



Promenade Building, 1230 Peachtree Street

MIDTOWN



Your guide to returning to
the office in Midtown

MIDTOWN
Alliance





Midtown Alliance is a non-profit membership organization and a coalition of business and community leaders – united in our commitment to Midtown as a premier destination for commerce, culture, education and living. Our mission is to improve and sustain the quality of life for those who live, work and play here. Our comprehensive approach to planning and development includes programs to enhance public safety, improve the physical environment, and strengthen the urban amenities which give the area its unique character.



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We are excited to share this guide as you reengage with Midtown. Let's go!

As Midtown and our City come back to full strength,
here's what you should know:



Emory Winship Cancer Center

Midtown momentum continues.

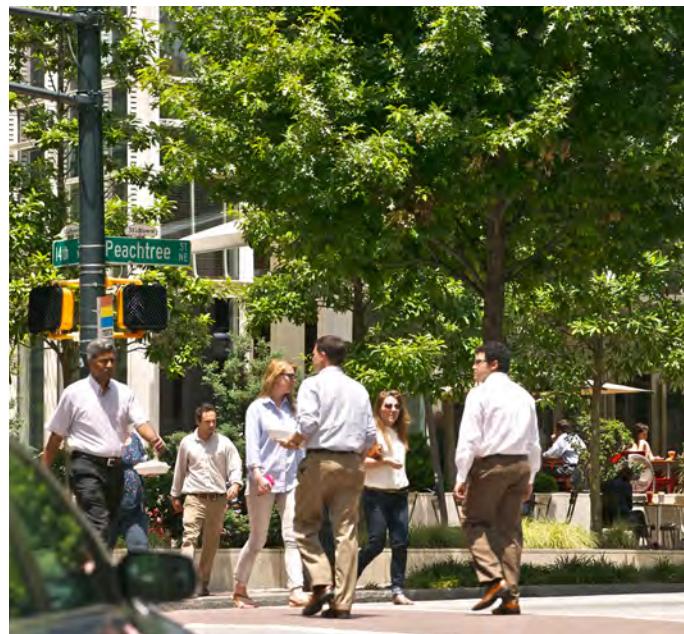
New investment and development continues at a strong pace, with more than 3M SF of office space under construction now, 2,800 residential units, more than 800 hotel rooms, more street-level restaurants and retail, and 12+ projects have cleared the development review process since the start of 2020.

While you were out, our work has continued unabated.

We've delivered new projects to further improve the Midtown experience with more than \$40M of committed funding for public improvement projects that are advancing.

40+

public improvement
projects currently in
the pipeline



Midtown remains a location of choice for employers.
Momentum continues, with more companies planting their flag in Midtown to set up office operations.

3,600+

new jobs announced
for Midtown since
2020



Public Safety Officer Reggie Woodall

Midtown is a safe place.

Our Midtown Blue public safety team continues to operate 24/7, along with our Midtown Green maintenance operations to ensure a safe and welcoming environment, and to keep Midtown looking great.



El Viñedo Local

50 new street-level businesses and restaurants have opened since early 2020.

Midtown only saw a handful of permanent street-level business closures since the start of the pandemic. Our food and beverage businesses are critical in fostering a vibrant district. As these businesses get back on their feet, please continue to support them.

100+

restaurants in Midtown offer outdoor dining

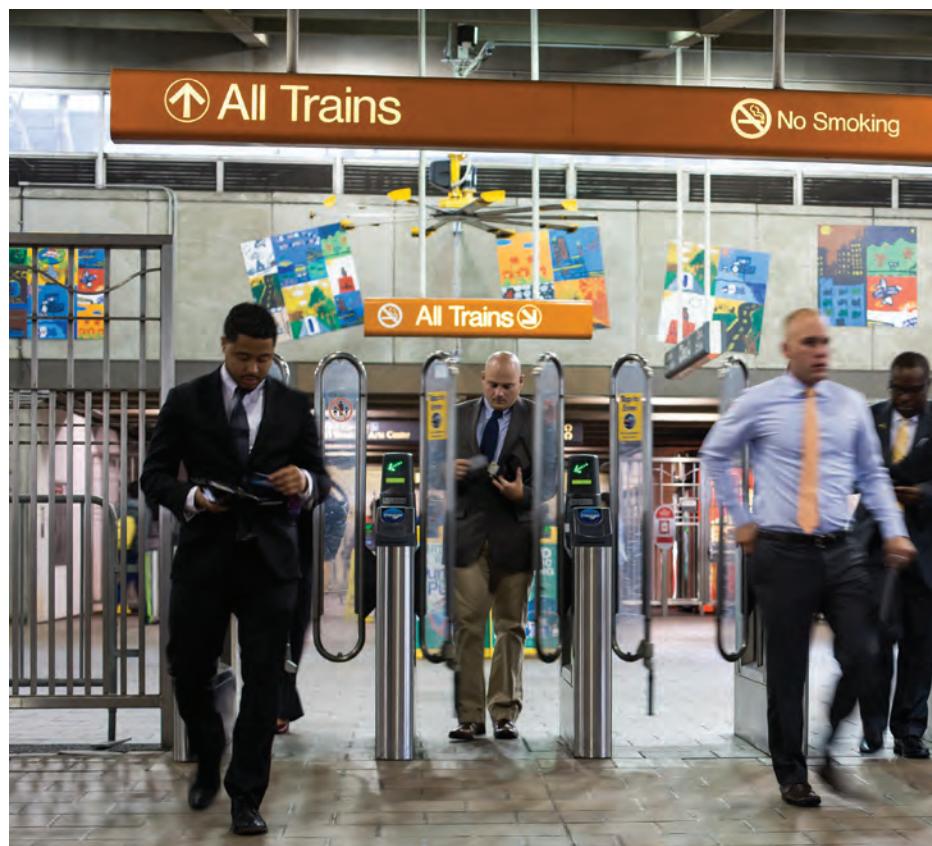


Midtown Arts and Cultural attractions are open.

The Fox Theatre reopened in July, and will be welcoming 175K guests this fall for the award-winning second-run of *Hamilton*. Many other attractions have introduced new experiences. For more info on Midtown attractions and hours of operation, go to MidtownATL.com.

70+

shows will come through the Fox from now to the end of the year



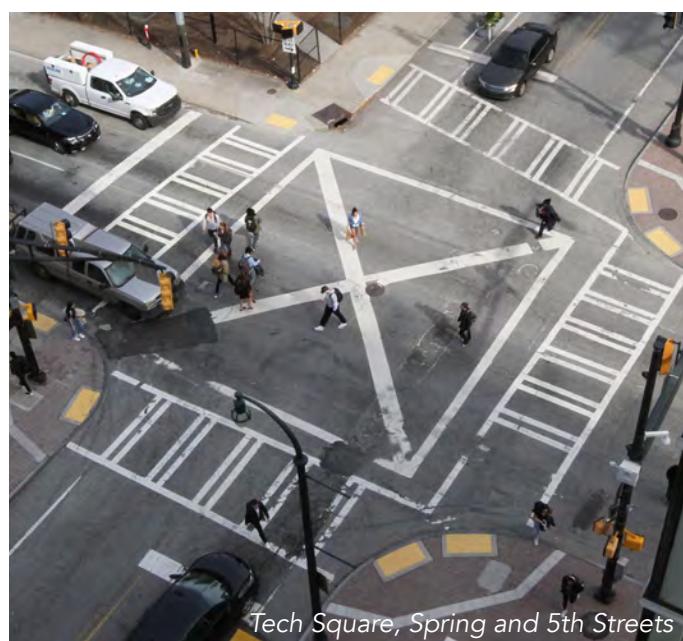
Transit systems are back to full-operations and doing so safely.

This is a great time to explore the broad range of transit options available to Midtown commuters, and we can help.



Getting Here and Around

Atlanta transit operators are back to full operations. Recent improvements to Midtown's transportation network have yielded new bike facilities, sidewalk improvements and traffic signals. More upgrades are on the way to Midtown's street grid to give you more options. More information at MidtownATL.com.



Tech Square, Spring and 5th Streets

Returning to the office? Drop your old stressful commute.

This is your opportunity to hit the reset button on your commute and create a new, healthier routine with less stress. And we have the tools to help you get started now.

Try transit and see if it works for you.

96%

of Midtown office buildings are within a 6-minute walk of a MARTA station

33K+

free parking spaces at 19 park-and-ride lots connected to Midtown

25+

local and regional bus and Xpress coach lines serving Midtown



Did You Know?

According to national data, MARTA ranks among the **safest** major transit agencies in the US.

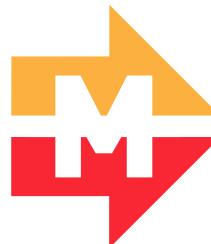
40K+

video surveillance cameras on MARTA buses/trains and in rail stations

300

MARTA Police Dept. Officers that patrol rail stations, and ride buses and trains in uniform

Railcars and buses are cleaned at the end-of-line stations using **electrostatic agents** and MARTA stations are cleaned regularly to improve appearance and experience.



Contact our Midtown Transportation team for more information about commuter services:
MT@MidtownATL.com



What else is new?

MARTA has been pressure-washing stations, updating equipment and adding real-time transit display screens both inside and outside the turnstiles. MARTA's fleet of buses has been outfitted with Bipolar Ionization air filters that eliminate airborne pathogens and deliver clean air every 75 seconds. And you'll find hand sanitizer and mask stations throughout the entire network.



Check out what we can do for you.

Our dedicated Midtown Transportation staff offers no-cost resources to help you get started with transit, carpool, bicycling and other trip options to and from work:

- Personalized Route Planning:** We work 1:1 with you for an in-depth look at commute options available, providing maps and step-by-step instruction for how to start using alternatives
- Up to 20% Savings on Transit Passes:** Get discounted transit passes through our employer Transit Pass Program
- Guaranteed Ride Home:** Provides up to 4 free Uber rides home per year for employees commuting by train, carpool, bus, or vanpool when they have to leave work unexpectedly (childcare issues, etc.) and can't catch their usual ride
- Cash and Rewards:** We offer financial incentives, including up to \$5/day for commuters making the switch from driving alone and monthly gas cards for carpools
- Fun Seasonal Activities:** Join our special events throughout the year for extra prizes and incentives



Midtown Alliance is working every day to ensure the district is safe and enjoyable for everyone.

Our Midtown Blue supplemental public safety program is funded by the Midtown Improvement District and operates 24/7/365 with both off-duty APD officers, our civilian Public Safety Officers, an extensive 150+ camera network and 24/7 dispatch.

We coordinate closely with APD, MARTA Police, Georgia Tech and Emory Police Departments, other public safety partners, property owners, HOAs, residents and building security personnel.



What to know about crime in Midtown:

93% of all the crime incidents in Midtown are nonviolent property crime.

Property crime in Midtown is mainly driven by car break-ins and stolen autos.

Too often, car break-ins involve bags and valuables left visible in the vehicle, and it doesn't take much. Please secure your valuables. Every trip. Every time.

Of all vehicles stolen in Midtown so far this year, an astounding 74% of these vehicles were left running and unattended at the time they were stolen – while the driver went into a store or restaurant to pick something up. Most were illegally parked on busy streets. This is a crime of opportunity that increased over the last year, with the substantial increase in food take-out/delivery and services like Uber Eats and DoorDash. These car thefts are extremely preventable.

93%

of all the crime incidents in Midtown are nonviolent property crime

74%

of all vehicles stolen in Midtown YTD 2021 were left running and unattended*

Violent crime remains a rare occurrence in Midtown.

Your chances of being a victim of violent crime in Midtown are extremely small. There have been no homicides or sexual assaults within the 1.2 square mile Midtown Improvement District in 2021.

Most incidents involve people that know each other and are fights that escalate, many late at night and indoors, in apartments, hotel rooms, clubs and bars.

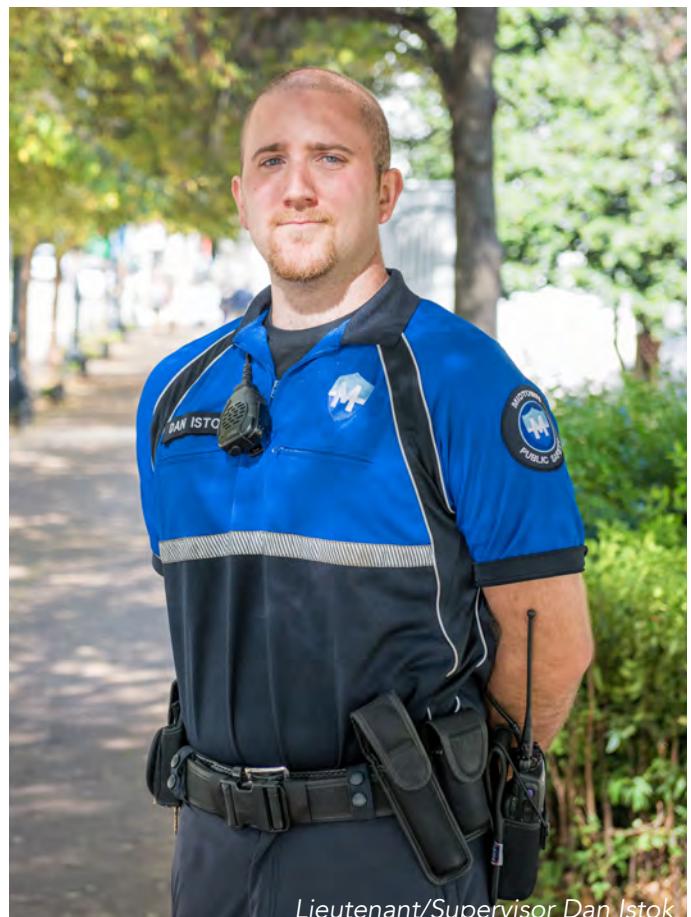
The majority of violent incidents have occurred overnight between 11pm-5am.

150+

video surveillance cameras in Midtown

0

homicides or sexual assaults in the Midtown Improvement District YTD 2021



*YTD crime data for the Midtown Improvement District through August 1, 2021

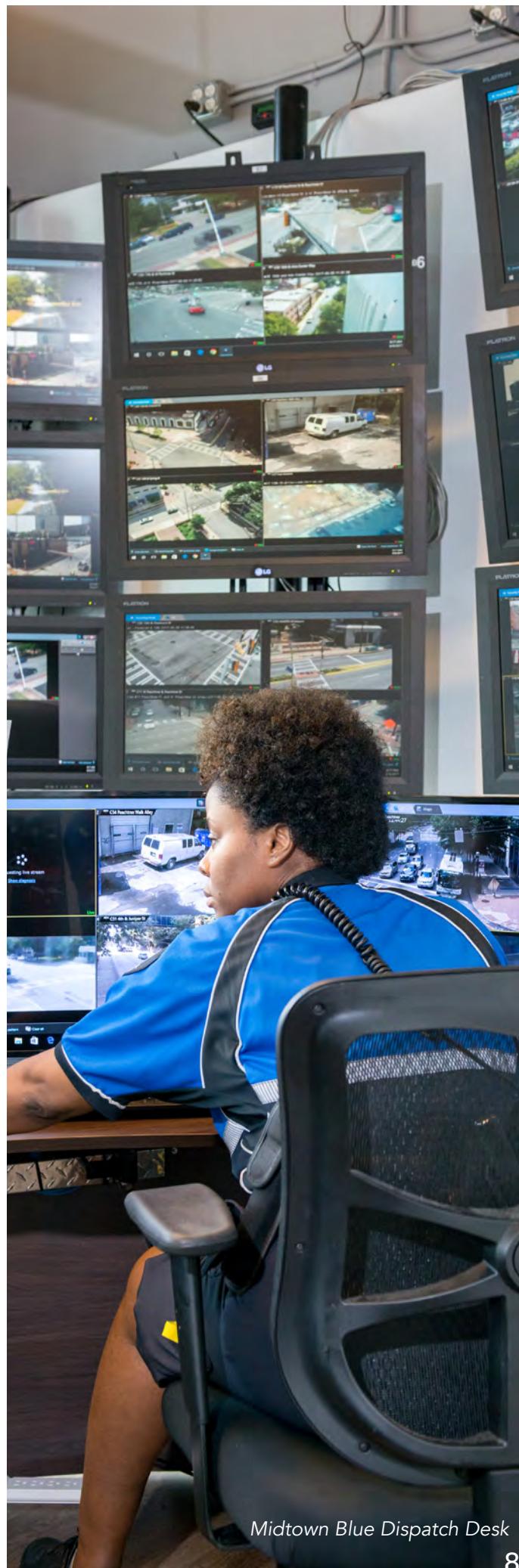
Big Number

750+

Combined hours of Midtown Blue supplemental public safety patrolling each week in the district above and beyond the regular duties performed by APD Zone 5.

Big Picture

'Stranger-on-Stranger' violent crime is rare in Midtown. So far this year there have been fewer than two-dozen incidents that weren't a domestic dispute, a fight that escalated, or a victim with some relationship with the perpetrator. And most happen late at night/early morning. In the majority of these incidents, an arrest was made. We're on the job to make you feel safe. Every day.



We're on the ground every day to keep Midtown clean and green.

Our Midtown Green maintenance crew has been on duty every day keeping the public right of way in tip-top shape.



What we do throughout the district:

- **Collect** trash and debris
- **Maintain** public parks, plazas, medians and gateway areas
- **Track and report** street light outages and other hazards
- **Perform** landscaping duties and improve safety and line of sight
- **Plant and care** for 2,700+ street trees along sidewalks plus seasonal annuals
- **Pressure wash** sidewalks and plazas on the public right of way
- **Clean** debris out of storm drains to make sure the storm water system works well
- **Manage** equipment made available to the public from games to seating
- **Clean and disinfect** surfaces
- **Repair** tree well fencing and street furniture

2,700+

trees that line
Midtown's streets



Green Team Member Jonathan Hurst

Big Number

400+

Total combined hours per week that Midtown Green crews are out working in the district, in all conditions.

Big Picture

We're proactively working to keep Midtown streets, sidewalks, parks and plazas clean and safe for you. Midtown's public spaces are ready for your return.



Green Team Member Ike Carter



Green Team Member Thau Hua

We see the future and it's getting better all the time.

Here are just some of the public improvement projects our team is working on for an unrivaled urban experience.



Art Walk: 10th to 11th, 12th to 13th
currently under construction



10th Street Park Enhancements
currently under construction



Spring Street Bike Lane
portions complete



15th Street Plaza SE
currently under construction



15th Street Plaza SW
currently under construction



Piedmont Ave Complete Street
under construction 2021



Juniper Street Complete Street
under construction 2021



Sidewalk Improvements
ongoing annually



Tree Plantings
ongoing annually

**New Traffic Signals**

ongoing

**Public Art Installations**
recently completed**Commercial Row Commons**
under construction 2021**Big Number**

\$ **47M**

Total budget for improvements currently in the pipeline to enhance Midtown streets, sidewalks, plazas and parks.

Big Picture

More outdoor spaces coming online so you can enjoy fresh air. More travel options on the way for high-demand corridors. New public art installations to make you smile. A greener, more walkable, open district.

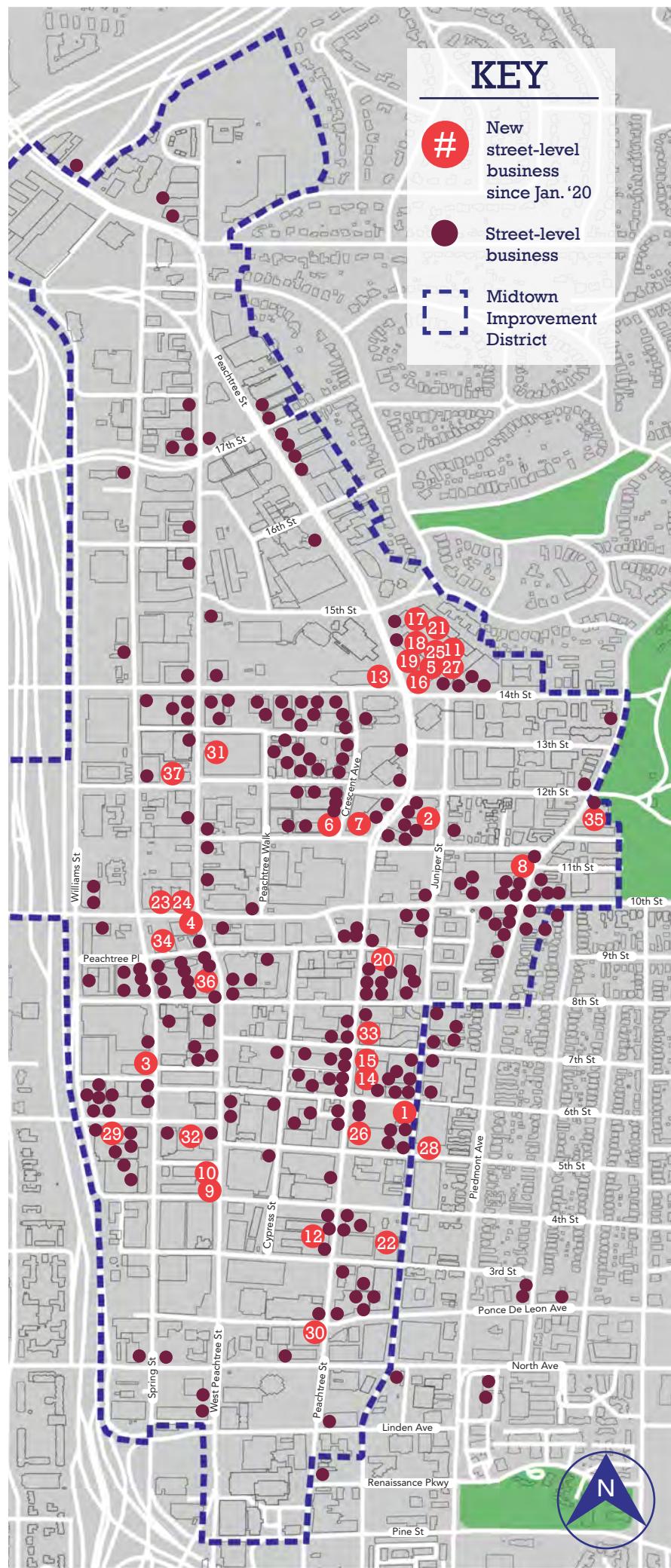
**Spring Street Parklets**
under construction 2021

From lunch hour to happy hour, find new experiences.

More than 50 new street-level businesses have opened their doors, introducing exciting new concepts to Midtown. There's more variety at lunchtime, and more to offer when the workday ends.

New Businesses in Midtown since January 2020:

1. 26 Thai Kitchen & Bar
2. The Anguished Barber
3. Vietvana Pho Noodle House
4. Park 27 Korean BBQ and Bar
5. Freshii
6. Sam's of San Francisco
7. Silverlake Ramen
8. Triple Jays Pizza Bar
9. The Collective Food Hall @ CODA
 - a. Aviva by Kameel
 - b. Poke Burri
 - c. El Burro Pollo
 - d. Wildleaf
 - e. SmoQue Burger (coming soon)
 - f. By Weight and Measure (coming soon)
10. LiveWire Coffee (coming soon)
11. IPIC Theaters
12. El Viñedo Local
13. Pour Taproom
14. BK Lobster (coming soon)
15. Cathy's Gourmet Ice Cream Sandwiches
16. Rumi's Kitchen (coming soon)
17. Saints and Council (coming soon)
18. Holeman & Finch Public House (coming soon)
19. Sweetgreen (coming soon)
20. Mukja Korean Fried Chicken
21. Serena Pastificio
22. Taste of Greece (coming soon)



- 23.** LowCountry Steak
- 24.** Nagomiya
- 25.** King of Pops (coming soon)
- 26.** Eclectic Barbershop
- 27.** Politan Row at Colony Square
 - a.** Pretty Little Tacos
 - b.** Gekko Sushi
 - c.** Tandoori Pizza and Wing Company
 - d.** Unbelibubble
 - e.** Belli Pizzeria
 - f.** Locale Café
 - g.** Bun Mi Vietnamese Grill
 - h.** Federal Burger
 - i.** YOM
 - j.** Bar Politan
- 28.** Steak Room (coming soon)
- 29.** Buffalo Wild Wings (coming soon)
- 30.** The Ponce Room (in Element Hotel, coming soon)
- 31.** Reverence (in Epicurean Hotel, coming soon)
- 32.** There on Fifth
- 33.** Dunkin' Donuts
- 34.** Amici Italian Café (coming soon)
- 35.** Shake Shack (coming soon)
- 36.** Energy Daiquiri Bar & Grill
- 37.** Squeez Smoothies (coming soon)

Big Number

100K

Combined total square footage of outdoor dining at 100+ restaurants in Midtown.

Big Picture

Many new offerings to discover. Expanded patio and sidewalk options to sit outside. New service offerings from personal fitness gyms to hair salons.



Publico Atlanta

**Love Local in the heart of it all.**

Get the gift card made especially for Midtown Atlanta. Now accepted at 50+ locations throughout the district. Each time you use it, you're supporting Midtown businesses that have missed you as much as you've missed them. Visit MidtownATL.com/Local for more information.

The arts are back in Midtown.

The Southeast's largest concentration of arts and cultural venues is climbing back to full strength. Keep up with the latest on shows and exhibitions at MidtownATL.com/Events.



1. Alliance Theatre
alliancetheatre.org



2. Atlanta Botanical Garden
atlantabg.org



3. Atlanta Monetary Museum
atlantafed.org



4. Atlanta Symphony Orchestra
aso.org



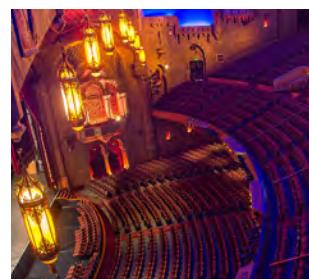
5. The Breman Museum
thebreman.org



6. The Center for Puppetry Arts
puppet.org



7. Center Stage Theater
centerstage-atlanta.com



8. The Fox Theatre
foxtheatre.org



9. High Museum of Art
high.org



10. Margaret Mitchell House
atlantahistorycenter.com



11. Museum of Design Atlanta
museumofdesign.org



12. SCAD FASH Museum of Fashion + Film
scadfash.org



13. SCAD SHOW Theater
scadshow.com



14. Whole World Improv Theatre
wholeworldtheatre.com



15. The Woodruff Arts Center
woodruffcenter.org

**Big Number**

70

Total shows announced for the Fox Theatre for the second half of 2021, from Broadway musicals to stand-up comedy and music performances.

Big Picture

Midtown's arts industry is bustling with energy, offering unique experiences – with your well-being in mind – when you're ready to clock out. Many venues have tweaked their operations with timed tickets, mask protocols and more to ensure a safe visit.



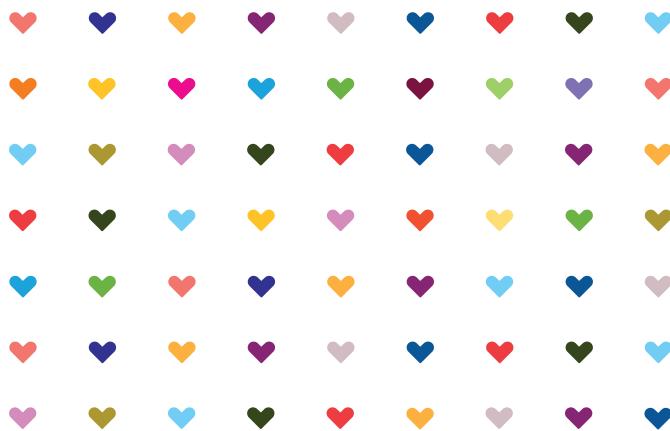
Midtown Alliance in-person events are returning this summer.

We're excited to get back to building community through our lineup of mixer events, town halls and update meetings. Come and learn what's happening in the district and tell us what your priorities are.





MARTA Arts Center Station



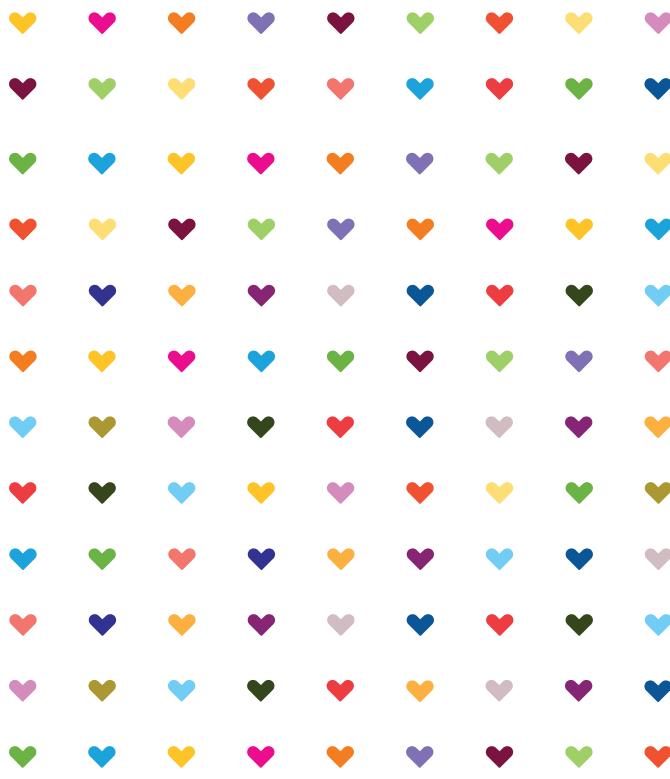
Make your Midtown experience better than ever.

We are here to help. Subscribe to our communications and reach out anytime with questions.

Share this publication with your colleagues to help them plan their return to the district.

MidtownATL.com/Return

We look forward to seeing you in the heart of it all.





999 Peachtree Street, Suite 730
Atlanta, Georgia 30309
404-892-0050

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MidtownATL.com/Return

Info@MidtownATL.com
[#MidtownATL](#)

