

MIDTOWN STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	5,549
Parking Capacity:	0
Parking Utilization:	n/a
Station Type:	Subway
Station Typology	Urban Core
Land Area	+/- 1.4 acres

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	129
Entertainment	118
Food	124
Retail	111
Shelter	129

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.

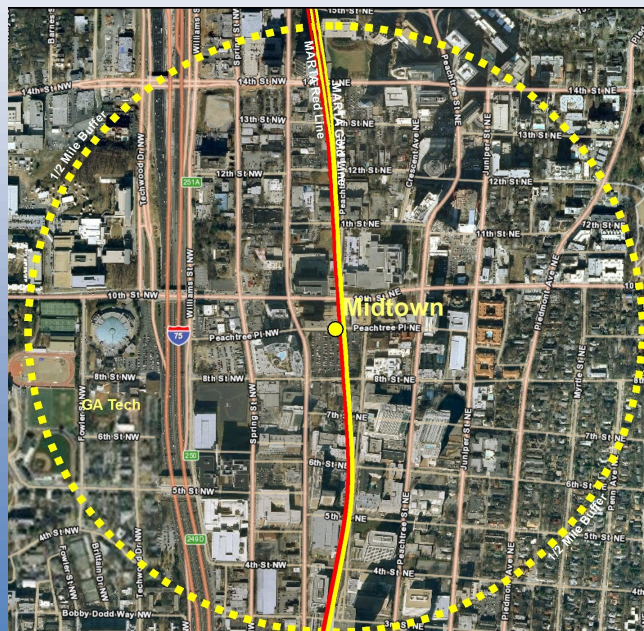
Source: STDB on-line, 2011



41 Tenth Street, NE
Atlanta, GA 30309

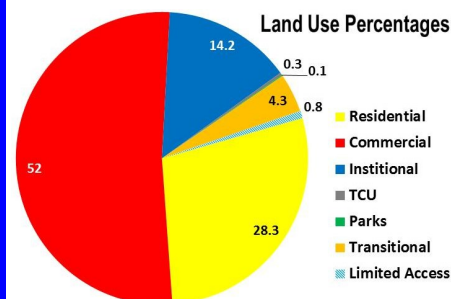
Midtown Station: An Urban Core Station

The MARTA Transit Oriented Development Guidelines classify Midtown as an "Urban Core" station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Midtown, 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 popular Midtown district, Midtown station attracts an inbound ridership of workers, students and city visitor heading to the neighborhoods myriad offices, shops and restaurants, educational and cultural institutions. It also provides transit access to the neighborhood's many residents many of whom live in high density, frequently high-rise, apartment and condominium residences.



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	9,674
Median Age	35.4
Households	6,645
Avg. Household Size	1.37
Median Household Income	\$63,110
Per Capita Income	\$54,267

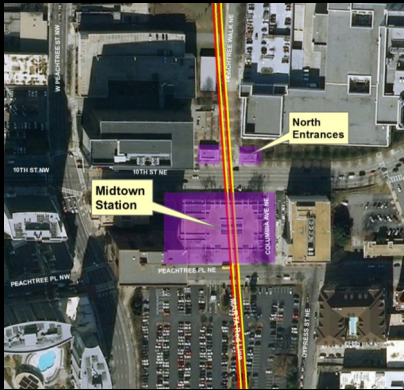
Business Demographics 1 Mile

Businesses	3,144
Employees	54,609
%White Collar	79.3
%Blue Collar	8.7
%Unemployed	21.1

Source: Site To Do Business on-line, 2011

Neighborhood Context

Midtown is a heavy rail rapid transit station located in the Midtown district immediately north of downtown Atlanta. Midtown Station is near the center of Fulton County on MARTA's Red/Gold line. Midtown provides rapid rail service to major destinations including Buckhead (12 minutes), Downtown Atlanta (4 minutes), and Hartsfield-Jackson International Airport (20 minutes). Additionally, four bus routes currently serve Midtown Station and provide access to the Georgia Institute of Technology, Atlantic Station, Piedmont Park, Henry Grady High School, John Howell Park, Historic Virginia Highlands shopping, dining and nightlife. Additionally, the "Tech Trolley" stops at the station and provides service to Tech Square and Georgia Tech University. The Tech Trolley is sponsored and funded by the Georgia Institute of Technology and is free to students and non-students alike.



Land Use and Zoning

Land Use

Commercial land use is the primary category of land use within a half mile radius of Midtown Station at about 52%. The commercial development is primarily comprised of Class A office space, retail and other commercial establishments. Residential development at about 28%, is very prominent in the area also. In the last decade Midtown 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, Savannah College of Art and Design (SCAD) and Westwood College make up about 14% of the land use within a half mile of the station. For more detail concerning the location of other land uses near the station, please refer to the use map on page 3.

Zoning

Zoning is one of the key elements needed in TOD development. Midtown Station is located in Sub-Area 1 of Special Public Interest District 16 (SPI-16). The intent of the district appears 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

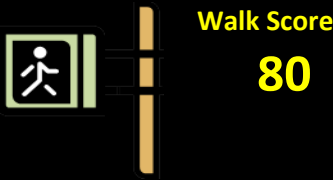
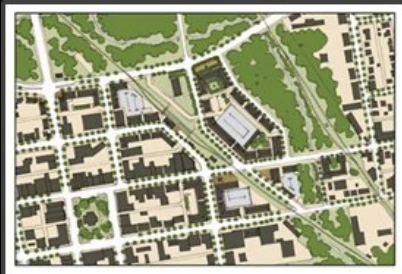
- Office, Institutional, hotels, retail, and restaurants
- Mid to high rise buildings.
- Multi-Family development

Midtown 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 possible but construction over the station would have to exercise caution to protect the integrity of the station. However, MARTA encourages transit friendly development around the station on privately held land.

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

Route 12– Howell Mill/
Cumberland

Route 27– Cheshire Bridge Rd./
Ansley Mall

Route 36–North Decatur Rd./
Virginia Highland

Route 99– Boulevard/Monroe Dr.

