

Atlanta Streets Alive

ASA Peachtree Street 2023



A monthly Open Street presented by ATLDOT
with support by Propel ATL & the ATL community



CITY OF ATLANTA



DEPARTMENT OF TRANSPORTATION



Overview

- What is Atlanta Streets Alive?
- History
- Schedule
- Route
- Get involved
- Stakeholders

The logo for Atlanta Streets Alive features the word "Atlanta" in a black, elegant script font. To its right, the word "STREETS" is written in a bold, black, uppercase sans-serif font. Below "STREETS", the word "ALIVE" is written in a very large, bold, black, uppercase serif font. A large, bright yellow semi-circle is positioned behind the bottom of the "ALIVE" text. In the upper right corner of the slide, there is a red semi-circle.

Atlanta **STREETS**
ALIVE

What is Atlanta Streets Alive?

Atlanta Streets Alive opens streets temporarily for constituents to bike, walk, skate, dance, and play. It is FREE to the public; the event turns the street into a park space that connects our city. Atlanta Streets Alive is not a festival, parade or a race, attendees can start or stop at any point.

They have been proven to be a great economic generator for local businesses and they transform our streets, even just for a day, into people spaces. These events were formerly managed by Propel ATL but are now managed by ATLDOT.



Goal n° 01

Streamline and secure open street permitting to run Peachtree Street between Mitchell Street to 14th Street, connecting Midtown and Downtown for pedestrians and bikers alike.



Goal n° 02

Promote safe transportation options on our city streets + promote healthy physical activity.



Goal n° 03

Support local business sales and support growing audiences for new developments along the route.



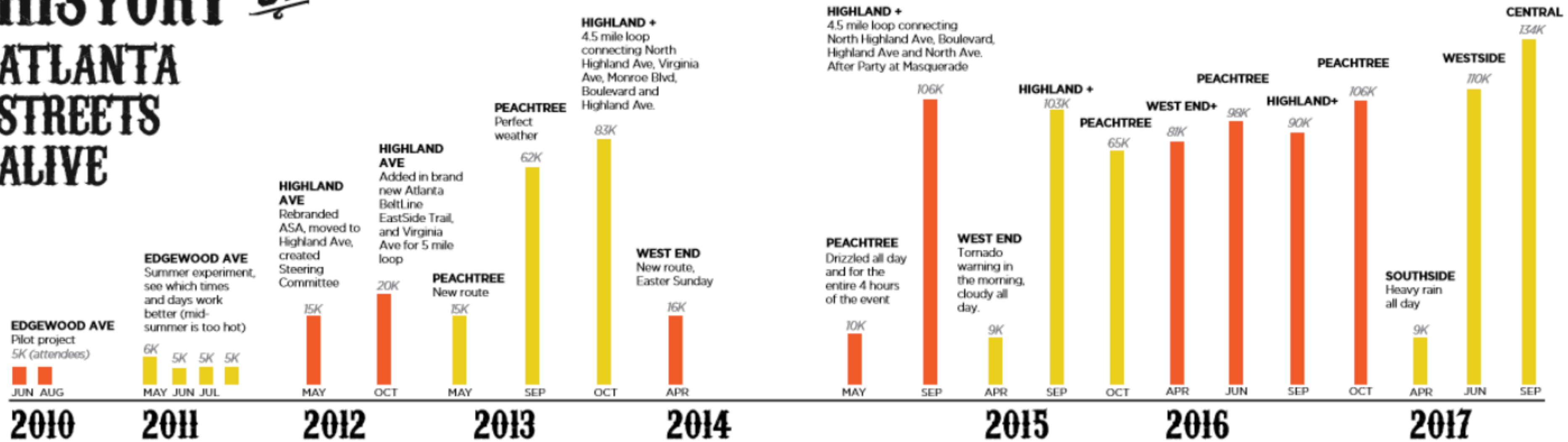
Goal n° 04

Support ATLDOT's *Moving Atlanta Forward* initiative pillars "One Safe City" "A City of Opportunity for All" "A City Built for the Future" and "Effective and Ethical Government."

Atlanta Streets Alive was formally run by the *Atlanta Bike Coalition*, now *Propel ATL*, for 10 years, producing 29 open streets programs with estimated 1.5 million total attendees.

Atlanta Streets Alive steadily increased attendance to an est 134k in 2017 along Peachtree St.

HISTORY ^{OF} ATLANTA STREETS ALIVE



In 2020, legislation was drafted to establish ASA as a monthly recurring program by the City of Atlanta. In 2023, ATLDOT hired staff to make this a reality.



2023 Schedule Goals

Host one Sunday each month September, October, and November 2023
relaunching one Sunday each month April - November 2024.

April - June

Permitting
Develop Comms
Stakeholder Engagement

July

Alert Stakeholders
Host 1 Meeting
Volunteer Solicitation

August

Public Announcement

September

Sun. September 24, 2023
2PM - 6PM
ASA Launch!

October

Sun. October 22, 2023
2PM - 6PM
ASA #2

November

Sun. November 19, 2023
2PM - 6PM
ASA #3

Atlanta Streets Alive 2024 Schedule Goals

Jan

Permitting
Develop Comms
Stakeholder Engagement

Feb

Permitting
Public Announcement
Volunteer Solicitation

March

Activity Partners
Volunteer Solicitation

April

Sun. April 21, 2024
ASA 2024 #1

May

Sun. May 19, 2024
ASA 2024 #2

June

Sun. June 16, 2024
ASA 2024 #3

July

Sun. July 21, 2024
ASA 2024 #4

August

Sun. Aug 18, 2024
ASA 2024 #5

Sep

Sun. Sep 15, 2024
ASA 2024 #6

Oct

Sun. Oct 20, 2024
ASA 2024 #7

Nov

Sun. Nov 17, 2024
ASA 2024 #8

Dec

Celebrate our volunteers!

2024 Goals



Goal nº 01

Standardize monthly Streets Alive operations & budget as “regular” city business.



Goal nº 02

Create community expectation of monthly (every third Sunday) Streets Alive on Peachtree St.



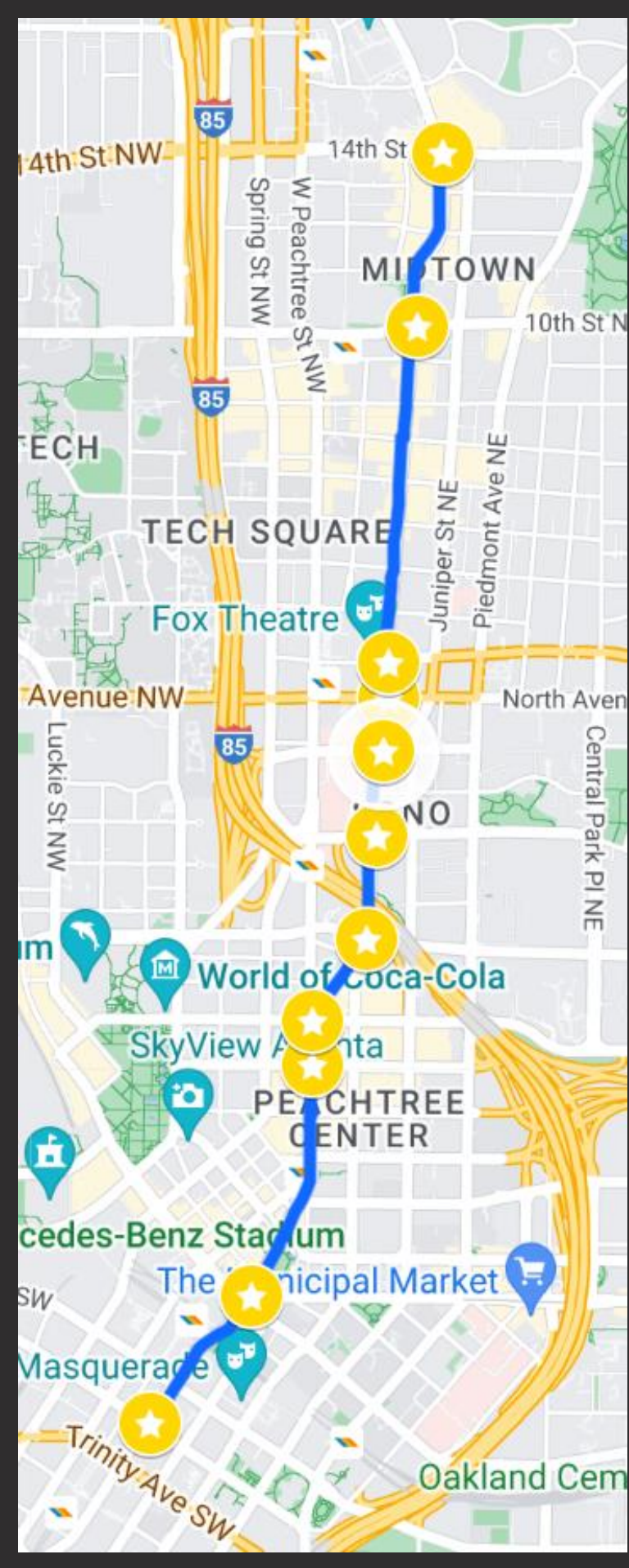
Goal nº 03

Encourage Downtown & Midtown merchants to open every monthly Sunday



Goal nº 04

Create “Beltline” style vibrancy to attract consumers and investors to urban core



Peachtree St. Mitchell Street to 14th Street

APD and ASA volunteers will be on hand to assist with public safety and crossing traffic flow.

Cross Routes open:
14th, 10th, North, Ponce, Pine, Linden
Ralph McGill, Edgewood, Mitchell, John
Portman, Baker St.

The other 18 cross streets would be
closed off with barricades

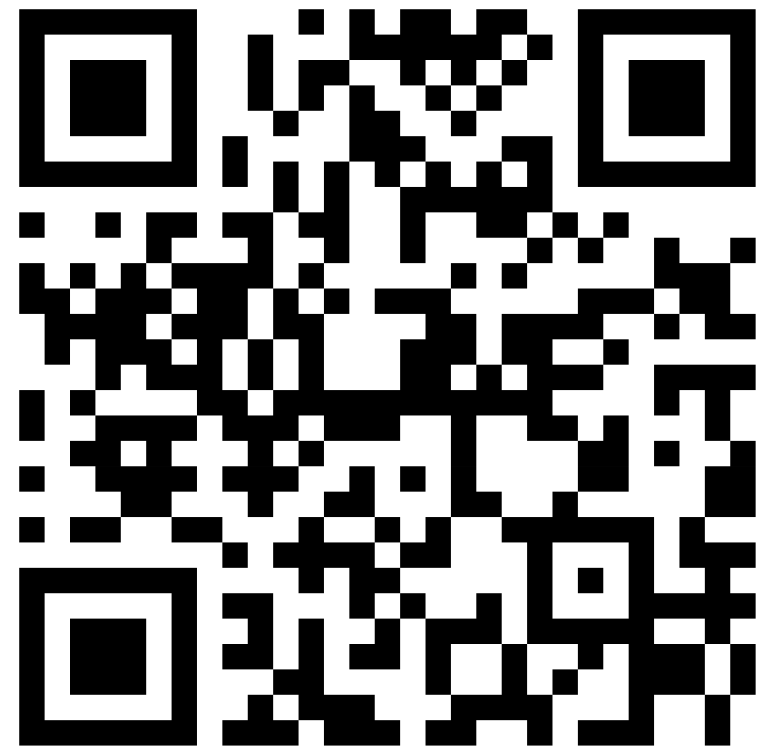
Detailed route map
in development by DOT

District 2, District 4
NPU M, NPU E

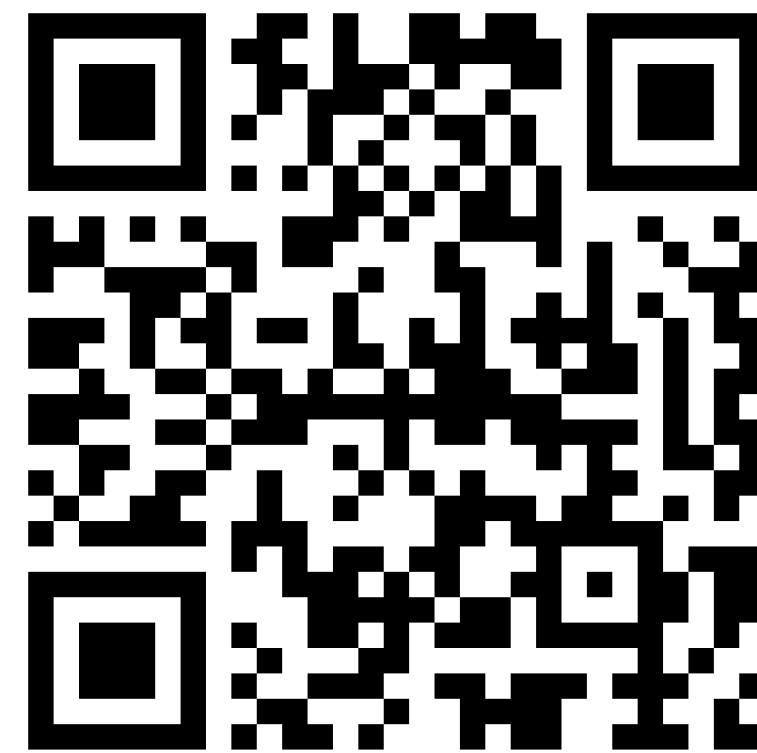


How can you get involved!?

Volunteer or Host an Activity



Volunteer Sign Up



Activity Sign Up

Volunteer Managed Safe Crossing Banners



Activity "Things to Know"



Enhance visibility onto the street and/or create an activity the community will love!

DO

Sign up on our [Activity Sign Up](#)

DON'T

ABSOLUTELY NO VENDING, NO COOKING, NO GENERATORS

DO

Host a 10'x10' info table for your organization at a pop-up tent offering giveaways or a community activity; must provide your own tent.

DO

Get creative... a children's clothing store could offer fun and FREE relay races for kids or a hula-hoop contest. A brewpub could host field-day type games for adults.

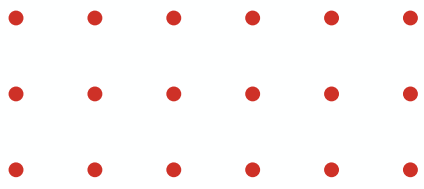
DON'T

No alcohol sales in the public right of way. Regular liquor license requirements apply.

DO

If you're along the route invite those on foot to stop in. All vending must take place inside your place of business.





Key Stakeholders



NPU E



ATL DOT



APD



Propel ATL



NPU M



CAP



Midtown Alliance



MARTA

CITY OF ATLANTA



DEPARTMENT OF TRANSPORTATION

**GOT
QUESTIONS?**

Reach out.



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