



PEACHTREE SHARED STREET DESIGN CONCEPT

September 7, 2018



Department of
CITY PLANNING



PEACHTREE STREET OVER THE YEARS



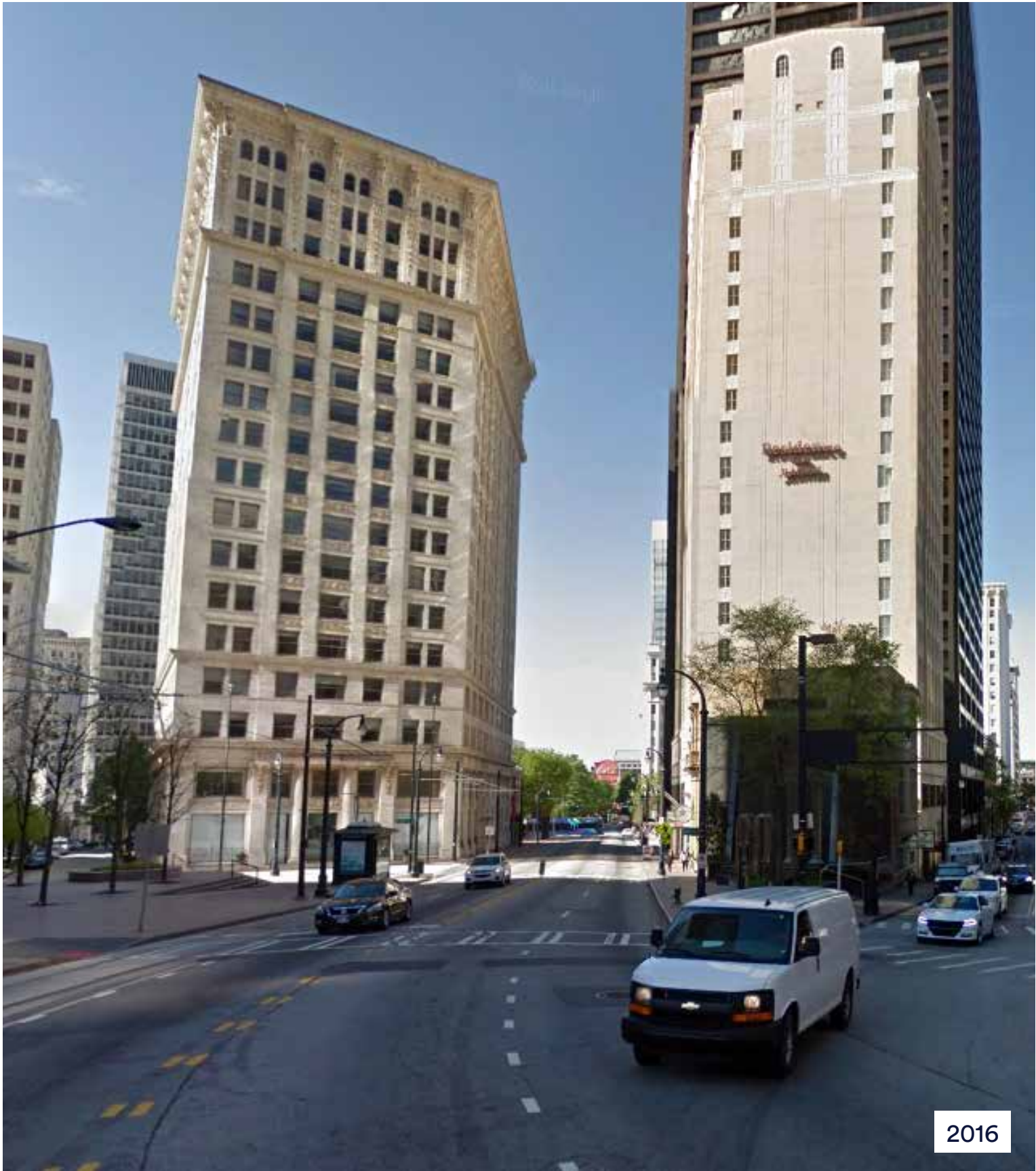
1945



1954



1971

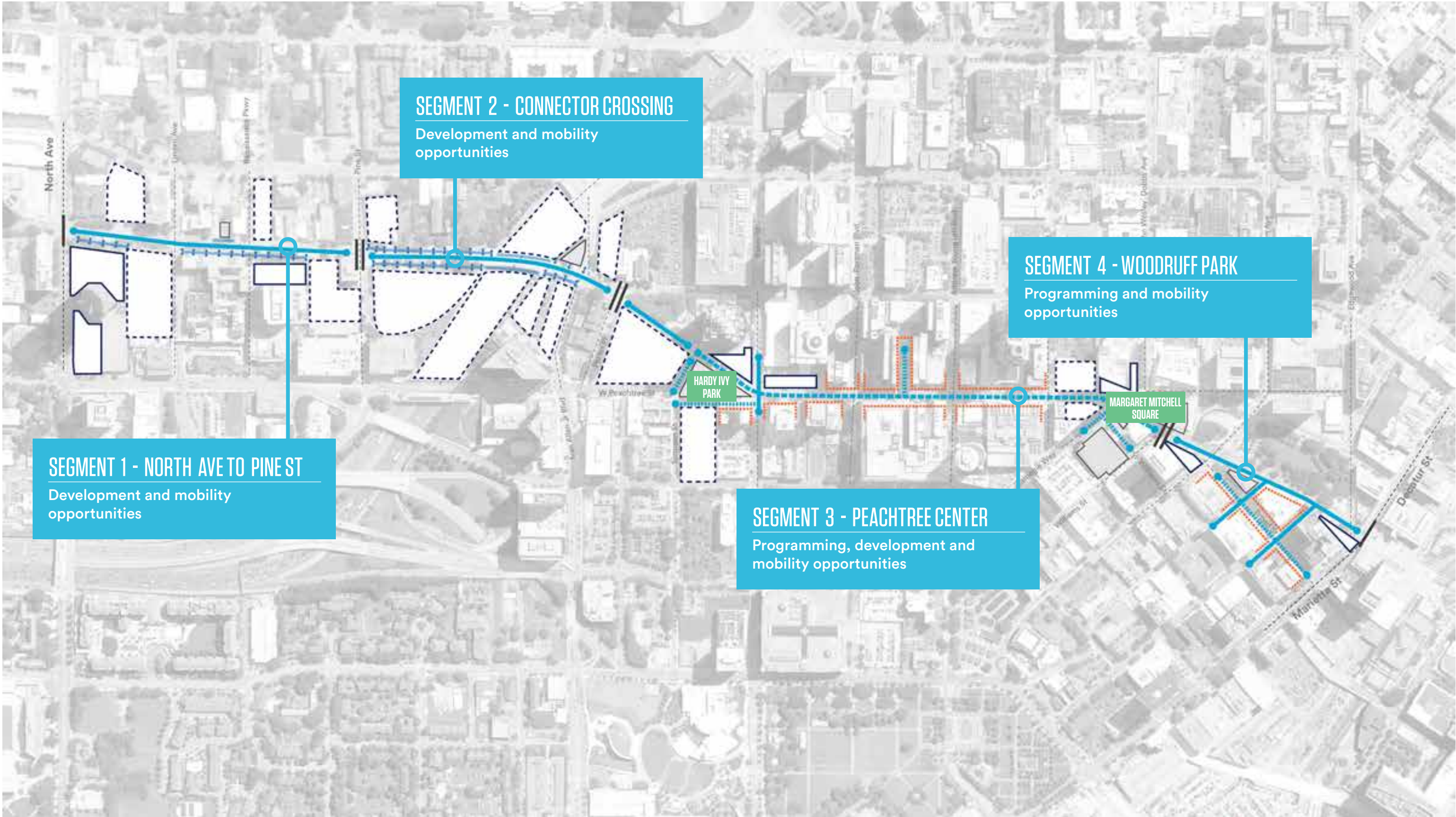


2016

For decades, Peachtree Street functioned as Atlanta's main street. It served as the center of activity in the city. Why doesn't it function that way anymore?

How can we re-imagine Peachtree Street
to improve private development and
enhance public life for a new era?

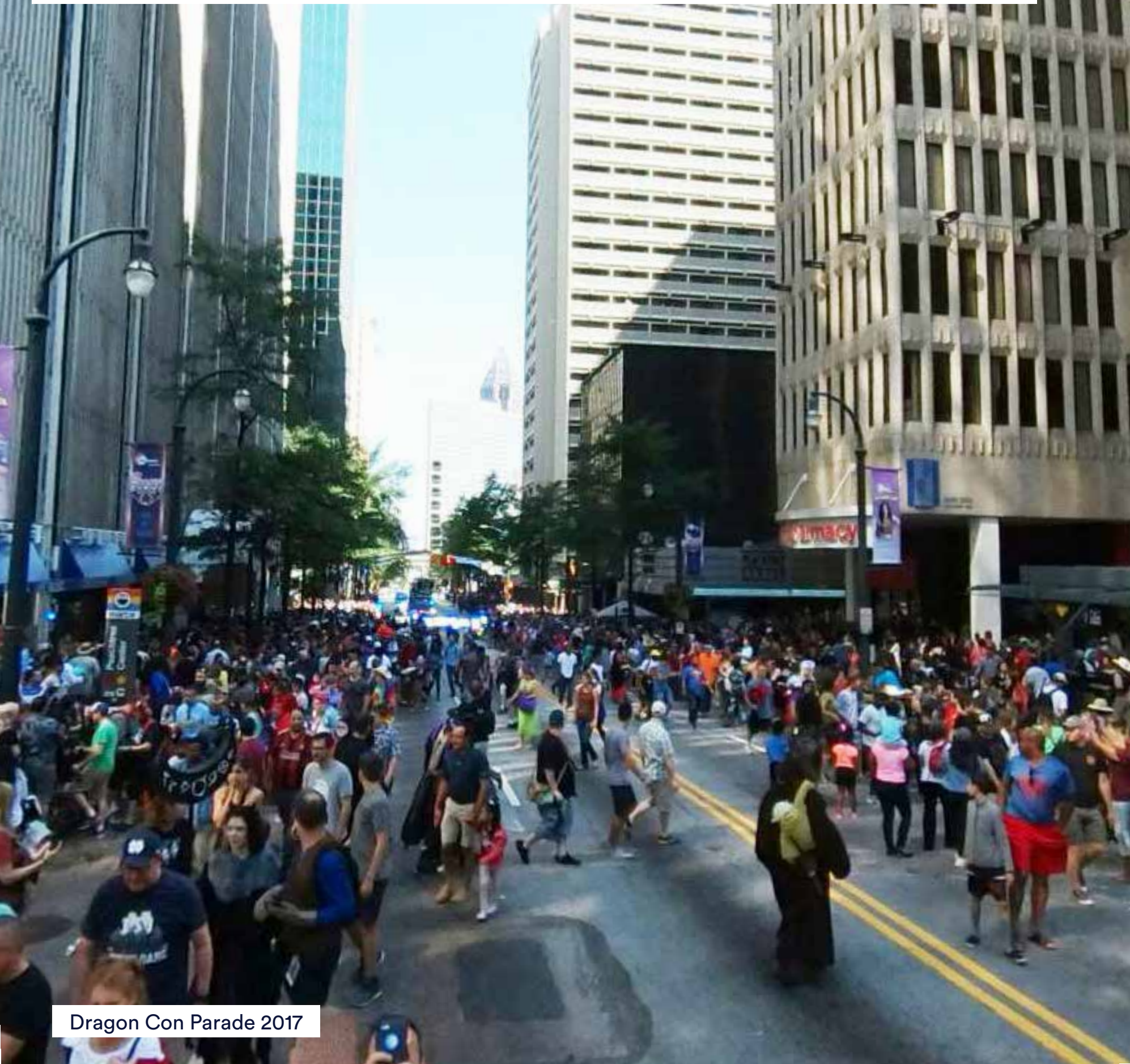
ACTIVATION STRATEGIES BY SEGMENT



SEGMENT 3 - PEACHTREE CENTER



HOW DO WE GET THIS LEVEL OF ACTIVITY EVERY DAY?

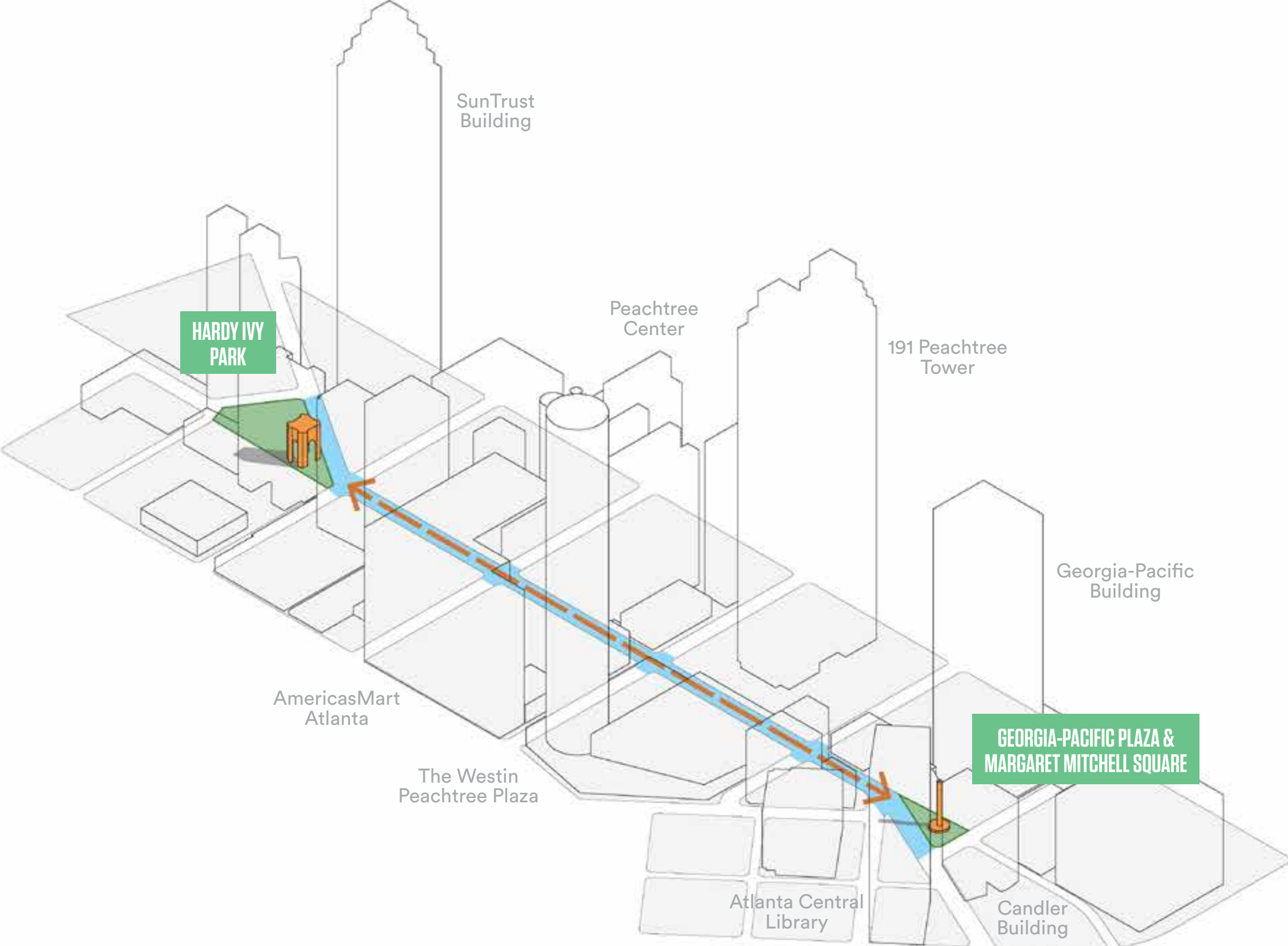


Dragon Con Parade 2017



Atlanta Streets Alive 2017

INTEGRATE & DESIGN THE PUBLIC SPACES



The Peachtree Center segment is a 1/2 mile section with great bones. It is a consumable length visually anchored by public spaces on both ends.

THE SHARED STREET CONCEPT

Shared street design enhances the quality of public life while improving the safety and vibrancy of streets with high levels of pedestrian traffic.

SHARED STREET DESIGN ELEMENTS

- **NO / MINIMAL SEGREGATION BETWEEN TRANSPORTATION MODES & USERS**
- **CURBLESS (FLUSH) STREETS**
- **ELIMINATION OF SURFACE MARKINGS, TRAFFIC SIGNS, TRAFFIC LIGHTS & OTHER CONTROL DEVICES**

CASE STUDY EXAMPLES



Bell Street, Seattle



Argyle Street, Chicago



New Road, Brighton, UK



Exhibition Road
in London is a
comparable 1/2
mile shared street
that functions as a
main civic spine.

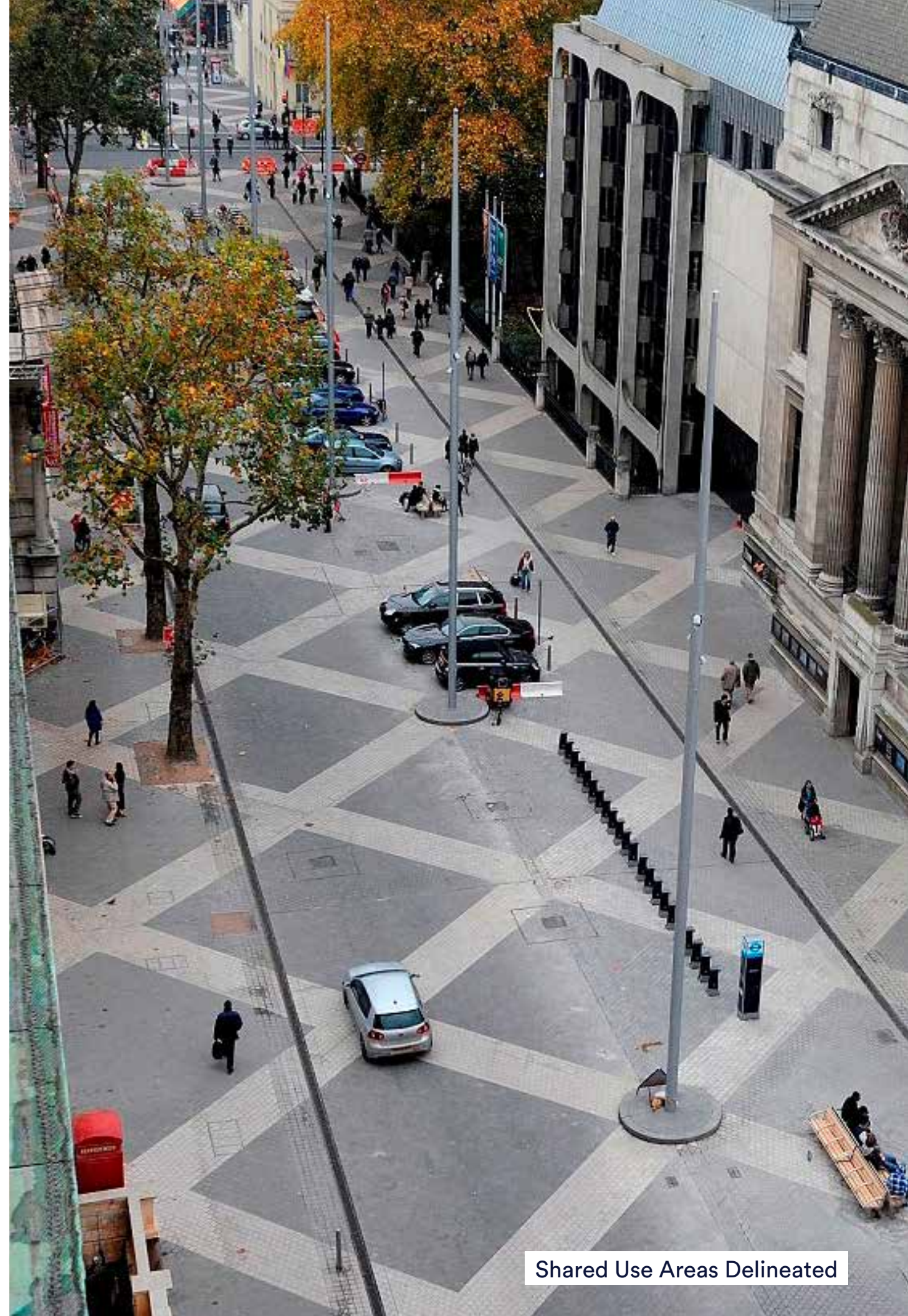
EXHIBITION ROAD



Maximized Pedestrian Access



Relationship with Architecture

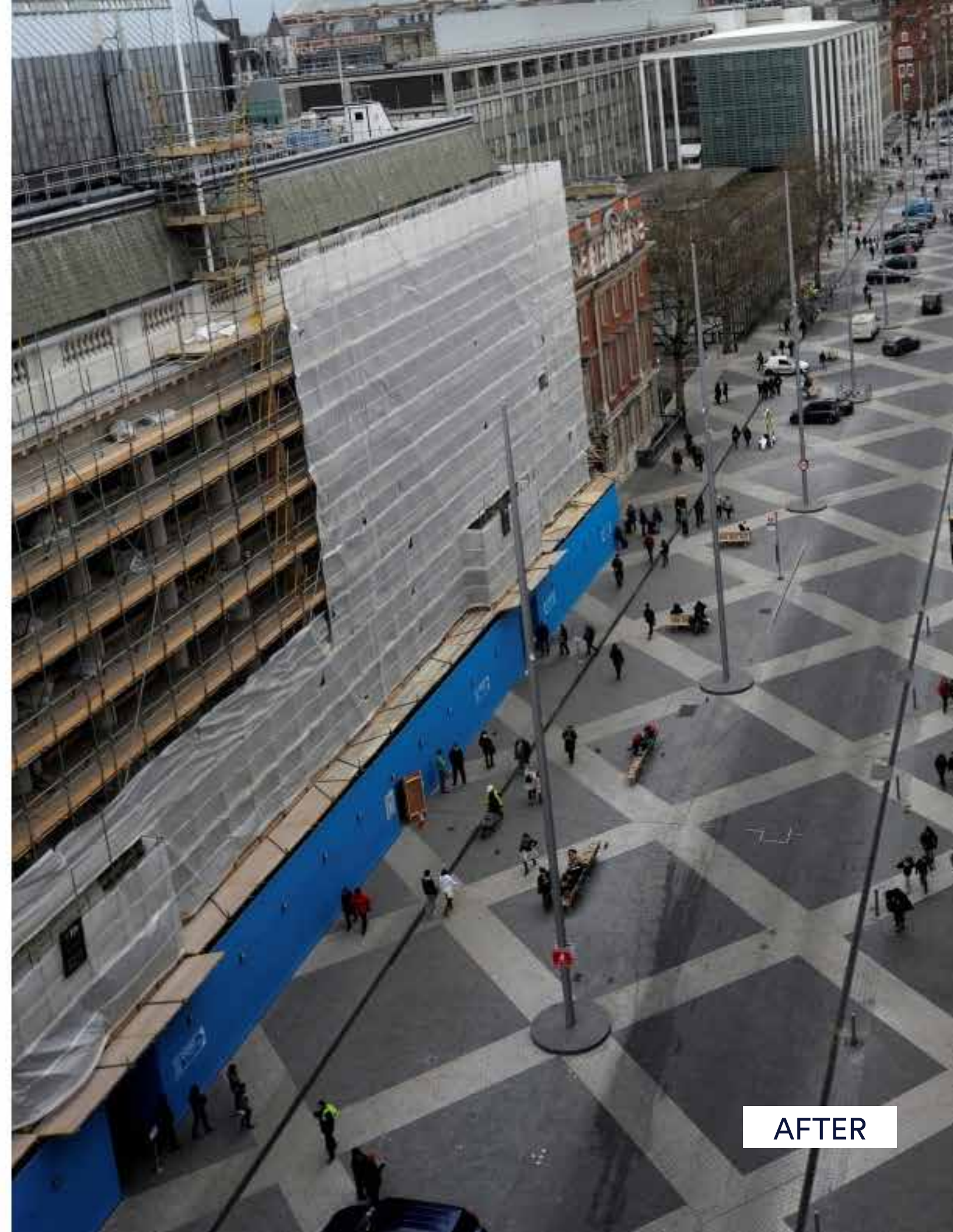


Shared Use Areas Delineated

EXHIBITION ROAD



BEFORE



AFTER

HOW IT WORKS: EXHIBITION ROAD - BRITAIN'S LONGEST 'CLUTTER-FREE' STREET

AREA: Exhibition Road, Kensington, London.

■ Half mile stretch (820m) from South Kensington Station to Hyde Park.

■ All 'street clutter' removed.

■ No traditional pavements or kerbs.

■ Traffic signs, safety barriers, kerb markings removed.

■ Traffic expected to reduce by 30 per cent.

Cost: £29.2million

■ The 20mph speed limit signs will be posted at the top and bottom of the road, and intermittently on lampposts in between.

20

■ Surface comprises a chequered pattern created from a jigsaw of a million bricks of pink and black Chinese granite weighing 10,000 tonnes. Each granite 'brick' is a 6-inch cube weighing 10kg. Pink granite sourced in Fujian province, black 'bricks' from Fuding province in China.



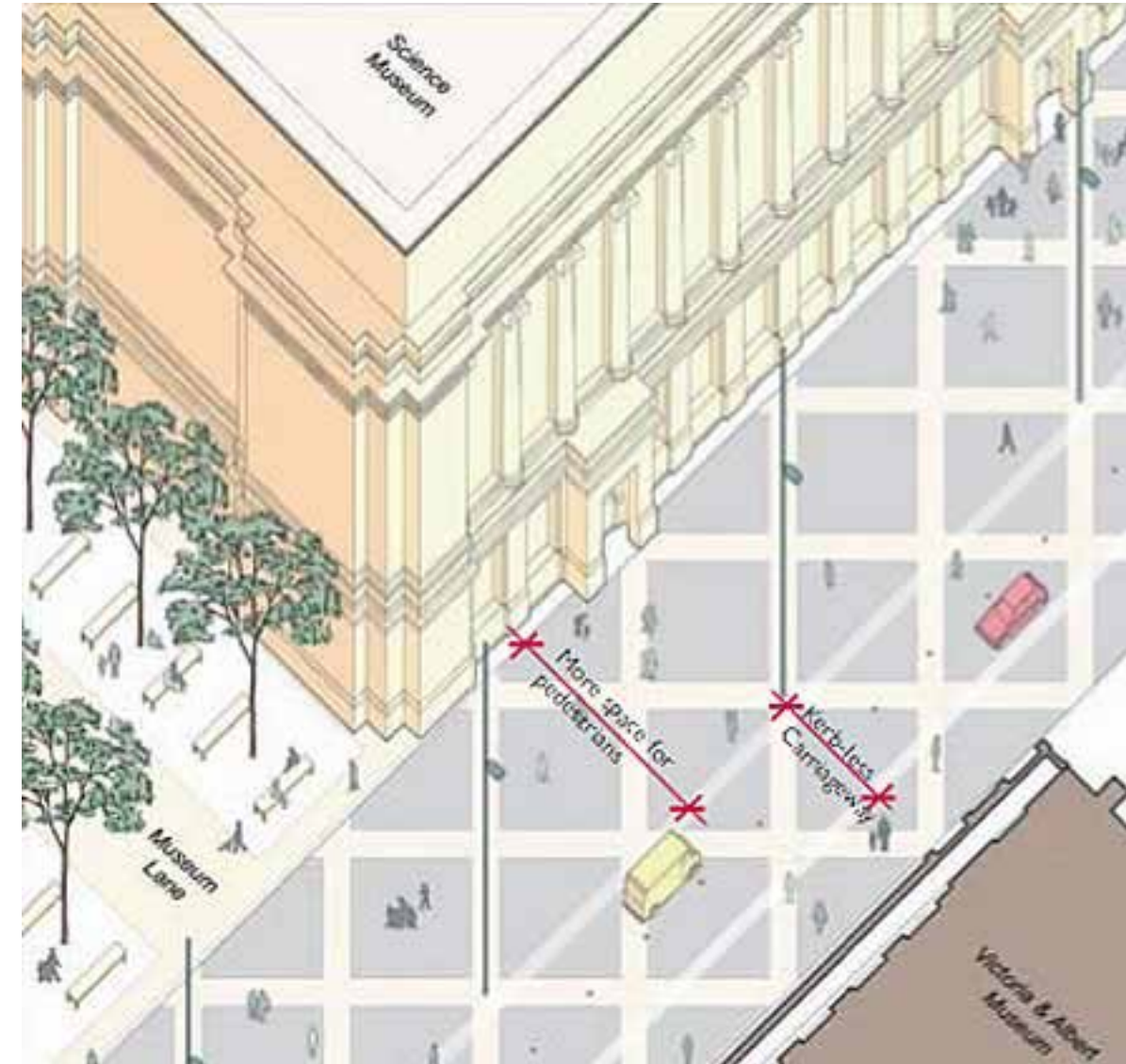
■ **AIM:** To make cars and people co-exist harmoniously - without the need for hectoring signs and nannyng protective steel barriers.

■ Pedestrian areas distinguished from vehicle areas by black iron drainage channel covers and raised and ribbed 'corduroy-effect' tactile strips. Helps warn blind and partially sighted people underfoot.

■ Tall, sleek street lighting masts have been designed to complement the grand buildings of Exhibition Road.

■ The design of the thoroughfare is such that car-parking bays, cycle racks, trees and bench seats will also help separate pedestrians from two-way traffic, without forming a permanent barrier.

■ Continuously flat surface improves access for people using wheelchairs, push chairs and motorised buggies.



How could a shared street concept work for
Peachtree Street?

CURRENT STREET CONFIGURATION



PROPOSED SHARED STREET DESIGN



MATERIAL PALETTE



Kobmagergade (Copenhagen, Denmark)



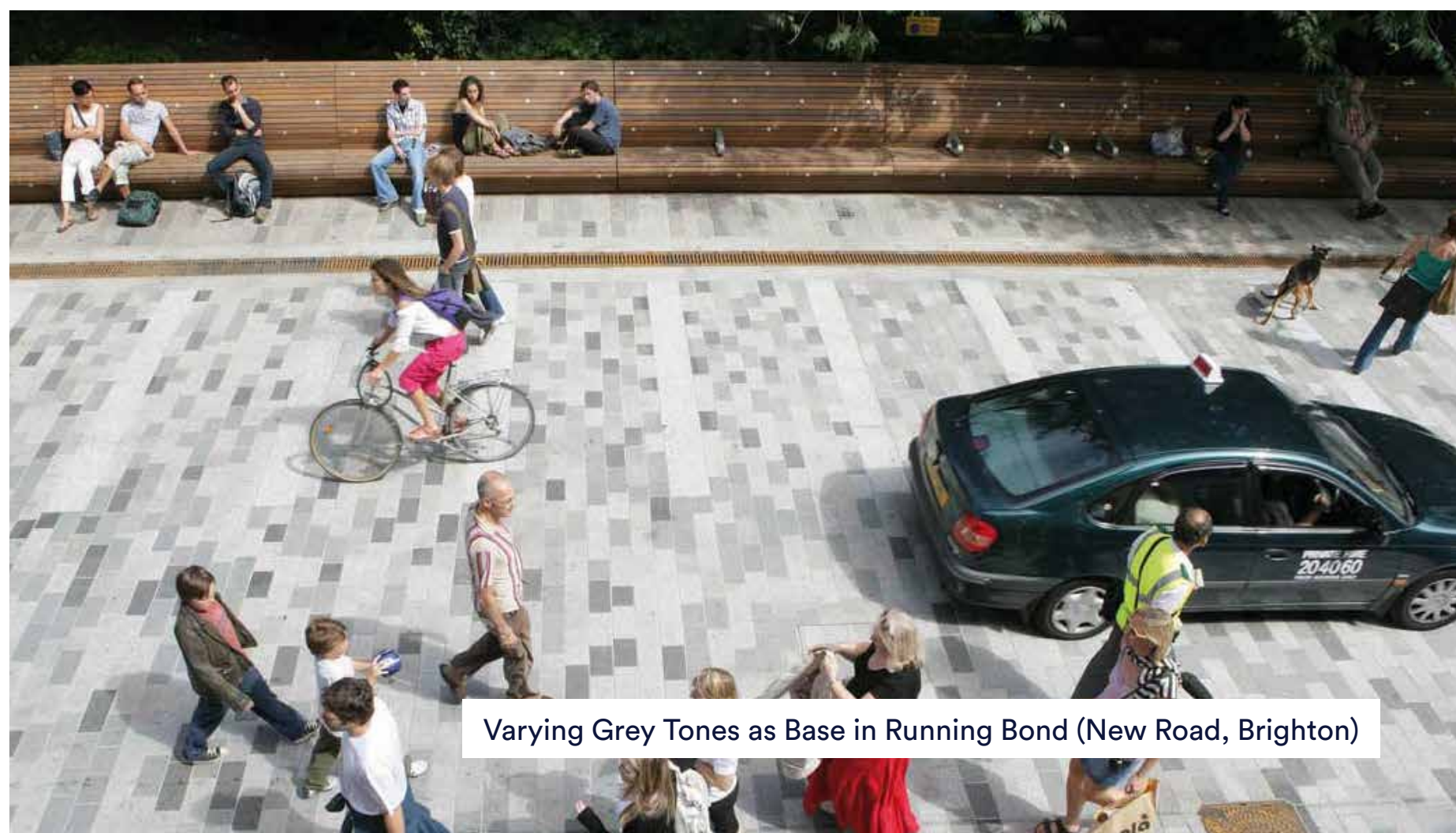
Large Bands (King's Cross Square, London)



Base Granite Pavers

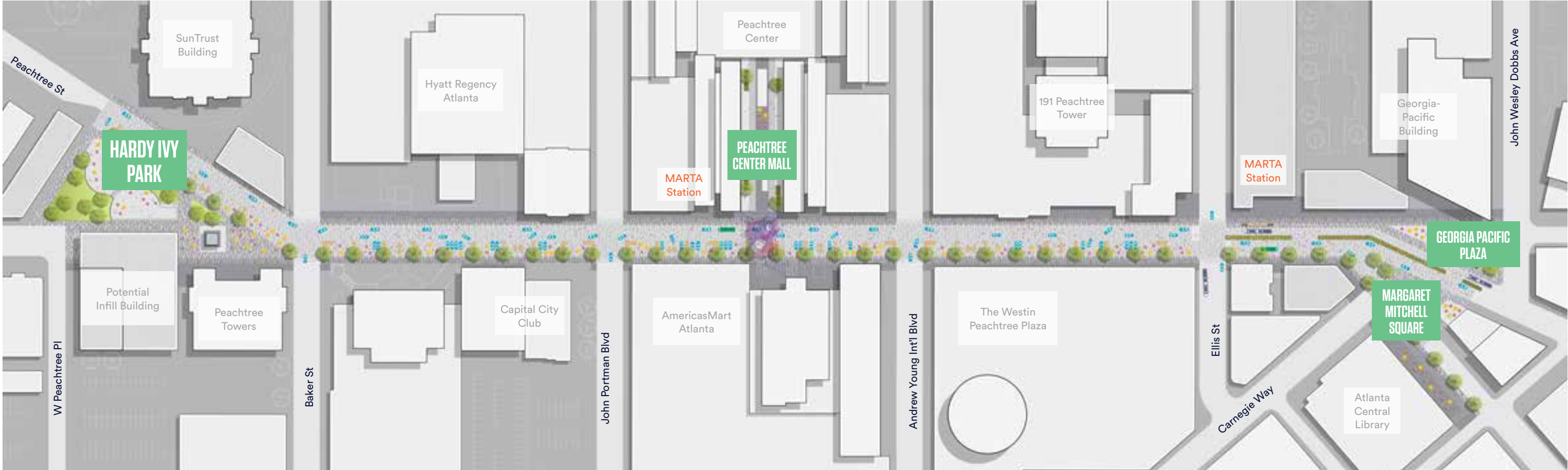


Banding Granite Pavers

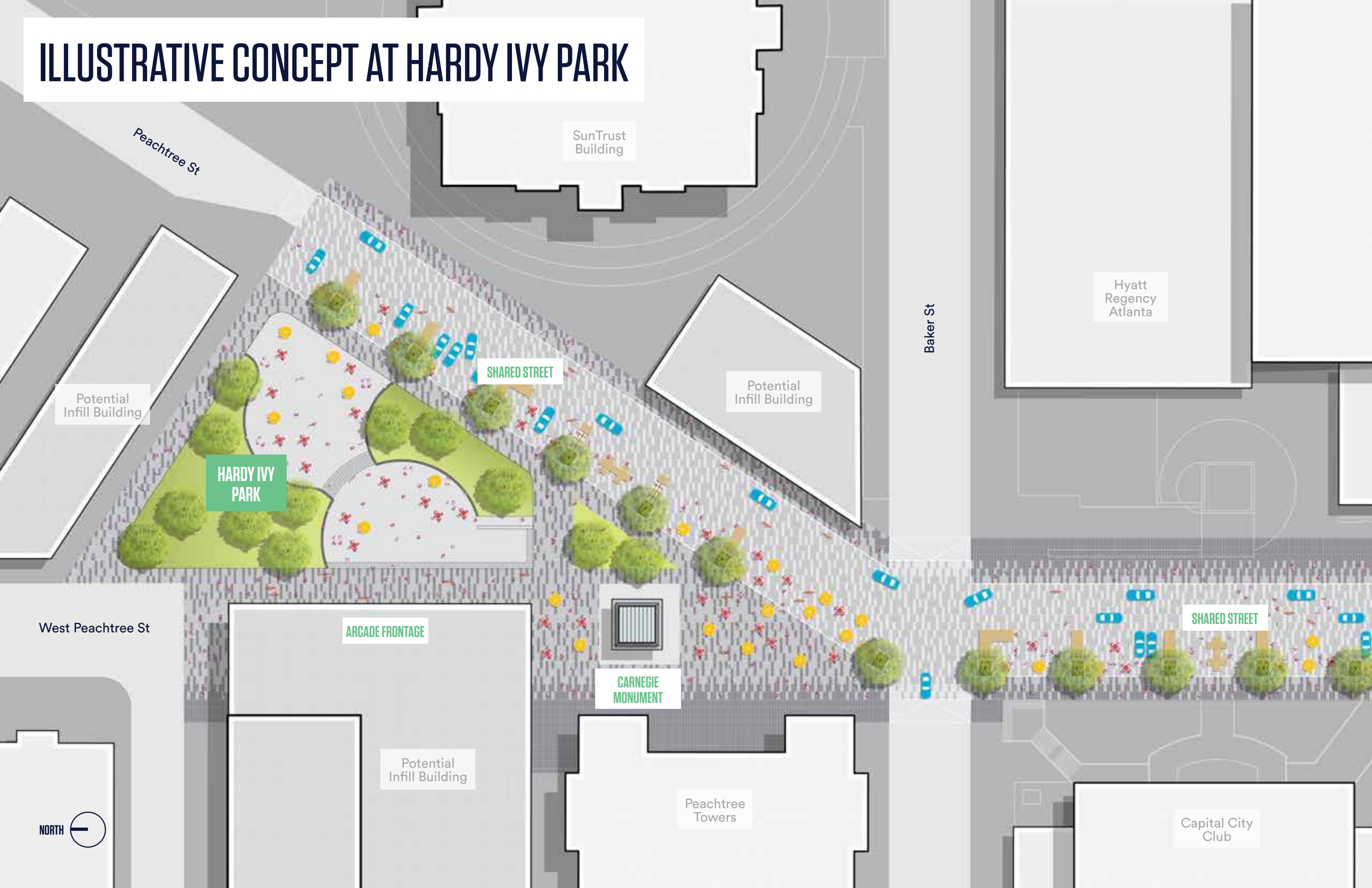


Varying Grey Tones as Base in Running Bond (New Road, Brighton)

ILLUSTRATIVE CONCEPT FOR PEACHTREE CENTER



ILLUSTRATIVE CONCEPT AT HARDY IVY PARK



Peachtree St

SunTrust Building

Hyatt Regency Atlanta

Baker St

Potential Infill Building

SHARED STREET

Potential Infill Building

HARDY IVY PARK

West Peachtree St

ARCADE FRONTAGE



CARNEGIE MONUMENT

SHARED STREET

Potential Infill Building

Peachtree Towers

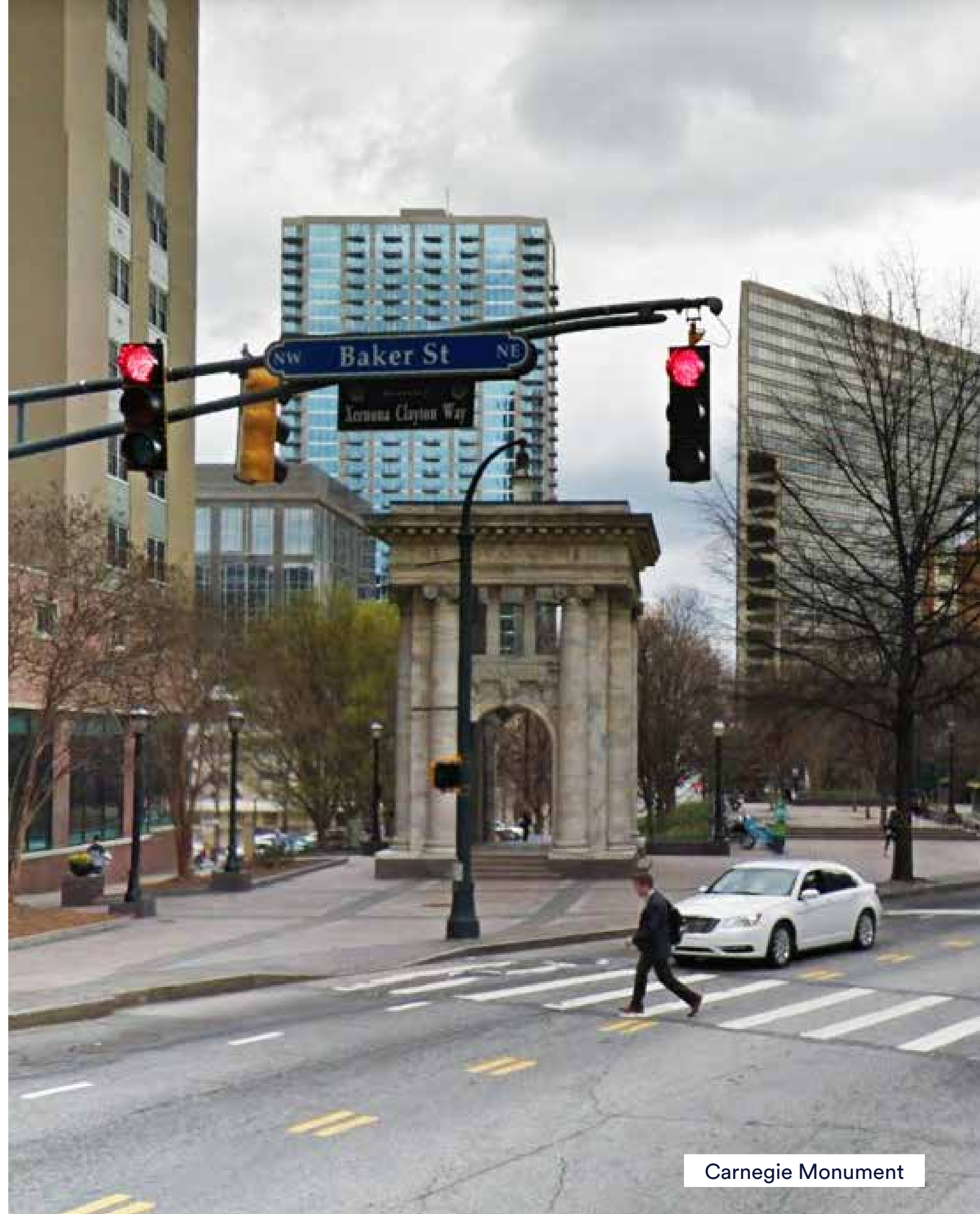
Capital City Club



HARDY IVY PARK TODAY



Park Entrance on West Peachtree



Carnegie Monument

HARDY IVY PARK IDEAS



Housing Development Opportunity

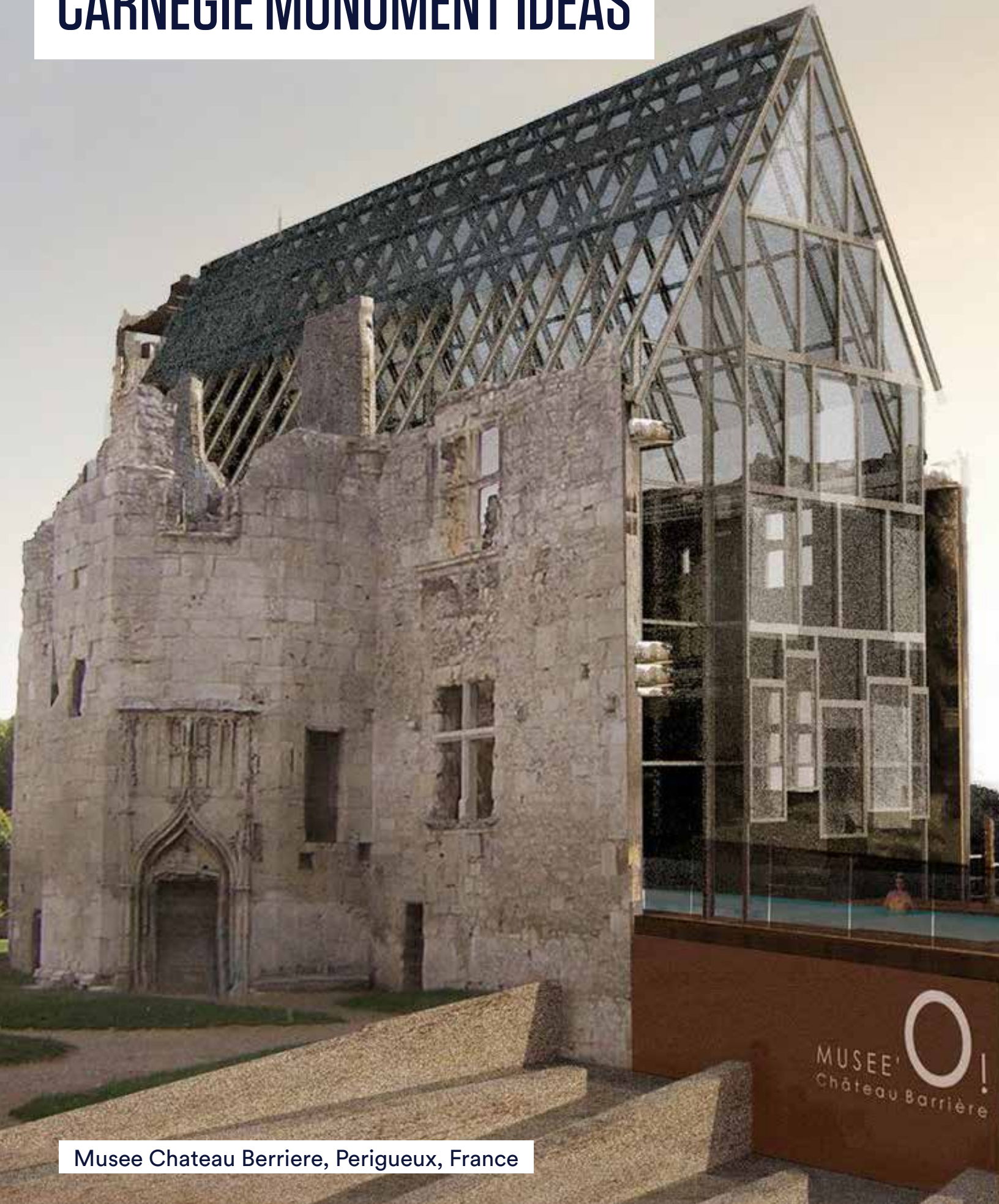


Use Building Architecture to Activate Public Space (Placa Reial, Barcelona)



Large Infill Development Opportunity

CARNEGIE MONUMENT IDEAS



Musee Chateau Barriere, Perigueux, France



Reichstag, Berlin, Germany



Jeu de Paume, Paris, France

ILLUSTRATIVE CONCEPT AT NORTHERN BLOCK



Potential
Infill Building

Hyatt
Regency
Atlanta

Peachtree
Center

SHARED STREET

Baker St

Capital City
Club

John Portman Blvd

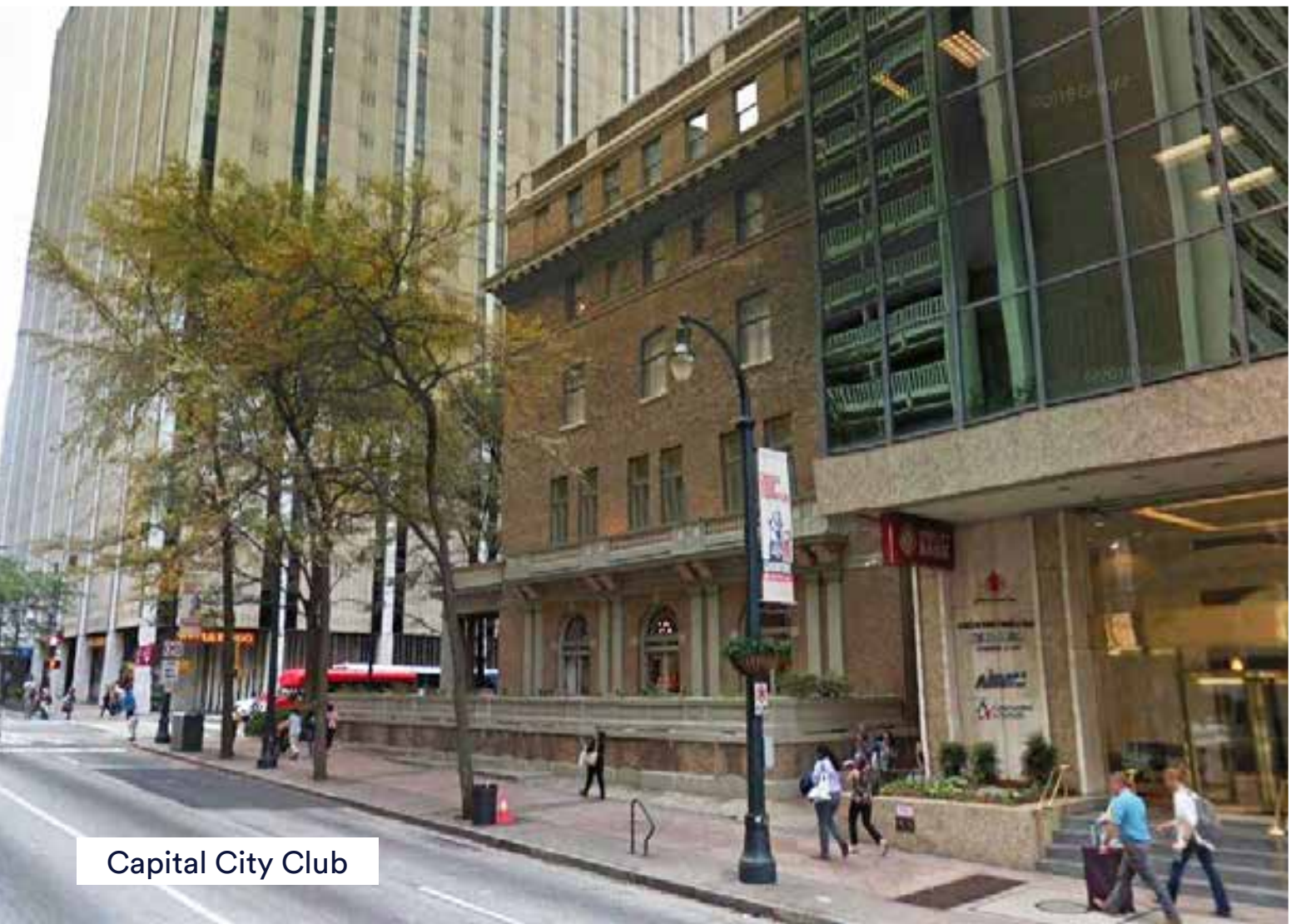
AmericasMart
Atlanta

NORTH

NORTHERN BLOCK TODAY



Hyatt Regency Valet

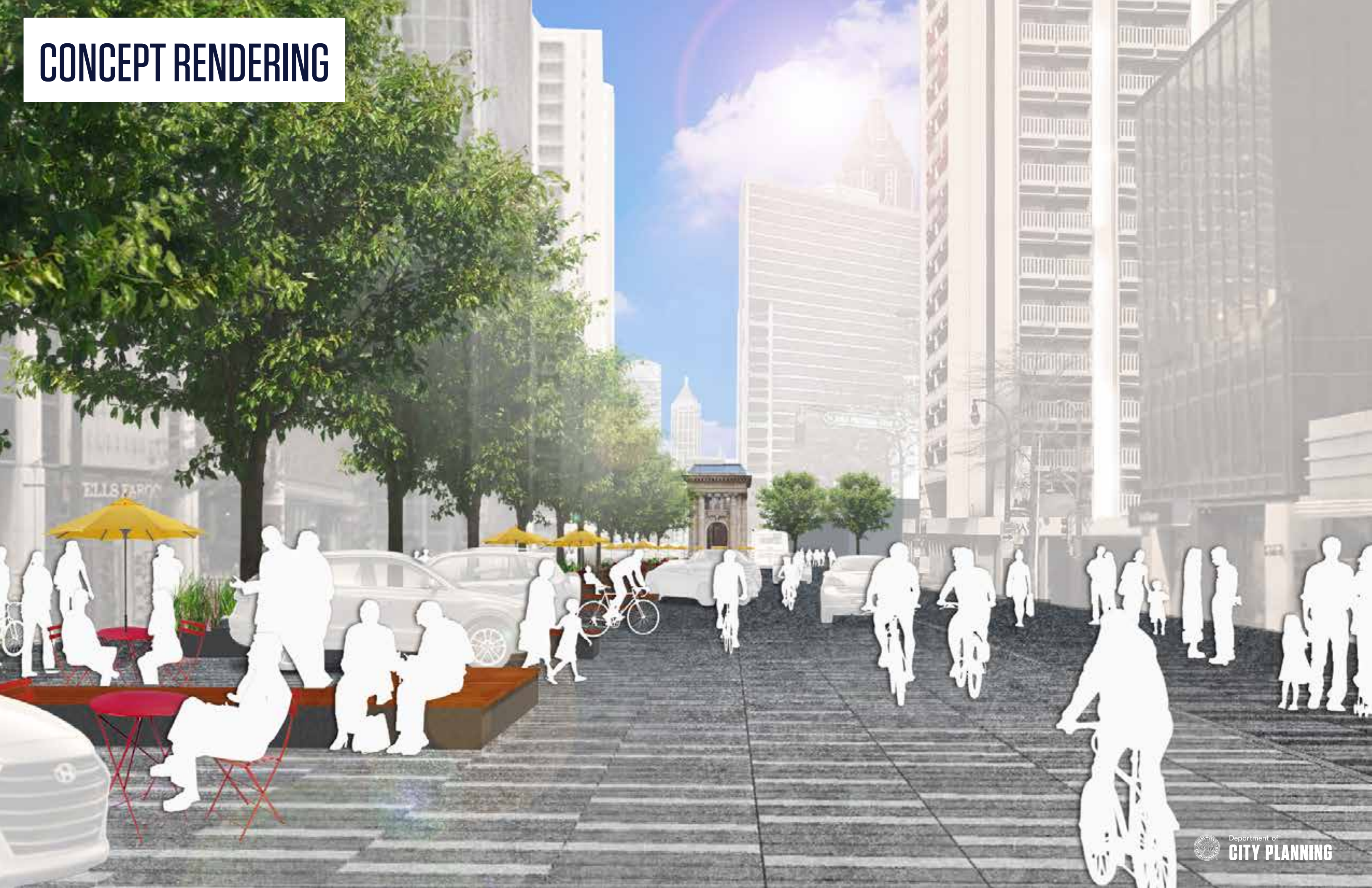


Capital City Club

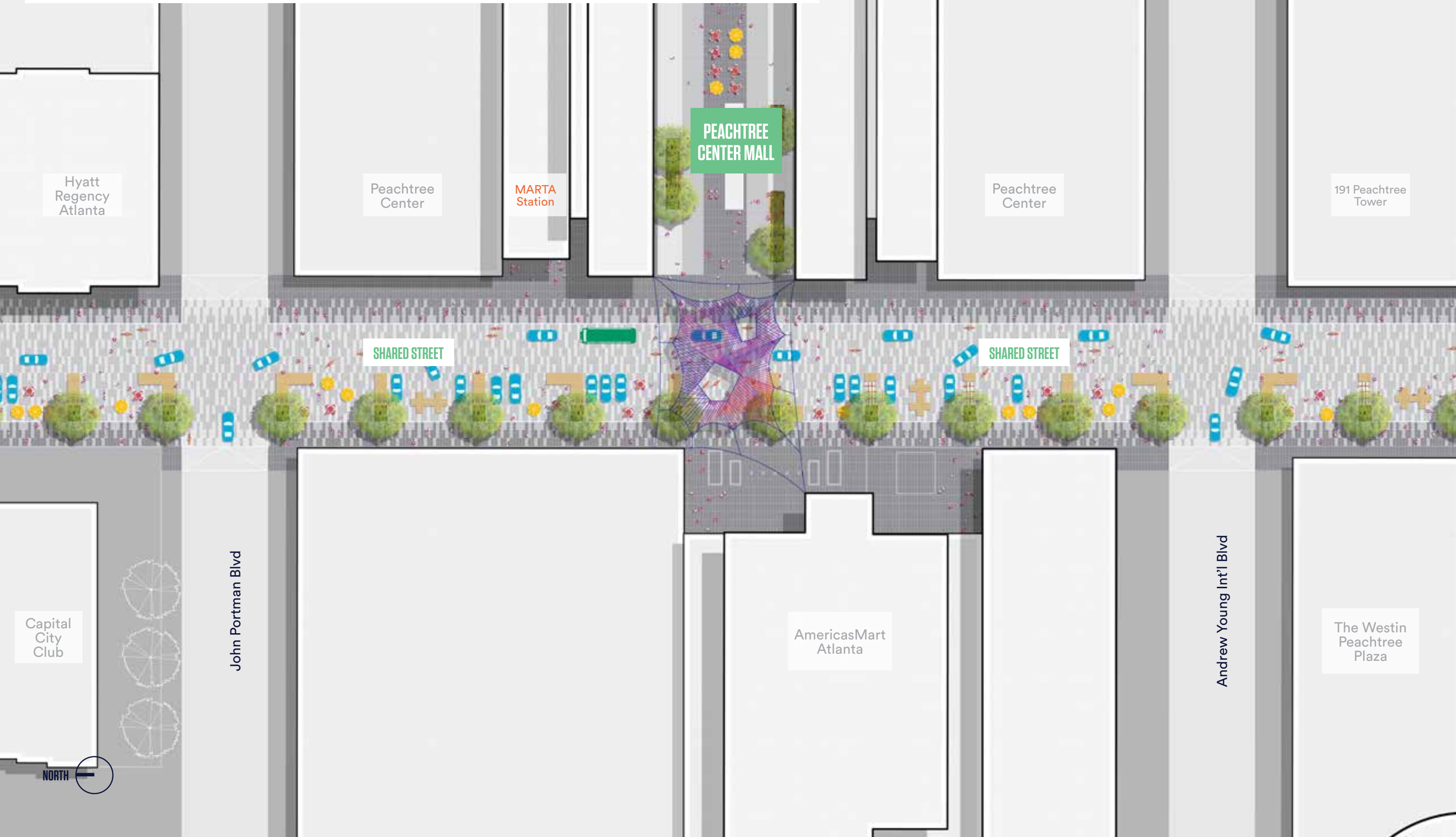


Looking South

CONCEPT RENDERING



ILLUSTRATIVE CONCEPT AT PEACHTREE CENTER MALL



PEACHTREE CENTER MALL

Hyatt Regency Atlanta

Peachtree Center

MARTA Station

Peachtree Center

191 Peachtree Tower

SHARED STREET

SHARED STREET

John Portman Blvd

Capital City Club

AmericasMart Atlanta

Andrew Young Int'l Blvd

The Westin Peachtree Plaza

NORTH

PEACHTREE CENTER TODAY



Peachtree Center Mall



Looking North on Peachtree



Looking North Towards Hardy Ivy

PEACHTREE CENTER MALL RENOVATION



PUBLIC ART IDEAS



Janet Echelman, Seattle



Janet Echelman, Madrid



Janet Echelman, London

ILLUSTRATIVE CONCEPT AT SOUTHERN BLOCK

191 Peachtree Tower

Potential Infill Building

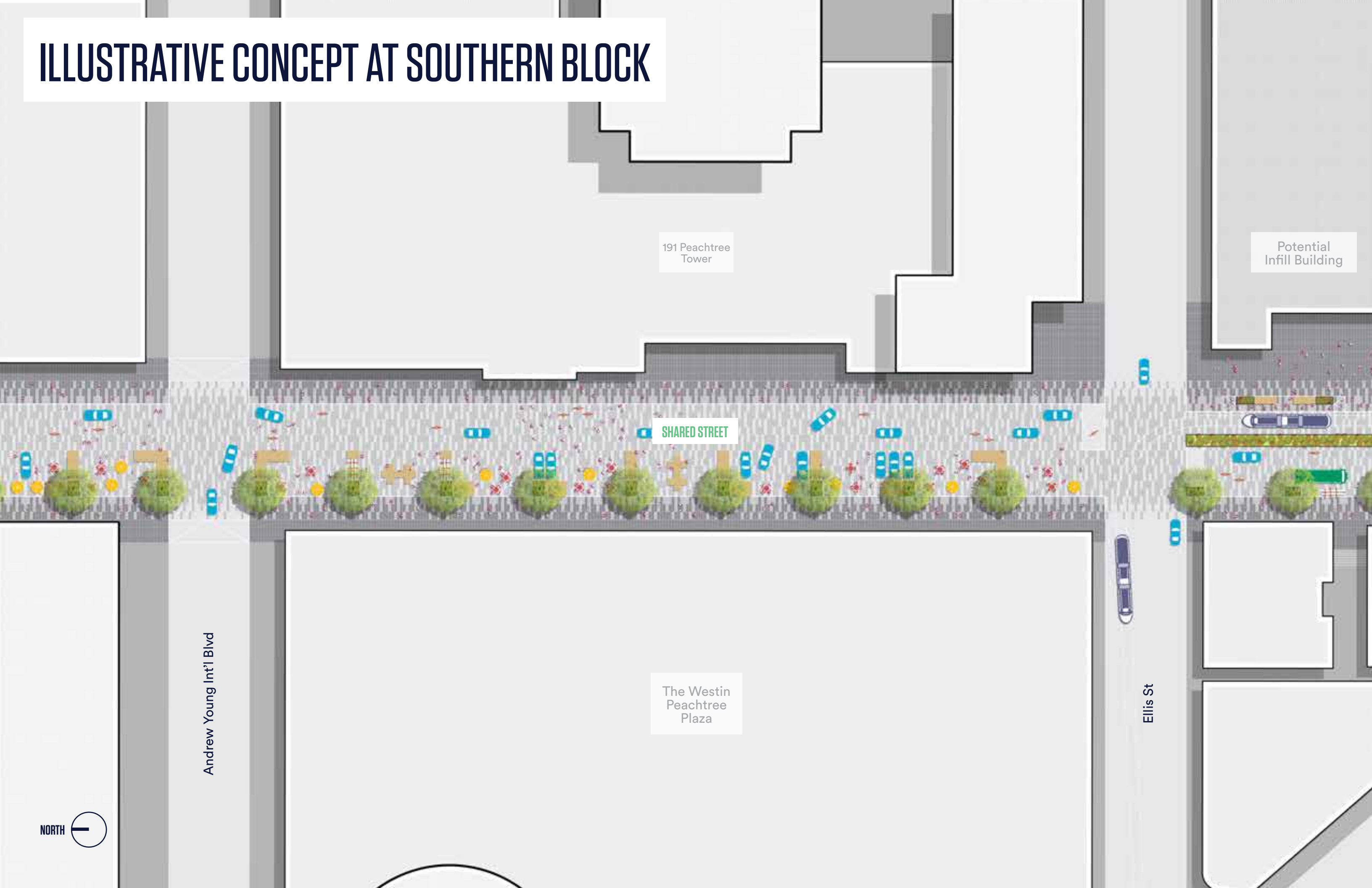
SHARED STREET

The Westin Peachtree Plaza

Andrew Young Int'l Blvd

Ellis St

NORTH



SOUTHERN BLOCK TODAY



The Ritz-Carlton

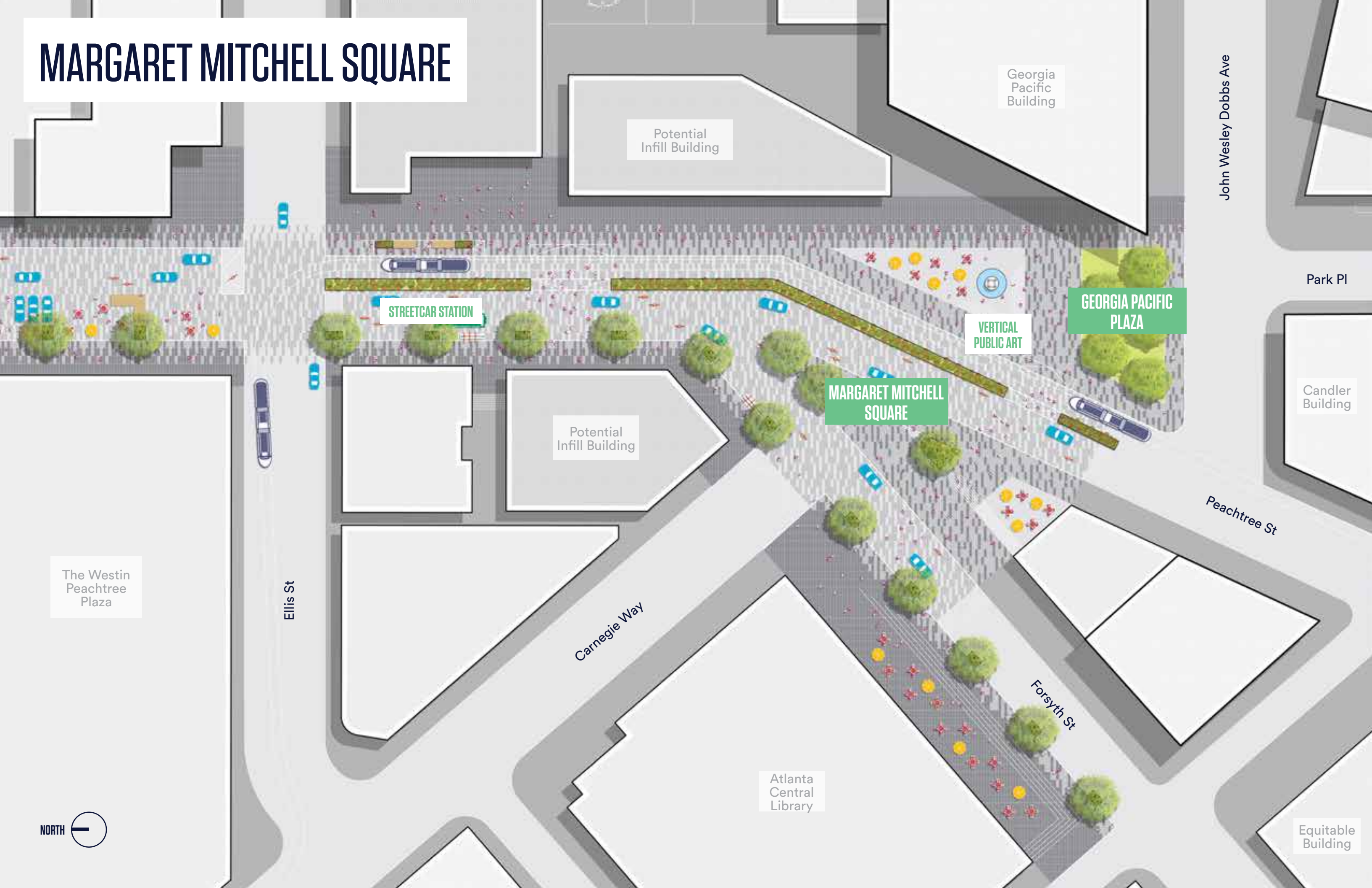


The Westin Peachtree Plaza



Looking North Towards Peachtree Center

MARGARET MITCHELL SQUARE



Potential
Infill Building

Georgia
Pacific
Building

John Wesley Dobbs Ave

Park Pl

STREETCAR STATION

GEORGIA PACIFIC
PLAZA

VERTICAL
PUBLIC ART

MARGARET MITCHELL
SQUARE

Potential
Infill Building

Candler
Building

The Westin
Peachtree
Plaza

Ellis St

Peachtree St

Carnegie Way

Atlanta
Central
Library

Forsyth St

Equitable
Building



MARGARET MITCHELL SQUARE TODAY



Looking South on Peachtree



Margaret Mitchell Square

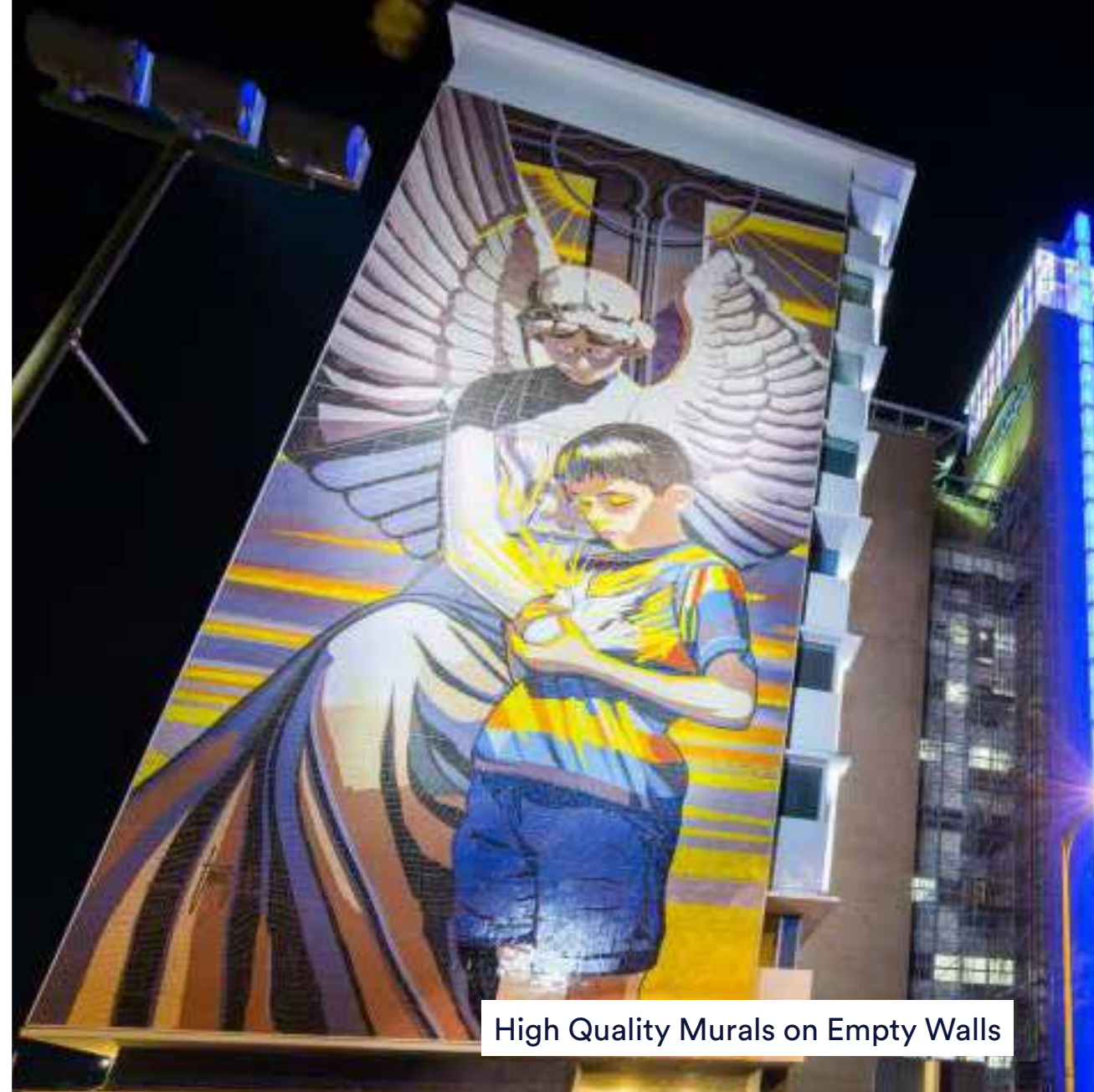


Georgia Pacific Plaza

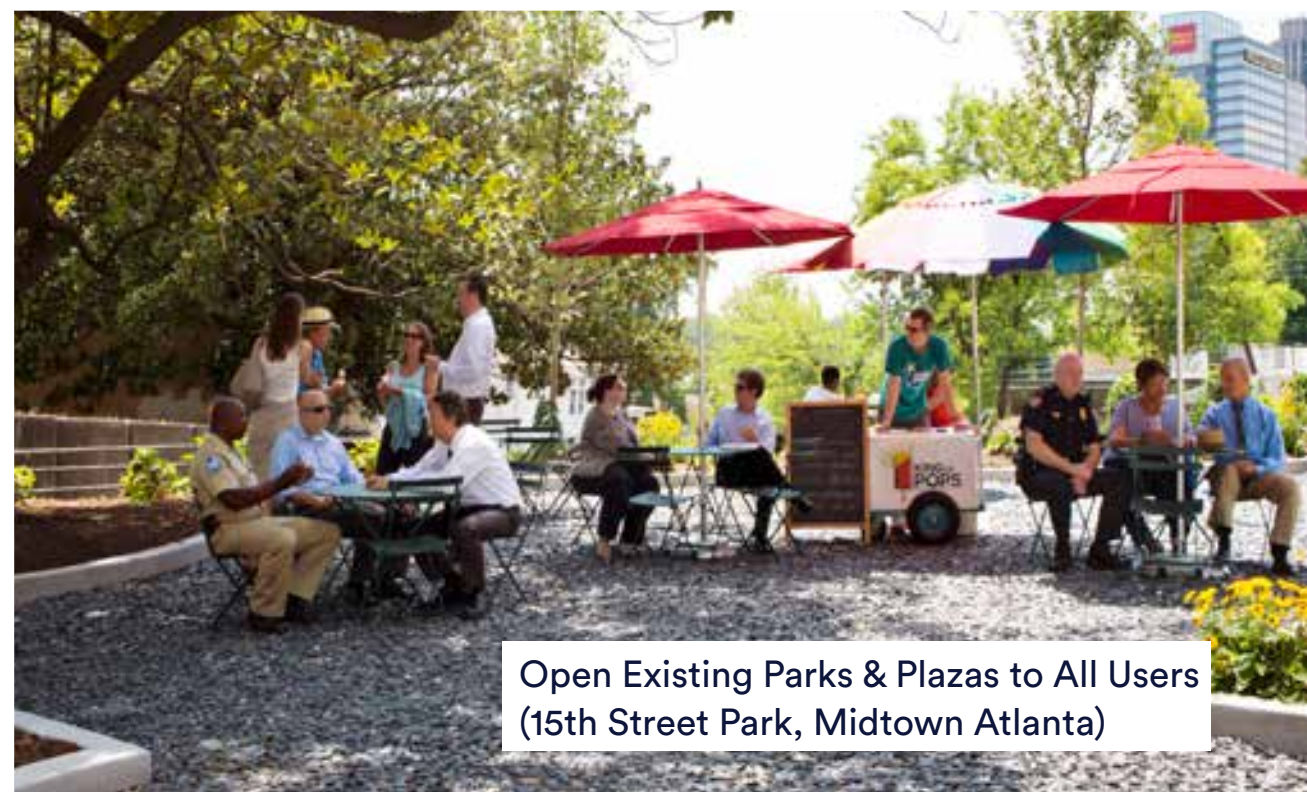
IDEAS FOR MARGARET MITCHELL SQUARE



Active Uses for Parks & Plazas (Herald Square, New York City)



High Quality Murals on Empty Walls



Open Existing Parks & Plazas to All Users (15th Street Park, Midtown Atlanta)

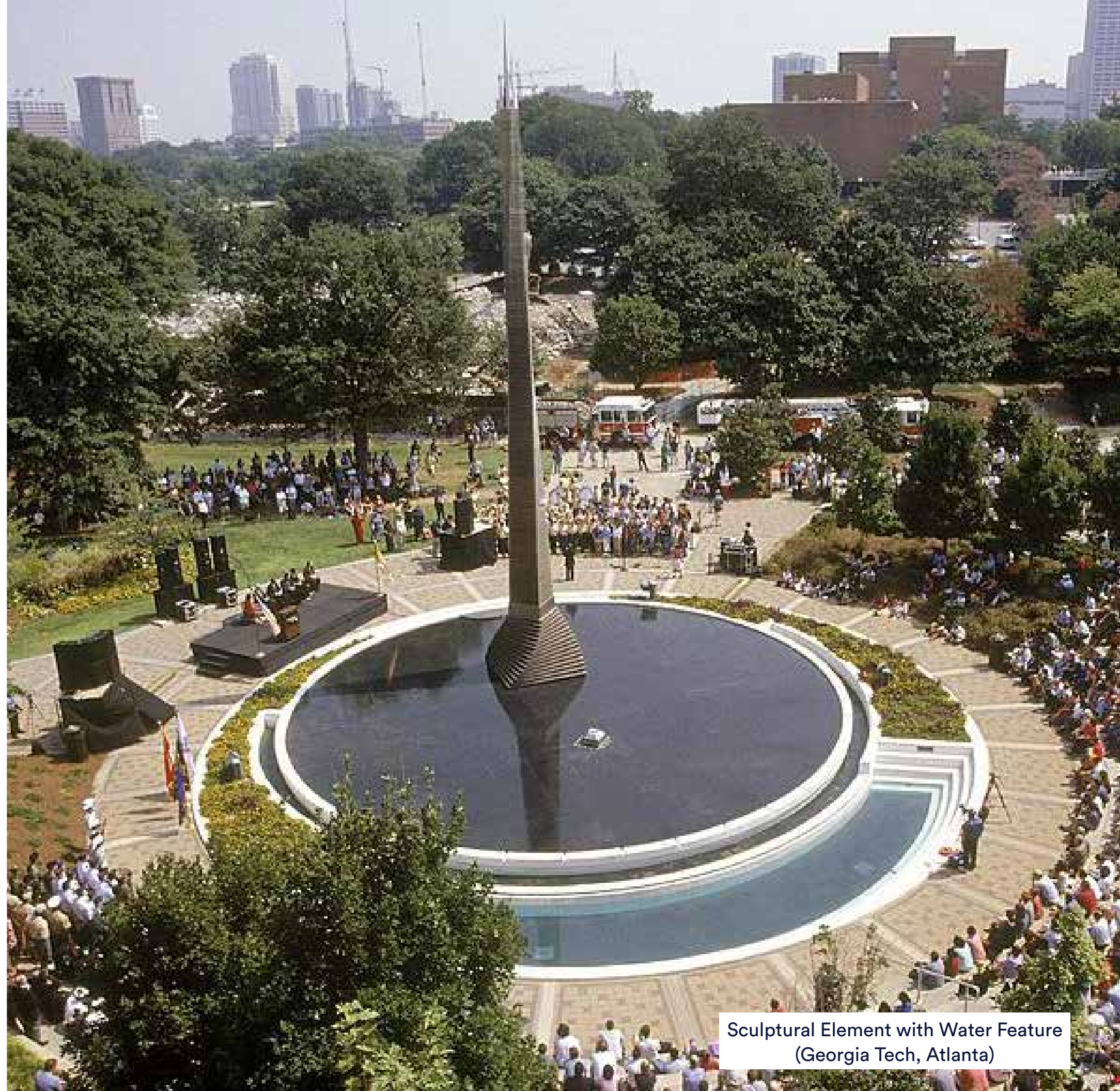
VERTICAL PUBLIC ART



Verticle Element as a Beacon



Public Square with Flexible Seating
(Herald Square, New York City)



Sculptural Element with Water Feature
(Georgia Tech, Atlanta)

WIND ACTIVATION



Wind Roundabout, Fort Worth



Wind Palms, San Diego



Wind Harp, San Francisco

INTEGRATE & DESIGN THE PUBLIC SPACES

