

An aerial photograph of Midtown Atlanta. In the background, several tall skyscrapers are visible against a clear sky. In the foreground, a large brick building with many windows is partially obscured by trees with vibrant yellow and orange autumn foliage. A street with a few pedestrians and a red car is visible at the bottom.

OVERVIEW: MOVING FORWARD WITH **Blueprint Midtown 3.**

Moving Forward with Blueprint Midtown 3.0

This document is a summary of the Blueprint Midtown 3.0 (BPM 3.0) master plan, which can be found [here](#).

Blueprint Midtown (BPM) 3.0 is a comprehensive plan to guide Midtown Atlanta's growth over the next three decades. It is a living document, one that will be updated over time, but maintains its core principles. The overriding goal of BPM 3.0 is to ensure that Midtown gets even better as it grows, both for those here now and those coming.

The original BPM was put in place in 1997, and updated in 2005. A lot has changed since then. Updating the plan now allows the Midtown Alliance to take full advantage of the opportunities that are here and coming; recalibrate the plan to ensure it remains highly effective and actionable; and re-energize the community around a unified and renewed vision that is both exciting and achievable.

Blueprint Midtown 3.0 builds on recent successes, incorporates previously completed studies and corridor plans, and refines site-specific recommendations. It was developed with extensive input from more than 6,000 Midtown employers, property owners, residents, workers, visitors, public-sector partners and subject-matter experts in a robust discussion of Midtown's future in 2015-16. This outreach ranged from charrettes and mapping exercises to community surveys. Through this work, we were able to get a clear understanding of both priorities and opportunities for Midtown's future to inform this plan update.

MIDTOWN ALLIANCE & BLUEPRINT MIDTOWN

The Midtown Alliance is a non-profit organization of business and community leaders dedicated to ensuring an exceptional urban experience in Midtown. We accomplish this goal through a comprehensive approach to planning and development that includes initiatives to enhance public safety, improve the physical environment, and strengthen the urban amenities that give the area its unique character. We are on the ground every day working as partners, funders, implementers, facilitators and advocates. Since 1978, Midtown Alliance has facilitated Midtown's progress, transforming this part of Atlanta into a true mixed-use, live-learn-work-play community. Since 1997, we have been guided by Blueprint Midtown, our visionary, community-derived master plan. This physical plan and its updates have driven the phenomenal transformation of Midtown through a range of programs and tools and the strategic investment of more than \$400M in new public infrastructure. Policies laid out in Blueprint Midtown have guided public and private investment to create our clean, safe, and vibrant urban environment with quality design, a diverse and balanced mix of uses, robust transportation infrastructure, and green, open spaces.



Today's

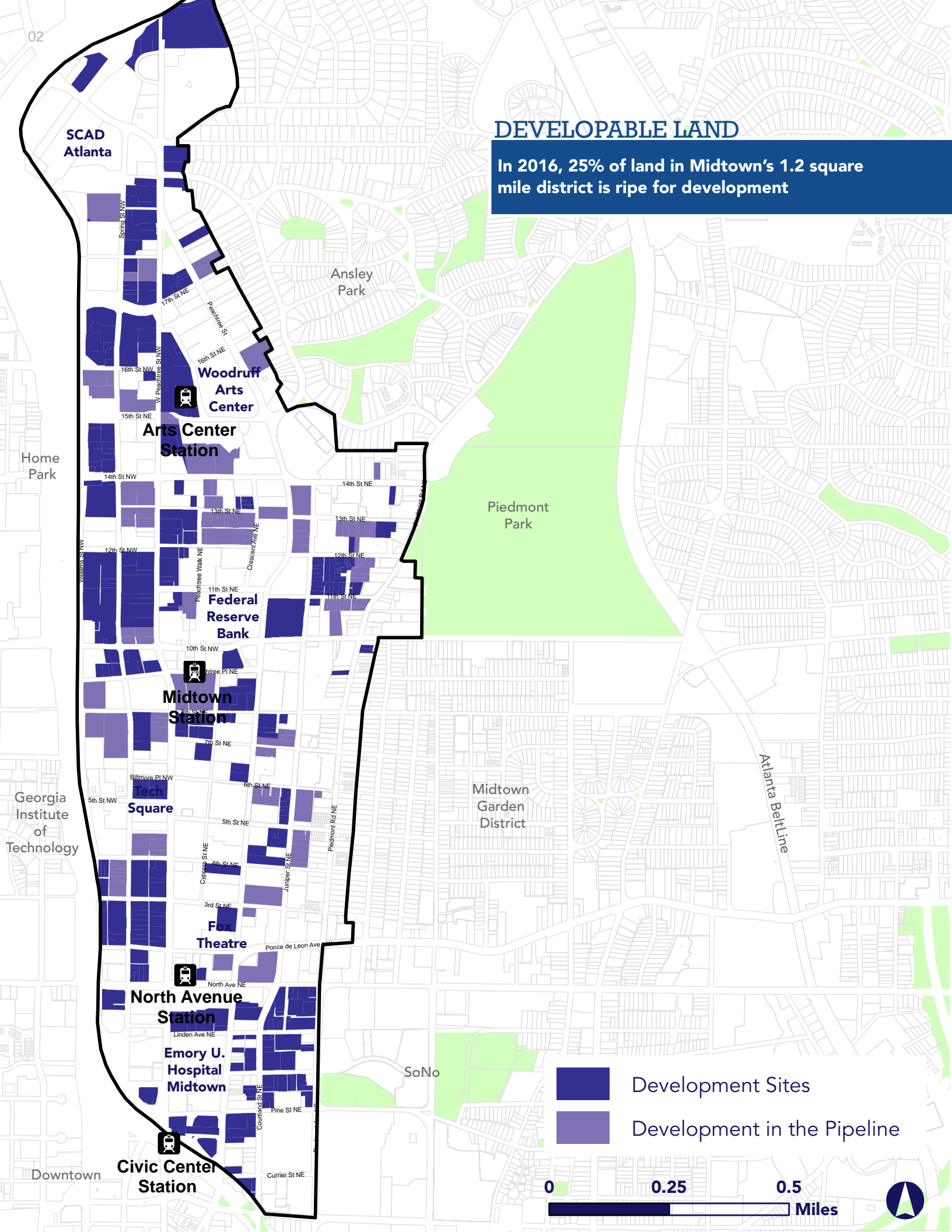
MIDTOWN

Atlanta

Today, the Midtown core is a thriving, 1.2 square mile mixed-use district in the heart of Atlanta, prized for its walkable, tree-lined streets linking the city's premier arts and cultural attractions, parks, restaurants, residents and major employers. Over the last two decades, the pace of new development in Midtown has been astonishing, with more than 60 major high-rise developments delivered.

DEVELOPABLE LAND

In 2016, 25% of land in Midtown's 1.2 square mile district is ripe for development



SCAD
Atlanta

Ansley
Park

Woodruff
Arts
Center

Arts Center
Station

Piedmont
Park

Federal
Reserve
Bank

Midtown
Station

Tech
Square

Midtown
Garden
District

Fox
Theatre

North Avenue
Station

Emory U.
Hospital
Midtown

Civic Center
Station

Atlanta Beltline

SoNo

Development Sites

Development in the Pipeline

0 0.25 0.5
Miles



The Opportunity






As much activity as Midtown has experienced over the last two decades, the next two will bring even more profound change. Midtown is well-positioned to accommodate the incoming growth.

With its networked street grid and complete ease of access to transit, the physical “bones” are in place for Midtown to continue to grow as a premier live, work, and play destination. While the pace of new development will fluctuate with market conditions, with 25% of land in the Midtown core available for development or redevelopment, Midtown can expect to see strong growth as people and companies are attracted to its central location and urban amenities. This is consistent with the nationwide trend of cities capturing ever-larger shares of growth in mixed-use centers. These trends are even more pronounced in urban districts like Midtown that offer a vibrant urban lifestyle with a variety of restaurants, shopping and entertainment venues along with an abundance of talent, employers and residential choices in a walkable, transit-rich environment.

Midtown must deliver an exceptional urban experience on every dimension: unparalleled walkability, active street-life, abundant travel choices, ease of access and a clean, safe and attractive public realm. People thrive in places that are well-designed and engaging at the street-level. Furthermore, each new development will stand for the next century. We have one chance to get it right. Midtown is uniquely positioned to deliver this experience, and Midtown Alliance is committed to work relentlessly to achieve this vision.

One of the functions of the Blueprint Midtown 3.0 planning process is to project future development based on the amount of available land in Midtown, development projects in the pipeline, and the pace and type of development that has happened over the last 10 years. Blueprint Midtown is a build out plan, and as such, envisions the future of Midtown approximately 30 years from now when it has reached its full development potential.

By the Numbers

	pre-1997	post-1997	existing today	forecasted future development	forecasted total build-out
 Residential	4,342 (units)	8,803	13,237	21,057 (units)	34,294
 Hotel	2,628 (rooms)	1,392	4,020	6,111 (rooms)	10,131
 Office	14,251,847 (sf)	6,077,781	20,329,628	10,965,472 (sf)	31,192,716
 Institutional	664,124 (sf)	1,437,395	2,101,050	2,019,050 (sf)	4,120,569
 Retail	312,470 (sf)	716,658	1,029,128	2,072,446 (sf)	3,101,574



Recommendations:

Overview

The results of extensive community outreach for this plan reinforce a vision for Midtown that has remained generally consistent over time: a livable, walkable district where people, business and culture converge to create a community with a distinctive personality and a superior quality of life.

FUNDAMENTALS

This plan reflects the essential principle that great urban environments begin at the street level.

This plan calls for:

- Sidewalks and streets that encourage walking, biking and transit;
- More public spaces and plazas, ranging from small button parks to larger civic gathering areas, that are active and dynamic with enhancements, programming and public art;
- New development/ redevelopment designed to be visually appealing, that embrace and activate the sidewalks and public realm and that encourage transportation alternatives while reducing reliance on the single-occupant automobile;
- A diversity of retail destinations to better serve Midtown’s consumer market.

TOOLS

The Midtown Alliance has a long track record of not just planning, but also implementation.

Tools that support implementation of this plan include:

- Requirements for new development embodied in zoning and development regulations (including building and site design, land use, density);
- Infrastructure investments to be implemented and/or advocated (transportation, public space, catalytic public improvement projects);
- Partnerships to achieve shared objectives through creative solutions;
- Guidance and recommendations for new development and/or enhancements on private property (building design at the street-level; retail spaces; suggested public space enhancements, etc.);
- Supportive programs to be undertaken by the Midtown Improvement District/Midtown Alliance (clean & safe, urban design, transit advocacy, etc.).

ORGANIZATION

BPM3.0 focuses on both broad and place-based improvements.

Blueprint Midtown 3.0 is organized into three sections and an appendix:

- District-wide Recommendations
- Character Area Recommendations
- Appendix: Project Plans

Recommendations:

Land Use & Building Design

Overall Goal: Coordinate with private development to deliver a high-quality, pedestrian-friendly, urban environment that meets the needs and desires of the Midtown community.

INITIATIVES

- Continue to have a balance and mix of uses - office, housing, retail, and hotel - to make areas active at various times of day.
- Support anchor institutions and cultivate economic clusters like Tech Square, Savannah College of Art & Design, Emory University Hospital Midtown, by fully leveraging these ecosystems. This may include things like more flexible office spaces where start-ups can grow and scale as they graduate from incubators or accelerators.
- Promote a diversity of housing types, including larger units that can accommodate growing families and smaller units/micro-units.
- Explore affordable housing strategies in coordination with the City of Atlanta's larger objectives.
- Encourage residential development to achieve a better jobs-housing balance.
- Ensure consistent design quality of new development that embraces the public realm and provides an active, pedestrian-oriented environment.
- Organize Midtown's corridors into street types to concentrate retail space, active ground-floor uses, and vehicular site access.
- Concentrate shopping and dining establishments on designated streets to develop a deliberate mix of shopping and services by corridor/node.
- Incorporate sustainable building design into new development and redevelopment to ensure resource efficiency and quality (water, energy, air).
- Continue to require that buildings graduate in height along Juniper Street and Piedmont Avenue to transition from the commercial district into the adjacent single family neighborhoods.
- Development of new ground floor space should exhibit the following criteria:
 - Spaces that allow for flexibility in use and are able to adapt to future conditions and changing retail uses;
 - 40' retail bay depths, 75% fenestration, and doors the lead directly to the public sidewalk on designated retail corridors.
 - Storefronts and signage that are differentiated by each business to reflect the brand of the retailers; and
 - Ground-floor spaces that when used for building services are easily retrofitted for retail uses in the future.
 - Preserve and enhance historic buildings, sites and districts that reflect Atlanta's cultural, social, economic and architectural history.



Recommendations:

Transportation

Overall Goal: Continue to invest in Midtown's infrastructure to make the district safer and more accessible, vibrant, and multi-modal. Undertake an integrated approach to transportation enhancements that provides safe access and mobility for all users, including pedestrians, bicyclists, transit riders of all ages and abilities, as well as motorists.

INITIATIVES

- Continue to improve walkability through investments in streetscapes and signalized and striped pedestrian crossing crossings.
- Build out a safe and connected bicycle network.
- Improve local and regional transit connections and frequency.
- Undertake intersection improvements that mitigate congestion and conflicts.
- Improve connectivity for Midtown's street grid through street extensions, new connections across the Interstate highways, and pedestrian pathways.
- Enhance Midtown's multi-modal network through street configuration projects that increase circulation, navigability, and connectivity for all users.
- Expand employer-commuter programs and customized support through the Midtown Transportation program.
- Accommodate service-based and technology solutions like on-demand ridesharing, car sharing and bike-share.
- Strengthen connections from Midtown to the rest of the region and build gateways into the district.
- Plan for technological innovations such as autonomous vehicles that may transform the nature of transportation.

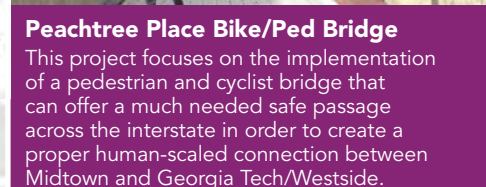
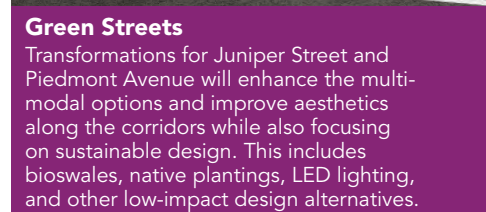
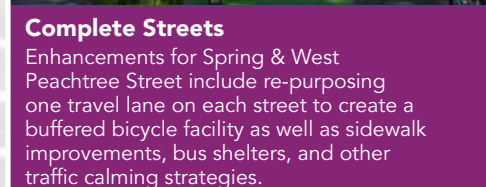
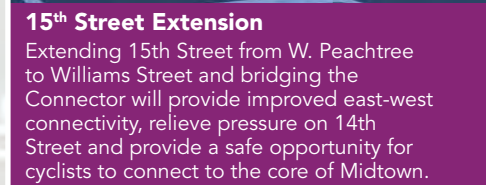
Transportation Network

The map displays the following features and projects:

- Infill MARTA Station:** Indicated by a blue train icon.
- Future Enhanced Transit Corridors:** Shown as solid red lines.
- Future Bike Lanes:** Represented by dashed blue lines.
- Existing Bike Lanes:** Represented by solid blue lines.
- Atlanta BeltLine:** Shown as a thick brown line.
- New Streets:** Represented by purple dashed lines.
- New Pedestrian Paths:** Represented by purple solid lines.
- One-to-Two Way Conversions:** Represented by red dashed lines.
- Future Street Redesign Projects:** Shown as thick green lines.
- Completed Streetscape Projects:** Shown as thin green lines.
- Future Street Grid Reconfiguration:** Represented by grey dashed lines.

Key locations and streets labeled include: Peachtree St NE, W Peachtree St, Buford Hwy, 19th St, 18th St, 17th St, 16th St, 15th St, 14th St, 13th St, 12th St, 11th St, 10th St, 8th St, 7th St, 5th St, 4th St, 3rd St, North Ave, Linden Av, Prescott St, Pine St, Peachtree Pl, Peachtree St NE, Peachtree St SW, West Peachtree St, Peachtree Wk, Crescent Av, Juniper St, Evalyn St, Cypress St, Armstead Pl, and Interstate 75/85.

A scale bar at the bottom right indicates distances of 0, 0.25, and 0.5 miles.



Recommendations:

Public Spaces

Overall Goal: Build out a network of permanent and temporary parks, plazas, courtyards, and multi-purpose spaces that are safe, well-designed, environmentally sensitive, and activated to provide for recreation, leisure, health, and human connections in this dense urban environment.

INITIATIVES

- Embrace Midtown's streets as fundamental public spaces by creating corridors that are unique, active and engaging.
- Coordinate with property owners to make existing privately-owned, publicly accessible green spaces and plazas more functional and accessible.
- Create permanent signature parks to serve Midtown by purchasing property or re-purposing and enhancing other publicly owned land.
- Ensure appropriate programming to enliven and activate publicly-accessible spaces (such as games, public art, kiosks, etc.)
- Incentivize developers to incorporate well-designed, publicly-accessible parks, plazas, courtyards, and multi-purpose spaces into their projects to add to a network of community parks of varying scales.
- Continue to develop and maintain temporary and permanent smaller open spaces or "pocket" parks in high visibility locations.
- Ensure a clean, safe and highly-attractive public realm through state of the art public safety, maintenance and landscaping operations.
- Build functional and attractive gateway elements at major entrances into the district that provide a sense of arrival, such as new transit station and lighting enhancements, and bridgescapes.
- Design public spaces to be environmentally sustainable through materials selection and resource-efficient operations.
- Explore longer-term opportunities that include capping the interstate.

Greenspace Network

Future Projects

- Signature Park
- Neighborhood Park
- Open Space Component
- Art Walk
- Open Space/Activation Node
- Highway Beautification

Existing Network

- Open Space
- Convertible Lawns/Hardscapes
- Open Space/Activation Node

Civic Center

0 0.25 Mile

This aerial photograph shows the proposed stadium site in Atlanta. The stadium footprint is outlined in red. The site is bounded by 19th Street to the west and Peachtree Street to the east. The Federal Reserve Bank of Atlanta is visible to the northeast. The stadium is situated on a large, irregularly shaped lot. The surrounding area includes various green spaces, trees, and existing buildings. The stadium's location is highlighted by a red outline, and the surrounding streets and landmarks are labeled.

Art Walk

This project will transform Peachtree Walk and Cypress Street into a unique pedestrian experience punctuated by creative design treatments, lighting, and interactive artistic elements along a one-mile walk between the North Ave and Arts Center MARTA Stations.

Ponce Terminus

An early concept for a full-block development site bounded by Spring St, W. Peachtree St, Ponce De Leon Ave and 3rd St envisions major mixed-use development alongside a permanent, publicly accessible, signature park.

Activation Partnerships

Midtown Alliance's collaboration with the private sector to enhance and activate property yields pocket parks such as this one located at 10th Street and Peachtree Street.

A young man with a backpack is sitting on a white stool, playing a piano that is covered in vibrant, colorful graffiti. The piano is situated in a public space, possibly a transit station, with other people and colorful murals visible in the background.

"Hearts of the Arts" Placemaking

This initiative concentrates artwork and arts-centric programming in strategic, high-visibility locations to reinforce Midtown as a vibrant, engaging arts district.



DISTRICT CHARACTER AREAS



Character Area:

Arts

North of 15th Street to Peachtree Bridge

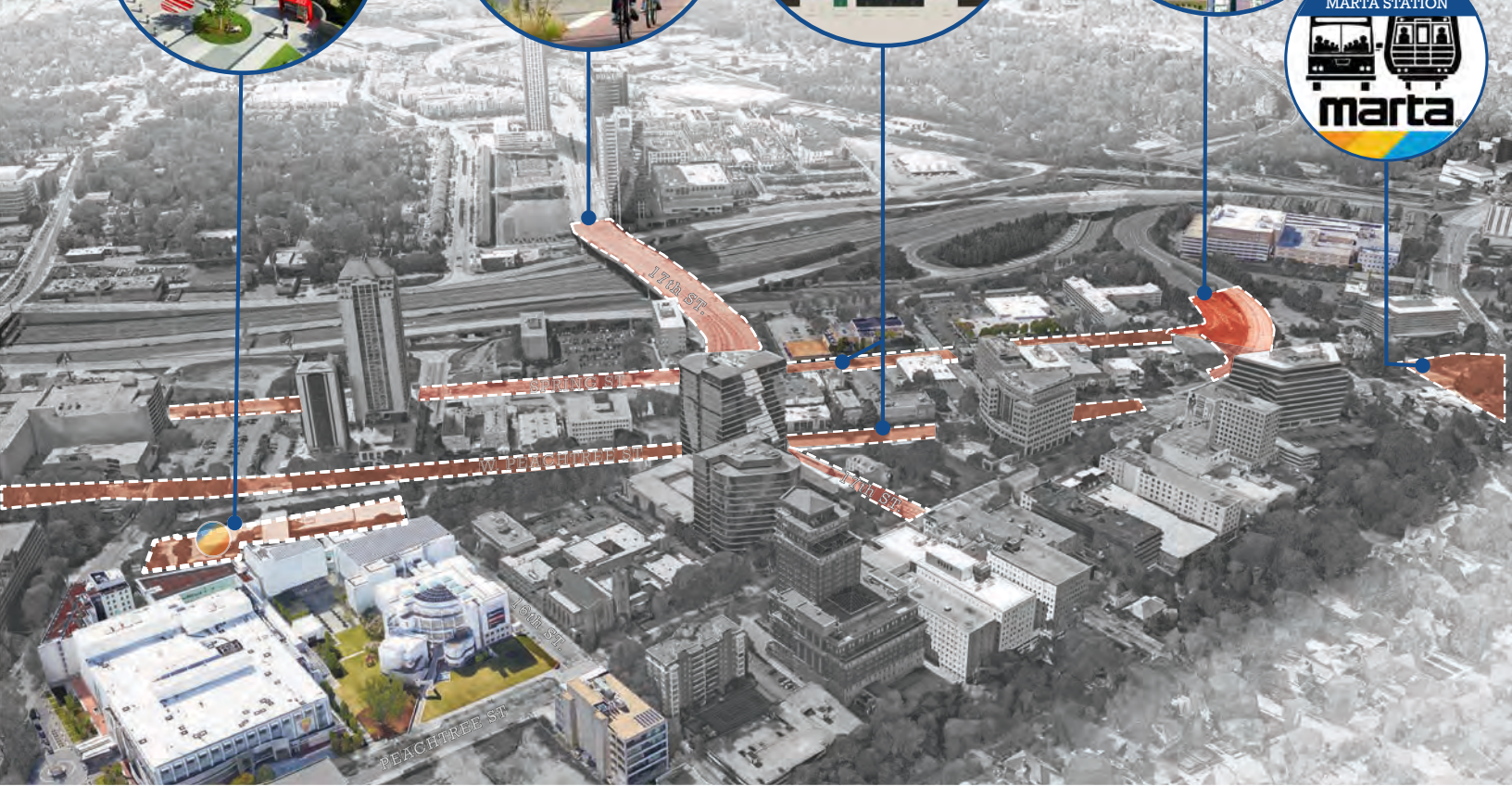


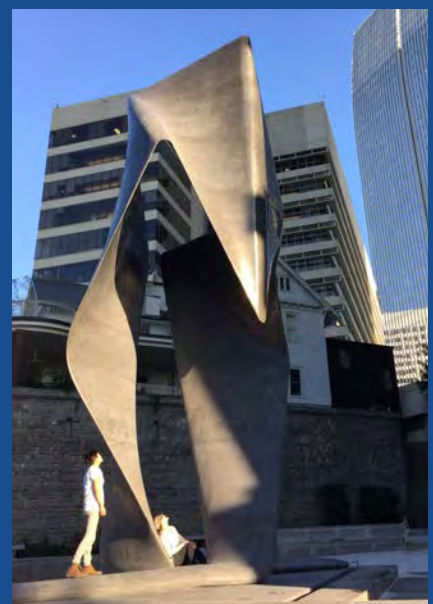
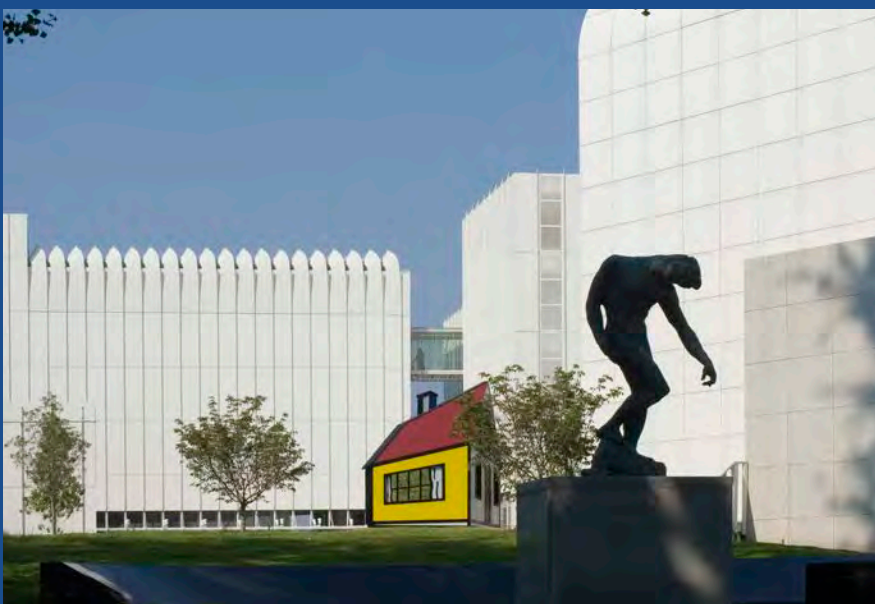
Vision: Reinforce the Arts area as the Atlanta region's cultural and creative epicenter anchored by strong arts and cultural institutions and a highly visual urban experience with public art, street-level galleries, boutiques, artist studios and outdoor dining.

DEFINING CHARACTERISTICS

The Arts area includes one of the Atlanta region's premier arts anchors, the Woodruff Arts Center, which includes four arts institutions on one campus: the High Museum of Art, the Atlanta Symphony Orchestra, and the Alliance Theatre, and Arts for Learning. Additional assets reinforce this area's identity as the epicenter for arts and culture, including the Museum of Design Atlanta, the Savannah College of Art and Design Atlanta and their Digital Media Center, the Center for Puppetry Arts, and Breman Jewish Heritage Museum.

CATALYTIC PROJECTS





Character Area:

Commerce

Central Midtown from 10th Street to 15th Street

Vision: Further enliven the Commerce area with significant public space amenities and enhanced connectivity to the rest of the region, sustaining it as a vibrant, walkable, corporate location of choice amenity-rich, premier office location.



DEFINING CHARACTERISTICS

The Commerce area is anchored by a core of prestigious Class A office buildings, including Colony Square, the Federal Reserve Bank of Atlanta, the Proscenium, Ten 10th Street, and Regions Plaza, 1180 Peachtree, and 1075 Peachtree Street.

CATALYTIC PROJECTS





Character Area:

Research & Technology

West side of Midtown from North Ave. to 10th St.

Vision: Amplify the energy of the Research & Technology area that unites research, learning, and entrepreneurship, and strengthen its collaborative environment by building high performing, dense development and third places such as cafes, co-working spaces and public parks.



DEFINING CHARACTERISTICS

The Research & Technology area is defined by the presence of Georgia Tech, as well as a rich array of business incubators, start-ups, corporate innovation centers, a growing amount of privately-owned student housing, and corporate campuses including AT&T and NCR Corp.

CATALYTIC PROJECTS





Character Area:

Landmark

East side of Midtown between 14th Street & Ponce de Leon Avenue

Vision: Embrace the stylish, urban character of this Landmark area that abounds with architectural gems, from historic assets to striking high-rises, and highlight its verdant personality with green streetscapes and street-level shops, restaurants, and cafes.



DEFINING CHARACTERISTICS

The Landmark area includes historic and modern architectural landmarks as well as a significant residential population and retail along Peachtree Street. Some of this area's most iconic destinations include Piedmont Park, the Atlanta Botanical Garden, the Fox Theatre, and Margaret Mitchell House.

CATALYTIC PROJECTS





Character Area: Medical

South of Ponce de Leon Avenue



Vision: Develop the Medical area as a thriving health and wellness district that encourages walking and biking for travel and leisure, provides access to fresh foods through grocery stores, farmers markets, and community gardens, and offers amenities such as quality greenspace, recreational facilities, and a concentration of destinations for shopping, dining and entertainment.

DEFINING CHARACTERISTICS

The Medical area of south of North Avenue is at the crossroads between Downtown and Midtown and includes the St. Lukes Episcopal Church, the Bank of America Plaza, One Georgia Center, Shakespeare Tavern, the Peachtree-Pine homeless shelter, two MARTA rail-stations (Civic Center and North Avenue) and Emory University Hospital Midtown.

CATALYTIC PROJECTS







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