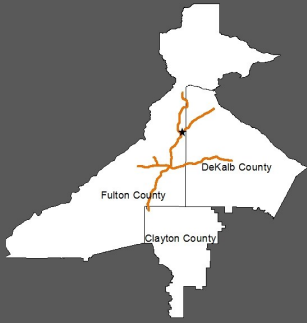
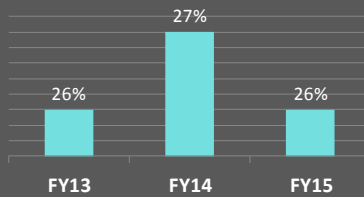


## STATION ESSENTIALS

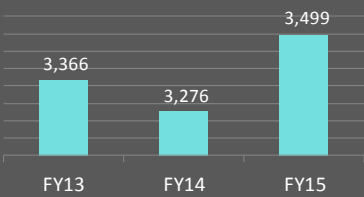


Daily Entries:	3,499
Parking Capacity:	533
Parking Utilization:	26%
Station Type:	At-Grade
Total Land Area	+/- 9 acres

### % Parking Utilization



### Weekly Daily Entries



MARTA Research & Analysis 2015



955 East Paces Ferry Road, NE  
Atlanta, GA 30326

Located in the heart of Atlanta's popular Buckhead retail and office district, Lenox Station attracts an inbound ridership of workers, shoppers and city visitor heading to the neighborhood's myriad retail centers, office buildings, small shops and numerous restaurants. It also provides transit access to the surrounding neighborhood's residents many of whom live in high density residential units. Local retail centers include Phipps Plaza and Lenox Mall.

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".

# LENOX STATION

Transit Oriented Development

## AREA PROFILE

### Area Demographics at 1/2 Mile

Population 2012	5,437
% Population Change 2000-2012	61%
% Generation Y (18-34)	28%
% Singles	69%
Housing Units	3,920
Housing Density/Acre	7.8
% Renters	45%
% Multifamily Housing	75%
Median Household Income	\$71,786
% Use Public Transit	7%

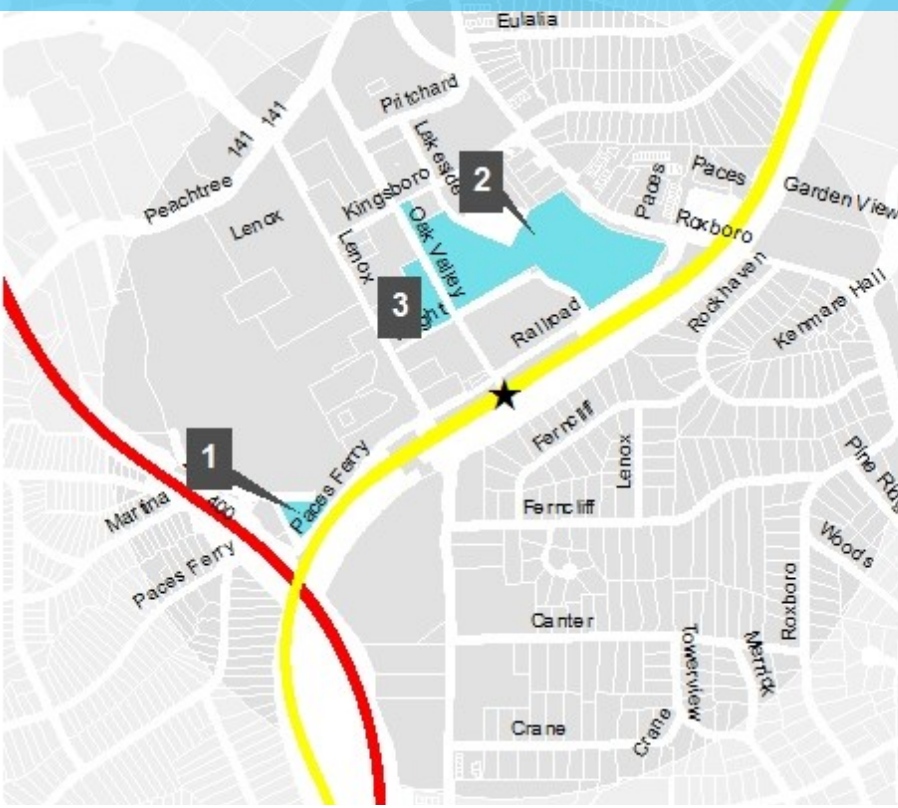
### Business Demographics

Employees	17,759
Avg. Office Rent Per SF	\$25.00
Avg. Retail Rent Per SF	\$44.81
Avg. Apartment Rent (1-mile)	\$1,527

Sources: Bleakly Advisory Group, 2013.

## Market Dynamics

### Nearby Planned Development Activity within 1/2 Miles Radius

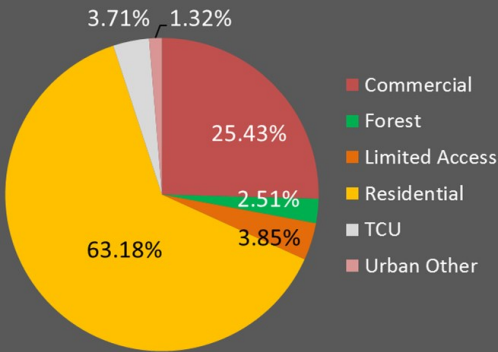


1. Lenox Square Apartments, The Related Group Development— Projected completion TBD, 374 unit multifamily
2. AMLI Residential— Projected completion— TBD, 640 unit multifamily.
3. Crescent Lenox, Crescent Communities, Preston Partnerships— Project Completion TBD. 352 units, 25 floors, 392,000 SF

Note: The Lenox Station is located in the Buckhead Community which is currently experiencing increased development. Much of this development is occurring within a 1-mile radius of the station.

Sources: Atlanta Business Chronicle 2016, Livable Buckhead 2016, Buckheadview.com.

## LAND USAGE WITHIN 1/2 MILE



Source: MARTA GIS and 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	SPI-12
Available Air Rights Over Bus Loop	69,967 sf Base Area
Parking Lot 1	+/- 3.4 acres
Pedestrian Mall Area	+/- 2.7 acres

### Parking Lot 1



### Pedestrian Mall Area



## LENOX DEVELOPMENT OPPORTUNITY

MARTA owns approximately 9-acres at Lenox Station. The 9-acres includes the station, surface parking, a below grade bus loop, and the Resurgens Plaza. The images below and on the side panel provide a development guide to the station area. Figure 1 displays the air rights that are available to develop over the bus loop to the south of the station. Figure 2 displays the pedestrian mall area that offers +/- 2.7 acres of space. Figure 2 also displays Parking Lot 1 that offers +/- 3.4 acres of space and is located across E. Paces Ferry Road.

### Land Use Entitlements

The land south of the station is zoned for R-3 Single-Family Residential, which is not conducive to TOD. However, the station is zoned for SPI-12 Special Public Interest District: Buckhead/Lenox. The general intent of the SPI-12 district is to preserve, protect and enhance the district as a destination for businesses, residents and visitors through the facilitation of high density development. Development controls are more generous than what is specified in the urban core typology. Development controls include building heights up to 600 ft and there is no maximum Floor Area Ratio (FAR) as long as the transitional height requirements are met.

### Surrounding Land Use

Residential makes up the largest category of land use within a half mile of the station at about 63%. Housing stock in the area varies from low density single family to high density condominiums and rental apartments.

Commercial makes up the second largest category of land use at about 25%. Commercial uses dominate the areas west and northwest of Lenox Station. The station lies directly across East Paces Ferry Road from Lenox Square shopping mall, a major generator for transit ridership at the station.

