



# PEACHTREE SHARED SPACE DEMONSTRATION PROJECT

## 90-DAY UPDATE

November 2021



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



Department of  
**CITY PLANNING**

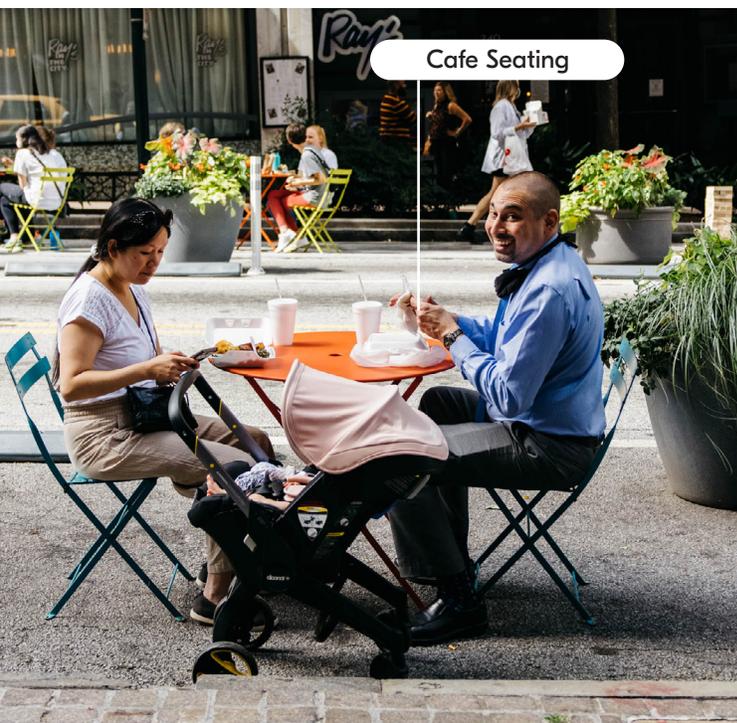
Ongoing Community Engagement



Chalk Street Murals by Local Artists



Cafe Seating



## COMMUNITY ENGAGEMENT

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

### PARK(ING) DAY

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

### PEACHTREE WALK AND TALKS

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

## GREEN MARKET BOOTH

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

## ONLINE SURVEY RESPONSES

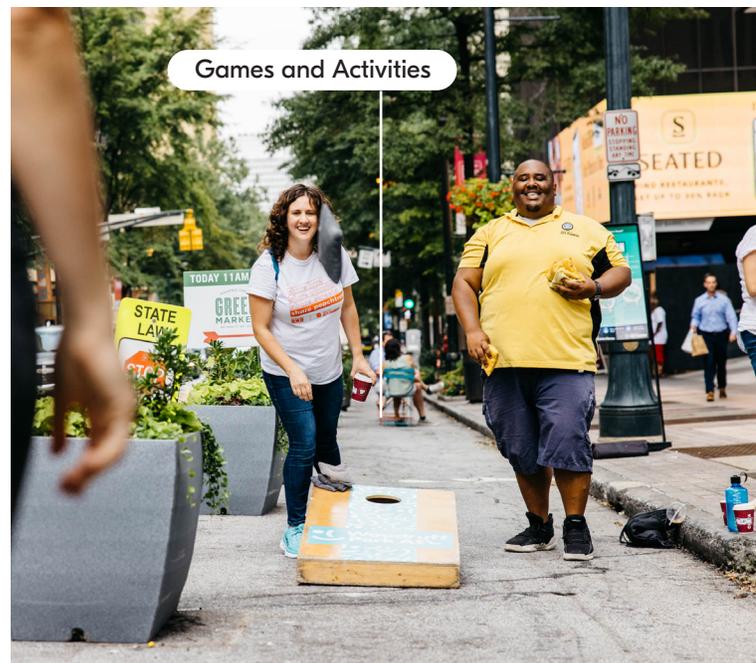
Community members were invited to share their feedback about the project through an online survey from late June to early October. Most respondents supported the project and the long-term plan for a shared space. Highlights included:

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

Community Walk and Talks



Games and Activities



On-street Vendors





## MONITORING TRAFFIC IMPACTS

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

**LOS  
A, B, or C**

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

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

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

**27%**  
average increase  
in pedestrians

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

**11%**  
decrease in total  
vehicle volumes

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

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

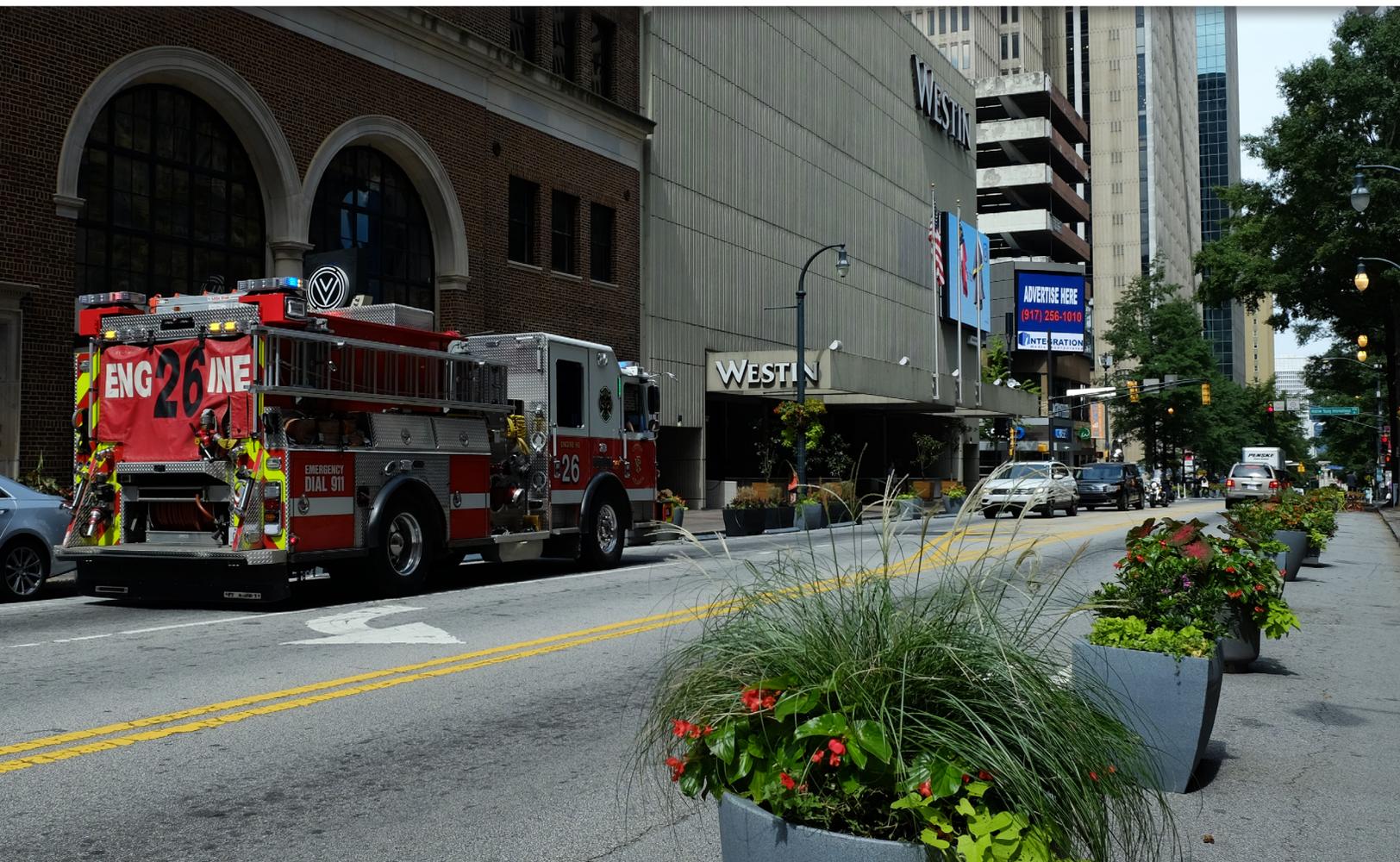
*Travel patterns were measured using Miovision video cameras at the intersections of Baker St, John Portman Blvd, Andrew Young International Blvd, and Ellis St on Mondays, Tuesdays, and Sundays from June 6 to June 20 (before period), June 21 to July 22, and August 8 to September 7 (after period), and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

## MONITORING EMERGENCY RESPONSE TIMES

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

## CHANGES IN EMERGENCY RESPONSE TIMES

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



## SHOW OF SUPPORT

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

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

-Banyan Street Capital (235 Peachtree) Letter of Support

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

-Westin Hotel Letter of Support

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

-AmericasMart Letter of Support

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

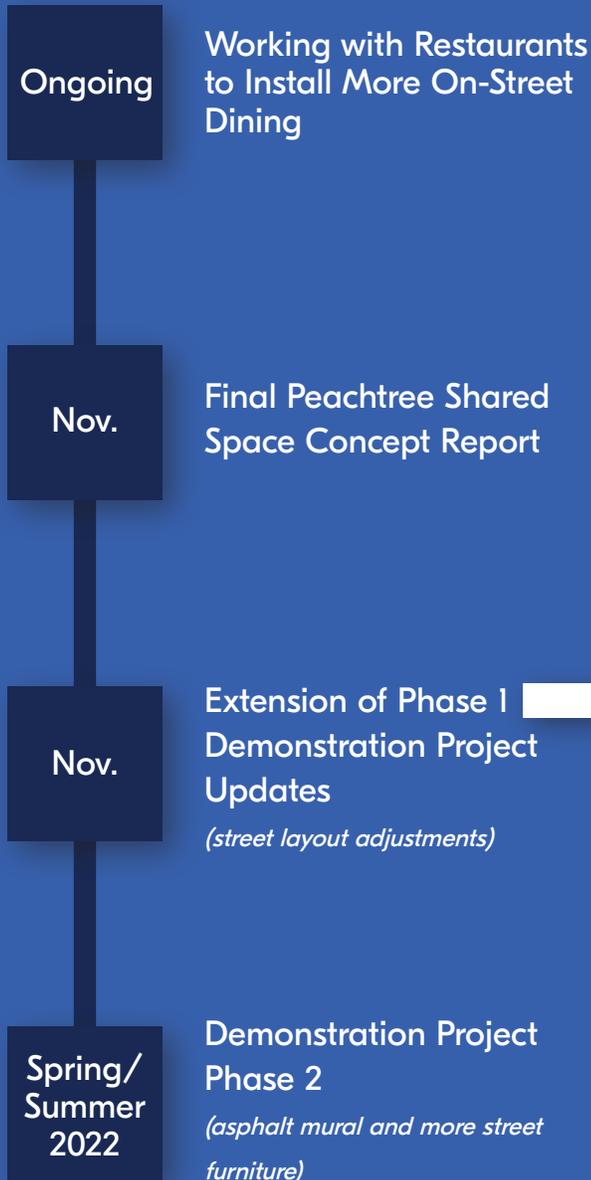
-Southern Exchange (200 Peachtree) Letter of Support

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

-Atlanta Downtown Neighbors Association Letter of Support

## WHAT'S NEXT

Immediate next steps for the project include:



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

### MARTA Mobility Pull-offs



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

### Valet Area



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

### Curb Radii



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



## CONTACT

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



Learn more at  
[sharepeachtree.com/demo](https://sharepeachtree.com/demo)