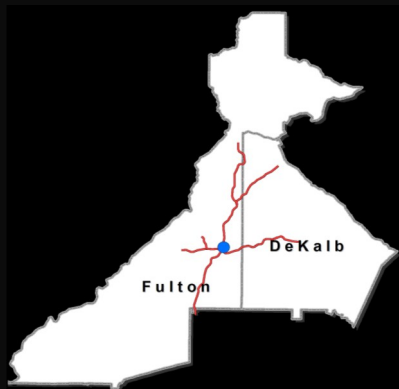


PEACHTREE CENTER STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	7,633
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Subway
Station Typology	Urban Core
Land Area	N/A

MARTA Research & Analysis 2010

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	79
Entertainment	71
Food	76
Retail	68
Shelter	78

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

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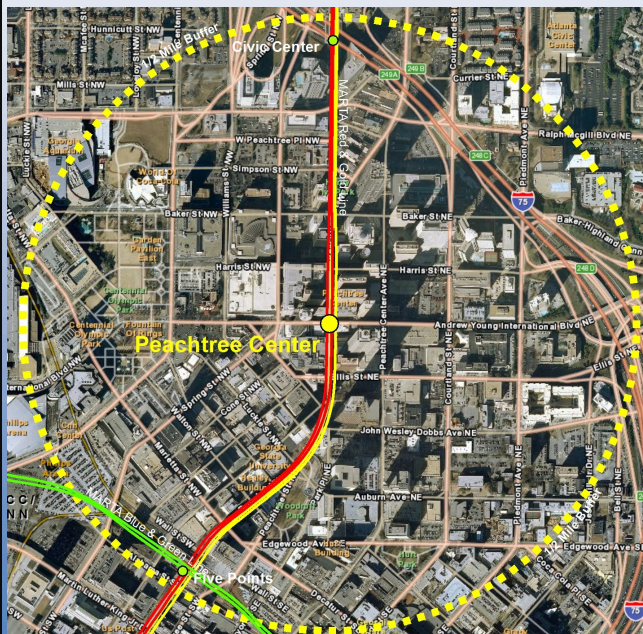


216 Peachtree Street, NE
Atlanta, GA 30303

PEACHTREE CENTER: An Urban Core Station

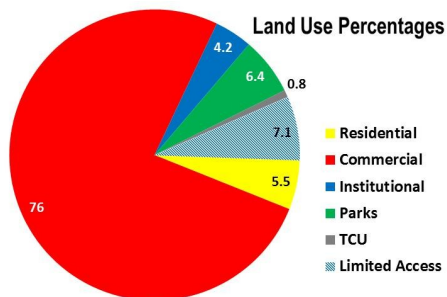
The MARTA Transit Oriented Development Guidelines classify Peachtree Center as an “**Urban Core**” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Peachtree Center, to Collector stations - i.e., end of the line auto commuter oriented stations, such as Indian 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”.

The station itself is something of an engineering marvel. The station platform is located 120 feet beneath Peachtree Street, enclosed by solid gneiss rock walls. Tunneling through the solid rock was necessary to construct the station, and compressed air at twice the normal atmospheric pressure was pumped in to support the walls while the permanent structure was built. The



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	3,511
Median Age	32.8
Households	2,070
Avg. Household Size	1.51
Median Household Income	\$36,392
Per Capita Income	\$28,855

Business Demographics 1 Mile

Businesses	6,171
Employees	120,058
%White Collar	66.0
%Blue Collar	13.1
%Unemployed	24.8

Source: Site To Do Business on-line, 2011

station is one of only a few tunnels in the world with walls and ceiling carved out of rock.

Neighborhood Context

Peachtree Center station is a heavy rail transit station located in the heart of Downtown Atlanta and serving MARTA’s Red and Gold lines. The station has four entrances, each providing access onto Peachtree Street; two on the north side of the station and two on the south. Peachtree Center provides rapid rail service to major destinations including Buckhead (15 minutes), Midtown (3 minutes), Five Points (1 minute), and Hartsfield-Jackson International Airport (17 minutes). MARTA Route 110 provides service north and south along the Peachtree Road corridor serving many popular destinations including Lenox Mall, The Fox Theater, The High Museum of Art, and the Georgia State Capitol.



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

About 76% of the land within a half mile of the station is dedicated to commercial uses. The commercial uses are comprised of office, retail, and restaurants uses. There are several parks and other attractions in the area such as Centennial Olympic Park, Woodruff Park, Georgia Aquarium, and the New World of Coca-Cola. Residential in the area is composed of a mixture of high end condominiums and student housing such as Techwood apartments. 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. Peachtree 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

Peachtree 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 website where future RFP's/RFQ's will be announced, or contact MARTA's TOD and Joint Development staff.

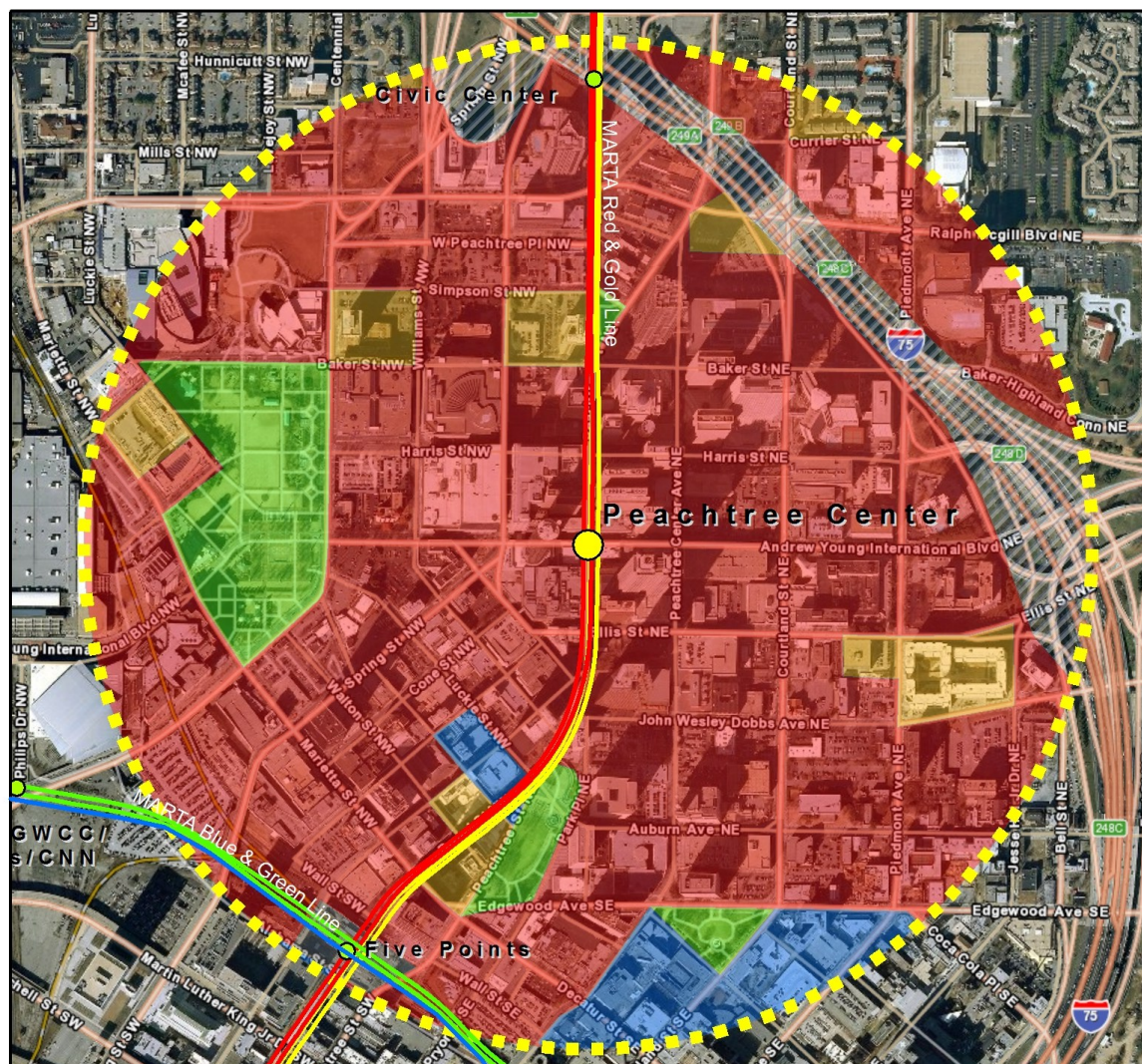
MARTA does not own any excess land associated with this station. Therefore, TOD opportunities by way of Joint Development is not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

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







Legend

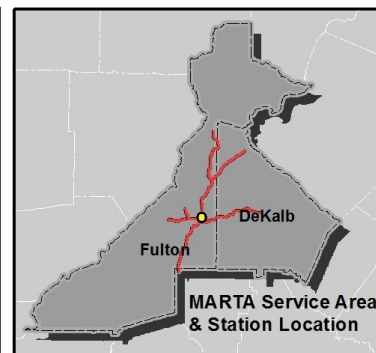
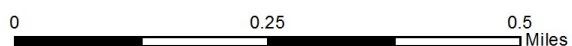
-  Peachtree Center
 MARTA Transit Sta
 1/2 Mile Buffer

Land Use

Category

- COMMERCIAL
INST_INTENSIVE

-  LTD_ACCESS
 PARKS
 RES_MULTITENANT
 TCU



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