





A Plan **In Action**

Walk or ride through Midtown and you see the efforts of the Midtown Improvement District (MID) and its partners underway. Our community is exploding with construction as cranes and earth-moving equipment work to put our plans in action.

We have long awaited the build out of our vision to transform Midtown into a beautiful, walkable, livable environment. For ten years, the MID and Midtown Alliance staff have worked to put the plans of Blueprint Midtown into motion. Today, we see the fruits of our labor becoming reality with projects that promote public safety, more green space, better pedestrian passageways, a cleaner environment and regional accessibility.

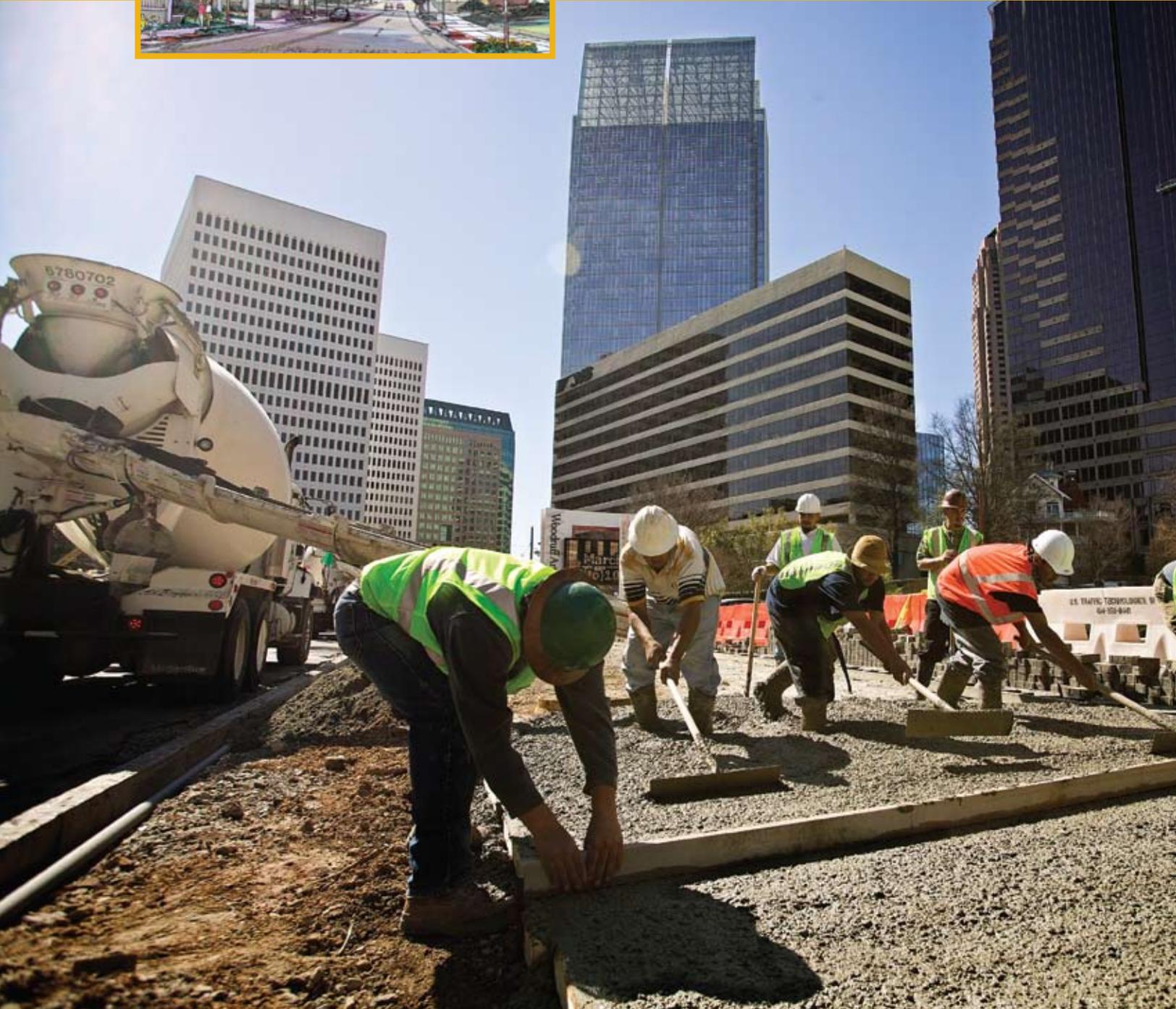
It takes talent and patience to improve intersections with pocket parks and piazzas, replace outdated bridges with grand gateways, upgrade narrow sidewalks to welcoming streetscapes and advance security with a state-of-the-art surveillance network. This time of extraordinary progress in Midtown rewards years of hard work and inspires us to remain committed to activating and enhancing our community.

“It’s exciting to see our plans in action. The capital improvement projects currently underway provide a solid foundation upon which to sustain Midtown’s future growth.”



J. Donald Childress, Chairman
Midtown Improvement District

In Production: The First Trees at the Piazza. Construction of the new Piazza at Peachtree and 15th Streets continued as 30 forty-foot-tall oak trees were planted in a ring around the intersection. These trees, along with other plantings, hardscape and water features, are part of a plan (see inset) to create a shaded and intimate park space for Midtown residents, workers and visitors.



In Reach: New Sidewalks on Peachtree Street. Construction crews pour new sidewalks in front of the Woodruff Arts Center that will extend streetscape improvements along Peachtree from 10th Street to Pershing Point. This construction project is part of the \$82 million Cityscapes program (see inset) that will improve streetscapes along all of Midtown's major corridors.

Cityscapes **In Action**

New Streetscapes Extend North on Peachtree



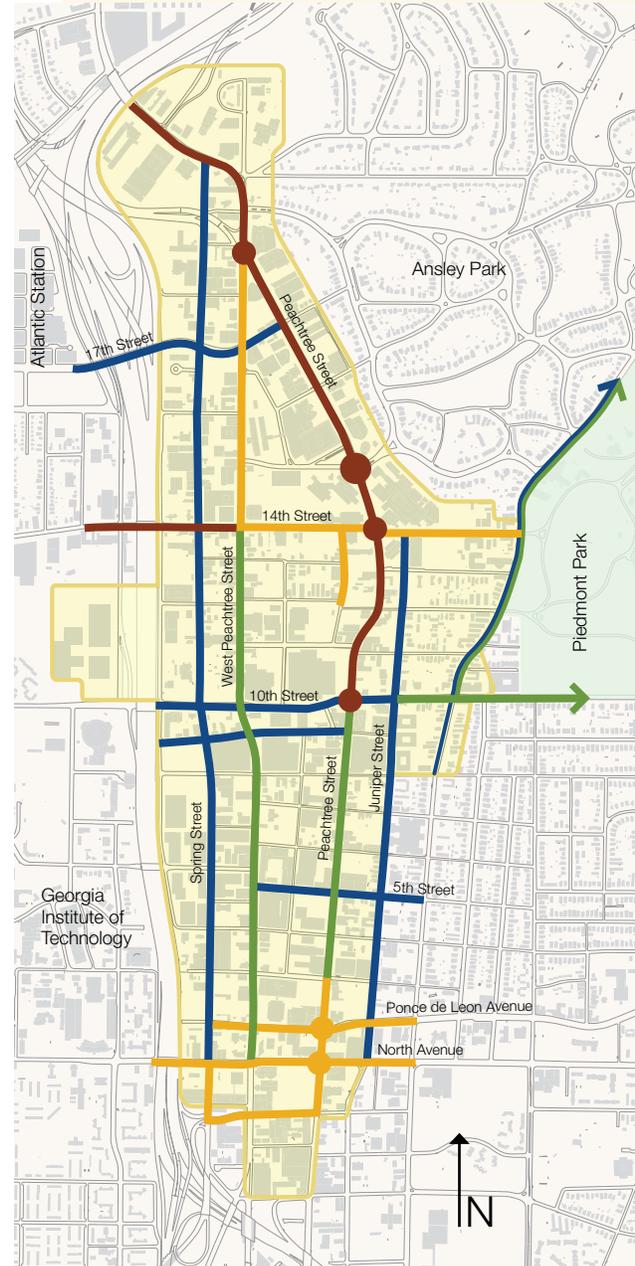
Midtown's consistent and beautiful streetscapes entice people to park their cars and experience the community on foot. Current and future Cityscape projects along Peachtree and Midtown's other major corridors are transforming streets into welcoming environments that connect this diverse and vibrant community. Completed streetscapes have added 239 decorative streetlights as well as 236 shade trees to Midtown's sidewalk zones.

In 2007, the next phase of the \$82 million Cityscapes program began construction. Peachtree Street from 10th Street to Pershing Point is undergoing an extreme makeover that will add wider sidewalks, streetlights, trees, pavers as well as on-street parking, designated loading zones and traffic improvements throughout the area.

Additionally, key intersections on Peachtree are also being improved at Pershing Point, 15th, 14th, 10th, Ponce de Leon and North Avenue. These enhancements will encourage pedestrian access, increase greenspace and create more public gathering spaces. The implementation of these intersection plans, when combined with the streetscape improvements on Peachtree, will make Atlanta's most famous street a world-class, grand boulevard in Midtown.

Midtown Cityscapes Construction Progress

This \$82 million program invests in our sidewalk and transportation network. When complete, it will include 25 miles of new sidewalks, pavers, lights and trees.



-  MID Boundary
-  Completed
-  Under Construction
-  Design/Engineering
-  Planning

Bridge Building **In Action**

MTS Keeps Midtown Moving During Construction

MTS Offers First Aid for Midtown Commuters

The Midtown Alliance estimates that to avoid congestion and keep Midtown moving during the 14th Street Bridge construction, an additional 10% of Midtown commuters will need to convert from single occupancy vehicles to some other form of transportation such as MARTA, carpools, vanpools, walking, biking, etc.

To help Midtown reach this goal, MTS launched “First Aid for the 14th,” a program which provides the following resources and tools to residents and commuters:



- 1) www.14thstreetbridge.com** – MTS developed this website to act as a clearinghouse of information about the construction project. Here you can find information about detour routes, the construction schedule, weekly updates on lane closures and commuter resources.
- 2) Employer assistance** – MTS is working with major employers and properties throughout Midtown to ramp up their employee commuter benefit programs.
- 3) Individual assistance** – MTS and The Clean Air Campaign are offering a suite of incentives to individuals interested in changing their commute behavior.

To accommodate Midtown’s growth and continued emergence as a vibrant city center, improvements are being made to the major bridges that link Midtown to the rest of the city.

Thanks to years of planning and collaboration between Midtown Alliance, the Georgia Department of Transportation, the City and others, reconstruction of the 14th Street Bridge got underway in 2007. The new bridge will feature ornate iron screening, heavily landscaped medians, wide sidewalks, and decorative lighting. The improvements will encourage walking, improve traffic flow and provide a dramatic entrance into Midtown from the interstate.

To mitigate impact of the bridge construction on residents and commuters, Midtown Transportation Solutions (MTS) launched an intensive outreach effort in 2007 that includes four major ongoing components: 1) communicating construction information to constituents via email alerts and website; 2) actively monitoring traffic through Midtown Blue’s camera network and dispatching of-ficers to resolve bottlenecks; 3) working with Midtown employers to strengthen commuter benefits (see sidebar); and 4) using surveys to measure employee participation.

The effectiveness of this outreach effort can already be felt in Midtown. Twenty-seven percent of Midtown workers have changed their commute patterns since learning of the bridge construction project. Thanks to their commitment to choosing alternative routes, traveling at off peak times and taking carpools, vanpools and mass transit, these commuters have kept Midtown moving.



In Progress: The 14th Street Bridge. Now under construction, the new 14th Street Bridge will improve access, safety and quality of life in and around Midtown. The Alliance worked closely with Georgia DOT and the City of Atlanta to design a new bridge and corridor (see inset) that will be a gateway to Midtown's east side.



Midtown Public Safety Camera Locations

Working in cooperation with property owners, Midtown Blue installed pan/tilt zoom video cameras throughout the District that are monitored 24/7 by officers at headquarters.

Public Safety **In Action**

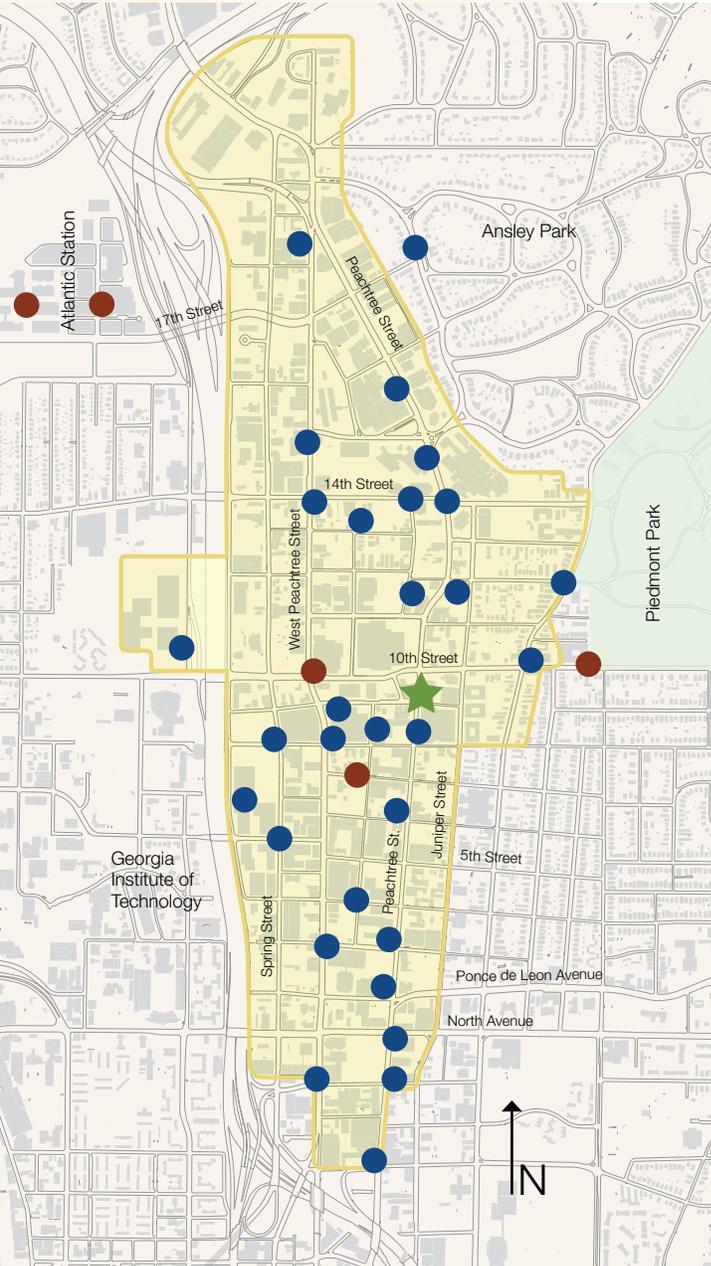
Surveillance Network Advances Security in District

Maintaining Midtown's growth requires watchful eyes, dedication and persistent efforts. The men and women of Midtown Blue and Green work hard day and night to keep the community safe, clean and beautiful.

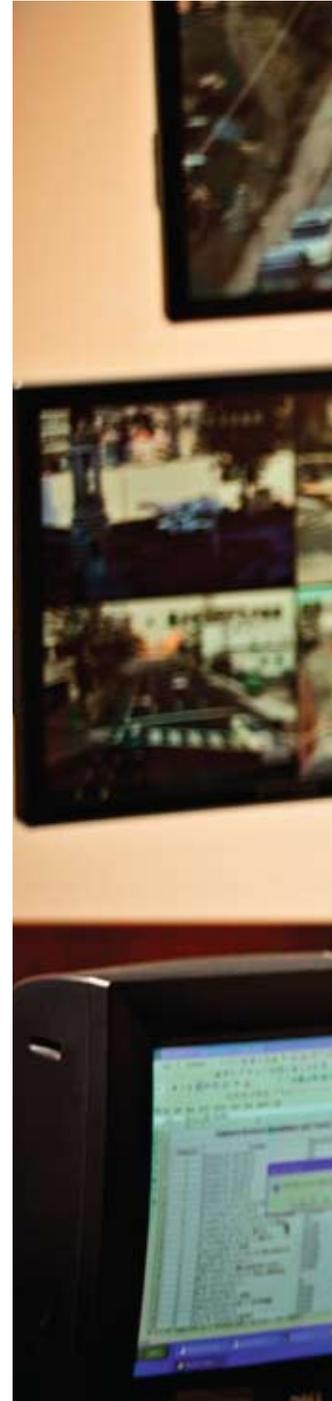
As a result of Midtown Blue's consistent and diligent approach to public safety, the Midtown Improvement District experienced a year of crime reduction. Crime incidents within the District dropped 28 percent during 2007 compared to 2006.

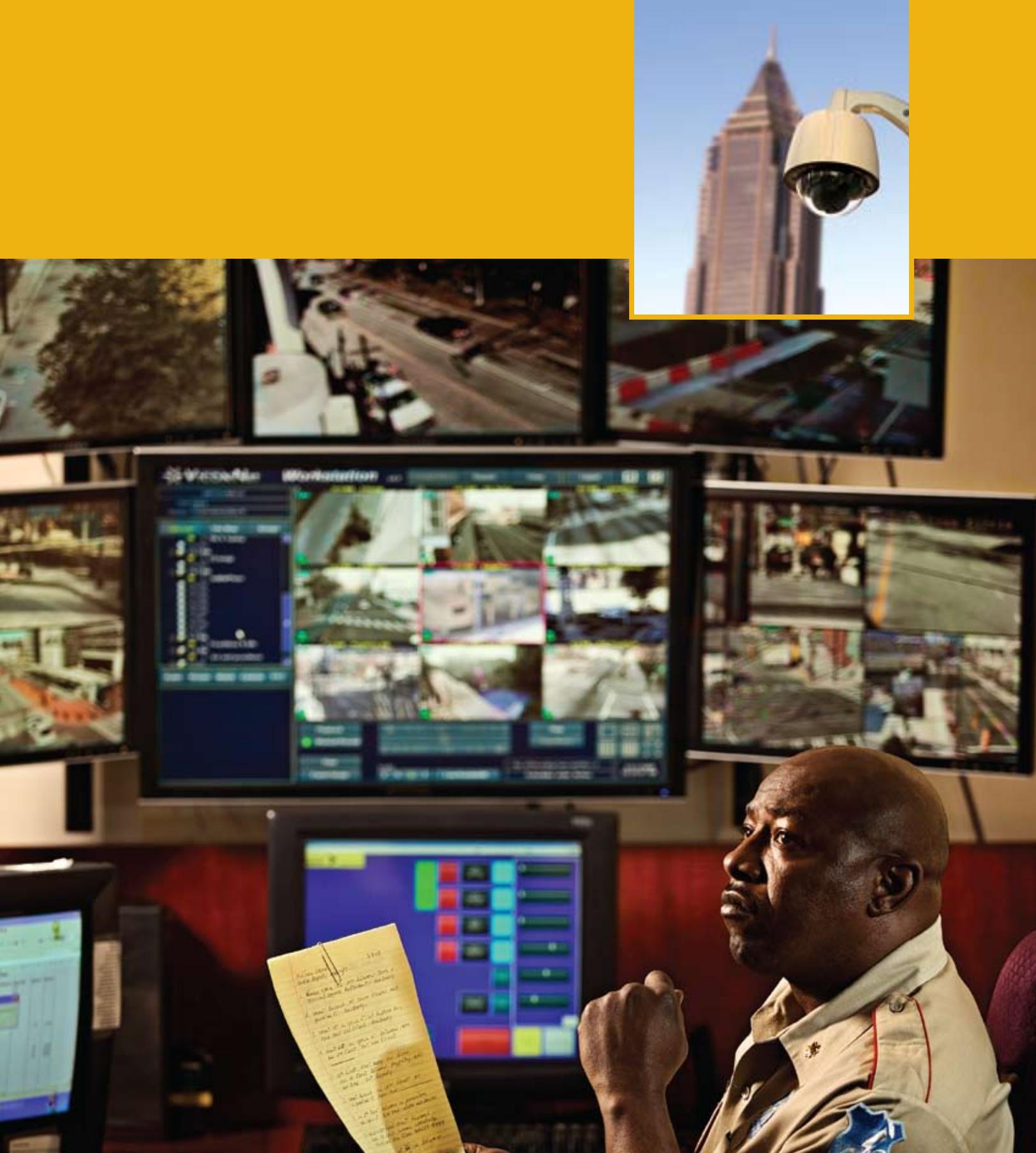
Security improvements can be attributed to the superior surveillance work Midtown Blue and 30 video cameras installed at strategic locations throughout the District. These sophisticated pan/tilt zoom cameras continually feed live video footage of street-level activity to Midtown Blue headquarters.

Officers monitor the feed 24 hours a day 7 days a week looking for criminal activity, traffic and transportation issues as well as homeland security concerns. The increased surveillance and monitoring reduces illegal activity in the District and enables Midtown Blue to identify and respond to incidents more quickly when they do occur.



-  MID Boundary
-  Active Cam
-  Future Site
-  Midtown Blue





In Charge: Control Center at Midtown Blue Headquarters. Midtown Blue Officer, Major Maurice Thomas, monitors live video footage from the camera network looking for criminal activity and traffic and transportation issues as well as homeland security concerns. Cameras are installed at strategic locations in the District (see inset).

Leadership **In Action**

Letter from the Chairman

It is so exciting to witness the construction activity taking place all around Midtown. New streetscapes, intersections and bridges are a big part of what is making our community a vibrant and special place to be.

Thanks to your continued support and leadership, the Midtown Improvement District is transforming our community into the beautiful, walkable, livable environment that we have all envisioned. The capital improvements currently underway provide a solid foundation for Midtown to invite, embrace and absorb the growth we all know is coming in the next few decades. By putting our plans in action, we are preserving Midtown's value as one of the most desirable urban centers in the country.



J. Donald Childress, Chairman
Midtown Improvement District



Midtown Improvement District 2007 Board Members and Officers

J. Donald Childress, *Chairman*

Managing Partner,
Childress Klein Properties

James A. Breedlove, *Vice Chairman*

Vice Chairman & VP,
Fernbank Museum of Natural History

Matt M. Bronfman

Managing Director and Chief Operating
Officer, Jamestown Properties

Raymond R. Christman

Chairman,
Peachtree Corridor Partnership

Jack Guynn

Past Chairman,
Midtown Alliance

Kwanza Hall

Council Member,
Vice-Chair, Finance Committee,
Atlanta City Council

Harald R. Hansen, *Treasurer*

Co-Chair,
Blueprint Midtown II

Kurt Hartman

Senior Vice President,
Hines Interests

Ivenue Love-Stanley

President,
Stanley Love-Stanley, P.C.

John S. McColl

Senior Vice President,
Cousins Properties Incorporated

Susan M. Mendheim, *Secretary*

President & CEO,
Midtown Alliance

J. Lynn Rainey, P.C., *Legal Counsel*

Principal,
Rainey & Phillips



Front Row (L to R):

Ivenue Love-Stanley,
Susan Mendheim

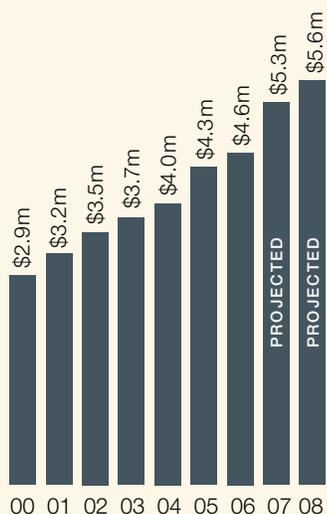
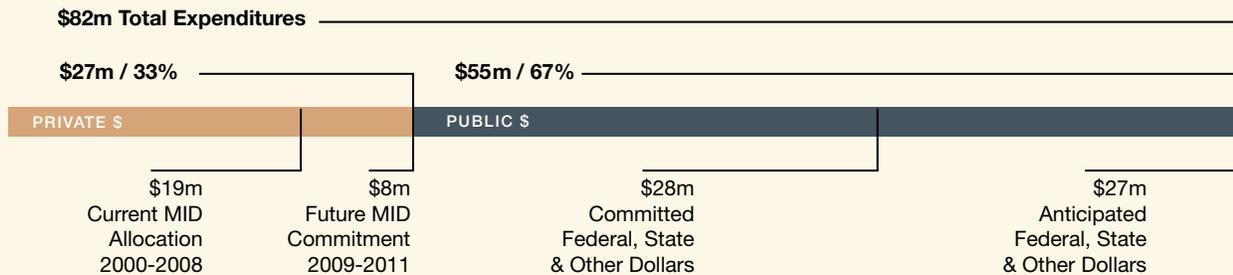
Second Row (L to R):

Kurt Hartman,
James A. Breedlove,
Jack Guynn,
J. Donald Childress,
Kwanza Hall,
Matt M. Bronfman,
J. Lynn Rainey

Unavailable for Photo:

Raymond R.
Christman,
Harald R. Hansen,
John S. McColl

2000-2011 Midtown Cityscapes Investment Leveraged for Public Funding

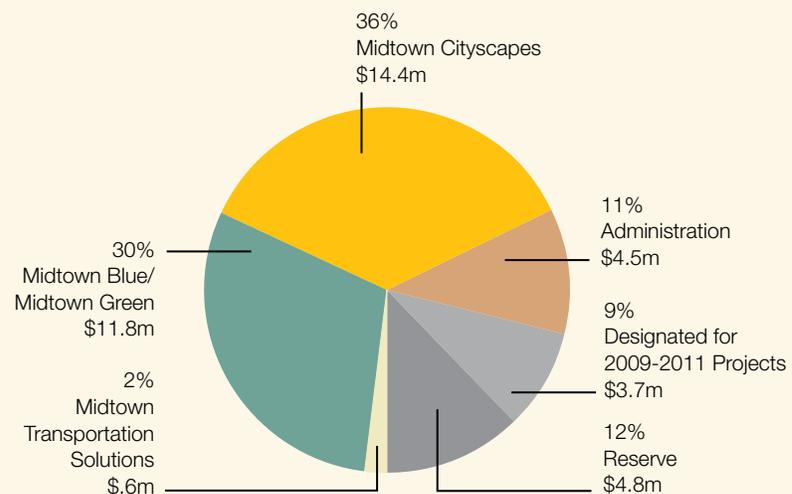


Midtown Improvement District 2000-2008

Tax Revenue = \$37.2 million

Miscellaneous Income 2000-2008 = \$2.6 million
(Foundation Grants, Corporate Contributions)

Total Income 2000-2008 = \$39.8 million



Midtown Improvement District 2000-2008

Expenditures & Commitments



Midtown Improvement District

Established in the spring of 2000, the Midtown Improvement District (MID) is a self-taxing district created by Midtown commercial property owners to fund local public improvement projects. The MID addresses issues of importance to stakeholders, including security, environmental maintenance, streetscapes, traffic and transit, and aggressively pursues ways to leverage tax dollars. The day-to-day operation of the MID and its initiatives are planned and managed by the Midtown Alliance, a membership organization of business and civic leaders dedicated to improving and sustaining the quality of life in Midtown Atlanta.

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In Motion: Skyscrapers and Streetlights

Front Cover: Cranes are everywhere as Midtown explodes with vertical construction.

Back Cover: Midtown Green maintains light poles in the District. In 2007, they painted 1,451 poles and installed liriopie around trees.

Principal Photography by
Flip Chalfant

Design by
WisenKlein Communications

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