

8.0 ACTION PLAN



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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
Participation, Governance, Stewardship, and Branding	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
Activation and Programming	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
Land Use and Urban Design	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
Transportation	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
Equity and Inclusion	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

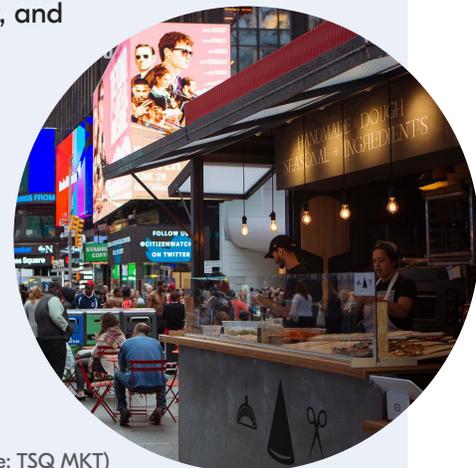
Peachtree Street, in the core of the study area, is home to more than 1,000 businesses that employ approximately 24,000 workers. This should, in theory, translate to a high volume of street-level foot traffic and a vibrant public realm. However, much of this activity appears to occur on the upper and 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

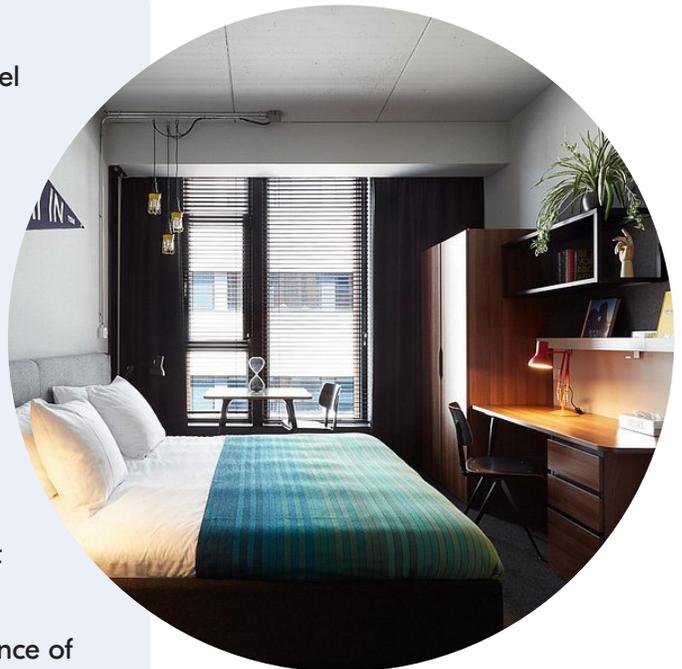
Before the pandemic, the Peachtree Street corridor's daytime population (roughly 24,000) was approximately eight times its residential population, primarily driven by the presence of office workers and visitors. With the changing nature of office work and the tourism industry, the area and its businesses 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 curbless 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 curbsless 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.”