



Fulton Industrial Clean Energy & Logistics Plan

Creating a blueprint for the infrastructure of tomorrow

Phase 2

Concept Refinement & Strategic Visioning

December 5th, 2024



Agenda

-  Phase 1 Recap – Development of Key Concepts in Phase 2
-  Beautification and Branding
-  Truck Staging
-  Electrical Vehicle Charging and Clean Power Generation Toolkit
-  Industrial Marketplace – Updated Vision
-  Airport Innovation District – Draft Vision
-  Next Steps for Phase 3

Phase 1 Recap – Development of Key Concepts in Phase 2



EV Charging and Green Energy Creative Placemaking Site



Clean Energy Travel Plaza



Executive Airport Innovation District

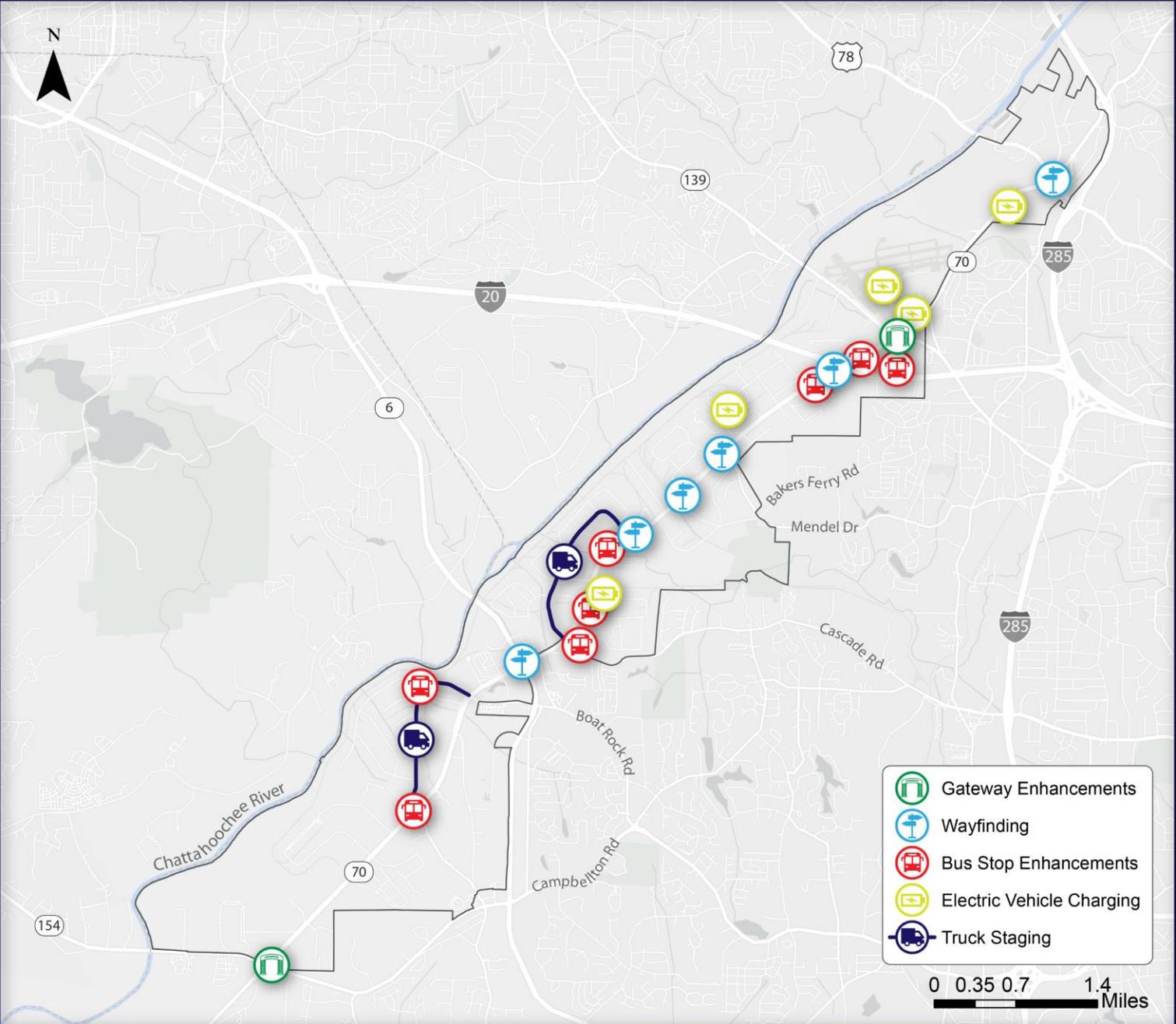


Network of Truck Staging



Clean Power Generation Toolkit

Overall Map



Beautification and Branding

WAYFINDING, LANDSCAPING, PLACEMAKING, BUS STOPS, AND
PUBLIC ART

Landscaping Enhancements

Intersections for Implementation

- Major Gateways

- Donald Lee Hollowell (after GDOT...)
- Martin Luther King Jr. Drive
- I-20 (existing, proposed Shirley to Wendel)
- Camp Creek / Cascade (planned, part of one project)
- Campbellton Road

- Secondary Gateways / Medians

- Sandy Creek Road
- Aviation Circle Northwest/Old Gordon Road
- Mendel Dr/Wharton
- Bakers Ferry
- Great Southwest (north intersection since Cascade is part of another project)
- Boat Rock Blvd
- Plummer Road
- Riverside Drive/Tradewaters

Existing Plant Palette



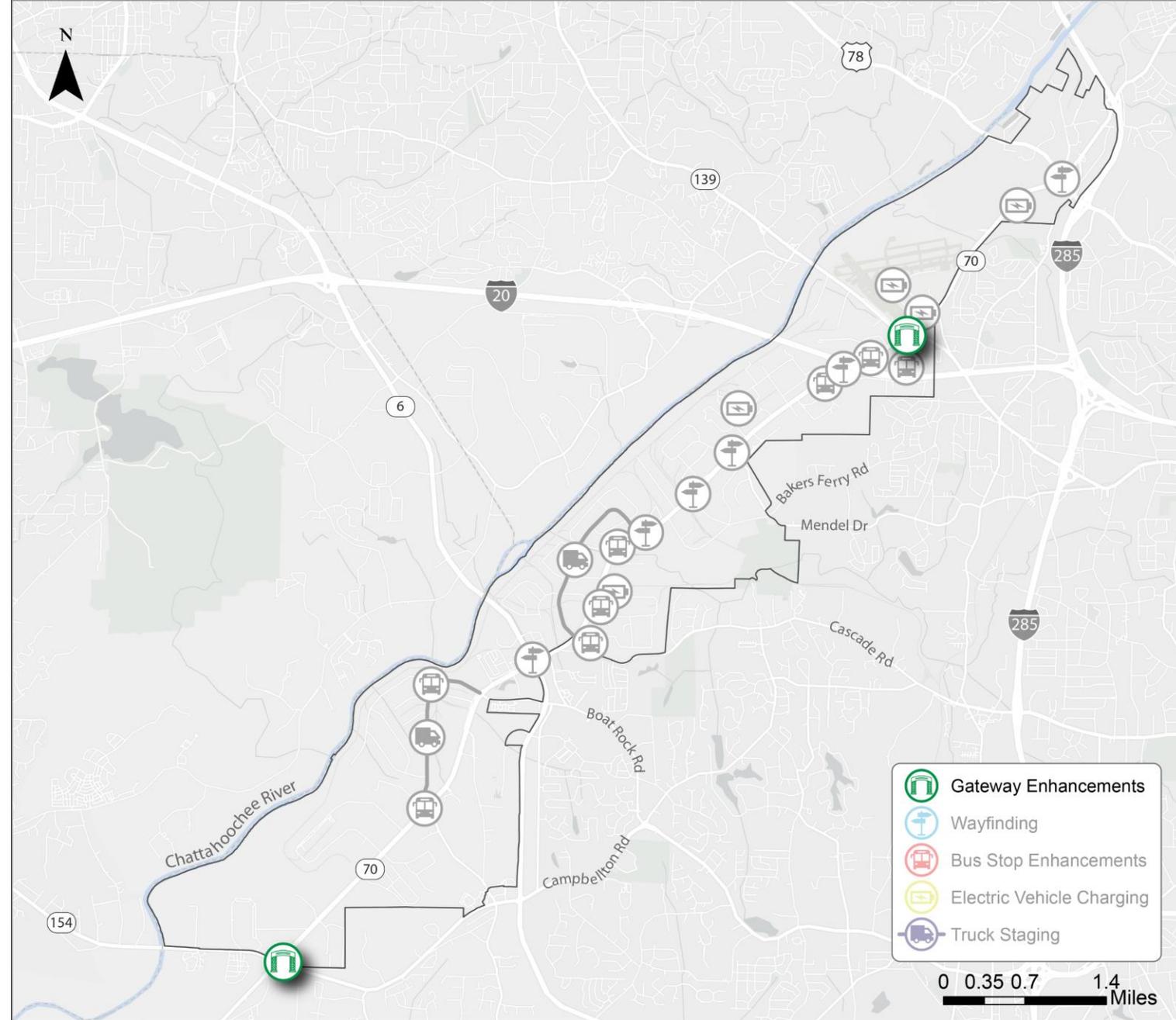
Primary Gateway Enhancements

New gateway locations at key entrances or transitions along the corridor

Existing gateway at I-20

Programmed improvements at Camp Creek Pkwy and Cascade Rd.

Proposed gateways at MLK Jr. Dr and Campbellton Rd



Gateway Enhancements

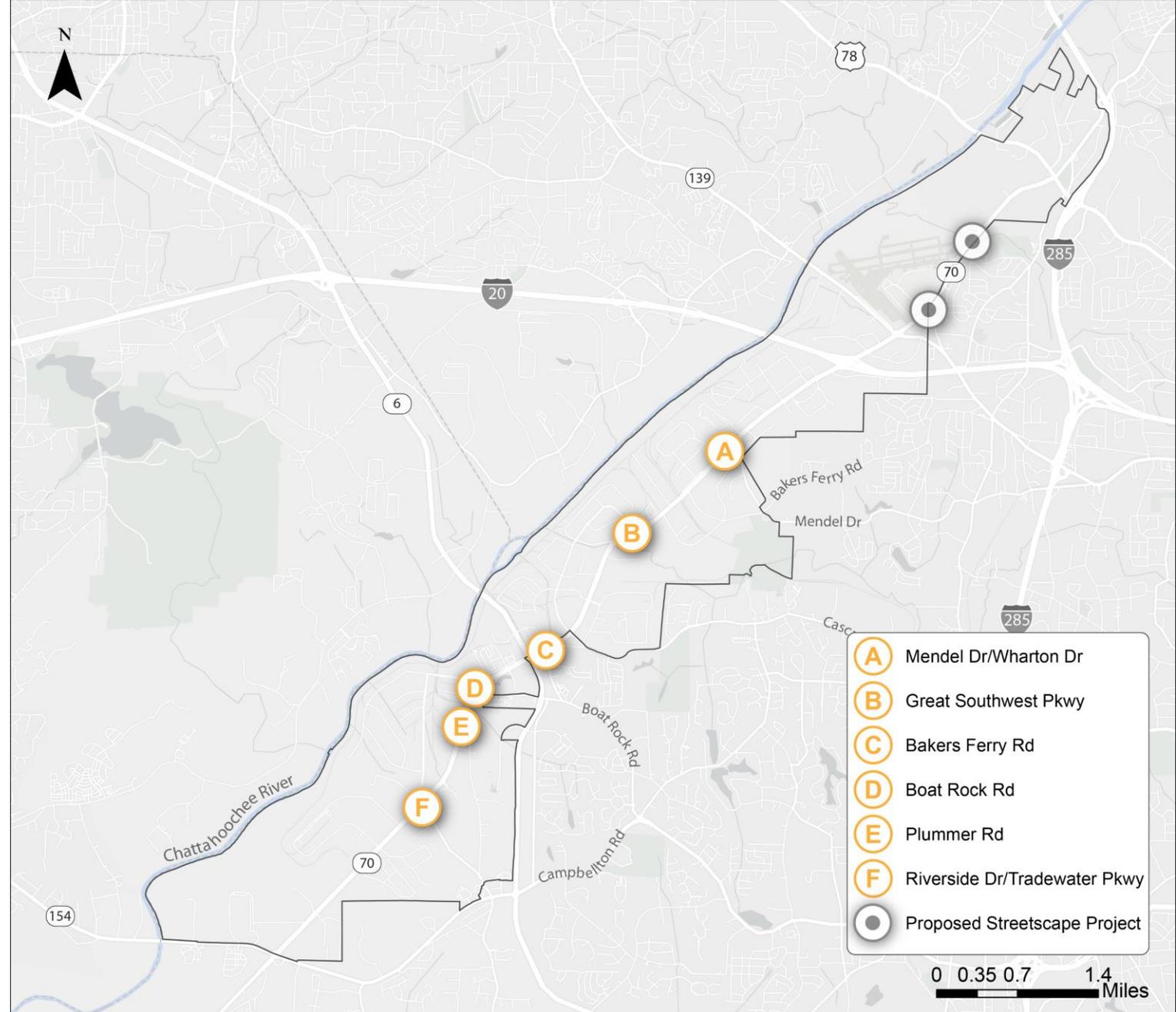
Fulton Industrial Blvd at MLK

- Improvements include:
 - Landscaping at each corner
 - Landscaping within pedestrian refuge islands
 - Monument sign
 - Public art
 - Wayfinding
- Similar to design at Camp Creek Pkwy and Cascade Road
- Coordination with Fulton County and Fulton County Executive Airport
- Limited space on south side of intersection impacts options there

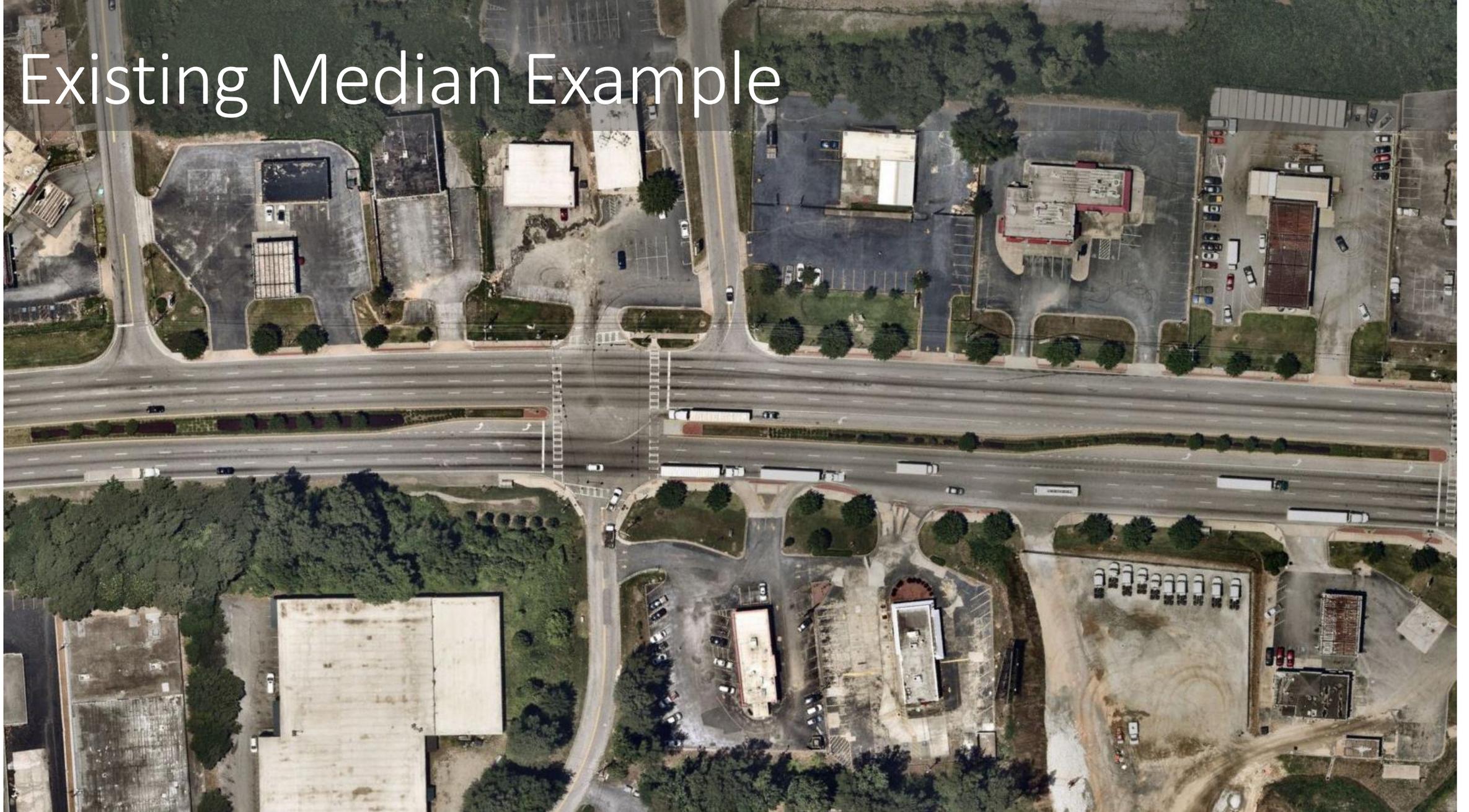


Secondary Gateways and Medians

Six secondary gateway locations identified throughout the corridor



Existing Median Example



Existing Median Example

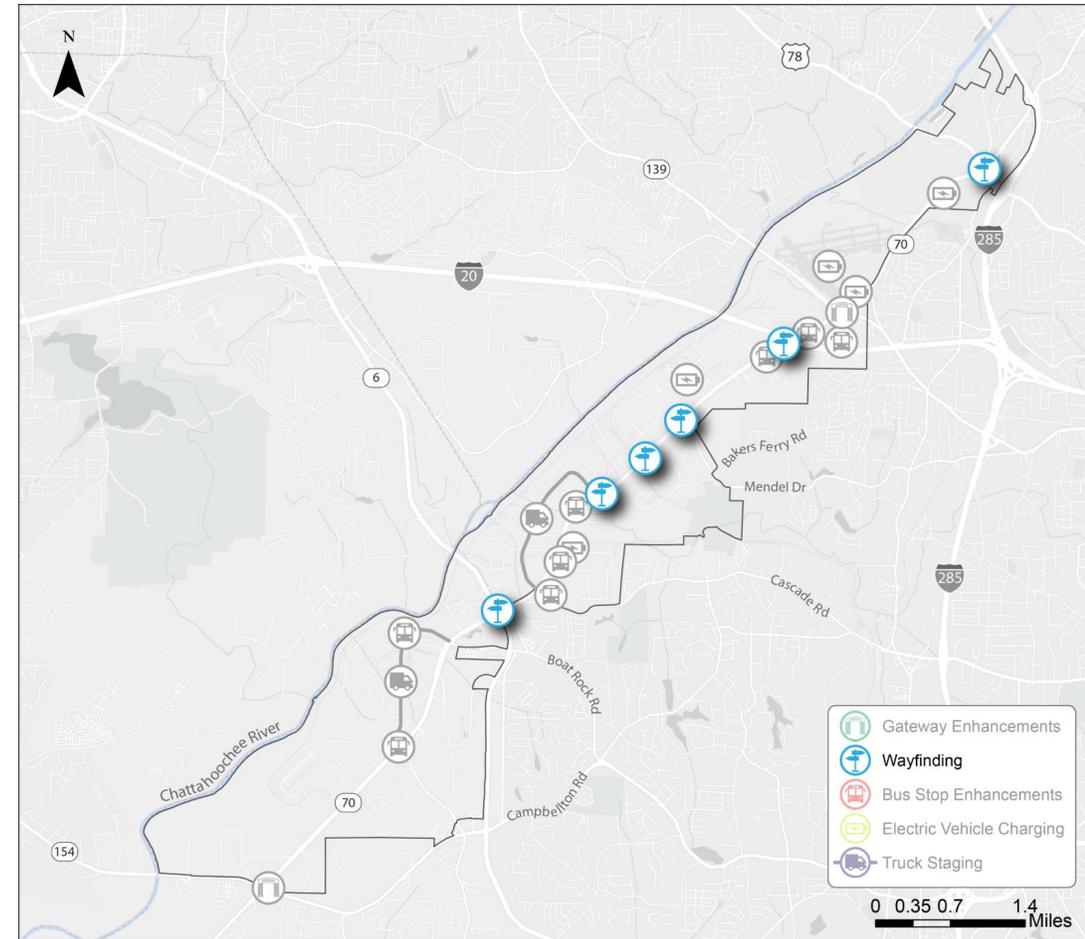


Power Generation Placemaking

Landscaping & Lighting

Goal: Add solar features along streets, at gateway, or at I-20 exit ramps for clean energy branding to provide power to lighting and/or illuminated signage

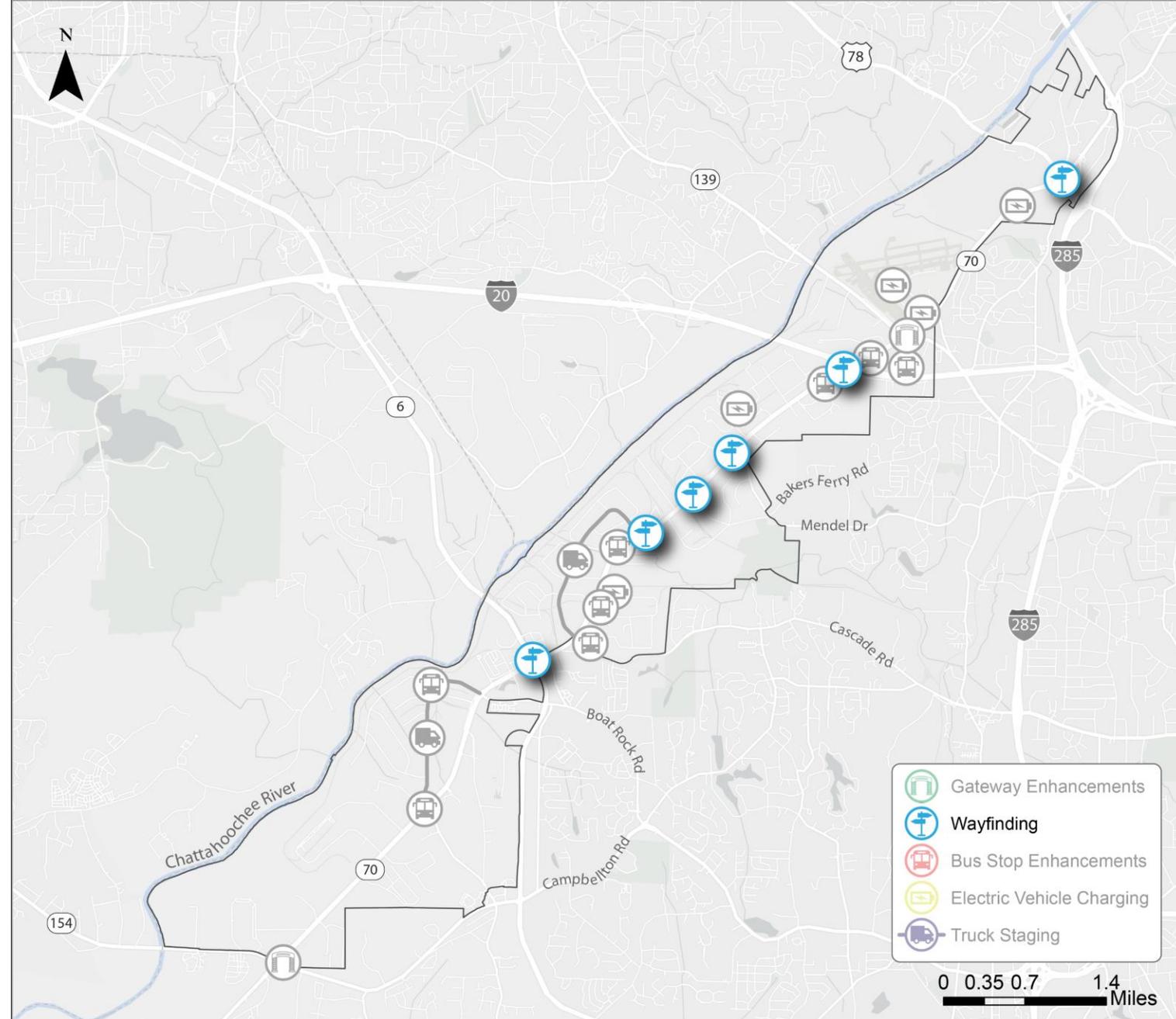
Proposed wayfinding and gateway projects provide clean energy branding. See all-in-one solar-powered lights, or separate solar architectural features to provide power.



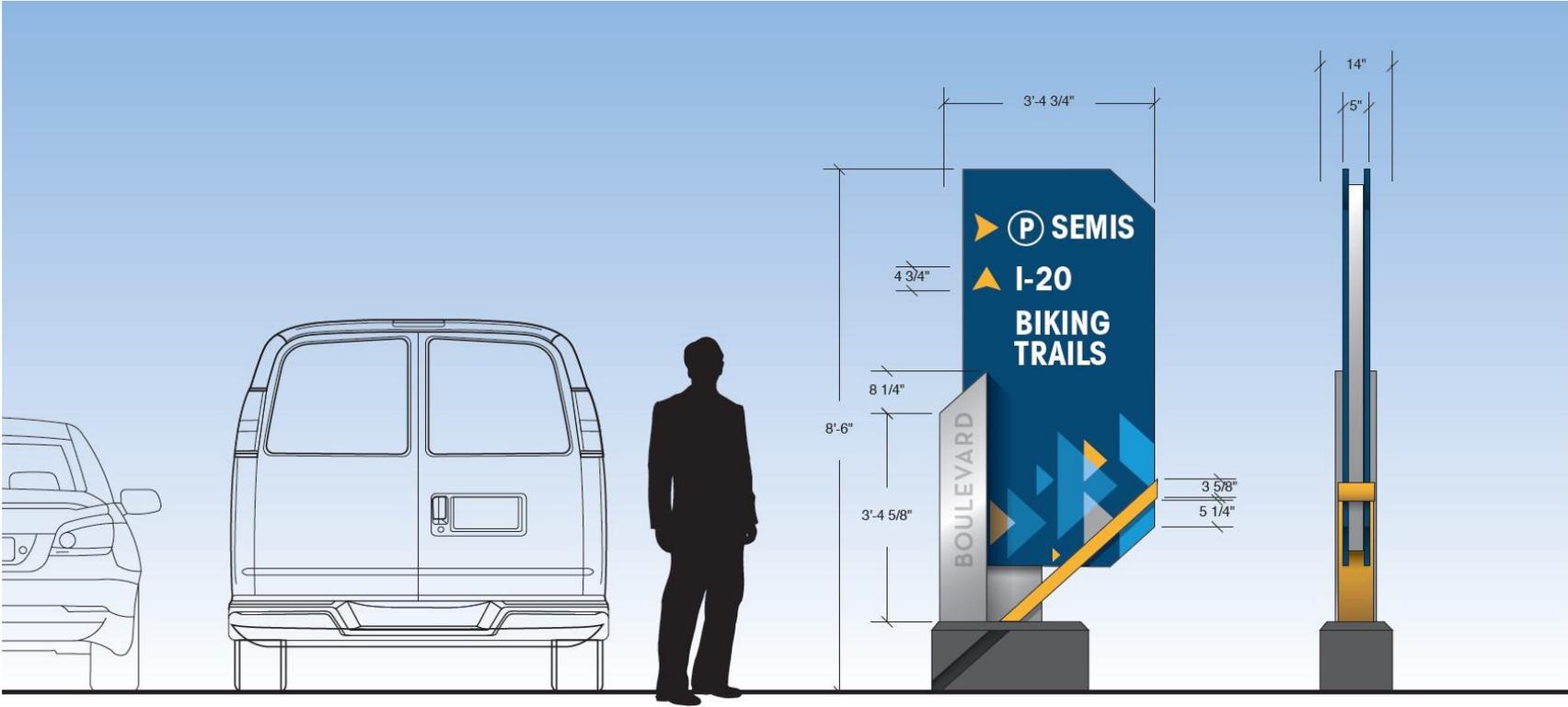
Wayfinding

Locations selected based on high visibility, significant intersections, and near high profile gateways

Gateway enhancements will include wayfinding as well



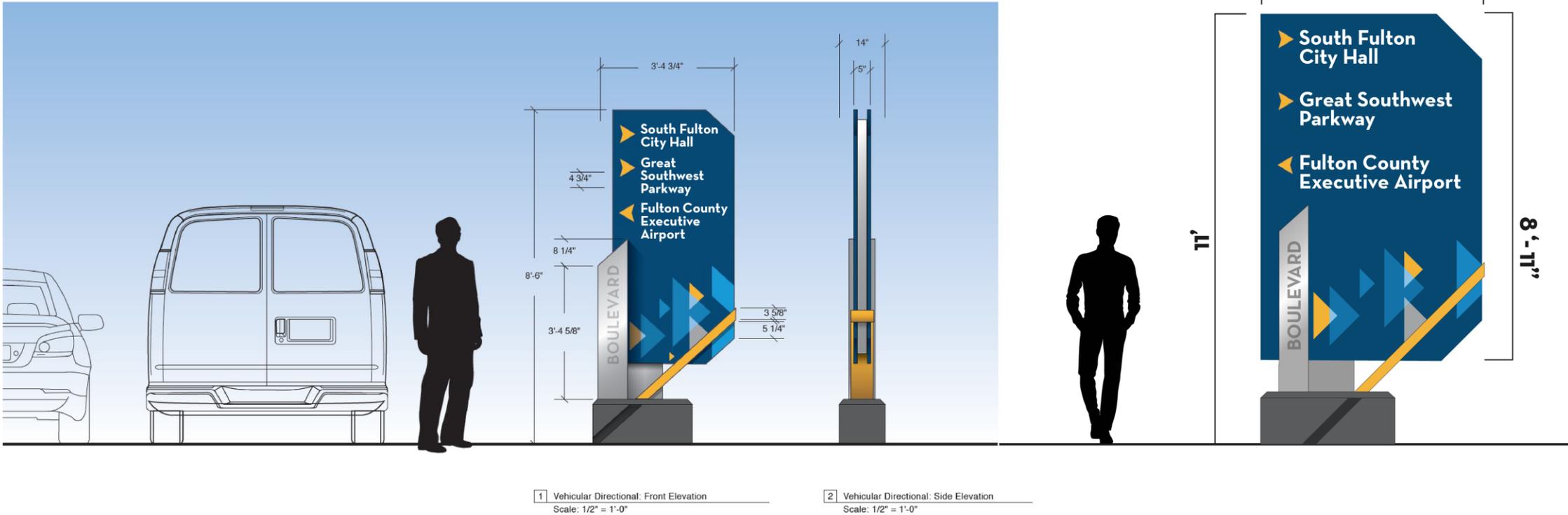
Original Wayfinding Sign



1 Vehicular Directional: Front Elevation
Scale: 1/2" = 1'-0"

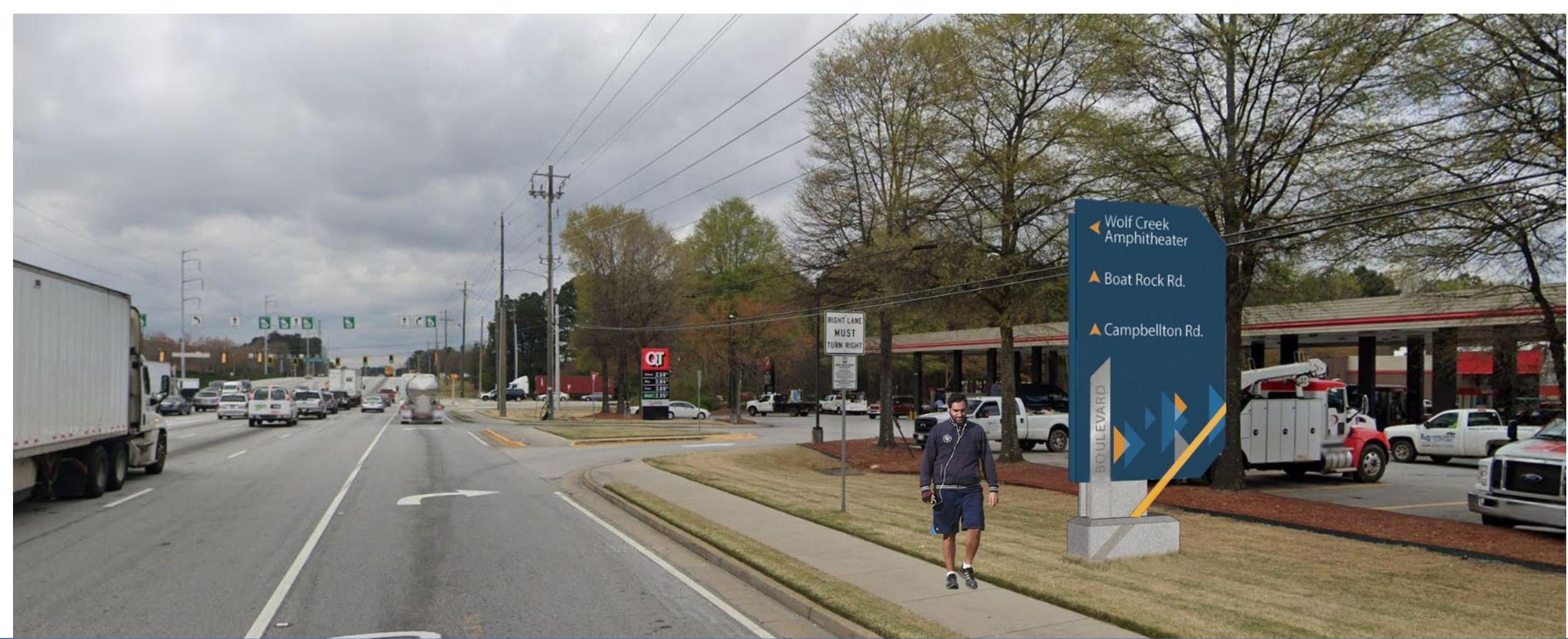
2 Vehicular Directional: Side Elevation
Scale: 1/2" = 1'-0"

Wayfinding Signage Changes



OPTION A: Smaller Text

OPTION B: Larger Sign



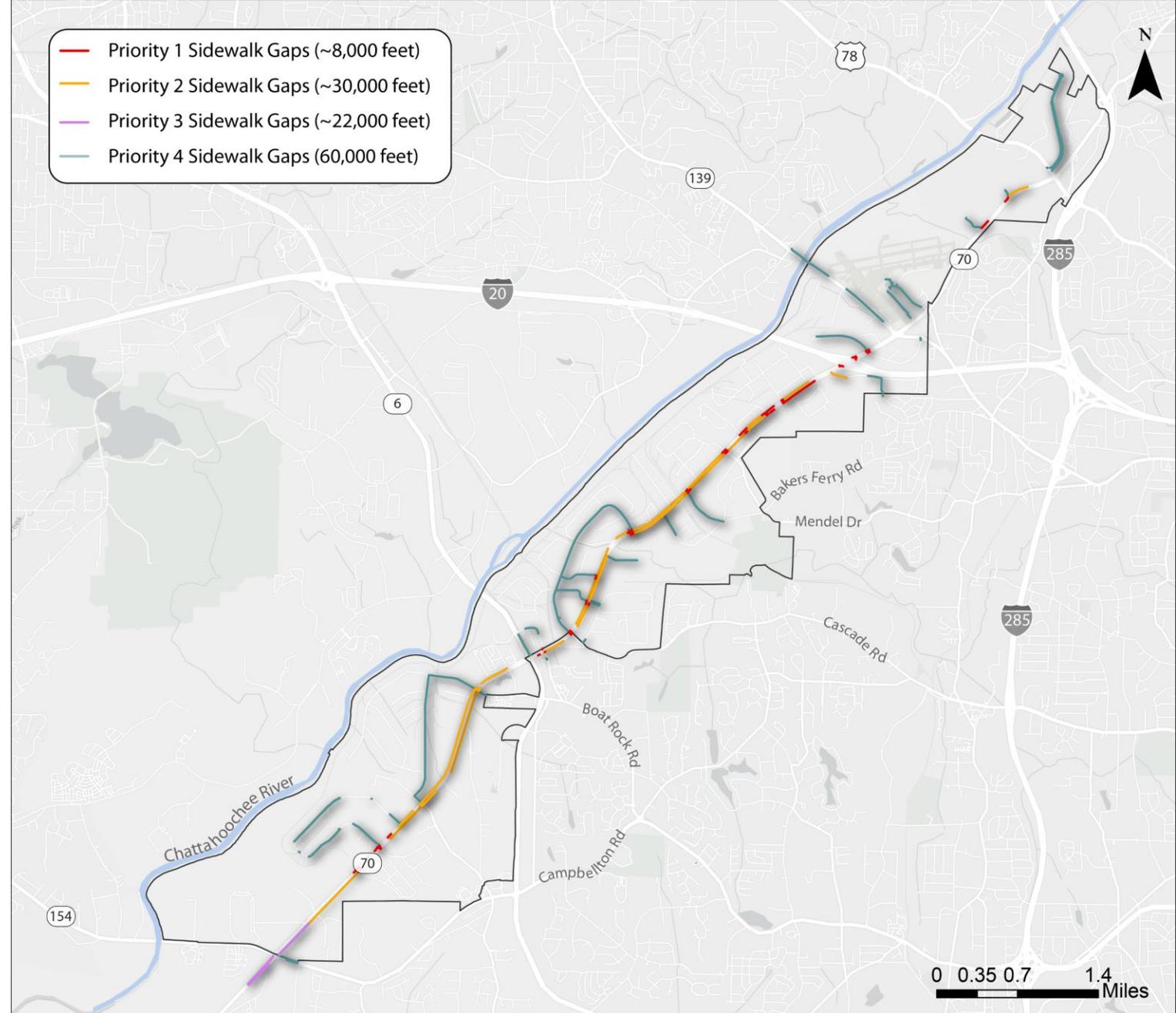
Wayfinding Rendering – Camp Creek Pkwy. Intersection



Wayfinding Rendering – MLK Jr. Drive Intersection

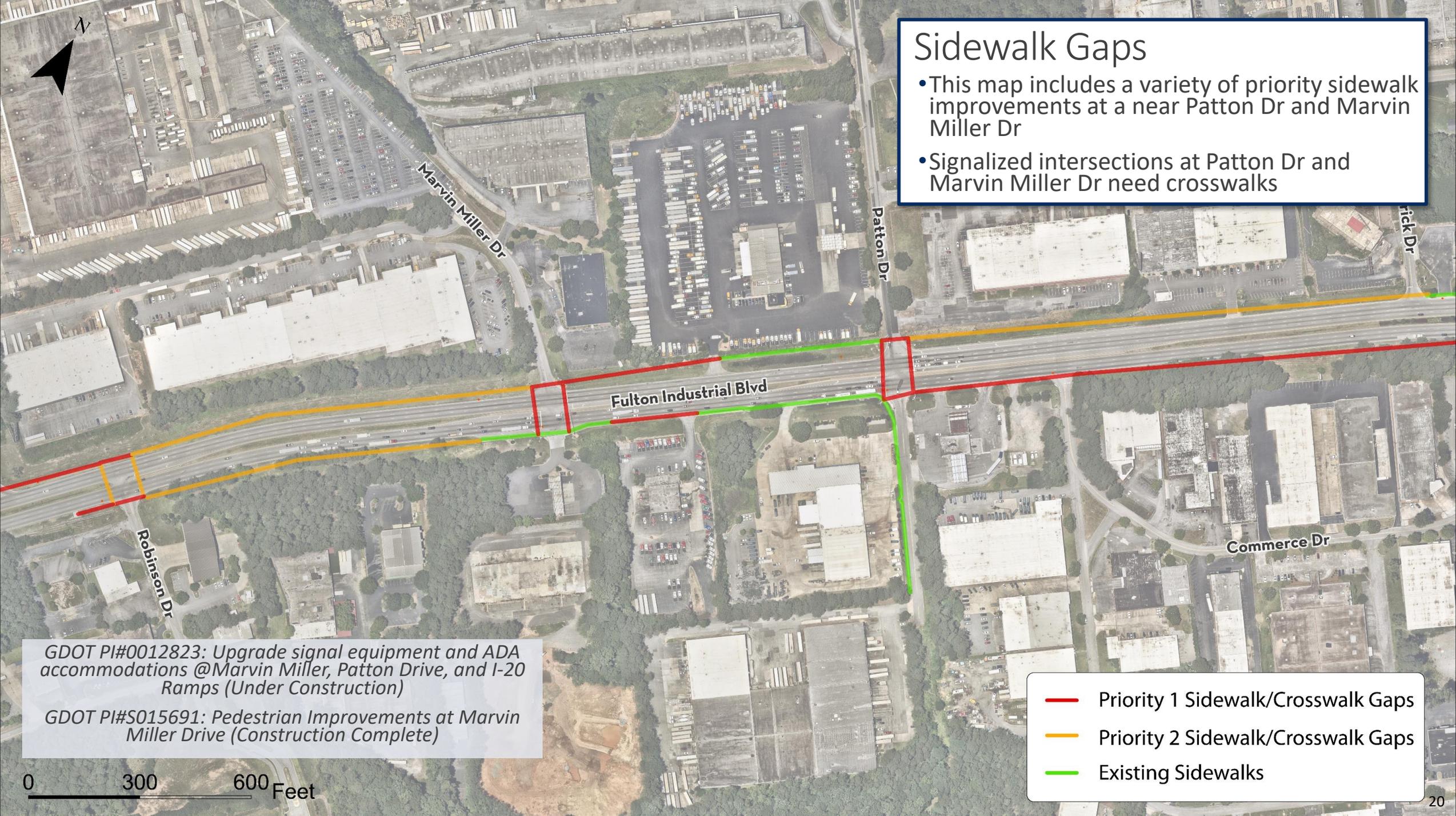
Sidewalk Gaps

- Priority 1
 - Small gaps in existing sidewalks along FIB
 - Quick fix, infill projects
- Priority 2
 - Longer gaps of missing sidewalks along FIB
 - Complete the sidewalk network
- Priority 3
 - Gaps near gateways along FIB
- Priority 4
 - Gaps along secondary streets



Sidewalk Gaps

- This map includes a variety of priority sidewalk improvements at a near Patton Dr and Marvin Miller Dr
- Signalized intersections at Patton Dr and Marvin Miller Dr need crosswalks



GDOT PI#0012823: Upgrade signal equipment and ADA accommodations @Marvin Miller, Patton Drive, and I-20 Ramps (Under Construction)

GDOT PI#S015691: Pedestrian Improvements at Marvin Miller Drive (Construction Complete)

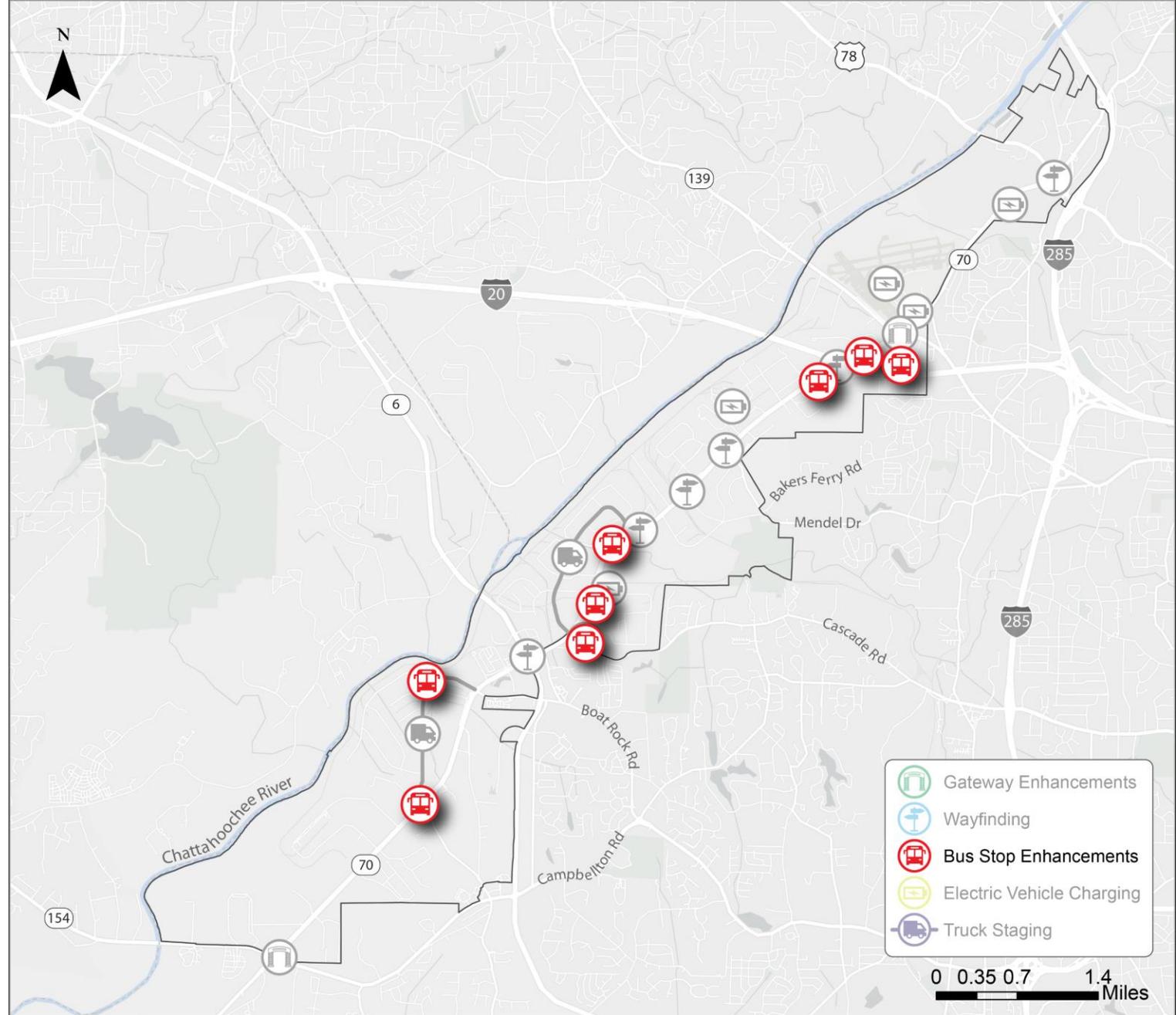
- Priority 1 Sidewalk/Crosswalk Gaps
- Priority 2 Sidewalk/Crosswalk Gaps
- Existing Sidewalks

0 300 600 Feet

Bus Stop Enhancements

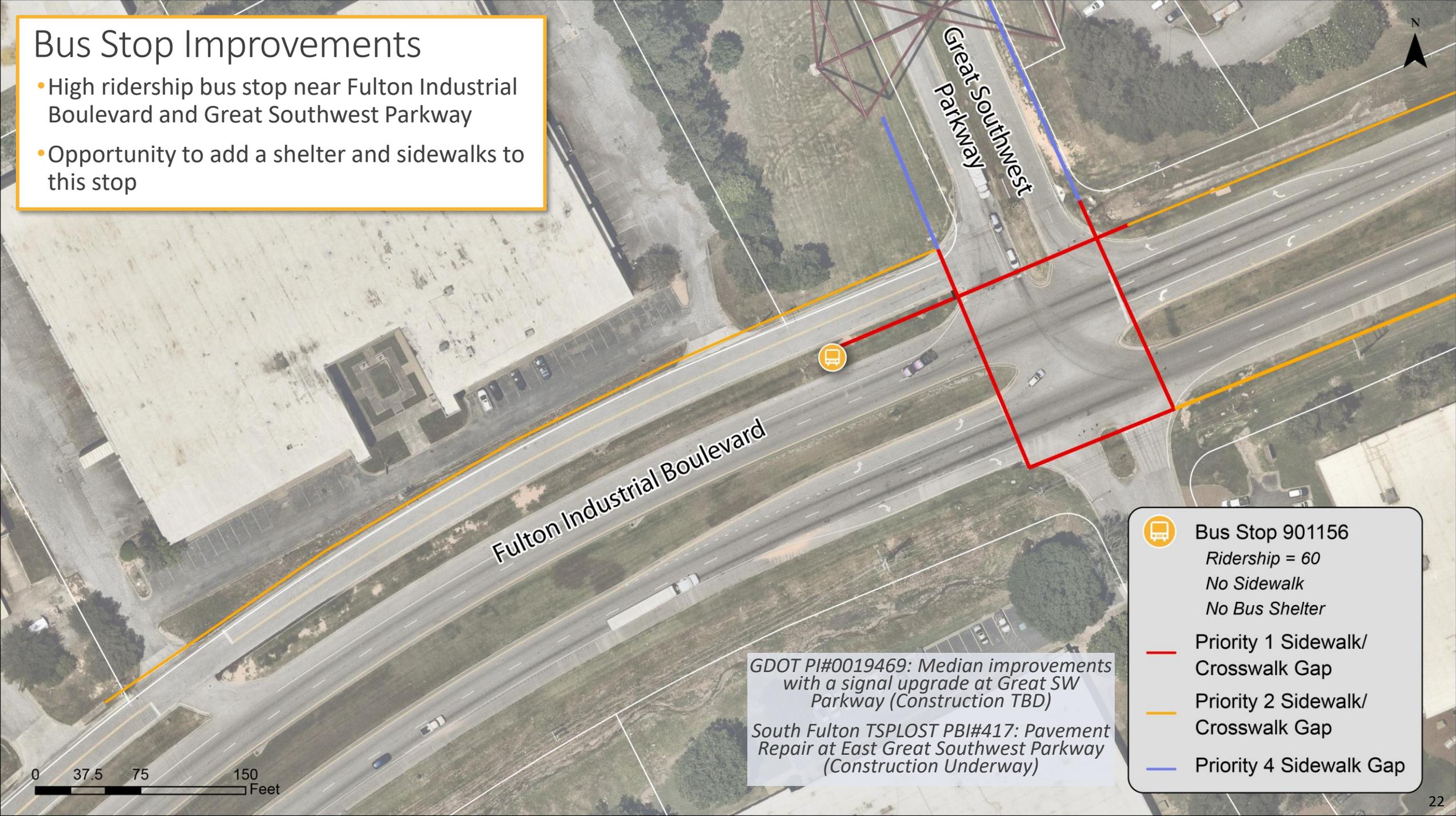
Bus stops identified have high ridership but lack a shelter or sidewalks

High ridership stops along FIB also present an opportunity for public art, placemaking, landscaping, and clean energy demonstrations



Bus Stop Improvements

- High ridership bus stop near Fulton Industrial Boulevard and Great Southwest Parkway
- Opportunity to add a shelter and sidewalks to this stop



Fulton Industrial Boulevard

Great Southwest Parkway

GDOT PI#0019469: Median improvements with a signal upgrade at Great SW Parkway (Construction TBD)
South Fulton TSPLOST PBI#417: Pavement Repair at East Great Southwest Parkway (Construction Underway)

 Bus Stop 901156
Ridership = 60
No Sidewalk
No Bus Shelter

 Priority 1 Sidewalk/
Crosswalk Gap

 Priority 2 Sidewalk/
Crosswalk Gap

 Priority 4 Sidewalk Gap

0 37.5 75 150 Feet

Power Generation Placemaking

Solar Bus Stops

Goal: Use solar energy to improve MARTA bus stops throughout the district

Example: [EnGo](#)

Features:

- 160W Power
- Battery for energy storage
- Charging station (USB A and C) for phones
- Wi-Fi Connection
- Seating
- Digital display for real-time arrivals

Installed at Rice University



Power Generation Placemaking Solar Bus Stops

Criteria:

- Has existing shelter
- Is not connected to power
- Recommended by MARTA for solar upgrade
- Prioritized by ridership

Stop Location

FIB @ Bakers Ferry Rd*

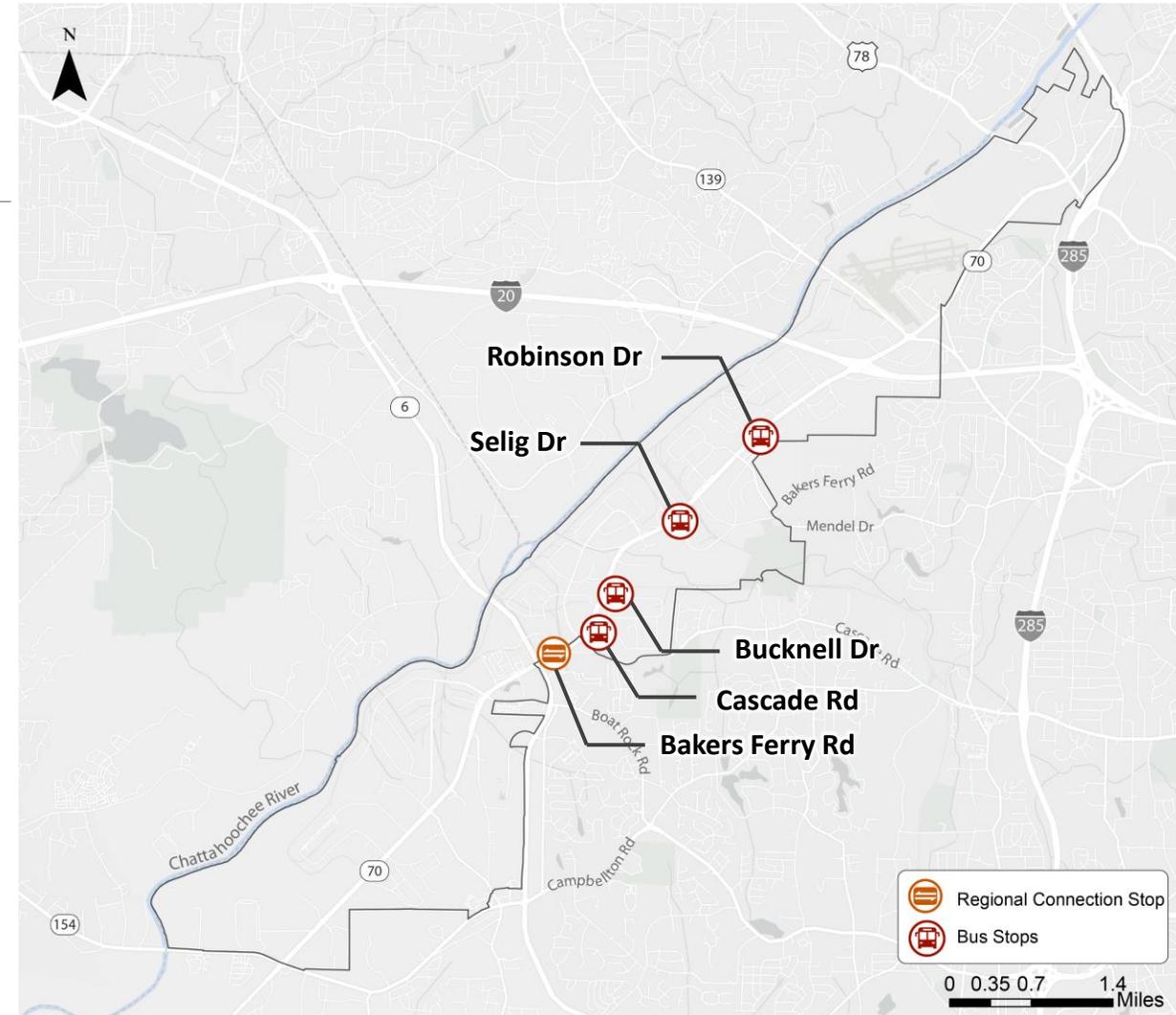
FIB @ Cascade Rd

FIB @ Bucknell Dr

FIB @ Selig Dr

FIB @ Robinson Dr

**Transfer center for Douglas county & MARTA riders (FIB at Bakers Ferry Rd)*



Truck Staging

Truck Staging

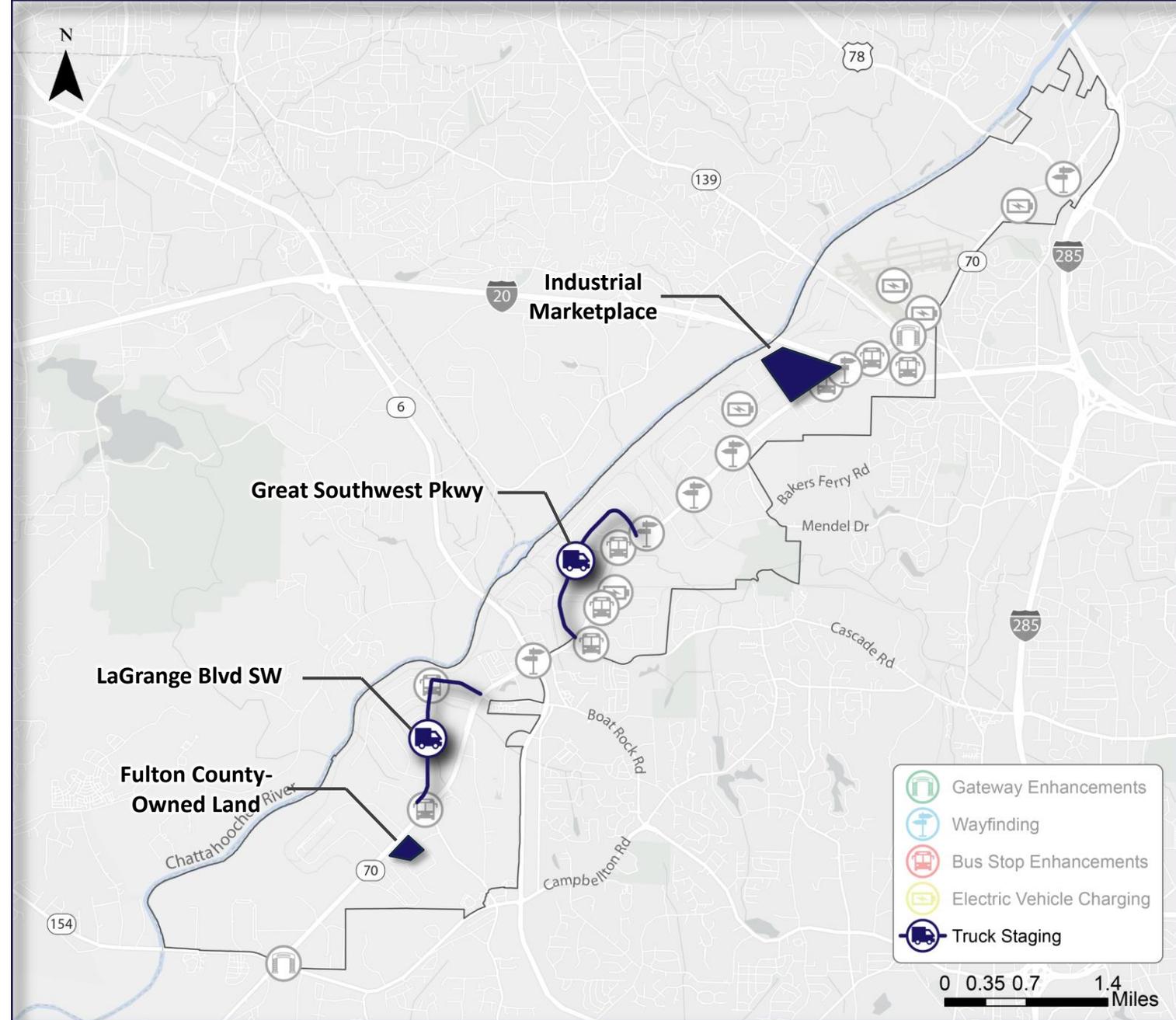
The Freight Cluster Plan identified hotspots for unauthorized truck parking throughout the region, including challenges along Fulton Industrial Boulevard. These hotspots have been analyzed to propose one potential location for truck parking.

Criteria for Streets:

- City-owned
- Divided by median
- 4-lanes

Criteria for Land:

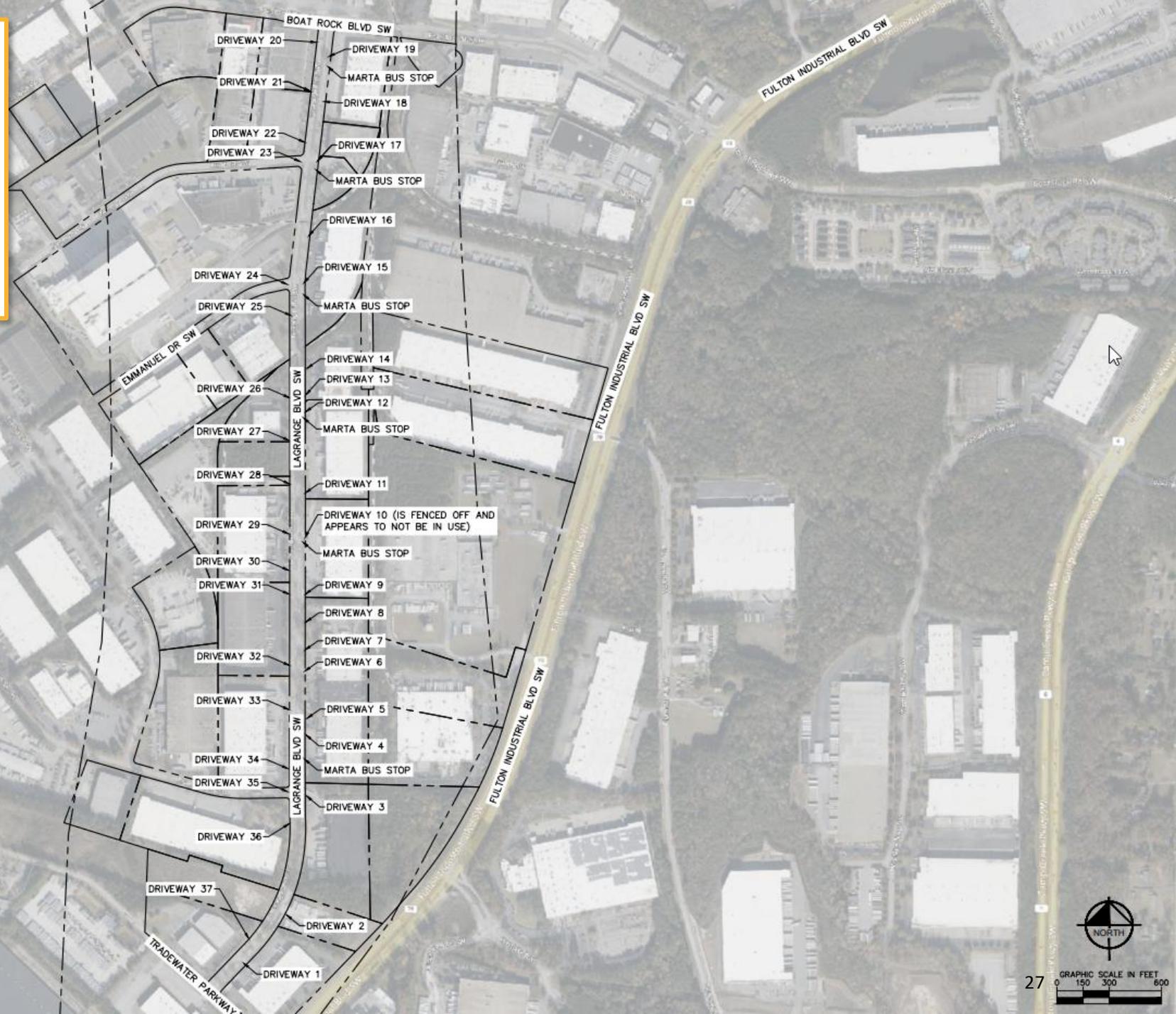
- Owned by municipality
- Currently unused
- Greenfield development opportunity



Truck Staging on LaGrange Boulevard

Driveways Overview

- Parking spaces include GDOT standard sight distance requirements for right-out turns
- Assumes closures of medians (striping) adjacent to parking spaces
- Total Spaces: 19





Truck Staging on LaGrange Boulevard
Current State

- Unauthorized truck parking in travel lanes
- Blocking MARTA stops
- Blocking driveways
- Inadequate sight distances

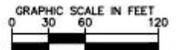
TREES SHALL BE LIMBED UP A MINIMUM OF 7 FEET AT THE TIME OF INSTALLATION (IN PERPETUALLY) TO KEEP BUFFER ZONES CLEAR AT THE TRIANGLE'S SIGHT DISTANCE.

SITE PLAN LEGEND:

- PROPERTY LINE
- [Solid Grey Box] SIGHT DISTANCE TRIANGLE AREA
- [Dotted Box] POSSIBLE MEDIAN CLOSING
- [Hatched Box] MARTA BUS STOP PAINTED AREA



Truck Staging on LaGrange Boulevard
Parking Spaces Detail 1
 South end of LaGrange Blvd
 Total Spaces: 10
 Total Median Closures: 2



Clean Energy

ELECTRIC VEHICLE CHARGING

POWER GENERATION TOOLKIT

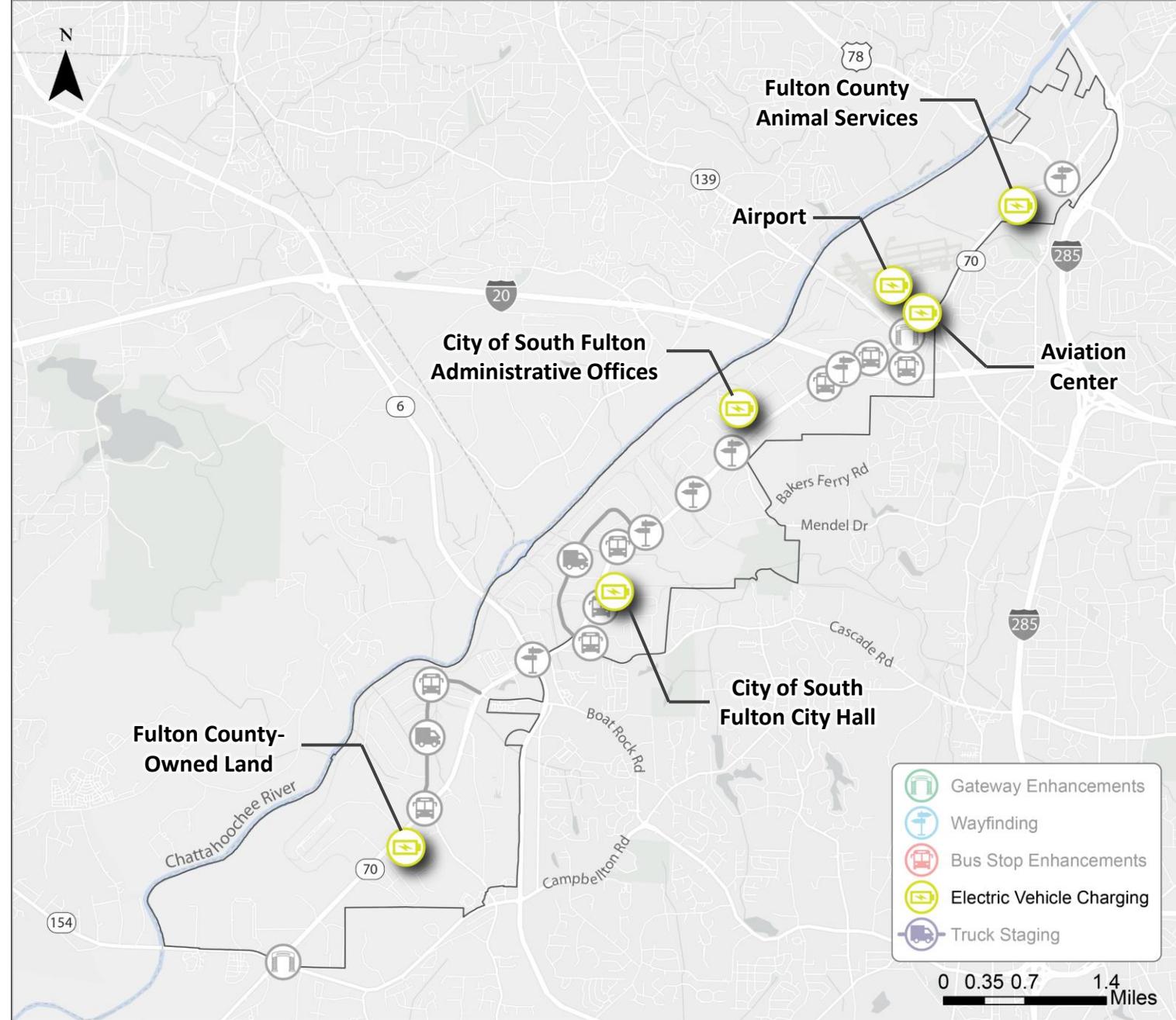
Electric Vehicle Charging



Riverside EpiCenter, Austell GA

Criteria:

- Public property
- Locations where users are expected to stay for 30 mins or more
- Publicly accessible



Power Generation Placemaking

EV Charging Hub @ Aviation Center

Goal: Cars parked at Aviation Center can charge and/or highway traffic can be directed to public charging hub. Solar may be used to offset electricity.

Option A: Level 2 EV chargers can be powered from the Aviation Center building/meter. Solar landscape features or a solar canopy can be implemented in tandem with the chargers.

Option B: A third-party charging vendor can provide DC Fast Charging in the parking lot with a separate utility connection, under the Georgia Power Make Ready Program



Cobb County EMC EV chargers with solar flowers

Clean Energy Toolkit

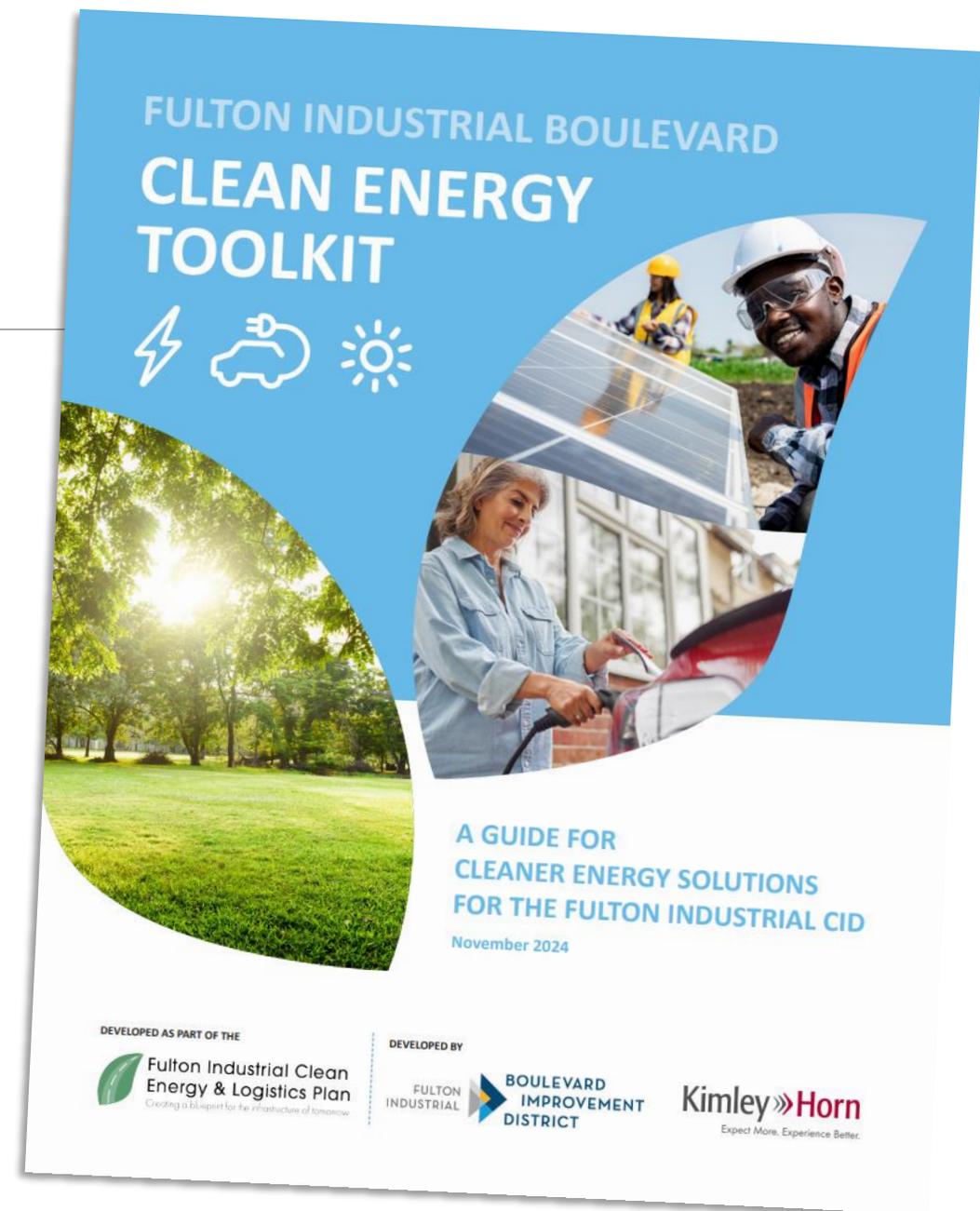
Provides key knowledge for business owners interested in adding solar or EV chargers

Considerations for equipment types and various installation options

Provides visual examples

Identifies utility programs for EV and solar

Identifies local vendors who provide EV and solar services



Georgia Power EV Programs

Business Charging Rebate Program (Private Charging)

Tier 1	Tier 2	
Level 2 Chargers Number of Chargers: 5 or less Rebate: \$50/kW per charger Up to \$2,000 rebate per project.	Level 2 Chargers Number of Chargers: 6 or more Rebate: \$250/kW per charger Up to \$20,000 rebate per project. Up to \$40,000 per year.	DC Fast Chargers Number of Chargers: 1 or more (regardless of other chargers) Rebate: \$100/kW per charger Up to \$20,000 rebate per project. Up to \$40,000 per year.

Make Ready Program (Public Charging)

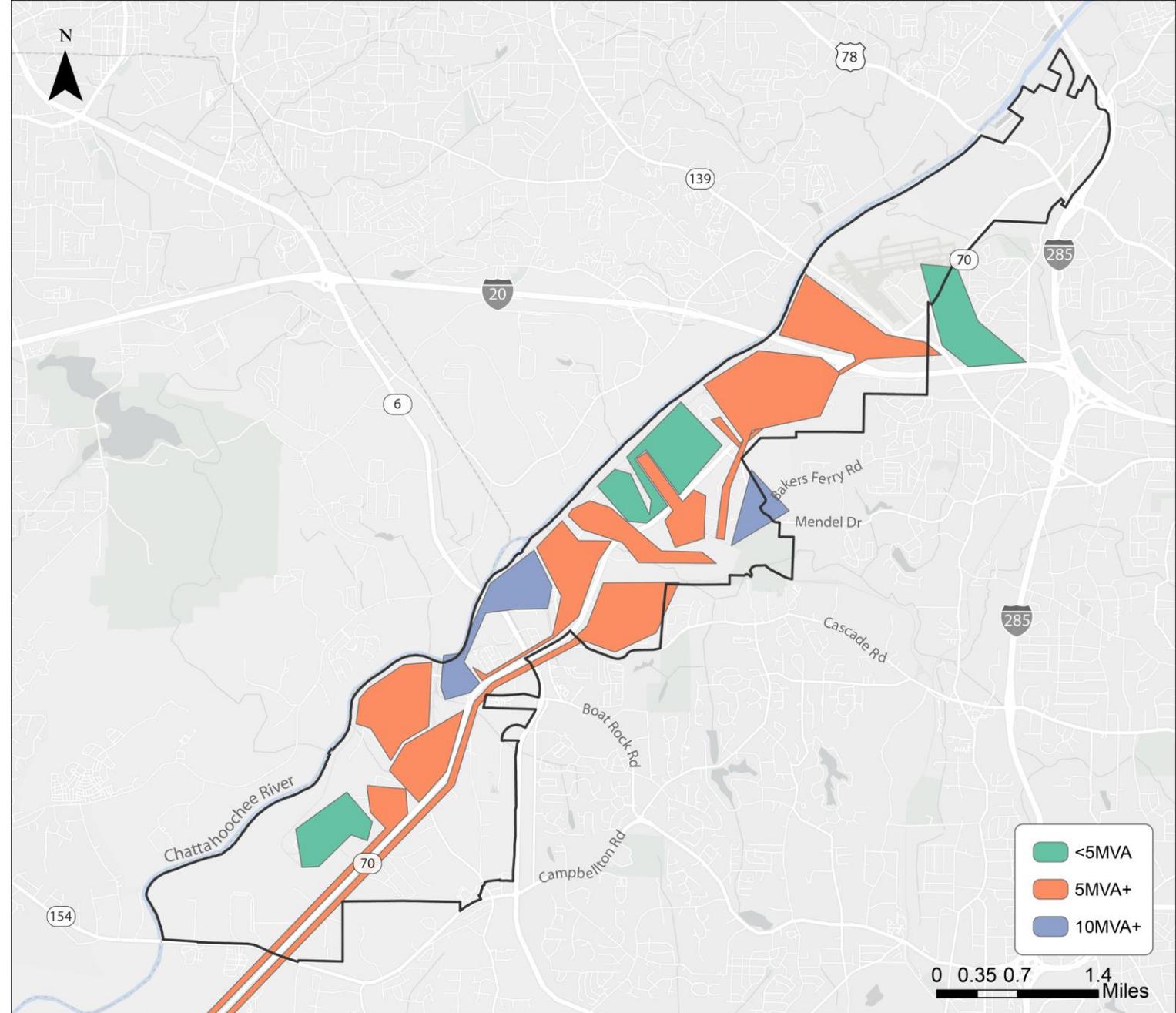
- Up to \$300k in infrastructure investments
- Minimum 6 Level 2 chargers OR 1 DC Fast Charger
- Georgia Power owns and maintains equipment up to the charger terminals

Utility Capacity*

Key Takeaway: The CID has significant distribution capacity, making EV and solar installations feasible.

- <5MVA
 - Likely to need infrastructure upgrades to support large-scale solar or DC Fast EV charging installations
- 5MVA+
 - Ability to support small solar and/or Level 3 EV charging installations (2-3 chargers) without upgrades
 - Larger projects may still require infrastructure upgrades
- 10MVA+
 - Ability to support large-scale solar and/or large EV charging hubs (10+ fast chargers) without upgrades

*Preliminary and subject to change. All site capacities must be determined by Georgia Power for each individual project.



Industrial Marketplace and Amenity Hub

UPDATED VISION

Recent Activities and Benefits of the Area

Influence from inside and outside the District has poised Fulton Industrial Boulevard for improvement:

Revitalization Efforts:

- Interchange landscaping and branding
- Landscape maintenance and trash pickup
- Safety and security coordination with local governments
- Acquisition of key properties near I-20 interchange by Fulton County

Benefits and Advantages:

- Regional access via I-20, I-285, SR 6
- Established industrial district
- Fulton County Executive Airport
- Lower rents - Attractive to businesses priced out of other areas (film, flex office, fabricators, showrooms, etc.)
- Demand for Trucker Amenities – High demand, Limited private stops, GDOT closing rest stops

Upcoming Infrastructure Projects:

- Georgia Department of Transportation (GDOT) I-20 @ I-285 interchange project
- Fulton County Airport Improvements
- Chattahoochee Riverlands

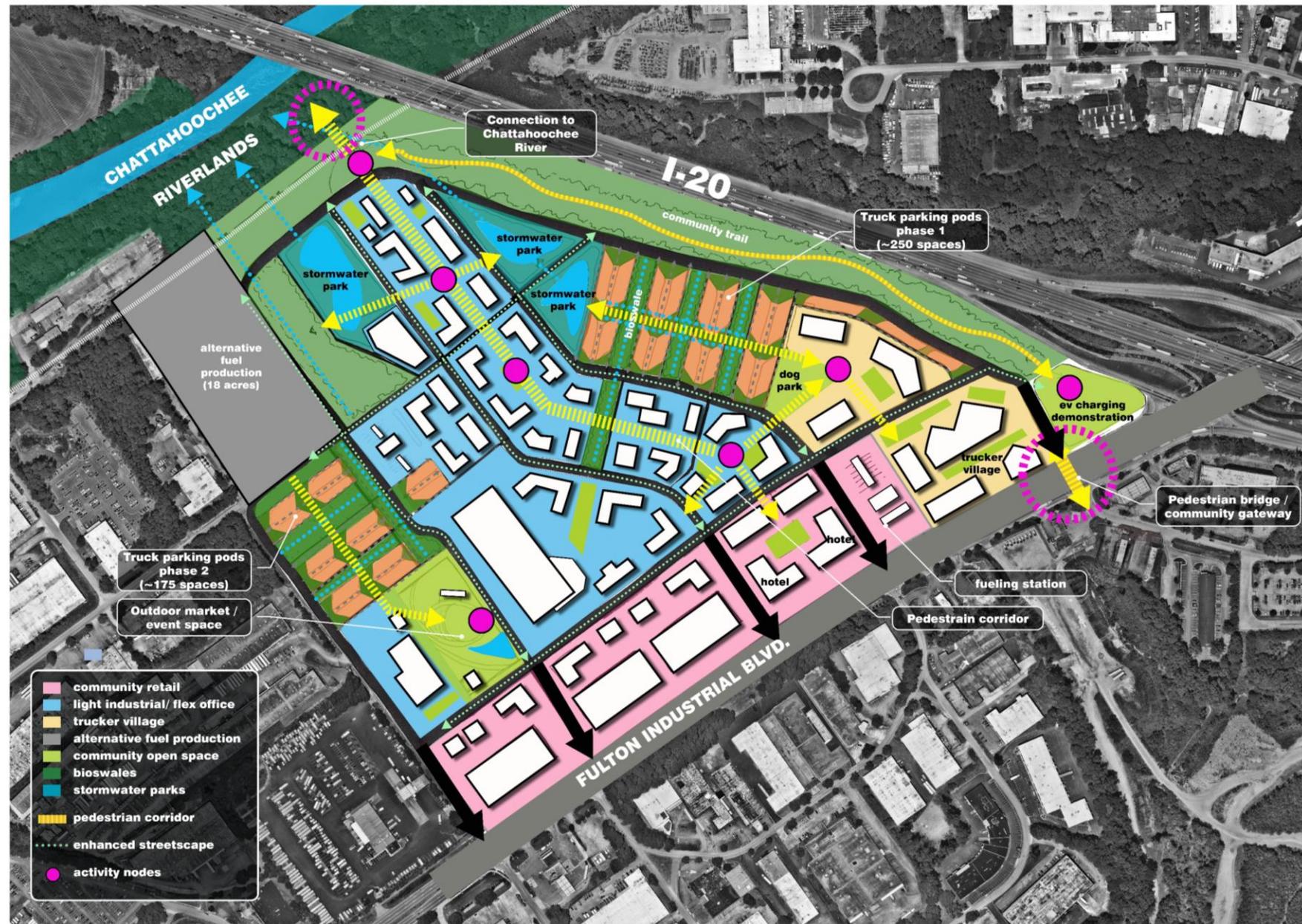
Industrial Marketplace

Conceptual Framework



Pedestrian Bridge

- Establishes brand for the district
- Presents a gateway and an increased sense of arrival
- Promotes connection across Fulton Industrial Boulevard



Travel Center Amenities

TRUCKER AMENITIES AND ATTRACTIONS

- Hotel
- Laundry
- Showers
- Truck Wash
- Restrooms
- Parking (Safe and well lit)
- Driver Lounge
- Truck Service Station and Tire Shop / Diesel Repair Shop
- Barber
- Scale / Weigh station
- Wi-Fi
- Restaurant- sit down; fast food; 24 Hr.
- Convenience Store
- Vending
- Pet Grooming/ Vet services
- Dog Park
- Chiropractor
- Gym/workout rooms
- Game rooms
- Movie Theater
- Gift shops
- ATM Machines
- All-faith worship centers
- Misc. recreational facilities - roller coasters
- Western Union, Bank, ATM
- Business Center



TOP U.S. TRUCK STOPS

- Iowa 80 (Walcott, Iowa)
- South of the Border (Hamer, South Carolina)
- Whiskey Pete's in Primm (Primm Nevada)
- Kenley 95 Petro (Kenly, North Carolina)
- Jubitz Travel Center (Portland, Oregon)
- Big Apple Travel Center (Joplin, Missouri)
- Dysart's Restaurant and Truck Stop (Hermon, Maine)
- Flynn's Truck Plaza (Shrewsbury, Massachusetts)
- Big Horn Travel Center (Fort Worth, Texas)
- Little America (Little America, Wyoming)
- Keystone Restaurant and Truck Stop (Loretto, Pennsylvania)

Trucker Village and Retail Character

Concrete, stone, exposed metal, and large-scale textures retain the industrial feel of the boulevard.



Stormwater Management and Open Space

Stormwater detention ponds become an amenity with the inclusion of native plantings and paths.



Clean Power Generation

Opportunity to include within the Industrial Marketplace

Hydrogen is one of the key fuels required to support decarbonized long-haul trucking

New electrolysis production method uses less land area

Combining hydrogen generation and fueling on-site eliminates transportation costs



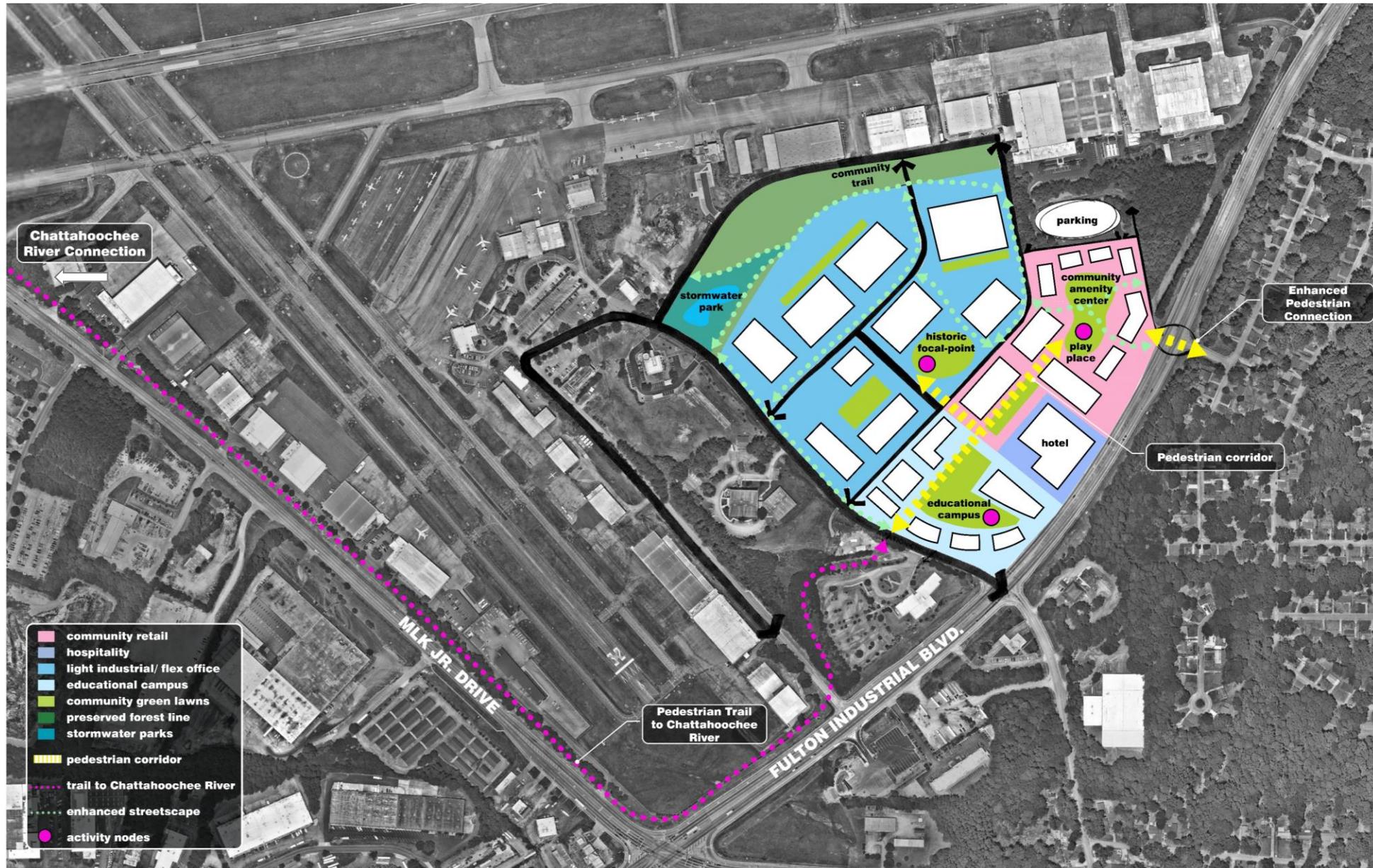
Plug Power Hydrogen Hub in Woodbine, GA

Airport Innovation District

DRAFT VISION

Airport Innovation District

- Educational Campus acts as threshold, offering workforce development and functioning as a training center
- Pedestrian connection to the Aviation Community Cultural Center and to the Chattahoochee River
- Community amenities for nearby neighborhoods, including a community pocket park and playground
- Community Trails and a Stormwater Park as a form of outdoor recreation
- Hotel for airport patrons and the nearby community
- Parcels for light manufacturing and distribution needs



Next Steps – Phase 3

Detailed Project Action Plan

- Including connections to other projects in the District

Project Costing

Exploration of funding and grant opportunities

Additional gateway, landscaping visualizations

- Explore mural locations

Additional stakeholder engagement

- Truck staging
- Industrial marketplace
- Airport innovation district
- Gateway and landscaping enhancements