

A vibrant city street scene at dusk. The street is filled with people celebrating, some wearing red jerseys. String lights are strung across the street, and buildings are illuminated. A sign for 'AVENUE' is visible on the right. The overall atmosphere is festive and lively.

# How to Create, Test, and Love Shared Spaces

# Agenda

- 1 What is a Shared Space?
- 2 The Past, Present & Future of Peachtree
- 3 Which Way to the Demonstration?

# Presenters



Addie



Kevin



Monique

01

# What is a Shared Space?



# How Did We Get Here?



We Created Cities for the Purpose of Exchange



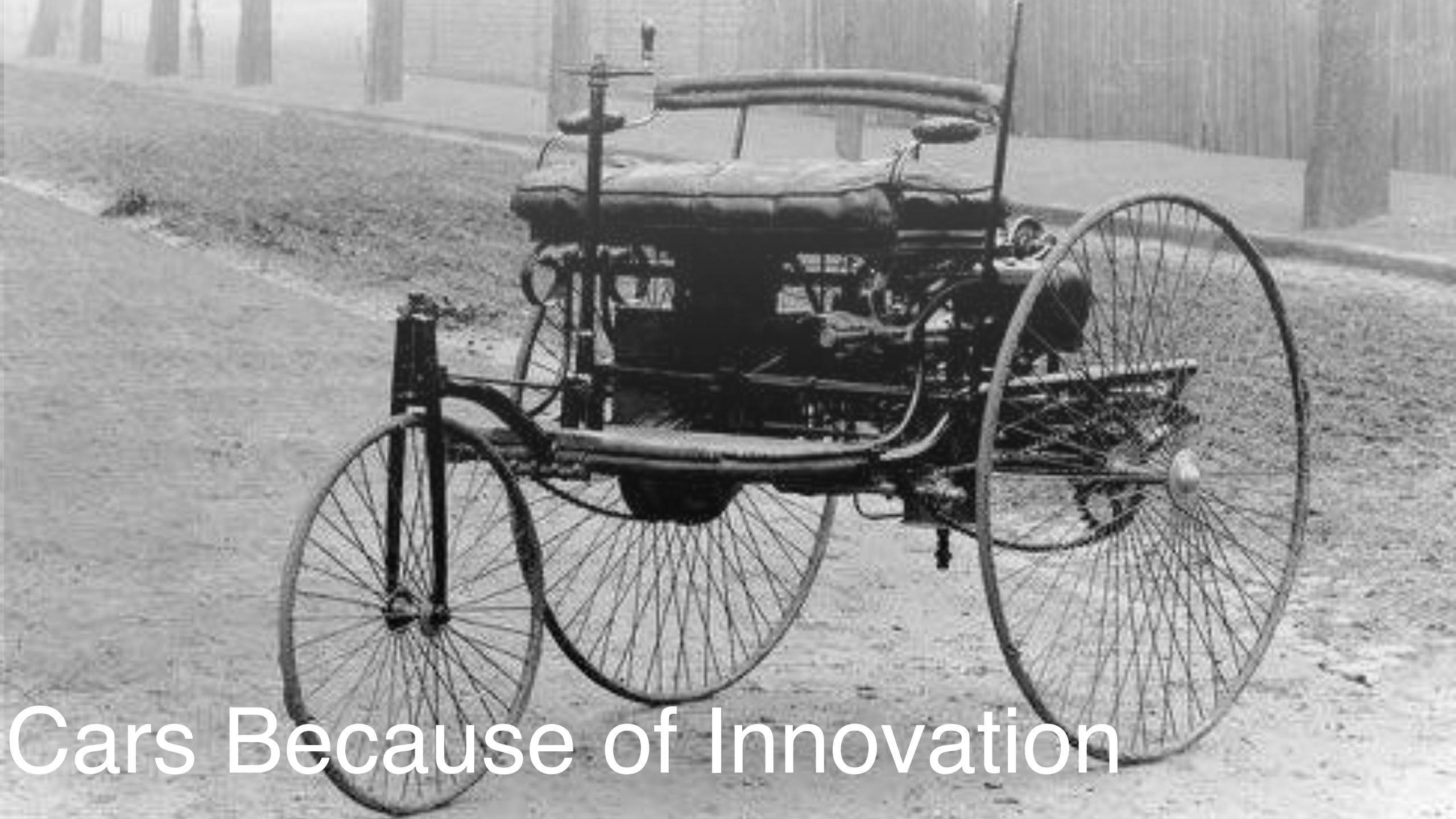


Bike Because of Innovation



Pavement Because of Bikes





Cars Because of Innovation



Traffic Because of Pavement



More Traffic Because of More Pavement



Chaos Because of Traffic

So, What Happened?



# HIGHWAYS

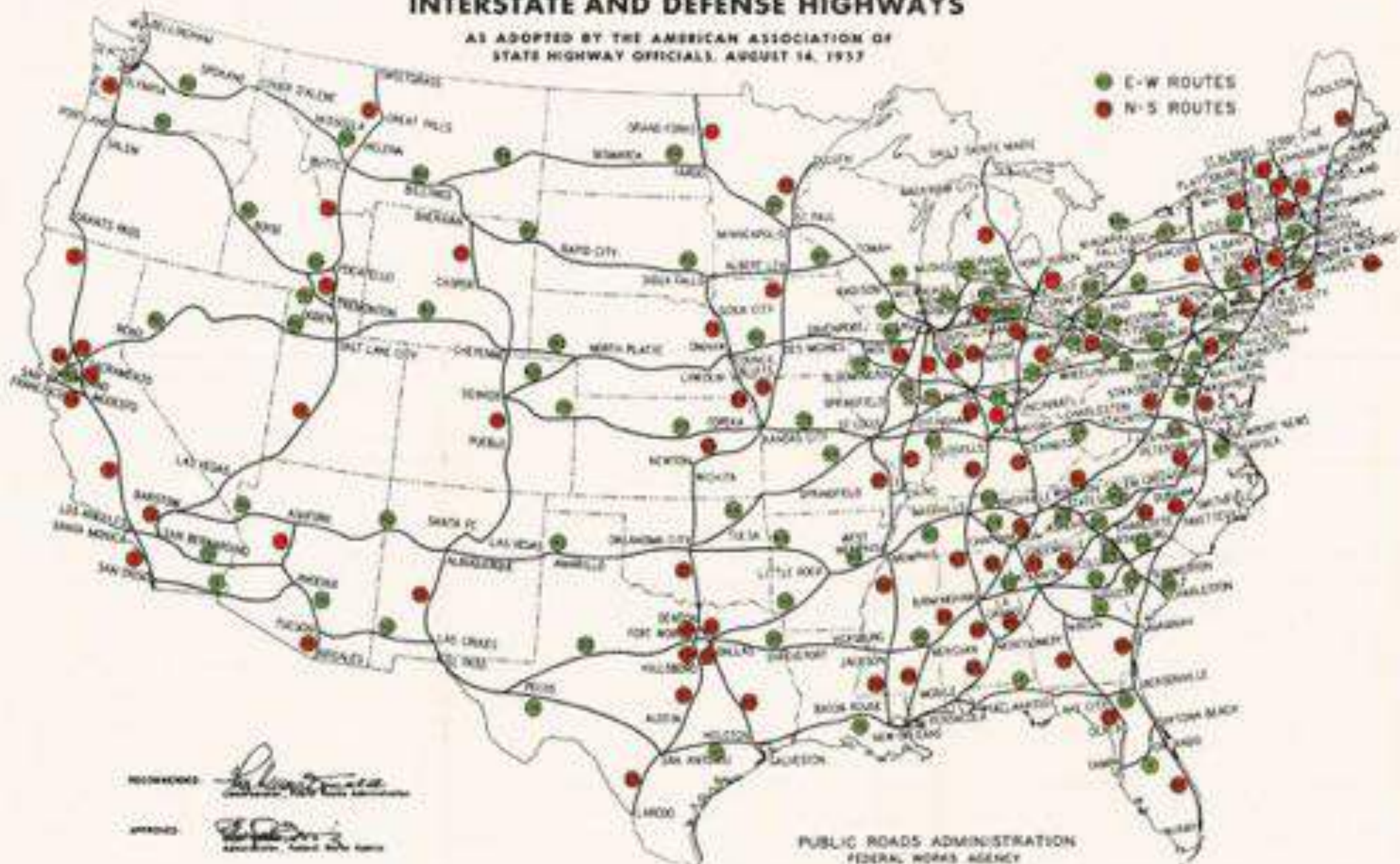
A road originally  
intended to link but  
not intrude into cities



# OFFICIAL ROUTE NUMBERING FOR THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS

AS ADOPTED BY THE AMERICAN ASSOCIATION OF STATE HIGHWAY OFFICIALS, AUGUST 14, 1937

AMERICAN PHOTOGRAPH CO.  
2020, NEWARK, CALIFORNIA  
OFF. PATENTED TRADE MARK  
REGISTERED U. S. P.



DIRECTOR: *[Signature]*  
CHIEF ENGINEER: *[Signature]*

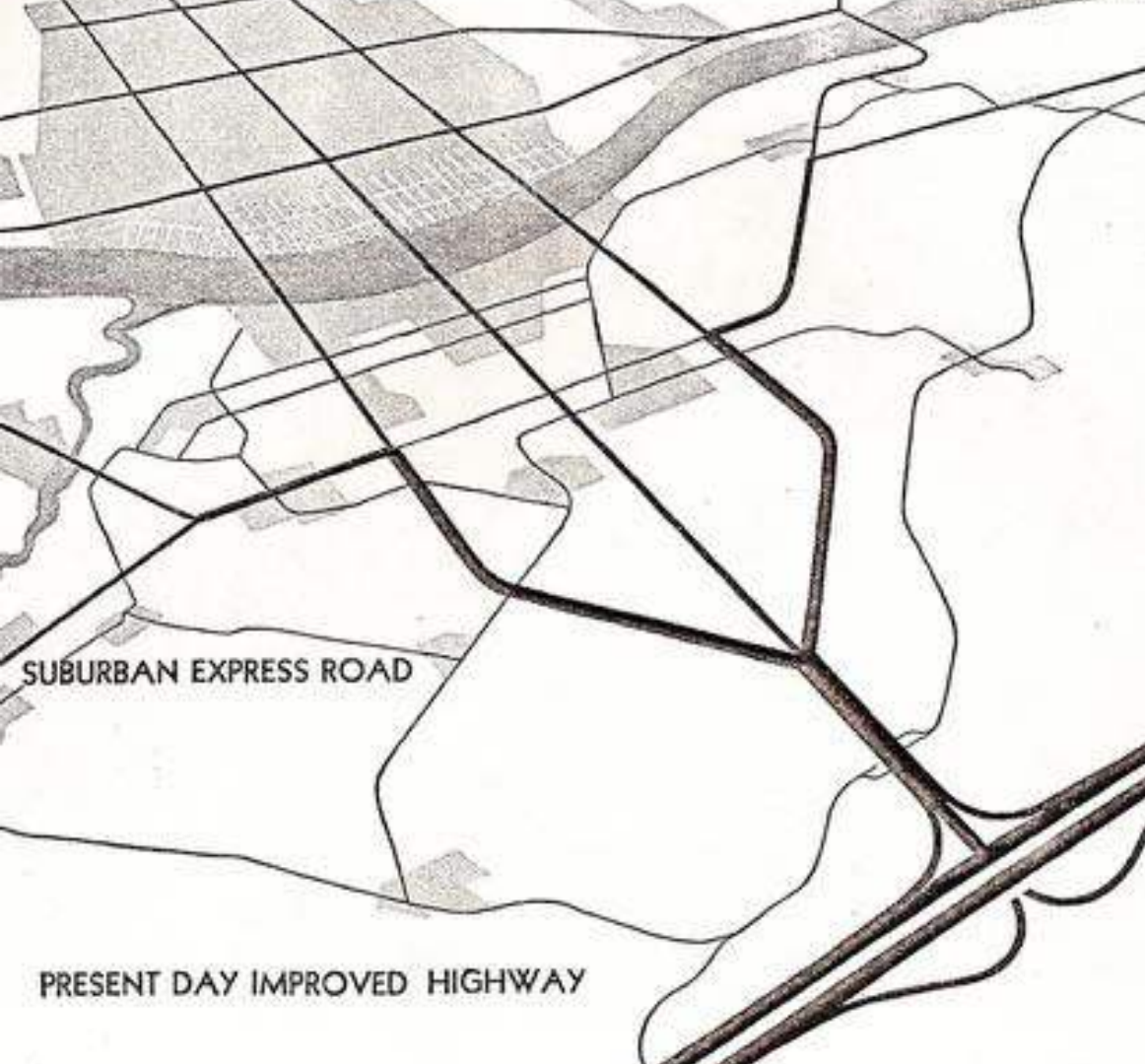
PUBLIC ROADS ADMINISTRATION  
FEDERAL WORKS AGENCY



# Interstate Highway System

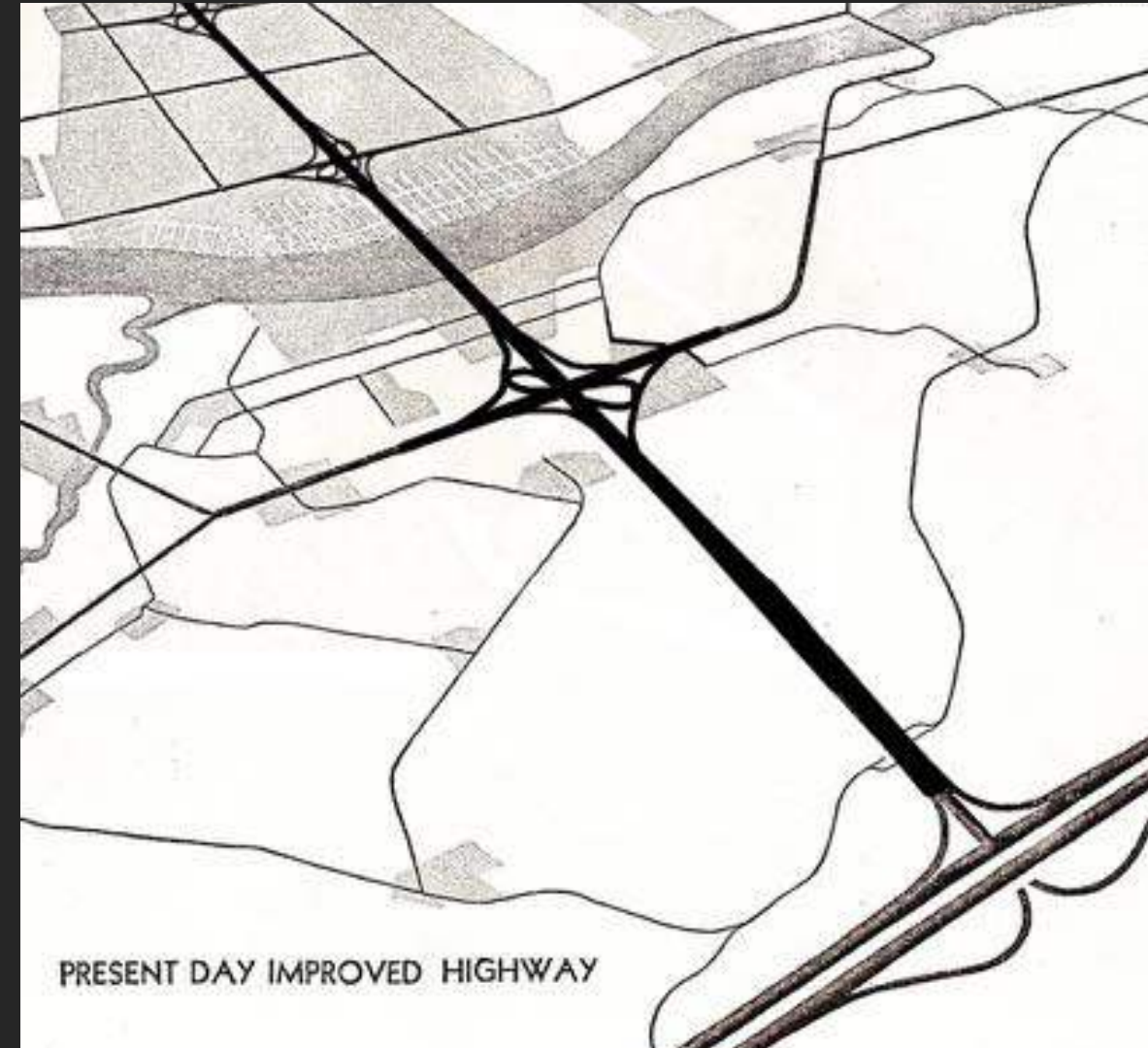
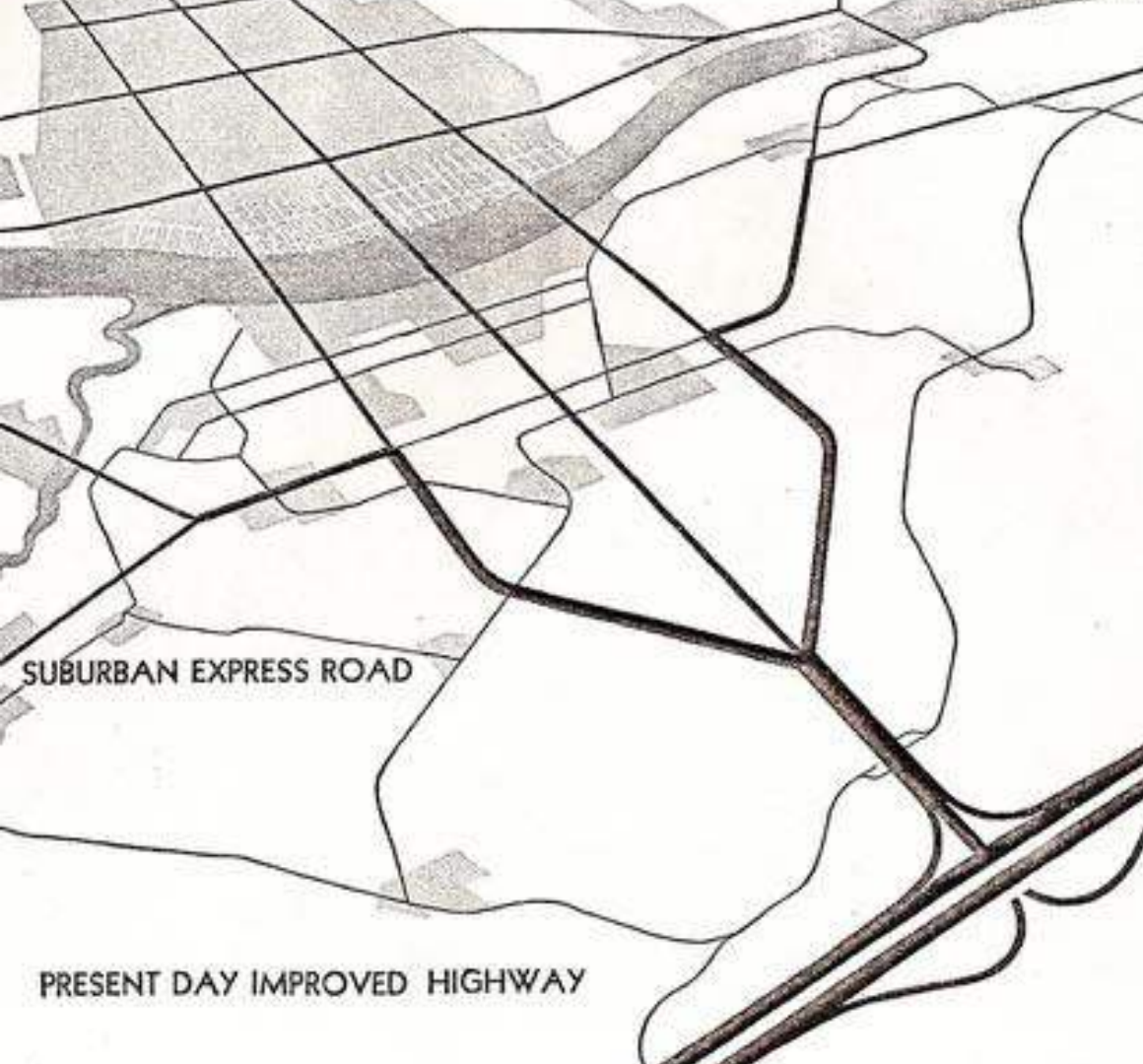
We built 26,000 miles of highways in 15 years. Enough to circle the Earth plus the distance from Minnesota to New York.





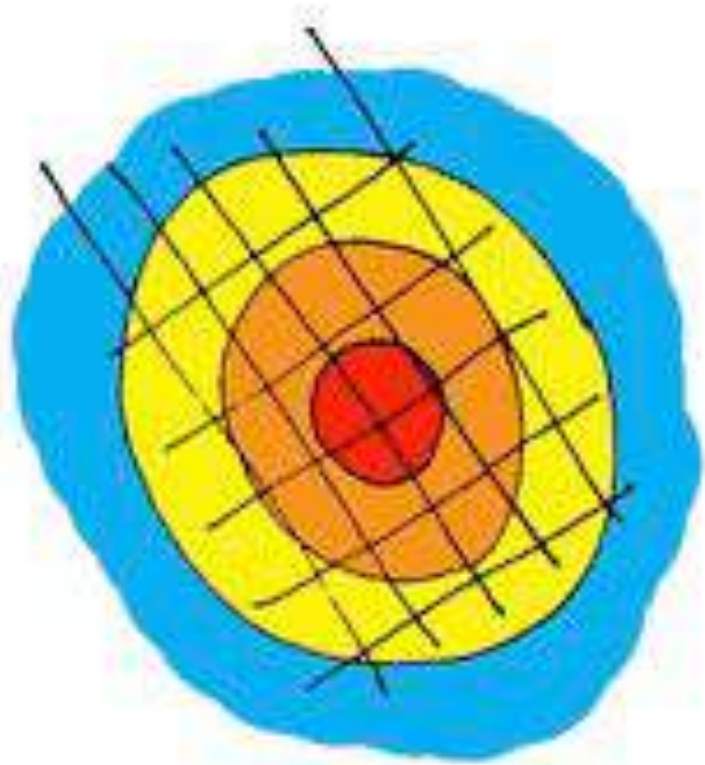
# Highways as Intended

It was an important system.



# Highways as Intended

It was an important system BUT deviated from original intent.



## Traditional City

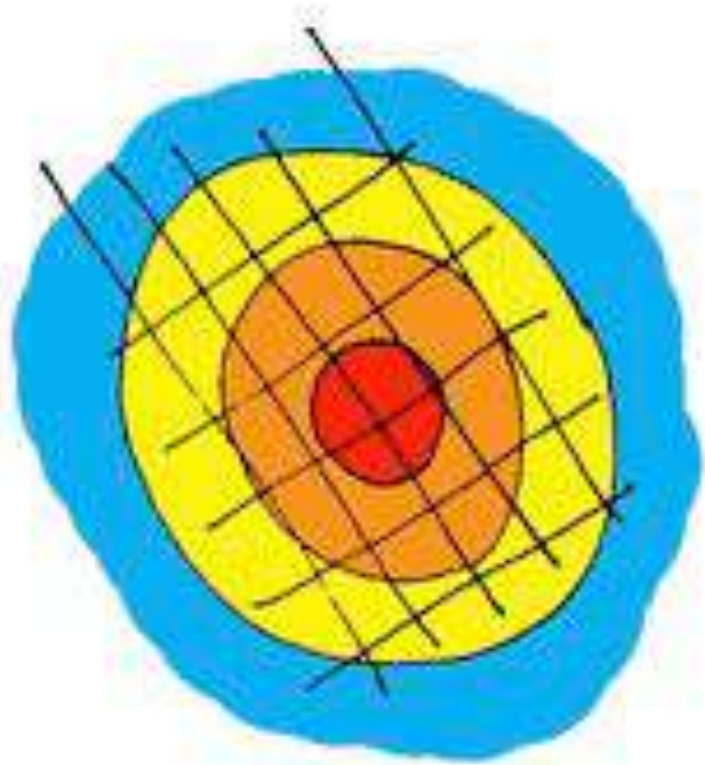
0200 04

0205 04

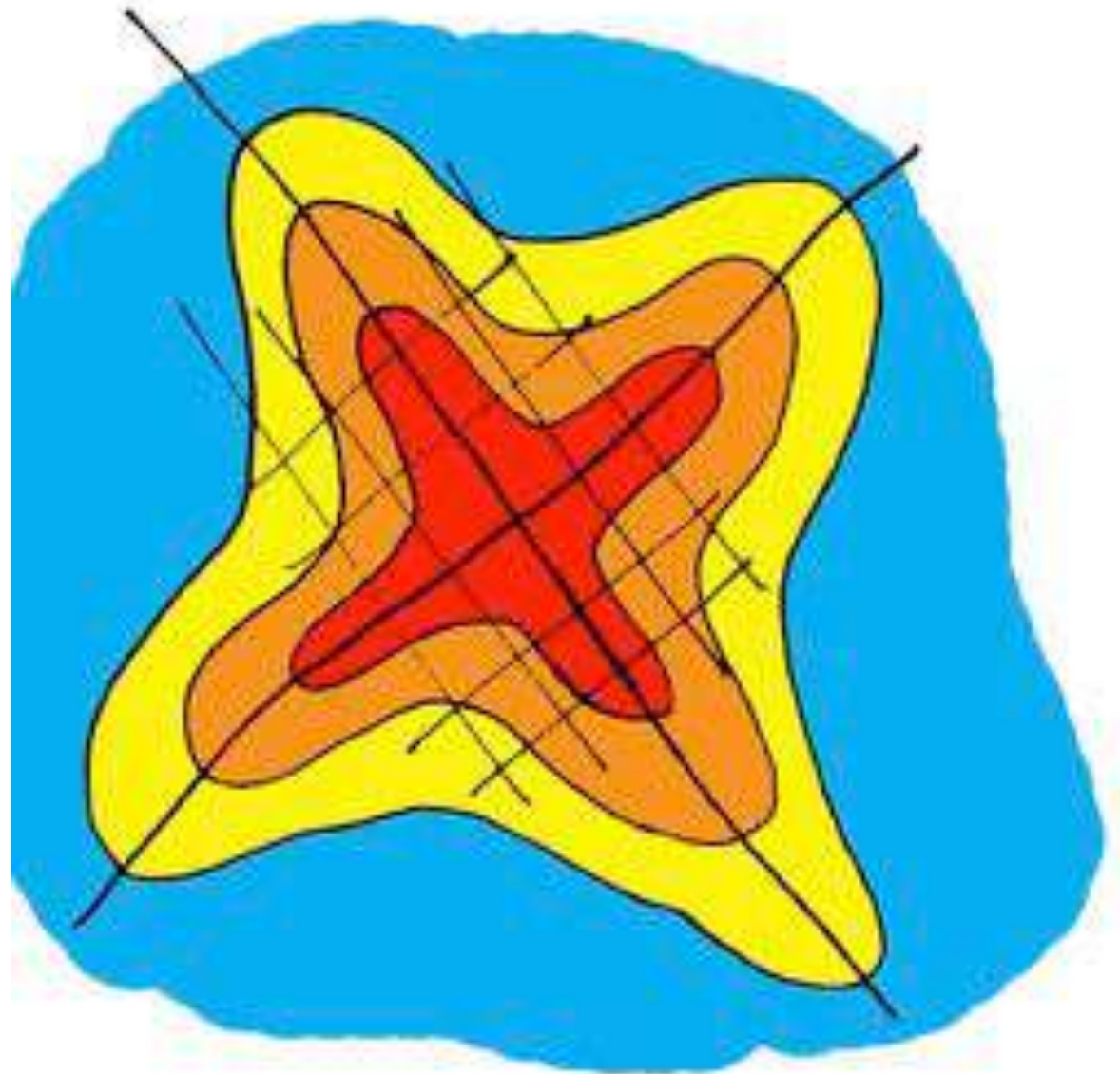
0210 04

0215 04

0220 04



**Traditional City**



**Conventional Theory**

# Modern Values:

**Reward Long Trips**

**Automobile Focus**

**Speed is Important**

**The Fabric Doesn't Matter**

**Congestion is Bad**

**Single Use Land Use**

**Dendritic Street Hierarchy**

**Individually Appealing\***

# Modern Values:

**Reward Long Trips**

**Automobile Focus**

**Speed is Important**

**The Fabric Doesn't Matter**

**Congestion is Bad**

**Single Use Land Use**

**Dendritic Street Hierarchy**

**Individually Appealing\***

**Level of  
Service  
for  
Motorists**



President Eisenhower went on to say that the matter of running Interstate routes through the congested parts of the cities was entirely against his original concept and



**Richmond, VA**  
Life on the street circa 1920



# Traditional Conception of the Purpose of Streets

Access to goods and services was a key function on arterials



● ACCESS  
● THROUGHPUT

# Modern Conception of the Purpose of Streets

Arterials started to serve more of a throughput function.





**Richmond, VA**  
Life on the street circa 1920



# “Mobility”

The movement of people and goods.



**Assumption:** Faster, farther, and in greater numbers  
= societal progress

# “Mobility”

The movement of people and goods.



**Reality:** The populations' capabilities and strategies to move in order to access what they need to live



Who is it for and when?

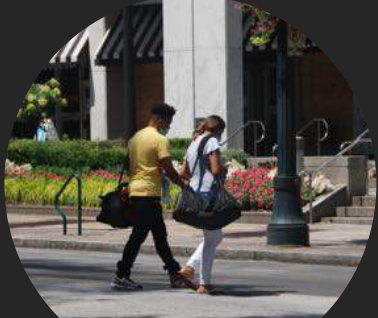
What can it do?

Types of Streets

# Who is it for?



Workers



Tourists



Shoppers & Diners



Residents



Activists



Kids



Students



Deliveries



Leisure Users



Neighbors in Need

& more!



Limited Vision

Limited Mobility

Limited English Proficiency

*for people of all user types*







Informal/Casual



Plaza-ish Space



Rural/Natural



Formal/Chic

# Shared Space

a space that **lacks the formal separation** found in conventionally-designed streets, **blurring the line** between the space intended for pedestrians and for cars, while still **comfortably accommodating all** users of the space. Typically, shared spaces employ minimal to no traffic control devices.



# Shared SPACE *or* ~~Shared~~ STREET



Shared Space includes intersections and integrated open spaces, plazas, squares, etc.

# Incomplete Street

(Not Comfortable)



# Complete Street

(Comfortably accommodates all users of the street)



# COMPLETE STREETS

Shared Space



Flush Street



# Flush Street

*aka "curbless street" or "festival street")*



Can be closed to motorists and used as public open space **without vertical curbs**, reducing barriers to people with related mobility impairments.

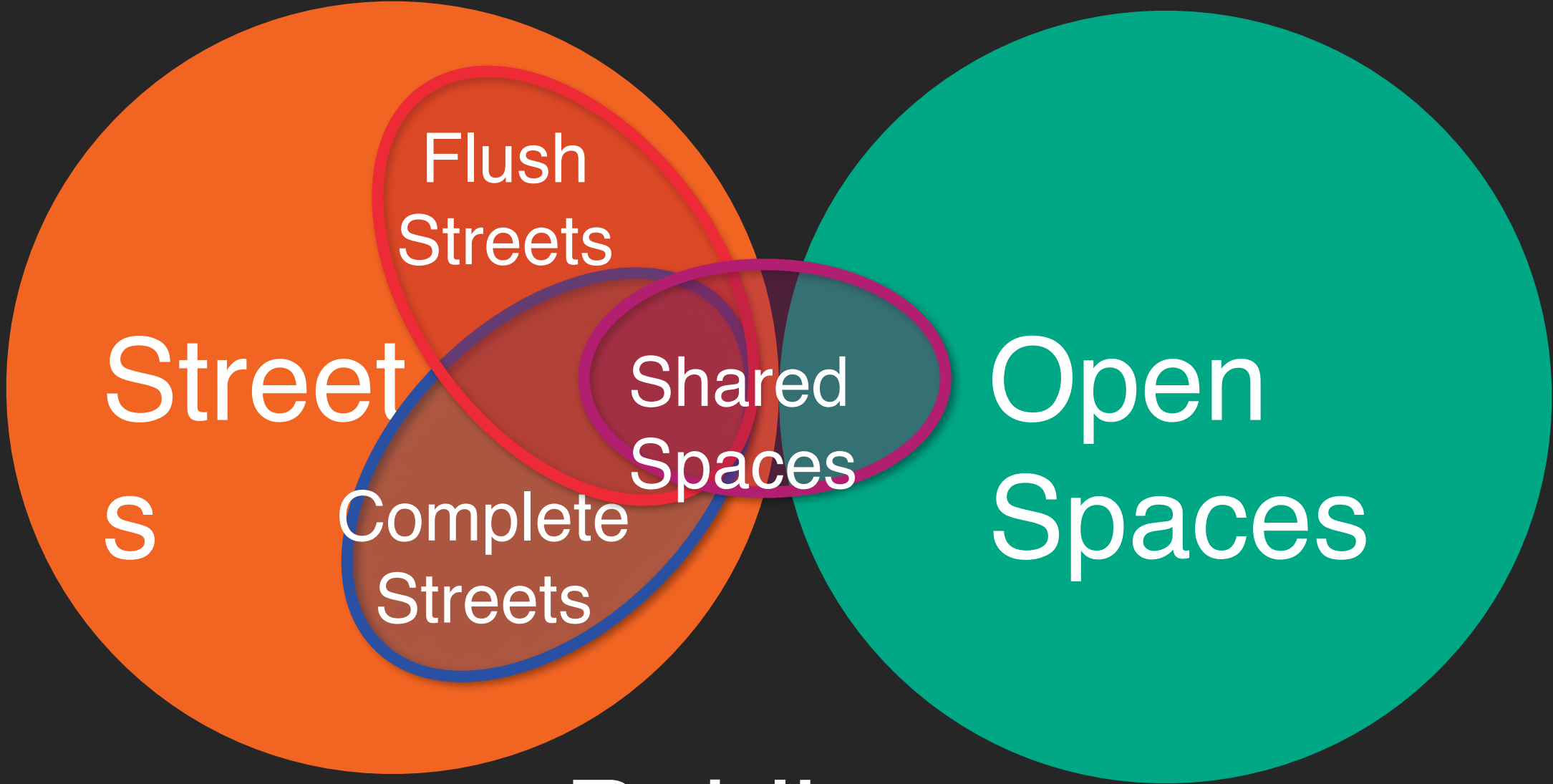
# Comfort Zone



Comfort Zone



Part of a shared space where vehicles are discouraged



Street  
Spaces

Flush  
Streets

Complete  
Streets

Shared  
Spaces

Open  
Spaces

Public  
Design



# Terminology Summary

## Shared Space

A space that **lacks the formal separation** found in conventionally-designed streets, **blurring the line** between the space intended for pedestrians and for cars, while still **comfortably accommodating all users** of the space. Typically, shared spaces employ minimal to no traffic control devices.

## Complete Street

A street that **comfortably accommodates all users** of the street.

## Comfort Zone

A part of a shared space where **vehicles are discouraged.**

## Flush Street/Curbless Street/Festival Street

A street that can be closed to motorists and used as public open space **without vertical curbs** creating barriers to people with related mobility impairments.

02

# The Past, Present and Future of Peachtree



# PEACHTREE STREET

## OVER THE YEARS



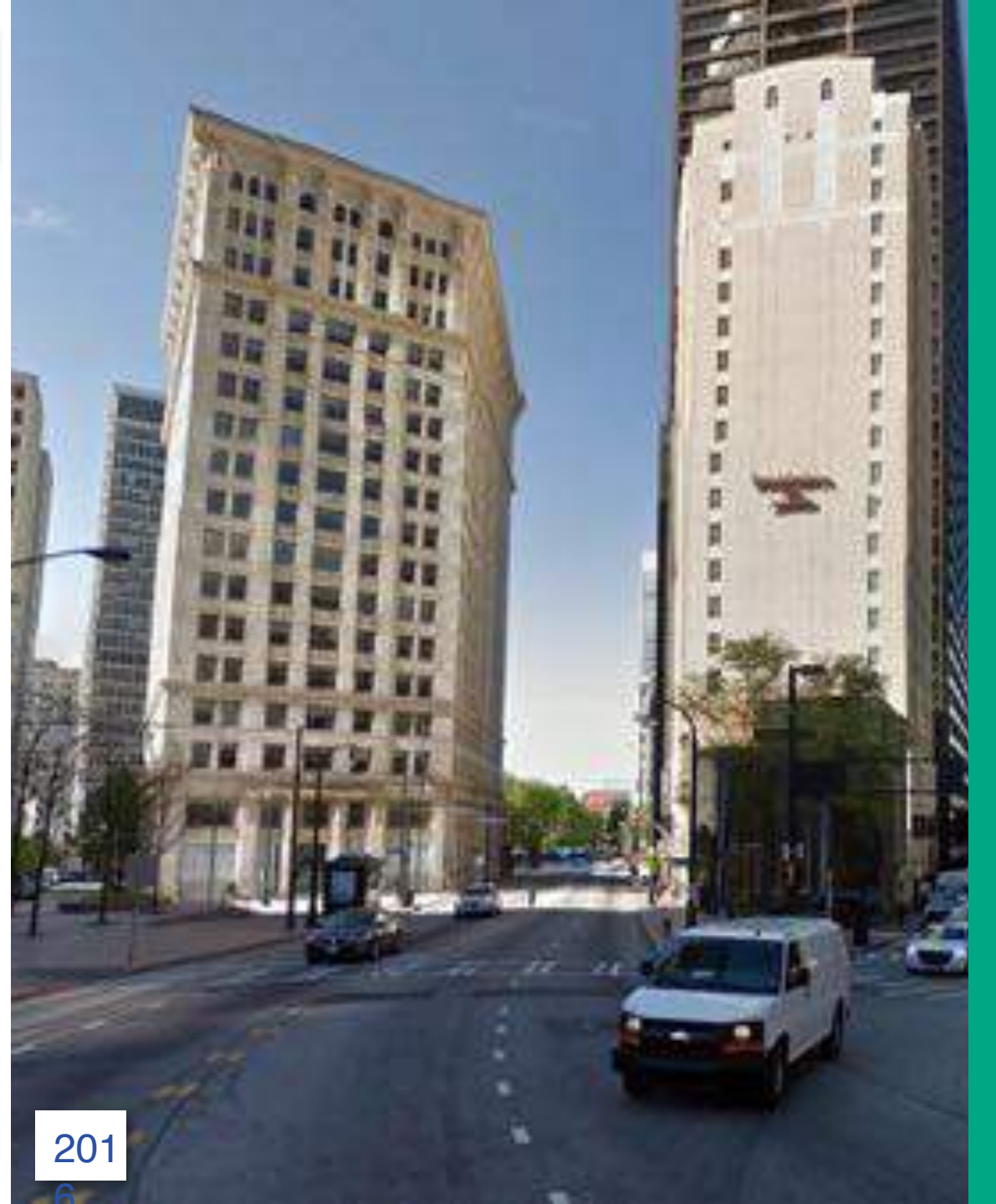
1945



1954



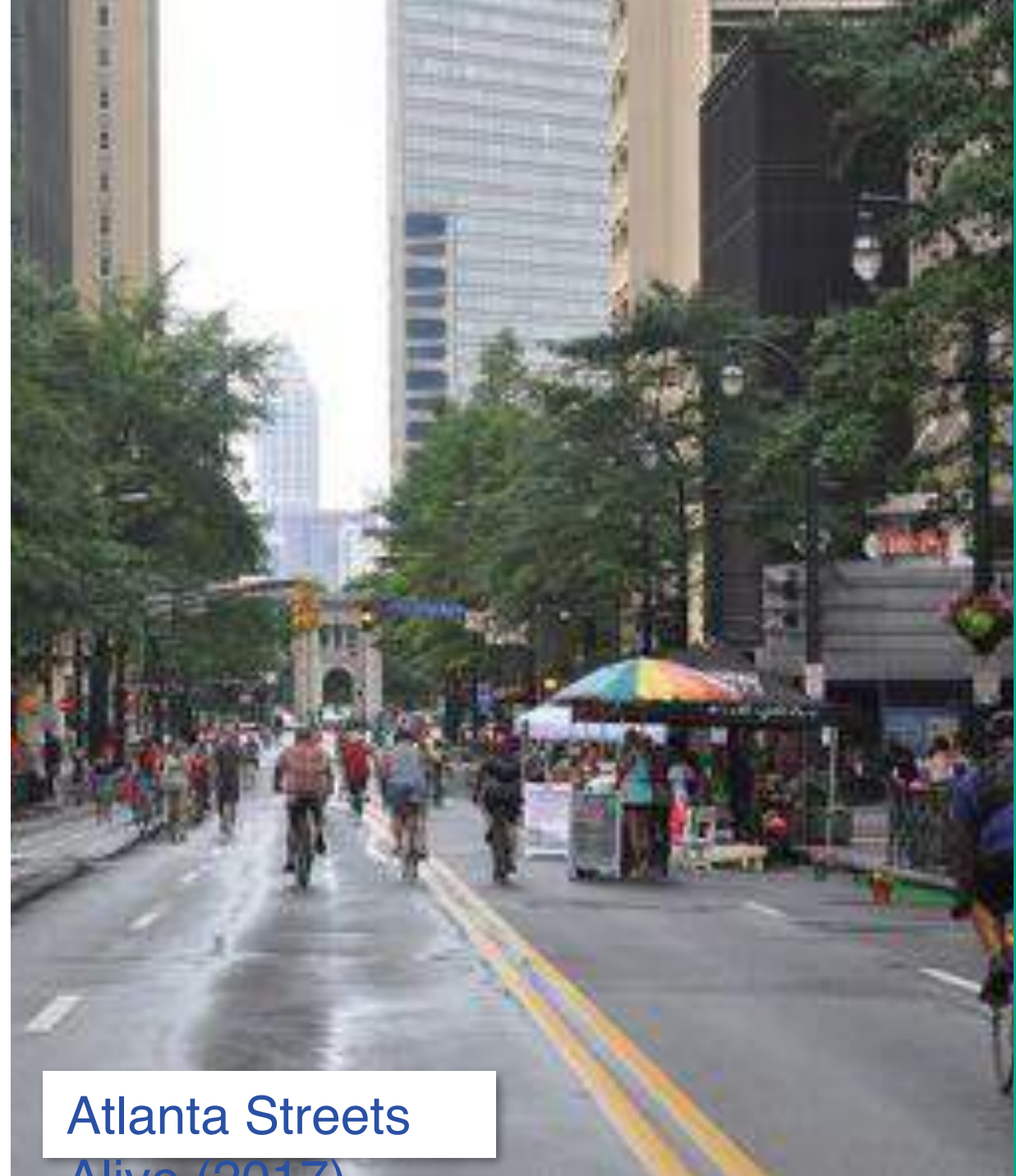
1971



2016



Dragon Con  
Parade (2017)



Atlanta Streets  
Alive (2017)

# Project Overview

Why does Atlanta's main street, which has served as the center of activity for decades, not function for people anymore?

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



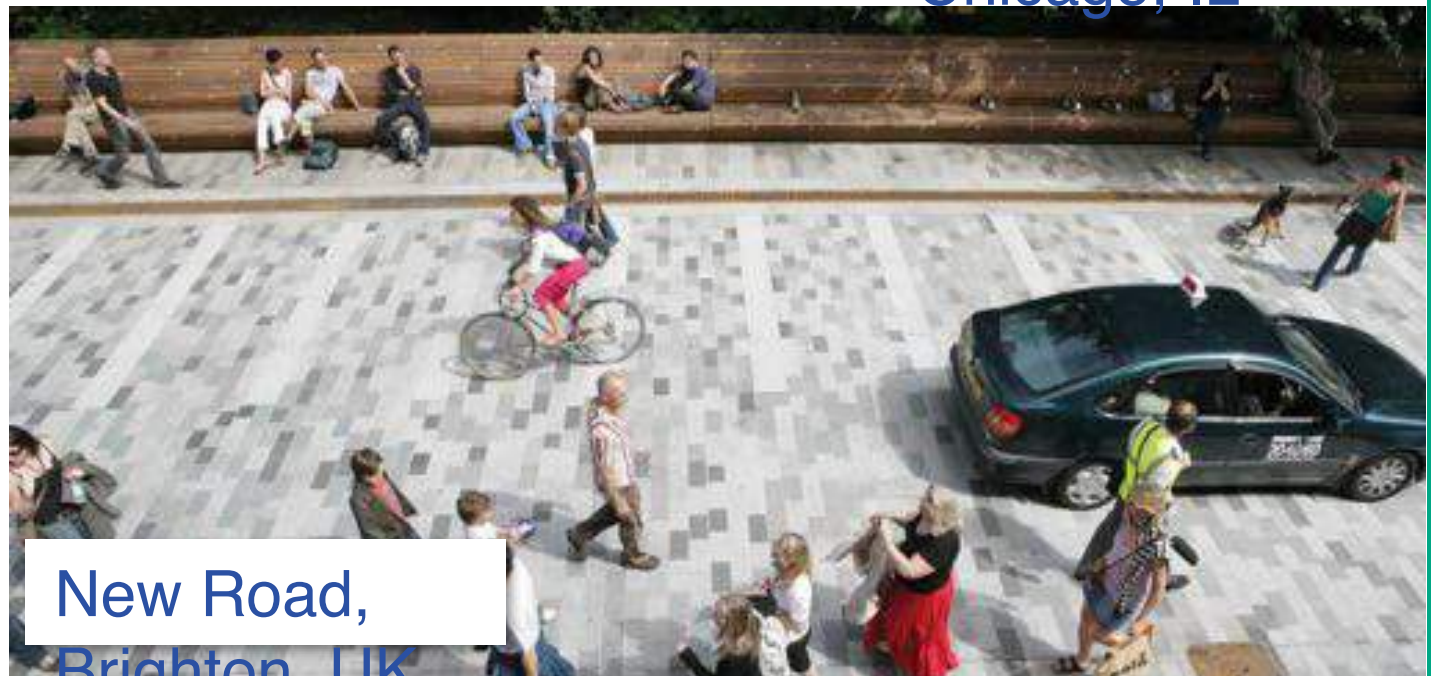
# STREETS FOR PEOPLE



Bell Street,  
Seattle, WA



Argyle Street,  
Chicago, IL



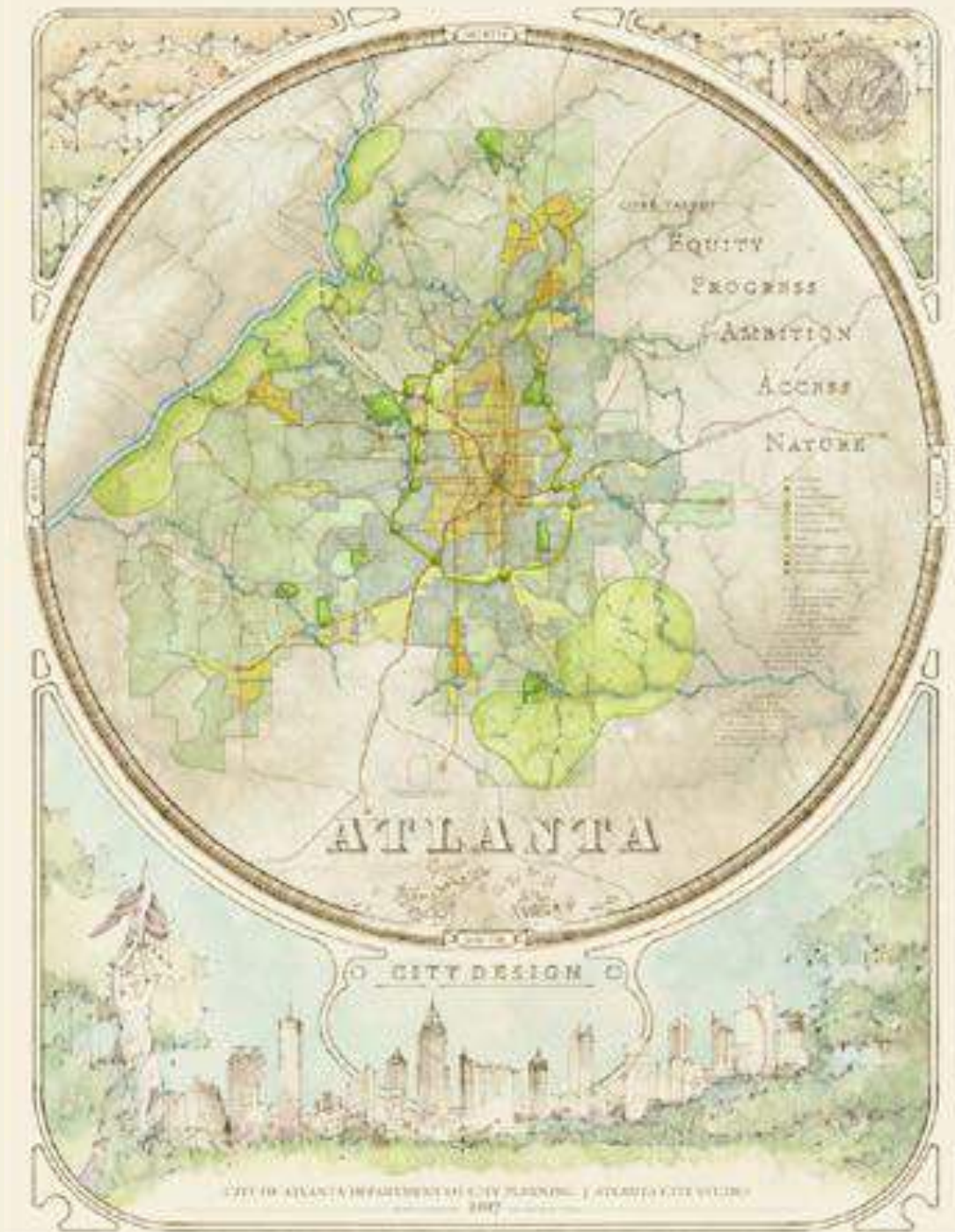
New Road,  
Brighton, UK

A close-up photograph of a person's hands holding a bright red book. The book's cover is the central focus, featuring the title 'The Atlanta City Design' in a gold, cursive font. Below the title, there is a thin horizontal line and the subtitle 'A History of the City's Urban Form' in a smaller, gold, sans-serif font. The person's hands are visible on either side of the book, with rings on their fingers. The background is dark and out of focus.

*The Atlanta  
City Design*

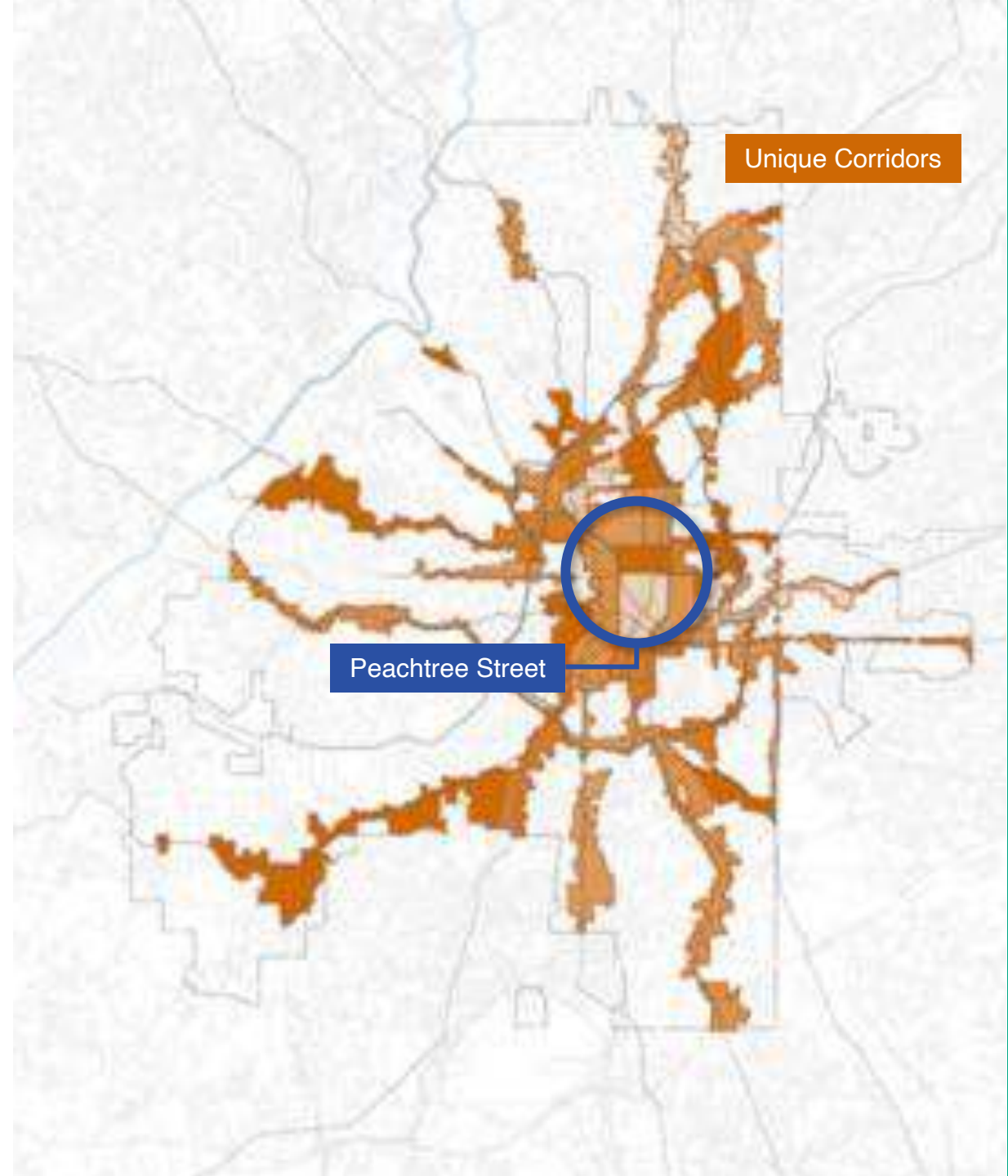
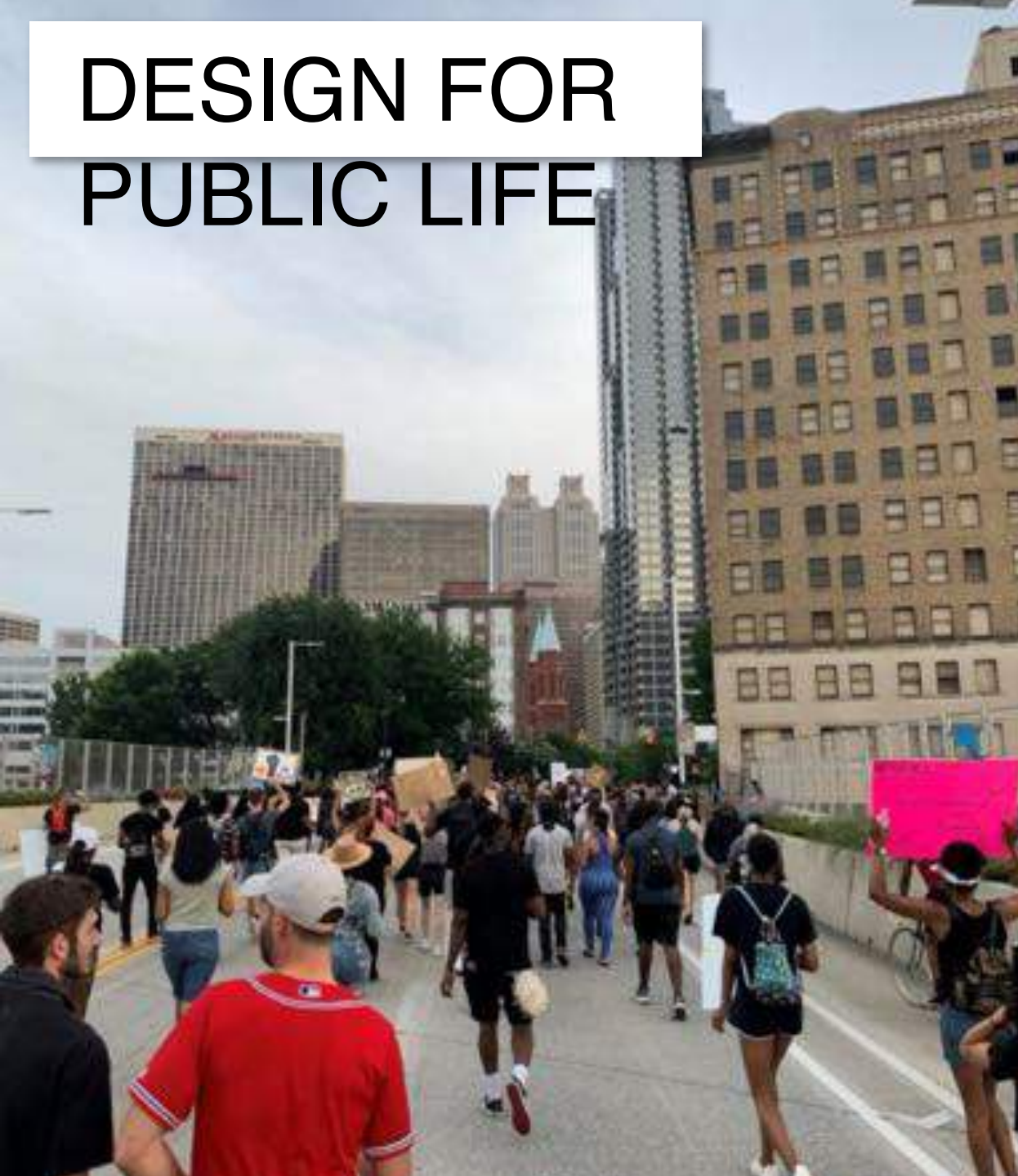
A History of the City's Urban Form

“When we talk about design, we are not merely describing the logical assembly of people, things, and places. We’re talking about intentionally shaping the way we live our lives.”





# DESIGN FOR PUBLIC LIFE



A public space and public life investment in Atlanta's downtown.



# The Concept

Leverage Peachtree Street as exceptional public space with a

**shared space design**

that balances slow, safe mobility with beautiful, vibrant, and inviting spaces for people.

+ Surrounding Complete Streets

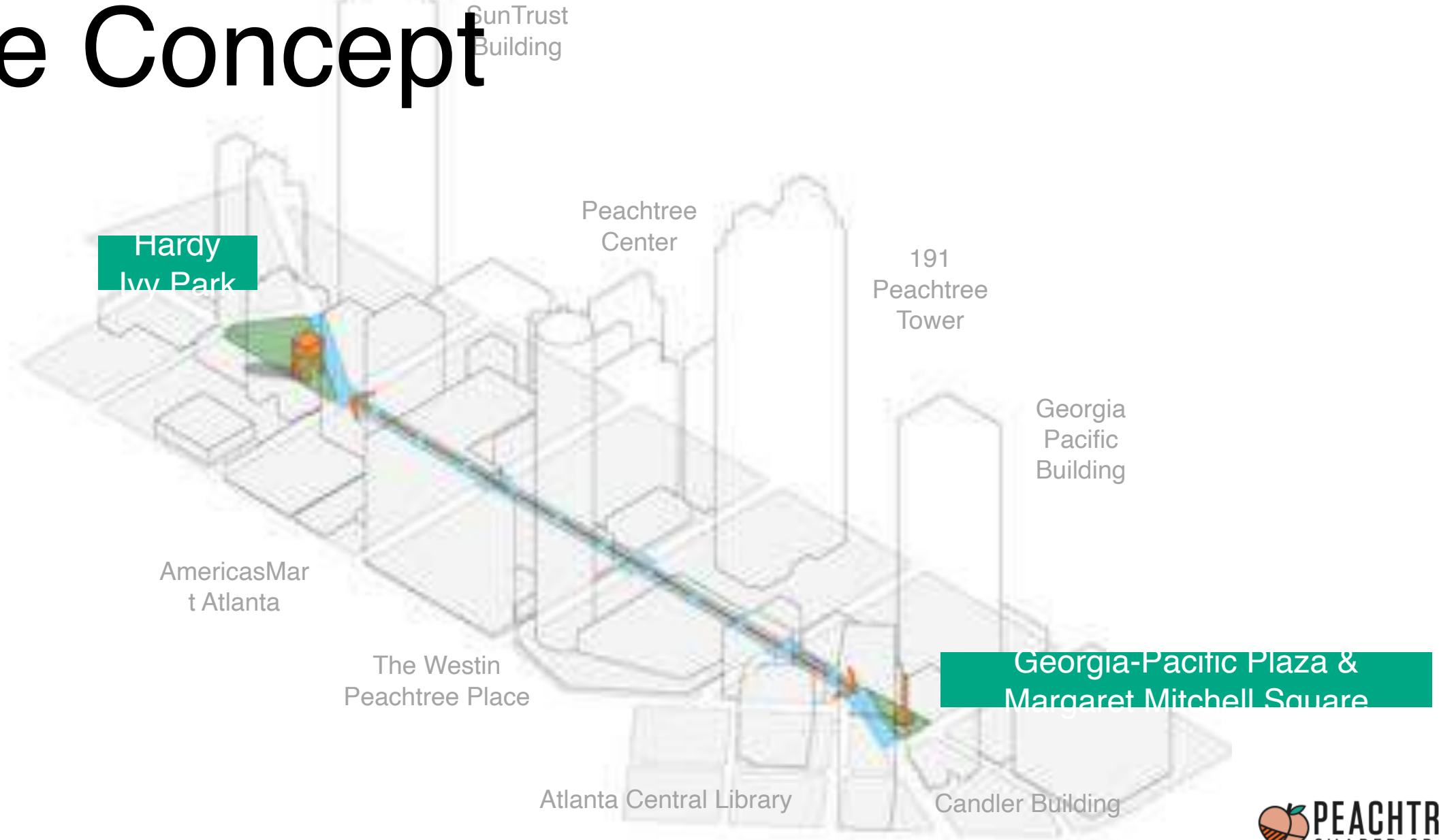


New Road,  
Brighton, UK



Exhibition  
Road, London

# The Concept







Atlanta Streets Alive  
Central (2018)



Atlanta Streets Alive  
Central (2018)



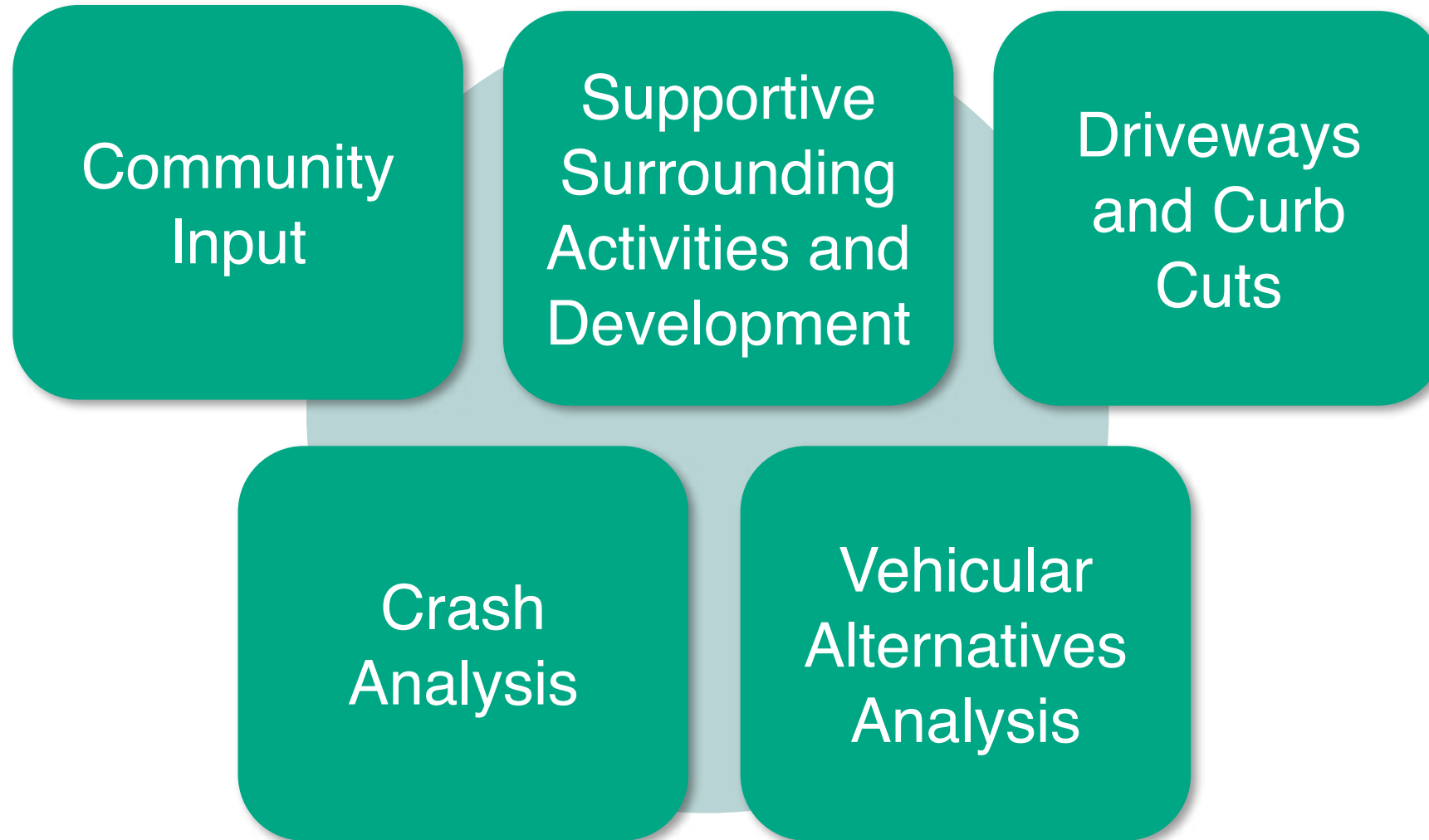
Atlanta Streets  
Alive (2019)

# Shared Space Study

- 1 Illustrative Concept Report
- 2 GDOT Draft  
Concept Report
- 3 Demonstration Project



# Identifying the Preferred Locations

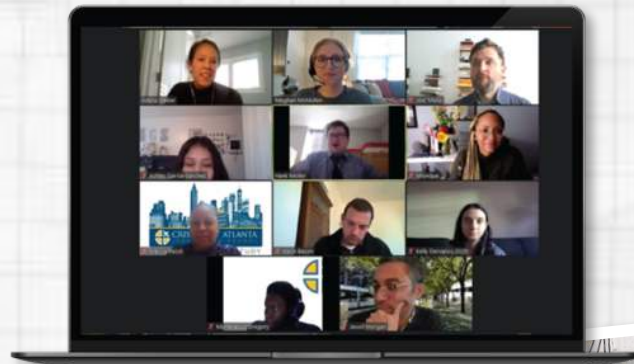
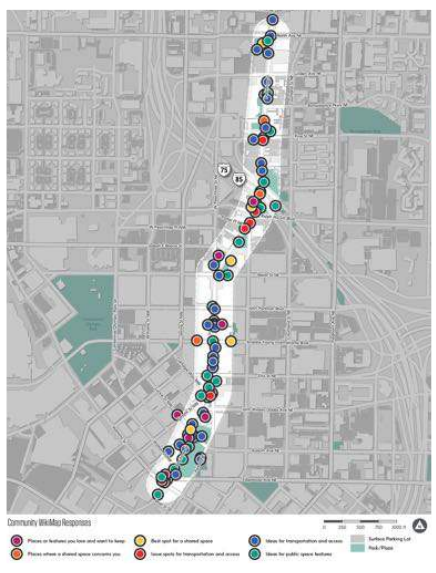




# Community Engagement

200

web map  
comment



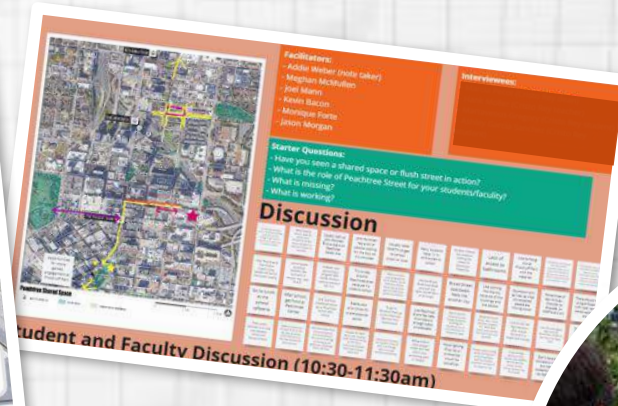
378

virtual meeting  
registrants

80+

stakeholder  
s  
interviewed

Partner agency  
coordination



5 Public Space  
Working Group  
meetings



Ongoing  
on-site chats



# What We Heard

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

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

Need programming to activate the space regularly

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

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

There's nobody around and few businesses open at night

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

Need more wayfinding

A grocery store is a top request

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

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

On-street loading and drop-off needs to be considered

Peachtree Center is the best spot for a shared space

Check out the existing conditions report for more comments!

# Identifying the Preferred Locations

## Shared Space

West Peachtree Street to John Wesley Dobbs Avenue

+

## Supporting Complete Streets

North Avenue to West Peachtree Street and  
John Wesley Dobbs Avenue to Marietta Street

Figure 12. Recommended Street Design Summary by Segment



**Shared Space**

# PEACHTREE CENTER AREA

SEGMENT 3: WEST PEACHTREE STREET TO JOHN WESLEY DOBBS AVENUE

KEY STRATEGIES

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



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

Proposed Market  
Square Pedway

M

M

Eliminate curb and  
gradually slope  
down to streetcar  
tracks on east  
side lane



Typical Section B:  
SAR in shared zone from  
west side to center



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



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

Proposed Park  
Pedway

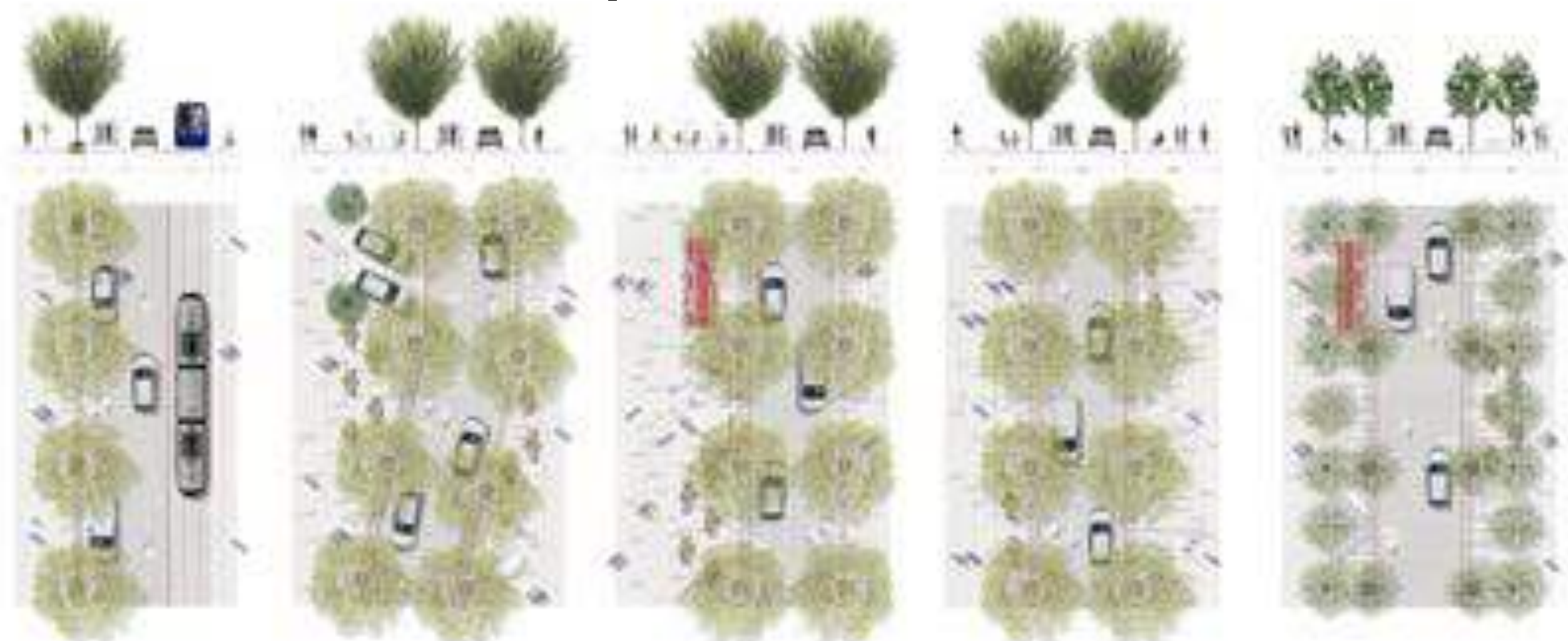


Typical Section C:  
Pedestrian comfort zone  
on west side and shared  
zone on east side



SHARED SPACE: WEST PEACHTREE STREET TO  
JOHN WESLEY DOBBS AVENUE

# Street Design





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



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



SHARED SPACE: WEST PEACHTREE STREET TO  
JOHN WESLEY DOBBS AVENUE

# Activation and Program

Peachtree Center Showcase

Streetside Startup Space

The Lawn at Peachtree Center

Central Library Reading Room

Staffing



SHARED SPACE: WEST PEACHTREE STREET TO  
JOHN WESLEY DOBBS AVENUE

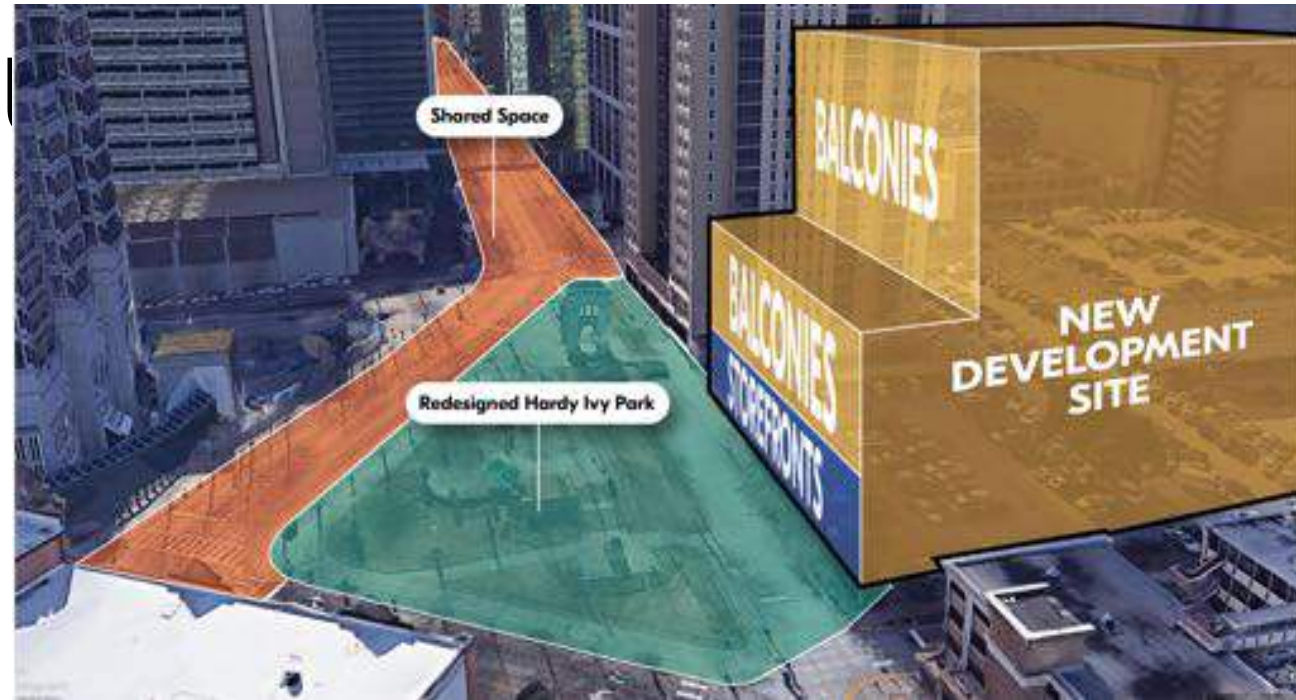
# Land Use Opportunities

Diversify Building Uses

Activate Ground Level Public and Private Space

Integrate Everyday Neighborhood Amenities

Add Infill Development on Remaining Sites



**Complete Street**

# EMORY UNIVERSITY HOSPITAL MIDTOWN AREA

SEGMENT 1: NORTH AVENUE TO PINE STREET

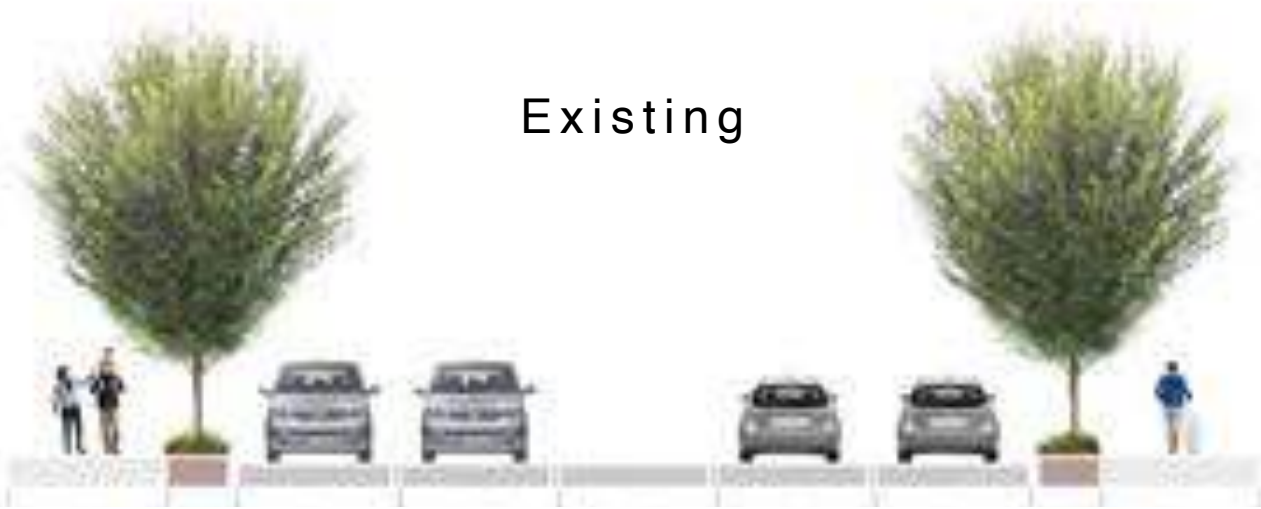
KEY STRATEGIES

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

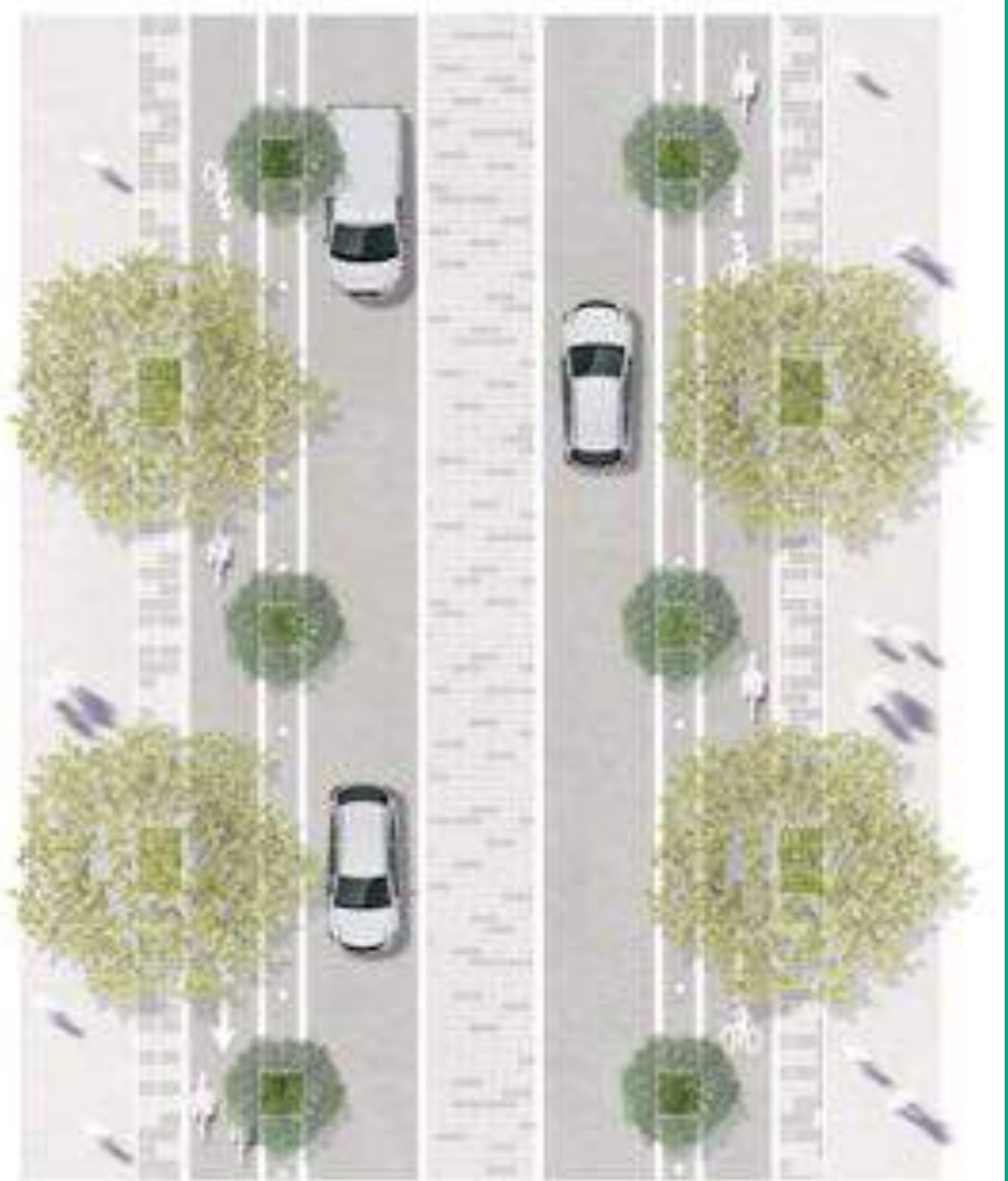
COMPLETE STREET: NORTH AVENUE TO  
5 STREET

# Street Design

Existing



Proposed





COMPLETE STREET: NORTH AVENUE TO PINE  
STREET

# Land Use Opportunities

Zoning Enforcement (Focus on  
Facades)


Reinvestment in Existing Buildings

“Fill the Block” Program

Eastside Tax Allocation District

Develop Surface Parking Lots





## Complete Street

# CONNECTOR CROSSING

SEGMENT 2: PINE STREET TO WEST PEACHTREE STREET

KEY STRATEGIES

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

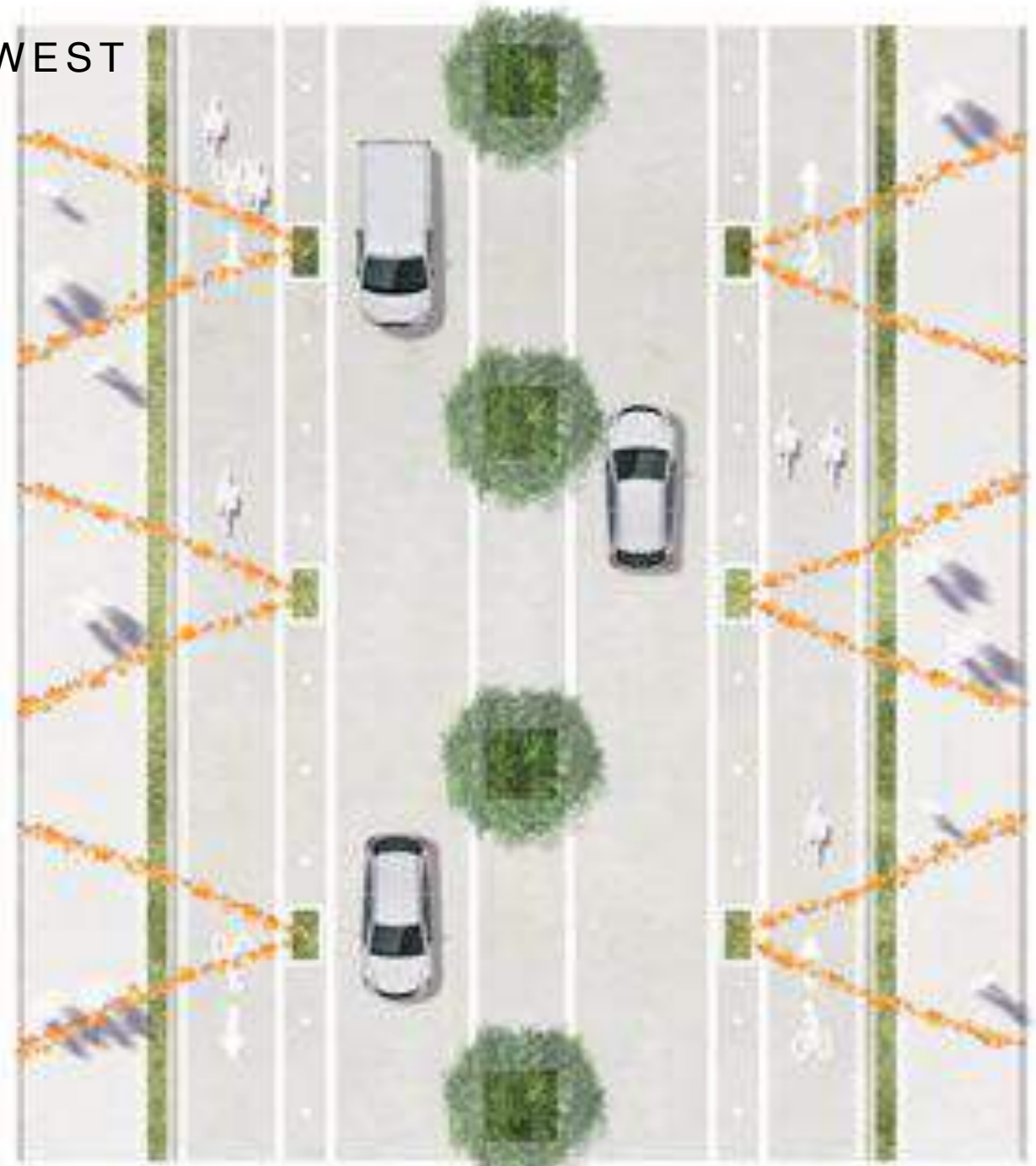
COMPLETE STREET: PINE STREET TO WEST  
LEACHTREE STREET

# Street Design

Existing



Proposed





COMPLETE STREET: PINE STREET TO WEST  
PEACHTREE STREET

# Land Use Opportunity

Zoning Enforcement (Focus on  
Facades and Curb Cuts)

Eastside Tax Allocation District

Support Ongoing Reinvestment in  
Existing Buildings

The Stitch



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

# WOODRUFF PARK AREA

SEGMENT 4: JOHN WESLEY DOBBS AVENUE TO MARIETTA STREET

KEY STRATEGIES

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

COMPLETE STREET/ SHARED SPACE: JOHN WESLEY DOBBS  
AVENUE TO MARFETTA STREET

# Street Design

Existing



Proposed





COMPLETE STREET/ SHARED SPACE: JOHN WESLEY DOBBS  
AVENUE TO MARIETTA STREET

# Urban Design

Eliminate Right Turn Slip Lane at  
Auburn Avenue/Luckie Street

Atlanta Legacy Makers Project

Focus on Outdoor Dining

Remove Barriers at Woodruff Park

Long-term Move: Park Integration



03

# Which Way to the Demonstration?



# Demonstration Project Installation

Installed in June

Expanded pedestrian areas, planters, ADA ramps, and mid-block crosswalk

Ongoing monitoring and minor adjustments

Ongoing community engagement



The Demonstration Project tests reallocating space within the roadway from motorized vehicles in favor of providing safer and more equitable access to all of Peachtree's users.





# Data Collection Periods



## 30 DAYS BEFORE

6/6/2021 – 6/20/2021

- 30 Days before Demonstration
- There were no improvements
- There were two road lanes in each direction open to traffic



## 30 DAYS AFTER

6/21/2021 – 7/22/2021

- The first 30 Days after Demonstration
- The temporary removal of one lane in each direction
- The implementation of bollards to narrow vehicle turning radii
- The installation of a mid-block crossing at Peachtree Center

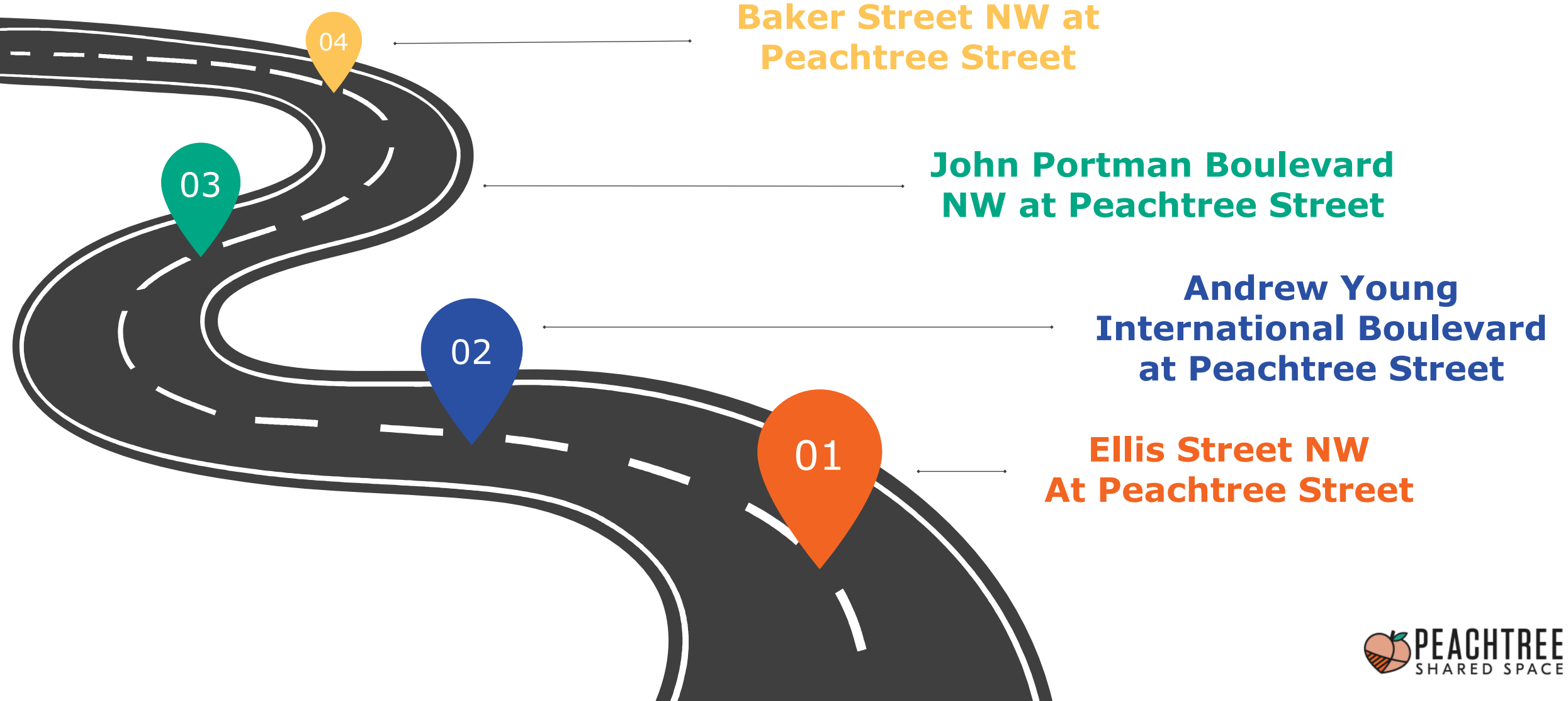


## 60 DAYS AFTER

8/8/2021 – 9/7/2021

- The second 30 Days after Demonstration
- The temporary removal of one lane in each direction
- The implementation of bollards to narrow vehicle turning radii
- The installation of a mid-block crossing at Peachtree Center

# Data Collection Locations



# Monitoring Traffic Impacts

**LOS**  
A, B, or C

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

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

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

**27%**  
average increase  
in pedestrians

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

**11%**  
decrease in total  
vehicle volumes

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

# Monitoring Emergency Response Times

The average response time **increased by just 12 seconds** and the maximum response time decreased by 1 minute and 51 seconds

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

# Accounting for COVID-19

- Baseline traffic analysis uses pre-pandemic traffic volumes and projects these into the future; the Demonstration data is compared to a non-pandemic future worst-case scenario
- Data indicates that the Downtown road network is already providing alternative routes for drivers
- Peachtree destinations remain accessible by car but access has been equitably improved for all other users: pedestrians, bicyclists, transit riders, scooters

# Business Impacts

Worked with restaurants to establish outdoor dining: 2 permitted

Coordinated with property owners to shift loading and unloading to legally designated side streets

No sales/revenue data available



First Peachtree Street On-Street Dining  
Location at Meehan's

# Improved Experience

With additional buffers (comfort zones), other users feel safer and more comfortable on the street.



Pop-up Activities



Mid-block Crossing



On-street Dining





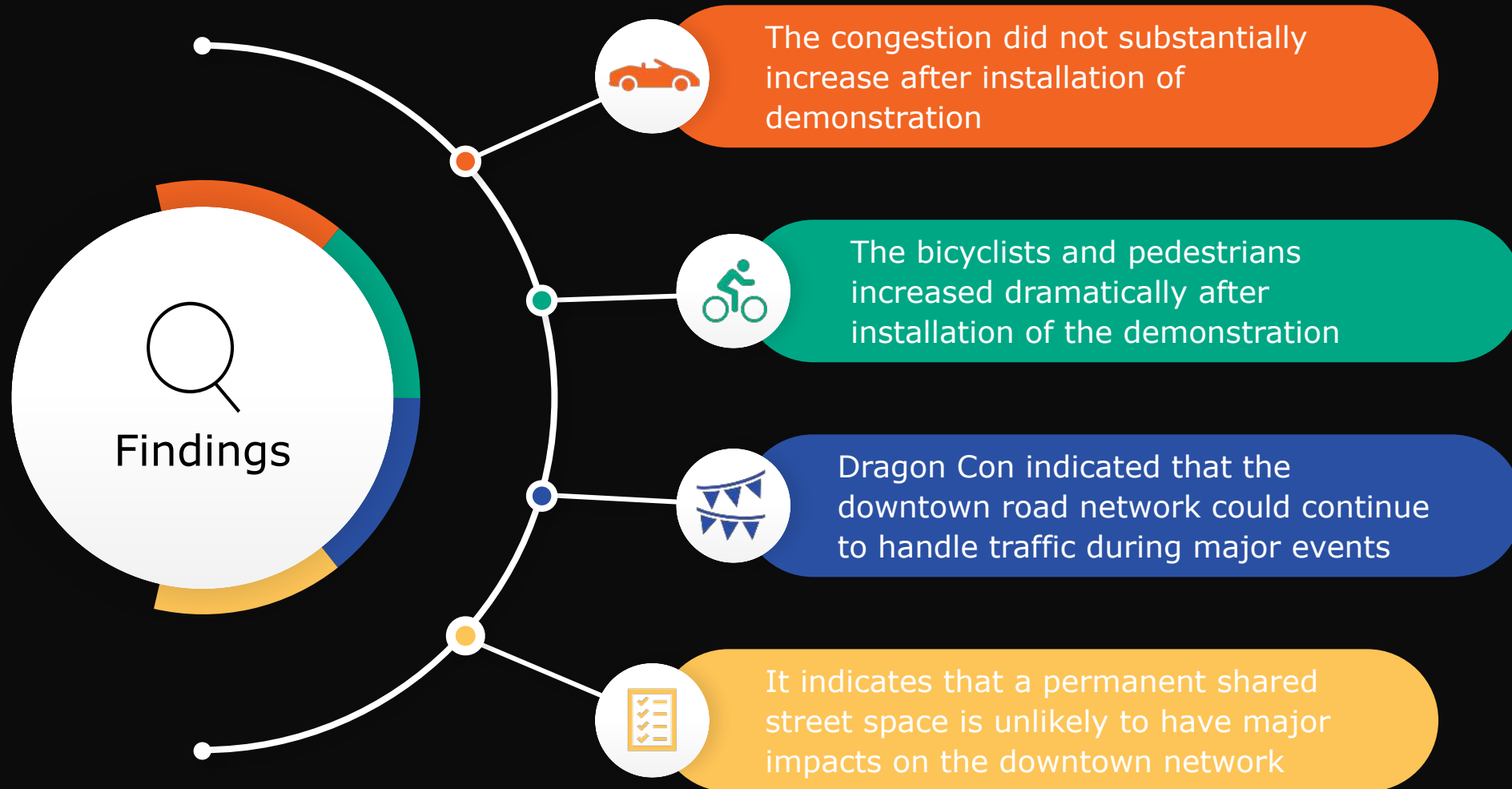








# Findings



# Phase 1 Extension

Phase 1 was extended in response to stakeholder feedback. The design adjustments were made with their collaboration.

**Valet Area**



**MARTA  
Mobility  
Pull-offs**



**Curb  
Radii**



# Observations



# Monthly Reports

30-, 60-, and 90-day Reports available at [sharepeachtree.com](https://sharepeachtree.com)

**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 others about their experiences on Peachtree. Here's what we've been doing and hearing this month.

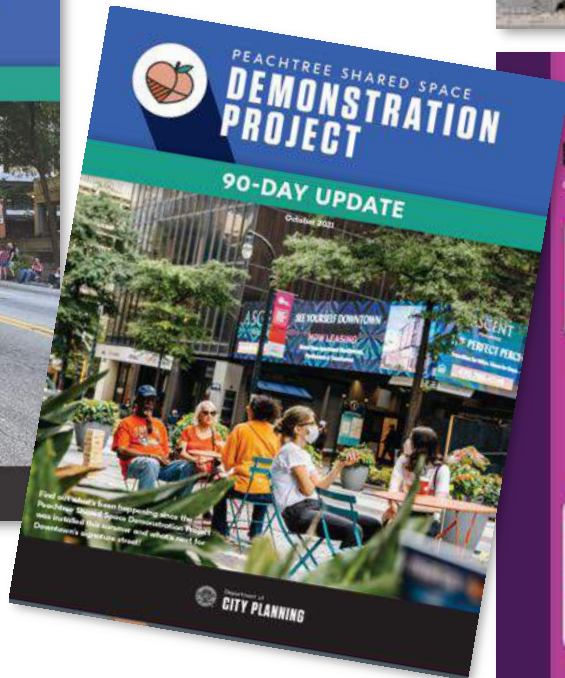
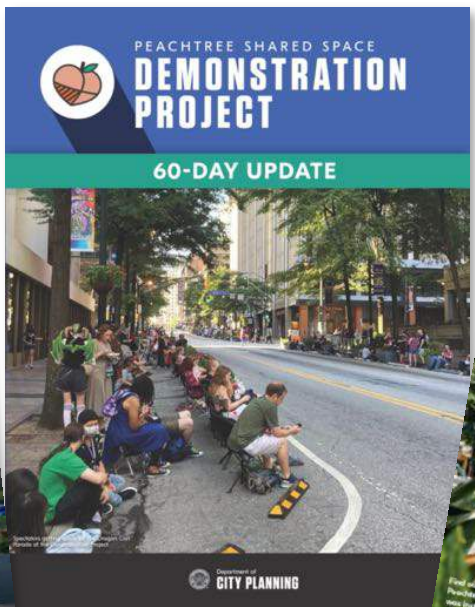
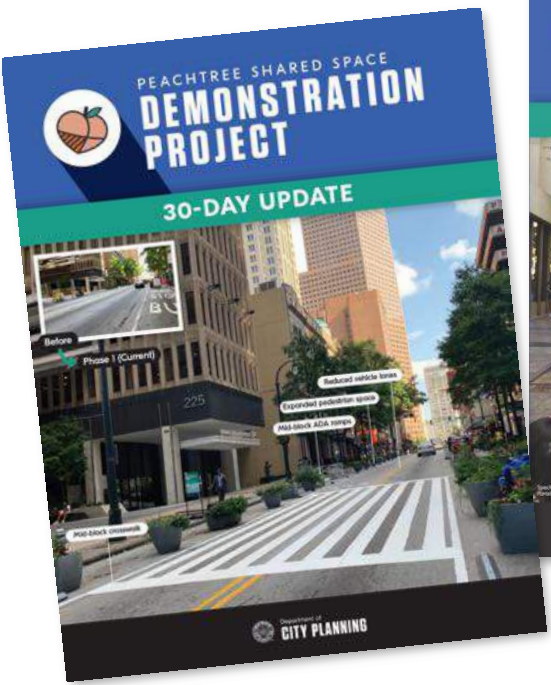
**PROVING UP**  
DCP and Central Atlanta Progress hosted Parking Day on Peachtree Street on September 30<sup>th</sup> as part of an annual global event where cities transform parking spaces into places for use and play for people. It showcased how these blocks can be activated as a vibrant place, featuring street art games and activities, live music, and 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**  
Demonstrator Tim Kew and Mobility Director Beth Jones-McCormick hosted a Walk and Talk event with community members on October 1<sup>st</sup> and DCP staff hosted a walk with OpenIDEO Atlanta on October 1<sup>st</sup>. Participants tested for more ways, similar to the shared space throughout Atlanta, and asked about the reaction to the design plan for the community on the mobility of the space and how it felt safe.

**GREEN MARKET BOOTH**  
DCP staff hosted a South-Atlanta Peachtree Center's weekly Green Market success, beginning with the foundation of the Demonstration Project to test.

**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:

- 75 percent of respondents support permanent pedestrian improvements.
- 65 percent of respondents support permanent improvements for bicycles.
- Respondents want to see the space actively programmed more frequently, especially with events like outdoor dining (62 percent), farmers markets (52 percent), and small-scale vending and retail (54 percent).
- People also have concerns about the project when asked if they'd be more likely to bike lanes or to have dedicated bicycle lanes.



**SHOW OF SUPPORT**  
Check out quotes from Letters of Support submitted by members of the Peachtree local community.

"We could not be more supportive of making Peachtree Street more walkable, attractive, and useful to the entire community and not just vehicle passing through."  
- Nancy Green (2023) (2023) (2023) (2023)

"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's Downtown."  
- Michael Lee (2023) (2023) (2023) (2023)

"The program complements our ongoing investment to transform and activate AnasaziMarket 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."  
- Jameson Lee (2023) (2023) (2023) (2023)

"We desire for Peachtree Street to match the elegance and beauty of our spaces. The Peachtree Shared Space will create that desired experience."  
- Thomas Taylor (2023) (2023) (2023) (2023)

"As residents, we are excited about the opportunities that the project potentially brings to the area, such as offering 24-hour utility for different user groups, developing underutilized and empty lots, and increasing the resident population in the area and overall public space."  
- Jeffrey DeArment-Hughes (2023) (2023) (2023) (2023)

**WHAT'S NEXT**  
Immediate next steps for the project include:

- Ongoing: Working with Rebounder to install More On-Street Dining
- Nov: Final Peachtree Shared Space Concept Report
- Nov: Extension of Phase 1 Demonstration Project Updates (interim report updates)
- Spring/Summer 2022: Demonstration Project Phase 2 layout reveal and more street furniture

**MARTA Mobility Pull-offs**  
To better accommodate passenger loading and unloading by MARTA, the new bus pull-off area will be added, one on each side of the block between John Pentecost Boulevard and Andrew Young International Boulevard. They will be painted red, indicating they are for transit use only.

**Volet Area**  
The previously existing Hotel Indigo volet area has been included in the Demonstration Project design. It will be used for the program's bike rack area to get in and out of vehicles.

**Curb Racks**  
The curb rack at the intersection of Andrew Young International Boulevard will be redefined to make it easier for buses and other large vehicles to turn the corner.





VISION  
ZERO  
ZERO

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SHARE  
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