

Blueprint Midtown 3.0 Summary



Blueprint Midtown 3.0 is the most recent evolution of Midtown Alliance’s community driven plan that builds on Midtown’s fundamental strengths and make strategic improvements to move the District from a great place to an exceptional one. The plan builds on recent successes, incorporates previously completed studies and corridor plans, draws inspiration from other places and refines site-specific recommendations to reflect the changes that have occurred in the community since the original unveiling of Blueprint Midtown in 1997. It not only addresses land use, density, building design and transportation accessibility, but also includes recommendations to foster street-level activity and vibrant public spaces. Major takeaways from community input validate the desire to be immersed an authentic urban experience. High level recommendations include:

1. Support a mix of office, housing, retail, and hotels that make the area vibrant at all times of day.
2. Maintain consistent design quality of new development.
3. Design buildings with visual character – and, keep parking decks out of sight.
4. Keep investing in safe, walkable, people-friendly paths and places that connect Midtown, especially well lit, tree-lined, wide sidewalks and streetscapes.
5. Continue to expand Midtown’s robust network of multi-modal transportation options by adding more bike lanes and more transit connectivity.
6. Concentrate shopping and retail at the street-level, with building entrances oriented to the sidewalk for immediate access.
7. Make investments in more green space, plazas and pocket parks – including places for our four legged friends.

Arguably one of the biggest shifts is a desire for activities within our public spaces, such as live performances, outdoor seating, pop-up markets, dog parks and visually stimulating public art that reinforces Midtown Atlanta's identity as a central arts district. Several big ideas emerged that will undoubtedly shape the future of Midtown. Some of the big ideas include:

- Building an "art walk" that connects the Midtown and Arts Center MARTA stations.
- Installing dynamic bridgescapes as gateways into Midtown at 10th and North Avenue.
- Implementing a robust, low-stress bike network for Midtown.
- Constructing a pedestrian- and bike-only bridge at Peachtree Place crossing over the Downtown Connector linking the east and west sides of Midtown.
- Incorporating a 1 acre public park into a new development on the south side of the District.
- Constructing a park over the Downtown Connector.
- Adding new east-west high-capacity transit connections on North Avenue and 10th Street.

This next iteration of Blueprint Midtown once again establishes a long-range plan for the district, but it will also outline a five-year strategic action plan that includes zoning code updates, catalytic public improvements, and marketing and communication tools.