

A vibrant street scene in Midtown Atlanta, featuring a mix of modern and historic architecture. The street is filled with people, white event tents, and colorful bird-shaped decorations hanging from the buildings. The scene is lively and festive, with a clear focus on public life and community engagement.

Midtown Atlanta Public Life Action Plan

Gehl **MIDTOWN**
Alliance

2023

Executive Summary

This is a pivotal moment for Midtown as it emerges from the COVID-19 pandemic and navigates changing relationships with urban living and working. **A people-first Midtown is key to tackling this challenge.**

Midtown has long valued the public realm as core to its identity, dating from the original Blueprint Midtown Master Plan in the late 1990s. “Public life” is the shared experience of the city created by people as they live their lives outside of their homes, workplaces and cars. Fostering and celebrating public life — by improving and activating public spaces, enlivening the ground floor and retail experience, and ensuring human-friendly streets are all key to the long-term success and resilience of Midtown.

Midtown Alliance engaged Gehl to put its ‘public life lens’ on Midtown and take a fresh look at its current reality and opportunities. The process of creating this action plan included a broad array of field observations, measurement, benchmarking and feedback. This six-month effort was guided by a multidisciplinary Steering Committee,

consisting of Midtown property owners, major institutions, higher education, arts and cultural attractions, residents, employers, real estate professionals, mobility professionals, city leadership and civic enthusiasts. The Steering Committee assembled working groups to tackle specific focus areas, such as strengthening ground-floor retail; programming and activation and leveraging activity centers. The contents of this report are the product of this work, with an action plan that prioritizes actionable strategies for the district’s future and public life.

This report clocks in at over 140 pages, with the case for public life, an analysis of existing conditions, the action plan and an appendix with toolkits. **This is solid work and we encourage you to read it all, but if we had to distill it into eight takeaways, they are as follows.**



1 **Too often, Midtown’s ground floor experience lacks the energy and vibrancy one would expect from a district with its fundamental strengths.**

With Midtown’s success in attracting new investment, its anchor institutions, unparalleled walkability, transit and cultural vitality, Midtown has all the ingredients of the best urban districts. But the street at eye level can be lackluster. Midtown’s energy and momentum must be more visible on the street.

2 **Investing in public life and public space is a competitive differentiator and the key to sustained success in Midtown.** With the emergence of other activity centers in the city and the region that offer enticing destinations, Midtown risks undermining its potential by

offering little to workers and residents when they step outside their buildings. Continued success as a location-of-choice means Midtown must do more to cultivate everyday vibrancy and activity at street level.

3 **Making significant improvements to public life doesn’t have to break the bank.** It’s cheap to be sweet to people. Small moves like a strategically placed mobile food and beverage cart, a live musical performance, or a unique retailer can go a long way in stimulating spikes in activity and delight. Strategies that take longer or cost more are still important, but near-term pilot projects and experimentation are key to learning, improving and building momentum for longer-term change.

4

People who spend time in Midtown are demanding more and better invitations to public life. From the 2022 Midtown Community Survey that garnered almost 4,000 responses by people who work, live, and spend time in Midtown, 89% want more publicly accessible open spaces, with amenities and invitations to sit, visit, work, buy food and drink, or enjoy live music in Midtown. 98% want an improved environment for walking, and 83% for cycling. When we provide these invitations, people flock to them. We need a lot more.

5

Active building edges and retail storefronts are essential to vibrant public life. But business as usual won't get us there. Retail storefronts make up only 3% of real estate in Midtown but they play a huge role in defining Midtown's street-level character. Without active ground floor retail that satisfies customer needs, we'll end up with a lot of tall buildings with little activity at the street, while people travel outside the district to shop. With its growing residential base and spending power, Midtown's current retail mix is punching well below its weight. With 60+ different retail owners and more than 360 retail spaces in Midtown, greater coordination and cooperation among clusters of retail owners is needed to curate a retail amenity mix, lower the barrier to entry for choice tenants and build critical mass. We need more examples of successful street-level retail to attract more high-quality retailers.

6

We should start by building on existing areas of strength and prioritizing efforts. The core of Midtown is 1.2 square miles and 122 blocks. We are not going to get very far by focusing on everywhere all at once. Peachtree Street is the spine of Midtown and should be an initial focus, including forging stronger connections from Peachtree Street to the East and West to other clusters of activity and character areas in the district. As noted in this report, quick wins will help build momentum for longer term success.

7

We need to rebalance Midtown's mobility equation to create more human-friendly streets.

People who spend time in Midtown overwhelmingly favor walking (98%), biking (82%) and transit (89%) over cars (50%). It doesn't matter if you live here, work here or own property here, these responses are consistent and have been for 10+ years of Midtown Community Surveys. But the current design of Midtown streets puts cars first, and getting more cars through Midtown as quickly as possible is not success, nor is it what our community wants. With the support of the Midtown Improvement District, Midtown Alliance has been pursuing an ambitious transportation work program of mobility, access and safety enhancements. Repurposing just 8% of Midtown's lane-miles into protected multimodal lanes, as well as other interventions like signals and safer crossings will make a huge difference. We also need to get these projects on the ground much faster.

8

How do we supercharge public life? The answer is YOU. Midtown Alliance alone can't get us there. They are scrappy and they work hard but there is much they can't control or even substantially influence. They don't own property, they have no regulatory or approval powers, and they don't have the staff and resources to accomplish what is needed for a district of this size and scale — currently drawing an average of more than 75,000 people a day. And we all know that implementation isn't going to happen because we put this beautiful 140-page report on a website.

—

Public life will happen because we make it happen. All of us.

Whether you're a property owner, small business, large employer or someone who lives here, works here, goes to school here or otherwise spends time here, you must determine that this is worthy of your time, efforts and resources. So, please read on!



A vibrant outdoor community event in Midtown Atlanta. The scene is filled with people of various ages and ethnicities. In the foreground, a woman in a black dress with a yellow bag and a man in a black shirt are looking at a table. A woman is pushing a stroller with a child inside. In the background, there are white tents, more people, and trees with autumn foliage. A red circular graphic is overlaid on the left side of the image.

Charting the
course for
Midtown's
next chapter

Midtown is a distinctive, rapidly changing district in the heart of Atlanta.

It has a rich history and a promising future that will be shaped by decisions made in this post-pandemic moment. This is an Action Plan for these decisions. Developed in partnership with Midtown Alliance, Gehl, stakeholders and community members, **this document defines a clear vision for public life in the district and ties it to defined strategies and tactics.**

This is a pivotal moment for Midtown as it emerges from the Covid-19 pandemic, sees strong development activity, and navigates a changing relationship to urban living and working. **Seizing this moment will bolster the district's appeal, value, and resilience in the near and long term.**

Gehl

MIDTOWN Alliance

Gehl is an urban design, strategy, and research consultancy with experience working in over 300 cities around the world. We believe that by applying a people-first approach to planning and design, we are able to solve some of our cities' most pressing challenges, while making them vibrant places where people are invited to interact and connect with each other. Gehl has studios in Copenhagen, New York City, and San Francisco.

Anna Muessig
Director

Eamon O'Connor
Project Manager

Lily Wubeshet
Senior Designer

Marina Recio
Designer

Midtown Alliance is a nonprofit membership organization and coalition of business, civic and community leaders — united in our commitment to Midtown as a premier destination for commerce, culture, education and living. We work in close partnership with the Midtown Improvement District, a self-taxing district created by Midtown commercial property owners to augment public resources and catalyze economic growth in Midtown.

Kevin Green
President & CEO

Ginny Kennedy
Director, Urban Design

Karl Smith-Davids
Senior Project Manager, Urban Design

Brian Carr
Director, Marketing & Communications

Ansley Whipple
Project Manager

Dan Hourigan
Director, Transportation & Sustainability

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Public Life Steering Committee

Shauna Achey
TVS Design

Steve Baile
Selig Enterprises

Amrish Baisiwala
Portman Holdings

Sarah Boyer
Lord Aeck Sargent

Tim Bright
Elevance Health

Penelope Cheroff
Cheroff Group

Maria Cimilluca
Georgia Tech

Chris Cunningham
Federal Reserve Bank of Atlanta

Justin Cutler
City of Atlanta

Jordan Dawson
NCR

Alison Bradway
Invesco

Alexia Eanes
Cushman Wakefield

Amir Farokhi
City of Atlanta

Sally Flocks
PEDS

Laura Flusche
MODA

Debbie Frank
MARTA

Josh Gately
Portman Holdings

Liz Gillespie
Architect of Experience

Derek Hardesty
King & Spalding

Tim Holdroyd
City Realty

Gene Kansas
Gene Kansas Commercial Real Estate

Stacey Key
GDOT

Malik Leaphart
Stream Realty

Luca Maffey
Gensler

Simon Mainwaring
All Saints Episcopal Church

Mary Pat Matheson
Atlanta Botanical Garden

John McColl
Cousins Properties

Bruce McEvoy
Perkins&Will

Doug Nagy
City of Atlanta

Paul Onakoya
Google

Malloy Peterson
Selig Enterprises

John Robbins
Granite Properties

Sally Rosser
Redeemer Lutheran Church

Paul Rosser
Redeemer Lutheran Church

Charlie Sharbaugh
Carlton Fields

Abe Schear
Arnall Golden Gregory

Pete Shelton
Colliers

Steve Simon
Fifth Group Restaurants

Mike Sivewright
JLL (Retired)

Courtney Smith
Midtown Neighbors Association

Susan Stainback
Sylvatica Studio

Paul Stonick
SCAD

Justin Sullivan
PNC

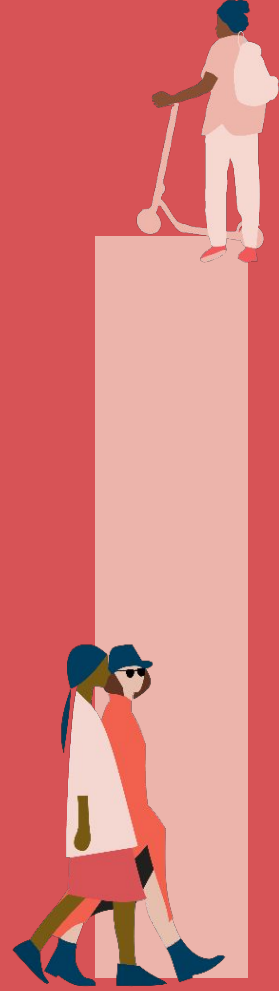
Allan Vella
Fox Theatre

Tom Walsh
TSW Design

Sarah Williams
Council Real Estate

Kristin Wong
Norfolk Southern

Tony Zivalich
Georgia Tech



The Case for Public Life

Midtown is on the move.

Cranes in the air and an increase in mixed-use developments signal a strong post pandemic recovery. Midtown is adding thousands of residents and office workers — core ingredients for a thriving mixed-use district. By embracing the public life strategies described in this Action Plan, the district will cement its status as a location of choice.

A strong foundation for growth

With a concentration of anchor institutions, unparalleled walkability and transit access, cultural vitality and public space access, **Midtown's values and core assets are aligned with thriving districts in leading cities around the world.**

A bevy of cultural anchors



A mixed-use development boom



A well-shaded, walkable street grid



A place to live, work, and play



This energy is not visible on the street.

Too often, the ground floor experience in Midtown lacks the energy and vibrancy one would expect from a district with Midtown's fundamental strengths. The district risks undermining its potential by offering little to residents and workers when they step outside their buildings. To continue to succeed, Midtown must do more to cultivate everyday vibrancy at eye level.

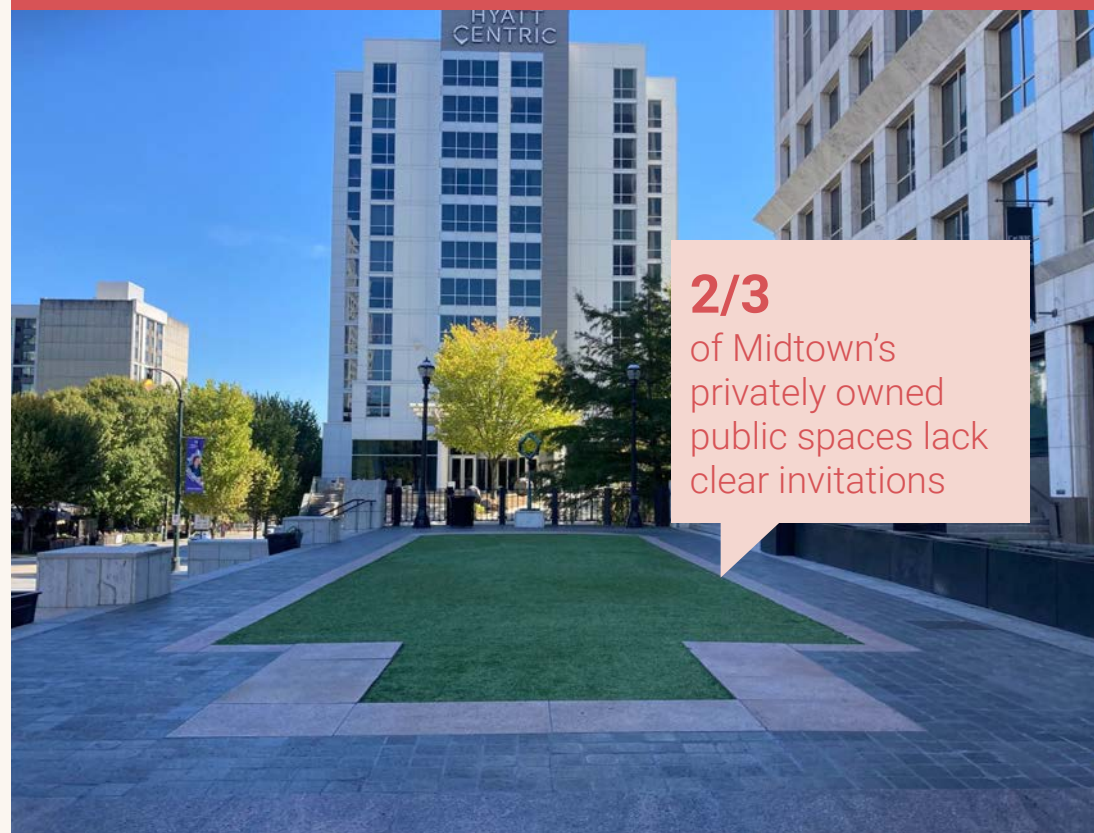
Too often, a lackluster experience at eye level

Midtown's strong fundamentals don't translate to the ground floor experience. Street level vacancy and dull facades characterize many streets. While there are numerous restaurant options and two full-service grocery stores, other neighborhood serving retail and destination retail options are scarce. Streets are dominated by cars, with protected bike lanes lacking.

Vacancies and gaps in basic amenities



Insufficient investment in places for people to gather.



Many new buildings don't add urban quality



An uninviting environment for multi-modal mobility



Strengths and challenges in focus

These core strengths and challenges stem from a mix of methods: a community survey; an inventoried rating of Midtown's facades; evaluation of public space quality; an observational snapshot of public life in a subset of Midtown public spaces; and review of a range of data on the district, from retail mix to longitudinal pedestrian counter data to spending patterns.

This rigorous process revealed how each of Midtown's core strengths as a district is foiled by a downside — to be addressed through public life.



STRENGTHS

CHALLENGES

A growing, mixed-use center in the heart of it all ...

... but the mixed-use feel doesn't show up on the ground

An untapped network of human-scaled open space ...

... but many lack invitations or comfortable amenities

A strong mix of cultural and educational anchors ...

... but lacking an engaging public realm

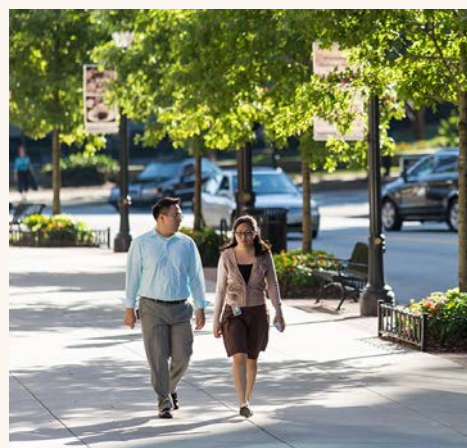
A walkable footprint, access to transit, and active mobility ...

... but the mixed-use feel doesn't show up on the ground

A growing, mixed-use center in the heart of it all ...

Midtown is hailed as one of Atlanta's fastest-growing neighborhoods, with a range of mixed-use developments recently opened or under construction.

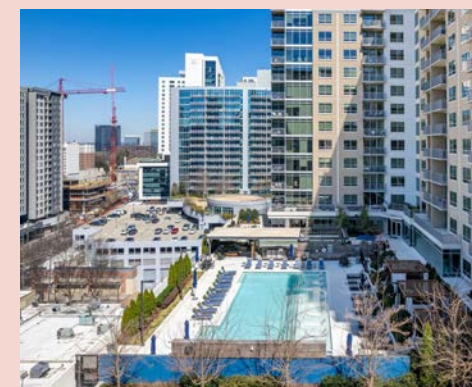
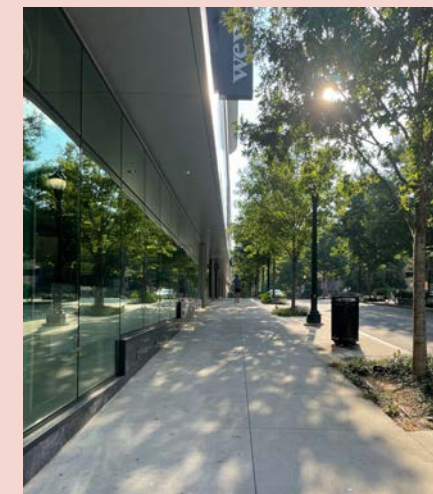
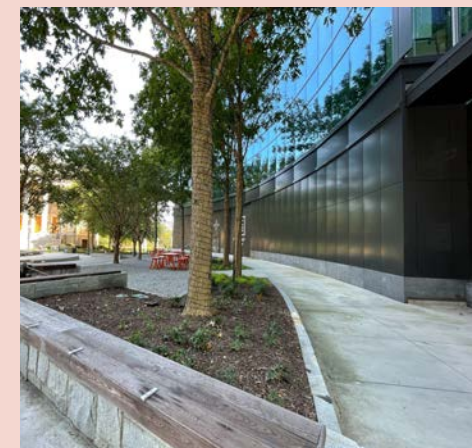
- A healthy mix of residents, workers and tourists can foster vibrant, round-the-clock public life
- Growth is forecasted in commercial and residential development for continued investment — with 1,600 new residential units delivered so far in 2022
- 7,400 new jobs have been announced for Midtown in the past ~36 months
- ~1/4 of Midtown's land area is dedicated to mixed-use development



Clockwise from top
Everyday activity on an active block of Peachtree Street; a mixed-use residential development; local office workers out for a stroll; construction underway

STRENGTH

CHALLENGE



Clockwise from top
A vacant storefront in a new Midtown development; long glass facades; upper-floor residential amenities; a plaza with vacant, inactive edges

... but the mixed-use feel doesn't show up on the ground

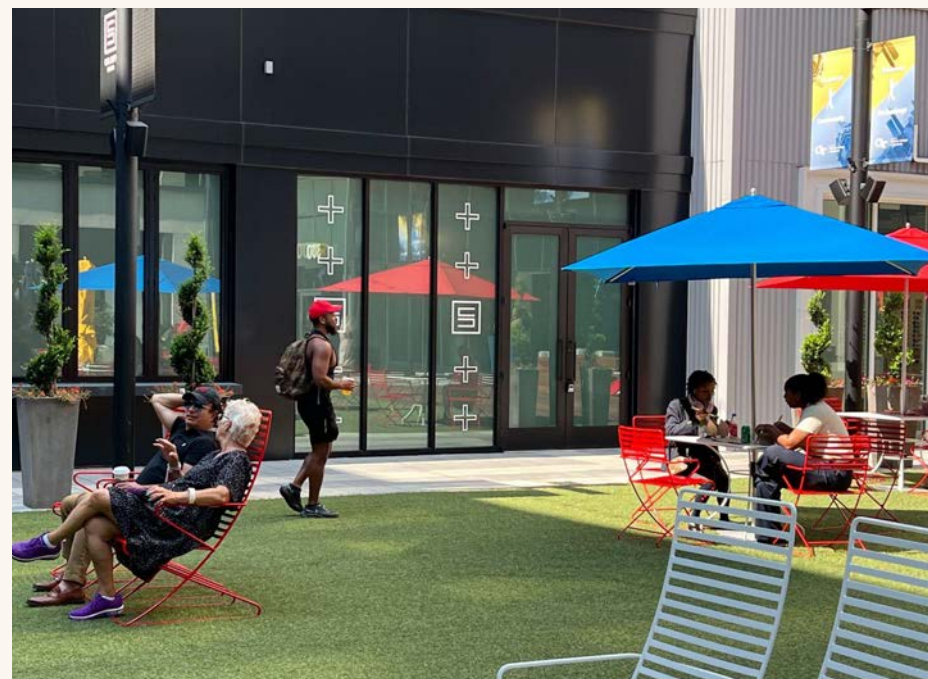
The everyday experience of Midtown does not feel like that of a vibrant district with a diverse mix of offers — with few invitations to come to the district, or visit ground-floor amenities.

- 20% storefront vacancy rate diminishes activity on the ground floor and leaves gaps in access to basic amenities
- Gaps in neighborhood-serving amenities to get basic goods (e.g., the corner store)
- Many ground floor facades have reflective glass or lack basic articulation — of the 166 block edges along Midtown's major corridors, just 8 block edges — or 5% — had all A and B facade scores
- New residential and commercial developments come with cloistered upper-floor amenities that deter workers and residents from heading downstairs to ground-floor retail

An untapped network of human-scaled open space ...

Midtown has a mix of public space assets — from flagship urban parks to a slate of small-scale public spaces recently opened or slated for development.

- Piedmont Park is a flagship public space, and a strong anchor for the Eastern edge of the district
- New public spaces have recently opened, revitalizing vacant lots and reclaiming space from cars
- Over 18.5 acres of privately owned public spaces (POPS) within the district open up private development for public use
- ~90% of Midtown survey respondents see the value of improving public space in the district

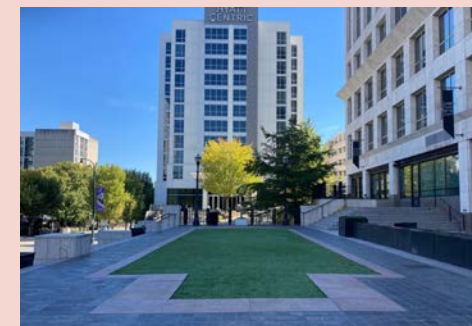


Clockwise from top
Visitors to the courtyard space at Colony Square; Diners enjoy a bite at a Spring Street Parklet; A workday lunch at CODA's privately owned public space (POPS); morning strolls at the 12th Street gateway to Piedmont Park



STRENGTH

CHALLENGE



Clockwise from top
A newly opened POPS with inaccessible and covered invitations to stay; exclusive signage at a local POPS; a large, undefined POPS lacking shade; a POPS without any seating or invitations to stay

... but many lack invitations or comfortable amenities

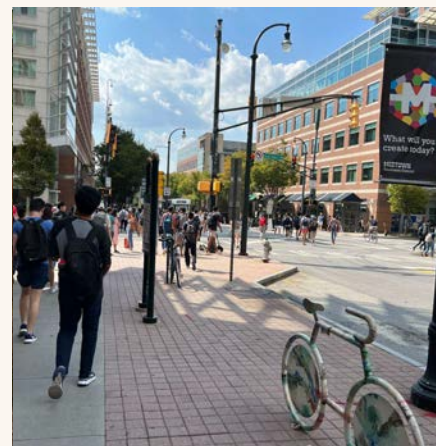
Despite the variety of open spaces within the district, many of them are privately owned public spaces (POPS) that are not inviting to the public or adequately programmed.

- More than half of Midtown's 18.5 acres of POPS are not readily accessible due to design or activation limitations
- Most POPS observed in a public life health check were inactive and unprogrammed
- Basic comforts are lacking in Midtown public spaces — ~60% of Midtown survey respondents want to see more seating, food / drink, and live music invitations

A strong mix of cultural and educational anchors ...

Midtown's cultural and educational anchors are an enduring draw to the district — whether for a night on the town or a taste of city life off campus.

- Midtown has 25 different arts and culture venues, 30 permanent arts groups, and 22 entertainment facilities
- 130,000 people visited the Woodruff Arts Center campus from 2020-2021
- 500,000 people visit the Fox Theatre each year, for over 300 performances
- Over 24,000 students live in Midtown, led by Georgia Tech and the growing student presence at Emory University Hospital - Midtown

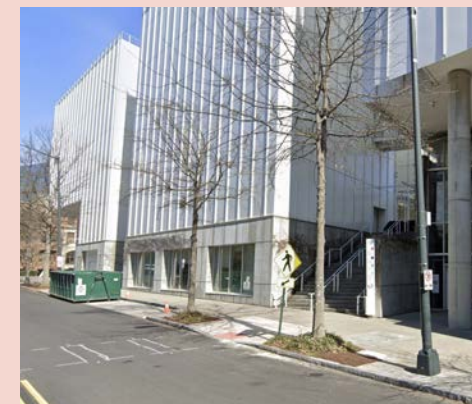


Clockwise from top
An evening at the Woodruff Arts Center campus; the historic architecture of the Fox Theatre; Savannah College of Art and Design's Midtown campus; Georgia Tech students between classes



STRENGTH

CHALLENGE



Clockwise from top
The High Museum of Art, set back from Peachtree Street by a steep, inactive lawn; Looking onto a block-sized vacant lot at the Georgia Tech gateway to Midtown; An underactivated courtyard at Woodruff Arts Center; A dull connection to the Woodruff Arts Center courtyard, as viewed from the MARTA Arts District station

... but lacking an engaging public realm

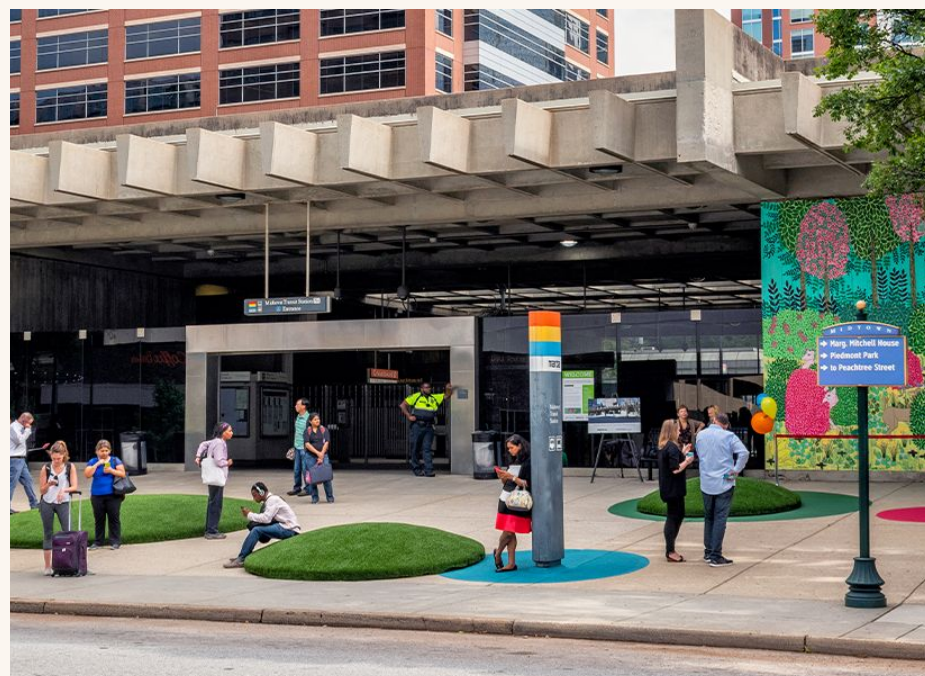
Many of these anchors — while vital to Midtown's vibrancy — do not connect with the district through their edges and public spaces.

- Institutions like the Woodruff Arts Center campus are set back from the street with inactive public spaces at their edges
- Georgia Tech's center of gravity is at the 5th Street Bridge, but students lack a clear invitation deeper into the district
- Storefronts around the Fox Theatre lie vacant, deterring showgoers from making a night of their visit

A walkable footprint, access to transit, and active mobility ...

Midtown has shaded, well-landscaped streets and one of the most walkable street grids in Atlanta – all in a district with ample public transit access.

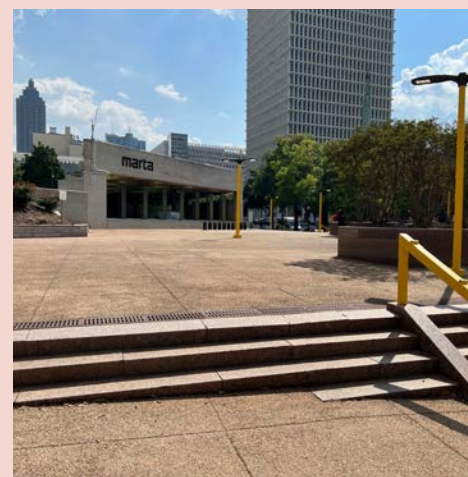
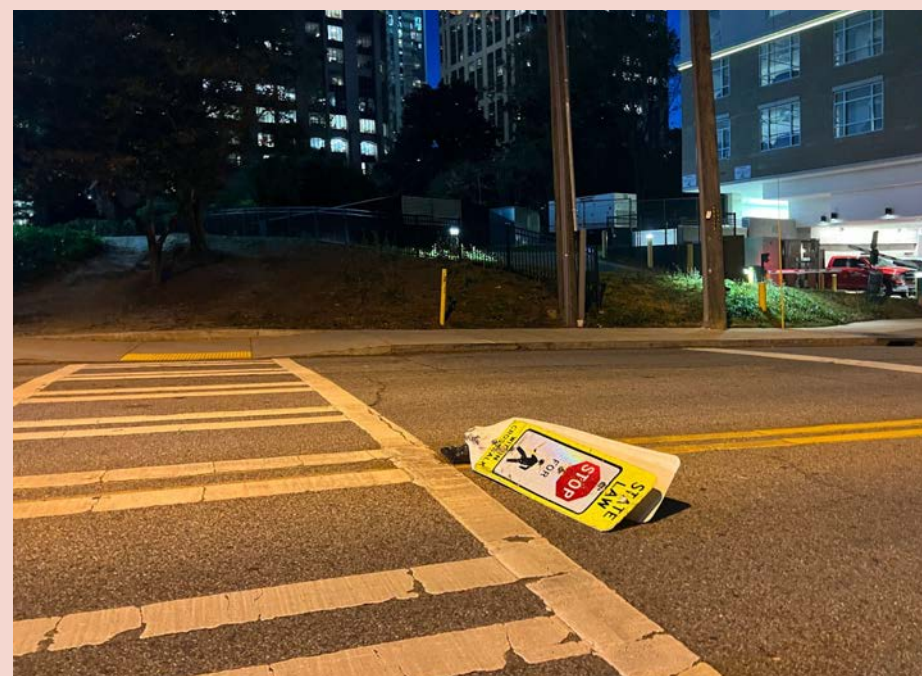
- 96% of commercial and residential buildings are within a 6-minute walk of a MARTA station
- At its closest, the Beltline is a 10-minute walk from Midtown
- 20% of 2019 survey respondents report commuting by transit, vs. 3.5% in Metro Atlanta
- Over 90% of 2022 survey respondents describe Midtown as “walkable”



Clockwise from top
Placemaking and public space invitations outside a MARTA Midtown station; protected bike lane on Spring Street; bike connections to nearby attractions; a shaded stroll on Peachtree Street

STRENGTH

CHALLENGE



Clockwise from top
A felled pedestrian mid-block crossing sign by MARTA Arts District station; a mother and child defer to the sidewalk for a safer biking route; inactive, unshaded MARTA North Avenue station plaza; priority for parking garage cars over people on 15th Street

... but a car-first environment discourages wandering

Walking and biking feel secondary to cars on many streets and sidewalks, and the experience around transit discourages use beyond a rush to catch the train.

- 68% of posted speed limits in Midtown are 30 miles per hour or higher
- 52 cars on Spring Street were going higher than 50 miles per hour in a 35 mile per hour zone during a November 2022 24-hour period
- Just 8% of people moving in a public life health check were observed as biking
- Many transit stations lack desirable public space and active uses in their surroundings

Public life and public space are key to tackling these challenges.

A platform for a people-first Midtown

In Midtown public life happens before the workday begins at the newly opened 10th Street Park dog run; outside the Fox Theatre before a headliner; at the 5th Street Bridge as Georgia Tech students shuffle on to their next class and on a walk from MARTA. **Fostering and celebrating public life — by improving and activating public spaces and areas of strength — is key to the long-term success, appeal and strength of the district.**



Public Life
The shared experience of the city created by people when they live their lives outside of their homes, workplaces, and cars.

Public Space
The physical infrastructure that supports public life, including streets, sidewalks, plazas, parks, street-level spaces and privately-owned public spaces (POPS).

High demand from locals and visitors for public life

People want more invitations to visit and move through Midtown. What's more, people who spend time in Midtown aren't just asking for more improvements to public life — they're flocking to places with invitations to stay. **The lesson? If you build it — or activate it — they will come.**

*n=3,900



98% of 2022 survey respondents **want an improved environment for walking** (88% for transit, and 83% for cycling) in Midtown.*



A super-majority of respondents **want public spaces to offer amenities and invitations to: sit, visit, or work; buy food or drink; and enjoy live music.*** Local workers desire the first two at the highest rates — more than residents and visitors.



89% of 2022 survey respondents believe it is **important for Midtown to have more publicly accessible open space.***



120,000 people participated in and attended the most recent (2019) Streets Alive through Midtown — a 3-hour partial Sunday closure of Peachtree Street to car activity.

A legacy of planning and action to build on

Midtown has long valued the public realm as core to its identity: from robust streetscape design that has created great walking streets for decades, to guidance for developers, to creating unique new public spaces, to inventive programs that bring the community together.

The Midtown Alliance and its stakeholders have used the public realm as a tool for transformational change for decades. **This action plan puts a “public-life” lens on the district and complements and reinforces these strategic efforts.**



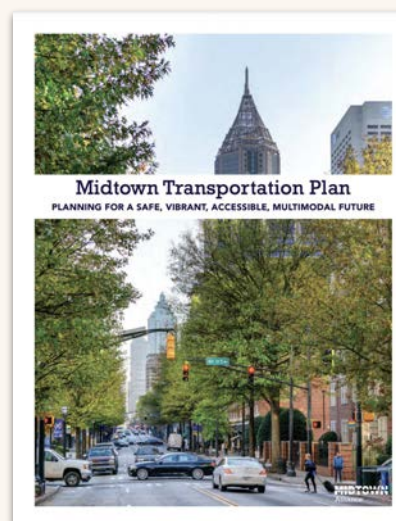
Blueprint Midtown 3.0
First implemented in 1999, a comprehensive plan to guide growth in Midtown.



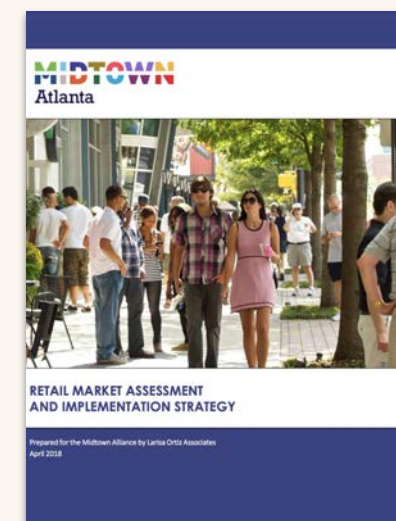
Midtown Owner's Manual
Principles & best practices to guide developers as they shape the public realm.



Greenprint Midtown
Expanding and protecting public space network in Midtown.



Midtown Transportation Plan
Evaluation & strategies promoting multi-modal transportation in Midtown.



Retail Market Assessment
Current state of retail in Midtown and a retail vision for the district.



Midtown Community Survey
Longitudinal community survey conducted every three years to measure attitudes and priorities about Midtown Atlanta's public realm (4k respondents).

The process of creating this action plan included a broad array of assessment, observations, measurement and feedback ...

... to set an actionable and attainable set of strategies for the future of the district and its public life.



-----A COHESIVE PUBLIC LIFE STRATEGY-----

- Core Strategies & Tactics
- Priority Locations for Action
- Implementation Guidance
- Toolkit of Inspiration



**Acting together to invest
in public life will create
shared value for Midtown.**

You might have questions about this effort

Transforming Midtown's public life will benefit the whole district — and is more immediately achievable than you might suspect.

Is this expensive?



No. It's cheap to be sweet to people — investing in **public life does not have to be a big upfront capital investment**, and can inform more cost-effective, long-term investments.

Is this my responsibility?



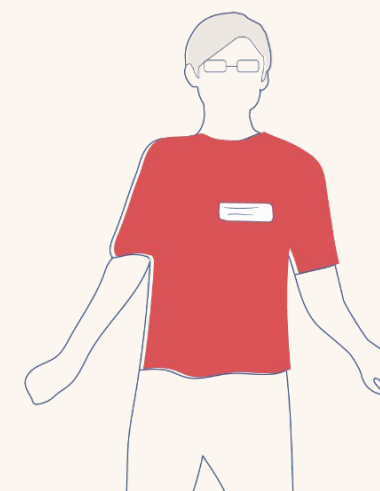
Yes. A property's, a business's, and an institution's success is dependent on its surroundings, not just what happens within its four walls. A wide range of actors influence public life in Midtown. **Since Midtown Alliance doesn't control every corner of the district, coordination across diverse stakeholders is key.**

Do people actually want this?



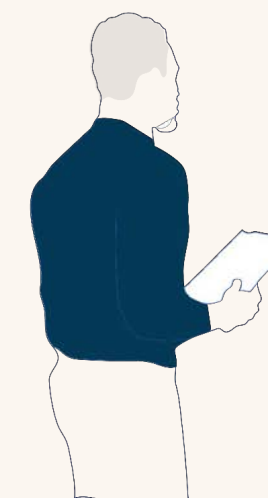
Yes. Many buildings have lots to offer — from full-service cafeterias to rooftop gardens. These cloistered amenities may be appealing, but **survey and observational data reveal people — especially Midtown workers — want enticing places to walk, gather, and grab a bite or a drink outside of their building too.**

Will this cause safety issues?



No. Public life actually improves safety by bringing more activity to street level. Factors like round-the-clock activity, transparent facades, light in the evening, and foot traffic create a more welcoming atmosphere for all times of day.

Is this essential to Midtown's growth?



Yes! Midtown must be a vibrant place to live, work, and play for the long haul. Public life is a competitive differentiator for cities around the world — driving everything from high leasing rates to small business sales.

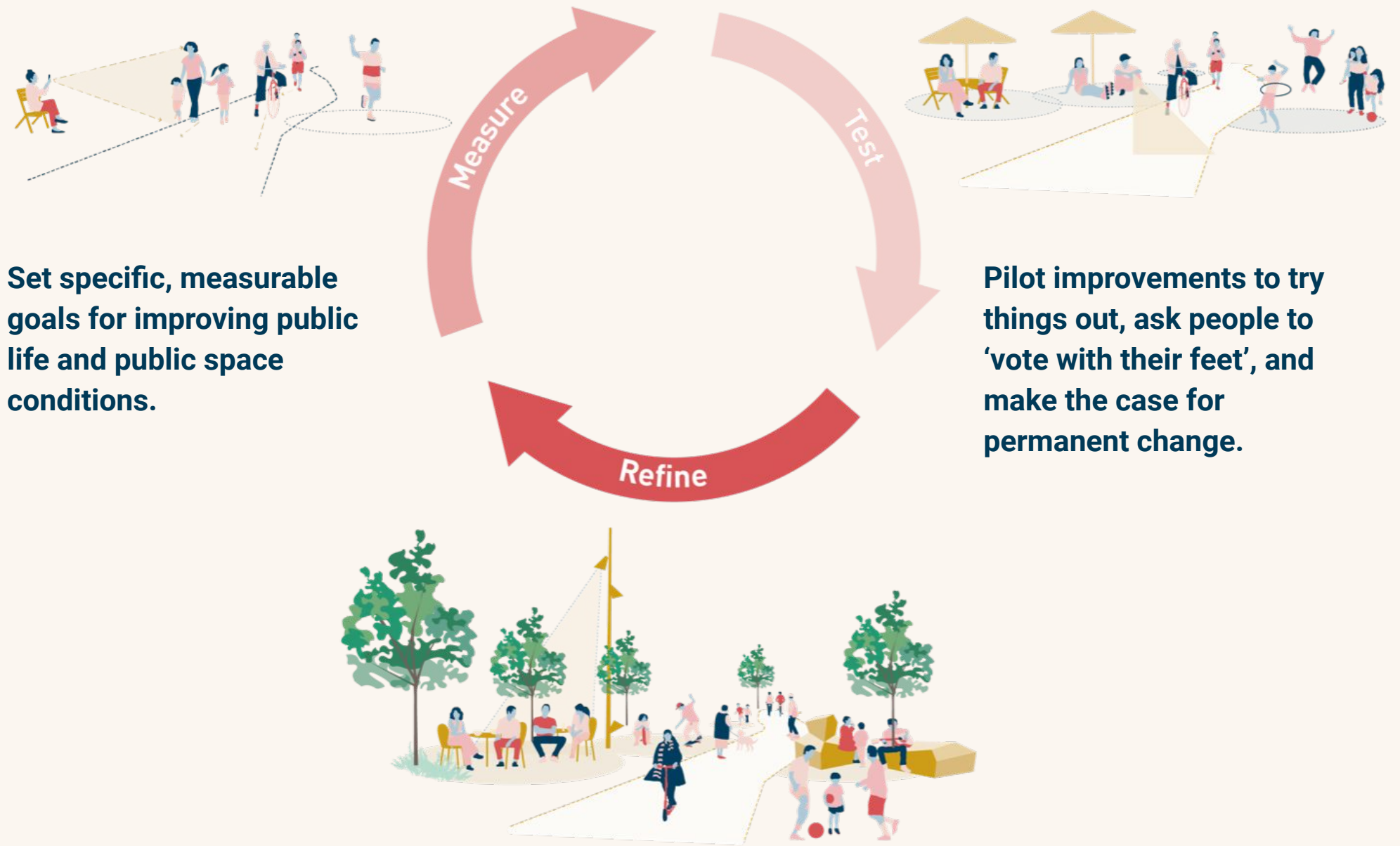
Public life positions everyone for the long term

By taking action, each of Midtown's stakeholders stands to benefit in distinct ways in the near-term and long-term — from increasing foot traffic to enticing workers to come in to the office.



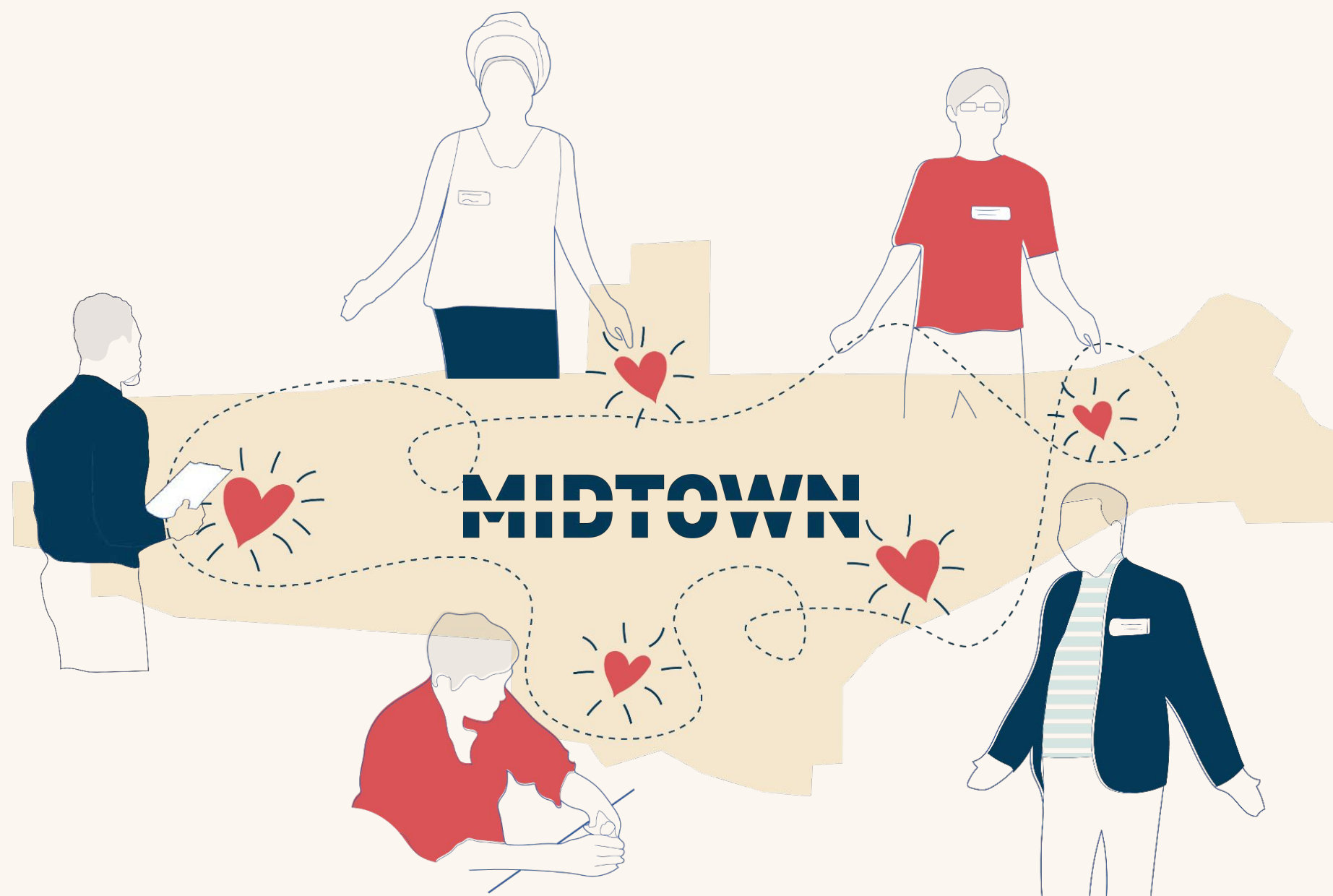
Improving public life is not a costly undertaking

Small moves — planters, canopies / awnings, a mobile food a beverage cart, a live musical performance — **go a long way** in stimulating spikes in activity and building buy-in. Strategies that take longer or cost more are still important, but **near-term pilots are key to building momentum for long-term change.**



This is a district-wide opportunity in need of active participation

Midtown needs the design and programming support of a mix of partners including those who have public-facing storefronts, edges, and public spaces. The success of these partners' spaces is intertwined. Coordinated strategy and action are essential to build momentum.

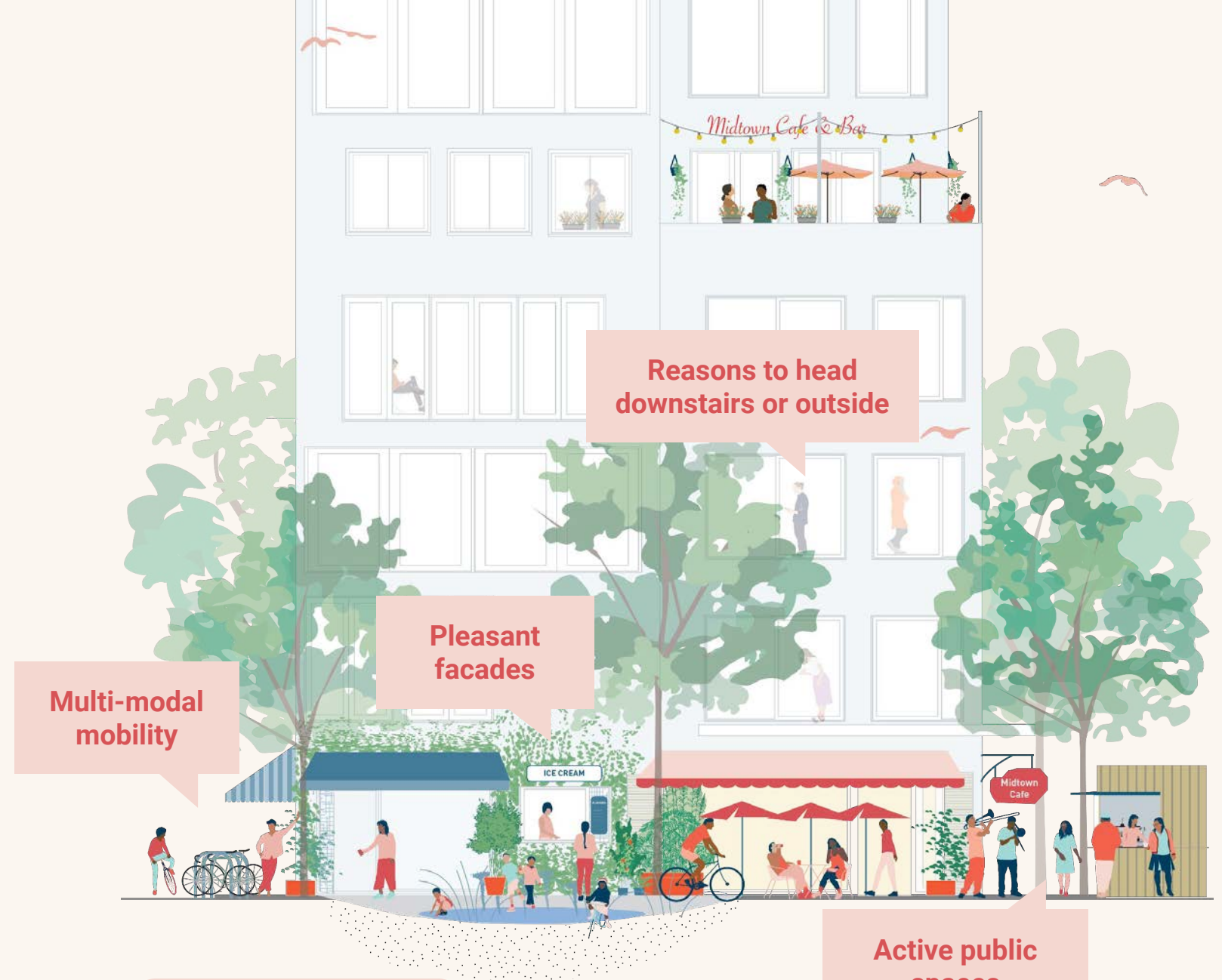




WHERE WE ARE TODAY

A fragmented district with pockets of quality

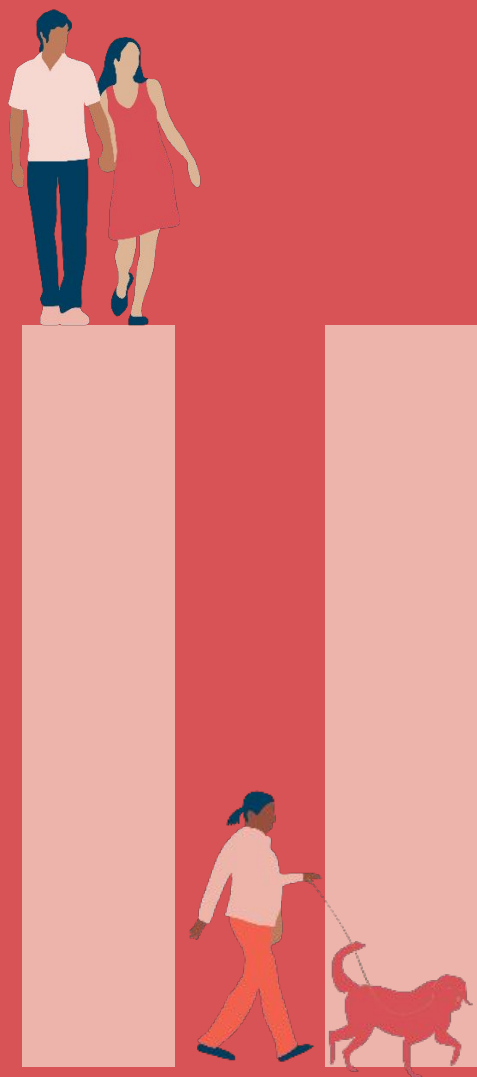
Midtown has some public spaces, blocks, and ground floors that have a strong foundation of public life. But between these hotspots, “missing teeth” make for an uninviting experience — blank or vacant facades, cloistered upper-floor amenities that limit ground-floor activity, few public space invitations, and car-centric roads.



WHERE WE NEED TO BE

A complete district with more vibrant public life

Midtown needs to fill in these missing teeth through a mix of strategies — activating public spaces, enlivening ground floors, softening edges, and fostering seamless mobility. Committing to public life will shape a stronger foundation for Midtown — to boost the district’s appeal, value, and resilience.



Public Life Action Plan

Vision

Midtown is a **thriving public realm** where neighbors, classmates, office workers, and visitors **come together** to connect to each other socially, to arts and culture, to business and to history. The district's streets, sidewalks, plazas, and parks all work together to host **dynamic experiences that unlock new patterns of public life** from informal after-work gatherings, to must-do events for visitors, to new family weekend traditions and more. Midtown's streets are lined with inviting shops and ground floors that make it easy to "make a day of it" in Midtown.

Midtown is the center of public life in Atlanta, where people come for unique discoveries and to make lifelong memories.

Midtown is a place that has something for everyone.

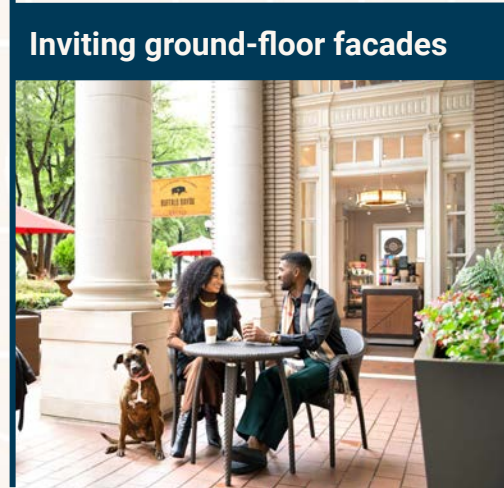
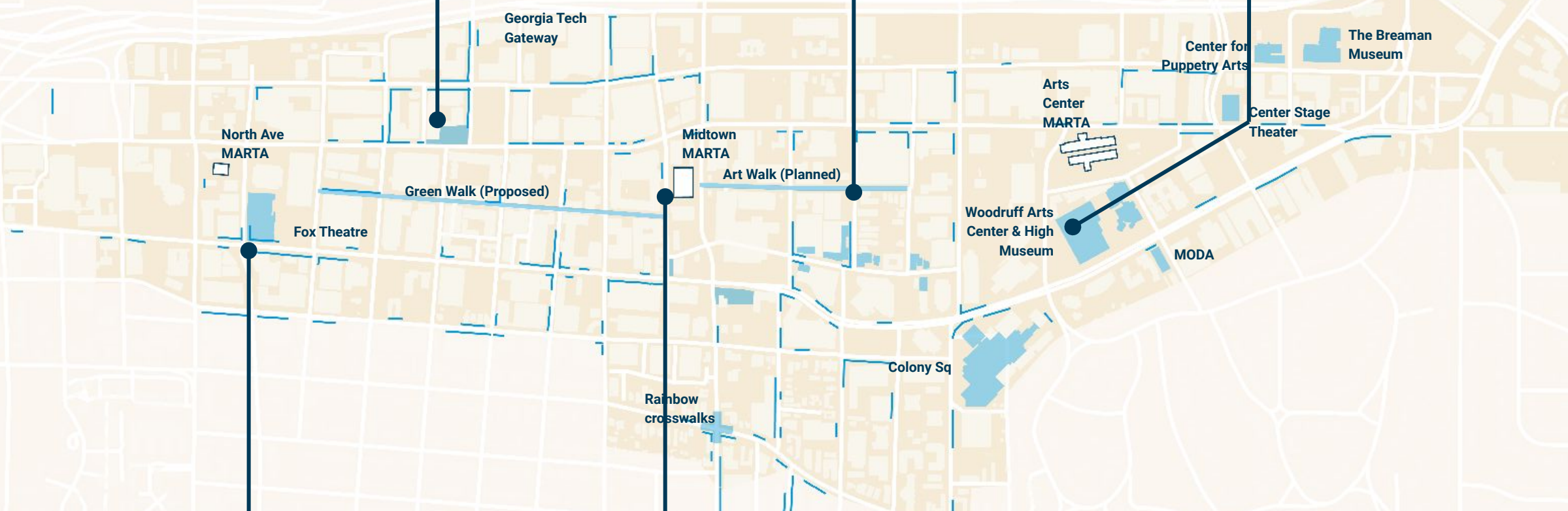
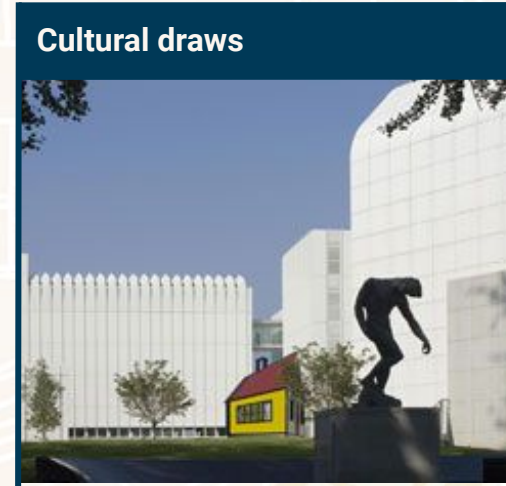
Unlocking Midtown's potential.

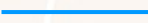
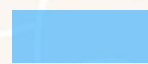


When it comes to public life, Midtown is not starting from scratch. The action plan that follows is grounded in areas of strength, and presents tangible opportunities to improve, activate, and connect the places that make Midtown uniquely Midtown.



Building on areas of strength

Despite the challenge at hand, **Midtown has a strong foundation to work from.** Leading into this action plan, Gehl and Midtown Alliance identified key spots – from storefront facades to public spaces to anchor institutions – that exemplify strong design and attract everyday public life.



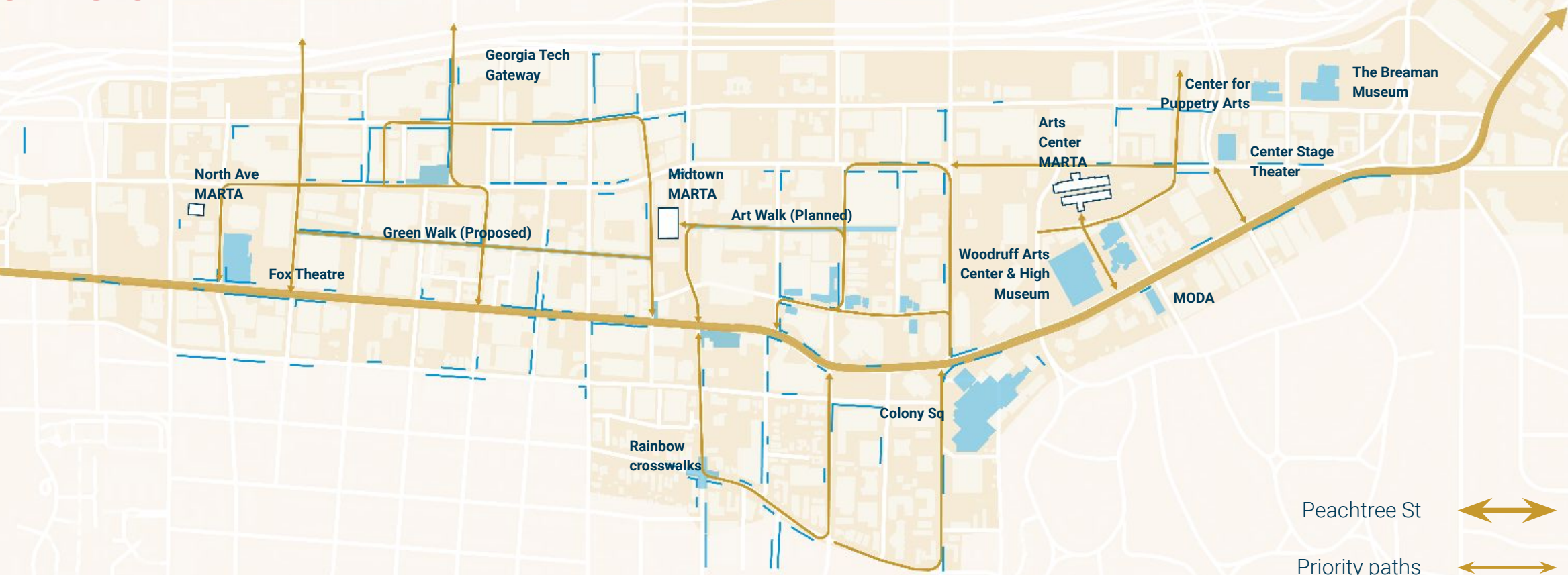
- A- or B-rated facades 
- Anchors / Areas of strength 
- MARTA station 
- 

Filling gaps for a complete district

This action plan focuses on **continued activation of areas of strength**, as well as design, programming, and mobility improvements to the paths, edges, and spaces that connect these hotspots.

Priority sites throughout the action plan meet these **selection criteria**:

- Builds on existing urban quality and public life momentum
- Complements other space types in the district and/or character area
- Fills in gaps between areas of strength
- Has clear advocates, activators, stewards, and partners



Peachtree St

Priority paths

A- or B-rated facades

Anchors / Areas of strength

MARTA station

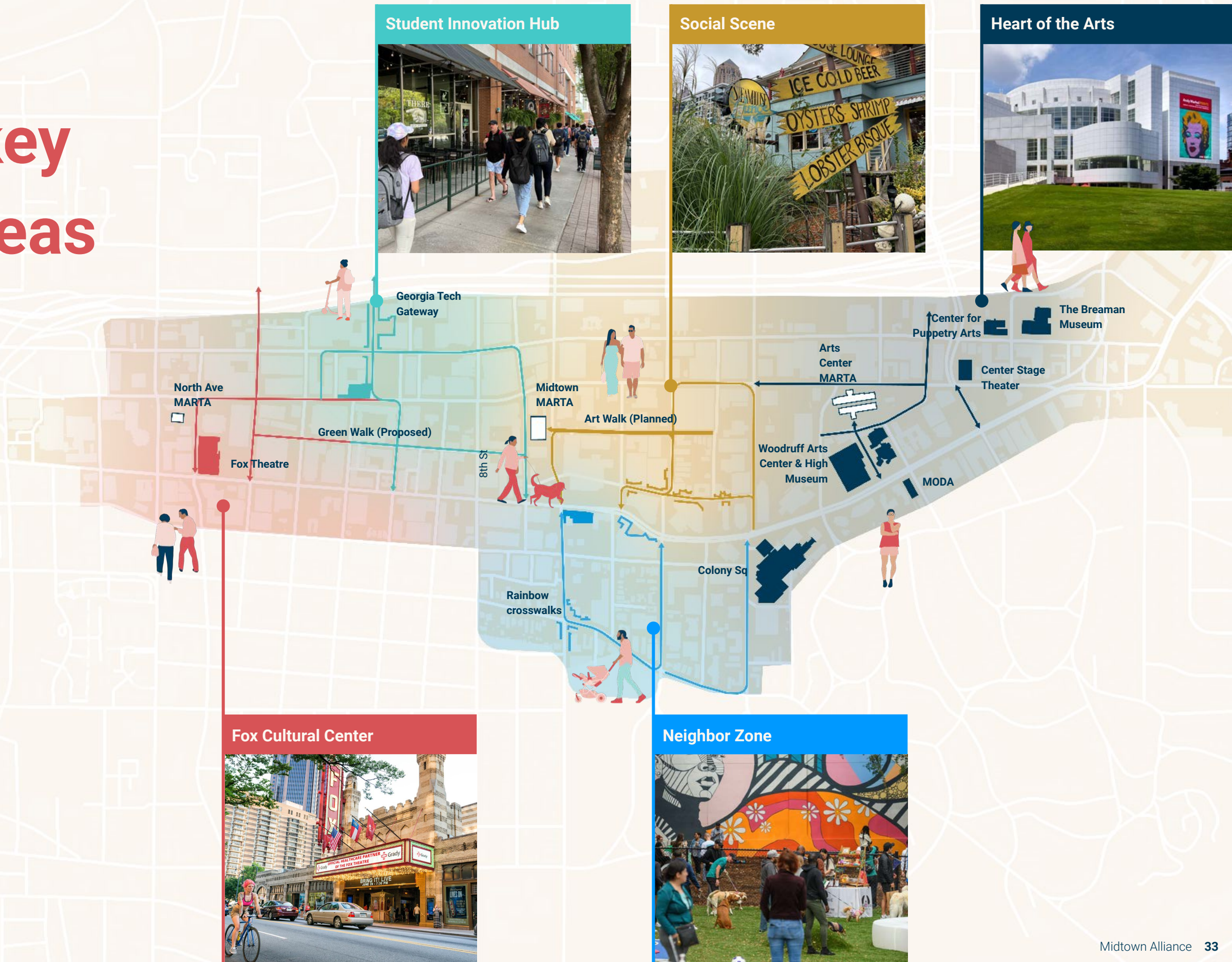


Embracing key character areas

The strategies that follow also reflect the diversity of the district. Midtown is a large district composed of smaller character areas, each with their own assets and cultural attributes. Peachtree St. is a signature civic thoroughfare in Atlanta and takes on the quality of these character areas as it makes its way through the district.



For more background on the key audiences, actors, spaces, and amenities in each character area, visit the Appendix.



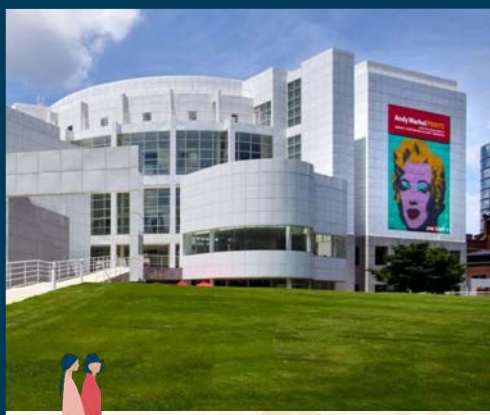
Student Innovation Hub



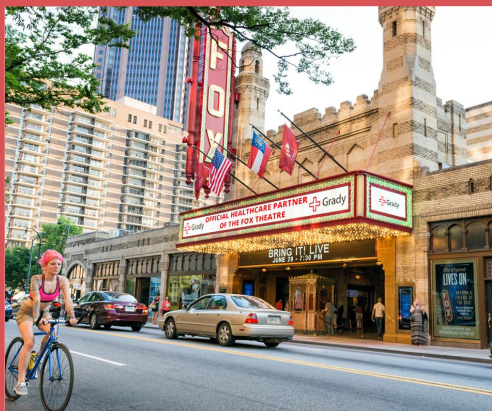
Social Scene



Heart of the Arts



Fox Cultural Center



Neighbor Zone



Core Strategies

These strategies are the cornerstones of the public life action plan — a path forward for building momentum in the district through actionable improvements.

1

Activate Public Spaces

Program and activate existing public spaces and create new ones



2

Enliven Ground Floors

Deploy creative tenancing strategies for the storefronts at building edges



3

Soften Edges

Make building edges feel more human-scale and inviting at eye level



4

Foster Seamless Mobility

Ensure safe and comfortable walking and multi-modal connections



1

Activate Public Spaces

Program and activate
existing public spaces and
create new ones

1 — ACTIVATE PUBLIC SPACES

THE CHALLENGE

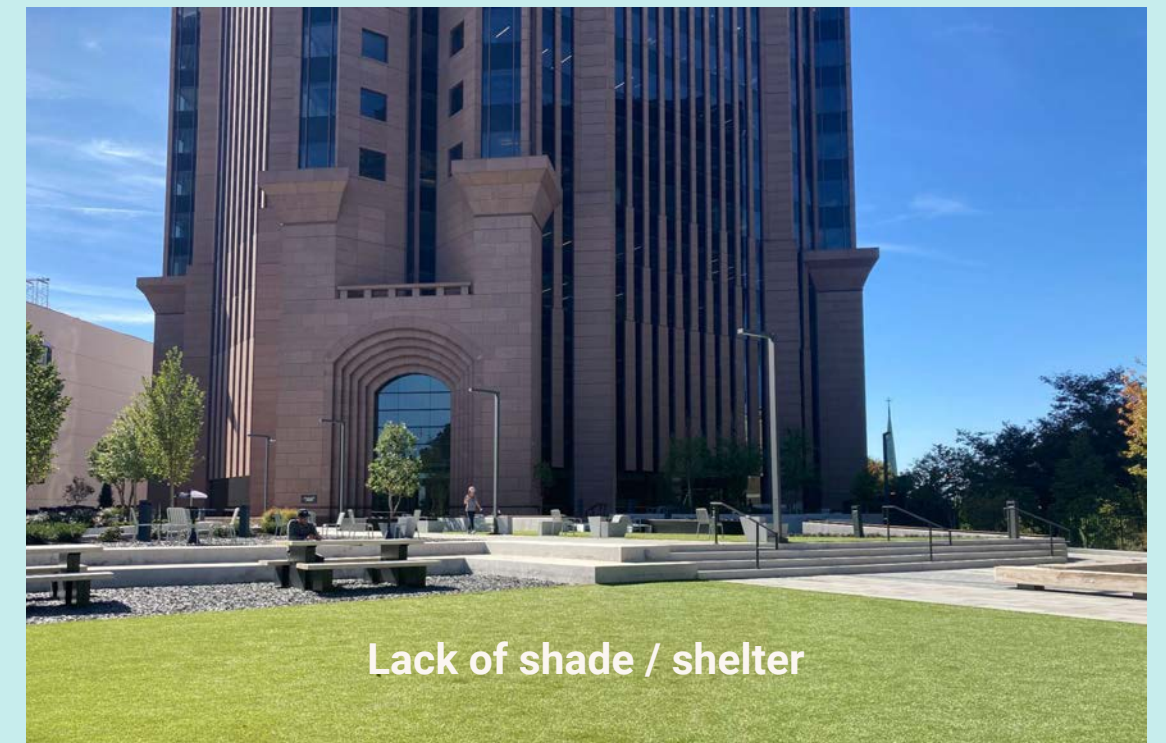
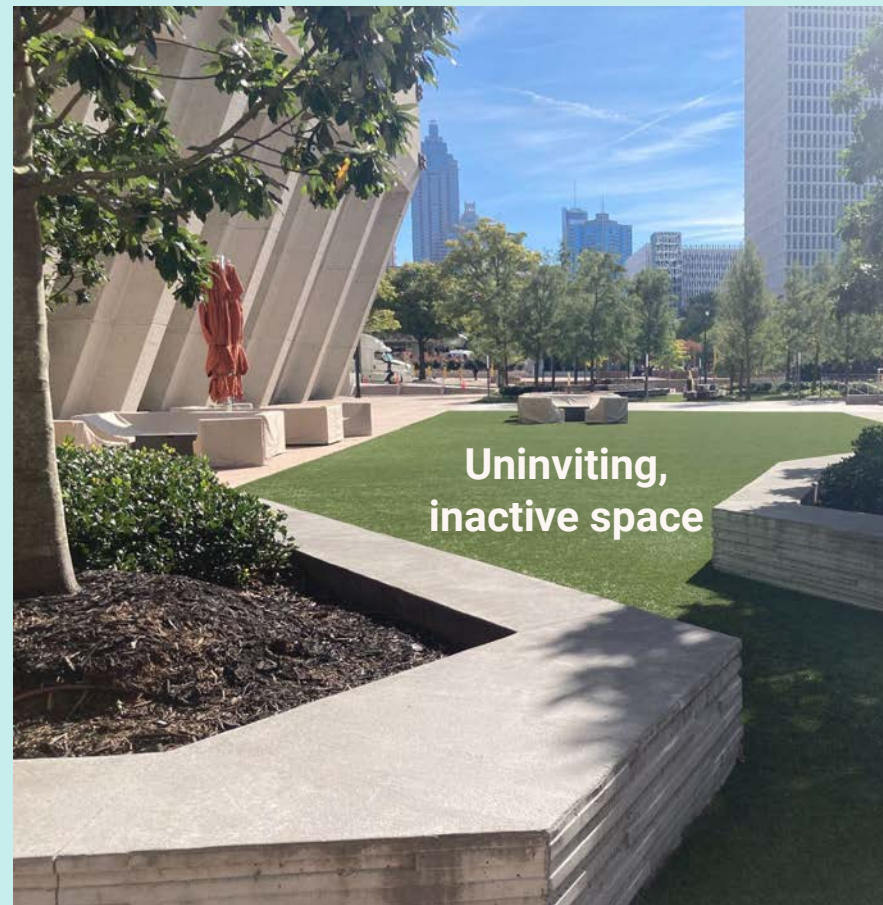
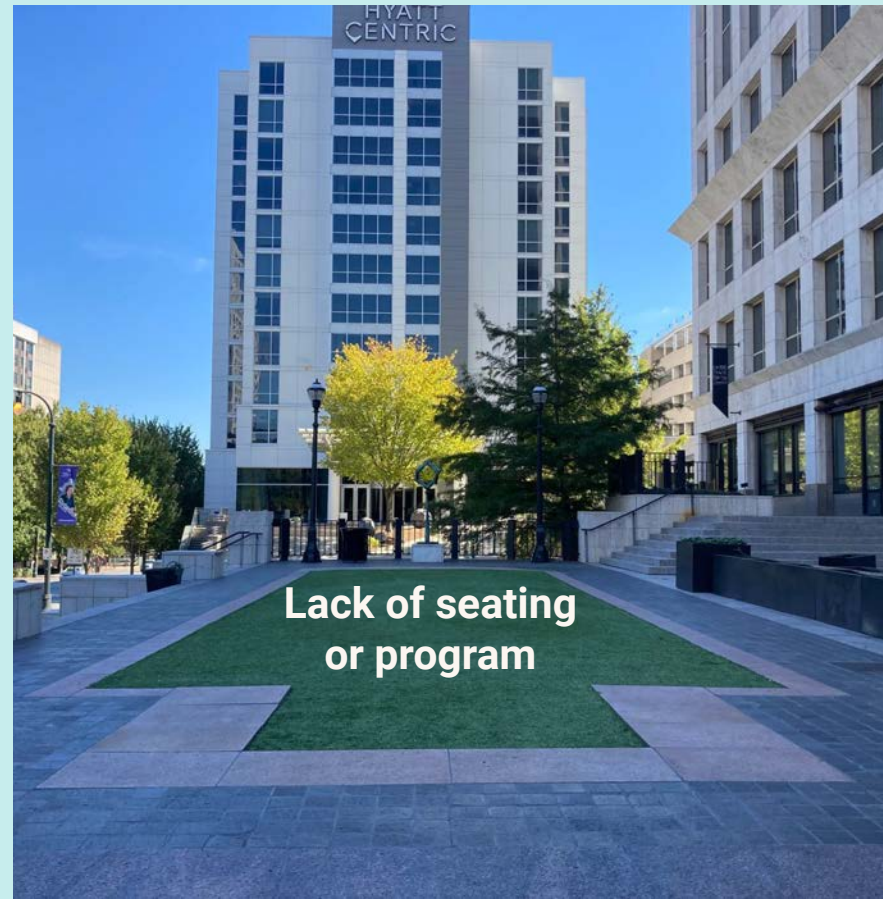
Public spaces lack clear invitations or amenities

Despite the variety of open spaces within the district, many of them are privately owned public spaces (POPS) that are **not inviting to the public or programmed**.

THE OPPORTUNITY

Establish a steady rhythm of activity

Activation is the programmatic draw that **invites people to visit** a public space, drives **foot traffic**, generates **small business activity**, and differentiates boring places from buzzing places.



Guiding Principles

From coffee carts to live music to street festivals, activation is the programmatic draw that invites people to visit a public space — in concert with active edges adjacent to a public space. At right are some guiding principles for activating public spaces and acquiring new ones.



Make it comfortable to stop and stay

Prioritize everyday comfort to encourage people to linger — such as shading, lighting, seating of varied types and sizes, and basic amenities (e.g., waste bins).

Establish clear, consistent invitations

This isn't a one-off exercise — create a coherent mix of invitations for the everyday (e.g., coffee cart), for the extraordinary (e.g., festivals) and the occasions between.

Know your area's context and needs

Activations should complement local character areas and fill amenity gaps — working as a network with nearby public spaces and uses.

Establish a cadence of Activation

An activation program must operate on several cadences to be successful. A great ecosystem of public life is supported by programming that varies in purpose, type, and frequency.

Everyday
Daily to Weekly

Essentials you need on a day-to-day basis, e.g.,

- Coffee carts
- Food kiosks / trucks
- Flower stands
- Farmer's markets
- Newsstands

Every Now & Then
Monthly to Quarterly

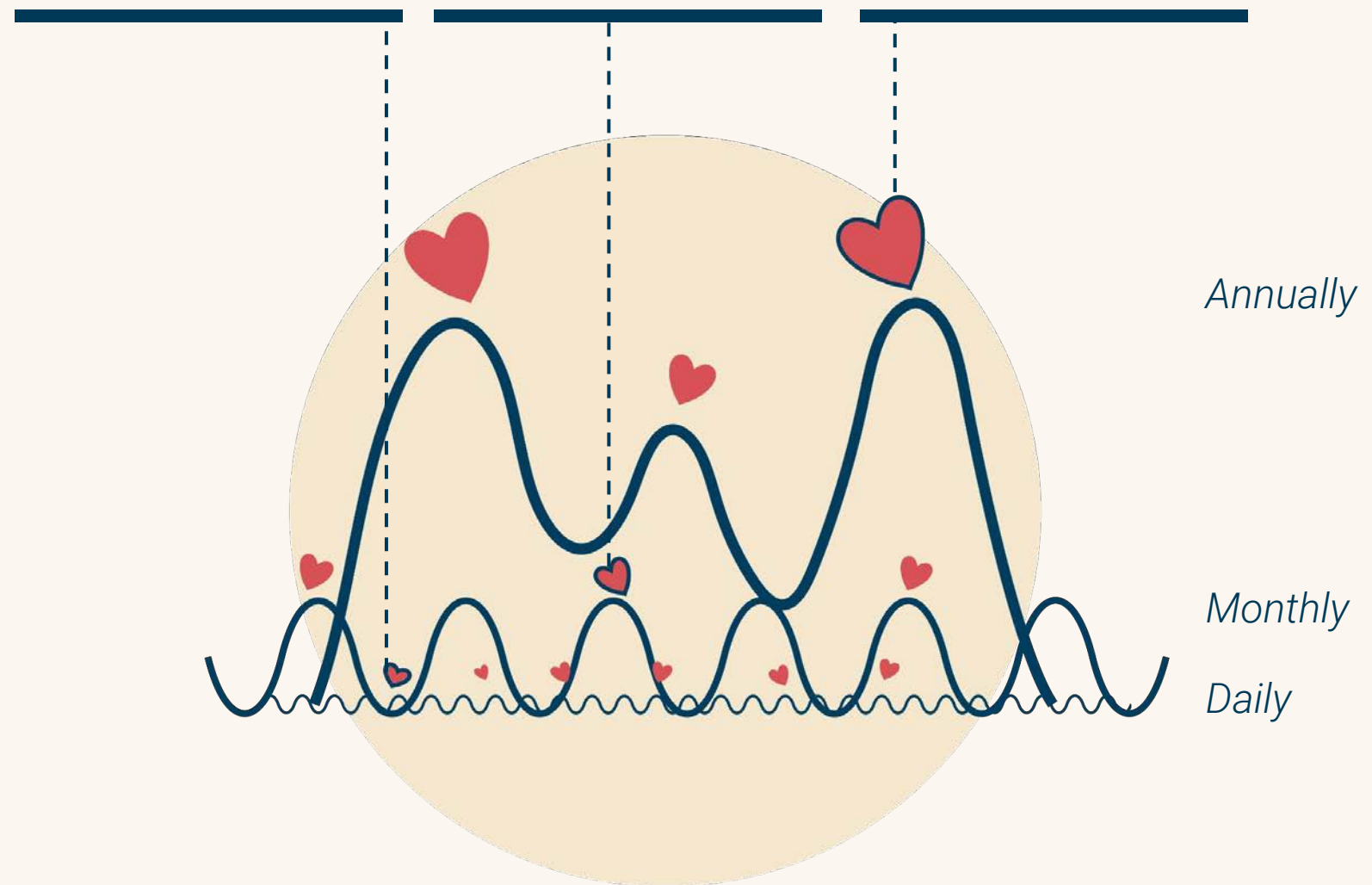
Special events to look forward to, e.g.,

- Live music series
- Interactive art
- Pop-up bike repair
- Craft / flea market
- Outdoor movie nights

Extraordinary
Quarterly to Annually

Big-bang, signature events, e.g.,

- Cultural festival
- Halloween dog parade
- Holiday market
- Open streets events



Space Types

Midtown benefits from a wide variety of public space types, and a unique density of privately owned public spaces (POPS). These seven public space types each need a unique activation approach to contribute to the public life of the district.



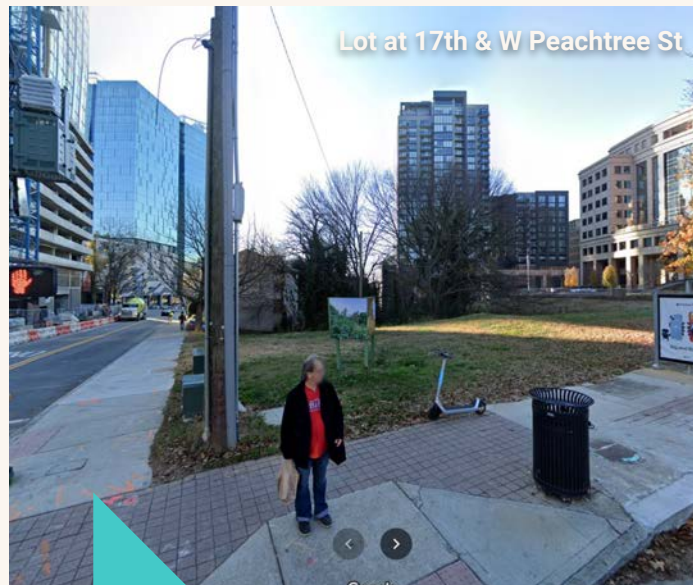
Streets — Roadbeds that can be closed for walking / biking or redesigned as shared streets



Sidewalks — The sections of the sidewalk used for seating and small-scale amenities



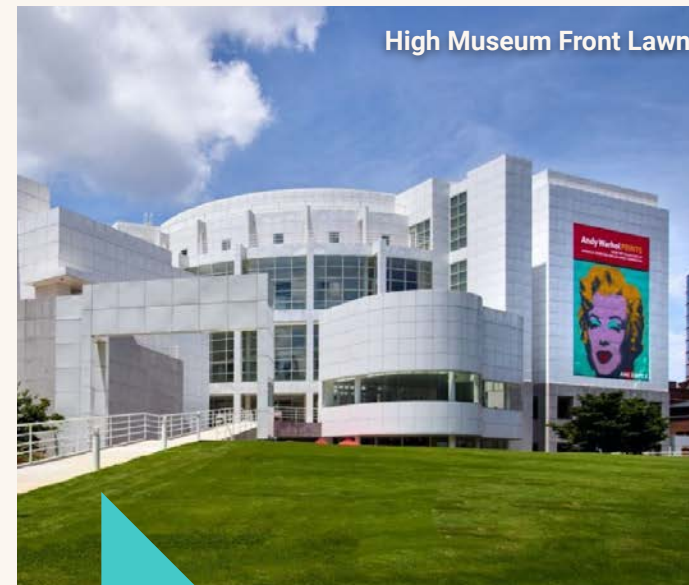
Corporate POPS — Privately owned spaces at the base of office buildings that attract workers and passersby



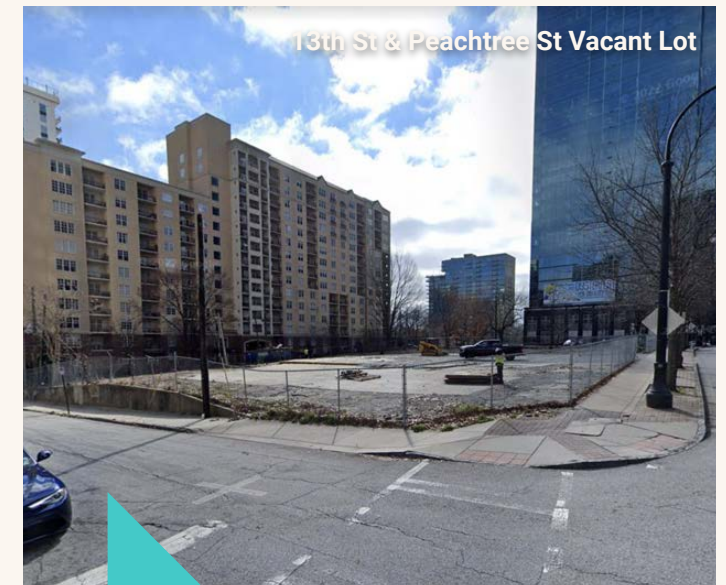
Neighborhood Parks & Plazas — Small-scale spaces that serve as a place to walk the dog or sit with coffee



Transit Stations — Plazas that can make for a more attractive multi-modal transit experience through activation



Cultural Space — Public spaces at cultural institutions that can be a platform for engaging with the arts



Vacant Lot — Surface lots and other sites that can be places for temporary activation or permanent public space

Priority Spaces

Key public spaces to activate

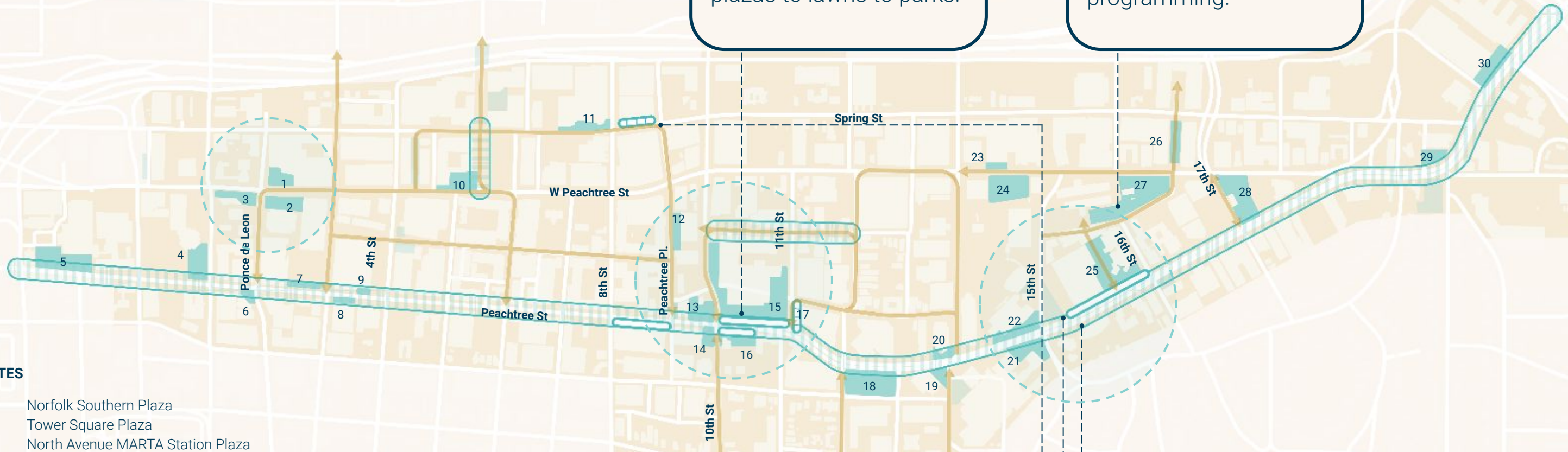
— These include public spaces and privately owned public spaces, and range from small plazas to lawns to parks.

Concentrations of public spaces

— Areas of potential critical mass working together with coordinated programming.

Streets and sidewalks

— These are sections to consider for temporary street closures, and furnishing / supplementary zone activations.



SITES

- | | |
|--|--|
| 1. Norfolk Southern Plaza | 18. 1103 Peachtree St lot |
| 2. Tower Square Plaza | 19. Campanile Plaza (new / under construction) |
| 3. North Avenue MARTA Station Plaza | 20. 14th & Peachtree corner front POP (west) / 1158 Peachtree St front plaza |
| 4. Bank of America Plaza | 21. Arts District Plaza |
| 5. Emory University Hospital Midtown front green space | 22. Promenade Central Plaza (new / under construction) |
| 6. The Ponce Triangle Plaza | 23. Regions Plaza Front space / W. Peachtree across park |
| 7. Green buffer at parking lot / Fox Theater | 24. One Atlantic Center plaza / park |
| 8. 715 Peachtree St Front Plaza | 25. High Museum courtyard & front lawn |
| 9. 730 Peachtree St Front Plaza | 26. Midtown Union open space (Phase 1) |
| 10. Acuity Brands Plaza / Student corner | 27. Arts Center Way & W. Peachtree Corner green space |
| 11. NCR Plaza | 28. 17th St. Lot |
| 12. Midtown MARTA Station Plaza | 29. Equifax Plaza |
| 13. Atlanta History Center Lawn | 30. SCAD Lawn |
| 14. 999 Peachtree St Front Plaza | |
| 15. Jack Guynn Plaza @ Federal Reserve | |
| 16. 10th St Park | |
| 17. 11th St Parklet (new in 2023) | |

Other existing public spaces

Priority paths



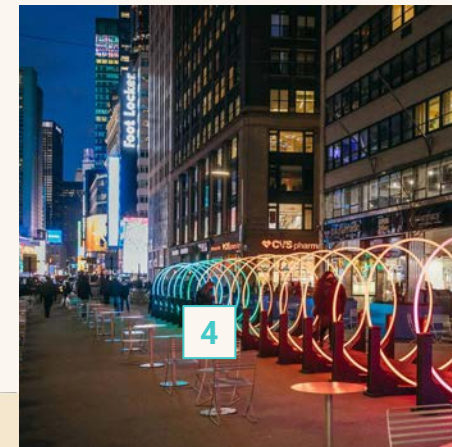
Streets

Roadbeds can be opened to people for walking and biking and some can be redesigned as shared streets. Street closures can showcase the character of the surroundings from a unique vantage point and build a culture of active mobility.

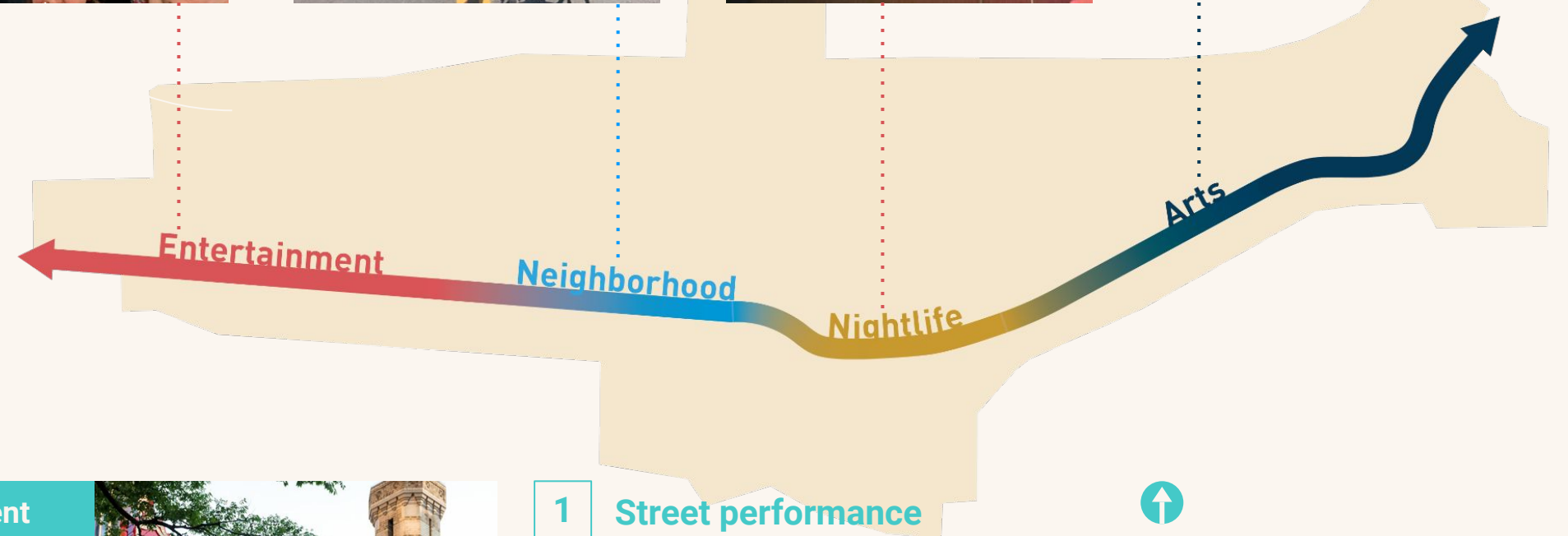
PRIORITY SITES

- Peachtree St
- Crescent St between 10th & 13th St
- 10th St between Peachtree St & Piedmont Ave
- Piedmont Ave between 10th & 14th St
- 14th St between Piedmont Ave & Peachtree St

Potential



For additional activation tools see section 01 of the Toolkit



- 1 Street performance
- 2 Play elements
- 3 Local food vendors
- 4 Interactive art installations
- 5 Group exercises

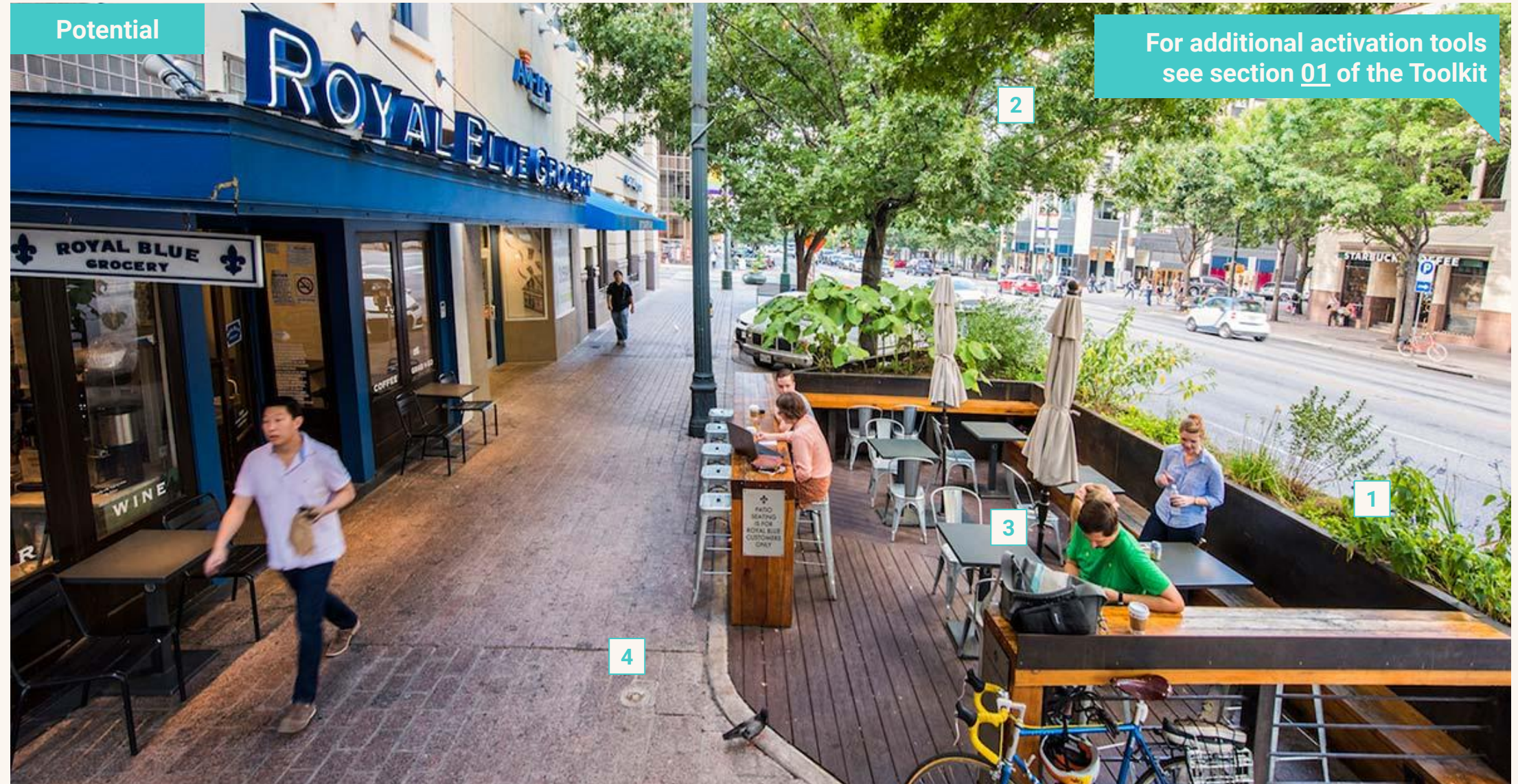
RECOMMENDATION
 Close the length of Peachtree at a regular cadence and program according to character areas to spark mindset change about what the street can be for, and spur creative thinking about the ground floor.

Sidewalks

Including both the building edge (supplemental zone) and the curb edge (furnishing zone), sidewalks as public spaces can be used for everyday essentials, plantings, and seating.

PRIORITY SITES

- Peachtree St Between 10th & 11th St
- W Peachtree St
- Spring St
- Key E-W Cross-Streets (e.g., Ponce de Leon Ave, 6th St, 10th St, 12th St, 14th St)



- 1 Vegetation buffer
- 2 Tree canopy / shade
- 3 Moveable seating / outdoor dining
- 4 Pavers / material change
- 5 Cozy nooks
- 6 Food / beverage kiosks

POTENTIAL CONCEPT
 Activate the storefront edge with seating and/or items for sale in-store, and the furnishing zone with seating, lean bars, and plantings – with potential to expand further through a parklet, as shown in the example above.

Corporate POPS

Privately owned public spaces (POPS) at the base of office buildings can serve as gathering spaces everyone, but activation should be targeted toward workers in particular — such as places for a coffee break, lunch with colleagues or happy hour.

PRIORITY SITES

- One Atlantic Center Plaza / Park
- Bank of America Plaza
- NCR Plaza (Student Innovation Center)
- Norfolk Southern Plaza
- Tower Square Plaza



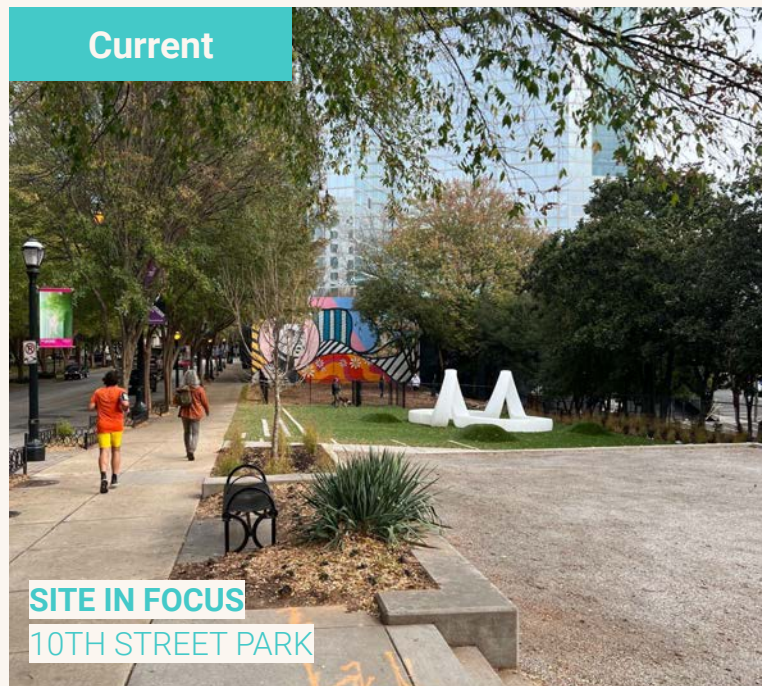
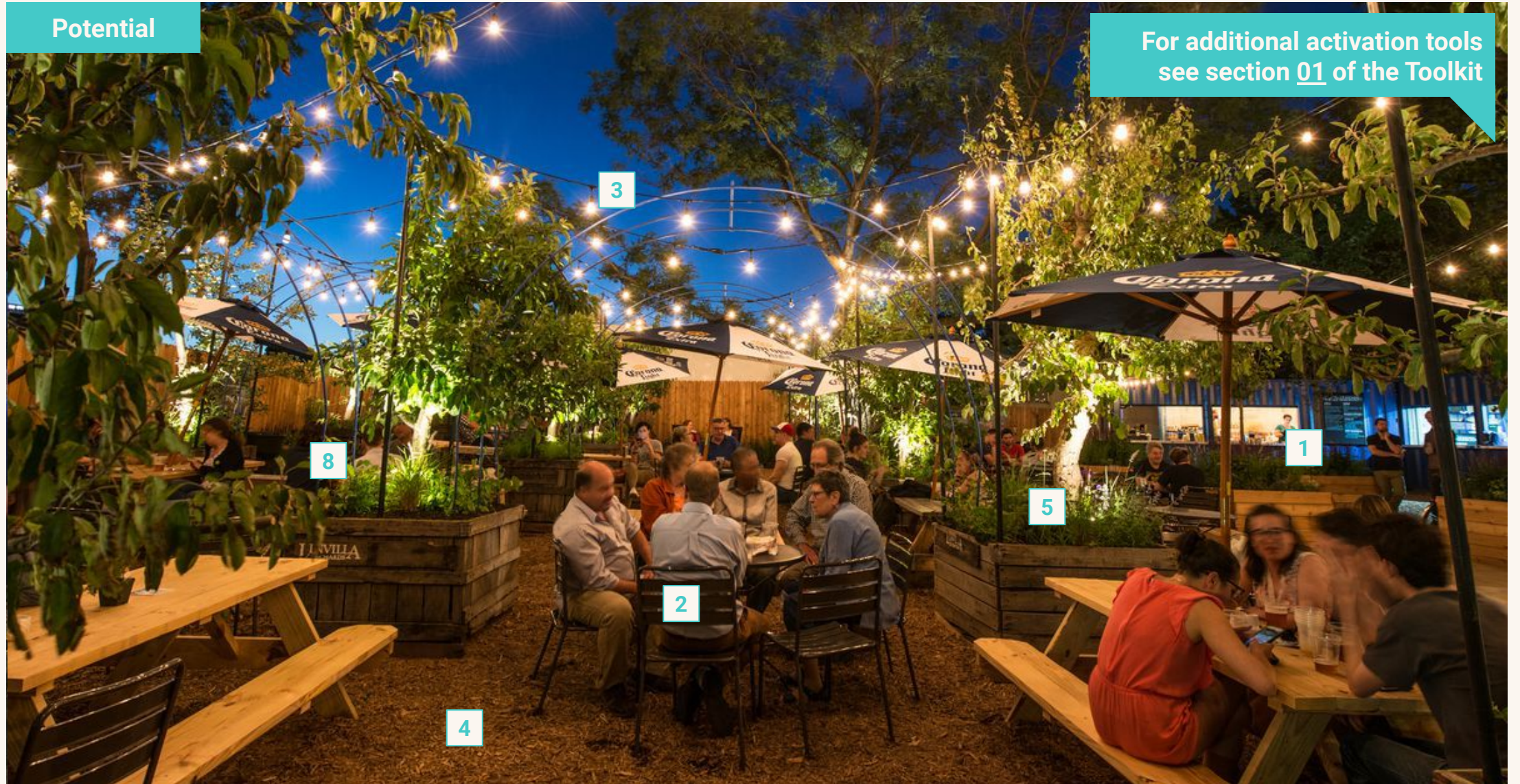
- 1 Food & beverage kiosk
- 2 Moveable seating
- 3 Umbrella / shade
- 4 Active edges
- 5 Human-scale lighting
- 6 Playful, colorful seating
- 7 Consistent programming & activation

Neighborhood Parks & Plazas

Activate these types of spaces with “neighborhoody” invitations that encourage people to stay for a little longer, grab a bite, sip a coffee, and chat with their neighbors.

PRIORITY SITES

- 10th St Park
- Arts District Plaza
- W. Peachtree & Art Center Way Park
- Green buffer adjacent to Fox Theater
- 715 & 730 Peachtree St Front Plaza
- 27 & 84 12th St Lots



- | | |
|-----------------------------------|---|
| 1 Food & beverage kiosk | 5 Low greenery |
| 2 Movable & social seating | 6 Umbrellas / shade |
| 3 String lighting | 7 Games |
| 4 Ground cover | 8 Seasonal or themed programming or activation |

Transit Station

An engaging and delightful transit station experience can attract riders as well as other people moving through the district. Essential functions (e.g., things to buy) are helpful for people on the go, while delightful draws (e.g., live music) create vibrancy.

PRIORITY SITES

- North Ave MARTA Station Plaza
- Midtown MARTA Station Plaza
- Arts District MARTA Station Plaza

For additional activation tools see section 01 of the Toolkit



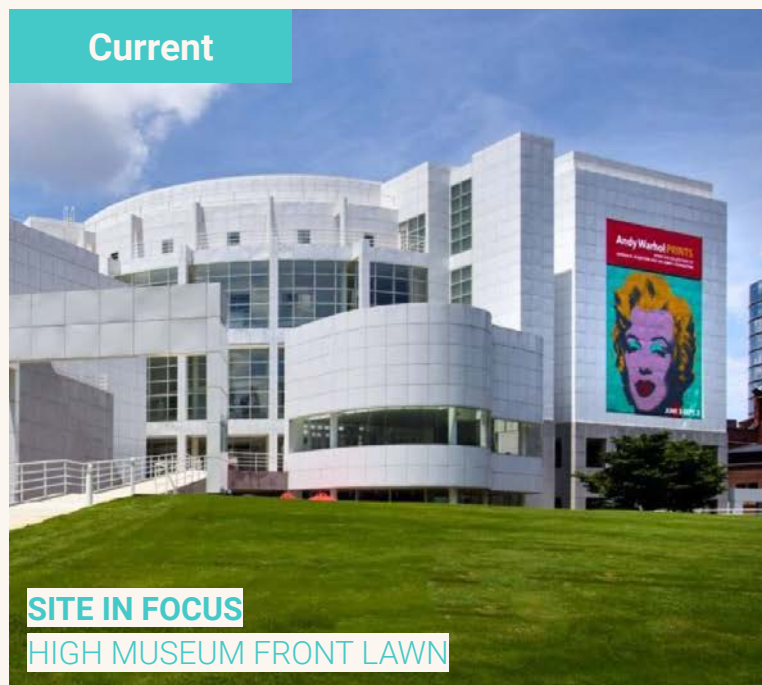
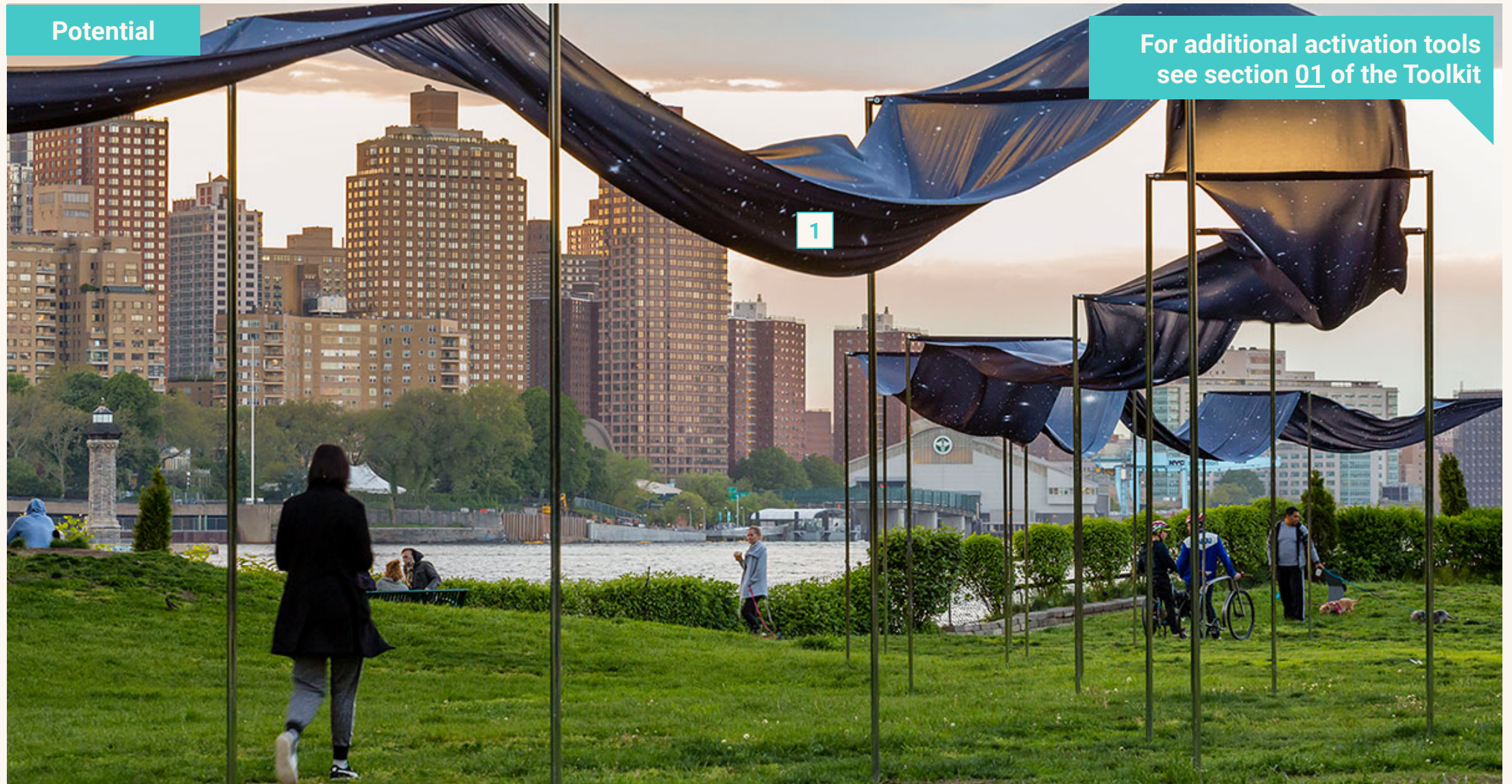
- 1 Vendors / market tents
- 2 Clear circulation paths
- 3 Signage / Wayfinding
- 4 Public seating
- 5 Mobility amenities

Cultural Space

Public spaces abutting cultural institutions can democratize access to the arts and lure potential visitors — through creative placemaking efforts that invite atypical audiences and bring art out into the public realm.

PRIORITY SITES

- High Museum Front Lawn
- Margaret Mitchell House Lawn
- Federal Reserve Lawn
- Dewberry Lot along 17th St



- 1 Permanent Art Installation
- 2 Play elements
- 3 Temporary Art Installation

Vacant Lot

From surface parking to parcels slated for construction, vacant lots are a prime opportunity to stimulate public life through temporary activation — which can then inform long-term public space planning at or near the site.

PRIORITY SITES

- Vacant Lot at 13th St and Peachtree St
- 5th & Spring St corner lot (Student Innovation Center)
- Peachtree St & 4th St corner lot (Fox Center)
- Lot across Lutheran Church / 4th & Peachtree corner
- Cypress & 7th St Lot
- 903 W Peachtree St



Potential

For additional activation tools see section 01 of the Toolkit



Current

SITE IN FOCUS
VACANT LOT AT 13TH ST & PEACHTREE ST

- 1 F&B Kiosk / Vendors
- 2 Movable, social seating
- 3 Large-scale art
- 4 Live performance



POTENTIAL CONCEPT

Create a modular, mixed-use environment with mobile kiosks to activate on a day-to-day basis — that can be reconfigured for different events (e.g., live music, weekend morning workouts, craft fairs, etc.)

TODAY

Bank of America Plaza

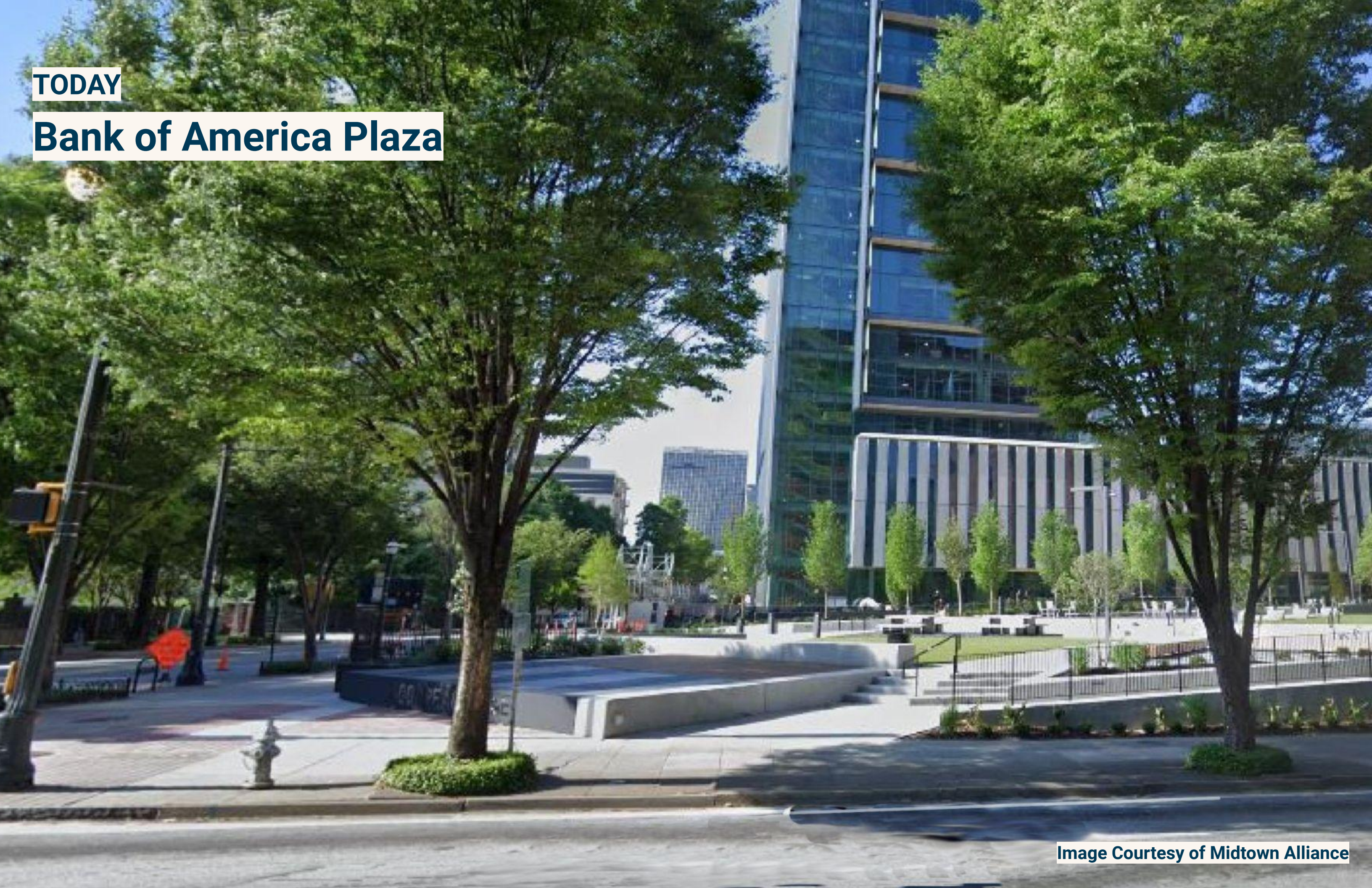


Image Courtesy of Midtown Alliance

POTENTIAL

Bank of America Plaza



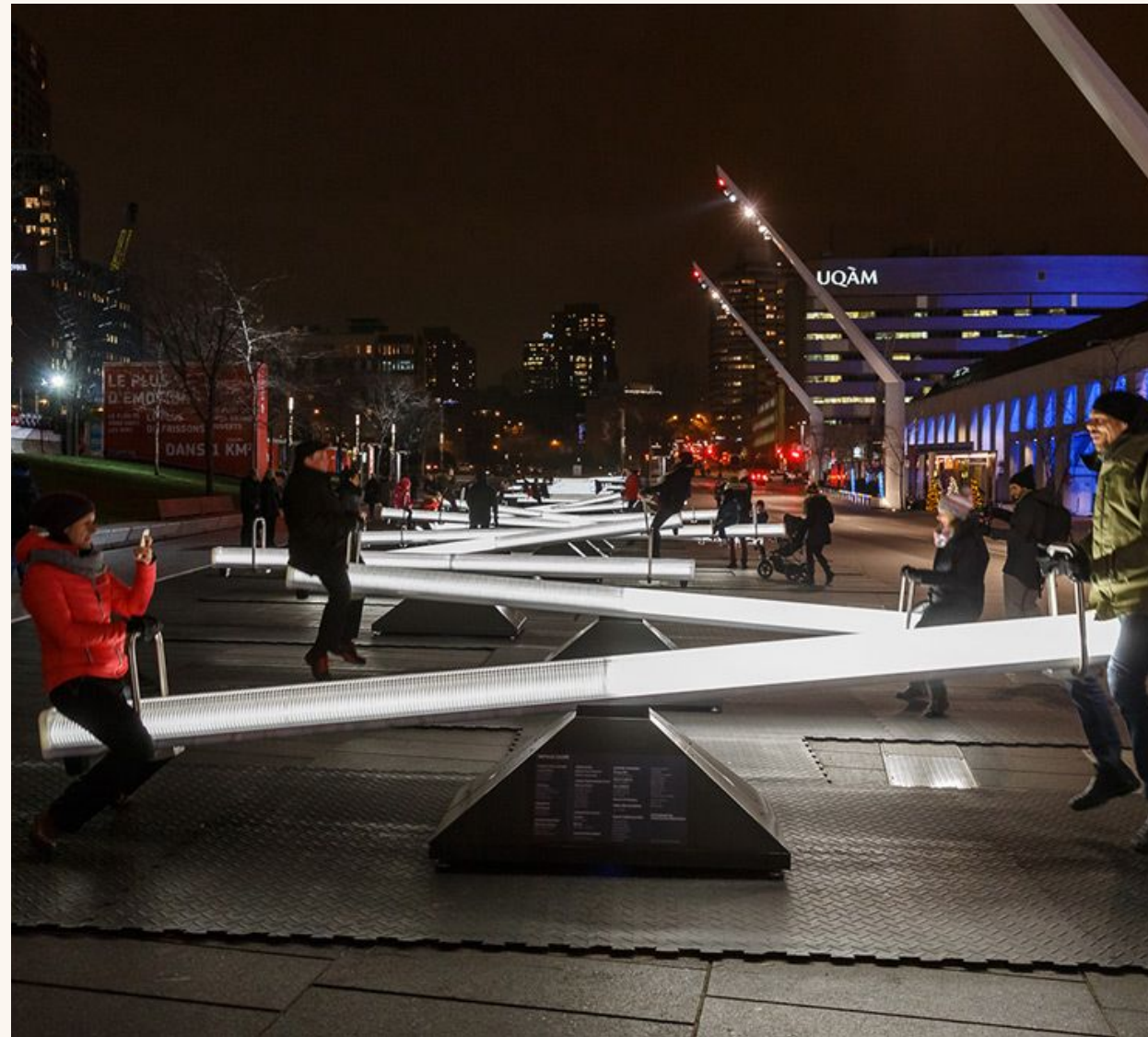
POTENTIAL

Bank of America Plaza



Image Courtesy of Midtown Alliance

Additional
Public Space
Inspiration



2

Enliven Ground Floors

Deploy creative tenanting strategies for the storefronts at building edges

2 — ENLIVEN GROUND FLOORS

THE CHALLENGE

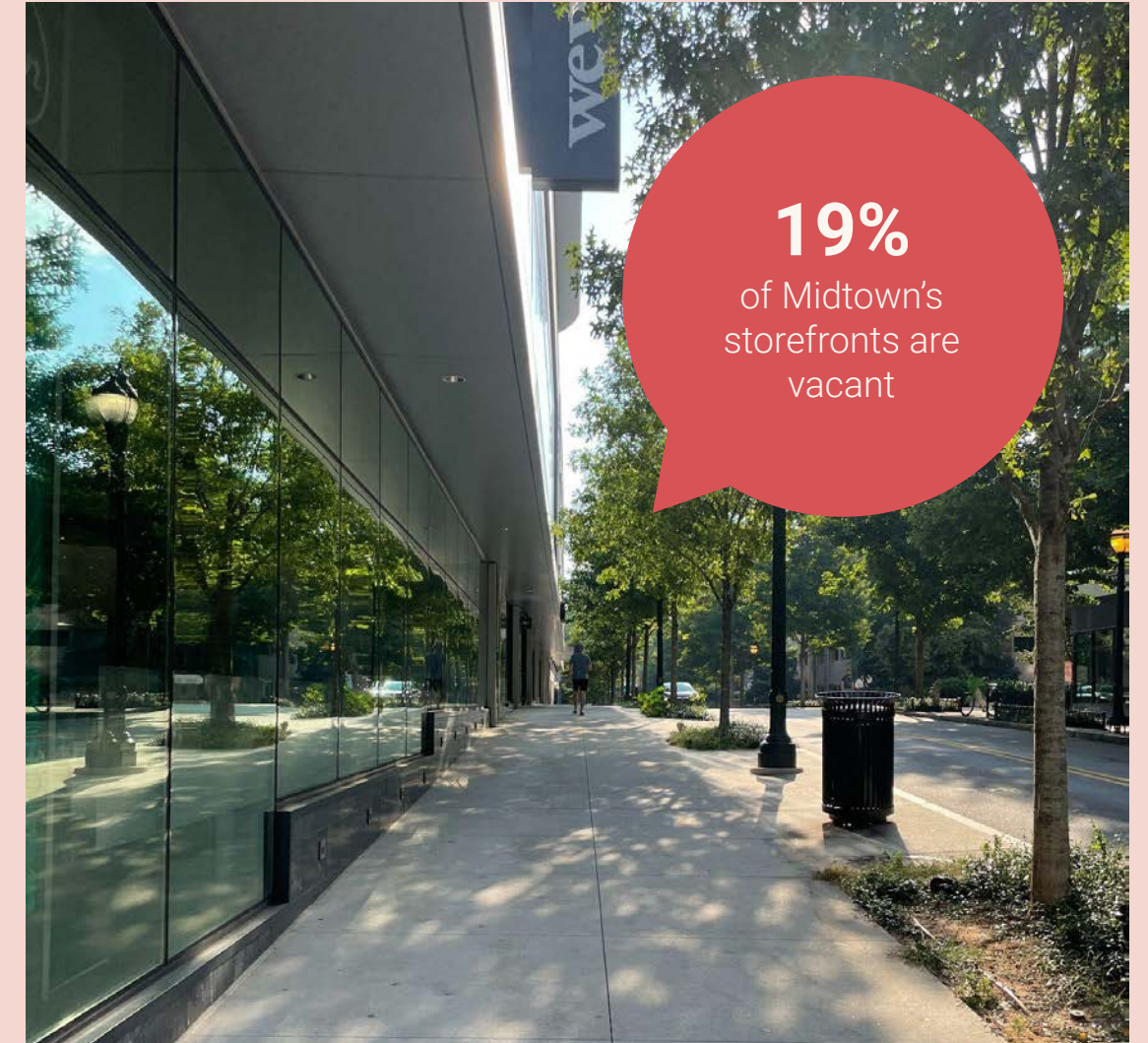
Vacant retail leads to gaps in amenities

In many places the everyday experience of Midtown does not feel like that of a vibrant district with a diverse mix of offers — with **insufficient invitations**. In fact, Midtown lacks many soft goods retailers (e.g., boutiques, clothing, books).

THE OPPORTUNITY

Create a complete neighborhood experience

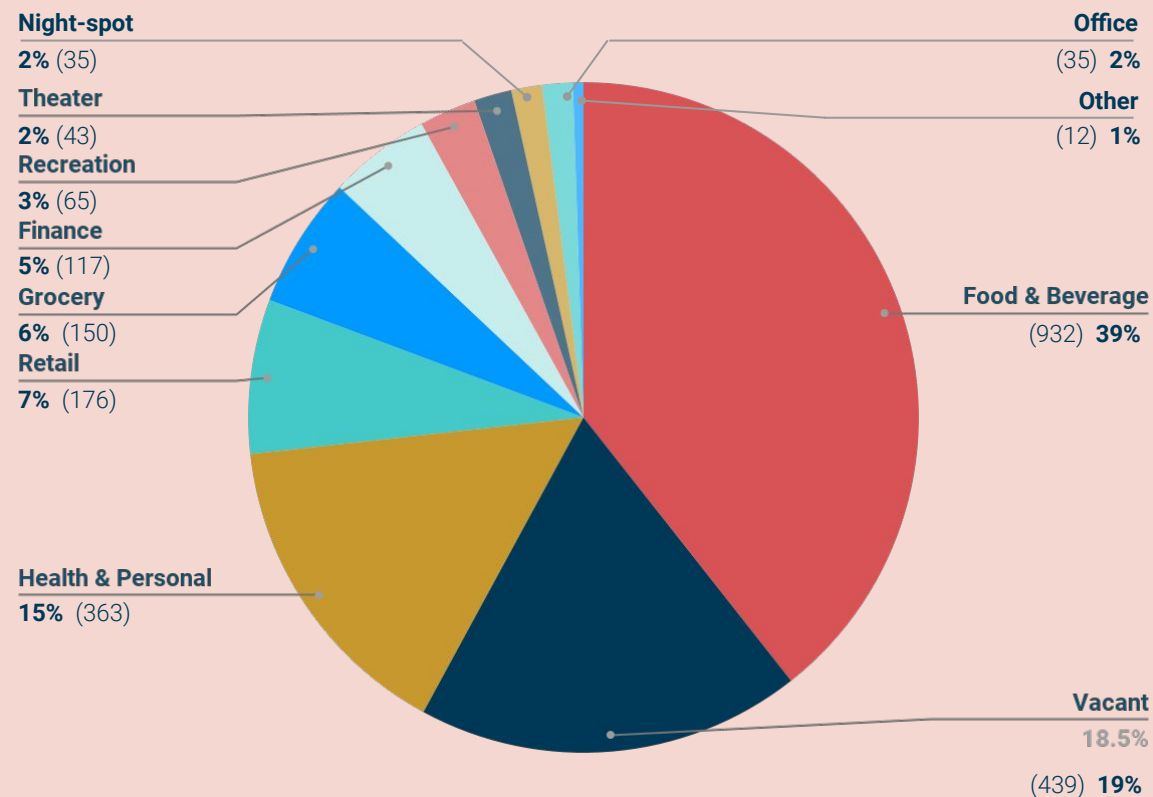
Ground floor retail and activations fill amenity gaps and can **build “heat” in an area — generating foot traffic and small business sales**. What’s more, activating ground floor storefront spaces — even if temporarily — helps property owners demonstrate the marketability of a storefront, and make better decisions for successful long-term tenants.



In Focus

Retail in Midtown

MIDTOWN EXISTING STOREFRONT USES PER 1,000 SQ FT
Retail in Midtown comprises less than 10% of storefront space.



Successful urban districts need a healthy and dynamic retail scene. Without ground floor retail with the right mix and in the right places, we end up with a lot of tall buildings with little activity at the sidewalk, and people must travel outside the district to satisfy their shopping needs. Urban retail is also one of the most challenging product-types in commercial real estate

STRENGTHS

- **We have people!** On an average day, 75,000 people will be in Midtown, living, working, learning and visiting.
- **Unlike many dense urban areas**, Midtown is not just a monoculture of office uses.
- Midtown’s **residential population has grown tremendously** – with 7,235 residential units delivered just from 2021 through 2022 or currently under construction.
- Midtown **arts and cultural attractions offer more than 3,000** events each year.
- The Midtown **retail customer is also increasingly on foot**, making parking less important.

CHALLENGES & OPPORTUNITIES

- **Midtown’s 360 separate retail spaces are owned by approximately 60 different owners.** This is different from a Ponce City Market or an Avalon, where all retail is controlled, leased and curated by a single owner.
- **Retail space in Midtown is often spread out, not clustered.** With 120+ buildings delivered in Midtown over the last 25 years, individual owners made many different decisions as to what, if any retail was built at the base of their buildings and where.
- **Retailer operators desire strong co-tenancies** – with complementary retailers located in their cluster to create a greater customer draw.
- **With so many different building owners, street-level retail can also be an afterthought.** When almost all the revenue from your building is coming from the offices and residential units above and you only control a small amount of retail, it’s easy to see how this can occur, and where retail space can sit vacant.
- **There is currently insufficient neighborhood-serving retail in Midtown.**

Guiding Principles

From inviting storefronts to sidewalk cafes, ground floor activations give people a reason to be out and about — whether for errands, a bite to eat, or a leisurely stroll. At right are some guiding principles for activating Midtown’s storefronts:



Coordinate and cooperate district-wide

Retail is an ecosystem. Storefronts rely on other neighboring storefronts to be successful — so create a destination and grow the customer base across 60+ owners of more than 360 distinct retail spaces.

Create a continuous experience on the block

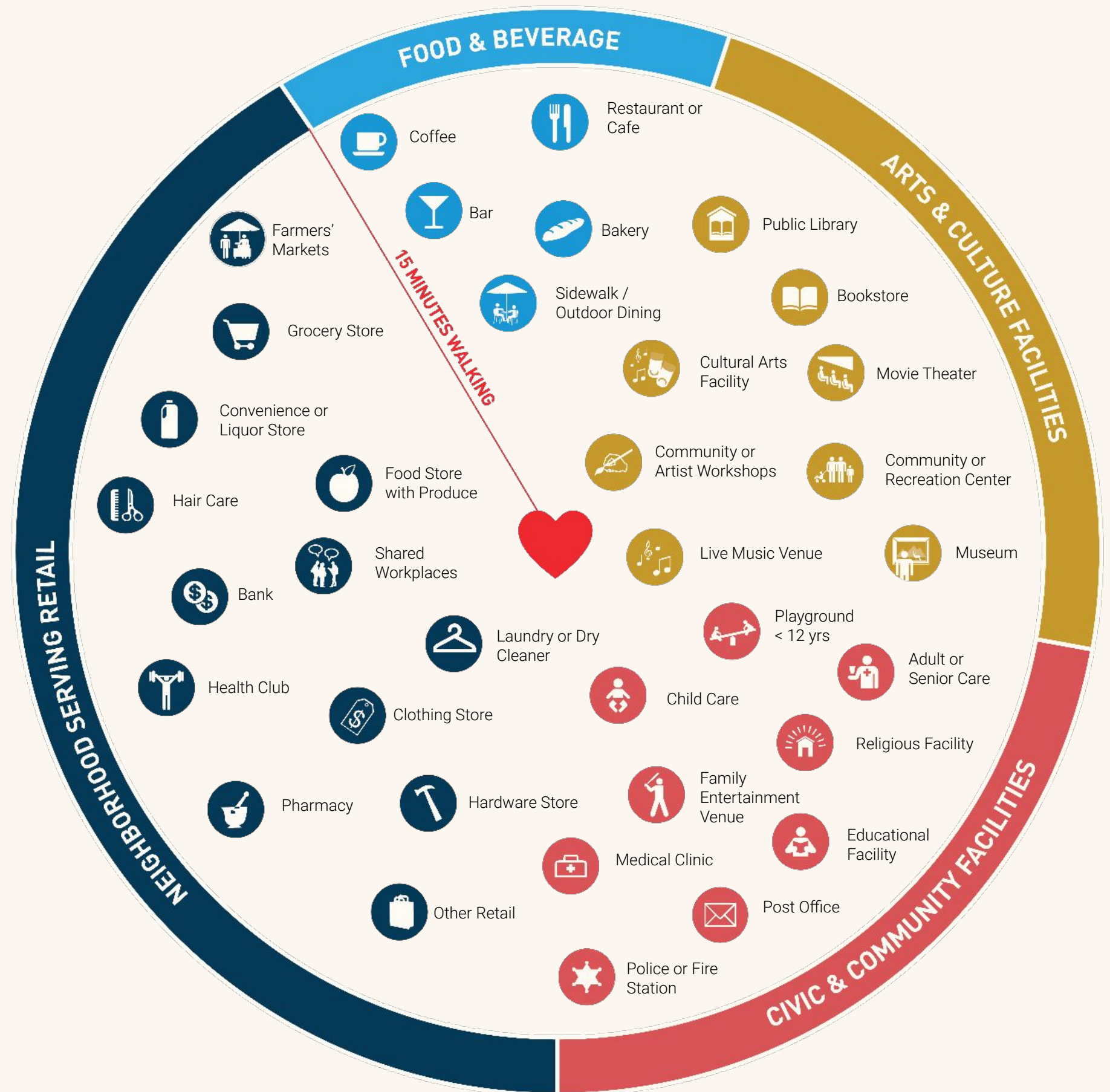
For priority corridors, cluster active storefronts as much as possible on both sides of the street — so people are encouraged to stroll. This also boosts appeal for tenants, who want to build critical mass alongside peers.

Break away from tenancing as usual

Lower the barrier to entry for creative tenants — through creative lease terms, shared leases, interim activation and/or by splitting the storefront into multiple, smaller spaces

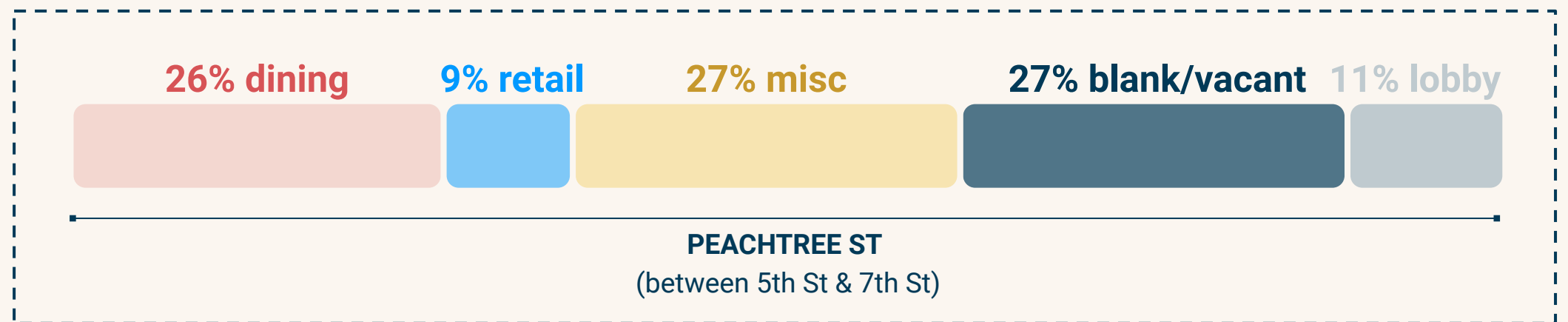
Neighborhood Amenity Mix

To thrive as a walkable district with active ground floors, Midtown needs to establish a complete amenity mix. The diagram at right illustrates an optimal mix of amenities for ground floor storefronts within a 15-minute walking distance. Note that everyday amenities are just as important as standout ones.



Block-Level Amenity Mix

A Gehl study of three successful mixed-use districts from around the world found that on average, active, pedestrian-friendly streets and squares include, approximately, 40% dining, 40% retail, and 20% miscellaneous amenities. Peachtree Street does not meet this standard, based on an analysis of a representative section (between 5th St and 7th St).



In-Store Amenity Mix

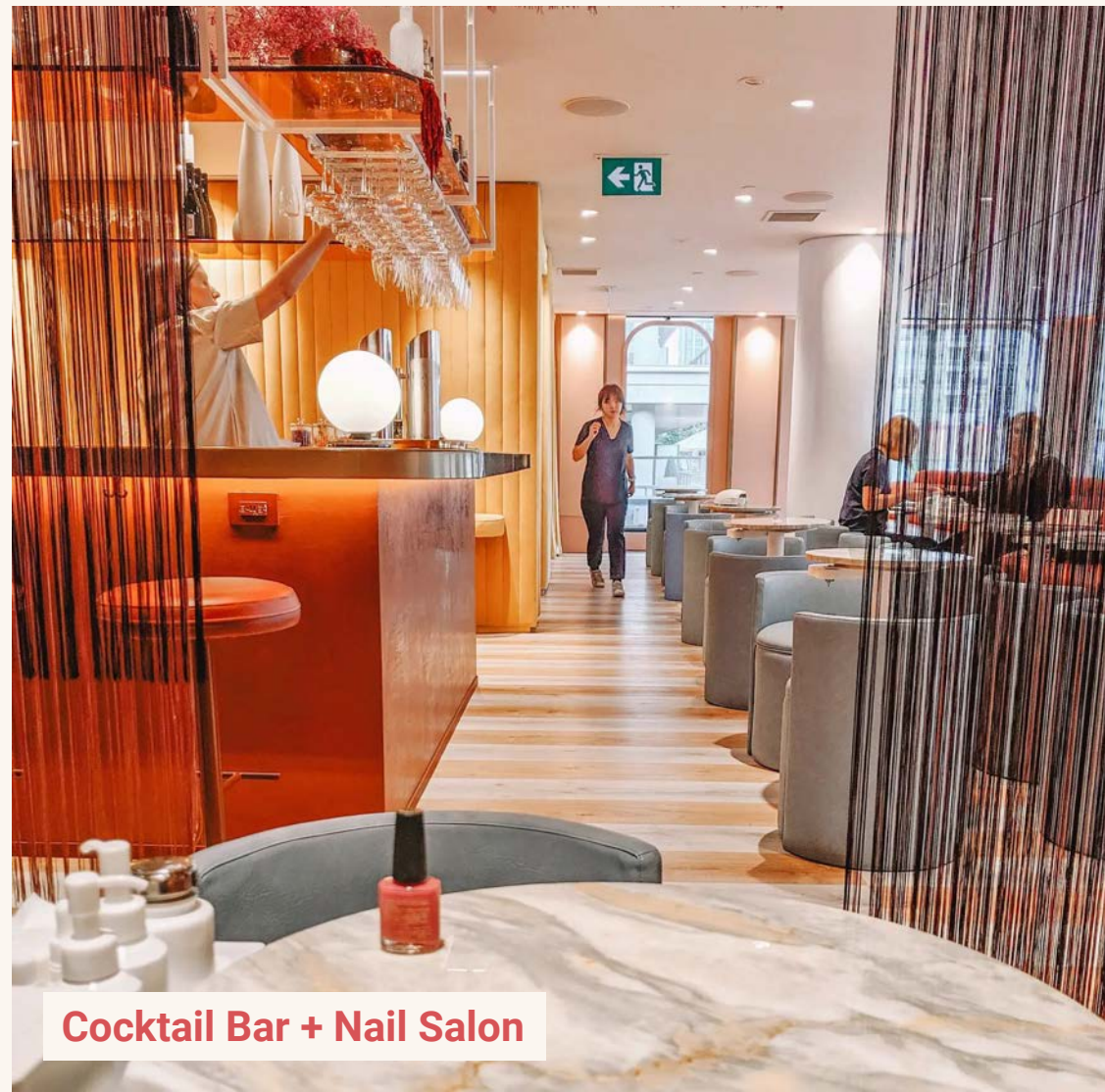
Amenity mix is essential at the neighborhood and block scale, but can also be achieved within a single storefront. Pair unexpected yet complementary uses within a single floorplate — creating magical adjacencies in the process..



Bike Store + Repair + Cafe



Sneaker Shop + Bistro



Cocktail Bar + Nail Salon



Record Shop + Bike Store + Cafe



Garage + Bar + Cafe



Hotel Lobby + Podcast Studio



Cafe + Flower Shop



Waffle + Laundromat



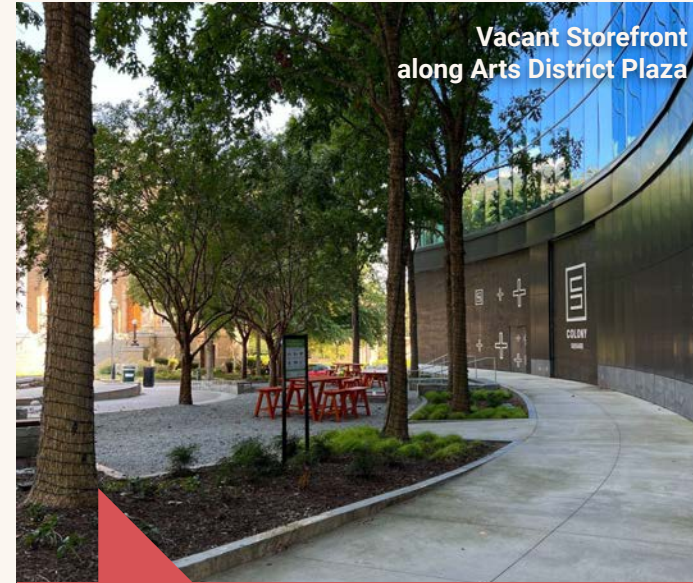
Barber + Speakeasy

Ground Floor Types

Strategies and tactics for ground floor storefronts should vary based on the scale and location. These are some of the most common storefront conditions within Midtown.



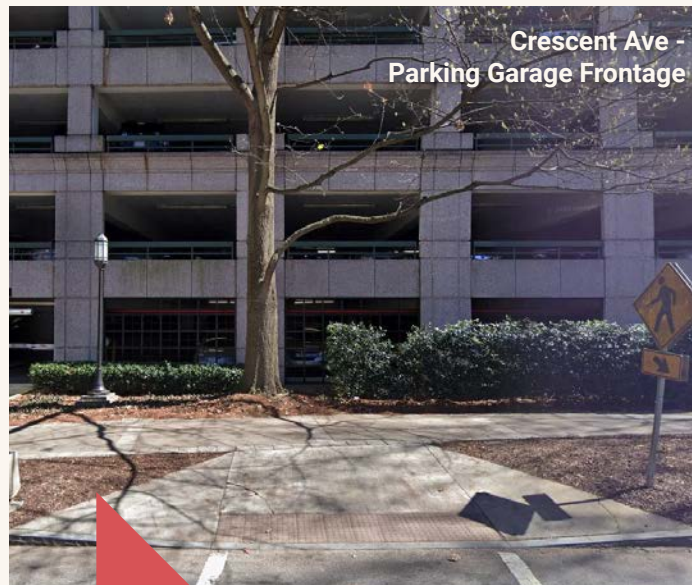
Large Floorplates — Storefronts that take up more than 800 sq. ft., in need of an anchor tenant or multiple tenants



Public Space Storefronts — Storefronts next to public spaces that can build on and complement adjacent activity



Small Neighborhood Storefronts — Storefronts along residential, secondary streets that can serve hyper-local uses



Storefronts Waiting to Happen — Blank, inactive edges that could be converted to an active use (e.g., parking garages)



Vacant Storefronts — Along key corridors, in need of interim or permanent tenancy adjustments


Priority Spaces


Priority storefronts for activation

These ground floor storefronts are located within key activity areas or situated along important paths in the district.

Sites:

- | | |
|--|---|
| 1. Proton Center storefront | 16. Neighborhood row of storefronts along 10th St |
| 2. Here Atlanta ground floor | 17. Neighborhood row of storefronts along 12st St |
| 3. Lanier Parking on Spring St | 18. Jones Day ground floor |
| 4. Spring & 3rd retail edge / 75 3rd St | 19. The Woodruff Arts Center ground floor |
| 5. AT&T Parking structure | 20. Hampton Inn ground floor retail |
| 6. Vacant Caravaca Market space | 21. Midtown Union - Phase 2 ground floor |
| 7. Double-loaded retail corridor on Peachtree St between 6th St and 7th St | 22. Midtown Union - Phase 1 ground floor |
| 8. LA Fitness & small retail row on Spring St | 23. The Loft & Center Stage Theater |
| 9. Midcity Lofts ground floor on Spring St | |
| 10. Small building adjacent to 10th St Park | |
| 11. Building hosting 'On the Strip' street art on facade along Peachtree St adjacent to dog park | |
| 12. Bank of America corner & attached parking structure on 12th St | |
| 13. Parking structure | |
| 14. 40 West 12th St ground floor - new apartment building with hilly side | |
| 15. Northside Medical ground spaces | |

Parking decks 

Priority paths 



Large Floorplates

Large storefronts benefit from tenants in need of a mix of production and retail space, as well as multi-tenant models like market halls that spread rental costs across tenants and diversify offers..

PRIORITY SITES

- H&R Block & Proton Therapy Center
- 40 W 12th St
- Here Atlanta ground floor on 3rd St
- 40 West 12th St ground space
- Midtown Union - Phase 1 ground floors
- Parking decks on Spring St b/w 16th & 14th St



Tenant Considerations

- Large-format retail (e.g., City Target)
- Market halls
- Artisan / craft markets
- University classrooms
- Satellite gallery for a larger institution

POTENTIAL CONCEPT
 Subdivide a storefront into two like the example above — one front-of-house section for public-friendly uses, like a cafe, and one back-of-house section for more functional amenities, like a real estate office.

Public Space Storefronts

Storefronts at the edges of public spaces, like this one near 10th Street Park, could provide complementary services — such as coffee or a bite to eat — and engage with public space without privatizing it.

PRIORITY SITES

- Peachtree St Between 10th & 11th St
- 110 10th St / Building behind 10th St Park
- Jones Day building ground floor on 15th St
- Midtown Union Phase 1 ground floor



Tenant Considerations

- Quick bite
- Coffee
- Brewery / wine bar
- Dog friendly retail
- Fitness related retail (e.g., bike shop)



POTENTIAL CONCEPT

Activate a public space edge with an all-day cafe / bar that spills out into the public realm, and provides visitors with a reason to stay longer for refreshments.

Small Neighborhood Storefronts

Small-scale storefronts located on neighborhood corridors and side streets can fill hyper-local needs and experiment with quirky, unconventional uses.

PRIORITY SITES

- 12th St Between Piedmont Ave & Juniper St
- Spring & 3rd St retail spaces / 75 3rd St
- Midcity Lofts on Spring St
- Retail row on Spring St between 5th & 6th



Tenant Considerations

- Functional neighborhood uses (e.g., dry cleaner, laundromat)
- Small F&B (e.g., cafe, coffee shop)
- Markets / small groceries



POTENTIAL CONCEPT

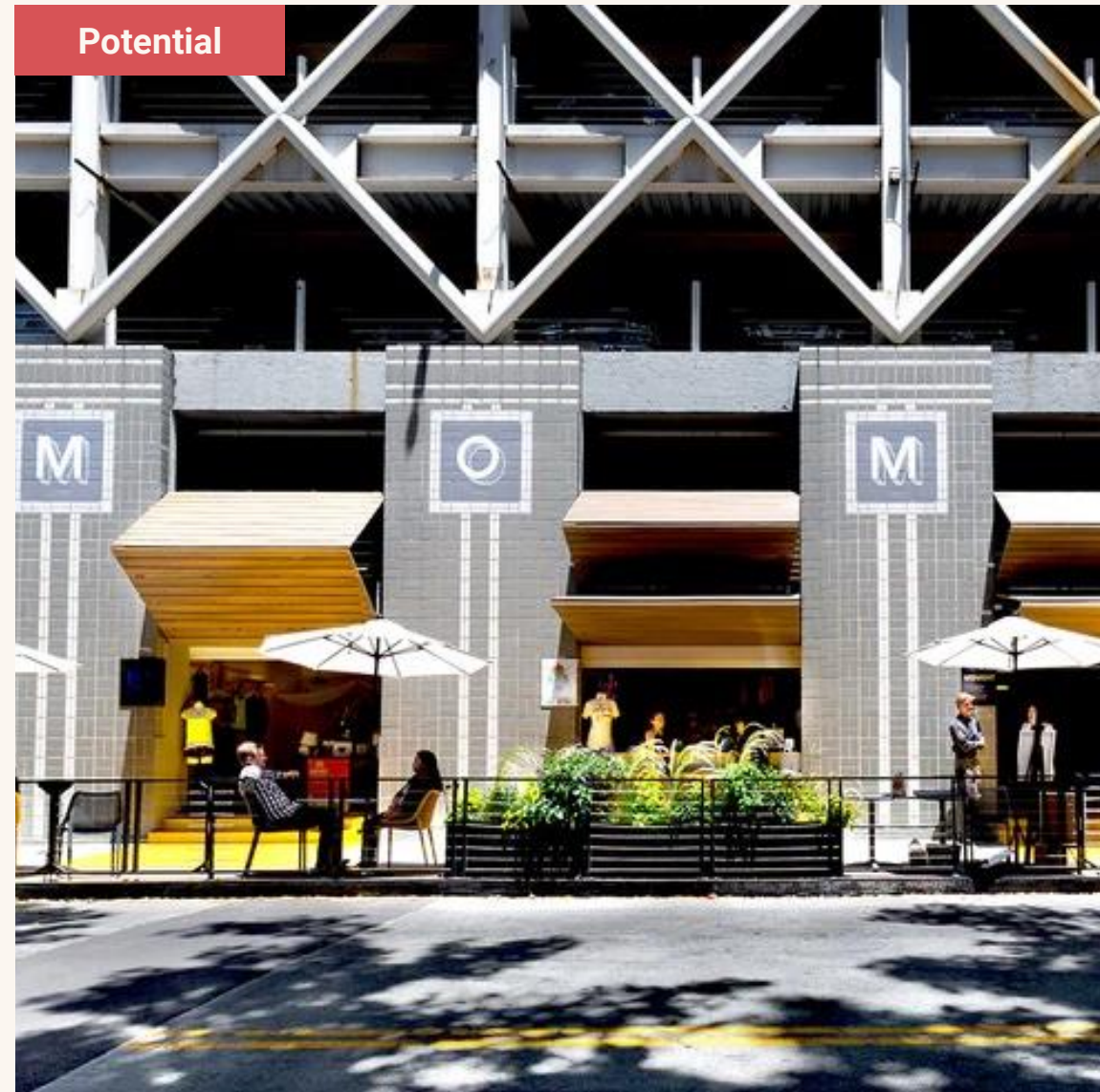
Combine multiple functions into one storefront — like this laundromat which also houses a cafe, laundromat, and comedy club all in one.

Storefronts Waiting to Happen

Blank facades can be converted into active uses through micro-retail retrofits or by attaching single-story storefronts to the facade.

PRIORITY SITES

- Crescent Ave Parking Garage Frontage
- Lanier Parking on 3rd St between Spring St & W. Peachtree St
- AT&T Parking on W. Peachtree
- Parking on Crescent St b/w 12th & 13th St



SITE IN FOCUS
CRESCENT AVE PARKING GARAGE FRONTAGE

Tenant Considerations

- Micro-retail / small business incubation
- Utility-lite businesses
- Specialty / craft goods
- Plant shops - small retail
- Services - small bike repair shop
- Online-first businesses



POTENTIAL CONCEPT

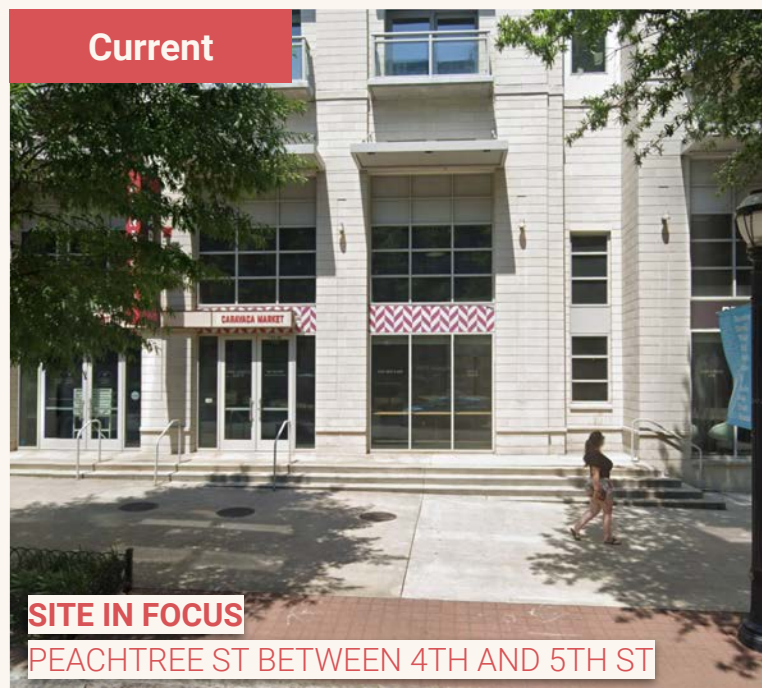
A once-inactive parking garage facade transformed into micro-retail through ground-floor conversions like the examples pictured above — a retrofit of a garage frontage (left), and an additional structure built on to the edge of a garage entry (right).

Vacant Storefronts

As permanent tenants are pursued, storefronts that are vacant can be activated temporarily with retail or other functions to generate street life, provide opportunities for local entrepreneurs, and test out the viability of a long-term tenant(s)

PRIORITY SITES

- Peachtree St between 4th and 5th St
- Peachtree St between 7th St & 8th St
- Spring St between 5th St & 3rd St
- Storefronts on 10th St between Piedmont Ave & Peachtree St



Tenant Considerations

- Temporary / pop-ups (e.g., boutique)
- Multi-tenant models (e.g., artisan markets)
- Note: Activation does not need to occupy whole floorplates in first iteration

POTENTIAL CONCEPT
Create pop-up opportunities like the SpiceGirlin' Marketplace, above — which enabled 19 Black woman-owned businesses to set up shop in a Downtown Washington, D.C. storefront through the Golden Triangle BID's "Grow Golden" program for vacant storefront activation.

TODAY

Proton Therapy Center



POTENTIAL

Proton Therapy Center



Image Courtesy of Midtown Alliance

3

Soften Edges

Make building edges feel more human-scaled and inviting at eye level

3 – SOFTEN EDGES

THE CHALLENGE

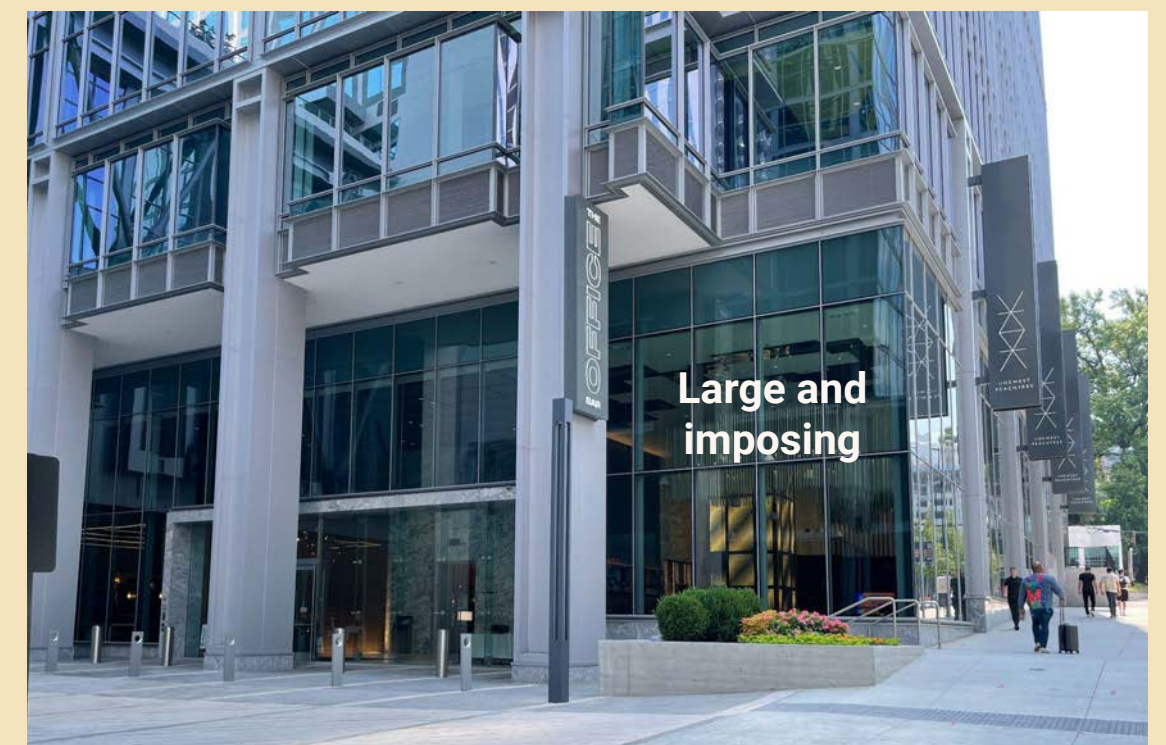
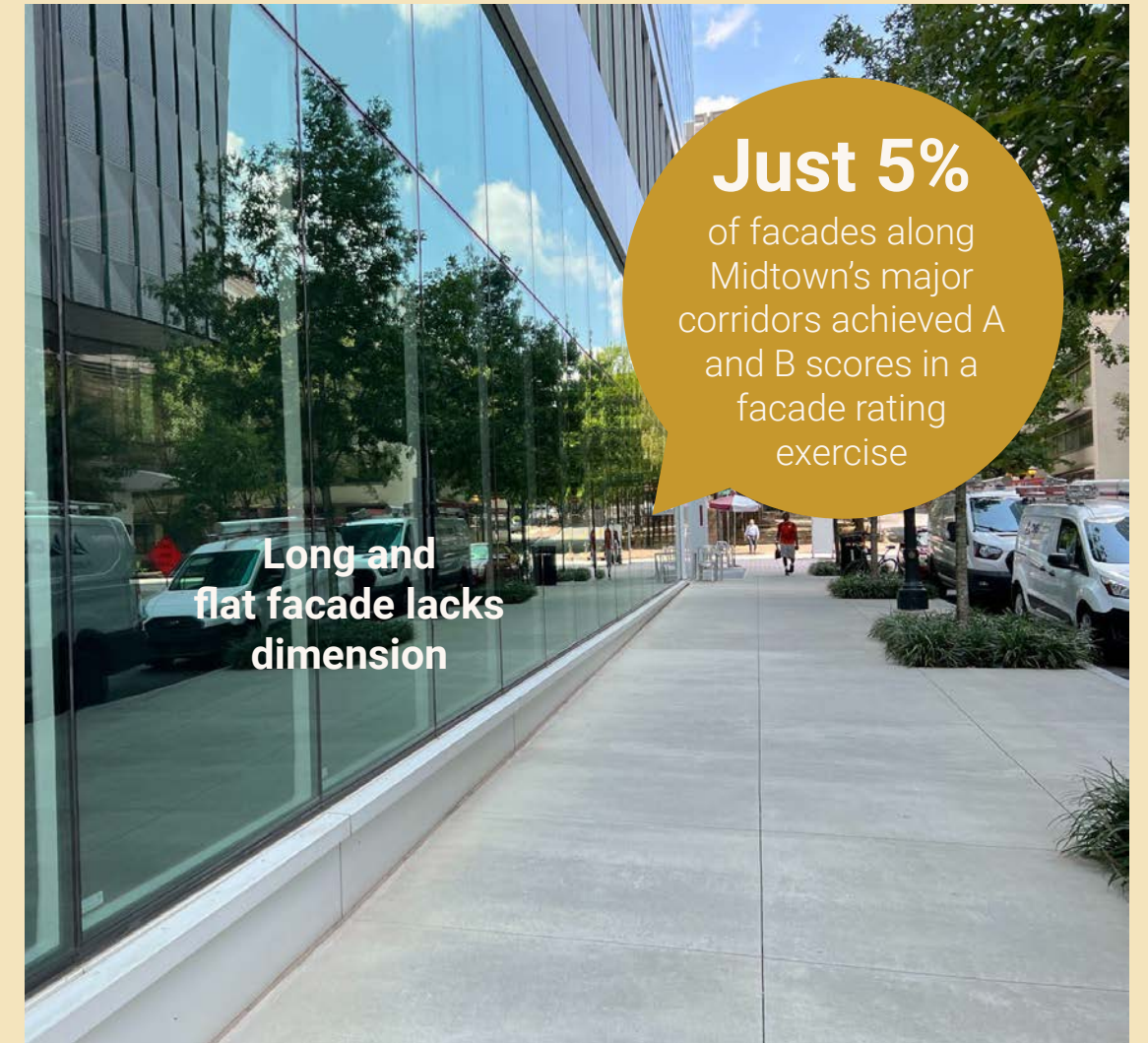
The eye-level experience of Midtown can be dull

Many ground floor facades have reflective glass or lack basic articulation – a condition that makes **moving through Midtown uninviting to the senses**. What's more, it makes the perceived distance between destinations feel longer than it is.

THE OPPORTUNITY

Make it more delightful to stroll through Midtown

Building edges are critical to creating a stimulating, positive experience for people passing by. To linger in a district people need to be able to **peek inside storefronts, feel shaded and protected in multiple climates, and ideally experience surprise and delight**.



Guiding Principles

The edge zone is where the building meets the sidewalk, and one of the most active parts of the public realm, as people enter, exit, and pass by buildings. At right are some guiding principles for making the edge zone feel more comfortable and human-scale:



Add transparency so passersby can peek in

High visibility — clear glass (without window clings) rather than tinted or reflective — promotes safety, heightens visibility, creates a welcoming experience, enhances the curb appeal and contributes to active public life.

Design for depth and articulation

Edges that are closer to the sidewalk and public realm feel more comforting and accessible, as do edges with strong details and design touches — from plantings to art to pedestrian signage to awnings.

Invite for delight and the unexpected

Edges can also serve people's everyday needs, from browsing goods in an adjacent storefront, to taking a seat to socialize with neighbors or take cover from rain.

Defining the Edge Zone

More than a building's surface, the edge zone is a layered urban experience. It's a responsibility that starts — but doesn't end — at the property line. Together, the indoor program and floor plate size; the details of the facade; and the activation of the sidewalk or street edge contribute to a buzzing ground floor — a vibrant urban edge.



Flex Lane

This lane can take many forms to create an expanded sidewalk experience. Traditionally used for parking, it can expand the furnishing zone through parklets that invite people to linger, play, or dine out in seating for adjacent businesses.

Furnishing Zone

The furnishing zone sits at the edge of the street. This is an (often-underutilized) area that can be host to lighting, seating, plantings, and even active uses like small kiosks for everyday essentials.

Clear Zone

The right of way is the space the people walk. Leaving enough space to comfortably stroll through is essential for walkability and accessibility.

Supplemental Zone

The space between the building façade and the sidewalk. This area invites you to explore the building edge. The simplest details here encourage a dynamic street life — a place to sip a coffee or meet with friends.

***Note: This is the optimal width for Midtown. Clear zones in Midtown can reach up to 15' in width.**

Edge Types That Need Softening

In Midtown, edges in need of softening vary, from reflective glass facades, to functional back-of-house edges, to temporary conditions impacted by construction.



Glass Facades — Edges with reflective glass and little articulation can make it boring and uninviting to pass by. At left, a glass facade that is human-scale, with multiple storefronts. At right, an extra-long vacant glass facade.



Back-of-House — Blank edges in high-visibility areas that house essential building functions but lack an active or inviting ground floor.

Construction Site / Fencing — Edges that house construction fencing or temporary barriers, which can be improved with aesthetic and functional features

Priority Spaces

Priority edges to soften
 — These edges rated poorly in the facade quality evaluation, and should be prioritized given they are located in key activity hubs and along priority paths.

Sites:

1. H&R Block storefront
2. Parking structure on Ponce de Leon
3. Fox Theater edge along Ponce de Leon
4. Tower Square Annex Building
5. Solace on Peachtree apartments edge
6. AT&T ground floor edges on W. Peachtree
7. Elevance & SouthState bank ground floor
8. Georgia Tech Building
9. The Melting Pot restaurant edge
10. Row of small scale retail on Peachtree
11. Capella University, All Care and vacant retail spaces on Peachtree
12. Property Market Group project at Peachtree St. & 6th St. (Construction Fencing)
13. Empty lot in student district
14. Centergy Building
15. Parking lot along Spring St
16. The Plaza Midtown / Public edge along Spring St
17. University House + row of retailers along Spring St
18. The Mark Atlanta - student housing
19. CVS edge along 6th St - brick
20. Row of stores along Peachtree St (Starbucks, T-Mobile, ice cream, etc..)
21. Georgia's Own Credit Union edges
22. 900 Peachtree Lofts / inverted retail spaces
23. Row of retail spaces on Peachtree (Jimmy John's, brunch bar, bakery, etc.)
24. Federal reserve edge along 10th street
25. Parking attached to Federal reserve
26. X Midtown & Zocalo next to rainbow intersection at 10th & Piedmont
27. Future Modera Parkside development edge (Construction fencing)
28. Mini strip mall next to rainbow intersection at 10th & Piedmont
29. Peachtree Walk Condominium parking structure
30. Peachtree Walk Condominium parking structure
31. Northside Medical Building & Emory Healthcare
32. 1105 W. Peachtree corner
33. Future Selig project along 12th St between Peachtree Walk & Crescent St. (Construction fencing)
34. Traffik restaurant brick edge along 12th St
35. 1100 Peachtree Building Parking Deck
36. Selig parking lot along 12th St.
37. Dewberry project along 14th St. and Peachtree St.
38. Parking lot edge along Peachtree St
39. Parking lot edge along Crescent Ave.
40. The Proscenium office tower along Crescent Ave & 14th St
41. The Proscenium parking structure
42. Starbucks parking lot edge
43. Berkshire Hathaway Offices
44. One Atlantic Center Parking deck
45. Opus vacant lot / construction site
46. 1180 Peachtree Building
47. Toll Brothers project at 250 14th St. (Construction Fencing)
48. The High Museum back-of-house
49. Center Stage Theater & The Loft edge along 17th St
50. Capital City project along Peachtree St. (Construction Fencing)



Glass Facade (1/2)

Large, long glass facades can be made more visually interesting by breaking them down into smaller sections and activity zones, creating opportunities for engagement with the interior, and spilling onto the sidewalk.

PRIORITY SITES

- West Peachtree St. between 3rd St. & 6th St.
- Spring St. between 4th St. & 8th St.
- Crescent Ave. between 12th St. & 14th St.
- 14th St. between Peachtree St. & Crescent Ave

Potential



For additional softening tools see section 02 of the Toolkit

Current



- 1 Movable planters as edge
- 2 Signage
- 3 Defined seating area
- 4 Defined entrance
- 5 Art / Color
- 6 Interior visibility

Glass Facade (2/2)

Smaller glass facades can be softened by completing the sidewalk experience on both sides, through planters and seating, creating enclosure, and use of repurposed parking spots for additional seating.

PRIORITY SITES

- Peachtree St. storefronts between 4th St. & Peachtree Pl.
- Spring St. storefronts between 8th St. & 10th St.
- 12th St. storefronts between Peachtree Walk & Juniper St.
- West Peachtree St. storefronts between 12th St. & 14th St



- 1 Awning
- 2 Planters
- 3 Street trees
- 4 Heat lamps for multi-seasonal use
- 5 Pavers in supplemental zones
- 6 Warm lighting

POTENTIAL CONCEPT
 Use awnings, ample plantings, and a heated parklet in the flex zone to make a once-bland, glassy edge feel more cozy for lingering or passing through.

Back-of-House

Back-of-house spaces in high visibility areas are most in need of light and elements that add visual interest — features that improve the sense of safety and place, and turn a dead end into a reason to keep walking.

PRIORITY SITES

- Arts Center Way between 15th St. & 17th St.
- 12th St. between Crescent Ave. & Peachtree Walk
- 6th St. between Peachtree St. & West Peachtree St.
- Ponce de Leon Ave. between Peachtree St. & West Peachtree St.



For additional softening tools see section 02 of the Toolkit



- 1 Artistic lighting
- 2 Greenery
- 3 Human scale lighting
- 4 Large-scale art

POTENTIAL CONCEPT
 Make the back entrance a grand entrance at destinations like the High Museum of Art, which currently has an undefined back of house with a pedestrian staircase, abutting the MARTA Arts District station.

Construction Fencing / Sites

Temporary fencing and barriers can become a canvas for public art, or wayfinding that directs people to area businesses impacted by construction.

PRIORITY SITES

- Peachtree St. between 13th St. & 14th St. (Dewberry)
- 14th St. between Peachtree St. & West Peachtree St. (Opus)
- 10th St. between Juniper St. & Piedmont Ave. (Toll Brothers)
- Juniper St. between 11th St. & 12th St. (Middle Street)
- 12th St. between Crescent Ave. & West Peachtree St. (Selig)
- 10th St. between Spring St. & Williams St. (Portman)



Potential

For additional softening tools see section 02 of the Toolkit



Current

SITE IN FOCUS
PEACHTREE ST AT 14TH

- 1 Large-scale graphics with bold colors
- 2 Integrated wayfinding
- 3 Durable materials
- 4 Pedestrian accommodations

POTENTIAL CONCEPT
Make a temporary construction condition a small business wayfinding opportunity, such as this construction edge at Peachtree St and 14th St, nearby bustling Colony Square and around the corner from Crescent Ave venues.

TODAY

Former AT&T Innovation Center



Image Courtesy of Midtown Alliance

POTENTIAL

Former AT&T Innovation Center

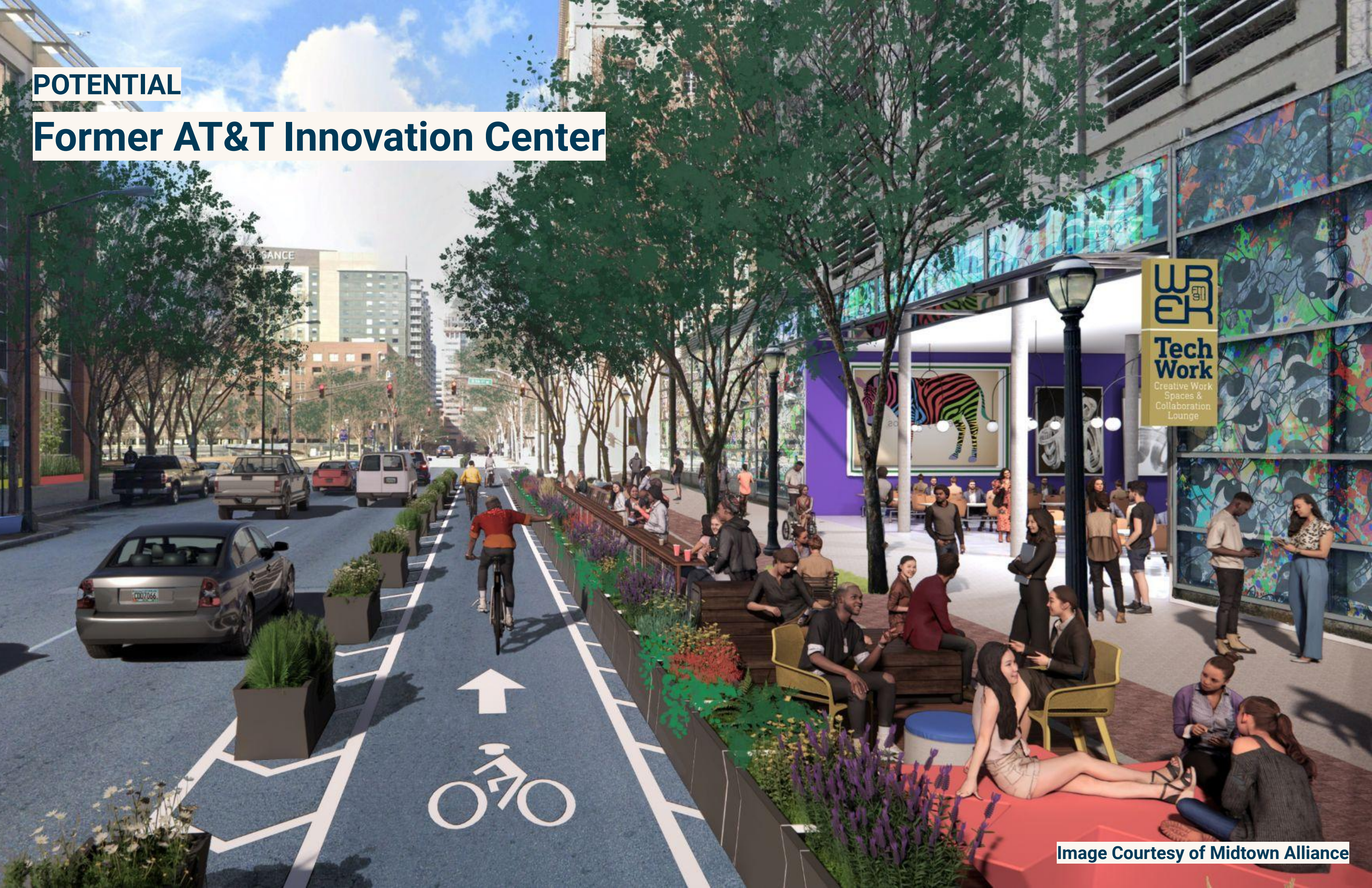


Image Courtesy of Midtown Alliance

Additional
Soft Edge
Inspiration



Greenery + Open-Air Facade



Sculptural Installations



Product Display + Seating



Tilework + Whimsical Florals



Large openings



Public Art



Open-Air Lobby



Living Wall



Bold Colors



Depth & Variety

4

Foster Seamless Mobility

Ensure safe and comfortable walking and multi-modal connections

4 – FOSTER SEAMLESS MOBILITY

THE CHALLENGE

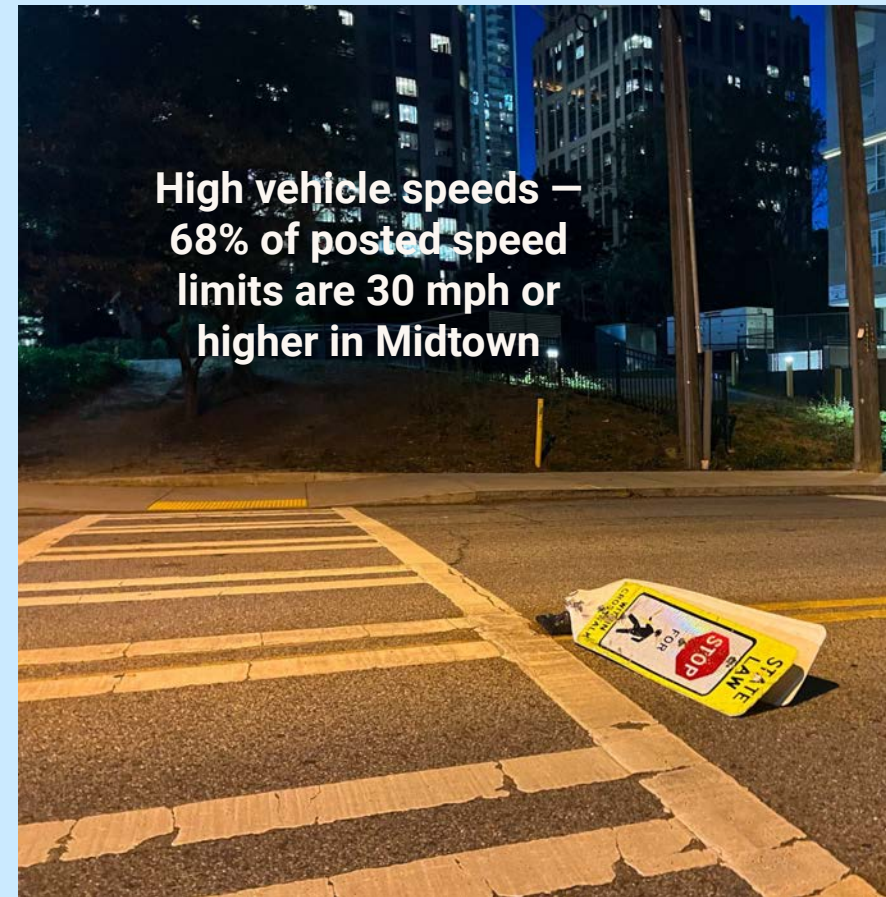
The current design of Midtown's streets put cars first

Many area streets are designed to move vehicles quickly through the district. Despite some progress, **Midtown still has some unsafe crossings and lacks safe bike and scooter facilities.** The result is fewer people walking and biking on the streets and storefront uses and street design that caters to vehicles.

THE OPPORTUNITY

Transform Midtown's streets to put people first

By implementing Midtown's programmed transportation projects and other improvements recommended in this section, Midtown can **entice more people to travel the district by foot or bike.** Greater levels of walking, biking and transit are tied to more economically vibrant areas and stimulate healthy small business activity.

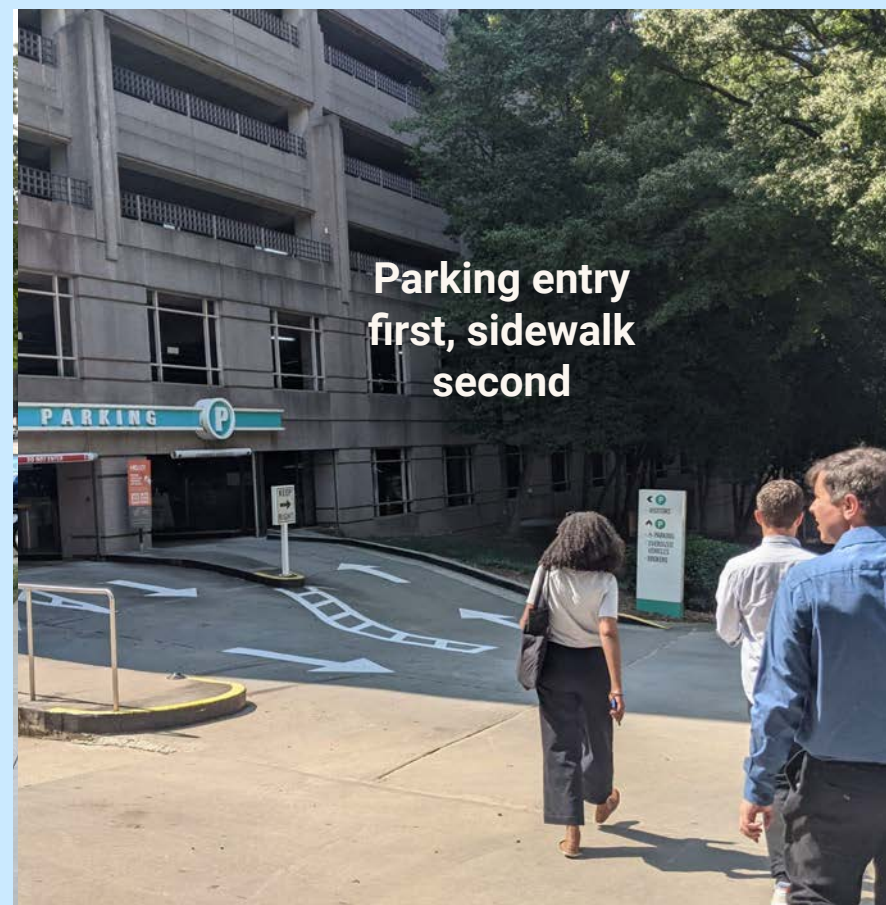


High vehicle speeds — 68% of posted speed limits are 30 mph or higher in Midtown

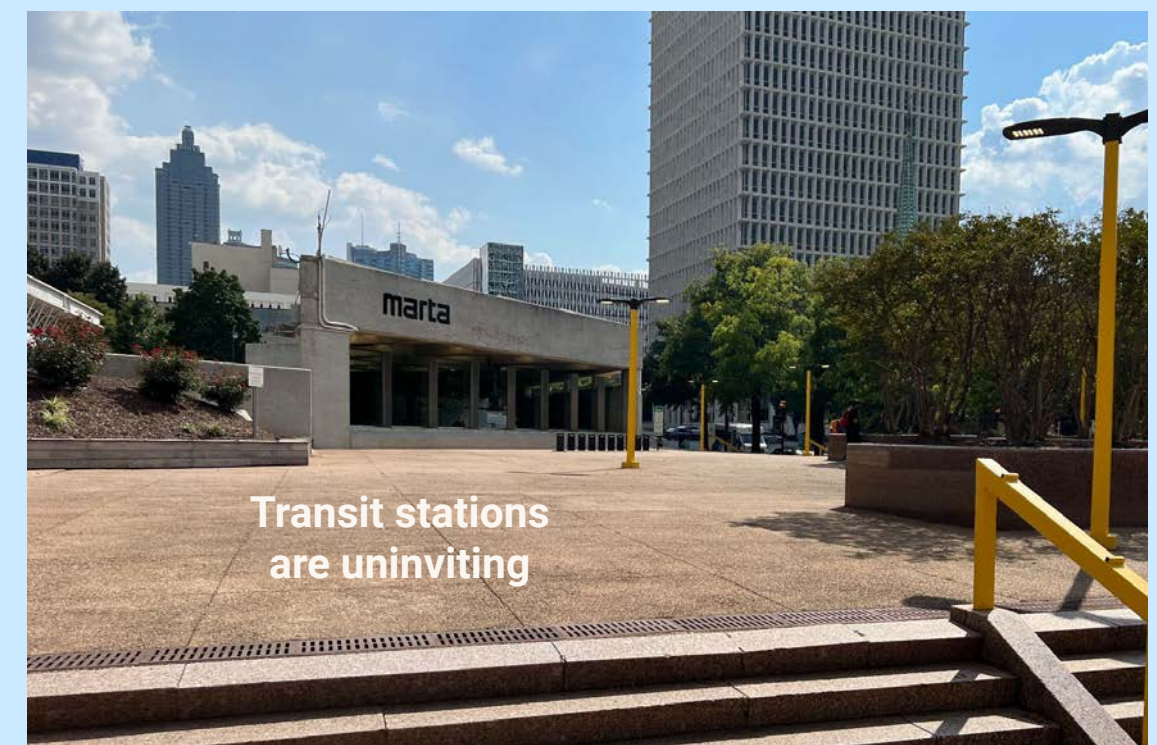


98% of 2022 survey respondents want an improved environment for walking (88% for transit, 83% for biking)

Wide, car-centric streets and intersections



Parking entry first, sidewalk second



Transit stations are uninviting

Guiding Principles

Midtown's streets and sidewalks should offer safe, comfortable, and engaging opportunities to connect within the district and connect more easily to adjacent districts and destinations. At right are some guiding principles for an improved mobility experience.



Prioritize safety and comfort

People on foot and bike should feel safe and comfortable traveling in Midtown. At minimum, this means slower vehicle speeds, safer pedestrian crossings, protected bike lanes, and a healthy tree canopy for shade.

Create a multimodal network

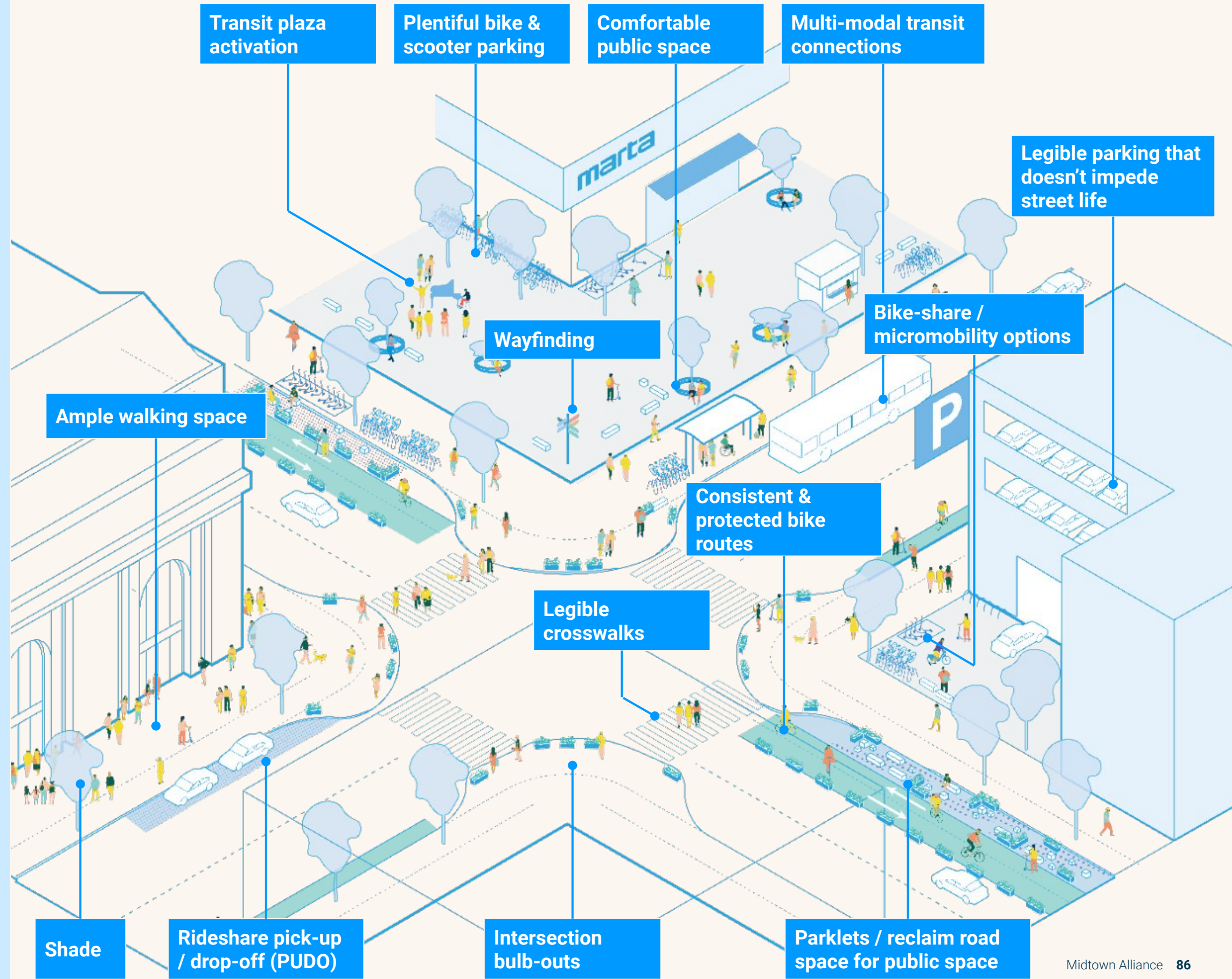
Wide sidewalks, a connected and protected network of bike lanes, and convenient transit options are necessary components of a people-first district.

Make it intuitive to access and navigate

The district should be accessible to all and easy to navigate. Midtown is also in need of more street and sidewalk connections where none exist today, and micromobility facilities that connect to adjacent districts and destinations.

From car-first to people-first

More than many other Atlanta neighborhoods, people-first modes of mobility are a priority in Midtown. A good city for everyday life recognizes that we are all pedestrians. It values the importance of small improvements, but also dares to implement large projects at bigger scale, to improve the quality of walking, biking, micromobility, and transit.

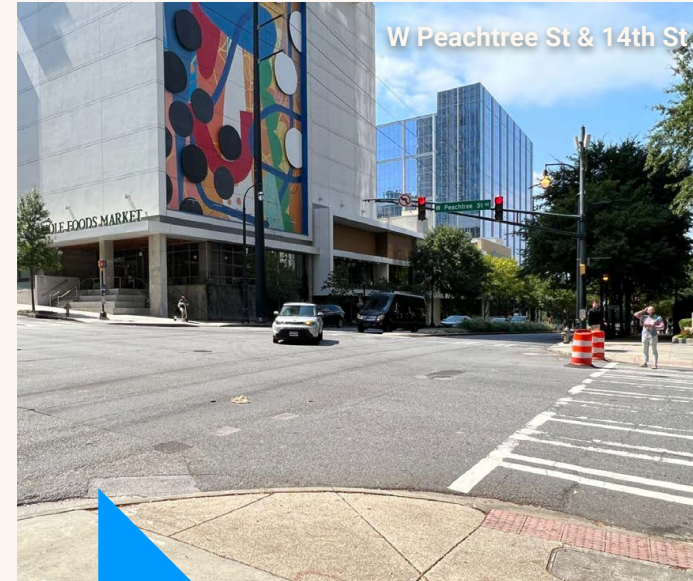


People-First Mobility Opportunities

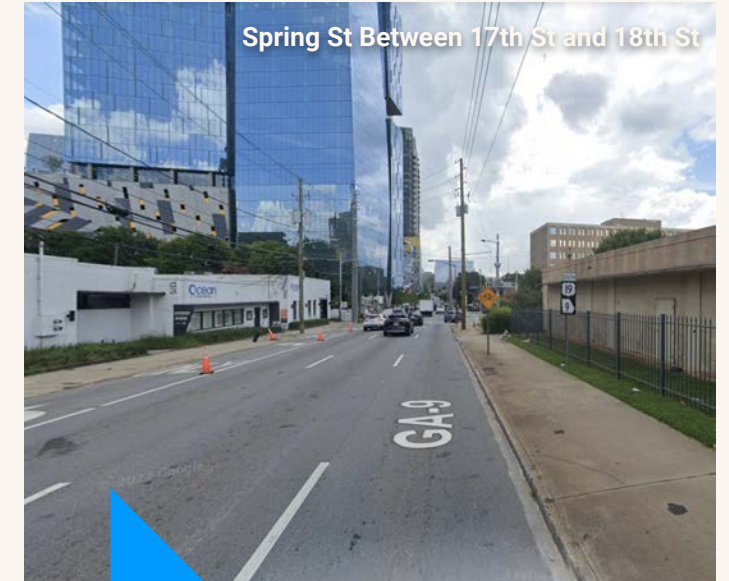
At right are six types of conditions in Midtown that must be addressed to create a people-first district.



Fast & Wide Streets — Implement traffic calming strategies that slow vehicle speeds



Wide Intersections — Narrow street widths with curb extensions to shorten crossing distances



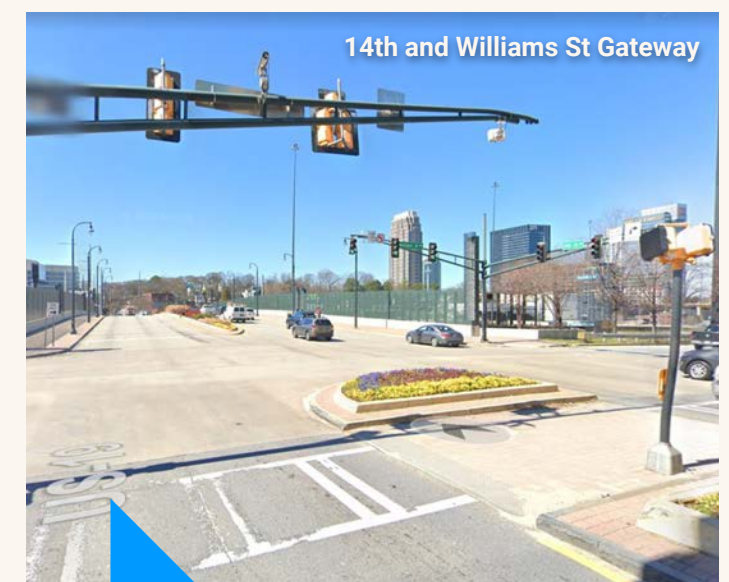
Inadequate Sidewalks and Unsafe Crossings — Widen sidewalks and add traffic/pedestrian signals at long mid-block locations and intersections



Unprotected Bike Lanes — Implement Midtown's bike network plan and strive for facilities that appeal to all ages and abilities.



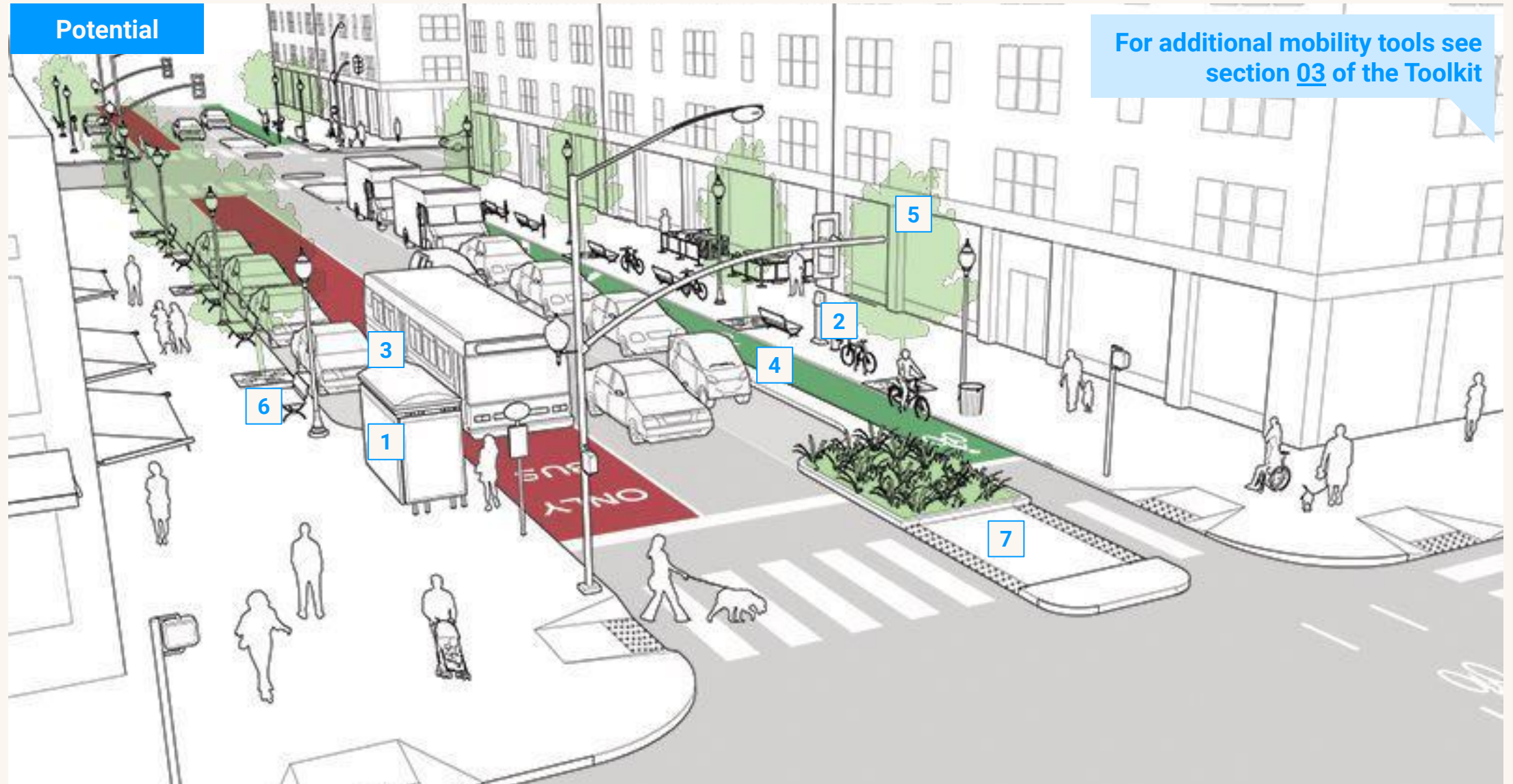
Uninviting Transit Stations / Stops — Partner with MARTA and others to improve the rail station and bus stop experience



Lack of Connections — Improve walking and biking connections to adjacent districts and within Midtown.

Slower Streets

Walking or biking next to fast moving traffic is unsafe and deters the street level activity that we are striving for. Traffic calming strategies should be implemented throughout the district and automated speed enforcement should be explored.



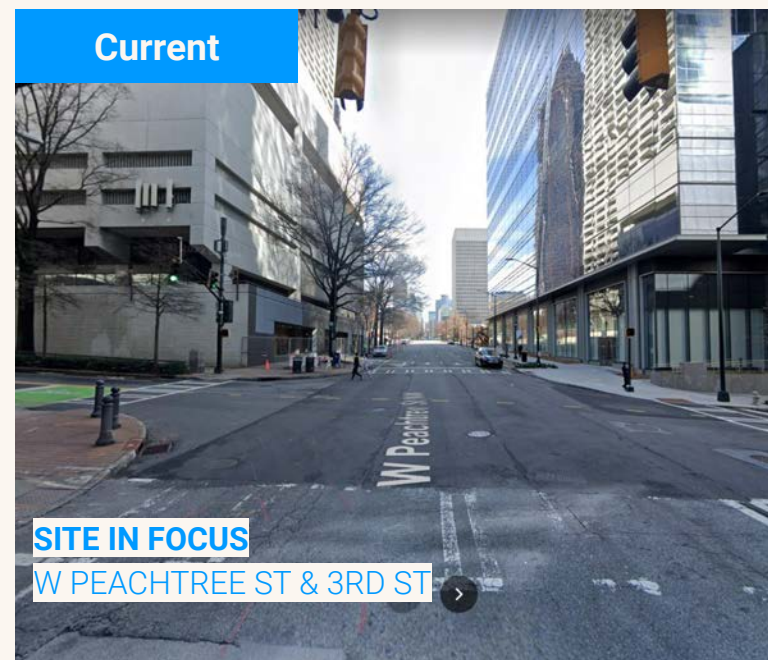
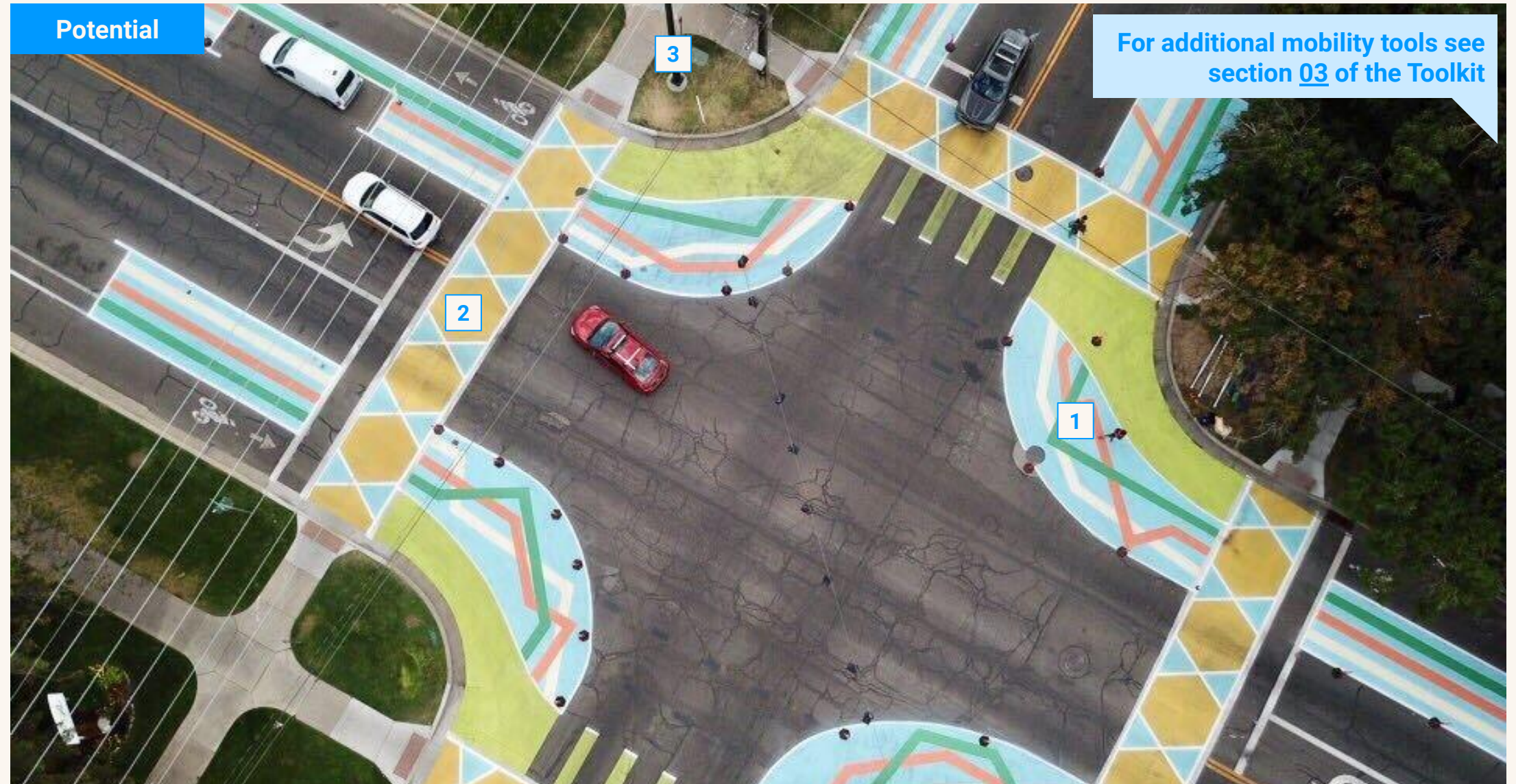
For additional mobility tools see section 03 of the Toolkit



- 1 Pedestrian wayfinding
- 2 Micromobility area (bikes, scooters)
- 3 Train and bus transfers
- 4 Bike lane
- 5 Shading / Greenery
- 6 Benches
- 7 Refuge island

Better Intersections

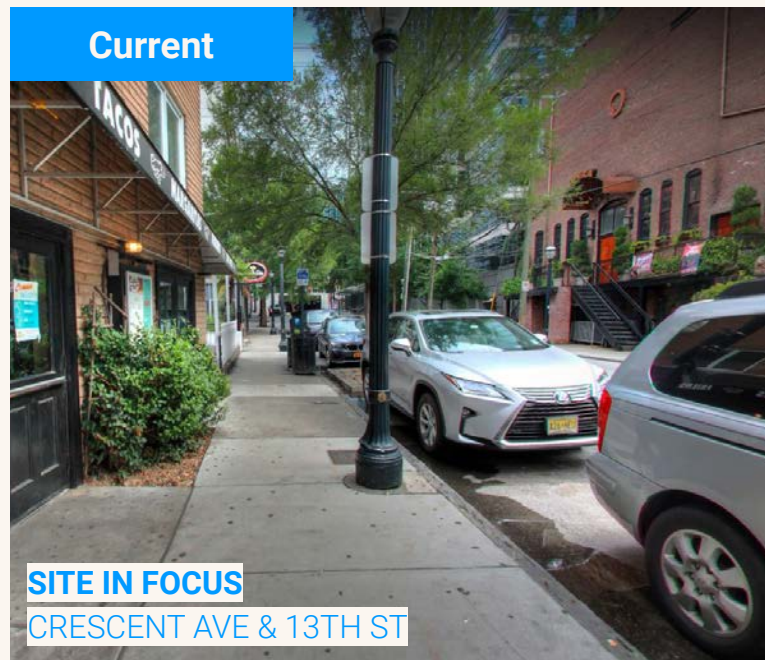
Intersections are where the majority of pedestrian and bike collisions occur. To encourage more walking and biking, we need to make our intersections safer.



- 1 Curb extensions
- 2 Well-marked and inviting crosswalks
- 3 Pedestrian and bike signal priority
- 4 Bike lane

Wide Sidewalks and Safe Crossings

Pedestrian-priority streets should provide generous clear space to walk and comfortable places to linger, whether dining out or having an informal chat with friends and family.



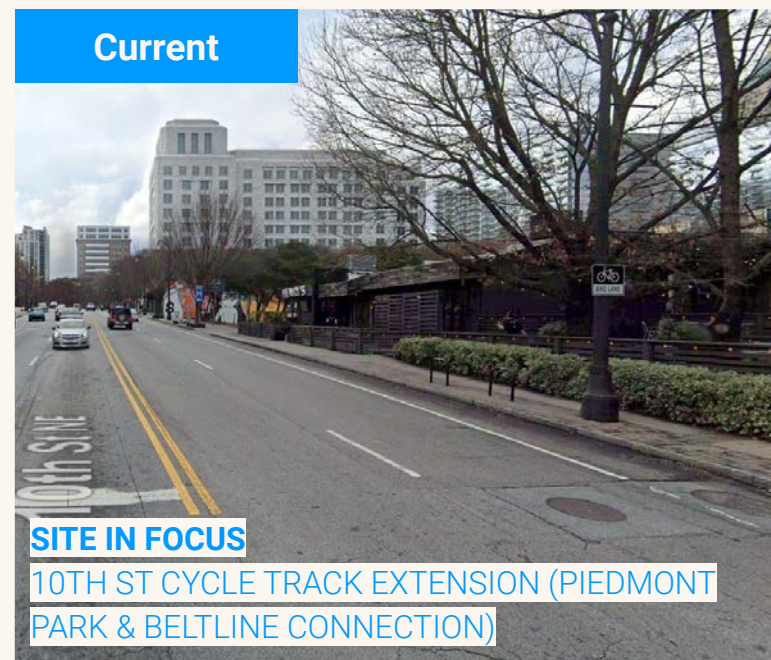
- 1 Generous sidewalk clear zone
- 2 Outdoor dining opportunities
- 3 Places to stop and linger
- 4 Protection from vehicular traffic
- 5 Tree canopy and landscaping

Protected Bike Lanes

Building Midtown’s planned bike network will allow people on bikes and micromobility to safely and easily move within the district.



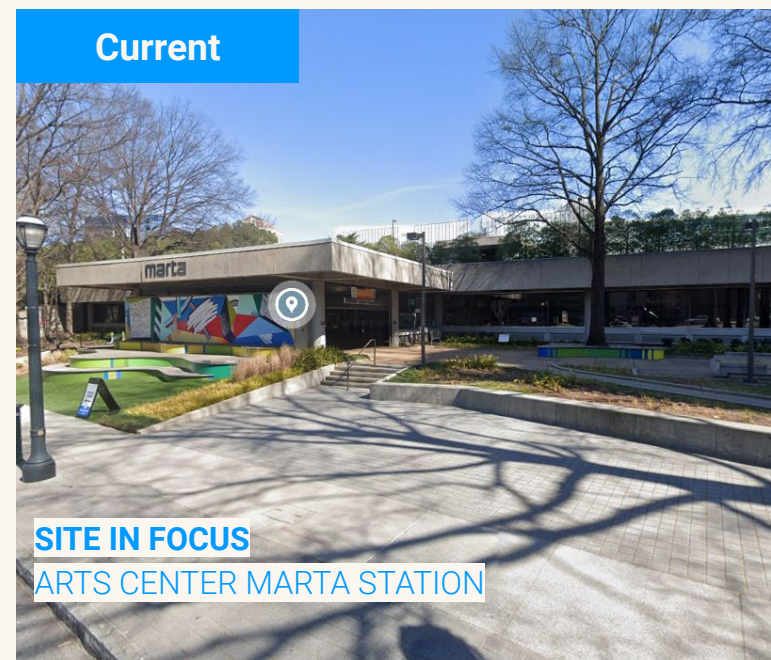
For additional mobility tools see section 03 of the Toolkit



- 1 Bike lane buffered from traffic
- 2 Vegetation and grade separation
- 3 Preferential treatment at intersections
- 4 Bike parking and amenities

Inviting Transit Stations and Stops

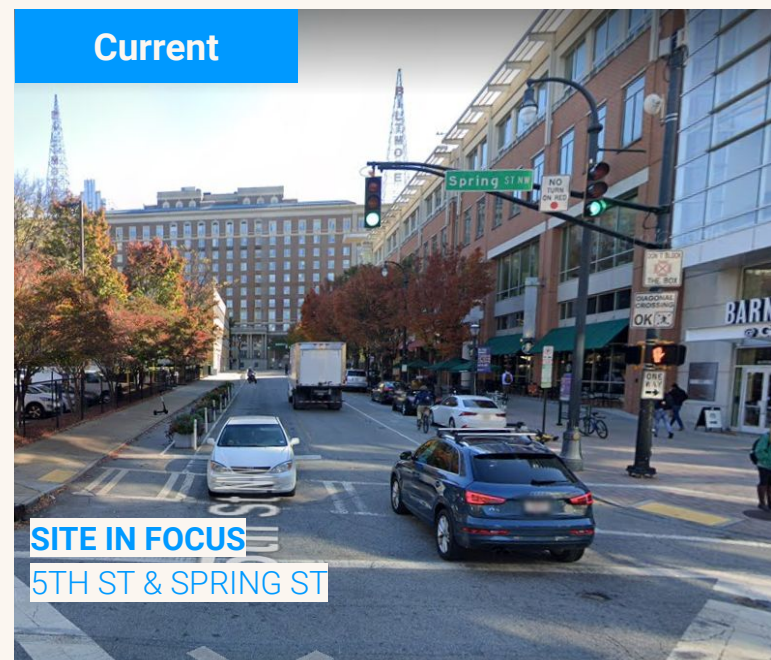
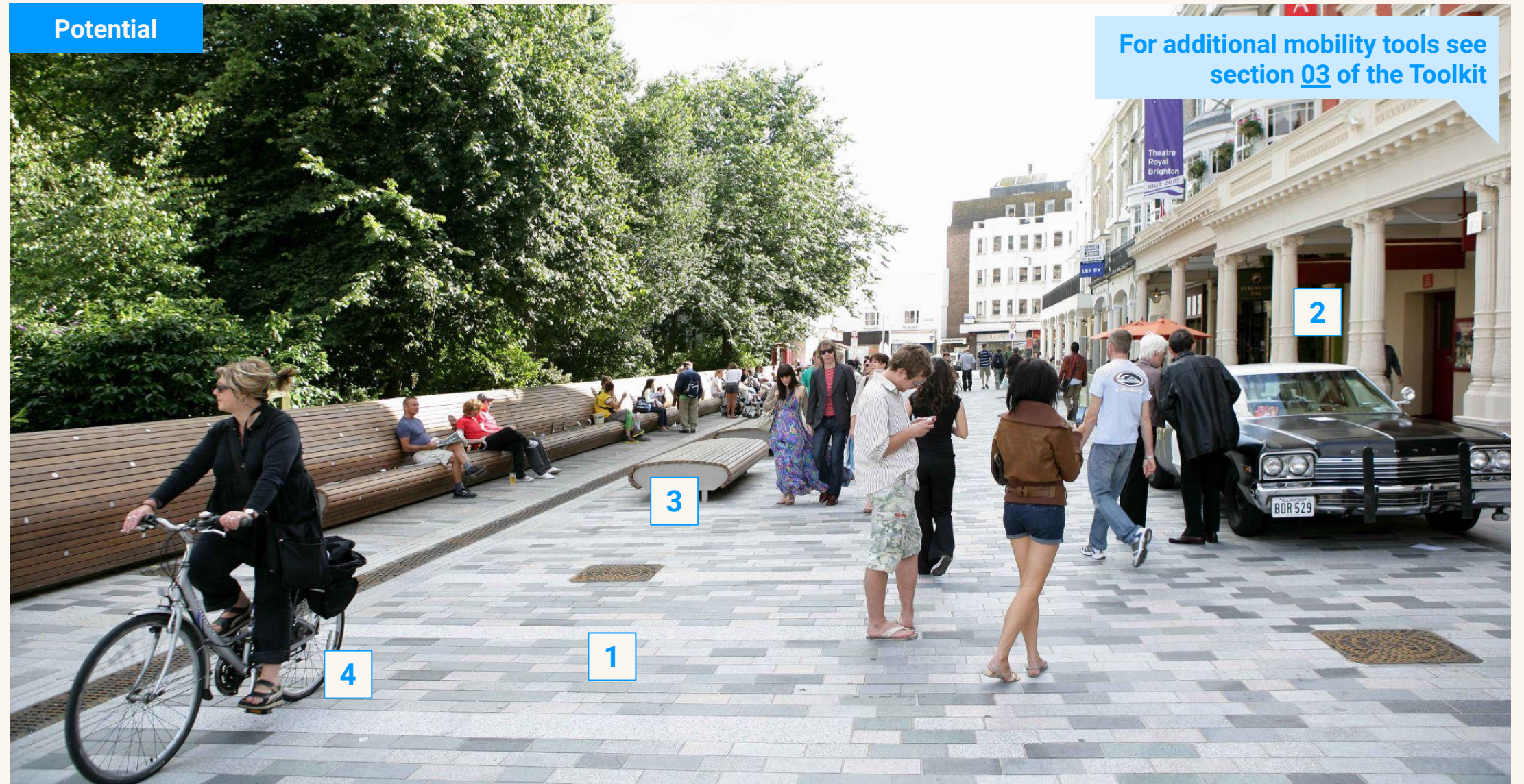
MARTA stations and bus stops are a key gateway to Midtown. To encourage more people to ride, the experience and perception need to improve.



- 1 TOD redevelopment of MARTA stations
- 2 Retail/F&B opportunities
- 3 Bicycle & micromobility connections
- 4 Clean, safe and well-lit
- 5 Bus stop amenities that engage the community

Well-Connected and Accessible

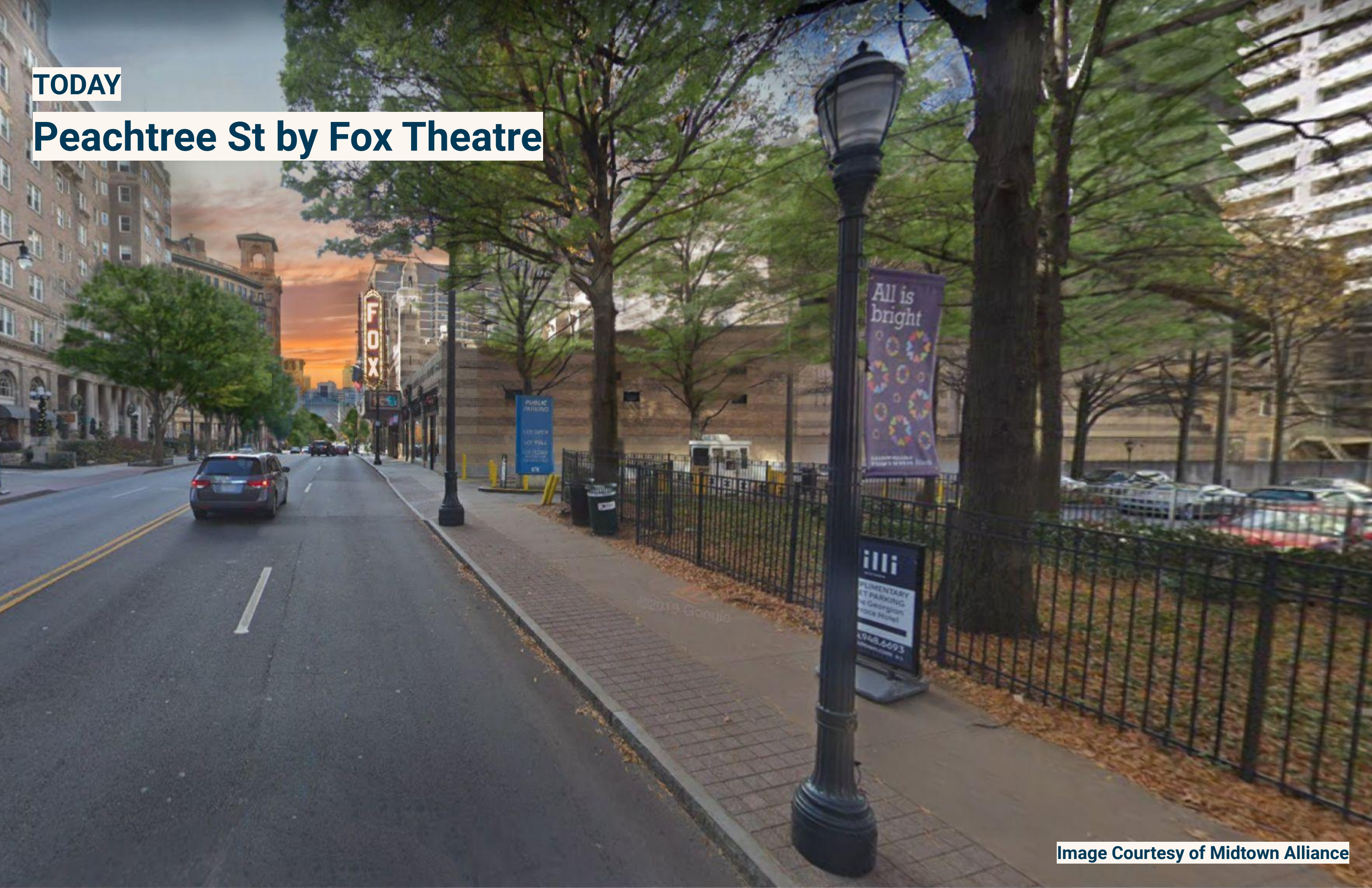
Create more human-scale, walkable, and intuitive paths by expanding Midtown’s street grid, connecting the bike and transit network to adjacent districts, and creating pedestrian-only blocks where appropriate (e.g., as pictured at right).



- 1 Street grid expansion
- 2 Active edges along pedestrian streets
- 3 Universal design principles for public spaces
- 4 Intuitive, safe bike / micromobility connections

TODAY

Peachtree St by Fox Theatre



POTENTIAL

Peachtree St by Fox Theatre



Image Courtesy of Midtown Alliance

**Additional
Mobility
Inspiration**



Play-Along-the-Way Elements



Illuminated Pathways



Bold Surface Graphics



Bike-Friendly Signage



Defining Canopies

Strategies for Public Life in Midtown

1

Activate Public Spaces

Program and activate existing public spaces and create new ones



Make it comfortable to stop and stay

Establish clear, consistent invitations

Know your area's context and needs

2

Enliven Ground Floors

Deploy creative tenancing strategies for the storefronts at building edges



Create a continuous experience on the block

Curate a complete amenity mix

Break away from tenancing as usual

3

Soften Edges

Make building edges feel more human-scale and inviting at eye level



Add transparency so passersby can peek in

Design for depth and articulation

Invite for delight and the unexpected

4

Foster Seamless Mobility

Ensure safe and comfortable walking and multi-modal connections



Prioritize safety and comfort

Create a multimodal network

Make it intuitive to access and navigate

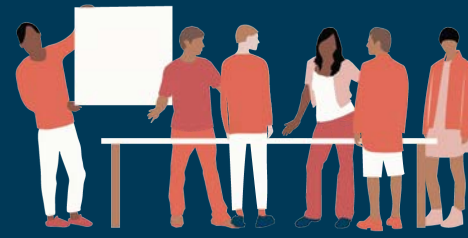


Next Steps

**Bringing these strategies
to life will require all
hands on deck.**

Implementation Guidance

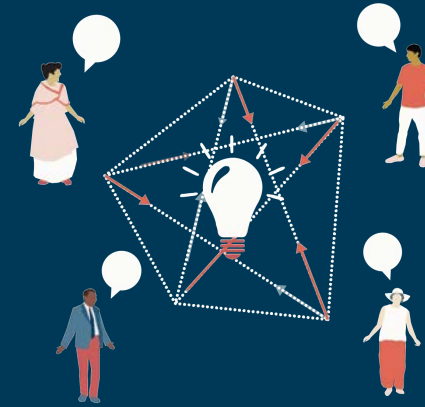
What follows are next steps for Midtown’s public life transformation — now and in the near-term. Together, these action items integrate five guiding principles for implementation.



1

Create subject-area steering committees

Transforming public life is shared work — that means bringing together Midtown actors to coordinate action across disciplines and across property lines in priority areas (e.g., public space programming, retail attraction).



2

Invite creative collaborators to the table

Artists, designers, fabricators, and entrepreneurs can bring a wealth of creative ideas to the table to power the next great Midtown storefront or public space. Give them a canvas and a seat at the table.



3

Make pilot funds readily available

Through Midtown Alliance’s (Ad)venture Capital Fund and other funding models, property owners, small businesses, and creatives can access small infusions of capital to make an idea a reality and prove the concept (and market) for others.



4

Recognize and celebrate excellence

Honoring champions and wins is an incentive system for building momentum — make space to recognize standout interventions through a mix of awards — from ‘Buzziest Event’ to ‘Softest Edge Retrofit.’



5

Measure, test, and refine over time

Set success criteria for public life interventions, collect data and engage the community to see if you’re meeting goals, and adapt accordingly. This makes for long-term investments.

NEXT STEPS

1 Identify the Challenge

First, identify the challenge you want to address. It's important to measure a baseline of existing conditions to assess the challenge and lay the groundwork to evaluate the impact of a project after its completion. A **baseline study** could measure public life, survey opinions from the public, conduct a survey to understand existing physical conditions, or all of the above.

2 Set goals and success criteria

Know why you're doing the pilot. For example — Is your primary goal to increase cycling on a street? Is it to increase perception of safety amongst users at nighttime? Is it to increase the number of families who bring their kids to a park? Once you set your key goals, **determine the criteria that you will use to measure success** (For instance, more bikers observed during commuting hours).

3 Ideate solutions

Gather your team and brainstorm how to meet your project goals. Be generative - think of as many ideas as possible without censoring yourself or judging any of the ideas. Then be critical - judging your ideas based on key criteria like potential to meet goals, budget restraints, and political feasibility. Consider crowdsourcing ideas for public life interventions.

4 Engage stakeholders and identify partners

Every successful pilot needs a strong framework of supporters to be involved throughout the project. Identify your champions and partners who can help you drum up support or implement the project. Also include stakeholders who may be more skeptical. **Engage stakeholders and workshop ideas early on** to strengthen ideas, identify resources, resolve challenges to implementation, achieve consensus, and spread excitement about the project.

5 Finalize your pilot plan

Use stakeholder input to strengthen your pilot idea. Nail down the details, like an implementation and evaluation timeline and a maintenance plan.

6 Source materials and build!

During the implementation process you may run into road bumps. Be flexible - you don't have to be too tied to your initial design or materials choices, but you should **stay rooted in the goals of the projects** and make sure that any 'Plan B's' are still oriented towards achieving them.

7 Launch your pilot!

Make sure that people know about your pilot, including its purpose and projected timeline. Get the word out using advertisements in the public realm, at the construction site, on local news sources, through social media, etc. Holding an opening event is a great way to kick start interest in the pilot and begin to change perceptions about how the space can be used.

8 Evaluate success

Pilots are an excellent tool to test solutions, de-risk big ideas, and generate excitement about public realm projects. Successful pilots are often extended past their intended timeline due to popularity and user demand. However, pilots are meant to be temporary, and overextending low-cost materials can result in a space that looks run down. **If a pilot project is successful, take steps to upgrade the project** with more permanent materials and polished finishes.

9 Refine (if needed)

If the evaluation process generates insights on how the pilot could be changed to better achieve its goals, **don't hesitate to make changes and measure again.** Use the pilot as a learning tool that brings you closer and closer to meeting the initial challenge.

10 Plan for permanence

Measure success indicators to assess if the pilot is reaching its goals. Wait a few weeks to conduct post-implementation measurements or surveys to control for novelty bias (the tendency of an intervention to generate more excitement when it is new). Compare post-pilot measurements to baselines to understand how the pilot affected behavior and user perception. Observe how people use the pilot to gain insights on what aspects work well and what aspects could be improved.

How to Pilot

TIPS FOR LANDING PUBLIC LIFE INTERVENTIONS IN MIDTOWN



NEXT STEPS

1 — Activate Public Spaces

CORE STAKEHOLDERS

- Private property owners
- Arts/Education/Cultural Institutions
- Atlanta Department of Transportation
- MARTA
- Non-profits
- Residents
- Artists
- Small businesses
- Employee experience staff at large companies with local offices



Seize the moment! Breathe new life into Midtown's public spaces in summer 2023!

NOW Immediately



NEXT 1-2 years



- 1. Create a district-wide working group for public space activation** whose purpose is to:
 - ◆ Coordinate event calendars
 - ◆ Lead coordinated marketing
 - ◆ Share best practices
 - ◆ Select (Ad)venture Capital Fund public space activation grants and/or recognition program awardees
 - ◆ Prioritize activation partners
 - ◆ Note: Consider subgroups for different character areas or public space types.
- 2. Create incentives for property owners and businesses** to activate public space, e.g.,
 - ◆ (Ad)venture Capital Fund grants
 - ◆ Public space activation recognition / awards program
 - ◆ Direct outreach to priority activation partners to cultivate high-quality grant or other competition submissions
- 3. Define success criteria** and collect **baseline data** (e.g., number of people moving / staying at select locations)
- 4. Launch first round of public space activations** across the district by Fall 2023
- 5. Establish regular cadence of temporary street closures** to cars — from big streets like Peachtree St. to smaller streets like Crescent Ave., 5th St., and 11th St.
- 6. Create a consolidated “rolodex” for reliable programming and activation vendors**

- 1. Observe and measure impact** of pilots according to key success criteria and metrics (e.g., number of people moving / staying at select locations)
- 2. Assess impact of (Ad)venture Capital Fund** and other incentive programs and adapt the program for maximum impact
- 3. Explore district-wide, coordinated activation resources** — (e.g., staffing a district-wide activation manager charged with curation and coordination for property owners that lack activation know-how)
- 4. Explore key regulatory requirements** that need to change to make public life improvements possible, e.g.,
 - ◆ Allow A-frame signage in the supplemental zone
 - ◆ Allow dining in the street furniture zone
 - ◆ Allow open containers for temporary events (e.g., opening Crescent Ave. to pedestrians)
 - ◆ Allow public spaces to be activated by Midtown Alliance by right
- 5. Align stakeholders around selection criteria for acquiring new public spaces, then acquire spaces and develop a schedule for delivery.**

2 — Enliven Ground Floors

CORE STAKEHOLDERS

- Property owners
- Leasing brokers
- Prospective tenants (e.g., small businesses, restaurants, retailers, artists, non-profits.)
- Architects, designers, artists, fabricators for support in updating façades and floor plates for tenants (both temporary and permanent)



NOW Immediately



NEXT Next 1-2 years



1. **Continue existing retail working group** of Midtown retail experts and stakeholders to develop and implement a vision for retail throughout the district.
2. **Put together groups of retail owners aligned to retail focus areas in Midtown.** Starting with areas of critical mass, these working groups should aim to:
 - ◆ **Understand each owner's retail goals, challenges and questions**
 - ◆ **Develop a retail strategy for their designated area** in terms of optimal mix of types of retail, and a retail tenant attraction strategy leveraging neighboring attractions and 'heat.'
 - ◆ **Engage urban retail experts with owner and tenant expertise** to identify the local customer base of each area and their needs, understand how current retail is performing, identify retail uses that may be missing that could be successful and identify target tenants and lease terms that will likely attract these tenants.
 - ◆ **Work with new development projects to ensure they understand the area's retail strategy** and how to complement and strengthen this strategy through retail spaces and ground-floor tenancing.
3. Create **incentives for property owners and businesses** to activate vacant storefronts, e.g.,
 - ◆ (Ad)venture Capital Fund grants
 - ◆ Temporary artist / civic / creative residencies within vacant storefronts
 - ◆ Create compelling ROI arguments that change the attitude/culture towards retail of leasing brokers in the district
4. **Define success criteria** and collect baseline data (e.g., tenant satisfaction, nearby foot traffic, retail sales and ROI)

1. **Observe and measure impact** of pilots according to key success criteria and metrics
2. Implement market analysis and merchandising plan through **targeted outreach to and recruitment of prospective tenants and aligned retail brokers**
3. Require restaurants in priority activity centers to offer **outdoor dining at street level**
 - ◆ Note: Not all restaurants may need to integrate outdoor dining options
4. Work with **Development Review Committee (DRC) to incentivize developers to build in active, flexible ground floors** into their design and tenancing strategy
5. **Pilot a multi-tenant storefront tenancy** in or near a priority activity center within a large, vacant floorplate
6. Create or utilize an existing **incubation program** that mentors small retailers from across Atlanta, and helps them set up shop in Midtown

3 — Soften Edges



CORE STAKEHOLDERS

- Property owners/landlords
- Current and prospective tenants (e.g., artists, non-profits, small businesses)
- Artists, designers, and fabricators for support in updating storefronts (temporarily or permanently) as needed

- 1. Create a diverse collective of top local design professional in the role of technical assistance** — with an emphasis on local, minority and women-owned studios — to serve as technical assistance providers for soft-edge retrofit projects and ground floor project architects for new-build architecture.
 - ◆ Focus on priority spaces that rated poorly in the façade quality evaluation as noted on pg 67
 - ◆ Leverage Public Life Action Plan as a resource and set of guidelines for property owners and their architect/design partners to execute soft edge design
- 2. Assemble individual property owners** to apply strategies that enhance storefront character and fill gaps in street level quality.
 - ◆ Focus on priority spaces that rated poorly in the façade quality evaluation as noted on pg 67
 - ◆ Leverage Public Life Action Plan as a resource and set of guidelines for property owners and their architect/design partners to execute soft edge design
- 3. Create incentives for property owners and businesses** to soften edges, e.g.,
 - ◆ Offer technical assistance and contracted design services to priority partners to develop solutions that enhance storefront character
 - ◆ Develop soft edge recognition / awards program across subcategories (e.g., 'Most Whimsical,' 'Best Use of Greenery,' 'Inventive Signage,' 'Best Retrofit')
 - ◆ Create inventory of outdoor furniture available on loan to street level tenants to test ideas and prove concepts
- 4. Define success criteria and collect baseline data** (e.g., adjacent foot traffic, low cost, presence of seating /shade, durability of materials, and ROI)

- 1. Observe and measure impact** of pilots according to key success criteria and metrics
- 2. Update the Midtown owner's manual with soft edge guidelines** (see [Appendix IV](#)) with lessons learned grounded in data and experiences from the prototyping phase
- 3. Create a consolidated "rolodex" for effective and reliable resources and vendors** for the types of small items that could be applied (e.g., planters, furniture, bike racks) in the supplemental zone

4 —

Foster Seamless Mobility

CORE STAKEHOLDERS

- Atlanta Department of Transportation
- Georgia Department of Transportation
- MARTA
- Transportation advocacy organizations
- Impacted tenants / property owners near priority sites



NOW Immediately

1. Implement **existing Midtown plans**, e.g., bike lane extensions, traffic calming, pedestrian-priority projects
 - ◆ Continue to **advance shovel-ready transportation projects** into construction
2. Add more **amenities and high-quality parking areas for cyclists** to draw them out (e.g., pilot in-street bike and scooter corrals)
3. Develop a **multi-modal mobility steering committee** for improving mobility experience in Midtown. Committee's purpose is to explore priority mobility projects, e.g.:
 - ◆ Develop a **vision for the future of Peachtree St.** and use regular closure to cars as a tool for envisioning its future
 - ◆ Explore the **feasibility of creating shared street** or pedestrian-only zones
4. **Define success criteria** and collect **baseline data** (e.g., number of people moving, diversity in age / gender across modes)



NEXT Next 1-2 years



1. **Observe and measure impact** of pilots according to key success criteria and metrics
 - ◆ **Leverage data from pilot projects to advocate for long-term mobility improvements** in priority locations (e.g., permanent bike lane, lane closures on Peachtree St., etc.)
2. Advance **existing transportation projects through design phase**
3. **Deploy MARTA station renovations** that explore transit-oriented development, food and beverage offerings, and other placemaking
4. Obtain **consensus for Peachtree St. vision and begin planning/design phase**
5. Explore **new vision for streets beyond Peachtree St.** (e.g., Crescent Ave., 5th St. by Georgia Tech)
6. **Collaborate with City** and other stakeholders on priority mobility issues, e.g.,
 - ◆ **Establish automated speed and curb enforcement program**
 - ◆ Encourage the **City to pursue ownership of the State right-of-ways in Midtown** so that those corridors can become more pedestrian friendly

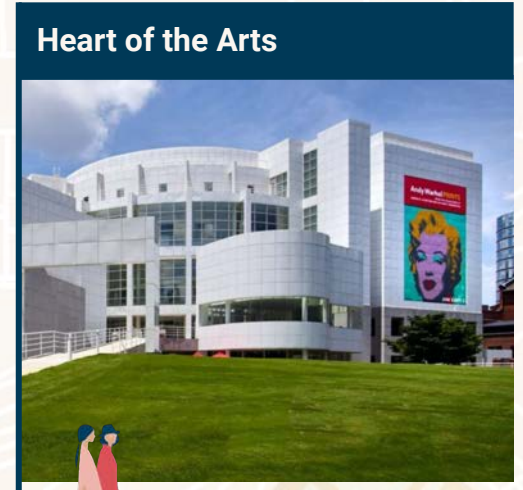
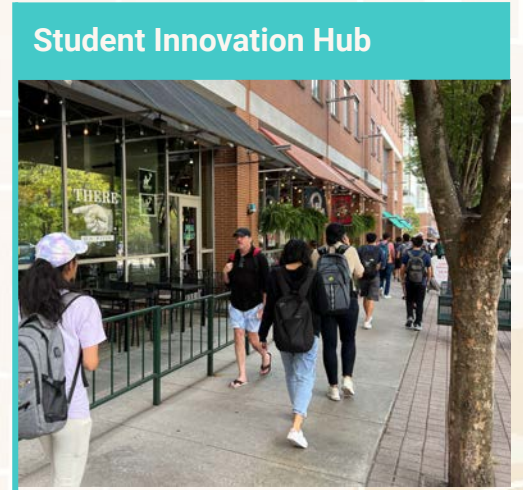
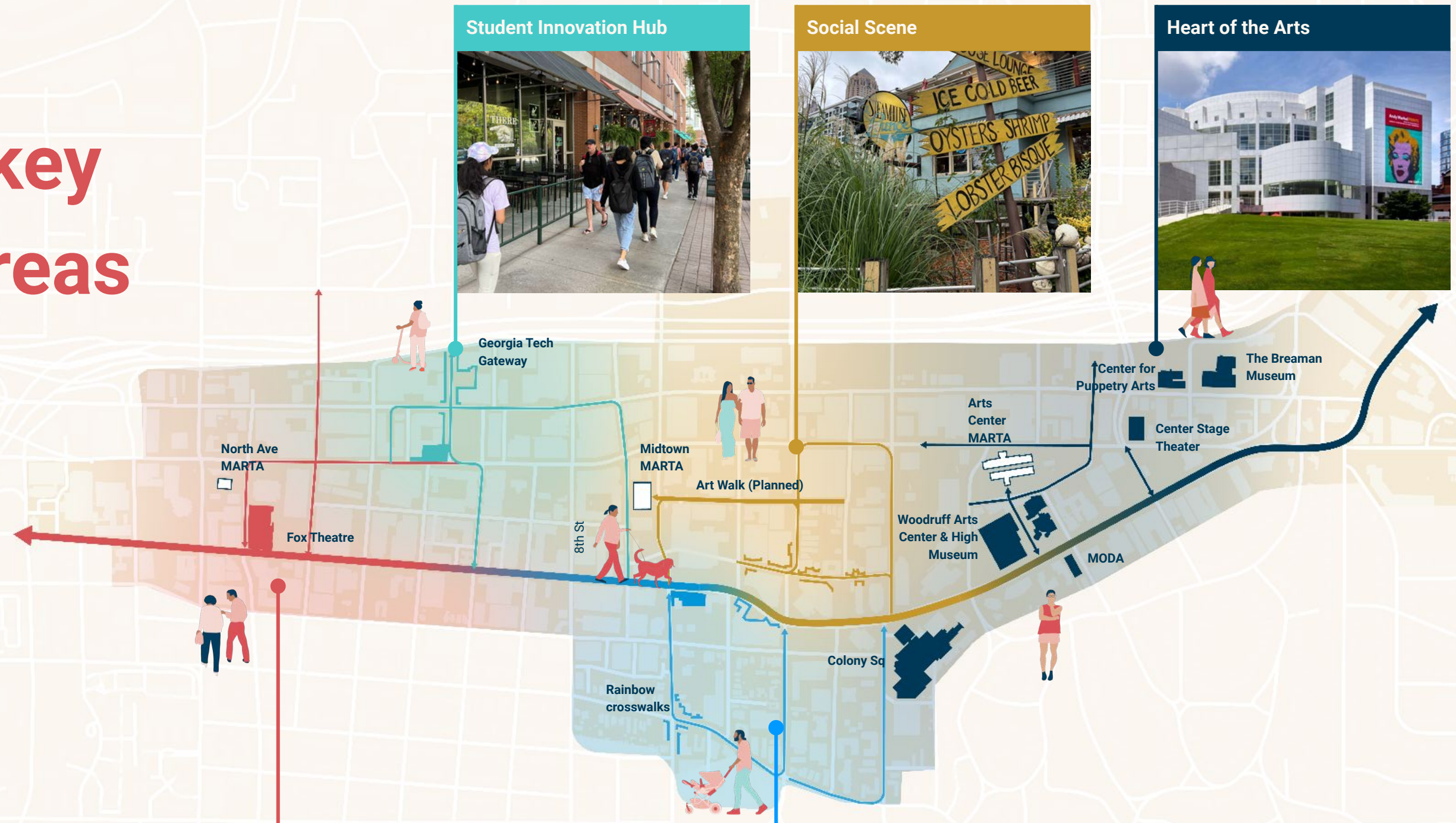


Appendix

Character Areas

Embracing key character areas

The strategies that follow also reflect the diversity of the district. Midtown is a large district composed of smaller character areas, each with their own assets and cultural definition. Peachtree is a signature civic thoroughfare in Atlanta and takes on the quality of these character areas as it makes its way through the district.





Heart of the Arts

A place to experience Midtown’s arts and culture — out in the public realm.

The Challenge Large institutions disconnected from each other, and large gaps in a quality walking experience.

The Opportunity Make arts and culture a centerpiece of the area through interactive outdoor public art, art markets, design-driven retail, and edible treats fit for a special day spent wandering through Midtown.



KEY AUDIENCES TO REACH

- Art lovers of all ages
- Local tourists
- Families

KEY PARTNERS TO ENGAGE

- Woodruff Arts Center
- Midtown Union
- MARTA
- SCAD Campus
- Center for Puppetry Arts
- Bremen Museum
- MODA
- Colony Square

KEY SPACES TO ACTIVATE

- High Museum front lawn and back entrance
- Midtown Union POPS
- MARTA Arts District station plaza and back lawn
- Arts District Plaza at 15th St
- Dewberry Lot at 17th St
- Colony Square

KEY AMENITIES TO ATTRACT

- Design and art-driven retail
- Galleries
- Art / design school facilities
- Artist workspaces



Social Scene

A place to browse public art, eat out for a buzzy dinner, and continue the fun for a nightcap or two.

The Challenge A wonderful collection of unique experiences waiting to be discovered.

The Opportunity Establish an intuitive loop to gallivant around Midtown by day and night, by encouraging local businesses to engage with the public realm, and amplifying a leisure-based amenity mix.



KEY AUDIENCES TO REACH

- Local business owners
- Young professional residents
- Commuters
- Hotel guests along 14th St

KEY PARTNERS TO ENGAGE

- Local businesses along Crescent St and surrounds
- Local artists — for parking garage redesign and streetscape activation
- Companies with area offices
- Colony Square

KEY SPACES TO ACTIVATE

- F&B / Nightlife and historic buildings along Crescent St
- Art Walk (planned)
- Would-be pocket parks at 12th St & Art Walk
- Discovery Path from Crescent St to Peachtree St
- Blank parking garage facades

KEY AMENITIES TO ATTRACT

- Restaurants & bars
- Live entertainment venues
- Karaoke bars
- Taprooms for local breweries
- Experience-driven hangouts (e.g., bowling alleys, axe throwing)

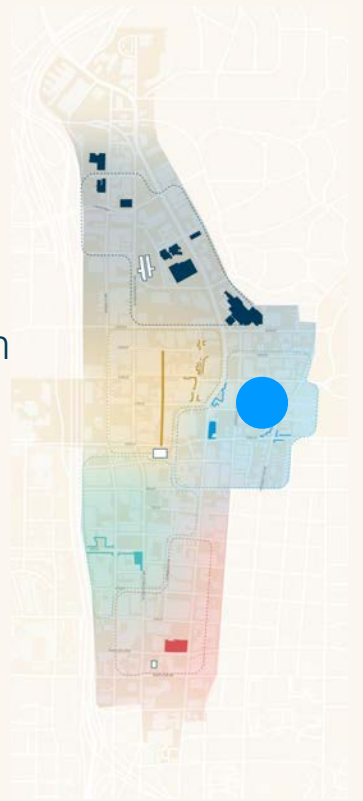


Neighbor Zone

A place to wander close to home – to the dog park, to the coffee shop, or to your local watering hole.

The Challenge A residential neighborhood without enough amenities.

The Opportunity Make the homey core of Midtown a complete neighborhood by doubling down on neighborhood-serving retail / food and beverage, neighbor-led block parties, and simple, everyday comforts.



KEY AUDIENCES TO REACH

- Local residents
- Local small business owners

KEY PARTNERS TO ENGAGE

- Well-positioned area businesses (e.g., Blake’s at 10th & Piedmont St)
- Piedmont Park Conservancy
- Neighborhood association(s)
- Property owners, for tenanting with neighborhood amenities

KEY SPACES TO ACTIVATE

- 10th and Piedmont Ave
- 10th Street Park
- Commercial Row Commons
- 12th St and 14th St Piedmont Park gateways / neighborhood streets
- Vacant lot at 12th & Peachtree St

KEY AMENITIES TO ATTRACT

- Personal services (hair care, etc..)
- Fitness center / Gym
- Pharmacy
- Hardware store
- Dry cleaner
- Childcare & petcare
- Corner cafe
- Co-working space
- Bodega / Convenience store
- Neighborhood market



Student Innovation Hub

A place to get together with friends, get a taste of urban living, and get out of the Georgia Tech bubble.

The Challenge Robust public life doesn't spill over to activate Peachtree St. or other areas of Midtown

The Opportunity Create a strong gateway to ease the transition from campus to city, through student-friendly retail / F&B (e.g., a cozy student-friendly cafe) and activation to get a taste of urban living (e.g., outdoor concerts).



KEY AUDIENCES TO REACH

- Students visiting from campus
- Off-campus student residents
- Georgia Tech faculty and staff

KEY PARTNERS TO ENGAGE

- Georgia Tech
- POPS operators (e.g., Spring & 8th St)
- Well-positioned area businesses (e.g., along Spring St to encourage entry into the district)
- Companies with area offices

KEY SPACES TO ACTIVATE

- 5th St Bridge/ Commercial Area
- Tech Square and Scheller College of Business POPS
- POPS on Spring & 8th St
- CODA Alley POPS
- Vacant Lot at 5th and Spring St
- Spring St & W Peachtree St commercial clusters

KEY AMENITIES TO ATTRACT

- Quick grab & go F&B
- Lecture spaces / auditoriums
- Cafes
- Bookstore / library
- Co-working spaces
- Bodega / convenience store
- Exhibition space
- Bike repair shop



Fox Cultural Center

A place to enjoy the latest in live performance — at a storied venue or out on the street.

The Challenge Showgoers don't come early and they don't stay late. The cultural force that is the Fox doesn't spill over into the District.

The Opportunity Make heading into the city a thrill, through delightful walks that highlight local historic architecture, activation that invites showgoers to have a quick drink before, and a full night out after the show.



KEY AUDIENCES TO REACH

- Showgoers
- Office workers
- Emory Hospital patients and families

KEY PARTNERS TO ENGAGE

- The Fox Theatre
- MARTA
- POPS operators
- Well-positioned area businesses (e.g., Georgian Terrace Hotel)
- Performing arts community
- Local architecture buffs

KEY SPACES TO ACTIVATE

- The Fox Theatre
- Historic architecture in the area
- MARTA North Ave Station
- The Ponce Triangle
- Local POPS (at W Peachtree St & Ponce de Leon, and at North Ave & Peachtree St)
- 3rd St between Peachtree St and MARTA Station secondary entrance
- Proton Center façade

KEY AMENITIES TO ATTRACT

- Restaurants & bars
- Art galleries
- Boutique retailers
- Smaller-scale performance spaces (e.g., black box theatres)
- Music / arts-driven retail (e.g., record stores-cum-cafes with open mic nights)



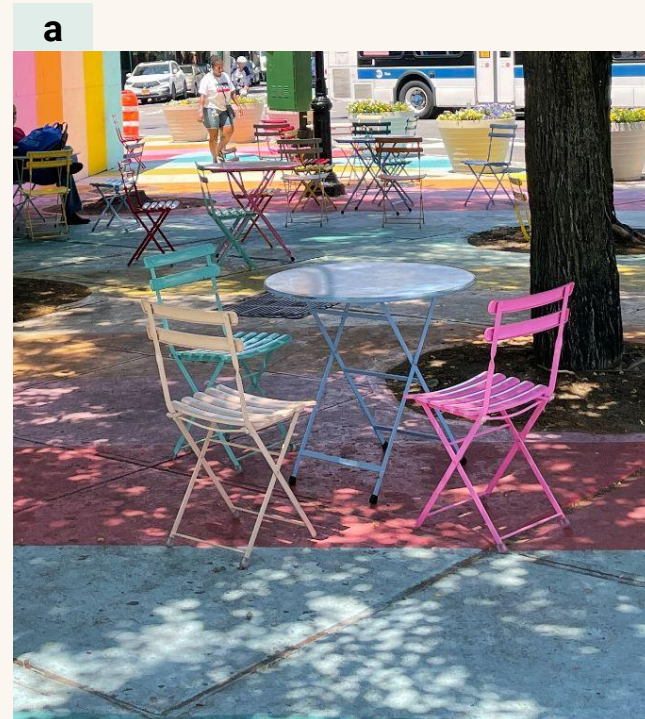
Appendix

Public Life Toolkit

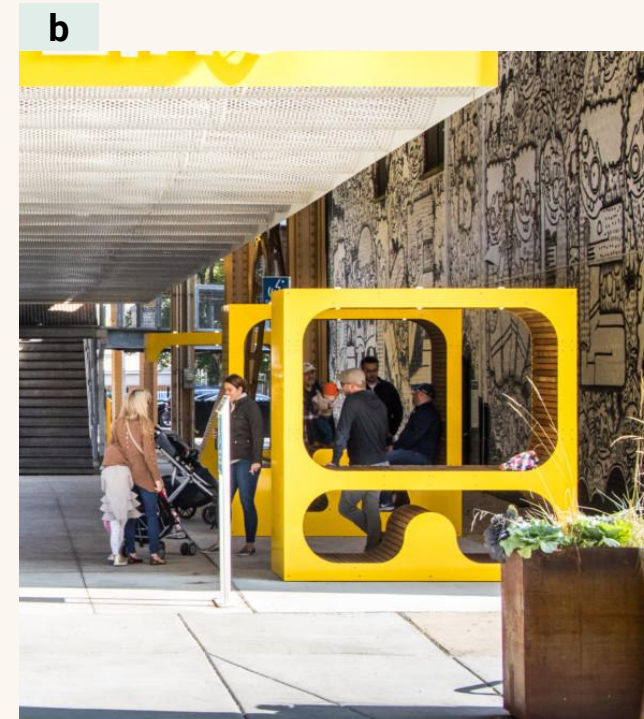
01 Activate Public Spaces

Movable Seating

a Bistro chairs & tables



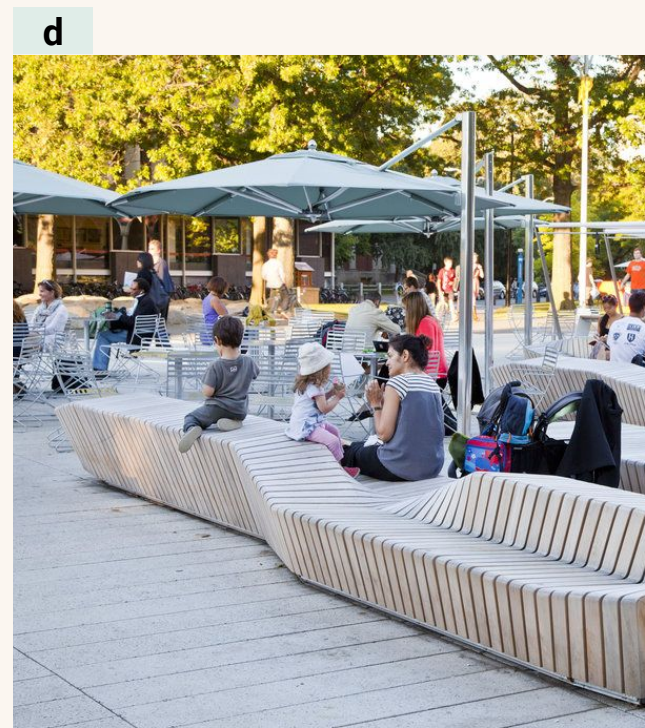
b Playful & colorful modular seats



c Picnic tables



d Linear benches



e Bean bags



f Loungers



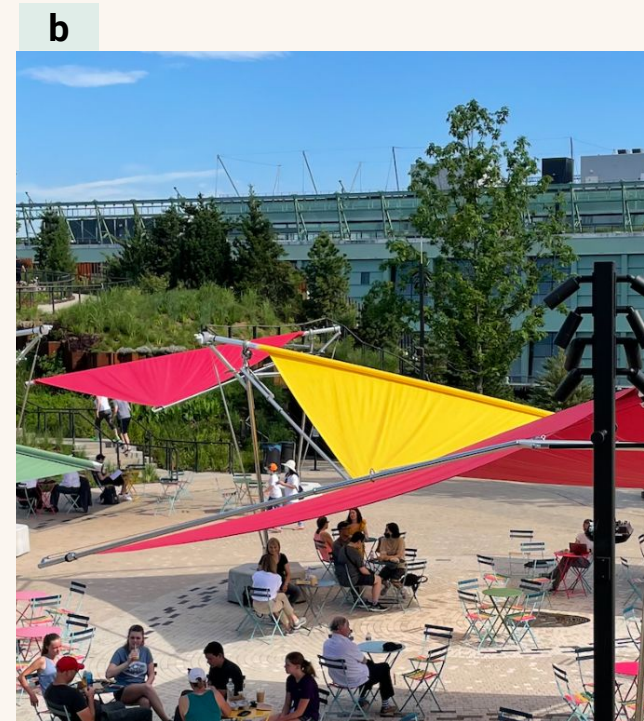
01 Activate Public Spaces

Shading & Comfort Tools

a Movable umbrella



b Sail shade



c Overhead art canopy



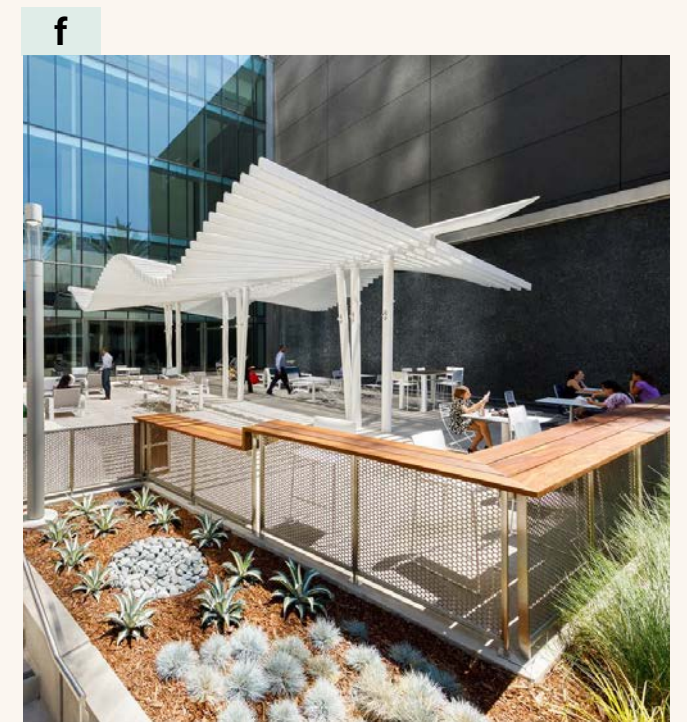
d String light



e Small tree



f Permanent small canopy



01 Activate Public Spaces

Convenience

a Portable coffee cart



b Food truck



c Semi-permanent F&B kiosk



d Experiential mobile retail pop-up



e Working stations



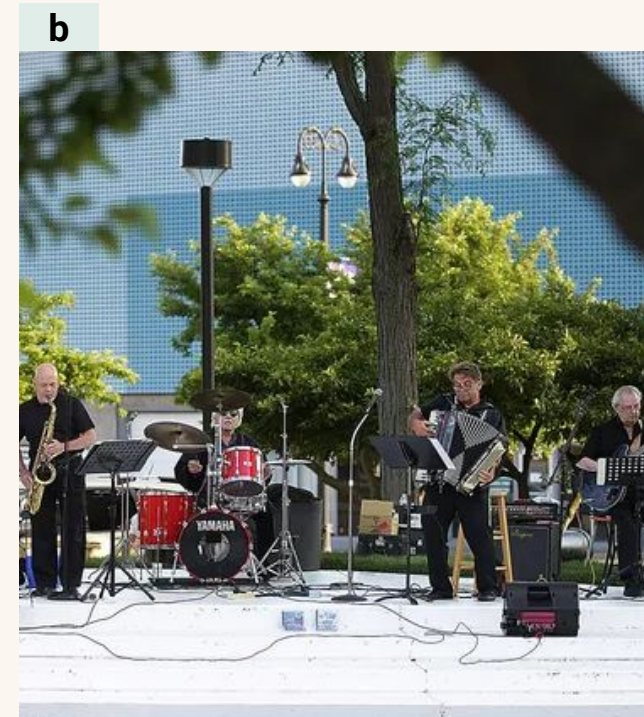
01 Activate Public Spaces

Public Programming (1 of 2)

a Movie screening



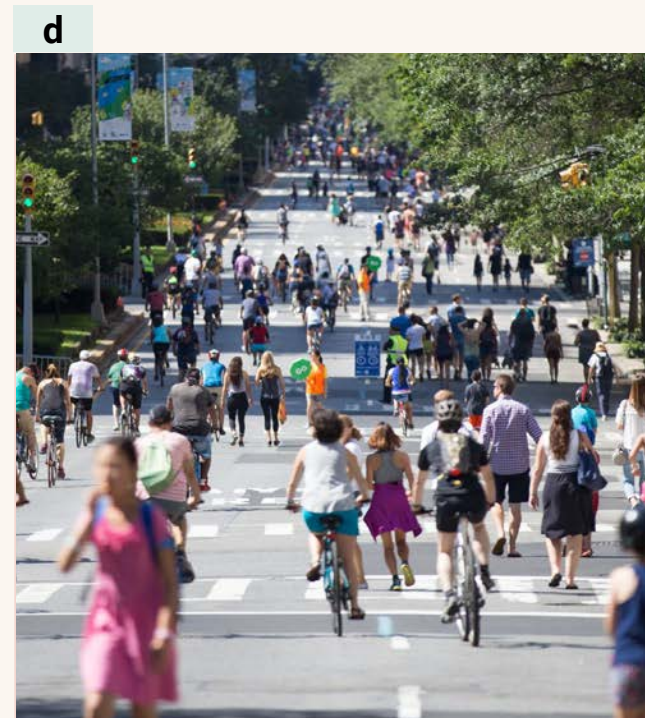
b Live musical performance on stage



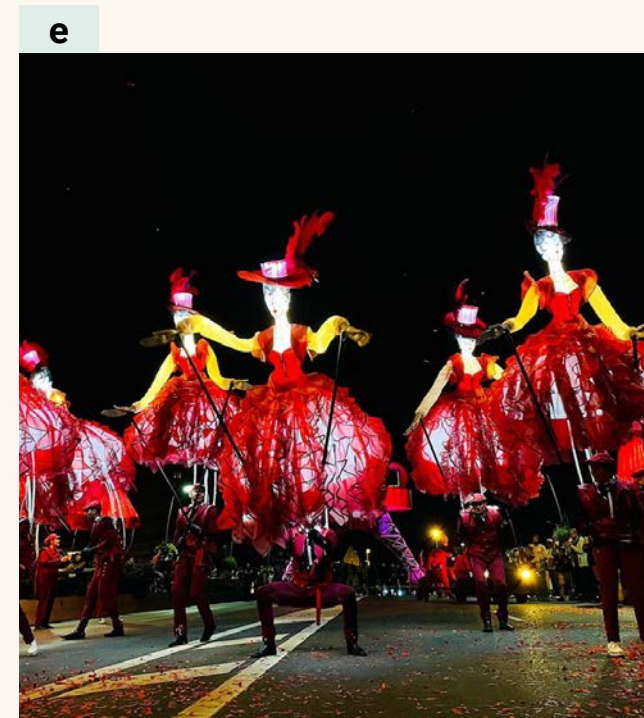
c Informal music performances



d Daytime events



e Evening festivals



f Farmer's market



01 Activate Public Spaces

Public Programming (2 of 2)

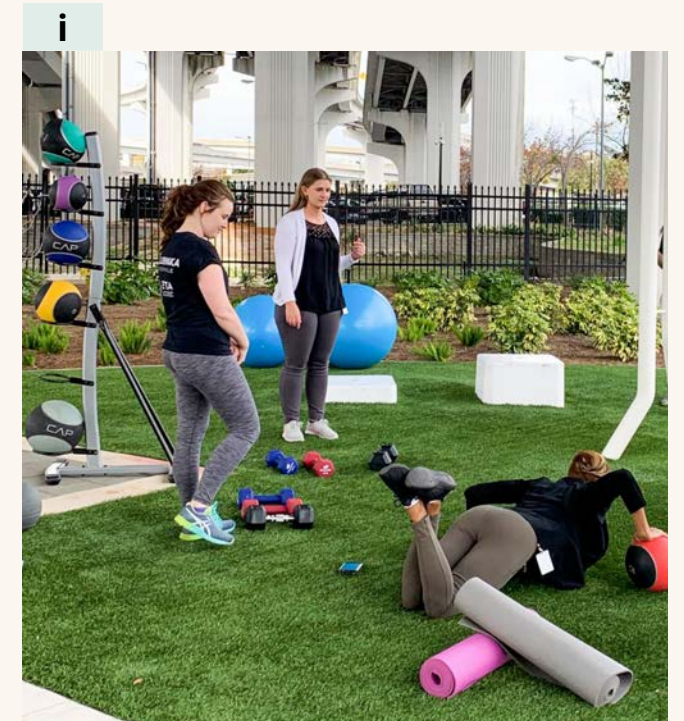
g Recurring outdoor exercise classes



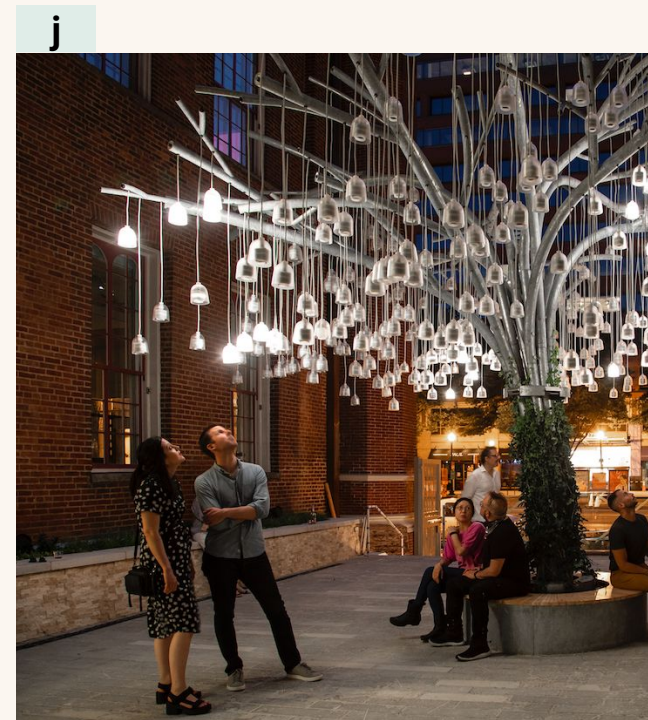
h Outdoor art gallery



i Exercise equipments



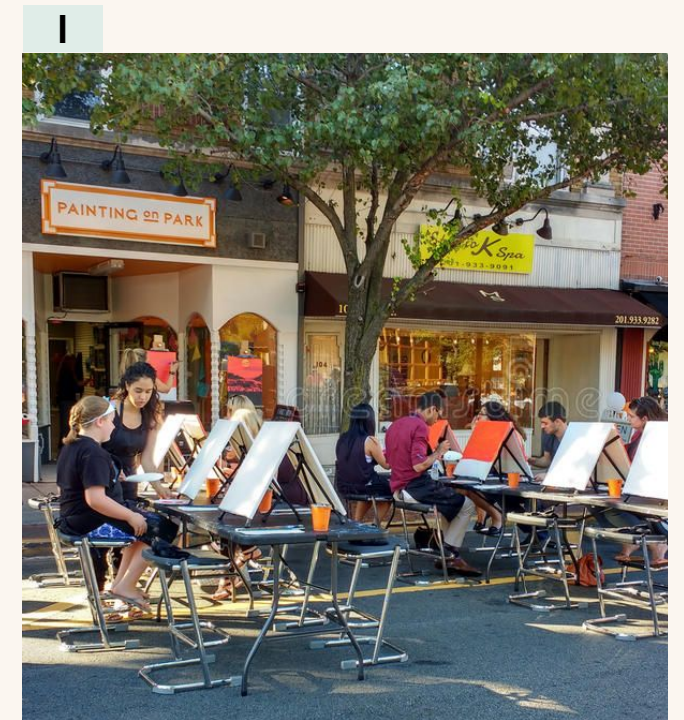
j Building program spill out



k Night market



l Outdoor art classes



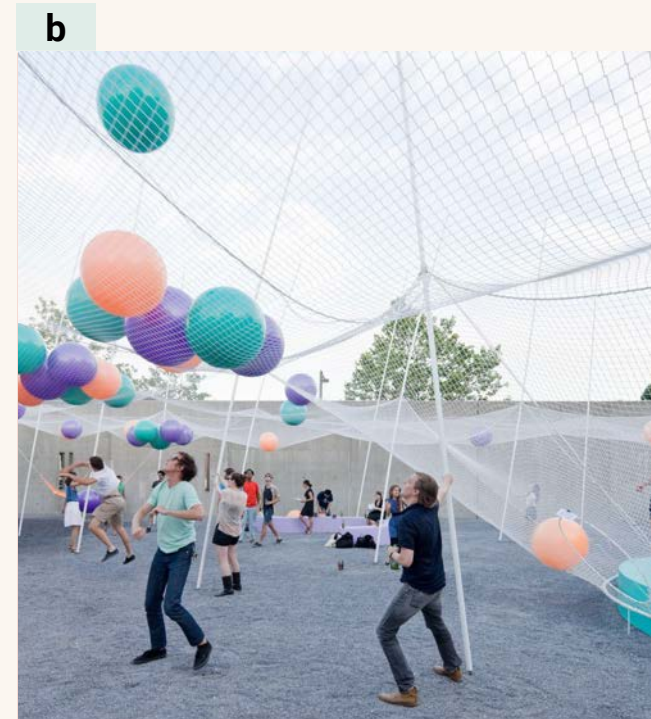
01 Activate Public Spaces

Art & Play (1 of 2)

a Light integrated art installation



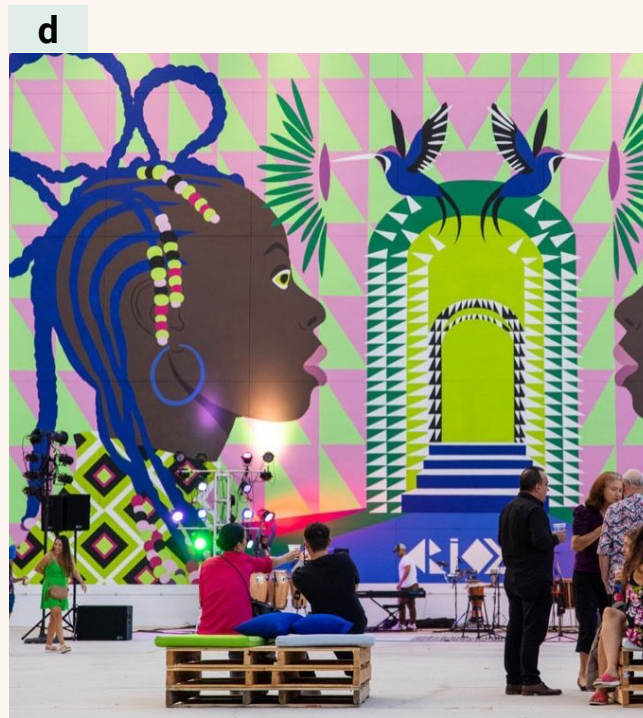
b Interactive art installation



c Supergraphics



d Mural



e Sculpture or Permanent art installation



f Table games (e.g., ping pong, foosball)



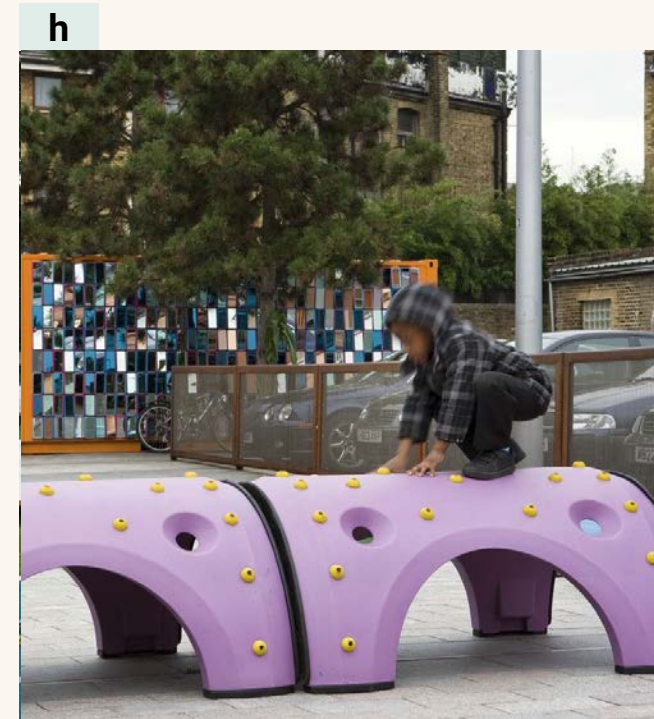
01 Activate Public Spaces

Art & Play (2 of 2)

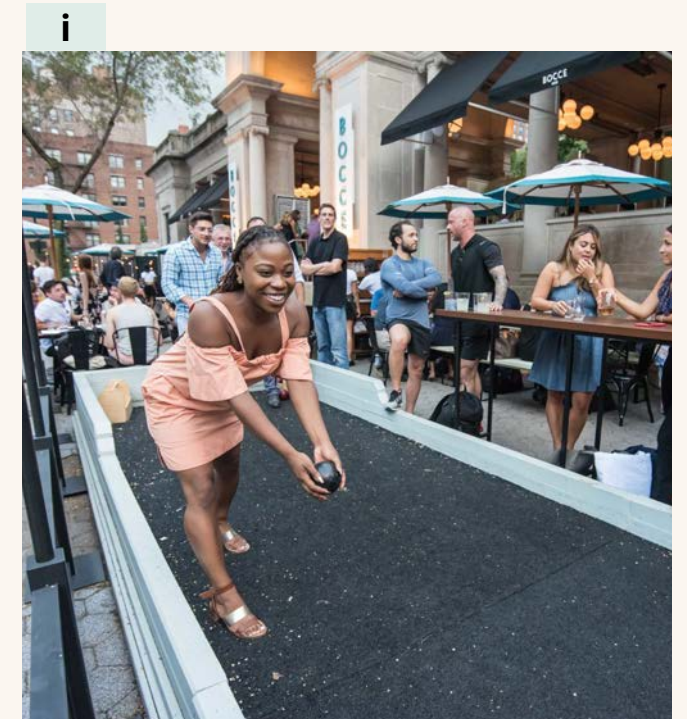
g Large format games (e.g., chess, checkers)



h Play elements for children (e.g., climbable, colorful, interactive)



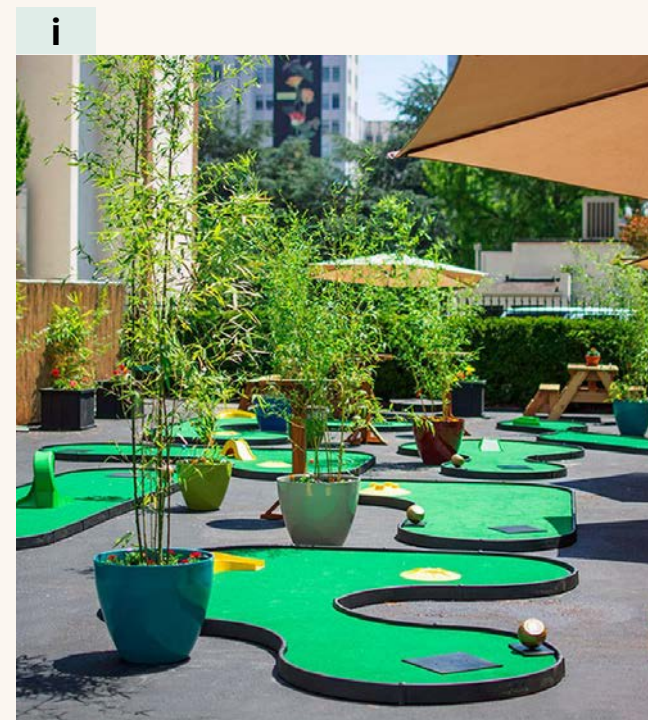
i Outdoor games (e.g., corn hole, mini golf)



j Designed urban play equipments (e.g., seesaw, swing)



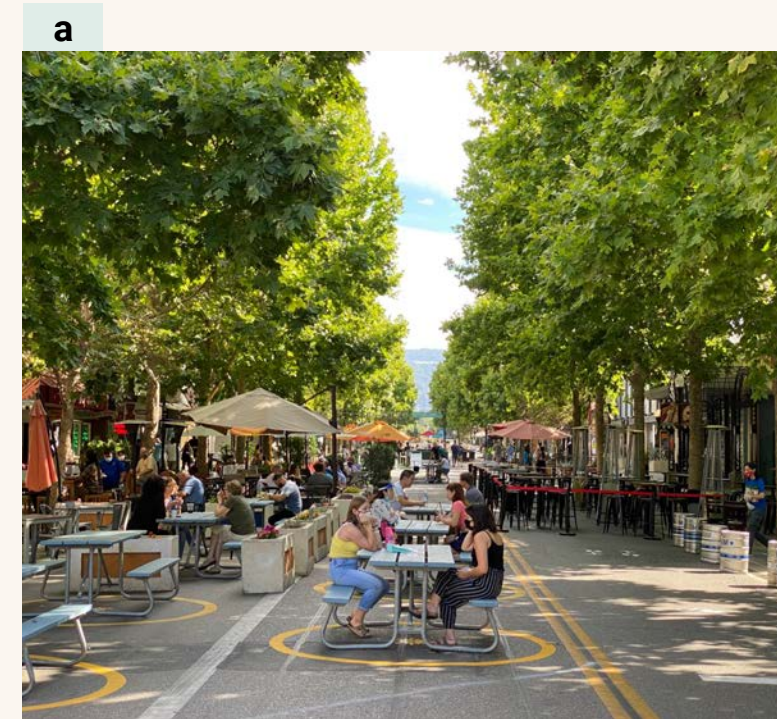
k Water feature



01 Activate Public Spaces

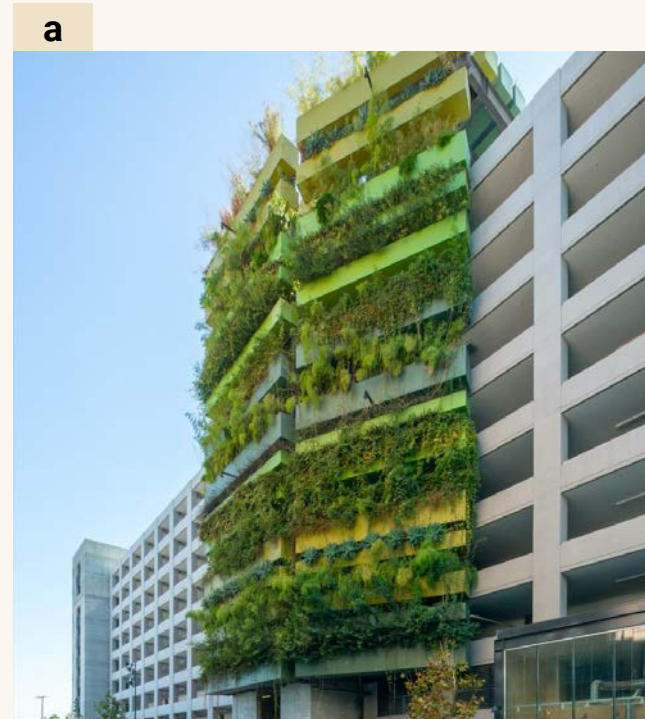
Parklet

- a** Commercial parklet (e.g., dining or extension of interior program)
- b** Public parklet (e.g., rotating exhibition, everyday seating)



02 Soften Edges Depth & Articulation

a Living Wall



b Climbing plants / Trellis system



c Planter boxes:



d Blade signage



e Sandwich boards



f Banners



02 Soften Edges Depth & Articulation

g Awning



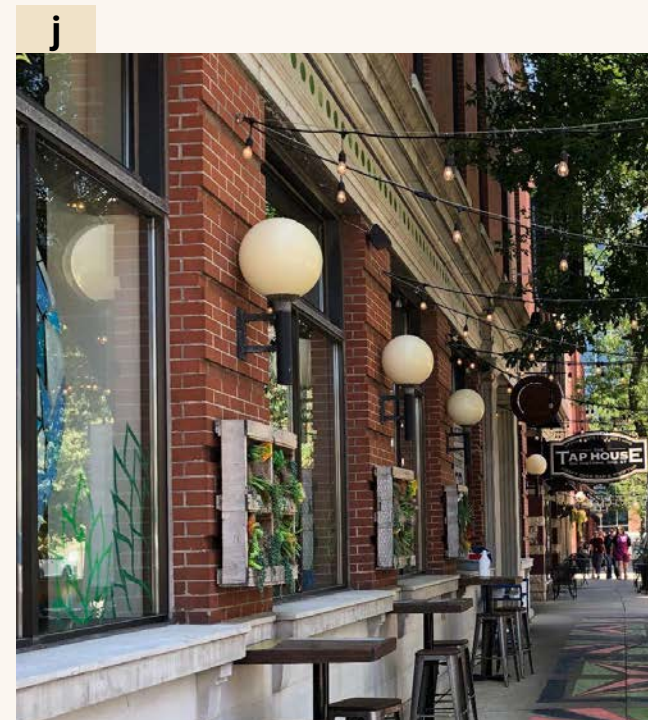
h Movable umbrella



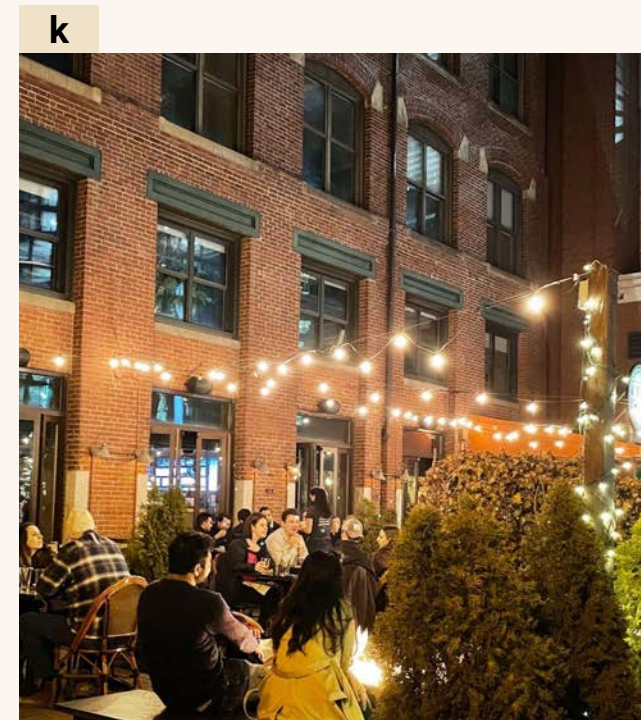
i Small tree



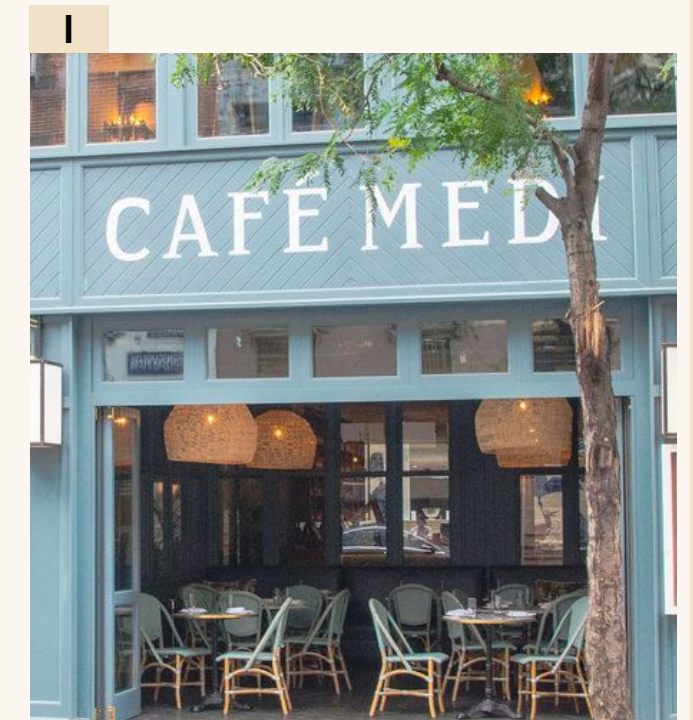
j Exterior building lights



k String lights



l Large surface signage

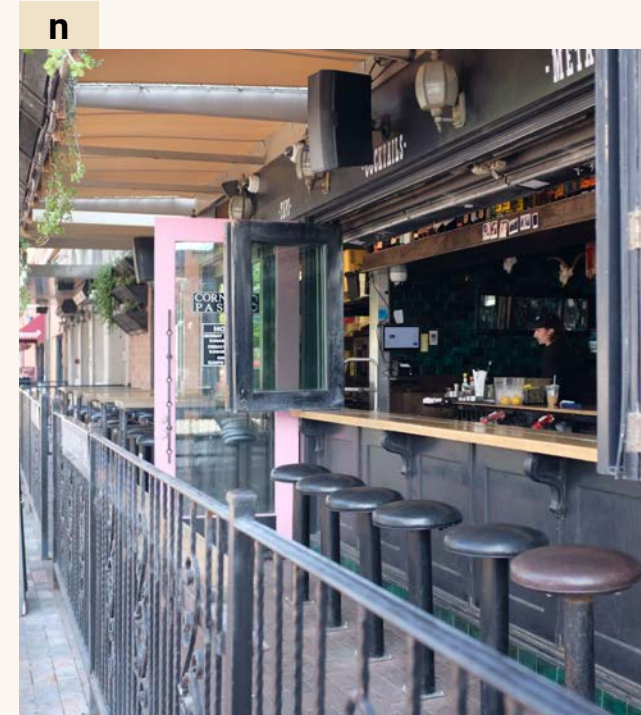


02 Soften Edges Depth & Articulation

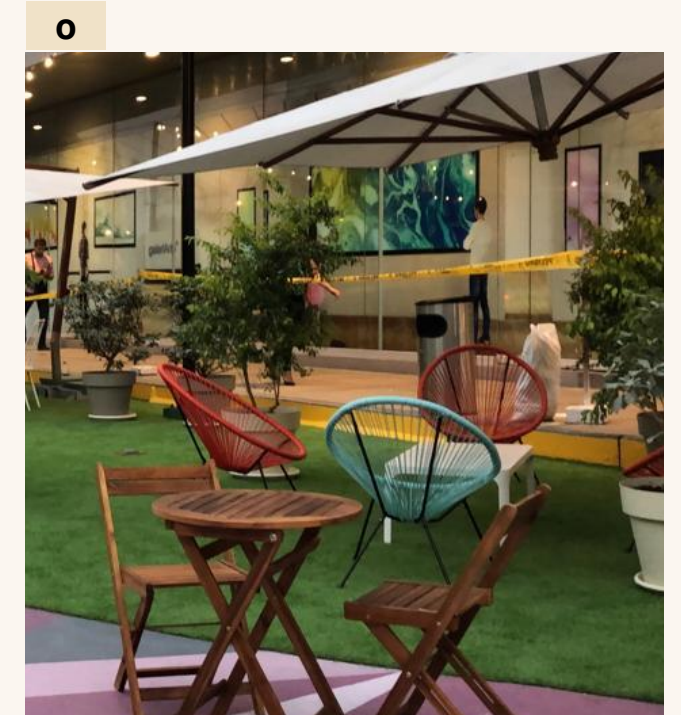
m Linear benches



n Lean bars



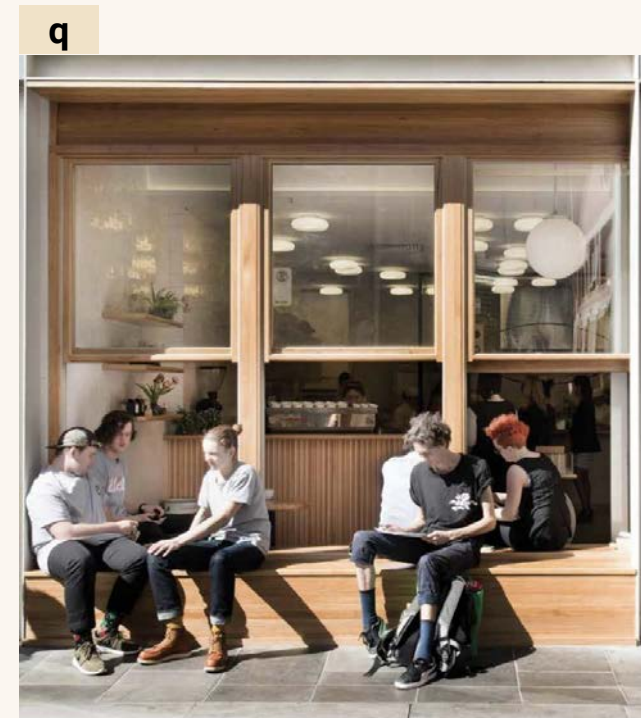
o Movable modular seats



p Playful seating



q Window seating



r Patios



02 Soften Edges Depth & Articulation

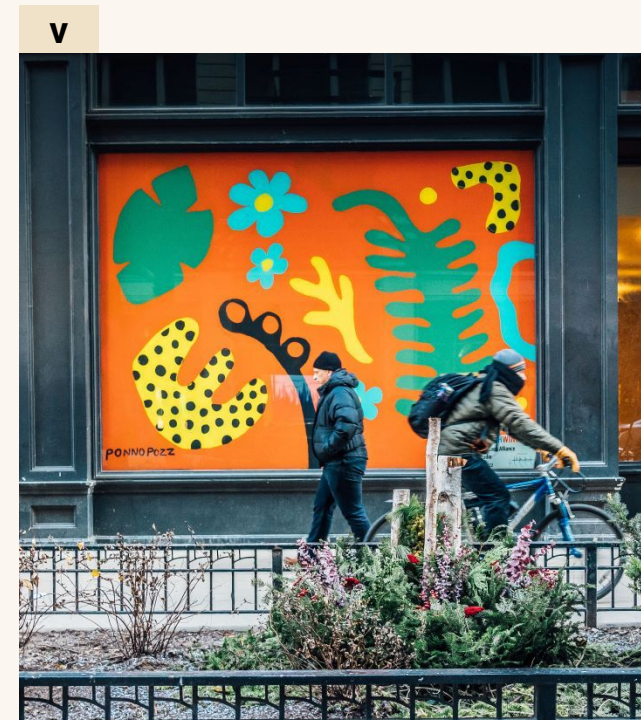
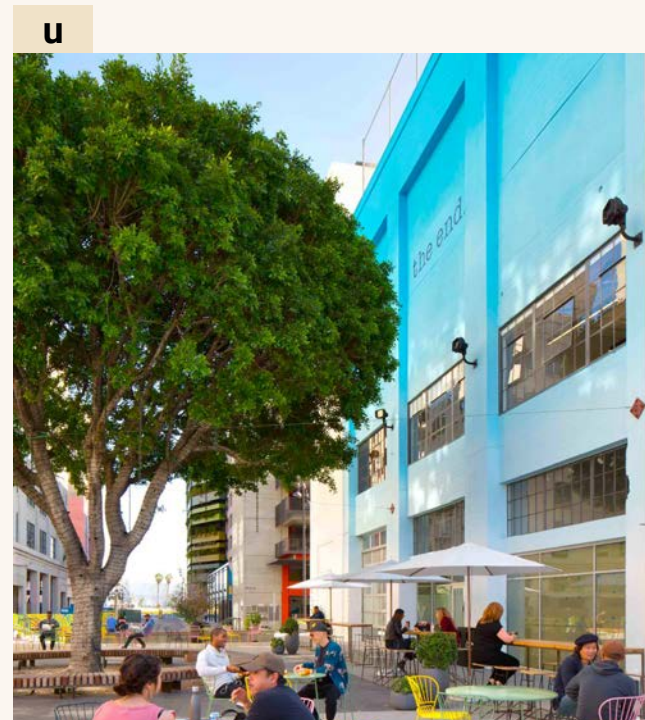
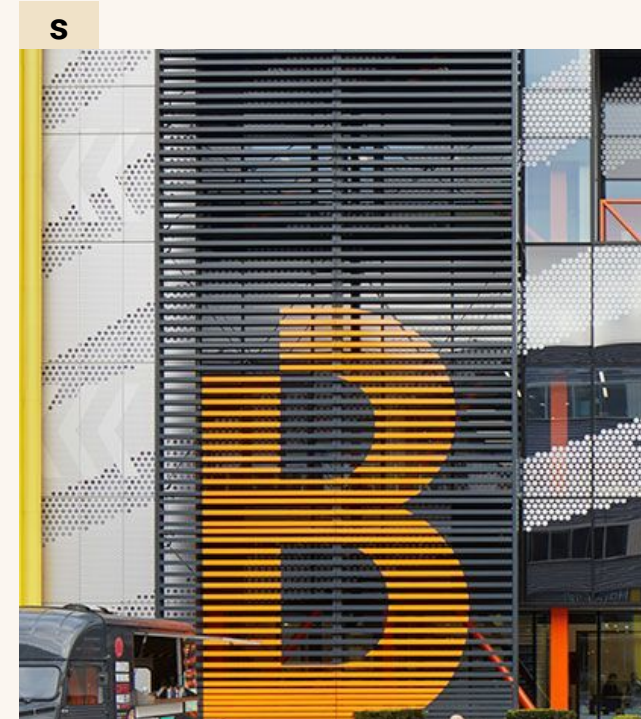
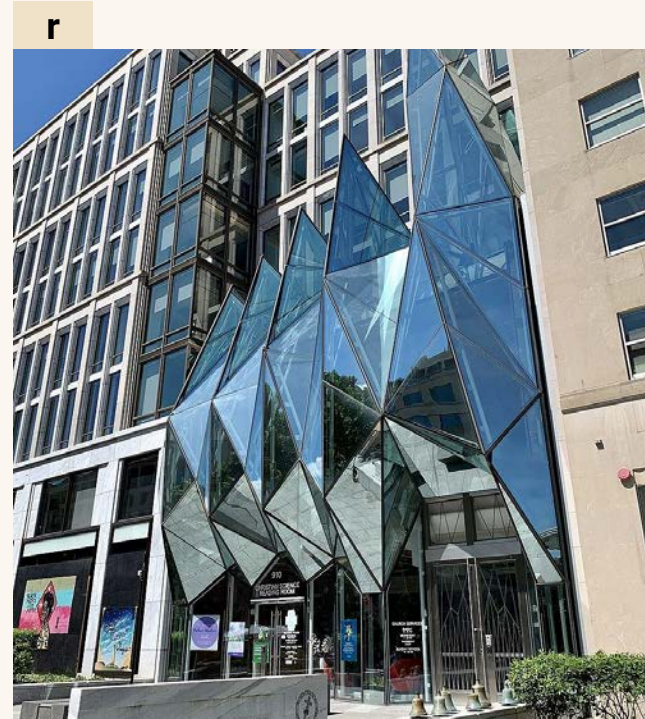
r New layer of cladding material

s Louvers

t Decking / Patio

u Supergraphics

v Mural



02 Soften Edges

Porosity

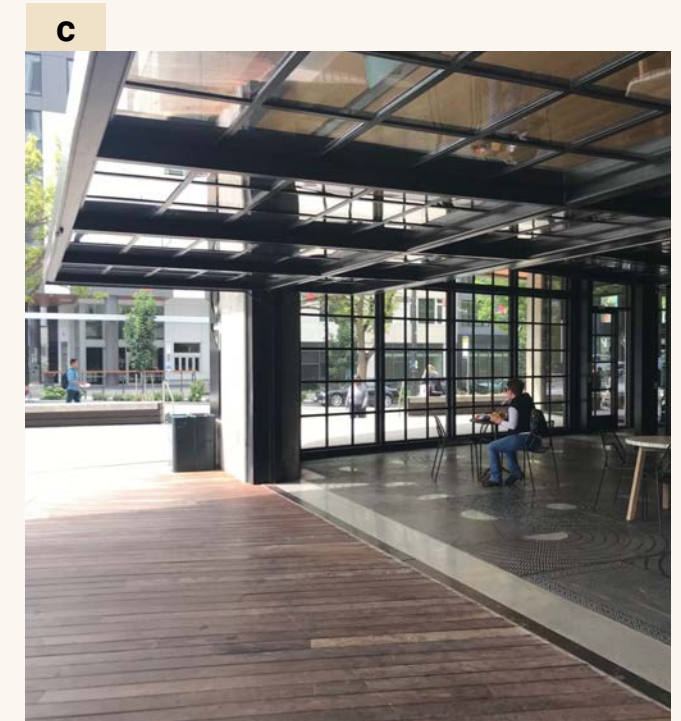
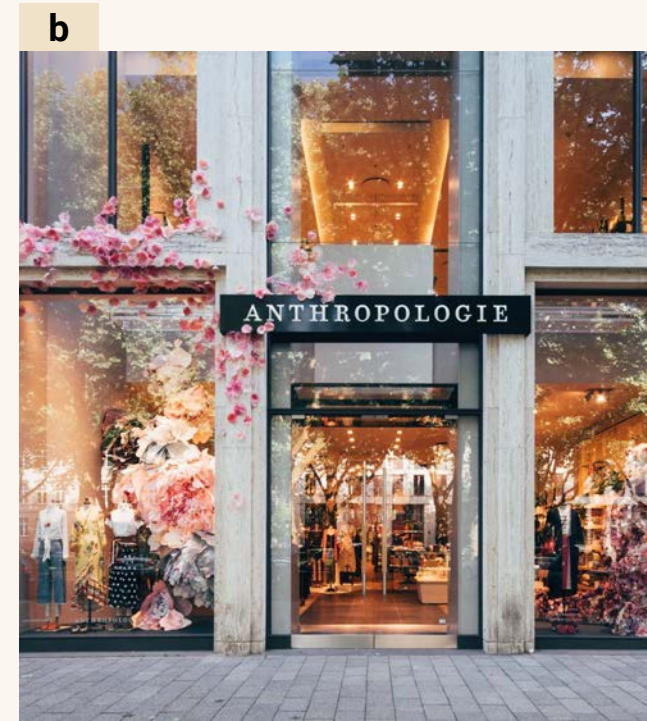
a Warm interior lighting

b Window display

c Roll up doors

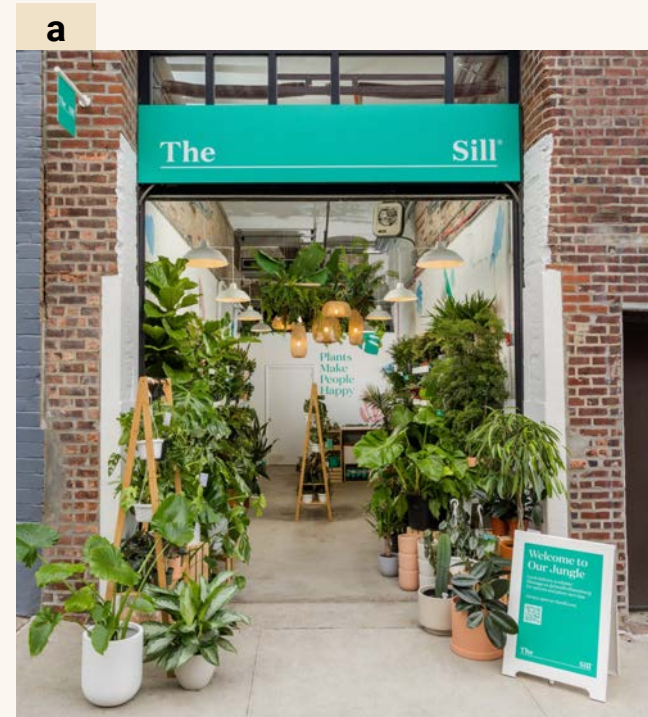
d Operable windows

e Walk-up windows

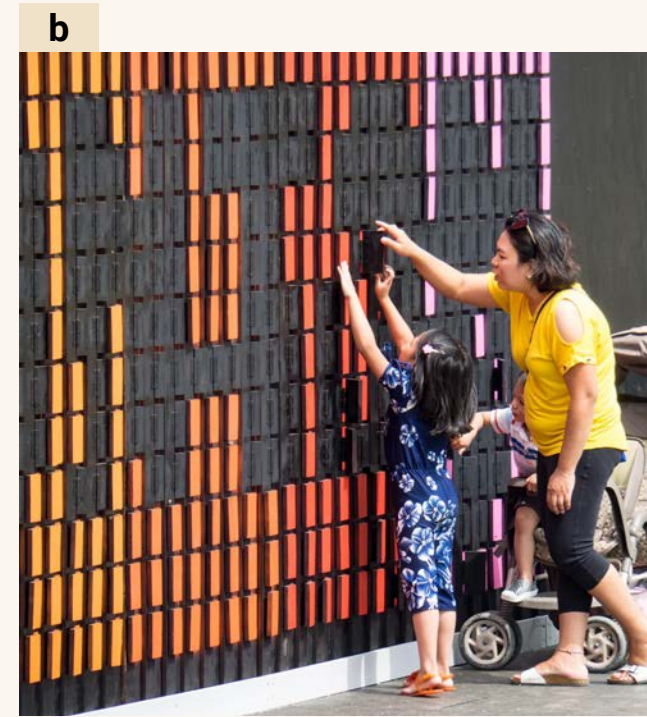


02 Soften Edges Delight

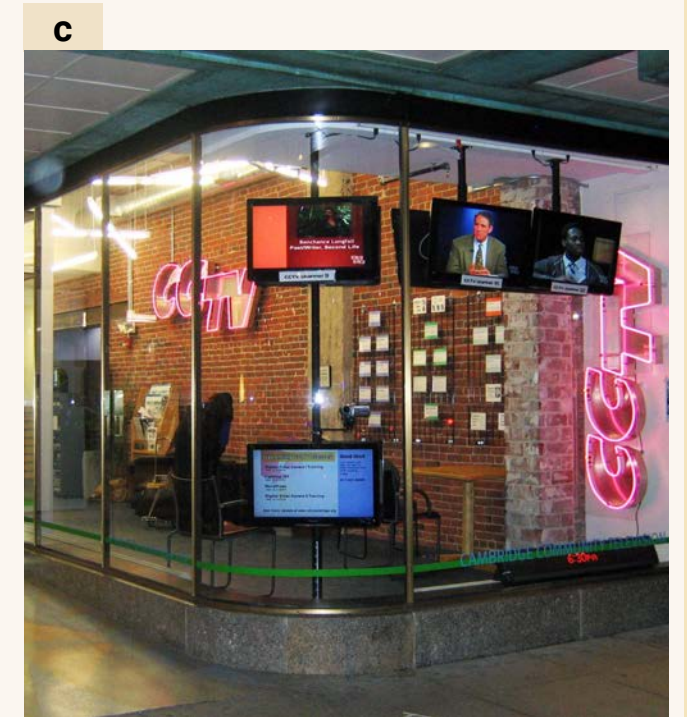
a Merchandise display



b Interactive art



c Soundscapes



d Art hoarding at construction sites



e Surface light projection

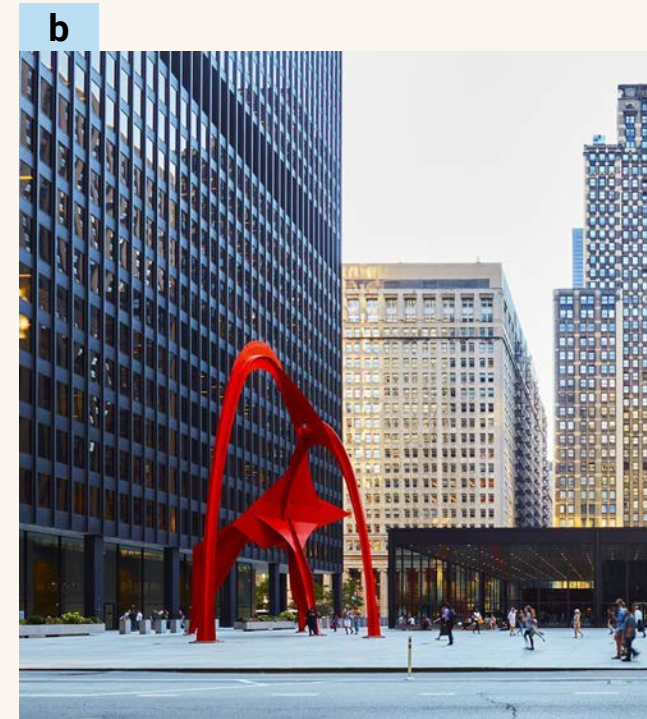


03 Foster Seamless Mobility Legibility

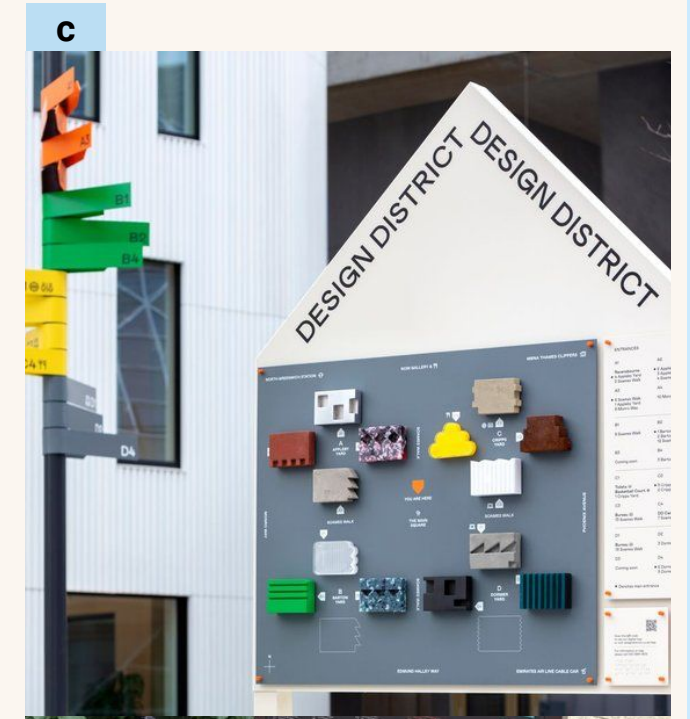
a Walking & Biking Distances



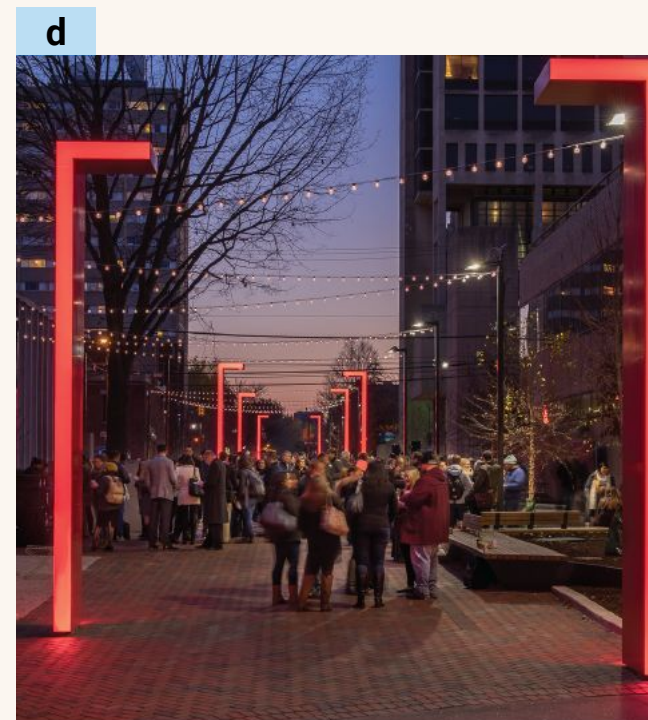
b Public Art / Landmarks



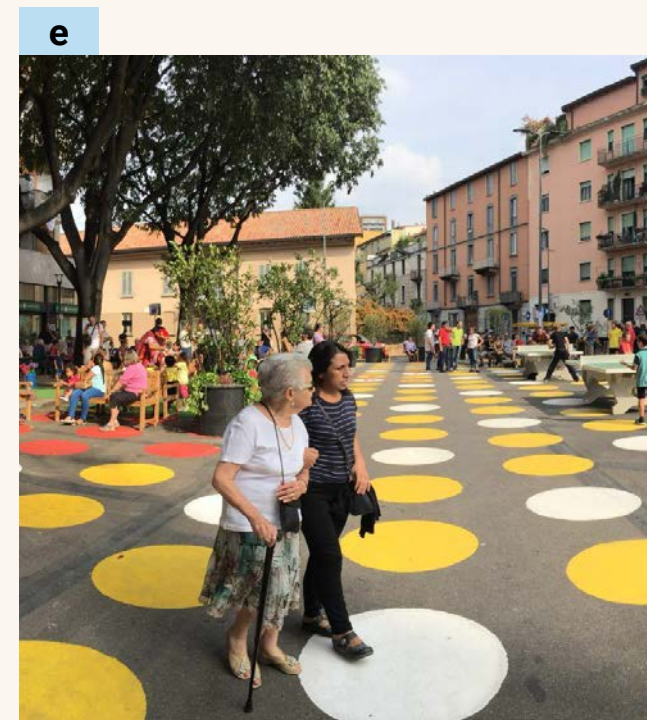
c Directory / Character Area Identity



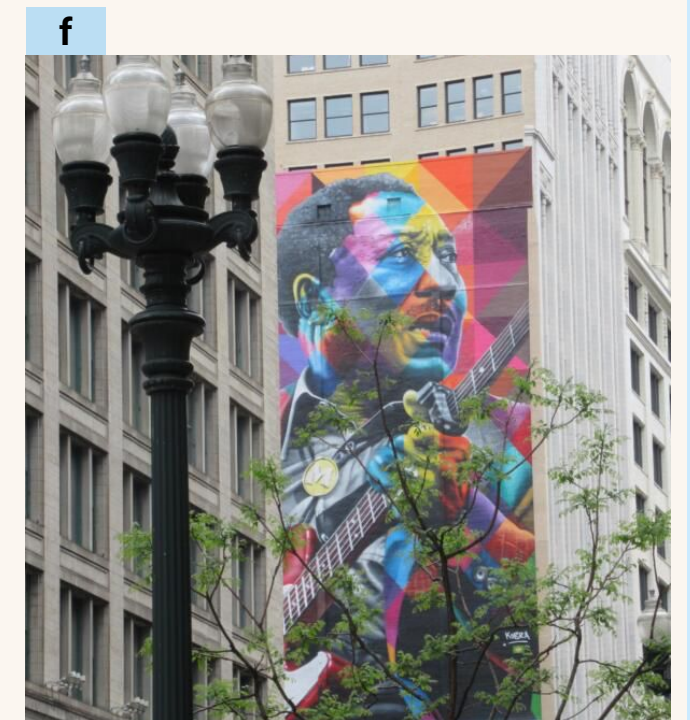
d Lighting as Wayfinding



e Asphalt art

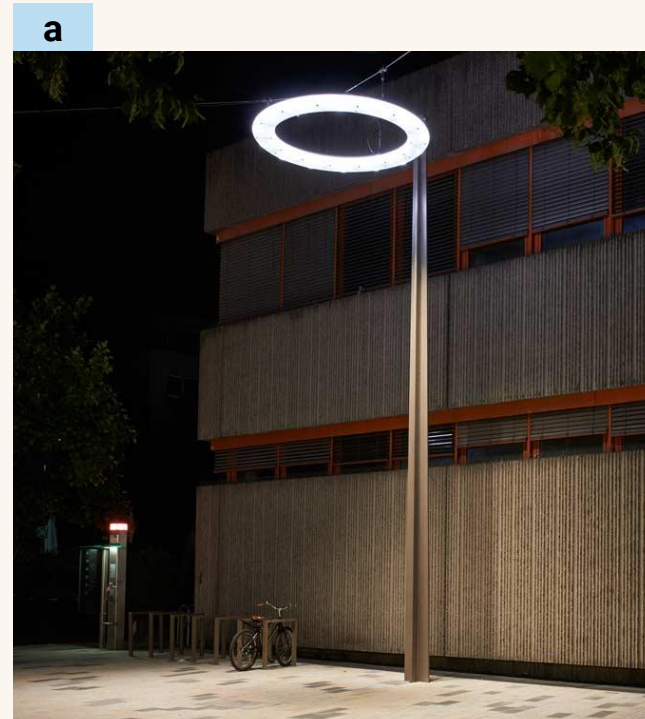


f Terminal Views

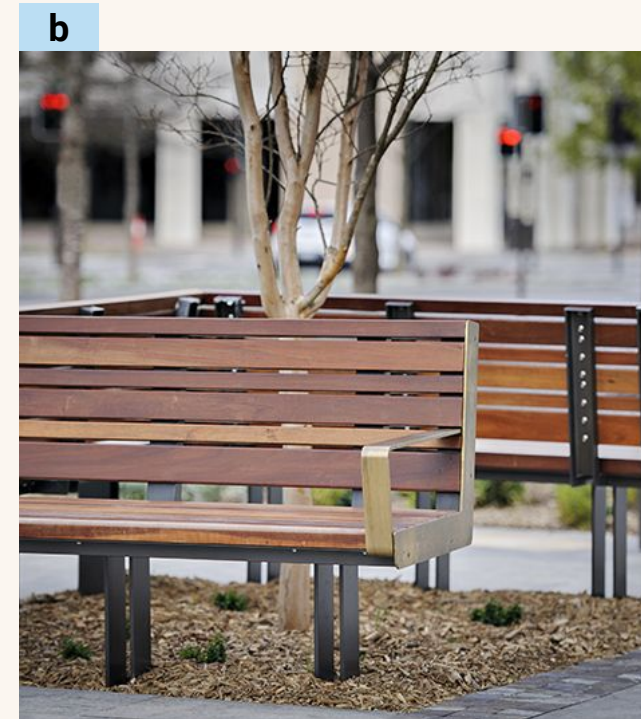


03 Foster Seamless Mobility Safety, Comfort & Convenience

a Human scale lighting



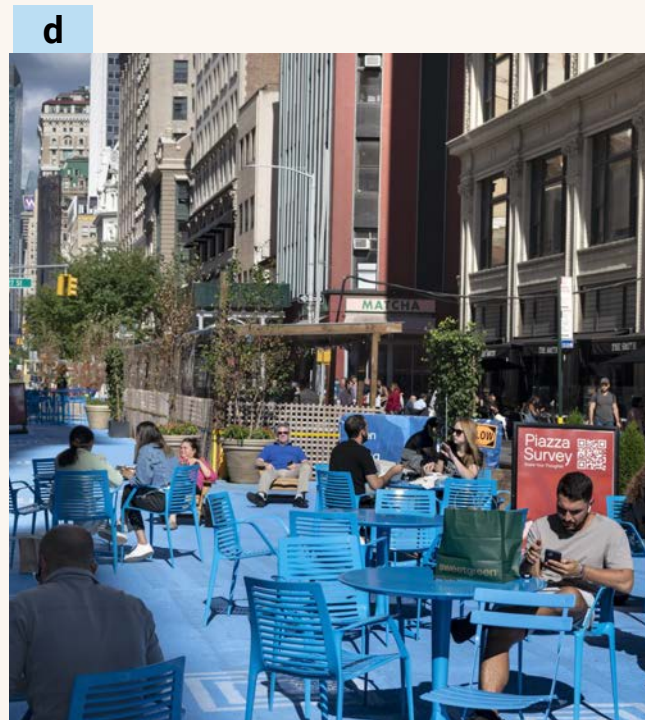
b Street benches



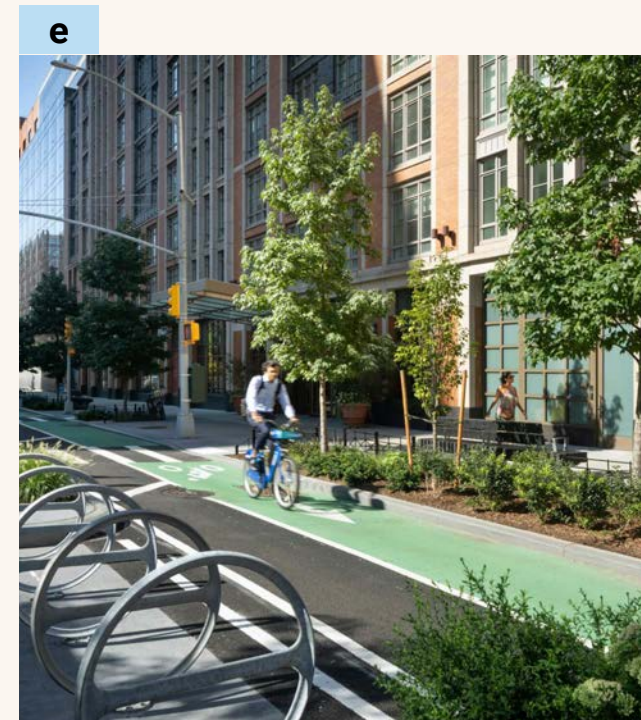
c Greenery: all heights



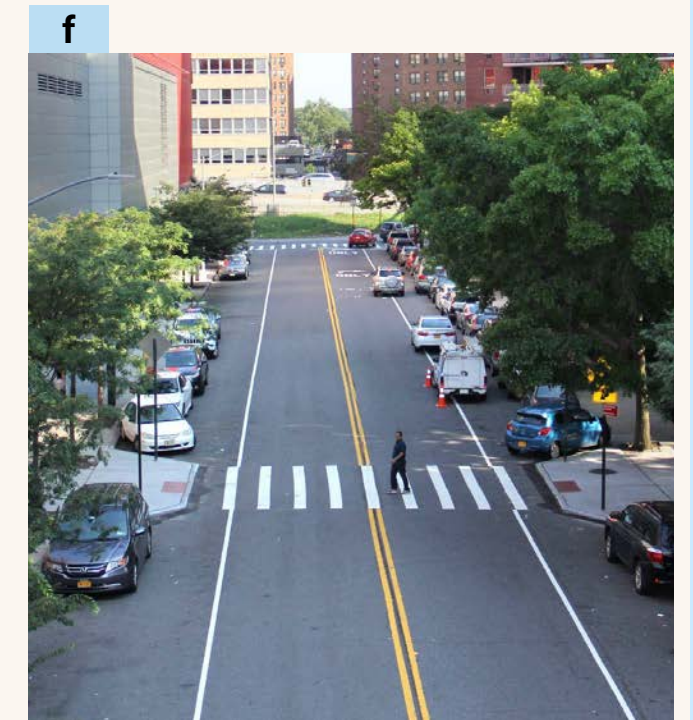
d Sidewalk plazas



e Protected bike lane



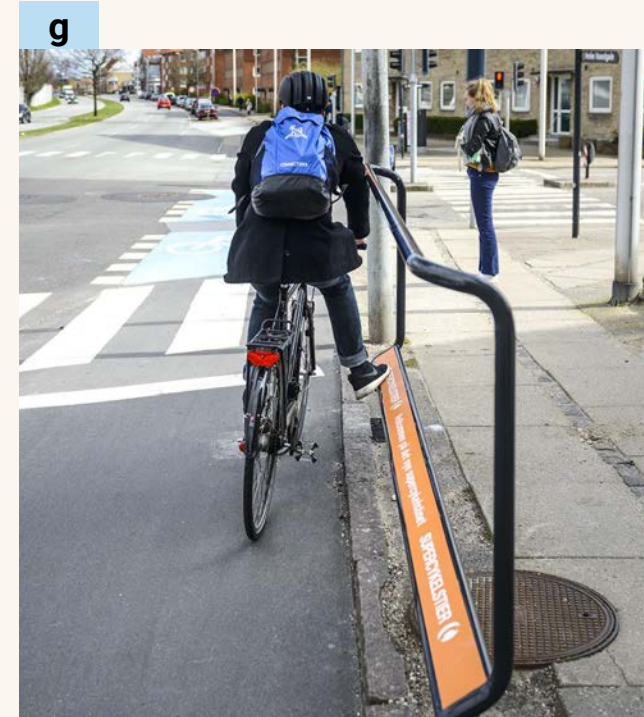
f Mid-block crossing



03 Foster Seamless Mobility

Safety, Comfort & Convenience

- g** **Bike amenities:** bike parking, maintenance stands, foot rest



03 Foster Seamless Mobility Delight

a Public art: overhead / 3D, asphalt art

b Asphalt art

c Play-on-the-go elements

