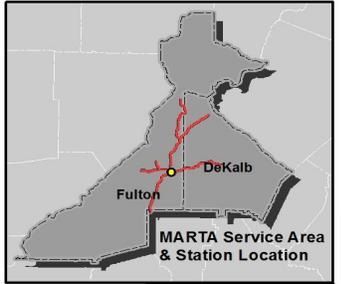
MARTA does not own any excess land associated with this station but rather it has a “Right of Use” granted by the State of Georgia, City of Atlanta and other entities for rail maintenance and staff parking. Therefore, TOD opportunities by way of Joint Development are not possible at this station. However,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

## Land Use 1/2 Mile From Georgia State Transit Station



Legend		Land Use Category	
	Georgia State Station		COMMERCIAL
	MARTA Transit Station		INDUSTRIAL
	1/2 Mile Buffer		INST_INTENSIVE
			LTD_ACCESS
	PARKS		RES_HIGH
	RES_MULTI		TCU
	TRANSITIONAL		URBAN_OTHER

0 0.25 0.5 Miles



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

