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

A place with unparalleled walkability, tree-lined streets and robust transportation options.

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

A magnet for talent and innovation.

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

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

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Midtown is a place where live-work-walk and play is a reality.

- Thriving business district
- Central location with great accessibility
- Rich array of transit and mobility options on a street grid
- 150+ restaurants and shopping experiences
- Atlanta’s hottest residential market
- Top-ranked anchor institutions bridging technology, healthcare and the arts
- Largest concentration of arts and cultural attractions in the Southeast
- Adjacent to Piedmont Park and Atlanta BeltLine Eastside trail
- ...and all within an easy walk

Nationally Recognized “Great Place”

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

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

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

Midtown Atlanta

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

$19B annual economic impact

14% of the City’s jobs and 30% of tech jobs

$9.5B real estate value: approximately 10% of total value in the City

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

Source: Peachtree Corridor Economic and Fiscal Impact Analysis, Bleakly Advisory Group
Midtown has a true, multi-modal transportation system that is unrivaled in the Southeast, providing easy access to local and global destinations.

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

- Consistently ranked among the region’s best neighborhoods for walking, with more than 40 linear miles of sidewalks

- 4 MARTA rail stations with access to more than 76 miles of public transit and 26 local/regional bus routes

- Central location with exceptional interstate access

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

- 5 miles of existing bike lanes + 10 more miles planned, plus 12 bikeshare stations

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

- Direct connections to Piedmont Park and the Atlanta BeltLine’s Eastside Trail
Street Grid
Midtown streets and sidewalks are arranged on a tight grid, which offers more transportation options and greater efficiencies than many suburban job centers.

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

- **Perimeter Center**
  - Sample 1 square mile contains **9.3 linear street miles**

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

Source: Georgia Department of Transportation Regional Commuter Survey

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

- **I-75/I-85**
- **400**

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

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

- **“Walker’s Paradise”** 90
- **“Very Walkable”** 70
- **“Somewhat Walkable”** 50
- **“Car Dependent”** <49

Source: walkscore.com
### MARKET INVENTORY

<table>
<thead>
<tr>
<th>Existing</th>
<th>Under Construction or Proposed</th>
<th>Source: Midtown Development Review Committee</th>
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<tbody>
<tr>
<td>Sq. ft. Office</td>
<td>23.8M</td>
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<td>Residential Units</td>
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<td>Sq. ft. Retail</td>
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<tr>
<td>Hotel Rooms</td>
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</table>

### Growth Since 2000

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

### People in Midtown

- 82K daytime workers
- 18K residents
- 7M annual visitors

Source: Midtown Alliance and Bleakly Advisory Group
Multiple Travel Choices

- **122 BLOCK** street grid
- **22 MILES** of streets
- **70+** lane miles
- **170** intersections

**DISTRICT HIGHLIGHTS**

- 4 MARTA rail stations
- **25+** bus routes

Immediately adjacent to I-75/85

- 96% of all office & 97% of all residential are within a 6-minute walk of a MARTA rail station.

- 300 ACRES of greenspace including Piedmont Park & Atlanta Botanical Garden

- 2-way cycle track connecting to the Atlanta BeltLine

- 5 MILES of existing bike facilities

- 10 MILES coming soon

- 20 MILES of streets

- 170 intersections

- 50 MILES of streets

- 122 BLOCK street grid

- **170** intersections

**LEGEND**

- Midtown Improvement District
- Current or Proposed Bike Facility
- Walking Distance / 6-min. Radius
- Rail Transit Station

To Ponce City Market

Atlanta BeltLine Eastside Trail

SMART CORRIDOR of future facilities underway

SMART CORRIDOR of existing bike facilities

IMMEDIATELY ADJACENT TO I-75/85

- FEDERAL RESERVE
- BANK OF ATLANTA

- SCAD ATLANTA

- ATLANTIC STATION

- WOODRUFF ARTS CENTER

- ANSLEY PARK

- ATLANTA BOTANICAL GARDEN

- PIEDMONT PARK

- PIEDMONT SQUARE

- TECHNOLOGY SQUARE

- EMORY UNIVERSITY HOSPITAL MIDTOWN

- NORTH AVE SMART CORRIDOR

- 300 ACRES of greenspace including Piedmont Park & Atlanta Botanical Garden

- Walking Distance / 6-min. Radius

- Rail Transit Station

- Current or Proposed Bike Facility

- Midtown Improvement District
ABOUT MIDTOWN ALLIANCE

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

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

What We Do

Public Improvement Projects
Enhancing the public realm by investing in new sidewalks, street trees, pedestrian lighting, bike lanes, art installations, parks and plazas.

Public Safety
Providing a safe environment through round-the-clock operations featuring 40+ off-duty APD officers, professional public safety teams and an extensive hi-def video camera network.

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

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

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

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

**District Planning**
Advocating for quality mixed-use development projects consistent with our progressive zoning code and Blueprint Midtown, our community-designed master plan, facilitating review and approval through the City.

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

Midtown is a mecca for the creative class and a nexus for technology and innovation.

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

Major Employment Center

24,000+ new jobs announced for Midtown since 2015

Source: Atlanta Business Chronicle, February 2021

46% of the City’s professional, technology, science, and management jobs, forecasted to grow 41% over the next decade

23% of the City’s finance and insurance jobs, with 56% growth forecasted over the next decade

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

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

24M square feet of office space

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

Midtown Atlanta has a very favorable cost structure for office tenants Source: Colliers International, 2020

<table>
<thead>
<tr>
<th>City</th>
<th>Average Rent Per Square Foot (Class A Office)</th>
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<tbody>
<tr>
<td>Dallas</td>
<td>$80</td>
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<tr>
<td>Midtown Atlanta</td>
<td>$50</td>
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<tr>
<td>Houston</td>
<td>$40</td>
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<td>Chicago</td>
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<td>Los Angeles</td>
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<tr>
<td>Seattle</td>
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<tr>
<td>Washington, DC</td>
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<tr>
<td>Boston</td>
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<tr>
<td>San Francisco</td>
<td>$40</td>
</tr>
<tr>
<td>Midtown Manhattan</td>
<td>$40</td>
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</tbody>
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Location of choice for brands including NCR, Coca-Cola, Turner, AT&T, Equifax, Google, Honeywell, Anthem, major law firms and many others.
INNOVATION & TALENT

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

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

A Pipeline for Talent

**275,000+**

undergraduate and graduate students across 66 colleges and universities in Metro Atlanta, including 37,500 students in Midtown

Source: Metro Atlanta Chamber
“NORFOLK SOUTHERN PREPARES TO OPEN $575M HQ IN MIDTOWN WITH 2,800 EMPLOYEES”
Atlanta Business Chronicle, April 1, 2021

“GOOGLE LEASES 19 STORIES IN NEW MIDTOWN OFFICE, NATIONAL EXPANSION WITH 10K NEW JOBS”
Bisnow, March 23, 2021

“MICROSOFT TAPS ATLANTA AS MAJOR EAST COAST HUB, 2,500 NEW JOBS COMING TO MIDTOWN”
Atlanta Business Chronicle, February 11, 2021

“INVESCO TO MOVE HEADQUARTERS WITHIN MIDTOWN, ADD 500 JOBS”
Bisnow, May 30, 2019

“WHOLE FOODS Chooses MIDTOWN FOR SOUTHEAST HQ”
Curbed Atlanta, December 19, 2018

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

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

Top-Ranked Institutions

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

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

SCAD Atlanta
Atlanta campus of Savannah College of Art and Design, the largest and most comprehensive private arts university in the U.S.
Midtown is a place where talent and innovation can flourish.

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

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

- **Advanced Technology Development Center (ATDC)**
  Top ranked, statewide technology startup incubator operated by Georgia Tech

- **Creative Destruction Lab**
  Nonprofit organization supporting the commercialization of scalable, seed-stage, science- and technology-based companies

- **CREATE-X**
  Curriculum-based entrepreneurship program that has launched 230+ startups valued at a combined $600M

- **Engage Accelerator**
  Venture fund, go-to-market program and corporate innovation platform

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

- **TechSquare Labs**
  Privately owned venture fund and startup incubator

Co-Working Spaces

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

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

- **Tech Square ATL The Clubhouse**
  Event venue and collaborative workspace in the heart of Midtown's Tech Square

- **WeWork**
  Featuring private offices and common spaces at Coda, Colony Square and 880 Peachtree

Corporate Innovation Centers in Midtown
INNOVATION & TALENT

Midtown is a place where talent and innovation can flourish.
Georgia Tech Programs

- **Georgia Tech Institute Relations, Office of Economic Development**
  Leads Georgia Tech’s engagement with economic development partners and supports growth of the broader innovation ecosystem

- **Venture Lab G**
  Globally ranked university-based incubator

- **Enterprise Innovation Institute (EI2)**
  Outreach to business enterprises, technology startups, and ecosystem builders

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

- **Georgia Tech Interdisciplinary Research Institutes & Centers**
  Research efforts include People and Technology, Health Analytics, Data Science, Engineering

- **Georgia Tech Scheller College of Business**
  Top ranked business school, including the Business Analytics Center and Center for Sustainable Business

- **Georgia Tech School of Cybersecurity and Privacy**
  Ranked #1 in Cybersecurity

- **Georgia Tech School of Computational Science and Engineering**
  Ranked #5 in Undergraduate Computer Science

- **Georgia Tech Human Computer Interaction Program**
  Interdisciplinary program offered by GT Schools of Industrial Design, Interactive Computing, Literature Media & Communication, & Psychology

- **Georgia Tech Professional Education**
  Leader in professional development courses, certificate programs, and online master’s degrees offered to career-focused individuals in STEM, business, and leadership fields worldwide

- **Technology Enterprise Park**
  Atlanta’s premier biotech research park, on the west side of Georgia Tech’s campus
HIGH QUALITY OF LIFE

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

Residential Growth

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

- **Proposed**
  - BEFORE 2000: 5,494
  - 2010 - 2019: 3,572
- **Existing**
  - BEFORE 2000: 12,469

Total: 5,494 (Existing) + 12,469 (Proposed) = 17,963 residential units.
Housing Choices

112,750+ housing choices within a 5-mile radius of the Midtown core, from new high-rise apartments, condos, and converted lofts to single-family homes in a variety of intown neighborhoods

Source: ESRI data analysis, Atlanta Regional Commission

Population Growth

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

Residential Units in the Pipeline

6,000+ residential units under construction or planned within Midtown’s 1.2 square mile district

Source: Midtown Development Review Committee
Midtown is home to the largest concentration of arts and cultural institutions in the Southeast.

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

- Alliance Theatre
- Atlanta Botanical Garden
- Atlanta Fed Money Museum
- Atlanta Symphony Orchestra
- Breman Museum
- The Center for Puppetry Arts
- Center Stage
- The Fox Theatre

- High Museum of Art
- Margaret Mitchell House
- Museum of Design Atlanta
- SCADFash and SCAD Show Theater
- Whole World Theatre
- The Woodruff Arts Center

Annual Cultural Events

3,000+

The Woodruff Arts Center is the 3rd-largest venue of its kind in the U.S., drawing more than 800,000 patrons each year to its Midtown campus.
Atlanta Streets Alive is an “open streets” event held annually along Peachtree Street.

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

Annual Events in Midtown Atlanta

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

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

Restaurants

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

100K combined total square footage of outdoor dining space throughout the district
**Annual Visitors**

- **7M** people visit Midtown attractions, festivals and events each year
- **1.5M** overnight hotel guests annually

*Source: Atlanta Convention and Visitors Bureau*

**Retail**

- **$550M** retail sales on an annual basis, with retail space more than tripling since 2000
- **$700M** combined customer spending power among Midtown residents, workers and visitors
- **$98,233** Midtown median household income, compared to $58,810 for Atlanta

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

**Hospitality**

- **4,300+** rooms in a variety of luxury, boutique and historic hotels
- **1,400+** new hotel rooms in the pipeline

*Source: Midtown Development Review Committee*

**College Sports**

- **Division I football** at Bobby Dodd Stadium and
- **Division I basketball** at McCamish Pavilion

*Source: Midtown Development Review Committee*
Amid a vibrant landscape, you’ll find a dedication to parks, plazas, tree canopy, recreational opportunities and a commitment to environmental sustainability.
Midtown EcoDistrict

Established in 2012 as the first urban EcoDistrict in the Southeast: a platform for collaboration on environmental sustainability and economic performance. Initiatives include energy savings, water conservation, green space, recycling and transportation alternatives.

Pocket Parks

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

Bike Lanes

5MI of bike lanes with another 10 miles planned

12+ bike share stations located throughout Midtown

The Atlanta BeltLine’s Eastside Trail

15th Street Arts Center Plaza

Outdoor games at 10th & Peachtree Streets

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

Midtown Alliance provides a robust selection of up-to-date information on planning and development resources. More than 80 maps, studies, reports and fact sheets are available online at [MidtownATL.com/ResourceCenter](http://MidtownATL.com/ResourceCenter):

<table>
<thead>
<tr>
<th>Maps</th>
<th>Commercial Real Estate Maps, Walking Maps, Midtown Boundary and Context Maps</th>
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<tr>
<td>Incentives Fact Sheets</td>
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<td>Action Plans, Studies &amp; Reports</td>
<td>Blueprint Midtown Community Master Plan, Midtown Transportation Plan, Parking Study, Retail Study</td>
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Midtown Alliance is a 501(c)3 nonprofit organization.