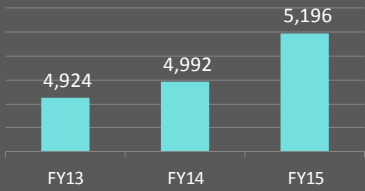


STATION ESSENTIALS



Daily Entries:	5,196
Parking Capacity:	0
Parking Utilization*:	N/A
Station Type:	Subway
Total Land Area	+/- 1.5 acres

Weekly Daily Entries



MARTA Research & Analysis 2015

*Data is not gathered if below 100 spaces.

NORTH AVENUE STATION

Transit Oriented Development



713 West Peachtree St NW
Atlanta, GA 30308

In the heart of Atlanta's popular Midtown district, North Avenue Station attracts an inbound ridership of workers, students and city visitors heading to the Midtown neighborhood's myriad of offices, shops, restaurants, educational and cultural institutions. It also provides transit access to the neighborhood residents, including Georgia Tech patrons and students.

The MARTA *Transit Oriented Development Guidelines* typology classify North Avenue 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	13,344
% Population Change 2000-2012	39%
% Generation Y (18-34)	51%
% Singles	84%
Housing Units	7,337
Housing Density/ Acre	14.6
% Renters	56%
% Multifamily Housing	84%
Median Household Income	\$46,819
% Use Public Transit	11%

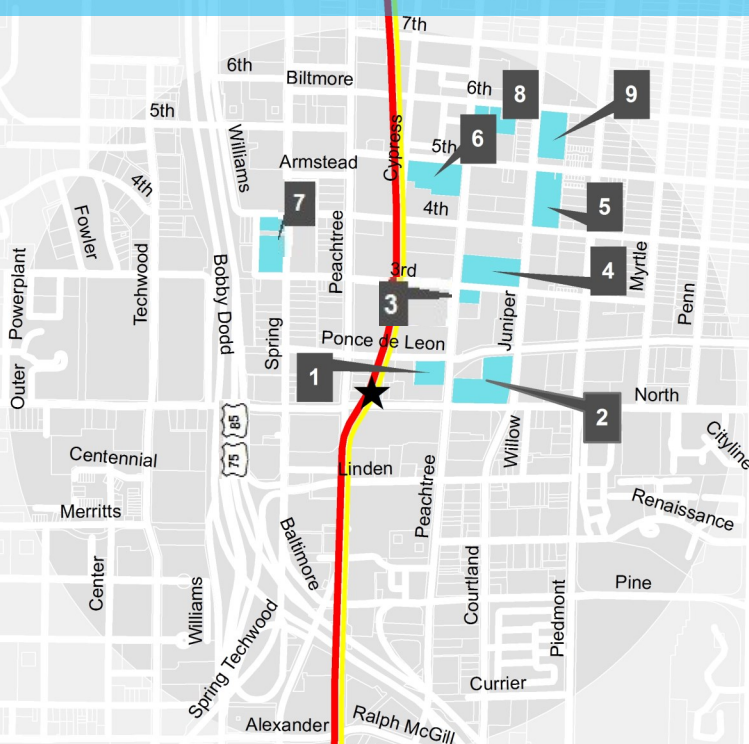
Business Demographics

Employees	25,913
Avg. Office Rent Per SF	\$24.91
Avg. Retail Rent Per SF	\$19.35
Avg. Apartment Rent (1-mile)	\$1,159

Source: Bleakly Advisory Group, 2012.

Market Dynamics

Recent and Planned Development Activity within 1/2 Mile Radius

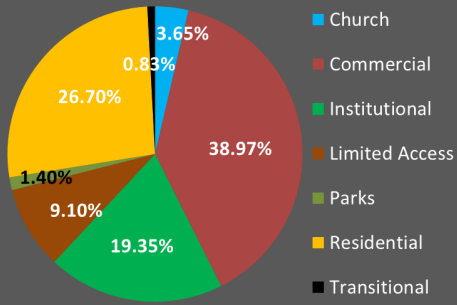


- 640 Peachtree, Noble Investment group,— Projected completion TBD. 238 units, 6,500 SF, 27 floors
- Emory Proton Treatment Center, Advanced Particle Therapy/ Signet,— Projected completion January 2017. 115,000 SF Medical Office, 4,000 SF Retail, 115,000 office/institutional
- Peachtree at 3rd, JPX works— Projected completion TBD. 150 units, 4,000 SF, 24 floors
- 715 Peachtree St, Carter— Project completed Spring 2017. 340,000 units, 2,940 SF, 10 floors
- Juniper at 5th, Southeast Capital Companies— Projected completion TBD. 58 units, 6 floors
- Trace— Completed in 2016 294 Apartments, 63,000 SF Retail, 294 Apartments, 6,300 SF Retail, JLB Partners, 10 floors.
- The Standard, Selig Landmark — Projected completion TBD. 252 units, 10,630 SF, 19 floors
- 811 Peachtree St, Integral— Projected completion TBD. 391 Units, 25,000 SF
- Broadstone Terraces, Alliance Residential— Projected comple-



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

LAND USAGE WITHIN 1/2 MILE



Source: MARTA GIS and Atlanta Regional Commission LandPro

URBAN CORE

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	67,442 SF Base Area

Ponce De Leon Entrance



Plaza area within air rights zone



NORTH AVENUE STATION

Transit Oriented Development

NORTH AVENUE DEVELOPMENT OPPORTUNITY

Other than the land for the station, MARTA does not own any excess land associated with this station. Therefore, traditional TOD opportunities by way of joint development are limited at this station. However, MARTA has air-rights that can permit construction over the station. The image below displays the location of the air rights at the station. This area offers about half an acre of developable land in a densely developed area of Midtown Atlanta.

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 North Avenue Station. The North Avenue Station is located in a predominantly commercial portion of Midtown Atlanta. Office buildings, retail establishments, and other establishments are the predominant land uses. Residential land use comprises more than a fourth of the land use within a half of a mile of the station.

