

Greenprint Midtown Sustainability Action Plan 2012

In partnership with Midtown Alliance



Redeveloped streetscapes provided improved walkability and accessibility, and alternative transportation enhancements, such as dedicated bicycle lanes, are just a part of the impact strategies addressed in the action plan.

Project Overview

The Greenprint Midtown sustainability action plan was created to spur actions that further enhanced Midtown's development as one of the nation's most livable, innovative, economically successful and sustainable communities. This plan added a green lens to Midtown Alliance's existing programs and identified new opportunities to increase its sustainability. The report examined five impact areas—energy, water, open space, transportation and waste—focusing primarily on the 118 blocks that make up the core of Midtown Atlanta.

A six-month planning process captured input and direction from hundreds of residents, restaurateurs, retailers, employers, employees, property owners and subject area experts. Input came from both public and stakeholder meetings, reaching out to the community through extensive surveying efforts, and consultations with technical and advisory committee members. The final report recommended immediate and longer-term actions, projects and programs that could make Midtown Atlanta an even more appealing and sustainable place. The plan took a deliberate approach to being more sustainable by having a strong action bias.

Midtown Alliance was encouraged to focus on near-term implementation efforts that included fine-tuning programs, combining programs where appropriate, developing tools to educate and inform the community, cultivating partnerships with key stakeholders, and establishing tracking and measurement tools.

Impact Area Strategies

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| Energy | Efficiency, conservation, lighting of public spaces |
| Transportation | Bicycle plans, transportation demand management, local transit |
| Water | Green infrastructure, water-efficiency outreach, rainwater harvesting |
| Open Space | Civic space acquisition, park and plaza development, landscape enhancement |
| Waste | Restaurants, multifamily housing developments, electronics |

The plan identified three pivotal, short-term strategies for impact areas that include:

1. Developing partnerships that tie together innovation, economic development and sustainability
2. Branding Midtown as an eco-district
3. Creating a green business certification and recognition program

In short, Greenprint Midtown provided a framework to seize the opportunity to build on the assets, existing programs and commitments from this community's stakeholders to make Midtown one of the most livable, innovative and sustainable communities in the country.