

# SunTrust Stadium Traffic Management Update

September 20, 2016



## Atlanta Braves 2017 Opening Schedule

- March 31, 2017 - Exhibition game against New York Yankees  
(soft opening limited attendance)
- April 14, 2017 – First regular season game at SunTrust Park

## Atlanta Braves Announces on August 3, 2016 Traffic Management Plan – Phase 1



The screenshot shows the Atlanta Braves website header with the logo and navigation menu. Below the header is a large graphic for SunTrust Park with a play button icon. Below the graphic is a dark blue section titled "7 THINGS TO KNOW" with a list of seven items:

1. Moving the start time to 7:30 p.m. will offset gameday's impact on traffic.
2. There are more than \$2 billion in public infrastructure investments in the region.
3. Fan travel will be improved thanks to 14 main access points spread 360 degrees around the ballpark.
4. There is more parking for a ballpark with 8,000 fewer seats than Turner Field.
5. The Battery Atlanta provides a unique opportunity for fans to come early and stay late.
6. State-of-the-art technology will improve each fan's gameday travel.

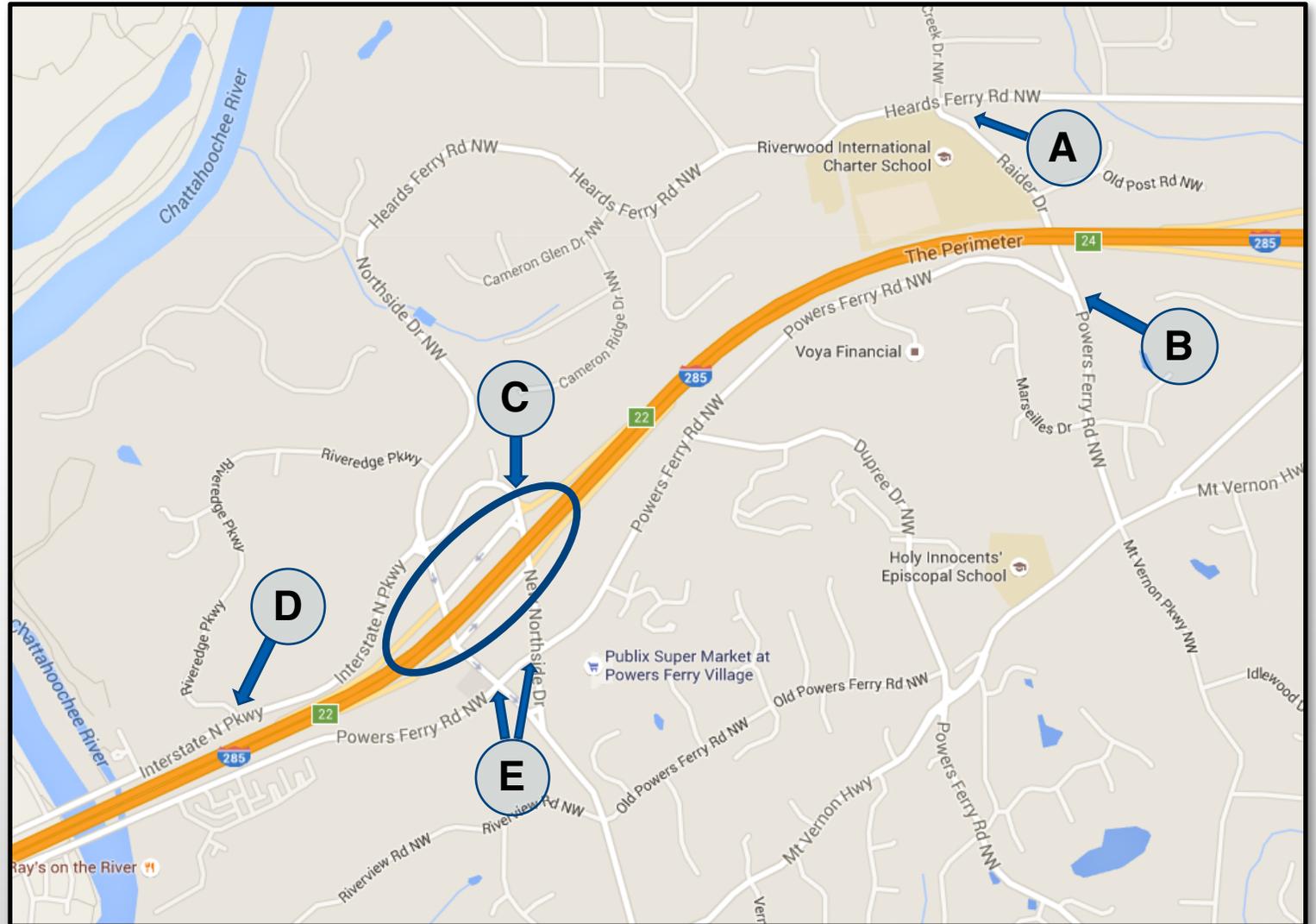
- SunTrust Park Webpage for latest updates: <https://www.bravesupdate.com/>
  - ❖ Moving the start time to 7:30 p.m. will offset game day's impact on traffic.
  - ❖ There are more than \$2 billion in public infrastructure investments in the region.
  - ❖ Fan travel will be improved thanks to 14 main access points spread 360 degrees around the ballpark.
  - ❖ There is more parking for a ballpark with 8,000 fewer seats than Turner Field.
  - ❖ The Battery Atlanta provides a unique opportunity for fans to come early and stay late.
  - ❖ State of the art technology will improve each fan's game day travel.
  - ❖ Thanks to pedestrian bridges, transit options and ridesharing, fans will have multiple travel options.

# Summary of Efforts to Date

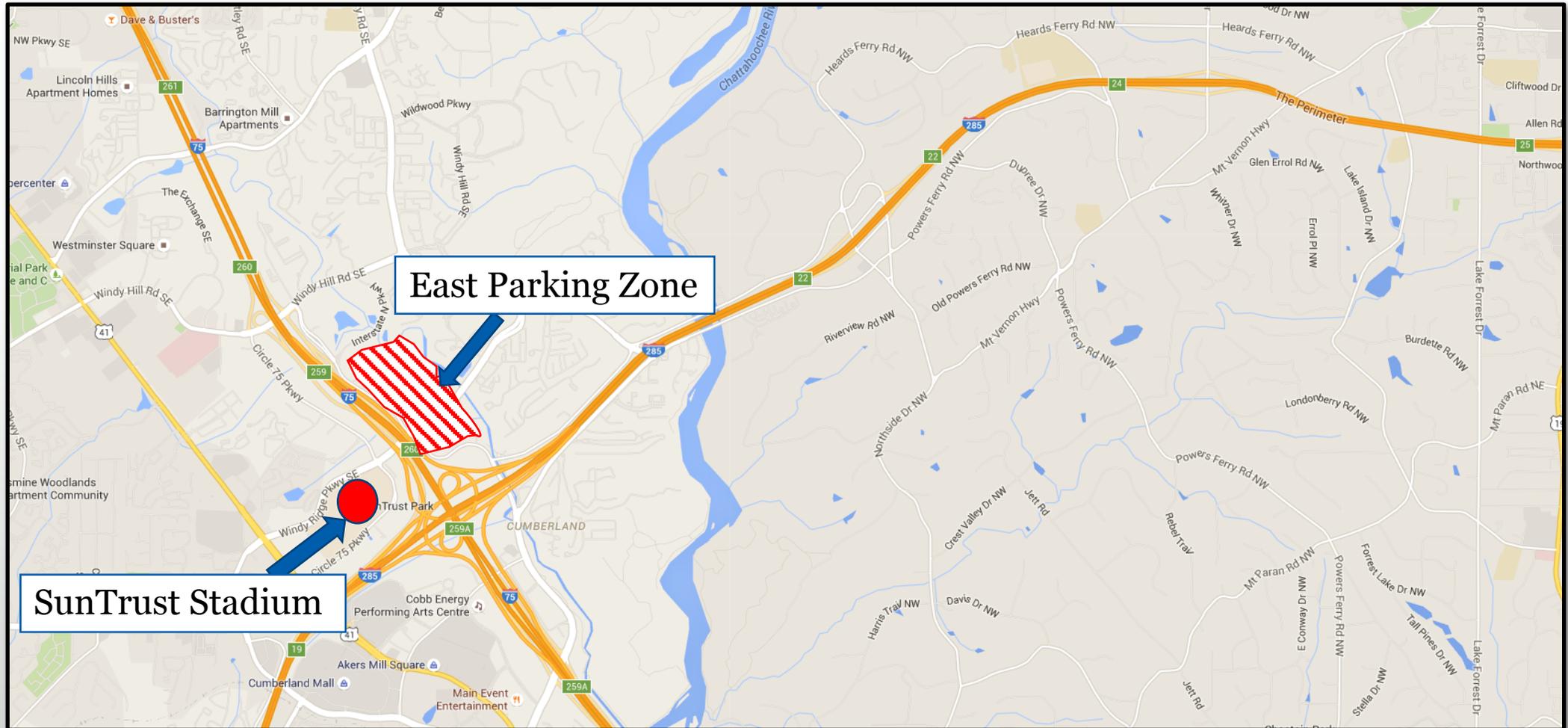
# SANDY SPRINGS

## Capital Improvements Performed to Date

- A. Intersection improvements at Heards Ferry Road and Raider Drive
- B. Intersection improvements at Powers Ferry Road and Raider Drive
- C. Traffic signals updated with adaptive traffic control system at the I-285 and New Northside Drive/Northside Drive interchange
  - Adaptive traffic control system provides real time signal adjustment on current traffic volume conditions
- D. Signalized intersection of Interstate North Parkway and Riveredge Parkway
- E. Intersection improvements at Powers Ferry Road and New Northside Drive/Northside Drive



## SunTrust Stadium East Parking Zone

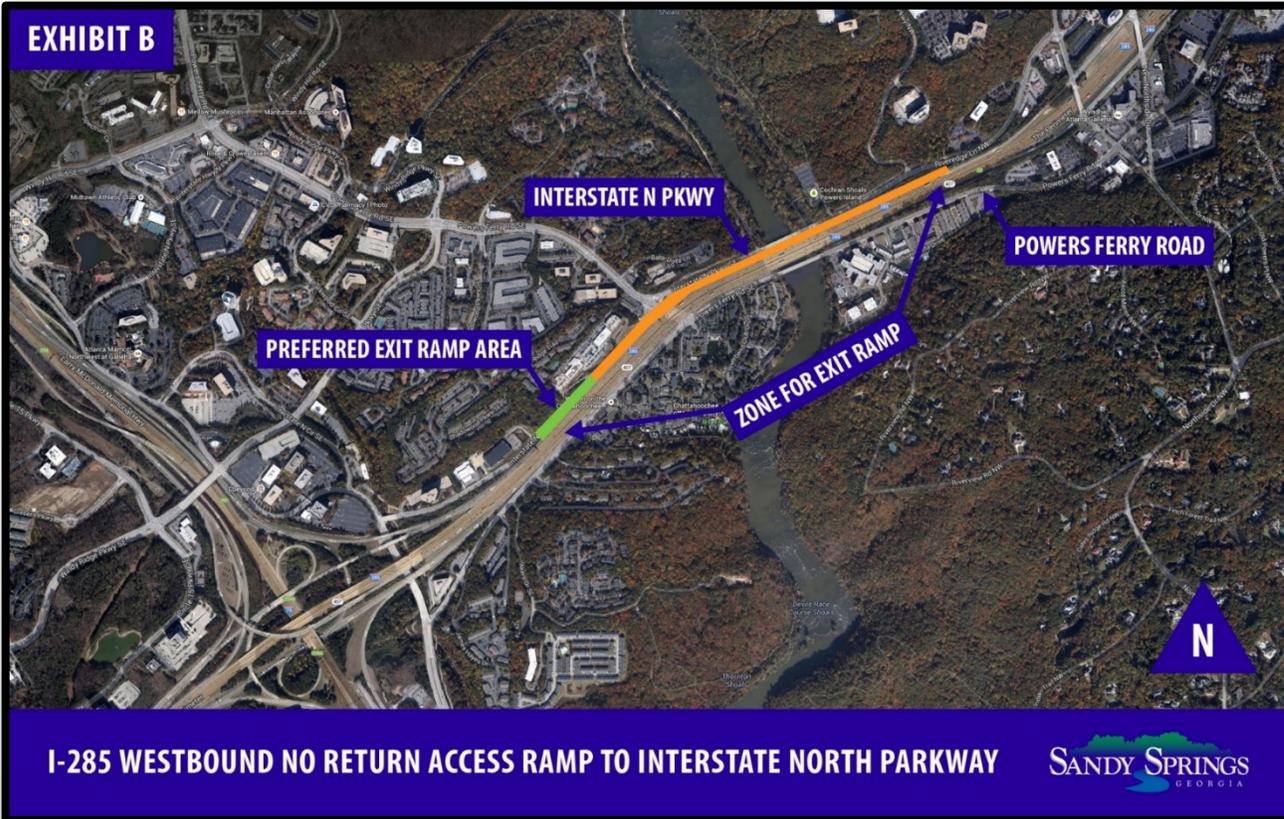


## Flex Shoulder Option to Exit at I-75 and Windy Hill Road



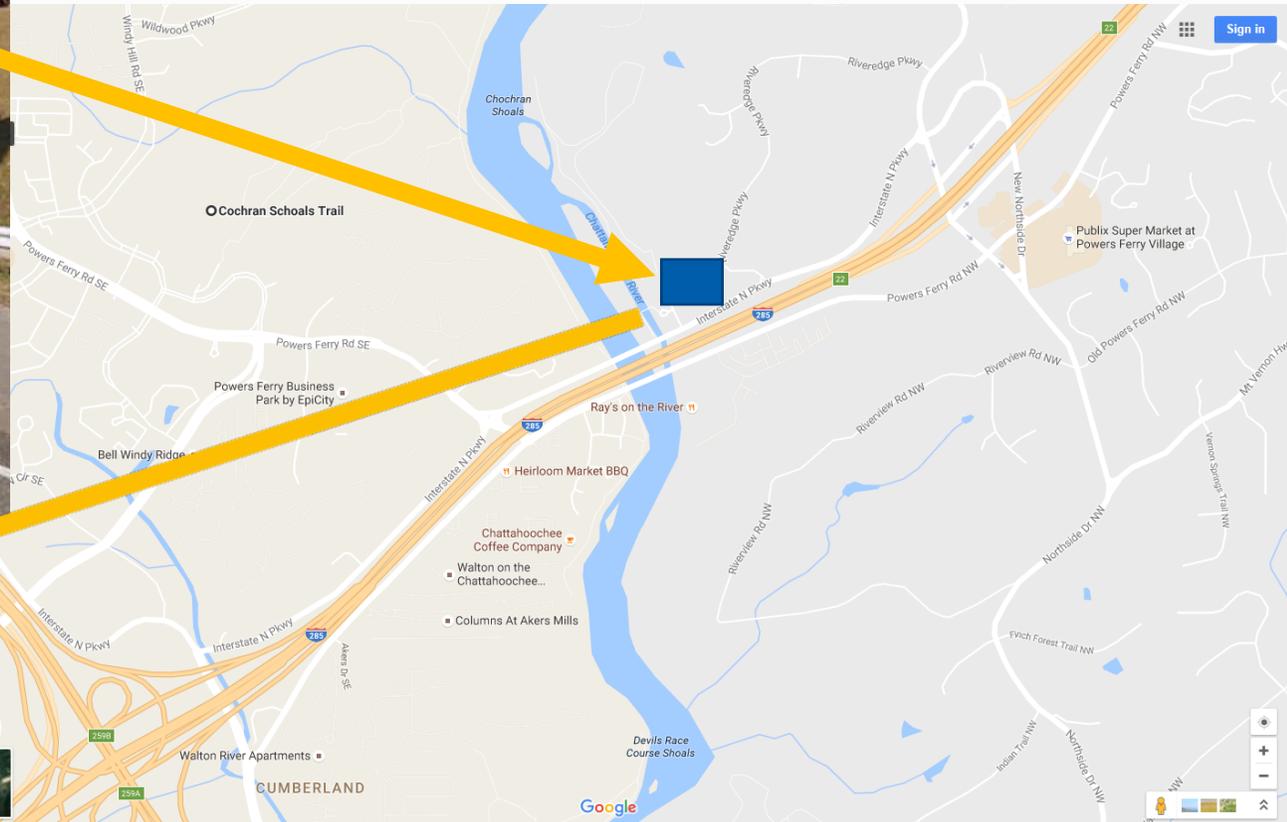
Cobb County is reviewing design consideration on I-285 from the river to Windy Hill Rd.

## Slip Ramp Options



# SANDY SPRINGS

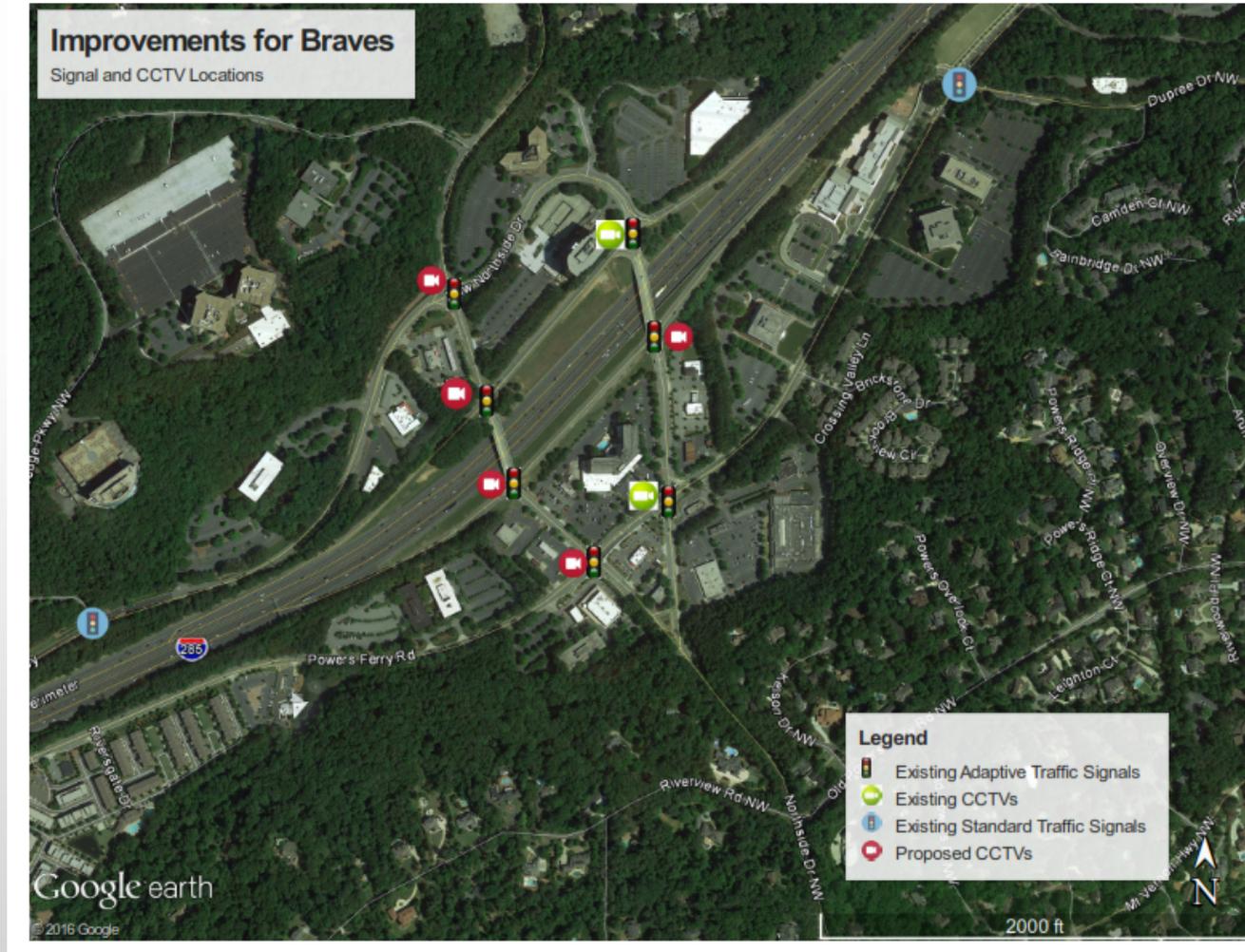
## Cobb Requests to Install a Variable Message Board on City Right of Way on Interstate North Parkway Westbound



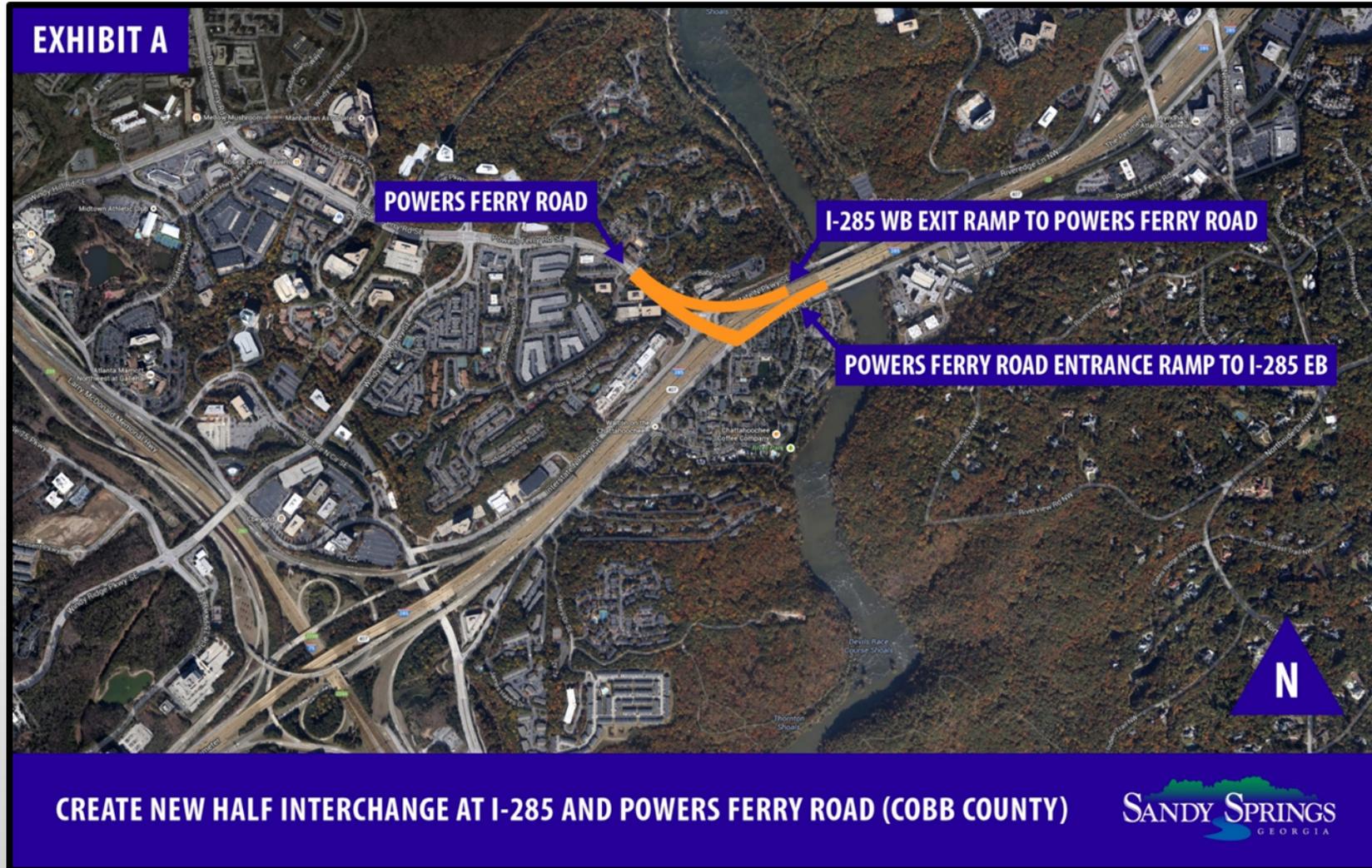
## Installation of Traffic Cameras

Install traffic cameras as needed along Powers Ferry Rd. and Interstate North Parkway in the I-285/New Northside Dr./Northside Dr. interchange.

*(Traffic signals upgraded to latest technology also, utilizing adaptive traffic monitoring – monitors real time traffic movement and adjusts traffic signal timing as needed.)*



## Propose A New Half Diamond Interchange



Cobb County is considering pre-game one-waying Interstate North Pkwy GAME DAY ONLY from the river (Cobb Co. side only)



## Summary of Options Being Explored for Stadium Event Day Traffic Management: Short Term (continued)

- Use signage to route drivers from I-285 and I-75 to Windy Hill Road to access the east parking lots.
- Use the interstate shoulders for stadium events.
  - This could be limited to buses only, or expanded to include stadium-bound traffic, and/or daily rush hour traffic (flex shoulder concept utilized on GA 400).
- Evaluate other traffic management alternatives such as additional traffic cameras at key traffic locations, intersection improvements, event day traffic management plans, etc.
- Evaluate traffic management plans to address congestion on local streets (motorist will utilize a route they perceive is the best route and try another route the next event – “moving target” of traffic congestion).

## Summary of Options Being Explored for Stadium Event Day Traffic Management: Long Term

- Create a new interchange on I-285 in Cobb County before I-75
  - The City has funds to do an Interchange Justification Report (IJR).
  - GDOT recommended doing a Feasibility Study first. The draft study will be completed in approximately 90 days.
- Utilize public transportation
  - Consider expanding the routes of MARTA and GRTA

## Next Steps

- Ongoing meetings with staff and stakeholders
  - Transportation
    - Cobb County will invite City staff to the Braves traffic management meetings
  - Law Enforcement
- Solicit community input regarding preferred options
- Council will be updated regularly
- Incorporate Council feedback of options presented to date

# Questions