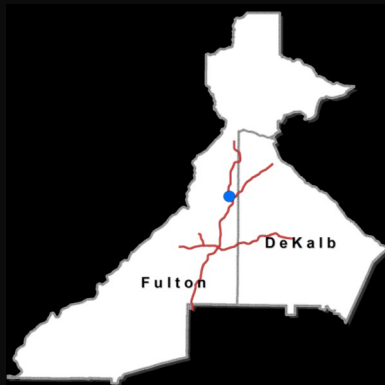


## STATION LOCATION



3360 Peachtree Road NE

Atlanta, GA 30326

## Buckhead: An Urban Core Station

Buckhead station is a heavy rail rapid transit facility located on MARTA's Red line in Buckhead north of downtown Atlanta close to the geographic center of Fulton County on MARTA's Red line. MARTA's adopted *Transit Oriented Development (TOD) Guidelines* classify Buckhead as an "Urban Core" station. The "Guidelines" present a typology of stations ranging from Commuter Town Center stations, like Lindbergh Station, to Collector stations – such as the 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.

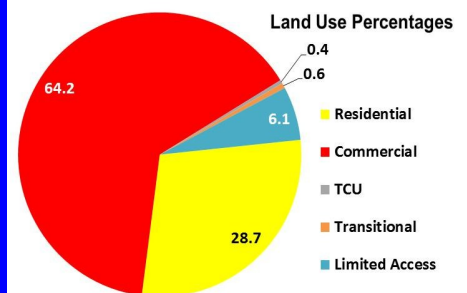
The "Guidelines" define Urban Core stations as "...metropolitan-level destinations, at or near the center of the transportation system, where peak hour congestion is most challenging and where the region's highest transit and pedestrian mode shares (i.e., highest percentage of people arriving by transit or on foot rather than driving) are achievable".

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.



## 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	3,331
Median Age	39.4
Households	1,856
Avg. Household Size	1.73
Median Household Income	\$105,152
Per Capita Income	\$77,441

### Business Demographics 1 Mile

Businesses	3,600
Employees	56,404
%White Collar	84.0
%Blue Collar	5.1
%Unemployed	8.6

Source: Site To Do Business on-line, 2011

## STATION ESSENTIALS

Daily Entries:	2,354
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	At Grade
Station Typology	Urban Core
Land Area	N/A

MARTA Research & Analysis 2010

## SPENDING POTENTIAL INDEX

### WITHIN 1/2 MILE

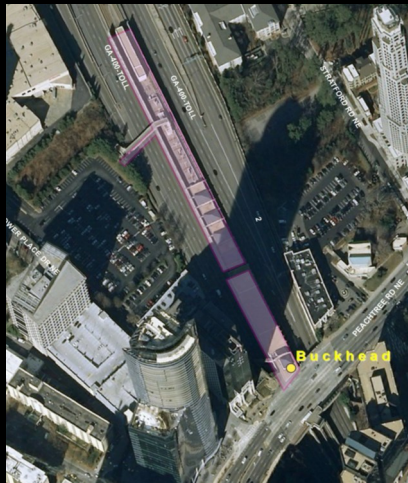
Category	SPI
Dining Out	190
Entertainment	180
Food	182
Retail	166
Shelter	197

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

## Neighborhood Context

The station sits in the median of the Georgia 400 limited access highway, and has two entrances; one on either side of Peachtree Street, where the street bridges the highway. Buckhead station provides rapid rail service to major destinations including Midtown (12 minutes), Downtown (16 minutes), and Hartsfield-Jackson International Airport (32 minutes). Additionally, bus service from the station provides access to destinations north and south of the station along Peachtree Street; including such major destinations as the Fox Theatre, Piedmont Hospital, the Amtrak station, Woodruff Arts Center, Colony Square, Underground Atlanta, Lenox Mall and Phipps Plaza.



## Land Use and Zoning

### Land Use

The Buckhead community contains a mixture of historic residential neighborhoods, contemporary residential and commercial. Commercial is the dominant land use within a half mile of the station. Commercial land use makes up over 64% of the land within the half mile radius. The commercial land uses are comprised of regional shopping centers such as Lennox Mall, Phipps Plaza, and other venues. Office space can be found in close proximity to the station at such places as the One Capital City Plaza and the Terminus Buckhead. For more clarity concerning the land uses in the area, please refer to the Land Use Map on page 3.

### Zoning

The zoning district that the station resides in is PD-OC Office-Commercial Planned Development. The intent of the district is to provide for development of such districts at locations appropriate in terms of the comprehensive development plan and the transportation facilities plan, and in close proximity to mass transit facilities. It is intended that PD-OC development shall be in complexes within which mutually supporting commercial and office uses are scaled, balanced and located so as to reduce general traffic congestion and where convenient pedestrian circulation systems and mass transit facilities further reduced the need for private automobiles. The district also encourages high density residential development. The land use intensities of PD-OC are conducive to TOD development near the station.

## Urban Core Typology Design Elements

Urban core stations are located in the most intensely developed nodes of the regional transit network. MARTA's urban core stations are surrounded by (and sometimes built right into) a mix of urban uses. 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.

### Land Use Mix and Scale

- Downtown-scale mix of employment (office), institutional, hotel and civic uses. Return of multi-family residential is a growing trend
- Retail and restaurant sector gaining.
- High-rise towers common; new buildings at least mid-rise.

### Public Realm

- Stations usually grade-separated and closely spaced for walking.
- Station is part of the core pedestrian network.
- Buses stop at sidewalk.

### 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

## Buckhead 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.

The Buckhead Station is located within the median of Georgia 400. MARTA does not own any land associated with this station but rather it has a "Right of Use" granted by the Georgia Department of Transportation. Therefore, TOD opportunities by way of Joint Development is not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

## Transit Stations are the focal point of successful TOD's



Walk Score

80

**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



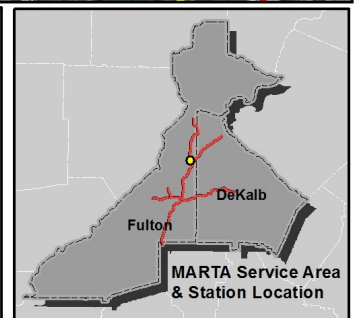
## ROUTES SERVING BUCKHEAD STATION

- Route 110– Peachtree Street  
“The Peach”

## Land Use 1/2 Mile From Buckhead Transit Station



### Legend



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

**marta**  
Office of Dev. & Regional Coordination