

# CIVIC CENTER STATION

Transit Oriented Development

## STATION LOCATION



435 West Peachtree Street, NW  
Atlanta, GA 30308

## STATION ESSENTIALS

Daily Entries:	2,722
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Elevated
Station Typology	Urban Core
Land Area	N/A

MARTA Research & Analysis 2010

## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

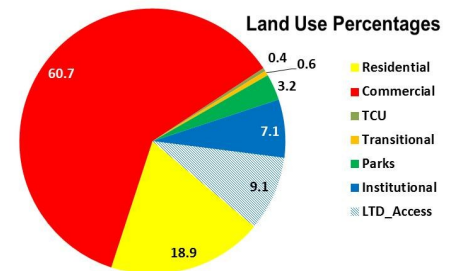
Category	SPI
Dining Out	77
Entertainment	70
Food	75
Retail	66
Shelter	77

**Note:** The Spending Potential Index shows the amount spent on a variety of 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.



## 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	6,360
Median Age	35.2
Households	3,554
Avg. Household Size	1.58
Median Household Income	* \$32,300
Per Capita Income	* \$28,886

### Business Demographics 1 Mile

Businesses	5,835
Employees	103,831
%White Collar	70.8
%Blue Collar	11.7
%Unemployed	26.6

Source: STDB on-line, 2011

\* Note: The income figures are somewhat skewed due to a large amount of student housing in the area.

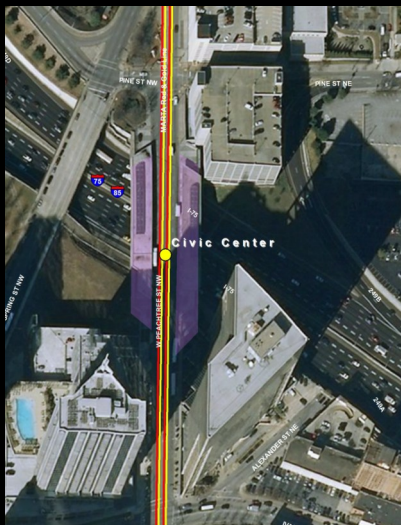
## CIVIC CENTER: An Urban Core Station

The MARTA Transit Oriented Development Guidelines classify Civic Center Station as an **"Urban Core"** station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Civic Center, 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, Civic Center attracts an inbound ridership of workers, shoppers and city visitors heading to the myriad of office buildings, shops, restaurants, educational and cultural institutions. It also provides transit access to the surrounding neighborhood's residents living in high density, frequently high-rise, residences.



## Neighborhood Context

Civic Center station is a MARTA heavy rail transit facility serving MARTA's Red and Gold lines located at the north end of Downtown Atlanta. It is the world's only rail station built over a highway and underneath a city arterial road. There are two entrances to the station, one on either side of West Peachtree Street. Civic Center station provides rapid rail access to major destinations including Buckhead (14 minutes), Five Points (2 minutes), and Hartsfield-Jackson International Airport (18 minutes). Additionally, MARTA bus service is available from Civic Center Station to the Georgia Aquarium, World of Coca Cola, Zoo Atlanta, Centennial Olympic Park, the Georgia State Capital building, and the Atlanta City Hall.



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



**Walk Score**  
**82**

**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

The majority of the land use surrounding Civic Center is dedicated for commercial purposes such as office space and other nearby attractions. Residential makes up the second largest land use category within a half mile. The housing in the area is composed of a mixture of high end condominiums and student housing such as Techwood apartments. Due to the proximity of Georgia Tech, high density student housing appears to be the dominant housing type in the area. 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. Civic Center 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.

## 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

## Civic Center 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](http://www.itsmarta.com) website where future RFP's/RFQ's will be announced, or contact MARTA's TOD and Joint Development staff.

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 are not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

### Urban Core Density Ranges

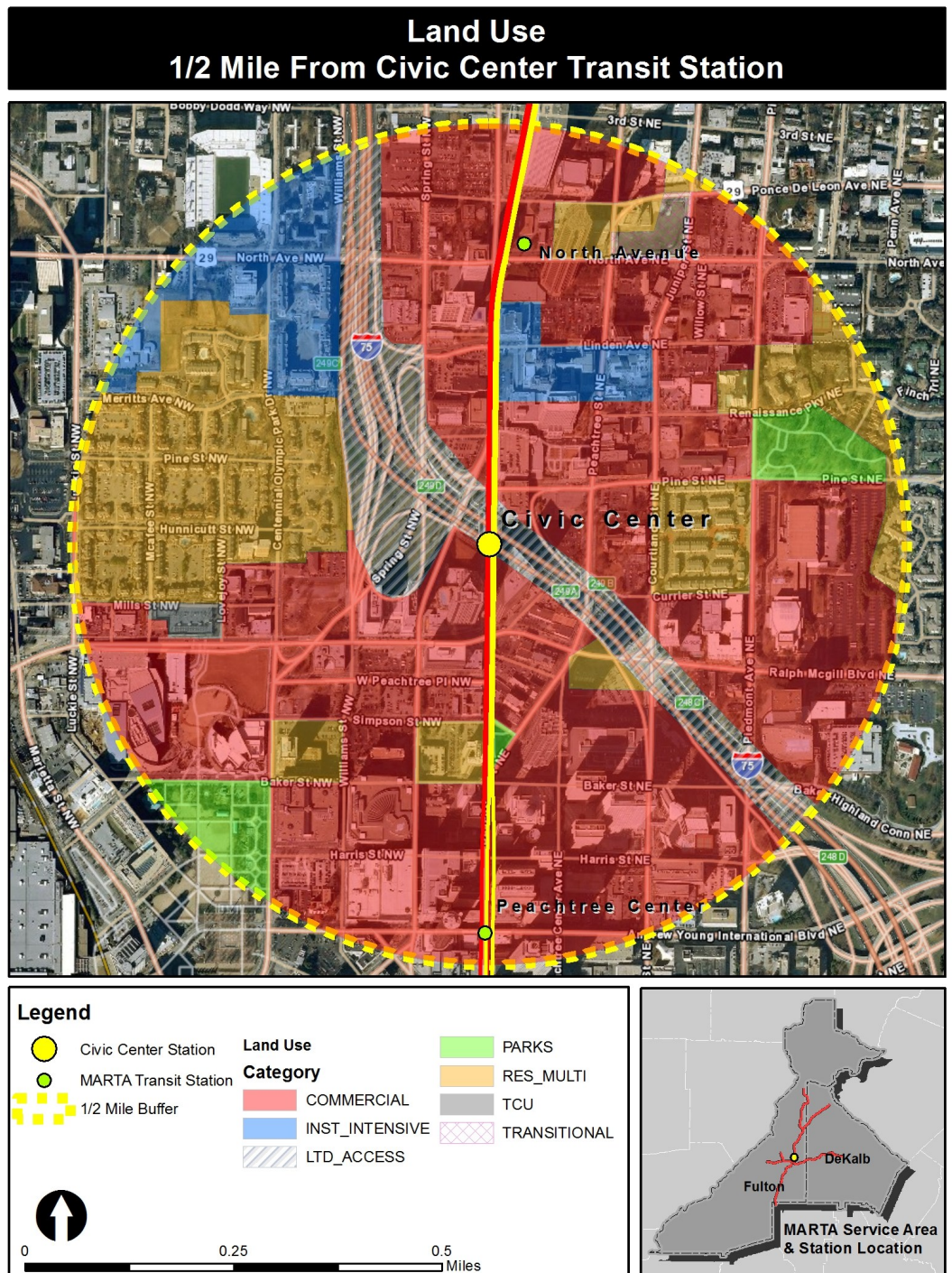
Floor Area Ratio	8.0-30.0
Residential Unit Per Acre	75 +
Height In Floors	8-40

Source: MARTA TOD Guidelines



## ROUTES SERVING CIVIC CENTER STATION

- Route 32– Bouldercrest/GA Aquarium



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

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