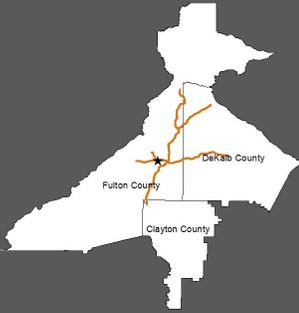


## STATION LOCATION



Daily Entries:	1,838
Parking Capacity:	142 Spaces
Parking Utilization:	6%
Station Type:	Subway
Total Land Area	+/- 2 acres



Photo: Transformation Alliance

65 Joseph E. Lowery Blvd. SW  
Atlanta, GA 30314

# ASHBY STATION

Transit Oriented Development

## AREA PROFILE

### Area Demographics at 1/2 Mile

Population 2012	6,628
% Population Change 2000-2012	19%
% Generation Y (18-34)	62%
% Singles	91%
Housing Units	2,230
Housing Density / Acre	4.4
% Renters	72%
% Multifamily Housing	30%
Median Household Income	\$18,229
% Use Public Transit	38%

### Business Demographics

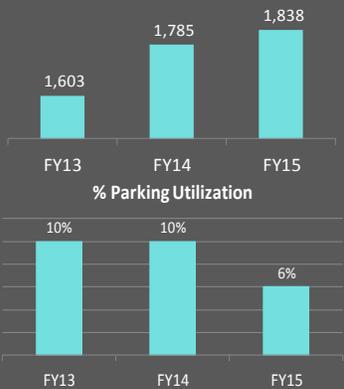
Employees	1,736
Avg. Office Rents Per SF	\$16.45
Avg. Retail Rents Per SF	\$22.00
Avg. Apartment Rents (1-mile)	\$853

Sources: Bleakly Advisory Group, 2012.

Ashby station is a heavy rail transit station located in the central portion of Fulton County on MARTA's Blue and Green lines. It is situated at the corner of Joseph E. Lowery Boulevard and Lena Street with a station entrance on each side of Joseph E. Lowery Boulevard on the south side of Lena Street. Ashby station provides service to the Atlanta University Center - Morehouse College, Clark Atlanta University, Spelman College and Morehouse School of Medicine.

The MARTA Transit Oriented Development Guidelines typology classify Ashby station as a "Neighborhood" station. This typology reflects both a station's location and its primary function. The "Guidelines" define Neighborhood stations as "...located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network.

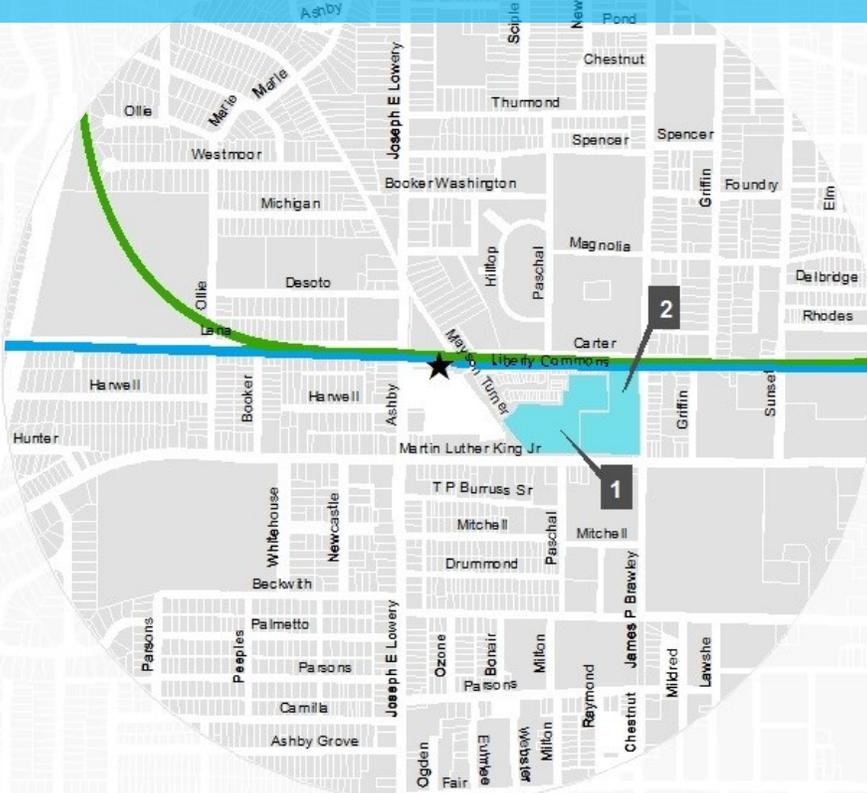
### Weekly Daily Entries



MARTA Research & Analysis 2015

## Market Dynamics

### Nearby Recent Development Activity within 1/2 Mile Radius



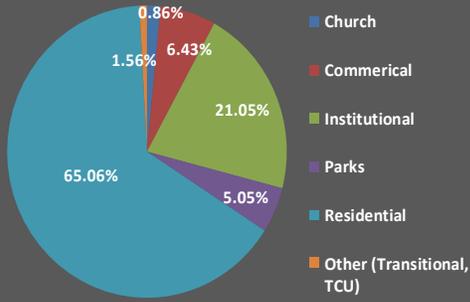
1. Wal-Mart– Completed in 2013. 80,000 SF retail
2. The Washington at Historic Westside Village Projected Completion Late 2014. 150 units and 30,000 SF retail

Source: Central Atlanta Progress.



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

## LAND USAGE WITHIN 1/2 MILE



Sources:  
MARTA GIS Analysis & Atlanta Regional  
Commission LandPro .

## URBAN CORE TYPOLOGY DESIGN ELEMENTS

FAR	1.5 to 5.0
Units Per Acre	15 to 50
Height In Floors	2 to 10

## DEVELOPMENT DATA

Zoning	SPI-11 SA1 SPI-11 SA6
Available Air Rights	N/A

### Recent Nearby Development:

#### The Washington at Westside Village



## ASHBY DEVELOPMENT OPPORTUNITY

The map below displays the properties around the station that have development potential. The only land that is controlled by MARTA is the 1.6 acre parking lot across Joseph Lowery Boulevard, which is highlighted in blue in the map. This parking lot on average is near 10% utilized. This lot presents a challenging opportunity for TOD due to its size, and isolation.

Recent development has taken place on a nearby 3.9 acre lot. The Washington at Westside Village residential development along with an 80,000 SF Wal-Mart are new additions to the landscape near Ashby Station. MARTA encourages additional development around the station on the remaining available land.

### Land Use Entitlements

Ashby station is located in Special Public Interest District 11 Sub Area 1, while the parking lot is located in Sub Area 6 of the Special Public Interest District 11. This district is specifically intended to enhance the areas around both Ashby Station and the nearby Vine City Station. This is done by promoting neighborhood oriented businesses and preserve the historic fabric of the area. Sub Area 1: Ashby Shopping; is intended to accommodate multi-family, commercial, retail, civic and other similar uses. Sub Area 6: Washington Park Single-Family Residential; is intended to accommodate single-family and civic uses.

Development controls under the zoning include a maximum Floor Area Ratio (FAR) of 2.0 and maximum building heights of 60 feet for Sub Area 1. Sub Area 6 is not applicable to FAR.

### Surrounding Land Use

Ashby Station is located in a historic neighborhood near the Atlanta University Center. The predominant land use within a half mile of Ashby Station is residential. Residential land uses comprise a little over 65% of the land around the station. Approximately 53% of all land use is high density residential.

