

STATION ESSENTIALS



Daily Entries:	7,207
Parking Capacity:	472
Station Type:	Elevated
Station Typology	Neighborhood
Total Land Area	+/- 11 acres



680 Lee Street, SW
Atlanta, GA 30310

West End Station is a heavy rail rapid transit station located in the central portion of Fulton County on MARTA's Gold and Red Lines. MARTA's *Transit Oriented Development Guidelines* classify West End station as a **Neighborhood** station. Neighborhood stations are those "...located in primarily residential districts, and their principal transportation function is to help the people who live nearby get to work, school, shopping, entertainment, medical services, and other destinations accessible through the transit network. The immediate station area is appropriate for higher-density housing or neighborhood-scale mixed-use development, taking advantage of the daily flow of pedestrians around the station to support retail, public space, and professional offices. Beyond the immediate station area, land use transitions to traditional neighborhood patterns of lower-density housing".

WEST END STATION

Transit Oriented Development

AREA PROFILE

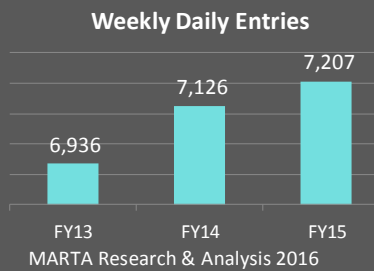
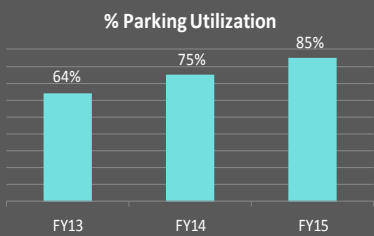
Area Demographics at 1/2 Mile

Population 2012	2,227
% Population Change 2000-2012	-10%
% Generation Y (18-34)	28%
% Singles	80%
Housing Units	1,416
Housing Density/ Acre	2.8
% Renters	68%
% Multifamily Housing	38%
Median Household Income	\$18,406
% Use Public Transit	30%

Business Demographics

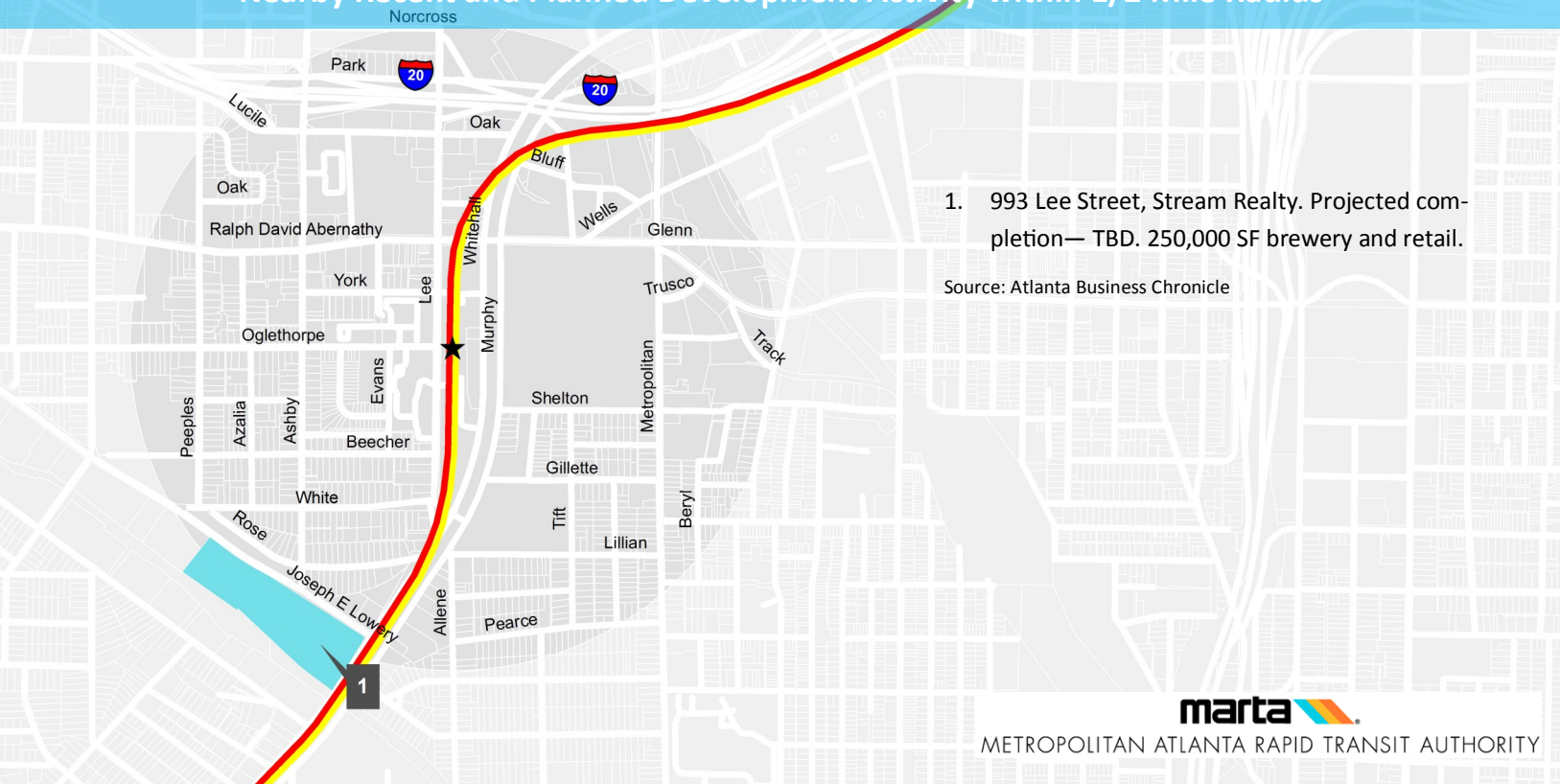
Employees	1,171
Avg. Office Rent Per SF	\$10.00
Avg. Retail Rent Per SF	\$11.63
Avg. Apartment Rent (1-mile)	\$834

Sources: Bleakly Advisory Group, 2012.



Market Dynamics

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



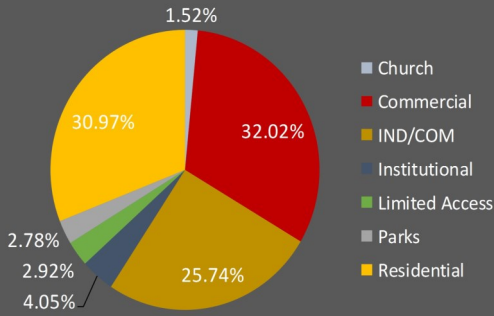
1. 993 Lee Street, Stream Realty. Projected completion— TBD. 250,000 SF brewery and retail.

Source: Atlanta Business Chronicle



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

LAND USAGE WITHIN 1/2 MILE



Sources:
MARTA GIS Analysis & Atlanta Regional Commission LandPro .

NEIGHBORHOOD STATION TYPOLOGY DESIGN ELEMENTS

FAR	1.5 to 5.0
Units Per Acre	15 to 50
Height In Floors	2 to 8

DEVELOPMENT DATA

Zoning	SPI-21
North Parking Lot	+/- 1.6 Acres
South Parking Lot	+/- 1.4 Acres
Grassy Area	+/- .48 Acres
Pedestrian Plaza	+/- .75 Acres

Source: MARTA

North Parking Lot



South Parking Lot



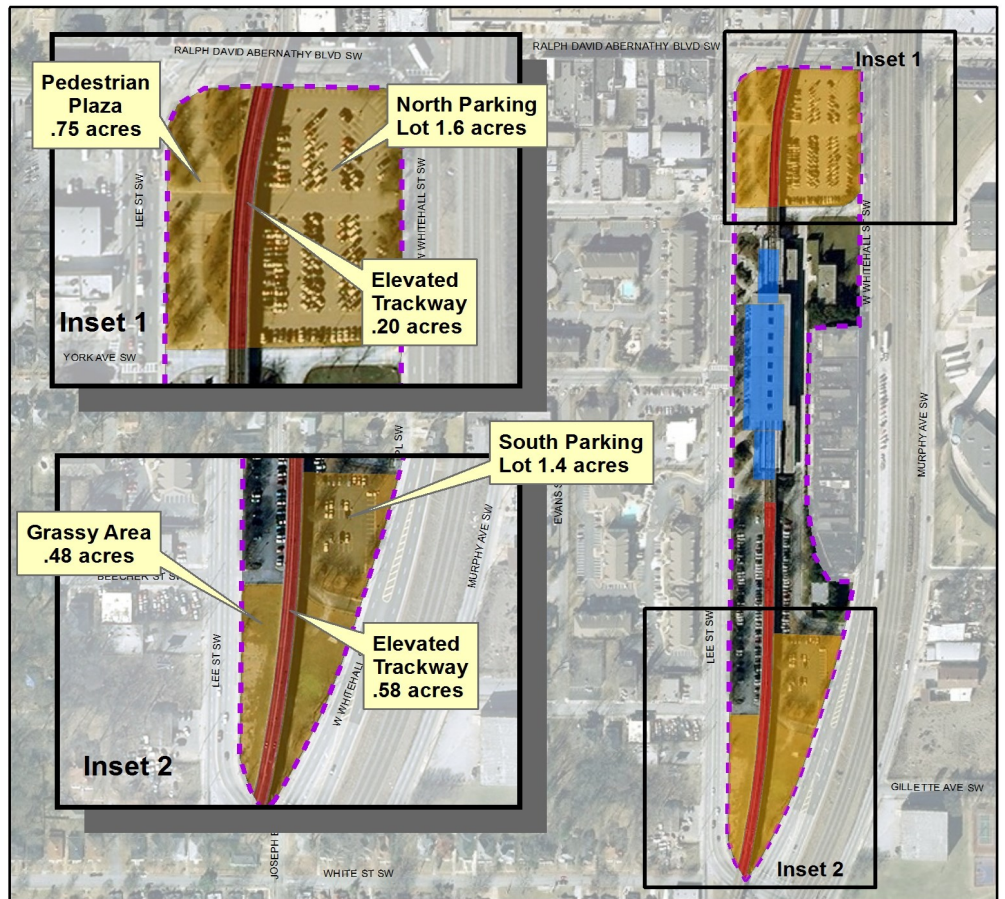
Grassy Area



WEST END DEVELOPMENT OPPORTUNITY

MARTA owns +/- 11 acres of property at West End Station. Joint development at West End is somewhat constrained. The elongated configuration of the site, high parking utilization, and the fact that the station area is dissected in half by an elevated railway, help to create constrained conditions for joint development. Parking is permitted under the railway but not construction. The land that is left is too small for traditional development.

However, there are opportunities for other types of development at West End. The image below and on the side panel provide a development guide to the station area. Portions of the remaining land at the station could possibly serve to accommodate a small scale development such as a neighborhood based farmers market. This could complement the West End Mall development and serve the immediate surrounding area. MARTA recently conducted a pilot project called the MARTA Fresh Market at West End. The Fresh Market was successful and conducive to the LCI recommendations and Beltline objectives and it is allowed within SPI-21.



Development Potential At West End Station



Legend

	Station Building	Development Potential	
	Station Boundary		Development Possibility
			Limited Development Possibility
			Constraint