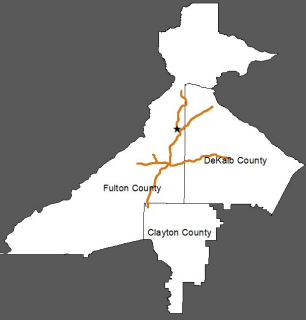
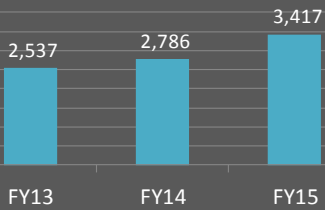


STATION ESSENTIALS



Daily Entries:	3,417
Parking Capacity:	0
Parking Utilization*:	N/A
Station Type:	At Grade
Total Land Area	N/A

Weekly Daily Entries



MARTA Research & Analysis 2015

*Data not gathered if below 100 spaces

BUCKHEAD STATION

Transit Oriented Development



3360 Peachtree Road NE
Atlanta, GA 30326

Buckhead Station is a heavy rail rapid transit facility located on MARTA's Red Line in Buckhead north of downtown Atlanta. The station sits in the median of Georgia 400, a limited access state highway. There is a station entrance on either side of Peachtree Street where the street bridges the highway. Buckhead Station provides rapid rail service to major destinations including Midtown (12 minutes), Downtown (16 minutes), and Hartsfield-Jackson International Airport (32 minutes).

MARTA's adopted *Transit Oriented Development (TOD) Guidelines* classify Buckhead 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 (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	3,010
% Population Change 2000-2012	68%
% Generation Y (18-34)	19%
% Singles	58%
Housing Units	2,111
Housing Density/Acre	4.2
% Renters	43%
% Multifamily Housing	69%
Median Household Income	\$101,032
% Use Public Transit	4%

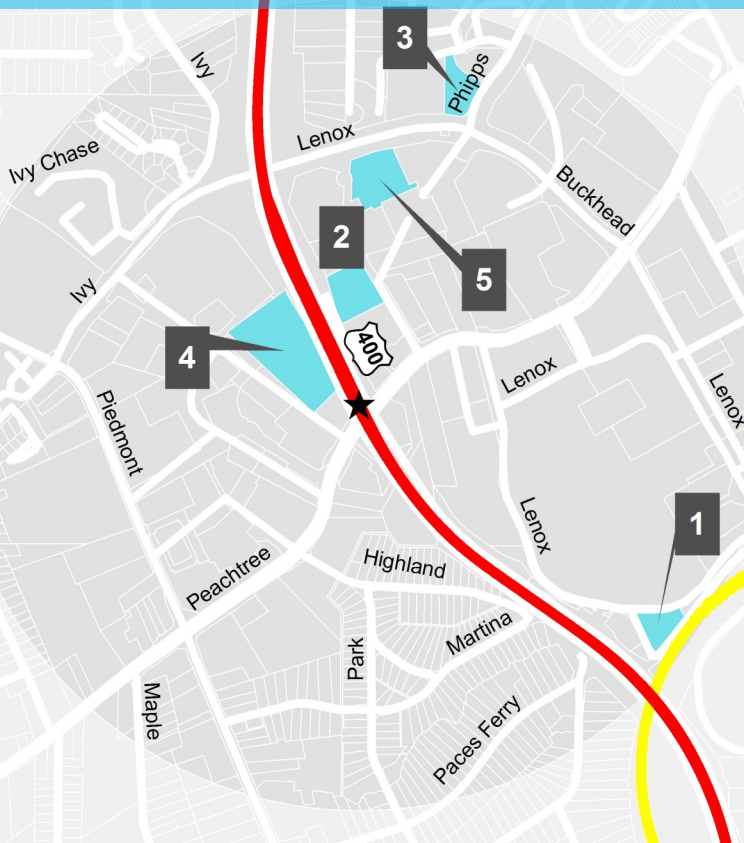
Business Demographics

Employees	35,826
Avg. Office Rent Per SF	\$25.01
Avg. Retail Rent Per SF	\$41.36
Avg. Apartment Rent (1-mile)	\$1,567

Sources: Bleakly Advisory Group, 2012.

Market Dynamics

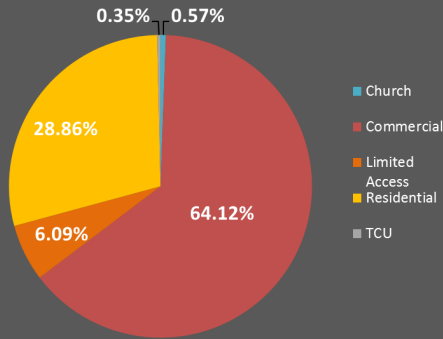
Nearby Recent and Planned Development Activity within 1/2 Mile Radius



1. The Related Group Development— Projected completion TBD, 374 units
2. SkyHouse Buckhead — Completed in 2015, 364 units
3. Post Alexander — Completed in 2015, 340 units
4. Tower Place Mixed-Use, Jim Feldman and Regent Partners — Projected completion TBD. 297 housing units, 623,334 SF retail and office
5. Three Alliance Center, Tishman Speyer, 3550 Lenox Rd NE— Completed in 2016. 30 floor, 500,000 SF

Sources: Atlanta Business Chronicle and Livable Buckhead 2015.

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional
Commission LandPro

URBAN CORE TYPOLOGY DESIGN ELEMENTS

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

DEVELOPMENT DATA

Zoning	PD-OC
Available Air Rights	N/A

BUCKHEAD STATION

Transit Oriented Development

BUCKHEAD DEVELOPMENT OPPORTUNITY

MARTA offers land it owns around its station (called “Joint Development” land) through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the MARTA website where future RFP’s/RFQ’s will be announced.

The Buckhead Station is located within the median of State Highway Georgia 400. MARTA does not own any land associated with this station but has a “Right of Use” granted by the Georgia Department of Transportation. Therefore, TOD opportunities by way of joint development are not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

Within a half mile radius of the station there are approximately 1,300 residential units that were recently completed or are in some phase of development. Some of this development will have associated retail and office components. In addition, there are significant developments just beyond a half-mile of the station.

Land Use Entitlements

The zoning district that the station resides in is PD-OC Office-Commercial Planned Development. The intent of the district is to develop in locations according to the comprehensive development plan, transportation facilities plan and in close proximity to mass transit facilities. PD-OC development should be commercial and office uses that are scaled, balanced and located to reduce general traffic congestion and where convenient pedestrian circulation systems and mass transit facilities. The district also encourages high density residential development. The land use intensities of PD-OC are conducive to TOD development near the station.

Surrounding Land Use

Buckhead contains a mixture of historic residential neighborhoods, contemporary residential and commercial land uses. Commercial is the dominant land use within a half mile of the station. Commercial land use makes up over 64% of the land within the half mile radius. The commercial land uses are comprised of regional shopping centers such as Lenox Mall, Phipps Plaza, and other venues. Office space can be found in close proximity to the station at such places as the One Capital City Plaza and the Terminus Buckhead.