

Town Center Freight Cluster Plan

Freight Advisory Task Force
Presentation

November 9, 2023



Agenda

- ◆ Plan Refresher
- ◆ Key Findings: Inventory & Assessment
- ◆ Key Findings: Stakeholder Engagement
- ◆ Developing Recommendations
- ◆ Next Steps

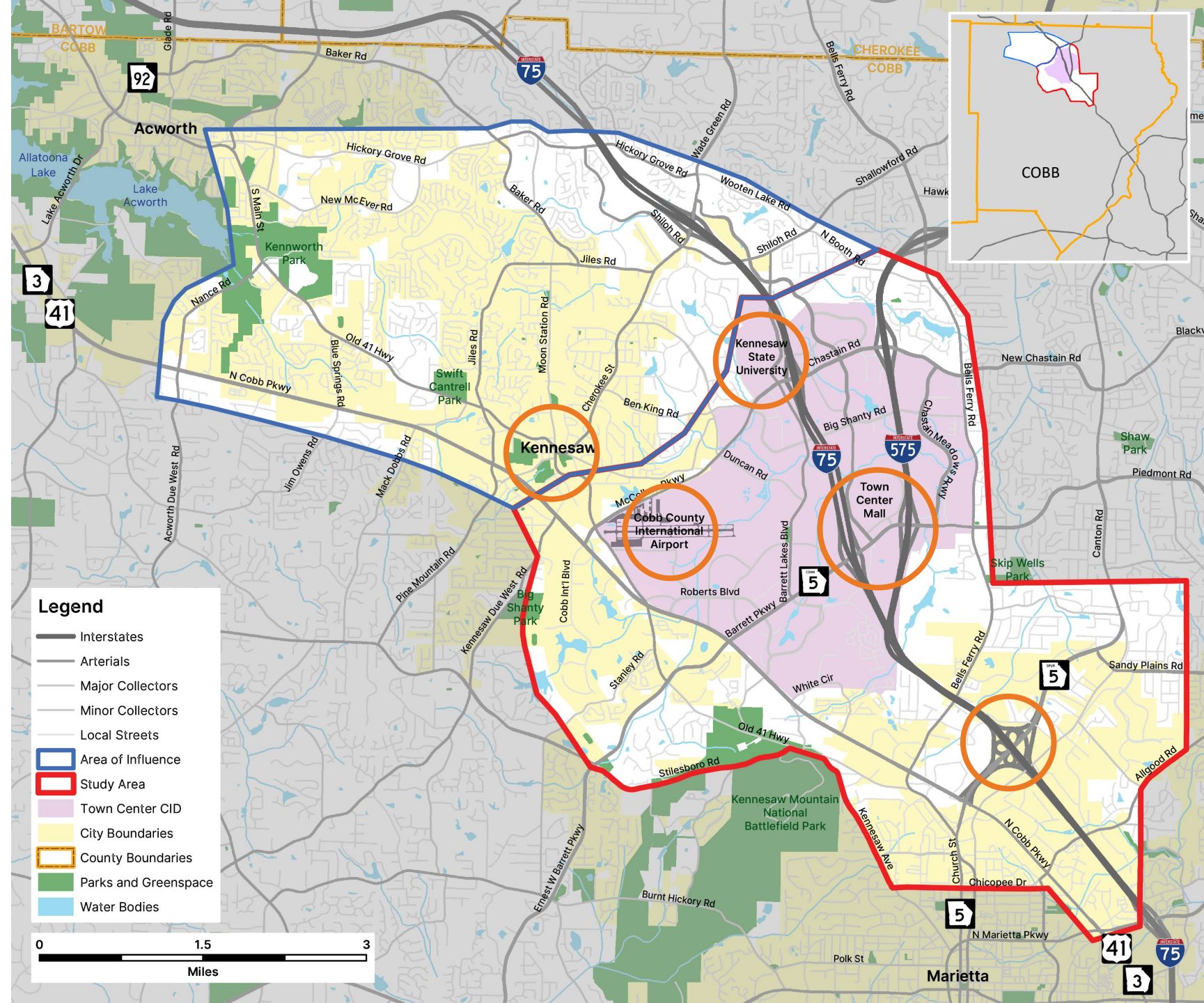


Plan Refresher

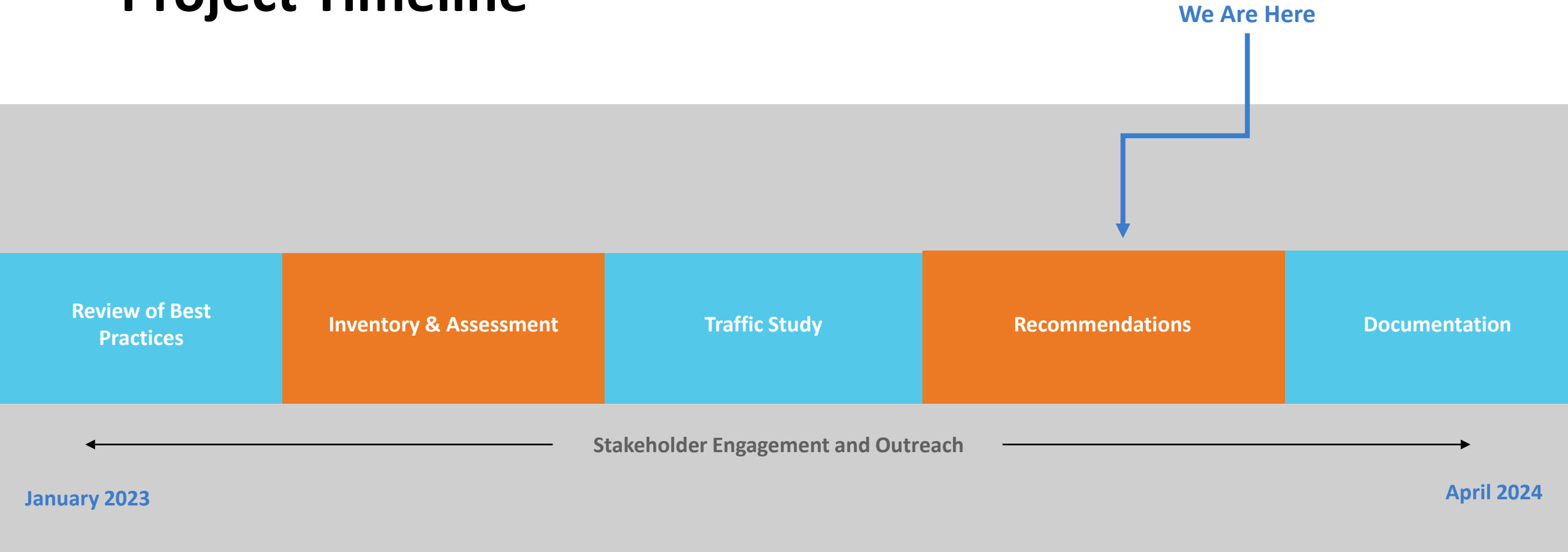


Background

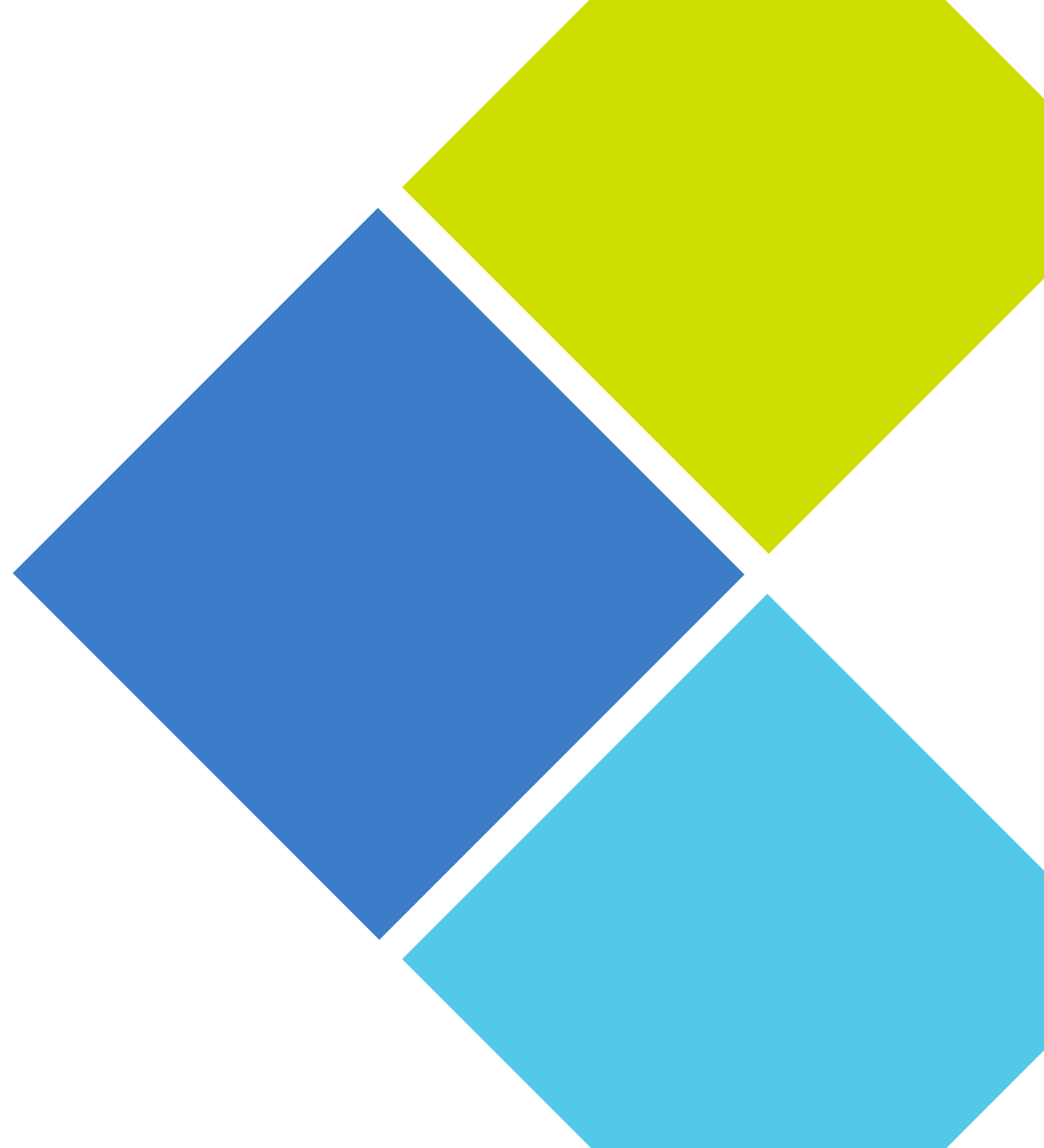
- ◆ Funded through ARC's Freight Cluster Plan program
- ◆ Consider how freight and logistics operate in conjunction with the mix of uses in TCCID
- ◆ Aim to better understand freight-related challenges and growth opportunities
- ◆ Identify projects, policies and strategies to help improve freight access and mobility, as well as freight and workforce mobility, curbside management, land use, and smart technology



Project Timeline



Key Findings: Inventory & Assessment



Inventory and Assessment

- ◆ Comprehensive inventory of existing infrastructure and operations
- ◆ Will identify current and future freight-related needs in the study area
- ◆ Will help inform the development of recommendations, including projects, policies and strategies



Major Components

- Review of Prior Plans and Studies
- Roadway and Multimodal Infrastructure
- Freight Travel Patterns
- Public Transportation
- ITS and Technology
- Crash Analysis
- Land Use and Zoning
- Warehouses and Distribution Centers
- Vulnerable Assets
- Transportation Funding Mechanisms

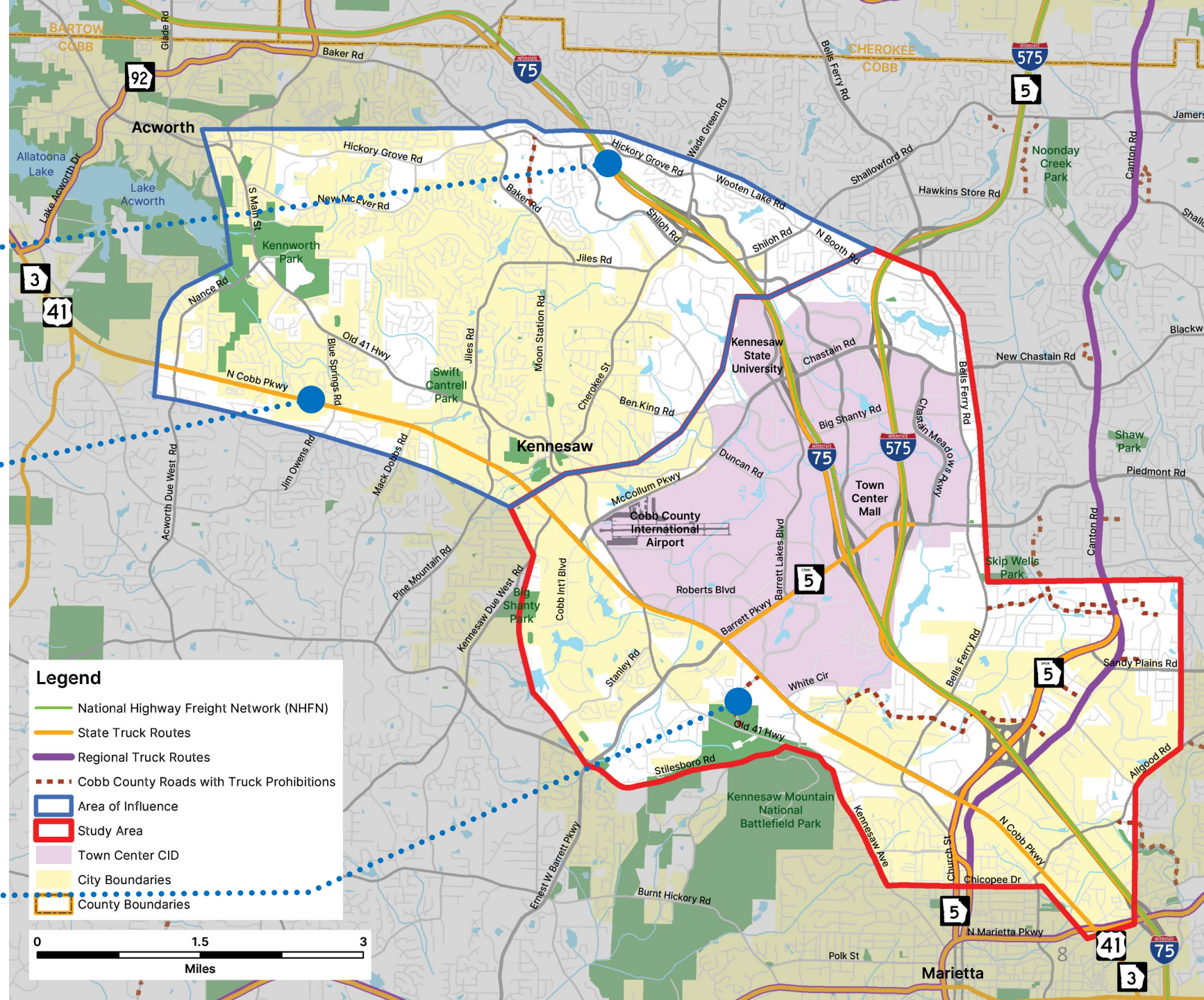


Truck Routes

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

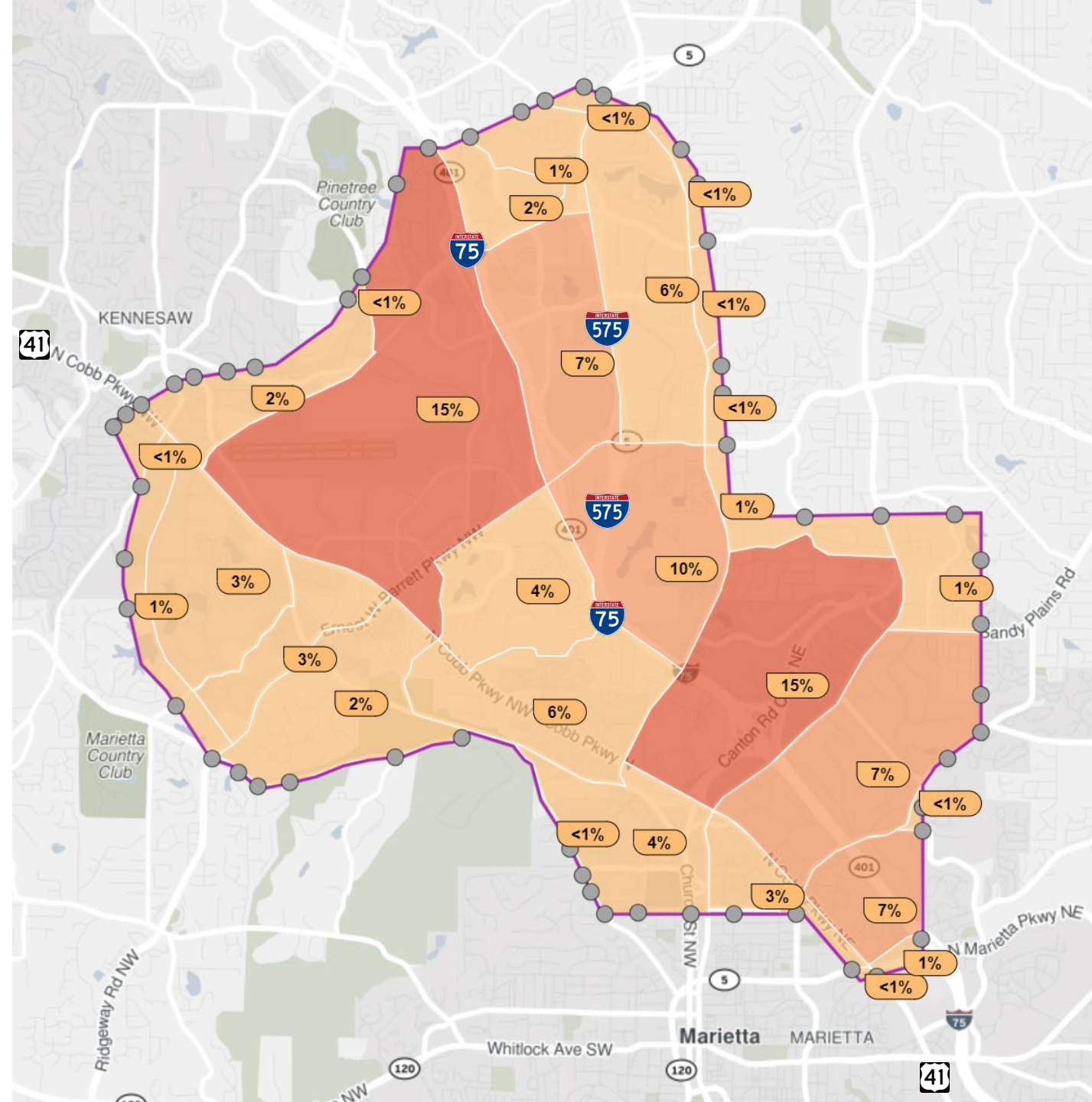
Some roads prohibit trucks to keep trucks from cutting through residential areas



Truck Trip Origins within the Study Area

Where are the truck trips that begin in the study area coming from?

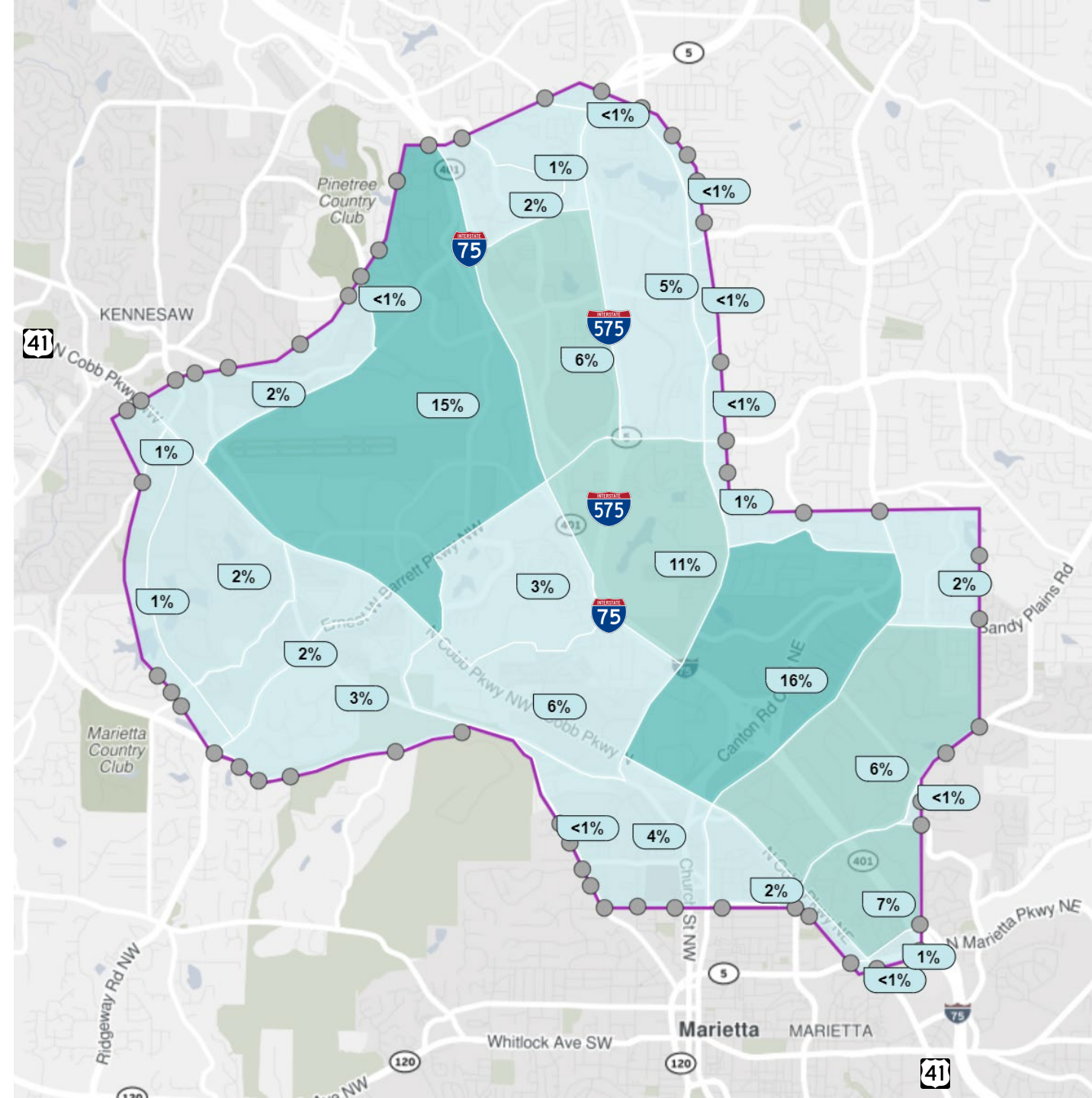
6-day sample (Tues, Wed, Thurs)
during 2 weeks in March 2023
(7 AM – 5 PM)



Truck Trip Destinations within the Study Area

What are the destinations of truck trips coming into the study area?

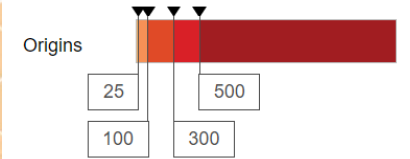
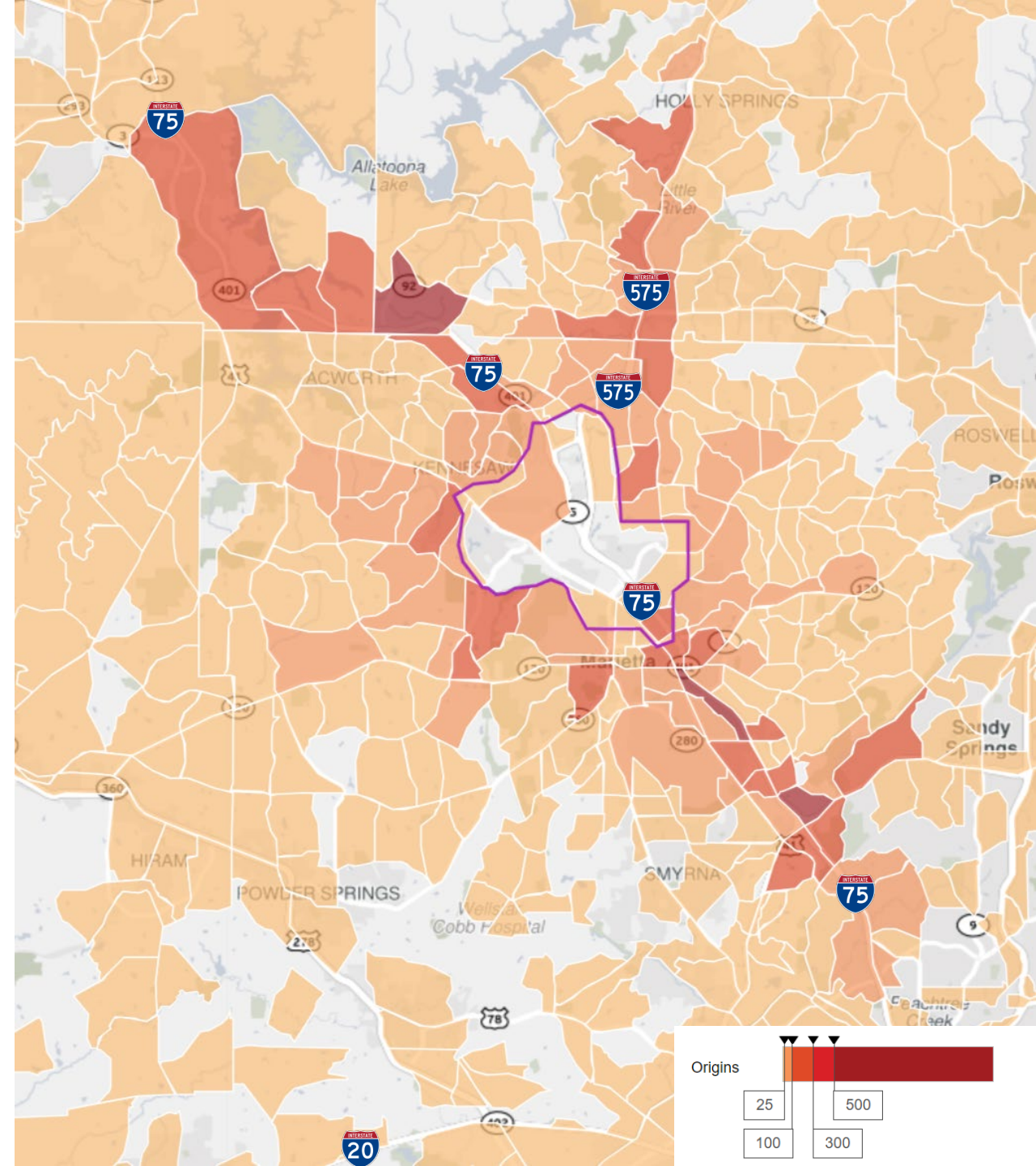
6-day sample (Tues, Wed, Thurs)
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(7 AM – 5 PM)



Truck Trip Origins Outside the Study Area

Where are truck trips destined for the study area coming from?

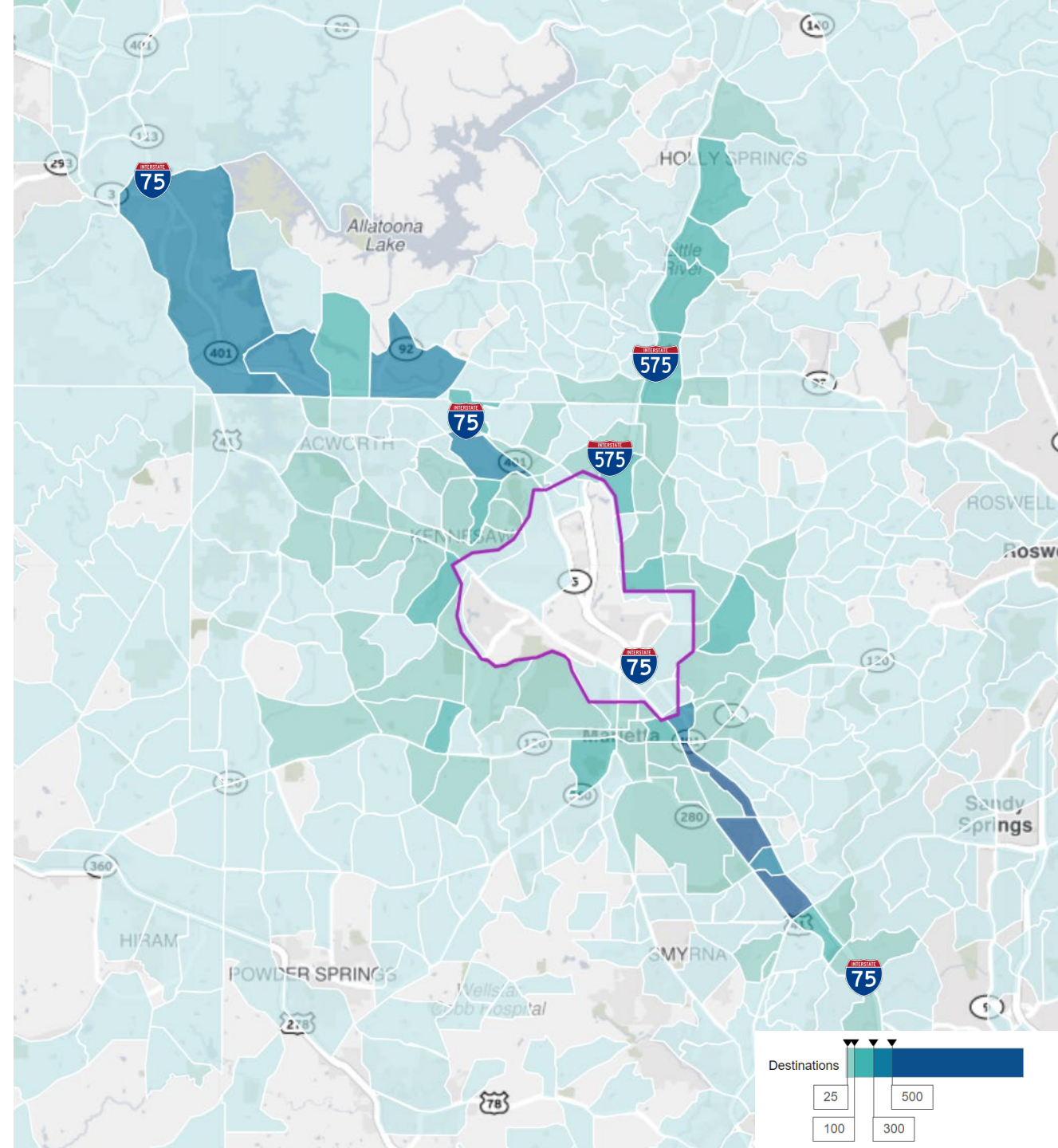
6-day sample (Tues, Wed, Thurs)
during 2 weeks in March 2023
(7 AM – 5 PM)



Truck Trip Destinations Outside the Study Area

Where are the truck trips that begin in the study area going?

6-day sample (Tues, Wed, Thurs)
during 2 weeks in March 2023
(7 AM – 5 PM)

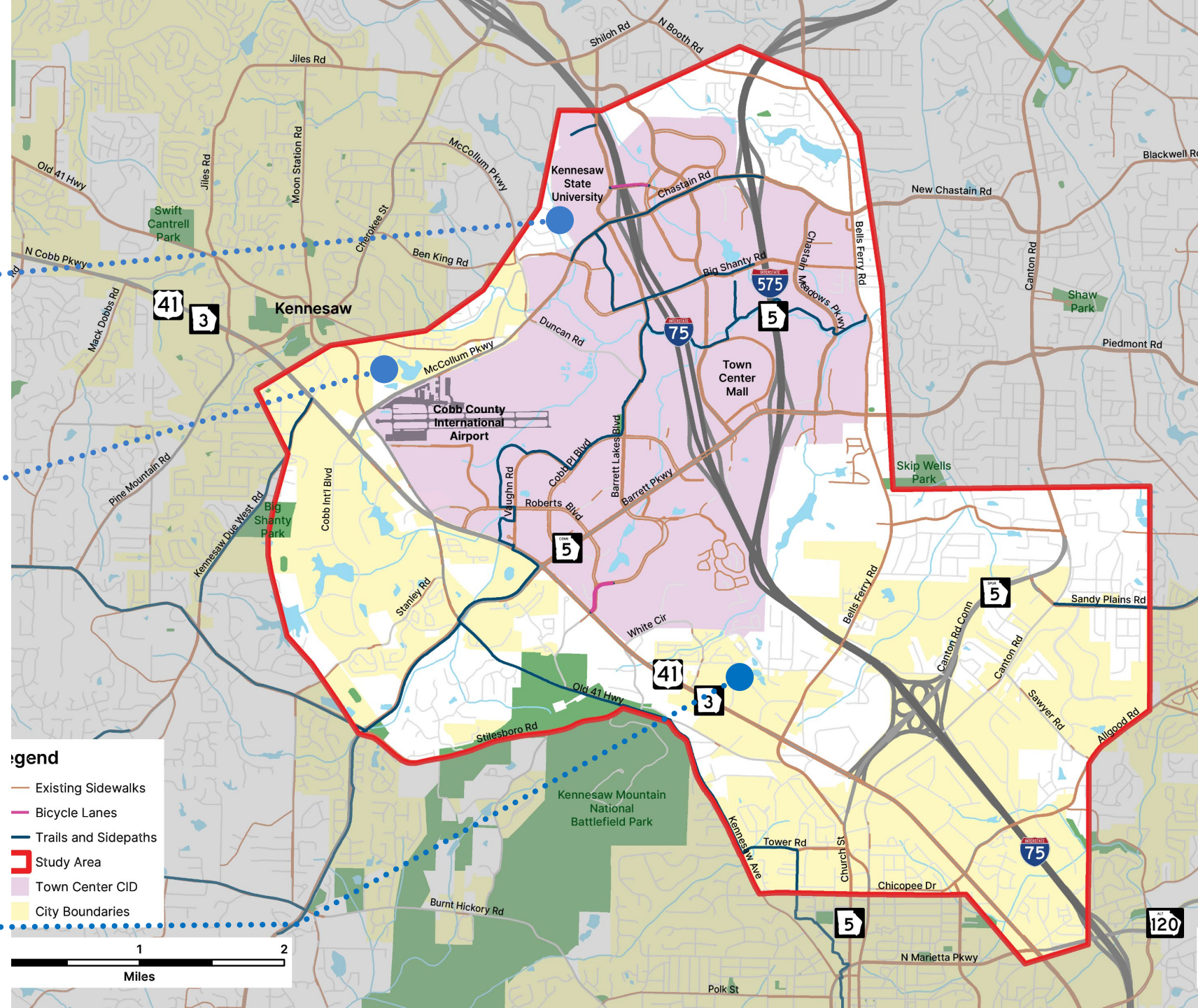


Multimodal Network

Good sidewalk coverage around Town Center Mall and KSU – may present conflicts between trucks and pedestrians/cyclists

Arterials and collectors around industrial areas, and local roads within industrial developments, often lack sidewalks

CobbLinc's Route 40 and Route 45 are in only a portion of the study area, limiting transit access to industrial jobs



- Legend**
- Existing Sidewalks
 - Bicycle Lanes
 - Trails and Sidepaths
 - Study Area
 - Town Center CID
 - City Boundaries



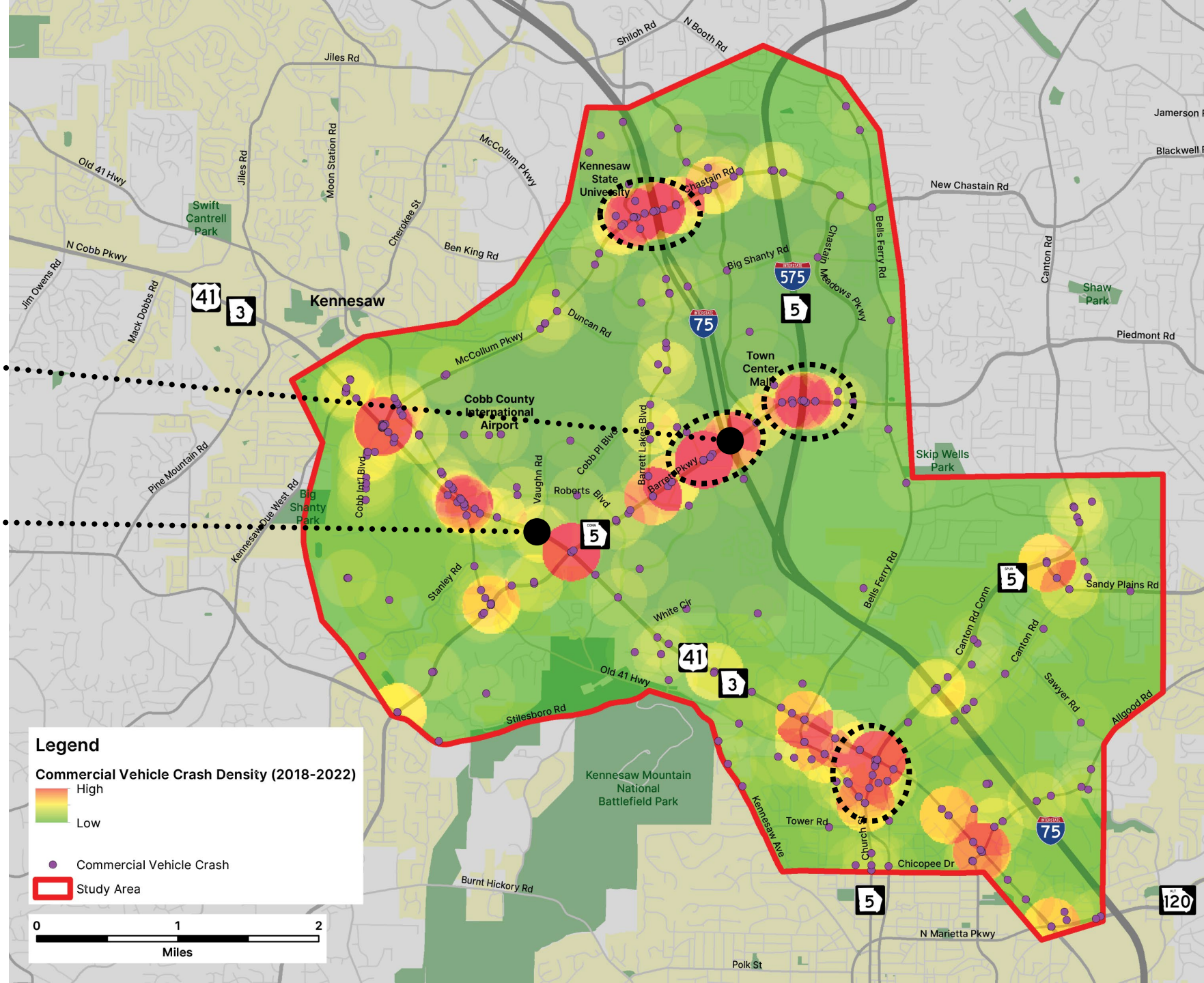
Commercial Vehicle Crashes

558 commercial vehicle crashes (2018-2022)*

1 serious injury crash at Barrett Pkwy @ I-75 NB Ramp

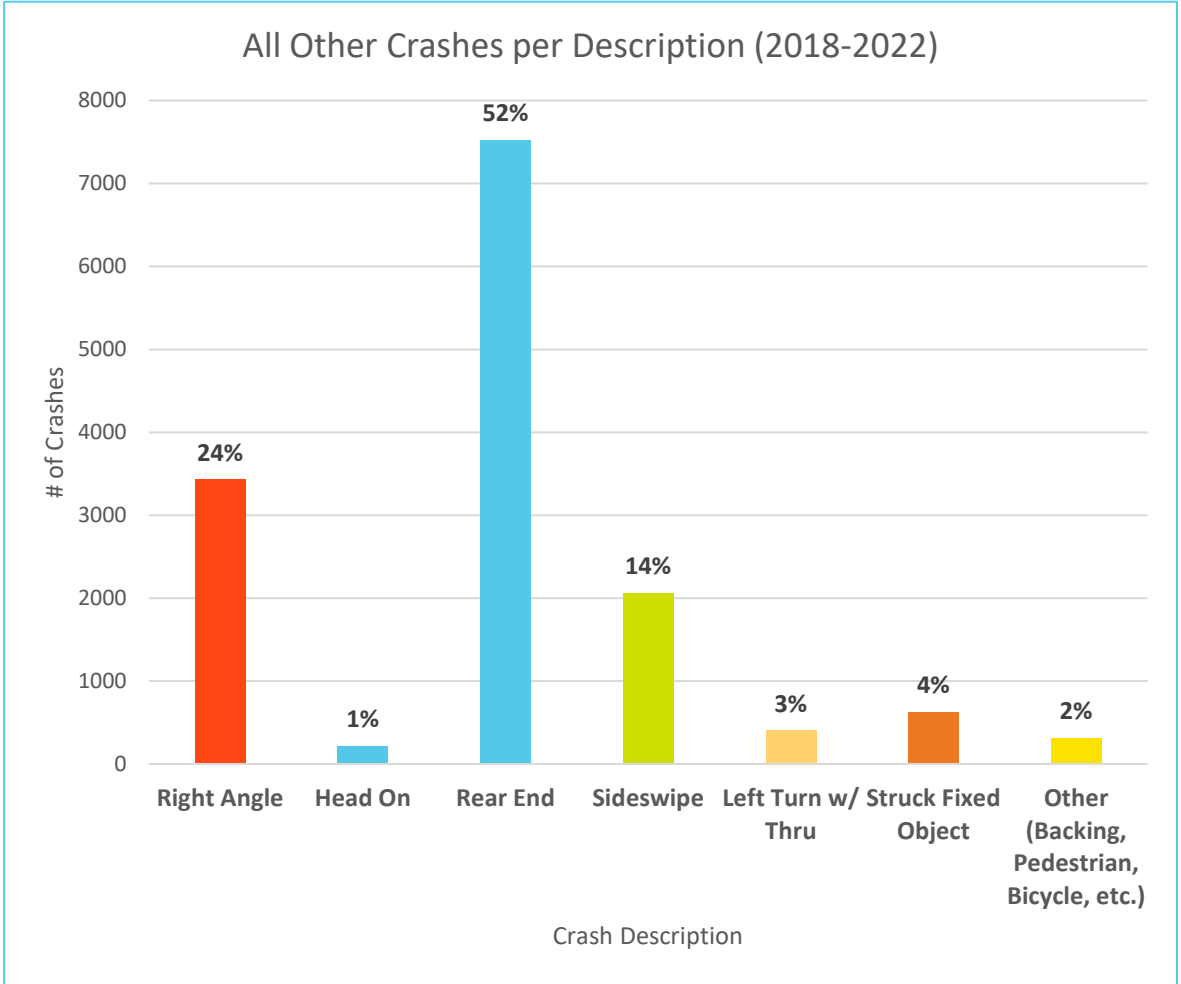
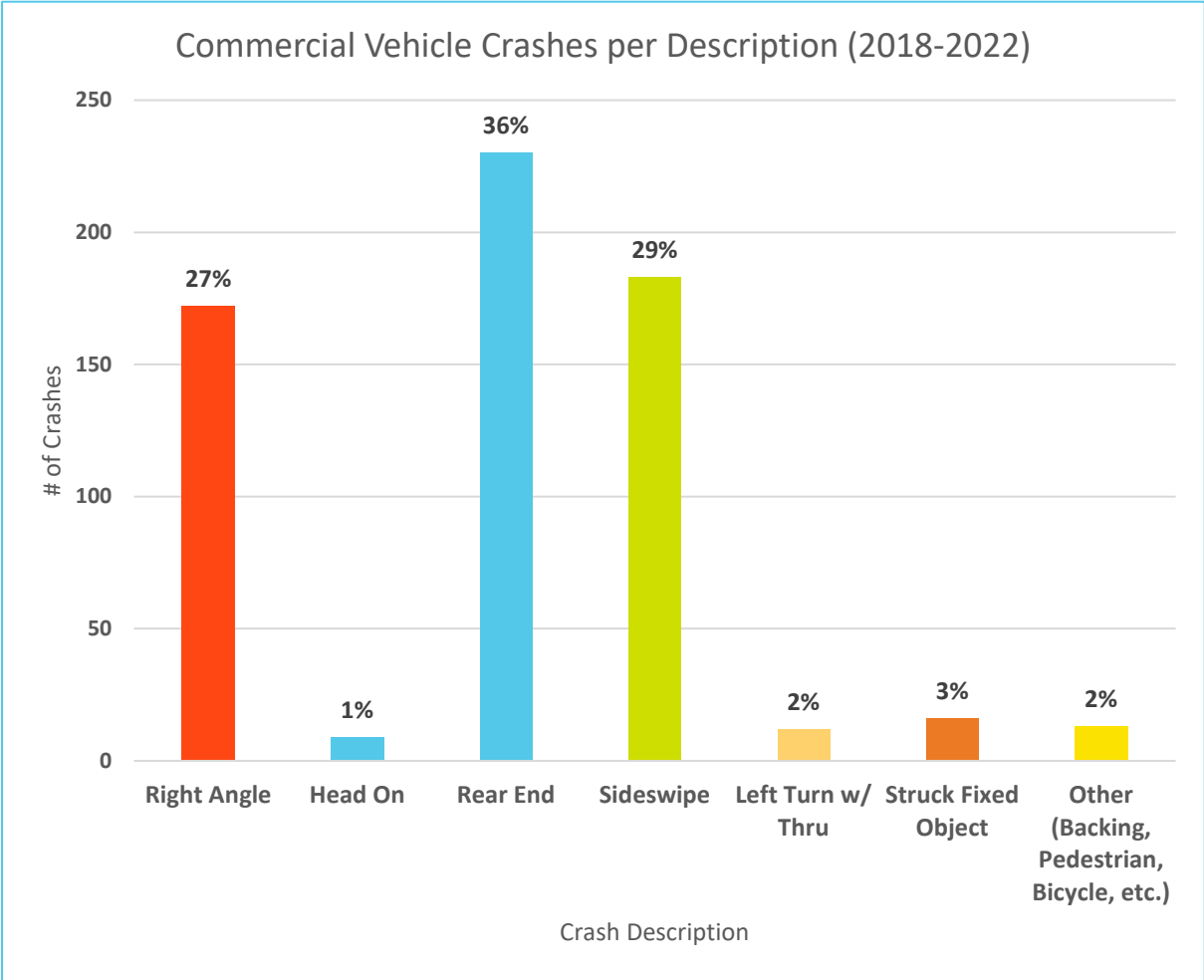
1 fatal crash at Cobb Pkwy @ Vaughn Rd

“Hotspots” at I-75 & I-575 interchanges and at intersections along arterials (Cobb Pkwy, Barrett Pkwy, Chastain Rd)



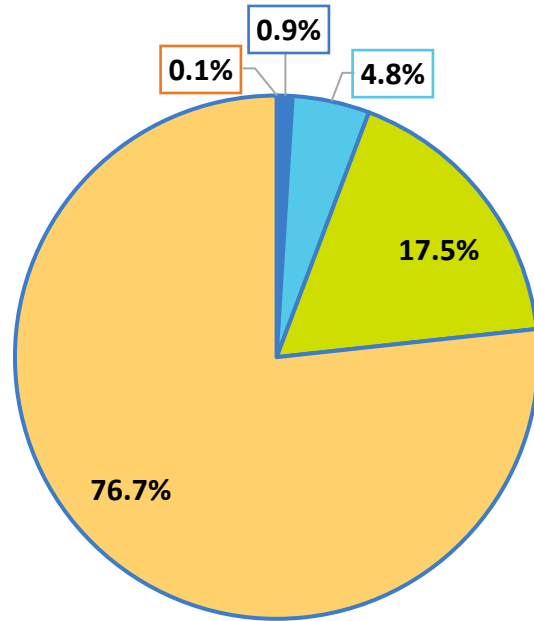
*Excludes interstates

Crash Types within Study Area



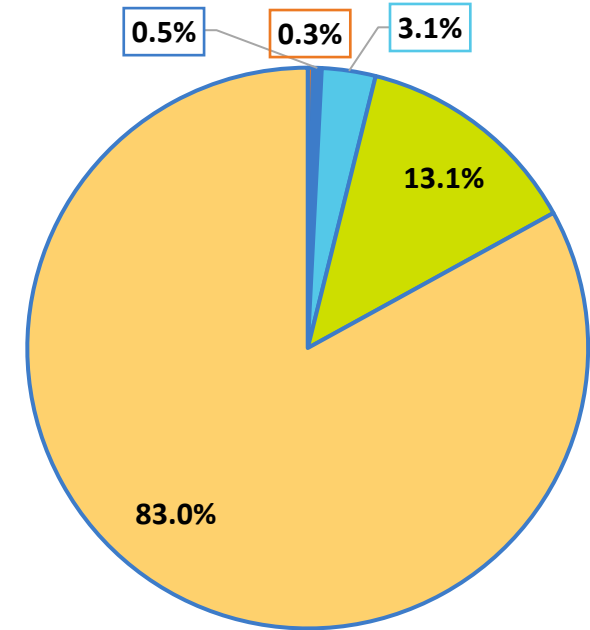
Crash Severity within Study Area

Commercial Vehicle Crashes by Severity (2018 – 2022)



- Fatal Injury (K)
- Suspected Serious Injury (A)
- Suspected Minor or Visible Injury (B)
- Possible Injury or Complaint (C)
- No Apparent Injury (O)

All Other Crashes by Severity (2018 – 2022)



- Fatal Injury (K)
- Suspected Serious Injury (A)
- Suspected Minor or Visible Injury (B)
- Possible Injury or Complaint (C)
- No Apparent Injury (O)





Field Observations

- ◆ Trucks observed encroaching into oncoming traffic when turning
- ◆ Extensive curb and sidewalk damage observed at some intersections
- ◆ Observed trucks attempting to turn at intersections with tight radii
- ◆ Pavement cracking observed on roads with heavy truck traffic (ex: Cobb International Blvd)
- ◆ Pedestrian signals not working or damaged at some signalized intersections
- ◆ Some worn pavement markings at intersections with significant truck traffic
- ◆ Observed parked trucks in parking lots and on roadways in auxiliary lanes

Key Findings: Stakeholder Engagement



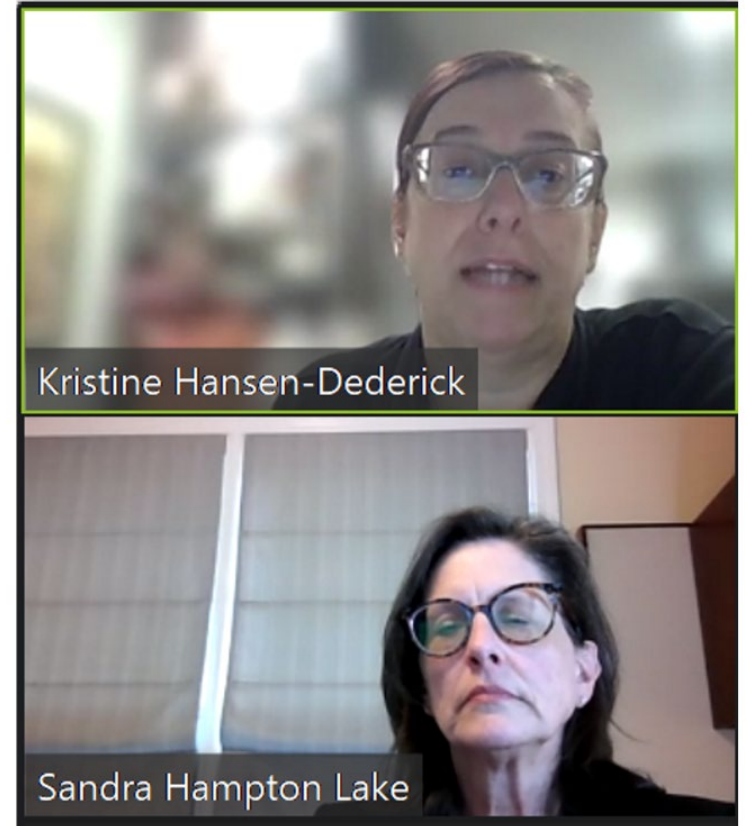
Stakeholder Interviews

Government, business, and advocacy groups

Opportunity to gain deeper perspective

Key Takeaways:

- ◆ There is a good roadway connectivity in the area
- ◆ Afternoon traffic congestion is an issue, especially on northbound Cobb Pkwy
- ◆ Some conflicts between pedestrians, truck traffic, and increasing vehicular traffic near at Kennesaw Mountain National Battlefield Park
- ◆ EV charging is not currently viable for trucks, but should be kept in mind as the technology advances



Stakeholder & Online Map/Survey Input

General Themes

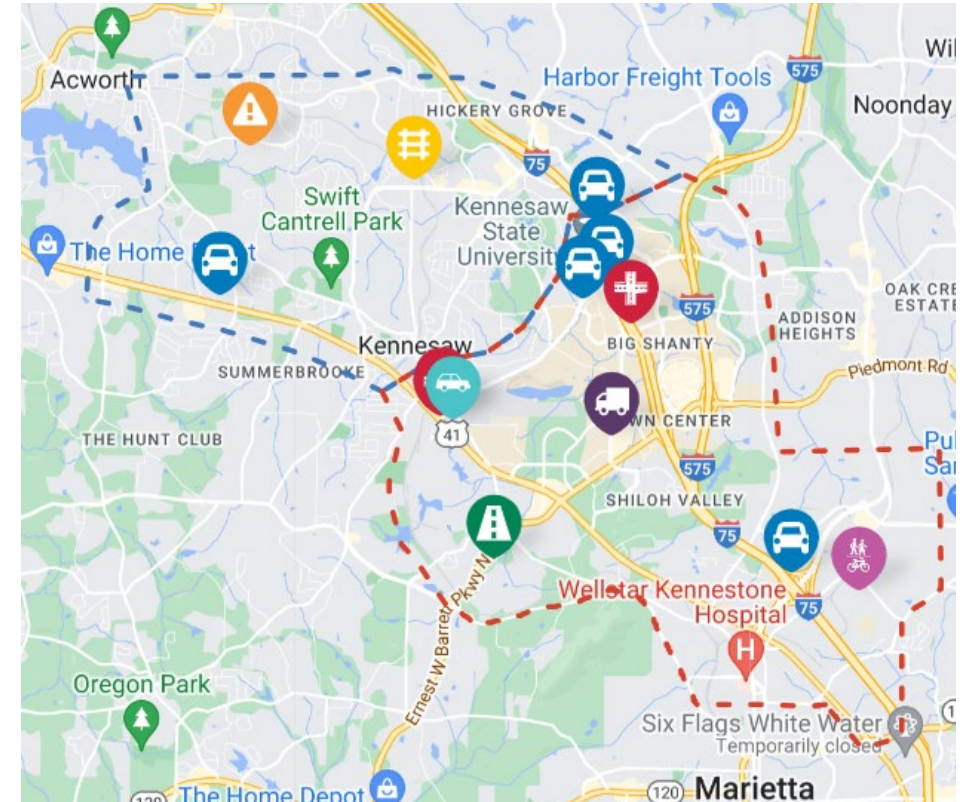
- ◆ Increasing truck volume on roadways
- ◆ Bottlenecks at interchanges
- ◆ Trucks contribute to wear and tear on roads
- ◆ Noise from trucks can be a nuisance
- ◆ Truck drivers are generally safe and considerate
- ◆ Presence of trucks conflicts with character of Town Center Community

Specific Challenges

- Bottlenecks at interchanges
- Chastain Road: US 41 to I-575
- US 41: Allgood Rd to Hwy 92

Desired Improvements

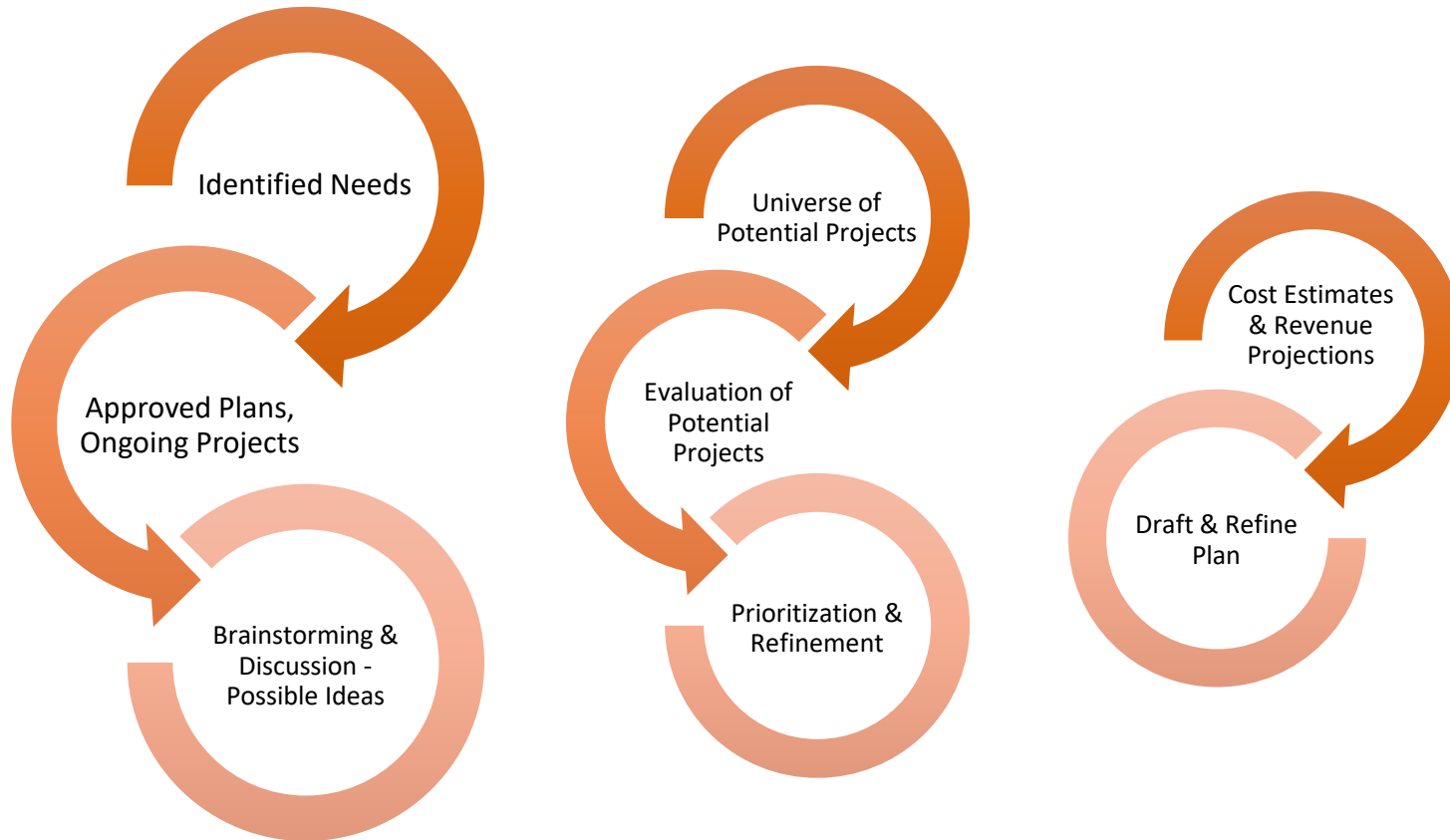
- More lanes added to 75 north and south.
- More lanes added to Barrett Pkwy, Chastain Rd, Hwy 41



Developing Recommendations



Process and Considerations

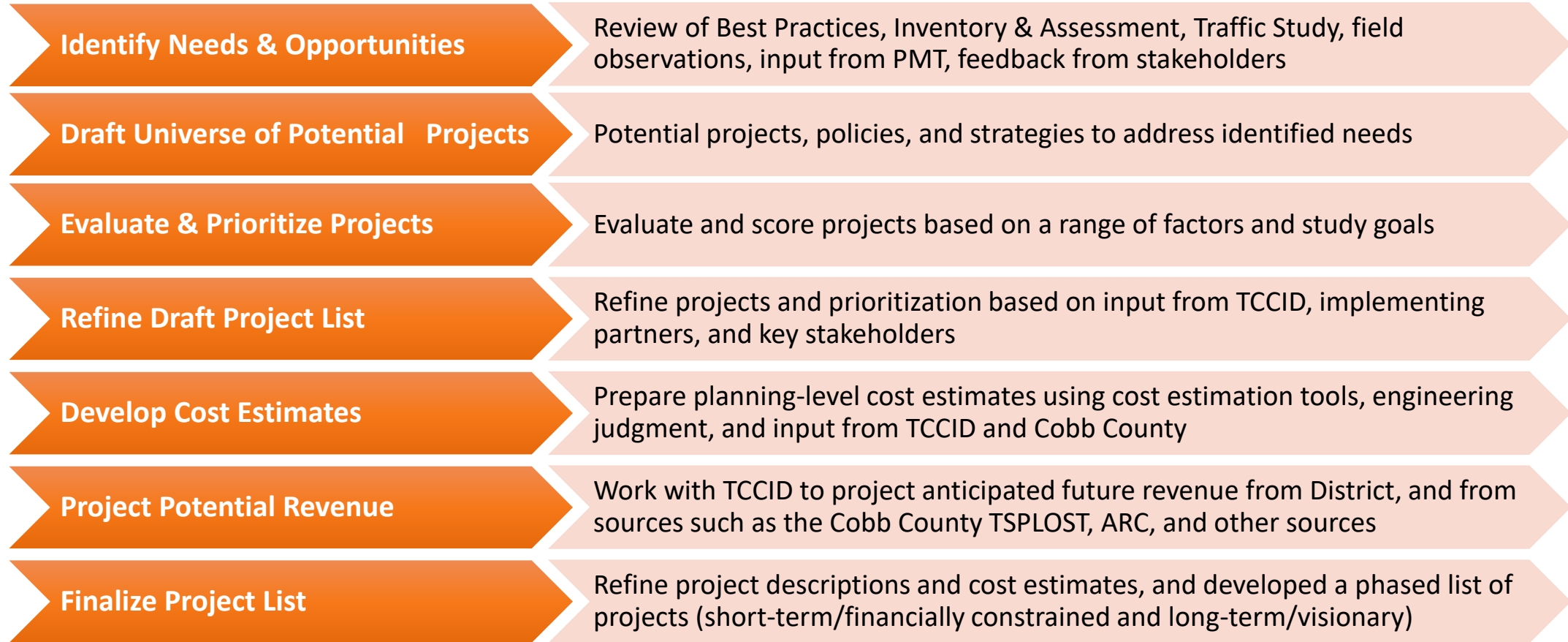


Inputs

- ◆ Review of Best Practices
- ◆ Existing Conditions
- ◆ Review of Prior Plans and Studies
- ◆ Traffic Study
- ◆ Field Observations
- ◆ Stakeholder Interviews
- ◆ Input from Project Management Team
- ◆ **Feedback from Stakeholder Committee**



Process and Considerations



Draft Prioritization Framework

Category	Measure
Mobility and Safety	<ul style="list-style-type: none"> Addresses current or anticipated congestion Addresses an existing bottleneck Improves corridors with projected growth in truck traffic Reduces number/severity of crashes Improves at-grade crossings
State of Good Repair	<ul style="list-style-type: none"> Coincides with roadway that currently has poor pavement condition OR repairs/rehabilitates pavement Addresses needed infrastructure repairs (guardrails, sidewalks, drainage structures, etc.)
Access & Connectivity	<ul style="list-style-type: none"> Improves or provides access to a truck route (interstate or state road) Improves first/last-mile freight connectivity Addresses needs for future freight connectivity Improves access for nodes of employment
Community Impact	<ul style="list-style-type: none"> Addresses need(s) noted by stakeholders or Cobb County staff OR in a local plan/study Within 1 mile of a disadvantaged community Improves bike/ped/transit access for local workforce Re-routes trucks away from residential areas
Aligns with TCCID Vision	<ul style="list-style-type: none"> Coincides with identified need in TCCID Master Plan or other TCCID-sponsored study Fosters innovation Improves mobility for freight-generating businesses within the District

Preliminary Project Types: **Wayfinding & Signage**

Identified Issues

- ◆ Confusing and conflicting signage
- ◆ Need for wayfinding/route guidance to help direct motorists to key corridors



Potential Solutions

- ◆ Clear, consistent truck route signage
- ◆ Overhead signage and pavement markings in advance of major corridors



Preliminary Project Types: Sidewalks and Bike Facilities

Identified Issues

- ◆ Several gaps in sidewalks
- ◆ Missing/malfunctioning pedestrian signals
- ◆ Conflicts between large trucks and non-motorized travelers



Potential Solutions

- ◆ Fill sidewalk gaps, especially near CobbLinc bus stops and job centers
- ◆ Repair/replace pedestrian signals
- ◆ Install leading pedestrian intervals at key intersection in activity centers
- ◆ Examine confluence of freight and trail corridors to identify improvements that would help mitigate conflicts



Preliminary Project Types: Intersection Improvements

Identified Issues

- ◆ Rear-end and angle crashes
- ◆ Queuing, congestion, and poor level of service
- ◆ Challenges with geometry and limited sight distance
- ◆ Tight corner radii
- ◆ Damaged curb and guardrails



Potential Solutions

- ◆ Upgrade traffic signals, phasing adjustment
- ◆ Traffic signal ahead warning signs
- ◆ Lengthen or add turn lanes
- ◆ Cut back vegetation to improve sight distance
- ◆ Improve pavement markings
- ◆ Rebuild curbs with appropriate radii
- ◆ Repair/install curb ramps, crosswalks, and pedestrian signals
- ◆ Replace and install pavement markings and striping



Next Steps

- ◆ Continue development of potential projects and strategies
- ◆ Prioritize projects
- ◆ Prepare cost estimates
- ◆ Develop fiscally constrained and unconstrained work program
- ◆ Draft recommendations report in January
- ◆ Next Stakeholder Committee Meeting in January/February 2024



Thank You!

Alisha Smith

Town Center Community Improvement District

Director of Projects and Planning

alisha@towncentercid.com

Erin Thoresen, AICP

Gresham Smith

Project Manager

Erin.Thoresen@greshamsmith.com

Learn more at

towncentercid.com/freight-cluster-plan

