

30 Years in the Making

Progress and Placemaking
in Cumberland

2017 Annual Report





Where Community Thrives

Thirty years ago, the founders of the Cumberland Community Improvement District (CID) dreamed of a vibrant, bustling community that would enhance and transform the region. The district's 6.5 square miles have since evolved into a bastion of development and opportunity with over \$6.1 billion in total community real estate assets. Ninety-five projects have been completed or are underway, leveraged by \$130 million in local assessments.

After four years of hard work and partnerships between the state, county, the CID and the Atlanta Braves, SunTrust Park opened with the Braves enjoying a truly successful inaugural season. While the Cumberland CID has seen extraordinary results, the investment in making this community a more accessible and attractive place to work and live is far from being complete.

Looking forward, the CID is focusing on key projects that improve access, connectivity and placemaking within each of the district's five subareas. With \$159 million in potential investment projects to advance these goals, Cumberland's future looks strong.

The Cumberland CID is thankful for the continuous support from Cobb County, the Georgia General Assembly, Governor Nathan Deal's office, Congressional members and many, many others.



The CID, along with the state and Cobb County, commemorated two major roadway projects this year. Governor Deal led the celebration for Cobb Parkway, a \$60 million effort that's transformed a four-lane corridor into a six-lane corridor and added a newly constructed bridge, thereby increasing capacity by over 50 percent. Lieutenant Governor Casey Cagle was in attendance to celebrate the completion of Windy Hill Road Enhancements and the Diverging Diamond Interchange, a \$48 million effort. Both projects include beautification amenities and safety enhancements for travelers.



Targeted Investment for **Greatest Impact**

The 6.5 square miles of the CID

5.4%

Economic Impact on
Georgia's Economy

36%

Impact on Cobb
County's Economy

5 Fortune 500 companies

16K current households in the CID
25K total in the next 15 years

27K current residents in the CID
38K total in the next 15 years

65.2K jobs in the CID
76K total in the next 15 years

Experience the Transformation

Once a conventional suburban activity center, Cumberland has transformed into a dynamic, mixed-use community. The development of SunTrust Park and The Battery Atlanta, along with more than \$1 billion in additional planned development of office and retail space, hotels and multifamily housing, make Cumberland a popular destination, attracting people from all over.

DELIVERING VALUE*

- **5** CLASS A OFFICES
- **1.8M** SQ FT OF OFFICE SPACE
14.9M SQ FT OF EXISTING OFFICE SPACE
- **2,050** MULTIFAMILY RESIDENTIAL UNITS
15,774 EXISTING MULTIFAMILY RESIDENTIAL UNITS
- **500K** SQ FT OF RETAIL
3.5M SQ FT OF EXISTING RETAIL
- **1,400** NEW HOTEL ROOMS
3,800 EXISTING HOTEL ROOMS
- **1.3M** SQ FT OF EXEMPT DEVELOPMENT
1.9M SQ FT OF EXISTING EXEMPT DEVELOPMENT

*Data in red represents what has been recently completed or is under construction



The Blueprint for Success

In 2017, the CID updated its vision through the Blueprint Cumberland 3.0 Master Plan. Developed with an eye toward the future, the Blueprint is the framework used to select, design and construct projects to make Cumberland one of the Southeast's most dynamic places to work and live. The Blueprint prioritizes access, connectivity and placemaking within each of the district's five subareas, setting the stage for Cumberland's continued growth and success.

\$159
MILLION
Potential Investment

An Elevated Experience

Access: 6 projects that support new and improved options for traveling to and within the district.

Connectivity: 33 projects that facilitate and actively encourage walking and biking.

Placemaking: Initiatives that enhance the quality of life.



Improving Your Corridor, Your Commute, Your Community

As the number of developments in Cumberland grows, it will become increasingly important to continue to support and expand options for accessing the area. Residents, commuters and visitors must be able to travel in and around the district with ease.

The new Akers Mill Ramp will allow Cumberland residents and travelers to safely access the Northwest Corridor, alleviating traffic and offering the safest method of travel. Eighty-seven percent of the project's total estimated cost has been assembled to drive this initiative into the next phase of development.

In order to improve access and reduce congestion, the CID is committed to infrastructure and roadway enhancements like these, constantly advocating for solutions that utilize both private vehicles and public transit to safely achieve higher capacities. The CID has a \$240 million work program that includes projects that have recently been completed or are underway.

Select Projects

- Akers Mill Ramp
- Cumberland Boulevard Bridgescape
- Bob Callan Trail
- Windy Hill Road Enhancements and Diverging Diamond Interchange
- Cobb Parkway Enhancements
- Windy Hill Terrell Mill Connector

The \$834M Northwest Corridor Express Lanes will open in 2018



Where Iconic Companies Come to **Work and Play**

Fortune 500 companies like Synovus, Genuine Parts, Comcast and HD Supply love Cumberland for its accessibility and commitment to regional growth and development built on solid economic foundations. The wide variety of retail, hotel and entertainment options doesn't hurt either.

Along with the Braves' home and 1.5 million square feet of mixed use development, The Battery Atlanta features talented dining stars like Ford Fry, Linton Hopkins, Giovanni DiPalma and more, plus large focal points like Coca-Cola Roxy Theatre, Omni Hotel and Ballpark Center (Comcast's regional headquarters). Along with these recent additions, iconic staples such as the Cobb Galleria Centre and the Cobb Energy Performing Arts Centre continue to drive interest and excitement to the Cumberland area.

Connecting Community

Green space, urban trails, bike paths – Cumberland is where you want to be outdoors, enjoying an active lifestyle and scenic surroundings. Connectivity projects like the sidewalk and pedestrian walkway improvements and multimodal corridors, as well as a new bikeshare program, link destinations throughout Cumberland to one another and beyond, while encouraging opportunities to walk and bike.

20% GREEN SPACE
more than any other market in Atlanta

60 MILES
of greenway and urban trails planned and proposed

38 MILES
of greenway and urban trails built

22 MILES
of greenway and urban trails proposed
by the CID and partners

840 ACRES
of green space – equivalent to Central Park in NYC

11 POINTS
of access to greenway and urban trails

\$100M COMMUNITY VALUE
represented in the greenway and urban trails

#8 IN TOP 10 URBAN ESCAPES
Chattahoochee River National Recreation Area
According to National Geographic

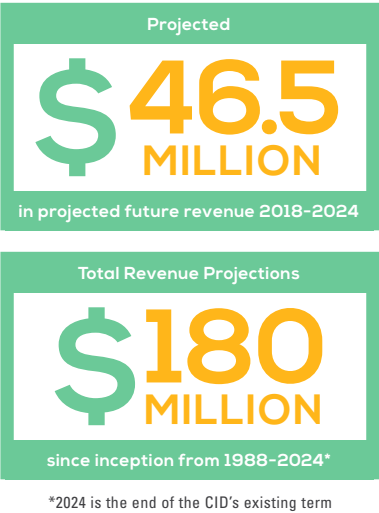
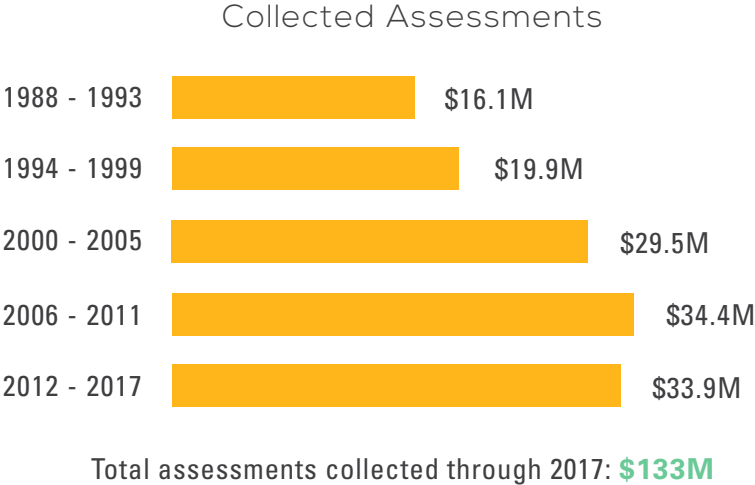
FUTURE PEDESTRIAN AMENITIES

Sidewalk gaps and pedestrian bridges
Bikeshare • New trails

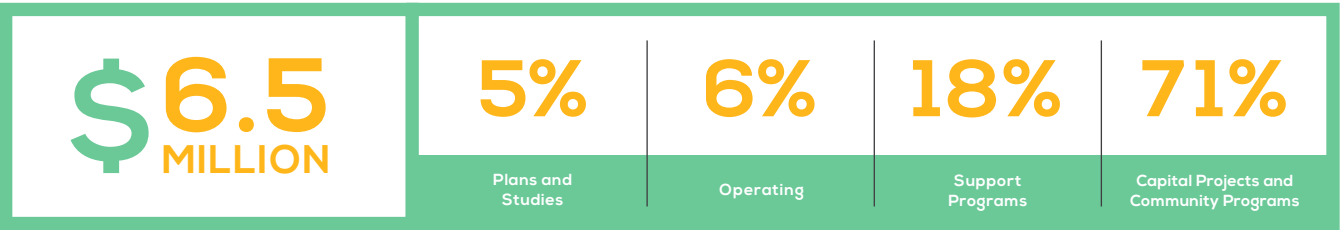
THE CUMBERLAND CID THANKS THE NATIONAL PARK SERVICE



The Cumberland CID's **Actual and Projected Revenue**

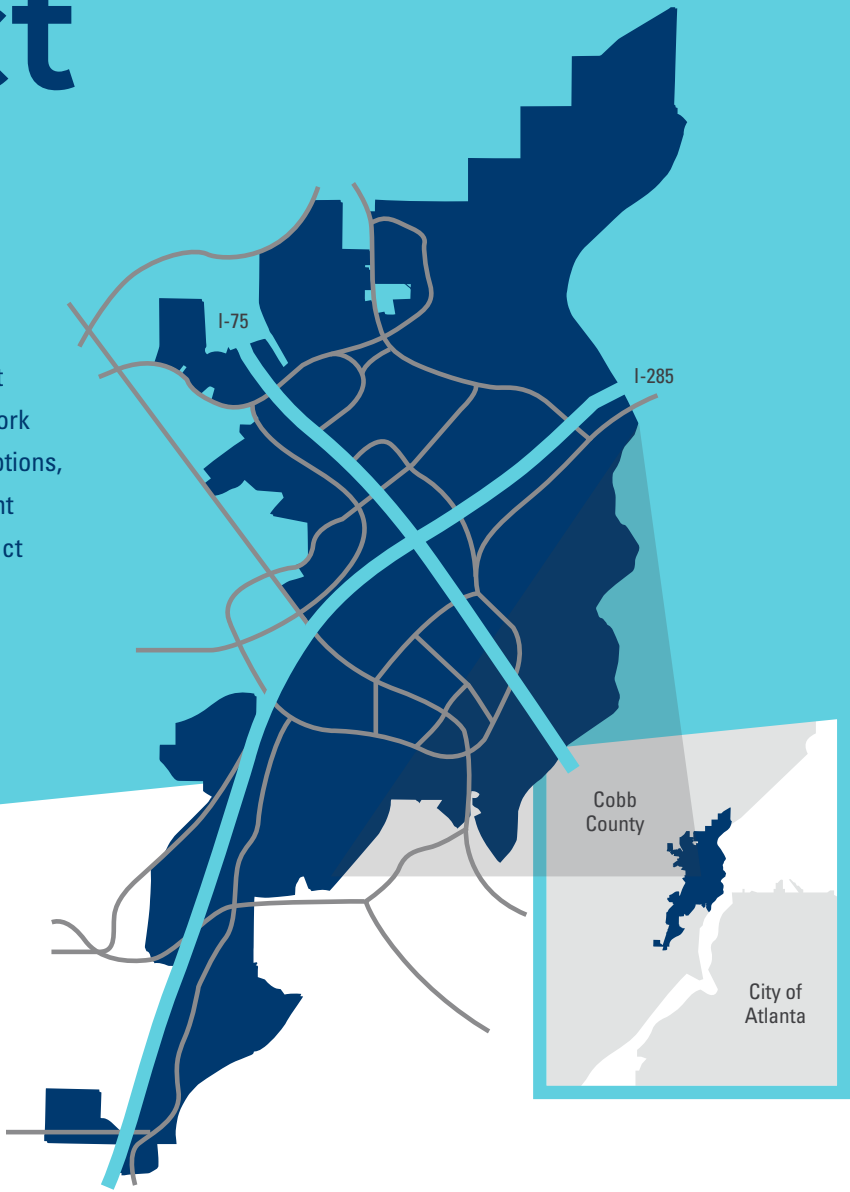


2017 **Expenditures**



The Cumberland District

Cumberland’s CID is the 6.5 square mile area represented in dark blue. Part of the greater Atlanta metro area, the district’s position in Cobb County adjacent to I-75 and I-285 makes it a convenient and accessible location to live, work or visit. The abundance of retail and culinary options, along with the exciting sports and entertainment opportunities, have made the Cumberland district a popular destination, point of attraction and place to call home.



How the CID Works

A Community Improvement District (CID) is a geographic area created by commercial property owners to generate revenues through a self-imposed property assessment. These are not residential property taxes, sales taxes or otherwise, and only commercial investors are assessed. However, everyone benefits from improved roads, parks, bridges, trails, landscapes, transit and other projects this revenue funds. The Cumberland CID creates a more valuable community.

The Cumberland CID continues to generate interest in the market from both existing and potential investors. We are committed to tracking submarkets and district-level data and sharing these updates to ensure public and private investors have the most current and accurate information. Please let us know how we can continue to meet your needs.

- Barry Teague
Treasurer,
Cumberland CID;
Principal, Walton
Communities
- John Shern
Vice Chairman,
Cumberland CID;
Vice President,
Construction, The
Home Depot
(Retired)
- Connie Engel
Partner,
Development and
Leasing, Childress
Klein Properties
- Malaika Rivers
Executive Director,
Cumberland CID
- Lynn Rainey
Legal Counsel,
Cumberland CID;
Rainey & Phillips
- Mason
Zimmerman
Senior Managing
Development
Partner,
Development
and Investment
Services,
Pope & Land
Enterprises
- Mike Plant
President of
Development,
Atlanta Braves
- Tad Leithead
Chairman,
Cumberland CID;
Principal, TLA
- Bob Voyles
(not pictured)
Principal/Founder,
Seven Oaks
Company



Thank You

The support you give to the Cumberland CID allows us to affect lives all across the community. Thank you for working alongside us to create a long-term and growing vision. We have accomplished so much in the district this year, and we are preparing for even more commercial and residential growth. We look forward to continuing to share new successes with you in our 30th year and beyond.



Tad Leithead
Chairman,
Cumberland CID



Malaika Rivers
Executive Director,
Cumberland CID

