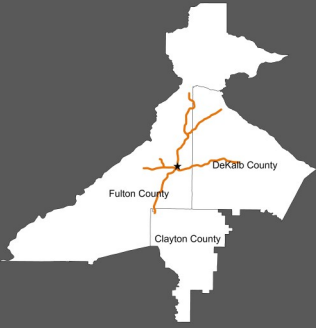


STATION ESSENTIALS

PEACHTREE CENTER STATION

Transit Oriented Development



216 Peachtree Street, NE
Atlanta, GA 30303

Daily Entries:	8,570
Parking Capacity:	0
Parking Utilization:*	N/A
Station Type:	Subway
Total Land Area	N/A

Peachtree Center Station is a heavy rail transit station located in the heart of Downtown Atlanta. The station services 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 side.

The *MARTA Transit Oriented Development Guidelines* typology classify Peachtree Center Station as an **Urban Core** station. 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 are achievable."

AREA PROFILE

Area Demographics at 1/2 Mile

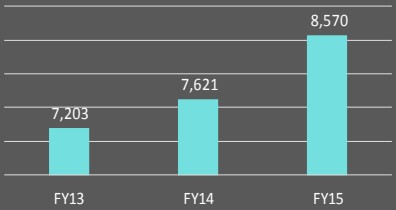
Population 2012	6,646
% Population Change 2000-2012	78%
% Generation Y (18-34)	25%
% Singles	82%
Housing Units	3,317
Housing Density/ Acre	6.6
% Renters	65%
% Multifamily Housing	84%
Median Household Income	\$25,249
% Use Public Transit	17%

Business Demographics

Employees	82,168
Avg. Office Rent Per SF	\$17.90
Avg. Retail Rent Per SF	\$21.96
Avg. Apartment Rent (1-mile)	\$1,105

Sources: Bleakly Advisory Group, 2012.

Weekly Daily Entries

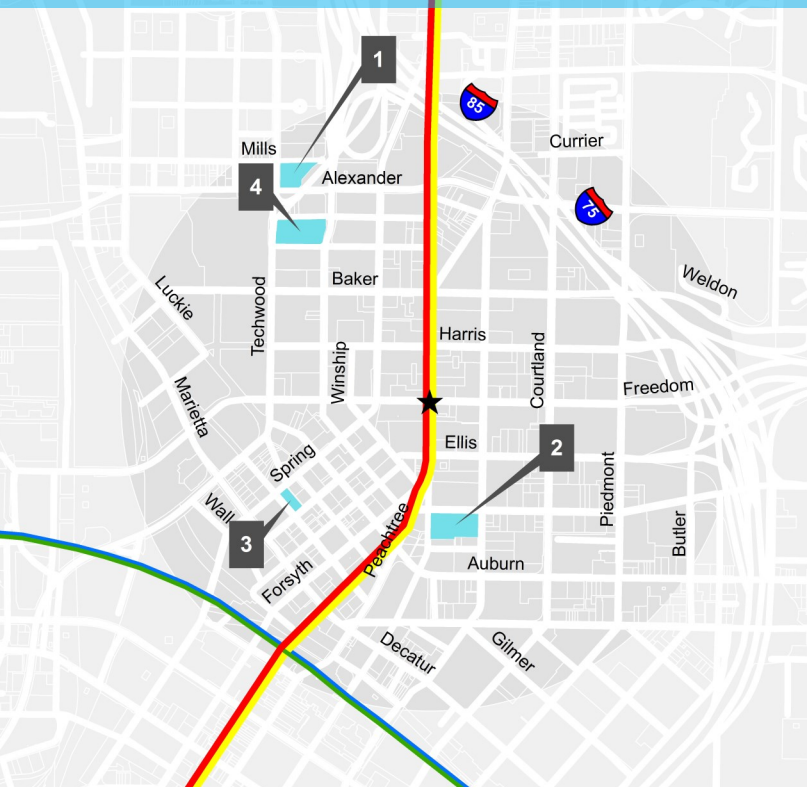


MARTA Research & Analysis 2015

*Data is not gathered if below 100 spaces .

Market Dynamics

Nearby Recent and Planned Development Activity within 1/2 Mile Radius



1. 377 Centennial, Kaplan Residential— Project completion TBD. 336 units.
2. Georgia State University School of Law— Project completed in 2015. 200,000 SF.
3. Home to Suites Hilton, Arsenal Development— Project completed in 2015. 128 units.
4. Post Centennial, Post Properties— Projected completion in 2018. 407 units.

Source: Central Atlanta Progress, Atlanta Downtown Improvement District, Atlanta Business Chronicle



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

PEACHTREE CENTER STATION

Transit Oriented Development

PEACHTREE CENTER DEVELOPMENT OPPORTUNITY

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.

Land Use Entitlements

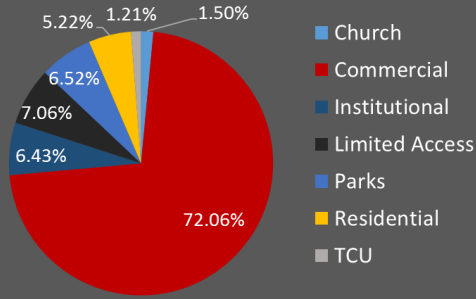
Zoning is one of the key elements needed in TOD development. Peachtree Center Station is located in Sub-Area 1 of Special Public Interest District 1 (SPI-1). This district was enacted in 2007 to give greater clarity and protection for the unique character and forms that are found in Downtown Atlanta. 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 zoning is compatible with the design guidelines contained in MARTA's *Transit Oriented Development Guidelines*. The maximum Floor Area Ratio (FAR) allowed in this district is 35.

Surrounding Land Use

About 72% 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.

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional Commission LandPro 2016

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-1
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