South Downtown Transportation Plan

FINAL REPORT

SUMMER 2023

ATLANTA DOWNTOWN

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1. INTRODUCTION

South Downtown Atlanta is a neighborhood undergoing transformation. Once the historic heart of the city, South Downtown experienced disinvestment and vacancy in the second half of the twentieth century as development moved northward and the railroad, which once anchored the neighborhood, declined in importance. Today the community is again at an inflection point. The delivery of several transformational real estate projects, coupled with the neighborhood being home to Atlanta's largest event venues, promises to make South Downtown a vibrant 24-hour neighborhood again where Atlantans live, work, and play.

Transportation is key to facilitating South Downtown's revival. For this neighborhood to thrive, it must be supported by a robust multimodal transportation network where cycling, walking, and transit are convenient and comfortable. As streets form the largest cohort of public spaces in the neighborhood, roadway investments are also an opportunity to create a more inviting and engaging public realm.

PROJECT PURPOSE

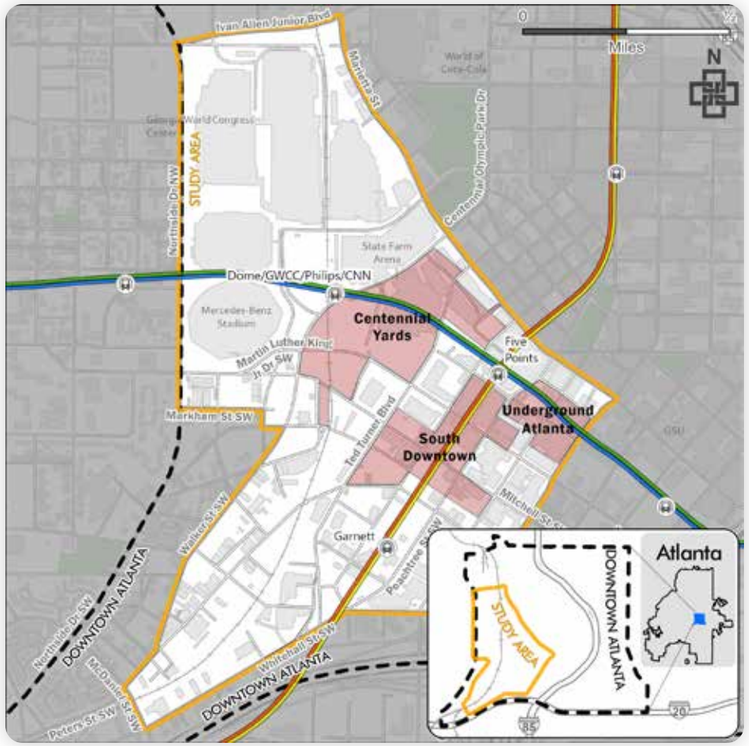
Central Atlanta Progress, Inc. (CAP) and the Atlanta Downtown Improvement District (ADID) are leading the development of an integrated and multimodal transportation plan for South Downtown (Figure 1). This South Downtown Transportation Plan ("the plan") outlines a program of infrastructure investments to improve transportation and the public realm in the neighborhood.

The plan strives to build upon and reinforce recommendations from past planning efforts that call for:

- **Improving walking and cycling facilities** through new funding for sidewalk repairs, dedicated cycling infrastructure, new pedestrian connections, and improved lighting.
- **Improving transit access to support growth and events.**
- **Reforming parking** by implementing dynamic pricing and removing excess parking supply.
- **Enhancing curbside management** through better regulation and enforcement.

This plan complements the Downtown Atlanta Master Plan and Atlanta Transportation Plan by offering transportation choices, increasing safety, and promoting a shift away from cars to other modes.

Figure 1: **South Downtown Study Area and Key Development Projects**



Note: Existing buildings are in gray and major planned developments are in red.

STAKEHOLDER ENGAGEMENT

This plan includes extensive stakeholder and public engagement to ensure effective and meaningful feedback. The stakeholder engagement was carried out throughout the duration of the project from initial input on the project vision, to final comments on the proposed projects and street typologies. The Stakeholder Advisory Committee (SAC) played a critical role in directing the project. The committee, comprised of representatives from the City of Atlanta, MARTA, GDOT, and major property owners convened several times during the project as a group and through one-on-one meetings.

ENGAGEMENT ACTIVITIES

SAC#1 Laying the Groundwork

October 6, 2022
Proposed street typologies and capital projects were reviewed.

Events Focus Group: The study team held a focus group with representatives from State Farm Arena, Mercedes-Benz Stadium, and the Georgia World Congress Center on **November 2, 2022** to learn more about event-related transportation needs.

SAC#2 Building the Case

November 10, 2022
A debrief on existing conditions identified key transportation needs.

Fall Popup Activity: The study team manned a booth at the Atlanta Downtown Neighborhood Association's Downtown Festival on November 12, 2022 to provide information on the project intent and timeline. There were two stations for community members to provide input on where they like to walk and bike, where they face transportation challenges, and a visual preference survey of different street types. Between 30 to 40 people participated in the activities.

SAC#3 Visioning and Creating Consensus

December 15, 2022
A design charette defined street typologies and identified possible capital projects.

Public Survey: An online public survey was used to gather additional input on modal preferences, desired street design changes, and other transportation needs. The survey was conducted from **January 18, 2023, to February 23, 2023**, and received 788 responses.

SAC#4 Creating the Action Plan

February 16, 2023
Proposed street typologies and capital projects were reviewed.

PLAN ORGANIZATION

This plan is organized into six chapters:

- **Chapter 1 – Introduction.**
- **Chapter 2 – Project Context:** Describes the existing and projected conditions in South Downtown and a synopsis of key issues that this plan addresses.
- **Chapter 3 – Policy Framework for Street Design in South Downtown:** Establishes a decisionmaking framework to guide future transportation and street design investments in South Downtown by applying street typology and curbside use recommendations.
- **Chapter 4 – Corridor Evaluation and Prioritization:** Prioritizes several streets with applied typologies from the previous chapter and discusses stakeholder feedback on the prioritization process. Discusses high-level funding sources.
- **Chapter 5 – Proposed Projects**: Proposes multiple projects for the streets in South Downtown. Projects are broken down by estimated cost and phasing, sponsors and supporters, and funding sources.
- **Chapter 6 – Conclusion.**

PLAN STAKEHOLDERS

Several organizations play significant roles in this plan's implementation, and their names have been abbreviated throughout this plan:

- **ARC:** Atlanta Regional Commission
- **CAP/ADID:** Central Atlanta Progress and the Atlanta Downtown Improvement District
- **CIM:** CIM Group, the developer of Centennial Yards
- **GDOT:** Georgia Department of Transportation
- **GSFIC:** Georgia State Financing and Investment Commission
- **GWCC:** The Georgia World Congress Center
- **MARTA:** Metropolitan Atlanta Rapid Transit Authority
- **MBS:** Mercedes-Benz Stadium
- **Newport:** Newport RE, the developer of South DWNTN
- **Pope and Land:** Pope and Land Real Estate, one of several developers in South Downtown
- **SFA:** State Farm Arena
- **Underground:** Lalani Ventures, the owner of Underground Atlanta

2. PROJECT CONTEXT

THE SOUTH DOWNTOWN COMMUNITY

South Downtown today is largely an employment and event destination with a small but diverse residential population. Three major planned real estate developments will bring significant new housing and retail to the neighborhood, helping transform the area into a 24/7 destination.

DEMOGRAPHICS

South Downtown is home to 2,570 residents. One third of households earn less than $35,000 per year, and one third lack access to a car; both groups are more likely than average to rely on multimodal transportation options like transit. Eighty percent of South Downtown's residents are people of color.

EMPLOYMENT

Of South Downtown's 24,865 total jobs, 21 percent are in the hospitality, healthcare, and retail sectors, where workers disproportionately rely on modes other than driving[1]. These sectors do not follow the typical nine-to-five schedule, nor are they easily served by teleworking[2], which indicates a need for transit options outside of morning and evening peak periods. Public sector entities, including Atlanta City Hall, the Fulton County Government, and the Georgia State Capitol, employ 50 percent of the area's workers.

EVENTS

Mercedes-Benz Stadium, the Georgia World Congress Center, and State Farm Arena are major destinations in South Downtown. The Georgia World Congress Center is the fourth-largest convention center in the country and hosts over a million visitors each year. State Farm Arena is home to the Atlanta Hawks and major concerts. Mercedes-Benz Stadium is home to the Atlanta Falcons and Atlanta United; the venue will also host matches during the 2026 World Cup.

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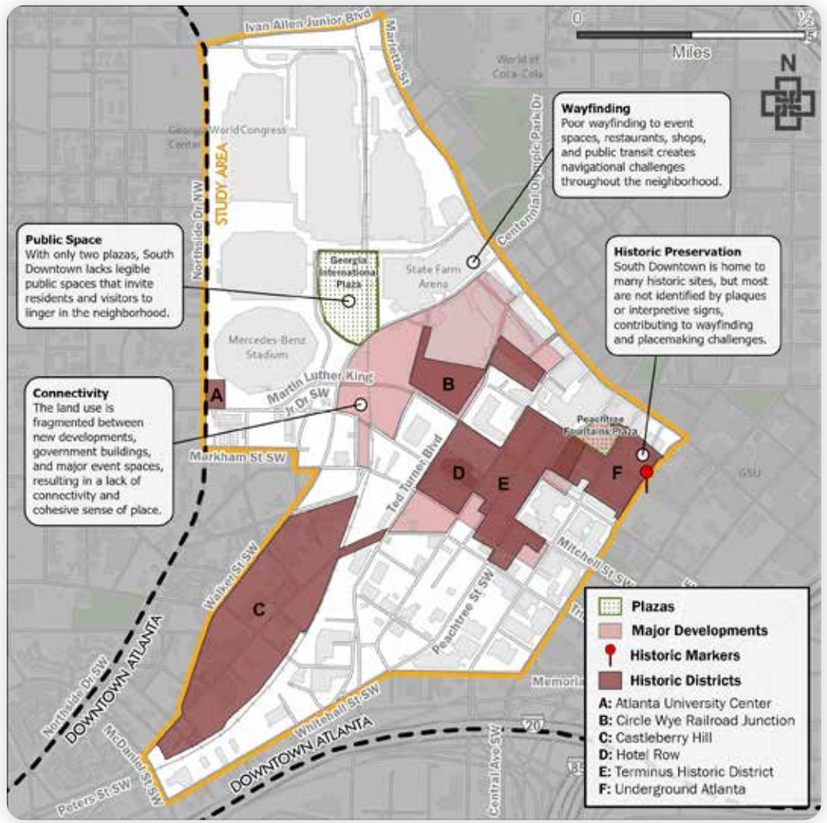
1 U.S. Census Bureau, American Community Survey. 2017-2021 Five-Year Estimates. Table S0802: *Means of Transportation to Work by Selected Characteristics.*

2 Matthew Dey, Harley Frazis, Mark A. Loewenstein, and Hugette Sun. "Ability to Work from Home: Evidence from Two Surveys and Implications for the Labor Market in the COVID-19 Pandemic." Monthly Labor Review. U.S. Bureau of Labor Statistics, June 2020. https://doi.org/10.21916/mlr.2020.14.

PLACEMAKING AND URBAN CHARACTER

Despite being one of the city's most significant historic neighborhoods, South Downtown today is fragmented by several large vacant parcels. Many streets lack street-level activity such as retail and restaurants. Wayfinding is also a challenge, and it can be difficult to navigate between nearby destinations on foot or by bike. A major geographic feature of South Downtown is the Gulch, a large sunken area bisected by railroad lines that separates destinations like Mercedes-Benz Stadium from nearby Five Points. Most of the major streets within the Gulch are on elevated viaducts, with some local streets running at ground level disconnected from the streets above. Figure 2 outlines some of the placemaking issues observed, such as the need for streetscape beautification, better pedestrian connections, and increased wayfinding between transit, event spaces, and leisure activities located throughout South Downtown.

Figure 2: **Placemaking Shortcomings In South Downtown**



FORECASTED GROWTH

The Atlanta Regional Commission (ARC) forecast predicts that the population and number of households in South Downtown will more than double between 2020 and 2040, and that jobs will increase by a third (Table 1).

Table 1: **Population and Employment Projections in South Downtown**

	2020	2030	2040	% Change (2020-2040)
Households	2,051	3,226	4,170	103%
Population	5,224	8,633	10,650	104%
Employment	32,909	36,021	43,636	33%

Source: Foursquare ITP analysis of the Atlanta Regional Commission PECAS 2015 Forecast.

Population projections may underestimate the expected rate of population growth in the neighborhood (Table 2). Over 4,000 housing units are currently under construction or in the planning and design phase.

Table 2: **Housing Units in South Downtown**

Number of Housing Units in Study Area	Status
1,745	Opened in or before 2022
2,160	Planned to open by 2025
2,180	Planned to open after 2025
4,340	**Subtotal of Planned Units**
6,085	**TOTAL**

Source: CAP Housing Inventory and CAP Development Investments Database.

PLANNED DEVELOPMENTS

Three major planned projects in South Downtown have the potential to bring over 4,000 new housing units and millions of square feet of retail and office space to the neighborhood (Figure 2). In interviews conducted for this plan, developers expressed a desire for their projects to contribute to the revitalization of South Downtown and an understanding that their developments' success will depend upon improvement of the urban fabric. As a result, each project contains substantial investments in public spaces and contributions towards streets that create a welcoming pedestrian environment while preserving vehicular access. The three major development projects are:

Centennial Yards

CIM Group will create a mixed-use neighborhood in the Gulch, taking advantage of the elevation difference between street and ground levels to provide parking and delivery access below street level. Two components of the project, the Lofts at Centennial Yards and Wild Leap Brew Company, are already open. Future phases of Centennial Yards will include a new entertainment district built atop the existing CNN parking structure. The project also includes the recently-opened Nelson Street Pedestrian Bridge.

SOUTH DWNTN

Newport RE's plans feature a traditional downtown neighborhood organized around the existing street grid. South DWNTN will incorporate existing historic structures through adaptive reuse and build new structures atop some of the neighborhood's underused parking lots. The development includes significant street-level commercial space along Mitchell and Broad Streets that will help activate those corridors.

Underground Atlanta

Lalani Ventures' plan for Underground Atlanta seeks to revitalize the historic streets and shopping district into a mixed-use destination with art galleries, restaurants, and entertainment venues. The redevelopment will add nearly 2,000 residential units, hundreds of hotel rooms, and around four million square feet of office and retail space, centered on pedestrianized Alabama and Pryor Streets.

OUTREACH TO DEVELOPERS

Redevelopment in South Downtown is creating opportunities to improve public space, establish new pedestrian and cycling connections, and open new commercial and residential amenities. The new developments will also impact South Downtown's transportation network. To ensure these opportunities and impacts are reflected in this plan, the study team conducted interviews with senior representatives from each of the three major developments in South Downtown: CIM Group's Centennial Yards, Newport RE's SOUTH DWNTN, and Lalani Venture's renovation of Underground Atlanta. The interviews covered a variety of topics, including:

- How patrons could be encouraged to take alternative modes of transportation.
- How transit could be improved to better support South Downtown.
- Whether the new developments would provide shuttle service for patrons.
- Parking, including constructing on-site parking and developing a strategy to jointly manage parking spots.
- How South Downtown's street network will accommodate car, pedestrian, bike, and service vehicle access to the new developments.

Findings from the interviews were incorporated into this plan's recommendations.

TRANSPORTATION NETWORK IN SOUTH DOWNTOWN

South Downtown is at the nexus of Atlanta's transit network, with Five Points serving as the largest transfer hub in the MARTA network. Several significant roadways cross the study area. The neighborhood's transportation infrastructure is evolving, with new transit and streetscape investments either underway or planned.

Figure 3: **2021 Annual Average Daily Traffic Levels in South Downtown**

TRAFFIC PATTERNS

In 2022 the number of employees and visitors traveling to Downtown Atlanta exceeded the local population by more than a factor of ten.[3] The study team assessed travel flows into South Downtown and found that most trips are by people coming into the neighborhood instead of internal travel within the neighborhood. South Downtown is a regional destination and travel patterns reflect that.

The heaviest traffic in South Downtown is along streets at the study area's periphery, such as Northside Drive and Ivan Allen Boulevard (Figure 3). These streets serve as important regional connectors and link the neighborhood to nearby highways. Traffic levels on streets within the heart of South Downtown are generally significantly lower than the aforementioned arterials. Average traffic volumes, however, can be misleading since the neighborhood sees a surge of traffic during events, much of which is centered along Centennial Olympic Park (COP) Drive and connecting streets. COP Drive is sometimes converted to one-way operations before and after events to help move traffic through South Downtown as efficiently as possible. Additionally, Mitchell Street and MLK Jr. Drive serve as primary east-west routes to the events venues. As on COP Drive, traffic is occasionally switched to one-way after events. However, these changes to traffic operations will no longer be possible after Summerhill BRT is implemented.

3 Second Quarter Downtown Market Data. CAP, 2022.

TRANSIT NETWORK

South Downtown is at the nexus of the Metropolitan Atlanta Rapid Transit Authority's (MARTA) heavy rail network, with connections to numerous local and regional bus routes. There are three MARTA stations within South Downtown: Five Points, Garnett, and GWCC/CNN Center. Two additional stations, Peachtree Center and Vine City, are located just outside South Downtown. Five Points, where all four MARTA heavy rail lines intersect, is also served by many MARTA bus routes passing through South Downtown (Figure 4). Finally, many commuter bus routes terminate in South Downtown as well.

TRANSIT RIDERSHIP

According to ridership data from April 2022, MARTA rail stations and bus stops within South Downtown saw an average of 12,600 weekday boardings. Five Points alone saw 7,544 average weekday boardings.

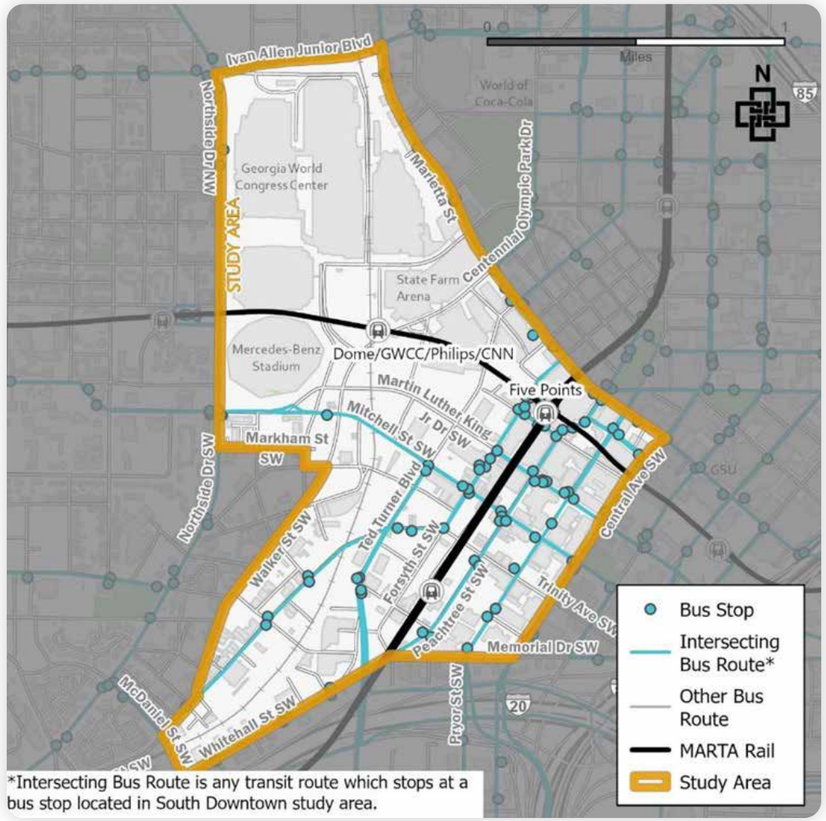
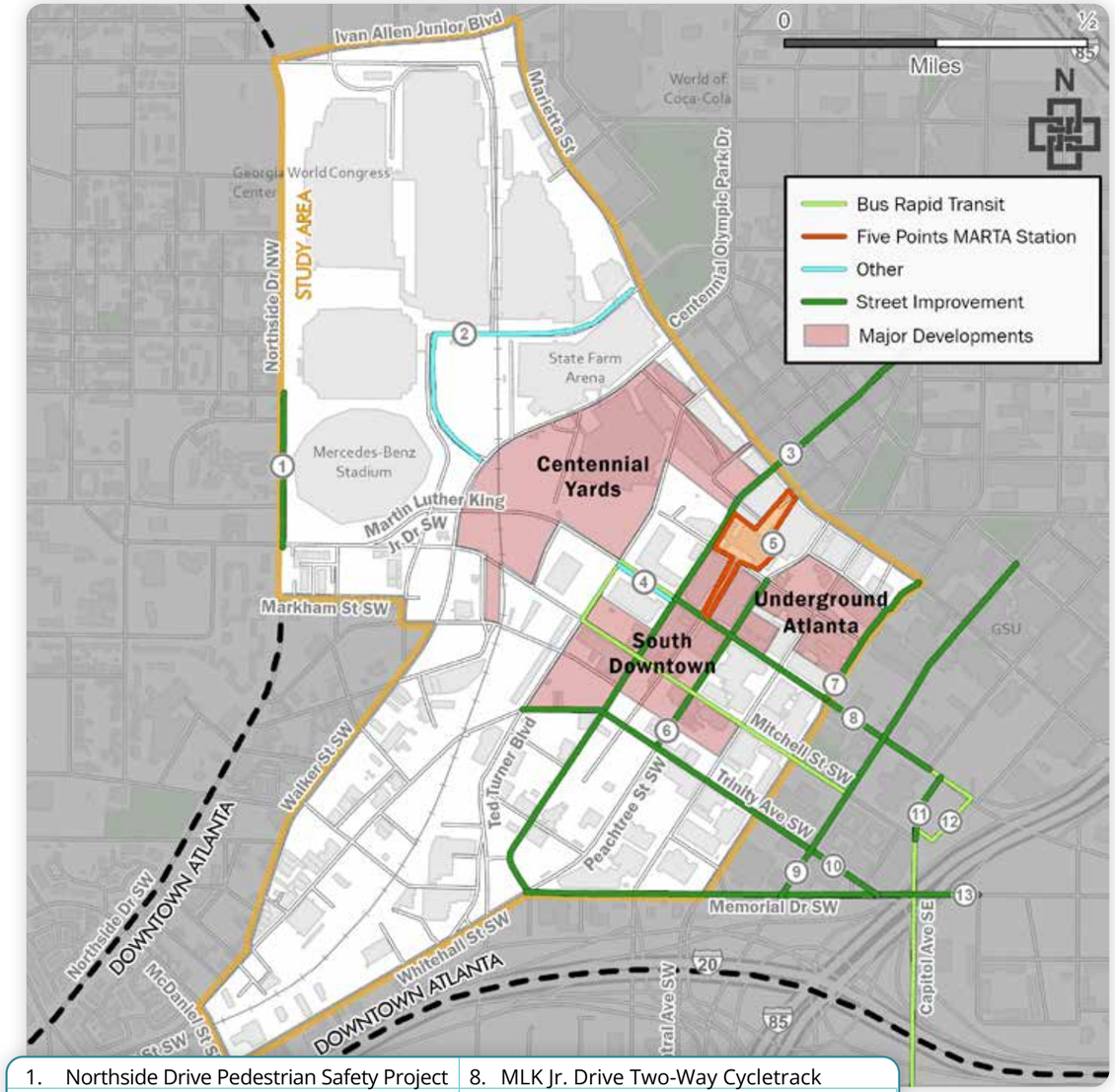


Figure 4: **MARTA Bus Stops and Routes in South Downtown**

IMPROVEMENTS IN PROGRESS

Several improvements across South Downtown are already in progress, from new transit service to cycling and pedestrian infrastructure. While South Downtown is already well-served by both bus and rail, the addition of Summerhill BRT and the Five Points station overhaul will further improve access to the area. Moreover, several in-progress streetscape projects will improve safety and access for pedestrians in South Downtown, and six new funded cycling projects within and near South Downtown will increase opportunities for safe cycling. Figure 5 shows several in-progress improvements in relation to the three private developments planned in South Downtown. More details on in-progress improvements are in Chapter 5.



1.	Northside Drive Pedestrian Safety Project	8.	MLK Jr. Drive Two-Way Cycletrack
2.	International Boulevard Road Diet and Bus Terminal	9.	Washington Street Two-Way Cycletrack
3.	Forsyth Street Multimodal Corridor	10.	Trinity Avenue Bike Lanes and Turn Lane Project
4.	MLK Jr. Drive Bridge to Ted Turner Drive Viaduct Reconstruction	11.	Capitol Avenue Bike Lane
5.	Five Points Station Transformation and Rehabilitation	12.	Summerhill BRT
6.	Peachtree Street Streetscaping and Road Diet	13.	Memorial Drive Two-Way Bike Lane
7.	Central Avenue Bike and Bus Lanes and Safety Enhancements		

Figure 5: **Improvements In Progress**

TRANSPORTATION CHALLENGES

EVENT OPERATIONS

Events significantly impact traffic flow through South Downtown. The event venues (State Farm Arena, Mercedes-Benz Stadium, and the Georgia World Congress Center) have historically collaborated to manage traffic operations when several events occur simultaneously. In discussing traffic flow during recent events, a few key findings and challenges emerged:

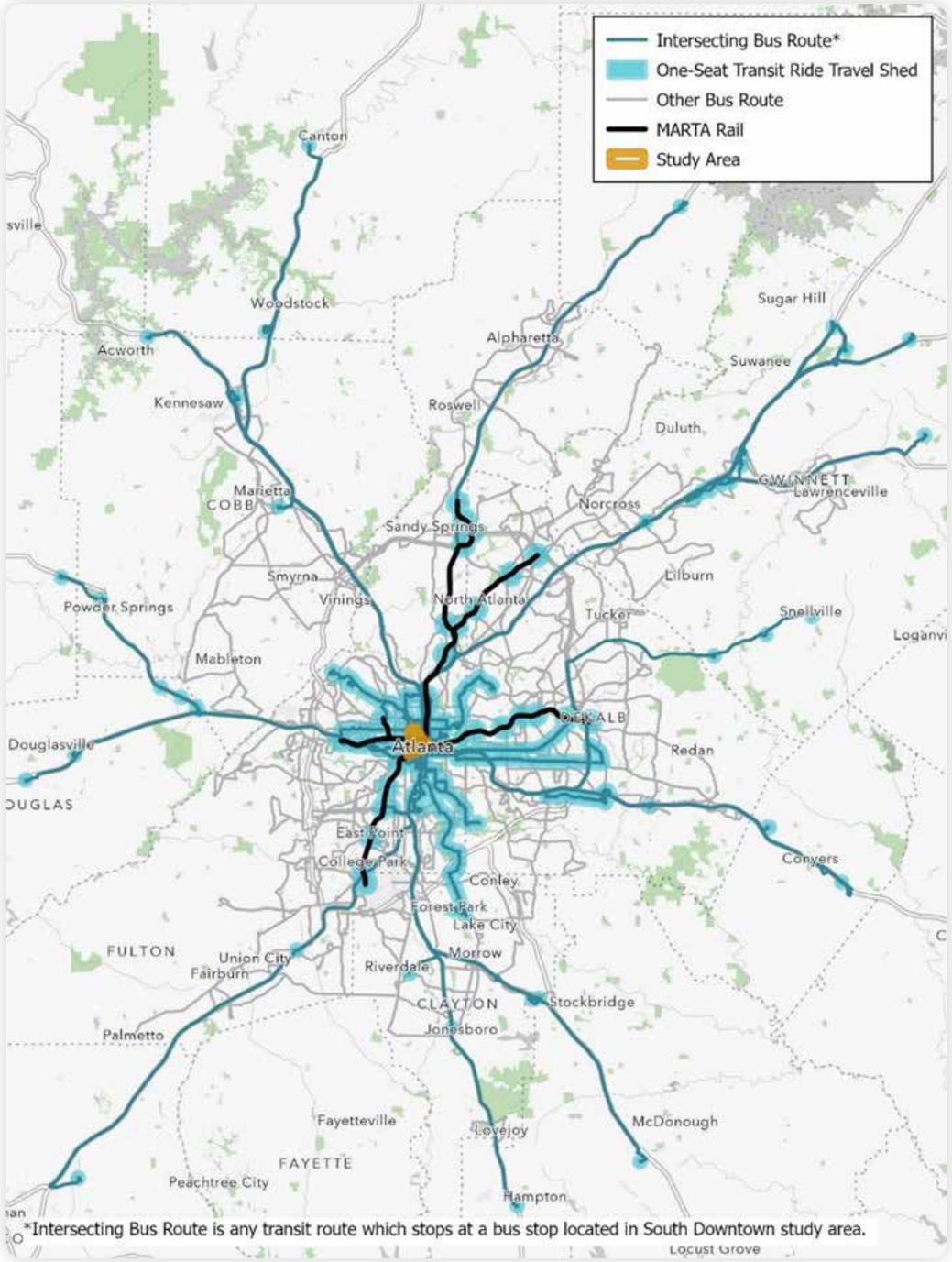
- The event venues are served by a variety of parking facilities, accessible both at street level and ground-level entrances due to the elevated street level around the Gulch. While this helps distribute traffic to and from garages, it also poses wayfinding and navigational challenges for drivers.
- Police shortages have limited the ability of the event venues to implement some temporary changes to traffic, such as redirecting pedestrian crossings away from congested intersections or limiting turns at key intersections.
- The lack of nearby entertainment and leisure destinations impacts travel flow before and after events. Future development will provide visitors with a reason to linger in the surrounding neighborhood, potentially distributing and diluting peak traffic before and after events.

Additionally, events represent a significant increase in MARTA station entries and exits in South Downtown. **Based on typical attendance, MARTA carries 10 to 15 percent of event trips in South Downtown.** The available transit and park and ride capacity in the MARTA network suggests that transit could take a much larger share of trips; some sport venues achieve upwards of 40 percent transit mode share during events.[4]

As shown in Figure 6, the one-seat transit travel shed to and from South Downtown reaches far into the suburbs encircling metropolitan Atlanta. Complementary to MARTA's heavy rail system, there are ample opportunities for commuters and event attendees to reach South Downtown by a combination of car and MARTA. Over 25,000 parking spaces at 24 MARTA stations are accessible to South Downtown via a one-seat heavy rail trip. Despite this capacity, current travel behavior reveals a reliance on driving to access event venues.

4 Grava, S., et. al. "Get Me to the Ball Game on Time: Access Time Patterns at Baseball Stadia." *Transportation Research Record,* 2000.

Figure 6: **One-Seat Transit Travel Shed From South Downtown**

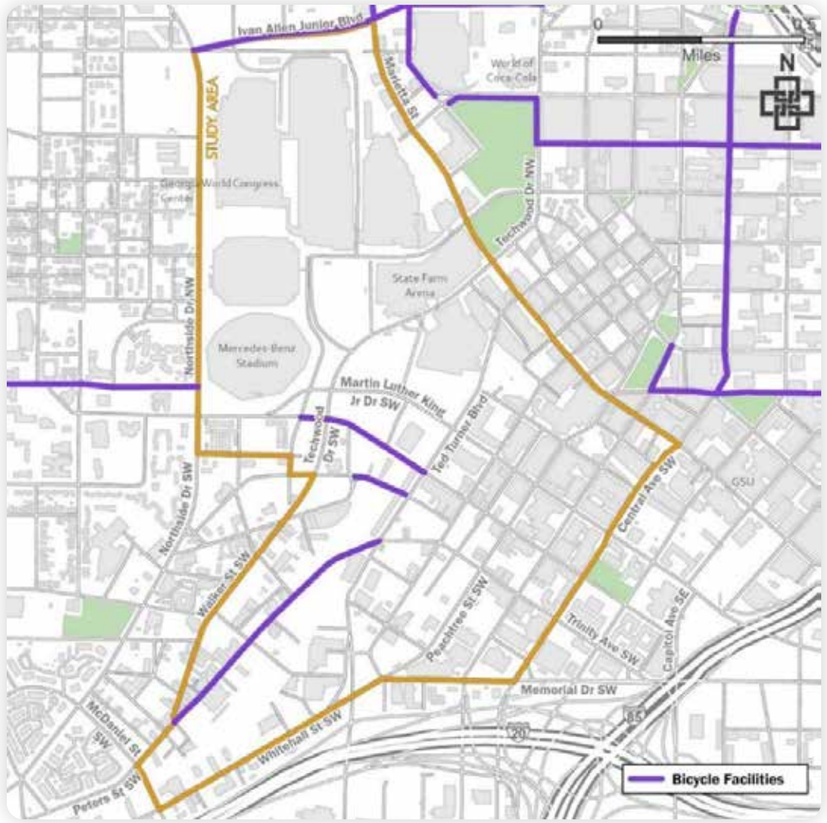


ANALYSIS OF CYCLING FACILITIES

Currently, there are 1.5 miles of cycling facilities (multiuse paths, bike lanes, and a pedestrian bridge) across four streets in South Downtown.[5] The extents for each are shown in Figure 7.

No cycling facilities run continuously across South Downtown. Moreover, existing cycling facilities are not physically separated from vehicular traffic by buffers, bollards, or medians. Existing cycling facilities also do not connect to the vital bike lanes just outside South Downtown, such as the nearly one-mile-long lanes along Luckie Street from COP Drive to Georgia State University, and along Marietta Street from Ivan Allen Jr. Drive into West Midtown. Providing safe and comfortable connections to these surrounding facilities would better promote cycling as a viable mode of transportation.

Figure 7: **Cycling Facilities in South Downtown**



5 2022 Regional Bikeway Inventory, ARC Open Data Portal.

ANALYSIS OF PEDESTRIAN FACILITIES

While South Downtown is served by a dense sidewalk network, poor upkeep, narrow rights-of-way, and a lack of pedestrian amenities all degrade the pedestrian experience (Figure 8). In South Downtown, there are signs of deterioration, including uneven and cracking sidewalks that impair movement for those using mobility aids. Most sidewalks in South Downtown are six feet wide, but in downtown and commercial areas, eight-to-twelve-foot-wide sidewalks are more conducive to an active and welcoming pedestrian environment.[6] The street network generally prioritizes vehicular throughput over public space for pedestrians and cyclists. Finally, many blocks lack adequate shade or street furniture that could create a more hospitable and comfortable physical environment for pedestrians.

Figure 8: **Narrow Sidewalk Conditions in South Downtown**

6 Urban Street Design Guide. National Association of City Transportation Officials (NACTO).

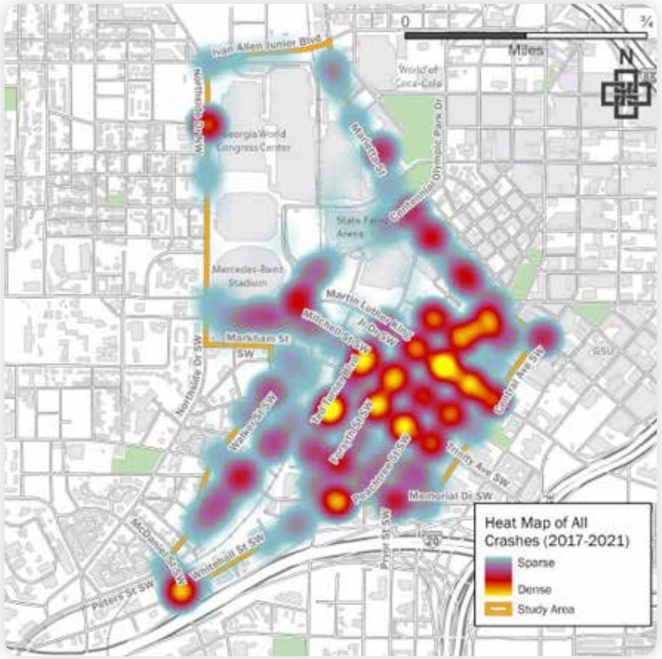


Figure 9: **Heat Map of All Collisions in South Downtown (2017-2021)**

SAFETY ANALYSIS

Most pedestrian and bike collisions occur along Marietta Street or on the blocks around Five Points and Underground Atlanta, highlighting a need for better cycling and pedestrian facilities around this transit hub. These collisions appear to be clustered at and around intersections, highlighting how intersection design and operations play a key role in pedestrian safety. Figure 9 contains a heat map of collisions, while Figure 10 offers an additional heat map of collisions with at least one vehicle and one vulnerable road user (VRU). A VRU is defined as a pedestrian, cyclist, or motorcyclist.

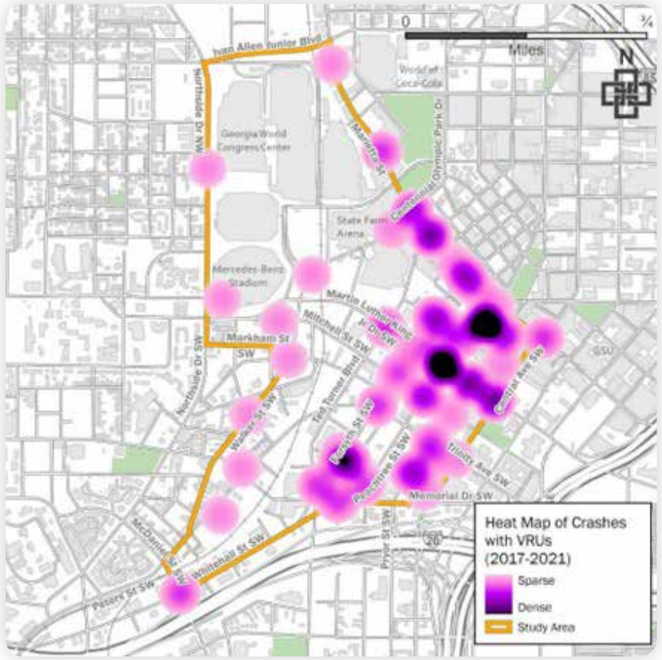


Figure 10: **Heat Map of Collisions With Vulnerable Road Users in South Downtown (2017-2021)**

SUMMARY OF KEY TRANSPORTATION CHALLENGES

- Increased travel demand during events coupled with a reliance on driving to event venues has created complex traffic management challenges.
- A lack of connectivity and separation from vehicular traffic has resulted in an underutilized and unsafe cycling network.
- Poor upkeep of sidewalk amenities has led to a deteriorating and uncomfortable pedestrian experience.
- Poor intersection design has created unsafe points of conflict between vehicles and vulnerable road users.
- A lack of placemaking amenities poses navigational challenges between transit stations and points of interest throughout South Downtown.

3. POLICY FRAMEWORK FOR STREET DESIGN IN SOUTH DOWNTOWN

INTRODUCTION TO STREET TYPOLOGIES

As Chapter 2 made clear, while South Downtown has a dense grid of interconnected streets, most streets in the area could do more to prioritize and accommodate pedestrians, cyclists, transit vehicles, deliveries, and/or cars. The study team has developed a set of **street typologies** that illustrate how South Downtown could better configure its streets.

WHAT IS A STREET TYPOLOGY?

Street typologies are aspirational models that establish modal and functional priorities for streets. No street can serve all users and there are tradeoffs, as shown in Figure 11. For example, adding a bus lane may require taking away a lane from traffic. Many communities use street typologies to guide decisions over tradeoffs.

Figure 11: **Example of a Road Diet Proposed for Peachtree Street**

CREATING A STREET TYPOLOGY SPECTRUM

To develop a range of street typologies for South Downtown, the study team acknowledged that most streets in the area are attempting to serve two functions – **movement and place:**

MOVEMENT

This includes those activities in which people are traveling across and around South Downtown: through and local vehicular traffic, transit traffic, and cycling traffic.

PLACE

This includes those activities in which people are accessing or using specific points in South Downtown: curbside parking, loading and unloading, sitting and dining, and pedestrian space.

While there are typologies that serve exclusively movement or place (an interstate highway is exclusively dedicated to movement while a plaza is exclusively dedicated to place), the current "default" street configuration in South Downtown falls somewhere in between. To better respond to the "movement" end of the spectrum, the study team created three street typologies that serve cars, transit, and bikes. To better respond to the "place" end of the spectrum, the study team created three street typologies that serve curbside parking, loading and unloading, shared pedestrian spaces, and exclusive pedestrian spaces. Figure 12 shows the resulting spectrum of six street typologies.

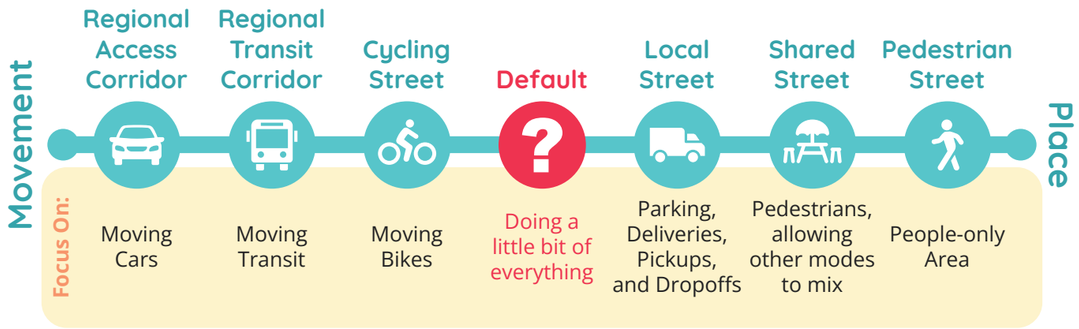


Figure 12: **The Study Team's Six Recommended Street Typologies**

The six typologies are not monomodal: while they would prioritize one or two modes, they would still serve multiple others. As shown in Figure 13, the priorities within each typology encourage stakeholders to make informed decisions on **how to integrate lower-priority modes with higher-priority modes.**

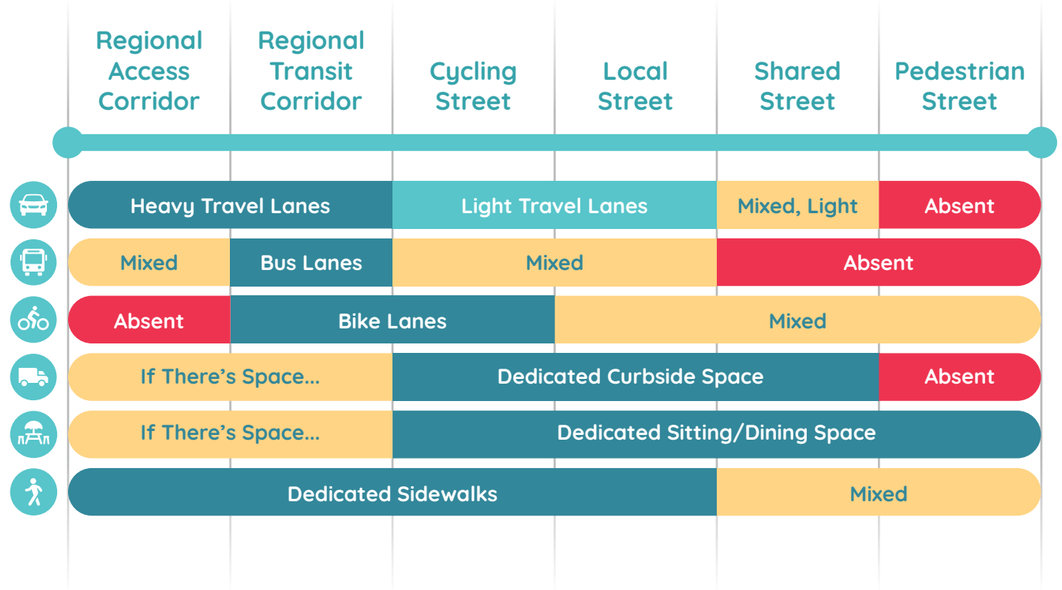


Figure 13: **Modes Prioritized Within Each Street Typology**

Finally, these six typologies were not developed in isolation – they intentionally reflect many existing and proposed Downtown Atlanta streetscapes. As shown in Figure 14, several existing streets or proposed streetscaping projects in or near South Downtown align closely with each typology.

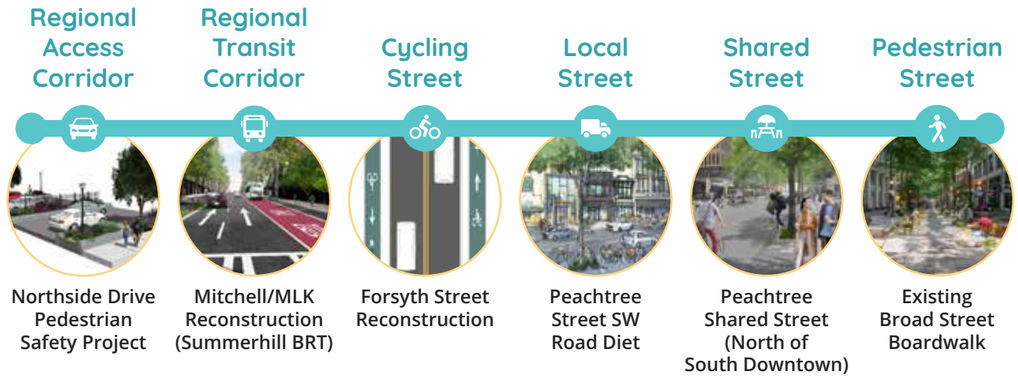


Figure 14: **Examples of Existing or Proposed Projects Within Each Street Typology**

RECOMMENDED STREET TYPOLOGIES

STREET TYPOLOGY DIAGRAMS

This section contains diagrams for each of the six street typologies and lists each typology's accommodations for travel lanes, curbside parking, passenger/freight loading, cycling, transit, and pedestrians. These accommodations refer to:

Travel Lanes: dedicated lanes for through and local vehicular traffic.

Curbside Parking: dedicated curbside lanes for parking vehicles.

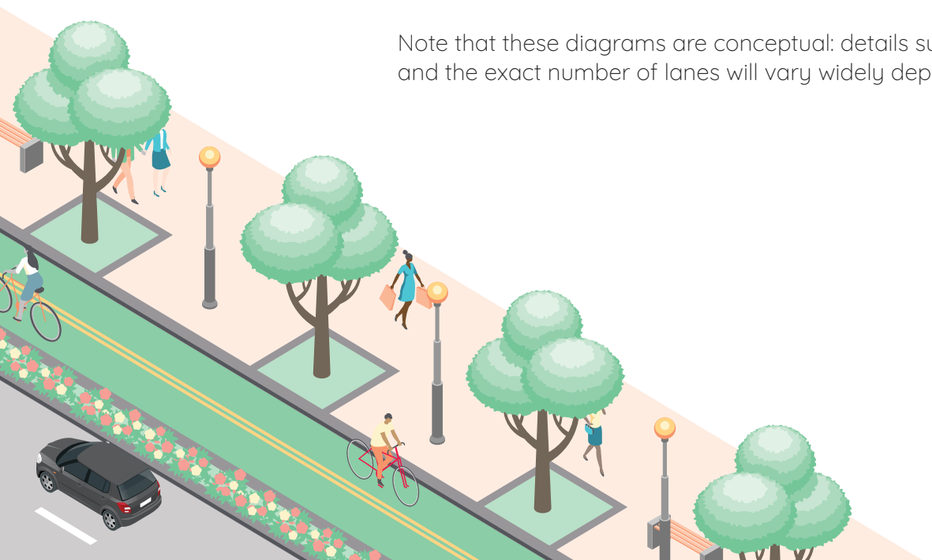
Passenger/Freight Loading: dedicated curbside zones for deliveries, pickups/dropoffs from private vehicles, and pickups/dropoffs from microtransit such as taxis and ridehailing services like Uber and Lyft.

Cycling: dedicated lanes for cyclists as well as for those using e-bikes, e-scooters, skateboards, rollerblades, and other micromobility options.

Transit: dedicated lanes for buses and streetcars.

Sitting/Dining/Walking: sidewalks and other dedicated or shared spaces for pedestrians, sitting, and dining.

Note that these diagrams are conceptual: details such as precise dimensions and the exact number of lanes will vary widely depending on local context.



STREET TYPOLOGY APPLICATIONS

In addition to the diagrams, this section applies the six typologies to streets throughout South Downtown. These applications were driven by feedback from the SAC, and they also align with the planned investments in South Downtown described in Chapter 2. These applications encourage stakeholders to (1) integrate lower-priority modes with higher-priority modes for each street, and to (2) propose street improvements in South Downtown in the form of cohesive, mutually-supportive networks, rather than in the form of isolated, ad-hoc interventions that run the risk of conflicting with each other or with future investments.

Street Typology Refinement

The draft street typologies were presented to the SAC on December 15, 2022. The study team conducted the meeting as a design charette, utilizing two exercises to solicit feedback:

Connections and Modal Priorities Activity

In this exercise, participants were asked how the region's vehicular, transit, and cycling networks should connect through South Downtown, and to highlight their preferred streets for these connections. Participants were also asked to recommend locations for passenger/freight loading.

Typology-to-Corridor Assignments Activity

Next, participants were asked to apply the six typologies to the streets in South Downtown to support the vehicular, transit, cycling, and passenger/freight loading needs identified in the previous activity.

Figure 15: **December 2022 SAC Charette**

The December 2022 SAC Meeting took the form of a charette in which participants brainstormed and sketched their ideas for refining and applying the street typologies to South Downtown.

REGIONAL ACCESS CORRIDOR

Regional Access Corridors serve large volumes of car traffic. In this typology, the highest priority is to accommodate through and local traffic, but secondary priorities can include sitting/dining/walking, curbside parking, and passenger/freight loading depending on the available space.

Figure 16: **Regional Access Corridor Accommodations**

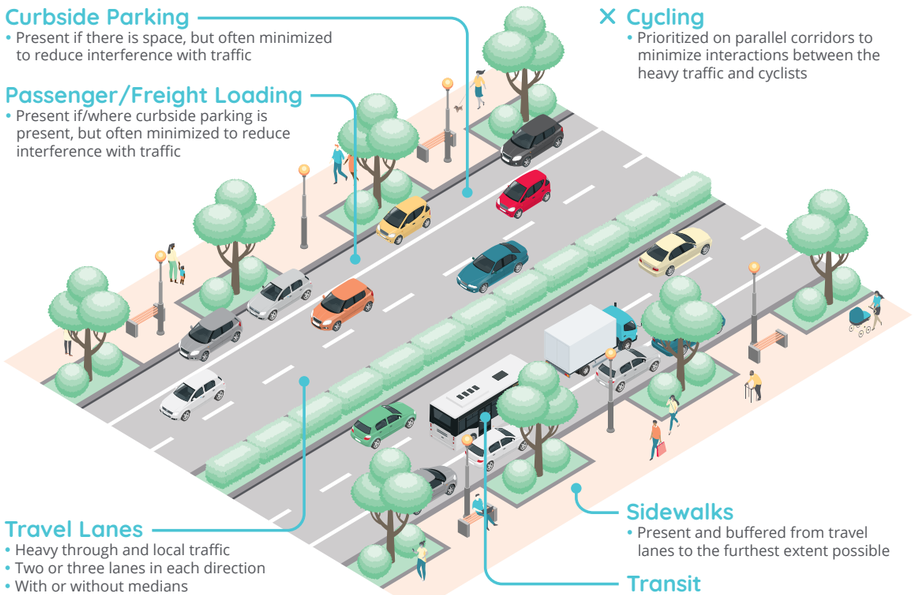


Table 3: **Regional Access Corridor Specifications**

Accommodation Type	Accommodation Description	Width
Travel Lanes	Heavy through traffic across two or three lanes in each direction. One-way (in couplets) or two-way roadway with or without medians.	10′ to 11′
Curbside Parking	Present if there is space, but often minimized to reduce interference with traffic.	8′ to 9′
Passenger/ Freight Loading	Present if/where curbside parking is present, but often minimized to reduce interference with traffic.	8′ to 9′
Cycling	Prioritized on parallel corridors to minimize interactions between heavy traffic and cyclists.	n/a
Transit	Present but often not prioritized.	n/a
Sitting / Dining / Walking	Sidewalks are present and buffered from travel lanes to the furthest extent possible. Sitting/dining depends on available sidewalk space.	Varies

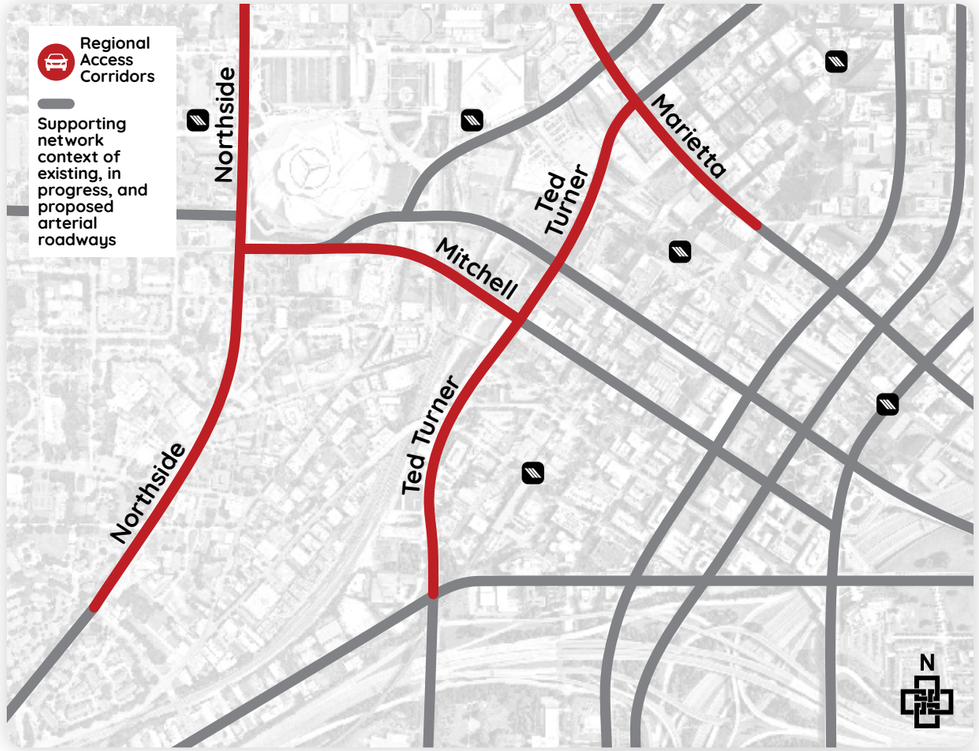


Figure 17: **Recommended Regional Access Corridors**

Figure 18: **Regional Access Corridor Example: Northside Drive**

RECOMMENDED REGIONAL ACCESS CORRIDORS

- **Northside Drive** to support the Northside Drive Pedestrian Safety Project.
- **Ted Turner Drive – plus a portion of Mitchell Street –** to support heavy vehicular volumes to/from State Farm Arena, Mercedes-Benz Stadium, and the Georgia World Congress Center.
- **Marietta Street** since it forms a major vehicular spine through Downtown Atlanta.

A Regional Access Corridor in Action

Northside Drive is proposed to continue accommodating heavy through and local traffic, and after reconstruction it would have two or three travel lanes in each direction separated by a median. Curbside parking may also be present, and planters would buffer sidewalks from the travel lanes.

REGIONAL TRANSIT CORRIDOR

Regional Transit Corridors carry large volumes of transit riders in and out of South Downtown. In this typology, the highest priority is to accommodate transit efficiently, but secondary priorities can include cycling, sitting/dining/walking, through and local traffic, curbside parking, and passenger/freight loading depending on the available space.

Figure 19: **Regional Transit Corridor Accommodations**

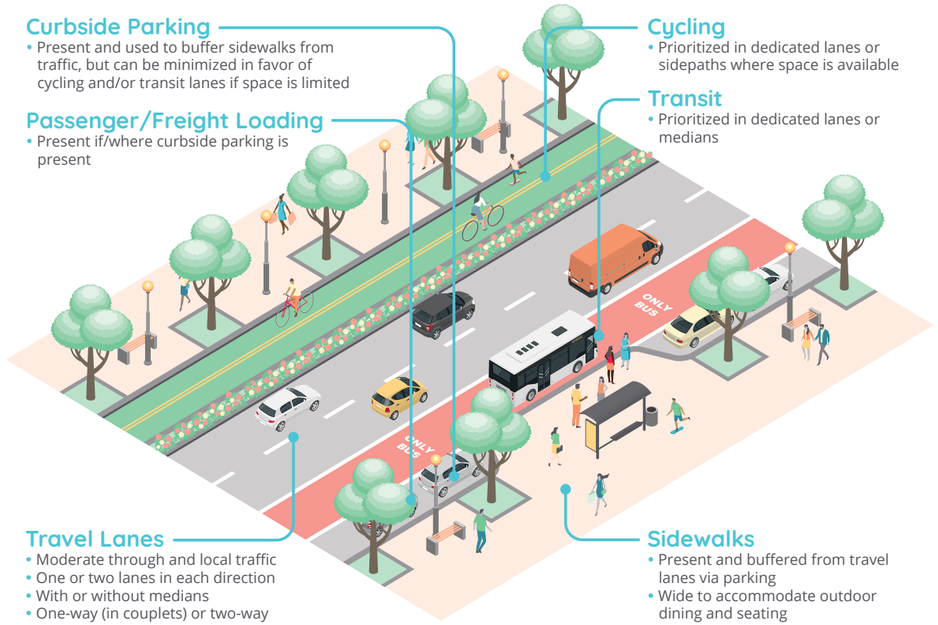


Table 4: **Regional Transit Corridor Specifications**

Accommodation Type	Accommodation Description	Width
Travel Lanes	Moderate through and local traffic across one or two lanes in each direction. One-way (in couplets) or two-way roadway.	10′-11′
Curbside Parking	Present and used to buffer sidewalks from traffic, but can be minimized in favor of bike and/or transit lanes.	7′ to 9′
Passenger/ Freight Loading	Present if/where curbside parking is present.	7′ to 9′
Cycling	Prioritized in dedicated lanes or sidepaths where space is available.	4′ to 6′ per lane*
Transit	Prioritized in dedicated lanes.	11′ to 12′
Sitting / Dining / Walking	Present and buffered from travel lanes via parking. Sidewalks should be as wide as possible to accommodate outdoor dining and seating.	Varies

**An additional 2′ buffer is required between bike lanes and any adjacent travel lanes.*

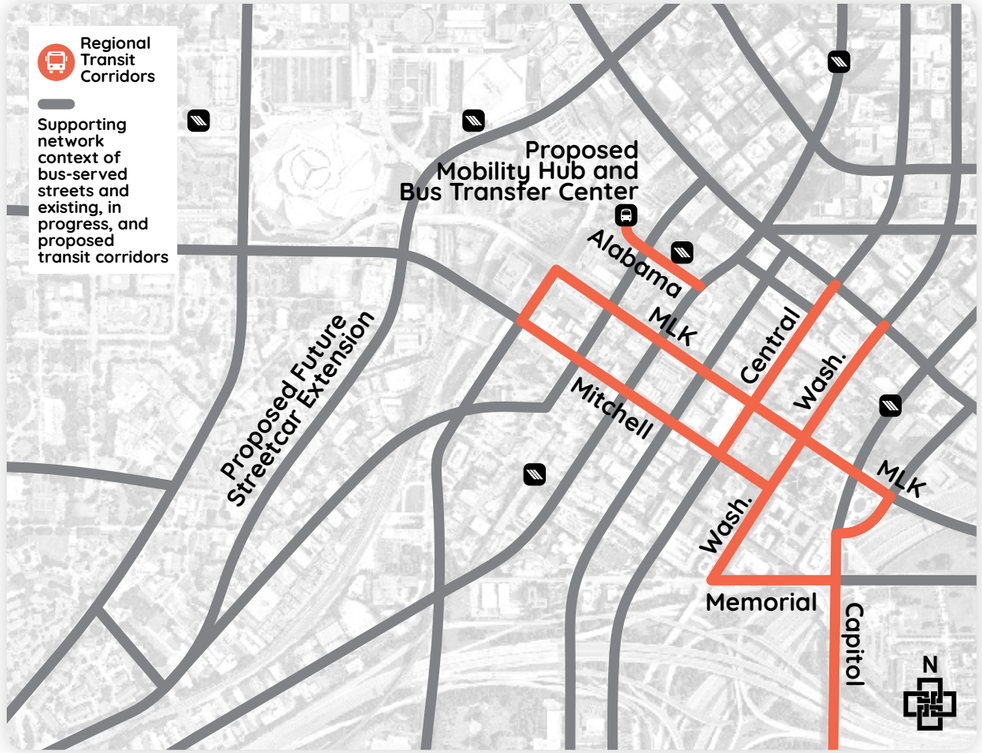


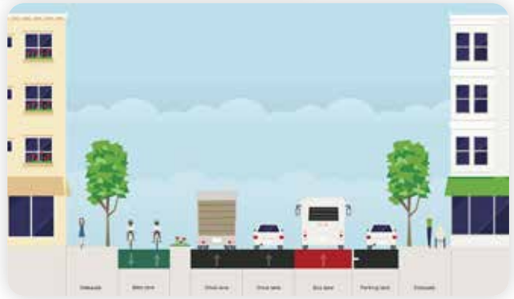
Figure 20: **Recommended Regional Transit Corridors**

Figure 21: **Regional Transit Corridor Example: MLK Jr. Drive**

RECOMMENDED REGIONAL TRANSIT CORRIDORS

- **MLK Jr. Drive and Mitchell Street** to support Summerhill BRT.
- **Central Avenue and Washington/Courtland Streets** to support the bus lanes proposed for a portion of these streets.
- **Upper Alabama Street** west of Peachtree Street to accommodate bus traffic to/from a proposed mobility hub and bus transfer center that would complement a reconstructed Five Points by consolidating the station's connecting bus service underground.

While this plan does not recommend any significant bus stop consolidation, the bus lanes proposed for Central Avenue and Washington/Courtland Streets could allow bus service to be shifted off Peachtree and Pryor Streets in the future.



A Regional Transit Corridor in Action

MLK Jr. Drive shows how typologies still serve multiple modes even if they prioritize one or two. For Summerhill BRT, MLK Jr. Drive would be retrofitted with a bus lane, and it would also offer a protected two-way cycletrack as part of the Downtown Resurfacing Project. Even after prioritizing buses and cyclists, the street would continue to accommodate through and local traffic, and curbside parking as well.

CYCLING STREET

Cycling Streets connect regional cycling facilities. In this typology, the highest priority is to accommodate cycling, but secondary priorities can include low through and local traffic, transit, sitting/dining/walking, curbside parking, and passenger/freight loading depending on the available space.

Figure 22:
Cycling Street Accommodations

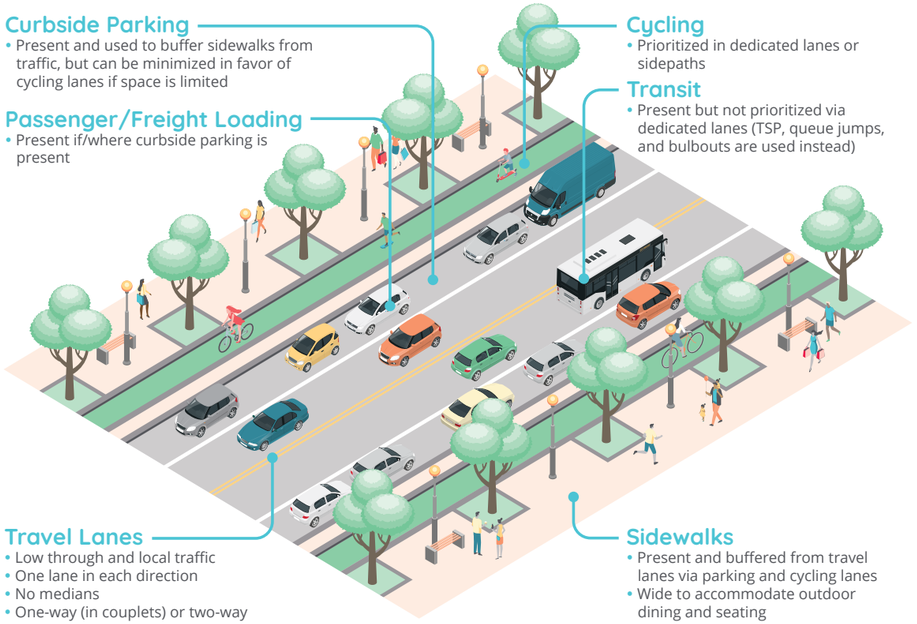


Table 5: **Cycling Street Specifications**

Accommodation Type	Accommodation Description	Width
Travel Lanes	Low through and local traffic across one lane in each direction. One-way (in couplets) or two-way roadway.	10′ to 11′
Curbside Parking	Present and used to buffer sidewalks from traffic, but can be minimized in favor of bike lanes if space is limited.	7′ to 8′
Passenger/ Freight Loading	Present if/where curbside parking is present.	7′ to 8′
Cycling	Prioritized in dedicated lanes or sidepaths.	4′ to 6′ per lane*
Transit	Present but not prioritized via dedicated lanes (TSP, queue jumps, and bus stop bulbouts are used instead).	n/a
Sitting / Dining / Walking	Present and buffered from travel lanes via parking and bike lanes. Sidewalks should be as wide as possible for outdoor dining and seating.	Varies

**An additional 2′ buffer is required between bike lanes and any adjacent travel lanes.*

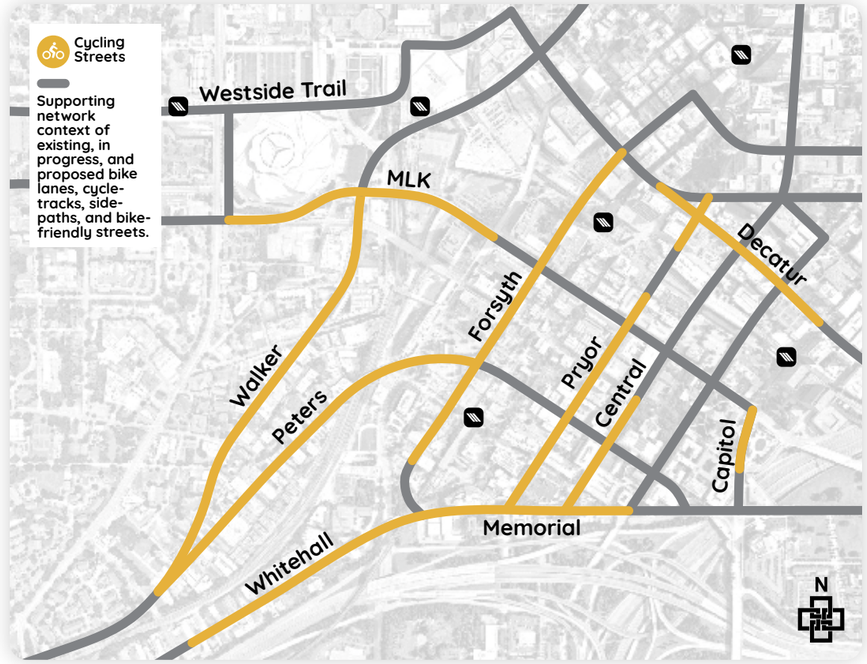


Figure 23:
Recommended Cycling Streets

RECOMMENDED CYCLING STREETS

- **MLK Jr. Drive** from Ted Turner Drive west to Northside Drive to extend the cycletrack that is being built as part of the Downtown Resurfacing Project. The extended cycletrack would form an east-west cycling route through South Downtown.
- **Peters Street** to support the existing bike lanes. As discussed in Chapter 5, the study team recommends swapping the curbside parking with the bike lanes to buffer the latter from traffic.
- **Forsyth Street** to support the bike lanes proposed for that street.
- **Pryor Street and Central Avenue** to offer an alternative north-south cycling route (along with Washington Street's proposed cycletrack) to Forsyth Street.
- **Walker Street, Whitehall Street, and Memorial Drive** to support the bike lanes and cycletracks proposed for these streets under Cycle Atlanta 1.0.

Notably, Trinity Avenue is not a recommended cycling street even though curbside bike lanes are proposed under the Trinity Avenue Bike Lanes and Turn Lane Project. To accommodate South DWNTN and other development, the study team recommends concentrating passenger/freight loading along Trinity Avenue to keep north-south streets free for other curbside uses. Given the ample development coming to South Downtown, it will be important to provide adequate passenger/freight loading space, and in turn to consolidate cycling routes onto fewer corridors with high-quality cycling facilities.

Figure 24:
Cycling Street Example: Forsyth Street

A Cycling Street in Action

Forsyth Street is proposed to undergo a road diet in which its curbside parking and travel lanes would be replaced with buffered bike lanes, leaving one travel lane in each direction. The resulting street would provide a safe, comfortable north-south cycling route through South Downtown.

LOCAL STREET

Local Streets serve destinations along a street as opposed to through traffic. In this typology, the highest priority is to accommodate curbside parking and passenger/freight loading, but secondary priorities can include sitting/dining/walking and low local traffic depending on the available space.

Figure 25:
Local Street Accommodations

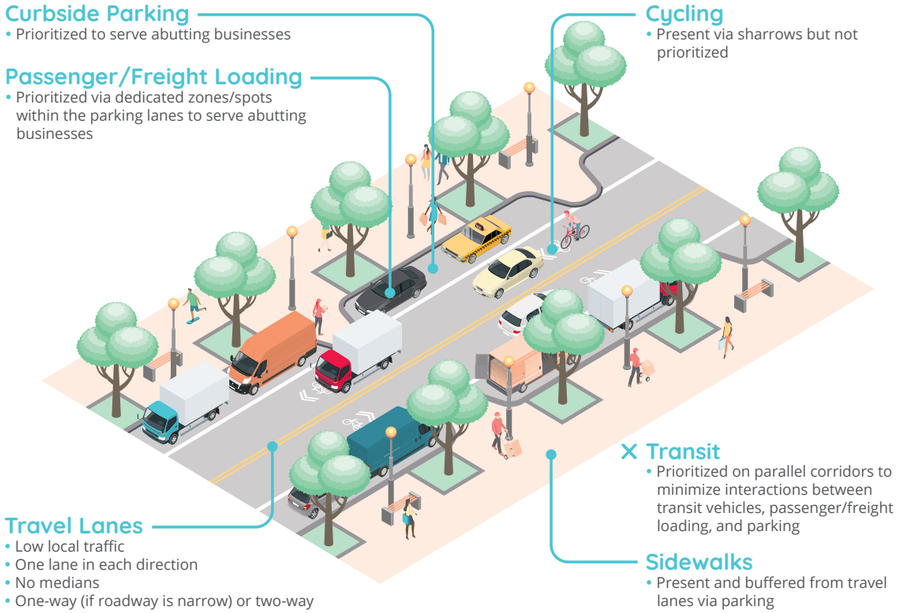


Table 6: **Local Street Specifications**

Accommodation Type	Accommodation Description	Width
Travel Lanes	Low local traffic across one lane in each direction. One-way (if roadway is narrow) or two-way roadway.	10′ to 11′
Curbside Parking	Prioritized to serve abutting businesses.	7′ to 8′
Passenger/ Freight Loading	Prioritized via dedicated zones/spots within the parking lanes to serve abutting businesses.	7′ to 8′
Cycling	Present via sharrows and not prioritized, but can be in dedicated lanes or sidepaths if space permits.	n/a
Transit	Microtransit is present but transit is prioritized on parallel corridors to minimize interactions between transit vehicles, passenger/freight loading, and parking.	n/a
Sitting / Dining / Walking	Present and buffered from travel lanes via parking lanes. Sidewalks should be as wide as possible for outdoor dining and seating.	Varies

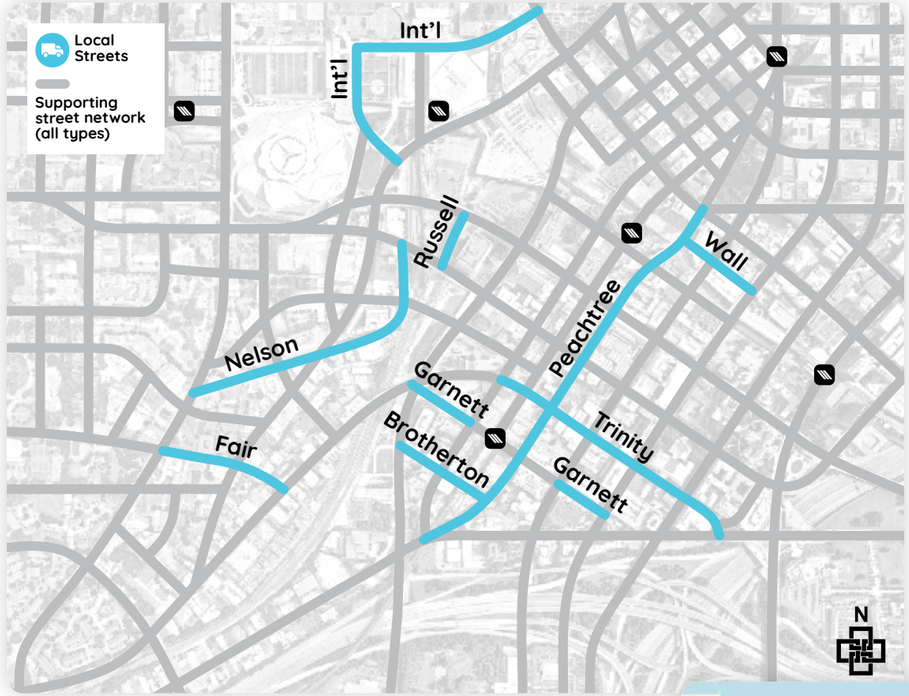


Figure 26:
Recommended Local Streets

Figure 27:
Local Street Example: Peachtree Street SW

RECOMMENDED LOCAL STREETS

- **Peachtree Street SW** to support the road diet proposed for the street, which would repurpose travel lanes for curbside parking, passenger/freight loading, and curbside dining.
- **International Boulevard** to support the recent road diet implemented on this street.
- **Trinity Avenue** to accommodate passenger/freight loading for South DWNTN and other development. Notably, this recommendation does not align with the Trinity Avenue Bike Lanes and Turn Lane Project.
- **Nelson Street** to support the curbside parking and passenger/freight loading activities associated with the commercial and residential development lining this street.
- **Other short street segments** throughout South Downtown to support various diffuse curbside parking and passenger/freight loading activities.

A Local Street in Action

Peachtree Street SW is proposed to undergo a road diet in which its curbside travel lanes would be replaced with curbside parking, passenger/freight loading, and dining, leaving one travel lane in each direction for local traffic. Since the street contains numerous retail establishments – as well as additional infill retail opportunities south of Mitchell Street – the road diet would allow the street to better serve shoppers and diners, reinforcing retail's viability in South Downtown.

SHARED STREET

Shared Streets are multifunctional public spaces. While they prioritize pedestrians, they can also accommodate limited local traffic. In this typology, the highest priority is to accommodate sitting/dining/walking, but secondary priorities can include cycling, curbside parking, and passenger/freight loading depending on the available space.

Figure 28: **Shared Street Accommodations**

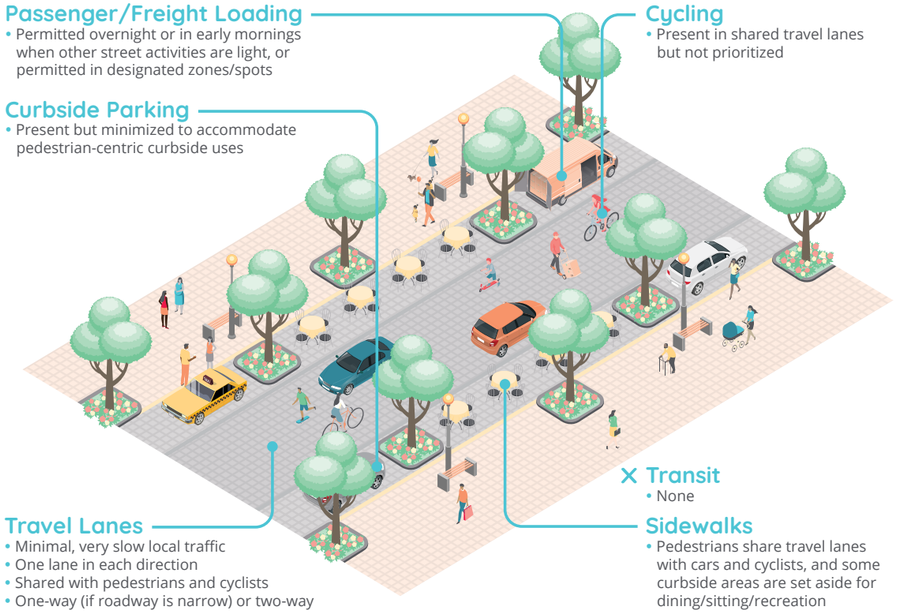


Table 7: **Shared Street Specifications**

Accommodation Type	Accommodation Description	Width
Travel Lanes	Minimal, very slow local traffic across one lane in each direction. One-way (if roadway is narrow) or two-way roadway.	9′ to 10′
Curbside Parking	Present but minimized to accommodate pedestrian-centric curbside uses.	7′ to 8′
Passenger/ Freight Loading	Permitted overnight or in early mornings when other street activities are light, or permitted in designated zones/spots.	7′ to 8′
Cycling	Present in shared travel lanes with other slow-moving traffic.	n/a
Transit	Microtransit is present but transit must run on parallel corridors.	n/a
Sitting / Dining / Walking	Pedestrians share travel lanes with cars, cyclists, and micromobility, and some curbside areas are set aside for dining, sitting, and recreation.	Varies

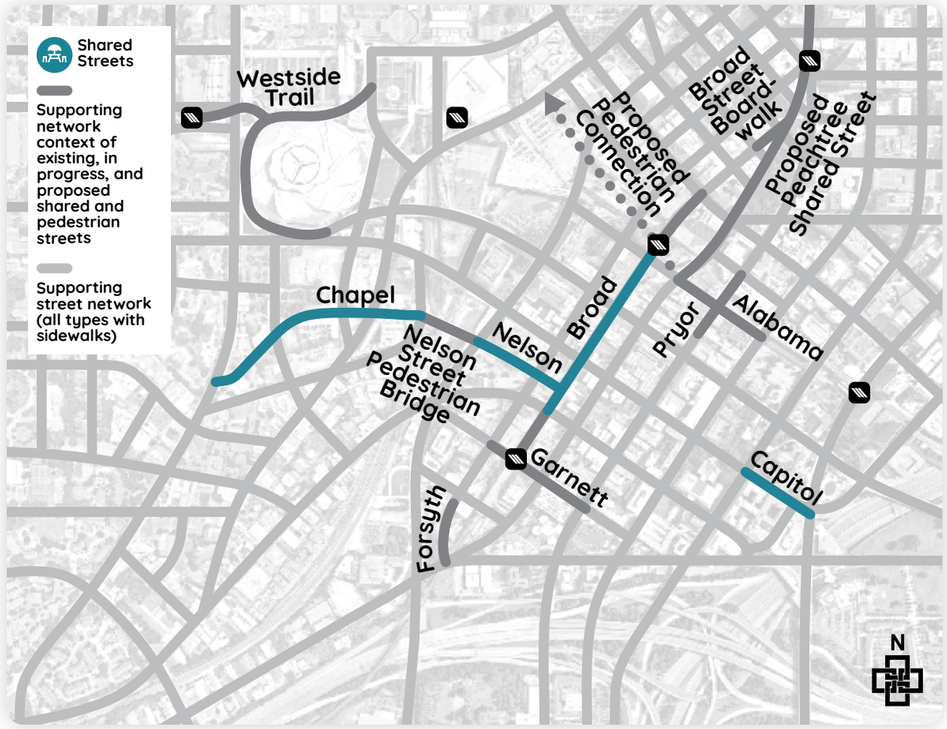


Figure 29: **Recommended Shared Streets**

RECOMMENDED SHARED STREETS

- **Chapel and Nelson Streets** to offer a pedestrian-friendly connection between Castleberry Hill and South Downtown, leveraging the recently-completed Nelson Street Pedestrian Bridge.
- **Broad Street** to offer a pedestrian-friendly "front door" to South Downtown and to support the extensive redevelopment proposed in the area.
- **Other short street segments** throughout South Downtown to support various diffuse multimodal activities.

These typology applications would support other existing or proposed shared or pedestrian streets, such as the proposed Peachtree Shared Street north of Marietta Street, a proposed pedestrian connection between Underground Atlanta, Five Points, and COP Drive, and Underground Atlanta's pedestrian streets, among others.

Figure 30: **Shared Street Example: Broad Street**

A Shared Street in Action

Broad Street can be South Downtown's "front door." Since it is not a significant vehicular corridor, it can be redesigned as a shared space for pedestrians, cyclists, diners, and shoppers. The shared space would continue to permit slow, local vehicular traffic and either full-time or time-restricted passenger/freight loading for the street's retail establishments. The goal is to create a public place similar to the Broad Street Boardwalk, but without completely excluding vehicular traffic.

PEDESTRIAN STREET

Pedestrian Streets serve as public spaces for gathering and socializing. In this typology, the highest priority is to accommodate sitting/dining/walking, but secondary priorities can include cycling depending on the available space. The study team cautions against providing too many pedestrian streets: their livelihood depends on a critical mass of residential development, but if it is not yet present these streets can struggle to attract pedestrians.

Figure 31: **Pedestrian Street Accommodations**

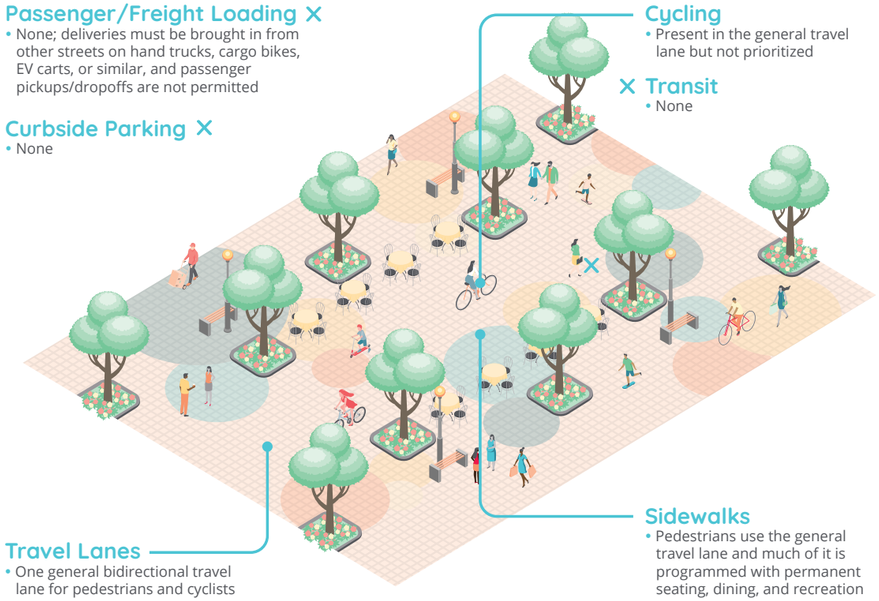


Table 8: **Pedestrian Street Specifications**

Accommodation Type	Accommodation Description	Width
✕ Travel Lanes	One general bidirectional travel lane serves pedestrians, micromobility, and cyclists only.	Full roadway
✕ Curbside Parking	None; accommodations must be made on parallel corridors.	n/a
✕ Passenger/ Freight Loading	None; deliveries must be brought in from other streets on hand trucks or similar. Passenger pickups/drop-offs are not permitted.	n/a
Cycling	Present in the general travel lane but not prioritized.	n/a
✕ Transit	None; transit and microtransit must use parallel corridors.	n/a
Sitting / Dining / Walking	Pedestrians and micromobility use the general travel lane, and much of it is programmed with permanent seating, dining, and recreation.	Full roadway

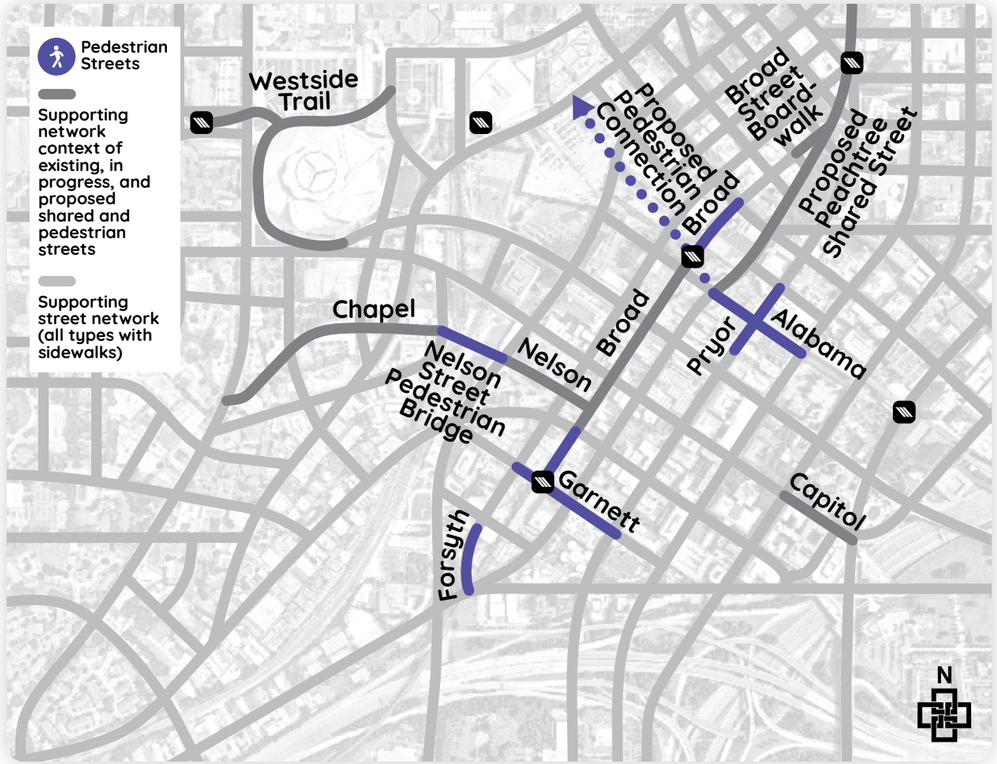


Figure 32: **Recommended Pedestrian Streets**

Figure 33: **Pedestrian Street Example: Upper Alabama Street**

RECOMMENDED PEDESTRIAN STREETS

- **A portion of Upper Alabama Street and Pryor Street** to support the Underground Atlanta redevelopment.
- **A new pedestrian connection** between Underground Atlanta, Five Points, and COP Drive.
- **Overhauls to existing pedestrian streets around Garnett** to improve their streetscaping, landscaping, visibility, and lighting.
- **Other short street segments** throughout South Downtown to support various diffuse pedestrian activities.

These typology applications would support other existing or proposed shared or pedestrian streets, such as the proposed Peachtree Shared Street north of Marietta Street, and the proposed Broad and Nelson Street Promenades, among others.

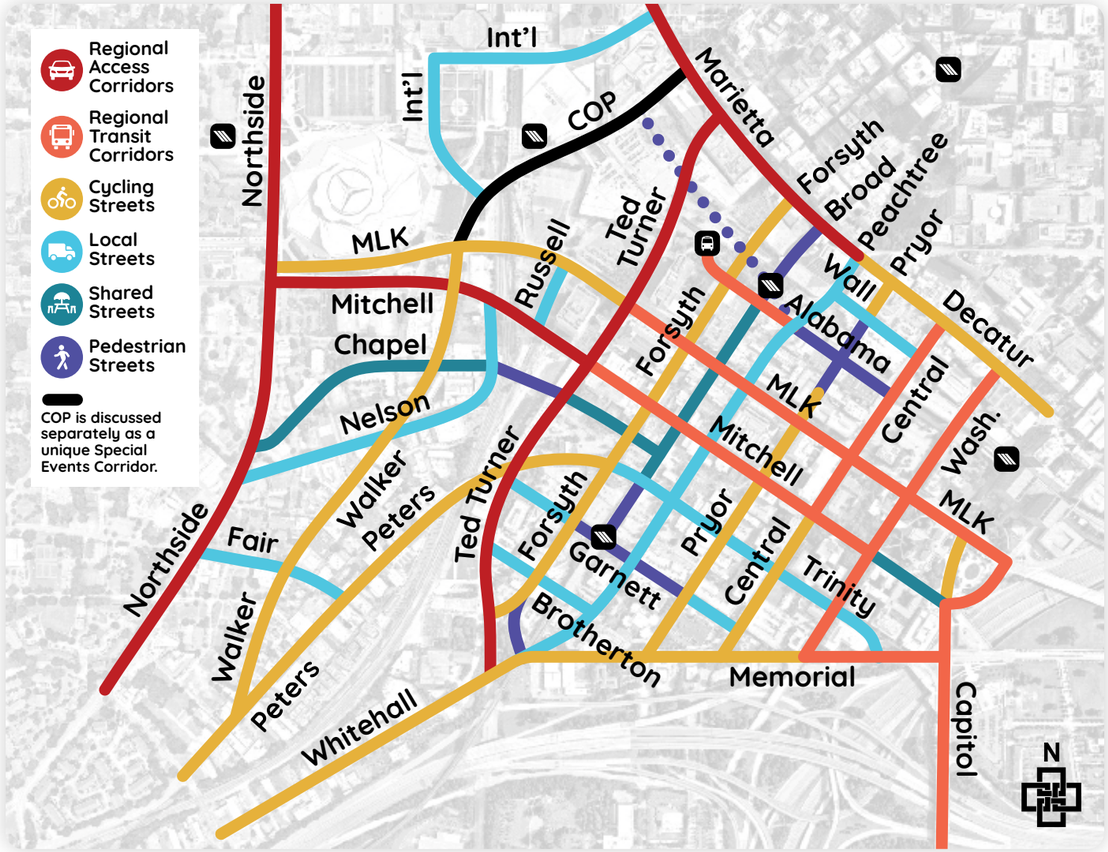
A Pedestrian Street in Action

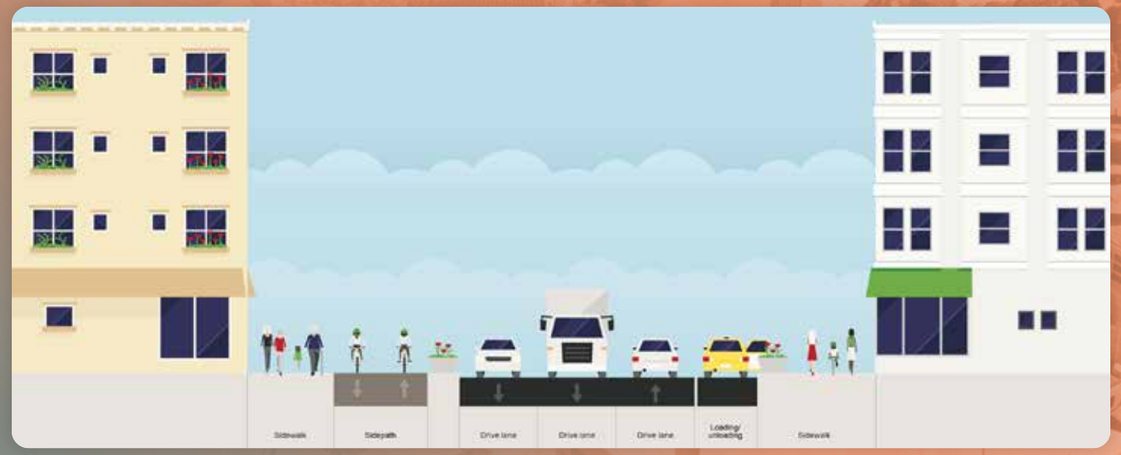
While the two-block portion of Upper Alabama Street between Peachtree Street SW and Central Avenue is already a pedestrian street, it could be more emphatically redesigned as a public place similar to the Broad Street Boardwalk: curbs could be eliminated and the entire street could be remodeled with planters, seating, and outdoor dining to better serve Underground Atlanta and other nearby retail.

A MUTUALLY-SUPPORTIVE TYPOLOGY NETWORK

Figure 34 shows the cumulative recommended typology applications for the streets in South Downtown. As shown, the typology applications were not proposed in isolation: in addition to accommodating the numerous planned investments in South Downtown, the typologies seek to form a **mutually-supportive** network of streets that balance **movement** with **place** to support sustained growth and vitality in South Downtown.

Figure 34:
Composite Map of All Six Recommended Street Typologies





CENTENNIAL OLYMPIC PARK DRIVE: A SPECIAL EVENTS CORRIDOR

Figure 35:
Recommended Reconfiguration of COP Drive

COP Drive is absent from the previous typology recommendations since its fluctuating characteristics are unique: the street usually sees moderate traffic, but during events at Mercedes-Benz Stadium, State Farm Arena, or the Georgia World Congress Center, the street sees very heavy traffic. Due to crowd control and security needs, COP Drive is sometimes closed to traffic when large crowds of pedestrians are entering or leaving events. Furthermore, the Cycle Atlanta plan envisions COP Drive as a key cycling connection.

Given these conditions, the study team recommends treating COP Drive as a unique Special Events Corridor rather than assigning it one of the previous six typologies. To reconcile the fluctuating characteristics and accommodate multiple desired functions, the study team recommends widening the sidewalk on the west side of the street into the adjacent travel lane, which would allow half of the widened space to be used as a two-way cycling sidepath. Since this sidepath would be at grade with the sidewalk, it could remain open during events even if cyclists need to walk their bikes through the crowds.

Meanwhile, the study team recommends repurposing the travel lane on the east side of the street into a passenger loading zone, resulting in three remaining travel lanes: one northbound and two southbound. The loading zone responds to survey feedback, in which COP Drive was the most frequently cited street for improving pickups and dropoffs. This new configuration, sized to fit atop the existing viaduct, would reconcile multiple desired activities with event crowds: a north-south cycling connection would remain practical, and the passenger loading zone and northbound travel lane on the east side of the street would remain open during events to accommodate pickups and dropoffs, allowing the rest of the street to be temporarily repurposed for pedestrians during events.

RECOMMENDED CURBSIDE USES

CREATING GRANULAR CURBSIDE USES

While the typologies in the previous section incorporate general, high-level recommendations for curbside uses, the study team understands that a more granular curbside application is necessary for the streets in South Downtown. Building upon the "Curb Design Menu" in the Atlanta Central Business District's Curbside Management Action Plan, this section proposes seven curbside uses for the streets in South Downtown, then applies these curbside uses to many of the blocks in South Downtown:

Bike Lanes or Cycletracks

These can be curb-adjacent or offset – in the latter case, the parking is curb-adjacent, while the bike lane is offset away from the curb.

Parking

Parking can also be curb-adjacent or offset – in the latter case, the bike lane is curb-adjacent, while the parking is offset away from the curb.

Bus Lanes

Likewise, bus lanes can be curb-adjacent or offset – in the latter case, the parking or bike lane is curb-adjacent, while the bus lane is offset away from the curb.

Bus Stops

These are curbside locations where buses pick up and drop off passengers. Bus stops can "bulb" across curb-adjacent parking or "float" across curb-adjacent bike lanes where necessary.

Loading and Unloading

This refers to both passenger and freight loading and unloading. Curbside locations can be reserved separately for passengers or freight.

Dining and Seating

These are curbside locations with tables, chairs, and benches to support nearby restaurants and retail.

Travel and Turn Lanes

In some locations the curbside is already occupied by travel lanes or turn lanes that need to remain in place, so no other curbside uses are possible.

APPLYING GRANULAR CURBSIDE USES

Figure 36 shows the recommended distribution of the seven proposed curbside uses across the streets of South Downtown. These recommendations incorporate the curbside uses proposed for several projects, such as the Forsyth Street Multimodal Corridor, the Peachtree Street Streetscaping and Road Diet, Summerhill BRT, and many others.

The recommended distribution of curbside uses is still conceptual and could change significantly. Curbside uses are particularly sensitive to development activity, which is in flux in South Downtown. Additionally, the recommended distribution of curbside uses doesn't reflect any curb cut subtractions for parking lot, garage, driveway, or alley entrances and exits.

Figure 36 highlights several notable stretches of curbside uses:

- **Curbside bike lanes and cycletracks** are shown on MLK Jr. Drive, Peters Street, Walker Street, Forsyth Street, Pryor Street, Central Avenue, and Washington Street, reflecting a combination of existing bike lanes, forthcoming bike lanes proposed under Phase 1 of the Cycle Atlanta 1.0 network, and additional bike lanes proposed in Chapter 5.
- **Curbside bus lanes** are shown on MLK Jr. Drive, Mitchell Street, Central Avenue, and Washington Street, reflecting a combination of proposed bus lanes (including Summerhill BRT, the Central Avenue Bike and Bus Lanes and Safety Enhancements, and the Courtland Street Bus Lane) and additional bus lanes proposed in Chapter 5.
- **Curbside bus stops** are present throughout South Downtown. This plan does not recommend consolidation save for the bus stops on Upper Alabama Street, which would be relocated to the proposed Five Points Mobility Hub and Bus Transfer Center. However, two proposed projects (a Central Avenue Bus Lane Extension and a Washington Street Bus Lane Extension) discussed in Chapter 5 could allow bus routes to be consolidated off Peachtree and Pryor Streets in the future.
- **Curbside dining** is primarily concentrated along Broad and Peachtree Streets to support ongoing efforts to convert these streets into "outdoor rooms" that would accommodate the restaurants and retail associated with the forthcoming South DWNTN development.
- **Curbside loading and unloading** is primarily concentrated along Trinity Avenue to support the South DWNTN development, with smaller amounts distributed across other streets. Note that the Trinity Avenue concentration does not align with the Trinity Avenue Bike Lanes and Turn Lane Project.

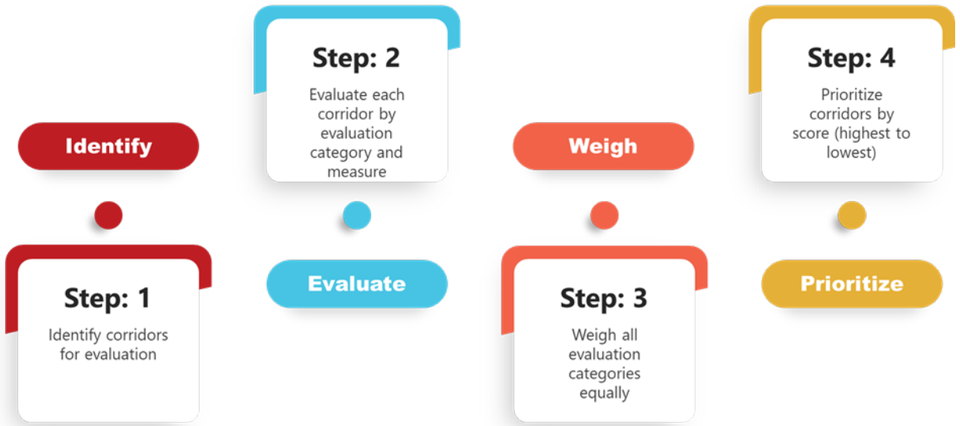
The curbside loading and unloading recommendations on the accompanying map refer only to South Downtown's residential and commercial loading and unloading needs – these recommendations are not intended to accommodate the more voluminous loading and unloading needs for the TNCs (transportation network companies such as taxis, Uber, and Lyft) serving State Farm Arena, Mercedes-Benz Stadium, or the Georgia World Congress Center. The special loading and unloading needs for these event venues are explored in Chapter 5.

Figure 36:
Recommended Curbside Uses

4. CORRIDOR EVALUATION AND PRIORITIZATION

After applying recommended street typologies to the streets in South Downtown in Chapter 3, the study team developed a methodology for prioritizing corridors for improvement. There are 25 corridors in South Downtown lacking existing projects or projects with developed concepts. These corridors were evaluated and prioritized based on their potential to support a catalytic shift in development activity in South Downtown. The evaluation process includes four steps shown in Figure 37.

Figure 37: **Corridor Evaluation and Prioritization Process**



What is a Corridor?

"Corridor" in this plan refers to a portion of a street between a given start and end point within South Downtown. For example, Ted Turner Drive in South Downtown runs from Memorial Drive at its southern point to Marietta Street at its northern point.

EVALUATION CATEGORIES

Prioritization is based on the following five evaluation categories:

Connectivity and Mobility: Examine the corridor's potential to relieve congestion and provide new or improved connections to surrounding streets, event venues, and parks in South Downtown. Improved connectivity will reduce travel time and delay, provide more routing options, and improve access to event venues. For this category, specific measures were qualitative with yes/no or high, medium, or low values.

Multimodal Opportunities: Examine the corridor's potential to improve access to existing and future bike, pedestrian, and transit facilities. Improving multimodal connectivity reduces emissions, improves equitable access to jobs and services, and encourages physical activity, which in turn improve the quality of life in South Downtown. For this category, specific measures were a combination of qualitative (high, medium, or low values) and quantitative based on transit ridership and proximity to transit facilities.

Safety: Examine the corridor's safety needs based on the number of crashes observed in Chapter 2. This category includes an expectation that any improvements will be designed to reduce the number of crashes along the corridors in South Downtown.

Land Use and Development: Examine the corridor's potential to improve access to major destinations and developments in South Downtown. For this category, specific measures were qualitative (yes/no) as to whether the corridor connects to a new development or to a mixed-use development.

Ease of Implementation: Assess the ease of implementing a given corridor. For this category, specific measures were qualitative in assessing whether state permitting would be required (i.e., on state roads) and the general level of effort needed to improve the corridor (minimal, moderate, or major).

To determine priorities, each corridor in South Downtown was processed through each evaluation category via a scoring description. This was either a yes/no or high, medium, or low description based on the category. For example, to evaluate a corridor's proximity to a MARTA station, it was assigned 'high' for a proximity of less than 0.10 miles, 'medium' for a proximity between 0.10 and 0.25 miles, or 'low' for a proximity greater than 0.25 miles. A numeric score was assigned to each description with 10 for high, 5 for medium, or 0 for low. Scores for each evaluation category were summed for each corridor, but because these categories have varying measures, weighting was applied to distribute scores and to avoid favoring any categories with more numerous measures.

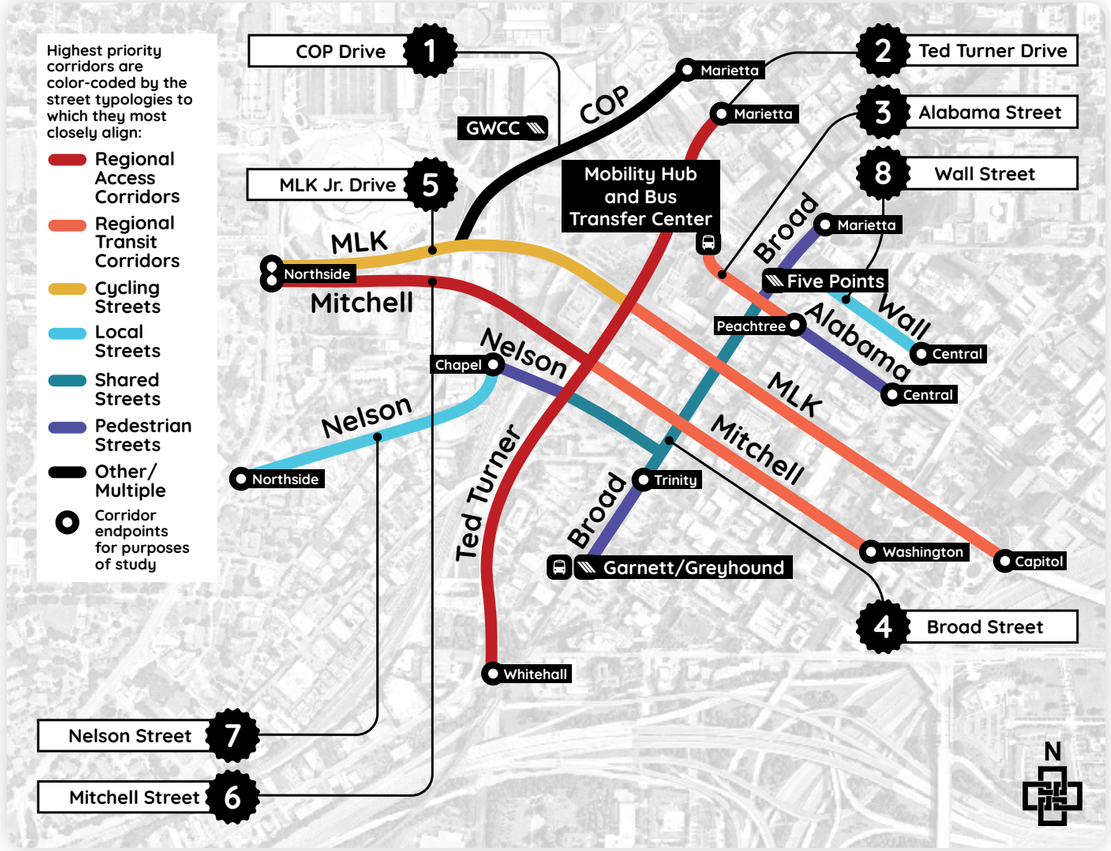


Figure 38: **Highest Priority Corridors in South Downtown**

Feedback on Priorities

The corridor priorities from the evaluation process above were shared with the Stakeholder Advisory Committee (SAC) for input. SAC participants were asked to rank the corridors that scored highest in the evaluation process in order of importance to South Downtown, which were compared back to the results of the evaluation process. Several similarities emerged between both steps, with a trend of corridors near new development and event venues ranking higher, and corridors further to the south ranking lower. The corridors identified as highest priority in both the evaluation process and the SAC's rankings are found in Table 9 and Figure 38, and these corridors directly influenced the proposed projects in Chapter 5.

Table 9: **Highest Priority Corridors in South Downtown**

Ranking	Corridor Name
1	Centennial Olympic Park (COP) Drive
2	Ted Turner Drive
3	Upper Alabama Street
4	Broad Street
5	MLK Jr. Drive
6	Mitchell Street
7	Nelson Street
8	Wall Street

PROJECT LEADERSHIP AND ADVOCATES

Regardless of the priorities for any corridors in South Downtown, the study team understands that a diverse set of stakeholders is needed to realize this plan. The following stakeholders will be involved in implementation:

Central Atlanta Progress (CAP)/Atlanta Downtown Improvement District (ADID)

ADID is funded through a Community Improvement District (CID) within which private property owners pay special assessments. Through an intercompany agreement, ADID's administration and operations are managed by Central Atlanta Progress, Inc. (CAP). CAP/ADID funds come primarily from local property taxes. CAP/ADID can help access state and federal grants as an additional funding source for certain projects. CAP/ADID can manage the planning, design, and preliminary engineering for capital-intensive projects such as street improvements, safety programs, traffic signalization, and sidewalk, pedestrian bridge, trail, and park construction. CAP/ADID can fund small capital improvement projects but will likely play a support role alongside other organizations for larger projects. Finally, CAP/ADID can also serve as an implementation arm in partnership with the City of Atlanta.

City of Atlanta

The City of Atlanta Department of Transportation (ATLDOT) serves as the coordinating agency for all transportation needs within city government. ATLDOT is responsible for managing street rights-of-way and will be the lead agency overseeing restriping, reconstruction, and streetscape projects on streets that are neither state nor federal routes. The City of Atlanta can directly implement projects or it can approve projects and take a key partnership role.

Georgia Department of Transportation

The Georgia Department of Transportation (GDOT) builds and maintains all state and federal routes in Georgia. GDOT will lead South Downtown projects that impact state routes (Peters Street, Trinity Avenue, and Northside Drive) and interstate highways (I-20, I-75, and I-85), and it will play a major role in projects involving ITS (intelligent transportation systems), event management, and major public structures.

MARTA

The Metropolitan Atlanta Rapid Transit Authority (MARTA) provides public transit service throughout metro Atlanta via bus, heavy rail, and streetcar. MARTA will be a major stakeholder in street improvement projects that interface with planned BRT routes, local bus stops, streetcar stops, and heavy rail stations. MARTA will also play a leading role in ITS improvements such as transit signal priority, especially along BRT and streetcar routes.

Private Developers

Multiple private developments are planned in South Downtown, including Centennial Yards (CIM Group), South DWNTN (Newport RE), and Underground Atlanta (Lalani Ventures). These developments will affect the character of South Downtown and create challenges for event traffic management. At the same time, they will also give event patrons the opportunity to remain in the neighborhood for longer periods – both before and after events – thereby reducing the peak demands of event traffic. Private developers will take a leading role in improvement projects that are on their properties, and they will also lead projects on private rights-of-way.

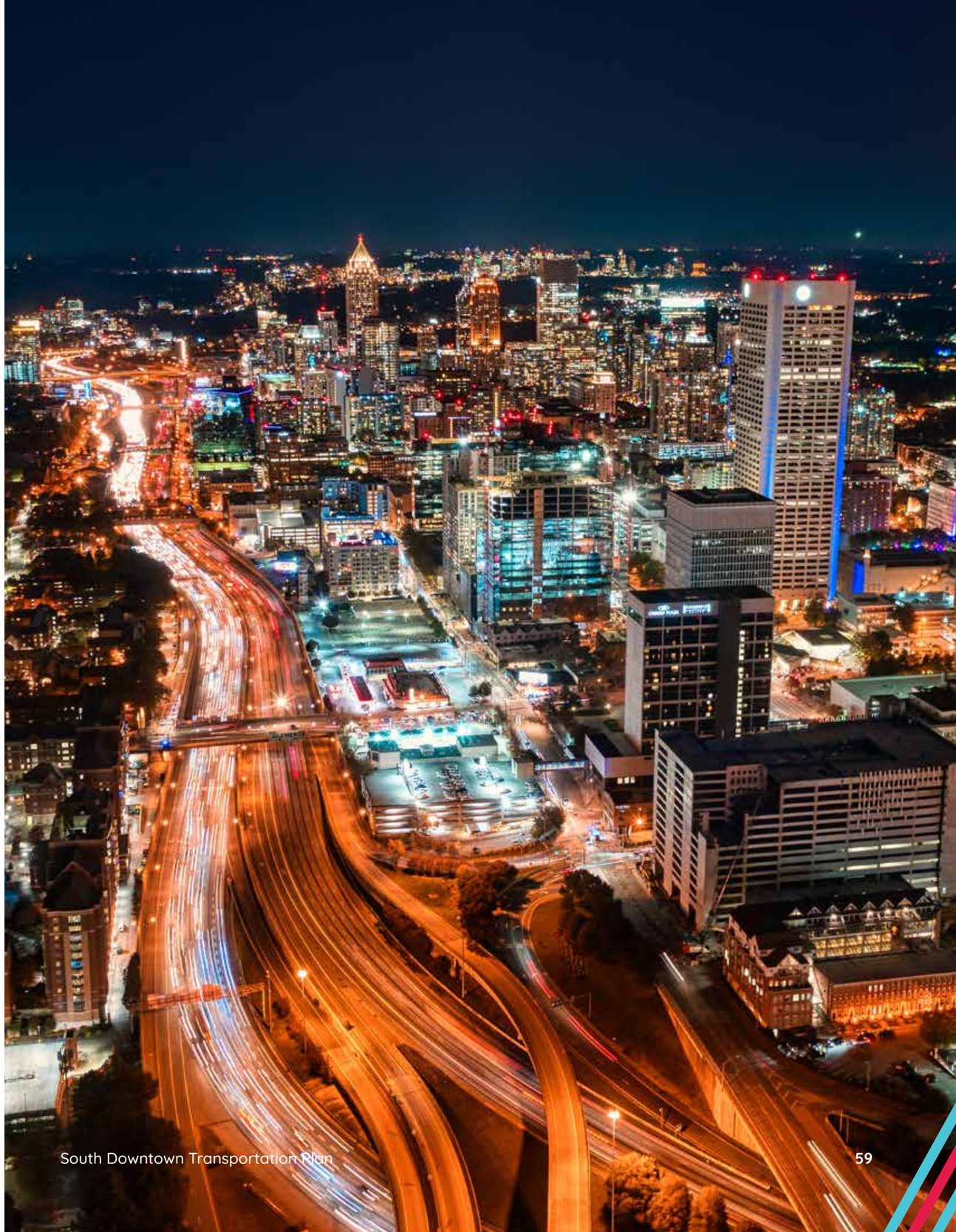
Event Venues

The Georgia World Congress Center (GWCC), Mercedes-Benz Stadium (MBS), and State Farm Arena (SFA) host events throughout the year, drawing millions of visitors from the region, state, and around the world. These events result in fluctuating demands on South Downtown's transportation network and often require special operations to manage peak pedestrian and traffic flows. These event venues will be involved in projects that improve traffic operations via traffic signals and ITS, which are vital for continuously improving event management.

PROJECT FUNDING

Funding for proposed projects can involve multiple sources. Each proposed project in Chapter 5 contains funding recommendations based on its timeline, eligibility, and competitiveness for grants. While specific funding sources are listed in programmatic detail in Chapter 5, typical high-level funding sources include:

- **Federal Funding** includes formula funding and discretionary (competitive) grants. Federal discretionary programs have their own unique evaluation criteria; however, all federal programs prioritize projects that mitigate climate change, address equity, and promote safety for all road users. As Atlanta's Metropolitan Planning Organization (MPO), the Atlanta Regional Commission (ARC) manages federal formula funding for the Atlanta metro region. Project sponsors must submit projects through ARC's Transportation Investment Program (TIP) and ARC determines which federal programs are most applicable when evaluating the TIP project list.
- **State Funding** for transportation is approved annually by the Georgia Legislature and is provided to a variety of agencies such as the Georgia Department of Transportation, the Atlanta-Link Authority, and the State Road and Tollway Authority.
- **Local Funding** is typically provided through local cities or counties, which will be the City of Atlanta for this plan. Local funding can include general funds, special sales taxes, special taxing districts, property taxes, impact fees, and other fees and levies collected by the locality.
- **Private Funding** can be applied to public transportation projects in the form of Public-Private Partnerships (P3s). P3s range in agreement types and payback structures. Some private funding can be considered philanthropic if it is a clear contribution to the community.



5. PROPOSED PROJECTS

After evaluating and prioritizing South Downtown's corridors using the process and SAC feedback described in Chapter 4, the study team proposed nearly 40 projects that cover the eight highest-priority corridors identified in Table 9 as well as several other supporting, interconnected corridors across South Downtown. Together, the proposed projects offer a comprehensive program of improvements that support the event venues and current and future developments in South Downtown. Building off the priorities identified in the previous chapter, the study team recognized that the proposed projects vary by offering either **immediate,** strategic **near-term,** and complementary **long-term** investment opportunities.

To leverage these varying investment opportunities, the study team organized the proposed projects in this chapter into five categories: tactical, critical, private property, MARTA, and complementary projects. Each category recognizes and responds to a different investment timeline, with tactical projects aiming for completion by the end of 2024, critical projects continuing through 2026, private property projects continuing through 2028, and MARTA and complementary projects continuing through 2031 or beyond. An overview of each category is below:

TACTICAL:

These are temporary, interim, and/or "pilot" projects that can be implemented quickly and generally require less funding than permanent projects. They serve as quick demonstrations for permanent projects, and any lessons learned from their implementation can be incorporated into permanent projects. Given the accelerated timeline and limited scope of tactical projects, CAP/ADID can take the lead on implementation, with assistance from MARTA or event venues depending on the project. All tactical projects should be completed by 2025 in preparation for the 2026 World Cup.

As shown in Table 10, the study team has recommended $830,000 of tactical projects to be implemented within the next two years. The estimated combined cost for each project includes planning, design, and tactical implementation costs. Because tactical projects are temporary improvements, project scopes can be tailored to the amount of funding available for quick implementation, which means any recommendations are subject to change.

Table 10: **Tactical Project Cost Summary**

Tactical Project	Estimated Combined Cost
T1 - Events Playbook Update	$150,000
T2 - Event Venue TNC Pickup and Dropoff Locations	$100,000 per location
T3 - Broad Street Interim Improvements	$60,000
T4 - COP Drive and Marietta Street Pedestrian Scramble	$10,000
T5 - Garnett Station Short-Term Improvements	$125,000
T6 - GWCC Station Short-Term Improvements	$125,000
T7 - Vine City Station Short-Term Improvements	$125,000
T8 - Five Points Station Short-Term Improvements	$125,000
T9 - Interim Wayfinding	$10,000
TOTAL COST FOR TACTICAL PROJECTS:	$830,000

CRITICAL:

These projects have the greatest potential to impact South Downtown and have the most neighborhood support. They serve as essential building blocks for the additional projects in the categories below by laying the groundwork for future mutually-supportive projects to achieve economies of scale. Alongside other partners, CAP/ADID can help with project scoping, consensus building, design, sponsor coordination, funding strategies, and grant application assistance, while implementation would largely be the responsibility of the primary sponsor of a project as identified in the project's fact sheet. If possible, all critical projects should be completed prior to the 2026 World Cup.

As shown in Table 11, the study team has recommended $97,000,000 of critical projects to be implemented over three years. The estimated combined cost for each project includes planning, design, and construction costs.

Table 11: **Critical Project Cost Summary**

Critical Project	Estimated Combined Cost
C1 - Broad Street Promenade	$8,000,000
C2 - COP Drive ITS, Access Management, and Multimodal Upgrades	$4,000,000
C3 - Garnett Station Long-Term Improvements	$25,000,000
C4 - MLK Jr. Drive Two-Way Cycletrack Extension and Federal Center Sidepath	$3,000,000
C5 - Ted Turner Drive Two-Way Conversion, Phase 1	$7,000,000
C6 - GWCC Station Long-Term Improvements	$25,000,000
C7 - Vine City Station Long-Term Improvements	$25,000,000
TOTAL COST FOR CRITICAL PROJECTS:	$97,000,000

PRIVATE PROPERTY:

Public streetscapes are impacted by private parks, plazas, walkways, and other private rights-of-way. The study team has proposed several projects on private properties that would require close coordination with their respective developers. Alongside other partners, CAP/ADID can help coordinate between developers and the City of Atlanta, while implementation would largely be the responsibility of private developers.

As shown in Table 12, the study team has recommended $8,000,000 of private property projects to be implemented over five years. The estimated combined cost for each project includes planning, design, and construction costs. Projects on private properties that are identified as tactical or critical projects are listed in Table 10 or Table 11, respectively, and are not listed in Table 12.

Table 12: **Private Property Project Cost Summary**

Private Property Project	Estimated Combined Cost
P1 - Centennial Yards Park/Pedestrian Connection	$4,000,000
P2 - Upper Alabama and Pryor Streets Promenade	$4,000,000
P3 - Centennial Yards Internal Street Network	n/a (borne by CIM)
TOTAL COST FOR PRIVATE PROPERTY PROJECTS:	$8,000,000

MARTA:

Given MARTA's presence in South Downtown, several proposed projects would interact with MARTA rail stations and bus stops. Alongside other partners, CAP/ADID can help with grant development, funding strategies, and coordination between MARTA and the City of Atlanta, while implementation would largely be the responsibility of MARTA.

As shown in Table 13, the study team has recommended $325,000,000 of MARTA projects to be implemented over five years. The estimated combined cost for each project includes planning, design, and construction costs. MARTA projects that are identified as tactical or critical projects are listed in Table 10 or Table 11, respectively, and are not listed in Table 13.

Table 13: **MARTA Project Cost Summary**

MARTA Project	Estimated Combined Cost
M1 - Five Points Mobility Hub and Bus Transfer Center	$75,000,000
M2 - Atlanta Streetcar Extension	$250,000,000
TOTAL COST FOR MARTA PROJECTS:	$325,000,000

COMPLEMENTARY:

Finally, the study team has proposed several complementary projects that have longer design and construction timelines that don't fit into the previous four categories. These complementary projects would support the critical projects above to achieve economies of scale. Alongside other partners, CAP/ADID can help with project scoping, consensus building, design, sponsor coordination, funding strategies and grant application assistance, while implementation would largely be the responsibility of the primary sponsor of a project as identified in the project's fact sheet.

As shown in Table 14, the study team has recommended $114,200,000 of complementary projects to be implemented over seven years. The estimated combined cost for each project includes planning, design, and construction costs.

Table 14: **Complementary Project Cost Summary**

Complementary Project	Estimated Combined Cost
K1 - Sitewide Communications Improvements	$5,000,000
K2 - Memorial Drive Five-Way Intersection Redesign	$6,000,000
K3 - Garnett Street Streetscaping and Road Diet	$8,000,000
K4 - Brotherton Street Streetscaping and Two-Way Conversion	$4,000,000
K5 - Capitol Square Shared Street	$3,000,000
K6 - Forsyth Street-Memorial Drive Pedestrian/Bike Connection	$2,000,000
K7 - Central Avenue Bus Lane Extension	$200,000
K8 - Ted Turner Drive Two-Way Conversion, Phase 2	$4,000,000
K9 - COP Drive Viaduct Replacement	$44,000,000
K10 - Upper Alabama Street Pedestrian Prioritization	$3,000,000
K11 - Wall Street Streetscaping and Road Diet	$4,000,000
K12 - Mitchell Street Streetscaping and Bike Lane Removal	$10,000,000
K13 - Nelson Street Promenade	$4,000,000
K14 - Peters Street Protected Bike Lanes	$1,000,000
K15 - Washington Street Bus Lane Extension	$1,000,000
K16 - Neighborhood and Event Venue Wayfinding	$15,000,000
TOTAL COST FOR COMPLEMENTARY PROJECTS:	$114,200,000

The full cost of all projects in the five categories above is estimated to be **$545,030,000**, and the combined timeline to implement all projects is estimated to take at least nine years.

COSTING METHODOLOGY AND FUNDING OPTIONS

Estimated costs for each proposed project are based on planning-level unit costs or the costs of peer projects, and they include 15 percent engineering and 20 percent contingency estimates. In addition to showing costs for full buildout, costs are broken down by year and color-coded by implementation phase:

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Since this plan is intended to cover the planning phase for proposed projects to the furthest extent practical, any potential additional necessary planning work and consequent costs are included in the "Scoping and Engineering" phase for each project.

All costs are presented in current year dollars and are not escalated to the year of implementation. The scoping, engineering, and construction funding options for each proposed project leverage the federal, state, local, and private funding sources introduced in Chapter 4. The fact sheets at the end of this chapter provide details on what is included in each proposed project's cost estimate.

PROPOSED PROJECT FACT SHEETS

Each proposed project is introduced via a fact sheet that contains the project's name, category, the street typology to which it most closely aligns, its start and end points plotted on a map, a brief description of the proposed work, an estimated cost, the project elements contributing to this cost, a breakdown of this cost across implementation phases, proposed funding sources, and proposed sponsors and supporters.

A **sponsor** is a stakeholder expected to take the lead role in promoting and implementing a project, including securing funding where possible.

A **supporter** is a stakeholder expected to play a significant supporting role in promoting and implementing a project, including providing recommendations for design, construction, and funding where possible, in addition to other expertise.

Where applicable, proposed projects are accompanied by references to the existing projects summarized below.

Taken together, the project fact sheets convey a comprehensive program of improvements that support the event venues and current and future developments in South Downtown. With coordination from the sponsors and supporters identified on the fact sheets, this plan will transform South Downtown to provide cohesive, safe, multimodal streets and blocks for residents, workers, students, and visitors.

SUPPORTING EXISTING PROJECTS

Existing projects predate this plan's writing and are already in planning, design, construction, or recent completion. The study team proposed projects with existing projects in mind such that the latter would support the former to the furthest extent possible. For example, the study team recommended extending the MJK Jr. Drive cycletrack westward to Northside Drive knowing that it would be supported by the cycletrack that is already under construction as part of the Downtown Resurfacing Project. Table 15 and Figure 39 summarize the existing projects in South Downtown.

Table 15: **Existing Projects Summary**

Project	Typology	Extents	Description	Status
E1: Capitol Avenue Bike Lane	Cycling Street	MLK Jr. Drive SE to Capitol Square SW	A northbound bike lane from Capitol Square to MLK Jr. Drive follows the Cycle Atlanta 1.0 and ATLDOT Cycle Atlanta plans.	Under Construction
E2: Northside Drive Pedestrian Safety Project	Regional Access Corridor	MLK Jr. Drive to Ivan Allen Jr. Boulevard	Includes a variety of safety and operational improvements, including wider sidewalks, plantings and barriers to buffer pedestrians from traffic, new lighting, and ADA improvements.	Right-of-Way Acquisition
E3: Summerhill BRT	Regional Transit Corridor	Loop using Capitol Square SW, MLK Jr. Drive, Ted Turner Drive SW, Mitchell Street SW, Washington Street SW, Memorial Drive SW	Summerhill BRT will connect the BeltLine, Peoplestown, Summerhill, Capitol Gateway, and South Downtown along a five-mile roundtrip route with dedicated stations and several segments on dedicated bus lanes. Within South Downtown, Summerhill BRT will include dedicated bus lanes on Mitchell Street and MLK Jr. Drive. A two-way cycletrack on MLK Jr. Drive, built as part of the Downtown Resurfacing Project, will complement the dedicated bus lanes.	Under Construction
E4: Forsyth Street Multimodal Corridor	Cycling Street	Marietta Street NW to Memorial Drive SW	The corridor will include curbside bike lanes buffered from traffic via striping and flexposts, small segments of dedicated bus lanes, and transit signal priority for buses.	In Design
E5: Trinity Avenue Bike Lanes and Turn Lane Project	Cycling Street	Ted Turner Drive SW to Memorial Drive SW	The street is being restriped to connect to existing bike lanes, reducing travel lanes from four to two, and introducing a center left-turn lane.	Under Construction
E6: Washington Street Two-Way Cycletrack	Regional Transit Corridor	Gilmer Street SE to Memorial Drive SW	A two-way cycletrack on the east side of the street follows recommendations in the Cycle Atlanta 1.0 plan.	Under Construction
E7: Central Avenue Bike and Bus Lanes and Safety Enhancements	Regional Transit Corridor	Edgewood Avenue SE to Memorial Drive SW	A new buffered northbound bike lane would run from Edgewood Avenue to Mitchell Street. As part of the project, the rightmost lane would be widened to 11 feet to accommodate a bus lane, and it would be resurfaced along with the travel, parking, and bike lanes. Additionally, several improvements including pedestrian beacons, crosswalk lighting, and roadway reconfigurations will make the street safer for pedestrians and cyclists.	Bike and bus lanes are under construction while the safety enhancements are in design [7]

7 See Page 16 of the SS4A FY2022 grant awards.

Project	Typology	Extents	Description	Status
E8: Memorial Drive Two-Way Bike Lane	Cycling Street	Forsyth Street SW to Capitol Avenue SW	The project includes the buffered bidirectional bike lanes recommended in the Cycle Atlanta 1.0 plan and ATP.	Under Construction
E9: Peachtree Street SW Streetscaping and Road Diet	Local Street	Upper Alabama Street SW to Trinity Avenue SW	A road diet, permanent streetscaping, and safety enhancements will build upon previous pilot improvements.	In Design
E10: Five Points Rehabilitation and Transformation	Multiple/ Other	At Five Points Station	A thorough reconstruction of Five Points will include demolishing the existing headhouse and constructing a new one, renovating station platforms and access points, and improving numerous other station elements.	In Design
E11: Greyhound Station Reconstruction	Multiple/ Other	At Garnett Station	In 2022 the Greyhound Station at Garnett was rebuilt and improved. Demolition of the older bus station is still in progress as of early 2023.	Under Construction
E12: International Boulevard Road Diet and Bus Terminal	Local Street	Marietta Street NW to International Boulevard NW	In 2022 International Boulevard underwent a significant road diet in which four former travel lanes separated by a median were reduced to two reversible travel lanes flanked by wider sidewalks and plazas. The project also included a new charter bus terminal immediately west of State Farm Arena.	Completed in 2022
E13: MLK Jr. Drive Bridge to Ted Turner Drive Viaduct Reconstruction	Regional Transit Corridor	Ted Turner Drive SW to Forsyth Street SW	While most of the viaduct was brought back into a state of good repair in 2022, the MLK Jr. Drive ramp to Ted Turner Drive is still underway as of early 2023.	Under Construction
E14: Pryor Street Safety Enhancements	Cycling Street	Decatur Street SE to Memorial Drive SW	Several improvements including pedestrian beacons, bike lanes, crosswalk lighting, roadway reconfigurations, and medians will make the street safer for pedestrians and cyclists.	In Design [8]
E15: Whitehall Street Two-Way Bike Lane	Cycling Street	US 41 to Memorial Drive SW	The project will include the buffered bidirectional bike lanes recommended in the Cycle Atlanta 1.0 plan.	In Design
E16: Courtland Street Bus Lane	Regional Transit Corridor	John Portman Boulevard NE to MLK Jr. Drive SE	A southbound bus lane on the west side of the street will connect to the other bus lanes in the area, consistent with recommendations in the *Downtown Atlanta Master Plan,* the *Downtown Commuter Bus Routing and Infrastructure Study,* and the City of Atlanta's *One Atlanta Strategic Transportation Plan.*	In Design

8 See Page 16 of the SS4A FY2022 grant awards.

Project	Typology	Extents	Description	Status
E17: DeKalb Avenue Complete Street	Cycling Street	Peachtree Street SW to Ridgecrest Road NE	Improvements will include bike lanes on DeKalb Avenue from Peachtree Street to the existing shared-use path at Rocky Ford Road, ADA accessibility improvements, and improved intersection safety for pedestrians.	In Design
E18: Peters Street Bridge Reconstruction	Cycling Street	Ted Turner Drive SW to Haynes Street SW	This project will replace an aging bridge in poor condition that does not meet current standards for load carrying capacity.	In Design

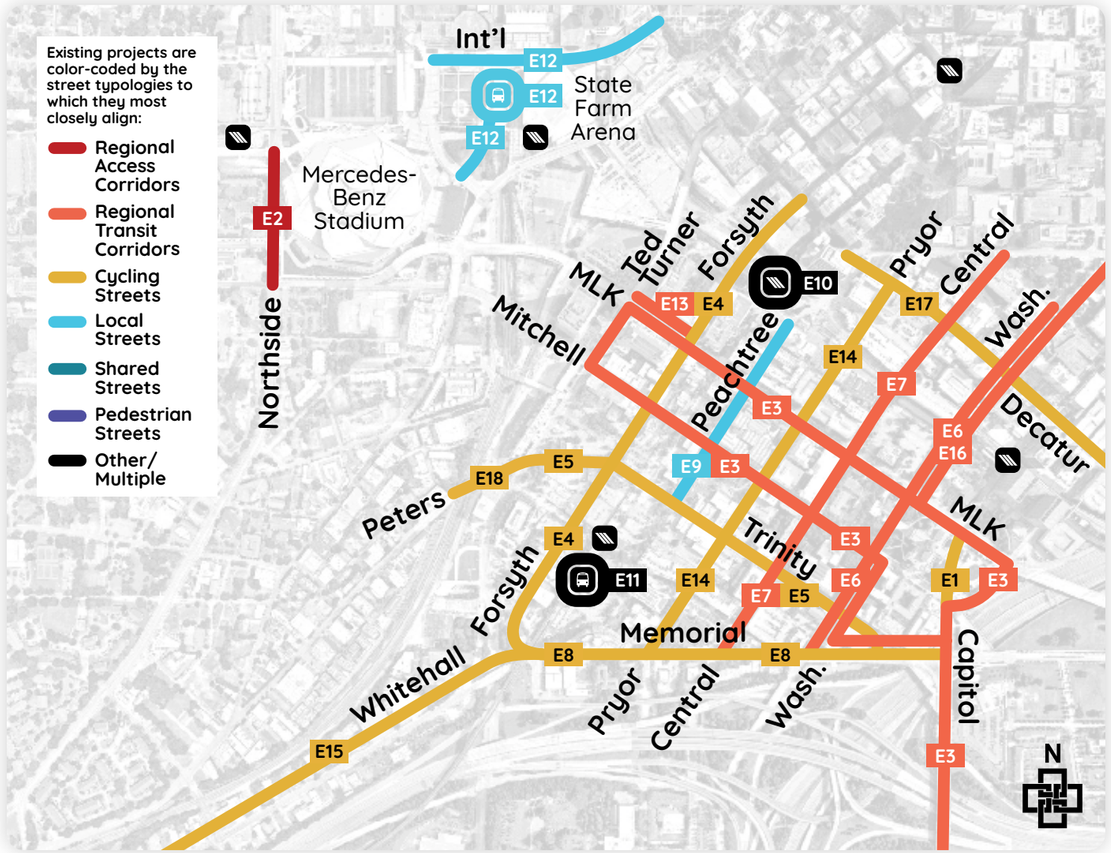


Figure 39: **Overview of Existing Projects**

T1 - EVENTS PLAYBOOK UPDATE

Description

The study team recommends that event venues work with CAP/ADID to update the 2017 Downtown Atlanta Events Playbook. This playbook recommends establishing three committees for event permitting, operating, and stakeholders to support and promote effective event management in Downtown Atlanta.

Table 16: **Proposed Playbook Activities**

		Playbook Update	Event Permitting Committee	Event Operating Committee	Event Stakeholder Committee
Typology		Programmatic	Programmatic	Programmatic	Programmatic
Extents		Sitewide	Sitewide	Sitewide	Sitewide
Description		Coordinate with stakeholders to update the 2017 Downtown Atlanta Events Playbook to focus on event management.	This committee would review, comment, and approve plans. They would serve as the point of coordination for impacted stakeholders and would approve any lane or road closures. The committee would track event projections and place conditions on permits, such as restricting hours of operation, extents of closure, and loading and unloading procedures.	This committee would discuss specific operational plans for events and identify unresolved issues. The annual meeting would include reviews, constructive criticism, and tabletop exercises.	This committee would provide feedback and high-level plans for upcoming events. Stakeholders would also provide feedback on previous event operations.
Sponsors		CAP/ADID	City of Atlanta	GWCC	CAP/ADID
Supporters		MBS, SFA, GWCC, City of Atlanta	Atlanta Police Department, Mayor's Office of Film and Entertainment, GDOT (SigOps Metro/TMC), Atlanta Convention and Visitors Bureau	City of Atlanta, Atlanta Police Department, GDOT (SigOps Metro/TMC), MARTA, SFA, MBS, and parking stakeholders	City of Atlanta, Atlanta Police Department, GDOT, MARTA, SFA, GWCC, MBS, Atlanta Convention and Visitors Bureau, America's Mart, Georgia State Patrol, Mayor's Office of Film and Entertainment, event venues, hotels, parking stakeholders, Midtown Alliance, Georgia Tech, and Georgia State University
Frequency		Update every two years	Weekly meetings	Weekly meetings and annual review meeting	Monthly meetings
Estimated Cost		$150,000	$50,000 (yearly)	$75,000 (yearly)	$15,000 (yearly)
Timeline	**2023**	$75,000	See above	See above	See above
	2024	$75,000	See above	See above	See above
	2025+		See above	See above	See above

Funding Categories:
$000: Meetings and Coordination
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Playbook Update Responsibilities

CAP/ADID, event venues (MBS, GWCC, SFA)

T2 - EVENT VENUE TNC PICKUP AND DROPOFF LOCATIONS

Description

An improved pickup and dropoff strategy for the TNCs (transportation network companies such as taxis, Uber, and Lyft) serving South Downtown's event venues will help reduce congestion during events. Improved TNC management is integral to effective event traffic management, and best practices include:

- Flexing curbside uses during events for pickups and dropoffs.
- Integrating pickup and dropoff locations into the street network.
- Designating pickup and dropoff locations within parking facilities to move operations off the street for more flexibility.

Pickup and dropoff locations should be located outside the immediate event perimeter to avoid conflicts with the rush of people leaving the event venue, and they should avoid routes already congested by event traffic. Furthermore, since minor changes to TNC management can have major impacts on event management and vice versa, effective TNC management is an integral part of any event management plan. The Atlanta Curbside Management Action Plan offers additional TNC management recommendations.

Two examples of event venues with strong TNC management are United Center in Chicago and SoFi Stadium in Los Angeles. United Center dedicated an entire parking lot (formerly Lot E) as a pickup and dropoff location. SoFi Stadium has dedicated pickup and dropoff locations on public streets (Kareem Court and Manchester Boulevard).

Event committees should coordinate with property owners, the Atlanta Police Department, and TNC operators to implement pickup and dropoff locations within a quarter mile of State Farm Arena, for which approximately 1,000 linear feet of curb access is recommended. Mercedes-Benz Stadium should implement pickup and dropoff locations within a half mile of the stadium to distribute demand over a larger area, for which approximately 2,500 linear feet of curb access is recommended. With these parameters in mind, the study team has recommended several pickup and dropoff locations in Table 17. In addition to these locations, new developments in their vicinity should incorporate circulating and staging space for TNC vehicles to expand off-street options over time.

Regardless of location, improved signage with clear, unambiguous messaging can help make the TNC pickup and dropoff process more efficient.

Funding Options

At least one of the recommended locations in Figure 40 should be converted for TNC use as soon as possible. This conversion would serve as a tactical pilot for a larger TNC pickup and dropoff implementation prior to the 2026 World Cup.

Implementing one of the recommended locations to exclusively serve TNC pickups and dropoffs would cost **approximately $100,000.** This cost, which includes planning, geofencing, striping, painting, and signing a TNC pickup and dropoff location, should be shared between event venues, the parking lot owner (if and where the owner differs from the event venues), and TNC operators.

Table 17: **Proposed TNC Pickup and Dropoff Locations**

Location Name	Location Siting	Location Advantages	Location Disadvantages
TNC-1: Close-Proximity Lots	Off-street parking lots	• Short walk for riders • Leverages a dedicated pedestrian bridge over Northside Drive	• Impacts premium parking spaces and properties • TNC traffic in center of event traffic
TNC-2: North Lots	Off-street parking lots	• Controlled by GWCC • Ample space	• Property impacts • Pedestrian crossings on wide streets with heavy event traffic • Limited access options
TNC-3: YMCA Lot	Off-street parking lots	• Distant from event venue egress routes and traffic • Could be combined with Carter Street to provide separate staging and pickup/dropoff areas	• Property impacts • Neighborhood impacts • Challenging vehicular access
TNC-4: The Gulch	Off-street parking lots (below Centennial Yards)	• Short walk for riders • Vehicular access separated from pedestrian access	• Property impacts • Grade change for pedestrians, which poses wayfinding challenges

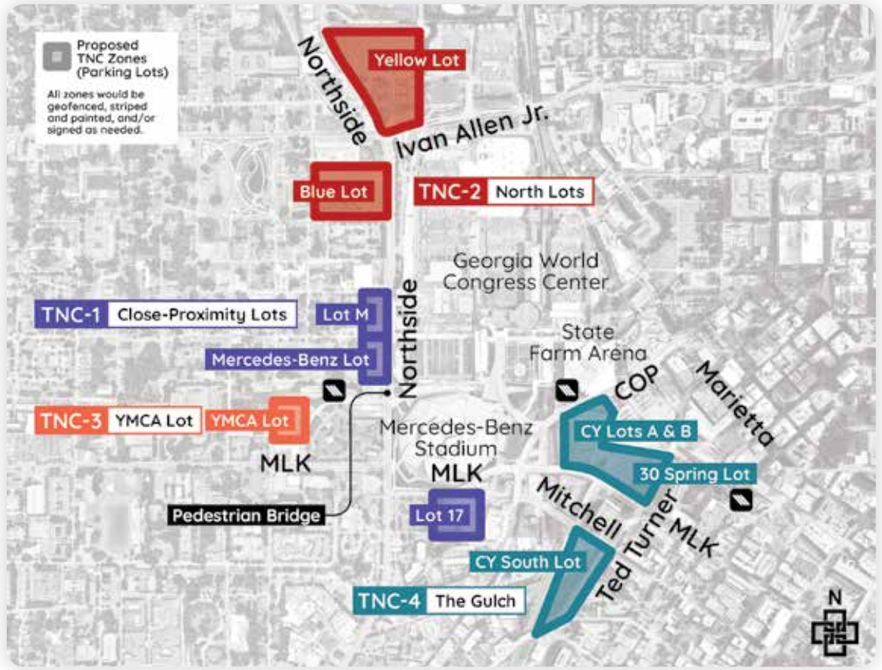


Figure 40: **TNC Pickup and Dropoff Locations Map**

T3 - BROAD STREET INTERIM IMPROVEMENTS

Category
Tactical

Typology
Multiple/Other

Extents
Upper Alabama Street SW to Trinity Avenue SW

Sponsors
CAP/ADID

Supporters
City of Atlanta, Newport

Description
In preparation for the 2026 World Cup, undertake several quick maintenance efforts and tactical installations:

1. Fill in any sidewalk gaps and cracks, and level sidewalk surfaces: **$130 per square foot of pavement.**
2. Fill in potholes or resurface top layers: **$200,000 per mile for topcoat resurfacing and $250 per pothole.**
3. Refresh roadway striping, especially at crosswalks: **$1,500 per mile.**
4. Refresh shrubs and flowers in existing planters and prune trees: **$15 per square foot of ground cover and $600 per pruned tree.**
5. Install new planters with shrubs and flowers: **$100 per planter, which includes new planter, soil, and plants.**
6. Repaint or pressure-wash building facades to remove graffiti: **$3 per square foot for pressure-washing and $3,000 to $6,000 per repainted façade.**
7. Add street furniture such as benches, bistro tables and chairs, and trash receptacles: **$500 per bench, $250 per trash receptacle, and $500 per table-and-chairs set.**
8. Add placemaking elements such as murals and public art: **$10 to $15 per square foot per mural**.

Supporting Existing Projects
n/a

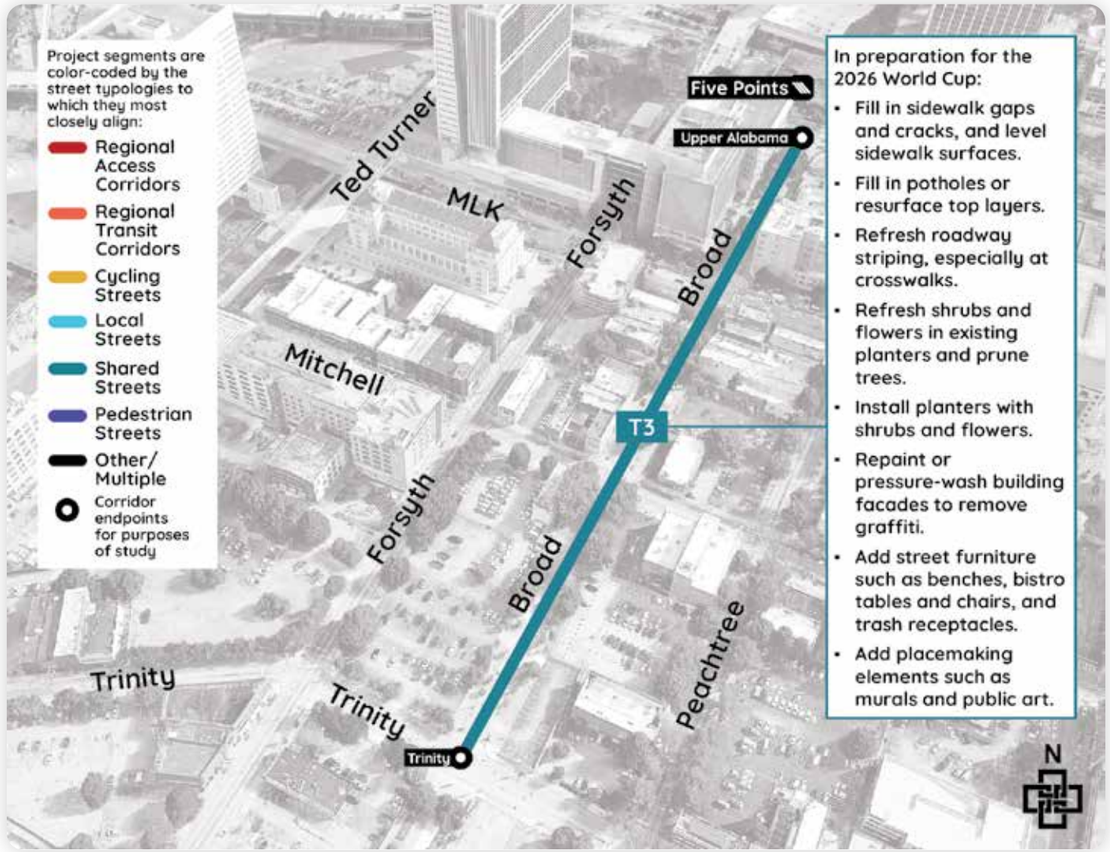
Table 18: **Broad Street Interim Improvements Costs**

Estimated Cost	$60,000
2023	$10,000
2024	$50,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes sidewalk maintenance road surface spot fixes (potholes), refreshed striping, installation of planters and shrubs, tree pruning, grafitti removal, new street furniture, and new public art/murals.

Figure 41: **Broad Street interim Improvements Map**



Funding Options

Design:
City of Atlanta TSPLOST, CAP/ADID

Construction:
City of Atlanta, CAP/ADID, state funding (Georgia Transportation Infrastructure Bank), and private developers (Newport)

T4 - COP DRIVE AND MARIETTA STREET PEDESTRIAN SCRAMBLE

Category
Tactical

Typology
Multiple/Other

Extents
COP Drive NW at Marietta Street NW

Sponsors
City of Atlanta

Supporters
CAP/ADID, GWCC, SFA, MBS, CIM

Description

While a pedestrian scramble exists at this intersection, it is active only during events. Explore converting the pedestrian scramble to full-time operation.

Supporting Existing Projects

n/a

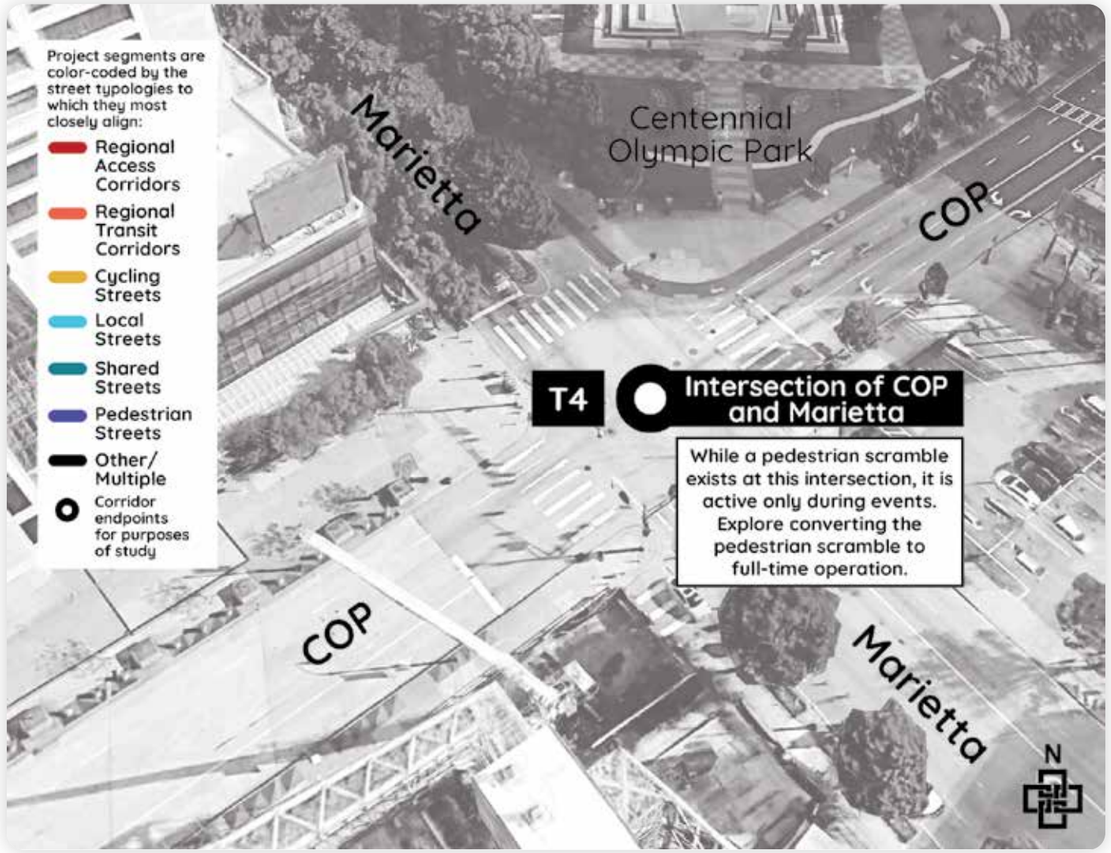
Table 19: **COP Drive and Marietta Street Pedestrian Scramble Costs**

Estimated Cost	$10,000
2023	$5,000
2024	$5,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes engineering and operational costs for converting the current events-only pedestrian scramble into a temporary, full-time pedestrian scramble.

Figure 42: **COP Drive and Marietta Street Pedestrian Scramble Map**



Funding Options

Design:
City of Atlanta

Construction:
City of Atlanta

T5 - GARNETT STATION SHORT-TERM IMPROVEMENTS

Category
Tactical

Typology
Multiple/Other

Extents
At Garnett Station

Sponsors
MARTA

Supporters
CAP/ADID, City of Atlanta

Description

Renovate and refurbish the station, upgrade its wayfinding, and repair its staircases to/from Forsyth Street before the 2026 World Cup.

Supporting Existing Projects

In tandem with the recent Greyhound Station Reconstruction (E11), this project should strive to make the Garnett Station area a cohesive whole for pedestrians and cyclists: the pedestrian-only segments of Garnett Street and Broad Street, the MARTA station's entrances and exits, and the Greyhound Station's entrances and exits should all work together to offer the clearest possible circulation options for pedestrians.

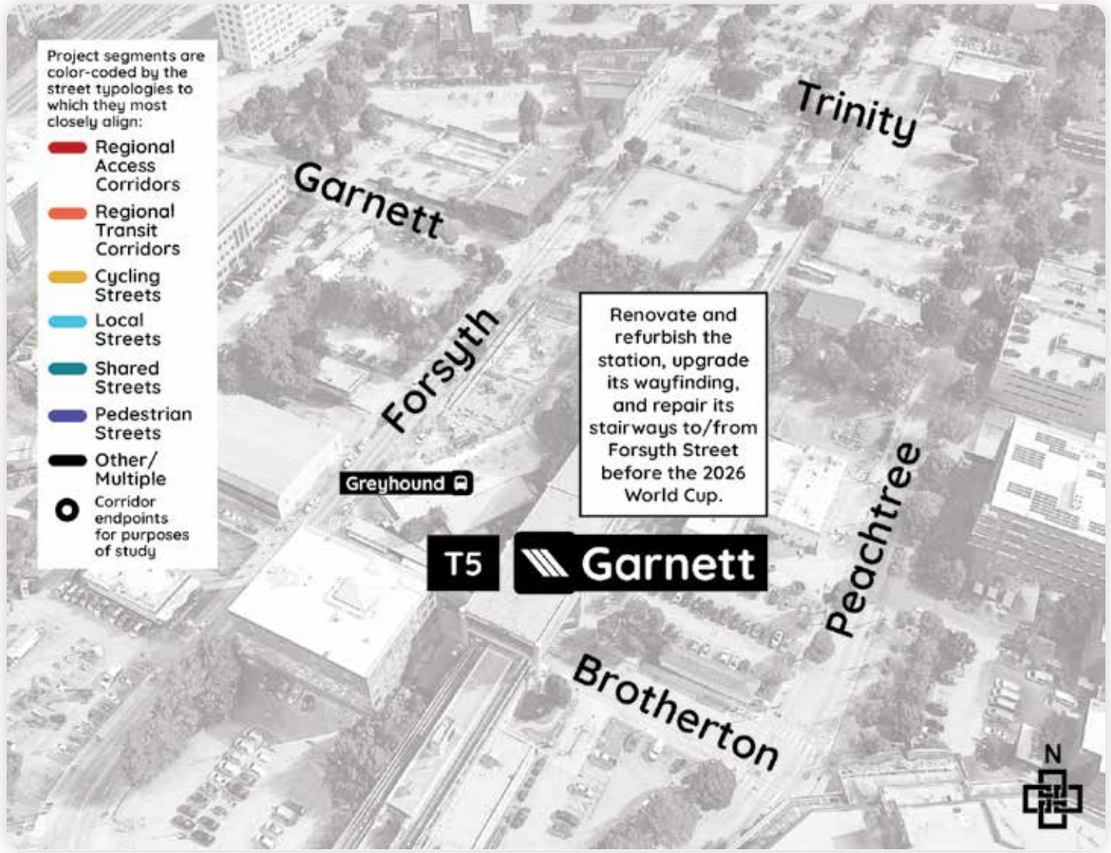
Table 20: **Garnett Station Short-term Improvements Costs**

Estimated Cost	$125,000
2023	$25,000
2024	$100,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes upgrading wayfinding signage throughout, maintenance and repairs, lighting improvements, and public art/ placemaking around the station.

Figure 43: **Garnett Station Short-term Improvements Map**



Funding Options

Design:
MARTA

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants), state funds (Transit Trust Fund)

T6 - GWCC STATION SHORT-TERM IMPROVEMENTS

Category
Tactical

Typology
Multiple/Other

Extents
At GWCC/CNN Station

Sponsors
MARTA

Supporters
CAP/ADID, GWCC, MBS

Description
Renovate and refurbish the station before the 2026 World Cup, including upgrading wayfinding for riders. Rename the station to reflect adjacent destinations by removing references to CNN and Georgia Dome and replacing them with references to Mercedes-Benz Stadium and State Farm Arena.

Supporting Existing Projects
n/a

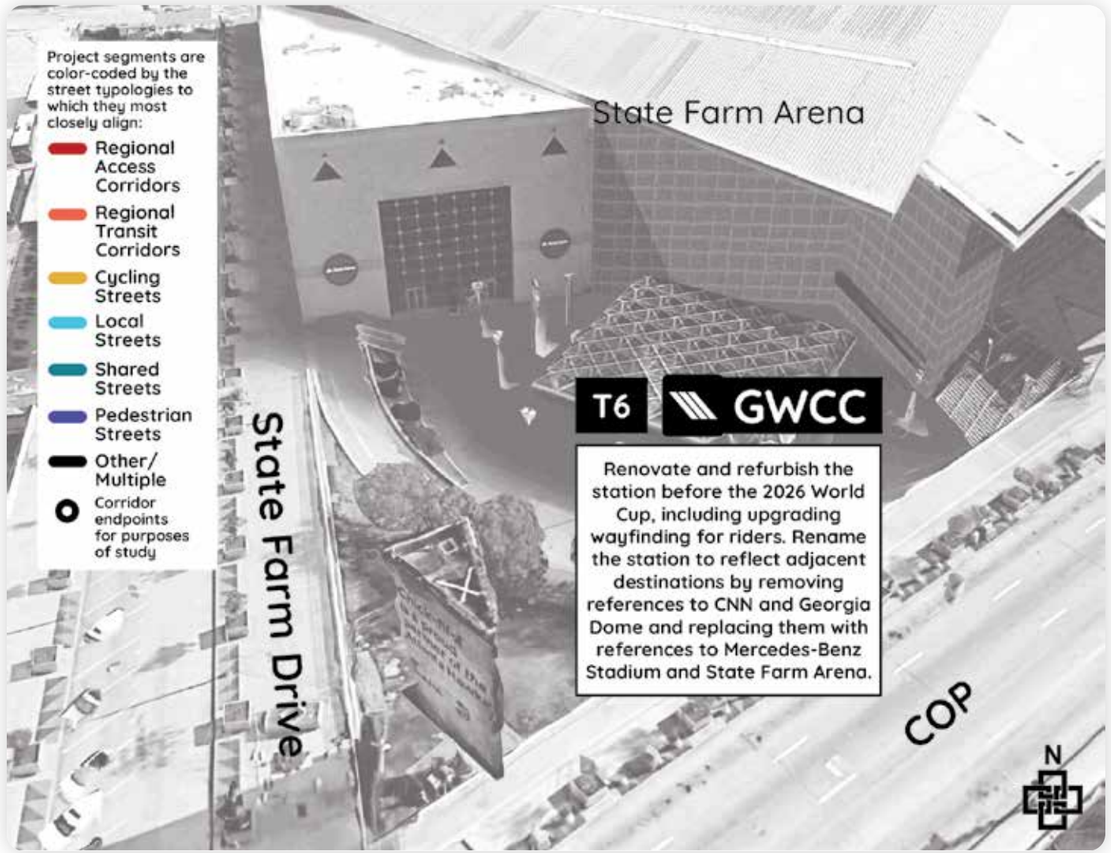
Table 21: **GWCC Station Short-Term Improvements Costs**

Estimated Cost	$125,000
2023	$25,000
2024	$100,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes upgrading wayfinding signage throughout, maintenance and repairs, lighting improvements, and public art/ placemaking around the station.

Figure 44: **GWCC Station Short-Term Improvements Map**



Funding Options

Design:
MARTA

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants, Choice Neighborhoods Implementation Grant), state funds (Transit Trust Fund)

T7 - VINE CITY STATION SHORT-TERM IMPROVEMENTS

Category
Tactical

Typology
Multiple/Other

Extents
At Vine City Station

Sponsors
MARTA

Supporters
CAP/ADID, GWCC, MBS

Description

Renovate and refurbish the station before the 2026 World Cup, including upgrading wayfinding for riders.

Supporting Existing Projects

n/a

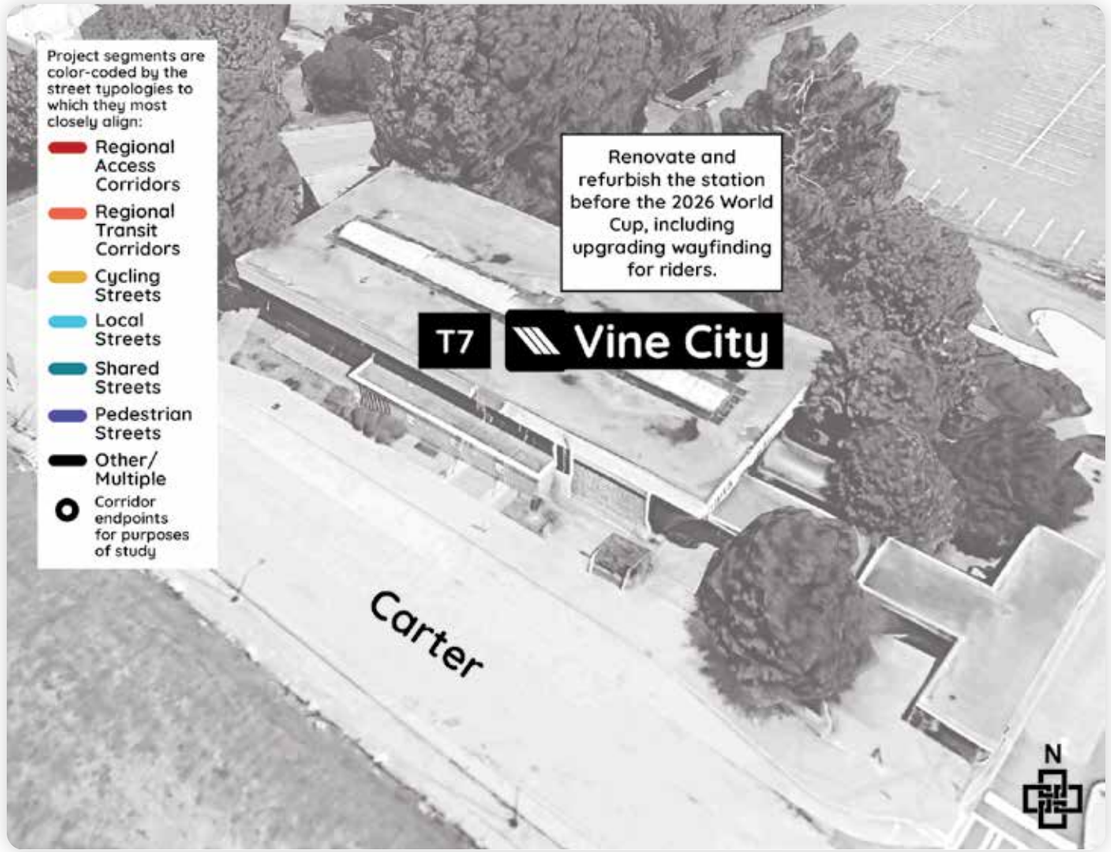
Table 22: **Vine City Station Short-Term Improvements Costs**

Estimated Cost	$125,000
2023	$25,000
2024	$100,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes upgrading wayfinding signage throughout, maintenance and repairs, lighting improvements, and public art/ placemaking around the station.

Figure 45: **Vine City Station Short-Term Improvements Map**



Funding Options

Design:
MARTA

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants, Choice Neighborhoods Implementation Grant), state funds (Transit Trust Fund)

T8 - FIVE POINTS STATION SHORT-TERM IMPROVEMENTS

Category
Tactical

Typology
Multiple/Other

Extents
At Five Points Station

Sponsors
MARTA

Supporters
CAP/ADID, GWCC, SFA, MBS, CIM, Newport

Description
Coordinating with the work already underway for the Five Points Rehabilitation and Transformation project, explore interim improvements to the plazas and circulation spaces in and around the station such as artistic lighting, murals on the walkways and retaining walls around the headhouse, sculptures, additional plantings to reduce the hardscape effect until the new headhouse is built, and wayfinding.

Supporting Existing Projects
The Five Points Rehabilitation and Transformation (E10) project should guide any proposed tactical improvements so they don't conflict with the permanent station improvements to come later.

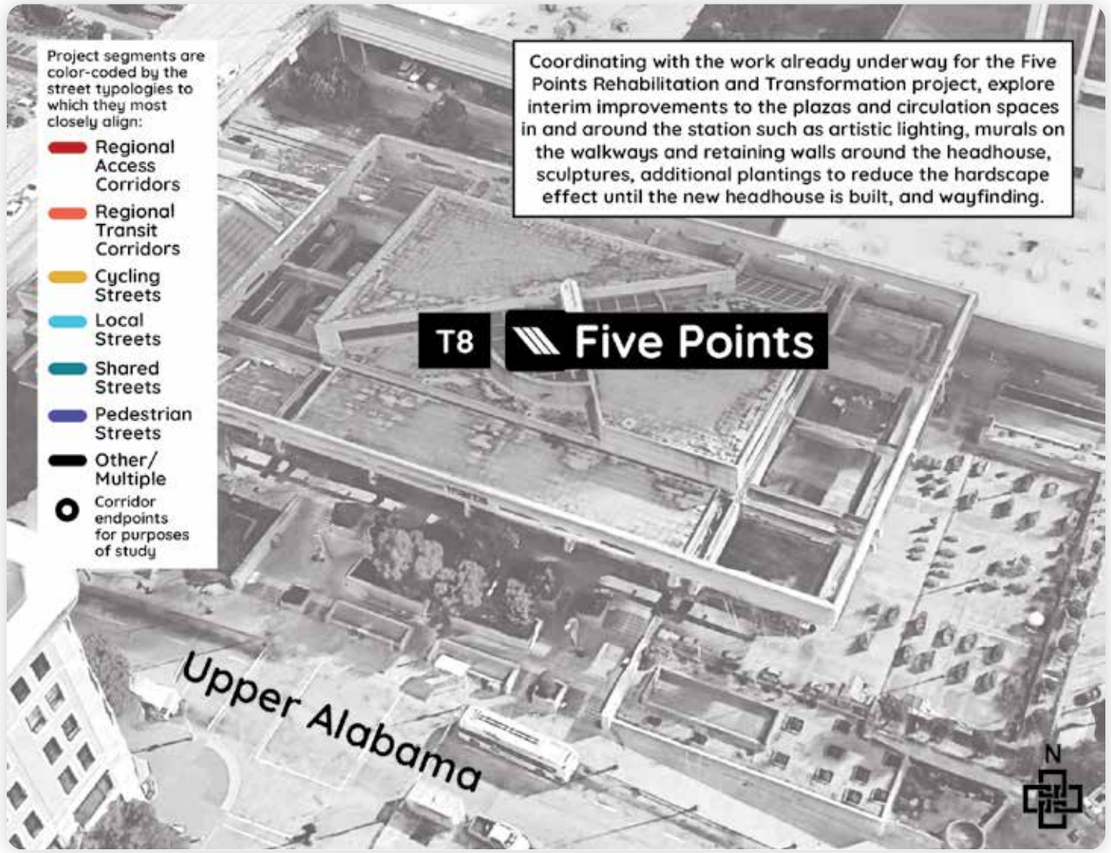
Table 23: **Five Points Station Short-Term Improvements Costs**

Estimated Cost	$125,000
2023	$25,000
2024	$100,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes installing placemaking elements, artistic lighting, murals/ public art, planters, and street furniture.

Figure 46: **Five Points Station Short-Term Improvements Map**



Funding Options
Design:
MARTA

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants, Choice Neighborhoods Implementation Grant), state funds (Transit Trust Fund)

T9 - INTERIM WAYFINDING

Category
Tactical

Typology
Multiple/Other

Extents
Between Five Points and COP Drive's Event Venues

Sponsors
CAP/ADID

Supporters
City of Atlanta, event venues

Description
Given the lengthy timeline for realizing the Centennial Yards Park/Pedestrian Connection, install interim wayfinding to direct pedestrians from Five Points to the event venues on COP Drive, as shown in the accompanying map. Interim wayfinding would include:

1. Paint or decal arrows and text onto sidewalks: **$100 to 300 per location depending on the scale of application.**
2. Paint arrows and text onto building facades or as part of larger murals: **$100 to $300 per location depending on the scale of application.**
3. Include arrows and text on new branded lamppost banners: **$100 to $200 per banner depending on quantity.**

Note that this interim wayfinding should not be confused with the separate Neighborhood and Event Venue Wayfinding project, which is a permanent sitewide wayfinding recommendation for most of the intersections in South Downtown.

Supporting Existing Projects
n/a

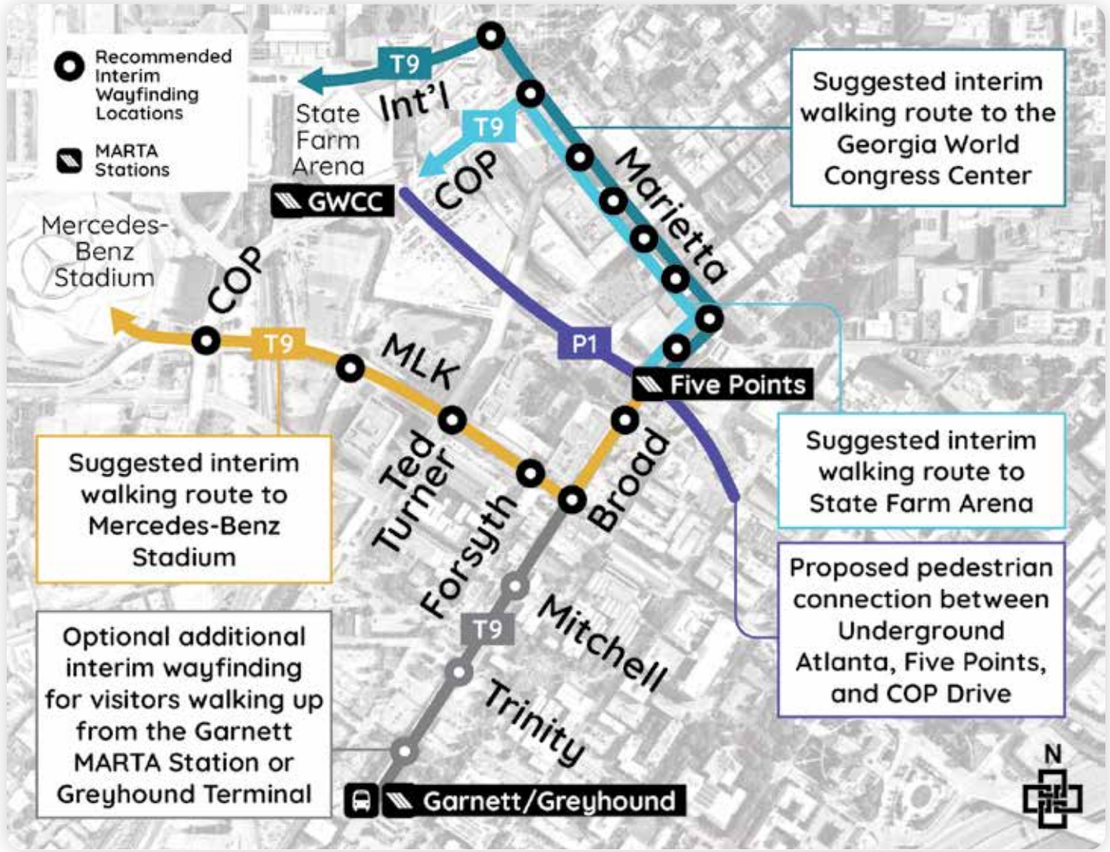
Table 24: **Interim Wayfinding Costs**

Estimated Cost	$10,000
2023	$2,000
2024	$8,000
2025	
2026	
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes painted sidewalk arrows/ messages, wayfinding murals, and branded lamppost signs at 14 recommended wayfinding locations.

Figure 47: **Interim Wayfinding Map**



Funding Options

Design:
City of Atlanta, CAP/ADID, event venues (GWCC, SFA, MBS)

Construction:
City of Atlanta, CAP/ADID, event venues (GWCC, SFA, MBS)

C1 - BROAD STREET PROMENADE

Category
Critical

Typology
Shared Street

Extents
Upper Alabama Street SW to Trinity Avenue SW

Sponsors
CAP/ADID

Supporters
City of Atlanta, Newport

Description
Building upon the interim improvements proposed earlier, convert the entire street into a shared street by providing outdoor dining and seating. While curbside parking would be severely limited in favor of the outdoor dining, a limited number of pickup and dropoff zones are still recommended.

Supporting Existing Projects
The Peachtree Street SW Streetscaping and Road Diet (E9), Pryor Street Safety Enhancements (E14), and DeKalb Avenue Complete Street (E17) projects will demonstrate the efficacy of road diets and pedestrian prioritization in South Downtown before more ambitious promenades and streetscaping projects are implemented.

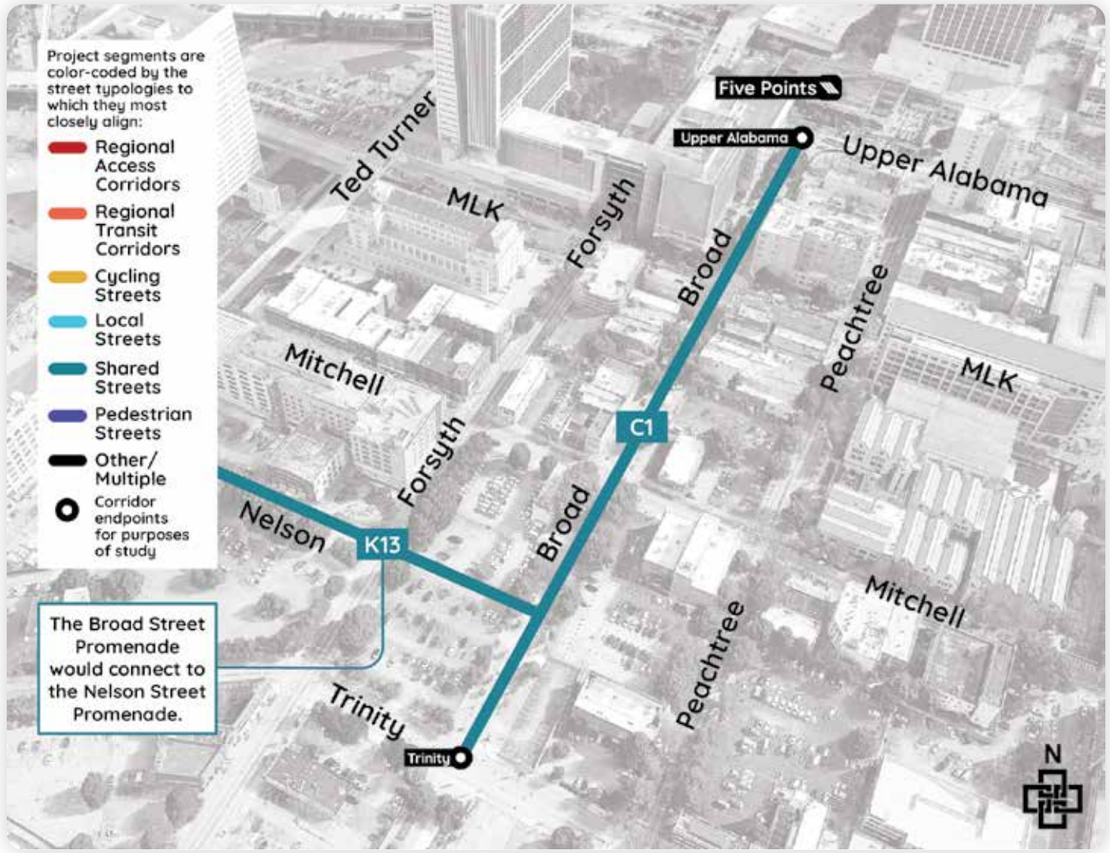
Table 25: **Broad Street Promenade Costs**

Estimated Cost	**$8,000,000**
2023	
2024	
2025	**$1,095,000**
2026	**$6,905,000**
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes resurfacing and extensive streetscape upgrades. Streetscaping could include substantial hardscape, trees, planters, lighting, and/or pavement upgrades.

Figure 48: **Broad Street Promenade Map**



Funding Options

Design:
City of Atlanta (TSPLOST), CAP/ADID

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program), City of Atlanta, CAP/ADID, private developers (Newport should contribute to a share of the construction or serve as a local match to a federal program)

C2 - COP DRIVE ITS, ACCESS MANAGEMENT, AND MULTIMODAL UPGRADES

Category
Critical

Typology
Multiple/Other

Extents
Marietta Street NW to MLK Jr. Drive SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, GWCC, SFA, MBS, CIM

Description
Improvements atop the existing viaduct include dynamic message signs to notify drivers of changes in lane configurations and uses throughout the day (widening the sidewalk where needed to accommodate the signs), adding a sidewalk-level cycling sidepath on the west side of the street to provide a cycling connection between Luckie Street and the MLK Drive cycletrack (per Cycle Atlanta 1.0 recommendations), restriping lanes, improving the overall streetscaping, and adding short-term loading/unloading on the east side of COP Drive.

Supporting Existing Projects
Many of the changes – particularly the road diet – recommended for COP Drive build upon the International Boulevard Road Diet and Bus Terminal (E12) project, so any lessons learned from the latter should be applied to the former.

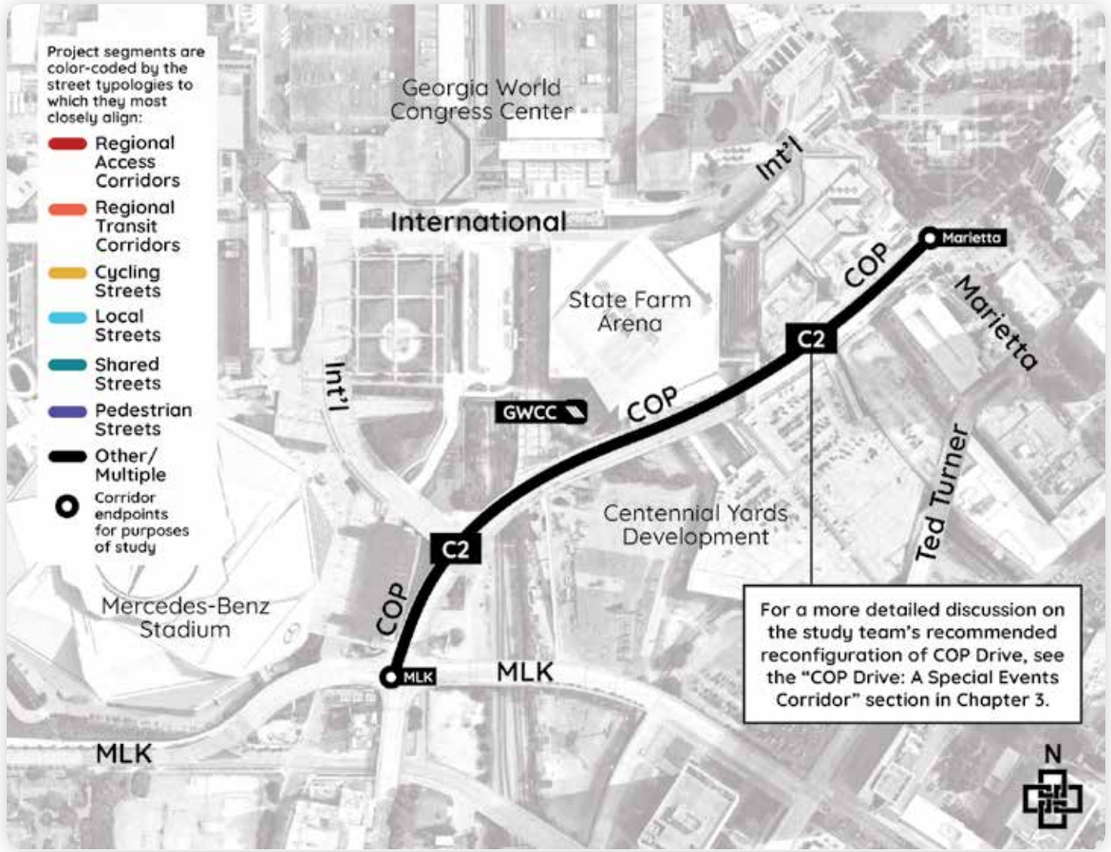
Table 26: **COP Drive ITS, Access Management, and Multimodal Upgrades Costs**

Estimated Cost	$4,000,000
2023	
2024	$205,500
2025	$205,500
2026	$3,589,000
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes concrete restriping and new signals at two intersections, four mast-arm and LED signage installations with accompanying ITS, and a cycling sidepath.

Figure 49: **COP Drive ITS, Access Management, and Multimodal Upgrades Map**



Funding Options

Design:
City of Atlanta, CAP/ADID

Construction:
City of Atlanta, event venues (the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium will directly benefit from these improvements and should plan to cover or share in the cost of ITS upgrades with the City of Atlanta, especially to expedite implementation)

C3 - GARNETT STATION LONG-TERM IMPROVEMENTS

Category
Critical

Typology
Multiple/Other

Extents
At Garnett Station

Sponsors
MARTA

Supporters
CAP/ADID, City of Atlanta

Description

Building upon the short-term improvements proposed earlier, conduct a more thorough renovation (especially to the station's Forsyth Street staircases) and improve the lighting, visibility, and wayfinding along the walking/cycling routes leading to the station.

Supporting Existing Projects

In tandem with the recent Greyhound Station Reconstruction (E11), this project should strive to make the Garnett Station area a cohesive whole for pedestrians and cyclists: the pedestrian-only segments of Garnett Street and Broad Street, the MARTA station's entrances and exits, and the Greyhound Station's entrances and exits should all work together to offer the clearest possible circulation options for pedestrians.

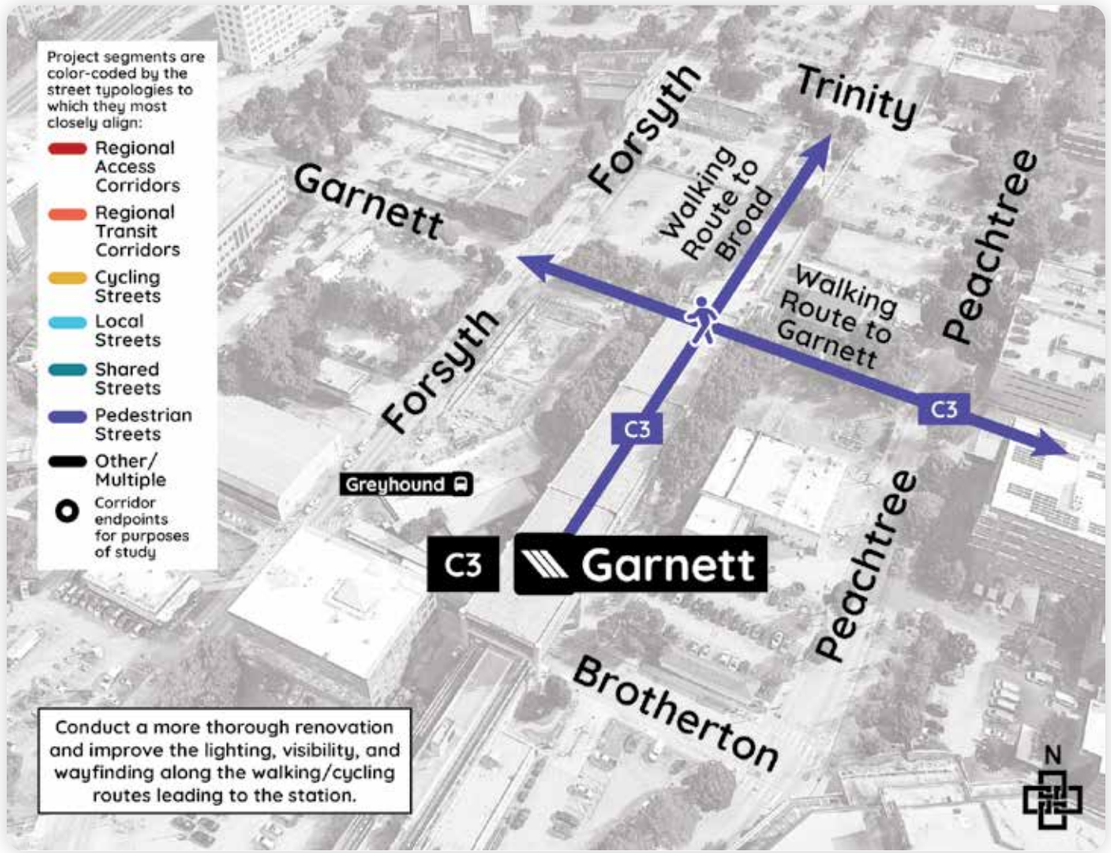
Table 27: **Garnett Station Long-Term Improvements Costs**

Estimated Cost	$25,000,000
2023	
2024	$3,800,000
2025	$15,900,000
2026	$5,300,000
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes lighting along Brotherton Street, Forsyth Street, and Peachtree Street, as well as two replacement staircases to the station.

Figure 50: **Garnett Station Long-Term Improvements Map**



Funding Options

Design:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants), state funds (Transit Trust Fund)

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants), state funds (Transit Trust Fund)

C4 - MLK JR. DRIVE TWO-WAY CYCLETRACK EXTENSION AND FEDERAL CENTER SIDEPATH

Category
Critical

Typology
Cycling Street

Extents
Northside Drive NW to Forsyth Street SW

Sponsors
City of Atlanta, CAP/ADID

Supporters
GSFIC, CIM, GWCC, SFA, MBS

Description
Extend the Summerhill BRT cycletrack west from Forsyth Street to the Westside Trail at Northside Drive. Concentrating cycling on MLK Jr. Drive allows the curbside bike lanes on Mitchell Street between Northside Drive and Ted Turner Drive to be removed. Note that, given the narrowness of the MLK Jr. Drive ramp between Forsyth Street and Ted Turner Drive, an on-street cycletrack will not be possible on that block. Therefore, convert the sidewalk on the north side of that block into a shared-use sidepath for cyclists and pedestrians.

Supporting Existing Projects
The MLK Jr. Drive cycletrack that will be part of the Summerhill BRT (E3) project will support this project, and the proposed sidepath between Forsyth Street and Ted Turner Drive will also need to be compatible with the MLK Jr. Drive Bridge to Ted Turner Drive Viaduct Reconstruction (E13) project.

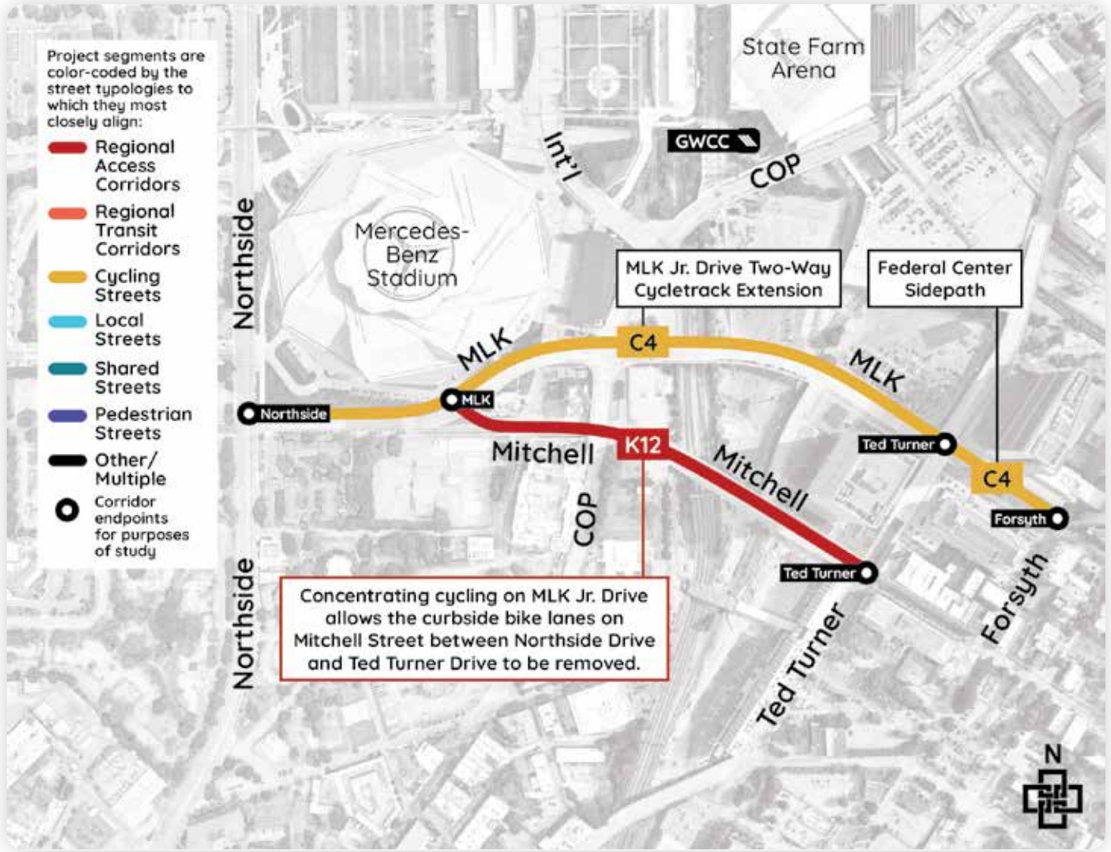
Table 28: **MLK Jr. Drive Two-Way Cycletrack Extension and Federal Center Sidepath Costs**

Estimated Cost	$3,000,000
2023	
2024	$123,000
2025	$123,000
2026	$2,754,000
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes bike lanes, restriping, and accompanying streetscape modifications. Also includes a cycling sidepath and restriping along the bridge portion of MLK Jr. Drive.

Figure 51: **MLK Jr. Drive Two-Way Cycletrack Extension and Federal Center Sidepath Map**



Funding Options

Design:
City of Atlanta, CAP/ADID

Construction:
City of Atlanta, CAP/ADID, private developers (CIM should consider cost sharing with the City of Atlanta and CAP/ADID to improve the segments of MLK Jr. Drive and Mitchell Street adjacent to Centennial Yards), event venues (MBS and SFA would benefit from increased multimodal access and should therefore consider cost sharing)

C5 - TED TURNER DRIVE TWO-WAY CONVERSION, PHASE 1

Category
Critical

Typology
Regional Access Corridor

Extents
MLK Jr. Drive SW to Williams Street NW

Sponsors
CAP/ADID

Supporters
City of Atlanta, CIM, GWCC, SFA, MBS

Description

Converting Ted Turner Drive to a two-way street from MLK Jr. Drive to Williams Street would improve traffic flow, especially after events. ITS components and overhead changeable signs should be included to accommodate reversible lanes for traffic management.

Supporting Existing Projects

Both Northside Drive and Ted Turner Drive are intended to provide quick ingress and egress to/from the event venues in South Downtown, so any lessons from the Northside Drive Pedestrian Safety Project (E2) should be applied to Ted Turner Drive.

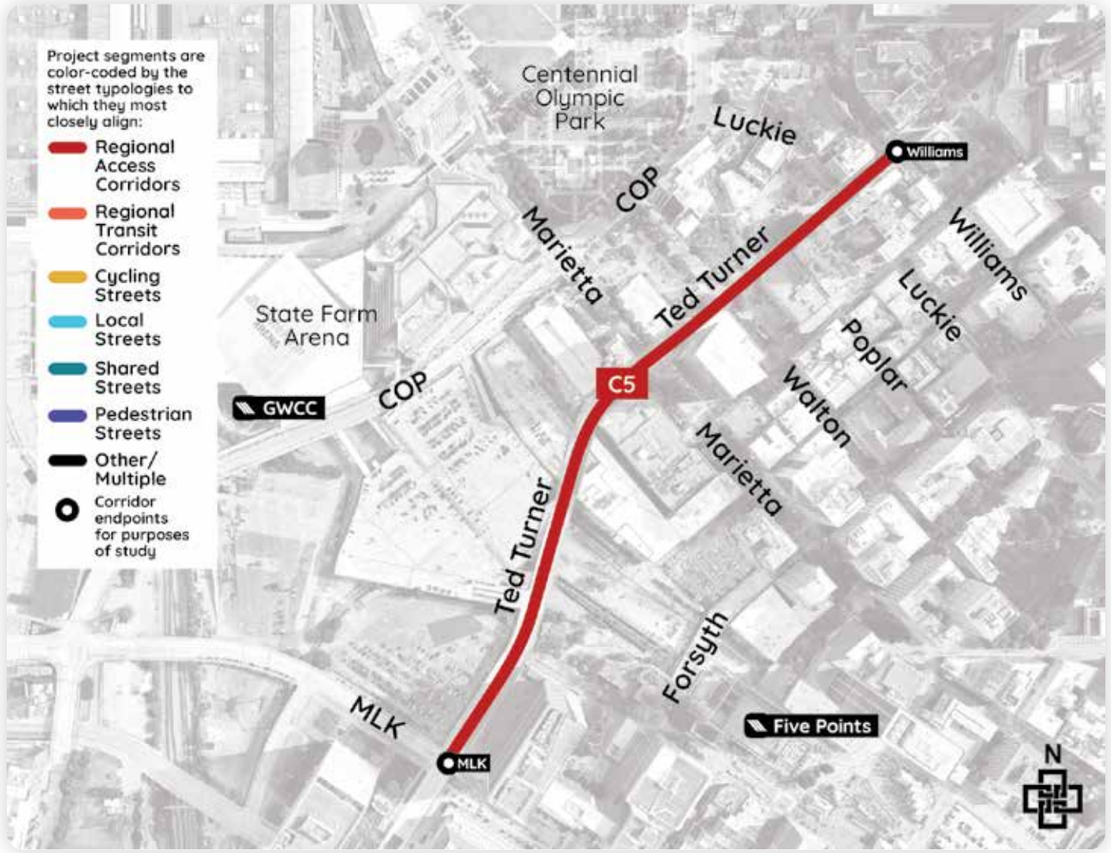
Table 29: **Ted Turner Drive Two-Way Conversion, Phase 1 Costs**

Estimated Cost	$7,000,000
2023	
2024	$336,000
2025	$336,000
2026	$6,328,000
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes resurfacing and restriping (no resurfacing along the bridge). Also includes signal modification at six intersections, seven installations of LED overhead signs on mast arms, and accompanying ITS.

Figure 52: **Ted Turner Drive Two-Way Conversion, Phase 1 Map**



Funding Options

Design:
City of Atlanta (impact fees, TSPLOST for traffic signals), CAP/ADID

Construction:
City of Atlanta (impact fees, TSPLOST for traffic signals), CAP/ADID

C6 - GWCC STATION LONG-TERM IMPROVEMENTS

Category
Critical

Typology
Multiple/Other

Extents
At GWCC/CNN Station

Sponsors
MARTA

Supporters
CAP/ADID, GWCC, MBS

Description
Building upon the short-term improvements proposed earlier, conduct a more thorough renovation and improve the lighting, visibility, and wayfinding along the walking/cycling routes leading to the station.

Supporting Existing Projects
n/a

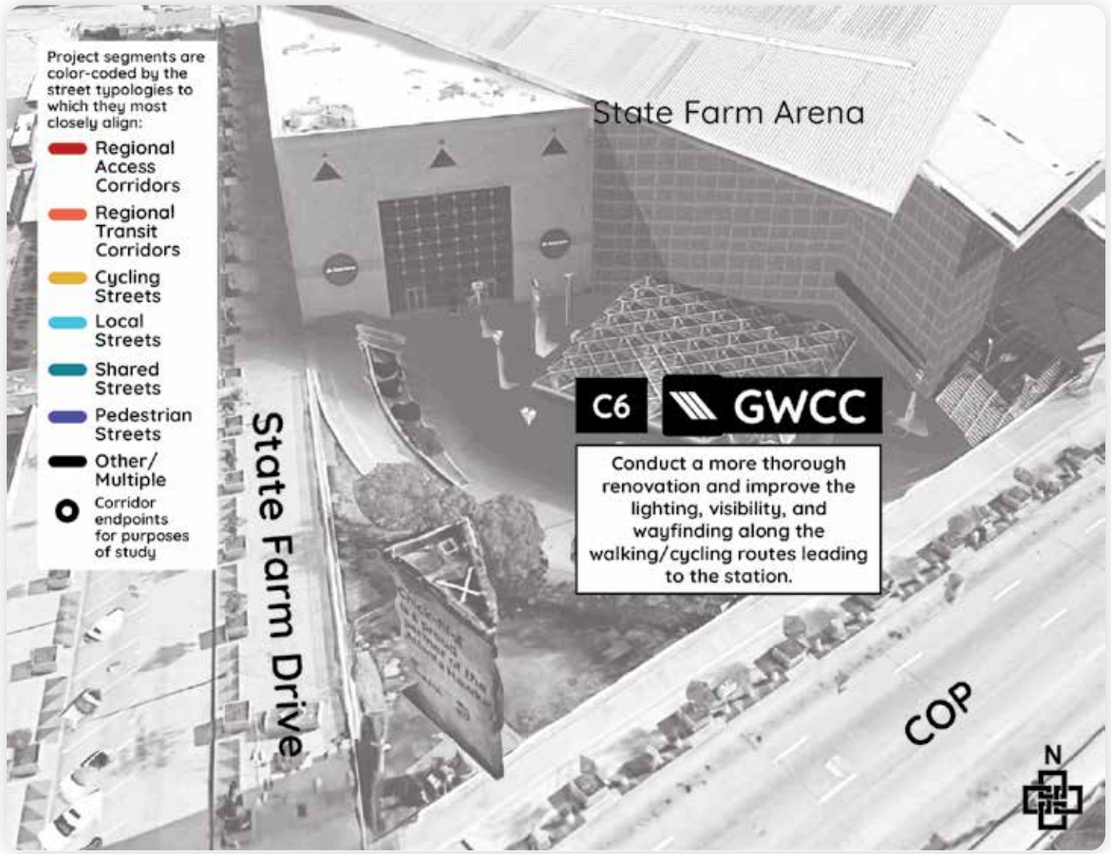
Table 30: **GWCC Station Long-Term Improvements Costs**

Estimated Cost	$25,000,000
2023	
2024	$3,800,000
2025	$15,900,000
2026	$5,300,000
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Cost estimate provides for more than maintenance upgrades, but less than full reconstruction.

Figure 53: **GWCC Station Long-Term Improvements Map**



Funding Options

Design:
MARTA

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants, Choice Neighborhoods Implementation Grant), state funds (Transit Trust Fund)

C7 - VINE CITY STATION LONG-TERM IMPROVEMENTS

Category
Critical

Typology
Multiple/Other

Extents
At Vine City Station

Sponsors
MARTA

Supporters
CAP/ADID, GWCC, MBS

Description
Building upon the short-term improvements proposed earlier, conduct a more thorough renovation and improve the lighting, visibility, and wayfinding along the walking/cycling routes leading to the station. Explore potential connections to the planned trails in the neighborhoods around the station.

Supporting Existing Projects
n/a

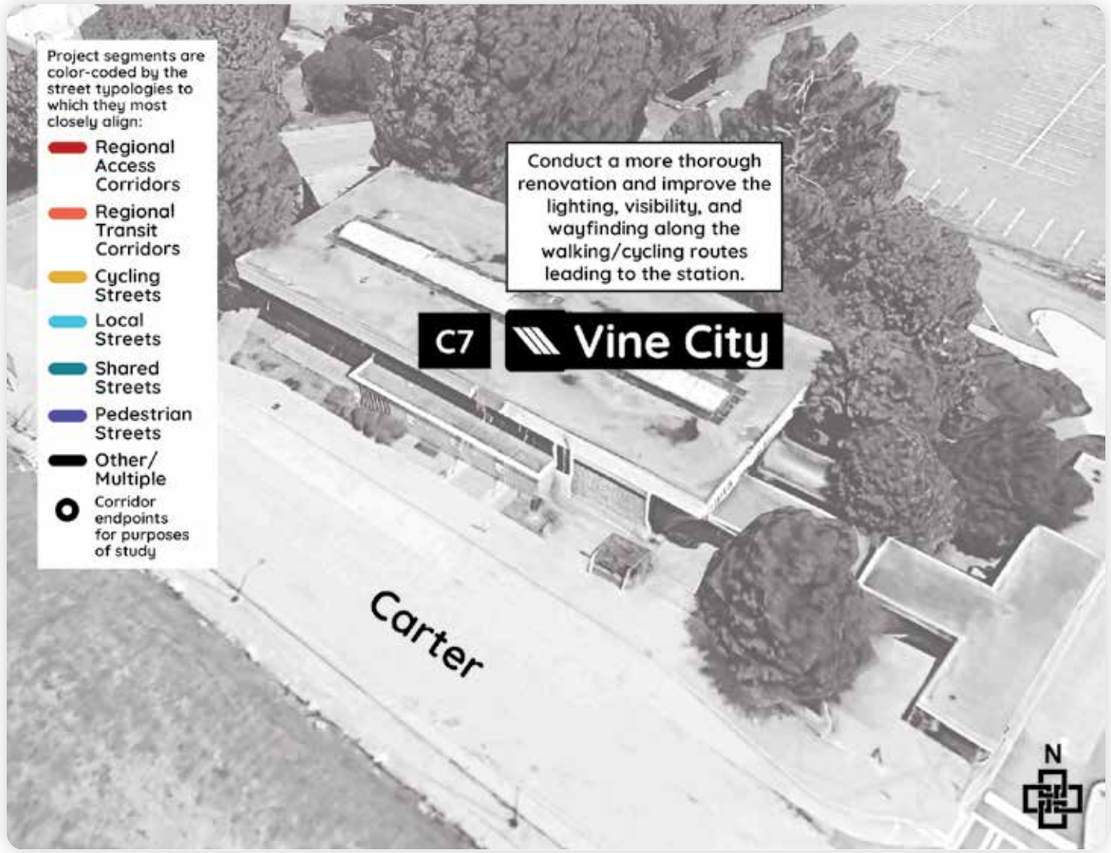
Table 31: **Vine City Station Long-Term Improvements Costs**

Estimated Cost	**$25,000,000**
2023	
2024	**$3,800,000**
2025	**$15,900,000**
2026	**$5,300,000**
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Cost estimate provides for more than maintenance upgrades, but less than full reconstruction.

Figure 54: **Vine City Station Long-Term Improvements Map**



Funding Options

Design:
MARTA

Construction:
Federal formula and grant programs (Carbon Reduction Program, All Stations Accessibility Program, Capital Investment Grants, Choice Neighborhoods Implementation Grant), state funds (Transit Trust Fund)

P1 - CENTENNIAL YARDS PARK/PEDESTRIAN CONNECTION

Category
Private Property

Typology
Pedestrian Street

Extents
COP Drive NW to Upper Alabama Street SW at Underground Atlanta

Sponsors
CIM

Supporters
CAP/ADID, Newport, Underground, Pope and Land, MARTA

Description

As part of the Centennial Yards development, create a pedestrian connection through the Gulch to provide a direct walking route between the event venues along COP Drive, Five Points, and Underground Atlanta, also connecting to a new mobility hub and bus transfer center in between.

Supporting Existing Projects

n/a

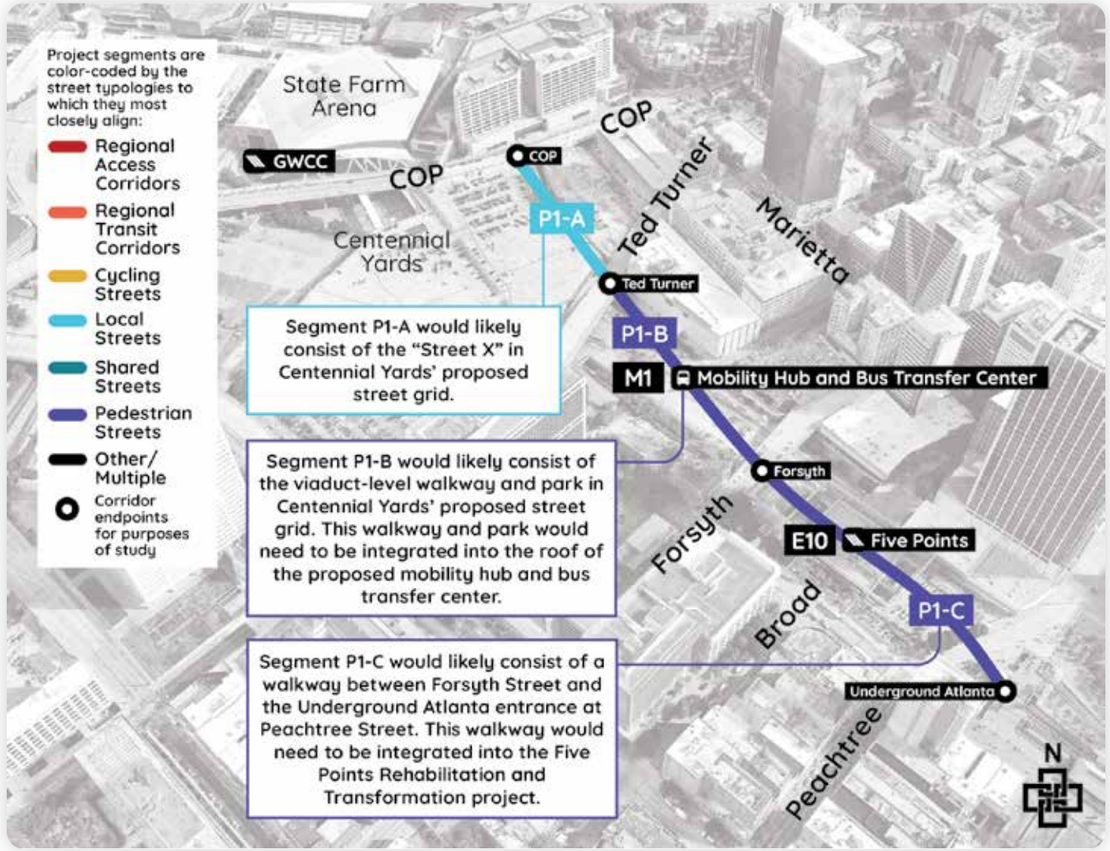
Table 32: **Centennial Yards Park/Pedestrian Connection Costs**

Estimated Cost	$4,000,000
2023	
2024	$122,000
2025	$122,000
2026	$122,000
2027	$1,817,000
2028	$1,817,000
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes an approximately 25-foot-wide pedestrian bridge from COP Drive to Forsyth Street.

Figure 55: **Centennial Yards Park/Pedestrian Connection Map**



Funding Options

Design:
Private developers (CIM, Newport, Underground, Pope and Land)

Construction:
Private developers should share costs to implement connections on public rights-of-way as well as on private property.

P2 - UPPER ALABAMA AND PRYOR STREETS PROMENADE

Category
Private Property

Typology
Pedestrian Street

Extents
Pryor Street SW between Wall Street SW and midpoint between Upper Alabama Street SW and MLK Jr. Drive SW; Upper Alabama Street SW between Peachtree Street SW and Central Avenue SW

Sponsors
Underground

Supporters
City of Atlanta, CAP/ADID

Description
Convert the two-block stretch at the intersection of Upper Alabama and Pryor Streets into a pedestrian street to support Underground Atlanta.

Supporting Existing Projects
The Peachtree Street SW Streetscaping and Road Diet (E9), Pryor Street Safety Enhancements (E14), and DeKalb Avenue Complete Street (E17) projects will demonstrate the efficacy of road diets and pedestrian prioritization in South Downtown before more ambitious promenades and streetscaping projects are implemented.

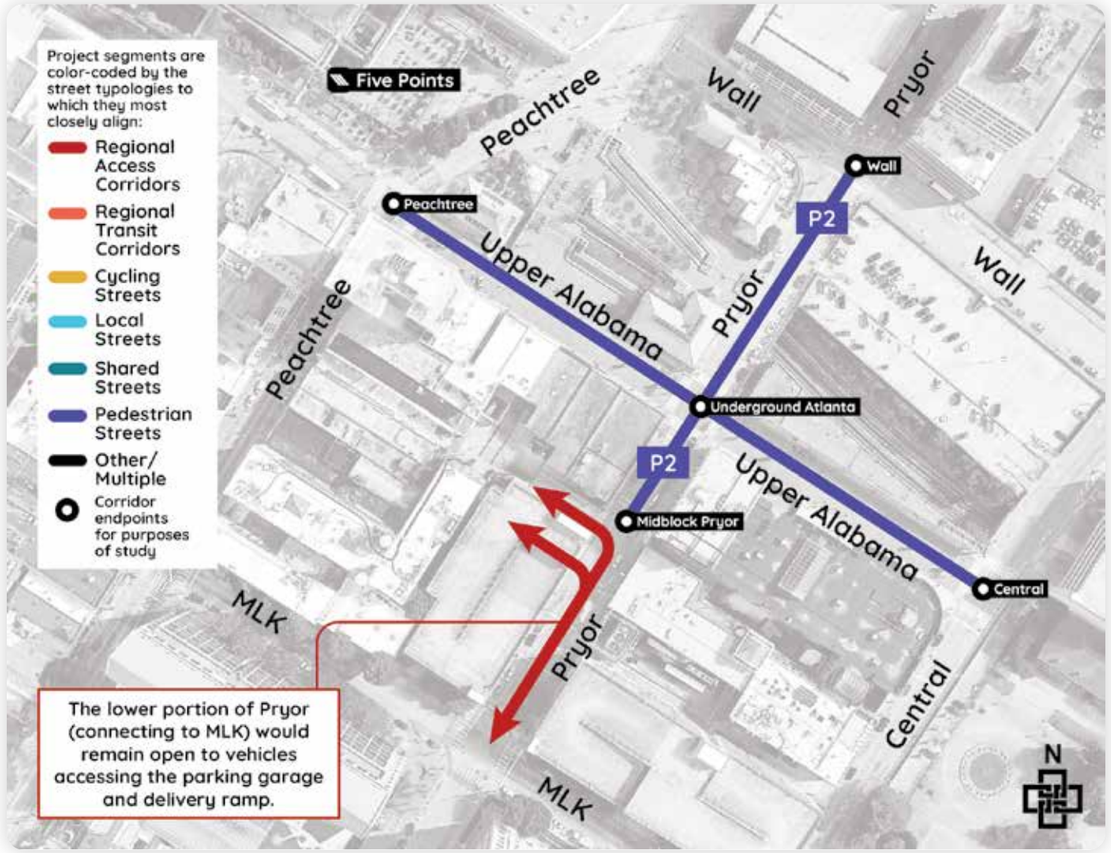
Table 33: **Upper Alabama and Pryor Streets Promenade Costs**

Estimated Cost	$4,000,000
2023	
2024	
2025	
2026	$202,500
2027	$202,500
2028	$3,595,000
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 56: **Upper Alabama and Pryor Streets Promenade Map**



Funding Options

Design:
City of Atlanta (TSPLOST), CAP/ADID

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program), City of Atlanta, CAP/ADID, private developers (Underground should contribute to a share of the construction or serve as a local match to a federal program)

P3 - CENTENNIAL YARDS INTERNAL STREET NETWORK

Category
Private Property

Typology
Local Street, Shared Street, and Pedestrian Street

Extents
COP Drive NW to Ted Turner Drive SW and Wall Street NW to MLK Jr. Drive SW

Sponsors
CIM

Supporters
CAP/ADID, GWCC, SFA, MBS, City of Atlanta

Description
The Centennial Yards project includes several infill streets that would break up the current Gulch superblock by introducing a street-and-block grid similar in size and orientation to that of Downtown Atlanta north of Marietta Street.

Supporting Existing Projects
n/a

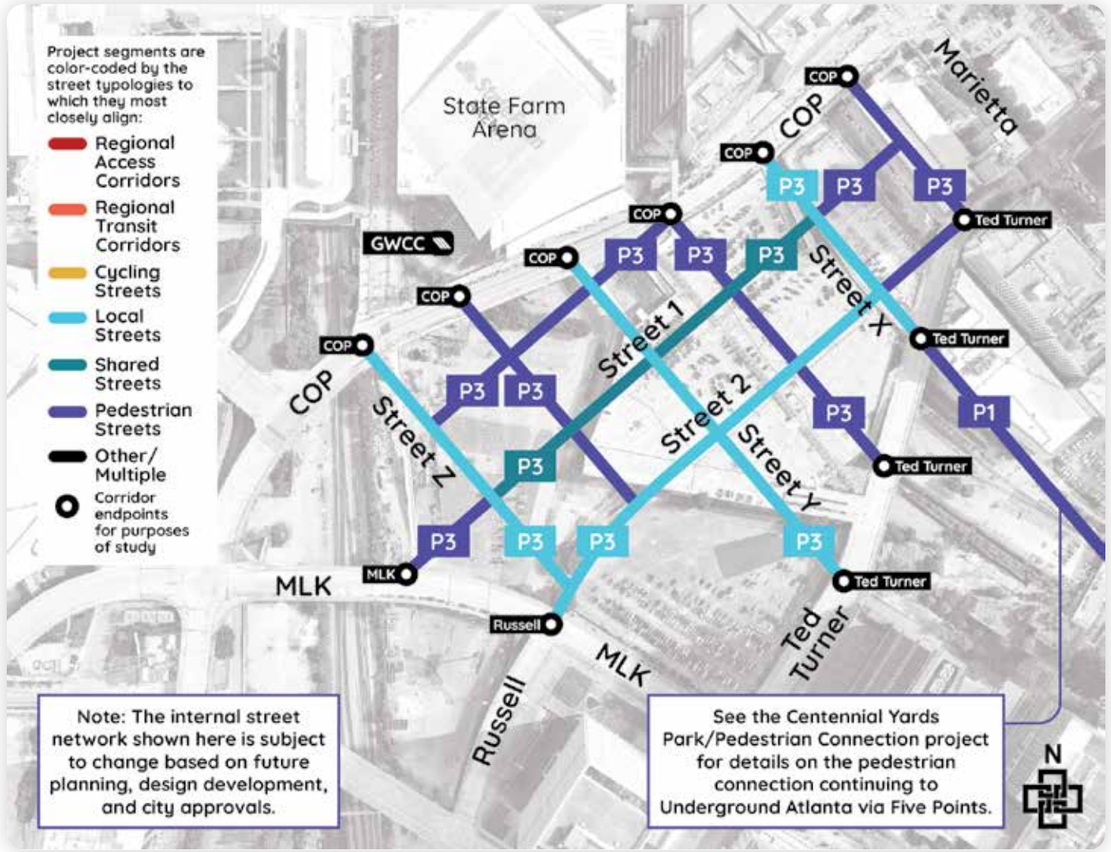
Table 34: **Centennial Yards Internal Street Network Costs**

Estimated Cost	n/a (cost to be borne by CIM)
2023	
2024	n/a (cost to be borne by CIM)
2025	n/a (cost to be borne by CIM)
2026	n/a (cost to be borne by CIM)
2027	
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Cost for the internal street network will be borne by CIM.

Figure 57: **Centennial Yards Internal Street Network Map**



Funding Options

Design:
CIM

Construction:
CIM

M1 - FIVE POINTS MOBILITY HUB AND BUS TRANSFER CENTER

Category
MARTA

Typology
Multiple/Other

Extents
At or around Upper Alabama Street SW west of Forsyth Street SW (under Ted Turner Drive NW)

Sponsors
MARTA

Supporters
CAP/ADID, GWCC, SFA, MBS, CIM, Newport

Description

A mobility hub would co-locate buses, TNCs, and micromobility options, providing both local and regional access from a convenient central point connected to Five Points. While bus stops on Upper Alabama Street would be removed and relocated to the hub, the segment of Upper Alabama Street west of Peachtree Street would still need to function as an access road to the hub.

Supporting Existing Projects

The Five Points Rehabilitation and Transformation (E10) project is an essential prerequisite for the mobility hub and bus transfer center since the latter would need to carefully align and connect its multimodal circulation and access points to the renovated station.

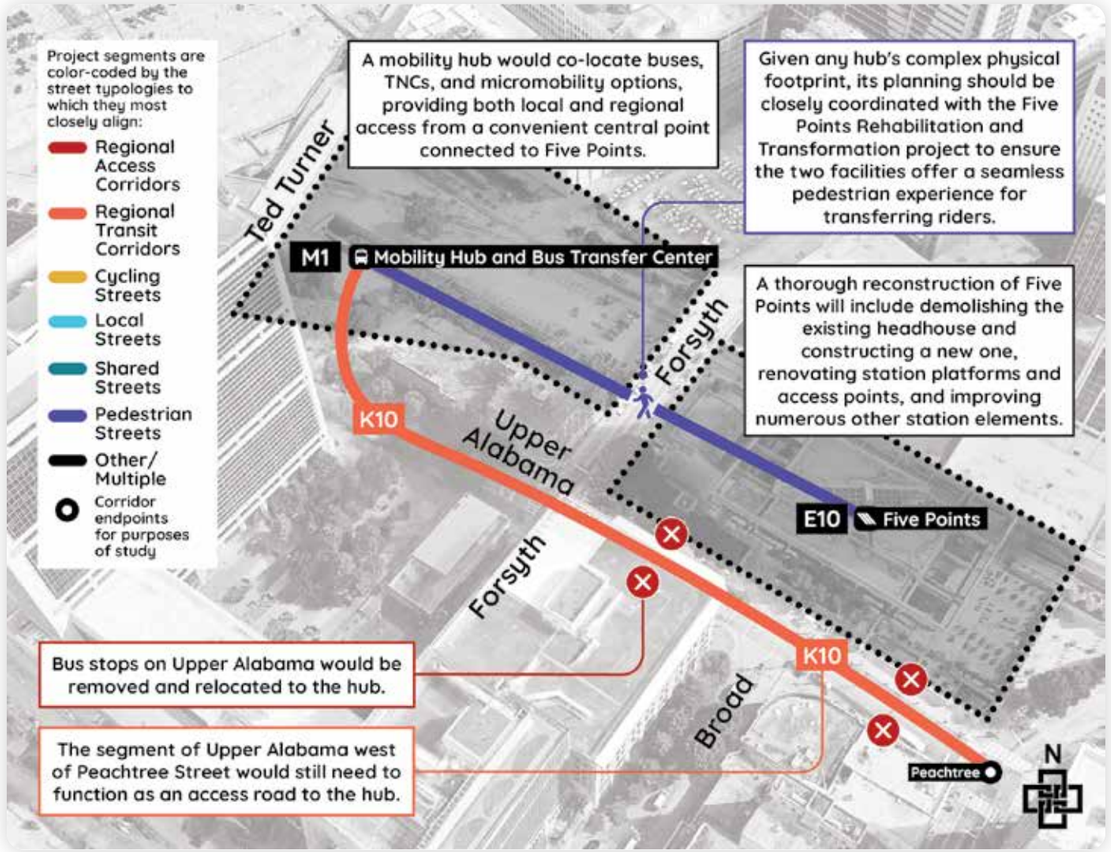
Table 35: **Five Points Mobility Hub and Bus Transfer Center Costs**

Estimated Cost	$75,000,000
2023	
2024	
2025	
2026	
2027	
2028	
2029	$5,625,000
2030	$5,625,000
2031+	$63,750,000

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

While there are many unknowns, the estimate assumes a lower-level bus loop with sawtooth bus bays accessed via Lower Alabama Street, a pedestrian connection to Five Points, and a park/plaza cap (see the Centennial Yards Park/Pedestrian Connection).

Figure 58: **Five Points Mobility Hub and Bus Transfer Center Map**



Funding Options

Design:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, grants for buses and bus facilities, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT), Reconnecting Communities, Capital Investment Grants), state funding (Transit Trust Fund), MARTA local funding (More MARTA)

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, grants for buses and bus facilities, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT), Reconnecting Communities, Capital Investment Grants), state funding (Transit Trust Fund), MARTA local funding (More MARTA)

M2 - ATLANTA STREETCAR EXTENSION

Description

Extend the streetcar from its current Olympic Park terminus to Atlanta University Center and possibly all the way to the Atlanta BeltLine. Within South Downtown, the extension would use COP Drive and Walker Street.

Supporting Existing Projects

n/a

Category
MARTA

Typology
Regional Transit Corridor

Extents
Luckie Street NW to McDaniel Street SW

Sponsors
MARTA

Supporters
GWCC, SFA, MBS, CAP/ADID, CIM, Atlanta BeltLine

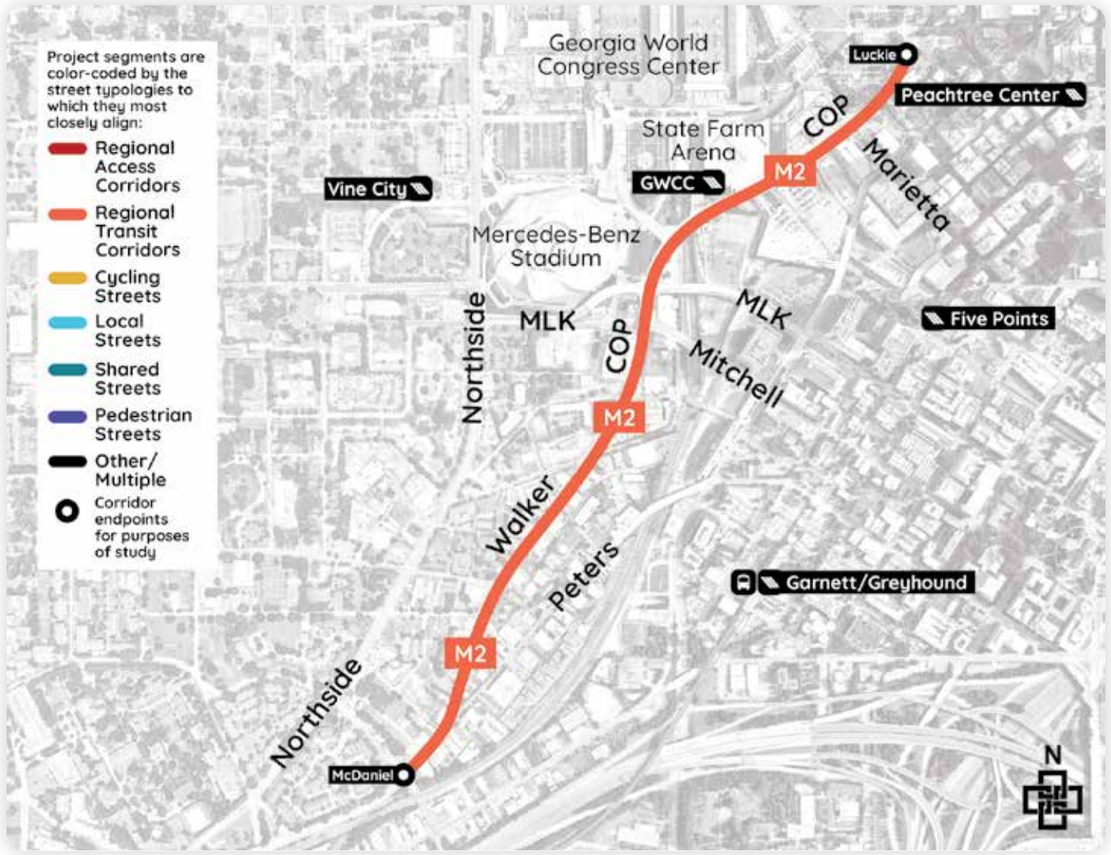
Table 36: **Atlanta Streetcar Extension Costs**

Estimated Cost	$250,000,000
2023	
2024	
2025	
2026	
2027	$18,750,000
2028	$18,750,000
2029	$106,250,000
2030	$106,250,000
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

There are many unknowns on the streetcar's routing and stop configuration. A high level order-of-magnitude cost of $125 million per mile is assumed.

Figure 59: **Atlanta Streetcar Extension Map**



Funding Options

Design:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), MEGA Grant Program), state funding (Transit Trust Fund), MARTA local funding

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), MEGA Grant Program), state funding (Transit Trust Fund), MARTA local funding

K1 - SITEWIDE COMMUNICATIONS IMPROVEMENTS

Description

The study team recommends both static pedestrian wayfinding and ITS (intelligent transportation systems) communications to manage event traffic. ITS recommendations, which include dynamic messaging and CCTV cameras, provide greater management flexibility, especially during staffing shortages. Baseline traffic in South Downtown is expected to increase as new developments are completed, and the threshold for implementing event-related traffic management should therefore be lowered so active management of events is more common.

Table 37: **Proposed Elements for Sitewide Communications Improvements**

		Dynamic Messaging Signs	Fiber Installation	Additional CCTV Cameras
Typology		Programmatic	Programmatic	Programmatic
Extents		Sitewide	Sitewide	Sitewide
Description		To support the events playbook, dynamic messaging signs for event-related traffic management are recommended near the Georgia World Congress Center, Mercedes-Benz Stadium, State Farm Arena, and across South Downtown.	Expanding the fiber communications network improves signal resiliency. Currently the signals along Marietta Street only have one fiber path, but two paths are recommended for optimal redundancy. This is common practice and ensures that communications are maintained if there is a break in the existing fiber path. Fiber will be installed along MLK Jr. Drive and Mitchell Street under Summerhill BRT, but a second path is still recommended. Fiber should also be installed along Ted Turner Drive, Spring Street, Baker Street, Marietta Street, Auburn Avenue, and Edgewood Avenue. Signals along these streets are currently wireless, which is less reliable than fiber.	CCTV cameras are recommended to fill gaps in coverage along Trinity Avenue, Courtland Street, Piedmont Avenue, John Wesley Dobbs Avenue, Auburn Avenue, and Edgewood Avenue. Increased CCTV camera coverage along transit routes and at interstate highway access points, such as Edgewood Avenue and MLK Jr. Drive, is also recommended.
Sponsors		GDOT	GDOT	City of Atlanta
Supporters		City of Atlanta, GWCC, MBS, SFA	City of Atlanta	GDOT
Est. Cost		$1,000,000	$3,500,000	$500,000
Timeline	**2027**	$75,000	$265,000	$35,000
	2028	$75,000	$265,000	$35,000
	2029	$425,000	$1,485,000	$215,000
	2030	$425,000	$1,485,000	$215,000

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Funding Options

Design:
City of Atlanta (general funds), CAP/ADID, GDOT Traffic Operations

Construction:
City of Atlanta (TSPLOST), GDOT Traffic Operations, CAP/ADID, private developers, and event venues (MBS, SFA, and GWCC will play an integral role in designing and installing communications improvements to support event operations, particularly before and after events, and should therefore share in construction costs)

K2 - MEMORIAL DRIVE FIVE-WAY INTERSECTION REDESIGN

Category
Complementary

Typology
Multiple/Other

Extents
At Memorial Drive and Forsyth Street

Sponsors
City of Atlanta

Supporters
CAP/ADID

Description

To simplify the current five-way intersection, Forsyth Street would be disconnected from the Memorial Drive/Whitehall Street intersection, then realigned and reconnected to Ted Turner Drive via a "T" in the vicinity of Castleberry Street.

Supporting Existing Projects

Upon completion, this project will provide a safe cycling connection between the existing Forsyth Street Multimodal Corridor (E4), Memorial Drive Two-Way Bike Lane (E8), and Whitehall Street Two-Way Bike Lane (E15) projects.

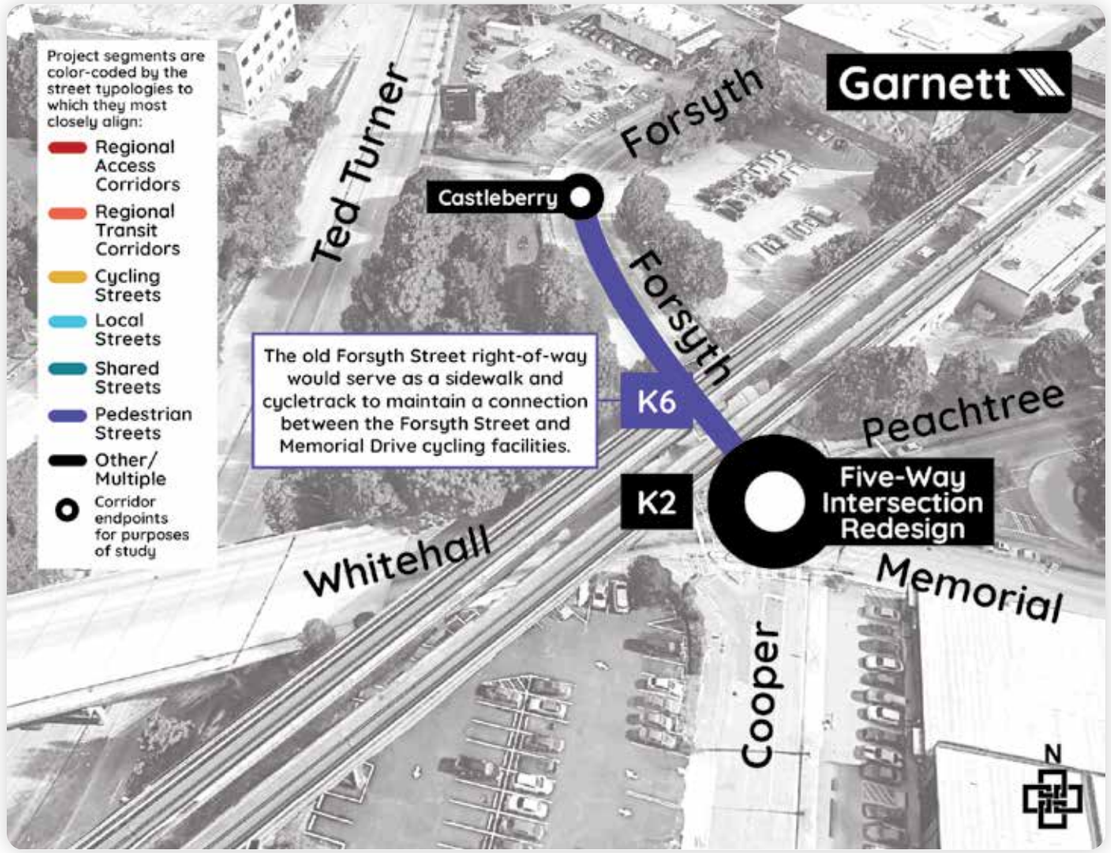
Table 38: **Memorial Drive Five-Way Intersection Redesign Costs**

Estimated Cost	$6,000,000
2023	
2024	
2025	
2026	
2027	
2028	$286,000
2029	$286,000
2030	$5,428,000
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes demolition, grading, and drainage for removing the section of Forsyth Street. Also includes resurfacing and restriping the Peachtree Street section, and pavement, sidewalks, curbing, and cuts for the Forsyth Street realignment to Ted Turner Drive. Cost captures new traffic signals at two intersections and a simple walkway/sidepath in the space made available from Forsyth Street's removal.

Figure 60: **Memorial Drive Five-Way Intersection Redesign Map**



Funding Options

Design:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT)), state funding (Georgia Transportation Infrastructure Bank (GTIB))

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT)), state funding (Georgia Transportation Infrastructure Bank (GTIB))

K3 - GARNETT STREET STREETSCAPING AND ROAD DIET

Category
Complementary

Typology
Local Street

Extents
Ted Turner Drive SW to Forsyth Street SW, and Pryor Street SW to Central Avenue SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, MARTA

Description

Improve the visibility of and access points between the eastern and western halves of Garnett Street to create a more cohesive pedestrian corridor via streetscaping, roadway narrowing, and crosswalk bulbouts.

Supporting Existing Projects

In tandem with the recent Greyhound Station Reconstruction (E11), this project should strive to make the Garnett Station area a cohesive whole for pedestrians and cyclists: the pedestrian-only segments of Garnett Street and Broad Street, the MARTA station's entrances and exits, and the Greyhound Station's entrances and exits should all work together to offer the clearest possible circulation options for pedestrians.

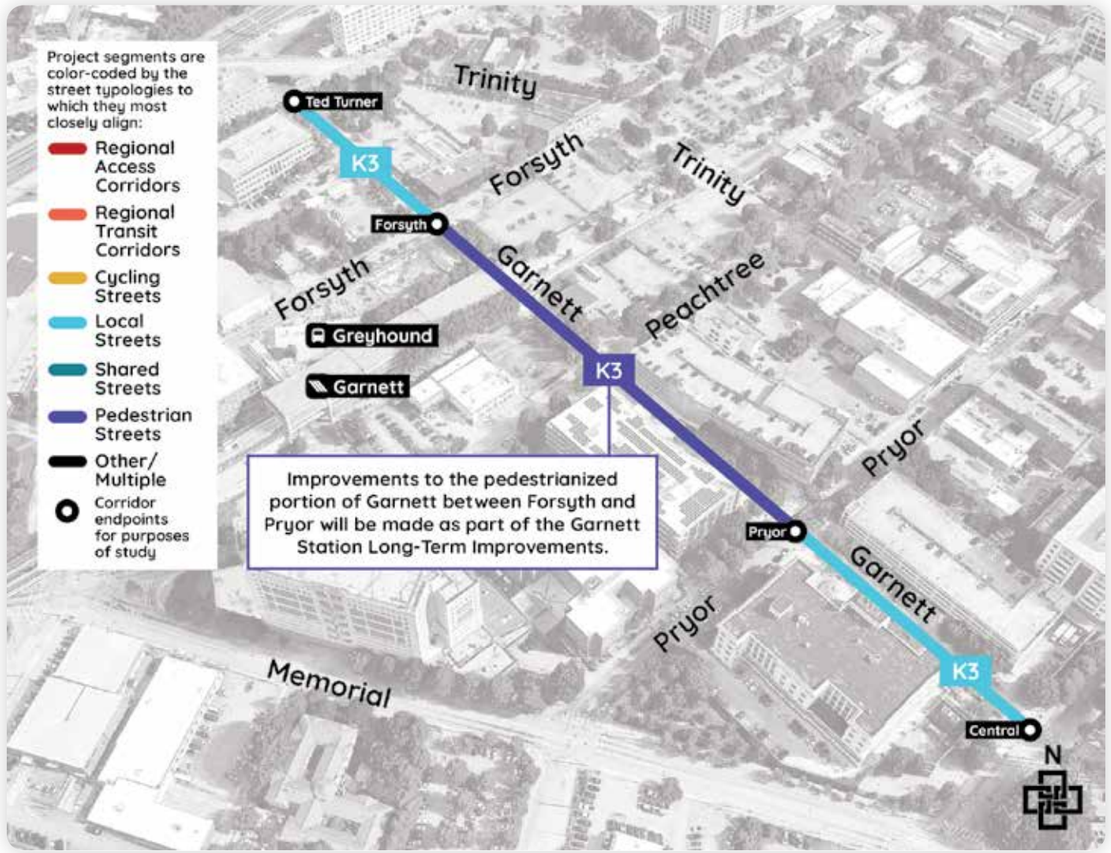
Table 39: **Garnett Street Streetscaping and Road Diet Costs**

Estimated Cost	$8,000,000
2023	
2024	
2025	
2026	
2027	$411,000
2028	$411,000
2029	$3,589,000
2030	$3,589,000
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes ten bulbouts and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 61: **Garnett Street Streetscaping and Road Diet Map**



Funding Options

Design:
Federal formula or discretionary grants (Federal Formula Funding dispensed by ARC, Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program, Stopping Threats on Pedestrians), City of Atlanta (TSPLOST if renewed), CAP/ADID

Construction:
Federal formula or discretionary grants (Federal Formula Funding dispensed by ARC, Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program, Stopping Threats on Pedestrians), City of Atlanta (TSPLOST if renewed), CAP/ADID

K4 - BROTHERTON STREET STREETSCAPING AND TWO-WAY CONVERSION

Category
Complementary

Typology
Local Street

Extents
Ted Turner Drive SW to Peachtree Street SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, MARTA, Greyhound

Description

Use streetscaping improvements, including new lighting, seating, and landscaping, to create a more inviting entrance to the station and the accompanying intercity bus terminal. Convert the street to two-way traffic.

Supporting Existing Projects

In tandem with the recent Greyhound Station Reconstruction (E11), this project should strive to make the Garnett Station area a cohesive whole for pedestrians and cyclists: the pedestrian-only segments of Garnett Street and Broad Street, the MARTA station's entrances and exits, and the Greyhound Station's entrances and exits should all work together to offer the clearest possible circulation options for pedestrians.

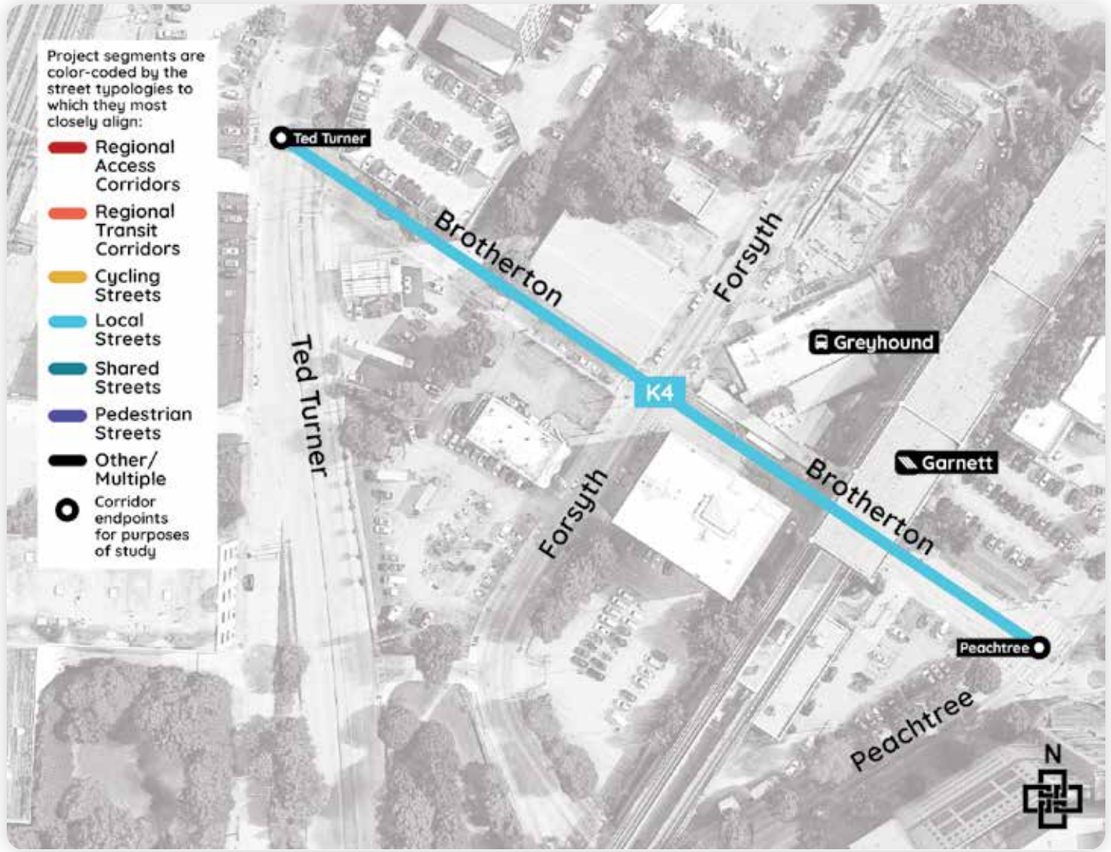
Table 40: **Brotherton Street Streetscaping and Two-Way Conversion Costs**

Estimated Cost	$4,000,000
2023	
2024	
2025	
2026	
2027	$197,000
2028	$197,000
2029	$1,803,000
2030	$1,803,000
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 62: **Brotherton Street Streetscaping and Two-Way Conversion Map**



Funding Options

Design:
Federal formula or discretionary grants (Federal Formula Funding dispensed by ARC, Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program, Stopping Threats on Pedestrians), City of Atlanta (TSPLOST if renewed), CAP/ADID

Construction:
Federal formula or discretionary grants (Federal Formula Funding dispensed by ARC, Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program, Stopping Threats on Pedestrians), City of Atlanta (TSPLOST if renewed), CAP/ADID

K5 - CAPITOL SQUARE SHARED STREET

Category
Complementary

Typology
Shared Street

Extents
Washington Street SW to Capitol Avenue SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, GSFIC

Description

The one-block stretch adjacent to the Georgia State Capitol is currently closed, but if reopened and reconfigured as a shared street, it could offer curbside parking mixed with pedestrians, cyclists, and slow-moving cars.

Supporting Existing Projects

Together, the Capitol Avenue Bike Lane (E1) project and the Capitol Square Shared Street would help reduce the "island" effect around the Georgia State Capitol in which the building feels cut off for pedestrians and cyclists due to the surrounding traffic.

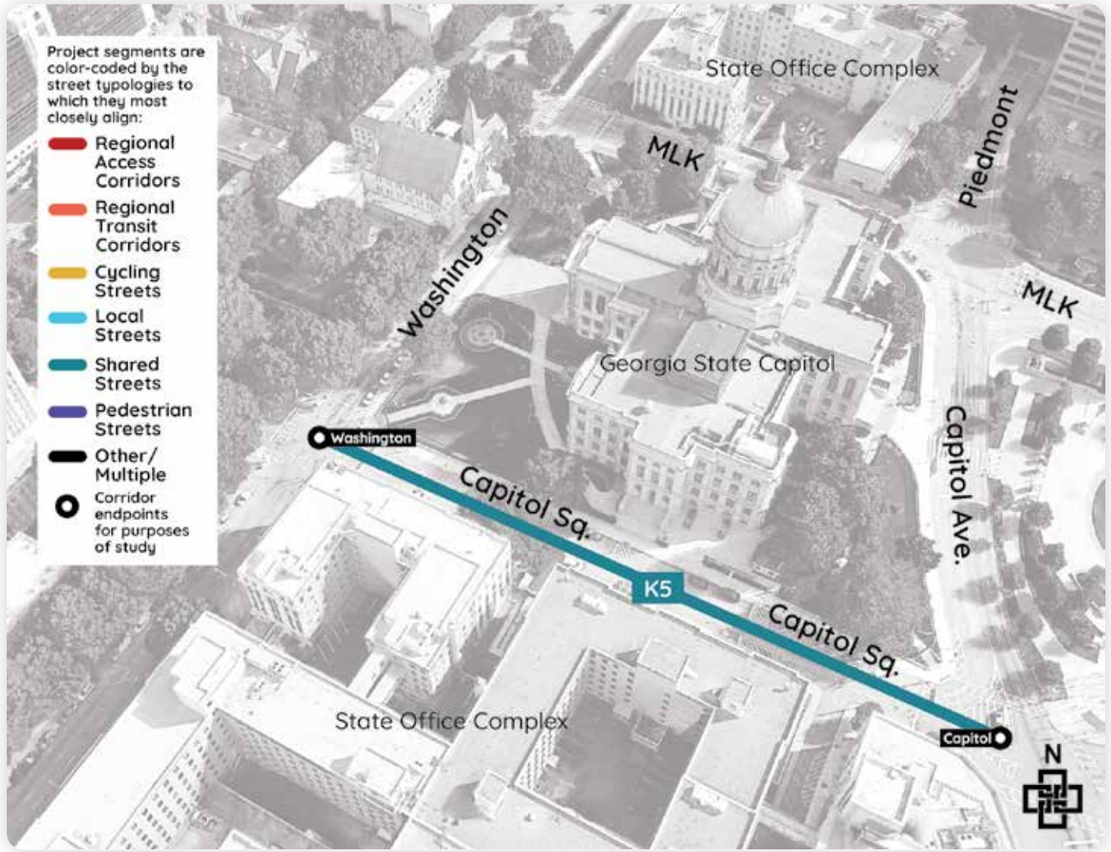
Table 41: **Capitol Square Shared Street Costs**

Estimated Cost	$3,000,000
2023	
2024	
2025	
2026	
2027	
2028	
2029	
2030	$277,000
2031+	$2,723,000

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes resurfacing and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 63: **Capitol Square Shared Street Map**



Funding Options

Design:
City of Atlanta (TSPLOST if renewed)

Construction:
City of Atlanta (TSPLOST if renewed)

K6 - FORSYTH STREET-MEMORIAL DRIVE PEDESTRIAN/BIKE CONNECTION

Category
Complementary

Typology
Pedestrian Street

Extents
Castleberry Street SW to Whitehall Street SW/Memorial Drive SW

Sponsors
City of Atlanta

Supporters
CAP/ADID

Description

The realignment proposed in the map would allow the old Forsyth Street right-of-way down to Memorial Drive to serve as a sidewalk and cycletrack to maintain a connection between the Forsyth Street and Memorial Drive/ Whitehall Street cycling facilities.

Supporting Existing Projects

Upon completion, this project will provide a safe cycling connection between the existing Forsyth Street Multimodal Corridor (E4), Memorial Drive Two-Way Bike Lane (E8), and Whitehall Street Two-Way Bike Lane (E15) projects.

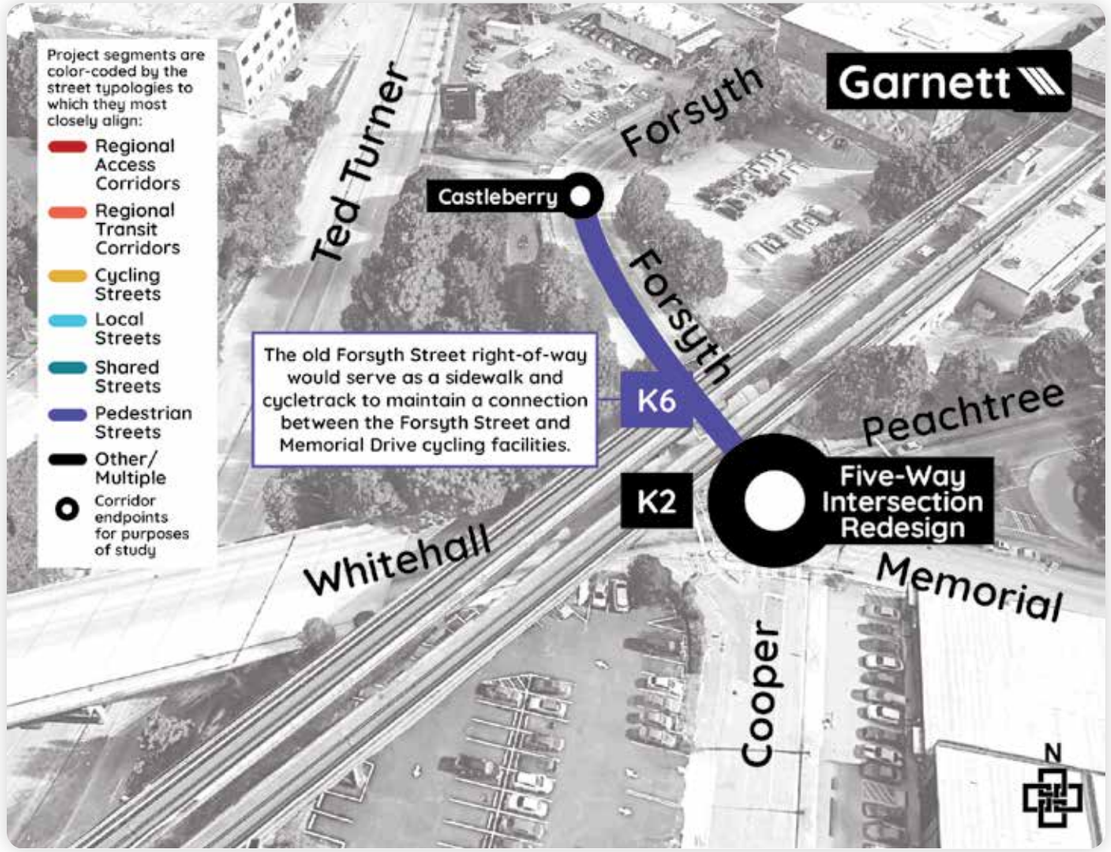
Table 42: **Forsyth Street-Memorial Drive Pedestrian/Bike Connection Costs**

Estimated Cost	$2,000,000
2023	
2024	
2025	
2026	
2027	
2028	$59,500
2029	$59,500
2030	$1,881,000
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes a simple walkway and sidepath with minor streetscaping.

Figure 64: **Forsyth Street-Memorial Drive Pedestrian/Bike Connection Map**



Funding Options

Design:
City of Atlanta (impact fees, TSPLOST if renewed), CAP/ADID

Construction:
City of Atlanta (impact fees, TSPLOST if renewed), CAP/ADID

K7 - CENTRAL AVENUE BUS LANE EXTENSION

Category
Complementary

Typology
Regional Transit Corridor

Extents
MLK Jr. Drive SW to Memorial Drive SW

Sponsors
City of Atlanta, CAP/ ADID

Supporters
MARTA, regional bus operators

Description

Central Avenue's bus lane would be extended south to Memorial Drive to pair with the Washington Street Bus Lane Extension. The pair would allow bus service to be consolidated off parallel streets, such as Peachtree and Pryor Streets, in the future. The extension is contingent on a reconfiguration of Peachtree Center Avenue to accommodate a bus lane.

Supporting Existing Projects

The Central Avenue Bike and Bus Lanes and Safety Enhancements (E7) will be useful prerequisites for this project.

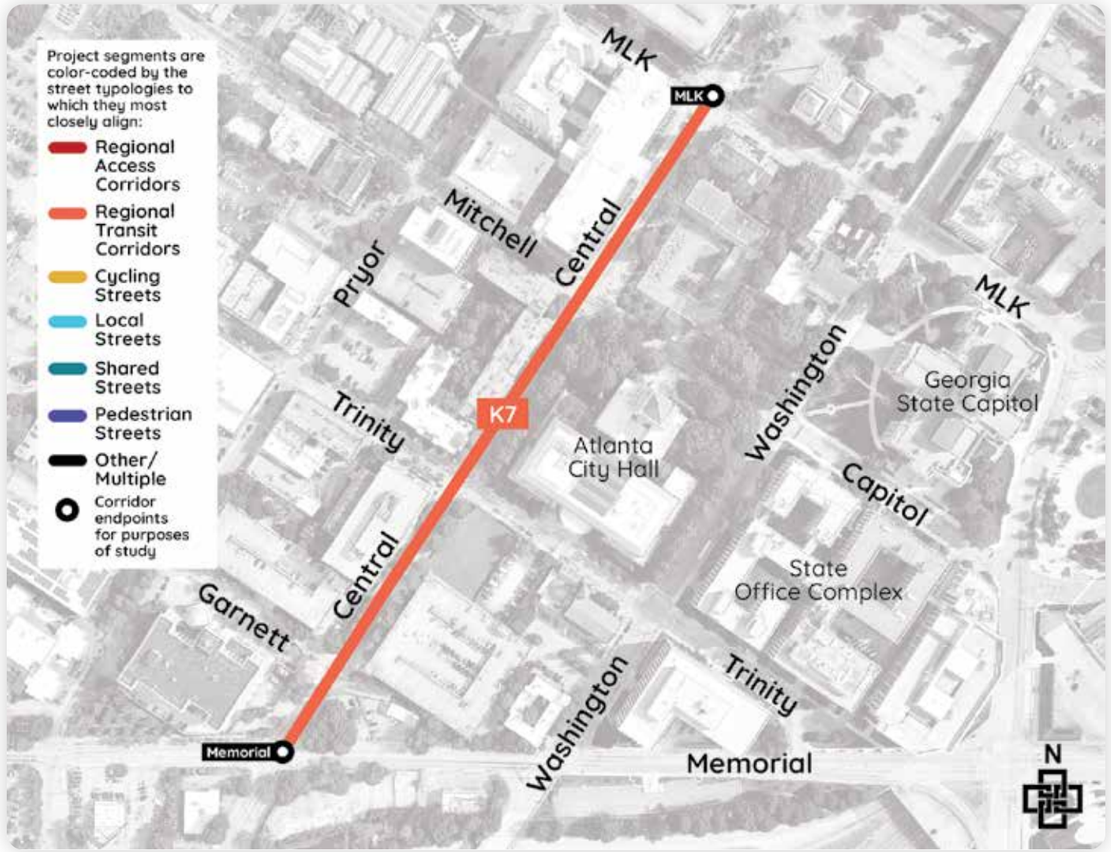
Table 43: **Central Avenue Bus Lane Extension Costs**

Estimated Cost	$200,000
2023	
2024	
2025	
2026	
2027	$10,500
2028	$10,500
2029	$89,500
2030	$89,500
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and resurfacing.

Figure 65: **Central Avenue Bus Lane Extension Map**



Funding Options

Design:
City of Atlanta (TSPLOST), state funding (Transit Trust Fund)

Construction:
City of Atlanta (TSPLOST), state funding (Transit Trust Fund)

K8 - TED TURNER DRIVE TWO-WAY CONVERSION, PHASE 2

Category
Complementary

Typology
Regional Access Corridor

Extents
Williams Street NW to West Peachtree Street NW

Sponsors
CAP/ADID

Supporters
City of Atlanta

Description

Converting Ted Turner Drive to a two-way street from Williams Street to West Peachtree Street would improve traffic flow, especially after events. ITS components and overhead changeable signs should be included to accommodate reversible lanes for traffic management.

Supporting Existing Projects

Both Northside Drive and Ted Turner Drive are intended to provide quick ingress and egress to/from the event venues in South Downtown, so any lessons from the Northside Drive Pedestrian Safety Project (E2) should be applied to Ted Turner Drive.

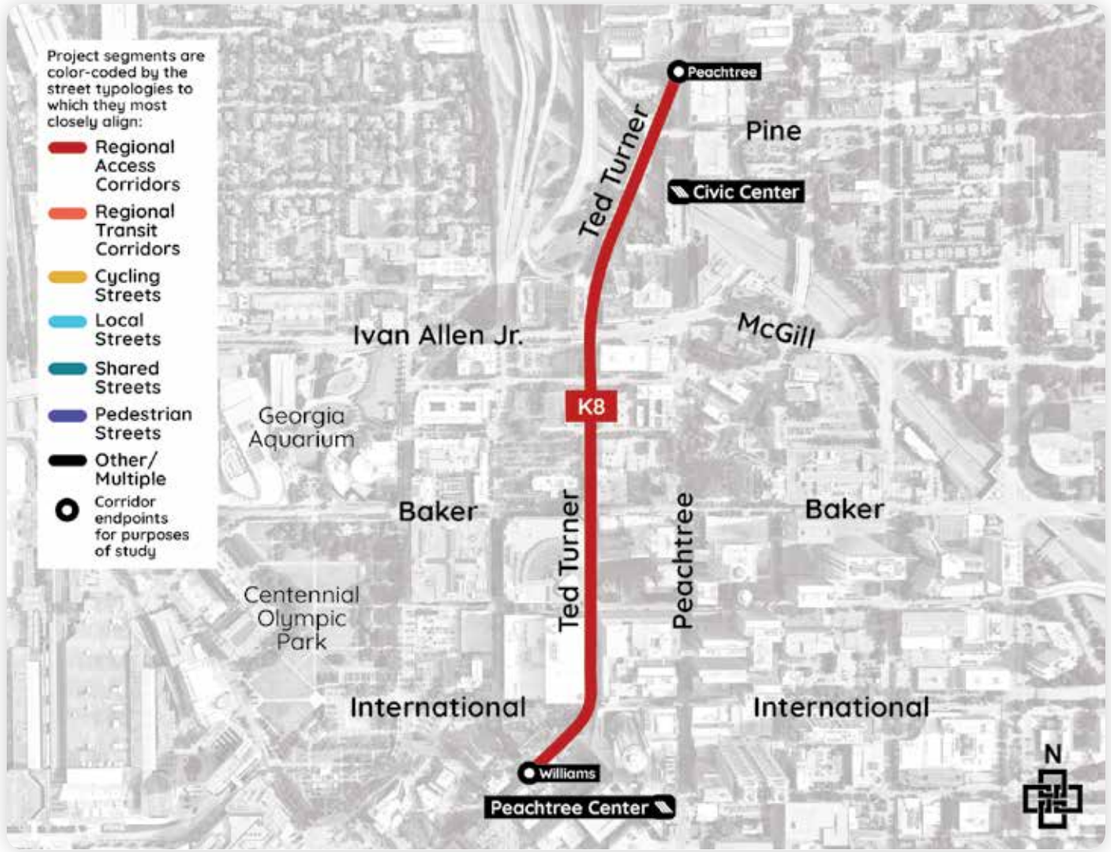
Table 44: **Ted Turner Drive Two-Way Conversion, Phase 2 Costs**

Estimated Cost	$4,000,000
2023	
2024	
2025	
2026	
2027	$169,000
2028	$169,000
2029	$3,662,000
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and resurfacing. Also includes signal modification at eight intersections, seven installations of LED overhead signs on mast arms, and accompanying ITS.

Figure 66: **Ted Turner Drive Two-Way Conversion, Phase 2 Map**



Funding Options

Design:
City of Atlanta (impact fees, TSPLOST if renewed), CAP/ADID

Construction:
City of Atlanta (impact fees, TSPLOST if renewed), CAP/ADID

K9 - COP DRIVE VIADUCT REPLACEMENT

Category
Complementary

Typology
Multiple/Other

Extents
Marietta Street NW to MLK Jr. Drive SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, GWCC, SFA, MBS, CIM, GDOT

Description

Rebuild the viaduct to return it to a state of good repair and modify it to accommodate the multiple modes and shifting traffic and modal patterns discussed in the COP Drive ITS, Access Management, and Multimodal Upgrades project. Notably, if the Atlanta Streetcar is extended west in the future, it will also depend on a rebuilt viaduct.

Supporting Existing Projects

n/a

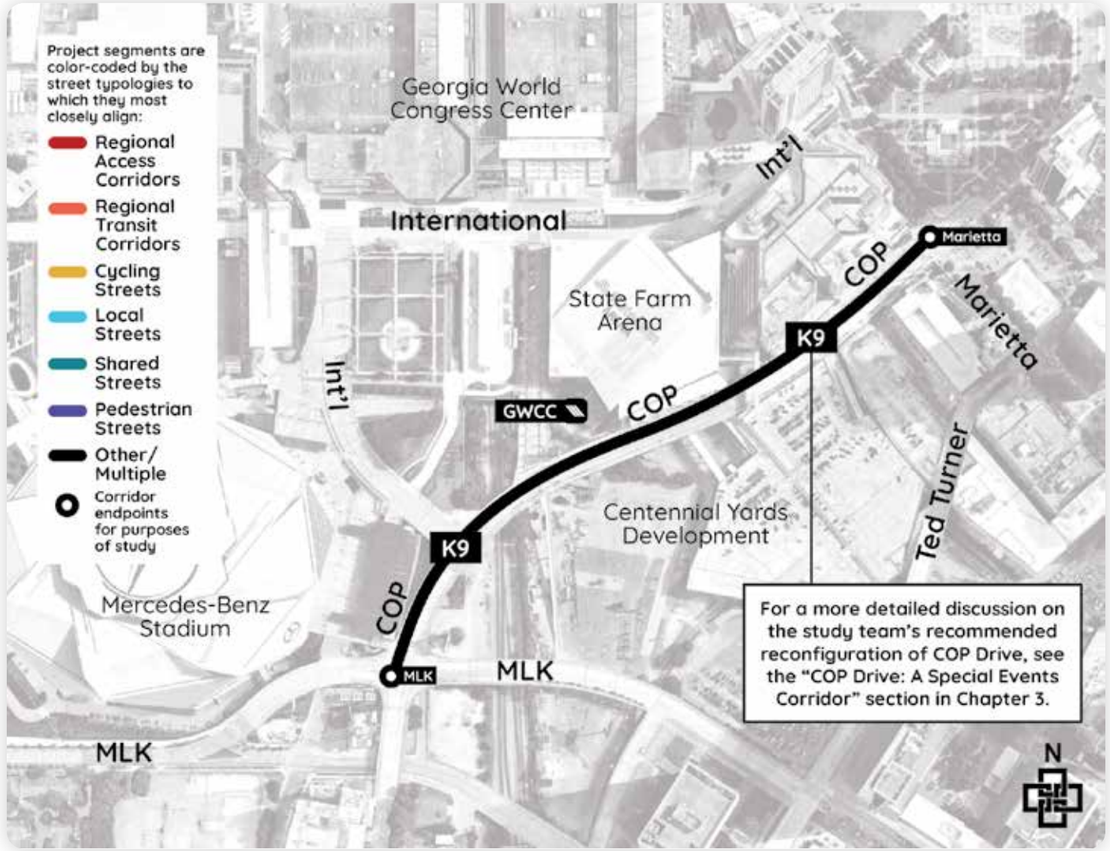
Table 45: **COP Drive Viaduct Replacement Costs**

Estimated Cost	**$44,000,000**
2023	
2024	
2025	
2026	
2027	
2028	
2029	**$2,438,500**
2030	**$2,438,500**
2031+	**$39,123,000**

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes viaduct replacement and six installations of LED overhead signs on mast arms and accompanying ITS.

Figure 67: **COP Drive Viaduct Replacement Map**



Funding Options

Design:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), FHA Bridge Investment Program), state funds (GDOT Local Bridge Program)

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC, Federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), FHA Bridge Investment Program), state funds (GDOT Local Bridge Program)

K10 - UPPER ALABAMA STREET PEDESTRIAN PRIORITIZATION

Category
Complementary

Typology
Regional Transit Corridor

Extents
Peachtree Street SW to (under) Ted Turner Drive NW

Sponsors
City of Atlanta, MARTA

Supporters
CAP/ADID, Newport, Underground, Pope and Land, MARTA

Description

Redesign the street to balance the needs of buses and pedestrians. West of Peachtree Street, Upper Alabama Street would not be exclusively for pedestrians: buses would use it to access a proposed mobility hub and bus transfer center.

Supporting Existing Projects

The Peachtree Street SW Streetscaping and Road Diet (E9), Pryor Street Safety Enhancements (E14), and DeKalb Avenue Complete Street (E17) projects will demonstrate the efficacy of road diets and pedestrian prioritization in South Downtown before more ambitious promenades and streetscaping projects are implemented.

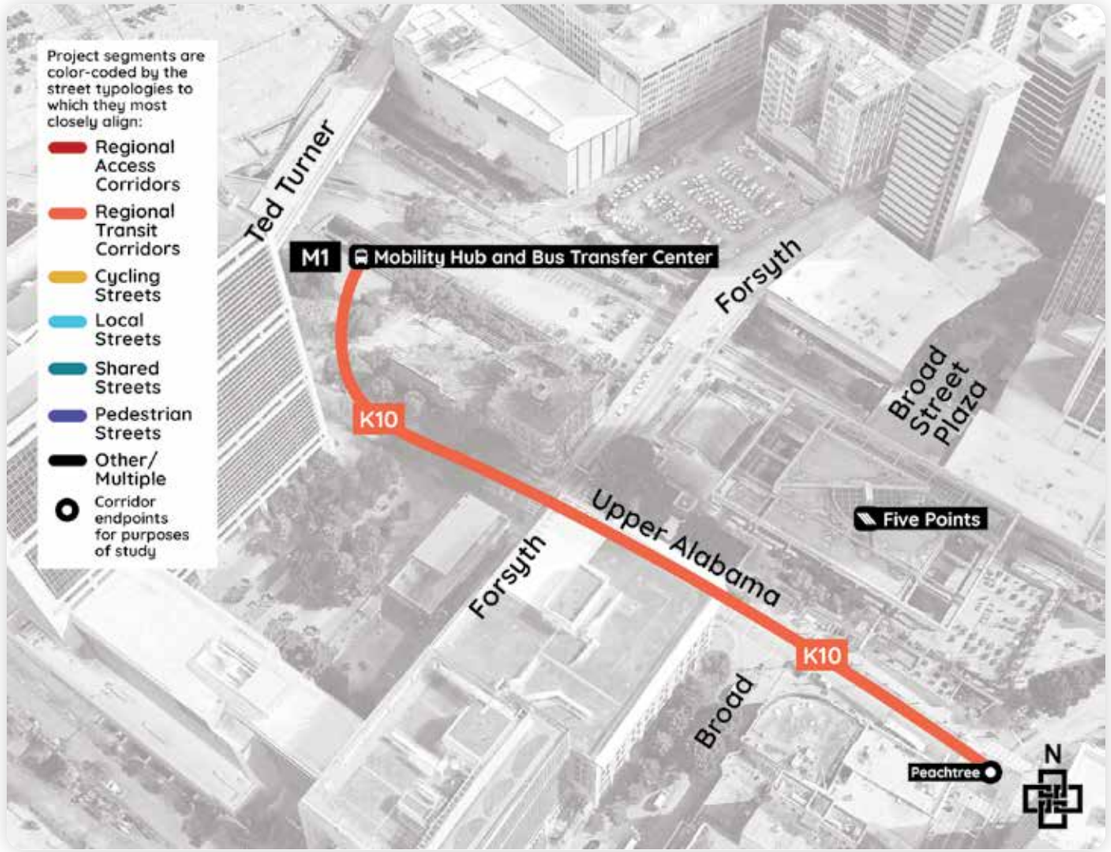
Table 46: **Upper Alabama Street Pedestrian Prioritization Costs**

Estimated Cost	$3,000,000
2023	
2024	
2025	$164,000
2026	$164,000
2027	$2,672,000
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes resurfacing and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 68: **Upper Alabama Street Pedestrian Prioritization Map**



Funding Options

Design:
City of Atlanta (TSPLOST), CAP/ADID

Construction:
City of Atlanta, CAP/ADID, private developers (Underground should contribute to a share of the construction or serve as a local match to a federal program)

K11 - WALL STREET STREETSCAPING AND ROAD DIET

Category
Complementary

Typology
Local Street

Extents
Peachtree Street SW to Central Avenue SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, Underground

Description
Downsize the street to two travel lanes, with the remaining space dedicated to curbside loading/unloading, parking, and dining/sitting to serve Underground Atlanta and other proposed development.

Supporting Existing Projects
The Peachtree Street SW Streetscaping and Road Diet (E9), Pryor Street Safety Enhancements (E14), and DeKalb Avenue Complete Street (E17) projects will demonstrate the efficacy of road diets and pedestrian prioritization in South Downtown before more ambitious promenades and streetscaping projects are implemented.

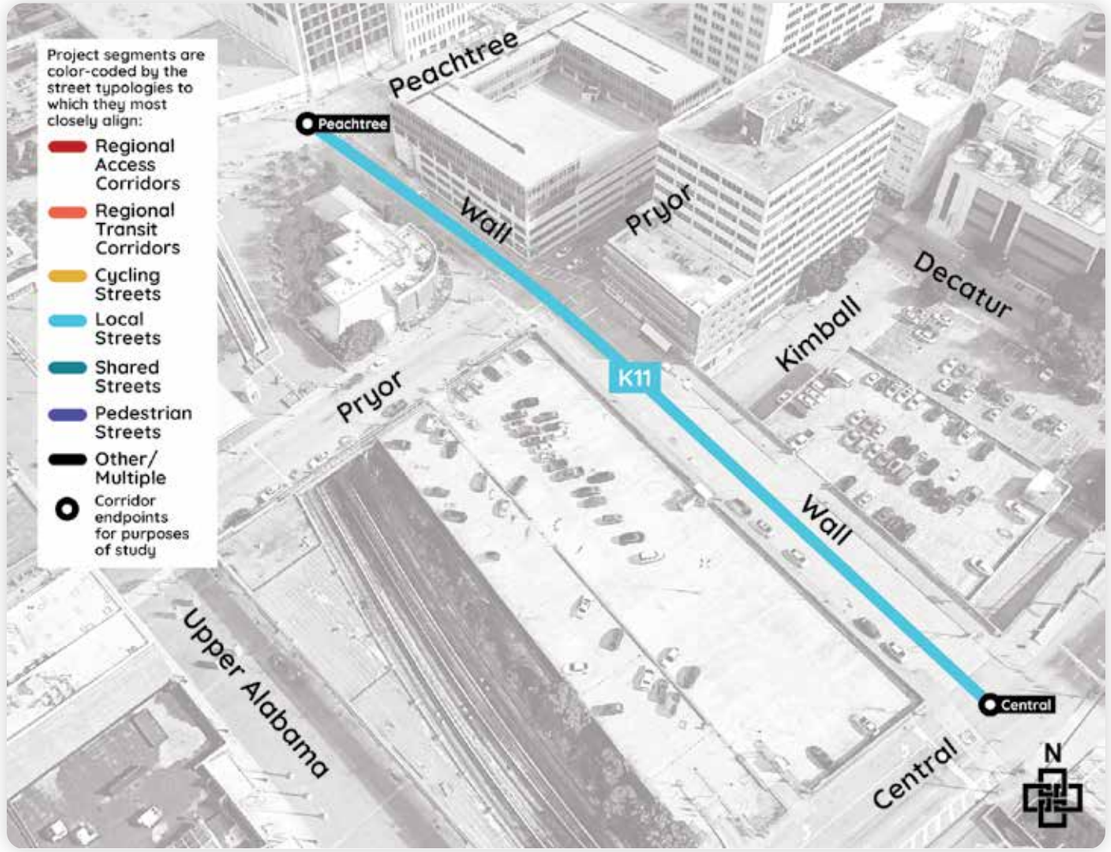
Table 47: **Wall Street Streetscaping and Road Diet Costs**

Estimated Cost	$4,000,000
2023	
2024	
2025	$169,000
2026	$169,000
2027	$3,662,000
2028	
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 69: **Wall Street Streetscaping and Road Diet Map**



Funding Options

Design:
City of Atlanta (TSPLOST), CAP/ADID

Construction:
City of Atlanta, CAP/ADID, private developers (Underground should contribute to a share of the construction or serve as a local match to a federal program)

K12 - MITCHELL STREET STREETSCAPING AND BIKE LANE REMOVAL

Category
Complementary

Typology
Regional Access Corridor

Extents
MLK Jr. Drive NW to Ted Turner Drive SW

Sponsors
City of Atlanta, CAP/ADID

Supporters
CIM, MBS

Description

Given the proposed cycletrack extension on the parallel MLK Jr. Drive, the existing bike lanes on the Mitchell Street viaduct can be removed and the space reused to buffer sidewalks from travel lanes via planters and other streetscaping.

Supporting Existing Projects

n/a

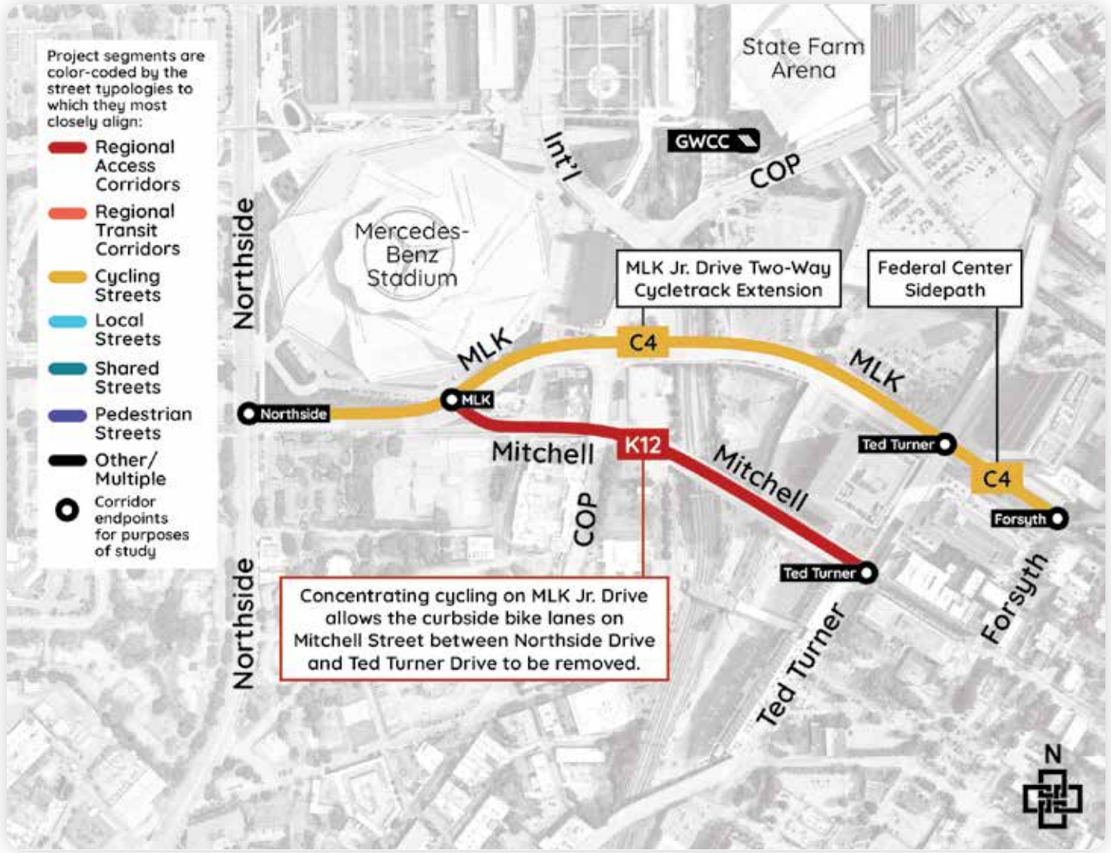
Table 48: **Mitchell Street Streetscaping and Bike Lane Removal Costs**

Estimated Cost	$10,000,000
2023	
2024	
2025	
2026	
2027	$518,000
2028	$518,000
2029	$8,964,000
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 70: **Mitchell Street Streetscaping and Bike Lane Removal Map**



Funding Options

Design:
City of Atlanta (TSPLOST), CAP/ADID

Construction:
Federal formula and grant programs (Federal Formula Funding dispensed by ARC), Carbon Reduction Program, Rebuilding American Infrastructure with Sustainability and Equity (RAISE), Active Transportation Infrastructure Investment, Safe Streets and Roads for All, Reconnecting Communities, Healthy Streets Program), City of Atlanta, CAP/ADID, private developers (CIM should consider cost sharing with the City of Atlanta and CAP/ADID to improve the segment of Mitchell Street adjacent to Centennial Yards), event venues (MBS and SFA would benefit from increased multimodal access and should therefore consider cost sharing)

K13 - NELSON STREET PROMENADE

Category
Complementary

Typology
Shared Street

Extents
Ted Turner Drive SW to Broad Street SW

Sponsors
City of Atlanta

Supporters
CAP/ADID, Newport

Description

Reconfigure and extend into a shared street to serve as a more effective pedestrian connection between the Nelson Street Pedestrian Bridge and the Broad Street Promenade.

Supporting Existing Projects

The Peachtree Street SW Streetscaping and Road Diet (E9), Pryor Street Safety Enhancements (E14), and DeKalb Avenue Complete Street (E17) projects will demonstrate the efficacy of road diets and pedestrian prioritization in South Downtown before more ambitious promenades and streetscaping projects are implemented.

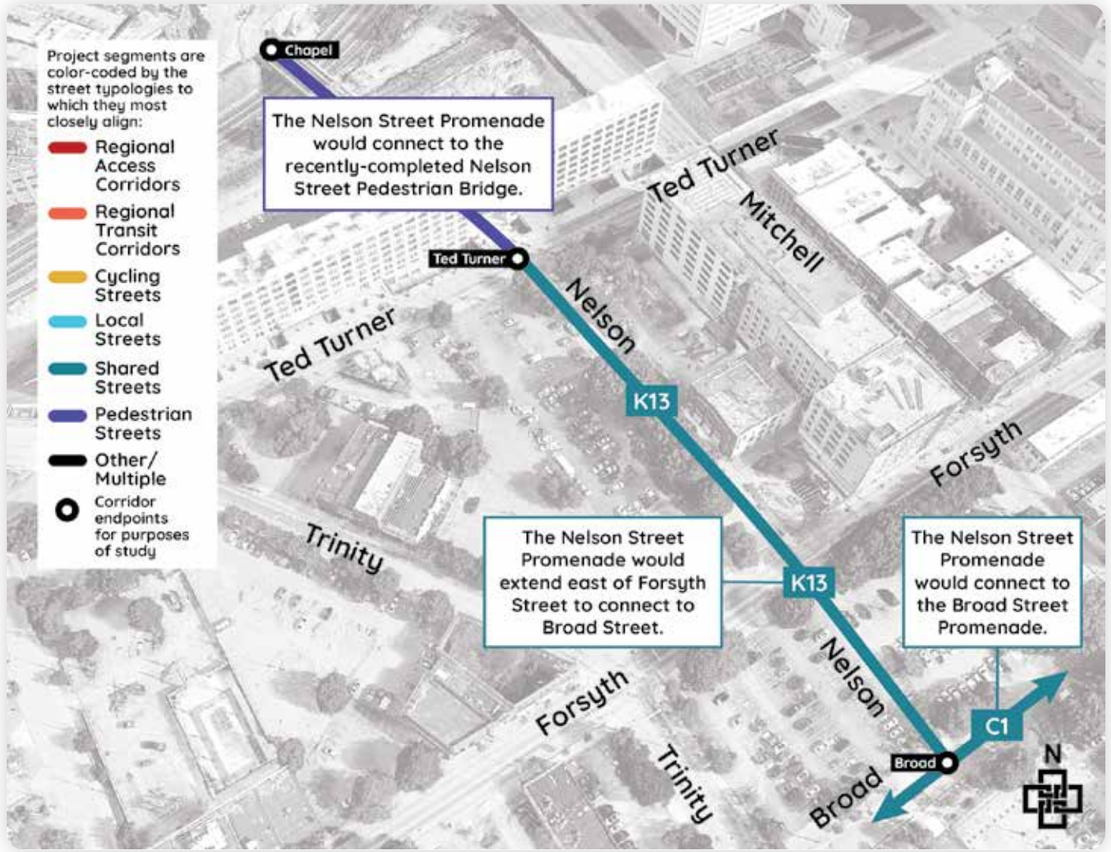
Table 49: **Nelson Street Promenade Costs**

Estimated Cost	**$4,000,000**
2023	
2024	
2025	
2026	
2027	**$338,000**
2028	**$3,662,000**
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping and standard streetscaping, which could include trees, planters, lighting, and/or minor pavement modification.

Figure 71: **Nelson Street Promenade Map**



Funding Options

Design:
City of Atlanta (TSPLOST), CAP/ADID

Construction:
City of Atlanta, CAP/ADID, private developers (Newport should contribute to a share of the construction or serve as a local match to a federal program)

K14 - PETERS STREET PROTECTED BIKE LANES

Category
Complementary

Typology
Cycling Street

Extents
Ted Turner Drive SW to McDaniel Street SW

Sponsors
GDOT

Supporters
City of Atlanta, CAP/ADID

Description

Peters Street would be a safer and more effective cycling street if the offset bike lanes and curbside parking were swapped to protect the bike lanes from moving vehicles.

Supporting Existing Projects

As discussed in Chapter 3, the study team did not classify Trinity Avenue as a cycling street even though curbside bike lanes are forthcoming as part of the Trinity Avenue Bike Lanes and Turn Lane (E5) project. To accommodate South DWNTN and other development, the study team instead recommends concentrating passenger/freight loading along Trinity Avenue to keep north-south streets free for other curbside uses. Given the ample development coming to South Downtown, it will be important to provide adequate passenger/freight loading space, and in turn to consolidate cycling routes onto fewer corridors with high-quality cycling facilities.

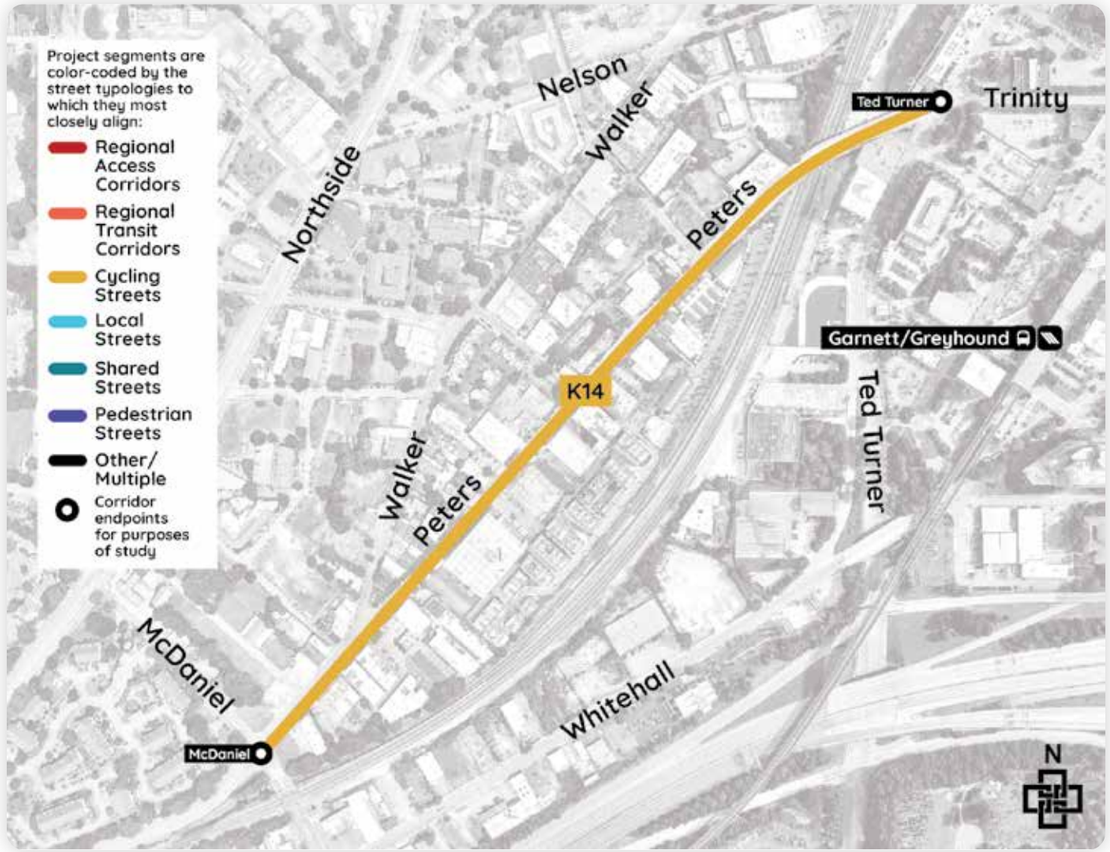
Table 50: **Peters Street Protected Bike Lanes Costs**

Estimated Cost	$1,000,000
2023	
2024	
2025	
2026	$75,000
2027	$75,000
2028	$850,000
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes restriping.

Figure 72: **Peters Street Protected Bike Lanes Map**



Funding Options

Design:
State funding (GDOT Safety Programs, GDOT Quick Response, Transportation Investment Act)

Construction:
State funding (GDOT Safety Programs, GDOT Quick Response, Transportation Investment Act)

K15 - WASHINGTON STREET BUS LANE EXTENSION

Category
Complementary

Typology
Regional Transit Corridor

Extents
MLK Jr. Drive SE to Memorial Drive SW

Sponsors
City of Atlanta, CAP/ ADID

Supporters
MARTA, regional bus operators

Description

Courtland Street's bus lane would be extended south to Memorial Drive to pair with the Central Avenue Bus Lane Extension. The pair would allow bus service to be consolidated off parallel streets, such as Peachtree and Pryor Streets, in the future.

Supporting Existing Projects

The Washington Street Two-Way Cycletrack (E6), Central Avenue Bike and Bus Lanes and Safety Enhancements (E7), and Courtland Street Bus Lane (E16) projects will be useful prerequisites for this project.

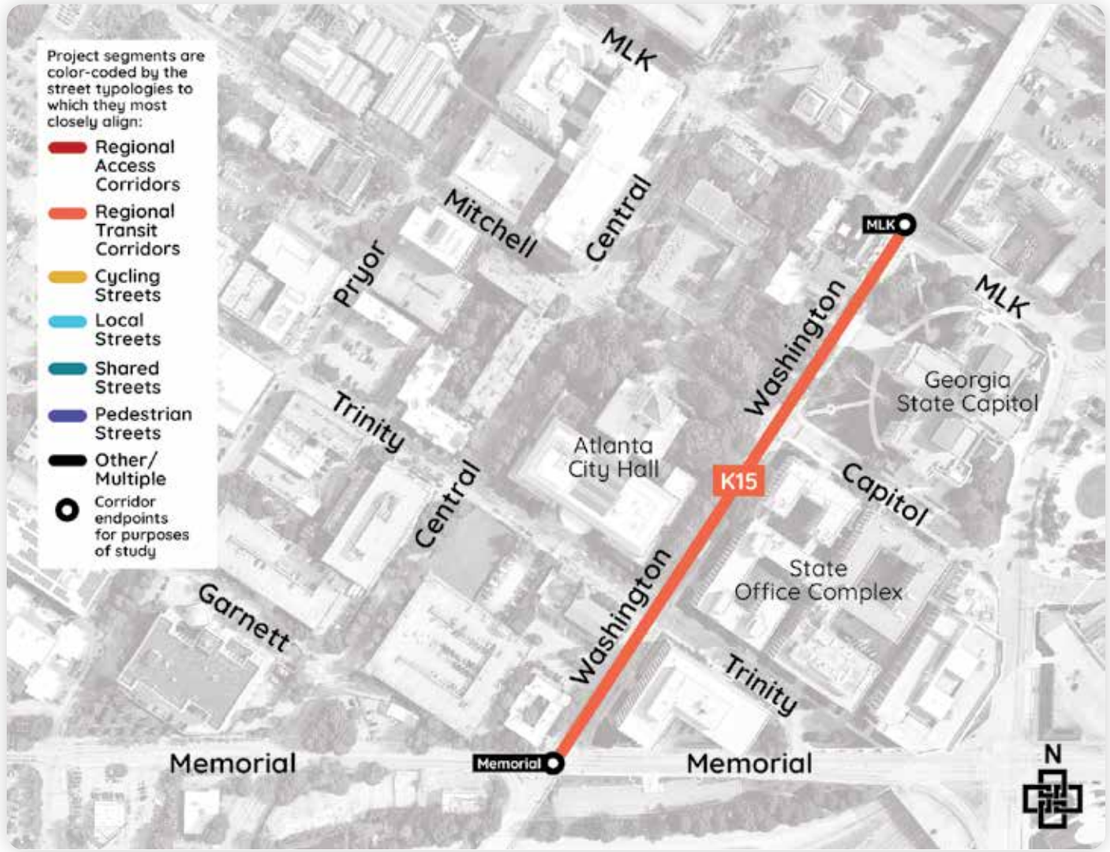
Table 51: **Washington Street Bus Lane Extension Costs**

Estimated Cost	$1,000,000
2023	
2024	
2025	
2026	
2027	$8,500
2028	$8,500
2029	$491,500
2030	$491,500
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes resurfacing and restriping.

Figure 73: **Washington Street Bus Lane Extension Map**



Funding Options

Design:
City of Atlanta (TSPLOST), state funding (Transit Trust Fund)

Construction:
City of Atlanta (TSPLOST), state funding (Transit Trust Fund)

K16 - NEIGHBORHOOD AND EVENT VENUE WAYFINDING

Category
Complementary

Typology
Multiple/Other

Extents
Sitewide

Sponsors
City of Atlanta, CAP/ADID

Supporters
GWCC, SFA, MBS, CIM, Newport, Underground

Description

Deploy consistent wayfinding to the event venues and points of interest in and around South Downtown to serve pedestrians, cyclists, and motorists. Signage for pedestrians and cyclists would typically consist of smaller, static displays at intersections, MARTA stations, and BRT stations. Signage for motorists would typically consist of larger static or electronic displays with a particular focus on directing motorists to the parking facilities associated with event venues. The geographic scale of any wayfinding would expand gradually as resources permit. Signage for pedestrians and cyclists would initially be deployed at and around Five Points, expanding outward over time. Signage for motorists would initially be deployed along COP Drive, MLK Jr. Drive, and Ted Turner Drive, expanding to other streets over time.

Supporting Existing Projects

n/a

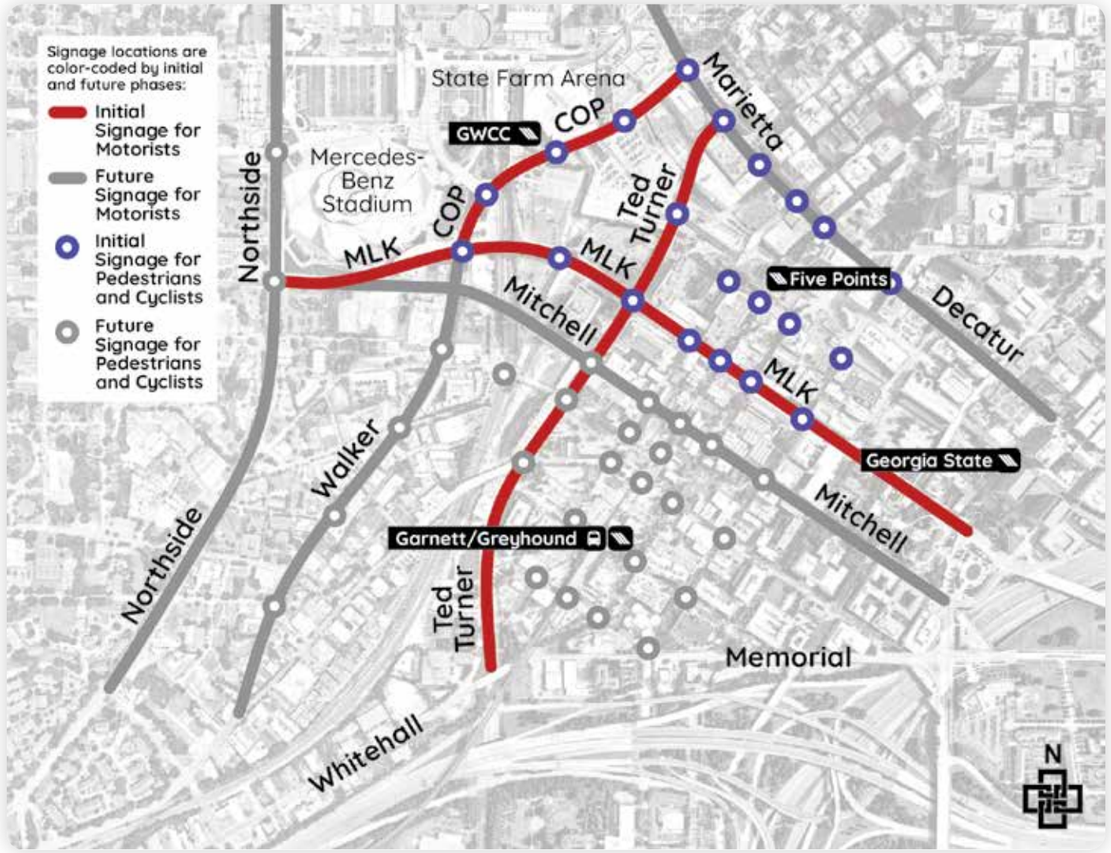
Table 52: **Neighborhood and Event Venue Wayfinding Costs**

Estimated Cost	**$15,000,000**
2023	
2024	
2025	
2026	**$2,250,000**
2027	**$6,375,000**
2028	**$6,375,000**
2029	
2030	
2031+	

Funding Categories:
$000: Scoping and Engineering
$000: Tactical or Interim Installation
$000: Construction

Includes neighborhood wayfinding signs and 18 installations of LED overhead signs on mast arms.

Figure 74: **Neighborhood and Event Venue Wayfinding Map**



Funding Options

Design:
City of Atlanta (general funds for public art, TSPLOST if renewed), CAP/ADID

Construction:
City of Atlanta (general funds for public art, TSPLOST if renewed), CAP/ADID, private developers and event venues (CIM, Newport, Underground, MBS, SFA, and GWCC will play an integral role in designing and installing wayfinding to their attractions and facilities and should therefore share costs since it is difficult to obtain federal or state funding for wayfinding)

6. CONCLUSION

RECAP OF RECOMMENDATIONS

While the study team identifies several transportation challenges facing South Downtown in Chapter 2 – ranging from widely-fluctuating travel demand from the nearby event venues to poor pedestrian and cycling experiences due to deteriorated sidewalks and a lack of connected cycling facilities – these challenges present a significant opportunity for redesigning South Downtown from an overlooked, pass-through area into a vibrant neighborhood.

Chapter 3 offers high-level recommendations for accomplishing such a redesign. By developing and applying a range of street typologies for South Downtown, stakeholders are encouraged to critically examine primary and secondary functions for each street in the area. Many streets currently default to "a little bit of everything," so a more judicious distribution of movement and place activities is needed.

Streets with applied typologies are prioritized in Chapter 4, and this chapter also discusses the impact of stakeholder feedback on the prioritization process. The study team also introduces the leaders responsible for shepherding improvements, which consist of a diverse array of stakeholders with vested interests in South Downtown. High-level funding sources are also introduced.

Finally, Chapter 5 proposes multiple projects for the streets in South Downtown. Proposed projects include estimated costs by phase, sponsors and supporters, and funding sources. Together, the projects serve as a roadmap to minimize the risk of implementing ad hoc, disconnected, or conflicting infrastructure investments.

COLLABORATIVE ACTION

Given the numerous stakeholders in South Downtown – event venues, federal, state, and local offices, prominent retail and commercial establishments, public transit providers, and developers leading major infill projects – there is a unique opportunity to pool resources and collaborate on transforming South Downtown. Stakeholders can contribute to the transformation by creating momentum: sharing this plan to build support, aggressively pursuing the identified funding sources, and coordinating closely and consistently on the proposed projects to ensure they are mutually-supportive.

A VISION FOR SOUTH DOWNTOWN

The proposed projects in this plan affect nearly every street and block in South Downtown! The cumulative result will be a thorough overhaul of its current function as an overlooked, pass-through area. Streets that currently accommodate four or more lanes of traffic will be downsized to accommodate a finer grain of activities via improved sidewalks buffered by curbside parking and dining, connected bike lanes, bus lanes, and convenient loading and unloading zones.

Together, the redesigned streets will form a pedestrian-friendly framework that is much more conducive to and supportive of the significant development coming to South Downtown. Not only will the proposed projects make Centennial Yards, South DWNTN, and Underground Atlanta more viable, they will spur additional infill development, further ensuring South Downtown's transformation into a vibrant neighborhood in which people actively want to live, work, and play.

ATLANTA
DOWNTOWN

South Downtown Transportation Plan

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