

Atlanta's Transportation Plan: The Access Strategy for Atlanta City Design

ATLANTA

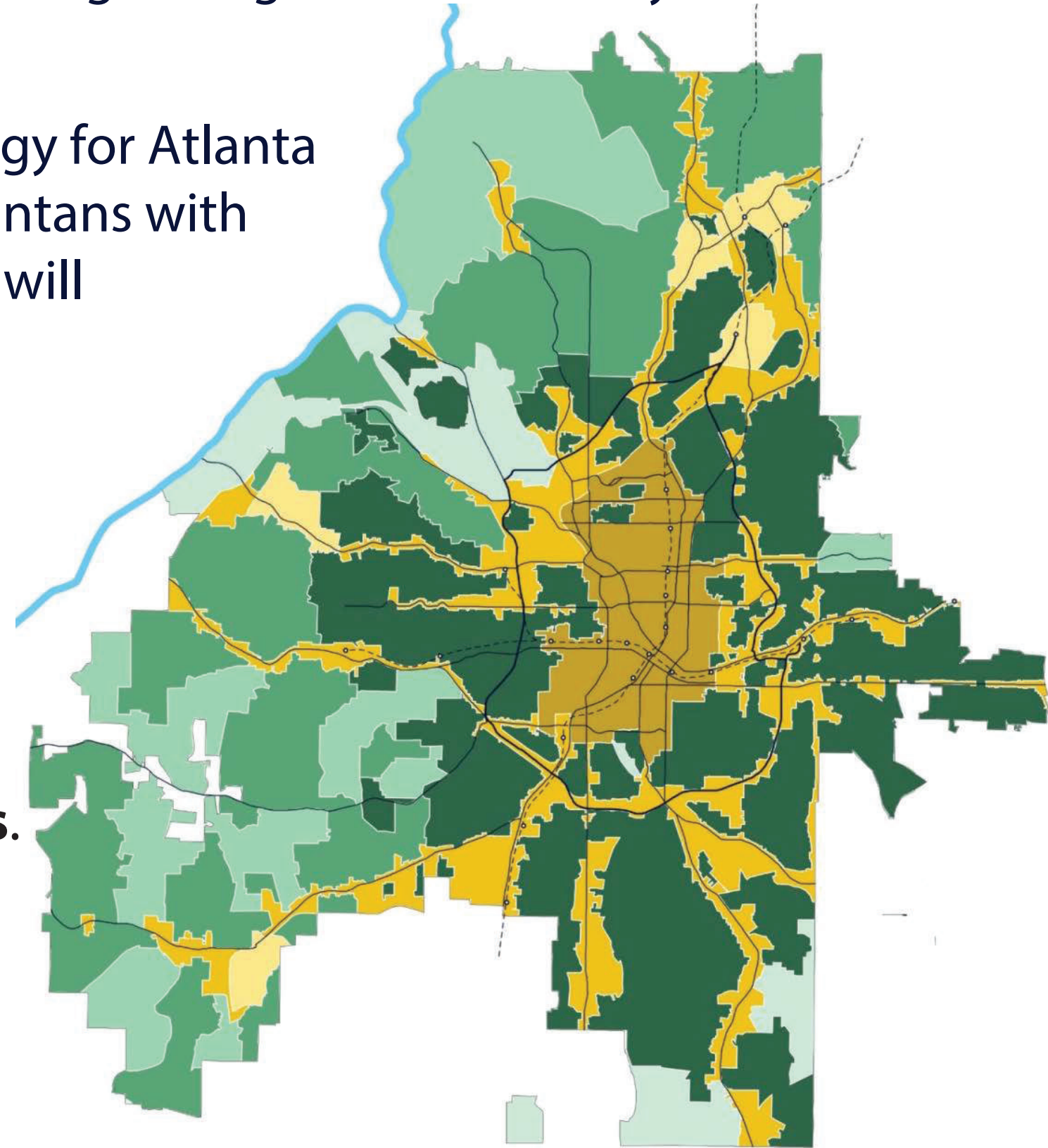
2018

Atlanta City Design

Atlanta City Design is the new framework for the long term growth of the City

Atlanta's Transportation Plan is the access strategy for Atlanta City Design- it's our blueprint for providing all Atlantans with efficient, safe, and equitable mobility options that will support healthy and inclusive growth as the City's population expands to an anticipated 1.3 million over the coming decades.

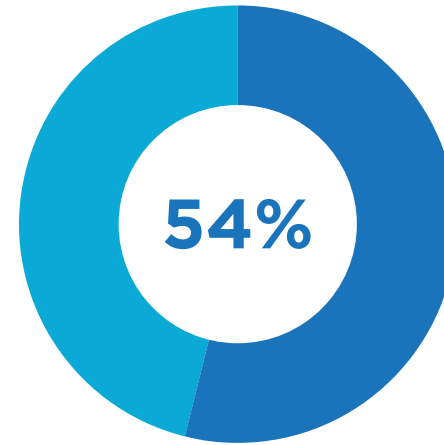
In order to accommodate such significant growth, a critical component of this access strategy is **reducing Atlanta's dependence on automobiles.**



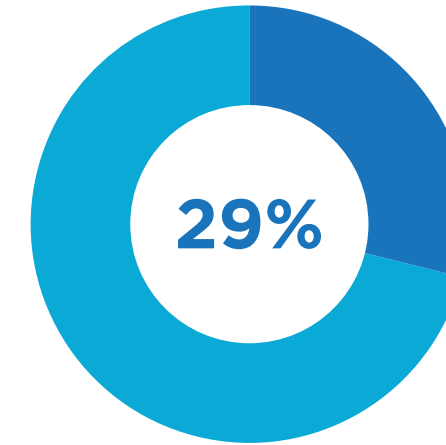
Mobility

Mode Shift Targets

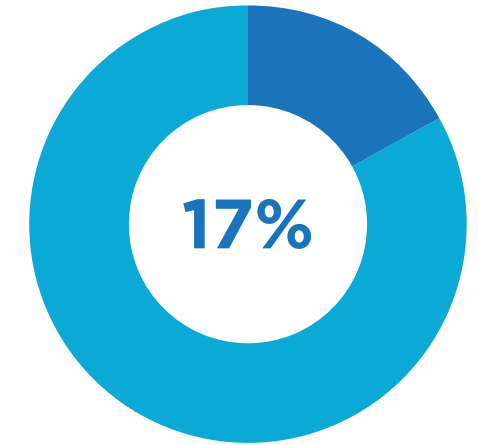
Current Mode Share



Drive
Alone

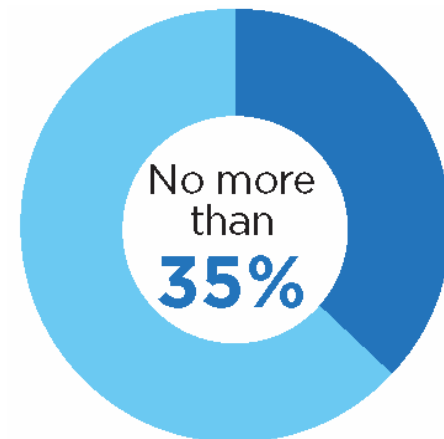


Drive
Together

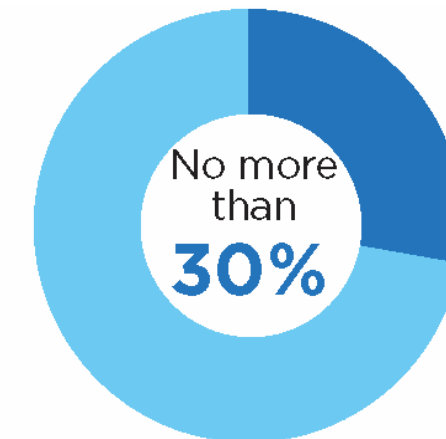


Transit/
Walk/Bike

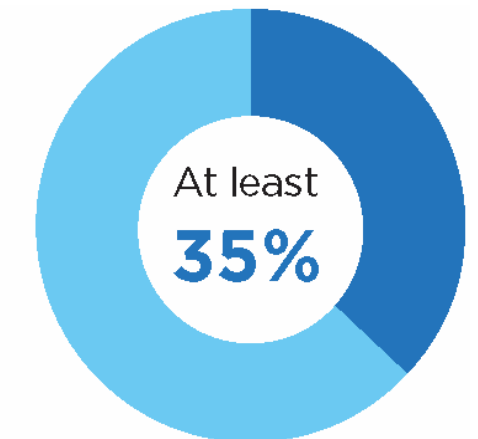
Future Targets



Drive
Alone



Drive
Together



Transit/
Walk/Bike

SAFETY

Safer Streets

	Funding Availability	Lead Agency	Implement Stage
• Develop and implement Safer Streets policy to reduce traffic fatalities to zero and eliminate serious injuries	○	●	○
• Expand Safe Routes to School program	○	●	○
• Develop & implement citywide safety & awareness program	○	●	○
• Implement MORE MARTA bike/ped safety improvements for transit	●	●	●
• Implement safety improvements at priority intersections:	○	●	○
» Piedmont Rd at E Wesley Rd			
» Metropolitan Pkwy at University Ave			
» Memorial Drive at Hill St			
» Campbellton Rd at Stanton Rd			
» Fairburn Rd at Benjamin Mays Rd			

Data Collection & Management

	Funding Availability	Lead Agency	Implement Stage
• Improve crash data collection & processing to support Safer Streets policy	●	●	○
• Maintain inventory of high injury roadways to support Safer Streets policy	●	●	●
• Monitor & track mode split shares	○	●	○

Placemaking Initiatives

	Funding Availability	Lead Agency	Implement Stage
• Implement projects to transform streets into safer, vibrant, and appealing public spaces:	●	●	○
» Walker St SW at Peters St SW			
» N Highland Ave NE at Amsterdam Ave NE			
» Cascade Rd SW at Benjamin Mays Rd SW			
» Brady Ave NW at Howell Mill Rd NW			
» Flat Shoals Ave SE at Kirkwood Ave SE			
» D.L. Hollowell Pkwy NW at Hollywood Blvd NW			

LEGEND

- To Be Determined
- In Progress
- Completed

MOBILITY

Multimodal Facilities

	Funding Availability	Lead Agency	Implement Stage
• Develop citywide sidewalk inventory	○	●	○
• Create a dedicated fund for sidewalk repair	○	●	○
• Implement low stress bike routes:	●	●	○
» Brawley			
» Oakview			
» 8th & Myrtle			
» Baker/North Ave			
» Piedmont Heights/Sherwood Forest			
• Implement high priority multimodal corridors:	●	●	○
» Lee St			
» Cascade Rd			
» DeKalb Ave/Decatur St/Marietta St			
» Fairburn Rd/Campbellton Rd			
» Howell Mill Rd			
• Develop and implement public campaign to market how designing streets for everyone "makes life better"	○	●	○

Congestion Management

	Funding Availability	Lead Agency	Implement Stage
• Adopt Transportation Demand Management (TDM) Plan Guidelines	○	●	○
• Implement city-led parking pricing controls	○	●	○
• Develop cordon pricing strategy:	○	●	○
» Develop program parameters			
» Pass cordon pricing legislation			
» Implement alternative transit options for affected travelsheds			

Innovation

	Funding Availability	Lead Agency	Implement Stage
• Adopt South Downtown as Innovation Zone	○	●	○
• Establish new procurement methods to allow pilot projects and programs to test new technologies/upgrades	○	●	○
• North Ave Smart Corridor expansion	●	●	○
• Campbellton Rd Smart Corridor implementation	●	●	○

Right-of-way Management

	Funding Availability	Lead Agency	Implement Stage
• Implement internal roadway guidelines (Streets Atlanta)	●	●	○
• Update City's curbspace management policies	●	●	○
• Manage loading zones & rideshare curbspace	●	●	○
• Establish coordination process for construction or lane closures	○	●	○
• Develop & implement a citywide wayfinding system in partnership with developers	○	●	○

Bike Share

	Funding Availability	Lead Agency	Implement Stage
• Expand bike share from 500 to 1,000 bikes	●	●	○
• Expand bike share from 1,000 to 1,500 bikes	●	●	○

Trails / Paths

	Funding Availability	Lead Agency	Implement Stage
• Implement high priority trail corridors:	○	●	○
» Atlanta BeltLine Southside Trail			
» PATH 400 (Lindbergh to Sandy Springs)			
» North & South Peachtree Creek Greenway connector			
» Lakewood Trail			
» Proctor Creek Phase 2			
» Eastside Trail extension to Armour Ottley area			
» Eastside Trail extension south to Glenwood Ave			

Transit

	Funding Availability	Lead Agency	Implement Stage
• Identify Atlanta City Design nature network locations	○	●	○
• Implement Atlanta City Design nature network	○	●	○
• Implement MORE MARTA high frequency service on bus routes:	●	●	○
» Campbellton (Greenbriar Mall to Oakland City)			
» Cascade (Fulton Industrial Blvd to West End)			
» Cleveland (Jonesboro & Browns Mill to East Point)			
» Metropolitan (West End to College Park)			
» Peachtree (Brookhaven to Arts Center)			
• Implement MORE MARTA access improvements for transit, including station and stop enhancements	●	●	○
• Complete engineering / final design for MORE MARTA high priority projects:	●	●	○
» Atlanta BeltLine East			
» Atlanta BeltLine West			
» Crosstown Downtown			
» Crosstown Midtown			
» Clifton Corridor Light Rail Transit (LRT)			
• Initiate environmental for MORE MARTA high priority projects:	●	●	○
» Northside Drive / Metropolitan Pkwy BRT			
» Capitol Ave / Hank Aaron Drive			
» D. L. Hollowell Parkway			
» Crosstown Crescent			
» Atlanta BeltLine South			
» Atlanta BeltLine North			
» Campbellton Rd			
• Expand the installation of bike racks and amenities at transit stations	●	●	○
• Partner with MARTA to identify and implement circular services for first/last mile connectivity	●	●	○

AFFORDABILITY

Transit Oriented Development (TOD)

	Funding Availability	Lead Agency	Implement Stage
• Partner with MARTA, Atlanta BeltLine, and developers to implement multimodal street networks in TOD	○	●	○
• Incentivize production of affordable housing around transit nodes in designated growth areas through policy & funding mechanisms	○	●	○

Transit Fare Coordination

	Funding Availability	Lead Agency	Implement Stage
• Develop fare integration program with partner transit agencies	○	●	○
• Integrate bike share payment with Breeze Cards & ATL Plus Parking	○	●	○

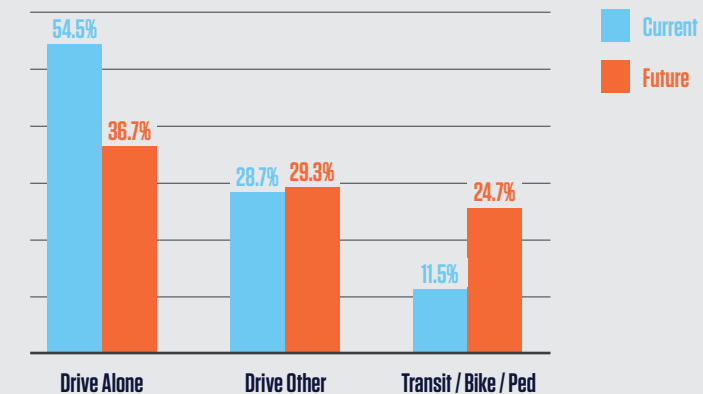
Zoning

	Funding Availability	Lead Agency	Implement Stage
• Complete citywide rezoning to support higher density & affordability along growth corridors	●	●	○

Cost Management

	Funding Availability	Lead Agency	Implement Stage
• Identify funding for expanded transit pass discount programs	○	●	○

MODE SPLIT TARGETS





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TRANSPORTATION PLAN
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