

MIDTOWN BLUEPRINT 3.0

BIG IDEAS

DRAFT

The Midtown Alliance is exploring several “big ideas” to improve Midtown Atlanta and is reaching out to people like you. Which of these concepts are you excited about? Which ones do you think are most appropriate for Midtown?

Cap the Interstate Connector

Build a park space and/or new development in the air rights over the Interstate to reconnect the east and west sides of the City.



Bridgescapes

Enhance Midtown's bridges with upgraded sidewalks, decorative lighting, signage, landscaping, and architectural features to improve the experience on the bridges and the views from the Connector. Future bridgescapes include North Ave, 10th St, 14th St, and 17th St.



Streetcar

Expand the streetcar route to connect Midtown to its adjacent neighborhoods and to facilitate shorter trips within the district. Potential corridors include: 10th St, North Ave, and Peachtree St.



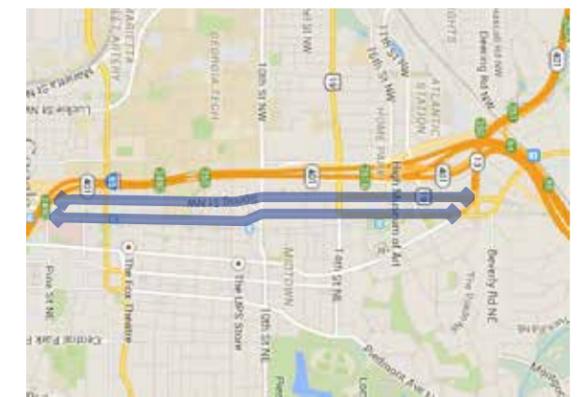
On Demand Transit

Introduce on-demand transit options that can be hailed throughout Midtown for short trips in and around the Midtown district, similar to Georgia Tech's Gotcha Ride.



Convert Spring & West Peachtree to Two-way Streets

Convert both Spring and West Peachtree Streets from one-way traffic to two-way.



15th Street Extension & Bridge

Extend 15th Street west from West Peachtree Street to Williams Street and across the interstate to provide an additional connection to the west side and a connection to I-85/GA 400.



New MARTA Rail Station at the North End

Add a new MARTA train stop to the north/south lines by building a station at 19th St & West Peachtree St.



Streetscapes

Invest in wider sidewalks, street trees, lighting, landscaping, bicycling facilities and on-street parking where possible. Future streetscapes include: North Ave, 5th St, Peachtree Pl, 12th St, 17th St, Spring St, Peachtree Walk, Cypress St.



“Smart Cities” Technology Projects

Implement technology projects that provide real-time information for parking, transit, and resource management or enhance the Midtown experience with digital information on wayfinding, arts, history, etc.



Establish a Cultural Quarter

Concentrate high-quality temporary and permanent art in specific geographic locations, beginning with the 10th Street corridor, and formalize a cultural district organized around Midtown's major arts assets.

