

2019 MIDTOWN COMMUNITY SURVEY



Findings + Analysis

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- How Respondents Describe Midtown
- Transportation
- Parks + Open Space
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Much has changed since 2016:



30+

New office +
residential
projects have
been delivered
in a 1.2 sq mi
area



14K

New jobs
announced via
expansion or
relocation



5K

New residential
units delivered
in Midtown

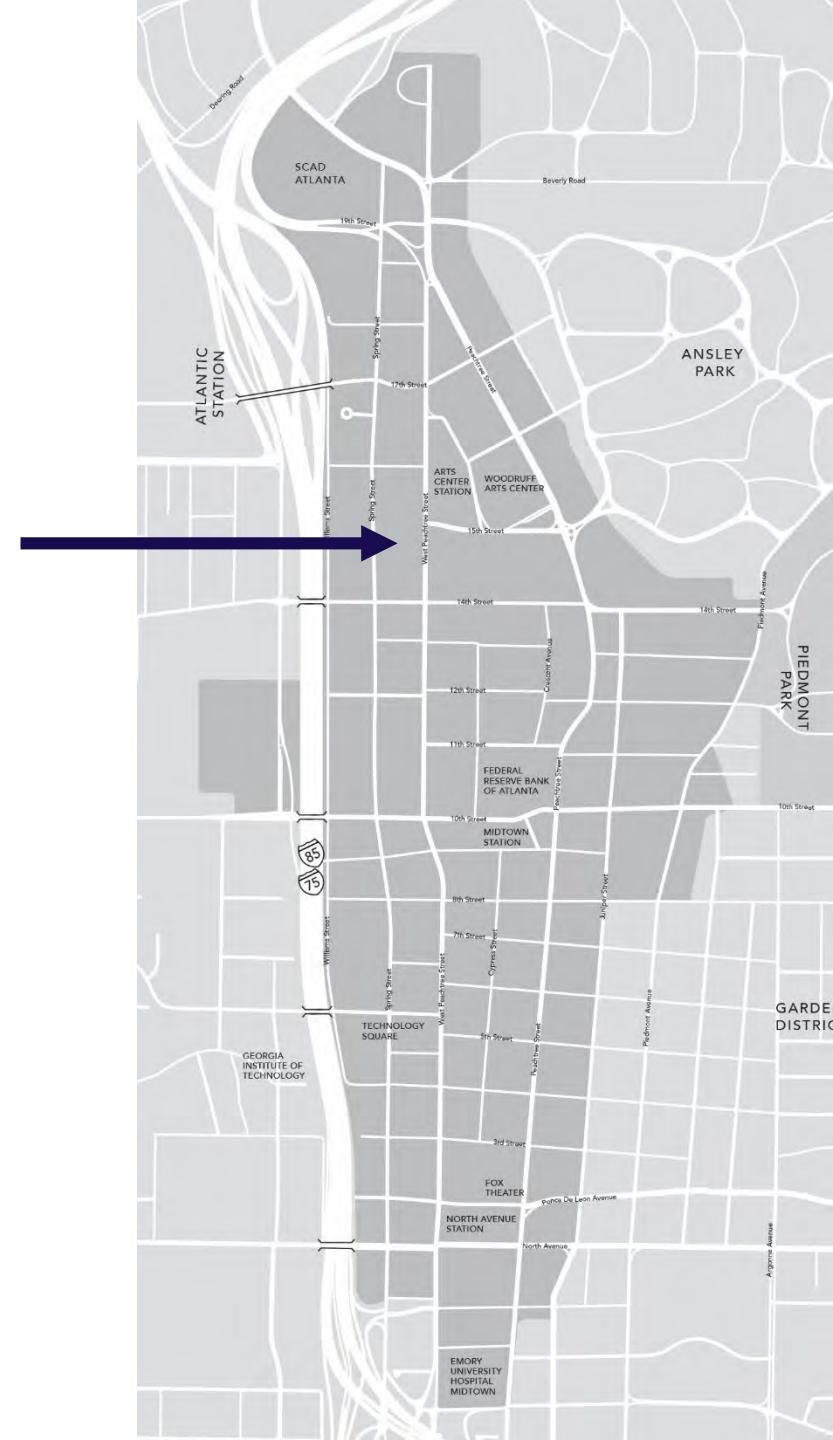


50

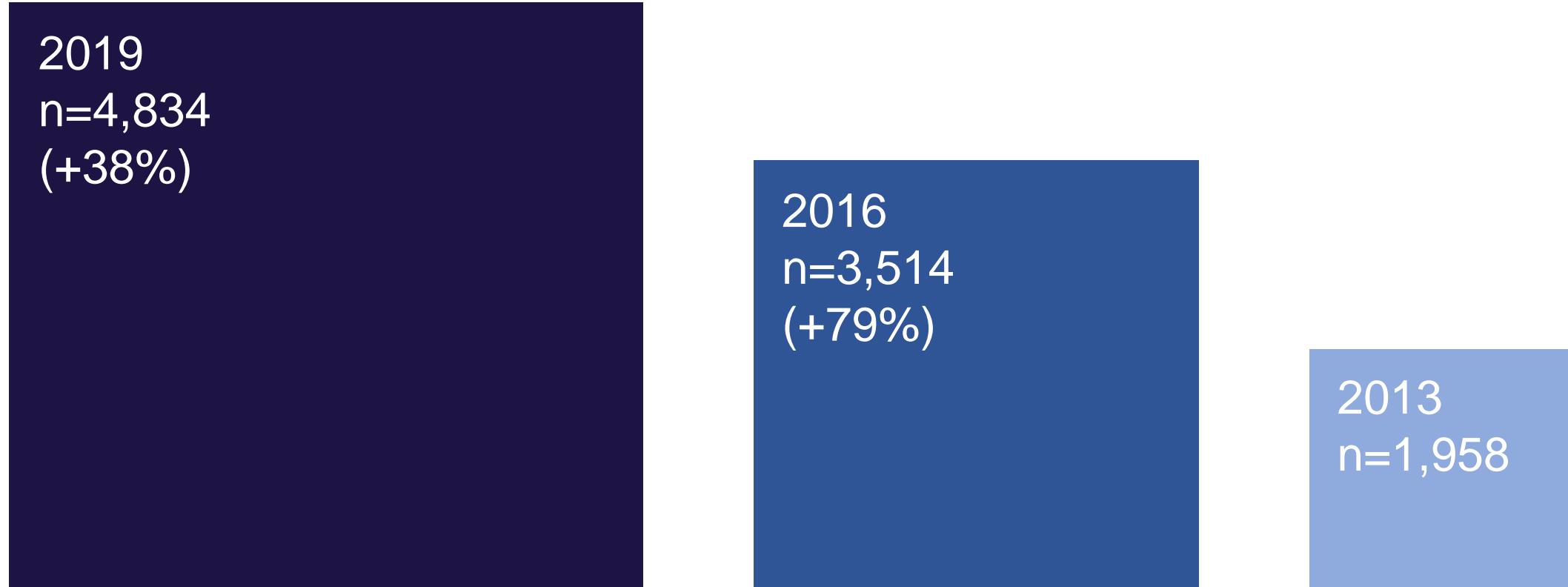
Average # of
new residents
moving into
Midtown each
week

Midtown Boundary

In the first survey question, all respondents were asked to base their answers on their experience within the 1.2 sq mi Midtown Improvement District boundary.



38% More Respondents vs. 2016

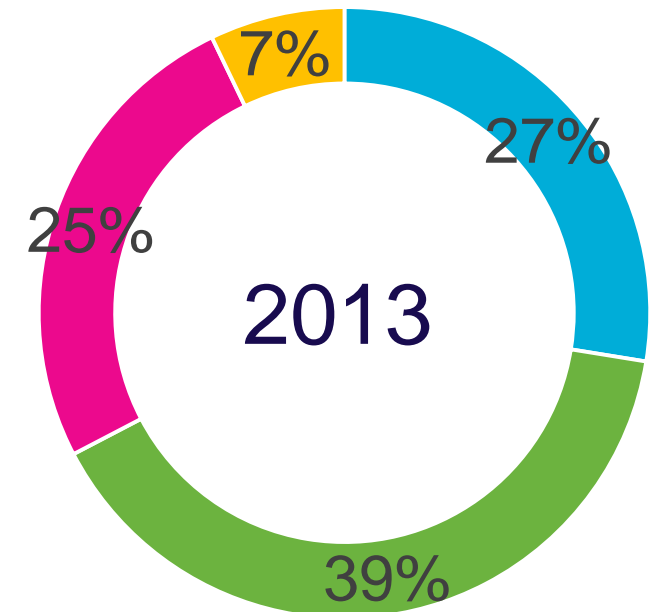
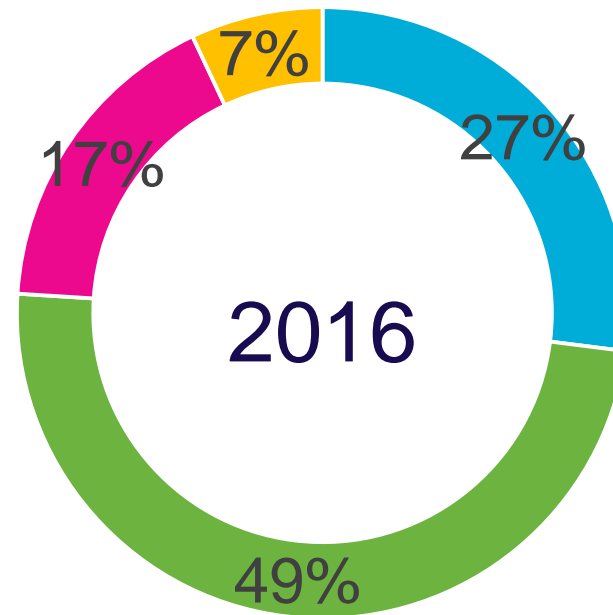
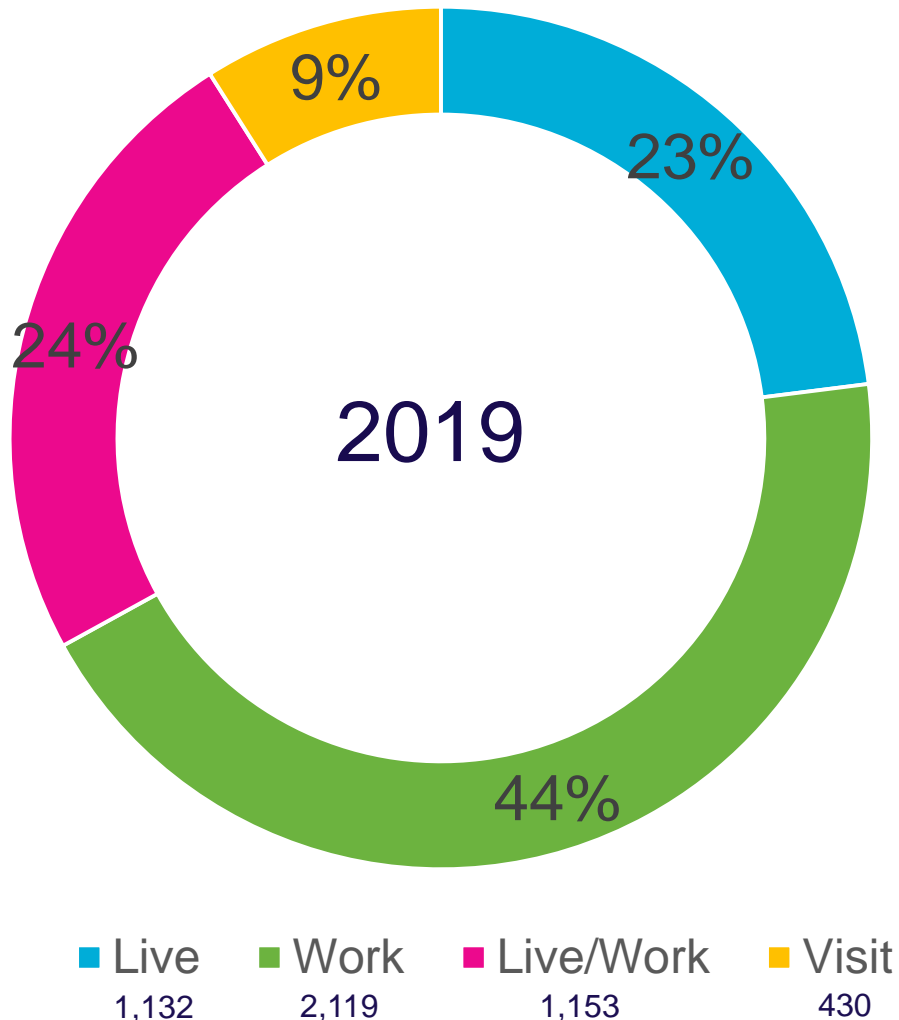


Healthy Sample Size + Statistical Validity

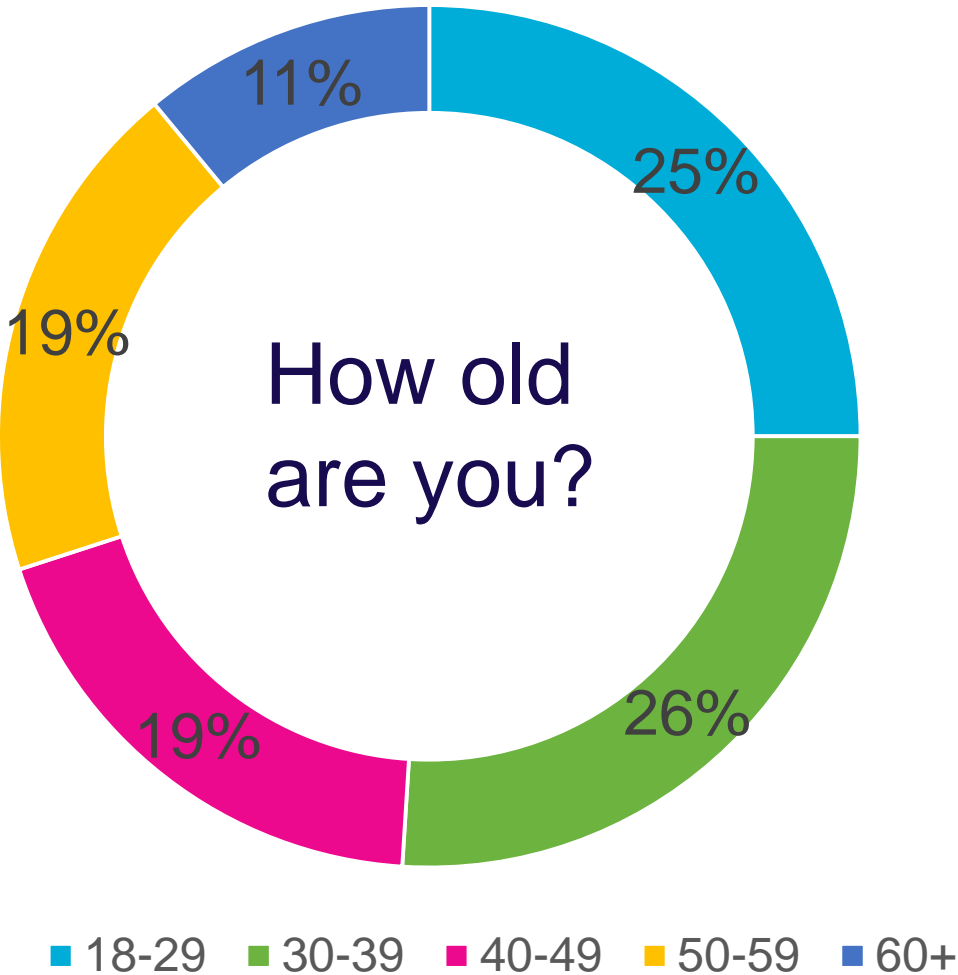
	Population	Sample Size Needed for 95% Confidence, 3% Margin of Error	Sample Size We Got
ALL	108K	2,349	5,387
Live in Midtown	20K	1,014	1,132
Live + Work in Midtown	8K	942	1,153
Work in Midtown	70K per day	1,052	2,119
Visit Midtown	10K per day	965	430 (adequate for a 5% margin of error)

Distribution of Respondent Groups

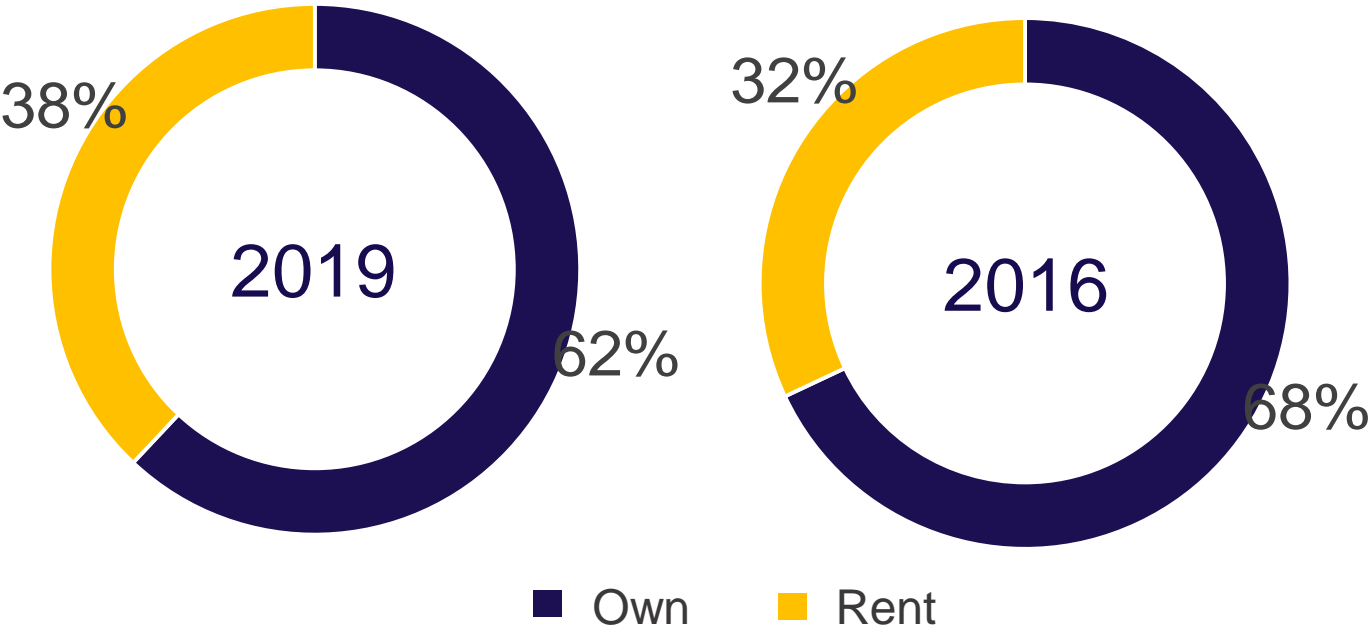
Half of respondents have lived or worked in Midtown five years or fewer



25% of Respondents Age 18-29 (+7% vs. 2016)



Residential Status



How Respondents Describe Midtown:

How likely are you to use each of the following characteristics to describe Midtown?

n=4,825



How Respondents Describe Midtown:

Place



96%

Great place to
work



96%

Great place to
live



64%

Family-friendly



79%

Pet-friendly

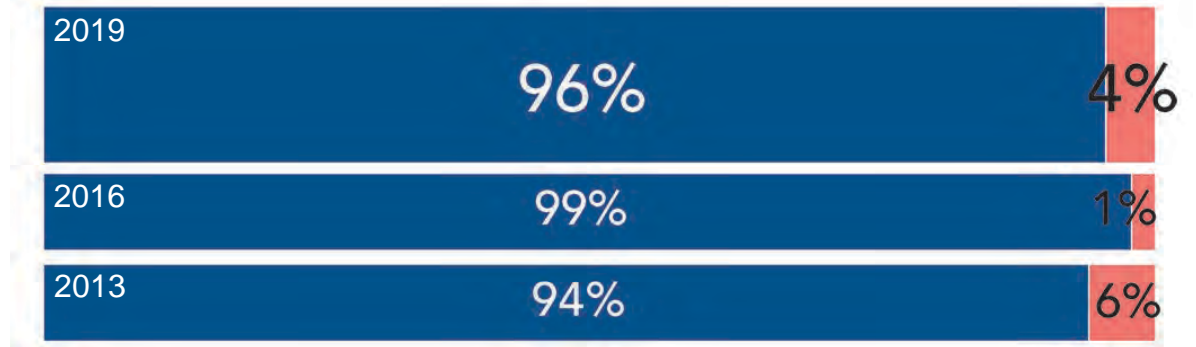
Trends in How Respondents Describe Midtown:

Place

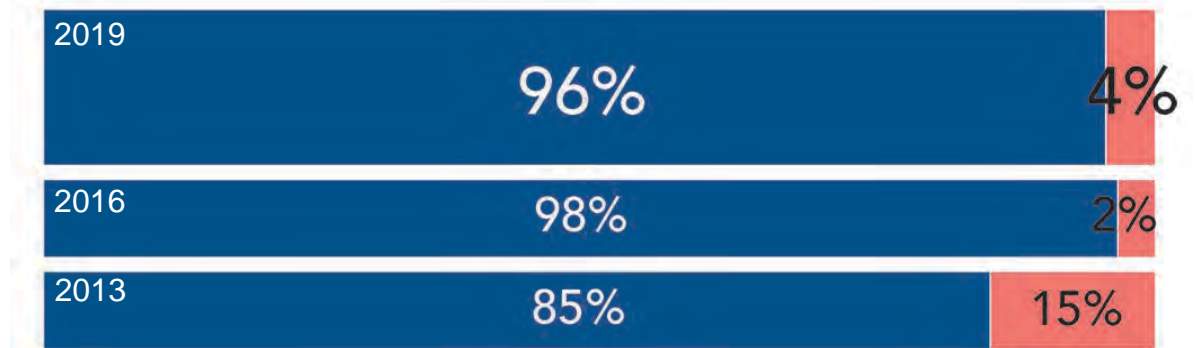
How likely are you to use each of the following characteristics to describe Midtown?



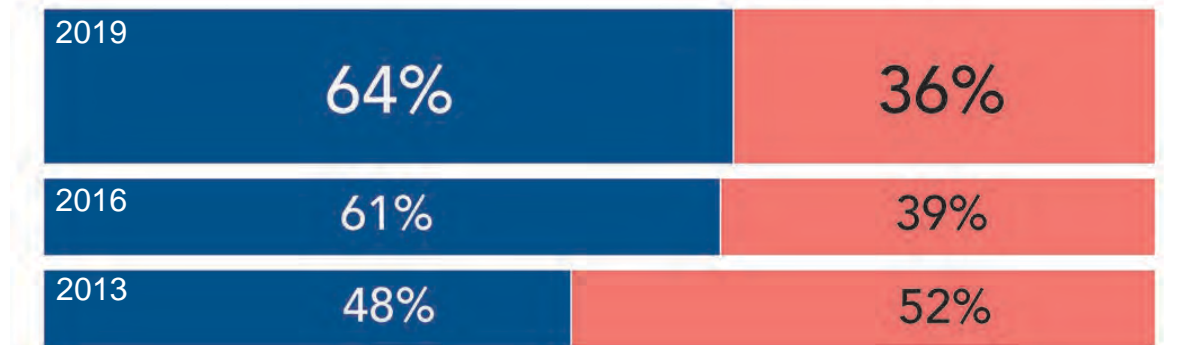
GREAT PLACE TO WORK



GREAT PLACE TO LIVE



FAMILY-FRIENDLY



Definitely/Probably Would
Definitely/Probably Would Not

n=4,825

How Respondents Describe Midtown: Mobility

Transportation

93%

Walkable



81%

Easy to Get
Around



53%

Bikeable



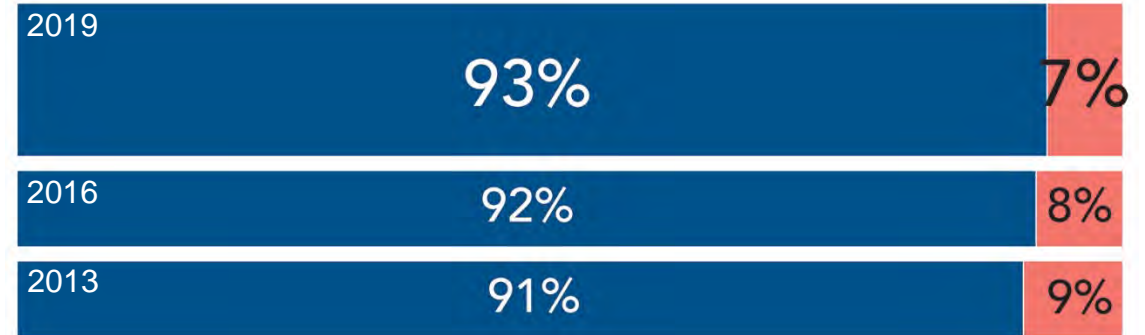
Trends in How Respondents Describe Midtown: Mobility

Transportation

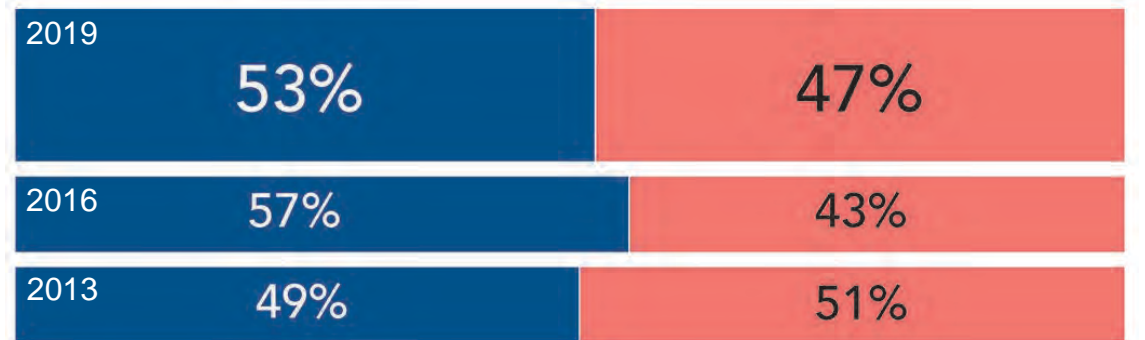
How likely are you to use each of the following characteristics to describe Midtown?



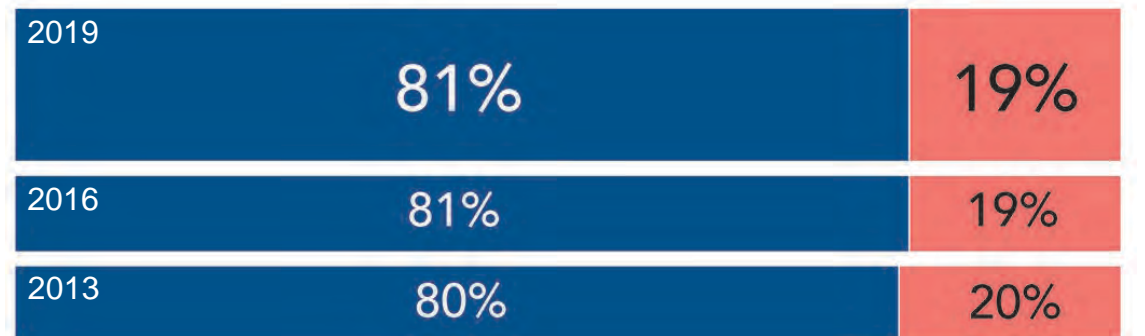
WALKABLE



BIKEABLE



EASY TO GET AROUND



Definitely/Probably Would
Definitely/Probably Would Not

n=4,825

Transportation Investment Priorities

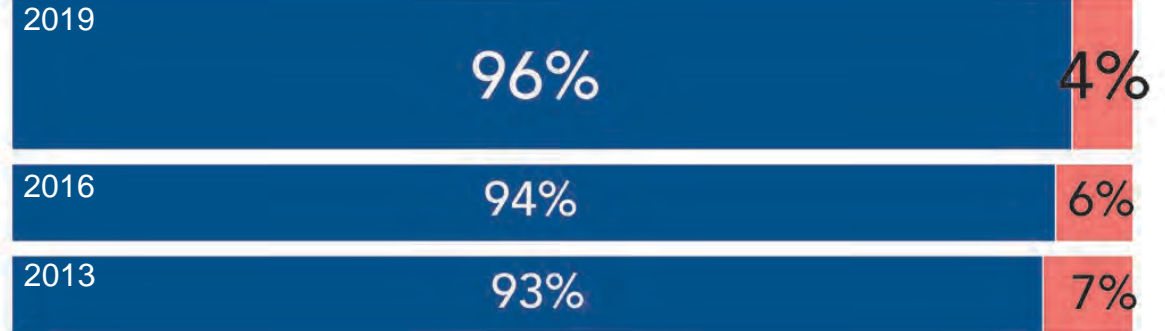
Show Cont'd Strong Support for Alternatives to Cars

Transportation

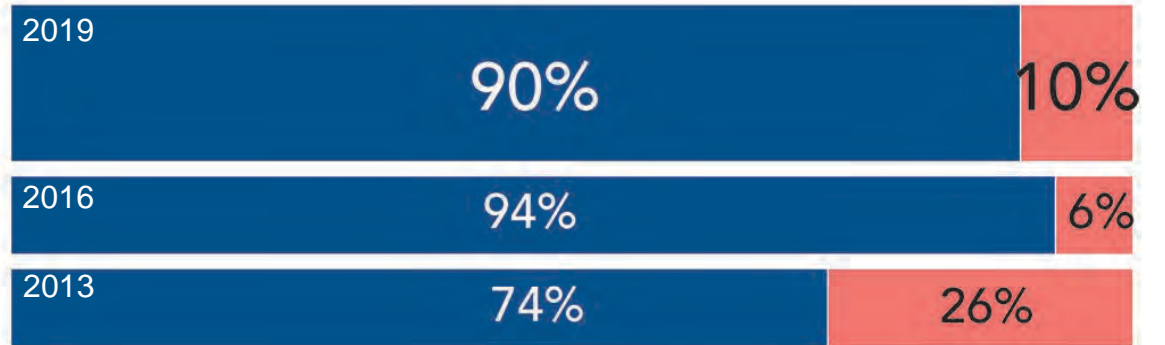
How much of a priority should each of the following modes be in future projects?



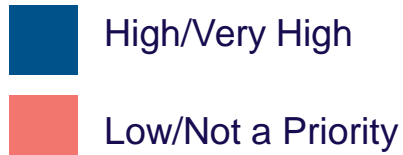
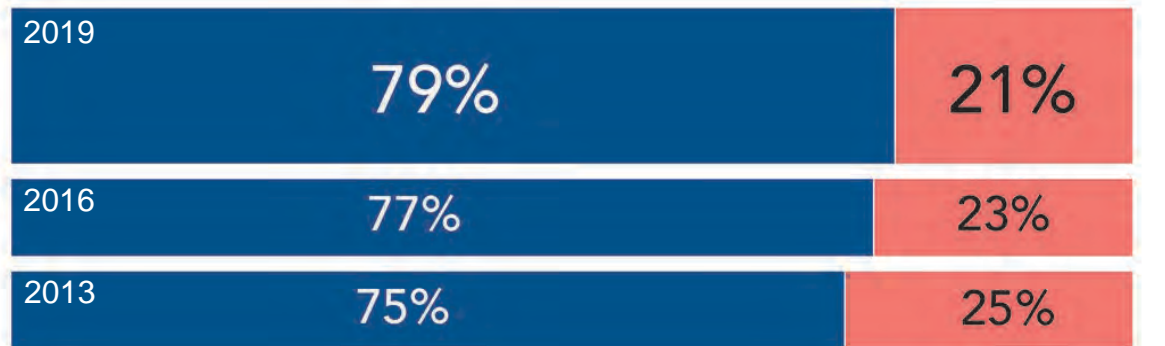
WALKING



TRANSIT



CYCLING



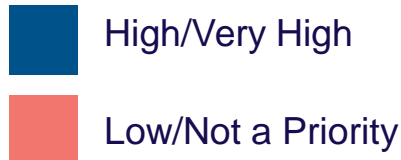
n=4,807

Transportation Investment Priorities (Cont'd): e-Scooters Slightly Outranked Cars

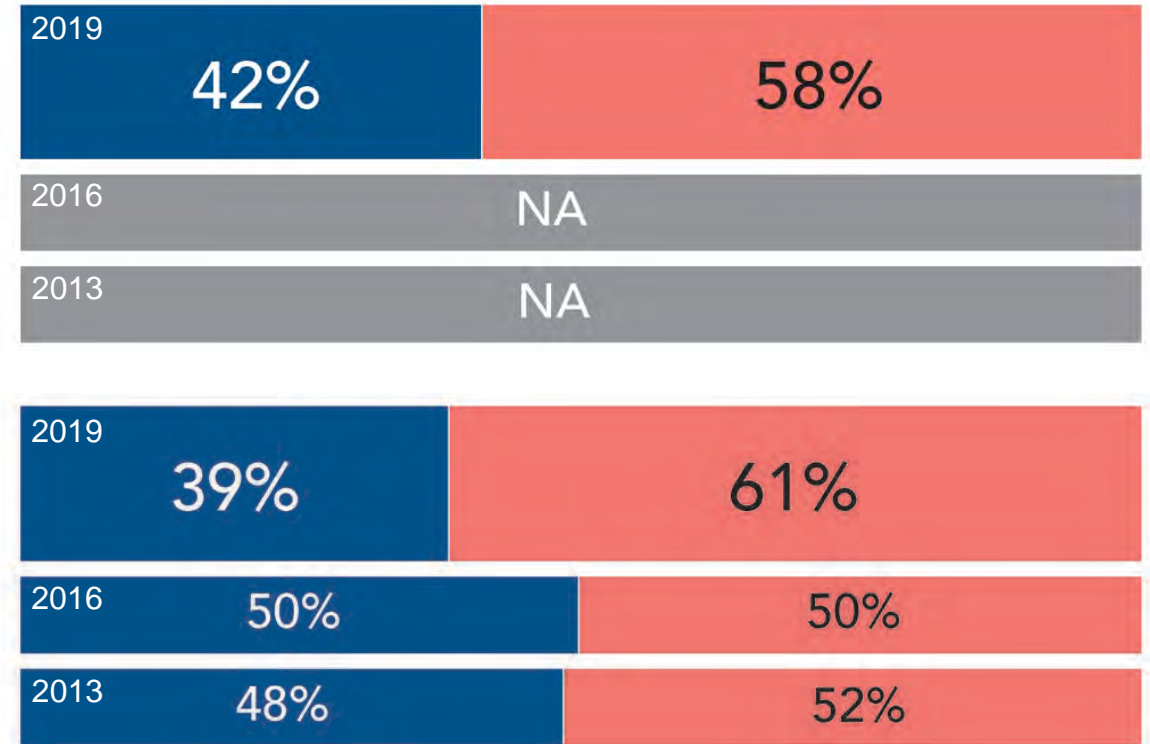
How much of a priority should each of the following modes be in future projects?

 DOCKLESS
SCOOTERS

 CARS



n=4,807

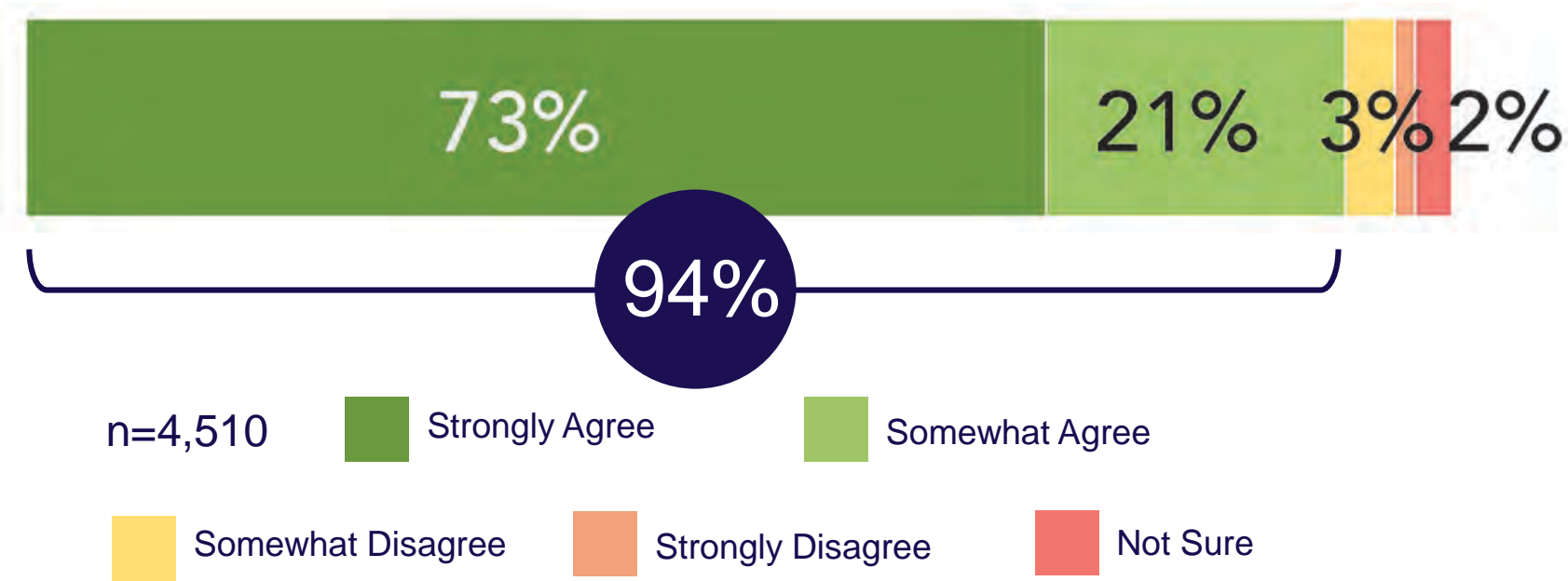


How Respondents Feel About the Function/Goals of Midtown Streets

Investment Priorities

- 1 
- 2 
- 3 
- 4 
- 5 

94% agree that “As Midtown’s population continues to grow, the district is no longer just a place to drive through quickly.”

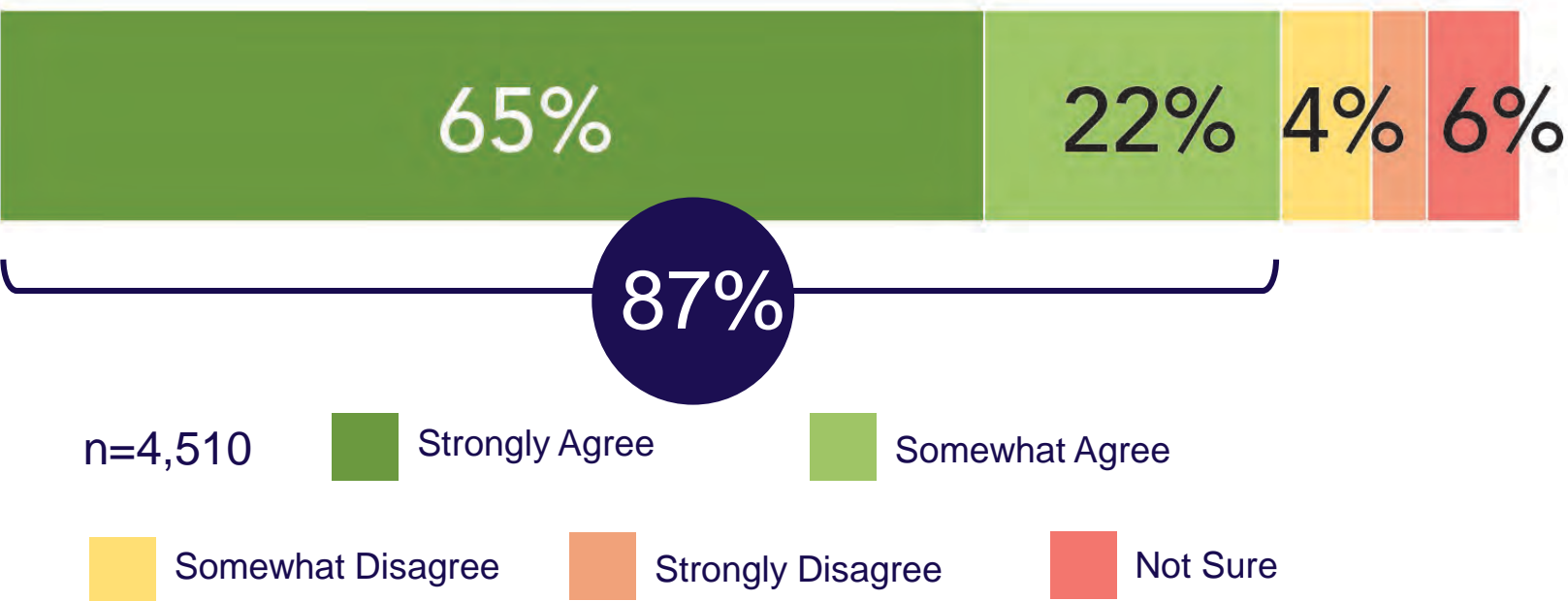


10th Street Bridge: 87% of People Support Ped + Bike Changes

Investment Priorities

- 1 
- 2 
- 3 
- 4 
- 5 

“The function and feel of the 10th Street Bridge should be improved to more effectively serve people walking, bicycling and riding e-scooters as well as motorists.”

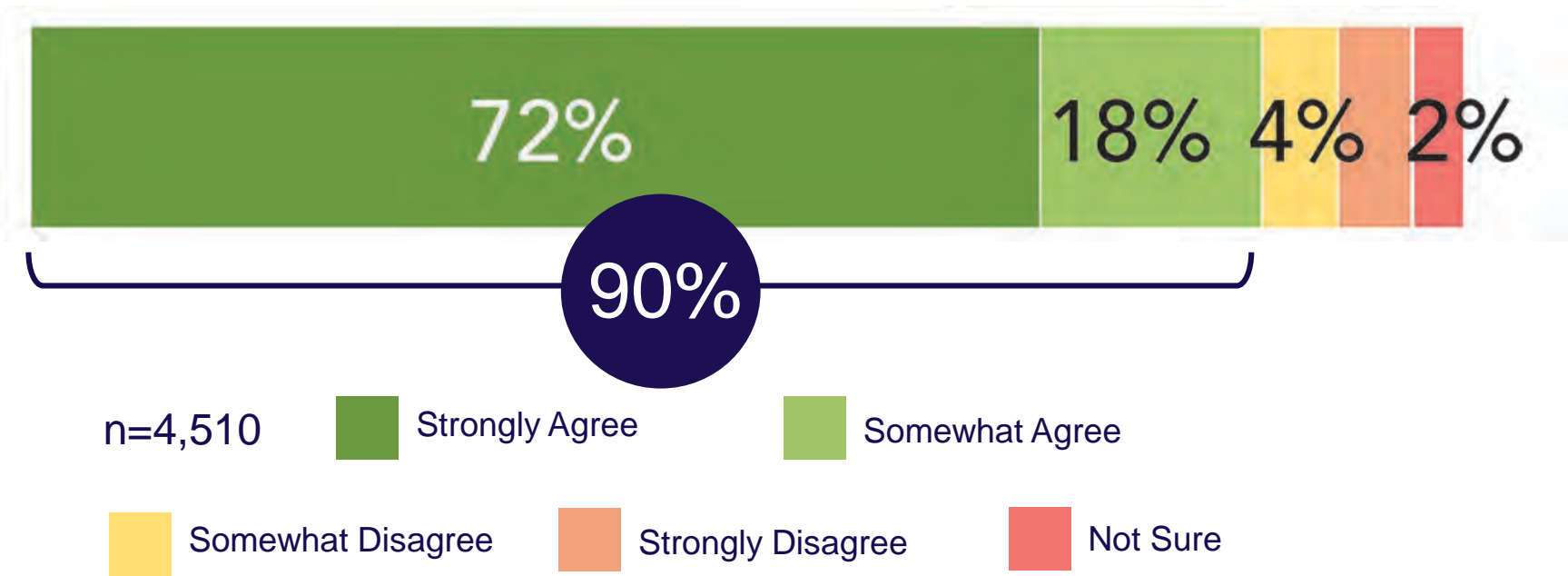


Spring and West Peachtree Streets: 90% of People Support Ped + Bike Changes

Investment Priorities



“The function and feel of Spring and West Peachtree Streets should be improved to more effectively serve people walking, bicycling and riding e-scooters as well as motorists.”

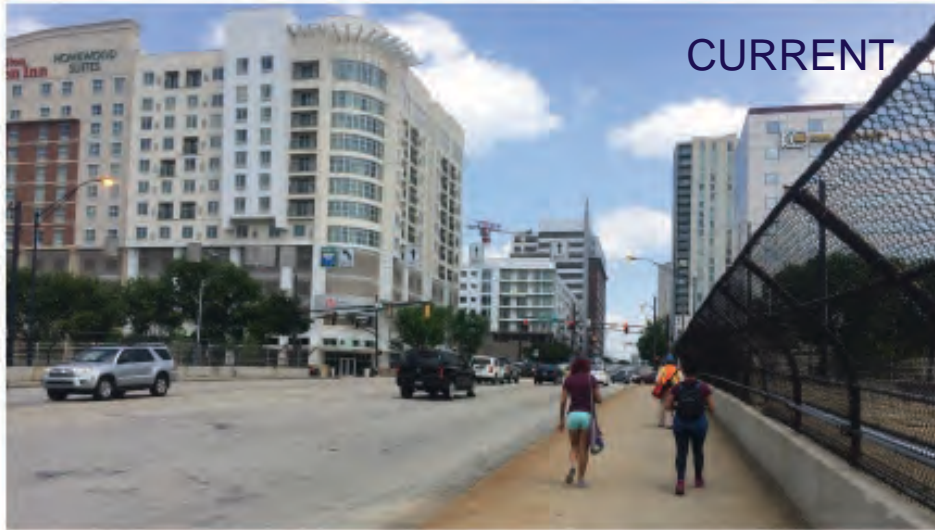


What We're Working On: Corridor Improvements

Corridor improvements to
Spring/W Peach

Transpo Plan

Transportation



CURRENT

10th Street Bridge Multi-Modal Enhancement Project

While Midtown's population has grown and the district has become more navigable over the past 30 years, the 10th Street Bridge has changed very little.

The 10th Street Bridge must be updated to balance the needs of people using different transportation modes to travel between Midtown and West Midtown:

- Realigned intersections
- Highly visible crosswalks and modified traffic signals
- Protected sidewalks and two-way bike lanes
- Reorganized vehicular lanes to mitigate unsafe maneuvers



PROPOSED

What We're Working On: Corridor Improvements



Spring Street and West Peachtree Street Safety and Mobility Project

With 4+ vehicle lanes and posted speed limits of 35 MPH, Spring and West Peachtree Streets were built for speed and designed around the needs of peak period traffic volume (four hours/day).

There is a near-term opportunity to update the function and feel of these corridors so they can do more for more people, promote livability and improve safety.

The project is made up of three phases. Each proposes to change one lane solely used by cars today into a multi-use lane that can be shared by people on bikes, scooters and other options.

What We're Working On: 30+ Public Improvement Projects in Development

Transportation



Midtown Transportation Plan
PLANNING FOR A SAFE, VIBRANT, ACCESSIBLE, MULTIMODAL FUTURE

Midtown Transportation Plan



Intersection Improvements

Intersections are the places where the travelling public come together, and in turn, where many problems originate. As this district continues to grow, Midtown must place a heavy emphasis on well-designed intersections that are safe, efficient, and legible for all users. Some intersections also provide opportunities to inject vibrancy into overbuilt or underutilized spaces.

PROJECTS TO IMPLEMENT

- DN-01 New Traffic Signals
- DN-02 Redefining Connector Avenue Reconfiguration of Peachtree Avenue
- DN-03 Peachtree Street at Beverly Road Intersection Improvements
- DN-04 West Peachtree Street at 11th Street Redesign
- DN-05 11th Street at Peachtree Street Signal Redesign
- DN-06 Peachtree Avenue at Peachtree Avenue and Peachtree Avenue

The intersection of Peachtree Street and Beverly Road is currently not signalized and does not provide pedestrians with a safe opportunity to cross. This intersection also suffers from an odd geometry several alternatives to improve this intersection have been considered over the years, ranging from a large roundabout, to redesigning all of the surrounding streets. This plan recommends a more modest solution.

The proposed project calls for the installation of a traffic signal at Peachtree Street. The signal would be a standard intersection with a left-turn lane. The intersection approach is designed to reduce pedestrian crossing distance. In addition, a second, southbound traffic signal would be added at Beverly and Peachtree to provide safety at the intersection.

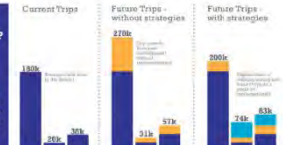


Planning for Growth

Midtown is growing at an unprecedented rate. Improving Midtown's physical transportation system is critical to accommodating new investment, employment, and residents. To sustain this growth, however, physical improvements must be paired with policies, incentives, and actions that encourage Midtown residents and workers to embrace alternative modes of travel. Significantly increasing the share of people taking transit, bicycling, and walking is necessary to prevent Midtown from contributing to its own demise. This action outlines a strategy to ensure that Midtown can continue to grow and move without becoming gridlocked.

1. Reduce traffic flow - as expressed in Strategic Midtown, encourage more residential development to better balance the labor and culture of midtown.
2. Increase efficiency - reduce the peak time by encouraging people to travel outside of the peak period; implement underutilized road capacity to support non-BOV options; use traffic signals to encourage safe, efficient use of roads.
3. Incentivize mode shift - use incentives to encourage transit, biking, and walking; subsidize parking near transit; create bike racks; provide affordable housing; promote parking to change travel behavior.

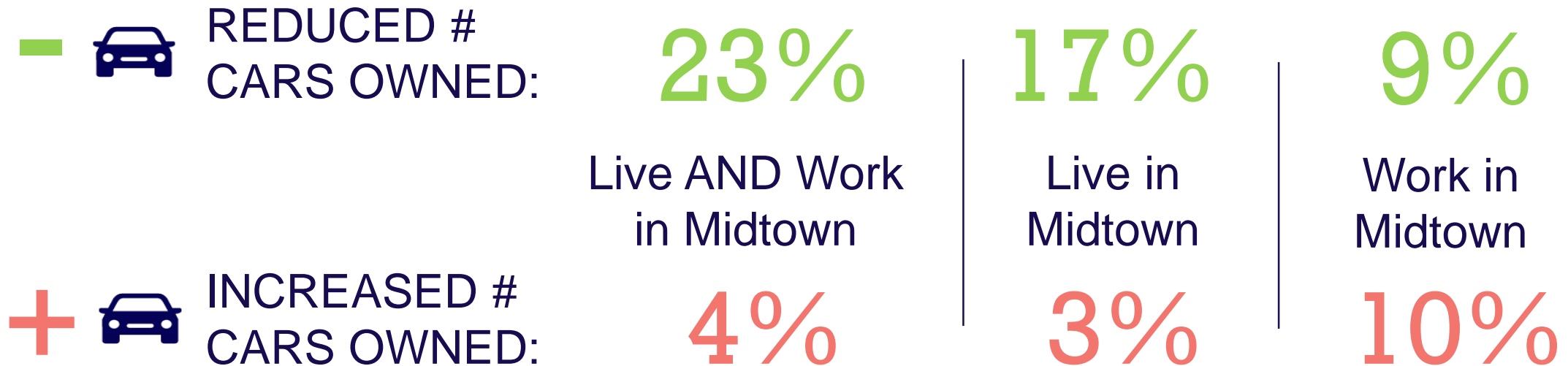
How Well Will These Strategies Work in Midtown?
The new transit, bike and pedestrian infrastructure outlined in this plan was modeled and compared with an aggressive decarbonization of Midtown development for the next 50 years. The model assumed that a number of the strategies listed above would be implemented. The results are as follows:



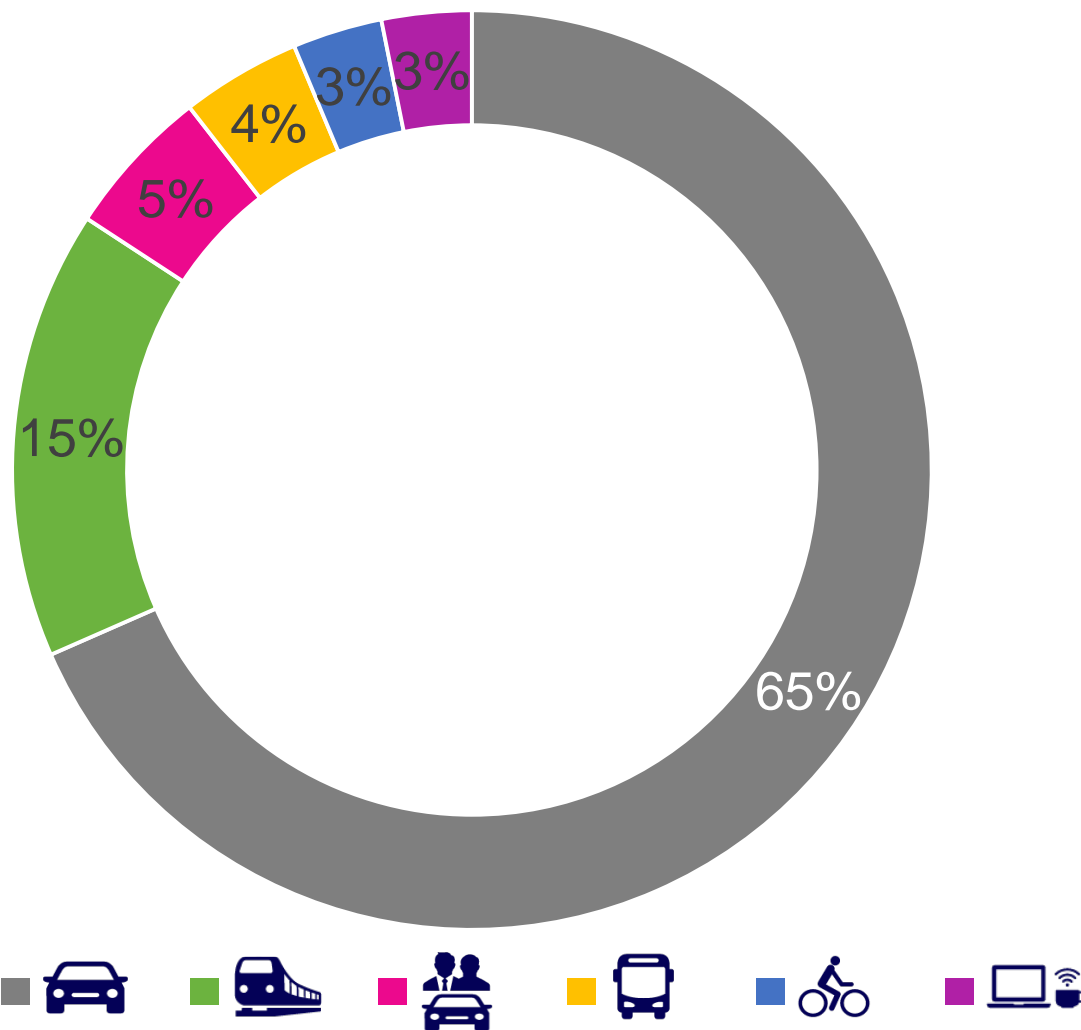
Learn more at MidtownATL.com

New Question in 2019: Car Ownership Trends

“Thinking about the past few years,
which best describes your household’s
car ownership experience?”



Commuter Mode Split: How Respondents Who Work in Midtown Get Here



Solo driving habits among Midtown commuters differ from the region overall: 65% of respondents indicate they drive alone, compared to regional average of 82%.



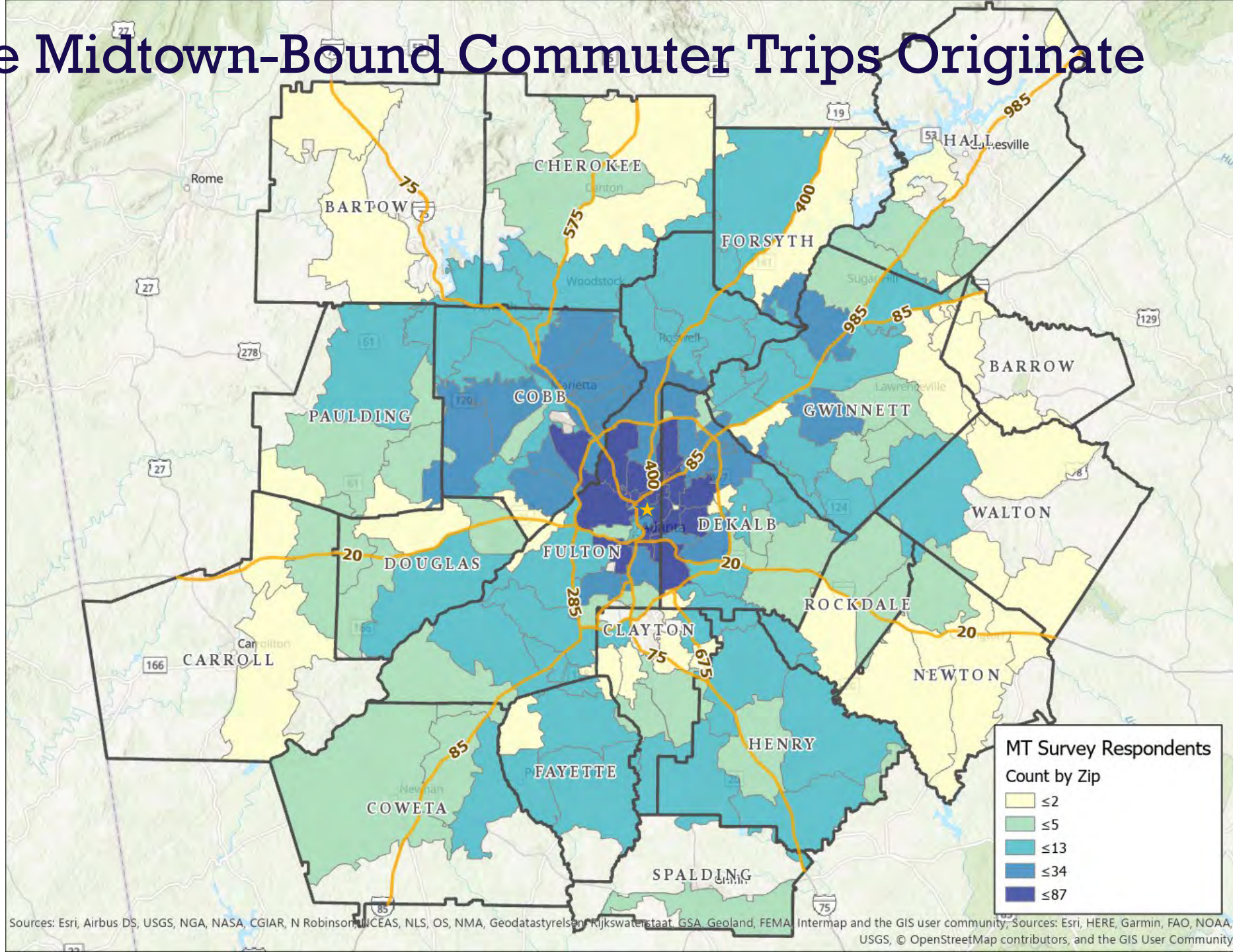
Commute times were generally clustered at the higher ranges for 2019, with 76% of respondents spending 30 minutes or more commuting each day, and 35% spending more than an hour.



From 2013 to 2016, commuter respondents who use MARTA rail as their primary mode grew from 10% to 12%. In 2019, the figure increased to 15%.

Where Midtown-Bound Commuter Trips Originate

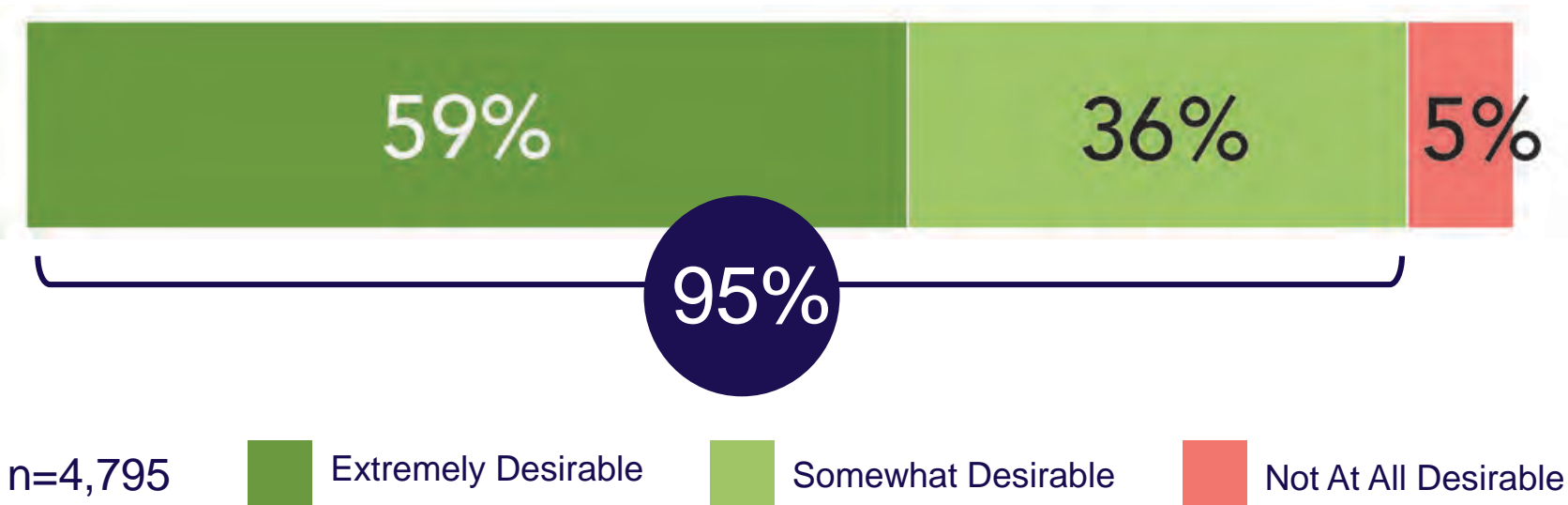
Transportation



Parks + Open Space:

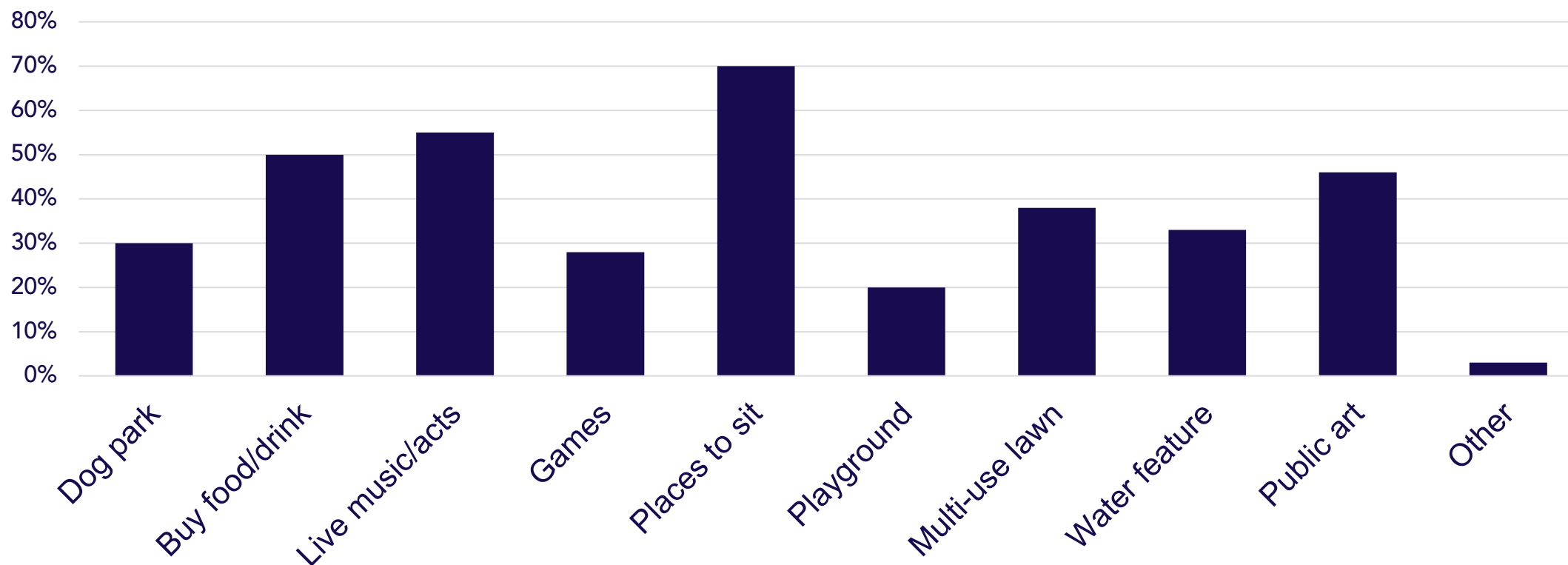
95% of People Want More Smaller Parks

“How desirable would it be for Midtown to add more permanent smaller parks/plazas (separate from Piedmont Park)?”



Parks + Open Space: Desired Activities

“If these new smaller parks and plazas were created, what activities would you like to do or experience? Choose your top three.”



What We're Working On: Network of Parks and Open Spaces

Street-Level
Experience

Midtown MARTA Station (Peachtree Place)



Parklet (Concept) Peachtree and Peachtree Place



Through partnerships with MARTA, Atlanta History Center and private land owners, Midtown Alliance is working to create more public space throughout the district. Other strategies include temporary activations, acquisition and enhanced streetscapes.



2019 MIDTOWN COMMUNITY SURVEY

RETAIL



How People Describe Midtown in 2019: Shopping/Dining/Entertainment Topics

Shop/Dine +
Attractions

 **89%**

Lots of Dining
Options

 **41%**

Lots of Shopping
Options

 **93%**

Lots of Arts +
Cultural Attractions

 **65%**

Nighttime
Hotspot

Trends in How People Describe Midtown: Shopping/Dining Topics

Shop/Dine +
Attractions

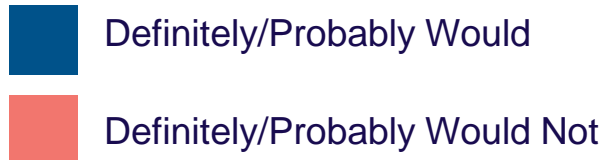
How likely are you to use each of the following characteristics to describe Midtown?



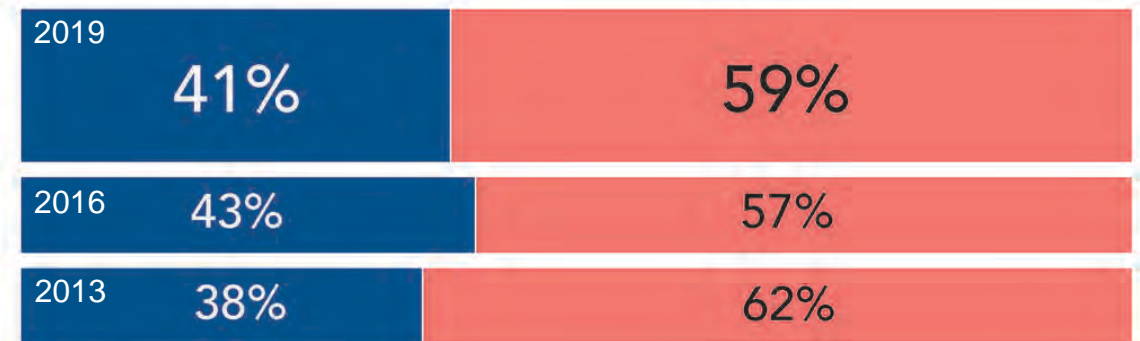
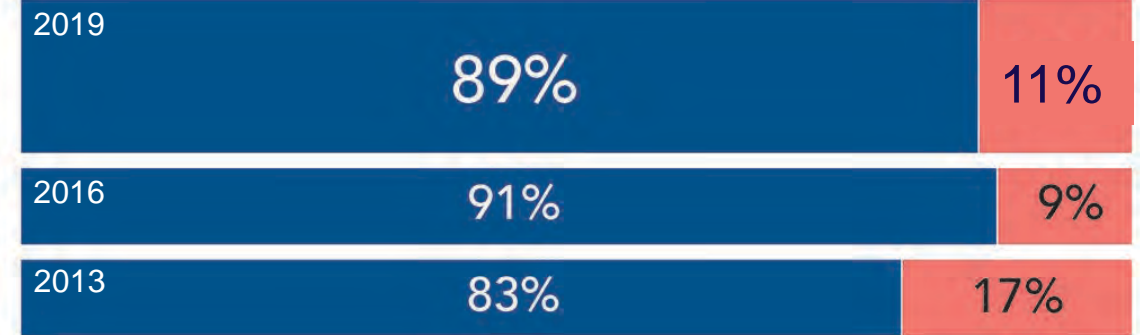
LOTS OF
DINING
OPTIONS



LOTS OF
SHOPPING
OPTIONS



n=4,825



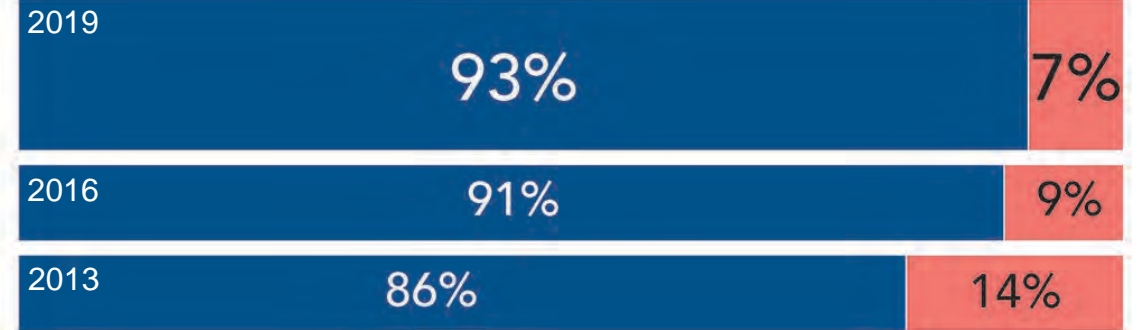
Trends in How People Describe Midtown: Arts/Entertainment Topics

Shop/Dine +
Attractions

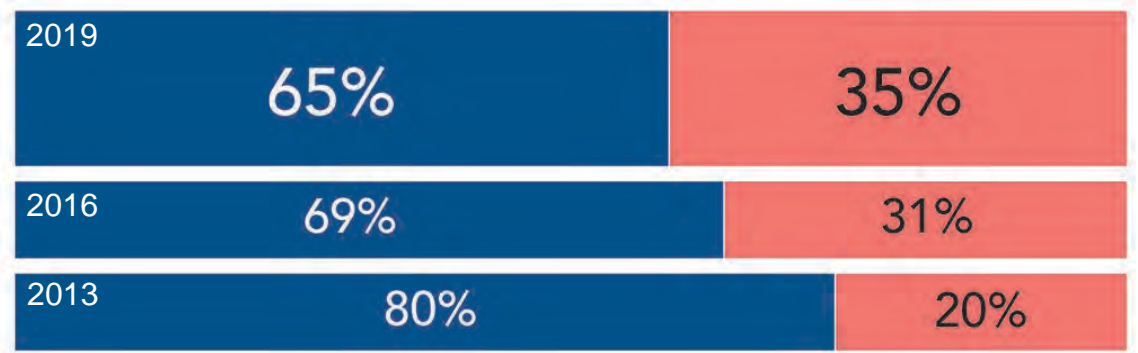
How likely are you to use each of the following characteristics to describe Midtown?



LOTS OF
ARTS +
CULTURE



NIGHTTIME
HOTSPOT



Definitely/Probably Would



Definitely/Probably Would Not

n=4,825

What People Do in Midtown: Frequency for Dining, Drinks

Shop/Dine +
Attractions

On average,
how many times
per month do
you do each of
the following in
Midtown?



DINE OUT

	1x/mo or less	1-5X	6-10X	11+
Live	4%	41%	32%	24%
Work	22%	46%	20%	12%
Live + Work	3%	35%	35%	27%
Visit	32%	52%	13%	3%



GO OUT FOR DRINKS

	1x/mo or less	1-5X	6-10X	11+
Live	21%	44%	23%	11%
Work	50%	41%	7%	2%
Live + Work	19%	42%	25%	14%
Visit	49%	43%	6%	2%



Category Leader

What People Do in Midtown: Frequency for Shopping, Entertainment

Shop/Dine +
Attractions



GO SHOPPING

On average,
how many times
per month do
you do each of
the following in
Midtown?

	1x/mo or less	1-5X	6-10X	11+
Live	41%	42%	12%	6%
Work	72%	23%	4%	1%
Live + Work	40%	40%	12%	7%
Visit	70%	26%	3%	1%



VISIT ARTS/CULTURE VENUE

	1x/mo or less	1-5X	6-10X	11+
Live	53%	41%	5%	1%
Work	70%	27%	2%	1%
Live + Work	49%	45%	4%	1%
Visit	56%	42%	2%	0%



Category Leader

What Midtowners Want: Types of Retail Options Desired

What types of retail would you like to see in Midtown?
Please select your top three options.



	2016	2019
Restaurant	73%	68%
Entertainment	56%	53%
Grocery	73%	53%
Goods	54%	51%
Apparel	60%	49%
Services	42%	35%
Appliances/Electronics	16%	14%
	n=3,129	n=4,750

Suggested frequently in “Other” open-ended responses:

- Bakeries
- Ice Cream Shops
- Drug Stores
- Bars

Access to Dining and Arts Draws Visitors to Midtown

Shop/Dine +
Attractions

Top reasons visitors say they come to Midtown:

83%

Restaurants

73%

Arts/Cultural
Venues

45%

Visit Friends +
Family

35%

Nightlife

29%

Non-Work
Appointments

How Respondents Describe Midtown: Public Safety Topics

Public Safety

80%

Well-Lit



60%

Safe from Crime



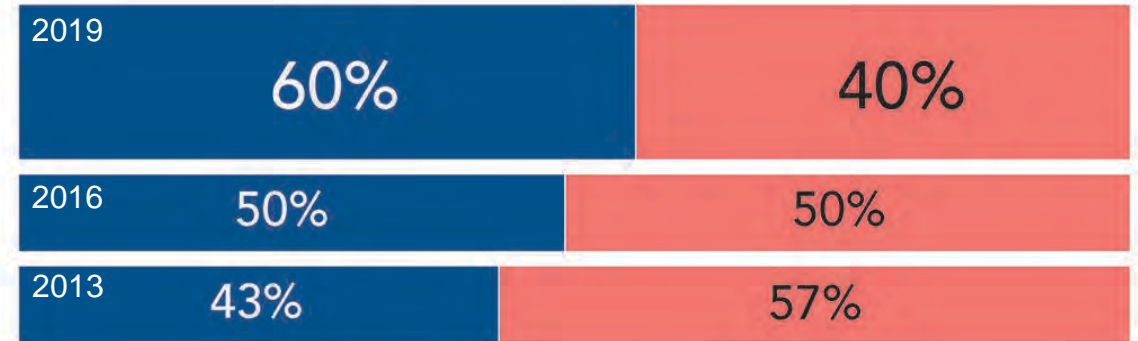
Trends in How Respondents Describe Midtown: Public Safety Topics

Public Safety

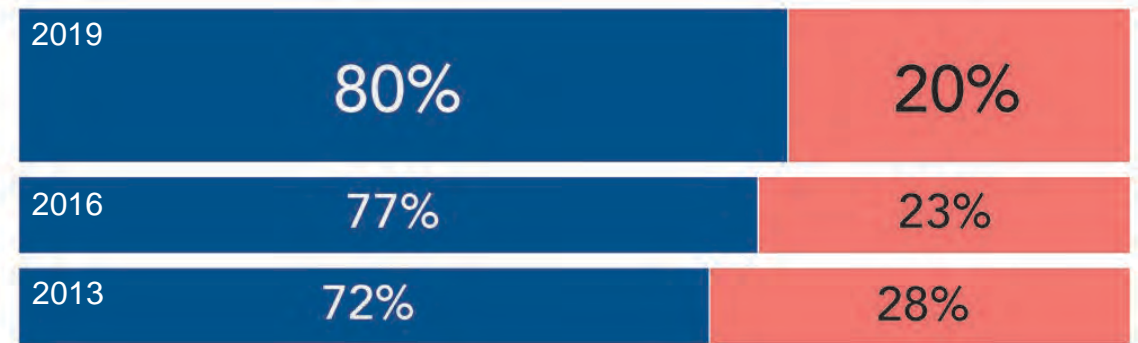
How likely are you to use each of the following characteristics to describe Midtown?



SAFE FROM CRIME



WELL-LIT



Definitely/Probably Would



Definitely/Probably Would Not

n=4,825

Trends in How Different Respondent Groups Feel About Safety in Midtown:

How likely are you to use each of the following characteristics to describe Midtown?



DEFINITELY OR PROBABLY WOULD
DESCRIBE MIDTOWN AS “SAFE FROM CRIME”

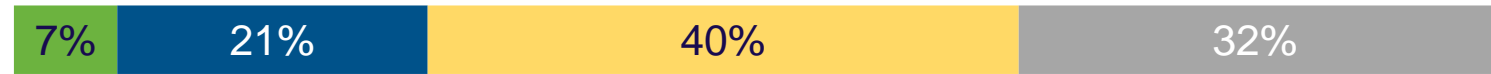
	2019	2016	% Change '16 vs '19
Live	57%	44%	+30%
Work	61%	53%	+15%
Live + Work	61%	44%	+38%
Visit	65%	67%	-3%

Notable positive growth from 2016 survey results to 2019 survey results

Challenge: Respondent Familiarity w/ Midtown Blue Supplemental Services is Somewhat Low:

How familiar are you with the following Midtown Blue initiatives?

Conducts regular patrols on foot, Segway, bicycle and in vehicles:



Acts as first responders in emergency situations



Monitors high-def video camera network that covers public ROW



Makes routine visits to ground-floor biz and residential property mgrs



Performs early-AM wellness checks and wakes up homeless in public ROW



Addresses quality of life issues in Midtown



■ Ex Familiar ■ Very Familiar ■ Somewhat Familiar ■ Not at All Familiar

About Our Supplemental Public Safety Program

Public Safety



A program of Midtown Alliance



Most robust program of its kind in the Southeast

Established in 2001 through a partnership with
Atlanta Police Department

Provides added police presence in district,
security camera network, interagency
communication and more

Funded by commercial property owners

Combination of sworn APD officers + non-sworn
civilian security personnel that patrol 700+ hours
per week in the Midtown district

94%

of the crime in
Midtown is nonviolent
property crime

How Respondents Describe Midtown: Clean + Green

Place

89%

Clean +
Attractive



54%

Environmentally
Sustainable



Trends in How Respondents Describe Midtown: Clean + Green

Place

How likely are you to use each of the following characteristics to describe Midtown?



CLEAN +
ATTRACTIVE



ENVIRONMENTALLY
SUSTAINABLE

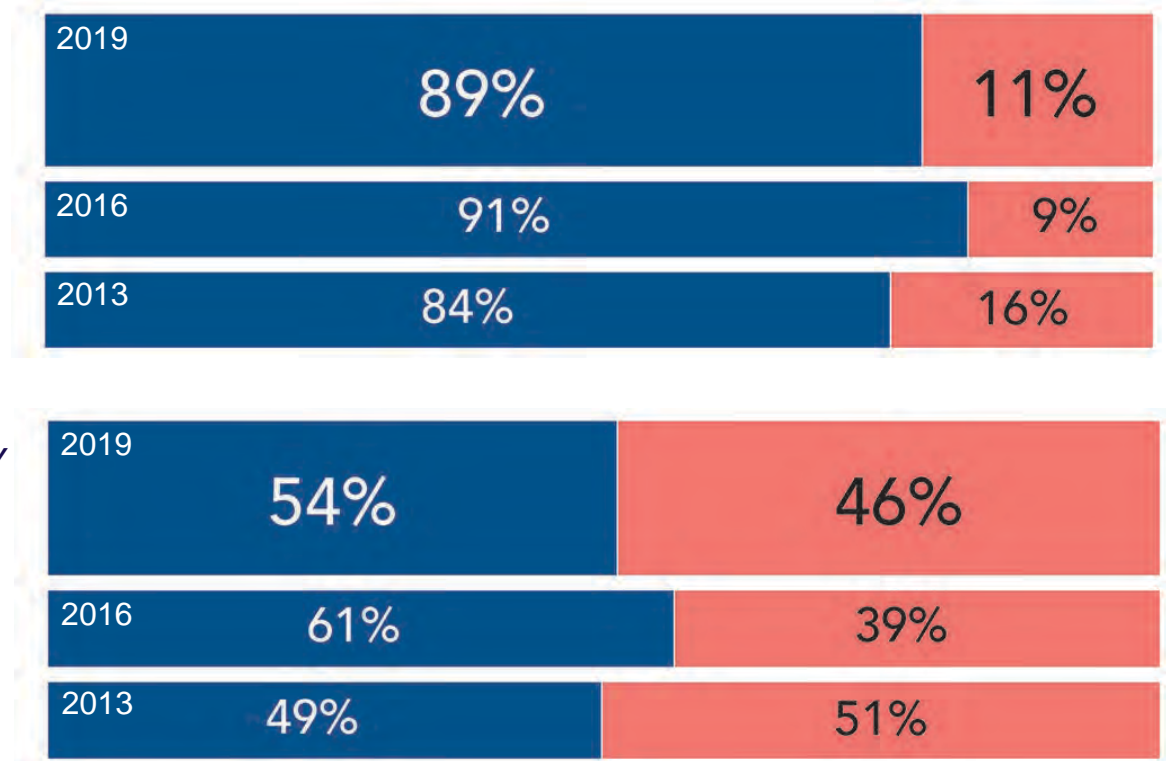


Definitely/Probably Would



Definitely/Probably Would Not

n=4,825



Residents Consistently Feel a Community Vibe



How much of a sense of community or personal attachment do you feel toward Midtown?

Live + Live AND
Work in Midtown

2019
79%

2016
82%

2013
79%

Work in Midtown

53%

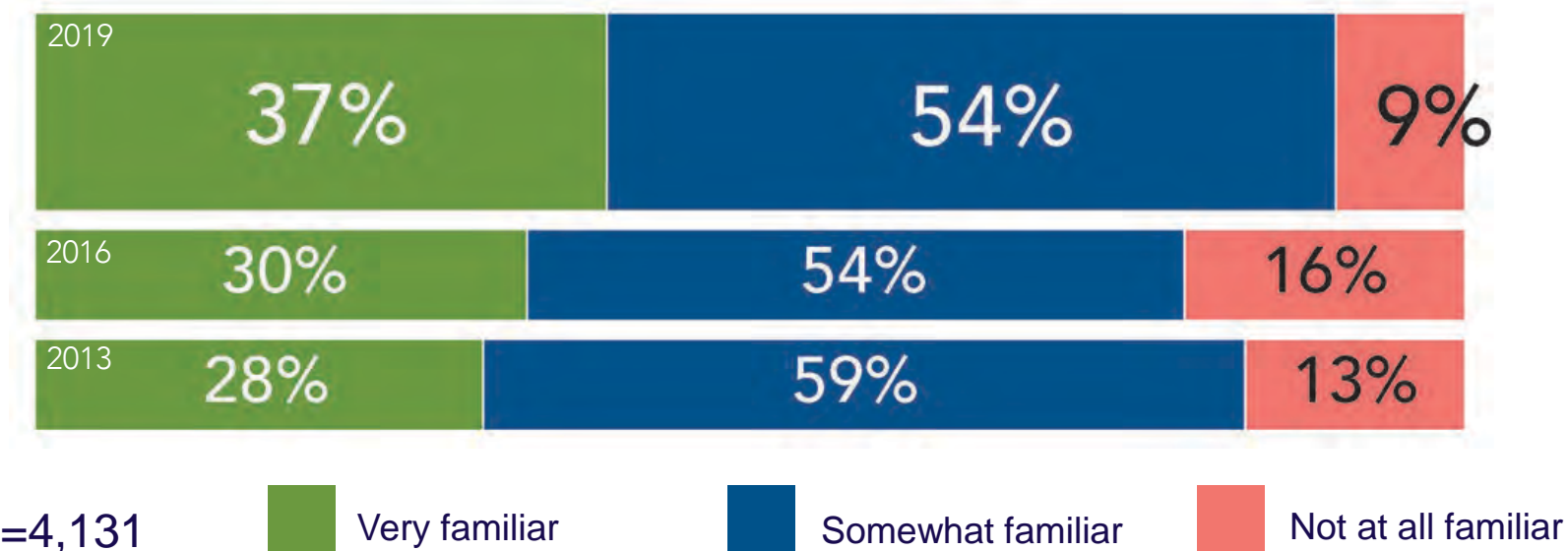
57%

NA

People Are Familiar w/ Our Work



How familiar are you with Midtown Alliance's work?



Stay Informed About What's Happening Here



E-mail

General news about Midtown, real estate news, mobility and other topics, straight to your inbox each month



News Center

Learn about projects, events, partnerships, and other issues related to the Midtown district



Events

Get insight from subject matter experts on urban topics of interest, plus networking, tours and more



Resource Center

Access reports, maps, demographic data and other items developed by our staff



Social

Timely info about trending news, road closures, updates and more

Acknowledgements

Thank you to these partners who helped inform the survey questions, how we marketed it, and our analysis:

Atlanta Regional Commission

Christy Sullivan

Core Property Capital

Creative Approach

Gateway Facility Services

John Hancock

Lighting Maintenance

Lincoln Property Company

Madison Marquette

Midtown Alliance Board of Directors

North American Properties

2019 MIDTOWN COMMUNITY SURVEY

THANK YOU

