



# PEACHTREE

## SHARED SPACE

DRAFT Illustrative Concept Report | December 2021



Department of  
**CITY PLANNING**

## ACKNOWLEDGEMENTS

Thank you to the community members, Public Space Working Group members, staff, and officials who contributed their time and ideas to help shape this project.

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<b>1.0 Background</b>	<b>2</b>
<b>2.0 A Space for All</b>	<b>14</b>
<b>3.0 Process</b>	<b>29</b>
<b>4.0 Existing Conditions</b>	<b>45</b>
<b>5.0 Alternatives Analysis</b>	<b>121</b>
<b>6.0 The Preferred Concept</b>	<b>129</b>
<b>7.0 Demonstration Project</b>	<b>199</b>
<b>8.0 Action Plan</b>	<b>229</b>
<b>Appendix</b>	<b>269</b>

## FIGURES

Figure 1.	Peachtree Street Curbside Use Prioritization Framework	21
Figure 2.	Community Input Map Comment Points	39
Figure 3.	Ground Floor Activation	57
Figure 4.	Future Land Use Map	59
Figure 5.	Zoning Map	61
Figure 6.	Topography Map	63
Figure 7.	Historic Resources Map	65
Figure 8.	Analysis Segments	68
Figure 9.	Analysis Area Resident Race and Ethnicity	88
Figure 10.	Approximate Block Lengths (Feet)	99
Figure 11.	Existing LIT Facilities	103
Figure 12.	Transit Routes and Stops	108
Figure 13.	Total Daily Vehicular Traffic Volume	111
Figure 14.	Curbside Activities	115
Figure 15.	Curb Ramps and Cuts	118
Figure 16.	Vehicular Alternatives Analysis Study Areas	133
Figure 17.	Recommended Street Design Summary by Segment	137
Figure 18.	Existing Typical Cross Section - Segment 3 - Peachtree Center Area	139
Figure 19.	Proposed Typical Sections Key Map	141
Figure 20.	Margaret Mitchell Square Concept	142
Figure 21.	Proposed Typical Section A	142
Figure 22.	Proposed Typical Section B	143
Figure 23.	Proposed Typical Section C	144
Figure 24.	Proposed Typical Section D	145
Figure 25.	Peachtree Shared Space Plan View Rendering	146
Figure 26.	Hardy Ivy Park Concept	155
Figure 27.	Margaret Mitchell Square Concept	159
Figure 28.	Existing Typical Section - Segment 1 - Emory University Hospital Midtown Area	173
Figure 29.	Proposed Typical Section E	175
Figure 30.	Emory University Hospital Area Recommendations Summary Map	183
Figure 31.	Existing Typical Section - Segment 2 - Connector Crossing	185
Figure 32.	Typical Proposed Section F	187
Figure 33.	Existing Typical Section - Segment 4 - Woodruff Park Area	195
Figure 34.	Proposed Typical Section G	197
Figure 35.	Woodruff Park Concept Sketch	203

## TABLES

Table 1.	Resident Trends by Segment	88
Table 2.	Jobs & Economy Trends by Segment	89
Table 3.	Housing Trends by Segment	91
Table 4.	Office Trends by Segment	92
Table 5.	Hospitality Trends by Segment	94
Table 6.	Retail Trends by Segment	95
Table 7.	Study Area MARTA Bus Stops	106
Table 8.	Citywide Traffic Volumes on Peachtree Street	110
Table 9.	Hotel Passenger Loading Matrix	116
Table 10.	Key Recommendations Summary	238





# 1.0 BACKGROUND

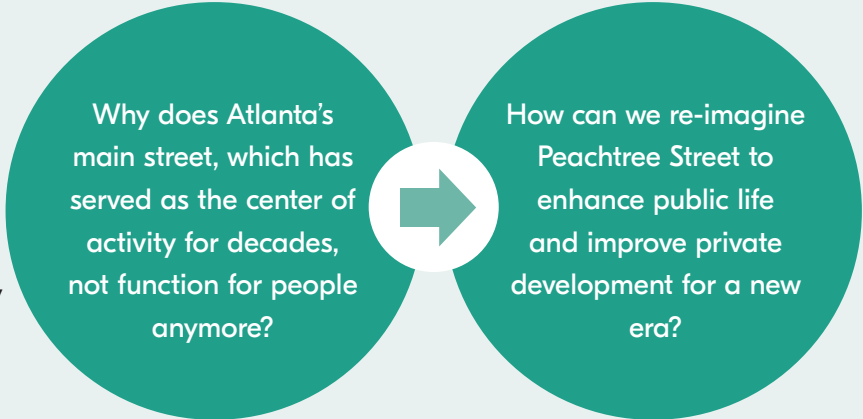




# 1.0 BACKGROUND

Exceptionally designed public spaces don't just happen overnight. They are a reflection and a culmination of an area's history, people, and culture. They tell the story of a place and provide a foundation for the future. As Atlanta's main street, Peachtree Street has been at both the forefront of and backdrop to many of Atlanta's successes and challenges; it is the convergence of the city's history, diversity, and promise. The Peachtree Street Shared Space Study sets the direction for an exceptionally designed public space that puts people first, is beautifully designed, and honors our shared history and Atlanta's aspiration to embody the Beloved Community.

The idea of redesigning Downtown Peachtree Street as a shared space emerged from the 2018 Peachtree Shared Street Design Concept produced by the City of Atlanta's Department of City Planning (DCP). At the core of report were two questions:





The high-level findings identified that Peachtree Street lost its focus on putting people first. Historical decisions at all levels and by both public and private entities, put a premium on moving vehicles quickly through the city which had rippling impacts on the quality, safety, and vibrancy of the public realm. The impacts to Peachtree Street in Downtown can be seen in internally facing retail, a lack of neighborhood-focused amenities, minimal pedestrian activity outside of daytime working hours, and an unwelcoming public realm for all Atlantans. The good news was that people acknowledged a need for change and that change could be in form of a shared space— one that puts people first.

The Peachtree Street Shared Space Study builds on the positive momentum of the 2018 document. The scope of this effort focused on three major deliverables:

1. An illustrative concept report to inspire;
2. A draft Georgia Department of Transportation (GDOT) Concept Report to position the project for state funding, if desired; and
3. A demonstration project to test attributes of shared space on Peachtree Street Downtown.

The Peachtree Street Shared Space Concept Report reviewed existing physical and economic conditions of Peachtree Street, engaged community members and key stakeholders, and identified a concept for how a shared space could change the perception of Peachtree Street from a place people move through to a place people engage with. Over the course of the project, the multidisciplinary project team closely collaborated with the City to answer these five questions:



Conceptual rendering of a shared space on Peachtree Street looking toward Hardy Ivy Park from the 2018 concept report



1. Can Peachtree Street become an exceptional public space?
2. Does the broader community support Peachtree Street as a shared space?
3. Where should a shared space happen along Peachtree Street and what does that look like?
4. What are the potential impacts and benefits of shared space?
5. What are key challenges today that can be addressed through design?

# PEACHTREE'S ROLE IN OUR GROWING CITY

## We're Growing Quickly

Atlanta's vibrancy, diversity, and opportunity continue to draw more people to our city. Our current population of 498,715<sup>1</sup> people is expected to more than double by 2040, reaching about 1.2 million people.<sup>2</sup>

## We're Growing Strategically

Welcoming these new residents while continuing to provide a high quality of life for those who have long called Atlanta home requires a clear strategy. Our region's legacy of



sprawling, car-dependent, suburban development would lead to more trips by car, more congestion and pollution than we can handle, and loss of our urban canopy and natural resources. The City has outlined its strategy to accommodate future growth in a more sustainable way in two major documents: the Atlanta City Design and the One Atlanta Strategic Transportation Plan. They call for organizing growth in areas that have great access to transit, sidewalks, and cycling facilities and everyday essentials like parks, shops, and restaurants nearby, which will maximize our infrastructure and help reduce the need for long trips by car for many future Atlantans.

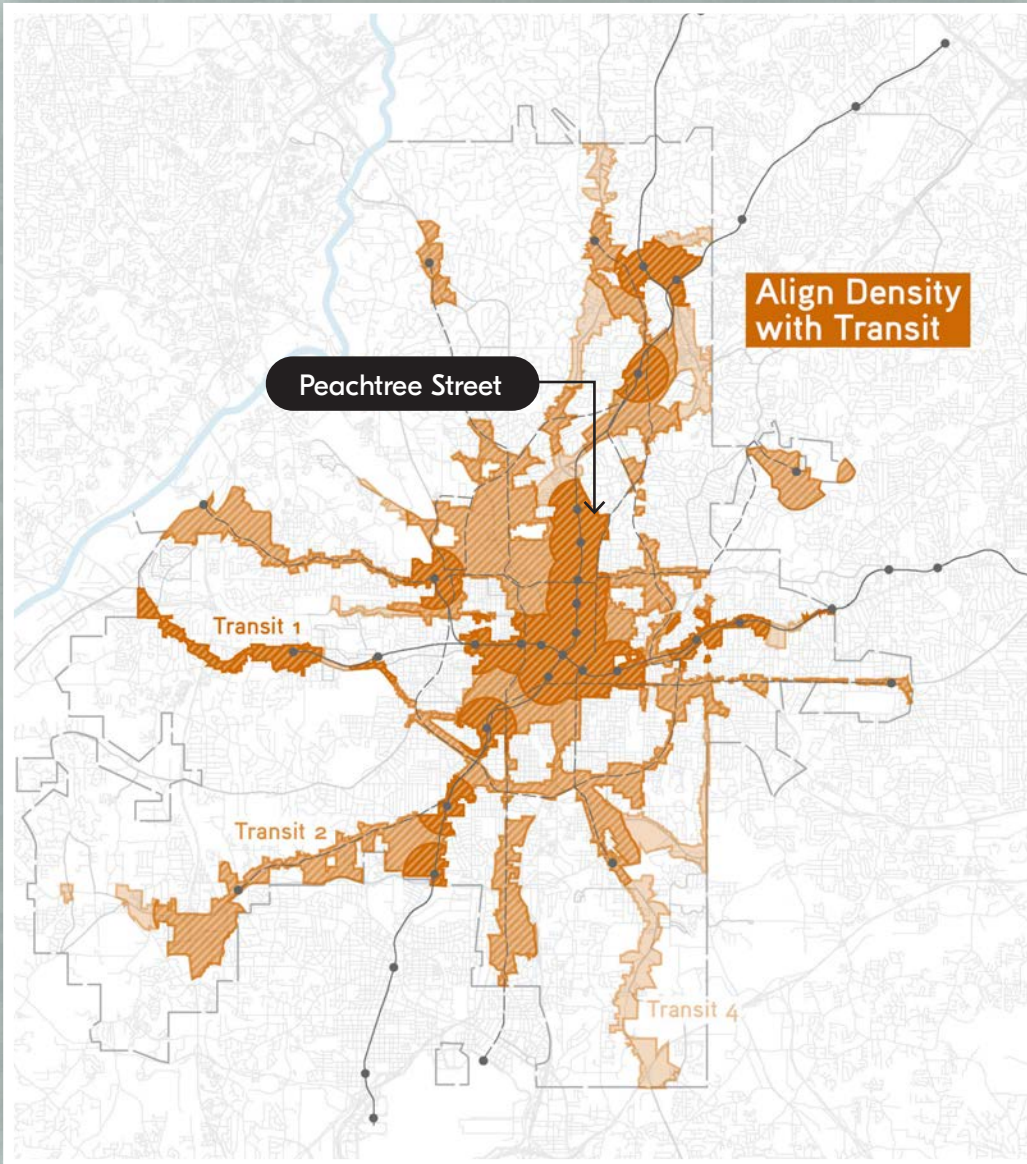


We need less of this and more of this.

## We're Designing for Public Life

If we need a larger share of Atlantans to choose to live in urban areas in the future, those places need

1) U.S. Census, 2020  
2) Atlanta City Design



Peachtree Street is the historic spine of Atlanta and its planned future “**growth areas.**” This development strategy aligns density with transit service, encouraging much of the future population growth to take the shape of sustainable urban lifestyles and preserving our urban canopy.

Atlanta City Design map showing locations within designated “growth areas” that are within 1/2-mile of transit stations.

to be appealing places to live and work for everyone. They need to be safe and convenient places to get around and full of the delights of city life. They also need to consider that many new residents in growth areas will not have private outdoor space of their own. That’s where the Peachtree Shared Space comes in to play. Downtown is already one of the most dense areas of the city, has excellent regional transit

access, and a strong base of job opportunities. This project—along with other ongoing efforts— will add much needed public space in an area with limited and expensive available land; prioritize walking, rolling, biking, and transit in the neighborhood; and help attract more residents and businesses to choose Downtown by continuing to make it a great place to be.

# STUDY AREA

While Peachtree Street winds through many Atlanta neighborhoods, this study is focused on Downtown, where an exceptional public space has the potential to foster a dynamic urban neighborhood that delights and serves current residents, workers, and visitors. It is also critical to the sustainable development strategy outlined in the [Atlanta City Design](#), which aims for a higher share of future residents to choose to live in walkable, transit-rich environments like Downtown to reduce the city's auto-dependency, congestion, and emissions.

The study area for this project includes Peachtree Street from North Avenue to Marietta Street, with consideration of the surrounding neighborhood. Within that study area, the Peachtree Center area was selected as the preferred location for the shared space and corresponding demonstration project, and recommendations were made for the remaining segments to create a cohesive corridor with a continuously high-quality, safe experience for people traveling by all modes.

To reflect the unique contexts and character within the study area, it was segmented into subareas for analysis and discussion:

## Segment 1

### EMORY UNIVERSITY HOSPITAL MIDTOWN AREA (North Avenue to Pine Street)



## Segment 2

### CONNECTOR CROSSING (Pine Street to Porter Place)



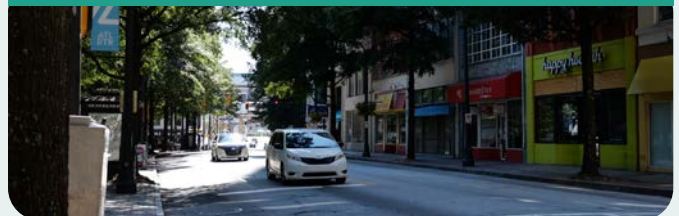
## Segment 3

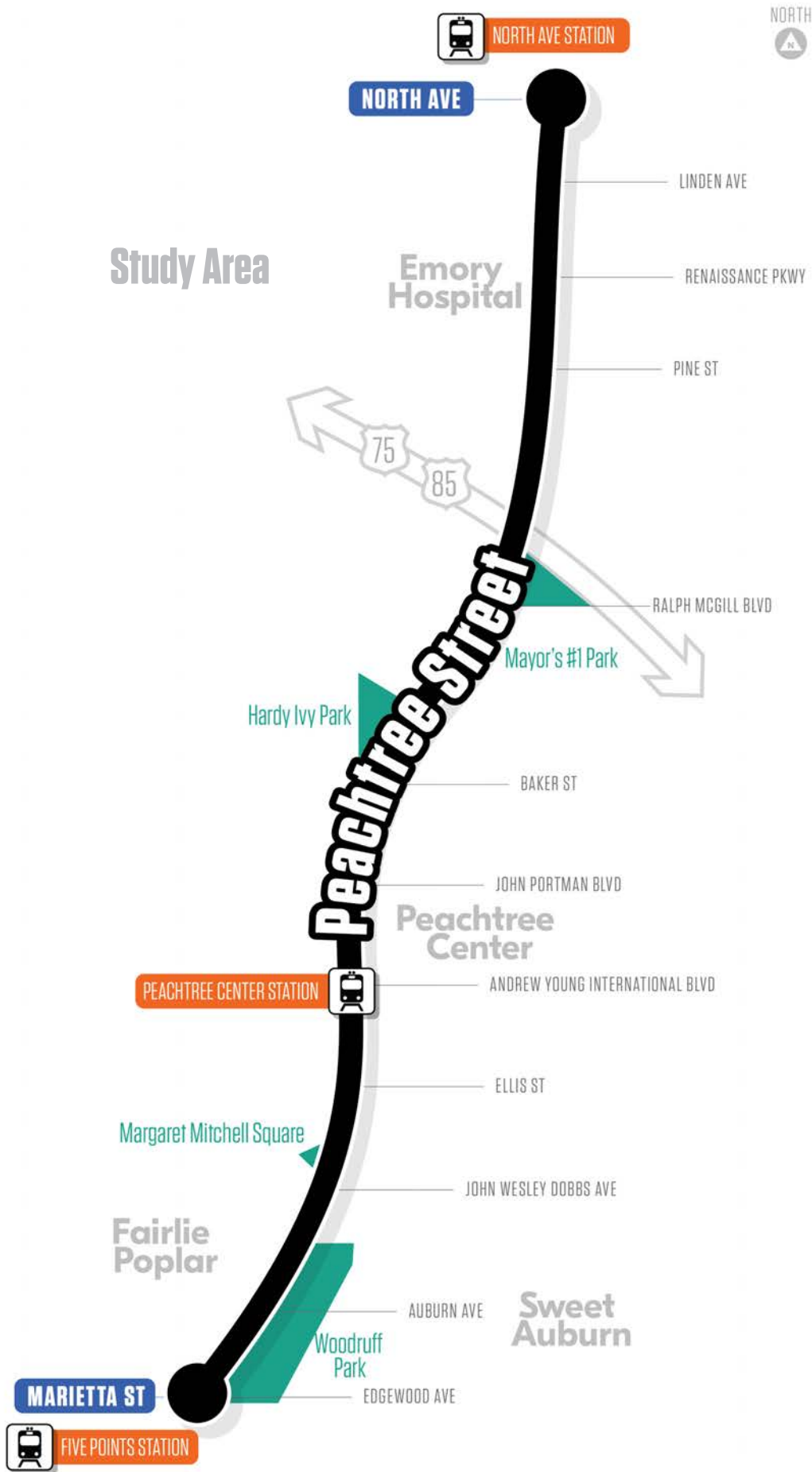
### PEACHTREE CENTER AREA (Porter Place to Forsyth Street)



## Segment 4

### WOODRUFF PARK AREA (Forsyth Street to Marietta Street)





# PEACHTREE STREET'S STORY

## Yesterday

The story of Peachtree Street mirrors the bigger story of Atlanta, and that of other major American cities.

Peachtree Street has been at both the forefront of and the backdrop to many of Atlanta and the region's successes and challenges, and a witness to its evolution.

Long ago, the Muscogee Creek tribe used Peachtree as a trail, following the ridgeline. Over time, the land along the trail was settled and, as a centrally located place, it lent itself to social and economic exchange. The trail became a cartway, then a street, which evolved into the commercial and residential core

of Atlanta. Horse-drawn streetcar lines were added in the 1870s, providing convenient access to the older, established neighborhoods like the West End and new developments like Inman Park. The streetcars operated within the public realm along with pedestrians and bicyclists, and over time were electrified. The automobile started to become popular in the early 1900s. Unlike today, there was no dedicated space for

each mode. This mixing of modes was a true shared space[1]. Shared space was the norm in cities. In

fact, all the streets in Atlanta were shared spaces and always had been. Over time, due to the relative high

speeds and danger created by

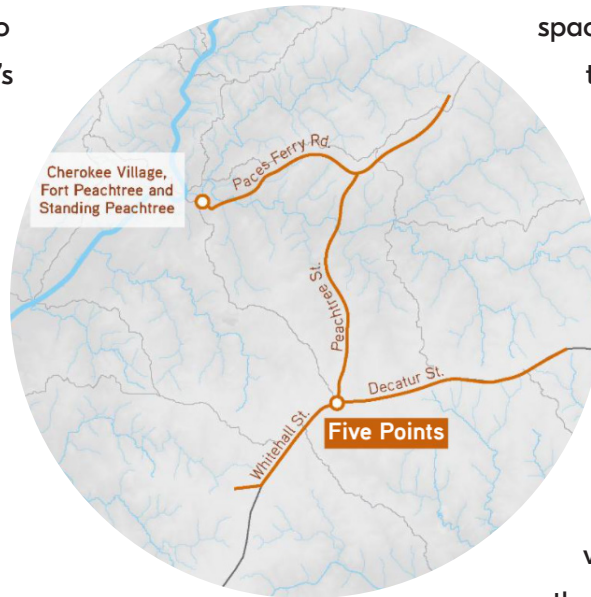
the automobile, the practice of separating the modes began. Pedestrians were no longer

allowed to cross streets freely but were required to cross

only at intersections and walk along the edges. Public policy

and the design focus favored vehicular movement, which began

the erosion of the historic qualities and the vibrancy of the public realm.



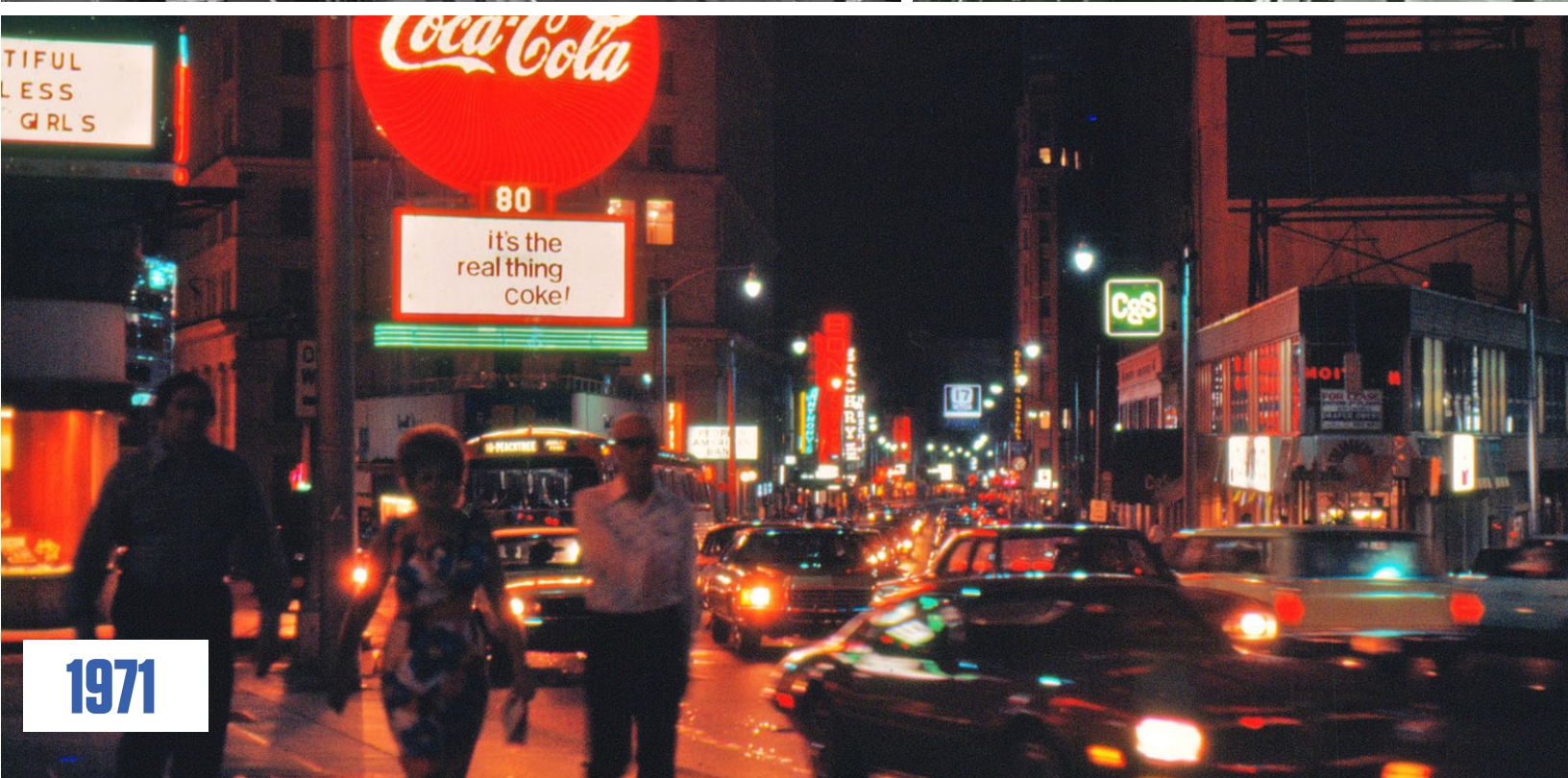
Trails built by Native Americans set the path for many Atlanta streets, including Peachtree Street. (Source: Atlanta City Design)

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**“Public policy and the design focus favored vehicular movement, which began the erosion of the historic qualities and vibrancy of the public realm.”**

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The automobile, oil, and tire industries along with others lobbied successfully for the creation of the Federal Highway Act and highway building in cities began fostering the car-dependent suburbs. It was characterized as “economic development,” even though it eroded the physical, cultural, and historic landscapes of cities, and did tremendous and disproportional damage to Black neighborhoods. The massive highway projects effectively subsidized development of the suburbs for white families and transferred wealth and value from the city to the suburbs. Redlining and other segregation policies at the federal and local levels further eroded the vibrancy of Black neighborhoods and the cities in general. Atlanta was not spared. The construction of the Downtown



Connector (Interstates 75 and 85) highlighted the racist agenda of the highway program. Auburn Avenue, once a vibrant home to Atlanta’s Black community and epicenter of the Civil Rights Movement, bore the brunt of these impacts. Peachtree Street was diminished at the same time.

Recognizing the destructive impacts of these efforts, the long and difficult path forward has begun. Part of the journey is restoring some of the historic roles and qualities of parts of the city. Restoring the dignity and multimodal nature of Peachtree Street is one such step.

## Today

Recent policies, plans, and leadership have positioned the Peachtree Shared Space Study for success. While a review of many existing plans and reports was conducted to determine a baseline for this effort, the following plans and initiatives, outside of the 2018 Peachtree Shared Street Design Concept, that were influential in shaping this study:

- **The Atlanta City Design: Aspiring to the Beloved Community (2017)** – [This document](#) is a framework to “articulate an aspiration for the future city that Atlantans can fall in love with, knowing that if people love their city, they will make better decisions about it.” Building on Dr. Martin Luther King Jr.’s concept of the Beloved Community the document focuses on Five Core Values to help guide and prepare Atlanta for growth. They are: Equity, Progress, Ambition, Access, and Nature. The core values are woven into the Peachtree Shared Space Study by designing for and prioritizing people.
- **Atlanta City Studio** – The mission of the Atlanta City Studio (the Studio) is to, “provide leadership in the design of our city with the goal of creating an exceptional public realm and ultimately, a city that all Atlantans can be proud of.” Since its creation in 2016 as the pop-up urban design studio for DCP, it has engaged Atlanta residents in conversations about design for both citywide efforts and neighborhood public realm projects. It recently launched the City’s new [Tactical Urbanism Guide](#) in partnership with ATLDOT, which along with its [Love Our Places Program](#) have resulted in parklets and other small-scale public space improvements that create more enjoyable places for people on Atlanta’s streets.

- **City of Atlanta’s Vision Zero Policy** – In 2020, the City of Atlanta formally adopted a [Vision Zero Policy](#), one of the key pillars identified in the 2019 One Atlanta Strategic Transportation Plan. Vision Zero policies focus on eliminating traffic fatalities and severe injuries, while making walking, bicycling, and other micromobility options safer. The new ordinance also lowered the default speed on local roads to 25 miles per hour, with speed being a key factor that has contributed to traffic fatalities.
- **Downtown Public Space Initiatives** — Several ongoing and planned projects on the Peachtree Street corridor are doing their part to continue to enhance the public realm Downtown. The Broad Street Boardwalk used a wooden platform and movable outdoor furniture to provide more places to sit and socialize in a favorite neighborhood spot. Around the Connector, a grand vision to cap the interstate with parks, plazas, and new development called [The Stitch](#) would reconnect Downtown and Midtown and is currently being studied for feasibility. The *Downtown Atlanta Master Plan* (2009 and 2017) has repeatedly recommended public realm investments on Peachtree Street as a catalytic project.

Other public initiatives, private efforts, and individual contributions continue to shape this ever-evolving corridor. Major upcoming initiatives are referenced throughout the Existing Conditions section, including the *Downtown Atlanta Master Plan*, Underground Atlanta redevelopment, *Emory University Hospital Midtown Master Plan*, Georgia State University expansion, new developments in South Downtown, park enhancements, art installations, bus enhancements, and bicycle infrastructure.







**2.0**  
**A SPACE**  
**FOR ALL**



# 2.0 A SPACE FOR ALL

## ROLES OF THE STREET

Streets support a range of transportation, access, and civic functions, and their roles have evolved over time. These roles have different—and often competing—design and operational needs. How they are prioritized depends on the context of the individual street. For each street, priorities rank differently depending on the time of day or in response to special events. Street design and curbside management help organize and balance these competing roles. Typical street functions include:



### **Mobility**

Streets allow us to move from one location to another by several modes, including walking, biking, transit, cars, and other forms of mobility.

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### **Public Realm**

As publicly owned spaces, they also have a civic function and can be designed with places to rest, gather, eat, or play.

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### **Loading Goods**

Goods have to be transported between delivery vehicles and buildings, either using designated loading zones or at the curb.

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### **Loading People**

People access buses, the streetcar, or cars at the curb or valet drop-offs. Seating, shelter, and shade can help make the wait more comfortable.

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### **Parking and Storage**

Private vehicles—including cars, bikes, scooters, and other mobility devices—are sometimes stored on the street while their users are at their destinations.

All these functions must be accommodated within the Downtown network. As Downtown’s signature street, the way Peachtree Street will balance these roles must be organized in a way that puts people first to create a space that is not only functional, but safe, vibrant, and beautiful. Figure 1 illustrates how these competing functions may shift in priority throughout the course of a typical day.

Figure 1. Peachtree Street Curbside Use Prioritization Framework

Priority Ranking	Time of Day				
	AM Peak	Mid-day	PM Peak	Evening	Overnight
	6 am - 9 am	9 am - 3 pm	3 pm - 6 pm	6 pm - 2 am	2 am - 6am
1	 Mobility	 Public Realm	 Mobility	 Public Realm	 Loading Goods
2	 Loading People	 Loading People	 Loading People	 Loading People	 Parking and Storage
3	 Public Realm	 Loading Goods	 Public Realm	 Parking and Storage	 Mobility
4	 Parking and Storage	 Mobility	 Parking and Storage	 Loading Goods	 Loading People
5	 Loading Goods	 Parking and Storage	 Loading Goods	 Mobility	 Public Realm

# PEOPLE OF PEACHTREE

Throughout the planning process, participants voiced a central theme: Peachtree should be a place for *everyone*. It should be a place where everyone feels not only safe and comfortable, but welcome and invited. To do this, it must be designed and programmed with its many different users in mind, adding elements that both contribute to universal accessibility and a sense of safety and ease, but also unique features that make people feel like they were thoughtfully considered and cared for in the shaping of the space, with enough interest that they would enjoy spending time there. The many people of Peachtree are what make it a special place. They include these and other people:



## RESIDENTS

Downtown residents have chosen the “city life,” love the neighborhood’s character, and enjoy a lifestyle where they can walk, bike, or take transit for many activities. Many are craving more of the amenities of a mature urban neighborhood, like a grocery store and more local shops and restaurants.

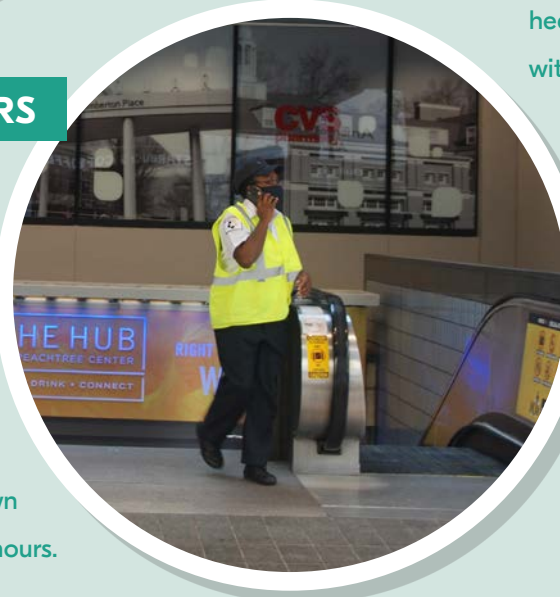


## SHOPPERS & DINERS

Peachtree’s shops and restaurants draw visitors from across the region who want to enjoy the heart of the city, but they compete with businesses in other neighborhoods that have their own dynamic

## WORKERS

Downtown’s many offices, hotels, and attractions make it one of the region’s largest employment centers. Daytime workers add life to the street, but often live outside of Downtown and leave after hours.



## STUDENTS

Campuses like Georgia State University and Cristo Rey Jesuit High School call Downtown home, and recent expansions have resulted in growing numbers of students.



## ACTIVISTS

Peachtree has continued to be the stage for Atlanta's civic life over the years, and its essential role as a space for protest and dialogue helps our city grow.



## TOURISTS

The conference centers, events venues, and hotels Downtown draw tourists from across the world to Peachtree Street. Their visits support Downtown restaurants and shops and contribute to an active public realm. They often need more directional assistance and may be looking to experience Atlanta's unique food and culture.



## LEISURE USERS

Great main streets invite people to stroll and linger. People exercising, playing, and resting in the corridor are also part of its fabric.



## PEOPLE WITH LIMITED VISION OR MOBILITY

The design of the built environment can support or inhibit people with limited vision or mobility from moving safely, comfortably, and conveniently through the community. Features like curbless spaces or frequent curb ramps, tactile guidance, movable seating, and other elements can help make their experience as seamless as possible.



## KIDS

Atlanta's youngest community members need safe places to spark their imagination, play freely, and rest, whether living near or visiting Peachtree. More family-friendly features will help Downtown retain and attract residents of all life stages.



## NEIGHBORS IN NEED

People experiencing homelessness are part of the Peachtree community and may have needs like safe places to rest and socialize, access to amenities like restrooms or WiFi, and connections to available housing, jobs, and support services.

# WHAT IS A SHARED SPACE?

“Shared spaces” take a holistic approach to how we use the public realm between buildings. They emphasize the social elements of streets as much as the mobility function, with a goal of creating a vibrant and safe space for people to move and gather. Shared spaces are not just streets to move through, they are destinations to go to.

Following the widespread adoption of the car, many streets had become dominated by the automobile by the 1950s. The term “**shared space**” was coined by Dutch traffic engineers Hans Monderman and Ben Hamilton-Ballie in the 1990s as a way to return to streets more focused on people than on cars. Unlike the streets of the pre-automobile era, modern shared spaces benefit from new technology and research, designed with excellent drainage, shade trees, lighting, materials, and accommodations for people with disabilities.

## What are the design features of a shared space?

Shared spaces can take on many different forms and there is no single way to design them. While the exact design can vary, they tend to have a several key features that distinguish them from a conventional street:

1. Uses are desegregated by minimizing road markings and signage.
2. Special pavement is used to make the shared space distinct from conventional streets, delineate zones within the shared space, and create an attractive environment.
3. They do not have curbs, making it a seamless experience throughout the space and easier for people with limited mobility, wheelchairs, or strollers to move around.
4. In some cases, a pedestrian-only comfort zone is delineated closest to the buildings for pedestrians who prefer not to mix with other modes. This is typically wider than a standard sidewalk (more than 6 feet wide) and identified through material changes rather than striping or level changes. The center of the street is a shared zone for all types of users.
5. Because they lack curbs, they often use alternative drainage designs to manage stormwater, such as French drains, permeable pavers, or bioswales. Drainage features can help visually and tactically separate the pedestrian-only comfort zone from the shared zone.





Even surface (raised street 6" to meet curb)

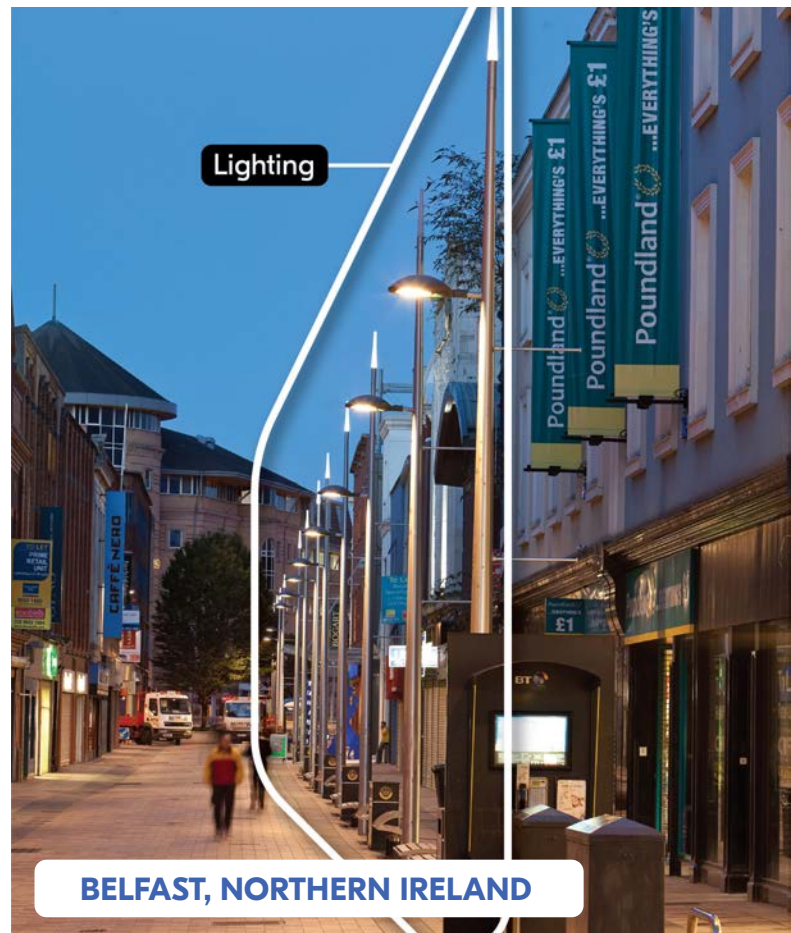
Tactile Strip & Protected Pedestrian Comfort Zone

On-Street Parking with Permeable Pavers

Bioswale Drainage

KIRKLAND, WA

6. Lighting is designed at the human scale, rather than the automotive scale. There is soft lighting throughout to both create an inviting atmosphere and make sure all users are clearly visible. Like drainage, the placement of light poles can help separate the pedestrian-only comfort zone from the shared zone.
7. A furniture zone for shade trees, seating, trash and recycling bins, bicycle parking, planters, or other features is aligned with light poles. This helps organize potential obstacles and define separation between the pedestrian-only comfort zone and the shared zone.



Lighting

BELFAST, NORTHERN IRELAND



Multiple Lighting Sources

ORLANDO, FL



Furniture Zone

BELFAST, NORTHERN IRELAND



Transition from Conventional Street

CORK, UK



Shared Zone Notice

AUCKLAND, NZ

8. Places for people to gather and rest are mixed in throughout. These can range from a simple bench in the shade of a tree to larger plaza spaces for events.
9. Tactile warning strips are used at entrances to the shared space and throughout intersections to indicate the change in environment, which is especially necessary for people with limited vision. Defined crossings using tactile materials can also be used to connect pedestrian-only comfort zones for people with limited vision.

10. Gateway features notify people when they are entering and leaving the shared space.
11. On-street parking can be incorporated, if desired.
12. Informational guidance to help people use the space, including signs, kiosks, and auditory cues, as well as information provided to navigational app providers.

The exact design of the Peachtree Shared Space, including which of the typical features described above are appropriate here, will be determined through this process.

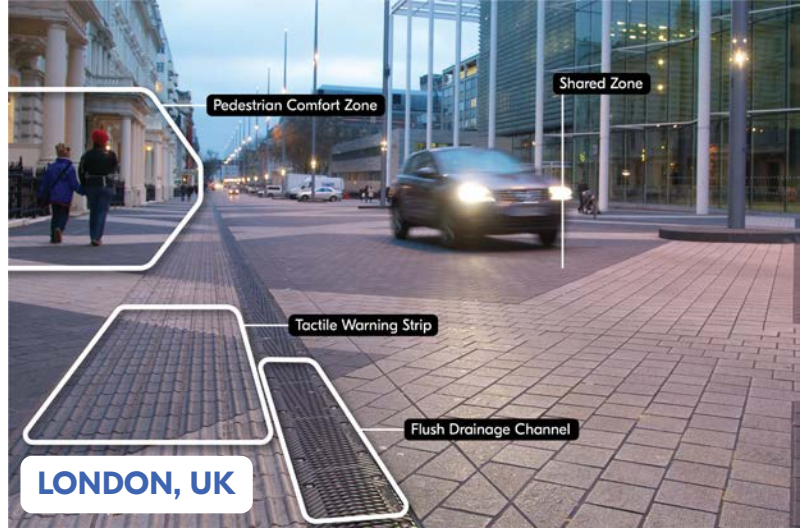
## How do people move through a shared space?

Walking, biking, and transit use are encouraged modes of transportation. People walking or biking can get across at any point and are not limited to typical crosswalks. Buses and the streetcar will continue to use the space. Cars are permitted, but most travel at slow speeds (5 to 15 miles per hour). The space is not designed to maximize vehicular throughput, as is often the case for street design. In fact, it is a goal to lower vehicle volumes. For drivers, the primary reason to use a shared space is to access a property or drop off a passenger, not as part of a long-distance trip. Nearby parallel streets tend to be a better choice for drivers passing through the area. While freight loading is also allowed in the shared zone, side streets can provide alternative loading areas in some cases, and deliveries may be time restricted.

## CASE STUDIES

A shared space is in many ways a return to the way city streets functioned for centuries, and the modern version has been implemented in cities around the world. In recent years, many global cities have implemented shared space designs for their signature streets. The following case studies illustrate how shared spaces created a vibrant public realm in three such cities:

- Exhibition Road | London, UK
- Bell Street | Seattle, WA
- Wharf Street | Washington, DC



# Case Study: Exhibition Road

*Location: London, United Kingdom*

Exhibition Road is often highlighted as the premier shared space example. Its flexible design allows for all users of all abilities to access its world-class museums and academic establishments with a vibrant and safe public realm. But this wasn't always the case. In the 1960's the road that owes its name to the Great Exhibition of 1851, gave way to the automobile and pushed the pedestrian to edges. The original intent of street as a place for ease of access for all modes and to frame important architecture was slowly crumbling.

In 2003 a design competition was held to improve the street and bring back its original intent. The solution was a shared space that would put people-first while still allowing vehicular traffic and access to the museums. Through design vehicular speed was reduced and pedestrian areas were expanded. The project was completed prior to the 2012 Olympic and Paralympic Games.

## Previous Condition:

- Two lanes for vehicular traffic, three rows of parking (one of which was in the center of the road), sidewalks on both sides.
- Visual clutter in pavement markings and signage
- Limited pedestrian crossing locations

## Shared Space Condition:

- Two-way curbless design
- Visual clutter removed (this includes traffic signs, pavement markings, safety barriers)
- Drainage channel covers and tactile strips demark pedestrian and vehicular areas

**Year:** 2009 - 2011

**Length:** Approximately 2,600 feet

**Completion:** Work was completed prior to the 2012 Olympics and Paralympic Games

**Context:** Urban main street with a mix of retail, office, and national museums. The corridor attracts over 11 million visitors each year.

**Cost:** \$30.0 million

- High-volume intersections still retain signals and road markings, while low-volume intersections have signage noting entry into street and ramps into the space
- Vehicle speed is posted as you enter the space
- Flexible space along the corridor allows for on-street parking, pedestrian amenities, café seating, and bicycle parking
- Private vehicles, delivery vehicles and buses area all allowed on the corridor

## Application to Peachtree Street:

- Flexibility and simplicity of the space is important
- Parking is prohibited anywhere in the road except in marked parking bays
- Loading and unloading, including drop-offs and pick-ups of passengers, is only allowed in certain locations
- Limit or remove visual clutter
- Use design to slow speeds and designate areas between pedestrians and vehicles
- Increased speed can be an issue when there is low pedestrian volumes — lateral shifts are recommended
- High-quality materials speak to the street's prominence



CASE STUDY: EXHIBITION ROAD



# Case Study: Bell Street Park

*Location: Seattle, Washington*

Bell Street Park was the City of Seattle's first shared street in the densely populated Belltown neighborhood. The project established a new typology for streets as parks in Seattle and set a precedent for other cities to explore how their existing right-of-way can be rebalanced to be accessible for all users. A 2008 City audit discovered that the Belltown neighborhood was underserved in its access to open space but acquiring land for new open space was deemed too expensive. In response, voters with support of the community, approved a levy to generate new funds and granted the City of Seattle's Park and Recreation Department ability to create Bell Street Park.

The community was an active participant in designing the street along with various city departments, and other partner agencies. The final curbsless design included stormwater features, new street trees and planters, and pedestrian-scale amenities. Care was also taken to program and activate the space with tables and chairs, public art installations, and bike parking. Since construction was completed in 2014, traffic has been slowed and vehicle volumes have decreased slightly. Bus operations remained the same and actually saw improved operations along the corridor.

## Previous Condition:

- One-way road with two vehicular lanes, on-street parking on one side and sharrows.

**Year:** 2010 - 2014

**Length:** 4 city blocks (approximately 1,300 feet)

**Completion:** March 2014; Officially opened April 12, 2014

**Context:** Urban mixed use neighborhood

**Cost:** \$5.0 million from voter-approved levy (\$3.5 million for planning, design, and construction, and \$1.5 million for right-of-way acquisitions)

- Critical corridor to buses (over 300 bus pass through daily, most during peak times)
- Mixed-use residential between 3 and 6 stories

## Shared Space Condition:

- One-way curbsless road
- Flexibility in design to allow for high turnover areas for parking/loading/unloading, outdoor dining, and pedestrian scaled amenities
- Transition to shared space happens at intersections
- Private vehicles are limited but buses and bicycles are allowed along the entire corridor

## Application to Peachtree Street:

- Material choice is critical and should be considered with long-term maintenance and accessibility in mind.
- Simplicity of the space lends to its adaptability.
- Coordination across departments and partner agencies is critical from the onset of the project.
- The designation (e.g. street or park) and maintenance responsibilities for a shared space can vary and may include the DOT, parks department, or a partner agency like a CID
- Accessibility design features should be placed to maximize comfort.



CASE STUDY: BELL STREET PARK

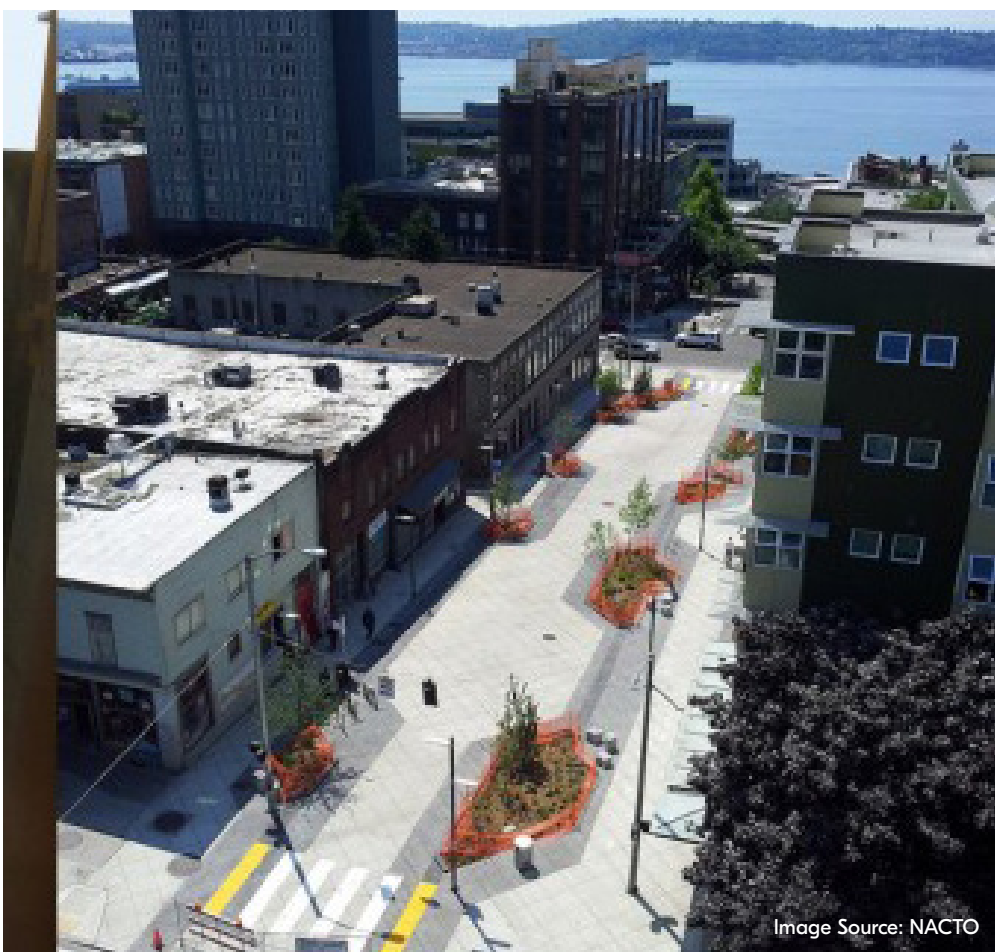


Image Source: NACTO



Image Source: MIG

# Case Study: Wharf Street

*Location: Washington, D.C.*

District Wharf is a public-public private partnership to transform almost one mile of waterfront into a mixed-use development in Washington, DC. Wharf Street is the development's signature street, a 60-foot-wide, highly designed shared space with retail and restaurants on one side and the Washington Channel on the other. The public realm has been designed to put people first and vehicles when necessary. In total, there are 12 blocks of shared spaces on the site. Different paving materials, textures, colors, and patterns help differentiate the spaces for vehicles and people.

## Previous Condition:

- Visual clutter in pavement markings and signage
- Limited pedestrian crossing locations

## Shared Space Condition:

- 60-foot right-of-way that includes:
  - 20 feet of café seating along the retail edge
  - 20 feet of vehicular circulation (one-way with areas for short-term parking or loading/unloading)
  - 20 feet of dedicated pedestrian circulation
- Paving materials, trees, and drainage features delineate the shared space, including smoother pavers for the pedestrian-only areas and rougher textures within the shared zone
- Bollards are located at intersections

**Year:** Planning and land acquisition between 2003-2014, groundbreaking in 2014

**Length:** Approximately 800 feet

**Completion:** Phase 1 of the District was opened 2017

**Context:** Urban main street

**Cost:** The cost of Wharf Street itself is not publicly available. Tax increment financing bonds for the development's overall infrastructure totaled \$198 million.

- Design of street and materiality enforce slow driving
- Centralized ridehailing pick-up/drop-off locations on the edge of the site
- Loading docks and primary loading zones located off the main street with restricted delivery hours

## Application to Peachtree Street:

- Use design to slow speeds and designate areas between pedestrians and vehicles
- Highly programmed/curated activation
- Use of high-quality materials
- Stormwater and green infrastructure is located throughout the development
- Focus on authenticity
- Variety of human scale lighting sources create an inviting glow
- A public-private partnership between the developers and the District of Columbia's Deputy Mayor of Planning and Economic Development





CASE STUDY: WHARF STREET



# 3.0 PROCESS



# 3.0 PROCESS

## PROCESS OVERVIEW

The Peachtree Shared Space Study took place in late 2020 and early 2021, and implementation is ongoing. The focus is on a 1.25-mile portion of Peachtree Street in Downtown Atlanta between North Avenue and Marietta Street. Through a community process and a review of existing conditions this study identified a preferred location for a shared space within that study area and developed a conceptual design for the project, along with other recommended improvements to the street and public realm throughout the corridor. Project elements included:



- **Community Engagement:** Community members were invited to participate in a series of educational and collaborative activities to help understand key challenges, shape the project vision, and develop the conceptual design. *(See page 32 for more information.)*
- **Existing Conditions and Technical Analysis:** To establish a baseline understanding of site conditions and constraints, a technical analysis was conducted for existing plans, geospatial data, site observations, traffic modeling, and environmental and historical due diligence. *(See page 49 for more information.)*
- **Alternatives Analysis and Concept Development:** Several alternative concepts for the corridor were developed and refined, grounded in the community input and technical analyses. This included both a design for the shared space in the preferred pilot project location, as well as designs to retrofit the rest of Peachtree Street within the study area to improve safety, enhance the quality of experience, and transition to the shared space. *(See page 122 for more information.)*
- **Activation and Programming Strategy:** This strategy will identify interventions and initiatives that will help the shared space and surrounding neighborhood thrive, including recommendations for placemaking opportunities, vacant and underutilized properties, integration of housing, park and plaza improvements, and programming. *(See page 237 for more information.)*
- **Demonstration Project:** A demonstration project was designed and installed between Baker Street and Ellis Street as a short-term, low-cost way to test aspects of a shared space using temporary materials. *(See page 201 for more information.)*
- **Action Plan:** The action plan will guide the next steps for implementing the shared space project, outlining key tasks, responsible parties, estimated costs, and potential funding sources. *(See page 230 for more information.)*

This work was led by the City of Atlanta Department of City Planning in collaboration with the City’s Department of Transportation and with support from partner agencies such as Central Atlanta Progress and MARTA, and consultants at Toole Design Group, Modern Mobility Partners, Street Plans, Stantec, James Lima Planning and Development, and Edwards-Pitman. It was funded with support from the Atlanta Regional Commission.

# COMMUNITY ENGAGEMENT

One of the primary goals of this study was to better understand the community's vision and needs for the future of Peachtree Street. A series of educational, information-seeking, and collaborative activities were hosted to invite community members to join the design process. A project website— [sharepeachtree.com](http://sharepeachtree.com)— hosted information about the project and engagement activities. Due to social distancing requirements in response to COVID-19, all activities were held virtually, in keeping with the City of Atlanta's COVID-19 response policy. Activities were promoted through social media, press releases and coverage in local publications, and direct outreach through partner organizations, city contact lists, and flyers. The following are summaries of all major engagement activities; more detailed summaries are available in the Appendix.

## Public Space Working Group

The Public Space Working Group (PSWG) was created as a steering committee for this project, with the intention of a life beyond this study. A group of about 20 community members was formed, including neighbors and representatives from nearby buildings, hotels, Central Atlanta Progress, MARTA, Atlanta Bicycle Coalition, Atlanta Regional Commission, Sweet Auburn Works, Center for Civic Innovation, Peachtree Center, and AmericasMart. It is a flexible, growing group meant to evolve over time as it guides the ongoing implementation of the Peachtree Shared Space and supports other public space projects for Downtown Atlanta. The group met four times over the course of the project to ideate, review draft concepts, and discuss implementation strategies and will continue to meet in the future.

Figure 2. Community Input Map Comment Points

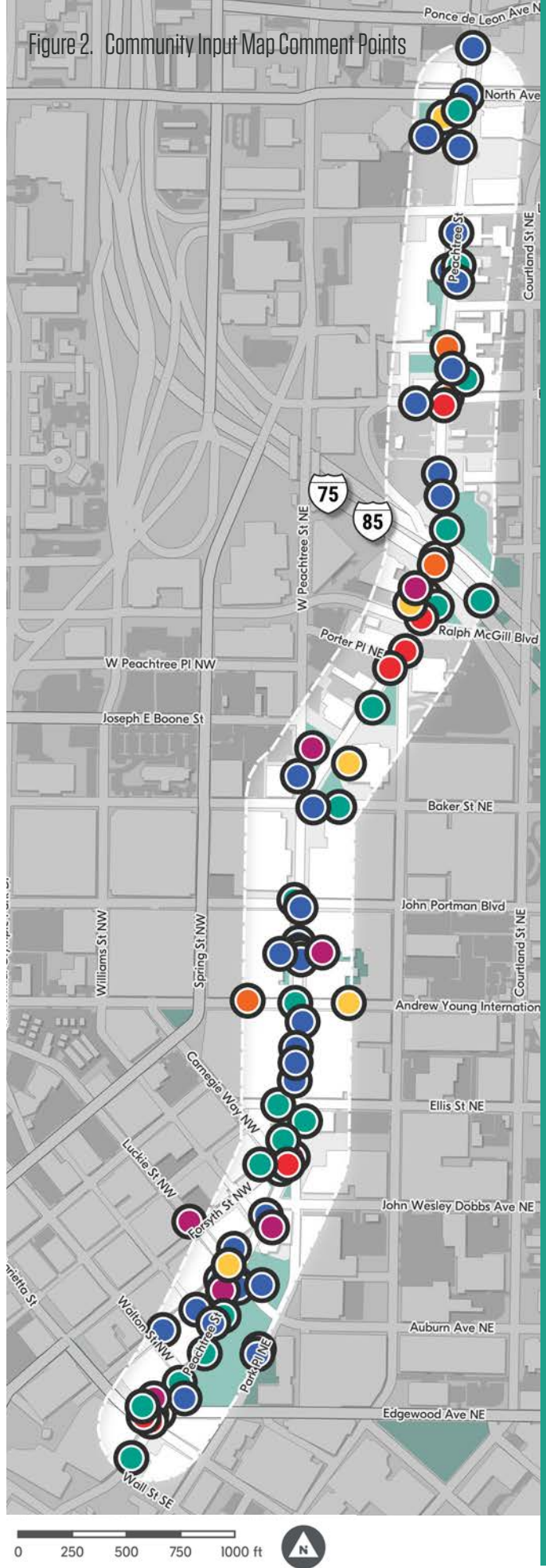
## Community Input Map

An interactive, online map was used to crowdsource information about and ideas for the study area. More than 200 unique comments were received in November 2020, including 85 original comments and peer feedback to posted comments. They shared insights on places and features they loved and wanted to keep; issue spots for transportation and access; ideas for public space features; ideas for transportation and access improvements; and the best and most concerning spots for a potential shared space. All comments are included in the Appendix.

	Places or features you love & want to keep		Places where a shared space concerns you
	Issue spots for transportation & access		Ideas for public space features
	Best spot for a shared space		Ideas for transportation & access improvements

Themes included:

- Interest in refocusing the street to serve the neighborhood rather than regional commuters
- Disappointment with existing streetscape design feeling suburban, boring, and uninviting
- Desire for buildings to better address the street and plazas
- Concerns over the need to maintain clear vehicular access to Emory University Hospital Midtown
- Desire for more sidewalk cafes and vendors
- Desire to spruce up and fill vacant storefronts with new businesses

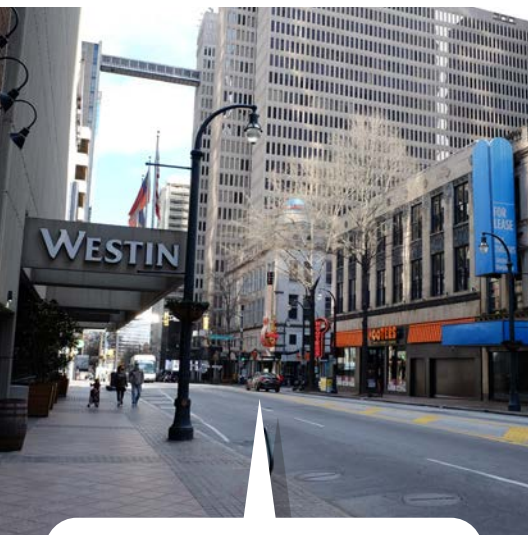




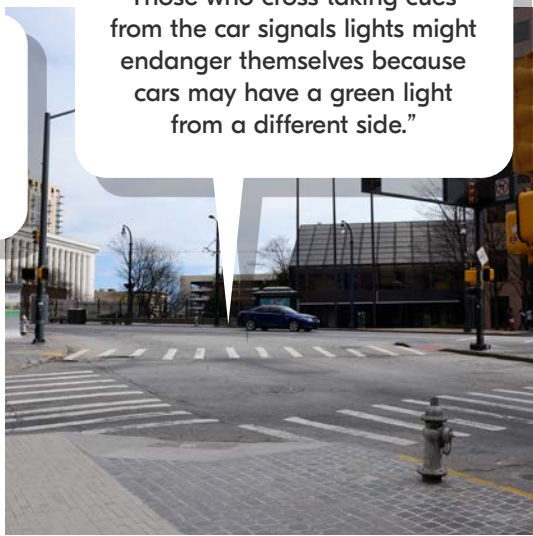
“This corner of the Flatiron Building is especially beautiful.”

“The slip lane from Peachtree Street to Auburn Avenue allows vehicles to make turn movements at higher speeds, which results in drivers not looking for pedestrians in crosswalk.”

“The ped crossing here is terrible if you try to obey the ped signals. The wait is far too long. Those who cross taking cues from the car signals lights might endanger themselves because cars may have a green light from a different side.”



“Remove the fencing along the sidewalk. It obstructs pedestrian flow, and thoroughly hinders pick-up/drop-off space for MARTA buses -- especially when buses bridges are replacing trains in emergencies.”



“This entire block could be open for ped crossing, while also accommodating a drop-off area.”



“The merge from Peachtree Street to Peachtree Center Avenue Cycle Track is dangerous and uncomfortable as there are vehicles approaching from every side. LIT users have to keep their head on a swivel.”

Sample comments from the Community Input Map. See the Appendix for a full list of comments.



- Need for a better pedestrian and bike connection between Civic Center Station and Peachtree Street
- Frustration with the abrupt termination of existing bike lanes on the north end of the corridor, as well as interest in adding protection to the existing bike lanes
- Disagreement over the importance of the bridge over The Connector for vehicular travel
- Intersections that feel hazardous, like Ralph McGill Boulevard, Peachtree Center Avenue, Forsyth Street, Auburn Avenue, and Edgewood Avenue/Marietta Street
- Desire to remove existing driveways and shift access to side streets
- Need to overcome the perceived “end of the road” at The Connector and draw people across
- Interest in upgrading Mayor’s #1 Park and Woodruff Park
- Need for better pick-up drop-off zones and loading operations
- Need to serve citizens who are homeless
- Specific design ideas like:
  - Making Peachtree Street a pedestrian-only corridor
  - Locations for new bike racks
  - Reducing the number of vehicle travel lanes to add protected bike facilities
  - Locations to widen sidewalks
  - Spots for new or enhanced wayfinding signs, especially at John Portman Boulevard and Andrew Young International Boulevard
  - Transit-only lane for streetcar
  - Removing slip lanes and expanding plazas

## Community Workshops

Two multiday virtual workshops were hosted to dive into deeper discussions with the community:

### Discovery Workshop Series

The first workshop series was held in November 2020 and focused on understanding key issues and opportunities for the project through the community’s eyes. Participants were asked their opinion on:

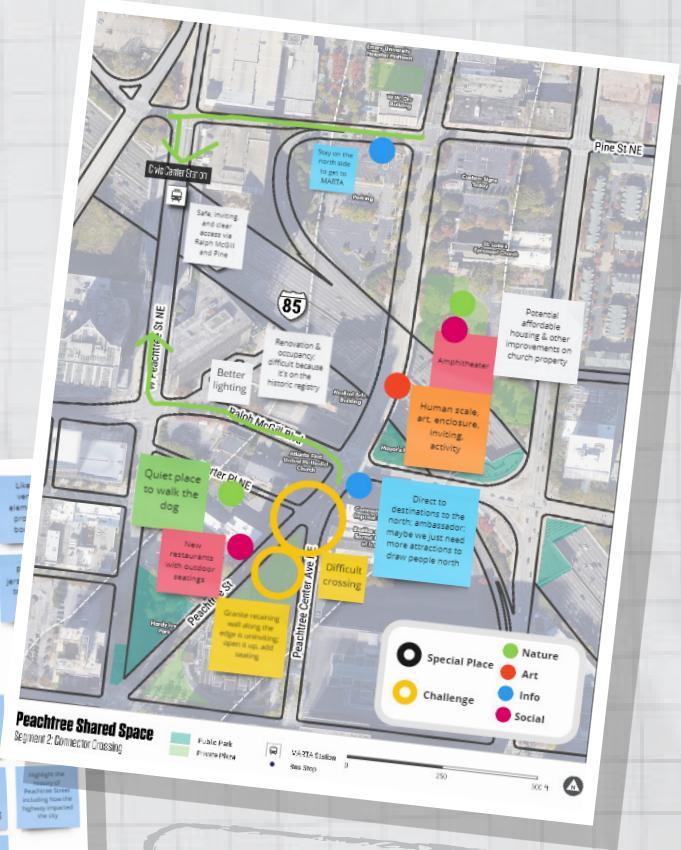
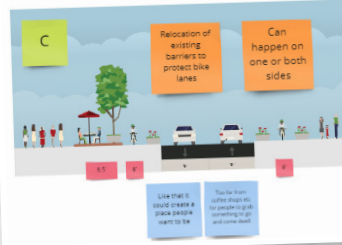
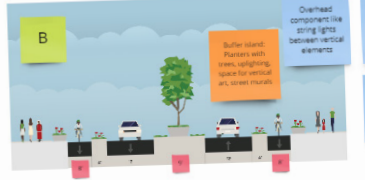
- What is the best spot for a shared space?
- What design features would you like to see?
- What issues should the design address?

There were 196 virtual meeting registrants for events, including:

- **Community Kickoff Meeting:** An overview of the project area and shared spaces, with input from participants on the values that should shape Peachtree Street; elements to preserve, change, or add; and potential concerns about a shared space
- **Tactical Urbanism 101:** An introduction to tactical urbanism—an approach to testing infrastructure design with short-term, low-cost prototypes—and how it will be used to test a shared space.
- **Virtual Open Studio Sessions:** A series of collaborative design sessions used small breakout groups and a virtual whiteboard to discuss the existing conditions, aspirations, and potential solutions for each segment of Peachtree Street with community members.

# Virtual Community Collaboration

Finding ways to listen to and collaborate with community members virtually was essential to this project, which took place during social distancing requirements in response to COVID-19. An interactive, online whiteboard tool helped the project team work with the community in real time, marking up draft concepts, adding notes, and reimagining the design of Peachtree Street together virtually. Check out some examples of the shared workspace!



Identifying key challenges and dreaming of improvements

Learning the unique perspectives of different stakeholders through small group interviews

**Facilitators:**  
- Addie Weber (note taker)  
- Meghan McMullen  
- Joel Mann  
- Kevin Bacon  
- Monique Forte  
- Jason Morgan

**Interviewees:**  
- Marcia Pecot (Cristo Rey dean)  
- Hank Moller (Cristo Rey teacher)  
- Martaveous Gregory (Cristo Rey student)  
- Ashley Garcia Sanchez (Cristo Rey student)

**Starter Questions:**  
- Have you seen a shared-space or flush street in action?  
- What is the role of Peachtree Street for your students/faculty?  
- What is missing?  
- What is working?

**Discussion**

1. How do you feel about the current state of Peachtree Street?	2. What are the biggest challenges you face as a student/faculty member?	3. How do you think the street should be improved?	4. What are some ideas for making the street more pedestrian-friendly?	5. How do you feel about the current state of the city?	6. What are some ideas for making the city more sustainable?	7. How do you feel about the current state of the community?	8. What are some ideas for making the community more inclusive?	9. How do you feel about the current state of the economy?	10. What are some ideas for making the economy more resilient?
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**Alternative Shared Space Concepts**

**A** Shared Space with Existing Streetcar

**B** Shared Space Shift

**C** Tactical Section 1: Pedestrian Comfort Zone on One Side

**D** Tactical Section 2: Pedestrian Comfort Zone on Both Sides

**E** Shared Space Grove

Notes: Incorporate string lighting via landscaping and other softening elements; Nursing stations for moms; Adult changing station for restrooms; Public restrooms and gender-neutral showers; Safe place to deposit needles; First aid station or pharmacy, maybe a pop-up; Water fountains, including water bottle refills.

**Student and Faculty Discussion (10:30-11:30am)**

Notes: Grove is a great idea; Different character for each park; Play with light installations; Potential to include tiles that generate energy through kinetics of pedestrians (e.g. Pavegen); Bus stop reading area; Diverse seating height, some with arms and some without; Include spots for dogs to go to the bathroom and play.

Sharing feedback on draft concepts for different ways to configure a shared space & special features to add

- **Community Pinup Session:** A debrief on what was learned from the community through the week's virtual meetings and stakeholder interviews and how it would inform the design direction.

A key outcome of the workshop was the identification of a preferred location for the pilot shared space project. Participant preferences aligned with existing conditions analysis, with a clear preference for the Peachtree Center area (West Peachtree Street to Forsyth Street) as the best spot for a shared space. The higher level of density in that area combined with the lack of vibrant public space and relatively low traffic volumes made it the preferred location for most participants. The Woodruff Park area (Forsyth Street to Marietta Street) was also considered a desirable location for a shared space, but considered a next step, given the existing historic architecture, small businesses, and park that already contribute to an enjoyable environment.

## Design Workshop Series

The second workshop was held in January 2021 and focused on deepening community understanding of how a shared space would work and developing a conceptual design for the shared space in the preferred pilot project location, as well as retrofitting other parts of Peachtree Street within the study area. Participants were asked their opinion on:

- What are the right values, vision, and goals to shape the design?
- Do the draft design concepts align with those, and if not, how should they be modified to best fulfill them?

"Include features that make the space more livable, like water fountains, places for dogs to go to the bathroom and play, and public restrooms with nursing stations for moms and adult changing stations."

"Incorporate string lighting, up lighting on landscaping, and other softer, glowy elements."

"Consider maintenance from the beginning and choose something that won't look outdated in a few years."

"Movable seating makes it easier for people using wheelchairs or who want to find a quiet spot to regroup. Diverse seating heights and some seats with or without arms also adds helpful options."

"Add more trees, grass, and other natural elements to make it feel softer."

Above: Community members shared their ideas for the shared space design at the community pinup session, highlighted above and detailed in the Appendix. A central theme was to make it feel soft and inviting and to bring in amenities that make public life easy for many different kinds of people.

- How should the demonstration project be designed to test key elements of a shared space?

There were 182 virtual meeting registrants for events, including:

- **Live from Seattle – Bell Street Virtual Tour:** A remote field trip to Seattle’s shared space project to help the community better understand shared space operations by reviewing videos of people using the shared space today and hearing behind the scenes stories from the project’s designers.
- **Great Streets Forum:** A panel of national experts discussed and answered participant questions about what makes a street great and how best practices can help Peachtree Street succeed, focusing on the topics identified in the Discovery Workshop:
  - **Stormwater Management and Green Infrastructure:** Amalia Leighton Cody, P.E., AICP highlighted how green infrastructure can help manage flooding through a more natural, surface level design that also contributes to the landscape of the public realm.
  - **Activating and Programming Public Spaces:** Tara Green, CSEE discussed how a combination of inviting design features and a curated calendar of community events can bring life to a public space, along with potential models for successful governance and funding.
  - **Paradigm Shifts in Transportation:** Emily Weidenhof shared how the New York City

DOT’s approach to streets as public space has evolved and the context-sensitive toolkit they have used to rebalance their streets to prioritize pedestrians, cyclists, and transit riders using strategies like shared spaces, slow blocks with traffic calming, and demonstration projects.

- **Equity:** Tamika L. Butler, Esq. underscored the importance of equitable planning, both in process and outcomes. She highlighted that we should be aiming for liberation and self determination, ensuring people can move freely. Institutional change needs to shift from power over to power with by genuinely listening to and acting on what people want, creating brave spaces for conversation, intentionally de-centering whiteness, and analyzing and challenging privilege.
- **Demonstration Project Open House:** An update on the in-progress concept for the demonstration project on Peachtree Street, with a discussion of how it should be modified to fit the context and test specific areas of concern.
- **Community Open Studio:** An overview of the draft values, vision, and goals, along with typical sections and public space elements for the draft conceptual design, with small group breakout discussions for feedback and collaboration.

Key direction from the Design Workshop Series included the refinement of the extents of the shared space; an acknowledgement that the space needed to be flexible to respond to today and tomorrow’s users; programming and activation of the space will be critical to its success; green infrastructure and shade are important; features like restrooms, seating,



Virtual stakeholder interview with students and faculty from Cristo Rey High School

and water fountains should make it easy for people to spend time in the space; soft lighting should be used to create a warm and inviting ambience; using features like landscaping to create pedestrian-only zones adds a sense of comfort; adding slight bends to the street to slow down vehicles is desired; loading and unloading areas should be incorporated; sustainable practices should be used; neighbors should be prioritized over tourists; and the space should be authentically Atlanta by incorporating local materials, artwork, cultural programming, and businesses.

Meetings from both workshops were recorded and posted to the [project website](#) for people who were unable to attend live. Post-workshop online surveys were open for a week after each workshop series to allow those community members to provide the same input as the ones who joined the live sessions. Community members were also invited to share photos with captions explaining their ideas for Peachtree Street, or to submit sketches of their concepts for consideration through social media challenges.

## Stakeholder Interviews

More than 80 people participated in one-on-one and small group interviews that were held as part of both workshops, and as supplemental activities to connect with additional community members.

Comments from participants in these activities are highlighted throughout this document in the “What We Heard” blurbs, alongside other information about the relevant topic. Full summaries of each of the engagement activities are available in the Appendix.

## COMMUNITY INSIGHTS

Check out the “*What We Heard*” features throughout the report for comments from community members about corridor challenges, ideas for improvements, and other insights that helped shape the design and implementation strategy.

# VALUES

Community members discussed the values that should shape Peachtree Street at several engagement activities. The following emerged as values that should guide the project approach:



# VISION

A vision for Peachtree Street was developed with participants to capture the project's core aspirations:



# GOALS

Based on community input, along with the existing conditions analysis, the following project goals were identified, which will be pursued through design, policies, programming, and other implementation strategies:



Design a space that feels authentically and memorably Atlanta



Create a safe, accessible space that prioritizes walking, rolling, biking, and transit



Foster, showcase, and attract thriving local businesses



Make all people feel invited, comfortable, and celebrated



Enliven the street



Naturally encourage safe, slow driving



Support the functions of a healthy neighborhood



Retrofit surrounding streets as needed to transition smoothly into the shared space and manage traffic

# THE DEMONSTRATION PROJECT

## What is a Demonstration Project?

Demonstration projects, also called Tactical Urbanism, are low-cost and short-term ways to change the overall use and feel of a public space prior to committing to a long-term, full build project. These short-term projects have the ability to test a variety of changes within the public right-of-way such as improving safety at intersections, expanding the pedestrian realm, implementation of bicycle facilities, reduction of vehicular lanes, and testing activation and programming strategies at key points just to name a few. This “test before you invest” strategy allows the short-term concepts to be evaluated and modified with real-time feedback from users that will influence the final design of the shared space.

## What Can We Test?

A true shared space would be impossible to test as a short-term demonstration project. At the heart of shared spaces is a curbless design that allows flexibility in movement for transportation modes and expanded pedestrian areas that are seamlessly integrated into the right-of-way. These components would require a significant upfront financial investment. However, there are components of a shared space that can be tested through a demonstration effort. The Peachtree Shared Space Study demonstration project is testing:

- **Reduction in travel lanes:** Shared spaces provide flexibility in vehicular movement and generally operate in a more constrained area. The previous

## Citywide Context for a Demonstration Project

Since 2017, the City of Atlanta (CoA) has implemented multiple tactical and interim projects through its Placemaking Program where residents apply to receive technical assistance, funding and installation services for public space improvements they'd like to see in their neighborhood. To better support this initiative, as well as, provide an avenue for communities and other organizations to lead their own projects, the City of Atlanta (CoA) released its much-anticipated [Tactical Urbanism Guide](#) to support, guide, and empower communities to positively reshape their streets

and public spaces to improve safety, vibrancy, and build community capacity for change. Recent passage of the Vision Zero initiative, which aims to make Atlanta's streets safer for all users, and the outdoor, on-street dining ordinance passed in late 2020 as a response to the COVID-19 restrictions further highlight the policies in place to re-examine how we should think about and use our public realm. The 10th Street Pop-up Bike Lane and Atlanta Streets Alive are two local examples of tactical urbanism in Atlanta. We also have DCP's Placemaking Program which has installed multiple tactical projects throughout the city. The Peachtree Shared Space Study's demonstration project will build on these policies and projects to test a new type of space in Atlanta.





configuration of Peachtree Street Downtown was two vehicular travel lanes in each direction with dedicated left turn lanes in some locations. The demonstration project is testing reducing the travel way to one vehicular lane in each direction. Traffic analysis using existing, pre-COVID-19 traffic numbers, and growth factors in line with Atlanta Regional Commission's regional traffic model highlighted that a shift from four to two lanes on Peachtree Street in Downtown is feasible with minimal impacts on the surrounding network and positive impacts in improved safety with slower speeds along Peachtree Street. Special care has been taken at existing dedicated loading/unloading/taxi areas, particularly between John Portman Boulevard and Andrew Young International Boulevard.

- **Expansion of pedestrian areas and mid-block crossings:** True shared spaces allow pedestrians to cross freely at any location, as they are the priority mode. Sidewalks were expanded in the demonstration project to allow for a more comfortable pedestrian environment. This configuration, along with a reduction in travel lanes, provides narrower and safer pedestrian crossings at intersections and the new mid-block crossings at Peachtree Center. Removing the low fences that previously lined the sidewalks and adding planters along the edge of the outer travel lane further enhance the pedestrian realm.
- **Activation of pedestrian areas:** Expansion of the pedestrian areas affords an opportunity to activate a greater portion of the public realm. Activation ideas can be as simple as expanded seating for dining that is in line with the recent City ordinance,

seating areas for bus stops, and new locations for vendors and food trucks.

## Where Are We Testing?

The preferred location of the demonstration project was determined over the course of this study by engaging with community members and the Public Space Working Group, reviewing existing conditions, discussing with multiple property owners along the corridor, and collaborating closely with City of Atlanta, Central Atlanta Progress and MARTA staff. The conclusion was to create a demonstration project that would frame and test key components of the City's first shared space between Baker Street and Ellis Street.

Funding for the demonstration project was further enhanced through the public participatory budgeting effort of Downtown Decides. District 2 Councilmember Amir Farokhi led the Downtown Decides effort that identified \$225,000 to invest in making Downtown Peachtree Street a Complete Street.

## How Are We Testing?

The demonstration project took part in two phases during 2021:

- **Phase 1:** Lane reduction, curb extension, mid-block crossing
- **Phase 2:** Public space activation, asphalt mural, and street furniture

More information about the demonstration project phases, design, and outcomes is available beginning on page 199.



# 4.0 EXISTING CONDITIONS



# 4.0 EXISTING CONDITIONS

A clear understanding of the existing conditions along Peachtree Street and in the surrounding neighborhood is needed to help answer the key project questions:



1. **Can Peachtree Street become an exceptional public space?**
2. **Does the broader community support Peachtree Street as a shared space?**
3. **Where should a shared space happen along Peachtree Street and what does that look like?**
4. **What are the potential impacts and benefits of shared space?**
5. **What are key challenges today that can be addressed through design and policy?**

The existing conditions scope for this study included a review of available data, field observations, and traffic modeling to assess alternative scenarios. It addresses land use, market conditions, transportation, and urban design. It did not include a site survey, which will be completed in the next phase of work and help solidify the understanding of the space and refine conceptual recommendations.

# LAND USE

## Existing Land Use

### Existing Development

The nature and intensity of development along the corridor varies, ranging from a relatively low-density, suburban style of development with ample surface parking around Emory University Hospital Midtown to dense, high rise development around Peachtree Center. Downtown’s regional role as a center for employment, tourism, and civic functions are reflected in the balance of existing land uses. Nearby state and local government centers, convention centers, and event venues influence the activity on Peachtree Street. Office, hotel, and institutional uses are predominant along most of the corridor. Residences, while present, constitute a relatively low share of existing development. Major existing uses along Peachtree Street include:

Office	Hospitality	Institutional	Residential	Retail	Other
<ul style="list-style-type: none"> <li>• Bank of America Plaza</li> <li>• SunTrust Plaza</li> <li>• 270 Peachtree</li> <li>• 260 Peachtree</li> <li>• 230 Peachtree</li> <li>• Peachtree Center</li> <li>• 191 Peachtree Tower</li> <li>• Georgia Pacific Center</li> <li>• 100 Peachtree</li> <li>• FlatironCity</li> <li>• One Park Tower</li> <li>• Additional smaller office buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Hyatt Place</li> <li>• Hyatt Regency</li> <li>• Hotel Indigo</li> <li>• Westin</li> <li>• Ritz-Carlton</li> <li>• Ellis Hotel</li> <li>• Candler Hotel</li> <li>• Residence Inn Marriott</li> </ul>	<ul style="list-style-type: none"> <li>• Emory University Hospital Midtown</li> <li>• St. Luke’s Episcopal Church</li> <li>• Atlanta First United Methodist Church</li> <li>• Basilica of the Sacred Heart of Jesus</li> <li>• Fulton County Central Library</li> <li>• Georgia State University</li> </ul>	<ul style="list-style-type: none"> <li>• Windsor over Peachtree</li> <li>• Byron on Peachtree</li> <li>• Commons at Imperial Hotel</li> <li>• Peachtree Towers</li> <li>• Muses Lofts</li> <li>• William Oliver Lofts</li> </ul>	<ul style="list-style-type: none"> <li>• Ground floor and internal tenants in multiple buildings</li> </ul>	<ul style="list-style-type: none"> <li>• AmericasMart</li> <li>• MARTA</li> </ul>

## Parks and Plazas

Open space along Peachtree Street is a mix of publicly- and privately-owned parks and plazas.

Publicly-owned spaces include:

- Hardy Ivy Park
- Mayor’s #1 Park
- Peachtree Center MARTA Station plaza
- Margaret Mitchell Plaza
- Woodruff Park

Publicly accessible, privately-owned space along the corridor contributes to the public realm by offering places for people to sit, relax, dine, or retreat. However, they do not have the same reliable standard for equitable access as publicly owned spaces. They may be closed at certain times of day and property owners are not required to invite or allow all people to use the space. They include:

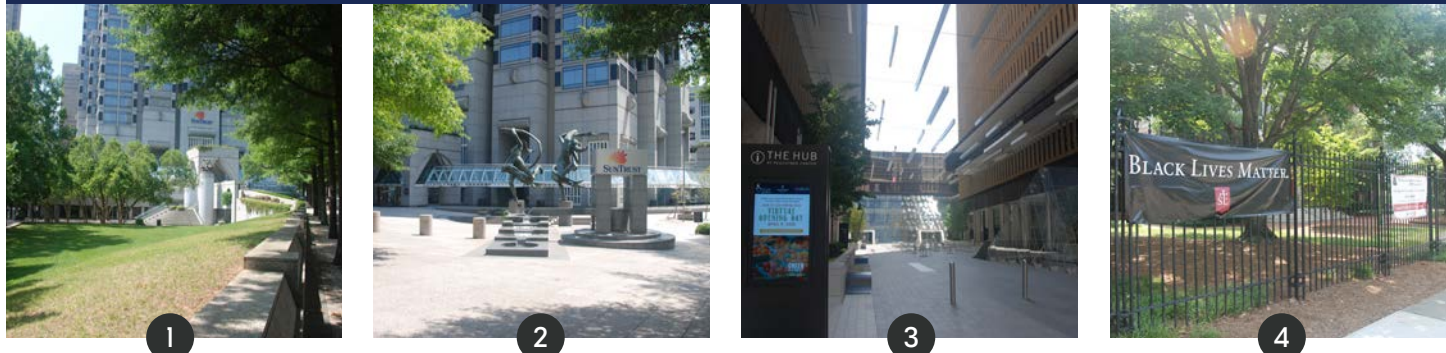
- Bank of America Plaza
- Emory University Hospital Midtown gardens and plazas
- St. Luke’s Episcopal Church gardens
- SunTrust Plaza
- Georgia Pacific Plaza

Most are small spaces of less than an acre in size, constructed of primarily hardscape materials, and designed to serve quieter, more contemplative activities with design elements like seating and shade. The 6-acre Woodruff Park offers a uniquely lush park experience within the corridor, with mature shade trees surrounding open lawns, a playground, and areas for games. It is managed by the Atlanta Downtown Improvement District (ADID) and regularly programmed with activities like food trucks, yoga on the lawn, rotating art installations, and history tours.

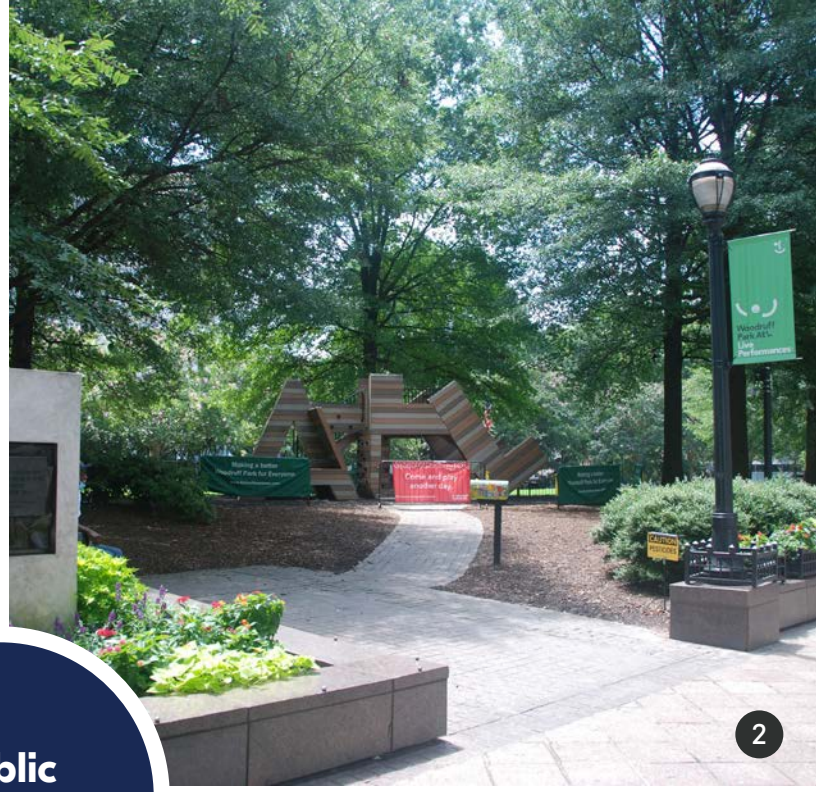
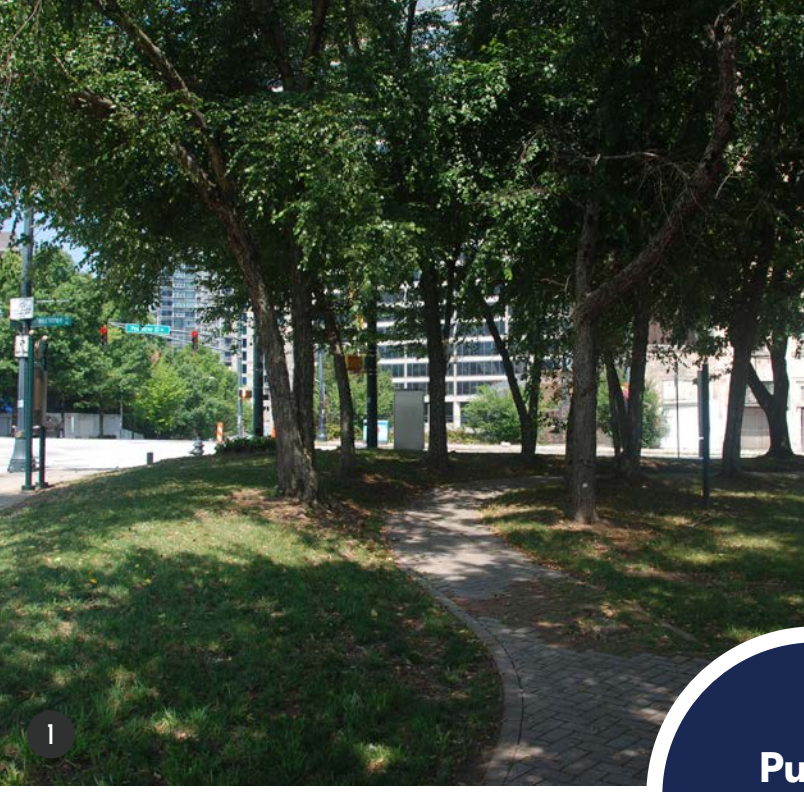
In both publicly- and privately-owned parks and plazas, there are elements of defensive design present, historically intended to discourage people from staying in the spaces for extended periods of time. This approach is evident in features like flower planters placed on top of seat walls to minimize spaces for sleeping.

Opportunities to create additional parks along the corridor are limited, particularly south of the Connector, where there are few undeveloped parcels and land costs would likely be prohibitively high.

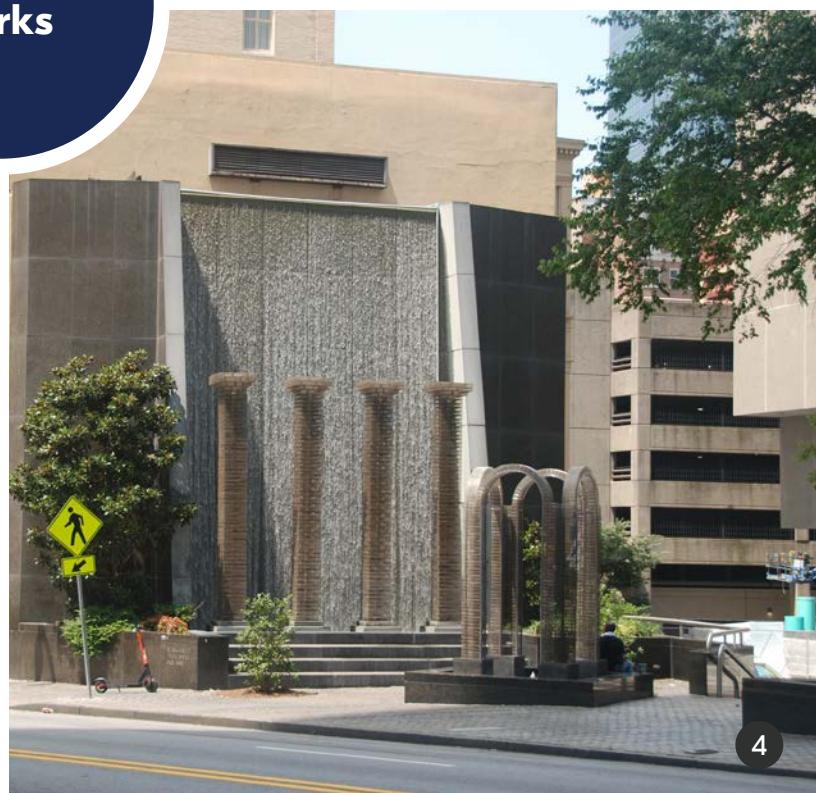
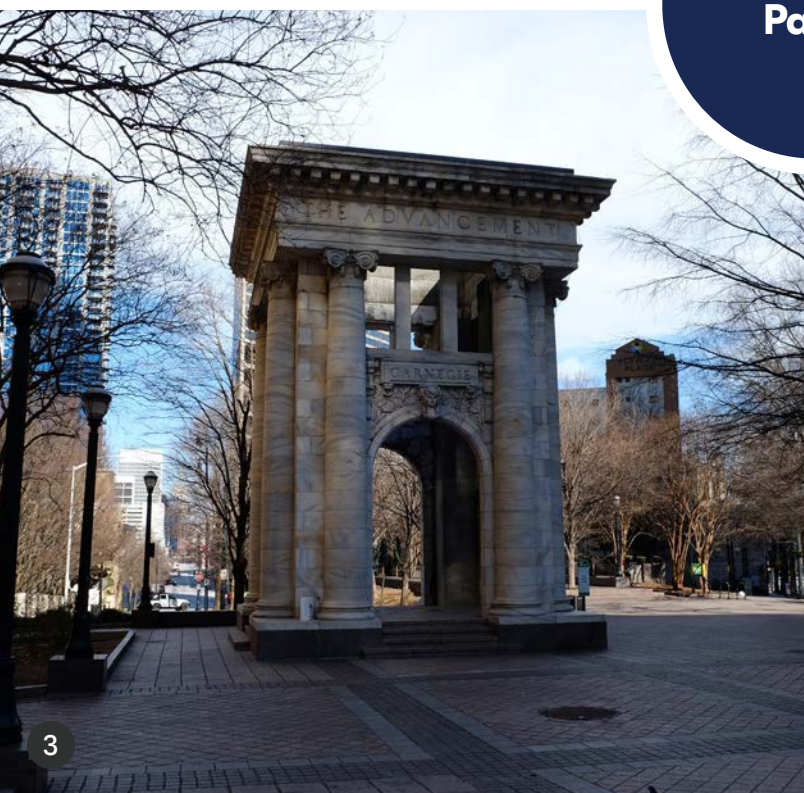
## Private Plazas



1 & 2) SunTrust Plaza 3) Recently renovated Peachtree Center plaza 4) The grounds at St. Luke’s Episcopal Church



**Public  
Parks**

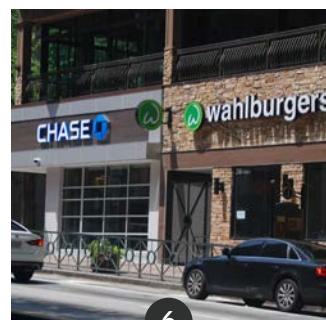
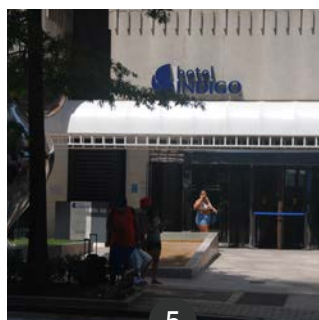
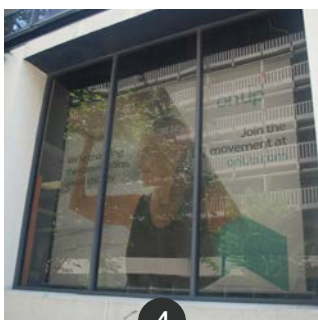
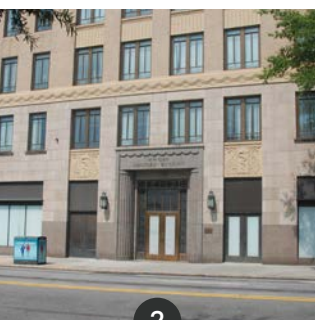


1) Mayor's #1 Park overlooking the Connector 2) The lawn on the south end of Woodruff Park  
3) Carnegie Monument at Hardy Ivy Park 4) Margaret Mitchell Plaza



## Activation and Vacant Land Uses

Actively used properties contribute to a vibrant area. There are many properties within the study area that are not being activated to their full potential, notably vacant parcels and surface parking lots. These include several large parcels, as well as contiguous smaller parcels that could be assembled. Directly along Peachtree Street, the highest concentration of underutilized land is located in Segment 2 – Connector Crossing, between Emory University Hospital Midtown and I-75/85. The effects of COVID-19 have further increased the effective vacancy rate, causing some businesses to close permanently and others to close temporarily or reduce their operating hours. In addition, many occupied buildings do not have “active” ground floors, meaning they do not have uses that involve people going in and out on a regular basis, like a shop, restaurant, or bank. The highest concentration of active uses are in Segment 3 – Peachtree Center Area and Segment 4- Woodruff Park Area. Common inactive uses on the corridor include blank walls and windows that have been covered by window treatments, displays, or advertisements. Figure 3 illustrates the status of ground floor uses as of September 2020.



1) Vacant historic building across from Emory University Hospital Midtown 2) Windows covered with paper at the W.W. Orr Building 3) Bridge over the interstate 4) Interior display covering a ground floor window 5) Hotel Indigo lobby entrance 6) Storefronts at the corner of Andrew Young International Boulevard



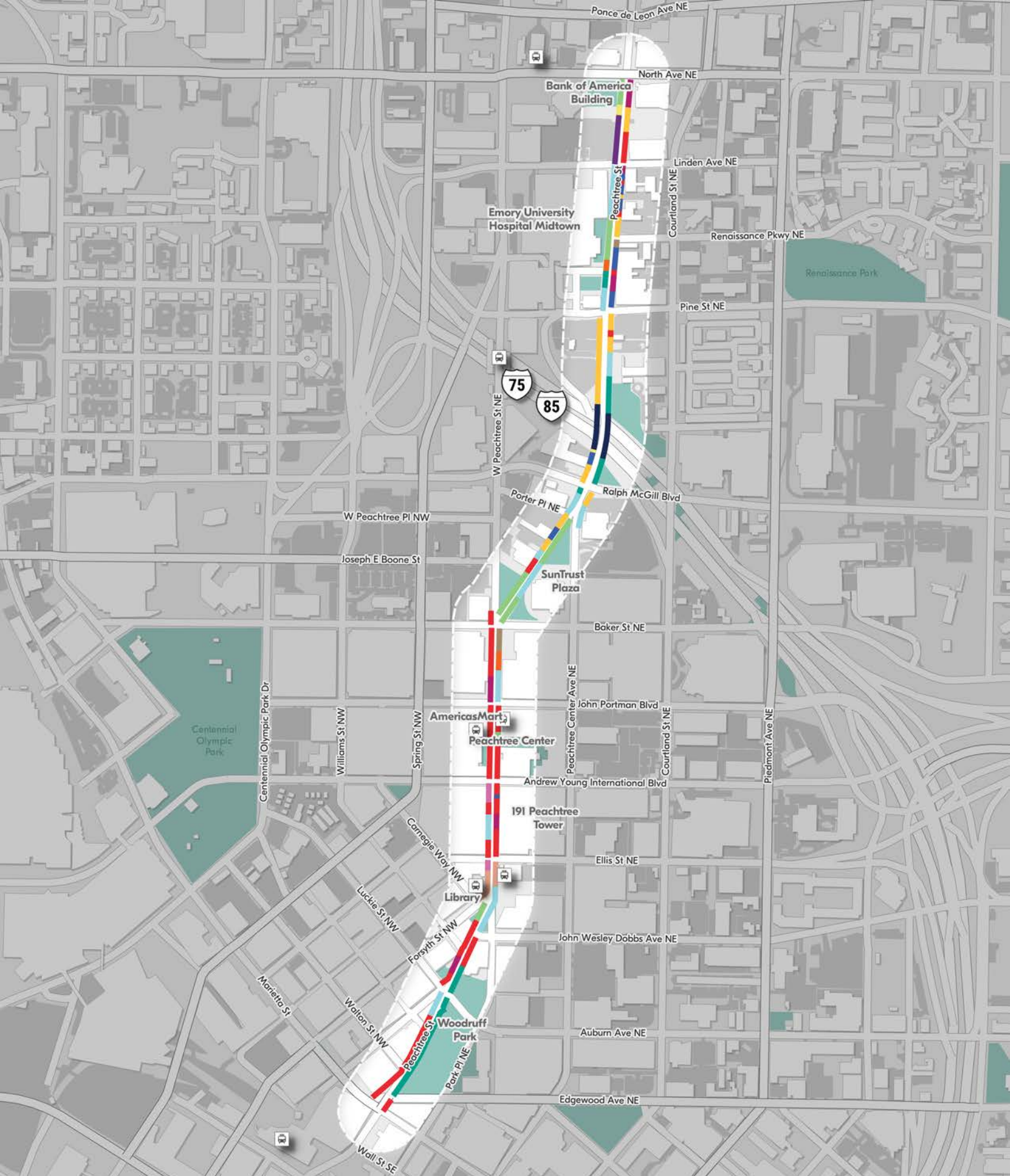


Figure 3. Ground Floor Activation

- |                         |                 |              |                   |                     |
|-------------------------|-----------------|--------------|-------------------|---------------------|
| Ground Floor Use        | Park            | Garage       | Highway           | Surface Parking Lot |
| Active Use - Retail     | Plaza           | Inactive Use | MARTA             | Park/Plaza          |
| Active Use - Non-retail | Surface Parking | Dropoff Zone | Construction Site |                     |
| Active Use - Vacant     | Blank Wall      | Hotel Lobby  |                   |                     |



## Future Land Use

The City of Atlanta has designated future land use categories for all properties, which outline the vision for how land should develop over time and help guide rezoning and infrastructure decisions. The City of Atlanta 2016 Comprehensive Development Plan defines these categories and is currently being updated.

Almost every property within the study area, as well as most of Downtown, has a future land use designation of High Density Commercial, defined as including “commercial uses such as retail, restaurants, office, services, etc. at a higher density than the Low Density Commercial land use. Building heights over three stories is typical.” This category is considered compatible with more zoning categories than any other future land use category, including a range of residential, mixed use, office institutional, commercial, and planned development zoning classifications. Industrial zoning is not considered appropriate.

At the northwest corner of Peachtree Street and Baker Street near Hardy Ivy Park, there are a few blocks with the Mixed Use future land use designation. This category is defined as allowing for “a mix of uses such as commercial, office, hotels and residential, but not industrial uses.” It is considered compatible with a narrower set of zoning classifications than High Density Commercial. These include office/institutional, live/work, commercial, mixed use, and planned development districts. Residential and industrial districts are not considered appropriate, though residential uses would be permitted as part of mixed-use developments.

The permissive, mixed-use, high-density nature of these categories reflects the City’s desire for Downtown to be a vibrant, urban area with a variety of activities within a walkable neighborhood. Both market analyses and community input have shown that additional residential development is needed to help balance the concentration of offices and hotels, keep Downtown activated on evenings and weekends, and to support the functions of a healthy neighborhood, like a grocery store.

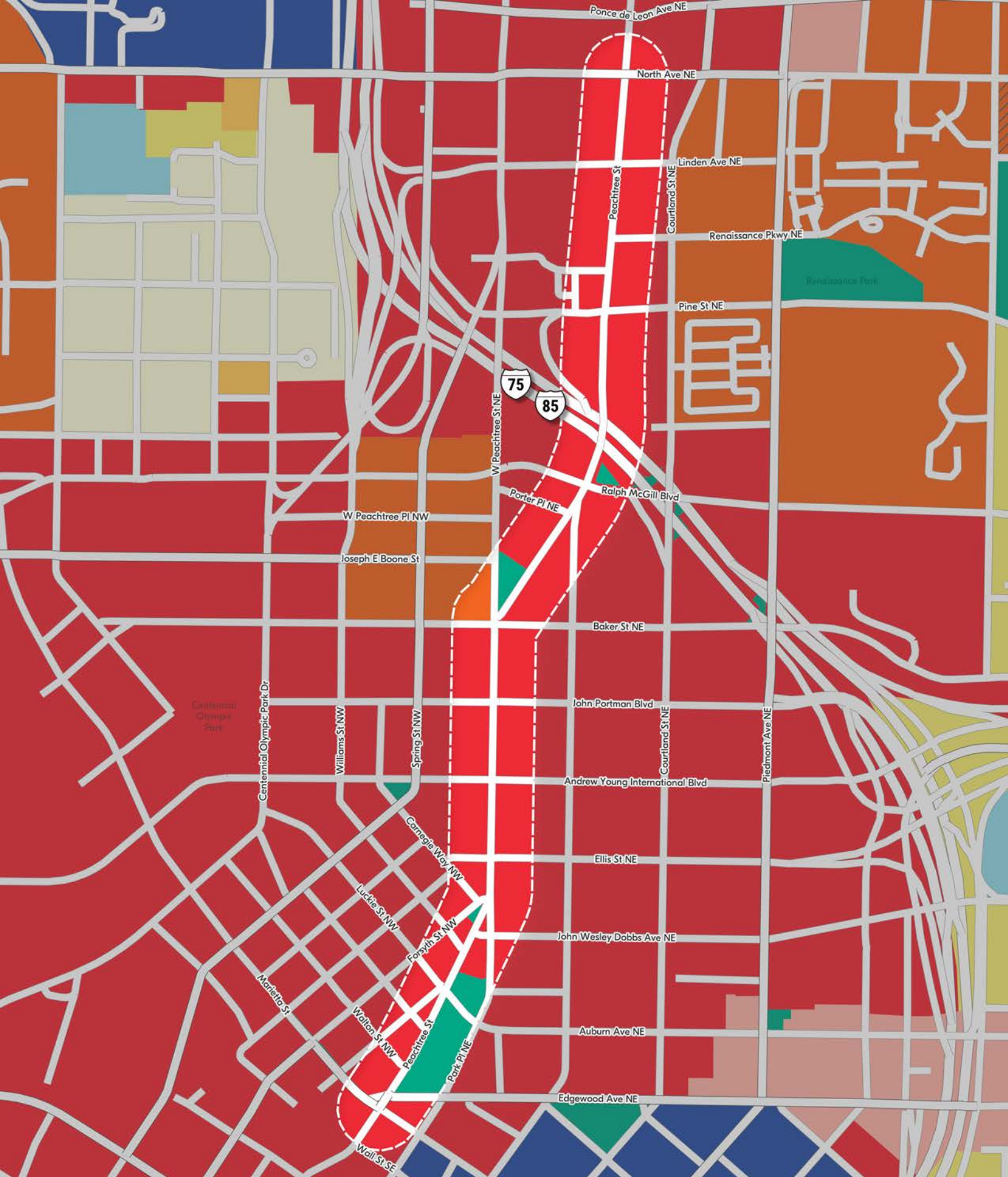


Figure 4. Future Land Use Map



# Zoning

Properties along Peachtree Street within the study area are part of the Special Public Interest District: Central Core (SPI-1) zoning district. This SPI district is meant to support a 24-hour urban environment where people can live, work, and play; support Downtown’s role as the civic and economic center of the Atlanta region; improve the aesthetics of street and built environments; support walking and transit; and preserve and protect Downtown’s historic buildings and sites. Properties in the study area fall into one of three subarea zoning classifications:

- **Subarea 1 – Downtown Core (SPI-1 SA1):** East and west sides of Peachtree Street north of Pine Street
- **Subarea 2 – SoNo Commercial West (SPI-1 SA2):** East and west sides of Peachtree Street between Pine Street and Ellis Street and east side of Peachtree Street south of Ellis Street
- **Subarea 7 – Fairlie Poplar (SPI-1 SA7):** West side of Peachtree Street between Ellis Street and Marietta Street

These classifications permit a wide range of residential, commercial, and office uses. There are additional regulations by location based on the Pedestrian Space Plan, which identifies the required sidewalk widths by block and indicates certain streets as Storefront Streets, which have special requirements. Peachtree Street is considered a Storefront Street throughout the study area. Detailed information about zoning requirements for these categories is available here. Some of the key requirements include:

- Active uses are required at sidewalk level for a minimum of 90 percent of the length of

buildings facades on Storefront Streets like Peachtree Street:

- Allowed: Commercial/retail, education/child care, institutional, medical/health, office, recreation/entertainment, residences
- Prohibited: Parking, non-residential storage areas, driveways, or queuing lanes
- Driveway curb cuts are not permitted on Storefront Streets when access may be provided from a side or rear street located immediately adjacent to a contiguous property;
- Primary pedestrian entrance must be accessible from required sidewalks;
- Fenestration or entryways required every 20 feet, and fenestration required for 65 percent of both residential and non-residential buildings on Storefront Streets;
- Sidewalk width requirements vary by block, according to the Pedestrian Space Plan, and range between 20 and 23 feet, which includes a required 5-foot street furniture and tree planting zone;
- Supplemental zone of 5 to 15 feet required on Peachtree Street north of Ralph McGill Boulevard, not included in the required sidewalk width.

Compliance of existing development with these standards varies widely, as many were constructed prior to the current regulations. On the north end, the primary issues of non-compliance are the frequent driveway curb cuts and parking lots facing Peachtree Street. South of the Connector, a lack of active uses at sidewalk level is the primary concern. The buildings across from Woodruff Park are an example of development that largely meets these standards.

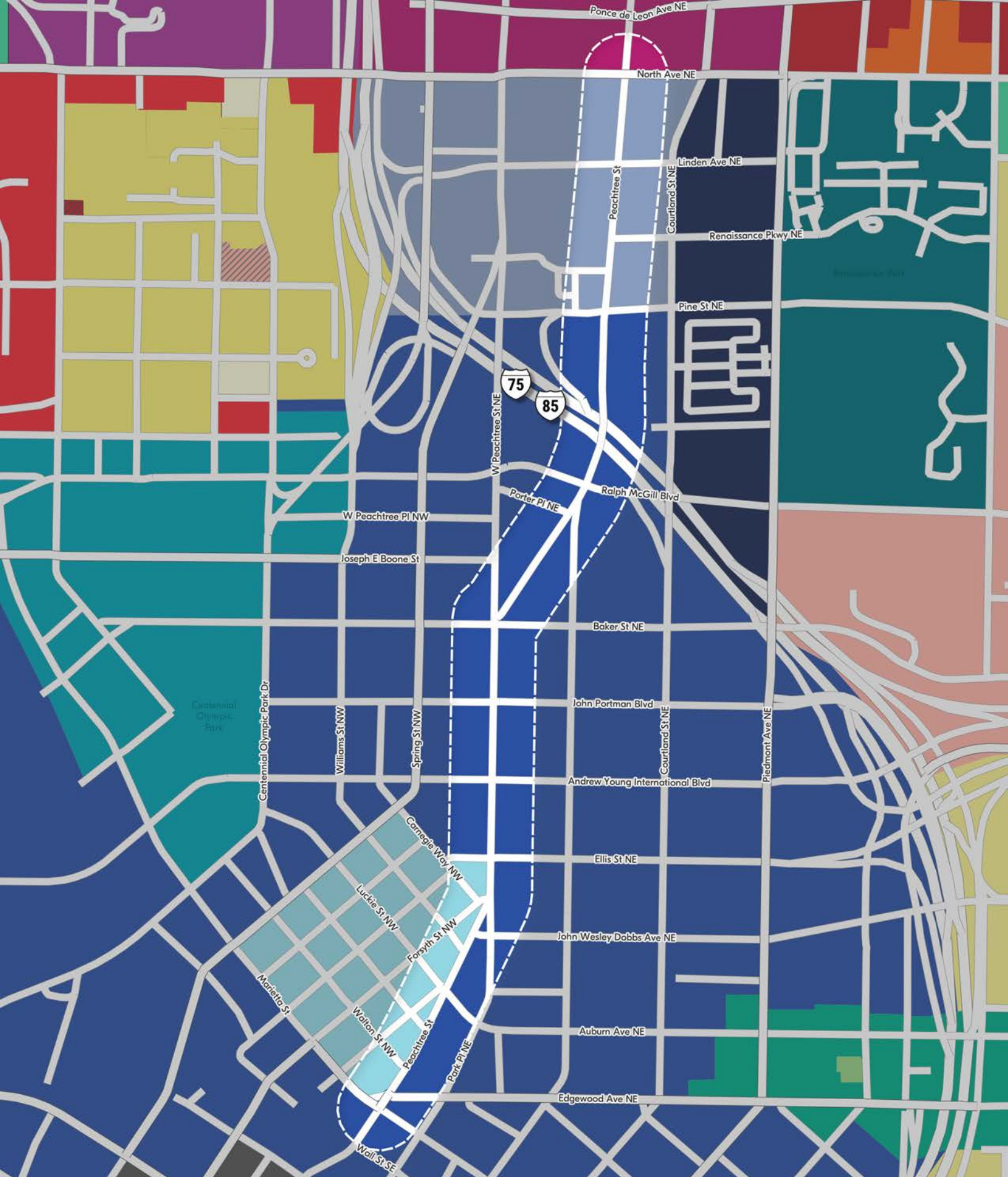
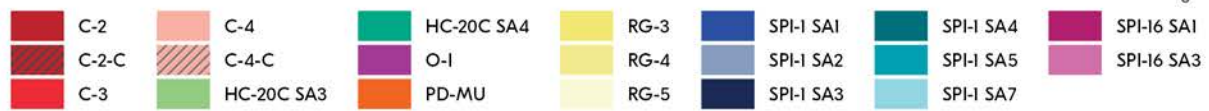


Figure 5. Zoning Map



## Topography

Peachtree Street’s topography has been central to its history and development:

- The street largely follows the path of a trail used by the Creek people, which followed a ridgeline and made for a relatively comfortable walking route. The street itself is relatively flat, with downward slopes on either side.
- The Peachtree Center area has the highest elevation within the corridor, ranging from 1,075 to 1,080 feet above sea level between Andrew Young International Boulevard and Ellis Street, with gradual inclines approaching it from either side.
- There are few locations with steep drop-offs on either side of the street, including at the parking lot by the Medical Arts Building at the northwest corner of Peachtree Street and Ralph McGill Boulevard,
- Several buildings, such as 260 and 270 Peachtree Street, sit higher than sidewalk level and have steps leading up to the building entrances; accessible ramps are generally available.
- Park Place is about 5 to 10 feet lower than Peachtree Street. The stairs and slopes at Woodruff Park help transition between these levels, but also create a visual and physical barrier between the two sides of the park.
- The Eastern Continental Divide is located at the southern end of the study area, running along the railroad tracks from DeKalb Avenue in Decatur to Five Points in Downtown, then heading south toward the airport. This divide separates major drainage basins, with the Atlantic Seaboard watershed on the east from the Gulf of Mexico Watershed on the west.
- The study area does not fall within the 100-year or 500-year floodplains and there are no streams or stream buffers within the study area.
- As a high point, Peachtree Street is a good candidate for supportive green infrastructure, which could help capture and manage stormwater on site before it flows toward surrounding neighborhoods. However, it is not suited to do the heavy lifting for stormwater management, meaning it may be an appropriate place to allocate more space to public realm and allow other streets to have more of a stormwater focus.

Subarea	Typical Elevation Range (Feet)
Segment 1 – Emory University Hospital Midtown Area (North Avenue to Pine Street)	1,015 - 1,021
Segment 2 – Connector Crossing (Pine Street to Porter Place)	1,014 – 1,026
Segment 3 – Peachtree Center Area (Porter Place to Forsyth Street)	1,026 – 1,080
Segment 4 – Woodruff Park Area (Forsyth Street to Marietta Street)	1,046 – 1,070

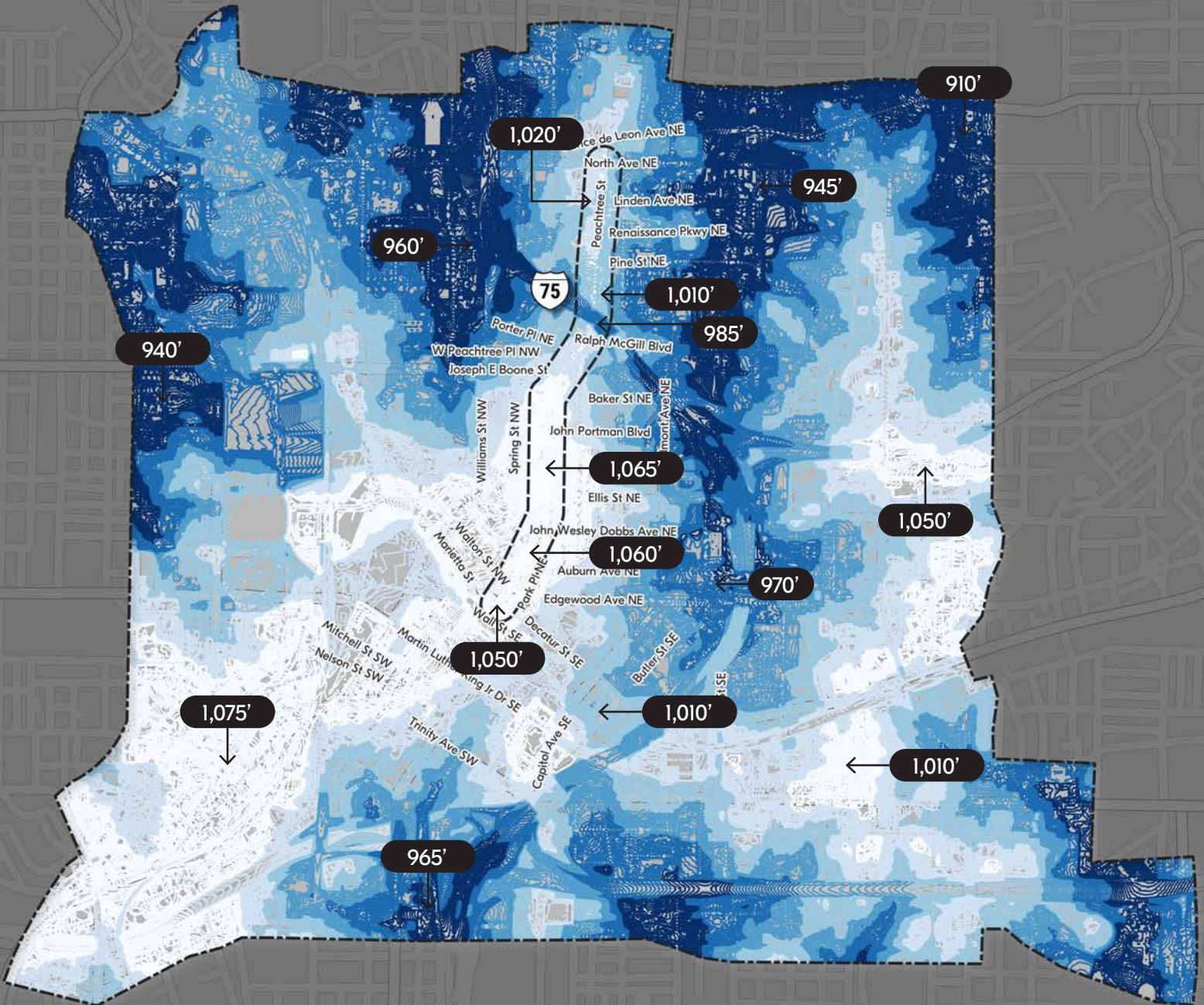


Figure 6. Topography Map

<b>Elevation (1' Contours)</b>	988 - 1,003	1,036 - 1,086	Local Street	Downtown
898 - 969	1,003 - 1,018	Interstate	Parks & Plazas	Spot Elevation
969 - 988	1,018 - 1,036	Major Road	Study Area	





- 1) North Avenue Presbyterian Church
- 2) Capital City Club
- 3) Imperial Hotel
- 4) Facade detail at the Candler Hotel

## Historical and Cultural Resources

As the physical and symbolic spine of the city, Peachtree Street has many historic and cultural resources to celebrate and preserve. These include the buildings, districts, events, and infrastructure that have shaped Atlanta and contribute to the unique character of Downtown.

### Historic Buildings and Districts

There are 13 National Register Listed properties within the study area, including:

#### *Districts*

- Fairlie-Poplar Historic District (1890s-1930s)
- Peachtree Center Historic District (1961-1988)

#### *Buildings*

- English-American Building (1897)
- Church of the Sacred Heart of Jesus (1898)
- North Avenue Presbyterian Church (1900)
- Rufus M. Rose House (c. 1900)
- First Methodist Church, South (1903)
- Candler Building (1906)
- Imperial Hotel (1910)
- Capital City Club (1911)
- Crawford W. Long Memorial Hospital (1911)
- Winecoff Hotel (1913)
- Rhodes-Haverty Building (1929)

There are 21 additional properties 50 years of age or older—the threshold for potentially eligible historic resources—within the study area. More information on these is available in the Cultural Resources Screening Survey in the Appendix.












**Peachtree Center Historic District**

**Fairlie Poplar Historic District**

1. North Avenue Presbyterian Church
2. Rufus M. Rose House
3. Crawford Long Memorial Hospital
4. First Methodist Episcopal Church, South
5. Commons at Imperial Hotel
6. Basilica of the Sacred Heart of Jesus
7. Capital City Club
8. Winecoff Hotel (Ellis Hotel)
9. Rhodes-Haverty Building
10. Candler Building
11. English-American Building (Flatiron Building)

Figure 7. Historic Resources Map

	National Historic Register Listed Buildings		Historic Marker
	Nearby National Historic District		Surface Parking Lot
	National Historic District within Study Area		Park/Plaza
			MARTA Station Entrance



## Historic Markers

According to the Georgia Historical Society, there are two historic markers on this part of Peachtree Street:

Location	Story
St. Luke's Episcopal Church (1864-1964) <i>435 Peachtree Street</i>	Commemorates the first 100 years of the church, which remains active today.
The Winecoff Fire <i>176 Peachtree Street</i>	Dedicated to the victims, survivors, and firemen who fought the worst hotel fire in U.S. history in 1946. It killed 119 people and was a watershed event in fire safety practices.

There may be an opportunity to add new historical markers or other forms of storytelling through urban design to share more of the events that have happened on Peachtree Street through design.

## Historic Streetcar Lines

Atlanta's original streetcar opened in 1871 and grew throughout the late 1800s and early 1900s, connecting the city's intown neighborhoods with a network of more than 50 miles of streetcar service. The line began as a horse-powered streetcar and was later electrified. Several streets Downtown were part of the system, including portions of Peachtree Street. In the post-World War II era, the original streetcar system was replaced by trolleybuses and private automobiles, but remnants remain beneath many city streets. A review of the Georgia Archaeological Site File and Atlanta Streetcar Geographic Information System database indicates there is a strong potential to find streetcar lines within the study area during construction.

Additional information is available in the Cultural Resources Screening Survey in the Appendix.

## Major Upcoming Initiatives

There are several major initiatives planned within or near the study area that will impact future conditions, including:

### Underground Atlanta

Several iterations of planned redevelopment have been discussed for the 12-acre site next to Five Points Station over the years but have not materialized. It was sold in late 2020 to Shaneel Lalani, a local entrepreneur who has noted he intends to build a walkable development with multifamily residential, street-level retail, entertainment, and structured parking. A grocery store has been one of the most widely discussed and desired potential tenants for the site.

### Five Points MARTA Station Renovations

MARTA is in the design phase of renovations to its central rail hub, including studying the feasibility of removing the station canopy, reconstructing the street grid around the station, and future transit-oriented development on top of the station.

### South Downtown Newport Development

The Newport development group has acquired about 80 percent of the properties within a multi-block area of South Downtown, including historic buildings and surface parking lots. It is expected to break ground soon on renovations for 222 Mitchell Street, a 290,000 SF building on Hotel Row that will house office and retail uses.

## Peachtree Center

Recent work has included plaza and food court modernization; additional renovations are ongoing.

## Emory University Hospital Midtown Master Plan

Emory University Hospital Midtown Master Plan outlines a campus growth strategy with an urban approach. Construction of its new Winship Cancer Institute is currently underway on the site of a former surface parking lot at the northwest corner of Peachtree Street and Linden Avenue. A next step will be the new 3,000-space parking deck currently under construction, which will have ground floor retail and consolidate five surface parking lots surrounding the

hospital, making the leased lots available for future active development.

## Georgia State University Expansion

New and renovated GSU buildings have had a major impact on Downtown, bringing students, faculty, and support staff into the city, attracting Downtown residents, and supporting nearby businesses. Its next major initiative is focused on the Summerhill neighborhood, redeveloping Turner Field and the surrounding properties in partnership with Carter and Associates into an extension of its urban campus south of this study area. A planned bus rapid transit line along Capitol Avenue will conveniently connect the expansion to the Downtown core.

# WE HEARD...

## LAND USE

Want fewer surface parking lots and more developments, especially residential and street-facing retailers.

There are beautiful historic buildings that should be preserved and featured.

GSU is a key driver for Downtown, so concerned its new development is moving away from the core.

Opportunity to create journeys to explore Atlanta's history through urban design elements and art.

It would be great to have public restrooms along the corridor, like in Woodruff Park.

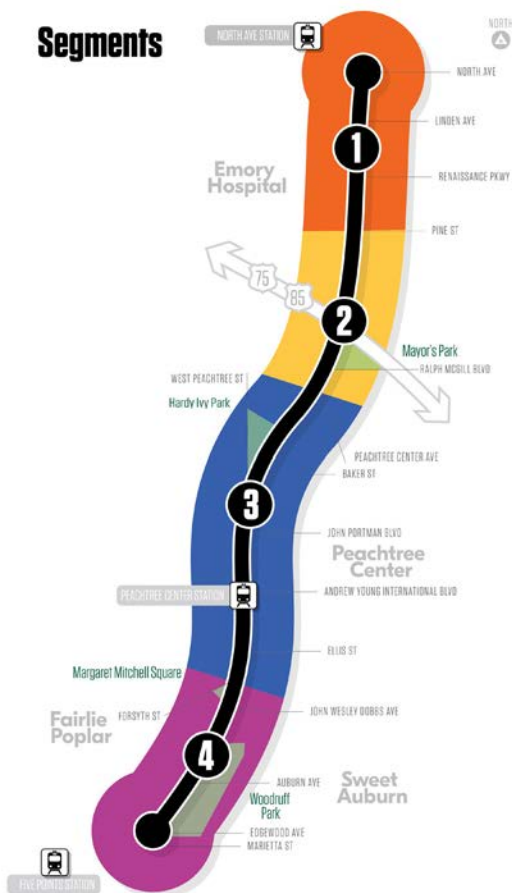
With the planned hospital expansion and limited activity around there now, it may not make sense as a shared space right now.

# URBAN DESIGN ELEMENTS

## CHARACTER AREAS

The character of a place is influenced by factors like the street design, landscaping, materials, surrounding activities, architecture, lighting, art, maintenance, and many other factors that interact to create a unique environment.

Within this study area, character varies dramatically. To reflect the distinct qualities of different parts of the study area, it was divided into four subareas for analysis and discussion:



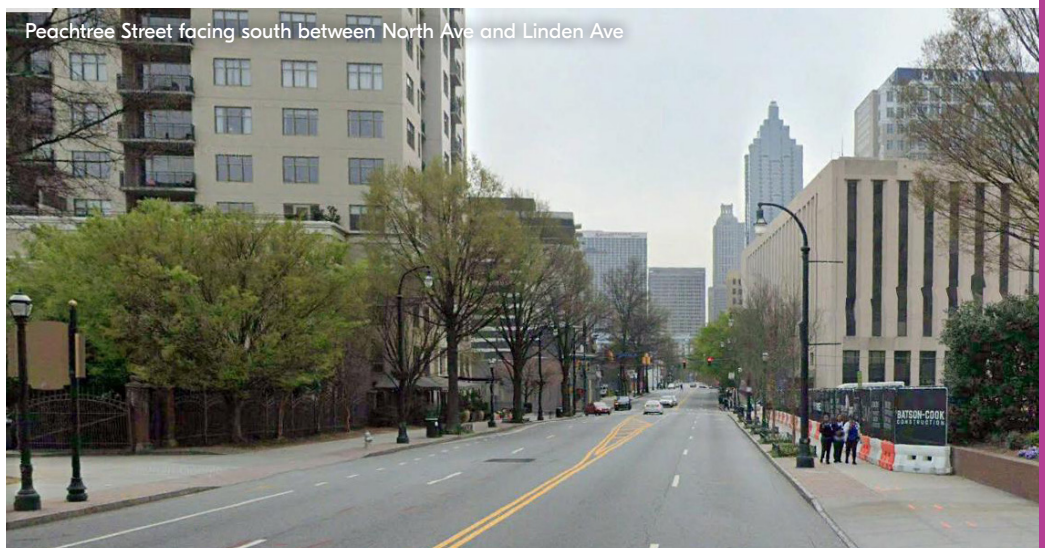
### Segment 1: Emory University Hospital Area (North Avenue to Pine Street)

Segment 1 begins at North Avenue, where Downtown meets Midtown. The Bank of America office building and North Avenue Presbyterian Church anchor the northern gateway to Downtown. Other development includes Emory University Hospital Midtown, medical offices, condominiums, and a mix of occupied and vacant storefronts. Most of the small, human-scale storefronts on the east side of the street are currently vacant, limiting the number of active destinations in the area. In several locations with occupied ground floors, treatments are used to block the windows, further reducing the amount of street-level interest. Most of the buildings have shallow setbacks, with facades close to the sidewalk. The Bank of America Building and some of the Emory University Hospital Midtown buildings have deeper setbacks with private plazas and gardens at the Bank of America Building and the hospital that serve users of those properties. There are no public parks in this area. There are several surface parking lots, in addition to structured parking available at the Bank of America Building and the hospital. Most of the surface

Figure 8. Analysis Segments

lots have driveways with curb cuts on Peachtree Street. The new Winship Cancer Institute under construction at the northwest corner of the Linden Avenue intersection will replace the largest surface parking lot in this area with a street-oriented building, helping to create a more continuous experience.

This part of the street has four lanes (two travel lanes in each direction) with turn lanes at the intersection of Linden Avenue. There are continuous sidewalks with street trees and lighting for pedestrians, sharrows for cyclists, and several MARTA bus stops. There are five on-street parking spaces on the east side just north of Pine Street. Utilities on Peachtree Street are underground, but side streets have above ground utilities.



- 1) Cyclist riding in a shared lane
- 2) Emory University Hospital Midtown

## Metal planter guards



The streetscape design in this area is generally consistent with the Midtown Alliance standards, including:

- Granite curb
- Concrete sidewalks, with varying widths that do not consistently meet the 15-foot minimum clear zone requirements in the Midtown Alliance standards
- 5-foot street furniture and tree zone with red 6-inch by 6-inch concrete paver
- Trench drains on sidewalks in front of Shakespeare Tavern Playhouse
- A mix of mature and new street trees spaced about 40 feet on center with metal fence guards around the planter beds
- Streetlights spaced about 40 feet on center, alternating between the Type A Atlanta Street Light and Type C Atlanta Pedestrian Light
- Standard Midtown Alliance trash and recycling bins and bike racks

1) Sidewalk and on-street parking near Pine Street 2) Restaurants and entertainment venues in low-rise buildings

# WE HEARD...

## SEGMENT 1: EMORY UNIVERSITY HOSPITAL MIDTOWN AREA

Needs more street trees and flowers to feel inviting.

Bring back on-street dining and slow traffic down to make it more enjoyable.

We would love to find a purpose for the vacant buildings.

People who are homeless tend to gather in this area and need support.

Concerned about ensuring access to the hospital for ambulances and personal vehicles.

Make sure zoning requires future development to be pedestrian oriented.

Not enough active neighboring uses for a shared space to make sense here today.



## Segment 2: Connector Crossing (Pine Street to Porter Place)

Segment 2 runs from Pine Street to Porter Place, including the bridge over the I-75/85 Connector. Most of the parcels in this area are surface parking lots with curb cuts on Peachtree Street. They have narrow landscaped buffers between the sidewalk and the parking lots, in some cases paired with low brick walls and metal fencing. Three churches, a sign shop, and the Commons at the Imperial Hotel are the only occupied buildings in this area. The historic Medical Arts Building on the south end is vacant but received a renovation permit in 2019 for conversion into a hotel. There is one public park in this area: Mayor’s #1 Park, a small triangular park overlooking the interstate at the northeast corner of the intersection with Ralph McGill Boulevard.

The grounds at St. Luke’s Episcopal Church offer additional, privately owned greenspace and are open to the public during the day.

The four-lane street section (two travel lanes in each direction) continues in this segment. On-street bike lanes begin at Pine Street and have variable buffer widths. The bridge over the Connector has a concrete barrier with landscaping to provide protections for pedestrians, but cyclists are on the side with vehicles. The metal fence over the Connector has been adorned on both sides of the street with photo cutouts spelling the word “PEACHTREE” with images of Downtown, added in 2016. Utilities on Peachtree Street are underground, but side streets have above ground utilities.

Peachtree Street facing south between Pine Street and the Connector



1) Surface parking lot 2) St. Luke’s Episcopal Church



The streetscape design in this area generally features:

- Concrete curb
- Concrete sidewalks of varying widths north of Ralph McGill Boulevard/Ivan Allen Jr. Boulevard
- 5-foot street furniture and tree zone with concrete pavement
- Mostly mature street trees spaced about 40 to 50 feet on center without metal fence guards, except for on the bridge over the Connector
- Type A Atlanta Street Light spaced about 40 feet on center, with Cobra Head Atlanta Roadway Lights on the bridge over the Connector
- Standard City of Atlanta trash bins
- No recycling bins or bike racks

South of Ralph McGill Boulevard/Ivan Allen Jr. Boulevard, the streetscape design changes. In that area, the sidewalks are made of granite pavers, there are no street trees, the street furniture zone narrows to about two feet, and the sidewalk clear zone tightens to about five feet, impeded by utility boxes and poles in some places.

Type A lights



Cobra head lights



Curb cut



# WE HEARD...

## SEGMENT 2: CONNECTOR CROSSING



Need more destinations in this area to give people a reason to be there.

Want to reduce the appeal of street racing.

Civic Center MARTA Station is a missed opportunity and better lighting and pedestrian connections to Peachtree Street would help.

The transition from the bike lanes to a shared lane at Pine Street feels intimidating.

Bridge is an opportunity to tell the story of how the interstate impacted the city.

St. Luke's Episcopal Church is considering affordable housing and other improvements to its property.

Being on the Historic Register has made renovating and occupying the Medical Arts Building difficult.

The bridge is currently a deterrent—people stop there and turn around. Need it to feel human scale and inviting with art and a sense of enclosure.

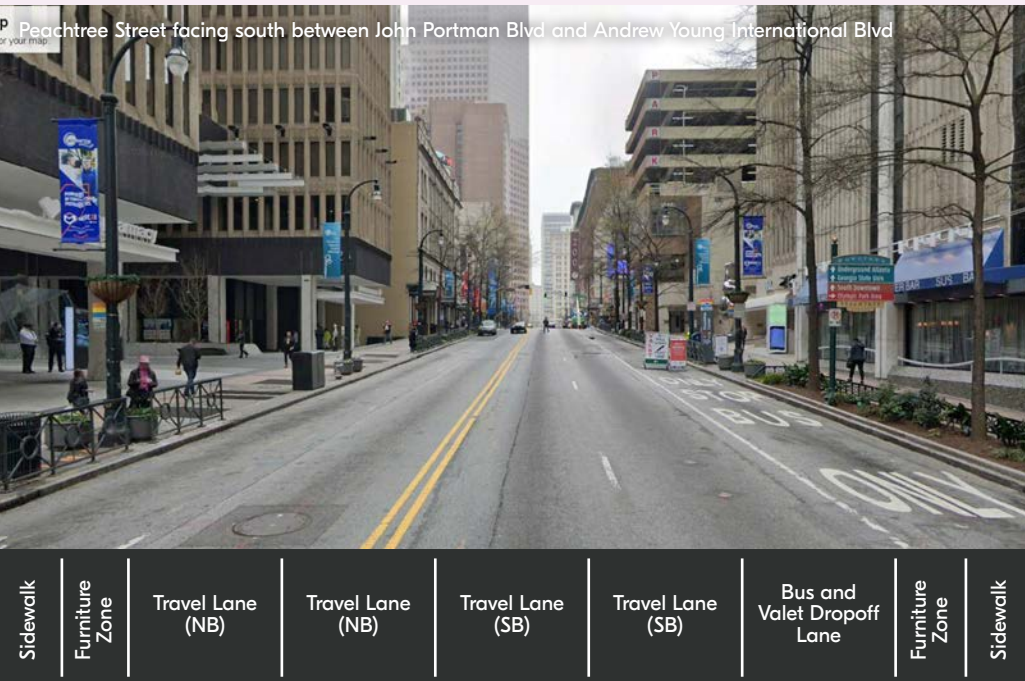


1) Bridge over the Connector 2) Vacant Medical Arts Building

## Segment 3: Peachtree Center Area (Porter Place to Forsyth Street)

Segment 3 picks up at Porter Place and continues through Forsyth Street, ending at the Peachtree Center MARTA Station. The density of buildings and activity increases in this area, which has several major office buildings, hotels, AmericasMart, and restaurants and shops on some ground floors. At Peachtree Center, most of the restaurants and retailers are located in interior malls that are not visible from the street. Hardy Ivy Park and Margaret Mitchell Square are small plazas that bookend this segment. The Fulton County Central Library is located on the southern end of this segment and is currently undergoing internal and external renovations. There are no surface parking lots in this segment and the only curb cuts are for the circular driveway at the Hyatt Regency.

Most of this segment is four lanes (two travel lanes in each direction) with turn lanes at some intersections. From John Portman Boulevard to Andrew Young International Boulevard, a fifth lane on the west side is used for bus and valet drop-off and pick-up and is a key location for curbside management. There are no bicycle facilities south of Porter Place, at which point cyclists and scooter riders can transition to the two-way cycle track on Peachtree Center Avenue. There are northbound streetcar tracks and cables on the easternmost lane between Ellis Street and Auburn Avenue/Luckie Street, with a level boarding station south of Ellis Street. The streetcar turns west onto Ellis Street at the intersection. There are two pairs of entrances to the Peachtree Center MARTA Station, one



1) Streetcar south of Ellis Street 2) Sidewalk and plaza at Peachtree Center

## Pedestrian barriers



between John Portman Boulevard and Andrew Young International Boulevard and another between Ellis Street and Forsyth Street, each with an entrance on the east and west side. Utilities on Peachtree Street and side streets are underground. Several of the buildings in the Peachtree Center area are connected via skywalks above the ground level, which allows people to travel between buildings in a temperature-controlled environment without ever leaving the building and reduces the number of people walking between destinations on the street.

## Patch repairs



The streetscape design in this area generally features:

- Granite curb
- Granite paver sidewalks of varying widths and condition
- Street furniture zone of varying widths (2 to 5 feet) with granite pavers
- Mostly mature street trees spaced about 40 feet on center without metal fence guards, with a double allée of trees on either side of the sidewalk next to SunTrust Plaza
- Metal fences and concrete planters by the curb between John Portman Boulevard and Andrew Young International Boulevard to discourage pedestrians from crossing mid-block in an area with a strong natural desire line.
- Type A Atlanta Street Light spaced about 40 feet on center
- Multiple trash and recycling bin styles
- Standard U-shaped bike racks



# WE HEARD...

## SEGMENT 3: PEACHTREE CENTER AREA

The granite retaining wall on the edge of SunTrust Plaza is uninviting. It would be great to open it up and add

The intersection of Peachtree Street, Porter Place, and Peachtree Center Avenue feels confusing dangerous, especially for cyclists trying to cross to reach facilities on either side of the road.

This area needs greenery, art, and a sense of playfulness.

Peachtree Center is already a great place to work, looking forward to it becoming a great place to live.

Want a place to sit and watch the city go by.

Need programming to activate the space regularly.

This is the best spot for a shared space.



1) Sidewalk and on-street parking near Pine Street 2) Restaurants and entertainment venues in low-rise buildings

## Segment 4: Woodruff Park Area (Forsyth Street to Marietta Street)

On the south end of the study area, Segment 4 runs from Forsyth Street to Marietta Street, ending just north of the Five Points MARTA Station. This area has a mix of offices, condominiums, small ground floor shops and restaurants, and Georgia State University Buildings. There are a number of historically significant buildings in this area, like the Candler Building and the Flatiron Building. Margaret Mitchell Square and the privately owned plazas at Georgia Pacific Center and 100 Peachtree offer small open spaces on the north end. Woodruff Park provides a larger, landscaped park experience on the south end, divided into to parts by Auburn Avenue.

It is a four lane street (two lanes in each direction) with streetcar tracks running in the eastern northbound lane from Auburn Avenue north, but there are no streetcar stops in this segment. There are no bike facilities and no curb cuts. There is a right turn slip lane for northbound traffic at Auburn Avenue/Luckie Street. Utilities on Peachtree Street and side streets are underground, but streetcar cables run overhead on the east side of Peachtree Street from Auburn Avenue/Luckie Street north, and along Auburn Avenue/Luckie Street.

Peachtree Street facing south between Williams St and Auburn Ave/Luckie St

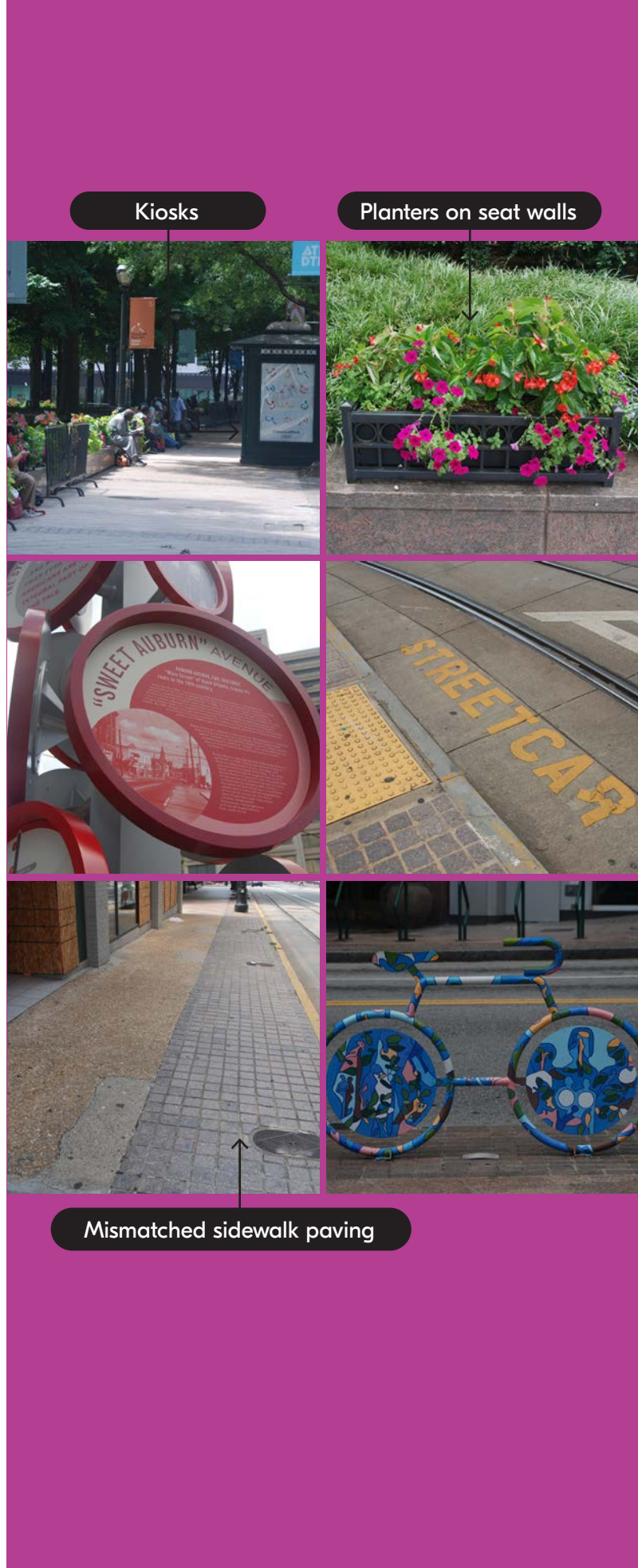


1) The historic Flatiron Building 2) Cyclists sharing the road with drivers and the streetcar

The streetscape design in this area generally features:

- Granite curb
- Mismatched granite paver sidewalks of varying widths and condition
- No street trees between Forsyth Street and Williams Street
- Mature street trees without metal fence guards along Woodruff Park and on the west side of Peachtree Street south of Poplar Street
- Street furniture zone of varying widths (2 to 5 feet) with granite pavers
- Type A Atlanta Street Light spaced about 40 feet on center
- Multiple bike rack styles
- Occasional green vending kiosks, generally unoccupied

The design of the north end of Woodruff Park will be updated soon through the Atlanta Legacy Makers' initiative. The project will be an artistic tribute to former Mayors Ivan Allen Jr. and Maynard Jackson Jr. at the intersection of Peachtree Street and Auburn Avenue. Design development is ongoing.



Kiosks

Planters on seat walls

"SWEET AUBURN" AVENUE

STREETCAR

Mismatched sidewalk paving

# WE HEARD...

## SEGMENT 4: WOODRUFF PARK AREA



The middle of Woodruff Park feels like a special, expansive place.

It would be great to have more opportunities for stages in and around Woodruff Park.

The crossings of Peachtree Street and Forsyth Street near Margaret Mitchell Square are uncomfortable.

Margaret Mitchell Square needs to be activated and could potentially be integrated with the library, MARTA station, and Georgia Pacific Center plazas.

There aren't enough bike racks for the level of use in this area.

The Flatiron Building and Candler Buildings are beautiful and should be special views.

There are many citizens who are homeless in this area who need support.

People love the activation of Broad Street nearby and are excited for the new library plaza.



1



2

1) Shops and restaurants in Fairlie Poplar 2) Southern terminus of the study area at Marietta Street



# WAYFINDING AND SIGNAGE

There are several different types of signs along the corridor, including wayfinding signs, traffic signs, light pole banners, business and building signs, advertisements, and other informational notices. The frequency and variety of signs can result in visual clutter that detracts from the corridor aesthetic.

## Wayfinding Signs

Wayfinding signs help people navigate through a space and are particularly useful to people who are not familiar to an area, like the tourists visiting the hotels, convention centers, and event venues Downtown. Existing wayfinding signs use the standard City of Atlanta design, listing the names, directions, and distances to several nearby destinations, sometimes combined with a map of the area.





Landscaped setback



Movable planters



Street trees



Park landscaping



Tree well landscaping

## LANDSCAPING

Landscaping along Peachtree Street is urban in nature and fairly limited. Beyond parks and plazas, the primary forms of landscaping are street trees, flower baskets on light poles or windows, and concrete or stone planters. Along some parts of the corridor, tree planter beds also feature shrubs or ornamental grasses that add color to the street. A few buildings with deeper setbacks have landscaped beds or terraces, like 270 Peachtree and the Hyatt Regency.

# A LEGACY OF UNINVITING DESIGN

Making Peachtree Street a place that is inviting for everyone is a central goal of the project. To do that, we must first consider the intentional and unintentional features that may make it unwelcoming today, including:

## Internally-oriented Architecture

As in many American Downtowns, the nature of Downtown Atlanta shifted significantly in the mid-20<sup>th</sup> Century in response to trends like the rise of the automobile, suburbanization, racism, fear of integration, and white flight. In Downtown Atlanta, much of the architecture at that time was meant to make people— mostly white people— feel “safe” from the increasing perception that Downtown was not a place they would want to be. In many cases, this took the form of internally-oriented architecture that allowed people to spend time in Downtown buildings without stepping foot onto Downtown streets, like Peachtree Street. Design features that supported this end remain, including skyway bridges to connect buildings above ground, grand interior atriums, concentrating retailers in interior malls, and few

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*“What makes Peachtree Street  
uninviting today?”*

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street-facing ground floor storefronts or other tenants. With the MARTA Station access inside Peachtree Center, it is possible for visitors to arrive at Hartsfield-Jackson International Airport, hop on a train, and visit Downtown hotels and sites without ever stepping foot on a city street.

## Hostile Urban Design Elements

Hostile design has continued in some of the contemporary urban features in the area. Often, these are intentionally unwelcoming features aimed at discouraging people experiencing homelessness from sleeping or spending extended periods of time in parks, plazas, or streets. These features include benches with armrests as dividers, planters placed continuously across seat walls, or a lack of seating altogether.



Skywalk over Peachtree Street at Peachtree Center



Bench Dividers



Planters on Seat Walls



Underground Retail

## Lack of Activity

When participants in engagement activities were asked if there was anything about Peachtree Street today that made them feel unwelcome, they often responded with a pause. It wasn't exactly that they felt *unwelcome*, they said, it was that there was no real reason for them to be there. It was *uninviting*. To make everyone in Atlanta feel genuinely included in the space, it must give Atlantans a reason to be there through a combination of a softer, more enticing permanent design and programmed activities that will draw people from around the city to the space.

Recent renovations at Peachtree Center (left) have aimed to make its interior and underground retail spaces more visible from the street and to make its open space more inviting.

# WE HEARD...

## URBAN DESIGN

Reintroduce human-scale building facades.

The design needs to make it feel like a special place with a sensory experience through lighting, activation, art, textures, and outdoor seating.

Community members love shade trees, greenery, and colorful flowers but find them lacking in the corridor today.

Incorporate as much green infrastructure as possible.

Want more places to hang out—everything from pocket parks to beer gardens.

Bring back touches of wild nature.

Need more seating across the corridor for people to rest.

The future design should make it feel welcoming and inclusive for everyone.

Give trees enough space to grow for 50+ years.

Find locations for permanent art installations and rotating, temporary installations.

Create a plan for maintenance from the beginning.

There should be more wayfinding signs, especially around MARTA stations and at John Portman Boulevard and Andrew Young International Boulevard, which are the main routes for tourists.

More lighting on both Peachtree Street and side streets would make it feel safer and more inviting.

Use quality materials that will last and can be easily and seamlessly replaced over time as needed.

Create experiences for people of every age, from kids to elders.

Landmark architecture and art installations are needed along with wayfinding to help figure out where you're going.

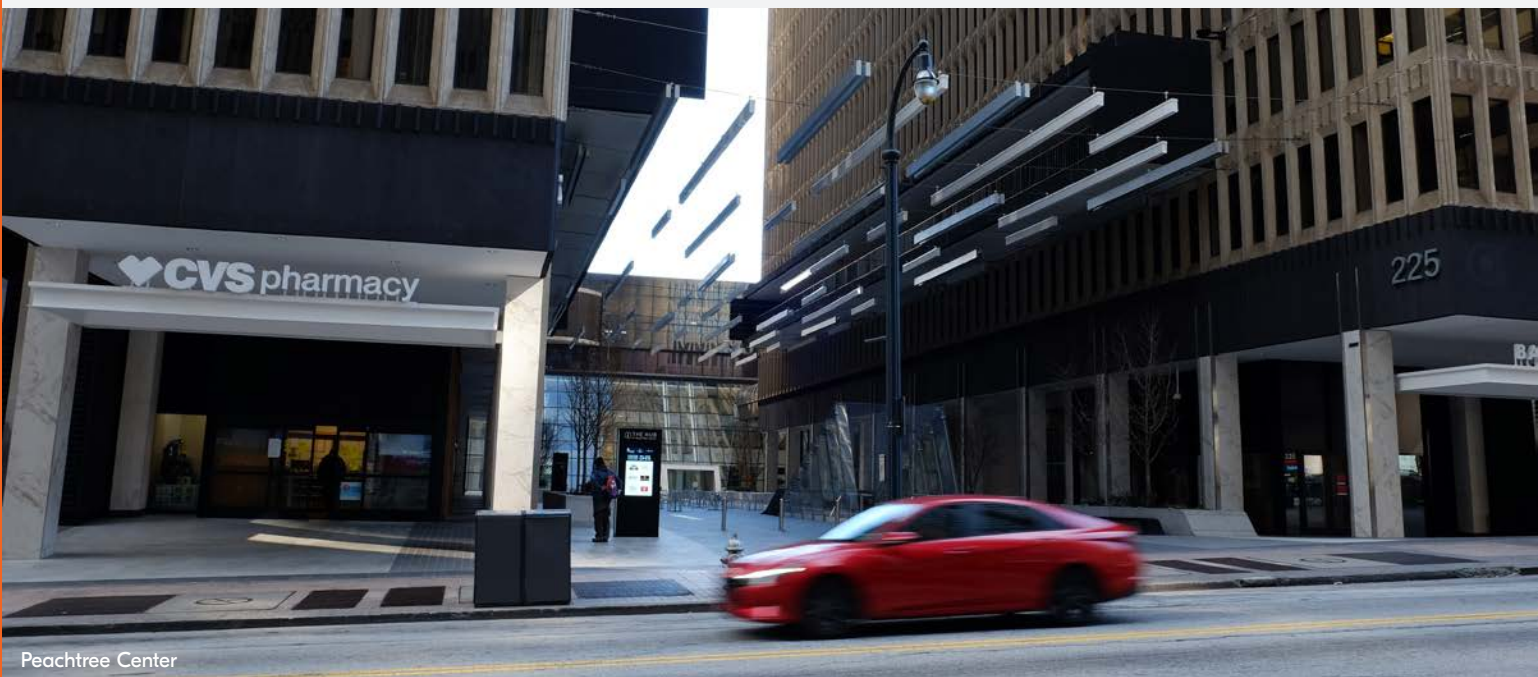
It would be great to have interactive, digital wayfinding.

# MARKET

## DOWNTOWN TRENDS

Central Atlanta Progress' Downtown Atlanta Real Estate Market Analysis (2017) provides a foundational understanding of market dynamics for the greater Downtown neighborhood. It highlights key conditions and trends for the area, including:

- Downtown has the potential to see significant population and employment growth by capturing its fair share of accelerating city growth. By 2032, it has the potential to add over 15,000 residents, 30,000 jobs, 1 million square feet (SF) of retail development, 3.5 million SF of office space, and 3,000 hotel rooms, compared to the 2017 base year.
- Downtown is the core of a larger urban market area, with 170,000 people in the three-mile market area that includes more than 20 neighborhoods surrounding Downtown
- Major trends influencing the future of Downtown at the time of the report include:
  - Participation in the accelerating future growth of the City of Atlanta, which is projected to grow by 270,000 new residents by 2030.
  - Once in a generation development momentum Downtown, spurred by catalytic projects like the Mercedes-Benz Stadium, new residential buildings, and new hotels.
  - Georgia State University's continuing metamorphosis into a major urban



Peachtree Center

university, with 5,000 of its students already living on campus, thousands of others living elsewhere Downtown, and \$165 million in new capital projects recently completed or committed Downtown.

- The emergence of Downtown as a hub for next generation startups and technology with places like FlatironCity, Switchyards Downtown Club, and The M. Rich Center.
- The increasing dominance as the region's premier tourism district, with anchors like the Georgia World Congress Center, stadiums, and hotels.
- Opportunities to capitalize on the transit-rich infrastructure environment.
- Factors impeding Downtown's ability to achieve its potential include:
  - The economics of surface parking lots as a lucrative land banking strategy
  - The disconnect between owners' land value expectations and Downtown market realities
  - The linkage between homelessness, panhandling, and the perceived lack of safety in the public realm
  - The need for more residents living Downtown and their positive effect on street life and retailing
  - Lack of an appealing street-level public realm
  - Increased competition from other urban districts in the region



Top: GSU's 200,000 sf College of Law building opened in 2015

Bottom: The Flatiron Building, home to tenants like the FlatironCity co-working space

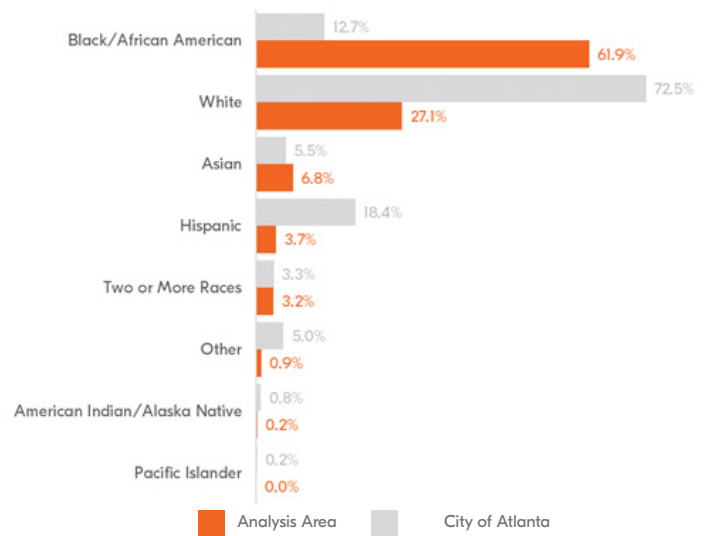
# PEACHTREE CORRIDOR TRENDS

To more closely examine the market dynamics of the Peachtree Street corridor and how it compares to Downtown as a whole, this study analyzed a narrower market area, focusing the analysis area on properties within two blocks of Peachtree Street between North Avenue and Marietta Street.

## Demographics

Residents of the Peachtree Street corridor are diverse. A significantly higher share of residents identifies as Black/African American (61.9 percent) or Asian (6.8 percent) compared to the city as a whole (12.7 percent and 5.5 percent, respectively). The Emory University Hospital, Connector Crossing, and Peachtree Center segments of the corridor are older than the City of Atlanta overall, with approximately one-third of their residents under the age of 30 (as compared to approximately 42 percent). However, the Woodruff Park Area, which contains a portion of the Georgia State campus, is younger, with roughly 54 percent of the population under the age of 30.<sup>1</sup>

Figure 9. Analysis Area Resident Race and Ethnicity



**ONLY 475**  
NEW RESIDENTS  
OVER THE LAST  
**DECADE**

The residential population has grown over the last 10 years in each segment by at least 14.8 percent, with the highest level of growth occurring in the Woodruff Park Area, which saw a 21.4 percent increase in residents between 2010 and 2020. All of the segments' population growth percentages were roughly on par with that of the City of Atlanta. However, the net growth figure for the four segments combined is quite small, adding a mere 475 residents over the course of the decade.<sup>1</sup>

Table 1. Resident Trends by Segment

	Segment 1: Emory University Hospital Area	Segment 2: Connector Crossing	Segment 3: Peachtree Center Area	Segment 4: Woodruff Park Area
Extents	North Ave to Pine St	Pine St to Porter Pl	Porter Pl to Forsyth St	Forsyth St to Marietta St
Residential Population	1,058	1,148	623	505
Residential Growth (Since 2010)	14.8%	17.1%	21.4%	14.9%
Daytime Population	4,592	1,488	14,290	4,114
Population Below 30	32%	31%	33%	52%

1) Esri Business Analyst



## Jobs & Economy

The Peachtree Street corridor contains nearly seven percent of Atlanta’s business establishments and more than 10 percent of its jobs, indicating its significance to the metropolitan economy. On net, the four segments have added approximately 8,600 jobs since 2010, which accounts for roughly 8 percent of Atlanta’s overall job growth during this period. The sectors that drove job growth along Peachtree Street were information and finance, adding approximately 7,000 jobs between them.<sup>2</sup>

However, this employment growth was not evenly experienced by all of the segments. The Peachtree Center Area witnessed a 34 percent increase in jobs, outperforming the City of Atlanta over this period. The Woodruff Park Area also saw a modest increase in employment as well. This is likely due to the existing information, finance, and professional services clusters that existed there.<sup>2</sup>

By contrast, the Emory University Hospital and Connector Crossing Areas saw a decline in jobs. The Emory University Hospital Area’s was driven by a decrease in professional services whereas the Connector Crossing’s was rooted in the loss of more than 300 manufacturing jobs between 2010 and 2018. Despite the middling performance of the Emory University Hospital Area over the past decade, plans to expand the institution’s presence should improve the area’s economic performance, both through the direct addition of workers and the indirect benefits of their spending at nearby businesses.<sup>2</sup>

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**“The Peachtree Street corridor contains nearly 7 percent of Atlanta’s business establishments and 10 percent of its jobs.”**

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Table 2. Jobs & Economy Trends by Segment

	Segment 1: Emory University Hospital Area	Segment 2: Connector Crossing	Segment 3: Peachtree Center Area	Segment 4: Woodruff Park Area	City of Atlanta
Extents	North Ave to Pine St	Pine St to Porter Pl	Porter Pl to Forsyth St	Forsyth St to Marietta St	
Businesses	211	121	1,060	421	26,802
Jobs	4,749	3,536	24,005	9,719	517,181
Change in Jobs (Since 2010)	-1.8%	-38.6%	34.4%	6.4%	27.6%
Largest Industry	Professional Services	Utilities	Professional Services	Professional Services	Healthcare and Social Assistance (64,945 Jobs)
Fastest Growing Industry (Since 2010)	Transportation (+1,544 Jobs)	Public Administration (+121 Jobs)	Information (+2,777 Jobs)	Information (+5,132 Jobs)	Professional Services (+14,963 Jobs)

2) U.S. Census Bureau, OnTheMap (Longitudinal Employer-Household Dynamics)

## Housing

Housing makes up a relatively low share of building inventory along Peachtree Street, with a total of 879 residential units housing about 3,333 people within the analysis area.<sup>1</sup> The northern portion of the analysis area (North Avenue to Porter Place) has a higher concentration of residents than the southern portion (Porter Place to Marietta Street), with developments like Windsor Over Peachtree, The Byron on Peachtree, the Commons at the Imperial Hotel, and condominiums on Ivan Allen Jr. Boulevard west of Peachtree Street.

Despite the height and relatively dense clusters of buildings on Peachtree Street, the corridor contains just 0.5 percent of Atlanta's total multifamily housing stock. What's more, the analysis area has added just 65 housing units since 2010, which accounts for approximately 0.1 percent of the new housing stock created within Atlanta during this period. Fortunately, the area has 629 units either planned or under construction which constitutes about 7.4 percent of the City's total units in the pipeline.<sup>2</sup>

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**“The corridor contains just 0.5 percent of Atlanta's total multifamily housing stock [...] Fortunately, the area has about 7.4 percent of the City's total units in the pipeline.”**

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In terms of cost, while Peachtree Street has higher average rents than the City of Atlanta as a whole, the average unit size is also larger, resulting in comparable rents per square foot (approximately \$1.50 for all of the Peachtree Street segments as well as the City of Atlanta). With the exception of the Woodruff Park Area, rents have risen more slowly since 2010 along Peachtree Street than in the City of Atlanta overall. Despite this, residential vacancy has increased by a larger factor in all but one of the Peachtree Street segments, indicating a lack of demand for existing housing in the area.<sup>2</sup>

COVID portends to disrupt the housing sector in both the short and long term in several ways. Demand for multi-family residential in some urban centers has diminished due to reduced consumer confidence, rates of moving and mobility, and the closure of in-person higher education institutions. Claims of the reversal of the trend towards higher density living and increased collaboration spaces may be overblown, as market and migration data remains inconclusive. Typically, multi-family rental demand is resilient to economic shocks, as homeownership remains out of reach for large shares of most metropolitan areas' populations.<sup>3</sup>

1) Esri Business Analyst 2) CoStart Real Estate Analytics 3) JLL, COVID-19: Global Real Estate Implications



Left: Commons at Imperial Hotel affordable senior rentals; Right: The Byron on Peachtree apartment building

Table 3. Housing Trends by Segment

	Segment 1: Emory University Hospital Area	Segment 2: Connector Crossing	Segment 3: Peachtree Center Area	Segment 4: Woodruff Park Area	City of Atlanta
Extents	North Ave to Pine St	Pine St to Porter Pl	Porter Pl to Forsyth St	Forsyth St to Marietta St	
Multifamily Housing Units	218	479	90	92	193,329
Growth in Housing Units (Since 2010)	65	0	0	0	38,471
Units in the Pipeline	284	0	345	0	8,475
Multifamily Rent/Unit	\$1,745	\$1,557	\$2,596	\$1,533	\$1,440
Change in Multifamily Rent (Since 2010)	0.7%	31.0%	21.2%	60.7%	32.0%
Average Unit Size (SF)	1,111	1,037	N/A	1,035	958
Multifamily Vacancy	8.7%	5%	11.2%	11.2%	9.4%
Change in Multifamily Vacancy (Since 2010)	+6.7%	-1.4	+4.4%	+8.7%	+0.8%

## Office

Downtown Atlanta is one of the largest office markets in the metro area. The Peachtree Street corridor in particular is home to approximately 16.9 million square feet of office space, representing approximately 10 percent of the City’s overall inventory.<sup>1</sup> The Peachtree Street corridor daytime population of about 24,000 is roughly eight times its residential population of about 3,000.<sup>2</sup> This is reflective of office uses’ outsized presence in the building inventory of the Peachtree Street corridor.

However, the Peachtree Street corridor has actually seen its office inventory decline since 2010 while the Atlanta’s grew by 5.1 million square feet. Additionally, there are no planned or under construction office projects within the corridor, indicating that the stagnation of the office market will likely continue.

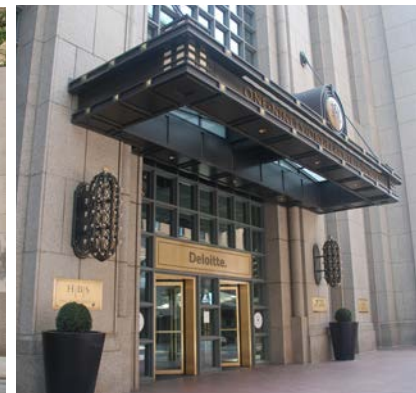
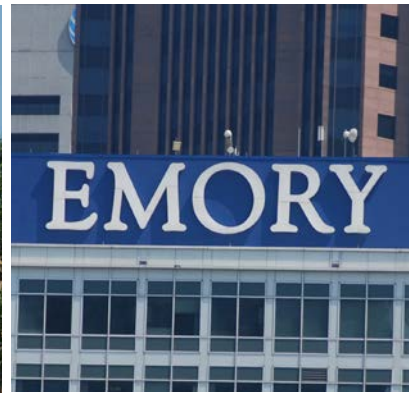
With the exception of the Emory University Hospital Area, Peachtree Street’s per square foot office rents are actually slightly lower than Atlanta’s as a whole. The Emory University Hospital and Woodruff Park areas witnessed the sharpest increases in office rents since 2010.<sup>1</sup> This is likely due to many companies’ growing desire to be proximate to “anchor institutions” such as universities and medical centers.

However, Peachtree Street may not be able to fully rely on its office worker-heavy daytime user base to support area businesses and activate the public realm in a post-COVID world. Office is one of the sectors most immediately affected by COVID-related economic disruptions. The sharp increase in remote working has caused utilization rates to fall drastically and landlords reliant upon short-term leases or co-working operators

Table 4. Office Trends by Segment

	Segment 1: Emory University Hospital Area	Segment 2: Connector Crossing	Segment 3: Peachtree Center Area	Segment 4: Woodruff Park Area	City of Atlanta
Extents	North Ave to Pine St	Pine St to Porter Pl	Porter Pl to Forsyth St	Forsyth St to Marietta St	
Office Inventory (SF)	2.7 million	1 million	7.6 million	5.6 million	169.5 million
Change in Office Inventory (Since 2010)	0	-13,200	0	-212,000	5.1 million
Square Feet in the Pipeline	0	0	0	0	6.6 million
Office Rent/SF	\$31.78	\$28.74	\$29.29	\$26.97	\$31.73
Change in Office Rent (Since 2010)	56.0%	36.9%	24.8%	50.0%	45.6%
Office Vacancy	20.6%	0.0%	12.5%	20.4%	13.3%
Change in Office Vacancy (Since 2010)	+7.8%	N/A	-3.9%	+1.8%	-2.6%

1) CoStar Real Estate Analytics 2) Esri Business Analyst 3) JLL, COVID-19: Global Real Estate Implications



1) SunTrust Plaza; 2) 260 Peachtree; 3) Emory University Hospital Midtown; 4) W.W. Orr Medical Office Building 5) 191 Peachtree

continue to be the most at-risk. If periods of closure fast track the adoption of collaboration technologies and remote work, long-term future office demand could be under threat. However, certain sectors (such as life sciences) are increasing their employment and office utilization rates, potentially counterbalancing the shift to remote work in metropolitan areas containing a concentration of the cluster.<sup>3</sup>

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**“Peachtree Street may not be able to fully rely on its office worker-heavy daytime user base to support area businesses and activate the public realm in a post-COVID world.”**

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Left: Hyatt Regency Hotel; Right: Ellis Hotel

## Hospitality

The Peachtree Street corridor is home to more than 6,000 hotel rooms, or nearly one-third of Atlanta’s overall hospitality stock. The Peachtree Center Area alone contains nearly one-quarter. What’s more, the four segments have also generated nearly 25 percent of Atlanta’s new hospitality stock since 2010 and are poised to contribute nearly 300 new rooms. However, the outsized presence of hotels and the reliance on the visitors they bring to Peachtree Street may be a liability for the corridor in a post-COVID world.<sup>1</sup>

The hotel market was arguably the hardest hit by the pandemic, which halted virtually all non-essential travel. Urban hospitality markets were particularly affected, as the limited number of individuals traveling in 2020 overwhelmingly preferred less dense settings. Despite the turn toward recovery, occupancy rates nationally hover around 30 percent. Yet, there are some green shoots as domestic locations are projected to grow in popularity and professionally-run lodging may prevail over alternatives due to higher enforceable hygiene standards.<sup>2</sup>

Table 5. Hospitality Trends by Segment

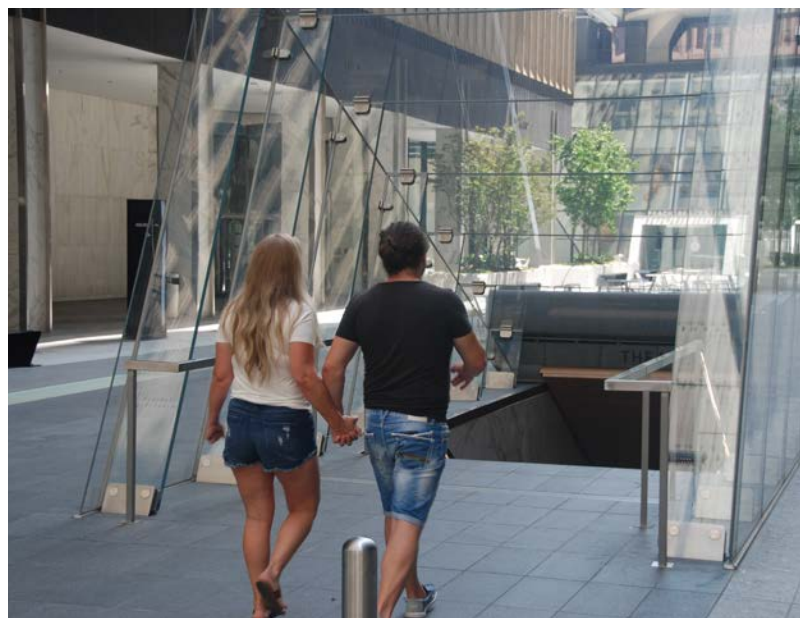
	Segment 1: Emory University Hospital Area	Segment 2: Connector Crossing	Segment 3: Peachtree Center Area	Segment 4: Woodruff Park Area	City of Atlanta
Extents	North Ave to Pine St	Pine St to Porter Pl	Porter Pl to Forsyth St	Forsyth St to Marietta St	
Inventory (Rooms)	626	102	4,460	950	19,961
Change in Rooms (Since 2010)	0	0	206	265	2,040
Rooms in the Pipeline	194	102	0	0	6,692

1) CoStar Real Estate Analytics 2) JLL, COVID-19: Global Real Estate Implications

## Retail

Despite being a hub of commercial and tourist activity, Peachtree Street has a relatively small inventory of retail space with approximately 830,000 square feet or 1.3 percent of Atlanta’s overall retail stock. As with office space, Peachtree Street’s retail inventory has shrunk since 2010, a 106,000 square foot decrease. Additionally, there are no projects with retail components in the pipeline at present.<sup>3</sup>

Only one third of ground level spaces along Peachtree Street are storefronts, which are a typical source of activity for a vibrant main street. This indicates the need for more creative, non-traditional approaches to bring life to the street. Moreover, a disproportionately large share of businesses in the Peachtree Street corridor are brands oriented toward non-local crowds.<sup>4</sup> This may discourage Atlantans from choosing to spend their time and money in the area.



Top: Restaurants in Peachtree Center area; Bottom: Plaza-level entrance to The Hub, the underground retail center at Peachtree Center

Table 6. Retail Trends by Segment

	Segment 1: Emory University Hospital Area	Segment 2: Connector Crossing	Segment 3: Peachtree Center Area	Segment 4: Woodruff Park Area	City of Atlanta
Extents	North Ave to Pine St	Pine St to Porter Pl	Porter Pl to Forsyth St	Forsyth St to Marietta St	
Retail Inventory (SF)	241,000	6,700	401,000	183,000	62.9 million
Change in Retail Inventory (Since 2010)	-25,858	-77,975	0	-2,508	1.4 million
Square Feet in the Pipeline	0	0	0	0	264,336
Retail Rent/SF	\$24.77	\$34.92	\$19.44	\$26.90	\$21.93
Change in Retail Rent (Since 2010)	21.5%	51.8%	29.6%	7.6%	34.6%
Retail Vacancy	4.6%	N/A	3.8%	1.1%	4.5%
Change in Retail Vacancy (Since 2010)	-9.3%	N/A	+0.9%	-1.8%	-3.5%

3) CoStar Real Estate Analytics 4) Original Analysis by Toole Design and JLP&D, respectively



Alma Cocina restaurant

The Peachtree Street corridor lacks one of the most basic retail staples: a full-service grocery store. This is likely due to the area’s relatively small residential population. According to the USDA, most grocers require approximately 5,000 residents in an area before deciding to open up a location there.<sup>1</sup> Yet, many people would be hesitant to move to a neighborhood that lacks such an amenity, creating a bit of a conundrum.

Retail space along Peachtree Street is also more expensive per square foot than elsewhere in Atlanta, which could partially explain the concentration of chains. However, Atlanta appears to be outpacing much of Peachtree Street in retail rent increases, so parity could soon be achieved. While the vacancy rates in the table below are rather low, they do not take into account the pandemic, which has harshly impacted the sector.<sup>2</sup>

Many of the trends that were already adversely affecting the retail sector have exacerbated in the wake of COVID. Retailers will require robust infrastructure to fulfill online orders and become omni-channel in order to keep up with the shift to e-commerce. This is particularly true for independent restaurants who lack sufficient digitization as well. Retailers in “destination” cities or neighborhoods that rely upon visitor spending will face an extended period of risk due to travel restrictions, advisories and learned aversions by consumers.<sup>3</sup>

## Arts and Culture

Atlanta is one of the cultural capitals of America, with a rich and dynamic music, film, and fine arts scene. Despite the rich history, Peachtree Street does not exemplify all that Atlanta has to offer culturally, nor serve as a source of civic pride today. The Peachtree Street corridor is home to just 20 of Atlanta’s more than 600 arts and entertainment establishments and generates a mere three percent of the city’s annual sales related to arts, entertainment, and recreational activities.<sup>4</sup> What’s more, the pandemic has destabilized a number of the arts organizations who are located along Peachtree Street, several of which have been there for decades. Peachtree Street’s future vibrancy will have a direct impact on whether and how quickly this arts and cultural ecosystem will recover.

1) Placer Community Dashboard, Grocery Store Density 2) CoStar Real Estate Analytics 3) JLL, COVID-19: Global Real Estate Implications 4) Esri Business Analyst



# WE HEARD...

## MARKET

It would be great to see a lot more development and activity Downtown with a 24-hour environment.

Need to attract more residents to keep the area feeling lively.

Office workers are the primary customer base for most of the businesses

There's nobody around and few businesses open at night, so it doesn't feel safe or vibrant.

Want more restaurants, movie theaters, performing arts, bars—all kinds of nightlife.

More outdoor dining, street vendors, and markets would add vibrancy.

More retail—especially locally owned and neighborhood-oriented businesses—would be great.

A grocery store is a top request from Downtown neighbors.

Wish there weren't so many surface parking lots.

Commercial rents along Peachtree Street aren't affordable and limit retail occupancy and activation.

# TRANSPORTATION

Mobility and access are core functions for streets. connecting people and goods to the city's many destinations. There are multiple modes that together form our transportation network, including walking, rolling, biking, transit, and driving.

## KEY TAKEAWAYS:

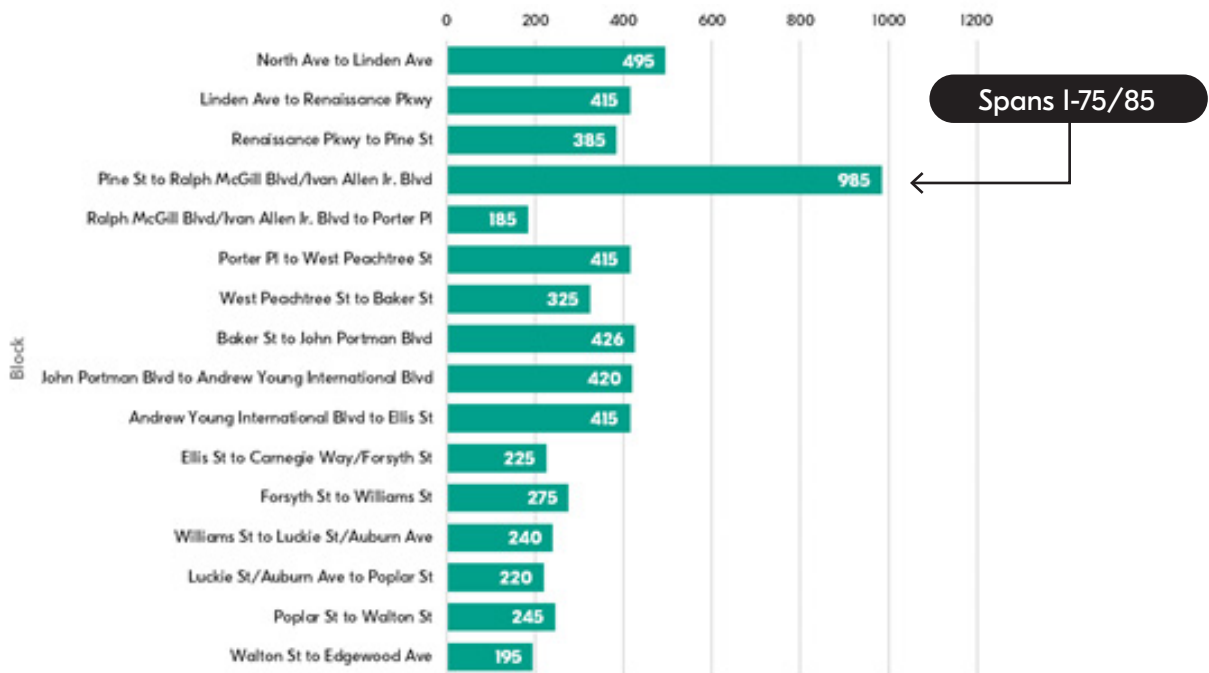
- Traffic volume on Peachtree Street is relatively low, with an average daily volume of 9,200 vehicles across four to five lanes.
- Minimal truck volume since there are really no loading/unloading along the corridor except for package deliveries.
- Only 16.3 percent of all trips are through trips (starting outside the study area and ending outside the study area)
- There is minimal traffic between Baker Street and Ellis Street due to freeway access pulling a bulk of the traffic volume on either side.
- Travel time along Peachtree Street between North Avenue and Marietta Streets is 5 minutes by car with a typical range of speeds from 16 to 18 mph.
- The Peachtree Street corridor operates at LOS A or B, with the segment between Linden Avenue and North Avenue operating at LOS C.
- The Baker Street and Peachtree Street intersection processes a number of commuter buses.
- Most people walk to transit stops and stations
- Auburn Avenue and the John Portman Boulevard have the greatest numbers of pedestrians crossing Peachtree Street, with relatively high volumes also present at Baker Street, around Woodruff Park, and Marietta Street.
- Rideshare vehicles block the outer lanes, along with deliveries, some on-street parking, and bus stops.

# PEDESTRIAN INFRASTRUCTURE

## Existing

- There are continuous sidewalks along Peachtree Street throughout the study area. Sidewalk widths vary, including narrower 5- to 6-foot sidewalks better suited lower density areas, as well as more generous 10-foot sidewalks that can accommodate more pedestrian activity.
- In most locations, there is a “furniture zone” about 4 feet wide between the curb and the sidewalk that accommodates things like street trees, light poles, fire hydrants, bike racks, and trash cans to help maintain a clear path for pedestrians on the sidewalk.
- There are existing crosswalks at most street intersections, with the exception of east-west crossings at Renaissance Parkway.
- There are mid-block crossings at:
  - The entrance of Emory University Hospital Midtown
  - Georgia Pacific Plaza/Margaret Mitchell Square
- Block lengths affect the distance, options, ease of walking routes in a neighborhood. Most of the blocks on Peachtree Street are shorter than 500 feet—the length generally associated with walkable street networks—for an average block length of about 367 feet, just longer than a football field. The longest block is between Pine Street and Ralph McGill Boulevard, which spans about 985 feet as Peachtree Street crosses over the I-75/85 Connector, nearly double the length of a standard walkable block.

Figure 10. Approximate Block Lengths (Feet)





- Sidewalk curb ramp styles vary, with a mix of parallel curb ramps (in line with the pedestrian path), perpendicular curb ramps (perpendicular to the pedestrian path, generally at mid-block crossings), and diagonal curb ramps (a single ramp installed at a corner to provide access to both directions). Diagonal curb ramps are less desirable because they may make pedestrians less visible to turning vehicles and do not provide directional cues for people with visual disabilities.
- There are metal fences and planters by the curb in the Peachtree Center area, meant to create a barrier to direct people to crosswalks at intersections, rather than cross mid-block as some people naturally desire to do in that active area.

## Observed Demand <sup>1</sup>

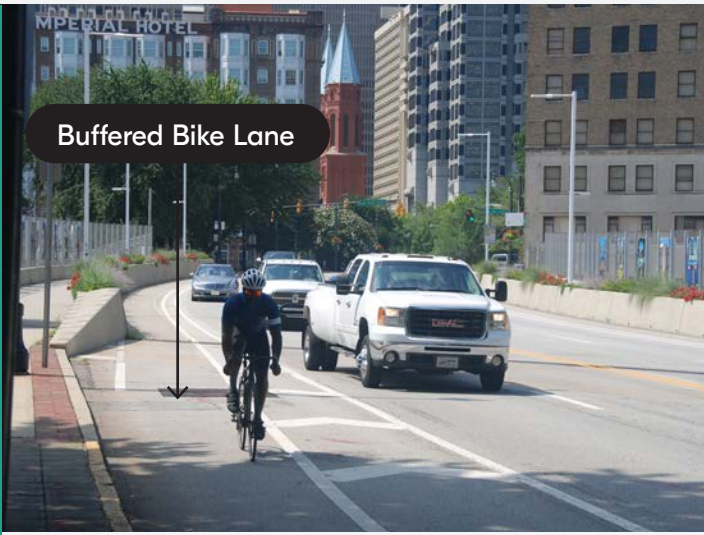
- Pedestrian count data from 2015 was available for eight locations along Peachtree Street, which showed the highest levels of pedestrian activity in the corridor in the areas with the greatest density of activity: around Peachtree Center and the southern end near Woodruff Park and Georgia State University.
- The intersections with the highest levels of pedestrian activity were Peachtree Street at John Portman Boulevard/Harris Street and Luckie Street/Auburn Avenue.
- Pedestrian counts were highest on weekdays for all locations, showing a decline in evening and weekday activity Downtown.

<sup>1</sup>) Data collected by All Traffic Data Service, Inc. for City of Atlanta, October 15 and 17, 2015.



# BICYCLE AND SCOOTER INFRASTRUCTURE

Existing LIT infrastructure on Peachtree Street Downtown is limited to a few blocks near the connector where there are few destinations.



## Existing

The only dedicated light individual transport (LIT) infrastructure on Peachtree Street within the study area is between Pine Street and Porter Place, where there are buffered bike lanes on both sides of the street.

South of Porter Place, cyclists can cross over Peachtree Street to Peachtree Center Avenue to access the two-way cycle track that runs parallel to Peachtree Street.



North of Pine Street, there are “sharrows,” a visual reminder that cyclists can share the street with vehicles.

## What is “LIT”?

Light individual transport (LIT) vehicles like bikes and scooters generally travel at speeds of less than 20 miles per hour and are human-powered or electric. They’re sometimes called “micromobility” devices.

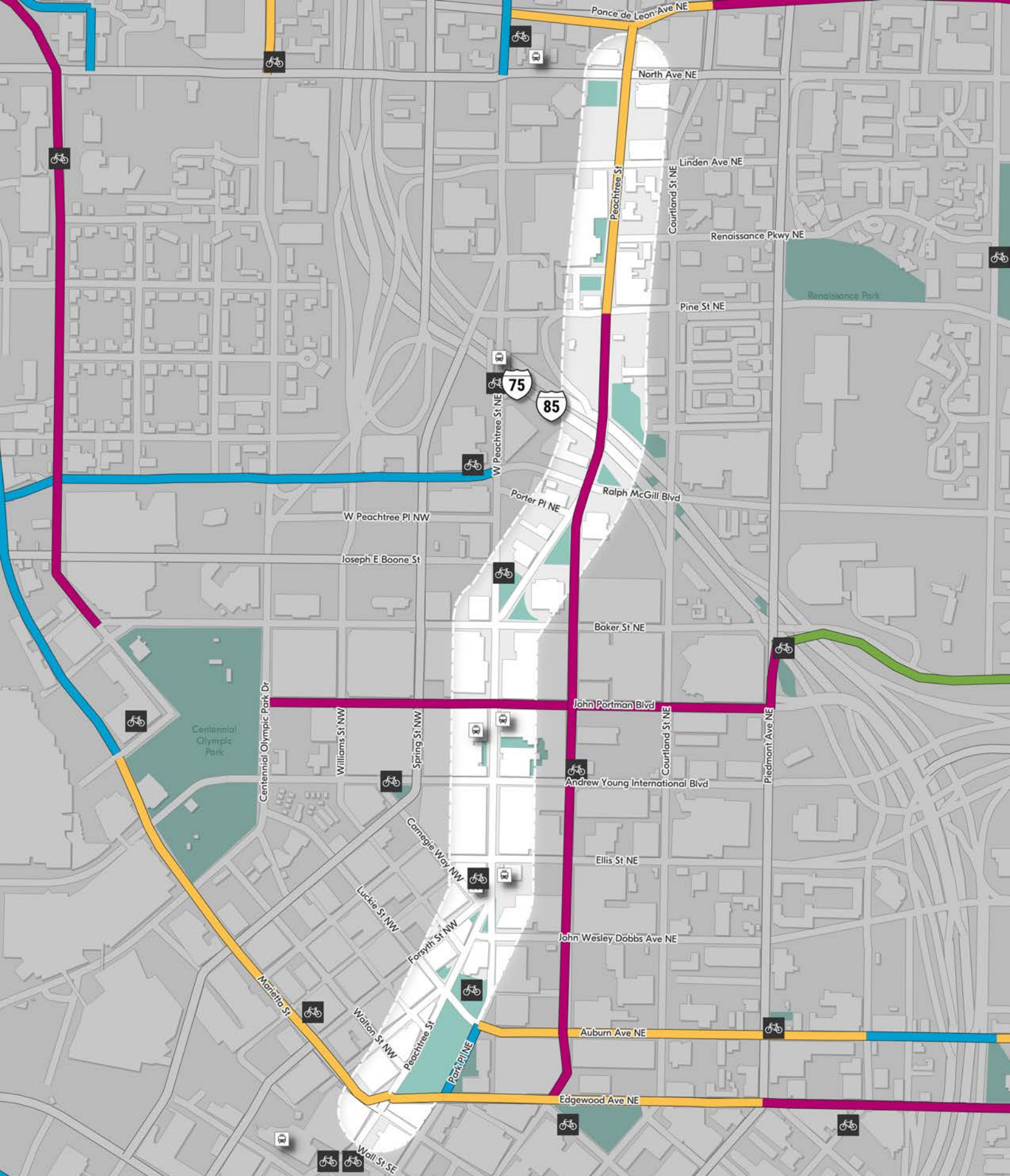


Figure 11. Existing LIT Facilities

- Bike Lane
- Buffered Bike Lane/Cycle Track
- Sharrows
- Multi-use Path
- Park/Plaza
- 🚲 Bike Share Station
- 🚇 MARTA Entrance

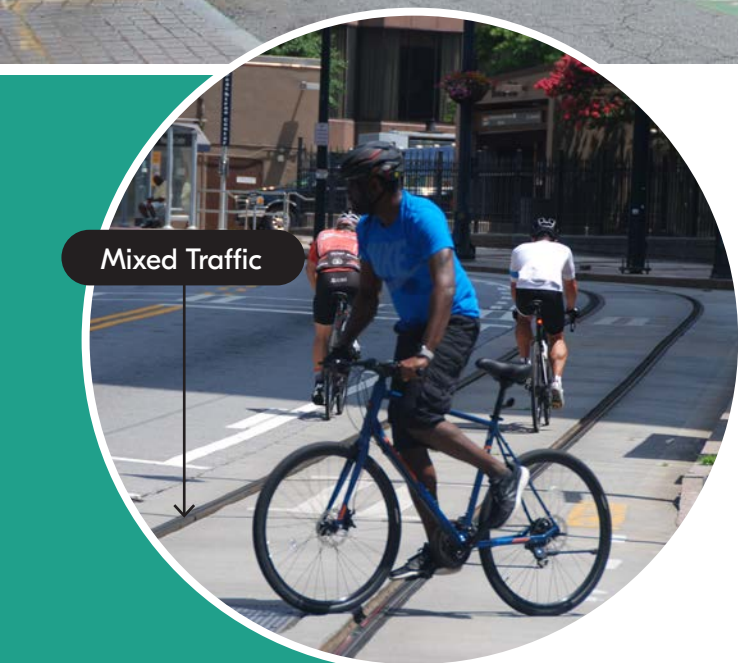




Peachtree Center Avenue Cycle Track

Peachtree Street Bike Lanes End

Bike Box & Crossing



Mixed Traffic

Even on portions of Peachtree Street without LIT infrastructure, it is still used by cyclists and scooter riders for both transportation and recreation. This may be due to the concentration of destinations and the fact that Peachtree Street follows a ridge line, making it a relatively flat and comfortable route.

Relay is a public bike share program that allows people to rent bikes on demand through a mobile app for individual trips or as membership. There are stations on Peachtree Street at:

- Hardy Ivy Park
- Peachtree Center MARTA Station at Forsyth Street
- Woodruff Park (north end)



There are signs noting scooters are not allowed on sidewalks, but people ride on them regularly.

Other bicycle infrastructure nearby includes:

- Two-way cycle track on Peachtree Center Avenue, which runs parallel to Peachtree Street south of Ralph McGill Boulevard/ Ivan Allen Jr. Boulevard a block to the east
- Two-way cycle track on John Portman Boulevard, which intersects with Peachtree Street
- One-way protected bike lane on the east side of Park Place (Edgewood Avenue to Auburn Avenue) for northbound riders
- On-street bike lanes on Ivan Allen Jr. Boulevard, which end a block west of Peachtree Street



# TRANSIT

## Routes

The study area is well served by transit, including Metropolitan Atlanta Regional Transit Authority (MARTA) rail and bus service, the Atlanta Streetcar, and regional commuter bus service.

### MARTA Rail

- MARTA Red and Gold line rail service runs beneath Peachtree Street
- The only MARTA station within the study area is Peachtree Center Station, which has four entrances (one on each side of the street between John Portman Boulevard and Andrew Young International Boulevard, and between Ellis Street and Forsyth Street).
- Three additional MARTA stations are located within two blocks of the study area: North Avenue Station, Civic Center Station, and Five Points Station.

### MARTA Bus

- The only MARTA bus route that runs along Peachtree Street is Route 40, which operates north-south between Arts Center Station in Midtown and West End Station.
  - Route 40 offers service approximately every 30 minutes.
  - Its average weekday ridership was 992 in February 2020. <sup>1</sup>
  - There are 20 total MARTA bus stops directly on Peachtree Street within the study area, about 16 stops per mile.
  - Most stops are basic, marked by a simple route sign. The stop in front of Emory University Hospital Midtown is the only one with sheltered seating.
  - Bus loading is on-street at sidewalk level. In the block between John Portman Boulevard and Andrew Young International Boulevard, there is a Bus Only Lane on the west side,

1) MARTA Bus Ridership Data

Table 7. Study Area MARTA Bus Stops

	Total Bus Stops	West Side Bus Stops (SB)	East Side Bus Stops (NB)	Segment Length (miles)
Segment 1: North Avenue to Pine Street	4	2	2	0.27
Segment 2: Pine Street to Porter Place	3	1	2	0.24
Segment 3: Porter Place to Forsyth Street	7	4	3	0.47
Segment 4: Forsyth Street to Marietta Street	6	4	2	0.26
Total Study Area	20	11	9	1.24



which is used by southbound buses. The valet at Hotel Indigo also uses the space and other cars often park temporarily in the lane.

- Several additional MARTA bus routes operate on east-west streets in the study area that cross Peachtree Street, including:
  - Route 186 on Marietta Street/Decatur Street
  - Route 816 on Edgewood Avenue, Auburn Avenue, Peachtree Center Avenue, and Ralph McGill Boulevard
  - Route 102 on North Avenue

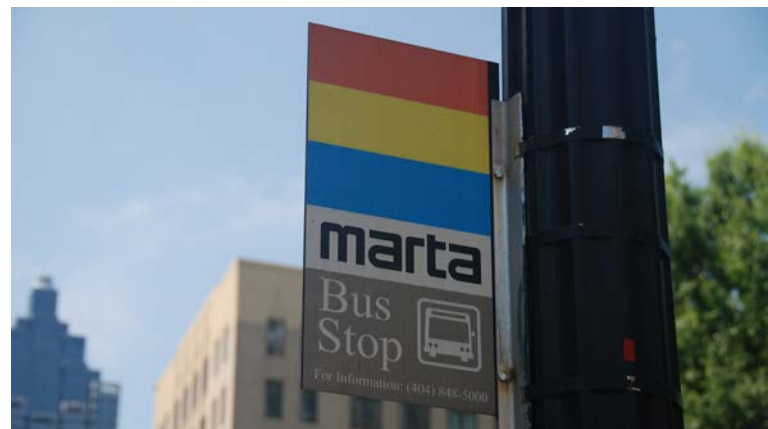
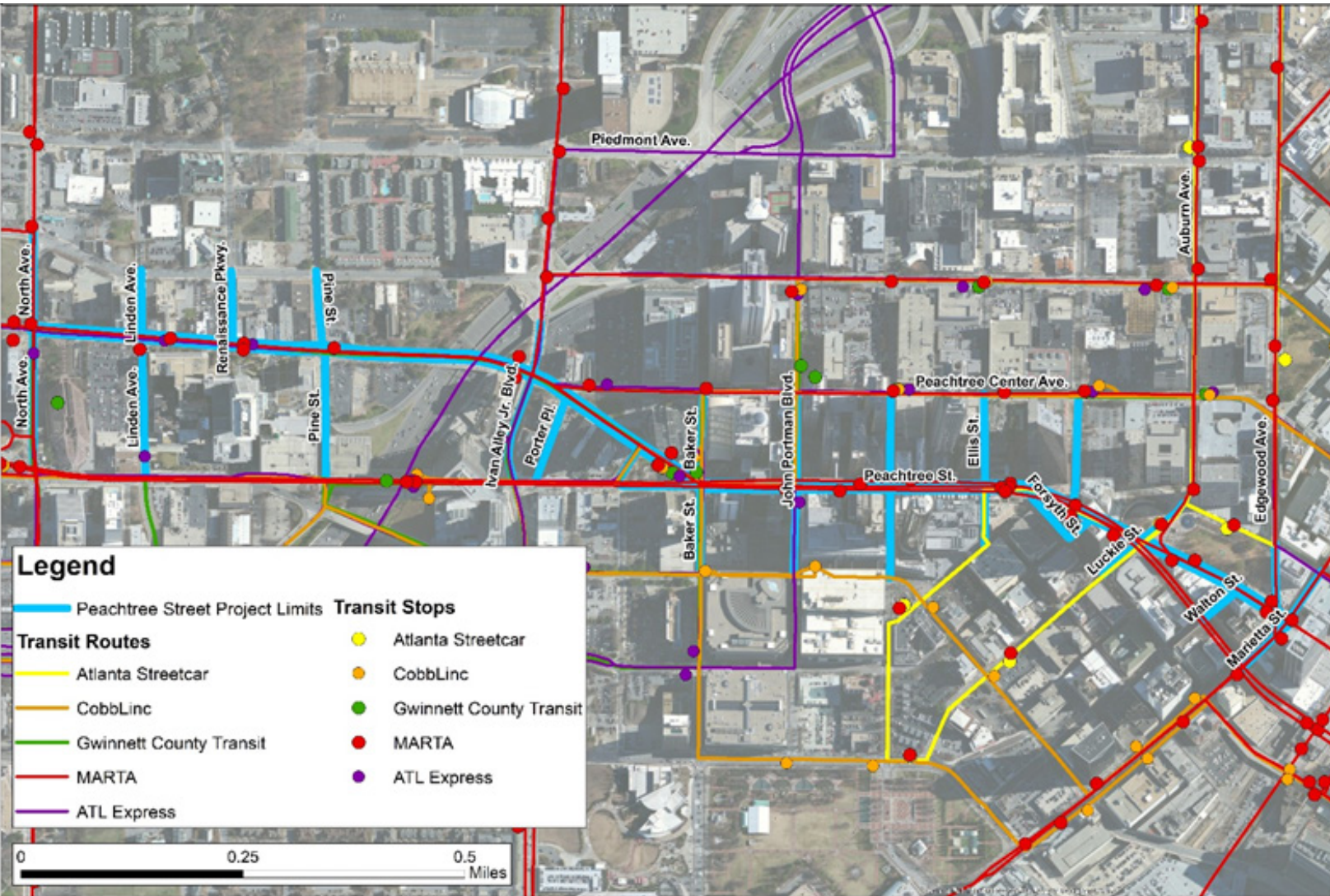


Figure 12. Transit Routes and Stops



## Atlanta Streetcar

- A 2.6-mile streetcar loop opened in 2014, connecting Centennial Olympic Park to the Martin Luther King, Jr. Historic Site. It picks up every 10 to 15 minutes.
- The streetcar operates along Peachtree Street between Auburn Avenue/Luckie Street and Ellis Street. It travels northbound in mixed traffic with vehicles in the easternmost lane.
- 750-volt electric streetcar cables are attached to the light poles on the east side of Peachtree Street along that stretch.
- There is one streetcar stop in the study area in front of Peachtree Center Station at Ellis Street, where there is a raised boarding platform with sheltered seating.
- The streetcar can operate at up to 35 mph, but typically travels at a slow speed of 5 to 10 mph.
- MARTA took over operations of the streetcar in 2018.

## Regional Commuter Buses

- Regional commuter bus service providers in the area include Cobb County Transit (CCT), Gwinnett County Transit (GCT), and GRTA Xpress.
- Nearly all the regional commuter bus activity near the study area happens on Baker Street near Peachtree Street, where 17 bus routes pick up and drop off commuters during morning and evening peak periods. A few pick up near Peachtree Street on John Portman Boulevard, Renaissance Parkway, and North Avenue.

Figure 12 illustrates transit service in and around the study area.



## Access to Stops and Stations

Most of the people accessing the study area by transit are traveling between their homes and their usual workplaces. Visitors make up about 10 percent of people taking transit in the study area. Walking is ranked as the top mode for people reaching public transit stops within the study area (92.5 percent) and reaching destinations after using public transit (88.3 percent for bus riders and 91.5 percent for rail riders).<sup>1</sup>

More detailed information about transit routes, stops, and operations is available in the Appendix.

<sup>1</sup>) Atlanta Regional Commission 2019 On-Board Survey

# VEHICULAR TRAFFIC

Vehicular traffic plays a role in the transportation system, facilitating individual and carpool trips over longer distances that may not be accessible by transit.



Because the COVID-19 pandemic altered travel patterns at the time of this study, “current” figures in this report refer to pre-pandemic conditions (2019 unless otherwise specified).

While maintaining or enhancing the efficiency of vehicular traffic is not the deciding factor for urban transportation projects like this, understanding vehicular travel patterns will help assess and mitigate some potential impacts to maximize access for all users.

## Current Traffic Volume

Figure 13 shows the current total daily vehicle volume in the Downtown area. The modeled average daily volume of the Peachtree Street corridor between North Avenue and Marietta Street is 9,200. This is significantly lower than other parts of the Peachtree corridor throughout the city, according to GDOT traffic counts, which are publicly available and were used for locations outside of the study area for comparison purposes in the table below. The volume of traffic on Peachtree Street Downtown is about half the volume on Peachtree Street in Midtown, about a quarter of the volume in Brookwood, and about a third of the volume in South

Table 8. Citywide Traffic Volumes on Peachtree Street

Study Area Segment		
	Modeled Average Daily Volume <sup>1</sup>	Typical Number of Lanes
Peachtree Street in Downtown (North Avenue to Marietta Street)	9,200	4-5
Sample Comparison Segments - Peachtree Corridor		
	GDOT AADT <sup>2</sup>	Typical Number of Lanes
Peachtree Street in Midtown (at 12th Street)	25,600	4-5
Peachtree Road in Brookwood (at 26th Street)	40,400	5-6
Peachtree Road in South Buckhead (near Lindbergh Drive)	35,800	5-6

1) Modeled average daily volume for the entire Peachtree Street segment from North Avenue to Marietta Street, based on the CAP VISUM model for Downtown Atlanta. 2) GDOT Traffic Analysis and Data Application, 2019

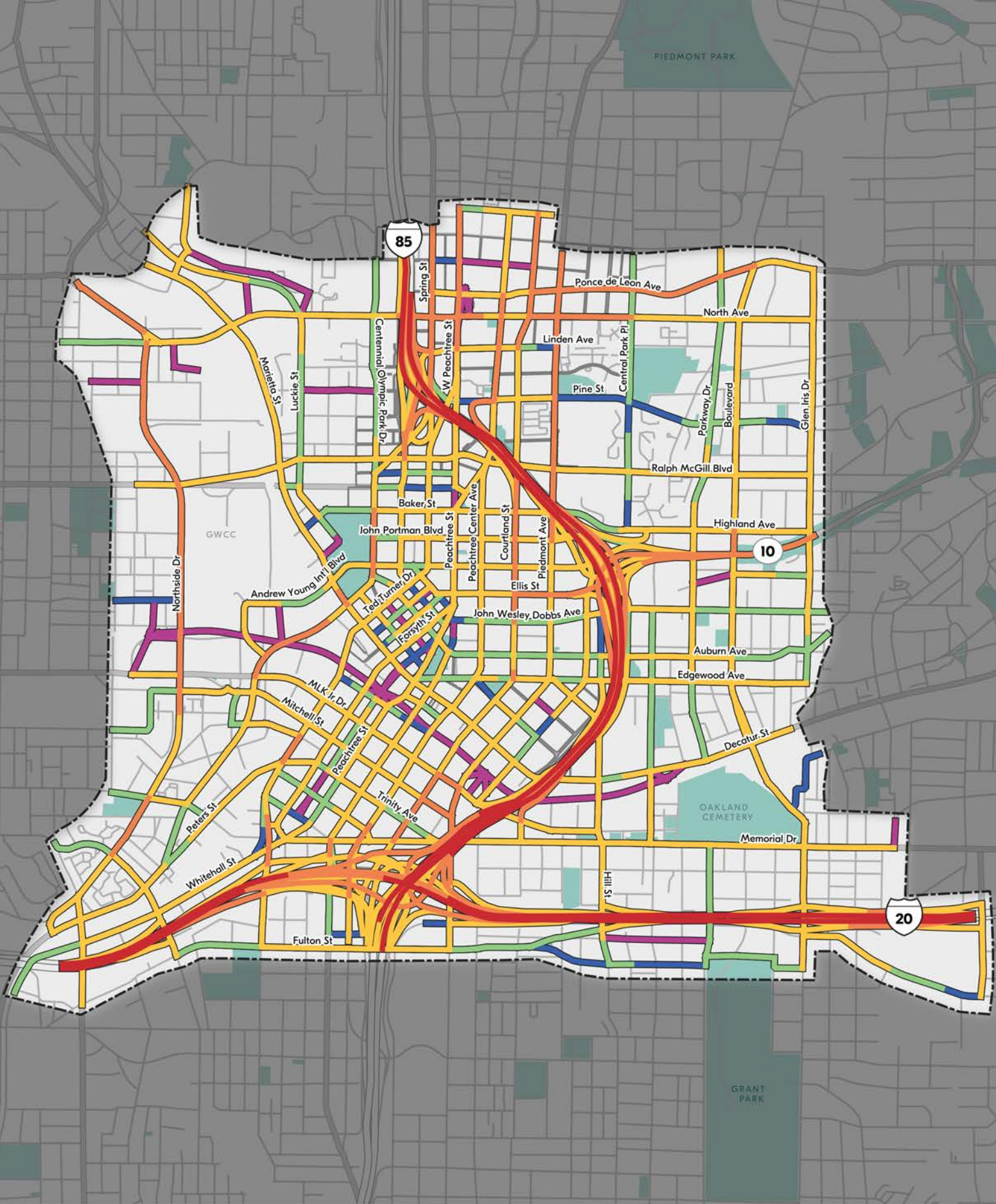
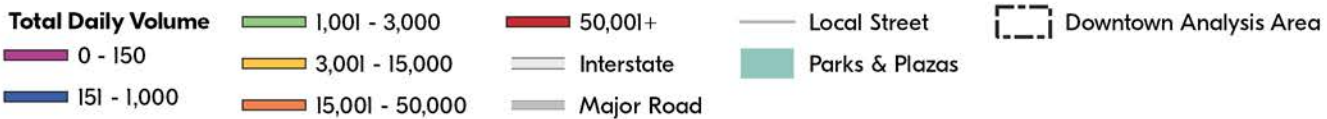


Figure 13. Total Daily Vehicular Traffic Volume





Buckhead. Despite having lower traffic volume, Peachtree Street Downtown has the same or only a slightly lower amount of roadway space dedicated to vehicles (4 to 5 lanes) as more heavily traveled parts of the corridor in other neighborhoods.

The volume of traffic on Peachtree Street within the study area is greatest on the north end, between Ponce de Leon Avenue and Pine Street. Almost half (49 percent) of all southbound trips on Peachtree Street at North Avenue turn onto Linden Avenue, many of these heading to the Downtown Connector (Interstates 75 and 85). Similar to the drop-off in southbound traffic at Linden Avenue, about 20 percent of northbound trips exit Peachtree Street at Ellis Street, likely heading to the highway access ramp. Only about 16.3 percent of trips in the Peachtree Street study area are through trips, meaning they are driving on Peachtree Street to get from a starting point (origin) outside the analysis area to an ending point (destination) also outside the analysis area.

The surrounding connected street network offers alternative routes for drivers passing through Downtown, which relieves the number of trips on Peachtree Street. The Connector runs roughly parallel to Peachtree Street and is an alternate route for long-distance trips. For shorter trips, parallel streets like Spring Street, West Peachtree Street, Courtland Street, and Piedmont Avenue offer alternatives and allow for a distribution of traffic across the grid.

Interstates carry the greatest volumes of traffic within the analysis area, with Interstate 20 (I-20) and the Downtown Connector, each carrying more than 50,000 daily trips. Some surface streets have relatively high traffic volumes, such as portions of Freedom Parkway (Highway 10), Northside Drive NW, Piedmont Avenue NE, Courtland Street NE, and Spring Street NW, which have between 15,000 and 50,000 daily trips. None of the street segments that intersect with the Peachtree Shared Space study area has more than 15,000 daily trips.



## Current Travel Time

Travel time for cars driving along Peachtree Street from North Avenue to Marietta Street is about 5 minutes during both the morning and evening peak traffic periods. Cars are typically driving below the speed limit of 25 mph, with average speeds ranging from 16 to 18 mph.

## Current Level of Service

Vehicular Level of Service (LOS) is a measure of traffic congestion. It is based on the ratio between traffic volume and roadway design capacity. Street segments are assigned one of six categories, ranging from LOS A (least congested with free-flowing traffic) to LOS F (most congested with forced flow and stop-and-go traffic). A certain degree of congestion is typical in healthy downtowns, where higher volumes of people moving are reflective of high levels of activity.

Overall, Peachtree Street between North Avenue and Marietta Street is not congested and has ample vehicular capacity for traffic throughout the day. Most of the segments on Peachtree Street have morning (AM) peak period, evening (PM) peak period, and daily LOS A/B, which means traffic congestion is minimal even during rush hours. The segment between Linden Avenue and North Avenue is the only segment with LOS C during morning (AM) and evening (PM) peak periods, which means congestion is acceptable.

Given its relatively low volumes, vehicular traffic would likely operate at acceptable levels if Peachtree Street were reduced to two travel lanes with a left turn lane north of The Connector and two travel lanes south of The Connector. Traffic modeling illustrating the effects of such a transition on the Downtown network is currently being refined and will be included in the next version of this report.

### KEY TRAFFIC FIGURES

9,200 modeled average daily volume on Peachtree Street in the study area

Many vehicle trips on Peachtree Street peel off at highway access points

49 percent of southbound traffic turns off at Linden Avenue

20 percent of northbound traffic turns off at Ellis Street

Only 16.3 percent of trips on Peachtree Street in the study area are through trips

Daily LOS A/B for all segments shows minimal traffic congestion

North Avenue to Linden Avenue AM and PM peak LOS C shows acceptable congestion



## CURB SPACE

Many curbside activities take place on the edges of streets, where the travel way meets the buildings and activities next door. These can include: on-street parking, passenger loading and unloading areas, ridehailing and taxis, and direct access to properties.

### On-street Parking

- There are only eight total metered, time restricted on-street parking spaces across two locations on Peachtree Street within the study area:
  - Five spaces with a four-hour limit on the east side of the street just north of Pine Street near Emory University Hospital Midtown
  - Three spaces with a two-hour limit on the

west side of the street at the southern end of Woodruff Park

- On-street parking is permitted on Sundays only in front of the Basilica of the Sacred Heart of Jesus.
- “No Parking” signs are posted on curbs throughout the corridor.
- There are many public parking options available on or near Peachtree Street, including surface parking lots, garages, and on-street spaces on nearby streets.
- Bicycles, scooters, and other light individual transport (LIT) devices also require parking. There are few designated LIT parking areas along the corridor today. In many cases, shared dockless mobility devices (rented bikes and scooters) are strewn in places that impede the sidewalk.

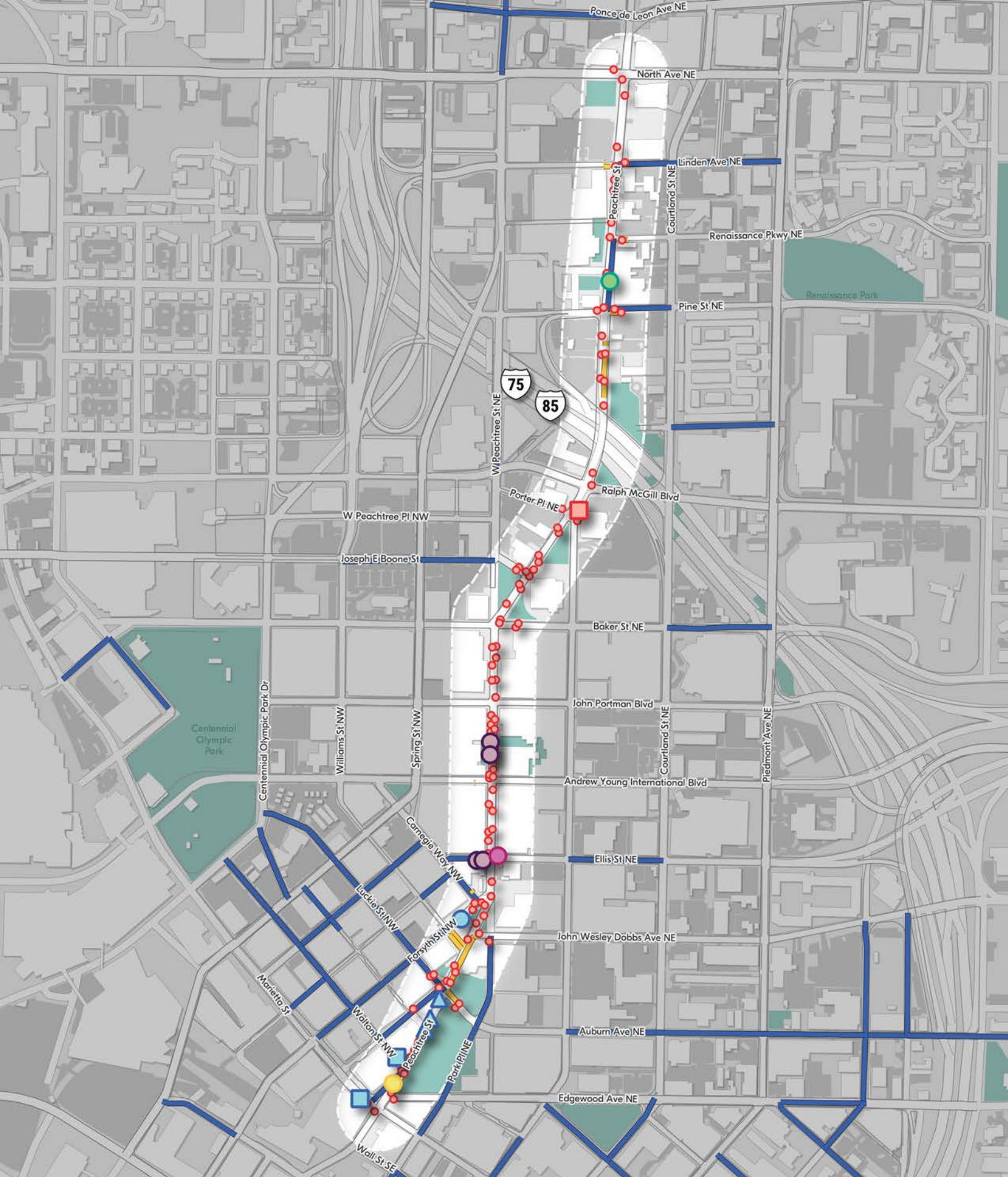


Figure 14. Curbside Activities

- Metered On-Street Parking
- Yellow Curb Paint
- No Parking Sign
- 2-hour Max. Parking
- 4-hour Max. Parking
- Sunday Parking Only
- Passenger Loading and Unloading
- ▲ Passenger Loading and Unloading (10 am - 3 pm)
- 30-minute Loading and Unloading
- Valet Drop-off and Pick-up
- Taxi Stand
- Surface Parking Lot
- MARTA Entrance
- Park/Plaza



## Loading and Unloading

- There are several hotels on Peachtree Street, which are key locations for passenger loading and unloading. They use several different models for guest pick-up and drop-off. Hotel Indigo is the only one that loads directly on Peachtree Street.
- Signs throughout the corridor indicate “no parking, stopping, standing any time” and several curbs are painted yellow, though people regularly stop with their flashers on, using the outer lane as short-term parking to pick up or drop off passengers or deliveries.
- There are designated, time restricted passenger loading and unloading areas on the west side of Peachtree Street between Auburn Avenue/ Luckie Street and Poplar Street (10 am to 3 pm only).
- Other designated passenger loading and unloading areas within the study area are on side streets, like Walton Street and Forsyth Street.
- There are no designated freight delivery zones or loading docks along the corridor; however, on-street deliveries have been observed to occur using the outer lanes at locations like the CVS at Peachtree Center. Businesses are encouraged to load from side streets where loading and service areas for these businesses are located.

Table 9. Hotel Passenger Loading Matrix

	On-street	Off-street
Peachtree Street	<p>Hotel Indigo is located mid-block between John Portman Boulevard and Andrew Young International Boulevard and operates its valet directly on Peachtree Street. Valet service and short-term guest parking happens on the western lane, which is designated as a bus only lane.</p> <p>Several hotels have been observed to use the streets for periodic passenger loading, even when other designated areas exist, such as for tour bus parking.</p>	<p>Hyatt Place and Hyatt Regency have driveways and passenger loading occurs off-street.</p>
Other Streets	<p>The Ellis Hotel, Residence Inn at Marriott, and Candler Hotel operate their valet parking services from entrances on other streets, Ellis Street, Forsyth Street, and Park Place, respectively.</p>	<p>The Westin and Ritz-Carlton have vehicular lobbies under the building at ground level, accessed via Andrew Young International Boulevard and Ellis Street, respectively.</p>



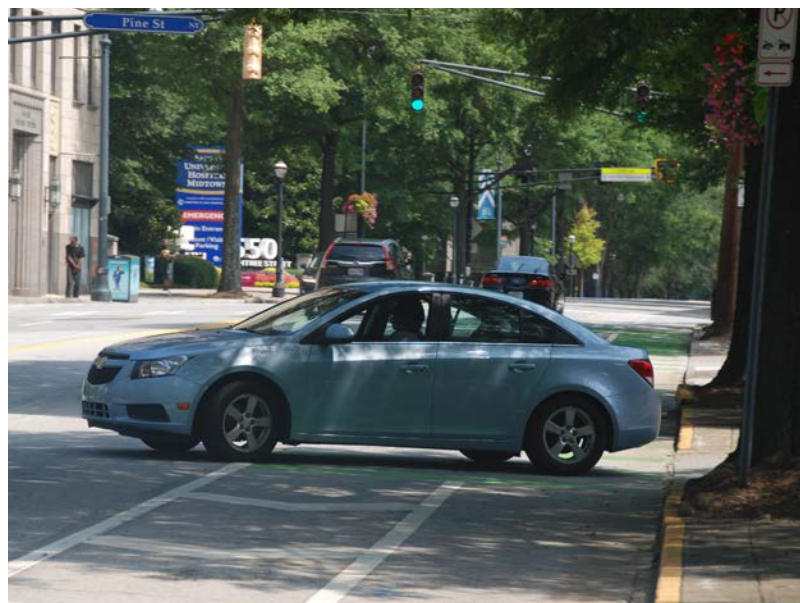
## Ridehailing and Taxis

- Ridehailing services like Uber and Lyft operate throughout Atlanta, including along Peachtree Street.
- There are no designated ridehailing pick-up/drop-off zones within the study area. Drivers generally pull up to the curb in the outer lane to wait for passengers, sometimes impeding the flow of vehicular travel.
- There is a taxi stand on Ellis Street near Peachtree Street in front of the Ritz Carlton.



## Curb Cuts

- Curb cuts are ramps between the sidewalk level and the street level, either for driveways or for pedestrian and wheelchair access.
- Figure 15 illustrates vehicular curb cuts along the corridor, which cut across sidewalks and sometimes bike lanes, creating potential conflict points.
- The highest concentration of vehicular curb cuts is in the northern part of the study area, where surface parking lots and garage access points are common.
- The only vehicular curb cuts south of West Peachtree Street are at the Hyatt Regency hotel's circular driveway on the east side between Baker Street and John Portman Boulevard.
- Sidewalk ramps make it easy for people walking, rolling, or strolling to get from the sidewalk level to the street level. Figure 15 shows the existing sidewalk ramps that meet the Americans with Disabilities Act (ADA) guidelines.



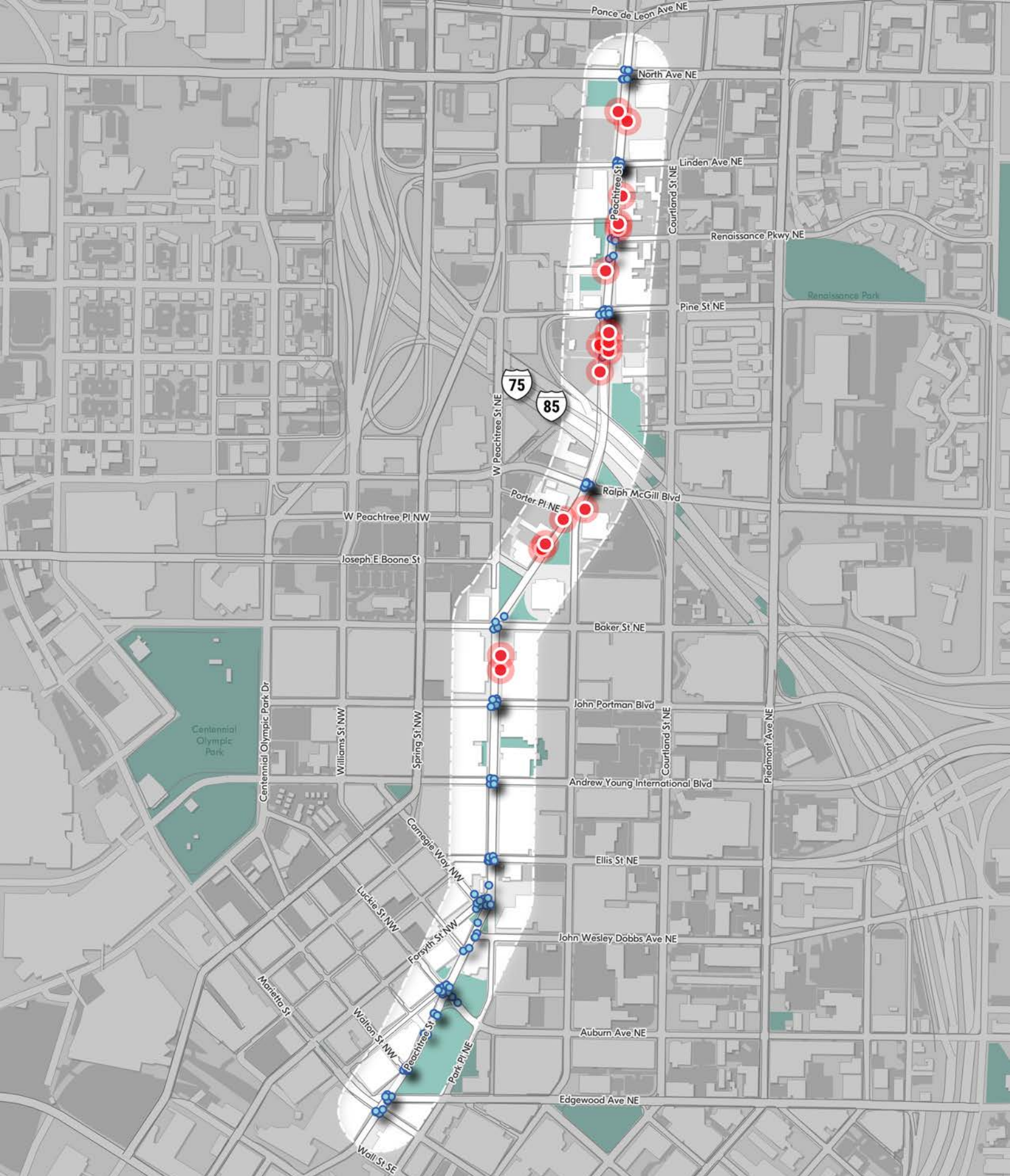


Figure 15. Curb Ramps and Cuts

- ADA Curb Ramp
- Vehicular Curb Cuts
- Surface Parking Lot
- MARTA Entrance
- Park/Plaza



# MAJOR UPCOMING TRANSPORTATION INITIATIVES

Several upcoming and long-term initiatives will impact the transportation network in the project area, including:

## Vision Zero Strategic Transportation Plan

The City of Atlanta has committed to prioritizing improving roadway safety and ending traffic fatalities and serious injuries by adopting a Vision Zero policy and beginning to develop an action plan. One of the first initiatives was a recently adopted citywide default speed limit of 25 mph—which will be rolled out over the next year—considering the role of higher travel speeds in traffic fatalities and serious injuries. Peachtree Street is part of the city’s High Injury Network, meaning it is one of the streets that has the highest rates of crashes resulting in fatalities or injuries and should be prioritized to create a safer environment.

## Streetcar

Peachtree Street is identified as a long-term “Priority Streetcar Corridor” in the Atlanta Streetcar System Plan (2016). It is envisioned as part of a bi-directional

corridor that also includes West Peachtree Street, Peters Street, Lee Street, and Campbellton Road, connecting Greenbriar Mall to Buckhead. The plan notes it will operate in mixed traffic, as on most of the other planned corridors. The 9-mile section of the route that includes Downtown (“Crosstown Peachtree South”) had an estimated capital cost of \$648 million. The route was not included in the More MARTA Atlanta (2019) program, which is a \$1.3 billion list of priority, funded projects for the city. The line does not currently have a funding source or timeline for implementation and is considered a long-term goal.

The only intersecting street within the study area also identified as a Priority Streetcar Corridor in that plan, other than those with existing streetcar service, is North Avenue, which is planned as bus rapid transit (BRT) for its first phase. Extensions of the streetcar system to westside and eastside neighborhoods are included in the More MARTA Atlanta program and will connect to the existing streetcar loop.

## Bus Enhancements

There are no programmed bus enhancements along Peachtree Street in the More MARTA Atlanta program. Nearby projects will include:

- Bus only lanes on Peachtree Center Avenue
- Capitol Avenue (Summerhill) BRT project

Atlanta’s Transportation Plan (2018) also recommends transit improvements, including enhanced transit service on North Avenue (TR-010).

## Two-way Street Restoration

Existing plans propose several projects to restore two-way operations to several streets in the Downtown network, including:

- Atlanta's Transportation Plan (2018)
  - Pine Street/Angier Avenue
  - Ellis Street and Andrew Young International Boulevard
  - Baker Street and John Portman Boulevard
- Central Atlanta Progress' (CAP) Downtown Atlanta Master Plan recommended the previous two-way restorations, as well as:
  - Mitchell Street (Ted Turner Drive to Capitol Avenue)
  - Martin Luther King Jr. Drive (Ted Turner Drive to Capitol Avenue)
  - Ted Turner Drive/Spring Street (West Peachtree Street to Martin Luther King Jr. Drive)

## LIT Facilities

A network of safe LIT facilities have been proposed throughout Downtown as part of previous plans, underscored by the mayor's Action Plan for Safer Streets, which aims to triple Atlanta's protected bike lane network within two years. Several LIT facilities that intersect with the study area were recommended as either standalone projects or part of complete street projects in Atlanta's Transportation Plan (2018), including:

- Porter Place contraflow bike lane (BI-067) eastbound on the south side of the street to connect to the Peachtree Center Avenue cycle track.
- Ralph McGill Boulevard (Peachtree Street to Glen Iris Drive) multimodal street reconstruction (BI-068) with lane reduction to accommodate protected bike lanes, sidewalk improvements, and an enhanced streetscape.
- West Peachtree Street multimodal improvements (BI-031) beginning at Hardy Ivy Park, including resurfacing, protected bike facilities, sidewalk improvements, and green stormwater infrastructure.

The Cycle Atlanta Implementation Study 1.0 includes a conceptual design for the Ralph McGill Boulevard/ Peachtree Street/ Peachtree Center Avenue intersection to improve legibility, connectivity, and safety of the existing LIT facilities.



CAP's Downtown Atlanta Master Plan also identified several LIT facility projects, including:

- Peachtree Street as a shared street (Martin Luther King Jr. Drive to Baker Street)
- Peachtree Street protected bike lanes (Baker Street to North Avenue)
- Forsyth Street protected bike lanes (I-20 to Peachtree Street)
- West Peachtree Street protected bike lanes (Baker Street to North Avenue)
- Marietta Street/Decatur Street protected bike lanes (Park Avenue to Piedmont Avenue)
- Ralph McGill Boulevard bike lanes (Peachtree Street to Glen Iris Drive)
- Pine Street bike lanes (West Peachtree Street to Glen Iris Drive)
- Renaissance Parkway bike lanes (Peachtree Street to Central Park Place)

## Downtown Decides

Through a participatory budgeting program created by Atlanta City Councilmember Amir Farokhi in partnership with the Atlanta Downtown Improvement District (ADID), community members submitted their ideas for how to spend \$1 million on Downtown transportation infrastructure and voted on their preferred projects. One of the top projects selected was a complete street for Peachtree Street, which was awarded \$225,000. The project description was not specific about the preferred design concept, but outlined that it should improve conditions for walking, biking, and using transit on Peachtree Street. There is potential to integrate this project as part of the Phase 2 Demonstration Project as an interim solution leading up to the long-term shared space, and the project team is coordinating with ADID and Councilmember Farokhi.

## Five Points MARTA Station

MARTA is currently working on concepts to redesign the Five Points MARTA Station, which is located a block south of this study area. They are studying the feasibility of removing the existing canopy over the station and creating headhouses for station access. Atlanta City Studio has submitted a proposal to MARTA that would reconnect Broad Street through the MARTA property to improve walkability around and through the station and is working with MARTA to determine feasibility.

## **Atlanta Curbside Management Action Plan**

Recognizing demand for curbside activities has accelerated along busy corridors, the Atlanta Downtown Improvement District and Midtown Alliance are partnering to develop a strategy to better manage these activities in the Downtown and Midtown Community Improvement Districts. The study is currently underway and will identify projects and policies related to parking, commercial loading, transit access, bike and micromobility activity, pedestrian access, ridehailing, and deliveries. It will be completed in Fall 2021 and is being coordinated with this project.

More detailed information about transportation conditions is available in the Appendix.

# WE HEARD...

## TRANSPORTATION

Downtown should have urban transportation priorities like walking, rolling, biking, and transit.

Sidewalks are too narrow in some spots.

Want to be able to cross the street comfortably.

It feels dangerous to bike the corridor today.

Need more separation between bike lanes and travel lanes to keep drivers and deliveries from parking in bike lane.

Concerned the lack of curbs in a shared space may encourage drivers to speed and want traffic calming features.

On-street loading and drop-off needs to be taken into consideration. Like it or not, people do it.

Worried the shared space may reduce reliability of bus schedules.

It would be great to have amenities like seating, shade, and restrooms for people who are waiting extended periods for commuter buses.

Want to connect to Peachtree Street to the BeltLine someday.

# KEY TAKEAWAYS

Some of the key existing conditions takeaways that— along with community input— informed the preferred design and recommendations include:

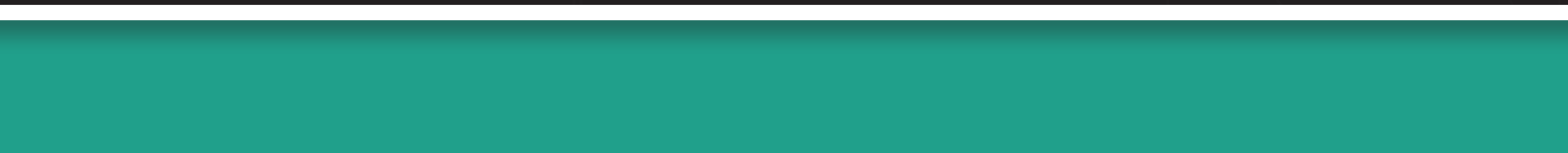
- Route 40 is the only MARTA bus directly on Peachtree Street in the study area. The buses are capable of street-level boarding for all passengers.
- Commuter bus service in the area picks up on nearby streets, with the highest concentration at Baker Street, John Portman Boulevard, Peachtree Center Avenue, and North Avenue.
- The streetcar tracks on Peachtree Street between Auburn Avenue/Luckie Street and Ellis Street were installed in 2014 and should remain in place.
- The design should not preclude the potential planned but unfunded future streetcar on the east side of the street, including overhead cables.
- Intersections with the highest levels of pedestrian activity are Peachtree Street at John Portman Boulevard/Harris Street and Luckie Street/Auburn Avenue.
- The combination of the Connector and the stretch of mostly parking lots to the north creates a barrier that deters people from walking between Downtown and Midtown.
- Several intersections were perceived as dangerous for pedestrians and cyclists, generally those with skewed angles: including Porter Place/Peachtree Center Avenue, Auburn Avenue (right turn slip lane), Forsyth Street/ Carnegie Way, and Edgewood Avenue/ Marietta Street.
- Vehicular traffic volumes on Peachtree Street Downtown are relatively low compared to in other parts of the city. The modeled average pre-pandemic daily trips for the study area is 9,200.
- Most of the road segments on Peachtree Street have a level of service (LOS) of A/B, which means the level of congestion is minimal. Between North Avenue and Linden Avenue during peak morning and evening commutes, it has LOS C, which means the congestion is acceptable.



- Only 16.3 percent of all vehicle trips on Peachtree Street between North Avenue and Marietta Street are through trips; most are local trips with an origin or destination in the area.
- Many of the vehicle trips within the study area turn off Peachtree Street to access the highways, with 49 percent of southbound drivers turning off at Linden Avenue and 20 percent of northbound drivers turning off at Ellis Street.
- Most of the buildings along Peachtree Street have their designated loading/unloading areas and garage access on side streets.
- The outer lanes are often blocked by passenger pick-up and drop-off and deliveries.
- The highest concentration of driveways that would have to be tied in are located on the north end of the study area; the Hyatt Regency has the only driveways in Segment 3 and there are no driveways in Segment 4.
- There is very little on-street parking today: 5 spaces near Pine Street and 3 spaces near Edgewood Avenue.
- Ongoing plans for renovations at Mayor's #1 Park and art installations at Georgia Pacific Plaza and the north end of Woodruff Park should be incorporated.
- Segments 1 and 2 today have relatively high concentrations of inactive ground floor uses like vacant properties, parking lots, which may make it difficult to activate a shared space to its full potential.
- The highest concentration of active street-facing uses on the ground floor is south of Baker Street (Segments 3 and 4), which is also where there is the highest density of users due to continuous and mostly high rise development.
- There are no major environmental or ecological constraints in the study area. Because Peachtree Street is a ridge line, it is not prone to flooding, but could play a role in helping to manage stormwater for the area.
- There are 13 National Register Listed properties within the study area to preserve and celebrate. There are only two historic markers along the corridor today, and there may be an opportunity to better showcase Atlanta history.
- There is a high likelihood historic streetcar tracks or other artifacts will be found underground during the construction process, which could add time and expense.
- Planned private development and infrastructure projects in Segments 1 and 2 are likely to change the character of these areas, including the expansion of Emory University Hospital Midtown and the Stitch project to cap the Connector in that area.
- The relatively low share of residences in the area today contributes to lower levels of activity on evenings and weekends.
- There are a number of people experiencing homelessness who spend time in the study area and should be considered and supported through the project.
- Many of the materials in the area today are hard surfaces with muted tones and are perceived as uninviting by the community.
- Wayfinding signage exists in the area, but the community felt more and clearer signs would help with navigation.



# 5.0 ALTERNATIVES ANALYSIS



# 5.0 ALTERNATIVES ANALYSIS

## OVERVIEW

Peachtree Street has several different contexts and functions in Downtown Atlanta, ranging from historic buildings to high rises to parking lots prime for new development. It serves both local and regional trips, connecting Midtown and Downtown and serving as the front door to Atlanta for people visiting from across Metro Atlanta and the world. This context and the impacts changes to Peachtree Street would have on local and regional mobility were key considerations in determining if and where a shared space would be a good fit. Several alternative locations and treatments were considered for the shared space and demonstration project, as well as supporting design recommendations for the surrounding segments. This alternatives analysis also sets this project up for potential state and federal implementation funding, which require this type of consideration to be included in the Georgia Department of Transportation (GDOT) Concept Report, a companion document to this report.

### What Factors Were Considered?

Several conditions were considered in identifying the preferred location for the shared space and supporting Complete Streets designs for surrounding blocks of Peachtree Street. Factors included:

- Community input
- Supportive surrounding activities and development
- Driveways and curb cuts
- Crash history and safety
- Impacts to vehicular traffic

### Community Input

Participants in the online community input map, the Discovery Workshop, the Design Workshop, and the Public Space Working Group were asked where they thought a shared space would be most likely to succeed and would address a local need for excellent public space. More information about these activities is available beginning on page 32. Input from these participants about the best location for a shared space was relatively consistent:



## North of the Connector

Most people thought the part of Peachtree Street between North Avenue and the Connector didn't have enough activity happening today to justify or support a shared space, especially in the parts with prominent surface parking lots. A Complete Street approach was considered more appropriate in these areas. The planned Stitch project in this area may also provide the needed greenspace as new development occurs.

## South of the Connector

Many people found the Peachtree Center Area and the Woodruff Park Area to both be good locations for a shared space due to the existing surrounding development. They often noted that the Woodruff Park Area already has a park, activity from Georgia State University, and interesting, historic buildings working in its favor to make it a fairly welcoming place as it is. A shared space in this area would be nice, but may not be necessary for it to be a vibrant place. Peachtree Center, on the other hand, has a lot of dense activity, but was often perceived as being more cold and uninviting due to its architectural style, more prevalent blank walls and vacant storefronts, and lack of public spaces. They generally thought a shared space in this area would help to soften it and attract more people to the heart of the city by making it more beautiful, creating gathering spaces, and prioritizing the pedestrian experience.

## Supportive Surrounding Activities and Development

Great public spaces tend to be surrounded by supporting development, meaning there are enough people living, working, and visiting nearby to keep it well used. The market trends analysis beginning on page 80 considered the amount of housing, office, hospitality, retail, institutional, and other uses along each part of Peachtree Street in Downtown. For every category except for housing, the Peachtree Center area had the highest share of businesses and/or square footage of these uses, in some cases significantly so. For example, it has 2.5 times the number of jobs as the next highest segment (Woodruff Park Area) and about 5 percent of all jobs in the City of Atlanta. For housing, the Connector Crossing area had the highest number of residents and residential units.

## Driveways and Curb Cuts

Frequent driveways and curb cuts are not preferred with a shared space, as they prioritize vehicular access and create additional conflict points. Most of the driveways on Peachtree Street are north of West Peachtree Street, with the exception of the Hyatt Regency's circular driveway between Baker Street and John Portman Boulevard. Both the Peachtree Center Area and Woodruff Park Area would have minimal to no driveway conflicts. This also means that people driving to destinations in these areas would access parking garages from other streets, not from Peachtree Street and a reduction in lanes there would not directly affect garage access.

## Crash Analysis

A high level crash analysis was conducted to understand where and why crashes have historically occurred in this area. There have been a significant number of historic crashes along the entire corridor. In fact, the segment from Baker Street to Ellis Street had a crash rate that varied between 8 to 17 times the statewide average for Minor Arterials. There are a several important findings and observations from a high-level review of crashes along this corridor.

### Key Findings

The below provides an overview of crashes within the study area. Based on the community input and site conditions supporting the Peachtree Center Area as a strong candidate for the shared space and demonstration project, an analysis specific to that subarea was also conducted.

#### ***Overall Study Area***

(NORTH AVENUE TO MARIETTA STREET)

- Crashes within a 5-year Period (2016-2020): 1,381
  - Crashes with Injury: 15%
  - Crashes with Fatalities: 0%
- Most prevalent crash type: Sideswipe Same Direction (33%) followed by Angle at Intersections (30%)
- Intersections with the Most Crashes:
  - North Avenue: 216 Crashes (16% of crashes within the corridor)
  - Andrew Young: 120 Crashes (9%)

#### ***Demonstration Project Area***

(BAKER STREET TO ELLIS STREET)

- Crashes within a 5-year Period (2016-2020): 450
  - Crashes with Injury: 12%
  - Crashes with Fatalities: 0%
  - Most prevalent crash type: Sideswipe Same Direction (44%) followed by Angle at Intersections (26%)
  - Intersections with the Most Crashes:
    - Andrew Young: 120 Crashes (27%)
    - Ellis: 100 Crashes (22%)

### ***Contributing Factors***

On-site observations and a review of contributing factors of Sideswipe/Same Direction crashes, which is the most prevalent crashes along the corridor) can most likely be attributed to:

- Changing lanes improperly and misjudged clearance
- Narrow lanes
- Illegal parking in the outer travel lanes
- Pavement defects which drivers avoid by changing lanes quickly

### ***Potential Countermeasures***

The Federal Highway Administration (FHWA) provides guidance on potential safety countermeasures.

Benefits of Road Diets (which is being tested with the demonstration project) can include:

- An overall crash reduction of 19 to 47 percent
- Reduction of rear-end and left-turn crashes due to the dedicated left-turn lane
- Reduced right-angle crashes as side street motorists cross three versus four travel lanes
- Fewer lanes for pedestrians to cross
- Opportunity to install pedestrian refuge islands, bicycle lanes, on-street parking, or transit stops.
- Traffic calming and more consistent speeds

A more community-focused, “Complete Streets” environment that better accommodates the needs of all road users.

## Vehicular Alternatives Analysis

Although impacts to vehicular travel patterns are not the deciding factor for transportation projects in walkable, transit-rich environments like Downtown Atlanta, understanding those impacts can help make informed decisions and develop network-wide solutions to support all modes. Traffic models are mathematical models of real-world traffic patterns used to analyze traffic conditions, identify impacts of potential projects, and select preferred scenarios. This transportation analysis used a subarea traffic model built for a recent Atlanta Downtown Improvement District (ADID) study to understand how the Downtown road network operates today and predict how it may be impacted by this project. It considers two future shared space scenarios:

- **Scenario 1:** Shared space from West Peachtree Street to Forsyth Street
- **Scenario 2:** Shared space (or equivalent lane reduction) from North Avenue to Marietta Street

For each scenario, three options were considered to address the impacts of potential major nearby street redesign projects:

- **A:** Peachtree Center does not become a transit priority street
- **B:** Peachtree Center Avenue becomes a transit priority street with dedicated bus lanes
- **C:** Peachtree Center Avenue becomes a transit priority street with dedicated bus lanes and bike lanes are installed along Courtland Street and Piedmont Avenue.

The model uses 2017 data from the Atlanta Regional Commission (ARC) travel demand model and was validated to reflect existing traffic counts and data. These data reflect pre-COVID-19 travel patterns and do not reflect the recent adoption of a citywide speed limit of 25 miles per hour (mph) as part of Atlanta’s Vision Zero initiative. The model does not include all qualitative factors, such as how the urban design treatment on Peachtree Street may cause people to choose to drive more slowly. The analysis area shown in Figure 16 includes the Peachtree Shared Space study area and surrounding streets Downtown. More detailed information about the transportation analysis, data sources, and methodology is available in the Appendix beginning on page 270.

Vehicular Traffic Analysis Scenarios		Changes to Nearby Streets		
		No Change to Peachtree Center Avenue	New Dedicated Bus Lanes on Peachtree Center Avenue	New Dedicated Bus Lanes on Peachtree Center Avenue and Bike Lanes Installed on Courtland Street and Piedmont Avenue
Extent	West Peachtree Street to Forsyth Street	<b>Scenario 1a</b>	<b>Scenario 1b</b>	<b>Scenario 1c</b>
	North Avenue to Marietta Street	<b>Scenario 2a</b>	<b>Scenario 2b</b>	<b>Scenario 2c</b>

## Key Findings

Based on the traffic model analysis, key identified changes of an implemented shared space include:

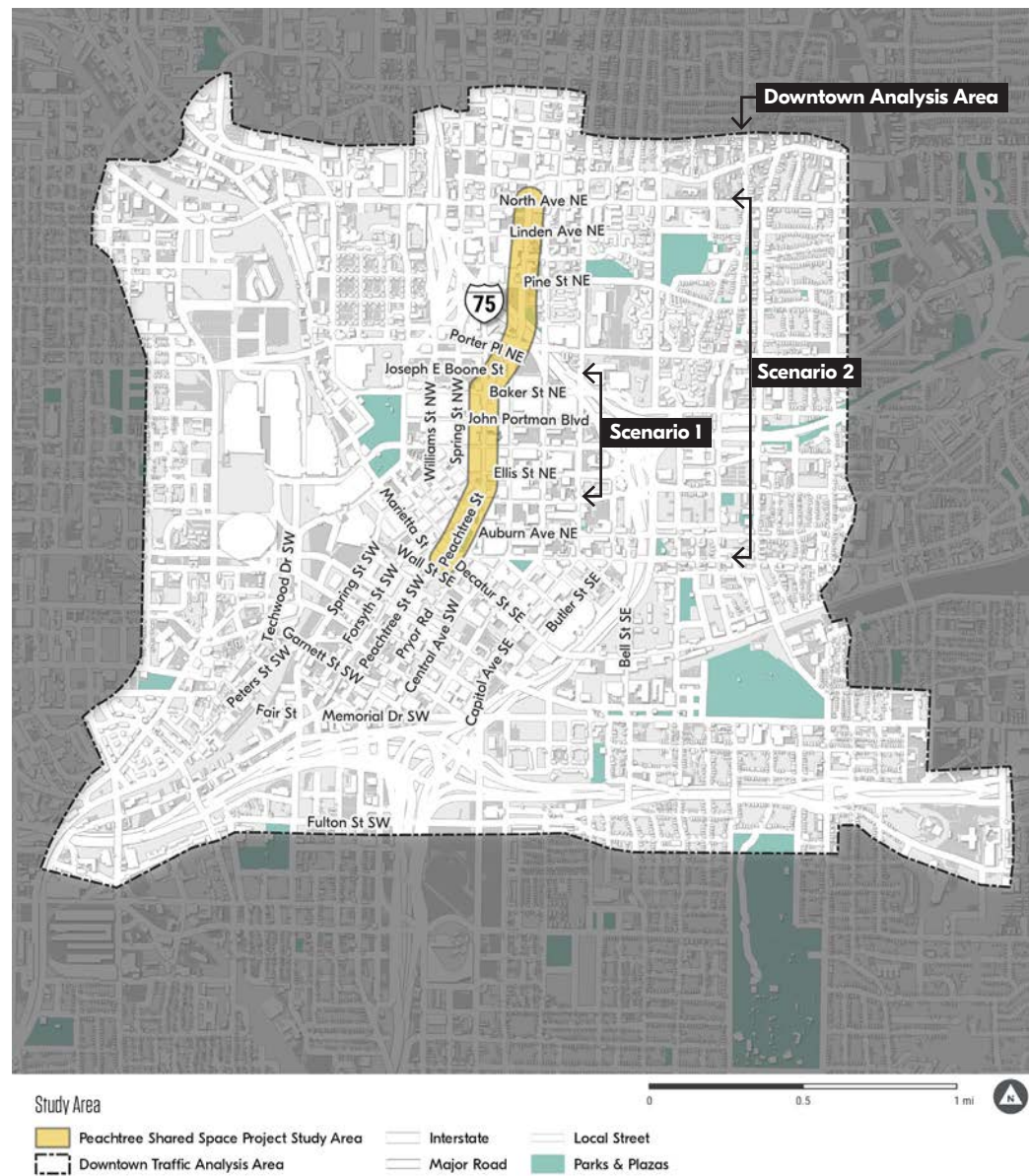
### Changes to Peachtree Street

- Overall decrease in vehicular capacity for the shared space segment
- Decrease in how long and how far people travel on shared space segment
- Moderate increase in travel time
- Increase in the safety for pedestrians and cyclists due to slight decrease in average speeds
- Improved vehicle safety by minimizing sideswipe crashes

### Changes to Downtown Area

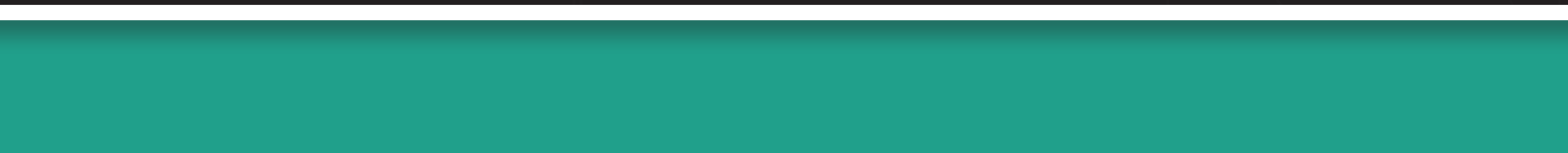
- Negligent impact to traffic operations
- Negligent impact in travel time (VHD)
- Nominal monetary impacts to fuel cost, delay cost, and vehicle operating cost, which are offset by non-monetized benefits

Figure 16. Vehicular Alternatives Analysis Study Areas





# 6.0 THE PREFERRED CONCEPT



# 6.0 THE PREFERRED CONCEPT

Great places have context-sensitive design, matching the right streets and public spaces with their surroundings and the people they serve. Peachtree Street takes on different characters and functions throughout the 1.25-mile study area, requiring different design approaches. Recommendations take existing and future contexts into account to create cohesive yet distinct public realms for each of the four character areas. Character area boundaries were adjusted slightly from the analysis phase, in line with deeper understanding developed through community conversations.

## The Shared Space

The community identified the **PEACHTREE CENTER AREA** (West Peachtree Street to John Wesley Dobbs Avenue) as the heart of the corridor and a prime opportunity to create an exceptional public space for Downtown Atlanta. The multimodal technical analysis also supported this area as the preferred location of the shared space. Most of this area is already developed at high levels of density, a land use pattern compatible with streets that prioritize walking, biking, and transit and a source of activity to keep a public space active and vibrant. It also has relatively low volumes of vehicular traffic, with many of the southbound trips on the corridor turning off Peachtree Street at Pine Street and many of the northbound trips exiting at Ellis Street. Hardy Ivy Park and Margaret Mitchell Square serve as gateways that help naturally define the shared space, sending visual cues that you are entering a special place.

## Surrounding Segments: Complete Streets

The surrounding segments play a significant role in setting the shared space up for success by creating gateways and a rhythm with predictability and a distinctive, cohesive character. Recommendations focus on creating safe, comfortable multimodal streets and transitioning vehicle traffic from four lanes north of North Avenue and south of Marietta Street to lower volumes approaching the shared space. In the **EMORY UNIVERSITY HOSPITAL AREA** (North Avenue to Pine Street) and **CONNECTOR CROSSING** (Pine Street to West Peachtree Street) a Complete Street approach is recommended, including wide sidewalks, protected light individual transport (LIT) lanes for cyclists and scooter riders, traffic calming measures, and aesthetic enhancements. South of John Wesley Dobbs Avenue in the **WOODRUFF PARK AREA**, a phased approach is recommended. In the near term, a restriping project will reduce the number of vehicular travel lanes to create expanded space for pedestrians and outdoor dining.

More information about recommendations for land use, urban design, transportation, activation and programming for each section is available beginning on page 229. All illustrations are preliminary concepts and are not for construction.



Figure 17. Recommended Street Design Summary by Segment

## Complete Street

- Segment 1: Emory University Hospital Midtown Area**  
Wide sidewalks, LIT lanes, 2 vehicle travel lanes + center turn lane
- Segment 2: Connector Crossing**  
Wide sidewalks, LIT lanes, 2 vehicle travel lanes + median

## Shared Space

- Segment 3: Peachtree Center Area**  
Shared space for pedestrians, cyclists, and slow moving vehicles, with pedestrian-only comfort zones on edges

## Complete Street

- Segment 4: Woodruff Park Area**  
Complete street with generous sidewalks and outdoor seating in the near term, becoming a shared space in the long term





**Shared Space**

# PEACHTREE CENTER AREA

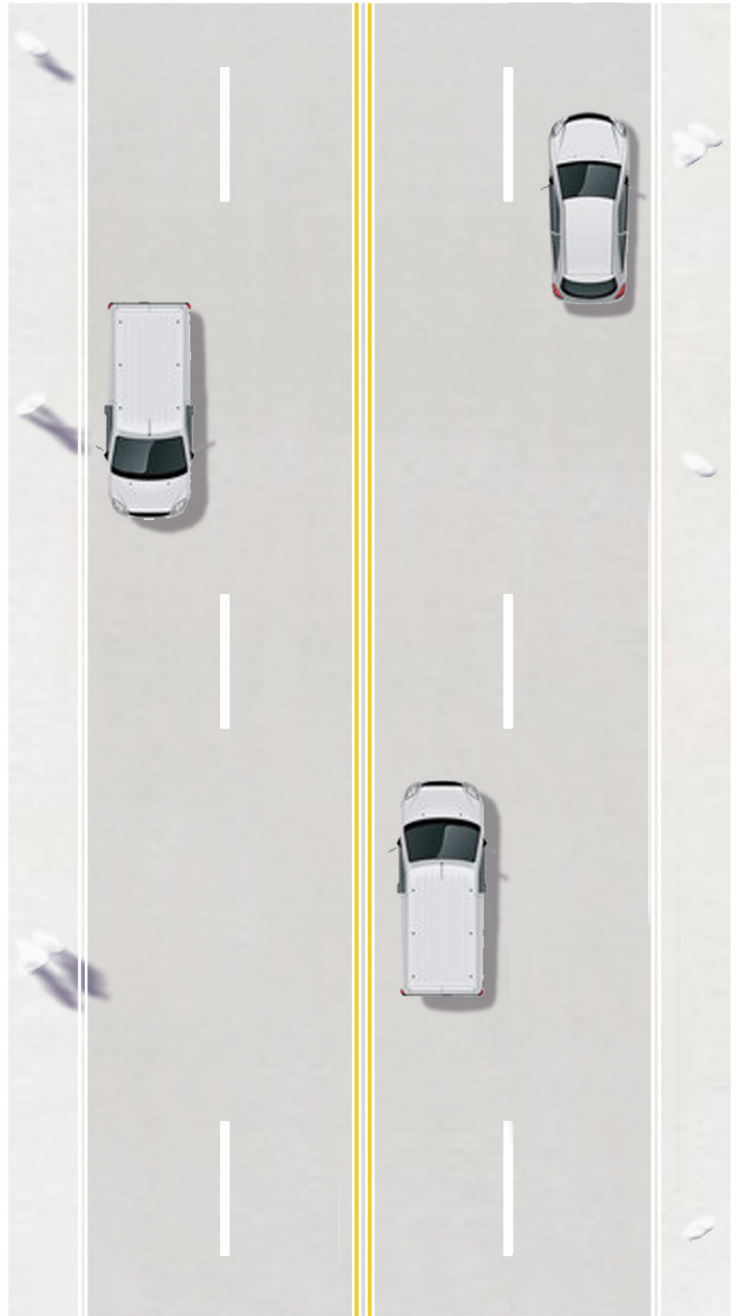
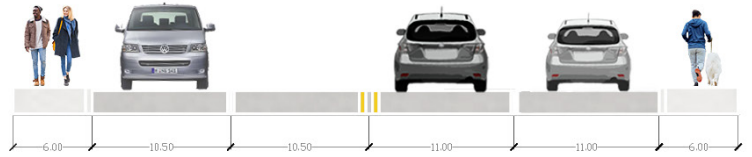
SEGMENT 3: WEST PEACHTREE STREET TO JOHN WESLEY DOBBS AVENUE

KEY STRATEGIES

- ▶ **Redesign Peachtree Street as an exceptional shared space**
- ▶ **Activate pedestrian-oriented storefronts**
- ▶ **Bring in more residents and neighborhood-serving retail**
- ▶ **Integrate art, culture, and fun**



Figure 18. Existing Typical Cross Section - Segment 3 - Peachtree Center Area



The Peachtree Center area was identified as the preferred location for the shared space by both the community and the technical analysis. The proposed design for a shared space will be enhanced by complementary land use, urban design, programming, and activation strategies that will continue to foster a vibrant, inclusive, and memorable public realm in the heart of Downtown Atlanta.

## Urban Design Opportunities

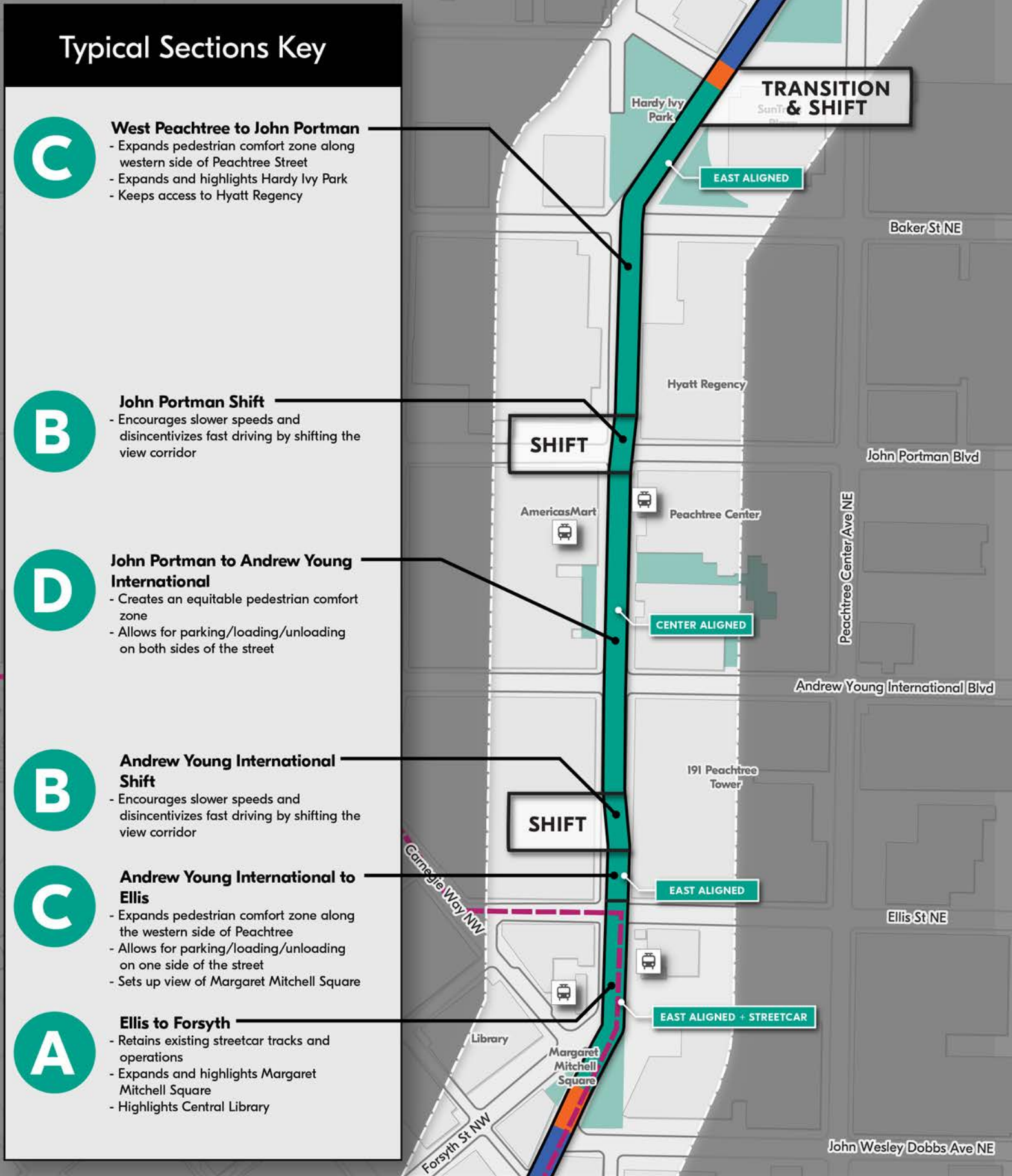
### Rebuild Peachtree Street as an Exceptional Public Space

Design of the Peachtree Street Shared Space as exceptional public space that puts people first is an exciting paradigm shift for the City of Atlanta. By placing people at the heart of conversation and design, the City will have the flexibility to meet the ever-changing needs of the community and its 21<sup>st</sup> Century mobility needs. Building on community conversations, existing shared spaces, and industry best practices, a simplistic design with minimal fixed objects was developed to allow for maximum flexibility and adaptability. Key elements of the plan include:

- Trees as the only fixed objects and spaced at regular intervals to allow for flexibility between the trees for activation and/or loading and unloading. They, along with the drainage, are the major delineators between the travel way and the pedestrian comfort area. Fire hydrants, electrical outlets, and potable water taps should be located within close proximity of the trees.
- The use of a French drain will help visually and tactically separate the pedestrian comfort area from the shared zone.
- Overhead canopy lighting is preferred to eliminate fixed objects and to denote a shift in the character of the space. Lighting within the pedestrian comfort area and parks should be well thought-out to ensure visibility but also to maintain flexibility of the space.
- Visual clutter is significantly reduced through the space. Signage at entry points into the space should inform users about the space and the speed limit. Wayfinding should be woven thoughtfully into the space.
- The speed limit should be 10 to 15 mph.
- Tactile warning strips should be used along the pedestrian comfort areas, to entries of major buildings, and intersections to indicate a change in the environment.
- Pavement markings, such as centerlines, are removed in favor of material changes.
- Signalized intersections will be stop controlled with a vertical ramp into the space to reinforce the design change and to slow speeds.
- Lateral shifts occur in two places along the corridor. These shifts reinforce slow driving and shift the view corridor. The first lateral shift occurs at John Portman Boulevard and the second between Andrew Young International and Ellis.
- The curb will be kept along the eastside of the corridor where there is currently light rail.

The layout of the shared space will feature four types of typical cross sections, which are illustrated on the following pages.

Figure 19. Proposed Typical Sections Key Map



# Typical Sections Key

**C**

- West Peachtree to John Portman**
- Expands pedestrian comfort zone along western side of Peachtree Street
  - Expands and highlights Hardy Ivy Park
  - Keeps access to Hyatt Regency

**B**

- John Portman Shift**
- Encourages slower speeds and disincentivizes fast driving by shifting the view corridor

**D**

- John Portman to Andrew Young International**
- Creates an equitable pedestrian comfort zone
  - Allows for parking/loading/unloading on both sides of the street

**B**

- Andrew Young International Shift**
- Encourages slower speeds and disincentivizes fast driving by shifting the view corridor

**C**

- Andrew Young International to Ellis**
- Expands pedestrian comfort zone along the western side of Peachtree
  - Allows for parking/loading/unloading on one side of the street
  - Sets up view of Margaret Mitchell Square

**A**

- Ellis to Forsyth**
- Retains existing streetcar tracks and operations
  - Expands and highlights Margaret Mitchell Square
  - Highlights Central Library

- Shared Space
- Complete Street
- Transition
- MARTA Entrance
- Curb
- Existing Streetcar
- Building
- Parks and Plazas



SECTION

A

## Shared Space with Existing Streetcar

BETWEEN JOHN WESLEY DOBBS AND ELLIS STREET

- Provides a dedicated lane for the streetcar and retains existing streetcar tracks and operations
- Retains sidewalk level boarding for north-bound buses
- Allows expansion and highlights Margaret Mitchell Square
- Highlights new Central Library renovation



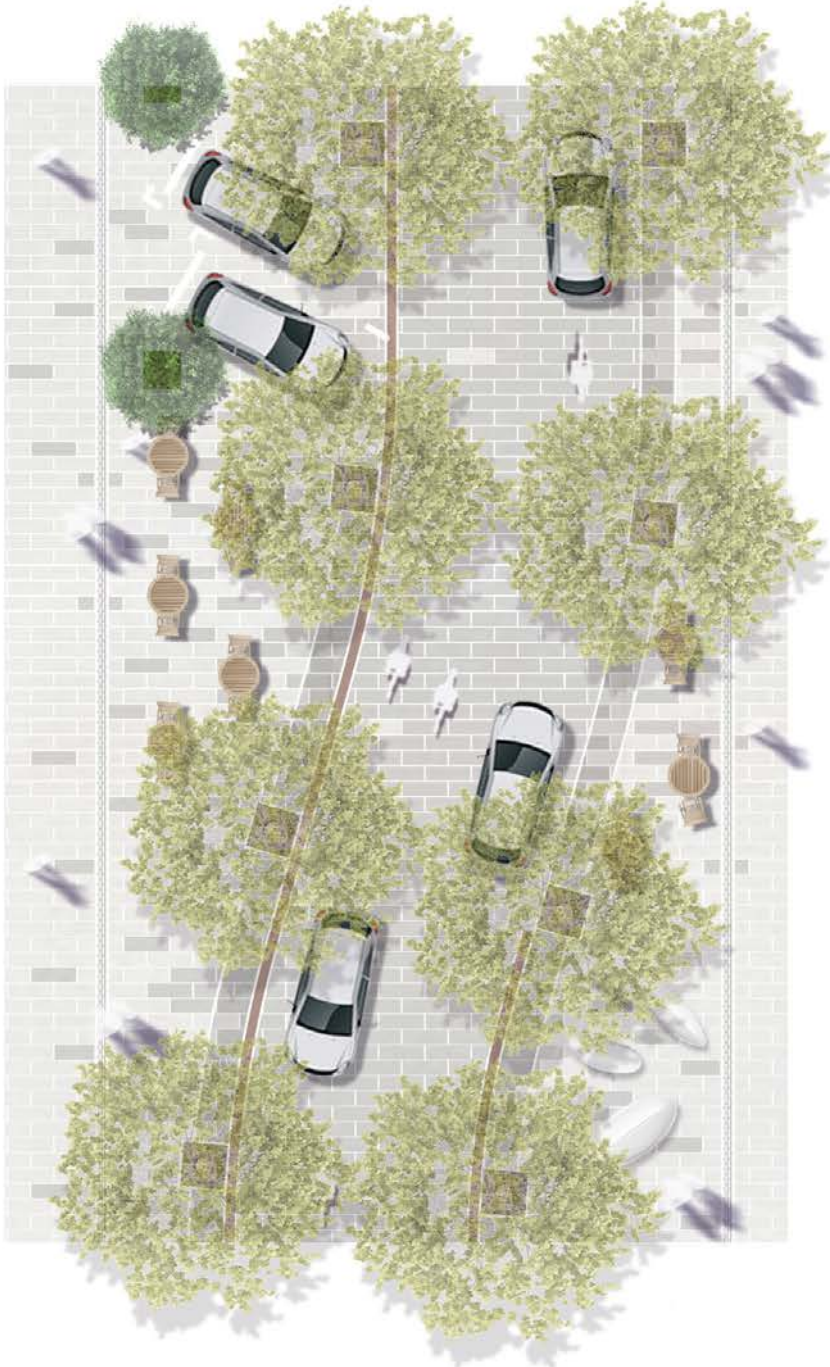
Figure 21. Proposed Typical Section A

SECTION

B

## Lateral Shared Space Shift

JOHN PORTMAN BOULEVARD INTERSECTION AND  
BETWEEN ANDREW YOUNG INTERNATIONAL BOULEVARD  
AND ELLIS STREET



- Delineates shared zone and pedestrian comfort zone
- Gradual curves encourage slower speeds and disincentivizes fast driving by shifting the view corridor
- Sets up great view of architectural gems like the Candler Building and Flatiron Building
- Could allow for loading and unloading areas on one side of the street

Figure 22. Proposed Typical Section B

SECTION

C

## Shared Space with Expansive Pedestrian Comfort Zone on West Side

NORTH OF JOHN PORTMAN BOULEVARD AND SOUTH OF ANDREW YOUNG INTERNATIONAL

- Creates a larger pedestrian comfort zone to accommodate programming and areas where existing sidewalk space is limited
- Potential to have a “grove” with additional trees, particularly along the area of 200 Peachtree where there are currently no trees



Figure 23. Proposed Typical Section C



SECTION

D

## Typical Shared Space with Expanded Pedestrian Comfort Zone on Both Sides

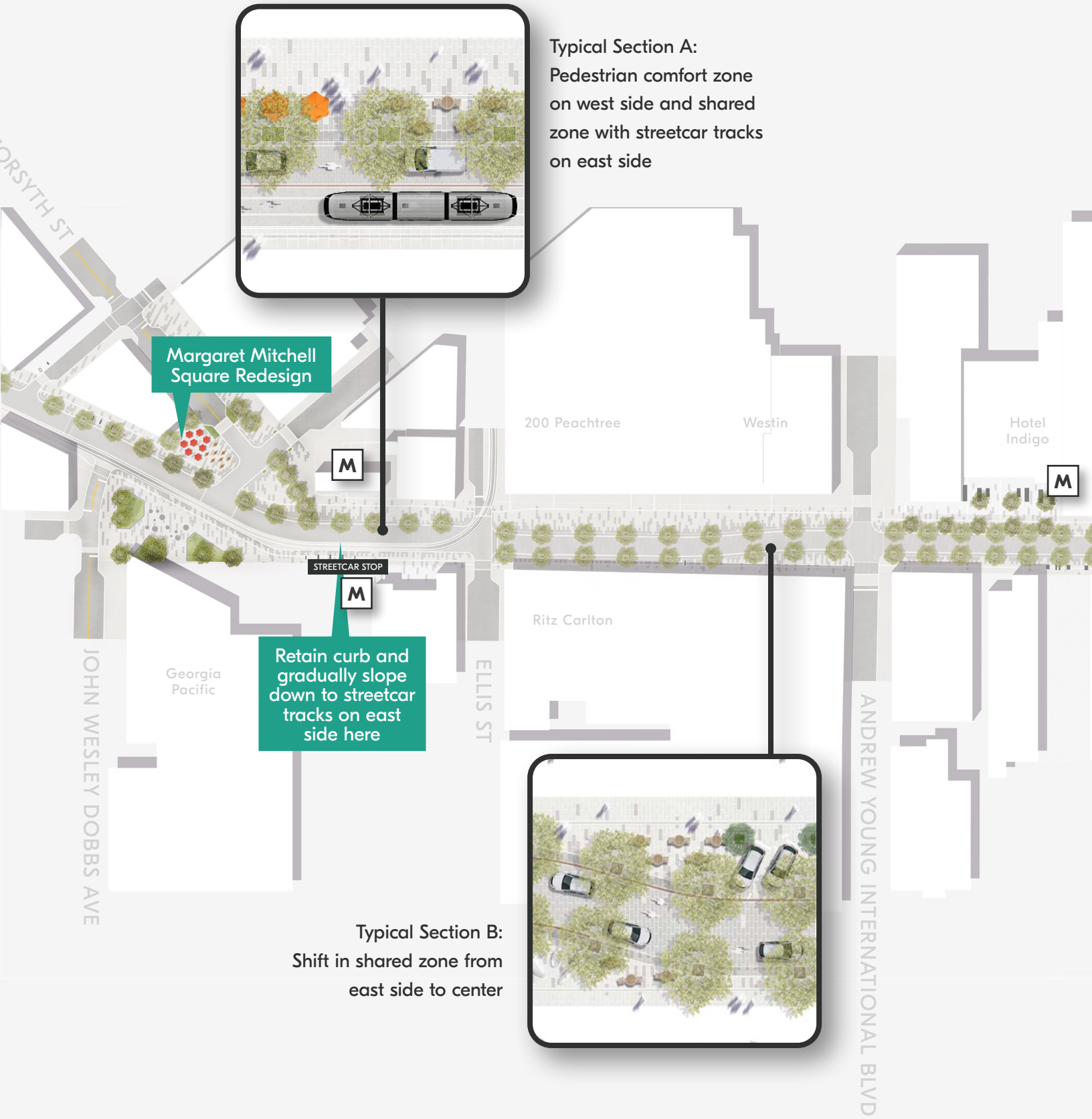
BETWEEN JOHN PORTMAN BOULEVARD AND ANDREW YOUNG INTERNATIONAL BOULEVARD



- Creates an equitable pedestrian comfort zone
- Allows for loading/unloading on both sides of the street

Figure 24. Proposed Typical Section D

Figure 25. Peachtree Shared Space Plan View Rendering



Typical Section A:  
Pedestrian comfort zone  
on west side and shared  
zone with streetcar tracks  
on east side

Margaret Mitchell  
Square Redesign

Retain curb and  
gradually slope  
down to streetcar  
tracks on east  
side here

Typical Section B:  
Shift in shared zone from  
east side to center





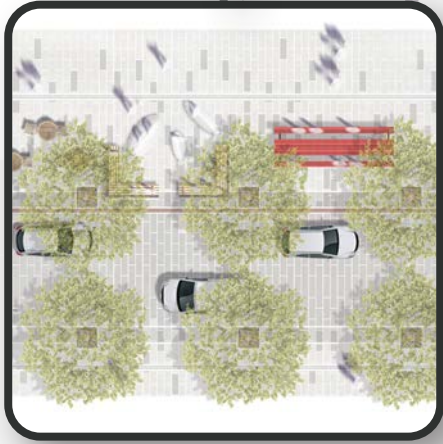
Typical Section D:  
Pedestrian comfort zone on west side and shared zone on east side



Typical Section B:  
Shift in shared zone from center to east side



Hardy Ivy Park Redesign



Typical Section C:  
Pedestrian comfort zone on west side and shared zone on east side







Conceptual rendering of the shared space near Peachtree Center on a typical weekday



225

BANK OF AMERICA

JUICE BAR

DRA



DRAGON CON

Conceptual rendering of the shared space near Peachtree Center on a special event day







Conceptual rendering of the shared space near 200 Peachtree in the evening as people gather to celebrate an Atlanta United win

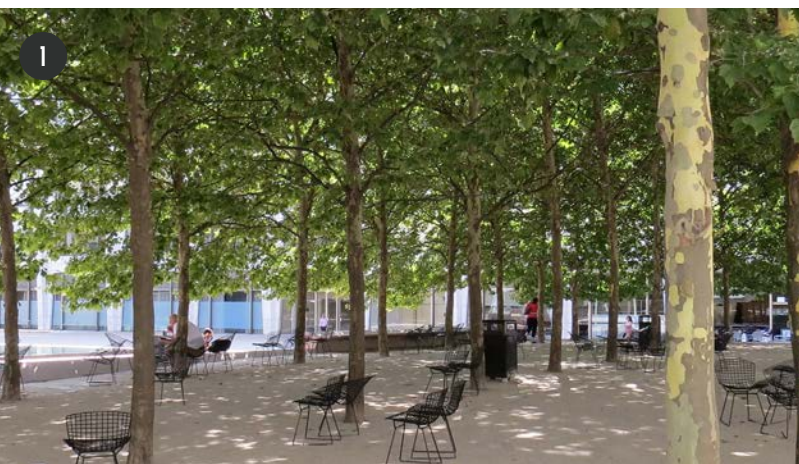
## Create true gateways and shared spaces with the redesign of Hardy Ivy Park and Margaret Mitchell Square.

The shared space will be defined by focal points on both ends: Hardy Ivy Park and Margaret Mitchell Square. These plazas will be integrated into the shared space and reimagined with accessible, inviting designs that will create memorable moments and encourage people to spend time hanging out on Peachtree Street.

### Hardy Ivy Park

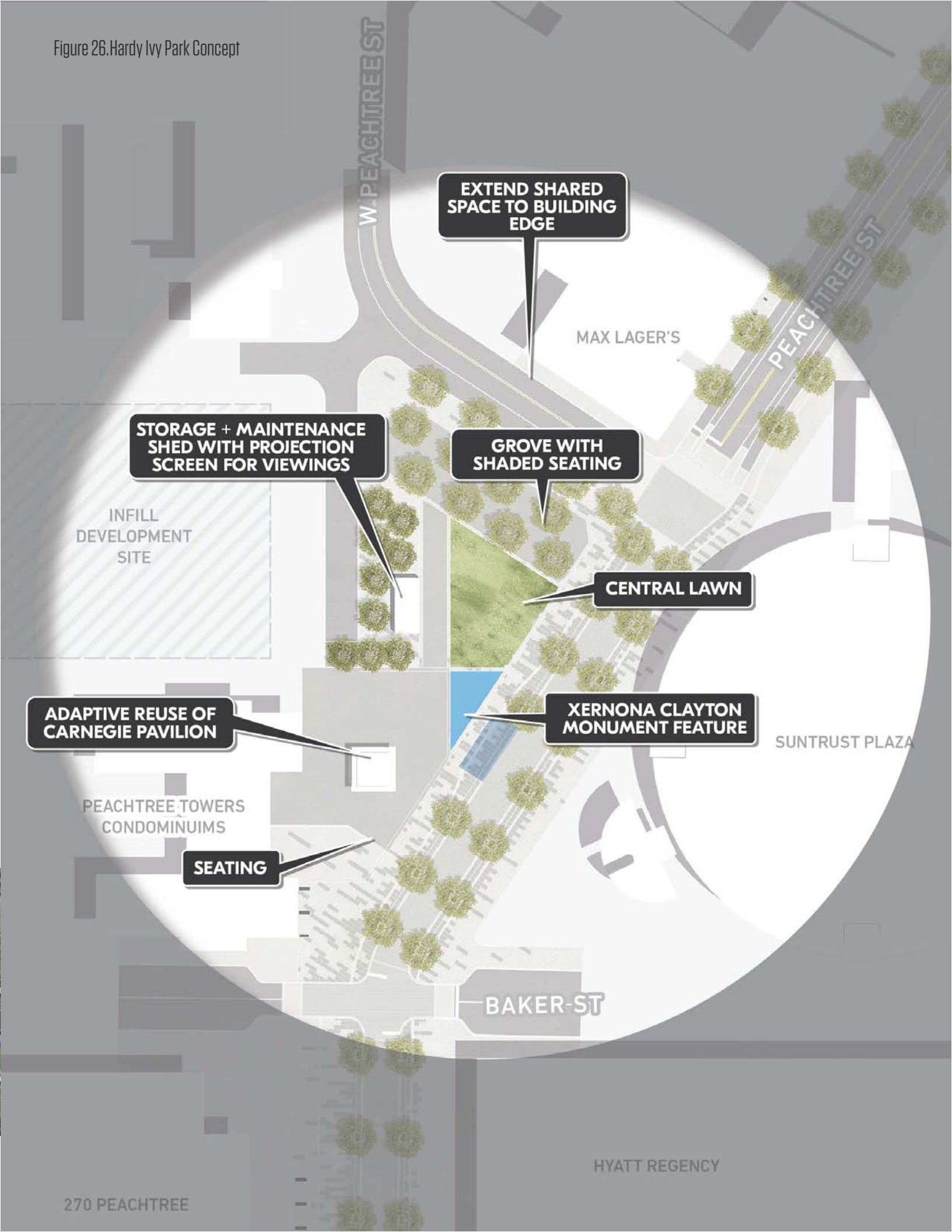
The northern gateway to the shared space will be Hardy Ivy Park, which would be redesigned as an integrated part of the shared space. The new design would minimize elevation changes and barriers on the site, improving sight lines through the park. Key features would include:

- A grove of trees on the north end of the park would provide shade for a seating area. A crushed stone surface and movable seating would contribute to a casual, inviting feel and soften the space.
- A wide walkway would connect the grove to the plaza at the southern end of the park. A seat wall would frame the western edge of the walkway and provide additional seating opportunities.
- A small building would serve as maintenance storage space, pulling double duty with a projection screen on the wall facing a central lawn for movie nights or live viewings of sporting events.
- The lower third of the site could be a plaza with café seating, anchored by the existing Carnegie Pavilion, with potential adaptive reuse to better activate the structure.
- A site honoring Xernona Clayton—a leader in the Civil Rights Movement and a broadcasting executive who is the namesake of an existing plaza in the park with minimal visibility—would stitch the site together and put her story front and center. It is an opportunity to engage Ms. Clayton herself, the community, and local artists to develop a concept that honors her legacy with a unique Atlantan flair.



1) Grove with shaded, movable seating at Lincoln Center in New York City; 2) Lawn at Post Office Square in Boston

Figure 26. Hardy Ivy Park Concept



**EXTEND SHARED SPACE TO BUILDING EDGE**

MAX LAGER'S

**STORAGE + MAINTENANCE SHED WITH PROJECTION SCREEN FOR VIEWINGS**

**GROVE WITH SHADED SEATING**

INFILL DEVELOPMENT SITE

**CENTRAL LAWN**

**ADAPTIVE REUSE OF CARNEGIE PAVILION**

**XERNONA CLAYTON MONUMENT FEATURE**

SUNTRUST PLAZA

PEACHTREE TOWERS CONDOMINIUMS

**SEATING**

BAKER ST

HYATT REGENCY

270 PEACHTREE



DON'T BLOCK  
THE BOX

NO NOT  
ENTER

ONE  
WAY



ngc  
GVA  
TQL  
GEORGIA CHAMBER

white oak  
KITCHEN & COCKTAILS

1800  
WEEKLY MARKET

Conceptual rendering of the view of the Peachtree Street shared space from Hardy Ivy Park facing south

## Margaret Mitchell Square

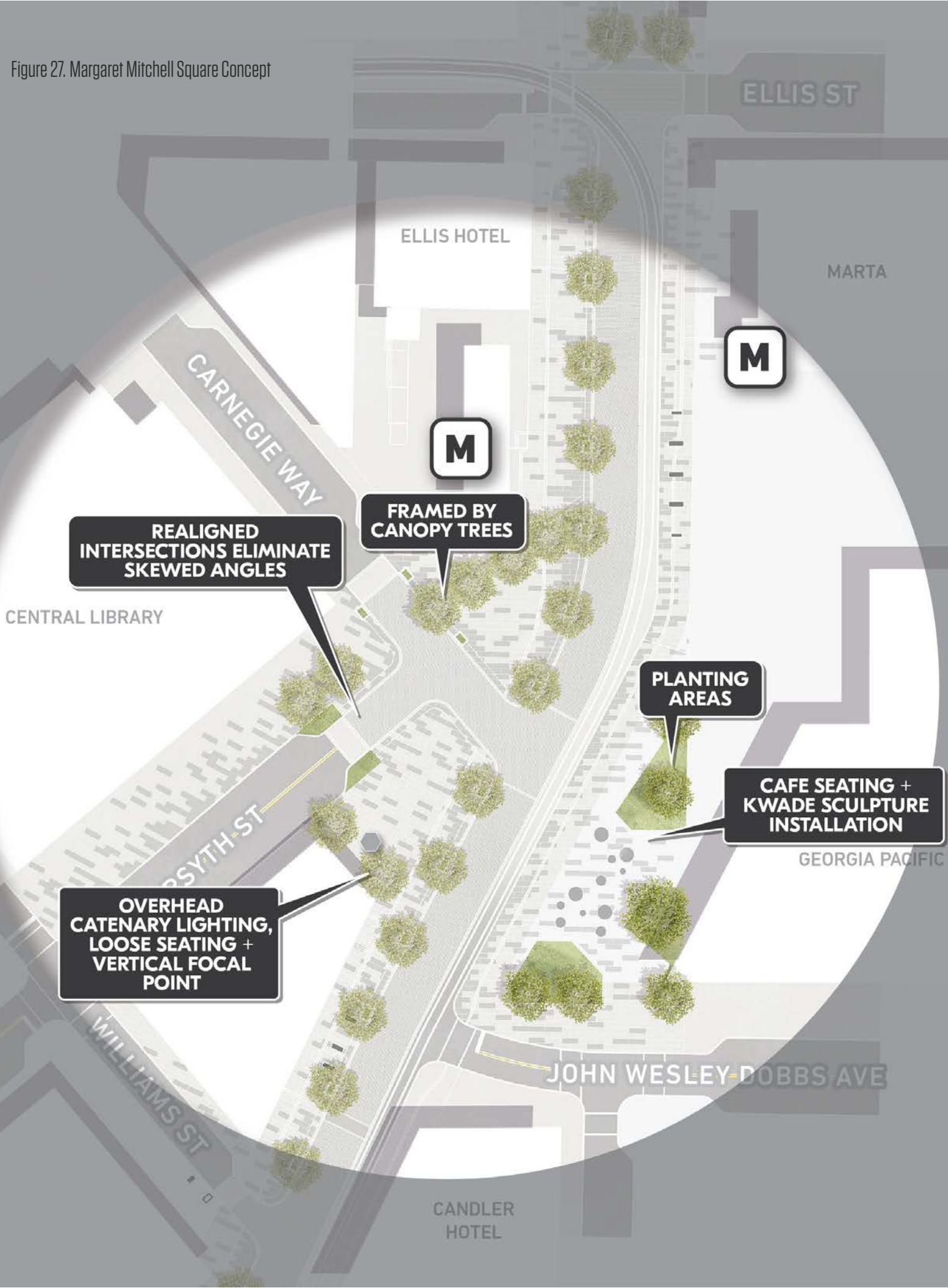
The southern gateway to the shared space would be a redesigned Forsyth Street intersection and Margaret Mitchell Square, complemented by integrated plazas at the nearby Peachtree Center MARTA Station, Central Library, and Georgia Pacific Plaza.

- The existing intersection has multiple streets converging at skewed angles. In the proposed design, Carnegie Way would be extended to meet Peachtree Street at a more perpendicular angle, with Forsyth Street tying into the extension at a right angle, which would improve safety and visibility.
- Large canopy trees will be planted to frame Margaret Mitchell Square and the Peachtree Center MARTA Station Plaza.
- Margaret Mitchell Square is located at the bend in Peachtree Street, making it a good opportunity to draw people through the corridor with an attractive focal point. Overhead catenary lighting will be creatively installed and colorful café seating will transform the square into a warm, inviting destination. A vertical focal point will be installed on the south end to visually anchor the space, similar to the Carnegie Monument on the north end.
- At Georgia Pacific Plaza, an installation by Alicja Kwade has already been acquired as part of the City's Landmark Art Program. These spherical sculptures are included in the proposed concept, along with café seating and more planting areas to soften and add color to the space.
- The wedge at Peachtree Center MARTA Station would be flexible plaza space that can evolve as needed for performance space, flexible seating, or temporary art installations.



1) Plaza with integrated landscaping and overhead catenary lighting; 2) Kwade sculptural installation in Venice

Figure 27. Margaret Mitchell Square Concept



ELLIS ST

ELLIS HOTEL

MARTA



**REALIGNED INTERSECTIONS ELIMINATE SKEWED ANGLES**

**FRAMED BY CANOPY TREES**

CENTRAL LIBRARY

**PLANTING AREAS**

**CAFE SEATING + KWADE SCULPTURE INSTALLATION**

GEORGIA PACIFIC

**OVERHEAD CATENARY LIGHTING, LOOSE SEATING + VERTICAL FOCAL POINT**

WILLIAMS ST

JOHN WESLEY DOBBS AVE

CANDLER HOTEL







Conceptual rendering of view of the Peachtree Street shared space from Margaret Mitchell Square facing north

Selected materials will have to balance aesthetics with the capital costs associated with purchase and installation, durability, and ease of maintenance. The materials that have been shown in the renderings were based on discussions with City staff, best practices, and the need to use authentic materials used in other areas of Atlanta. The final selection of materials will require coordination with the agency tasked with maintaining the space to discuss maintenance and availability for housing replacement materials as work along the corridor will happen over the coming decades.

## Material Selection

Materials play a big role in the look and feel of the space. It will be important that the materials chosen are woven throughout the extents of the entire project (Marietta Street to North Avenue) to create a consistent visual identity for the space. This section identifies materials that should be considered for paving, stormwater, furnishings, and lighting.

### Paving Materials

The selection of paving materials is perhaps the most critical material choice in terms of establishing a unique and consistent visual identity for Peachtree Street. Paving material palettes will be established that, through the use of varying patterns, colors and surface textures, will provide visual cues indicating the location of pedestrian-only comfort zones and shared zones, where motorists may be sharing the space with non-motorized users.

In addition to aesthetic and functional factors, the final choice of paving materials should also account for durability and long-term maintenance requirements. Paving materials within the shared zone must be able to withstand the forces from heavy vehicles, such as buses, delivery trucks, and emergency vehicles. Both granite pavers and poured concrete would be satisfactory choices in terms of durability. However, consider maintenance needs over the life of the material. If subgrade utility repairs require excavation of the street, removing and resetting granite pavers is a relatively easy process and preserves the aesthetic integrity of the shared space. If the same repairs are made to a poured concrete shared space, it can be more difficult to replace and patch concrete while matching the original color, resulting in an undesirable patchwork effect.





1) New Brighton, UK used natural stone pavers for its shared space on New Road; 2) Stone pavers and detectable warning panel used on the Lick Greenway in Boston  
Image Source (Left): Gehl Architects

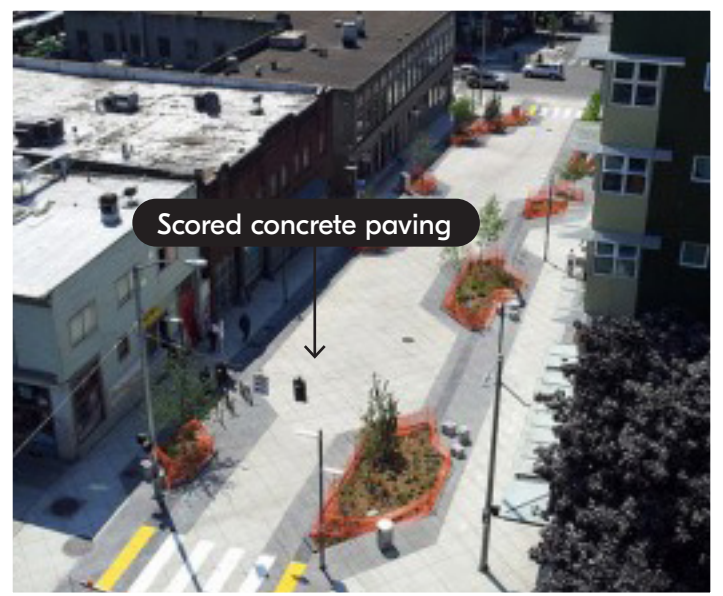
## Natural Stone Paving (Granite)

### *Benefits*

- High-quality, durable; suitable for vehicular use
- Natural variation in color and surface texture can aid in providing visual cues to users
- Higher ease of maintenance and utility access as pavers can be removed and reset
- Long history of local and regional use

### *Design Considerations*

- Higher cost than poured concrete or other unit pavers, such as brick or concrete pavers
- May be slippery when wet
- If considering a rough surface texture to differentiate shared and comfort zones, carefully consider impacts on accessibility



Seattle used two-tone, scored concrete paving as a cost effective material for a shared space on Bell Street

Image Source (Right): NACTO, (Background): Bomanite

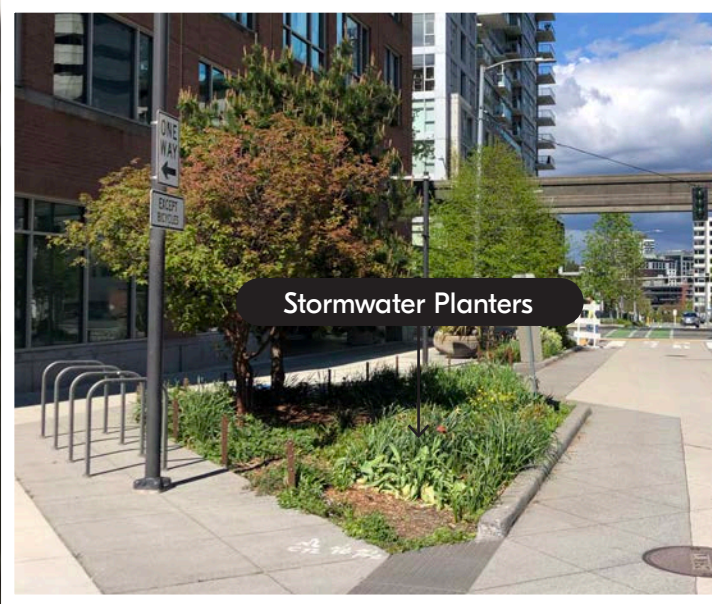
## Poured Concrete Paving

### *Benefits*

- Durable; suitable for vehicular use
- Cost effective, readily available
- Maintains higher coefficient of friction when wet
- Typically easy to provide an accessible surface

### *Design Considerations*

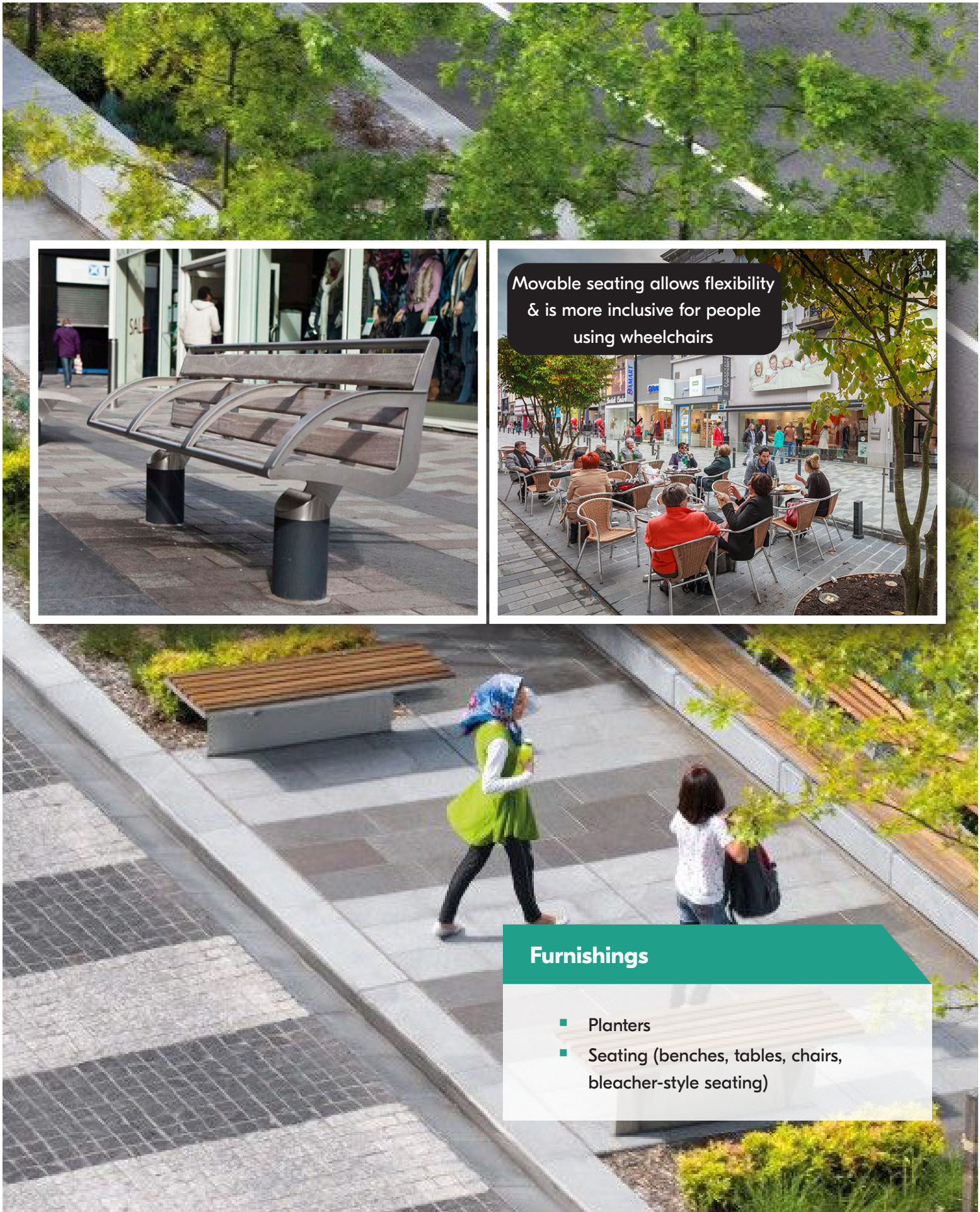
- More difficult to repair after subgrade utility work compared to natural stone pavers
- Due to natural variation in concrete properties, difficult to match the color of repairs from utility cuts to the original poured concrete paving



Left: SW Montgomery Green Street  
Right: Stormwater planters help subtly delineate the pedestrian priority zone from the shared zone on Bell Street in Seattle

## Stormwater Materials

- Linear trench drains or slot drains
- Stormwater planters



Movable seating allows flexibility & is more inclusive for people using wheelchairs

## Furnishings

- Planters
- Seating (benches, tables, chairs, bleacher-style seating)

## Activation and Programming

Thriving public spaces require good stewardship. To maximize the potential of the shared space as an exceptional public space for Downtown Atlanta, the City and its partners must intentionally cultivate a base of organic activity in the area and supplement that with regularly programmed activities to give many different kinds of people a reason to be there and enjoy the space. These may include:

- **Peachtree Center Showcase:** Work with Peachtree Center to highlight some of the restaurants in its underground food court with a kiosk in the plaza or along the shared space. Continue to reform permitting processes to make it easy and attractive for vendors to participate. (See page 237 for more information.)
- **Streetside Startup Space:** Create an environment where students and office workers can set up outside by offering free Wi-Fi throughout the shared space, along with electrical outlets, tables, and seating. (See page 238 for more information.)
- **The Lawn at Peachtree Center:** Partner with Georgia Pacific Center and MARTA to increase the utility of the fenced off landscaped area at Peachtree Center Station south of Ellis Street by making it an accessible public greenspace. Incorporate creative seating and lighting to make the space more inviting. (See page 241 for more information.)
- **Central Library Reading Room:** Work with the Central Library to create an outdoor reading room that invites readers to enjoy its plaza, along with Margaret Mitchell Square and the shared space. This may include access to books, reading recommendations, creative seating, and programming like an author lecture series. (See page 243 for more information.)
- **Staffing:** As the City and its partners develop a governance structure for the shared space, identify funding for a dedicated staff person to lead programming.

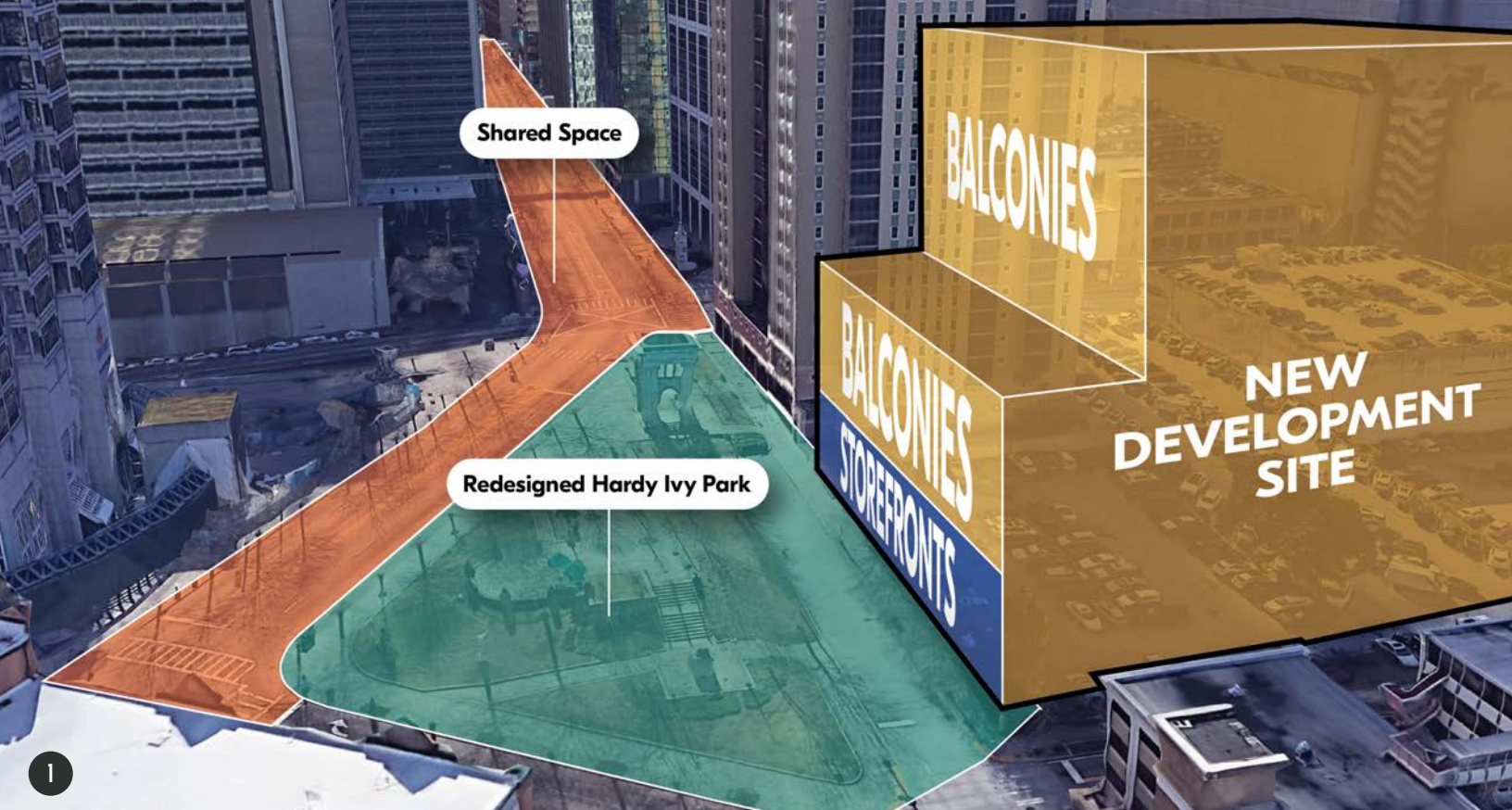


## Land Use Opportunities

The high density, mixed use land use pattern surrounding this part of Peachtree Street is one of the main reasons it was selected as the preferred location for the shared space. This type of development means there is a large volume of people in the area who would enjoy and activate an exceptional public space, and it is compatible with prioritizing modes of transportation like walking, biking, and riding transit. While the existing land use is supportive of a shared space, several potential changes could further support its vibrancy and address some of the challenges highlighted by Downtown stakeholders:

- **Diversify Building Uses:** Many of the existing buildings in this area are offices, hotels, or special purpose functions like AmericasMart, which provide strong anchors for the neighborhood. Adding to the diversity of uses in the area—particularly to include more residences—in the future could help keep it active during off-peak times for these businesses, like during the evenings and on weekends. This would also help improve the neighborhood’s resiliency to shifts in the real estate market, like a potential decrease in demand for office space with the rise of remote work. The City should explore opportunities to support gradual conversion of some office and hotel space to residences through policy interventions that offer flexibility for property owners to make those shifts. (See page 249 and page 251 for more information.)
- **Activate Ground-Level Public and Private Spaces:** Property owners along this section of Peachtree Street acknowledge the need to activate ground-level space. Several, such as AmericasMart and Peachtree Center, are actively working to redesign ground level space as either active retail or dining.
- **Integrate Everyday Neighborhood Amenities:** Current and future Downtown residents want convenient, walkable access to everyday essentials like a full-service neighborhood grocery store. Increasing the number of permanent residents in the area will be necessary to attract most grocers, adding to the importance of growing the residential base. As an interim solution, the City can seek to identify a food retailer that would be interested in locating a pop-up in the area or working with Peachtree Center or MARTA to increase the frequency of their farmers market programs. (See page 242 for more information.)





- Add Infill Development on Remaining Sites:** Most of the land in this area has already been developed, leaving few opportunities for new builds. The surface parking lot on West Peachtree Street facing Hardy Ivy Park is the only remaining undeveloped parcel facing Peachtree Street in this area. As it is developed, the design should be oriented to the park and shared space, with a pedestrian-oriented ground floor, outdoor dining, and balconies looking onto the park. Any vehicular access should be provided from Sampson Street or West Peachtree Street, with the front façade connecting directly to the park. On the south end, the surface parking lot and undeveloped parcel owned by Georgia Pacific south of Ellis Street are opportunities for new development right next to the MARTA station entrance. MARTA has also considered transit-oriented development above the southern Peachtree Center Station entrances, but it not currently pursuing a development agreement. Future development on those sites, while complicated, could help increase activity around the station areas. Additional development on surface lots a few blocks off Peachtree Street will further support increased levels of activity in the area.



1) Site for future development next to Hardy Ivy Park; 2) The buildings surrounding The Green in Uptown Charlotte face onto the greenspace and have balconies that connect interior and exterior activities to enliven both spaces (Source: Rocket Homes); 3) Placa Reial in Barcelona is surrounded by buildings with courtyards and ground-level dining along the edge of the plaza (Source: Sonder)

## Cost and Constructability

Construction of the shared space will take approximately two years and require long-term road closures and significant coordination and communication with project partners, utility operators, stakeholders, property and business owners, and the general public. The draft Georgia Department of Transportation (GDOT) Concept Plan (attached as an appendix) provides a high-level road map to the identification of potential coordination needs, constructability, and cost.

It is estimated that the shared space project between the West Peachtree Street intersection to the north and John Wesley Dobbs Avenue to the south would cost approximately \$10 million. Various factors could impact the cost and timeline, including sub-surface conditions not identified in Subsurface Utility Engineering (SUE) such as vaults and historical artifacts, construction and labor costs significantly increasing, and material costs. A geotechnical investigation should be performed to identify the subsurface needed to support heavy vehicles, which could change the type of pavers used for the travelway.

Construction and staging of the project will need to be determined by the contractor with the submittal of a full traffic plan as part of their pre-construction responsibilities and approved by GDOT and ATLDOT. There are various ways construction could happen, from full block closure for construction with staging on another block, to construction happening on one side at a time, allowing vehicular traffic to continue moving on Peachtree Street. A maintenance of business plan should be developed concurrently with the staging plan to maintain access to all businesses and ensure that active front doors will maintain ADA standards during construction activities, and likely for 24 hours. In the end, close coordination and communication with property and business owners, agency partners like MARTA, the contractor, and the public will need to be robust and honest.

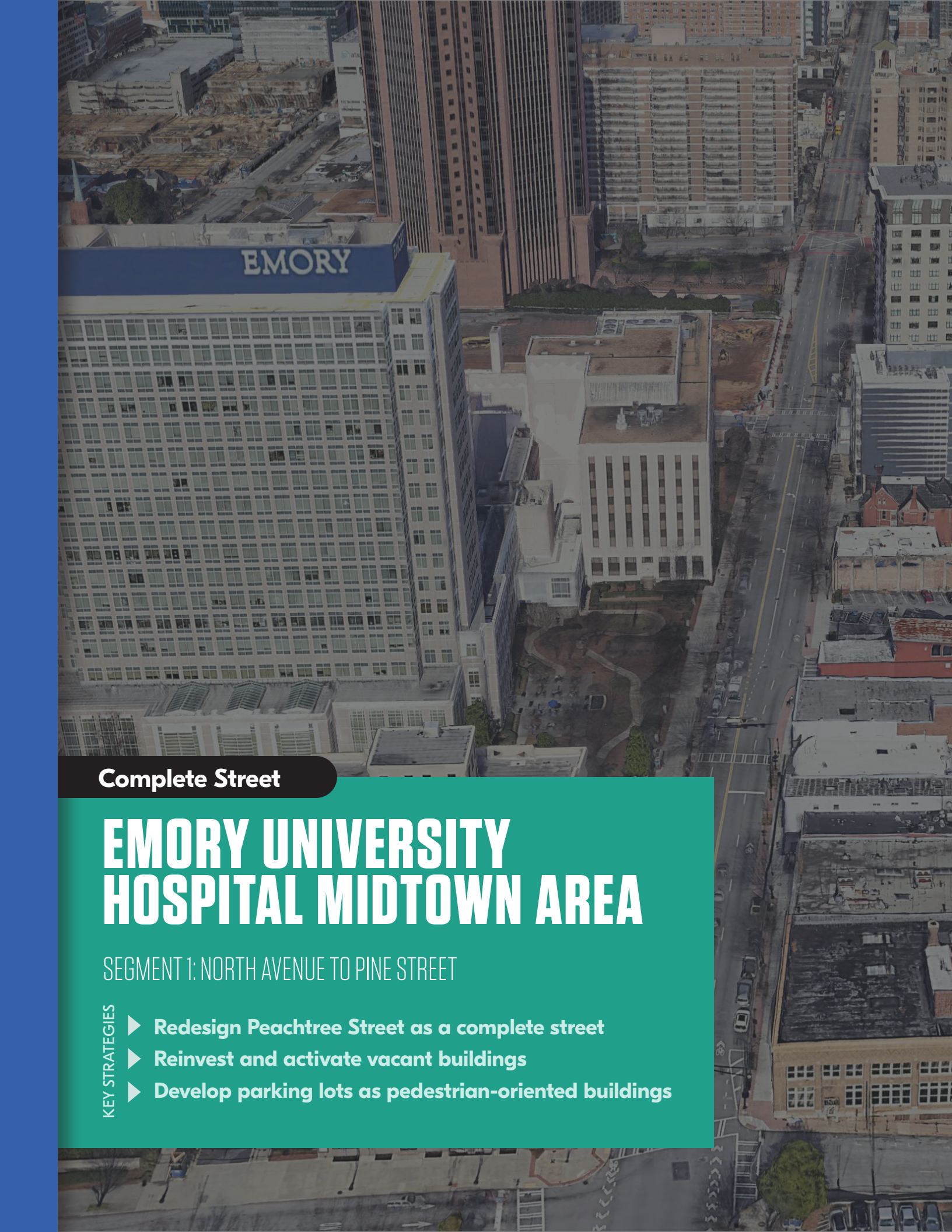
## Immediate Next Steps

Many of the actions identified in this study focus on the Peachtree Center area, and a full outline of the recommendations can be found in Section 7.0. There are three immediate next steps that will need to happen at the closure of this project:

- 1. Conduct a detailed survey and geotechnical investigation of the Corridor between John Wesley Dobbs and West Peachtree Street** — Peachtree Street has a long history and what is buried under the street and how far down will influence the next phase of design, construction, and cost.
- 2. Develop a detailed governance and stewardship plan for the Peachtree Shared Space** — What happens after the shared space is complete? This has been a question asked throughout this process and one that requires a focused study of the operational and management needs of the space. The City will need to delve into the capacity of partners, stakeholders, and potential revenue sources to understand a plan that will keep the space active, programmed, and maintained.
- 3. Implement Phase 2 of the Demonstration Project** — There is a lot of positive momentum for the recently implemented Phase 1 of the demonstration project. Continuation of that momentum with activation, murals, and adjustments to the design will be critical to build community capacity to support the project and let the community know that we are evaluating and listening to their concerns and adjusting accordingly.

## Big Move: Create a Pink Zone

Pink Zones are areas where cities lighten the “red tape” to encourage the private sector to implement desired development in a specified location. This can include streamlining regulations and processes, identifying a dedicated staff person to serve as a “concierge” for issues, and reducing fees for certain events. The Peachtree Shared Space has the potential to test new ways to use and activate public spaces throughout the city and should serve as springboard to improve the public realm in other locations.



**Complete Street**

# EMORY UNIVERSITY HOSPITAL MIDTOWN AREA

SEGMENT 1: NORTH AVENUE TO PINE STREET

KEY STRATEGIES

- ▶ Redesign Peachtree Street as a complete street
- ▶ Reinvest and activate vacant buildings
- ▶ Develop parking lots as pedestrian-oriented buildings



Figure 28. Existing Typical Section - Segment 1 - Emory University Hospital Midtown Area



## Urban Design Opportunities

The recommended street design for this area is a Complete Street that will improve options for safe, comfortable travel by all modes and enhance aesthetics through quality materials and landscaping. It will also set up the shared space in Peachtree Center for success by gradually transitioning to a reduced number of vehicle lanes and enhanced facilities for people walking, biking, and riding transit.

The existing four-lane street has two vehicle travel lanes in each direction, no bicycle facilities, and sidewalks on both sides. The proposed design has one 10-foot vehicle travel lane in each direction with a center turn lane. This reconfiguration creates space to fill a gap in the bicycle network by adding 6-foot light individual transport (LIT) lanes for on both sides for people cycling, riding scooters, or using other similar devices. Riders will be separated from vehicle lanes by a 4-foot buffer with flex posts and planters with small trees. Existing street trees and lighting will be retained.

This proposed concept fits within the existing curb-to-curb width of the street in this section, meaning it will not require significant reconstruction. This Complete Street design can be implemented in the near term as a restriping project. In the future, the center turn lane and the furniture zone along the edge of the sidewalk will be upgraded by installing the same paver palette as the shared space to create a sense of material continuity along the corridor.

Traffic calming features can help slow vehicles, particularly those approaching Peachtree Street from interstate ramps at Linden Avenue and Pine Street to signal they have arrived in a neighborhood. These include adding a curb extension to tighten the turn radius at one of the corners at Pine Street and possible raised crosswalks.

Several projects already underway will contribute to an enhanced public realm in this area, including:

- **Winship at Emory Midtown:** Emory Hospital's newest building is currently under construction and will have pedestrian-oriented entrances and glass ground floor facades with its lobby facing the sidewalk.
- **Bank of America Plaza Urban Park:** The iconic office building on the north end of the study area is updating its front plaza to improve its relationship to the street, including the removal of barriers, new landscaping, hardscape zones, and seating areas. The project is expected to be complete in 2021.



Rendering of the new design at Bank of America Plaza (Source: Bank of America Plaza)

## Complete Street by Emory University Hospital Midtown

NORTH AVENUE TO PINE STREET



- Wide sidewalks with a furniture zone for trees, trash and recycling receptacles, bike racks, light posts, and other elements
- Light individual transport (LIT) lanes on both sides for cyclists and scooter riders, including a buffer with planters and flex posts
- Two vehicle travel lanes and a center turn lane, which can be upgrading with pavers that coordinate with the shared space materials for visual continuity throughout the corridor

Figure 29. Proposed Typical Section E



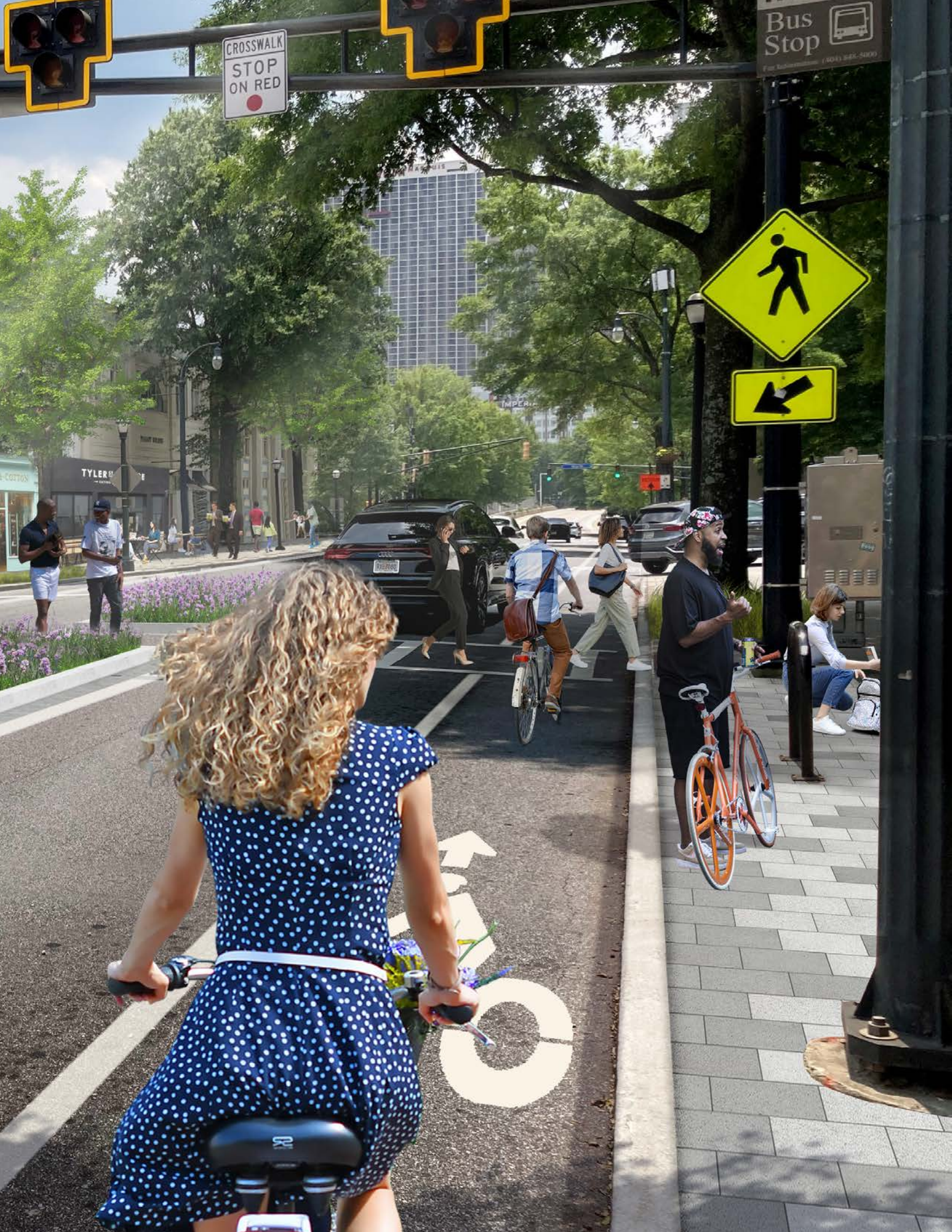
Rendering of the proposed Complete Street design near Emory University Hospital Midtown





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## Quick Urban Design Wins

Quick fixes can also help enliven the area and bring beauty to the space, even before the new streetscape or building renovations, including:

- **Creative Façade Treatments:** Work with property owners to hire local artists to paint murals, install projected art installations or mosaics, or plant green walls on highly visible facades to boost aesthetics and add color. Candidate sites include the north sides of the vacant 511 and 505 Peachtree Street buildings and facades along Pine Street between West Peachtree Street and Peachtree Street to make the walk to the Civic Center MARTA Station more inviting.
- **Window Art:** Work with Midtown Alliance’s Heart of the Arts program and Emory University Hospital Midtown to commission and install murals in the windows at the W.W. Orr Building that honor the campus’ healthcare workers.
- **Planter Program:** Partner with building owners to add greenery and color—one of the top requests from the community—through a planter program. Host a community planting day, ask owners to provide their own planters, and work with Trees Atlanta or another organization to get plants and gardening tools for the day.



Wall mosaic in Philadelphia



Artistic storefront activation in Midtown (Source: Midtown Alliance)



Layered planters brighten simple facades



Potential retrofit features for existing buildings

## Land Use Opportunities

Most properties in this section have already been developed, with a focus on office, institutional, and retail tenants.

## Future Land Use and Zoning

The current future land use and zoning designations for this area are aligned with the vision for this area: High Density Commercial future land use and SPI-I-SA2 zoning. (See page 52 to page 55 for more information.) These regulations should be enforced as properties apply for development permits, particularly requirements for street-oriented facades. For properties requesting rezoning, variances, or other changes to their development rights, the City should consider the following community requests in negotiations:

- Focus on getting activated ground floors
- Encourage on-street dining
- Retain authenticity and character

## Reinvestment in Existing Buildings

**Work With What You Have:** The existing low-rise commercial buildings on the east side of the street are some of the only street-oriented, human-scale retail spaces along the corridor and their smaller floorplates are suitable for small businesses. They have the potential for charming, “Main Street” character, but today many of these spaces are vacant and, in some cases, vandalized or in disrepair. Potential strategies to increase occupancy and improve aesthetics could include:

- Work with property owners and Invest Atlanta to develop a “**fill the block**” program, recruiting small businesses to occupy these spaces
- Leverage the **Eastside Tax Allocation District (TAD)**, which includes the properties on the east side of Peachtree Street in this area. Work with Invest Atlanta, who manages the TAD, to educate these property owners on their inclusion in the district and collectively identify which of its funding sources they may be eligible and interested in applying for. These include the Downtown Façade Improvement Grant, which may cover up to two thirds of exterior renovation costs for projects between \$30,000 and \$300,000.
- Reevaluate the City’s **Storefront Redesign Program**—which offers matching grants for buildings in eligible areas to offset the cost of exterior commercial façade improvements—to determine if this site could be included in the eligible area or explore a dedicated storefront design grant fund for Peachtree Street properties.



## Inspiration: Memphis Listening Lab

The Memphis Listening Lab offers a new kind of community experience for music lovers, curators, and audio junkies. The nonprofit hosts an extensive music catalog, individual listening stations, an editing room with high-end audio equipment, and a podcast recording station that are open to the public to celebrate their city's musical roots and support the next generation of creatives. It also hosts record release parties, listening parties, and lectures. It is located in the Crosstown Concourse, a landmark adaptive reuse, mixed-use project that intentionally integrates arts, culture, health, and community-serving tenants as part of its holistic approach to redevelopment.



**Invest in Your History:** The vacant, historic Rufus M. Rose House (537 Peachtree Street) was highlighted by the community as a beautiful building worth preserving, one of only two Victorian mansions remaining on Peachtree Street. It could be an ideal location for unique, community-serving functions that celebrate Atlanta's culture and give people a reason to come to this area. Convene partner organizations like the Mayor's Office of Cultural Affairs, philanthropic foundations, educational organizations, and arts activism groups to reimagine an arts-centered future for this landmark building and identify potential funding sources and tenants to rehabilitate and occupy it. This project's focus on historic preservation and non-profit sponsors providing services with public benefits aligns with investment priorities for the Eastside TAD and may make a competitive case for funds to support this effort. Its status on the National Register of Historic Places also makes it eligible for several federal and state tax credits, as well as a Transfer of Development Rights, to help fund its restoration.

## New Development

The new Emory Winship Cancer Institute currently under construction will occupy one of few undeveloped sites in this area. Upon its completion, the only undeveloped sites facing Peachtree Street in this area will be three parking lots.

- **575 Peachtree Street:** This 0.86-acre site is owned by the neighboring North Avenue Presbyterian Church of Atlanta. It is a two-story parking garage, with the entrance to the lower level located on Courtland Street.
- **541 Peachtree Street:** This 0.15-acre surface parking lot is located between the Byron on Peachtree residences and the historic Rufus M. Rose House. It connects to other surface parking lots on the other side of the block facing Courtland Street.
- **521 Peachtree Street:** As part of Emory University Hospital Midtown's master plan, a new parking garage was recently constructed to consolidate the parking spaces in this 0.32-acre surface parking lot, as well as others in the area, and free up land for redevelopment. This lot could be redeveloped on its own or combined in an assemblage with the adjacent parking lots facing the Courtland Street side of the block, which together total nearly an acre.

The development of infill buildings on these sites will bring additional activity to the area and create a more continuous, interesting experience for people traveling along the street. Additionally, the Emory University Hospital Midtown Master Plan outlines a strategy to densify the core hospital campus with new buildings in this area. This includes a planned new infill building on Peachtree Street at Renaissance Parkway, using space that currently serves as greenspace.



## Activation and Programming

- Work with owners of vacant storefronts about potentially donating space for a year as part of Midtown Alliance’s Heart of the Arts Studio Residency Program.
- Partner with existing tenants to help coordinate and streamline permitting for new outdoor events, like a “Shakespeare on the Square” performance series hosted on the Emory University Hospital Midtown lawns or the surface parking lot at 521 Peachtree Street with food served by nearby restaurants like Krab Queenz.

## Key Projects

In the near term, key next steps to advance the vision for the Emory Hospital Area include:

- **Restripe Peachtree Street between West Peachtree Street and North Avenue as a Complete Street** featuring two vehicle travel lanes, a center turn lane, and protected, directional LIT lanes on both sides.
- **Activate Ground-level Public and Private Spaces and Embody Local Identity and Promote Civic Pride** by coordinating with property owners of high visibility sites with blank facades to commission murals, window art, or other installations to add vibrancy to the neighborhood.

## Big Move: Leverage Eastside Tax Allocation District

Work with Invest Atlanta to determine the potential to designate Peachtree Street as one of the priority investment corridors for the Eastside TAD. Help small property and business owners understand and apply for façade improvement grants and other resources.



Figure 30. Emory University Hospital Area Recommendations Summary Map





## Complete Street

# CONNECTOR CROSSING

SEGMENT 2: PINE STREET TO WEST PEACHTREE STREET

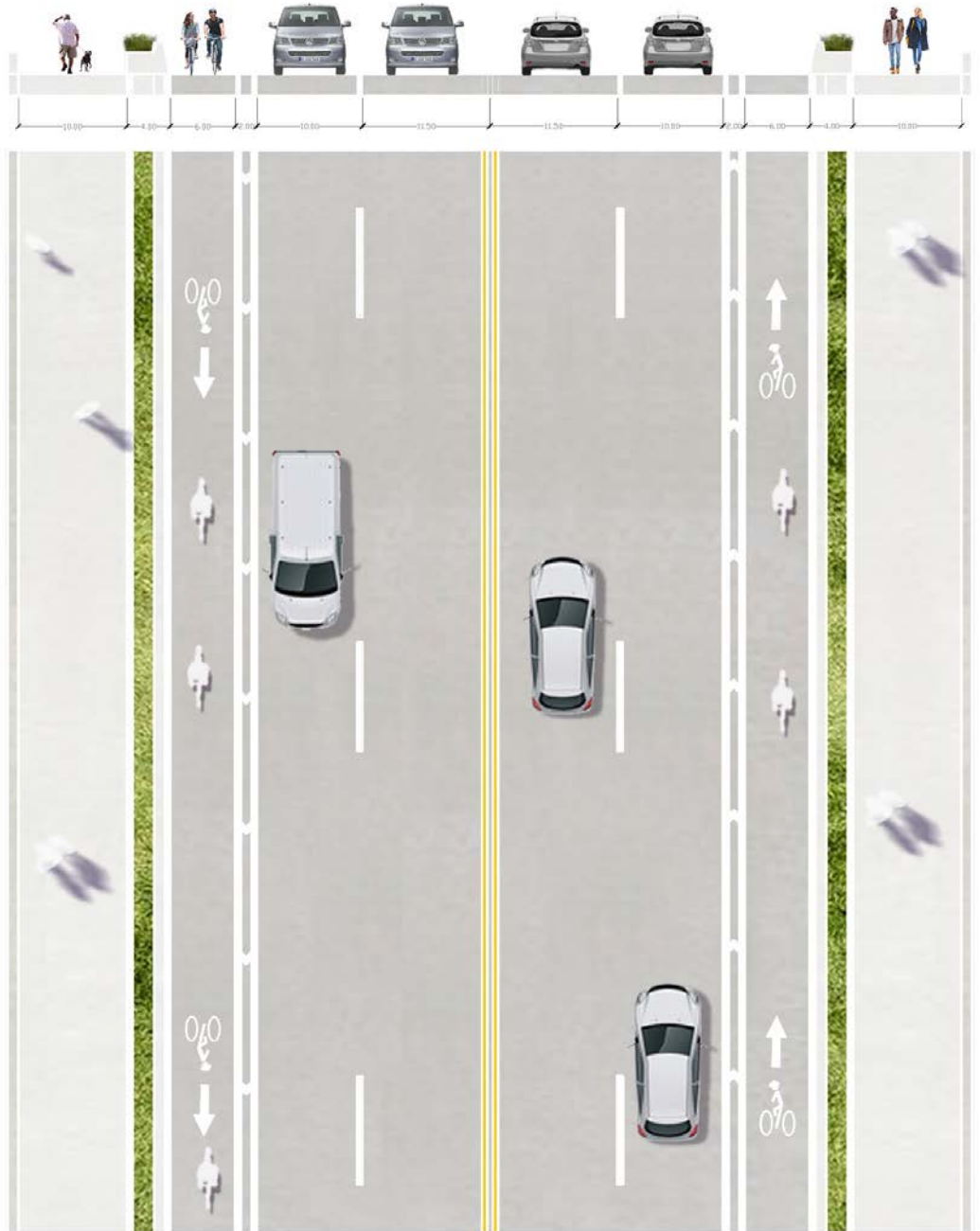
KEY STRATEGIES

- ▶ Redesign Peachtree Street as a Complete Street
- ▶ Reinvest in and activate vacant buildings
- ▶ Develop parking lots with pedestrian-oriented buildings
- ▶ In the long term, implement The Stitch





Figure 31. Existing Typical Section - Segment 2 - Connector Crossing



## Urban Design Opportunities

The recommended street design for this area is similar to the Emory University Hospital Area, with a Complete Street approach that provides safe and comfortable facilities for people walking, biking, riding transit, or driving.

The existing four-lane street would be converted to two vehicle travel lanes, with a landscaped median and left turn lane in the center. North of the Connector, the existing wide sidewalks and buffered LIT lanes will be retained. A wide landscaped median will be added, with left turn lanes added as needed at intersections and major access points. Along the bridge, the LIT lanes will be widened and a buffer will be added with flex posts and planters. An overhead lighting or art installation will be added along the bridge for visual interest and to make this area, which was identified by the community as a deterrent to walking or biking

between Midtown and Downtown, more inviting. This kind of treatment will help the bridge feel like a gateway feature leading into Downtown and create opportunities for “Instagrammable” moments.

In the near term, the existing street can be restriped with reconfigured lanes. With additional funding, it can be upgraded with widened sidewalks south of the Connector, which will require reconstruction.

The intersections of Peachtree Street with Ivan Allen Jr. Boulevard/Ralph McGill Boulevard and Porter Place/Peachtree Center Avenue were identified as confusing and at times hazardous locations by community members for all modes. To improve safety the City’s Cycle Atlanta Implementation Study is undertaking a review of these intersections.



1) Colorful shade structure at the San Antonio River Walk; 2) Lightweight planters and soil could be used on the bridge to add color and slow vehicles (Source: Streetlife)

## Complete Street by The Connector

PINE STREET TO WEST PEACHTREE STREET

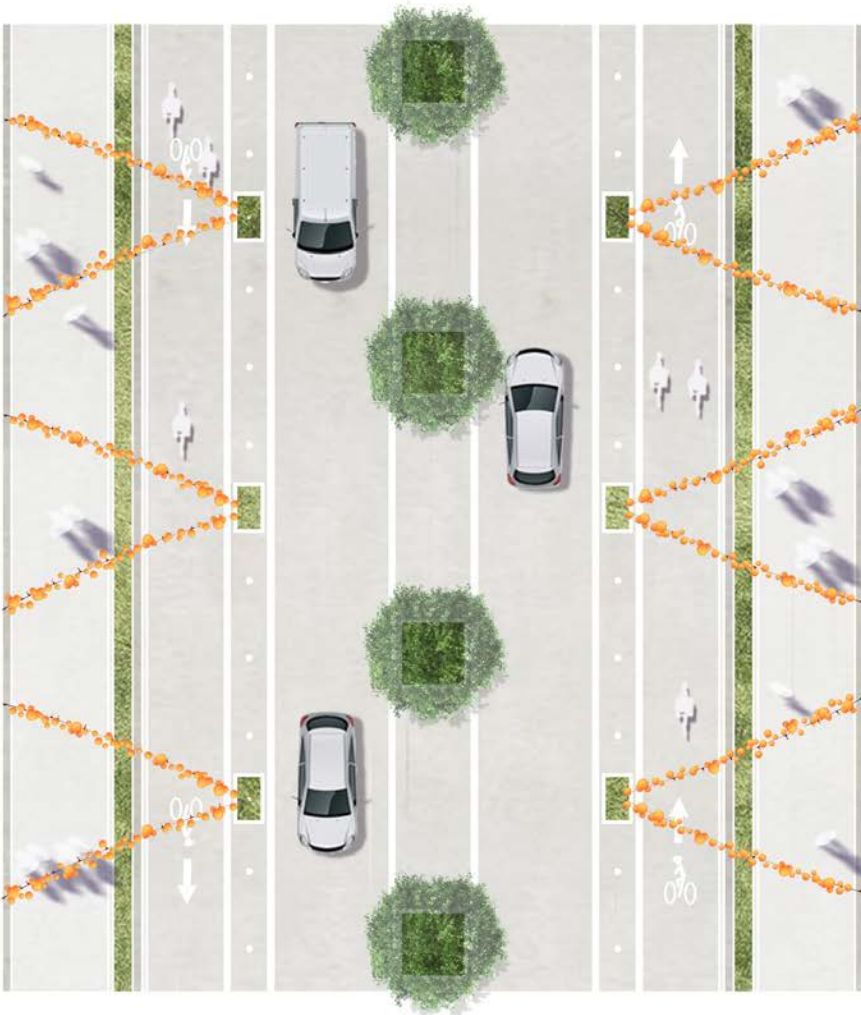
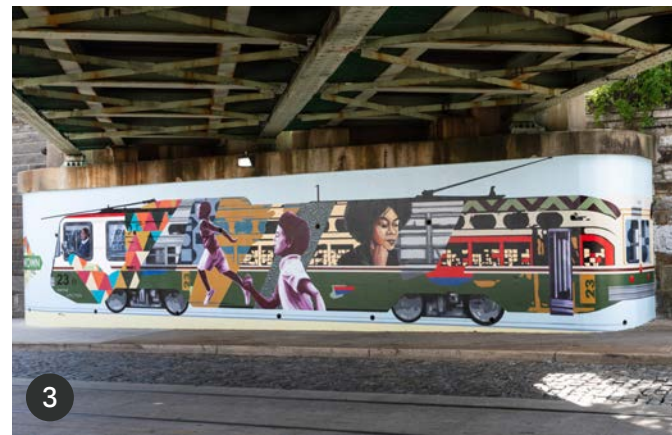
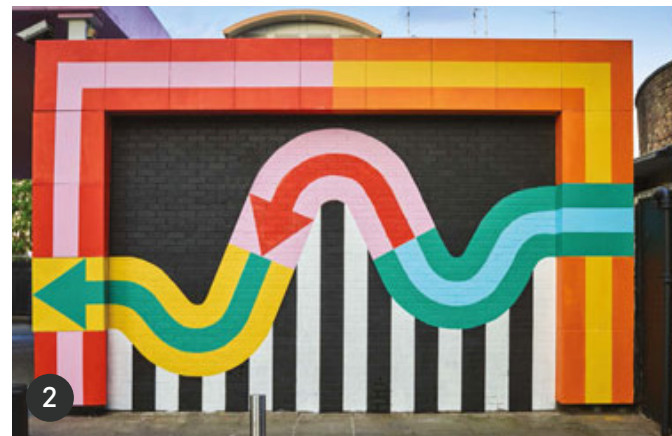
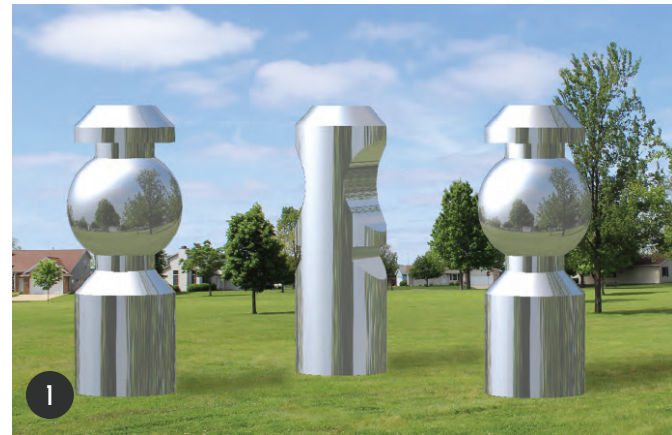


Figure 32. Typical Proposed Section F

- Retain existing wide sidewalks and make repairs where necessary
- Reducing vehicle travel lanes to two lanes approaching the shared space will help slow down vehicles and ease the transition
- Center median lane with plantings
- Widen light individual transport (LIT) lanes for cyclists and scooters on both sides and add buffer with planters and flex posts
- On the bridge over the Connector, add visual interest and potentially shade with an artistic overhead installation over the sidewalk and LIT lanes and lighting to encourage people to walk and bike between Downtown and Midtown

There are several ways urban design can be improved in this area with more modest investments that would complement proposals in the Stitch and could be implemented well in advance of that project. While these projects are outlined in the overall recommendations, they should be explored further:

- **Mayor's #1 Park:** This park was selected as a site for the Landmark Public Art program, funded by Renew Atlanta. Designs are currently underway to install an 11-foot tall sculpture by Ryan Gander, complemented by new plaza space, seating, lighting, new landscaping, rain gardens, and flowering vines on the fence along the Connector.
- **Artistic Wayfinding at Ivan Allen Boulevard/Ralph McGill Boulevard:** The Civic Center MARTA Station is located a block west of this intersection, yet many community members noted its lack of visibility from Peachtree Street and the enjoyable walk between the two. Enhanced wayfinding can help bring awareness to the nearby station. A mural or art installation and lighting on the retaining wall at the Atlanta First United Methodist Church and/or the parking garage at 378 Alexander Street could help enliven the space and could include an integrated wayfinding element to draw people along the route. Replacing the auto-oriented cobra light fixtures on the block of Ivan Allen Boulevard with the pedestrian-oriented light fixtures used on all surrounding blocks would also improve the pedestrian environment.
- **405 Peachtree Street:** This 0.33-acre site next to the highway is owned by the Department of Transportation but is included in the St. Luke Episcopal Church's gated grounds. The parcel would form part of the planned Peachtree Green envisioned by the Stitch. In the interim, the City could work with the DOT and the church to determine potential to keep the path open for more extended hours and add wayfinding signage to improve its utility as a pedestrian and bicycle connection between Peachtree Street and Courtland Street.



1) Rendering of the Gander sculpture commissioned for Mayor's #1 Park 2) Directional mural in White City, London (Source: Design Week) 3) Time Line 23 mural in Philadelphia features transportation themes developed with the community (Source Steve Welnik)

## Land Use Opportunities

### Future Land Use and Zoning

All of the properties in this area are categorized as High-Density Commercial future land use and SPI-I-SAI zoning. These regulations should be enforced as properties apply for development permits. As staff reviews proposed site plans and works with properties requesting rezoning, variances, or other changes to their development rights, they should work with developers to ensure these requirements are met, especially:

- Eliminating curb cuts on Peachtree Street by providing any direct vehicular access to sites on side streets or alleys
- Requiring active, pedestrian-oriented uses at the ground level
- Upholding storefront façade treatment guidelines to minimize blank walls

### Reinvestment in Existing Buildings

There are few existing buildings in this area and many of those that do exist are in moderate to good condition. For those that are in disrepair, potential strategies include:

- **Leverage the Eastside Tax Allocation District:** Almost all properties in this area are part of the Eastside TAD, with the exception of the SunTrust Plaza site. Work with Invest Atlanta to educate owners of existing buildings in this area—particularly the low-rise commercial buildings on the west side of Peachtree Street between Porter Place and West Peachtree Street—on the available resources.
- **Support Ongoing Reinvestment:** The community expressed a desire to rehabilitate and activate the vacant, historic Medical Arts Building. Before the pandemic, the owner of this property announced plans to convert it to a 150-room boutique hotel with 2,000 square feet of ground floor restaurant and retail space, giving it the potential to be an early and highly visible redevelopment win for the corridor. The City should work directly with the owner to support their redevelopment efforts and help them to move forward quickly by ensuring a smooth review and permitting process. It is a good potential candidate site to pilot the Pink Zone, a streamlined regulatory approach to help prioritize development on Peachtree Street. (See page 254 for more information.)



## The Stitch

This section of Peachtree Street is characterized largely by surface parking lots and the disruption of the I-75/85 Connector, with very limited existing development. The City and Central Atlanta Progress/Atlanta Downtown Improvement District have been working on a strategy called The Stitch to repair the divide between Midtown and Downtown created by the Connector and better utilize this centrally located land. The concept would cap the Connector with a platform from West Peachtree Street to Piedmont Avenue, creating opportunities for new air rights development sites, parks, and plazas. This ambitious proposal debuted in 2015 and is currently in the feasibility study phase. If it moves forward would significantly alter the land use and character of this area. In light of that effort, this project has taken a more modest approach to interventions in this area, creating continuity with the rest of the corridor while realizing more significant investments in this area may be made as part of the future Stitch project.



Top: Rendering of The Stitch showing new parks and buildings capping the Connector in this area (Source: Central Atlanta Progress)

Bottom: Rendering of the proposed renovations to the historic Medical Arts Building (Source: Invest Atlanta)

## New Development

There are many sites in this area that are currently undeveloped and being used as surface parking lots, many of which have consolidated ownership. Pedestrian-oriented, mixed-use development on these sites would dramatically change the character of this largely vacant area and help activate the space. These sites are included in the Stitch project's vision for increased development in this area and could be developed regardless of the implementation of its proposed cap over the Connector.

North of the Connector, several parking lots are owned by **St. Luke's Episcopal Church**:

- 458 Peachtree Street (0.71 acres)
- 452 Peachtree Street (0.61 acres)
- 436 Peachtree Street (0.33 acres)
- 463 Peachtree Street (0.81 acres)
- 451 Peachtree Street (0.76 acres)

South of the Connector, **Atlanta First United Methodist Church** is already partnering with a private developer to build about 300 apartment units—most of which will be affordable—on the church-owned surface parking lots just off Peachtree Street at Porter Place. The new development will also include a 5-story school, a limited amount of retail, a 150-space parking garage, and an expansion of its Midtown Assistance Center, which works to help prevent homelessness and hunger.

Most of the other surface parking lots south of the Connector are owned by **SunTrust Plaza Associates**, including:

- Peachtree Center Avenue (3.05 acres)
- Peachtree Center Avenue (0.50 acres)

In addition to these sites, new air rights sites over the Connector created by the Stitch project could pose additional opportunities for development activity in this area in the future.



Tile mural wall by Joana Vasconcelos in Oporto, Portugal (Source: The Traveler Sisters)

## Activation and Programming

- Work with SunTrust Plaza on the potential to use its plazas as part of a Privately-Owned Public Space (POPS) Seasonal Outdoor Dining Program, in partnership with nearby restaurants. (See page 239 for more information.)
- Collaborate with local students and community groups to design and install creative “urban perches” at locations like Mayor’s #1 Park or SunTrust Plaza. (See page 240 for more information.)
- Commission local artists to paint murals or art installations on highly visible blank facades, like the retaining wall at the Atlanta First United Methodist Church and/or the parking garage at 378 Alexander Street.



## Key Projects

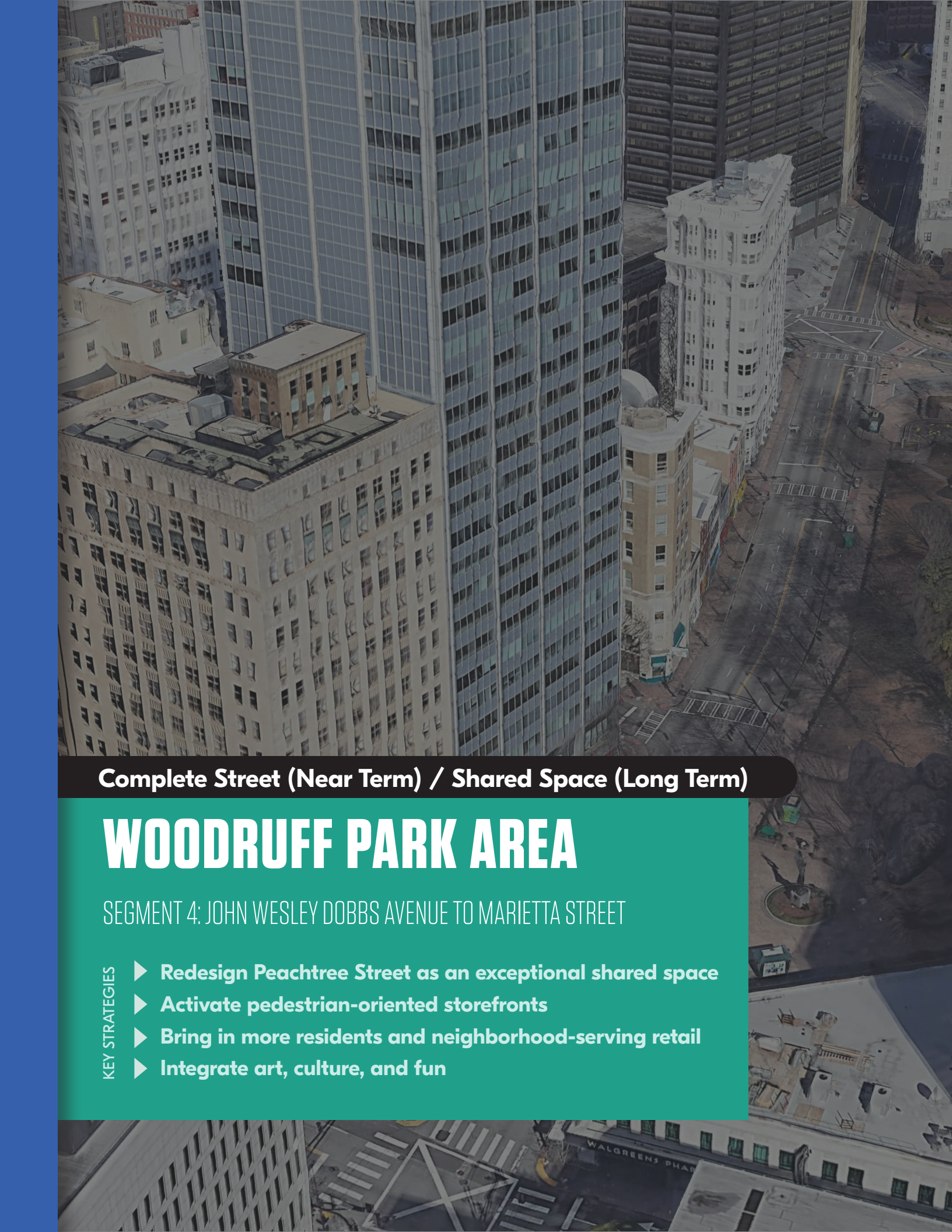
In the near term, key next steps to advance the vision for the Connector Crossing Area include:

- Restripe Peachtree Street between West Peachtree Street and North Avenue as a Complete Street featuring two vehicle travel lanes, a center turn lane, and protected, directional LIT lanes on both sides.
- Activate Ground-level Public and Private Spaces and Embody Local Identity and Promote Civic Pride by coordinating with property owners of high visibility sites with blank facades to commission murals, window art, or other installations to add vibrancy to the neighborhood.
- Implement Cycle Atlanta 1.0 Study recommendations.

## Big Move: Implement the Stitch

The Stitch is a bold, ambitious project that would dramatically change the urban fabric. CAP/ADID are continuing to evaluate its feasibility. In the long term, the Stitch recommends several new parks, plazas, and street connections that intersect with Peachtree Street in this area, including:

- Emory Square: A linear urban plaza running between the Civic Center MARTA Station and historic St. Luke's Episcopal Church.
- Peachtree Green: A 3-acre park and plaza expanding the existing Mayor's #1 Park with a cap over the Connector, in a style modeled after Bryant Park in New York City. A restaurant, café, and pavilion for markets and art shows are recommended as part of the design.
- Reconnecting Currier Street between Courtland Street and Peachtree Street.
- Reconnecting Alexander Street across the Connector to Peachtree Street.



**Complete Street (Near Term) / Shared Space (Long Term)**

# WOODRUFF PARK AREA

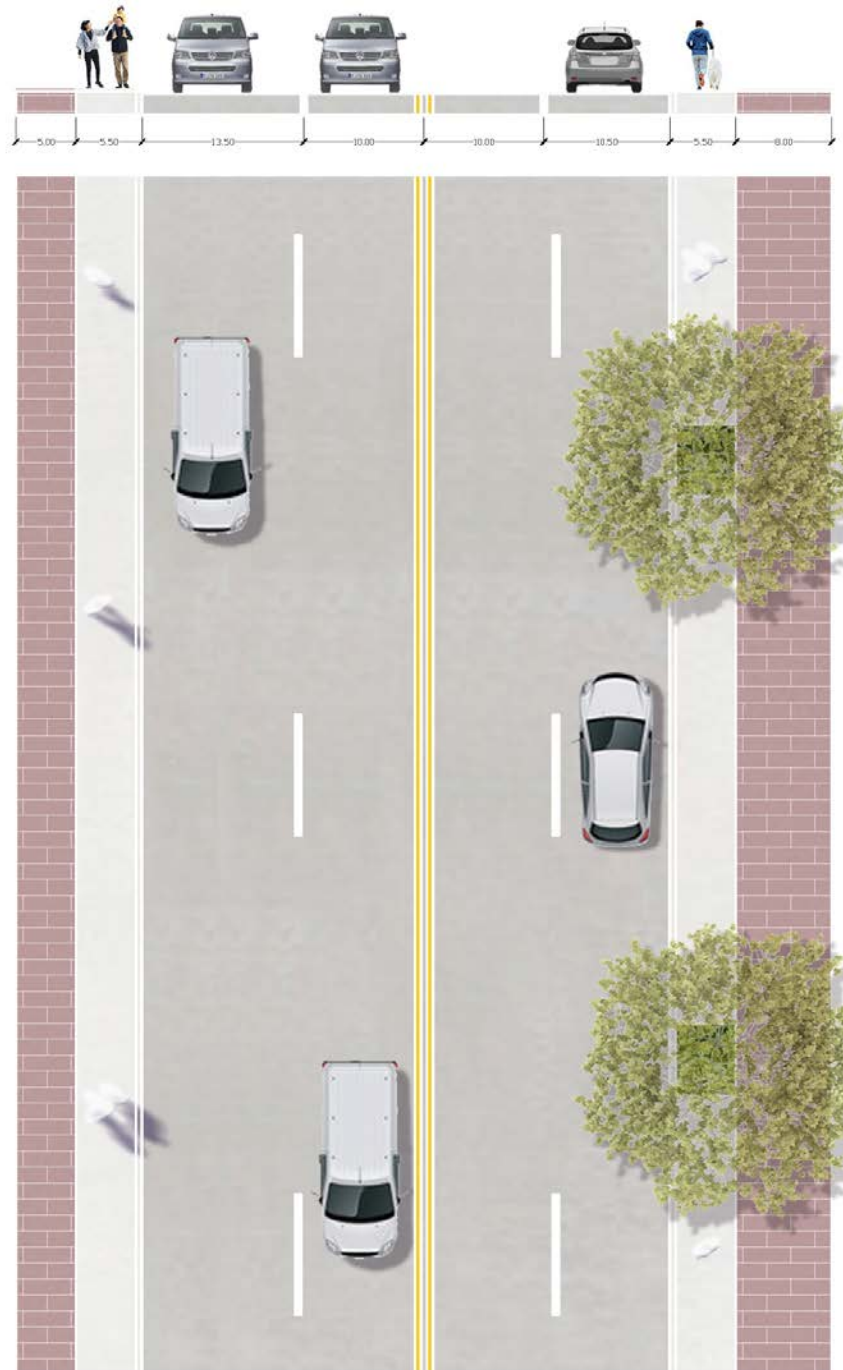
SEGMENT 4: JOHN WESLEY DOBBS AVENUE TO MARIETTA STREET

KEY STRATEGIES

- ▶ Redesign Peachtree Street as an exceptional shared space
- ▶ Activate pedestrian-oriented storefronts
- ▶ Bring in more residents and neighborhood-serving retail
- ▶ Integrate art, culture, and fun



Figure 33. Existing Typical Section - Segment 4 - Woodruff Park Area



## Urban Design Opportunities

The recommended street design for this area is a phased approach that supports neighborhood strolls, thriving businesses, and an integrated park experience.

### Near Term: Complete Street

In the near term, a new layout can be implemented with a restriping project that retains the existing curbs. Vehicle travel lanes will be reduced from four lanes to two lanes, which allows more space for pedestrian areas and helps transition vehicles into the shared space to the north. The two outer lanes would be repurposed as expanded pedestrian space with opportunities for outdoor dining by restaurants, which currently have no space for seating. Paint, planters, and wheel stops can be used as a low-cost interim treatment to delineate this space. Like the Peachtree Center area, a lower speed limit of 15 miles per hour is recommended in this active pedestrian area. Cyclists and scooter riders will share the lane with slow-moving vehicles in this section. Between Auburn Avenue and John Wesley Dobbs Avenue, the streetcar will have its own dedicated lane.

### Long Term

As more funding becomes available, the street will be reconstructed as a curbless shared space. This will include raising the street to sidewalk level, installing new flush drainage and plaza-style pavers, relocating lighting and planting new shade trees to create a wider pedestrian comfort zone.

At the corner of Peachtree Street and Luckie Street/Auburn Avenue, eliminating the slip lane for northbound vehicles turning right onto Auburn Avenue will help reduce pedestrian conflict points and encourage drivers to make turns at slow, careful speeds.

The complicated Five Points intersection of Peachtree Street, Edgewood Avenue, and Marietta Street at the south end of the study area has multiple conflict



## Centered Shared Space by Woodruff Park

JOHN WESLEY DOBBS AVENUE TO MARIETTA STREET



- In the long term, the shared space will be extended south to Marietta Street
- Shared zone in the center about the width of two travel lanes
- Pedestrian comfort zones on both sides, which will include space for outdoor dining and other activities

Figure 34. Proposed Typical Section G



JUICE BAR

FRESH JUICES  
LIMONADE  
PIZZA  
COLD DRINKS

ICE CREAM  
BURRITOS  
TACOS  
PASTAS

PLANTING TREES FOR A BETTER FUTURE



Rendering of the proposed shared space next to Woodruff Park

points, two traffic signals a car length apart, and traffic flowing in many directions. To simplify this intersection, Walton Street could be restored to two-way operations and extended from Peachtree Street south through Woodruff Park to connect with Edgewood Avenue at Park Place. This alternative alignment would eliminate the need for the segment of Edgewood Avenue between Peachtree Street and Park Place, simplifying the Peachtree Street and Marietta Street intersection, increasing the distance between intersections, and allowing Woodruff Park to extend south toward building fronts. This section of Edgewood Avenue could be given a special treatment in the design to commemorate its role in Atlanta's historic Five Points intersection.

## Reimagining Woodruff Park's Next Chapter

Woodruff Park is already Downtown Atlanta's favorite escape to a verdant setting, offering six acres of park space with an open lawn, playground, seating areas, and regularly programmed activities hosted by the Atlanta Downtown Improvement District. Plans are underway to make this space even better, including:

- **Atlanta Legacy Makers Project:** An artistic installation will commemorate two Atlanta mayors, Ivan Allen Jr. and Maynard Jackson, at the symbolic intersection of Peachtree Street and Auburn Avenue on the north end of Woodruff Park.
- **Woodruff Park Strategic Plan:** This updated strategy is currently being finalized and will inform the next phase of the park's design, programming, and maintenance. An early capital project will be the Peachtree Accessibility Project, which will remove the seat wall facing Peachtree Street that creates a visual and physical barrier to the park, making it more ADA accessible and better integrated with the street.



## Activation and Programming

- Build on the existing free public Wi-Fi and tables available at Woodruff Park to create “Streetside Startup Space,” an outdoor co-working space. Additional features may include electrical outlets and/or charging stations and advertising of available Internet access. (See page 238 for more information.)
- Work with ADID to explore potential to host a farmer’s market and/or Made in Atlanta market stalls at Woodruff Park. (See page 245 for more information.)
- As part of the Pink Zone, explore policy and regulatory changes to facilitate office to residential conversions to increase development flexibility and increase the daily base of users by adding more residents to the area. (See page 254 for more information.)



## Land Use Opportunities

This section of Peachtree Street already has the fundamentals of a vibrant urban neighborhood in place, with blocks completely developed with street-oriented buildings, beautiful historic architecture, and a mix of uses including offices, restaurants, residences, and Georgia State University buildings anchoring the area. There are no undeveloped parcels in this area. Moving forward, the City should continue to support the charm and vitality of the development in this area by:

- Supporting high levels of occupancy by maintaining relationships with business and property owners and continuing to respond to their needs over time.
- Work with property owners and local real estate groups to identify opportunities and reduce potential regulatory barriers to converting office space to residences, increasing the flexibility and resiliency of existing properties in this area.

## Key Projects

- Remove northbound slip lane from Peachtree Street to Auburn Avenue.
- Restripe Peachtree Street between Marietta Street and John Wesley Dobbs Avenue as a Complete Street featuring two vehicle travel lanes and an expanded sidewalk realm delineated by planters, similar to the demonstration project.
- Activate Ground-level Public and Private Spaces coordinating with restaurants to permit outdoor dining.
- Restore Walton Street to two-way operations.

## Long-Term Move: Park Integration

In the long term, changes to Woodruff Park could further enhance the vibrancy and functionality of this area. The upcoming Woodruff Park Strategic Plan will outline recommendations for the park's next phase. The sketch below from this project's Design Workshop illustrates potential features that align with community discussions about the park that could help inform those recommendations, including:

- Creating a clearer visual connection from edge to edge of the park
- Improving pedestrian flows through the park
- Eliminating hostile design elements
- Continuing to incorporate space for food truck parking and seating
- Maintaining open green space and tree canopy
- Adding play space for dogs
- Extending Walton Street through the park, which would facilitate the redesign of the Five Points intersection to improve safety.



Figure 35. Woodruff Park Concept Sketch



**7.0**  
**DEMONSTRATION**  
**PROJECT**





The Peachtree Street  
Demonstration Project  
on Park(ing) Day in  
September 2021

# 7.0 DEMONSTRATION PROJECT

## OVERVIEW

To help the City make better decisions about the design of the shared space, it has begun testing what is possible with a demonstration project. Demonstration projects are low-cost and short-term ways to change the overall use and feel of a public space prior to committing to a long-term, full build project like the shared space. This “test before you invest” strategy allows the short-term concepts to be evaluated and modified with real-time feedback from users that will influence the final design of the shared space.

## What We’re Testing

While we cannot test a true, curbless shared space, there are parts that can be tested with removable materials in a short-term, low-cost installation on Peachtree Street. This demonstration is testing:



**What would happen if we take some space on Peachtree Street away from vehicles and give it back to people?**

**How do we use this additional space on Peachtree Street to improve the experience of being Downtown?**

**How do we accommodate adjacent business needs and other daily uses of the street like loading and passenger pick-up/drop-off?**

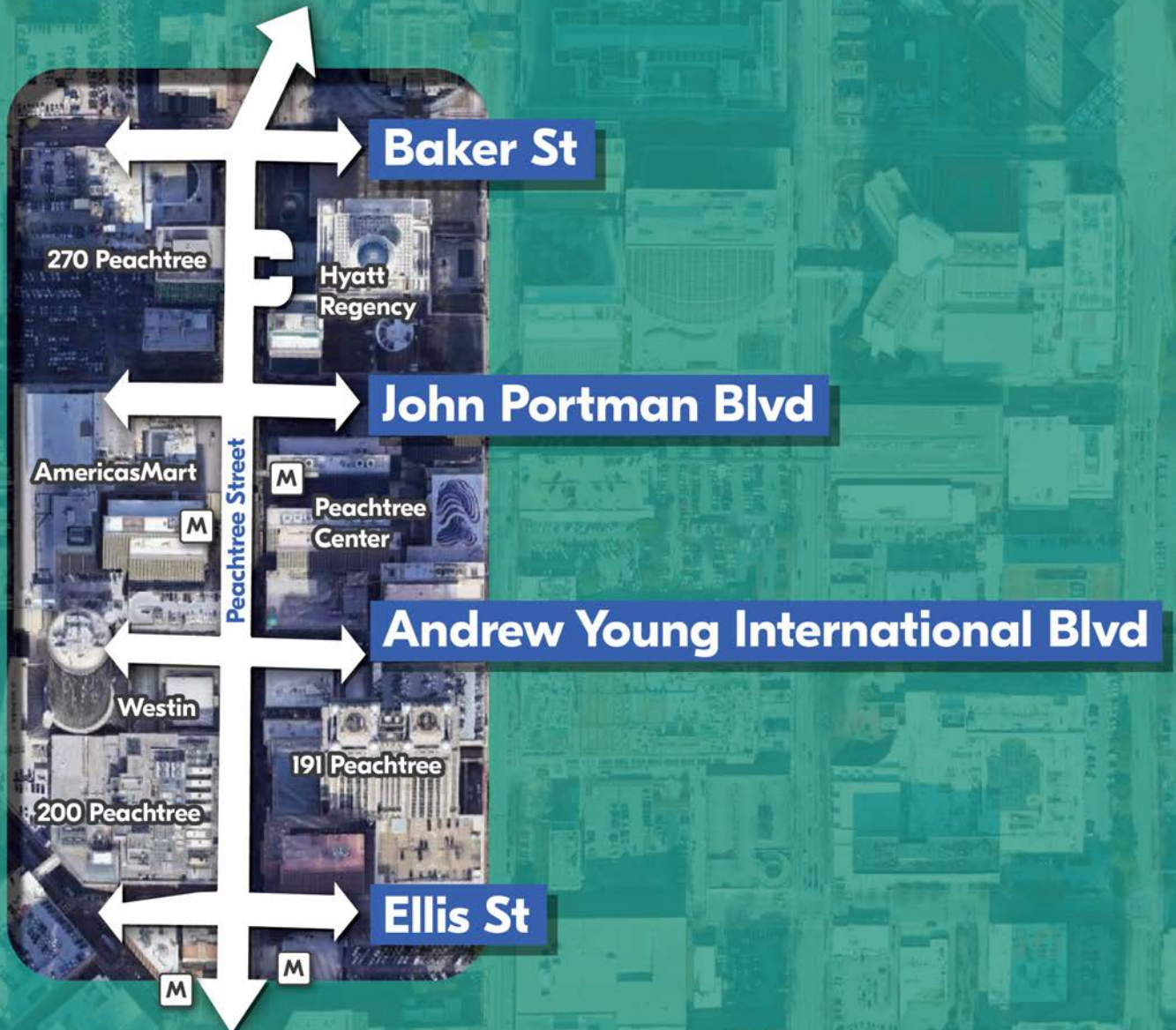
Other aspects of a shared space cannot be tested through a demonstration project, such as operations of a curbless space, drainage, and paving materials.





## Location

The first phase of the demonstration project was implemented on three blocks of Downtown Peachtree Street, between Baker Street and Ellis Street, during the week of June 21, 2021. The physical length of the demonstration project is slightly shorter than the proposed shared space, which will go from West Peachtree Street near Hardy Ivy Park to John Wesley Dobbs Avenue near Margaret Mitchell Square and the Central Library.

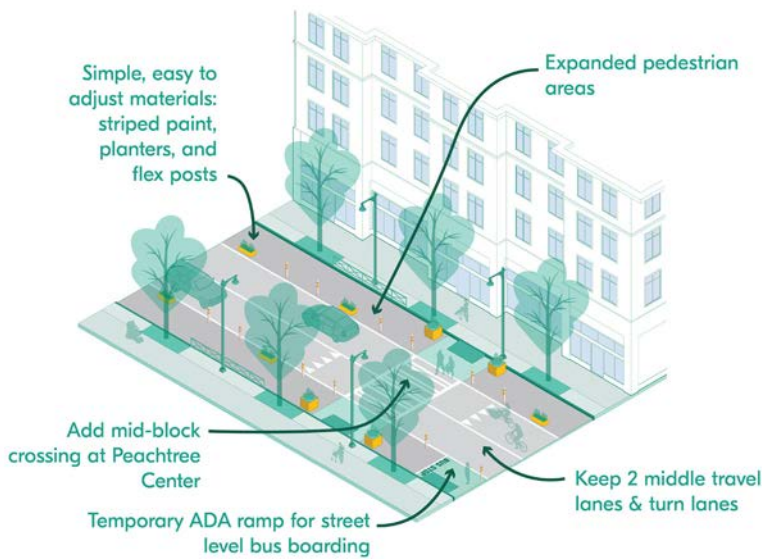


# Design and Phasing

The demonstration project will happen in phases, allowing the City to see what works, get input from the community, and adjust the final design:

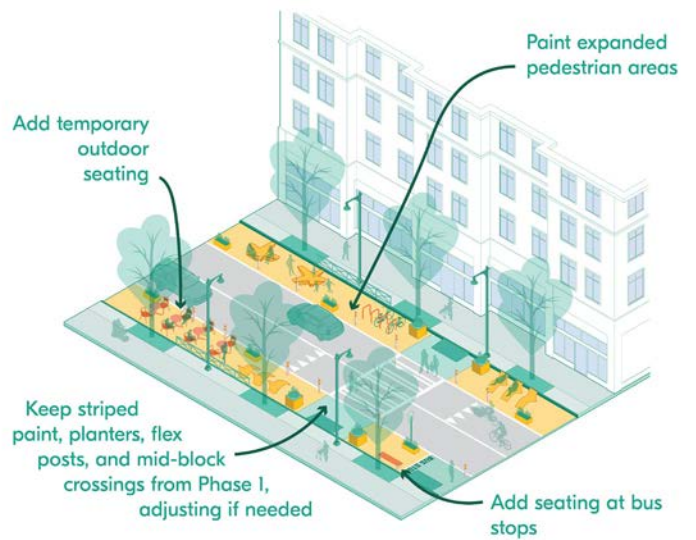
## Phase 1

Repurposing vehicle travel lanes & testing operations



## Phase 2

Activating expanded public space



### Phase 1

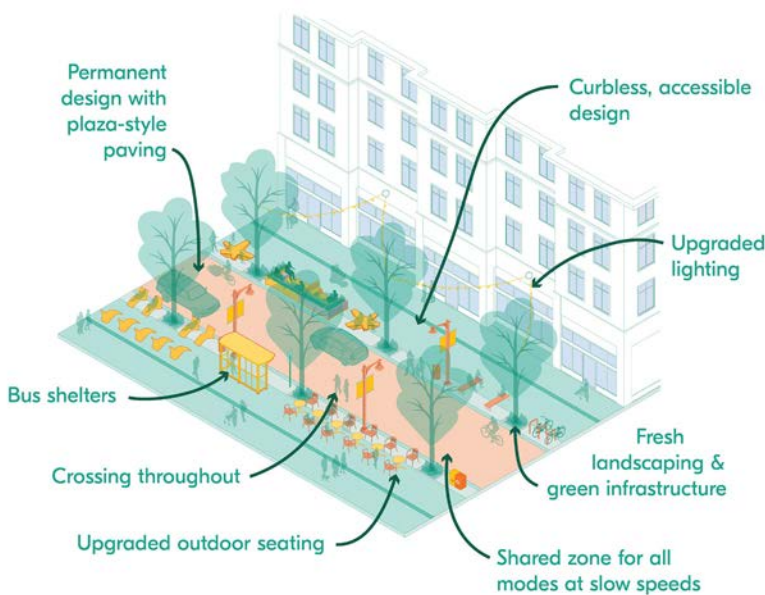
To start, we're seeing what would happen if we take some space from vehicles and give it back to people. Phase 1 has one travel lane in each direction, additional space for pedestrian areas, and a new mid-block crossing at Peachtree Center. It uses simple paint striping, planters, and wheel stops to test how the new layout works. Keeping it simple for now makes it easy to make changes. This phase was installed in June 2021, with an evaluation period of approximately 90 days. The City made minor adjustments to the layout in Fall 2021 to better accommodate operations.

### Phase 2

Phase 2 will be installed in Spring/Summer 2022. The City will enhance the space with features like asphalt murals in the expanded pedestrian areas and at the mid-block crossing, more temporary landscaping, and outdoor furniture to activate the space. It will also coordinate with restaurants along the corridor to continue permitting outdoor dining areas in some of the expanded pedestrian spaces. This will stay until the final design is ready to be constructed.

# Phase 3

Final shared space design



## Phase 3

The conceptual design for the permanent shared space will be refined based on what is learned from the demonstration project.

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**“This effort will lead to a safer, more accessible and more beneficial public space for the Downtown community.”**

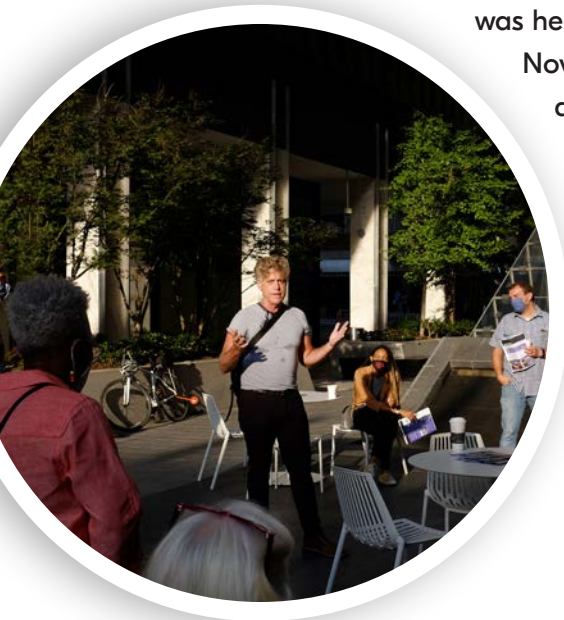
- Atlanta Downtown Neighbors Association Letter of Support

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## Demonstration Project Process

The process for designing the demonstration project was driven by community engagement and integrated with the overall planning process for the long-term redesign. Key activities included:

- **Public Space Working Group:** The project steering committee helped develop the vision, reviewed and provided feedback on draft concepts and the Phase I installation, and spread the word to other members of the community about the upcoming demonstration project.
- **Public Meetings:** Four public meetings were held with a focus on the demonstration project:
  - **Tactical Urbanism 101:** Community members were invited to learn what tactical urbanism is, how it could help shape the final shared space design, and what questions they would like to answer through the demonstration. They also shared ideas for design elements for the demonstration. This meeting was held virtually in November 2020 as part of the Discovery Workshop.
  - **Demonstration Project Open House #1:** The initial draft design for the demonstration project was presented to the community for feedback. Their input informed the revised draft of the design. This meeting was held virtually in January 2021 as part of the Design Workshop.
  - **Demonstration Project Open House #2:** The revised concept for the demonstration project design was presented virtually in May 2021 with a question and answer session. The concept was refined based on participant feedback.
  - **Design Over Donuts:** After the Demonstration Project was installed, community members were invited to tour the space, ask questions, and share their feedback on the operations so far. This event was held on August 6, 2021 as part of the Atlanta City Studio's Design Over Donuts series.
- **Partner Coordination Meetings:** City of Atlanta staff from the Department of City Planning and Department of Transportation, Atlanta Downtown Improvement District, and the consultant team met regularly to refine the concept and develop a collaborative implementation strategy. As needed, additional partners like the Fire Department and Police Department were included to discuss project impacts and ensure their operations were acceptable.



- **Door-to-Door Conversations and Virtual Stakeholder Meetings:** Staff

visited businesses along the corridor to inform them of the upcoming project, get their input, and answer questions. Virtual meetings were also available. Input from these stakeholders helped shape the design, such as adjustments to valet and loading areas to accommodate business operations.

- **On-site Discussions:** Throughout the installation, the project team talked with people in the area about the installation, listening to their feedback and ideas for improvement. These conversations have continued with Walk and Talks during the Phase I evaluation and monitoring stage and will continue in Phase 2.



Multiple drafts of the Demonstration Project design were shared with the community and adjusted based on their input



CVS pharmacy

SYMETRA  
TREAT BENEFITS | LIFE



# BUILD WEEK

Phase I of the demonstration project was installed the week of June 21, 2021 by the Department of City Planning, Department of Transportation, Atlanta Downtown Improvement District, the consultant team, and the Atlanta Regional Commission, with support from volunteers from the Public Space Working Group.

In addition to the street design itself, informational signs, sidewalk decals, and digital display were installed to inform the community about the changes and invite them to take the before and after surveys. Photos from the installation on the following pages illustrate the design and informational features included in Phase I.



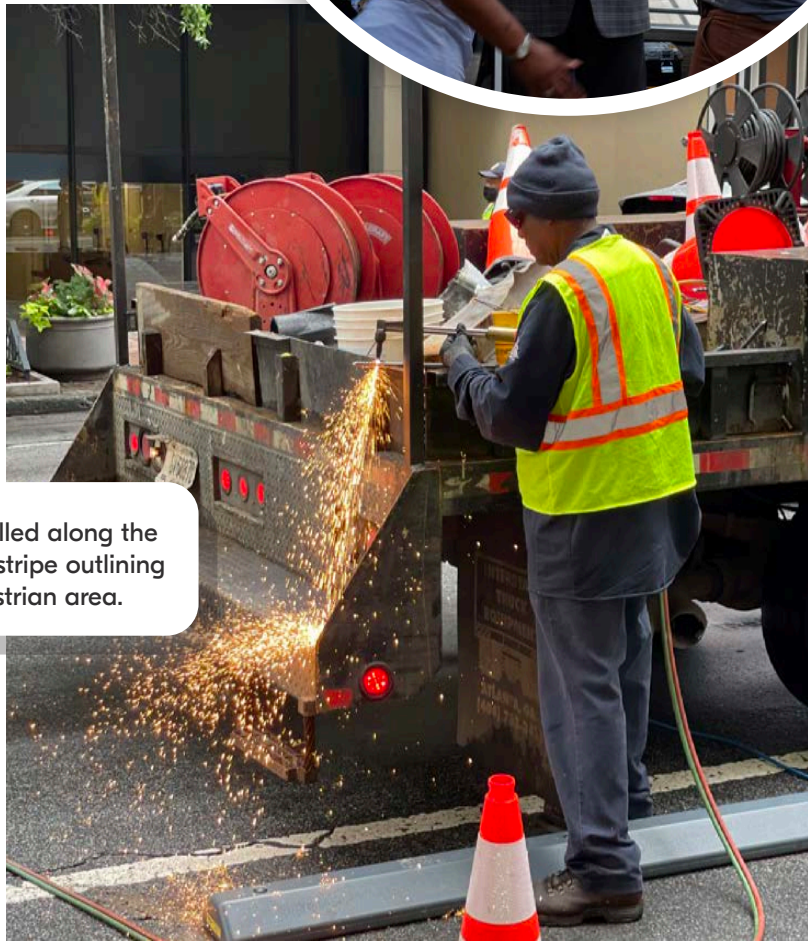
A new edge for the expanded pedestrian space was rolled with temporary paint. Reflective beads were added to the paint to make it visible at night.







Wheel stops were installed along the inside of the new paint stripe outlining the expanded pedestrian area.



Planters were installed on the edge of the expanded pedestrian area to add color and create a vertical separation between the vehicle areas and the pedestrian areas.





A new mid-block crosswalk aligns with the Hub at Peachtree Center and the plaza in front of Hotel Indigo, formalizing an already popular place for pedestrians to cross.



Temporary ADA-accessible ramps were installed on both sides of the street near the mid-block crossing, which also gives access to MARTA bus stops.



Curb extensions and tighter turn radii at corners give pedestrians more space to wait, reduce crossing distances, and encourage slow, careful driving.

What's Happening on Peachtree Street?

PEACHTREE SHARED SPACE

# DEMONSTRATION PROJECT

We've been redesigning a portion of Peachtree Street as a shared space that will create an exceptional public space in Downtown Atlanta by putting people first. To help us make better decisions about the design, we're testing what's possible with a demonstration project. Starting this summer, three blocks between Baker Street and Ellis Street will change temporarily to make more space for people and test how this works with vehicles, helping inform the final shared space design.

3 BLOCKS

Baker St  
John Portman Blvd  
Andrew Young International Blvd  
Ellis St

WE ARE HERE

**Phase 1**  
Respurposing vehicle travel lanes & testing operations

To start, we're seeing what would happen if we repurposed some space for vehicles to other modes and public space. Phase 1 will have one travel lane in each direction, expanded pedestrian areas and a new mid-block crossing. This will use simple paint striping and planters to test and monitor how the new layout works. Keeping it minimal for now makes it easy to adjust. This part will last a few months.

**Phase 2**  
Activating expanded public space

Later this fall, we will adjust the layout if needed and upgrade with features like paint, temporary landscaping and outdoor furniture to activate the expanded public space. This will stay until we are ready to construct the final design.

**Phase 3**  
Final shared space design

The final design will be an inviting and beautiful shared, curbside space with plaza-style pavers, fresh landscaping, outdoor seating, and art, where people can cross throughout the street. Cars will be allowed at slow speeds in a space that's about two lanes wide, which is why we're testing how two lanes would work in Phase 1.

Now We'll

- Evaluate the test
- Get community input
- Adjust the final design

Learn more & take the survey at [sharepeachtree.com/demo](http://sharepeachtree.com/demo)

Department of CITY PLANNING

Signs were installed on all three blocks to explain the project and encourage people to share their opinions and observations on the online survey

sharepeachtree.com

Peachtree Street

## DEMONSTRATION PROJECT

We're testing a shared space street design with temporary changes.

Visit the project website to learn more and take the survey!

Department of CITY PLANNING



Tell us what you think about changes coming to Peachtree Street!

We're testing a redesign of the street beginning the **Week of June 21st**

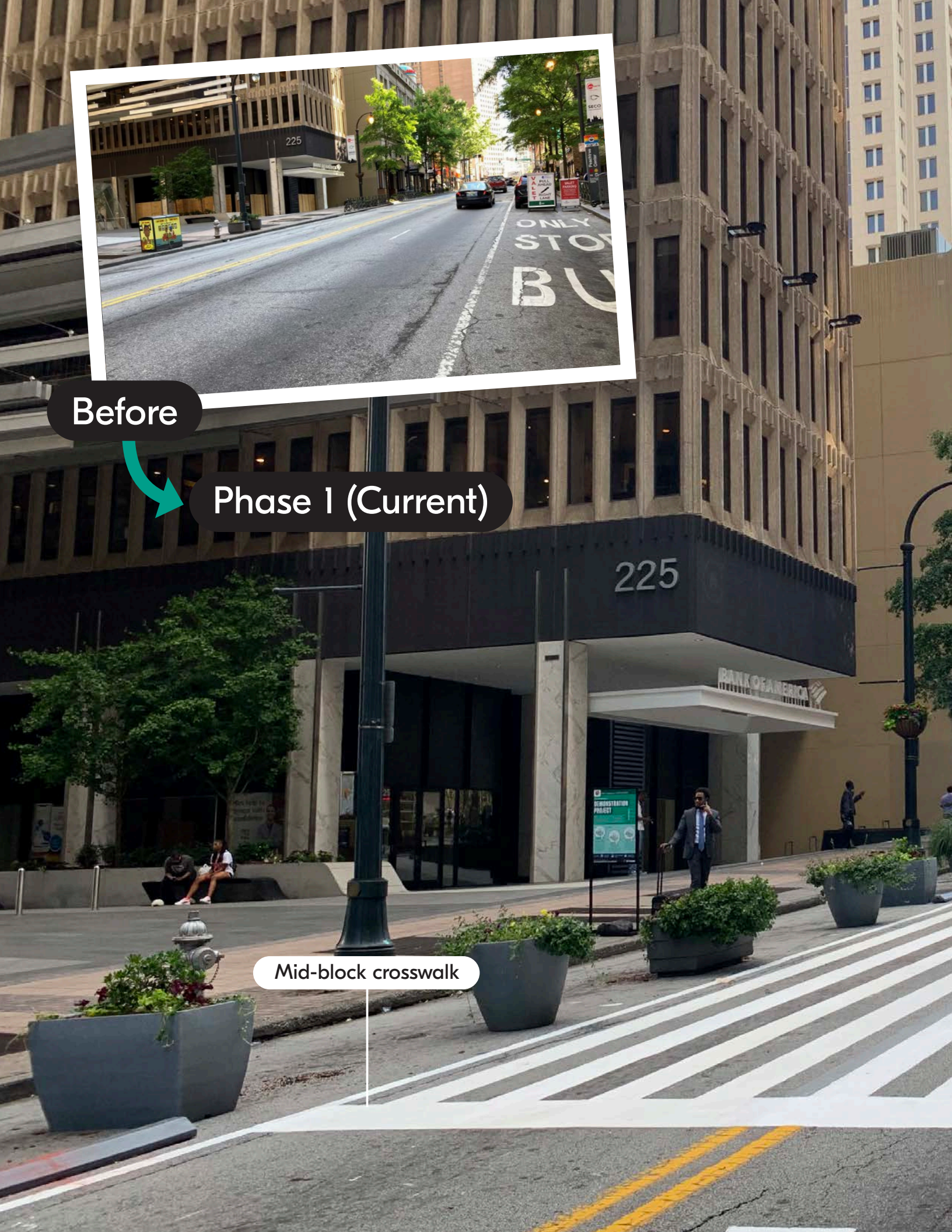
Take the before & after surveys!

Scan this code with the camera app on your phone or go to [www.sharepeachtree.com](http://www.sharepeachtree.com)



Before

Phase 1 (Current)



Mid-block crosswalk



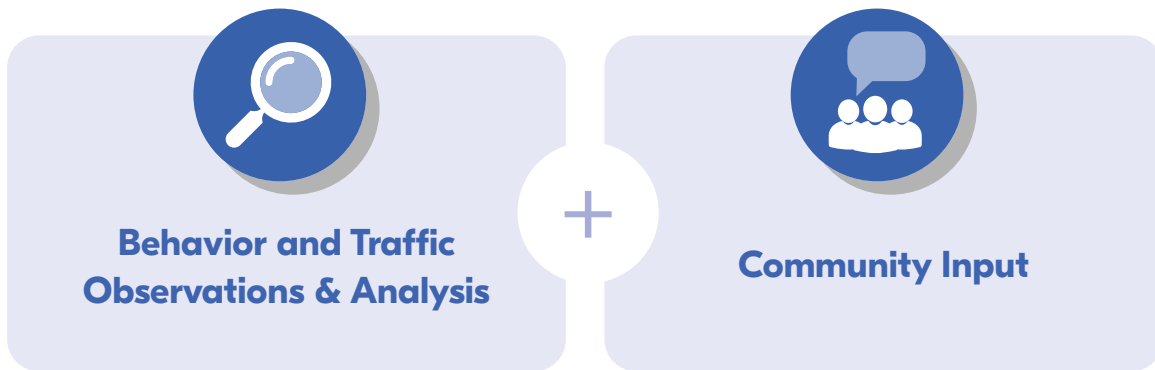
Reduced vehicle lanes

Expanded pedestrian space

Mid-block ADA ramps

# HOW WE'RE EVALUATING

Phase I was monitored and evaluated throughout the initial 90-day installation to determine how successful the demonstration is, what modifications should be made in the near and long term, and what additional support is needed. Quantitative and qualitative measures will be used to evaluate the project, including:



## Behavior and Traffic Observations

DCP has been monitoring how people are traveling around the Demonstration Project and what impacts it's having to vehicular travel times Downtown, recognizing slowing vehicle speeds is a goal to improve safety here. Technology and in-person observations will inform how people are using the redesigned street. These include:

### On-site Observations

City staff regularly monitors and documents observed behaviors on site while conducting maintenance activities. Observations are reported to the project manager.

installed for multiple three-day periods, the length of a single charge. They monitor vehicle volumes, speeds, travel times, and turn movements, as well as pedestrian and cyclists counts.

### Miovision Analysis

Miovision technology uses computer vision algorithms to perform image analysis, turning cameras into not only recording devices but data sensors. Cameras were installed at each of the four demonstration project intersections to collect before data during the two weeks prior to the project installation and after data during the demonstration project. The cameras are

This data helped form the baseline for operations in the project area. While this before data offers useful comparisons, factors beyond the demonstration project that may influence changes in travel behavior Downtown must also be considered, such as the coincident timing of the demonstration project with loosening social distancing requirements for COVID-19 and a gradual return of people to tourism destinations





## Analyzing Traffic Patterns with Miovision

Staff installed Miovision cameras at four intersections to collect more detailed information about travel patterns for all modes than what is available with traditional data sources. It analyzes video recordings like this and turns them into information about pedestrian, cyclist, and vehicle counts and turn movements.

# MONITORING TRAFFIC IMPACTS

**LOS  
A, B, or C**

All intersections are **operating at acceptable levels of delay** for urban areas, Level of Service (LOS) A, B, or C.

**0 to 11.1  
seconds**  
of additional  
intersection  
travel time

Most intersections are experiencing **1 to 5 seconds of additional travel time** for drivers compared to before the installation. The greatest recorded increase in travel time occurred at Ellis Street on Monday mornings, averaging 11.1 additional seconds.

**27%**  
average increase  
in pedestrians

Over the first 90 days, the average number of pedestrians increased significantly, up 27 percent during morning and evening peak hours.

**11%**  
decrease in total  
vehicle volumes

The total number of vehicles driving along the three blocks of the Demonstration Project decreased by 11 percent, suggesting drivers are using alternate routes or external factors are resulting in less driving overall.

*Travel patterns were measured using Miovision video cameras on Mondays, Tuesdays, and Sundays from June 6 to June 20 (before period), June 21 to July 22, and August 8 to September 7 (after period), and analyzed using Synchro software for AM and PM peak hours. DragonCon weekend was analyzed separately. Changes in travel may also be attributed to seasonal changes and evolving COVID-19 social distancing protocols.*

and offices. Historic traffic volume data, though less detailed than the Miovision data, provides additional baseline context.

## StreetLight Analysis

Additional data is being used as a supplement to the Miovision data, offering broader insight on how the Downtown street network is operating after the demonstration project was installed. StreetLight uses anonymized data from cell phones and navigation devices to track travel patterns for people walking, biking, and driving through cities and can be used to analyze travel patterns over time.

Key findings for the 60- to 90-day post-installation period include:

- All intersections are operating at acceptable levels of delay for urban areas.
- Most intersections are experiencing 1 to 5 seconds of additional travel time for drivers compared to before the installation.
- The average number of pedestrians increased by 27 percent during morning and evening peak hours over the first 90 days.
- There was an 11 percent decrease in total vehicle volumes.

These findings suggest there is an increase in pedestrian activity associated with the demonstration project and it is not negatively impacting vehicular travel beyond what is typical in an urban environment, supporting an extension of the project, with minor adjustments to improve operations.

## Emergency Vehicle Response Time Analysis

Community members expressed a concern for how the reduced number of vehicle lanes on these three blocks might impact emergency vehicle access and response times. Working with the Atlanta Fire and Rescue Department (AFRD), DCP analyzed response times for AFRD and Grady Hospital vehicles in the project area. After the Demonstration was installed, the average response time increased by just 14 seconds and the maximum response time decreased by 1 minute and 51 seconds. AFRD has confirmed they are able to provide adequate service with the new configuration.

CHANGES IN EMERGENCY RESPONSE TIMES		
	Before	After
	3/3/21 to 6/25/21 148 total calls	6/26/21 to 10/20/21 158 total calls
Average Response Time	5 min 22 sec	5 min 34 sec
Maximum Response Time	12 min 51 sec	11 min 0 sec



Fire trucks operating in the demonstration project

# LETTERS OF SUPPORT

Check out quotes from Letters of Support submitted by members of the Peachtree Street community:

**“We could not be more supportive of making Peachtree Street more welcoming, attractive, and useful to the entire community and not just vehicles passing through.”**

-Banyan Street Capital (235 Peachtree) Letter of Support

**“The program complements our ongoing investment to transform and activate AmericasMart along Peachtree Street. These features and improvements will help us retain our existing customer base and attract Atlanta’s next generation of small business owners, employees, and visitors.”**

-AmericasMart Letter of Support

**“As residents, we are excited about the opportunities that the project potentially brings to the area, such as attracting 24-hour activity for different user groups, developing underutilized and empty lots, and increasing the resident population in the area and overall public space.”**

-Atlanta Downtown Neighbors Association Letter of Support

See page 300 for the full text and other letters of support.

## Community Input

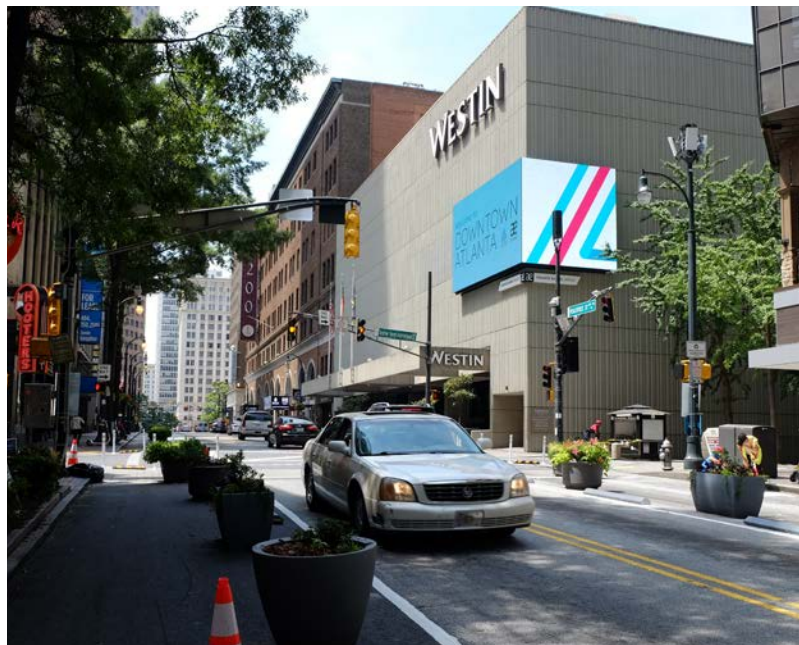
The effects of the demonstration project on the people who live, work, and spend time on Peachtree Street will be a critical measure of its success. There are several ways community input was collected through continued engagement after the Phase 1 installation:

- **Surveys:** Before and after online surveys were conducted to understand how the demonstration project has affected people’s experience on Peachtree Street. They included questions about which aspects of the existing and demonstration project designs respondents like or dislike, challenges they have experienced that should be considered in modifications to the design, level of support for the project, and suggestions for programming activities to be included in Phase 2.
- **On-site Discussions:** Staff conversations with people who live, work, or spend time on Peachtree Street during and after the installation helped inform the team’s understanding of the community’s response to the demonstration project. Several Walk and Talk events were also hosted to discuss the project with the community on site and staff hosted a weekly booth at the Peachtree Center Green Market.
- **Direct Contact:** Staff will continue to communicate directly with corridor stakeholders to get their insights on how the demonstration project is affecting their day-to-day operations and experiences. Community members are also able to contact staff directly with comments and questions using the project website and email address, as well as the Department of City Planning’s social media platforms.

# INITIAL RESULTS SUMMARY

Initial observations and feedback from the community in the first months following the installation have begun to inform an understanding of how the demonstration project is affecting behavior and operations on Peachtree Street. As with any major change, it will take time for people to adjust to the new design, and observations and feedback will continue to evolve with time. Preliminary observations and feedback include:

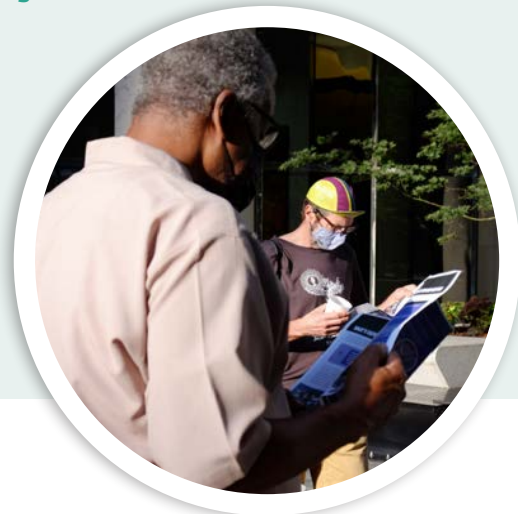
- Many community members have expressed excitement over making the street more pedestrian-friendly with additional walking space and adding beauty and color to the street with the planters.
- Average vehicle speeds after the installation are slightly slower than before, averaging between 5 and 15 miles per hour during most time periods the week after the installation, according to Iteris ClearGuide data.
- Pedestrians began using the mid-block crossing at Peachtree Center immediately, even before painting was complete.
- Pedestrians are using the curb extensions at the corners for additional queuing space as they wait to cross the street.
- Some vehicles were yielding for pedestrians before the mid-block crossing, while others continue through. Adding pedestrian crossing signs helped with compliance.
- Buses turning south from Andrew Young International onto Peachtree were observed to encounter turning challenges with northbound vehicles stopping past the stop bar, so the planters, wheel stops, and curb radii were adjusted.



- Many restaurant operators are excited about the opportunity to have on-street dining and participated in an informational session to get their spaces permitted. The first space has already been installed at Meehan's.
- MARTA buses are able to pick up and drop off passengers at street level without issues and passengers are able to use the temporary mid-block ADA ramp to get down to street level.
- Vehicular delay was observed when the MARTA Mobility paratransit bus loads for extended periods, so dedicated loading areas were added.
- Fire trucks, police vehicles, and freight vehicles are able to maneuver in the space.
- In some cases, vehicles are loading and unloading passengers or deliveries in the travel lanes, which can interrupt the flow of traffic. All loading and unloading, per City of Atlanta ordinance, should be occurring on side streets.
- Some people expressed concern about valet operations at Hotel Indigo spilling over into the travel lane at times, even though the valet space provided in the demonstration project is longer than the previously permitted space. The valet width was adjusted to better accommodate loading.
- Traffic signal timing was assessed by the Regional Traffic Operations Program (RTOP) to maximize usable green time. The signal timing was determined to be appropriate and was not changed.
- The function of the expanded pedestrian space has confused some users, who perceive it to be a LIT travel lane for cyclists and scooters and have therefore been frustrated by difficulty moving continuously through the space due to the placement of wheel stops, planters, and ADA ramps. Because the final shared space will not have dedicated lanes for any mode, these were not intended to be travel lanes for LIT riders; LIT riders are meant to share the travel lanes with vehicles. Additional clarification on the purpose of these spaces may be helpful, and the installation of outdoor dining areas and additional furniture in Phase 2 may help with this distinction.
- Some community members have expressed concerns about reducing the number of vehicle travel lanes.



Staff actively observed, analyzed, and engaged the community to gauge the impacts of the Phase 1 Demonstration Project and make any necessary adjustments or upgrades. Initial findings were reported in the 30-Day, 60-Day, and 90-Day Phase 1 Update documents. These complete reports are available in the Appendix beginning on page 279.





On-street dining at Meehan's Public House

## On-Street Dining

Bringing life to the street with furniture and activation was a key piece of the community's vision for the shared space and an aspect that can be tested in the temporary installation. Cafe seating installed for Park(ing) Day was enjoyed by the community and similar seating will be installed in Phase 2. City staff is currently working with restaurants on Peachtree Street to permit on-street dining in the expanded pedestrian space during the Demonstration Project. The first permit was approved for Meehan's Public House in late summer 2021. They are being administered through the City's Department of Transportation, with the same process used for restaurants to get dining permits for parklets in on-street parking spaces elsewhere in the city. In Phase 2, these on-street dining spaces may be upgraded to include features like curb extension platforms to bring them up to sidewalk level.



Illustrations from the City's Placemaking Program show how a demonstration parklet (above) can transition to include a tactical curb extension (left).

# PHASE 1 DESIGN ADJUSTMENTS

The Phase 1 design was intentionally installed to test what works by using simple, easily adjustable materials to provide flexibility and allow modifications to the layout as needed. Based on observations and community feedback over the first few months, the following changes were made to the initial Phase 1 design:



## Geofencing Ridehailing Locations

The City coordinated with ridehailing services Uber and Lyft to set up a digital geofence, a boundary for where the apps will allow trips to begin or end. To minimize vehicles stopping and dwelling on Peachtree Street, these were set to the side street corners, where there is more space for vehicles to go around.



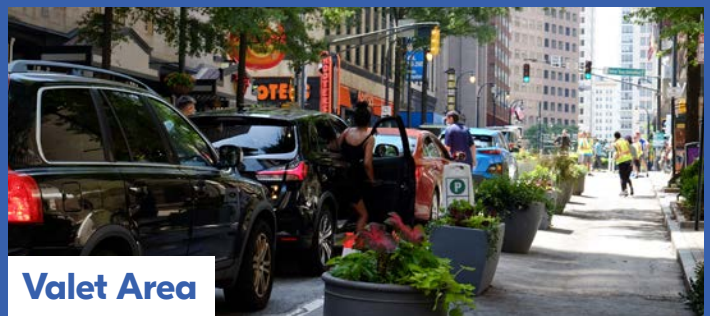
## MARTA Mobility Pull-offs

To better accommodate passenger loading and unloading for MARTA Mobility buses, two pull-off areas were added, one on each side of the block between John Portman Boulevard and Andrew Young International Boulevard. They are painted red, indicating they are for transit use only.



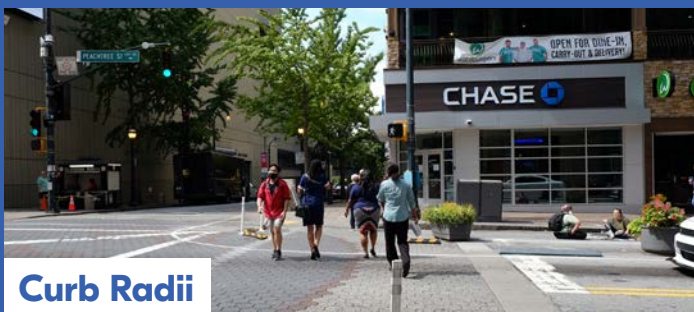
## Planters and Wheel Stops

The planter and wheel stop placement near the corners of Andrew Young International Boulevard and John Portman Boulevard was adjusted to make it easier for large vehicles to turn the corner.



## Valet Area

The previously existing Hotel Indigo valet area has been included in the Demonstration Project design. It was adjusted to give passengers a little more room to get in and out of vehicles.



## Curb Radii

The curb radii at the intersection of Andrew Young International Boulevard was adjusted to make it easier for buses and other large vehicles to turn the corner.



## Pedestrian Crossing Signs

Signs were added to the new mid-block crossing between Andrew Young International Boulevard and John Portman Boulevard to encourage greater compliance from vehicles.



# NEXT STEPS

As of November 2021, the Phase 1 demonstration project will remain in place in the Peachtree Center area through Spring 2022 to continue testing travel patterns and public space activation in preparation for a shared space. The project has shown a positive impact on the pedestrian experience, created opportunities to continue activating the street, and accommodated vehicular traffic at acceptable levels for an urban setting. Activity levels Downtown since the demonstration project was installed have fluctuated based on evolving COVID-19 public health guidance and social distancing protocols. Community members have expressed interest in continuing to see how Peachtree Street performs as there is more of a sustained return to offices and travel. Extending the Phase 1 condition for a longer period will allow continued observations and community input before additional features are added.

Immediate next steps for the demonstration project in late 2021 and early 2022 include:

- Continue conversations with the community.
- Continue to monitor the performance of the demonstration project.
- Implement Phase 2 of the demonstration project in Spring/Summer 2022. This will include asphalt mural art, additional outdoor dining and seating, and programming and activation.
- Continue to work with restaurants to permit on-street dining.
- Activate street level and commercial space. Evaluate potential temporary uses and pop-up tenants.
- Continue ongoing maintenance activities to keep the installation in good condition.



# 8.0 ACTION PLAN



# 8.0 ACTION PLAN

## INTRODUCTION

The Peachtree Shared Space Study is a bold and transformative project that will put people first and be a paradigm shift in the way we view and use our public spaces. The work highlighted in the Action Plan was influenced by discussions with City of Atlanta Departments including the Mayor’s Office, community and agency partners, City of Atlanta Councilmembers, and property owners. It leverages the technical analyses of this study and assumption of existing capacity of key implementers to inform the path forward that is realistic, implementable, and most importantly reflects what we heard during this process.

## Timeframe

The Action Plan focuses on the next five years. It will require significant resources both in staff time and funding but will be a foundation for the Peachtree Street Shared Space to flourish. The Action Plan outlines three dedicated project timeframes. The overall 5-year timeframe was selected to align with the City of Atlanta’s official bid to host games for the 2026 World Cup, which will bring soccer fans from around the world. The timeframes are:

**Immediate (0-1 Year)** – Action items listed in this initial time focus on building staff capacity and community trust to support the long-term needs of the space, conducting a deep-dive into the physical and subsurface constraints, implementing phase 2 of the demonstration project, and conducting a review of city policies to ensure they are aligned with the projects goals.

**Mid-term (1-3 Years)** – Action items listed for the mid-term timeframe move the concept towards schematic design based on the survey results and position the approaching Peachtree Street segments as Complete Streets.

**Long-term (3-5 Years)** – The major action item identified in the long-term timeframe is to construct phase 1 of the shared spaced from West Peachtree Street south to John Wesley Dobbs. It also includes redesigning Woodruff Park to leverage the changes to Peachtree Street.

**Ongoing (0-5 Years)** – There will be a continuation of activities once this study is complete. These action items are mostly related to activation and programming, marketing and branding, and social equity initiatives which will need to occur to position the project for success.

## Partners

The success of the Peachtree Street Shared Space will rely on the construction and implementation of a well-defined framework for collaboration between public, private, and community partners; the seamless integration of the shared space into Downtown's urban fabric; the establishment of multiple, robust sources of operational funding; and the commitment to making the shared space an asset that will remain accessible to and benefit Atlanta's diverse communities. Partners will need to collaborate, coordinate, and understand the long-term collective wins necessary for success. The partners identified below are not an exhaustive list but an overarching framework of key implementors that need to be actively engaged in the process at various points. These include:

### City of Atlanta

**Departments** such as the Office of Mayor, Department of City Planning, Department of Transportation, Department of Watershed Management, Department of Parks and Recreation, Department of Public Works, Department of Law, the Atlanta Police Department, and the Atlanta Fire Department.

### Agency Partners

such as Central Atlanta Progress/Atlanta Downtown Improvement District (CAP/ADID), Invest Atlanta (Invest), Atlanta Regional Commission (ARC), Metropolitan Atlanta Rapid Transit Authority (MARTA), Metro Atlanta Chamber of Commerce, Atlanta Convention and Visitors Bureau, and the Atlanta Atlanta-Region Transit Link Authority (the ATL).

### Major Property Owners

such as Banyan Street Capital, AmericasMart, 100 Peachtree, Emory University, SunTrust Plaza, Central Atlanta Library, Board of Regents of the University System of Georgia, Invest Atlanta, St. Luke's Episcopal Church, the Georgia Department of Transportation, First United Methodist Church, Portman Holdings and Hyatt.

**State Entities** such as Georgia Department of Transportation and Georgia Department of Economic Development.

### Community Organizations

such as Atlanta Makers, Atlanta Made, Living Walls, Dashboard, Atlanta Downtown Neighborhood Association, Neighborhood Planning Unit (NPU) M

Table 10. Key Recommendations Summary

CATEGORY	PROJECT	TIMEFRAME (YEARS)	KEY PARTNERS TO CITY OF ATLANTA'S DEPARTMENT OF CITY PLANNING
<b>Participation, Governance, Stewardship, and Branding</b>	Develop a detailed governance and stewardship plan for the Peachtree Shared Space	0-1	CAP/ADID/Invest Atlanta/Property Owners
	Make case for key stakeholders to fund and otherwise support the Peachtree Shared Space's Implementation	0-1	CAP/ADID/Invest Atlanta
	Keep the Public Space Working Group Engaged and Growing	Ongoing	CAP/ADID/Invest Atlanta
<b>Activation and Programming</b>	Refine the Brand	Ongoing	CAP
	Activate Ground-Level Public and Private Spaces	Ongoing	CAP/ADID/Invest Atlanta/Property Owners
	Create a Destination for Both Locals & Tourists	Ongoing	CAP/ADID/Invest Atlanta/Property Owners
	Embody Local Identity & Promote Civic Pride	Ongoing	CAP/ADID/Invest Atlanta/Property Owners
	Create a Base of Daily Users	Ongoing	CAP/ADID/Invest Atlanta/Property Owners
<b>Land Use and Urban Design</b>	Create a Pink Zone	1-3	Multiple City of Atlanta Departments
	Implement Phase 2 of the Demonstration Project	0-1	ATLDOT/CAP/ADID
	Stormwater and Green Infrastructure Consideration	Ongoing	ATLDOT/Department of Watershed/Department of Parks and Rec.
	Redesign Hardy Ivy Park and Margaret Mitchell Square to Seamlessly Integrate with the Shared Space	1-3	CAP/ADID/Multiple City of Atlanta Departments
	Redesign Woodruff Park	3-5	CAP/ADID/Multiple City of Atlanta Departments
	Conduct a Deep Dive on City Policies	0-1	Multiple City of Atlanta Departments

CATEGORY	PROJECT	TIMEFRAME (YEARS)	KEY PARTNERS TO CITY OF ATLANTA'S DEPARTMENT OF CITY PLANNING
<b>Transportation</b>	Conduct a detailed Survey of the Corridor between John Wesley Dobbs and West Peachtree Street	0-1	ATLDOT
	Advance Conceptual Design to Schematic Design	1-3	Multiple City of Atlanta Departments
	Advance Schematic Design through to Plan Specification and Estimate Plans	1-3	Multiple City of Atlanta Departments
	Monitor the multimodal changes from the Demonstration Project	Ongoing	ATLDOT/CAP/ADID
	Implement Cycle Atlanta 1.0 Study Recommendations	3-5	ATLDOT
	Restripe Peachtree Street between Marietta Street and John Wesley Dobbs as a Complete Street	1-3	ATLDOT
	Restripe Peachtree Street between West Peachtree Street and North Avenue as a Complete Street	1-3	ATLDOT
	Restore Walton Street to Two-way	0-1	ATLDOT/CAP/ADID
	Restart the Conversation to Restore Downtown's Streets to Two-way	Ongoing	ATLDOT/CAP/ADID
	Conduct a Study to Connect Walton Street to Edgewood Avenue	3-5	CAP/ADID
	Coordinate with the Curbside Management Study	0-1	ATLDOT
	Rebuild Peachtree Street as an Exceptional Public Space	3-5	ATLDOT
	Conduct an Intersection Improvement Study for select intersections along Peachtree	1-3	ATLDOT/CAP/ADID
<b>Equity and Inclusion</b>	Continue to work with partners to support our unhoused neighbors	Ongoing	CAP/ADID/Multiple City of Atlanta Departments
	Explore the potential of providing power, restrooms, and potable water stations for events and unhoused neighbors	1-3	CAP/ADID/Multiple City of Atlanta Departments
	Engage the students and youth in Downtown	Ongoing	CAP/ADID/Multiple City of Atlanta Departments

# Participation, Governance, and Stewardship

As the Peachtree Street Shared Space progresses from concept plan to full street reconstruction project, the need for key stakeholders to resolve these open questions around governance and stewardship has become vitally important. The recommended tasks and next steps below outline a process for developing a model that is capable of both making the demonstration project successful and carry the momentum generated forward to build political and financial support for full implementation.

## Immediate (0-1 Year)

### Develop a detailed governance and stewardship plan for the Peachtree Street Shared Space

Throughout this study's engagement process one major question kept popping up from the community and major property owners, how do we maintain and activate the shared space once it is built? At the conclusion of the shared space study, the City of Atlanta should collaborate with agency partners to commission a study to develop a governance and stewardship model that is tailored to the unique dynamics along Peachtree Street. In the Appendix of this report there is a high-level review of comparable plans and considerations. In general, the study should:

1. Flesh out the operational and management needs of both the demonstration project phases, including **staffing requirements and high-level budgets** for maintenance as well as programs.
2. **Assess the capacity of potential partners** to be involved with the management as well as programming and activation of the shared space, considering both the near and long terms and focusing on the Public Space Working Group members.
3. Put forth a suite of governance and stewardship scenarios and establish a series of **criteria and principles** (informed by research and stakeholder engagement) that can be used to evaluate each option and make a selection.
4. Identify **key objectives and associated performance metrics** that can gauge the extent to which the selected model was successful and inform the process of recalibrating its activities and resource allocation as a more permanent framework is developed.



## Make the case for key stakeholders to fund and otherwise support the Peachtree Street Shared Space's implementation

Public and private money will need to be raised to support, build, and maintain the Peachtree Street Shared Space. Grants and other funding mechanisms will need to be explored as well. To fundraise and position the project for success the City will need to make a strong, consistent case for financial support. The City and its partners will need to:

1. Identify the potential indicators and benefits that would most resonate with both key stakeholders and the general public and establish protocols for **observing and collecting relevant information** over the course of the demonstration project.
2. Conduct a comprehensive analysis of the **potential economic impacts** the shared space could generate by considering the direct, indirect, and induced impacts of its construction, potential for real estate development and value enhancement and increased local visitation, among others.
3. Continue to **articulate how the shared space is aligned with and advances broader planning and economic development objectives** for Downtown, and the City of Atlanta more broadly, including those outlined in the One Atlanta plans and Resilient Atlanta strategy.
4. Translate the findings from tasks 1-3 into a series of arguments that target key stakeholders at various levels of government, property and business owners, and philanthropic entities, compelling them to support the project. Messaging points might include but are not limited to the following:
  - a. **COVID Recovery:** Underscore how efforts to revitalize Downtown Atlanta's streetscape such as the shared space are essential to the recovery of the central business district (which is, by extension, integral to the City's as a whole).
  - b. **Economics of Placemaking:** Demonstrate how improvements to the public realm enhance the visitor experience, catalyze foot traffic, and increase retail sales, addressing the pre-pandemic weaknesses of the central Peachtree corridor.
  - c. **Equity and Inclusion:** Focus on how the design elements and planning principles behind the shared space enable it to support a more accessible and inclusive Downtown Atlanta that welcomes people of all backgrounds.

## Ongoing

### Keep the Public Space Working Group Engaged and Growing

The Public Space Working Group (PSWG) was created as a steering committee for this project, with the intention of a life beyond this study to support public space initiatives throughout the City of Atlanta. The initial group of about 20 community members has grown over the course of the project to include more residents, business owners and property owners and today numbers around 30 members. This group should continue to be engaged with the process at set intervals. The group also has unique perspectives and skills which can be leveraged to continue messaging and refining the shared space. Initial sub-groups could focus on Activation and Programming, and Social Equity and Inclusion.

### Refine the Brand

The Peachtree Shared Space brand has potential to influence and shape public space in the City of Atlanta and beyond for decades to come. A good brand communicates a clear message about what a product, service, or organization. The Peachtree Shared Space brand was developed at the beginning of the study, building on the work from the Atlanta City Studio effort and Atlanta City Design.

Just like any high-profile effort where the audience and users range from locals to the international community it will be important to consult with a marketing communications firm that reflects Atlanta's values and understands the effort to date. A review of the brand should be done in collaboration with the governance and stewardship effort to ensure that the current brand still promotes and tells the intended message to a variety of users.



Staff, members of the Public Space Working Group (PSWG), and other corridor stakeholders met on site to discuss Phase I of the Demonstration Project. The PSWG will continue to meet and bring in new members to support the implementation and activation of the shared space.

## Activation and Programming

A vibrant, safe, thriving, and successful Peachtree Street Shared Space will rely on creating a beautiful public realm and keeping the space active with programming that is reflective of its history and the community. The below Activation and Programming projects are intended as a starting point and will need to be continually refined, monitored, and tailored to meet the changing needs of the Atlanta community, and will need to work hand-in-hand with the governance and stewardship plan. The majority of these projects are focused on the shared use space between John Wesley Dobbs Avenue and West Peachtree Street but can be applied along the corridor in various locations.

### Ongoing Activate Ground-level Public and Private Spaces

Peachtree Street, in the core of the study area, is home to more than 1,000 businesses that employ approximately 24,000 workers. This should, in theory, translate to a high volume of street-level foot traffic and a vibrant public realm. However, much of this activity appears to occur on the upper and below-ground levels of the buildings along this corridor, due to the skyway network and the subterranean connections that directly link workplaces to the Peachtree Center MARTA station. What's more, only one-third of the ground-level spaces along Peachtree Street's core are storefronts (and an even smaller share are actively used).

This indicates the need for more creative, non-traditional approaches to bring life onto the street. In order to animate a reimagined Peachtree Street, programming interventions should specifically seek to translate the existing activities that take place both above and below-ground to the street-level.

### Preliminary Programming Ideas

#### 1 PEACHTREE CENTER "SHOWCASE"

Upon assessing the labor market and the feasibility for restaurants to hire additional staff to meet new demand, consider setting up and outfitting one or more food stalls in the shared space's pedestrian comfort zones and provide the food service businesses located in the Peachtree Center underground mall with an opportunity to open up a second location at the street-level, rotating tenants on a seasonal or biannual basis. This can encourage workers to regularly come outside their buildings for meals, provide passersby with a fresh, high-quality, and local vending option, and give participating businesses more visibility to foot traffic as well as an opportunity to temporarily expand their footprints and sales.



Vendors in Times Square (Source: TSQ MKT)

### Implementation Considerations

- There are three kiosks just south of Ellis Street that are operated through the [City of Atlanta's Public Right-of-Way Vending Program](#). These could be used to test or pilot the program in the short-term.
- Historically, vendors have assumed the costs associated with upfit, which stakeholders have reported that this makes participation financially challenging for smaller operators.
- A streamlined or omnibus permitting process could also enhance the feasibility of such a program. The January 2021 [reforms](#) to the City's kiosk program indicate progress on this front.

### Potential Partners to Involve

- The Hub at Peachtree Center
- Central Atlanta Progress
- [MicroATL Task Force](#) (Department of City Planning)

### Cases & Inspirations

- [Dallas "Glass Boxes" Grant Program](#) - Helps fund the development of small kiosks in both the public and private realm that can house food service or "soft" good retailers. Reimburses a share of the costs associated with box construction and outfitting.
- [Times Square Market \(TSQ MKT\)](#) - Year-round kiosks distributed throughout the pedestrian plazas along Broadway that are operated by the Times Square Alliance and Urbanspace, showcasing a variety of the district's distinctive food and retail offerings.

## 2

### STREETSIDE STARTUP SPACE

Designate one of the shared space's pedestrian comfort zones or a portion of a public space as an outdoor co-working facility, equipping it with seating and tables, wireless internet, electrified outlets, and other office-like amenities that translate well to an outdoor environment. This could bring the buzzing atmosphere of a co-working or collaborative office space onto the street level and provide the significant volume of workers whose companies are located along the Peachtree Corridor with an option to work outside on nice days. It would also create an opportunity for a food or beverage operator (perhaps a truck) to locate nearby and service this group.



Farrugut Fridays outdoor office space in DC (Source: Golden Triangle BID)

### Implementation Considerations

- In 2018, a free, high speed internet hotspot was set up in Woodruff Park, providing Wi-Fi to users across the 6-acre open space. The program was [renewed](#) in 2020, offering a potential location for this kind of program.
- Broader efforts to digitize Downtown Atlanta's public realm have also been undertaken, as the City issued an [RFP](#) soliciting initiatives related to interactive digital information kiosks and additional nodes of internet connectivity in 2018 as well.

- The Broad Street Pedestrian Plaza (or “Broad Street Boardwalk”) offers a model for how reclaimed street space can be transformed into a place for seating and programming.

*Potential Partners to Involve*

- Switchyards Atlanta
- LaunchGSU
- SmartATL (City of Atlanta Smart City Initiative)

*Cases & Inspirations*

- Farragut Fridays - On summer Fridays, the Golden Triangle BID in Washington transformed Farragut Square into an outdoor office with Wi-Fi, charging stations, seating, and activations provided by co-working partner MakeOffices.

*Implementation Considerations*

- In December 2020, the City of Atlanta established different pathways for permitting outdoor dining that depend on the location of the proposed area as well as a series of design standards for street dining setups.
- The Department of City Planning’s Placemaking Program is a precedent for how underutilized public spaces can be transformed into more active and vibrant places. However, it should be noted that the program only applies to city-owned properties or rights of way.

*Potential Partners to Involve*

- SunTrust
- Atlanta Department of City Planning
- Atlanta Department of Transportation

*Cases & Inspirations*

- Independence Beer Garden (Philadelphia) - A seasonal beer garden set up in a nondescript plaza alongside the Dow Building’s 6th Street frontage that provides a variety of seating options, activities, and offerings from a local restaurateur.
- Downtown Santa Monica POPS Guide - The City of Santa Monica established a “POPS program” that offers incentives to encourage private property owners to improve and activate their plazas, partnering with either Downtown Santa Monica directly or a third-party partner for management.

**3 PRIVATELY-OWNED PUBLIC SPACE (POPS) SEASONAL OUTDOOR DINING PROGRAM**

Assist the owners or managers of plazas and other privately-owned public spaces in converting them into seating for outdoor dining or beer gardens during the warmer months by connecting them with potential operators (nearby restaurants, breweries, etc.) and outfitting the spaces with seating, lighting, and the like. This could enable private plazas, which make up a substantial portion of Peachtree Street’s central frontage, to be utilized in support of activation and provide owners with an opportunity to lend their spaces to more economically generative uses.



Independence Beer Garden in Philadelphia (Source: Groundswell Design Group)

## Create a Destination for Both Locals and Tourists

Despite its geographic centrality and status as a hub of employment and commerce, Downtown Atlanta faces increased competition for local visitation and young professionals from other urban districts that have emerged elsewhere within the city and region over the past decade.

In addition to the public realm challenges, a disproportionately large share of street-level business establishments along the Peachtree Street corridor are chains or brands oriented towards non-local crowds (particularly around Peachtree Center). Stakeholders have noted that this dynamic contributes to an acute sense among Atlantans that Downtown is not authentic or made for locals, discouraging them from choosing to spend their time and money in the area.

Peachtree Street needs to cultivate a unique, eclectic mix of businesses and non-commercial experiences that cannot be found anywhere else in Atlanta, providing locals with a reason to both visit Downtown and linger there for extended periods of time.

### *Preliminary Programming Ideas*

#### 1 COMMUNITY-DESIGNED URBAN PERCHES

Invite local students and other community groups or members to design a variety of different types of street furniture (chairs, benches, bleacher seating etc.) that can subsequently be fabricated and used to adorn the pedestrian comfort zones as well as other public spaces along Peachtree Street. This can ensure that the seating offered in the area's public spaces responds to the needs and identities of a diverse user base (youth, the elderly, etc.), better enabling these spaces to become "passively" programmed by individuals who are just sitting and people-watching from these "urban perches".



#### *Implementation Considerations*

- Some stakeholders may raise concerns about street furniture designed for comfort inviting loitering by Downtown's unhoused population.
- Distributing street furniture throughout Peachtree Street will undoubtedly require a steward to take responsibility for the periodic maintenance and refurbishment of these items.
- Researchers and designers alike have noted that street furniture of all sorts is likely to become critical nodes for the integration of "smart city" technologies into the built environment.

Left: Friendship Benches designed by Brooklyn's Youth Design Center for the Brownsville Community Justice Center (Source: Youth Design Center)

### Potential Partners to Involve

- Museum of Design Atlanta
- EXLAB at Georgia State
- Central Atlanta Progress
- Georgia Tech School of Industrial Design

### Cases & Inspirations

- Friendship Benches - Students from Brooklyn's Youth Design Center created a series of "friendship benches" that were intended to promote mental health, wellness, and community, placing them in public spaces throughout the Brownsville neighborhood.
- BenchMark - Gehl and MIT designed and manufactured modular, movable furniture that used sensors to study how individuals and groups interacted on or around these units, enabling space managers to align seating in a way that maximized socialization.

### Implementation Considerations

- Stakeholders have noted that lighting around the station can be a challenge at night. Equipping the space with some sort of creative lighting installation as part of the activation approach could help address this.

### Potential Partners to Involve

- Georgia Pacific
- MARTA
- Discover Atlanta

### Cases & Inspirations

- The Lawn On D - An outdoor space at the center of the Seaport district that is programmable for public and private events. Funded by nearby Citizens Bank but owned and operated by the Massachusetts Convention Center Authority (MCCA).
- BART Plaza Activation - After a 2018 renovation, the Downtown Berkeley Association developed an activation strategy for the plaza outside the district's primary BART station to create a more welcoming and accessible place for riders.

## 2 THE LAWN AT PEACHTREE CENTER

Remove the fence surrounding the grassy area adjacent to the Peachtree Center street car and MARTA station and consider extending it in order to create additional space for seating, socializing, and even targeted programming for commuters waiting. The activation of this green space, which also offers a vantage point with view corridors looking both up and down Peachtree Street, could create a lively atmosphere outside these nodes of transit, increasing the likelihood that riders will come outside while waiting for their train (rather than moving directly from office to station via underground tunnels).



Seating glows at night at the Lawn at D in Boston (Source: Signature Boston)

### 3

## POP-UP GROCERY STORE

The Peachtree Center Green Market is a catalyst to bring the community together at the shared space. While currently open every Thursday during the Spring and Fall, this could be expanded by occupying underutilized retail space or the public realm (including the shared space's pedestrian comfort zones).



Pop Up Grocer's temporary storefront in Brooklyn, NY (Source: Secret NYC)

### Implementation Considerations

- While there is a Publix on North Avenue and the Municipal Market on Edgewood (north and east of the study area), these may not be sufficient to support the growth of the Downtown core's residential population.
- As noted in the Market section and alluded to above, according to US Department of Agriculture data, most grocers will not open up a location in an area with fewer than 5,000 residents.

### Potential Partners to Involve

- The Municipal Market
- Marddy's Market
- Publix

### Cases & Inspirations

- Pop Up Grocer - Traveling pop-up grocery store that opens temporary locations in vacant retail spaces across the country, including New York, Chicago, and Los Angeles, donating a share of its sales to local businesses.
- Union Square Greenmarket - Outdoor market in Union Square (open four days a week, year-round) that is organized by GrowNYC and provides more than 100 regional farmers, fishers, and bakers with an opportunity to sell their products to urban residents.
- Fresh MARTA Market - Atlanta's transit agency hosts weekly, seasonal food markets at several of its transit stations to offer a convenient way for riders to pick up fresh food on their way home. It partners with local growers and organizations like Atlanta Community Food Bank, Open Hand, and Wholesome Wave Georgia.



## 4

**CENTRAL LIBRARY READING “ROOM”**

Margaret Mitchell Square and the shared space’ pedestrian comfort zone are areas that can be outfitted and programmed by the newly renovated Central Atlanta Library, offering “reading rooms” that are closer to the branch than the one currently located in Woodruff Park. This could enhance the library’s ability to contribute to street life on Peachtree by providing patrons with greater opportunities to take their books outside and enabling the library to host programs such as its author lecture series outdoors in the warmer months, creating a regular weeknight event that can draw locals and visitors alike.



Authors panel at the Bryant Park Reading Room (Source: Angelito Jusay)

Implementation Considerations

- A “reading room” was constructed in Woodruff Park approximately a decade ago. Despite its relative distance from the library, it could be a good location in which to test out some of this enhanced outdoor programming.
- The seating generated by the “community designed urban perches” idea could furnish the library’s programmable outdoor areas, providing unique seating options that distinguish their spaces from others Downtown.

Potential Partners to Involve

- Central Atlanta Library
- Central Atlanta Progress
- Atlanta-Fulton Public Library Foundation
- Woodruff Park

Cases & Inspirations

- NYPL Bryant Park Reading Room - Seating area outside the NYPL Bryant Park branch equipped with seating, bookshelves, and a reading recommendations board that hosts author talks and other programs in the evenings that are serviced by local food trucks.
- Nashville Library Courtyard Concerts - Free summer lunchtime concert series hosted in the Robinson Courtyard at the Main Library, showcasing local musicians and songwriters and streaming performances on the library’s website.

## Embody Local Identity & Promote Civic Pride

Atlanta is one of the cultural capitals of America, with vibrant and seemingly ever-expanding music, film, fine, and performing arts scenes. Yet, the Peachtree Street corridor is home to just 20 of Atlanta's more than 600 arts, culture, and entertainment establishments, generating a mere three percent of the city's annual sales related to these activities. While several of the arts organizations who are located along Peachtree Street are institutions who have been there for decades, the pandemic has had a destabilizing effect. It is imperative for Peachtree Street's future vibrancy that the Downtown arts and culture ecosystem not only recover but subsequently thrive.

Great main streets manifest the best and most distinguishing features of their city's culture. Peachtree Street should serve as both a stage and canvas for Atlanta's diverse, dynamic, and growing creative community.

### *Preliminary Programming Ideas*

#### 1 PEACHTREE CENTER STAGE

Identify locations along the Peachtree Street study area that could be suitable for hosting regular outdoor performances, either utilizing existing public realm assets or a dedicated portion of the shared space's pedestrian comfort zones. One possibility is the rooftop of the Peachtree Center MARTA station headhouse (where Carnegie Way and Forsyth Street meet Peachtree), positioned at a central location that experiences higher foot traffic due to the presence of a key transit node. This could provide a literal platform on which emerging Atlanta artists can perform, providing some life and activation on Peachtree Street in the process.



### *Implementation Considerations*

- Locating a stage on top of or near the Peachtree Center MARTA headhouse could reinforce the activation efforts at the Central Atlanta Library, Georgia Pacific Plaza, and streetcar stop discussed in Strategy 2.
- The Peachtree Center MARTA headhouse has also been identified as a transit-oriented development opportunity by the agency, who issued a developer RFP for the site in 2018.

### *Potential Partners to Involve*

- MARTA
- Atlanta Jazz & Hip Hop Festivals
- Dance Canvas

### *Cases & Inspirations*

- Los Angeles Metro Art - In addition to visual and other static installations, the Los Angeles metro incorporated performances into its public art strategy, creating opportunities for dancers and musicians (among others) to activate stations.

Left: Live music performances at Union Station in Los Angeles (Source: LA Metro)

- Spokane Transit Authority Plaza - An indoor plaza at the central hub of the Spokane transit network is utilized for events and performances throughout the year. Community members are invited to submit applications to host events in this space.

## 2 LOCAL ARTS AND CRAFTS MARKET STALLS

Explore options for mobile market stalls that can be occupied by local artists or makers (perhaps on a rotating annual or seasonal basis) and set up along the Peachtree Street corridor, potentially along the western edge of Woodruff Park. This could provide smaller-scale craftspeople, who are not quite established enough to occupy a retail unit but would like to expand sales beyond online marketplaces, an opportunity to temporarily set up shop in the core of Downtown Atlanta. Additionally, if this quasi market were operated on a regular basis, it could become an event in of itself that attracts both locals and visitors.



Asheville Makers Market (Source: Grove Arcade)

### Implementation Considerations

- Similar to the street furniture ideas outlined in Strategy 2, the operation and maintenance of the market stalls would likely require a steward to hold responsibility for these tasks.
- The sellers featured in the market stalls can be curated by local art galleries, maker organizations, and other boutique manufacturing associations, relieving the steward of this responsibility.

### Potential Partners to Involve

- Atlanta Makers
- Atlanta Made (Westside Provisions)
- MINT Gallery
- Switchyards

### Cases & Inspirations

- Markets for Makers - Company that puts together indoor-outdoor markets in which makers, artists, and boutique manufacturers to showcase and sell their work in Miami, Chicago, and other cities.
- Asheville Makers Market - Outdoor bazaar at the Asheville's Grove Arcade with dozens of stalls where artisans can sell their jewelry, clothing, paintings and other crafts directly to the public, offering an opportunity to experience Asheville at its most homegrown.

### 3 BLANK WALL MURALS & DIGITAL ART

Build upon Central Atlanta Progress' Arts & Entertainment (A&E) District initiative by identifying blank walls that are suitable canvases (of which there appear to be several throughout the Peachtree Street corridor) and commission works by local artists via partners like Living Walls ATL. Specific opportunities to expand CAP's very successful digital signage and multimedia art installations should also be considered as part of this initiative. In addition to being key components of a coordinated public visual art strategy, both the murals and digital boards could be important conveyors of public service announcements (as they were during the pandemic) or broadcast viewing locations for major events.



Short film by David Hockney screened every evening for a month at the CIRCA Piccadilly electronic billboard in London (Source: Harper's Bazaar)

#### Implementation Considerations

Several digital boards have already been installed near Peachtree Street, above the MARTA station, the parking deck on Forsyth, and the Westin Hotel. It should be noted that the A&E district has been limited to 25 sign locations total.

The digital boards in particular require technically skilled and highly involved steward, who can ensure that their power sources are robust and a series of safety protocols are observed during installation as well as operation.

#### Potential Partners to Involve

- Living Walls ATL
- Central Atlanta Progress
- Dashboard
- Outer Space Project
- Forward Warrior
- Powehaus Creative

#### Cases & Inspirations

- Times Square Arts - The public art program of the Times Square Alliance that collaborates with renowned artists to experiment and engage with the district's electronic billboards, vacant areas, and public plazas to integrate art into the urban fabric.
- CIRCA Piccadilly - Public art program that took over Europe's largest electronic billboard to screen digital artwork. Artists, including major names such as Ai Weiwei, occupy the space for one month at a time each.

## 4

### BLACK MONUMENTALITY

Expand on the “landmark art” projects being pursued by the Mayor’s office by commissioning public sculptures from local, Black artists to replace any monuments or references to confederate figures and history along the Peachtree Street corridor. This may eliminate some elements of the public realm that could make the area feel unwelcome, help reshape the narrative around public spaces and monuments in the South, and provide emerging artists of color with an opportunity to have their work displayed in prominent places Downtown.



Rumors of War statue by Kehinde Wiley

#### Implementation Considerations

- Sculpture works and other “landmark art” projects spearheaded by the Mayor’s office are underway, several of which are located in the Peachtree Street area at Mayors #1 Park and Georgia Pacific Plaza.
- The “Flatiron” building on Peachtree and Broad was the location of a Ku Klux Klan recruiting office, locating one of these sculptures nearby or even outside could send a powerful statement.

#### Potential Partners to Involve

- ZuCot Gallery
- Spelman College Museum of Fine Art
- Clark Atlanta University Art Museum

#### Cases & Inspirations

- Rumors of War - Statue of a young African American in street wear done in the style of a confederate war monument created by Kehinde Wiley for the Virginia Museum of Fine Arts in Richmond.
- Fourth Plinth - Replaced an equestrian statue of William IV in Trafalgar Square with a rotating program of contemporary sculptures (generally lasting one or two years) commissioned by the Westminster City Council and later the Mayor of London.

## 5

**CENTRAL ATLANTA ARTS TRAIL**

Establish a guided or digitally-led walking tour that starts at the Arts Center MARTA station (near the High Museum, etc.) and ends outside Peachtree Center, running approximately two miles, stopping at pieces of public art or culturally significant locations along Peachtree, and finishing with a signature installation at the heart of the shared space. This could link the traditional hub of the Atlanta arts scene with emerging ones in other parts of Midtown and Downtown, while encouraging walking and transit use in the process. This program could have a particularly substantial impact on Segments 1 and 2 of Peachtree Street (between North Avenue and Ivan Allen), driving more foot traffic to places like Shakespeare Tavern.



Guided tour of the Art Walk in Downtown Los Angeles  
(Source: Downtown Art Walk)

*Implementation Considerations*

- This could be a program jointly operated by Central Atlanta Progress and the Midtown Alliance, who both have relatively robust arts programs in their own right.
- As noted above, an arts trail of this sort would not necessarily require any sort of physical guide and could be organized using some sort of online map or augmented reality application.
- Arts, cultural and heritage trails of this sort have a demonstrated positive impact on the performance of nearby real estate, enhancing property values and catalyzing new development.

*Potential Partners to Involve*

- The Bakery Atlanta
- Central Atlanta Progress
- Midtown Alliance

*Cases & Inspirations*

- Indianapolis Cultural Trail - An eight mile urban trail that links multiple cultural districts and dozens of public art installations that reflect the identities and histories of the neighborhoods that the trail passes through.
- DTLA Art Walk - A self-guided tour of a 12-block area of Downtown Los Angeles that includes local galleries, artist studios, and cultural events that helps support a vibrant ecosystem of small businesses, artists, and youth from disadvantaged backgrounds.

## Create a Base of Daily Users

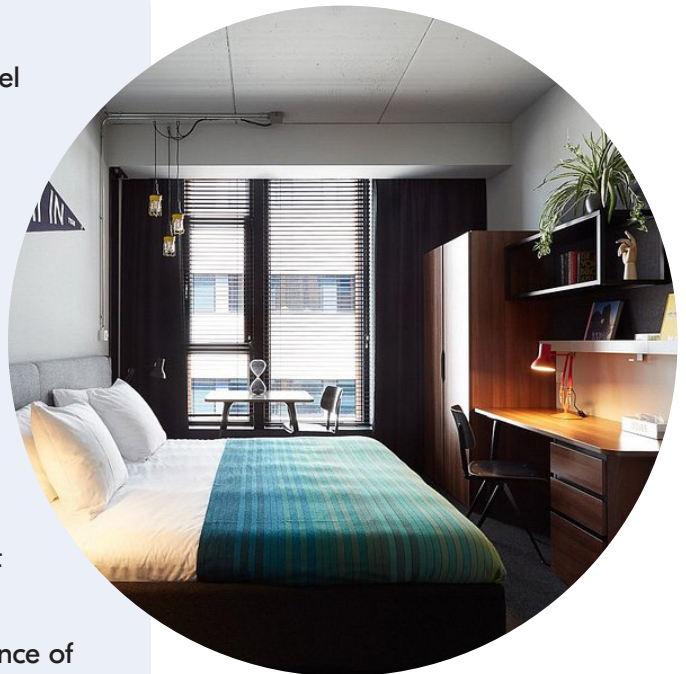
Before the pandemic, the Peachtree Street corridor's daytime population (roughly 24,000) was approximately eight times its residential population, primarily driven by the presence of office workers and visitors. With the changing nature of office work and the tourism industry, the area and its businesses may not be able to fully rely on its daytime user base in a post-pandemic world. While, as noted in the Section 4.0, projects that will expand Downtown's housing stock (and by extension, its population) are underway, these alone may not be enough to compensate for the users lost because of potentially sticky structural changes in the economy, such as reduced Downtown office occupancy and a decline of the brick and mortar retail business model. To generate a critical mass of users that can support a greater variety of programs and businesses during the day and night, additional efforts to cultivate a larger Downtown residential population should be pursued.

While Downtown Atlanta and Peachtree Street do not have as much developable land that can be utilized to grow the area's residential inventory, they do have an immense concentration of office space and hotels, whose futures remain opaque. As a result, creative strategies to reposition existing assets in support of Downtown residential and revitalization should be explored.

### *Preliminary Programming Ideas*

#### 1 HOTEL TO CO-LIVING CONVERSION

Continue to monitor national and local tourism and hotel occupancy trends. If the tourism industry struggles to rebound sufficiently from the COVID-19 pandemic, explore policy interventions and other strategies that can encourage the conversion of the Peachtree Street corridor's substantial hotel stock into residential, with a particular focus on co-living and other alternative housing choices. These housing products target students and working professionals at a variety of income levels, as they are typically available at a lower price point than traditional multifamily. This could prevent hospitality assets from sitting idle or underutilized if the tourism economy struggles to rebound, expand the presence of an activity-inducing demographic and potentially help address emerging affordability challenges in the process.



Room at the Student Hotel in Amsterdam  
(Source: The Student Hotel)

### Implementation Considerations

- In 2019, the City of Atlanta allowed a co-living project in the Beltline Overlay District to be classified as affordable housing, setting a precedent for the policy treatment of these types of projects elsewhere in the city.
- Co-living typically performs best in markets with high concentrations of students, Peachtree's proximity to Georgia State and a newly expanded Emory facility could be beneficial in this regard.

### Potential Partners to Involve

- Common
- The Guild
- Domos

### Cases & Inspirations

- The Student Hotel - A unique hospitality model that combines traditional hotel with student accommodation, co-working, and meeting and event space. Has more than a dozen locations across Europe in cities such as Paris, Rotterdam, Berlin and Barcelona.
- Project Homekey - Program of the California Department of Housing and Community Development that provides local governments with grant funding to acquire hotels and motels and convert them into interim or permanent supportive housing.



## 2

### OFFICE TO RESIDENTIAL CONVERSION

Explore policy interventions and other strategies that can encourage the conversion of Class B and C office space into multifamily residential. Like the hotel conversion idea, this could provide owners with a way to profitably convert their properties to more productive uses, as rates of office utilization portend to substantially decrease in the coming years with the permanent adoption of remote working technologies and flexible locational policies. This strategy has proven effective at growing the residential populations of downtowns in a way that enhances the vitality of the public realm and increases transit utilization elsewhere.



Office to residential loft conversion at Mercantile Place in Dallas  
(Source: Mercantile Place)

#### Implementation Considerations

- In 2013, Paces Properties purchased an office tower at 250 Piedmont that they converted into a high-amenity residential project with 327 housing units known as the Altitude Apartments.
- The policy approaches typically pursued include local tax abatements, grants or low-cost loan financing, and, in some cases, state and federal tax credits related to historic preservation or housing development.

#### Potential Partners to Involve

- Atlanta Department of City Planning
- Atlanta Department of Finance
- Real Estate Group of Atlanta (REGA)

#### Cases & Inspirations

- Mercantile Place - 31-story former bank office in Dallas that was converted into a 213-unit apartment building with high-end retail on the ground floor. Catalyzed a series of additional conversion nearby that increased the number of urban dwellers
- The Century Building - A project in Pittsburgh that converted a 12-story former office building in the heart of the city's Cultural District into 60 units of workforce housing using an array of funding from local public agencies as well as philanthropic funding.

### 3

## SPACE PROGRAMMABLE BY-AND-FOR LOCALS

Set aside some portion of the shared space's pedestrian comfort zones to be programmed by individuals and families living or business and organizations located along or adjacent to the Peachtree Street corridor. This can serve as a de facto incentive that encourages individuals and entities to choose to live or locate in the area while simultaneously helping ensure that the public realm is regularly activated. If this opportunity becomes popular enough with locals and access to the space is in high demand, a revenue model that leverages this interest to generate funds for the continuous maintenance and improvement of Peachtree Street could be explored.



Balsey Park in New York City (Source: SWA)

### Implementation Considerations

- The managers of major residential developments as well as local resident and merchant associations can help coordinate the usage of this space. However, a dedicated steward would likely be necessary on this front as well.
- This approach can also ensure that, in addition to the specific ideas outlined above, the programs delivered in the shared space reflect the wants, needs, and values of local community stakeholders.

### Potential Partners to Involve

- Atlanta Downtown Neighborhood Association
- Central Atlanta Progress
- Georgia State
- Cristo Rey Jesuit High School

### Cases & Inspirations

- Perk Plaza - Small but well-designed open space in Downtown Cleveland developed initially to provide an amenity to recently developed higher end residential projects nearby that has since become a beloved public space used by all.
- Balsley Park - Plaza redesigned from a glorified concrete sidewalk to a cherished space with a small lawn and garden, a variety of seating, and even a contained toddler area that is separated from the street via a playful edge.

## Land Use and Urban Design Policy

The activities surrounding Peachtree Street will bring people and purpose to the space. Several proposed changes to policies about how land in the area is used and developed are targeted at allowing a level of diversity and flexibility of uses that will make it easy for the private sector to adapt their buildings to suit contemporary demands, encourage uses that keep the neighborhood active throughout the day, and are oriented to the street. Urban design interventions to existing plazas and public spaces like Hardy Ivy Park, Margaret Mitchell Plaza, and Woodruff Park will integrate them into the shared space and make them even more inviting spaces for people to spend time Downtown.

### Immediate (0-1 Year)

#### Implement Phase 2 of the Demonstration Project

Following the initial Demonstration Phase I test, evaluate the impacts of the demonstration project on travel behaviors and operations on Peachtree Street and the surrounding area. If the layout installed in Phase I is considered successful, extend the demonstration project into Phase 2, which will include:

- Retaining Phase I features, with adjustments as needed
- Creating an asphalt mural along the two outer lanes and at the Peachtree Center mid-block crossing
- Conducting a Public Workshop and meet with the Public Space Working Group
- Creating an outreach and marketing plan
- Coordinating with corridor restaurants to expand outdoor dining
- Providing more outdoor furniture, including bus stop seating
- Ongoing maintenance

#### Conduct a Deep Dive on City Policies

Understanding the nuances of city policies (formalized and non-formalized) as they relate to key elements of the shared space will be important to build trust with stakeholders and for a successful shared space. Many elements of a shared space (such as curbsless streets, removal of traffic signals, and slow speeds) are a deviation from the norm and will require an understanding of the policies that could prevent implementation. Brainstorming and interagency collaboration will be important along with thinking creatively of ways to work within the City's framework to remove barriers. Next steps include:

- Identifying a small team from representative departments to work collaboratively to identify potential barriers and creative solutions. Representatives should be at a high-enough level to understand the implications and guide recommendations. These representatives should at a minimum be from City Planning, Watershed Management, DOT, Law, Parks and Recreation, and the Mayors Office. Potential issues that may require creativity include find solutions to:

- Converting office buildings to residential use
  - Simplifying the permitting process for on-street activities such as small events and dining
  - Lowering the speed limit to 15 miles per hour
  - Removal of center lane markings and crosswalks
  - Removal of standard pedestrian-scale lighting in favor of overhead lighting
  - Removal of curbs
  - Removal of signalized intersections
  - Creation of a new street typology that supports curbless streets
- Review Federal guidelines to identify if there is flexibility with policies that support a shared space. In some instances, Federal guidelines provide much more flexibility to change existing streets and can provide cover and insight to municipalities to implement game changing projects like the shared space.
  - Reaching out to cities, such as Seattle, Chicago, and New York City who have led efforts to reshape streets as shared spaces.

## ■ Create a Pink Zone

Pink Zones are areas where cities lighten the “red tape” to encourage the private sector to implement desired development in a specified location, especially small-scale developments or those that have social benefits. They involve streamlining regulations and processes to make them easier and less time consuming, as well as creative collaboration between the public and private sectors. By establishing this part of Peachtree Street as a Pink Zone, the City can signal to developers and business owners that this is a place where they should invest.

There are a variety of potential tools that can be customized to create the right version of a Pink Zone for Peachtree Street, and they can be implemented for a specified period to pilot the concept. Next steps include:

- Working with the Public Space Working Group and corridor stakeholders to confirm which priorities should be incentivized by the Pink Zone. Examples identified during this planning process include creating pedestrian-oriented ground floors; occupying vacant buildings; maintaining history and authenticity; and promoting equity, including thriving businesses owned by Black Atlantans and Atlantans of color.
- Conduct informational interviews with property owners and members of the real estate community to identify barriers that currently disincentivize the desired types of development, with a focus on regulatory barriers that can be influenced by the City.

- Developing a customized toolkit to streamline the regulatory process and ease other burdens to achieve the desired outcomes, such as:
  - Modifications to zoning, building codes, or other ordinances to eliminate unnecessary barriers or improve clarity.
  - Simplifying permitting processes.
  - Assigning a designated staff person to serve as a “concierge” for applications in this area by helping applicants navigate regulatory processes and reporting back on cumbersome aspects.
  - Reducing fees for projects that achieve defined community goals.
  - Identifying locations where certain activities will be permitted in advance, such as additional food truck areas.
  - Hosting informational sessions or bootcamps for small would-be property owners or developers.
  - Working with Invest Atlanta to pre-identify potential lenders to help finance the purchase and/or rehabilitation of small commercial buildings along the corridor.
- To shape a more activated live-work district Downtown, identifying housing demand and supply conditions and Downtown housing’s potential implications for support services. Study land use, zoning, and other policy tools to incentivize Downtown residential in select locations.

- Evaluating the proposed Pink Zone toolkit to ensure strategies do not conflict with core project values or goals. (See page 40.)
- Coordinating with the Legal Department to identify potential legal hurdles.

### Mid-term (1-3 Years)

#### ■ Redesign Hardy Ivy Park and Margaret Mitchell Square to Seamlessly Integrate with the Shared Space

A true shared space minimizes the barriers between the modes and incorporates open space seamlessly into the design. Hardy Ivy Park and Margaret Mitchell Square are gateways to the shared space and provide additional open space and green infrastructure opportunities that were voiced by the community throughout this process. Starter ideas were developed during this study but will need to be refined as survey becomes available and budgets are refined.

### Long-term (3-5 Years)

#### ■ Integrate the Design of Woodruff Park

Woodruff Park is already Downtown Atlanta’s favorite escape to nature, offering six acres of park space with an open lawn, playground, seating areas, and regularly programmed activities hosted by the Atlanta Downtown Improvement District. Plans are underway to make this space even better, including the design of the Atlanta Legacy Makers art installation on the north end and a strategic plan that is currently being developed for the entire park. The City should work with ADID as it refines and implements the draft strategic plan to ensure it aligns with the community’s vision expressed through this planning process and will tie into the surrounding streets.

## Ongoing Stormwater and Green Infrastructure Considerations

Peachtree Street's location on a ridgeline means that there are significant opportunities to collect and/or treat stormwater in localized areas along the corridor. Green Stormwater Infrastructure (GSI) can be integrated into the streetscape context that meets stormwater management requirements and provides co-benefits that support the goals of the Peachtree Shared Space project. GSI provides the following benefits to street users:

- GSI planting areas contribute to traffic calming and provide a physical buffer between motorists and pedestrians
- GSI intercepts and infiltrates stormwater, thereby reducing ponding and flooding, which contributes to safer conditions for motorists, bicyclists, and pedestrians
- GSI helps provide lower temperatures and reduces the severity of the urban heat island effect
- Well-designed GSI plantings enhance the aesthetic quality and user comfort of the streetscape environment, which contributes to better economic performance

There are a wide range of GSI facilities that can be configured to fit the context of Peachtree Street.

- Individual tree wells are commonplace throughout the current design for the Peachtree Street Shared Space and can be designed to capture stormwater runoff.
- Mid-sidewalk bioretention planters can be used where comfort zones are wide enough to comfortably accommodate non-motorized users. These planters can take up larger areas and can incorporate seat walls where appropriate to provide informal seating opportunities.
- Curb extensions can be useful tools outside of the Peachtree Center shared space area, as they capture stormwater and help with transitions from four-lane to two-lane sections.
- Stormwater medians provide space for trees and stormwater infiltration. This facility could also be used in the Emory University Hospital and Connector Crossing areas.
- Permeable pavement, which could occur in the form of pervious concrete, porous asphalt, or permeable pavers, provides additional infiltration area that can be applied to travel lanes or sidewalks.
- Structural cells are subsurface structural systems that support sidewalks and allow for uncompacted soils to be placed within the structural, lattice-like system. These systems allow for expanded soil volumes, which is particularly useful in constrained streetscape environments, that contribute to better tree root system growth and increased stormwater infiltration.

- Structural soil is an engineered soil that consists of open graded crushed stone, soil, and hydrogel. This soil can be compacted and will support sidewalks and other pavements while allowing tree roots to grow within the voids created by the crushed stone.

Parks and plazas such as Woodruff Park, Hardy Ivy Park, and Margaret Mitchell Square are prime locations for integrating larger green stormwater infrastructure facilities into attractive urban design elements such as seating areas, transition zones, or naturalistic planting areas. Historic Fourth Ward Park is a prime example of an integrated approach to stormwater management and urban design.

A stormwater and green infrastructure expert should be strongly considered as an essential team member for rebuilding Peachtree Street. Assessing the feasibility and developing a functional design for GSI facilities requires a careful evaluation of existing utilities, investigating existing soil conditions and types, including infiltration rates, meeting the state's requirements for water quality sizing, and a solid understanding of the benefits and limitations of each type of GSI facility. Furthermore, a green infrastructure expert would be able to work with the City of Atlanta to communicate maintenance requirements for each type of GSI facility with a shared goal of ensuring that whatever is installed can be properly maintained by the appropriate stakeholder, be it the City or a private entity (developer, business improvement district, etc.).

Many national best practices have yet to make their way, on a large scale, to Atlanta, and Peachtree Street can serve as a model for not only being an inclusive street but a sustainable one as well. The Department of Watershed Management's 2017 Green Infrastructure Strategic Action Plan is a starting point for incorporating green infrastructure into Peachtree Street's Shared Space.

## Transportation

To move the redesign of Peachtree Street forward, additional studies, coordination, and construction projects will be needed. A critical immediate next step will be to conduct a detailed site survey of the corridor in the area where the shared space is recommended, between West Peachtree Street and John Wesley Dobbs Avenue, which will become the baseline for a detailed design. Other initiatives will include curbsite management, restriping for Complete Street segments, and the full design and construction of the shared space.

### Immediate (0- 1 Year)

#### Conduct a Detailed Survey of the Corridor between John Wesley Dobbs Avenue and West Peachtree Street

In preparation for construction documents and potential ATLDOT and GDOT reviews the City will need to secure a qualified surveyor to conduct a detailed topographical, utility, and boundary survey of the Peachtree Street from south of John Wesley Dobbs to north of West Peachtree Street. Elements of this survey should include:

- **Contours - 1' (one foot)** – Labeled contours will be shown using dashed lines with index contours shown every fifth contour line and made bolder than other contour lines.
- **General Detail** – Include roadway features (curb lines, edge of pavement, curb ramps, curb cuts/driveways, pavement marking lines, signs, sidewalks, walls, fences), and other structures up to 10' outside the right-of-way.
- **Street Centerline** – Establish the street centerline.
- **Spot Grades** – Obtain spot grades at critical locations within the survey area.
- **Finished Floor Elevations** – All finished floor elevations will be clearly labeled and identified.
- **Entry Thresholds and Windows** – All entry (door) thresholds shall have a left and right elevation marked and windows within 4 inches of existing grade shall have a left and right elevation marked.
- **Vegetation Detail** – Include trees and significant vegetation in the right-of-way and up to 10 feet outside the right-of-way. Information to include tree species, diameter of trunks, canopies of mature trees, tree lines of wooded areas, and shrubs.
- **ASCE Standard CI/ASCE 38-02 Quality Level A Utility Survey** – Precise horizontal and vertical location of utilities by actual exposure of utilities through minimally intrusive excavation equipment and methods. Quality Level A Utility Survey to follow all GDOT standards guidelines for the collection and depiction of existing subsurface utility data within the area of the proposed improvements. Utilities to be documented include all public and private utilities to include but not be limited to



the following: utility poles, guy wires, service connections, street lights, stormwater, water, sanitary sewer, gas, water, electric, phone, cable, and storm drains.

- **Boundary Survey** - Property Lines/ Rights-of-Way and Easements/ Property Ownership Information a minimum of 10 feet outside the public right-of-way.
- **Other** - Environmental features, surveyor's benchmark per GDOT datum requirements, horizontal and vertical control point information, vicinity map, and map legend.
- **Deed Description** — Deed and plat description of all properties within the provided survey boundary map.

## Restore Walton Street to Two-Way

Walton Street is a low-volume street, spanning five blocks and connecting two major parks - Centennial Olympic Park and Woodruff Park. Restoring this street to two-way begins to unlock the potential of the Downtown street grid and will support Peachtree Street as a Shared Space. It also sets up a potential longer-term connection to Edgewood Avenue that would simplify the Marietta Street/Peachtree Street intersection by removing the Edgewood Avenue leg, improve connectivity and visibility across the park, and position notable historic and culturally significant icons such as The Phoenix statue, the Olympia Building (currently a Walgreens) and the Five Points Monument in more prominent locations.

## Coordinate with the Curbside Management Study

The City of Atlanta, Central Atlanta Progress, and Midtown Alliance are currently developing the Atlanta Curbside Management Action Plan, which will inform how to best manage curbside activities like commercial and passenger loading, transit access, micromobility and vehicle parking, and other functions. This project should be coordinated with the outcomes of that work and refined based on its broader policy and project recommendations for the neighborhood. Immediate next steps include:

- Continue to monitor and talk to corridor stakeholders and MARTA about how the demonstration project has affected curbside activities to inform modifications to the design for Phase 2 and for the final shared space design. Share what is learned with the Atlanta Curbside Management Action Plan team.
- Continue to coordinate with ride hailing and food delivery service app providers to geofence pick-up and drop-off locations on nearby side streets.
- If inappropriate curbside behaviors are observed—such as vehicles parking in the travel lane to unload—distribute flyers to notify drivers of alternative loading locations (or other applicable information), conduct targeted enforcement, and consider purchasing video monitoring equipment to help identify critical pinch points and patterns.

- Review parking and loading regulations on West Peachtree Street, Baker Street, John Portman Boulevard, Andrew Young International Boulevard, Ellis Street, Forsyth Street, and John Wesley Dobbs Avenue. If necessary, update curbside regulations on those streets to make them more functional and appealing for commercial and passenger loading activities.
- Work with the owners of nearby parking garages to improve wayfinding and visibility and ensure there are short-term parking options nearby to provide reasonable alternatives to leaving vehicles unattended on the street.

### Mid-term (1-3 Years)

#### Restripe Peachtree Street between John Wesley Dobbs Avenue and Marietta Street as a Complete Street

As a near term solution, restripe Peachtree Street between Marietta Street and John Wesley Dobbs as Complete Street to provide safe and comfortable facilities for users of all modes and transition vehicular traffic and speeds approaching the shared space.

The proposed redesign includes expanded space for pedestrians and on-street dining, a reduction to one travel lane in each direction, and a potential left turn lane for the Auburn Avenue/Luckie Street intersection. (See page 188 for more information.)

#### Restripe Peachtree Street between West Peachtree Street and North Avenue as a Complete Street

As a near term solution, restripe Peachtree Street between North Avenue and West Peachtree Street and as Complete Street to provide safe and comfortable facilities for users of all modes and transition vehicular traffic and speeds approaching the shared space.

The proposed redesign includes continuous protected, directional LIT lanes on both sides of the street, a reduction to one travel lane in each direction, and a center median and left turn lanes. (See page 166 and page 178 for more information.)

#### Conduct an Intersection Improvement Study for select intersections along Peachtree Street

Continual monitoring of the intersections within the demonstration project will be necessary as the City moves towards implementation of the shared space. In addition, there are several intersections outside the core shared space that should be analyzed to position the shared space for success.

- **Luckie Street/Auburn Avenue** — Eliminate the slip lane for northbound vehicles on Peachtree Street turning right onto Auburn Avenue to reduce pedestrian conflict points and encourage drivers to make turns at slow, careful speeds.
- **Ralph McGill Boulevard/Porter Place/ Peachtree Center Avenue** — A holistic, multimodal approach will need to occur for these intersections, which are less than 200 feet apart, to operate safely and comfortably for

all users. The Cycle Atlanta 1.0 Implementation Plan is currently developing concepts improve safety and operations by simplifying the intersection geometry and improve crossing clarity and visibility for pedestrians and cyclists.

## Advance Conceptual Design to Schematic Design

A critical immediate next step for this project after the survey is complete is to advance the conceptual design to schematic design. Schematic Design refines and adds detail to reduce the potential design solutions to a few feasible options. This effort is based on site investigations and additional analysis which incorporate and consider project goals, constraints, community values, best practices, budgets, stakeholder input, public input, and client acceptance.

At the end of the Schematic Design phase, the City will officially select and endorse preferred design elements. Formal documentation of major design decisions and planning level opinions of probable construction cost will be refined. The Schematic Design Stage allows the City to make an informed decision to move forward with design, identify or secure funding, and have a clear roadmap moving forward. Any required formal environmental documentation (NEPA Environmental Assessment, Environmental Impact Statement, Categorical Exclusion, or similar state/local level document) must be completed by the end of the Schematic Design Stage before work should continue in the Design Development or Engineering Stages. Environmental permitting associated with construction will continue through the Engineering Stages.

## Advance Schematic Design through to Plan Specification and Estimate Plans

Once the Schematic Design is in place and critical milestones and design decisions are identified the City should move forward into Design Development, which verifies that the preferred design is constructible and consistent with the original project purpose. The design team will begin to develop supporting calculations and reports related to drainage, stormwater management, traffic signals, grading, and structures. Existing drainage features and proposed changes to drainage patterns and preliminary grading are evaluated to identify potential needs for drainage capacity upgrades or treatment. Preliminary locations of proposed drainage and stormwater management (SWM) facilities are also determined.

Major design decisions necessary to lock geometric design, cross sections, and horizontal alignment must be made and set with public concurrence to result in only minor revisions in future stages if needed. For example, decisions on material choices, street tree locations, and other design factors would be finalized. The design is at an approximate 30 percent level of completion at the end of Design Development. It will identify standard specifications, outline project-specific special provisions, and begin initial discussions with permitting agencies and GDOT as applicable.

## Engineering and Construction Documents

The bulk of the engineering and design work is accomplished during the Engineering Phase. The Engineering Phase is typically broken down into standard construction document submission milestones

corresponding to 60 percent, 90 percent, and 100 percent documents with each submission relating to the level of completion of the biddable documents. These percentages may vary based upon the City's needs. Supporting calculations and reports related to drainage, stormwater management, and structures will continue to be refined and the first draft of the project specifications will be prepared.

The opinion of probable construction cost is further refined, and additional drawings are added to create the full complement of plan sheets.

### **Long-term (3-5 Years)** **Construct Phase 1 of the Shared Space (West Peachtree Street to John Wesley Dobbs Avenue)**

Implementation of the shared space will take approximately two years and could require road closures and significant coordination and communication with project partners, utility operators, stakeholders, property and business owners, and the general public. The estimated cost of construction for this portion of the shared space is \$10 million with an additional \$1 million for right-of-way acquisition. This estimated cost can fluctuate due to the unknown sub-surface condition (although a SUE Level A will help mitigate some issues), unknown vaults and historical artifacts, and material choice.

### **Conduct a Study to Connect Walton Street to Edgewood Avenue**

As identified in the above project (Restore Walton Street to Two-Way), Walton Street is a low-volume street, spanning five blocks and connecting two major parks—Centennial Olympic Park and Woodruff Park. The first step to restore the street to two-way could position a longer-term connection to Edgewood Avenue should Woodruff Park be redesigned, and funding becomes available. By extending Walton Street to Edgewood Avenue, and removing the leg south of the park, the intersection of Peachtree Street/Marietta Street would be simplified. Woodruff Park could be expanded to cross the new street connection all the way to the Walgreens, and significant art works such as the Phoenix statue and the Five Points Monument could be placed in more prominent locations.

### **Implement Cycle Atlanta 1.0 and 2.0 Study Recommendations**

The Cycle Atlanta 1.0 and 2.0 Studies are supplements to the 2015 Connect Atlanta Plan, to provide more detailed alignments and facility types to improve cycling routes in Atlanta. Several alignments noted in the documents (Courtland Street, Ralph McGill Boulevard, Peachtree Street, and Porter Place) will tie into the shared space. These connections and facility types will need to be reviewed in collaboration with the shared space to ensure transitions are legible and construction doesn't have to be revised in the near term.

## Ongoing

### Monitor the Multimodal Changes from the Demonstration Project

The recently implemented demonstration project should be closely monitored during Phases 1 and 2. Observations during various days and times, along with various multimodal analysis tools, such as StreetLight and Miovision data, should be used to understand the challenges and opportunities that have been created with the new space. The observations and technical analysis should be well documented and crafted into an easy to read visual narrative for users to understand and to build capacity along the corridor.

### Restart the Conversation to Restore Downtown's Streets to Two-Way

A great deal of time, effort, resources, and political capital was spent to position several of Downtown's one-way street pairs to two-way operations, but ultimately the first restoration project stalled. The vehicular model used for this effort, called a VISUM model, was originally developed as a tool to understand the vehicular impacts to the overall city if streets were restored to two-way. Not only were these streets originally designed as two-way roads to provide local access to businesses, but detailed technical studies and real-world implementation have shown that restoring streets to two-way operations provides multiple benefits for the local economy and travelers of all modes, including:

- Reduction in vehicle speeds
- Reduction in crashes
- Decrease in vehicle miles traveled
- Improved wayfinding and legibility
- Improved access, particularly with foot traffic, to businesses
- Increase in economic vitality by focusing on the short trip rather than the long trip

Restarting the conversation of restoring Downtown's street network to two-way will be an important next step in positioning Peachtree Street and all of Downtown for long-term sustainability and vibrancy.

## Equity and Inclusion

One of the core project values developed by community participants was that the shared space should be equitable and inclusive, both in process and outcomes. Specific inclusive design features will include a fully ADA-accessible, curbless shared space and providing amenities like charging stations, water fountains, and restrooms to provide access to basic necessities for all people spending time on Peachtree Street. The selection of public art, installations, and honored spaces will be selected in collaboration with and to represent a diverse groups of Atlantans. As the project moves into the programming phase, it will include a range of free activities that give people a sense of purpose for being in the space, regardless of their budget. Engagement for this project will continue beyond this initial report phase and will include partnerships with local residents, students, businesses, and others to get ideas and feedback that will help keep it on track to serve the needs and capture the imagination of the Downtown neighborhood.

### Mid-term (1-3 Years)

#### Explore the Potential of Providing Power and Water for Restrooms and Other Amenities

As this project moves into survey and Schematic Design, it should determine the feasibility of adding electrical and water features into the public right-of-way for amenities that will help improve the quality of life for everyone spending time Downtown, including neighbors experiencing homelessness. Features requested by the community include ADA-accessible restrooms, potable water for drinking fountains and hand washing stations, and electrical outlets for people to charge their personal devices and set up equipment for events.

#### Explore the Potential to Rename Hardy Ivy Park in Honor of Xernona Clayton

Hardy Ivy Park is positioned to become an even more prominent piece of Atlanta's public realm as it is redesigned and integrated into the shared space. The City should engage the Public Space Working Group, the neighborhood, the Atlanta History Center, and local advocacy groups to take a deep dive into the park's current namesake, Hardy Ivy, who is noted as the first person of European descent to permanently settle in Atlanta. The park also features a plaza named for Xernona Clayton, a leader in the Civil Rights Movement, journalist, and broadcasting executive. In conversations with the community, the City should reflect on the types of legacies that are honored through our public spaces and work to align them with its values of equity, inclusion, and progress to determine the most fitting tribute, including the potential renaming of the park to more prominently honor Ms. Clayton and her contributions to our city and culture.

## Ongoing Focus on Accessibility

One of the goals of the Peachtree Street Shared Space Study is to make all people feel invited, comfortable, and celebrated. The physical design of the shared space will contribute to meeting this goal in part by removing barriers to accessibility, such as vertical curbs. Removing vertical curbs and providing other gestures that encourage lower motor vehicle speeds and volumes will greatly expand the freedom of movement for all users, including persons with disabilities.

At every step in the planning and design of the Peachtree Street Shared Space, it will be important to establish an ongoing dialogue with key stakeholders that represent people with disabilities — particularly those with vision disabilities. Pedestrians with vision disabilities can face a uniquely challenging navigational situation on shared streets. However, there are design strategies that can address and mitigate the specific navigational challenges in a way that helps define safe spaces for people with vision disabilities. The use of different types of tactile materials has been adopted by other countries to provide a system of clearly identifiable and detectable surfaces that guides pedestrians along the street. Peachtree Street can draw upon the lessons and best practices internationally to provide a cutting-edge project when it comes to accessibility and universal design.

## Host Free Activities

As the City and its partners develop a program of daily, weekly, seasonal, and annual events to activate the shared space and surrounding segments, they should include a range of activities that allow people to fully participate at no cost, which will make the space more welcoming for people at all income levels.

## Partner with Diverse Artists, Event Hosts, and Businesses

For many participants, Peachtree Street today does not feel explicitly exclusive, it just doesn't have enough activity happening to give them a purpose for spending time there. As more art installations and programming are introduced to add personality, interest, and an invitation to spend time on Peachtree Street, the City should be careful to seek out partners who will help offer a range of activity that will appeal to and welcome all kinds of people.

## Continue to work with Partners to Support our Unhoused Neighbors

The City of Atlanta and ADID are working on programs to support our unhoused neighbors on Peachtree Street, Downtown, and throughout the city, in partnership with social service organizations. The recently launched ADID Social Impact Safety Team (A.S.I.S.T.) offers a mobile, community-based response to connect Downtown neighbors experiencing homelessness with the resources they need. In its ongoing collaboration with these organizations, the City should identify opportunities to use the public space created by this project to support their work,

such as hosting events or providing space for A.S.I.S.T. mobile response units to meet with their clients. It should also continue to aggressively increase affordable housing Downtown and throughout the city.

## **Engage the Students and Youth in Downtown**

Invite students from Cristo Rey High School, Georgia State University, the Atlanta University Center, Georgia Tech, and the Savannah College of Art and Design to participate in the activation of the space by hosting events, submitting concepts for art installations, and helping create features like the “urban perches.”







# APPENDIX



# MODELING POTENTIAL TRAFFIC IMPACTS

## Methodology

Although impacts to vehicular travel patterns are not the deciding factor for transportation projects in walkable, transit-rich environments like Downtown Atlanta, understanding those impacts can help make informed decisions and develop network-wide solutions to support all modes. Traffic models are mathematical models of real-world traffic patterns used to analyze traffic conditions, identify impacts of potential projects, and select preferred scenarios. This transportation analysis used a subarea traffic model built for a recent Atlanta Downtown Improvement District (ADID) study to understand how the Downtown road network operates today and predict how it may be impacted by this project. It considers two future shared space scenarios:

- **Scenario 1:** Shared space in the pilot location preferred by community members (West Peachtree Street to Forsyth Street)
- **Scenario 2:** Shared space throughout the entire study area (North Avenue to Marietta Street)

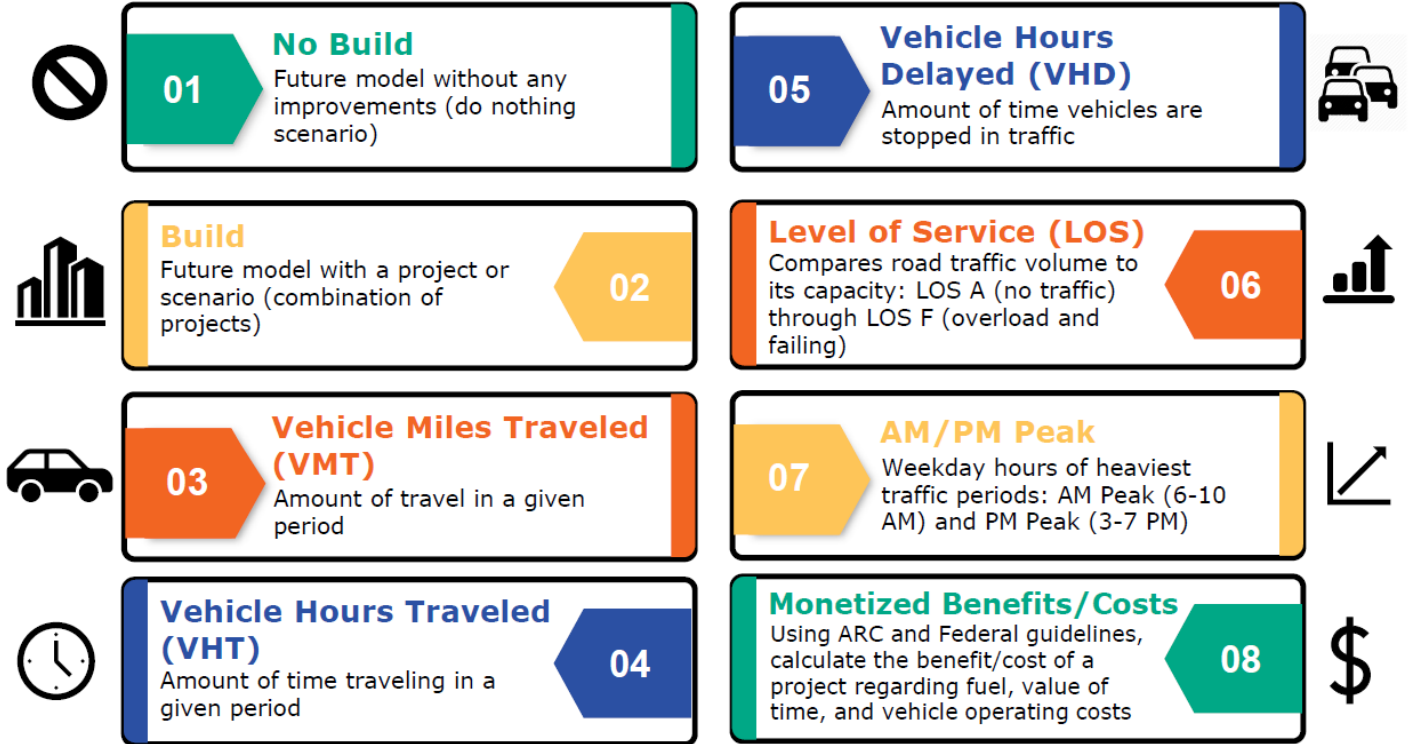
For each scenario, three options were considered to address the impacts of potential major nearby street redesign projects:

- **A:** Peachtree Center does not become a transit priority street
- **B:** Peachtree Center Avenue becomes a transit priority street with dedicated bus lanes
- **C:** Peachtree Center Avenue becomes a transit priority street with dedicated bus lanes and bike lanes are installed along Courtland Street and Piedmont Avenue.

The model uses 2017 data from the Atlanta Regional Commission (ARC) travel demand model and was validated to reflect existing traffic counts and data. These data reflect pre-COVID-19 travel patterns and do not reflect the recent adoption of a citywide speed limit of 25 miles per hour (mph) as part of Atlanta’s Vision Zero initiative. The model does not include all qualitative factors, such as how the urban design treatment on Peachtree Street may cause people to choose to drive more slowly.

Vehicular Traffic Analysis Scenarios		Changes to Nearby Streets		
		No Change to Peachtree Center Avenue	New Dedicated Bus Lanes on Peachtree Center Avenue	New Dedicated Bus Lanes on Peachtree Center Avenue and Bike Lanes Installed on Courtland Street and Piedmont Avenue
Extent	West Peachtree Street to Forsyth Street	<b>Scenario 1a</b>	<b>Scenario 1b</b>	<b>Scenario 1c</b>
	North Avenue to Marietta Street	<b>Scenario 2a</b>	<b>Scenario 2b</b>	<b>Scenario 2c</b>

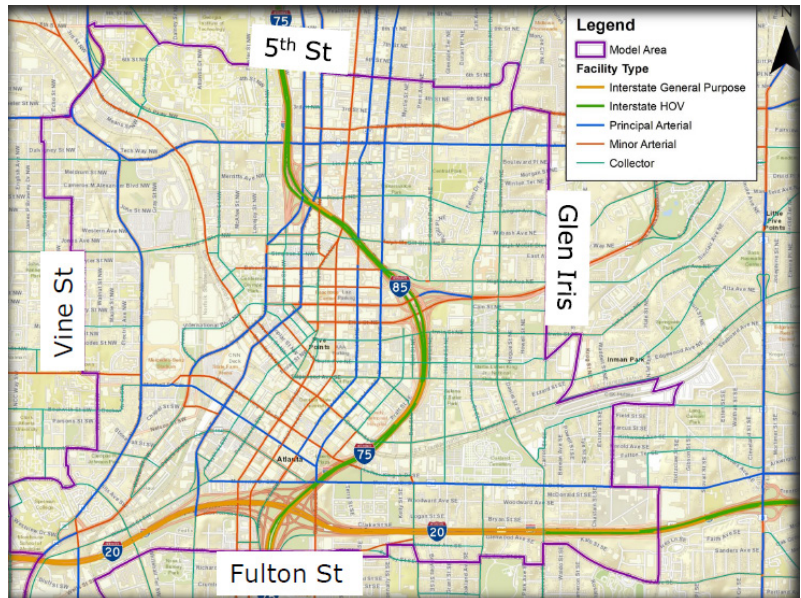
# Terminology



# Analysis Area

The analysis area shown in Figure A-1 includes the Peachtree Shared Space study area and surrounding streets Downtown.

Figure A-1. Downtown Network Model



# Findings

Based on the traffic model analysis, key identified impacts of a shared space include:

## Impacts to Peachtree Street

- Overall decrease in vehicular capacity for shared space segment
- Decrease in how long and how far people travel on shared space segment
- Moderate increase in travel delay
- Increased safety for pedestrians and cyclists due to slight decrease in average speeds

## Impacts to Downtown Area

- Negligent impact to traffic operations
- Negligent impact in travel delay (VHD)
- Nominal monetary impacts to fuel cost, delay cost, and vehicle operating cost, which are offset by non-monetized benefits

Table A-1. Scenario 1a Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-6%	-7%	-11%	16.4 → 16.6	A/B → A/B	A/B → A/B	A/B → A/B	A/B → A/B
West Peachtree Street to Forsyth Street	-35%	-21%	+57%	15.4 → 12.9	A/B → A/B	A/B → C	A/B → A/B	C → E
Forsyth Street to Marietta Street	-11%	-14%	-36%	14.9 → 15.4	A/B → A/B	A/B → A/B	A/B → A/B	C → A/B

Table A-2. Scenario 1b Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-7%	-8%	-13%	16.4 → 16.6	A/B → A/B	A/B → A/B	A/B → A/B	A/B → A/B
West Peachtree Street to Forsyth Street	-35%	-21%	+53%	15.1 → 12.4	A/B → A/B	A/B → C	A/B → C	C → E
Forsyth Street to Marietta Street	-11%	-13%	-24%	14.6 → 15.0	A/B → A/B	A/B → A/B	A/B → A/B	C → C

Table A-3. Scenario 1c Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-8%	-9%	-13%	16.2 → 16.4	A/B → A/B	A/B → A/B	A/B → A/B	A/B → A/B
West Peachtree Street to Forsyth Street	-34%	-19%	+58%	15.1 → 12.3	A/B → A/B	A/B → C	A/B → C	C → E
Forsyth Street to Marietta Street	-11%	-13%	-25%	14.5 → 14.8	A/B → A/B	A/B → A/B	A/B → A/B	C → C

Table A-4. Scenario 2a Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-43%	-29%	+20%	16.4 → 13.2	A/B → A/B	A/B → A/B	A/B → C	A/B → C
West Peachtree Street to Forsyth Street	-40%	-31%	+26%	15.4 → 13.3	A/B → A/B	A/B → A/B	A/B → A/B	C → D
Forsyth Street to Marietta Street	-32%	-25%	+18%	14.9 → 13.6	A/B → C	A/B → A/B	A/B → C	C → C

Table A-5. Scenario 2b Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-43%	-29%	+19%	16.3 → 13.2	A/B → A/B	A/B → A/B	A/B → C	A/B → C
West Peachtree Street to Forsyth Street	-41%	-32%	+17%	15.1 → 13.0	A/B → A/B	A/B → C	A/B → A/B	C → E
Forsyth Street to Marietta Street	-35%	-29%	+7%	14.6 → 13.4	A/B → C	A/B → A/B	A/B → C	C → C

Table A-6. Scenario 2c Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-42%	-28%	+20%	16.3 → 13.2	A/B → A/B	A/B → A/B	A/B → C	A/B → C
West Peachtree Street to Forsyth Street	-41%	-31%	+23%	15.1 → 13.0	A/B → A/B	A/B → C	A/B → A/B	C → E
Forsyth Street to Marietta Street	-35%	-29%	+6%	14.6 → 13.4	A/B → C	A/B → A/B	A/B → C	C → C

The analysis also considered the impacts of both scenarios to the overall Downtown street network. It found each scenario would likely result in minimal increases to vehicle miles traveled (+0.03 to 0.07 percent), vehicle hours traveled (+0.2 to 0.16 percent), and vehicle hours of delay (+0.48 to 1 percent), outlined in the table below. Scenario 1a—which had the smaller shared space project area and no new dedicated bus lanes on Peachtree Center Avenue—had the least impact across the network. Scenario 2b involved the most changes to the network—a shared space across the entire study area and new dedicated bus lanes on Peachtree Center Avenue—and resulted in the greatest impact across the network.

Table A-7. Modeled Downtown Network Effects

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)
Scenario 1a: West Peachtree Street to Forsyth Street (No Bus Lanes on Peachtree Center Avenue)	+0.03%	+0.16%	+0.48%
Scenario 1b: West Peachtree Street to Forsyth Street (With Bus Lanes on Peachtree Center Avenue)	+0.03%	+0.2%	+0.6%
Scenario 1c: West Peachtree Street to Forsyth Street (With Bus Lanes on Peachtree Center Avenue and Bike Lanes on Courtland Street and Piedmont Avenue)	+0.03%	+0.2%	+0.6%
Scenario 2a: North Avenue to Marietta Street (Without Bus Lanes on Peachtree Center Avenue)	+0.07%	+0.5%	+1%
Scenario 2b: North Avenue to Marietta Street (With Bus Lanes on Peachtree Center Avenue)	+0.07%	+0.4%	+1%
Scenario 2c: North Avenue to Marietta Street (With Bus Lanes on Peachtree Center Avenue and Bike Lanes on Courtland Street and Piedmont Avenue)	+0.07%	+0.5%	+1.4%



Several sample Downtown destination pairs were tested with the model to illustrate the anticipated impacts on travel times and speeds, and the results were minimal. Routes that pass along or cross the project area were tested. For a vehicle trip along Peachtree Street from Emory University Hospital Midtown on the northern end of the study area to Woodruff Park on the southern end, travel delay ranged from 23 seconds (Scenario 1a) to 41 seconds (Scenario 2a), resulting in a total trip time between 4 minutes 46 seconds (Scenario 1a) and 5 minutes 11 seconds (Scenario 2b). Travel speeds were reduced by about 1 to 2 miles per hour.

Table A-8 outlines the impacts to travel time and speed for all the tested destination pairs.

Figure A-2. Travel Time Comparison Route - Emory Hospital to Woodruff Park

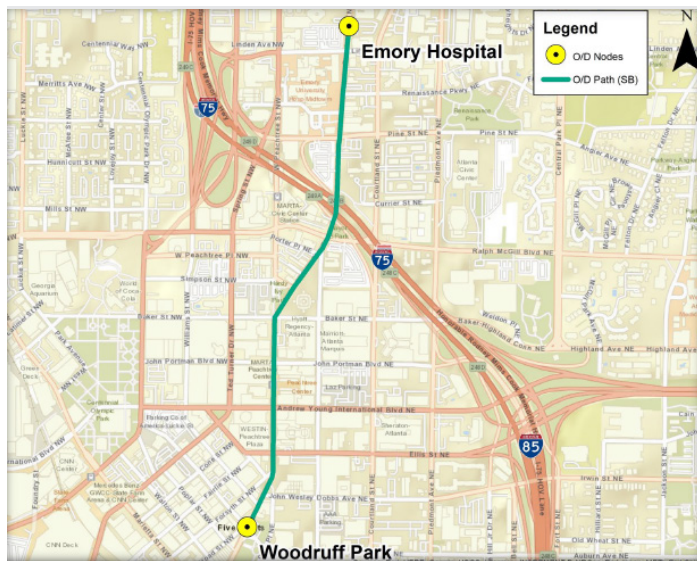


Figure A-4. Travel Time Comparison Route - Motel 6 to City Hall

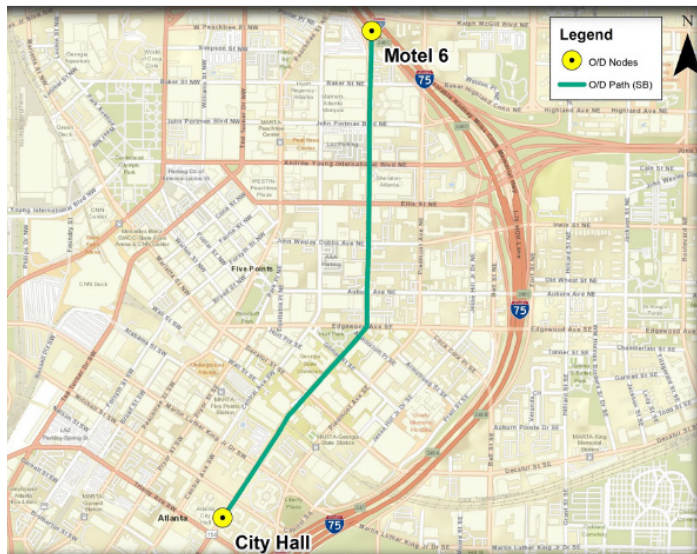


Figure A-3. Travel Time Comparison Route - Mercedes-Benz Stadium to Marriott Hotel

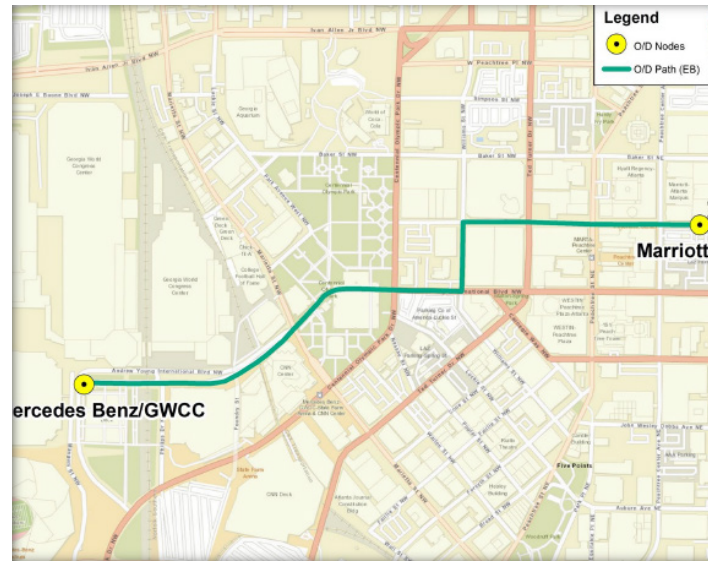


Figure A-5. Travel Time Comparison Route - Five Points MARTA Station to North Avenue MARTA Station



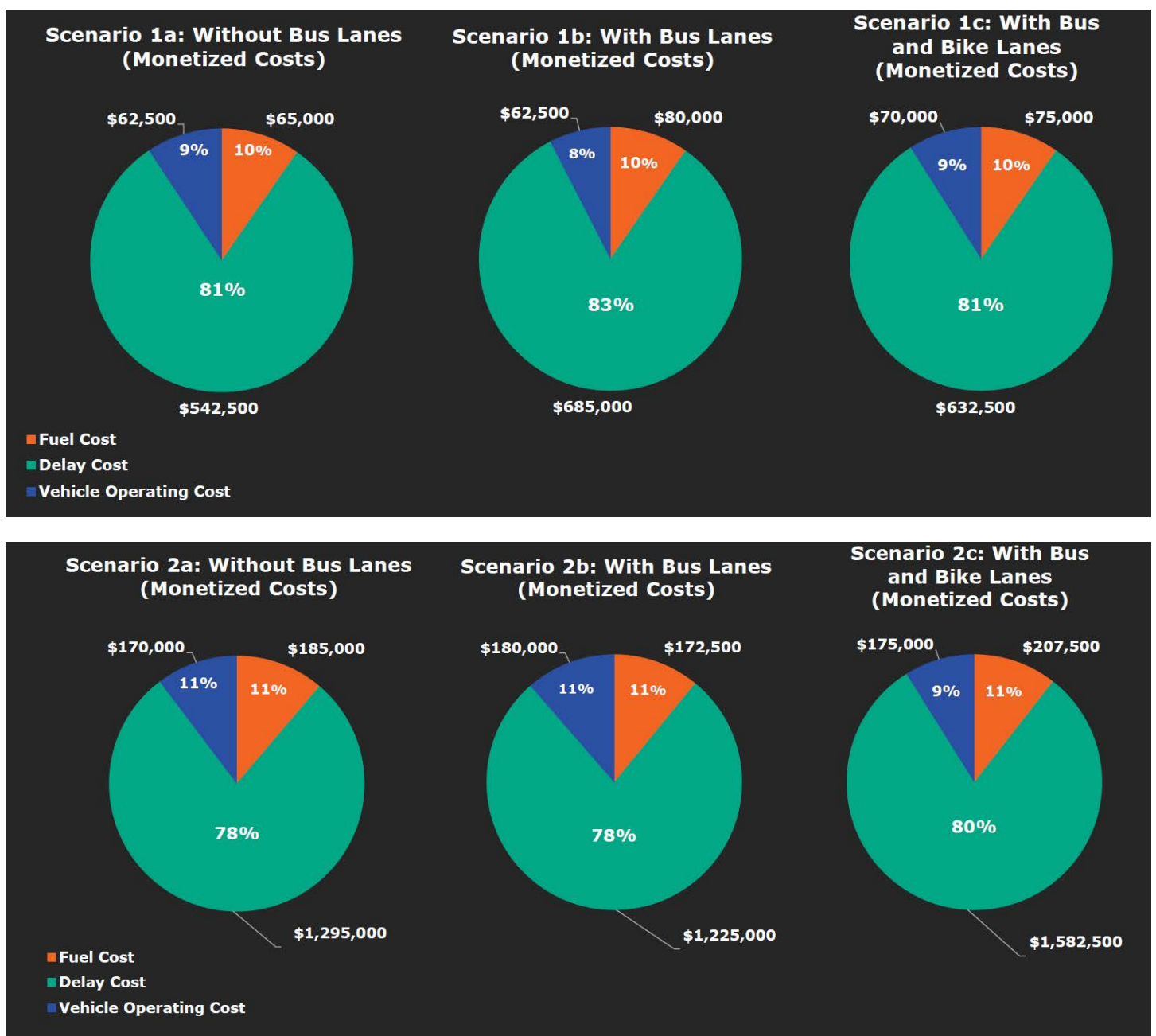
Table A-8. Sample Route Impact Analysis

Destination Pair	Scenario 1: West Peachtree Street to Forsyth Street						Scenario 2: North Avenue to Marietta Street					
	1a: Without Bus Lanes on PCA		1b: With Bus Lanes on PCA		1c: With Bus Lanes on PCA and Bike Lanes on Courtland and Piedmont		2a: Without Bus Lanes on PCA		2b: With Bus Lanes on PCA		2c: With Bus Lanes on PCA and Bike Lanes on Courtland and Piedmont	
	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)
Emory University Hospital Midtown to Woodruff Park (via Peachtree St)	+0:23	-1.2	+0:23	-1.1	+0:28	-1.4	+0:41	-2.0	+0:40	-1.9	+0:47	-1.9
Mercedes-Benz Stadium to Marriott Hotel (via Andrew Young International Blvd, Williams St, and John Portman Blvd)	-0:05	+0.4	-0:04	+0.4	-0:04	+0.2	-0:05	+0.5	-0:04	+0.4	-0:05	+0.4
Motel 6 to City Hall (via Courtland St)	+0:07	-0.3	+0:08	-0.4	+0:10	-0.4	+0:07	-0.3	+0:14	-0.6	+0:13	-0.5
Five Points MARTA Station to North Ave MARTA Station (via Ted Turner Dr)	+0:01	-0.1	+0:02	-0.1			+0:03	-0.2	+0:03	-0.2		

## Costs and Benefits

The associated costs of impacts of the shared space— and, in the cases of scenario options b and c, of the nearby street projects considered in the traffic impact analysis— were monetized for evaluation using standard values and summarized in the charts below. These costs include factors such as the monetary value for individual drivers of additional time spent traveling, additional fuel costs, and vehicle operating costs.

Figure A-6. Annual Costs of Shared Space and Surrounding Complete Street Impacts to Vehicular Travel



Public benefits of a shared space and the surrounding Complete Streets designs must also be considered, as well as individual benefits like health benefits, a more attractive business environment, and increased options for lower cost modes of travel like walking, biking, and transit.

Figure A-7. Anticipated Benefits of a Shared Space and Surrounding Complete Streets



# DEMONSTRATION PROJECT 30-, 60-, AND 90-DAY REPORTS

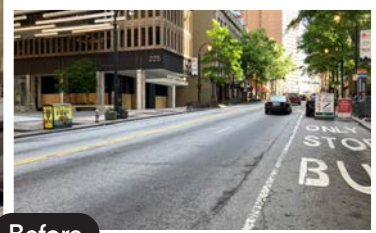
The Department of City Planning published three monthly editions to update the community on what was happening with the demonstration project in the observation period following its installation in June 2021 as part of an effort to maintain transparency and communication with the public. The 30-, 60-, and 90-Day Reports were posted on the project website, promoted on the department's social media accounts, and printed and distributed along the corridor and at events at the project site like Design Over Donuts in August and Park(ing) Day in September. Each of these reports is included on the following pages and represents a snapshot in time in the monitoring and evolution of the demonstration project.





# PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

## 30-DAY UPDATE



Before

Phase 1 (Current)



Department of  
**CITY PLANNING**

# WHAT'S HAPPENING?

The City of Atlanta is testing a new design for a shared space on Peachtree Street by installing a temporary demonstration project. While we cannot test a true, curbless shared space, there are parts that can be tested with removable materials in a short-term, low-cost installation including:



What would happen if we take some space on Peachtree Street away from vehicles and give it back to people?

How do we use this additional space on Peachtree Street to improve the experience of being Downtown?

How do we accommodate adjacent businesses needs and other daily uses like parking and loading?

Phase 1 was installed the week of June 21<sup>st</sup> between Baker Street and Ellis Street. The outer lanes were repurposed as expanded pedestrian space using paint, wheel stops, and planters. A new mid-block crossing was added at Peachtree Center and pedestrian crossing distances at intersections were shortened. It uses simple, adjustable materials to allow changes to the design as needed. It will last

90 days while the City observes impacts, listens to the community, and evaluates if the redesign should move to Phase 2.

Phase 2 would include a mural painted on the expanded pedestrian space, outdoor seating, and programming to activate the space and would last until the full shared space is installed.

## Staff and Volunteers Installing Phase 1



# WHAT WE'VE SEEN & HEARD SO FAR

Based on initial observations and feedback, several adjustments will be made soon, including:

Observation/Feedback	Planned Adjustment
Pedestrians are actively using the new mid-block crossing at Peachtree Center. Some vehicles are yielding for pedestrians before the mid-block crossing, while others continue through.	Add temporary stop signs on both sides of the mid-block crossing at Peachtree Center.
Buses and MARTA Mobility pick-up/drop-off points need to be better aligned for ADA access and to minimize traffic backups.	Coordinate with MARTA to tweak bus stop locations and MARTA Mobility pick-up/drop-off points.
Some rideshare and delivery drivers are continuing to pick up and drop off on Peachtree Street, blocking the flow of travel.	Coordinate with rideshare providers like Uber and Lyft to use geofencing within the apps to direct pick-up and drop-off points to side streets. Coordinate with businesses to ensure deliveries are using appropriate locations on side streets. Continue to enforce existing city ordinances, which already prohibit loading and parking on this part of Peachtree Street.
People are interested in more outdoor dining to activate the space.	City is currently working with corridor restaurants to permit and support on-street dining.
People have mentioned concerns about emergency vehicle access.	The Fire Department and Police Department have been operating in the space. Staff will continue to coordinate with these departments as they adjust and make changes if needed.
Increased levels of vehicular congestion is frustrating for drivers.	Continue to monitor travel patterns and adjust signal timing if needed.
Buses turning south from Andrew Young International Boulevard onto Peachtree Street have challenges when northbound vehicles stop past the stop bar.	Modify design at this location to more comfortably accommodate turns for large vehicles.

Other feedback and observations will continue to be monitored and may be adjusted at a later date.

**TAKE THE SURVEY**

[sharepeachtree.com/demo](https://sharepeachtree.com/demo)





## WHAT'S NEXT

Over the next two months, observation, engagement, and evaluation will continue, including:



City staff will continue to regularly monitor and document observed behaviors on site.



City staff and Central Atlanta Progress are working with restaurants along the corridor to permit and support outdoor dining in the expanded space.



Data on traffic patterns is being collected using Miovision cameras. It will be analyzed and compared to “before” data, including equivalent data collected right before the demonstration was installed and historic, pre-COVID traffic data. The initial results will be included in next month's report.



Cameras have been installed to analyze pedestrian, cyclist, scooter, bus, and driver behaviors.



Maintenance of the expanded pedestrian space and planters will continue.



Continue to coordinate with the Atlanta Police Department and Policing Alternatives and Diversion (PAD) Initiative to address concerns about personal safety.



Make minor adjustments to the design as needed.

City staff will host a weekly booth at the Peachtree Center Green Market on Thursdays from 11:00 am to 2:00 pm to talk to community members.

The online survey will remain open through September 8, 2021 to continue collecting community input on the temporary design.



The Department of City Planning's Design Over Donuts series will have its next event on Peachtree Street, walking the corridor with community members on August 6<sup>th</sup> from 8 to 9 am. Meet us at the tables at the Hub at Peachtree Center outdoor plaza to join!

City staff will continue to reach out directly to residents and businesses on the corridor, as well as partners like MARTA.

## CONTACT

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Learn more and take the survey at  
[sharepeachtree.com/demo](https://sharepeachtree.com/demo)



# PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

## 60-DAY UPDATE



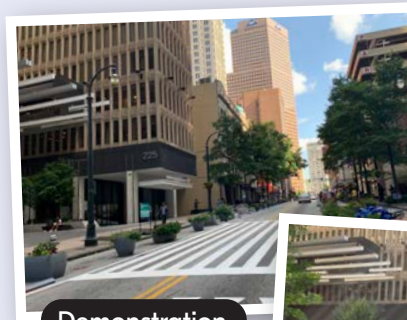
Spectators getting ready for the Dragon Con Parade at the Demonstration Project



Department of  
**CITY PLANNING**

# THE VISION FOR A SHARED SPACE

The Demonstration Project is the first test toward a transformative public space project: the Peachtree Shared Space. While we cannot test a true, curbsless shared space, there are parts that can be tested with removable materials in a short-term low-cost installation in the proposed location of the shared space. The final design for the shared space will be refined based on what is learned from the Demonstration Project.



Demonstration



Shared Space

**“The Peachtree Shared Space will be an exceptional public space for all people every day, supporting Downtown Atlanta as a vibrant, equitable, and joyful neighborhood.”**

*-Vision Statement developed with community participants*

## Rendering of the Proposed Final Concept Design

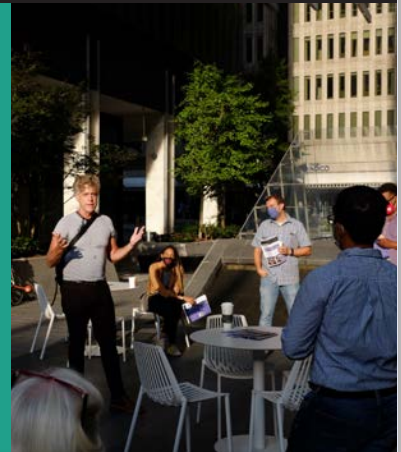


# WHAT WE'RE HEARING

## IN-PERSON CONVERSATIONS

### PROJECT TOURS & CONVERSATIONS

The community was invited to tour and discuss the project in person at two recent events. The first City of Atlanta Design over Donuts discussion of 2021 was held on Friday, August 6<sup>th</sup>. Commissioner Tim Keane spoke to 42 participants about the history of Atlanta and the choice we have as a community of how and where we will grow, and the role Peachtree Street will play in that growth. On June 30<sup>th</sup>, members of the Public Space Working Group met to tour the corridor, discuss their findings with the group, and brainstorm potential ideas. Both groups discussed the need for more activation, a concern about the overall vehicular network and access for emergency vehicles, a desire to be more competitive with other areas of Atlanta, and a love for the mid-block crossing.



### ATLANTA DOWNTOWN NEIGHBORHOOD ASSOCIATION

Staff joined ADNA— the organization for Downtown residents— for their August meeting to discuss the Demonstration Project. The neighborhood was excited about how the project will create an exceptional public space, support multimodal transportation options, and attract more residents and activity to the area. They noted they've already seen a boost in the pedestrian experience. The ADNA board wrote a letter of support to see it move forward into the shared space design, backed by a unanimous vote of support.

**“Ultimately, this effort will lead to a safer, more accessible and more beneficial public space for the Downtown community.”**

-ADNA Letter of Support

### PEACHTREE CENTER GREEN MARKET

The Department of City Planning has hosted a booth at Peachtree Center's Green Market every Thursday this season to talk to the community about the Demonstration Project and vision for a shared space.



# WHAT WE'RE HEARING

## ONLINE SURVEY

The online survey will be open through September 30<sup>th</sup>. This is your opportunity to provide valuable input to the City and project team on reshaping Peachtree Street.

**186**  
total respondents

**75%**  
support permanent  
pedestrian improvements

**56%**  
support the new  
planters and aesthetic

**TAKE THE SURVEY** → [sharepeachtree.com/demo](https://sharepeachtree.com/demo)

## RECENT ADJUSTMENTS

Based on observations and input, the planter and wheel stop placement near the corners of Andrew Young International Boulevard and John Portman Boulevard were recently adjusted to make it easier for large vehicles like buses and trucks to turn the corner.



## FREQUENTLY ASKED QUESTIONS

“When does the next phase of this project begin?”

Based on community conversations that have indicated that more data should be collected before moving to Phase 2, we are evaluating extending Phase 1 and using the additional time to test design adjustments to the block between John Portman Boulevard and Andrew Young International Boulevard.

“Will we be seeing more programming of the space soon?”

We have heard overwhelming support of additional programming. Meehan's recently launched the first on-street dining program and we'll be hosting activities for Park(ing) Day on September 17<sup>th</sup>.



We are working with our partners and within the COVID requirements to identify what we can do within the space to provide more activities.

“Are you working with the Atlanta Fire Rescue Department (AFRD) and Atlanta Police Department (APD) to understand their needs and challenges with the new space?”

Yes! We have regularly scheduled meeting with both departments and will continue to do so. The AFRD recently submitted data on their response times to the demonstration area before and after implementation (see page 6).

# ANALYZING TRAVEL PATTERNS

One of the key questions for Phase I is to understand what would happen if we take some space away from vehicles and give it to pedestrians and public space. Travel patterns are being monitored and analyzed using Miovision cameras installed at project intersections and data from Streetlight and the Regional Integrated Transportation Information System (RITIS), which track travel patterns using GPS data from devices like cell phones. These are being compared to “before” data, including the period right before the project was installed in June 2021 and historic pre-COVID data from 2019. Other factors, like people gradually returning to offices and hotels Downtown, have also impacted travel patterns lately. Key initial findings from the ongoing analysis include:



Cameras have been installed to analyze pedestrian, cyclist, scooter, bus, and driver behaviors.

## NETWORK IMPACTS & VEHICLE TRAVEL TIMES

To understand vehicular impacts to the downtown street network, parallel corridors to Peachtree were analyzed. The results showed travel time for these corridors increased by an average of approximately 30 seconds in the northbound direction and 55 seconds in the southbound direction throughout the day.<sup>1</sup> An increase in travel time was expected with people returning to work and an increase in special events happening Downtown. Nearby, Marietta Street experienced an increase in travel time of about 20 seconds throughout the day, indicating these factors are also impacting travel times before and after the Demonstration Project. During the afternoon and evening hours, the average travel time there increases by as much as 1.4 minutes in the northwestbound direction and 1 minute in the southeastbound direction.<sup>2</sup>



## VEHICLE TRAVEL SPEEDS

Slowing vehicle speeds yield safer conditions for bicyclists and pedestrians, particularly in locations of high pedestrian activity. Average speeds after the Demonstration Project were reduced by 2 miles per hour (mph) in the northbound direction and 3 mph in the southbound direction through the demonstration project area and now average 10 mph and 9 mph respectively.<sup>4</sup>



## VEHICLE TRAVEL VOLUMES

An increase in traffic congestion was anticipated due to the elimination of one vehicular lane in each direction. Before the demonstration project began, weekday and weekend Level of Service (LOS) were both A and B in the AM and PM, respectively. After the demonstration project was implemented weekday LOS was B and C and weekend was A and C in the AM and PM, respectively.<sup>4</sup> Most intersections have experienced typical increases in delay of 3 to 5 seconds on weekdays and 1 to 5 seconds on weekends compared to before the Demonstration Project. The highest increase in delay for any intersection during any time period was 10.3 seconds on weekdays and 9.1 seconds on weekends.



# ANALYZING TRAVEL PATTERNS

## EMERGENCY RESPONSE TIMES



Emergency response times by the Atlanta Fire Rescue Department (AFRD) to calls within the three blocks of the Peachtree Street demonstration project were evaluated since March 3, 2021. Of the 220 calls to addresses directly within the demonstration project area, around two-thirds (148 calls) occurred prior to the demonstration setup and the other third (72 calls) since its setup in late June. Overall, the project has had **no apparent impact on response times** - the average overall response time was 5 minutes, 17 seconds before the project, and 5 minutes, 5 seconds after the project setup.<sup>5</sup>

## PEDESTRIAN & CYCLIST ACTIVITY



Miovision was used to evaluate pedestrian and cycling activity along the corridor before and after the demonstration project. Pedestrian activity **increased 40-50%** during the weekdays, decreased weekend mornings, and stayed relatively the same during weekend afternoons. Bikes/scooters in travel lanes decreased 33-53% on weekdays and 23-48% on weekends.<sup>6</sup> This could be an overall decrease in bike/scooters, or could indicate they are travelling in the shared space.

### Footnotes

1 RITIS (Regional Integrated Transportation Information System) was used to analyze the impacts of the Peachtree Shared Street demonstration project on the downtown street network during a period immediately preceding the installation of the demonstration project (May 1 – May 23) and after the installation (August 1 – August 22). These dates were selected to remove influences of holiday weekends (Memorial Day, July 4th, Labor Day Weekend) and large downtown events (AmericasMart and DragonCon).

Centennial Olympic Park Drive, Williams Street, Ted Tuner Drive, Peachtree Center Avenue, Courtland Street and Piedmont Avenue between Ivan Allen Junior Boulevard/Ralph McGill Boulevard and Marietta Street/Edgewood Avenue were analyzed to assess the impact on the overall Downtown street network.

2 Marietta Street was selected as a baseline corridor that was not impacted by the demonstration project. It showed a 20 second increase in travel time over the course of the day indicating that other factors are impacting travel time when comparing the pre and post demonstration implementation timeframes.

3 95th percentile speeds were also reduced by approximately 1 mph in the northbound direction and 2 mph in the southbound direction.

4 Vehicle Travel Volumes: (1) LOS refers to number of vehicles compared to available roadway capacity and is on a scale of A through F. LOS A indicates no traffic, whereas LOS F is complete gridlock. LOS C or better is acceptable travel conditions. (2) The corridor travel volumes could potentially be further improved through adjustments to the signals, increasing green light time on Peachtree. This will need to be investigated further as a part of the demonstration to “optimize” the signals and balance north/south and east/west volumes.

5 Emergency response During the week-long setup of the demonstration project when motorists and service providers were adjusting to the changes in Peachtree (from June 21 through 25), the average response time was also less (4 minutes, 42 seconds), and AFRD exclusively served all but one of the 14 service calls (with Grady EMS arriving after AFRD to one call).

Even when considering service calls to an area beyond the immediate three blocks of Peachtree Street, the trends are similar and show no clear impact of the demonstration project on response times. Prior to the demonstration project, the longest travel time to an address within two blocks (on any side) of the demonstration project was 37 minutes, and after the project it was 21 minutes. The average response times were about the same: 5 minutes, 8 seconds before the demonstration, and 5 minutes, 19 seconds after its setup. Of the 1,016 service calls in this larger area, a greater share (137 calls) were served by Fire Station 1, but the vast majority (879) continued to be served by Fire Station 4.

6 “Weekday” data was collected on Tuesdays. Sundays represent “weekend” counts.

# CLARIFYING OPERATIONS

## BIKES & SCOOTERS

For the Demonstration Project, the outer lanes have been converted into expanded sidewalk areas, which give extra room to walk, a comfortable buffer from vehicles, and space for features like outdoor dining and additional ADA accessible curb ramps. Because they include these features and have wheel stops at the corners, they are not meant exclusively for cyclists and scooters to ride continuously through like a bike lane. This project aims to make it safer and more comfortable for cyclists and scooter riders to use the vehicular travel lanes by:

- ✓ Slowing down vehicle speeds
- ✓ Encouraging lower vehicle volumes



## RIDEHAILING SERVICES

When these blocks of Peachtree Street operate with 4 to 5 lanes, drivers often stop in the middle of the street to pick up or drop off people or goods, blocking the outer travel lanes, even though stopping or parking there is illegal. Now that they're operating with 2 to 3 lanes, when drivers try to do that it stops the flow of traffic.

Many of the vehicles stopping in the outer lanes are ridehailing services like Uber and Lyft. To help minimize stopped vehicles on Peachtree Street, the City recently coordinated with these companies to geofence pick-up and drop-off locations to happen on side streets where there is room for other vehicles to go around.

### WHAT IS GEOFENCING?

By creating a digital "geofence" to specify pick-up and drop-off areas, apps like Uber and Lyft can direct drivers and riders to the spots that work best with street operations and help minimize their disruptions to traffic.



## COMING SOON

Over the next month, observation, engagement, and evaluation will continue, including:



City staff will continue to regularly monitor and document observed behaviors on site.



City staff and Central Atlanta Progress are working with restaurants along the corridor to permit and support outdoor dining in the expanded space. The first one will launch in September!



Data on traffic patterns will continue to be collected using Miovision cameras, response times from the Atlanta Fire Rescue Department, and RITIS. It will continue to be analyzed and compared to “before” data, including equivalent data collected right before the demonstration was installed and historic, pre-COVID traffic data.



Maintenance of the expanded pedestrian space and planters will continue.



Continue to coordinate with the Atlanta Police Department and Policing Alternatives and Diversion (PAD) Initiative to address concerns about personal safety.



Make minor adjustments to the design as needed. Make major adjustments to the block between John Portman Boulevard and Andrew Young International Boulevard.

City staff will host a weekly booth at the Peachtree Center Green Market on Thursdays from 11:00 am to 2:00 pm to talk to community members.

**We're hosting Park(ing) Day, the international activation of places for people in spaces usually designated for cars. Join us for fun activities along the Peachtree Shared Space on September 17<sup>th</sup>!**



The online survey will remain open through September 30<sup>th</sup>, 2021 to continue collecting community input on the temporary design.

City staff will continue to reach out directly to residents and businesses on the corridor, as well as partners like MARTA.

## CONTACT

Monique Forte  
Project Manager  
City of Atlanta  
Department of City  
Planning  
peachtree@atlantaga.gov  
470-279-1545

Learn more and take the survey at  
[sharepeachtree.com/demo](https://sharepeachtree.com/demo)



# PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

## 90-DAY UPDATE

November 2021



Find out what's been happening since the Peachtree Shared Space Demonstration Project was installed this summer and what's next for Downtown's signature street!



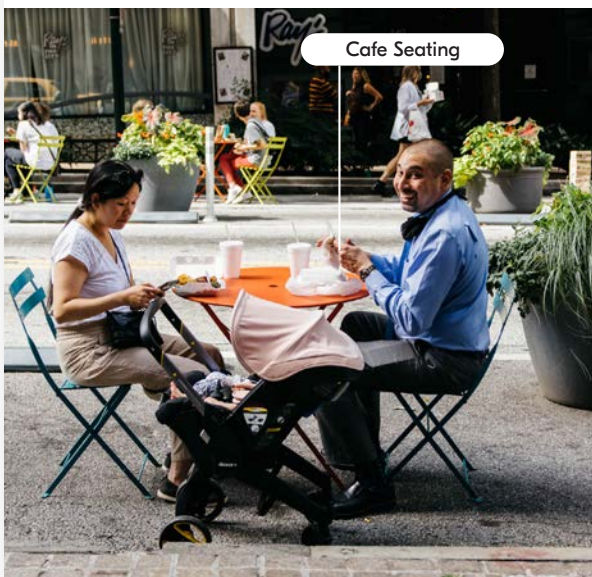
Department of  
**CITY PLANNING**



Ongoing Community Engagement



Chalk Street Murals by Local Artists



Cafe Seating

## COMMUNITY ENGAGEMENT

What does the community think of the project so far? The Department of City Planning (DCP) has continued to talk to neighbors, employees, and visitors about their experience on these blocks. Here's what we've been doing and hearing this month:

### PARK(ING) DAY

DCP and Central Atlanta Progress hosted Park(ing) Day on Peachtree Street on September 30<sup>th</sup> as part of an annual global event where cities transform parking spaces and places for cars into places for people. It showcased how these blocks can be activated as a vibrant place, featuring street art, games and activities, live music, and on-street dining. We heard that people wanted more activation and programming in the space regularly, as well as questions on the next phase of the project.

### PEACHTREE WALK AND TALKS

Commissioner Tim Keane and Mobility Director Betty Smoot-Madison hosted a Walk and Talk event with community members on October 9<sup>th</sup> and DCP staff hosted a walk with OpenIDEO Atlanta on October 12<sup>th</sup>. Participants asked for more streets similar to the shared space throughout Atlanta, and asked about the reaction to the design thus far. They commented on the aesthetic of the space and how it felt safer.

### GREEN MARKET BOOTH

DCP staff hosted a booth throughout Peachtree Center's weekly Green Market season, beginning with the installation of the Demonstration Project in June.

### ONLINE SURVEY RESPONSES

Community members were invited to share their feedback about the project through an online survey from late June to early October. Most respondents supported the project and the long-term plan for a shared space. Highlights included:

- 71 percent of respondents support permanent pedestrian improvements.
- 65 percent of respondents support permanent improvements for bicyclists.
- Respondents want to see the space actively programmed more frequently, especially with features like outdoor dining (64 percent), farmers markets (57 percent), and small-scale vending and retail (54 percent).
- People who have concerns about the project often cited a desire to have more vehicle lanes or to have dedicated bicycle lanes.



Community Walk and Talks



Games and Activities



On-street Vendors



## MONITORING TRAFFIC IMPACTS

DCP has been monitoring how people are traveling around the Demonstration Project and what impacts it's having to vehicular travel times Downtown, recognizing slowing vehicle speeds is a goal to improve safety here. Key findings for the 60- to 90-day period include:

**LOS  
A, B, or C**

All intersections are **operating at acceptable levels of delay** for urban areas, Level of Service (LOS) A, B, or C.

**0 to 11.1  
seconds**  
of additional  
intersection  
travel time

Most intersections are experiencing **1 to 5 seconds of additional travel time** for drivers compared to before the installation. The greatest recorded increase in travel time occurred at Ellis Street on Monday mornings, averaging 11.1 additional seconds.

**27%**  
average increase  
in pedestrians

Over the first 90 days, the average number of pedestrians increased significantly, up 27 percent during morning and evening peak hours.

**11%**  
decrease in total  
vehicle volumes

The total number of vehicles driving along the three blocks of the Demonstration Project decreased by 11 percent, suggesting drivers are using alternate routes or external factors are resulting in less driving overall.

These findings suggest there is an increase in pedestrian activity associated with the Demonstration Project and it is not negatively impacting vehicular travel beyond what is typical in an urban environment, supporting an extension of the project, with minor adjustments to improve operations.

*Travel patterns were measured using Miovision video cameras at the intersections of Baker St, John Portman Blvd, Andrew Young International Blvd, and Ellis St on Mondays, Tuesdays, and Sundays from June 6 to June 20 (before period), June 21 to July 22, and August 8 to September 7 (after period), and analyzed using Synchro software for AM and PM peak hours. DragonCon weekend was analyzed separately. Changes in travel may also be attributed to seasonal changes and evolving COVID-19 social distancing protocols.*

## MONITORING EMERGENCY RESPONSE TIMES

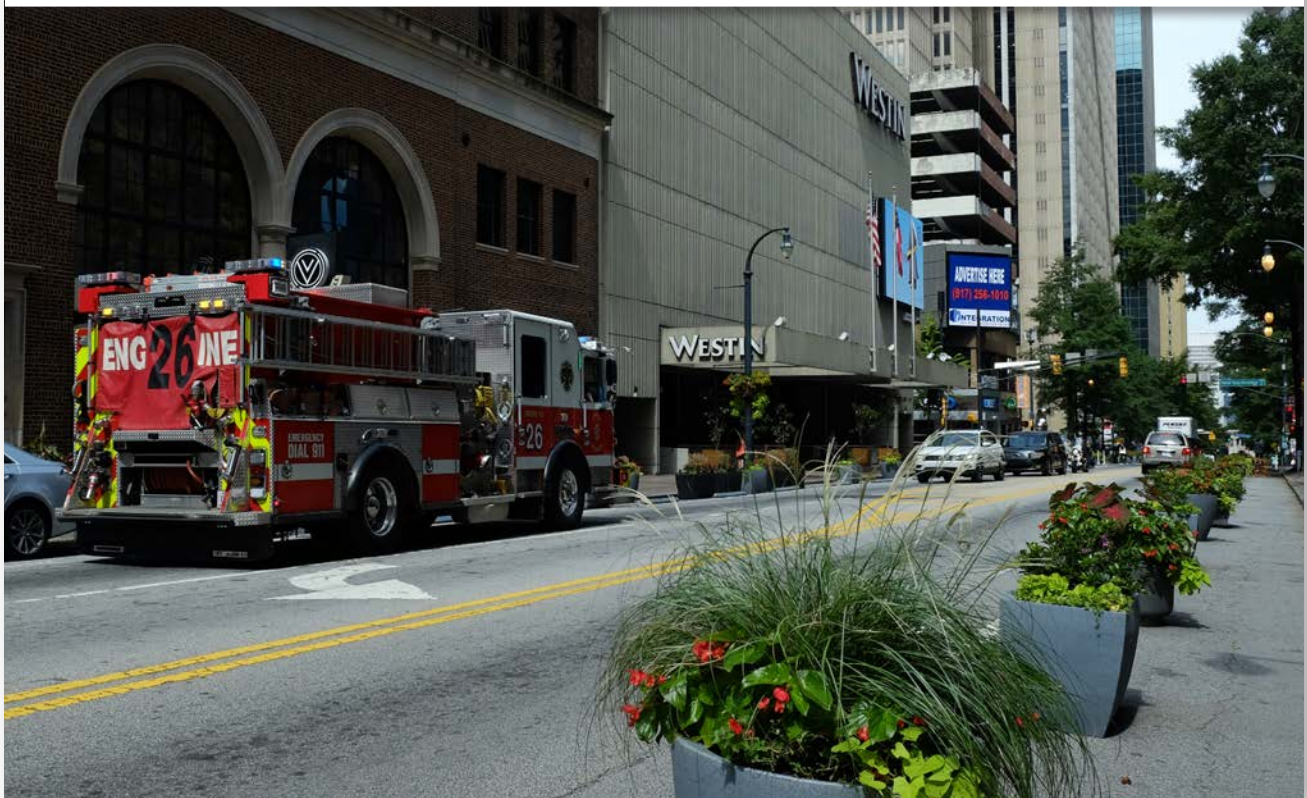
Community members expressed a concern for how the reduced number of vehicle lanes on these three blocks might impact emergency vehicle access and response times. Working with the Atlanta Fire and Rescue Department (AFRD), DCP analyzed response times for AFRD and Grady Hospital vehicles in the project area. After the Demonstration was installed,

**the average response time increased by just 14 seconds and the maximum response time decreased by 1 minute and 51 seconds.**

AFRD has confirmed they are able to provide adequate service with the new configuration.

### CHANGES IN EMERGENCY RESPONSE TIMES

	Before 3/3/21 to 6/25/21 148 total calls	After 6/26/21 to 10/20/21 158 total calls
<b>Average Response Time</b>	5 min 22 sec	5 min 34 sec
<b>Maximum Response Time</b>	12 min 51 sec	11 min 0 sec



## SHOW OF SUPPORT

Check out quotes from Letters of Support submitted by members of the Peachtree Street community:

**“We could not be more supportive of making Peachtree Street more welcoming, attractive, and useful to the entire community and not just vehicles passing through.”**

-Banyan Street Capital (235 Peachtree) Letter of Support

**“The Peachtree Shared Space Study has elevated expectations for Atlanta’s ‘signature street’ and provided a road map for implementing public space amenities that will improve the pedestrian experience Downtown.”**

-Westin Hotel Letter of Support

**“The program complements our ongoing investment to transform and activate AmericasMart along Peachtree Street. These features and improvements will help us retain our existing customer base and attract Atlanta’s next generation of small business owners, employees, and visitors.”**

-AmericasMart Letter of Support

**“We desire for Peachtree Street to match the elegance and beauty of our space. The Peachtree Shared Space will create that desired experience.”**

-Southern Exchange (200 Peachtree) Letter of Support

**“As residents, we are excited about the opportunities that the project potentially brings to the area, such as attracting 24-hour activity for different user groups, developing underutilized and empty lots, and increasing the resident population in the area and overall public space.”**

-Atlanta Downtown Neighbors Association Letter of Support

## WHAT'S NEXT

Immediate next steps for the project include:

Ongoing

Working with Restaurants to Install More On-Street Dining

Nov.

Final Peachtree Shared Space Concept Report

Nov.

Extension of Phase I Demonstration Project Updates

*(street layout adjustments)*

Spring/  
Summer  
2022

Demonstration Project Phase 2

*(asphalt mural and more street furniture)*

Based on observations and community input, a few changes will be made to the Phase 1 layout before street murals and furniture are added in Phase 2:

### MARTA Mobility Pull-offs



To better accommodate passenger loading and unloading for MARTA Mobility buses, two pull-off areas will be added, one on each side of the block between John Portman Boulevard and Andrew Young International Boulevard. They will be painted red, indicating they are for transit use only.

### Valet Area



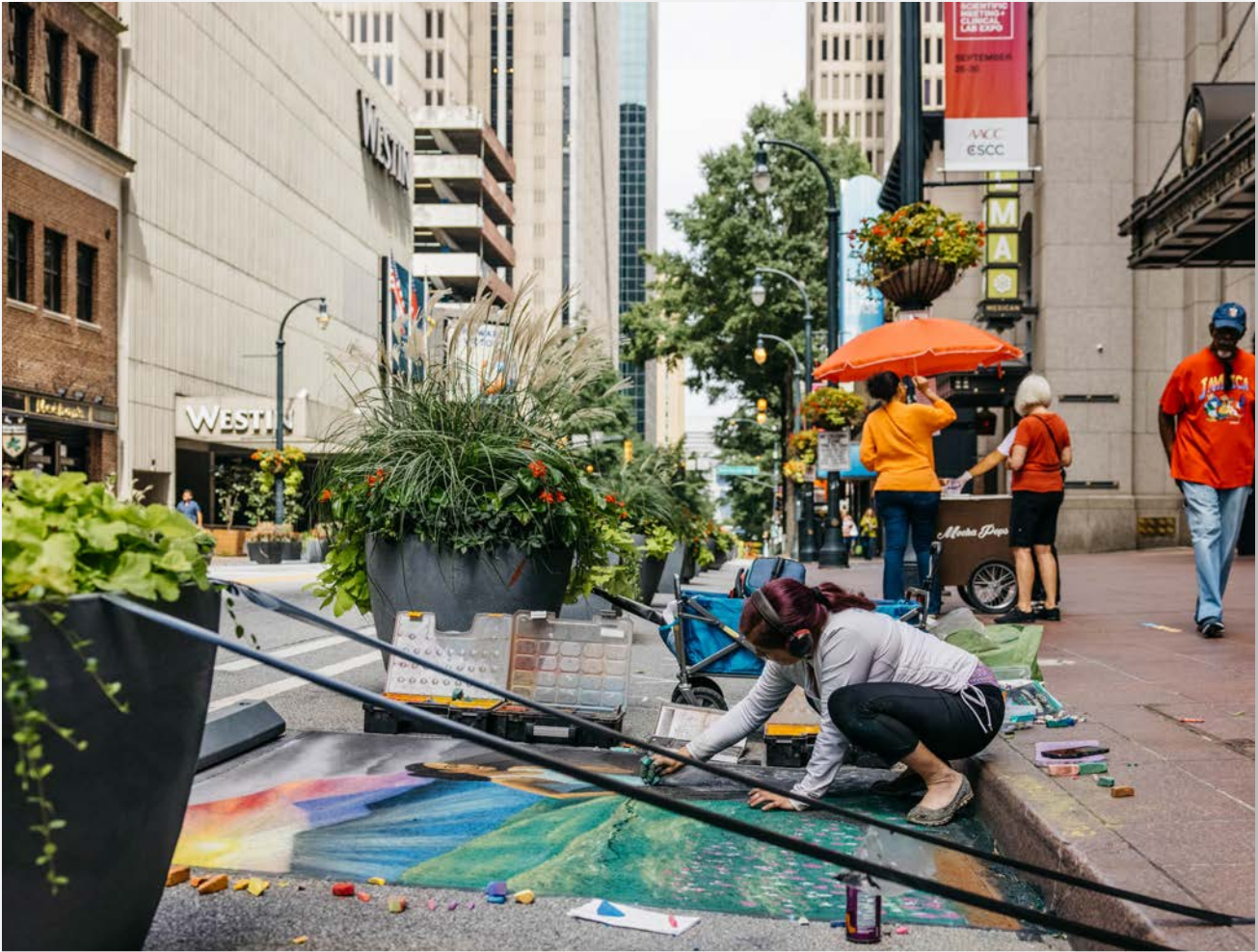
The previously existing Hotel Indigo valet area has been included in the Demonstration Project design. It will be adjusted to give passengers a little more room to get in and out of vehicles.

### Curb Radii



The curb radii at the intersection of Andrew Young International Boulevard will be adjusted to make it easier for buses and other large vehicles to turn the corner.





**CONTACT**

Monique Forte, Project Manager  
City of Atlanta Department of City Planning  
peachtree@atlantaga.gov | 470-279-1545



Learn more at  
[sharepeachtree.com/demo](https://sharepeachtree.com/demo)

# LETTERS OF SUPPORT

Several community organizations, businesses, and property owners submitted letters of support for the Peachtree Shared Space project and associated demonstration project. As of November 2021, these included letters from:

- Atlanta Downtown Improvement District (ADID)
- Atlanta Downtown Neighbors Association (ADNA)
- Banyan Street Capital (235 Peachtree)
- International Market Center - AmericasMart
- Southern Exchange (200 Peachtree)



84 Walton St NW #500  
Atlanta, GA 30303  
P: 404.658.5910  
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**AtlantaDowntown.com**

**RESOLUTION**

WHEREAS, the Atlanta Regional Commission (ARC) is accepting applications for federal transportation funding for engineering for federal fiscal year 2022; and

WHEREAS, Central Atlanta Progress, Inc. and the Atlanta Downtown Improvement District (CAP/ADID) have completed the Downtown Atlanta Transportation Plan, which was adopted by reference into the City of Atlanta’s comprehensive development plan during the December 4, 2017 Atlanta City Council meeting and is a grandfathered LCI Plan (referred to as the Downtown Atlanta LCI Plan) through the Atlanta Regional Commission; and

WHEREAS, CAP/ADID and the City of Atlanta are working toward and are committed to implementing the recommendations and projects identified by the Downtown Atlanta LCI plan; and

WHEREAS, the Downtown Atlanta LCI plan recommended Peachtree Street Shared Street (the “Project”) enhancements; and

WHEREAS, the City of Atlanta Department of City Planning recently completed the Peachtree Street Shared Space Study (the "Study"); and

WHEREAS, the Study is currently piloting the shared space concept between Ellis Street and Baker Street; and

WHEREAS, there is support for advancing the pilot into permanent infrastructure; and

WHEREAS, the Project will improve the overall safety and vibrancy of the corridor through traffic calming, active curbside uses, and reconfigured intersections; and

WHEREAS, the City of Atlanta is applying for engineering funds to advance design on the Project;

NOW, THEREFORE BE IT RESOLVED, this 20<sup>th</sup> day of August 2021 that the Board of Directors of Atlanta Downtown Improvement District, Inc. supports the City of Atlanta’s application for engineering funds for the Project and hereby commits to provide half of the required local cash matching funds (\$150,000) for a total of \$300,000 if the City of Atlanta is awarded \$1,500,000 under the ARC LCI funding program.

Craig B. Jones  
Chairman

A.J. Robinson  
President



August 25, 2021

Commissioner Tim Keane  
City of Atlanta, Department of City Planning  
55 Trinity Avenue SW, Suite 1450  
Atlanta, GA 30303

Dear Commissioner Keane,

This is a letter of support for the Peachtree Shared Space Demonstration Project. The Atlanta Downtown Neighborhood Association (ADNA) supports the continued efforts to learn from and adapt our downtown streets so they facilitate a range of multi-modal transportation options and act as a safe and welcoming environment for all.

Peachtree Street is the “main street” of Atlanta, serving as a major activity center in the core of the City. For decades, Peachtree Street has lacked some key characteristics to attract diverse uses along the corridor. The Peachtree Shared Study explored ways to make Peachtree Street in Downtown Atlanta a more attractive, useful and welcoming space for all. In effort to test some key elements of conceptual ideas from the study, the Peachtree Shared Space demonstration project was implemented in June 2021. As residents, we are excited about the opportunities that the project potentially brings to the area such as attracting 24-hour activity for different user groups, developing underutilized and empty lots, and increasing the resident population in the area and overall public space. Ultimately, this effort will lead to a safer, more accessible and more beneficial public space for the Downtown community.

City Planning has continued to meet with us to receive feedback to improve the space to meet the community's needs. We have already experienced a boost in the pedestrian experience, and we look forward to the evolution of the Peachtree Center area. We are

excited to continue to work closely with City Planning to create an exceptional public space along Peachtree Street and the Downtown Atlanta area.

This letter of support is based on a sixteen-to-zero-vote in favor of a motion to draft this letter at the August 2021 Atlanta Downtown Neighborhood Association General Body Meeting. In addition, the project's people-first perspective is in keeping with the declared priorities of ADNA's 2021 Board.

Regards,

*John Van Hallen*

*Kelly Parry*

*DeJan Tebought*

*Robyn Jackson*

Atlanta Downtown Neighborhood Association Board

[President@atlantadna.org](mailto:President@atlantadna.org)

P O Box 57021

Atlanta, GA 30343

# BANYAN STREET

CAPITAL

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August 17, 2021

Commissioner Tim Keane  
City of Atlanta Department of City Planning  
55 Trinity Avenue SW, Suite 1450  
Atlanta, Georgia 30303

Dear Commissioner Keane:

Banyan Street Capital applauds the City of Atlanta's efforts to pursue the **Peachtree Shared Space Study** with the goal of fostering a safer, more accessible, and more enjoyable public space in the heart of the city. Peachtree Street is the 'front yard' to the 3.7 million square feet of commercial real estate that Banyan Street Capital owns and operates in Downtown, but Peachtree Street is currently lacking in some key aesthetic and utilitarian respects. As a property owner seeking to diversify, enhance and improve our commercial and residential uses, we believe in the importance of improving the value and experience of Peachtree Street, and we could not be more supportive of making Peachtree Street more welcoming, attractive and useful to the entire community and not just vehicles passing through.

The future of successful office spaces in central business districts across the U.S. hinges on the ability of public and private interests to create environments and experiences that attract the talent and capital that sustains and grows economies. Atlanta's population and economy are growing. For Downtown to capture its fair and logical share of that expansion, investment in space and place is needed. Peachtree Street is the ideal location for a 'shared space' to change the dynamic of public space experience in Atlanta and forge a path forward for a connected and activated future. For a relatively modest public investment, the City of Atlanta has the opportunity to create a truly signature public space on Atlanta's Main Street in a central business district which is in need of that public investment.

As an active member of the Peachtree Shared Space Study Public Space Working Group, I have seen first-hand the level of care and consideration that the planning and design team has taken to balance the wide-ranging and complex needs of Atlanta's transportation network. Actively calming traffic, managing curbside uses, reconfiguring intersections, improving aesthetics and creating more space for people have been long overdue along the corridor. Continued investment in community engagement, detailed engineering, and implementation to sustain these improvements is a critical next step.

Reimagining the future design and operation of Peachtree Street is vital to the future of Atlanta and to making our city more connected, sustainable, and vibrant. Banyan Street Capital looks forward to continuing to engage in efforts to advance the enhancement of Peachtree Street.

Sincerely,



K. Taylor White  
Principal and Senior Managing Director

B

80 SW 8<sup>th</sup> Street, Suite 2200, Miami, Florida 33130  
305.722.9400 | banyanstreet.com



INTERNATIONAL  
MARKET CENTERS

October 7, 2021

Commissioner Tim Keane  
City of Atlanta Department of City Planning  
55 Trinity Avenue SW  
Suite 1450  
Atlanta, Georgia 30303

Dear Commissioner Keane:

It is our pleasure to express International Market Centers' support for the Peachtree Shared Space Study to reimagine the future of Atlanta's main street. Making Peachtree Street a safer, more accessible, and more enjoyable public space in the heart of the city is a priority to our successful operations and growth. Our AmericasMart complex annually contributes over \$641 million to the Atlanta economy notably through the creation of over 9,300 jobs and attracting over 650,000 customer visits – many through our front door on Peachtree Street.

It is important to AmericasMart, our vendors, and our customers that the Peachtree Street experience is more welcoming to all users and not just vehicles. The Peachtree Shared Space Study is serving as a catalyst for providing public space amenities that improve pedestrian and transit connections to our campus. The program also complements our ongoing investment to transform and activate AmericasMart along Peachtree Street. These features and improvements will help us retain our existing customer base and attract Atlanta's next generation of small business owners, employees, and visitors. Peachtree Street is the ideal location for a 'shared space' to change the dynamic of public space experience in downtown and improve connectivity with the surrounding environment.

As active members of the Peachtree Shared Space Study Public Space Working Group, our team has witnessed the detailed consideration that the City of Atlanta has taken to balance the wide-ranging and complex needs of Atlanta's transportation network. To date, the project has seemingly helped to calm traffic, manage curb side uses, reconfigure intersections and create more space for people – all of which have been enhancements to the corridor. Continued investment in community engagement, detailed engineering, and implementation to refine and sustain these improvements is a critical next step as there's more work to be done.

Reimagining the future design and operation of Peachtree Street is important to AmericasMart, the future of Atlanta and to making our city more connected, sustainable, and vibrant. International Market Centers looks forward to continuing to engage in efforts to advance the enhancement of Peachtree Street.

Best regards,

DocuSigned by:  
  
0A9DEB7FCF1042F...  
Robert J. Maricich  
Chairman and Chief Executive Officer

  
Gregory Avitabile  
EVP and Chief Operations Officer



August 24, 2021

Commissioner Tim Keane  
City of Atlanta, Department of City Planning  
55 Trinity Avenue SW, Suite 1450  
Atlanta, GA 30303

Dear Commissioner Keane,

We are pleased to express our support for the City of Atlanta's efforts to revitalize Peachtree Street through the Peachtree Shared Space Study and Demonstration Project. Peachtree Street is the city's main street and home to our 140,000 square feet of event spaces where we host everything from business events such as conventions and meetings or social gatherings and celebrations like weddings and birthday parties. We are invested in elevating the experience and aesthetic of Peachtree Street, and we are very supportive of making Peachtree Street more beautiful and functional to all which we believe this project will achieve.

Our space holds quite a bit of history, and we are proud of its beauty. Formerly an iconic, landmark department store, Southern Exchange Ballrooms preserved a lot of the original, vintage interior elements and architectural design to honor its rich past with great intentionality. We desire for Peachtree Street to match the elegance and beauty of our space. The Peachtree Shared Space will create that desired experience. We are confident that Downtown will improve and be able to accommodate the city's evolution and growth with this investment in our city's main street.

We have had the pleasure of working closely with the Department of City Planning. We are amazed at the level of consideration the team has shown to listen to the needs of project stakeholders and community members alike. We are excited to be a partner in this effort. It is important to the entire city to reimagine and thoughtfully plan for the future of Peachtree Street and all public spaces in our Downtown Atlanta.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andrew Tull', written over a light blue horizontal line.

Andrew Tull  
President & Managing Partner  
Southern Exchange Ballrooms





WESTIN PEACHTREE PLAZA, ATLANTA

210 Peachtree St NW  
Atlanta, GA 30303  
United States

T 404.659.1400  
F 404.589.7424

October 14, 2021

Commissioner Tim Keane  
City of Atlanta Department of City Planning  
55 Trinity Avenue SW  
Suite 1450  
Atlanta, Georgia 30303

Dear Commissioner Keane:

I would like to take the opportunity to share with you the Westin Peachtree Plaza's support for the City of Atlanta's work to advance the Peachtree Shared Space Study. As one of the largest full-service hotels in the heart of Atlanta's convention district, it is essential to our business success that Peachtree Street is more welcoming, accessible, and attractive to people and not just vehicles.

The Peachtree Shared Space Study has elevated the expectations for Atlanta 'signature street' and provided a road map for implementing public space amenities that will improve the pedestrian experience of Downtown. The City's investment in these features will directly support Atlanta's \$11 billion tourism industry. Peachtree Street should be prioritized for improvements that will change the dynamic of public space experience in Atlanta and help us attract meeting, convention, and leisure visitors to our city.

I have witnessed first-hand the immediate benefits of the demonstration project. The changes have slowed speeds, calmed traffic, better managed curb side uses, and created more space for people – all much needed and welcomed enhancements to the corridor. As a member of the Public Space Working Group, I appreciate the deliberation that project team has taken to balance the range of complex needs of Downtown's transportation network and encourage the City of Atlanta to continue to invest in the next stages of planning and engineering to advance further design and operational improvements.

Making Peachtree Street a safer, more accessible, and more enjoyable public space in the heart of the city is important to the future of Atlanta and to the Westin Peachtree Plaza. We are proud to be a part of this vibrant future and look forward to continuing to engage in efforts to advance the enhancement.

Sincerely,

Ron Tarson  
General Manager







Department of  
**CITY PLANNING**



**PEACHTREE**  
SHARED SPACE

