

MIDTOWN

Midtown Alliance and Midtown Improvement District

2013 Progress Report



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Introduction

Midtown Atlanta has had a great year, with significant project announcements and continued and strong momentum. Due to the combined efforts of many, Midtown continues to flourish as a place where people want to be and businesses want to invest.

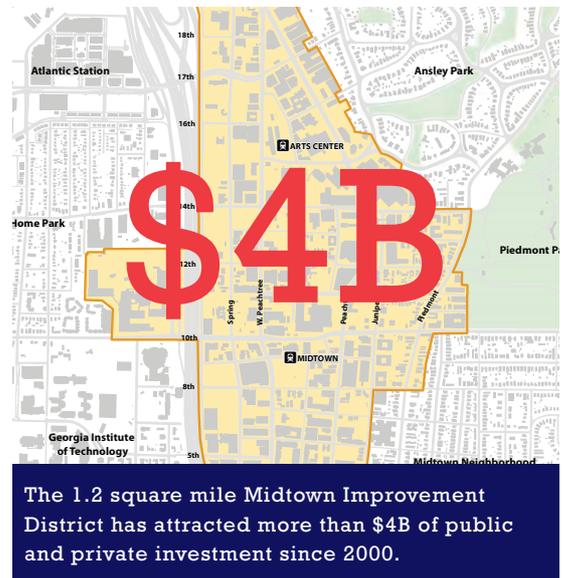
Over this past year, the success of new mixed-use development continues to demonstrate Midtown's appeal as a live-work-play location of choice. As Midtown prepares to welcome thousands of new residents and visitors from projects recently delivered or currently under construction, 15 additional major development projects have been announced and are in planning as of February 2014.

Midtown is succeeding on numerous fronts, including more than 200 quality restaurant and retail options with new announcements every month; more than 6.5M visitors to Midtown's world class arts and cultural events, exhibits and attractions; increasing recognition of Midtown as an economic driver for technology innovation and entrepreneurship, and much more.

Most importantly, recent survey responses make it clear that Midtown property owners, workers, residents are enthusiastic about our direction and are excited about the future.

The Midtown Alliance and the Midtown Improvement District have worked to capitalize and build on this momentum through strategic investments, projects and programs. This work continues to build on the vision laid out in Blueprint Midtown to create one of the most vibrant, walkable and successful urban districts in the Southeast.

This is a continuous process and involves your active participation, along with multiple public and private sector partners. And it's working because we are working together.



As you review this annual report, summarizing recent highlights and accomplishments, we hope that you share our enthusiasm. Very few urban places have the broad array of strengths that Midtown now demonstrates. And with the growing demand for walkable urban districts as places to live, work, learn, create and play, we have a truly remarkable opportunity before us.

Capital Improvements

Midtown Alliance's work ensures Midtown is easy to get around for pedestrians, cyclists, transit riders, and motorists alike. Over the life of our capital improvements program, more than **\$400M in public and private funds** has been invested to build streetscapes, bridges, roads, plazas and other improvements in Midtown. This investment has led to **14** miles of new sidewalks with **730** new street lights and **820** shade trees, over **100,000** square feet of new median and plaza landscaping, **3** new public plazas and **3** temporary private park spaces and **3** new bridges.

In 2013, more than \$5.2M of capital projects were completed. Design and construction will continue in the coming year with an estimated \$6.4M in improvements slated to start in 2014. Construction will begin on large-scale improvements to the Peachtree bridge north of the Buford Highway connector and on Peachtree Streetscapes between Ponce De Leon Ave and Pine St as well as on bike facility upgrades and additions. Midtown Alliance will continue the design and approval process for Juniper and Spring St enhancements.



10th Street Park and Rockspinner kinetic sculpture:

The new park created at 10th and Peachtree St in partnership with Dewberry Capital Corporation is a powerful example of creative partnerships. This park is leased by Midtown Alliance for \$1/yr, and was improved with a multi-use lawn, badminton court, seating areas and plantings. In November, Rockspinner – a 22,000 lb interactive sculpture was installed on loan from the artist. Judging by the popular reaction, and the 1000s of citizens who have joined-in and been delighted, this strategy is worth pursuing in other areas of the district.



Ponce Triangle Plaza

2013 Results

Ponce Triangle Plaza: Recently expanded and greatly enhanced, this new pedestrian space has additional trees, landscape, hardscape, and seating as well as a newly renovated piece of public art highlighting Atlanta's streetcar history.



10th Street Streetscapes

South Midtown Improvements: A collection of intersection enhancements and sidewalk improvements have brought renewed energy to this area of the district. This project included upgrades to 12 key intersections along Ponce de Leon Ave, North Ave, and Linden Ave as well as full streetscapes on Ponce de Leon Ave from Spring St to Piedmont Ave.

10th Street Streetscapes: This project included new sidewalks, landscaping, lighting, a bike lane and ADA improvements along 10th St corridor from Williams St to Piedmont Ave.

10th Street Cycle Track



10th St Cycle Track: Midtown Alliance partnered with the City of Atlanta and the PATH Foundation to implement a dedicated two-way "cycle track" on 10th St along Piedmont Park, between Monroe Drive and Charles Allen Drive. This new facility provides an important and safe connection for cyclists connecting from Atlanta BeltLine Eastside Trail to Piedmont Park and into the Midtown core.

Peachtree Street Streetscape: Pedestrian enhancements were completed on the north end of Peachtree St from Beverly Road to the Buford Highway Connector and also further south on Peachtree St between Ponce de Leon Ave and 3rd St. Improvements included the undergrounding of major utility lines, new sidewalks, street lighting, and landscaping.

Transportation Improvements

A balanced transportation system is critical to access and mobility. Midtown Alliance continues to make improvements to our signals, streets and bike network.

Street and Signal Improvement

Midtown Transportation Operations Program:

Midtown Alliance has partnered with the City of Atlanta and Georgia Department of Transportation to implement one of the first district-focused traffic operations programs in the region. This \$3M/3 year project includes operational improvements and equipment upgrades at 100 signalized intersections throughout the district.

In year one, traffic engineers repaired broken traffic equipment to ensure signals were fully operational. So far ten major corridors have experienced an overall 28% reduction in travel times. Over the next two years, engineers will upgrade equipment, optimize signal timing and provide on-call traffic signal management, so we can expect to see more improvements.

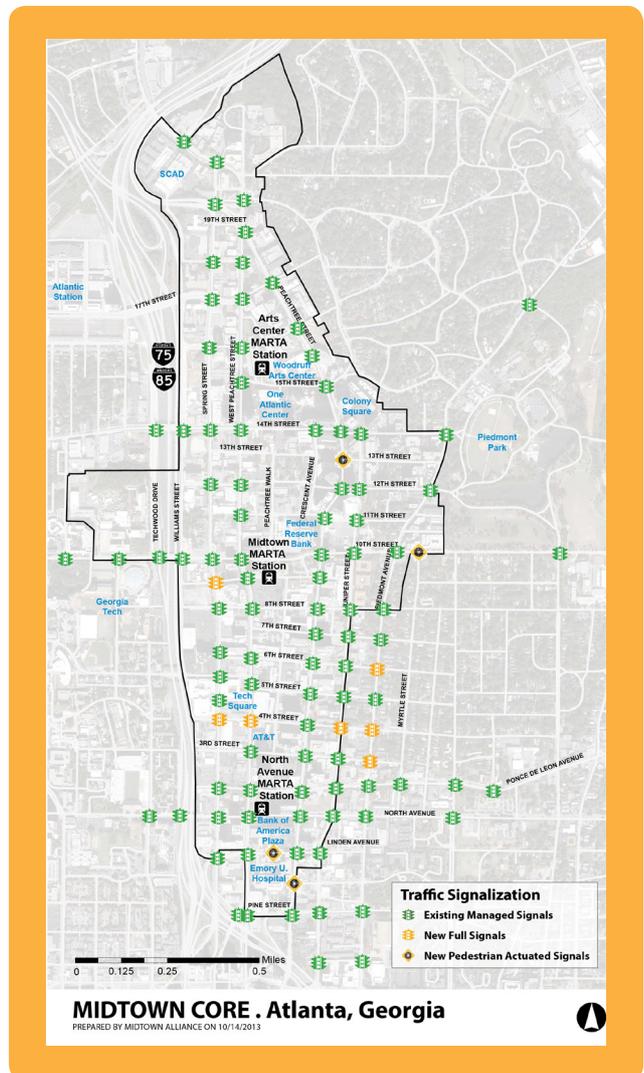
6th and 7th One-to-Two-Way Street Conversions:

6th St from Peachtree St to Juniper St and 7th St from West Peachtree St to Piedmont Ave will be converted to two-way operations increasing access and mobility.

Bike Facilities

To date, 5 miles of bike facilities have been implemented and another 9 miles of new bike facilities are in design or planning. In 2014, more than 2 miles of current bike facilities will be upgraded and another 5 miles will be built. These projects are being designed and built with a \$575K City of Atlanta grant.

Projects include the 10th Street Cycle Track extension from Charles Allen Drive to Piedmont Ave; 5th St bike lane upgrades from Williams St to Piedmont Ave; West Peachtree bike lane upgrades from North Ave to 12th St; and Peachtree St bike lanes and sharrows from West Peachtree to Pine St.



Public Safety

Ensuring a safe and welcoming community, **the Midtown Blue** program ensures strong feelings of safety, confidence and well-being among businesses, workers, residents and visitors to Midtown.



Midtown Blue employs off-duty Atlanta Police Department (APD) officers and civilians to provide an added layer of attention in coordination with on-duty APD personnel, property owners, businesses, and other public safety and security partners. This includes ensuring efficient traffic flow, incident response, special events and public safety presentations and programs.

In 2013:

- Midtown Blue off-duty APD officers patrolled an average of more than **420 hours each week** in our marked vehicles and on foot
- Midtown has continued to build-out the region's most extensive network of high-definition video cameras with **53 cameras** now covering more than **85%** of the public right-of-way in Midtown. These cameras are also networked into the APD Video Integration Center (VIC) where they can be monitored and viewed to facilitate incident response by on-duty APD.
- Midtown Blue also coordinates as appropriate on issues related to homeland security and emergency preparedness.
- As evidenced by reduced crime and increased feelings of safety, these programs are working.



Clean & Green

Providing an attractive and sustainable urban environment

Midtown's full-time clean & green program supplements the City of Atlanta's services and the obligations of Midtown property owners. These services are conducted on the public right-of-way in Midtown - sidewalks, streets, medians, plazas and civic spaces.

This work includes:

- Landscaping 20 acres of greenspace
- Care and maintenance of more than 3000 street trees
- Upkeep of more than 3500 Fixtures (lightpoles, benches, etc) and 450 banners
- Sweeping, powerwashing, litter and graffiti removal

These programs are implemented emphasizing environmentally sensitive practices supporting the objectives of the Midtown EcoDistrict.

Clean & Green team members also act as important "eyes and ears" to identify and report back issues that need to be addressed.



Sustainability

Developing a platform for collaborative initiatives that result in improved environmental and economic performance



The Midtown EcoDistrict is a district-wide initiative led by Midtown Alliance to reduce Midtown's environmental impact while enhancing its economic attractiveness. This initiative aims to position Midtown as one of the most livable, vibrant and sustainable districts in the U.S. Starting internally, Midtown Alliance incorporates sustainability strategies within its existing operations - irrigating with harvested rainwater, using water-wise plants, and recycling construction waste to name a few.

In 2013 we began to encourage greater participation in sustainability through the following initiatives:

- **Atlanta Better Buildings Challenge** - recruited 26 buildings representing more than \$11M ft² to commit to reduce energy and water use 20% by 2020 with four Midtown buildings already achieving the goal
- **Tree Well Adoption Program** - encouraged the adoption of 130 tree wells by businesses and building owners. Midtown Alliance provides a list of approved water-wise plants along with a plaque to recognize those who agree to plant and maintain a tree well.
- **EcoDistrict Luminary Recognition Program** - developed a comprehensive recognition program for buildings, businesses, and organizations that are setting the pace for sustainability in Midtown.



To minimize the impact of growth in residential and commercial population on our streets and air quality, Midtown Transportation works with employers and individuals to explain the importance, availability, and benefits of commute alternatives.

- Midtown Alliance has partnered with more than **150** Midtown employers and property managers to develop and implement strategic transportation demand management plans. Midtown Alliance also brokers the sale of more than **3000** transit passes to Midtown Employers each month

The **Midtown EcoDistrict** was recognized in 2013 with an inaugural "**E3 award**—Where the economy and the environment connect for everyone" from the Atlanta Business Chronicle and the Metro Atlanta Chamber.

Innovation

The Midtown Innovation District is a place where ideas, talent, and capital are concentrated in a high density area that has the spaces and events to support business collaborations.

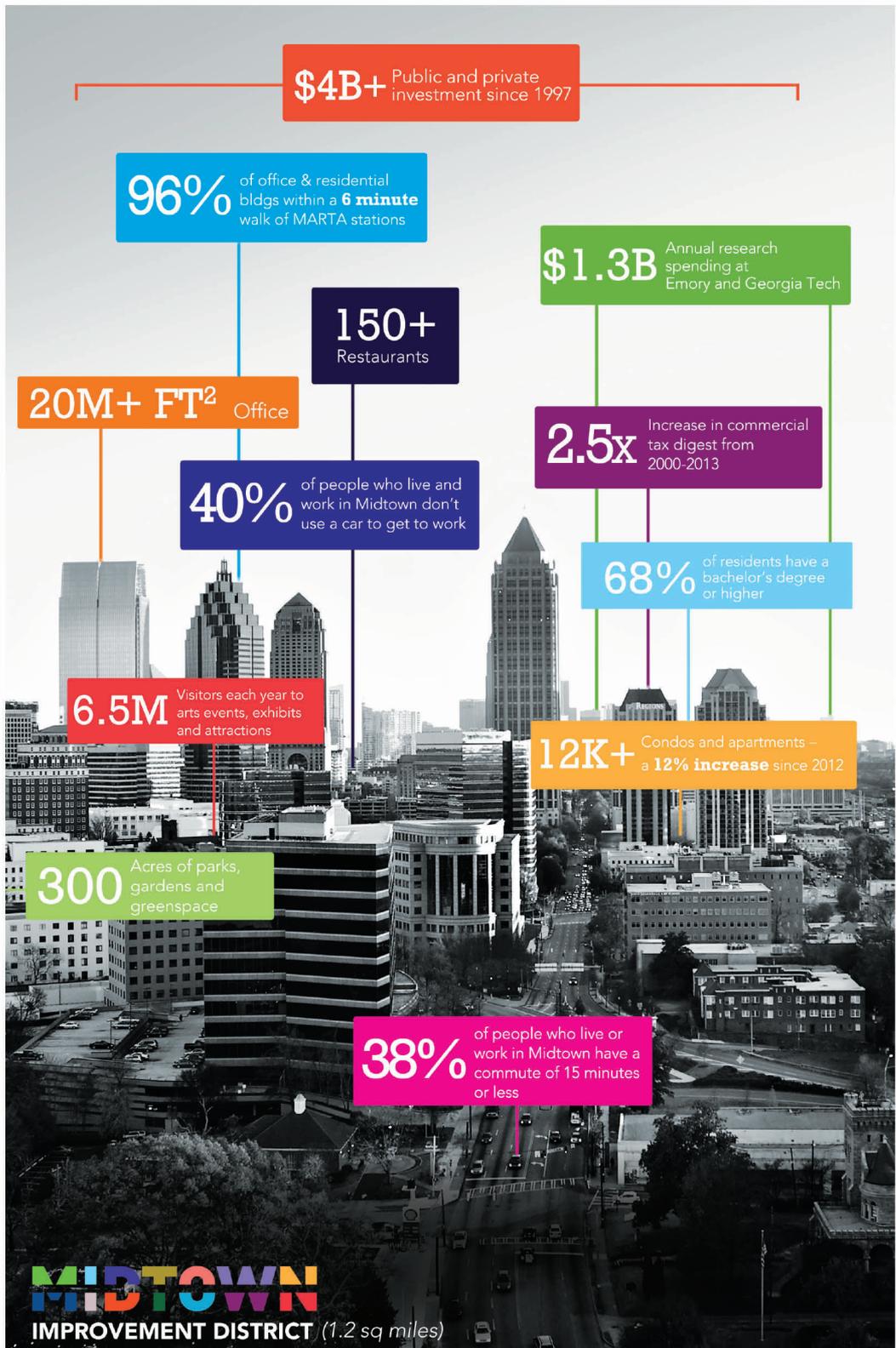
Today, Midtown Alliance is developing and implementing a district-wide innovation strategy to **catalyze** growth in high-tech and creative industries and to attract even more investment and business growth. The Midtown Innovation District is being led by a council, which includes representatives from Midtown's entrepreneurial community, corporate leaders, the Metro Atlanta Chamber of Commerce, Georgia Tech, and City of Atlanta. Our efforts are focused on developing the infrastructure and physical environment to encourage innovative activities, supporting networking tools and programs to enable greater collaboration, and marketing the related opportunities and successes in this community.

Innovation District Assets continue to grow in 2013.

- Georgia Tech announced plans to develop High Performance Computing Center to house state-of-the-art research computing
- AT&T opened its Foundry (one of 4 innovation centers globally) and announced a second center, the AT&T Drive Studio -dedicated to "connected car" research with the goal of improving safety, convenience and entertainment.
- Forbes Magazine named the Advanced Technology Development Center (ATDC) at Georgia Tech "One of the Business Incubators Changing the World"
- Midtown continued to be the location of choice for dozens of innovation events and programs
- Georgia Tech and Midtown Alliance partnered to launch a Living Lab for mobile applications
- Technology Square celebrated its 10th anniversary



Midtown by the Numbers



Resources

Midtown Alliance has a long track record of proactive planning and development assistance working with the private sector to build a livable, sustainable Midtown Atlanta.

Midtown Alliance provides consultation to development teams to ensure projects are consistent with Blueprint Midtown and area zoning. We also guide developers through the City of Atlanta's **Midtown Development Review Committee** to minimize unnecessary delays in the community review process. MidtownATL.com contains a digital clearing house of current development data, maps, demographics, trends and guidelines for investors, developers, leasing agents, economic development agency professionals and business owners looking for a Midtown office location.

Since the beginning of 2013, 8 major development projects have either been delivered or are under construction in the 1.2 sq mile Midtown core. This includes 1,517 total new residential units delivered or under construction, 1,250 of which are market-rate units and 267 units of student housing; 50,000 square feet of retail; and 422 new or renovated hotel rooms.

As of February 2014, an additional **15 projects are in the development review process.**

	Office/ Institutional	Residential Units	Hotel Rooms	Retail (SF)
Delivered in 2013		650	422	28,500
In Construction	118,800	867	0	21,500
Currently in Planning Phase	922,000	3,641	270	249,000
Total	1,040,800	5,158	692	299,000

Midtown Alliance has a variety of resources for investors, commercial real estate professionals and those looking to locate in Midtown.



Maps

Includes Midtown Context Map, Greater Midtown Boundaries vs. the mixed use "Midtown Core," Midtown Improvement District Boundaries, and a Midtown District restaurant and retail walking map



Development Information

Interactive maps of developments recently completed, under construction or planned; quarterly updates for active projects within the Midtown Core, Maps highlighting future development opportunities and the map of the tax credit incentive zone along the Spring St corridor



Retail Information

Retail inventory maps list current retail tenants and available leasable space along the Peachtree St corridor; Midtown Retail Trade Area and Psychographics identifies target markets for the primary and secondary trade areas of Midtown; Storefront Design Manual for design guidelines for retail storefronts and Retail Nodes and Merchandise Mix prescribing tenant/merchandise mix for the zones along the Peachtree St corridor.



Zoning Regulations and Design

Provides maps and regulations and design guidelines, Streetscapes Standards Matrix for all street corridors in the Midtown core and Specifications and installation guidelines for pavers, street lights, street furnishings and street trees.



Demographics

Includes key demographics for Greater Midtown and the Midtown Core, Weekday and Weekend Traffic Counts and Weekday and Weekend Traffic Balance

Looking ahead

The Midtown Alliance and Midtown Improvement District remain focused on the strategic interventions and investments that will contribute the most to the vitality of our community – today and in the future. To this end, our strategies are focused on the shared value of the public realm – the sidewalks, streets and public spaces and places where people experience their city. It’s about creating a place with a distinct identity and personality, where sidewalks are not corridors to get through, but places to slow down, linger, participate and interact.

For Midtown to reach its true potential, it must attract well-designed development that will further and strengthen a vibrant and active streetlife.

This calls for the right mix of ongoing programs as well as both near and longer-term capital projects.

In 2014 and beyond, these projects will include large, multi-year endeavors as well as “lighter and quicker” approaches to transforming and activating places for people.

Fully-funded projects in planning and implementation

- **Peachtree Street Bridge (North and South)**
\$5.2M total project cost, in partnership with Central Atlanta Progress, GDOT, SRTA, the Woodruff Foundation and the City. Under construction in Summer 2014
- **Juniper Street** 14 blocks – full streetscape, bike lanes, on street parking, etc. Total project cost: \$5.6M.
- **Spring Street** streetscape from 17th to Peachtree Street. Total project cost \$2.43M
- **Intersection, street and sidewalk upgrades throughout the District** - crosswalks, 2-way conversions, new signals. Total project cost \$1.77M
- **Various smaller Streetscape construction projects, paving, repairs and enhancements:** 2014 budget = ~\$3M
- **Peachtree Street - SONO Pine-North Ave.** New full streetscapes

2014 will also be a year of strategic studies, including

- Parking study
- Retail Corridor Planning
- Public Art Study
- Land Use sub-district planning for economic development; and
- Advanced Broadband strategic network planning

Construction Starting in 2014

Peachtree Bridge Pedestrian/ Gateway Aesthetic



Enhancements to the Peachtree Bridge north of Buford Highway includes new bridge fencing, wider sidewalks, bicycle facilities, landscaping and lighting. Design is underway and construction is expected to start in 2014 and complete in 2015. This \$2.9M project was funded through the Department of Transportation, Woodruff Foundation, and the Midtown Improvement District

Peachtree Street Streetscapes and bike facilities



Midtown's southernmost section of Peachtree St from Ponce de Leon to Pine St is receiving a facelift from the Fox Theatre to Emory University Hospital Midtown. Improved sidewalks, lighting and landscaping will enhance the link between Midtown and Downtown Atlanta

Design and Planning in 2014

Juniper Street



Midtown's signature "green street" will begin to take shape along Juniper St from 14th St to Ponce de Leon Ave. This \$5.6M project includes 12 consecutive linear blocks and calls for a buffered, southbound bicycle lane and storm water catchment and mitigation areas in addition to Midtown's standard sidewalk, LED lighting, and landscape improvements.

Spring Street

The northernmost section of Spring St from Peachtree St to 17th St will be the site of Midtown's first phase of improvements along this major southbound corridor. This \$2.3M project is funded in part through a grant from ARC's Last Mile Connectivity Program. Project details includes wider sidewalks, handicap upgrades, street trees, pedestrian lighting, and bicycle facilities.

Design and Planning in 2014

MARTA Station Enhancements:



MARTA: North Ave. Station



MARTA: North Ave. Station

The six month planning effort led by Midtown Alliance and Smith Dalia in collaboration with the community, MARTA, the Atlanta Regional Commission produced unique concepts for each of Midtown's three stations—North Avenue, Midtown and Arts Center. The goal is not only to improve esthetics of the stations but to transform these stations into actual destinations that would improve the experience for to transit users as well as area residents and workers. Projects include elements such as pop-up cafés, bicycle service facilities, transit towers, and public artwork. One of the more unique ideas to come out of these discussions is a transit tower at each station. These towers would be tall, way-finding landmarks to help users locate stations more easily and would display real-time train and bus arrival information to help make wait times more productive.

Next steps include continued coordination with MARTA and with partners within the community.



MARTA: Midtown Station

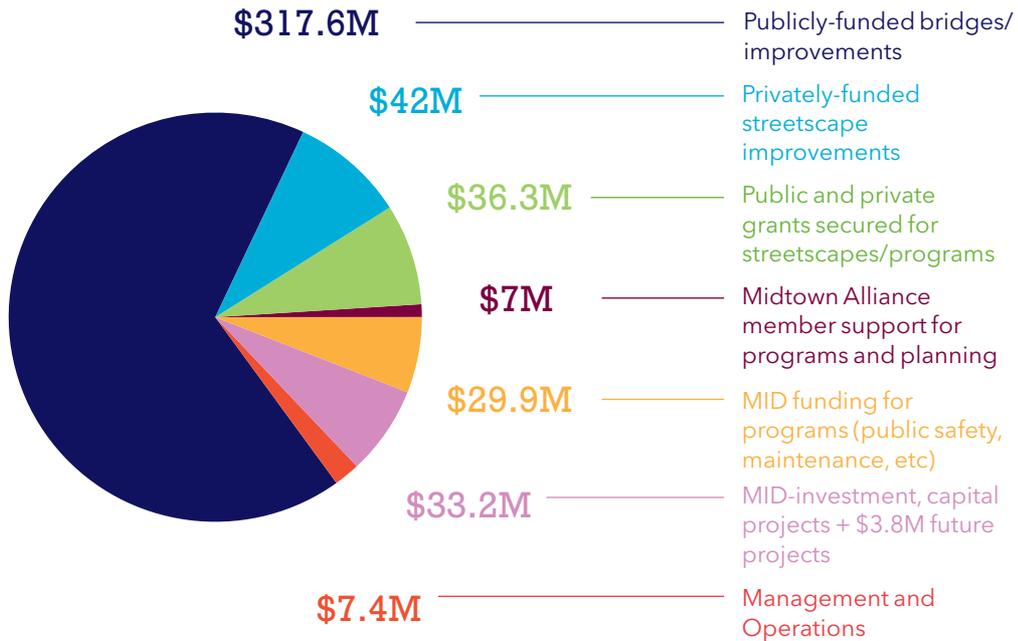


MARTA: Arts Center Station

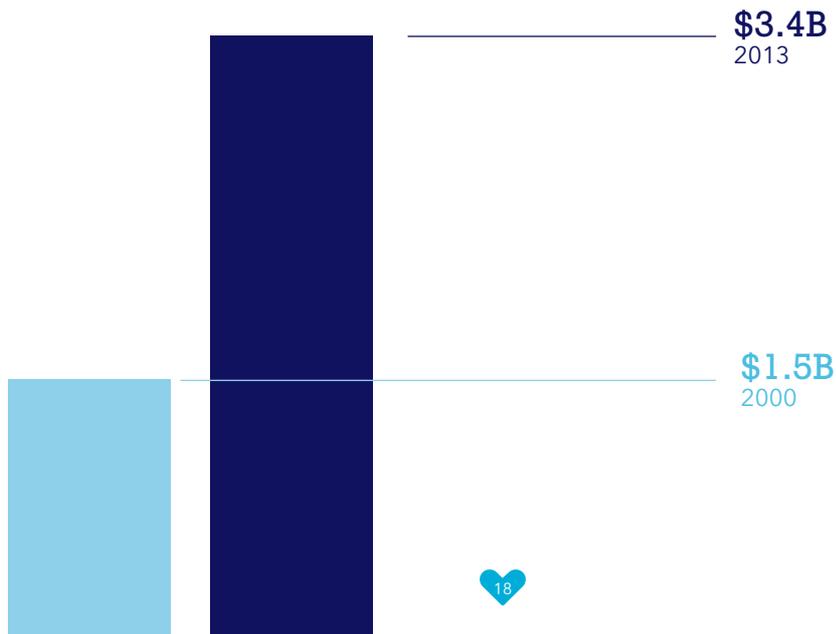
Financials

\$473.4M Total Investments & Sources

2000-2013



Commercial Property Value



About the Midtown Alliance and the Midtown Improvement District

Since its creation in 1978, **Midtown Alliance** has been a driving force behind the revitalization of Midtown. Midtown Alliance is a non-profit membership organization and a coalition of leading business and community leaders - united in its commitment to Midtown as a premiere destination for commerce, culture, education and living. The organization is governed by a Board of Directors, and a 15-member Executive Committee.

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. Through a comprehensive approach to planning and development, this work focuses on initiatives to improve the physical environment, provide a safe and welcoming environment and strengthen the urban amenities that give the area its unique character.

The **Midtown Improvement District** (MID) was established in 2000 as a self-taxing organization created by Midtown commercial property owners to augment public resources and spur economic growth in Midtown. The MID, governed by its nine-person board of directors elected by property owners or appointed by the mayor and president of the Atlanta City Council. The Midtown Alliance provides the staff and day-to-day management and operations for MID-funded programs and projects.

Appendix

MAJOR DEVELOPMENT PROJECTS MIDTOWN ATLANTA - 2013 RECAP

MIDTOWN Alliance

RESIDENTIAL/MIXED-USE



SkyHouse Midtown
(1084 West Peachtree Street)
Novare Group
23 story tower, 320 apartments, 8,500 SF of retail
Completed January 2013
Fully leased



77 12th Street
Daniel Corp. and Selig Enterprises
23 story tower, 330 apartments, 20,000 SF of retail
Completed June 2013
Fully leased



SkyHouse South
(100 6th Street)
Novare Group
23 story tower, 320 apartments, 11,500 SF of retail
Projected completion early 2014
26% Pre-leased



131 Ponce de Leon Avenue
Faison
280 garden-style apartments, 3,800 SF of office
Projected completion early 2014



930 Spring Street
Ambling University Development Group
19-story tower, 267 apartments (706 beds),
10,000 SF of retail
Projected completion August 2014



867 Peachtree Street

Loudermilk/Bell

8-story building with 39 condominiums

5,000 SF of retail anchored by Starbucks

Projected completion TBD



855 Peachtree Street

Loudermilk/Bell

Complete façade renovation and reconfiguration of

retail spaces in ground floor of Viewpoint

50,000 SF of retail with adjacent parking



Yoo on the Park

(207 13th Street)

Tivoli Properties

24 story tower, 245 apartments, 1,100 SF of retail

Projected completion by end of 2014



782 Peachtree Street

JLB Partners

10 story building with 294 apartments, 4,800 SF of retail

Projected completion TBD



33 Peachtree Place

Wood Partners

8 story building with 177 units and 19 story tower with

166 units, 19,000 SF of retail, 1,000+ parking spaces

Projected completion TBD



Centergy North

South City Partners and Gateway Development
 22 story tower, 210 student apartments
 4,700 SF of retail, 14,000 SF of office
 Projected completion TBD



1138 Peachtree Street

Tivoli Properties
 51 story tower, 370 apartments
 39,000 SF of retail
 Projected completion TBD



1301 Peachtree Street

John Wieland
 Two 5-story condo buildings, 48 units
 Projected completion TBD



OFFICE/INSTITUTIONAL

Georgia Proton Treatment Center

(615 Peachtree Street)
 115,000 SF facility jointly developed by Advanced Particle Therapy and Signet Enterprises
 Operated by Emory University Hospital Midtown to provide cutting edge cancer treatment
 Projected completion 2016



Medical Office Building

(1117 Spring Street)
 Brand Properties
 200,000 SF of medical office space
 (8 levels of office above 9 levels of parking)
 Projected completion TBD



Center for Puppetry Arts

(1404 Spring Street)

8,000 SF expansion of existing facility to accommodate the Jim Henson Collection and additional office/infrastructure needs
Projected completion TBD

HOTEL



Hilton Garden Inn/Homewood Suites

North Point Hospitality Group

12 story dual branded hotel, 228 guest rooms
Completed January 2013



Hyatt Midtown Atlanta

Noble Investment Group

Extensive repositioning and complete renovation of the former Hotel Midtown (12 stories), 194 guest rooms and suites
Completed June 2013



MAJOR MIXED USE IN 2014

98 14th Street

Olympia Heights Management, LLC

Multiple towers containing 1,350 apartments, 270 hotel rooms, 95,500 SF of retail/restaurant, 1,200 parking spaces

MIDTOWN
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Alliance