

THAT'S
MY
STOP!



Midtown Bus Stop Enhancements Plan

Existing Conditions Memorandum - Spring 2022

MIDTOWN

ARC



Contents



This report provides an assessment of key transit and pedestrian conditions.

Please note this is a working document that will be added to and augmented as the study progresses.

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Background

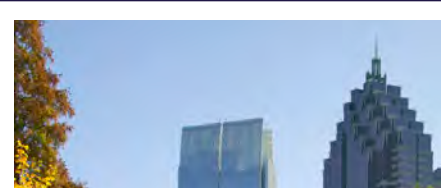


Working every day to create a livable and lovable Midtown.

Since its creation in 1978, Midtown Alliance has been the driving force behind the revitalization of Midtown – a national model for urban excellence and one of the region’s premiere districts.

Guiding this transformation, Midtown Alliance completed the original Blueprint Midtown master plan in 1997, and adopted Blueprint Midtown 3.0 in 2016. Midtown’s Blueprint 3.0 calls for continued investment in Midtown’s infrastructure to make the district safer and more accessible, vibrant, and multi-modal. The plan recommends undertaking an integrated approach to transportation enhancements that provides safe access and mobility for all users, including pedestrians, bicyclists, bus & rail riders, as well as motorists. With the completion of the Midtown Transportation Plan in 2017, the district has a shared vision for infrastructure projects and programs to improve and sustain Midtown’s competitive edge. Other planning work shaping Midtown’s public realm improvements and private development include:

- ✦ Development Review Committee
- ✦ Streetscape Improvements
- ✦ Sidewalk Repair Program
- ✦ Street Network Enhancements
- ✦ Signal Optimization
- ✦ Transportation Demand Management
- ✦ Curbside Management Action Plan



Midtown Owner's Manual

A GUIDE FOR NEW DEVELOPMENT

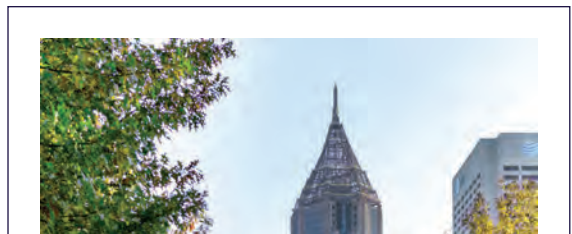


MIDTOWN PROPERTY OWNERS Alliance



OVERVIEW: MOVING FORWARD WITH Blueprint Midtown 3.

MIDTOWN PROPERTY OWNERS Alliance



Midtown Transportation Plan

PLANNING FOR A SAFE, VIBRANT, ACCESSIBLE, MULTIMODAL FUTURE



MIDTOWN PROPERTY OWNERS Alliance



Study Area



The effort focuses on West Peachtree Street and Spring Street between 17th Street and North Avenue.

West Peachtree Street

Spring Street

North Ave



17th St

14th St

10th St

5th St

Purpose



Improving the comfort, convenience, character, and accessibility of bus stops in Midtown.

As a cost effective and adaptable mode, bus transit is an essential option to address mobility and equity issues. In the 2019 Midtown Community Survey, 90% of respondents stated that transit should be a high/very high priority in Midtown. An initial audit of bus stops in 2020 revealed that Midtown bus riders may be underserved.

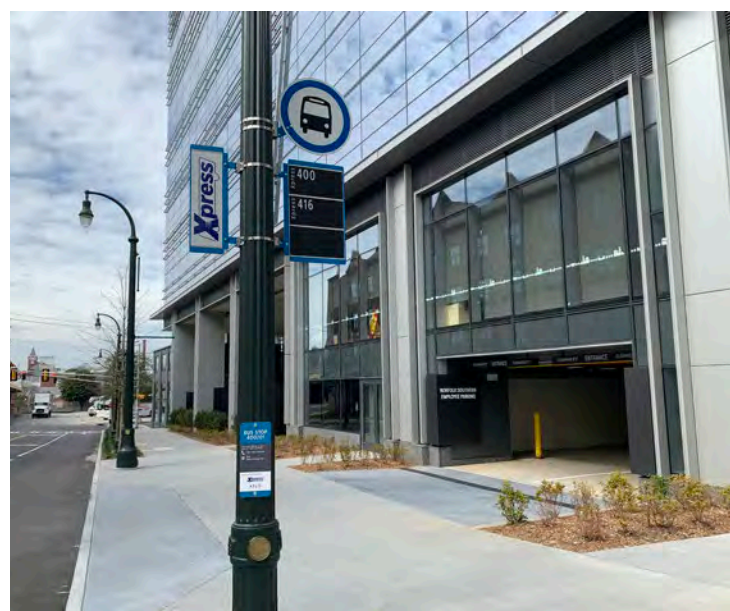
Making transit more accessible and desirable through improving the bus stop experience is critically important because:

- ✦ Bus service is more expansive and available to far more commuters than rail.
- ✦ Transit operators and the Georgia Department of Transportation (GDOT) are making investments in enhanced bus service throughout the region.
- ✦ The continued sustainable growth of Midtown depends on the adoption of travel modes other than personal vehicles.

Since 2015, over 17,000 jobs have been added or announced along Spring Street and West Peachtree Street from major employers like NCR, Google, Anthem, and Norfolk Southern. Bus Stop enhancements would add to the improvements that have been planned for these corridors, including protected bike lanes and the activation of former parking spaces into parklets. The result would be two transformed corridors that more closely meet the needs and desires of the community.

Additionally, this project is directly in-line with many of the goals outlined in the One Atlanta and Midtown Transportation Plans including safety, improving access to transit and jobs, and addressing inequities across commute options.

The impact from these bus stop improvements goes beyond the transit riders they will primarily serve - bus stops have the ability to create a more welcoming public realm for the entire Midtown community. If thoughtfully and creatively conceived and, with a focus on the arts, these stops could feel like destinations in themselves, places that brighten your day.



Process



Engaging the Midtown community to re-imagine bus stops along West Peachtree Street and Spring Street.

The Bus Stop Enhancement Study is a 10-month effort that will result in a community-driven, feasible, and aspirational vision. It will have at its foundation a robust community engagement effort that generates a powerful vision, but that is grounded in a pragmatic approach to design and implementation.

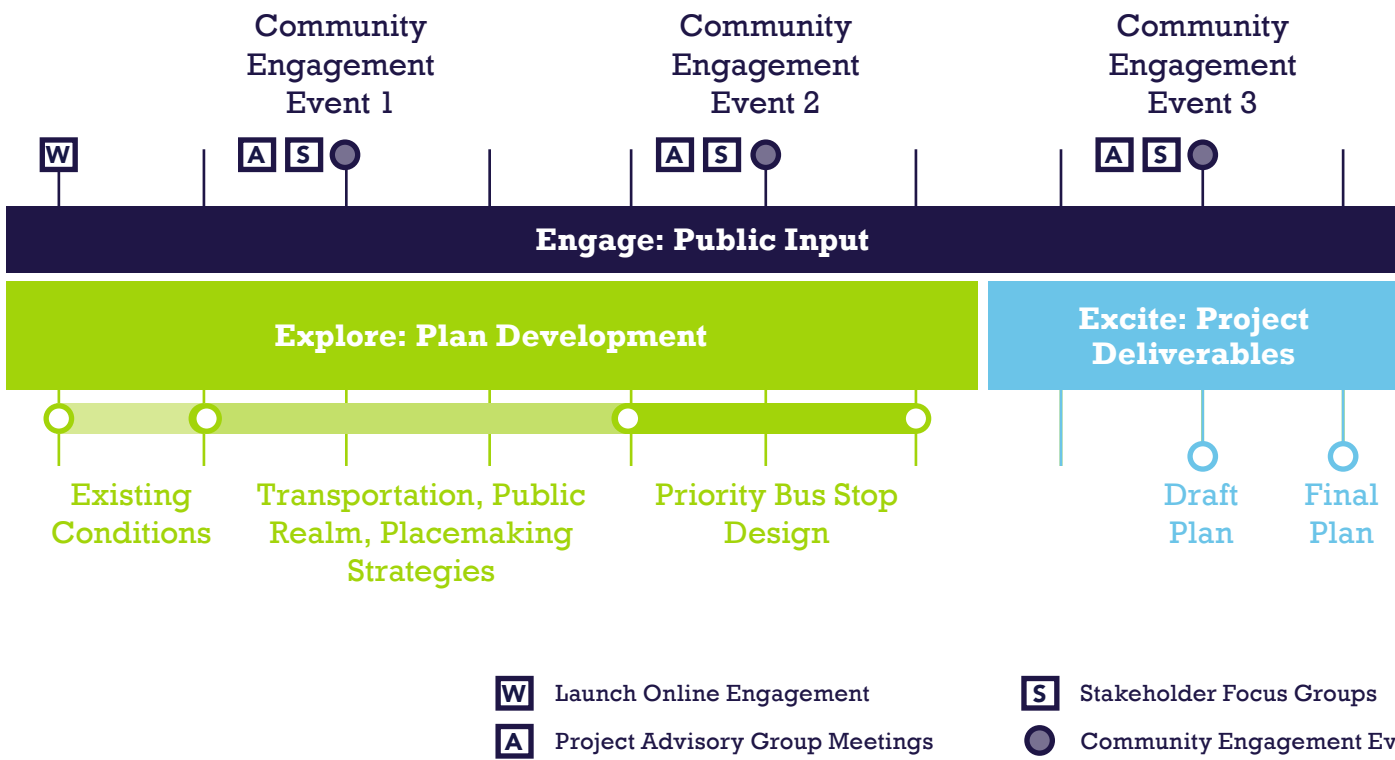
This study focuses on the West Peachtree Street and Spring Street corridors as a testing ground for creative strategies that explore how bus stops can become welcoming community spaces reflective of the diversity and vibrancy of Midtown. By focusing concept development on these two streets, resources would be spent along Midtown's highest ridership bus routes and quickest growing corridors.

The process is broken up into three major phases of work: Engage - Public Engagement, Explore - Project Development, and Excite - Project Deliverables.

- ✦ **Engage - Public Engagement:** Underpinning all aspects of the project is an ongoing creative, collaborative, and inclusive approach to community engagement. At the center of this process is the belief that art can connect people with themselves and others, and convey complex and revolutionary ideas.
- ✦ **Explore - Project Development:** This phase of work is focused on gaining an in-depth understanding of the dynamics of the corridor and the creation of a placemaking strategy and priority bus stop design concepts supportive of our foundational research and community conversations.
- ✦ **Excite - Project Deliverables:** This phase of work pulls all the conversations, analysis, and concepts together into a cohesive, user-friendly document with an eye towards action. Of particular note are the 100-day Action Plan that will define the steps and strategies necessary to continue building momentum immediately after the completion of the planning process, and a pilot bus stop that creatively and quickly prototypes the priority bus stop design.



Photos from Mix It Up Midtown Event





Birdseye View of Midtown Looking Northwest

The System



How the design of West Peachtree Street and Spring Street influences the ways people move along the corridors.

Access to a region's transportation network is one of the strongest drivers for where new businesses decide to locate and existing businesses decide to grow. 'Talent wants transit' is a popular refrain as businesses all over the country are moving to walkable, transit-rich districts in an effort to attract workers.

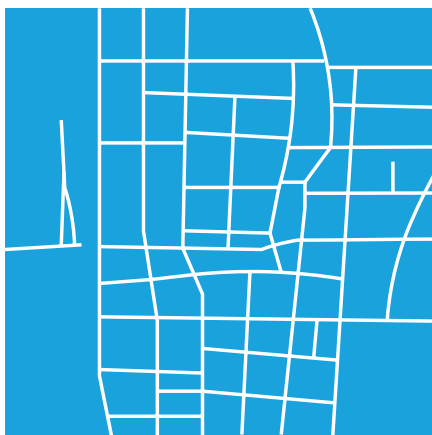
Urban Form



Great places begin from the ground up.

A compact network of well-lit, tree-lined streets, and a development pattern defined by its engagement with the public realm, provide a built environment that invites exploration and encourages walkability. Midtown is working towards this condition by cultivating a public realm and adjacent private spaces that contribute to a positive pedestrian experience and create a unique sense of place.

Typical block lengths in Midtown are between 300 and 500 feet, resulting in a high density of streets as compared to many suburban job centers** (as seen in the street network comparison between Midtown and Perimeter Center below.) This compact urban form is critically important to an accessible and well integrated bus network and supportive environment as it offers more transportation options, supports walkability, gives frequent opportunities to cross the street, and helps limit the length of trips. This is especially important given the astonishing pace of construction along the corridors over the past 10+ years, as illustrated in the map on the opposite page.



Midtown**

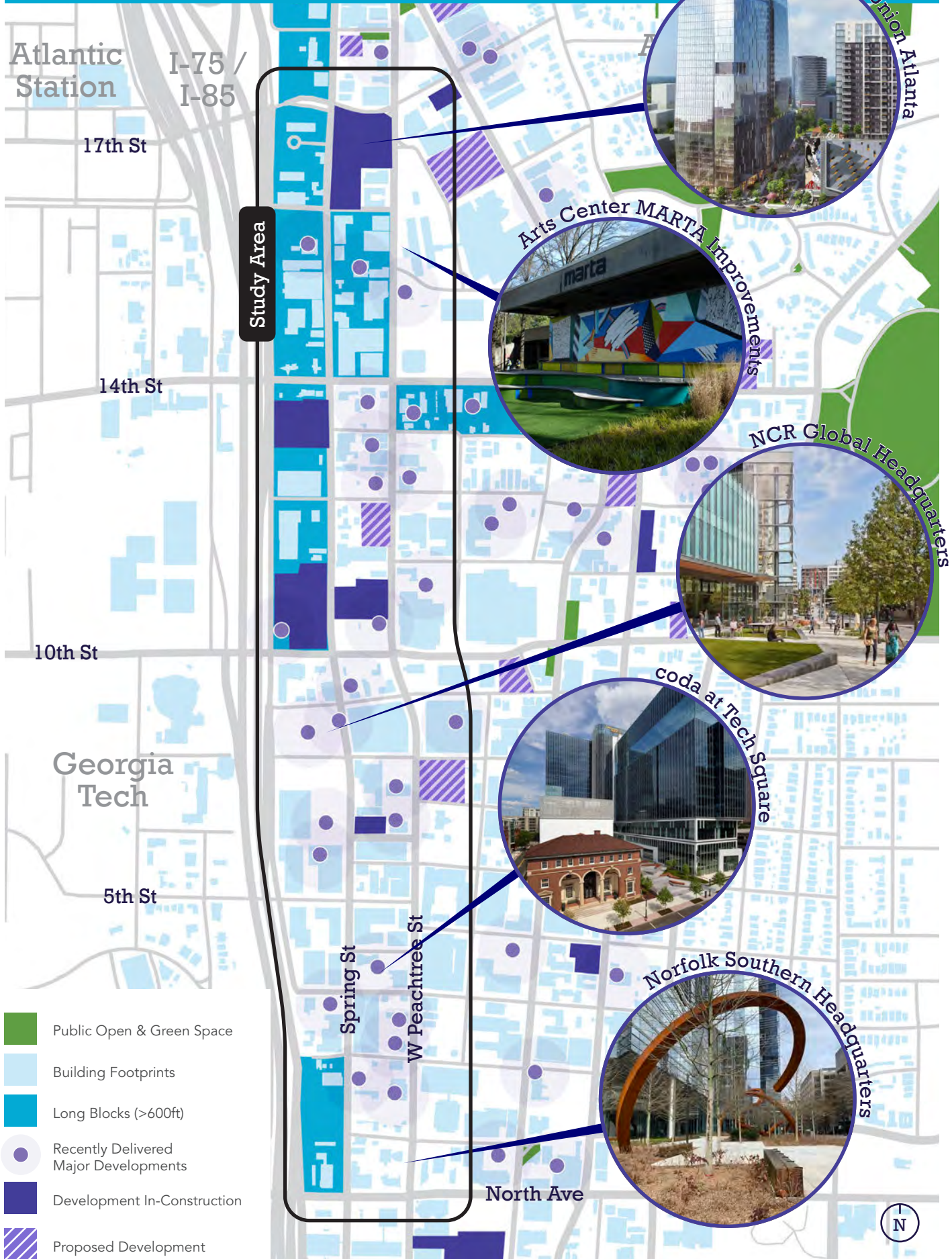
A 1 square mile sample contains 21.8 linear street miles



Perimeter Center**

A 1 square mile sample contains 9.3 linear street miles

* Source: Midtown Owner's Manual: A Guide for New Development (Feb 2016), Midtown Alliance
** Source: Only in Midtown (May 2021), Midtown Alliance





Corridor Characteristics

The following pages explore the major design elements that shape great urban environments. They not only contribute to the pedestrian experience and sense of place, but also to the perceived wait time and accessibility of bus stops along the corridors.

Site Organization: Composing development sites to create a great urban environment.*

Today, Spring and West Peachtree Streets are two of the most intensely evolving corridors in Atlanta. With millions of square feet of development planned and currently in construction, a new vibrant urban environment is taking shape defined by dense, walkable blocks. While much has been done, there is still more to be done to ensure a great urban environment is the defining characteristic of the corridors.



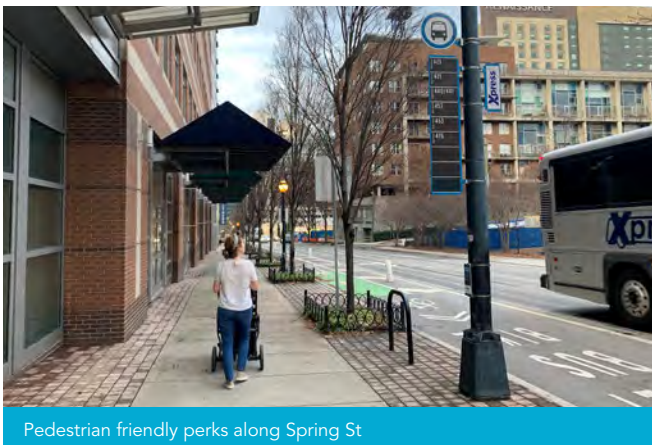
NCR's global headquarters embracing Spring St



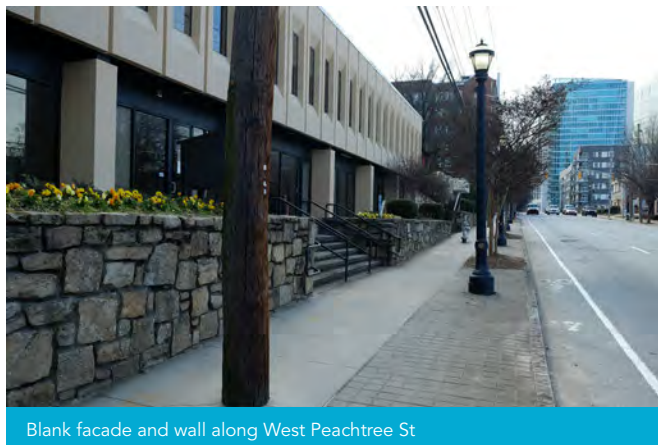
Multiple curb cuts along Spring Street near 12th St

Buildings: Designing buildings that are good neighbors and embrace the street.*

Active ground floors with articulated storefronts, awnings, storefront windows, and other pedestrian friendly perks is quickly becoming the prevailing condition along the Spring and West Peachtree Street corridors as new development comes online. However, there is still much to be done to reorient legacy development towards embracing the street and creating a positive pedestrian experience.



Pedestrian friendly perks along Spring St



Blank facade and wall along West Peachtree St

* Source: Midtown Owner's Manual: A Guide for New Development (Feb 2016), Midtown Alliance

Open Spaces: Creating places where people want to linger.*

From the transformations of the Arts Center & Midtown MARTA Stations, to the ongoing parklet projects along Spring & West Peachtree Streets, tremendous progress has been made in crafting a network of open spaces, large & small, along these critical corridors. However, much is still left to be done to create accessible and inviting public spaces supportive of an improved bus stop experience.



Arts Center MARTA Station plaza facing West Peachtree St



Underutilized corner near West Peachtree St and North Ave

Streetscapes: Crafting high-quality streets that elevate the midtown experience.*

The character and quality of Spring and West Peachtree Streets varies greatly, largely due to the mix of legacy development, or lack thereof, with new development. However, the planned "West Peachtree Street and Spring Street Safer Streets Initiative Project" will see wider sidewalks, ADA upgrades, street trees, pedestrian lighting, and bicycle facilities implemented along the corridors, improving cohesion and safety.



Amenity-rich streetscape along West Peachtree St



Amenity-deficient streetscape along Spring St

Mobility Infrastructure



Most bus riders begin and end their journeys as pedestrians, making great pedestrian infrastructure an important piece of a high-quality transit experience.

With a tight, 120-block street grid serving as home to more than 40 linear miles of sidewalks, 3 MARTA rail stations, 26 local/regional bus routes and 15 miles of existing and planned bike lanes, Midtown ranks as one of the region's most transportation-choice-rich districts.*

Nearly 30 public improvement projects, totaling \$47M of investment, are currently being worked on to make getting around Midtown safer and more enjoyable. The geographic extent of the projects undertaken by Midtown Alliance and their City and State partners, are illustrated in the map on the following page.

A more in depth look of the existing pedestrian, bicycle, and transit facilities within or intersecting with the study area can be found on the following pages.



32% of Midtown commuters take transit

or other alternatives to work instead of driving alone**



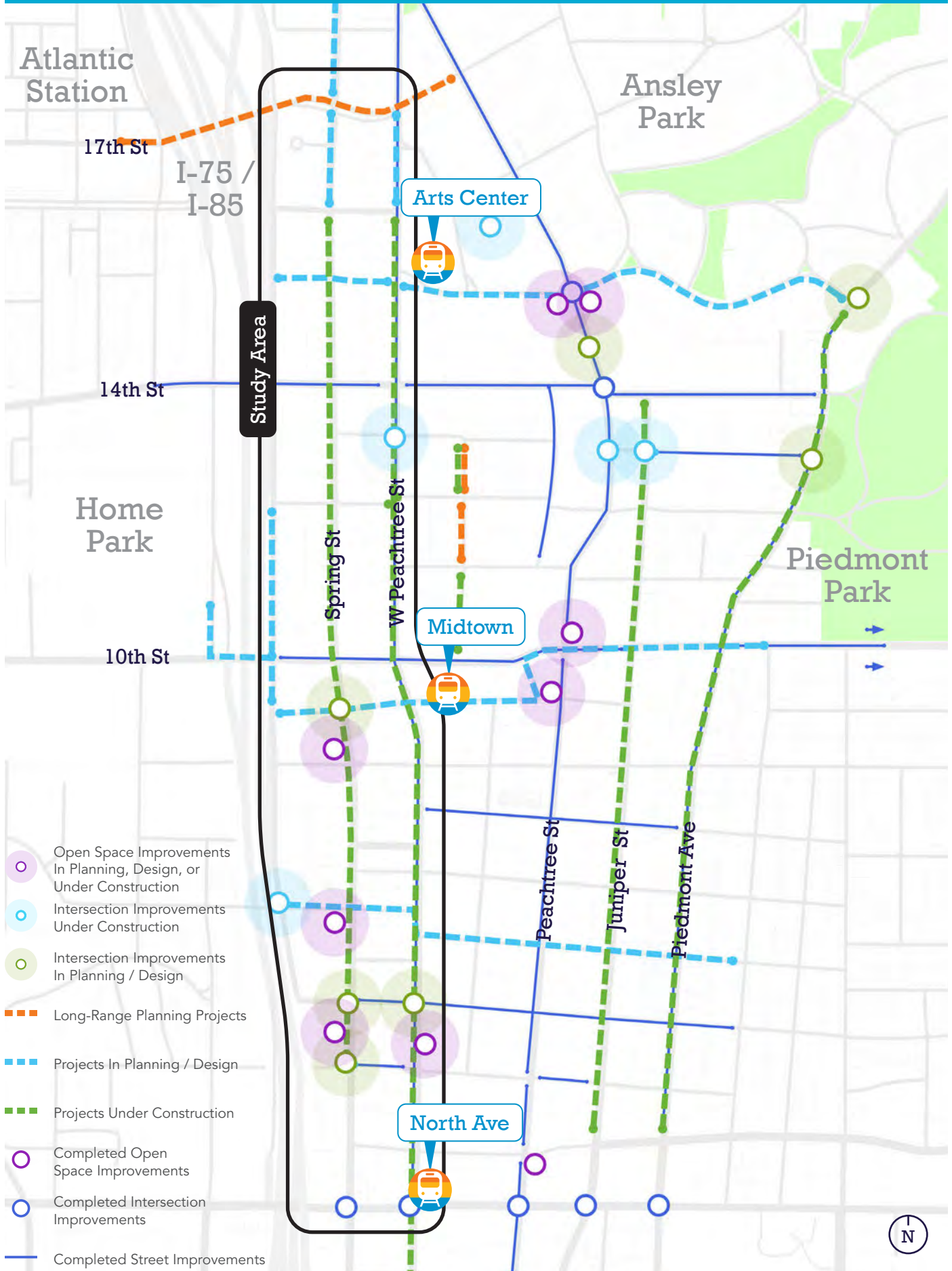
96% of commercial & residential buildings

are within a 6-minute walk to a MARTA rail station* and connecting points for commuter bus service.

* Source: Only in Midtown (May 2021), Midtown Alliance

** Source: Georgia Department of Transportation Regional Commuter Survey

*** Source: Capital Project Status Map (February 2022) & Completed Projects Map (March 2022), Midtown Alliance





Pedestrian Facilities

According to the 2017 update to Special Public Interest District 16 (SPI-16) regulations - the zoning code that covers the Midtown Improvement District - the standard is for most streets to have 10-foot-wide sidewalk clear zone with a 5-foot-wide street furniture zone. Many streets have newer development with conditions that meet these requirements and create a comfortable walking environment, while others have not been updated and feature narrow sidewalks and street furniture zones. Additionally, parts of Spring Street and West Peachtree Street fall within GDOT right of way and are subject to a different set of design requirements, further contributing to the inconsistent streetscape experience.

There are existing sidewalks along most streets that are in generally good condition throughout, with minor issues like cracked pavement or vertical deflection in some locations that require ongoing maintenance.

Crosswalks exist on most legs of intersections in the study area, with typical spacing of every 300 to 500 feet on West Peachtree Street and much of Spring Street. Frequency of crosswalks is important because longer distances between features can encourage pedestrians to cross at unmarked locations mid-block to reduce their trip lengths.

Midtown is a hotspot for development activity and construction is underway throughout the District. Construction activities often result in a lower quality of facilities for pedestrians. Issues caused by construction activity include extensive debris on sidewalks and in some cases complete, temporary closures of sidewalks on one side of the street. In some cases, temporary pedestrian paths and scaffolding are provided, but this practice appears to be less frequent.



Generous sidewalk with amenities & crosswalks on Spring St



Narrow and obstructed sidewalk on West Peachtree St



Extensive debris on sidewalk on Spring St



Bicycle Facilities

Bicycle facilities may play a role in the journey of some bus riders, such as those who take a commuter bus from a suburb to Midtown and then take a bike share or scooter to make the last stretch to their job a bit faster. Bicycle facilities provide an efficient last-mile solution for commuters, and an extra layer of protection from vehicular traffic for pedestrians and bus riders. Bicycle facilities in the study area are in their emerging stages, with existing and planned facilities on West Peachtree Street (northbound from Linden Avenue to 17th Street) and Spring Street (southbound from 3rd Street to 17th Street).

Today, there are few existing bicycle facilities on east-west streets that intersect with West Peachtree Street and Spring Street, which may make accessing the study area bus stops by bike less appealing for all but the most confident riders. However, more bicycle facilities are in the works along east-west streets that intersect with West Peachtree Street and Spring Street, which may gradually make multimodal trips involving study area bus stops more appealing.

Cyclists, scooter riders, and skateboarders have been observed to ride on sidewalks where comfortable bicycle facilities are not provided.



Shared bus stop and bike lane on Spring St



Shared bus stop and bike lane on Spring St








Transit Infrastructure: Local

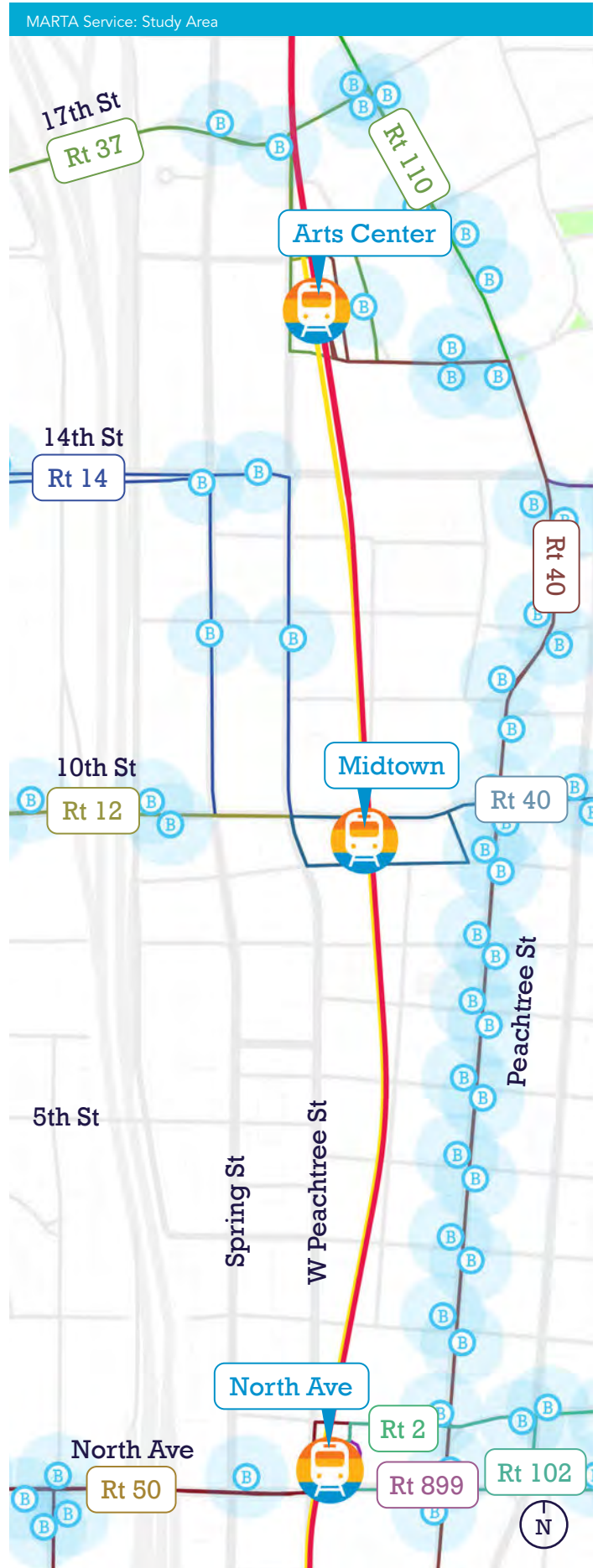
The study area is home to three MARTA rail stations, each offering north-south access to and from Midtown via the Red and Gold rail lines and citywide access via connecting bus service: Arts Center Station, Midtown Station, and North Avenue Station.

MARTA operates several bus routes within the study area, including routes that operate directly on West Peachtree Street and Spring Street and east-west routes that intersect them, connecting Midtown to nearby neighborhoods. Most of these routes are picking up and dropping off passengers at transit stations, rather than at bus stops directly along West Peachtree Street or Spring Street.

Additionally, Georgia Tech and Atlantic Station offer shuttle service within the study area.

Local service providers like MARTA, Georgia Tech, and Atlantic Station offer frequent service throughout the day, including evenings and weekends.

-  MARTA Rail (Red Line)
-  MARTA Rail (Gold Line)
-  MARTA Bus Route (varies)
-  MARTA Bus Stop
-  MARTA Transit Station





COLLEGES AND UNIVERSITIES

- Agnes Scott College..... J-7
- Atlanta Area Technical School..... K-4
- Atlanta Christian College..... L-3
- Atlanta Metropolitan College..... L-4
- Columbia Theological Seminary..... J-7
- GA Perimeter College Clarkston..... I-9
- GA Perimeter College Dunwoody..... D-7
- GA Perimeter College Decatur..... L-8
- Emory University..... I-6
- Mercer University in Atlanta..... F-8
- Oglethorpe University..... F-4

CULTURAL FACILITIES

- Atlanta History Center..... G-5
- Callanwolde Fine Arts..... I-6
- Carver Center..... I-6
- Center for Puppetry Arts..... I-5
- Cyclorama..... K-5
- DeKalb County Library-Decatur..... I-8
- Lakewood Amphitheater..... L-5
- Michael C. Carlos Museum..... I-6
- Fernbank Science Center..... I-7
- Rhodes Hall..... I-5

HOTELS AND MOTELS

- Crowne Plaza Airport..... M-4
- Crowne Plaza Ravinia..... E-6
- Days Inn Airport South..... O-3
- Doubletree Atlanta Buckhead..... G-5
- Embassy Suites Buckhead..... G-5
- Hilton Atlanta Airport..... M-4
- Holiday Inn Airport North..... M-4
- Holiday Inn Decatur..... I-7
- Holiday Inn-Perimeter..... E-7
- Lenox Inn..... G-5
- Mariott Airport..... N-5
- Mariott JW At Lenox..... G-5
- Mariott Perimeter Center..... E-6
- Grand Hyatt Atlanta..... G-5
- Ritz-Carlton Buckhead..... G-5
- Sheraton Airport..... I-7
- Sheraton Buckhead..... G-5
- Renaissance Airport..... M-4
- Westin Buckhead..... E-6
- Westin Airport..... N-3

MEDICAL FACILITIES

- Decatur Hospital..... I-7
- DeKalb Medical Center..... I-8
- Children's Healthcare of Atlanta at Egleston..... I-7
- Emory University Hospital & Clinic..... I-7
- Georgia Regional Hospital..... L-8
- North Fulton Medical Center..... B-8
- Northside Hospital-Atlanta..... B-8
- Charter Peachford..... D-7
- Piedmont Hospital..... H-5
- St. Joseph's Hospital..... E-6
- Children's Healthcare of Atl at Scottish Rite Hospital..... I-7
- Dunwoody Medical Center..... D-7
- Shepherd Spinal Center..... H-5
- South Fulton Medical..... L-4
- Southside Medical Center..... K-3
- W.T. Brooks Medical Center..... L-3
- Veterans Administration Hospital..... H-7

PARKS AND RECREATION

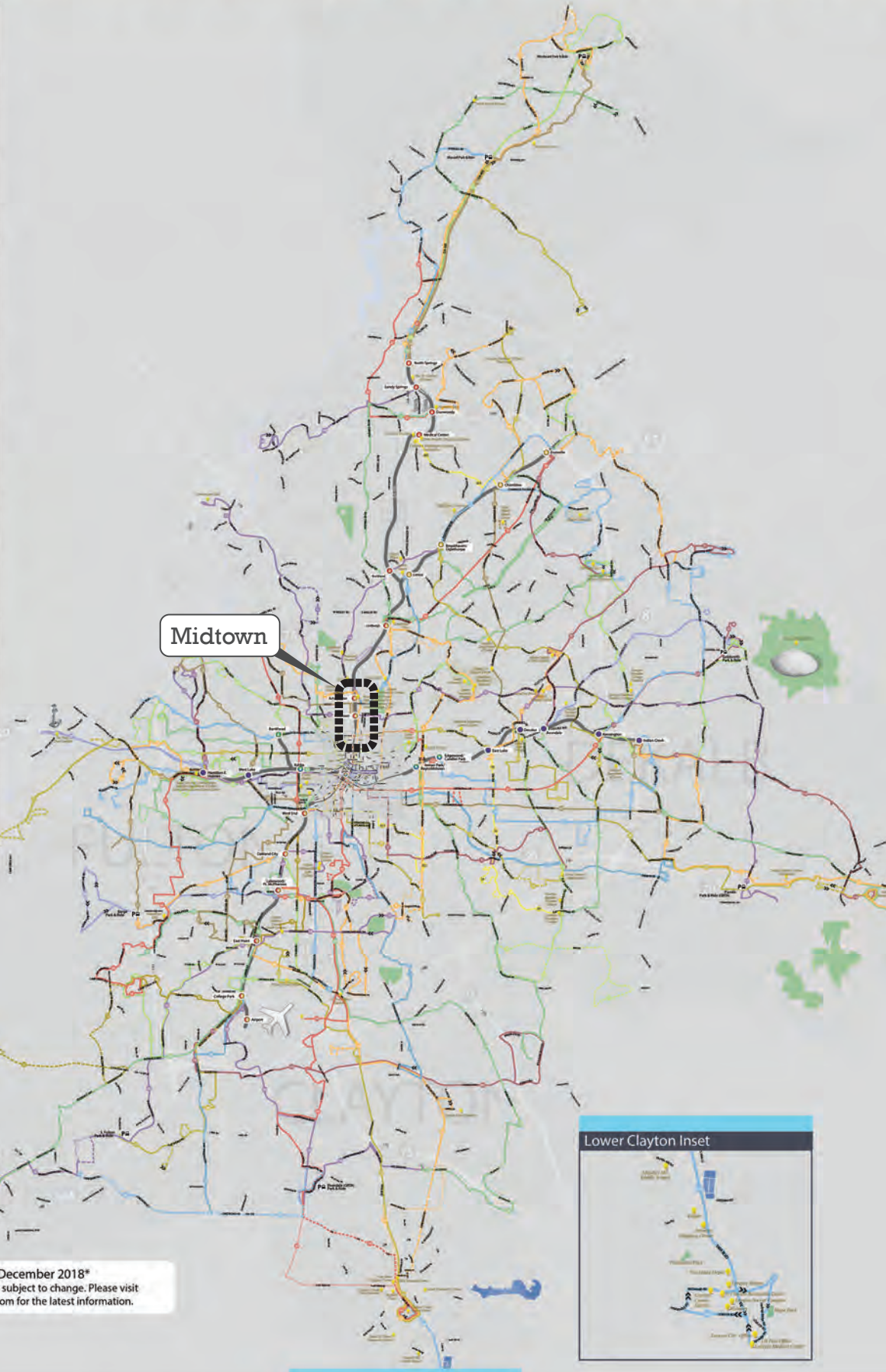
- Anderson Park..... J-3
- Atlanta Memorial Park..... H-4
- Blackburn Park..... E-4
- Murphy Candler Park..... E-6
- Chastain Memorial Park..... F-5
- Lakewood Stadium..... L-5
- Madison Park..... J-4
- Six Flags Over Georgia..... N-7
- Stone Mountain Park..... D-9
- John A White Park..... K-3
- Georgia International Convention Center..... N-3

SHOPPING CENTERS

- Anselmy Mall..... I-5
- Atlantic Station..... I-4
- Belvedere Plaza..... J-8
- Camp Creek Marketplace..... M-2
- DeKalb Farmers Market..... I-8
- Greenbriar Mall..... L-2
- Lenox Square..... G-5
- Lindbergh Plaza..... H-5
- Peachtree Battle Shopping Center..... H-5
- North DeKalb Mall..... H-8
- Northeast Plaza..... G-6
- Northlake Mall..... G-8
- North Point Mall..... B-9
- Outlet Square Mall..... G-7
- Perimeter Mall..... E-6
- Phipps Plaza..... G-5
- Gallery at South DeKalb..... L-8
- Suburban Plaza..... I-8
- Mall at Stonecrest..... P-10
- Cumberland Mall..... F-3
- Union Station Mall..... P-1

TRANSPORTATION FACILITIES

- Amtrak-Peachtree Station..... I-5
- Charlie Brown Fulton Airport Bar..... I-1
- DeKalb-Peachtree Airport..... F-7
- Hurtfield-Jackson International Airport..... N-4
- MARTA Headquarters (Lindbergh Center Station)..... I-5



Midtown



Routes as of December 2018*
 *Bus Routes are subject to change. Please visit www.itsmarta.com for the latest information.










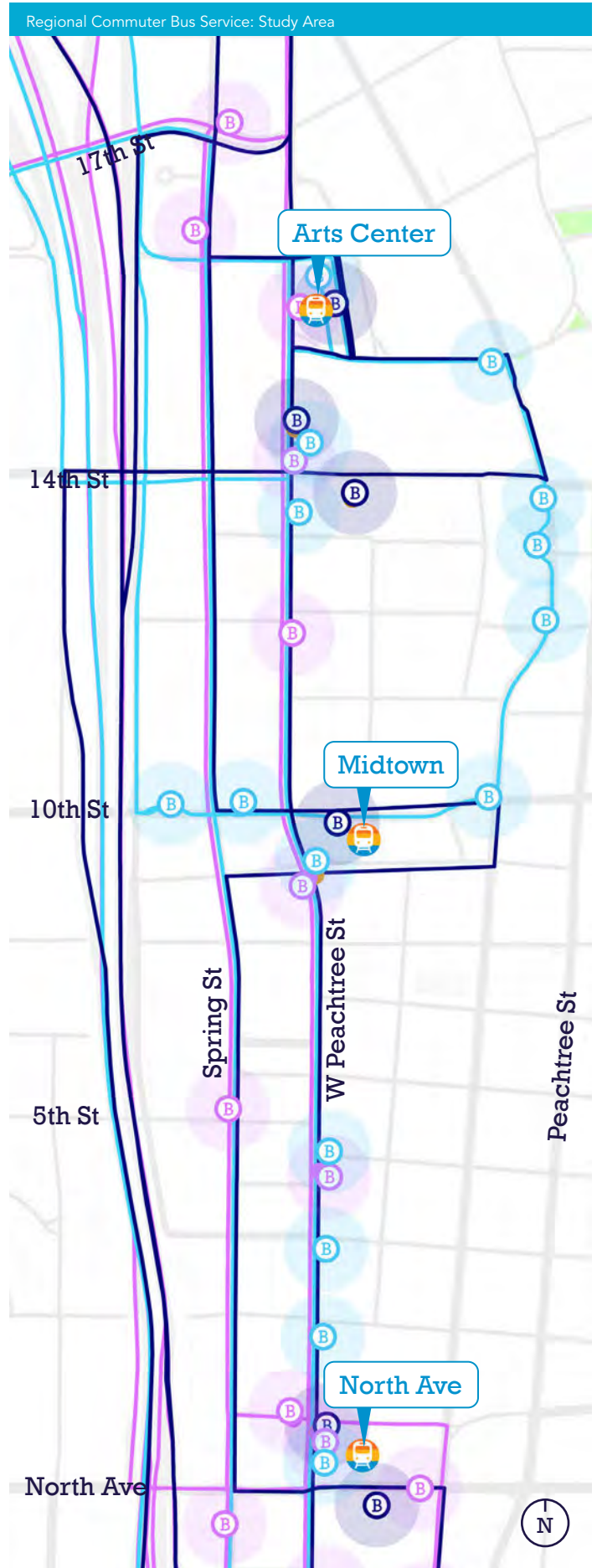
Transit Infrastructure: Regional

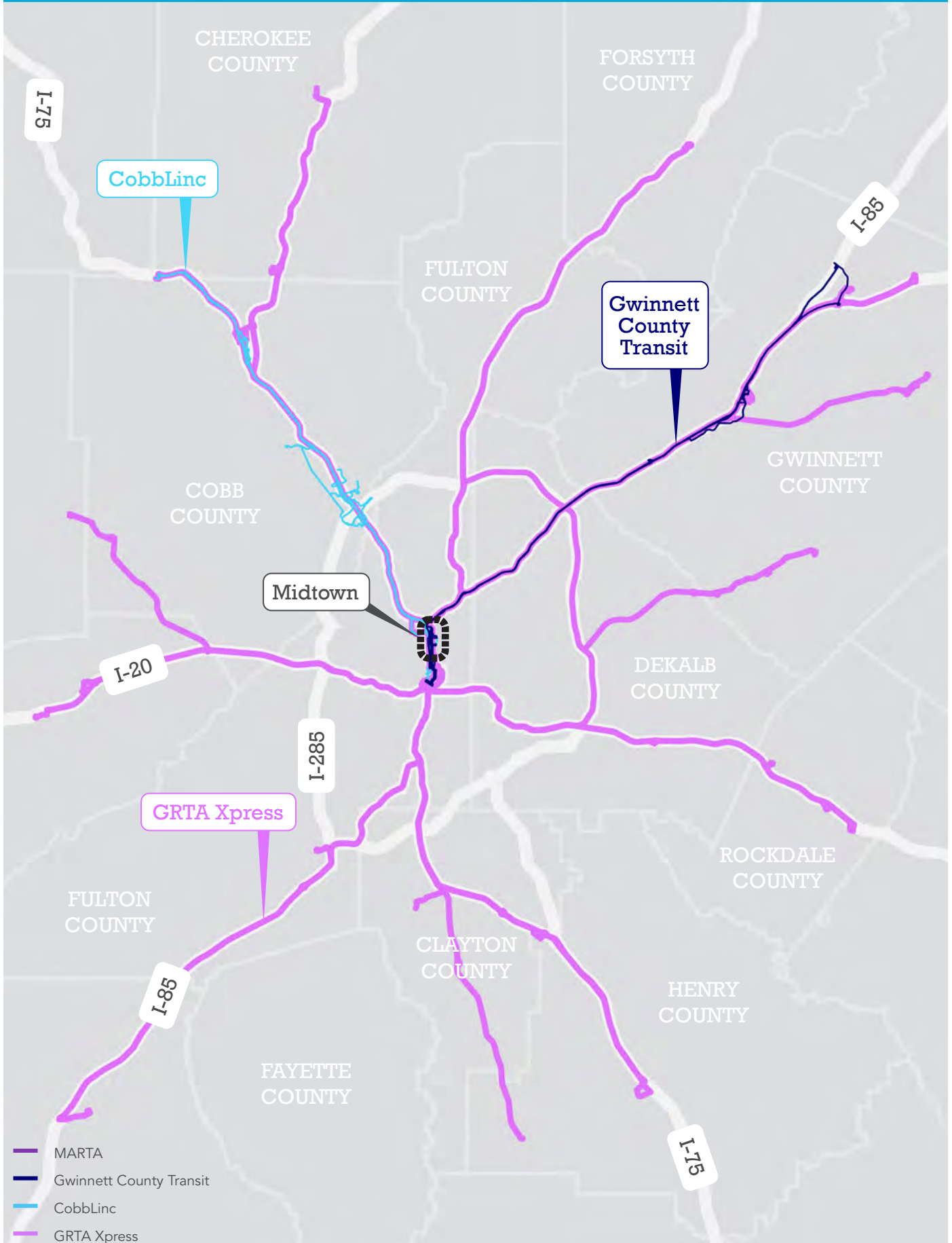
In addition to local bus and shuttle service, the study area is connected to the larger metropolitan area by a robust network of regional commuter service providers. Service providers operating in the study area include:

- **Cobb Linc:** Routes 10, R10, 100, 101, 102
- **GRTA Xpress:** Routes 400, 411, 412, 414, 416, 423, 431, 440, 441, 453, 463, 476, 483, 484
- **Gwinnett County Transit:** Route 103a

These operators focus on employment-related trips, offering service during the morning and evening peak commute periods on weekdays.

-  Gwinnett County Transit Bus Route
-  CobbLinc Bus Route
-  GRTA Xpress Bus Route
-  Gwinnett County Transit Bus Stop
-  CobbLinc Bus Stop
-  GRTA Xpress Bus Stop
-  MARTA Transit Station







Transit Service Provider Overview

The following pages explore the four major transit operators servicing the study area.

Cobb County: CobbLinc

CobbLinc routes extend from Acworth to Atlanta with five (5) routes, Monday through Friday, with stops at multiple Park-and-Ride Locations within the CobbLinc Transit System and MARTA Rail Stations. The longer routes average three (3) stop times in the AM/PM, with an hour to hour and half of time between. The shorter routes average about seven (7) stop times in the AM/PM, with a half an hour between. As the route extends north outside of Atlanta toward Acworth, the stops offer more opportunities for rider protection (small and large shelters), parking and signage with full route maps. As the route extends south into Atlanta, the amenities offered at each stop vary greatly. In many instances, stops are collocated with other service providers operating in the study area.



Acworth Park-and-Ride - Acworth, GA



Busbee Park-and-Ride - Kennesaw, GA



W Peachtree St & 4th St - Atlanta, GA

Georgia Regional Transit Authority (GRTA): Xpress

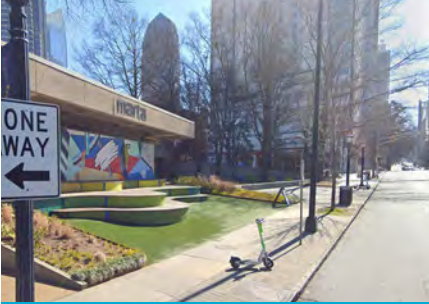
GRTA Xpress routes extend from Atlanta to communities surrounding the Atlanta metro area. GRTA Xpress has twenty-seven (27) routes and twenty-eight (28) park-and-ride stops. The Xpress routes run Monday through Friday between 5:30 AM to 8:00 PM. As the routes expand out into the metro region they have a variety of stop types and amenities, such as park-and-ride, stops with signage, small shelters and benches. The stops in some locations are less rider friendly, as they have no stop amenities other than signage noting stop location. Within Atlanta, the amenities and experiential quality of each stop vary greatly. In many instances, stops are collocated with other service providers within the study area.



Hiram Park-and-Ride - Hiram, GA



Thornton Rd & Blairs Bridge Rd - Lithia Springs, GA



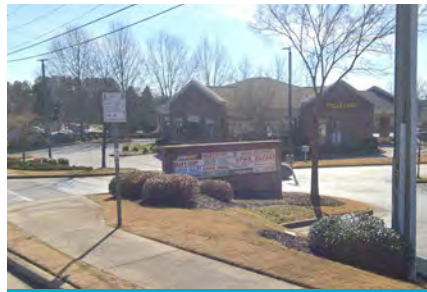
Arts Center MARTA Station - Atlanta, GA

Gwinnett County: Gwinnett County Transit

Gwinnett County Transit extends from Lawrenceville to Atlanta with five (5) express routes and six (6) local routes. The routes vary in frequency, with only a few routes running during the weekend. As the routes extend toward Lawrenceville, stop types vary with park-and-ride locations and stops with only a sign to note stop location. The stop locations offer minimal rider amenities, with only small shelters and benches and other stops with only a sign noting stop location. As the route enters Atlanta, the amenities offered at each stop vary greatly. In many instances, stops are collocated with other service providers operating within the study area.



Sugarloaf Mills Park-and-Ride -
Lawrenceville, GA



Breckinridge Blvd./Old Norcross Rd -
Gwinnett Place, GA



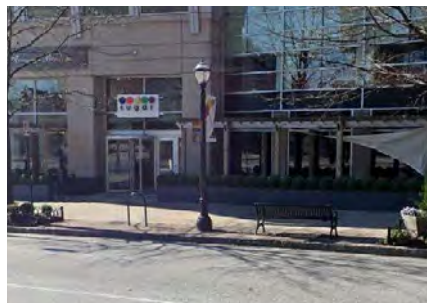
W Peachtree St near 14th St - Atlanta, GA

Metropolitan Atlanta Regional Transit Authority (MARTA)

MARTA routes extend throughout Atlanta and out to the surrounding communities. MARTA features both rail and bus service, running service both on weekdays and weekends. Bus frequencies range from 10 minutes to an hour, depending on stop location and traffic. Additional Holiday/Special schedules are developed based on events and holidays. MARTA Rail stations consistently have many amenities for riders throughout the full system. The amenities and experiential quality of bus stops across the system vary greatly. In many instances, stops are collocated with other service providers within the study area.



Peachtree St & 6th St - Atlanta, GA



Peachtree St & 11th St - Atlanta, GA



Peachtree St & Peachtree Cir -
Atlanta, GA



- Xpress 423
- Xpress 431
- Xpress 440/441
- Xpress 453
- Xpress 463
- Xpress 476



RENAISSANCE

FITNESS

Bus Stop at corner of Spring Street & 5th Street

The Users



A brief introduction to the Midtown Community

Getting to know the people who make Midtown,
uniquely Midtown, is at the heart of the project.
Whether you ride the bus today or simply pass a stop
on a stroll/roll, this one's for you.

Ridership Characteristics



In 2016, the transit advocacy and research foundation, TransitCenter, redefined a decades-long practice of how public transportation riders are characterized.

Moving away from the categories of “choice” riders (car owners with the option to take transit) and “captive” riders (non-car owners dependent on transit), a more nuanced description of rider populations was introduced improving and both the academic understanding of the issue the practical application of tools for transit agencies and local governments.



Occasional Riders – those who take transit once in a while and for a variety of trip purposes



Commuter Riders – those who use transit regularly, but predominantly for work



All-Purpose Riders – those who use transit regularly for a variety of trip purposes

All categories of riders, including those that use transit regularly, use multiple modes of transportation for their various journey needs and the majority of riders walk to transit stops. This highlights the importance of district walkability and the accessibility of bus stops and routes leading to them. While not specific to Midtown, this national-level research frames our understanding of local ridership, their priorities, and their willingness to use transit. This research is helpful as we investigate more granular aspects of Midtown’s community characteristics, detailed in the following spread.

Three general categories of transit riders and associated characteristics



The Occasional Rider

Those who take transit once in a while and for a variety of trip purposes

- People in a household with fewer than one car per adult.
- People who travel rarely but use transit when they do.
- People who use transit for a fairly specialized trip purpose.
- People that use transit when their typical routine is disrupted.



The Commuter Rider

Those who use transit regularly, but exclusively for work.

- People that use transit two days per week or more.
- People generally within the economically productive age range.
- People who find convenience in transit relative to the burden of driving and parking.



The All-Purpose Rider

Those who use transit regularly for a variety of trip purposes.

- People who usually take transit for shopping, entertainment, and/or personal errands.
- People who forgo car ownership.
- People who use transit regularly for work or school

Source: Who's on Board 2016: What Today's Riders Teach us About Transit That Works, TransitCenter.org

Community Characteristics



As one of Atlanta's most walkable neighborhood's, Midtown residents and commuters are more likely to walk, bike and use transit than Metro Atlanta counterparts.

Several studies have documented Midtown's momentum as a growing and rapidly developing district, from the Midtown Transportation Plan to the 2019 Midtown Community Survey and ongoing development activity trackers. In all, they paint a consistent story of a district maturing into a thriving walkable community.

Midtown's population makeup and growth reflect these characteristics - Midtown has nearly tripled its population since the 2000 Census*, adding more than 11,153 residents since 2010 alone. This growth has run in tandem with a booming development environment, in which Midtown has added more than 10,000 jobs since 2015** and will continue to add 5.7 million square feet of office space in the next few years***.

When asked about daily commute patterns, 32% of Midtown commuters noted using alternate modes of transport over than driving alone*** - compared to 23% of commuters in the 13-County Atlanta Region****. Despite this walkability, Midtown residents and workers expressed a desire to improve gaps in transit access and sidewalk conditions in the Midtown Community Survey. Within this desire, 90% of those surveyed supported improvements to West Peachtree Street and Spring Street that focused on pedestrians and bikes****. These results form the context in which this project sets priorities and establishes its initial direction.

*Source: 2020 Census

**Source: Georgia Department of Transportation Regional Commuter Survey

***Source: Midtown Alliance Development Activity

****Source: Midtown Community Survey

***** Source: ATL Regional Transit Plan, State of the System 2021

Midtown is connected



Midtown is Atlanta's 5th most walkable neighborhood.

Most daily errands can be accomplished by foot or transit, according to Walkscore.com

90% of People Support Ped + Bike Changes on Spring and West Peachtree

Pedestrian and bike improvements ranked as the top two investment priorities for these two streets in the 2019 Midtown Community Survey.

32% of Midtown workers use alternate modes of transport in their daily commute.

These habits differ from the region overall, where only 18% use alternate modes, according to the GA Department of Transportation.

96% of commercial and residential buildings are within a 6-minute walk to a MARTA station.

Nonetheless, transit access is hindered by unreliable and infrequent service, especially while traveling east-west, according to the Midtown Transportation Plan.

Midtown is growing



5.7 Million Square Foot of Office space is under construction or proposed.

Midtown has 65,000 jobs in a 1.2-mile area, and has added 10,000 jobs since 2015, according to the Midtown Transportation Plan.

7,560 new residential units and 3,638 student housing beds are under construction or proposed.

Developments will also add about 330,000 square foot of retail to Midtown, increasing the amount of amenities and destinations, according to Midtown Alliance 2022 Development Activity.

Midtown nearly doubled its population between the 2010 and 2020 Census, from 11,153 residents to 21,233 residents, tripling its population since 2000.

With nearly 19,241 residents per square mile, Midtown remains one of Atlanta's densest and fastest-growing communities, growing 5x faster than the City of Atlanta, according to the 2020 Census and the Midtown Transportation Plan.



**MONETARY
SOLICITATION
PROHIBITED
ZONE**
City Code Sec. 106-85



**Van
Bus Stop**



**STINGER
BUS**



COASTAL LINC
100m
101m

Bus Stop at corner of West Peachtree Street & 4th Street

The Stops



Exploring the character, quality, and context of bus stops along West Peachtree Street and Spring Street

For many people, bus stops provide the first impression of public transit systems. They are a visual representation of a community's investment in transit service and are important drivers of bus ridership and customer satisfaction.

Methodology



Bus stops are at the heart of what differentiates transit travel from other modes of travel: waiting time.

Out-of-vehicle waiting time is concentrated at bus stops, tends to be perceived negatively, and poses a challenge for serving and attracting riders who place a high value on travel time. The ratio of perceived waiting time to actual waiting time is a metric that highlights the importance of bus stop design.

A large body of research supports the conclusion that transit users perceive waiting time for buses as being significantly greater than actual waiting time and that these perceptions are highly subjective and vary according to many inter-related considerations:

- ✦ Trip **purpose**
- ✦ **Time** of day
- ✦ **Weather** conditions
- ✦ Availability of **information**
- ✦ **Activities** engaged in while waiting
- ✦ Bus stop **amenities**
- ✦ Bus stop **environment**

The comfort, safety, and mood of the rider can be positively or negatively influenced by the design of bus stops and the quality of their surrounding environment. Understanding the factors behind transit users' perceptions of their environment and its impact on the burden of waiting time is essential for creating a more equitable transit system and for increasing the attractiveness of public transportation.

The following pages explore the physical characteristics of bus stops within the study area as a means to understanding needs and opportunities for functional improvements and public realm enhancements. We will use this information to engage the community in conversations about where improvements should be targeted first and what should be driving our Priority Bus Stop site selection as we enter the next phase of the project.

Factors that impact perception of waiting time:

Trip Purpose

Patrons traveling for work purposes overestimate their wait times by a factor of about 1.3.



Time of Day

Patrons tend to overestimate their waits at bus stop by a factor of 1.74 during the morning.



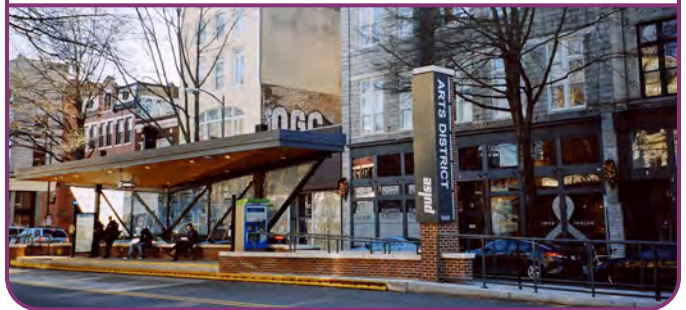
Availability of Information

Riders [without real time information] perceive that they are waiting 15% longer than they are.



Bus Stop Amenities

Waits at stops with no amenities are perceived as twice as long or longer than they actually are.



Bus Stop Environment

The more polluted and exposed to traffic, the more transit users tend to overestimate wait time.



Rider Characteristics

Regular transit riders perceive burdens from waiting less than occasional riders.



Bus Stop Inventory

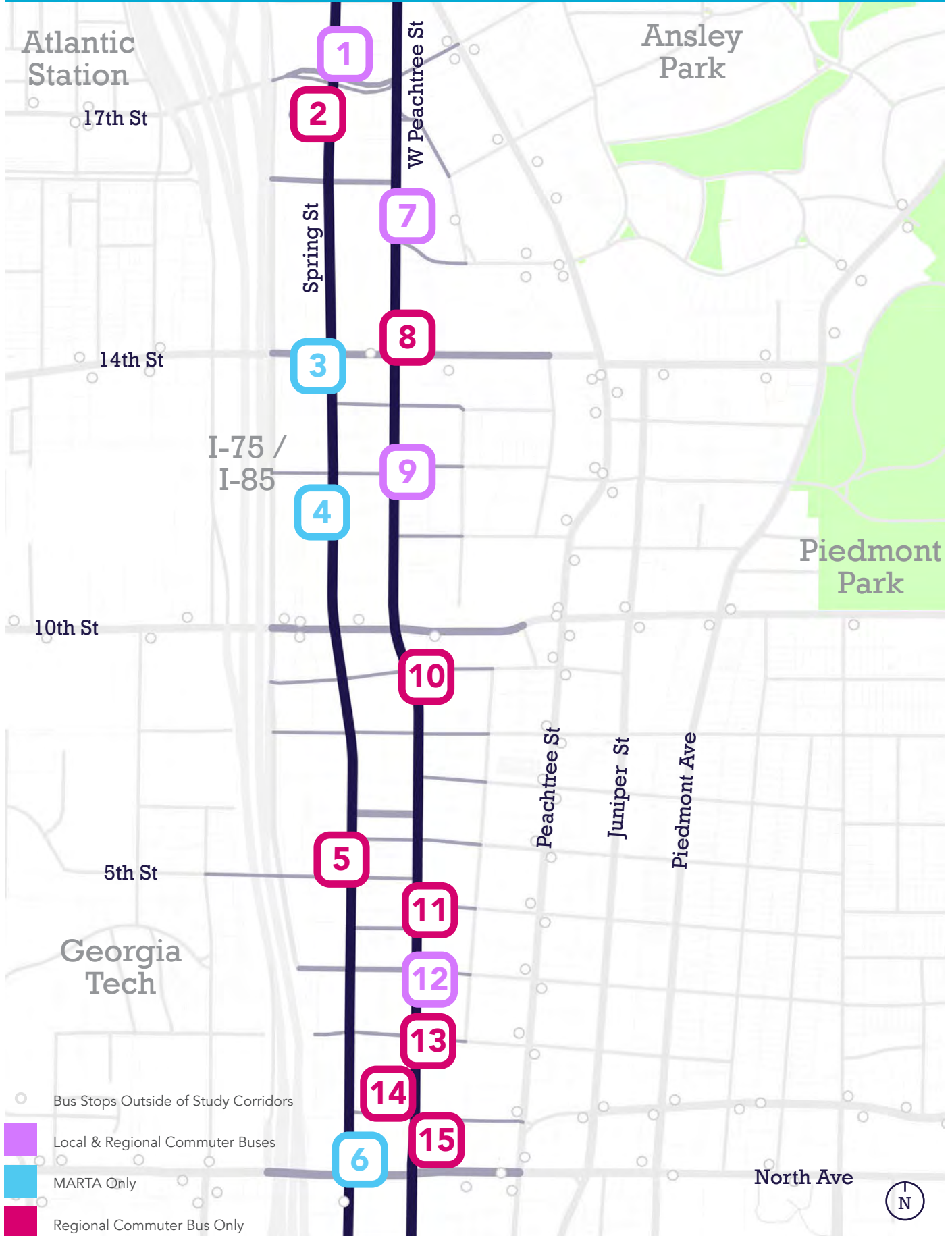


Making transit ridership dignified, desirable, and delightful is key to the success of the plan.

The exhibit on the following page shows the mapped locations of all bus stops for individual transit operators according to their databases in light grey. Observed locations of actual consolidated bus stops on Spring Street and West Peachtree Street, as identified in field work, are shown in color. In many cases, bus stops for multiple transit operators are co-located, with multiple buses picking up and dropping off passengers at the same locations, functioning as joint stops. In some case, an individual bus stop actually has multiple assigned stop numbers for multiple transit operators.

For this report, each of the 15 physical stops was assigned a numbered label (see page 39). About half of the stops in the study area (8) only serve commuter bus passengers, and the other half serve either only local bus riders or both local bus riders and commuters (7). Because the study streets are one-way, all stops on West Peachtree Street (northbound) are located on the east side of the street and all stops on Spring Street (southbound) are located on the west side of the street.

Bus Stop Operator Inventory Matrix																
Stop	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	# of Stops Per Operator
MARTA	█		█	█		█	█		█			█				7
CobbLinc	█						█	█		█	█	█	█		█	8
GRTA Xpress	█	█			█		█	█	█	█	█			█	█	10
Gwinnett County Transit	█						█	█	█	█	█				█	7
# of Operators Per Stop	4	1	1	1	1	1	4	3	3	3	3	3	1	1	3	





Spatial Conditions

Street Design Guidelines & Regulation

The amount of space for people to walk (sidewalk clear zone) and place features like lighting, utility poles, landscaping, bus stops, benches, and other items (street furniture zone) varies for each of the bus stops in the study area. Per the 2017 update to Special Public Interest District 16 (SPI-16) regulations, the West Peachtree Street and Spring Street corridors are classified as A2 Streets within the study area. As such, public sidewalks are required to have a minimum street furniture zone width of 5 feet, and a minimum sidewalk clear zone of 10 feet. The table on the opposite page shows how the existing sidewalk widths compare to this standard. Of the 15 stops, only 5 meet or exceed the recommended widths for both the clear zone and street furniture zone.

Sidewalk clear widths next to bus stops range from as narrow as 4.5 feet to as wide as 17 feet. In some cases, there are objects like utility poles that are placed in the middle of sidewalks near bus stops, reducing the functional clear zone to as narrow as 3 feet. This presents a challenge for pedestrians and is too tight for wheelchair and other mobility device users to safely pass on the sidewalk.

Street furniture zones in the study area range from 2.5 feet (about the depth of a metal bench) to 6 feet (wide enough for street trees). When furniture zones are narrow, features like utility poles are more likely to be placed within the clear zone. A narrow furniture zone does not allow for enough space to place a bus shelter and forces users to walk in close proximity to traffic with minimal separation.

Right of Way

Although right of way (ROW) extends from the edge of the parcel on one side of the street to the edge of the parcel on the other side of the street, this analysis considered the available ROW between the existing curb and the parcel boundary on the same side of the street as the bus stop. The table on page 41 shows the estimated space from the curb to the edge of the parcel line and identifies which stops have planned development adjacent or nearby. When new developments are constructed, they are required to install a streetscape that meets the SPI-16 standards noted above. Although there is a significant amount of ongoing or planned development in the study area, most projects are located on the opposite side of the street from the bus stops.

Bus Stop Spatial Condition Matrix

Bus Stop #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Sidewalk Clear Zone Width	11'	7'	Under Construction	6'	10'	6'	5'	7'	5.5'	14.5'	9.5'	11'	13'	10'	4.5'	
Street Furniture Zone Width	4.5'	2.5''		3'	5'	5'	5'	6'	5'	6'	5.5'	5.5'	5'	5'	5'	
Est. ROW available from curb next to bus stop	22.5'	8'		5'	11'	11.5'	8'	5.5'	9'	8'	8'	19'	9'	15'	20'	
ROW Space Est. to be available beyond sidewalk?	Y	N		N	N	N	N*	N	N	N	N	N	N	N	N	N*
Planned New Development Adjacent to Bus Stop	N	N		Y	N	N	N	N	N	N	N	N	N	N	N	N
Nearby Planned New Development on Bus Stop Side	N	N		N	Y	N	N	N	N	N	N	N	N	N	N	N

Y = Yes

N = No

N* = No, but adjacent parcel is public

 Meets or Exceeds SPI-16 Regulations

 Does not meet SPI-16 Regulations



Amenities & Art

Bus Stop Design Standards

In an effort to unify design standards across the multiple transit service providers in the region, the Atlanta Regional Commission, in collaboration with CobbLinc, GRTA, Gwinnett County Transit, and MARTA is working to implement a Regional Unified Bus Stop Signage system. This pole mounted system, which is actively being installed throughout the region, will feature key provider and route information and have a consistent look and feel that will help riders better navigate the region’s transit systems. Bus Stops in the study area that have the Unified Bus Stop Signage installed are marked with an “*” in the table on the page 43.

While service providers in the study area are working to upgrade the physical characteristics of bus stops within their networks, many lack defined design standards. MARTA outlines guidance for the provision of amenities at the bus stops in its Service Standards, particularly in terms of stops that qualify for benches or shelters. In addition to criteria for stop selection based on factors like ridership and surrounding land uses, it outlines the following site-specific criteria for viable placement of shelters and benches:

- Location must accommodate a concrete pad and must be set back 10 feet from the roadway;
- Location must be ADA compliant, which includes being wheelchair accessible;
- Surface of the location must be flat, not on a slope;
- Location must not be next to a guard rail/barrier or fire hydrant;
- The bench or shelter must not block vehicular traffic; and
- The site must comply with all other requirements of the local jurisdiction, including local ordinances and design guidelines.

Amenities

Bus stops in the study area are typically sparse. At most stops, only the minimum, utilitarian features of a sign indicating the service providers and lighting are present. There are few features that go beyond the basics to enhance the rider waiting experience at these stops. Only three stops in the study area have benches and only two stops have shelters. In a few cases, nearby building steps or planter walls may provide informal seating and a wide building awning could offer shelter from the elements. The table opposite this page outlines the amenities provided at, or adjacent to, bus stops in the study area.

Public Art

Midtown is home to the largest concentration of arts and cultural venues in the Southeast. Through Midtown Alliance’s Heart of the Arts initiative, and MARTA’s Artbound program, art is increasingly becoming an integral part of the Midtown experience. However, public art is noticeably lacking from most bus stops in the district. Along West Peachtree Street and Spring Street public art is only visible from a few of the study area bus stops today. The abundance of blank surfaces at and adjacent to bus stops provide opportunities for installations to enliven these spaces, reduce the perceived wait time for bus riders, and reinforce Midtown’s place as the cultural heart of Atlanta.

Bus Stop Amenity Matrix

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	# of Amenities Per Category
Sign		*			*								*	*		15
Schedule/ System Map																0
Bench																1
Shelter																1
Lighting																14
Trash Can																5
Recycling Bin																2
Tree Adjacent																11
Electrical Outlet for Charging																0
District Wayfinding																2
Bike Rack																2
Scooter Drop Zone																2
Water Fountain/ Bottle Filler																0
Art																4
Mailbox																1
# of Amenities Per Stop	7	3		3	4	4	8	5	3	6	3	3	6	2	5	

Under Construction



Visual Summary

The photos in this spread give a glimpse into the character, quality, and context of inventoried bus stops along Spring Street and West Peachtree Street. More detailed information for each stop can be found on the following pages.

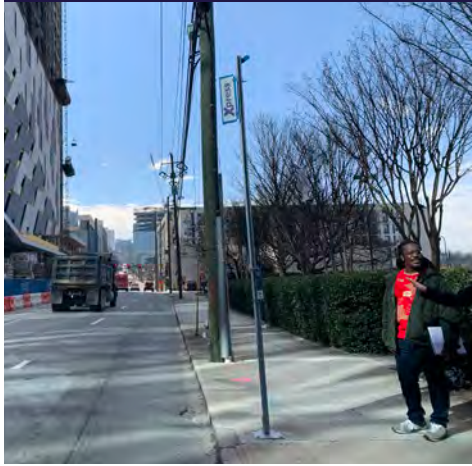
Bus Stop #1

Spring St & 17th St



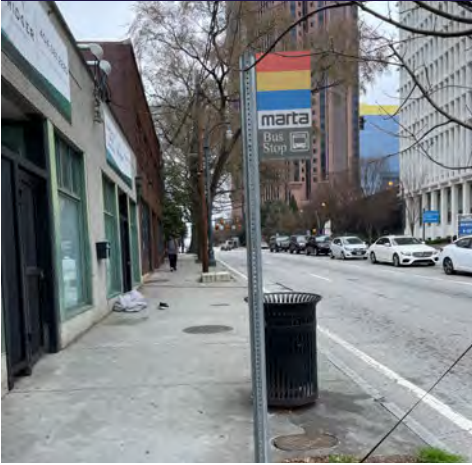
Bus Stop #2

Spring St between 16th St & 17th St



Bus Stop #6

Spring St & North Ave



Bus Stop #7

Arts Center MARTA Station



Bus Stop #11

W Peachtree St & 5th Ave



Bus Stop #12

W Peachtree St & 4th St



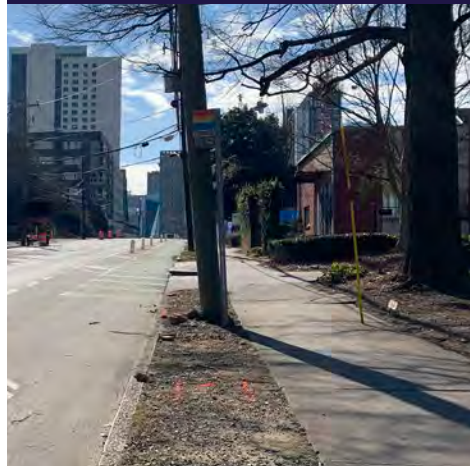
Bus Stop #3

Spring St & 14th St



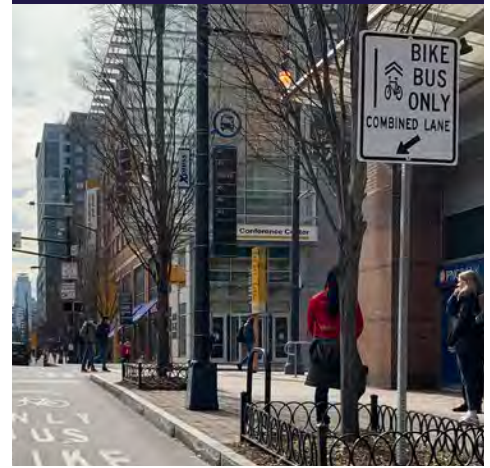
Bus Stop #4

Spring St near 12th St



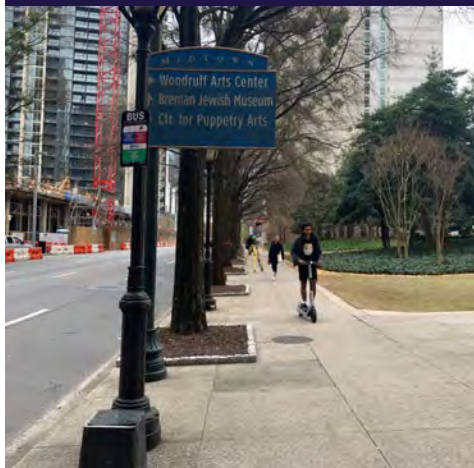
Bus Stop #5

Spring St & 5th St



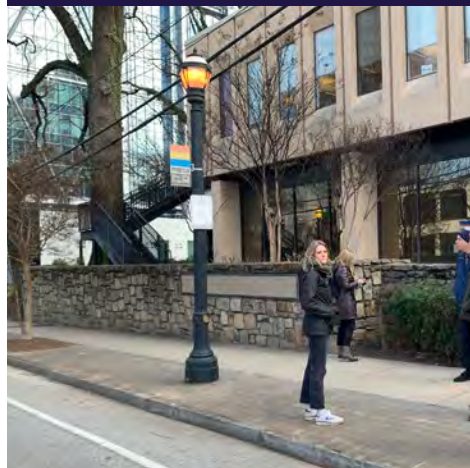
Bus Stop #8

W Peachtree St near 14th St



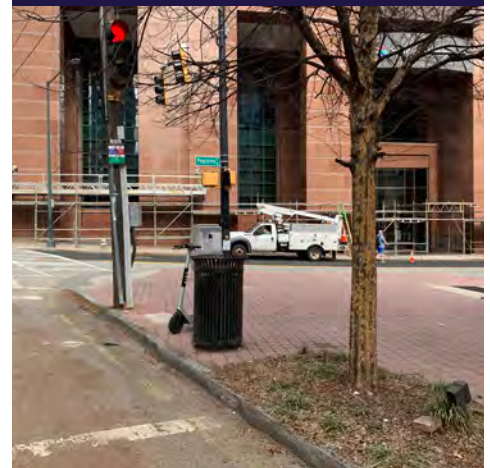
Bus Stop #9

W Peachtree St near 12th St



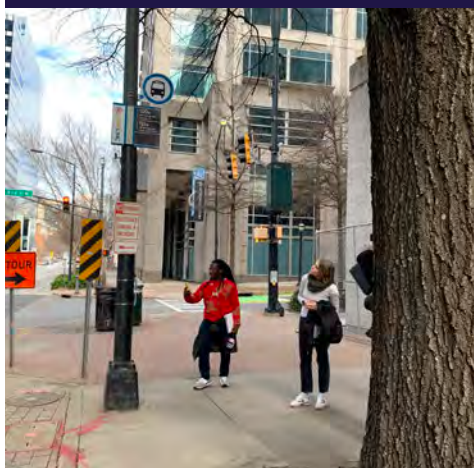
Bus Stop #10

We Peachtree St & Peachtree Pl



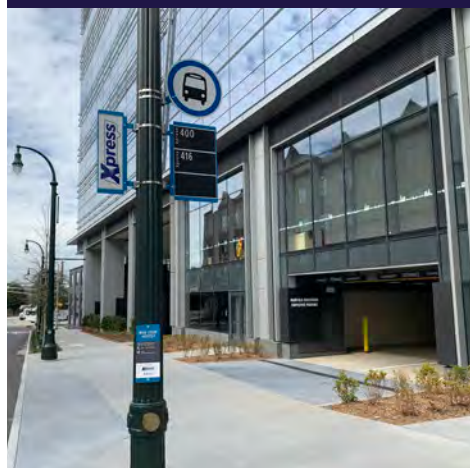
Bus Stop #13

W Peachtree St & 3rd St



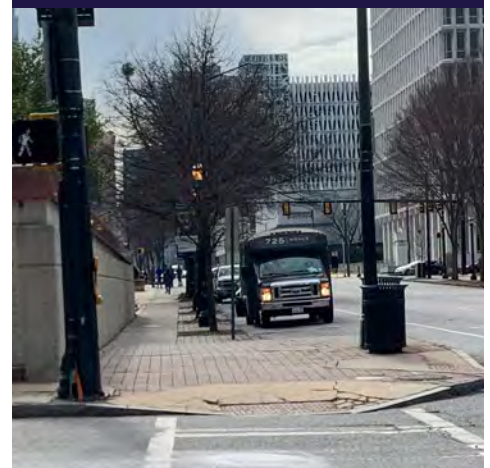
Bus Stop #14

Ponce de Leon Ave & W Peachtree St



Bus Stop #15

W Peachtree St & Ponce de Leon Ave





Bus Stop #1

Location: Spring Street and 17th Street

Operators: Cobb Linc, GRTA Xpress, Gwinnett County Transit, MARTA

Operational: Shared AM/PM Stop

Existing Amenities: Sign, Lighting, Tree Adjacent, Art

Sidewalk Clear Zone: 11 Feet (Compliant with SPI-16 Standard)

Street Furniture Zone: 4.5 Feet (Non-compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 22.5 Feet

R.O.W space to be available beyond sidewalk: Yes

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Sidewalk pavement is in decent condition

Visibility Issues: None

Key Map

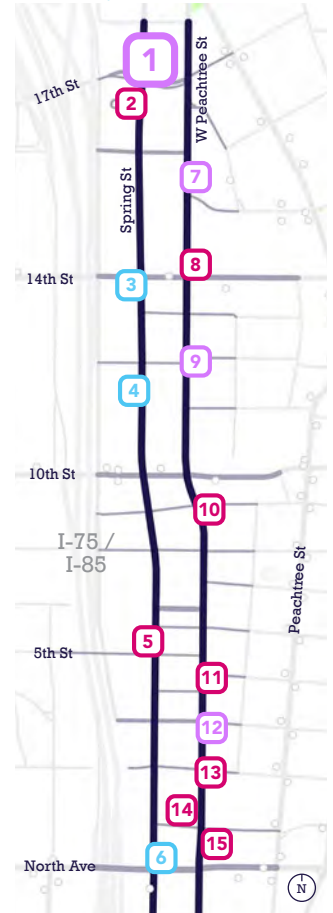


Photo of Bus Stop #1 (Looking West)





Bus Stop #2

Location: Spring Street between 16th and 17th Street

Operators: GRTA Xpress

Operational: Shared AM/PM Stop

Existing Amenities: Sign, lighting, tree adjacent

Sidewalk Clear Zone: 7 Feet (Non-compliant with SPI-16 Standard)

Street Furniture Zone: 2.5 Feet (Non-compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 8 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: Yes

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Some minor sidewalk cracks near stop, issues with construction debris nearby

Visibility Issues: None

Key Map

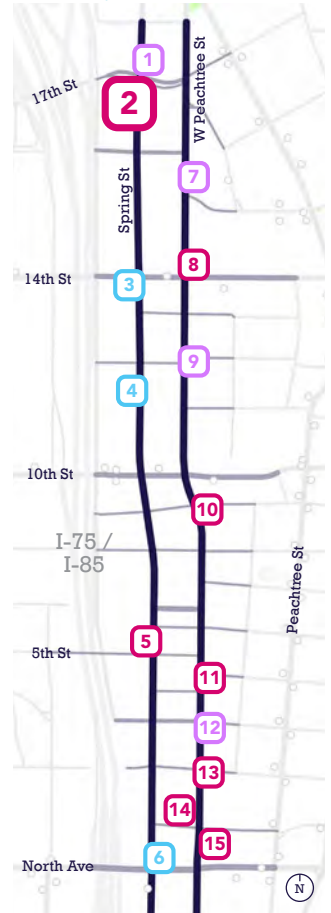


Photo of Bus Stop #2 (Looking South)





Bus Stop #3

Location: Spring Street and 14th Street

Operators: MARTA

Operational: Shared AM/PM Stop

Existing Amenities: N/A

Sidewalk Clear Zone: Under construction

Street Furniture Zone: Under construction

R.O.W available from curb next to bus stop: Under construction

R.O.W space to be available beyond sidewalk: Yes

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: N/A

Nearby Pavement Condition Issues: N/A

Visibility Issues: N/A

Key Map

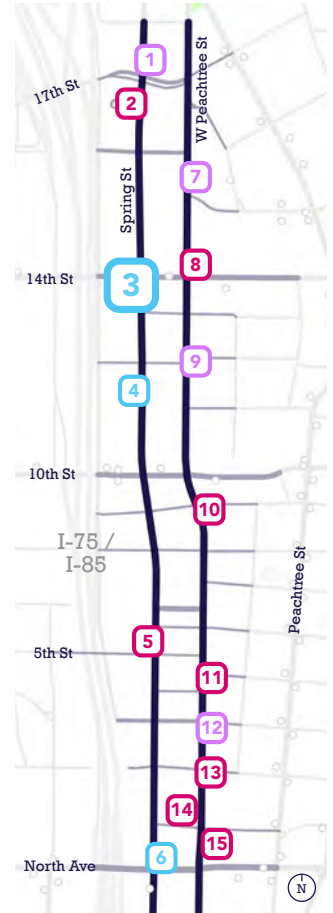


Photo of Bus Stop #3 (Looking South)





Bus Stop #4

Location: Spring Street near 12th Street

Operators: MARTA

Operational: Shared AM/PM

Existing Amenities: Lighting, tree adjacent, sign

Sidewalk Clear Zone: 6 Feet (Non-compliant with SPI-16 Standard)

Street Furniture Zone: 3 Feet (Non-compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 5 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: Driveway to south but no conflict

Nearby Pavement Condition Issues: Some vertical pavement issues from trees nearby

Visibility Issues: None

Key Map

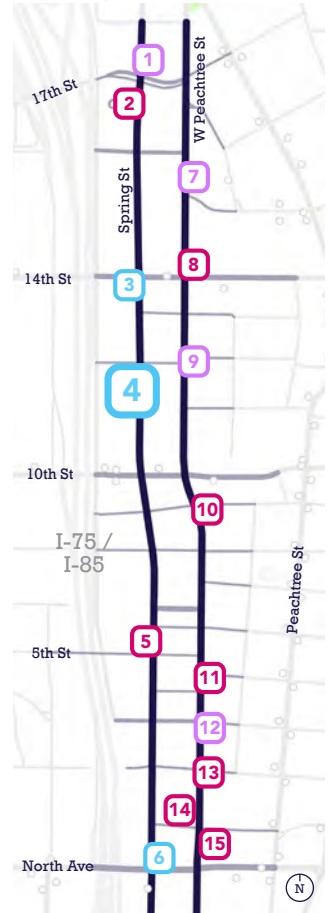


Photo of Bus Stop #4 (Looking South)





Bus Stop #5

Location: Spring Street and 5th Street

Operators: GRTA Xpress

Operational: Shared AM/PM Stop

Existing Amenities: Lighting, tree adjacent, sign, bike rack

Sidewalk Clear Zone: 10 Feet (Compliant with SPI-16 Standard)

Street Furniture Zone: 5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 11 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Good, some uneven pavers at intersection corners

Visibility Issues: None

Key Map

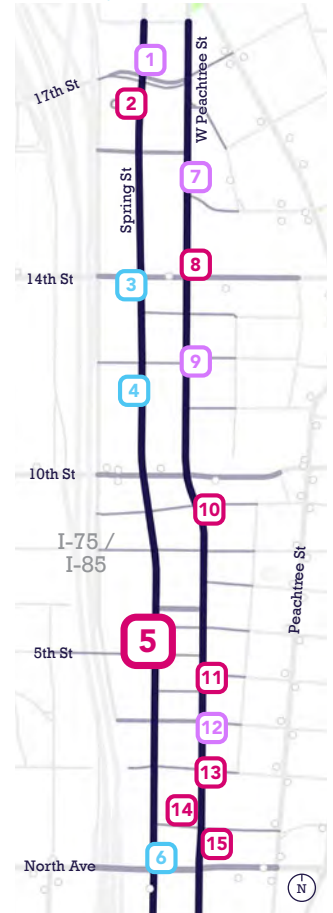


Photo of Bus Stop #5 (Looking South)





Bus Stop #6

Location: Spring Street and North Ave

Operators: MARTA

Operational: Shared AM/PM Stop

Existing Amenities: Sign, trash can, lighting, art

Sidewalk Clear Zone: 6 Feet (Non-compliant with SPI-16 Standard)

Street Furniture Zone: 5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 11.5 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Uneven pavers

Visibility Issues: None

Key Map

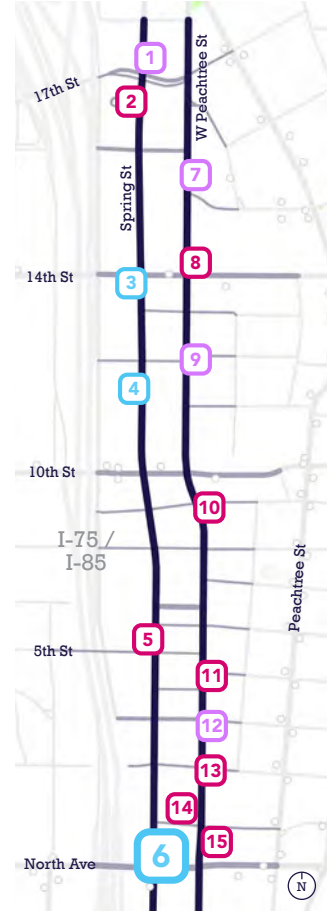


Photo of Bus Stop #7 (Looking East)





Bus Stop #7

- Location:** Arts Center MARTA Station
- Operators:** Cobb Linc, GRTA Xpress, Gwinnett County Transit, MARTA
- Operational:** Shared AM/PM Stop
- Existing Amenities:** Sign, bench, shelter, wayfinding, lighting, art
- Sidewalk Clear Zone:** 5 Feet (Non-compliant with SPI-16 Standard)
- Street Furniture Zone:** 5 Feet (Compliant with SPI-16 Standard)
- R.O.W available from curb next to bus stop:** 8 Feet
- R.O.W space to be available beyond sidewalk:** Possible
- Nearby planned new development on bus stop side?:** N/A
- Planned new development adjacent to bus stop?:** N/A
- Driveway Conflicts:** None
- Nearby Pavement Condition Issues:** Minor pavement shifting/cracking
- Visibility Issues:** None

Key Map

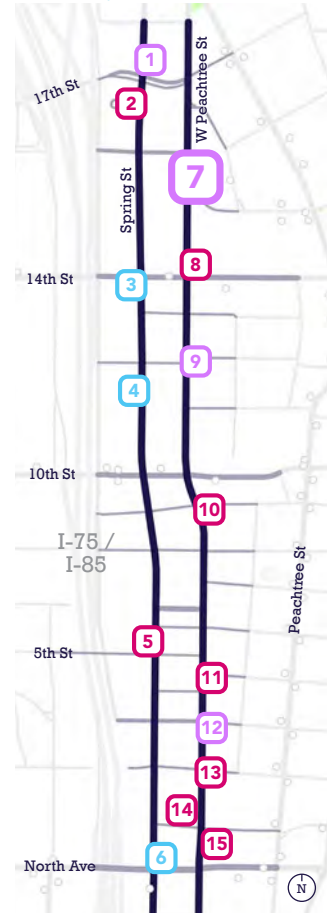


Photo of Bus Stop #8 (Looking South)





Bus Stop #8

Location: W Peachtree Street near 14th Street

Operators: Cobb Linc, GRTA Xpress, Gwinnett County Transit

Operational: Shared AM/PM Stop

Existing Amenities: Sign, tree adjacent, wayfinding, lighting, art

Sidewalk Clear Zone: 7 Feet (Non-compliant with SPI-16 Standard)

Street Furniture Zone: 6 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 5.5 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: None

Visibility Issues: Good visibility, could be limited if shelter set back in lawn

Key Map

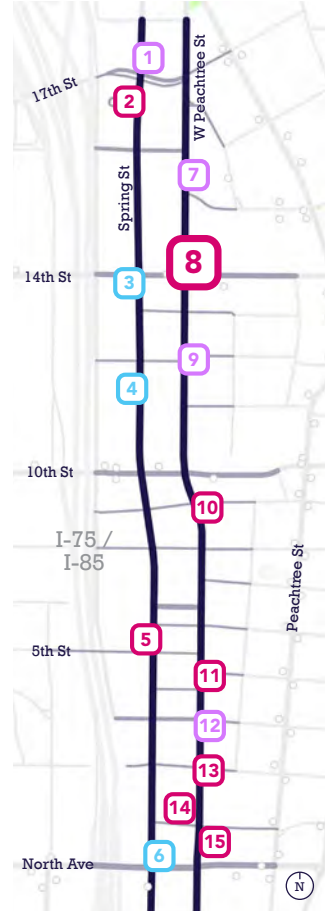


Photo of Bus Stop #9 (Looking North)





Bus Stop #9

Location: W Peachtree Street near 12th Street

Operators: GRTA Xpress, Gwinnett County Transit, MARTA

Operational: Shared AM/PM Stop

Existing Amenities: Sign, tree adjacent, lighting, art

Sidewalk Clear Zone: 5.5 Feet (Non-compliant with SPI-16 Standard)

Street Furniture Zone: 5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 9 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: Yes

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Utility poles in the middle of the sidewalk results in actual clear zone of 3 to 3.5 feet.

Visibility Issues: Utility poles may block view is standing farther back

Key Map

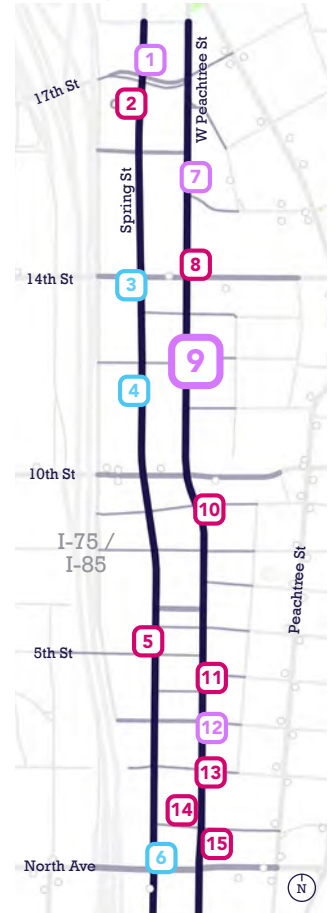


Photo of Bus Stop #10 (Looking North)





Bus Stop #10

- Location:** W Peachtree Street at Peachtree Place
- Operators:** Cobb Linc, GRTA Xpress, Gwinnett County Transit
- Operational:** Shared AM/PM Stop
- Existing Amenities:** Sign, tree adjacent, lighting, art, trash can, bike rack, scooter drop zone
- Sidewalk Clear Zone:** 14.5 Feet (Compliant with SPI-16 Standard)
- Street Furniture Zone:** 6 Feet (Compliant with SPI-16 Standard)
- R.O.W available from curb next to bus stop:** 8 Feet
- R.O.W space to be available beyond sidewalk:** N/A
- Nearby planned new development on bus stop side?:** N/A
- Planned new development adjacent to bus stop?:** N/A
- Driveway Conflicts:** None
- Nearby Pavement Condition Issues:** None
- Visibility Issues:** Possible tree branches blocking in summer

Key Map

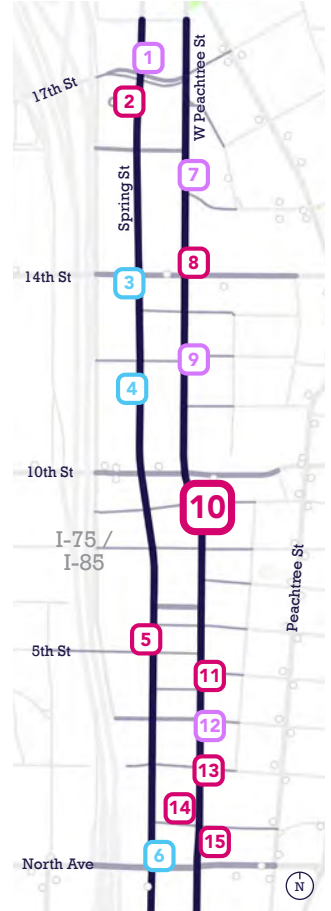


Photo of Bus Stop #11 (Looking North)





Bus Stop #11

- Location:** W Peachtree Street at 5th Ave
- Operators:** Cobb Linc, GRTA Xpress, Gwinnett County Transit
- Operational:** Shared AM/PM Stop
- Existing Amenities:** Sign, tree adjacent, lighting
- Sidewalk Clear Zone:** 9.5 Feet (Non-compliant with SPI-16 Standard)
- Street Furniture Zone:** 5.5 Feet (Compliant with SPI-16 Standard)
- R.O.W available from curb next to bus stop:** 8 Feet
- R.O.W space to be available beyond sidewalk:** N/A
- Nearby planned new development on bus stop side?:** N/A
- Planned new development adjacent to bus stop?:** N/A
- Driveway Conflicts:** None
- Nearby Pavement Condition Issues:** None
- Visibility Issues:** Parked cars may create visibility issues.

Key Map

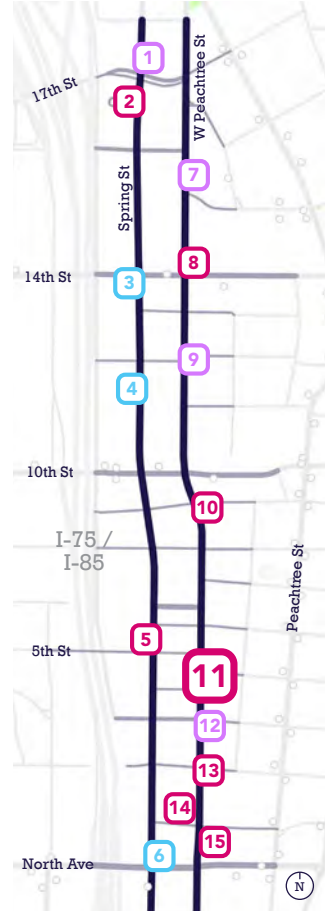


Photo of Bus Stop #13 (Looking North)





Bus Stop #12

Location: W Peachtree Street at 4th Street

Operators: Cobb Linc, MARTA

Operational: PM Stop

Existing Amenities: Sign, tree adjacent, lighting

Sidewalk Clear Zone: 11 Feet (Compliant with SPI-16 Standard)

Street Furniture Zone: 5.5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 19 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: Driveway just to the south of bus stop

Nearby Pavement Condition Issues: Uneven sidewalk

Visibility Issues: Trees may create visibility challenges

Key Map

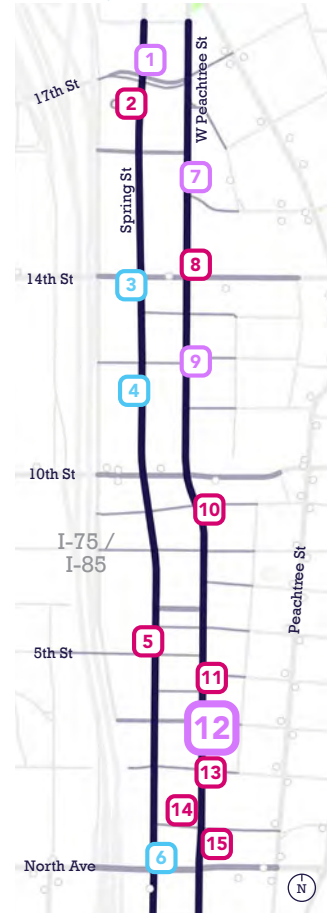


Photo of Bus Stop #14 (Looking North)





Bus Stop #13

Location: W Peachtree Street at 3rd Street

Operators: Cobb Linc

Operational: PM Stop

Existing Amenities: Sign, tree adjacent, lighting, mailbox, recycling bin, trash can

Sidewalk Clear Zone: 13 Feet (Compliant with SPI-16 Standard)

Street Furniture Zone: 5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 9 Feet

R.O.W space to be available beyond sidewalk: N/A

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Uneven sidewalk

Visibility Issues: Parked cars may reduce visibility

Key Map

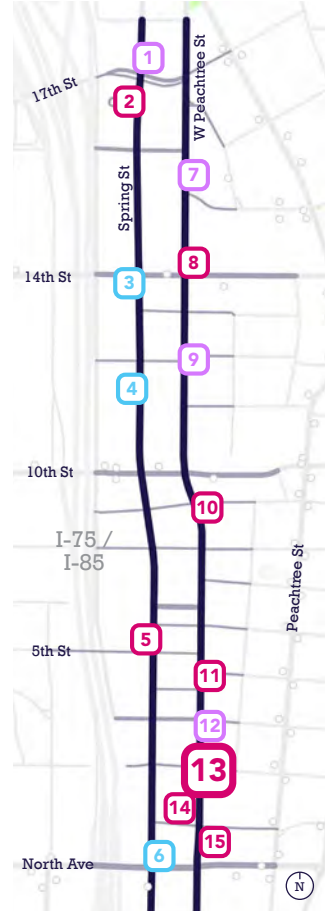


Photo of Bus Stop #15 (Looking North)





Bus Stop #14

Location: Ponce de Leon Ave between Spring St & W Peachtree St

Operators: GRTA Xpress

Operational: PM Stop

Existing Amenities: Sign, lighting

Sidewalk Clear Zone: 10 Feet (Compliant with SPI-16 Standard)

Street Furniture Zone: 5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 15 Feet

R.O.W space to be available beyond sidewalk: Yes

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: Driveway adjacent to sign, no truncated domes on sidewalk approaches

Nearby Pavement Condition Issues: None

Visibility Issues: None

Key Map

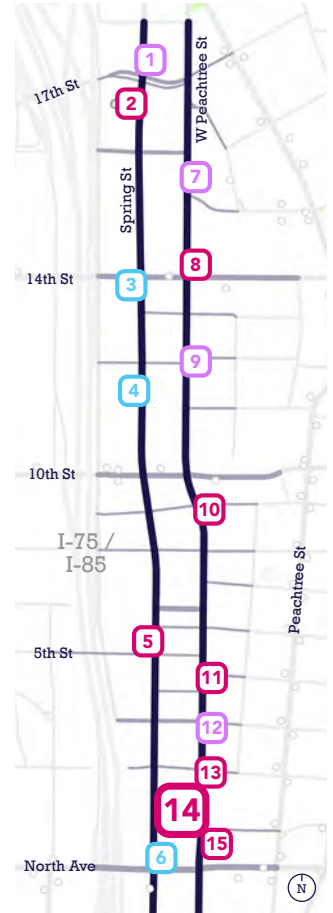
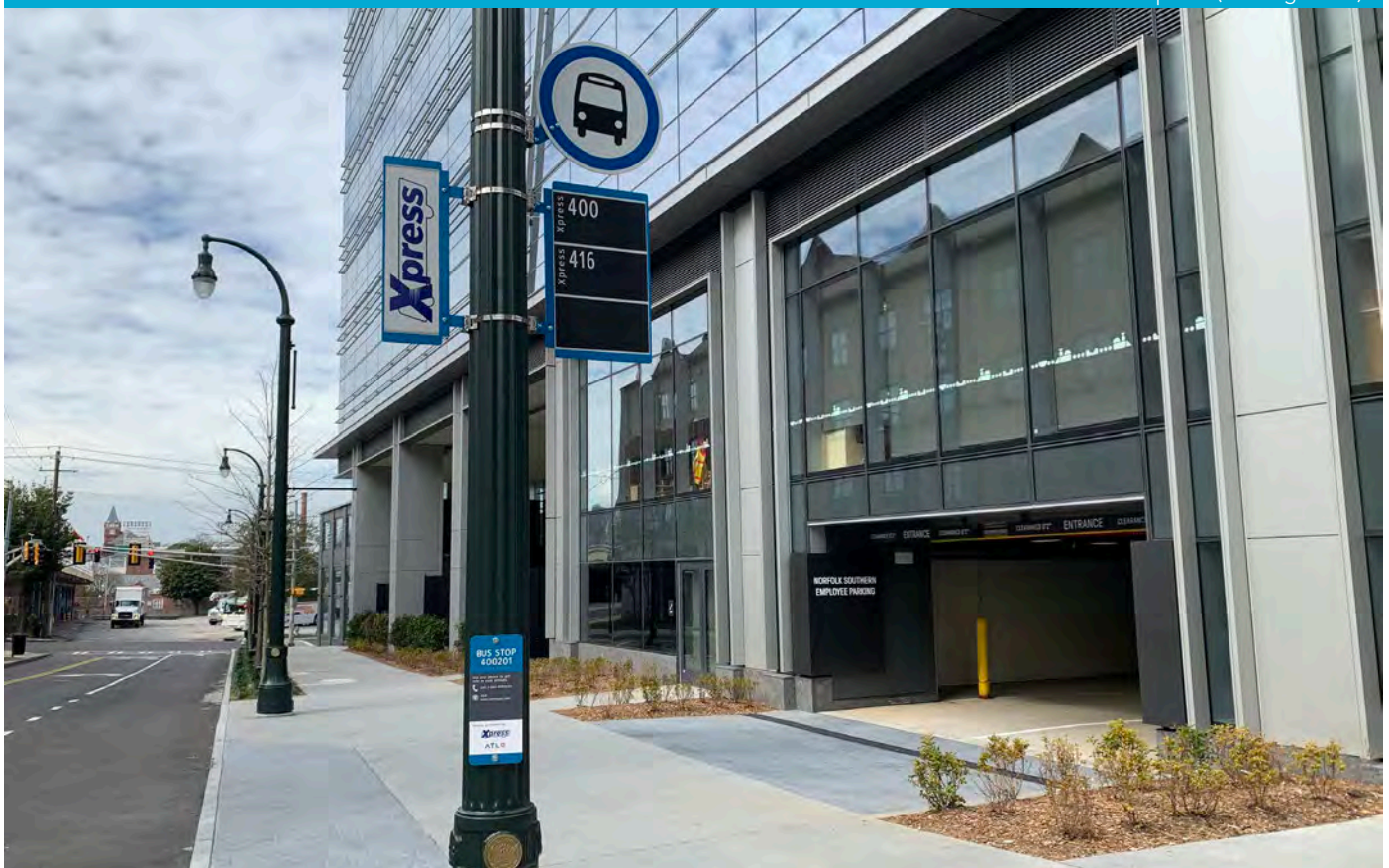


Photo of Bus Stop #16 (Looking North)





Bus Stop #15

Location: W Peachtree St at Ponce de Leon Ave

Operators: Cobb Linc, GRTA Xpress, Gwinnett County Transit

Operational: Shared AM/PM Stop

Existing Amenities: Sign, lighting, tree adjacent, trash can, recycling bin

Sidewalk Clear Zone: 4.5 Feet (Non-compliant with SPI-16 Standard)

Street Furniture Zone: 5 Feet (Compliant with SPI-16 Standard)

R.O.W available from curb next to bus stop: 20 Feet

R.O.W space to be available beyond sidewalk: Possible

Nearby planned new development on bus stop side?: N/A

Planned new development adjacent to bus stop?: N/A

Driveway Conflicts: None

Nearby Pavement Condition Issues: Sidewalk uneven

Visibility Issues: Parked cars could cause visibility concerns

Key Map

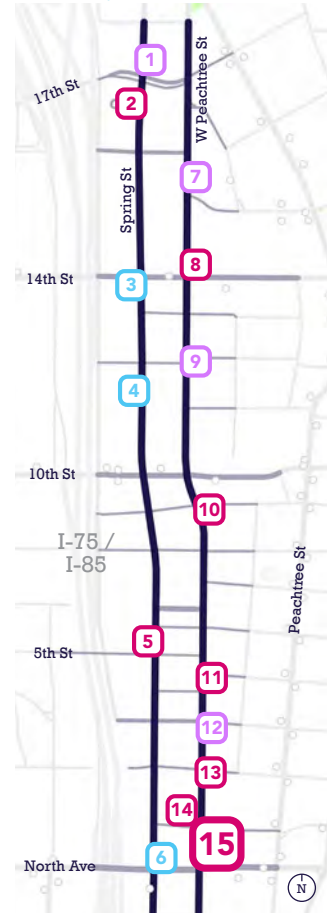


Photo of Bus Stop #17 (Looking South)

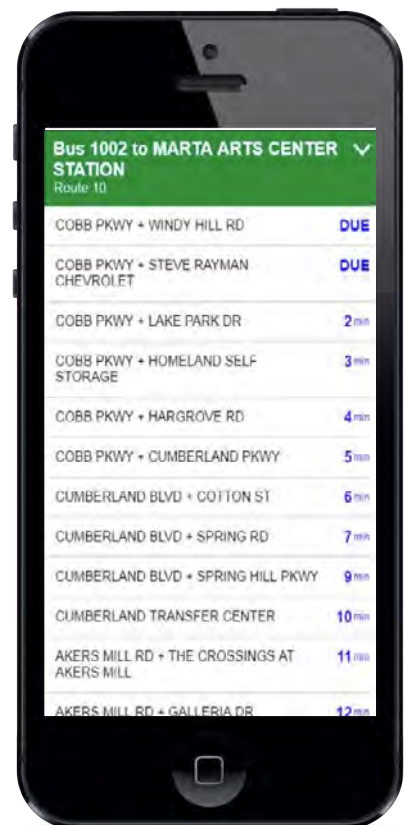
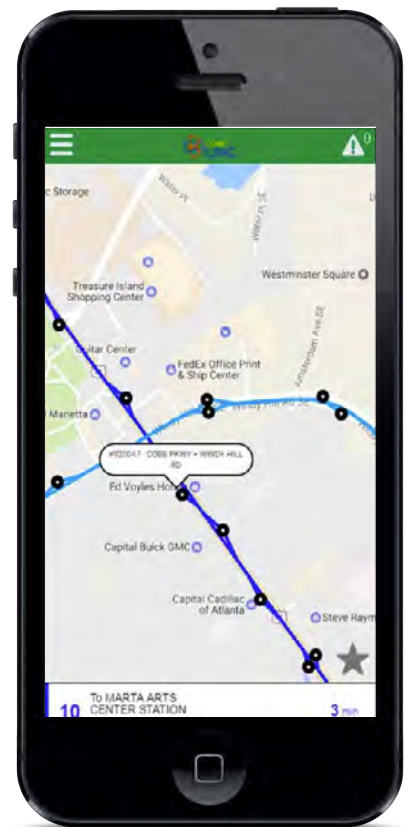


Transit Service Provider Transit App Audit

Mobile apps serve a key navigation and trip planning role for transit riders and impact their overall transit experience. Because the study area bus stops do not have system maps, real time arrival information, or payment kiosks today, these apps are the primary way for riders to plan their trips and even pay for service, if they do not already have a loaded transit pass. As new bus stop designs are developed, improving the visibility and integration of these apps could help riders access necessary information if real time displays and/or route maps cannot be physically provided at each stop. Within this study area, there are multiple local and regional transit service providers, each with their own apps.

Each of the four major transit providers operating in the study area offer official apps to aid their riders with route navigation and trip planning. Three of the agencies have proprietary apps. The other utilizes an officially adopted platform published by third party developers, Token Transit. This mode of delivery has users download a common app and then select the transit agency or agencies that serve them. Because the app name is not the same as the transit agency name in these cases, there may currently be confusion for some riders about the availability of these apps when they search the App Store.

Essential features available across all the apps are system maps with some form of interactivity and live arrival information. Key convenience features include system maps with integrated route information and tracking, and origin-to-destination trip planning. One observation is that the more focused in scope the app is, the more streamlined and intuitive the interface generally is for the user. A second observation is that although a given third party app may offer the same functionality for all its partnered transit agencies, the level at which those agencies opt into that functionality can vary, with effects on the convenience of the end-user.





HOW CAN WE BUILD A BETTER BUS STOP?

HOW CAN WE BUILD A BETTER BUS STOP?

HOW CAN WE BUILD A BETTER BUS STOP?

Center style tables
Hooks
Power outlets

HOW CAN WE BUILD A BETTER BUS STOP?

How many required?
Big Signage for Bus #s

MIDTOWN
TRE
People R
Happier

HOW CAN WE BUILD A BETTER BUS STOP?

ARE

Photo from Mix It Up Midtown Event

your dream bus stop in order
Imagination and that is!

SUPPORT ON TRANSIT NEEDS



The Synthesis



Identifying the Challenges and Opportunities for Bus Stop Enhancements along West Peachtree Street and Spring Street

Midtown seeks to be one of the most dynamic communities in all of Atlanta. A tremendous amount of care, attention, and investment has been put forth in service of creating an exceptional urban experience. While much progress is being made, there are many opportunities to improve the experiential quality and functional capacity of bus stops along West Peachtree Street and Spring Street.

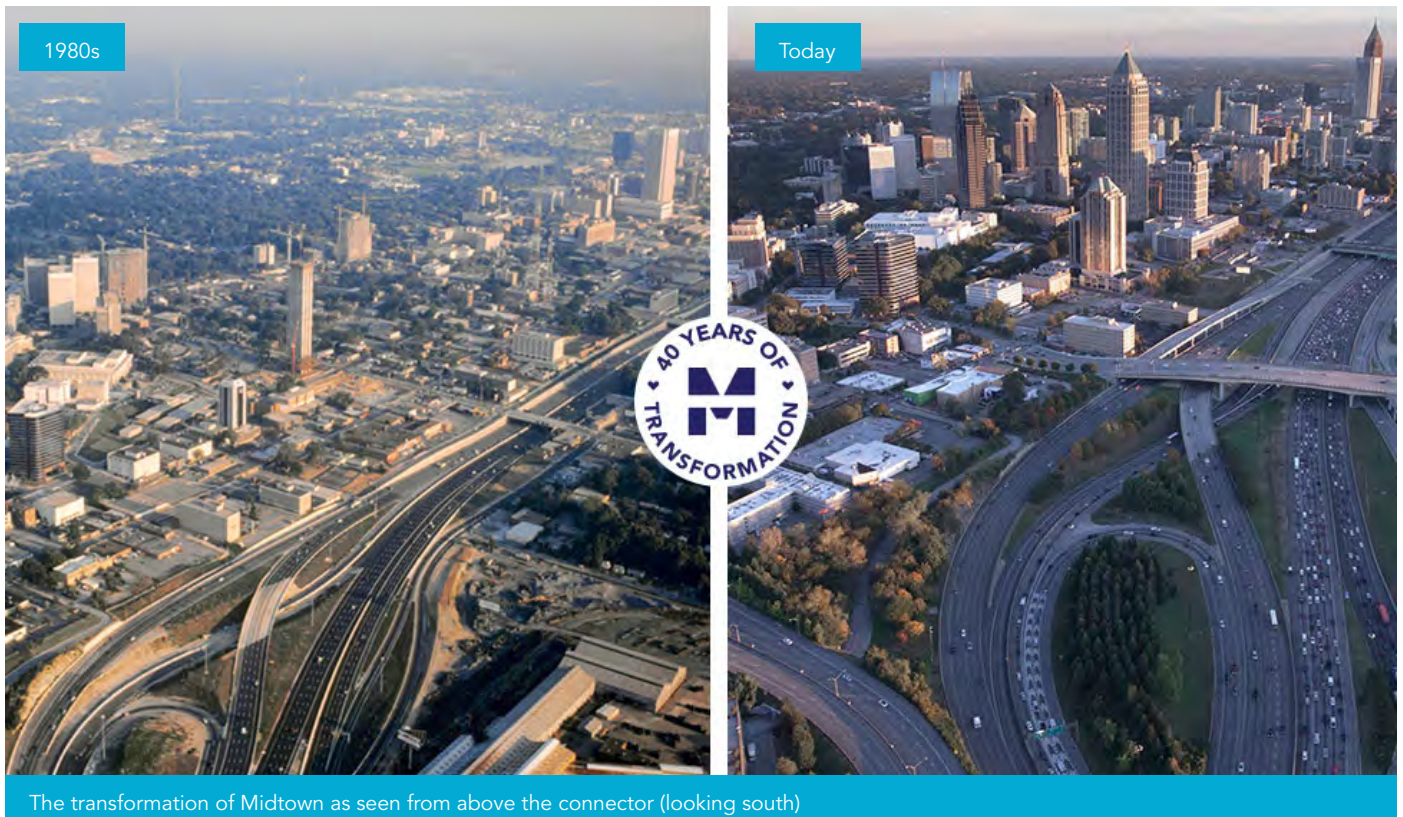
Challenges & Opportunities



From Analysis to Action.

The investigation of the unique and ever-evolving conditions present in Midtown presented in this document, with a focus along West Peachtree Street and Spring Street, is an important step on the journey to creating a placemaking strategy and priority bus stop design concepts responsive to the regulatory realities and reflective of the communities character.

The following pages introduce some of the specific challenges and opportunities that have emerged from this analysis and will be supplemented and augmented by our conversations with the Midtown community through an arts-centric engagement process that underpins all aspects of the project. This collective body of knowledge will form the foundation for all strategies, policies, and proposals put forth to improve the comfort, convenience, character, and accessibility of bus stops in Midtown.



The transformation of Midtown as seen from above the connector (looking south)



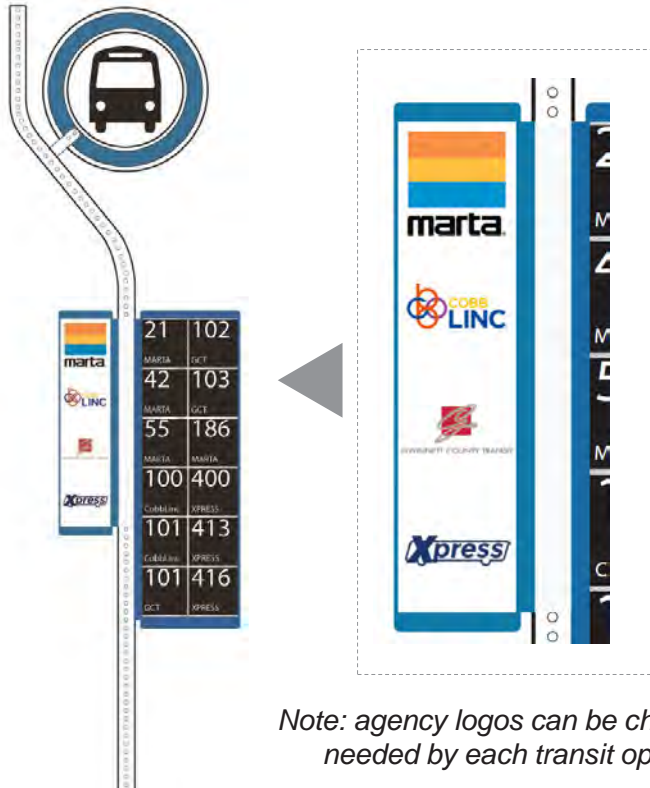
Regional Connectivity & Operational Complexity

Challenges & Opportunities

Midtown is connected to the greater Atlanta metropolitan area by a network of transit agencies providing service to the study area through both regional commuter bus and rail service. In many cases, pick-up and drop-off locations for these providers are co-located, creating transit hubs where riders congregate for multiple providers, each with their own unique signage system.

In an effort to unify design standards across the multiple transit service providers in the region, the Atlanta Regional Commission, in collaboration with CobbLinc, GRTA, Gwinnett County Transit, and MARTA is working to implement a Regional Unified Bus Stop Signage system that will feature key provider and route information and have a consistent look and feel that will help riders better navigate the region’s transit system.

Sustained collaboration between transit agencies is needed to leverage their collective resources and continue to find ways to improve the bus ridership experience for all across the region.



Note: agency logos can be changed as needed by each transit operator



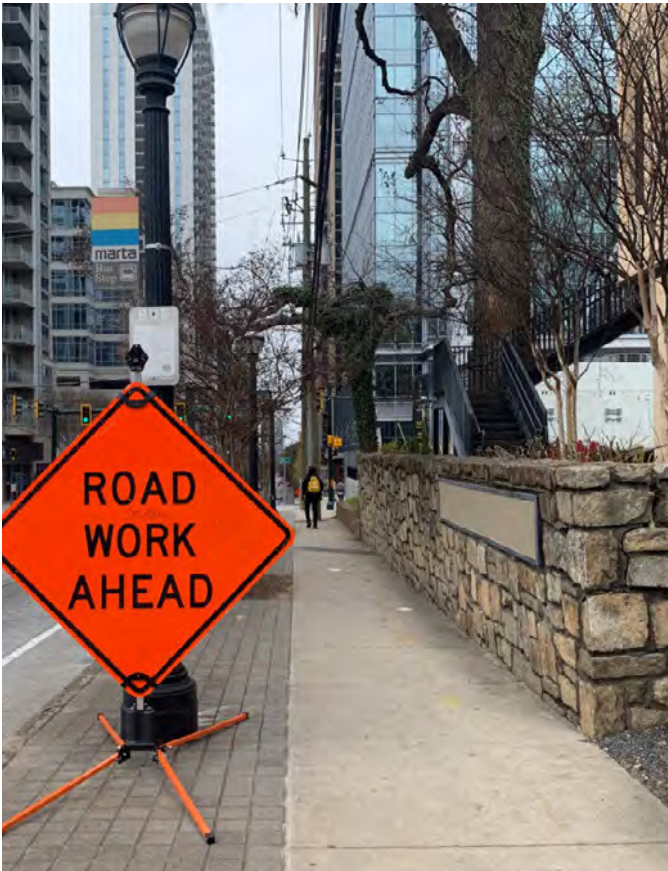


Spatial Constraints & Cultural Expression

Challenges & Opportunities

Bus stops within the study area are sparse, utilitarian stops often consisting of only a pole mounted sign. Based on MARTA service standards, many of the existing stop locations do not qualify for additional amenities, such as shelters due to encroachment into pedestrian clear zones. Although improvements installed by the Midtown Alliance may not have to comply with these standards, it is preferable to set them back from the roadway for the comfort and safety of waiting passengers. Coordination with adjacent property owners and developers will be crucial as opportunities to expand the footprint and offerings at these stops is explored.

Equally critical to coordination with property owners and developers, will be collaboration with the arts community to conceive of creative solutions for these spatially constrained and experientially lacking stops. The concentration of arts and cultural venues in Midtown coupled with Midtown Alliance’s Heart of the Arts initiative and MARTA’s Artbound programs present the opportunity to collaborate with local artists. Thus ensuring bus stops are reflective of the diversity and vibrancy of street life in Midtown and are an integral part of the urban experience whether you ride transit or not.



Blank facades & constrained condition along West Peachtree St



Mural at the Center For Puppetry Arts (Visible from Stop 1)



Arts Center MARTA Station Improvements



Urban Form & Pedestrian Experience

Challenges & Opportunities

Midtown has a dense, walkable block structure that supports walkability by providing multiple route options and abundant crossing opportunities to access destinations. Additional bike facilities and parklets are planned for the West Peachtree Street and Spring Street corridors that will elevate their feel and function, while providing better access to bus stops and destinations within the study area.

While much has been done to improve the corridors, there still exists gaps where sidewalk conditions do not support a positive pedestrian experience. Where legacy development exists, sidewalks often do not meet current SPI-16 standards, and have small sidewalk clear zones, street furniture zones, and supplemental zones that leave very little space for pedestrians to circulate and riders to wait for their bus. Where new construction is occurring, debris and temporary closures of sidewalks create barriers for pedestrians.

As appropriate, coupling bus stop improvements with redevelopment projects and public realm improvements presents an opportunity to improve cohesion and limit disruption along these rapidly evolving corridors.



MIDTOWN

**"When you
support artists
in your neighborhood,
you get art
in your neighborhood."**

— Chantelle Rytter
Lantern Parade Founder



**Nearby art installations
now on view.**

MIDTOWN
Heart of the Arts



Amplifying the Arts
in #MidtownATL

The Next Steps



This is just the start of our journey together. Stay tuned for all the exciting things to come!

We're at the transition from our initial analysis and community conversations to the creation of a placemaking strategy and priority bus stop design concepts rooted in the dynamics and qualities that make Midtown the Heart of It All. We look forward to your continued involvement!

MKSK + TOOLE + GF83