

city of
ALPHARETTA



downtown circulation study

Executive Summary

Prepared By:

URS

With

Urban Collage, Inc.

Sprinkle Consulting, Inc.

May 2008



Introduction

The Downtown Circulation Study is the first opportunity to implement elements of the 2003 *Downtown Master Plan* by identifying strategies and projects to improve pedestrian and bicycle connections, mitigate traffic volumes and speeds, develop stronger transit presence, review and suggest parking strategies, and provide expanded development and redevelopment opportunities throughout the downtown area.

The area defined for this study is roughly bordered by Mayfield Road to the north, Haynes Bridge Road to the east, SR 120/Old Milton Parkway to the south, and the old Milton High School property to the west. The area is bisected by SR 9/Main Street. A consultant team led by URS Corporation, in conjunction with Sprinkle Consulting and Urban Collage, was retained to assist in conducting the study.

Public Meetings and Input

Opportunities for public outreach and input were conducted at key decision points in the study. A project kick-off meeting was conducted on December 12, 2007. The draft Final report was presented at a Public Information Meeting held on March 19, 2008.

Recommendations

The Downtown Circulation Study recommendations are presented below sorted by transportation mode. The recommendations address objectives developed by the Team for each mode. All costs shown are estimated using the Atlanta Regional Commission's Project Costing Tool and include engineering, utility relocation, right-of-way acquisition, and construction except where noted.

Roadways

Objective: Move predominant north-south movement off of Main Street.

Objective: Redesign Main Street to improve safety and connectivity while maintaining mobility and creating a sense of identity for the downtown area

Recommendation: Assign SR 9 designation to other existing facilities

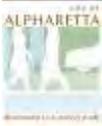
From the intersection of South Main Street and Old Milton Parkway, follow SR 120 eastbound to Westside Parkway, turn north to Windward Parkway intersection, and either follow Windward Parkway west back to the existing SR 9 alignment or continue north on Deerfield Parkway to the existing SR 9 alignment. In addition at Main Street and Old Milton Parkway, the addition of dual right turn lanes onto eastbound Old Milton Parkway would facilitate better through-traffic flow.

Recommendation: Adjust Lane Widths

Reduce lane widths to reduce pedestrian crossing distances, reallocate space for a median, and/or add on-street parking or bicycle lanes.

Recommendation: Add a raised median to Main Street

Add 20-foot landscaped median from SR 120/Old Milton Parkway to Mayfield Road.



Recommendation: Additional streetscape treatments such as pole banners, signing, other design elements on road signs

Capitalizing on the historic nature of downtown, additional pole banners, wayfinding road signs for motorists, distinctive road name signs placed on the mast arms at signalized intersections, signing for parking facilities, and pedestrian-level wayfinding signage.

For Additional Discussion:

- *Haynes Bridge Road Extension*
Upgrade Devore Road to four lanes with a median (including some new alignment) from South Main Street to Haynes Bridge Road. Construct a new roadway starting at Academy Street/Haynes Bridge Road crossing Cumming Street continuing north and west to the intersection of Mayfield and Main Streets.
- *“Cut the Corners” – Haynes Bridge Road Realignment*
Upgrade Devore Road to four lanes with a median (including some new alignment) from South Main Street to Haynes Bridge Road . Via a pair of smooth curves, Haynes Bridge Road would bear left following the existing Academy Street roadbed before bearing right back to northbound Main Street. Add a roundabout to allow smooth transition to and from Milton and Main Streets without the use of a traffic signal.
- *Put Main Street in a “diet”*
Main Street from Devore Road to Mayfield Road would be given a “road diet” – that is, reduction of travel lanes from four to two.
- *North Fulton Traffic Management Plan*
Additional study may also be needed to address traffic moving from northwest Fulton and eastern Cherokee County via Mayfield, Mid-Broadwell, and Rucker Roads.

Transit

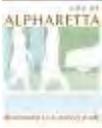
Objective: Augment and expand transit options in the Study Area

Recommendation: Expand MARTA service

- ~~—~~ Realignment of MARTA Route 140
- Increase frequency of service, create or relocate bus stops, and/or explore new route(s)

Recommendation: Add/Improve Amenities at Transit Stops

- Construct bus shelters (following City ordinances)
- Add pavers to highlight the transit stop
- Upgrade signing to identify specific routes that serve the stop
- Special pavement markings highlighting the transit stop to motorists



For Additional Discussion:

- *Shuttle/Circulator*

The Team explored the possibility of implementing a shuttle or circulator system in the City that would connect various major destinations such as the downtown area, North Point Mall and surrounding commercial properties, and the Windward Parkway area. However, the Team chose to not include a formal recommendation for two main reasons: cost and land use.

Other Projects of Note:

- *Bus Rapid Transit (BRT) along SR 120*

This project remains in the conceptual phase. There could be future opportunities for connection to and interaction with this service as well as providing development and redevelopment opportunities around the stations once the project moves into design.

- *MARTA Rail Expansion to Windward*

While this proposed transit service does not directly connect the Study Area to the surrounding area, there could be an opportunity in the future for connection via a MARTA bus route or connector shuttle. This would be especially advantageous for the reverse commuter and those wishing to visit the downtown Alpharetta area without the use of a car.

Pedestrian Conditions

Objective: Create a safe and enjoyable pedestrian experience throughout the Study Area

Recommendation: Improve and augment pedestrian facilities throughout the City

- Add sidewalks to the following locations:
 - Marietta Street from Wilshire Glen to Roswell Street (north side only).
 - Marietta Street from Roswell Street to Main Street (both sides).
 - Old Canton Street from Canton Street to Milton Avenue (west side only).
 - Church Street from Canton Street to North Main Street (north side only).
 - Milton Avenue from Cemetery to Canton Street – (south side only).
- Upgrade all sidewalks, crosswalks, curb ramps, and driveways to comply with the Americans with Disabilities Act (ADA)
- Adopt pedestrian-friendly policies at intersections
 - Provide for clearly visible conflicts, conflicts at low speeds, and at right angles
 - Use small radii
 - Provide positive guidance for vehicles and pedestrians
 - Channelize intersections
 - Minimize pedestrian crossing distances

Recommendation: Construct new midblock crossings at:

- Aligned with the walkway connected to the municipal parking lots (adjacent to the Smokejack Restaurant).
- At the unsignalized intersection of South Main and Marietta Streets (to serve the bus stop in front of Hardee's).



- Milton Avenue between Roswell and Main Streets.

Recommendation: Upgrade/Enhance existing midblock crossings at:

- Old Milton Parkway at Burnett Way.
- Old Milton Parkway at Wills Drive.
- Old Milton Parkway at Marietta Street.

Recommendation: Pedestrian Programs

- Enforce motorists yielding to pedestrians at crosswalks
- Provide special attention at continuous turn locations (a.k.a. KEEP MOVING lanes)
- Implement educational programs for children, such as Safe Routes to School, teach safe behaviors

Bicycling Conditions

Objective: Increase connectivity of bicycle transportation in and around the Study Area

Recommendation: On-Street Facilities and Treatments

- Provide traffic calming measures such as curb extensions, bulb-outs, and speed tables
- Designate bike lanes on roadways where sufficient space is available
- Construct new paved shoulders on roadways without curb-and-gutter
- Use shared lane symbol (sometimes referred to as the “bike-and-chevron,” or “corporal bike” marking) (pending FHWA approval)
- Deploy detection devices that are linked to flashers affixed to warning signs that will flash only when bicycles are detected in the specific zone

Recommendation: Off-Street Facilities/Shared Use Pathways

- Create Pathways on Existing Wide Sidewalks along the following roadways:
 - Old Milton Parkway from Wills Road to South Main Street.
 - Roswell Street from Old Roswell Street to Old Milton Parkway.
 - Milton Avenue from West End of Campus to Canton Street.
 - Haynes Bridge Road from SR 400 to Academy Street.
 - Canton Street from Old Canton Street to Mayfield Road.
- Create New Pathways via:
 - Heritage Lane Path from Heritage Lane to Lynne Circle.
 - Marietta Street/Milton Avenue Connection.
 - School Campus (north/west perimeter) from Milton Avenue to Upshaw Drive.
 - School Campus (northeast perimeter) from School Drive to Upshaw Drive.
- Improve Bicycle Parking downtown at the following locations:
 - Along Milton Avenue, Main Street and other retail locations; single-element bike racks, three to four per block.
 - At public buildings and larger commercial buildings; multiple element bike racks, one per 20 vehicle parking spaces (minimum of five).
 - At municipal parking lots buildings; bicycle lockers – one per 20 vehicle parking spaces (minimum of five).



Recommendation: Signage tailored for bicyclists

Install a system of clear and uniform signs that indicate the direction and distance to important destinations via either on- or off-street facilities

Recommendation: Bicycling Programs

Develop educational campaigns about good bicycling habits and the rules of the road to address riding at night without lights, violating traffic signals, and riding against traffic on the roadway.

Recommendation: Improve Connectivity to Nearby Destinations

- Improve Bicycle Access to Wills Park via:
 - Old Milton Parkway from Wills Drive to South Main Street (pathway, both sides).
 - Roswell Street from Old Roswell Street to Old Milton Parkway (pathway, both sides).
 - Devore Road from South Main Street to Haynes Bridge Road (paved shoulders).

- Improve Bicycle Access to Big Creek Greenway via:
 - Academy Street from Haynes Bridge Road to Westside Parkway (lane allocation and shoulder widening).
 - Webb Bridge Road from Westside Parkway to Big Creek Greenway (shared roadway symbol)
 - Webb Bridge Road bridge over SR 400 (activated warnings).

- Improve Bicycle Access to North Point Mall via:
 - Haynes Bridge Road from SR 400 to Old Milton Parkway (improved pathway, east side).
 - Westside Parkway from Encore Parkway to Maxwell Road (improved pathway, south side).
 - Haynes Bridge Road from SR 400 to Old Milton Parkway.
 - South Main Street from Old Milton Parkway to Maxwell Road (bicycle lanes or shared lane symbol).
 - Encore Parkway from SR 400 to Westside Parkway (activated warning signs and shared lane emblems).
 - Maxwell Road from Westside Parkway to South Main Street (paved shoulders and sidewalks, both sides).
 - Roswell Street from South Main Street to Old Milton Parkway (paved shoulders, both sides).

Parking

Objective: Improve, expand, and better facilitate parking in and around the downtown area

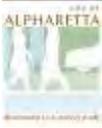
Recommendation: Parking by Street/Corridor

Milton Avenue

- Move exclusive parking along Milton Avenue west of Roswell Street out to street and open to general use; add a defined sidewalk with streetscaped elements

Old Roswell Street/Roswell Street

- Enforce or meter Old Roswell Street lot in one- or two-hour increments



Recommendation: Parking Structure

- Build a multi-story parking structure on the existing Roswell Street lot
- Enhance driveway/entrance to attract downtown visitors to the structure's location.

Recommendation: Improve Visibility of Signage

- Erect signs directing drivers to "Public Parking" on Main Street, Milton Avenue, Canton/Roswell Streets, and Old Roswell/Old Canton Streets.

For Additional Discussion

- Partner with the two churches adjacent to the downtown area to lease parking Monday to Saturday.
- Purchase new properties (such as the large residential track close to the Old Roswell/Roswell Street intersection) for potential parking lot/structure locations.
- Consider a new Comprehensive Parking Strategy Study that is implementable and has broad political and business support.

Land Use

Objective: Downtown development/redevelopment opportunities and strategies

- Focus new, "infill" development/redevelopment that is consistent with the City's downtown incentive zoning district in the Historic Business District
- Continue support for higher-density residential development in the historic downtown core to promote less automobile use.
- Encourage mixed-use development/redevelopment opportunities within the Central Business District along Haynes Bridge Road, SR 120/Old Milton Parkway, Marietta Street, and Milton Avenue.
- Enhance connectivity, the pedestrian/walking environment, bicycle connectivity, and the vitality of the downtown district by accommodating denser development patterns and architectural character consistent with the Downtown Incentive Zoning District outside of the historic downtown core.