Only in Midtown Atlanta
Imagine the kind of place where people and businesses thrive.

A place that is at once welcoming and memorable, with unparalleled walkability, tree-lined streets and robust transportation options.

World-class arts and culture, parks and a flourishing restaurant scene.

A magnet for talent and innovation.

A place where both established businesses and startups alike can plant their flag and grow.

It’s right here, in the heart of it all.

Contents

04 Overview
08 Thriving Business District
10 Innovation & Talent
14 Livable
16 Connected
18 Arts & Culture
20 Hospitality & Lifestyle
22 Urban & Green
24 About Midtown Alliance
26 Resources
OVERVIEW

Midtown is a commercial and cultural hub located at the center of the Atlanta region.

A 1.2 mile area in the heart of the City of Atlanta, Midtown is one of the region’s defining urban districts—a premier business location, a center of innovation and talent, and an exceptional urban experience.

Atlanta’s Peachtree Corridor

The Peachtree Corridor comprises less than 4% of the City’s land area:

$87B Annual Economic Impact

58% of the City’s jobs (241,000); 70% of tech jobs

$21B Real Estate Value: 37% of total value in the City; $5.5 billion new construction in the pipeline (80 new projects)

5x Population growth compared to the City of Atlanta

2/3 of residents are Millennials or Gen Xers
In Midtown, people, business and culture converge to create a live-walk-work and play community with a personality all its own, and a quality of life virtually unmatched in the Southeast.

### Sense of Community

Workers, residents and visitors who feel a strong sense of community or personal attachment toward Midtown. (June 2013 survey of 1,960 people)

### Walkability

Midtown’s pedestrian-oriented environment has consistently been named Atlanta’s most walkable neighborhood by Creative Loafing.

- “Walker’s Paradise” 90
- “Very Walkable” 70
- “Somewhat Walkable” 50
- “Car Dependent” <49
Midtown is a place where live-work-walk and play is a reality.

- Thriving business district
- Central location with great accessibility
- Rich array of transit and mobility options
- 150+ restaurants and shopping experiences
- One of Atlanta’s hottest residential markets
- Top-ranked anchor institutions bridging technology, healthcare and the arts
- Largest concentration of arts and cultural attractions in the Southeast
- Adjacent to Piedmont Park and Atlanta BeltLine Eastside trail

...and all within an easy walk
Midtown is a mecca for the creative class and a nexus for technology and innovation.

Today’s businesses need access to the best talent, strong transit linkages and quality amenities within an easy walk. Welcome to Midtown—a business address of choice.

Major Employment Center

65,000 jobs within a 1.2 square mile area (less than 1% of the City’s land area)

25% of the City’s professional, technology, science, and management jobs*, forecasted to grow 41% over the next decade

20% of the City’s finance and insurance jobs, with 56% growth forecasted over the next decade

*up 40% over the last decade

By 2020, nearly half the U.S. workforce will be made up of Millennials. In a recent poll, 62% of Millennials indicated they prefer to live in mixed-use communities found in urban centers, where they can be close to shops, restaurants and offices. Another survey cited affordable and convenient transportation alternatives are important for 81% of Millennials.

– Urban Land Institute, “America in 2013: A Survey of Views on Housing, Transportation and Community”
Midtown Atlanta has a very favorable cost structure compared to other major CBDs. (Colliers International, 2014)

<table>
<thead>
<tr>
<th>City</th>
<th>Price Per Square Foot (Class A Office)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS ANGELES</td>
<td>$20</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>$30</td>
</tr>
<tr>
<td>BOSTON</td>
<td>$40</td>
</tr>
<tr>
<td>MIDTOWN MANHATTAN</td>
<td>$50</td>
</tr>
<tr>
<td>WASHINGTON, D.C.</td>
<td>$60</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>$70</td>
</tr>
<tr>
<td>DENVER</td>
<td>$80</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>$20</td>
</tr>
<tr>
<td>MIDTOWN</td>
<td>$30</td>
</tr>
<tr>
<td>MIAMI-DADE</td>
<td>$40</td>
</tr>
</tbody>
</table>

Highly-educated, fast-growing residential population. Midtown’s residents are growing at 5 times the City average and 68% are college educated.
INNOVATION & TALENT

Midtown’s status as a world-class technology innovation hub is formidable and growing.

- Globally-ranked anchor institutions bridging technology, healthcare and the arts
- Top-tier startup incubators and accelerators
- Strong entrepreneur support network
- Corporate innovation centers
- Robust technology infrastructure

A Pipeline for Talent

275,000+

undergraduate and graduate students across 66 colleges and universities in Metro Atlanta
GT’S HIGH PERFORMANCE COMPUTING CENTER MOVES FORWARD
600K+ SF OFFICE AND DATA CENTER COMING TO TECH SQUARE

Atlanta Business Chronicle
May 19, 2015

KAISER PERMANENTE TO PUT $20M IT CAMPUS IN MIDTOWN
TRANSIT, WALKABILITY KEY FACTORS IN DECISION

Atlanta Business Chronicle
April 16, 2015

NCR MOVE BRINGS 3,600 JOBS TO MIDTOWN

Atlanta Business Chronicle
January 16, 2015

TECH FIRMS PREFER MIDTOWN
IN PART BECAUSE OF BEING CLOSE TO GEORGIA TECH AND MARTA

Atlanta-Journal Constitution
November 26, 2014

Top-Ranked Institutions

Georgia Institute of Technology
A U.S. top 10 and global top 25 university

Emory University Hospital Midtown
6th in the U.S. among academic medical centers and affiliated hospitals

SCAD Atlanta
Atlanta campus of Savannah College of Art and Design, the largest and most comprehensive private arts university in the U.S.
INNOVATION & TALENT

Midtown is a place where talent and innovation can flourish.

Innovation & Research Centers

Georgia Tech’s Technology Square
Technology Square is a 1.4 million square foot project sponsored by Georgia Tech that encompasses education, research, hospitality, office and retail. It serves as a new urban “main street” for the campus and the Midtown Atlanta community.

Innovation Anchors:

1. Advanced Technology Development Center (ATDC): Rated “Top 12 Business-based Incubators Changing the World”
2. Venture Lab: Ranked #2 university-based incubator worldwide
3. Flashpoint: Teams entrepreneurs with mentors, technical, marketing and design experts and investors.
4. Enterprise Innovation Institute (EI2): Outreach to businesses, industries, entrepreneurs and economic developers
5. The Interoperability & Integration Innovation Lab (I3L): Solving health IT communication problems
6. Technology Association of Georgia (TAG): Membership organization uniting Georgia’s tech community and representing 2000+ companies
7. Tech Square Ventures: A seed and early stage fund
8. Georgia Tech Institute for Leadership and Entrepreneurship: Center for education and scholarship in values-based business leadership and socially responsible entrepreneurship.
10. Georgia Department of Economic Development: Plans, manages and mobilizes state resources to attract new business investment to Georgia
11. Technology Enterprise Park: Atlanta’s premier biotech research park.
Corporate Innovation Centers at Tech Square:

1. AT&T Foundry
2. Panasonic Automotive Innovation Center
3. Thyssenkrupp Elevator America R&D Center
4. GE’s Smart Grid Innovation Laboratory
5. Home Depot Innovation Center
6. NCR Hosted Solutions Group Innovation Center
7. AT&T Drive Studio
8. Coca-Cola Enterprises Innovation Center
9. Southern Co. Energy Innovation Center (announced)
10. Black & Decker Digital Accelerator (announced)

Co-Working Spaces

Collider
A tech startup workspace for entrepreneurs and early stage teams maturing into startups.

Industrious
Co-working space for freelancers, growing startups and small businesses. (447 Peachtree Street)

Strongbox West
Desks, offices, suites and meeting rooms for startups, small businesses, entrepreneurs and freelancers.

Georgia Tech High Performance Computing Center
Future home of a new 20+ story building that will drive innovation in high performance computing. The next step forward in the development of Technology Square as Atlanta’s most sought after neighborhood for technology and scientific based companies. 600K+ sq ft. Occupancy will be half Georgia Tech, half private sector.

Emory’s Proton Therapy Center
World’s most advanced radiation treatment for cancer patients, due to open in 2016.

Tech Square Labs
Innovation center and co-working space focused on information security, marketing automation and B2C startups.

NCR Global Headquarters
Global HQ for Fortune 500 fintech company plans relocation to Tech Square with 3600 jobs.

Kaiser Permanente IT Facility
Information technology center for one of America’s leading health care providers will create 900 jobs.
LIVABLE

Big city life with a neighborhood feel. Today, Midtown is one of the hottest residential markets in Atlanta.

Residential Growth

Since 2000, Midtown residential units have more than doubled and are poised for phenomenal growth in the coming years.

*Includes development under construction
Housing Choices

300,000+

housing choices within a 3-mile radius of Midtown, from new high-rise apartments, condos, and converted lofts to single-family homes in a variety of in-town neighborhoods

Population Growth

ATLANTA

MIDTOWN (5x)

Since 2000, Midtown’s resident population has boomed, growing 5 times faster than the City of Atlanta.

Residential Units In the Pipeline

8,000+

residential units planned or under construction within Midtown’s 1.2 square mile district
Midtown has a true, multi-modal transportation system that is unrivaled in the Southeast, providing easy access to local and global destinations.

A tight, **120-block street grid** offering abundant travel choices and unparalleled walkability

Ranked by Creative Loafing as **“The Best Neighborhood for Walking and Biking”** in 2014

Central location with **exceptional interstate access**

**5 miles of bike lanes** with 11 more planned and a future **bikeshare program** slated for 2015

**4 MARTA rail stations** with access to more than 76 miles of public transit and local/regional bus routes.

**300+ acres of green space** and a network of well-lit, tree-lined sidewalks

Direct connections to **Piedmont Park** and the **Atlanta BeltLine’s Eastside Trail**

One-seat ride to **Hartsfield-Jackson International Airport**, the busiest airport in the world

**Coming Soon: Atlanta Streetcar**
East-West connection through Midtown via North Avenue
Traffic Signal Optimization

The Midtown Traffic Signal Optimization Program is retiming more than 100 traffic and pedestrian signals throughout Midtown. Early results have shown a 28% reduction in average travel times across 10 major corridors.

Public Transit Access

96% of commercial and residential buildings are within a 6-minute walk to a MARTA station.

Interstate Access

Midtown is located right next to the I-75/I-85 connector, offering quick access to major interstates and highways.
As a major commercial and residential center, Midtown is bustling with energy and offers a full complement of unique experiences.

**Midtown arts and cultural institutions include:**

- Woodruff Arts Center
- High Museum of Art
- Atlanta Symphony Orchestra
- Alliance Theatre
- The Fox Theatre
- The Center for Puppetry Arts
- Museum of Design
- Bremen Museum
- Center Stage
- SCAD Show Theater

**Annual Cultural Events**

3,000+

*The Woodruff Arts Center*

*“Mi Casa, Your Casa” installation on the Woodruff Arts Center plaza*
Atlanta Streets Alive is an “open streets” event held along Peachtree Street.

Live concert at the Atlanta Botanical Garden.

The Fox Theatre—deemed one of “The Best Big Rooms in America” by Rolling Stone Magazine.
Midtown Atlanta has made its mark on the international culinary map with some of the city’s most acclaimed restaurants.
Annual Visitors

6.1M people visit Midtown attractions each year

Retail

$540M retail sales on an annual basis, with retail space more than doubling since 2000

Hospitality

4,000+ rooms in a variety of luxury, boutique and historic hotels

College Sports

Division I football at Bobby Dodd Stadium and Division I basketball at the new McCamish Pavilion
Amid a vibrant landscape, you’ll find a dedication to parks, plazas, tree canopy, recreational opportunities and a commitment to environmental sustainability.
Midtown EcoDistrict

In 2012, Midtown Alliance formed the first urban EcoDistrict in the Southeast, as a platform for collaboration on improved environmental and economic performance. Initiatives include energy savings, water conservation, green space, recycling and transportation alternatives.

Pocket Parks

Midtown Alliance focuses on creating green places and spaces for recreation and relaxation throughout the district.

5 MI of bike lanes with another 11 miles planned by 2016

The Atlanta BeltLine’s Eastside Trail

The 15th Street Arts Center Plaza

Badminton at 10th & Peachtree Streets

Pershing Point Park
ABOUT MIDTOWN ALLIANCE

We’re committed to strengthening Midtown as a place where people want to be and where businesses want to invest.

Midtown Alliance is a non-profit organization of business and community leaders dedicated to building a vibrant urban experience in the heart of Atlanta. Guided by a visionary master plan, Blueprint Midtown, and in partnership with the Midtown Improvement District, Midtown has become a national model for urban excellence.

What We Do

Capital Improvements
Enhancing the public realm by investing in new sidewalks, street trees, pedestrian lighting, bike lanes, parks and plazas.

Public Safety
Providing a safe environment through our round-the-clock public safety operations with an extensive high-definition video camera network and over 40 off-duty APD officers.

Clean & Green
Keeping Midtown clean and green with full-time landscaping and maintenance operations.

Transportation
Increasing transportation accessibility with intersection and road improvements, district-wide signal management, and wayfinding signage.

Urban Design
Advocating for high-quality development projects consistent with local zoning codes and Blueprint Midtown, our community-designed master plan, and facilitating review and approval through the City.

Sustainability
Positioning the area as a market leader in sustainability and improving its competitive edge by establishing the South’s first urban eco-district.

Innovation
Catalyzing growth in high-tech and creative industries that attract investment and business growth through a district-wide innovation strategy.
Results Since 2000

$4B+$ in new investment

$400M$ in public and private improvements for streetscapes/bridges

$+2x$ residential units and retail space has more than doubled

$\sim3x$ commercial property tax digest has almost tripled
Midtown Alliance works with the private sector to build a livable and sustainable Midtown Atlanta by providing proactive planning and development assistance. Additionally, the following resources are available online at MidtownATL.com/ResourceCenter

**Maps**
Includes Commercial Real Estate Opportunity Maps, Midtown Walking Map, Midtown Context Map, Greater Midtown Boundaries, Midtown Improvement District Boundaries

**Incentives Fact Sheets**
Opportunity Zone Fact Sheet, New Markets Tax Credits, Georgia State Tax Credits.

**Development Information**
Development Tour, Major Development Projects in 2014-2015, Existing Development Summary

**Zoning & Design Guidelines**
Midtown Zoning District Map, SPI-16 Zoning Regulations/Design Guidelines, SPI-17 Zoning Regulations, SAP Application, Streetscape Standards Matrix, Streetscape Elements Cutsheets

**Retail Information**
Retail Inventory Map, Midtown Retail Trade Area and Psychographics, Storefront Design Manual, Retail Nodes and Merchandise Mix

**Data & Demographics**
Midtown Demographics, Weekday Traffic Counts, Weekday Traffic Balance

We provide a wide range of resources and support to businesses, property owners, developers, leasing agents, and site selection agencies.
STREETSCAPES
Completed Streetscapes
Proposed Streetscapes
Streetscape investments are transforming Midtown’s major corridors with new sidewalks and bicycle facilities, lighting, street trees, and improved crosswalks - all of which reinforce the district’s strong urban identity.

BRIDGESCAPES
Completed Bridgescapes
Bridgescapes In Design
Planned Bridgescapes
Bridgescapes at all 7 bridges in Midtown will celebrate these gateways into Atlanta’s urban core. Aesthetic enhancements will include new gateway features, bridge fencing, lighting, and pedestrian and bicycle facilities.

BICYCLE INFRASTRUCTURE
Midtown’s bicycle network covers over 3.2 square miles within the district. 3 additional miles of bike facilities are planned for Peachtree St, 10th St, 5th St, and West Peachtree St.

NETWORK CONNECTIVITY
Proposed One- to Two- Way Street Conversions
6th St: Peachtree to Juniper
7th St: West Peachtree to Piedmont
12th St: West Peachtree to Crescent
Proposed Street Extension
Midtown Alliance is pursuing the extension of 15th Street from West Peachtree Street to Williams Street to improve connectivity, provide traffic congestion relief to 14th Street, and enhance the value of adjacent properties.

GATEWAYS
Proposed MARTA Station Enhancements
Plans for each of Midtown’s stations - North Avenue, Midtown, and Arts Center - will transform them into attractive and engaging destinations. Projects include elements such as pop-up cafés, bicycle service facilities, and public artwork.

REGIONAL TRANSIT
MARTA Rail Stations
Regional Bus Routes
GRTA Xpress, GCT, CCT
Proposed Cobb County Bus Rapid Transit (BRT)
Cobb County BRT is a future regional transportation project that proposes express bus service in managed lanes on I-75. The service will extend from Arts Center Station to Kennesaw State University.

LOCAL TRANSIT
Bus Routes
Local Shuttles/Circulators
Long Range Planned Streetcar Routes
Future phases of the Atlanta Streetcar will connect the east and west sides of the Atlanta BeltLine to Midtown via North Avenue and 10th Street routes.