

APPENDIX



MODELING POTENTIAL TRAFFIC IMPACTS

Methodology

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

- **Scenario 1:** Shared space in the pilot location preferred by community members (West Peachtree Street to Forsyth Street)
- **Scenario 2:** Shared space throughout the entire study area (North Avenue to Marietta Street)

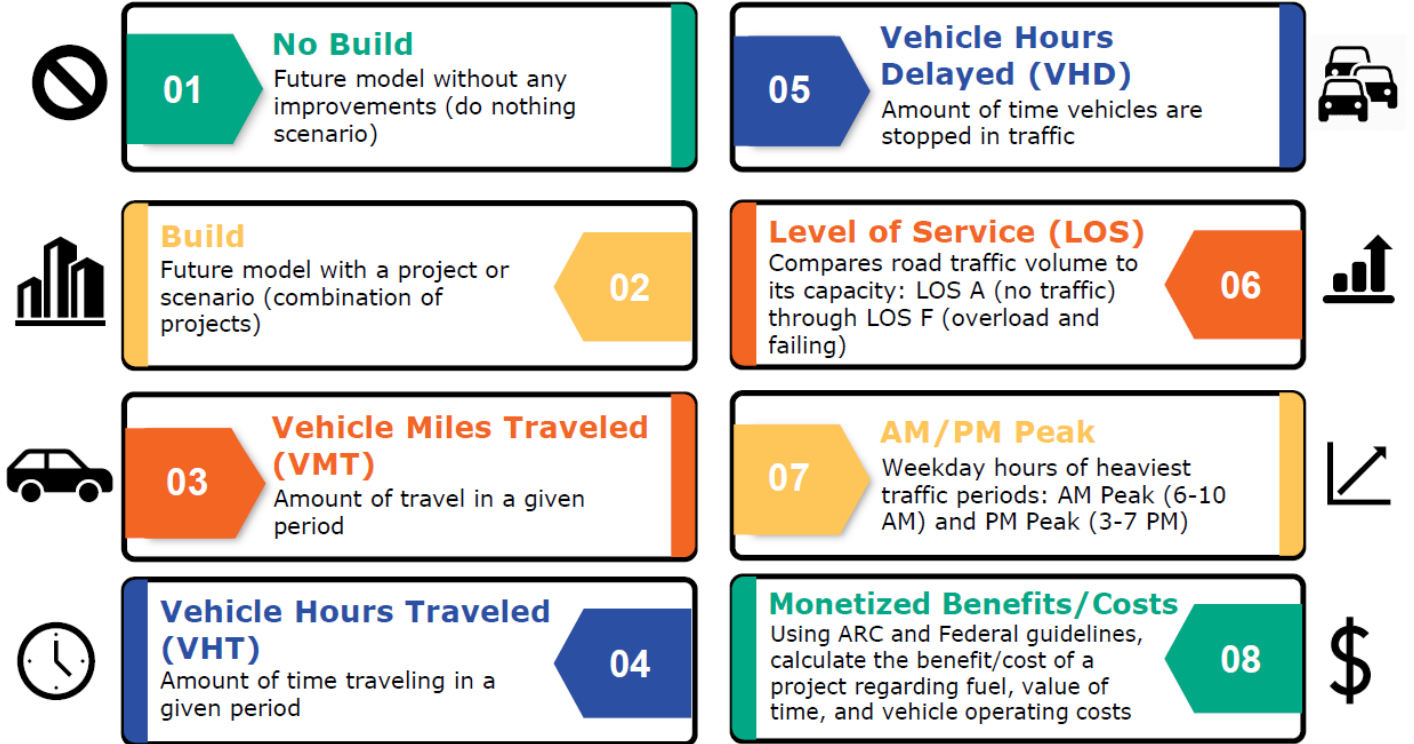
For each scenario, three options were considered to address the impacts of potential major nearby street redesign projects:

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

The model uses 2017 data from the Atlanta Regional Commission (ARC) travel demand model and was validated to reflect existing traffic counts and data. These data reflect pre-COVID-19 travel patterns and do not reflect the recent adoption of a citywide speed limit of 25 miles per hour (mph) as part of Atlanta’s Vision Zero initiative. The model does not include all qualitative factors, such as how the urban design treatment on Peachtree Street may cause people to choose to drive more slowly.

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

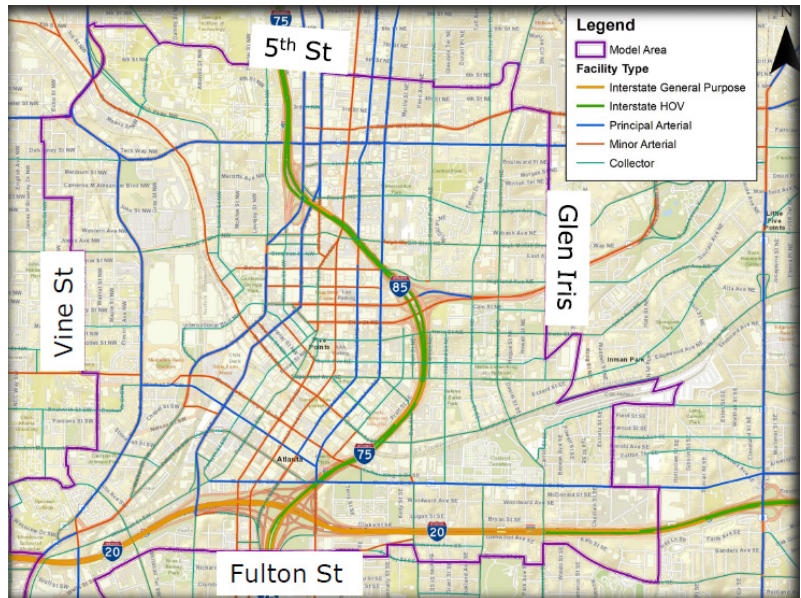
Terminology



Analysis Area

The analysis area shown in Figure A-1 includes the Peachtree Shared Space study area and surrounding streets Downtown.

Figure A-1. Downtown Network Model



Findings

Based on the traffic model analysis, key identified impacts of a shared space include:

Impacts to Peachtree Street

- Overall decrease in vehicular capacity for shared space segment
- Decrease in how long and how far people travel on shared space segment
- Moderate increase in travel delay
- Increased safety for pedestrians and cyclists due to slight decrease in average speeds

Impacts to Downtown Area

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

Table A-1. Scenario 1a Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-6%	-7%	-11%	16.4 → 16.6	A/B → A/B	A/B → A/B	A/B → A/B	A/B → A/B
West Peachtree Street to Forsyth Street	-35%	-21%	+57%	15.4 → 12.9	A/B → A/B	A/B → C	A/B → A/B	C → E
Forsyth Street to Marietta Street	-11%	-14%	-36%	14.9 → 15.4	A/B → A/B	A/B → A/B	A/B → A/B	C → A/B

Table A-2. Scenario 1b Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-7%	-8%	-13%	16.4 → 16.6	A/B → A/B	A/B → A/B	A/B → A/B	A/B → A/B
West Peachtree Street to Forsyth Street	-35%	-21%	+53%	15.1 → 12.4	A/B → A/B	A/B → C	A/B → C	C → E
Forsyth Street to Marietta Street	-11%	-13%	-24%	14.6 → 15.0	A/B → A/B	A/B → A/B	A/B → A/B	C → C

Table A-3. Scenario 1c Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-8%	-9%	-13%	16.2 → 16.4	A/B → A/B	A/B → A/B	A/B → A/B	A/B → A/B
West Peachtree Street to Forsyth Street	-34%	-19%	+58%	15.1 → 12.3	A/B → A/B	A/B → C	A/B → C	C → E
Forsyth Street to Marietta Street	-11%	-13%	-25%	14.5 → 14.8	A/B → A/B	A/B → A/B	A/B → A/B	C → C

Table A-4. Scenario 2a Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-43%	-29%	+20%	16.4 → 13.2	A/B → A/B	A/B → A/B	A/B → C	A/B → C
West Peachtree Street to Forsyth Street	-40%	-31%	+26%	15.4 → 13.3	A/B → A/B	A/B → A/B	A/B → A/B	C → D
Forsyth Street to Marietta Street	-32%	-25%	+18%	14.9 → 13.6	A/B → C	A/B → A/B	A/B → C	C → C

Table A-5. Scenario 2b Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-43%	-29%	+19%	16.3 → 13.2	A/B → A/B	A/B → A/B	A/B → C	A/B → C
West Peachtree Street to Forsyth Street	-41%	-32%	+17%	15.1 → 13.0	A/B → A/B	A/B → C	A/B → A/B	C → E
Forsyth Street to Marietta Street	-35%	-29%	+7%	14.6 → 13.4	A/B → C	A/B → A/B	A/B → C	C → C

Table A-6. Scenario 2c Travel Impacts to Peachtree Street

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)	Average Speed (mph)	Level of Service			
					AM Northbound	AM Southbound	PM Northbound	PM Southbound
North Avenue to West Peachtree Street	-42%	-28%	+20%	16.3 → 13.2	A/B → A/B	A/B → A/B	A/B → C	A/B → C
West Peachtree Street to Forsyth Street	-41%	-31%	+23%	15.1 → 13.0	A/B → A/B	A/B → C	A/B → A/B	C → E
Forsyth Street to Marietta Street	-35%	-29%	+6%	14.6 → 13.4	A/B → C	A/B → A/B	A/B → C	C → C

The analysis also considered the impacts of both scenarios to the overall Downtown street network. It found each scenario would likely result in minimal increases to vehicle miles traveled (+0.03 to 0.07 percent), vehicle hours traveled (+0.2 to 0.16 percent), and vehicle hours of delay (+0.48 to 1 percent), outlined in the table below. Scenario 1a—which had the smaller shared space project area and no new dedicated bus lanes on Peachtree Center Avenue—had the least impact across the network. Scenario 2b involved the most changes to the network—a shared space across the entire study area and new dedicated bus lanes on Peachtree Center Avenue—and resulted in the greatest impact across the network.

Table A-7. Modeled Downtown Network Effects

	Vehicle Miles Traveled (VMT)	Vehicle Hours Traveled (VHT)	Vehicle Hours of Delay (VHD)
Scenario 1a: West Peachtree Street to Forsyth Street (No Bus Lanes on Peachtree Center Avenue)	+0.03%	+0.16%	+0.48%
Scenario 1b: West Peachtree Street to Forsyth Street (With Bus Lanes on Peachtree Center Avenue)	+0.03%	+0.2%	+0.6%
Scenario 1c: West Peachtree Street to Forsyth Street (With Bus Lanes on Peachtree Center Avenue and Bike Lanes on Courtland Street and Piedmont Avenue)	+0.03%	+0.2%	+0.6%
Scenario 2a: North Avenue to Marietta Street (Without Bus Lanes on Peachtree Center Avenue)	+0.07%	+0.5%	+1%
Scenario 2b: North Avenue to Marietta Street (With Bus Lanes on Peachtree Center Avenue)	+0.07%	+0.4%	+1%
Scenario 2c: North Avenue to Marietta Street (With Bus Lanes on Peachtree Center Avenue and Bike Lanes on Courtland Street and Piedmont Avenue)	+0.07%	+0.5%	+1.4%

Several sample Downtown destination pairs were tested with the model to illustrate the anticipated impacts on travel times and speeds, and the results were minimal. Routes that pass along or cross the project area were tested. For a vehicle trip along Peachtree Street from Emory University Hospital Midtown on the northern end of the study area to Woodruff Park on the southern end, travel delay ranged from 23 seconds (Scenario 1a) to 41 seconds (Scenario 2a), resulting in a total trip time between 4 minutes 46 seconds (Scenario 1a) and 5 minutes 11 seconds (Scenario 2b). Travel speeds were reduced by about 1 to 2 miles per hour.

Table A-8 outlines the impacts to travel time and speed for all the tested destination pairs.

Figure A-2. Travel Time Comparison Route - Emory Hospital to Woodruff Park



Figure A-4. Travel Time Comparison Route - Motel 6 to City Hall

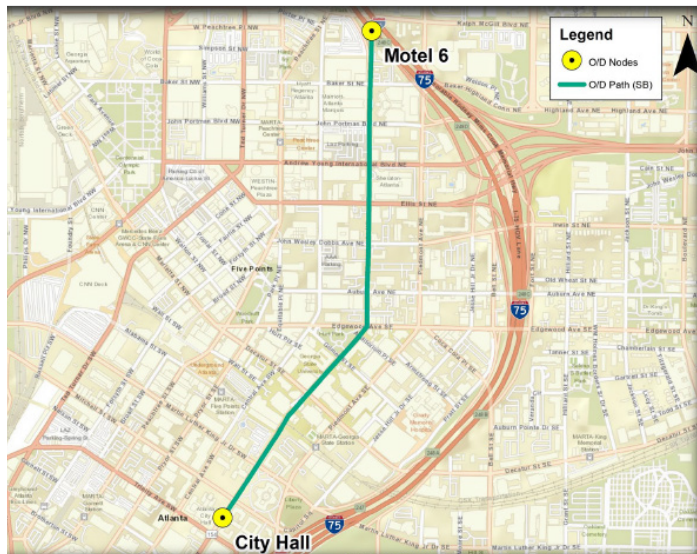


Figure A-3. Travel Time Comparison Route - Mercedes-Benz Stadium to Marriott Hotel

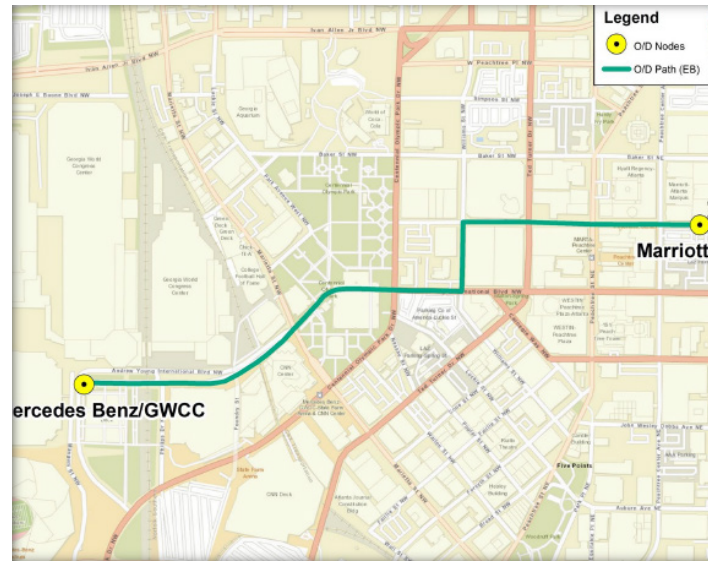


Figure A-5. Travel Time Comparison Route - Five Points MARTA Station to North Avenue MARTA Station

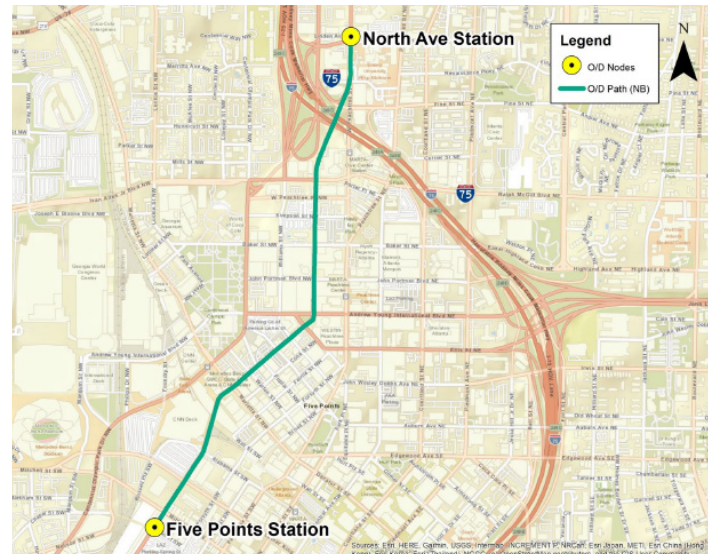


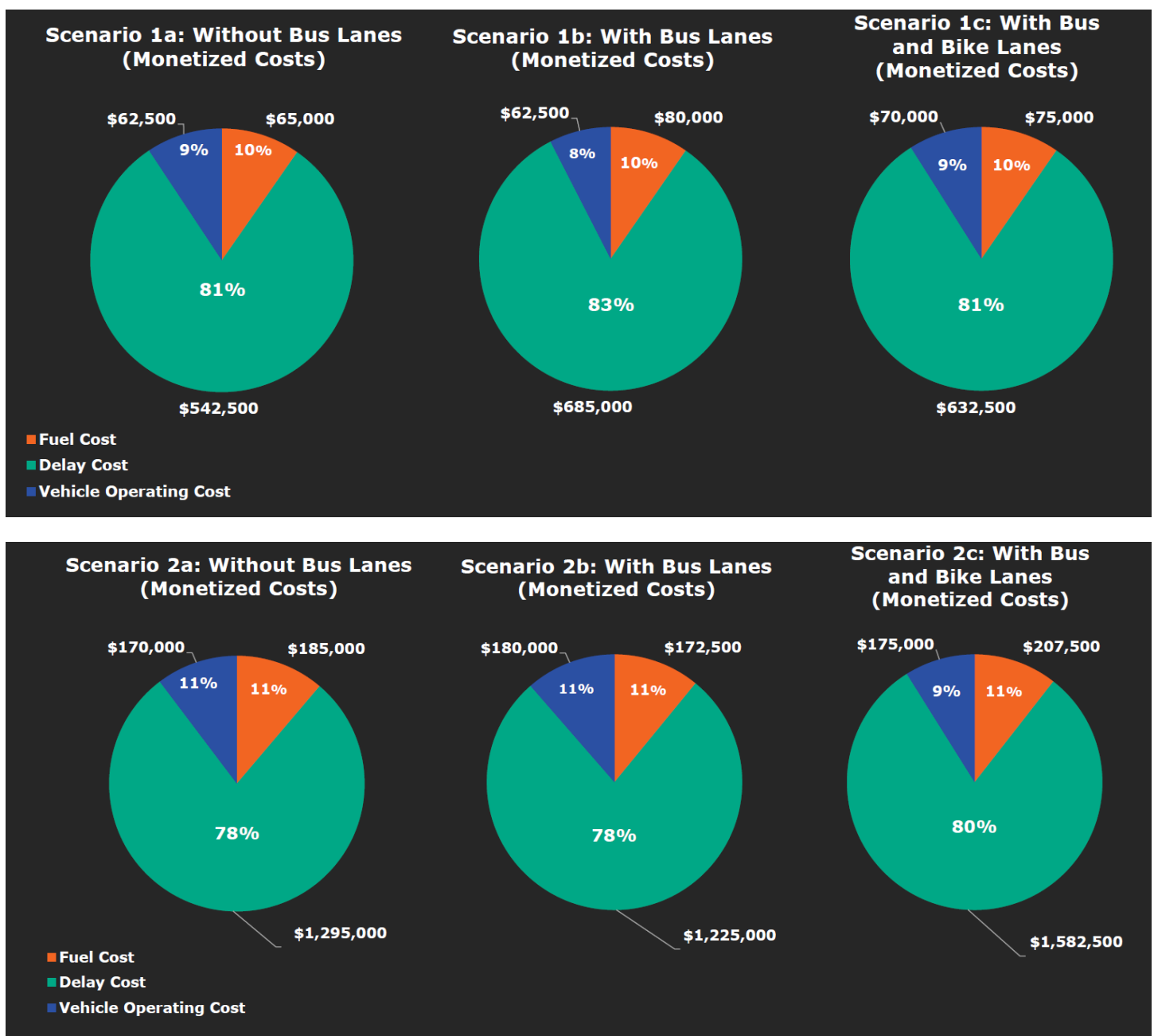
Table A-8. Sample Route Impact Analysis

Destination Pair	Scenario 1: West Peachtree Street to Forsyth Street						Scenario 2: North Avenue to Marietta Street					
	1a: Without Bus Lanes on PCA		1b: With Bus Lanes on PCA		1c: With Bus Lanes on PCA and Bike Lanes on Courtland and Piedmont		2a: Without Bus Lanes on PCA		2b: With Bus Lanes on PCA		2c: With Bus Lanes on PCA and Bike Lanes on Courtland and Piedmont	
	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)	Change in Travel Time (Minutes: Seconds)	Change in Speed (mph)
Emory University Hospital Midtown to Woodruff Park (via Peachtree St)	+0:23	-1.2	+0:23	-1.1	+0:28	-1.4	+0:41	-2.0	+0:40	-1.9	+0:47	-1.9
Mercedes-Benz Stadium to Marriott Hotel (via Andrew Young International Blvd, Williams St, and John Portman Blvd)	-0:05	+0.4	-0:04	+0.4	-0:04	+0.2	-0:05	+0.5	-0:04	+0.4	-0:05	+0.4
Motel 6 to City Hall (via Courtland St)	+0:07	-0.3	+0:08	-0.4	+0:10	-0.4	+0:07	-0.3	+0:14	-0.6	+0:13	-0.5
Five Points MARTA Station to North Ave MARTA Station (via Ted Turner Dr)	+0:01	-0.1	+0:02	-0.1			+0:03	-0.2	+0:03	-0.2		

Costs and Benefits

The associated costs of impacts of the shared space— and, in the cases of scenario options b and c, of the nearby street projects considered in the traffic impact analysis— were monetized for evaluation using standard values and summarized in the charts below. These costs include factors such as the monetary value for individual drivers of additional time spent traveling, additional fuel costs, and vehicle operating costs.

Figure A-6. Annual Costs of Shared Space and Surrounding Complete Street Impacts to Vehicular Travel



Public benefits of a shared space and the surrounding Complete Streets designs must also be considered, as well as individual benefits like health benefits, a more attractive business environment, and increased options for lower cost modes of travel like walking, biking, and transit.

Figure A-7. Anticipated Benefits of a Shared Space and Surrounding Complete Streets



DEMONSTRATION PROJECT 30-, 60-, AND 90-DAY REPORTS

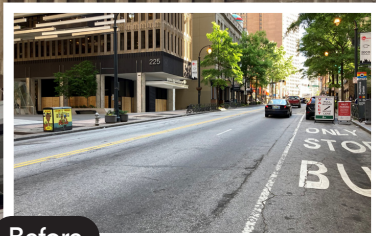
The Department of City Planning published three monthly editions to update the community on what was happening with the demonstration project in the observation period following its installation in June 2021 as part of an effort to maintain transparency and communication with the public. The 30-, 60-, and 90-Day Reports were posted on the project website, promoted on the department's social media accounts, and printed and distributed along the corridor and at events at the project site like Design Over Donuts in August and Park(ing) Day in September. Each of these reports is included on the following pages and represents a snapshot in time in the monitoring and evolution of the demonstration project.





PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

30-DAY UPDATE



Before

Phase 1 (Current)



Department of
CITY PLANNING

WHAT'S HAPPENING?

The City of Atlanta is testing a new design for a shared space on Peachtree Street by installing a temporary demonstration project. While we cannot test a true, curbless shared space, there are parts that can be tested with removable materials in a short-term, low-cost installation including:



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

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

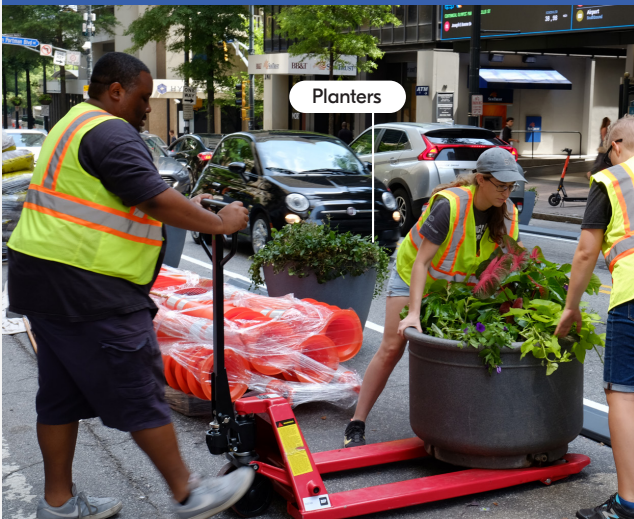
How do we accommodate adjacent businesses needs and other daily uses like parking and loading?

Phase 1 was installed the week of June 21st between Baker Street and Ellis Street. The outer lanes were repurposed as expanded pedestrian space using paint, wheel stops, and planters. A new mid-block crossing was added at Peachtree Center and pedestrian crossing distances at intersections were shortened. It uses simple, adjustable materials to allow changes to the design as needed. It will last

90 days while the City observes impacts, listens to the community, and evaluates if the redesign should move to Phase 2.

Phase 2 would include a mural painted on the expanded pedestrian space, outdoor seating, and programming to activate the space and would last until the full shared space is installed.

Staff and Volunteers Installing Phase 1



WHAT WE'VE SEEN & HEARD SO FAR

Based on initial observations and feedback, several adjustments will be made soon, including:

Observation/Feedback	Planned Adjustment
Pedestrians are actively using the new mid-block crossing at Peachtree Center. Some vehicles are yielding for pedestrians before the mid-block crossing, while others continue through.	Add temporary stop signs on both sides of the mid-block crossing at Peachtree Center.
Buses and MARTA Mobility pick-up/drop-off points need to be better aligned for ADA access and to minimize traffic backups.	Coordinate with MARTA to tweak bus stop locations and MARTA Mobility pick-up/drop-off points.
Some rideshare and delivery drivers are continuing to pick up and drop off on Peachtree Street, blocking the flow of travel.	Coordinate with rideshare providers like Uber and Lyft to use geofencing within the apps to direct pick-up and drop-off points to side streets. Coordinate with businesses to ensure deliveries are using appropriate locations on side streets. Continue to enforce existing city ordinances, which already prohibit loading and parking on this part of Peachtree Street.
People are interested in more outdoor dining to activate the space.	City is currently working with corridor restaurants to permit and support on-street dining.
People have mentioned concerns about emergency vehicle access.	The Fire Department and Police Department have been operating in the space. Staff will continue to coordinate with these departments as they adjust and make changes if needed.
Increased levels of vehicular congestion is frustrating for drivers.	Continue to monitor travel patterns and adjust signal timing if needed.
Buses turning south from Andrew Young International Boulevard onto Peachtree Street have challenges when northbound vehicles stop past the stop bar.	Modify design at this location to more comfortably accommodate turns for large vehicles.

Other feedback and observations will continue to be monitored and may be adjusted at a later date.

TAKE THE SURVEY

sharepeachtree.com/demo



WHAT'S NEXT

Over the next two months, observation, engagement, and evaluation will continue, including:



City staff will continue to regularly monitor and document observed behaviors on site.



City staff and Central Atlanta Progress are working with restaurants along the corridor to permit and support outdoor dining in the expanded space.



Data on traffic patterns is being collected using Miovision cameras. It will be analyzed and compared to “before” data, including equivalent data collected right before the demonstration was installed and historic, pre-COVID traffic data. The initial results will be included in next month's report.



Cameras have been installed to analyze pedestrian, cyclist, scooter, bus, and driver behaviors.



Maintenance of the expanded pedestrian space and planters will continue.



Continue to coordinate with the Atlanta Police Department and Policing Alternatives and Diversion (PAD) Initiative to address concerns about personal safety.



Make minor adjustments to the design as needed.

City staff will host a weekly booth at the Peachtree Center Green Market on Thursdays from 11:00 am to 2:00 pm to talk to community members.

The online survey will remain open through September 8, 2021 to continue collecting community input on the temporary design.



The Department of City Planning's Design Over Donuts series will have its next event on Peachtree Street, walking the corridor with community members on August 6th from 8 to 9 am. Meet us at the tables at the Hub at Peachtree Center outdoor plaza to join!

City staff will continue to reach out directly to residents and businesses on the corridor, as well as partners like MARTA.

CONTACT

Monique Forte
Project Manager
City of Atlanta
Department of City
Planning
peachtree@atlantaga.gov
470-279-1545

Learn more and take the survey at
sharepeachtree.com/demo



PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

60-DAY UPDATE



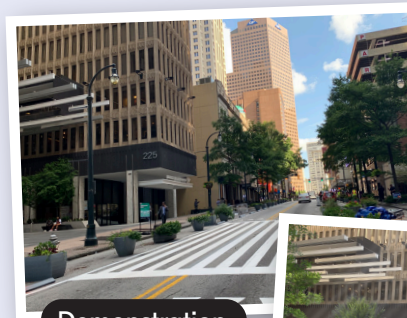
Spectators getting ready for the Dragon Con Parade at the Demonstration Project



Department of
CITY PLANNING

THE VISION FOR A SHARED SPACE

The Demonstration Project is the first test toward a transformative public space project: the Peachtree Shared Space. While we cannot test a true, curbsless shared space, there are parts that can be tested with removable materials in a short-term low-cost installation in the proposed location of the shared space. The final design for the shared space will be refined based on what is learned from the Demonstration Project.



Demonstration



Shared Space

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

-Vision Statement developed with community participants

Rendering of the Proposed Final Concept Design

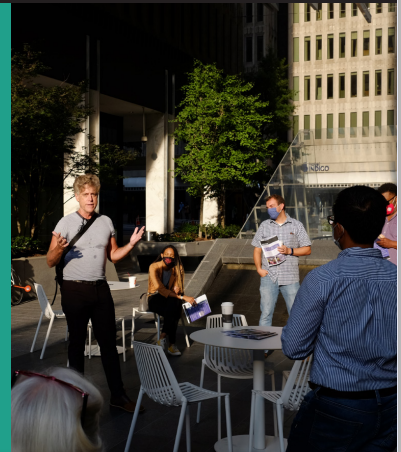


WHAT WE'RE HEARING

IN-PERSON CONVERSATIONS

PROJECT TOURS & CONVERSATIONS

The community was invited to tour and discuss the project in person at two recent events. The first City of Atlanta Design over Donuts discussion of 2021 was held on Friday, August 6th. Commissioner Tim Keane spoke to 42 participants about the history of Atlanta and the choice we have as a community of how and where we will grow, and the role Peachtree Street will play in that growth. On June 30th, members of the Public Space Working Group met to tour the corridor, discuss their findings with the group, and brainstorm potential ideas. Both groups discussed the need for more activation, a concern about the overall vehicular network and access for emergency vehicles, a desire to be more competitive with other areas of Atlanta, and a love for the mid-block crossing.



ATLANTA DOWNTOWN NEIGHBORHOOD ASSOCIATION

Staff joined ADNA— the organization for Downtown residents— for their August meeting to discuss the Demonstration Project. The neighborhood was excited about how the project will create an exceptional public space, support multimodal transportation options, and attract more residents and activity to the area. They noted they've already seen a boost in the pedestrian experience. The ADNA board wrote a letter of support to see it move forward into the shared space design, backed by a unanimous vote of support.

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

-ADNA Letter of Support

PEACHTREE CENTER GREEN MARKET

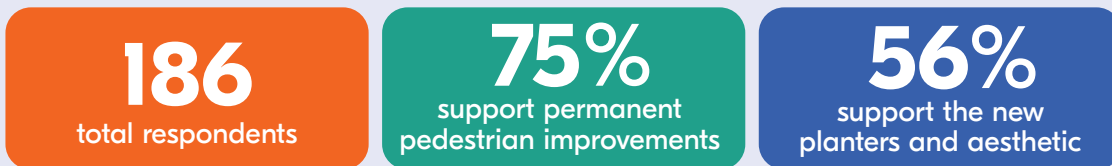
The Department of City Planning has hosted a booth at Peachtree Center's Green Market every Thursday this season to talk to the community about the Demonstration Project and vision for a shared space.



WHAT WE'RE HEARING

ONLINE SURVEY

The online survey will be open through September 30th. This is your opportunity to provide valuable input to the City and project team on reshaping Peachtree Street.



TAKE THE SURVEY

sharepeachtree.com/demo

RECENT ADJUSTMENTS

Based on observations and input, the planter and wheel stop placement near the corners of Andrew Young International Boulevard and John Portman Boulevard were recently adjusted to make it easier for large vehicles like buses and trucks to turn the corner.



FREQUENTLY ASKED QUESTIONS

“When does the next phase of this project begin?”

Based on community conversations that have indicated that more data should be collected before moving to Phase 2, we are evaluating extending Phase 1 and using the additional time to test design adjustments to the block between John Portman Boulevard and Andrew Young International Boulevard.

“Will we be seeing more programming of the space soon?”

We have heard overwhelming support of additional programming. Meehan's recently launched the first on-street dining program and we'll be hosting activities for Park(ing) Day on September 17th. We are working with our partners and within the COVID requirements to identify what we can do within the space to provide more activities.



“Are you working with the Atlanta Fire Rescue Department (AFRD) and Atlanta Police Department (APD) to understand their needs and challenges with the new space?”

Yes! We have regularly scheduled meeting with both departments and will continue to do so. The AFRD recently submitted data on their response times to the demonstration area before and after implementation (see page 6).

ANALYZING TRAVEL PATTERNS

One of the key questions for Phase I is to understand what would happen if we take some space away from vehicles and give it to pedestrians and public space. Travel patterns are being monitored and analyzed using Miovision cameras installed at project intersections and data from Streetlight and the Regional Integrated Transportation Information System (RITIS), which track travel patterns using GPS data from devices like cell phones. These are being compared to “before” data, including the period right before the project was installed in June 2021 and historic pre-COVID data from 2019. Other factors, like people gradually returning to offices and hotels Downtown, have also impacted travel patterns lately. Key initial findings from the ongoing analysis include:



Cameras have been installed to analyze pedestrian, cyclist, scooter, bus, and driver behaviors.

NETWORK IMPACTS & VEHICLE TRAVEL TIMES

To understand vehicular impacts to the downtown street network, parallel corridors to Peachtree were analyzed. The results showed travel time for these corridors increased by an average of approximately 30 seconds in the northbound direction and 55 seconds in the southbound direction throughout the day.¹ An increase in travel time was expected with people returning to work and an increase in special events happening Downtown. Nearby, Marietta Street experienced an increase in travel time of about 20 seconds throughout the day, indicating these factors are also impacting travel times before and after the Demonstration Project. During the afternoon and evening hours, the average travel time there increases by as much as 1.4 minutes in the northwestbound direction and 1 minute in the southeastbound direction.²



VEHICLE TRAVEL SPEEDS

Slowing vehicle speeds yield safer conditions for bicyclists and pedestrians, particularly in locations of high pedestrian activity. Average speeds after the Demonstration Project were reduced by 2 miles per hour (mph) in the northbound direction and 3 mph in the southbound direction through the demonstration project area and now average 10 mph and 9 mph respectively.⁴



VEHICLE TRAVEL VOLUMES

An increase in traffic congestion was anticipated due to the elimination of one vehicular lane in each direction. Before the demonstration project began, weekday and weekend Level of Service (LOS) were both A and B in the AM and PM, respectively. After the demonstration project was implemented weekday LOS was B and C and weekend was A and C in the AM and PM, respectively.⁴ Most intersections have experienced typical increases in delay of 3 to 5 seconds on weekdays and 1 to 5 seconds on weekends compared to before the Demonstration Project. The highest increase in delay for any intersection during any time period was 10.3 seconds on weekdays and 9.1 seconds on weekends.



ANALYZING TRAVEL PATTERNS

EMERGENCY RESPONSE TIMES



Emergency response times by the Atlanta Fire Rescue Department (AFRD) to calls within the three blocks of the Peachtree Street demonstration project were evaluated since March 3, 2021. Of the 220 calls to addresses directly within the demonstration project area, around two-thirds (148 calls) occurred prior to the demonstration setup and the other third (72 calls) since its setup in late June. Overall, the project has had **no apparent impact on response times** - the average overall response time was 5 minutes, 17 seconds before the project, and 5 minutes, 5 seconds after the project setup.⁵

PEDESTRIAN & CYCLIST ACTIVITY



Miovision was used to evaluate pedestrian and cycling activity along the corridor before and after the demonstration project. Pedestrian activity **increased 40-50%** during the weekdays, decreased weekend mornings, and stayed relatively the same during weekend afternoons. Bikes/scooters in travel lanes decreased 33-53% on weekdays and 23-48% on weekends.⁶ This could be an overall decrease in bike/scooters, or could indicate they are travelling in the shared space.

Footnotes

1 RITIS (Regional Integrated Transportation Information System) was used to analyze the impacts of the Peachtree Shared Street demonstration project on the downtown street network during a period immediately preceding the installation of the demonstration project (May 1 – May 23) and after the installation (August 1 – August 22). These dates were selected to remove influences of holiday weekends (Memorial Day, July 4th, Labor Day Weekend) and large downtown events (AmericasMart and DragonCon).

Centennial Olympic Park Drive, Williams Street, Ted Turner Drive, Peachtree Center Avenue, Courtland Street and Piedmont Avenue between Ivan Allen Junior Boulevard/Ralph McGill Boulevard and Marietta Street/Edgewood Avenue were analyzed to assess the impact on the overall Downtown street network.

2 Marietta Street was selected as a baseline corridor that was not impacted by the demonstration project. It showed a 20 second increase in travel time over the course of the day indicating that other factors are impacting travel time when comparing the pre and post demonstration implementation timeframes.

3 95th percentile speeds were also reduced by approximately 1 mph in the northbound direction and 2 mph in the southbound direction.

4 Vehicle Travel Volumes: (1) LOS refers to number of vehicles compared to available roadway capacity and is on a scale of A through F. LOS A indicates no traffic, whereas LOS F is complete gridlock. LOS C or better is acceptable travel conditions. (2) The corridor travel volumes could potentially be further improved through adjustments to the signals, increasing green light time on Peachtree. This will need to be investigated further as a part of the demonstration to “optimize” the signals and balance north/south and east/west volumes.

5 Emergency response During the week-long setup of the demonstration project when motorists and service providers were adjusting to the changes in Peachtree (from June 21 through 25), the average response time was also less (4 minutes, 42 seconds), and AFRD exclusively served all but one of the 14 service calls (with Grady EMS arriving after AFRD to one call).

Even when considering service calls to an area beyond the immediate three blocks of Peachtree Street, the trends are similar and show no clear impact of the demonstration project on response times. Prior to the demonstration project, the longest travel time to an address within two blocks (on any side) of the demonstration project was 37 minutes, and after the project it was 21 minutes. The average response times were about the same: 5 minutes, 8 seconds before the demonstration, and 5 minutes, 19 seconds after its setup. Of the 1,016 service calls in this larger area, a greater share (137 calls) were served by Fire Station 1, but the vast majority (879) continued to be served by Fire Station 4.

6 “Weekday” data was collected on Tuesdays. Sundays represent “weekend” counts.

CLARIFYING OPERATIONS

BIKES & SCOOTERS

For the Demonstration Project, the outer lanes have been converted into expanded sidewalk areas, which give extra room to walk, a comfortable buffer from vehicles, and space for features like outdoor dining and additional ADA accessible curb ramps. Because they include these features and have wheel stops at the corners, they are not meant exclusively for cyclists and scooters to ride continuously through like a bike lane. This project aims to make it safer and more comfortable for cyclists and scooter riders to use the vehicular travel lanes by:

- ✓ Slowing down vehicle speeds
- ✓ Encouraging lower vehicle volumes



RIDEHAILING SERVICES

When these blocks of Peachtree Street operate with 4 to 5 lanes, drivers often stop in the middle of the street to pick up or drop off people or goods, blocking the outer travel lanes, even though stopping or parking there is illegal. Now that they're operating with 2 to 3 lanes, when drivers try to do that it stops the flow of traffic.

Many of the vehicles stopping in the outer lanes are ridehailing services like Uber and Lyft. To help minimize stopped vehicles on Peachtree Street, the City recently coordinated with these companies to geofence pick-up and drop-off locations to happen on side streets where there is room for other vehicles to go around.

WHAT IS GEOFENCING?

By creating a digital "geofence" to specify pick-up and drop-off areas, apps like Uber and Lyft can direct drivers and riders to the spots that work best with street operations and help minimize their disruptions to traffic.

COMING SOON

Over the next month, observation, engagement, and evaluation will continue, including:



City staff will continue to regularly monitor and document observed behaviors on site.



City staff and Central Atlanta Progress are working with restaurants along the corridor to permit and support outdoor dining in the expanded space. The first one will launch in September!



Data on traffic patterns will continue to be collected using Miovision cameras, response times from the Atlanta Fire Rescue Department, and RITIS. It will continue to be analyzed and compared to “before” data, including equivalent data collected right before the demonstration was installed and historic, pre-COVID traffic data.



Maintenance of the expanded pedestrian space and planters will continue.



Continue to coordinate with the Atlanta Police Department and Policing Alternatives and Diversion (PAD) Initiative to address concerns about personal safety.



Make minor adjustments to the design as needed. Make major adjustments to the block between John Portman Boulevard and Andrew Young International Boulevard.

City staff will host a weekly booth at the Peachtree Center Green Market on Thursdays from 11:00 am to 2:00 pm to talk to community members.

We're hosting Park(ing) Day, the international activation of places for people in spaces usually designated for cars. Join us for fun activities along the Peachtree Shared Space on September 17th!



The online survey will remain open through September 30th, 2021 to continue collecting community input on the temporary design.

City staff will continue to reach out directly to residents and businesses on the corridor, as well as partners like MARTA.

CONTACT

Monique Forte
Project Manager
City of Atlanta
Department of City
Planning
peachtree@atlantaga.gov
470-279-1545

Learn more and take the survey at
sharepeachtree.com/demo



PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

90-DAY UPDATE

November 2021



Find out what's been happening since the Peachtree Shared Space Demonstration Project was installed this summer and what's next for Downtown's signature street!



Department of
CITY PLANNING



COMMUNITY ENGAGEMENT

What does the community think of the project so far? The Department of City Planning (DCP) has continued to talk to neighbors, employees, and visitors about their experience on these blocks. Here's what we've been doing and hearing this month:

PARK(ING) DAY

DCP and Central Atlanta Progress hosted Park(ing) Day on Peachtree Street on September 30th as part of an annual global event where cities transform parking spaces and places for cars into places for people. It showcased how these blocks can be activated as a vibrant place, featuring street art, games and activities, live music, and on-street dining. We heard that people wanted more activation and programming in the space regularly, as well as questions on the next phase of the project.

PEACHTREE WALK AND TALKS

Commissioner Tim Keane and Mobility Director Betty Smoot-Madison hosted a Walk and Talk event with community members on October 9th and DCP staff hosted a walk with OpenIDEO Atlanta on October 12th. Participants asked for more streets similar to the shared space throughout Atlanta, and asked about the reaction to the design thus far. They commented on the aesthetic of the space and how it felt safer.

GREEN MARKET BOOTH

DCP staff hosted a booth throughout Peachtree Center's weekly Green Market season, beginning with the installation of the Demonstration Project in June.

ONLINE SURVEY RESPONSES

Community members were invited to share their feedback about the project through an online survey from late June to early October. Most respondents supported the project and the long-term plan for a shared space. Highlights included:

- 71 percent of respondents support permanent pedestrian improvements.
- 65 percent of respondents support permanent improvements for bicyclists.
- Respondents want to see the space actively programmed more frequently, especially with features like outdoor dining (64 percent), farmers markets (57 percent), and small-scale vending and retail (54 percent).
- People who have concerns about the project often cited a desire to have more vehicle lanes or to have dedicated bicycle lanes.



Community Walk and Talks



Games and Activities



On-street Vendors



MONITORING TRAFFIC IMPACTS

DCP has been monitoring how people are traveling around the Demonstration Project and what impacts it's having to vehicular travel times Downtown, recognizing slowing vehicle speeds is a goal to improve safety here. Key findings for the 60- to 90-day period include:

**LOS
A, B, or C**

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

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

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

27%
average increase
in pedestrians

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

11%
decrease in total
vehicle volumes

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

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

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

MONITORING EMERGENCY RESPONSE TIMES

Community members expressed a concern for how the reduced number of vehicle lanes on these three blocks might impact emergency vehicle access and response times. Working with the Atlanta Fire and Rescue Department (AFRD), DCP analyzed response times for AFRD and Grady Hospital vehicles in the project area. After the Demonstration was installed,

the average response time increased by just 14 seconds and the maximum response time decreased by 1 minute and 51 seconds.

AFRD has confirmed they are able to provide adequate service with the new configuration.

CHANGES IN EMERGENCY RESPONSE TIMES

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



SHOW OF SUPPORT

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

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

-Banyan Street Capital (235 Peachtree) Letter of Support

“The Peachtree Shared Space Study has elevated expectations for Atlanta’s ‘signature street’ and provided a road map for implementing public space amenities that will improve the pedestrian experience Downtown.”

-Westin Hotel Letter of Support

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

-AmericasMart Letter of Support

“We desire for Peachtree Street to match the elegance and beauty of our space. The Peachtree Shared Space will create that desired experience.”

-Southern Exchange (200 Peachtree) Letter of Support

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

-Atlanta Downtown Neighbors Association Letter of Support

WHAT'S NEXT

Immediate next steps for the project include:

Ongoing

Working with Restaurants to Install More On-Street Dining

Nov.

Final Peachtree Shared Space Concept Report

Nov.

Extension of Phase I Demonstration Project Updates
(street layout adjustments)

Spring/
Summer
2022

Demonstration Project Phase 2
(asphalt mural and more street furniture)

Based on observations and community input, a few changes will be made to the Phase 1 layout before street murals and furniture are added in Phase 2:

MARTA Mobility Pull-offs



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

Valet Area



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

Curb Radii

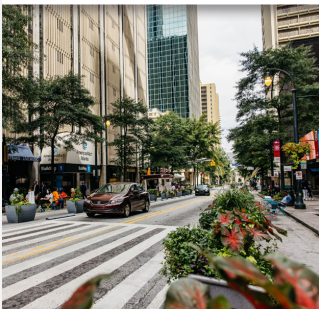


The curb radii at the intersection of Andrew Young International Boulevard will be adjusted to make it easier for buses and other large vehicles to turn the corner.



CONTACT

Monique Forte, Project Manager
City of Atlanta Department of City Planning
peachtree@atlantaga.gov | 470-279-1545



Learn more at
sharepeachtree.com/demo

LETTERS OF SUPPORT

Several community organizations, businesses, and property owners submitted letters of support for the Peachtree Shared Space project and associated demonstration project. As of November 2021, these included letters from:

- Atlanta Downtown Improvement District (ADID)
- Atlanta Downtown Neighbors Association (ADNA)
- Banyan Street Capital (235 Peachtree)
- International Market Center - AmericasMart
- Southern Exchange (200 Peachtree)



84 Walton St NW #500
Atlanta, GA 30303
P: 404.658.5910
F: 404.658.1919
AtlantaDowntown.com

RESOLUTION

WHEREAS, the Atlanta Regional Commission (ARC) is accepting applications for federal transportation funding for engineering for federal fiscal year 2022; and

WHEREAS, Central Atlanta Progress, Inc. and the Atlanta Downtown Improvement District (CAP/ADID) have completed the Downtown Atlanta Transportation Plan, which was adopted by reference into the City of Atlanta's comprehensive development plan during the December 4, 2017 Atlanta City Council meeting and is a grandfathered LCI Plan (referred to as the Downtown Atlanta LCI Plan) through the Atlanta Regional Commission; and

WHEREAS, CAP/ADID and the City of Atlanta are working toward and are committed to implementing the recommendations and projects identified by the Downtown Atlanta LCI plan; and

WHEREAS, the Downtown Atlanta LCI plan recommended Peachtree Street Shared Street (the "Project") enhancements; and

WHEREAS, the City of Atlanta Department of City Planning recently completed the Peachtree Street Shared Space Study (the "Study"); and

WHEREAS, the Study is currently piloting the shared space concept between Ellis Street and Baker Street; and

WHEREAS, there is support for advancing the pilot into permanent infrastructure; and

WHEREAS, the Project will improve the overall safety and vibrancy of the corridor through traffic calming, active curbside uses, and reconfigured intersections; and

WHEREAS, the City of Atlanta is applying for engineering funds to advance design on the Project;

NOW, THEREFORE BE IT RESOLVED, this 20th day of August 2021 that the Board of Directors of Atlanta Downtown Improvement District, Inc. supports the City of Atlanta's application for engineering funds for the Project and hereby commits to provide half of the required local cash matching funds (\$150,000) for a total of \$300,000 if the City of Atlanta is awarded \$1,500,000 under the ARC LCI funding program.

Handwritten signature of Craig B. Jones in black ink.

Craig B. Jones
Chairman

Handwritten signature of A.J. Robinson in black ink.

A.J. Robinson
President



August 25, 2021

Commissioner Tim Keane
City of Atlanta, Department of City Planning
55 Trinity Avenue SW, Suite 1450
Atlanta, GA 30303

Dear Commissioner Keane,

This is a letter of support for the Peachtree Shared Space Demonstration Project. The Atlanta Downtown Neighborhood Association (ADNA) supports the continued efforts to learn from and adapt our downtown streets so they facilitate a range of multi-modal transportation options and act as a safe and welcoming environment for all.

Peachtree Street is the “main street” of Atlanta, serving as a major activity center in the core of the City. For decades, Peachtree Street has lacked some key characteristics to attract diverse uses along the corridor. The Peachtree Shared Study explored ways to make Peachtree Street in Downtown Atlanta a more attractive, useful and welcoming space for all. In effort to test some key elements of conceptual ideas from the study, the Peachtree Shared Space demonstration project was implemented in June 2021. As residents, we are excited about the opportunities that the project potentially brings to the area such as attracting 24-hour activity for different user groups, developing underutilized and empty lots, and increasing the resident population in the area and overall public space. Ultimately, this effort will lead to a safer, more accessible and more beneficial public space for the Downtown community.

City Planning has continued to meet with us to receive feedback to improve the space to meet the community's needs. We have already experienced a boost in the pedestrian experience, and we look forward to the evolution of the Peachtree Center area. We are

excited to continue to work closely with City Planning to create an exceptional public space along Peachtree Street and the Downtown Atlanta area.

This letter of support is based on a sixteen-to-zero-vote in favor of a motion to draft this letter at the August 2021 Atlanta Downtown Neighborhood Association General Body Meeting. In addition, the project's people-first perspective is in keeping with the declared priorities of ADNA's 2021 Board.

Regards,

John Van Hallen

Kelly Parry

DeJan Tebought

Robyn Jackson

Atlanta Downtown Neighborhood Association Board

President@atlantadna.org

P O Box 57021

Atlanta, GA 30343

BANYAN STREET

CAPITAL

August 17, 2021

Commissioner Tim Keane
City of Atlanta Department of City Planning
55 Trinity Avenue SW, Suite 1450
Atlanta, Georgia 30303

Dear Commissioner Keane:


Banyan Street Capital applauds the City of Atlanta's efforts to pursue the **Peachtree Shared Space Study** with the goal of fostering a safer, more accessible, and more enjoyable public space in the heart of the city. Peachtree Street is the 'front yard' to the 3.7 million square feet of commercial real estate that Banyan Street Capital owns and operates in Downtown, but Peachtree Street is currently lacking in some key aesthetic and utilitarian respects. As a property owner seeking to diversify, enhance and improve our commercial and residential uses, we believe in the importance of improving the value and experience of Peachtree Street, and we could not be more supportive of making Peachtree Street more welcoming, attractive and useful to the entire community and not just vehicles passing through.

The future of successful office spaces in central business districts across the U.S. hinges on the ability of public and private interests to create environments and experiences that attract the talent and capital that sustains and grows economies. Atlanta's population and economy are growing. For Downtown to capture its fair and logical share of that expansion, investment in space and place is needed. Peachtree Street is the ideal location for a 'shared space' to change the dynamic of public space experience in Atlanta and forge a path forward for a connected and activated future. For a relatively modest public investment, the City of Atlanta has the opportunity to create a truly signature public space on Atlanta's Main Street in a central business district which is in need of that public investment.

As an active member of the Peachtree Shared Space Study Public Space Working Group, I have seen first-hand the level of care and consideration that the planning and design team has taken to balance the wide-ranging and complex needs of Atlanta's transportation network. Actively calming traffic, managing curbside uses, reconfiguring intersections, improving aesthetics and creating more space for people have been long overdue along the corridor. Continued investment in community engagement, detailed engineering, and implementation to sustain these improvements is a critical next step.

Reimagining the future design and operation of Peachtree Street is vital to the future of Atlanta and to making our city more connected, sustainable, and vibrant. Banyan Street Capital looks forward to continuing to engage in efforts to advance the enhancement of Peachtree Street.

Sincerely,



K. Taylor White
Principal and Senior Managing Director



80 SW 8th Street, Suite 2200, Miami, Florida 33130
305.722.9400 | banyanstreet.com



INTERNATIONAL
MARKET CENTERS

October 7, 2021

Commissioner Tim Keane
City of Atlanta Department of City Planning
55 Trinity Avenue SW
Suite 1450
Atlanta, Georgia 30303

Dear Commissioner Keane:


It is our pleasure to express International Market Centers' support for the Peachtree Shared Space Study to reimagine the future of Atlanta's main street. Making Peachtree Street a safer, more accessible, and more enjoyable public space in the heart of the city is a priority to our successful operations and growth. Our AmericasMart complex annually contributes over \$641 million to the Atlanta economy notably through the creation of over 9,300 jobs and attracting over 650,000 customer visits – many through our front door on Peachtree Street.

It is important to AmericasMart, our vendors, and our customers that the Peachtree Street experience is more welcoming to all users and not just vehicles. The Peachtree Shared Space Study is serving as a catalyst for providing public space amenities that improve pedestrian and transit connections to our campus. The program also complements our ongoing investment to transform and activate AmericasMart along Peachtree Street. These features and improvements will help us retain our existing customer base and attract Atlanta's next generation of small business owners, employees, and visitors. Peachtree Street is the ideal location for a 'shared space' to change the dynamic of public space experience in downtown and improve connectivity with the surrounding environment.

As active members of the Peachtree Shared Space Study Public Space Working Group, our team has witnessed the detailed consideration that the City of Atlanta has taken to balance the wide-ranging and complex needs of Atlanta's transportation network. To date, the project has seemingly helped to calm traffic, manage curb side uses, reconfigure intersections and create more space for people – all of which have been enhancements to the corridor. Continued investment in community engagement, detailed engineering, and implementation to refine and sustain these improvements is a critical next step as there's more work to be done.

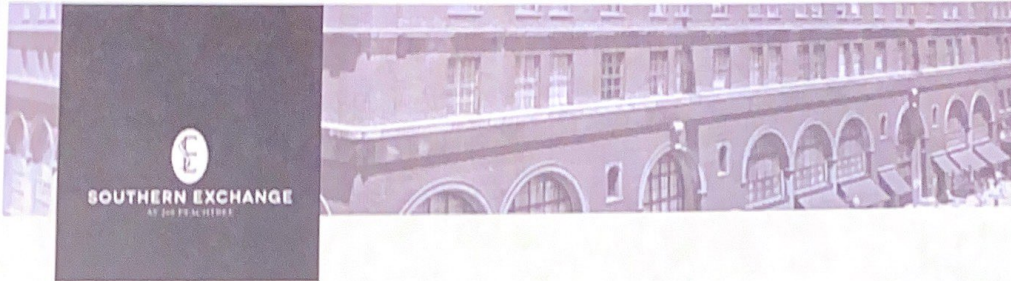
Reimagining the future design and operation of Peachtree Street is important to AmericasMart, the future of Atlanta and to making our city more connected, sustainable, and vibrant. International Market Centers looks forward to continuing to engage in efforts to advance the enhancement of Peachtree Street.

Best regards,

DocuSigned by:

0A9DEB7FCF1042F...
Robert J. Maricich
Chairman and Chief Executive Officer



Gregory Avitabile
EVP and Chief Operations Officer



August 24, 2021

Commissioner Tim Keane
City of Atlanta, Department of City Planning
55 Trinity Avenue SW, Suite 1450
Atlanta, GA 30303

Dear Commissioner Keane,

We are pleased to express our support for the City of Atlanta's efforts to revitalize Peachtree Street through the Peachtree Shared Space Study and Demonstration Project. Peachtree Street is the city's main street and home to our 140,000 square feet of event spaces where we host everything from business events such as conventions and meetings or social gatherings and celebrations like weddings and birthday parties. We are invested in elevating the experience and aesthetic of Peachtree Street, and we are very supportive of making Peachtree Street more beautiful and functional to all which we believe this project will achieve.

Our space holds quite a bit of history, and we are proud of its beauty. Formerly an iconic, landmark department store, Southern Exchange Ballrooms preserved a lot of the original, vintage interior elements and architectural design to honor its rich past with great intentionality. We desire for Peachtree Street to match the elegance and beauty of our space. The Peachtree Shared Space will create that desired experience. We are confident that Downtown will improve and be able to accommodate the city's evolution and growth with this investment in our city's main street.

We have had the pleasure of working closely with the Department of City Planning. We are amazed at the level of consideration the team has shown to listen to the needs of project stakeholders and community members alike. We are excited to be a partner in this effort. It is important to the entire city to reimagine and thoughtfully plan for the future of Peachtree Street and all public spaces in our Downtown Atlanta.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andrew Tull', written over a light blue horizontal line.

Andrew Tull
President & Managing Partner
Southern Exchange Ballrooms



WESTIN PEACHTREE PLAZA, ATLANTA

210 Peachtree St NW
Atlanta, GA 30303
United States

T 404.659.1400
F 404.589.7424

October 14, 2021

Commissioner Tim Keane
City of Atlanta Department of City Planning
55 Trinity Avenue SW
Suite 1450
Atlanta, Georgia 30303

Dear Commissioner Keane:

I would like to take the opportunity to share with you the Westin Peachtree Plaza's support for the City of Atlanta's work to advance the Peachtree Shared Space Study. As one of the largest full-service hotels in the heart of Atlanta's convention district, it is essential to our business success that Peachtree Street is more welcoming, accessible, and attractive to people and not just vehicles.

The Peachtree Shared Space Study has elevated the expectations for Atlanta 'signature street' and provided a road map for implementing public space amenities that will improve the pedestrian experience of Downtown. The City's investment in these features will directly support Atlanta's \$11 billion tourism industry. Peachtree Street should be prioritized for improvements that will change the dynamic of public space experience in Atlanta and help us attract meeting, convention, and leisure visitors to our city.

I have witnessed first-hand the immediate benefits of the demonstration project. The changes have slowed speeds, calmed traffic, better managed curb side uses, and created more space for people – all much needed and welcomed enhancements to the corridor. As a member of the Public Space Working Group, I appreciate the deliberation that project team has taken to balance the range of complex needs of Downtown's transportation network and encourage the City of Atlanta to continue to invest in the next stages of planning and engineering to advance further design and operational improvements.

Making Peachtree Street a safer, more accessible, and more enjoyable public space in the heart of the city is important to the future of Atlanta and to the Westin Peachtree Plaza. We are proud to be a part of this vibrant future and look forward to continuing to engage in efforts to advance the enhancement.

Sincerely,

Ron Tarson
General Manager



Department of
CITY PLANNING



PEACHTREE
SHARED SPACE

