Only in Midtown Atlanta
It’s a place where people and businesses thrive.

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

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

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OVERVIEW

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 on a street grid

150+ restaurants and shopping experiences

Atlanta’s hottest residential market

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

Nationally Recognized “Great Place”

In 2016, Midtown Atlanta was one of only five neighborhoods in the U.S. to be named to the American Planning Association’s list of “Great Places in America.” The designation acknowledges the combined impact of bold design and decisive action that make Midtown a mixed-use, walkable, clean, safe and interesting place.
OVERVIEW

Midtown: a commercial hub located at the center of the Atlanta Region

A 1.2 square mile area in the heart of Atlanta, Midtown is a premier business location, a center of innovation and talent, and an exceptional urban experience.

Midtown Atlanta

Midtown represents less than 1% of the City’s land area, but accounts for:

$19B annual economic impact

16% of the City’s jobs and 25% of tech jobs

$7B+ real estate value: approximately 10% of total value in the City

5x population growth compared to the City of Atlanta since 2000

Source: Peachtree Corridor Economic and Fiscal Impact Analysis, Bleakly Advisory Group
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
- **Consistently ranked among the region’s best neighborhoods for walking, with more than 40 linear miles of sidewalks**
- **4 MARTA rail stations** with access to more than 76 miles of public transit and 26 local/regional bus routes
- **Central location with exceptional interstate access**
- **One-seat ride to Hartsfield-Jackson International Airport**, the busiest airport in the world
- **5 miles of existing bike lanes** + 10 more miles planned, plus **12 bikeshare stations**
- **300+ acres of parks and green space** and a network of well-lit, tree-lined sidewalks
- **Direct connections to Piedmont Park** and the **Atlanta BeltLine’s Eastside Trail**
Street Grid

Midtown streets and sidewalks are arranged on a tight grid, which offers more transportation options and greater efficiencies than many suburban job centers.

![Street Grid Map]

Interstate Access

Midtown is located right next to the I-75/I-85 connector, offering immediate access to major interstates and highways.

![Interstate Access Map]

Public Transit Access

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

![Public Transit Access Map]

Walkability

Midtown’s pedestrian-oriented environment consistently ranks among Atlanta’s most walkable neighborhoods.

![Walkability Score Chart]
### MARKET INVENTORY

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Under Construction or Proposed</th>
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<tbody>
<tr>
<td>Sq. ft. Office</td>
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<td>Residential Units</td>
<td>14K</td>
<td>6.5K</td>
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<td>Sq. ft. Retail</td>
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<td>Hotel Rooms</td>
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Source: Midtown Development Review Committee

### Growth Since 2000

- **100+** new office, residential, hotel and institutional buildings delivered
- **$400M** in public and private improvements for streetscapes/bridges
- **+2.5x** growth in residential units
- **+3x** commercial property tax digest has more than tripled

### People in Midtown

- **70K** daytime workers
- **20K** residents
- **6.1M** annual visitors

Source: Midtown Alliance and Bleakly Advisory Group

30+ major development projects are under construction or proposed in a 1.2 square mile area.
97% of all residential
are within a 6-minute
walk of a MARTA rail
station.

96% of all office &
are within a 6-minute
walk of a MARTA rail
station.

Multiple Travel Choices
122 BLOCK street grid
22 MILES of streets
70+ lane miles
170 intersections

300 ACRES of greenspace including
Piedmont Park &
Atlanta Botanical Garden

Immediately adjacent to
I-75/85

To Ponce City
Market

2-way cycle track
connecting to the
Atlanta BeltLine

5 MILES of existing bike facilities
10 MILES coming soon

DISTRICT HIGHLIGHTS
ABOUT MIDTOWN ALLIANCE

We’re committed to creating an exceptional urban experience in every dimension.

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

Public Improvement Projects
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 round-the-clock operations featuring 40+ off-duty APD officers, professional public safety teams and an extensive hi-def video camera network.

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

Membership and Community Engagement
Strengthening relationships between residents, workers and civic partners through educational and networking programs and events.
Midtown Alliance has a 40-year reputation for getting important things done.

Midtown Alliance is known for generating big ideas and executing them with a sense of urgency. Our team is working every day to keep the 120 blocks of Midtown Atlanta clean, safe, easy to navigate, and bustling with activity.

**Transportation**
Increasing transportation accessibility with intersection and road improvements, district-wide signal management, wayfinding signage and workplace commute options programs, including discount transit pass sales to employers.

**District Planning**
Advocating for quality development projects consistent with our progressive zoning code 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.
THRIVING BUSINESS DISTRICT

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 connectivity and quality amenities within an easy walk. Welcome to Midtown—a business address of choice.

Major Employment Center

17,000+ new jobs announced for Midtown Q1 2015 - Q4 2017

Source: Atlanta Business Chronicle, February 2018

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

Source: Peachtree Corridor Economic and Fiscal Impact Analysis, Bleakly Advisory Group

NCR leadership cited access to transit and tech talent as important factors in locating their new global HQ in Midtown.
Premier Office Market

20M square feet of office space

96% of offices within a 6-minute walk of MARTA rail

Midtown Atlanta has a very favorable cost structure for office tenants Source: Colliers International, 2017

<table>
<thead>
<tr>
<th>Location</th>
<th>Average Rent Per Square Foot (Class A Office)</th>
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<td>MIDTOWN ATL</td>
<td>$0</td>
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<tr>
<td>DALLAS</td>
<td>$10</td>
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<tr>
<td>HOUSTON</td>
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<td>CHICAGO</td>
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<td>SAN FRANCISCO</td>
<td>$80</td>
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<tr>
<td>MIDTOWN MANHATTAN</td>
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</tbody>
</table>

Location of choice for brands including NCR, Coca-Cola, Turner, AT&T, Equifax, Google, Honeywell, Anthem, major law firms and many others.
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, including 29,000 students in Midtown

Source: Metro Atlanta Chamber
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.

“ANTHEM TO ANCHOR NEW MIDTOWN TOWER, PLANS 3,000 TECH JOBS”
Atlanta Journal-Constitution, October 12, 2017

“NCR MOVE BRINGS 5,400 JOBS TO MIDTOWN”
Atlanta Business Chronicle, August 8, 2016

“HONEYWELL RELOCATES TECH DIVISION HQ TO MIDTOWN”
Atlanta Business Chronicle, September 9, 2016

“FLOORING MANUFACTURER INTERFACE BRINGS HQ TO MIDTOWN”
Atlanta Journal-Constitution, September 21, 2016

“GEORGIA TECH’S HIGH PERFORMANCE COMPUTING CENTER MOVES FOWARD”
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, WAKABILITY KEY FACTORS IN DECISION
Atlanta Business Chronicle, April 16, 2015

“EQUIFAX ANNOUNCES $17M, 650 JOB EXPANSION IN MIDTOWN”
Atlanta Business Chronicle, April 14, 2016
Midtown is a place where talent and innovation can flourish.

**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. Phase II expansion underway.

**Coda at Tech Square: Delivering 2019**
New 750K square foot high performance computing center and “Class T” office environment designed to facilitate interactions between start-ups, Fortune 500 companies, university affiliates, researchers and students. Coda stands out as one of the most significant projects of its kind nationally for research and development in Midtown’s innovation district.
Innovation Anchors

**Advanced Technology Development Center (ATDC)**
Rated “Top 12 Business Incubator”

**Venture Lab**
Ranked #2 university-based incubator worldwide

**Flashpoint**
Pairs entrepreneurs with mentors, technical experts and investors

**Enterprise Innovation Institute (EI2)**
Outreach to businesses, industries, entrepreneurs

**The Interoperability & Integration Innovation Lab (I3L)**
Solving health IT communications problems

**Technology Association of Georgia (TAG)**
Membership organization uniting Georgia’s tech community and representing 2000+ companies

**TechSquare Labs**
Privately owned venture fund, startup incubator and co-working space

**Tech Square Ventures**
Seed and early stage fund Georgia Tech Institute for Leadership & Entrepreneurship

**Georgia Tech Institute for Leadership & Entrepreneurship**
Center for scholarship in values-based and socially responsible business management

**Georgia Department of Economic Development**
Manages state resources to attract new business investment to Georgia

**Georgia Tech Research Institute (GTRI)**
Non-profit applied research arm of Georgia Tech

**Technology Enterprise Park**
Atlanta’s premier biotech research park

**SandboxATL**
Membership club for Tech Square with 9K SF of collaborative and event space

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Co-Working Spaces

**Industrious**
Co-working space for freelancers, growing startups and small businesses

**The Garage at Tech Square**
Event venue and collaborative workspace in the heart of Midtown’s Tech Square

**SPACES**
Collaborative workspace featuring desks, offices, and meeting rooms for creatives and thinkers alike

**WeWork**
Featuring private offices and common spaces at Colony Square and 1372 Peachtree

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Corporate Innovation Centers at Tech Square

[Image of The Garage at Tech Square]
HIGH QUALITY OF LIFE

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.

- **Before 2000**: 5,494
- **2000–2012**: 5,435
- **After 2012**:
  - Proposed: 4,853
  - Existing: 5,484

*Includes development under construction as of Q1 2018*
Housing Choices

147,000+

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

Source: ESRI data analysis, Atlanta Regional Commission

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

6,500+

residential units under construction or planned within Midtown’s 1.2 square mile district

Source: Midtown Development Review Committee
ARTS & CULTURE

Midtown is home to the largest concentration of arts and cultural institutions in the Southeast.

As a major commercial and residential center, Midtown is bustling with energy and offers a full complement of unique experiences.

- Alliance Theatre
- Atlanta Botanical Garden
- Atlanta Fed Money Museum
- Atlanta Symphony Orchestra
- Breman Museum
- The Center for Puppetry Arts
- Center Stage
- The Fox Theatre
- High Museum of Art
- Margaret Mitchell House
- Museum of Design Atlanta
- SCADFash and SCAD Show Theater
- Whole World Theatre
- The Woodruff Arts Center

Annual Cultural Events

3,000+

The Woodruff Arts Center is the 3rd-largest venue of its kind in the U.S., drawing more than 800,000 patrons each year to its Midtown campus.

Museum of Design Atlanta
One of the highest-grossing venues in North America, The Fox Theatre hosts 250 performances annually and was named among “The Best Big Rooms” by Rolling Stone

Annual Events in Midtown Atlanta

- AJC Peachtree Road Race
- Atlanta Food & Wine Festival
- Atlanta Jazz Festival
- Atlanta Pride Festival
- Atlanta Streets Alive
- Children’s Christmas Parade
- Dogwood Festival
- Music Midtown
- St. Patrick’s Day Parade

Live concert at the Atlanta Botanical Garden

Atlanta Streets Alive is an “open streets” event held annually along Peachtree Street
HOSPITALITY & LIFESTYLE

Midtown Atlanta has made its mark on the international culinary map with some of the city’s most acclaimed restaurants.

Restaurants

150+ dining options including nationally acclaimed and one-of-a-kind restaurants

The Canteen Food Hall

The Lawrence
Annual Visitors

6.1M people visit Midtown attractions, festivals and events each year

1.3M overnight hotel guests annually

Source: Atlanta Convention and Visitors Bureau

Hospitality

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

1,300+ new hotel rooms in the pipeline

Source: Midtown Development Review Committee

College Sports

Division I football at Bobby Dodd Stadium and
Division I basketball at the new McCamish Pavilion

Retail

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

$940M combined customer spending power among Midtown workers and residents

$300M additional retail spending projected by 2020, bolstered by large increase in new residents and jobs

$72,461 Midtown median household income, compared to $51,687 for Atlanta

Source: ESRI and ICSC data analysis used in Midtown Atlanta retail study conducted by Larisa Ortiz Associates
URBAN & GREEN

Amid a vibrant landscape, you’ll find a dedication to parks, plazas, tree canopy, recreational opportunities and a commitment to environmental sustainability.

Greenspace

300+ acres of green space and multi-use trails

Atlanta Botanical Garden’s Canopy Walk

Piedmont Park
Midtown EcoDistrict

Established in 2012 as the first urban EcoDistrict in the Southeast: a platform for collaboration on environmental sustainability 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.

Bike Lanes

5 MI of bike lanes with another 10 miles planned

12+ bike share stations located throughout Midtown
We provide a range of resources and support to businesses, property owners, developers, leasing agents, new residents, visitors, media, economic development and site selection professionals.

Midtown Alliance provides a robust selection of up-to-date information on planning and development resources. More than 60 maps, studies, reports and fact sheets are available online at MidtownATL.com/ResourceCenter:

**Maps**
- Commercial Real Estate Maps, Walking Maps
- Midtown Boundary and Context Maps

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

**Development Information**
- Major Development Activity Maps & Summary, Existing Development Summary

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

**Retail Information**
- Midtown Retail Trade Area and Psychographics, Storefront Design Manual, Retail Nodes

**Data & Demographics**
- Midtown Demographics, Traffic Counts and Balance, Community Survey Findings

**Action Plans, Studies & Reports**
- Blueprint Midtown Community Master Plan, Midtown Transportation Plan, Parking Study, Retail Study