

Freight ATL: Northwest

Welcome to the Virtual Public Open House Land Use & Community Development Room!

OVERVIEW

This breakout room is the place for learning and talking about community development, land use patterns, community health, and more.

If you have questions, comments, or concerns about zoning, development projects, neighborhood planning, or other topics, this is the place to be.

Please review the information presented on the panels below at your own pace and feel free to let us know what questions you have.

On the right-hand-side of this interactive whiteboard, you'll see several panels where you can use sticky notes to leave comments and feedback.



New multi-family construction along Fairmont Avenue

ATLANTA CITY DESIGN

Atlanta City Design, the long-term vision for how the City should grow and develop lays out an approach of **designing for people**, focusing growth in already-urbanized areas; **designing for nature**, protecting conservation areas; and **designing for people in nature**, ensuring that everyone has access to growth and conservation areas.

Growth Areas : 27% of Northwest Atlanta

Growth areas are vibrant and active areas of the City that are already developed and can support additional growth. This includes Midtown and Georgia Tech, and major corridors like Donald Lee Hollowell Parkway, Marietta Boulevard, Howell Mill Road, and Huff Road, among others.

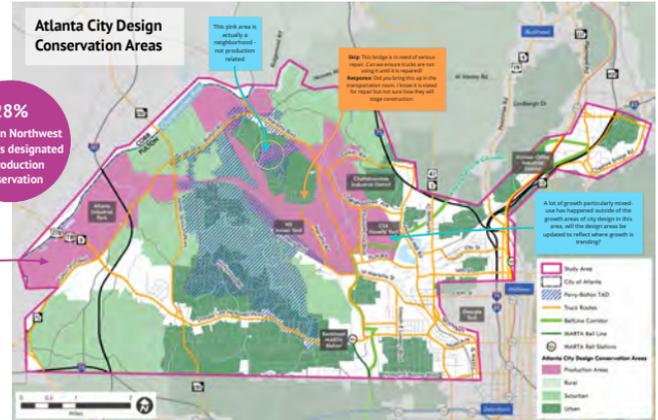
Conservation Areas : 71% of Northwest Atlanta

Conservation areas are places that should be preserved and protected from growth that could overwhelm and alter the identity of these areas - including those with production, ecological, and historic value.

Production Areas

Production areas (a subset of conservation areas) consist of strategic industrial land and railyards with intermodal facilities, warehouses, and key production facilities that contribute to the economic engine of the City and provide jobs for residents. Twenty-eight percent of land in Northwest Atlanta is designated as production area.

In Northwest Atlanta, production areas are located around the CSX Howells Yard, CSX Tilford Yard, Norfolk Southern Inman Yard, Chattahoochee Industrial District, and Atlanta Industrial Park. While the City seeks to help industrial uses thrive within these areas, it is important to balance the needs of adjacent residential communities and prioritize walking, biking, and transit access, parks and ecological conservation, and context-sensitive, mixed-use development.



DISCUSSION QUESTION

Do the *Atlanta City Design* Production Conservation areas as currently designated help the City to balance the needs for residents and industrial uses?

Leave your responses here

"What is a production area?" Question was answered live by project team

Desire for making the area much more walkable

Marietta Rd to Perry is very unsafe. Walking from the Humane society to the Westside park, needs to become more ped friendly

Bolton Rd and Marietta Blvd in relatively poor condition; Bolton is a bit narrow on some portions for large trucks

Land Use and Development

LAND USE CHANGES

Between 2011 and 2021, there were **more than 200 zoning and land use changes within the Freight ATL: Northwest study area**. This includes reclassification of more than two dozen parcels **from** industrial uses to non-industrial uses. These primarily occurred near Northside Drive and 17th Street, Marietta Road/Johnson Road at Perry Boulevard/W. Marietta Street, and along Marietta Boulevard between Chattahoochee Avenue and Bolton Drive.

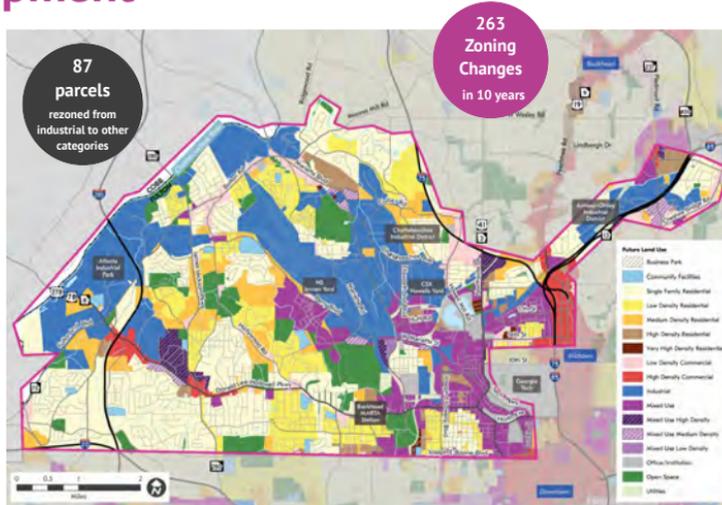
Comparison existing zoning to future land use, **industrial land is expected to decrease by approximately 8% between 2022 and 2050**.

There were also a dozen changes from other uses **into** industrial uses - mainly along Joseph E. Lowery Boulevard, West Marietta Street, and Marietta Boulevard.

DEVELOPMENT TRENDS

The study area has increasingly attracted new businesses and development in both freight and non-freight related industries, as well as in residential, commercial, and mixed-use projects. Over the past 10 years, there have been numerous large-scale developments, such as Quarry Yards and the Huber Street Ready-Mix Concrete Plant. Recent proposals include a large-scale mixed use development on W. Marietta Street and the redevelopment of the former CSX Tiltford Yard for e-commerce warehouse and distribution operations.

At the same time, there is growing demand for smaller industrial spaces, to serve businesses such as craft manufacturers and heating/air companies. It is important to preserve industrial space for tenants with smaller-scale operations.



Future Land Use



DISCUSSION QUESTIONS

How do you see land use and development patterns changing in your neighborhood? Is this happening more in your neighborhood than others? How do you feel about it?

What impacts are you seeing on the environment, community health, and traffic patterns? Are these impacts equitable?

Should there be a place for industry in Northwest Atlanta in the future? If so, what types of policies and efforts could help keep industry in the area?

What do you think land use changes and development trends mean for the future of mobility, safety, and jobs in the community?

Community Impact

The impacts of redevelopment, freight traffic, and goods movement are not felt evenly across neighborhoods and communities.

The mix of uses creates challenges for traffic, with so many users vying for space on area roadways, and creates safety and noise concerns for other uses.



= General



= Multimodal



= Roadway



= Land Use



= Development



= Freight



= Jobs/Economy



= Environment

NEIGHBORHOOD CHANGE COMMENTS

Leave your responses here

Westside station - impacts to property from trucks

Hills Park along Marietta Rd is in a production area but is a residential neighborhood

We've sent requests periodically to many of the major GPS systems to update their routes to stop large trucks from using the Westside Station neighborhood as that cut through.

It raises concern as well for the new developments taking place at the Holman yard - which has a very large entrance being built right at the neighborhood entrance practically.

Industry jobs are important but there is no reliable transportation (brink, bikarped) access to these "middle wage" jobs. If we want more jobs here, how will we get workers to those jobs?

Change has been so rapid that infrastructure cannot keep up with needs & demands. And expectations by new residents and visitors do not jive with the reality of the industry history & needs.

Lack of sidewalk infrastructure is common throughout the city, as well as in the study area

Factory in the middle of the riverside neighborhood. Not sure if the city is staying on top of what is being pumped out of there.

Q1: How do we get access to environmental impact studies for general development?
A1: Not sure if there is a publicly accessible list for GIS for specific developments, however, Georgia Tech has a database for air quality and Ergo Atmos also conducted a health impact study along with the city-wide freight study

Protecting and maintaining the industrial base for job access, production, and logistics within the region is important, but this is at odds with city concerns and theories, addressing environmental harm generated by the industry, opening public access to and protecting the Chattahoochee River, addressing public health outcomes. How do we balance the regional issues and the local?

Where does the idea of the AIP "eco-industrial" park (in AIP City Design) fit into this study/plan?

Marietta Rd near Bolton - same concern about walkability - need pedestrian accommodations (Have going one way, need in the other direction)

Consider people with disabilities - needs of people in motorized wheelchairs, etc. - ramps,

A1: Yes! Can look for DR reports on ARC's website (<https://www.ark.com/arc/arc-transportation-reports>)

Want access to air quality information for projects

Marietta Rd bridge in need of repair

+1

ENVIRONMENT, HEALTH & EQUITY COMMENTS

HOW TO HELP KEEP INDUSTRY IN THE AREA

Are there construction and building suppliers within the neighborhood that are easy to access given the residential growth in NW Atlanta?

Food production businesses: Peppi, Holman & Finch, Breweries - important to serve residents, access to customer

LAND USE CHANGE IMPACT ON MOBILITY, SAFETY, & JOBS

Land Use Request: Please make much, much more use of CoA's existing IMIX zoning type to work low-impact industrial uses into the general fabric of the city, which also helps spread job access and opportunity throughout. All without removing the opportunity for directly regulated housing, which the city needs so much more of as well.

Not sure if railroads are a part of this study but if so C&X and Norfolk railroad still runs 24/7 in neighborhoods in Riverside and it seems to not be slowing down.

On Chappell Rd some trucks have hit branches on trees causing them to block the road.

Adaptive reuse of industrial properties into mixed uses (e.g. coffee houses, breweries, ghost kitchens, etc.)

Marietta Rd frequently used by trucks - influx of mixed-use development, more walkability. How to accommodate walkability around those areas, where rail yards and truck traffic are present?
Need more/better options for pedestrians.

Walkability to The Works on Chattahoochee

Lots of noisy machinery from industrial uses

The infrastructure to support the industry was already becoming inefficient and is poorly maintained. Add in growing commuter traffic from Cobb County neighbors and more trips generated by more residents and by the growth in mixed use and we now have serious gridlock on the few thoroughfares available for use.

Industrial Development and Policy

ATLANTA POLICY

Atlanta City Design and **Plan A: Atlanta's Comprehensive Development Plan** are the two city-wide policies guiding industrial land use and zoning decisions. These policies recognize balancing the pressures to convert industrial space in the study while ensuring industrial businesses and jobs continue to thrive by investing in the freight infrastructure they depend on.

Plan A Industrial Policies

1. Preserve industrial land and buildings supporting 21st century industrial businesses.
2. Retain middle wage jobs in Atlanta.
3. Discourage rezoning or conversion of industrial land and buildings to non-industrial uses.
4. Prevent encroachment of incompatible land uses, particularly residential development.
5. Support creative solutions to invest in Atlanta's aging industrial buildings.
6. Preserve and rehabilitate potentially-historic industrial buildings, especially those 50+ years old.
7. Find ways to defray costs for industrial businesses to stay in the city.
8. Support local hiring and job training at industrial businesses.
9. Encourage local stakeholders to organize and advocate for citywide industrial policies.
10. Encourage remediating brownfields.
11. Balance the need to move both goods and people safely and efficiently in Atlanta.
12. Promote compact pedestrian-oriented block sizes when redeveloping large industrial lots.
13. Improve public health and quality of life in the areas by strengthening code enforcement.
14. Reduce the environmental impacts and injustices of Atlanta's Industrial Areas.
15. Encourage less intense industrial uses near residential uses.

INDUSTRIAL DEVELOPMENT TRENDS

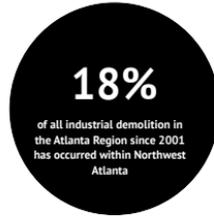
The Urban Manufacturing Alliance's national report cites an unmet need for small, move-in ready spaces for growing small and medium-sized manufacturers.

There is also growing demand for conversion of industrial spaces to non-industrial uses, and with rising market pressures, industrial tenants are fighting for already limited spaces. Combined with growing population and employment in the City, industrial properties are facing greater risk of demolition in the region.

Limited land availability, combined with high land value and strong demand for non-industrial uses, are challenging the development and preservation of affordable industrial space.



Increasingly, there is a growing mix of businesses in spaces formerly occupied by industrial uses.



The proliferation of businesses offering online subscription services and home delivery is driving up competition for centrally-located industrial space that allows for the fast and efficient delivery of goods. As e-commerce continues to grow, it is expected that demand for industrial space will continue to grow to keep pace.

DISCUSSION QUESTIONS

Considering the City's industrial development policies and your knowledge of the area, what more can be done to ensure industry and neighborhoods can coexist?

How can this study advance equity and community health considerations in future investments in the area's freight infrastructure?

How can the City of Atlanta best preserve industrial areas, which are critical for jobs, economic vitality, and the movement of goods, while helping residential and commercial areas thrive?

ENSURING NEIGHBORHOODS & INDUSTRY CAN COEXIST

Leave your responses here

Land Use Request: Please make much, much more use of CoA's existing I-MIX zoning type to work low-impact industrial uses into the general fabric of the city, which also helps spready job access and opportunity throughout. All without removing the opportunity for directly integrated housing, which the city needs so much more of as well.

Consider parking requirements - cut down on parking by offering alternatives for getting to and from work

Maintenance of vegetation: On Chappell RD semi trucks have hit branches on trees causing them to block the road.

More options for groceries

Industrial uses can be a source of jobs for people at all levels - including jobs for people with disabilities

Potentially add speed bumps and increased stop sign usage to make it safer for residents to walk around in their neighborhood while slowing traffic down.

So many of the **mixed use** developments are providing way more parking than is typically needed. City staff is looking at reducing requirements more often going forward

disregard for natural environment and maintenance / care for outdoor settings, environment. Esp. an issue in areas with residential side-by-side with industrial. Suggestions for fencing or containment, buffer.

Screening and fencing can be part of zoning approval, but only for new applications - not retroactive

HOW TO ADVANCE EQUITY & HEALTH WITH INFRASTRUCTURE

Lack of sidewalk infrastructure is common throughout the city, as well as in the study area

Walkability to The Works on Chattahoochee

Walking from Humane Society to Westside Reservoir Park via Marietta St and Johnson Rd is challenging

Marietta Blvd, Marietta Rd at Perry Rd - Access to Westside Park

Making sure crosswalks exist at all signalized intersections and where midblock crossings are warranted

Could we look at the Buckhead neighborhood regarding sidewalks, freight traffic, etc regarding equity in District 9? There seems to be a bit of more investment in that area than in Riverside or other neighborhoods.

Johnson Road missing sidewalk

Agree!

Repair Bolton Rd

IDEAS FOR PRESERVING INDUSTRIAL AREAS WHILE HELPING NEIGHBORHOODS AND COMMERCIAL AREAS THRIVE

Access to transit and offering alternative methods of transportation to access industrial properties/jobs

How can we influence truck traffic patterns to avoid residential neighborhoods?

Other Comments

Use this space to provide any other comments related to land use & community development that you would like to share with the project team

Neighborhood representations:
Westside Station, Bolton,

Can we remove parking minimums in this area? Lots of surface lots

EXAMPLE
The sidewalk is too close to the road on XX Street. I don't feel comfortable walking there.



Response Categories

	= General		= Multimodal		= Roadway		= Land Use		= Development		= Freight		= Jobs/Economy		= Environment
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