



Source: Fulton Industrial Boulevard CID Master Plan (2014)

Interstate 20 at Fulton Industrial Boulevard Interchange Area Visioning Charrette Summary

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Visioning Charrette Summary

Introduction

As part of ongoing efforts to revitalize the Fulton Industrial Boulevard area, the Fulton Industrial Boulevard Community Improvement District (Boulevard CID) and Fulton County staff hosted a visioning session for the Interstate 20 and Fulton Industrial Boulevard interchange. The two organizations engaged Kimley-Horn and Associates to facilitate the visioning session and the create a document summarizes the discussion and feedback. The session took place on June 2, 2022 at the Aviation Community Cultural Center (3900 Aviation Circle NW, Atlanta, GA 30336) and included area stakeholders, Boulevard Community Improvement District (CID) board members, and elected officials. The session was conducted following a regular Boulevard CID Board Meeting and included over thirty stakeholders representing commercial property owners on Fulton Industrial, Fulton County Executive Airport staff and tenants, as well as County and City representatives.

The session built upon several previous planning efforts focused on the I-20 at Fulton Industrial Boulevard area including: Fulton Industrial Boulevard Redevelopment Framework (2010), Urban Land Institute (ULI) Technical Assistance Panel (TAP) (2012), Fulton Industrial Boulevard CID Master Plan (2014), City of South Fulton Comprehensive Plan (2016), ULI TAP (2020), and Fulton Industrial Freight Cluster Study (2022). A common theme amongst these plans was the need and desire to revitalize the blighted I-20 gateway district and interchange area.

Since 2012, the Boulevard CID has been laser focused on this area and have funded and led revitalization efforts that included capital improvement projects to upgrade the area's transportation infrastructure, and on-going programs focused on public safety initiatives, landscaping and beautification of the area.

To prime the I-20 at Fulton Industrial Boulevard Gateway for redevelopment, Fulton County has acquired several strategic properties under the Renew the District initiative. These properties can be seen in Map 1 below. Renew the District is a \$100M+ public/private plan to develop 160+ acres through public infrastructure, redevelopment and airport improvements on Fulton Industrial and the Executive Airport.

During the visioning session, the Kimley-Horn team led a six part discussion focused on potential land uses (retail, office, industrial/distribution, hospitality, and education/training) and then prioritization among land uses. Poll Everywhere was utilized to gather initial real time responses, followed by a facilitated discussion on each segment to gather additional details and understanding. Stakeholders were provided a series of land use options and examples to react to and indicate their preferences for the interchange area while subsequent discussions focused on refining preferences and the group's opinions regarding what may be most realistic from a market standpoint. The combination of real-time voting results and discussion provided a unique set of preferences and relevant factors for future development in the area.



Map 1. I-20 and Fulton Industrial Boulevard Interchange Area

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Key Themes and Takeaways

High level themes and takeaways from the polling and comments during the vision session are outlined below.

- A three phased approach to development and land use was identified for the I-20 and Fulton Industrial Boulevard interchange area that includes:
 - (1) Focus on primary, available parcels first. Provide additional or missing retail, services and amenities to fill in vacant parcels and create a stronger presence of services at the Interchange. This will help reestablish the interchange area as a destination;
 - (2) On parcels surrounding primary sites and framing the interchange area add flex office and other developments that could be utilized by a variety of users or tenants, including small or start-up businesses. Create a stronger daily population (employee-base) to reinforce and support new commercial services at the interchange;
 - (3) The future, broader vision for the interchange area could include hospitality, conference and meeting space, to grow the area as a destination and support surrounding businesses.
- Retail was identified as the best short-term and most desired land use near the I-20 and Fulton Industrial Boulevard interchange. Additional retail services would serve the corridor, area employers, the airport and surrounding neighborhoods. Two priority forms of retail were identified:
 - (1) Industrial marketplace (including a travel plaza and fast casual or other similar food options) that would support the current workforce and daytime demand.
 - (2) Retail services and other amenities such as a small grocer, pharmacy, hardware store, healthier food options, and everyday retail needs that would provide additional goods and services for those living near, visiting, or passing through the area.
- It may be important to distinguish development type and form between the area north and south of I-20. Current and future truck traffic should be evaluated and considered.
- There is a desire for connected, walkable development as part of area reinvestments.

Potential Uses



Retail
 Gas Station
 Fast Food Restaurant
 Travel Plaza
 Pharmacy / Small Grocer
 Small Retail Center
 Regional Retail / Grocer



Office
 Flex Office
 One-Story Office
 Two-Story Office
 Class A Office



Industrial / Distribution
 Small Flex
 Small Distribution
 Large Distribution
 Light Assembly / Manufacturing



Hospitality
 Limited Service
 Small Hotel
 Small Hotel + Conference Center
 Full-Service Hotel



Education / Training
 Industry/Employee Specific Training Center
 County/state workforce training center
 Technical School



Residential (multifamily)
 Garden-Style
 Low-Rise
 Mid-Rise

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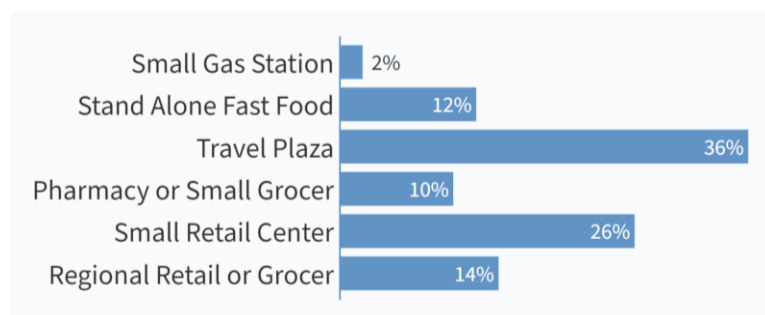
Retail

Retail is viewed as the critical land use that provides the greatest potential short-term viability and impact for the corridor’s employers, employees, and residents. Right now, the corridor has limited retail and restaurant options or amenities for those visiting, working, and living on or near the corridor. The stakeholders were presented with the following retail types: small gas station, standalone fast food, travel plaza, pharmacy/small grocer, small retail center, or regional retail or grocer. Of those attendees that responded to the poll, most envision an assortment of retail anchoring the interchange area’s activity in the form of a travel plaza (36%), small retail center (26%), grocer (24%), and food options (12%). The discussion that followed the polling emphasized the need for an industrial marketplace that supports the current demand for existing employees, including truck traffic in the land use form of travel plazas and some “fast-casual” food options. The secondary uses and broader initial vision incorporate current demand alongside amenities that those living, working, or visiting the corridor currently have to travel farther from the corridor to meet. Those types include grocers, pharmacies, hardware stores, healthier foods, and everyday retail needs.

Retail Continuum



Polling Results – Retail Continuum



Stakeholder comments during the Retail discussion:

- What about daycare/childcare?
- Need more MARTA service in the area

- There is a need to serve existing truck traffic, truck plaza speaks to demand
- These retail services should provide a service that does not exist now
- Goal is to have a location to purchase basic merchandise & food, quick service food
- No regional retail in the broader area now, could serve district and south side
- Small hardware store could be needed
- Options for healthier food (small retail vs fast food), natural oriented grocer
- Provide quick service options for industrial workers
- Smaller shopping center, 5 – 10 shops

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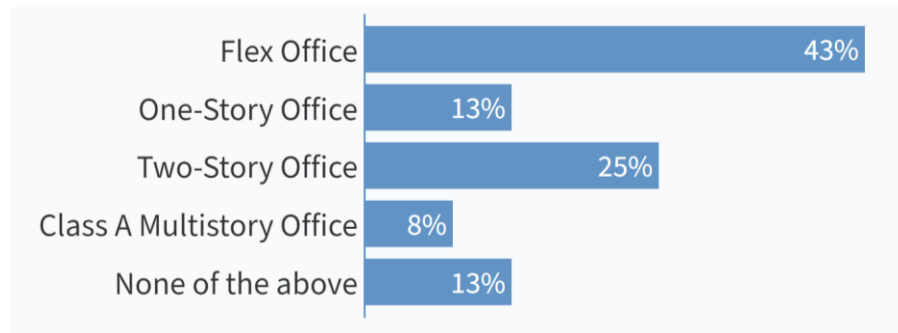
Office

The stakeholders were with the following office types: flex office, one-story office, two-story office, Class A office, or none of the above. Of those attendees who responded, most envision office space as flex office (43%) or two-story office space (25%). A small percentage (13%) of stakeholders do not think office space should be located by the interchange. The discussion about the potential for office space was centered around economic diversification in the form of flex space that would serve small, local businesses, start-ups, hoteling options, or a government or public safety location.

Office Continuum



Polling Results – Office Continuum



Stakeholder comments during the Office discussion:

- Option for mixed-use with retail on first floor and office above
- Could consider government or public safety location
- There is a need for economic diversification
- Interchange area could support multistory office
- Serve small, local businesses, hoteling option
- Most existing tenants do not have need for large office space
- Truck plaza vs. small business / flex office
- Area becoming constrained, so two story may be possible
- Limited / no demand for office
- Location for Meetings / gathering spot
- Not traditional office

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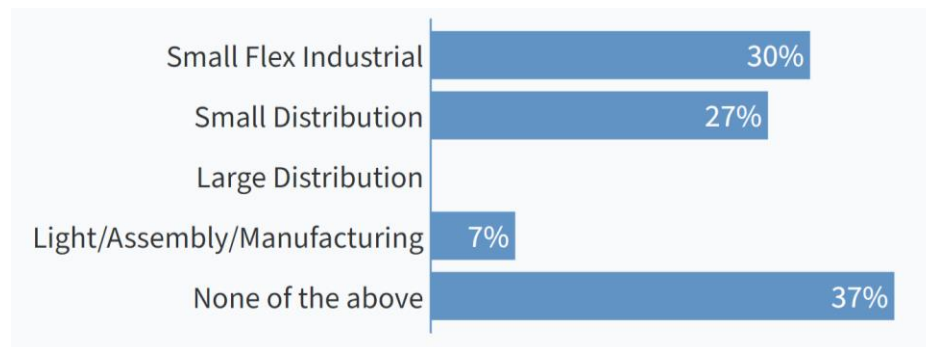
Industrial / Distribution

The stakeholders were with the following industrial or distribution types: small flex industrial, small distribution, large distribution, or none of the above. Of those that responded, most indicated that the interchange area should not include much industrial and should instead focus on other uses. Locating industrial or distribution uses close to I-20 would also impact traffic patterns and freight routes along the corridor. The stakeholders believe that a diversification of uses will help to support the existing industrial uses. There is also a potential to create electric vehicle charging stations (Level 3) to drive and support the change from fuel to electric vehicles.

Industrial / Distribution Continuum



Polling Results - Industrial / Distribution Continuum



Stakeholder comments during the Industrial discussion:

- What will be the impact of traffic from new development at interchange?
- Small/Flex (5,000 – 10,000SF?), incubator space for smaller tenants
- Diversification of uses
- Electric vehicle charging (Level 3)

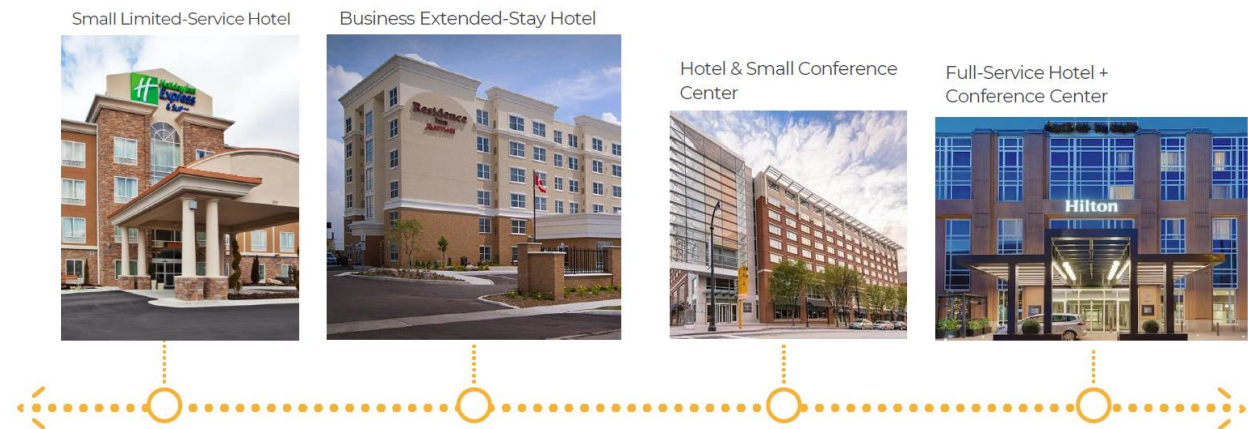
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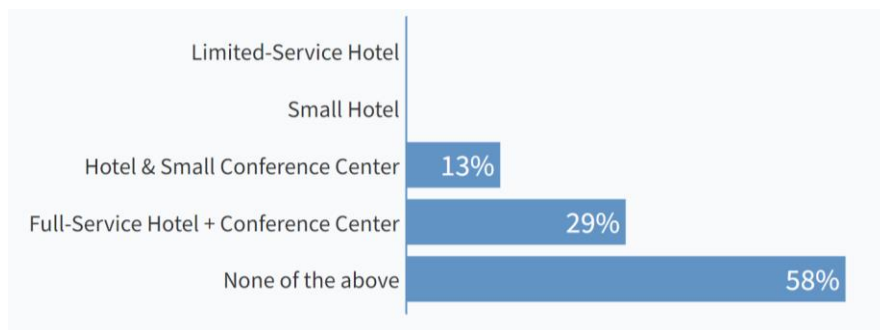
Hospitality

The stakeholders were presented with the following hospitality types: limited-service hotel, small hotel, hotel & small conference center, full-service hotel + conference center, or none of the above. Of the attendees who responded, most (58%) do not believe that a hotel should be located at the interchange. If there is a hotel, the hotel would need to be full-service with a conference center and support the airport and surrounding businesses, while also serving visitors to the area. There is current demand from the airport and businesses on the corridor for a hotel and it is assumed that these “hotel nights” are going to other nearby markets such as Thornton Road. There may be an opportunity to capture that demand in the interchange area. While attendees were at first dismissive of the idea of reintroducing a hotel to the area, further discussion clarified that timing and required standards for the hotel could be important factors. Once the corridor is able to attract additional retail and anchor uses, and if only hotels of a higher standard were allowed, then perhaps in the next five to seven years a hotel could be built.

Hospitality Continuum



Polling Results – Hospitality Continuum



Stakeholder comments during the Hospitality discussion:

- Serve visitors to the area
- Serve airport, FBOs, pilots, crew
- Visibility from I-20
- Timing of hotel – now vs. later
- Currently sending a lot of “hotel nights” to Thornton Rd
- Demand from current tenants/companies
- Create a destination
- Specific / higher flag / brand

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Education / Training

The stakeholders were presented with the following education and training types: industry or employee specific training center, County or State workforce training center, technical school, or none of the above. The results were split among the three education or training options with 34% interested in a technical school, 31% interested in industry or employer specific training, and 25% interested in County or State workforce training center. Stakeholders were also interested in other services that would support the area and the employers, including a 24-hour daycare, supply chain or food production related training facilities, or opportunities to connect South Fulton schools and residents to jobs on the corridor.

Education / Training Continuum

County/State Workforce Training Center



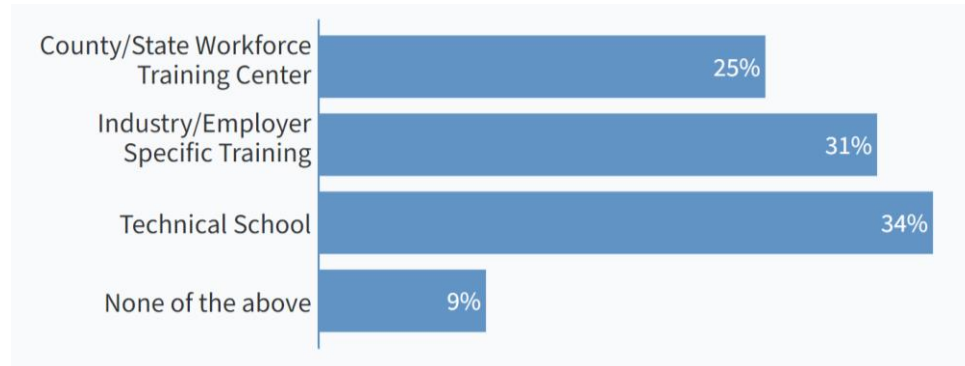
Industry/Employer Specific Training



Technical School



Polling Results – Education / Training Continuum



Stakeholder comments during the Education/Training discussion:

- ATC CDL training proposed further south
- Technical school support needs of employers
- 24-hour daycare
- Something to support food / supply chain
- Connect South Fulton schools / residents to jobs on the corridor





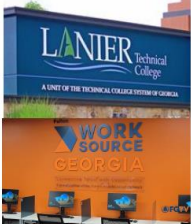

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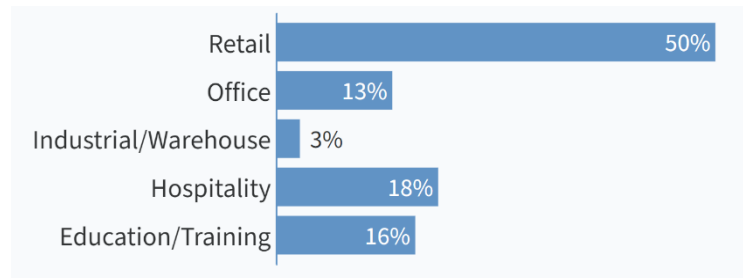
Preferred Development and Land Uses

As a final discussion, stakeholders were asked to consider each of the land use categories as well as the discussion during the work session and identify their preferred land use or development type for the interchange area. Most (50%) preferred retail to serve as the initial and predominate anchor by the I-20, Fulton Industrial Boulevard interchange. Retail was identified as a high priority amongst all of the land use as it would serve an immediate need and begin to rebuild the character of the area. Stakeholders are interested in walkable developments and as well the draw and potential connection to the Chattahoochee River. Creating a retail development that is pedestrian centric and addresses all of the stakeholders and residents' needs and concerns will also drive more growth and development on the corridor. Stakeholders identified a few retail uses that they are not interested in, including small gas stations, large discount retail stores, small discount retailers, liquor stores, pawn shops, and bars or lounges.

Potential Uses

					
Retail Gas Station Fast Food Restaurant Travel Plaza Pharmacy / Small Grocer Small Retail Center Regional Retail / Grocer	Office Flex Office One-Story Office Two-Story Office Class A Office	Industrial / Distribution Small Flex Small Distribution Large Distribution Light Assembly / Manufacturing	Hospitality Limited Service Small Hotel Small Hotel + Conference Center Full-Service Hotel	Education / Training Industry/Employee Specific Training Center County/state workforce training center Technical School	Residential (multifamily) Garden-Style Low-Rise Mid-Rise

Polling Results – Preferred Development / Land Use



Stakeholder comments during the Preferred Development and Land Use discussion:

- What about open space?
- Retail as priority is consistent with previous discussions
- Hospitality should wait until area is cleaned up
- Retail has immediate need/impact
- Are customers here to support retail? (8-5 vs. residents)
- Police substation could help support attracting retail
- Safety is key
- What do residents want?
- People willing to drive farther for desired retail / services

- Don't want / Don't need
 - Small gas stations
 - Large discount retailers
 - Liquor stores
 - Pawn shops
 - Bars / Lounges
- Area does not look safe, need to make a big change at once
- Focus on national chains
- What about food hall?
- Three phases:
 - Front & center parcels (services/amenities)
 - Collection of parcels beyond initial, frame area (flexibility)
 - Interchange as a whole (Bigger vision)
- Would like walkable connection between developments and uses
- SW quadrant could serve "inbound" traffic to City of South Fulton
- Travel Plaza/trucks on northside of I-20