

Freight ATL: Northwest

Welcome to the Virtual Public Open House Economic Development & Jobs Room!

This breakout room is to discuss the impact of Freight and Industrial activities on Economic Development and Jobs in the Study Area.

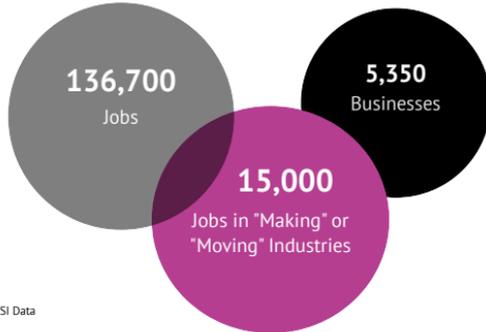
Please review the information presented on the panels below at your own pace and feel free to let us know what questions you have.

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.

Freight access and industrial land are crucial in:

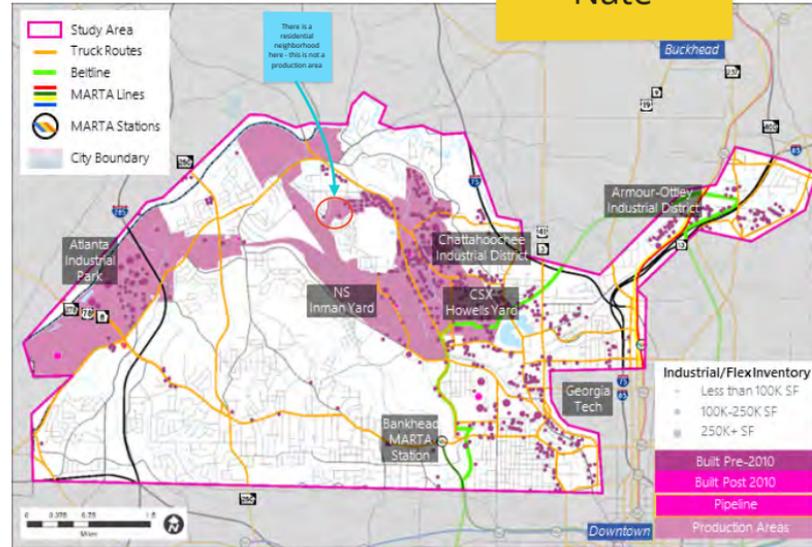
- providing important services for the local economy
- supporting a diversified economy
- safeguarding critical employment centers

Study Area by the Numbers*:



*EMSI Data

Hi everyone, welcome!!
Nate



Atlanta City Design Production Conservation Areas are strategic industrial land and railyards where intermodal transfer facilities, warehousing and Key production facilities are needed close to the city center. Beyond neighborhoods, these are other areas to protect from rapid change.

High Impact Industrial Clusters

High Impact Industrial Clusters were identified in the study area. They have higher-wage jobs, growing employment opportunities, and are concentrated locally. High Impact Industrial Clusters contribute to a thriving economy by diversifying the economic sectors present in Atlanta, providing good and promising jobs, and generating gross regional product (GRP) to help Atlanta's economy grow. There are approximately 12,000 jobs in High Impact Industrial Clusters in the Study Area which contribute \$2.25B in GRP.



High Impact Industrial Clusters**



Transportation, Distribution, Logistics & E-Commerce

7,500 Jobs
51% Jobs Growth 2010-2021
\$1.4B GRP
15% GRP Capture (City)



Food Processing and Manufacturing

1,100 Jobs
90% Jobs Growth 2010-2021
\$176M GRP
15% GRP Capture (City)



Video Production and Distribution

2,300 Jobs
514% Jobs Growth 2010-2021
\$465M GRP
38% GRP Capture (City)



Construction Products and Services

1,200 Jobs
9% Jobs Growth 2010-2021
\$195M GRP
58% GRP Capture (City)

DISCUSSION QUESTIONS

Do you work in the study area?

How do you get to and from work?

Do you feel that jobs in the study area are accessible for residents of Northwest Atlanta?

What have your interactions been with industrial businesses in Northwest Atlanta?

*EMSI Data

**GRP of cluster in the Study Area as a percentage of the City of Atlanta's total cluster GRP



= General



= Multimodal



= Roadway



= Land Use



= Development



= Freight



= Jobs/Economy



= Environment

Leave your responses here

Invest Atlanta working on near Bowen Homes site- there is a draft of the plan to be submitted soon

Interactions with Industrial Businesses

Job Accessibility Comments

lots of small mom and pop businesses - need for technical assistance (e.g., tax prep)

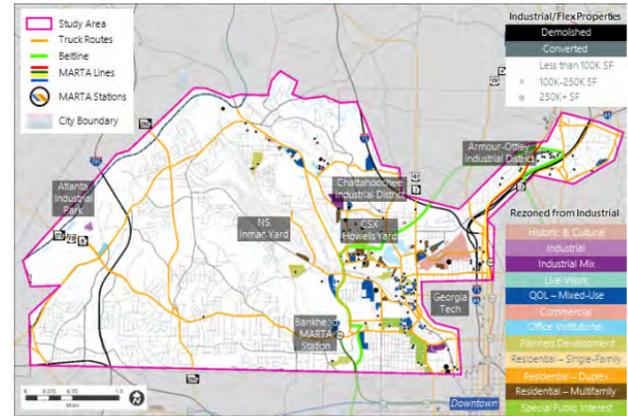
Invest Atlanta- heard from DLH businesses about freight traffic- damaged roads, e.g. - heavy freight traffic does impact businesses and their customers (esp peds)

Other General Comments

Shifting Industrial Space in the Study Area

- The study area is one of Atlanta's largest industrial nodes with over 25 million square feet of industrial, capturing 18% of all industrial space in the City of Atlanta as a whole*
- Demand for industrial space in NW Atlanta is strong. Since 2015, industrial rents in the study area have increased over 100% and vacancy is below 7%*
- Since 2001, over 1/3 of all industrial demolitions in Atlanta occurred in the study area
- Industrial land has faced pressure to convert to other land uses, especially residential

Study Area Rezoning, Demolitions, and Conversions*



Industrial and Multifamily Inventory in the Study Area*



DISCUSSION QUESTIONS

How do you feel about land use changes occurring in the study area?

What health and safety concerns do you have with industry in the area? Is growth in new industrial uses, such as warehousing and distribution, creating new concerns?

*CoStar Data

Leave your responses here

Microsoft development will impact dynamics in rest of study area

Need to plan roads for multiple users (industrial, residents, other businesses)

desire for co-working space with space for professional workers

Thoughts on Land Use Changes

like the live-work-play areas but also like heavy industrial areas to be isolated from where they live

"How could have development been different around the Beltline if more industrial uses were preserved in those corridors"

I-mix question following the Tech Industrial study 2009-2013(Dan Cotter's) City over reliance - spread out the industrial land, especially along the beltline
<https://stp.gatech.edu/wp-content/uploads/2012/10/STIP-Dan-Cotter.pdf>

A lot of people work in the industrial and should have access to these industrial jobs-shouldn't be just concentrated in the established industrial district (ala Atlanta City Design)

concerns from businesses: movement of traffic and road conditions

non-existent sidewalks; not pedestrian friendly

thru traffic in Westside station neighborhood (greater Bolton area) - trucks can get stuck

More entrances on Marietta Road - what is that impact going to be? how will that impact peds and bikers

Health and Safety Comments

people would like to review the boards and have opportunities on freightatl.com to post comments on maps in the future (e.g., the storymap)

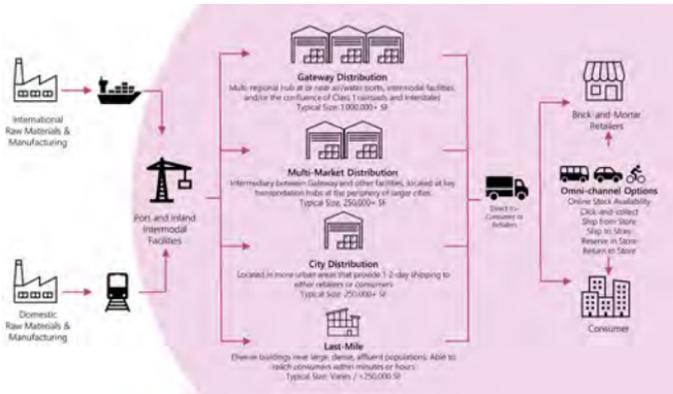
what happens to obsolete space (e.g., Atlanta Mission)

General Comments

Select Industry Insights

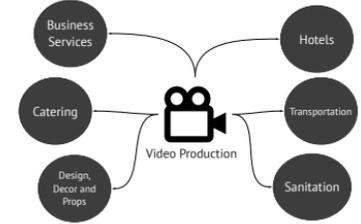
E-Commerce and the Distribution Network

There are a wide variety of distribution facilities, ranging from small storefronts to facilities with over a million square feet. Many types of these facilities can be found in NW Atlanta. Each step in the supply chain is critical to the timely delivery of goods, has different space and real estate needs, and varying implications for surrounding neighborhoods.



Economic Multiplier of Video Production Industry

The Video Production industry relies on a broad range of supportive services. The proliferation of video production in the study area provides an opportunity to develop strong local business linkages with other industries in NW Atlanta.



DISCUSSION QUESTIONS

What have been your experiences with e-commerce deliveries in the study area?

What have been your interactions with film and video production distribution services in Northwest Atlanta?

Another High Impact cluster in the study area is food production and distribution. What have been your experiences with these businesses in the study area?

Response Categories



= General



= Multimodal



= Roadway



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Leave your responses here

Semira at Invest Atlanta has microsoft contacts - grove park foundation to solidify their plan

freight needs of data centers? IT?

E-Commerce Comments

Film Industry Comments

Agri-business has need for more warehouse and space for packaging especially for smaller businesses. Ideally multiple businesses operating out of a single building

Like the Industrial LW concept/land uses...but definitely want to keep light and heavier industry separated from residential neighborhoods
Semira works on the local food economy, and there is always a strong need/discussion with farmers/entrepreneurs needing warehouse, package, convert raw materials to added value product - may be more palatable to have industry closer to customers/residential - talking about small businesses - creating spaces for multiple businesses
Note should Follow-up with Elizabeth Beak in our urban ag - she has a mushroom farmer she is working

Food Production Comments



What We've Heard So Far

The NW Atlanta Study Area has:

- Close proximity to Central Atlanta and amenities that help attract and retain employees and residents
- Great transportation access to the Region but it can be challenging to accommodate large trucks, resulting in safety concerns for pedestrians and cyclists
- Aging industrial buildings, rising rents, and the availability of industrial space challenging for small businesses to find space to operate in the study area
- Varying land uses can sometimes create conflicts with industrial businesses
 - Traffic and congestion
 - Issues surrounding parking for video production and other events, which impedes access to local businesses

Continuing to attract/retain industrial businesses and facilitate the efficient movement of freight in NW Atlanta will continue to support economic growth, job opportunities and increase opportunities for all Atlantans.

DISCUSSION QUESTIONS

What are the biggest strengths of the study area for freight-dependent or industrial businesses?

What are the biggest weaknesses of the study area for freight-dependent or industrial businesses?





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Leave your responses here

Strengths of The Study Area

Weaknesses of the Study Area

Opportunities in Study Area

Threats to Industrial Businesses in Study Area

Other Comments

Use this space to provide any other comments related to transportation that you would like to share with the project team

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

Response Categories

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