



BLUEPRINT CUMBERLAND 3.0

2020 UPDATE

EXECUTIVE SUMMARY | JULY 2020

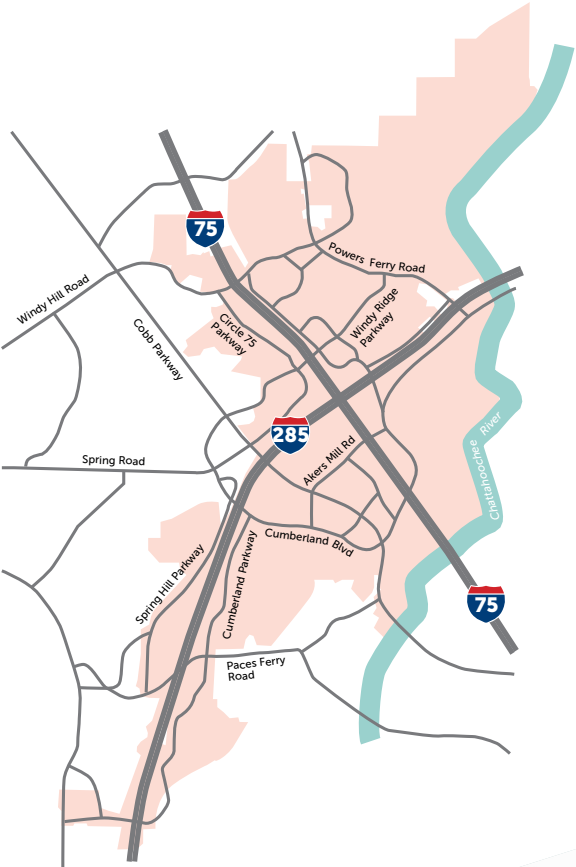


BLUEPRINT CUMBERLAND

In 2001, the Cumberland Community Improvement District (CID) developed its first community vision and plan to outline a course of action for the district over the next 15-20 years. Subsequent planning in 2007 and 2011 through the Blueprint Cumberland 2.0 and Blueprint Cumberland Livable Centers Initiative (LCI) plans sought to update and refine this vision and identify a list of needed infrastructure improvements to the district. As a result of these efforts, more than \$87 million of CID investment has been leveraged to implement 40 projects, catalyzing \$1.8 billion in private investment over the past 18 years. Economic conditions have fluctuated since the CID's inception, with notable challenges during the Great Recession from 2008-2012, and the announcement of the relocation of the Atlanta Braves major league baseball team in 2013 resulting in major development assets including The Battery Atlanta and SunTrust (now Truist) Park in 2017.

To adjust priorities in accordance with recent market changes and build on the success of previous planning efforts, the CID launched Blueprint Cumberland 3.0 in 2017 to establish a new comprehensive vision and plan to transform the economic hub into a more walkable, dynamic, live-work-play-shop urban center and vibrant regional gateway.

The Blueprint Cumberland 3.0 2020 Update is the result of a collaborative process among CID board members and staff to revisit the 2017 project list as the district has continued to evolve. This document serves as an executive summary of the update process and includes prioritized projects in three interrelated categories of investment, as well as associated funding information for implementation.

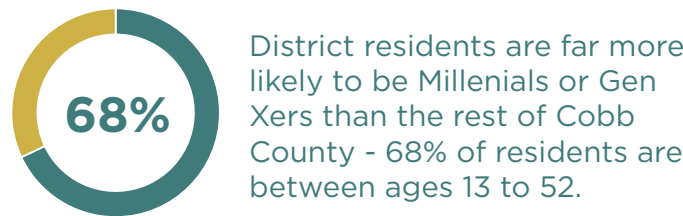


ECONOMIC DEVELOPMENT IMPACT

As the Atlanta region's 5th largest employment center and Cobb County's premiere business district, the Cumberland CID has experienced continued growth since the Blueprint Cumberland 3.0 plan was initiated. According to an Economic Impact Update conducted by Bleakly Advisory Group in 2019, the CID is in the midst of the "third wave" of its evolution. After a long inactive period from 2003-

2011, commercial development activity is surging and expected to continue over the next several years. Much of this third wave of development represents the redevelopment of aging, under-performing and obsolete properties, but also is characterized by an emerging "specialty" development market sector consisting of unique entertainment-focused projects such as Truist Park completed in 2017.

AGE DEMOGRAPHIC

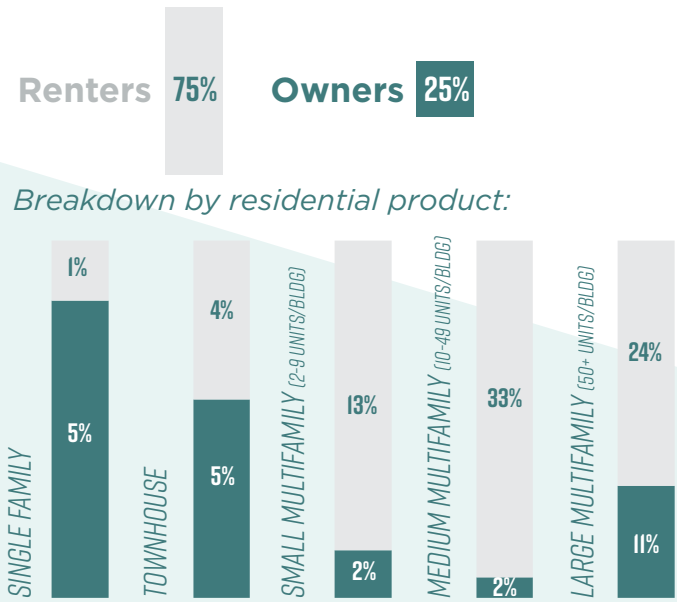


DEVELOPMENT PIPELINE



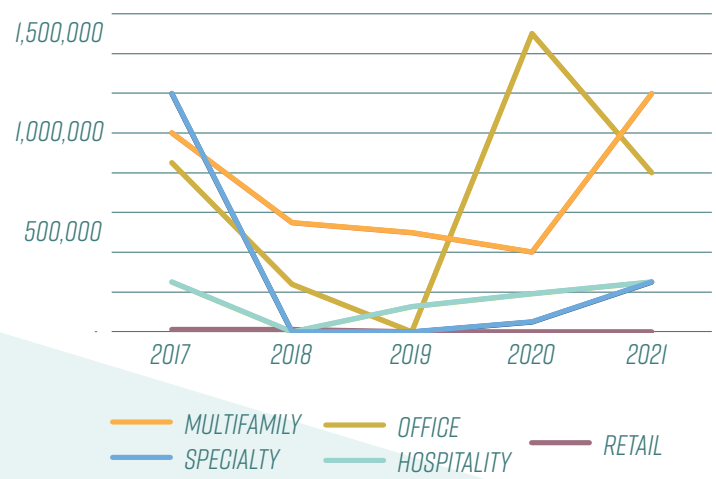
RESIDENTIAL DEMOGRAPHIC

Percentage split between renters and owners, representing approximately 29,000 residents who call the Cumberland community home:



DEVELOPMENT BY SECTOR

Square feet added per year of real estate development - historical and projected five-year trend



WHERE WE ARE TODAY

Since **Blueprint 3.0**, the district has pivoted from a **majority business district to an entertainment and business district**. This evolution can be attributed to the addition of major development assets such as The Battery/Truist Park, as well as growing investments in multifamily, hospitality and specialty markets, and has resulted in a **change in key district access points, traffic patterns, and mobility needs**.

Because of this transition, the CID will need to evaluate and predict what the effects might be for the **maintenance of its current assets**, as well as anticipate new ways it can invest to support the district's trajectory in future years.

The improvements detailed in Blueprint 3.0 were grouped in to the following three categories:

ACCESS

Projects that provide those who live, work, and visit Cumberland a variety of choices when moving into and out of the district regardless of mode.

CONNECTIVITY

Projects that encourage multimodal transportation within the district and intentionally connect to the Chattahoochee River and other destinations within the Cumberland district.

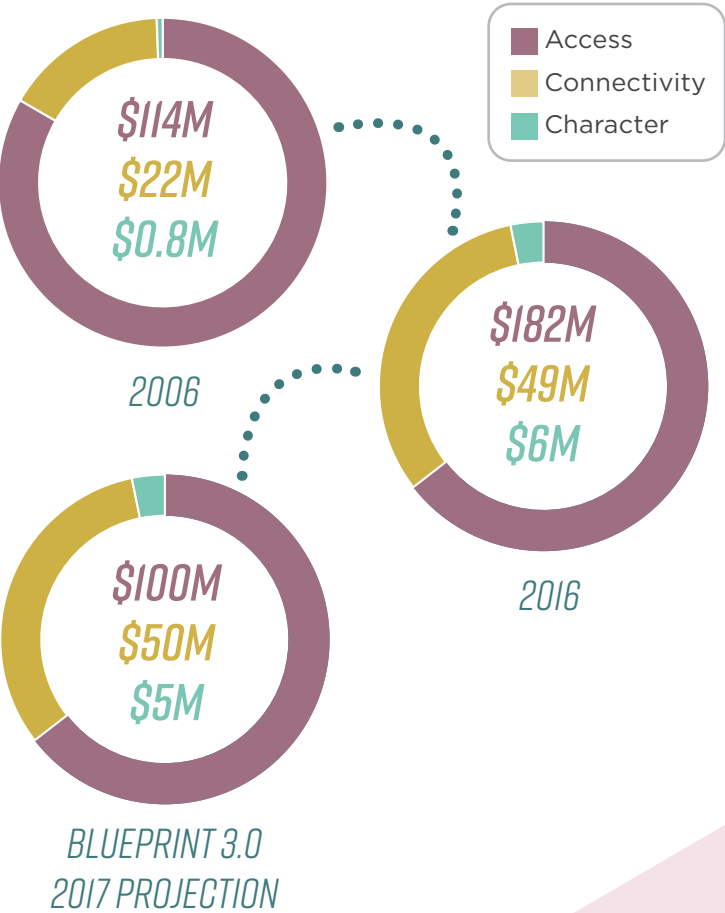
CHARACTER

Projects that enhance and animate Cumberland's public and publicly-accessible civic realm to make walking and biking a joy.

When analyzing the allocation of funds over the past two decades, **access projects** have consistently

garnered the majority of CID funds. Over the past 5 to 10 years, **connectivity projects** have grown in influence and importance, with the introduction of **character projects** in 2016 also receiving a percentage of investment.

INVESTMENT BY PROJECT TYPE (HISTORICAL BREAKDOWN)



'SINCE BLUEPRINT 3.0, THE DISTRICT HAS PIVOTED FROM A MAJORITY BUSINESS DISTRICT TO AN ENTERTAINMENT AND BUSINESS DISTRICT.'

PRIORITIZATION PROCESS

THE PROJECT PRIORITIZATION PROCESS INCLUDED:

- 1 Meetings with CID staff to **revisit an initial list of projects and programs** based on importance and/or urgency for the district.
- 2 **Work sessions with individual Board Members** to gain a greater understanding of current priorities.
- 3 **Board Retreat to refine the strategic direction for CID investment over the next five years**, develop a complete list of projects and initiatives to be considered, and **build consensus** around those projects and initiatives which were commonly preferred among Board Members.
- 4 **Board Member survey** to capture information on **individual priorities** and **formally rank opportunities**
- 5 Coordination with CID Staff to **quantify costs and solidify funding information** on a project-by-project basis

'HOW CAN WE CONTINUE TO STRATEGICALLY POSITION CID INVESTMENTS TO ...

... SHAPE REGIONAL CONNECTIVITY

... IMPROVE MOBILITY WITHIN THE DISTRICT

... CONTINUE TO FOSTER THE MARKET'S DISTINCT CHARACTER?'

'TO FULLY REALIZE THE ENTIRETY OF THE PROJECT LISTS, COORDINATION WILL BE ESSENTIAL BETWEEN THE CID, STATE AND LOCAL GOVERNMENTS, DISTRICT LANDOWNERS, AND OTHER STAKEHOLDERS TO ACCELERATE CUMBERLAND'S CONTINUED TRANSFORMATION.'

ACCESS PROJECTS

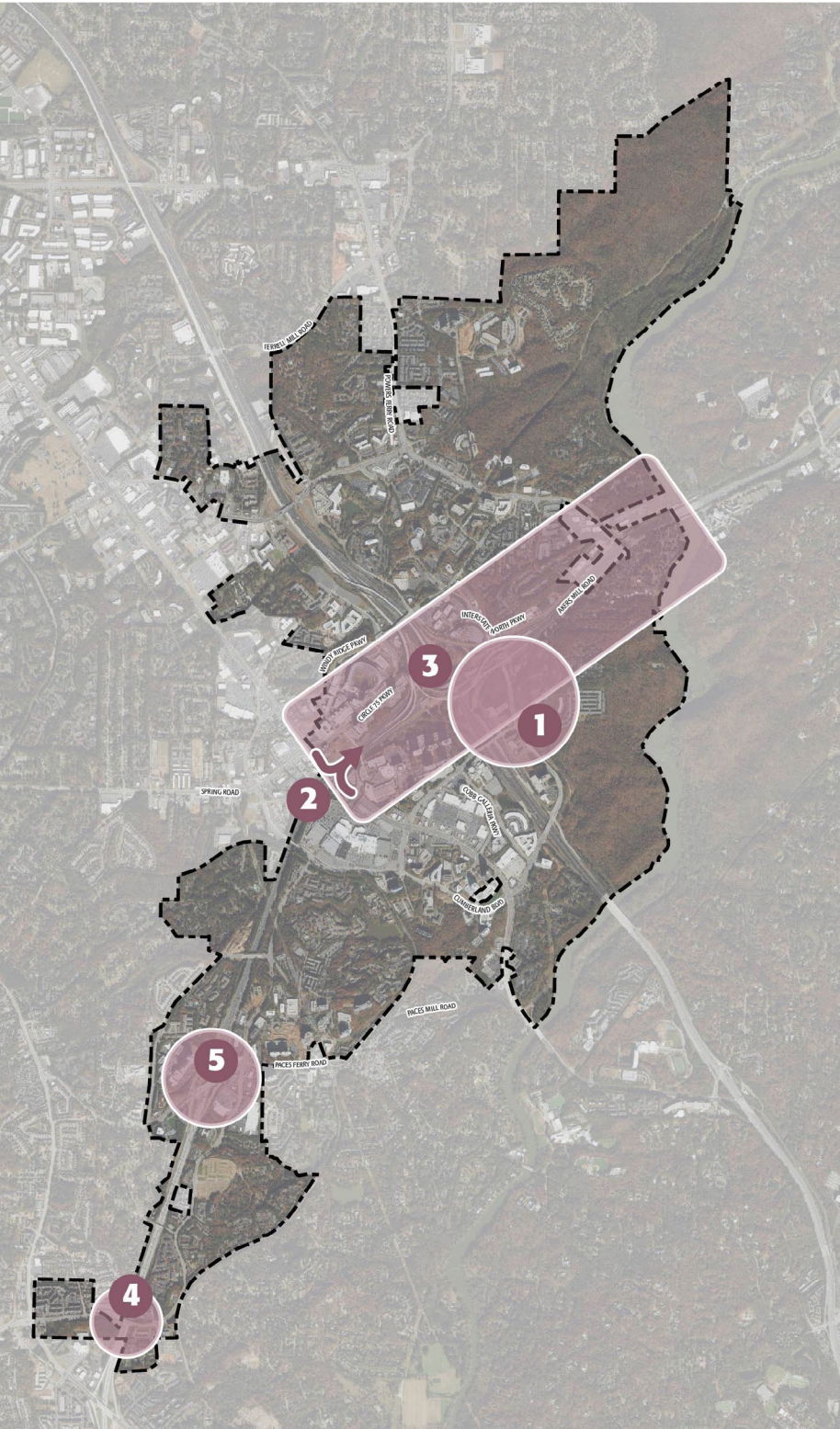
Access projects provide those who live, work and visit Cumberland a variety of choices when moving into and out of the district regardless of mode. There are eight access projects detailed in the table below in priority order, all of which are also illustrated on the map on the facing page.

ACCESS | PRIORITIZED PROJECT LIST

PROJECT		DESCRIPTION	PROJECT TYPE**	TOTAL ESTIMATED COSTS*
1	I-285 EXPRESS LANES EASTBOUND ACCESS STUDY	EVALUATE ADDITIONAL ALTERNATIVES TO ACCESS GDOT I-285 TOP END EXPRESS LANES, SPECIFICALLY EASTBOUND ACCESS FROM THE CORE OF THE DISTRICT.	STUDY	\$65,000
2	COBB PARKWAY AT I-285 ACCESS RAMPS	DESIGN AND CONSTRUCT IMPROVEMENTS TO ENHANCE TRAFFIC FLOW AND OPERATIONS FROM COBB PARKWAY ONTO I-75/I-285 RAMPS.	STUDY+ DESIGN + CONSTRUCTION	\$6,000,000 TOTAL STUDY: \$150,000 DESIGN+CONSTRUCTION: \$5,850,000
3	I-285 EAST OPERATIONAL IMPROVEMENTS STUDY	STUDY TRAFFIC PATTERNS AND ACCESS TO I-285 EAST GENERAL PURPOSE LANES SPECIFICALLY AT POWERS FERRY ROAD AND OPERATIONS ON GAME/ EVENT DAYS AT TRUIST PARK TO POTENTIALLY ALLEVIATE TRAFFIC ON NON-GAMEDAYS.	STUDY	\$150,000
4	CUMBERLAND PARKWAY EXPRESS LANE INTERCHANGE STUDY	PLAN FOR FUTURE IMPROVEMENTS TO LEVERAGE CUMBERLAND PARKWAY ON/OFF-RAMP AND TRANSIT ACCESS TO/FROM I-285 EXPRESS LANES	STUDY	\$300,000
5	PACES FERRY ROAD/ CUMBERLAND PARKWAY AT I-285 NORTHBOUND ACCESS STUDY	STUDY THE I-285 TOP END EXPRESS LANES ACCESS POINT TO CONSIDER POTENTIAL IMPROVEMENTS AND IMPACTS ON CUMBERLAND PARKWAY AND SPRING HILL PARKWAY.	STUDY	\$78,000
6	TRANSIT IN THE DISTRICT/COBB TRANSFER CENTER	PARTNER WITH COBB COUNTY ON THE POTENTIAL, FORM, AND FUNCTIONALITY OF IMPROVED TRANSIT SERVICES IN THE DISTRICT.	STUDY	\$200,000
7	I-285/I-20 INTERCHANGE EDUCATION	EDUCATE REGIONAL AND STATE LEADERS TO ENCOURAGE IMPROVEMENTS TO THE I-285 AT I-20 INTERCHANGE.	EDUCATION/ ADVOCACY	STAFF AND CONSULTANT TIME
8	ADDITIONAL ACCESS STUDIES	ADDITIONAL STUDIES TO SUPPORT OVERALL ACCESS GOALS OF 5-YEAR ACTION PLAN.	STUDY	\$200,000
TOTAL ESTIMATED COST:				\$6,993,000




*COSTS ARE ESTIMATED AND SUBJECT TO CHANGE
**ONCE STUDY EFFORTS ARE COMPLETED, CONSTRUCTION COSTS WILL BE ESTABLISHED FOR PRIORITIES CATEGORIZED AS STUDIES IN THE PROJECT TYPE COLUMN

ACCESS | PROJECT MAP



8 Access Projects

Project Type

- 7 x  STUDIES
- 1 x  DESIGN/CONSTRUCTION
- 1 x  EDUCATION/ADVOCACY

\$6,993,000
Total Estimated Costs
for ACCESS

CONNECTIVITY PROJECTS

Connectivity projects will encourage multimodal transportation within the district and intentionally connect to the Chattahoochee River and other destinations within the Cumberland district. There are eight connectivity projects detailed in the table below in priority order, all of which are also illustrated on the map on the facing page.

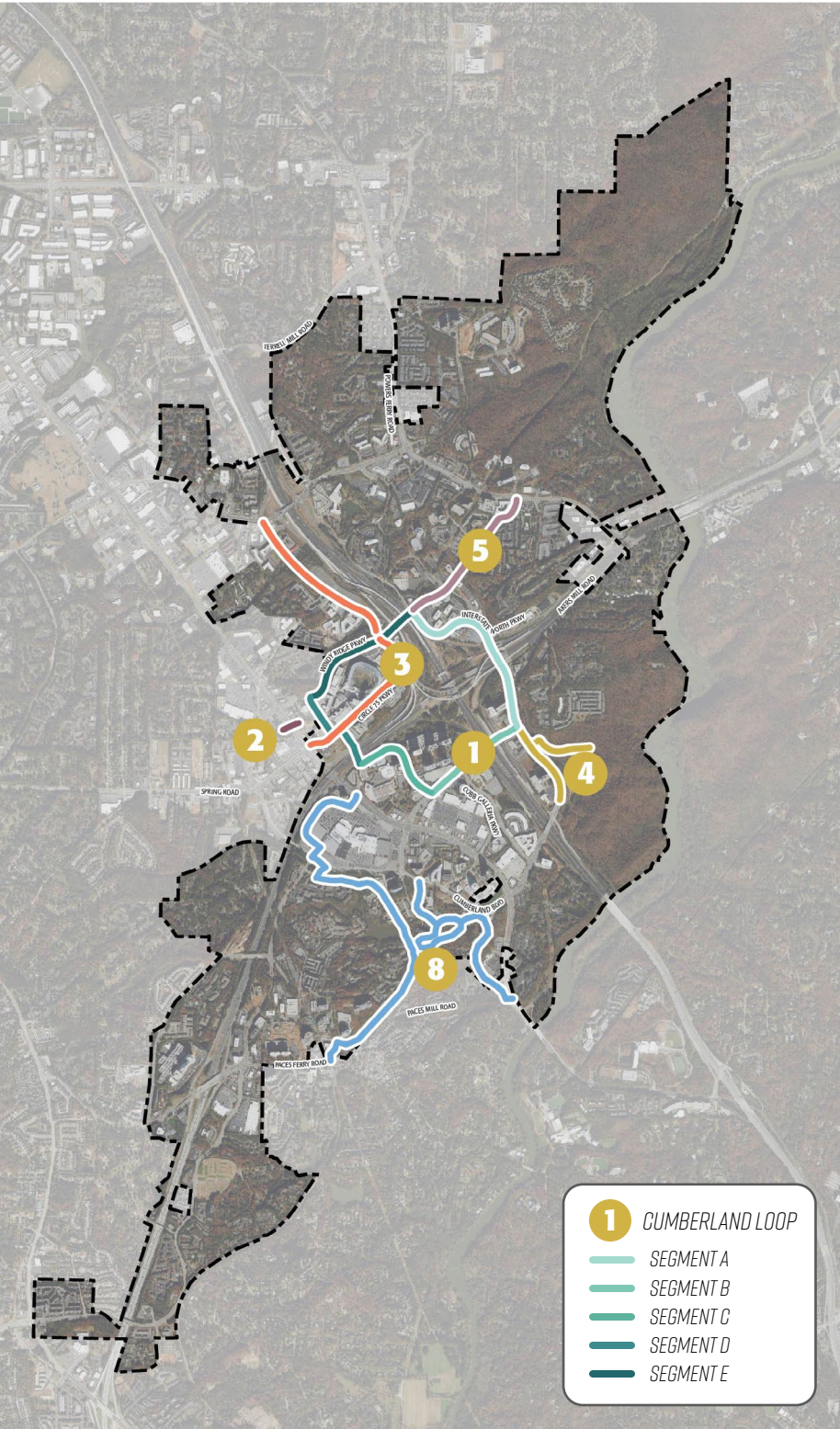
CONNECTIVITY | PRIORITIZED PROJECT LIST

PROJECT		DESCRIPTION	PROJECT TYPE**	TOTAL ESTIMATED COSTS*
1	CUMBERLAND MULTIMODAL CORRIDOR	DESIGN AND CONSTRUCT THE 3-MILE MULTIMODAL WALKING, BIKING, AND AUTONOMOUS CIRCULATOR PATH CONNECTING MAJOR EMPLOYMENT, CULTURAL, AND ENTERTAINMENT DESTINATIONS IN THE CORE OF THE DISTRICT.	DESIGN + CONSTRUCTION	\$24,250,000 TOTAL SEGMENT A: \$4,900,000 SEGMENT B: \$6,300,000 SEGMENT C: \$8,050,000 SEGMENT D: \$950,000 SEGMENT E: \$4,050,000
2	COBB PARKWAY PEDESTRIAN BRIDGE	COMPLETE ENGINEERING AND CONSTRUCT A SAFE ELEVATED PEDESTRIAN CROSSING OVER COBB PARKWAY TO ACCESS THE BATTERY/TRUIST PARK.	DESIGN + CONSTRUCTION	\$8,575,000
3	CIRCLE 75 PARKWAY CORRIDOR IMPROVEMENTS	DESIGN ROADWAY IMPROVEMENTS RELATED TO THE CIRCLE 75 PARKWAY CORRIDOR FROM WINDY HILL ROAD TO COBB PARKWAY.	CONCEPT + DESIGN	\$1,300,000
4	CUMBERLAND BOULEVARD IMPROVEMENTS AND PEDESTRIAN BRIDGE	FEASIBILITY STUDY TO EVALUATE POTENTIAL FOR A 300' PEDESTRIAN SUSPENSION BRIDGE FROM CUMBERLAND BOULEVARD INTO THE CRNRA AND IMPROVEMENTS TO THE CRIB WALL ON THE EAST SIDE OF CUMBERLAND BOULEVARD.	STUDY + DESIGN + CONSTRUCTION	\$7,050,000
5	WINDY RIDGE PARKWAY (EAST)	STUDY AND DESIGN MULTIMODAL CORRIDOR ENHANCEMENTS INCLUDING LANDSCAPED MEDIAN WHERE APPROPRIATE, LANDSCAPE BUFFER BETWEEN ROAD AND SIDEWALK, TRAIL AMENITIES AND AN ELEVATED STANDARD OF DESIGN.	STUDY + DESIGN + CONSTRUCTION	\$6,500,000
6	TRAIL CONNECTIVITY/ ENHANCEMENTS	EVALUATE GAPS AND DETERIORATING INFRASTRUCTURE WITHIN EXISTING TRAIL AMENITIES AND RECOMMEND SPECIFIC AREAS/PROJECTS TO INCREASE OVERALL QUALITY AND TRAIL CONNECTIVITY WITHIN THE DISTRICT.	STUDY + DESIGN + CONSTRUCTION	\$10,000,000
7	BIKE SHARE EXPANSION	UTILIZE EXISTING AND FUTURE STATIONS TO INCREASE USAGE, COORDINATE SERVICE AND CONTINUE GROWTH OF THE DISTRICT'S AND REGION'S BIKE SHARE PROGRAM. ANNUAL ESTIMATED COSTS MAY BE IMPACTED OR REDUCED DUE TO SPONSORSHIP OPPORTUNITY.*	STUDY + PROGRAM/ INITIATIVE	\$625,000 *TOTAL ANNUAL: \$125,000 *ANNUAL RENEWAL: \$70,000 *ANNUAL STATION EXPANSION: \$55,000
8	STILLHOUSE/CAMP BERT ADAMS TRAIL	COMPLETE DETERMINATION OF THE FINANCIAL FEASIBILITY, AND CONSTRUCTIBILITY OF TRAIL CONNECTION FROM CUMBERLAND BOULEVARD TO PAGES MILL ROAD VIA THE STILLHOUSE LANE AREA.	STUDY+ COORDINATION	STAFF AND CONSULTANT TIME
TOTAL ESTIMATED COST:				\$58,300,000

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**ONCE STUDY EFFORTS ARE COMPLETED, CONSTRUCTION COSTS WILL BE ESTABLISHED FOR PRIORITIES CATEGORIZED AS STUDIES IN THE PROJECT TYPE COLUMN


CONNECTIVITY | PROJECT MAP



8 Connectivity Projects

Project Type

5 x  STUDIES

6 x  DESIGN/CONSTRUCTION

1 x  PROGRAM/INITIATIVE

\$58,300,000
Total Estimated Costs
for **CONNECTIVITY**

CHARACTER PROJECTS

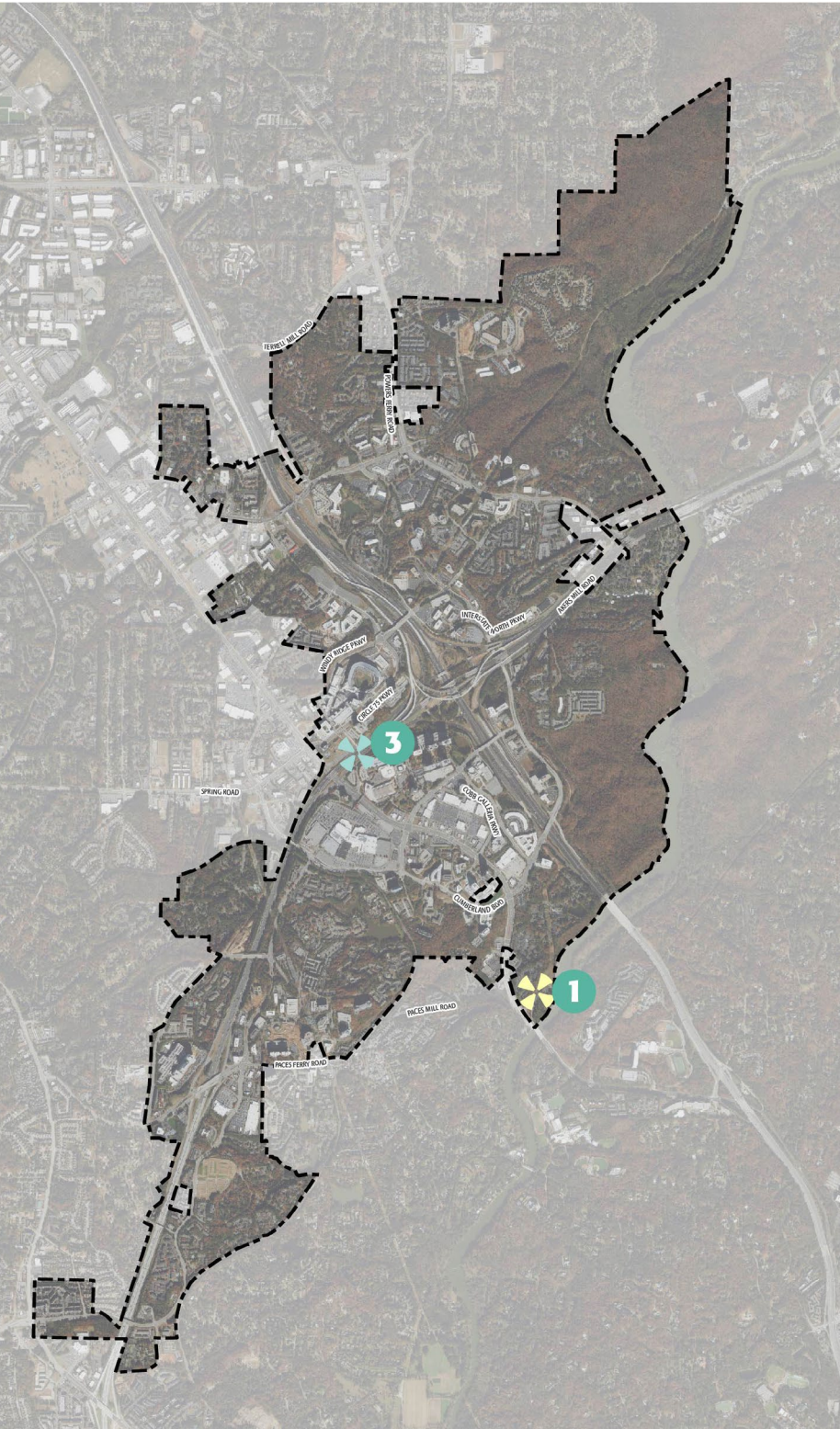
Character projects will enhance and animate Cumberland’s public and publicly-accessible civic realm to make walking and biking a joy. There are six character projects detailed in the table below in priority order, all of which are also illustrated on the map on the facing page.

CHARACTER | PRIORITIZED PROJECT LIST

PROJECT		DESCRIPTION	PROJECT TYPE**	TOTAL ESTIMATED COSTS*
1	PACES MILL/PALISADES UNIT REHABILITATION	COMPLETE DESIGN AND CONSTRUCTION OF THE PACES MILL/PALISADES UNIT RENOVATION AND IMPROVEMENTS.	DESIGN + CONSTRUCTION	\$14,500,000
2	ASSET MANAGEMENT AND MAINTENANCE PROGRAM FOR EXISTING ASSETS	DEVELOP A PLAN TO MAINTAIN, REPLACE, AND REPAIR EXISTING ASSETS INCLUDING STREET LIGHTS, BUS SHELTERS, CROSSWALKS, BENCHES, TRASH RECEPTACLES, ETC. RECOMMENDED ACTION FROM CROY DESIGN STANDARDS STUDY.	PROGRAM/INITIATIVE	\$1,000,000 TOTAL MAST ARM: \$30,500 DECORATIVE LIGHTING: \$125,500 STREET FURNISHINGS: \$124,000 DECORATIVE CROSSWALKS: \$520,000 BUS SHELTER: \$200,000
3	LIGHTING ON I-285 PEDESTRIAN BRIDGE	RESEARCH AND REVIEW POTENTIAL BRIDGE LIGHTING PACKAGE AND POTENTIAL DESIGN AND INSTALLATION OF LIGHTING ON THE BRIDGE OVER I-285.	DESIGN + CONSTRUCTION	\$1,200,000
4	EXPANSION AND MANAGEMENT STRATEGY	DEVELOP A PLAN TO EXPAND CURRENT ASSETS AND INTRODUCE NEW ASSETS (E.G. ILLUMINATED STREET SIGNS). RECOMMENDED ACTION FROM CROY DESIGN STANDARDS STUDY.	PROGRAM/INITIATIVE	\$29,425,000 TOTAL ILLUMINATED STREET NAME SIGNS: \$100,000 DECORATIVE LIGHT EXPANSION: \$6,325,000 INTERSECTION ENHANCEMENT PROJECTS (3): \$300,000 STREETSCAPE PROJECTS (3): \$22,700,000
5	CHARACTER PILOT PROJECTS	PURSUE PILOT PROJECTS INTENDED TO ENHANCE CHARACTER WITHIN THE DISTRICT (E.G. GATEWAY/WALL ENHANCEMENTS, BRIDGE LIGHTING, PUBLIC ART).	PROGRAM/INITIATIVE	\$1,000,000
6	ACTIVATE THE DISTRICT	DEVELOP A PLAN TO ENHANCE COMMUNICATION WITHIN THE DISTRICT, ENCOURAGE EVENTS, MANAGE THE BANNER PROGRAM, AND CONSIDER POTENTIAL CREATION OF A 501C(3).	PROGRAM/INITIATIVE	\$500,000
TOTAL ESTIMATED COST:				\$47,625,000


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CHARACTER | PROJECT MAP



6 Character Projects

Project Type

2 x 
DESIGN/CONSTRUCTION

4 x 
PROGRAM/INITIATIVE

\$47,625,000
Total Estimated Costs
for CHARACTER



ACKNOWLEDGMENTS

CUMBERLAND CID BOARD

JOHN SHERN, CHAIRMAN

CONNIE ENGEL, VICE CHAIRWOMAN

BARRY TEAGUE, TREASURER

STEPHEN BARNHOUSE, BOARD MEMBER

MIKE PLANT, BOARD MEMBER

BOB VOYLES, BOARD MEMBER

MASON ZIMMERMAN, BOARD MEMBER

CUMBERLAND CID STAFF

KIM MENEFEE, EXECUTIVE DIRECTOR

KYETHEA CLARK, DIRECTOR OF PLANNING AND PROJECTS

ADAM ROSS, COMMUNICATIONS AND OUTREACH MANAGER

LISA SANDERS, EXECUTIVE ASSISTANT

■ *DEVELOPED BY KIMLEY-HORN*

PRIORITIZED PROJECT LIST

5-YEAR ACTION PLAN, 2020-2024

ACCESS

PROJECT		DESCRIPTION	PROJECT TYPE	TOTAL ESTIMATED COSTS*
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6	TRANSIT IN THE DISTRICT/COBB TRANSFER CENTER	PARTNER WITH COBB COUNTY ON THE POTENTIAL, FORM, AND FUNCTIONALITY OF IMPROVED TRANSIT SERVICES IN THE DISTRICT.	STUDY	\$200,000
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CONNECTIVITY

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8	STILLHOUSE/CAMP BERT ADAMS TRAIL	COMPLETE DETERMINATION OF THE FINANCIAL FEASIBILITY, AND CONSTRUCTIBILITY OF TRAIL CONNECTION FROM CUMBERLAND BOULEVARD TO PACES MILL ROAD VIA THE STILLHOUSE LANE AREA.	STUDY+ COORDINATION	STAFF AND CONSULTANT TIME
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CHARACTER

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TOTAL ESTIMATED COST:				\$47,625,000

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