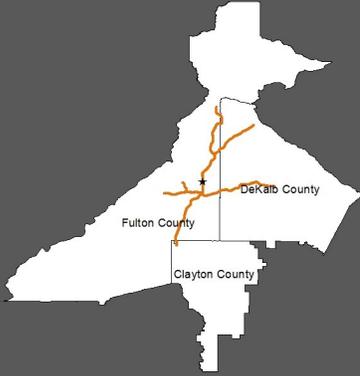


STATION ESSENTIALS



Daily Entries:	6,001
Parking Capacity:	13
Parking Utilization:*	N/A
Station Type:	Subway
Total Land Area	+/- 1.3 acres

Weekly Daily Entries



MARTA Research & Analysis 2015

*Data is not gathered if below 100 spaces.

MIDTOWN STATION

Transit Oriented Development



Photo: Midtown Alliance

41 10th St NE
Atlanta, Georgia 30309

Located in the heart of Atlanta's popular Midtown district, Midtown Station attracts an inbound ridership of workers, students and city visitors heading to the neighborhood's myriad offices, shops, restaurants and educational and cultural institutions. It also provides transit access to the neighborhood's many residents, many of whom live in high density apartments and condominium residences. Many students from nearby Georgia Tech also utilize this station.

The MARTA *Transit Oriented Development Guidelines* typology classify Midtown Station as an **Urban Core** station. Urban Core stations are 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.

AREA PROFILE

Area Demographics At 1/2 Mile

Population 2012	11,738
% Population Change 2000-2012	52%
% Generation Y (18-34)	48%
% Singles	82%
Housing Units	8,443
Housing Density/ Acre	16.8
% Renters	46%
% Multifamily Housing	86%
Median Household Income	\$59,608
% Use Public Transit	9%

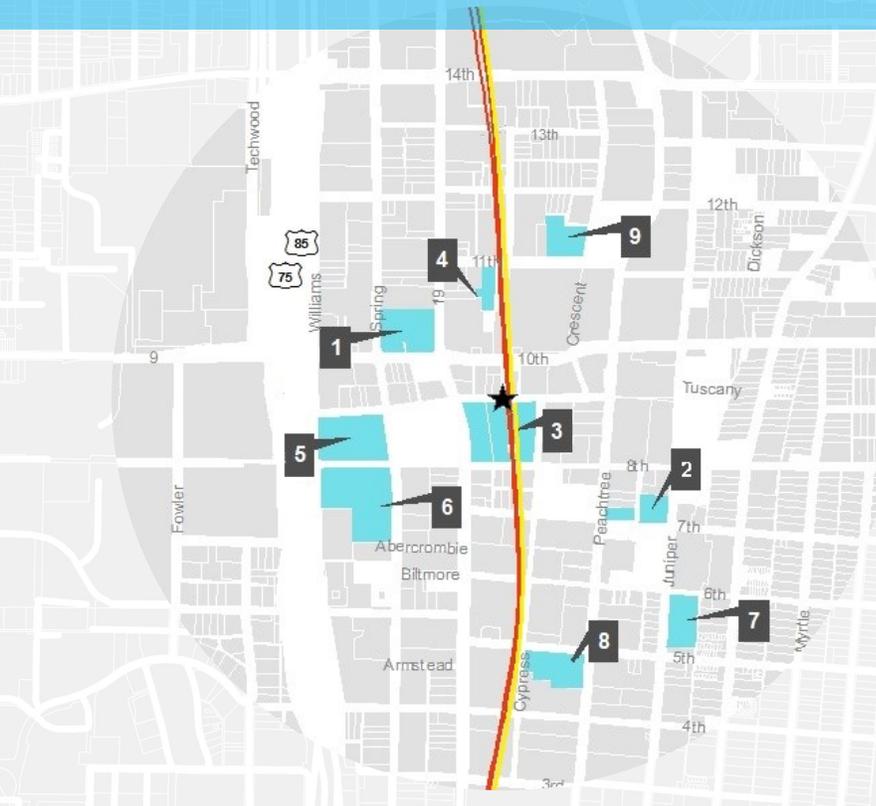
Business Demographics

Employees	20,650
Avg. Office Rent Per SF	\$26.16
Avg. Retail Rent Per SF	\$23.84
Avg. Apartment Rent (1-mile)	\$1,181

Sources: Bleakly Advisory Group, 2012.

Market Dynamics

Recent and Planned Development Activity within 1/2 Mile Radius

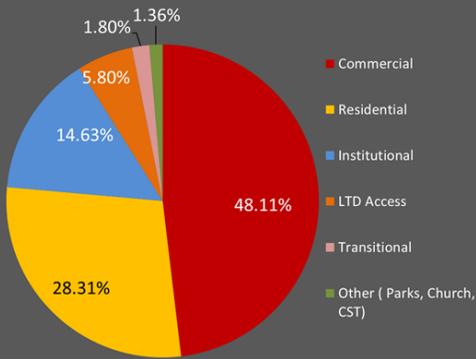


1. Hanover Midtown, Hanover Company— Project completion TBD. 328 apartments, 13,000 SF retail, 6 floors
2. Peachtree at 7th, Hanover Company— Projected completion TBD. 43,025 Office, 11,220 SF, 28 floors
3. Alta Midtown, Wood Partners— Completed Fall 2016. 343 apartments, 19,000 SF Retail, 19 floors
4. Post Midtown, Post Properties— Projected completion TBD. 327 apartments, 23 floors
5. Modera, Mill Creek Residential— Projected completion August 2017. 450 Apartments, 13,000 SF Retail, 29 floors
6. NCR Campus, Cousins— Projected completion January 2018. 516,000 SF office
7. Broadstone Terraces, Alliance Residential— Projected completion TBD. 218 Apartments, 8 floors
8. Trace, JLB Partners— Completed December 2016. 294 Apartments, 6,300 SF Retail, 10 floors
9. 60 11th St. Selig-Daniel— Projected completion TBD. 319 Apartments, 14,000 SF Retail, 20 floors



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

LAND USAGE WITHIN 1/2 MILE



Sources: MARTA GIS Analysis & Atlanta Regional Commission LandPro.

MIDTOWN DEVELOPMENT OPPORTUNITY

Other than the land for the station, MARTA does not own any excess land associated with this station. Therefore, TOD opportunities by way of Joint Development are limited at this station. However, air-rights over the station may be available. MARTA is currently investigating the feasibility of construction over the station.

Land Use Entitlements

The station is zoned SPI-16 SA1. The general intent of the SPI-16 district is to create an urban environment where people can live, work, meet and play while encouraging the use of MARTA through mixed-use development around MARTA stations. Development controls under the zoning for this site include no building height restrictions and a Floor Area Ratio (FAR) up to 10.2.

Surrounding Land Use

There are a myriad of land uses surrounding the Midtown Station. Commercial development is the dominant land use and it is primarily comprised of class A office space, retail and other commercial establishments. Residential development is about 28% of the land use. 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.

URBAN CORE TYPOLOGY DESIGN ELEMENTS

FAR	8.0 to 30.0
Units Per Acre	75 +
Height In Floors	8 to 40

DEVELOPMENT DATA

Zoning	SPI-16 SA1
Available Air Rights	TBD

Site of 33 Peachtree Place Development Across from Midtown Station

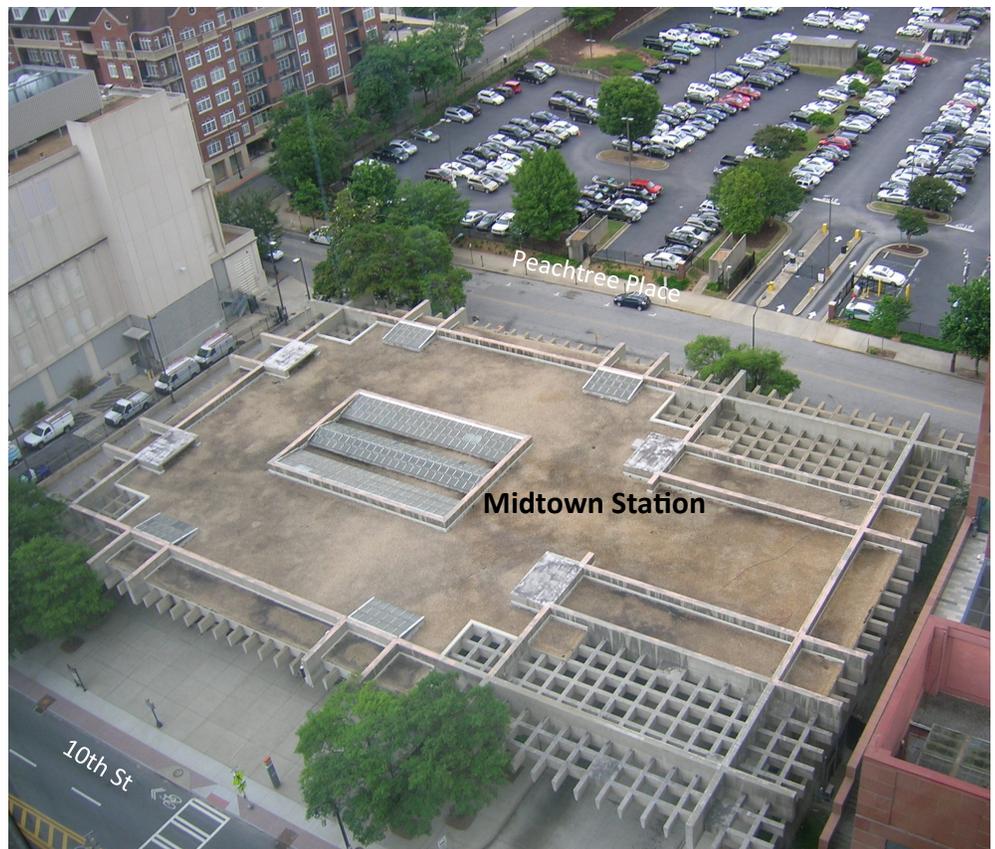


Photo: Midtown Alliance