



Delivering the Goods: Regional Freight Planning with a Local Focus

**Georgia Planning
Association
2025 Fall Conference**

MATS 2050 Freight Plan

October 8, 2025

Agenda

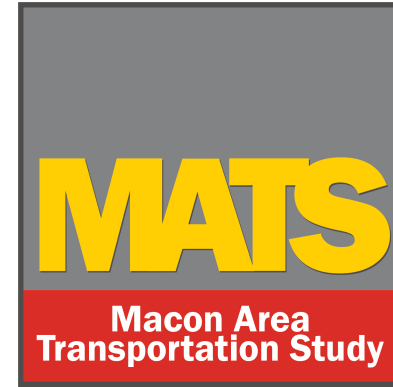
- **Plan Overview**
- **Freight in MATS Planning Area**
- **Economic Market Study Findings**
- **Stakeholder Engagement**
- **Closing Remarks**





Project Overview

The Team



Gresham Smith



Plan Background



Historic Context

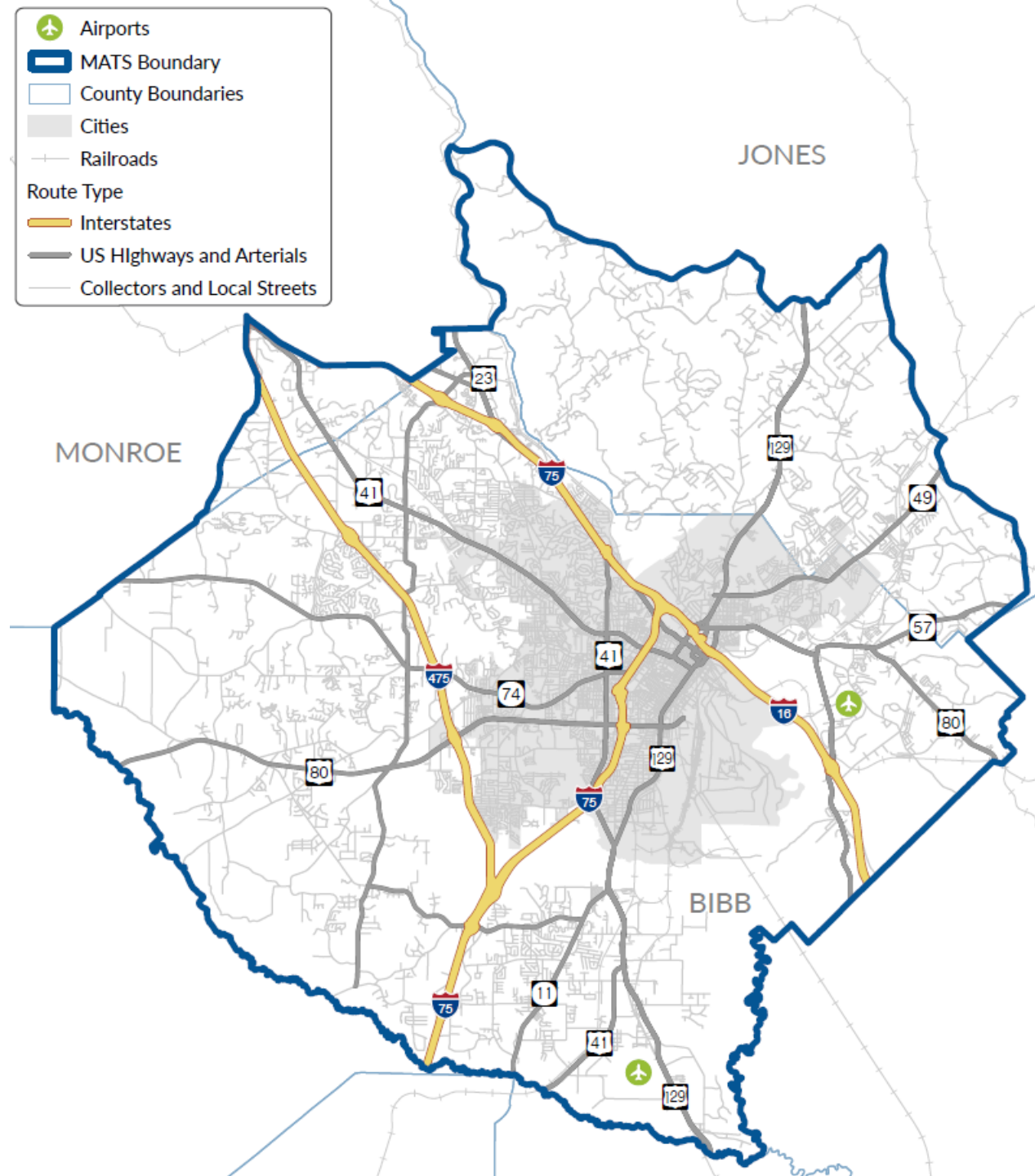
- GDOT had been requesting a freight plan since 2017, but Local Match was a stumbling block
 - 2 CFR 200.306 – Can't match Federal \$ with other programmatic Federal \$
 - U.S. Treasury guidance on ARPA suspended 2 CFR 200.306, allowing those funds for Local Match
- Project was started shortly after 2050 MTP adoption (May 2022), and will serve as input to 2050 MTP Update (May 2027)

Objectives

- Analyze freight handling capabilities within the region
- Forecast future freight activity and growth through 2050
- Assess freight network needs – including strengths, weaknesses, opportunities, threats, vulnerabilities, and community impacts
- Coordinate with ongoing freight related studies and projects
- Identify potential projects, improvements, and strategies to facilitate efficient movement of goods

Study Area

- Macon Area Transportation Study (MATs) Metropolitan Planning Organization (MPO)
- Includes Macon-Bibb County, Southwest Jones County, Southeast Monroe County
- I-16, I-75, I-475, and other major roads
- Approx. 171,000 residents in 2020, anticipated to grow to 178,000+ by 2050



Winter

Spring

Summer

Fall

Winter

Spring

1

Stakeholder Advisory Committee & Project Management

Advisory Group Meetings

Key Interviews & Survey

Website Updates

Website Updates

Website Updates

2

Freight Needs Assessment

Existing & Future Goods Movement

Regional Profiles

Bottlenecks & Safety

3

Land Use Assessment

4

Economic Development Market Assessment

5

Environmental & Community Impact Assessment

6

Vulnerabilities & Resiliency

7

Project Recommendations

8

Final Report & Documentation

2024

2025

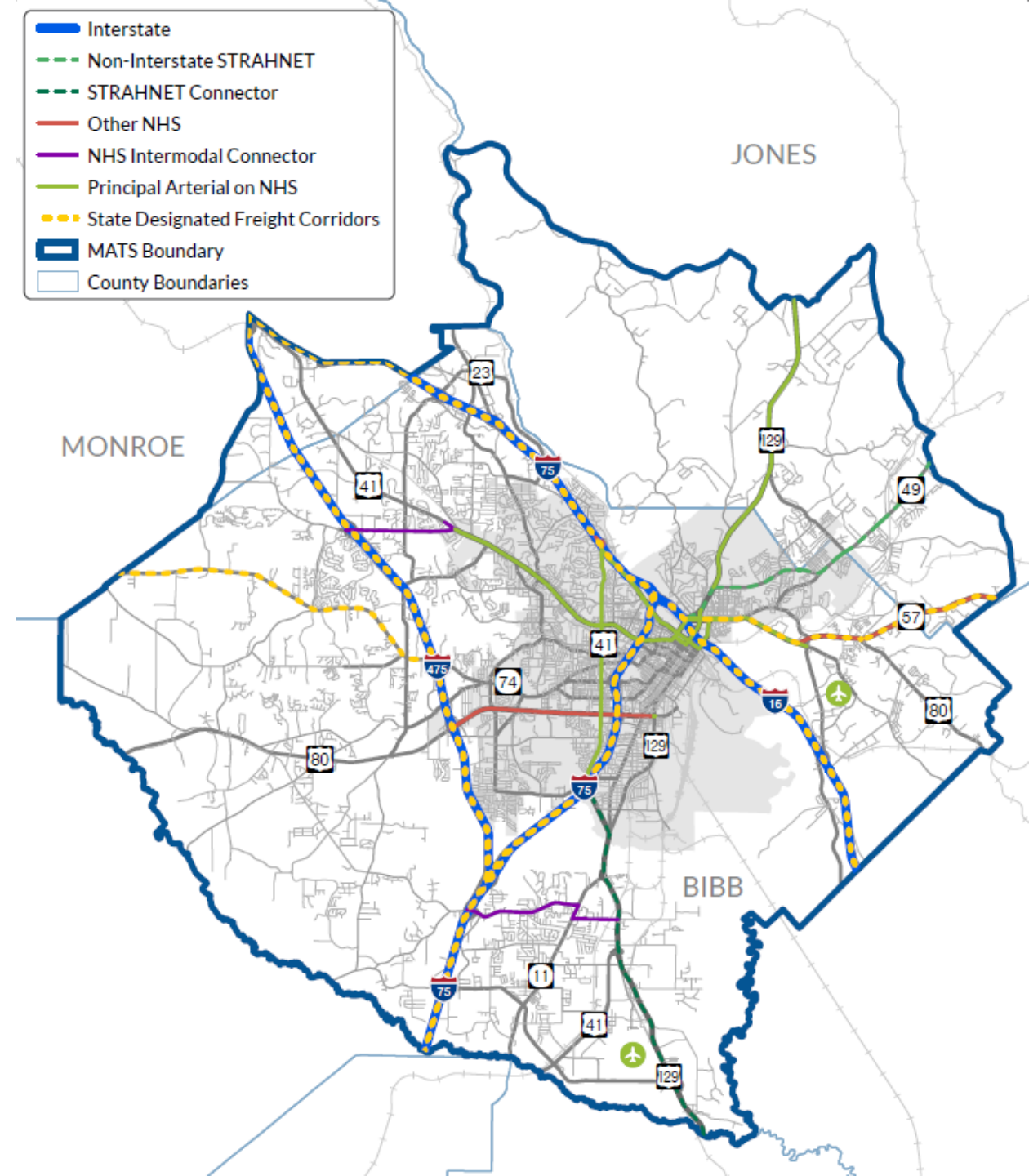


Existing Conditions Overview

Freight Highway Network

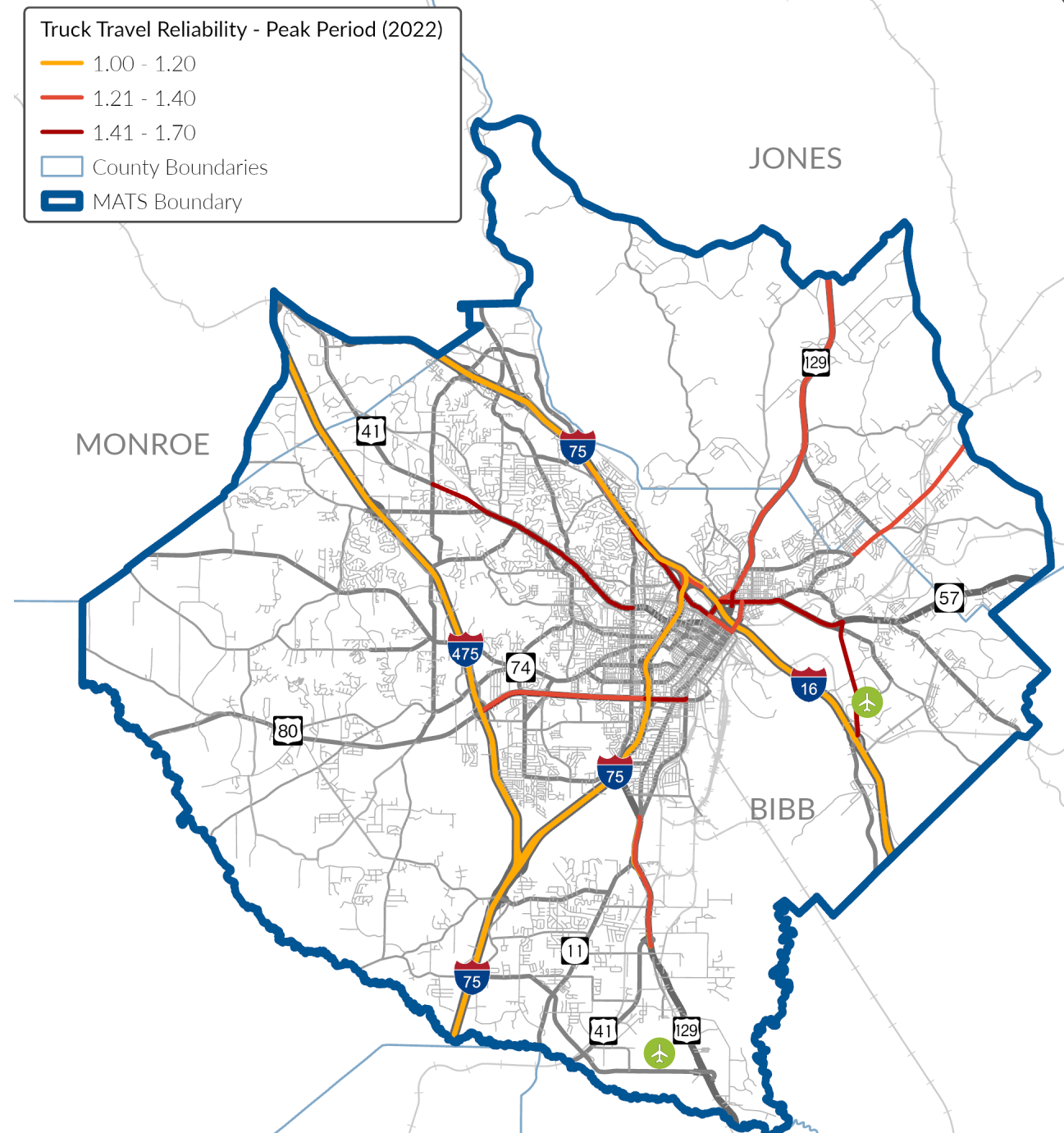
Interstates and arterial roadways carry the greatest volume of traffic, including freight traffic – they provide connections across and outside of the region (~260 mi)

Local roads and collector roads provide access to distribution centers, warehouses, and other freight generators (~1,222 mi)



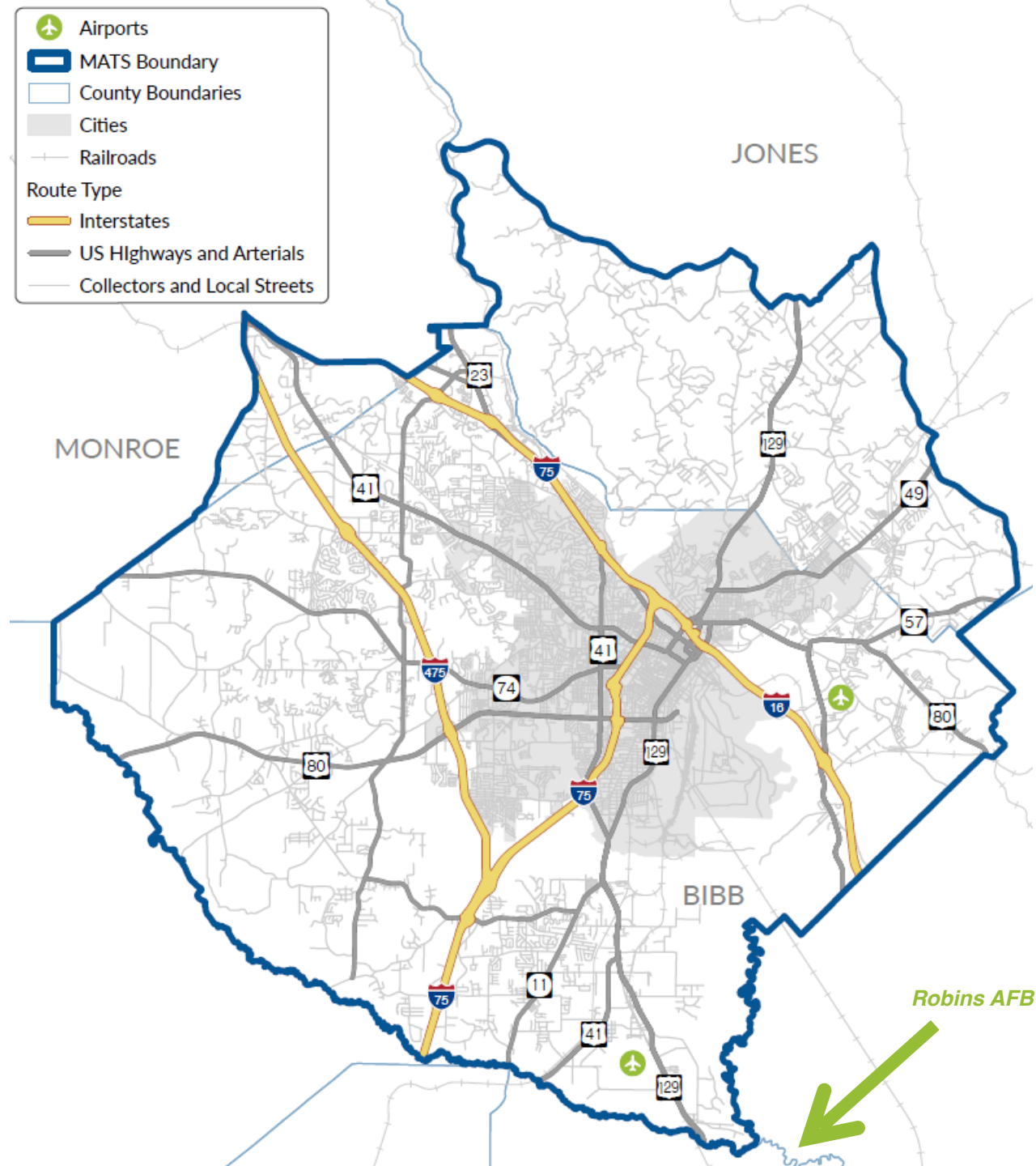
Truck Travel Time Reliability Index

- Travel time reliability measures the extent of unexpected delay – the consistency or dependability in travel times, measured day-to-day or across different period of times
- TTTR is a national freight performance measure that divides the 95th percentile travel time by the 50th percentile travel time
- Routes with high TTTR values (low reliability) include US 41 between Pierce Ave and Zebulon Rd, US 23 between US 129 and I-16 near the Macon Downtown Airport



Airports

- Macon Downtown Airport (general aviation) – one runway
- Middle Georgia Regional Airport (commercial service) - two runways
 - No scheduled air cargo service, but accommodates ad hoc commercial airline belly-hold
- Robins Air Force Base – just outside the study area

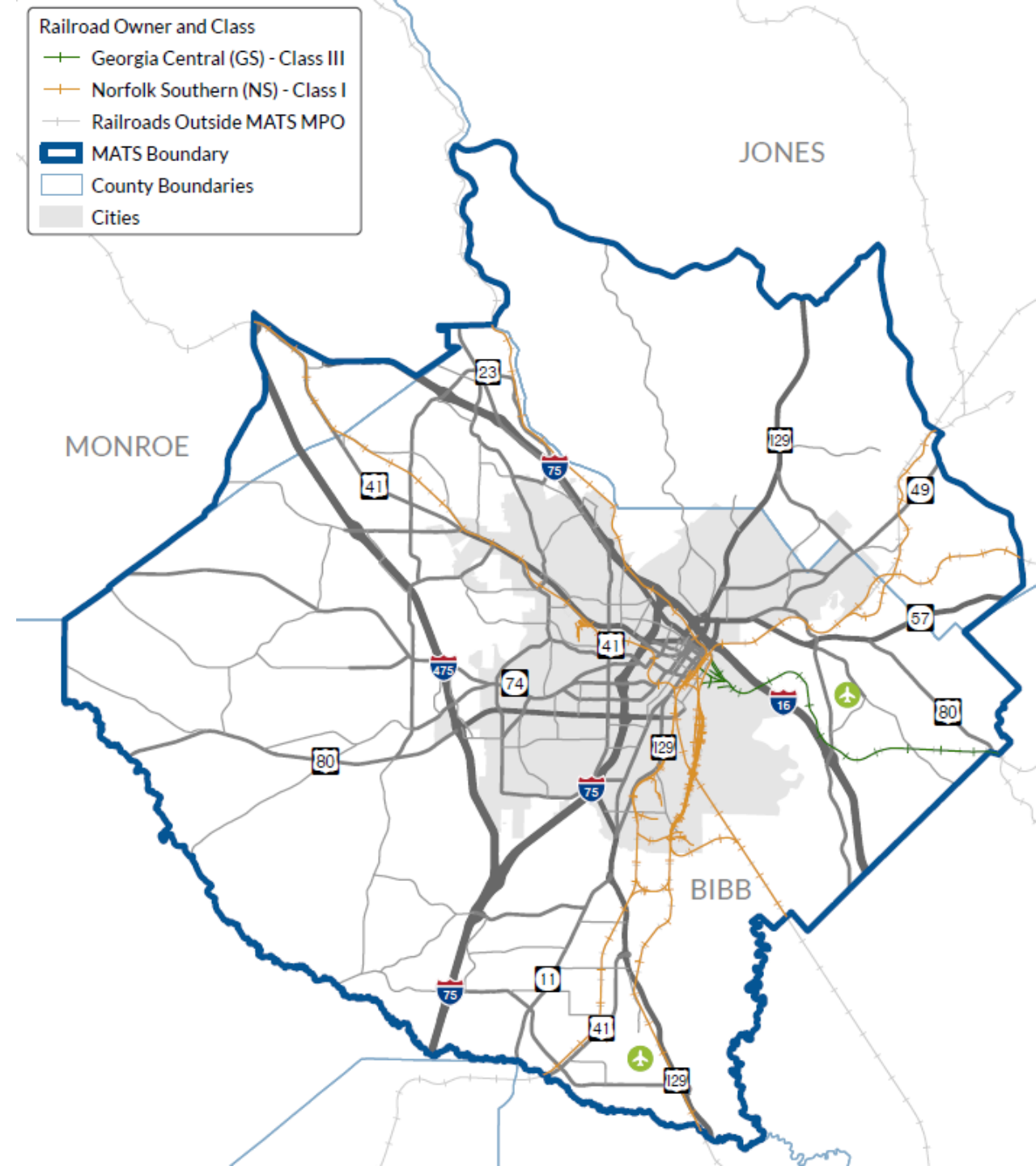


Robins AFB



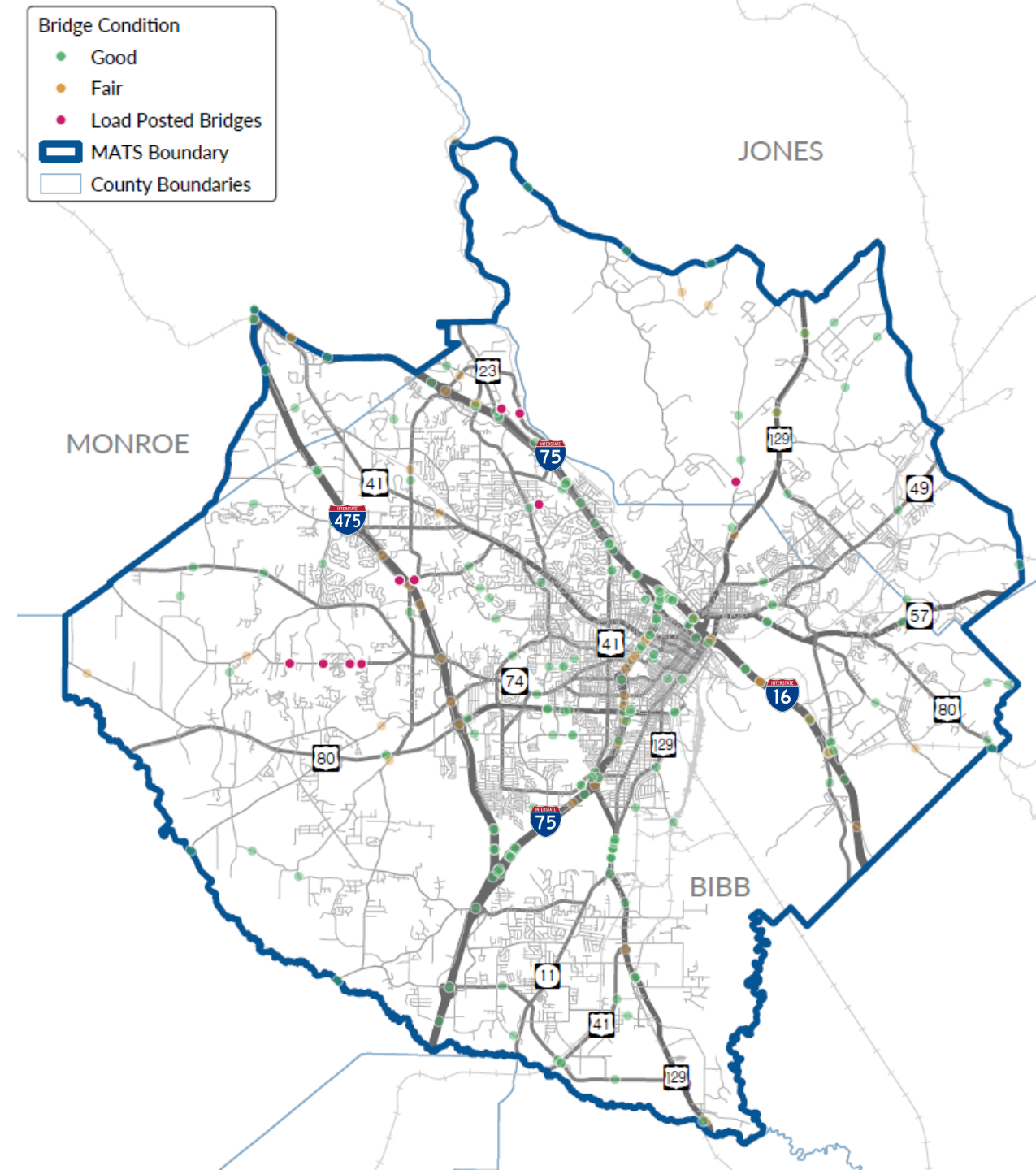
Railroads

- Facilitates freight movement between Port of Savannah and Atlanta
- Class I – Three lines north of Macon and three to the south (Norfolk Southern)
- Class III – One line east of Macon (Georgia Central Railway)
- Brosnan Yard – moves over 10,000 railcars per week



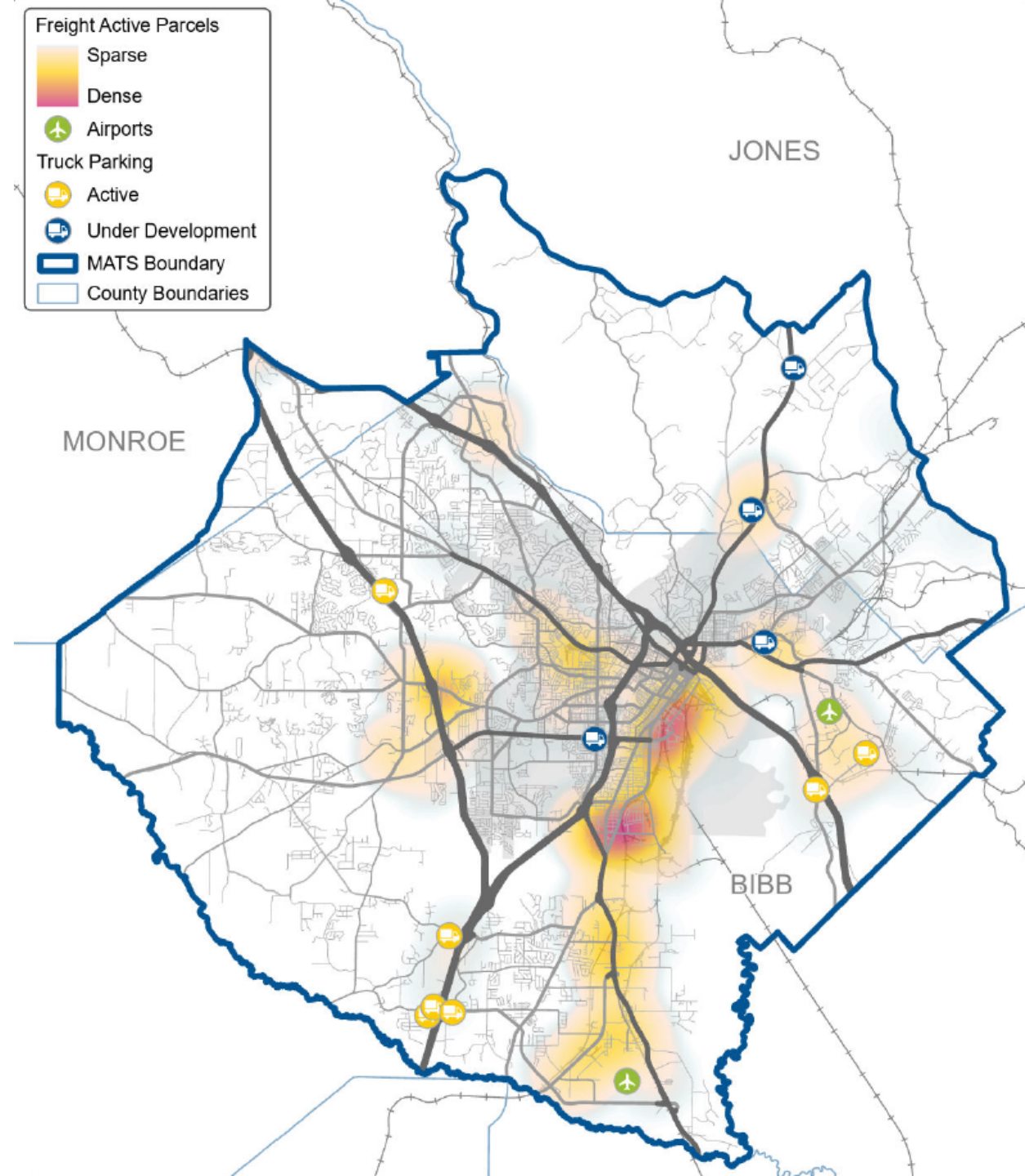
Bridges

- Total of 247 bridges in the MATS planning areas
- Most in good condition (77%), some in fair condition (23%)
- Ten load posted bridges, mainly over creeks and streams



Freight-Oriented Land Uses

- Primarily in central and southern Bibb County, including City of Macon
- Jones County – Near Postell and Ruby Quarries
- Adjacent to I-75, I-16, I-475, US 41 and US 129
- Primarily manufacturing, warehouses, distribution centers
 - Also includes some agricultural, auto dealerships, and other commercial property



Examples of Warehouses/ Industrial Uses



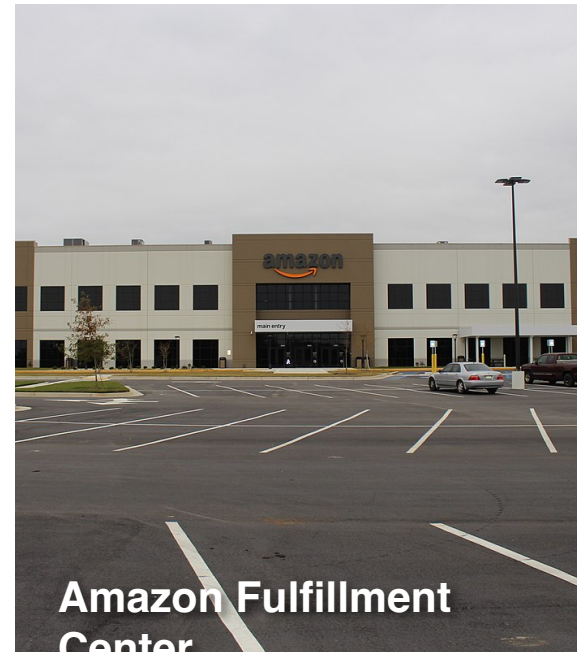
Irving Consumer Products

- Built 2019
- 700,000 SF RBA
- Manufacturing



Graphic Packaging

- Built 1955
- 35 + acres
- Manufacturing



Amazon Fulfillment Center

- Built 2018
- 95+ acres
- Warehouse



Kumho Tire

- Built 2016
- 130+ acres
- Manufacturing

Future Land Use Assessment

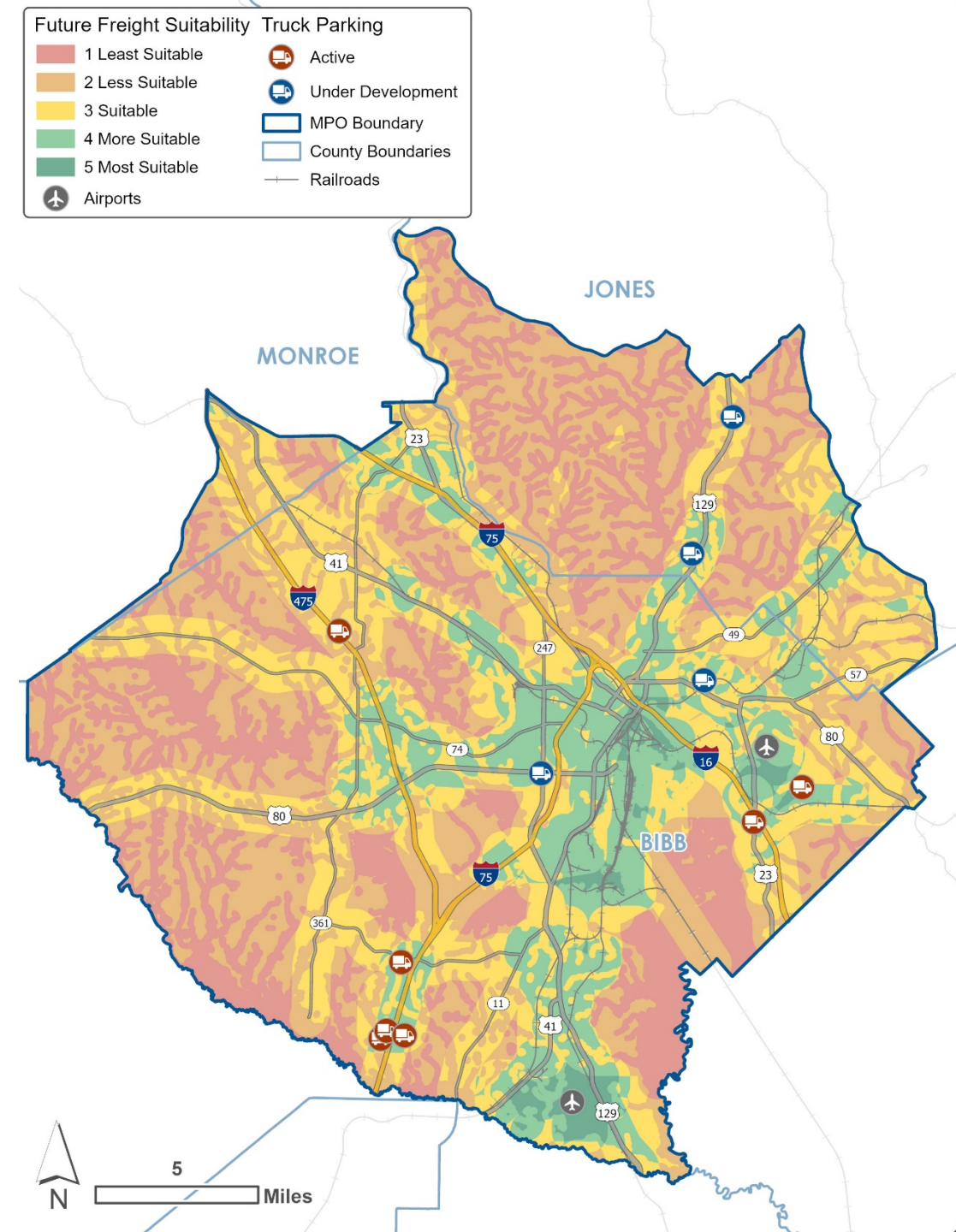
Identified vacant, undeveloped, and agriculture/forestry parcels
Perform a suitability analysis based on a series of factors:

Score Increase:

- Proximity to freight networks (interstates, major roadways, airports, and rail facilities)
- Proximity to existing clusters of freight parcels

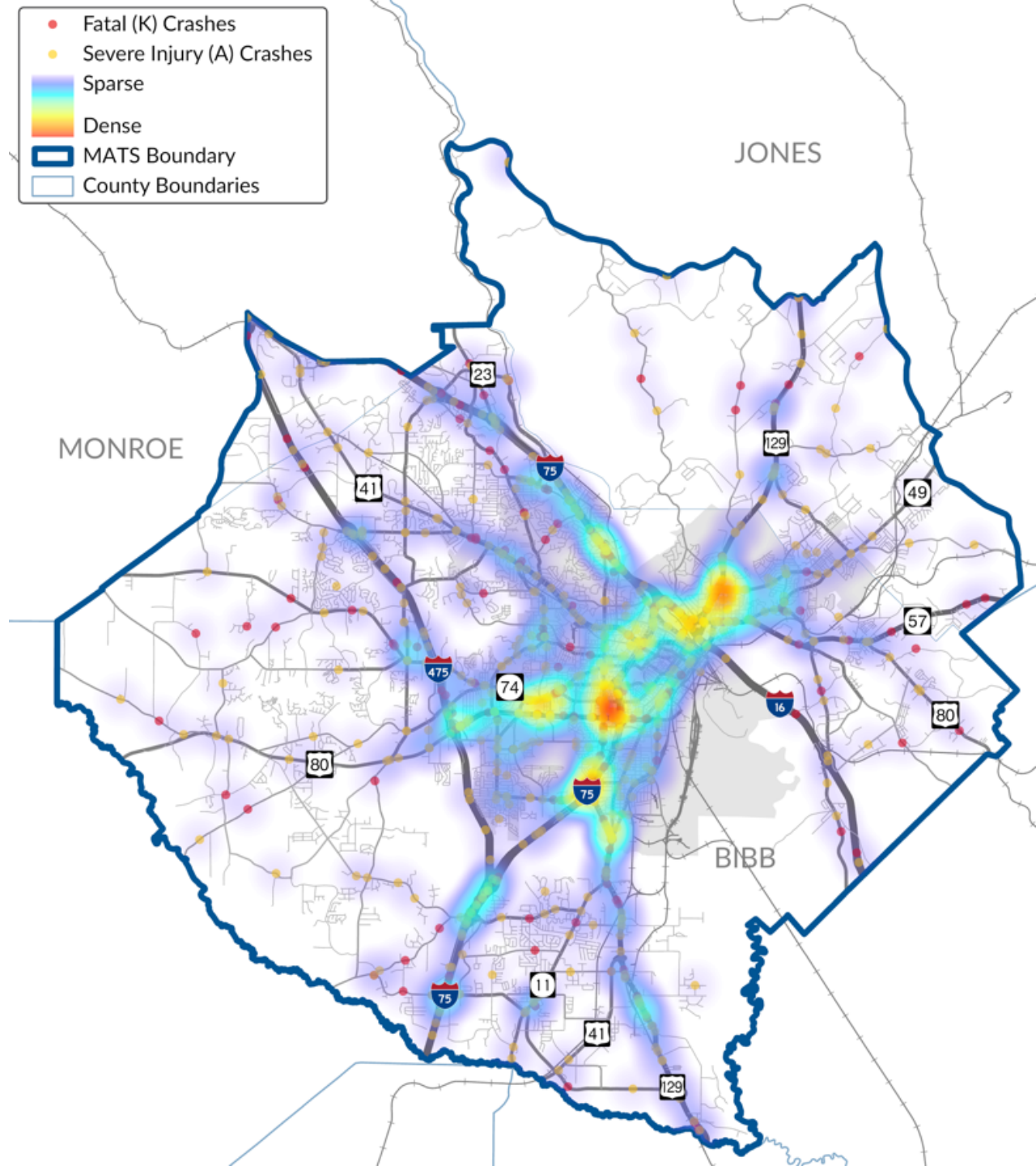
Score Decrease:

- Proximity to residential uses
- Proximity to environmental features (water bodies and wetlands)



Safety

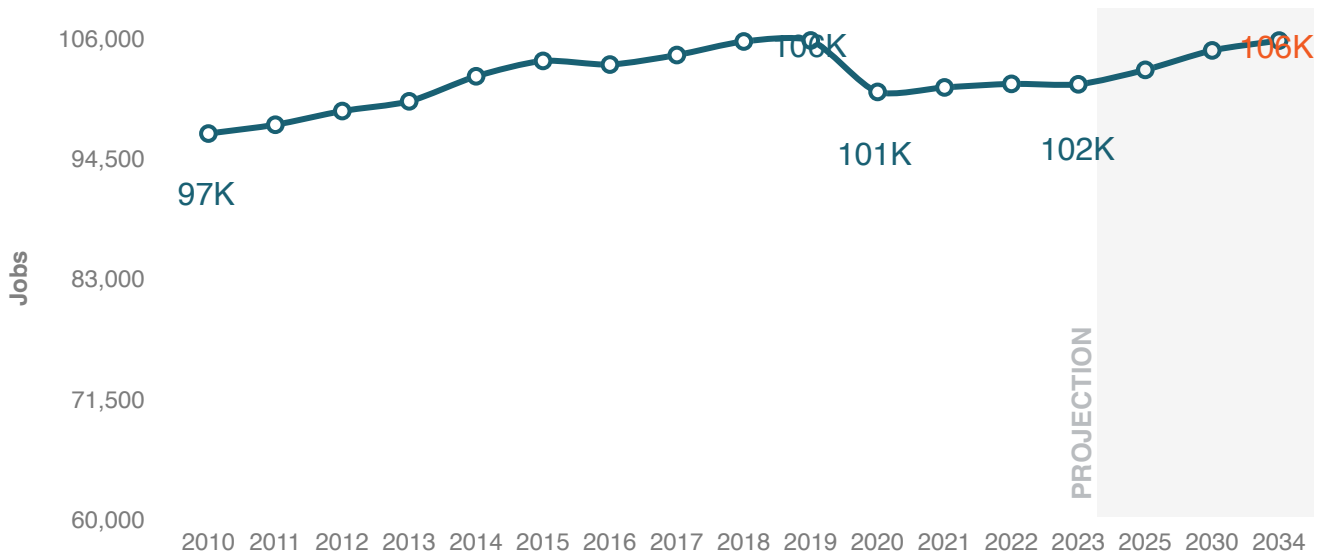
- 38,386 crashes total within the MATS MPO (2018-2022)
- Includes 208 (0.54%) fatal crashes, and 713 (1.86%) serious injury crashes
- Total of 93 fatal (K) and severe injury (A) crashes involved a commercial motor vehicle (4% of CMV crashes, 10% of all KA crashes)





Economic Development Market Assessment

Overall Employment Trends & Forecast



Source: Lightcast

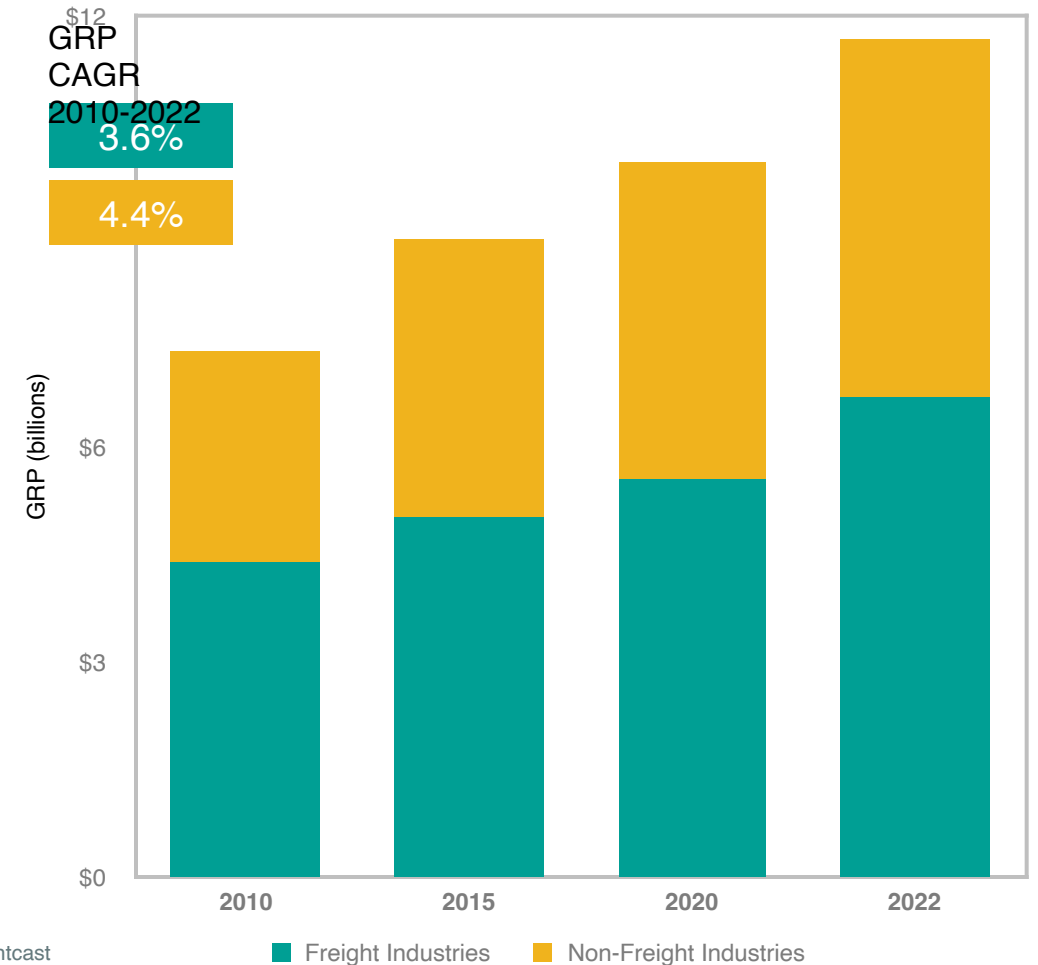
- Macon-Bibb County Metropolitan Statistical Area (MSA)^[1] added approximately 8,900 jobs from 2010-2019
- Impacts of the COVID-19 pandemic reduced total employment by 5% in 2020
- Employment has stabilized since 2020 but has not yet recovered to pre-pandemic levels
 - Projections indicate employment will recover by 2034
- Employment Compound Annual Growth Rates (CAGR):
 - **Historic** (2010-2019): 0.98%
 - **Projected** (2025-2034): 0.30%

[1] Includes Macon-Bibb, Jones, Monroe, Twiggs, and Crawford Counties

Gross Regional Product

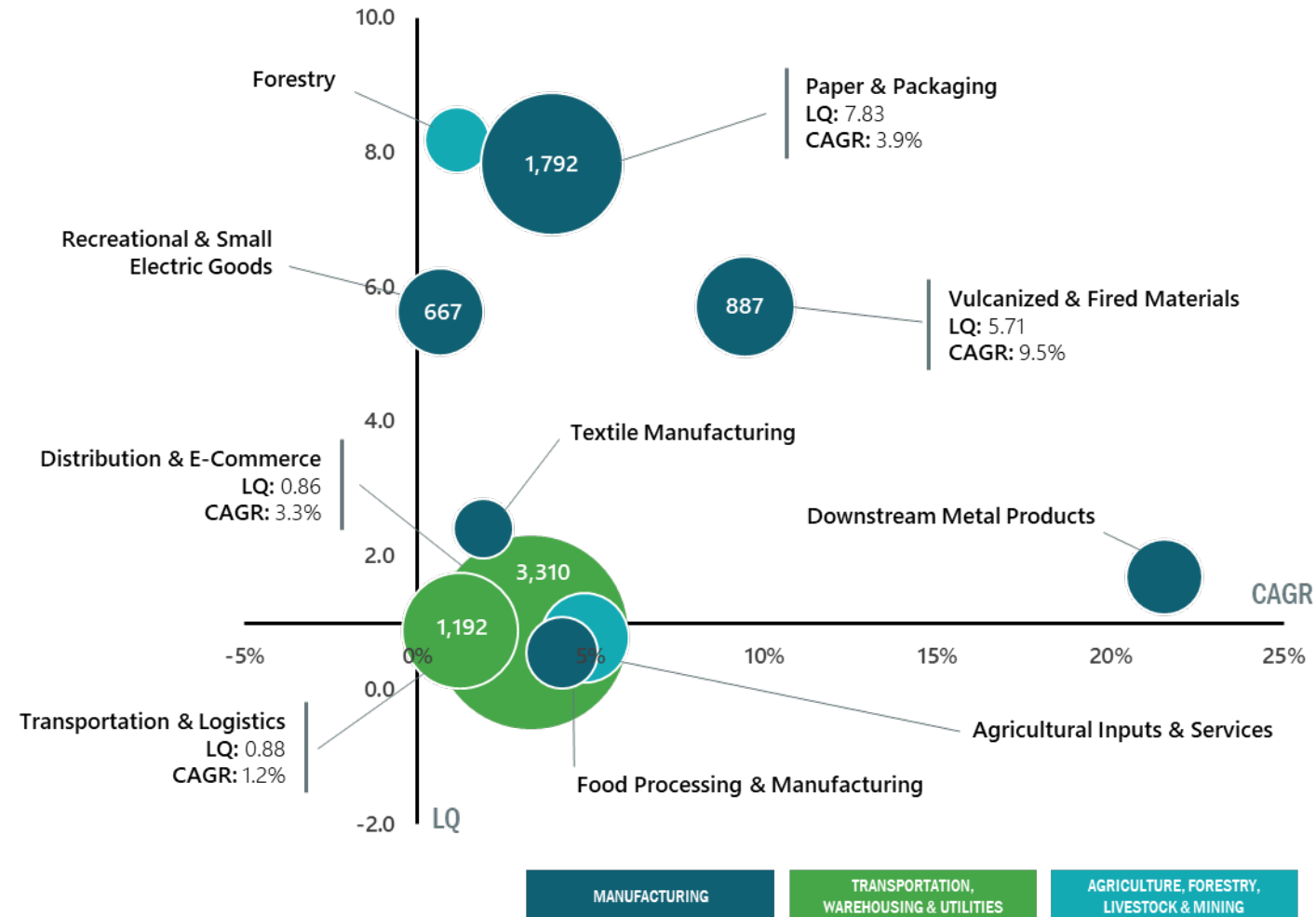
- Gross domestic product has increased since 2010 by 3.9% annually
- Freight-related industries account for 57% of total GRP in 2022- slightly less than the share in 2010 (60%)
- Key freight-related growth industries include **Mining, Quarrying, and Oil and Gas Extraction; Manufacturing; and Construction**
- Non-freight GRP growth is primarily attributed to **Finance** and **Insurance and Information** industries
- **Manufacturing** is the largest single industry, accounting for 18% of GRP

GROSS REGIONAL PRODUCT (GRP), 2010-2022



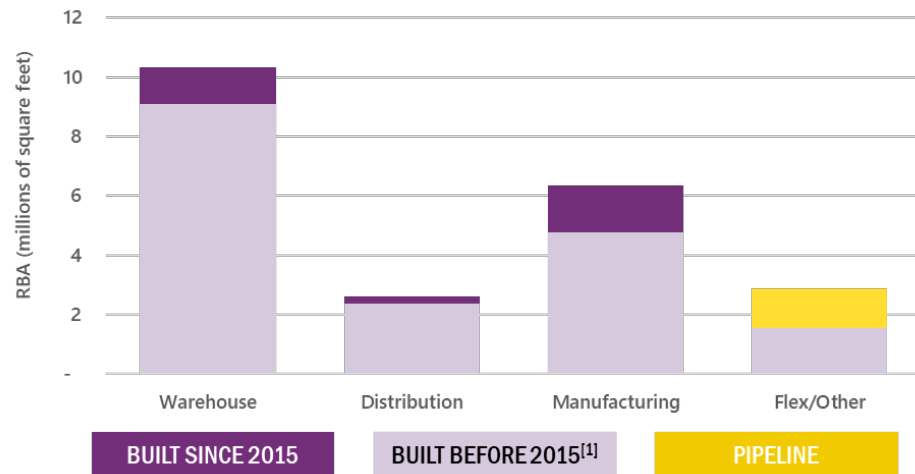
Top Clusters in MATS Region

- **Distribution & E-Commerce** is the largest freight-related cluster in the region, employing more than 3,300 people
 - Despite being a large employer, the cluster has a Location Quotient (LQ) less than 1, indicating fewer jobs than expected based on national employment
- High LQs for **Paper & Packaging**, **Vulcanized & Fired Materials**, **Recreational & Small Electric Goods**, and **Downstream Metal Products** indicate regional specialization
 - These clusters export goods and services and contribute significantly to the Gross Regional Product
 - Manufacturing accounts for around 18% of total GRP, which is the largest share of any single industry. This is driven primarily by the Paper and Packaging cluster.

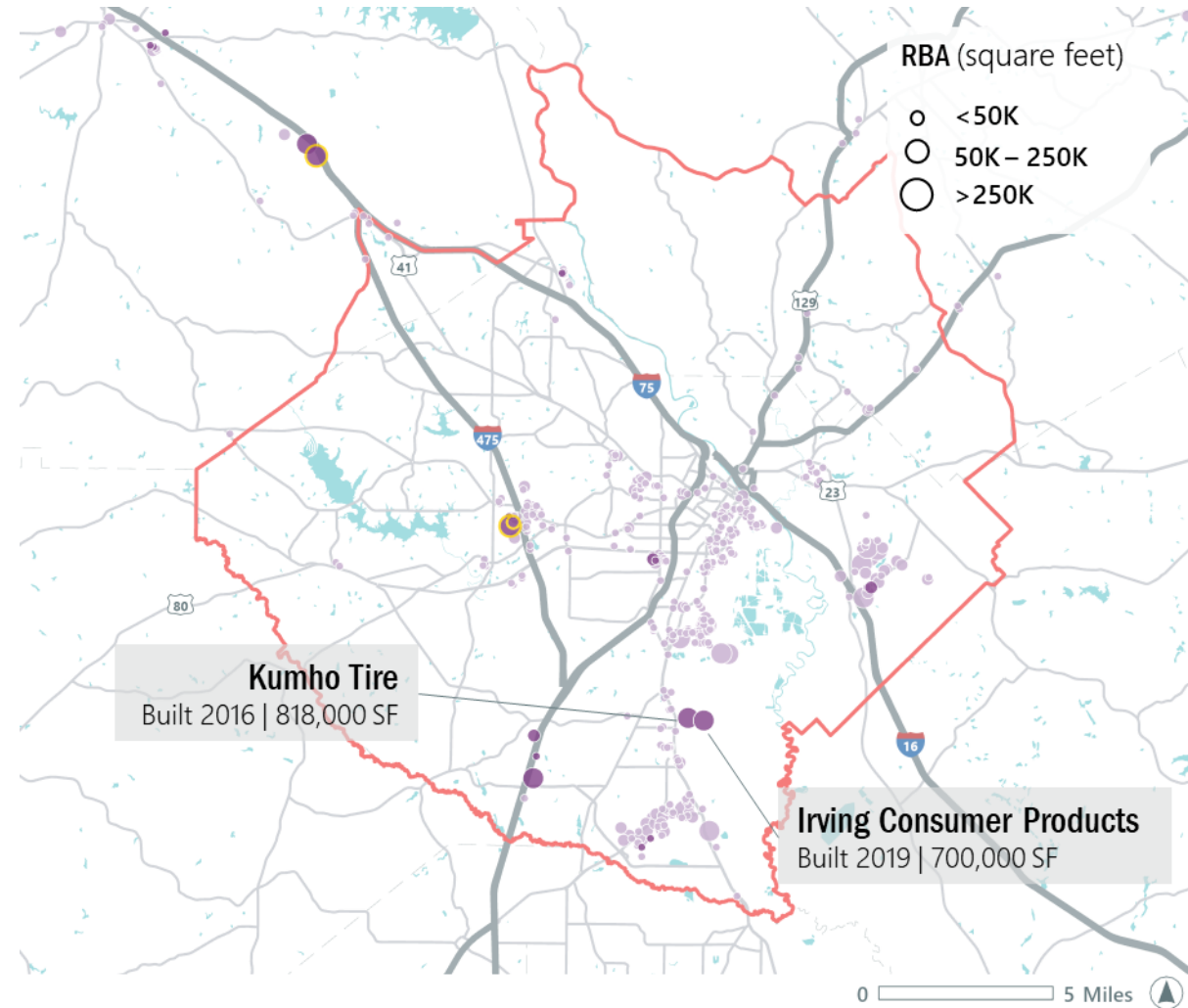


Industry Real Estate Summary

- 13 industrial buildings have been constructed since 2015, totaling more than 3M square feet
- Product built since 2015 is much larger than the existing stock, averaging 237K square feet compared to 40K square feet
- Investments by manufacturers Irving Consumer Products and Kumho Tire account for nearly 50% of the industrial space built since 2015



[1] Includes 1.7M SF of buildings with no year built date
Source: CoStar, SB Friedman

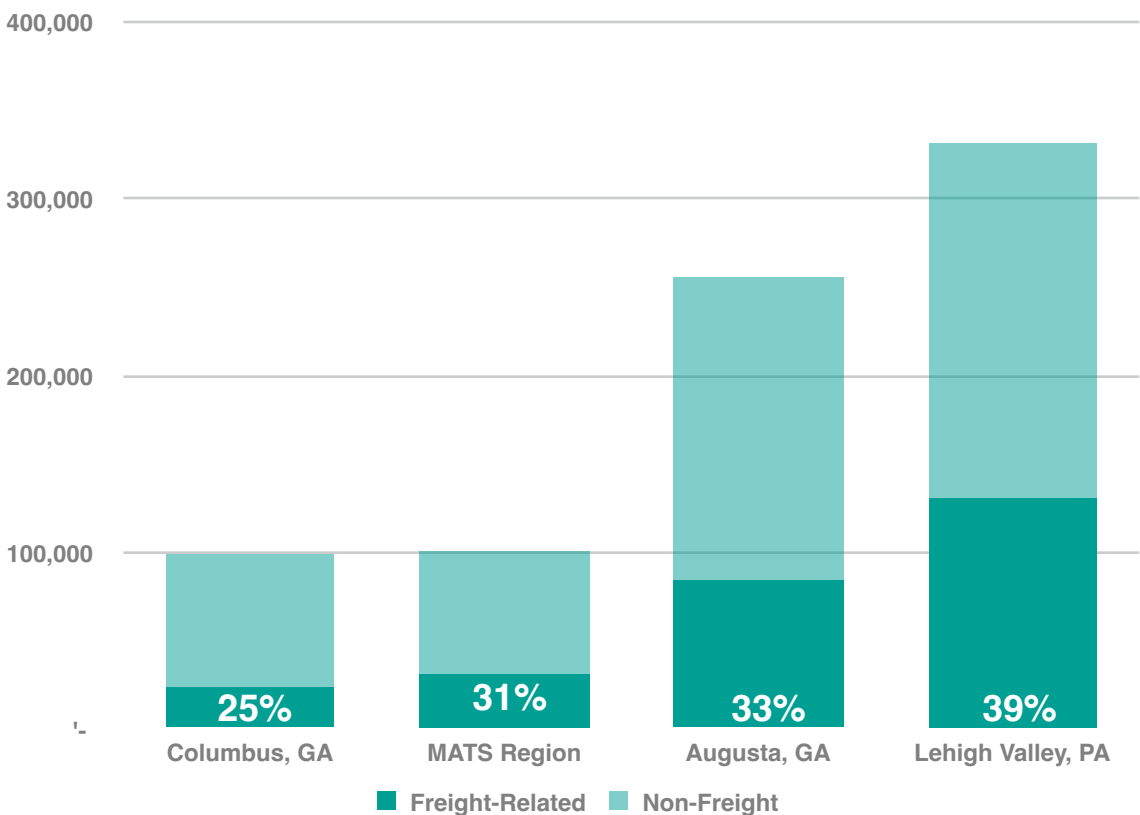


Comparable Regions

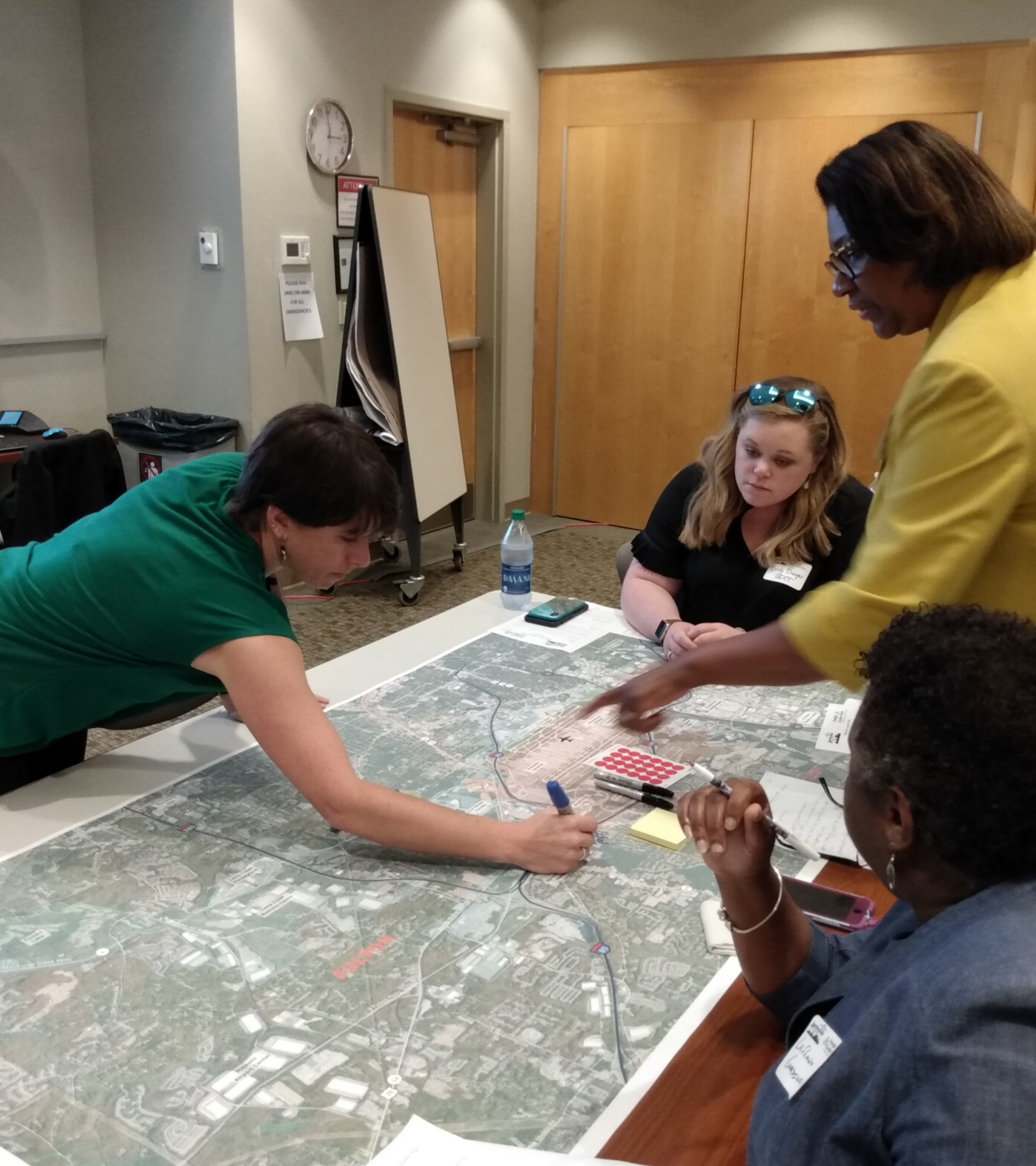
- The MATS Region has a similar proportion of freight-related employment to selected peers within Georgia and nationwide
- Employment growth overall and in freight-related industries has outpaced Columbus, GA but lagged behind aspirational peers in Augusta, GA and Lehigh Valley, PA

REGION	CAGR 2010-2023	
	ALL INDUSTRIES	FREIGHT INDUSTRIES
Columbus, GA	-0.25%	-0.04%
MATS	0.37%	0.81%
Augusta, GA	0.84%	1.60%
Lehigh Valley, PA	1.23%	2.54%

EMPLOYMENT IN FREIGHT-RELATED INDUSTRIES, 2023



Source: Lightcast, SB Friedman



Stakeholder Engagement

Mechanisms & Activities



Stakeholder Advisory Committee

Local government agencies, Macon-Bibb Industrial Authority, Middle Georgia Regional Commission, GDOT, private sector businesses



Project Website

*Accessible, mobile-friendly platform with interactive features – mapping, survey
Online survey - 68 responses yielded insights from truck drivers, industry professionals*



Stakeholder Interviews

1-on-1 interviews with representatives from Norfolk Southern, Greater Macon Chamber, real estate developers, Macon-Bibb Industrial Authority

Informed economic market study, needs assessment, ideas for improvement



Committee Briefings

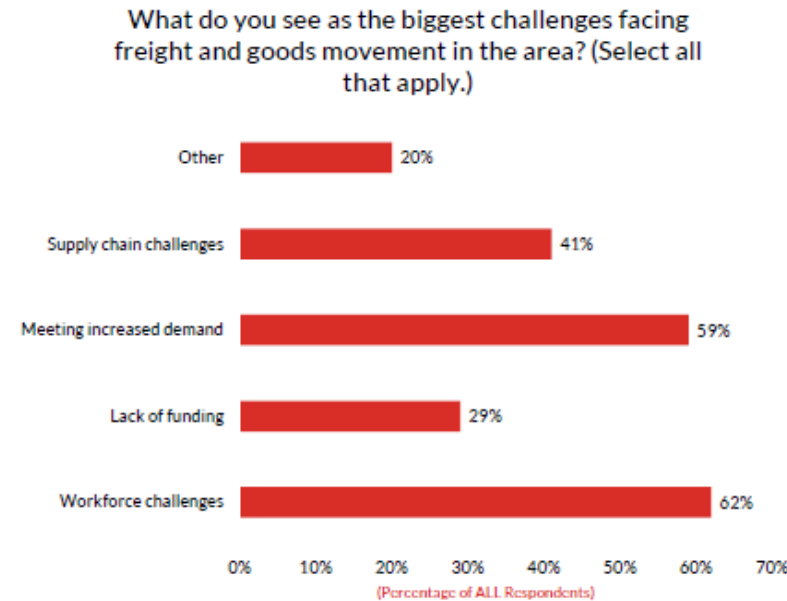
Quarterly briefings to provide updates on study progress, gather input and feedback

Online Survey

- Challenges with buildings and infrastructure (site access, staging areas, utility concerns, safety at railroad crossings, etc.)
- Support needed for freight and logistics businesses (space constraints, infrastructure maintenance/condition), congestion management
- Supporting growth and operations (workforce development, more shovel-ready projects)

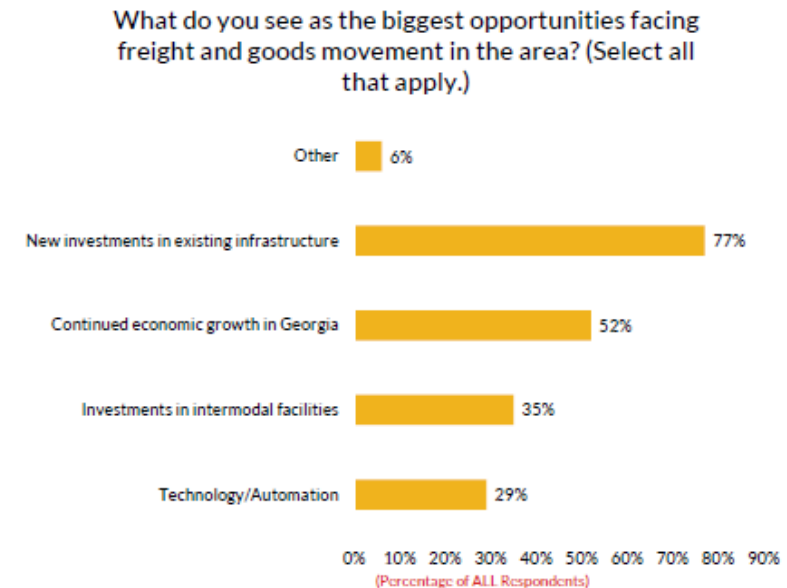
Challenges

- Other concerns:
 - Inadequate local road infrastructure
 - Overcrowded interstates
 - Continued degradation of roadway infrastructure

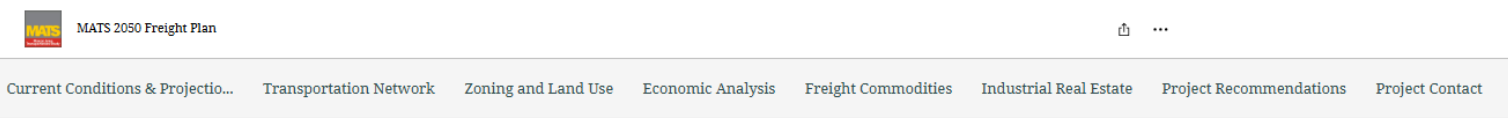


Opportunities

- Other concerns:
 - Commit to funding road infrastructure repair
 - Reducing warehouse footprint
 - Increasing access to airports



StoryMap



Project Home

StoryMap Navigation

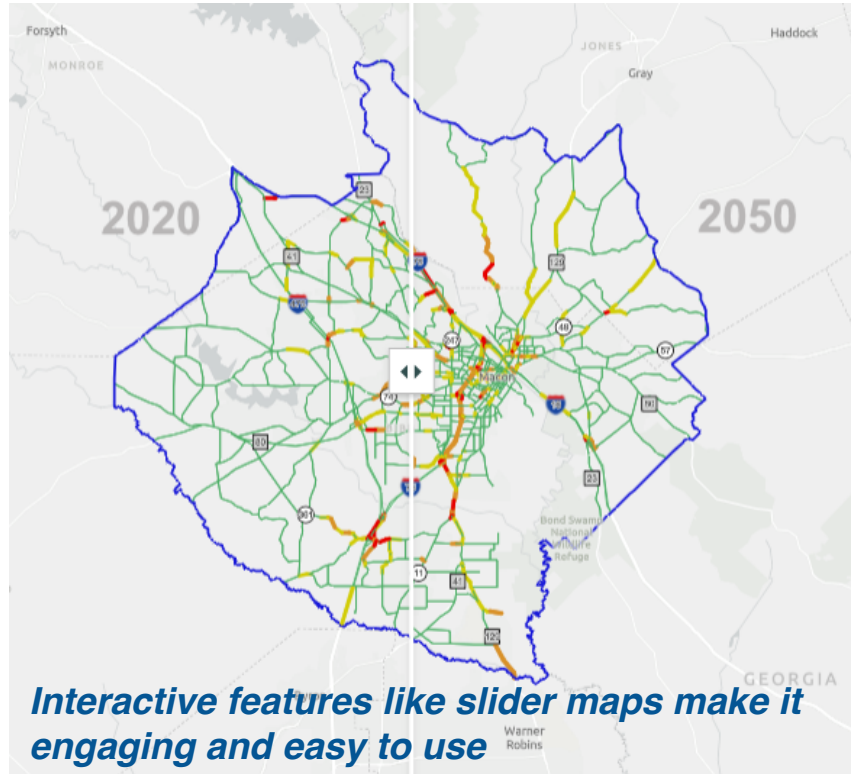
StoryMaps are interactive, map-centric, multi-media presentations. StoryMaps flow from top to bottom and invite the user to scroll through the story and graphics. If you see any underlined text, [click on it](#) to follow a hyperlink to an external site or to change the view on an interactive map.

You can enlarge any picture or graphic in the StoryMap by clicking on the image. There are also several interactive web maps below where you can click a location for more information or zoom in and out for a better view. You can also use the navigational links above to jump from section to section.

We invite you to scroll down to get started!

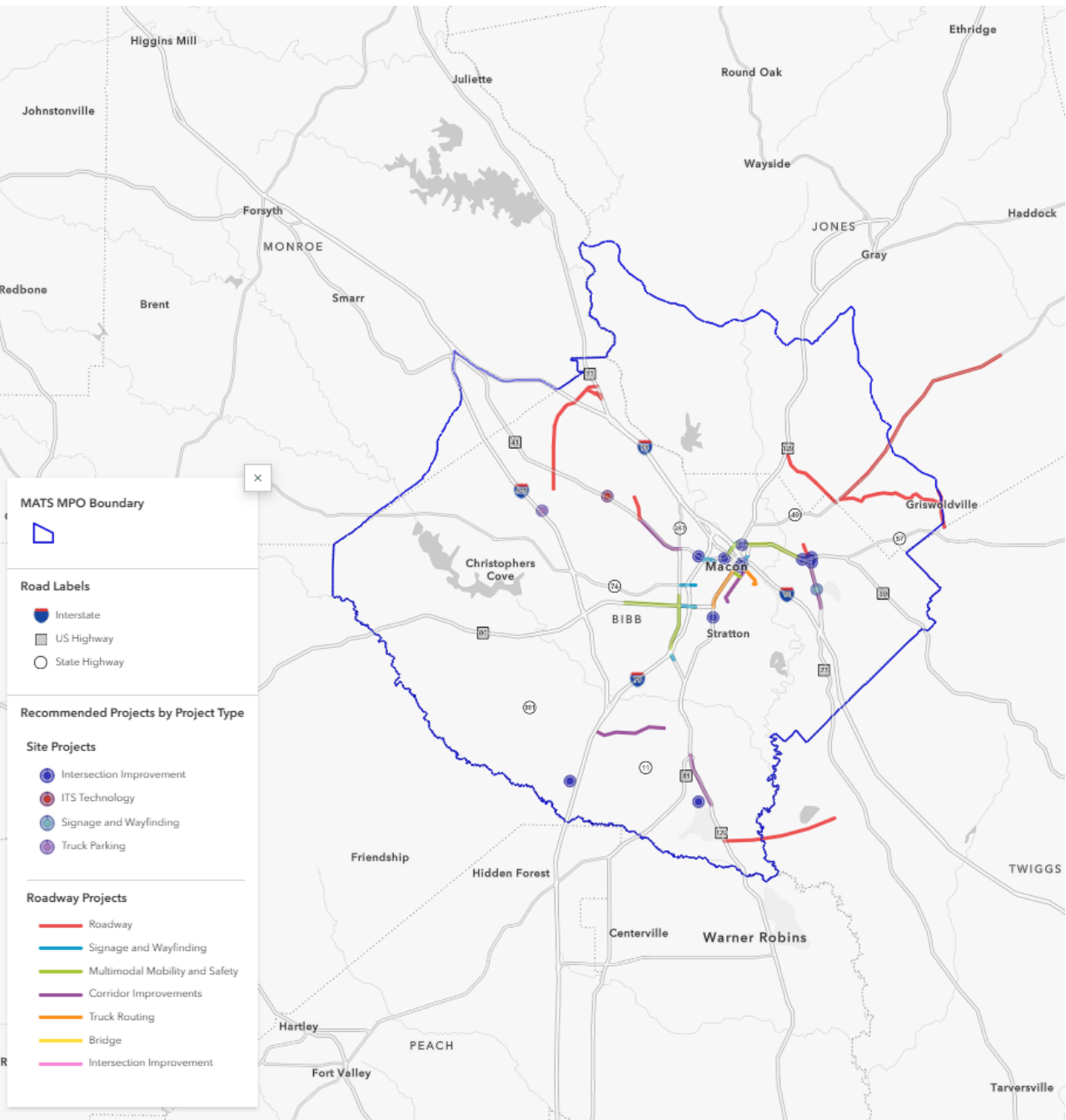
Introduction to the MATS 2050 Freight Plan

As more goods move throughout the state of Georgia, the Macon Area Transportation Study (MATS) is conducting a regional freight plan to assess the needs, strengths, challenges, and opportunities of the regional freight system now and in the future. The plan is being developed by a team of consultants working with MATS and is funded by a grant from the Federal Highway Administration (FHWA) provided by the Georgia Department of Transportation (GDOT) and local matching funds.



Scan to view the
StoryMap



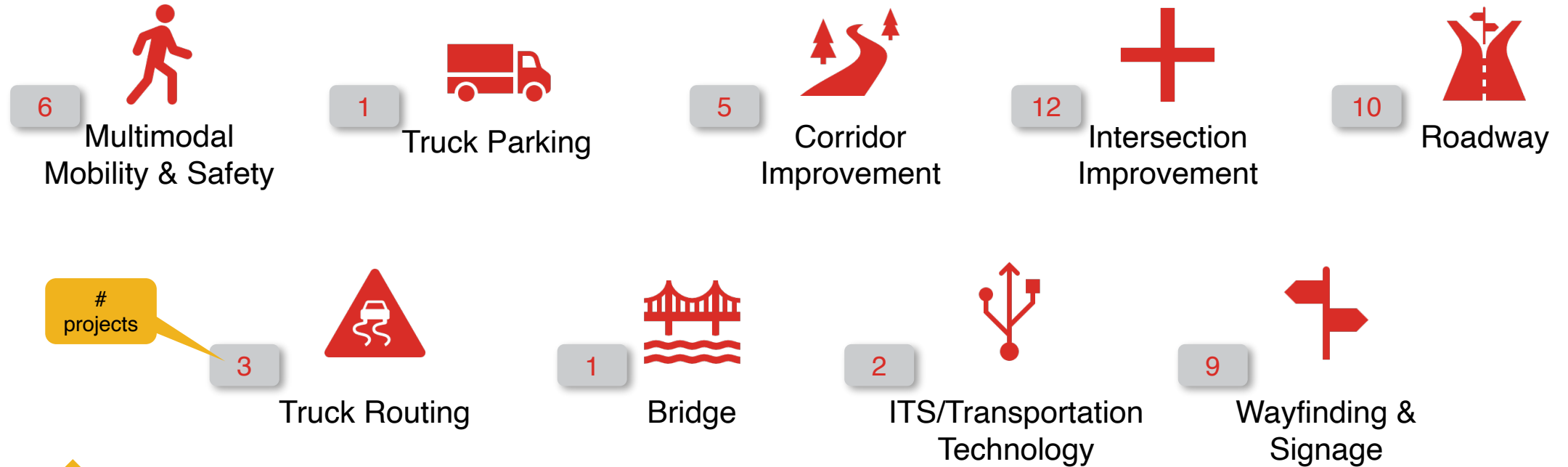


Plan Document & Recommendations

Project Prioritization Framework

Category	Criteria
Safety and Mobility	Potential to addresses current or anticipated congestion Likely to reduce number and/or severity of crashes Ability to improve operations on freight corridor
Access and Connectivity	Potential to improve first/last-mile connectivity Supports improved access to or along a freight corridor
Economic Vitality	Supports freight-related business activity Improves access to freight cluster
Project Readiness	Included in prior approved plan Level of effort to implement / project complexity
Community Support	Supported by implementing partners (GDOT, counties, stakeholders) Potential to address needs in vulnerable community
Environment and Public Health	Anticipated to improve air quality Environmental impact/sensitivity

Recommendations Types



Implementation Strategy

Short-Term

- Anticipated to be initiated in short-term (~<5 years)
- Relatively higher priority based on prioritization process
- Intersection, corridor, multimodal mobility and safety, signage and wayfinding, roadway

Approximately 19 projects

Mid-Term

- Anticipated to be initiated in mid-term (~5-10 years)
- Moderate priority based on prioritization process
- Bridge, corridor, intersection, ITS/technology, multimodal mobility and safety, signage and wayfinding, roadway, truck parking

Approximately 14 projects

Aspirational

- Anticipated to start 10+ years from now
- Lower priority based on prioritization process
- Higher complexity
- Intersection, corridor, ITS/technology, roadway, signage and wayfinding, truck routing

Approximately 16 projects

The Plan

Plan Purpose and Overview

The first chapter introduces the purpose of the 2050 MATS Freight Plan and provides context for the plan and an overview of the planning process.

Freight Networks and Facilities

This chapter provides an overview of the MATS planning area’s various freight networks and facilities, which includes roadway networks as well as networks facilitating transport of goods via rail, air, truck, and pipeline.

Freight Demand

This chapter summarizes the facilities, land uses, and trips that drive freight demand in the MATS region.

System Assessment

This chapter summarizes the needs and opportunities with respect to freight traffic, truck parking, safety, and multimodal travel.

Trends Impacting Freight

This chapter summarizes some of the trends and phenomena that are affecting freight and which are likely to impact freight over the next several years. This includes vulnerabilities due to natural and human causes, changes in the logistics and freight industries, and other factors.

Recommendations and Implementation Strategy

This chapter summarizes the process followed to identify and develop potential projects and strategies to address identified needs. It includes descriptions, tables, and maps of recommended projects and strategies, as well as potential sources of funding.

MATS 2050 Freight Plan

DRAFT FOR REVIEW

Bridge		
B-1	Emery Highway Bridge at Walnut Creek	This project from the 2050 MATS MTP would reconstruct the bridge at Emery Highway at Walnut Creek.
Roadway		
R-1	Widen Jeffersonville Road from 2 to 4 thru Lanes with Continuous Left Turn Lane (GDOT PI 351080)	This project from the 2050 MATS MTP would widen Jeffersonville Rd from two to four lanes with a continuous left turn lane from Recreation Rd to US 80/Emery Hwy from New Forsyth Rd to Riverside Dr. This is a corridor with moderate but growing truck traffic.
R-2	Base Road Widening Phase II from 2 to 4 Lanes	This project from the 2050 MATS MTP was modified to reflect a catalytic project in GDOT's 2025 Freight and Logistics Implementation Plan (FLIP). It would widen Base Rd from two to four lanes from Riverside Dr to Providence Blvd with interchange improvements. This is a corridor with moderate but growing truck traffic.
R-3	Widen New Forsyth Road from 2 to 4 Lanes	This project from the 2050 MATS MTP would widen New Forsyth Rd from two to four lanes as needed from Base Rd to Riverside Dr. It would also involve a major intersection reconfiguration of Base Rd, Witleyeyan Dr, and Riverside Dr. This corridor connects to roadways with significant truck activity.
R-4	Widen Forest Hill Road	This project from the 2050 MATS MTP was modified to reflect a catalytic project in GDOT's 2025 FLIP. It would widen Forest Hill Rd between SR 15/Vineville Ave and Wood Forest Pl. It is a corridor with moderate but growing truck traffic.
R-5	Joycliff Road Widening to 4 Lanes	This project from the 2050 MATS MTP would widen Joycliff Rd to four lanes from Recreation Rd to US 80/Emery Hwy. This corridor connects to a designated truck route.
R-6	Widen Base Road from 2 to 4 Lanes	This project from the 2050 MATS MTP would widen Base Rd from two to four lanes from New Forsyth Rd to Riverside Dr. This is a corridor with moderate but growing truck traffic. It could be combined with R-2.
R-7	Griswoldville Road Widening to 4 Lanes	This project from the 2050 MATS MTP would widen Griswoldville Rd to four lanes from Henderson Rd to SR 49. This corridor connects to a designated truck route.
R-8	Widen Henderson Road	This project from the 2050 MATS MTP would widen Henderson Rd to four lanes from SR 57 to Griswoldville Rd. It connects to a designated freight corridor.
R-9	Widen SR 49	This project from the 2050 MATS MTP would widen SR 49 from Griswoldville Rd to SR 18 in Jones County. This project falls along the STRAHNET.
R-10	Sandis Church Road Extension	This project from the 2050 MATS MTP would create a new location roadway SR 247 to Spada Rd. Additional study would be involved.

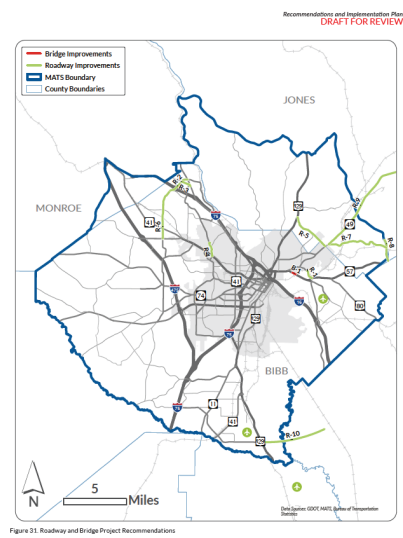


Figure 31. Roadway and Bridge Project Recommendations

MATS 2050 Freight Plan

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Table 13. Short-Term Priorities

Project Name	Project ID	Location	Source	Preliminary Cost Estimate
Intersection Improvements				
US 23/US 129 Alt/Emery Highway and US 23/SR 87/Ocmulgee East Boulevard Intersection Improvements	I-1	US 80/Emery Hwy at SR 87/Ocmulgee E Blvd	MATS 2050 Freight Plan, Emery Highway RSA	\$100,000
US 23/US 80/Emery Highway at SR 22/2nd Street Intersection Improvements	I-2	US 23/US 80/Emery Hwy at SR 22/2nd St	MATS 2050 Freight Plan, Emery Highway RSA	\$190,000
US 23/US 80/US 129 Alt/SR 19 Emery Highway and Jeffersonville Road Intersection Improvements	I-3	US 23/US 80/US 129 Alt/SR 19 Emery Hwy at Jeffersonville Rd	MATS 2050 Freight Plan, Emery Highway RSA	\$800,000
US 23/US 80/US 129 Alt at Lakeside Road Intersection Improvements	I-4	Lakeside Dr at US 23/US 80/US 129 Alt/Emery Hwy	MATS 2050 Freight Plan, Emery Highway RSA	\$100,000
US 80/SR 19 Emery Road Fall Line Freeway and US 23/US 80/US 129 Alt On-Ramp Improvements	I-5	Westbound US 80/SR 19 Emery Rd Fall Line Pkwy at US 23/US 80/US 129 Alt	MATS 2050 Freight Plan, Emery Highway RSA	\$100,000
Corridor Improvements				
US 41/Vineville Avenue Corridor Improvements	C-1	Pinus Rd Rd to Pinus Ave Pk Nono Ave	MATS 2050 Freight Plan	\$13,500,000
Multimodal Mobility and Safety				
US 41/Pk Nono Avenue Pedestrian Safety Improvements	M5-1	Anthony Rd to Rocky Creek Rd	MATS 2050 Freight Plan	\$5,700,000
Spring Street Pedestrian Safety Improvements	M5-2	Spring St from Georgia Ave to Nottingham Dr	MATS 2050 Freight Plan	\$200,000
Paper Street Complete Street Improvements	M5-3	Paper Street from HUL to 7th Street	MATS 2050 Freight Plan	\$1,100,000
Walnut Street Complete Street Improvements	M5-4	Walnut Street from HUL to 7th Street / GDOT	MATS 2050 Freight Plan	\$1,800,000
Signage and Wayfinding				
Forsyth Street Interstate Wayfinding Signage	SW-1	Forsyth St at I-75	MATS 2050 Freight Plan	\$44,000
Hardeman Avenue Interstate Wayfinding Signage	SW-2	US 41/Bus Hardeman Ave at I-75	MATS 2050 Freight Plan	\$44,000
SR 74/Neer University Drive Interstate Wayfinding Signage	SW-3	SR 74/Neer University Dr at I-75	MATS 2050 Freight Plan	\$60,000
US 41/SR 247/Pk Nono Avenue Interstate Wayfinding Signage	SW-4	US 41/SR 247/Pk Nono Ave at I-75	MATS 2050 Freight Plan	\$45,000
US 80/Columbus Drive Interstate Wayfinding Signage	SW-5	US 80/Columbus Dr at I-48	MATS 2050 Freight Plan	\$55,000
US 23/US 129/Spring Street Interstate Wayfinding Signage	SW-6	US 23/US 129/Spring St at I-48	MATS 2050 Freight Plan	\$60,000
Roadway Improvements				
Widen Base Rd from 2 to 4 lanes (from GDOT FLIP)	R-2	Providence Blvd to Riverside Dr	MATS 2050 MTP, 2025 FLIP	\$45,395,544 (per GDOT)
Forest Hill Road - Widen from 2 to 4 lanes (from GDOT FLIP)	R-4	Vineville Ave to Wood Forest Pl	MATS 2050 MTP, 2025 FLIP	\$12,958,016 (per GDOT)

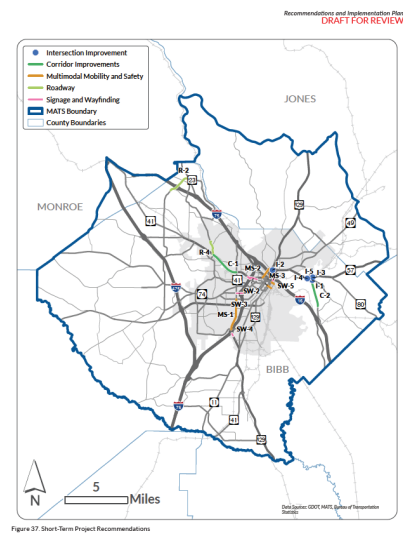


Figure 37. Short-Term Project Recommendations

Closing





Thank you

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ONE **great** REGION

Delivering the Goods: Regional Freight Planning with a Local Focus GPA Fall Conference, October 8, 2025

2024 Atlanta Regional Freight Mobility Plan

Daniel Studdard, AICP, ARC

Cristina Pastore, AICP, PE, Kimley-Horn

Project Task Structure



Industrial Development as of Q4 2022

Existing Development

MPO Properties: **14,880**

MPO Rentable Building Area (RBA): **717.4M SF**

Max MPO RBA: **2.8M SF**

Min MPO RBA: **240 SF**

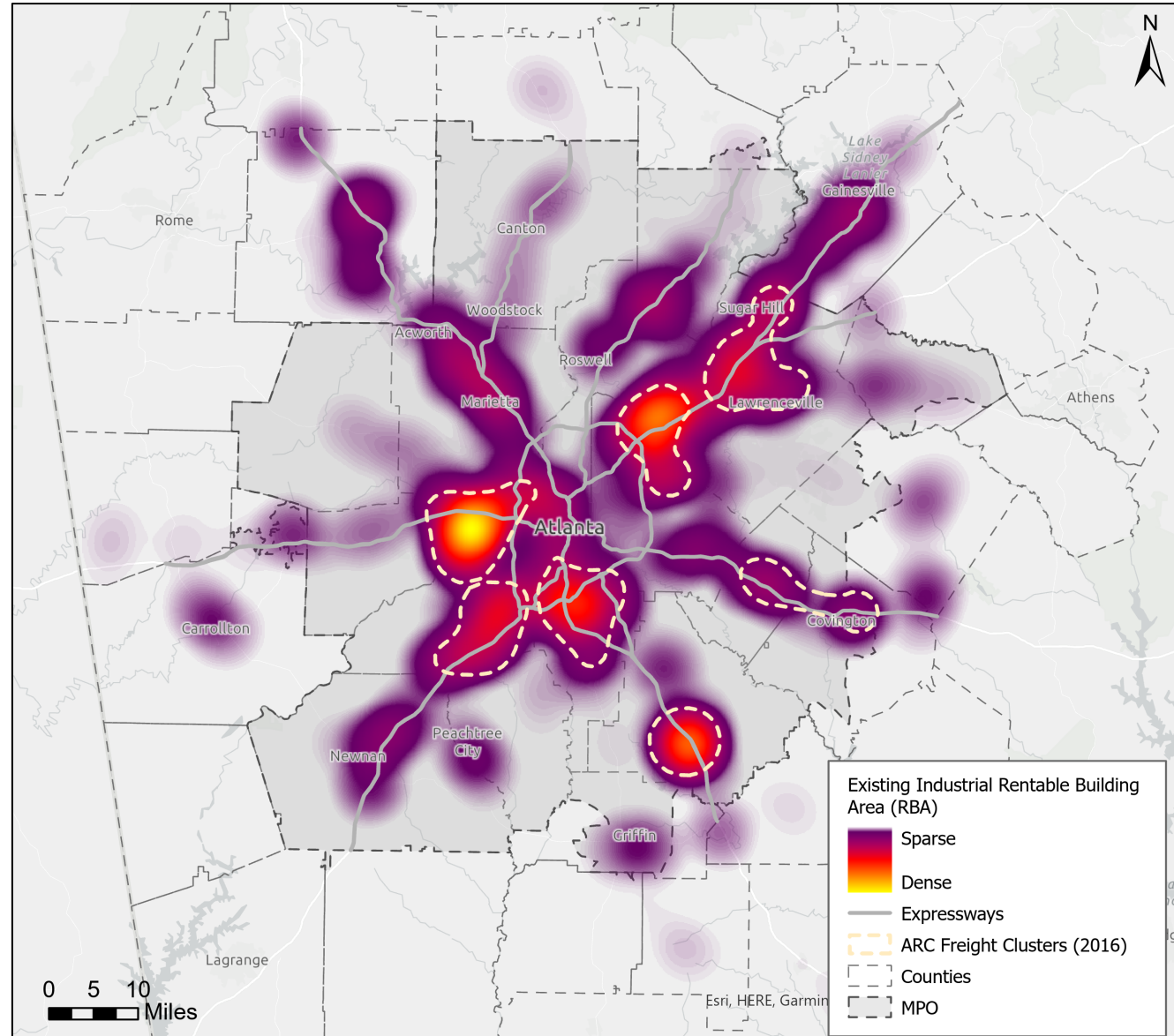
MPO+ Properties: **18,114**

MPO+ Rentable Building Area (RBA): **846.2M SF**

Max MPO+ RBA: **2.8M SF**

Min MPO+ RBA: **240 SF**

MPO+ is ARC MPO boundary plus some areas that border MPO boundary



2024 Freight Clusters

Revised based on CoStar data

MPO Industrial Properties	14,880
MPO Total Industrial SQ.FT.	717,471,097
Cluster Industrial Properties	9,025
Cluster Total Industrial SQ.FT.	580,585,937
Percent of MPO SQ.FT	81%

- (A)

Airport
- (B)

Conley
- (C)

Covington
- (D)

Dobbins
- (E)

Fulton Industrial Blvd
- (F)

Henry
- (G)

Norcross
- (H)

North Coweta
- (I)

North Gwinnett
- (J)

Northwest Atlanta
- (K)

Northwest Cobb
- (L)

Peachtree City
- (M)

Rockdale
- (N)

South Cobb/
- (O)

Douglas
- (P)

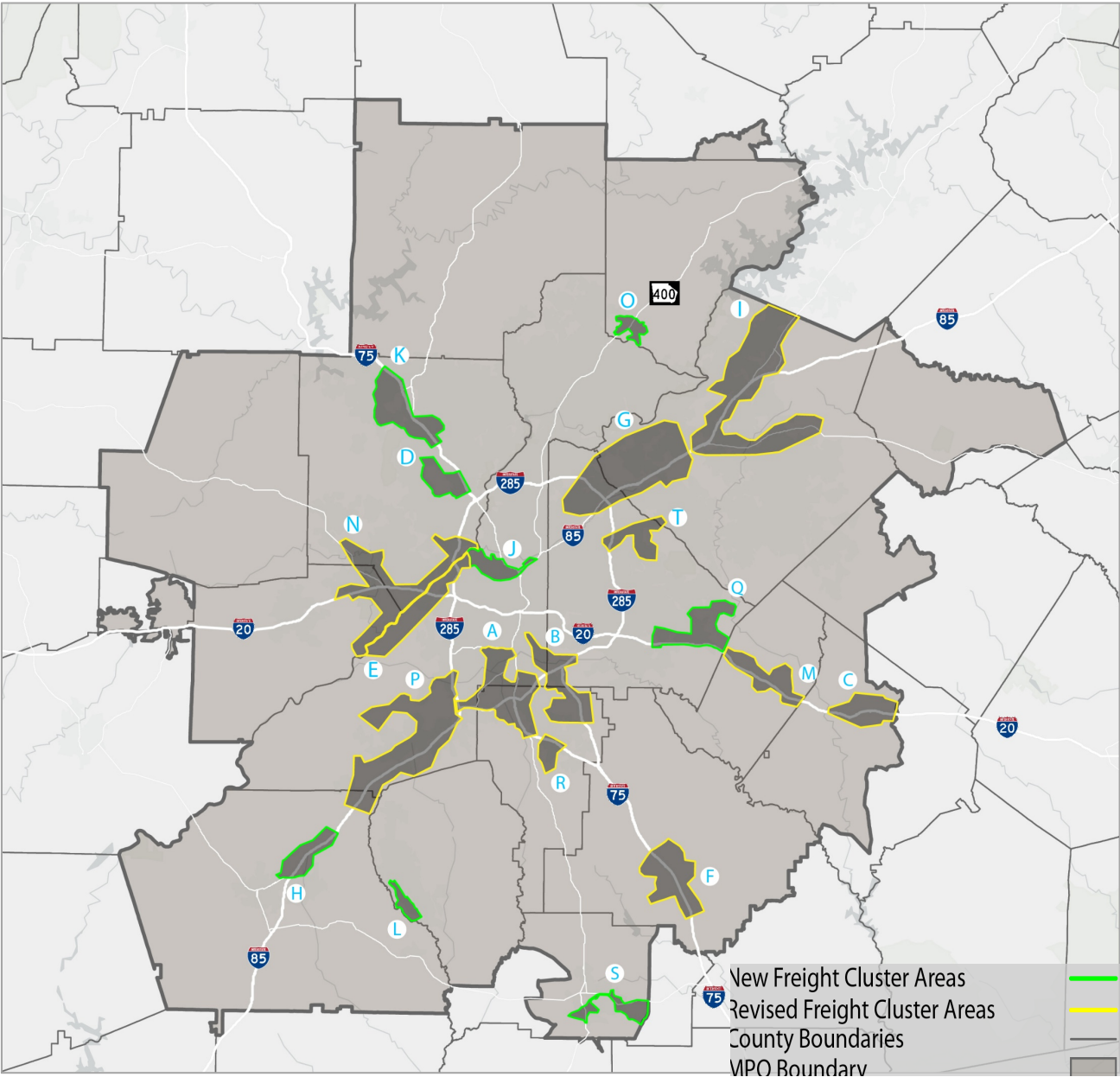
South Forsyth
- (Q)

South Fulton
- (R)

Southeast DeKalb
- (S)

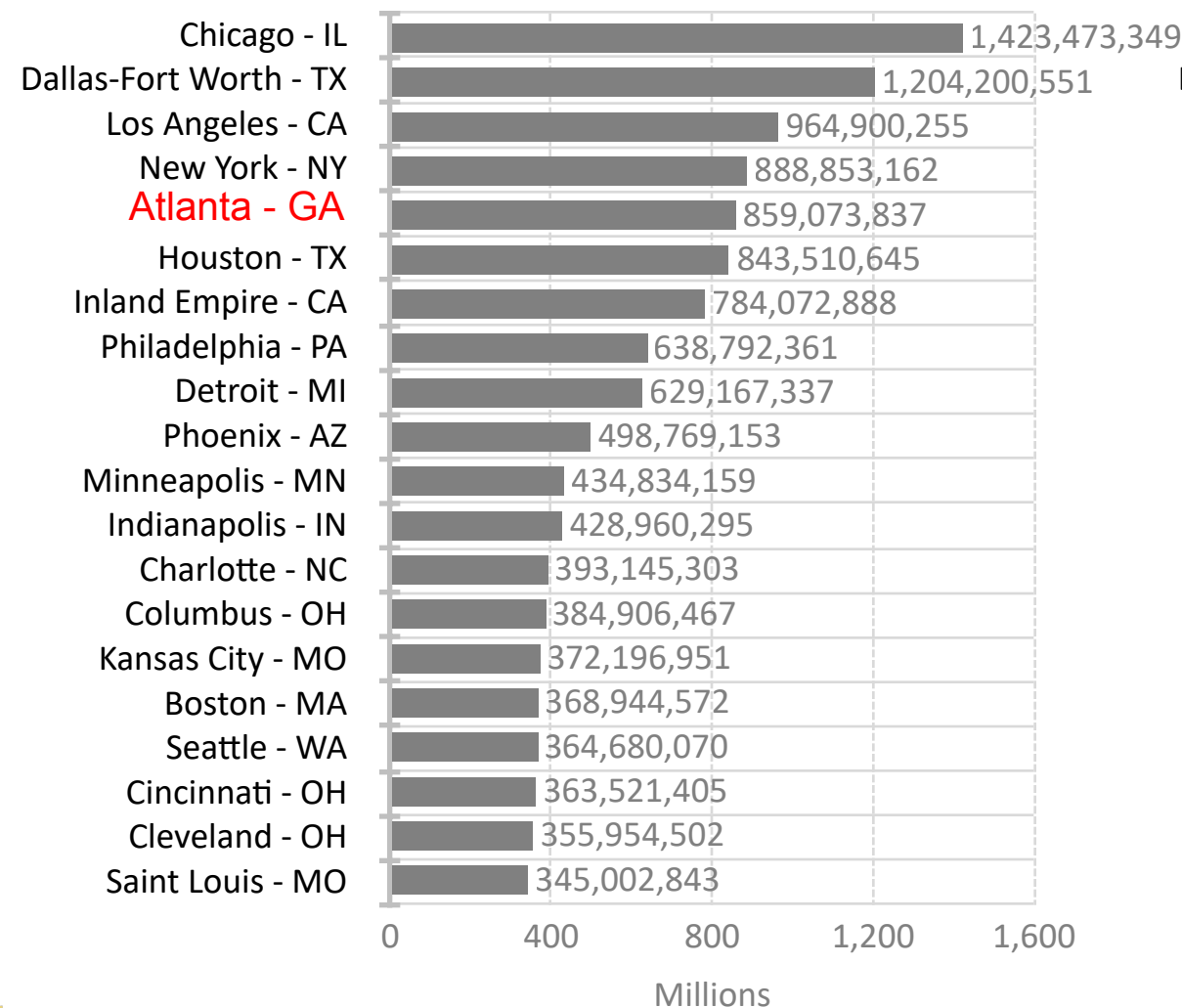
Southlake
- (T)

Spalding
- Tucker

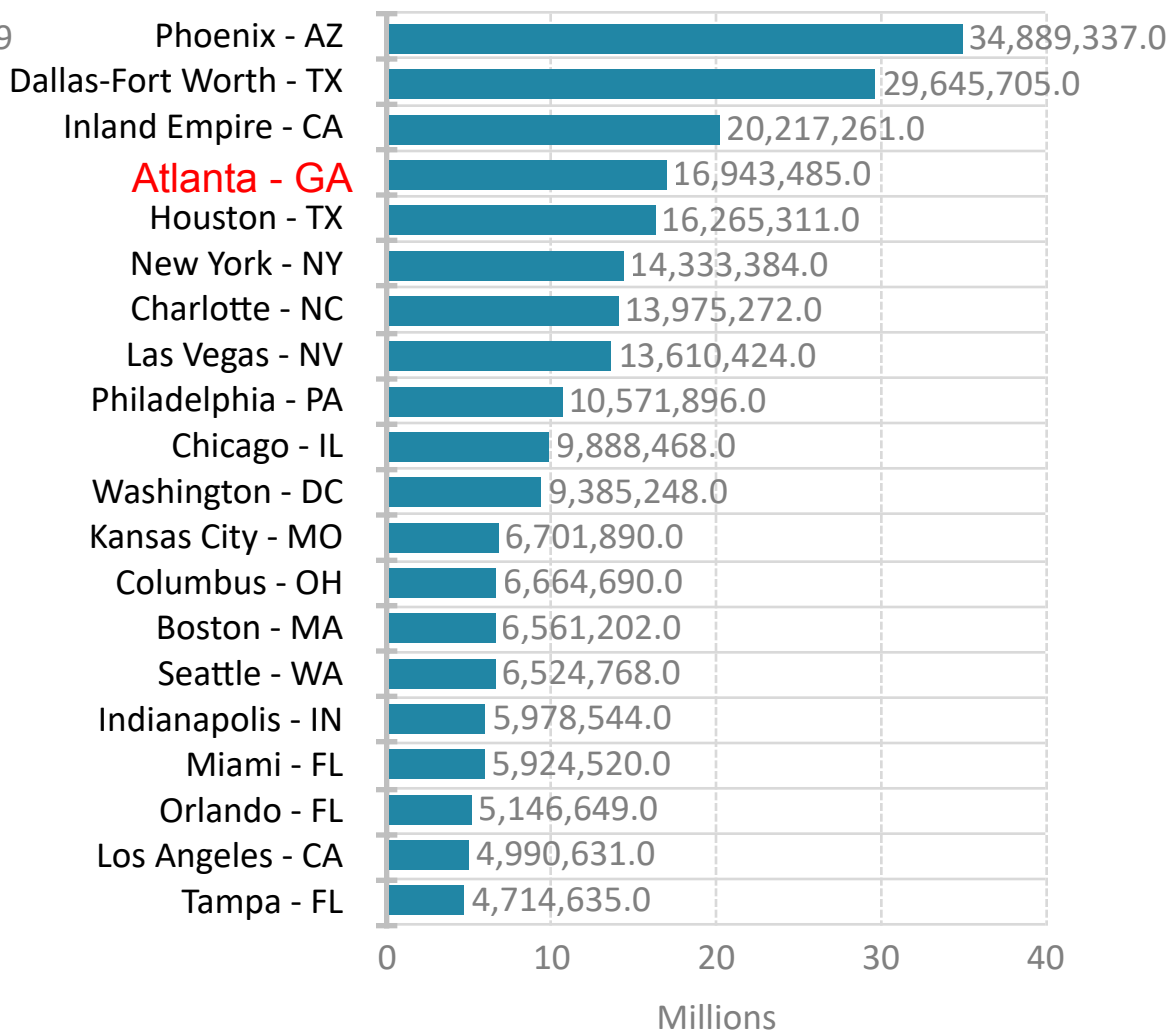


MSA Industrial Rankings, Q1/March 2025

Inventory Square Footage



Net Delivered Square Footage 12 Months



Metro Atlanta Freight Flow and Projected Growth

231 million tons

2019 Total tonnage of freight with an origin, destination, or both in Metro Atlanta (truck, train, and air)

\$398.5 billion

2019 Total value of freight with an origin, destination, or both in Metro Atlanta (truck, train, and air)

Tonnage Mode Split



83.8%



15.9%



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Value Mode Split



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Estimated growth in tonnage (2019 – 2050) for all modes

69% – Low Growth Scenario

1.7% Compound Annual Growth Rate

2050 Projected Tonnage = 389,410,368 tons

118% – High Growth Scenario

2.5% Compound Annual Growth Rate

2050 Projected Tonnage = 502,749,170 tons

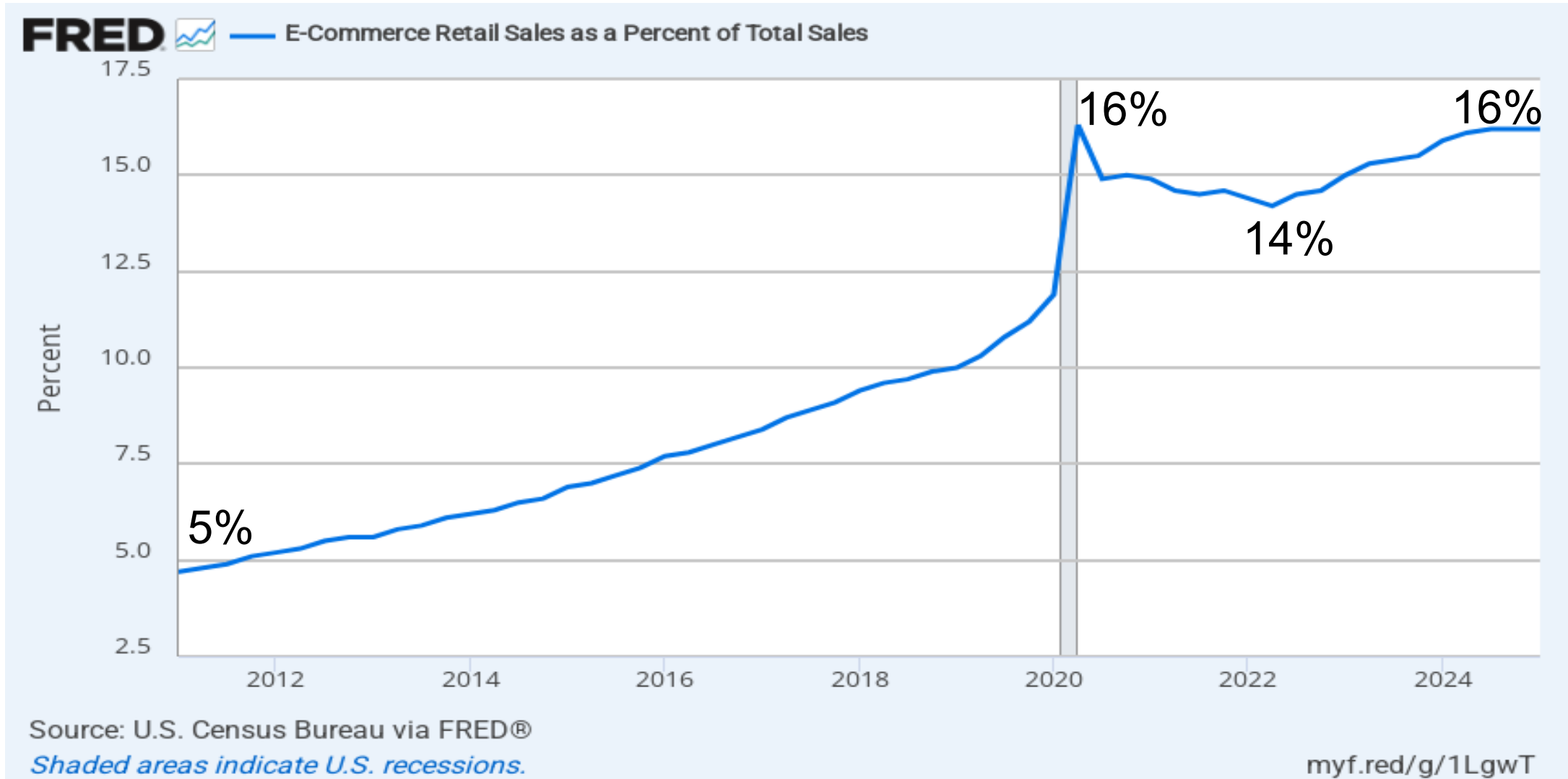
Savannah Port Growth – Impacts Georgia

- OOCL *Iris* – Largest capacity vessel to ever call the Port of Savannah
- Maximum capacity of 16,828 twenty-foot equivalent container units (TEUs)
- Project to raise the Talmadge Bridge height begins in 2026

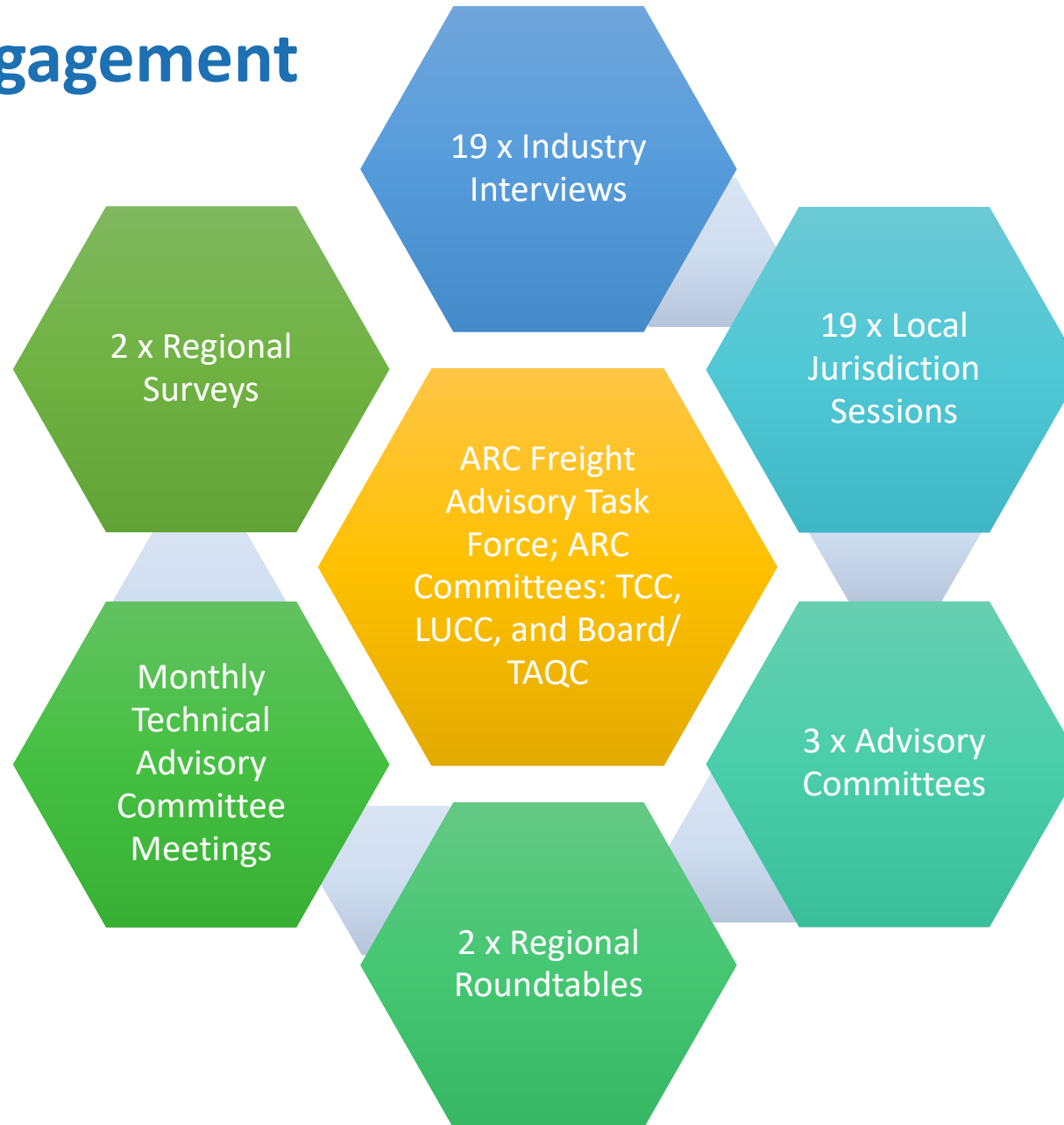


Georgia Ports Authority Press Release, February 26, 2025, <https://gaports.com/press-releases/oocl-iris-becomes-largest-vessel-to-serve-savannah/>

National Trends - Online Retail Spending



Stakeholder Engagement



Industry Interviews



Industry Partners



Railroad Partners

E-Nest LLC

Minority-Owned Small Business



Freight Focused Corporations



Outreach: Stakeholder Engagement Takeaways

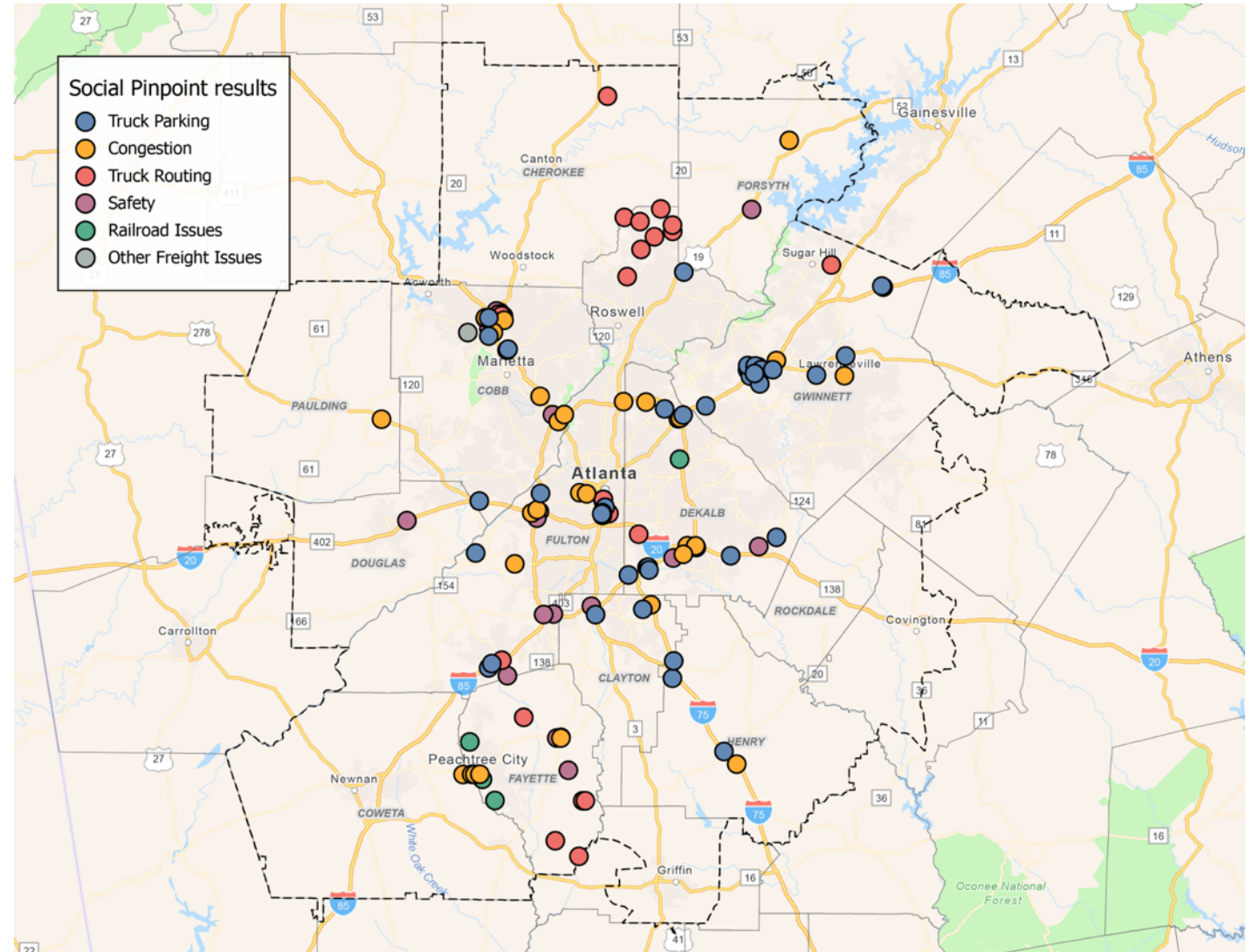
Jurisdiction Level Sessions – Top Needs and Challenges

Truck Parking	Land -Use	Workforce	Local Delivery	Railroad Crossings
• Overnight and long-term parking • Need of policy guidance • Safe truck parking	• Industrial space conflicts with residential • Some communities limit industrial opportunities/ while others embrace them	• Access to the workplace (transit and roadway congestion) • Workforce safety • Hiring and retention	• Guidance around policy for curbside management • Implementation and enforcement	• Train blocking crossings • Trucks stuck at grade crossings

2023 Survey & Regional Mapping

Mapping Focus Areas:

- Freight Safety & Infrastructure Issues
- Congestion & Travel Time Reliability
- Truck Parking
- Truck Routing
- Railroad Issues
- Any other location-specific issue in the Atlanta region



Truck Parking Challenges

Why should we care about Truck Parking? Safety!

- Federal Regulations – **Mandatory 10 hours of rest** after driving a max of 11 hours in a 14-hour window
- Lack of truck parking nationally and in major urban areas
- Unauthorized parking on highway ramps, shoulder of roads, vacant lots, commercial parking lots
- Crime and safety impacts to drivers
- Safety of other motorists
- Street and parking lot maintenance issues
- Metro Atlanta stakeholders have confirmed challenges



Truck Parking Supply/Demand Analysis

County	Supply	Demand	Surplus/ Deficit
Barrow	0	20	-20
Carroll	395	119	276
Cherokee	0	196	-196
Clayton	78	289	-211
Cobb	52	471	-419
Coweta	194	249	-55
DeKalb (North)	9	341	-332
DeKalb (South)	106	236	-130
Douglas	37	251	-214
Forsyth	0	88	-88
Fulton (North)	0	192	-192
Fulton (South)	611	419	192
Gwinnett	0	513	-513
Henry	45	358	-313
Newton	0	134	-134
Rockdale	0	120	-120
Spalding	0	34	-34
Walton	0	13	-13
Total	1,597	4,242	-2,645

- Order of magnitude analysis for surplus or lack of truck parking in each county
- Corridor level analysis of interstate highways and other controlled access highways (GA 400, GA 316) was conducted
- Results at the corridor level are also in the plan's final report
- Federal Highway Administration truck parking demand methodology used for analysis

Methodology source: Federal Highway Administration (2002). Study of Adequacy of Commercial Truck Parking Facilities. Technical Report. Report number: FHWA-RD-01-158.

<https://highways.dot.gov/research/publications/safety/FHWA-RD-01-158>

Truck Parking – Three Forms Addressed

Short-term Truck Parking Facilities and Truck Stops

- Federal requirements on driving hours and stops
- Typically accommodated at truck stops, travel plazas, rest areas, weigh stations
- Limited number of these facilities in Metro Atlanta
- High demand and high priority
- Overnight Truck Parking Model Ordinance

Temporary Truck Staging

- Designated space for truck parking prior to a scheduled delivery or pick-up
- Intended length of occupancy is up to four hours
- Should be available when nearby industrial businesses are open
- High demand and moderate priority
- Suggested additions to industrial zoning and parking requirements

Long-Term Truck Parking (Industrial Outdoor Storage)

- Designated space to store trucks or trailers for multiple nights or weeks at a time
- Primarily for independent owner-operators or small businesses
- Not intended for overnight stays of drivers or short-term parking
- Suggested addition to industrial outdoor storage section of zoning code

Truck Parking – Development Partnerships

- Challenge: High land prices in much of the region can make new truck parking financially infeasible
- Truck parking is a public need for safety/security of truck drivers and the general public
- Potential Solution: Development partnership
 - Development Authority
 - Regional Industrial Development Authorities
 - Downtown Development Authority
- Potential Options include
 - Low-cost leasing or other land agreements
 - Tax abatement
 - Streamlined permitting
 - Low or no cost permitting and other regulatory agreements
 - Utilities installation
- Local examples in Elmira, NY and Weed, CA, from the FHWA National Coalition on Truck Parking



Truck stop, Bouldercrest Road at Continental Way, Dekalb County

https://ops.fhwa.dot.gov/Freight/infrastructure/truck_parking/coalition/state_reg_lgov_coord/product/requirements.pdf

Freight Design Guidelines

Why did we create design guidelines?

- Provide a basis for how areas should be designed to accommodate freight in different contexts
- Mitigate the impacts of freight in growing industrial areas and activity centers
- Improve the design of developments for the benefit of nearby residents and workers

How they are used

- Three chapters for three types of land use, ranging from least to most dense, containing recommendations for how freight must be considered in context
 - Industrial Areas
 - Downtowns and Small Regional Centers
 - Major Activity Centers
- First half of each chapter focuses on public design considerations
- Second half focuses on private development considerations

Design Guidelines – Traffic Signals

Supplemental Signal Faces

- Signal head visibility is important for safe intersection operations
- If a driver can't see a red signal, they won't stop!
- Poor visibility due to curves or hills, or a significant amount of large trucks, may obscure the view of primary signal heads
- Trucks need a longer stopping distance than cars, so this is more important in areas with a lot of trucks



Design Guidelines – Access to Jobs

Pedestrian infrastructure

- New industrial developments should build sidewalks along the edge of the property along all roadways
- Minimum 5-feet wide, set 2 feet back from the curb
- Setback buffer is needed due to high truck volumes and potential high vehicle speeds
- Wider sidewalks/buffers, streetscapes, and/or trails are also options



Employee access to industrial sites

- Vehicular driveways often don't have sidewalks
- Pedestrians have to walk in the driveways or next to them without a sidewalk to access their jobs
- Clear, safe pedestrian access from roadways to buildings via sidewalks and crosswalks should be provided in all new developments



Design Guidelines – Urban Delivery

Activity centers have different needs than industrial areas

Freight loading/unloading can impact other modes

Loading docks or spaces on-site where possible



✗ Truck is blocking multiple travel modes



✓ Loading with no impacts to other modes



✗ Vehicle blocking crosswalk



✓ Loading space ends at sidewalk

Freight Resources

County Factsheets

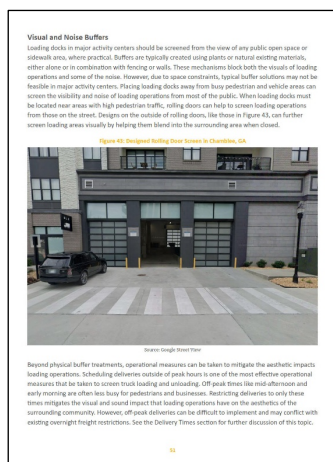
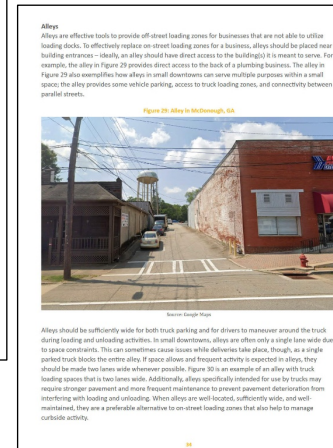
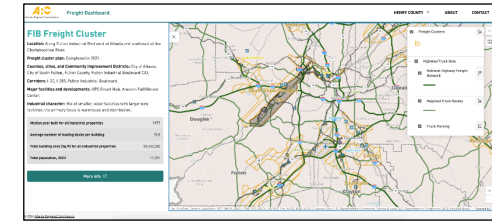
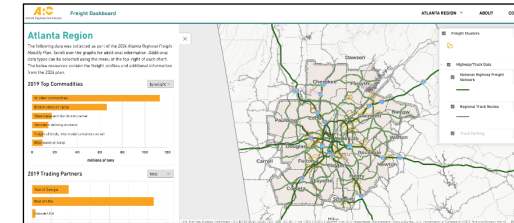
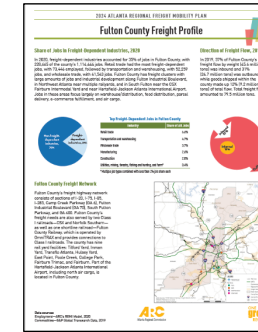
- Freight dependent jobs, trading partners, commodity data
- Freight network overview and direction of freight flow

Freight Dashboard

- Interactive way to view data from county factsheets
- Freight cluster data, truck parking, and more included

Freight Design Guidelines

- Provides a design basis to better accommodate freight while mitigating its impacts
- Three chapters for three types of land use
 - Industrial Areas
 - Downtowns and Small Regional Centers
 - Major Activity Centers
- Focuses on private development considerations (i.e., site design, curb management) and on public design considerations (i.e., transportation infrastructure)



Freight Resources

Classification Counts Summary

- Classification counts were collected at various industrial developments throughout the Atlanta region
- Performed an analysis between the collected data and the Institute of Transportation Engineers (ITE) Trip Generation Manual
- This data can be used to supplement the ITE Trip Generation Manual where needed

2024 Freight Cluster Statistics

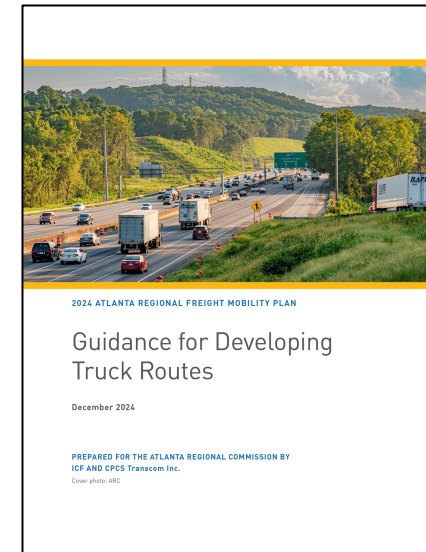
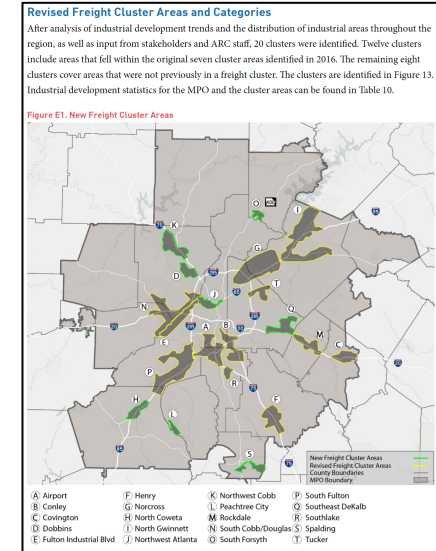
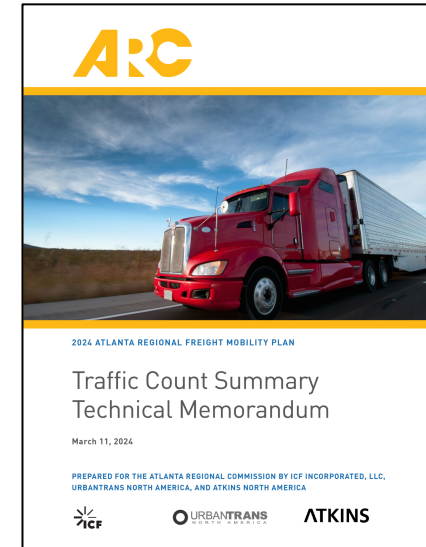
- Identifies locations of freight clusters in the Atlanta region
- Provides statistics such as square footage of industrial development, median year built, and other data for each cluster

Guidance for Developing Truck Routes

- Provides criteria and considerations for designating corridors as local truck routes or applying truck prohibitions

Stakeholder Engagement Summary – Survey 1

- Survey results and summary of interactive mapping exercise for every county in the region





Questions?

ONE
great
REGION

<https://atlantaregional.org/2024-freight-plan>