



BOULEVARD CID: A CHANGED NARRATIVE FOR FULTON INDUSTRIAL



 **Dominique Huff**  10 days ago

SOUTH FULTON COUNTY, GA.-The Fulton Industrial Boulevard corridor is now a district that many firms are seeking in rather than avoid. Since being formed in 2010, the Boulevard Community Improvement District created a master plan that addressed crime issues and enhanced the landscape along the road.

"We have many household names on the corridor," Gil Prado, Executive Director for the Boulevard CID said. "Even Metro Atlanta has something that probably has come from Fulton Industrial. We even have the Whole Foods distribution center over here."



A new streetscape project is making the corridor more inviting to workers, visitors, and nearby residents. The \$1.5 million project is focused on the boulevard from Frederick Drive to MLK Jr. Drive.

"The landscaping project is especially important because the I-20 interchange acts the front door to the Fulton Industrial corridor," he said. "As Atlanta continues to be positioned as a leader in the industrial development, the Boulevard CID is committed to restoring the area's industrial economic preeminence and identity as a key player in providing industrial and economic growth and revenue for large corporations."

The plan will also improve intersections around Fulton Industrial and Cascade; and Fulton Industrial and Camp Creek.

"As we are making improvements, we see the marketability increase for properties in the area. We're improving the conditions for residents to have amenities and services," he said. "In 2010, the Westpark Industrial Park was 50 percent occupied, and now it's 98 percent occupied. This applies to many areas along the corridor as it's hard to find things for sale."

The Urban Land Institute reported Fulton Industrial has no shortage of amenities. According to their report, the corridor has highway access that is envious by other industrial districts, a county airport and proximity to Hartsfield-Jackson Atlanta International Airport. ULI noted the region has Class I rail lines alongside highway access that connect it to the Savannah Port.

In 2013, the Boulevard CID launched the Fulton Industrial Revitalization Framework which charted the course for industrial recovery and rebound. Key corridor-wide enhancements included:

- Signage, Wayfinding, and Branding to reposition the area

- Transportation improvements and enhancements for both freight and multimodal mobility needs, ensuring the area's economic competitiveness

- Landscape elements focused on physically enhancing the area's primary rights of way to be undertaken in coordination with transportation improvements.

- Sustainability features that further the area as a good steward of environmental resources and being a good neighbor.

Prado states that due to the ambitious and aggressive work, a new master plan is underway for the next five years to continue the progress.

"Things have changed in the past five years. I walk the corridor daily with boots on the ground," he said. "We are looking at bringing back public art on the corridor, intersection improvements and more."



"We want to see amenities like what Camp Creek has for our workers. We envision this for the I-20 area. We have convincing amenities as they want to see around the clock traffic," he explained. "Camp Creek has the day and night population; we don't have the nighttime population out here. We can leverage I-20 and Six Flags to help increase population."

Attracting community-oriented businesses is a long-standing goal for the corridor since the 1990s during the era of the Fulton Industrial Business Association. FIBA created a master plan that sought to attract a grocer, drug store, eatery, discount retailer such as a Wal-Mart or Target, and replacement businesses to fill in closed spots such as a new coffee shop, a pastry eatery, and restaurants. The development did eventually happen towards the Cascade and Camp Creek parts of Fulton Industrial, but the CID wants to see things to capture Six Flags and Cobb-Douglas dollars.

Prado believes that with the measurable results and changed narrative, a sell to such and to more industrial will be in the future. Thornton Road in Douglas County is starting to capture businesses that could not find a space on Fulton Industrial, so the splash of economic development is spreading.

"Because of our work nearby governments are improving their areas such as MLK Jr. Drive, Thornton Road, Donal Hollowell, and Six Flags," he concluded. "We are proud of the progress and look forward to celebrating more wins."

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