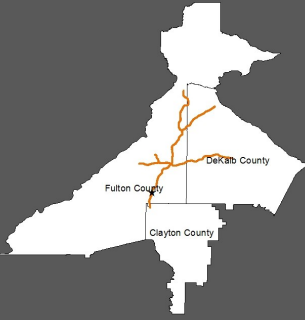
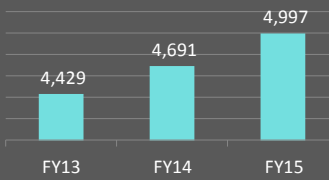


STATION ESSENTIALS

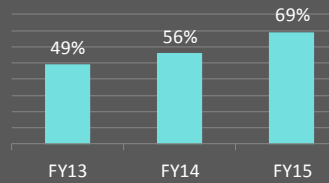


Daily Entries:	4,997
Parking Capacity:	1,002
Parking Utilization:	69%
Station Type:	At-Grade
Total Land Area	+/- 16 Acres

Weekly Daily Entries



% Parking Utilization



MARTA Research & Analysis 2015

EAST POINT STATION

Transit Oriented Development



2848 East Main Street
East Point, GA 30344

East Point Station is a heavy rail transit station located in south Fulton County on MARTA's Gold and Red Lines. It is situated at the corner of East Main Street and Washington Road in the City of East Point, with station entrances off East Main. East Point station is a gateway from South Fulton County via rail rapid rail to such major destinations as the Buckhead shopping and business district (28 minutes), Midtown Atlanta (16 minutes), Downtown Atlanta (12 minutes), and Hartsfield-Jackson International Airport (4 minutes).

MARTA's adopted *Transit Oriented Development Guidelines* classify East Point Station as a **Town Center** station. This classification system reflects both a station's location and its primary function. Pedestrian connections, local bus service and automobile access are critical for town centers. Town Center stations may provide some park-and-ride, but it should be of secondary importance and must be appropriately located and designed.

AREA PROFILE

Area Demographics at 1/2 Mile

Population 2012	1,697
% Population Change 2000-2012	-29%
% Generation Y (18-34)	25%
% Singles	71%
Housing Units	916
Housing Density/Acre	1.8
% Renters	52%
% Multifamily Housing	13%
Median Household Income	\$34,546
% Use Public Transit	20%

Business Demographics

Employees	2,129
Avg. Office Rent Per SF	\$14.54
Avg. Retail Rent Per SF	\$8.60
Avg. Apartment Rent (1-mile)	\$527.00

Sources: Bleakly Advisory Group, 2012.

Market Dynamics

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



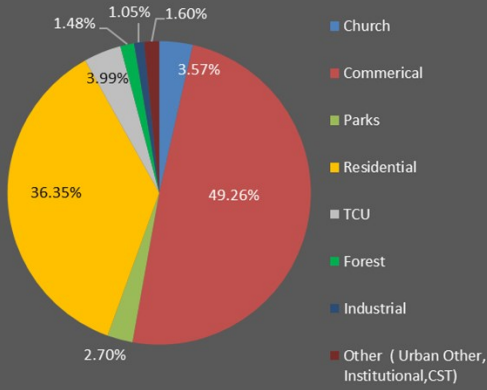
1. East Point Town Center, Macauley Investments. Projected completion — TBD. 483 units, 36,000 SF retail, 22,000 SF grocery
2. CVS Pharmacy. Project completed November 2014

Sources: Atlanta Business Chronicle, Macauley Investments and City of East Point



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional
Commission LandPro

TOWN CENTER TYPOLOGY DESIGN ELEMENTS

FAR	3.0 to 10.0
Units Per Acre	25 to 75
Height In Floors	4 to 15

DEVELOPMENT DATA

Zoning	CR and I-1
North Parking Lot	+/- 5 Acres
South Parking Lot	+/- 2 Acres

EAST POINT STATION

Transit Oriented Development

EAST POINT DEVELOPMENT OPPORTUNITY

MARTA offers land it owns around its stations (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.

Joint development opportunities at East Point include the north parking lot and the south parking lot. The north parking lot is within the commercial redevelopment (CR) zoning district that is conducive for TOD development. However, there is a significant demand for the surface parking due to the moderately high utilization. The most common solution to alleviate the spatial demand for parking would be the construction of a parking deck. Any parking deck will have to replace the surface parking on a one to one basis at this station due to the parking utilization rate.

The south parking lot is currently closed to the public. This lot offers over an acre of space for TOD development. This lot is located within the light industrial (I-1) zoning district. A rezoning would have to take place for TOD development.

Land Use

The land within a half mile of East Point Station is primarily commercial. Commercial uses make up approximately 50%. The commercial uses range from small store fronts to light industrial uses. Residential is the next largest category of land use at 36%. The residential is a mixture of low density single-family structures and medium density developments. The East Point Station, which is classified as Transportation, Communication, and Utilities (TCU) makes up about 4% of the land use.

