

Town Center Freight Cluster Plan

Presentation to Freight
Advisory Task Force

May 4, 2023



Agenda

- ◆ Plan Overview
- ◆ Review of Best Practices
- ◆ Traffic Study
- ◆ Preliminary Findings – Inventory and Assessment



Plan Overview



Plan Objectives

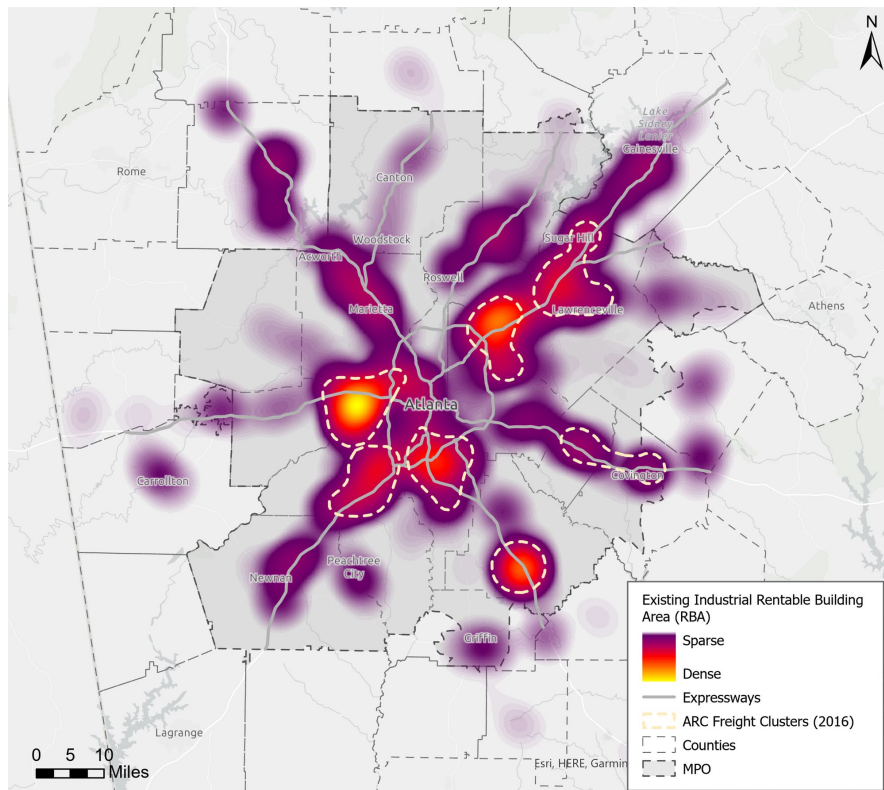
- ◆ Consider how freight and logistics operate in conjunction with the mix of uses in TCCID
- ◆ Better understand freight-related challenges and growth opportunities
- ◆ Identify projects, policies and strategies to help improve freight access and mobility, as well as freight and workforce mobility, curbside management, land use, and smart technology



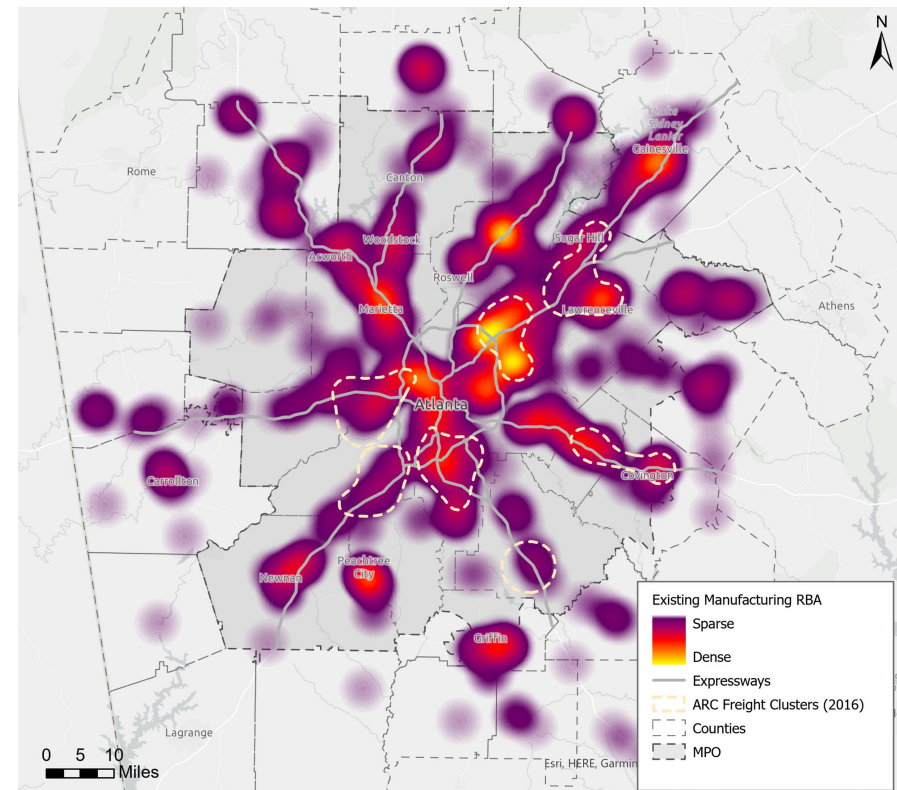
Regional Context

Not an identified “freight cluster” in the 2016 Regional Freight Mobility Plan, but recent data shows that Town Center and surrounding areas have emerged a hub of industrial activity

Existing Industrial Development



Existing Manufacturing

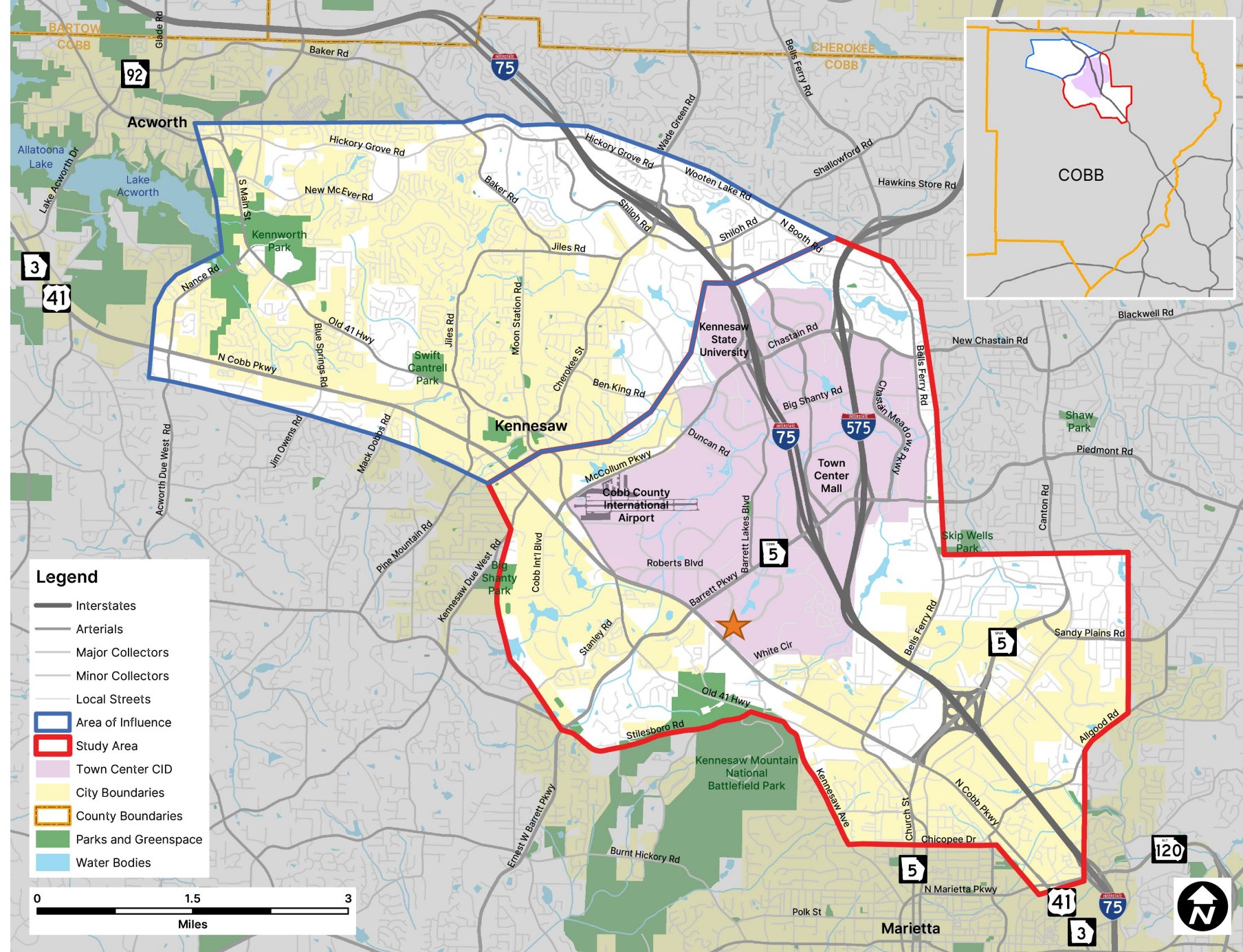


Source: CoStar, analysis for the *2024 Atlanta Regional Freight Mobility Plan*



Study Area

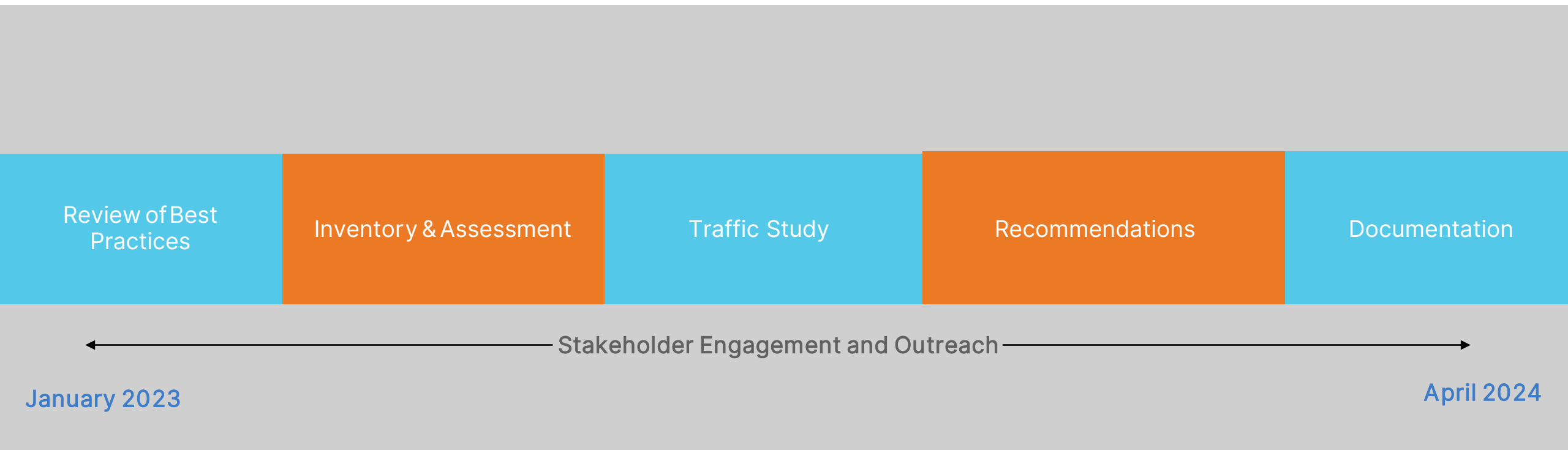
- ◆ Crossroads of two major interstates
- ◆ Long-standing presence of light and heavy industry which is expanding as land costs rise in more urban areas
- ◆ Diverse mix of land uses – manufacturing, warehouses, university, parks/civic uses, retail, residential, and mixed-use



Study Area



Project Timeline



Concurrent Efforts:

- Town Center Community Electrification Plan (recently kicked off)
- Cobb County Safety Action Plan (nearly complete)
- ARC Regional Freight Mobility Plan Update (ongoing)



Stakeholders

Stakeholder Committee Members

- ◆ Prologis
- ◆ Great South Metals
- ◆ CW Matthews
- ◆ CSX Railroad
- ◆ Kennesaw State University
- ◆ City of Kennesaw
- ◆ Cobb County DOT
- ◆ Georgia DOT
- ◆ Georgia Center for Innovation of Logistics
- ◆ Georgia Transportation Alliance
- ◆ FedEx Ground
- ◆ Owens and Minor Distribution
- ◆ Cobb County International Airport
- ◆ Cobb Industrial Park

Stakeholders for Interviews/Consultation

- ◆ Atlanta Bonded Warehouse
- ◆ Vulcan Materials
- ◆ R&L Carriers
- ◆ Car dealerships
- ◆ Georgia Motor Trucking Association
- ◆ Clean Cities Georgia
- ◆ National Park Service (KEMO)
- ◆ Cobb Chamber
- ◆ Georgia DOT



Stakeholder Engagement



Stakeholder Committee

Advisory group to guide process and outcomes



Stakeholder Interviews

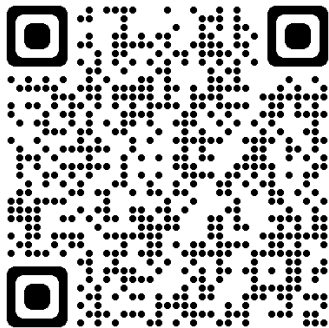
To take a deeper dive into freight challenges & opportunities



Local Staff / Truck Driver Surveys

Glean firsthand, "on the ground" insights on freight operations

Scan here to take the current survey!



Digital/Web Outreach

Project website, surveys, and interactive online map



Freight Advisory Task Force

Share study info with wider range of stakeholders & interested parties

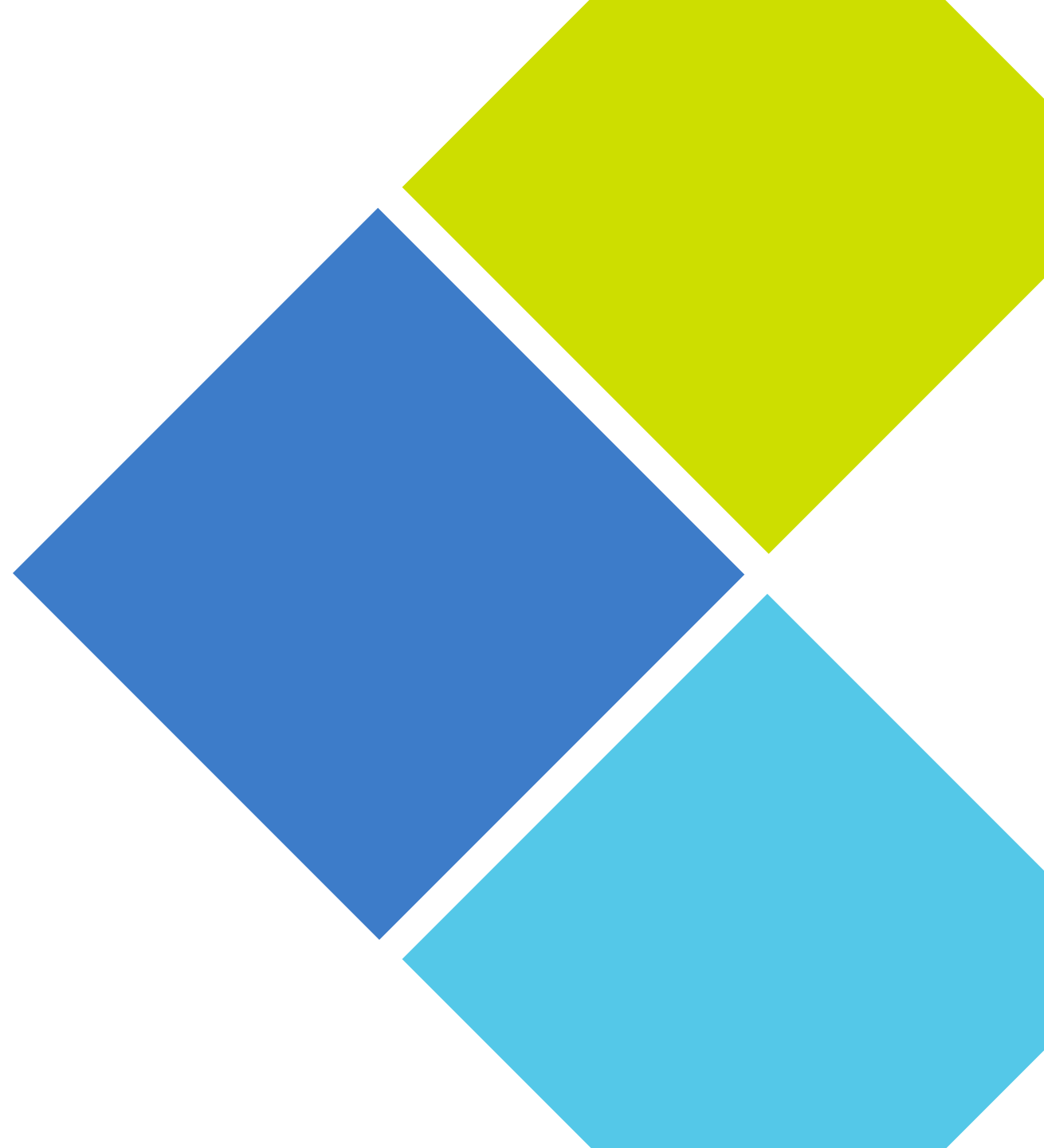


TCCID Board Presentations

Update Board on study progress and outcomes



Review of Best Practices



Objectives

- ◆ Review of how similar areas across the US have addressed freight-related challenges and leveraged opportunities for improvements
- ◆ Focuses on freight planning and safety, land use and development considerations, and technology and other innovative applications to improve freight mobility



Freight Planning

- ◆ An expanding population and economy, advancements in the supply chain, and growth in e-commerce are contributing to the rise in freight traffic.
- ◆ Conflicts are often most pronounced in the “last mile” – communities where truck traffic congests roadways and pose risks to other motorists as well as pedestrians and cyclists.
- ◆ For some types of goods, using smaller vehicles for the “last mile” can help to mitigate these issues and may also make freight operations more agile.



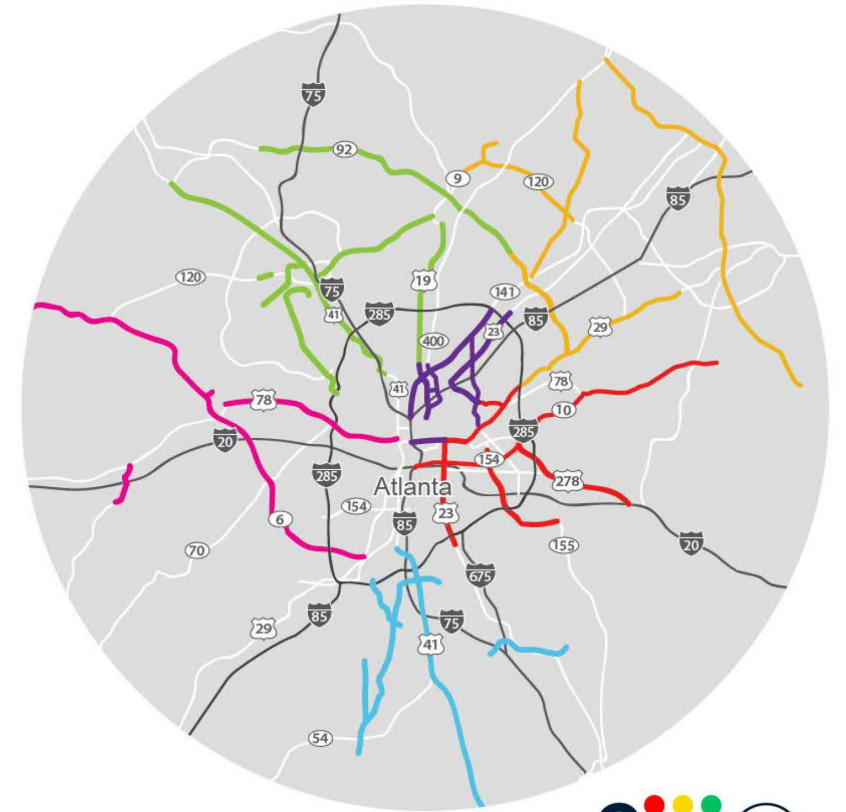
Development and Land Use

- ◆ Underutilized warehouses or light industrial facilities can be adapted to accommodate other uses – plant nurseries, breweries, film studios, etc. – if flexible zoning is put in place.
- ◆ Large industrial or commercial developments may consider allocating space for overnight truck parking. Some cities allow trucks to park on specific streets in industrial district during specific hours or with time limits.



Technology and Innovation

- ◆ GDOT's CV1K program will facilitate "connected vehicles" throughout the Atlanta region. One potential application is freight signal priority, whereby trucks can "communicate" with traffic signals to receive green-light priority along major corridors.
- ◆ Advanced Dilemma-Zone Detection systems detect trucks approaching intersections and modify signal timing to avoid drivers making last-minute decisions to stop or proceed, reducing the likelihood of rear-end crashes or running red lights.
- ◆ Electric trucks are more sustainable for regional "short haul" freight deliveries. As carriers add electric trucks to their fleets, industrial or commercial developments in Town Center may consider installing charging stations for trucks.



Traffic Study



Objectives

- ◆ Examine traffic movements and travel efficiency along key freight corridors and intersections in the study area, both now and in the future
- ◆ Identify locations with existing and future forecast traffic congestion, operational issues, and safety deficiencies
- ◆ Inform development of intersection improvement project

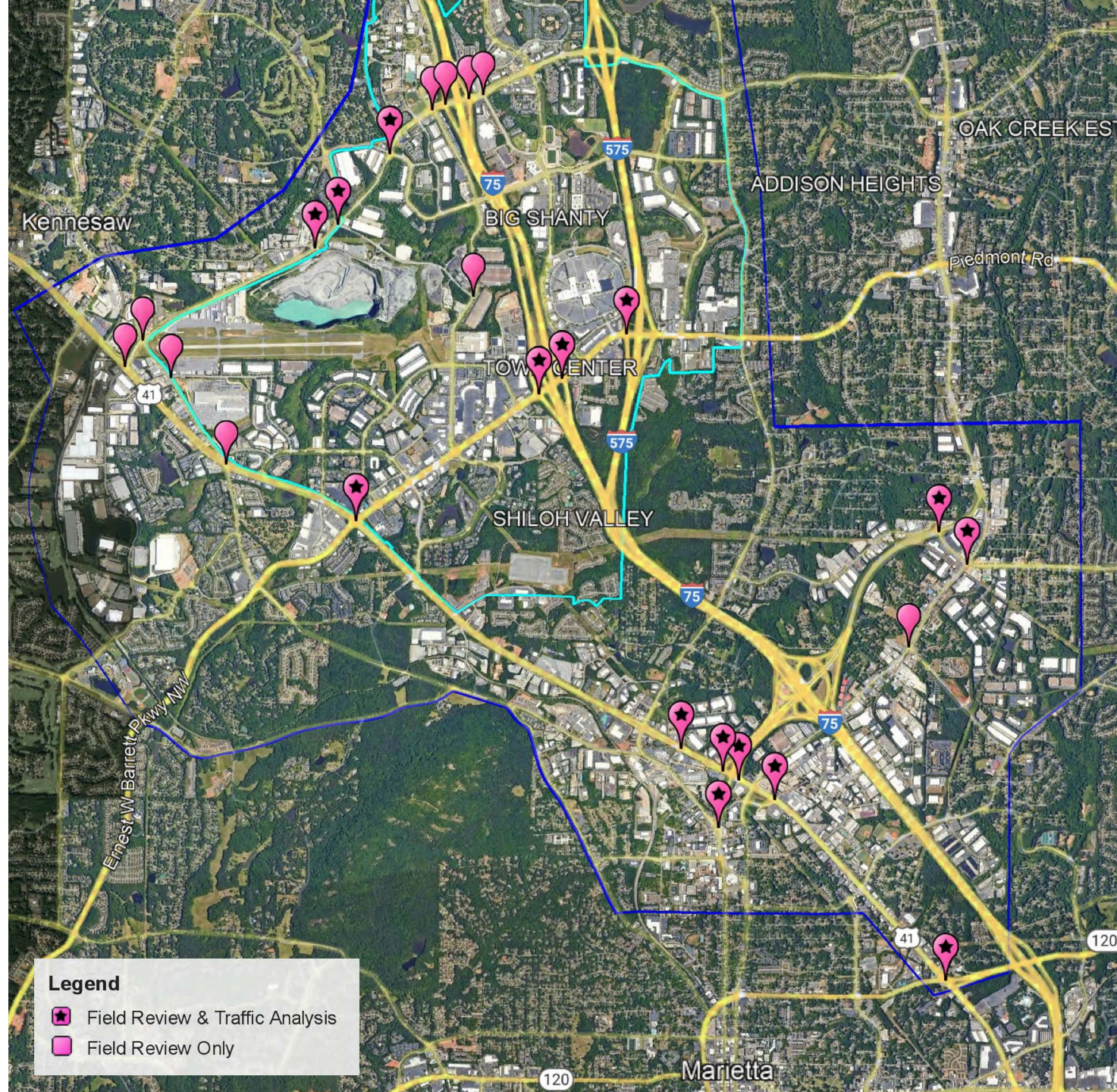


South Barrett Reliever Roundabout (Source: Google Earth)



Traffic Study Locations

- ◆ Detailed study of 15 intersections – have collected traffic counts to assess existing and future traffic congestion and delay
- ◆ Supplementary field review will identify additional operational and safety issues at the 15 intersections plus 9 additional corridors in industrial areas



Preliminary Findings – Inventory & Assessment



Land Use

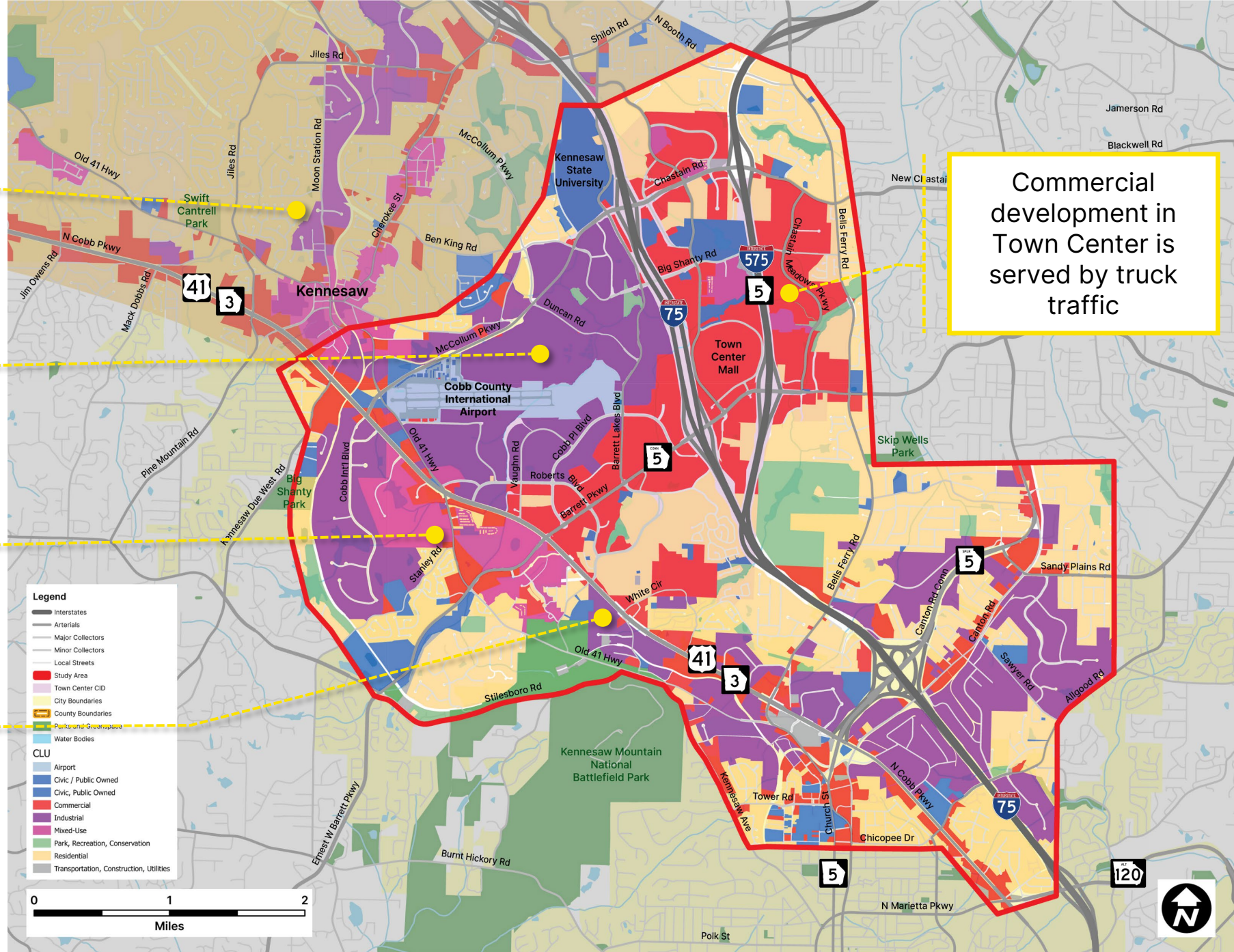
Industrial uses in Kennesaw and Marietta are located adjacent to residential areas

Industrial development concentrated around the airport and near I-75

Growing mix of uses underscores need to plan for freight traffic

Industrial uses near parks and trails present potential conflicts between trucks and pedestrians/cyclists

Commercial development in Town Center is served by truck traffic

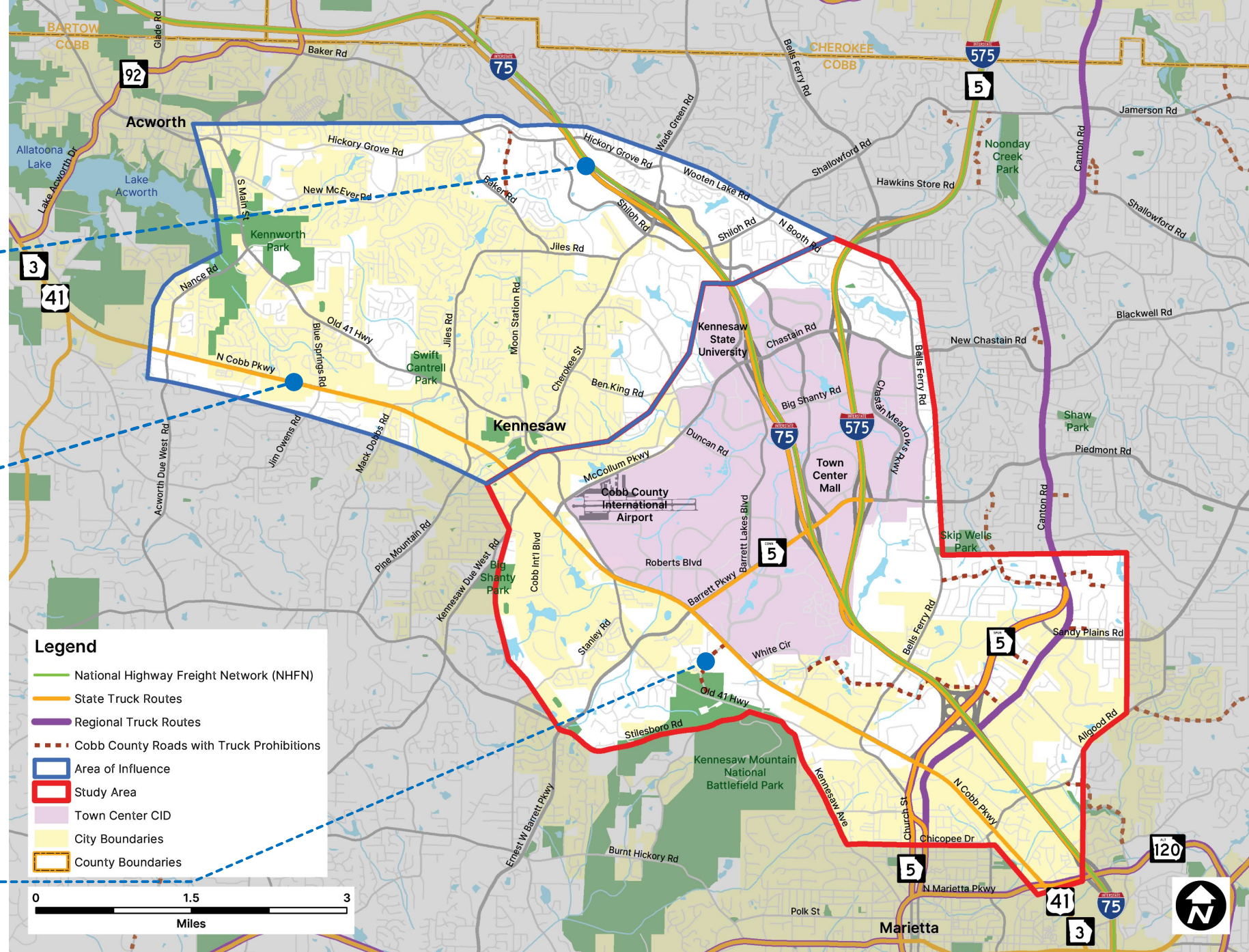


Truck Routes

The greatest volume of truck traffic is generally on interstates and state routes such as I-75, I-575, US 41, and SR 5

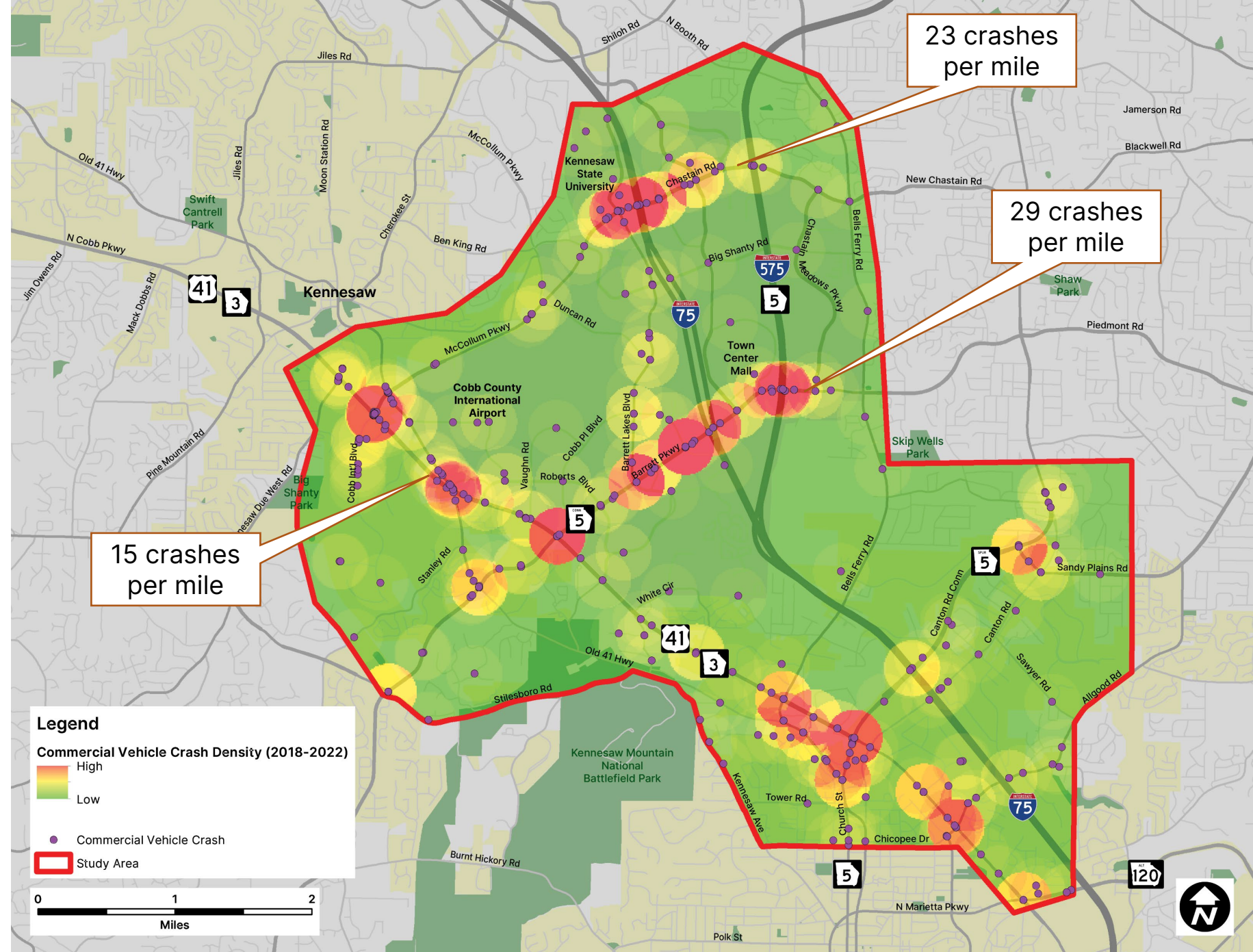
Trucks are also permitted to travel on most surface streets – routes such as Chastain Road and Bells Ferry Road carry trucks to and from interstates, and other arterials and collectors serve industrial and commercial developments

Some roads prohibit trucks to keep trucks from cutting through residential areas



Commercial Vehicle Crashes

- 558 commercial vehicle crashes (2018-2022)*, including 1 fatal and 1 serious injury crash
- “Hotspots” at I-75 & I-575 interchanges and intersections along arterials
- Contribute to traffic congestion



*Excludes interstates

Next Steps

- ◆ Finalizing Review of Best Practices
- ◆ Proceeding with Traffic Study and Inventory & Assessment
- ◆ Continued outreach to stakeholders and community



Thank You!

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Learn more at

towncentercid.com/freight-cluster-plan

