

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



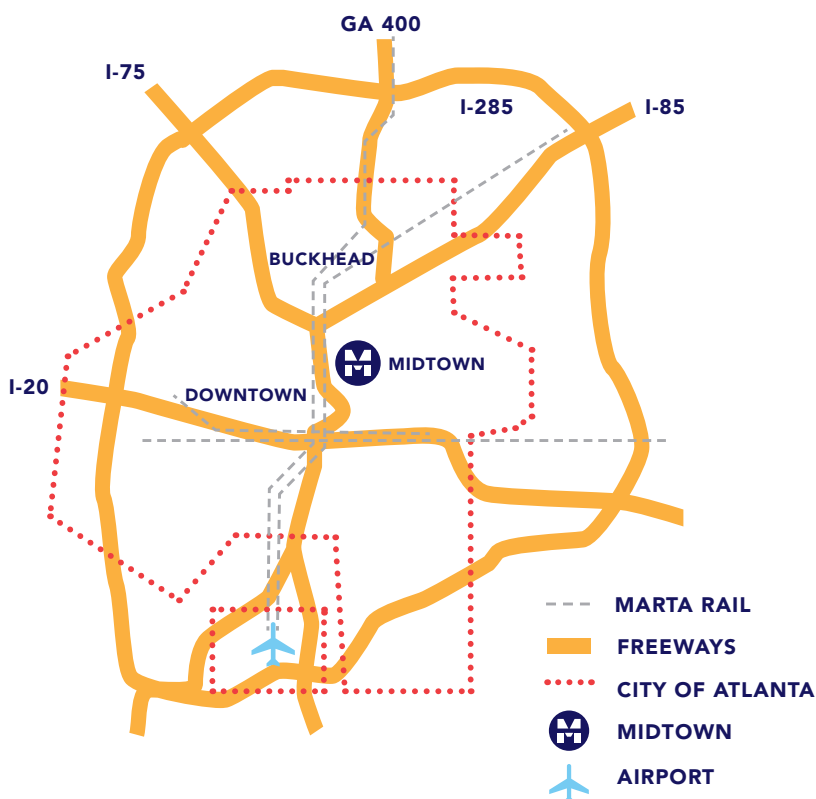
**Nationally Recognized
“Great Place”**

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

CONNECTED

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.



Midtown

Sample 1 square mile contains **21.8 linear street miles**

Perimeter Center

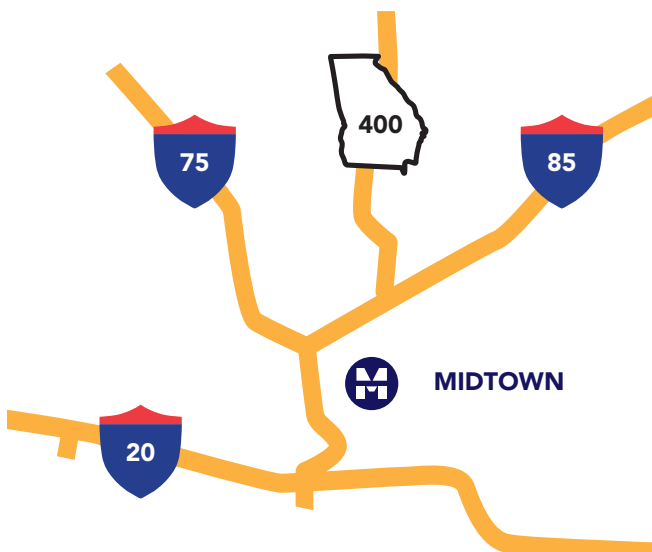
Sample 1 square mile contains **9.3 linear street miles**

32% of Midtown commuters take transit or other alternatives to work instead of driving alone

Source: Georgia Department of Transportation
Regional Commuter Survey

Interstate Access

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



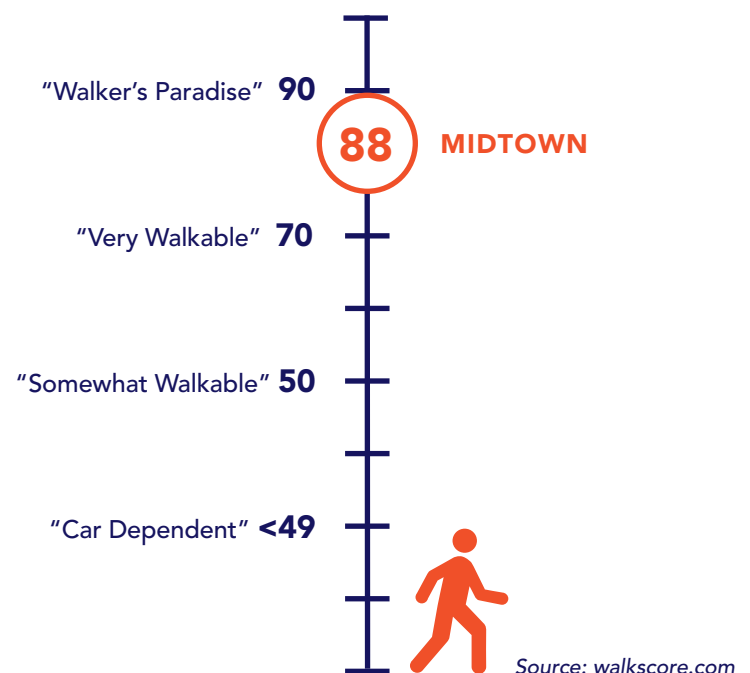
Public Transit Access

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



Walkability

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



MARKET INVENTORY

	Sq. ft. Office	Residential Units	Sq. ft. Retail	Hotel Rooms
Existing	20M	14K	1M	4,020
Under Construction or Proposed	3.0M	6.5K	485K	1,300

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

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 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.

Midtown Alliance has a 40-year reputation for getting important things done.



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

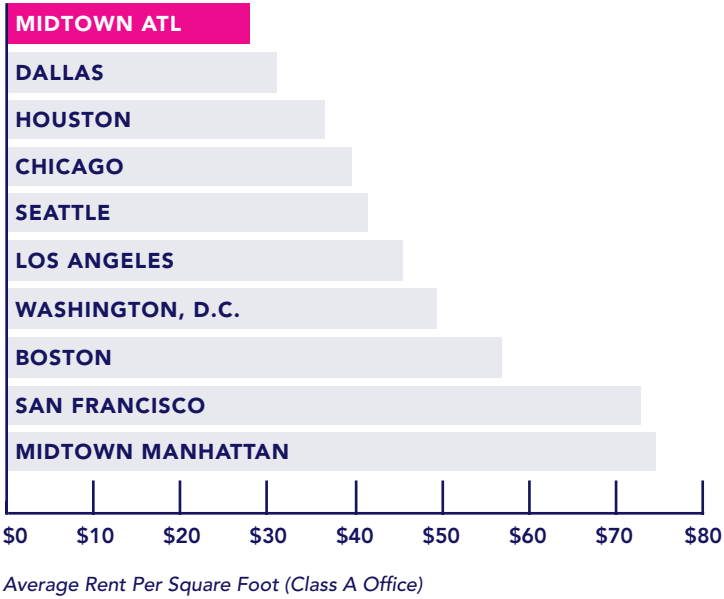
Premier Office Market

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



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



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

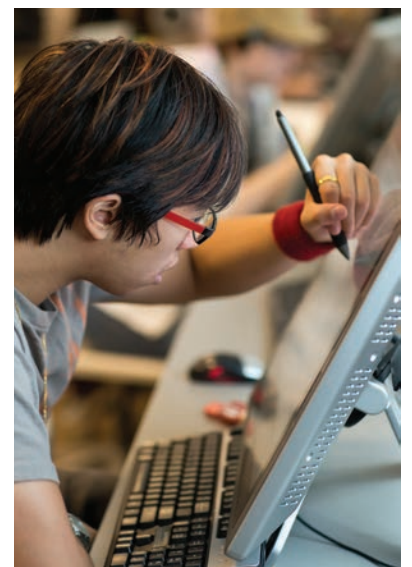
- Globally-ranked anchor institutions bridging technology, healthcare and the arts
- Top-tier startup incubators and accelerators
- Strong entrepreneur support network
- Corporate innovation centers
- Robust technology infrastructure

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



"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

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.

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. Phase II expansion underway.



Credit: Portman and Associates

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

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



Corporate Innovation Centers at Tech Square

accenture

Anthem



BLACK+DECKER

Chick-fil-A

Coca-Cola

DELTA

EMERSON



KEYSIGHT TECHNOLOGIES



Panasonic

SIEMENS

Southern Company

thyssenkrupp



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.



*Includes development under construction as of 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
- SCADFashion 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



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



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

Live concert at the Atlanta Botanical Garden



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



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



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**.



Bike Lanes

5MI of **bike lanes** with another 10 miles planned



The Atlanta BeltLine's Eastside Trail

12+ bike share stations located throughout Midtown

Pocket Parks

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



15th Street Arts Center Plaza



Badminton at 10th & Peachtree Streets



Pershing Point Park

RESOURCES

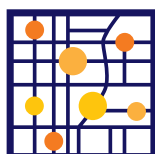
We provide a range of resources and support to businesses, property owners, developers, leasing agents, new residents, visitors, media, economic development and site selection professionals.

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



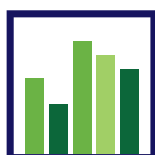
Zoning & Design Guidelines

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



MIDTOWN
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