Peachtree Shared Space: Community Open Studio Boards

This PDF is an export of the Miro space used to facilitate the Community Open Studio session. Miro is an interactive digital whiteboard tool and is best viewed online. See the online version here. Learn more about the project at sharepeachtree.com



Community Open Studio

anuary 27, 2021



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Agenda

Welcome and Introduction **Existing Conditions Highlights** 3 Draft Vision, Goals, and Design Considerations Draft Shared Space Design Next Steps



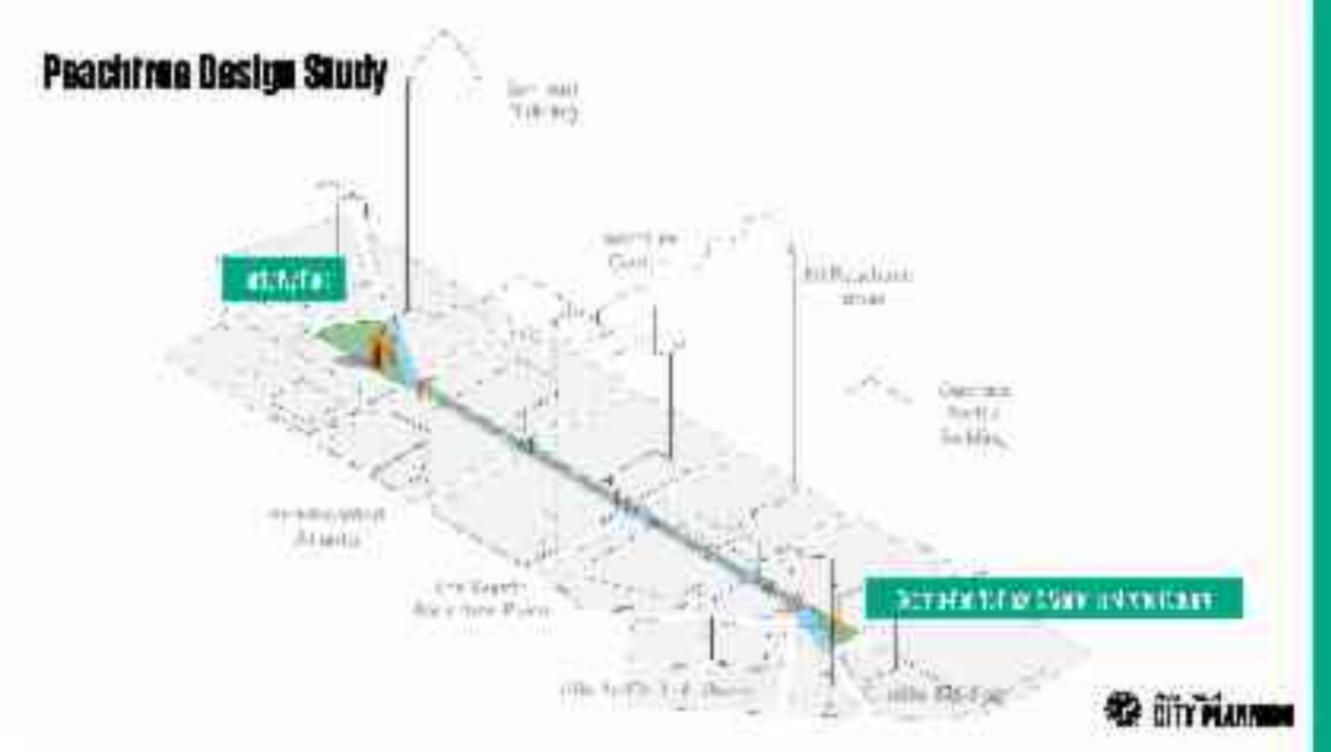
The Corridor

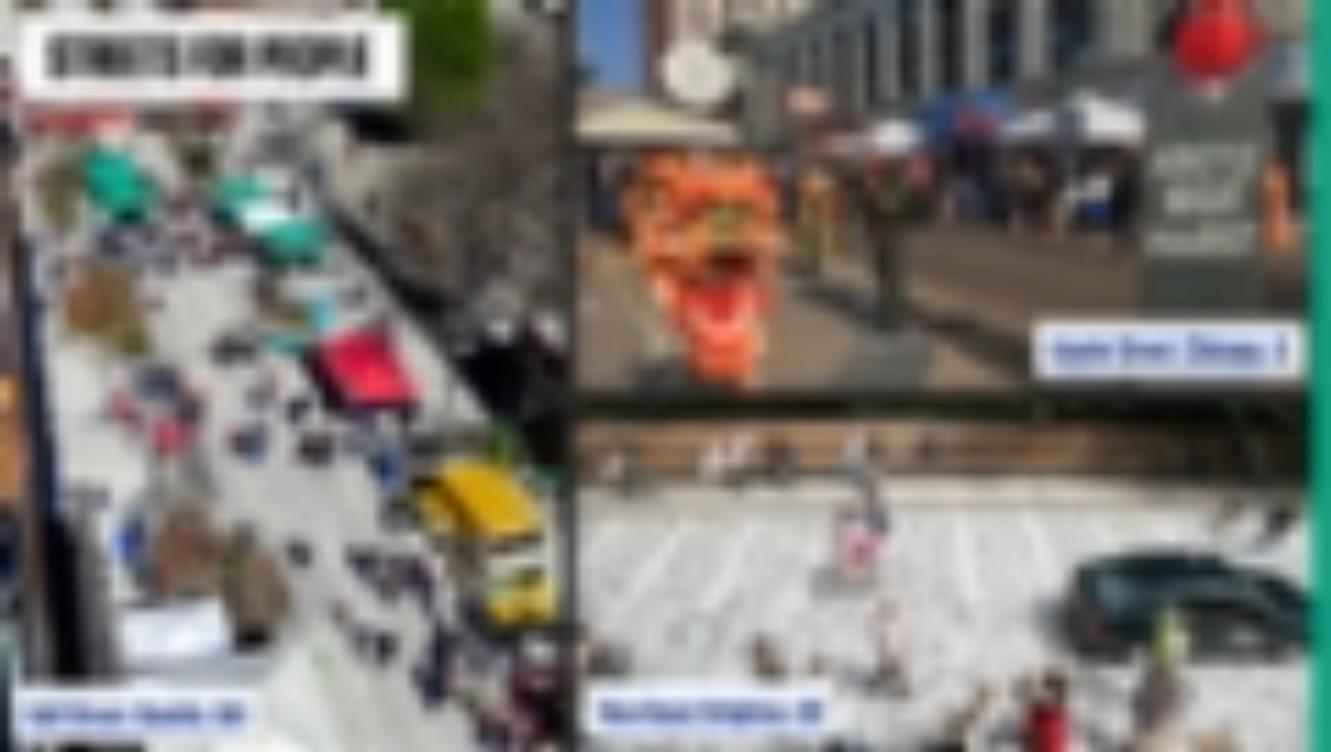




How can we re-imagine Peachtree Street as an exceptionally designed place for all people every day?









Dur Deliversbies

Blockwaller Cornegt Basel

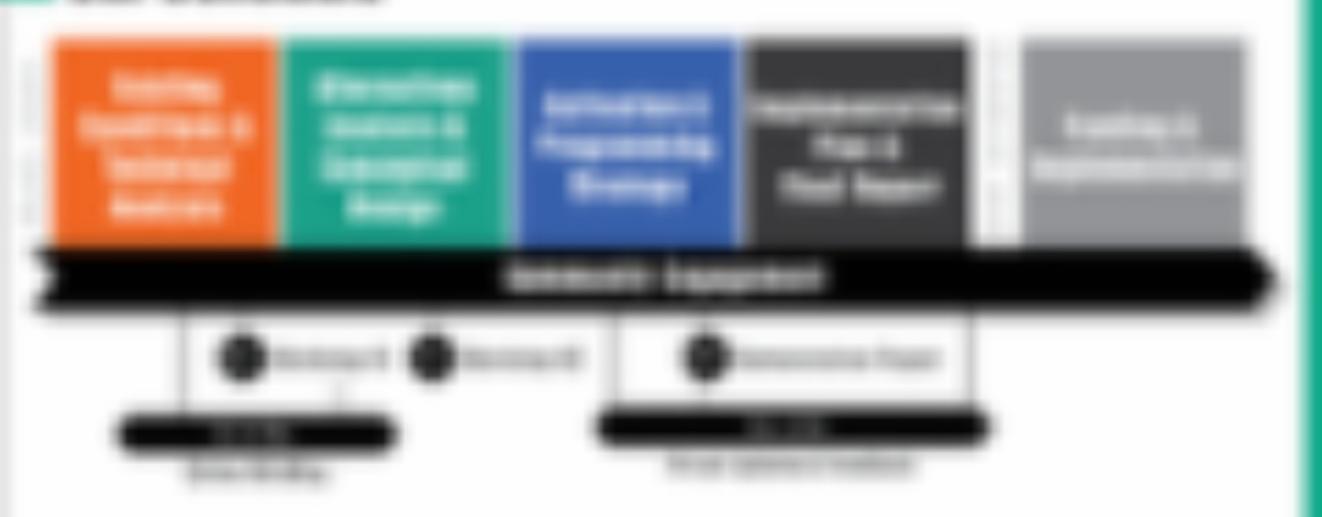
GENCT SHAR

Comment Property

Democratical Project



Dor Schedule



Existing Conditions Highlights

Segment 1 has many large vacant and underutilized sites, the highest volume of vehicular traffic, and the highest number of curb cuts





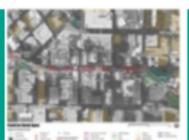
Segment 2 has more parking lots than active uses, existing on-street bike lanes, the Connector as a barrier, and a missed opportunity to connect to Civic Center Station





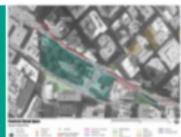
Segment 3 has the highest concentration of activity, large office buildings and hotels, frequent drop-off and pick-up activity, small green spaces as anchors, and curb cuts only at the Hyatt Regency





Segment 4 has historic architecture designed at a human scale, the largest green space in Downtown, a growing student population at GSU, a connection to Auburn Avenue, streetcar tracks from Auburn Avenue to Ellis Street, and no curb curs







Traffic volume in the study area is low relative to parallel Downtown streets like Spring Street, Piedmont Avenue, or Courtland Street

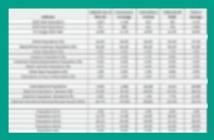
- The modeled average daily volume of Peachtree Street between North Avenue and Marietta Street is 9.200
- None of the street segments that intersect with the study area has more than 15,000 daily trips

The only portion of the corridor that operates below LOS A/B is North Avenue to Linden Avenue, which operates at an acceptable LOS C during AM/PM peaks and LOS A/B during off-peak hours



- 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

The Peachtree Street corridor daytime population (~24,000) is roughly eight times its residential population (~3,000)



Only one third of ground-level spaces along Peachtree Street are storefronts





A disproportionately large share of businesses in the corridor are chains or brands oriented toward nonlocal crowds





People find the existing space to be dull and uninspiring







Planned projects within the corridor include

- · Expansion of the Emory University Hospital Midtown
- · Affordable housing projects on church properties
- Improvements to Mayor's #1 Park
- · The Stitch
- Central Library renovations
- · Ellis Hotel expansion over Peachtree Center Station
- · Downtown Curbside Management Study
- · Downtown Decides; Peachtree Street Complete Street Project
- Art installations at the north end of Woodruff Park, Mayor's #1 Park, and Georgia Pacific Plaza

Historical and environmental survey and traffic model to analyze project impacts are currently underway. Formal existing conditions report will be ready in February.



What We Heard



Safe for all people

Equitable & Inclusive

Accessible

Vibrant

Sustainable

Flexible

Serve neighbors and workers first, tourists second

Contextsensitive throughout the corridor The Peachtree Shared Space will be an exceptional public space for all people every day, supporting the next chapter of Downtown Atlanta as a vibrant, equitable, and joyful neighborhood.



Sample Supporting Strategies



Sample Supporting Strategies



Design a space that feels authentically and memorably Atlanta

- Choose a timeless design with durable materials for an iconic, lasting space
- Source high-quality local materials whenever possible
- Tell diverse local stories through art
- Use native vegetation



Enliven the street

- . Use plantings to addinatural comfort and color, and to help manage stormwater
- Integrate art, including permanent landmark pieces that form civic identity, space for
- temporary installations that spark convenation, and artistically designed utilitarian elements.

 Install both functional and ambient lighting to improve safety and create a magnetic evening.
- Successive at a support and other binetic elements
- Create an entity to regularly program events in the shared space and in partnership with nearby businesses
- · Work with private property owners and MAIETA to upgrade and integrate existing plazas
- Raise the standards on zoning to require quality ground floor activation and contributions to public art



- Allocate a generous pedestrian comfort zone
- · Give the shared space priority at intersections
- Enhance existing wayfinding, especially at key locations such as MARTA stations and the intersections of Andrew Young International Boulevard and John Portman Boulevard



Naturally encourage safe, slow driving

- Mark a clear transition into the shared space
- · Incorporate elements of friction



Foster, showcase, and attract thriving local businesses

- · Incorporate spaces for outdoor dining and other activities
- Work with property owners and businesses to retrofit buildings with more street-facing storefronts through a ground floor activation program
- · Streamline permitting process for carts, kiosk, and pop-up events
- · Explore a Main Street Relocation Grant Program
- Prioritize local businesses and artists when selecting vendors and partners to implement the design



Support the functions of a healthy neighborhood

- Create a residential base of daily users by increase the number and occupancy of residential units near the shared space, especially affordable housing
- Attract a full-service grocer along or near the shared space



Make all people feel invited, comfortable, and celebrated

- · Eliminate barriers to ADA accessibility
- Plant shade trees with sufficient root zones to grow to maturity without cracking pavement
- Install more seating, including movable, accessible pieces
- Work with other City departments and private and non-profit partners to support homeless neighbors and connect them to services
- · Install public restrooms, water fountains, and lockers
- Ensure stories told through art and signage are representative of all Atlantans



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

- . Extend and increase protection for existing LIT lanes
- . Reduce the number of vehicle lanes approaching the shared space
- Redesign the bridge over the Connector to draw people between Downtown and Midbown
- · Itedesign skewed intersections:
 - Peachtree Street and Forsyth Street: Improve legibility and prioritize pedestrians
- Peachtree Street and Peachtree Center Avenue: Improve safety, especially for cyclists
- Tive Points intersection: Prioritize pedestrains, considering a pedestrian scramble, shared space intersection, or the removal of the portion of Edgewood Avenue between Peachtree Street and Marriella Street to extend the plaza
- Eliminate the slip lane from Peachtree Street to Auburn Avenue to slow vehicle movements
- . Examine the potential for two-way restoration of surrounding streets

What specific features need to be incorporated into any alternative conceptual design?

Design Features
and Materials

- Delineation of the shared zone and pedestrian comfort zone should be subtle but clear
- . Choose a timeless foundation with warm and playful accents
- Select a durable paving material that can be reasonably maintained and replaced over time
- Install a paving pattern that reads at both the human scale and from elevated views
- Select materials and develop a maintenance plan that will address deterioration and discoloration to ensure long-lasting quality
- Install lighting to both meet DOT safety standards and create an appealing ambiance for pedestrians
- 4

Transit

- Retain the existing streetcar tracks and operations south of Ellis Street
- Accommodate space for a potential future streetcar on the east side of the street, including overhead cables
- Allow sidewalk level boarding for buses (TBD based on additional discussion with MARTA)

2 Safety and Accessibility

- · Meet or exceed ADA design guidelines
- · Remove unnecessary barriers to access
- · Improve safety by redesigning skewed intersections
- · Consider local issues with street racing and disincentivize fast driving

Accommodations for Programming

- · Minimize fixed elements to allow flexibility
- Include electrical outlets, space for small performances, and other features to support programming

S Views

- Create clear sight lines between iconic vertical elements at Hardy lvy Park and Margaret Mitchell Square
- . Create intermediate views to draw people through the space
- Set up great views of architectural gems like the Candler Building and Flatiron Building

Accommodating Existing Features

- . Connect to the plaza renovations underway at the Central Library
- Anticipate a future infill building on the vacant lot on the west side of Hardy Ivy Park
- . Incorporate the driveways at the Hyatt Regency
- · Preserve the Carnegie Library remnant at Hardy Ivy Park
- Accommodate existing on-street valet, loading, and ride share pickup/drop-off activity, either on Peachtree Street or side streets
- · Incorporate a limited amount of on-street parking

Group 1 Staff: Kevin Meghan Ian

Draft Vision

Which words/phrases are missing?

Which do we want to emphasize?

The Peachtree Shared Space will be an exceptional public space for all people every day, supporting the next chapter of Downtown Atlanta as a vibrant, equitable, and joyful neighborhood.

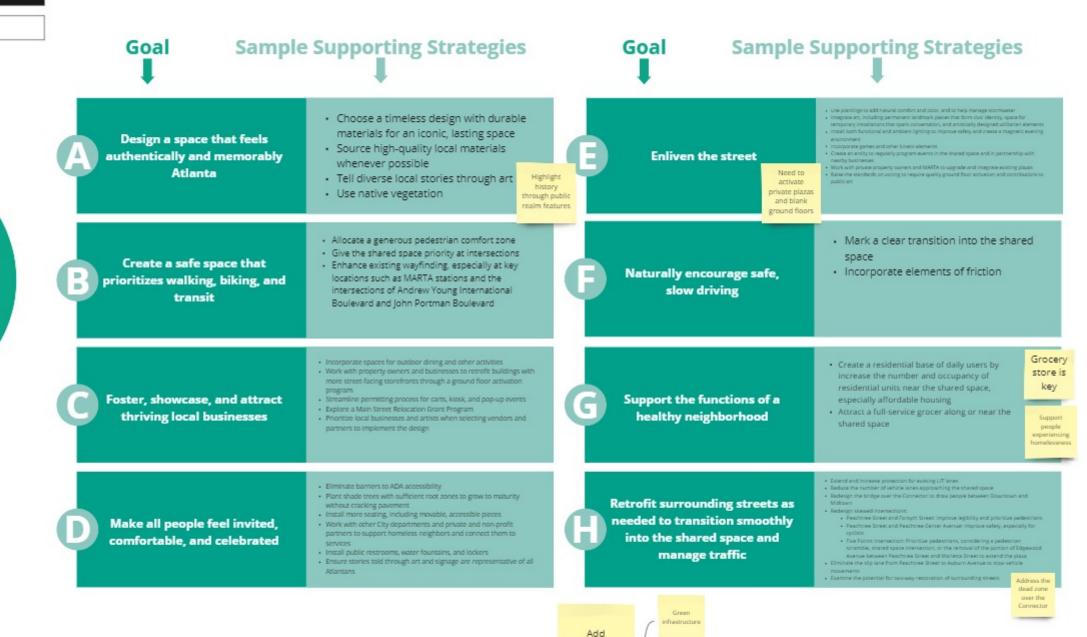
Add "safe" (may be implied)

No "next chapter"

Add "sustainable"

Like 'neighborhood" **Draft Goals and Strategies**

Are there any goals we are missing?



sustainability

Reclamation of materials Draft Goals and Strategies

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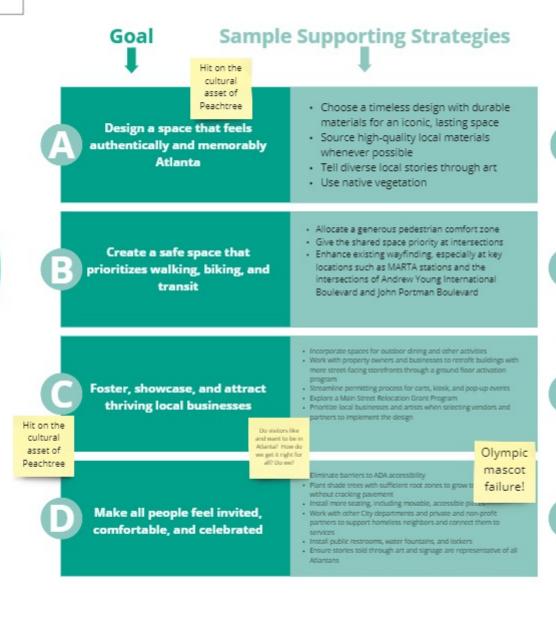
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Breakout Groups - Group 2, Round 1

Draft Goals and Strategies

Are there any goals we are missing?





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· Examine the potential for two-way restoration of surrounding streets.

. Peachtree Street and Peachtree Center Avenue: Improve safety, especially for

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. Eliminate the slip lane from Peachtree Street to Auburn Avenue to slow vehicle

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Draft Vision

Are there any goals we are missing?

What is authentically & memorably Atlanta? For who?

Need more democratic, truly public space

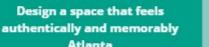


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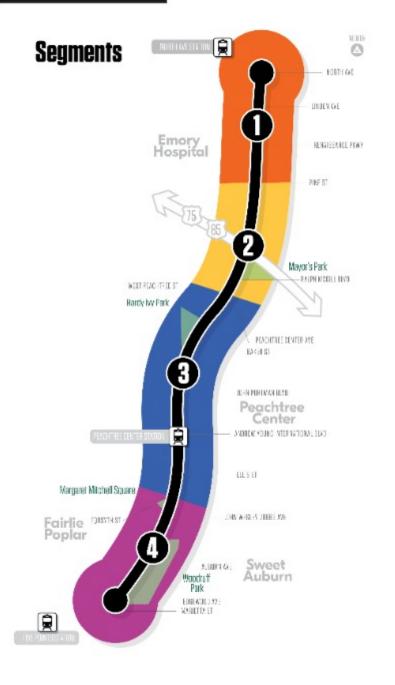
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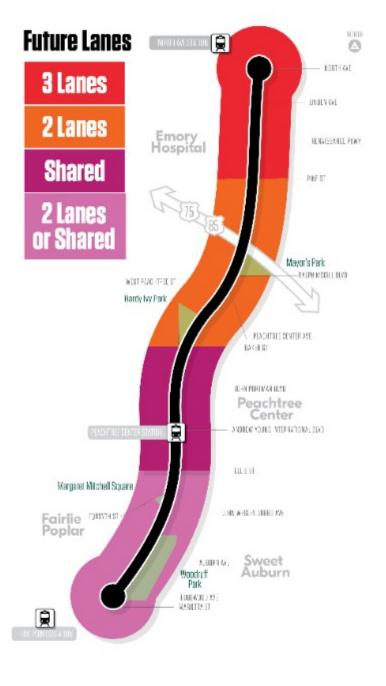
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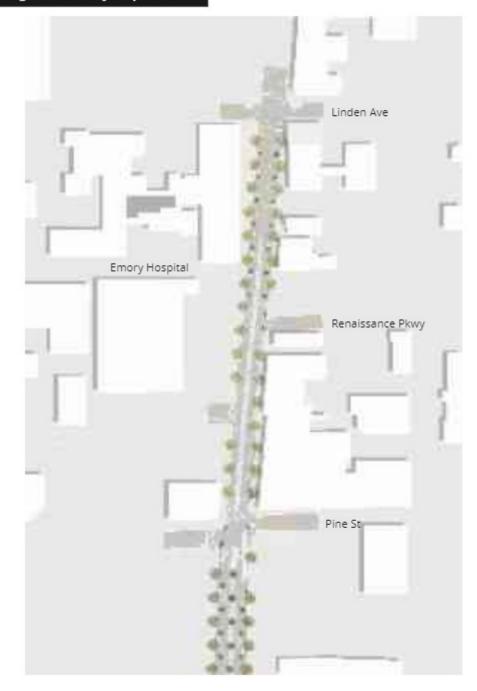
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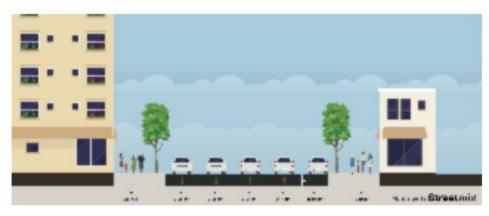


Segment 1 - Emory Hospital Area









Segment character:

- · Emory Hospital campus has a major presence within this segment
- · Connection from Downtown to Midtown and North Avenue MARTA station
- · Corridor needs more retail and street activation
- · Currently a space users move through, not a destination

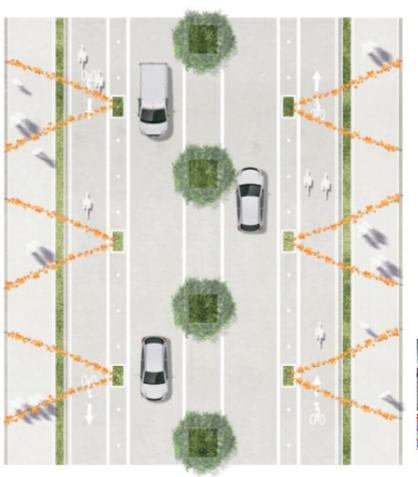
Segment goals:

- · Add street trees and landscape plantings to soften the corridor and provide color
- · Begin the transition from a 5 lane section to a two lane section
- · Consider the Emory master plan
- Address the midblock crossing at Emory and the Pine Street intersection









Segment character:

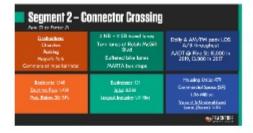
- Connection from Downtown to Midtown
- Currently a space users move through, not a destination

Segment 2: Bridge-Existing

· Space feels safe but not enjoyable

Segment goals:

- Instill vibrancy
- · Draw interest to entice bridge crossing
- Reclaim space for cyclists and pedestrians
- · Retrofit existing design
- Calm traffic
- · Improve crossings and transit access
- · Create human scale







Alternative Shared Space Concepts



Shared Space with Existing Streetcar

Location: Between Ellis and Forsyth/Carnegie







Shared Space Shift

Locations: South of Andrew Young International and north of John Portman







Typical Section 1: Pedestrian Comfort Zone on One Side

Locations: South of Andrew Young International and north of John Portman







Typical Section 2: Pedestrian Comfort Zone on Both Sides

Location: Between John Portman and Andrew Young International





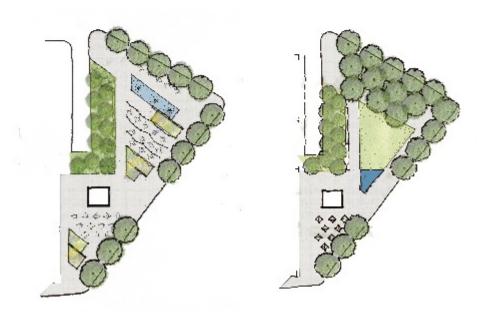


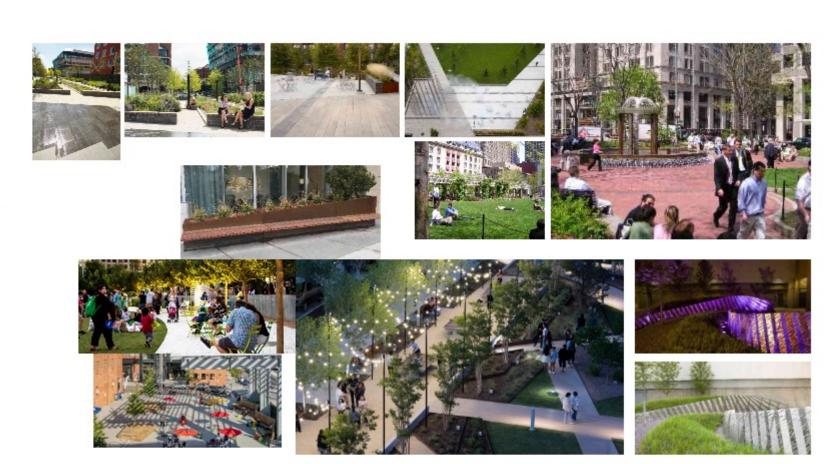
Shared Space Grove

Location: TBD





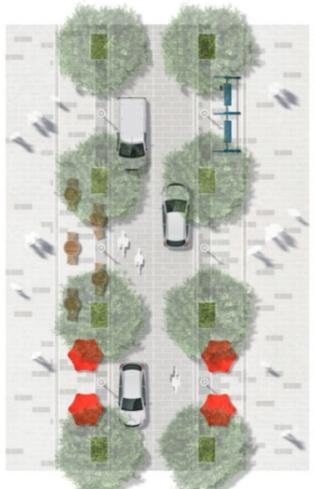


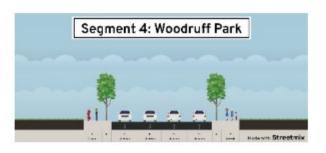












Segment character:

- Unique historic architecture
- Smaller, human scale storefronts
- Large green space at Woodruff Park
- · Physical obstacles through open space
- GSU campus and student presence

Segment goals:

- Transition to a shared space (character and vehicle volume)
- · Highlight special architectural features
- Enhance visual and physical connections to park
- Increase outdoor dining for restaurants













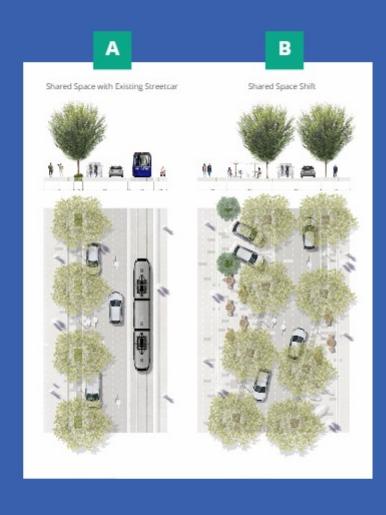


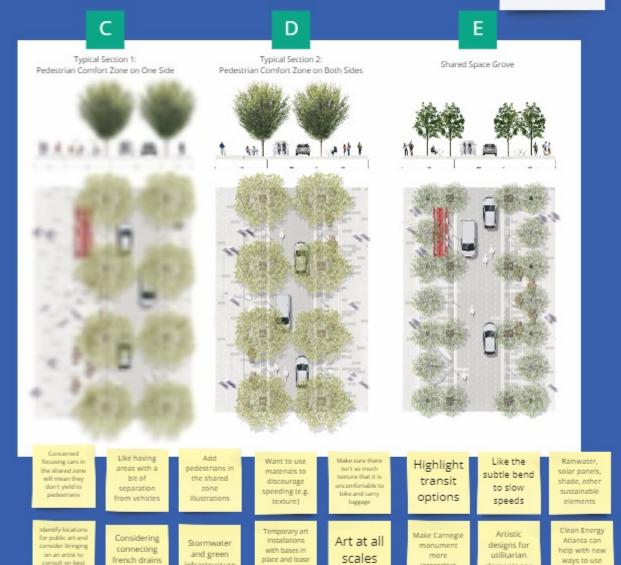






Group 1 Staff: Kevin Meghan lan





Interactive

elements too

energy

consult on best

sites

to tree wells

infrastructure

art annually

1

Are we balancing the right amount of space for amenities, programs, parking, loading/unloading, art, or other features?

Are we balancing the right amount of space dedicated to vehicular circulation?

Imagine this space in

20 years...

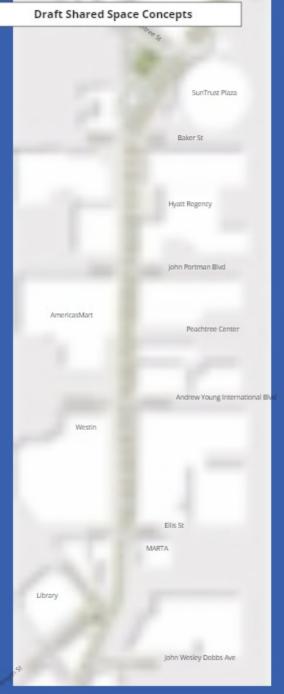
What are the feelings you have in the space?

Imagine this space in

20 years...

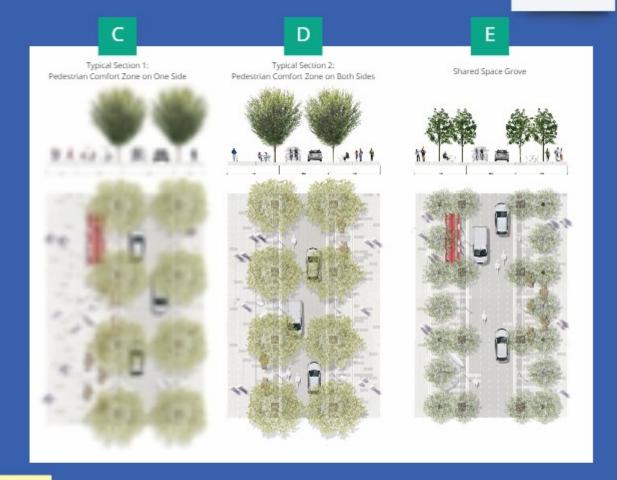
What are some of the experiences you hope to have in the space?

3



Breakout Groups - Group 2, Round 2





Balancing the pedestrian comfort areas along the corridor Can we expand to Broad Street Future of Broad Street to be a shared space...could be the first. Are we balancing the right amount of space for amenities, programs, parking, loading/unloading, art, or other features?

We need to make sure we accommodate loading/unloa ding Are we balancing the right amount of space dedicated to vehicular circulation?

Discussion Questions

Imagine this space in

20 years...

What are the feelings you have in the space?

A place you want to go easy to get to

How does this tie into other streets and set it up.

Connections to other amenities Imagine this space in

20 years...

What are some of the experiences you hope to have in the space?

Incrementalism

How do we continue to activate and program

Work towards the vision but remain flexible Peachtree Streetcar is so long term

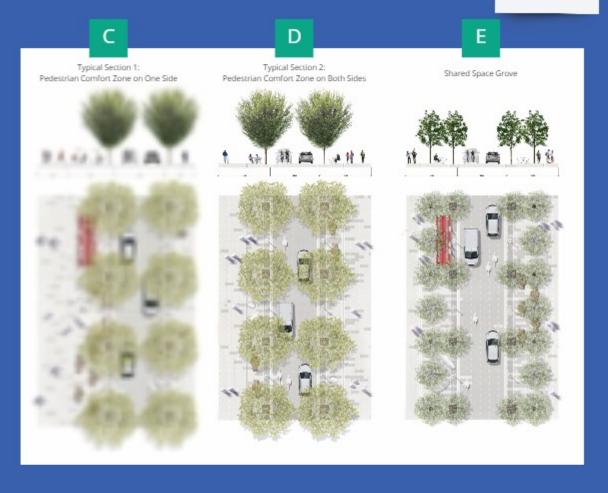
3

Draft Shared Space Concepts

SunTrust Plaza Baker St Hyatt Regency John Portman Blvd AmericasMart Peachtree Center Andrew Young International Blve Westin Ellis St. MARTA Library

John Wesley Dobbs Ave





Are we balancing the right amount of space for amenities, programs, parking, loading/unloading, art, or other features?

Feels like a lack of appropriate transit consideration

Shouldn't assume

that local transit is

declining/going

away - should be

a part of the mix

Caution against mixing transit and streetcar Consider excluding cars from streetcar lane Also lacking consideration of dedicated bus facilities

There is a lot of general transit traffic around the Five Pts station. Including county buses, commuter buses, etc.

Noguchi playground in Piedmont Park is iconic - need iconic features in public space for this project Lot of ornamentation / detail in Paris; everything here is too plain Need places where you can linger. Art, seats, restrooms, water ftns. Difficult in privately owned public spaces

Are we balancing the right amount of space dedicated to vehicular circulation?

Need to ensure slow space for cars; not convinced by dwgs that speed will be reduced Perhaps introduce curvature, more trees, lights over the street. Things to divert drivers' eyes. Attractive retail displays.

Consider use of pavers to slow drivers Imagine this space in

20 years...

What are the feelings you have in the space?

Imagine this space in

20 years...

What are some of the experiences you hope to have in the space?

Someone closing the door on a clean, wellmaintained public restroom

More streetcars

Someone using cargo bike making deliveries

Someone carrying groceries

3

Activate Ground-Level Public and Private Spaces

Peachtree Center "Showcase" - Provides food service businesses located in the Peachtree Center underground mall (of which there are a few dozen) an opportunity to temporarily open up a second location in a food stall in either Hardy lvy or Woodruff Park on a rotating basis

 Gives businesses more visibility to foot traffic, gets workers to come outside of their buildings for lunch, and provides passersby with a fresh, high-quality vending option Streetside Startup Space - Incubator and entrepreneurial workspace made out of retrofitted shipping containers that occupies one of the shared space "rooms" opposite the <u>Broad Street</u> Boardwalk, very similar to the <u>iVillage at MLK</u>

- Workspace managed by <u>Switchyards Atlanta</u>
 (an entrepreneurial work space and "club" located nearby) and the incubator is an extension of <u>LaunchGSU</u> and is focused on b2c companies
- Brings the buzzing atmosphere of co-working onto the street and provides employees in office towers with an option for working outside on nice days

Create a destination for both locals and tourists

Community-Designed Urban Perches - Street furniture designed by local students and community members (elderly-friendly seating?) that encourage people to use the Peachtree Shared space for sitting and people-watching

- Museum of Design Atlanta's youth programs can be a source design ideas
 - Similar to the <u>Youth Design Center</u> in Brooklyn
- EXLAB at Georgia State (the university's oncampus maker lab) can fabricate furniture via 3D printers and other tools

Pop-Up Grocery Store - pop-up food retailer that either builds a small structure in the shared space in which to operate or utilizes an empty retail space (would require some sort of owner negotiation)

- There is a company called "Pop Up Grocer"
 that launches temporary grocery stores in
 vacant spaces across the country, showcasing
 innovative brands and donating 5 percent of
 its sales to a local business
- Resolves one of the key amenity challenges that appears to be hampering the demand for downtown residential

Embody local identity and promote civic pride

Peachtree Center Stage - Performance space on the rooftop of the Peachtree Center MARTA building (with ready made audience seating across the way at Margaret Mitchell Square and in the courtyard outside the library, which is in the process of being renovated)

 Potential partners could include the National Black Arts Festival, Atlanta Jazz & Hip Hop festivals, dance companies, or even theatrical groups Made in Atlanta Market Stalls - Bouquinisteesque market stalls along the western edge of Woodruff Park (facing the shared space's pedestrian zone) that can be occupied by makers from across Atlanta (perhaps rotating on an annual or seasonal basis)

Potential partners could include <u>Atlanta</u>
 <u>Makers</u>, Atlanta Made (part of Westside
 Provisions), <u>MerriMINT</u>, Georgia Crafted, etc.

Activation and Programming Strategy 3 (continued)

Embody local identity and promote civic pride

Blank Wall Murals & Digital Art - Program managed by <u>Living Walls ATL</u> that identifies suitable canvases throughout the Peachtree Street corridor (of which there appear to be several) and commissions works by local artists

 One of the walls could even be fitted with a digital screen of sorts to allow for multi-media works and facilitate live broadcast watch events (something described as desirable by several workshop participants, as Atlanta is a finalist for hosting the 2026 World Cup final)

Create a base of daily users

Hotel to Co-Living Conversion Program -

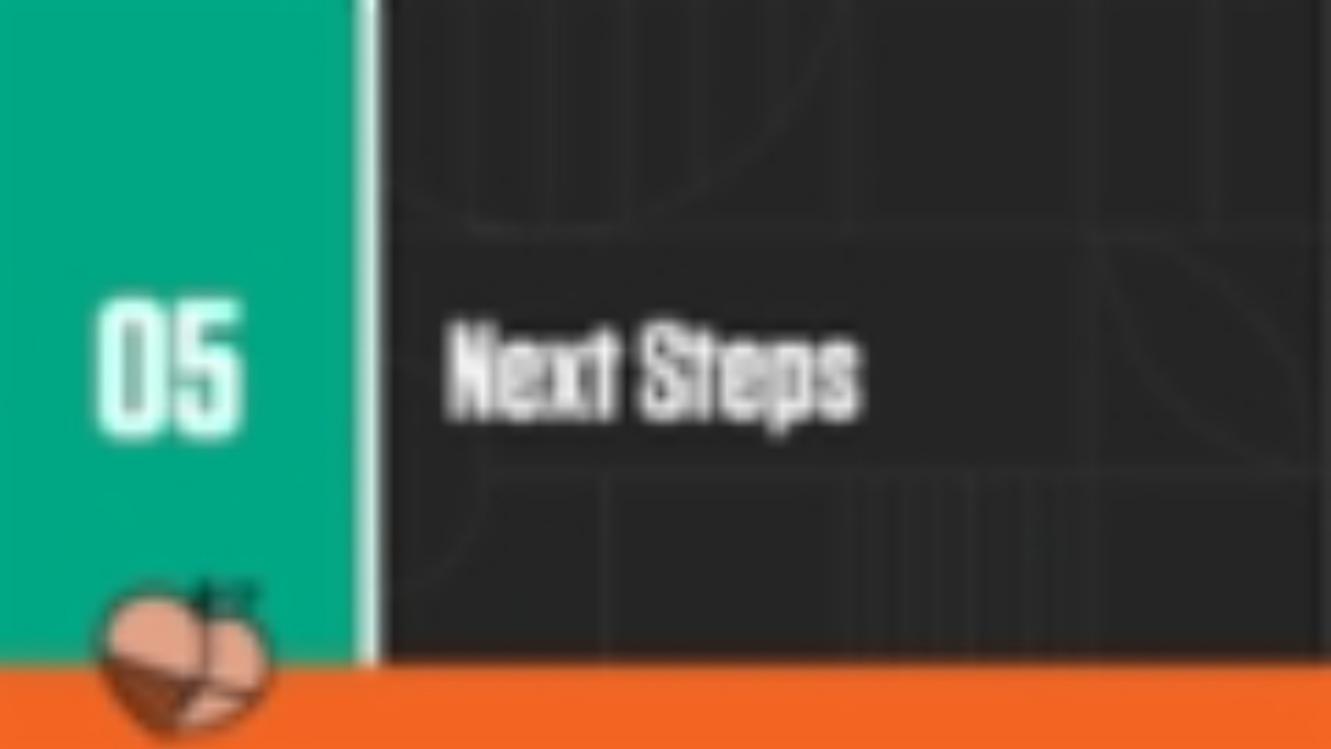
Hotel to co-living conversion in partnership with the Student Hotel, Common, or another one of the purpose-built co-living operators seeking to gain a foothold in central Atlanta (virtually adjacent to Georgia State, a large potential customer pool)

- The Guild is a local co-living company that is very community-development focused and has an economic empowerment angle to the programs they offer
- Currently has a small facility just to the east of Peachtree on Auburn Ave

Office to Residential Conversion Program

Office to residential conversion initiative led by the City of Atlanta in partnership with CAP to revitalize the heart of the city, provides some sort of tax incentive or abatement to owners for doing so (following in the mold of The Office Apartments)

 No city government appears to have a officeto-residential conversion program, Atlanta could pioneer such a thing around the redesign of the city's main street



Opcoming Activities

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Project Personnels

Dragogarden V. Ap. Clark Step.

Street, Street,

