



In the
heart

MIDTOWN
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of it all

MIDTOWN Atlanta
MidtownATL.com

Photo from West Peachtree St & Peachtree Pl

The Concepts

Translating technical analysis
and community engagement
into actionable ideas!

A great bus stop is one that is accessible to everyone. It is safe, informative, comfortable, and welcoming. It is a gateway to the larger transit network and a signifier of a community's commitment to its riders. This section details the approach to shaping great bus stops for the West Peachtree Street & Spring Street corridors, and ultimately all of Midtown.

The Arboretum



Stay Cool, Breathe Easy.

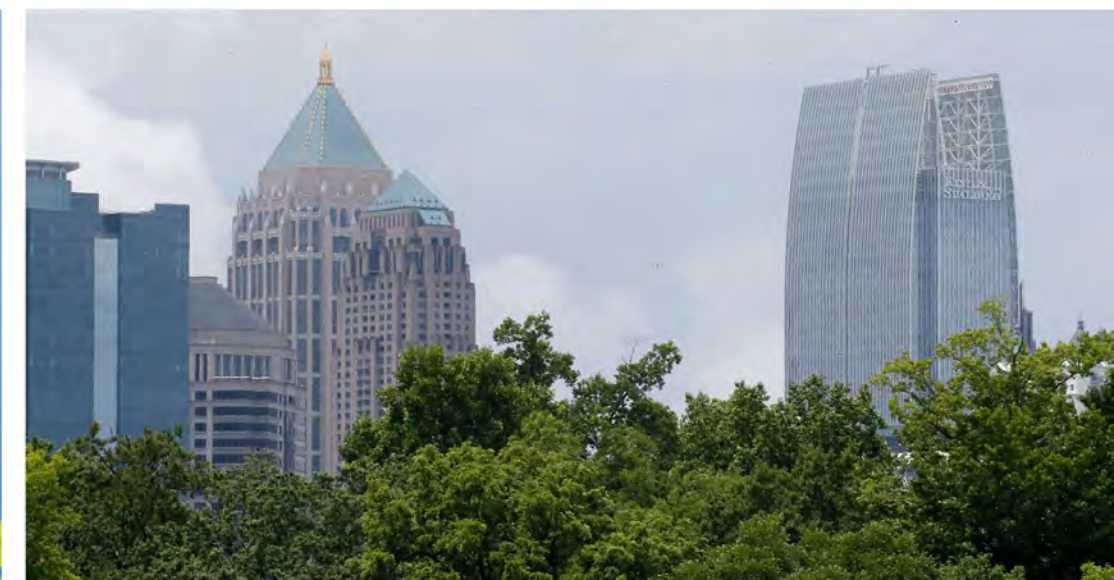
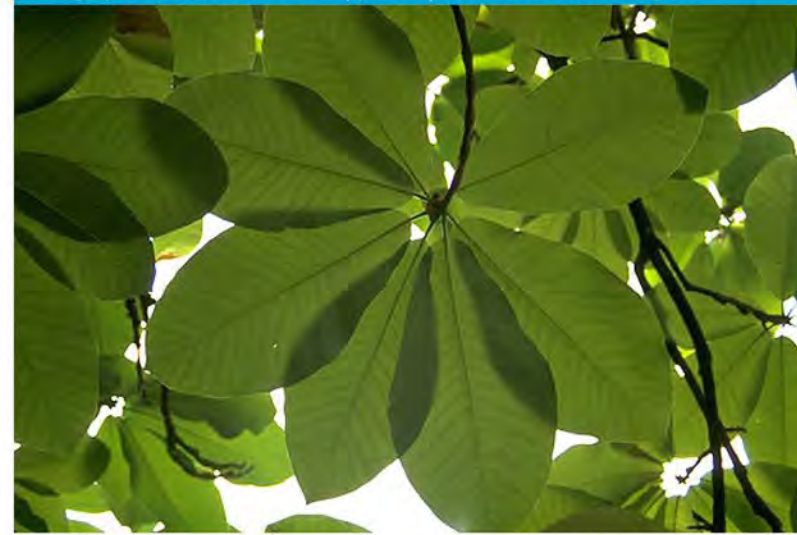
What if a bus stop looked, felt, and functioned more like a tree? Trees are essential in our urban environments. They provide critical ecosystem and economic and services. They impart innumerable benefits to our communities. Simply put, trees improve the health, quality of life, and well-being of those travel beneath them.

Affectionately known as the "city in the forest" trees are also a central part of Atlanta, and by extension Midtown's, identity. With a network of more than 40 miles of tree-lined sidewalks, Midtown is among the most distinctly urban and green district in the region. Protecting and expanding this tree canopy is important for its ability to:

- ✦ Improve Air Quality,
- ✦ Increase Biodiversity,
- ✦ Reduce Urban Heat Island,
- ✦ Sequester Carbon,
- ✦ Generate Economic Value,
- ✦ Conserve Energy,
- ✦ Improve Mental & Physical Well-being,
- ✦ Reduce Noise,
- ✦ Manage Stormwater,
- ✦ and much, much more!

So what if a bus stop looked, felt, and functioned more like a tree? What if it were viewed as a beautiful and comfortable respite? What if we were to think about this network of bus stops as an "Arboretum" with varying expressions and amenities?

The following pages explore this idea and it's potential to improve the bus ridership experience and transform the public realm of the West Peachtree Street and Spring Street corridors.





The Canopy

Concept Genesis

Using the form of the Magnolia tripetala (Umbrella Magnolia) as a jumping off point, a modular shade structure was developed with six leaf forms that can be removed and reconfigured to suit any variety of site conditions. These leaves are perforated to allow diffuse light to pass through and cast ever-changing shadows. The structure of the shelter is centralized to improve flow beneath the canopy and increase visibility.

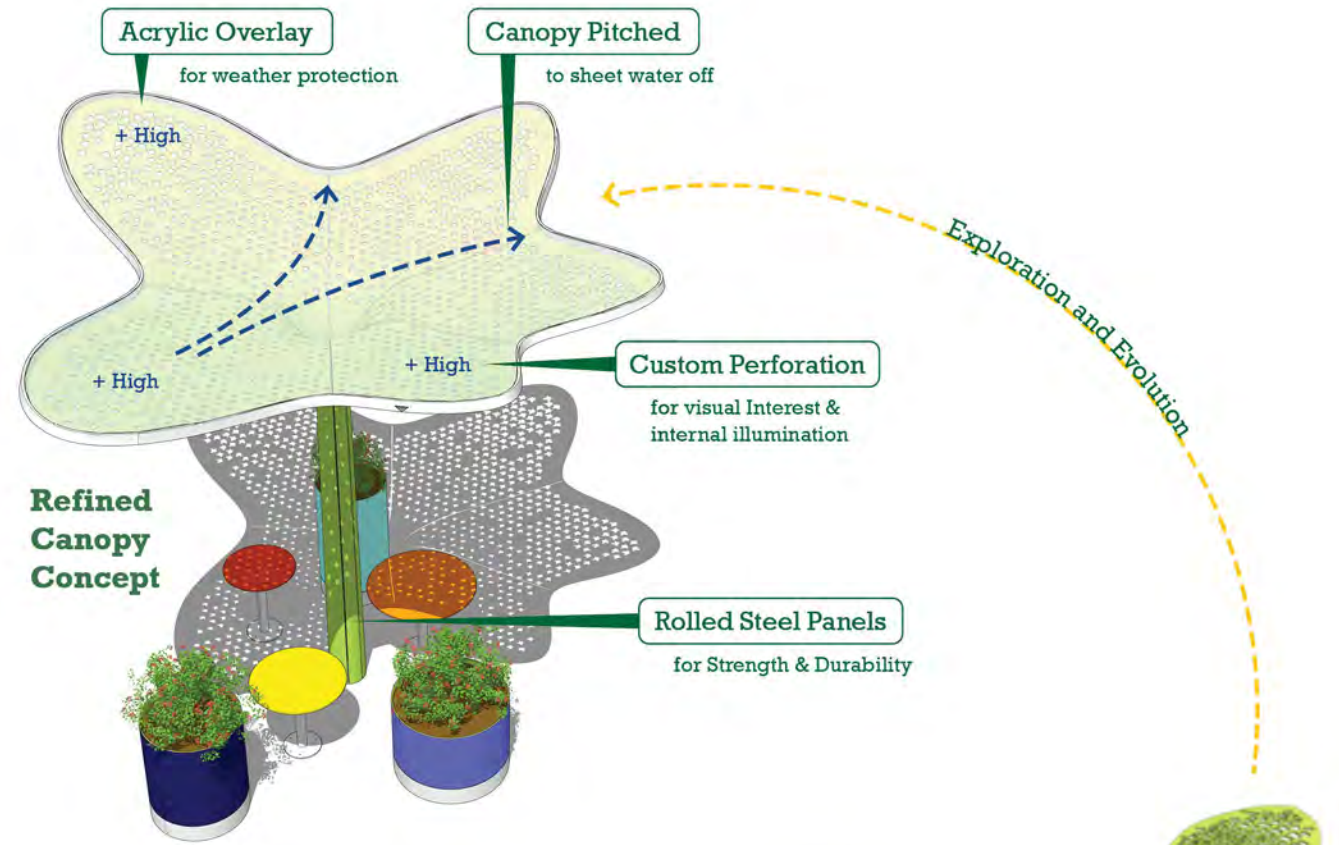
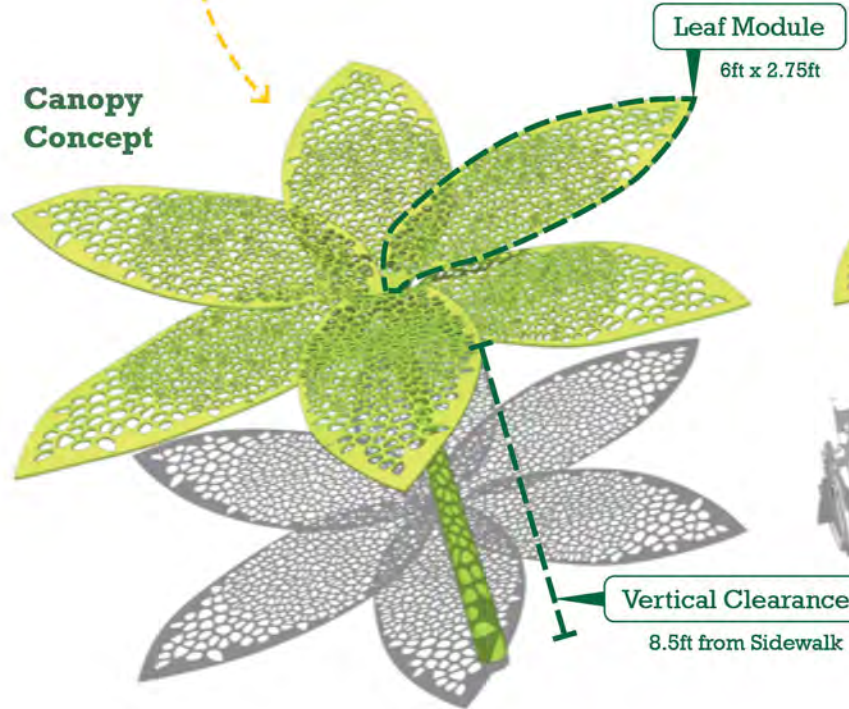
Sketchbook with native trees of Atlanta



Magnolia tripetala (Umbrella Magnolia)

Inspiration and Iteration

Canopy Concept



Refined Canopy Concept

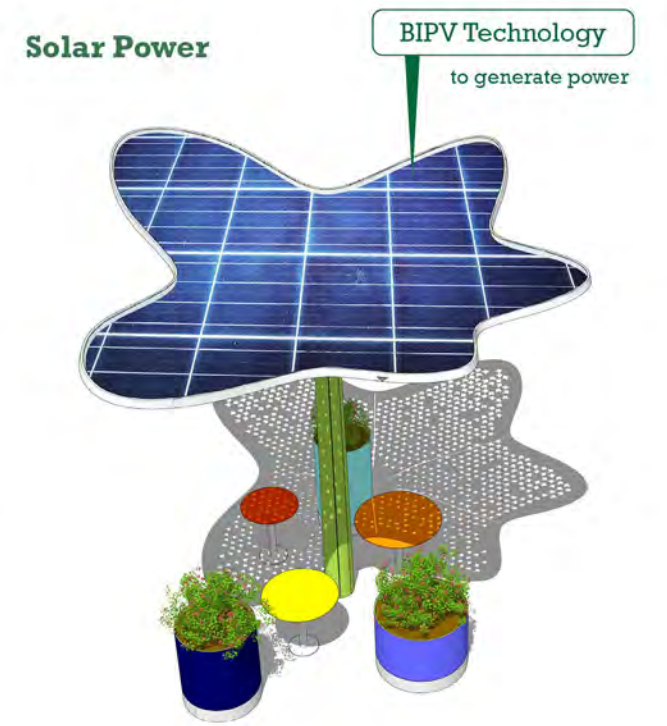
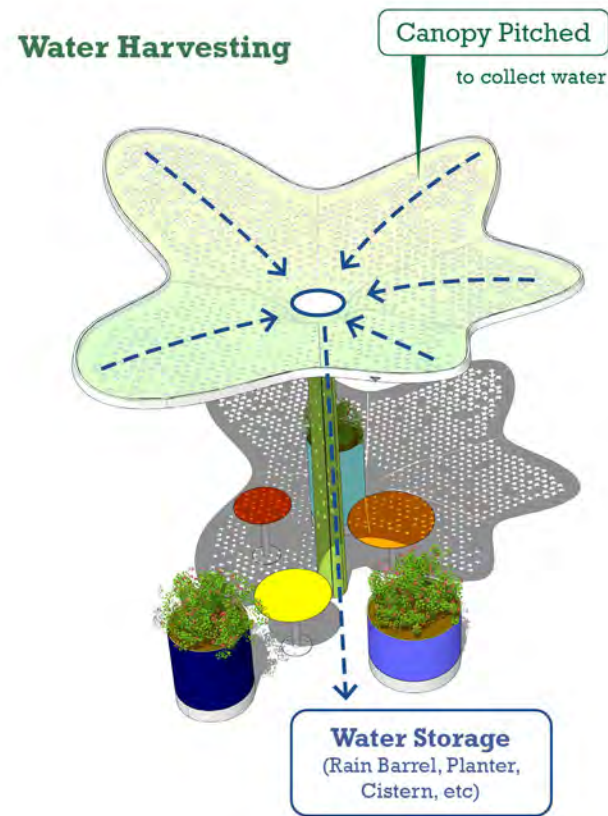
Concept Evolution

To improve the functionality and feasibility of the canopy, the form of the petals was simplified. The resulting canopy is comprised of five modules, each of varying size, that improves weather protection and enables a more efficient fabrication process. The canopy is constructed from rolled steel panels with an acrylic overlay to help keep the rain out and diffuse sunlight across the surface of the leaf. It is internally illuminated to improve night time visibility and provide 24 hour activation of the space. It is sloped to sheet water off the sides of the canopy and away from users.

Concept Expansion

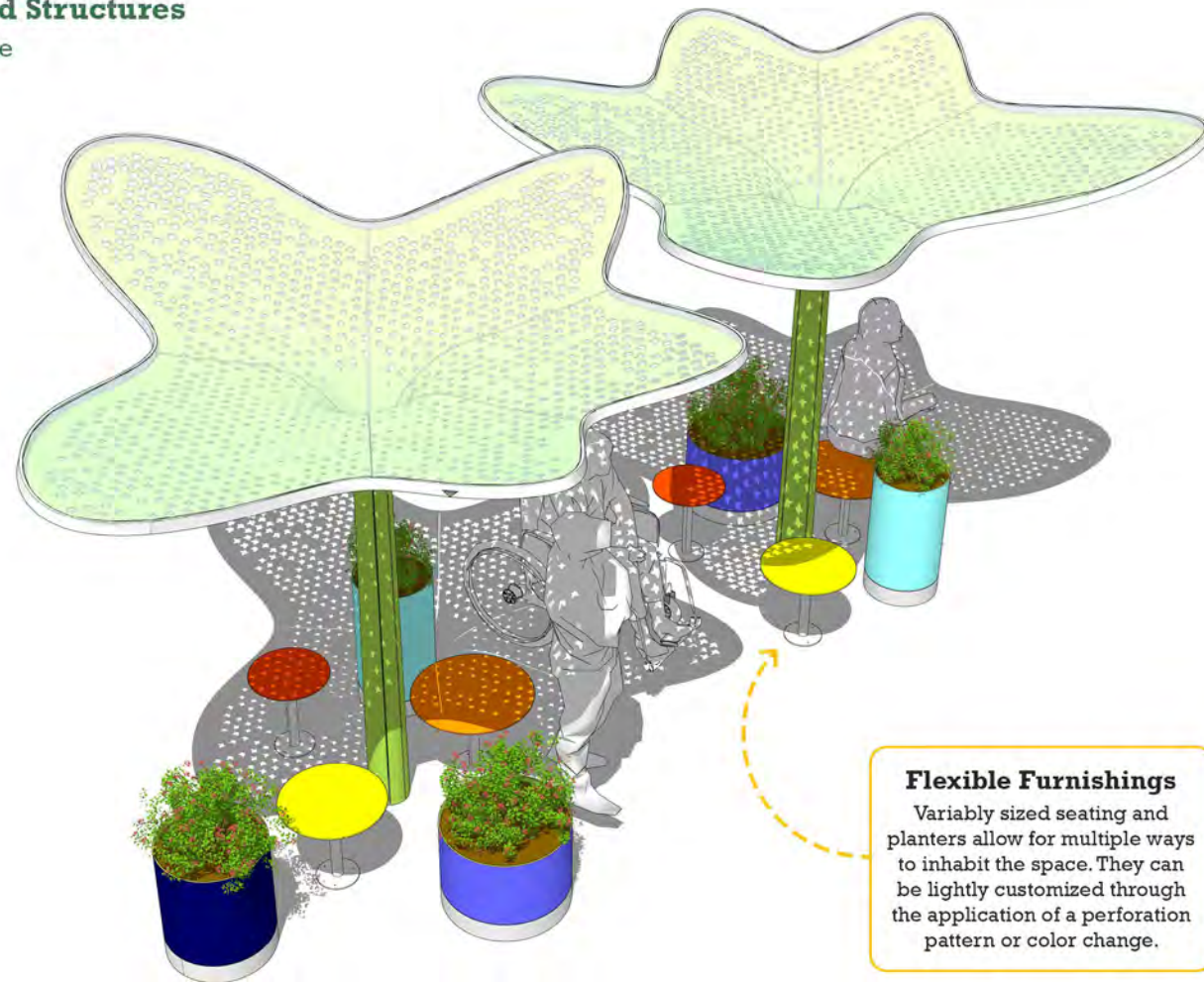
The canopy is designed with the intention that it can be modified to suit a wide variety of potential sites and perform various functions. Modified canopies could not only provide protection from the elements, but also capture & store rainwater to irrigate plants across Midtown, provide pollinator habitat, or generate power to charge personal devices like cellphones.

The canopies are also designed to be nested into one another at varying heights, so that where space allows multiple structures can be deployed to create larger gathering spaces.



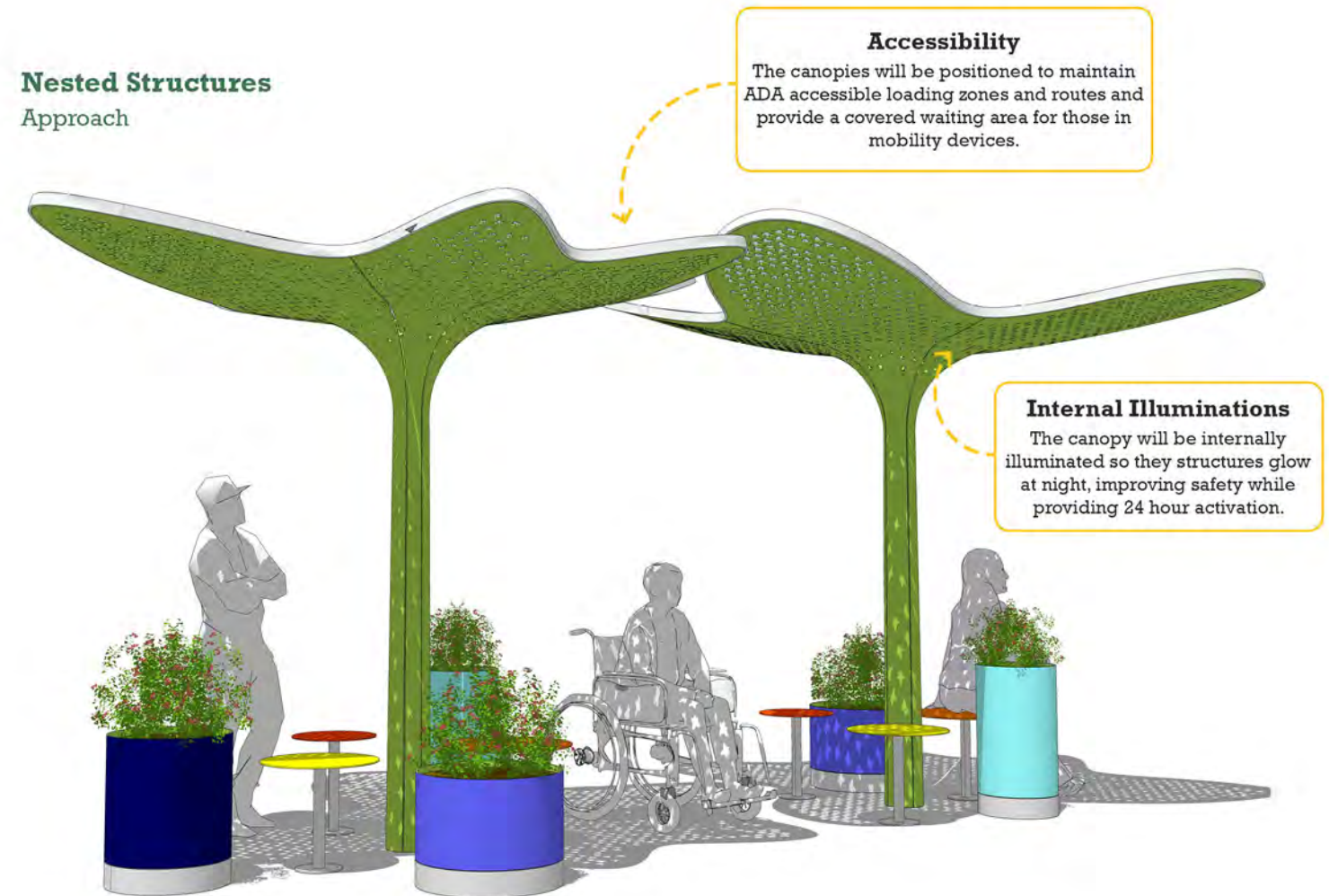
Nested Structures

Birdseye



Nested Structures

Approach



The Priority Sites



The First Steps.

To test the canopy structures and explore how they knit into the fabric of Midtown, a series of priority sites were selected to explore more deeply.

These sites were designed to a schematic level (not quite ready for construction, but getting close) and had the full suite of amenities pictured below applied to them. To choose these sites from the larger list of 15, a balance of empirical and observational elements was taken into consideration including ridership volume, service provider mix, spatial constraints & opportunities, context & adjacencies, and equity considerations. Two sites rose to the top based on those criteria and will be detailed on the following pages: Priority Site #1 | West Peachtree Street and Ponce de Leon Avenue, and Priority Site #2 | West Peachtree Street and Peachtree Place.

Kit of Parts

Key Components

Metal Planters



S: 16" D. x 30" H.
M: 20" D. x 24" H.
L: 24" D. x 18" H.

Composite Seating



S: 24" W. x 20.5" L. x 19" H.
M: 27" W. x 30" L. x 19" H.
L: 27" W. x 95" L. x 19" H.

Metal Seating

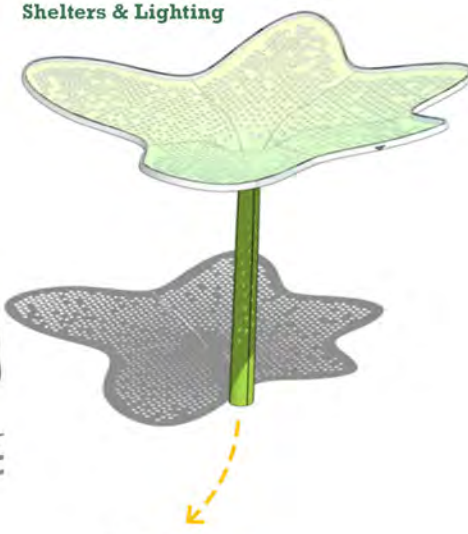


S: 16" D. x 18" H.
M: 20" D. x 18" H.
L: 24" D. x 18" H.

Unified Signage

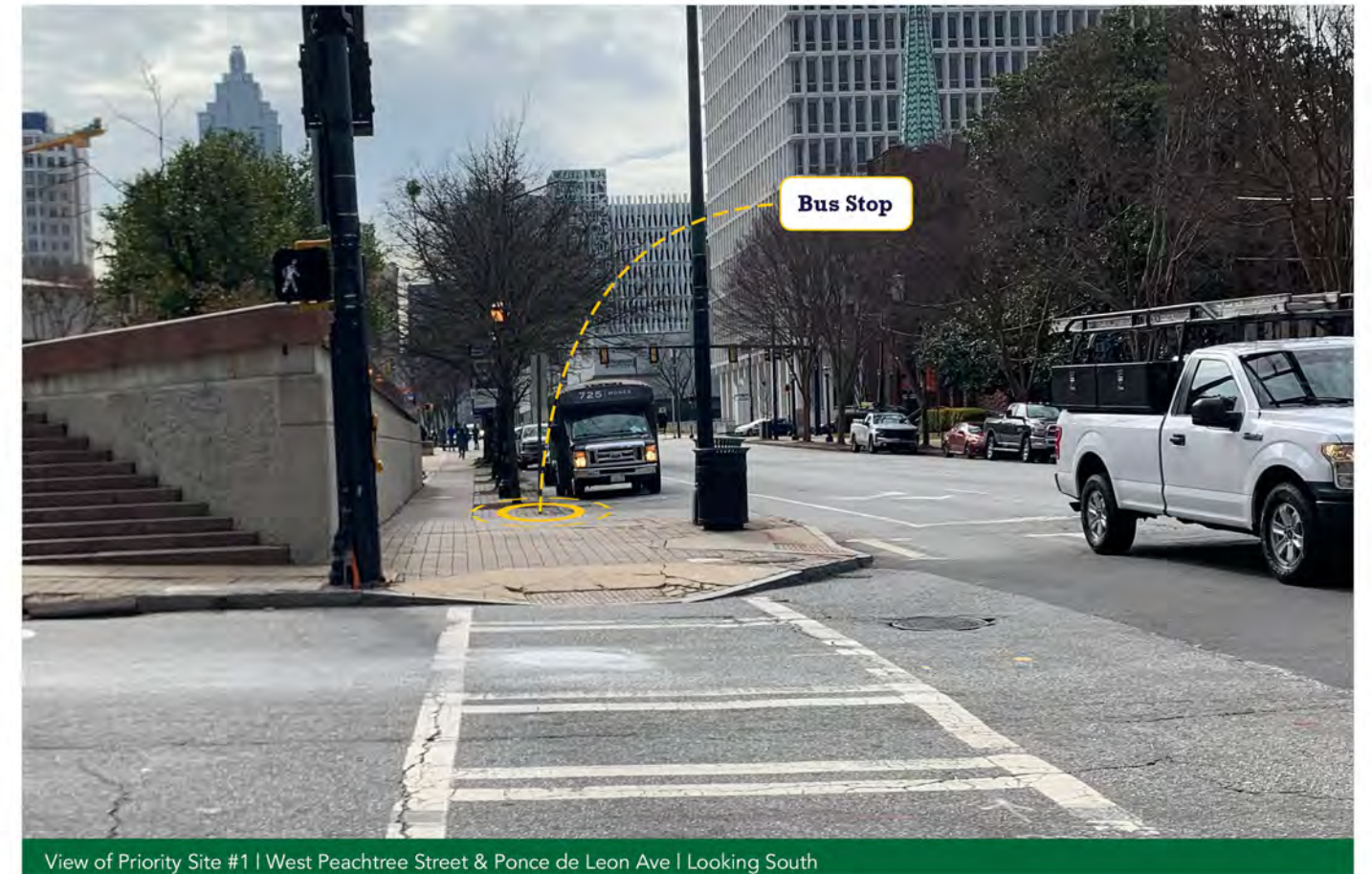


Shelters & Lighting

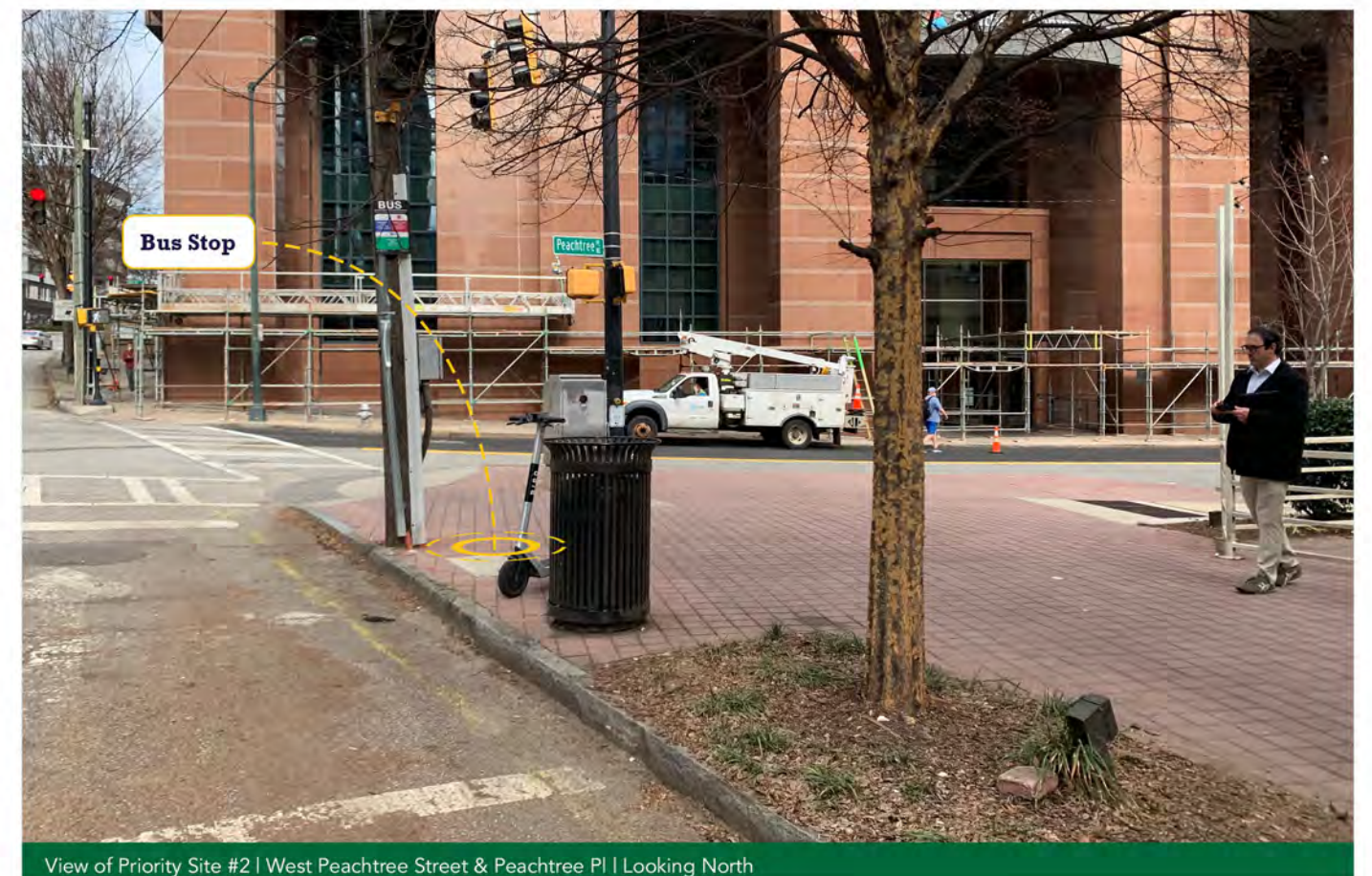


Size varies:
4.5' W. x 5.5' L. x 9.25' H. to
11.25' W x 10.75' L. x 9.25' H.

Refer to Regional Unified Bus Stop Signage standards



View of Priority Site #1 | West Peachtree Street & Ponce de Leon Ave | Looking South



View of Priority Site #2 | West Peachtree Street & Peachtree Pl | Looking North



Priority Site #1

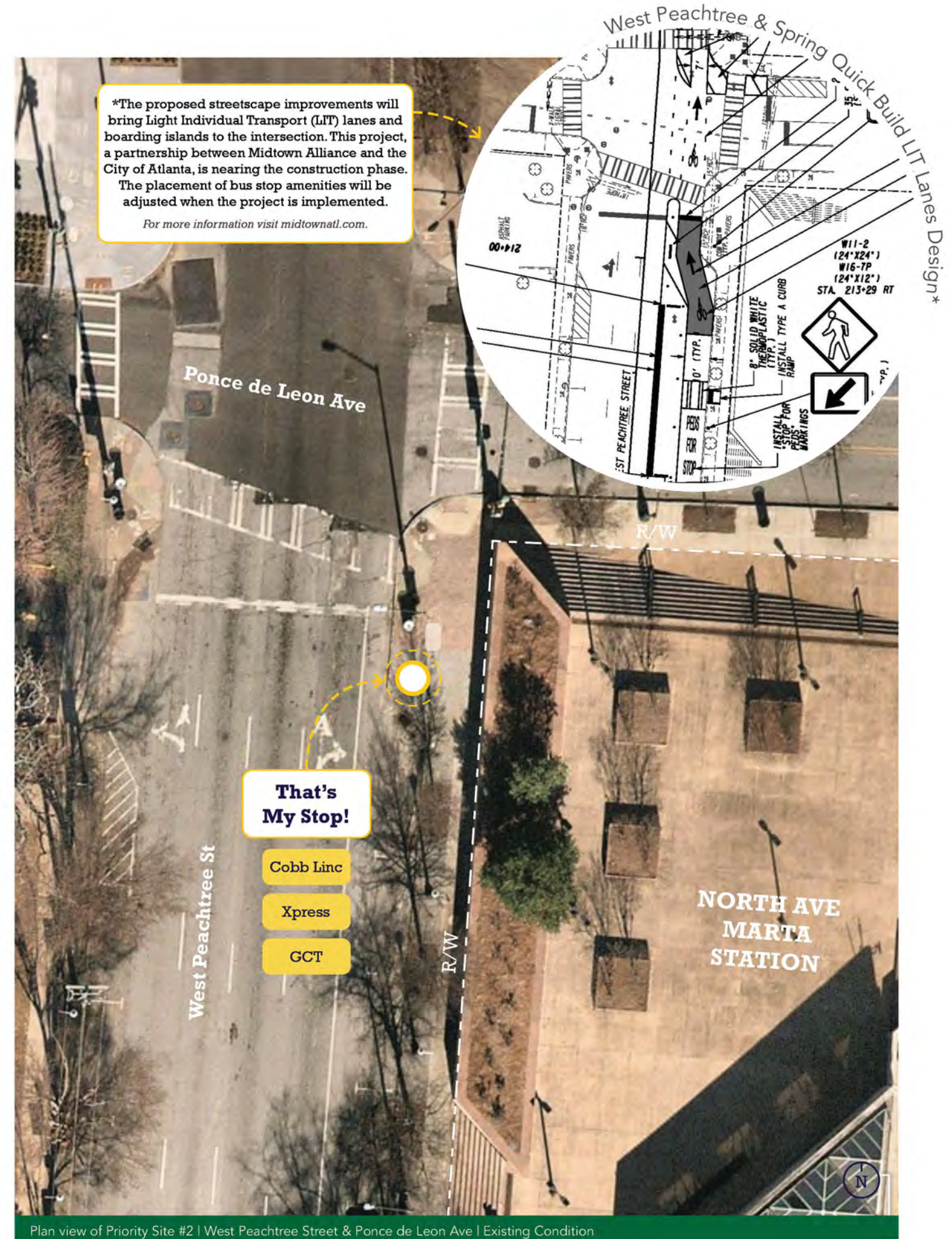
West Peachtree Street & Ponce de Leon Avenue

Located adjacent to the North Ave MARTA Station and blocks away from some of the Midtown's largest employers, including the new corporate headquarters for Norfolk Southern, the bus stop at the corner of West Peachtree Street and Ponce de Leon Avenue is ripe for reinvention.

A blank concrete retaining wall supporting an above grade plaza for the MARTA station largely defines the character of the stop. Limited shelter from the elements is provided by adjacent trees, lighting is provided by light fixtures that line the block of West Peachtree Street between North Avenue and Ponce de Leon Avenue. While narrow sidewalks (4.5ft wide) on the block do not comply with SPI-16 Standards and have the potential to become overcrowded, there is roughly 20 feet of available Right-of-Way adjacent to the stop thanks to a bump out at the corner. The proposed enhancements will take root in the space provided by the bump out and are detailed on the following pages.



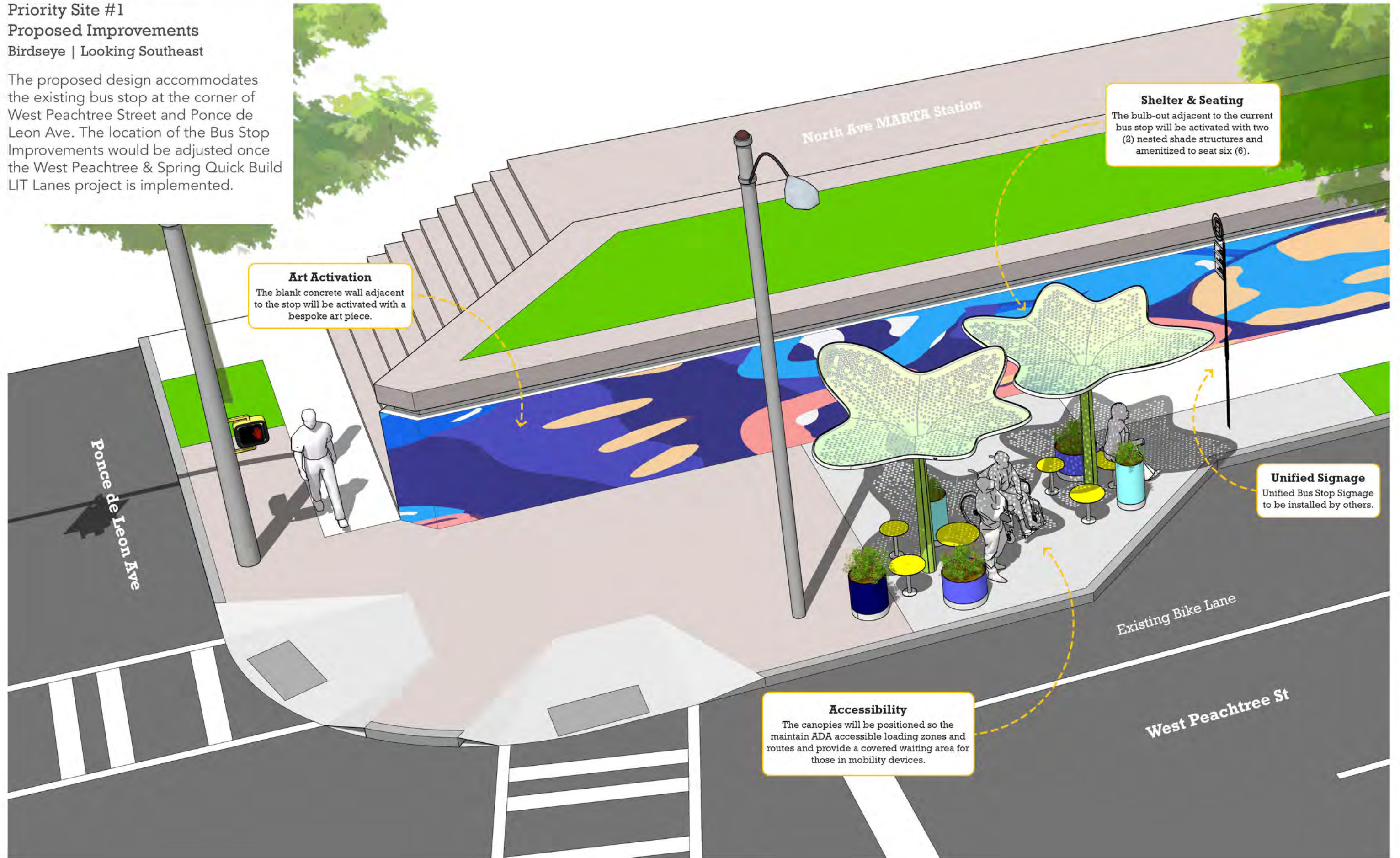
View of Priority Site #1 | West Peachtree Street & Ponce de Leon Pl | Looking South



Plan view of Priority Site #2 | West Peachtree Street & Ponce de Leon Ave | Existing Condition

Priority Site #1
Proposed Improvements
Birdseye | Looking Southeast

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Ponce de Leon Ave. The location of the Bus Stop Improvements would be adjusted once the West Peachtree & Spring Quick Build LIT Lanes project is implemented.



Art Activation
The blank concrete wall adjacent to the stop will be activated with a bespoke art piece.

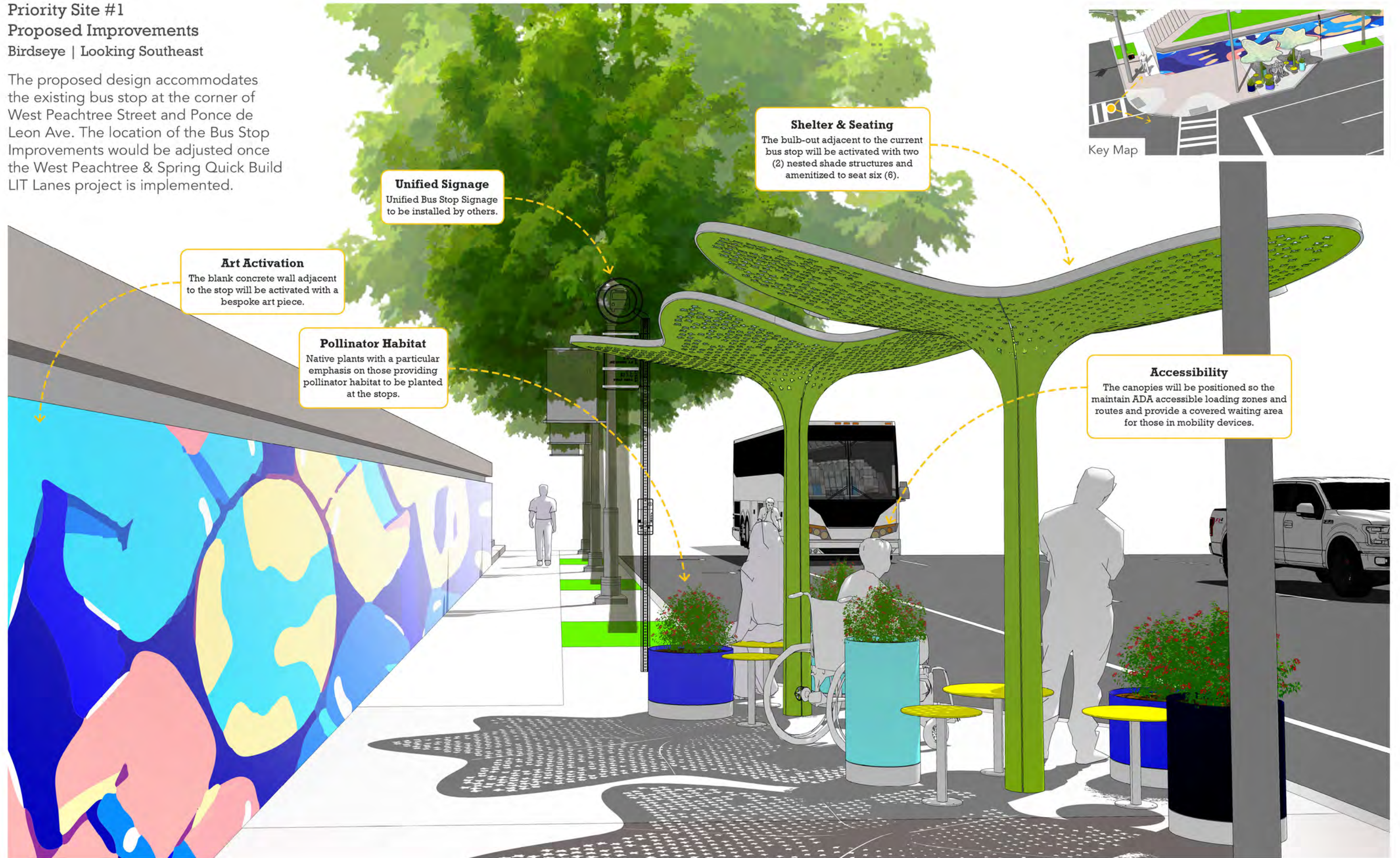
Shelter & Seating
The bulb-out adjacent to the current bus stop will be activated with two (2) nested shade structures and amenitized to seat six (6).

Unified Signage
Unified Bus Stop Signage to be installed by others.

Accessibility
The canopies will be positioned so the maintain ADA accessible loading zones and routes and provide a covered waiting area for those in mobility devices.

Priority Site #1
Proposed Improvements
Birdseye | Looking Southeast

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Ponce de Leon Ave. The location of the Bus Stop Improvements would be adjusted once the West Peachtree & Spring Quick Build LIT Lanes project is implemented.



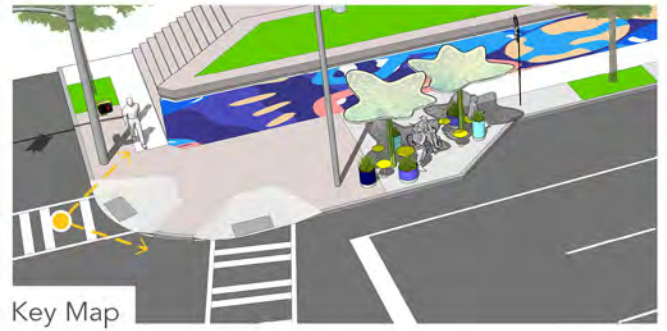
Unified Signage
Unified Bus Stop Signage to be installed by others.

Art Activation
The blank concrete wall adjacent to the stop will be activated with a bespoke art piece.

Pollinator Habitat
Native plants with a particular emphasis on those providing pollinator habitat to be planted at the stops.

Shelter & Seating
The bulb-out adjacent to the current bus stop will be activated with two (2) nested shade structures and amenitized to seat six (6).

Accessibility
The canopies will be positioned so the maintain ADA accessible loading zones and routes and provide a covered waiting area for those in mobility devices.

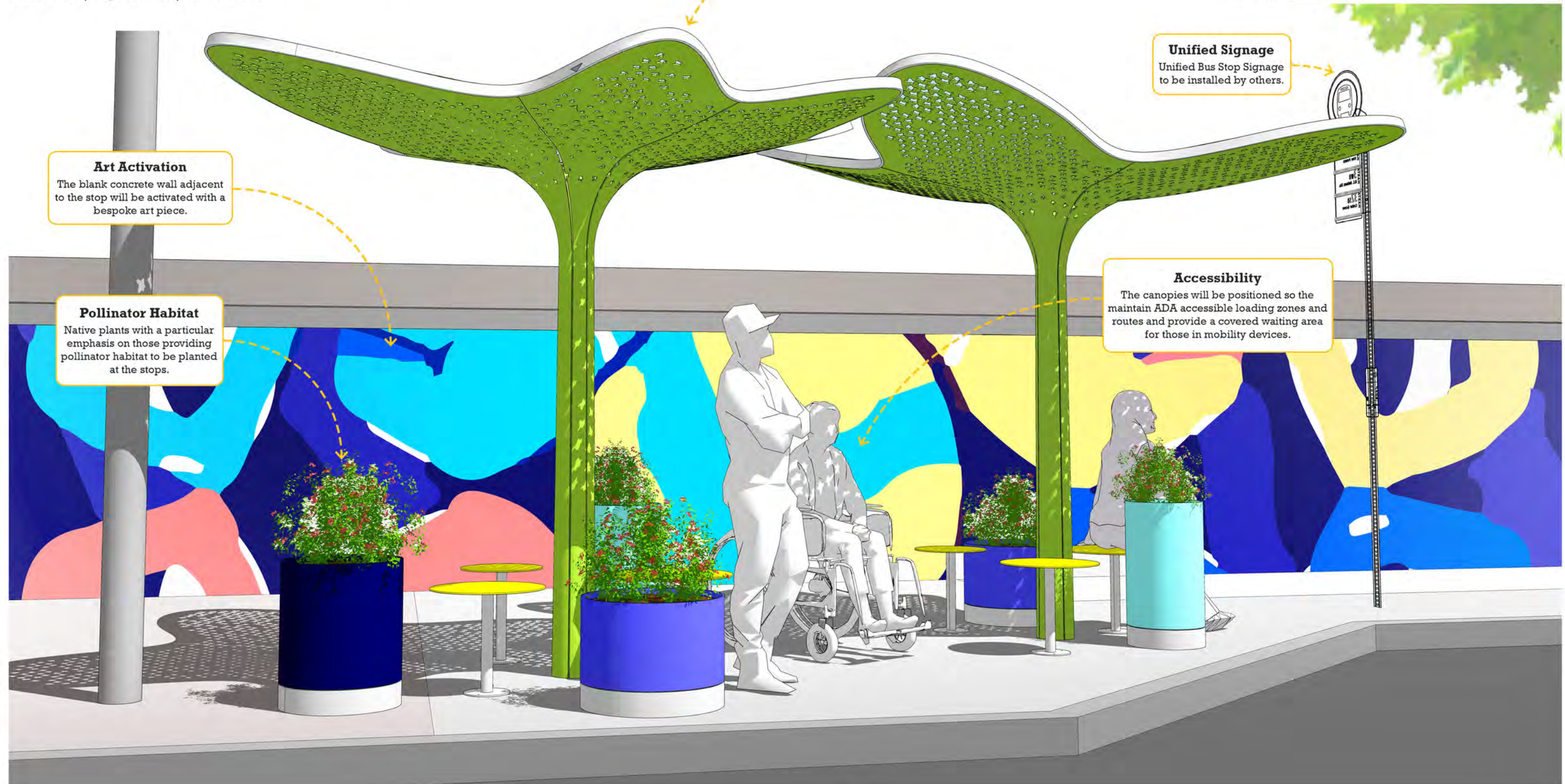


Priority Site #1

Proposed Improvements

Birdseye | Looking Southeast

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Ponce de Leon Ave. The location of the Bus Stop Improvements would be adjusted once the West Peachtree & Spring Quick Build LIT Lanes project is implemented.



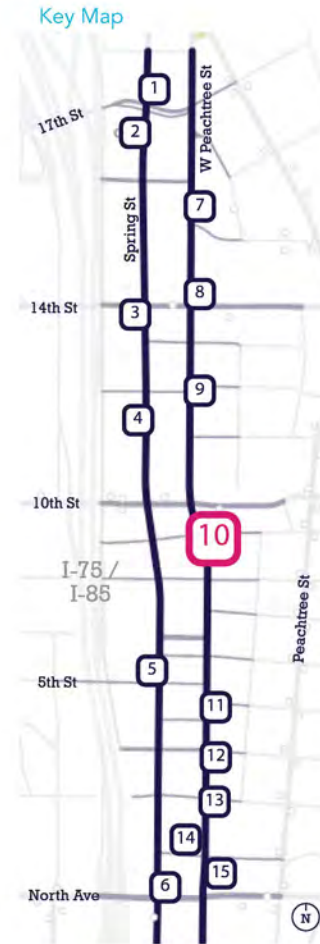


Priority Site #2

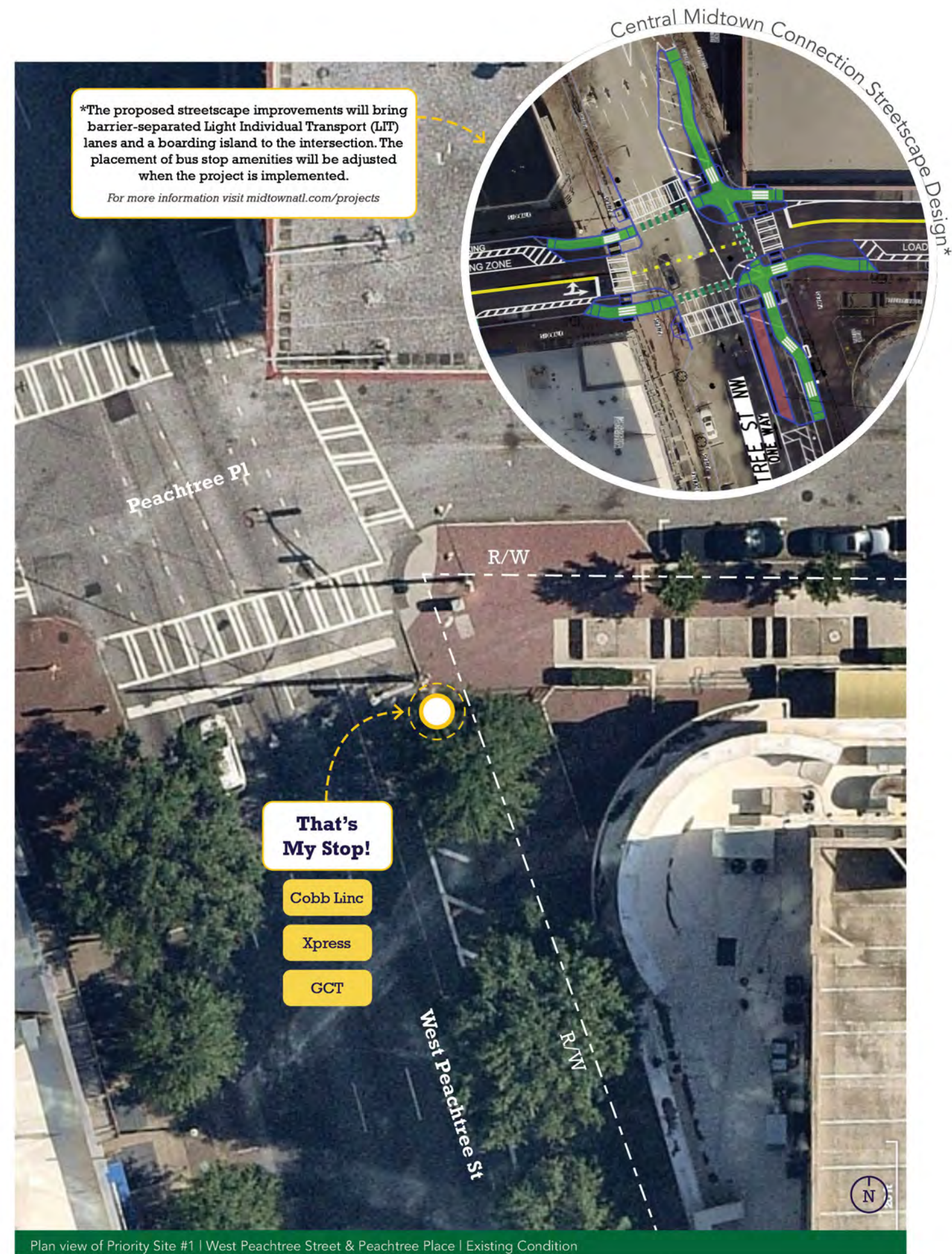
West Peachtree Street & Peachtree Place

Located at the junction of two planned multi-modal streetscape improvements – the West Peachtree Street Quick Build LIT Lanes and the Central Midtown Connector the bus stop at the corner of West Peachtree Street and Peachtree Place holds tremendous public space potential.

The character of this stop is defined by the adjacent plaza, which is largely devoid of distinguishing features except for a large above-ground signal box. This large space provides tremendous placemaking potential. The following pages detail the proposed enhancements to the bus stop as well as a conceptual vision for the activation of the adjacent plaza.



View of Priority Site #1 | West Peachtree Street & Peachtree Place | Looking South



Plan view of Priority Site #1 | West Peachtree Street & Peachtree Place | Existing Condition

Priority Site #2
Proposed Improvements
Birdseye | Looking Southeast

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Peachtree Place, while anticipating future multi-modal improvements along the corridor.



Art Activation
The empty plaza has tremendous potential to house a monumental and multifunctional sculpture and additional shelters.
Note: Parts of these elements may extend beyond public right of way and may require coordination with the property owner. The design of the sculpture and additional shelters as shown is conceptual and not reflective of the final approved condition.

Art Activation
The existing utility box should be painted to enliven the plaza.

Unified Signage
Unified Bus Stop Signage to be installed by others.

Shelter & Seating
The existing bus stop will be activated with a nested shade structures and amenitized to seat three (3).

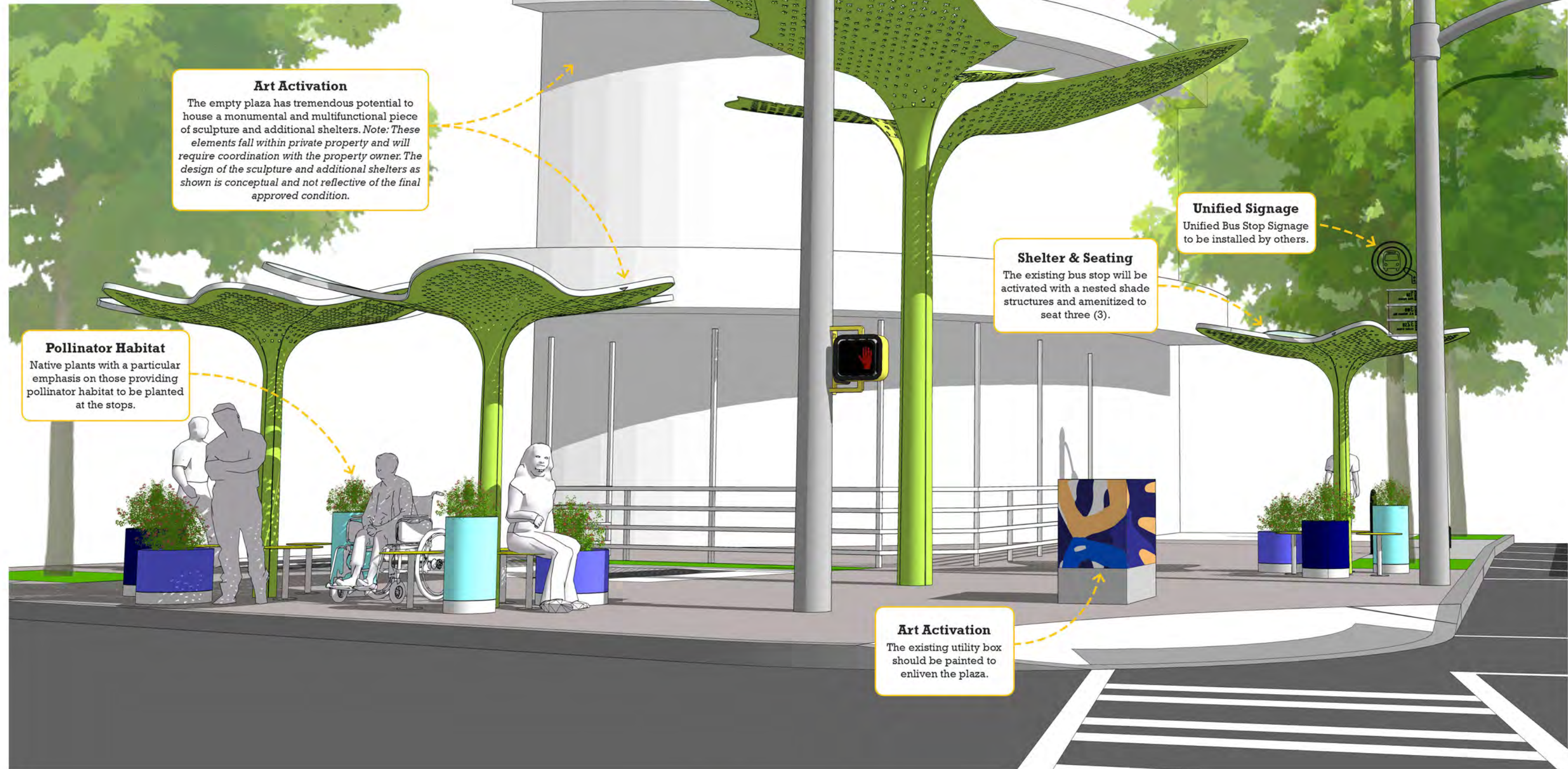
Peachtree Pl

Existing Bike Lane

West Peachtree St

Priority Site #2
Proposed Improvements
 Approach | Looking South

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Peachtree Place, while anticipating future multi-modal improvements along the corridor.



Art Activation
 The empty plaza has tremendous potential to house a monumental and multifunctional piece of sculpture and additional shelters. *Note: These elements fall within private property and will require coordination with the property owner. The design of the sculpture and additional shelters as shown is conceptual and not reflective of the final approved condition.*

Pollinator Habitat
 Native plants with a particular emphasis on those providing pollinator habitat to be planted at the stops.

Shelter & Seating
 The existing bus stop will be activated with a nested shade structures and amenitized to seat three (3).

Unified Signage
 Unified Bus Stop Signage to be installed by others.

Art Activation
 The existing utility box should be painted to enliven the plaza.

Priority Site #2
Proposed Improvements
 Approach | Looking East

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Peachtree Place, while anticipating future multi-modal improvements along the corridor.



Art Activation
 The empty plaza has tremendous potential to house a monumental and multifunctional piece of sculpture and additional shelters. *Note: These elements fall within private property and will require coordination with the property owner. The design of the sculpture and additional shelters as shown is conceptual and not reflective of the final approved condition.*

Unified Signage
 Unified Bus Stop Signage to be installed by others.

Shelter & Seating
 The existing bus stop will be activated with a nested shade structures and amenitized to seat three (3).

Pollinator Habitat
 Native plants with a particular emphasis on those providing pollinator habitat to be planted at the stops.

Art Activation
 The existing utility box should be painted to enliven the plaza.

