



# Midtown Parking and Transit Plan

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December 2000



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Midtown  
Alliance

# Midtown Parking and Transit Plan



# B

## ackground and Purpose

Midtown Atlanta comprises what may be the most culturally, socially and economically diverse community in the metropolitan area. It is an

**Midtown is rapidly emerging as the Atlanta region's first true 24-hour live/work/play environment.**

area where a successful executive can walk in the morning to her corner office in a high-rise building from her historic home on a nearby residential street lined with stately oak trees. It is an area where young singles live in



apartment complexes and condominiums across the street from sidewalk

restaurants and nightclubs. It is an area where suburbanites and local residents congregate in the evenings and on the weekends to enjoy unrivaled cultural and recreational amenities, including the Woodruff Arts Center, the High Museum of Art, the Fabulous Fox Theatre, Piedmont Park and Georgia Tech sports venues. Midtown is rapidly emerging as the Atlanta region's first true 24-hour live/work/play environment, accommodating a wide variety of activities by an eclectic mix of people.



We must be proactive in dealing with existing and potential future mobility issues in Midtown. Our community currently has almost 10 million square feet of office space, over 5,000 residential units and over 1/2 million square feet of retail space. Significant expansions in each of

**Construction has become a way of life in the area.**

these supplies is envisioned over the next several years, with no fewer than two dozen major projects already underway or well along in the planning process. One is hard pressed today to take even the shortest of trips within Midtown without passing at least one major construction or redevelopment project along the way. It seems that construction has become a way of life in the area, a natural and accepted part of the overall landscape. Smart growth always has been and always will be strongly encouraged in Midtown, but as the area continues to attract development, issues of accessibility and mobility could begin to impose limits on our ability to effectively manage the influx of new residents, workers and visitors.

To guide future development in the area, the Midtown Alliance completed a comprehensive plan in 1997 called the Blueprint Midtown. The Blueprint defines a vision and specific objectives for a variety of elements that contribute positively to the urban fabric of our community. Over the past four years, the Midtown Alliance, thanks to the participation and support of the overall community, has made great strides in transforming the vision outlined in the Blueprint into

**The Blueprint defines a vision for our community.**





reality. Related follow-up efforts, several of which are still ongoing, have included developing streetscape improvement plans and a strategic retail plan, reevaluating zoning policies and regulations, and instituting the Midtown Improvement District (MID) to help finance much-needed public infrastructure projects and safety programs.

The Blueprint contained a number of guidelines and potential programs related to parking and transit. The Midtown Parking and Transit Plan was prepared to be consistent with and supportive of these individual elements.

***This plan is consistent with and supports the Blueprint Midtown.***

At all times during the development of recommendations, the Blueprint Midtown provided the overall framework within which the desirability and feasibility of alternatives were analyzed. It provided the context within which parking and transit should play in the development of Midtown and helped to define their relationship to related urban planning

issues such as open space, the pedestrian realm and permitted land uses, including residential, retail and office developments.

The Blueprint advocated the following transit elements:

- Enhance the pedestrian realm through streetscapes and landscaping, so as to encourage walking.
- Expand the bicycle facility network to link all parts of Midtown, Georgia Tech and nearby neighborhoods.
- Improve sidewalks and cross-block connections to MARTA rail stations.
- Enliven MARTA rail stations through upgraded lighting and painting.
- Increase transit ridership by adding services which connect stations to areas more than five minutes walk distance away.
- Increase the promotion and marketing of MARTA services in Midtown.
- Expand the Georgia Tech Stinger shuttle network to include the 10<sup>th</sup> Street, 5<sup>th</sup> Street and North Avenue corridors.
- Develop three north/south shuttle bus routes using the arterial street network.
- Provide on-demand transport by automobile within Midtown and surrounding areas.



Parking elements defined in the Blueprint Midtown deal specifically with structures, not the on-street parking supply. Guidelines were grouped into four categories:

- **Policies**
  - Prohibit development of parking in front of any structure, except for theatre or hotel loading or unloading movements.
  - Develop parking facility shared use agreements between office and retail/entertainment uses.
  - Institute a parking management authority or central system parking fund.
  - Design decks which have street front access to look similar to associated office buildings.
  - Require below grade parking only for larger buildings.
- **Location**
  - Locate large structures only along arterial routes.
  - Require street level retail space for frontages along designated "Boulevard" and "Signature" streets.
  - Provide mixed-use retail, office or service space at street level along other street frontages.
  - Locate parking structures internal to the block whenever possible.





- **Design**
  - Flat plate structures are permitted for facilities which have only one or two levels.
  - A helix design is required for multilevel decks.
  - A 120 foot wide deck structure will be considered a typical design.
- **Parking Ratios**
  - 4 spaces per 1,000 square feet for entertainment and retail developments.
  - 3 spaces per 1,000 square feet for office developments.
  - 2 spaces per 1,000 square feet for retail developments
  - 1.5 spaces per housing unit for multi-family residential developments.

Some of the elements of the Blueprint have since been modified out of necessity and practicality. Other modifications will undoubtedly occur based on the recommendations of this plan. The Blueprint should be considered as an ever-evolving framework. While its component elements may change, the overall goals remain the same.

The Midtown Parking and Transit Plan was developed to address several important development characteristics and trends which have limited the effective implementation of the Blueprint, such as:

***Implementation of the Blueprint has been complicated by several factors.***



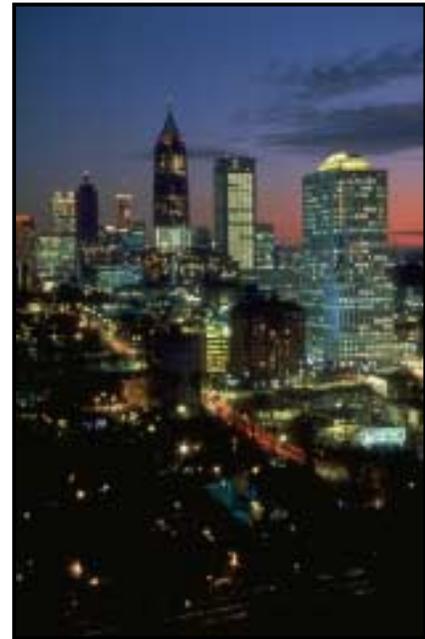
- It is typical for each new development to construct and manage its own parking supply, with little or no consideration given to how the supply can be utilized more effectively during off-peak periods.
- MARTA ridership is not comparable to other dense urban areas due to a variety of factors such as service frequencies, lack of visibility and overall perceptions.
- Retail development has lagged behind the pace of office and residential projects, due in part to an inhospitable pedestrian environment featuring wide, high-speed one-way streets and a poor sidewalk network.
- Travel by alternative modes is not considered feasible by many Midtown workers, despite good MARTA route coverage and the fact that a large percentage lives within walking or bicycling range of their workplace.
- The intensity of new development activity is rapidly adding to congestion and mobility problems in Midtown and could soon overwhelm the transportation system if proper plans are not developed.
- The limited amount of on-street parking, an essential element in virtually any vital urban environment, is being used for long-term uses due to a lack of enforcement, thereby discouraging short visits to restaurants, shops and other destinations.

The Midtown Parking and Transit Plan will ensure that efficient and reliable mobility options are in place to support related planning efforts involving zoning, streetscape improvements, bicycle and pedestrian facilities and the Atlantic Station redevelopment project, among others. Together, all these initiatives will contribute to the momentum which is rapidly transforming Midtown into the Atlanta region's premiere environment for business, the arts, diverse recreational opportunities and exciting urban living.



# How Midtown Travels

Midtown is blessed with an abundance of transportation infrastructure designed to move people and goods in and out of the area quickly. These facilities have been instrumental in defining and shaping Midtown, in ways that are both positive and negative depending upon your perspective. Whatever else might be said, it cannot be argued that Midtown owes much of its recent growth to the fact that it is one of most accessible communities in the metropolitan area.



## HIGHWAYS AND STREETS

The greater Midtown area is bisected by I-75/85, which funnels traffic through Atlanta from the north and south. This corridor divides the traditional commercial core, located on both flanks of the Peachtree ridge, from locations to the west, such as Georgia Tech, the Home Park neighborhood and the Atlantic Station redevelopment site. To the immediate south of downtown, I-20 provides connectivity with the eastern and western portions of the Atlanta region. Several arterial routes provide excellent north/south mobility within and through Midtown.



The commercial core of Midtown is linear in nature, stretching about three miles north to south and only about one mile across at its widest point. Movements to and from the west are hindered, to a degree, by the presence of I-75/85 as the number of arterial and collector facilities crossing the highway is small.

***Neighborhoods, Piedmont Park, Georgia Tech and I-75/85 all contribute to make east/west travel across Midtown difficult.***

Georgia Tech and the Home Park neighborhood place formidable constraints on the ability to construct new connections across the interstate. To the east of the commercial core, similar constraints are posed by the Ansley Park and Midtown neighborhoods, as well as Piedmont Park.

Figure 1 shows roadway facilities in Midtown, as well as important connection points to the regional surface street network and interstate highway system.

## TRANSIT SERVICES

The Midtown community is served by the Metropolitan Atlanta Rapid Transit Authority (MARTA) system, the Cobb Community Transit (CCT) system and the Georgia Tech Stinger Shuttle, in addition to several small shuttle operations run by large employers or office buildings. A MARTA heavy rail line runs longitudinally through the commercial core, connecting Midtown with downtown to the south and Buckhead to the north. The system is underground for its entire length through Midtown and generally follows the alignment of West Peachtree Street. Four stations provide access to the rail system. MARTA and CCT operate several regularly scheduled feeder bus routes which connect these stations with outlying areas. The Stinger shuttle is used by Tech students, staff and visitors for internal campus circulation and for service to the MARTA rail system.

***Midtown is served by a wide variety of public transportation services.***





Figure 2 depicts the basic transit network structure, including the locations of rail stations, bus routes and stops within the commercial core. Table 1 provides additional detail on how frequently vehicles and trains run and on which times and days services are provided.

In addition to these services which are available to the general public, several employers and hotels provide limited transportation services to meet the needs of their employees and guests. Coca-Cola, Crawford Long Hospital and Georgia Power offer some of the more highly visible and successful private services linking offices, remote parking facilities and the MARTA rail system. Of 14 major hotels surveyed, only four (Best Western, Fairfield Inn, Four Seasons and Wyndham) indicated that they provide courtesy shuttles. Operations are generally limited to a small radius and focus on providing connections to restaurants, night clubs and the MARTA rail system. Several other hotels are served by private for-hire operators transporting guests to and from Hartsfield International Airport.

**Employer and hotel shuttles serve narrow transportation markets.**

**TRAFFIC CONDITIONS**

Congestion is not a widespread or severe problem in Midtown. Although any portion of the street network is prone to being overloaded in the event of an accident or other emergency, congestion which occurs on

**Regular congestion in Midtown is limited to a few corridors for short periods of time.**

a regular and predictable basis is isolated to a few corridors during the afternoon commute period. These include 14<sup>th</sup> Street between Peachtree Street and I-75/85, 10<sup>th</sup> Street between Peachtree Street and Spring Street, Spring Street north of 14<sup>th</sup> Street, and Spring and Juniper Streets north of North Avenue. Identifying strategies which will alleviate congestion during the peak periods is a focus of this plan.



Almost without exception, the level of congestion on these and other Midtown streets can be directly related to conditions on I-75/85. The worse traffic is on the interstate, the more drivers attempt to use Midtown's surface streets as alternate routes. Except in extreme situations, even these locations of regular congestion generally last for only a short period of time.

**Two factors affecting unpredictable congestion are conditions on I-75/85 and construction activity.**

Another factor contributing significantly to congestion in Midtown is the intensity of construction activity. Large, slow-moving vehicles

delivering materials to construction sites impede flow. Many new buildings are being situated close to the curb line, requiring the closure of sidewalks and travel lanes to accommodate the delivery and storage of those materials. Utilities are being relocated and upgraded to manage current needs and facilitate additional future growth, resulting in additional disruptions to traffic flow. Congestion resulting from construction is spotty and generally only spans a period of several weeks or months. In some cases, serious disruptions are confined to only a few minutes or hours at a time and are not constant during the construction time frame.

**SURVEY OF TRAVEL PATTERNS**

Developing this parking and transit plan required broad participation from everyone with a stake in Midtown's future. To obtain input from as many residents, employees and visitors as possible in a short period of time, an online survey was conducted for six weeks. The survey consisted of 30 questions designed to quantify how people currently travel to, from and within Midtown, what their perceptions of current transit services and parking conditions are, and how popular various new programs and





services might be. Respondents were asked to provide their home ZIP code and the general location of their workplace so that results could be stratified by residents and employees into small geographic subareas as necessary.

**About one of every forty Midtown workers and residents participated in the online survey.**

The online survey form was hosted at an address accessible via a link on the Midtown Alliance’s homepage. Email messages were distributed to several building managers, major employers and neighborhood associations requesting their support in the surveying effort. They were asked to forward a message describing the purpose of the survey and a link to the address to everyone on their distribution

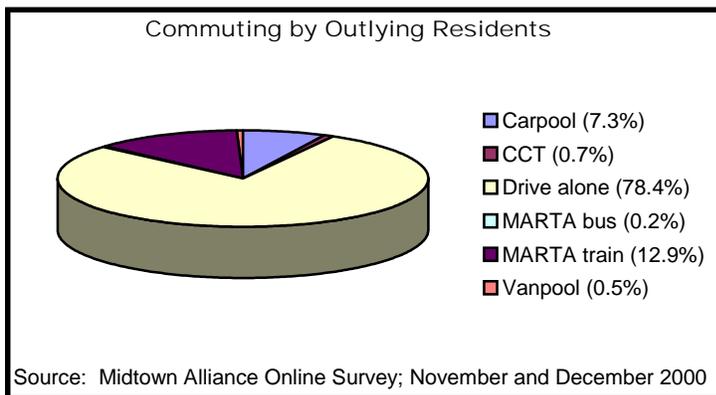
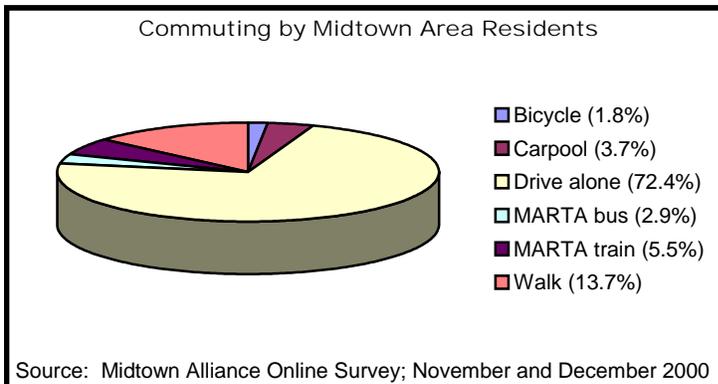
lists. The level of support was excellent, with a total of 1,498 responses. Since participants were not randomly sampled, scientifically valid margins of error cannot be calculated. The fact that responses were received from about 2.5% of the estimated 55,000 to 60,000 people who live and/or work in Midtown means that we can be confident that the effort produced valid findings. For a population that large, 2.5% participation is very high.

A thorough summary of the survey process, including the questions asked, a breakdown of responses, and analysis of what those responses mean, was prepared in a separate document entitled *Summary of Online Survey Results*. Excerpts from that document are provided in Appendix 1 of this plan.

### COMMUTING

To understand what parking and transit programs and services are practical for Midtown, a good understanding of existing travel patterns was essential. Because of its large employment base, commute trips form a critical component of travel demand in the area. Responses from the online survey showed that about 26% of participants live in the greater Midtown area. For the purposes of this effort, the

Midtown area was defined as the two ZIP code zones comprising the bulk of the commercial core (30308 and 30309), as well as eight additional zones immediately adjacent to the core area. This approach included portions of northwest Atlanta, Georgia Tech, downtown, the Old Fourth Ward, Virginia Highlands, Morningside and southern Buckhead within the defined “Midtown area”. The remaining 74% of participants who reside in other ZIP code zones were classified as “outlying residents.”



Survey results showed that about 60% of Midtown area residents also work in Midtown, with another 20% reporting that they work in the nearby downtown and Buckhead areas. This means that about four of every five Midtown residents have commutes which are very short in terms of mileage, making alternative modes of travel more attractive. According to the

**80% of Midtown residents work nearby in Midtown, Downtown or Buckhead.**



survey, 27.6% of Midtown area residents typically use some form of transportation aside from the single-occupant vehicle for commuting, versus 21.6% for outlying residents.

Walking to work is very popular among Midtown commuters, accounting for about one in every eight trips. Despite the availability of four MARTA rail stations and numerous bus routes within Midtown, area residents used these services for only 8.4% of all commute trips, versus 13.1% for their counterparts living in outlying areas.

**Existing MARTA services are used more for regional travel into Midtown than for local travel within the area.**

This could be perceived as evidence that the MARTA transit system is viewed by local residents as more suitable for long-distance regional travel rather than for short trips. This is an important finding, since it

**Despite good transit options, about three in four Midtown workers drive to work alone because it's affordable and convenient.**

would be intuitive to expect that transit trips as a share of all trips would be higher for Midtown residents, given the extensive service coverage in the area.

Of Midtown residents who normally drive to work alone, about 35% indicated that they had used at least one other mode of transportation for commuting within the past month. MARTA train service, carpooling and walking were the most commonly reported alternatives. About 30% of outlying residents reported using at least one other option than the single occupant vehicle, with MARTA train service and carpooling being the most frequently cited.

**About one in three workers who drive alone have tried another commute option in the previous month.**

The regional travel demand model maintained by the Atlanta Regional Commission indicates that about 28% of current commute trips to the central portions of Atlanta occur by transit. About 19% of all trips are made by public transportation. The zone defined by the model includes downtown, where parking is much more limited and transit use is probably significantly higher than in Midtown. Consequently, it is reasonable that the mode split numbers resulting from the unscientific online survey show a lower percentage of transit trips. It is believed that if commute patterns into downtown could be removed, the model and survey results would be very similar.

Survey participants were asked to indicate if they felt that public transportation services provided by MARTA or CCT were viable for their commute. For individuals who typically drive alone in their own vehicle to work, slightly more than 70% reported that public transportation was not a viable option. The difference between Midtown residents and outlying residents was negligible. For Midtown residents, where services are fairly comprehensive in nature, non-viability was probably interpreted to mean that using transit would require a lengthy walk at either end of the trip or that it would add significantly to the trip's travel time. For outlying residents, non-viability likely meant that services simply aren't available or that to access

**About 70% of people who drive to work alone feel that existing public transportation options are not viable to meet their commute needs.**

MARTA or CCT would require lengthy and indirect drives. A survey participant from either group might also feel that transit is not a good option if he or she relies on a personal vehicle for trips during the day or to make side trips to schools, day care centers, the grocery store or other destinations on the way to or from work.

## PARKING

The Midtown commercial core has over 42,000 parking spaces available in large surface lots, decks and garages. More than 1,800 spaces are available along street curbs, primarily on local streets which run in an east/west direction. In addition to this supply, there are numerous small lots, typically comprising no more than five to ten spaces, used by small businesses for customers and employees. These small



accessory lots have not been completely inventoried by the Midtown Alliance and probably contribute another 1,000 to 2,000 spaces to the overall inventory.

The off-street parking supply is entirely privately owned and, except for accessory lots, operated on a for-profit basis. There is no public parking authority or facilities in Midtown or the City of Atlanta. Most major buildings in Midtown have decks, garages or surface lots, either on-site or directly adjacent, dedicated for the exclusive use of employees and visitors. This is also true for office

**About one in four driving commuters park off-site in a private lot or along the street.**

towers, hotels and apartment / condominium communities. In many situations, low vacancy rates in office buildings have resulted in a level of demand for these dedicated facilities which exceeds availability. Employees and



visitors who are unable to obtain a parking space on-site must look elsewhere. According to information collected from the online survey, about one in four employees who drive, carpool or vanpool to work park the vehicle at an off-site location, either in a private lot or in a curbside space.

The number of employees parking off-site is probably driven only partially by a lack of supply, however, since pay lots and on-street parking can be much less expensive. Survey data showed that individuals who park on-site paid an average of about \$47 per month for a permit, while those who parked more than two blocks away paid only about \$39, a savings of almost 20%. These figures include many respondents who reported no expense, since their parking costs are subsidized by the employer. The influence of these "free" spaces significantly reduced the overall cost averages. Removing those responses from calculations results in an average cost for the most convenient spaces of about \$75 per month. The magnitude of savings realized by workers who park more than two blocks away is still comparable. This excess demand contributes to a healthy business climate for private parking companies to develop and operate surface lots throughout Midtown. Figures 3a and 3b depict the locations of large private parking facilities in Midtown. Facilities used exclusively by residential and lodging properties are not shown since they are used by a very narrow and specifically defined market.

**About one in four driving commuters park off-site in a private lot or along the street.**



Curbside parking is currently confined primarily to local streets, although there are a few spaces near commercial areas along the arterial and collector network. Figures 4a and 4b depict the existing supply, much of which is marked only by

**Much of the on-street parking supply is filled by commuters who leave vehicles there all day.**

signs and has a two-hour time limit. Some spaces have one-hour limits, while others have no time restrictions at all. There are only a very small number of metered spaces and most meters are inoperable due to neglect and vandalism over the years. Enforcement of time limits has historically been minimal, resulting in abuse. It is not uncommon for commuters to arrive very early in the morning and park in a curbside space near the office and leave the vehicle in that spot until they head home in the afternoon. This practice removes a large number of spaces from the daily supply which could be used by short-term visitors to offices, businesses and residences.

Survey participants were asked to provide their opinions regarding the overall supply of both short-term (two hours or less) and long-term parking (four hours or more) in Midtown. No distinction was made



between the type of parking facility, such as surface lot, deck, garage or on-street parking. The results are summarized in the table below:

SHORT-TERM PARKING	Not enough	Just about right	Too much
All Midtown residents	68.6%	26.7%	4.7%
Midtown residents who normally use an alternative mode for commuting	62.4%	29.0%	8.6%
All Midtown workers who normally use an alternative mode for commuting	80.0%	16.5%	3.4%
All Midtown workers who normally commute by private auto	78.0%	19.1%	2.9%
All outlying residents	79.4%	17.7%	2.9%

LONG-TERM PARKING	Not enough	Just about right	Too much
All Midtown residents	59.1%	33.2%	7.7%
Midtown residents who normally use an alternative mode for commuting	50.0%	37.0%	13.0%
All Midtown workers who normally use an alternative mode for commuting	73.7%	21.1%	5.3%
All Midtown workers who normally commute by private auto	77.3%	20.7%	2.0%
All outlying residents	79.1%	19.1%	1.8%

Although the availability of parking is felt to be a problem by all groups, where a person lives and how they commute have an important impact on how the perception of parking availability.

Midtown residents do not feel the situation is as dire as outlying residents. The large number of small and poorly maintained surface parking lots likely has resulted in a feeling that land in Midtown is not being used to its best potential. Residents are also affected more directly than workers by congestion, noise and air quality problems, which result when a large supply of parking encourages driving into the area. Their opinion of the overall parking supply is influenced more heavily by quality of life and urban design issues.

***The survey provides evidence that as parking becomes more scarce or expensive, transit becomes more attractive and better utilized.***

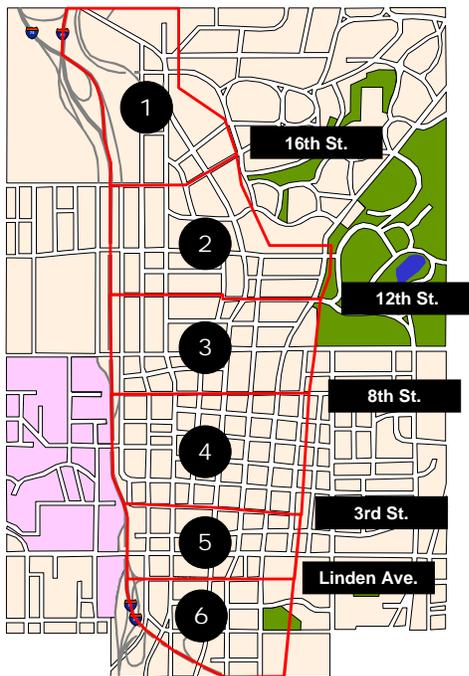
These opinions are shared by commuters who use public transit or some other alternative mode rather than driving. A bus or train rider is not dependent on the parking supply and is less likely to feel that more is required. Despite this tendency, the majority of non-vehicle commuters still feel there is not enough parking in Midtown, either short-term or long-term. It is possible that many of these respondents use transit simply because they cannot afford the cost of parking an automobile in Midtown. Their response may have been based on an assumption that if more spaces were available, the cost of parking would decrease and they could then afford to drive to work. If true, this is an excellent example of the important relationship between parking supply/cost and transit use and how it influences travel behavior in Midtown. As parking becomes more scarce and/or expensive, transit becomes much more attractive and usage levels increase. If the supply is increased, there is a high potential that transit patronage may decline as more people choose to drive their own vehicles instead.



An analysis was conducted of parking supply and demand for six distinct zones within the commercial core of Midtown. Land use varies significantly from north to south through Midtown. The boundaries were defined so that these smaller analysis zones would have more consistent development characteristics than what can be found across the entire study area. Since major travel corridors often shape development patterns, and Midtown is no exception, the east/west boundaries follow less prominent streets. In this way, major focal points such as the Peachtree Street intersections with 14<sup>th</sup> Street, 10<sup>th</sup> Street and North Avenue are contained in the center of zones. This is more representative of the sphere of influence that these focal points have on parking demand.

***For parking analysis purposes, Midtown was divided into six zones.***

The boundaries of the six parking analysis zones are shown in the figure below. Although each zone comprises a wide variety of land uses and development densities, each can be generally characterized:



- **Zone 1** - mid-rise office buildings; several large churches; few vacant parcels.
- **Zone 2** - high-rise and mid-rise office buildings along 14<sup>th</sup> Street and Peachtree Street; apartment and condominium communities near Piedmont Park; Woodruff Arts Center; few vacant parcels.
- **Zone 3** - emerging office and commercial node at intersection of 10<sup>th</sup> Street and Peachtree Street; many large surface lots and vacant parcels; well-developed mixed-use node at intersection of 10<sup>th</sup> Street and Piedmont Avenue.
- **Zone 4** - older mix of low-rise commercial and residential developments; new mid-rise development concentrating along 5<sup>th</sup> Street; emerging retail strip along Peachtree Street; many large surface lots and vacant parcels.
- **Zone 5** - high-rise and mid-rise mix of office and residential structures; Fox Theatre.
- **Zone 6** - medical facilities; established retail corridor along Peachtree Street; emerging high-density residential area; many large surface lots and vacant parcels.

An inventory of all available parking was conducted, including both on-street and off-street spaces. Estimates of zone-wide utilization were made for both morning and afternoon periods on a typical weekday. These estimates were based on a physical count of vehicles occupying selected parking facilities within each zone.

***Four of the six zones experience parking utilization rates exceeding 80% on a typical weekday.***

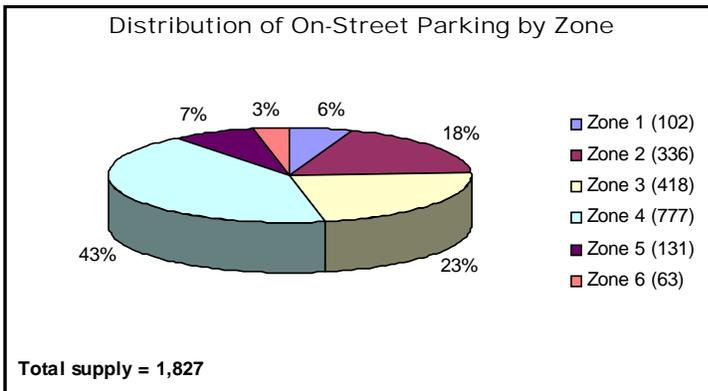
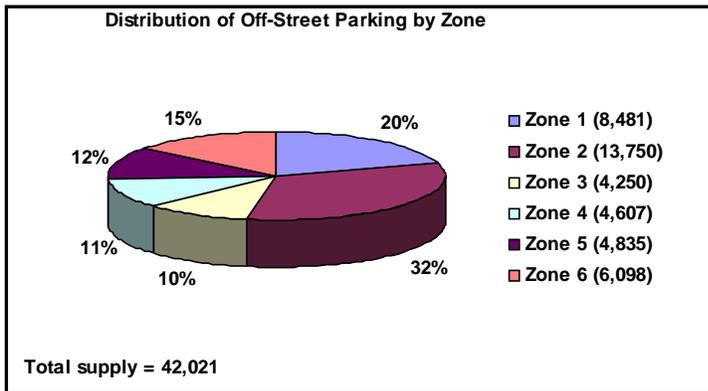
Facilities were selected so as to provide good geographic and land use diversity within each zone. It was assumed that these actual counts were fairly representative of what occurs on a zone-wide basis. Occupancy rates of 80% or better were observed in Zones 1, 2, 4 and 6, with a slightly lower rates in Zone 6. Zone 3 demonstrated an occupancy rate of only about 60% but it should be noted that the impending opening of the Federal Reserve Bank is likely to dramatically impact parking demand in that area. Additional data on this inventory and utilization analysis effort is contained in Table A1 of Appendix 2 in this document.

When observing the functionality of a parking system, regardless of whether that system is a single parking deck or surface lot or an areawide network, both the total supply and the effective supply should be evaluated. The effective parking supply is a subset of the total supply. In order to allow for vehicles



entering and exiting the system, as well as having some spaces out of service for maintenance or reserved for a special event, there must be a small number of spaces set aside as a cushion. For a facility designed solely for the use of employees who don't travel during the workday, an appropriate cushion may be as low as 5%. If the total supply is 1,000 spaces, the effective supply would be 950 spaces. If the effective supply becomes much higher than this threshold, users will have difficulty finding the few remaining spaces which are usually dispersed randomly throughout the system. For systems where convenience is essential, such as retail establishments, restaurants and office visitors, an appropriate cushion may be as high as 15%. For Midtown, it was decided that the effective supply should be defined as 90% of the total supply.

**The total parking supply was reduced by 10% to determine the effective supply.**



A parking model, described in greater detail in the following section, was developed to equate existing occupancy data with development levels and to determine appropriate parking demand ratios by zone. In some cases, the proximity of parking may not be as close to desired origins and destinations, but spaces are available within a short walking distance to meet typical demand levels.

**While parking may not always be as convenient as desired, the supply in Midtown is generally adequate.**

office and commercial developments are only partially utilized. Much, but not all of this supply, is available to meet residential and special event needs, which are typically lower than weekday demands. There are exceptions to this rule, such as when festivals are held in Piedmont Park, but such conditions are infrequent.

### MOVING AROUND WITHIN MIDTOWN

**If an area is not pedestrian friendly and interesting, even a trip of a few blocks may be longer than many people are willing to make by walking.**

Making the most efficient use of parking facilities and transit services within any defined area requires that moving between these locations and residences, offices, theatres, restaurants, shops and other destinations be a pleasant experience. Whether these movements are made on foot, by bicycle, on a circulator transit service or through some combination of all of these options is important only in establishing the character of an area. They all accomplish the same

purpose. The simple fact is that regardless of how these internal movements occur, the experience needs to be enjoyable so that residents, employees and visitors do not feel that they are isolated from the full



array of parking and transit opportunities available to them. This feeling of isolation can occur if crossing the intervening distance by whatever transportation option is perceived as unsafe, visually uninteresting, costly and/or time consuming. Even a distance of only two to three blocks can be daunting under such circumstances.

**Almost all great cities are described as “walkable.”**

A description of virtually any great city of the world almost invariably contains the word “walkable.” A sidewalk lined with interesting storefronts, shaded by trees and well maintained makes walking a pleasure, not a chore, and the blocks pass by quickly. A walk past vacant lots and sheer walls along a crumbling and trash-cluttered sidewalk is another matter altogether.



Like many urban areas, Midtown’s pedestrian infrastructure varies considerably. Sidewalks are present along one or both sides of most streets, but their condition and the quality of the experience make virtually any lengthy walk a study in contrasts. A great deal of emphasis has been placed on improving the pedestrian realm in recent years, spurred greatly by urban design guidelines outlined in the Blueprint Midtown. As new developments are completed, a metamorphosis has begun.

**Recent projects and ongoing initiatives are beginning to transform Midtown into a great area for walking.**

Buildings are being brought closer to the sidewalk, ground level retail space is proliferating, sidewalks are being constructed in a visually pleasing and consistent manner and parking is being placed behind or underneath structures. These improvements have been concentrated around specific developments, so a cohesive environment is still several years away. But the signs are apparent that this attention to pedestrianization are beginning to pay off through these efforts to transform Midtown into a great urban environment.

The Midtown Alliance is also in the process of developing and implementing streetscape improvements along several arterial corridors. These improvements will bring uniformity to significant portions of the network and establish a standard for future development projects.



**Bicycling is another great option for short-distance trips in urban areas.**

Walking is not the only option for short distance trips within Midtown. Bicycling continues to increase in popularity for a variety of reasons. It provides similar health and environmental

benefits to walking, but is much faster for longer trips. Within dense urban areas, bicycling can even be faster than driving on many occasions, particularly when the time required for walking to and from parking areas is included. Currently, the only dedicated bicycle facilities in Midtown are bike lanes along 5<sup>th</sup> Street (with a short deviation along West Peachtree Street, 6<sup>th</sup> Street and Cypress Street), which are part of an extension of a regional facility linking Georgia Tech to the west with Stone Mountain Park to the east. Corridor streetscape design projects are considering the implementation of bicycle lanes on additional streets in Midtown and the

**Bicycle facilities are currently very limited in Midtown.**

**Characteristics of the street network make bicycling a challenge, but several projects are underway to improve conditions.**

Blueprint Midtown contains guidelines on providing racks or other storage facilities in conjunction with development of new parking facilities.

Due to the lack of dedicated facilities, bicycling through Midtown today can be a challenging experience. Lanes along several streets are very narrow, including significant portions of Peachtree Street. As described earlier, traffic volumes are not extremely heavy, so motorists are able to move at relatively high



speeds along most through corridors for the majority of the day. This is particularly true for the north/south corridors of West Peachtree Street and Spring Street, where wide lanes, straight alignments and long distances between signals result in average speeds are frequently well in excess of the posted limits.

For a traveler moving between two points in Midtown, the only remaining option, aside from the private automobile or a taxi, is some form of transit service. Several major employers provide shuttles between remote parking sites and office buildings for their employees, but these services are not available to the general public. Likewise, most hotels in Midtown have courtesy vehicles available to transport guests to MARTA stations, restaurants, downtown convention facilities, the airport and other locations around Atlanta. Georgia Tech operates the Stinger shuttle for the benefit of faculty and staff, linking campus with MARTA's Midtown rail station. Each of these services provides an important mobility function for narrow market segments.

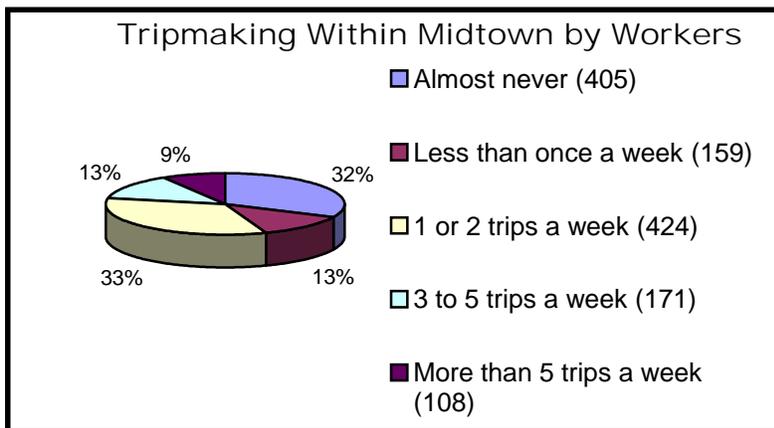
**Many transit services in Midtown serve specific small market segments.**

There is currently no shuttle or circulator service within Midtown which can be used by the general public, although MARTA does have an extensive network of services which can be used for short trips. The entire commercial core is within five blocks of a MARTA rail station, with the only exception being the area north of Pershing Point. Surrounding areas more than five blocks away, such as Ansley Park, the Midtown neighborhood,

**The existing configuration of MARTA bus routes makes it difficult to move east/west across Midtown.**

Home Park and Georgia Tech are linked to the rail system by several bus routes. MARTA's current service configuration makes it difficult for potential patrons to move east or west across Midtown due

to lengthy headways and the need to transfer at the rail system. Peachtree Street is served by Route 10, which runs virtually the entire north/south length of Midtown from the Arts Center rail station to Five Points in downtown. While the route itself could be excellent for serving trips up and down the spine of Midtown, vehicles run only every 20 minutes during peak periods and every 30 minutes otherwise during the week. This is not frequent enough for most patrons to consider using the bus route for trips along Peachtree Street. In most cases, walking and driving are viewed as more convenient alternatives.



Participants in the online survey were asked how frequently, in a typical work week, they go to meetings, have lunch or run personal errands within Midtown during the workday. The purpose of this question was to quantify how many trips are being made by workers between destinations in the commercial core. The results indicated that about 55% of Midtown's workers leave the office at least

**Midtown employees make nearly 20,000 round trips within the area each day.**

once a week to travel to other nearby destinations. From the distribution of responses, the typical worker makes an average of 1.7 trips a week. Assuming an employment base of 55,000 to 60,000 people, this rate of tripmaking translates into about 18,000 to 20,000 round trips entirely within Midtown being made on a daily



basis. It is likely that a large percentage of these trips could be accommodated by walking, bicycling or transit since no two destinations within Midtown are very far apart.

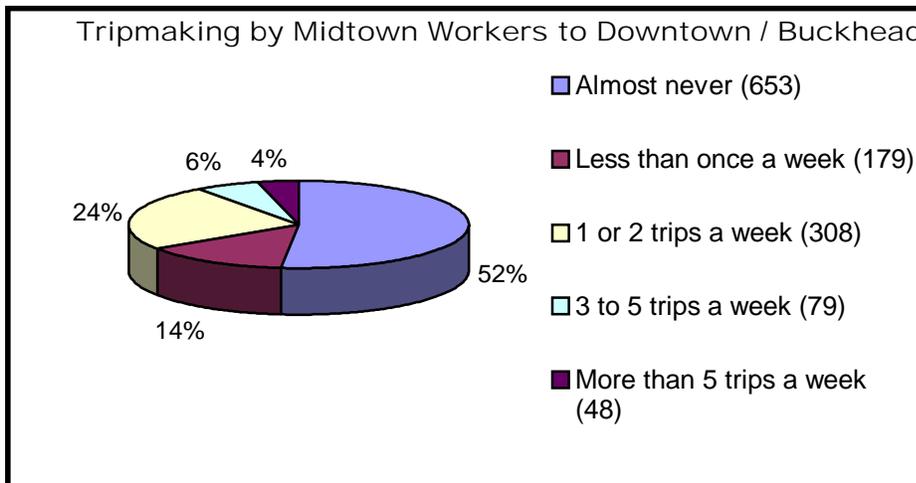
A comparison was made between individuals who drove to work and those who used some alternative means of transportation for commuting. This analysis showed that a worker who drives to work, and thus has an automobile at his or her disposal during the day, is significantly more likely to venture outside the workplace during the day than an individual who used another mode. About 58% of solitary drivers reported making at least one trip each week, compared with only about 46% of non-drivers. Of the 18,000 to 20,000 internal midday trips being made in Midtown each day, about 83% are being made by people who have a car at their disposal. This does not mean that these trips are actually being made by private automobile, merely that they could be. The sheer number of trips shows that emphasis must be placed on making short-distance travel within Midtown pleasurable for walkers, bicyclists and transit users. Doing so has the potential to create a marked decrease in traffic and parking demand during the midday hours.

**Workers who commute by auto are much more likely to make trips within Midtown during the day, so we must make walking, bicycling and transit more attractive to keep them from using the car for those short trips.**

**About one in three Midtown employees make at least one trip a week during the workday to downtown or Buckhead, resulting in up to 9,000 daily trips which could be made by MARTA.**

Survey participants were also asked to indicate how frequently they made trips to Downtown and/or Buckhead during a typical week. Distance precludes walking and bicycling as effective modes for midday business or errand trips, but these trips are good candidates to be served by existing MARTA transit services, assuming both trip ends are near rail stations or bus stops. Results indicate that about one-third of Midtown workers travel to Downtown or Buckhead at least once a week during the workday. The typical worker makes 0.95 such trips, resulting in about 10,000 to 10,500 daily round trips. Workers who drive alone to work make 1.04 trips each week, while those who use an alternative commute mode make only 0.64 trips. This means it is possible that as many as 9,000 to 9,500 midday trips are being made by private automobile to destinations where public transportation is a viable option. Inconvenience associated with long walks, lengthy transfer times, the possibility of inclement

weather and the need to transport materials probably means that few of these trips are being captured by MARTA, however.





# What the Future Holds

Midtown has been able to absorb an incredible amount of growth with relative ease over the past several years, thanks to extensive public transportation coverage, a plentitude of high capacity roadways and ample parking. As the area continues to mature, we must now assess the effects that recent growth have had on our transportation infrastructure and take proactive steps to ensure that accessibility and internal mobility do not become limiting factors in what the future can offer. This will require that a balance point be achieved between continuing to accommodate the personal automobile and

***Achieving a balance between accommodating the personal automobile and encouraging transit use is critical to Midtown's future.***



encouraging the use of existing transit services and potential new services. Both are critical to the future of Midtown.

## LAND USES

Regional employers recognize that good transportation is essential to the economic vitality of any area. Traffic congestion and air quality concerns have led to a greater emphasis on reducing the amount of commuting which occurs by the single occupant vehicle. When considering a relocation or the construction of a new building, many more companies and organizations now actively seek locations which are accessible by transit. This proximity is valuable in retaining employees, reduces the amount of parking which must be provided and demonstrates the employer's desire to be a good civic partner by doing its part in addressing regional travel issues. Midtown's four MARTA rail stations continue to be an excellent selling point in attracting development. Several major office towers have been completed recently or are under construction within convenient walking distance of a rail station.

***Access to the MARTA rail system is becoming an increasingly important selling point in attracting development in the Atlanta region.***



This influx of employment has directly encouraged residential development in Midtown. Many people live in Midtown even though they don't work in the immediate area. They choose to live here because our community offers an exciting urban lifestyle. The area has never had a problem attracting residents who seek out that type of lifestyle. As more and more metro area residents have become frustrated by long commutes, which severely impinge on time that could be spent more productively with family and friends, running errands or just winding down at the end of a long work day, there has been a renewed interest in intown living by a broader spectrum of people. Many workers are beginning to loosen the attachment they have to

***Midtown offers an exciting urban lifestyle which is attractive to a broad range of people.***





their automobile and are excited at the opportunity to leave it parked at home during the day while they ride transit, walk or bike to the workplace. New apartment complexes, high-rise condominiums and townhomes are multiplying to meet the demand generated by the desire to live closer to work.

**Retail development has lagged behind employment and residential growth, but the gap is closing.**

The only element of a true 24-hour urban environment which has lagged a bit has been retail activity. Midtown has a sizeable employment base, residential growth has been extraordinary in recent years, and recreational opportunities such as theatres, restaurants and Piedmont Park festivals abound. But there are few places within Midtown's commercial core where residents and employees can buy groceries, clothes or other essentials. This is not surprising, since retail development is dependent on a critical mass of consumers and buying power. Midtown has only recently developed the residential base required to support these services. Momentum is building. A retail plan is nearing completion. Many new construction projects feature opportunities for street level stores. Unique boutiques are proliferating and national retailers are scouting locations to enter the Midtown market.

**PARKING DEMAND**

Given recent trends, parking is likely to become an increasingly scarce and valuable commodity in Midtown as buildings are erected on former surface



parking lots and developers seek to minimize project construction costs by lowering the number of spaces provided. The current parking demand and the effective supply were used to develop a parking demand ratio, which is a relationship between quantifiable development data. For Midtown, the number of residents, number of employees, office square footage and retail square footage were all used in developing the parking model, described generally in the previous section. Once demand

**Parking demand ratios were developed for Midtown's six zones, based on quantifiable development data.**

ratios were established, changes in development data could be multiplied by the appropriate ratio to estimate future parking needs. For example, in Zone 1, the parking demand factor for office space was estimated at 2.32 per 1,000 square feet. If the amount of office space were to increase by one million square feet, then the additional parking demand is approximately 2,320 spaces.

Parking demand factors vary for each set of conditions. A specific set of factors for each of the six analysis zones was developed since land use types and intensities vary significantly between them. Table A2 of Appendix 2 shows the data estimates and projections used to derive the demand factors. Calculations of parking needs, utilizing calculated demand factors and estimates of the amount of surface lot parking lost due to construction and new deck parking resulting from that construction, are provided in Table A3 of the appendix. Supply and demand calculations were prepared in five-year increments through 2020. For simplicity of calculation, the supply of on-street parking was assumed to remain

**Parking supply and demand were calculated in five-year increments through 2020 for each zone.**

constant over the entire period, although this plan advocates the addition of several hundred new on-street spaces throughout Midtown.

Results summarized in the following table demonstrate that the current excess of parking in Midtown will erode by 2010 and that a significant deficit can be expected by 2020 in all zones but one. The only exception will be Zone 3, which is centered along 10<sup>th</sup> Street. This zone is experiencing fundamental changes in development characteristics and is probably the least stable of all of zones analyzed. This instability can produce results which are open to skepticism. For this reason, parking demands should be re-evaluated in this area two to three years in the future, once the several major development projects under construction have been completed and the stage is set for a more stable development pattern.



Parking Zone	Geographic Description	Parking Supply / Demand / Difference			
		2000	2005	2010	2020
1	16 <sup>th</sup> Street to Brookwood	Supply = 6827 Demand = 7725 <b>Excess = 898</b>	Supply = 9493 Demand = 9883 <b>Excess = 390</b>	Supply = 10898 Demand = 10761 <b>Excess = 137</b>	Supply = 12975 Demand = 13601 <b>Deficit = 626</b>
2	12 <sup>th</sup> Street to 16 <sup>th</sup> Street	Supply = 12677 Demand = 11719 <b>Excess = 958</b>	Supply = 16546 Demand = 16306 <b>Excess = 240</b>	Supply = 18504 Demand = 18592 <b>Deficit = 38</b>	Supply = 22547 Demand = 23591 <b>Deficit = 1044</b>
3	8 <sup>th</sup> Street to 12 <sup>th</sup> Street	Supply = 4201 Demand = 2816 <b>Excess = 1385</b>	Supply = 6197 Demand = 4107 <b>Excess = 2091</b>	Supply = 7124 Demand = 4735 <b>Excess = 2389</b>	Supply = 8923 Demand = 6080 <b>Excess = 2843</b>
4	3 <sup>rd</sup> Street to 8 <sup>th</sup> Street	Supply = 4846 Demand = 4398 <b>Excess = 448</b>	Supply = 5261 Demand = 6250 <b>Deficit = 988</b>	Supply = 5467 Demand = 7353 <b>Deficit = 1886</b>	Supply = 5791 Demand = 9650 <b>Deficit = 3859</b>
5	Linden Avenue to 3 <sup>rd</sup> Street	Supply = 4469 Demand = 3775 <b>Excess = 694</b>	Supply = 4961 Demand = 4722 <b>Excess = 239</b>	Supply = 5237 Demand = 7353 <b>Deficit = 181</b>	Supply = 5706 Demand = 6876 <b>Deficit = 1770</b>
6	I-75/85 to Linden Avenue	Supply = 5545 Demand = 5158 <b>Excess = 387</b>	Supply = 6191 Demand = 5985 <b>Excess = 206</b>	Supply = 6799 Demand = 6788 <b>Excess = 11</b>	Supply = 8002 Demand = 8561 <b>Deficit = 559</b>
<b>TOTAL</b>		Supply = 39463 Demand = 34693 <b>Excess = 4770</b>	Supply = 49039 Demand = 46863 <b>Excess = 2178</b>	Supply = 54029 Demand = 53647 <b>Excess = 432</b>	Supply = 63944 Demand = 68359 <b>Deficit = 4415</b>

**TRANSIT DEMAND**

Like many metropolitan areas around the country, Atlanta has experienced slow steady growth in total transit ridership over the past several years. This is not surprising in light of continued increases in population and overall tripmaking activity. Despite the growth in patronage, the percentage of all trips accommodated by transit has not changed dramatically. Increased concern over air quality and other environmental impacts generated by motor vehicle travel, coupled with frustrations over congestion and long commutes, have increased the desirability of transit for many. This has been largely offset, however, by a strong local economy, which has enabled more people to afford to own and operate their own vehicles.



*The percent of trips to and from Midtown made by transit is expected to slowly increase over the next 20 years.*

The Atlanta Regional Commission travel demand model shows that the percentage of commute trips to and from downtown and Midtown made by a mode of transportation other than the single occupant personal vehicle will rise from about 28% today to about 34% by 2020. Likewise, the percent of all trips in and out of the area made by alternative modes will rise from 19% to nearly 23%. This correlates closely with the online survey results, which showed that about ¾ of Midtown employees drive alone to work most or all of the time. The percentage of trips captured by transit and other modes may be slightly



higher for downtown than Midtown proper due to limited parking supply, higher parking costs, greater roadway congestion and more convenient accessibility to the MARTA rail system. Regardless, the model results show that transit will slowly gain ground over the next 20 years on the single occupant vehicle for travel between Midtown and the rest of the Atlanta region.

There are several reasons why the first decade of the 21<sup>st</sup> century could produce an increased demand for transit services. The high cost of gasoline and increased competition for parking may convince some travelers that transit provides a better mobility option than driving. The economy, while still good, appears to be cooling off after eight years of torrid expansion. If a recession were to occur, consumers would likely explore ways to reduce expenses. Switching to transit is one of several excellent ways to tighten a household budget. Another factor working in favor of transit is a growing desire among regional residents to live closer to their place of employment and within convenient distance of entertainment and recreational opportunities. Midtown offers that type of environment, where trips can be made easily by a variety of modes other from the private automobile.

**Several factors will contribute to an increase in transit use, but the most effective way to reduce dependence on the private auto is to have a true regional transit system.**

All of these factors are likely to result in only minimal shifts in travel behavior, however, unless a true regional transit system is in place to meet high expectations of convenience, reliability and ease of access to a wide variety of destinations. The Georgia Regional Transportation Authority will be undertaking a study over the next three years to determine whether such a system is feasible and, if so, what component elements and implementation responsibilities are appropriate.



**THE PARKING AND TRANSIT RELATIONSHIP**

The relationship between parking and transit is both simple and complicated. A decline in the attractiveness of one option will directly increase the attractiveness of the other, and vice versa. That's the simple part of the relationship. But this shift in attractiveness may not necessarily translate into a shift in usage levels. That's where it becomes much more difficult to quantify how parking and transit affect each other.

Many variables such as cost, convenience, safety, reliability, comfort and level of concern for the environment affect an individual's travel decisions. The importance of each of these variables varies from person to person. Wealthy individuals are apt to place less importance on cost than someone who is earning minimum wage. An ardent environmentalist may place greatest emphasis on the ability to contribute, through their personal travel choices, to improving regional air quality. An expectant mother may value convenience and safety above all else. Everybody's viewpoint is different.

**Many considerations go into a person's choice of travel mode.**

**Each of these considerations help define and inverse relationship between the attractiveness of parking and transit as travel options.**

Increasing the supply of parking or lowering its cost would certainly make driving to work a more attractive option to many commuters who currently use transit. But what if accessing the parking supply meant having to endure traffic congestion or if the closest available lot were located several blocks from the final destination? What if buses ran more frequently or if shelters were

more comfortable? Would these considerations be enough for transit operators to retain existing riders on or draw new patrons?



The relationship is easy to understand, yet difficult to describe in precise numbers due to the interplay between so many variables. The information presented in the previous section provides a sound basis upon which to define general analytical relationships. Insight gained from this analytical exercise is useless unless given context, however. Before we can develop appropriate recommendations, we first have to define what exactly the Midtown community wants to be.



**THE MIDTOWN OF THE FUTURE**

In the not too distant future, it should be convenient for a Midtown resident to go to work, browse for a sweater or a pair of shorts over lunch, pick up some bread and milk on the way home in the evening, go out for dinner, take in a movie or play, and cap the evening off with coffee and dessert without ever needing anything more than their own feet to get them around. Fostering a pedestrian friendly environment is, of course, key to developing the proper balance of tripmaking within Midtown. It is not the complete answer, however. There will always be the need for people to drive into the area and park their vehicles. There will always

be individuals who rely on public transportation services because they freely choose not to drive for whatever reason, cannot afford to own or operate an automobile, or have a disability which prohibits them from driving.

***Our focus should be on increasing the efficient use of basic services for both drivers and transit users.***

We must ensure that basic services remain available for both drivers and transit users and focus our energies on using these facilities and services as efficiently as possible. A pedestrian friendly environment linking parking facilities, transit services, residences, office towers, entertainment destinations and other locations is but one piece of the puzzle.

In managing the available parking supply, we must make every reasonable effort to encourage turnover between a variety of users throughout the day. Parking spaces should not sit empty for extended periods

***Driving and parking should be facilitated, but not encouraged.***

of time if there is a way for these resources to be used continuously. Doing so could eliminate the need for new facilities, while still meeting increasing levels of demand. Adopting a strategy of building massive amounts of new parking will not only be expensive and time consuming, but would surely result in additional congestion on the street system. This scenario would be counterproductive to regional initiatives related to improving air quality. While driving and parking should be facilitated in Midtown, movements by private automobile should not be actively encouraged through such policies.

Capital and operating expenses can be very high for new transit operations, so we must place priority on maximizing the visibility and convenience of existing services. Programs should be developed that direct financial investments in services into improving the comfort, reliability and safety of these existing services. This approach will minimize costs and will help ensure that there are viable transportation options available to meet most travel needs. As appropriate, limited additional transit services should be provided as funding allows and demand warrants. Any new transit services must provide direct connections to existing services and should provide opportunities to use Midtown's parking supply more efficiently.

***Limited new transit services should complement existing services and allow the more efficient use of parking***

It is this basic concept of more effective management on both sides of the parking/transit relationship, rather than extensive investments in the physical infrastructure, which lies at the heart of most



recommendations outlined in the next section. This is the only approach that is fiscally prudent and realistic for both Midtown and the entire Atlanta region.

**MODE SPLIT GOALS**

Information and data reviewed in developing this plan show that parking supply and demand are in reasonable balance today, but that may not be the case for too much longer in the future. Roughly 25% of commute trips and 20% of non-commute trips with at least one end point in Midtown are currently made by transit, bicycling or walking. Increases in both of these shares over the next 20 years are anticipated as driving begins to lose ground against these modes in terms of convenience and cost.

Midtown should pursue an aggressive, proactive strategy of defining desired mode splits which exceed those predicted by the ARC regional travel demand model. Doing so will be the only way to ensure that an appropriate balance between parking and transit use is achieved and maintained. This will be critical to Midtown’s continued growth in office, retail and residential sectors. It is recommended that strategies be implemented with the intent of

**40% of all Midtown commute trips should be by alternative mode by 2020.**

**30% of all non-commute trips to and from Midtown should be by alternative mode by 2020.**

decreasing the share of commute trips made by single occupant drivers by ¾ of a percentage point each year over the next 20 years. By 2020, this will equate to about 40% of these trips being made by transit, bicycling or walking. Non-commute trips should be reduced by at least ½ of a percentage point annually, resulting in 2020 travel patterns that use alternative modes about 30% of the time.

The key to maintaining the appropriate balance between parking and transit will require a variety of innovative approaches. Recommendations outlined in the following section should help the Midtown meet, and possibly exceed, these lofty goals.



## P rogram Components

Midtown is facing the challenge of defining a transportation infrastructure which will meet its mobility needs well into the future. A number of different initiatives are currently underway to meet this challenge. Streetscape concepts are being designed to encourage pedestrian and bicycle movements, which will reduce strains on the roadway network, the environment and the overall quality of life associated with unnecessary vehicular traffic. Traffic flows have been analyzed along several corridors to identify ways to ease congestion and improve circulation through better use of existing facilities. The entire community is working closely with Atlantic Station development interests and local, state and federal transportation agencies to develop plans which protect the interests of everyone and provides necessary infrastructure improvements. These are but a few examples of how transportation issues are being addressed on a variety of fronts in Midtown.



The Midtown Parking and Transit Plan contains parking and transit recommendations which support all of these inter-related initiatives and were developed within the context of broader Blueprint Midtown goals and objectives.



## THE CONTEXT

In addition to the overall vision statement outlined in the previous section, several basic assumptions were made to provide the framework necessary to develop a program to address Midtown's parking and transit needs over the next 20 years. These assumptions included:

- Growth will remain strong over the next 20 years, but will not be quite as aggressive as it has been over the past decade.
- Midtown will continue to become more pedestrian and bicycle friendly through an aggressive ongoing program of sidewalk construction, streetscape improvements and bicycle lane installation.
- Maturation of a true mixed-use environment will increase the potential that long distance automobile and transit trips can be replaced by walking and bicycling trips that are contained entirely contained within Midtown.
- The roadway network will remain reasonably similar to what exists today, with the exception of a new 17<sup>th</sup> Street bridge over I-75/85 to Atlantic Station and associated improvements to 14<sup>th</sup> Street and 15<sup>th</sup> Street.
- The MARTA rail system will continue to extend further into the suburbs, but no new heavy rail lines or stations will be developed within Midtown itself.
- The basic structure of the MARTA feeder bus system will remain intact, although precise routings and schedules may change over time as conditions warrant and available funding dictates.
- New transit services, such as express bus routes and light rail lines, are likely to be implemented to move people between Midtown rail stations and other parts of the Atlanta region. The most notable proposals on the horizon include bus service to and from Gwinnett County and light rail service linking the Arts Center rail station with Atlantic Station and points to the south and northwest.

Four programs have been developed to address Midtown's parking and transit needs:

- **On-Street Parking Management Program**
- **Private Parking Operations Coordination Program**
- **Enhancement of Existing Transit Services Program**
- **Additional Transit Services Program**

Each program relies on elements of the others to maximize opportunities for success. The following sections outline specific elements which should be included in each of the four core programs. The On-Street Parking Management Program and the Enhancement of Existing Transit Services Program should receive first consideration by the Midtown community when establishing priorities. Elements of each of these programs are presented in reasonable order of a preferred implementation schedule, but efforts on all can be undertaken simultaneously and immediately at the discretion of the responsible parties. The Private Parking Operations Coordination Program should receive second priority, although it can be easily undertaken in conjunction with the first two program depending on resource availability. The Additional Transit Services Program should not be undertaken until significant progress has been made implementing elements of the first three programs. First and second priority programs are much less costly and their success will be the ultimate determinant of whether additional transit services are needed to maintain an appropriate balance of parking and transit in Midtown.



## ON-STREET PARKING MANAGEMENT PROGRAM

- **Conduct a comprehensive traffic circulation study within the commercial core.**

Considerable attention has been paid in previous planning efforts to the possibility of converting major north/south streets to two-way operation. Little attention has been paid to local streets, however. This proposed effort would focus exclusively on Midtown's local street network, where most of the current on-street parking supply is located. Many of these streets are narrow and have been designated for one-way travel, with parallel parking along one or both sides. It is not uncommon for widths, parking configurations and permitted travel directions to change from block to block. This situation is confusing to drivers and complicates the search for available parking. A circulation plan would define a more consistent and understandable street network and help ensure that the available on-street parking supply is used as effectively as possible. The plan would not attempt to reshape the network through new rights-of-way or abandonments; rather, it would identify changes which require only signing, restriping and/or very minor spot widenings.

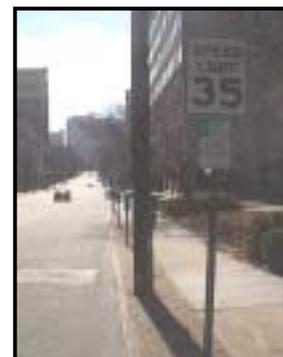


- **Designate existing on-street parking clearly and consistently.**

The lack of pavement markings and erratic signing results in many people being unsure what is permitted and what isn't. Rather than risk getting a ticket, they opt to use off-street parking lots or decks instead. On-street parking is a valuable resource in establishing a vibrant, urban atmosphere and its use must be encouraged as much as possible. Although some changes might be necessary based on the comprehensive circulation plan, it is important to proceed as swiftly as possible in marking and signing the existing supply. Initial efforts should be concentrated along major routes which are unlikely to experience changes as a result of the circulation plan. This approach will minimize the amount of repetitive effort on local streets should circulation details not be finalized for several months.

- **Implement uniform time limits.**

Most on-street parking in Midtown either has a two-hour limit or no limit at all. Locations where parking is limited to one hour or less are few. This basic strategy is appropriate, but Midtown needs more consistency in how time limits are determined at specific locations. Valuable spaces adjacent to retail stores or office towers should not have unlimited times. Midtown needs more short-term parking to accommodate shoppers and people running errands or attending meetings. Many convenient spaces ideally suited for these purposes are being used by workers who park early in the morning and do not leave until the end of the work day. These spaces should have a short time limit to encourage turnover. As a general rule, two hours is a good period since it would cover the amount of time required for most meetings or to have lunch. During implementation, some consideration should be given to restricting a small number of the most convenient spaces to 30 minutes or one hour. For the immediate future, however, consistency is a much more pressing need so that drivers can be made more aware of the available supply.





- **Maintain and enforce existing residential permit parking programs.**

Three neighborhoods in Midtown already have residential permit parking programs: Ansley Park, Home Park and Inwood Circle. In Ansley Park, non-registered vehicles are prohibited from parking along streets near Peachtree Street between 6 a.m. and 8 p.m. seven days a week. This restriction is necessary due to the proximity of the neighborhood to several major office towers and the Woodruff Arts Center. In Home Park, the intent is to prevent Georgia Tech students from parking in the neighborhood during the week to avoid purchasing a campus permit. Inwood Circle is an apartment community located at the northern end of West Peachtree Street, between the Temple and two television studios: WSB and WXIA. Restrictions apply only during the morning and afternoon commute periods, but not during midday hours when residents are at work and those spaces could be used by visitors to the adjacent facilities. These programs should remain in place to ensure that Midtown's residential neighborhoods remain pleasant places to live.



- **Monitor need for additional residential permit parking programs.**

In this planning effort, two areas were considered for new residential permit parking programs. The first area included 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> Streets between Juniper Street and Piedmont Avenue and along Piedmont Avenue itself between 10<sup>th</sup> Street and 14<sup>th</sup> Street. This area features many homes, apartment complexes and condominiums with limited off-street parking, so the on-street parking is valuable to residents and their guests. Because of the level of residential parking activity, there are currently no time limits on spaces on any of these streets. The area is convenient to office towers along Peachtree Street, so many spaces are used during weekdays by commuters to avoid purchasing parking permits in a deck or surface lot. The other area considered for a residential permit parking program was the Midtown neighborhood, particularly the northern and western portions most convenient to Piedmont Park and Midtown's commercial core. This neighborhood is not heavily impacted by commuter traffic, but is severely strained by park visitors on the weekends and restaurant / night club patrons during the evenings.



The most appropriate way to address parking problems in these areas is by making additional options available to non-residents. Developing shared-use agreements with nearby parking decks, making transit a more convenient alternative for short trips within Midtown and providing a more pleasant pedestrian environment that encourages walking greater distances will all be effective strategies. Simply prohibiting non-residents from parking in these areas is not practical given the increasingly limited supply of long-term parking in Midtown.

The need for permit programs in these areas will continued to be monitored. The City's general ordinance requires that areas wishing such designation must contain no less than 100 single family homes and at least 12,000 linear feet of street frontage. To be eligible, curb occupancy must exceed 75 percent and commuter vehicles must represent 33 percent of the parking vehicles. A proposed program must be supported by at least 70 percent of the residences, with high-density residential communities counting as a single residence. The two areas described are unlikely to meet one or more of these requirements, but it is possible to have ordinances adopted that address a community's unique needs. The Ansley Park and Inwood Circle programs are two examples where all criteria of the general ordinance were not met.



- **Implement a metered parking zone.**

A more structured on-street parking program will not be helpful if it cannot be enforced. Signed parking requires a great deal of effort to monitor consistently. In the absence of sufficient staff and equipment resources to monitor vehicles parked in these spaces, abuse of time limits or other restrictions is likely. Metered parking is much easier to enforce and motorists are likely to be more observant of restrictions because of the visibility of meters in comparison to signs. This helps promote the turnover of spaces multiple times through the day. Office towers, restaurants and retail shops generally reap the greatest benefit from an efficient use of short-term parking. Because of this, on-street spaces along streets in the immediate vicinity of Peachtree Street, where such land uses are most concentrated in Midtown, should be targeted for a metering program. Several streets in Midtown already have meters to manage curbside parking, although most have fallen into a state of disrepair or have been vandalized.



Meter rates should be set so that, at a minimum, the cost of maintenance, money collection and enforcement are offset. A rate of 25 cents for either 15 minutes or 30 minutes is probably appropriate to cover these costs and provide a minimal revenue stream to help fund the overall program. As with time limits, consistency of rates is important in educating the general public. Although a higher rate may be desirable for the most convenient spaces, there is substantial benefit to having the same rate for the entire zone.

Several types and styles of parking meters are available. The most important change in parking meters recently is the range of possibilities provided by the conversion from a mechanical device to an electronic one. Parking meters are still designed to regulate and identify the amount of time a vehicle has been parked in a particular space, but electronic meters tend to be much more reliable. Newer devices can also control the use of multiple spaces. Instead of individual meters adjacent to every space, the spaces are numbered and a central box is used to accept money and issue receipts. The receipt serves as proof of payment and can include the date, time and length of stay purchased. Payment options can include coins, cash, credit cards and debit cards. These meters offer good audit and revenue control potential since it is now possible to precisely match the amount of money collected with the amount inserted. Old mechanical meters offered no such ability.

Electronic meters can be programmed to vary rates or time limits based on the time of day or during special events. They can also display negative time so that it is possible to determine how long the vehicle has been in violation. A friendly enforcement policy could involve issuing citations only after the meter has been expired for five or ten minutes.

Finally, state-of-the-art electronic meters are much more resilient and aesthetically pleasing. Maintenance needs typically involve only regular battery replacement or cleaning the solar cell window to ensure a consistent power supply. A variety of designs are also commercially available to integrate into streetscape programs and the overall character of the area.

The Midtown Alliance will need to work with the City of Atlanta in developing an implementation plan for the metered parking zone. The City has funds available from a bond referendum passed in November 2000 for meter installation.

- **Identify opportunities for additional on-street parking.**

Streetscape design projects have identified the potential for new on-street parking along West Peachtree Street between North Avenue and 14<sup>th</sup> Street. Design efforts are currently underway



along several other arterial corridors. As additional corridors are examined on a detailed basis, incorporating parking along one or both sides should remain a priority for consideration. Juniper / Courtland Street, Spring Street and Piedmont Avenue south of North Avenue are good candidates for parking along at least one side for part or all of the day. In addition to identifying opportunities along these major corridors, the circulation plan should give consideration to maximizing the number of spaces available on local streets in determining whether one-way or two-way operations are appropriate.

Figure 5 presents additional detail on each element of the on-street parking program. These recommendations focus on modifying the way that current spaces are being used and adding new spaces along several north/south corridors. No existing parking was removed, with only a couple of exceptions. In one case, along 10<sup>th</sup> Street between Juniper Street and Piedmont Avenue, spaces were removed per the results of a streetscape project along that corridor. The other situation involved the conversion of several spaces along 15<sup>th</sup> Street for the exclusive use of buses transporting patrons of the Woodruff Arts Center. Specific recommendations highlighted in the figure include:

- Identifying the limits of the metered parking zone.
- Converting all spaces within the metered parking zone to two hour time limits.
- Converting additional spaces with no current time limit on several streets to a two hour limit.
- Adding two hour spaces along the west side of Peachtree Street between 17<sup>th</sup> Street and 16<sup>th</sup> Street. This area is currently used on Sundays by churchgoers, but parking is prohibited at all other times.
- Developing bus parking spaces with no time limits along the west side of Peachtree between 16<sup>th</sup> Street and 15<sup>th</sup> Street to serve Woodruff Arts Center and the High Museum. This improvement would be done in conjunction with a restriping of the left turn lane on the southbound approach to 15<sup>th</sup> Street. The turn lane would be shortened so that two through lanes can be maintained in front of the High Museum, then be shifted to the right immediately prior to the intersection to carry through to 14<sup>th</sup> Street.
- Adding two hour parking along both sides of West Peachtree Street between 14<sup>th</sup> Street and North Avenue, as defined in that corridor's streetscape design work. Parking between 10<sup>th</sup> Street and 14<sup>th</sup> Street would be limited to non-peak times.
- Extending the limits of new two hour parking along both sides of West Peachtree Street south of North Avenue to Renaissance Parkway.
- Extending the limits of new two hour parking along the west side of West Peachtree north of 10<sup>th</sup> Street to 18<sup>th</sup> Street. Parking would be prohibited during the commute periods. A bike lane is being planned for the east side of the street.
- Adding two hour parking along the east side of Spring Street from 14<sup>th</sup> Street to Pine Street. Parking would be prohibited during the commuter periods. It was assumed that a bike lane will ultimately be implemented along the west side of the street to provide a companion facility to a northbound lane along West Peachtree Street.
- Adding parking with no time limits along Williams Street and Abercrombie Place.
- Adding two hour parking along both sides of Juniper Street between 14<sup>th</sup> Street and 6<sup>th</sup> Street. No parking will be permitted between 6<sup>th</sup> Street and 5<sup>th</sup> Street due to a hill which severely restricts visibility for southbound motorists.
- Adding two hour parking along both sides of Juniper / Courtland Street between 5<sup>th</sup> Street and Currier Street. Parking would be prohibited during the commute period between 5<sup>th</sup> Street and North Avenue so as not to create additional congestion along the corridor.
- Adding two hour parking along both sides of Piedmont Avenue south of Linden Avenue.

This set of improvements will expand Midtown's total on-street parking supply from roughly 1,800 today to approximately 2,800 when the program is fully implemented. It will also involve installing meters at roughly 850 spaces within the Peachtree corridor, about one-third of the total inventory.



Approximate costs have been developed to implement the recommended on-street parking program:

- Purchase and installation of standard electronic parking meters (one meter per space with only coins accepted) at 850 locations - \$300,000
- Signing and striping of the entire supply, including new spaces - \$50,000
- Annual maintenance - \$15,000
- Comprehensive circulation study - \$50,000



### PRIVATE PARKING OPERATIONS COORDINATION PROGRAM

Parking supply and demand in Midtown are in reasonable balance today, although there are specific locations where this is not true. Given current commute patterns, there will be a distinct imbalance in large portions of Midtown before 2010. Demand is expected to outstrip supply as more surface parking is lost to development and garages in new structures are sized to meet only the minimum requirements of tenants. The Blueprint Midtown discourages the construction of new surface parking lots, so this supply cannot be replaced. Retail shops, restaurants, night clubs and cultural venues are likely to feel the effects of this loss most, as many do not have a dedicated parking facility for patrons. The on-street parking program will help offset these losses to a degree, but probably not entirely.

**Many businesses, restaurants, night clubs and cultural venues do not have parking onsite and may soon feel the effects of a dwindling surface parking supply.**

There are an abundance of privately owned decks and garages which are used to meet the parking needs of a specific market. These include facilities which are associated with office buildings, churches, hospitals and high density residential communities. Many of these structures are nearly vacant or are closed entirely when not serving the market for which they were constructed. For example, a garage associated with an office building is likely to be underutilized during the evenings and on weekends. In contrast, a parking facility built to serve an apartment complex will probably be nowhere near capacity during the work day.



The owners and operators of these decks and garages should enter into shared use agreements with representatives of facilities which are in need of parking for their patrons. A shared use agreement simply allows multiple destinations to utilize a common parking facility for their entire mix of employees, residents, guests or visitors. As an example, an office building garage which has unused capacity could make

**Shared use parking agreements permit multiple destinations to use a common parking facility.**

a portion of the available spaces open for restaurant valet parking. Likewise, arrangements could be made to keep the garage open past normal business hours so that patrons of nearby theatres, night clubs and other destinations have a place to park.

**A community events calendar would permit better planning on making the parking supply available to the general public.**

Midtown already has numerous examples of shared parking arrangements, although most are not formal agreements. Several private parking facilities associated with office buildings make their supply available, for a fee, in the evenings and on weekends for use by the general public. These potential profit opportunities are seldom missed by savvy operators, but a regularly published

calendar of Midtown events would enable the more efficient use of the community's abundant parking supply.

Emphasis on establishing additional shared use agreements should be placed on making additional supply available during the evening hours and on weekends to help foster the 24-hour environment which the Blueprint envisions. Agreements which benefit the daytime operations of shops, restaurants and cultural venues should also be a priority. In contrast, agreements which make additional spaces available to employees during the work day are not desirable. Increasing the parking supply for employees would partially offset the incentive to use transit, bicycle or walk for commute trips. The parking needs of visitors who are making deliveries or attending

**Shared use agreements should emphasize the evening and weekend periods.**



meetings in Midtown offices will be met through a combination of existing allocated spaces, the recommended on-street parking program and general purpose surface lots in the vicinity.

In most cases, there are no design issues associated with making a deck part of a shared use agreement. For office building garages and decks, it may be advantageous, however, to have separate general public areas so that employees are not adversely during events. There are a variety of ways to cordon off portions of an existing facility with minimal investment, although some facilities will not lend themselves to such treatments. Preferably, separate entrances and exits should be provided for the various users and facility sections, but smooth operations can usually be maintained regardless.

Figure 6 defines nine excellent opportunities for shared use agreements, overlaid with the locations of privately owned decks and garages. These opportunities were defined based on the locations and spheres of influence of major recreational and entertainment venues. When combined with surface parking lots and on-street parking, each of these areas has adequate parking supply available within a convenient walking distance to accommodate peak demand. Opportunities for agreements are greatest during the evenings and on weekends. Since residential and lodging parking facilities experience heaviest demands at those times, they are not depicted on the figure as potential facilities for shared-use agreements. A brief description of the characteristics and needs of each opportunity is provided below:

- **Fox Theatre District**

Originally constructed as the Yaarab Temple Mosque for the Shriner's organization and opened in 1929, the Fox Theatre is a magnificent performing arts venue that seats nearly 4,000. Plays, concerts, movies and special occasions are hosted virtually every day in its main auditorium, two main ballrooms and other facilities. It has no on-site parking and patrons must either park in a nearby private lot or structure or use the limited on-street supply which is located within a convenient walking distance. The theatre is located within two blocks of MARTA's North Avenue rail station, but most patrons opt to drive rather than use transit. The theatre is at the core of a district centered along Peachtree Street which includes several restaurants which cater heavily to the Fox's patrons.



- **Alexander Memorial Coliseum**

This facility's primary function is to serve as the home of the Georgia Tech men's and women's basketball teams. With a capacity of slightly less than 10,000, Alexander Coliseum typically hosts about 15 to 20 games each year for both sports. The coliseum is also used for other smaller athletic competitions and occasional entertainment and cultural purposes. The site has a small surface lot which is reserved for VIPs and official uses during events. Public parking in the area is limited and fans often park in surface lots east of I-75/85 or walk from the MARTA's Midtown rail station, located five blocks away.

- **Grant Field**

Bobby Dodd Stadium at Grant Field is the home of the Georgia Tech football team and has a seating capacity of about 45,000. It hosts six or seven home games annually, most of which are held on Saturday afternoons or evenings. On occasion, ESPN will elect to broadcast a Tech game and have it rescheduled for Thursday night. Parking on campus is extremely limited and it is not uncommon for fans





to park long distances away. Because of the difficulties associated with parking, many elect to use MARTA and walk from the North Avenue station, located about four blocks to the east across I-75/85.

- **Mixed Use Zone**

The portion of central Midtown generally bounded by 10<sup>th</sup> Street on the north, 4<sup>th</sup> Street on the south, West Peachtree Street on the west and Juniper Street on the east is rapidly emerging as the community's most diverse area in terms of the range of land uses. Large apartment communities, office buildings, restaurants, shops, cultural venues and night clubs are all found in this zone. This zone also includes an area along 5<sup>th</sup> Street adjacent to I-75/85 which will soon be developed by Georgia Tech as a technology center, adding educational facilities to the existing mix of land uses. Development in this zone has been torrid over the past two to three years and there are currently at least ten major projects either planned or already under construction. There is a good mix of surface parking, on-street parking and private structures in the area. Maximizing the efficiency of their use will be paramount to fostering the continued development of this area.

- **Commercial Node**

The intersection of 10<sup>th</sup> Street and Piedmont Avenue is the focal point of a small but lively commercial district, which features several excellent restaurants, a book store, several service oriented businesses, a convenience grocery store, a popular night club and other important community resources. There are several small lots affiliated with particular businesses and their use is closely guarded by owners. While sufficient to meet demand during the day, many patrons make use of on-street parking in the vicinity. In general, use of surface lots and MARTA's Midtown rail station, located several blocks to the west, are minimal by visitors to this zone.



- **Residential Zone**

The portions of 14<sup>th</sup> Street, 13<sup>th</sup> Street, 12<sup>th</sup> Street and 11<sup>th</sup> Street between Juniper Street and Piedmont Avenue are primarily residential and include a broad mix of houses, small complexes and high-rise developments. Several new residential projects are under construction in the zone. Most streets feature curbside parking, but competition for spaces can be intense due to the area's proximity to large office buildings to the west, Piedmont Park to the east and the 10<sup>th</sup> Street / Piedmont Avenue commercial node to the south. Visitors to residences in the area also compete for on-street spaces since many developments do not provide off-street parking. The zone is not particularly convenient to the MARTA rail system.

- **Restaurant Zone**

A small area along and immediately around Crescent Street between 14<sup>th</sup> Street and 12<sup>th</sup> Street is emerging as Midtown's most exciting restaurant zone. This area is characterized by older houses and small buildings which have been converted into an eclectic mix of fine restaurants. Many small apartment complexes can also be found in this zone. A smaller strip of restaurants also exists along Juniper Street, but the two areas are separated by Peachtree Street and an uninviting swath of surface parking lots. On-street and surface parking in the area is sufficient for the time being, but development is likely to remove much of the surface parking supply over the next several years. The remaining on-street parking supply will probably not be large enough to maintain the vitality of this zone. The area is centrally located midway between between



MARTA's Midtown rail station, about three blocks to the south, and the Arts Center rail station, about three blocks to the north. Although not far in terms of distance, the zone feels isolated because no direct route exists to the stations. Consequently, few patrons elect to use transit to access the area.

- **Piedmont Park**

Piedmont Park is the heart and soul of Midtown. The 185-acre oasis provides a welcome respite from the hustle and bustle of daily life. There are very few parking spaces within the park itself, so visitors who are not within walking distance make use of on-street parking in residential areas to the immediate west, south and east. Most of the time, this does not create significant problems. Several times during the spring and summer months, though, Piedmont Park hosts large festivals which can draw up to 50,000 people at any given time to the area. This enormous influx of people overwhelms the existing parking supply and it is not uncommon for motorists to park up to a mile away. The MARTA Midtown rail station is located about six to ten blocks away from portions of the park where most festival activities are congregated, which can be a difficult walk for some patrons. Most organizers of large festivals provide shuttles to and from the rail system and actively encourage visitors to use transit to avoid parking difficulties. Arrangements with deck and garage owners are also common to provide parking for staff, volunteers and other official vehicles, but generally not for the public.



- **Woodruff Arts Center / Cultural Zone**

This zone is home to the densest concentration of Midtown's cultural venues. The Woodruff Arts Center houses the Atlanta Symphony Orchestra, the Alliance Theatre Company, the Atlanta College of Art and the High Museum within a complex along Peachtree Street. The zone also includes numerous other facilities such as the Atlanta Ballet, the Center for Puppetry Arts, Center Stage Theatre and small playhouses along the Spring and West Peachtree corridors to the immediate west. Dedicated parking for staff, volunteers, performers and patrons is limited within the zone, although several large surface lots and parking garages help meet current demand during performances. Although the MARTA Arts Center rail station is conveniently located at the center of this zone, it is not heavily utilized by patrons of these facilities.



Opportunities for shared use agreements between facilities in these zones and the owners and operators of parking facilities are abundant. The additional cost to operate the facilities for additional hours during the evenings and on weekends can be offset by user charges and/or payments by the facility whose patrons will be the beneficiaries. The management and operation of these garages and decks can be contracted out to a for-profit company if a suitable business plan benefiting all involved parties can be reached. Security, property damage liability issues and signing requirements would also need to be incorporated into all shared use agreements to protect the interests of each party.

Before shared parking agreements are developed, involved parties should first attempt to decrease the number of vehicle trips through promotion and support of transit services which serve these areas. The feasibility of transit for accommodating trips to various destinations around Midtown will vary considerably, but that option should always be explored implementing any policies or programs that encourage driving into the community.



## ENHANCEMENT OF EXISTING TRANSIT SERVICES PROGRAM

MARTA provides extensive public transportation services within Midtown, while CCT operates several commuter routes which access MARTA rail stations. Georgia Tech operates a shuttle for its faculty, staff, students and visitors, while several major Midtown employers provide similar shuttle services for employees. The transit infrastructure in Midtown is excellent. We must identify ways to make these services more visible and attractive to potential users.



The Midtown community must do everything within its power to fully utilize available services. The review of parking demand and supply clearly demonstrates that greater reliance on alternative modes of transportation is necessary for Midtown to continue a strong rate of growth over the next 20 years. Shared-use parking agreements will help alleviate deficiencies on a case-by-case basis, but will do little to provide solutions that address broader mobility issues. Recommended projects and programs which should be undertaken include:

- **Install detailed maps of Midtown at kiosks throughout the area.**

One factor which limits the use of the MARTA rail system is that stations are not located within direct view of many of Midtown's major destinations, such as office towers and cultural venues. Even though virtually all of Midtown is within a ten minute walk of a rail station, and almost half within only five minutes, the perception of distance is much greater. Signing to and from stations is virtually non-existent and pedestrian accessibility is indirect in many cases.



The purpose of this initiative will be to promote the continued pedestrianization of Midtown and increase the level of awareness of transit services. A limited program was enacted in preparation for the 1996 Olympic Games, but only a small number of signs were installed and they have since become outdated or become marred by vandalism. Maps should depict the street network, MARTA rail stations, major buildings and bus routes. As with current signs, additional space can be used to provide information about particular points of interest transit operating schedules. A portion of the installation can be reserved for a rotating fact sheet with pertinent timely information on events and public safety notices. They should be located along sidewalks, in front of rail station entrances and within the rail stations themselves. It is estimated that fifty such installations would provide a good level of coverage for this program. An estimated budget of \$75,000 is needed to develop and produce the map and construct attractive but not overly elaborate kiosks. An annual amount of about \$10,000 should be set aside for maintenance and to update and reproduce the map periodically.

- **Distribute copies of Midtown maps.**

Copies should be made available free of charge to building managers, businesses, cultural venues and other interests for display in lobbies and other areas within their properties. Small versions should be available for distribution to the general public, perhaps at a nominal charge to pay for production costs. An annual budget of \$20,000 should be made available to pay for production costs associated with this program.



- **Increase services along MARTA #10 Peachtree Route.**

This bus route provides service along Peachtree Street between the Arts Center rail station and downtown, paralleling the rail line. It is one of a very small number of MARTA bus routes which is not intended primarily to feed the rail system. Vehicles run at 20 minute intervals on weekdays, 30 minutes at night and 25 minutes on the weekend. This is not frequent enough for most potential patrons to consider using the route as a local circulator. To operate four additional buses on the route during the workweek would cost approximately \$500,000 annually.

- **Improve visibility and attractiveness of MARTA #10 Peachtree Route.**

The Midtown community should work with MARTA to determine service improvements which will make the route more inviting to people who are currently making short trips by a private automobile. Emphasis should be placed on drawing midday trips within Midtown made by workers to such destinations as shops, restaurants, rail stations and other office buildings. Developing distinctive wraps for busses permanently assigned to the route, increasing the number of vehicles on the route to provide more frequent service and constructing visually interesting shelters with amenities such as comfortable benches, maps, trash receptacles and water fountains would all raise the public's perception. To make the service even more user-friendly, LED message boards at stops could be used to display important messages or provide information on how far away the next bus is, assuming appropriate GPS capabilities are available.



A reasonable budget for one-time capital costs, such as shelters and associated amenities along the Peachtree corridor from 15<sup>th</sup> Street to Pine Street, would be \$250,000.

- **Encourage private pedestrian facility initiatives.**

New and existing developments in Midtown should evaluate how their properties either facilitate or present obstacles for pedestrians moving to and from MARTA rail stations and bus stops. Are entrances and exits to the building conveniently located? Are directional signs provided? Are the building and its surrounding grounds, drives and parking facilities a barrier along logical and direct routes between stations and other major destinations in the area? Planning support and incentives should be made available for these interests to undertake in-house programs or physical improvements to improve the pedestrian environment.

- **Develop innovative transit pass programs.**

Occasional users might be enticed to ride MARTA more frequently if innovative passes were available that allowed a certain number of trips, rather than being tied to a specific calendar period. Many Midtown residents and employees can and do use existing transit services on a periodic basis. These users typically buy tokens on an as needed basis, paying the full \$1.75 fare. Some might use the system once or twice a week, others even less frequently. MARTA offers discount passes, but these are generally cost effective only for individuals who use the system several times a week, if not daily. An employee who needs their vehicle to make business related trips two or three days a week is a perfect market for such a pass.

Another way to make purchasing transit passes more appealing to commuters is to increase the supply or proximity of parking made available to employees who also hold a transit pass. A portion of daily parking spaces could be reserved for these individuals, at a rate significantly lower



than that charged to a general purpose user. Some days will see higher utilization of these reserved spaces, particularly if the weather is inclement. Allocating too many spaces will result in reduced profits for the operators and unfilled spaces, while allocating too few spaces will produce disgruntled patrons when they must pay the full daily rate. One potential solution to this possibility is to develop a financial plan which permits an over-allocation of spaces each morning, but only permits access to those spaces before a certain time. After this time, the majority of unused spaces can be returned to the general supply. A few spaces should remain open to permit late arrivals an opportunity to try and take advantage of the arrangement, with the understanding that there is no guarantee of a discounted space being available.

These initiatives should all result in significant increases to transit ridership with minimal financial commitments by the Midtown community. Making better use of existing services will be important to help offset the parking shortages which have been forecast to develop in Midtown over the next several years. Another advantage of this approach, rather than providing new services, is that each program can be implemented in a relatively short time period. Developing routes, obtaining the necessary operating approvals, securing funding, identifying maintenance and service arrangements, procuring vehicles and contracting with an operator can take years. None of the programs outlined above should take more than a few months to implement.



### ADDITIONAL TRANSIT SERVICES PROGRAM

Regardless of how effective all other programs outlined in this section are at reducing parking demand, making more efficient use of the existing parking supply and increasing transit ridership, there will still be some needs that go unmet. Specific destinations may, despite their best efforts, simply be unable to accommodate the number of people who are unable to park either on-site or within a convenient walking distance. Some people may be unable to walk for several blocks between their workplace and the nearest MARTA rail station. These same individuals may find that even an enhanced MARTA Route #10 cannot fully meet their local circulation needs. The Midtown community should undertake several initiatives aimed at providing additional transit options to supplement those which are already in place or recommended for improvement.

- **Subscription shuttle bus service**

The community should offer a program where employers, cultural venues, shop owners and other destinations can contribute to the operation of a limited supplemental transit system that provides door-to-door service between their buildings and the MARTA rail system. In effect, these funding partners would subscribe for the right for their employees, customers and patrons to use a certain portion of the system's capacity. They would then be responsible for filling seats by working directly with those tripmaker groups as necessary. Such a program would be an excellent opportunity for a building manager who is strapped for parking space to offer a comfortable and cost effective alternative for tenants.



To boost the overall image of a service like this, vehicles should be smaller than traditional transit buses. Vans or smaller cutaway buses with capacities up to about 25 seats could be used.

A potential network of three commuter routes is depicted on the map to the left. Each route serves one or more MARTA rail stations and links them with major office buildings throughout Midtown. Precise routings and stops would be dependent on which entities actually contract for services. These routes could be implemented during the typical morning and evening commute periods, alleviating the need for people to drive into Midtown and park their private vehicles. Placing two vehicles on each route could provide headways of ten minutes or less between vehicles.

To purchase six vans for this service would require from \$150,000 to \$200,000, depending on how they are appointed. Small buses could cost two to three times as much, but would provide greater capacity. Operating this fleet for three hours in the morning and three hours in the afternoon during the work week would cost approximately \$400,000 to \$500,000 annually, much of which could be offset through advertising revenue generated through vehicle wraps. Maintenance and administrative costs would also need to be considered, but it may be possible to significantly reduce these expenditures through agreements with MARTA or another service provider.

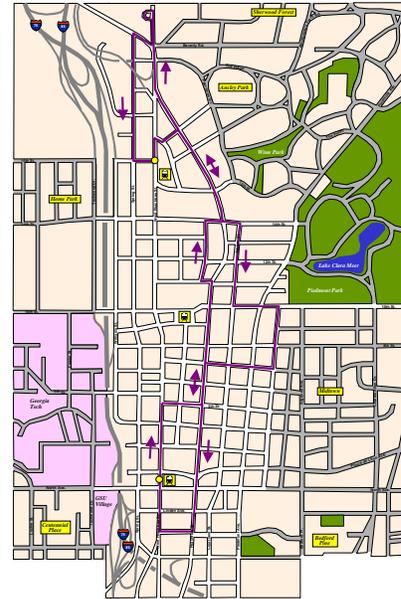
- **Midday circulator service**

During the midday hours when the six vehicles used for the subscription service are not being used to transport commuters, they could be used to meet other tripmaking needs within Midtown.



A separate route could be established to connect workers with restaurants, shops and other office buildings during the late morning and early afternoon periods. Service should also still be provided to and from MARTA rail stations. As with the commuter routes, the costs of this service could be offset by subscriptions from private interests. It could also be operated as a service open to everyone if financial resources can be identified to pay for its operation.

A potential route where six vehicles could provide service at five to ten minute intervals is depicted to the right. There would be no additional capital costs associated with providing this midday service, aside from the need to replace vehicles sooner due to the additional wear and tear. Operating the fleet for six hours during the middle of the day, five days a week, would cost approximately \$400,000 to \$500,000 annually. There would be some incremental cost associated with maintenance and administration as well.



The Blueprint advocated establishing regular circulator transit service along several corridors in Midtown. This plan believes that is an appropriate objective at some point in the future, but that demand is not yet sufficient to warrant the considerable capital and operating costs associated with a service which operates throughout the day and serves the entire community. Although a large amount of tripmaking occurs within Midtown, as evidenced by responses from the unscientific online survey, many of these trips can be better accommodated by enhancements to existing transit services or continuing to improve the overall pedestrian and bicycling environment. Midtown must continue to monitor the need and community desire for such services and be prepared to initiate detailed planning activities at least a year in advance of when the need is expected to become critical to maintaining mobility in the area.

- **Stinger shuttle operations expansion**

Georgia Tech currently provides shuttle service along several routes within campus and to nearby destinations for the benefit of students, faculty and visitors. Many Midtown workers and residents are unaware that the service is open to them if they have business on the school's campus. The route linking campus with the Midtown MARTA station should be promoted as an alternative to driving. Partnership opportunities to expand Stinger operations into off-campus residential areas where many students live, such as south and east of Piedmont Park, should also be explored. Such services would reduce traffic along congested east/west corridors through Midtown and help alleviate parking problems on the Georgia Tech campus.

The school will soon be breaking ground on a technology center on 5<sup>th</sup> Street, just east of I-75/85. In conjunction with the opening of that facility, there are plans to introduce a new shuttle service linking it with the main campus on the other side of the highway. This plan fully supports the efforts of Georgia Tech to respond to its circulation needs in a manner which reduces dependence on private automobile travel. It also proposes that the service be more widely marketed and available to Midtown residents and workers who may have need to visit Georgia Tech.



- **Station car program**

Midtown has been proposed as the Atlanta test location for an innovative program which has experienced great success in other cities around the country and the world. The station car program concept involves having a pool of vehicles at a central location available for registered users to reserve for travel. Availability of a vehicle for work-based trips will help remove at least one barrier to commuting by transit.

The program is being promoted by a coalition consisting of the Georgia Environmental Facilities Authority, Georgia Power, Clean Earth Action, Clean Cities Atlanta, Emory University, the Georgia Environmental Protection Division and the U.S. Department of Energy. The proposal to base small electric cars at a MARTA rail station by late 2001 or early 2002 and implement an electronic reservation system where program participants can access the vehicles as necessary. This is a worthwhile project which should be pursued, not only for its fundamental goal of increasing transit use, but also for the positive image which Midtown will receive as a regional leader in being willing and able to develop innovative and progressive solutions to traditional transportation problems.

Throughout the development of this plan, there was considerable discussion related to providing regular shuttle services for special event facilities in Midtown. The only such facility which is not within a five minute walking distance of a MARTA rail station is Piedmont Park and the associated Botanical Gardens. Except during festivals, there is not enough demand to warrant the cost of operating a shuttle between these points. Generally, festival operators make their own arrangements with MARTA or private operators to ensure that a transit connection is available for those who are unable to walk the several blocks to either the Midtown or Arts Center rail stations. This plan supports the continuation of these as-needed services, in conjunction with better promotion of existing regularly scheduled bus routes which serve special event facilities throughout Midtown.

Another opportunity worth exploring is an initiative recently sponsored by the National Park Service's Martin Luther King, Jr. National Historic Site. A plan was formulated to link major tourism destinations in Atlanta by dedicated vehicles operating along several corridors. One corridor considered was along Peachtree Street through Midtown, linking with other routes in downtown. Special event facilities with a perceived need for such services are encouraged to be involved in ongoing discussions related to phasing, implementation and funding issues.



## Implementation

For this plan to become reality will require the participation of many agencies, organizations and stakeholder groups representing the entire Midtown community. The Midtown Alliance provides the organizational framework to coordinate the efforts of each of these entities.

Founded in 1978 as the Midtown Business Association, the Midtown Alliance's mission is simply to sustain and improve the area's quality of life. This mission has taken several forms over the years. In its early years, the focus was on revitalizing the commercial core of Midtown through general clean-up and crime reduction initiatives. In 1996, the Midtown Alliance developed a comprehensive plan to guide the community's physical development with a focus on transportation, urban streetscapes, zoning, parks, and the built environment. This plan is known as the Blueprint Midtown. It has become the guidebook for virtually every major planning decision made in Midtown over the past five years and is frequently cited as a regional model for planning at the activity center level.



Regional planning partners of the Midtown Alliance in implementing our community's parking and transit vision include:

- **Atlanta Regional Commission**

The Midtown Parking and Transit Plan was primarily funded through a grant from ARC, with the remainder covered by the Midtown Alliance. The Atlanta Regional Commission is responsible for coordinating local planning efforts to ensure that they are consistent with regional planning objectives. Likewise, it undertakes regional initiatives that are intended to benefit mobility at all levels of the transportation infrastructure. In developing this plan, several regional issues were identified which will play significant roles in whether the Midtown community can achieve its objective of developing a proper balance between parking and transit. The Midtown Alliance must continue to participate in the regional planning process to address these issues in an appropriate manner. Regional projects which would support this local plan include:



- Develop additional parking capacity at MARTA rail stations at the end of each line
- Provide additional local support for the regional rideshare matching program.
- Ensure that new express bus services from Gwinnett County and other potential suburban areas do not overload the capacity of the MARTA Arts Center rail station and the surrounding street network.
- Develop transit connections to the MARTA Arts Center rail station from the Atlantic Station development area and Cobb County.

In addition, ARC could help fund a comprehensive traffic circulation plan to help finalize the street network configuration prior to implementation of the on-street parking program.



- **City of Atlanta**

The Midtown Alliance works closely with the City of Atlanta and its various departments to identify and address infrastructure, program and policy needs. Any recommendations affecting public rights-of-way or properties, such as the street network or Piedmont Park, must be coordinated with the City. Its major role in this plan will be to help implement the on-street parking program, which consists of an extensive amount of signing, marking and metering of spaces. A bond referendum, approved in the November 2000 general election, will provide about \$130,000 for meter installation and \$82,000 for maintenance in the Midtown area. The Midtown Alliance will coordinate with City staff to outline priorities so that the program can be initiated as soon as funds are made available. These funds will be able to cover almost one-half of the installation cost for meters at 850 locations within the Peachtree corridor metered parking zone. The City is also a potential source of funds to conduct the comprehensive traffic circulation study.



- **Georgia Department of Transportation**

GDOT controls the right-of-way along several arterial routes in Midtown, including:

- Spring Street north of 14<sup>th</sup> Street
- West Peachtree Street north of 14<sup>th</sup> Street
- 14<sup>th</sup> Street from I-75/85 to West Peachtree Street
- 10<sup>th</sup> Street from I-75/85 to West Peachtree Street
- North Avenue from I-75/85 to West Peachtree Street
- Ponce de Leon Avenue east of Piedmont Avenue
- Peachtree Street north of West Peachtree Street



Any modifications to the configuration and operations of these facilities will need to be approved by GDOT. This includes all on-street parking recommendations outlined in this plan. The Department's involvement in planning and constructing access routes for the Atlantic Station development site will have considerable impacts on Midtown's transportation infrastructure. The Midtown Alliance has been involved in every phase of that effort and will continue to be so.

- **Georgia Regional Transportation Authority**

GRTA's stated mission is "to provide the citizens of Georgia with transportation choices, improved air quality, and better land use in order to enhance their quality of life and promote growth that can be sustained by future generations." It is empowered to undertake transportation projects and programs in conjunction with GDOT, ARC and local jurisdictions in the Atlanta region. The Midtown Alliance will coordinate with GRTA as necessary to ensure that regional transportation issues are addressed in a manner which helps achieve the objectives of this plan and the Blueprint Midtown. GRTA is expected to be particularly influential in implementing regional transit services, some of which may have direct impacts on existing MARTA and CCT services in Midtown.

- **MARTA and CCT**

Several transit recommendations outlined in this plan will affect services offered by transit agencies in the Atlanta region, most notably MARTA. The Midtown Alliance recognizes that funds to make physical improvements and increase service frequencies are extremely limited and will work with the agencies to identify funding sources to help offset costs. In addition to the service improvements outlined earlier in this plan, this plan also advocates installing bike racks on buses to provide additional mobility options to regional travelers.



In addition to these regional partners, there are several organizations in Midtown which will be called upon to do their part in implementing this plan. Three of these are integrally linked with the Midtown Alliance: Midtown Transportation Solutions, the Midtown Improvement District and Midtown Blue.

- **Midtown Transportation Solutions**

MTS is a Transportation Management Association formed in late 2000. Its mission, like that of any TMA, is to work within urban employment centers to provide mobility options and reduce reliance on the single occupant vehicle mode of travel during peak periods. MTS programs are still being defined, but will include such traditional services as working with employers to develop in-house trip reduction programs, being an outlet for discount transit passes, promoting existing transit options and exploring new transit options. Because of the nature of its fundamental mission, it is natural that MTS be charged with several specific responsibilities related to this plan, including:



- Working with the City and GDOT to identify priorities and standards for implementation of the on-street parking program.
  - Identifying opportunities for shared-use parking agreements and helping to facilitate and contracts between deck/garage owners, operating companies and facilities who need parking for their patrons.
  - Developing a Midtown map, installing map kiosks within public rights-of-way and distributing small versions of the map to local building managers, store owners, cultural and entertainment venues and other interests for use by patrons and guests.
  - Providing technical assistance to private developments in evaluating accessibility to public transit opportunities and establishing in-house trip reduction programs, including vanpools.
  - Working with MARTA to identify and implement specific improvements to Route #10 bus service along Peachtree Street.
  - Working with MARTA and private parking facility operators to develop innovative transit/parking passes designed to facilitate occasional transit use by individuals who also need access to vehicles on some work days.
  - Developing implementation and funding plans for a subscription commuter shuttle and circulator route, including negotiating operating agreements and promoting the service to potential customers.
  - Monitoring the need for an expanded circulator shuttle system.
  - Coordinating with Georgia Tech to make the school's shuttle services more readily available to Midtown workers and residents who have business on campus.
  - Cooperating in the development of a station car program.
- **Midtown Improvement District**

In late 2000, a self-taxing district was established in Midtown to pay for public safety programs, traffic flow improvement projects, transit initiatives and streetscape enhancements. As a government entity approved by the City of Atlanta, the MID has a six-year life span which can be renewed. It is expected to generate up to \$3 million annually and these funds can be used to leverage as much as \$12 million more from federal and state sources. The MID is expected to be the primary funding source for many of the projects and programs outlined in this plan, particularly those to be undertaken by Midtown Transportation Solutions.



- **Midtown Blue**

One of the Midtown Improvement District's first visible initiatives was establishing a private security force called Midtown Blue in late 2000. Staffed by off-duty police officers, Midtown Blue patrols the community on bicycles. Officers are vested with all police powers. When not actively responding to crime reports, Midtown Blue provides an effective and positive security presence and an information resource for visitors. As the Midtown Alliance continues physical efforts to upgrade sidewalks, install bicycle lanes and make other aesthetic improvements, Midtown Blue will help provide the peace of mind that is a key to developing a safe and inviting urban environment. Officers should also be given copies of the map to be prepared by MTS for free distribution to individuals in need of directional assistance. The force will be called upon to enforce parking regulations vigorously, yet fairly. Rather than assigning sworn law enforcement officers this responsibility, parking enforcement should be done by lower wage workers, with salaries covered by the generated revenue.



The business community, neighborhood groups, civic associations, educational facilities and cultural and entertainment venues will also be important partners. At some point, each will be consulted to provide specific input on how best to implement one or more of this plan's recommendations. Should on-street parking in front of your business have a two-hour time limit or would a shorter time limit be more effective in turning over spaces for use by your guests and customers? What color scheme and architectural design for bus shelters would best promote the proper image of Midtown? Where should map kiosks be placed? These are but a few of the questions which must be answered in the coming months and years as we transform this plan from vision to reality.

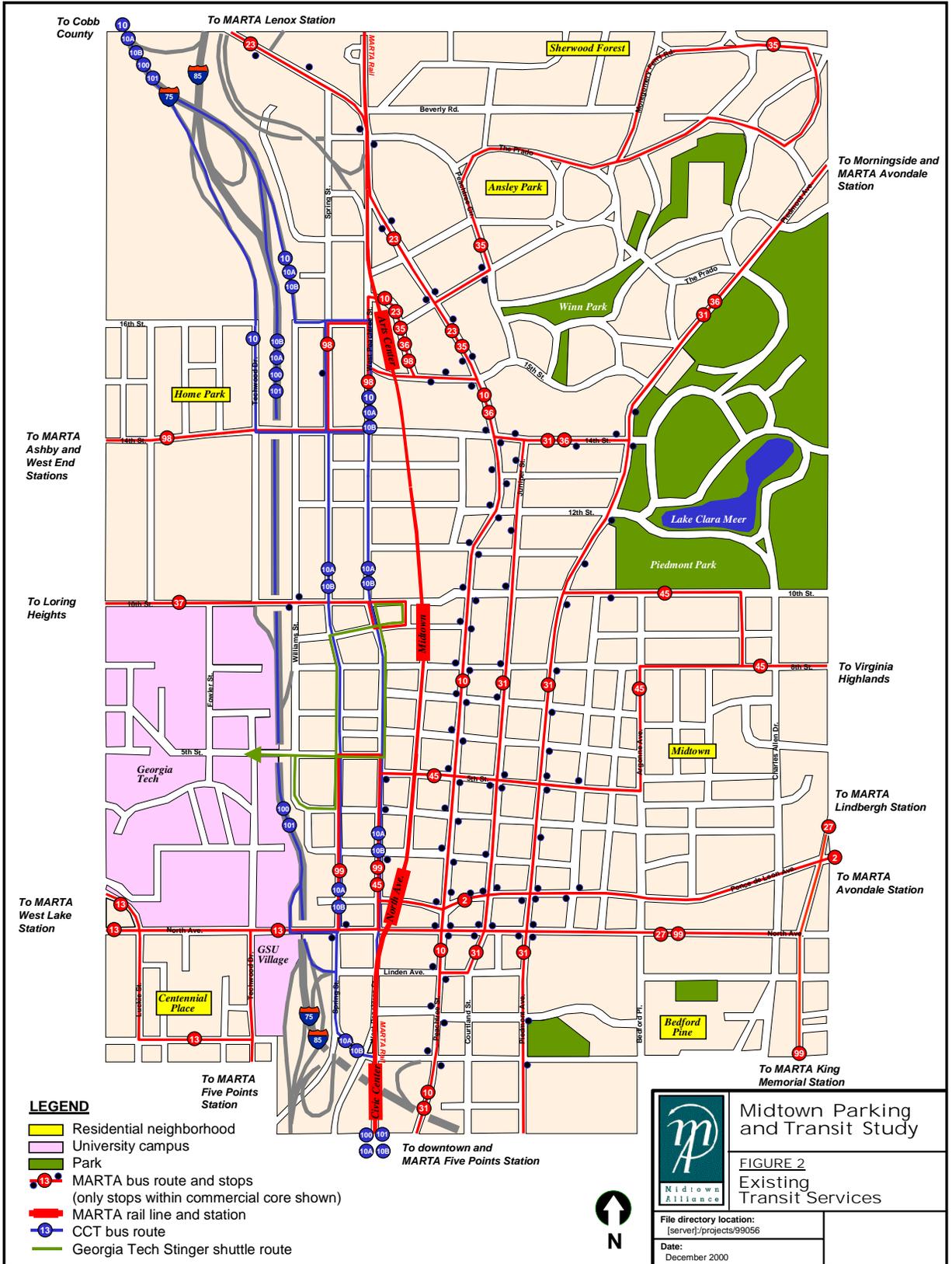
The future of Midtown is virtually limitless. This plan will help ensure that parking and transit don't become obstacles to that future. Only through the participation and support of the entire community can we implement the full range of projects and programs required to achieve the desired balance of travel options in Midtown. Everyone has a stake in the outcome, everyone is given a role in the process and everyone will be winners if we all work together.



**Table 1**  
**Existing Transit Services**

Service	Description	Rail Stations Served	Headway (in minutes)				
			Monday through Friday			Saturday	Sunday
			Rush	Midday	Night		
<b>MARTA Rail</b>							
	Doraville Line *	Connectivity to all stations	8	8	10	10	15
	North Springs Line *	Connectivity to all stations	8	8	10	10	15
<b>MARTA Bus</b>							
Route 2	Ponce de Leon	North Avenue, Decatur, Avondale	8	32	35	30	30
Route 10	Peachtree Street	Five Points, Peachtree Center, Arts Center	20	20	30	25	25
Route 13	Fair Street / Techwood	Five Points, West Lake, North Avenue	15	20	30	30	30
Route 23	Lenox / Arts Center	Lenox, Arts Center	7	10	12	18	24
Route 27	Monroe Drive / Lindbergh	North Avenue, Lindbergh	18	27	40	27	27
Route 31	Grant Park / Morningside	Five Points, Peachtree Center, Lindbergh	17	42	70	60	48
Route 35	Ansley Park	Arts Center	24	32	n/a	n/a	n/a
Route 36	North Decatur	Arts Center, Avondale	24	32	n/a	40	n/a
Route 45	Virginia / McLynn	North Avenue	23	46	44	40	40
Route 98	West End / Arts Center	Arts Center, Ashby, West End	26	40	n/a	n/a	n/a
Route 99	King Memorial / North Avenue	King Memorial, North Avenue	40	60	n/a	n/a	n/a
<b>CCT Bus</b>							
Route 10	Commute	Arts Center	15	30	n/a	30	n/a
Route 10a/b	Reverse commute	Arts Center, Civic Center, P'tree Ctr., Five Points	15-40	15-40	n/a	n/a	n/a
100 & 101	Commute	Civic Center, Peachtree Center, Five Points	10-30	10-30	n/a	n/a	n/a
<b>Stinger</b>							
MARTA Loop	Georgia Tech	Midtown	15-20	15-20	15-20	15-20	15-20

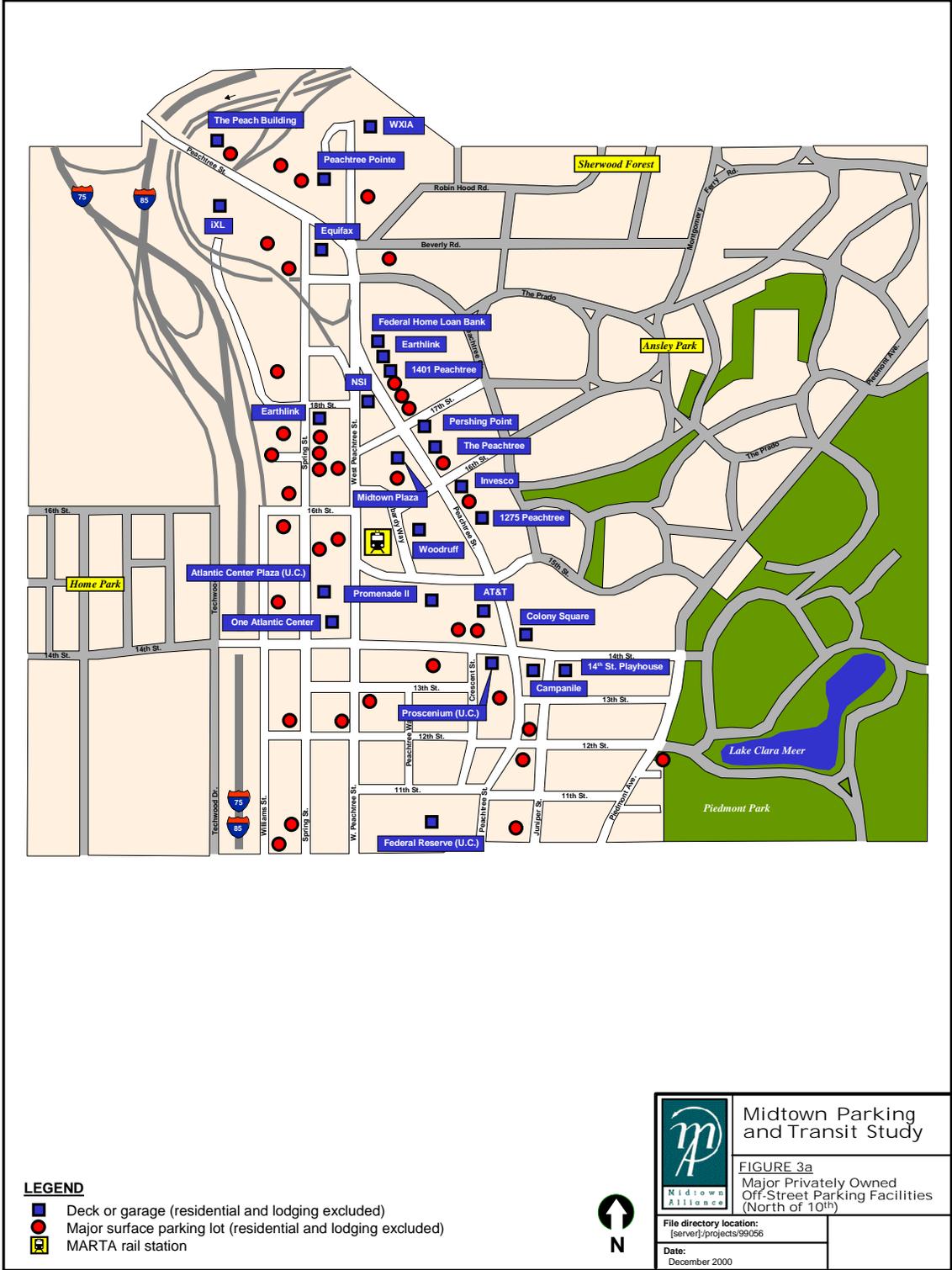




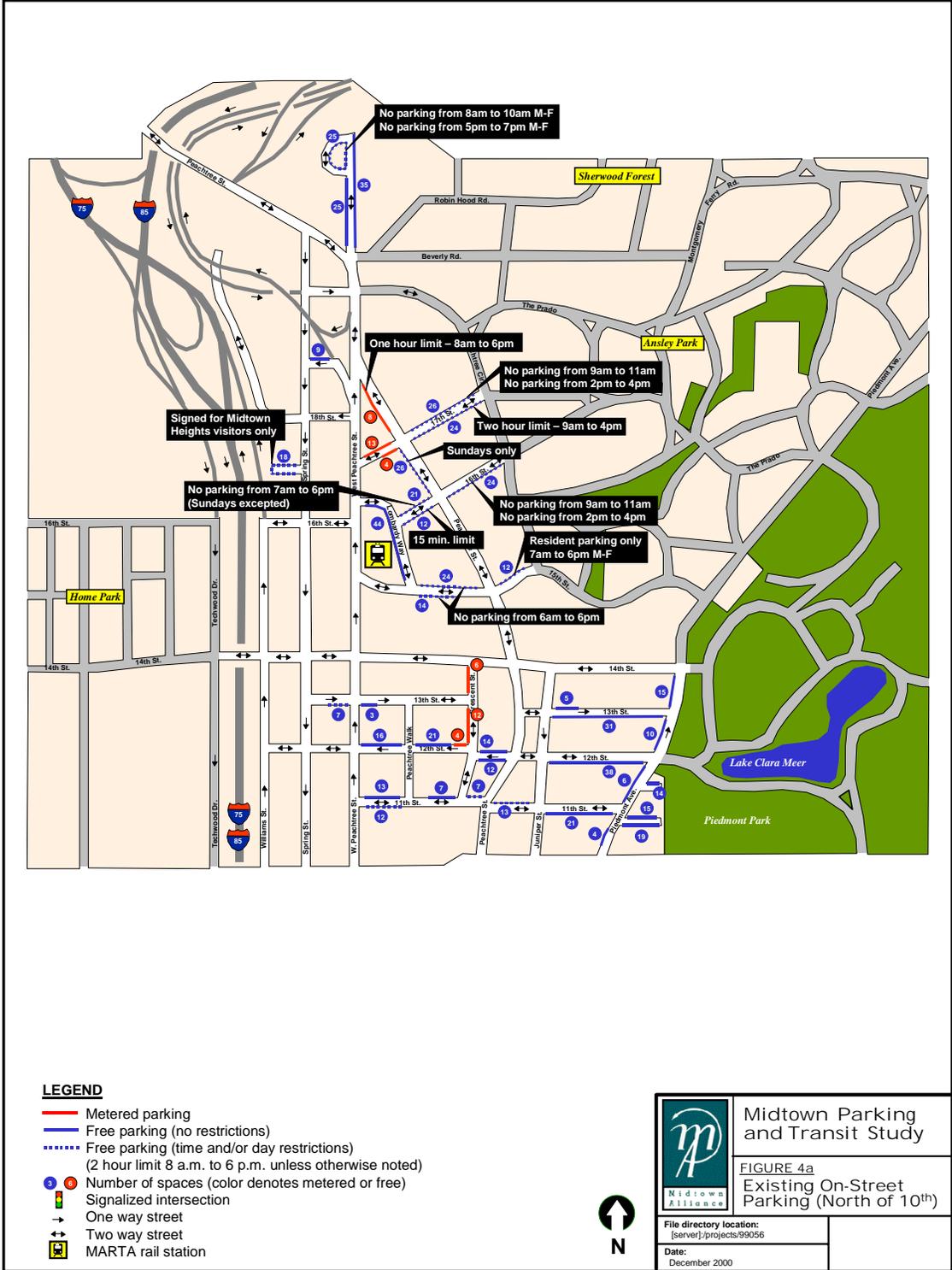
**Midtown Parking and Transit Study**

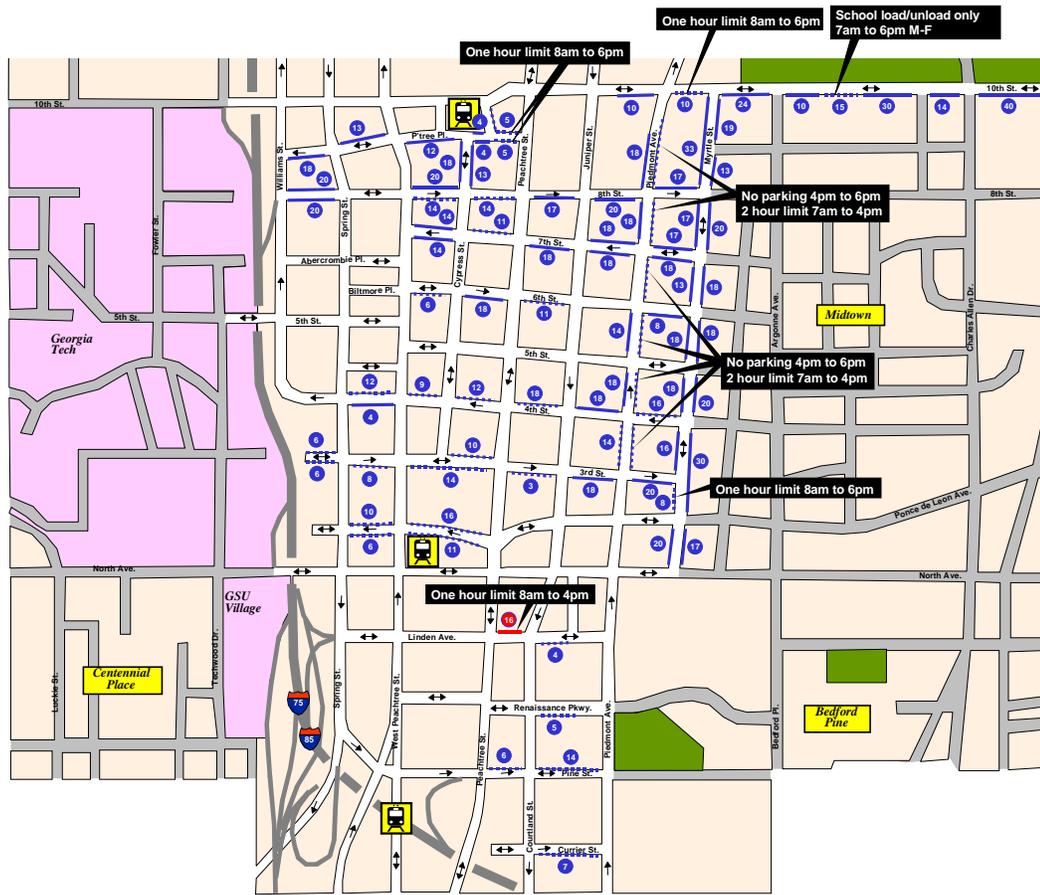
**FIGURE 2**  
Existing Transit Services

File directory location: [server]/projects/99056  
Date: December 2000





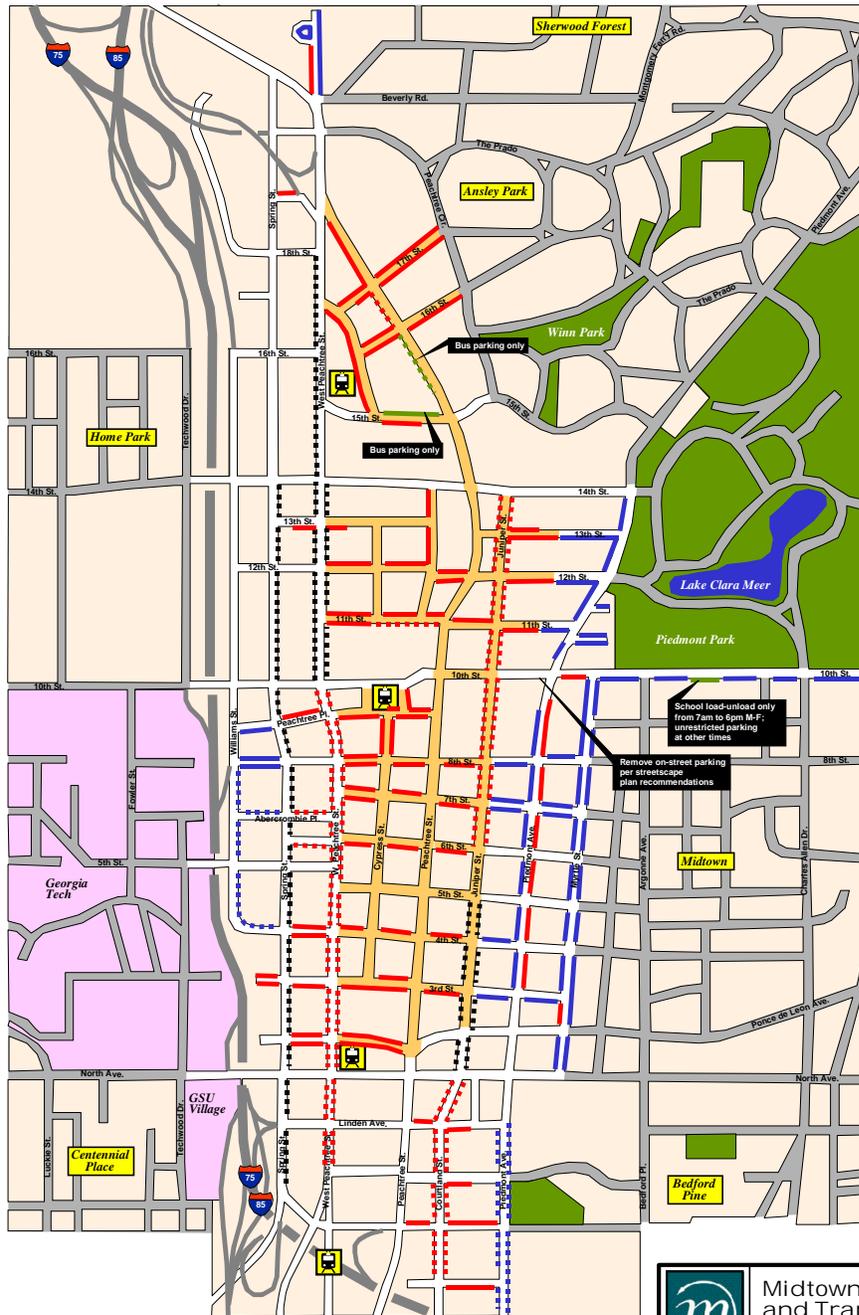




**LEGEND**

- Metered parking
- Free parking (no restrictions)
- - - - Free parking (time and/or day restrictions)  
(2 hour limit 8 a.m. to 6 p.m. unless otherwise noted)
- ● Number of spaces (color denotes metered or free)
- Signalized intersection
- One way street
- Two way street
- MARTA rail station

	<b>Midtown Parking and Transit Study</b>
	<b>FIGURE 4b Existing On-Street Parking (South of 10<sup>th</sup>)</b>
File directory location: <small>[server]/projects/99056</small>	
Date: December 2000	



**LEGEND**

- Two hour parking 8 a.m. to 6 p.m.
- Two hour parking 9 a.m. to 4 p.m.; no parking 4 p.m. to 7 p.m. or 7 a.m. to 9 a.m.
- Parking permitted with no time limits
- Parking permitted with no time limits, but restricted use
- Peachtree corridor metered parking zone
- MARTA rail station

**NOTE:** Solid lines represent existing spaces; dashed lines represent new spaces

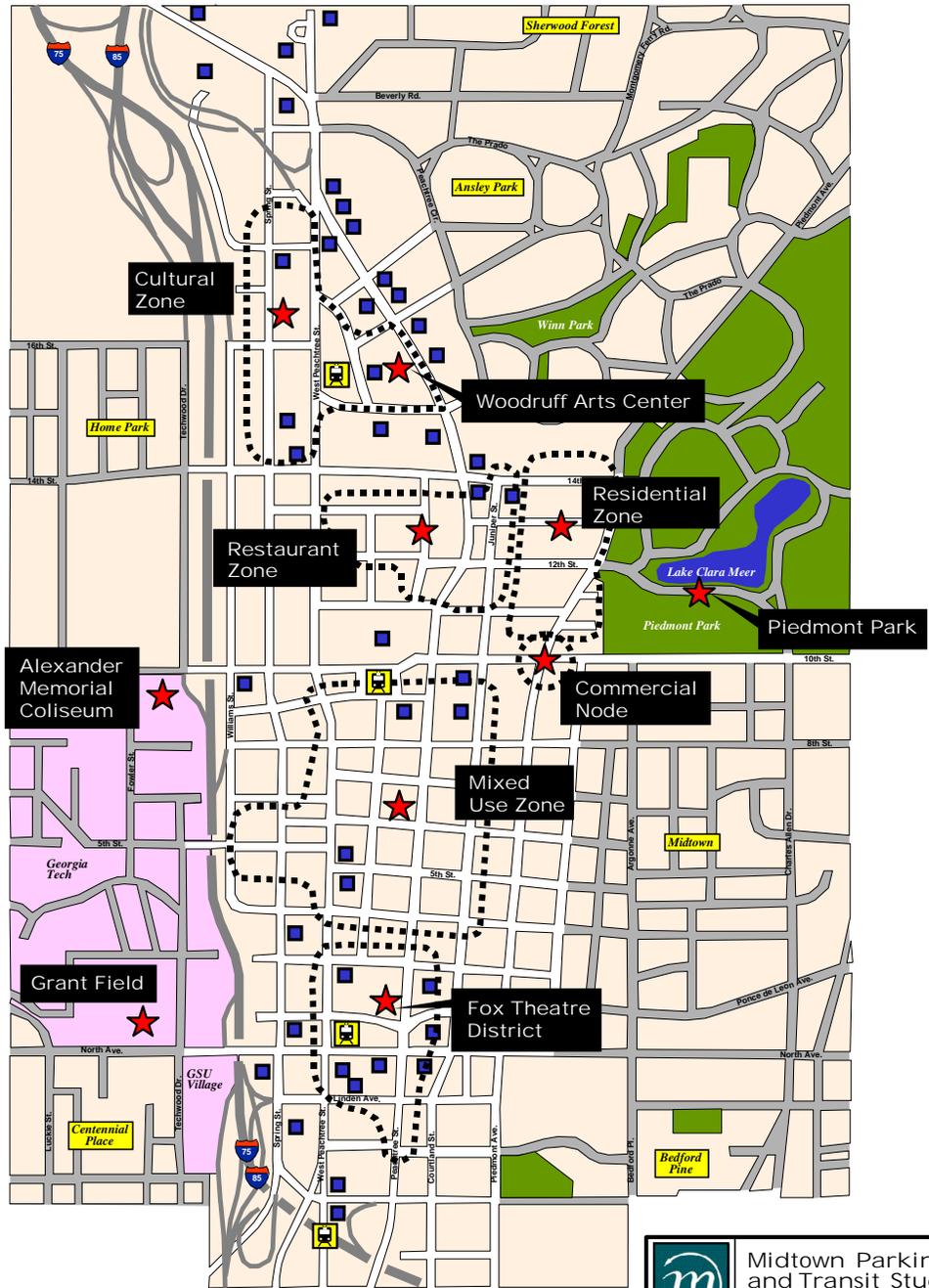


Midtown Parking and Transit Study

**FIGURE 5**  
On-Street Parking Recommendations

File directory location:  
[server]/projects/99056

Date:  
December 2000



**LEGEND**

-  Deck or garage (residential and lodging excluded)
-  MARTA rail station



Midtown Parking and Transit Study

FIGURE 6  
Opportunities for Shared Use Parking Agreements

File directory location:  
[server]/projects/99056

Date:  
December 2000



# A

ppendix 1 - Excerpts from Online Survey Documentation



**01. What is the zip code of your residence?**

30303 (Downtown)	3
30305 (South Buckhead)	18
30306 (Virginia Highlands)	34
30308 (North Midtown)	105
30309 (South Midtown)	165
30312 (Old Fourth Ward)	10
30313 (NW Atlanta)	5
30318 (NW Atlanta / Home Park)	28
30324 (Morningside)	21
30332 (Georgia Tech)	<u>1</u>
	390 (26.0% of 1,498 total respondents)

This question was asked so that it would be possible to distinguish participants into two principal groups: 1) people who live in Midtown, and 2) people who work in Midtown. There is some overlap between these two groups, as shown in Question 02. Virtually all of Midtown is contained within the 30308 and 30309 ZIP code areas, but for the purposes of this effort a Midtown area resident was defined as anybody living within those two ZIP codes, as well as any of eight adjacent zones. It is believed that residents of these other "intown" areas are likely to have fairly direct connections with Midtown and have viewpoints more in line with a Midtown resident than someone who is familiar with the area primarily from the perspective of it being their workplace.



**02. Where are you employed?**

A majority of Midtown area residents participating in the survey also work in the area, with nearly 80% working in the three primary employment centers within I-285 (Midtown, Downtown, Buckhead). These individuals would be expected to be prime candidates for alternative modes of transportation for their commutes, such as transit, bicycling and walking.

*All survey participants (390 responses)*

Midtown	235 (60.3%)
Downtown	54 (13.8%)
Buckhead	26 (6.7%)
Other location inside I-285	43 (11.0%)
Other location outside I-285	32 (8.2%)

Of the remaining respondents (those who live outside the Midtown area), virtually all indicated that they work in Midtown. This was expected considering the target audience consisted of Midtown residents and workers. The small number of individuals who did not fall into one of these groups were likely people who accessed the survey directly from the Midtown Alliance website rather than from an email link.

*All survey participants (1108 responses)*

Midtown	1040 (93.9%)
Downtown	48 (4.3%)
Buckhead	5 (0.5%)
Other location inside I-285	8 (0.7%)
Other location outside I-285	7 (0.6%)



02a. If you work in Midtown, please tell us which building by selecting one of the choices in the drop box.

All survey participants who work in Midtown (1255 responses)

10 Peachtree Place	2
1100 Peachtree	42
75 14 <sup>th</sup> St.	2
Bank of America	47
BellSouth Tower	3
Campanile	14
Colony Square	104
Crawford Long	1
Federal Home Loan Bank	58
First Union	20
iXL	1
Midtown Plaza	86
NSI	56
One Atlantic Center	13
One Georgia Center	1
Pershing Point Plaza	2
Promenade	511
Biltmore	37
Wachovia	1
Winter Building	83
WXIA	1
Other	170

Many of the major office complexes in Midtown are clustered along Peachtree Street from 10<sup>th</sup> Street to the north. About 3/4 of respondents reported working in a building along this axis. The remaining respondents were scattered, with about half indicating that they worked in a smaller building not specifically included in the list. Participation was exceptionally heavy by workers in the Promenade I and II buildings, a phenomenon likely sparked by an increase in parking fees that coincided with the timing of this survey. The survey provided a good opportunity for Promenade employees to voice their concerns about the situation, but the heavily weighted response raised concerns with project team staff that the results would be unreasonably biased as a result. For this reason, selected analysis were conducted where the influence of Promenade employees was eliminated to determine the effects it had on overall results. Observations are discussed within the context of each question later in this document.



03. What is your primary method of travel to work?

*Midtown area residents (379 responses)*

Bicycle	7 (1.8%)
Carpool	14 (3.7%)
CCT	0 (0.0%)
Drive alone	274 (72.3%)
MARTA bus	11 (2.9%)
MARTA train	21 (5.5%)
Vanpool	0 (0.0%)
Walk	52 (13.7%)

*Outlying area residents (1105 responses)*

Bicycle	0 (0.0%)
Carpool	81 (7.3%)
CCT	8 (0.7%)
Drive alone	867 (78.5%)
MARTA bus	2 (0.2%)
MARTA train	142 (12.9%)
Vanpool	5 (0.5%)
Walk	0 (0.0%)

Midtown area residents showed a slightly greater propensity to use alternative modes of transportation, particularly walking, for the commute trip. Despite the presence of four MARTA rail stations and several bus routes within Midtown, the rate of usage of this modal option was about one-half that of outlying area residents, even when the impact of CCT routes is not included. It is likely that many of the commute trips made by outlying residents that were recorded as MARTA train trips actually involved a segment at one or both ends that also utilized the bus feeder route network, making the disparity in transit usage between Midtown area residents and outlying area residents even greater. Carpooling and vanpooling are, likewise, much more viable for travel between Midtown and the suburbs, whereas bicycling and walking are considered much more feasible for shorter commute trips that originate in Midtown or the surrounding area.

The survey results provide evidence that the MARTA transit system is viewed by many as less useful for short distance circulation than it is for long-distance regional travel. This is an important finding which must be considered in developing recommendations, since it would be intuitive to expect that transit trips as a share of all trips would be higher for Midtown area residents, given the route coverage in the vicinity.



**04. Which other travel methods have you used in the past month to get to work? Check all that apply.**

Of the Midtown area residents who normally drive alone to work, approximately 35% indicated that they have used one or more alternative modes of transportation for commuting in the past month. This is slightly higher than the 30% figure reported by outlying area residents. When combined with those groups who use a non-SOV for their primary mode of commuting, about 1/2 of all respondents have been able to take advantage of other modal options. To keep the survey succinct, no questions were posed to determine how frequently these alternative modes were used or why the SOV was the preferred mode.

The percentages of respondents who normally drive to work alone and reported using some other mode of transportation within the past month for the commute trip are summarized below. Percentages total to values slightly higher than those reported above since some respondents indicated they had tried two or more modes.

*Midtown area residents (274 responses)*

Bicycle	7 (2.6%)
Carpool	33 (12.0%)
CCT	0 (0.0%)
MARTA bus	20 (7.3%)
MARTA train	40 (14.6%)
Taxi	3 (1.1%)
Vanpool	0 (0.0%)
Walk	29 (10.6%)

*Outlying area residents who normally drive alone (867 responses)*

Bicycle	5 (0.6%)
Carpool	99 (11.4%)
CCT	15 (1.7%)
MARTA bus	31 (3.6%)
MARTA train	149 (17.1%)
Taxi	1 (0.1%)
Vanpool	0 (0.0%)
Walk	6 (0.7%)



**05. If you drive, carpool or vanpool to work, where is the vehicle typically parked?**

*All survey participants (1263 responses)*

Free surface lot	37 (2.9%)
Lot or garage owned by building	977 (77.4%)
On street	50 (4.0%)
Pay surface lot	199 (15.8%)

The results of this question were not stratified based on residence location. Based on the responses, a large majority of parking occurs in lots or garages owned by the building in which the person works. A much smaller percentage of people park in privately owned pay surface lots, with an even smaller number managing to find a free space either on or off the street.

Given the disproportionate number of respondents in buildings located along or north of 14<sup>th</sup> Street, this distribution is to be expected since there is very little parking that is not directly associated with a building. On street parking and pay lots become much more common to the south. A cursory analysis of the small sample size from the area south of 14<sup>th</sup> Street revealed that the proportion of people using on street parking or pay lots rose accordingly, to a cumulative 25% to 30% of the total. It seems reasonable to assume that on an areawide basis, the actual parking distribution in Midtown is probably about 70% in lots or garages owned by the building, with each of the other categories being about 2% to 4% higher than the numbers calculated from the survey.



**06. How far away from your workplace is the vehicle typically parked?**

*All survey participants (1382 responses)*

Adjacent to or below building	1036 (75.0%)
Within two blocks	232 (17.8%)
More than two blocks	114 (5.2%)

The results of this question indicate that virtually all people who commute to work by automobile are able to park either at or in close proximity to the building in which they work. There was little observed distance between the overall survey population and for those people who worked in buildings south of 10<sup>th</sup> Street.



**07. How much do you pay to park on a monthly basis?**

This question was asked not only for the obvious reason of determining how much parking in Midtown costs, but also to assess how much the willingness to walk impacts the amount paid. It was assumed that individuals who parked farther away from the workplace were receiving some financial benefit as a result. The results indicate that this assumption was correct. Those who park a block or two away save approximately 7% compared to people who park adjacent to or below the building where they work, while drivers parking more than two blocks away save about 19%. The ability or willingness to walk a slightly longer distance is not dependent entirely on a desire to save money, however. It is believed many commuters are willing to pay higher rates to park in areas which are better lighted, more secure or have a higher level of visibility from adjacent streets and businesses.

For all respondents who drive alone most of the time, the average monthly parking rates paid are:

*All survey participants (1133 responses)*

Nothing	428 (37.8%)
\$10 or less	6 (0.5%)
\$11 to \$25	37 (3.3%)
\$26 to \$50	55 (4.9%)
\$51 to \$75	188 (16.6%)
\$76 to \$100	356 (31.4%)
More than \$100	63 (5.6%)

Approximate average = \$46.68

For all respondents who drive alone most of the time and park adjacent to or below building, the average rate is higher, as would be expected:

*All survey participants (878 responses)*

Nothing	342 (39.0%)
\$10 or less	4 (0.5%)
\$11 to \$25	21 (2.4%)
\$26 to \$50	34 (3.9%)
\$51 to \$75	119 (13.5%)
\$76 to \$100	313 (35.6%)
More than \$100	45 (5.1%)

Approximate average = \$47.47



A small savings is realized by respondents who drive alone most of the time and walk up to two blocks from where they park to the building.

*All survey participants (187 responses)*

Nothing	60 (32.1%)
\$10 or less	1 (0.5%)
\$11 to \$25	9 (4.8%)
\$26 to \$50	15 (8.0%)
\$51 to \$75	54 (28.9%)
\$76 to \$100	34 (18.2%)
More than \$100	14 (7.5%)

Approximate average = \$46.37

The fact that the amount saved is only about \$1 would seem to indicate that most people who do this are doing so because of lack of parking at the workplace, not the financial benefit. Many building garages in Midtown do not have space to accommodate all tenants, so some workers must secure spaces at an alternate facility.

The savings are more dramatic for individuals who walk more than two blocks between where they park and where they work:

*All survey participants (50 responses)*

Nothing	15 (30.0%)
\$10 or less	1 (2.0%)
\$11 to \$25	7 (14.0%)
\$26 to \$50	6 (12.0%)
\$51 to \$75	12 (24.0%)
\$76 to \$100	6 (12.0%)
More than \$100	3 (6.0%)

Approximate average = \$39.46

One concern about all of the averages presented above is the influence that the relatively expensive parking at the Promenade buildings exerts, given the disproportionate response received from workers at that building. A cursory analysis showed that removing the Promenade from calculations results in a generalized decrease of about \$12, but with very little difference between rates paid by people who park adjacent to or below buildings and rates paid by those who walk up to two blocks.

Another consideration is that many respondents are likely to have their parking subsidized by employers and, consequently, report the cost as zero. While their out-of-pocket expense may technically be nonexistent, the parking does indeed have an associated cost that is not reflected accurately in calculations. If all responses that indicate no parking fee is paid are removed from the calculation, the average cost for the most convenient parking rises to about \$75. This figure is in line with typical monthly rates at garages and surface lots adjacent to major buildings around Midtown.



08. Do you feel current public transportation services (MARTA or CCT) are a viable option for your commute, even if you don't currently use those services?

The results of this question did not vary significantly between Midtown area residents and outlying residents. For those individuals who currently use the SOV for their primary commute mode, a large majority feel that current transportation services are not a viable option for their commute trip.

*Midtown area residents who drive alone primarily (273 responses)*

Yes	79 (28.9%)
No	194 (71.1%)

*Outlying area residents who drive alone primarily (862 responses)*

Yes	243 (28.2%)
No	619 (71.8%)

The definition of "viable" was left up to the respondent's interpretation. For residents of outlying areas, non-viability likely means that services simply aren't available or to access services would require a lengthy and/or indirect drive. For urban dwellers, where services are much more comprehensive, the term "viable" was probably interpreted as not requiring a lengthy walk at either end of the trip or that to use transit would not add significantly to travel time. Services might also be felt "non-viable" by a survey participant from either group if he or she regularly uses a personal vehicle during the day to travel to locations where transit service is either not available or impractical in terms of travel time.

Regardless of how the term "viable" was interpreted, the fact remains that most metro residents do not feel that current transit options serve their mobility needs.



09. During a typical work week, how often do you go to meetings, have lunch or run personal errands to Midtown locations that are more than a block away from where you work?

If proper infrastructure and services are provided, options such as walking, bicycling and transit can be preferable to tripmaking by the personal automobile in terms of time, convenience, cost and other factors. The purpose of this question was to assess how much short-distance tripmaking occurs within Midtown during the workday.

All participants who work in Midtown (1267 responses)

Almost never	405 (32.0%)
Less than once a week	159 (12.5%)
1 or 2 trips a week	424 (33.5%)
3 to 5 trips a week	171 (13.5%)
More than 5 trips a week	108 (8.5%)

The results indicate that over 55% of all Midtown workers leave the office at least once a week during working hours to travel to other Midtown destinations. Based on the distribution of responses, the typical worker makes an average of 1.70 such trips a week. This translates into about 18,000 to 20,000 intra-Midtown midday round trips made by workers on a daily basis, assuming that 55,000 to 60,000 people are employed in Midtown on a full-time basis. The current modal distribution of these trips is unknown, but it seems likely that a large percentage could be accommodated by walking, bicycling or transit since distances are relatively short.

An analysis was conducted to correlate midday travel behavior with the availability of a personal automobile.

All participants who work in Midtown and drive alone primarily (970 responses)

Almost never	282 (29.1%)
Less than once a week	123 (12.7%)
1 or 2 trips a week	342 (35.3%)
3 to 5 trips a week	138 (14.2%)
More than 5 trips a week	85 (8.8%)

All participants who work in Midtown and use alternative transportation modes primarily (297 responses)

Almost never	123 (41.4%)
Less than once a week	36 (12.1%)
1 or 2 trips a week	82 (27.6%)
3 to 5 trips a week	33 (11.1%)
More than 5 trips a week	23 (7.7%)

The results show that a worker who commutes alone by personal automobile is significantly more likely to venture outside the workplace during the day than an individual who uses some other mode of transportation. About 58% of SOV commuters report making at least one trip outside the workplace to other Midtown destinations each week, as opposed to only about 46% of workers who do not have an automobile at their disposal during the workday. The typical SOV commuter (77% of all workers) makes 1.78 trips each week, while someone who walked, biked or used transit (23% of all workers) makes only 1.46 trips per week.

Many of these trips will be only a few blocks long, making walking a better option than transit. If it is assumed that one-half of all trips are more than five blocks (approximately a ten minute walk) long, then transit is a reasonable option for about 9,000 to 10,000 round trips within Midtown each



workday. Numerous other operating factors, such as specific routes and headways, would dictate what percentage of these trips could actually be captured by existing or new transit services in the area.



10. During a typical work week, how often do you go to meetings, have lunch or run personal errands to locations in Buckhead or downtown?

Buckhead and downtown are both accessible from Midtown by existing MARTA bus and rail services. This question was intended to determine how many midday trips could conceivably be accommodated by these existing services.

All participants who work in Midtown (1267 responses)

Almost never	653 (51.5%)
Less than once a week	179 (14.1%)
1 or 2 trips a week	308 (24.3%)
3 to 5 trips a week	79 (6.2%)
More than 5 trips a week	48 (3.8%)

The results indicate that about one-third of all Midtown workers leave the office at least once a week during working hours to travel to other Midtown destinations. Based on the distribution of responses, the typical worker makes an average of 0.95 such trips a week. This translates into about 10,000 midday round trips made by workers on a daily basis between Midtown and either Buckhead or downtown. The current modal distribution of these trips is unknown, but it seems likely that a large percentage could be accommodated by transit, assuming that both the origin and destination are located near stops/stations or are accessible by secondary circulator systems.

An analysis was conducted to correlate midday travel behavior with the availability of a personal automobile.

All participants who work in Midtown and drive alone primarily (971 responses)

Almost never	465 (47.9%)
Less than once a week	149 (15.3%)
1 or 2 trips a week	251 (25.8%)
3 to 5 trips a week	61 (6.3%)
More than 5 trips a week	45 (4.6%)

All participants who work in Midtown and use alternative transportation modes primarily (289 responses)

Almost never	184 (63.7%)
Less than once a week	29 (10.0%)
1 or 2 trips a week	57 (19.7%)
3 to 5 trips a week	16 (5.5%)
More than 5 trips a week	3 (1.0%)

The results show that a worker who commutes alone by personal automobile is significantly more likely to venture outside the workplace during the day than an individual who uses some other mode of transportation. About 52% of SOV commuters report making at least one trip outside the workplace to these destinations each week, as opposed to only about 36% of workers who do not have an automobile at their disposal during the workday. The typical SOV commuter (77% of all workers) makes 1.04 trips each week, while someone who walked, biked or used transit (23% of all workers) makes only 0.64 trips per week.



11. What is your view of the supply of long-term parking (four hours or more) available throughout Midtown?

Every group indicated that they perceived a shortage of long-term parking in Midtown, although Midtown area residents felt the shortage is less severe than those who live outside the area.

*All participants who live in Midtown area (364 responses)*

Not enough	215 (59.1%)
Just about right	121 (33.2%)
Too much	28 (7.7%)

*All participants who work in Midtown but live outside the area (989 responses)*

Not enough	782 (79.1%)
Just about right	189 (19.1%)
Too much	18 (1.8%)

Viewpoints varied little depending on what mode of transportation is used for the commute trip.

*All participants who work in Midtown and drive to work primarily (938 responses)*

Not enough	725 (77.3%)
Just about right	194 (20.7%)
Too much	19 (2.0%)

*All participants who work in Midtown and use alternative transportation primarily (266 responses)*

Not enough	196 (73.7%)
Just about right	56 (21.1%)
Too much	14 (5.3%)

However, a noticeable difference in perception was evident when the relatively small population of Midtown area residents who use alternative modes of transportation was analyzed.

*All participants who live in Midtown area and use alternative transportation primarily (92 responses)*

Not enough	46 (50.0%)
Just about right	34 (37.0%)
Too much	12 (13.0%)

Although parking is felt to be a problem by all groups, the relationship between where a person lives and how they travel have an important impact on the magnitude of the perceived scarcity. Midtown area residents are more likely to allow their perception to be driven by such considerations as urban design and the overall livability of their community, whereas residents of outlying areas are probably influenced more by convenience and cost. Users of alternative modes may be influenced more heavily by environmental considerations and feel that providing additional parking will encourage people to drive more, resulting in increased congestion and pollution. All of these viewpoints have validity and must be carefully considered in determining an appropriate set of recommendations for Midtown.



12. What is your view of the supply of short-term parking (two hours or less) available throughout Midtown?

As with long-term parking availability, every group indicated that they perceived a shortage of short-term parking in Midtown, although Midtown area residents felt the shortage is less severe than those live outside the area.

All participants who live in Midtown area (363 responses)

Not enough	249 (68.6%)
Just about right	97 (26.7%)
Too much	17 (4.7%)

All participants who work in Midtown but live outside the area (972 responses)

Not enough	772 (79.4%)
Just about right	172 (17.7%)
Too much	28 (2.9%)

It is interesting to note that Midtown residents view the short-term parking problem as more acute than the long-term parking problem, while those living outside the area showed little discrimination between the two. This is probably attributable to the fact that Midtown residents are more directly affected by a lack of short-term parking in situations such as running errands to a local business or accommodating house guests. People who work in Midtown, but live elsewhere, do not confront these day-to-day difficulties.

Viewpoints varied little depending on what mode of transportation is used for the commute trip.

All participants who work in Midtown and drive to work primarily (921 responses)

Not enough	718 (78.0%)
Just about right	176 (19.1%)
Too much	27 (2.9%)

All participants who work in Midtown and use alternative transportation primarily (266 responses)

Not enough	213 (80.0%)
Just about right	44 (16.5%)
Too much	9 (3.4%)

As with long-term parking, a noticeable difference in perception was evident when the relatively small population of Midtown area residents who use alternative modes of transportation was analyzed. The same considerations alluded to in the discussion on the previous question probably play into the results here as well.

All participants who live in Midtown area and use alternative transportation primarily (93 responses)

Not enough	58 (62.4%)
Just about right	27 (29.0%)
Too much	8 (8.6%)



13. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

More frequent service along existing MARTA bus routes

A major reason people do not use public transportation is that service is often provided at a frequency which complicates trip planning. As long as congestion is not a major problem and parking is readily available and cheap, most travelers will opt for driving a personal vehicle rather than dealing with infrequent headways, lengthy transfer times, exposure to the elements and other potential drawbacks of public transportation services. This question was intended to determine the level of support for increasing service levels along key MARTA bus routes so as to remove the element of schedule uncertainty from the decision making process. It is generally acknowledged that when headways are short, transit users become indifferent to schedules, comfortable in the knowledge that a vehicle will arrive within a few minutes regardless of what time they arrive at the stop.

There was little overall difference in support for this concept between residents of Midtown (average score of 3.45) and those of outlying areas (average score of 3.36). Midtown residents had stronger opinions at either end of the scale, however. In all likelihood, the concept was opposed by a greater percentage because it was interpreted as requiring additional funding or would result in cutbacks in other MARTA services. Those in favor probably view service expansion as a way to increase their own mobility options, as well as reduce overall congestion and parking in the Midtown area.

*All participants who live in Midtown area (387 responses)*

(1) Strongly dislike	28 (7.8%)
(2) Dislike	20 (5.0%)
(3) Neutral	188 (47.5%)
(4) Like	53 (13.6%)
(5) Strongly like	98 (26.1%)

*All participants who live outside the area (1100 responses)*

(1) Strongly dislike	64 (5.8%)
(2) Dislike	31 (2.8%)
(3) Neutral	674 (61.3%)
(4) Like	107 (9.7%)
(5) Strongly like	224 (20.5%)

As would be expected, there was a noticeable difference in opinion between individuals who drive to work in a personal vehicle (average score of 3.29) and those who use some other mode of transportation for the commute trip (average score of 3.54).

*All participants who work in Midtown and drive alone primarily (971 responses)*

(1) Strongly dislike	61 (6.3%)
(2) Dislike	29 (3.0%)
(3) Neutral	614 (63.2%)
(4) Like	99 (10.2%)
(5) Strongly like	168 (17.3%)



*All participants who work in Midtown and use alternative transportation modes primarily (288 responses)*

(1) Strongly dislike	16 (5.7%)
(2) Dislike	5 (0.8%)
(3) Neutral	153 (54.2%)
(4) Like	35 (12.9%)
(5) Strongly like	79 (26.5%)



14. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Free and frequent shuttle linking major destinations within Midtown, including office towers MARTA rail stations, restaurants, other businesses and parking facilities.

Numerous real-world examples have clearly demonstrated that local area circulator shuttles generally succeed only when costs to the user are none or minimal. Questions 14, 15 and 16 were asked to determine the elasticity between cost and potential level of support.

The concept of a free shuttle was enthusiastically supported across all groups analyzed. Midtown area residents gave it an average score of 4.31, while those of outlying areas rated it at 4.18.

*All participants who live in Midtown area (388 responses)*

(1) Strongly dislike	5 (1.3%)
(2) Dislike	10 (2.6%)
(3) Neutral	66 (17.0%)
(4) Like	84 (21.6%)
(5) Strongly like	223 (57.5%)

*All participants who live outside the area (1101 responses)*

(1) Strongly dislike	35 (3.2%)
(2) Dislike	19 (1.7%)
(3) Neutral	245 (22.3%)
(4) Like	214 (19.3%)
(5) Strongly like	588 (53.4%)

Support was also high from those participants who drive to work alone in a personal automobile (average score of 4.15) and those who use some other alternative mode of transportation such as walking, bicycling or transit (average score of 4.36).

*All participants who work in Midtown and drive alone primarily (972 responses)*

(1) Strongly dislike	27 (2.8%)
(2) Dislike	19 (2.0%)
(3) Neutral	226 (23.3%)
(4) Like	211 (21.7%)
(5) Strongly like	489 (50.3%)

*All participants who work in Midtown and use alternative transportation modes primarily (289 responses)*

(1) Strongly dislike	6 (2.1%)
(2) Dislike	5 (1.7%)
(3) Neutral	53 (18.3%)
(4) Like	40 (13.8%)
(5) Strongly like	185 (64.0%)



15. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

The same type shuttle service as in Question 14, but with a \$0.50 fare.

The institution of a \$0.50 fare resulted in a sizeable decrease in support when compared to a free service. Midtown area residents reported a drop of 0.62 points, from 4.31 to 3.69. Outlying area residents demonstrated an even greater antipathy to the institution of a fare, with a drop of 0.86 points, from 4.18 to 3.32. The scores indicate that a system with a fare of \$0.50 would be received with only a modest level of approval.

*All participants who live in Midtown area (387 responses)*

(1) Strongly dislike	23 (5.9%)
(2) Dislike	23 (5.9%)
(3) Neutral	101 (26.1%)
(4) Like	144 (37.2%)
(5) Strongly like	96 (24.8%)

*All participants who live outside the area (1094 responses)*

(1) Strongly dislike	140 (12.9%)
(2) Dislike	106 (8.9%)
(3) Neutral	332 (30.6%)
(4) Like	296 (27.2%)
(5) Strongly like	220 (20.3%)



16. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

The same type shuttle service as in Question 14, but with a \$1.00 fare.

The institution of a \$1.00 fare resulted in a sizeable decrease in support when compared to a free service. Midtown area residents reported a drop of 1.48 points, from 4.31 to 2.83. This is a drop of 0.86 points from the level of support indicated for a service with a \$0.50 fare. The disparity between Midtown area residents and outlying area residents widened even further under the \$1.00 fare scenario. Outlying area residents reacted to the concept with a drop of 1.84 points, from 4.18 to 2.34, when compared to a free service. This is a drop of 0.92 points from the level of support indicated for a service with a \$0.50 fare. The scores indicate that a system with a fare of \$1.00 would not be favorably received by residents of outlying areas and general indifference by those who live in the Midtown area.

*All participants who live in Midtown area (388 responses)*

(1) Strongly dislike	78 (20.1%)
(2) Dislike	76 (19.6%)
(3) Neutral	114 (29.4%)
(4) Like	73 (18.8%)
(5) Strongly like	47 (12.1%)

Average = 2.83

*All participants who live outside the area (1088 responses)*

(1) Strongly dislike	374 (34.4%)
(2) Dislike	204 (18.8%)
(3) Neutral	338 (31.1%)
(4) Like	112 (10.3%)
(5) Strongly like	60 (5.5%)

Average = 2.34



17. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Preferential treatment for transit vehicles and carpools, such as dedicated lanes on surface streets, access to exclusive “cut through routes”, etc.

One way to make transit a more attractive and viable option is to give vehicles preferential treatment. One frequent criticism of transit is that it often cannot offer a time savings advantage over the personal automobile since vehicles must operate within the same roadway infrastructure. Numerous methods exist to give transit vehicles an advantage and offset time lost by the traveler due to transfers and stops. This question was asked so as to gain insight on how such preferential treatment would be received.

The results of this question indicated a general level of indifference, based on where people live. This is evidenced by the fairly uniform distribution of responses. Support for preferential treatment was slightly higher for individuals who live outside Midtown (average score of 3.17) versus those who live in the Midtown area (average score of 2.98), an indication that outlying area residents feel that such options would provide a greater benefit to them.

*All participants who live in Midtown area (386 responses)*

(1) Strongly dislike	88 (22.8%)
(2) Dislike	64 (16.6%)
(3) Neutral	74 (19.2%)
(4) Like	86 (22.3%)
(5) Strongly like	74 (19.2%)

*All participants who live outside the area (1086 responses)*

(1) Strongly dislike	214 (19.7%)
(2) Dislike	108 (9.8%)
(3) Neutral	310 (28.5%)
(4) Like	188 (17.3%)
(5) Strongly like	266 (24.5%)

A noticeable difference was evident based on how survey participants travel to work. For those who work in Midtown and drive to work alone, there is little enthusiasm for such preferential treatment, as demonstrated by the average score of 2.92. Individuals using alternative modes of transportation were much more receptive to the concept, reporting an average score of 3.70.

*All participants who work in Midtown and drive alone primarily (956 responses)*

(1) Strongly dislike	223 (23.3%)
(2) Dislike	119 (12.4%)
(3) Neutral	283 (29.6%)
(4) Like	172 (18.0%)
(5) Strongly like	159 (16.6%)



*All participants who work in Midtown and use alternative transportation modes primarily (288 responses)*

(1) Strongly dislike	37 (12.8%)
(2) Dislike	20 (6.9%)
(3) Neutral	58 (20.1%)
(4) Like	51 (17.7%)
(5) Strongly like	122 (42.4%)



18. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Requirements that developers of new private parking decks make spaces available for multiple users, such as office workers during the day and theatre / restaurant patrons at night.

One way to significantly reduce the overall parking supply in Midtown without compromising availability is to ensure that shared-use agreements are in place. Under a shared-use agreement, drivers with different travel characteristics are allowed to use the same parking facilities, thereby reducing the number of spaces that go unutilized for lengthy portions of the day. For example, a deck used by an office complex workers during the day can be used by restaurant patrons at night or Piedmont Park visitors on the weekend, reducing the need for additional facilities to accommodate those specific parking demands.

The concept of shared-use agreements was received favorably by both Midtown area residents (average score of 4.40) and those who live in outlying areas (average score of 4.14). Outlying area residents were probably slightly more reserved in their support out of concern that the space they lease in a garage might be unavailable if they need to go to the workplace at night or on the weekend.

*All participants who live in Midtown area (387 responses)*

(1) Strongly dislike	10 (2.2%)
(2) Dislike	6 (1.4%)
(3) Neutral	40 (10.3%)
(4) Like	93 (22.8%)
(5) Strongly like	238 (63.3%)

*All participants who live outside the area (1097 responses)*

(1) Strongly dislike	38 (3.5%)
(2) Dislike	34 (3.1%)
(3) Neutral	195 (17.8%)
(4) Like	296 (27.0%)
(5) Strongly like	534 (48.7%)



19. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Reducing the number of surface parking lots, assuming that the rates charged remain constant.

While there may be a perceived shortage of parking in Midtown, many people voice displeasure at the number of surface parking lots. These lots are viewed as a detriment to overall urban aesthetics and vitality. This question, as well as the following one, were asked to determine the level of support for eliminating surface lots. It is believed that little objection would be raised if surface lots were replaced with higher capacity, well designed decks, so the question was asked in a manner which implied that the overall supply was reduced by the conversion of surface lots to some other land use, such as an office building, shops or a condominium complex.

A noticeable difference is evident between Midtown area residents (average score of 3.29) and those who live outside the area (average score of 2.57). As with earlier questions related to the overall perception of supply, Midtown residents are probably more influenced by urban design considerations, while outlying area residents are more concerned simply with availability. The results of this question should not be interpreted as an endorsement of surface parking lots, but merely as an expression by the public that the overall supply of parking not be diminished.

*All participants who live in Midtown area (377 responses)*

(1) Strongly dislike	62 (16.4%)
(2) Dislike	50 (13.3%)
(3) Neutral	102 (27.1%)
(4) Like	41 (10.9%)
(5) Strongly like	122 (32.4%)

*All participants who live outside the area (1086 responses)*

(1) Strongly dislike	339 (31.2%)
(2) Dislike	178 (16.4%)
(3) Neutral	314 (28.9%)
(4) Like	122 (11.2%)
(5) Strongly like	133 (12.2%)

An analysis was made to compare attitudes of workers who drive alone versus those who use some other mode of transportation for the commute trip. Both voiced displeasure at the idea of reducing the overall supply. As would be expected, workers who drove had a more negative response (average score of 2.54) than those who walked, biked or used transit (average score of 2.85).

*All participants who work in Midtown and drive alone primarily (953 responses)*

(1) Strongly dislike	300 (31.5%)
(2) Dislike	163 (17.1%)
(3) Neutral	274 (28.8%)
(4) Like	104 (10.9%)
(5) Strongly like	112 (11.8%)



*All participants who work in Midtown and use alternative transportation modes primarily (287 responses)*

(1) Strongly dislike	72 (25.1%)
(2) Dislike	38 (13.2%)
(3) Neutral	93 (32.4%)
(4) Like	28 (9.8%)
(5) Strongly like	56 (19.5%)



20. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Reducing the number of surface parking lots, even if rates rise moderately due to increased demand

This follow-up question was asked to determine the elasticity between supply and cost of parking. The way this question was phrased also implied that spaces eliminated from surface lots would not be replaced. The difference is that cost was allowed to be a factor, whereas only availability was at issue in the previous question.

Results demonstrate that Midtown area residents are slightly less influenced by the issue of cost, with a drop of 0.39 points (from an average score of 3.29 to 2.90), when compared with outlying area residents, who responded with a drop of 0.54 points (from an average score of 2.57 to 2.03). Midtown area residents are about evenly split in their opinions, while nearly one-half of outlying area residents were strongly opposed to the concept.

*All participants who live in Midtown area (384 responses)*

(1) Strongly dislike	86 (22.4%)
(2) Dislike	83 (21.6%)
(3) Neutral	77 (20.0%)
(4) Like	60 (15.6%)
(5) Strongly like	78 (20.3%)

*All participants who live outside the area (1084 responses)*

(1) Strongly dislike	519 (47.9%)
(2) Dislike	189 (17.4%)
(3) Neutral	251 (23.2%)
(4) Like	71 (6.5%)
(5) Strongly like	54 (5.0%)

Questions 19 and 20 demonstrate that a reduction in parking supply is likely to face stiff opposition, even when cost is not an issue. Availability of convenient parking could actually be a more important consideration than cost in the minds of users.



21. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Conversion of existing free on-street parking to short-term metered parking

This concept was met with a slightly negative overall reaction from all groups. Midtown area residents responded with an average score of 2.71, while outlying area residents had an average score of 2.40. It is believed that several factors influenced how a survey participant responded to this question, including whether they are currently using on-street parking for long periods of time (likely to result in a negative reaction), whether they need to run errands to businesses around Midtown during the day (likely to result in a positive reaction) and how much the meter rates would be.

*All participants who live in Midtown area (385 responses)*

(1) Strongly dislike	121 (31.4%)
(2) Dislike	67 (17.4%)
(3) Neutral	66 (17.1%)
(4) Like	66 (17.1%)
(5) Strongly like	65 (16.9%)

*All participants who live outside the area (1088 responses)*

(1) Strongly dislike	449 (41.3%)
(2) Dislike	143 (13.1%)
(3) Neutral	238 (21.9%)
(4) Like	128 (11.8%)
(5) Strongly like	130 (11.9%)

Interestingly, the results were virtually identical between workers who drive alone (average score of 2.43) and those who use some other mode of transportation (average score of 2.48) for the commute trip. Given that they are less disposed to avail themselves of on-street parking, individuals who use other modes should have been expected to express greater indifference at the concept. It can be construed that the desire for ample, free parking transcends how often it is actually used. An individual who generally rides a bus to work still desires to have free parking available on those occasions when he drives into Midtown.

*All participants who work in Midtown and drive alone primarily (959 responses)*

(1) Strongly dislike	383 (39.9%)
(2) Dislike	133 (13.9%)
(3) Neutral	203 (21.2%)
(4) Like	127 (13.2%)
(5) Strongly like	113 (11.8%)

*All participants who work in Midtown and use alternative transportation modes primarily (289 responses)*

(1) Strongly dislike	116 (40.1%)
(2) Dislike	42 (14.5%)
(3) Neutral	52 (18.0%)
(4) Like	34 (11.8%)
(5) Strongly like	45 (15.6%)



22. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Conversion of existing unregulated on-street parking in residential areas east of Juniper Street to residential parking only

Unregulated on-street parking along many streets in Midtown has resulted in a significant number of workers who take advantage of the situation by leaving their vehicles in a spot throughout the workday. While completely legal, it can create problems for residents in the area who do not have off-street parking available for either themselves or their guests. This situation also reduces the potential for turnover, which is an important factor for the well-being of nearby businesses who depend on customers being able to park nearby for short periods of time.

The results of this question were stratified in a slightly different way than other questions were. The first analysis group was comprised exclusively of those individuals who live in the two ZIP code areas directly affected by the concept. This detailed breakdown was felt appropriate because an individual commuting to work in Midtown from Morningside is unlikely to have a substantially greater understanding of a particular neighborhood’s parking issues than someone who lives in a suburban county. These results were compared to a summation of responses from survey participants who live outside those two ZIP code areas.

The difference was pronounced. Residents of the immediate area responded with an average score of 3.53, compared to 2.68 for other survey participants outside these areas. This disparity is a clear indication that available on-street parking is being used by these non-local individuals and that they feel conversion to residential parking only would be an inconvenience when they drive into Midtown (for whatever purpose).

*All participants who live in 30308 or 30309 ZIP code areas (263 responses)*

(1) Strongly dislike	32 (12.2%)
(2) Dislike	40 (15.2%)
(3) Neutral	47 (17.9%)
(4) Like	45 (17.1%)
(5) Strongly like	99 (37.6%)

*All participants who live outside the 30308 and 30309 ZIP code areas (1204 responses)*

(1) Strongly dislike	322 (26.7%)
(2) Dislike	144 (12.0%)
(3) Neutral	464 (38.5%)
(4) Like	147 (12.2%)
(5) Strongly like	127 (10.5%)



23. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Creation of additional on-street parking (assuming no loss of vehicle capacity on the street)

As would be expected from responses to earlier questions, the creation of additional parking was met with enthusiasm by all groups. No significant difference was observed between survey participants who live in the Midtown area (average score of 3.83) and those who live in outlying areas (average score of 3.84).

*All participants who live in Midtown area (384 responses)*

(1) Strongly dislike	35 (9.0%)
(2) Dislike	24 (6.2%)
(3) Neutral	58 (14.8%)
(4) Like	120 (30.0%)
(5) Strongly like	147 (40.1%)

*All participants who live outside the area (1079 responses)*

(1) Strongly dislike	72 (6.7%)
(2) Dislike	57 (5.3%)
(3) Neutral	246 (22.8%)
(4) Like	303 (28.1%)
(5) Strongly like	401 (37.2%)

There was also no difference based on the mode of transportation used for the commute trip. Individuals who drive a personal automobile were as much in favor of the concept (average score of 3.85) as were those who use some other mode (average score of 3.85).

*All participants who work in Midtown and drive alone primarily (950 responses)*

(1) Strongly dislike	67 (7.1%)
(2) Dislike	45 (4.7%)
(3) Neutral	203 (21.4%)
(4) Like	280 (29.5%)
(5) Strongly like	355 (37.4%)

*All participants who work in Midtown and use alternative transportation modes primarily (286 responses)*

(1) Strongly dislike	17 (5.9%)
(2) Dislike	21 (7.3%)
(3) Neutral	62 (21.7%)
(4) Like	75 (26.2%)
(5) Strongly like	111 (38.8%)



24. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Creation of additional on-street parking (if existing travel lanes must be used)

This question was asked to determine the elasticity between providing additional parking capacity and ensuring the ease of mobility along the roadway network. While the previous question’s results demonstrated a clear desire to provide additional on-street parking if it could be done in a way that it did not take away existing travel lanes, responses to this question show a dramatic drop in support if vehicular capacity is reduced. All groups showed a slightly negative reaction to the concept of converting travel lanes to on-street parking, with Midtown area residents reporting an average score of 2.42 and outlying area residents reporting an average score of 2.53.

*All participants who live in Midtown area (384 responses)*

(1) Strongly dislike	153 (39.8%)
(2) Dislike	72 (18.8%)
(3) Neutral	59 (15.4%)
(4) Like	43 (11.2%)
(5) Strongly like	57 (14.8%)

*All participants who live outside the area (1090 responses)*

(1) Strongly dislike	391 (35.9%)
(2) Dislike	183 (16.8%)
(3) Neutral	234 (21.5%)
(4) Like	116 (10.6%)
(5) Strongly like	166 (15.2%)

The fact that Midtown area residents are slightly more hesitant about the concept demonstrates that the generally expressed desire for a more urban environment with slower traffic speeds should not be pursued at the expense of increasing congestion levels on the area’s roadway network.



25. On a scale of 1 to 5, please rate whether you support each of the following possibilities. A score of “1” means you strongly dislike the idea, while “5” means you are strongly in favor of the concept. A score of “3” indicates that you are neutral or would be unaffected by the concept.

Creation of a Midtown parking authority that can borrow funds to build and manage public parking decks

This concept was met favorably (or with indifference, at the worst) by about 85% of all survey participant groups. Midtown area residents gave the concept an average score of 3.59, while outlying area residents responded with an average score of 3.56.

*All participants who live in Midtown area (381 responses)*

(1) Strongly dislike	39 (10.2%)
(2) Dislike	18 (4.7%)
(3) Neutral	111 (29.1%)
(4) Like	104 (27.3%)
(5) Strongly like	109 (28.6%)

*All participants who live outside the area (1090 responses)*

(1) Strongly dislike	108 (9.9%)
(2) Dislike	57 (5.2%)
(3) Neutral	335 (30.7%)
(4) Like	294 (27.0%)
(5) Strongly like	296 (27.2%)

Little difference was also observed between workers who drive alone (average score of 3.59) and those who use some other mode of transportation (average score of 3.57) for the commute trip.

*All participants who work in Midtown and drive alone primarily (956 responses)*

(1) Strongly dislike	84 (8.8%)
(2) Dislike	49 (5.1%)
(3) Neutral	304 (31.8%)
(4) Like	261 (27.3%)
(5) Strongly like	258 (27.0%)

*All participants who work in Midtown and use alternative transportation modes primarily (290 responses)*

(1) Strongly dislike	33 (11.4%)
(2) Dislike	13 (4.5%)
(3) Neutral	81 (27.9%)
(4) Like	82 (28.3%)
(5) Strongly like	81 (27.9%)

These results demonstrate that there is broad support for a more orderly approach to the parking situation in Midtown. Negative reaction is probably rooted in a sense that government involvement in what is essentially a free enterprise supply/demand issue is unwarranted or that the authority could result in higher rates. In the event that an authority is created in Midtown, these concerns would need to be addressed.



26. How frequently do you visit destinations in Midtown such as restaurants, shops, nightclubs and Piedmont Park on evenings during the week?

The purpose of this question was to determine how much demand there is for additional mobility options in Midtown after standard working hours during the week.

All participants who work in Midtown (1266 responses)

Almost never	560 (44.7%)
1 or 2 times a month	211 (16.7%)
3 to 5 times a month	276 (21.8%)
6 to 10 times a month	80 (6.3%)
More than 10 times a month	139 (11.0%)

The results demonstrate that over one-half of all participants who work in Midtown visit another destination in the area after work at least once a month, with about one-third doing so on at least a weekly basis. On average, the typical Midtown worker visits another destination in the area after work about 3.3 times a month. This translates into about 9,000 to 10,000 round trips during the evening hours on a typical weekday.

As would be expected, there is a significant difference in after-hours travel patterns between residents of the Midtown area and those who live in outlying areas.

All participants who live in Midtown area (388 responses)

Almost never	22 (5.7%)
1 or 2 times a month	37 (9.5%)
3 to 5 times a month	104 (26.8%)
6 to 10 times a month	68 (17.5%)
More than 10 times a month	157 (40.4%)

All participants who live outside the area (1099 responses)

Almost never	574 (52.2%)
1 or 2 times a month	192 (17.5%)
3 to 5 times a month	227 (20.7%)
6 to 10 times a month	51 (4.6%)
More than 10 times a month	55 (5.0%)

The typical Midtown resident visits another destination in Midtown on a weekday evening about 8.7 times a month, or about twice a week. In contrast, someone who doesn't live in the vicinity frequents Midtown destinations after hours only about 2.2 times a month, or once every other week.



27. How frequently do you make trips to or within Midtown to visit destinations such as restaurants, shops, nightclubs and Piedmont Park on the weekends?

The purpose of this question was to determine how much demand there is for additional mobility options in Midtown after standard working hours on weekends.

All participants who work in Midtown (1263 responses)

Almost never	478 (37.8%)
Less than once a month	92 (7.3%)
1 or 2 times a month	357 (28.3%)
3 or 4 times a month	114 (9.0%)
5 or more times a month	222 (17.6%)

The results demonstrate that over one-half of all participants who work in Midtown visit another destination in the area on the weekend at least once a month, with about one-fifth doing so on at least a weekly basis. On average, the typical Midtown worker visits another destination in the area on the weekend about 1.8 times a month. This translates into about 12,000 to 13,000 round trips during the evening hours on a typical weekend day.

As would be expected, there is a significant difference in after-hours travel patterns between residents of the Midtown area and those who live in outlying areas.

All participants who live in Midtown area (388 responses)

Almost never	14 (3.6%)
Less than once a month	6 (1.5%)
1 or 2 times a month	71 (18.3%)
3 or 4 times a month	66 (17.0%)
5 or more times a month	231 (59.5%)

All participants who live outside the area (1097 responses)

Almost never	491 (44.8%)
Less than once a month	92 (8.4%)
1 or 2 times a month	328 (29.9%)
3 or 4 times a month	78 (7.1%)
5 or more times a month	108 (9.8%)

The typical Midtown resident visits another destination in Midtown on the weekend about 4.4 times a month, or about once a week. In contrast, someone who doesn't live in the vicinity frequents Midtown destinations on the weekend only about 1.3 times a month.



28. For trips you make to and within Midtown outside business hours, do you ever use alternative modes of travel, such as bicycling, walking or transit, to make the trip?

For trips identified from the previous two questions, an estimate of the number which is occurring by alternative modes could be estimated based on the response to this question.

All participants who work in Midtown (1247 responses)

Almost never	816 (65.4%)
Occasionally	334 (26.8%)
Frequently	62 (5.0%)
Almost always	35 (2.8%)

The following percentages were assumed for each response:

- Almost never = 0% of trips made using alternative modes
- Occasionally = 20% of trips made using alternative modes
- Frequently = 50% of trips made using alternative modes
- Almost always = 80% of trips made using alternative modes

Based on responses, approximately 10% of all trips made by Midtown workers to other area destinations after business hours are made by some alternative mode such as walking, bicycling or transit. This translates into about 1,000 round trips on a weekday evening and 1,200 round trips on a weekend. The remaining 90% of trips are, most likely, being made by personal automobile.

As would be expected, there is a significant difference in after-hours travel patterns between residents of the Midtown area and those who live in outlying areas.

All participants who live in Midtown area (385 responses)

Almost never	113 (29.4%)
Occasionally	159 (41.3%)
Frequently	72 (18.7%)
Almost always	41 (10.6%)

All participants who live outside the area (1083 responses)

Almost never	770 (71.1%)
Occasionally	258 (23.8%)
Frequently	37 (3.4%)
Almost always	18 (1.7%)

Midtown residents use alternative modes of transportation for making trips to destinations in the vicinity during the evenings and on weekends approximately 26% of the time. This compares to only 8% of survey participants who live in outlying areas.



29. What concerns and/or recommendations do you have regarding parking in Midtown?

Of the 1,498 survey participants, a total of 820 (54.7%) provided additional comments related to parking in Midtown.

The comments covered a significant number of topics and represented the entire spectrum of viewpoints. A summary was prepared and the basic points raised by survey participants are outlined below, along with the number of comments made that were related to that topic. Approximately 30 comments could not be classified into one of these general topic categories, as they addressed specific personal concerns of the survey participant, were unrelated to the study, or expressed an opinion which was not shared by any other participants. The total sums to more than 820 since some comments touched on two or more issues and were counted accordingly in the individual totals.

- Rates are too expensive 369 comments
- Not enough parking or supply is decreasing rapidly 134 comments
- More parking decks should be constructed 43 comments
- Safety and security need improvement to, from and within lots 40 comments
- Ensure parking supply matches development needs 39 comments
- Employers should offset cost of parking for employees 38 comments
- Provide more transit to decrease parking demand 32 comments
- Traffic is a problem 27 comments
- Regulate parking rates and/or establish authority 21 comments
- More low-cost short-term parking needed 21 comments
- Enforcement is inconsistent or unfair 18 comments
- Make free parking available 17 comments
- Make part-time monthly parking passes available at lower cost 14 comments
- Eliminate surface lots 13 comments
- More on-street parking is needed 13 comments
- Parking decks should provide guaranteed spaces 12 comments
- Provide in/out privileges in lots 8 comments
- Improve aesthetics and urban design guidelines 7 comments
- Ensure shared-use agreements in parking decks 6 comments



**30. What concerns and/or recommendations do you have regarding transit services in Midtown?**

Of the 1,498 survey participants, a total of 633 (42.2%) provided additional comments related to transit services in Midtown.

The comments covered a significant number of topics and represented the entire spectrum of viewpoints. A summary was prepared and the basic points raised by survey participants are outlined below, along with the number of comments made that were related to that topic. Approximately 45 comments could not be classified into one of these general topic categories, as they addressed specific personal concerns of the survey participant, were unrelated to the study, or expressed an opinion which was not shared by any other participants. The total sums to more than 633 since some comments touched on two or more issues and were counted accordingly in the individual totals.

- Provide transit services to outlying suburban areas 95 comments
- Improve headways and quality of existing services 87 comments
- Inconvenient to access stations or stops at origin end of trip 78 comments
- Provide local area circulator shuttles 75 comments
- MARTA not a feasible commute option 54 comments
- Provide light rail or other new services within city 38 comments
- Improve CCT services and connectivity with MARTA 37 comments
- Trains, buses and stations are unsafe 32 comments
- Walk between stop, stations and buildings unsafe 28 comments
- Cost or time to use transit not competitive with auto 27 comments
- Employers should subsidize transit use by employees 16 comments
- MARTA should not raise fares 15 comments
- Don't implement any more bus routes 15 comments
- Provide additional parking at Midtown rail stations 10 comments
- Stations are not located well or aren't visible 8 comments
- Provide preferential treatment for transit vehicles on roadways 7 comments
- Atlanta development patterns don't favor transit use 6 comments
- Expand market segments and encourage dense development 6 comments



# A

ppendix 2 - Parking Demand Data Tables

**Table A1  
Inventory and Occupancy Data Summary**

	Zone						All Zones
	1	2	3	4	5	6	
Total Deck Spaces	6,071	11,385	2,543	1,626	2,742	1,383	25,750
Total Surface Spaces	2,410	2,365	1,707	2,981	2,093	4,715	16,271
Total Street Spaces	102	336	418	777	131	63	1,827
<b>Total Zone Spaces</b>	<b>8,583</b>	<b>14,086</b>	<b>4,668</b>	<b>5,384</b>	<b>4,966</b>	<b>6,161</b>	<b>43,848</b>
Deck Spaces Studied	6,071	8,843	2,071	1,321	1,955	368	20,629
Surface Spaces Studied	1,109	889	1,163	1,091	1,030	902	6,184
On-Street Spaces Studied	102	336	418	777	131	63	1,827
<b>Total Spaces Studied</b>	<b>7,282</b>	<b>10,068</b>	<b>3,652</b>	<b>3,189</b>	<b>3,116</b>	<b>1,333</b>	<b>28,640</b>
Total Spaces Studied	7,282	10,068	3,652	3,189	3,116	1,333	28,640
Occupied Spaces	5,792	8,376	2,203	2,605	2,369	1,116	22,461
<b>Overall Zone % Occupancy</b>	<b>80%</b>	<b>83%</b>	<b>60%</b>	<b>82%</b>	<b>76%</b>	<b>84%</b>	<b>78%</b>
Deck Space % Occupancy	81%	87%	56%	71%	82%	90%	81%
Surface Space % Occupancy	71%	39%	54%	81%	61%	80%	65%
On-Street Space Occupancy	100%	100%	100%	100%	100%	100%	100%
<b>Overall Zone % Occupancy</b>	<b>80%</b>	<b>83%</b>	<b>60%</b>	<b>82%</b>	<b>76%</b>	<b>84%</b>	<b>78%</b>
Overall Zone % Occupancy	80%	83%	60%	82%	76%	84%	78%
Total Zone Spaces	8,583	14,086	4,668	5,384	4,966	6,161	43,848
<b>Total Zone Parking Demand</b>	<b>6,827</b>	<b>11,719</b>	<b>2,816</b>	<b>4,398</b>	<b>3,775</b>	<b>5,158</b>	<b>34,694</b>

**Table A2**  
**Midtown Land Use Estimates and Projections**

Zone	North Boundary	South Boundary	2000 Estimates							
			Residents		Employees		Office Space		Retail Space	
			Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount
<b>All</b>			<b>100%</b>	<b>8000</b>	<b>100%</b>	<b>50000</b>	<b>100%</b>	<b>14700000</b>	<b>100%</b>	<b>1300000</b>
1	I-85	16th St.	10%	800	19%	9500	19%	2793000	10%	130000
2	16th St.	12th St.	20%	1600	36%	18000	36%	5292000	35%	455000
3	12th St.	8th St.	30%	2400	16%	8000	16%	2352000	25%	325000
4	8th St.	3rd St.	16%	1280	5%	2500	5%	735000	10%	130000
5	3rd St.	Linden Ave.	14%	1120	9%	4500	9%	1323000	10%	130000
6	Linden Ave.	I-75/85	10%	800	15%	7500	15%	2205000	10%	130000

Zone	North Boundary	South Boundary	2005 Estimates							
			Residents		Employees		Office Space		Retail Space	
			Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount
<b>All</b>			<b>100%</b>	<b>13000</b>	<b>100%</b>	<b>65000</b>	<b>100%</b>	<b>20000000</b>	<b>100%</b>	<b>1800000</b>
1	I-85	16th St.	7%	910	20%	13000	20%	4000000	9%	162000
2	16th St.	12th St.	22%	2860	37%	24050	37%	7400000	32%	576000
3	12th St.	8th St.	32%	4160	17%	11050	17%	3400000	27%	486000
4	8th St.	3rd St.	18%	2340	5%	3250	5%	1000000	12%	216000
5	3rd St.	Linden Ave.	13%	1690	8%	5200	8%	1600000	12%	216000
6	Linden Ave.	I-75/85	8%	1040	13%	8450	13%	2600000	8%	144000

**Table A3  
Parking Model Analysis Results**

**Zone 1**

2000					2005					2010					2020				
Zone 1	Quantity	Demand Factor	Unit	Parking Demand	Zone 1	Land Use	Demand Factor	Unit	Parking Demand	Zone 1	Land Use	Demand Factor	Unit	Parking Demand	Zone 1	Land Use	Demand Factor	Unit	Parking Demand
Residents	720	0.95	Resident	684	Residents	910	0.95	Resident	865	Residents	1120	0.95	Resident	1,064	Residents	1540	0.95	Resident	1,463
Employees	9500	0.65	Employee	6143	Employees	13000	0.65	Employee	8,406	Employees	14,400	0.65	Employee	9,311	Employees	18000	0.65	Employee	11,639
				<b>6827</b>					<b>9,271</b>					<b>10,375</b>					<b>13,102</b>
Office	2793	2.32	1000 sq.ft.	6,493	Office	4000	2.32	1000 sq.ft.	9,299	Office	4600	2.32	1000 sq.ft.	10,694	Office	5800	2.32	1000 sq.ft.	13,483
Retail	130	2.57	1000 sq.ft.	334	Retail	162	2.57	1000 sq.ft.	416	Retail	176	2.57	1000 sq.ft.	452	Retail	240	2.57	1000 sq.ft.	617
				<b>6,827</b>					<b>9,715</b>					<b>11,146</b>					<b>14,100</b>
Observed Demand		6,827			Projected Demand		Average		9,493	Projected Demand		Average		10,761	Projected Demand		Average		13,601
Zone Supply		8,583			Zone Supply		8,583			Zone Supply		8,583			Zone Supply		8,583		
Effective Supply		7,725			Effective Supply		7,725			Effective Supply		7,725			Effective Supply		7,725		
Current Parking Adequacy				898	Parking Adequacy Current Supply				(1,768)	Parking Adequacy Current Supply				(3,036)	Parking Adequacy Current Supply				(5,877)
Expected loss of surface spaces			400		Changes in Supply					Changes in Supply					Changes in Supply				
					Added			2478		Added			3706		Added			6234	
					surface loss			80		surface loss			180		surface loss			400	
					Net			2398	9,883	Net			3526	10,898	Net			5834	12,975
					Projected Adequacy				390	Projected Adequacy				137	Projected Adequacy				(626)

**Zone 2**

2000					2005					2010					2020				
Zone 2	Land Use	Demand Factor	Unit	Parking Demand	Zone 2	Land Use	Demand Factor	Unit	Parking Demand	Zone 2	Land Use	Demand Factor	Unit	Parking Demand	Zone 2	Land Use	Demand Factor	Unit	Parking Demand
Residents	1600	0.95	Resident	1,520	Residents	2,860	0.95	Resident	2,717	Residents	3,520	0.95	Resident	3344	Residents	4840.00	0.95	Resident	4598
Employees	18,000	0.57	Employee	10,199	Employees	24,050	0.57	Employee	13,627	Employees	26,640	0.57	Employee	15094	Employees	33300.00	0.57	Employee	18868
				<b>11,719</b>					<b>16,344</b>					<b>18438</b>					<b>23466</b>
Office	5,292	2.04	1000 sq.ft.	10,814	Office	7,400	2.04	1000 sq.ft.	15,121	Office	8,510	2.04	1000 sq.ft.	17,389	Office	10730.00	2.04	1000 sq.ft.	21,926
Retail	455	1.99	1000 sq.ft.	905	Retail	576	1.99	1000 sq.ft.	1,146	Retail	682	1.99	1000 sq.ft.	1,357	Retail	900.00	1.99	1000 sq.ft.	1,791
				<b>11,719</b>					<b>16,267</b>					<b>18,747</b>					<b>23,717</b>
Observed Demand		11,719			Projected Demand		Average		16,306	Projected Demand		Average		18,592	Projected Demand		Average		23,591
Zone Supply		14,086			Zone Supply		14,086			Zone Supply		14,086			Zone Supply		14,086		
Effective Supply		12,677			Effective Supply		12,677			Effective Supply		12,677			Effective Supply		12,677		
Current Parking Adequacy				958	Parking Adequacy Current Supply				(3,628)	Parking Adequacy Current Supply				(5,915)	Parking Adequacy Current Supply				(10,914)
Expected loss of surface spaces			800		Changes in Supply					Changes in Supply					Changes in Supply				
					Added			4458		Added			6890		Added			11766	
					surface loss			160		surface loss			360		surface loss			800	
					Net			4298	16,546	Net			6530	18,554	Net			10966	22,547
					Projected Adequacy				240	Projected Adequacy				(38)	Projected Adequacy				(1,044)

**Table A3  
Parking Model Analysis Results**

**Zone 3**

2000					2005					2010					2020				
Zone 3	Land Use	Demand Factor	Unit	Parking Demand	Zone 3	Land Use	Demand Factor	Unit	Parking Demand	Zone 3	Land Use	Demand Factor	Unit	Parking Demand	Zone 3	Land Use	Demand Factor	Unit	Parking Demand
Residents	2,400	0.28	Resident	672	Residents	4,160	0.28	Resident	1,165	Residents	5,120	0.28	Resident	1,434	Residents	7,040	0.28	Resident	1,971
Employees	8,000	0.27	Employee	2,144	Employees	11,050	0.27	Employee	2,961	Employees	12,240	0.27	Employee	3,280	Employees	15,300	0.27	Employee	4,100
				<b>2,816</b>					<b>4,126</b>					<b>4,714</b>					<b>6,072</b>
Office	2352	1.06	1000 sq.ft.	2,498	Office	3400	1.06	1000 sq.ft.	3,611	Office	3,910	1.06	1000 sq.ft.	4,152	Office	4,930	1.06	1000 sq.ft.	5,236
Retail	325	0.98	1000 sq.ft.	319	Retail	486	0.98	1000 sq.ft.	476	Retail	616	0.98	1000 sq.ft.	604	Retail	870	0.98	1000 sq.ft.	853
				<b>2,816</b>					<b>4,087</b>					<b>4,756</b>					<b>6,088</b>
Observed Demand		2,816			Projected Demand		Average		4,107	Projected Demand		Average		4,735	Projected Demand		Average		6,080
Zone Supply		4,668			Zone Supply		4,668			Zone Supply		4,668			Zone Supply		4,668		
Effective Supply		4,201			Effective Supply		4,201			Effective Supply		4,201			Effective Supply		4,201		
Current Parking Adequacy				1,385	Parking Adequacy Current Supply				95	Parking Adequacy Current Supply				(534)	Parking Adequacy Current Supply				(1,879)
Expected loss of surface spaces			1000		Changes in Supply					Changes in Supply					Changes in Supply				
					Added			2418		Added			3698		Added			6246	
					surface loss			200		surface loss			450		surface loss			1000	
					Net			2218	6,197	Net			3248	7,124	Net			5246	8,923
					Projected Adequacy				2,091	Projected Adequacy				2,389	Projected Adequacy				2,843

**Zone 4**

2000					2005					2010					2020				
Zone 4	Land Use	Demand Factor	Unit	Parking Demand	Zone 4	Land Use	Demand Factor	Unit	Parking Demand	Zone 4	Land Use	Demand Factor	Unit	Parking Demand	Zone 4	Land Use	Demand Factor	Unit	Parking Demand
Residents	1,280	0.95	Resident	1,216	Residents	2,340	0.95	Resident	2,223	Residents	2,880	0.95	Resident	2,736	Residents	3,960	0.95	Resident	3,762
Employees	2,500	1.27	Employee	3,182	Employees	3,250	1.27	Employee	4,136	Employees	3,600	1.27	Employee	4,582	Employees	4,500	1.27	Employee	5,727
				<b>4,398</b>					<b>6,359</b>					<b>7,318</b>					<b>9,489</b>
Office	735	5.28	1000 sq.ft.	3,878	Office	1,000	5.28	1000 sq.ft.	5,276	Office	1,150	5.28	1000 sq.ft.	6,067	Office	1,450	5.28	1000 sq.ft.	7,650
Retail	130	4.00	1000 sq.ft.	520	Retail	216	4.00	1000 sq.ft.	864	Retail	330	4.00	1000 sq.ft.	1,320	Retail	540	4.00	1000 sq.ft.	2,160
				<b>4,398</b>					<b>6,140</b>					<b>7,387</b>					<b>9,810</b>
Observed Demand		4,398			Projected Demand		Average		6,250	Projected Demand		Average		7,353	Projected Demand		Average		9,650
Zone Supply		5,384			Zone Supply		5,384			Zone Supply		5,384			Zone Supply		5,384		
Effective Supply		4,846			Effective Supply		4,846			Effective Supply		4,846			Effective Supply		4,846		
Current Parking Adequacy				448	Parking Adequacy Current Supply				(1,404)	Parking Adequacy Current Supply				(2,507)	Parking Adequacy Current Supply				(4,804)
Expected loss of surface spaces			1200		Changes in Supply					Changes in Supply					Changes in Supply				
					Added			702		Added			1230		Added			2250	
					surface loss			240		surface loss			540		surface loss			1200	
					Net			462	5,261	Net			690	5,467	Net			1050	5,791
					Projected Adequacy				(988)	Projected Adequacy				(1,886)	Projected Adequacy				(3,859)

**Table A3  
Parking Model Analysis Results**

**Zone 5**

2000					2005					2010					2020				
Zone 5	Land Use	Demand Factor	Unit	Parking Demand	Zone 5	Land Use	Demand Factor	Unit	Parking Demand	Zone 5	Land Use	Demand Factor	Unit	Parking Demand	Zone 5	Land Use	Demand Factor	Unit	Parking Demand
Residents	1,120	0.92	Resident	1,030	Residents	1,690	0.92	Resident	1,555	Residents	2,080	0.92	Resident	1,914	Residents	2,860	0.92	Resident	2,631
Employees	4,500	0.61	Employee	2,745	Employees	5,200	0.61	Employee	3,172	Employees	5,760	0.61	Employee	3,514	Employees	7,200	0.61	Employee	4,392
				3,775					4,727					5,427					7,023
Office	1323	2.60	1000 sq.ft.	3,440	Office	1,600	2.60	1000 sq.ft.	4,160	Office	1840	2.60	1000 sq.ft.	4,784	Office	2,320	2.60	1000 sq.ft.	6,032
Retail	130	2.58	1000 sq.ft.	335	Retail	216	2.58	1000 sq.ft.	557	Retail	242	2.58	1000 sq.ft.	624	Retail	270	2.58	1000 sq.ft.	697
				3,775					4,717					5,408					6,729
Observed Demand		3,775			Projected Demand		Average		4,722	Projected Demand		Average		5,418	Projected Demand		Average		6,876
Zone Supply		4,966			Zone Supply		4,966			Zone Supply		4,966			Zone Supply		4,966		
Effective Supply		4,469			Effective Supply		4,469			Effective Supply		4,469			Effective Supply		4,469		
Current Parking Adequacy				694	Parking Adequacy Current Supply				(253)	Parking Adequacy Current Supply				(948)	Parking Adequacy Current Supply				(2,407)
Expected loss of surface spaces			900		Changes in Supply					Changes in Supply					Changes in Supply				
					Added			726		Added			1258		Added			2274	
					surface loss			180		surface loss			405		surface loss			900	
					Net			546	4,961	Net			853	5,237	Net			1374	5,706
					Projected Adequacy				239	Projected Adequacy				(181)	Projected Adequacy				(1,170)

**Zone 6**

2000					2005					2010					2020				
Zone 6	Land Use	Demand Factor	Unit	Parking Demand	Zone 6	Land Use	Demand Factor	Unit	Parking Demand	Zone 6	Land Use	Demand Factor	Unit	Parking Demand	Zone 6	Land Use	Demand Factor	Unit	Parking Demand
Residents	800	0.77	Resident	616	Residents	1,040	0.77	Resident	801	Residents	1,280	0.77	Resident	986	Residents	1,760	0.77	Resident	1,355
Employees	7,500	0.61	Employee	4,542	Employees	8,450	0.61	Employee	5,117	Employees	9,360	0.61	Employee	5,668	Employees	11,700	0.61	Employee	7,086
				5,158					5,918					6,654					8,441
Office	2205	2.15	1000 sq.ft.	4,733	Office	2,600	2.15	1000 sq.ft.	5,581	Office	2,990	2.15	1000 sq.ft.	6,418	Office	3,770	2.15	1000 sq.ft.	8,092
Retail	130	3.27	1000 sq.ft.	425	Retail	144	3.27	1000 sq.ft.	471	Retail	154	3.27	1000 sq.ft.	504	Retail	180	3.27	1000 sq.ft.	589
				5,158					6,052					6,922					8,681
Observed Demand		5,158			Projected Demand		Average		5,985	Projected Demand		Average		6,788	Projected Demand		Average		8,561
Zone Supply		6,161			Zone Supply		6,161			Zone Supply		6,161			Zone Supply		6,161		
Effective Supply		5,545			Effective Supply		5,545			Effective Supply		5,545			Effective Supply		5,545		
Current Parking Adequacy				387	Parking Adequacy Current Supply				(440)	Parking Adequacy Current Supply				(1,243)	Parking Adequacy Current Supply				(3,016)
Expected loss of surface spaces			500		Changes in Supply					Changes in Supply					Changes in Supply				
					Added			818		Added			1618		Added			3230	
					surface loss			100		surface loss			225		surface loss			500	
					Net			718	6,191	Net			1393	6,799	Net			2730	8,002
					Projected Adequacy				206	Projected Adequacy				11	Projected Adequacy				(559)