2019

Midtown Alliance Progress Report

INTRODUCTION

Here and now.

Working together, we've been transforming Midtown now for more than four decades. And it's working. We just closed out our best decade yet, and we're poised for even more success in 2020 and beyond.

We invite you to read this report about highlights in Midtown and our progress in 2019.

As of the start of 2020, more than 2,300 new jobs have been announced for the one square mile of Midtown in the past 12 months, totaling more than 33,000 new jobs this past decade. More than 30 major development projects are currently either under construction or have cleared the development review process, adding to the more than 40 major projects delivered this past decade. Our residential population is growing at almost 5X the rate of the City's population. And we're welcoming an estimated 7M annual visitors. That's more than 100,000 people on average *each day* in one square mile of Midtown

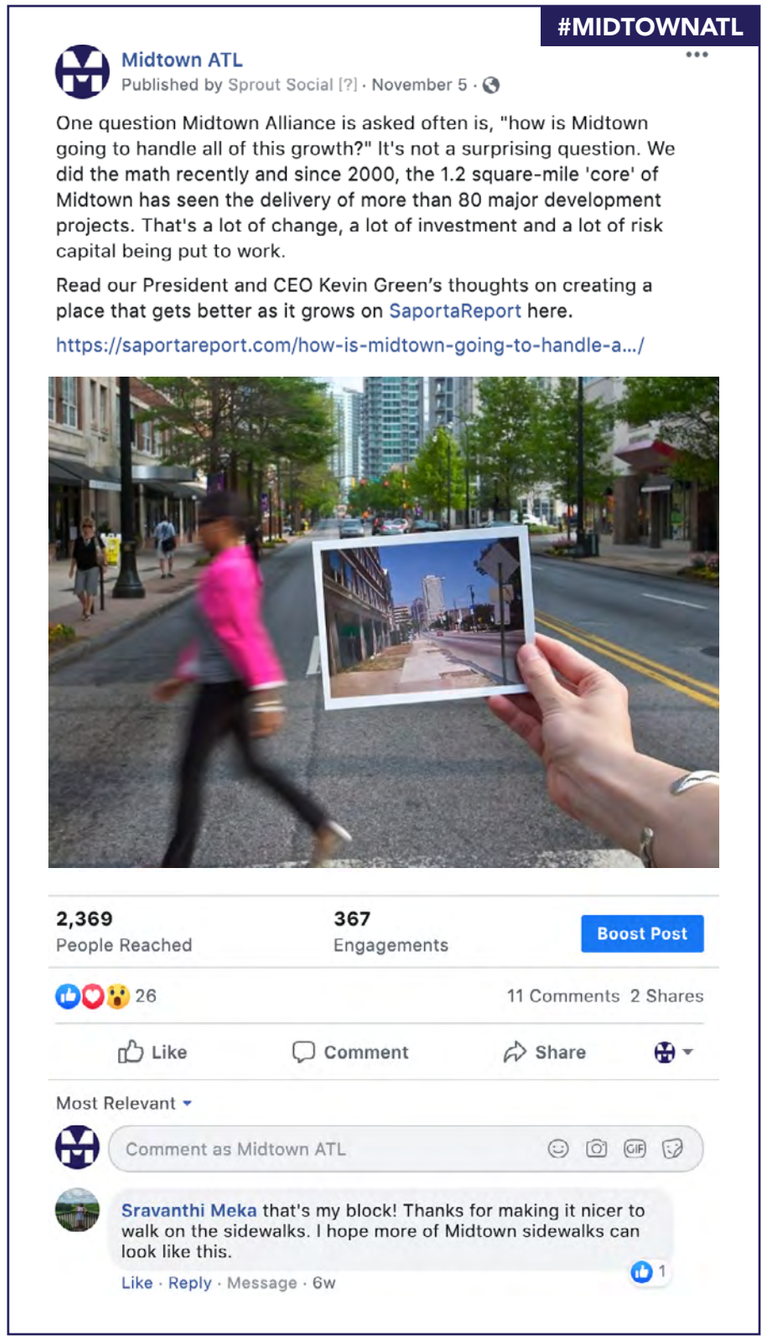
It takes a lot to make this work, including local infrastructure investment. Together with our public and private sector partners, our team is advancing more than 30 public improvement projects in Midtown this year, with more than 20 projects slated to be under construction in 2020, ranging from new streetscapes to a linear park to barrier-separated bike-lanes.

We're grateful for partnerships with the residents and businesses who call Midtown home, the City of Atlanta, state and regional economic development and transportation partners, Midtown's arts and cultural venues, academic institutions and non-profit organizations. It's all about shared wins, playing to our strengths and sustained progress.

In 2020, we also look forward to celebrating the 20th anniversary of the Midtown Improvement District, which has been so pivotal in the transformation of Midtown.

Our goal is to be among the most exceptional urban districts in the US and on every dimension: quality of life, mobility, safety, public space and beauty. And with your help, we're getting there.

KEVIN GREEN
Midtown Alliance President & CEO



DISTRICT HIGHLIGHTS

2,300

Total new jobs announced for Midtown in 2019 (21K since 2015)

30

Development projects currently under construction (19) or proposed (11) in a 1.2 square mile area

9

Development projects delivered in Midtown in 2019:

- AC/Moxy Hotel Midtown
- Alexan on 8th
- Coda
- Whole Foods Market
- Vireo
- Pershing Point
- Forty by SCAD
- Boundary
- 208 12th Street

See our monthly development update for details on all the major projects currently in the pipeline

Click here to see monthly development updates in the Midtown Resource Center.

96%

Percentage of respondents to the 2019 Midtown Community Survey that describe Midtown as a great place to live
(n=4,861)

96%

Percentage of respondents to the 2019 Midtown Community Survey that describe Midtown as a great place to work
(n=4,867)

79%

Percentage of respondents to the 2019 Midtown Community Survey that feel a strong or very strong sense of community here

Thanks to the 5,000 people who responded! Read the findings and key trends from our 2019 Midtown Community Survey.

Click here to read the 2019 Midtown Community Survey.

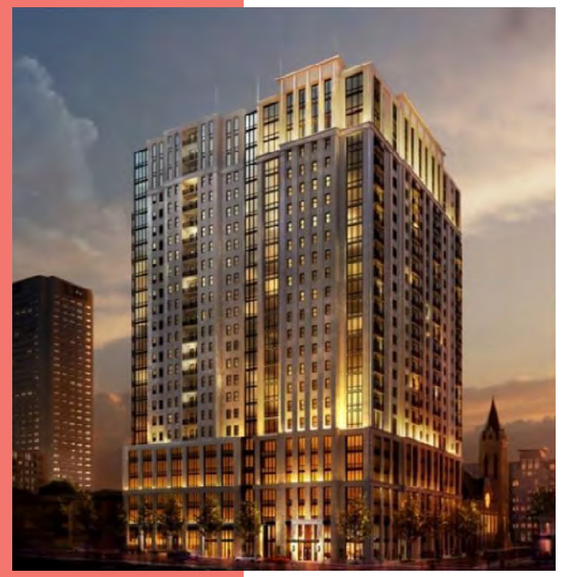
11.9%

Office vacancy rate in Midtown thru Q3 2019, lowest among the three urban submarkets *(Source: Colliers)*

1.2M

Combined total visitors to 11+ signature community events in 2019 including:

- Dogwood Festival
- Atlanta Pride Festival
- Atlanta Jazz Festival
- Children's Christmas Parade
- St. Patrick's Day Parade
- Piedmont Park Arts Festival
- Streets Alive
- Atlanta Food & Wine Festival
- Music Midtown, etc.



Win-Win for Better Design

The buildings rising on Midtown's streets today will be here for the next century, which means it's vital to ensure they reach beyond mere compliance with the city's zoning code. In 2019, developer StreetLights Residential collaborated with the Midtown Development Review Committee and Atlanta City Studio to further strengthen the design for its proposed tower at 5th and Juniper. Modifications included removing a Gothic-style gable and setting balconies into the architecture to better fit the neighborhood's character and enhance the skyline.

Click here to read more about this project in ***Before and After: Two Projects Achieve Stronger Designs Through Collaboration.***

TRANSPORTATION AND PUBLIC IMPROVEMENT PROJECTS

TRANSPORTATION AND PUBLIC IMPROVEMENT PROJECTS

$47M

Total estimated value of public improvement projects currently advancing

$12M

Budgeted amount for projects that are expected to advance in 2020 ($4.6M MID, $7.4M other funding sources)

Keep up with improvement project news and info at **MidtownATL.com**

31

Public improvement projects advancing including:

Construction

Peachtree Intersection Improvements	$1.6M
3rd, 4th, 13th Street Conversion to Two-Way	$1.5M
MARTA Arts Center Station Enhancements (West Peachtree)	$375K
Sidewalk Improvements	$100K

Pre-Construction

Juniper Streetscape	$8.7M
"Last Mile" Intersections	$2M

Design/Engineering

Piedmont Ave. Complete Street	$5.2M
15th Street Extension	$4.1M
Art Walk	$3.8M
Spring Street Streetscape, N of 17th St.	$2.9M
5th Street Improvements	$2.3M
Commercial Row Commons Mini-Park	$865K
New Traffic Signals	$525K
Real-Time Transit Arrival Signs	$375K

Concept

10th Street Bridge Enhancements	$7.2M
West Peachtree Bike Lane	$1.9M
Spring Street Bike Lane	$1.6M
15th Street Arts Center Plaza (SW Corner)	$300K
10th Street Park Enhancements	$250K
15th Street Arts Center Plaza (SE Corner)	$75K

Coming Soon: New Ways to Navigate one of ATL's Busiest Corridors

Using input gathered in 2019 from online submissions and public meetings, Midtown Alliance and the City of Atlanta are advancing designs for the proposed 5th Street Complete Street Project between Williams and West Peachtree Streets. At the epicenter of Tech Square, 5th Street is busy with students, employees and retail traffic. Revised designs will maintain the street's vibrancy and reduce potential for conflicts between pedestrians, cyclists and vehicles.

$1M

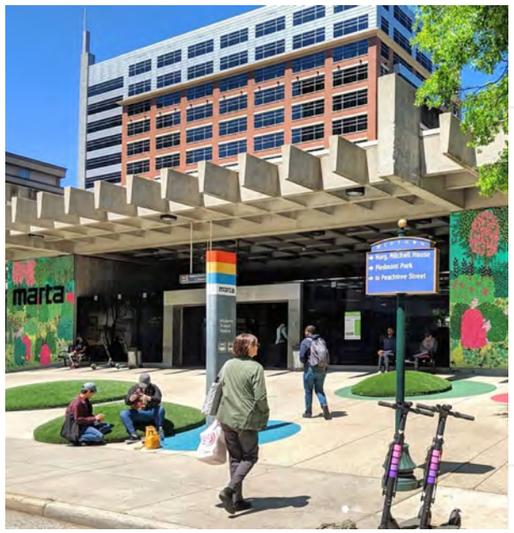
Sidewalk repairs delivered throughout the District since 2014

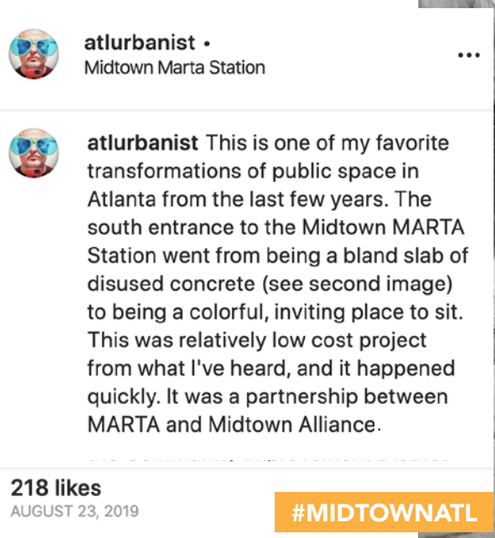
$39.21

Percentage of respondents to the 2019 Midtown Community Survey that believe future investment in walkability should be a high priority, followed by:

- transit (90%)
- cycling (79%)
- e-scooters (42%)
- cars (39%)

(n=4,807)





JIMMY JOHN'S
JJ
GOURMET SANDWICHES
UPS
SNACKS
BURGERS & SANDWICHES
ENTREES
LunchSpecial
VOLUNTEER
BIRD
fadó
FOOD
DRINK
BANTER

MOBILITY

+20%

Increase in transit pass sales YTD 2019 compared to same period 2018

104K+

Monthly and multi-trip transit passes sold to employers in the Atlanta region in 2018 by the Midtown Transportation team

107

Workplaces and property managers partnering with Midtown Alliance on commute options programs

Trying New Approaches to Safer Streets

For one week in October, Midtown Atlanta was home to the city's first Pop-Up Bike Lane, a demonstration project as part of Mayor Bottoms' Action Plan for Safer Streets. Midtown Alliance, the City of Atlanta and volunteers installed temporary barriers and signage on 10th Street between Myrtle and Juniper Streets, improving connectivity for people riding bikes and scooters between the Atlanta BeltLine and Peachtree. About 40 volunteers braved rainy, cold conditions to set up the lane, which was used by more than 300 cyclists. Data gathered during the demonstration, which will help transportation officials better understand impacts of infrastructure changes on our community.

Click here to view the recap video, *Safer Streets: 10th St. Pop-Up Bike Lane Debuts in Midtown ATL.*

50%

Percentage of current Midtown Transportation Partners that have earned Platinum status, which means 20% of commute trips to these workplaces involves using alternatives to driving alone

7M

Total number of pedestrians counted at 9 key intersections in 2019

See quarterly trend data on pedestrian activity in our Resource Center.

Click here to visit the Midtown Resource Center.

94%

Percentage of respondents to the 2019 Midtown Community Survey that agree Midtown is no longer a place to just drive through quickly *(n=4,510)*

Safer Streets for All

Fatalities involving four people riding e-scooters in the City of Atlanta in 2019 brought more attention to the gaps between city infrastructure, e-scooter riders and motor vehicle operators. The City of Atlanta and Midtown Alliance are partnering on new approaches to deliver quick-build infrastructure that creates dedicated space on Midtown streets for light individual transport (LIT) options. In July 2019, citizens organized a human-protected bike lane demonstration event on West Peachtree Street near 15th Street, the site of a fatality.

PLACEMAKING

190

Hours of live musical performance provided to transit riders and the Midtown community at both Arts Center and Midtown MARTA stations

250K

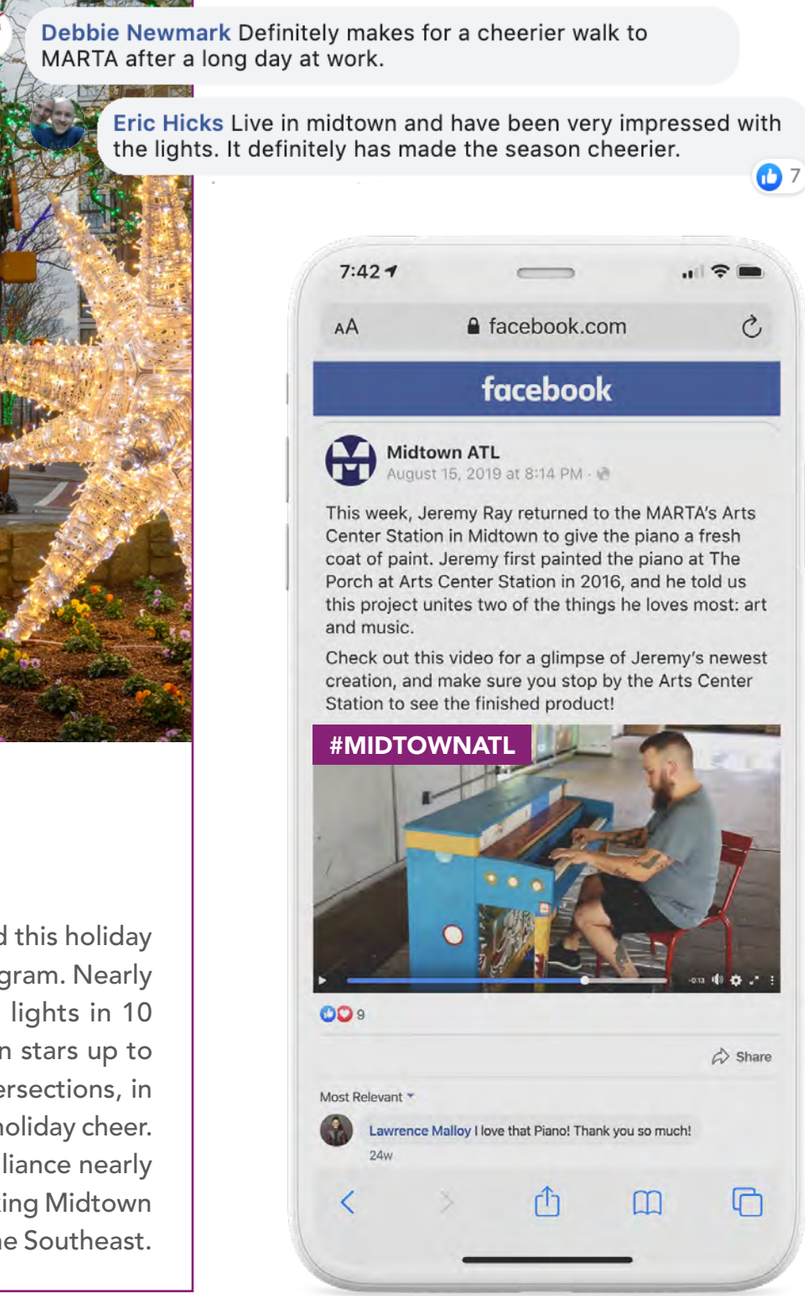
LED lights installed throughout the District as part of Midtown Alliance's holiday lighting program

95%

Percentage of respondents to the 2019 Midtown Community Survey that feel it would be desirable to have more smaller parks and plazas throughout Midtown *(n=4,871)*

All is Bright

Midtown transformed into a technicolor wonderland this holiday season with the Midtown Bright holiday lighting program. Nearly 100 trees along Peachtree were wrapped in LED lights in 10 different colors, and 22 three-dimensional Moravian stars up to 23 feet in height were strategically placed near intersections, in plazas and even on top of the Fox Theatre to spread holiday cheer. Due to the program's previous success, Midtown Alliance nearly doubled the number of lights on display in 2019, making Midtown Bright one of the largest public lighting displays in the Southeast.



PUBLIC SAFETY

34K+

Hours of supplemental public safety patrolling in Midtown for 2019

700+

Weekly hours of patrolling in 2019

On any given day, 110,000 daytime workers, residents and visitors spend time in this 1.2 square-mile area.

Public Safety Numbers Year Over Year	2016	2017	2018	2019
Homicide	1	1	1	1
Rape/Sexual Assault	8	5	3	5
Robbery (Commercial)	5	5	3	8
Robbery (Pedestrian)	17	15	18	13
Aggravated Assault	27	14	19	23
Burglary (Non-Residential)	39	23	16	12
Burglary (Residential)	29	14	18	26
Theft from Non-Vehicle (Petty Theft)	224	247	216	214
Theft from Vehicle (Entering Auto)	325	312	401	385
Auto Theft	55	92	97	89

93%

Reported crime incidents inside the MID boundary that are classified as nonviolent property crime

73%

Percentage of respondents to the 2019 Midtown Community Survey that feel Midtown is safer than or as safe as it was five years ago

4K+

Business contacts made by Midtown Blue, involving daily visits with business owners, property managers and building security

Untangling Homelessness

The "eyes and ears of Midtown," Midtown Blue's Homeless Outreach has helped six people in the past three months to find jobs or housing. Midtown Blue's one-on-one approach, focused on first building trust, will continue to help connect the district's homeless with resources in 2020.

Click here to read our three-part series, *Untangling Homelessness in Midtown*.

MIDTOWN Blue

A program of Midtown Alliance

CLEAN & GREEN

GYRO BROS
One Hour Free Deck Parking
GYRO BROS
ABM
MIDTOWN Alliance
cycle
MIDTOWN
Keeping Midtown Clean and Green

7

Days per week that Midtown Green crews are working shifts in the District—emptying trash, landscaping and performing ongoing maintenance

30K

Total square feet of plazas and medians maintained and planted with seasonal plantings, as well as several acres of park space and greenways maintained throughout MID

1,150+

Instances of graffiti and stickers removed in 2019

261K

Weight in pounds of debris picked up by Midtown Green district-wide in 2019

District in the Forest within the City in the Forest

There are more than 2,500 street trees in our 1.2 square mile district, including 1,000 that have been planted within the last five years. Many residents, workers and visitors don't realize that there is a dedicated team of caretakers for the trees in the district — the Midtown Alliance Green team. Members of the team are specially trained to help trees withstand specific challenges of an urban location.

2,560

Total trees now maintained on Midtown streets, including planting, pruning, nutrition, and replacement as needed (up from 2,200 trees in 2014)

226

Issues reported to the City of Atlanta affecting right-of-way access and operations issues

79%

Percent success rate in 2019 for closing out issues reported to the City of Atlanta. This includes potholes, storm drain clean out, light outages, caved in catch basins, sinkholes, water main breaks, etc.

34

Midtown buildings taking part in the Atlanta Better Buildings Challenge, each achieving at least 20% reduction in energy/water consumption one year ahead of scheduled 2020 deadline

COMMUNITY ENGAGEMENT

COMUNITY ENGAGEMENT

5,000+

Respondents to the 2019 Midtown Community Survey, the largest known sample size for an effort of its kind in the Eastern US

60

New Midtown Alliance members signed on in 2019

95%

Midtown Alliance member renewal rate

5,000+

Attendees at Midtown Alliance events in 2019

Making Connections

Midtown Alliance hosted 17 events for the community in 2019, including our series of networking events, town hall meetings, restaurant tours, lunchtime entertainment performances and the second-annual Parliament of Owls lantern parade. Colleen Corona, an empty nester who moved here with her husband from Boston a year ago, heard about Midtown Alliance and started coming to events to connect with people in the area.

"We love the events because they allow us to meet people, stay updated on what is happening in our community, and see places in Midtown we haven't seen before," she said. "Midtown Alliance has given us a way to integrate into the neighborhood."

1,000

Estimated attendees at the second annual Parliament of Owls lantern parade

5,000+

Estimated visits during the 3rd Annual Open House Atlanta event that gave the public access to 40+ Midtown / Downtown buildings

91%

Percentage of 2019 Midtown Community Survey respondents who indicated they are "somewhat" or "very" familiar with Midtown Alliance's work, an increase of 7 percentage points over the 2016 survey

12%

Year-over-year increase in unique page views on the Midtown Alliance News Center, which is one of the top-five most visited sections of the website

LEADERSHIP

Midtown Alliance's 70-person Board of Directors and Executive Committee represent a broad range of Midtown stakeholders including businesses, colleges and universities, arts and cultural attractions, residents, public sector partners, elected officials, hospitality and non-profits.

The Midtown Improvement District is governed by a nine-person board of directors elected by property owners, with three members appointed by the Mayor and President of the Atlanta City Council.

Thank you to all of these leaders who lend their time and their guidance to make Midtown a place of distinction that gets even better as the district continues to grow.

2020 Midtown Alliance Board of Directors

* Executive Committee Member

Mark C. Toro, Chair*
Managing Partner
North American Properties - Atlanta ltd.

Andre Anderson
First Vice President & COO
Federal Reserve Bank of Atlanta

John Avery
Director - ATDC
Georgia Institute of Technology

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Chief Operating and Development Officer
Selig Development

Ambrish Baisiwala*
CEO
Portman Holdings

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Professor of the Practice & Former Chair,
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Georgia Institute of Technology

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PwC

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Federal Reserve Bank of Atlanta

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Invesco

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Equifax

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Lord Aeck Sargent

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PNC Financial Group

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Noble Investment Group

Wendell Burks
Senior Credit Officer
Regions Bank

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Executive Director for Infrastructure Project
Georgia Power

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Perkins + Will

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City Realty Advisors

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Georgia Minority Supplier Development Council
GDOT Board Member,
5th Congressional District

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Center State Bank

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Georgia Institute of Technology

Robin Morey
Vice President & Chief Planning Officer
Emory University

2020 Midtown Alliance Board of Directors - Continued

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Atlanta Botanical Garden

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Managing Director
NELSON

Matt Mooney
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& Managing Director,
Atlanta Cousins Properties

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Midtown

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Atlanta Convention and
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Real Estate Banking
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Whole Foods Market,
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Allan Vella
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Managing Partner
Childress Klein Properties

The Hon. Amir Farokhi
Council Member
District 2, Atlanta City
Council

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Turner Properties Inc.

John McColl
Executive Vice President
Cousins Properties

Malloy Peterson
Senior Vice President
Selig Enterprises

Scott A. Specht
Partner
Jones Day

Michèle Taylor, Treasurer
Mayoral Appointee

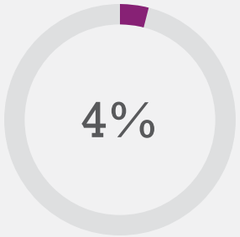
Kevin Green, Secretary
President & CEO
Midtown Alliance

FINANCIALS

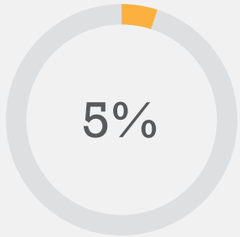
Midtown Alliance is funded through member dues, public and private grants, and through the Midtown Improvement District for designated programs and projects.

The Midtown Improvement District (MID) was created as a Community Improvement District (CID) in 2000 when Midtown commercial property owners agreed pay a voluntary contribution to fund certain programs and projects above and beyond the basic level of city-provided services. In the time since this structure was created, the commercial property tax digest in Midtown has more than tripled in value.

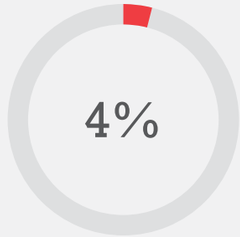
Fiscal Year 2020
$20,372,000



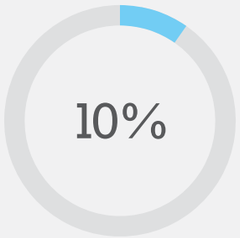
Operations/G+A
$818,000



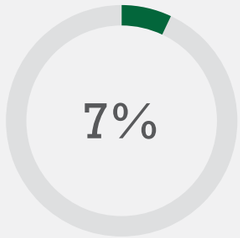
Communications/Membership/Events
$931,000



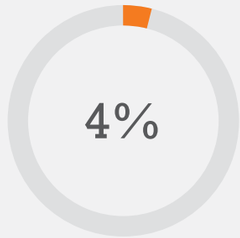
Planning/Urban Design
$709,000



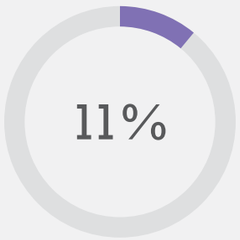
Public Safety
$2,017,000



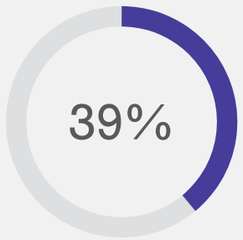
Maintenance/Landscaping
$1,460,000



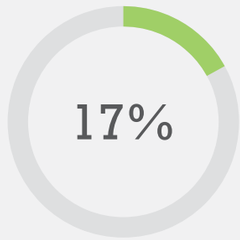
Transportation
$708,000



Intersections/Sidewalks
$2,317,000



Streetscape Improvements
$7,923,000



Parks/Plazas
$3,485,000

NEXT

"You get the city you build."

As shared at our 2019 Annual Meeting, this sentence speaks to the potential of this new decade. Which must be different than the last decade if the Midtown community is going to achieve all the goals in front of us to create an exceptional urban place. Find your role in it. Here are some ideas to get you started:

Mark your calendar to attend an upcoming Let's Talk Midtown, Mix It Up event, public meeting or informational session

Plug Midtown Blue's phone number – 404-817-0500 – into your contacts in case you ever need it (in an emergency, call 911 first, then call Midtown Blue)

Take a photo of something outside that delights you and post to Instagram with #midtownatl

If your employer or residential building is not currently a Midtown Alliance member, encourage them to join by contacting us

Follow us on Facebook and post a comment on our page about something that interests you

If you see a visitor on the sidewalk who looks like they need directions, stop and help

Sign up to receive our monthly Business & Real Estate Report e-newsletter for a summary of major development projects being built in Midtown

Pick a new restaurant in Midtown to try out with a co-worker or neighbor

Subscribe to our Midtown Monthly e-mail newsletter for the latest stories on projects, programs and events happening in the district

And if you're already signed up, forward an issue that interests to you to a friend or co-worker

When you're behind the wheel, drive 25 MPH

Download our IN*MidtownATL member app on your smartphone to find unique offers and discoveries around the district, and tell us how you like it

IN*MidtownATL
App Powered by MIDTOWN Alliance

Remember to lock your car and keep valuables out of sight: car-break ins are down in Midtown over the last couple of years. Let's keep the momentum.

Give us feedback on how we're doing at Feedback@MidtownATL.com

Challenge a friend to a game of badminton or beanbag toss in 10th Street Park, or a pingpong match at 15th Street Park

Attend a free Lunchtime Culture event at a Midtown arts institution to hear a brief lecture

If you see some litter on the sidewalk… pick it up and throw it away or recycle

Opt for a MARTA bus or rail trip instead of driving

See an exhibit or a show at a Midtown cultural venue you haven't visited before

Hop on a Relay bike for a short trip in Midtown and see how it works

Attend the 2020 Atlanta Streets Alive event on Peachtree Street this year and commit to meet at least one new person

Buy Midtown Atlanta branded swag at a local retail store and show it off

Read the Blueprint Midtown 3.0 action plan on our website to get a better sense of future design priorities informed by community input

Explore a corner of Piedmont Park that you haven't seen before

Work with us to set up a small-group brown bag "lunch and learn" about Midtown current events at your office or residential building

Get out and read the historical narratives on all 28 wayfinding signs throughout the district

Bring Midtown Blue representatives to your office or residential building for a free public safety and crime prevention class and to learn more about what they do

Support local businesses and retailers

Attend an upcoming open house meeting about proposed capital improvement projects to give your feedback

Start up or relocate a business here

Organize a group outing in Midtown with some neighbors or co-workers

Attend a showcase event/demo at Tech Square to learn about new technology

Picnic or brown bag at a nearby park

Play a tune on the piano outside the Arts Center MARTA station, or grab a book from Midtown's Little Free Library

Meet with local clergy for introductions to programs impacting Midtown

Encourage your workplace to get connected to free commuter programs and services offered through the Midtown Transportation team

MIDTOWN Alliance

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