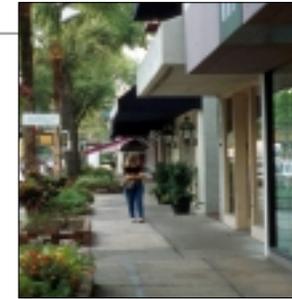




Blueprint Midtown II Executive Summary





Midtown Alliance



Midtown Atlanta, connecting Downtown and Buckhead, is a thriving mixed-use, high-density city center energized by a talented workforce and reinforced by a growing and supportive residential base. As the location of some of the city's most dynamic economic engines, Midtown is home to the educational, arts, financial, health, transportation, and telecommunications resources that make it a true live-learn-work-play community.



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A blueprint is both a vision of what can be and a detailed guide for creating that future. Under the leadership of Midtown Alliance, the people of Midtown have spent countless hours framing a comprehensive, intentional view of what Midtown Atlanta should and can be.

Blueprint Midtown envisions a vital, vibrant city center inspired by what people want in an urban community:

- **a balanced blend of residential, retail, office, and mixed-use properties,**
- **plenty of green space,**
- **multiple transit options, and**
- **a unique, welcoming, and thoroughly pedestrian streetscape environment.**

Spearheaded by Midtown Alliance beginning in 1997, the Blueprint stimulated dramatic change to the face of Midtown by providing the framework and impetus for new housing, desirable office space, transportation improvements, public safety initiatives, environmental clean-up, and a pedestrian-friendly streetscape program. It also laid the groundwork for the largest rezoning in Atlanta’s history.

This Executive Summary of Blueprint Midtown II, completed in 2003, moves the quality redevelopment of Midtown forward by providing the data and guidelines to inspire projects, inform design proposals, and maintain the community’s Blueprint vision.

By following the requirements of the Blueprint, Midtown stakeholders will create the community imagined from the outset – a vibrant, successful city center that is uniquely Midtown Atlanta.



The Present



Peachtree Street at 10th Street (north)



10th Street at West Peachtree Street (west)



Peachtree Street at 8th Street (south)

THE VISION



RETAIL TYPES

VISION: Create 2 million square feet of new high-style, urban, street-level retail, combining the energy of Chicago's Michigan Avenue and the charm and character of King Street in Charleston, South Carolina. Midtown's retail experience will fall into three categories: Signature, Boutique, and Neighborhood Service-based retailers.

Legend

- Signature Retail
- Boutique Retail
- Neighborhood Retail
- Boutique Retail Node
- Neighborhood Retail Node
- Area of Greatest Retail Opportunity

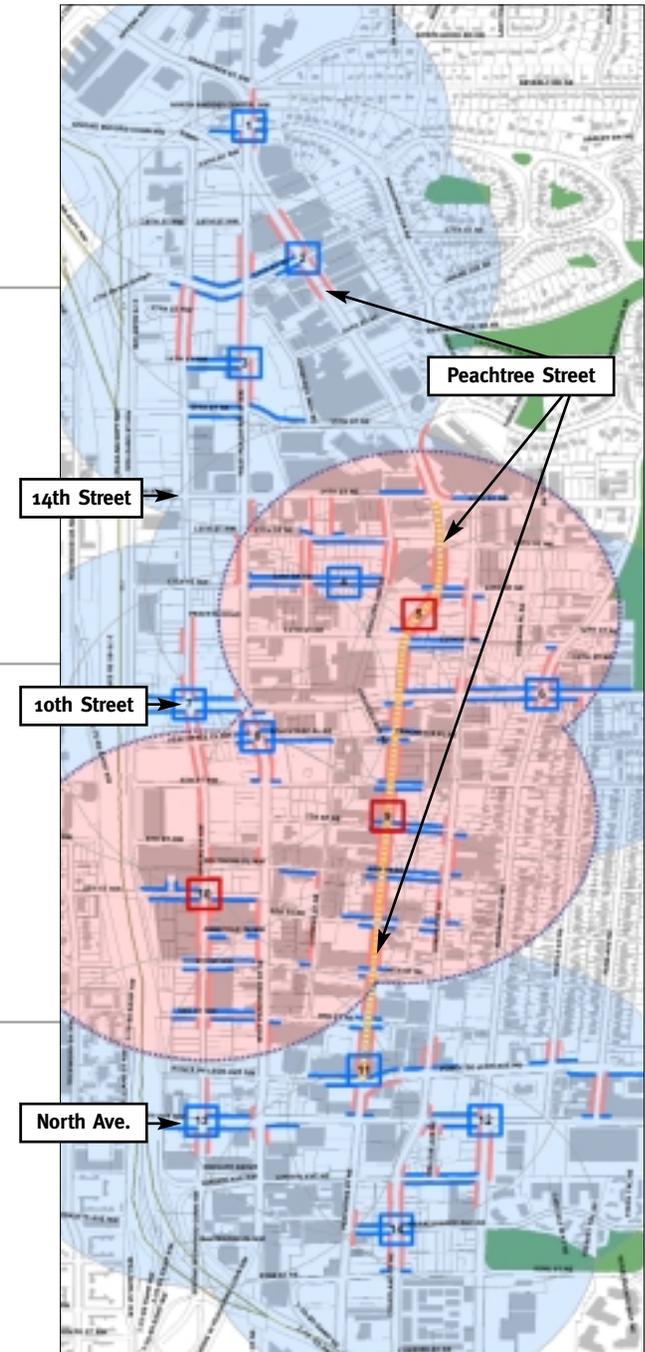
Signature Retail will include high-end local, regional, and national retailers, such as department stores and fashion emporiums concentrated on Peachtree Street.



Boutique Retail will round out the offerings with home furnishings, galleries, and bookstores. Three primary nodes have been identified at 11th and Peachtree Streets; 7th and Peachtree Streets; and 5th and Spring Streets.



Neighborhood Service-based Retail located primarily along Midtown's east-west streets will supply goods and services for the community's growing number of residents.



Storefront Components



▲ Storefronts must be directly adjacent to and accessible from the public sidewalk.



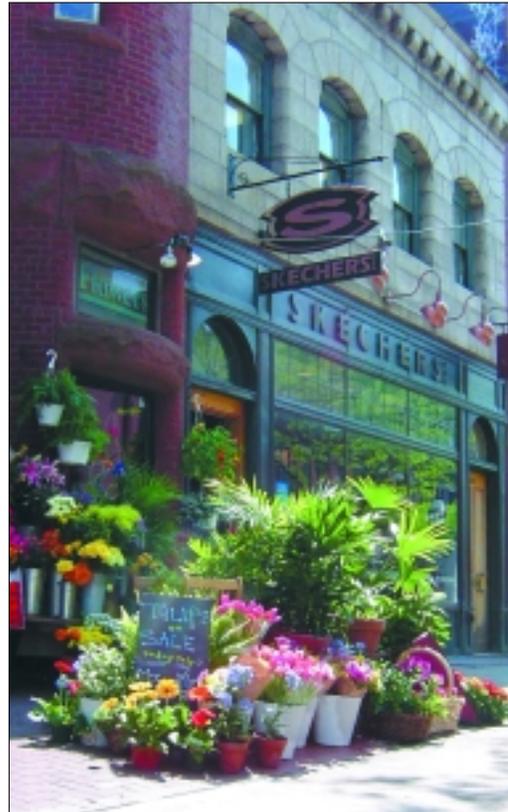
Outdoor cafes and creative merchandise displays are strongly encouraged to enliven the street environment.



◀ Ceiling heights should range from 16-18 feet on the first floor and 8-10 feet on subsequent floors.



▲ Stores must occupy one to three stories at the base of buildings.

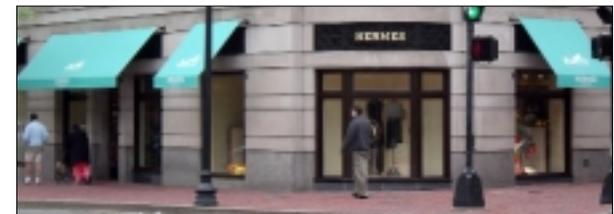


Display Windows



▲ For stores occupying multiple stories, large windows for merchandise display are strongly recommended on upper floors.

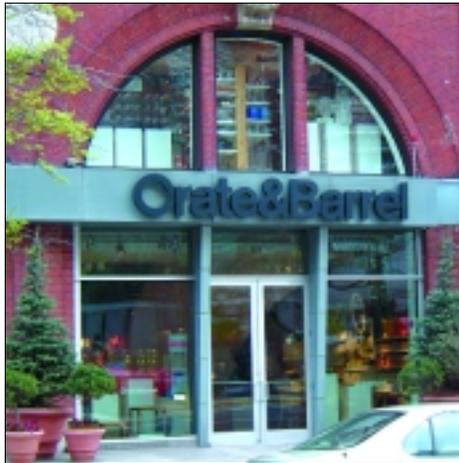
Awnings & Canopies



▶ Canvas and metal awnings should accent the top edge of ground floor windows and door frames.



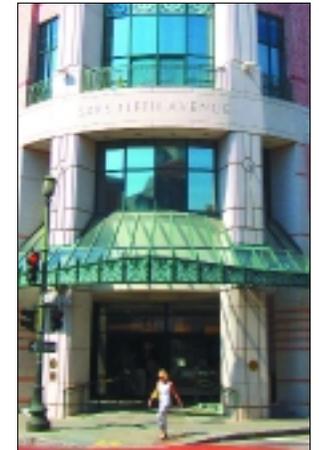
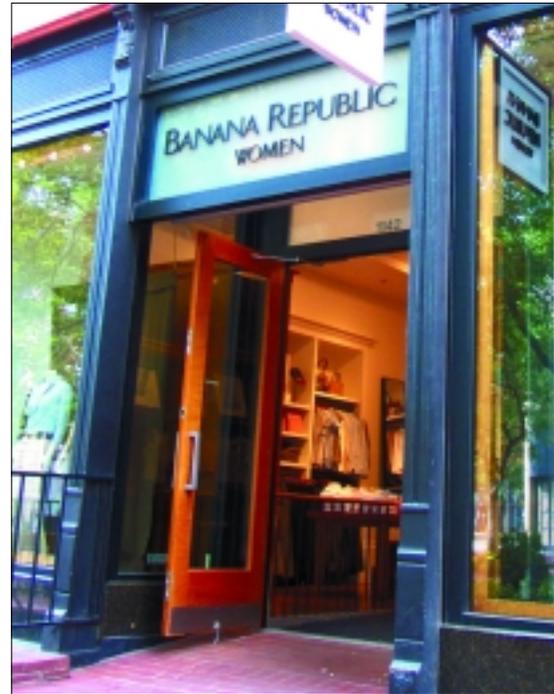
Doors & Windows



Entrance doors should be of glass or contain significant glass to allow visibility into businesses.



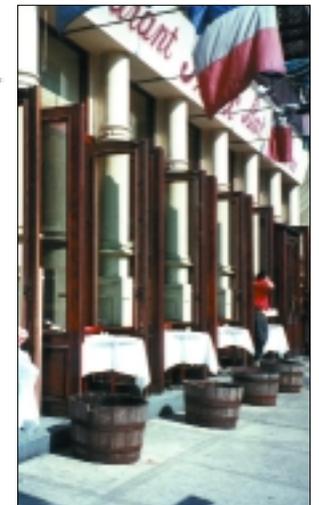
Entries must be recessed to allow the door to swing out without obstructing pedestrian flow.



The number of retail entrances should be maximized with specific emphasis at corners.



Where appropriate, sliding/folding doors that allow the activity of the business to open adjacent to and onto the public sidewalk should be installed.



Storefront facades must be a minimum of 90 percent floor-to-ceiling transparent "clear" glass with window bases not exceeding height of 2 feet.

Commercial Signage



▲ Storefront and signage components (awnings, graphics) should be built-in with flexibility to accommodate branding by individual merchants.

To identify businesses to pedestrians or those traveling parallel to storefronts, fin or blade signs projected from building wall should be installed.



▲ Building signage must be attractively designed and limited in size and scale in keeping with Midtown's character and pedestrian environment.

Lighting & Security



▲ Lighting and backlighting are strongly recommended throughout nighttime hours to accentuate storefront displays, illuminate building details, and promote public safety.



LANDSCAPING, PLAZAS & PARKS

VISION: Create a distinctly urban, yet lush, green environment that invites people to walk and to experience a livable, sustainable Midtown. The Blueprint calls for "green streets", the creative placement of urban parks and plazas, and the continued greening of Midtown's residential and commercial properties.



◀ Add merchandise kiosks to activate existing and future greenspace.

▶ Continue the greening of Midtown commercial properties.



◀ Add more parks and urban plazas.



▲ Designate key "green streets", those secondary east-west corridors transformed into green-scaped passageways.

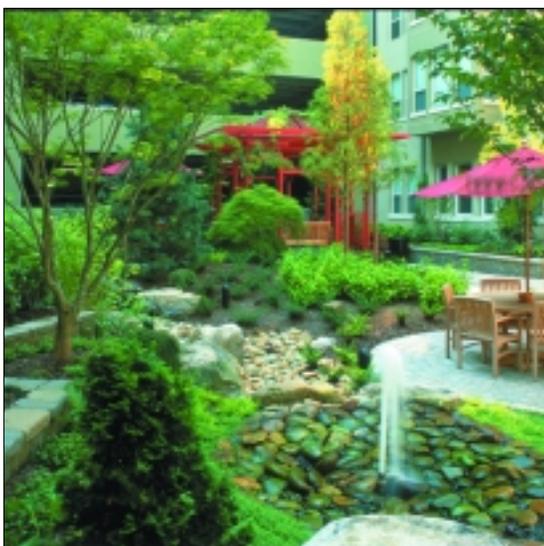
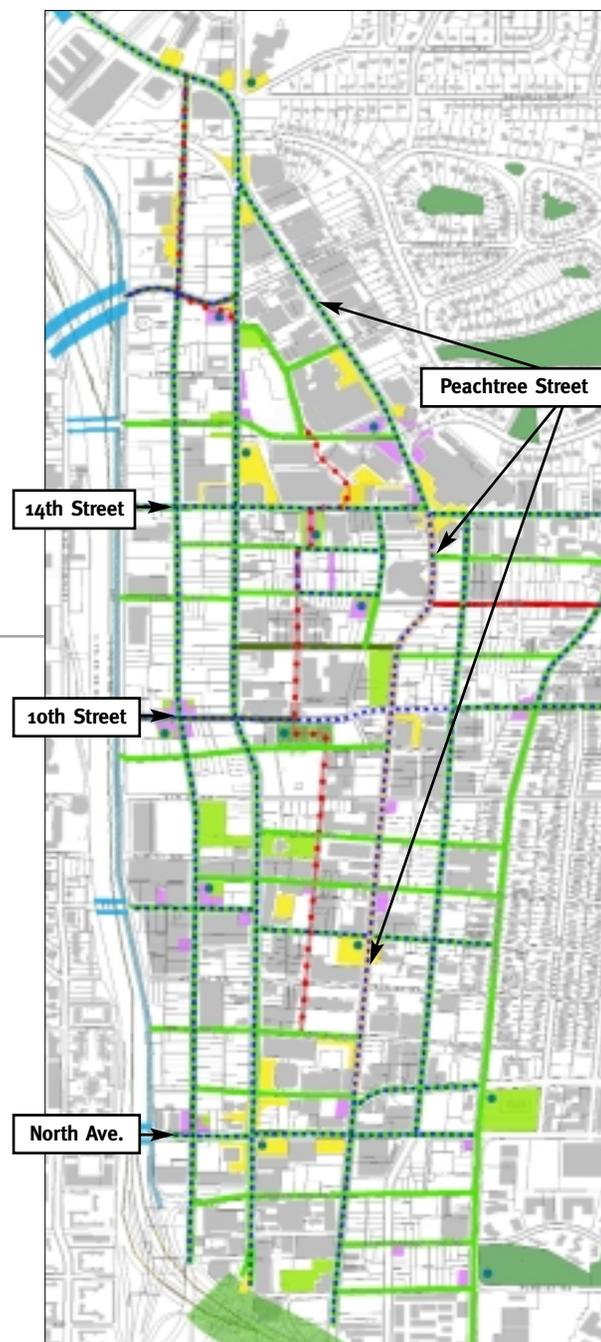




▲ Add publicly-accessible outdoor fountains, sculptures, and private gathering spots.

Legend

- Major Corridor Streetscape Streets
- Signature Street
- Green Streets
- Arts Walk
- 12th Street Promenade
- New Plaza
- New Park
- Existing Park/Plaza
- Pedestrian Connection
- Freeway Plaza
- Interstate Screening
- Kiosks
- Existing Open Space/Parks



▲ Incorporate heavily landscaped private terraces, courtyards, balconies, and rooftop gardens. (Include fountains and water features when possible).



▲ Create green urban boulevards with tree-lined medians.

TRANSIT

VISION: Achieve a people-active Midtown, where pedestrians are priority one, sidewalks are safe and alive with people, and automobiles are but one of many transit options. The Blueprint recommends a multi-modal approach to transportation in Midtown.



▲ WALKING: Enhance the pedestrian realm with improved sidewalks, including mid-block crosswalks and signals; the addition of trees, sculpture, fountains, and street and pedestrian lighting; and way-finding directional signage. ▶



▲ BICYCLING: Develop a network of bicycle paths through Midtown with directional signage, bicycle racks, and bike storage areas.



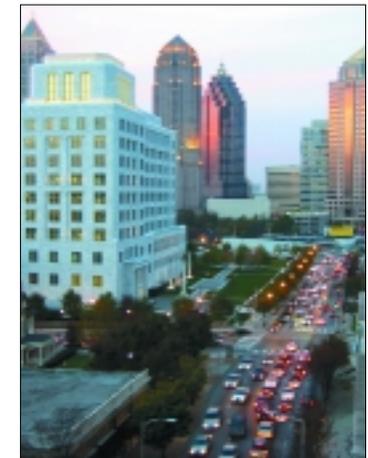
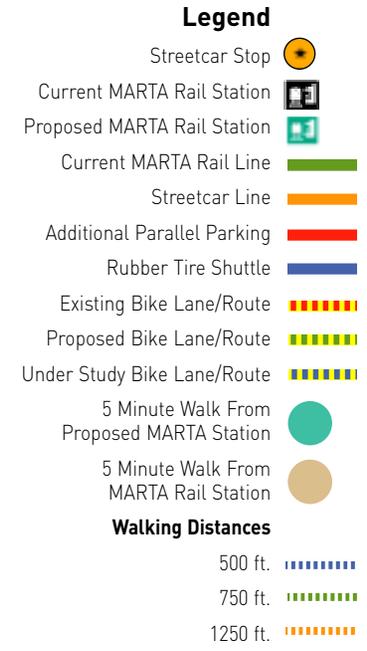
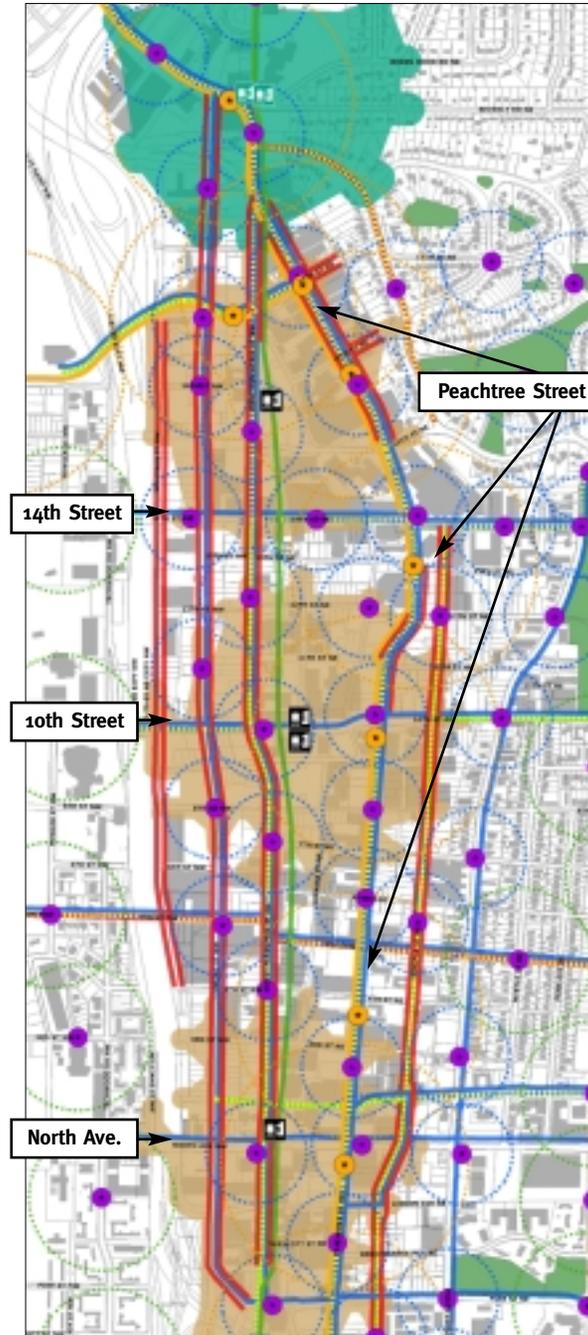
▲ MARTA : Add a new rail station at Peachtree Pointe; enliven existing stations with paint, interesting lighting, and new signage; and produce greater accessibility by adding mid-block entrances and increasing local transit service to stations.



▲ **RUBBER TIRE SHUTTLE:** Introduce a shuttle, integrated with existing trolley services (i.e. Tech Trolley), which can provide quick surface connections from Midtown to other destinations.



▲ **STREETCAR:** Evaluate the potential of a streetcar on Peachtree Street, connecting Downtown, Midtown, and Buckhead, and implement if feasible.



MIXED-USE AND RESIDENTIAL

VISION: Welcome the addition of more than 8 million square feet of new development, including 70% in mixed-use centers which skillfully incorporate residential, retail and commercial space under one roof in buildings that are active day and night. Add 30,000 new housing units in a blend of low-, medium-, and high-density residential and mixed-use configurations to meet the demand in Midtown's surging residential market and create a truly urban living experience.



▲ Street-level, sidewalk-accessible retail must be incorporated as an essential component for all mixed-use building types.



▲ All mechanical features must be incorporated and screened within the building and rooftops must be designated for open space, gardens or recreational activities.

For All Mixed-Use Types (Residential, Retail, or Commercial)



▲ Building façade materials must be brick, stone, stained concrete, real stucco, or glass and metal.



▲ Lobby entrances should be minimized to maximize retail frontage.



▲ The character of buildings should be enhanced by adding unique balconies or terraces.



◀ Parking facilities must conceal vehicles from public view and provide a building-like appearance with horizontal floors along the exterior. All parking facilities should include commercial and/or residential uses adjacent to, and accessible from, all public sidewalks.

For All Residential-Only Buildings



- ▲ Entries must be distinguished with decorative exterior stairs. Porches, stoops, stairways, bay windows, balconies and terraces should be incorporated into residential design.



- ▲ The height of the residential ground floor should be raised 3-5 feet above sidewalk.



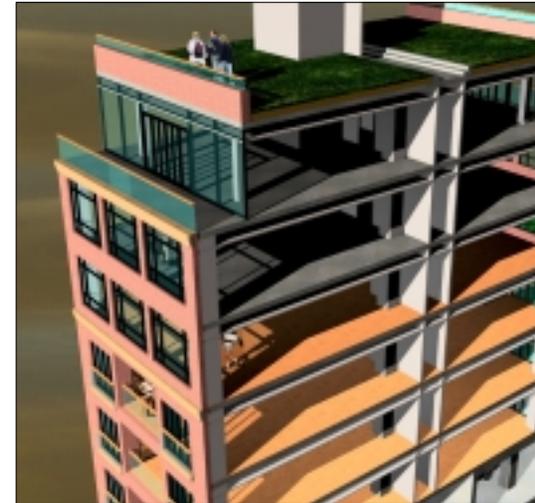
- ▲ Ground floors should be activated with residential live/work units accessible from and at grade with the sidewalk.



- ▲ Brick, stone, stained concrete, real stucco, or glass and metal must be used as building façade materials.



- ▲ A single entrance leading directly to ground-floor lobby should be provided.



- ▲ Top floors must be set back a minimum of 6 feet to accommodate a residential penthouse, clubroom, and/or rooftop terrace.



- ▲ When live/work is not incorporated, a 15-foot landscaped front yard must be set aside between the sidewalk and building façade.

SUSCEPTIBILITY TO CHANGE

Land susceptible to change includes parcels with developable potential where new buildings are recommended or opportunities exist for rehabilitation of older buildings to more intensive urban uses.

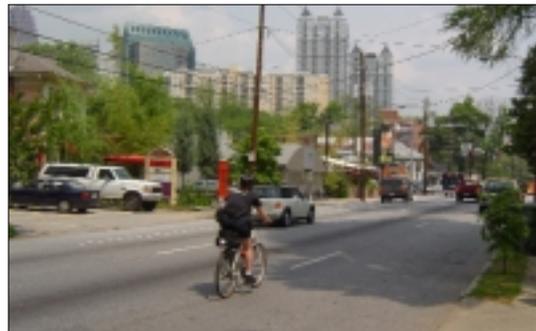
A 2004 survey showed that over 249 acres, or 35% of property within Blueprint Midtown project boundaries, is ripe for development.

Susceptibility To Change



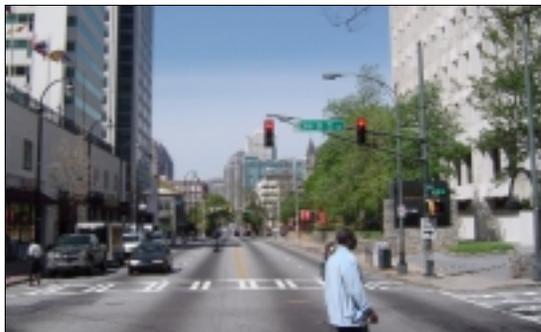
High Susceptibility to Change

Vacant or underutilized parcels, deteriorating buildings, surface parking lots, older single-story buildings, and other land uses ripe for redevelopment.



Moderate Susceptibility to Change

Areas that are partially vacant or deteriorated buildings and lots that have some marginal use but need significant improvement.



Low Susceptibility to Change

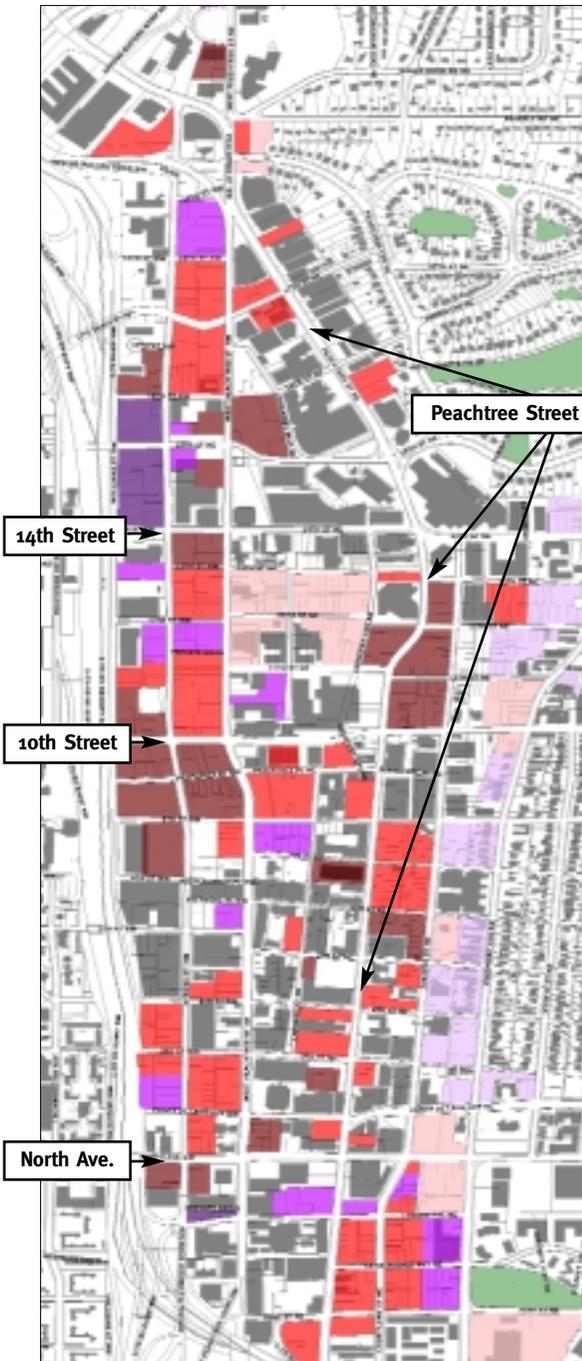
Buildings in good condition that could use cosmetic enhancements, such as historic buildings, or recently constructed buildings needing minimum improvements such as reorientation to the street.



No Susceptibility to Change

Areas and buildings in excellent condition and historic areas and structures not likely to change in the foreseeable future.





Legend

- Low Density Residential (2-7 Stories)
- Medium Density Residential (8-12 Stories)
- High Density Residential (12-30 Stories)
- Low Density Mixed-Use (2-6 Stories)
- Medium Density Mixed-Use (7-12 Stories)
- High Density Mixed-Use (12-30 Stories)

Blueprint Midtown II focuses on the development of retail, mixed-use, and housing. In total, there is over 46 million square feet of new development recommended. Over 70% of this new development is planned to be mixed-use, consisting of housing, retail, and commercial space. The six (6) basic land uses are identified in the legend and table and shown on the map below.

Land Use Type	Parcel Total Land Area (Sq. Feet)	Parcel Total Land Area (Acres)	Percentage of New Proposed Land Use	Total Proposed Housing Units	Total Proposed Housing Units (Sq. Ft.)	Total Proposed Office (Sq. Ft.)	Total Proposed Retail (Sq. Ft.)	Gross Proposed New Area (Sq. Ft.)
Low Density Residential (2-7 St.)	1,437,480	33	13.3%	2,382	2,858,400	0	0	2,858,400
Medium Density Residential (8-12 St.)	1,045,440	24	9.6%	3,621	4,345,200	0	0	4,345,200
High Density Residential (13-30 St.)	696,960	16	6.4%	5,140	6,168,000	0	0	6,168,000
Low Density Mixed-Use (2-6 St.)	1,960,200	45	18.0%	1,623	1,953,600	650,608	391,360	2,995,568
Medium Density Mixed-Use (7-12 St.)	3,615,480	83	33.3%	7,459	8,950,800	2,986,451	980,354	12,917,605
High Density Mixed-Use (13-30 St.)	2,090,880	48	19.4%	10,139	12,166,800	4,065,661	568,819	16,801,280
Total	10,846,440	249	100%	30,364	36,442,800	7,702,720	1,940,533	46,086,053

Despite its current success and vibrancy, Midtown’s future is still being written as stakeholders work together to define and create this dynamic community in the heart of Atlanta.



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The **Mission of the Midtown Alliance** is to improve and sustain the quality of life for those who live, work and play in Midtown Atlanta. The Alliance accomplishes 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 which give Midtown Atlanta its unique character.



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Midtown Alliance appreciates all contributions of photography.