



MIDTOWN IMPROVEMENT DISTRICT

12 years of transformation

2000 - 2012 Progress Report

MIDTOWN'S *12 years of transformation* RENAISSANCE



THEN & NOW: *The corner at 5th and Peachtree Streets illustrates the dramatic transformation of Midtown and the power to influence change by the Midtown Improvement District and its partnership with Midtown Alliance. Seen in this photo are new streetscapes, revitalized buildings, and retail at the ground floor, all of which embody the principles of the Blueprint Midtown vision.*

(PHOTO: FLIP CHALFANT)

Since its creation in 2000, the Midtown Improvement District (MID) has been a driving force behind the revitalization of Midtown. Guided by a visionary master plan – Blueprint Midtown and a strong partnership with Midtown Alliance, your investments in the district have created a national model for urban excellence. Today, Midtown is a truly exceptional commercial, cultural and residential community that is safe, clean, beautiful and walkable.

Creating such a vibrant district doesn't happen on its own. It is a full-time job, requiring the right mix of programs and capital projects to generate results today and attract continued investment long-term.

Today, the Midtown Improvement District consists of less than 1% of the land area of the City of Atlanta, but generates more than 13% of the City's appraised commercial property value.

(FRONT COVER PHOTO: DAVID SMITH)

Over the past 12 years, Midtown Improvement District funded programs and projects have visibly transformed Midtown and created an environment that has helped to inspire billions of dollars of additional investment.

Since 2000:

\$4+ billion

in new public and private investment in Midtown

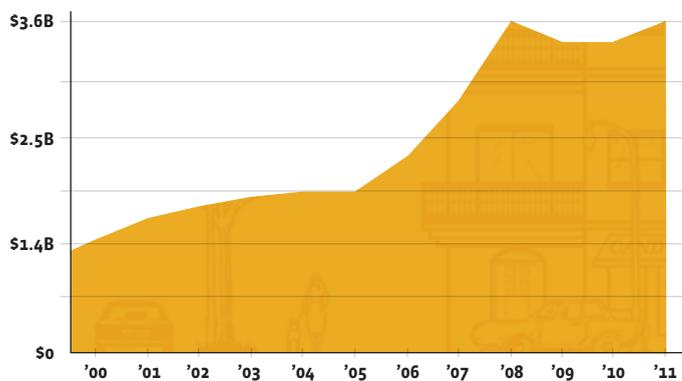
36 major high-rise developments built

Office space in the district increased by **32%**

Residential units in the district increased by **108%**

GROWTH IN COMMERCIAL PROPERTY VALUES IN MIDTOWN

In Billions



Source: Fulton County Tax Assessor's office

“ It’s not hard to envision the kind of environment where you’d like to live and work. What *is* difficult is transforming that vision into reality. Together, that’s exactly what we’ve done. ”

– J. Donald Childress, Chair, Midtown Improvement District

ABOUT THE MID

Established in the spring of 2000, the **Midtown Improvement District (MID)** is a self-taxing district created by Midtown commercial property owners to augment public resources and catalyze economic growth in Midtown. The MID addresses issues of importance to property owners, including local capital projects and programs aimed at improving and sustaining Midtown’s competitive edge and quality of life. The MID is governed by a 9-person board of directors elected by property owners, with three members appointed by the Mayor and President of the Atlanta City Council.

The MID’s work is further enhanced through a strong partnership with the **Midtown Alliance** – a non-profit membership organization created in 1978, dedicated to the continued success of Midtown Atlanta as a premiere urban district. Midtown Alliance provides the staff and day-to-day management and operations for MID funded programs and projects.

STREETSCAPES



Over the last 12 years, the quality of the public realm has become one of Midtown's principal assets. The Midtown Improvement District's streetscape construction program has contributed to the transformation of the area's main corridors with new sidewalks, streetlights, trees, benches, plazas and intersection improvements.

These public realm enhancements have created an attractive and consistent visual identity for the Midtown district and provide unparalleled accessibility. Improved streetscapes and public plazas serve as a focal point for gathering and make Midtown a truly vibrant district.

Results: 2001 - 2012

The Midtown Improvement District's \$21 million investment has contributed to more than **\$400 million in public and private funds** to build streetscapes, bridges, roads, plazas and other improvements. Concurrently, through private development, an additional \$30 million has been invested in streetscapes

NEW MIDTOWN STREETSCAPES

A VISION COMES TO LIFE:
In 1997, *Blueprint Midtown* stated that “sidewalks must be wide enough to accommodate passing pedestrians or friends walking side-by-side. Trees should be planted along the curbs to define an edge between the roads and the sidewalks, and to lend shade as well as to provide a visually pleasant place to be.” The MID has brought this vision to life, as seen in this before/after picture at 17th and West Peachtree Streets. (PHOTO: FLIP CHALFANT)



Results, continued:

New 14th Street bridge and streetscape enhancements

redefined what an interstate bridge can be, adding landscaping, medians, broader sidewalks, decorative fencing and pedestrian amenities

Streetscapes were brightened by purchasing and installing more than **730 street lights**

More than **100,000 new square feet of median and plaza landscaping** has been created or is under construction, including enhancements on 14th, 15th, 18th, Peachtree Street and Ponce de Leon Avenue

New signature plazas along Peachtree Street that created **unique public outdoor gathering spaces** that include seasonal plantings, new trees, lights, seating and improved pedestrian crossings

More than 4 miles of **overhead utilities and poles have been buried** to reduce visual clutter

PUBLIC SAFETY



ON WATCH: *Midtown Blue Lieutenant Anthony Singh in the control room at Midtown Blue headquarters, where live video of Midtown is monitored around the clock. Vigilant surveillance leads to immediate response when issues arise – from public safety to transportation. Today, state-of-the-art high definition cameras cover 80% of Midtown’s public right-of-ways (see map on next page).*

(PHOTO: FLIP CHALFANT)

“APD’s partnership with Midtown Blue provides a level of coordination and cooperation that is second to none. Workers, residents and visitors are welcome to relax, explore and enjoy the best Midtown has to offer.”

– George N. Turner, Chief of Police, City of Atlanta

Keeping Midtown safe and comfortable are essential components for creating an inviting and attractive urban environment. The Midtown Blue public safety force acts as the “eyes and ears” of the Midtown community 24 hours a day, 7 days a week, 365 days a year, by providing an added layer of public safety services to supplement Atlanta Police Department (APD) regular patrols.

Midtown Blue Services Include:

- **Regular patrols** in marked Midtown Blue vehicles, with no fewer than three officers for each shift
- A **24-hour joint operations center with APD Zone 5** as part of Midtown Blue’s offices, fostering seamless coordination
- Maintaining and monitoring the Atlanta region’s most extensive network of public right-of-way **high-definition video cameras**
- An array of **crime-prevention and public safety programs** offered to Midtown property owners, property managers, businesses, office workers and residents

Results:

67,200 miles patrolled by Midtown Blue annually

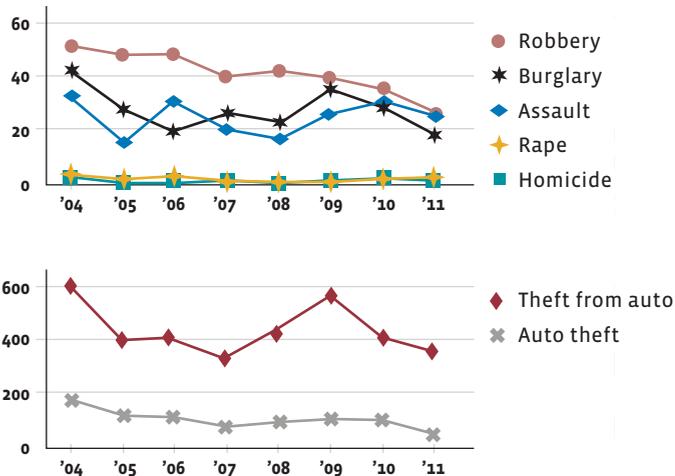
Increased the number of state-of-the-art **high-definition video monitoring cameras** from zero to 51

Video surveillance of streets and rapid response by Midtown Blue officers has led to **immediate response** to traffic incidents

More than **80 on-site public safety and crime-prevention classes** and presentations given annually to property owners, workers and residents, along with ongoing public safety awareness campaigns

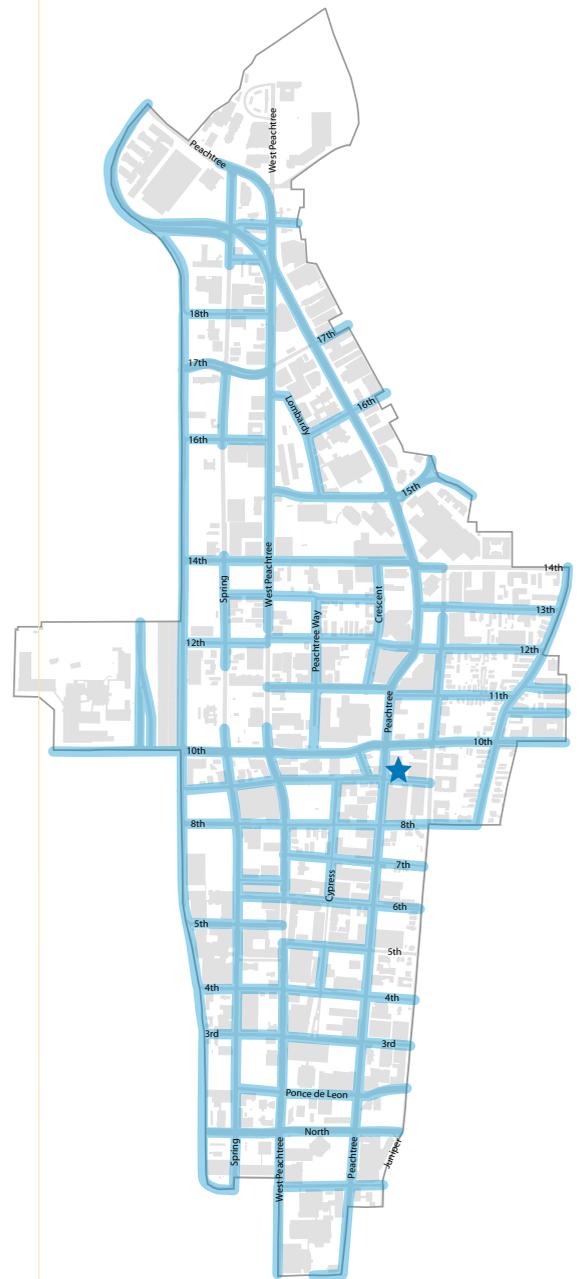
Convened **monthly council meetings** to coordinate with Midtown’s corporate security representatives and law enforcement agencies

MIDTOWN CRIME STATISTICS, 2004 - 2011



Source: Atlanta Police Department

Today, more than 80% of the Midtown Improvement District’s public right-of-ways are covered by high-definition video cameras. These cameras are monitored 24-7-365 by Midtown Blue.



■ Camera coverage
★ Midtown Blue Precinct

TRANSPORTATION



REBUILT & REDEFINED: *The 14th Street bridge – a beautiful new gateway into Midtown.* (PHOTO: FLIP CHALFANT)

Midtown has an enviable transportation network providing unparalleled regional accessibility and abundant travel choices. The transportation programs and planning supported by the MID emphasize a high-quality pedestrian environment with convenient transit and vehicular access. These programs work to maximize the efficiency of the existing network and to implement improvements that are needed to serve Midtown's future mobility needs, whether by rail, bus, shuttle, car, bicycle or foot.

Ongoing work includes enhanced pedestrian and bicycle accessibility, more attractive transit corridors and station areas, improving traffic flow on our streets, installing wireless signals with real-time control, traffic calming, wayfinding and parking signage.

Comprehensive programs also promote transit, ridematching for carpools and vanpools, telework and other alternative commute options for Midtown employers and workers. Looking long-term, staff will work with city and regional partners on new streetcar and high-capacity transit connections.



GETTING THERE: Midtown's network of bike routes and amenities is being enhanced to create a safer and more functional environment for cyclists. (PHOTO: FLIP CHALFANT)

Results: 2006 - 2012

5th, 14th and 17th Street bridges and ramps, securing a public investment of **\$338 million**

Enhanced safety and walkability at Midtown's intersections by adding new traffic signals, installing 400 pedestrian count-down timers and re-striping crosswalks

Established relationships with almost 200 employers and property managers in 32 Midtown buildings reaching nearly 80% of the district's workforce

Midtown **commuter travel reduced** through the use of transportation alternatives, saving Midtown commuters more than \$27 million and reducing CO2 emissions by more than 33,000 tons

Incentivized the use of transit through the sale of over **300,000 discounted transit passes** to the employees of our partner companies, saving them more than \$1.3 million in transit fees

Re-timing Midtown's 96 traffic signals to reduce delays, **saving motorists fuel and time** while reducing vehicle emissions

CLEAN & GREEN



CONSTANT CARE: *Midtown environmental public safety employee Thau Hua, seen here at the Arts District Plaza, takes pride in making Midtown beautiful.* (PHOTO: FLIP CHALFANT)

Keeping Midtown clean and inviting requires constant care and attention – planting, watering, mowing, landscaping, pressure washing, removing flyers, painting, eliminating graffiti tags, recycling and many other activities. Our maintenance team also replaces and repairs streetlights, trees and other infrastructure in the public right-of-way. With a high-level of commitment and responsiveness to property owners, Midtown Green keeps the district attractive and safe.

In 2012, Midtown Alliance embarked on “Greenprint Midtown,” a strategic plan to establish Midtown as the South’s first urban eco-district. The overall plan will build on existing “green” assets and programs, positioning the area as a market leader in sustainability and improving its competitive edge.

Results:

Almost **700 trees** added to the Midtown landscape

More than **650 streetlights** painted and cleaned annually

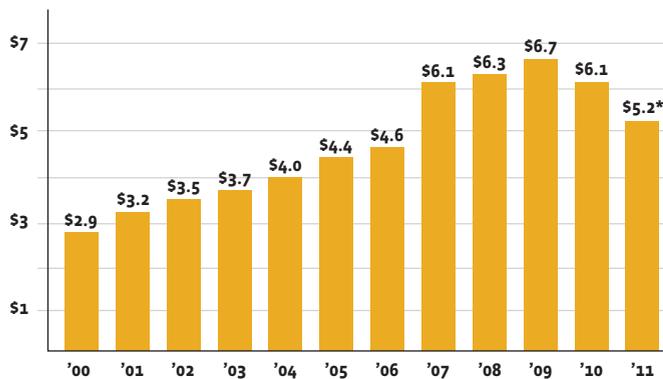
Last year, more than **5,000 hours of maintenance** in Midtown performed **at no cost** by community service workers, saving nearly \$1 million in labor costs

More than **4,000 bags of trash** removed annually

Maintenance and landscaping of nearly **2 million square feet of medians and plazas**

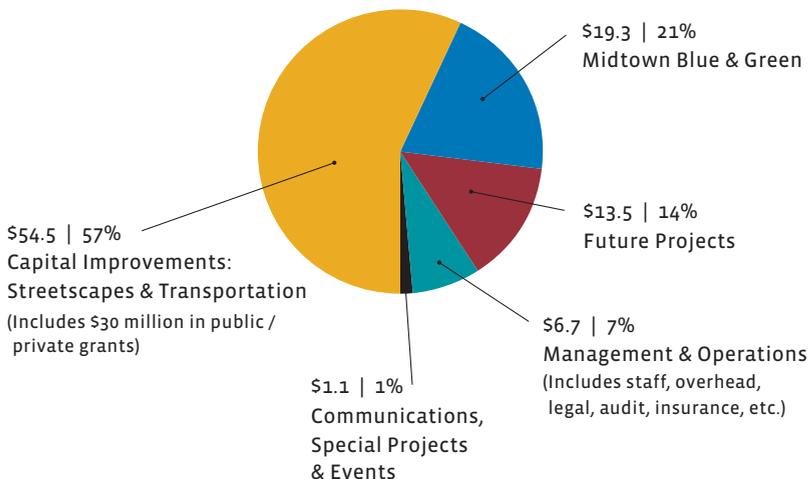
FINANCES

MIDTOWN IMPROVEMENT DISTRICT TAX REVENUES, 2000 - 2011 *In Millions*



Total Tax Revenue 2000 - 2011 = \$56.7 million
* Received through 3/31/12

MIDTOWN IMPROVEMENT DISTRICT EXPENDITURES & COMMITMENTS, 2000 - 2012 *In Millions*



MIDTOWN IMPROVEMENT DISTRICT 2011 BOARD MEMBERS & OFFICERS

J. Donald Childress
Chair
Managing Partner
Childress Klein Properties

Jack Guynn
Vice Chair
Past President & CEO
Federal Reserve Bank of Atlanta

Matt M. Bronfman
Chief Executive Officer
Jamestown Properties

Kwanza Hall
Council Member, District 2
Atlanta City Council

Lisa Harris
Senior Vice President
Strategic Planning, Real Estate
and Construction Management
Turner Properties Inc.

Kurt Hartman
Senior Vice President
Hines Interests

Michèle Taylor
Citizen
Mayor Appointee

John McColi
Executive Vice President
Cousins Properties Incorporated

Scott A. Specht
Partner
Jones Day

Harald R. Hansen
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Blueprint Midtown II

Kevin Green
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J. Lynn Rainey, P.C.
Legal Counsel
Attorney at Law
Principal
Rainey & Phillips