



Piedmont Park Event Management Study

Transportation, Traffic and Parking



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Nelson\Nygaard Consulting Associates
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Study Purpose

Document the impacts of Class A events in Piedmont Park on traffic, circulation and parking

Identify potential strategies for improving management

Recommend actions for City policy on events based on best practices

Study Partners

Neighborhoods: Virginia-Highland Civic Association, Midtown Neighbors Association, Ansley Park Civic Association, Morningside-Lenox Park Association

Councilmembers: Ceasar Mitchell, Kwanza Hall, Alex Wan, Michael Julian Bond, Mary Norwood, Andre Dickens

Findings

Traffic and Circulation:

- Increases in traffic due to festival distributed fairly evenly throughout network
- Cut-through and diverted traffic in neighborhoods increases in places, but not beyond the capacity of streets
- Signal timing and police traffic control could be adjusted to facilitate flow

Findings

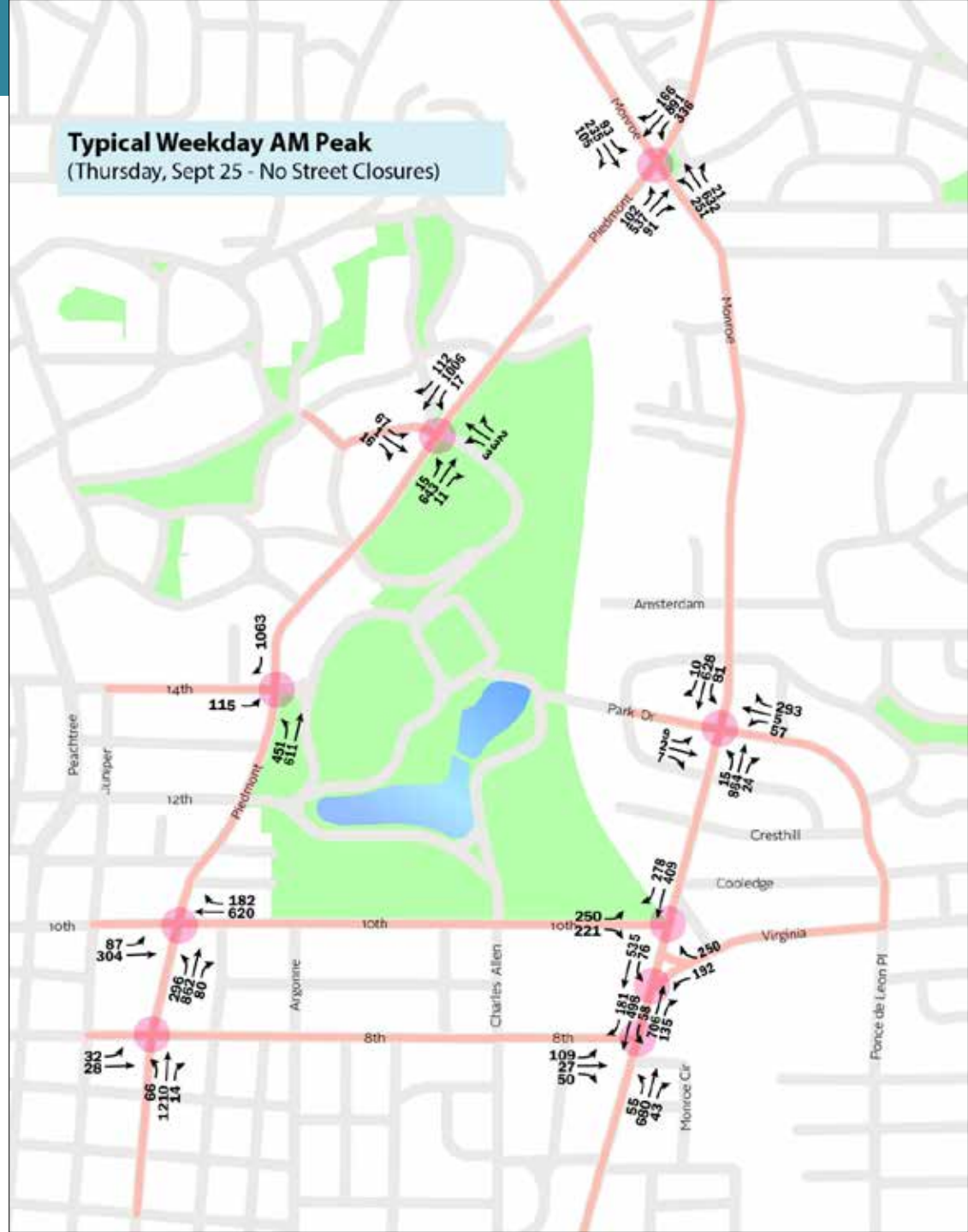
Parking:

- Parking levels seem to be similar between different festivals
- Increases in spot locations, but overall within general street capacity
- Coordination of parking facilities different between events

Traffic Flow

Thursday, Sept 25 – AM Peak Hour
“Normal” Conditions – No Closures

- Even without street closures, Piedmont Park has potential for bottlenecks

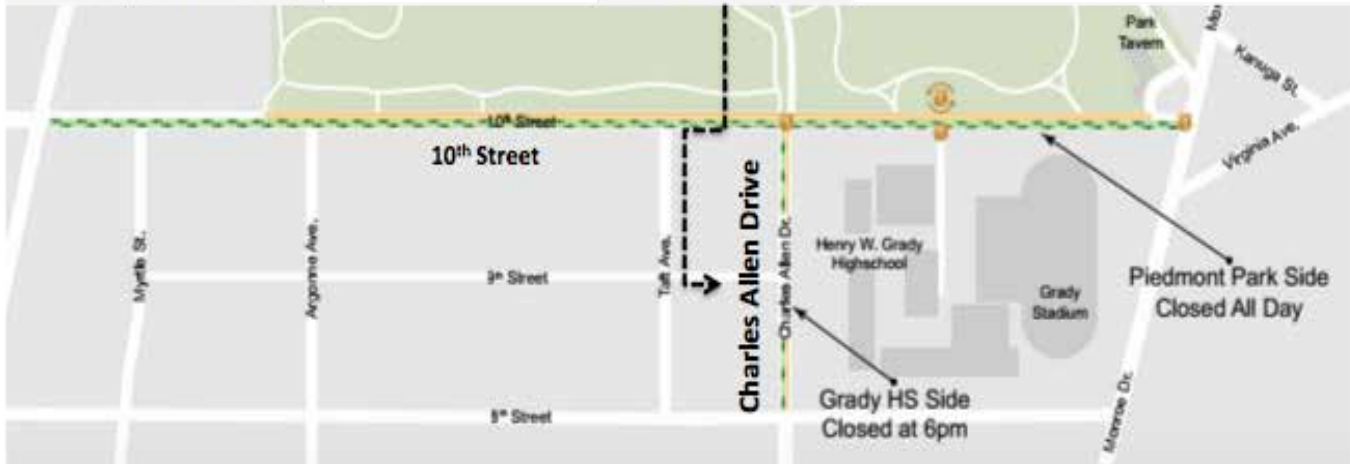


Traffic Flow

Thursday, Sept 18 – AM Peak Hour
Some Festival Street Closures in Effect

11th Sep – 16th Sep

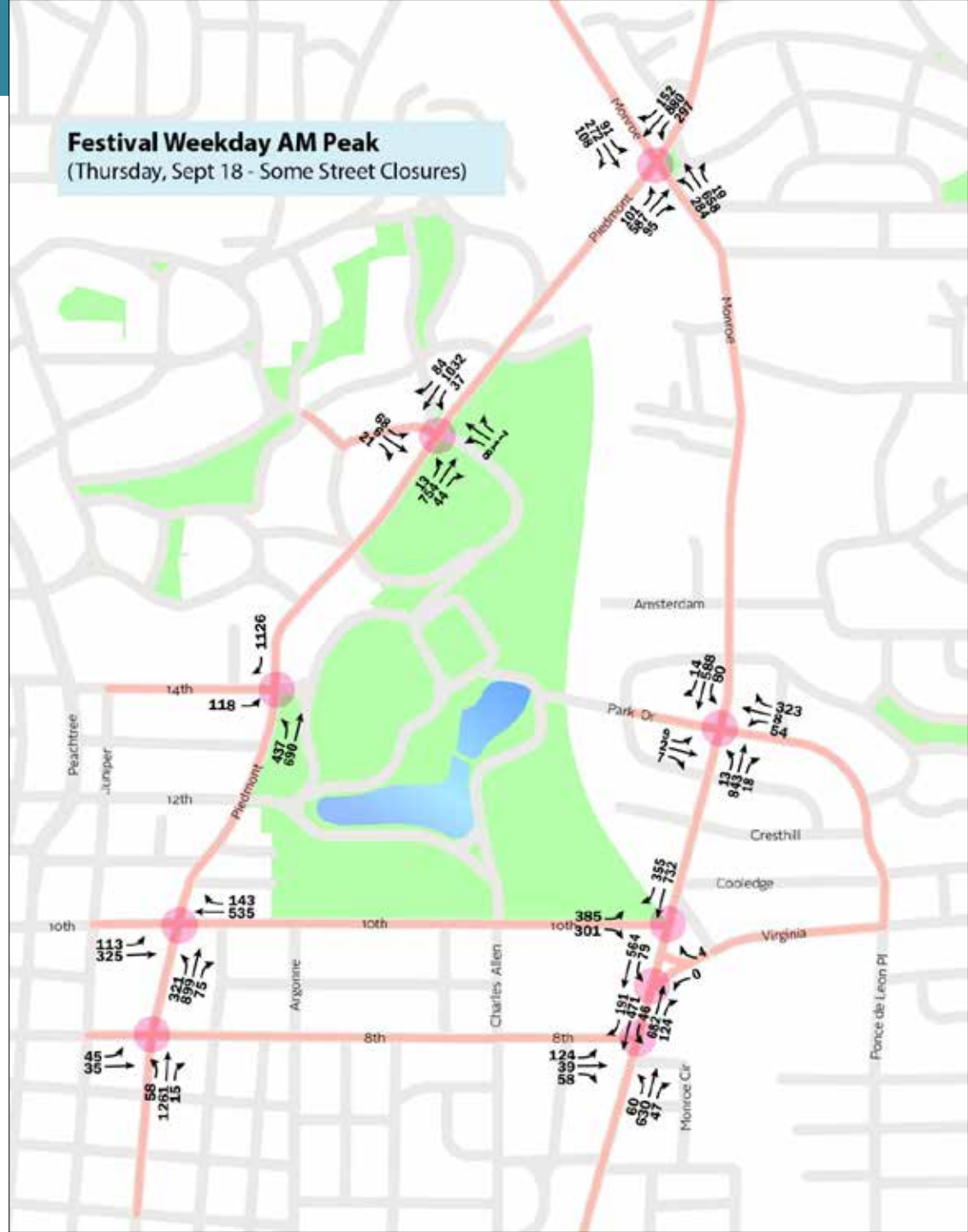
Addition of
Charles Allen
route closure
17th Sep



Traffic Flow

*Thursday, Sept 18 – AM Peak Hour
Some Festival Street Closures in Effect*

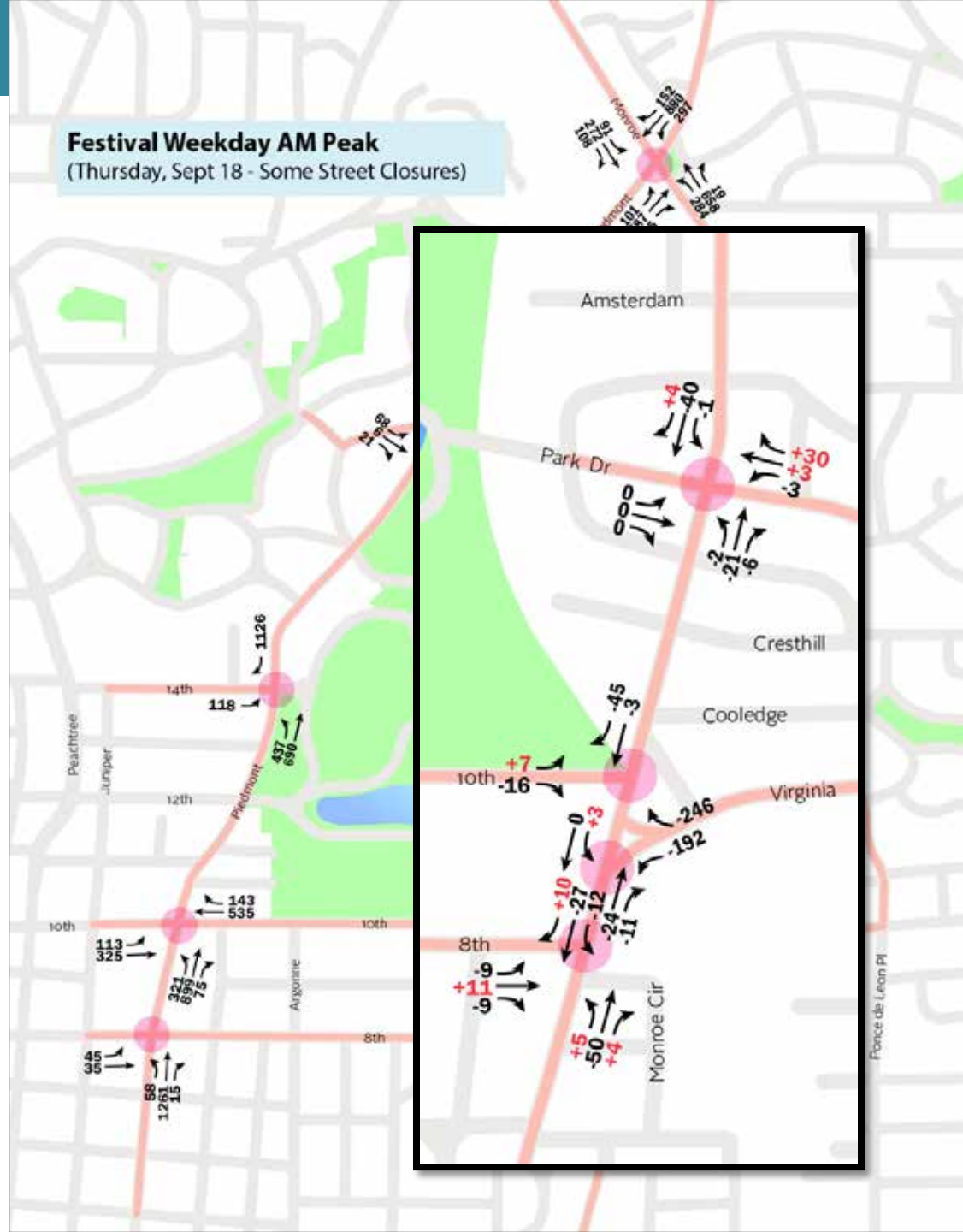
- Some volumes increase, although others decrease
- Cut-through risk appears greatest in Virginia-Highland (increases on Park Drive); Ansley Park (increases southbound at Piedmont and 14th)



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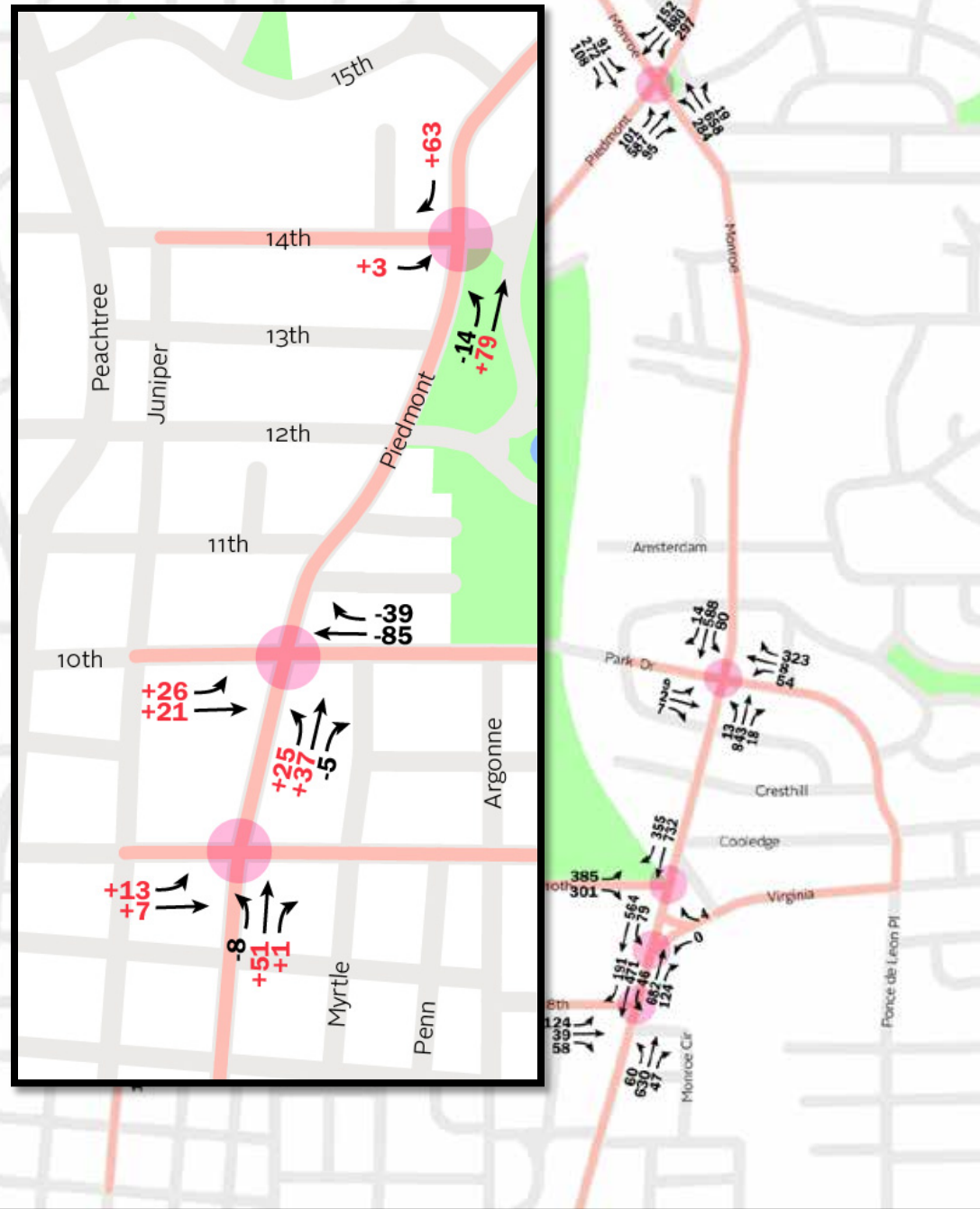
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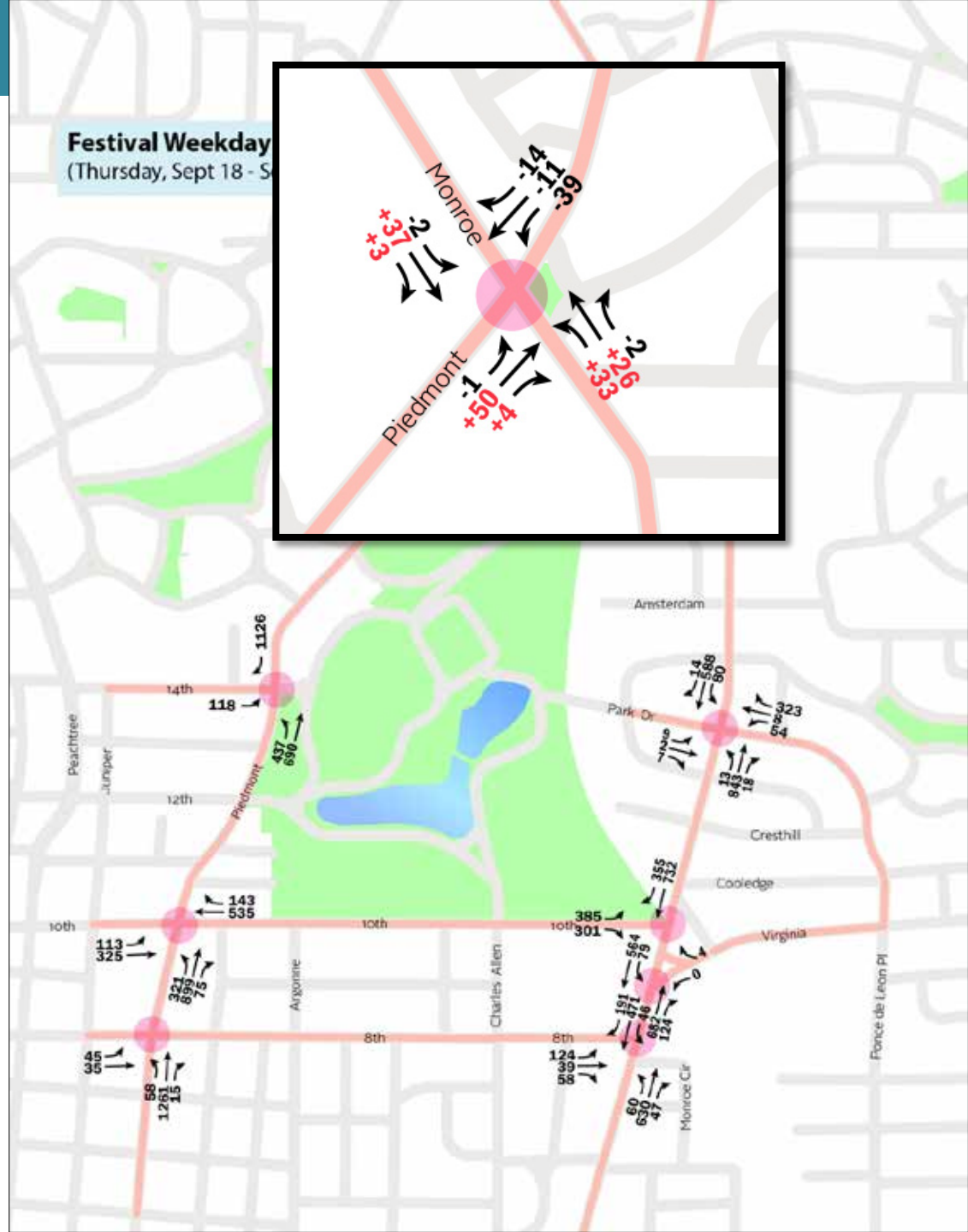
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Traffic Flow

*Thursday, Sept 18 – AM Peak Hour
Some Festival Street Closures in Effect*

- Some volumes increase, although others decrease – patterns not clearly linked to ‘path of least resistance’
- Cut-through risk appears greatest in Virginia-Highland (increases on Park Drive); Ansley Park (increases southbound at Piedmont and 14th)



Traffic Flow

Thursday, Sept 25 – PM Peak Hour
“Normal” Conditions – No Closures

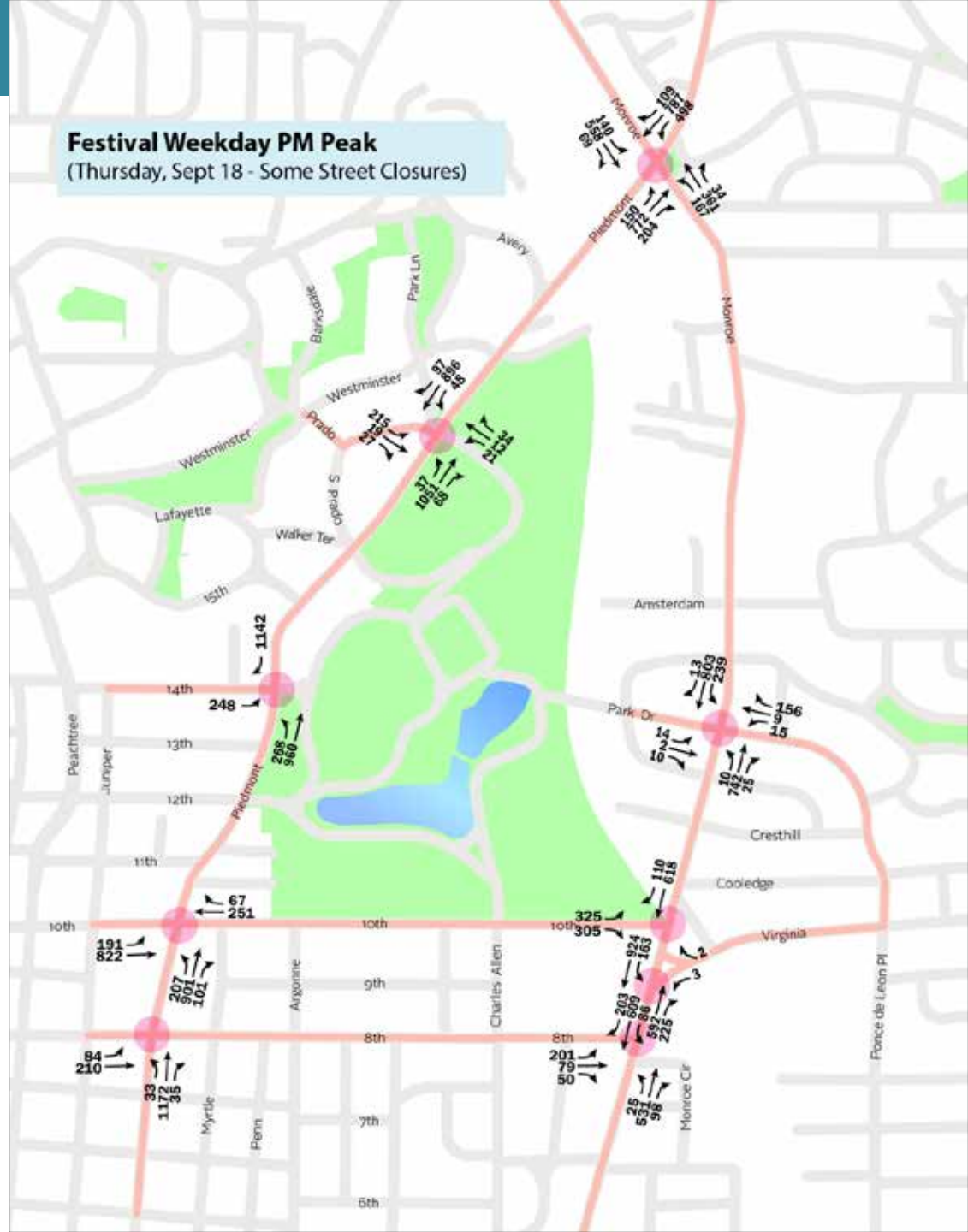
- Higher volumes overall around 10th/Monroe/Virginia area
- Considerably higher volumes through 10th/Piedmont intersection than in AM



Traffic Flow

Thursday, Sept 18 – PM Peak Hour
Some Festival Street Closures in Effect

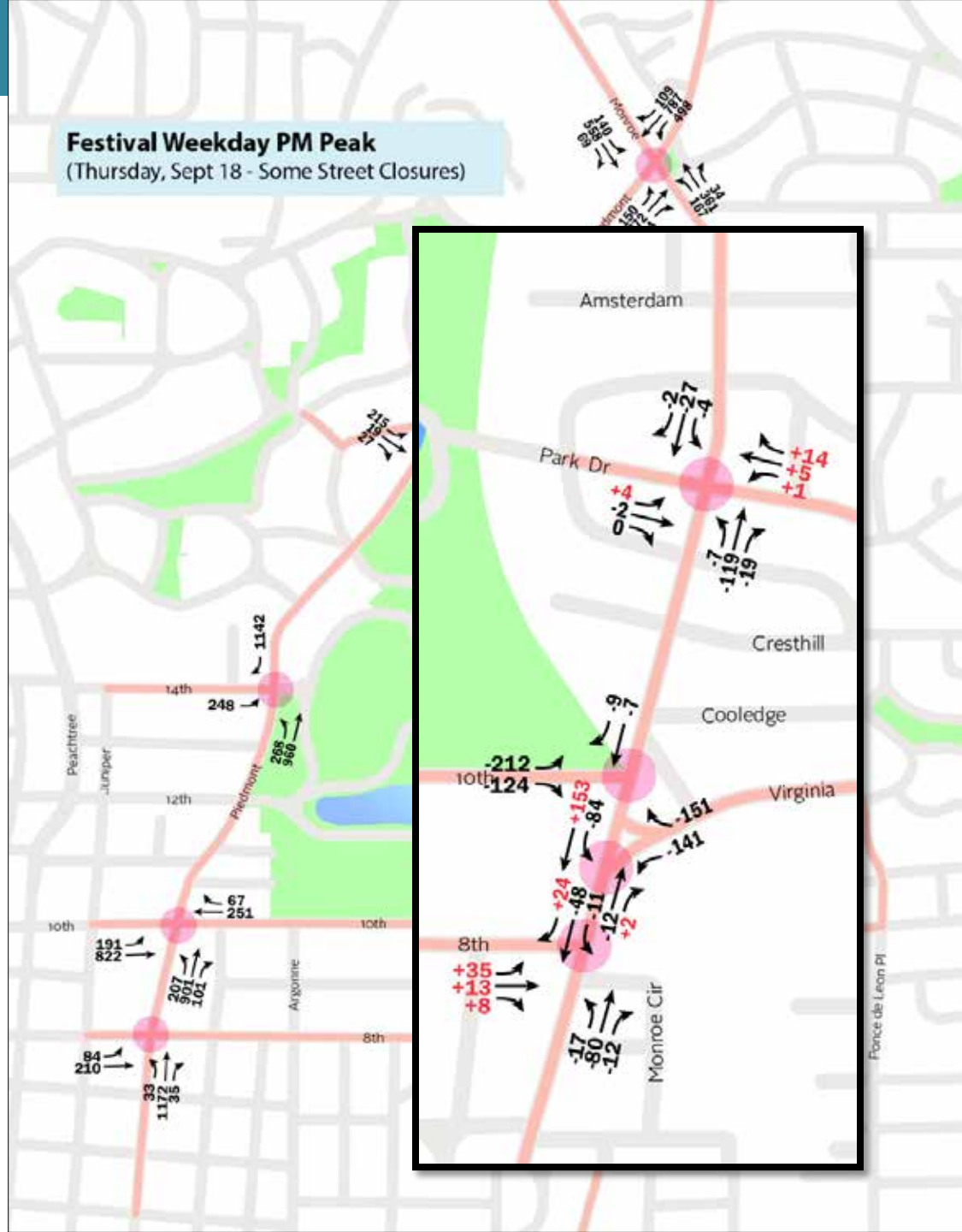
- Volumes generally lower than when streets aren't closed
- Diversions of traffic do not appear to be in immediate vicinity



Traffic Flow

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Some Festival Street Closures in Effect

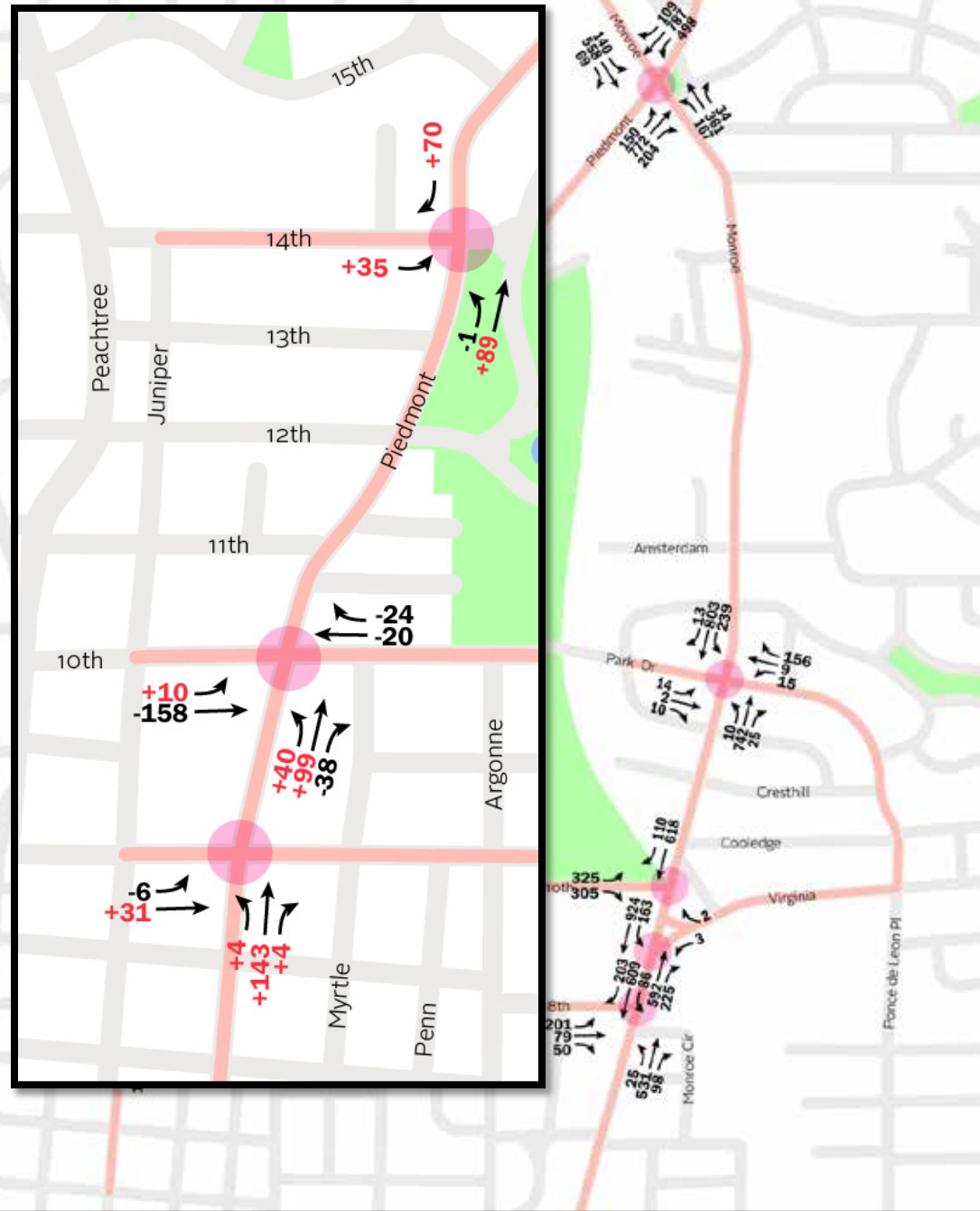
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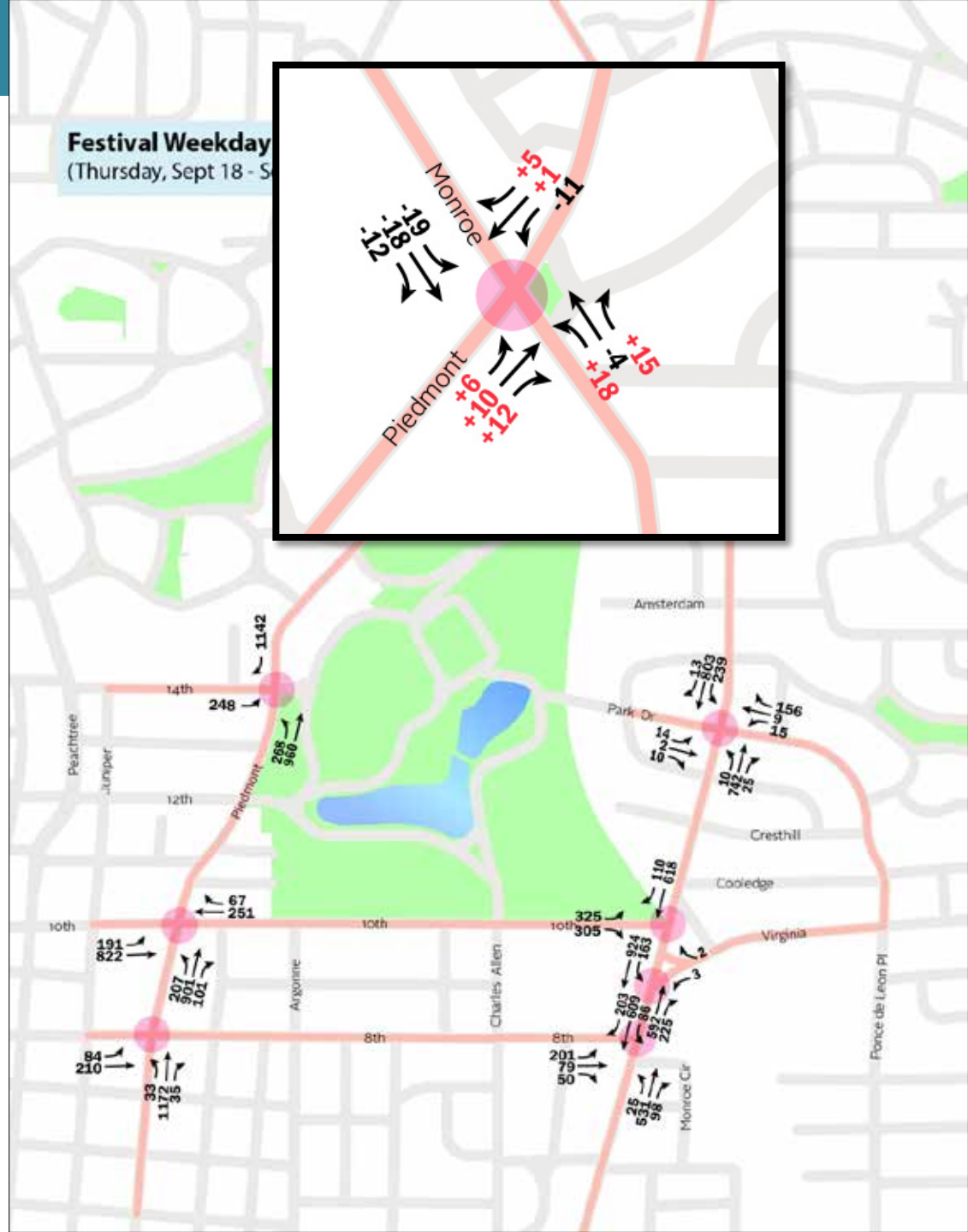
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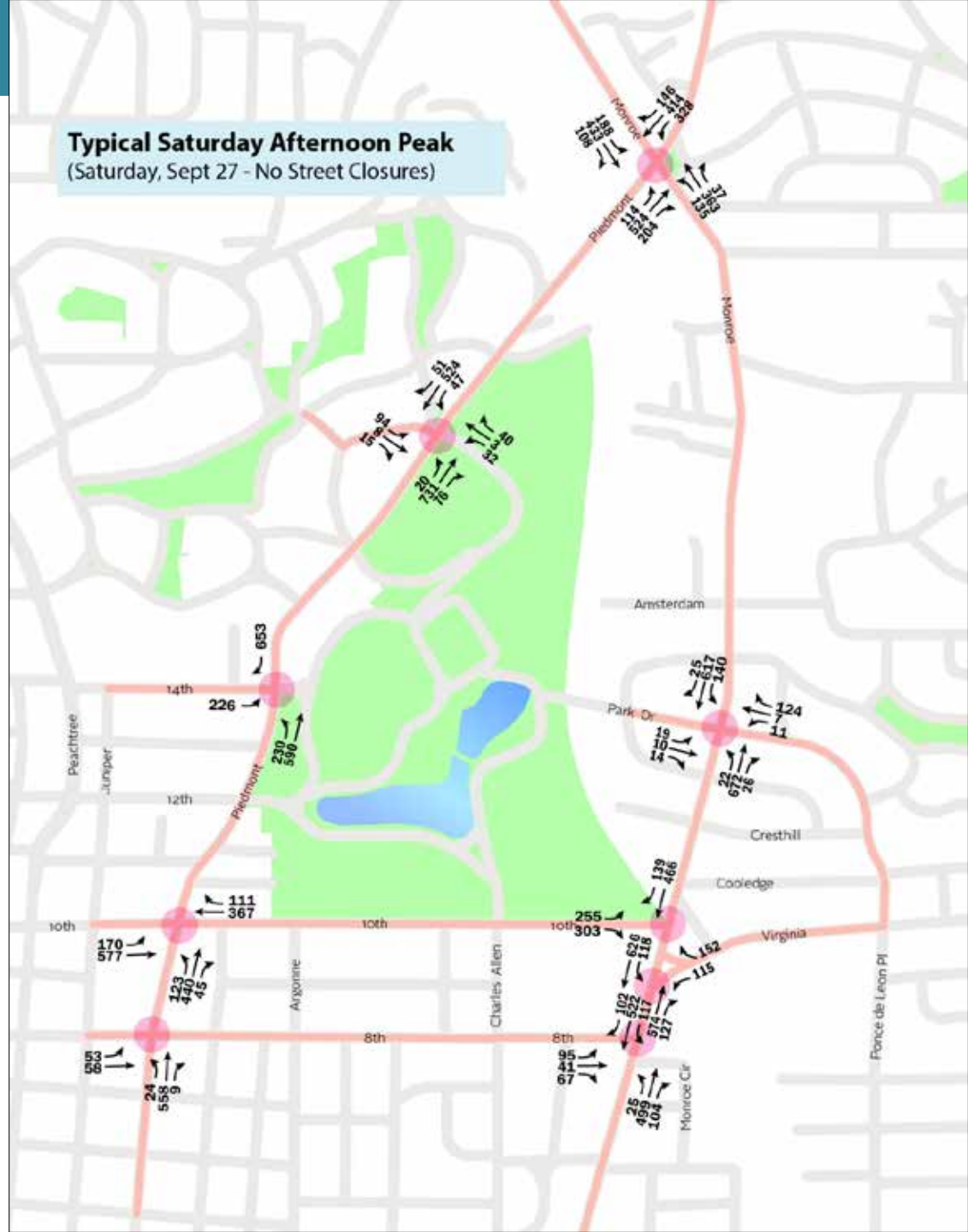


Traffic Flow

Saturday, Sept 27 – Peak Hour (1-2 PM)

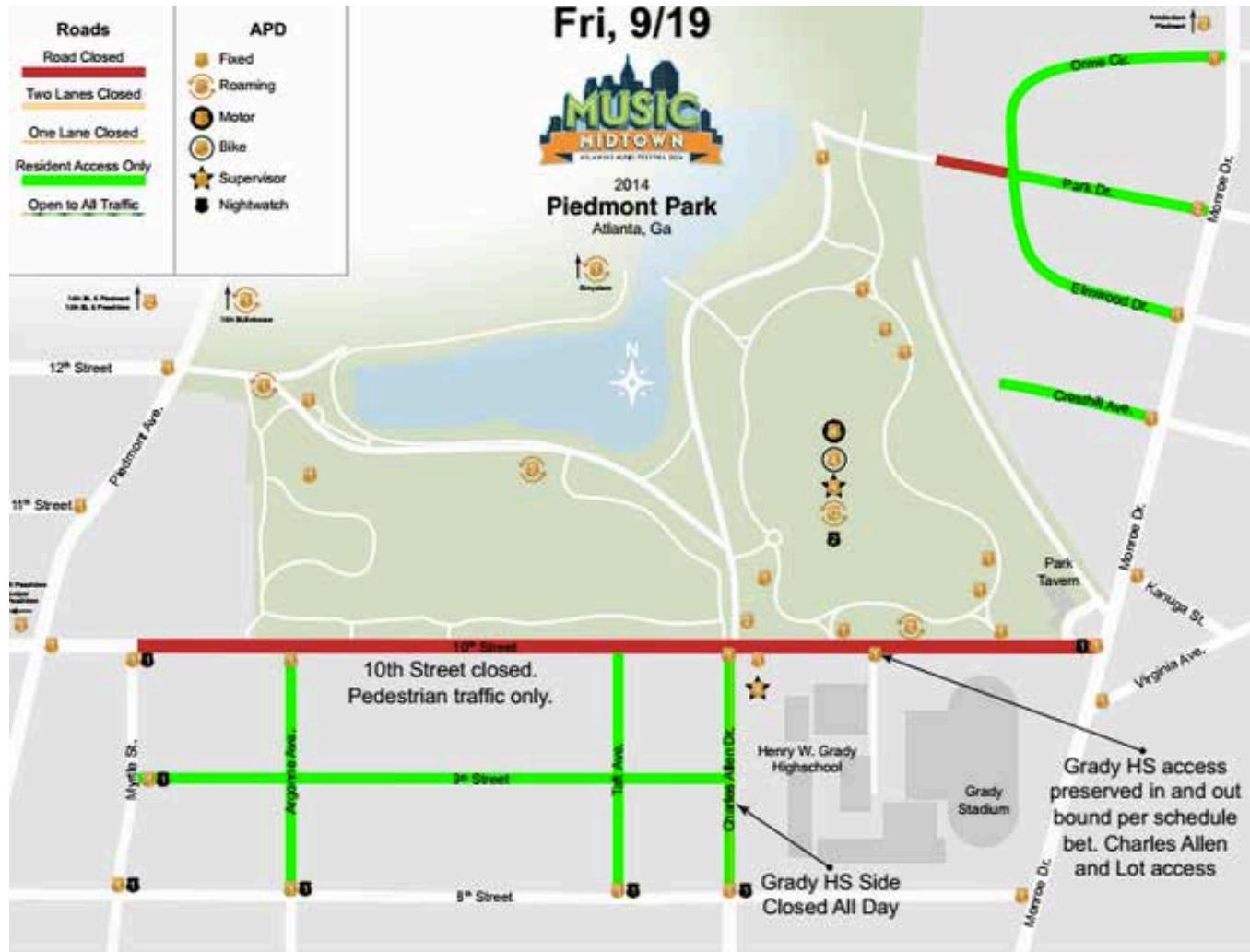
“Normal” Conditions – No Closures

- Volumes are comparable to a regular PM weekday peak, driven by retail
- Commute-heavy intersections, especially 10th/Piedmont, have similar (or lower) volumes



Traffic Flow

Thursday, Sept 18 – AM Peak Hour
Some Festival Street Closures in Effect

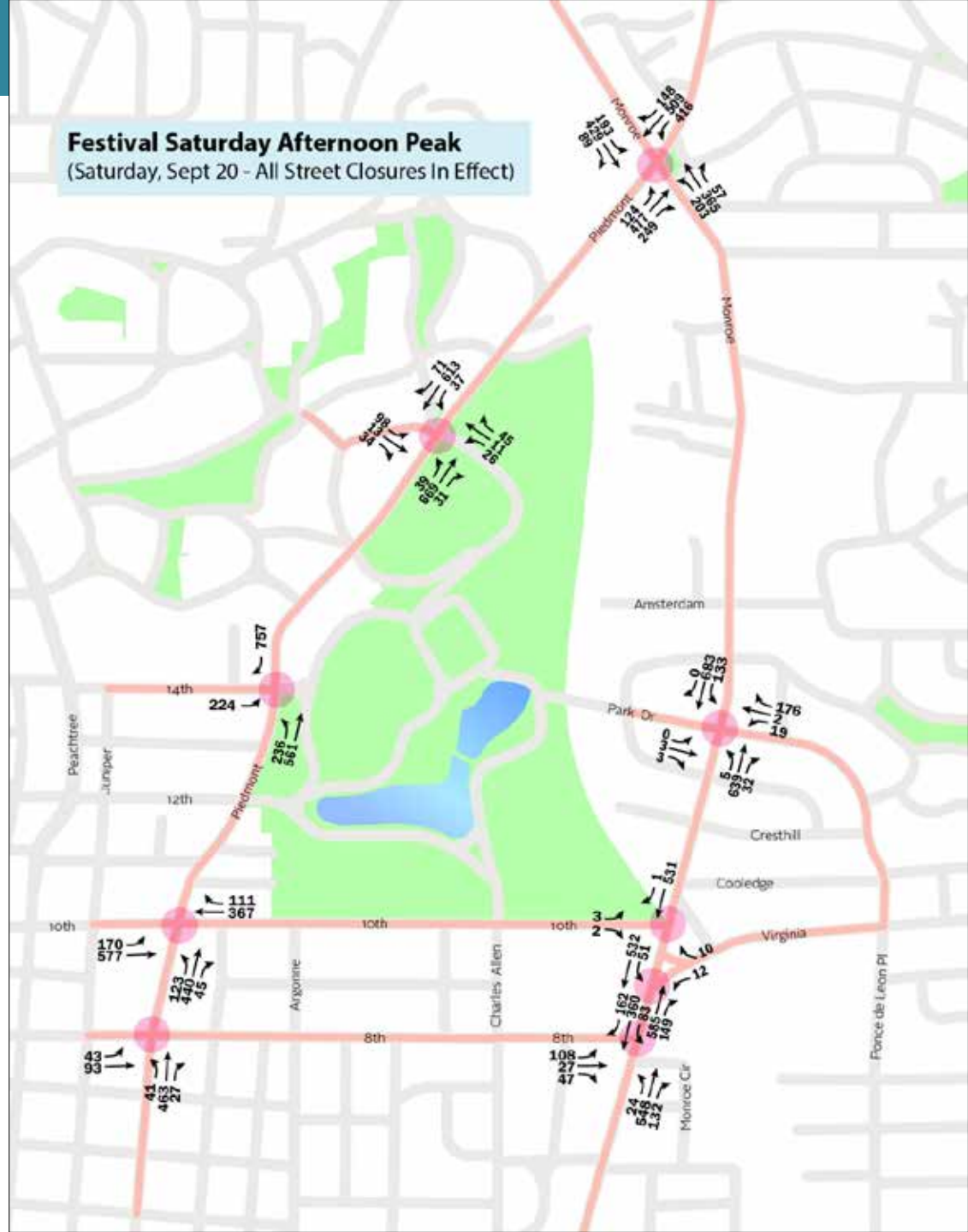


Traffic Flow

Saturday, Sept 20 – Peak Hour (1-2 PM)

Full Festival Street Closures in Effect

- Volumes increase generally
- No count at 10th/Piedmont due to unplugged camera; volumes were estimated
- Expected diversions happen, though not to degree expected
 - 8th/Piedmont – 150 more through-trips in this peak hour
 - 8th/Monroe – 100 more southbound right turns
- Overall, 8th St volume appears to increase by +/- 150 vehicles

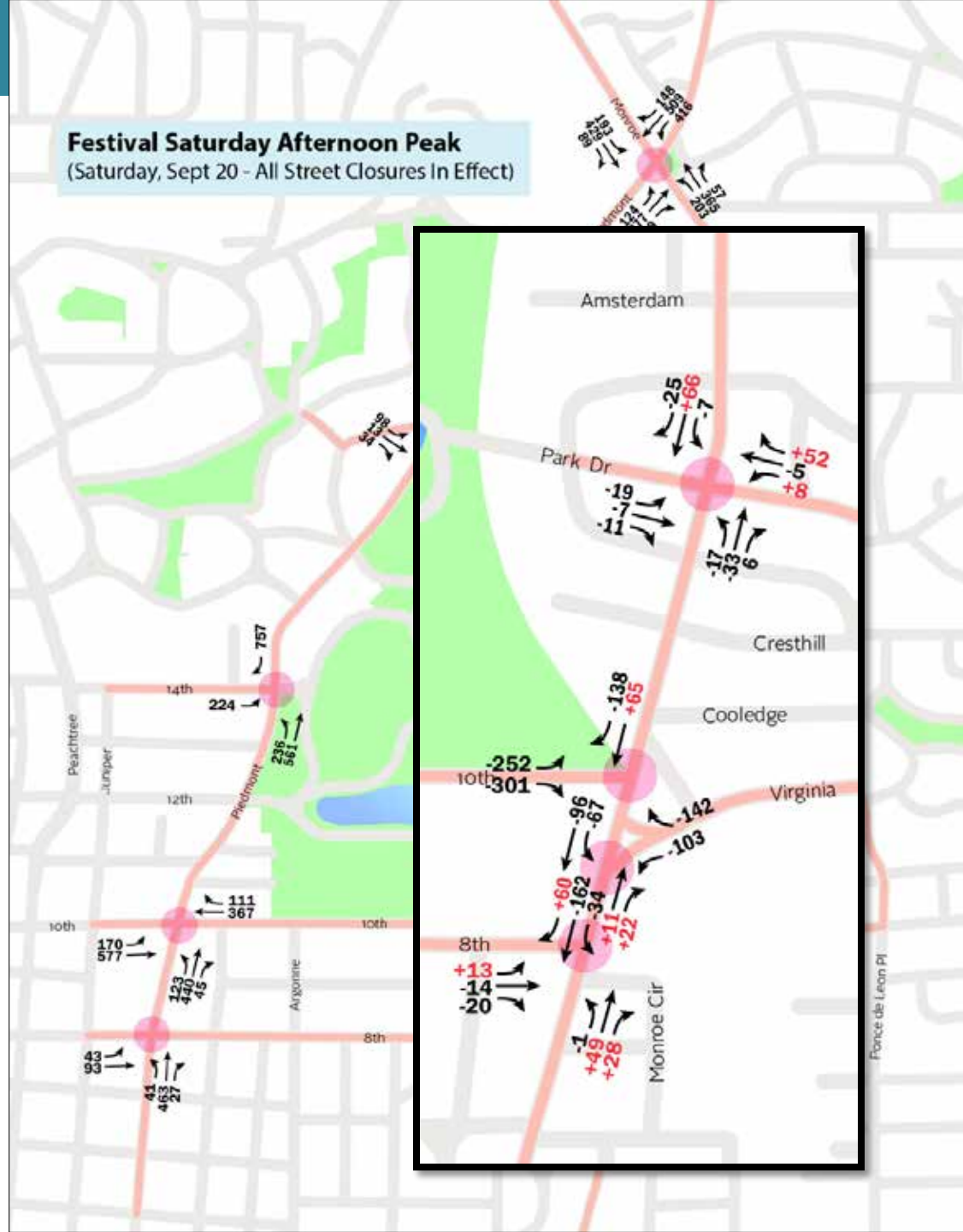


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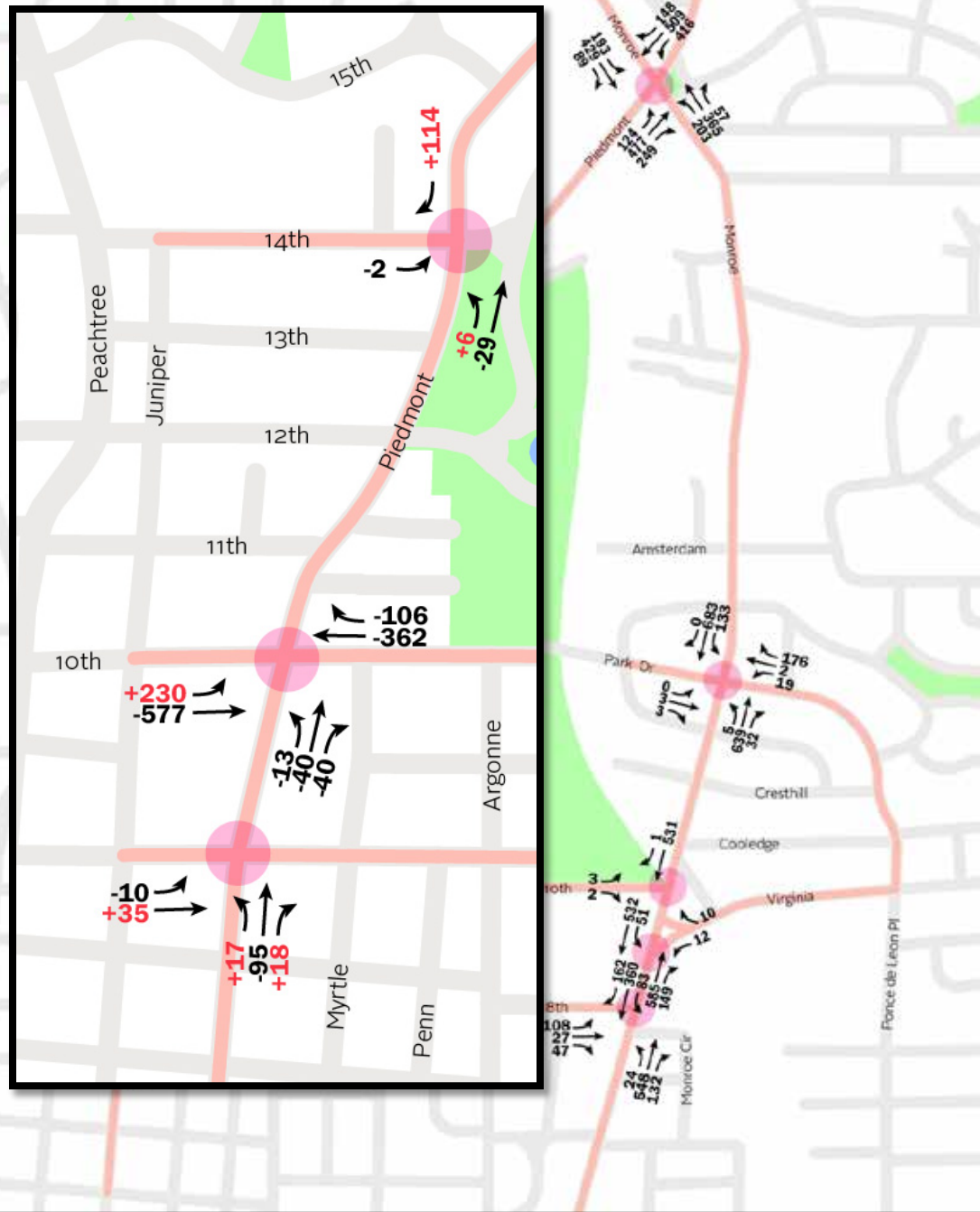
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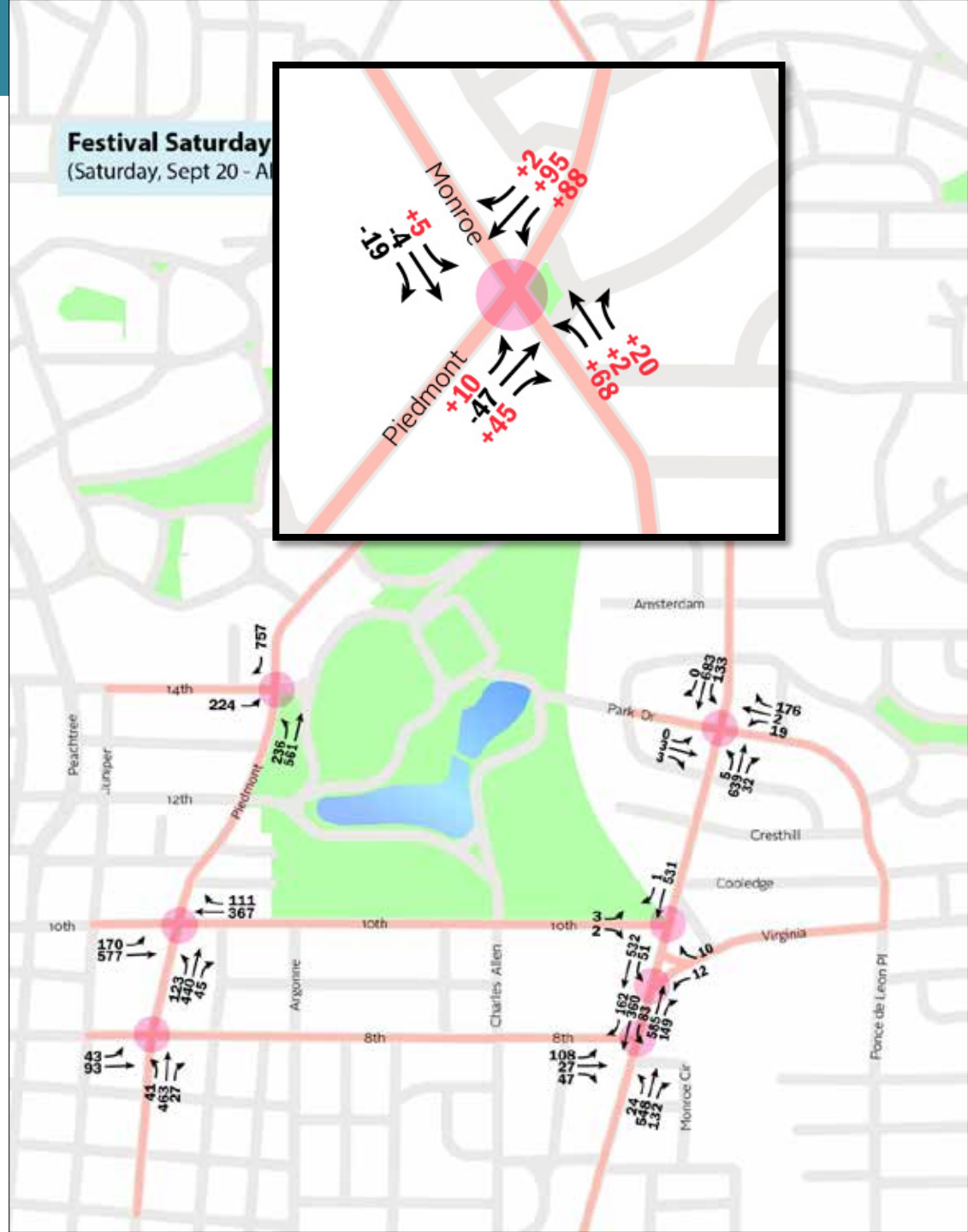


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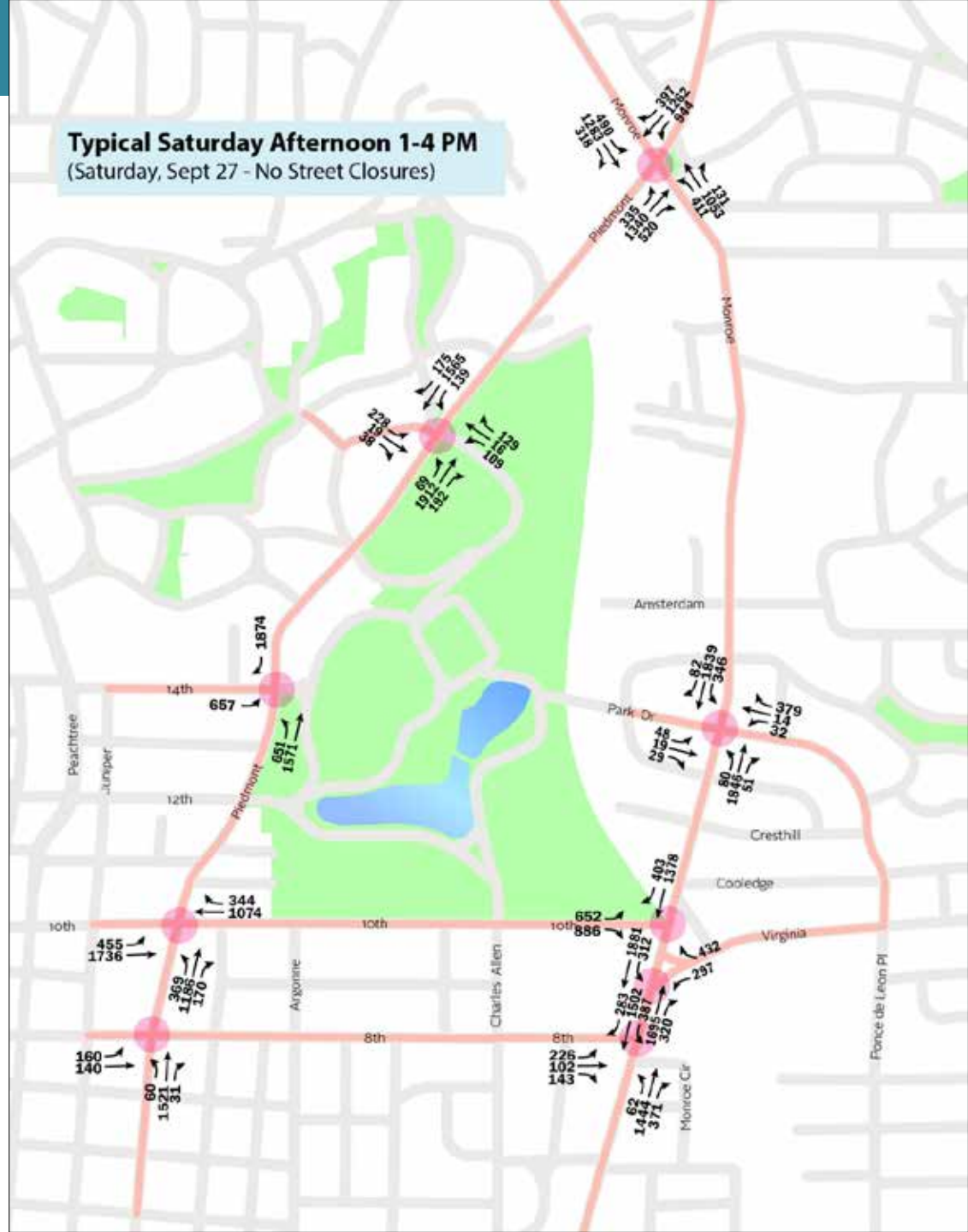


Traffic Flow

Saturday, Sept 27 – 1-4 PM

“Normal” Conditions – No Closures

- Aggregated volumes for a 3-hour window (MM opening hours)

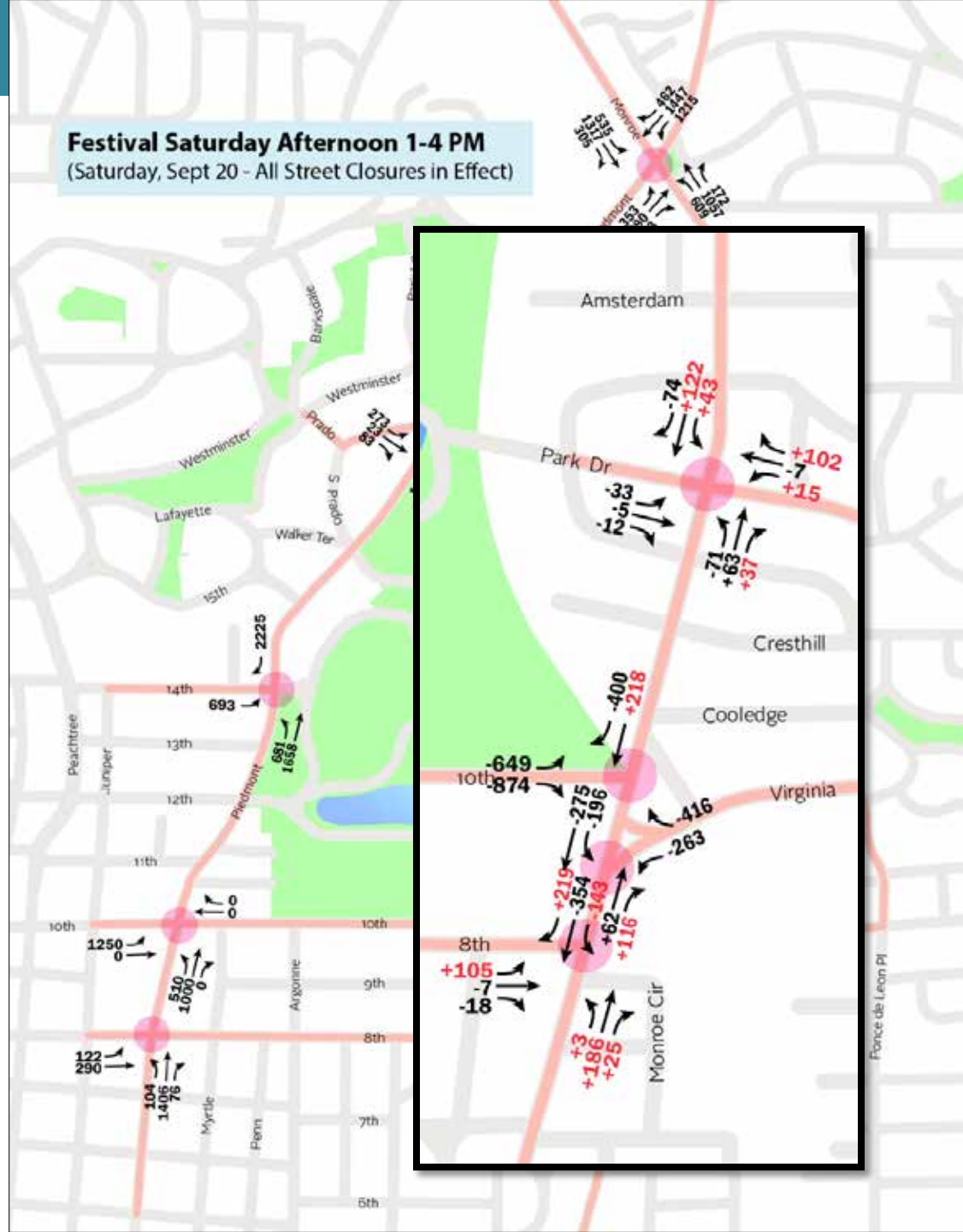


Traffic Flow

Saturday, Sept 20 – 1-4 PM

Full Festival Street Closures in Effect

- Aggregated volumes for a 3-hour window (MM opening hours)
- Diversions are similar in scale:
+/-200 vehicles added to 8th St;
+/-300 vehicles into Ansley Park

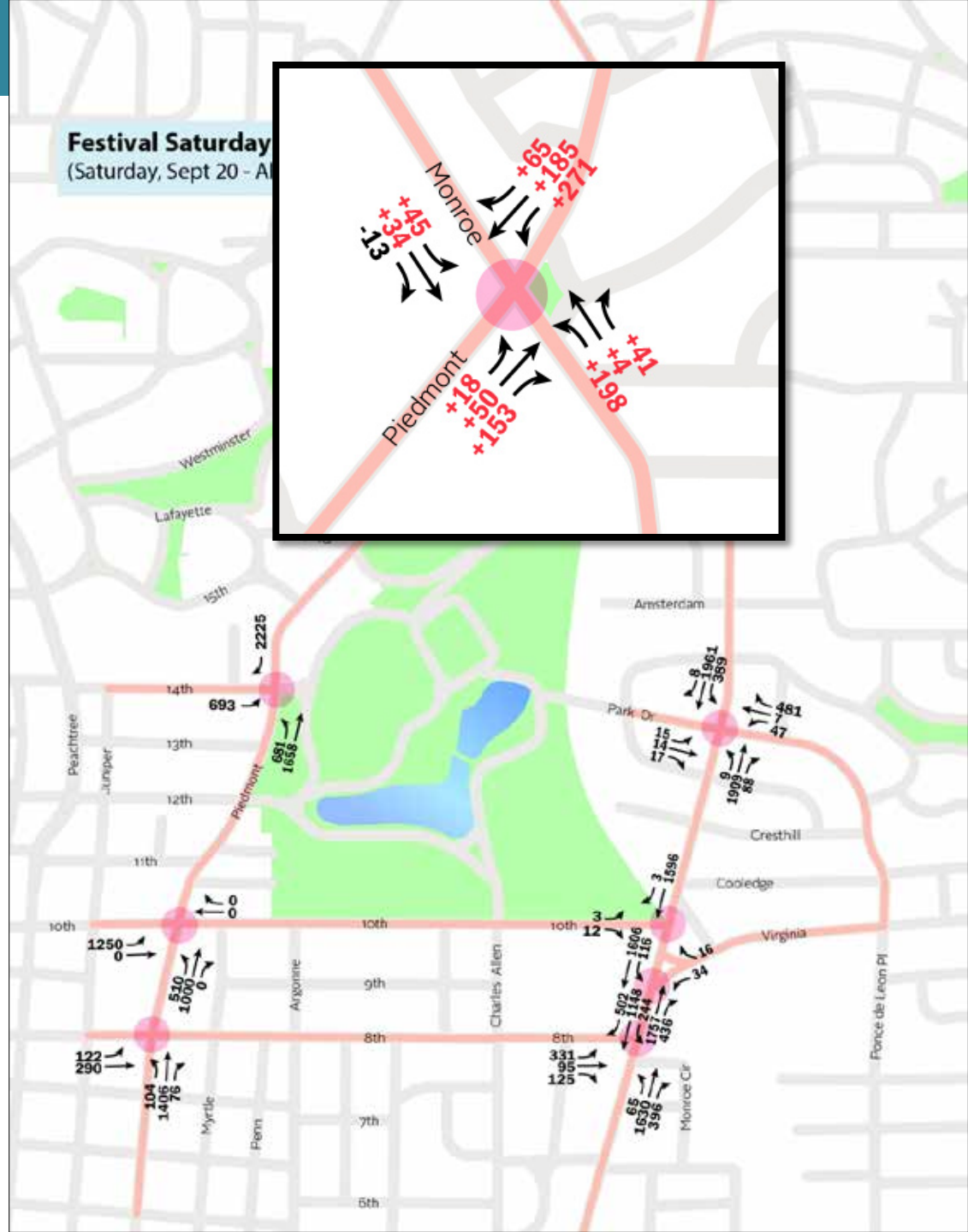


Traffic Flow

Saturday, Sept 20 – 1-4 PM

Full Festival Street Closures in Effect

- Aggregated volumes for a 3-hour window (MM opening hours)
- Diversions are similar in scale:
 - +/-200 vehicles added to 8th St;
 - +/-300 vehicles into Ansley Park



Parking Behavior: Virginia-Highland

				Baseline	9/20/14	10/12/14
Number	Street Name	From	To	Total Parking Capacity (cars)	Total Parked Cars	Total Parked Cars
1	Cresthill Ave	Monroe	Beltline ROW	14	15	22
2	Elmwood Dr and Orme Cir	Monroe	Monroe	53	52	76
3	Amsterdam Ave	Monroe	Brookridge	44	60	55
4	Brookridge Dr	Amsterdam	Glen Arden	--	36	10
5	Brookridge Dr	Los Angeles	Elkmont	--	26	14
6a	Elkmont Dr	Orme	Park Dr	--	16	64
6b	Orme Cir	Monroe	Elkmont	--	14	23
6c	Orme Cir	Elkmont	Park Dr	--	21	36
7	Park Dr	Monroe	Elkmont	--	26	34
8	Elmwood Dr	Monroe	Cresthill	--	34	63
9	Cresthill Ave	Monroe	Park Dr	--	41	83
10	Cooledge Ave	Monroe	Park Dr	48	57	53
11	Park Dr	Elkmont	Virginia	--	0	18
12	Clermont Dr	Park Dr	Greencove	--	73	45
13	Virginia Cir	Ponce Pl	Acadia	--	23	21
14	Adair Ave	Virginia Cir	De Leon Ave	--	13	8
	TOTAL			--	507	614

Parking Behavior: Ansley Park

				9/20/14	10/12/14
Number	Street Name	From	To	Total Parked Cars	Total Parked Cars
1	Avery Dr	Maddox	Piedmont	28	28
2	E Park Ln	Avery	Westminster	16	6
3	Park Ln	Maddox	Westminster	25	12
4	Westminster Dr	Piedmont	Park Ln	20	9
5	Park Ln	The Prado	Westminster	14	20
6a	The Prado	Piedmont	S Prado	31	28
6b	The Prado	South Prado	Barksdale	20	30
7	Westminster Dr	The Prado	Park Ln	52	46
8	Barksdale Dr	The Prado	Maddox	12	9
9	The Prado	Barksdale	Maddox	42	10
10	South Prado	The Prado	Piedmont	49	52
11	Walker Terrace	South Prado	Lafayette	6	40
12	Westminster Dr	The Prado	Peachtree Cir	5	4
13	Lafayette and 15th St	Yonah Dr	Yonah Dr	32	61
14	Peachtree Cir	15th St	16th St	24	23
15	Peachtree Cir	16th St	17th St	6	3
16	Westminster Dr	The Prado	Lafayette	7	9
	TOTAL			389	390

Parking Behavior: Midtown

	Street Name	From	To	9/20/14 Total Parked Cars	10/12/14 Total Parked Cars
1	Myrtle St	8th	10th	59	59
2	9th St	Myrtle	Argonne	14	38
3	Argonne Ave	8th	10th	9	22
4	8th St	Piedmont	Argonne	41	41
5	Piedmont Ave	6th	8th	43	64
6	Myrtle St	6th	8th	74	68
7	Penn Ave	6th	8th	53	61
8	7th St	Piedmont	Argonne	70	77
9	6th St	Piedmont	Argonne	52	55
10	Argonne Ave	6th	8th	93	88
11	8th St	Argonne	Durant	26	23
12	7th St	Argonne	Durant	48	53
13	Glendale Terrace	6th	8th	59	63
14	6th St	Argonne	Durant	51	42
15	Durant Pl	5th	8th	75	69
16	6th St	Durant	Charles Allen	55	49
17	8th St	Durant	Charles Allen	18	23
18	Taft	8th	10th	13	16
19	9th St	Argonne	Charles Allen	56	90
20	Charles Allen	8th	10th	50	63
21	Charles Allen	Mentelle	8th	59	53
22	Charles Allen	5th	Mentelle	72	44
23	Greenwood Ave	Monroe	Charles Allen	59	54
24	Vedado Way	Greenwood	8th	65	64
25	8th St	Monroe	Charles Allen	0	0
	TOTAL			1214	1279

Transit Activity

Transit and Festivals:

- Primary access through MARTA rail/Midtown station
- Ridership levels are significant at some festivals, but small at others
- More opportunity for City-MARTA coordination
- Special operations need additional coordination

Transit Activity at Midtown MARTA Station

Typical Saturday

Sept. 27, 2014

Hour	Entries	Exits
2:00	1	1
3:00	1	0
4:00	6	3
5:00	21	4
6:00	102	161
7:00	118	182
8:00	89	198
9:00	112	183
10:00	133	192
11:00	171	264
12:00	189	223
13:00	206	197
14:00	251	255
15:00	303	305
16:00	365	289
17:00	394	250
18:00	302	214
19:00	265	187
20:00	196	173
21:00	189	145
22:00	211	153
23:00	188	323
0:00	161	95
1:00	33	29
Totals	4,007	4,026

Music Midtown Saturday

Sept. 20, 2014

Hour	Entries	Exits
2:00	19	75
3:00	2	1
4:00	5	1
5:00	48	12
6:00	96	162
7:00	120	246
8:00	130	273
9:00	137	383
10:00	133	535
11:00	208	1,173
12:00	276	2,610
13:00	279	3,802
14:00	335	4,105
15:00	442	3,938
16:00	394	2,307
17:00	518	1,387
18:00	490	1,003
19:00	532	601
20:00	785	500
21:00	1,659	431
22:00	4,482	641
23:00	6,601	630
0:00	1,395	253
1:00	196	52
Totals	19,282	25,121

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1,997
riders

Music Midtown Saturday

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20,325
riders

Transit Activity at Midtown MARTA Station

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21:00	189	145
22:00	211	153
23:00	188	323
0:00	161	95
1:00	33	29
Totals	4,007	4,026

1,997 riders

2013 Pride Saturday

Oct. 12, 2013

Hour	Entries	Exits
2:00	0	0
3:00	0	0
4:00	7	3
5:00	28	3
6:00	116	147
7:00	118	178
8:00	92	221
9:00	140	268
10:00	130	310
11:00	194	315
12:00	212	507
13:00	241	610
14:00	290	686
15:00	376	658
16:00	506	654
17:00	589	533
18:00	573	392
19:00	668	333
20:00	533	251
21:00	542	194
22:00	402	199
23:00	240	120
0:00	177	60
1:00	39	28
Totals	6,213	6,670

4,355 riders

Transit Activity at Midtown MARTA Station

Typical Saturday

Sept. 27, 2014

2014 Peachtree Road Race

July 4, 2014

Hour	Entries	Exits
2:00	1	1
3:00	1	0
4:00	6	3
5:00	21	4
6:00	102	161
7:00	118	182
8:00	89	198
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22:00	211	153
23:00	188	323
0:00	161	95
1:00	33	29
Totals	4,007	4,026

} 914 riders

Hour	Entries	Exits
2:00	0	0
3:00	3	3
4:00	46	44
5:00	570	305
6:00	2,720	598
7:00	2,191	1,128
8:00	908	1,363
9:00	3,861	1,060
10:00	7,296	1,387
11:00	9,636	1,886
12:00	2,884	740
13:00	789	343
14:00	347	295
15:00	365	275
16:00	298	307
17:00	369	272
18:00	467	368
19:00	377	297
20:00	466	222
21:00	266	173
22:00	219	678
23:00	188	307
0:00	107	174
1:00	33	12
Totals	34,406	12,237

} 29,496 riders

Opportunities

Increased coordination:

- Applicants and parking owners/managers
- Applicants and MARTA

City review and event management

- Ongoing collection of traffic data to gauge event demand and travel patterns
- DPW review of traffic plans with a clearer response for traffic management
- Parking coordination: finding a balance between special event permits and citations
- Work toward a model for structured neighborhood feedback

Public Input Structure: Austin Model

Outreach-based, with clear timelines

- 90-day period for event notice
- Organizer sends street closure and traffic plan information
- Mediation-based in event of disapproval

