

FREIGHT ATL: NORTHWEST

Freight Advisory Task Force
March 1, 2023



Department of
CITY PLANNING

TODAY'S PRESENTATION

- Study Refresher & Updates
- Recommendations: Big Ideas
- Draft Plan: Content Overview
 - Short-Term Action Plan
 - Tier 1 + Example Projects
 - Tier 2 + Example Projects
 - Long-Term Vision Plan
 - Examples of Policies and Strategies
- Next Steps
 - Review/Comment Period
 - Adoption Process

THANK YOU TO PROJECT SPONSORS

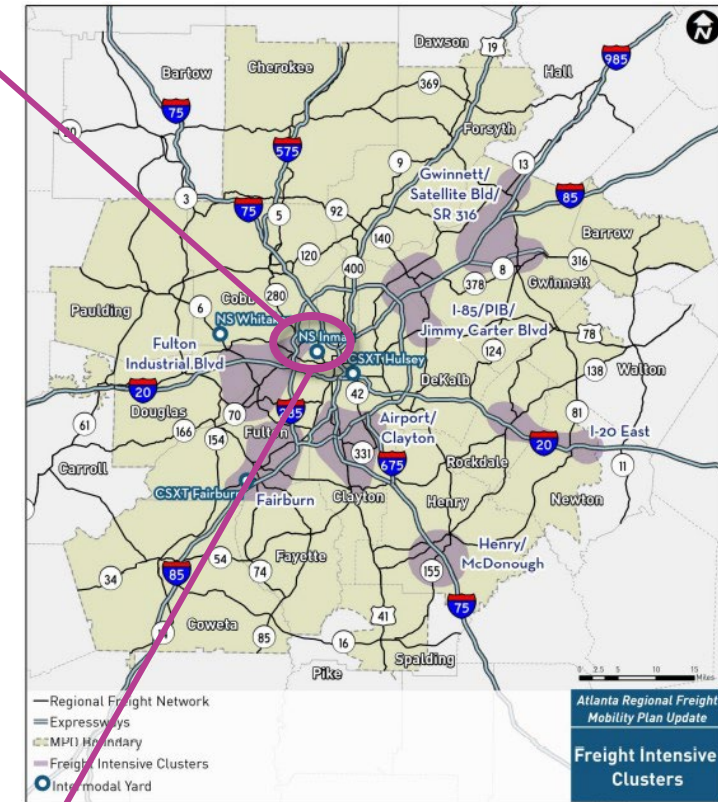
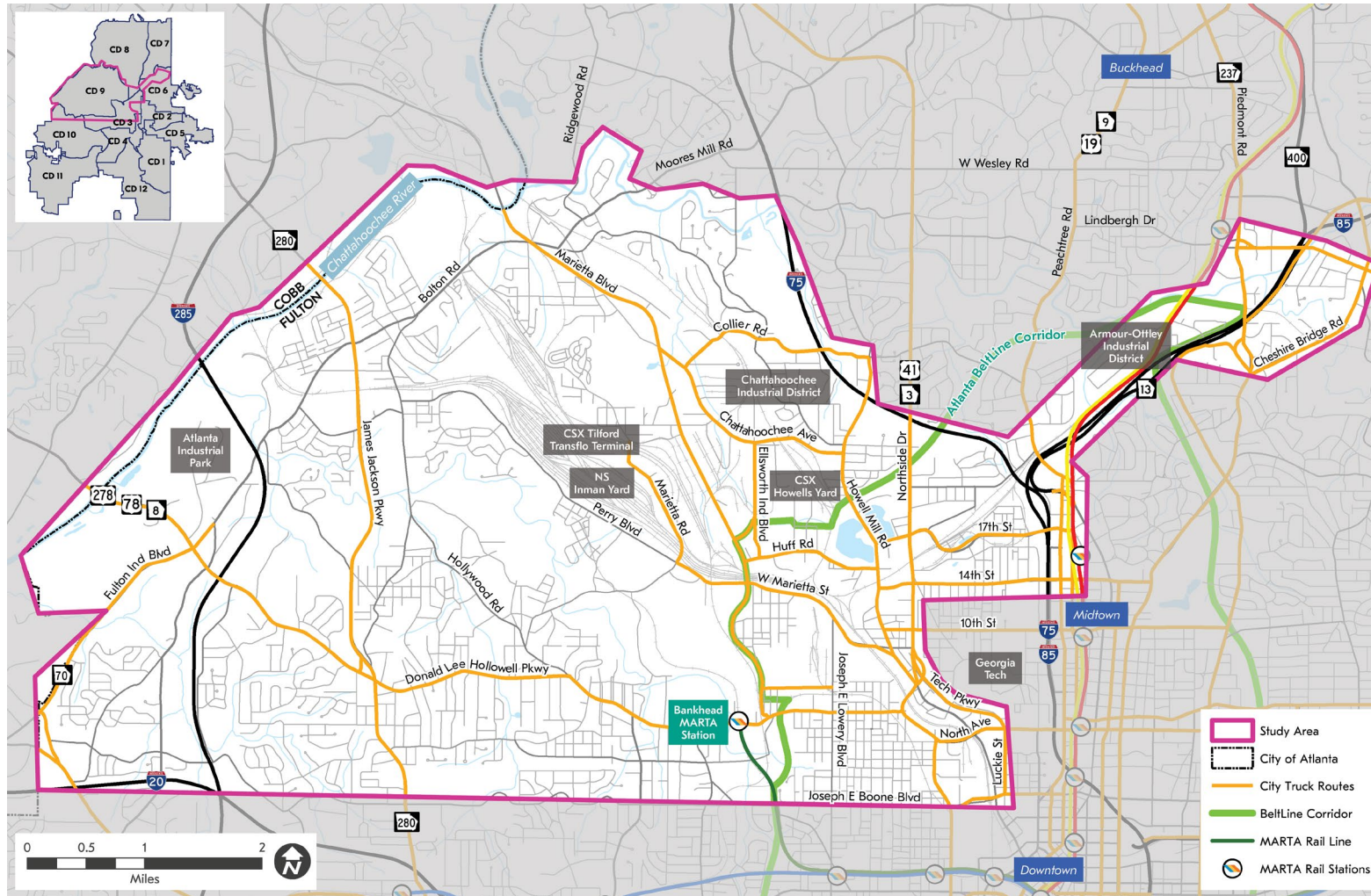
- The Atlanta Regional Commission
- Invest Atlanta
- Council Member Dustin Hillis (District 9)

A note: the information in this presentation reflects a snapshot of evolving work as part of this study – it is subject to change and refinement as the project moves forward.

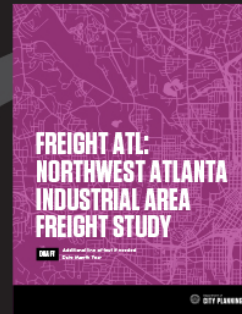


STUDY REFRESHER & UPDATES

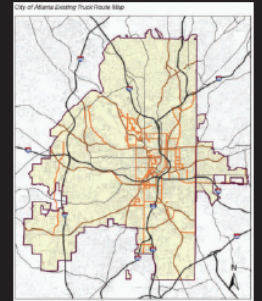
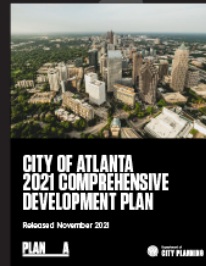
PLANNING CONTEXT



HOW DO WE BUILD THE BELOVED COMMUNITY?



Public engagement is vital throughout the entire process

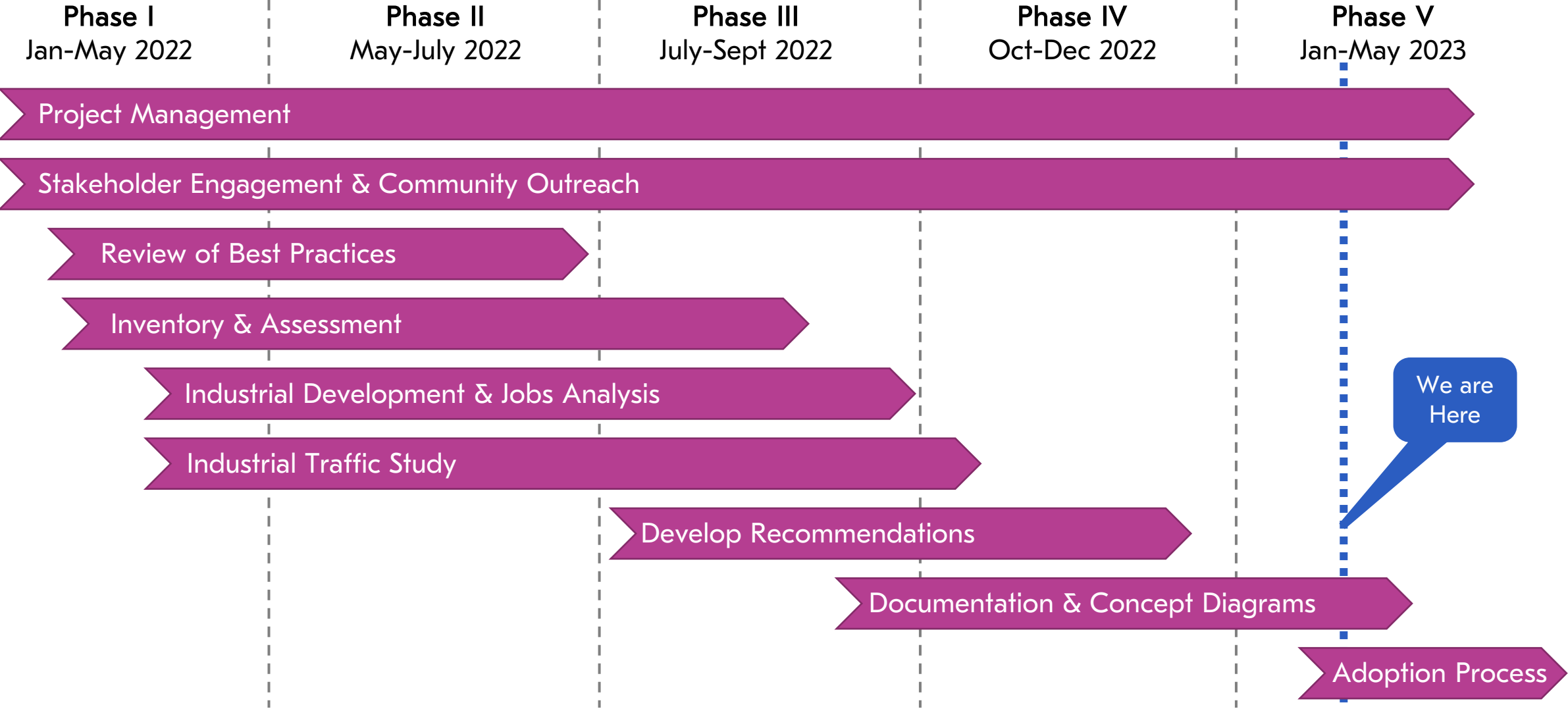


Atlanta City Design is a visionary document, our framework for guiding the city's long-term growth and development.

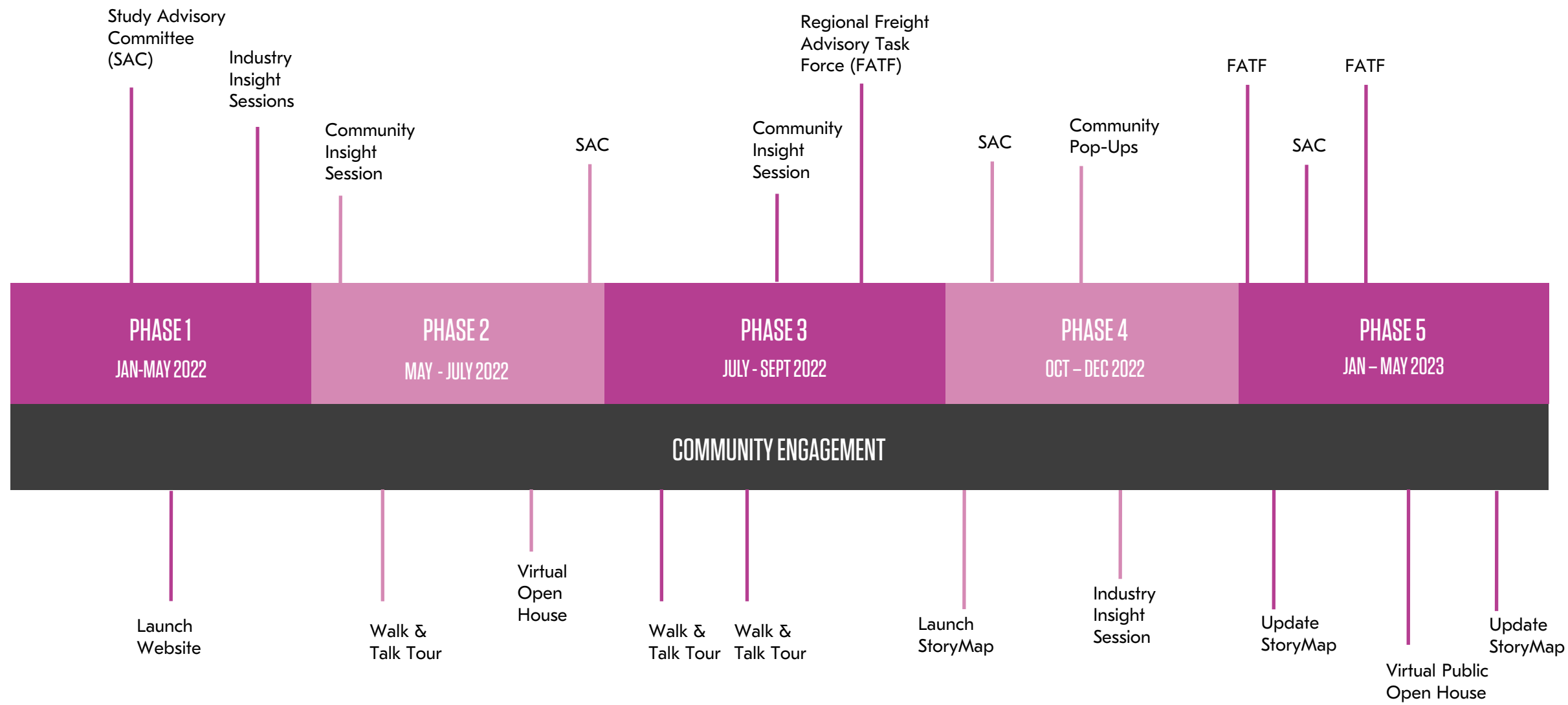
The City prepares plans for implementing Atlanta City Design values. Plans, like freight cluster studies, help focus on specific growth and development challenges and outline future policy changes. They draw from other plans such as Atlanta Transportation Plan, Comprehensive Development Plan, and One Atlanta.

Freight cluster plans inform local policies, such as changes to truck routes and zoning, as well as regional policies, like funding regional transportation projects. All to help create a more equitable Atlanta.

STUDY SCHEDULE



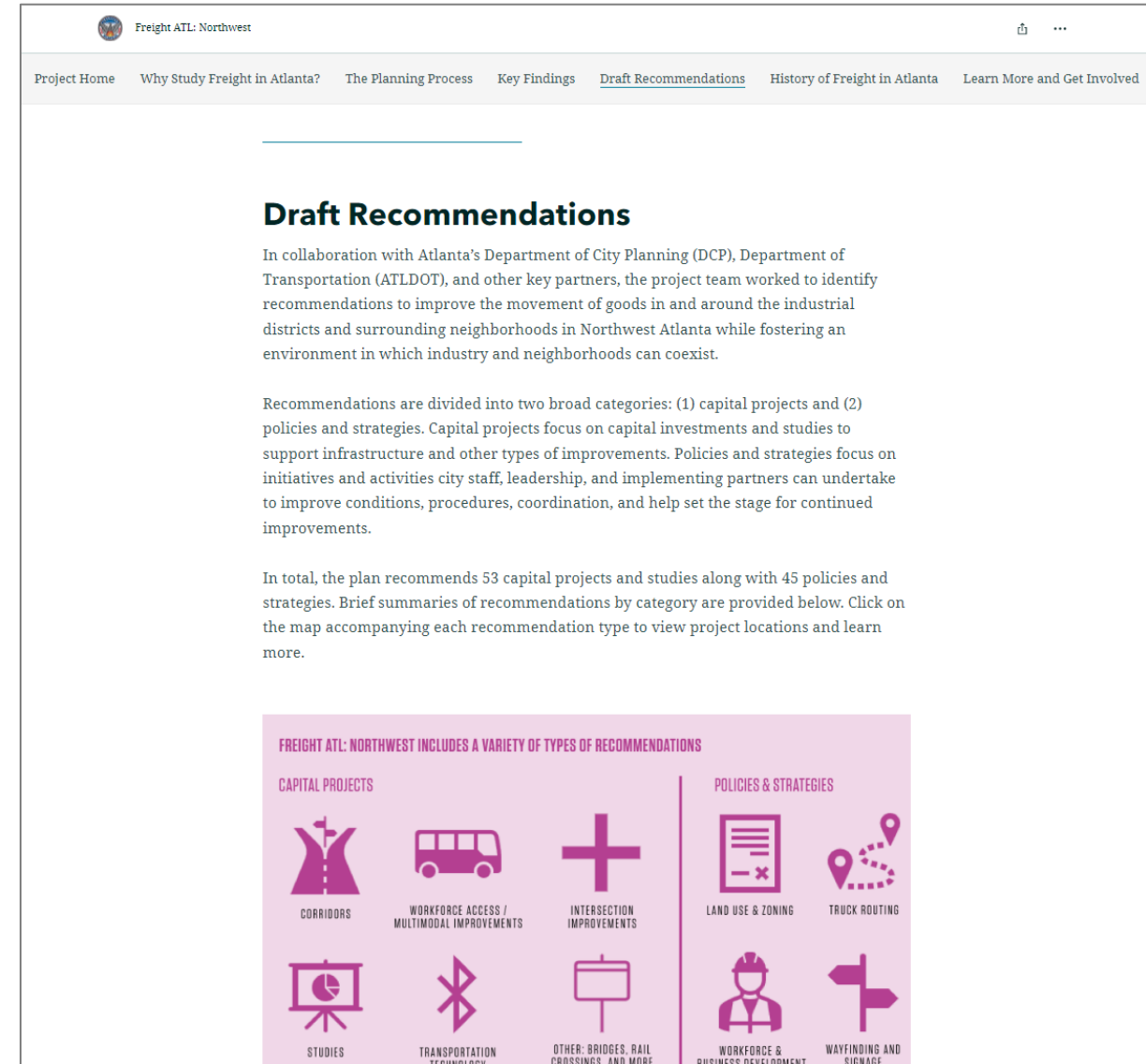
STAKEHOLDER ENGAGEMENT & COMMUNITY OUTREACH SUMMARY



ONLINE STORYMAP

Online interactive resource for learning about the Freight ATL: Northwest plan and process

- Why Study Freight in Atlanta?
- The Planning Process
- Key Findings
- **New - Draft Recommendations**
- **New - History of Freight in Atlanta**
- Learn More and Get Involved



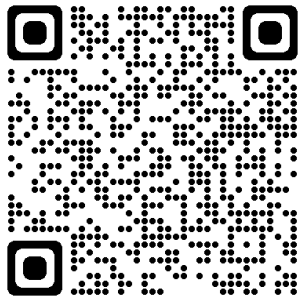
Find the StoryMap on FreightATL.com

WEBSITE UPDATES: DRAFT REPORTS AVAILABLE

Available online - DRAFT copies of reports:

- Review of Best Practices
- Inventory & Assessment
- Industrial Development & Jobs
- Traffic Study
- *The DRAFT Recommendations Report*

Scan this code to
view study reports:



NORTHWEST ATLANTA INDUSTRIAL AREA FREIGHT STUDY

As more goods move throughout the region, the City of Atlanta is committed to improving safety, mobility, and access for all. Explore how we're reimagining freight movement on trucks, trains, and other means in northwest Atlanta.

LEARN MORE

WHAT'S NEW



Looking for latest information? Read the Review of Best Practices here!

LATEST DOCUMENTS



Ready to get involved? Here are some ways to participate.

UPCOMING EVENTS



Review the project timeline and see where we are.

PROJECT STATUS

www.FreightATL.com

DRAFT RECOMMENDATIONS: BIG IDEAS

CAPITAL PROJECT RECOMMENDATIONS BY CATEGORY



Intersection Improvements

- Turn lanes
- Rebuild curbs
- Crosswalk and ped signals
- Repave, restripe
- Signs and signals



Corridor Improvements

- Reduce travel lanes, add center turn lanes
- Sidewalk and bike lanes or multi-use paths
- Repave, restripe



Bridge and Railroad Crossing

- Repair and maintain
- Improve pedestrian safety at at-grade crossing



Transportation Technology

- Dynamic message signs
- Explore EV charging
- Leverage connected vehicle technology



Workforce Access / Multimodal

- New sidewalk
- Fill sidewalk gaps
- Bus stop upgrades



Studies

- Study options to address traffic flow, travel patterns, bike/ped issues, lighting, transit access, and truck needs

POLICIES & STRATEGIES BY CATEGORY: INDUSTRIAL DEVELOPMENT, JOBS, AND LAND USE



Business Development

- Support, attract, and retain industrial businesses



Land Use and Zoning

- Mitigate land use conflicts while preserving land for industrial uses



Real Estate Development


- Support industrial real estate development in Northwest Atlanta



Workforce Development

- Strengthen career pathways and training programs for good and promising jobs

POLICIES & STRATEGIES BY CATEGORY: TRANSPORTATION & PLANNING




Planning Support

- Coordinate among/across projects
- Update geospatial data
- Coordinate with regional efforts
- Update foundational planning documents



Transportation

- Revise city truck route network
- Align truck routes
- Improve infrastructure so industrial businesses and other uses can coexist
- Improve local and regional mobility



Wayfinding & Signage

- Improve local and regional mobility with new sign standards, updated signs, route maps

DRAFT RECOMMENDATIONS REPORT: PLAN CONTENT

SHORT-TERM ACTION PLAN

- Likely able to be funded within 10 years
- **Tier 1: Higher Priority**
 - 17 Projects
 - Likely able to be started in Years 1-5
 - Approx. estimated cost: \$33.6 M
- **Tier 2: Medium Priority**
 - 18 Projects
 - Likely able to be started in Years 6-10
 - Approx. estimated cost: \$64.6 M

LONG-TERM VISION PLAN

- Unlikely to be able to be funded within 10-year short-term timeframe
- 18 Projects
- Approx. estimated cost: \$21 M

The plan is intended as a roadmap – it is flexible and allows the City to pursue and implement projects based on shifting priorities, capacity, grants and funding, and available resources among other factors

DRAFT PLAN: CONTENT OVERVIEW

SHORT-TERM ACTION PLAN: TIER 1

Project ID	Name
C-1	W Marietta St Corridor Improvements
C-2	Chattahoochee Ave Corridor Improvements
I-1	Bolton Rd at Marietta Rd
I-2	Bolton Rd at Parrott Ave
I-3	James Jackson Pkwy (SR 280) at Bolton Rd
I-4	Marietta Blvd at Bolton Rd
I-5	Chattahoochee Ave at Collier Rd
I-6	Moore's Mill Rd at Coronet Way
I-7	Chattahoochee Ave at Ellsworth Industrial Blvd
I-8	Marietta Blvd at W Marietta St
I-9	W Marietta St/Perry Blvd at Johnson Rd/Marietta Rd

Project ID	Name
P-1	Huff Rd Sidewalk and Bus Stop Upgrade
P-2	Hollywood Rd Sidewalk and Bus Stop Upgrade
P-3	Browntown Rd Sidewalk and Bus Stop Upgrade
P-4	Lindbergh Dr Sidewalk
P-5	Hightower Rd Sidewalk and Bus Stop Upgrade
P-6	Defoor Ave Sidewalk

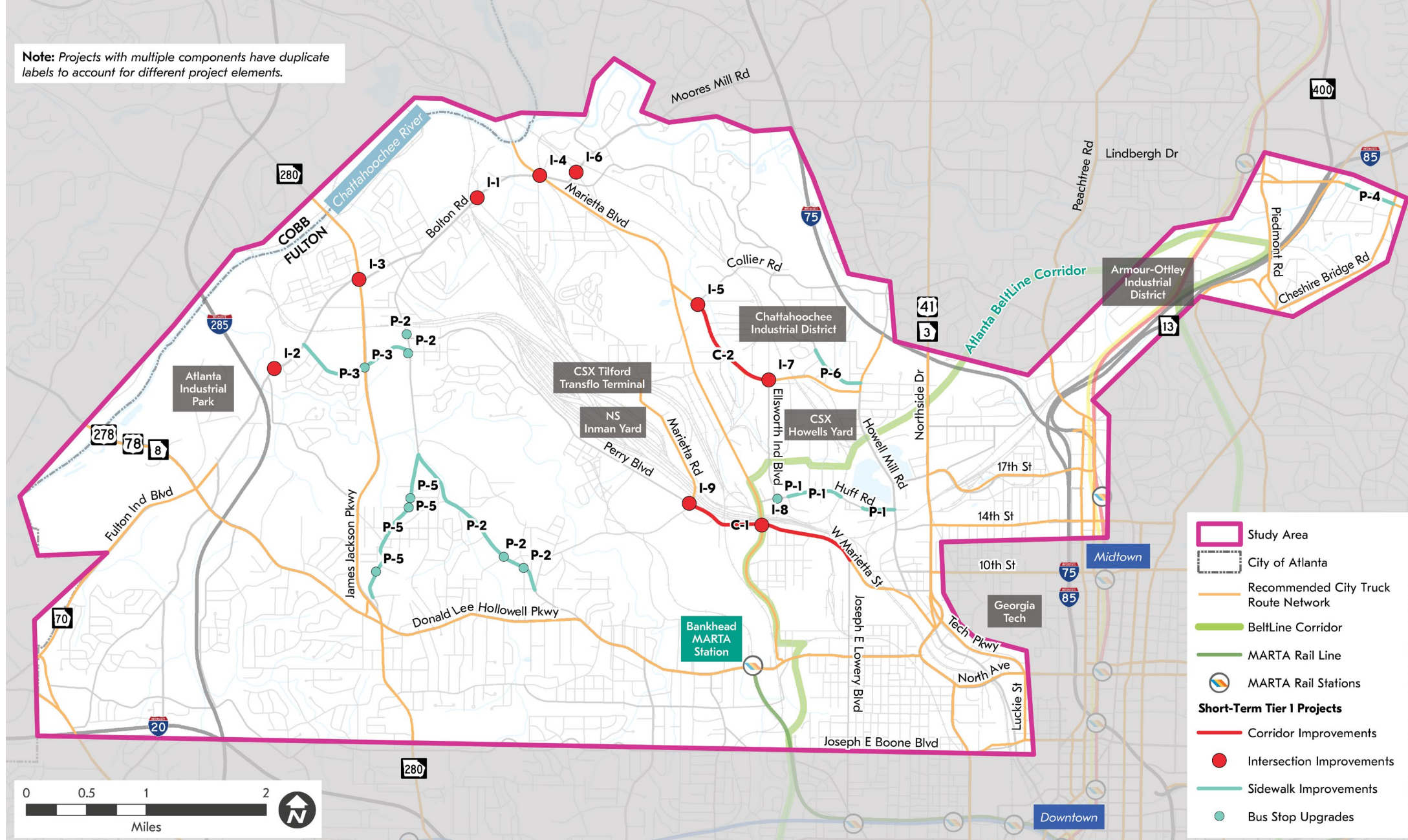
17 Projects
Likely able to be started in Years 1-5
Approx. estimated cost: \$33.6 M

SHORT-TERM TIER 1

Likely able to be funded within the first 5 years

- 2 corridor improvements
- 9 intersection improvements
- 6 workforce access / multimodal improvements

Note: Projects with multiple components have duplicate labels to account for different project elements.

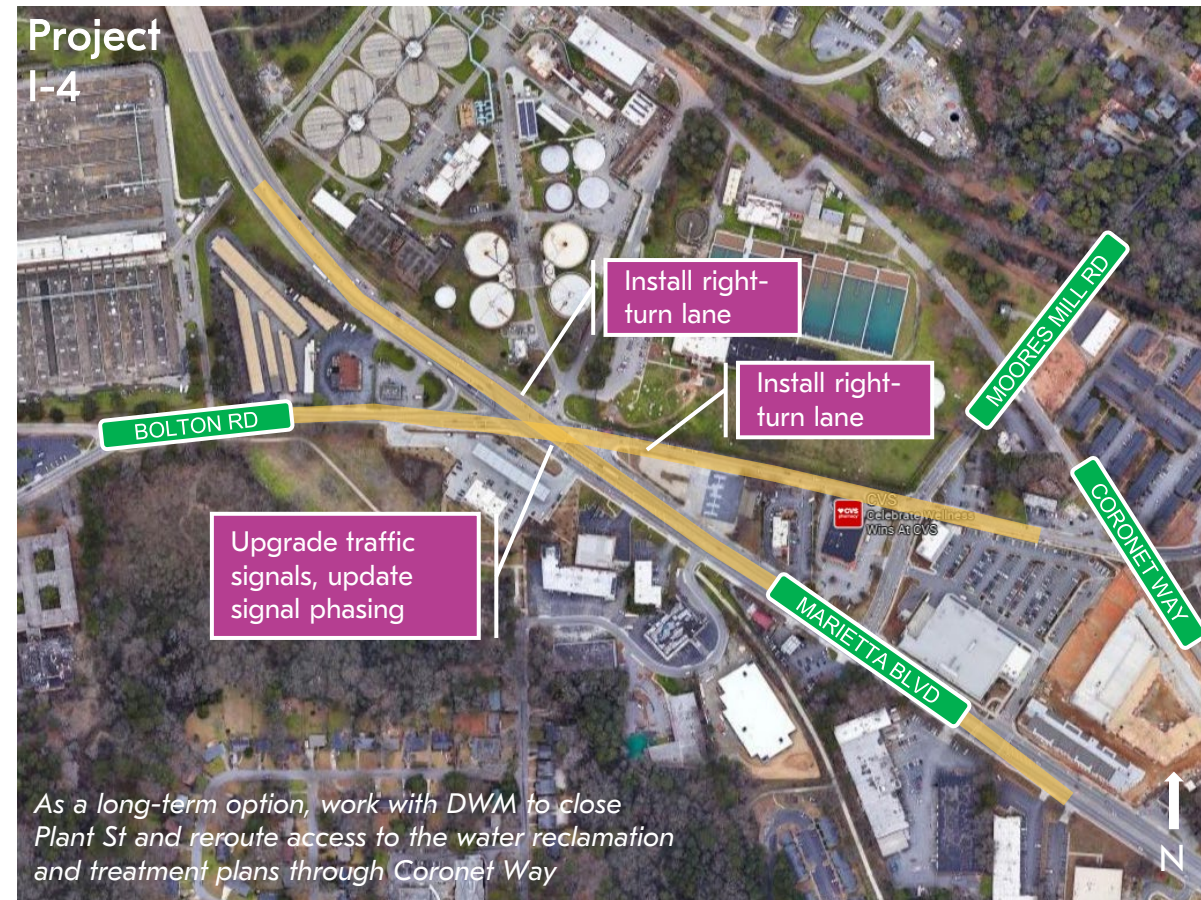


DRAFT INTERSECTION IMPROVEMENT: MARIETTA BLVD AT BOLTON RD

Advance all improvements proposed as part of Moores Mill Road Multimodal Roadway Extension & Transit Layover Facility project (FC10451)

Intersection improvements to reconfigure turn lanes and upgrade traffic signals

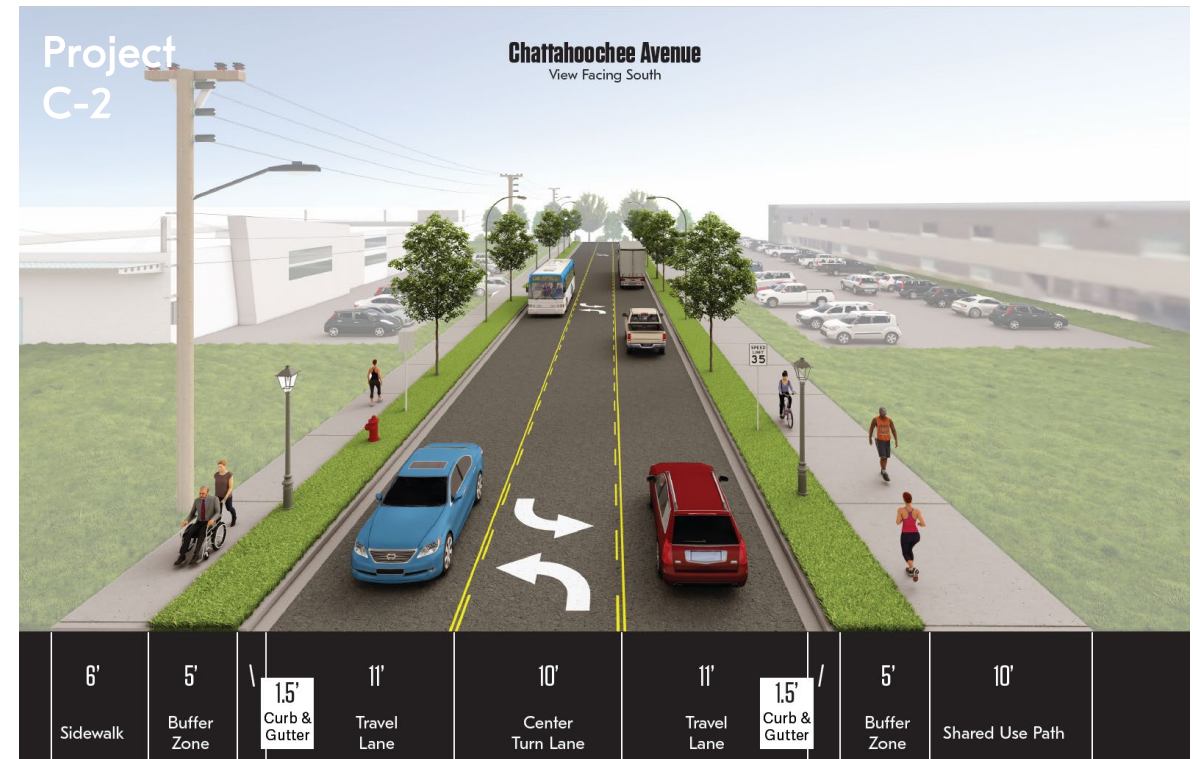
- Install southbound and westbound right-turn lanes
- Install "Traffic Signal Ahead" signs on all approaches
- Install post-mounted roadway signs, overhead lane assignment signs, overhead directional signage to I-285, and route shield pavement markings
- Add and update "No Trucks" signs
- Repave, restripe, add raised pavement markers, upgrade traffic signals, adjust phasing



DRAFT CORRIDOR IMPROVEMENT: CHATTAHOOCHEE AVE

4-lane to 3-lane conversion with one travel lane in each direction, a center turn lane, dedicated left-turn lanes at signalized intersections and key destinations, sidewalk, and shared-use path

- Potential benefits
 - Reduce rear-end and angle crashes
 - Fewer lanes for pedestrians to cross
 - Space for raised medians or pedestrian refuge islands
 - Improved safety for all users
 - Traffic calming and more consistent speeds



Coordinate with 2021 Chattahoochee Avenue Complete Street project in CIE and Upper Westside CID Chattahoochee Avenue Improvement Traffic Engineering Study, and forthcoming Woodall Trail project, as well as recommended intersection improvements

SHORT-TERM ACTION PLAN: TIER 2

Project ID	Name
C-3	Bolton Rd Corridor Improvements
C-4	Johnson Rd Corridor Improvements
C-5	Parrott Ave Multimodal and Safety Improvements (including RR crossing)
I-10	W Marietta St at Joseph E Lowery Blvd
S-1	James Jackson Pkwy (SR 280) Corridor Study
S-2	Armour-Ottley Industrial District Multimodal Operations Study
T-1	Explore Freight Priority Access to I-285

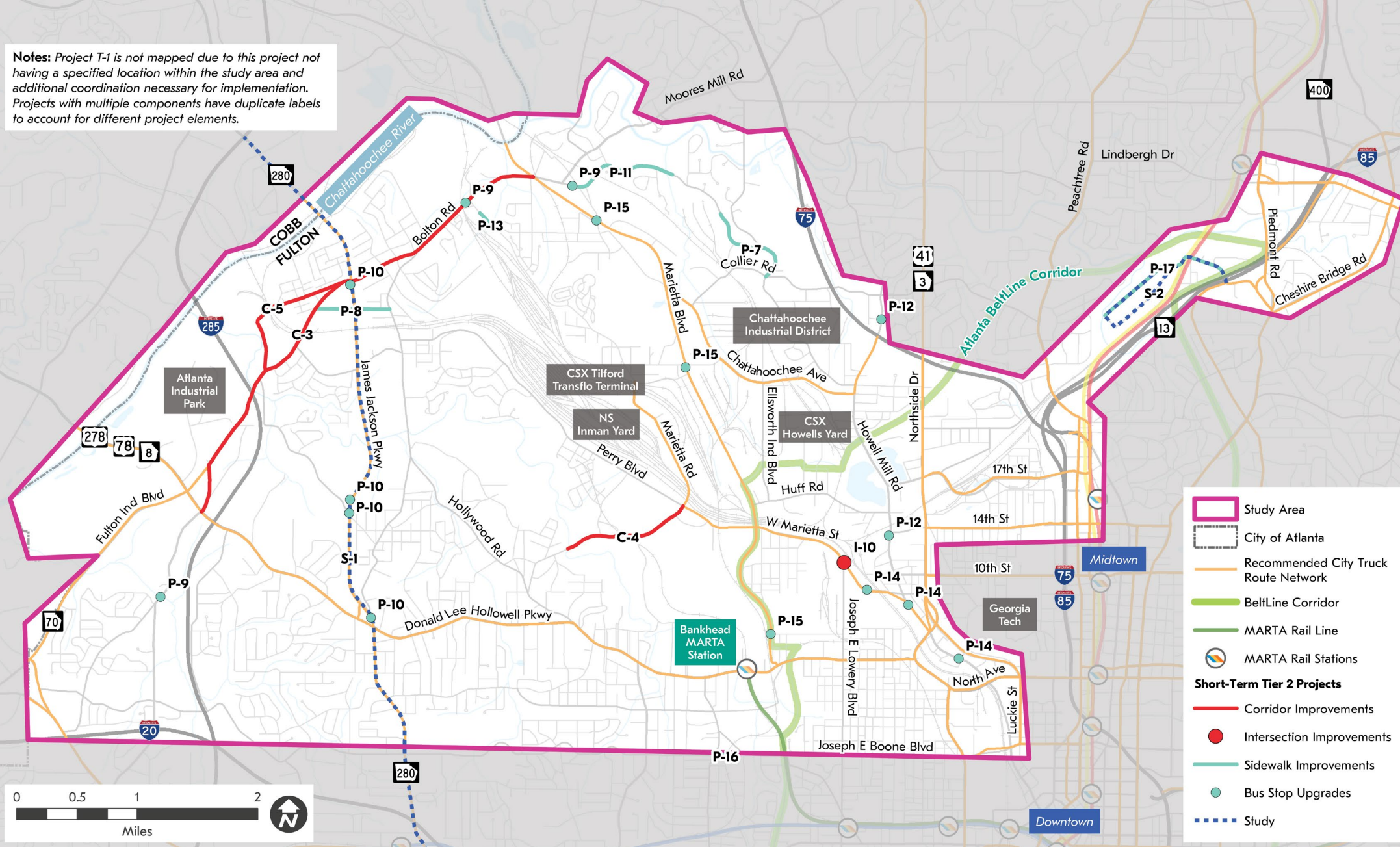
18 Projects
Likely able to be started in Years 6-10
Approx. estimated cost: \$64.6 M

Project ID	Name
P-7	Defoors Ferry Rd Sidewalk - Segment 1
P-8	Peyton Rd Sidewalk
P-9	Bolton Rd Bus Stops
P-10	James Jackson Pkwy (SR 280) Bus Stops
P-11	Defoors Ferry Rd Sidewalk - Segment 3-4
P-12	Howell Mill Rd Bus Stops
P-13	Marietta Rd Sidewalk - Segment 1
P-14	Marietta St and W Marietta St Bus Stops
P-15	Marietta Blvd Bus Stops
P-16	Joseph E Boone Sidewalk Improvements (including RR crossing)
P-17	Armour Dr Sidewalk

SHORT-TERM TIER 2

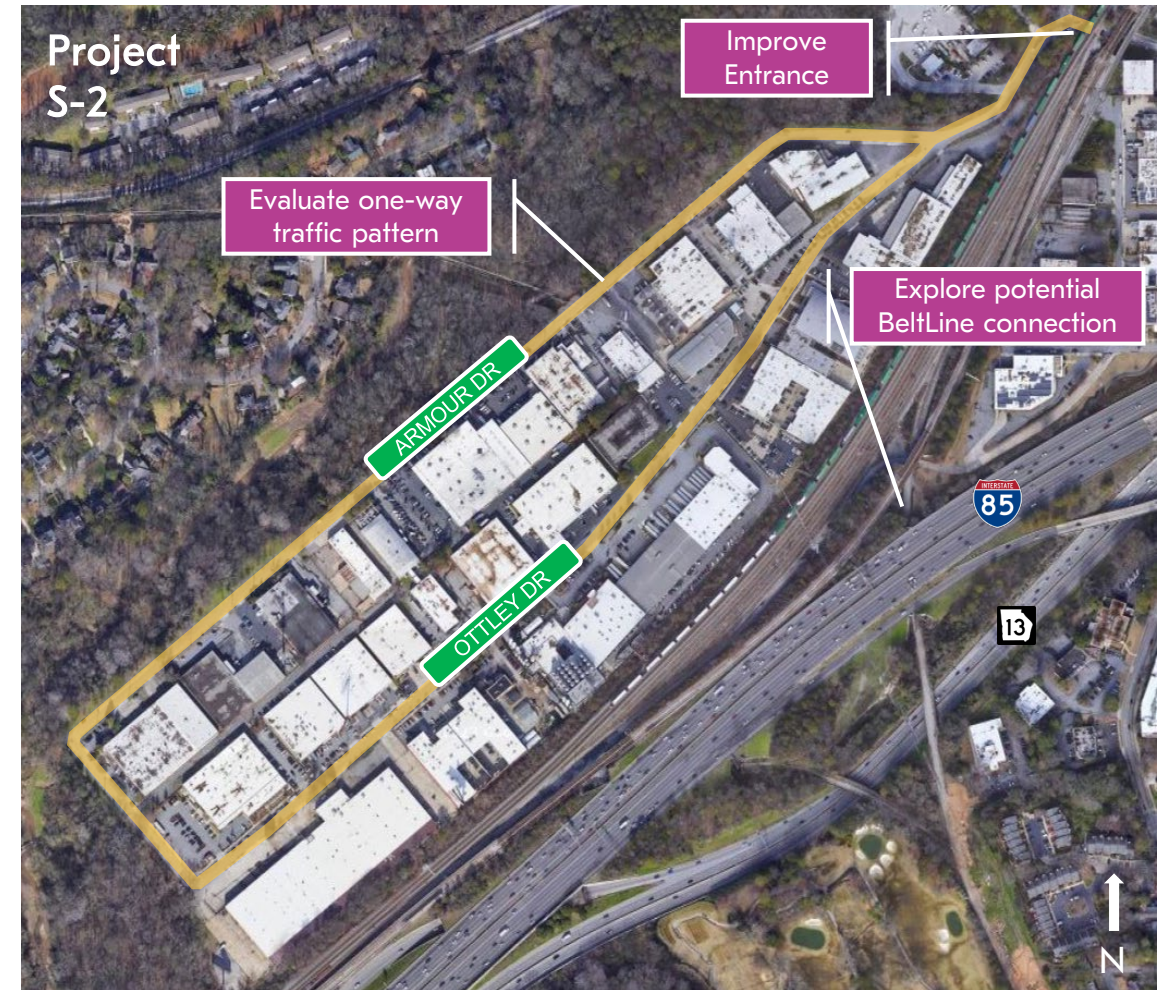
Likely able to be funded in 6-10 years

- 3 corridor improvements
- 1 intersection improvement
- 11 workforce access/multimodal improvements
- 2 studies
- 1 ITS / transportation technology project



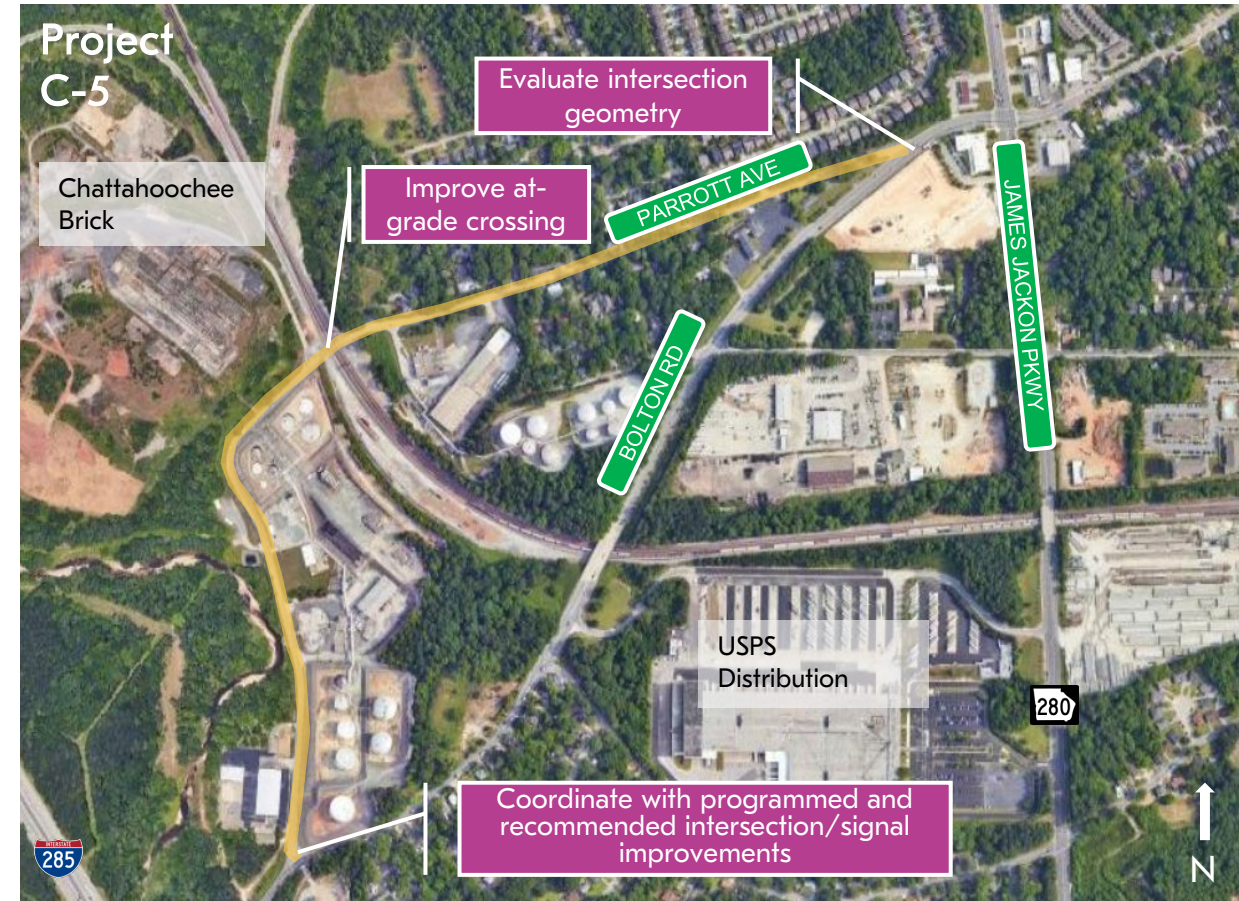
DRAFT STUDY RECOMMENDATION: ARMOUR-OTTLEY INDUSTRIAL DISTRICT

- Evaluate the possibility of converting Armour Dr, Clayton Rd, and Ottley Dr into a one-way loop to streamline and improve turning movements for larger vehicles
- Address on-street parking issues
- Identify ways to better accommodate all modes of travel and explore possible connection to the Atlanta BeltLine
- Reconsider transit service
- Improve conditions at the entrance to the district, including drainage, lighting, and biking/walking facilities



DRAFT CORRIDOR IMPROVEMENT: PARROTT AVE MULTIMODAL & SAFETY IMPROVEMENTS

- Design and implement multimodal and safety improvements in coordination with future park and memorial planning for the former Chattahoochee Brick Co. Site
- Resurfacing, restriping
- Sidewalk and bicycle facilities
- Improve at-grade railroad crossing



LONG-TERM VISION PLAN

Project ID	Name
B-1	Marietta Rd over NS/CSX
R-1	Mayson Turner Rd At-Grade Railroad Crossing Improvements
I-11	Marietta Rd at Inman Yard/Whitaker Oil
I-12	Huff Rd at Fairmont Ave
I-13	Armour Dr at Plaster Bridge Rd
I-14	Marietta Rd at Carroll Dr

18 Projects
 Unlikely to be funded within 10-year
 Short-Term timeframe
 Approx. estimated cost: \$21 M

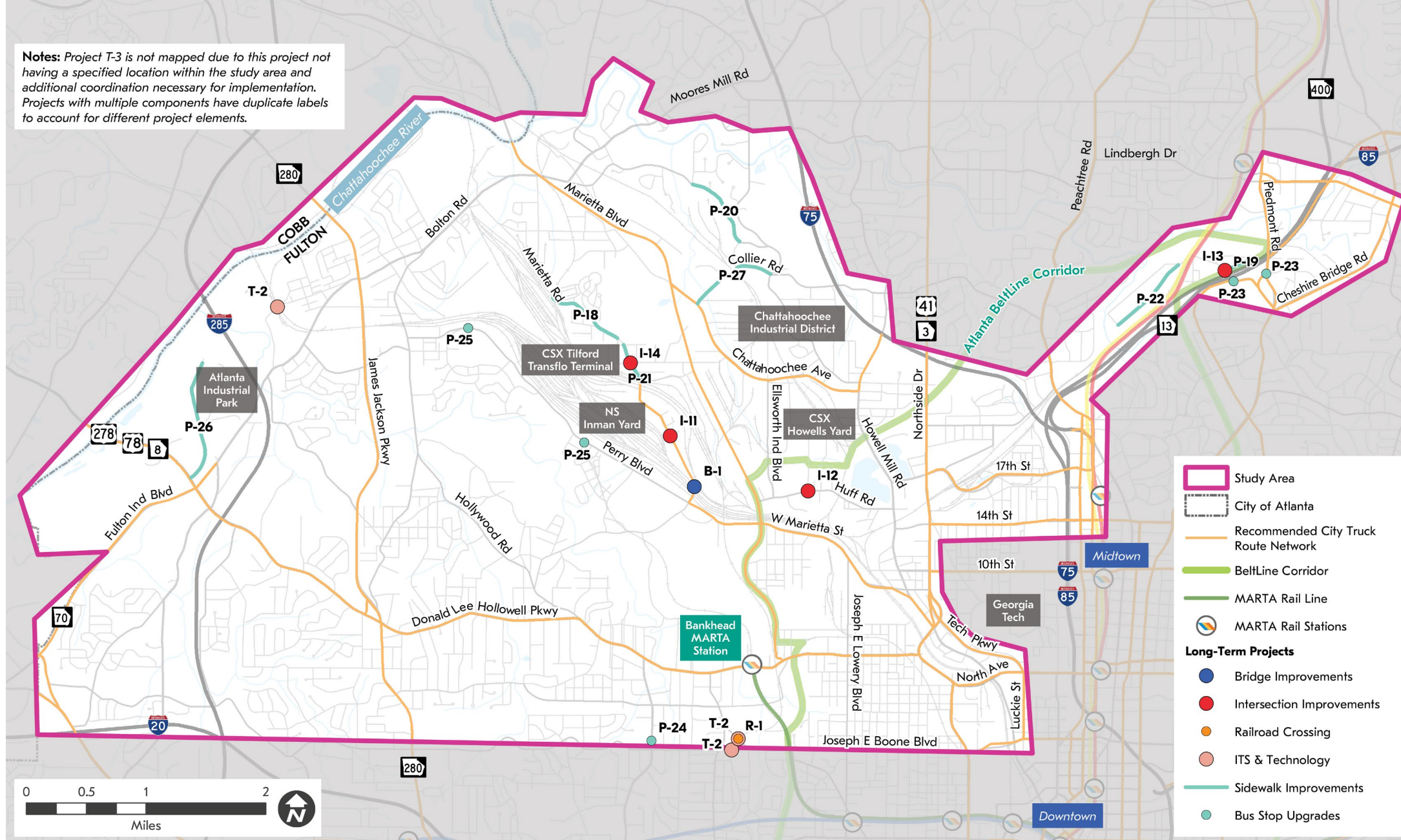
Project ID	Name
P-18	Marietta Rd Sidewalk - Segment 3
P-19	Plaster Bridge Rd Sidewalk
P-20	Defoors Ferry Rd Sidewalk - Segment 2
P-21	Marietta Rd Sidewalk - Segment 2
P-22	Ottley Dr Sidewalk
P-23	Monroe Dr and Piedmont Cir Bus Stop
P-24	W Lake Ave Bus Stop
P-25	Perry Blvd Bus Stops
P-26	Atlanta Industrial Pkwy Sidewalk
P-27	Collier Rd Sidewalk
T-2	Dynamic Message Signs - At-Grade Railroad Crossings
T-3	Electric Vehicle Charging Expansion

LONG-TERM VISION PLAN

Unlikely to be funded in Years 1-10

- 2 bridge or railroad projects
- 4 intersection improvements
- 10 workforce access/multimodal improvements
- 2 ITS / transportation technology project

Notes: Project T-3 is not mapped due to this project not having a specified location within the study area and additional coordination necessary for implementation. Projects with multiple components have duplicate labels to account for different project elements.



EXAMPLES OF POLICIES & STRATEGIES

DRAFT BUSINESS DEVELOPMENT STRATEGIES

EXAMPLE PRIORITY ACTIONS

- Conduct a **legacy business study** to identify ways to support industrial businesses with roots in Northwest Atlanta
- Conduct an **incubator feasibility study** to investigate demand for and space needs of a potential industrial incubator
- Host an annual **Minority Business Forum** for industrial businesses to discuss needs, concerns, opportunities, best practices, and support
- Leverage and build on existing partnerships with anchor institutions to **provide technical assistance** and incubate new businesses opportunities

POTENTIAL PARTNERS

- Invest Atlanta, Metro Atlanta Chamber, CIDs, Georgia Tech, Partnership for Inclusive Innovation, GaMEP, BeltLine, etc.



KEY ACTIONS: SUPPORT, RETAIN, AND
ATTRACT

DRAFT LAND USE AND ZONING STRATEGIES

EXAMPLE PRIORITY ACTIONS

- Re-evaluate Atlanta City Design Production Conservation Areas to **align with land use and zoning to preserve industrial** land where appropriate
- **Encourage the use of I-MIX zoning** through education and technical support
- **Embrace innovative design** features for e-commerce warehousing and distribution through creative zoning solutions
- Align the Zoning Ordinance with the Tree Protection Ordinance to **improve air quality** and implement “green buffers” along freight corridors

POTENTIAL PARTNERS

- Department of City Planning, Invest Atlanta, ATLDOT, DWM, NPUs



KEY ACTIONS: MITIGATE CONFLICTS WHILE
PRESERVING LAND FOR INDUSTRIAL USES

DRAFT REAL ESTATE DEVELOPMENT STRATEGIES

EXAMPLE PRIORITY ACTIONS

- **Identify funding opportunities** to support redevelopment and/or retrofitting of obsolete industrial space
- Create an **interactive web presence** with available industrial building and sites within Northwest Atlanta
- **Leverage publicly owned** land to provide affordable industrial space for small- and medium-sized industrial businesses
- Explore the **feasibility of a non-profit industrial development corporation** model to retrofit industrial properties for industrial tenants or construct new affordable industrial space

POTENTIAL PARTNERS

- Invest Atlanta, Real Estate Brokers, Georgia Department of Economic Development



KEY ACTIONS: EXPAND BUSINESS
RETENTION, EXPANSION , AND ATTRACTION
PROGRAM

DRAFT WORKFORCE DEVELOPMENT STRATEGIES

EXAMPLE PRIORITY ACTIONS

- **Create a centralized “portal”** to connect industrial businesses with community development organizations and residents seeking jobs and training
- **Target existing or new public financial assistance** to industrial businesses implementing local hiring initiatives and training
- **Partner with local educational institutions** to support pathways to employment in key industrial sectors
- Work with human service organizations actively working with immigrant, citizen re-entry, and veteran communities to **expand employment and training outreach**

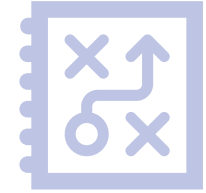
POTENTIAL PARTNERS

- Atlanta Public Schools, Invest Atlanta, Colleges and Universities, Metro Atlanta Chamber, Human Service Agencies, Urban League of Greater Atlanta, WorkSource Atlanta



KEY ACTIONS: STRENGTHEN PATHWAYS TO
GOOD AND PROMISING JOBS

DRAFT PLANNING & TRANSPORTATION STRATEGIES



EXAMPLE PRIORITY ACTIONS

- Coordinate with regional freight planning efforts to share data, priorities, and recommendations
- Revisit Atlanta City Design designations for Northwest Atlanta and evaluate potential changes to designations such as Growth Areas – Corridors
- Increase education, signage and enforcement to reduce staging or overnight truck parking on residential streets
- Implement strategies for curb management to reduce conflicts



DRAFT TRUCK ROUTE RECOMMENDATIONS



FACTORS & CONSIDERATIONS

- Street classification
- Direct access to truck routes, interstate highways
- Direct access to industrial districts, freight facilities, etc.
- Future land use
- Network connectivity
- Alignment with prior plans and adopted legislation

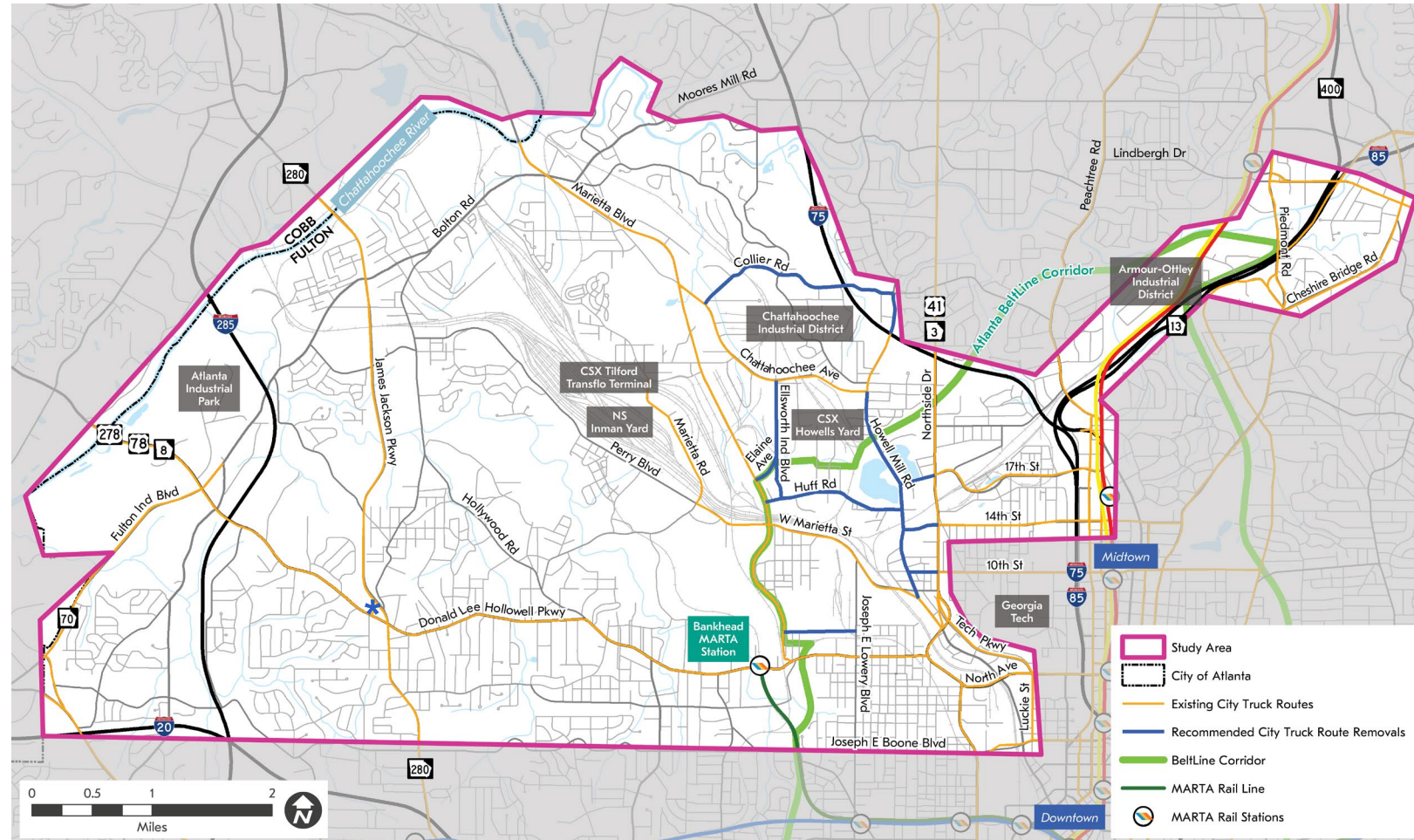
EXAMPLE RECOMMENDATIONS

- Work with ARC, GDOT and others to align City-designated routes with state, regional, and national routes while ensuring access to interstates and major freight facilities
- Remove segments that are no longer needed or appropriate based on recent legislation, changing land uses, etc.
- Add truck route layer to ATL GIS Planning Viewer for use in reviewing land use, zoning, and other pending decisions

DRAFT RECOMMENDED TRUCK ROUTE CHANGES *(CONTD.)*

Consider for removal:

- **Jefferson St** between Marietta Blvd & J.E. Lowery Blvd
- **Huff Rd** between Marietta Blvd and Howell Mill Rd
- **Elaine Ave** between Marietta Blvd and Ellsworth Industrial Blvd
- **Ellsworth Industrial Blvd** between Chattahoochee Ave and Huff Rd
- **Collier Rd** between Chattahoochee Ave & Howell Mill Rd
- **Howell Mill Rd** between Chattahoochee Ave and W Marietta St (and spurs to Northside Dr)



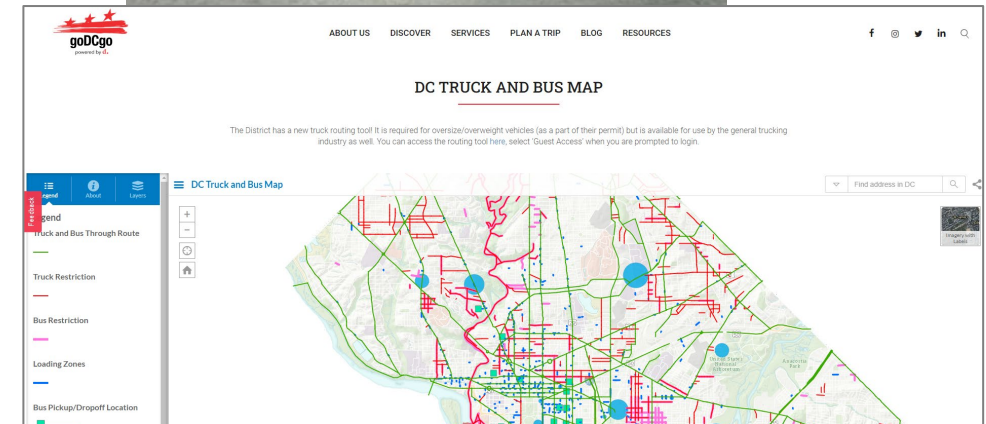
**If the GDOT project on Donald Lee Hollowell Pkwy is implemented to allow left turns at James Jackson Pkwy, consider removing Hightower Rd from City-designated truck route*

DRAFT WAYFINDING & SIGNAGE STRATEGIES



EXAMPLE PRIORITY ACTIONS

- Establish standards for “No Trucks” signs, creating a standard look (design) and text
- Consider the use of overhead signs and route shield pavement markings on major arterials and approaches to interstate highways to aid with wayfinding and routing
- Match truck route signs to city-designated truck routes. Update the inventory of truck signs completed as part of Cargo Atlanta and identify needed additions, removals, or replacements
- Develop, maintain, and publish an official City Truck Route map



NEXT STEPS

NEXT STEPS

TECHNICAL WORK

- Revise technical reports based on comments received, update reports on project website as needed
- Revise draft recommendations report

ENGAGEMENT ACTIVITIES

- **Virtual Public Open House – Tonight 6pm!**
- Ongoing updates to City leadership, Neighborhood Planning Units (NPU's)
- **Public review and comment period is open through March 15th**
- Update **StoryMap** and **Project Website**
- Adoption legislation process April through June (tentative)

HOW TO PROVIDE COMMENTS

Visit the “Contact Us” section of the website to submit a comment directly using the comment form.

Or send an email to
FreightATL@AtlantaGa.Gov

Deadline for comments: March 15th

www.FreightATL.com

The screenshot shows the 'CONTACT US' page of the Freight ATL: Northwest website. The page has a dark header with the site name and navigation links. Below the header is a large banner with a city map background and the text 'CONTACT US'. Underneath the banner is a section titled 'PROJECT CONTACT INFO' which lists the email address 'FreightATL@AtlantaGa.Gov', the phone number '404.594.1531', and the name 'Nate Hoelzel, Project Manager, Department of City Planning'. Below this is a 'SUBMIT A COMMENT' section with a form containing fields for Name, Email, Phone, Subject, Area of Concern, and a large text area for the message. A 'SUBMIT' button is located at the bottom right of the form.

FREIGHT ATL: NORTHWEST

HOME LEARN MORE GET INVOLVED **CONTACT US** RESOURCES FAQ

CONTACT US

PROJECT CONTACT INFO

FreightATL@AtlantaGa.Gov
404.594.1531
Nate Hoelzel, Project Manager, Department of City Planning

SUBMIT A COMMENT

Name _____ Email _____

Phone _____

Subject _____

Area of Concern _____

Type your message here... _____

SUBMIT

CONTACT

Email: FreightATL@AtlantaGA.Gov

Website: FreightATL.com

Project Manager

Nate Hoelzel

nhoelzel@AtlantaGA.Gov

404.594.1531

THANK YOU FOR PARTICIPATING!

