



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

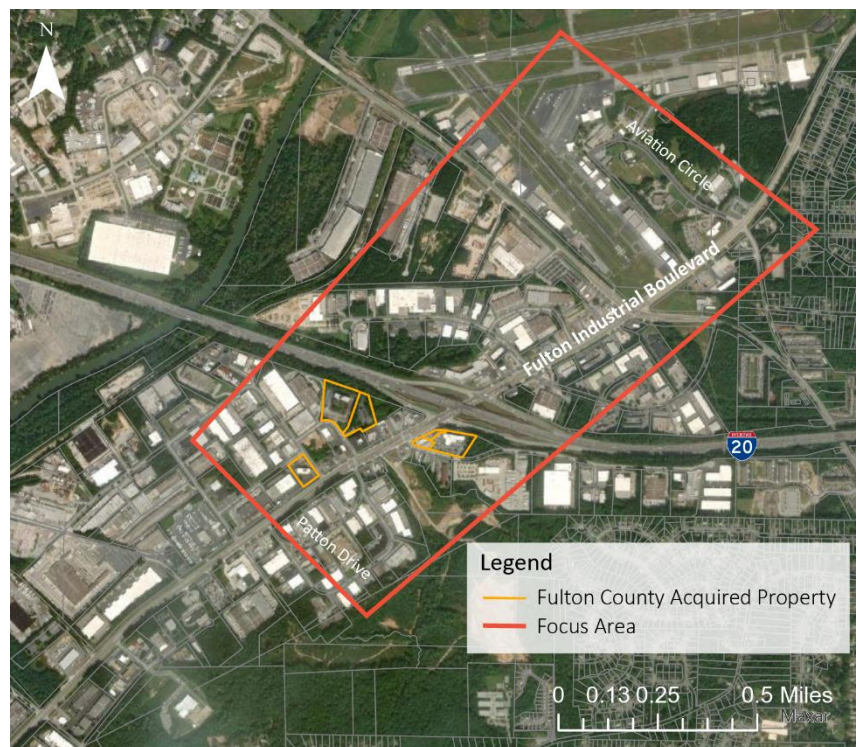
As part of ongoing efforts to revitalize the Fulton Industrial Boulevard area, the Fulton Industrial Boulevard Community Improvement District (Boulevard CID) and Fulton County staff hosted a visioning session for the Interstate 20 and Fulton Industrial Boulevard interchange. The two organizations engaged 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