

Only in Midtown Atlanta

**MIDTOWN**  
Alliance



It's a place where people and businesses thrive.

A place with unparalleled walkability, tree-lined streets and robust transportation options.

World-class arts and culture, parks and a flourishing restaurant scene.

A magnet for talent and innovation.

A place where established businesses and startups alike can plant their flag and grow.

**It's right here, in the heart of it all.**

---

## Contents

<b>04</b>	Overview
<b>06</b>	Transportation Network
<b>08</b>	Market Strengths + Geography
<b>10</b>	About Midtown Alliance
<b>12</b>	Business Fundamentals
<b>14</b>	Innovation + Talent
<b>20</b>	Quality of Life
<b>22</b>	Arts + Culture
<b>24</b>	Hospitality + Lifestyle
<b>26</b>	Greenspace
<b>28</b>	Resources

## OVERVIEW

Midtown is a place where live-work-walk and play is a reality.

Thriving business district

---

Central location with great accessibility

---

Rich array of transit and mobility options on a street grid

---

150+ restaurants and shopping experiences

---

Atlanta's hottest residential market

---

Top-ranked anchor institutions bridging technology, healthcare and the arts

---

Largest concentration of arts and cultural attractions in the Southeast

---

Adjacent to Piedmont Park and Atlanta BeltLine Eastside trail

---

**...and all within an easy walk**

---



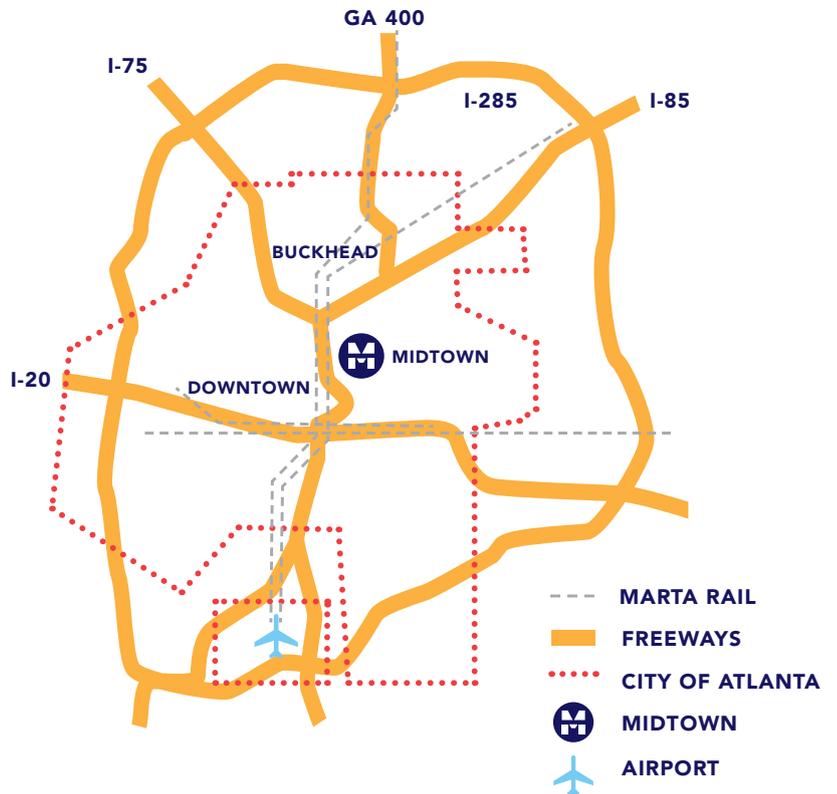
**Nationally Recognized  
“Great Place”**

In 2016, Midtown Atlanta was one of only five neighborhoods in the U.S. to be named to the American Planning Association's list of “Great Places in America.” The designation acknowledges the combined impact of bold design and decisive action that make Midtown a mixed-use, walkable, clean, safe and interesting place.

## OVERVIEW

Midtown:  
a commercial hub  
located at the center  
of the Atlanta Region

A 1.2 square mile area in the heart of Atlanta, Midtown is a premier business location, a center of innovation and talent, and an exceptional urban experience.



## Midtown Atlanta

Midtown represents less than 1% of the City's land area, but accounts for:

**\$19B** annual economic impact

**14%** of the City's jobs and **30%** of tech jobs

**\$9.5B** real estate value: approximately **10%** of total value in the City

**5x** population growth compared to the City of Atlanta since 2000

Source: Peachtree Corridor Economic and Fiscal Impact Analysis, Bleakly Advisory Group

## CONNECTED

Midtown has a true, multi-modal transportation system that is unrivaled in the Southeast, providing easy access to local and global destinations.



A tight, **120-block street grid** offering abundant travel choices and unparalleled walkability

---



Consistently ranked among the region's best neighborhoods for walking, with more than **40 linear miles of sidewalks**

---



**4 MARTA rail stations** with access to more than 76 miles of public transit and 26 local/regional bus routes

---



Central location with **exceptional interstate access**

---



One-seat ride to **Hartsfield-Jackson International Airport**, the busiest airport in the world

---



**5 miles of existing bike lanes** + 10 more miles planned, plus **12 bikeshare stations**

---



**300+ acres of parks and green space** and a network of well-lit, tree-lined sidewalks

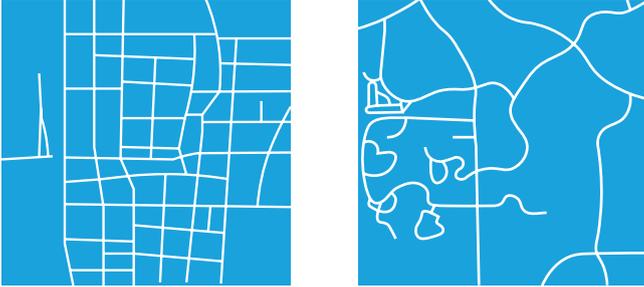
---



Direct connections to **Piedmont Park** and the **Atlanta BeltLine's Eastside Trail**

## Street Grid

Midtown streets and sidewalks are arranged on a tight grid, which offers more transportation options and greater efficiencies than many suburban job centers.



### Midtown

Sample 1 square mile contains **21.8 linear street miles**

### Perimeter Center

Sample 1 square mile contains **9.3 linear street miles**

**32%**

of Midtown commuters take transit or other alternatives to work instead of driving alone

Source: Georgia Department of Transportation Regional Commuter Survey

## Interstate Access

Midtown is located right next to the **I-75/I-85 connector**, offering immediate access to major interstates and highways.



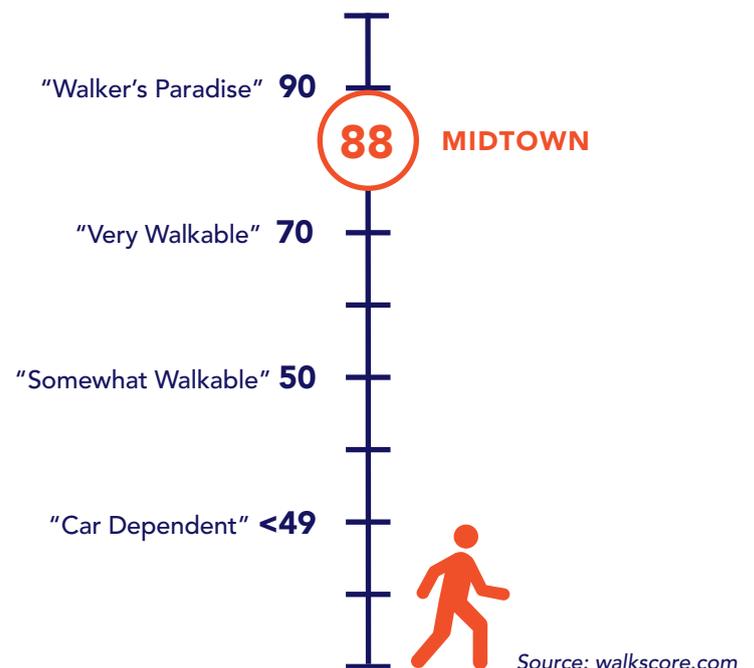
## Public Transit Access

**96%** of commercial and residential buildings are **within a 6-minute walk** to a MARTA rail station



## Walkability

Midtown's pedestrian-oriented environment consistently ranks among Atlanta's most walkable neighborhoods.



## MARKET INVENTORY

	Sq. ft. Office	Residential Units	Sq. ft. Retail	Hotel Rooms
Existing	23.8M	17K	1.3M	4,670
Under Construction or Proposed	4.7M	5.9K	281K	1,420

Source: Midtown Development Review Committee



## Growth Since 2000

**100+** new office, residential, hotel and institutional buildings delivered

**\$400M** in public and private improvements for streetscapes/bridges

**+2.5x** growth in residential units

**+3x** commercial property tax digest has more than tripled

## People in Midtown

**82K** daytime workers

**18K** residents

**7M** annual visitors

Source: Midtown Alliance and Bleakly Advisory Group

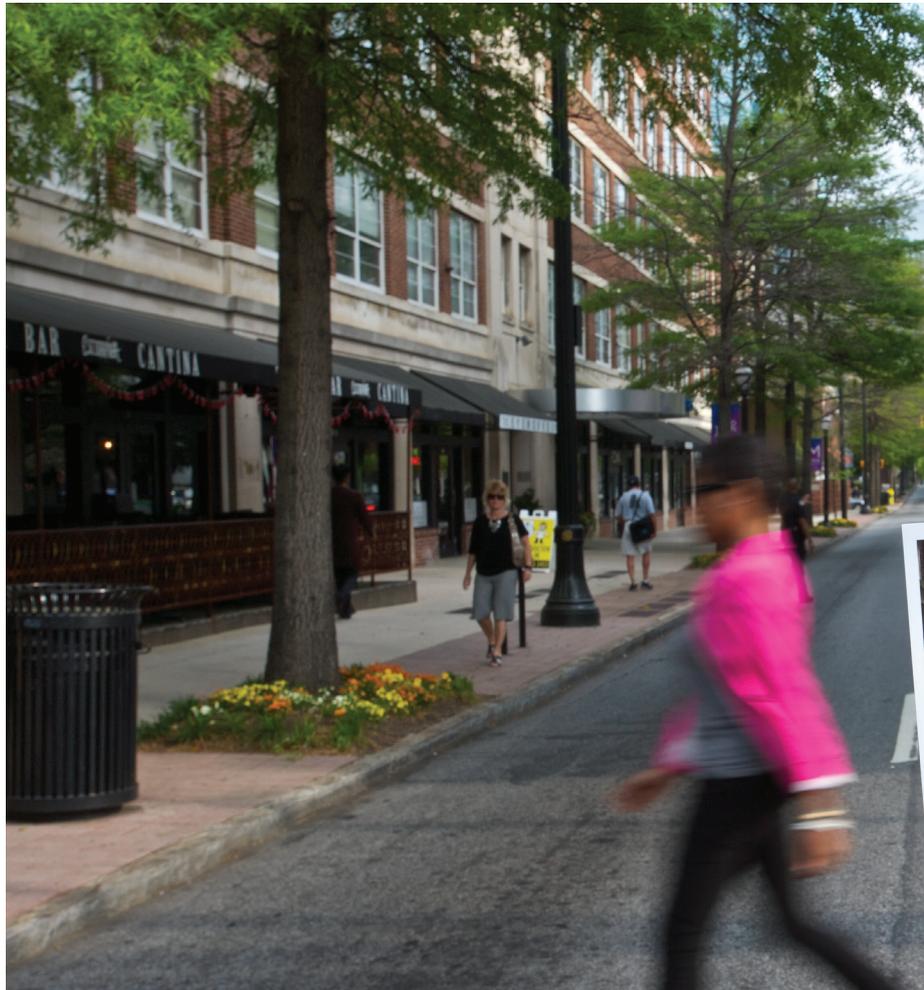
# DISTRICT HIGHLIGHTS



## ABOUT MIDTOWN ALLIANCE

We're committed to creating an exceptional urban experience in every dimension.

Midtown Alliance is a non-profit organization and a coalition of business and community leaders dedicated to building a vibrant urban experience in the heart of Atlanta. Guided by a visionary master plan, **Blueprint Midtown**, and in partnership with the **Midtown Improvement District**, Midtown has become a national model for urban excellence.



## What We Do

### Public Improvement Projects

Enhancing the public realm by investing in new sidewalks, street trees, pedestrian lighting, bike lanes, art installations, parks and plazas.

### Public Safety

Providing a safe environment through round-the-clock operations featuring 40+ off-duty APD officers, professional public safety teams and an extensive hi-def video camera network.

### Clean & Green

Keeping Midtown clean and green with full-time landscaping and maintenance operations.

### Membership and Community Engagement

Strengthening relationships between residents, workers and civic partners through educational and networking programs and events.

Midtown Alliance is known for generating big ideas and executing them with a sense of urgency. Our team is working every day to keep the 120 blocks of Midtown Atlanta clean, safe, easy to navigate, and bustling with activity.

**Midtown Alliance has a 40-year reputation for getting important things done.**



### **Transportation**

Increasing transportation accessibility with intersection and road improvements, district-wide signal management, wayfinding signage and workplace commute options programs, including discount transit pass sales to employers.

### **District Planning**

Advocating for quality mixed-use development projects consistent with our progressive zoning code and Blueprint Midtown, our community-designed master plan, facilitating review and approval through the City.

### **Sustainability**

Positioning the area as a market leader in sustainability and improving its competitive edge by establishing the South's first urban eco-district.

## THRIVING BUSINESS DISTRICT

Midtown is a mecca for the creative class and a nexus for technology and innovation.

Today's businesses need access to the best talent, strong transit connectivity and quality amenities within an easy walk. Welcome to Midtown—a business address of choice.

---

## Major Employment Center

**24,000+** new jobs announced for Midtown since 2015

*Source: Atlanta Business Chronicle, February 2021*

---

**46%** of the City's professional, technology, science, and management jobs, **forecasted to grow 41%** over the next decade

---

**23%** of the City's finance and insurance jobs, with **56% growth** forecasted over the next decade

*Source: Peachtree Corridor Economic and Fiscal Impact Analysis, Bleakly Advisory Group*



NCR leadership cited **access to transit** and **tech talent** as important factors in locating their new global HQ in Midtown

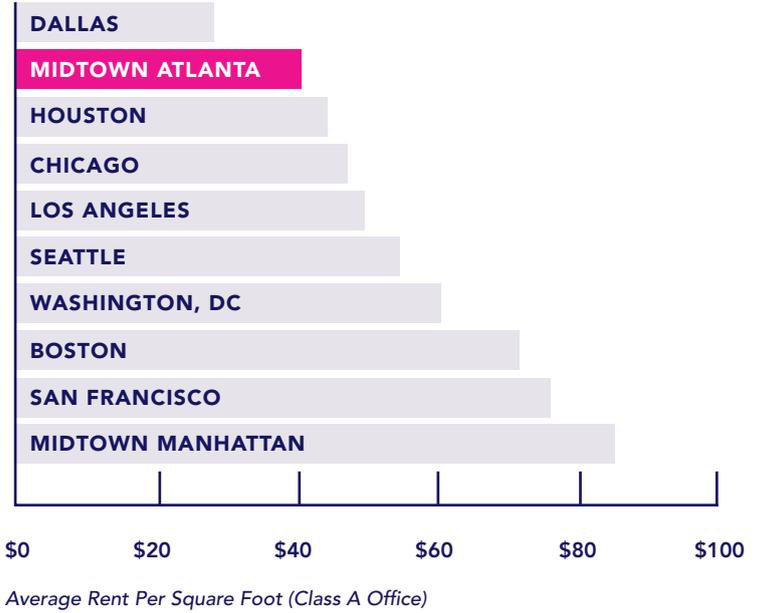
# Premier Office Market

**24M** square feet of office space

**96%** of offices within a 6-minute walk of MARTA rail



Midtown Atlanta has a very favorable cost structure for office tenants Source: Colliers International, 2020



Location of choice for brands including NCR, Coca-Cola, Turner, AT&T, Equifax, Google, Honeywell, Anthem, major law firms and many others.



## INNOVATION & TALENT

Midtown's status as a world-class technology innovation hub is formidable and growing.

- Globally-ranked anchor institutions bridging technology, healthcare and the arts
- Top-tier startup incubators and accelerators
- Strong entrepreneur support network
- Corporate innovation centers
- Robust technology infrastructure

---

## A Pipeline for Talent

# 275,000+

undergraduate and graduate students across 66 colleges and universities in Metro Atlanta, including 37,500 students in Midtown

*Source: Metro Atlanta Chamber*



**"NORFOLK SOUTHERN PREPARES TO OPEN \$575M HQ IN MIDTOWN WITH 2,800 EMPLOYEES"**

*Atlanta Business Chronicle, April 1, 2021*

**"GOOGLE LEASES 19 STORIES IN NEW MIDTOWN OFFICE, NATIONAL EXPANSION WITH 10K NEW JOBS"**

*Bisnow, March 23, 2021*

**"MICROSOFT TAPS ATLANTA AS MAJOR EAST COAST HUB, 2,500 NEW JOBS COMING TO MIDTOWN"**

*Atlanta Business Chronicle, February 11, 2021*

**"INVESCO TO MOVE HEADQUARTERS WITHIN MIDTOWN, ADD 500 JOBS"**

*Bisnow, May 30, 2019*

**"WHOLE FOODS CHOOSES MIDTOWN FOR SOUTHEAST HQ"**

*Curbed Atlanta, December 19, 2018*

**"ANTHEM TO ANCHOR NEW MIDTOWN TOWER, PLANS 3,000 TECH JOBS "**

*Atlanta Journal-Constitution, October 12, 2017*

**"NCR HQ MOVE BRINGS 5,400 JOBS TO MIDTOWN"**

*Atlanta Business Chronicle, August 8, 2016*

## Top-Ranked Institutions



### Georgia Institute of Technology

A U.S. top 10 and global top 25 university



### Emory University Hospital Midtown

6<sup>th</sup> in the U.S. among academic medical centers and affiliated hospitals



### SCAD Atlanta

Atlanta campus of Savannah College of Art and Design, the largest and most comprehensive private arts university in the U.S.

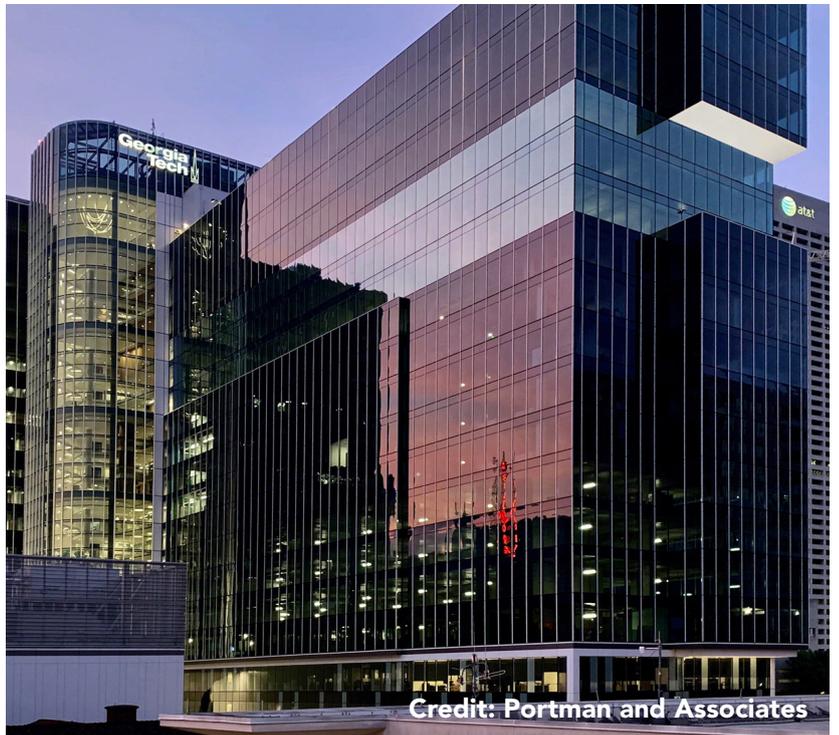
Midtown is a place where talent and innovation can flourish.

## Innovation & Research Centers



### Georgia Tech's Technology Square

Technology Square is a 1.4 million square foot project sponsored by Georgia Tech that encompasses education, research, hospitality, office and retail. It serves as a new urban "main street" for the campus and the Midtown Atlanta community.



### Coda at Tech Square

New 750K square foot high performance computing center and "Class T" office environment designed to facilitate interactions between start-ups, Fortune 500 companies, university affiliates, researchers and students. Coda stands out as one of the most significant projects of its kind nationally for research and development in Midtown's innovation district.

---

## Innovation Anchors

- **Advanced Technology Development Center (ATDC)**  
Top ranked, statewide technology startup incubator operated by Georgia Tech
- **Creative Destruction Lab**  
Nonprofit organization supporting the commercialization of scalable, seed-stage, science- and technology-based companies
- **CREATE-X**  
Curriculum-based entrepreneurship program that has launched 230+ startups valued at a combined \$600M
- **Engage Accelerator**  
Venture fund, go-to-market program and corporate innovation platform
- **Georgia Department of Economic Development**  
Manages state resources to attract new business investment to Georgia
- **TechSquare Labs**  
Privately owned venture fund and startup incubator

---

## Co-Working Spaces

### Industrious

Co-working space for freelancers, growing startups and small businesses

### SPACES

Collaborative workspace featuring desks, offices, and meeting rooms for creatives and thinkers alike

### Tech Square ATL The Clubhouse

Event venue and collaborative workspace in the heart of Midtown's Tech Square

### WeWork

Featuring private offices and common spaces at Coda, Colony Square and 880 Peachtree

---

## Corporate Innovation Centers in Midtown



Honeywell



Anthem

accenture



BLACK+  
DECKER



Coca-Cola



EMERSON



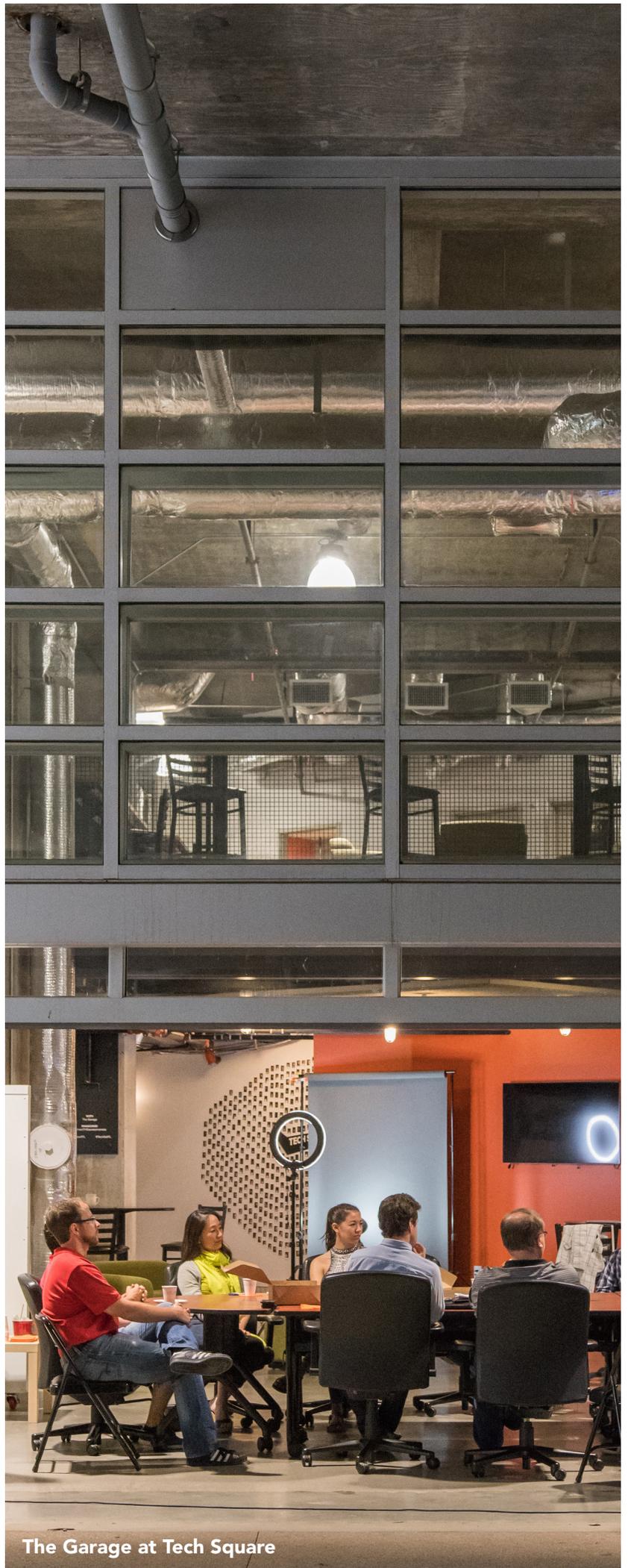
Panasonic

SIEMENS



## INNOVATION & TALENT

Midtown is a place where talent and innovation can flourish.



The Garage at Tech Square

# Georgia Tech Programs

- **Georgia Tech Institute Relations, Office of Economic Development**  
Leads Georgia Tech's engagement with economic development partners and supports growth of the broader innovation ecosystem
- **Venture Lab G**  
Globally ranked university-based incubator
- **Enterprise Innovation Institute (EI2)**  
Outreach to business enterprises, technology startups, and ecosystem builders
- **Georgia Tech Research Institute (GTRI)**  
Non-profit applied research arm of Georgia Tech
- **Georgia Tech Interdisciplinary Research Institutes & Centers**  
Research efforts include People and Technology, Health Analytics, Data Science, Engineering
- **Georgia Tech Scheller College of Business**  
Top ranked business school, including the Business Analytics Center and Center for Sustainable Business
- **Georgia Tech School of Cybersecurity and Privacy**  
Ranked #1 in Cybersecurity
- **Georgia Tech School of Computational Science and Engineering**  
Ranked #5 in Undergraduate Computer Science
- **Georgia Tech Human Computer Interaction Program**  
Interdisciplinary program offered by GT Schools of Industrial Design, Interactive Computing, Literature Media & Communication, & Psychology
- **Georgia Tech Professional Education**  
Leader in professional development courses, certificate programs, and online master's degrees offered to career-focused individuals in STEM, business, and leadership fields worldwide
- **Technology Enterprise Park**  
Atlanta's premier biotech research park, on the west side of Georgia Tech's campus



Tech Square

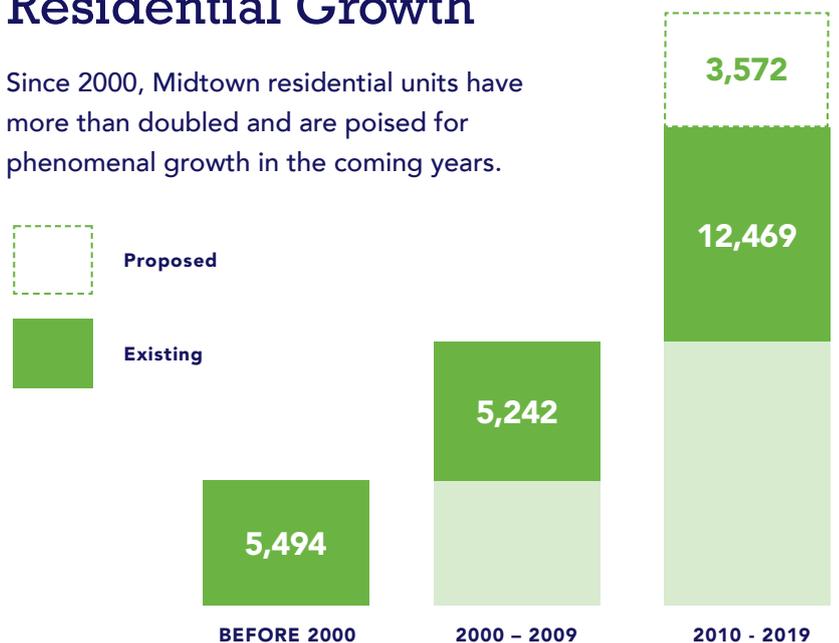
## HIGH QUALITY OF LIFE

Big city life with a neighborhood feel. Today, Midtown is one of the hottest residential markets in Atlanta.



## Residential Growth

Since 2000, Midtown residential units have more than doubled and are poised for phenomenal growth in the coming years.



---

## Housing Choices

# 112,750+

housing choices within a 5-mile radius of the Midtown core, from new high-rise apartments, condos, and converted lofts to single-family homes in a variety of intown neighborhoods

Source: ESRI data analysis, Atlanta Regional Commission



---

## Population Growth

ATLANTA

MIDTOWN (5x)

Since 2000, Midtown's resident population has boomed, growing 5 times faster than the City of Atlanta.

---

## Residential Units in the Pipeline

# 6,000+

residential units under construction or planned within Midtown's 1.2 square mile district

Source: Midtown Development Review Committee



## ARTS & CULTURE

Midtown is home to the largest concentration of arts and cultural institutions in the Southeast.

As a major commercial and residential center, Midtown is bustling with energy and offers a full complement of unique experiences.

- Alliance Theatre
- Atlanta Botanical Garden
- Atlanta Fed Money Museum
- Atlanta Symphony Orchestra
- Breman Museum
- The Center for Puppetry Arts
- Center Stage
- The Fox Theatre
- High Museum of Art
- Margaret Mitchell House
- Museum of Design Atlanta
- SCADash and SCAD Show Theater
- Whole World Theatre
- The Woodruff Arts Center

## Annual Cultural Events

# 3,000+



One of the highest-grossing venues in North America, **The Fox Theatre** hosts 250 performances annually and was named among "The Best Big Rooms" by *Rolling Stone*



## Annual Events in Midtown Atlanta

- AJC Peachtree Road Race
- Atlanta Food & Wine Festival
- Atlanta Jazz Festival
- Atlanta Pride Festival
- Atlanta Streets Alive
- Children's Christmas Parade
- Dogwood Festival
- Music Midtown
- St. Patrick's Day Parade



Atlanta Streets Alive is an "open streets" event held annually along Peachtree Street

Live concert at the Atlanta Botanical Garden



Midtown Atlanta has made its mark on the international culinary map with some of the city's most acclaimed restaurants.

## Restaurants

**150+**

dining options including **nationally acclaimed** and **one-of-a-kind** restaurants

**100K**

combined total square footage of **outdoor dining space** throughout the district



---

## Annual Visitors

**7M** people visit Midtown attractions, festivals and events each year

**1.5M** overnight hotel guests annually

Source: Atlanta Convention and Visitors Bureau



---

## Hospitality

**4,300+** rooms in a variety of luxury, boutique and historic hotels

**1,400+** new hotel rooms in the pipeline

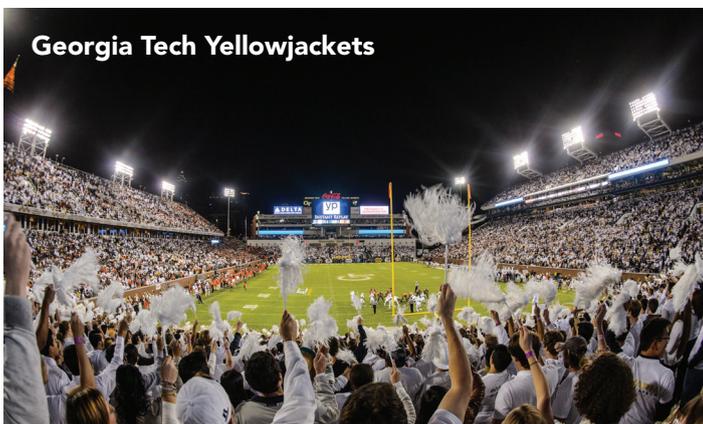
Source: Midtown Development Review Committee

---

## College Sports

**Division I football** at Bobby Dodd Stadium and

**Division I basketball** at McCamish Pavilion



---

## Retail

**\$550M**

retail sales on an annual basis, with retail space more than tripling since 2000

**\$700M**

combined customer spending power among Midtown residents, workers and visitors

**\$98,233**

Midtown median household income, compared to \$58,810 for Atlanta

Source: ESRI and ICSC data analysis used in Midtown Atlanta retail study conducted by Larisa Ortiz Associates



Amid a vibrant landscape, you'll find a dedication to parks, plazas, tree canopy, recreational opportunities and a commitment to environmental sustainability.

## Greenspace

**300+** acres of **green space** and multi-use trails



Atlanta Botanical Garden's Canopy Walk



Piedmont Park

## Midtown EcoDistrict

Established in 2012 as **the first urban EcoDistrict in the Southeast**: a platform for collaboration on environmental sustainability and economic performance. Initiatives include **energy savings, water conservation, green space, recycling and transportation alternatives.**



## Bike Lanes

**5 MI** of **bike lanes** with another 10 miles planned

**12+** **bike share stations** located throughout Midtown



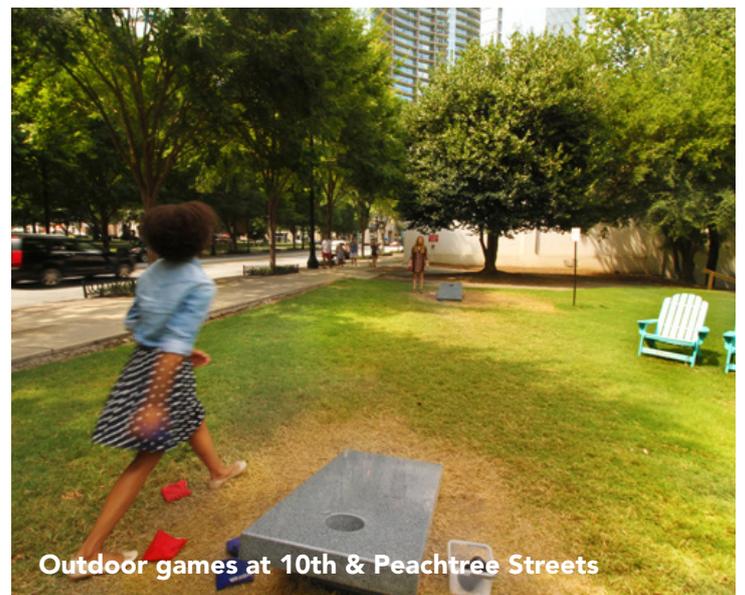
The Atlanta BeltLine's Eastside Trail

## Pocket Parks

**Midtown Alliance focuses on creating green places and spaces for recreation and relaxation throughout the district.**



15th Street Arts Center Plaza



Outdoor games at 10th & Peachtree Streets

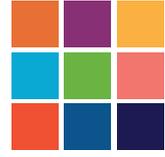


Pershing Point Park

## RESOURCES

We provide a range of resources and support to businesses, property owners, developers, leasing agents, new residents, visitors, media, economic development and site selection professionals.

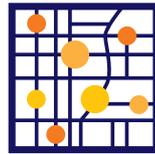
Midtown Alliance provides a robust selection of up-to-date information on planning and development resources. More than 80 maps, studies, reports and fact sheets are available online at [MidtownATL.com/ResourceCenter](https://MidtownATL.com/ResourceCenter):



### Maps

Commercial Real Estate Maps, Walking Maps, Midtown Boundary and Context Maps

---



### Incentives Fact Sheets

Opportunity Zone Fact Sheet, New Markets Tax Credits, Georgia State Tax Credits

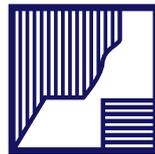
---



### Development Information

Major Development Activity Maps & Summary, Existing Development Summary

---



### Zoning & Design Guidelines

Midtown SPI-16 and SPI-17 Zoning Regulations/Design Guidelines, SAP Application Streetscape Standards Matrix, Streetscape Elements Cutsheets

---



### Retail Information

Midtown Retail Trade Area and Psychographics, Storefront Design Manual, Retail Nodes

---



### Data & Demographics

Midtown Demographics, Traffic Counts and Balance, Community Survey Findings

---



### Action Plans, Studies & Reports

Blueprint Midtown Community Master Plan, Midtown Transportation Plan, Parking Study, Retail Study



**MIDTOWN**  
Alliance

# MIDTOWN Alliance

999 Peachtree Street, Suite 730  
Atlanta, Georgia 30309  
404-892-0050

[MidtownATL.com](http://MidtownATL.com)

