

NORTH AVENUE STATION

Transit Oriented Development

STATION LOCATION



713 West Peachtree Street, NW
Atlanta, GA 30308

North Avenue Station : An Urban Core Station

The MARTA Transit Oriented Development Guidelines classify North Avenue as an “Urban Core” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like North Avenue, to Collector 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, North Avenue Station attracts an inbound ridership of workers, students and city visitor heading to the Midtown neighborhood’s myriad offices, shops, restaurants, educational and cultural institutions. It also provides transit access to the neighborhood residents, including Georgia Tech and other students, who live in high density, frequently high-rise, apartments and condominiums.

STATION ESSENTIALS

Daily Entries:	5,879
Parking Capacity:	0
Parking Utilization:	n/a
Station Type:	Subway
Station Typology	Urban Core
Land Area	+/- 1.5 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	107
Entertainment	96
Food	103
Retail	91
Shelter	106

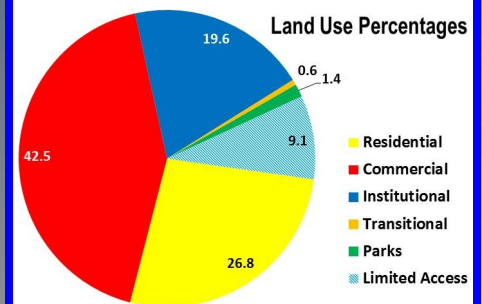
Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

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	12,426
Median Age	25.7
Households	4,006
Avg. Household Size	1.79
Median Household Income	\$53,396
Per Capita Income	\$28,992

Business Demographics 1 Mile

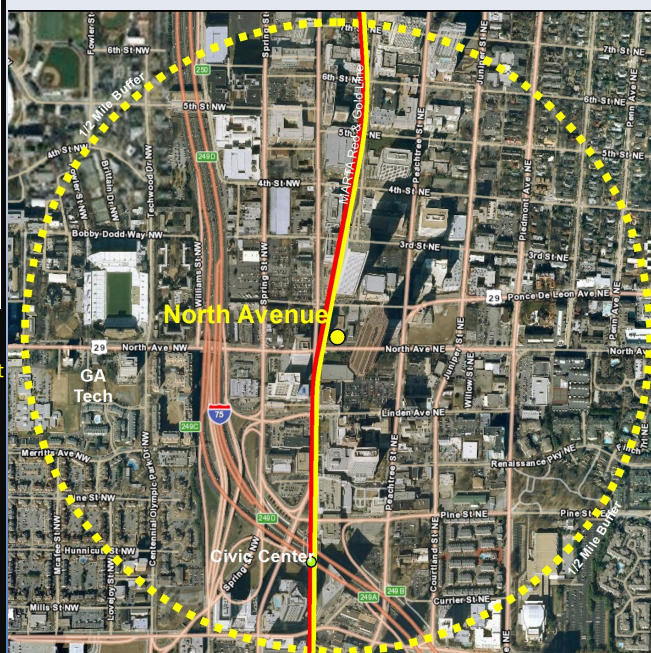
Businesses	3,732
Employees	73,918
%White Collar	78.1
%Blue Collar	8.5
%Unemployed	23.1

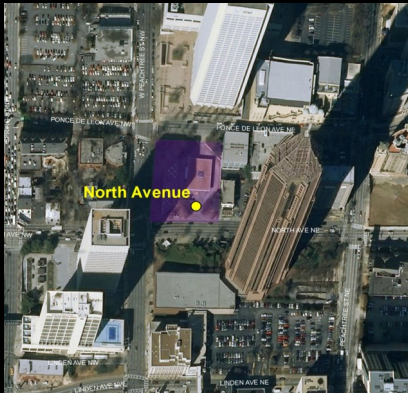
Source: Site To Do Business on-line, 2011

Neighborhood Context

North Avenue station is a heavy rail transit facility located in Atlanta’s Midtown district, north of downtown, south of Buckhead, and centrally located in Fulton County on MARTA’s Red and Gold lines. There are two entrances to the station; one at the corner of West Peachtree Street and North Avenue, and the other approximately one block north on West Peachtree Street under and accessible from the AT&T Building.

North Avenue station provides rapid rail service to major destinations including Buckhead (12 minutes), Downtown Atlanta (4 minutes), and Hartsfield-Jackson International Airport (20 minutes). Additionally, two bus routes currently serve North Avenue Station providing access to City Hall East Annex, the Carter Center, Candler Park, the Georgia Institute of Technology (Georgia Tech).





Land Use and Zoning

Land Use

Commercial land use is the primary category of land use within a half mile radius of North Avenue Station at about 42%. The commercial development is primarily comprised of retail, and Class A office space such as the 55-story Bank of America Plaza and the 47-story AT&T Midtown Center. Residential development, at about 26%, is very prominent in the area also. In the last decade Midtown Atlanta has become the urban residential center of the city offering opportunities to live, work, shop and play, all inside an urbane cosmopolitan community. What has been dubbed the “Midtown Mile” is a stretch of Peachtree Street that runs from approximately North Avenue on the south, to 15th Street on the north. While Peachtree Street has long been the heart of Atlanta, the recent focus on retail and residential development along the street in Midtown has brought comparisons to Chicago’s Magnificent Mile, an upscale retail district running along Michigan Avenue to the Lake Michigan shoreline. Institutional uses such as Georgia Tech, Fox Theatre, and the First Center for the Arts at Georgia Tech make up about 19% of the land use within a half mile of the station. 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. North Avenue Station is located in Sub-Area 1 of Special Public Interest District 16 (SPI-16). The intent of the district appear to be generally compatible with MARTA’s recently adopted “TOD Guidelines”. The maximum Floor Area Ratio (FAR) allowed in this district is 10.2.

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>.

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

Land Use Mix and Scale

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

Public Realm

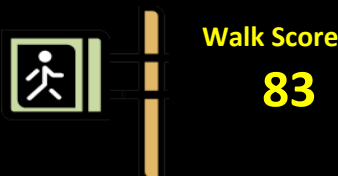
- Station is part of the core pedestrian network
- Stations usually grade separated and closely spaced for walking

North Avenue 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. Private or non-profit developers who are interested in developing at MARTA stations 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.

Other than the land for the station, MARTA does not own any excess land associated with this station. Therefore, TOD opportunities by way of Joint Development are limited at this station. However, air-rights over the station can permit construction over the station.

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.

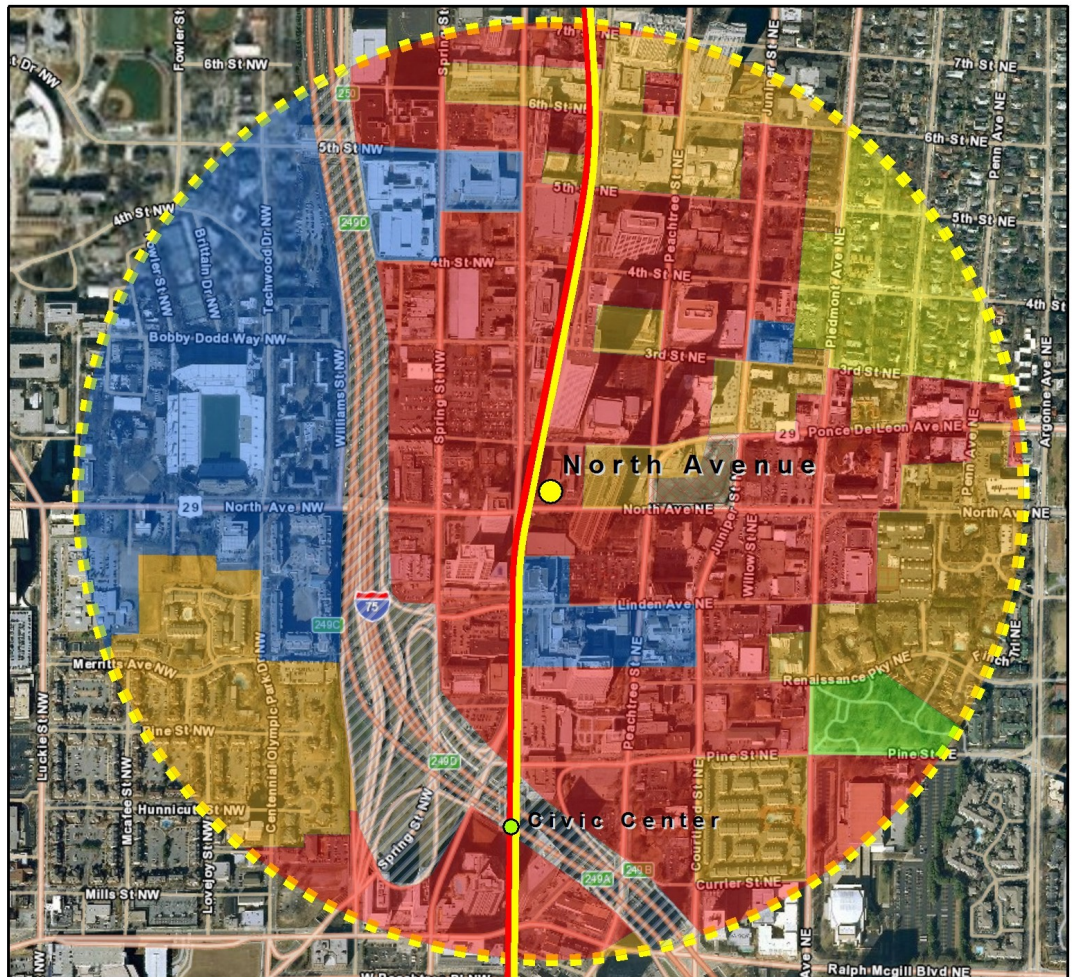
0–24 Car-Dependent — Almost all errands require a car

Source: Walkscore.com 2012

ROUTES SERVING NORTH AVENUE STATION

- Route 2– Ponce De Leon Avenue/Moreland Ave.
- Route 26– Perry Blvd./North Ave.
- Route 99– Boulevard/ Monroe Drive (Weekdays Only)

Land Use 1/2 Mile From North Avenue Transit Station



Legend

- North Avenue
- 1/2 Mile Buffer

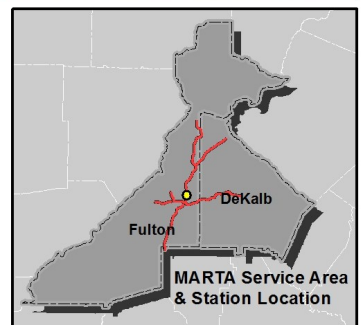


Land Use Category

- COMMERCIAL
- INST_INTENSIVE
- LTD_ACCESS

- PARKS
- RES_HIGH
- RES_MULTI
- TRANSITIONAL

0 0.25 0.5 Miles



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

marta
Office of Dev. & Regional Coordination