

MIDTOWN

Midtown Green: A Cultural Attraction Without Walls

We're working to create one of Atlanta's most compelling free destinations: an experience that draws people in and makes them want to stay.

This is a rare opportunity to shape one of the city's next great civic landmarks. Not just a place you pass through, but one you go out of your way to be in. A cultural destination without walls: alive with energy, creativity and everyday moments. A place where something is always happening, where the city comes alive and no two visits feel the same.

Learn more. Get involved.



Image Credit: Field Operations for Midtown Alliance



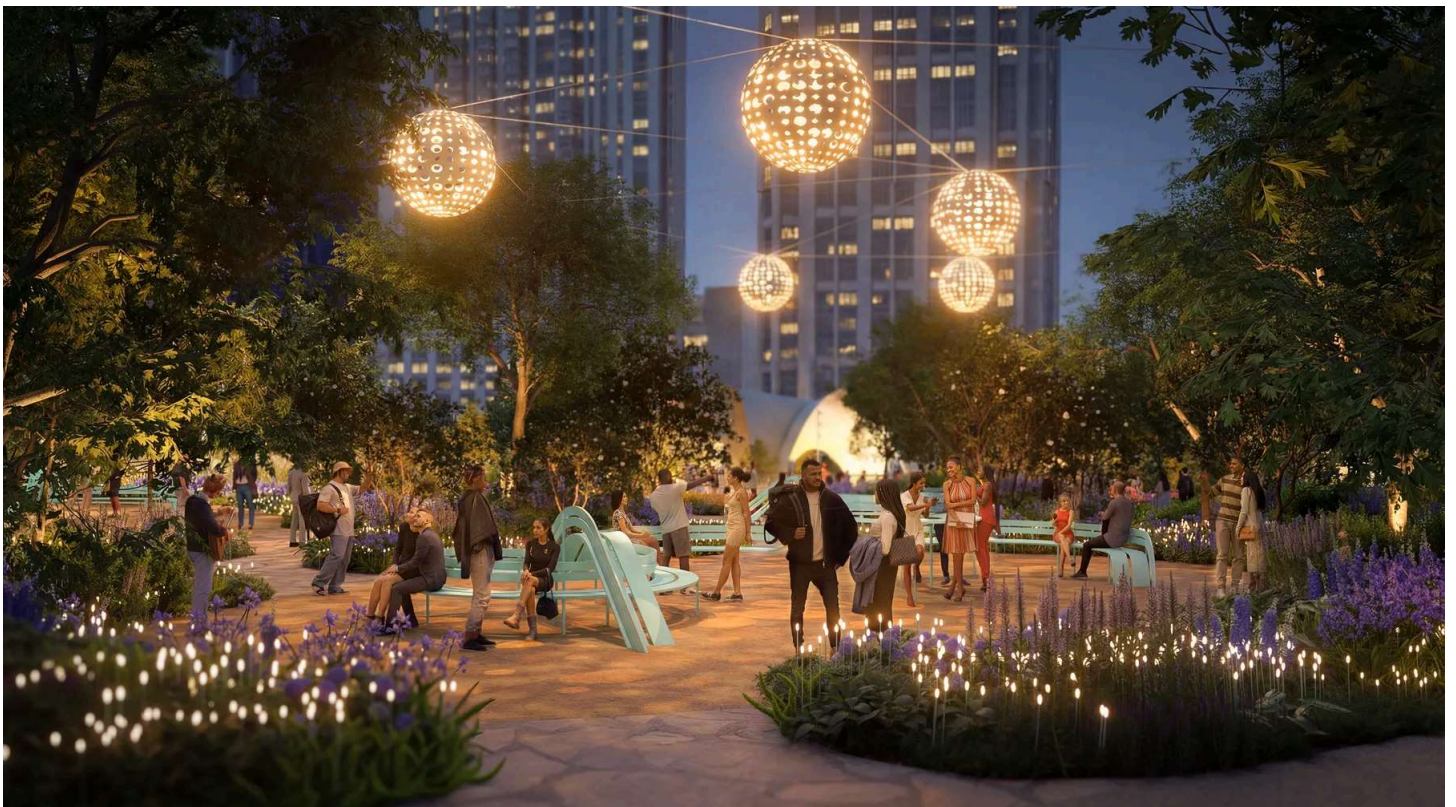
Image Credit: Field Operations for Midtown Alliance

An active environment where art, programming, and everyday interaction naturally intersect.

Planned as an open, highly programmed public space, the project will bring together immersive art, an iconic pavilion and outdoor performance venue, a restaurant and café, a community building with public restrooms, and a wide range of flexible gathering spaces.

The space is designed to support a full day of activity – morning yoga on the lawn, lunch at the café while children play nearby, and evening performances under the stars – offering a range of experiences rarely found in such a dense urban setting.





Social Gardens at night. Image Credit: Field Operations for Midtown Alliance. Artwork: Jeppe Hein, Modified Social Bench for Cambridge, 2024. Permanent installation at Churchill College Cambridge, United Kingdom.

An anchor destination that reinforces Midtown's identity as Atlanta's heart of the arts.

Installations at multiple scales invite interaction and evolve over time, shifting from day to night and season to season. Through sound, light, music, and spoken word, Midtown Green becomes a living platform for artistic expression: one that fosters gathering, connection, and a sense of discovery with every visit.

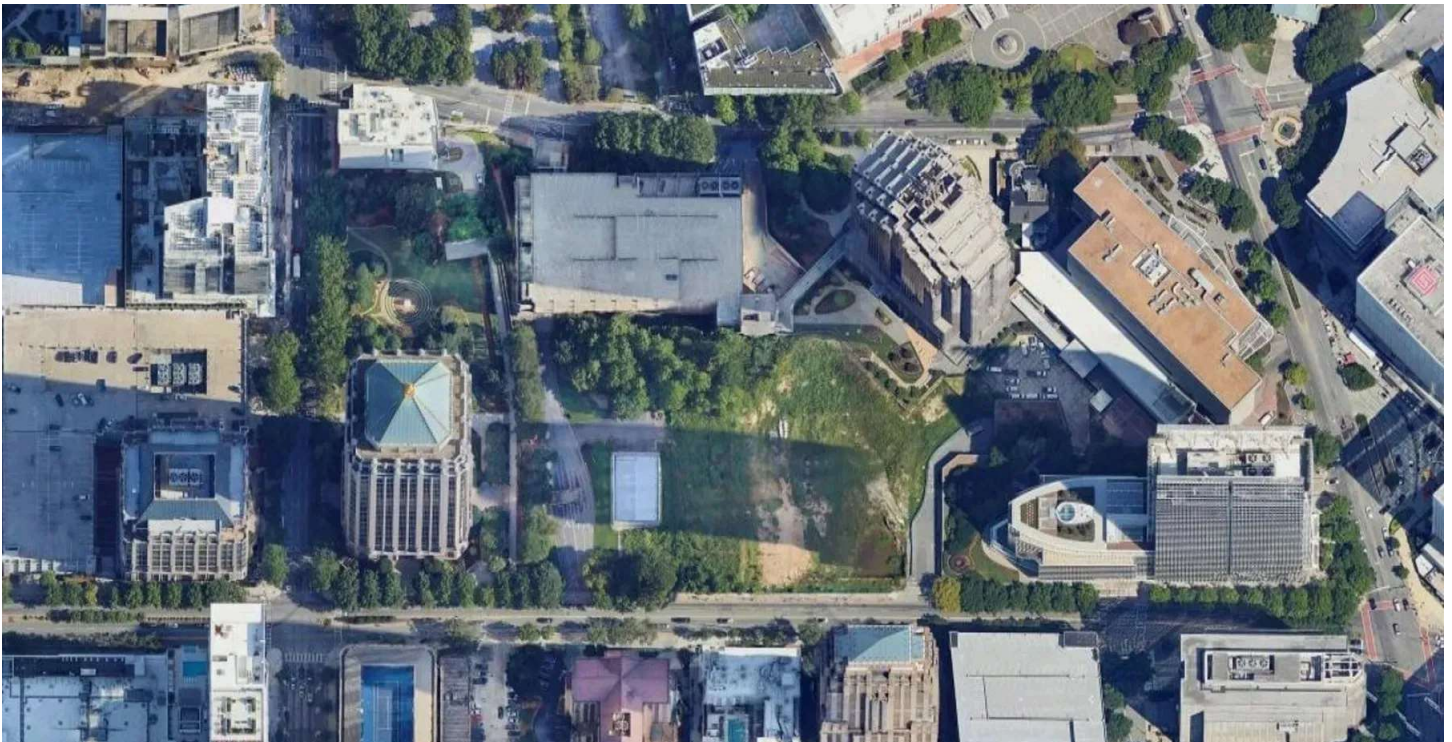
Touch Down on 14th Street

Arrival at Interactive Art Wall

No other Community Improvement District in Georgia has taken on a project like this before.

The project name "Midtown Green" is a working title and is subject to change. Project costs and timeline are still being developed. Midtown Alliance will advance final design, engineering and cost planning while preparing to launch a capital campaign. Watch for updates on our channels and future opportunities to get involved.

The concept was designed by [Field Operations](#), the firm that has created signature outdoor projects around the world, including the High Line in New York City, Taopu Central Park in Shanghai, and Tongva Park in Santa Monica, among others. A deep bench of experts, including: engineering firm [Gresham Smith](#); architect [Thomas Phifer and Partners](#); art, programming and visitor experience strategists [DVDL](#); water feature consulting by [Fluidity Design](#); programming and revenue consultants HR&A; acoustics research company [Threshold](#); cultural historian [Karcheik Sims-Alvarado](#); cost estimating by Dharam; and others also informed specific design amenities.



Get to Know 98 14th Street

Located between Peachtree and West Peachtree Streets on 14th Street, the site is one of the last undeveloped parcels of its size in Midtown and is strategically located in the largest concentration of arts and cultural attractions in the Southeast, and more than 44,500 workers, residents, students and visitors within a seven-minute walk.

INTERIM IMPROVEMENTS

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See Our Progress on Temporary Site

COMMUNITY ENGAGEMENT

Here's What We've Done So Far to Get People Involved

From a community-wide survey to open house events and working groups comprised of subject

MORE INFO

Browse Our Key Facts About the Project

We've compiled a helpful summary of essential facts that provide more info on the land, who owns it, and more.

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