

FIVE POINTS STATION

Transit Oriented Development

STATION LOCATION

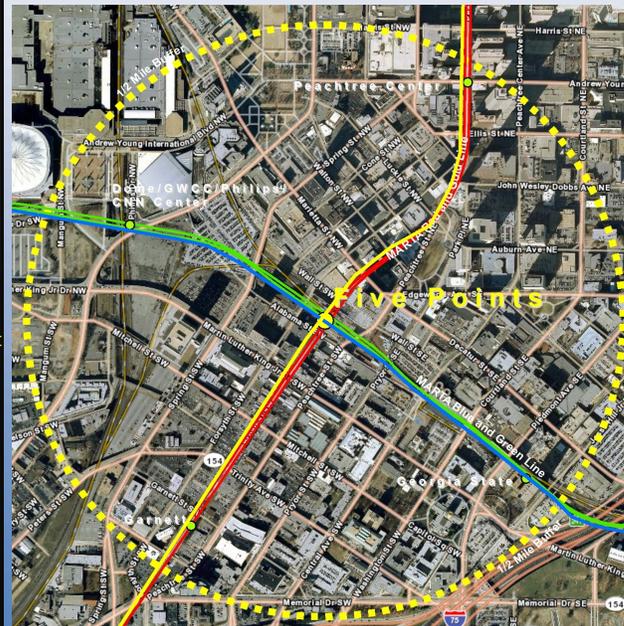


30 Alabama Street, SW
Atlanta, GA 30303

FIVE POINTS: An Urban Core Station

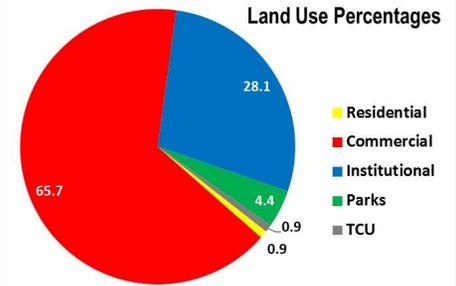
The MARTA Transit Oriented Development Guidelines classify Five Points Station as an “Urban Core” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Arts Center, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek 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, Five Points attracts an inbound ridership of workers, students and visitors heading to the downtown’s myriad office buildings, shops and restaurants, cultural and educational institutions, most notably Georgia State University and the Atlanta Federal Center. In the next few years the “Multimodal Passenger Terminal” (MMPT) is expected to be developed on a nearby site, bringing with it additional MARTA riders, downtown workers and new residents.



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	4,571
Median Age	31.7
Households	1,186
Avg. Household Size	2.11
Median Household Income	*\$34,378
Per Capita Income	*\$21,863

Business Demographics 1 Mile

Businesses	5,690
Employees	111,775
%White Collar	59.1
%Blue Collar	13.5
%Unemployed	24.9

Source: Site To Do Business on-line, 2011

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

Neighborhood Context

Five Points station is a heavy rail rapid transit facility located in downtown Atlanta, in the heart of Fulton County. Five Points MARTA station is the largest and most heavily used on the system as it functions as the transfer point between the Red and Gold (north-south) and Blue and Green (east-west) rail lines. Five Points provides rapid rail service to major destinations including Buckhead (16 minutes), Midtown (4 minutes), and Hartsfield-Jackson International Airport (16 minutes). Bus service from Five Points provides access to important destinations including Turner Field, Zoo Atlanta, Cyclorama, Martin Luther King Center, Apex Museum, Georgia State University, Atlanta University Center, The Georgia Aquarium, The World of Coca Cola, and many more.

STATION ESSENTIALS

Daily Entries:	22,821
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Subway
Station Typology	Urban Core
Land Area	+/- 2 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	76
Entertainment	68
Food	74
Retail	65
Shelter	74

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



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

Five Points station is located in the heart of downtown Atlanta and near many of the attractions that make Atlanta famous. Some of these attractions include the Peach Drop and Underground Atlanta. Therefore, it is no surprise that the predominant use of land within a half mile of the station is commercial at about 65%. Institutional uses make up the next largest category at about 28%. The major institutional uses include the Sam Nunn Federal Office Complex in the former Rich's department store. The Sam Nunn Complex is one of the largest federal complexes outside of Washington D.C. Another significant institutional use near Five Points is Georgia State University. With over 31,000 students, Georgia State University occupies a good portion of the land near Five Points Station. For more detail, please refer to the land use map on page 4.

Zoning

Zoning is one of the key elements needed in TOD development. Five Points 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	



Underground Atlanta



Underground Atlanta Plaza



New Years Eve Peach Drop

Five Points Station Development Opportunity

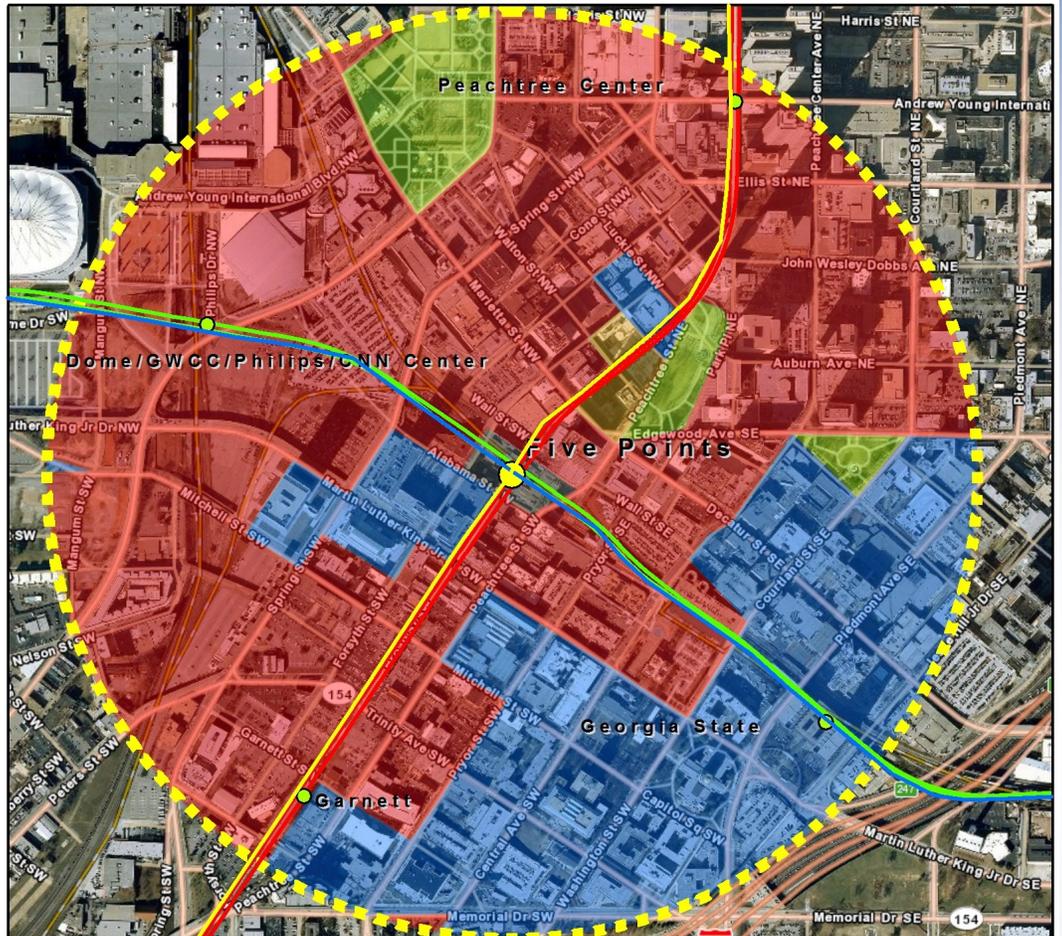
Generally MARTA makes land it owns around its stations (called “Joint Development” lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the www.itsmarta.com website where future RFP’s/RFQ’s will be announced, or contact MARTA’s TOD and Joint Development staff at 1-404-848-5695.

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

**ROUTES SERVING
FIVE POINTS STATION**

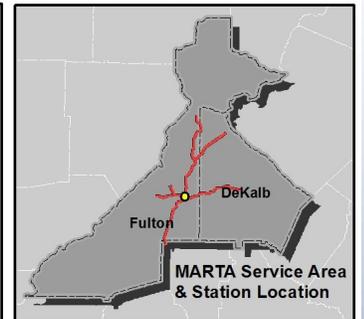
- Route 1– Centennial Olympic Park/Coronet Way.
- Route 3– MLK Jr. Dr./ Auburn Ave.
- Route 13– Fair Street/ Mozley Park
- Route 16– Noble
- Route 32–Bouldercrest/ Georgia Aquarium
- Route 42– Pryor Road/ McDaniel Street
- Route 49– McDonough Boulevard
- Route 51– Joseph E. Boone Blvd/ Dixie Hills
- Route 55– Jonesboro Road/ Hutchens Road
- Route 74– Flat Shoals
- Route 110– Peachtree Street “The Peach”
- Route 155– Windsor Street/ Lakewood Avenue
- Route 186– Rainbow Drive/ South DeKalb
- Braves Shuttle

**Land Use
1/2 Mile From Five Points Transit Station**



Legend

	Five Points Station	Land Use		LTD_ACCESS
	MARTA Transit Station	Category		PARKS
	1/2 Mile Buffer			RES_MULTI
				TCU
				COMMERCIAL
				INST_INTENSIVE



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