

Midtown Owner's Manual

A GUIDE FOR NEW DEVELOPMENT



MIDTOWN
Alliance

Midtown Owner's Manual

A GUIDE FOR NEW DEVELOPMENT

ABOUT THIS DOCUMENT

Everyone owns Midtown's future.

- **For ease of reference**
- **To provide a visual guide**
- **To address developers' frequently asked questions**

This document, an "Owner's Manual" is written for the development and design community. It is intended to highlight the essential zoning regulations, design principles, and best practices for new development and redevelopment projects in Midtown Atlanta.

The landscape of Midtown is changing rapidly. We have seen 50+ projects over the last 15 years. Over that time, we have seen project designs that work well, and some that don't. We want to share this information in a format that is easy to understand and implement.

Beyond Zoning Requirements

A successful and well-designed project will go further than mere compliance with the zoning code. Midtown SPI zoning is a set of minimum standards. Each project is unique and zoning is not intended to address the essential design decisions that create a great project.

Our goal is to collaborate with you and your development teams early in your project's concept development. It's not about breaking the budget, but looking for small, simple actions that make a big impact.

The public realm and the private spaces adjacent to the public realm are critical. How will people experience, interact and connect in these shared spaces?

Looking Ahead

If the last 10 years is any guide, the next decade will be one of profound change. Your project will stand for the next century. Design so that future needs and customer demand can be anticipated and/or retrofitted easily.

It's hard to know exactly what the future holds, but it is clear who holds the future. Together, we own the opportunity to shape Midtown—and our city—into an exceptional urban experience. Let's make it happen.

What makes developing in Midtown different?

Great urban environments begin at the street level.

In Midtown, the relationship of the building to the street is a top priority. New development must engage the public realm to contribute to a positive pedestrian experience and to create a unique sense of place.

What are the important elements for new developments?

1 SITE & BUILDING
ORGANIZATION

**Composing your site
to create a great urban
environment.**

2 BUILDINGS

**Designing buildings that
are good neighbors and
embrace the street.**

3 OPEN SPACE &
SUPPLEMENTAL ZONES

**Creating places where
people want to linger.**

4 STREETSCAPE

**Crafting high-quality
streets that elevate the
Midtown experience.**

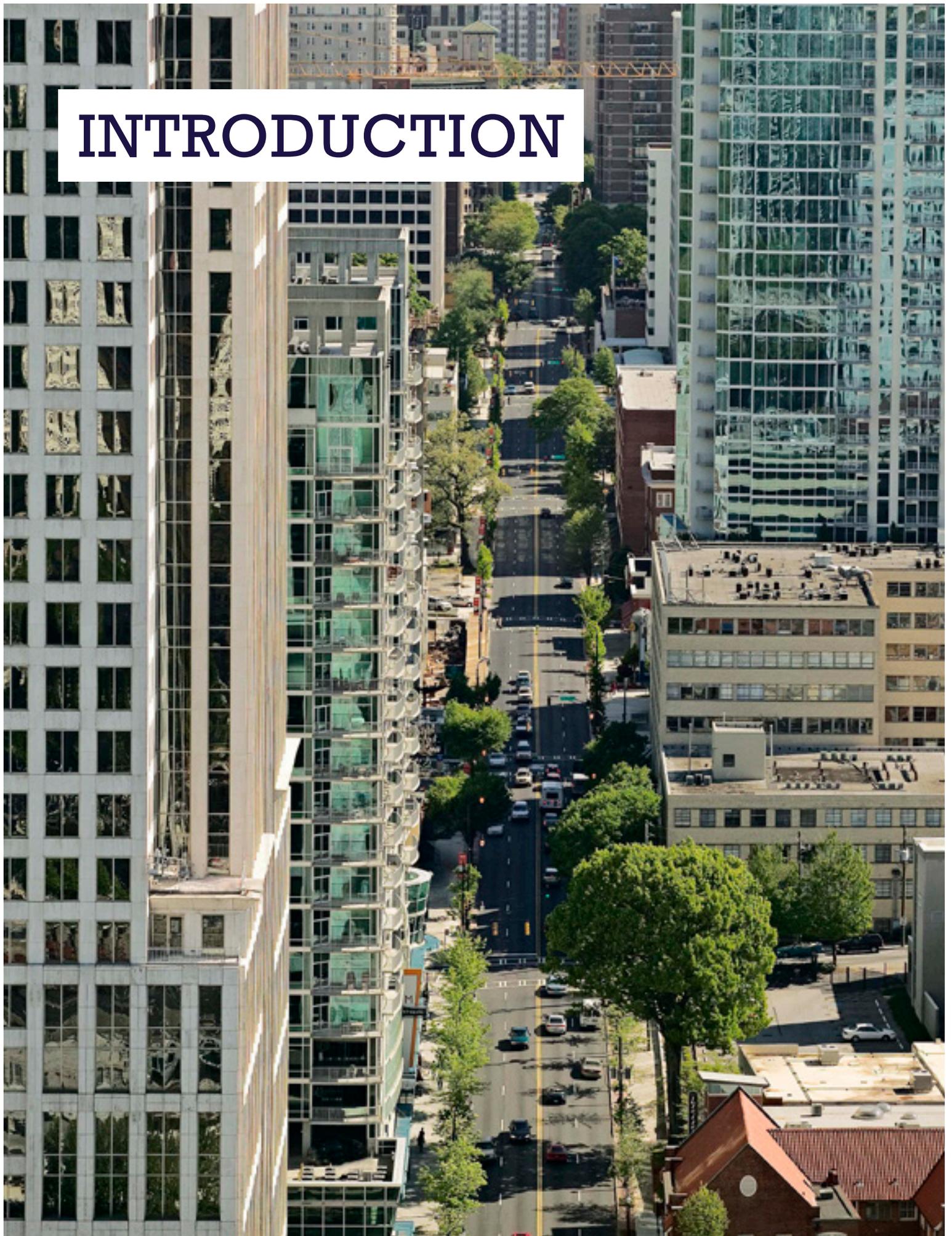
ABOUT THIS DOCUMENT

Contents

Introduction	01
Midtown’s Vision.....	01
About Midtown Alliance.....	02
The Review and Permitting Process	06
The Development Checklist	08
Site & Building Organization	10
SB-1 Block Dimensions & Building Bulk	14
Block Dimensions	14
Bulk	14
Incentive Bonuses	15
SB-2 Site Coverage, Edges & Setbacks.....	16
Continuous Street Wall.....	16
Building Coverage	16
Usable Open Space	16
Open Space Incentives	16
Setbacks.....	17
SB-3 Entries & Access.....	18
Primary and Secondary Entrances.....	18
Vehicular Entrances and Curb Cuts.....	18
Service Access and Screening.....	19
SB-4 Heights.....	20
Maximum Building Height	20
Minimum Façade Height.....	20
Transitional Height Planes.....	20
Buildings.....	22
BD-1 Street Level	26
Active Uses.....	26
Storefront Design	29
Signage	31
BD-2 Façades & Enclosure	32
Articulation.....	32
Façade Detailing and Materials.....	35

BD-3 Roofs	36
Materials and Organization	36
Active Uses.....	36
BD-4 Parking	38
Vehicular Parking.....	38
Bicycle Parking	38
Parking Structures	41
BD-5 Performance & Sustainability	42
Transportation	42
Water.....	42
Energy	45
Waste	45
Open Spaces & Supplemental Zones.....	46
OS-1 Open Spaces.....	50
Active Uses.....	50
Types	55
OS-2 Supplemental Zones	56
Active Uses.....	56
Materials.....	59
Grading and Walls.....	59
Streetscapes.....	60
ST-1 Sidewalk Zone	64
Dimensions.....	64
Zones.....	64
Sidewalk Zone Width Transitions	64
Intersection Visibility Requirements	64
ST-2 Tree & Furniture Zone.....	65
Dimensions.....	65
Uses.....	65
Hardscape Materials.....	65
Trees.....	66
Furniture and Streetlights.....	67

INTRODUCTION



MIDTOWN'S VISION

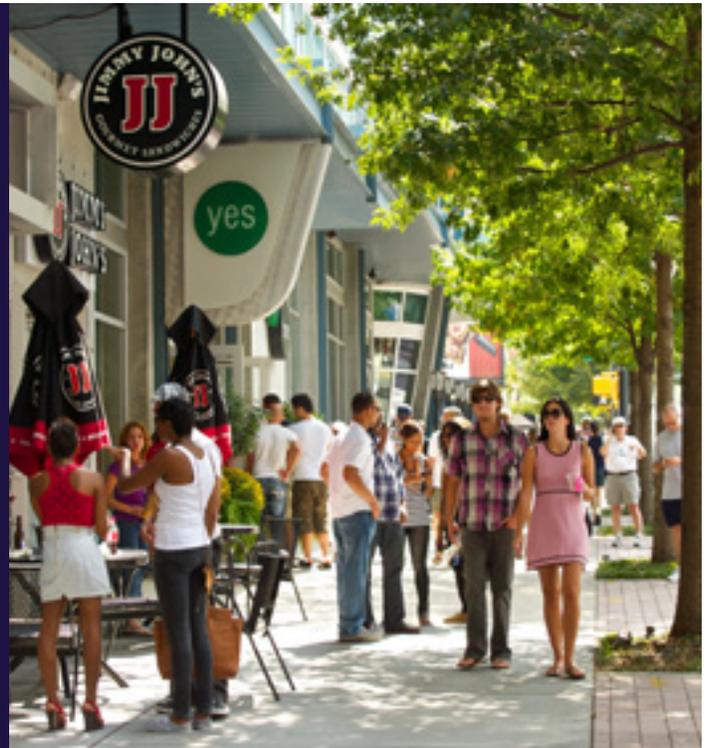
In the heart of it all

Imagine a place where people and businesses thrive—a community at the epicenter of life and commerce, urban and natural, technology and culture.

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. It is home to the city's premier greenspace, historic neighborhoods, cultural destinations, arts venues and Southern landmarks.

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

Our vision for Midtown is a liveable, walkable district in the heart of Atlanta—a place where people, business and culture converge to create a live-work-play community with a distinct personality and a premium quality of life.



ABOUT MIDTOWN ALLIANCE

What we do

OUR COMMITMENT

Making your project as successful as possible while strengthening Midtown as a place.

Midtown Alliance is a non-profit organization of business and community leaders dedicated to building a vibrant urban experience in the heart of Atlanta. Our job is to help create the most exceptional urban district in the Southeast.

We are on the ground every day in Midtown. We work as partners, implementers, facilitators, advocates and an information resource. Whether making investments and securing grants for transportation and infrastructure projects in partnership with the City, or working closely

with the development and design community, we are about shared wins and continued value creation in Midtown and our City.

Midtown Alliance collaborates with the private sector to supply a wide range of resources and support to businesses, property owners, developers, leasing agents, and site selection agencies.

For online resources, go to: midtownatl.com/about/resource-center

OUR PROGRAMS

Helping to create and maintain the most exceptional urban district in the Southeast.

Urban Design

Advocating for high-quality development projects that are consistent with local zoning codes and Blueprint Midtown, our community-designed master plan.

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.

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 districtwide plan.



THEN AND NOW: The changing skyline of Midtown. Peachtree Street looking north in the 1950s and today.

Midtown's Context



The Review and Permitting Process

Midtown Alliance works with developers and the DRC as part of a larger review and permitting process.

What is Midtown Alliance's role?

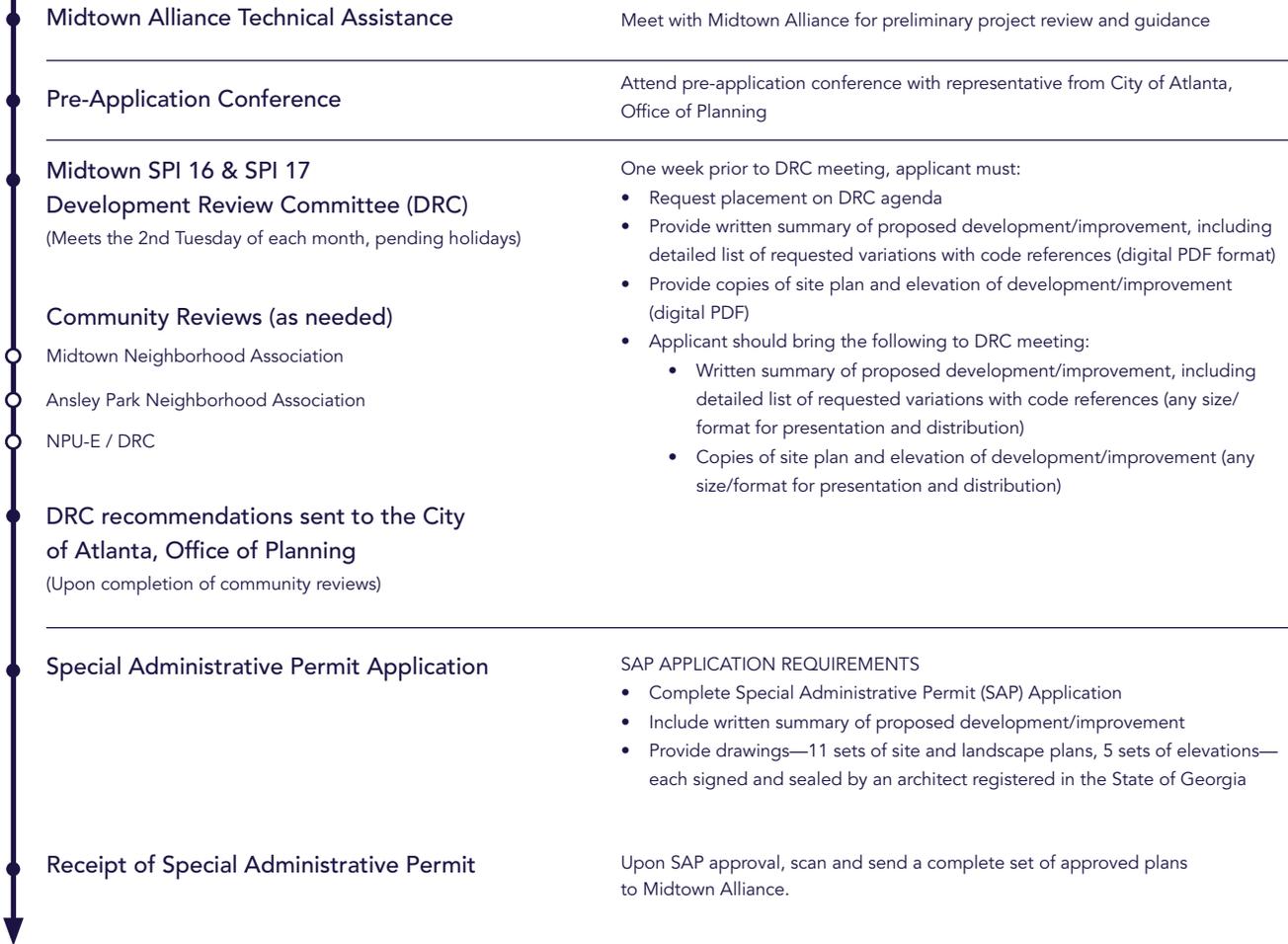
As the liaison between the private sector and the public realm, Midtown Alliance assists the development community with the design of high-quality projects consistent with the goals of the Blueprint Midtown master plan. We provide a wide array of development resources including economic data, maps, demographics, development trends, zoning consultation, design guidelines and other information to aid the private sector in the build-out of a livable, sustainable Midtown Atlanta.

What is the DRC's role?

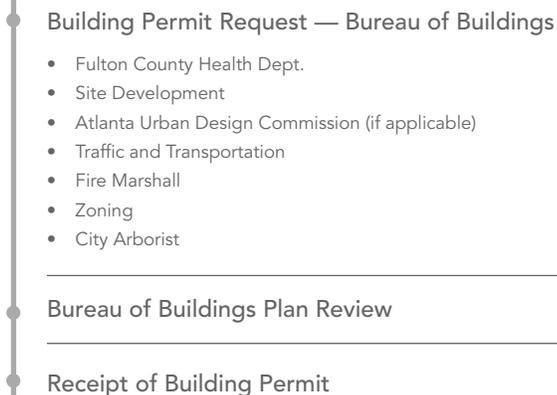
The Midtown SPI-16 and Piedmont SPI-17 Development Review Committee (DRC) is the City of Atlanta's advisory committee providing formal recommendations to the Office of Planning on all Special Administrative Permit (SAP) applications within both zoning districts. The Development Review Committee is composed of 10 individuals, representing residents, property and business owners, neighborhood associations, and MARTA as well as other appointees from Midtown Alliance. The members of the DRC are listed on the Midtown Alliance website. The DRC reviews proposed projects at monthly meetings facilitated by the planning and urban design team at Midtown Alliance.

Follow these steps for a successful permitting process.

Obtaining a Special Administrative Permit (SAP)



Obtaining a Building Permit



Pre-Construction Meeting with Midtown Alliance

The Development Checklist

The checklist is a tool to measure the extent to which your project delivers inspired design elements.

The Midtown Development Checklist on the following page outlines the issues considered during the DRC review process. While not a formal part of the SAP application, the checklist measures the extent to which each project succeeds in creating an inspiring place; one that positively contributes to Midtown's urban fabric while meeting the zoning requirements. The checklist utilizes a simple point system, which allows the DRC to quantify and rank a project's creative and inspiring qualities. High-ranking projects will be acknowledged publically on an annual basis.

This checklist begins with the minimum requirements outlined in SPI-16 and SPI-17, and then highlights the opportunities for inspired design above and beyond the zoning requirements.

Creating inspiring places, while meeting Midtown requirements.

The Midtown Development Checklist

Project _____

Location _____

Developer _____

Incentives

Transfer of Development Rights Retail Bonus

Affordable Housing Bonus Transit Station Area Bonus

Great urban environments begin at the street level. In Midtown, the relationship of the building to the street is a top priority. New development must engage the public realm to contribute to a positive pedestrian experience and to create a unique sense of place.

SB Site and Building Organization		REQS	ACHIEVED
SB-1	Mass and Block Dimensions	-	
	Block Dimensions	REQ	<input type="checkbox"/>
	Bulk	REQ	<input type="checkbox"/>
	Incentive Bonuses	-	
SB-2	Edges, Setbacks and Site Coverage	-	
	Continuous Street Wall	REQ	<input type="checkbox"/>
	Building and Open Space Coverage	REQ	<input type="checkbox"/>
	Open Space Incentive Bonuses	-	
	Setbacks	REQ	<input type="checkbox"/>
SB-3	Entries and Access	-	
	Pedestrian Entrances	REQ	<input type="checkbox"/>
	Vehicular Entrances	REQ	<input type="checkbox"/>
	Service	REQ	<input type="checkbox"/>
BD-4	Heights	-	
	Façade Heights	REQ	<input type="checkbox"/>
	Building Heights	REQ	<input type="checkbox"/>
	Transitional Height Plane (as applicable)	REQ	<input type="checkbox"/>
Total Organizational Points		5	

OS Open Spaces and Supplemental Zones		REQS	ACHIEVED
OS-1	Publicly Accessible Open Spaces	-	
	Types	-	
	Active Uses	-	
OS-2	Supplemental Zones	-	
	Active Uses	-	
	Materials	-	
	Walls	REQ	<input type="checkbox"/>
Total Open Space Points		8	

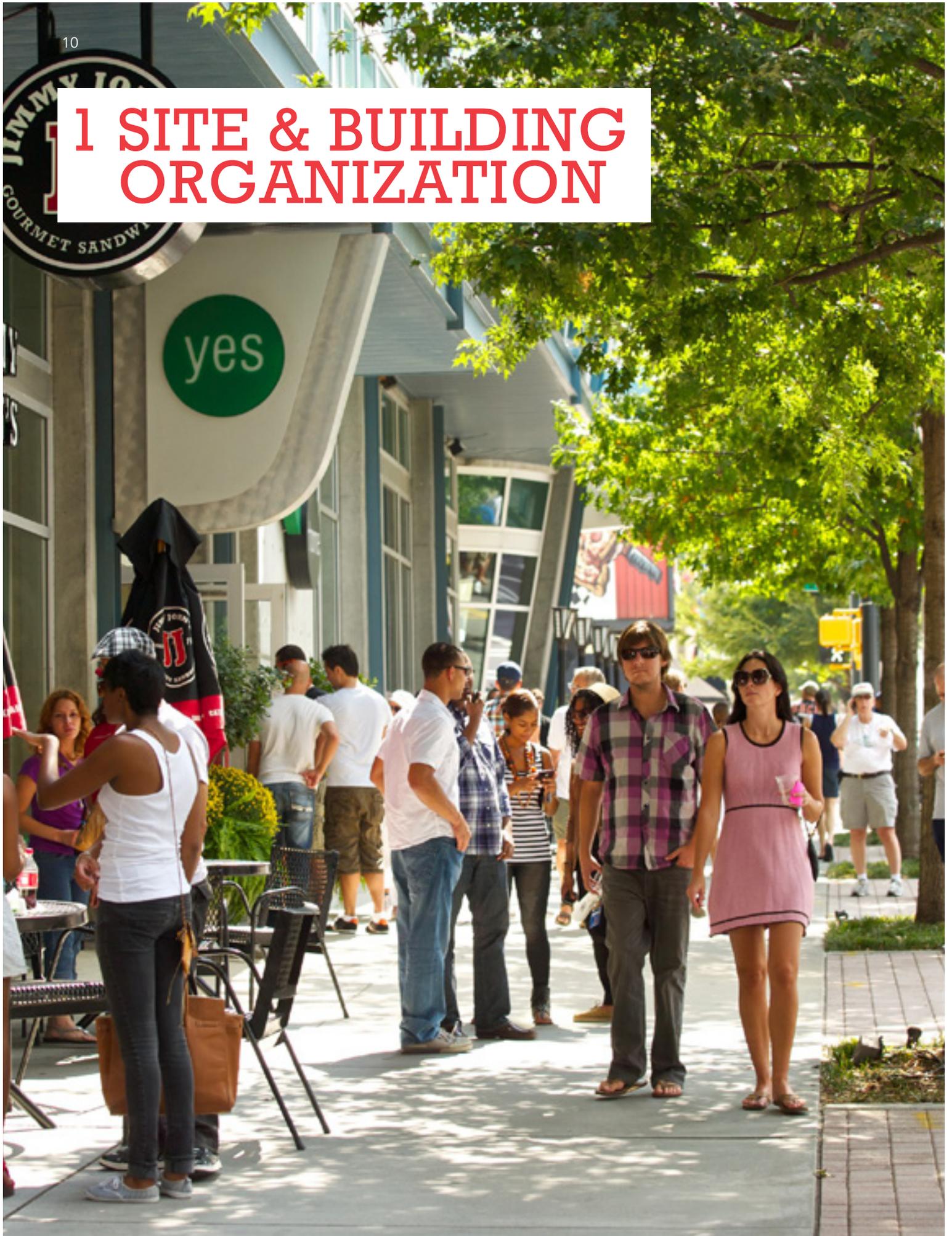
BD Buildings		REQS	ACHIEVED
BD-1	Ground Level	-	
	Active Uses	REQ	<input type="checkbox"/>
	Storefront Design	REQ	<input type="checkbox"/>
	Signage	REQ	<input type="checkbox"/>
BD-2	Façades and Enclosure	-	
	Materials	-	
	Articulation	REQ	<input type="checkbox"/>
BD-3	Roofs	-	
	Materials and Organization	-	
	Active Uses	-	
BD-4	Parking	-	
	Parking Structures, Exterior Design	REQ	<input type="checkbox"/>
	Shared, Carpool Parking	REQ	<input type="checkbox"/>
	ZEV Parking, Charging Stations	REQ	<input type="checkbox"/>
	On-Street Parking	-	
BD-5	Performance and Systems	-	
	LEED and/or Energy Star Certified	-	
	Green Infrastructure	-	
Total Building Points		15	

ST Streetscapes		REQS	ACHIEVED
ST-1	Sidewalk Zone	-	
ST-2	Tree and Furniture Zone	-	
	Hardscape Materials	REQ	<input type="checkbox"/>
	Trees	REQ	<input type="checkbox"/>
	Furniture	REQ	<input type="checkbox"/>
	Streetlights	REQ	<input type="checkbox"/>
Total Streetscape Points		2	

Total Inspiration Points	POINTS POSSIBLE	POINTS AWARDED
Total Organizational Points	5	
Total Building Points	15	
Total Open Space Points	8	
Total Streetscape Points	2	
Total Points	30	

00-10 : NEEDS IMPROVEMENT
 11-20 : ABOVE & BEYOND
 21-30 : MIDTOWN VISIONARY

1 SITE & BUILDING ORGANIZATION



WHAT MAKES A GREAT SITE?

Composing your site to create a great urban environment.

GUIDELINES AT A GLANCE

WALKABLE BLOCKS

scaled to the pedestrian experience

GREATER DENSITY

around MARTA stations or by adding certain uses (like affordable housing or retail)

MATCHING SETBACKS

continuous street wall from new to existing buildings

COMPATIBLE MASSING

with surrounding development in residential areas

UNOBTRUSIVE DRIVEWAYS

away from major streets, minimizing curb cuts and pedestrian conflicts

ATTRACTIVE SCREENING

for all service and mechanical

**RECONNECT THE MIDTOWN GRID
BY CONNECTING NEW STREETS
WITH EXISTING STREETS**

See SB-1

**BULK BONUSES ARE AVAILABLE
DEPENDING ON SITE LOCATION
AND BUILDING PROGRAM**

See SB-1

**1 CURB CUT PER
BLOCK FACE, 2 CURB
CUTS MAXIMUM**

See SB-3

**PARKING
MAXIMUMS,
NO MINIMUMS**

See BD-4

**SCREEN SERVICE
AND MECHANICAL
EQUIPMENT**

See SB-3

**OPEN SPACES SHOULD BE PUBLICLY
ACCESSIBLE AND USABLE**

See SB-2

What are the important organizational elements?

BUILDING HEIGHTS RESTRICTED BY SUB-AREA
See SB-4

NET FLOOR AREA MAXIMUMS DETERMINE BULK
See SB-1

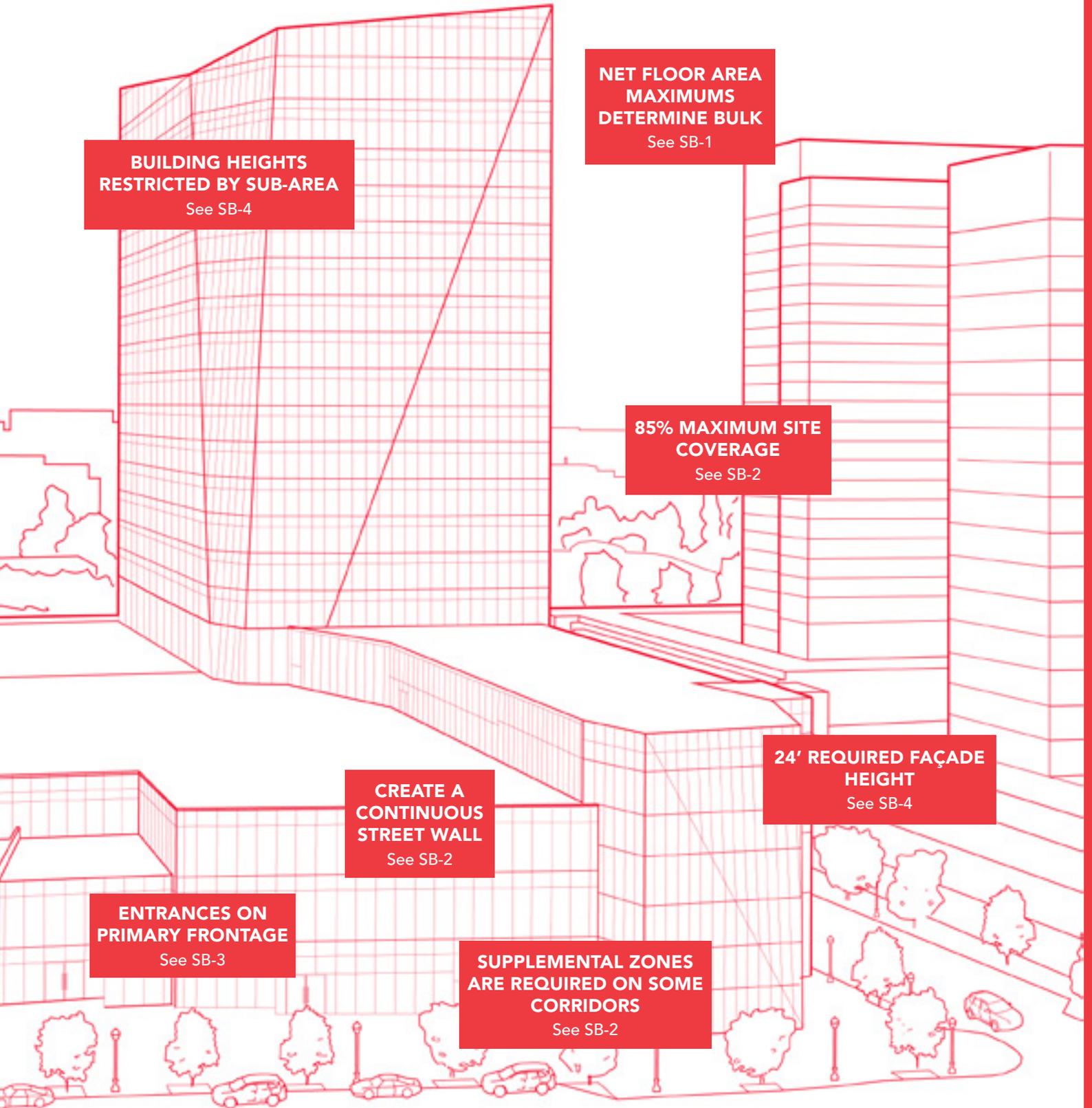
85% MAXIMUM SITE COVERAGE
See SB-2

24' REQUIRED FAÇADE HEIGHT
See SB-4

CREATE A CONTINUOUS STREET WALL
See SB-2

ENTRANCES ON PRIMARY FRONTAGE
See SB-3

SUPPLEMENTAL ZONES ARE REQUIRED ON SOME CORRIDORS
See SB-2

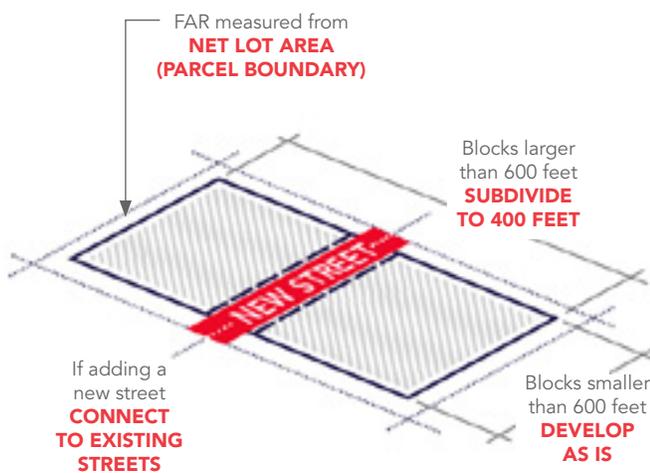


SB-1

Block Dimensions & Building Bulk

Block dimensions and building bulk create the dense, walkable fabric of Midtown. Each development should embrace this urban environment and add to its rich network.

At a Glance



Block Dimensions

Blocks with dimensions less than 600 feet in length are considered ready for development. Any new development with a block length greater than 600 feet must divide the block, using a maximum block length of 400 feet for each new block. If a block needs to be subdivided, the goal is to create a new public street that connects two existing public streets—further strengthening Midtown’s street network.

Bulk

For each project, bulk is measured by net floor area ratios (FAR) and is set by maximums. FAR determined by the sub-area location of the parcel and the program as well as potential incentive bonuses. See Table 01 for maximum floor area ratios by sub-area.

Table 01: Maximum Floor Area Ratios By Sub-Area

DEVELOPMENT SCENARIO	SUB-AREA 1	SUB-AREA 2	SUB-AREA 2 JUNIPER ST TRANSITION	SUB-AREA 3	TRANSIT STATION AREA
Nonresidential	5.0	See below*	See below**	2.0	8.2
Nonresidential + Retail Bonus	7.0				10.2
Residential	3.2	3.2	6.4	3.2	6.4
Residential + Retail Bonus	5.2				8.4
Residential + Affordable Housing Bonus	8.2				8.2
Residential + Retail Bonus + Affordable Housing Bonus	10.2				10.2
Nonresidential + Residential (Mixed-Use)	8.2			5.2	10.2
Nonresidential + Residential + Retail Bonus (Mixed-Use)	10.2				10.2
Nonresidential + Residential + Affordable Housing Bonus (Mixed-Use)	10.2			7.0	10.2
Nonresidential + Residential + Retail Bonus + Affordable Housing Bonus (Mixed-Use)	10.2				10.2

* For Sub-Area 2, nonresidential uses are restricted to an area of 5% of the residential development area, not to exceed 2,500 square feet. All nonresidential uses must be located on the street level.

** For Sub-Area 2 within the Juniper Street Transition Area, all nonresidential uses must be located on the street level.

Incentive Bonuses

Midtown has a range of incentive bonuses that add potential FAR to a development site. Below is a summary of each incentive. Contact Midtown Alliance for more information as needed.

Transfer of Development Rights

Transfer of development rights is permissible provided both the donor and recipient parcels are located within SPI-16. Refer to the list of historic properties below for eligible recipient parcels and refer to the Zoning Ordinance (Section 16-18P.007. Special Permits) for more information.

Historic Properties in Midtown:

Recipient Transfer Development Rights Properties

- Academy of Medicine, 875 W. Peachtree Street
- Atlanta Women's Club (Wimbish House), 1150 Peachtree Street
- Biltmore Hotel and Tower, 817 West Peachtree Street
- The Castle, 87 15th Street
- Commercial Row, 990 Peachtree Street
- Crescent Apartments (Margaret Mitchell House Museum), 979 Crescent Avenue
- Crum and Forester, 771 Spring Street
- Fox Theatre, 660 Peachtree Street
- Georgian Terrace Hotel, 659 Peachtree Street
- Palmer House and Phelan House Apartments, 952 Peachtree St. and 81 and 93 Peachtree Place
- Ponce de Leon Apartments (The Ponce Condominium), 75 Ponce de Leon Avenue
- Peachtree Christian Church, 1580 Peachtree Street
- Piedmont Park Apartments, 266 11th Street
- Rhodes Memorial Hall, 1516 Peachtree Street
- St. Mark United Methodist Church, 781 Peachtree Street
- The Temple, 1589 Peachtree Street

Affordable Housing Bonus

Affordable housing bonuses are available if at least 20% of bonus FAR units are affordable. Residential uses are permitted a floor area ratio bonus of 1.8 times net lot area when located within a transit station area and 5.0 times gross lot area when not located within a transit station area. Note: Affordable is defined as 80% of the metro Atlanta median household income.

Retail Bonus

Developments that provide street-fronting, sidewalk level retail comprising a minimum of 20% of the building foot print and meet all of the requirements of Section 16-18P.027 of the Zoning Ordinance are permitted a floor area ratio bonus. For residential projects, this bonus equals 2.0 times gross lot area. For non-residential uses, this bonus equals up to three additional square feet of floor area for every one square foot of ground floor retail built. In no case can the total bonus exceed 2.0 times gross lot area.

Transit Station Bonus

Developments located within a transit station area are permitted a floor area ratio bonus of 3.2 times net lot area for residential uses and 3.2 times net lot area for non-residential uses. Refer to map on page 5 of this document for location information on transit station areas.

Open Space Bonus

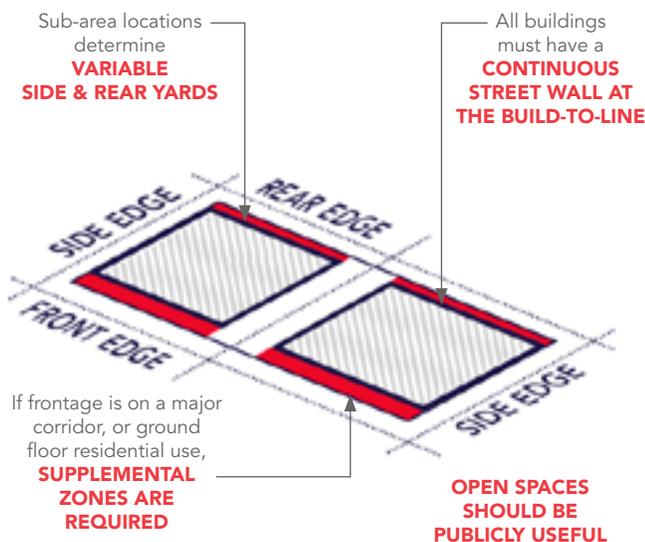
Residential uses are permitted to calculate floor area ratio utilizing gross lot area, for purposes of providing additional density based on such calculation. Developments utilizing the open space bonus are not permitted any reduction in open space requirements.

SB-2

Site Coverage, Edges & Setbacks

Site coverage, edges and setbacks are essential to further establish Midtown's urban environment. Each development should respect Midtown's continuous build-to-lines and should organize open spaces to be public and accessible.

At a Glance



Continuous Street Wall

Buildings must be designed to align with the parcel's build-to-lines, especially at the street level. These continuous lines ensure that all building masses create consistent edges that frame and define the public spaces surrounding the parcel.

Building Coverage

Buildings should be organized on a site to further create urban edges in Midtown. By zoning, sites can have a maximum building coverage of 85% of the net lot area.

Usable Open Space

Open spaces should be organized to maximize their impact on the public realm of Midtown. Instead of creating a series of private open spaces, public spaces should be designed into the site and organized with the public in mind.

Nonresidential Uses

A minimum of 20% of the net lot area must be public space. Required yards may be counted towards this requirement.

Residential Uses

Open space requirements as indicated on the Land Use Intensity Ratios table are required for Useable Open Space (UOSR) only. Balconies for residential units, which are enclosed on 3sides, may be counted towards UOSR for a maximum depth of 6 feet. Refer to Table 1: Land Use Intensity Ratios of the Zoning Ordinance for more information.

Mixed-Uses

The sum of minimum open space requirements specified for non-residential and residential must be met.

Open Space Incentives

New Streets Incentive

New public streets, or private streets which function as public streets, may be counted towards UOSR and public space requirements. To be eligible for this incentive, the new street must connect 2 public streets, meet sidewalk requirements and have a maximum width of 40 feet curb to curb.

Parking Incentive

New on-street parking may be counted towards UOSR and public space requirements. In order to qualify for this incentive, the following conditions must be met: sidewalk bulb outs are provided at street intersections, no on-street parking is currently provided, the development is an entire block face or a minimum of 200 feet, and all other sidewalk requirements are met.

Setbacks

Yards and setbacks within Midtown vary depending on the setback type and its context.

Supplemental Zones

Supplemental zones are setbacks that occur on certain corridors in order to extend the public realm. See Table 02 for minimum supplemental zone widths according to the street type.

These zones containing a depth greater than 15 feet will be counted towards UOSR or public space requirements. To qualify for this:

- Pedestrians must be permitted and encouraged to walk on a minimum of 80% of the surface of the parcel excluding fountains, pedestrian furniture, public art and similar elements.
- Adjacent ground floor uses must be visible and accessible from any point along 90% of any adjacent sidewalk.
- Adjacent residential ground floor uses must be accessible to the adjacent public sidewalk.

Transitional Yards

Sites adjacent to residentially zoned properties must provide, a 20 foot wide landscaped buffer. If appropriate for the site, this buffer may accommodate a 10 foot shared access alley. Buffers must include permanent opaque walls at least 6 feet in height for screening.

Side and Rear Yard Setbacks

Side and rear yard setbacks are organized by a parcel's location with a specific sub-area. See Table 03 for the minimum side and rear yard setbacks.

Diagram 01: Supplemental Zone Location

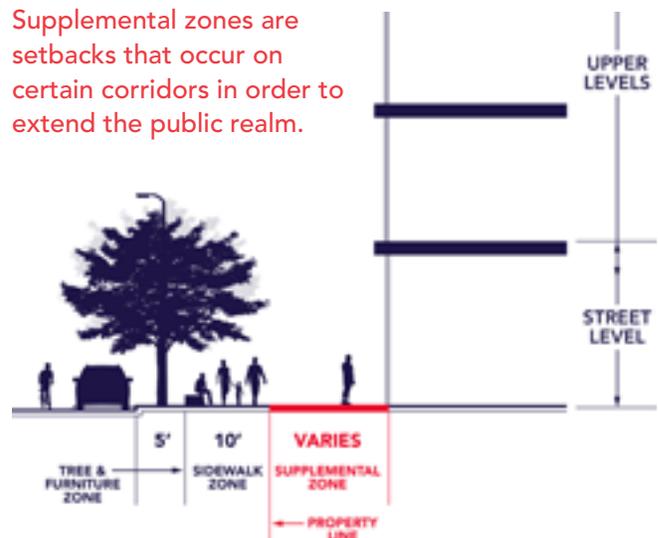


Table 02: Minimum Supplemental Zone Widths

STREET CONDITION	SUPPLEMENTAL ZONE WIDTH
Arterial and Storefront Streets	5 feet
Peachtree Street north of 14th Street	30 feet
Midtown Residential Sub-area 2 Streets	15 feet
Street Fronting, Sidewalk Level Residential Units	5 feet
All Other Streets	None

Table 03: Minimum Side and Rear Yard Setbacks

EDGE CONDITION	SUB-AREA 1	SUB-AREA 2	SUB-AREA 3
Side Yard Setback – Adjacent Nonresidential Uses	None	15 feet*	None
Side Yard Setback – Adjacent Residential Uses	20 feet	15 feet*	20 feet
Rear Yard Setback	20 feet	15 feet*	20 feet

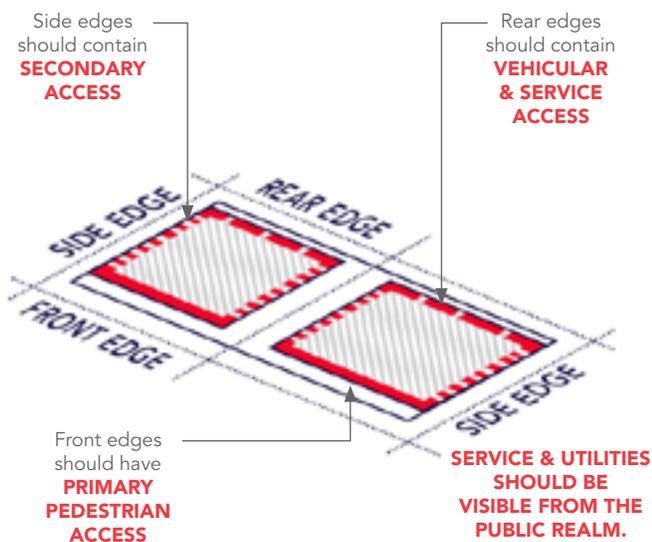
* 5 feet of the 15 foot setback must be landscaped.

SB-3

Entries & Access

Entries and access should be welcoming and easily located. Each development should organize building entries to maximize clarity for the individual user and in accordance with the district's street hierarchy.

At a Glance



Primary and Secondary Entrances

All primary and secondary entrances must have street frontage and must be directly accessible from the adjacent sidewalk. Entrances include front façades, porches, steps and doors to all uses.

Nonresidential Building Entrances

Nonresidential building entrances must be at grade with the sidewalk and open during business hours.

Residential Building Entrances

Residential building entrances can deviate from the street frontage requirement. For these buildings, all entrances not adjacent to a public sidewalk must have a pedestrian walkway linking the entrances to the nearest public sidewalk.

The pedestrian walkway link must be a minimum of five feet wide. If more than four ground floor units are present, individual entrances must be provided for each unit.

Vehicular Entrances and Curb Cuts

Vehicular entrances and curb cuts should be located on side or rear streets and, if possible, immediately adjacent to a contiguous property. All entrances and curb cuts should be shared and minimized where possible. Driveways and curb cuts are limited to one-way entrances a width of 12 feet or two-way entrances a width of 24 feet.

Driveways

Driveways are only permitted between the sidewalk and a building for hotels. All driveways must be perpendicular to their adjacent street.

No circular drives may be located between any building and any public street. Hotel entries are an exception but should explore possible alternative locations for drop-offs. No drop-off lanes can be located along public streets.

For residential buildings, entrances serving a single residential unit must face the rear yard or the side yard (if the side yard does not have street frontage). All contiguous ground-floor residential units must share one common drive, located in rear yards or side yards without street frontage.

Curb Cuts

Curb cuts shall be minimized and shared where possible. One curb cut is allowed per block face, not to exceed two total curb cuts.

Service Access and Screening

All dumpsters and loading access should be placed on side or rear streets. Service areas should be located where least visible and should be shared and minimized where possible.

Screening

Dumpsters and loading areas as well as their entrances must be screened with opaque walls 6 feet in height so as not to be visible from any public plaza, ground level or sidewalk level outdoor dining area, public sidewalk or public right-of-way.

Building Mechanical

Mechanical equipment must be located to the side or rear of the principal structure and must be in the location of least visibility from the public right-of-way. Equipment is not permitted between the building and any public street. Screening with plant or fence materials is required if the equipment is otherwise visible from the public right-of-way.

INSPIRATION IN MIDTOWN NCR Headquarters

Location: Spring Street

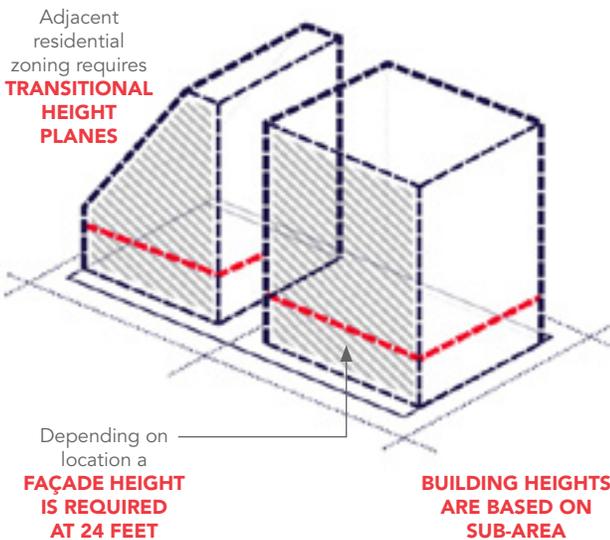
NCR's new corporate headquarters in Midtown uses scale, massing and transparency to create a recognizable focal point as seen from the interstate and an engaging pedestrian experience as seen from the street level on Spring Street. Landscape elements along the Spring Street frontage create a series of inviting plazas that can function as outdoor rooms.



SB-4 Heights

Heights within Midtown are set to encourage developments to respond to their context. Each development should balance the development needs with the development's adjacencies.

At a Glance



Maximum Building Height

Building heights are restricted by maximum height allowances. Each height maximum is determined by the sub-area location of the parcel. All building elements must be included within the height allowance. See Table 04 for maximum building height allowances.

Minimum Façade Height

Façade heights are the minimum building height at the street level and must meet minimum height of 24 feet (for Storefront Streets only). See Table 04 for minimum façade height allowances.

Transitional Height Planes

Where Midtown adjoins an R-1 through R-G, PD-H or SPI-17 (Sub-area 4) district without an intervening street, a transitional height plan will limit height beginning 35 feet above the buildable area boundary nearest to the common residential district (R-1 through R-G or PD-H) boundary and extending inward over this district at an angle of 45 degrees.

Table 04: Height Allowances

HEIGHT CONDITION	SUB-AREA 2 JUNIPER ST TRANSITION			SUB-AREA 3 EAST OF PIEDMONT	
	SUB-AREA 1	SUB-AREA 2	SUB-AREA 3	SUB-AREA 3	PIEDMONT
Maximum Building Height	None	250 feet	400 feet	100 feet	60 feet
Minimum Façade Height	24 feet*	24 feet	24 feet	24 feet	24 feet

* Only applies to Storefront Streets.



2 BUILDINGS



WHAT MAKES A BUILDING INTO A PLACE?

Designing buildings that are good neighbors and embrace the street.

GUIDELINES AT A GLANCE

ACTIVE GROUND FLOORS

on major streets that
animate the street level

ARTICULATED STOREFRONTS

with awnings, storefront
windows, and other
pedestrian-friendly perks

WELCOMING PARKING STRUCTURES

that are strategically
hidden within a block or
have a creative façade
solution with retail at the
street level

ATTRACTIVE SIGNAGE

in terms of appearance,
location and size

ACTIVE ROOFSCAPES

through organization,
active uses and material
changes

ACTIVATE THE ROOF

See BD-3

USE SIGNAGE AS AN OPPORTUNITY TO BE INSPIRING

See BD-1

CREATIVE MATERIALS AND DESIGNS FOR STOREFRONTS

See BD-1

TASTE

Midtown Coffee

Midtown Coffee

PLACE ACTIVE USES AT THE STREET LEVEL

See BD-1



What are the important building elements?

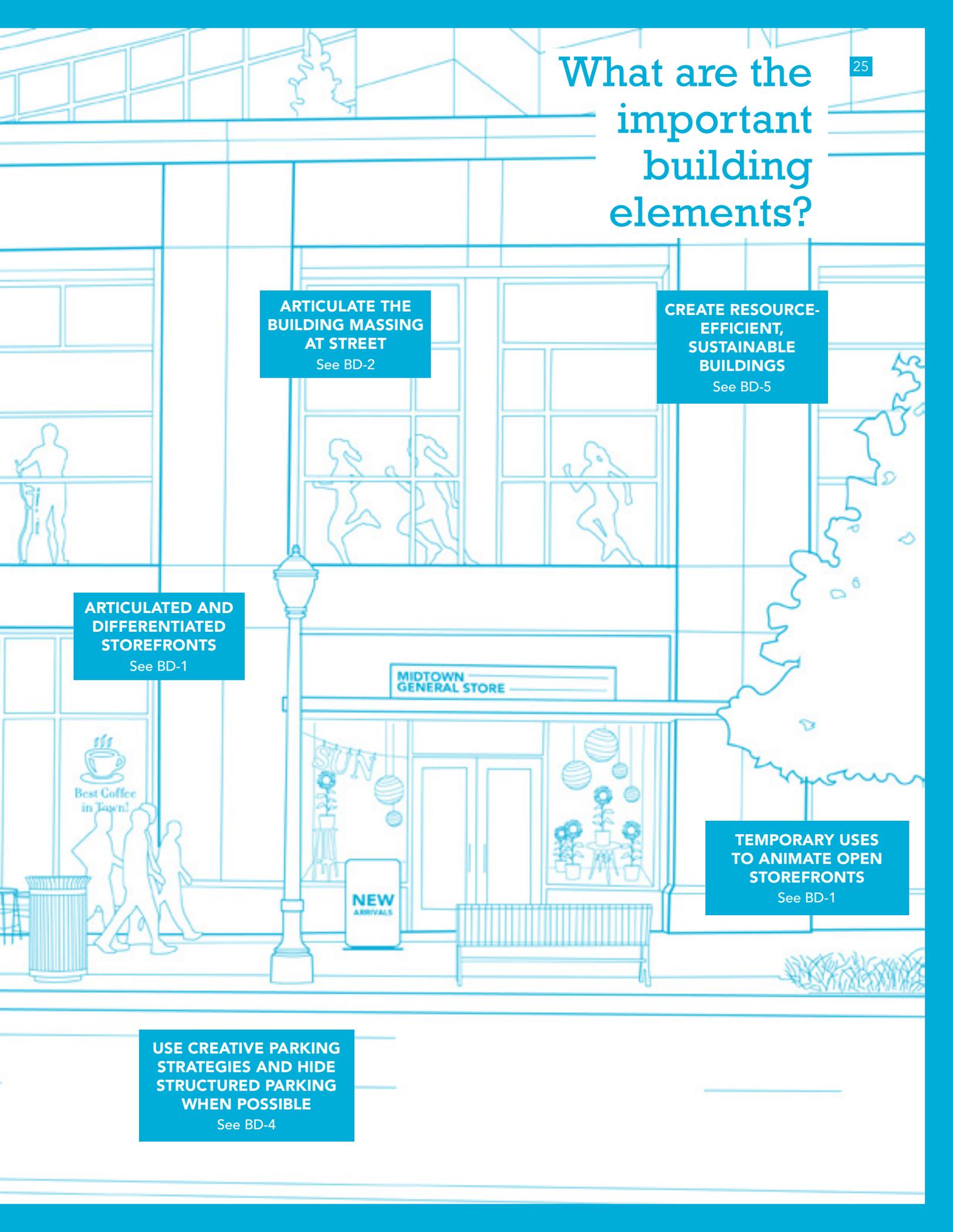
ARTICULATE THE BUILDING MASSING AT STREET
See BD-2

CREATE RESOURCE-EFFICIENT, SUSTAINABLE BUILDINGS
See BD-5

ARTICULATED AND DIFFERENTIATED STOREFRONTS
See BD-1

TEMPORARY USES TO ANIMATE OPEN STOREFRONTS
See BD-1

USE CREATIVE PARKING STRATEGIES AND HIDE STRUCTURED PARKING WHEN POSSIBLE
See BD-4



BD-1

Street Level

The street level is the most important interface between a building and the public realm. Each development should define and animate street level exploring active uses, transparency and engaging design.

Active Uses

Active uses should line each building face at the ground level to provide an animated building edge that enhances the pedestrian experience. Per the zoning requirements, Storefront Corridors and Arterial Streets must provide a minimum depth of 20 feet of activated space as measured from the façade line. However, to allow maximum flexibility for a range of uses overtime, a depth of 40 feet is strongly recommended.

Traditional active uses include retail, restaurants, lobbies, live/work units and flexible office space. There are many other alternative active uses that can also be considered. These include recreation centers, flexible gathering/community space, bike maintenance rooms, light projections, other art based installations, and indoor gardens, just to name a few!

Blank Walls

Blank walls are not permitted on storefront corridors or arterial streets and should be minimized on undesignated streets. If necessary for the building, these walls should be treated to enhance the pedestrian experience. Examples include green walls and murals.

Temporary Uses

Building lifecycle should also be considered in regards to the active use zone. Some uses could be installed temporarily, with a plan for transitioning to a more permanent active use over time.

Size Limitations for Restaurants and Night Clubs

Depending on the site's location, restaurant size and night club limitations may apply. See the Zoning Ordinance (Section 16-18P.007 Special Permits) for more information.

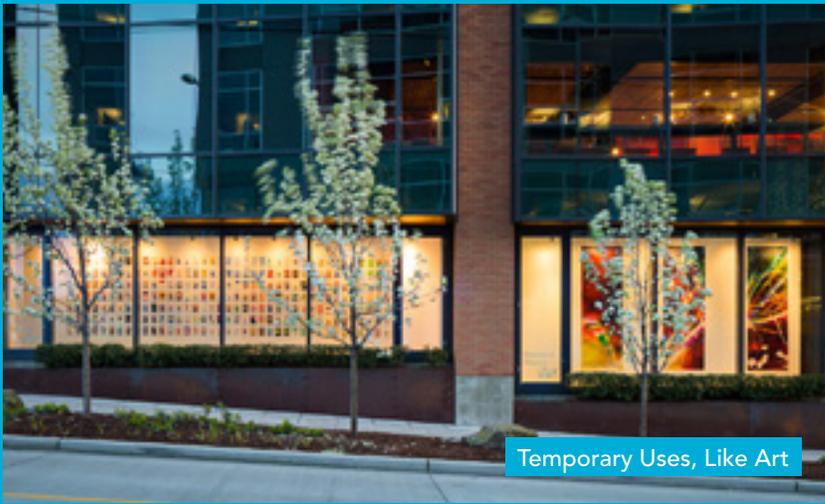
INSPIRATION IN MIDTOWN

Café Intermezzo

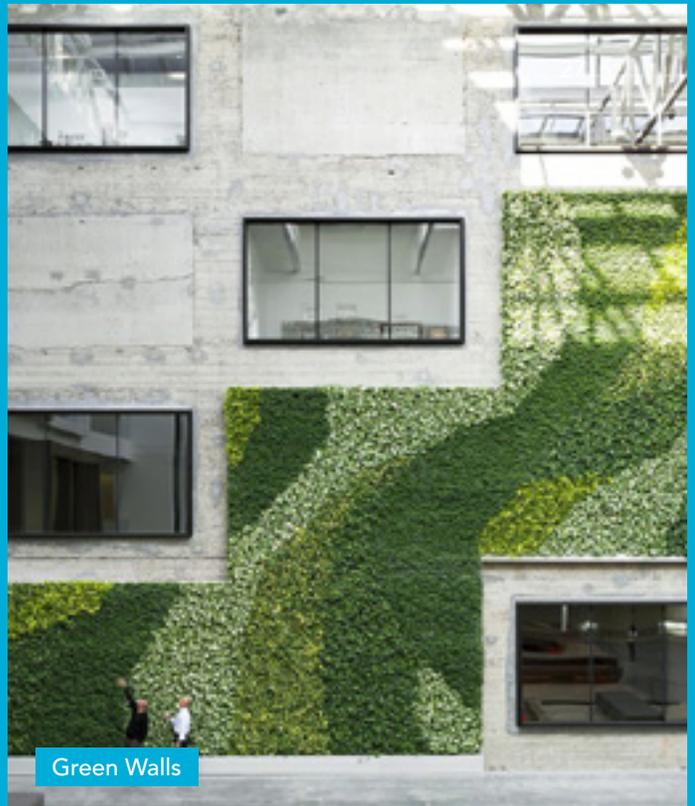
Location: 1065 Peachtree Street

Café Intermezzo combines distinct architectural elements such as Corinthian columns, decorative lighting and folding doors to differentiate the ground floor from the building above. These elements contribute to a unique setting for outdoor dining where patrons can soak up the energy from Peachtree Street.

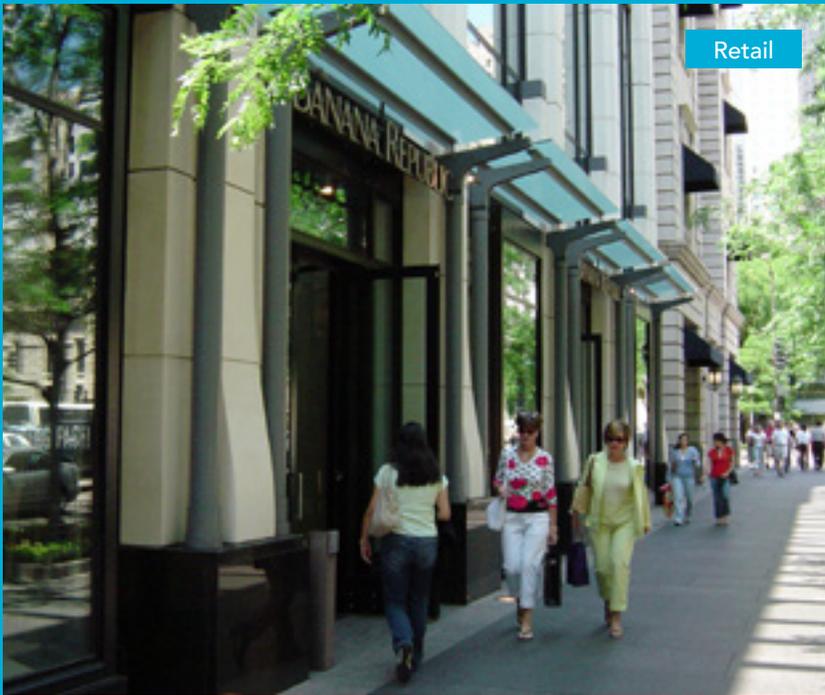




Temporary Uses, Like Art



Green Walls

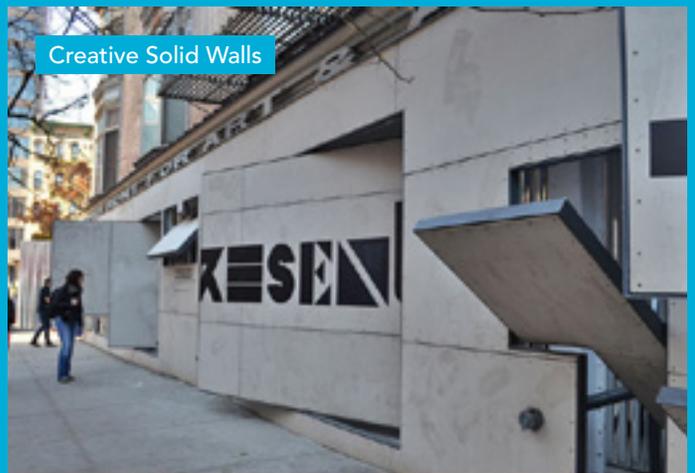


Retail

A compelling mix of street level activity enlivens the Midtown experience.



Restaurants



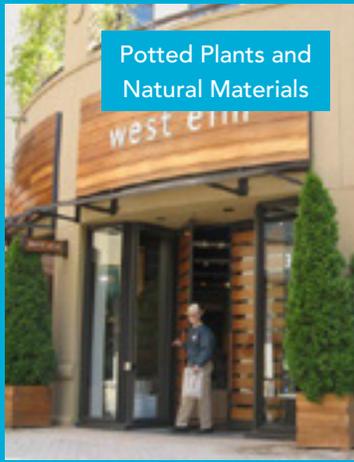
Creative Solid Walls



Alternative Uses – Recreational Climbing Wall



Outdoor Merchandising



Potted Plants and Natural Materials



Glass Fenestration



Creative Storefront - Nooks and Cubbies



Customized Retail Frontages



Creative Storefront - Three Dimensionality



Integrated Awning and Signage

The design variety and quality of individual storefronts adds value to the entire district.



Varied Material Palettes



Sliding and Folding Doors for Flexibility

Storefront Design

Storefront design should be considered a critical element of the building design and the street level experience.

Articulation

Storefronts should be distinctive from the floors above and allow easy transition from one retailer to another without major structural changes. Monotonous designs should be avoided, while allowing for flexibility.

Entries

Entries should be recessed to allow doors to swing out without obstructing the pedestrian flow. Where appropriate, sliding/folding doors and windows allow flexibility and sometimes activity may spill onto the sidewalk.

Awnings

Awnings can be a creative addition to a storefront design, incorporating color, texture and potentially signage. Per the requirements, if included, awnings should project no more than six feet from the building and should be mounted at least eight feet above the sidewalk.

Glass Fenestration

Clear glass fenestration allows for transparency and animation at the street level. Per the zoning requirements, all glass fenestration must comprise a minimum of 65% of the length of the street frontage. The fenestration must have a minimum height of 10 feet above the sidewalk and must begin at a point not higher than 36 inches above the sidewalk.

INSPIRATION IN MIDTOWN

RíRá

Location: 1080 Peachtree

RíRá evokes a traditional Irish pub by inserting unique architectural storefronts into the ground floor bays of the building. Signage and lighting enhance the façade and create a memorable backdrop for outdoor dining.





Color and Texture



Creative Blade Signs



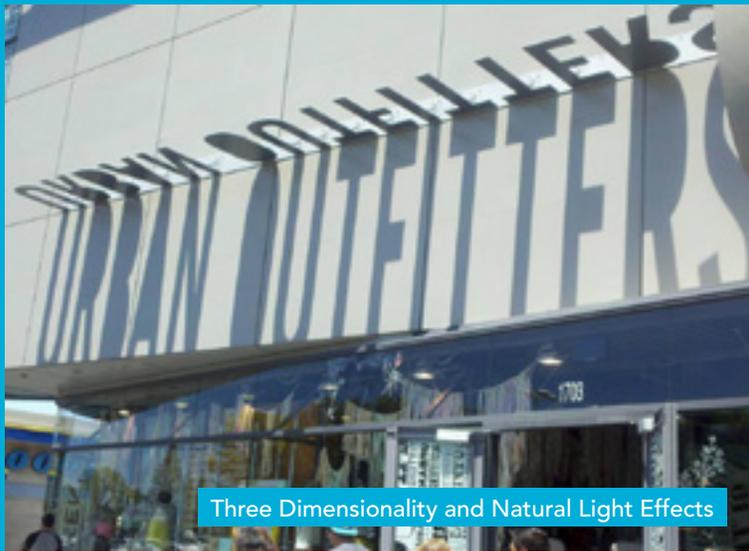
Mixed Materials



Three Dimensionality



Integrated Window Signage and Display



Three Dimensionality and Natural Light Effects



Integrated Signage and Awnings

Signage standards boost impact by reducing visual clutter.



Light and Texture



Layering

Signage

All building signage should be seen as an opportunity to further activate the streets across Midtown. While all signage is important, the critical signage opportunity lies at the street level. Signage for this zone should focus on creative undercanopy signs, blade signs and window signs.

Street Address

Per the zoning requirements, a street address number should be located at the primary building entrance and should be clearly visible from the sidewalk with a minimum of 6 inches in height.

Building Signage

All signage in Midtown must meet the Sign Ordinance. No freestanding or shopping center signs are permitted. If located in Midtown Sub-Area 2 or Sub-Area 3, signs should be located as near to the street property line as the nearest building. See the Zoning Ordinance (Section 16-18I.018. Signage) and Sign Ordinance for more information.

INSPIRATION IN MIDTOWN

Gordon Biersch

Location: 848 Peachtree Street

Gordon Biersch extends its brand beyond building signage to create a beer haven at the street level on Peachtree.



BD-2

Façades & Enclosure

The façades and enclosure of a building establish the architectural experience of Midtown. Each development should consider its architectural stance within the District as well as potential performance measures that could be incorporated.

Articulation

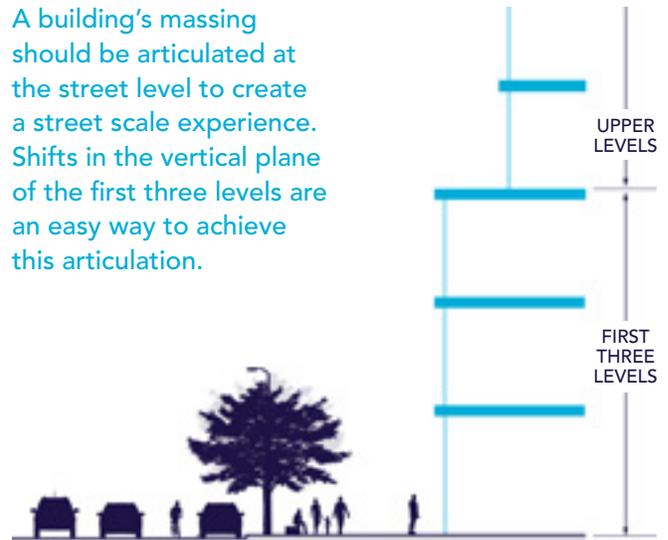
Building articulation is a critical component of the architectural experience, especially for a pedestrian at the street level.

Per the zoning requirements, the first three levels of the building façades should be articulated to avoid monotonous or uniform façades and to create a pedestrian scale environment.

To achieve this articulation, changes in materials and shifts in the vertical plane (like a projection or recession of the upper floors from the ground floor build to line) should be considered as part of a building's design.

Diagram 02: Building Articulation at the Street

A building's massing should be articulated at the street level to create a street scale experience. Shifts in the vertical plane of the first three levels are an easy way to achieve this articulation.



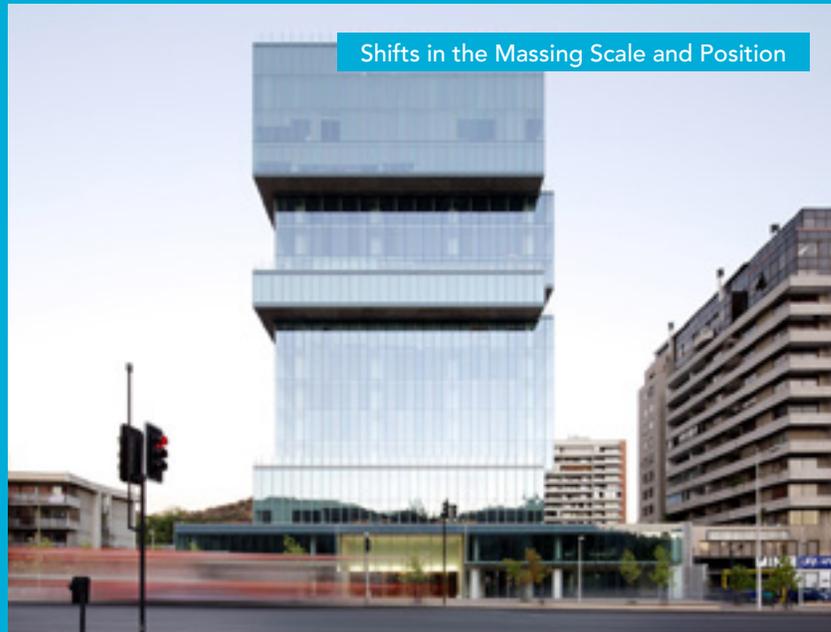
INSPIRATION IN MIDTOWN

Viewpoint & Seventh Midtown

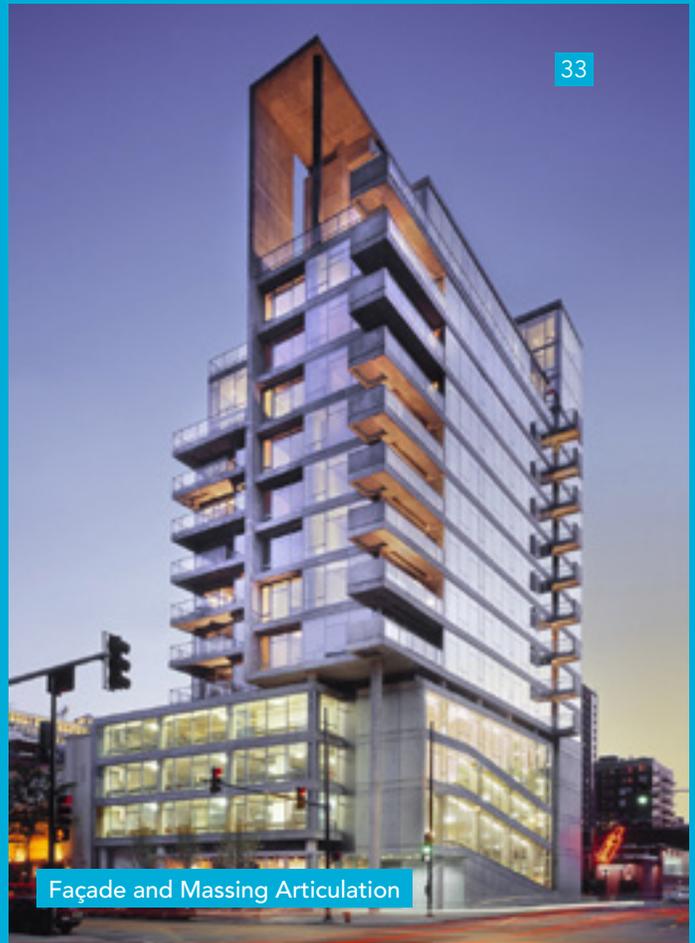
Location: 855 & 867 Peachtree Street

Using crisp design elements and a warm palette to distinguish lower floors from residential units above, Viewpoint delivers a striking façade accommodating a range of uses on Peachtree. On the corner, the new condo building (Seventh Midtown) echoes this differentiation between ground floor commercial space and residential space above to create an inviting street level environment.





Shifts in the Massing Scale and Position



Façade and Massing Articulation

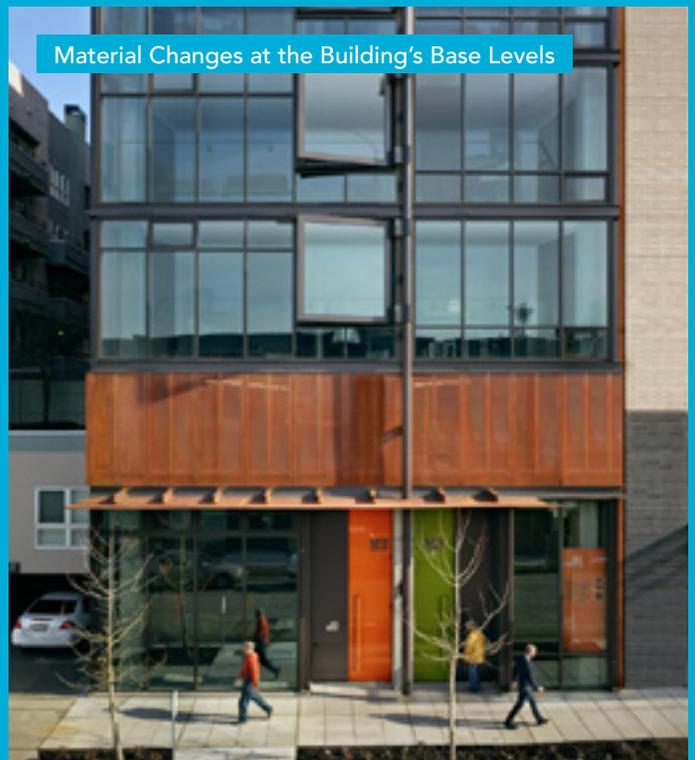


Massing Distinction in Program Elements

Distinction at the first three levels are key to creating an approachable and engaged street presence.

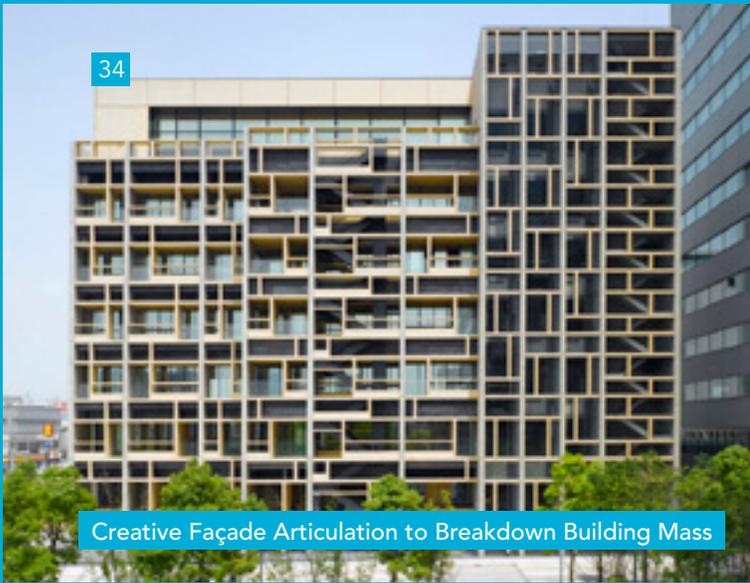


Massing Distinction at the Building's First Three Levels

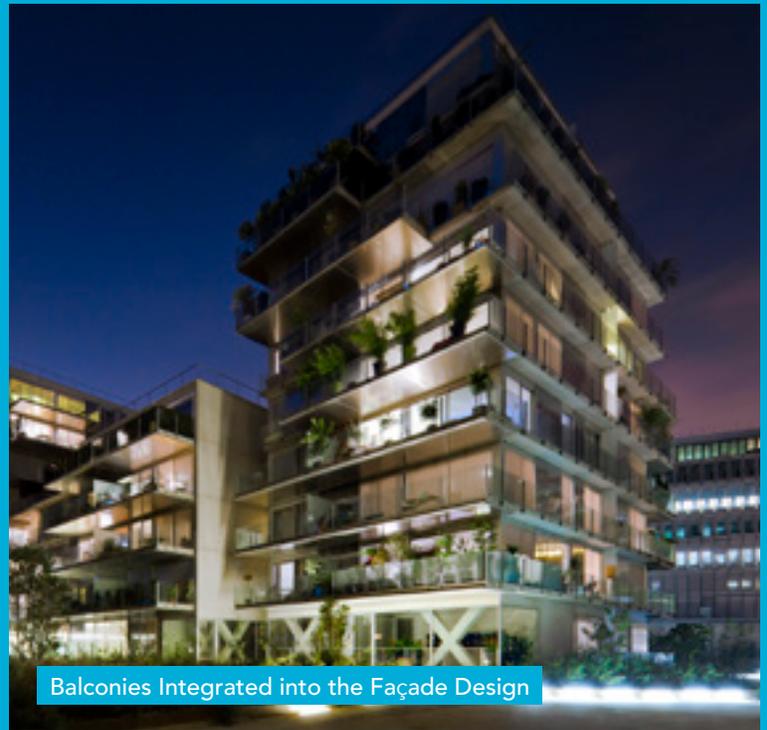


Material Changes at the Building's Base Levels

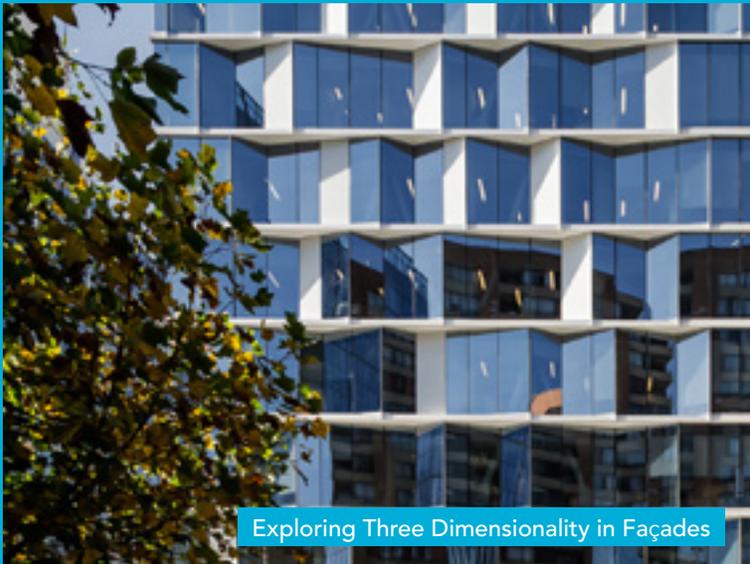
34



Creative Façade Articulation to Breakdown Building Mass



Balconies Integrated into the Façade Design



Exploring Three Dimensionality in Façades

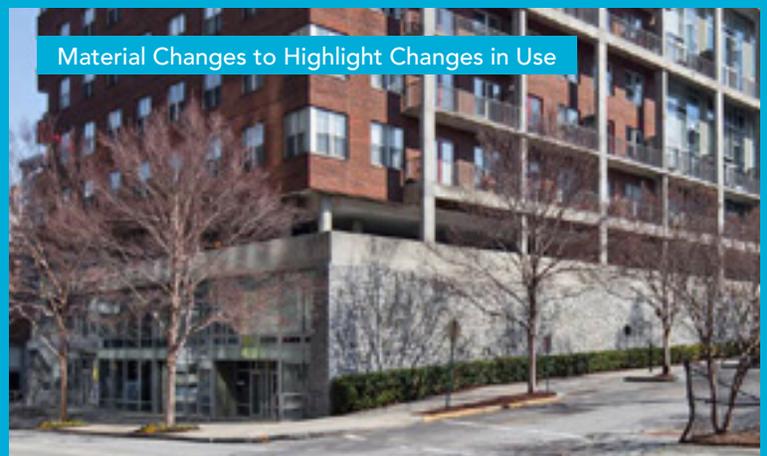
The façades and enclosure of a building establish the unique architectural mix of Midtown.



Mixing Materials



Simple Curtainwall Designs to Highlight a Building's Activities



Material Changes to Highlight Changes in Use

Façade Detailing and Materials

Façade details and materials are an opportunity to explore and develop a unique architectural expression for a building. Within Midtown, the approach to a building's façade should be inspiring, as the enclosure of each building helps give Midtown its identity.

Considerations such as performance and environmental impact should be taken into account when choosing materials and design details.

INSPIRATION IN MIDTOWN

12th & Midtown

Location: 1075 Peachtree Street

The light show in the lobby at 1075 Peachtree Street blends artful materials with transparency to create a unique expression at night.



BD-3 Roofs

Roofs are an opportunity to create additional open spaces and capitalize on building views from other developments. Each development should investigate these opportunities and seek creative, active solutions.

Materials and Organization

Roofs are critical visual elements in creating successful buildings and should be designed as a “fifth façade,” integrated into the building’s overall design.

Roofs must be designed from the user and viewer standpoint. These spaces should include volumes and surfaces varying in form, massing and materiality. Design should consider mixing soft and hardscape to create a roofscape that incorporates usable open space and sustainable design strategies.

Roofs should use non-reflective materials and low-intensity color to minimize the heat-island effect. Dark materials should be avoided. Renewable/energy-generating materials are encouraged.

All mechanical equipment, ventilation exhausts, and other HVAC components should be integrated into roof design to minimize their visual impact from street level and from elevated points in adjacent buildings.

Active Uses

Roofs provide a tremendous opportunity to incorporate active public spaces into a building’s design. Potential active uses include active gardens, recreational activities, passive gardens, productive greenhouses, outdoor seating, rooftop restaurants and beer gardens.

Depending on the uses, retractable roofs and other coverings should be considered to facilitate year round activity.

INSPIRATION IN MIDTOWN Exhale Yoga

Location: 1075 Peachtree Street

This Midtown fitness studio takes classes to the roof on nice days to enjoy fresh air and the inspiration provided by Midtown’s dramatic skyline. This is possible due to a rooftop terrace incorporated into the design of the Loew’s Hotel which provides unique flex space for programming and events. Namaste.





Public Gathering Spaces



Agriculture

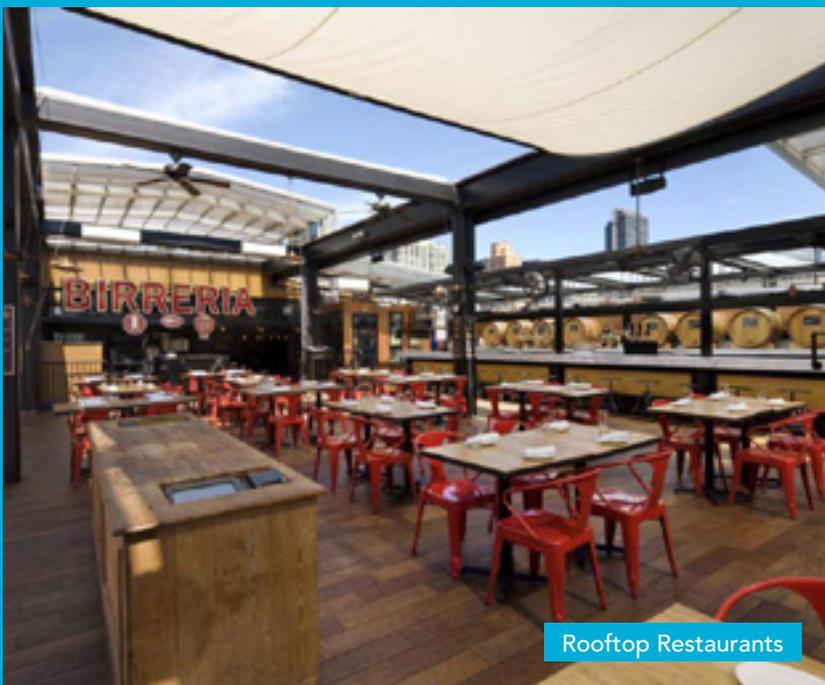


Multi-Purpose Spaces



Private Gathering Spaces

Roofs are valuable real estate that should be designed and programmed as another way to experience the energy of Midtown.



Rooftop Restaurants



Gardens

BD-4

Parking

Parking is often a necessary element and should be organized within buildings where possible. When parking structures are visible from the public realm, each development should explore visually compelling and sensitively designed façades.

Vehicular Parking

Vehicular parking requirements are based on parking space maximums by use. In Midtown, there are no parking space minimums for residential or office uses. Refer to the Zoning Ordinance (Section 16-18P.022. Off-street Parking Requirements) for more information related to other uses such as retail, restaurants and hotels.

Parking Reduction or Transfer

Parking reductions or transfers may be granted when one of two requirements are met:

1. The character or use of the building is such that the full provision of parking facilities is unnecessary.
2. The applicant has established a valid shared or off-site parking arrangement.

Unbundling Parking

Unbundled parking separates parking spaces from residential or office units, requiring parking spaces to be rented or sold separately, rather than automatically including them with building space. This strategy for parking reduction should be explored if possible. This is not only a more equitable solution, but can also reduce the total amount of parking required for the building.

Shared and Carpool Parking

Shared and carpool parking spaces are encouraged through Midtown. For shared parking, strategies of building less parking on-site with requirements for using existing parking elsewhere should be considered. For carpools, strategies like priority parking should be explored. Strategies for these spaces should relate to the Transportation Management Plan (TMP) as needed.

Zero Emissions Vehicle Parking and Charging Stations

All parking facilities must include electric vehicle charging stations, or similar facilities, in a ratio of at least 1 station for every 100 parking spaces. No development is required to exceed a maximum of 12 stations.

On-Street Parking

On-street parking can be designed into a site to allow convenient parking spaces and to generate street activity. Designing on-street parking is highly encouraged if space is available. If on-street parking is pursued, the spaces created can not count towards a building's target parking space count.

Short-Term Parking / Dropoff

Short-term parking and dropoff areas facilitate easy parking locations for drivers and light deliveries (for example a single flower delivery). If space is available, these areas are strongly encouraged.

Bicycle Parking

Bicycle and moped spaces must be located within the street furniture and tree zone or at least as close as the closest car parking space (except for handicapped parking spaces). There must be at least 1 bicycle and moped parking space for every 20 car parking spaces, with a minimum of 3 bicycle and moped parking spaces.

Bicycle parking and valets should also be considered within the building. These facilities can potentially serve as an active use at the street level. See BD-1 for more information.

Showering Facilities

All office buildings containing over 50,000 square feet of gross office space must provide showering facilities (including showers and lockers), in a ratio of at least 2 showering facilities for every 50,000 square feet of gross office space. These facilities must be available to all building tenants and their employees, provided that no office building be required to exceed a maximum of 4 showering facilities.



Shared Vehicle Parking (like Zipcar)



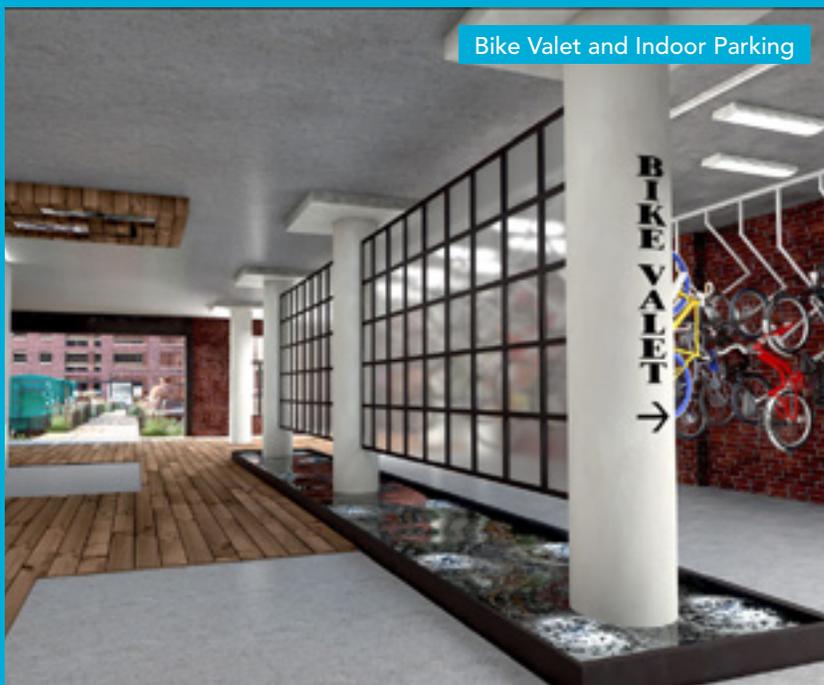
On-Street Parking



Bike Parking



On-Street Parking



Bike Valet and Indoor Parking

Creative parking strategies are encouraged to save resources and provide for all users.



Electric Vehicle Charging Station



Three Dimensionality



Color and Texture

All parking structures can contribute life to the public realm.



Lighting and Texture



Texture



Screening



Sculptural Expression



Combining Screening and Vegetation

Parking Structures

Parking structures should be designed internally to parcels with building program wrapping the structure. If this is not possible, parking structures should be designed and developed as part of the building. Surface parking lots are discouraged and should not be used within Midtown.

Façades

Any parking structure façade that is exposed to the public realm should have screening features to conceal visibility and carry the appearance of the building. Creativity is encouraged through the use of color, texture and even kinetic elements to animate the screens. Alternatively, the structures themselves can be designed with a sculptural expression.

Active Uses

Parking structures should provide continuous street-fronting active uses on ground levels. Along Storefront Corridors and Arterial Streets, this is a requirement. See BD-1 for more information on active street level requirements.

INSPIRATION IN MIDTOWN

Eviva Peachtree

Location: Peachtree Street and 6th Street

A dynamic wind-activated art screen encloses the exposed parking structure, further enlivening the Peachtree corridor.



BD-5

Performance & Sustainability

Building performance and sustainability is critical to each building and its individual impact on Midtown. Building on the district's sustainability plan, Greenprint Midtown, each development should investigate solutions in transportation, water, energy and waste.

Transportation

The function, convenience, cost, and safety of our transportation system has a significant effect on quality of life, the environment and the economic health of regions and communities. The transportation goals for Midtown are to improve access and mobility, decrease single occupancy vehicle trips to, from and within Midtown, and to reduce the total amount of miles people travel by motor vehicle.

To help Midtown meet these goals, buildings should seek opportunities to increase the number of employees and residents using transit, walking, and bicycling. This could include special bicycle facilities, real-time transit arrival displays, parking strategies, and other elements that encourage alternative transportation.

Provide Real-time Display of Transportation Options

Providing real-time information in the common areas of buildings encourages residents, employees, and visitors to consider multiple travel options in Midtown. Displays can provide real-time availability for MARTA rail and bus, Zipcar, Uber, and other options.

Pursue Shared Parking Opportunities

Adjacent properties with different peak hours of parking demand may consider shared parking, reducing the number of parking spaces that each property owner would provide individually.

Provide Electric Vehicle Charging Stations

The trend toward vehicle electrification will result in improved air quality and less reliance on imported petroleum. Buildings can play a major role in supporting the use and growth of EVs by providing appropriate charging stations.

Provide Bike Facilities

Bicycling is a non-polluting form of transportation that is quickly growing in popularity. In addition to providing short and long-term bicycle parking, buildings should also consider providing bicycle storage rooms, bike repair stations, and other amenities that encourage bicycling.

Water

Clean and readily available water is fundamental to environmental and human health, as well as economic prosperity. Our City and State face significant water quality and supply issues that could affect how our community grows and prospers. Three overarching goals have been identified to meet these needs in Midtown: minimize storm water runoff from impervious surfaces; increase water efficiency in buildings; and reduce potable water consumption. To help Midtown meet these goals, buildings should utilize water efficiency measures, green stormwater infrastructure, and water-efficient landscapes.

Water-Efficient Plumbing Fixtures

Options to be considered include ultra low-flow toilets and urinals, waterless urinals, low-flow and sensorized sinks, low-flow showerheads, and water-efficient dishwashers and washing machines.

Green Stormwater Infrastructure

Options to be considered include green roofs, permeable pavement, bio retention areas, and rainwater recycling.

Irrigation and Landscaping

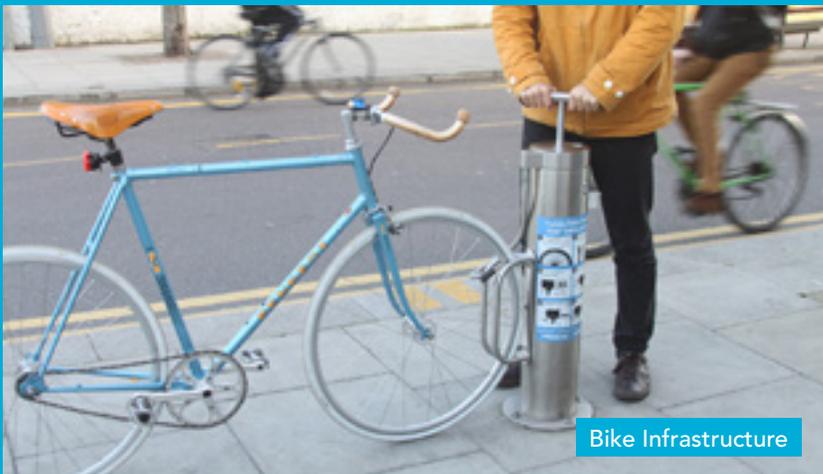
Options to be considered include WaterSense labeled irrigation control systems, low-flow sprinkler heads, water-efficient scheduling practices, and xeriscaping.



Bioswales



Drought Tolerant Plants



Bike Infrastructure



Solar Shading

Sustainable solutions can both benefit Midtown residents and increase a building's marketability.



Urban Composting



Energy Star Certification

ENERGY STAR
certification is the
simplest choice
for ensuring smart
energy usage. The
process is simple.



ENERGY STAR certified buildings save energy, save money, and help protect the environment by generating fewer greenhouse gas emissions than typical buildings. To be certified as ENERGY STAR, a building must meet strict energy performance standards set by EPA.

Based on the information you share about your building (such as its size, location and number of occupants), the ENERGY STAR score algorithm estimates how much energy the building would use if it were the best performing, the worst performing, and every level in between. It then compares the actual energy data you entered to the estimate to determine where your building ranks relative to its peers. The ENERGY STAR score accounts for differences in operating conditions, regional weather data, and other important considerations.

Certification is given on an annual basis, so a building must maintain its high performance to be certified year to year. Also, the information submitted in the certification application must be verified by a licensed Professional Engineer (PE) or Registered Architect (RA) to be eligible for approval.

For more information, check out the ENERGY STAR website:

Existing Buildings

<https://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings>

New Construction

<https://www.energystar.gov/buildings/facility-owners-and-managers/new-construction>

Energy

Midtown's economic growth and quality of life depends on clean, reliable, and affordable energy - to keep buildings comfortable, to move trains and cars, to manage traffic, and to keep Midtown streets and sidewalks safe.

To help Midtown meet these goals, buildings should promote energy conservation, energy efficiency, and renewable energy.

Achieve Third Party Certification

The best way to ensure that your building will meet Midtown's energy goals is to pursue the U.S. EPA's "Designed to Earn the ENERGY STAR" certification program. Your project can achieve this certification if it will perform, based on energy models, among the top 25 percent of similar buildings nationwide once constructed.

Waste

Given the number of people that live, work and play in Midtown, a significant amount of waste is generated. This waste contributes to air, water and land pollution. However, Midtown's diversity and concentration of uses provide significant opportunities for successful waste reduction strategies, that can make measurable differences, are cost neutral and support local industry.

To help Midtown meet these goals, buildings should implement waste reduction and recycling programs. The most successful waste reduction strategies are planned during the design process.

Construction and Demolition Waste

Recycle and/or salvage at least 50% of non-hazardous construction and demolition debris. Donate reusable materials to the Lifecycle Building Center.

Recycling and Composting

Design building facilities that accommodate and encourage recycling and composting.

INSPIRATION IN MIDTOWN

1315 Peachtree

Location: 1315 Peachtree Street

1315 Peachtree is a snapshot of how current technologies can be used to achieve the highest LEED Platinum Certification rating and meet the Architecture 2030 Challenge. The design achieved LEED Platinum with 95 points, making it the highest LEED certification for any new construction building in the Northern hemisphere and the third greenest building in the world.



3 OPEN SPACES & SUPPLEMENTAL ZONES



WHAT IS THE GOAL OF OPEN SPACES?

Creating places where people want to linger.

GUIDELINES AT A GLANCE

**GREATER
VARIETY**

of new public spaces

**CREATIVE
ENGAGEMENT**

with existing public
spaces

**ACCESSIBLE
PUBLIC SPACES**

oriented to the public
street

**THOUGHTFUL
ENHANCEMENTS**

from fountains to art
installations

RELATE THE OPEN SPACES TO THE BUILDING AND ITS PROGRAM

See OS-1, OS-2

DESIGN SUPPLEMENTAL ZONES AS SPECIAL IDENTITY-RICH OUTDOOR AREAS

See OS-2

USE MOVABLE OBJECTS WHEN POSSIBLE

See OS-2

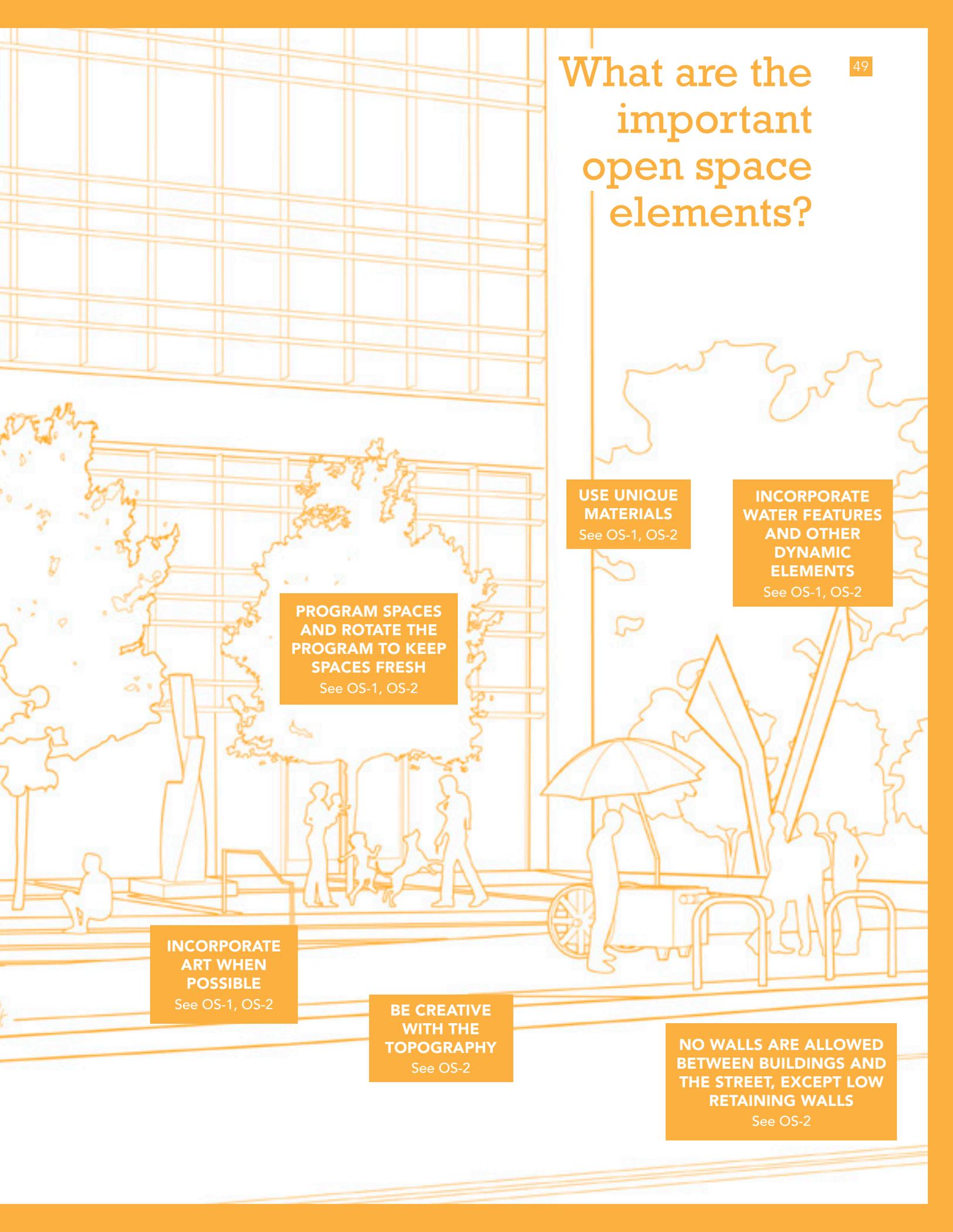
13

CONSIDER THE SPACES' PRESENCE ON THE STREET

See OS-1, OS-2



What are the important open space elements?



PROGRAM SPACES AND ROTATE THE PROGRAM TO KEEP SPACES FRESH
See OS-1, OS-2

USE UNIQUE MATERIALS
See OS-1, OS-2

INCORPORATE WATER FEATURES AND OTHER DYNAMIC ELEMENTS
See OS-1, OS-2

INCORPORATE ART WHEN POSSIBLE
See OS-1, OS-2

BE CREATIVE WITH THE TOPOGRAPHY
See OS-2

NO WALLS ARE ALLOWED BETWEEN BUILDINGS AND THE STREET, EXCEPT LOW RETAINING WALLS
See OS-2

OS-1 Open Spaces

Publicly accessible open spaces add variety to the pedestrian experience and can make a development more memorable and distinct. Each development should create open spaces with activities to attract people and unique, compelling design solutions.

Active Uses

The best open spaces are alive with amenities! These amenities should be uniquely designed to fit their context and their location, providing multiple reasons for people to linger without hindering circulation and access.

Active amenities include a wide range of possibilities, such as art, water features, seating and dog walks. When appropriate, these amenities should engage pedestrians with experiences that are unexpected and tactile. Active amenities can also be programmatic in nature, like rotating installations and music or performances on special days.

Vital landscape elements should be used to provide a backdrop for these active amenities, establishing multi-dimensional spaces people want to be in. Examples include shade trees, green walls, movable planters, as well as bike racks and bike related elements, like air pumps for tires.

INSPIRATION IN MIDTOWN

Bocce Ball at Empire State South

Location: 999 Peachtree Street

Outdoor lawn games provide a fun diversion for restaurant patrons and help activate the plaza between the office tower and the parking deck.





Combined Light and Art Installations



Water Features



Art



Outdoor Games



Movable Planters within Multi-Purpose Spaces



Sculptural Seating



Movable Seating within Multi-Purpose Spaces

Active use amenities engage pedestrians as something unexpected, kinetic and tactile.

Outdoor Book Stalls / Libraries



Community Garden / Urban Farm



Outdoor Markets / Pop Up Cafes



Outdoor / Oversized Games



Outdoor Musical Instruments



Live Performance



Dog Runs / Dog Parks



Bike Lockers / Bike Fix-It Stations



Outdoor Seating



Traveling Arts and Crafts Carts



Artful Crosswalks and Pedestrian Ways



Formal Plazas for Structured Activities



Multi-Purpose Spaces for Passive Activities



Pocket Gardens with a Variety of Activities



Flexible Seating for Gathering



Pocket Gardens that Engage the Street

Urban open spaces create common ground for the district: places for people to explore, collaborate and escape the daily grind.



Small Courtyards for Gathering, Dining and Socializing



Small Gardens for Varied Experience

Types

Publicly accessible open spaces should be designed to engage the Midtown district's various users. Depending on the development and building type, different types of open spaces should be considered. Some examples include Plazas, Courtyards, Pocket Parks and Gardens.

The design of these spaces should be compelling and should be designed to support the performance of the space and the experience of the space. Performance-based strategies might include shade, stormwater management, cooling and the effective use of water. Experience-based strategies might include material changes, art, informational and dynamic installations and other activate elements.

INSPIRATION IN MIDTOWN Jamestown Community Greenspace

Location: SW Corner of West
Peachtree and 18th Street

Seeking to transform an underutilized corner into a temporary amenity, Jamestown Properties partnered with Midtown Alliance and John Marshall Law School to give people a quarter-acre of greenspace to enjoy for three years. This "pop-up pocket park" is a perfect example of how private developers can work collaboratively with community stakeholders.



OS-2 Supplemental Zones

Supplemental zones are the direct link between streets and buildings. Each development should explore creative, lively and welcoming solutions for this zone, providing activation and interest at the street level.

Active Uses

Supplemental zones enhance the street life of the district and give each development a presence on the street. Thus, like open spaces, supplemental zones should be activated with a variety of uses, both permanent and temporary (potentially changing with the seasons).

Examples of activities include creative shelters, merchandise display, signature furniture, interactive displays, play areas, outdoor dining, public interactive art, lighting art, planters, stations for dog walkers, cyclists and other Midtown visitors.

INSPIRATION IN MIDTOWN Georgian Terrace

Location: 659 Peachtree Street

This historic building has been updated with a gracious outdoor lounge elevated several feet above the sidewalk to create a cozy perch for dining, people watching and relaxing. The inviting patio is accessible by a set of steps from the sidewalk and provides a shady spot for outdoor dining.





Creative Presence



57

Outdoor Seating



Existing Presence Beyond the Building Edge



Defined Edges

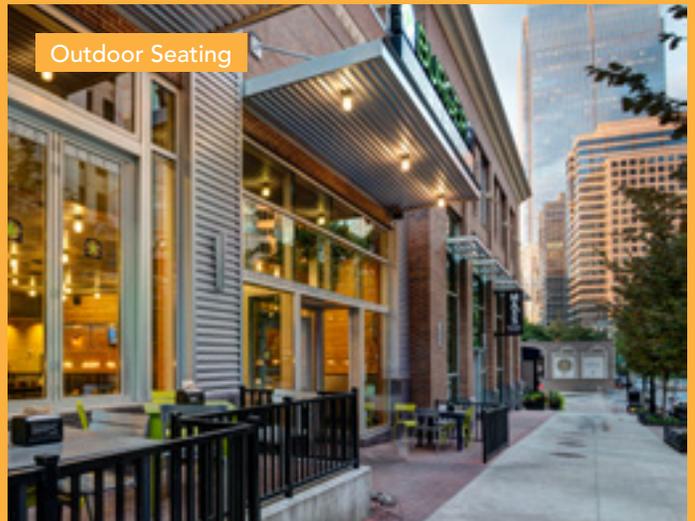
Connect the building to the street in unique and inviting ways.



Art



Multi-Purpose Space



Outdoor Seating



Unique Paving Textures



Art and Installation that Tells Stories



Material Shifts

Supplemental Zones are one place where Midtown's diversity and variety shine.



Recharging Stations



Creative Art and Lighting



Retail and Signage Spill Out

Materials

Materiality within the supplemental zone can be explored. Some options include custom pavers, permeable pavers and pavement as well as patterns and special graphics.

Depending on the adjacent uses, the following guidelines should be taken into account in the design. Retail supplemental zones should be hardscaped. Residential supplemental zones must be landscaped or provide a porch or terrace.

Grading and Walls

With Midtown's ever-changing ground plane, grading within the supplemental zone is an important part of a development's design. Sidewalk levels should meet finish floor elevations of buildings as often as possible. When not possible, creative solutions should be explored.

Walls

Per the zoning requirements, no walls, except retaining walls, shall be located between the street and any building, with the exception of screening for authorized off-street loading areas. Retaining walls shall be finished poured concrete or shall be faced with stone, brick or smooth stucco.

Height Clearance

Per the zoning requirements, the supplemental zone shall be no more than 24" above finished grade or the adjacent public sidewalk. Any walls shall not exceed 24", with retaining walls a maximum of 36".

INSPIRATION IN MIDTOWN TAP

Location: 1180 Peachtree Street

1180 Peachtree/TAP turned a challenging topographic condition into a unique amenity and experience. Connecting the finish floor of the restaurant with the sidewalk level, the restaurant spills out into the supplemental zone in a series of terraces nestled amidst lush landscaping and a small fountain.



4 STREETSCAPES



WHAT MAKES A GREAT MIDTOWN STREET?

Crafting high-quality streets that elevate the Midtown experience.

GUIDELINES AT A GLANCE

CONSISTENT CHARACTER

standard materials and street furniture create a sense of place

GENEROUS SIDEWALKS

marked crosswalks and wide sidewalks promote pedestrian capacity, safety and comfort

ATTRACTIVE LIGHTING

adequate and appropriately scaled street lighting enhances safety

HIDDEN UTILITIES

underground utilities reduce visual clutter and increase property value

TRANSIT-FRIENDLY AMENITIES

for walking, bicycles, alternative fueled vehicles, automobiles and other transit options

**LIGHTING MUST FOLLOW
MIDTOWN STANDARDS**

See ST-2

**TREES TYPES ARE
ASSIGNED TO EACH
MIDTOWN CORRIDOR**

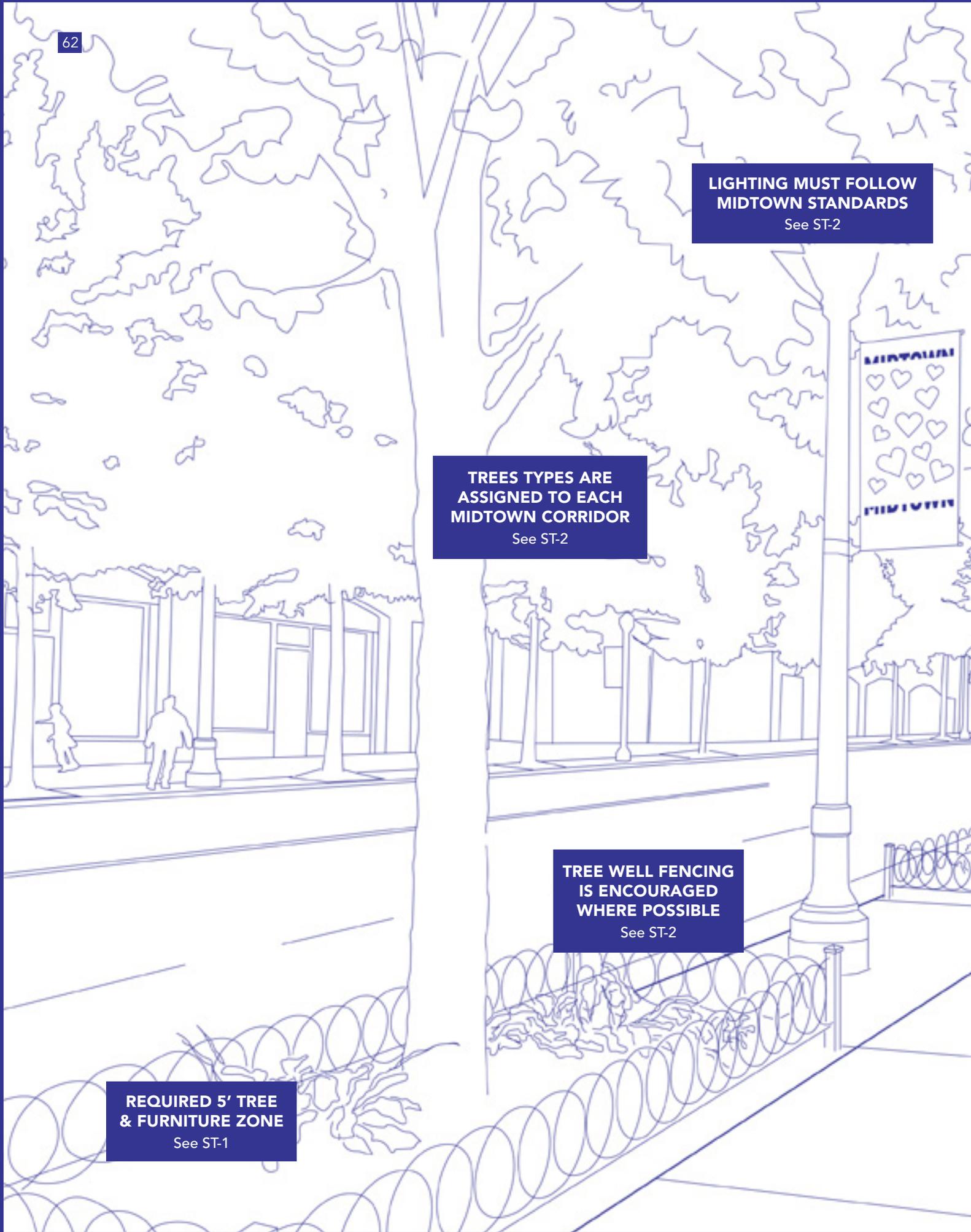
See ST-2

**TREE WELL FENCING
IS ENCOURAGED
WHERE POSSIBLE**

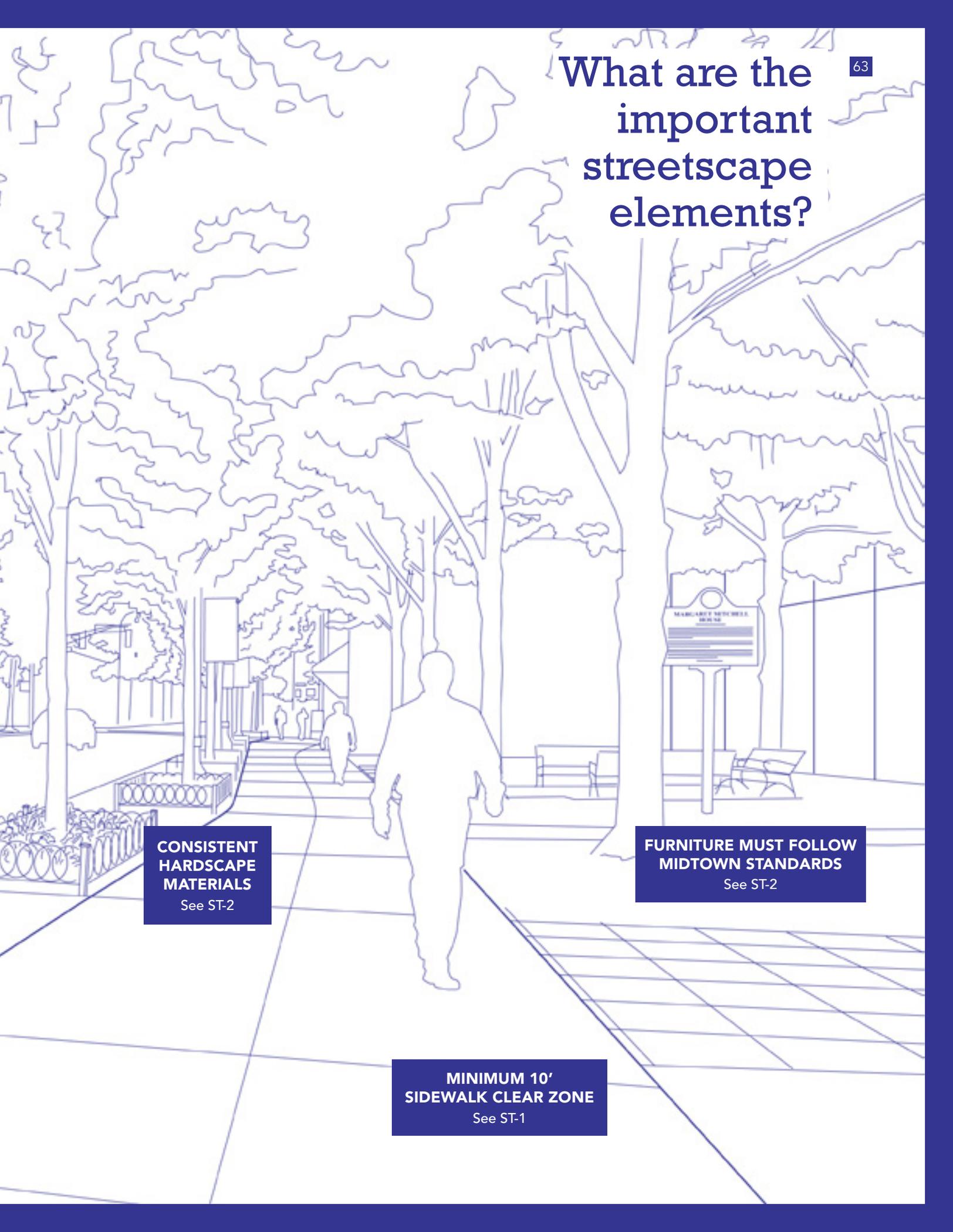
See ST-2

**REQUIRED 5' TREE
& FURNITURE ZONE**

See ST-1



What are the important streetscape elements?



**CONSISTENT
HARDSCAPE
MATERIALS**
See ST-2

**FURNITURE MUST FOLLOW
MIDTOWN STANDARDS**
See ST-2

**MINIMUM 10'
SIDEWALK CLEAR ZONE**
See ST-1

ST-1 Sidewalk Zone

Sidewalk zones are designed per Midtown street types. Each development should conform to these standards extending the design of Midtown's continuous public realm.

Zones

Sidewalks consist of two zones: (1) clear zone and (2) tree and furniture zone.

Clear Zone Requirements

All sidewalk zones require a 10 foot wide clear zone. Peachtree Street is the exception to this rule with a minimum of 15 feet.

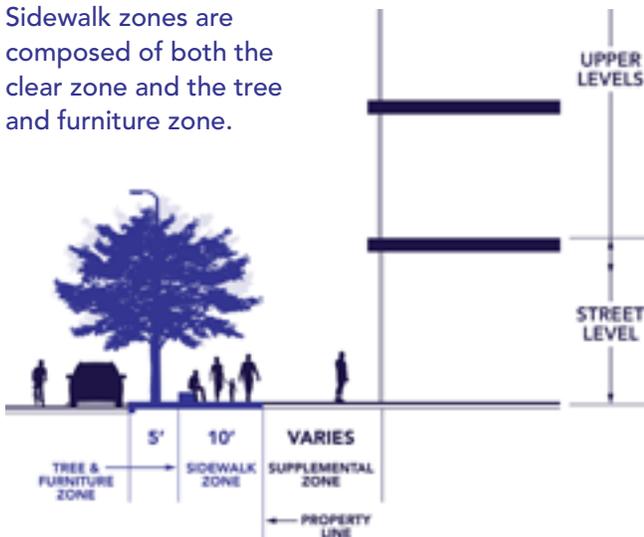
All clear zones must be completely unobstructed from the ground to a minimum height of 8 feet by any permanent or non-permanent element. Awnings and marquees may extend to the property line as needed but cannot encroach beyond the clear zone.

Tree and Furniture Zone Requirements

See ST-2 Tree and Furniture Zone for more information.

Diagram 03: Sidewalk Zones Location

Sidewalk zones are composed of both the clear zone and the tree and furniture zone.



Dimensions

Sidewalk zones are a minimum of 15 feet. Peachtree Street is the exception to this rule with a minimum of 20 feet for the sidewalk zone. Sidewalks less than 15 feet require SAP/ zoning variation.

Sidewalk Zone Width Transitions

Where properties are adjacent to other zoning districts (like R-1, R-G or PD-H) without an intervening street, the sidewalk area within 20 feet of such districts need to taper as necessary to provide a smooth transition to the existing R, RG, or PD-H district sidewalk. In the event that the abutting R, RG, or PD-H district has no existing sidewalk, the sidewalk will taper to a width of 6 feet.

Intersection Visibility Requirements

Nothing can be placed, planted or allowed to grow as to impede visibility within visibility triangles at street intersections between the heights of 2.5 feet and 8 feet above grade.

ST-2

Furniture & Tree Zone

Tree and furniture zones must be designed per Midtown street types and design standards. Each development should plan to these standards and locate opportunities to activate this zone with the appropriate street furniture.

Dimensions

The tree and furniture zone must be a minimum of 5 feet in width and must be located immediately adjacent to the curb. This zone must be continuous and follow the requirements of this section.

Uses

In addition to trees and furniture, this zone may also be used for the placement of utility poles, fire hydrants, traffic signs, newspaper vending boxes, bus shelters, bicycle racks and similar elements. Any additional elements can be added as long as it does not obstruct pedestrian access or motorist visibility and is approved by the Office of Planning.

Hardscape Materials

All surfaces should be paved with 6" x 6" pavers. Where required, corners should be wrapped with consistent 5 foot band. Paver bed installation instructions are available from Midtown Alliance and should be used accordingly.

Paver Colors and Finishes

All pavers should be autumn or charcoal with Tudor or Shotblast finish. Refer to the Midtown Streetscape Design Matrix on the Midtown Alliance website for specified color per corridor.

CHARCOAL COLOR



AUTUMN COLOR



Trees

Tree Spacing and Planted Zone

Street trees must be planted at a distance of 30-40 feet apart and must be placed on-center within the tree and furniture zone. Trees should be spaced equally between street lights and across the block face.

The area between required plantings can either be planted with groundcover (such as *Liriope spicata*) or can be hardscape in accordance with the Midtown Streetscape Plan.

Tree Types

Trees types are assigned to each Midtown corridor from the Midtown tree type palette (a selection noted is below). Refer to the Midtown Streetscape Design Matrix for details on tree type specifications per corridor. Note: All plantings, planting replacement and planting removal shall be approved by the City Arborist.

AMERICAN ELM
Ulmus Americana



NUTTALL OAK
Quercus Nutallii



RED MAPLE
Acer Rubrum



SCHUMARD OAK
Quercus Shumardii



TRIDENT MAPLE
Acer Buergerianum



WILLOW OAK
Quercus Phellos



Tree Size

Street trees must be a minimum of 12 feet in height and 3 inches in caliper at the time of planting. At maturity, street trees should be a minimum of 40 feet in height and must be limbed to a minimum of 7 feet in height. Trees should have a minimum of 50 square feet planting area to allow enough space to grow.

Tree Grates & Fencing

Tree grates are discouraged. Where tree grates are necessary, they will be a minimum of 4 feet by 8 feet. Otherwise, tree planting areas can be planted with groundcover (such as *Liriope spicata*). Tree fencing is permitted in tree wells that exceed sixteen square feet. Fencing must completely surround the tree well on all four sides, except where adjacent to parallel parking.

TREE WELL
PLANTING EXAMPLE



TREE WELL
PLANTING EXAMPLE



TREE WELL
FENCING EXAMPLE



TREE WELL
FENCING EXAMPLE



Furniture and Streetlights

Furniture

All furniture elements must follow Midtown standards. Specific furniture is noted below and should be painted CODA green or black.

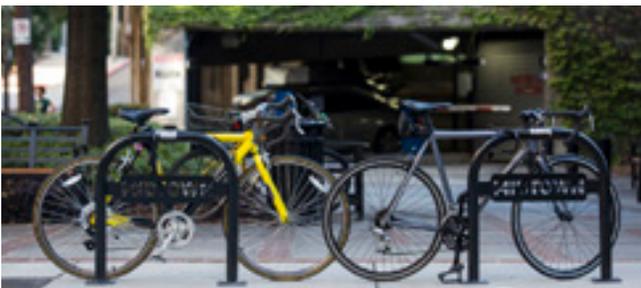
TRASH RECEPTACLES
VICTOR STANLEY SD-42 IRONSITES SERIES



BENCHES
VICTOR STANLEY CR-96 CLASSIC SERIES



BIKE RACKS
SARIS #2112 (BELOW-GRADE MOUNT)



Streetlights

Lighting requirements are different for each street corridor with three streetlight types. Refer to the Midtown Streetscape Design Matrix for details on streetlights per corridor. All streetlights must be painted CODA green.

STREETLIGHT
TYPE A



STREETLIGHT
TYPE C



STREETLIGHT
TYPE CH



The Midtown Owner's
Manual was designed
through a collaboration
between:



and





999 Peachtree Street
Suite 730
Atlanta, GA 30309
404-892-4728
MidtownATL.com