# STATION ESSENTIALS Futer Courty Contan Courty

Daily Entries:	6,612
Parking Capacity:	29 Spaces
Parking Utilization:*	N/A
Station Type:	Subway
Total Land Area	+/- 6 acres



MARTA Research & Analysis 2016 \*Data is not gathered if below 100 spaces.

# **ARTS CENTER STATION**

**Transit Oriented Development** 



1255 West Peachtree Street Atlanta, GA 30309

Arts Center Station is one of three rail transit stations serving the Midtown Atlanta community. Arts Center is ideally positioned in the middle of several residential neighborhoods and important business districts. It is situated across Arts Center Way from the Woodruff Arts Center's High Museum, Atlanta Symphony Hall and Alliance Theatre, and is heavily utilized by patrons of those Atlanta cultural institutions. Nearby neighborhoods include historic Ansley Park, Atlantic Station, Midtown, and Home Park.

The MARTA Transit Oriented Development Guidelines typology classify Arts Center 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 are achievable.

# **AREA PROFILE**

# Area Demographics at 1/2 Mile

Population 2012	6,405
% Population Change 2000-2012	29%
% Generation Y (18-34)	31%
% Singles	69%
Housing Units	4,902
Housing Density/ Acre	9.8
% Renters	72%
% Multifamily Housing	46%
Median Household Income	\$72,187
% Use Public Transit	11%

# **Business Demographics**

Employees	22,180
Avg. Office Rent Per SF	\$22.89
Avg. Retail Rent Per SF	\$21.40
Avg. Apartment Rent (1-mile)	\$1,141

Sources: Bleakly Advisory Group, 2012.

# **Market Dynamics**

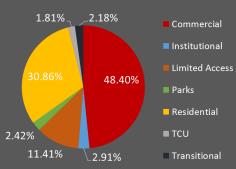
# Nearby Recent Development Activity within 1/2 Mile Radius



- .. SCAD Spring House Proj. completion TBD. 500 units, 6,000 SF Retail.
- 2. Peachtree at 17th Proj. completion TBD. 190,000 SF office, 206 residential, 12,200 SF retail
- 3. One Museum Place Completed in 2016. 48 Condos.
- . Colony Square Proj. completion TBD. Retail expansion.
- 238 14th Street Proj. completion TBD. 8 floors.
- 5. 195 13th Street Proj. completion TBD. 307 residential units and 27 floors
- 7. Yoo in the Park —Completed in 2016. 245 units, 1,100 SF retail and 25 floors
- 8. 208 12th Street—Proj. completion TBD. 10 units, 1,030 SF retail
- 9. Campanile Expansion completion TBD. 15,000 SF office, 77,000 SF retail
- 10. 1138 Peachtree St. Proj. completion TBD. 323 units, 21,500 SF retail.
- 1. 1122 Crescent Ave. Proj. completion TBD. 66 units, 214 hotel rooms and 43 floors
- 12. 60 11th St.—Proj. completion TBD. 319 Apartments, 1,400 SF Retail, 20 floors
- 13. Post Midtown Proj. completion TBD. 327 apartments and 23 floors
- 14. Hanover Midtown Proj. completion 2017. 328 apartments, 13,000 SF retail
  - 5. 1105 West Peachtree St Proj. completion TBD. 770K SF office, 81 residential, 16.9K retail
- C. Madical Office Duilding Day, accordation 2010, 154, 207 CF office and 35, 412 CF ortal
- 6. Medical Office Building Proj. completion 2018. 154,207 SF office and 25,412 SF retail
- 17. Whole Foods Market Proj. completion TBD. 72,000 SF retail and 3 floors.
- 18. Hampton Inn and Suites Proj. completion TBD. 169 hotel rooms
- 19. Dual Branded Hotel— Proj. completion TBD. 300 units and 10 floors.
- 20. Opus Place Proj. completion TBD. 3 towers, 1,383 units, 131,370 SF retail
- 21. 22 14th Street, Apogee Midtown—Proj. completion TBD. 400 units, 6,500 SF retail.
- 22. AMLI Arts Center Proj. completion TBD. 351 units and 3,400 SF retail.
  - 8. 1270 Spring Street Proj. completion TBD. 256 units and 13,500 SF retail.
  - . 1400 W. Peachtree St Proj. completion TBD 2019. 328 units, 176 hotel, 3000 SF retail

Source: Midtown Alliance

# 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-16 SA1
Available Air Rights	126,464 SF Base Area
Site A	Approximately +/8 Acres
Site B	Approximately +/6 Acres

## SITE A



### SITE B



# **ARTS CENTER STATION**

Fransit Oriented Development

## ARTS CENTER DEVELOPMENT OPPORTUNITY

Arts Center Station offers a unique and substantial opportunity for development in a dynamic and densely developed area of Atlanta. The image below and on the side panel provide a development guide to the station. Air rights over Arts Center Station coupled with land available from Sites A & B offer approximately 4 acres of developable land.

### 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 the location of 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 Arts Center Station. The Arts Center Station is located in a predominantly commercial portion of Midtown Atlanta. Office buildings, retail establishments, and other establishments are the predominant land use. Residential comprises nearly a third of the land use within a half of a mile of the station.

