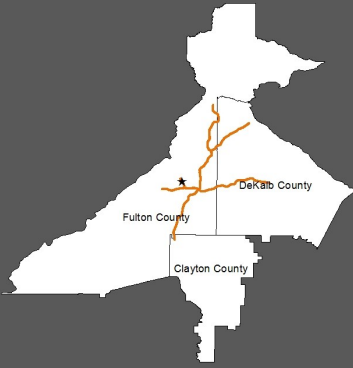
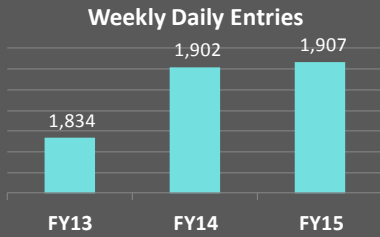


STATION ESSENTIALS



Daily Entries:	1,902
Parking Capacity:	11 Spaces
Parking Utilization:*	N/A
Station Type:	Elevated
Total Land Area	+/- 3 acres



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

BANKHEAD STATION

Transit Oriented Development



Photo: Transformation Alliance
1335 Donald Lee Hollowell Parkway
Atlanta, GA 30318

Bankhead Station is a heavy rail transit station facility located near the geographic center of the City of Atlanta, several miles west of Midtown Atlanta on MARTA's Green Line. Bankhead provides rapid rail service to major destinations including the Buckhead shopping and business district (23 minutes), Midtown (11 minutes), Downtown (7 minutes), and Hartsfield-Jackson International Airport (23 minutes).

MARTA's adopted *Transit Oriented Development Guidelines* classify Bankhead as a **Town Center** station. This classification system reflects both a station's location and its primary function. The *Guidelines* define two types of **Town Center** stations, one in "...historic town centers, such as Decatur or East Point", the other as "...focal points for new town center-TOD nodes planned and built from the ground up in response to twenty-first century transit opportunities". Bankhead station will likely be the latter, particularly with its proximity to the Atlanta BeltLine and the Bellwood Quarry which is planned to be developed into the Westside Reservoir Park.

AREA PROFILE

Area Demographics at 1/2 Mile

Population 2012	1,902
% Population Change 2000-2012	-38%
% Generation Y (18-34)	28%
% Singles	83%
Housing Units	752
Housing Density/Acre	1.5
% Renters	74%
% Multifamily Housing	49%
Median Household Income	\$22,232
% Use Public Transit	31%

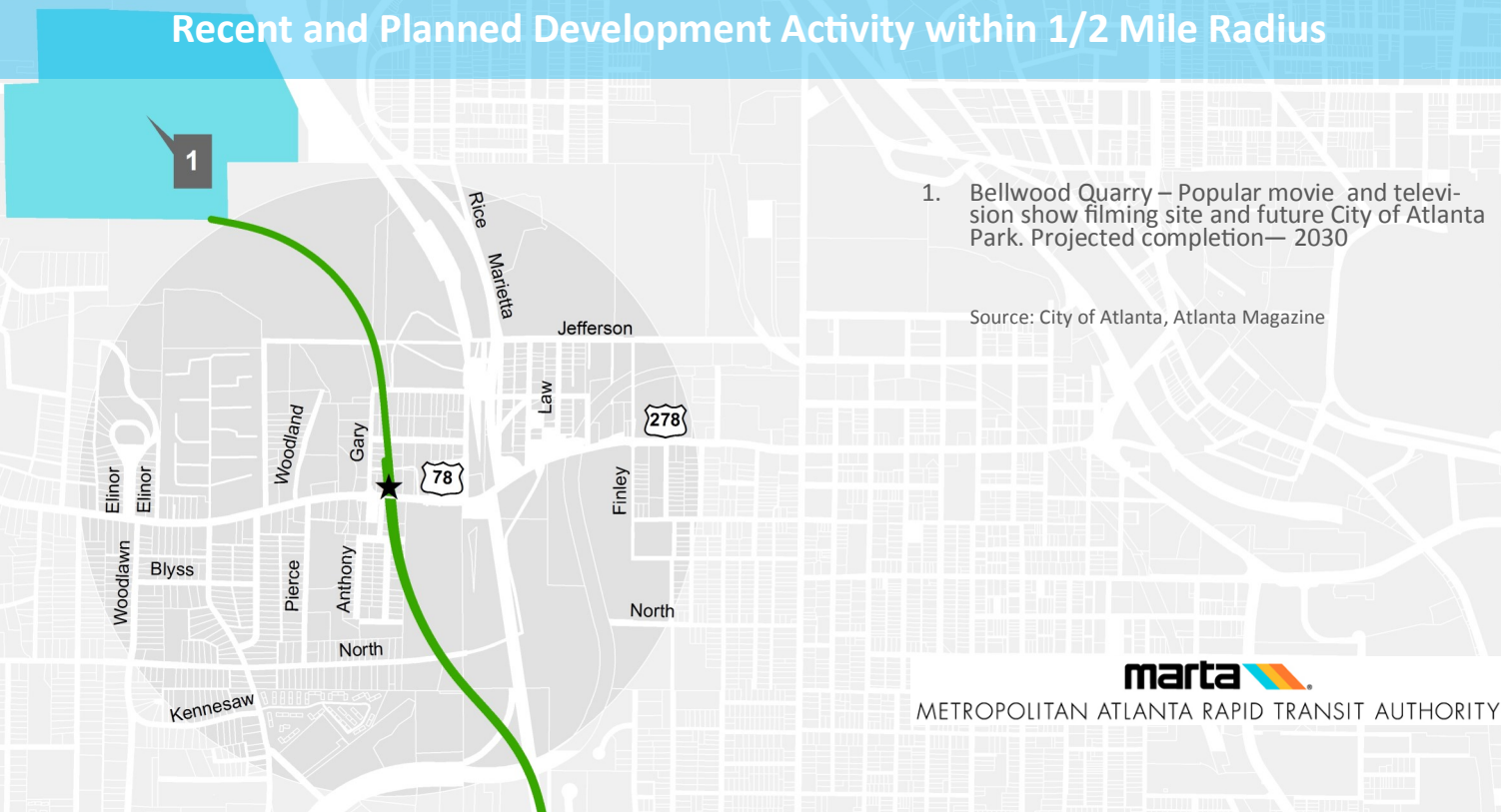
Business Demographics

Employees	234
Avg. Office Rent Per SF	\$9.51
Avg. Retail Rent Per SF	N/A
Avg. Apartment Rent (1-mile)	\$520

Sources: Bleakly Advisory Group, 2012.

Market Dynamics

Recent and Planned Development Activity within 1/2 Mile Radius



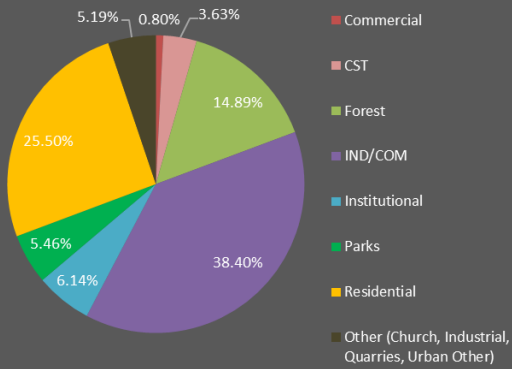
1. Bellwood Quarry – Popular movie and television show filming site and future City of Atlanta Park. Projected completion— 2030

Source: City of Atlanta, Atlanta Magazine



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

LAND USAGE WITHIN 1/2 MILE



Source: MARTA GIS and Atlanta Regional Commission LandPro

BANKHEAD 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.

Development opportunities on MARTA property at Bankhead are limited. Aside from the land devoted to station operation, MARTA does not own much developable land. However, there are opportunities for development on adjoining and nearby properties. Bankhead Station is near the planned Atlanta BeltLine, which has potential to spur new development in this portion of the City of Atlanta. The station is also near Bellwood Quarry, which was a filming site for the movie *The Hunger Games* and several episodes of the AMC series *The Walking Dead*. The City of Atlanta has plans to turn the site, which is over 300 acres, into the Westside Reservoir Park that will become the largest park in the City of Atlanta.

Land Use Entitlements

The district immediately surrounding Bankhead is a Mixed Residential and Commercial 1 district (MRC-1). MRC-1 has a maximum Floor Area Ratio (FAR) of 1.6. This FAR is below the recommended minimum density for a Town Center Transit Oriented Development (TOD) of 3.0 FAR. The station along with the surrounding area would need to be rezoned to MRC-3, which allows for a much higher FAR.

Surrounding Land Use

Seven established neighborhoods are adjacent to Bankhead station: Rockdale, Knight Park, Bankhead, English Avenue, Washington Park, Hunter Hills, and Grove Park. These neighborhoods feature two prominent parks. Maddox Park is directly across the street from the station and Grove Park is less than a mile to the west. Vacant parcels constitute the majority of the land north of Bankhead Station due to the proximity to Bellwood Quarry. The largest category of land use within a 1/2 mile of the station is industrial and commercial complexes (IND/COM) at about 38%. The industrial uses include traditional warehouses and related uses such as recycling and auto salvage lots.

TOWN CENTER

TYOLOGY DESIGN ELEMENTS

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

DEVELOPMENT DATA

Zoning	MRC-1
Available Air Rights	N/A



Photos: Transformation Alliance