

# BLUEPRINT

CUMBERLAND 3.0



SEPTEMBER 2017



CUMBERLAND  
COMMUNITY IMPROVEMENT DISTRICT



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# CHAPTER 1

# EXISTING CONDITIONS



# EXISTING CONDITIONS

## ASSESSING THE COMMUNITY

Founded in 1988, the Cumberland Community Improvement District (CID), Georgia's first CID, is the mechanism by which local commercial property owners advance needed public infrastructure projects. Originally formed by business leaders interested in improving access to highways for the emerging Cumberland submarket, the CID went a step further and created a master road plan for the area. Today, the CID is working with the state, local government, landowners, and other stakeholders to accelerate Cumberland's continued transformation.

**Blueprint Cumberland** was launched in 2001 as a community vision and plan. The project documented Cumberland's existing environment and outlined a course of action for the next 15-20 years. Subsequent planning in 2007 and 2011 sought to update and refine this vision and identified more than two dozen needed improvement projects. **Blueprint Cumberland 2.0** and the Blueprint Cumberland Livable Centers Initiative (LCI) Update provided the foundation from which more than \$87 million of CID investment has been leveraged to implement 40 projects, catalyzing \$1.8 billion in private investment over the past 15 years.

Key CID investments include:

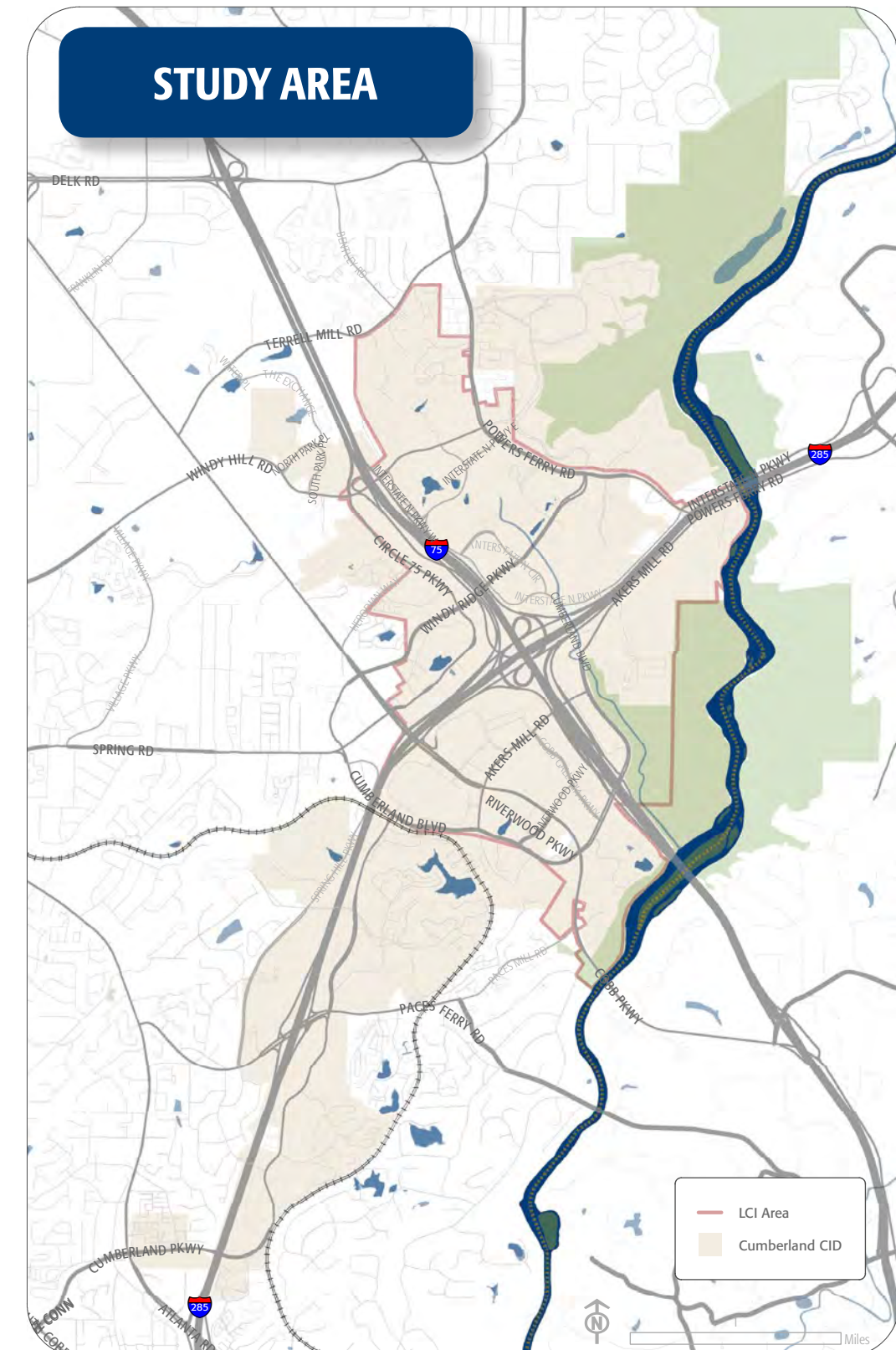
- Cumberland Boulevard Intersection Widening and Pedestrian Improvements
- Windy Hill Corridor Improvements, including the Diverging Diamond Interchange

- Cumberland Boulevard/I-75 Bridgescape
- Akers Mill Corridor Streetscape and Trail
- Bob Callan Trail
- Silver Comet Connector
- Palisades National Park Unit Improvements

Since area plans were last updated in 2011, three significant events and trends have impacted the area's future:

- 2012: Rebound from the Great Recession. In the aftermath of the prolonged period of slow-growth, a pent-up demand for multi-family housing emerged
- 2013: Atlanta Braves Announce Move to Cobb County. SunTrust Park and The Battery positioned Cumberland as more than a center for business and regional shopping
- Generally: The Rise of the Millennials. A new generation of workers and residents in the area desire a more urban/walkable environment compared to the area's drivable suburban character.

**Blueprint Cumberland 3.0** builds upon the area's previous planning efforts and recent market changes to establish a new comprehensive vision and plan to transform this economic hub of Cobb County into a more walkable, dynamic, live-work-shop-play urban center and vibrant regional gateway.





# LAND USE

Cumberland, like much of Metro Atlanta, has developed in an automobile-centric manor with major commercial and multi-family residential development conveniently located near the intersection of Interstates 75 and 285, identified as Cumberland’s traditional core. While this commercial and residential development is located in proximity to one another, these compatible land uses remain physically separated on opposite sides of the interstates.

Radiating from Cumberland’s traditional core are a collection of lower intensity subareas that transition in character, density, building scale and uses. These subareas serve area residents whose homes, both single-family subdivisions and multifamily complexes, cluster around the rims of the commercial hubs and the natural assets, such as the National Recreation Area. The district is the eastern edge of Cobb County, with the Chattahoochee River serving as the boundary between the counties of Cobb and Fulton.

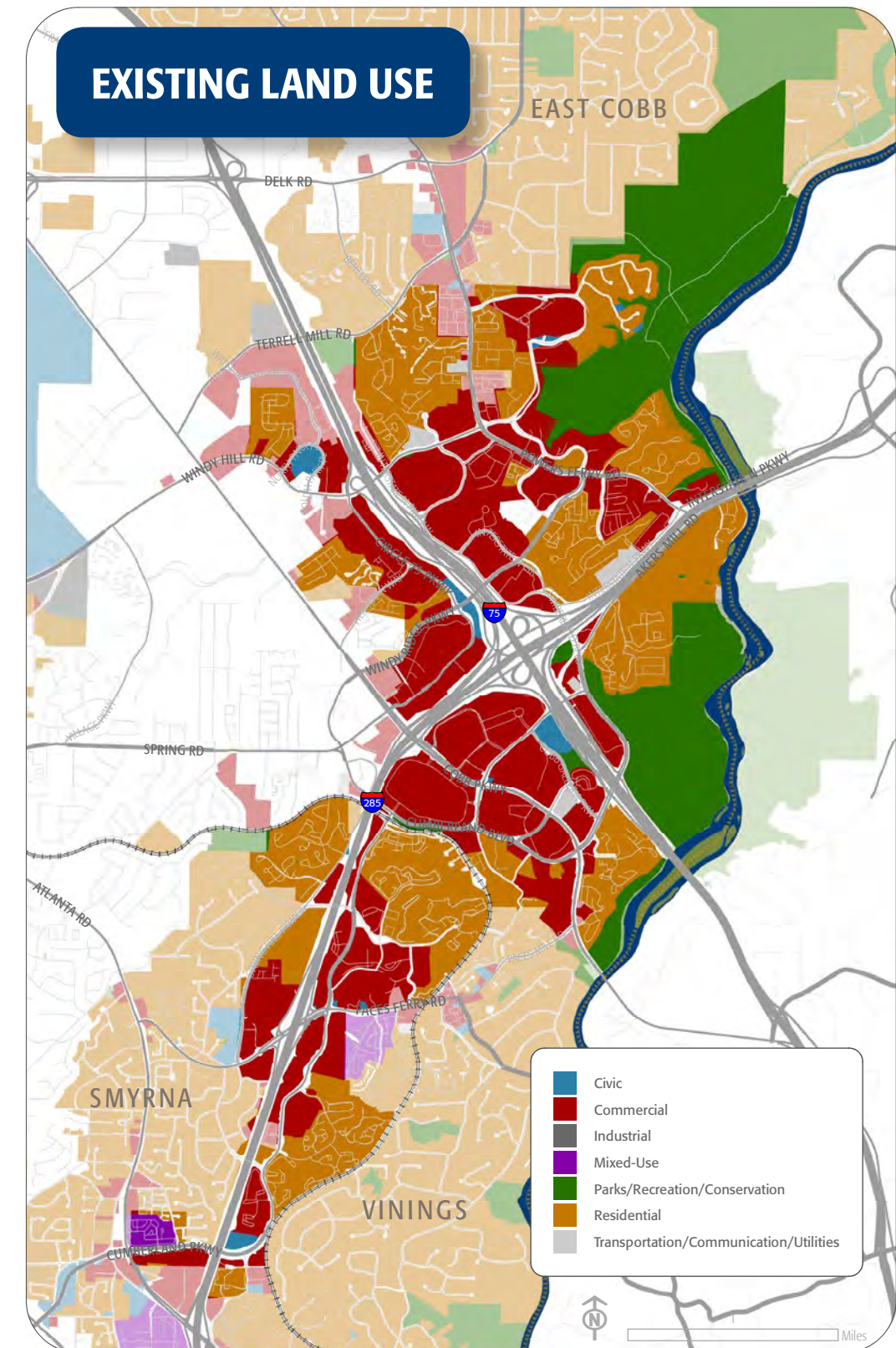
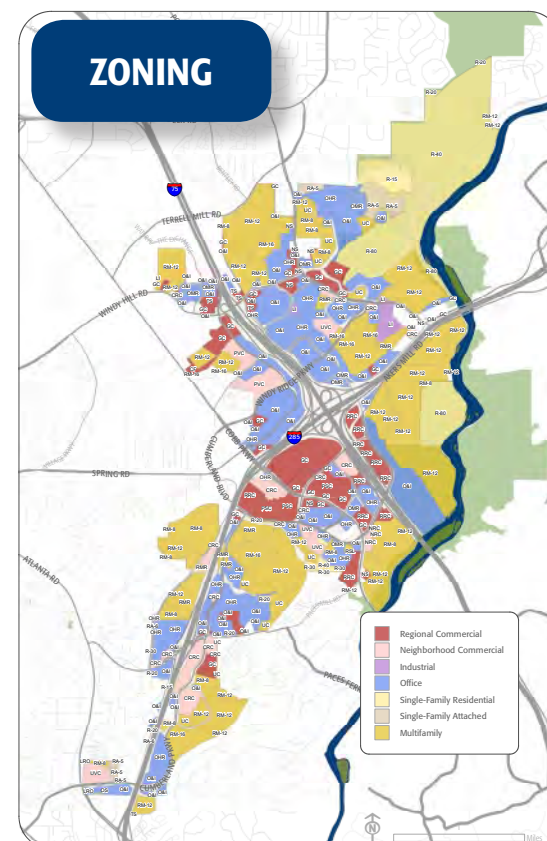
Land uses within the Cumberland CID are mostly defined by major roadways and other transportation infrastructure, including an active freight rail line. In addition, there is a large amount of public greenspace within the CID, which sets this area apart from other similar districts in the Metro Atlanta region. Not distributed equitably throughout, it is largely concentrated on the eastern side of the district along the Chattahoochee River.

Residential land uses in the CID are mostly multifamily developments built between 1970 and 1980. There are small pockets of single-family residential on the perimeter of the District, with the

majority of these homes within Vinings, Smyrna, East Cobb and neighboring the National Recreation Area.

Within the CID civic and institutional uses are limited, with the largest being the Cobb Energy Performing Arts Centre followed by the Cobb Galleria Centre and Wellstar Windy Hill Hospital. There are no industrial properties within the District.

Commercial uses are largely devoted to office, big-box retail, and shopping malls. With the announcement of the move of the Atlanta Braves to Cobb County—and specifically, into the Cumberland CID’s boundary—in 2013, the District is beginning to see a new center of attractions/destinations as well as a shift to mixed-use land uses.



\*Existing land use classified by Cobb County Planning Division, 2016



# NATURAL RESOURCES

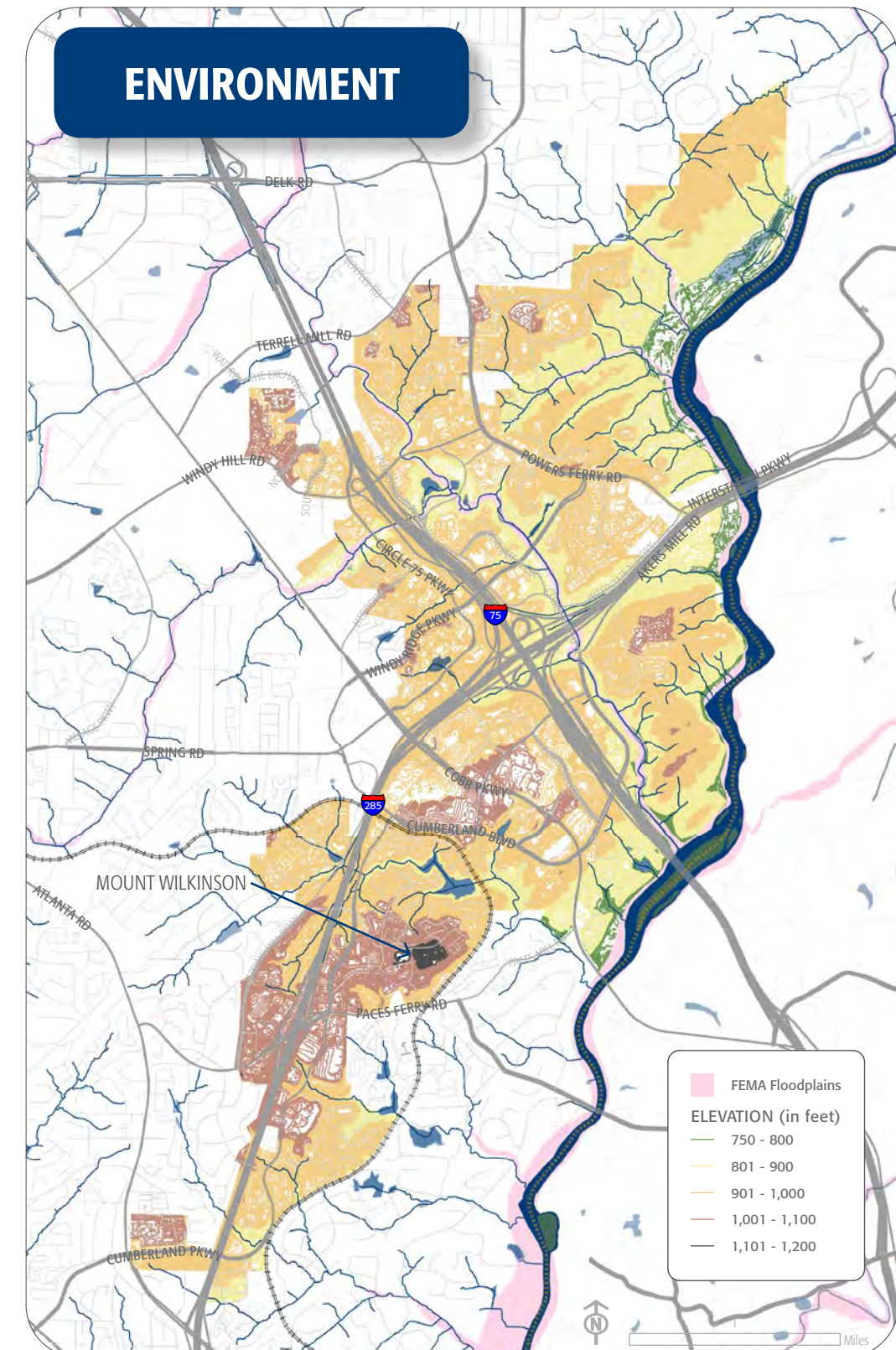
One of the differentiators for Cumberland is access to a wealth of natural resources. The district is bounded on the east by the Chattahoochee River, which serves as the boundary between Cobb and Fulton County. 48 miles of the Chattahoochee River, from Buford south to Peachtree Creek, is classified as the Chattahoochee River National Recreation Area (CRNRA). The CRNRA preserves 15 sites along the river, the two most southern units are located within the CID, Cochran Shoals and Palisades. Most of the 840 acres of park and greenspace within the city are these two units. The river and parks provide a unique natural and recreational environment in close proximity to CID residents, employees, and visitors.

Feeding the Chattahoochee are numerous natural tributaries and creeks, with several small lakes, distributed throughout the District. These resources provide a unique atmosphere and landscape to the area. The numerous wetlands that lead up to these water bodies, as well as the floodplains that result from the River, render some of the land undevelopable, creating gaps in the built

environment, but opportunities for the area on the eastern side of the district, bounded by I-285 and I-75. This area, along Akers Mill Road, is the least developed in the CID and is largely home to multifamily complexes.

In addition to the water resources, floodplains, and wetlands, the CID also experiences significant topographical changes, with the highest point being Mount Wilkinson that overlooks downtown Vinings, near Paces Ferry Road. The CID area southwest of I-75 is overall much higher in elevation than the area northeast of the interstate.

Much of the topography and natural assets in the district are accentuated by a robust trail network, which is further described in the Transportation section of this document. While these assets and topography create environments for recreation and preservation they also create barriers within the district. The *Blueprint Cumberland 3.0* planning efforts consider these as opportunities to maximize and leverage natural features, barriers, and assets.





# TRANSPORTATION

The CID has spent much of its first three decades implementing transportation infrastructure projects. Because of this investment, the CID has a healthy street network that provides access to and from the two interstates, I-75 and I-285, and circulates traffic to the area's many destinations. These roadways are supported by a growing network of bicycle and pedestrian facilities as well as multiple local and regional bus routes.

## ROADWAYS

The Cumberland CID area has many arterial and major roadways. These facilities are designed to circulate vehicular traffic quickly and efficiently throughout the District. The system is augmented by several minor roadways which connect to the arterial and major roadways, and further alleviate traffic congestion. The CID has recently implemented innovative roadway projects to relieve congestion, including the Diverging Diamond Interchange on Windy Hill Road.

Due to the suburban nature of the CID's development pattern, many of the local roadways end in cul-de-sacs, which does not enhance overall area connectivity and limits mobility options. In addition to the sprawling characteristics of the street network, the CID's large properties create "superblocks" which further inhibit both vehicular and pedestrian connectivity.

## BICYCLE AND PEDESTRIAN FACILITIES

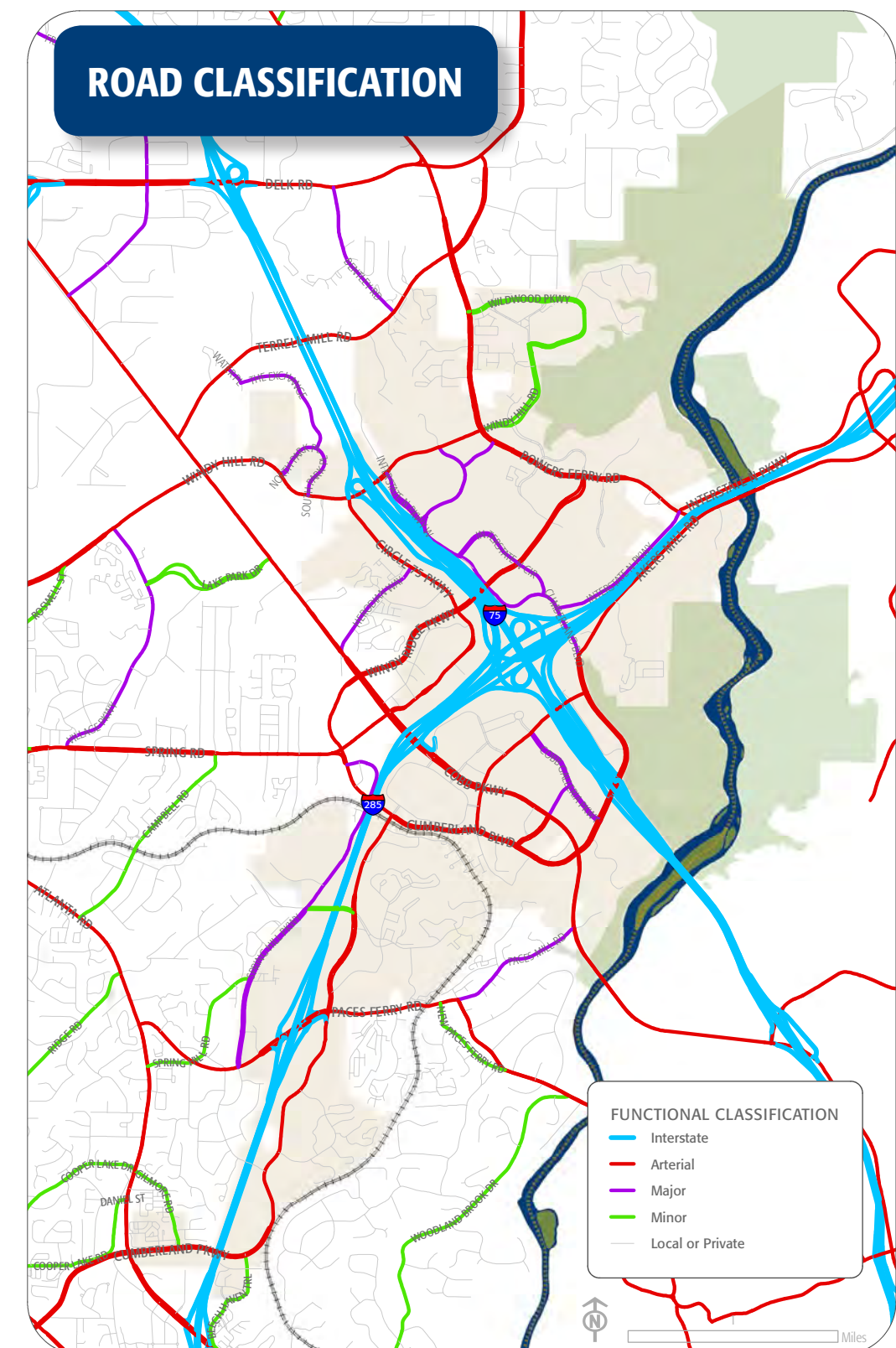
In 2016, the Cumberland CID developed a comprehensive multi-use trail plan. This plan is guiding the CID's multimodal development, increasing district-wide walkability and livability. Currently, many of the trails are located along the CID's major roadways, bridges and underpasses spanning the interstates. The map on page 11 illustrates both complete trails and those the CID plan to implement in the near future. At buildout the network of trails will provide additional connectivity within the district.

In addition to the CID's bicycle and pedestrian facilities, the Chattahoochee River National Recreation Area includes several multi-use trails, complete with bicycle and pedestrian amenities.

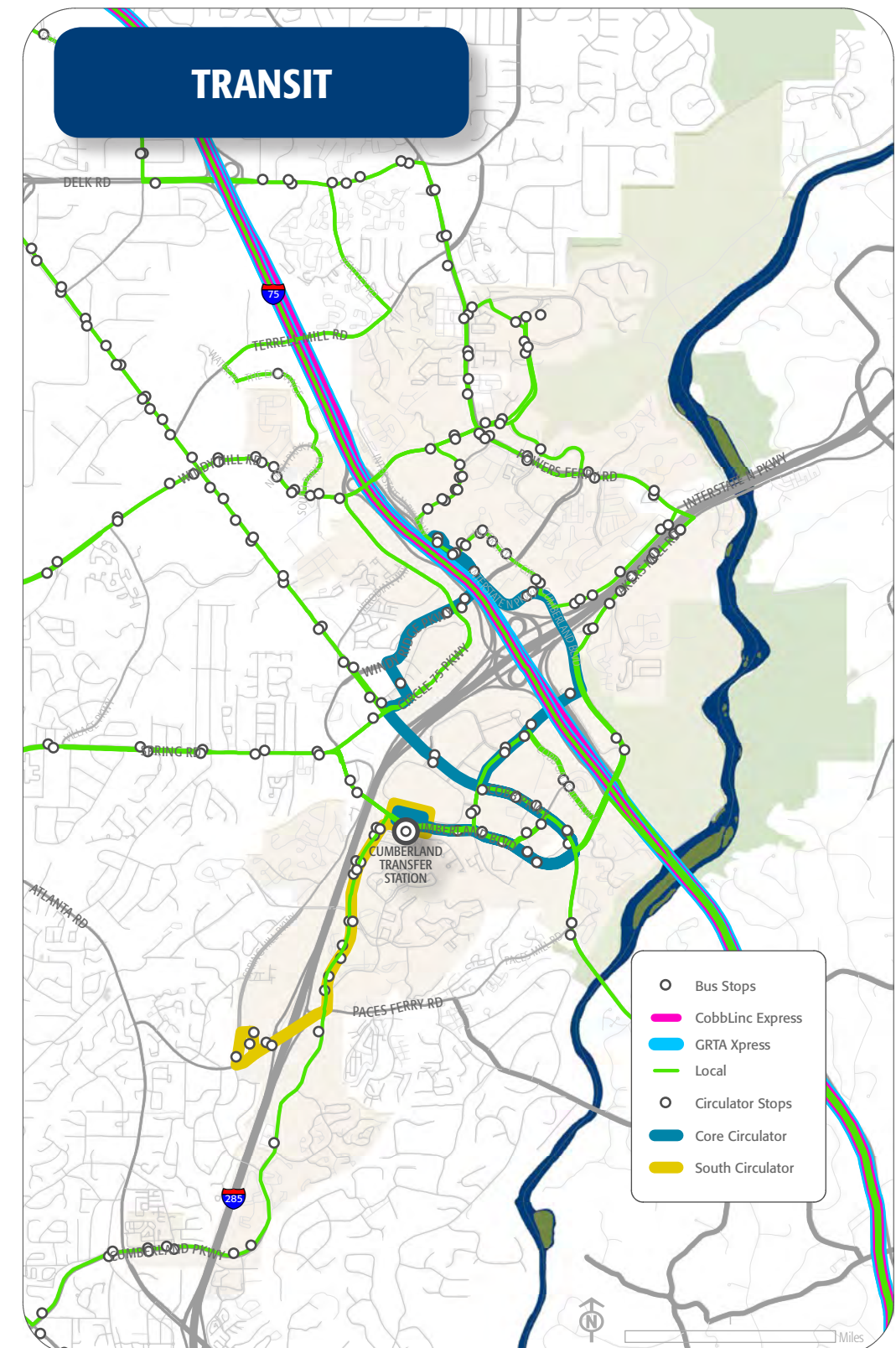
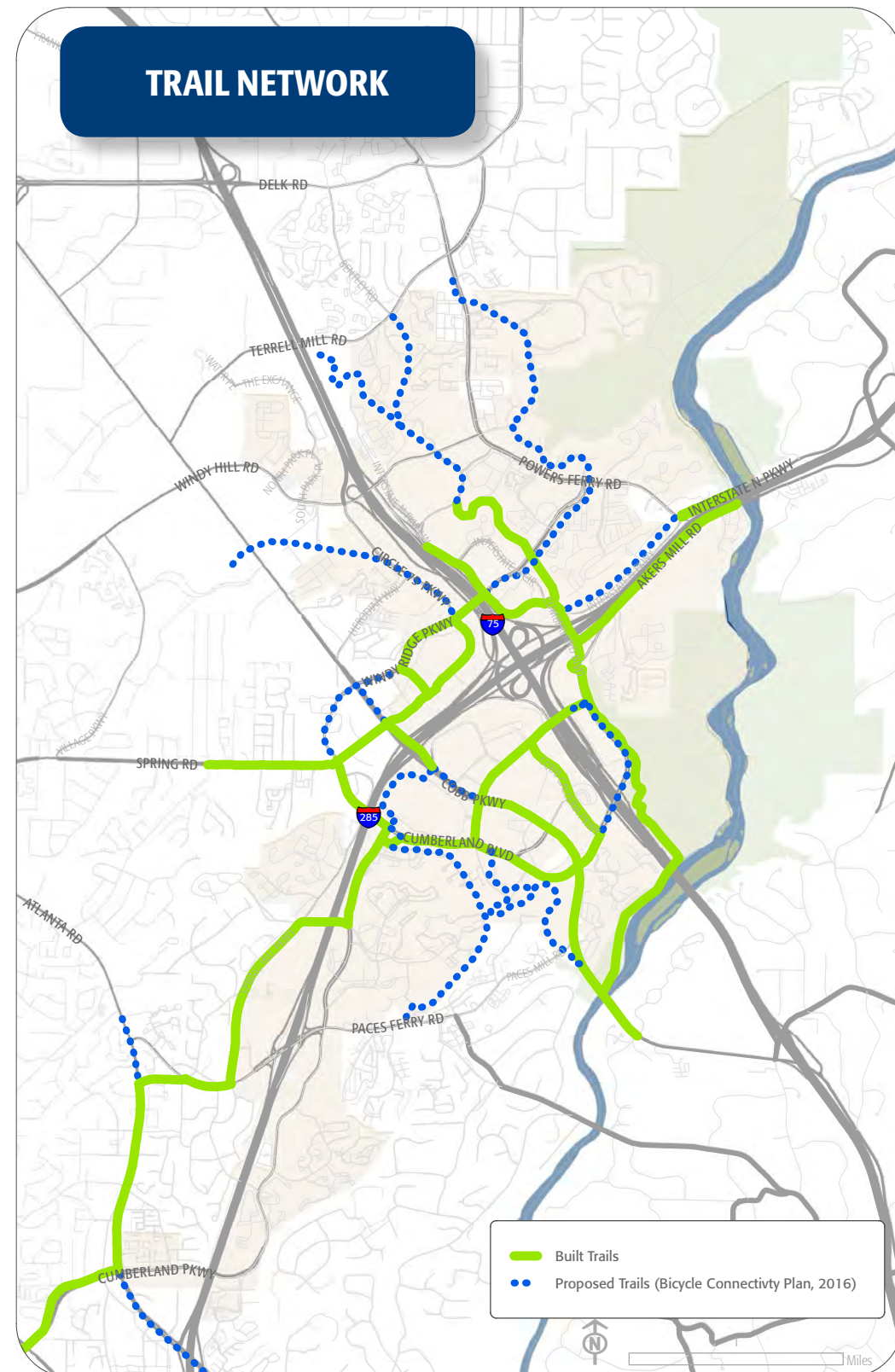
## TRANSIT

The Cumberland CID is served by both regional (Georgia Regional Transit Authority (GRTA) Xpress and MARTA) and local (CobbLinc and Cumberland Circulator) bus services with transit service focused at the transfer station. The Cumberland Transfer station is located south of Cumberland Mall. From the transfer station, riders can board MARTA's #12 or CobbLinc 10x for direct service to the red and gold rail lines via the Midtown transit station.

Local Service Routes mostly run parallel to the major interstates, including service along Powers Ferry, Windy Hill, Spring, and Delk Roads. CobbLinc/local routes within the Cumberland CID include routes #10, #10A, #10B, #10C, #10X, #15, #20, and #5 maps of these routes, as well as the Cumberland Circulator route, are included in the Appendix of this document.



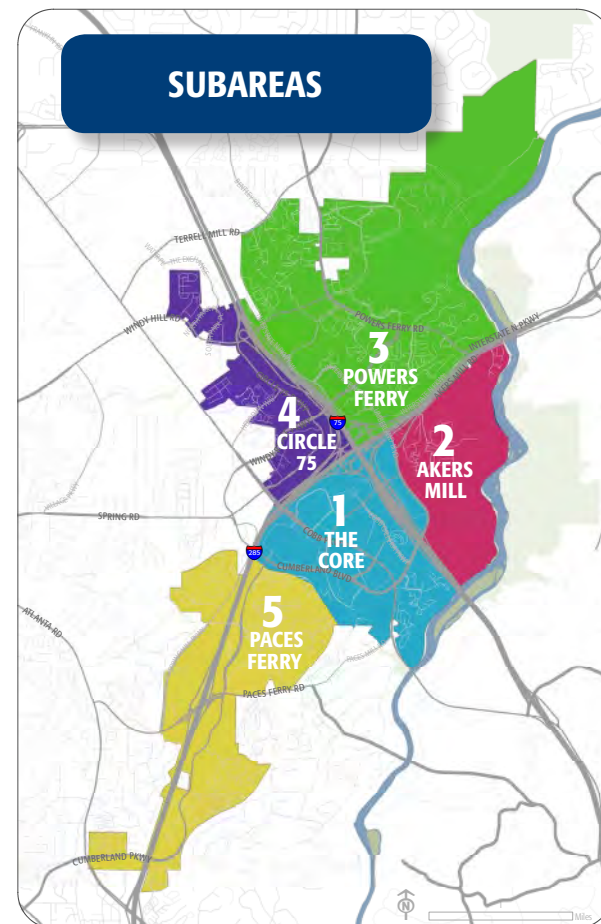






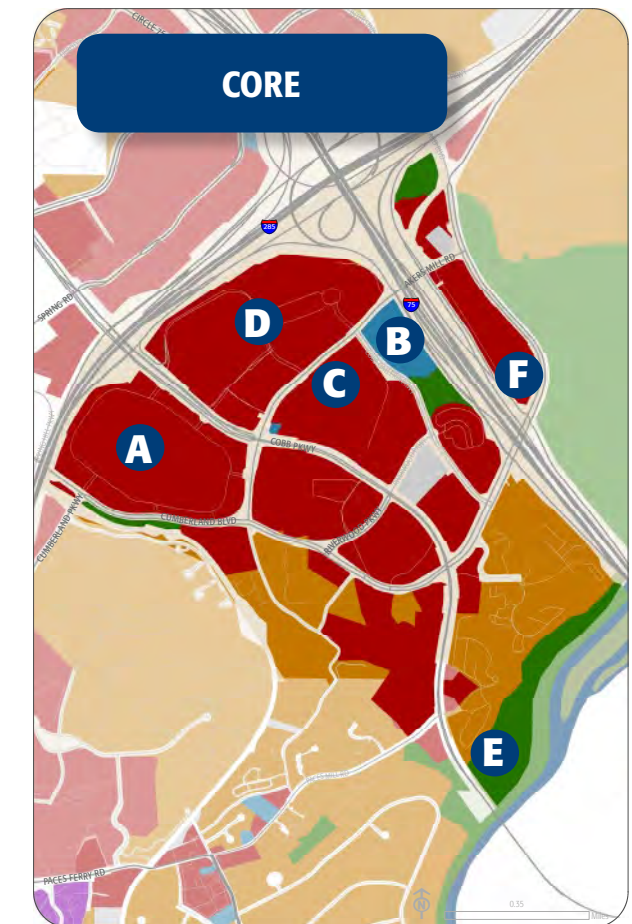
# SUBAREAS

The Cumberland CID is a 6.5-square-mile area centered around the intersection of I-75 and I-285. While this confluence of highways provide great access to the area, they also create great physical barriers and divide neighborhoods. The confluence of highway and rail infrastructure barriers bifurcate the Cumberland CID into distinct subareas. To better understand and plan for the future it is useful to examine the district by understanding the constraints and uniqueness of each subarea. Five subareas were identified: (1) The Core, (2) Akers Mill, (3) Powers Ferry, (4) Circle 75, and (5) Paces Ferry.



## THE CORE

The Core subarea is Cumberland's main activity center with multiple anchor retail and entertainment destinations, such as Cumberland Mall, Cobb Energy Performing Arts Centre, Cobb Galleria Centre, Akers Mill Square, and the Chattahoochee River NRA. The Cumberland Transfer Station serves as a hub for local and regional transit services. The Cumberland Circulator also services this subarea via three routes. Several large commercial parcels contribute to the district's skyline along with some residential properties south of Cumberland Boulevard and north of the River. The Core Subarea is leading the transformation of Cumberland, and can be viewed as an early indicator of the district's future direction. An increased focus on walkability has increased connectivity with the addition of new sidewalks, multi-use trails, and a new pedestrian bridge across I-285 linking to SunTrust Park. Additionally, the area's land use mix is becoming more balanced with a variety of new multi-family addition.



CUMBERLAND MALL



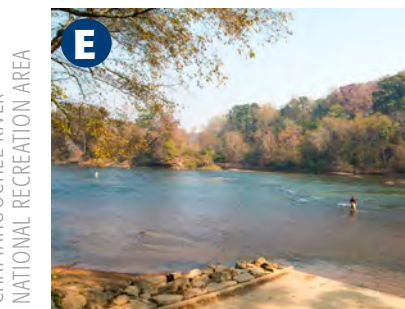
COBB ENERGY CENTRE



AKERS MILL SHOPPING CENTER



COBB GALLERIA



CHATTAHOOCHEE RIVER  
NATIONAL RECREATION AREA



HYATT HOUSE

tripadvisor.com



## AKERS MILL

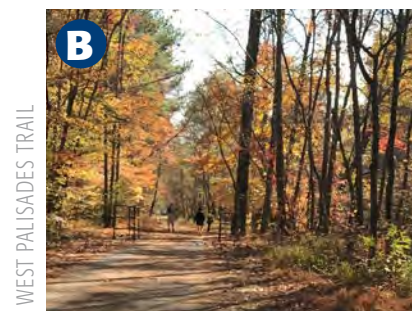
The Akers Mill subarea has the least amount of commercial property as well as the lowest development potential due to the acreage under the purview of the National Park Service. However, the western edge of the subarea between I-75 and Cumberland Boulevard has recently become a mixed-use corridor and includes the Hyatt House, numerous office buildings, and new apartments. Akers Mill Road, beyond Cumberland Boulevard, is predominately residential properties built prior to 1980. While some redevelopment and repositioning opportunities exists, the opportunities are limited due to proximity to the river corridor and the enlarged floor plain. Subarea amenities include the Akers Mill Trail, West Palisades Trail, and the Chattahoochee River National Recreational Area.



CHATTAHOOCHEE COFFEE COMPANY



chattahoocheecoffee.com



WEST PALISADES TRAIL

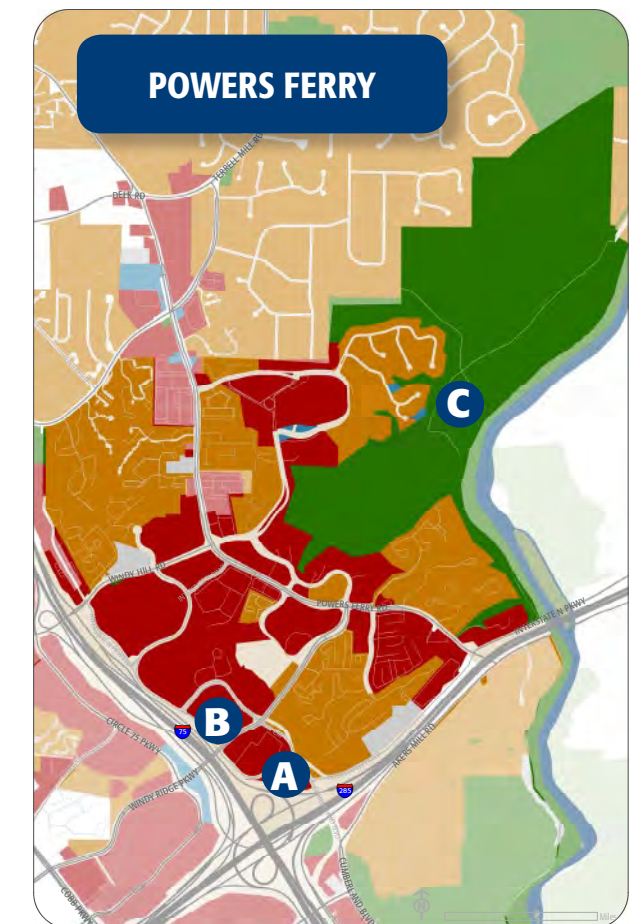
alltrails.com



AKERS MILL TRAIL

## POWERS FERRY

This subarea is defined by Powers Ferry Road which is dominated by auto-oriented strip-style development and serves as general boundary between high-density commercial development and residential uses. In general, properties located to the west of Powers Ferry Road and south of Windy Hill Road are commercial. To the north and east of these roads, the subarea transitions to a residential character that decrease in intensity and scale closer to the Chattahoochee River National Recreational Area and East Cobb. Key subarea destinations include The Weather Channel Headquarters, Cobb Chamber, Cochran Shoals Trail, and Interstate North Office Park. Due to the proximity of the Chattahoochee River flooding can be an issue in this area. Environmental factors such as floodplains setbacks are important considerations in future development proposals.



THE WEATHER CHANNEL

publicbroadcasting.net



COBB CHAMBER



COCHRAN SHOALS TRAIL

alltrails.com



## CIRCLE 75

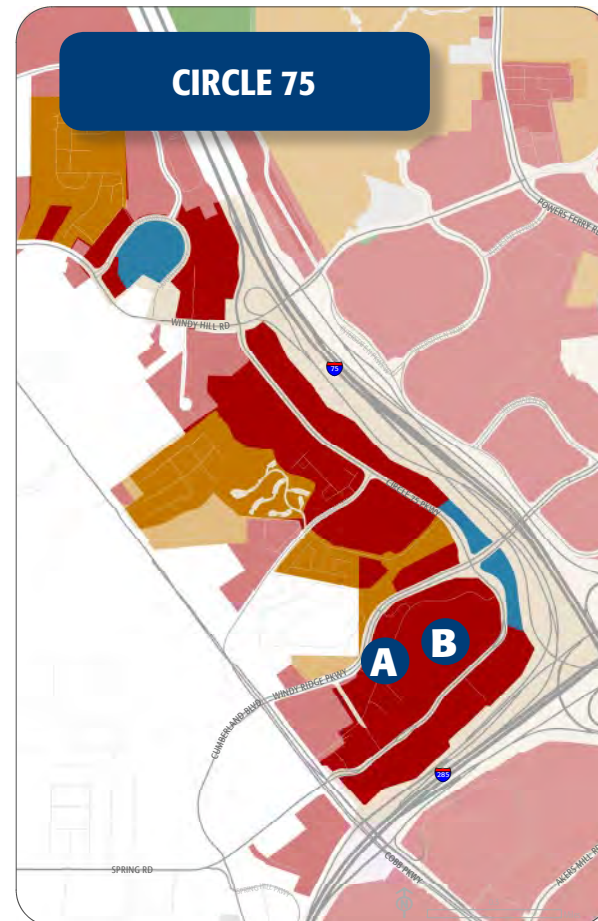
The Circle 75 subarea has experienced the most growth and change since adoption of *Blueprint Cumberland 2.0*. Numerous development and roadway projects have been constructed to support the addition of SunTrust Park and the mixed-use destination, The Battery. With many properties being rezoned the subarea provides the most immediate redevelopment opportunities, particularly along Cobb Parkway where outdated strip-style developments remain ripe for development.



THE BATTERY



SUNTRUST PARK

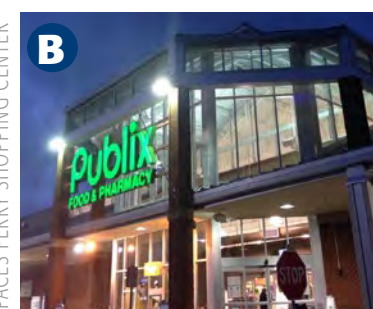


## PACES FERRY

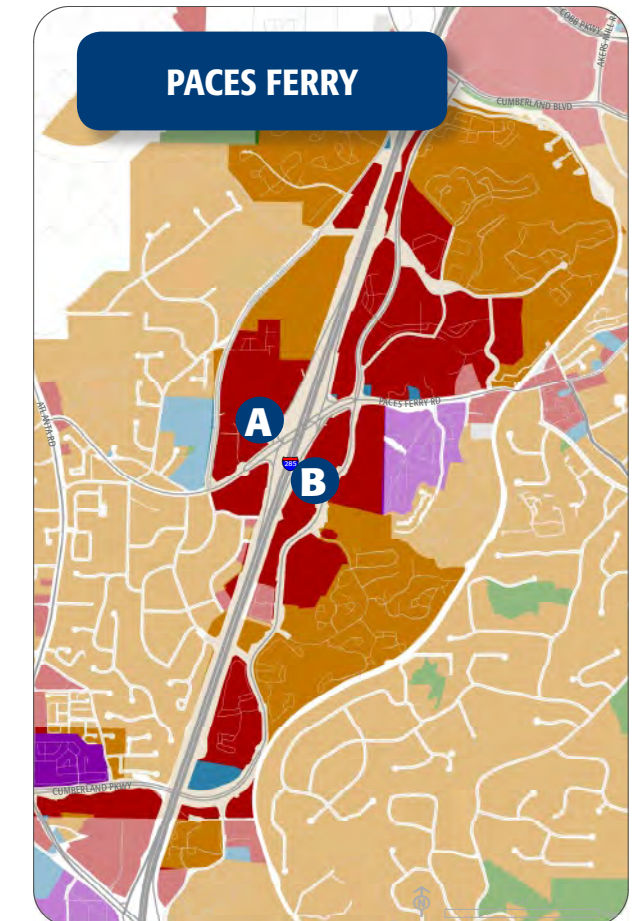
The Paces Ferry subarea has the highest concentration of residential development and is a transition from The Core subarea to the adjacent residents of Vinings and Smyrna. Cumberland Parkway serves as the main commercial corridor, lined with largely local-serving shopping centers, pharmacies, and restaurants. The Home Depot Support Center Global Headquarters anchors the Paces Ferry subarea bringing thousands of employees in the area daily.



HOME DEPOT HEADQUARTERS



PACES FERRY SHOPPING CENTER





# MARKET OVERVIEW

CUMBERLAND IS EXPERIENCING ITS GREATEST BUILDING CYCLE SINCE THE 1980s AND THE AREA HAS GROWN TO BECOME A PLACE TO LIVE.

A full market overview was conducted for Blueprint Cumberland 3.0 focusing on two geographies listed below. The following pages highlight the findings of the market analysis. *The full market report can be found in the Appendix.*

- Cumberland CID boundary (illustrated on page 2)
- Cumberland Market Area

## MARKET AREA

The Cumberland Market Area captures residents and employees likely to consider the Cumberland CID their primary retail, activity and employment center. The Market Area is defined as a 4-mile radius centered at the junction of I-75 and I-285 junction. The Cumberland Market Area has nearly 61,000 households, 133,000 jobs, and 129,00 residents. The Market Area population is well-educated, 65% of residents over the age of 25 have a college or advanced degree compared to 35% of residents in the Atlanta MSA.

### RESIDENTIAL SNAPSHOT

Market Area residents tend to be middle-aged, well-educated and earn relatively high incomes. Market Area residents are more likely to live in apartments, condos or townhomes; half of the households live in large multi-family units. The average household size in the Market Area is 2.1 persons, well below that of the region which is 2.7. Forecasts expect the Market

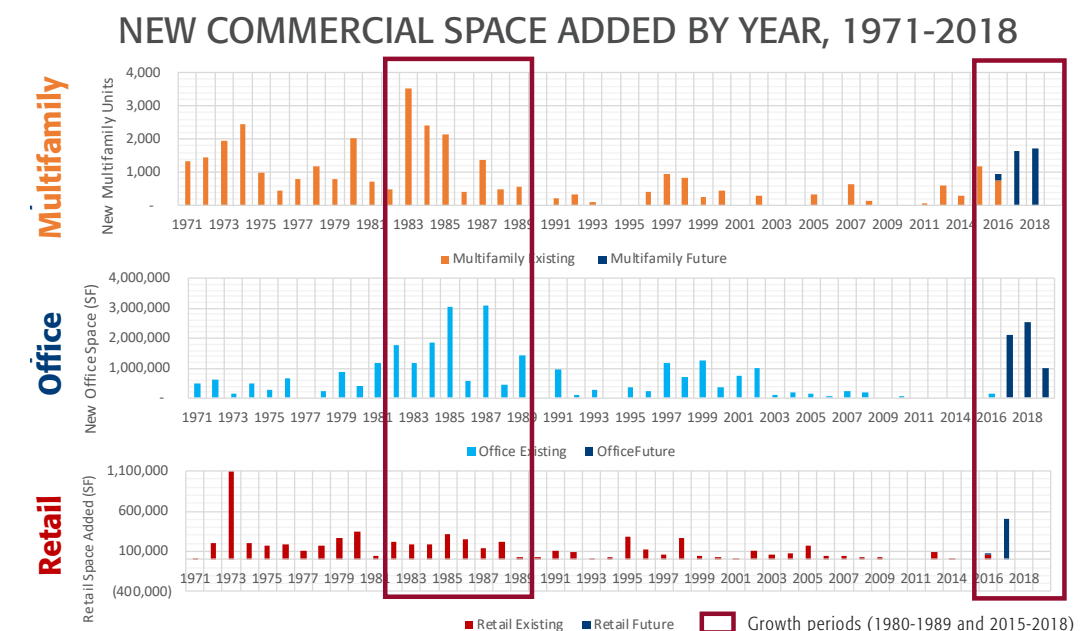
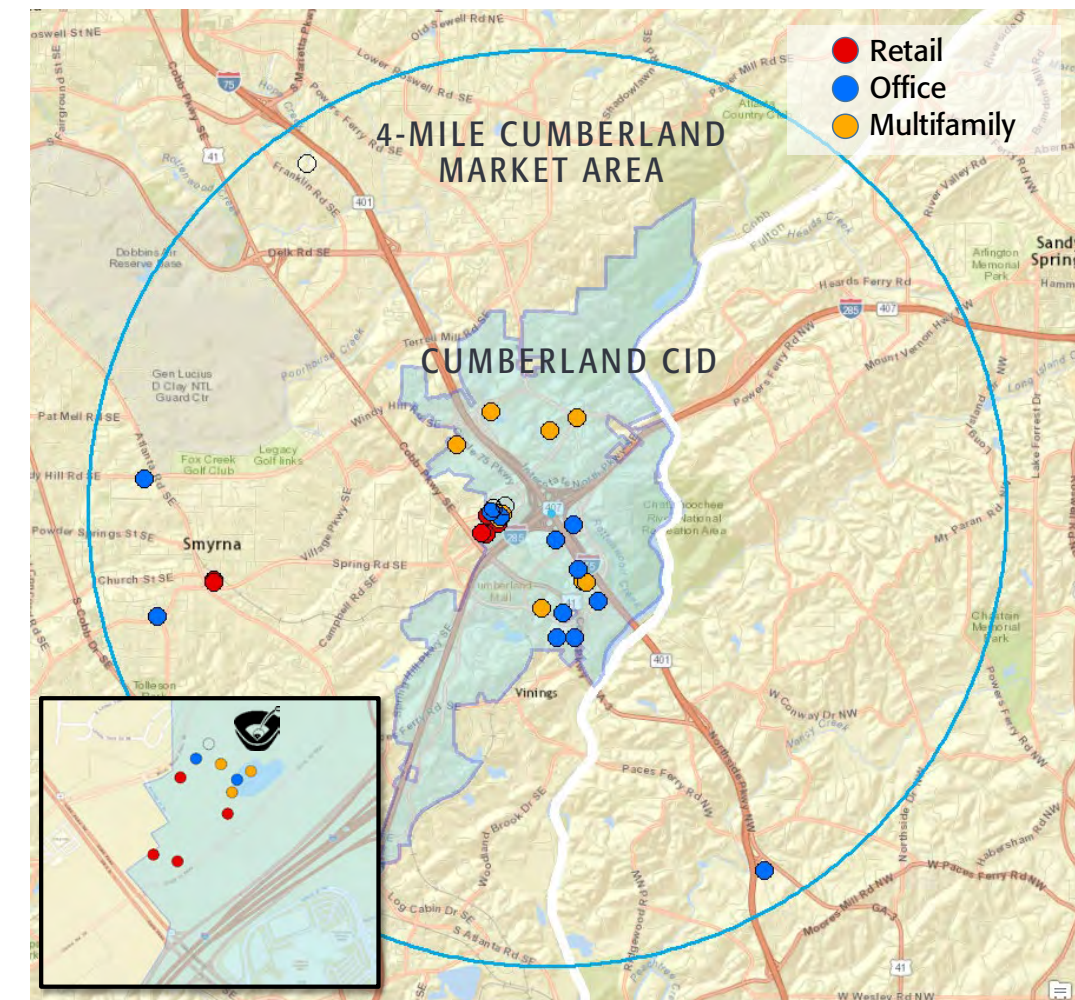
Area to add an average of 1,300 residents and 700 new households annually over the next 15 years.

### RETAIL AND OFFICE

The Market Area has over 92 million square feet of commercial space in nearly 1,500 buildings. Market Area households represent a compelling target audience for retailers. In the Market Area 18,000 households have incomes over \$100,000 and 116,000 workers commute into the study area daily and spend an estimated \$233 million annually. \$3.9 billion in retail sales occur annually in the Market Area. The majority of the Cumberland CID and Market Area's retail space was built during the 1970's and 1980's, following the construction of Cumberland Mall in 1973.

### DEVELOPMENT TRENDS

The Market Area has 11.4 million SF of office space with 225,000 SF in the development pipeline. There are 78 multi-family developments within the Market Area that comprise 22,000 units, there are no units in the development pipeline. There is 6.2 million SF of retail space with two buildings (65,000 SF) in the development pipeline. There is also one hotel in the development pipeline in the Market Area.





# MARKET ANALYSIS

## CUMBERLAND CID

Since 2000, the Cumberland CID's population has grown at an annual rate of 1.9%, much faster than the county's rate of 1.4% and the Market Area rate of 0.8%. Currently the Cumberland CID has approximately 26,800 residents, 15,000 households, and 65,200 jobs. However, according to data compiled by the Cumberland CID, the area's daytime population increases 120% each weekday. Long term demand is expected to be stronger than previous years due to the amount of residential and commercial development both underway and planned within the core of the Cumberland CID for the next decade.

### EMPLOYMENT

The Cumberland CID is a major regional employment center, home to an estimated 65,200 jobs, 3,100 companies and \$12.4 billion in annual revenue. The number of jobs in the district has increased by 13,000 over the last 10 years, a 25% increase. 19% of all jobs in Cobb County are located within the Cumberland CID boundary. Jobs are strongly concentrated in high-wage, employment sectors including professional, scientific and technical services, management, administration, finance, insurance and information. The Atlanta Regional Commission forecast 11,000 more jobs in the Cumberland CID over the next 15 years and 76,000 jobs by 2031.

### RESIDENTIAL SNAPSHOT

The Cumberland CID has an estimated 14,698 households, representing 25% of Market Area households. There are 1,300 multifamily units under construction. Another 3,458 households are forecast over the next ten years with a projection of 2,660 new renters and 800 new owners.

Residents within the Cumberland CID tend to fall into four "Tapestry Lifemode Groups", all of which share decidedly urban, professionals, and upwardly-mobile characteristics making them highly coveted-consumer groups.

### DEVELOPMENT TRENDS

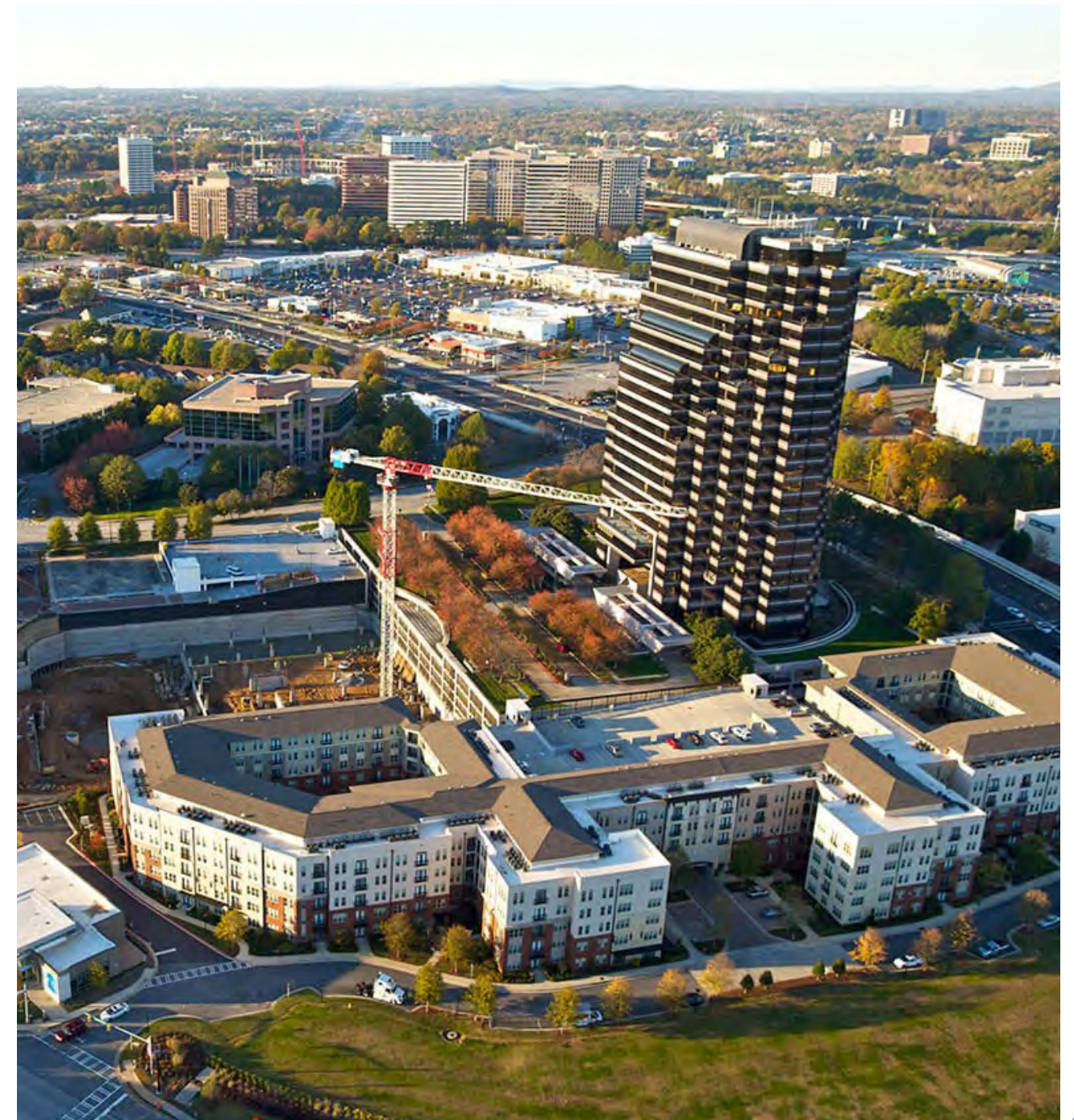
Average rent for prime office space in the Cumberland CID has increased by 23% over the past five years, from \$22/SF in 2012 to \$26/SF in 2017. The Cumberland CID office market includes 106 office buildings with over 16 million SF. The average rent in the Cumberland CID is \$24/SF, nearly \$2 higher than the larger submarket area.

The CID has 88 buildings and 3.3 million SF of retail space with high average rents at \$27/SF compared to the submarket average rent at \$19/SF.

The CID's multifamily rental market includes 38 projects with 13,382 units. The average rent per unit in the Cumberland CID is \$1.19/SF compared to the submarket at \$0.99/SF.

Currently there are seventy-eight buildings and nine million square feet of space is under construction or planned within the Market Area, 81% of which is occurring within the Cumberland CID. The Cumberland CID represents just 13% of the Market Area's land area, yet it is home to 41% of the Market Area's commercial space.

Current development trends within the Cumberland CID suggest that short-term growth will be stronger than long-term forecast average, with 2,500+ new multi-family units, nine office buildings, three hotels, and 500,000 SF of new mixed-use and retail space expected to open in the next two to three years. This will be the largest building cycle seen in the area since the 1980's.



[www.cumberlandcid.org](http://www.cumberlandcid.org)



## CHAPTER 2

## PROCESS & VISION



# PROCESS & VISION

Blueprint Cumberland 3.0 offers an updated and refined vision to guide the area's growth and development. The Cumberland CID will play an instrumental role in bringing the plan to life by leveraging stakeholder dollars to maximize the impact of future capital improvements and transportation initiatives focused on access, connectivity and placemaking. In turn these investments will provide a solid foundation upon which to sustain Cumberland's growth and enhance the area's value as a regional commercial, residential and entertainment destination.

The plan was created with a focus on implementation with the support of its investors, property owners, and the greater stakeholder community. It is the culmination of a strategic three phase planning process:

## **Phase 1: Plan review, research and data analysis**

The project began with a kick-off meeting with the plan's Advisory Committee and a thorough review of all relevant planning documents including Blueprint Cumberland plans and updates, the area's Bicycle Connectivity Implementation Plan, the Cumberland Circulator Plan, Cumberland CID Annual Reports, and Cobb County's Comprehensive Transportation Plan.

## **Phase 2: Vision and plan development**

A robust engagement process involving Cumberland's many voices informed updates to the district's transportation and land-use visions.

A market assessment of the Cumberland CID and larger Market Area was conducted to better

understand the district's population growth, demographic changes, general market demands and future potential. The market assessment findings informed the plan's concepts and general land use, transportation, urban design and placemaking recommendations.

Subsequent one-on-one meetings with members of the Cumberland CID Board affirmed the plan's vision and recommendations. Cumberland CID Board Members are investors and business leaders within Cumberland who have been instrumental decision-makers for the CID.

## **Phase 3: Action/implementation plan**

Implementation strategies and funding opportunities were identified to provide a framework for achieving the plan's vision and recommendations. Additional approaches for maintaining the plan's momentum and engaging Cumberland's many investors, property owners, and stakeholder were explored.

This chapter chronicles the planning process, documents all public engagements activities, and summarizes the resulting Blueprint Cumberland 3.0 vision, goals and objectives.

## PHASE 1

### PLAN REVIEW, RESEARCH AND DATA ANALYSIS



- Existing plans and conditions review
- Stakeholder interview documentation
- Findings summary

## PHASE 2

### VISION AND PLAN DEVELOPMENT



- Market assessment
- **Advisory Committee meeting #1**
- **Public workshop #1**
- **Outreach/intercept activities**
- Goals and objectives development
- **Advisory Committee meeting #2**
- Concept development
- **Board Member one-on-one meetings**
- Concept refinement
- Concept plan summary

## PHASE 3

### ACTION/IMPLEMENTATION PLAN



- 10-year project list and action plan
- Organizational structure and strategies
- Potential funding sources identified
- Promotional/marketing/messaging and image building recommendations
- **Advisory Committee meeting #3**
- **Public open house #2**
- Final report delivery



# VISIONING

A series of public meetings and activities were held to gain an understanding of the future vision of Cumberland. Over the course of six months nearly **200 stakeholders, investors, board members, and local business owners provided input across multiple platforms** including:

- Advisory Committee Meetings
- Public Workshop
- Cumberland CID “Coffee and Construction” meetings
- Intercept at Chattahoochee Coffee Company/ Walton on the Chattahoochee
- Intercept at Cobb Galleria Office Park, Food Truck Tuesday
- One-on-One Board Member Meetings
- Public Open House

At the public workshop held in February 2017 participants were asked to share their vision of Cumberland in 10-15 years. Attendees described Cumberland today and their vision for the future using only one word. The results of the activity are summarized in the graphics on the facing page.

The plan’s Advisory Committee included 29 technical advisors, area representatives and local leaders appointed by Cumberland CID staff. This unique group of stakeholders represented the next generation of area leaders and forward thinkers. The committee met three times in the process, twice during the Vision and Plan Development Phase and once during the Action and Implementation Phase. The committee reviewed, discussed, brainstormed, and affirmed recommendations throughout the process.

## ADVISORY COMMITTEE

- Tom Bills, Cobb County Parks and Recreation
- Tom Boland, City of Smyrna
- Bill Bruton, City of Marietta
- E.A. Clotfelter, Overton Rise Apartments
- Bill Cox, Chattahoochee River National Recreation Area (CRNRA)
- Carol Daniels- Chattahoochee River National Recreation Area (CRNRA)
- Jason Gaines, Cobb County Community Development
- Jimmy Gisi, Cobb County Parks and Recreation
- Deanna Greco, Chattahoochee River National Recreation Area (CRNRA)
- Slade Gullledge, Cobb Chamber of Commerce
- Dana Johnson, Cobb County Community Development
- Walter Kiley, Cobb Galleria
- Mark Lawson, Kennesaw State University
- Jared Lombard, Atlanta Regional Commission
- Robert Malte, Oxford Properties, LLC
- Brooks Mathis, Cobb’s Competitive Edge
- Chris McCoy, Cumberland Mall
- Eric Meyer, Cobb County Department of Transportation
- Holly Quinlan, Cobb Travel and Tourism
- Malaika Rivers, Cumberland CID
- Melissa Sabia, Cobb Chamber of Commerce
- Chris Scott, Greenstone Properties
- Chris Smith, Holder Properties
- Taylor Smith, Rubenstein Partners
- Jeremy Strife, Braves Development Company
- Ken Suddreth, City of Smyrna
- Michele Swann, Cobb-Marietta Coliseum and Exhibit Hall Authority
- Barry Teague, Walton Communities
- Jim Wilgus, Cobb County Department of Transportation

***Conversations during this visioning phase were surprisingly not focused on vehicular congestion but rather on continued quality of life improvements.***

## CUMBERLAND TODAY



## VISION FOR CUMBERLAND TOMORROW



FEBRUARY 2017 PUBLIC MEETING  
ONE WORD EXERCISE RESULTS



# INTERCEPTS

Blueprint Cumberland 3.0 sought to reach beyond the CID’s traditional stakeholder groups by engaging the greatest variety of area residents, business owners, and leaders possible. In addition to traditional public meetings and open house sessions where the public is invited to attend, the project team went directly to the stakeholders. Known as “intercepts.” These feedback sessions focused on collecting input to inform the district’s vision for the next 10-15 years.

Each intercept targeted an important stakeholder group. The first meeting was held at the Hyatt House during the **Cumberland CID “Coffee and Construction”** meeting. About fifteen attendees ranged from professionals and elected officials to local leaders and state agency officials. Majority of the feedback was concentrated on transit service and quality of life enhancements. Additional input focused on walkability and transit access, as well as concerns about density/development-related traffic and impacting nearby communities.

The second intercept meeting was held at the **Chattahoochee Coffee Company**. Located on the river within the Walton on the Chattahoochee Apartments, this coffee shop is buzzing with Millennials studying, meeting, and enjoying the natural scenery. Feedback at this session from over thirty-five residents concentrated on creating a sense

of place in the district through the river, public art, trails, parks, etc.. Additional input included traffic mitigation through multimodal options like pedestrian, bicycle, transit and land use solutions.

The third intercept targeted employees at the Galleria Office Park during **Food Truck Tuesday**. This weekly event attracts hundreds of area employees who gather to enjoy lunch outdoors. Feedback from over forty employees focused on extending MARTA rail to Cumberland and identified specific areas of vehicular congestion, including Cobb Parkway, Spring Road, Akers Mill, and I-285. Pedestrian safety and walkability were also a concern of this group of employees.

Overall the intercepts at Coffee and Construction, Chattahoochee Coffee Company and Food Truck Tuesday reached 100+ people. Although the intercepts targeted different cohorts the feedback was consistent- bring transit to the district and continue efforts to create a walkable activity center.



CHATTAHOOCHEE COFFEE COMPANY INTERCEPT



COBB GALLERIA- FOOD TRUCK TUESDAY INTERCEPT



# VISION

THE CUMBERLAND CID MUST PURSUE A MORE BALANCED STRATEGY AND IMPLEMENTATION PLAN THAT EQUALLY ADDRESSES ACCESS, TRANSPORTATION, WALKABILITY AND PLACEMAKING.

The Cumberland CID was established in 1988 to invest in roadway projects to improve access and connectivity. 30 years later the CID is known for its regional and local transportation network. Notable transportation projects led by the CID include:

- Cumberland Boulevard Loop Road
- Kennedy Interchange
- Paces Ferry Interchange
- Windy Hill Diverging Diamond Interchange
- Cobb Parkway Improvements
- Akers Mill Ramp (Under Construction)

The rise of millennials in the workforce and an aging population, demand for multifamily housing, continued job growth, and the addition of regional entertainment destinations are collectively changing the definition of the Cumberland submarket.

These same forces are at work in communities nationwide, resulting in denser, more urban, walkable, and economically sustainable activity centers driving long-term value for commercial investors, property owners and area stakeholders.

Mirroring national trends, the plan's stakeholder engagement process confirmed an overall desire for the Cumberland CID to pursue a more balanced

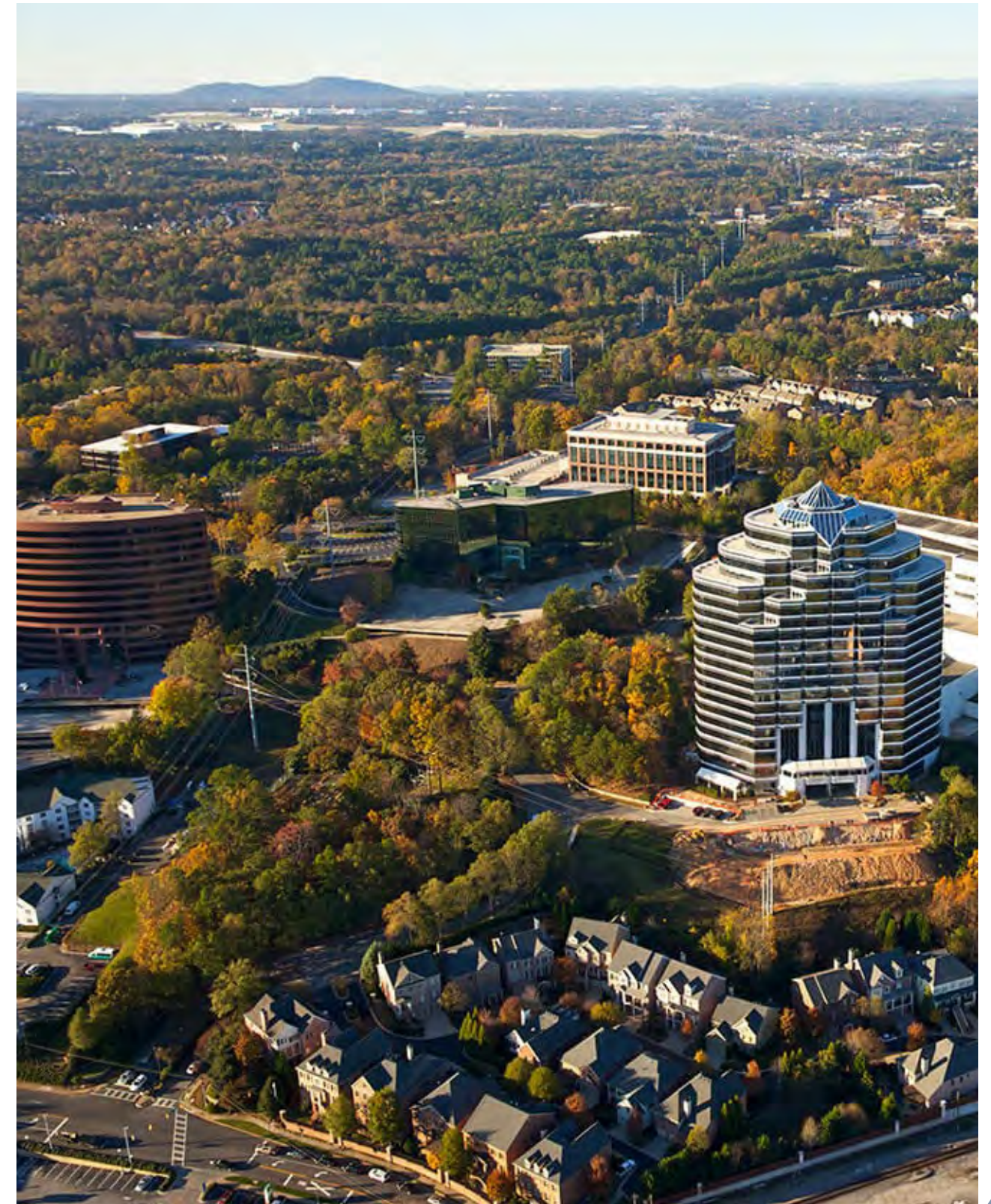
strategy and implementation plan to address access, transportation, walkability and placemaking and in doing so the district needs to transform from a conventional suburban market into a true walkable activity center.

## ***Vision***

Blueprint Cumberland 3.0 will refine the framework from which the CID selects, designs, and constructs projects to make Cumberland a more accessible and attractive place to work and live

## ***Goals and Objectives***

- Create an identity for the district that fosters a greater sense of place
- Enhance access to and the value of the Chattahoochee River National Recreation Area
- Improve the transportation network to enhance mobility and safety across all modes
- Balance and maintain an appropriate mix of land uses
- Advocate for transit to enhance connectivity to and from regional activity centers



[www.cumberlandcid.org](http://www.cumberlandcid.org)



## CHAPTER 3

## TRANSLATING THE VISION



# TRANSLATING THE VISION

Adoption of Blueprint Cumberland 2.0 in 2007 sparked a transition in the Cumberland CID's investment strategy away from road building to a more balanced portfolio of projects to better support access, connectivity, and placemaking for a greater variety of modes.

A decade later the momentum continues. Input received through Blueprint Cumberland 3.0's stakeholder engagement process, including meetings with CID board members and staff, validate and confirm the CID's shift. As a result, ***Blueprint Cumberland 3.0 recommends and prioritizes key projects to advance access, connectivity, and placemaking in each of the district's five subareas.***

The following chapter is organized into four sections:

## **ACCESS**

Access projects will provide those who live, work and visit Cumberland a variety of choices when moving into, out of, and throughout the district regardless of mode.

## **CONNECTIVITY**

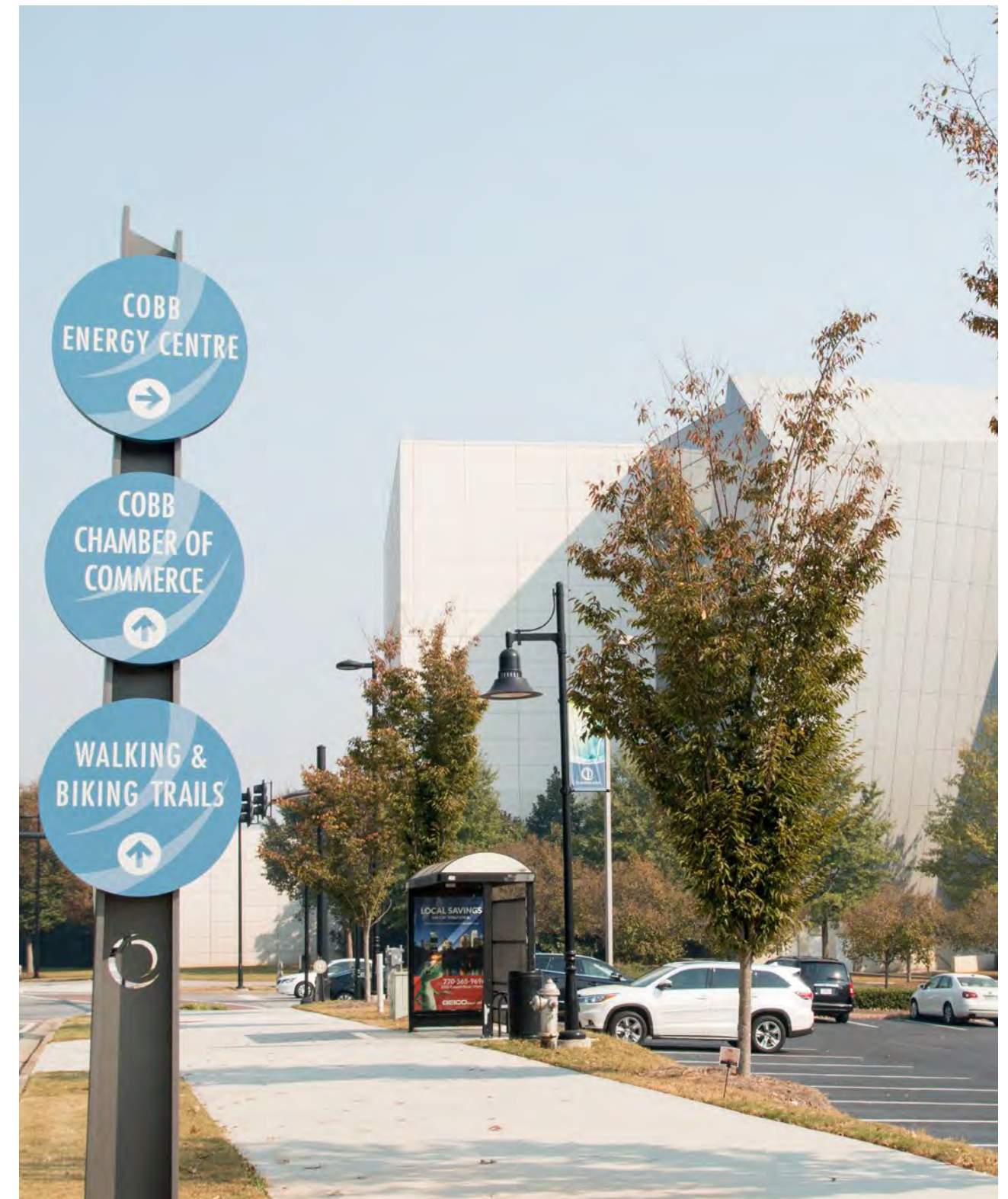
Connectivity projects will not only facilitate walking and biking, but actively encourage it to link destinations within Cumberland to the Chattahoochee River.

## **PLACEMAKING**

Placemaking projects will enhance and animate Cumberland's public and publicly-accessible civic realm to make walking and biking a joy.

## **SUBAREAS**

Additionally, Blueprint Cumberland 3.0 applies the plan's access, connectivity, and placemaking goals to recommend a series of targeted projects for each of the district's five subareas.





# ACCESS

ACCESS PROJECTS WILL SUPPORT NEW AND IMPROVED OPTIONS FOR THOSE TRAVELING TO, FROM, AND WITHIN THE DISTRICT BY BOTH PRIVATE VEHICLE AND HIGHER CAPACITY TRANSIT.

Cumberland is centered at the crossing of Interstates 75 and 285, Atlanta's major highways carrying motorists east and west and north and south to destinations throughout the region.

To leverage the potential of these great highways, the Cumberland CID, along with County and State partners, worked to add access ramps, bridges, and major new roads throughout the district over the past decades. These investments were designed to provide greater mobility in and out of the district for district employees and visitors.

Blueprint Cumberland 3.0 seeks to build upon these investments and recognizes the need for continued improvement. Recommended projects are limited in number and scale.

Roadway and access projects will continue to require the CID's time and attention, yet **Blueprint Cumberland 3.0 recommends a greater focus and funding for transit, bike, pedestrian and placemaking initiatives.**

## ROADWAYS

A major influence that brought the Atlanta Braves to the Cumberland CID is the transportation access. There are fourteen access points in and around the Cumberland CID, SunTrust Park and The Battery Atlanta. To continue the district's success the CID has two major roadway projects already in the design and construction phase, the Akers Mill Ramp and Windy-Hill Terrell Mill Connector. The Akers Mill Ramp was designed to provide greater access to and from

managed lanes system. The Windy Hill-Terrell Mill Connector was designed to provide an alternative north/south roadway to alleviate traffic along Powers Ferry Road.

## TRANSIT

According to the Atlanta Business Chronicle, SunTrust Park and Cumberland Mall rank in the top ten Lyft destinations for the 2017 summer. **Transit is vital to Cumberland's economic future.**

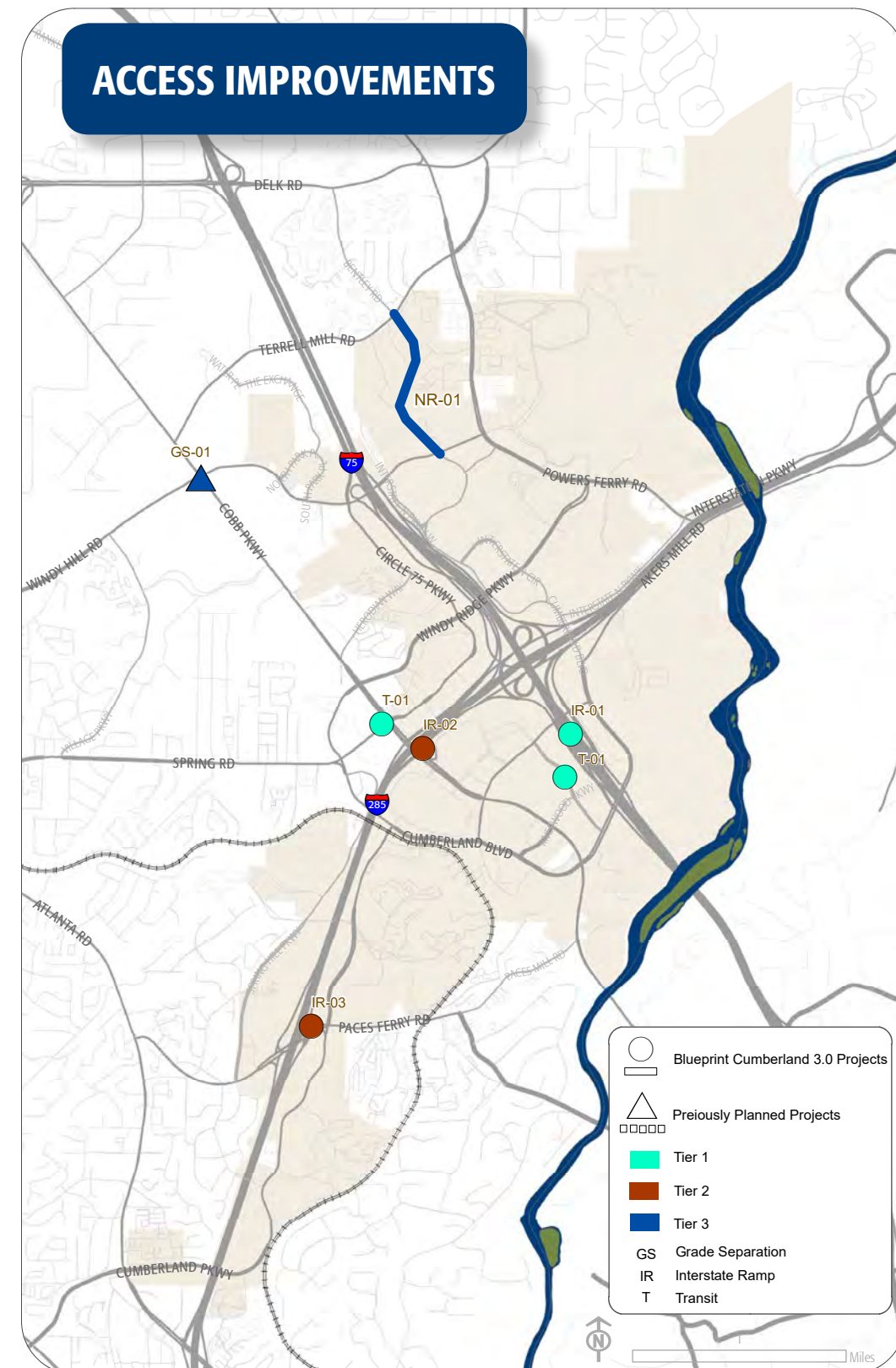
### CUMBERLAND TRANSFER STATION

The Cumberland CID should continue to work closely with Cobb County DOT and CobbLinc to relocate the Cumberland Transfer Center. An ideal location would build-off the existing interstate right-of-way and connect to Cumberland's greatest concentration of destinations. Locations shown to the right prioritize sites in proximity to the interstates. These locations would best accommodate bus service in the short-term and potential high capacity transit modes in the future.

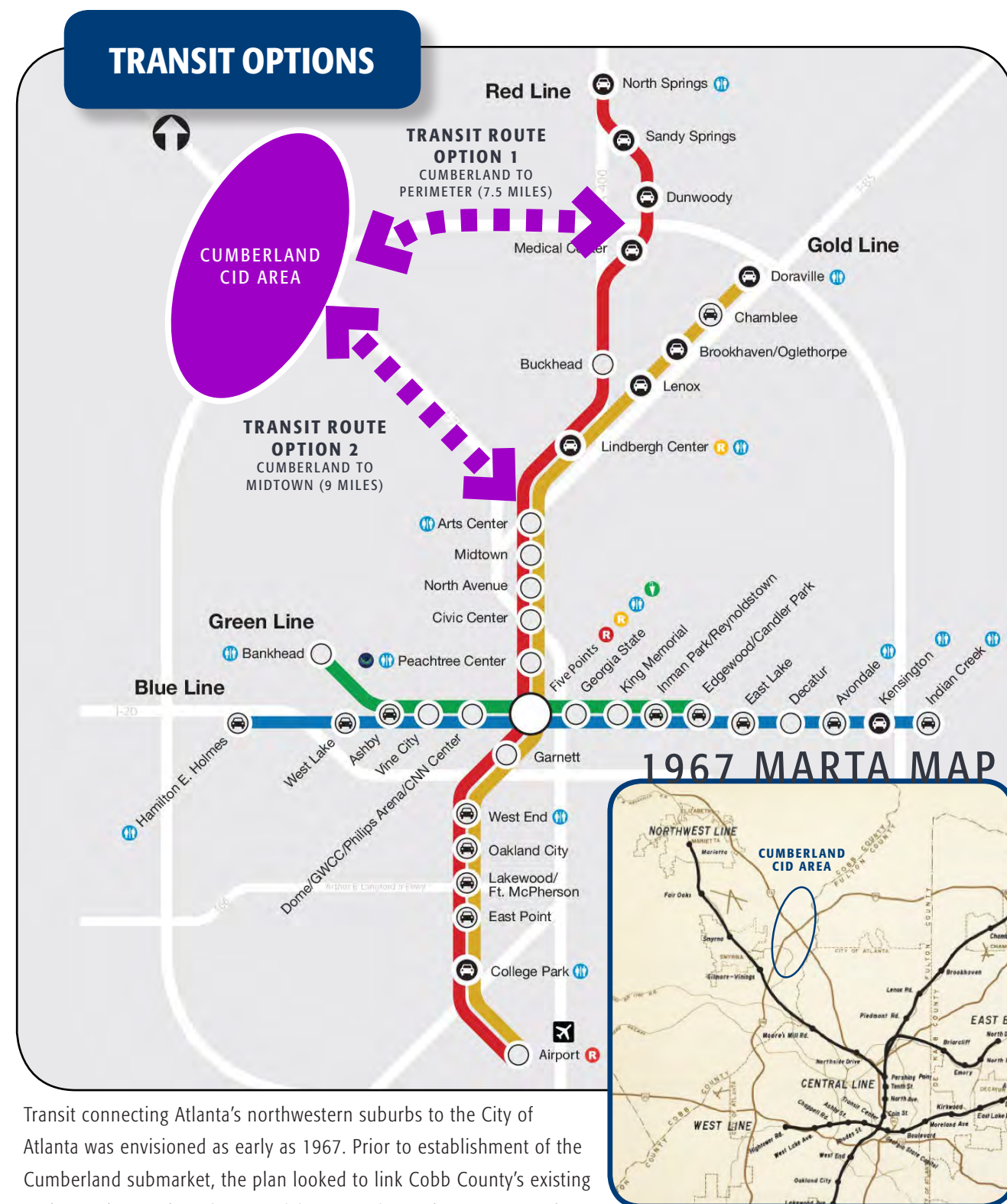
### HIGH-CAPACITY TRANSIT

Since the 1960s plans considered a transit connection between Midtown and northwest Atlanta, as illustrated on page 39. Recent discussions favor transit service along I-285 connecting Cumberland, Sandy Springs, and Dunwoody. This east/west route is six miles in length, nearly half the distance require to connect at MARTA's Midtown transit station. This route should be considered as part of the I-285 initiative (route options shown on page 39).

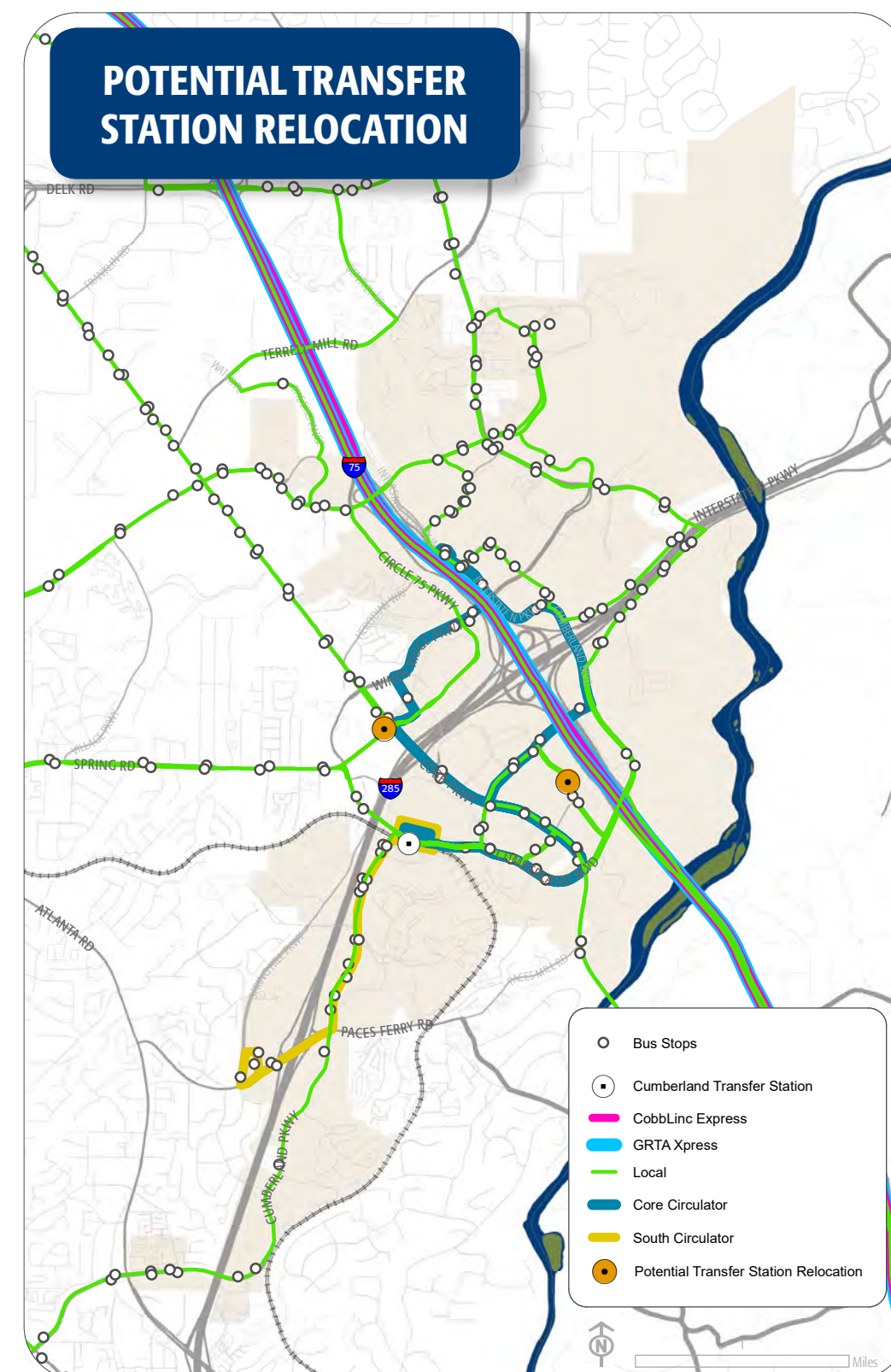
If Cumberland is to remain competitive, the submarket must connect to the region via transit. The CID must join forces with other area transit advocates including the Atlanta Braves' management, and the City of Smyrna.







Transit connecting Atlanta's northwestern suburbs to the City of Atlanta was envisioned as early as 1967. Prior to establishment of the Cumberland submarket, the plan looked to link Cobb County's existing nodes. Today, as the primary activity center in northwest metro-Atlanta, Cumberland is the most likely location for higher-capacity transit service.





# CONNECTIVITY

CONNECTIVITY PROJECTS WILL NOT ONLY FACILITATE WALKING AND BIKING, BUT ACTIVELY ENCOURAGE IT, THEREBY LINKING DESTINATIONS THROUGHOUT CUMBERLAND TO ONE ANOTHER, THE CHATTAHOOCHEE RIVER AND BEYOND.

While located in relative proximity, key destinations including the Cobb Galleria, Cumberland Mall, Akers Mill Square, Interstate North, Cobb Energy Centre, SunTrust Park and the Battery, remain physically disconnected and isolated from one another. Furthermore, connectivity is compromised by the fact that the district is largely composed of superblocks that inhibit walking and biking. These factors make the district physically and mentally disconnected. Besides new facilities serving SunTrust Park and The Battery, there are no safe and inviting ways to fully navigate the district on foot or bike. Blueprint Cumberland 3.0 recommends creating a high-quality bicycle and pedestrian loop trail to connect Blueprint Cumberland 3.0's identified subareas and key destinations.

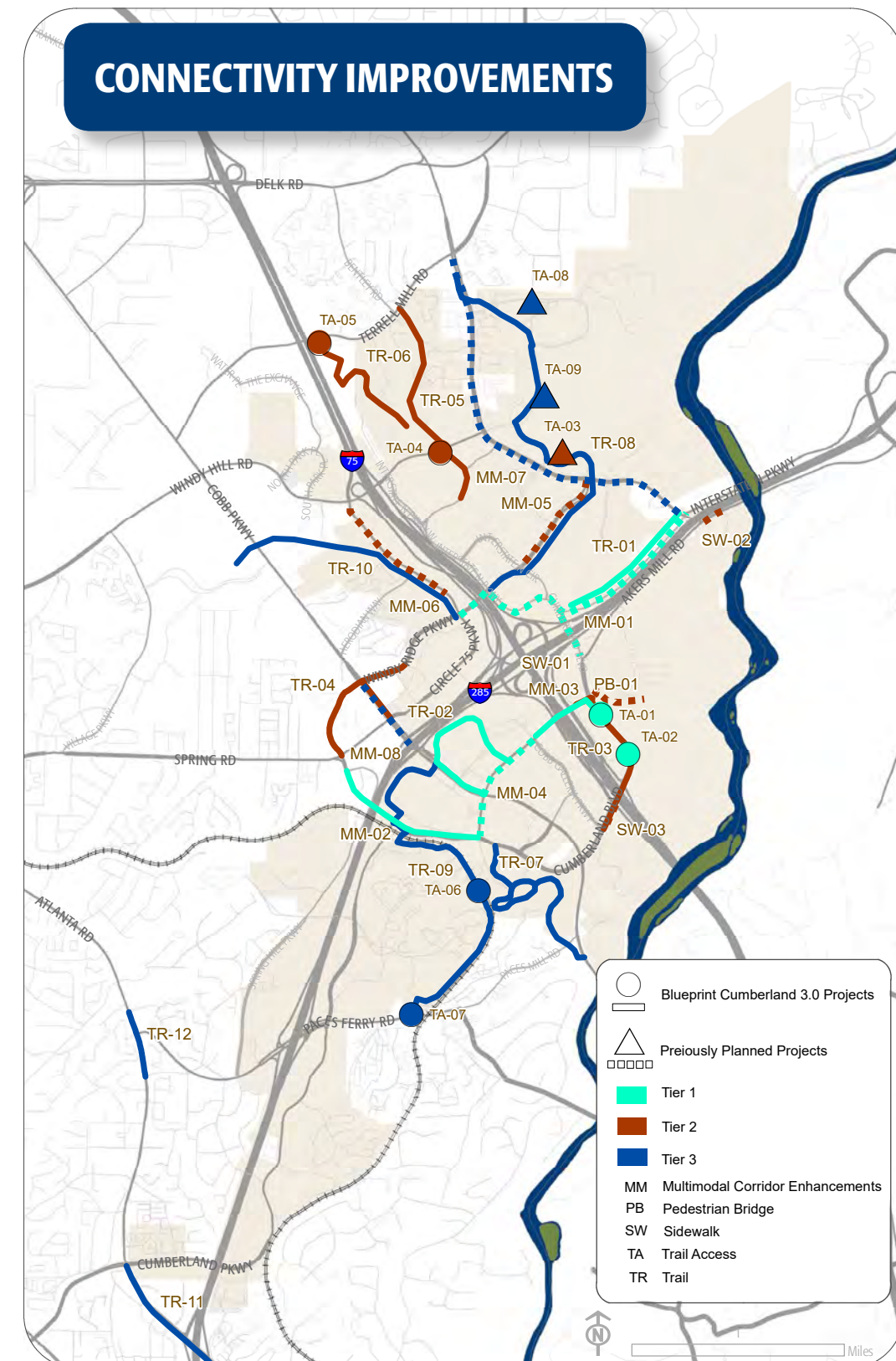
**Blueprint Cumberland 3.0 proposes to build upon the CID's 30-years of investments with a network of pedestrian and bike routes linking area destinations, assets, and the river.** The map on the right illustrates the proposed network. Priority projects include:

- Interstate North Road Multimodal Corridor Enhancements between SunTrust Park to the Chattahoochee River
- Akers Mill Road Multimodal Corridor Enhancements
- Cumberland Boulevard Trail Access Improvements to the Chattahoochee River National Recreation Area
- Zagster Bikeshare Program to connect key destinations and the Chattahoochee River

Several trails and trail access points were identified in the Cumberland CID Bicycle Connectivity Implementation Plan, complete in October of 2016. These trails and access points are incorporated into Blueprint Cumberland 3.0. Sidewalk improvements are also proposed where connections are crucial or trail facilities are not available.

Trail access facilities should be highly visible and include: bicycle and pedestrian amenities; lighting; hydration stations; and be complete with signage that will draw users to the area's trails and parks. Two trail access points into the park are located along Cumberland Boulevard and are in need of significant updates. The Powers Ferry Master Plan proposed trail access points off Windy Ridge Parkway, Wildwood Parkway, and Windy Hill Road are incorporated into this plan. Trail access points will provide meaningful connectivity for district employees, residents and visitors.

Multimodal corridor improvement projects should add a landscape buffer between the road and sidewalk, incorporate trail amenities and be designed with the three placemaking principles: an elevated standard of design, an animated public realm, and a connected network of green. Eight multimodal corridor enhancements are identified in Blueprint Cumberland 3.0. Interstate North Parkway, Cumberland Boulevard (west), and Akers Mill Road/ Akers Mill Road Trail West Phase 2 Central Improvements enhancements are high priority projects. Other multimodal corridor improvements include Windy Ridge Parkway, Circle 75 Parkway, Powers Ferry Road, and Cobb Parkway.





## AKERS MILL ROAD

Akers Mill Road serves an important role in connecting Cumberland's Core Subarea to the Chattahoochee River National Recreation Area. In fact, some of Cumberland's most visited destinations are located along the corridor including the Cobb Galleria, Cumberland Mall, The Cobb Energy Centre for the Performing Arts, and Akers Mill Square Shopping Center.

The CID should provide additional investments on Akers Mill Road to create an enhanced multimodal corridor that includes wide tree lined sidewalks, landscaped center median where possible, and pedestrian-scaled lighting between the road and sidewalk. Additionally, Akers Mill Road should incorporate recommended placemaking principles, including unified streetscape elements and public art to animate the civic realm.





# PLACEMAKING

Blueprint Cumberland 3.0 offers three placemaking principles with the greatest potential to enhance quality of life and transform the district into a connected green community where walking and biking are a joy.

## PRINCIPLE 1

### ***AN ELEVATED STANDARD OF DESIGN***

Urban design standards will guide hardscape design standards within the public right-of-way where feasible and possible to emphasize pedestrian-oriented uses, consistent sidewalks, and complete streets to create a cohesive and beautiful public realm and distinctive sense of place.

## PRINCIPLE 2

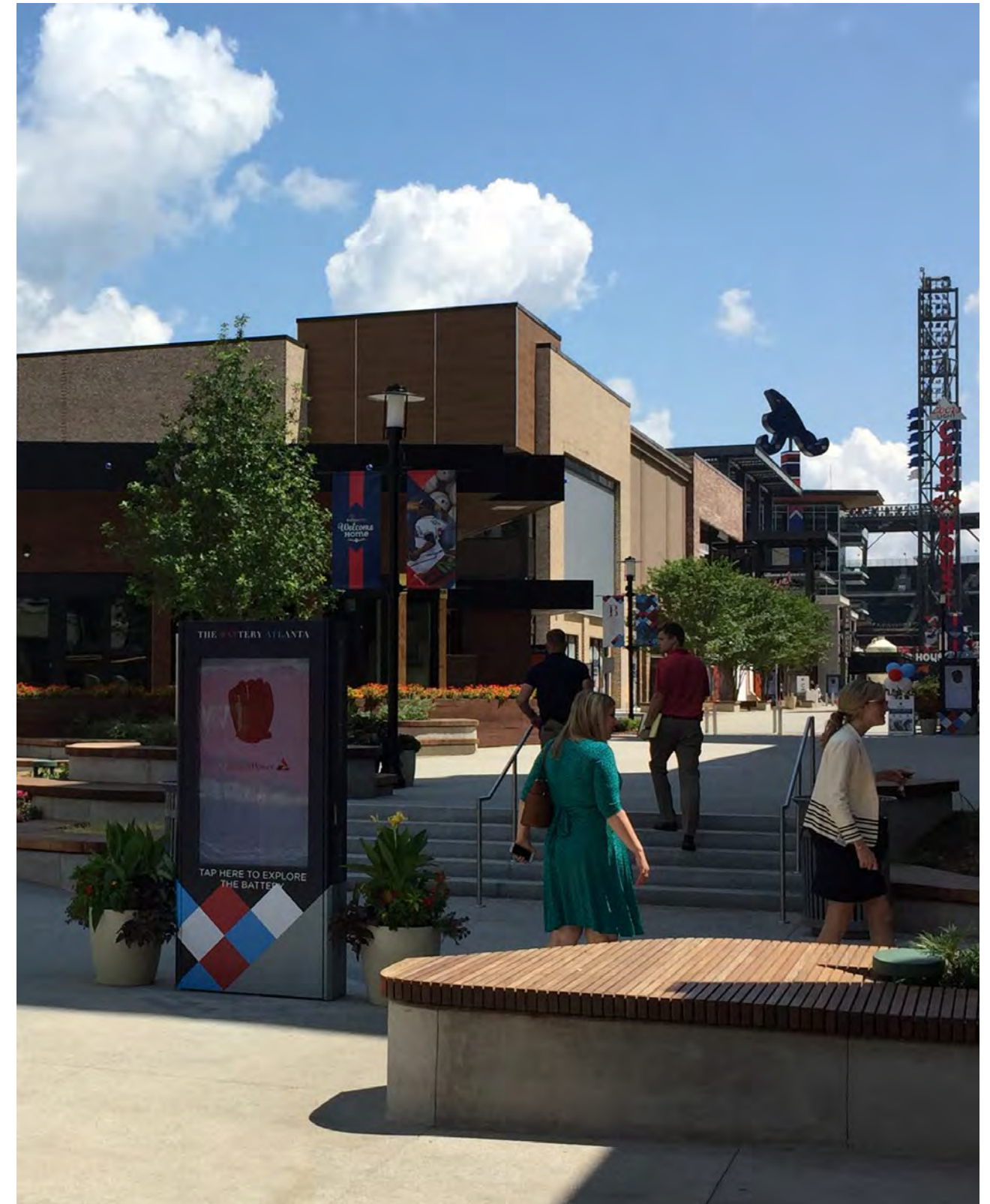
### ***AN ANIMATED PUBLIC REALM***

Artful installations will punctuate the district's public realm, including lighting, landscape features, and creative expressions to enhance walking and biking routes, while mitigating unintended barriers created by the area's numerous highways and arterial roads.

## PRINCIPLE 3

### ***A CONNECTED NETWORK OF GREEN***

A connected network of trails, paths, walkways, parks and plazas will provide public access for walking and biking between employment centers and regional destinations within the core and throughout Cumberland's subareas.





## AN ELEVATED STANDARD OF DESIGN

***An intentional design palette will infuse and unify Cumberland's public realm.***



### ***The importance of the public realm***

Cumberland's public realm includes the district's existing and future parks, plazas, trails, pathways, public spaces, civic destinations and the streets connecting them. Coordinating the design of these assets, and their adjacent private spaces, is critical to achieving Blueprint Cumberland 3.0.

The design of Cumberland's public realm, or shared space, impacts how area employees, visitors and residents experience, interact and connect. The design of the public environment contributes to the district's mobility, identity, sense of place, and even perceptions of public safety. While consistent standards for lighting, banners, and wayfinding have been championed by the Cumberland CID they are not enough to unite the district's vast public and private realm. For example, The Battery and SunTrust Park have become Cumberland's most walkable and inviting publicly accessible realm, yet its streetscape is inconsistent with that used for CID-led improvements. This approach goes against the CID's

greater goal of establishing a consistent connected district wide public realm.

The private approach at SunTrust Park and The Battery builds upon Cumberland's legacy of large-scale private development decisions that contribute to a visually and physically disconnected public realm. Going forward, the opportunity, and challenge, is to adopt design standards and development guidelines to shape a consistent and connected public and publically-accessible realms.

To unify and establish a cohesive district, adopted design standards should:

- Emphasize pedestrian-oriented uses and best practices;
- Foster great sidewalks and pathways;
- Outline hardscape standards for lighting, paving, trees, and other streetscape elements); and
- Support complete streets that meet the needs of all users and multiple modes

Design standards should also provide designers, engineers, local leaders, county officials, and CID staff with direction when making decisions and proposing policy. Furthermore, reasonable and consistent hardscape standards and design policies can help leaders avoid confusion and longer-term maintenance issues by agreeing to a coordinated palette of elements, features and amenities. To prioritize public realm investments the CID should identify a hierarchy for all street (primary, secondary, and tertiary corridors) and align streetscape standards to each.

The goal of design standards is to provide clear direction to enhance the quality of Cumberland's public realm and sense of place and should build from the hardscape analysis prepared by Arcadis.



BELLEVUE SQUARE, WA



CLARENDON, VA



LANCASTER, CA

### ***Objectives***

1. Recognize Cumberland's character and foster a distinctive sense of place
2. Promote building design that is context-sensitive and can interface at a human scale
3. Create a visually and physically connected environment of open and public spaces, and amenities
4. Establish an attractive and visually unified network of public and publicly-accessible streets and trails

### ***Strategies***

- Establish urban design standards and development guidelines
- Empower a design champion to coordinate public investments and provide technical assistance to private development

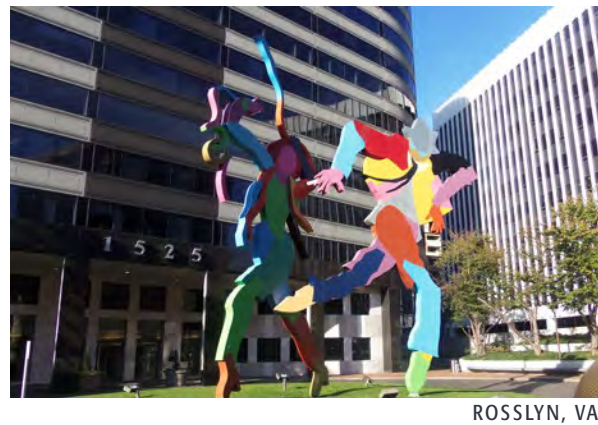


CLARENDON, VA



## AN ANIMATED PUBLIC REALM

***A linear gallery of public art will define Cumberland and bring the district's public realm to life.***



ROSSLYN, VA

### ***The importance of public art***

Making Cumberland truly walkable and bikeable requires more than a connected network of wide sidewalks and elevated design standards. It is about creating a memorable place through the details that have the power to animate the public realm. It is about transforming streets, sidewalks, parking lots, blank walls, underpasses, and leftover spaces through art-based placemaking.

In communities worldwide public art is widely popular because it both emphasizes and adds to an area's character. A mural or installation can build upon area assets — its history, its people, its natural features, its general vibe— and help mitigate physical conditions, thereby making the community greater.

Cumberland's public and publically-accessible spaces and network of trails should be thought of as a "linear gallery" to infuse art and design into

public facilities and spaces ranging from interstate overpasses to pocket parks to corporate courtyards. This approach will not only make Cumberland more beautiful and vibrant, it will also transform district wide infrastructure, promote connectivity, and foster an overall distinctive sense of place.

This curated experience should be animated by a combination of permanent art and temporary installations, including murals, sculpture, and kinetic installations to add vibrancy and energy. A successful linear gallery will encourage area employees, residents, and visitors to extend their walk by injecting interest into Cumberland's streetscape and trail network. Furthermore, it can elevate Cumberland's overall standard of design, help connect regional destinations and employment centers, and mitigate existing infrastructure barriers.

Public art has many benefits— creating and strengthening identity, making an open and welcoming space, bringing people together, and making urban design easy to understand— and if it degrades or falls into disrepair those benefits are lost. As part of a public art program it is important for the CID and/or others to consider long-term maintenance and upkeep. Even the most significant and the most beloved installations and murals, are vulnerable to weather, wear, and new construction. Area construction often accelerates this process, and as projects get built and road repairs occur, artwork can be removed, hidden from view, or damaged. Even though communities will fund new art, when it becomes a part of the community, it's a major loss to have it fade or vanish due to neglect.



ROSSLYN, VA



BALTIMORE, MD

### ***Objectives***

1. Elevate and unify the district's design excellence and overall sense of place
2. Animate existing and proposed public rights-of-way, public spaces, and connected network of trails
3. Promote economic vitality by branding the district as a destination
4. Mitigate existing infrastructure barriers

### ***Strategies***

- Establish a public art master plan to identify short- and long-term public art opportunities
- Leverage CID, and state public investments for public art opportunities
- Establish a public art maintenance fund



TORONTO, CANADA



## A CONNECTED NETWORK OF GREEN

***A network of public spaces and trails will connect Cumberland's offices, residences and destinations.***

INDIANAPOLIS CULTURAL TRAIL



### ***The importance of civic realm***

Previously the automobile was preferred, if not the only, option for moving around. Increasingly, young people are choosing to walk, bike, or use public transportation where available. However, Cumberland's offices, residences, and destinations remain almost entirely auto oriented and largely internally focused. Many are organized around private greenspace and physically separated from neighboring properties making it difficult to navigate one to another without a car. Physically and visually connecting Cumberland's private realm with the district's streets is Cumberland's next great challenge. The CID has a role to play in reimagining the area's right-of-way to connect the district's public and publically-accessible private realms.

This proposed interconnected network of on-road and off-road connections will link office buildings and destinations through an inviting and green environment that is suitable for both those on two feet and two-wheels. It is important to locate and

design the trail network in a manner that serves area commuters, residents, and visitors alike, all the while strengthening Cumberland's overall civic character. The network must be considered and designed as an active transportation and mobility option and not solely for recreation. When successfully implemented and connected, this approach will encourage more people to walk and bike to, and within, the Cumberland district, thereby reducing congestion by providing options to driving.

Establishing Cumberland's trail network should begin by building a multimodal loop connecting Cumberland's concentration of destinations including, SunTrust Park and The Battery, The Cobb Galleria Center, Cumberland Mall, the Chattahoochee River National Recreation Area, the Cobb Energy Center, and the relocated Transit Transfer Center. Overtime, this seamless and unified network of existing public rights-of-way and private access should connect all five of the district's subareas and key destinations. For example, a new connection could more easily and directly connect SunTrust Park to Akers Mill Square via a combination of public and publicly accessible clearly marked paths to provide a beautiful, unified, and seamless route open to everyone.

To maximize the potential of Cumberland's trail network it must be punctuated with public spaces to support a variety of experiences: some passive and restorative and other active and engaging. These spaces should be animated through artful installations (as part of the linear gallery concept), fountains, landscape features, shade and other user amenities (trash receptacles, water fountains, bike repair stands, and air pumps). Given existing conditions, these new public spaces along the trails are likely to be limited in scale. The Cumberland CID

should be prepared to be opportunistic to uncover opportunities as they present themselves both within existing right-of-way and/or in tandem with private development.

Additionally, Cumberland's trail network should look for opportunities to enhance access to the Chattahoochee River National Recreation Area and link the district to nearby regional activity centers and exiting trails. Furthermore, as Cumberland continues to buildout, it will become increasingly important to prioritize identification of desired public spaces before redevelopment is complete and future greenspace opportunities disappear.



TYSONS PARK, TYSONS, VA

### ***Objectives***

1. Connect area offices, residences and attractions
2. Promote mobility and access for both commuting and recreation
3. Maximize use of existing public rights-of-way
4. Improve access to the Chattahoochee River
5. Provide more parks, plazas and greenspaces
6. Mitigate superblocks and super grid

### ***Strategies***

- Connect the district's destinations with a clearly identified multiuse loop trail
- Connect the district to nearby activity centers and existing paths
- Pursue public space opportunities in tandem with public and private partners
- Integrate public art and unified design standards into all park, streetscape, and trail investments
- Reimagine roadways as multiuse grand boulevards



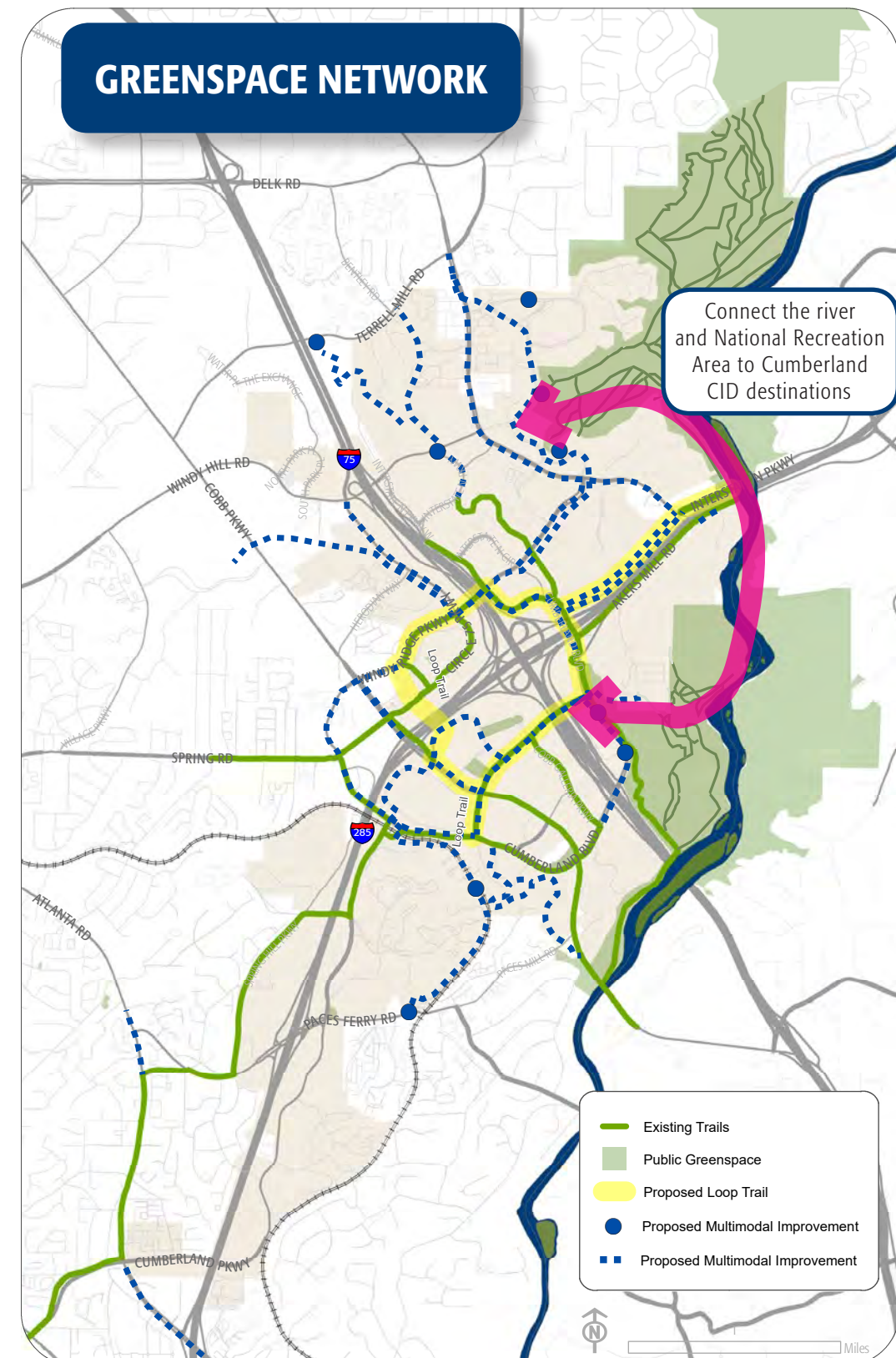
INDIANAPOLIS CULTURAL TRAIL



## THE RIVER

Geographically, Cumberland is unique because it is the only major Atlanta area CID located along a river and adjacent to a National Recreation Area operated by the National Park Service. In fact, due to the Chattahoochee National Recreation Area, the Cumberland CID contains as much combined greenspace as New York's Central Park. Despite its riverfront location, Cumberland has traditionally been oriented away from the river and prioritized its highway frontage. The physical form of the district has made the river physically and visually out of mind for those who live and work within the district. At present, there is a once-in-a-generation opportunity for Cumberland to maximize access to this regional resource.

Blueprint Cumberland 3.0 looks to enhance pedestrian connections between the district and the river. The greenspace strategy proposes a series of new and improved access points and trailheads along public rights-of-way, and at strategic private locations, to improve access to the river for walkers and cyclists. These access points should serve as gateways into the Chattahoochee River National Recreation Area and feature context-sensitive public art, pedestrian amenities, lighting, and enhanced wayfinding. Design approaches at access points may be different from the unified district wide CID design palette to provide an appropriate transition in concert with National Park Service branding and character. Pursuing the addition access point in a manner that meets the needs of walkers and cyclists will require integration of the design standards and public realm recommendations outlined in this report, along with continued coordination with National Park Service leaders.

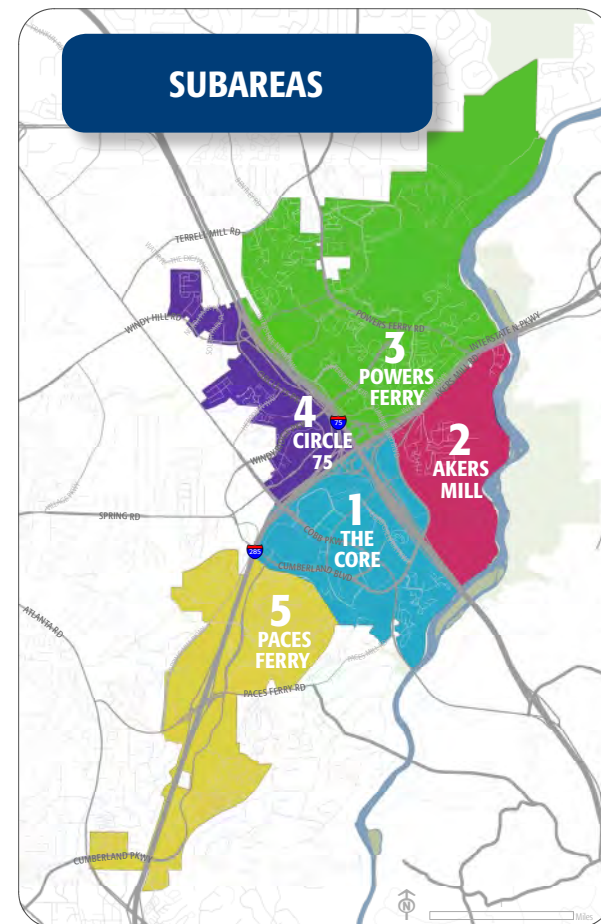




# SUBAREA CHARACTER

Blueprint Cumberland 3.0 identifies five subareas, as shown on the adjacent map. Each subarea is defined per existing land use patterns, zoning, major transportation infrastructure, potential for future development and overall character. Further details regarding existing conditions within each subarea is documented in chapter 1.

This chapter outlines the vision for each subarea, including a combination of existing and future character images, and summarizes recommended catalyst projects for each. Each project follows into one of three categories: tier 1, short-term projects (1-3 years); tier 2, mid-term projects (3-10 years); and tier 3, long-term projects (11-25 years). Further details on all recommended projects are included in chapter 4.



## THE CORE

The Core subarea is Cumberland's main activity center with multiple anchor retail and entertainment destinations, including Akers Mill Square, Cumberland Mall, the Cobb Energy Performing Arts Center, and the Cobb Galleria Center. These destinations, along with numerous office buildings and hotels, form Cumberland's most densely developed and most visited zone.

The subarea is physically divided by a series of arterial roads, including Cobb Parkway (Highway 41), Akers Mill Road, Cumberland Parkway, along with Interstate 75. While these roadways provide important connections to the greater region, as designed they inhibit local connectivity and mobility with use of a car.

The subarea offers ample redevelopment opportunities at a variety of scales that can take advantage of future enhanced transit service. Through a combination of redevelopment, retrofit, and public improvements, the area will grow to become the civic heart of a connected walkable and bikeable district that is appealing to visitors both day or night. Higher-density, pedestrian-oriented buildings will rise from areas of surface parking; continued streetscape and crosswalk improvements will support mobility choices for all users; a green multi-use trail loop will provide improved pedestrian and bike access to adjacent subareas and the river; and a relocated transit hub near the expressway will prepare Cumberland for enhanced transit service while encouraging more area residents, employees, and visitors to use transit and walk.

### Catalyst projects within The Core subarea, include:

PROJECT ID	PROJECT
IR-01	Interstate Ramp addition at Akers Mill Road to northbound I-75
MM-02	Multimodal Corridor Enhancement along Cumberland Boulevard (west) near Cumberland Mall
MM-03	Akers Mill Road Trail West Phase 2 Central Improvements
MM-04	Multimodal Corridor Enhancement along Akers Mill Road
TIER 1	TA-01 Trail Access enhancements at Cumberland Boulevard and Akers Mill Road
	TR-02 New Trail connecting I-285 Pedestrian Bridge to Akers Mill Road via Galleria Drive or Cobb Parkway
	SW-01 Sidewalk Improvement along Cumberland Boulevard (east) beneath I-285 bridges
TIER 2	T-01 Potential Cumberland Transfer Station relocation
	IR-02 Interstate Ramp improvements at Cobb Parkway to I-285/I-75
	SW-03 Sidewalk Improvement along Cumberland Boulevard west of I-75 bridge
TIER 3	TR-03 New Trail on Cumberland Boulevard (east) from Cobb Galleria Parkway to Akers Mill Road
	TR-07 New Trail - Stillhouse Trail



BELLEVUE AVENUE, VA



## AKERS MILL

The Akers Mill subarea serves as a buffer between the greater Cumberland submarket and the Chattahoochee River. It contains the district's least amount of commercial development and is defined by a collection of sprawling multi-family housing developments most dating to the 1970's.

The subarea will remain largely residential and serve as an important transition and gateway to the National Recreation Area. Key sites will redevelop at slightly higher densities, with care given to ensure an appropriate transition in height, scale and architectural character given the proximity to the National Recreation Area. Design standards will ensure new development is compatible and provides a suitable backdrop to the adjacent park lands. In partnership with private development and the National Park Service, additional access points and trailheads will enhance connections to the river and existing trails.

### ***Catalyst projects within Akers Mill subarea, include:***

	PROJECT ID	PROJECT
TIER 1	TA-02	Trail Access enhancements at Cumberland Boulevard and Overton Park Drive
	SW-01	Sidewalk Improvement along Cumberland Boulevard (east) beneath I-285 bridges
TIER 2	PB-01	Pedestrian Bridge connecting Cumberland Boulevard (east) to Chattahoochee River National Recreation Area
	SW-02	Sidewalk Improvement along Powers Ferry Road near Chattahoochee River National Recreation Area entry



SOUTH PASADENA, CA



DENVER, CO

## POWERS FERRY

Powers Ferry is Cumberland's least identifiable subarea, yet serves an important role as a regional employment center. It is generally focused along Powers Ferry and Windy Hill Roads, providing critical vehicular access across the northern arch of the Cumberland district. These arterials are defined by suburban office parks and strip-style retail development. Closer to the river, commercial development gives way to residential uses and decreases in scale.

While not as dense as The Core, the Power Ferry subarea will continue to grow through a combination of new development and repositioning of underperforming assets. Existing land use controls, roadway design, and traffic volumes will limit opportunities to significantly alter the subarea's long-term character. As a result, smaller-scale interventions will better connect subarea destinations and promote walking and biking. The multi-use loop trail will connect the subarea to the rest of the district; required flooding and stormwater mitigation will create new greenspaces; public-private partnerships will offer new access to National Park Service lands; and placemaking interventions will help define an overall sense of place.



WINDY HILL DD

### ***Catalyst projects within Powers Ferry subarea, include:***

	PROJECT ID	PROJECT
TIER 1	MM-01	Multimodal Corridor Enhancement along Interstate North Parkway from Circle 75 Parkway to Powers Ferry Road
	TR-01	New Trail on Interstate North Parkway from Cumberland Boulevard (east) to Powers Ferry Road (parallel to I-285)
	NR-01	Windy Hill-Terrell Mill Connector
TIER 2	MM-05	Multimodal Corridor Enhancement along Windy Ridge Parkway
	TA-03	Trail Access enhancements off Windy Ridge Parkway (per the Powers Ferry Master Plan)
	TA-04	New Trail Access off Windy Hill Road
	TA-05	New Trail Access on Terrell Mill Road
	TR-05	New Trail on Windy Hill-Terrell Mill Connector
TIER 3	TR-06	New Trail -Bob Callan/Rottenwood Creek Phase 2
	MM-07	Multimodal Corridor Enhancement along Powers Ferry Road from Interstate North Parkway to Terrell Mill Road (emphasis on pedestrians)
	TA-08	New Trail Access enhancements off Wildwood Parkway (per the Powers Ferry Master Plan)
	TA-09	New Trail Access off Windy Hill Road (per the Powers Ferry Master Plan)
	TR-08	New Trail on Windy Ridge Parkway/Windy Hill Road/ Wildwood Parkway/Powers Ferry Road



ARLINGTON, VA



# CIRCLE 75

The Circle 75 subarea experienced the district’s most significant investment and transformation in recent years. The addition of SunTrust Park and companion mixed-use destination, The Battery, sets the tone for the subarea’s future. The walkable, open air, dense urban-style development includes wide sidewalks, landscaping, and a vertical mix of uses. However, just beyond the project boundaries, Cobb Parkway (US Highway 41) remains almost entirely automobile oriented and difficult for pedestrians to navigate.

Recommended actions look to extend The Battery’s pedestrian scale and walkability by prioritizing appropriate redevelopment of adjacent properties susceptible to change and reimagining Cobb Parkway as a grand boulevard welcoming to walkers, bikers and drivers. Despite the addition of the pedestrian-oriented bridges across I-285 and I-75, continued efforts to mitigate transportation infrastructure remains critical to achieving overall connectivity goals.

Due to overlapping boundaries along Cobb Parkway, recommended actions should be pursued in partnership with the Cumberland CID, the City of Smyrna, Cobb County, the Atlanta Braves, and the Georgia Department of Transportation.



THE BATTERY



THE BATTERY

**Catalyst projects within Circle 75 subarea, include:**

	PROJECT ID	PROJECT
TIER 1	MM-01	Multimodal Corridor Enhancement along Interstate North Parkway from Circle 75 Parkway to Powers Ferry Road
TIER 2	T-01	Potential Cumberland Transfer Station relocation
	MM-06	Multimodal Corridor Enhancement along Circle 75 Parkway
	TR-04	New Trail on Windy Ridge Parkway/ Cumberland Boulevard/Cobb Parkway from Power Alley to Circle 75/Spring Road (outside of CID)
TIER 3	GS-01	Grade Separation at Cobb Parkway and Windy Hill (outside of CID)
	MM-08	Multimodal Corridor Enhancement along Cobb Parkway from I-285 underpass to Windy Ridge Road (emphasis on pedestrians)
	TR-10	New Trail along Circle 75 Parkway from Windy Ridge Parkway to Cobb Parkway

# PACES FERRY

The Paces Ferry subarea anchors the southern end of Cumberland and serves as the gateway to both the City of Smyrna and Vinings. Home Depot headquarters and the district’s greatest concentration of multifamily are located along Cumberland Parkway.

Not unlike the Powers Ferry subarea, existing land use controls, area roadway design, and traffic volumes limit opportunities to significantly alter subarea character. Recommended projects seek to ensure high-quality and appropriately-scaled new mixed use development that respect the character of nearby Vinings; offer public space for the future use; provide greater pedestrian and bicycle connectivity; and deploy a variety of placemaking interventions to help define an overall sense of place.

**Catalyst projects within Paces Ferry subarea, include:**

	PROJECT ID	PROJECT
TIER 2	IR-03	Interstate Ramp improvements at Paces Ferry Road to northbound I-285
	TA-06	New Trail Access off Stonewall Drive
	TA-07	New Trail Access off Paces Ferry Road
TIER 3	TR-09	New Trail between Cumberland Mall and Vinings Square
	TR-11	New Trail - Silver Comet Trail (Atlanta Connector Alternative, outside of CID)
	TR-12	New Trail - Smyrna-Atlanta Road Trail (outside of CID)



VININGS



## CHAPTER 4

## IMPLEMENTATION



# IMPLEMENTATION

## AGENDA FOR CHANGE

Blueprint Cumberland 3.0 identifies the infrastructure and development recommendations necessary to achieve the unified vision for the Cumberland district. There is no one entity, project, or financing tool that can go at it alone – all are important to implementing Blueprint Cumberland 3.0. This chapter provides a framework to coordinate, prioritize, and program future actions and projects over the plan’s 15-year time horizon.

The chapter is organized into two sections:

### **ORGANIZATION & MANAGEMENT RECOMMENDATIONS**

As the liaison between the private sector and the public realm, the Cumberland CID has a vital role to play in advancing Blueprint Cumberland 3.0. The CID would be wise to consider modifications to the organization’s structure to support the plan’s vision particularly in regard to design and CID-led outreach and communications efforts.

### **PROJECT LISTS RECOMMENDATIONS**

A summary of the plan’s recommended improvement projects and initiatives are organized into three distinct categories, including: top priorities, short-term projects (1-5 years), and long-term projects (6-15 years). Within each table, projects are listed in order of importance and priority.





## ORGANIZATION & MANAGEMENT RECOMMENDATIONS

The Cumberland CID is a recognized regional leader in managing transformative capital projects, including identifying needs, securing funding, building projects, and maintaining investments. The CID began by establishing a master road plan to improve access to the submarket. In the 30-years since, the organization has expanded its focus and modified its work plan to include building streetscapes, trails, and wayfinding, and providing alternate commute programs and services.

As the liaison between the private sector and the public realm, the Cumberland CID is the most likely custodian to oversee the Blueprint Cumberland 3.0. To advance the plan's vision, public realm recommendations, and placemaking approaches, the CID would be wise to consider modifications to its organizational structure to advance the following priorities area:

- **Design Management Recommendations:** A CID-led urban design initiative is needed to coordinate the consistency and quality buildout of Cumberland's civic realm.
- **Communications and Outreach Recommendations:** Expanded engagement that targets all district stakeholders, including residents, is needed to win support for Cumberland's compact, walkable, future.

### ***What is Urban Design?***

Urban design is the discipline that guides the appearance, arrangement, and function of elements in the physical environment, with particular emphasis on publicly accessible spaces and the public realm. An "urban" environment is comprised of many components including streets, blocks, open spaces, pedestrian areas, and buildings.

Urban infill and redevelopment present different design challenges than those experienced by traditional suburban "green field" development. Transforming a highly functioning existing suburban development, such as Cumberland, into a more efficient, sustainable, pedestrian focused and transit oriented district is a unique urban design challenge. Balancing Cumberland's inevitable population growth, density increases, building heights, land use mix, and greenspace needs will require thoughtful placement of future buildings, architectural definition, and coordination of the of the public and publicly accessible realm.

Establishing urban design standards and building principles can provide guidance for Cumberland's evolving built environment and how it will shape a more accessible, connected, and unified sense of place that not only facilitates walking and biking but actively encourages it along with all modes.





## DESIGN MANAGEMENT RECOMMENDATIONS

### ***Crafting a coordinated, high-quality public realm to foster a unified sense of place***

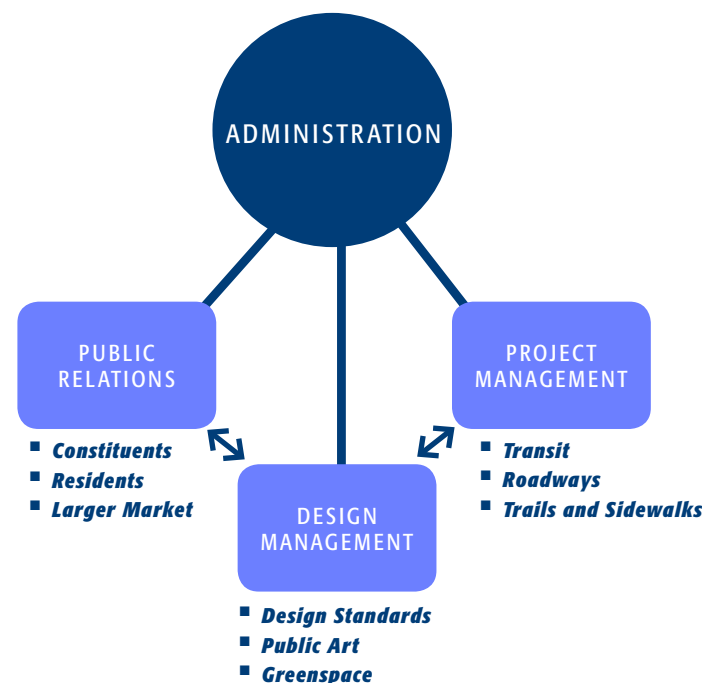
As the Cumberland CID considers a more balanced portfolio of investments to support all modes of mobility, leadership should consider establishing a Design Management Program. In addition to staff leading programs in both Communications and Implementation, a robust Design Management Program is needed to coordinate and oversee the many details required to physically connect and visually unify Cumberland's public and publicly-accessible private realm. The Design Management Program could be staffed by an in-house "Design Champion," or executed through on-call services. The program would seek to coordinate and align Cobb County officials, district property owners, and other stakeholders to advance the plan's placemaking and public realm recommendations to foster a unified and distinctive sense of place. The program's work plan could include coordination of all CID public realm initiatives, including design standards, public art, and greenspace. The Design Champion, or consultant, would in concert with the CID's existing Implementation team to ensure design coordination for all public realm improvements, including transit infrastructure, roadways, trails and sidewalks.

The Design Management Program would provide two primary services:

- **Design consultation:** Ensure all public investments contribute to a unified and connected public realm, including existing and future streets, plazas, parks, public art, trails, street furniture and other public realm amenities; and

- **Technical assistance:** Provide guidance to private development and commercial stakeholders to foster high quality projects consistent with the goals of Blueprint Cumberland 3.0.

Furthermore, the Design Management Program should look to offer an array of design and development-related resources including zoning consultation, design guidelines and other information to aid public and private partners in the build-out of a livable, beautiful, and sustainable Cumberland district.



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## COMMUNICATIONS AND OUTREACH RECOMMENDATIONS

### **Engaging Cumberland's diversity of voices**

The Cumberland CID should expand its efforts to effectively tell the area's story and demonstrate success to all district stakeholders. Clear articulation of benefits and thoughtful integration of existing and new development partners, residents, and businesses will prove vital to advancing the Blueprint Cumberland 3.0 vision and recommendations.

For 30-years the CID has effectively engaged area's commercial stakeholders. As part of Blueprint Cumberland 3.0, the CID went a step farther and engage the district's emerging residential base. The plan reflects the collective feedback of the district's commercial and residential stakeholder groups.

Despite the specific residential outreach as part of this plan the CID continues to largely direct its communication efforts at the area's largest commercial stakeholders. With little or no planning occurring at the neighborhood level, the CID risks area residents becoming active only when proposed changes or persistent problems arise. A lack of meaningful and genuine stakeholder engagement can foster a culture of resistance to development or redevelopment projects and could hinder momentum toward plan implementation. Furthermore, fear of community opposition can push development efforts away from locations before they even get started. Building a supportive and trusting residential base can appear daunting, but it is one worth making and critical to achieving success.

The CID would be wise to leverage the relationships forged as part of this plan's public engagement process to established an ongoing Residential Advisory Task Force. The Task Force should represent area residents, condominium association leaders, and multifamily property managers. The Task Force should operate as feedback loop to provide input on all CID plans, projects and initiatives, while also serving as liaisons, or communications ambassadors, back to their individual neighborhoods or multifamily communities. A **Residential Advisory Task Force** could fit within the CID's existing organizational structure as part of PR and Communications expanded work plan.

To increase vitality within improvement districts, CIDs nationwide have been successful at organizing and hosting **special events, forums, and regular activities** targeted to both area employers, employees, and residents. The Cumberland CID should consider consistent and ongoing programing as part of enhanced outreach, communications and stakeholder engagement.

Furthermore, the Cumberland CID would be wise to pursue development of a strategic outreach and communications plan to outline how best to leverage available **social media** platforms, along with more traditional approaches such as stakeholder meetings, to best articulate and build support for Cumberland's more compact, walkable future.



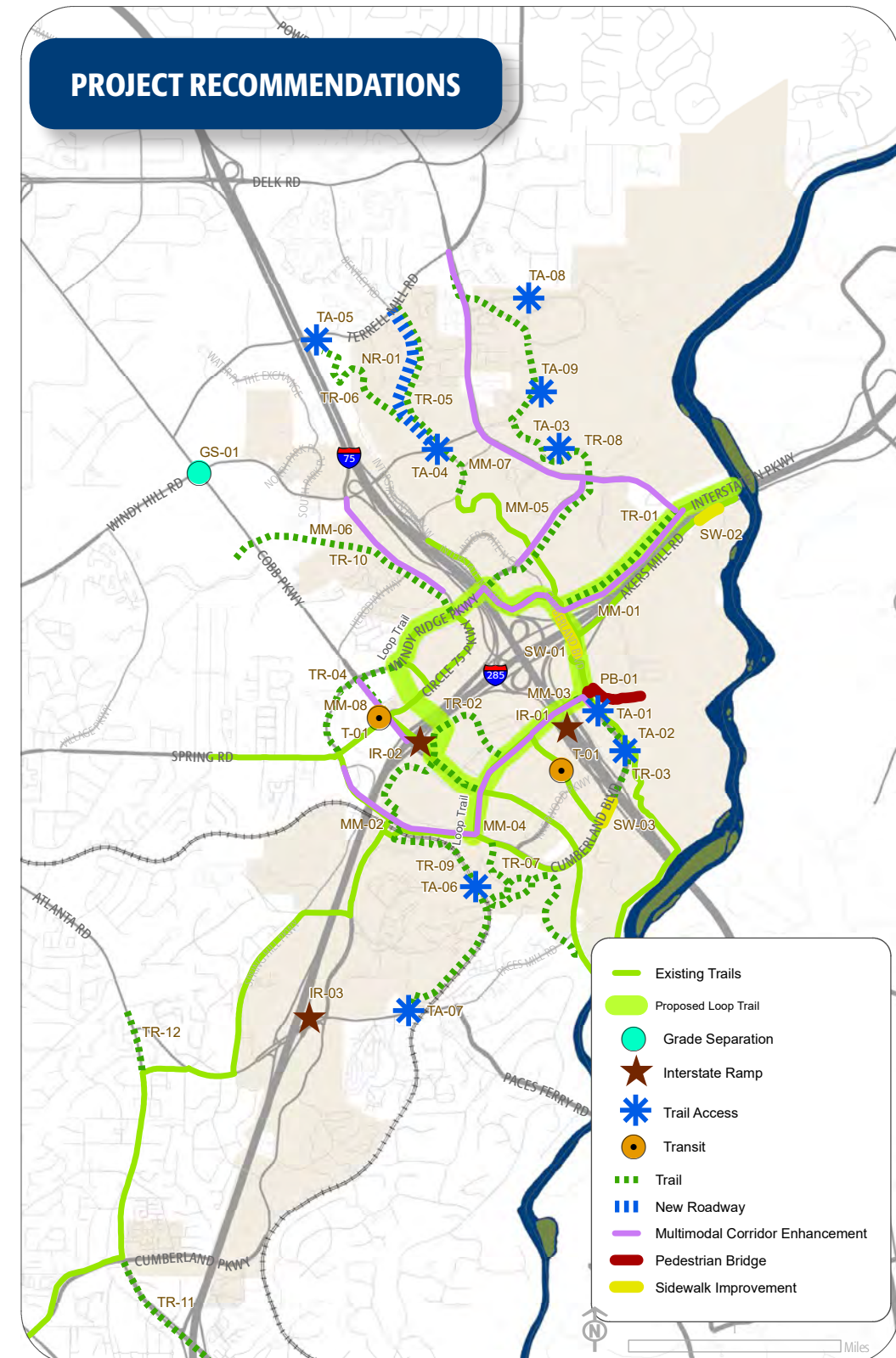
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## PROJECT RECOMMENDATIONS

All Blueprint Cumberland 3.0 recommended improvement projects and initiatives are summarized and organized in the tables that follow. Each project follows into one of three categories: tier 1, short-term projects (1-3 years); tier 2, mid-term projects (3-10

years); and tier 3, long-term projects (11-25 years). The project list includes 41 projects, 33 connectivity projects, 6 access projects and 2 studies with a potential investment of \$159 million. Projects in the table are listed alphabetically by type.





BLUEPRINT CUMBERLAND 3.0 SHORT-TERM PROJECT LIST														
ID	PROJECT	Project Type	Description	Tier	Subarea	Blueprint Cumberland 3.0 Category	Engineering Costs	ROW Costs	Length of Project (ft)	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount (if applicable)
IR-01	Interstate Ramp addition at Akers Mill Road to northbound I-75	Interstate Ramp	Construct northbound entrance	1	Core	Access					\$15,000,000	GDOT	CCID/Cobb County/GDOT	CCID: \$5,000,000
MM-01	Multimodal Corridor Enhancement along Interstate North Parkway (parallel to I-285) from Circle 75 Parkway to Powers Ferry Road	Multimodal Corridor Enhancement	Add landscape median where appropriate, landscape buffer between road and sidewalk, trail amenities and incorporate placemaking strategies such as public art and an elevated standard of design	1	Circle 75/Powers Ferry	Connectivity	\$120,000	\$490,000	1,800	\$1,000,000	\$1,700,000	CCID	CCID/Cobb County	CCID: \$896,000
MM-02	Multimodal Corridor Enhancement along Cumberland Boulevard (west) near Cumberland Mall	Multimodal Corridor Enhancement	Improve corridor between Akers Mill Road and Spring Hill Parkway, including widening, new signage, restriping, new sidewalk along northern curb, decorative fencing on bridge and stormwater improvements	1	Core	Connectivity	\$120,000	\$250,000	4,000	\$1,000,000	\$1,400,000	CCID	CCID/Cobb County	CCID: \$963,000
MM-03	Akers Mill Road Trail West Phase 2 Central Improvements	Multimodal Corridor Enhancement	Includes 10' multi-use trail, lane reconfiguration, trail striping, improved access to Bob Callan trail, pedestrian lighting and landscaping	1	Core	Connectivity	\$114,000	\$150,000	1,000	\$950,000	\$1,300,000	CCID	CCID/Cobb County	CCID: \$481,600
MM-04	Multimodal Corridor Enhancement along Akers Mill Road	Multimodal Corridor Enhancement	Add landscape median where appropriate, landscape buffer between road and sidewalk, trail amenities incorporate placemaking strategies such as public art and an elevated standard of design from Cumberland Blvd (west) to Cumberland Blvd (east)	1	Core	Connectivity	\$240,000	\$530,000	3,880	\$2,000,000	\$2,800,000	CCID	CCID/Cobb County	CCID: \$1,882,000
ST-1	Transit/MARTA Study	Study	Provide funding for studies and advocated for expanding transit into Cobb County and the Cumberland Community Improvement District	1	Core	Access								
SW-01	Sidewalk Improvement along Cumberland Boulevard (east) beneath I-285 bridges	Sidewalk Improvement	Remove median, widen sidewalk along west curb to meet ADA standards and add lighting	1	Core/Akers Mill	Connectivity	\$21,360	\$0	1,250	\$178,000	\$200,000	CCID	CCID	N/A
T-01	Potential Cumberland Transfer Station relocation	Transit	Potential Cumberland Transfer Station relocation to Cumberland Boulevard (east) or corner of Spring Road and Cobb Parkway	1	Core/Circle 75	Access								
TA-01	Trail Access enhancements at Cumberland Boulevard and Akers Mill Road	Trail Access	Enhance entrance and visibility from street with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage. Provide direct access to Bob Callan Trail and CRNRA*	1	Core	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TA-02	Trail Access enhancements at Cumberland Boulevard and Overton Park Drive	Trail Access	Enhance two entrances and visibility from street with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage. Provide direct access to Bob Callan Trail and CRNRA*	1	Akers Mill	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TR-01	New Trail on Interstate North Parkway from Cumberland Boulevard (east) to Powers Ferry Road (parallel to I-285)	Trail	New trail facility along Interstate North Parkway, minimum 10' path, landscape buffer from road, and trail amenities including, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	1	Powers Ferry	Connectivity	\$144,000	\$730,000	4,000	\$1,200,000	\$2,100,000	CCID/Cobb County	CCID/Cobb County	CCID:\$1,344,000
TR-02	New Trail connecting I-285 Pedestrian Bridge to Akers Mill Road via Galleria Drive or Cobb Parkway	Trail	New trail facility from pedestrian bridge to Akers Mill via Galleria Dr or Cobb Pkwy, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	1	Core	Connectivity	\$108,792	\$0	3,020	\$906,600	\$1,100,000	CCID/GDOT	CCID	N/A

\* CRNRA: Chattahoochee River National Recreation Area, administered by the National Park Service (NPS)



BLUEPRINT CUMBERLAND 3.0 MID-TERM PROJECT LIST														
ID	PROJECT	Project Type	Description	Tier	Subarea	Blueprint Cumberland 3.0 Category	Engineering Costs	ROW Costs	Length of Project (ft)	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount (if applicable)
IR-02	Interstate Ramp improvements at Cobb Parkway to I-285/I-75	Interstate Ramp	Extend auxiliary lane on I-285/I-75 on-ramp	2	Core	Access	\$612,000	\$0	4,000	\$5,100,000	\$5,800,000	GDOT	CCID/GDOT	CCID: \$612,000
IR-03	Interstate Ramp improvements at Paces Ferry Road to northbound I-285	Interstate Ramp	Add flex lane on I-285 between Paces Ferry Road and Cobb Parkway	2	Paces Ferry	Access	\$336,000	\$0	2,150	\$2,800,000	\$3,200,000	GDOT	CCID/GDOT	CCID: \$336,000
MM-05	Multimodal Corridor Enhancement along Windy Ridge Parkway	Multimodal Corridor Enhancement	Add landscape median where appropriate, landscape buffer between road and sidewalk, trail amenities incorporate placemaking strategies such as public art and an elevated standard of design	2	Powers Ferry	Connectivity	\$156,000	\$343,000	2,487	\$1,300,000	\$1,800,000	CCID	CCID/Cobb County	CCID: \$1,195,040
MM-06	Multimodal Corridor Enhancement along Circle 75 Parkway	Multimodal Corridor Enhancement	Add landscape buffer between road and sidewalk, trail amenities incorporate placemaking strategies such as public art, lighting and an elevated standard of design between Windy Hill Road and Herodian Way	2	Circle 75	Connectivity	\$240,000	\$525,000	3,810	\$2,000,000	\$2,800,000	CCID	CCID/Cobb County	CCID: \$1,830,080
NR-01	Windy Hill-Terrell Mill Connector	New Roadway	Construct new roadway between Windy Hill Road and Terrell Mill Road that incorporates new trail facilities with landscape buffer and trail amenities	2	Powers Ferry	Access	\$528,000	\$18,000,000	4,080	\$4,400,000	\$23,000,000	CCID/Cobb County	CCID/Cobb County	CCID:\$4,928,000
PB-01	Pedestrian Bridge connecting Cumberland Boulevard (east) to CRNRA*	Pedestrian Bridge	Potential pedestrian suspension bridge connecting trail gateway at Cumberland Boulevard to CRNRA*	2	Akers Mill	Connectivity	\$316,800	\$0	1,500	\$2,640,000	\$3,000,000	CCID/NPS	CCID	N/A
SW-02	Sidewalk Improvement along Powers Ferry Road near CRNRA* entry	Sidewalk Improvement	New sidewalk on south side of Powers Ferry Road, near CRNRA* entrance	2	Akers Mill	Connectivity	\$18,840	\$0	1,100	\$157,000	\$200,000	CCID	CCID	N/A
SW-03	Sidewalk Improvement along Cumberland Boulevard west of I-75 bridge	Sidewalk Improvement	New sidewalk on both sides of Cumberland Boulevard, west of I-75 between Cobb Galleria Parkway and I-75 bridge	2	Core	Connectivity	\$32,400	\$0	1,900	\$270,000	\$400,000	CCID	CCID	N/A
TA-03	Trail Access enhancements off Windy Ridge Parkway (per the Powers Ferry Master Plan)	Trail Access	Partner with Coca-Cola Enterprise to enhance trail amenities and access off Windy Ridge Parkway (east)	2	Powers Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TA-04	New Trail Access off Windy Hill Road	Trail Access	Construct trail access along Windy Hill Road with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage	2	Powers Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TA-05	New Trail Access on Terrell Mill Road	Trail Access	Construct trail access along Terrell Mill Road with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage	2	Powers Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TR-03	New Trail on Cumberland Boulevard (east) from Cobb Galleria Parkway to Akers Mill Road	Trail	New trail facility along Cumberland Boulevard, minimum 10' path, landscape buffer from road, and trail amenities including, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	2	Core	Connectivity	\$113,328	\$650,000	3,150	\$944,400	\$1,800,000	CCID/Cobb County	CCID/Cobb County	CCID:\$1,057,728
TR-04	New Trail on Windy Ridge Parkway/Cumberland Boulevard/Cobb Parkway from Power Alley to Circle 75/Spring Road (outside of CID)	Trail	New trail facility along Windy Ridge Pkwy/ Cumberland Blvd/Cobb Pkwy, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	2	Circle 75	Connectivity	\$148,140	\$1,420,300	4,115	\$1,234,500	\$2,900,000	CCID/Cobb County	CCID/Cobb County	CCID:\$1,382,640
TR-05	New Trail on Windy Hill-Terrell Mill Connector	Trail	New trail facility along new Windy Hill-Terrell Mill Connector	2	Powers Ferry	Connectivity	\$146,880	\$0	4,080	\$1,224,000	\$1,400,000	CCID/Cobb County	CCID/Cobb County	N/A
TR-06	New Trail -Bob Callan/Rottenwood Creek Phase 2	Trail	Extend Bob Callan Trail north to Terrell Mill Road	2	Powers Ferry	Connectivity	\$112,800	\$1,400,000	3,130	\$940,000	\$2,500,000	CCID/Cobb County	CCID/Cobb County	CCID:\$1,052800

\* CRNRA: Chattahoochee River National Recreation Area, administered by the National Park Service (NPS)



## BLUEPRINT CUMBERLAND 3.0 LONG-TERM PROJECT LIST

ID	PROJECT	Project Type	Description	Tier	Subarea	Blueprint Cumberland 3.0 Category	Engineering Costs	ROW Costs	Length of Project (ft)	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount (if applicable)
GS-01	Grade Separation at Cobb Parkway and Windy Hill (outside of CID)	Grade Separation	Study the impacts of grade separating Cobb Parkway and Windy Hill	3	Circle 75	Access					\$60,000,000	GDOT	CCID/Cobb County/GDOT	N/A
MM-07	Multimodal Corridor Enhancement along Powers Ferry Road from Interstate North Parkway to Terrell Mill Road (emphasis on pedestrians)	Multimodal Corridor Enhancement	Improve pedestrian facilities on Powers Ferry Road, incorporate placemaking strategies such as public art and an elevated standard of design	3	Powers Ferry	Connectivity	\$128,280	\$735,000	5,345	\$1,069,000	\$2,000,000	CCID	CCID/Cobb County	CCID: \$772,800
MM-08	Multimodal Corridor Enhancement along Cobb Parkway from I-285 underpass to Windy Ridge Road (emphasis on pedestrians)	Multimodal Corridor Enhancement	Improve pedestrian facilities along Cobb Parkway, especially beneath the I-285 bridge, incorporate Smyrna and Braves streetscape standards and placemaking strategies such as public art and an elevated standard of design	3	Circle 75	Connectivity	\$134,400	\$150,000	2,240	\$1,120,000	\$1,500,000	CCID	CCID/GDOT	CCID:\$302,400
ST-2	Managed Lanes Interchange Study	Study	Provide funding for studies and advocated for a nearby interchange related to the managed lanes on I-285 from I-20 north to I-75	3	Paces Ferry	Access								
TA-06	New Trail Access off Stonewall Drive	Trail Access	Construct trail access between Paces Ferry Road and Cumberland Boulevard (west) with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage	3	Paces Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TA-07	New Trail Access off Paces Ferry Road	Trail Access	Construct trail access off Paces Ferry Road with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage	3	Paces Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TA-08	New Trail Access enhancements off Wildwood Parkway (per the Powers Ferry Master Plan)	Trail Access	Construct trail access enhancements off Wildwood Parkway with enhanced amenities, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage	3	Powers Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TA-09	New Trail Access off Windy Hill Road (per the Powers Ferry Master Plan)	Trail Access	Construct trail access off Windy Hill Road with enhanced amenities including, including - but not limited to - lighting, landscaping, pedestrian amenities, bicycle amenities, art, hardscape, and signage	3	Powers Ferry	Connectivity	\$48,000	\$0		\$400,000	\$500,000	CCID	CCID	N/A
TR-07	New Trail - Stillhouse Trail	Trail	New trail facility around Stillhouse Road, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	3	Core	Connectivity	\$149,040	\$1,140,000	4,140	\$1,242,000	\$2,600,000	CCID/Cobb County	CCID/Cobb County	CCID:\$1,391,040
TR-08	New Trail on Windy Ridge Parkway/Windy Hill Road/Wildwood Parkway/Powers Ferry Road	Trail	New trail facility along Windy Ridge Pkwy/ Windy Hill Rd/Wildwood Pkwy/Powers Ferry Rd, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	3	Powers Ferry	Connectivity	\$288,540	\$3,589,000	8,015	\$2,404,500	\$6,300,000	CCID/Cobb County	CCID/Cobb County	CCID:\$2,693,040
TR-09	New Trail between Cumberland Mall and Vinings Square	Trail	New trail facility along north side of Cumberland Mall to railroad tracks, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	3	Paces Ferry	Connectivity	\$215,280	\$2,060,000	5,980	\$1,794,000	\$4,100,000	CCID/Cobb County	CCID/Cobb County	CCID:\$2,009,280
TR-10	New Trail along Circle 75 Parkway from Windy Ridge Parkway to Cobb Parkway	Trail	New trail facility along Circle 75 west to Cobb Parkway, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	3	Circle 75	Connectivity	\$90,720	\$1,740,000	2,520	\$756,000	\$2,600,000	CCID/Cobb County	CCID/Cobb County	CCID:\$846,720
TR-11	New Trail - Silver Comet Trail (Atlanta Connector Alternative, outside of CID)	Trail	New trail facility along Cumberland Pkwy to connect to Silver Comet trail, minimum 10' path, landscape buffer from road, and trail amenities including, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	3	Paces Ferry	Connectivity	\$82,260	\$200,000	2,285	\$685,500	\$1,000,000	CCID/Cobb County	CCID/Cobb County	CCID:\$767,760
TR-12	New Trail - Smyrna-Atlanta Road Trail (outside of CID)	Trail	New trail facility along Atlanta Road, minimum 10' path, landscape buffer from road, and trail amenities, including - but not limited to - art, bike racks and pumps, water stations, lighting, and seating	3	Paces Ferry	Connectivity	\$86,400	\$206,600	2,400	\$720,000	\$1,100,000	CCID/Cobb County	CCID/Cobb County	CCID:\$806,400



