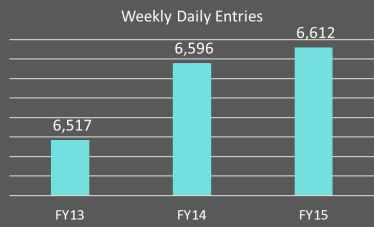


# STATION ESSENTIALS



Daily Entries:	6,612
Parking Capacity:	29 Spaces
Parking Utilization*:	N/A
Station Type:	Subway
Total Land Area	+/- 6 acres



MARTA Research & Analysis 2016

\*Data is not gathered if below 100 spaces.

# ARTS CENTER STATION

Transit Oriented Development



1255 West Peachtree Street  
Atlanta, GA 30309

Arts Center Station is one of three rail transit stations serving the Midtown Atlanta community. 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. Nearby neighborhoods include historic Ansley Park, Atlantic Station, Midtown, and Home Park.

The MARTA *Transit Oriented Development Guidelines* typology classify Arts Center Station as an **Urban Core** station. Urban Core stations are 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 are achievable.

## AREA PROFILE

### Area Demographics at 1/2 Mile

Population 2012	6,405
% Population Change 2000-2012	29%
% Generation Y (18-34)	31%
% Singles	69%
Housing Units	4,902
Housing Density/ Acre	9.8
% Renters	72%
% Multifamily Housing	46%
Median Household Income	\$72,187
% Use Public Transit	11%

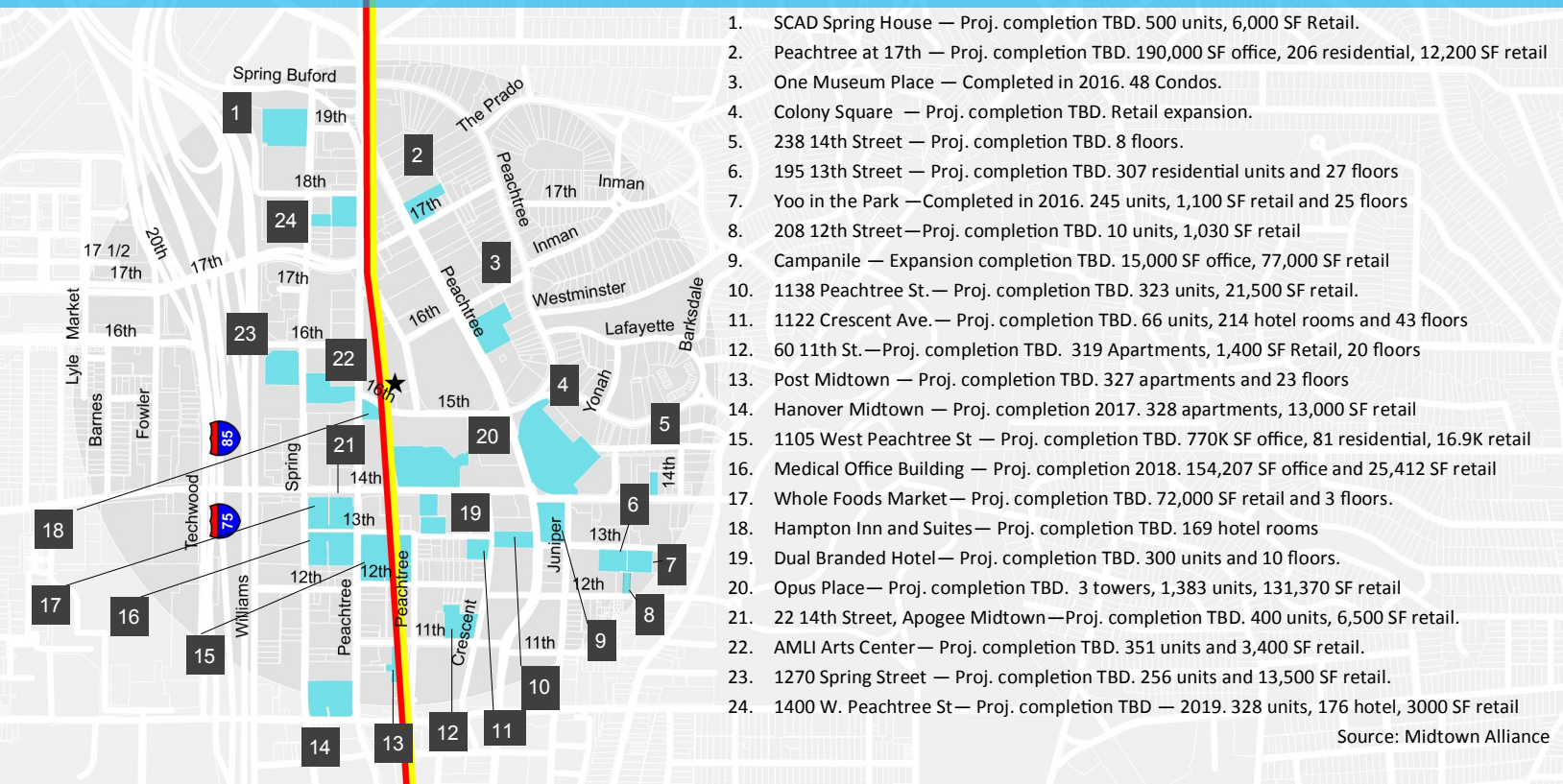
### Business Demographics

Employees	22,180
Avg. Office Rent Per SF	\$22.89
Avg. Retail Rent Per SF	\$21.40
Avg. Apartment Rent (1-mile)	\$1,141

Sources: Bleakly Advisory Group, 2012.

## Market Dynamics

### Nearby Recent Development Activity within 1/2 Mile Radius

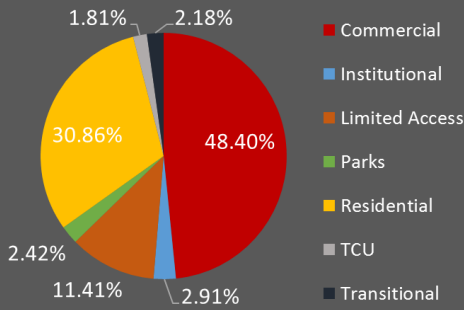


Source: Midtown Alliance

# ARTS CENTER STATION

Transit Oriented Development

## LAND USAGE WITHIN 1/2 MILE



Sources:  
MARTA GIS Analysis & Atlanta Regional Commission LandPro 2016

## URBAN CORE TYPOLOGY DESIGN ELEMENTS

FAR	8.0 to 30.0
Units Per Acre	75 +
Height In Floors	8 to 40

## DEVELOPMENT DATA

Zoning	SPI-16 SA1
Available Air Rights	126,464 SF Base Area
Site A	Approximately +/- .8 Acres
Site B	Approximately +/- .6 Acres

## SITE A



## SITE B



## ARTS CENTER DEVELOPMENT OPPORTUNITY

Arts Center Station offers a unique and substantial opportunity for development in a dynamic and densely developed area of Atlanta. The image below and on the side panel provide a development guide to the station. Air rights over Arts Center Station coupled with land available from Sites A & B offer approximately 4 acres of developable land.

### Land Use Entitlements

The station is zoned SPI-16 SA1. The general intent of the SPI-16 district is to create an urban environment where people can live, work, meet and play while encouraging the use of MARTA through the location of mixed-use development around MARTA stations. Development controls under the zoning for this site include no building height restrictions and a Floor Area Ratio (FAR) up to 10.2.

### Surrounding 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 are the predominant land use. Residential comprises nearly a third of the land use within a half of a mile of the station.

