



# TOWN CENTER COMMUNITY



## Freight Cluster Plan

### Executive Summary

March 2024

# Acknowledgements

## Project Funding Partners



**TOWN  
CENTER  
COMMUNITY**



Atlanta Regional Commission

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Warehouse & Distribution Center Within Town Center



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Lee Smith — CW Matthews

Stephen Spencer — Cobb County International Airport

Ricky Stewart — City of Kennesaw

Malcolm Wardlaw — Vulcan Materials

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Unauthorized Overnight Truck Parking at Cobb Place Shopping Center Along Barrett Parkway (SR 5 Connector)



# Project Overview & Background



The Town Center Community Improvement District (the "Town Center Community" or "TCCID") is a major regional activity center which serves as a gateway for commuters, freight operations, and travelers to and from Metro Atlanta via Interstates 75 and 575. **Interstate 75 is one of the busiest freight corridors in the nation and provides connectivity between Atlanta and Chattanooga.** The Town Center area is also home to a complex mix of retail, residential, office, manufacturing, warehousing, and industrial uses. Service and access is provided to freight-oriented distribution centers and warehouses within and adjacent to the Town Center Community through arterials and state routes such as Barrett Parkway (SR 5 Connector), Cobb Parkway (US 41/SR 3), Canton Road Connector (SR 5 Spur), and Chastain Road/McCollum Parkway. There are also residential, civic, and educational uses, as well as Kennesaw State University (KSU) and numerous neighborhoods, that generate general purpose traffic and bicycle and pedestrian activity. As such, the Town Center Community needs a robust transportation network that can serve multiple modes of transportation.

## Why a Freight Cluster Plan?

The Town Center Community led the development of a Freight Cluster Plan to understand freight-related needs, issues, challenges, and growth opportunities within the district and the northwest portion of the Atlanta region. This is to position the transportation system to support sustained growth for freight-generating businesses while addressing mobility needs for all users.

The Atlanta Regional Commission's (ARC) Freight Cluster Plan Program supported the study, and it is intended to complement local and regional Comprehensive Transportation Plans (CTP). The Freight Cluster Plan Program defines goals, needs, and priorities for moving goods, improving access to jobs, reducing traffic congestion, adapting to changes in the logistics industry, and improving safety, mobility, and access for all roadway users in the specific plan's study area. Project recommendations from freight cluster plans help position communities for future funding requests during ARC's Transportation Improvement Program (TIP) and Metropolitan Transportation Plan (MTP) update cycles, in addition to other funding sources.

## Locational Context

**The Town Center Community Freight Cluster Plan focuses on two distinct areas in northern Cobb County – a study area and an area of influence.**



The study area serves as the main focus of the Freight Cluster Plan, and a majority of recommendations are located within this portion of the County. This consists of the entire TCCID as well as nearby freight-related businesses which have a profound impact on traffic operations within the district.

The area of influence, located to the northwest of the study area, represents adjacent land uses and corridors that generate truck traffic and have an impact on freight operations and travel patterns in the study area. This area of influence includes portions of the City of Acworth, City of Kennesaw, and unincorporated Cobb County.

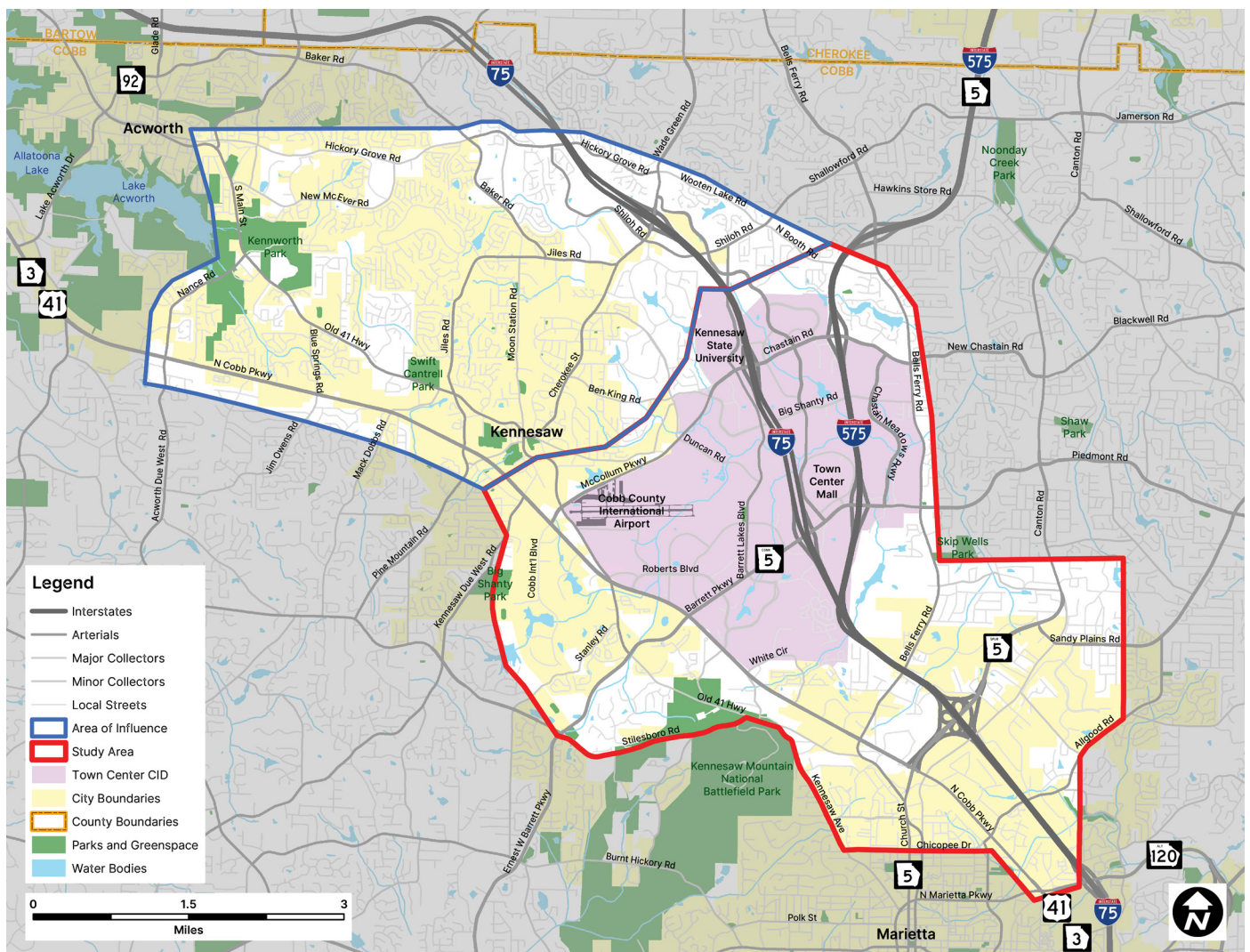
The study area and area of influence are shown in **Figure 1**.



## Plan Purpose

The Recommendations Report details the implementation strategy for the Town Center Community Freight Cluster Plan. It summarizes the freight cluster planning process and the key issues that affect the Town Center study area and area of influence. Topics include freight movement, traffic operations, job access, solutions, and strategies to mobility challenges around the district.

While locally focused, the Freight Cluster Plan highlights the Town Center Community’s unique character and regional significance. **As one of the last concentrated economic centers in north Georgia before leaving the state, Town Center serves as a gateway for commuters, freight operations, and travelers to and from Metro Atlanta via I-75 and I-575.** Recommendations stemming from the Plan aim to maintain future economic competitiveness and exceptional quality of life in Town Center and its immediate surroundings.



Data Sources: Atlanta Regional Commission; Cobb County DOT

Figure 1. Town Center Community Freight Cluster Plan Study Area & Area of Influence



# Freight Cluster Planning Process

## Process Summary

Development of the Town Center Community Freight Cluster Plan encompassed six tasks spanning approximately 16 months between January 2023 and April 2024. This included five research and technical analysis tasks along with continuous stakeholder engagement and outreach. A graphic depicting the project schedule is shown in **Figure 2**.

Throughout the planning process, the project team researched best practices on freight mobility and technology; evaluated existing conditions to identify needs for Town Center's freight network and other transportation infrastructure; and developed recommendations for projects, policies, and strategies to better enable freight connectivity and position Town Center for economic competitiveness and high quality of life in the coming years.

## Review of Best Practices

The Review of Best Practices Report is structured around several big-picture themes including freight planning, land use and development, and technology and innovation. Each section starts with a discussion of trends, challenges, and opportunities, includes one or more case studies, and summarizes lessons learned and best practices that are applicable and transferable to the Town Center Community.

## Inventory & Assessment

The Inventory & Assessment Report evaluates existing conditions and assesses current and future needs for the freight transportation system within and adjacent to Town Center.

**The report summarizes previous plans and studies, existing transportation infrastructure and operations, freight travel patterns, and available transportation funding mechanisms.** It serves to help TCCID and the project team evaluate and assess the study area and area of influence for potential opportunities to improve conditions for freight and job access.

The report touches on emerging trends, challenges, and opportunities related to moving goods and supporting sustainable industrial development, which were introduced in the Review of Best Practices. Alongside the Traffic Study, the outcomes of this assessment informed recommendations to improve freight mobility in a way that minimizes negative impacts on nearby communities, as well as strategies to create and attract industrial businesses that provide quality jobs and contribute positively to the region's economy.

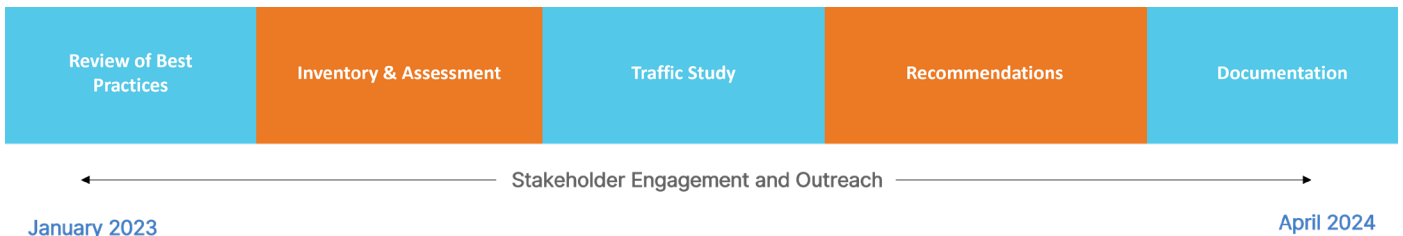


Figure 2. Freight Cluster Plan Project Schedule



## Traffic Study

The Traffic Study focuses on 18 intersections primarily located within the study area, selected in consultation with ARC and the project management team (PMT). The intersections were selected through a network screening process that took into account traffic volume, truck traffic, crash history, inclusion in prior projects or studies, and area characteristics. This process narrowed the study intersections from an initial list of 50 down to 18 intersections.

It analyzes existing and future projected capacity at each intersection, along with levels of traffic congestion and delay to identify deficiencies and recommend potential improvements. It also reviewed crash history and safety deficiencies at each location. To supplement this analysis, the project team visited each intersection and recorded observations about operations, infrastructure, signage, and other freight-related considerations. These analyses helped to identify potential projects that could mitigate these deficiencies. Recommendations from the Traffic Study form the basis of the intersection improvements identified in the project list.

## Recommendations & Documentation

Identification of recommendations and the development of the Recommendations Report took into account the key findings from previous tasks, building on identified needs, issues, and opportunities. The Recommendations Report is the culmination of the Freight Cluster Plan and summarizes the planning process, key findings from research and analysis tasks, as well as the process for identifying and prioritizing recommendations. It contains lists of recommended projects, strategies, and policies, along with maps and diagrams, where applicable.



Dirt Truck Turning Onto Chastain Road From Duncan Road Near Vulcan Materials Rock Quarry





# Stakeholder Engagement & Outreach

The Freight Cluster Plan project team used input from stakeholders to pinpoint the study area’s freight-related issues, needs, and challenges; identify priorities for improvement; and develop recommendations. The multi-faceted engagement process utilized a variety of techniques to connect with and engage with key freight and logistics industry stakeholders, economic development leaders, government agencies, potentially impacted property owners, and other community members. A summary of engagement activities is shown in **Table 1**.

**Table 1. Key Community and Stakeholder Engagement Activities**

		2023												2024				
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
<b>Stakeholder Committee</b>	A group consisting of representatives of local jurisdictions, agencies, TCCID, Cobb County, GDOT, ARC, and other major freight generators and employers to validate study findings, identify issues, needs, and opportunities, and provide input and feedback on draft recommendations.			◆			◆				◆					◆		
<b>Stakeholder Interviews</b>	One-on-one interviews with a wide variety of individuals and organizations related to freight that provided input on challenges, opportunities for improvements, technologies, and future trends regarding freight operations in the study area; and to establish relationships for future outreach.				◆	◆	◆	◆										
<b>Community Pop-Up Event &amp; Survey</b>	Pop-up table at annual TCCID-sponsored Noonday Shanty 5&10K to gather feedback on interactions with trucks on roads in and near the Town Center Community.			◆														
<b>Project Webpage</b>	An accessible, online platform to share study information that is mobile-friendly and conveys plan progress.	◆						◆				◆						◆
<b>Industrial Local Staff &amp; Truck Driver Survey</b>	An online survey developed to gather user information from local staff and truck drivers on the conditions, challenges, and opportunities related to operating trucks and moving freight within the study area.							◆	◆	◆								
<b>Freight Advisory Task Force (FATF)</b>	These meetings are convened by ARC on a quarterly basis and consist of presentations given to regional freight industry stakeholders beyond those within the study area or area of influence, providing project updates and opportunities for feedback.					◆						◆						◆
<b>Open House Celebration</b>	A public event to present the final plan to stakeholders and the larger TCCID community.																◆	



**Interactive Mapping Exercise During Second Stakeholder Committee Meeting in June 2023**

## Tools and Techniques

### Project Webpage

Shortly after the planning process commenced, a webpage for the Freight Cluster Plan was established on the Town Center Community's existing website ([www.towncentercid.com/freight-cluster-plan](http://www.towncentercid.com/freight-cluster-plan)) to serve as the digital hub for sharing project information, input opportunities, events, and activities. The webpage presents a project overview, key tasks, schedule, and contact information to submit questions and comments.

### Community Pop-Up Event and Survey

On March 25, 2023, project team members hosted a pop-up table at the Noonday Shanty 5 & 10K Race. The team handed out fliers announcing the kick-off of the study and invited the community to take a short online survey about how and when travelers in the study area interact with trucks. Responses assisted the team in understanding the impact of trucks on traffic in the study area; times of day the impact was seen; and areas with truck movement or parking issues.

### Stakeholder Committee

TCCID and the project team established a Stakeholder Committee with representatives from public and private organizations with an interest in freight movement in the study area. The Stakeholder Committee helped identify and validate existing conditions and collected data; identify needs and opportunities for improvements; distribute information about the study; and provide input and feedback on proposed improvements. The Stakeholder Committee met four times during the course of the study; two meetings were held in-person at the TCCID office and two were held online.

### Stakeholder Interviews

From April through July 2023, the project team conducted interviews with individuals who operate in freight and logistics industries and/or have an interest in freight operations in the study area. The purpose of the interviews was to inform stakeholders about the Freight Cluster Plan; collect input on challenges, opportunities for improvements, technologies, and future trends regarding freight operations in the study area; and to establish relationships for future outreach. Their input helped to ground-truth data collected through the needs assessment and analysis and supplemented information from the Stakeholder Committee.

### Industrial Local Staff & Truck Driver Survey

From July through September 2023, an online survey was developed to gather information from local staff and truck drivers on the conditions, challenges and opportunities related to operating trucks and moving freight within the study area. The survey included an interactive map for stakeholders to provide location-specific comments and a short questionnaire. The responses helped to confirm sentiment already expressed from other stakeholders about congestion hotspots and also the timing of increased congestion during peak commuting hours.

### Freight Advisory Task Force

To keep the ARC's Freight Advisory Task Force well-informed of the study and its progress, the project team provided regular study presentations and updates. The presentations summarized the study's process to date, any outreach results and technical analysis, findings, and recommendations and provided opportunity for comment from attendees.

### Board Presentation and Project Video

To celebrate the Freight Cluster Plan's completion, the project team gave a presentation to the TCCID Board of Directors on March 26, 2024. The presentation summarized the study process along with key recommendations. To accompany the presentation, the project team prepared a short video summarizing the planning process and building momentum for future implementation. Following the board meeting, the project video was placed on the TCCID website as a resource to be shared with funding and implementation partners.





## Forecasted Truck Volume Growth

The Town Center Community is forecasted to continue growth in vehicular and truck traffic through 2050, largely due to new commercial, residential, and mixed-use developments along with e-commerce and warehousing. **Some corridors are anticipated to experience up to a 40% increase in truck volume within the study area, but there are select corridors which are forecasted to experience a 10% decrease.** The largest percentage increases in truck volume by 2050 are forecasted along Canton Road, Jiles Road, Frey Road, Chastain Meadows Parkway, Kurtz Road, and Busbee Drive.

## Railroad Facilities & At-Grade Crossings

There is one Class I rail line operated by CSX Transportation and a shortline spur owned by the Georgia Northeastern Railroad (GNRR) within the study area and area of influence. Three additional shortline spurs extend southward from the GNRR rail line and terminate at industrial businesses. There are several at-grade railroad crossings along Sandy Plains Road and in Downtown areas - some of which had multiple incidents where trucks became stuck on tracks, often because of elevated tracks or steep roadway grades.

## Roadway Safety & Operations

**Between 2018 and 2022, nearly 14,000 crashes were reported in the study area - 635 of which involved a commercial vehicle.** While overall crashes decreased, several streets have crash rates which exceed the statewide average for their respective functional classifications. **Collectively, crashes along Barrett Parkway, Cobb Parkway (US 41/SR 3), and Chastain Road account for approximately 45% of all crashes within the study area between 2018 and 2022.** Pedestrian and bicycle crashes were relatively infrequent compared to overall crashes.

## Roadway Improvements & Maintenance

While most roadways and bridges are in good condition, some segments along truck-intensive routes have pavement in fair to poor condition. Due to their weight, heavy trucks can cause extensive pavement damage. Evidence of this is visible in places like Cobb International Boulevard.

## Truck Parking & Staging

As truck drivers approach Hours of Service (HOS) limits, finding truck parking can be challenging not just within Town Center, but also across metro Atlanta and nationwide. Since the nearest facilities with truck parking are to the north, **many truck drivers looking for places to park in the study area often resort to utilizing retail parking lots or highway and ramp shoulders.**

In the study area, unauthorized truck parking has been observed along interstate ramps and lanes or shoulders of roads in industrial areas as well as large parking lots serving commercial shopping centers. Trucks have also been observed staging in unauthorized areas, or waiting to pick up or drop off a load before the facility is ready to accommodate them. In the Town Center area, this includes staging within turn lanes outside of car dealerships.

## Multimodal Network

There are a limited number of on-street bicycle facilities in the study area; however, these do not have a significant impact on workforce access in Town Center. There are some sidewalks adjacent to light industrial uses, but there are gaps on the periphery of the CID boundary and along Cobb Parkway (US 41/SR 3) and McCollum Parkway. While this limits worker access without a vehicle, there is currently not a significant demand since most workers drive to work.

In industrial areas further south, outside of the CID boundary, the presence of nearby transit service warrants further examination into last-mile improvements to increase access for the local workforce. There are also opportunities to install sidewalks along local roads in these areas.

## Research & Technological Advancements

Institutions such as Kennesaw State University and Chattahoochee Technical College in the area present opportunities for technological advancement and collaboration to promote a competitive, but resilient future for freight transportation and operations. Research and technology can benefit electric vehicle charging infrastructure, truck parking and staging opportunities, traffic signal operations and safety, curbside management, and land use coordination.



# Recommendations

The Freight Cluster Plan recommends a suite of projects, studies, and strategies that aim to address the needs and challenges of the growing Town Center area. Identified through an assessment of existing conditions, current and projected future traffic volumes, a review of other plans and studies, and stakeholder consultation, these include increasing traffic volumes (including heavy-duty trucks, especially on certain roads), increases in industrial land uses, roadway safety issues, and an increasing mix of modes of travel.

As e-commerce continues to increase and more companies rely on warehouse and distribution facilities in this part of the Atlanta region, Town Center faces an increase in the mixing of freight and general-purpose traffic. Coupled with the growing population of Cobb County – expected to pass one million residents by 2050 – the growth of Kennesaw State University, and housing affordability challenges, there is increasing pressure on area roadways to accommodate a mix of modes and travelers. Safety is also a growing concern. **Cobb County’s Safety Action Plan, completed in 2023, revealed a 57 percent increase in the number of fatal and serious injury crashes non-interstate roads between 2018 and 2022.**



The Freight Cluster Plan recommends intersection improvements, pedestrian infrastructure improvements, lighting and signage projects, as well as additional studies, policies, and strategies to address these issues and more.

**These recommendations aim to improve freight mobility and proactively address challenges related to the growth of the Town Center area, including the anticipated increase in warehouse and distribution centers along with other industrial and freight-related uses over the coming years.**




The Plan serves as a framework for TCCID and its partners. It can help guide implementation of projects and strategies to improve freight mobility, support growth and development, and create a safer, more welcoming environment for all travelers.

**The Town Center Community Freight Cluster Plan encompasses recommendations to improve safety and operations at intersections, pedestrian and transit rider access to jobs, truck routing and wayfinding, and interagency coordination, among other elements.**




**Bicyclist Waiting to Cross Barrett Lakes Boulevard at Duncan Road**

## Recommendation Categories

 The Freight Cluster Plan includes two main categories of recommendations: (1) infrastructure projects (including studies) and (2) policies and strategies. Projects focus on improvements to transportation infrastructure through intersection improvements, lighting, sidewalk facilities, signage, and studies. Policies and strategies focus more on coordination efforts and other actions staff can take to improve coordination among jurisdictions and advance initiatives that support improved freight mobility in the area. Within each of these categories, recommendations are further broken down into types, reflecting their respective topics or area of focus. In total, the Plan recommends 36 projects and nine policies and strategies.

### Intersection Improvements

 Intersection improvements are based primarily on the Traffic Study conducted as part of the Freight Cluster Plan and **designed to improve operations and safety at key intersections throughout the study area, as well as to provide needed signage, pedestrian crossing upgrades, pavement markings, lighting, and other elements as needed.** They address a range of issues, including, but not limited to: rear-end crashes, angle crashes, and crashes due to weaving movements; missing pedestrian facilities or crossings in poor condition, poor projected future level of service (LOS), damaged infrastructure, and challenging intersection geometry.


### Lighting Projects

Lighting recommendations were identified through the Traffic Study as well as stakeholder input and are intended to improve safety and reduce the likelihood of crashes by adding lighting to dark portions of select roads throughout the study area.

### Sidewalk Facilities

These recommendations would design and construct new sidewalk to fill gaps or provide new segments of sidewalk in important areas. The Plan acknowledges that there are greater sidewalk needs beyond those identified in the Freight Cluster Plan; however, TCCID recently completed a sidewalk and walkability assessment, and Cobb County has buckets of funding in its SPLOST program to improve sidewalk throughout the County. Therefore, sidewalk project recommendations focus on areas where public transportation is provided in proximity to industrial and freight-related jobs, such as along corridors that are home to warehouse and distribution facilities.

### Signage

Signage recommendations are intended to **help clarify and reinforce prohibitions on truck traffic, as well as to help truck drivers navigate** the study area more easily, avoiding areas where they are not intended to be and to improve directional signage and wayfinding for better access to designated truck routes and interstate highways. 

### Studies

The Plan includes several recommended studies to take a closer look at identified needs along select corridors and in certain areas. These range from safety studies along corridors with higher-than-average crash rates to speed studies along corridors with a reported history of high speeds, as well as to further analyze existing conditions, clarify project needs and purposes, and identify specific improvements at locations not studied as part of the Freight Cluster Plan Traffic Study.





## Financially Feasible Short-Term Action Plan

The Short-Term Action Plan includes a range of projects (see **Figure 4** on the next page) that are anticipated to begin in the first ten years following plan completion. They were identified through a combination of project prioritization, cost estimation, revenue projections, and consultation with TCCID and key stakeholders. This list is not meant to suggest a priority or implementation order, but rather a collection of projects recommended for implementation within approximately the next ten years. Ultimately, it is up to TCCID and its partners to decide which projects to fund and pursue.

- Barrett Parkway (SR 5 Conn) at I-75 NB Ramp (I-1)
- Barrett Parkway (SR 5 Conn) at I-75 SB Ramp (I-2)
- Barrett Parkway (SR 5 Conn) at Mall Boulevard (I-3)
- Canton Road Connector (SR 5 Spur) at Church Street Extension (I-4)
- Chastain Road at Big Shanty Road (I-5)
- Cobb Parkway (US 41/SR 3) at Barrett Parkway (SR 5 Conn) (I-6)
- Cobb Parkway (US 41/SR 3) at Canton Road Connector (SR 5) On-Ramp Short-Term Intersection Improvements (I-7)
- I-75 Southbound at Chastain Road (I-8)
- McCollum Parkway/Chastain Road at Duncan Road (I-9)
- McCollum Parkway at Big Shanty Drive/ Vulcan Materials Driveway (I-10)
- Old 41 Highway at Airport Road (I-11)
- Barrett Parkway Lighting Improvements (L-1)
- Wayfinding Signage for Trucks (S-3)
- Barrett Lakes Boulevard and Cobb Parkway Speed Studies (AS-2)
- Corridor Safety Studies (AS-3)
- I-75 to I-575 Connector Feasibility Study (AS-4)

## Quick Win Projects

Quick win projects are those projects in the Short-Term Action Plan that are the simplest and easiest to implement and include signal phasing, signage, and truck prohibitions:

- Baker Road at Hickory Grove Road Signal Phasing (AS-1)
- Marble Mill RR Crossing Signage (S-1)
- Enhanced Truck Prohibition Signage for City of Kennesaw (S-2)



Tractor Trailer Traversing Parking Lot Near Warehouse Distribution Center

# Short-Term Action Plan Components



11 Intersection Improvements



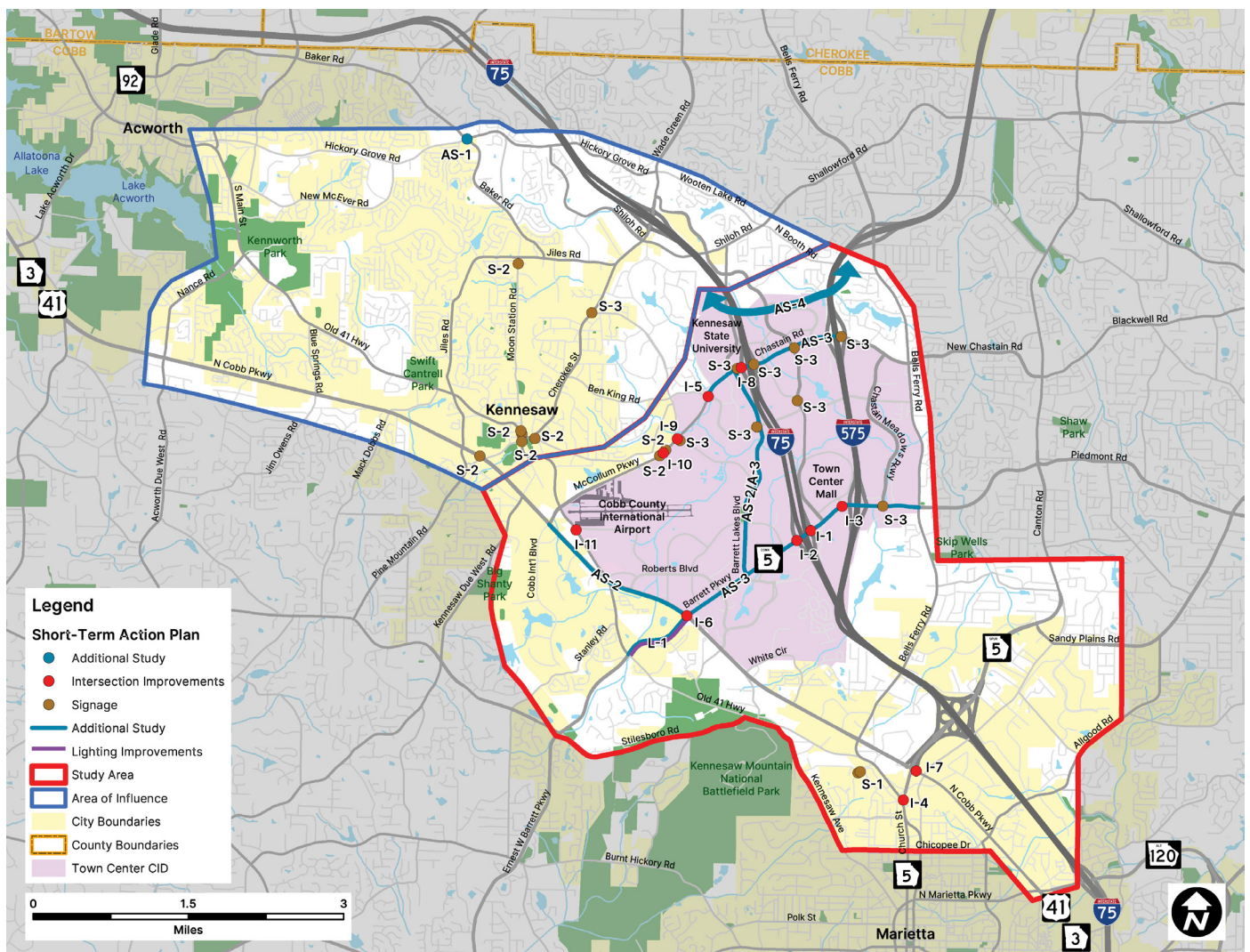
3 Signage Projects



1 Lighting Improvement



4 Additional Studies



Data Sources: Atlanta Regional Commission; Cobb County DOT

Figure 4. Financially Feasible Short-Term Action Plan Projects





## Long-Term Vision Plan: Tier 1

Tier 1 of the Long-Term Vision Plan (see **Figure 5** on the next page) includes a range of intersection improvement projects that will improve freight mobility, safety for all travelers, wayfinding and signage, and generally improve transportation for everyone in the Town Center area. These projects are somewhat lower in priority and/or more costly or more complex than projects in the Short-Term Action Plan.

- Canton Road at Sandy Plains Road Intersection Improvements (I-12)
- Canton Road Connector (SR 5 Spur) at Sandy Plains Road Intersection Improvements (I-13)
- Cobb Parkway (US 41/SR 3) at Bells Ferry Road Intersection Improvements (I-14)
- Cobb Parkway (US 41/SR 3) at Canton Road Connector (SR 5) On-Ramp Long-Term Intersection Improvements (I-15)
- Cobb Parkway (US 41/SR 3) at EMC Parkway/Kennestone Circle Intersection Improvements (I-16)
- McCollum Parkway at Cobb Parkway (US 41/SR 3) Intersection Improvements (I-17)
- McCollum Parkway at Old 41 Highway/South Main Street Intersection Improvements (I-18)

## Long-Term Vision Plan: Tier 2

Tier 2 of the Long-Term Vision Plan (see **Figure 5**) includes several projects ranging from intersection improvements to sidewalk facilities. These projects are somewhat lower in priority and/or more costly or more complex than projects in Tier 1 of the Long-Term Vision Plan.

- Cobb Parkway (US 41/SR 3) at Canton Road Connector (SR 5) Off-Ramp Intersection Improvements (I-19)
- Cobb Parkway (US 41/SR 3) at Industrial Park Drive Intersection Improvements (I-20)
- Big Shanty Drive Lighting Improvements (L-2)
- Chastain Road Lighting Improvements (L-3)
- EMC Parkway Sidewalk (SW-1)
- Industrial Park Drive Sidewalk (SW-2)
- Loudermilk Drive Sidewalk (SW-3)
- McCollum Parkway Sidewalk (SW-4)
- White Circle Sidewalk (SW-5)
- Canton Road Small Area Study (AS-5)



# Long-Term Vision Plan Components

Tier 1



7 Intersection Improvements

Tier 2



2 Intersection Improvements



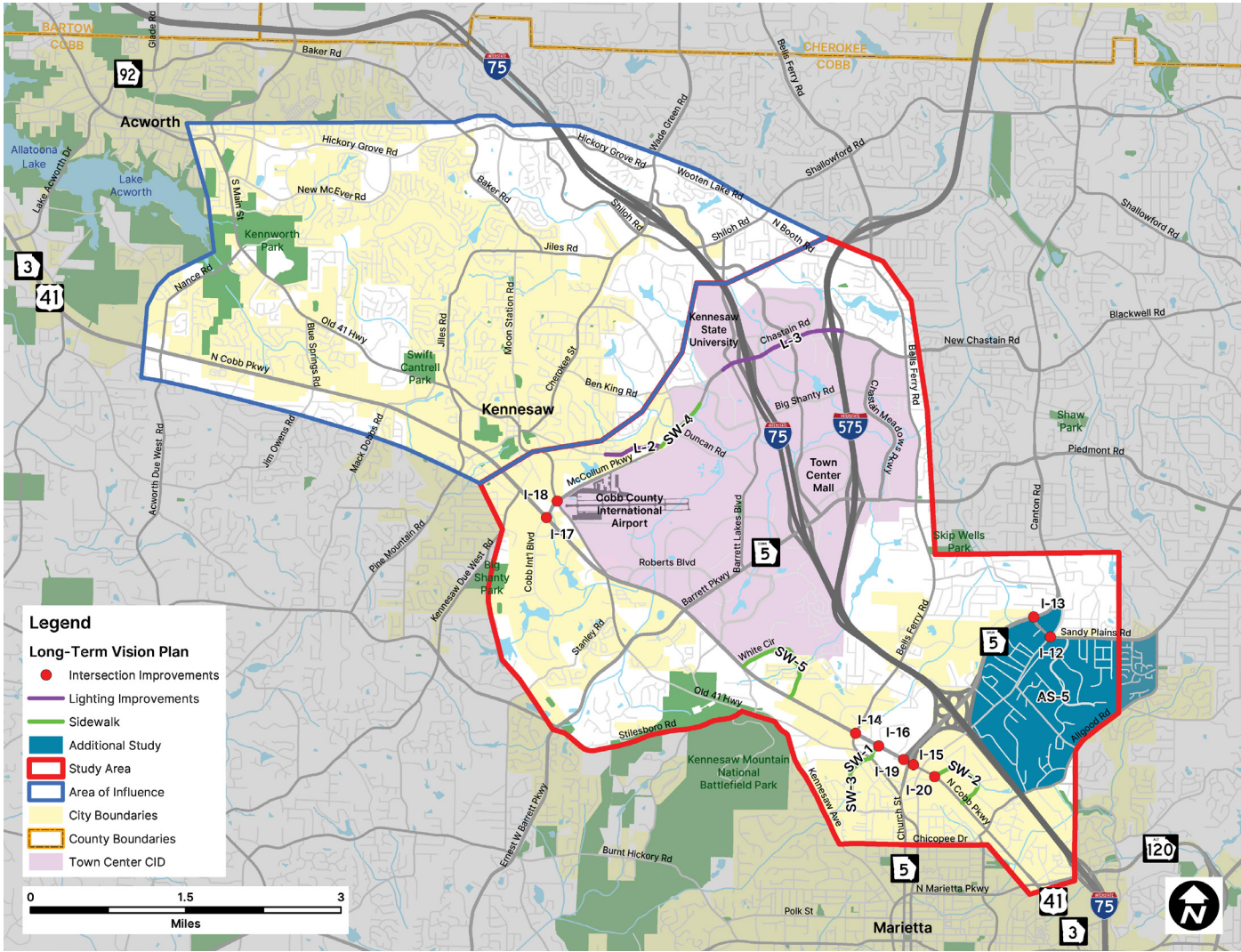
2 Lighting Improvements



5 New Sidewalk Projects



1 Additional Study



Data Sources: Atlanta Regional Commission; Cobb County DOT

Figure 5. Long-Term Vision Plan Projects




# Policies & Strategies


In addition to infrastructure projects and studies, the Freight Cluster Plan also includes initiatives that focus on coordination with other agencies and actions staff can take to improve and advance freight mobility in the area.

## Truck Parking & Staging

### Future Truck Stop

 This is aimed at working with Cobb County and other partners to **identify potential locations that may be suitable or appropriate for temporary and overnight truck parking** within the study area or area of influence. Sites should be strategically selected to allow for easy access to major roads and interstate highways, away from residential areas, and which can accommodate amenities and safety features.

### Truck Staging

 TCCID should work with Cobb County to develop a policy that would require new developments in industrially zoned areas to provide space where commercial vehicles can temporarily park to **help keep trucks off of local streets while awaiting pick-ups and drop-offs**. This work may include researching case studies, talking with peers, and/or drafting language for consideration in the zoning ordinance.


## Street Design for Trucks

### Monitor Cobb Parkway (US 41/SR 3) at Industrial Park Drive

The intersection of Cobb Parkway at Industrial Park Drive was identified as an opportunity to improve truck turning movements with some geometric changes; however, the intersection configuration and property boundaries presented challenges and negative impacts to the private business located in the northwest corner of the intersection.

It is recommended that if an opportunity arises to redevelop this property, consideration be given to reconfiguring the intersection in a way that provides more room for trucks making a westbound right turn.

## Truck-Friendly Complete Streets Standards

In light of the anticipated increase in truck traffic traveling around and through the Town Center area over the next couple of decades, **TCCID should work to develop design guidance for roads that are heavily traveled by trucks where there is also an existing or planned trail/sidepath or high levels of pedestrian or bicyclist activity, such as around the KSU campus**. The design guidance would provide recommendations for the placement and spacing of multimodal facilities in relation to travel lanes, recommendations for buffers and separation of modes of travel as needed, as well as design at intersections to improve safety. 

## Signal Technology

### Emergency Vehicle Pre-Emption

As part of the roll-out of the regional connected vehicle program, it would be beneficial to make sure are included or considered for future emergency-vehicle pre-emption at the intersections of Cobb Parkway (US 41/SR 3) at Bells Ferry Road, Cobb Parkway (US 41/SR 3) at Industrial Park Drive, and Cobb Parkway (US 41/SR 3) at EMC Parkway - Kennestone Circle.

## Truck Prohibitions

Watts Drive in Kennesaw has narrow lanes and is designed to be a pedestrian-friendly facility, approaching Downtown. It is not conducive to large trucks and there are other available routes in the area; therefore, it is recommended that the City of Kennesaw consider prohibiting large trucks on this road. As an alternative, in lieu of an official prohibition, consideration should be given to putting up signs that direct thru-trucks away from Watts Drive.

## Additional Coordination

Recommendations in this area are intended to help facilitate inter- and cross-jurisdictional coordination between TCCID and other partners. The idea is to assist with implementation of this Freight Cluster Plan as well as other plans, studies, and projects to reduce potential duplication or gaps in communication.

## Regional Freight Plan Update

The Atlanta Regional Commission is in the process of completing an update to the Regional Freight Mobility Plan, last updated in 2016. It is anticipated there will be a continued need for coordination with ARC and other agencies to support and facilitate plan implementation.

## Regular Coordination with GDOT

To assist with implementation of the Freight Cluster Plan as well as with other projects throughout the Town Center area, it is recommended that TCCID establish regular standing meetings with representatives of GDOT, including the Office of Planning as well as the District Office. Meetings could occasionally include adjacent/neighborhood jurisdictions and public sector stakeholders.

## TCCID Freight Advisory Committee



Similar to the strategy above, it would be beneficial to TCCID to **establish a local freight advisory committee** to discuss ongoing planning and development as well as transportation projects, issues, and other related matters. As the Town Center area continues to grow, it is anticipated that more freight- and industrial-related developments will come to the area, and this will help local jurisdictions plan accordingly.

## Implementation Steps

This Freight Cluster Plan represents an important step for TCCID - it is the first time the CID has studied freight mobility, truck traffic, and goods movement. With an eye towards the future, the CID knew it was important to be proactive in addressing anticipated issues with the growth and development of warehouses and distribution centers.

The Town Center Freight Cluster Plan is consistent with TCCID's vision of being forward thinking and leading the region in terms of addressing challenges related to the mobility of people and goods. The Plan offers a variety of infrastructure projects, studies, and other recommendations to improve freight mobility and support the continued growth of the area, in a manner that is consistent with TCCID's vision.

It will be imperative for TCCID to work with Cobb County, GDOT, and with the Cities of Acworth, Kennesaw, and Marietta to advance implementation of this Plan. While the identified needs are greater than the likely available short-term funding, there are a variety of potential grants and other sources that can help fund key projects. Working together will make funding applications stronger.

This Plan is meant to serve as a framework, providing recommended projects and strategies that can help TCCID and its partners improve travel, mobility, and the quality of life within the study area. The Plan is intentionally flexible to allow TCCID and its partners to determine the order of implementation, based on their evolving priorities and resources.





# TOWN CENTER COMMUNITY



## Freight Cluster Plan