



## 2017 Livable Centers Initiative Supplemental Study Application

This application is for existing LCI communities or sponsors who are seeking funding assistance to update their LCI plans or to prepare studies, guidelines or codes that help to implement their existing LCI studies. Please note that all activities are funded with USDOT Surface Transportation Program funds and therefore must have a transportation nexus to be eligible (for example, a trails plan would be eligible, but a parks plan would not). Some examples of past LCI supplemental work activities include: site plans for new town centers, redevelopment sites or transit-oriented development; street design guidelines, development codes, transportation project feasibility or scoping studies, parking assessments and policies.

### Applicant Information:

**Name of responsible organization:** Cumberland Community Improvement District  
*(Eligible applicants include governmental entities, or Community Improvement Districts)*

**Name of contact person:** Kyethea Clark

**Title:** Director of Operations

**Department:** [Click here to enter text.](#)

**Address/City/State/Zip:** P.O. Box 671868, Marietta, Georgia 30006

**Telephone:** 770-859-2324

**E-mail:** [kclark@cumberlandcid.org](mailto:kclark@cumberlandcid.org)

# **Supplemental Study Information and Justification:**

**Name of study, plan or work activity:** Cumberland Bike Share Feasibility and Implementation Study

**Location/jurisdiction(s) of study:** Cumberland CID/ Cobb County

**Name of existing LCI area(s):** Blueprint Cumberland

**Does this study area fall within an Equitable Target Area? See [Equitable Target Area \(ETA\) Map](#)**

- Not within ETA
- Yes – Median range
- Yes – High range
- Yes – Very High range

**Please provide a response to the following questions:**

1. Please provide a **brief scope of work** of the proposed study or activity. This can be in outline or bullet form listing specific study/consultant tasks with brief descriptions of each. If you have a more detailed Scope of Work or RFP available, feel free to include as an appendix. **(max. 500 words):**

The Cumberland CID is a major submarket of synergistic economic activity and impact on the region and Georgia. *The Blueprint Cumberland* community vision was initiated in 2001, and has undergone two 5-year updates in 2007 and 2011, and a major plan update to incorporate the many changes that have taken place since the last update. *Blueprint Cumberland 3.0* update is currently underway and will be complete Summer 2017.

In October 2016, the CID completed and adopted the Cumberland Bicycle Connectivity Implementation Plan (Bike Plan) which is a 10-year community vision and a \$100 million community value of alternative transportation enhancements.

One of many recommendations that came out of the Bike Plan is to further examine the feasibility of a bike share program in the. The purpose of requesting grant funds is to conduct a feasibility study of bike sharing within the area that defines what type of program would be most successful and sustainable for the Cumberland community.

**Goal 1:** Determine if a bike share program is feasible and sustainable for the Cumberland area.

- Identify the benefits of bike share programs, conduct a peer analysis throughout the U.S and locally, and how they translate and may be applied and/or implemented in the community.
- Present experience from operating bike share programs across the U.S. to identify key system parameters and understand potential demand in the Cumberland community.
- Evaluate the preparedness of the Cumberland area and identify the most suitable areas for bike sharing and any obstacles that could impact success.
- Identify an initial service area and size for a potential bike share system from which to forecast expected demand, costs and revenues.

- Present different options and operating models and recommend those most applicable to the Cumberland community.

**Goal 2:** Increase personal mobility in the Cumberland area, by providing people with better access to destinations throughout the community.

- Maximize the number of destinations one can reach, providing enhanced connectivity to places throughout the community and regionally.
- Link bike share to the Cumberland Transfer Station where CobbLinc and MARTA bus routes connect.
- Ensure that bike share is cost competitive for users as compared to other modes.

**Goal 3:** Develop an innovative transportation system that improves Cumberland area’s livability and economic competitiveness.

- Attract and retain talent for Cumberland area employer’s and raise the attractiveness of business investment and tourism.
- Reduce the environmental impact of transportation.

**Goal 4:** Provide a safe mode of transportation that promotes active and healthy living.

- Foster an active lifestyle by diverting a greater share of trips to bicycling.
- Improve access to NPS Paces Mill and Cochran Shoals park units within the Cumberland community.
- Promote a culture of safety among bike share system users.

**Goal 5:** Create a system that is financially sustainable.

- Educate and inform potential partners and key stakeholders of program impacts, performance, and effectiveness on communities much like the Cumberland area.
- Plan for and ensure sustainable capital funding for system growth and operation.

2. Explain how this new study or project supports the implementation of the existing, adopted LCI Study (or its most recent plan update if applicable)? How does this proposed study/project help to achieve the goals and recommendations laid out in your community’s LCI plan? Please be specific. **(max. 250 words):**

*Blueprint Cumberland* was created as an ongoing effort designed to engage broad consensus about **connections, mobility,** and future development patterns. As such, the *Blueprint Cumberland* provided comprehensive recommendations for future land use, market, zoning, development standards, traditional transportation projects as well as **alternative modes** and urban design features. The objectives of *Blueprint Cumberland* were to **create an activity center core within the heart of Cumberland that will transform a drivable suburban market that generates only daytime activity, into a 24-hour, 7-day-a-week higher density, transit connected, walkable and bikeable urban activity center.** To date, much progress, rapid growth, and explosive development has occurred since the first two *Blueprints* were developed. The Cumberland community is no longer a suburban market, but is very much an urbanized market of diverse populations and activity. **Therefore, it is vital to further investigate and implement ways of mobilizing our pedestrians and bicyclist through other transportation options, such as a bike share program or bike share hub that connects various programs.** The *Cumberland Bike Share Feasibility and Implementation Study* will focus closely on non-motorized alternative transportation in the Cumberland community.

3. Please describe how this project/study supports regional goals established in the [Atlanta Region’s Plan Policy Framework](#). **(max. 250 words):**

Cumberland is an urbanized community with diverse needs of alternative modes of transportation, and an ideal bike share program that could develop an innovative transportation system that improves area short trips, connectivity, and minimizes area congestion.

A bike share program in the Cumberland community will provide an additional mobility option for short urban trips for residents, employees, visitors, and tourists, and can potentially fill an existing gap between trips too long to walk. A bike share program can also:

- reduce reliance on the private automobile
- extend the reach of transit by providing a first and last-mile transportation solution
- introduce and encourage people to bicycle more (this is a priority interest of the NPS as the Paces Mill and Cochran Shoals park units have a parking problem)
- reduce barriers to cycling, such as the need to own and store a bike, or the concern of theft at the end of a trip

The health benefits of bicycling are well-recognized. Bicycling has the potential to reduce obesity, heart disease, and other sedentary lifestyle diseases. The synergies between bicycling and health have attracted considerable interest in other cities where health care providers are major sponsors of bike sharing systems. For example, in Minneapolis Blue Cross and Blue Shield of Minnesota, and in Denver Kaiser Permanente are sponsors of those area bike share programs. In the Cumberland area and Cobb County there is opportunity to explore partnership with Wellstar Hospital and Kaiser Permanente as both are Cobb County headquartered healthcare organizations.

4. Please describe activities that your community (i.e. local government, CID, and/or community organizations) have undertaken which demonstrate its commitment and ability to implement the LCI plan and create positive changes at the community. You may attach an LCI Report of Accomplishments to the application, if available. **(max. 350 words):**

The CCID has completed many, if not all of the action plan items from both *Blueprint Cumberland* plans. Still other projects are at advanced stages of engineering, right-of-way and some are about to begin construction. The announcement of the Braves moving to Cobb County has accelerated many projects in preparation for 1<sup>st</sup> Pitch 2017. Successes and accomplishments within the Cumberland Activity Center are attributed to the selected projects below. The *Blueprint Cumberland II* LCI report of Accomplishments 2006-2011 is attached for further review. As mentioned earlier, the major plan update is currently underway and is anticipated to be completed June 2017.

#### Projects Under Construction

- ✓ Windy Hill/ I-75 Interchange DDI – to begin construction in 1<sup>st</sup> Quarter 2016
- ✓ Windy Hill East & West Side Road Improvement – estimated completion 2017
- ✓ US 41 Widening and Trail – estimated completion 2016
- ✓ Cumberland Blvd West Intersection Improvement and Ph III Streetscape – mid-2018
- ✓ Cumberland Blvd Bridgescape – completion 2017
- ✓ Bob Callan Trunk Trail Ph 2A – completion 2018

#### Project in Design/Right-of-way

- ✓ Manage Lanes – Akers Mill Ramp – estimated construction 2017

#### Completed Projects

- ✓ US 41/ Cobb Pkwy Bridge Replacement – completed
- ✓ US 41/Cobb Pkwy Central Streetscape and Mast Arms – completed (punch list)
- ✓ Akers Mill Road Central & West Streetscapes – completed
- ✓ Cumberland Blvd Loop Streetscape SW (Ph I) – completed
- ✓ Silver Comet Trail Extension – completed
- ✓ Spring Road portion of Mountain to River Trail construction – completed
- ✓ I-285 Interchange Beautification – completed
- ✓ Cobb Galleria Parkway Streetscape – completed
- ✓ Akers Mill Streetscape (East of I-75) – completed
- ✓ Akers Mill Streetscape (@ Mill Green) – completed
- ✓ Cumberland Blvd Loop Streetscape (Ph II) – completed
- ✓ Cumberland Blvd Loop Streetscape SE (Ph IV) – completed
- ✓ Cumberland Blvd Loop Streetscape NE (Ph VI) – completed
- ✓ Interstate North Pkwy Streetscapes North & South – completed



- ✓ Circle 75 Pkwy Streetscape Construction – completed
- ✓ Akers Mill Central & West Streetscape – completed

5. Please explain how your proposed study or activity will address one or more of the following LCI priorities or focus areas **(250 words)**:

- a. Mix of uses and a density of development that support walking, biking or transit
- b. Mixed-income and workforce housing
- c. Transit-oriented development or bicycle and pedestrian access to transit (including bus stops)
- d. Redevelopment of underutilized infrastructure, brownfield, or grayfield sites
- e. Jobs-housing balance and economic opportunity for all
- f. Increased street connectivity, complete streets and Travel Demand Management
- g. Creative placemaking strategies, creative public involvement and demonstration projects
- h. Historic preservation and context-sensitive infill and development
- i. Incorporation of Smart City transportation technology to improve mobility and congestion

As mentioned above, the vision of the Cumberland area is to become a 24-hour, 7-day a week activity center. The priorities above help craft and promote planning initiatives to accomplish that vision identified in the Blueprint as well as in the proposed bike share study. We are well on our way to achieving that vision with all that is completed and other initiatives in the pipeline.

Currently, CobbLinc bus fleet already is equipped with bike racks and can extend and enhance transit and bike share services throughout Cobb County where Smyrna and Town Center currently have bike share programs. Also, MARTA’s fleet provides bike racks and connects to the Cumberland Transfer Station. This would offer direct connectivity to Atlanta’s trail systems, such as the BeltLine Trail. The study would investigate the existing vendors utilized by Smyrna, Town Center and Atlanta and recommend how to connect and propose operation of different vendors.

If proven to be feasible and sustainable, a bike sharing in the Cumberland area will encourage and promote bicycle use as an appealing, convenient, active, healthy, environmentally friendly, and congestion-reducing transportation option that is accessible to the business community, residents, commuters, visitors, and tourists alike. The program would aim to leverage existing transportation investments and provide a network of bike share stations and bikes that increases multi-modal transportation options throughout the Cumberland community and becoming a bike share hub community.

## **BUDGET:**

Please list each task and the estimated total cost per task (i.e. not just the federal share). If you need more than six tasks, please attach a detailed budget.

<b>Study/Project Tasks</b>		<b>Cost Estimate</b>
Task 1:	Data collection, peer analysis, and site analysis	\$15,000
Task 2:	Public Involvement (project management meetings, stakeholder, public meetings, etc.)	\$10,000
Task 3:	Bike share feasibility and SWOT Analysis	\$17,500
Task 4:	Program development and recommendations and final deliverables (Q&A)	\$17,500
Task 5:	Click here to enter text.	Click here to enter text.
Task 6:	Click here to enter text.	Click here to enter text.
<b>TOTAL study/project budget</b>		<b>\$60,000</b>

**Funds Requested (Max. 80% of Total Budget): \$48,000**  
**Sponsor Cash Match (Min. 20% of Total Budget): \$12,000**

Please note: All LCI studies must include at least 20% cash match of the total study budget. The maximum funding request is \$200,000 (i.e. \$250,000 total, \$200,000 fed/\$50,000 local).

## **SUBMITTAL PACKAGE CHECKLIST:**

Your completed LCI Supplemental Activity Application should include the following:

- Completed *2017 LCI Supplemental Activity Application* (i.e. this form!)
- A clear map of the proposed study/project area. Include jurisdiction boundaries, major street names, a scale, legend, north arrow, the existing LCI area, and any adjacent LCI boundaries on the map.
- Resolutions or Letters of Commitment:
  - Include a letter of commitment from the Mayor or City/County Manager, or a Council Resolution, indicating commitment to the implementation of the project and providing matching funds.
  - Non-governmental organizations applying for funds shall include a letter of commitment to the implementation of the project and providing the matching funds, from its Executive Director or Board Chairperson, as well as a letter of support from the underlying jurisdiction.
  - If entities other than the applicant are providing matching funds, please include letters of commitment for the matching funds from those entities.
- Copy of the Council/Commission resolution adopting the original LCI Study or most recent LCI Plan Update (if applicable). For recently completed plans not yet adopted, please provide documentation showing that the plan adoption/resolution is scheduled on an upcoming agenda.
- Optional: Supporting documentation such as support letters from stakeholders and community, LCI Report of Accomplishments, detailed scopes of work, photos, etc. Please limit to 15 pages.

## **How to Submit Application:**

**Combine all documents from the Submittal Package Checklist into a single PDF with the name of your study area in the file name and submit by November 18, 2016 via email, FTP or USB drive to:**

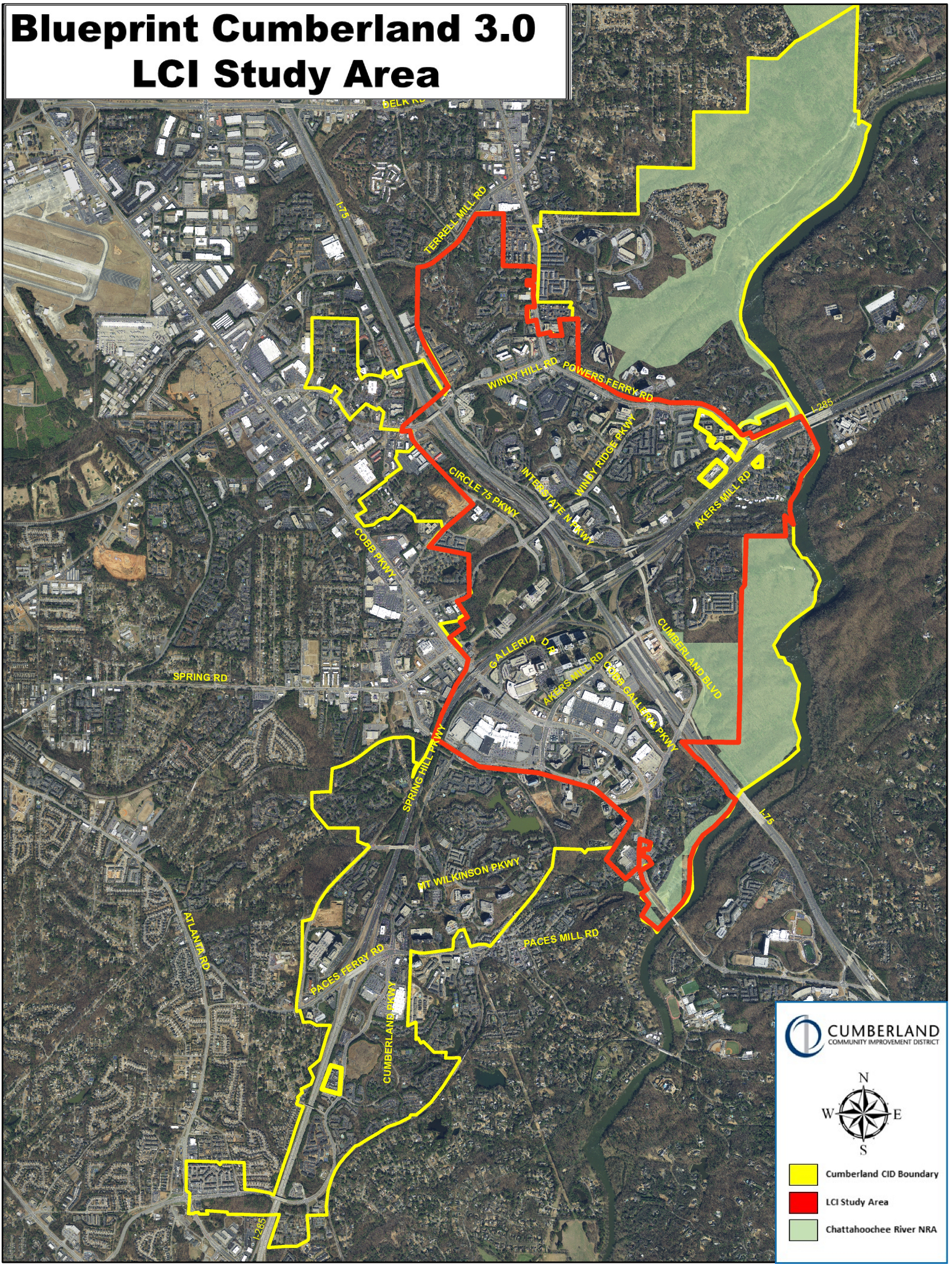
Jared Lombard, Community Development Division,  
Atlanta Regional Commission  
40 Courtland Street, N.E., Atlanta, GA 30303  
[jlombard@atlantaregional.com](mailto:jlombard@atlantaregional.com)  
404-463-3302


**For information and questions:** See the application website <http://www.atlantaregional.com/land-use/livable-centers-initiative/study-application>, or contact ARC's Community Development Division: Jared Lombard [jlombard@atlantaregional.com](mailto:jlombard@atlantaregional.com)


**Submittal Deadline:**  
**November 18, 2016 by 5pm**






# Blueprint Cumberland 3.0 LCI Study Area



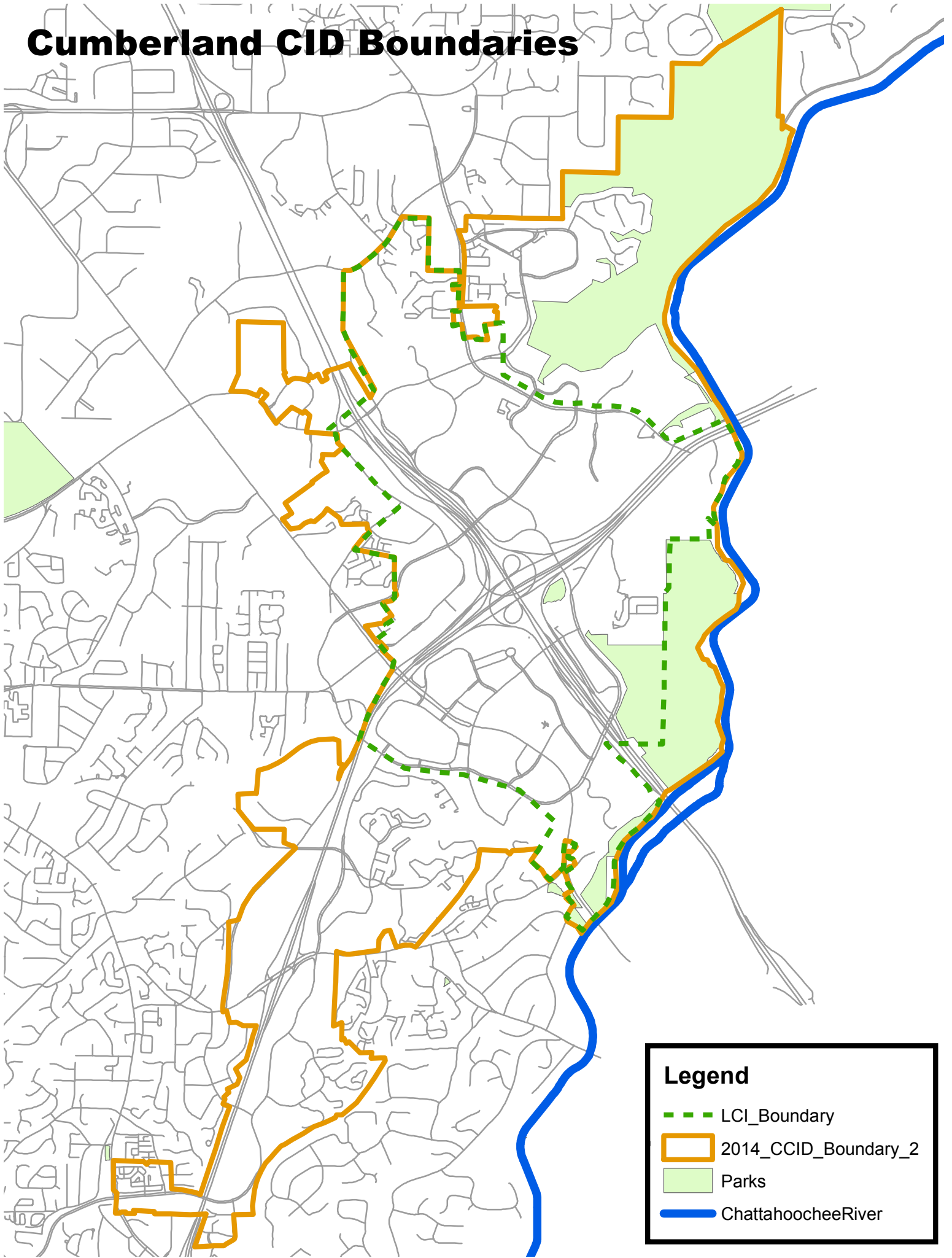
 **CUMBERLAND**  
COMMUNITY IMPROVEMENT DISTRICT



-  Cumberland CID Boundary
-  LCI Study Area
-  Chattahoochee River NRA



# Cumberland CID Boundaries



## Legend

- LCI\_Boundary
- 2014\_CCID\_Boundary\_2
- Parks
- ChattahoocheeRiver

# Cumberland CID Trail Map

Mountain-to-River Trail +  
Rottenwood Creek Trail +  
Noonday Creek Trail

Mountain-to-  
River Trail

Silver  
Comet  
Trail

Atlanta  
BeltLine





November 14, 2016

Mr. Jared Lombard  
Community Development Division  
Atlanta Regional Commission  
40 Courtland Street, N.E.  
Atlanta, Georgia 30303

**RE: 2017 LCI Supplemental Study – Cumberland Bike Share Feasibility & Implementation Study**

Dear Mr. Lombard,

In light of the significant changes and explosive growth that has occurred in the Cumberland Activity Center over the last five (5) years, the Cumberland CID Board of Directors feel compelled to further their efforts on building a more walkable and bikeable community by conducting a feasibility and implementation study to additionally examine a bike share program within the community. A bike share rental program could link our major tourist attractions as well as link Town Center area, Smyrna and the Atlanta Beltline bike share programs to the Cumberland Community.

This letter confirms that the Cumberland CID Board of Directors formally commits \$12,000 of CID funds as the local match of the \$60,000 LCI Supplemental Study federal funding proposal being submitted to your office.

Please accept this letter as our commitment to provide the local match for the attached LCI Supplemental Study funding request.

Thank you in advance for your time and consideration. If you have further questions, please feel free to contact me at 770-859-2333 or via email at [mrvivers@cumberlandcid.org](mailto:mrvivers@cumberlandcid.org).

Sincerely,

A handwritten signature in blue ink, appearing to read 'M. Rivers', followed by a long horizontal flourish.

Malaika Rivers  
Executive Director





## COBB COUNTY DEPARTMENT OF TRANSPORTATION

1890 County Services Parkway  
Marietta, Georgia 30008-4014  
phone: 770.528.1600  
fax: 770.528.1601

November 15, 2016

Mr. Jared Lombard  
Community Development Division  
Atlanta Regional Commission  
40 Courtland Street, N.E.  
Atlanta, Georgia 30303

RE: 2017 LCI Supplemental Study – Cumberland Bike Share Feasibility & Implementation Study

Dear Mr. Lombard:

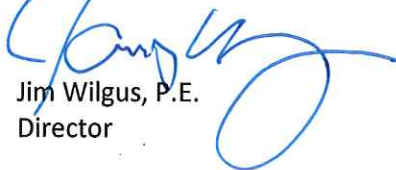
As the Cobb County Department of Transportation Director and on behalf of our partner, the Cumberland Community Improvement District (CCID), we thank you for the opportunity to show our support for the above referenced project.

The Cumberland CID is submitting an application seeking funds to complete an LCI Supplemental Study to further examine the feasibility and implementation of a bike share program. This "Cumberland Bike Share Feasibility & Implementation Study" will build upon recently completed *Cumberland Bicycle Connectivity Implementation Plan* as well as the County lead *Cumberland Pedestrian Study*, which examined pedestrian circulation and additional multi-use trail connections to the Cumberland area trail network.

With the explosive growth and development taking place in the Cumberland community, the multi-use trail network is being built upon at every opportunity. Thereby, developing a more pedestrian and bike friendly community that connects other major Cobb trail systems (Silver Comet Trail, Kennesaw Mountain to Chattahoochee River Trail, and Noonday Creek Trail) and to metro Atlanta trails, such as the BeltLine Trail. Therefore, further investigating a bike share program within the Cumberland area promotes the vision of a more active livable community first envisioned by *Blueprint*.

We endorse this application and respectfully recommend strong consideration by the ARC. Should you have any questions, please don't hesitate to contact me at (770) 528-1635.

Sincerely,



Jim Wilgus, P.E.  
Director

cc: Bob Ott, Commissioner, District Two  
David Hankerson, County Manager



# Blueprint Cumberland LCI Update

Five Year Assessment, Implementation Strategy, Action Plan 2012-2017



ATLANTA REGIONAL COMMISSION



CUMBERLAND  
COMMUNITY IMPROVEMENT DISTRICT



Submitted to the Atlanta Regional Commission

December 16, 2011



# CUMBERLAND

COMMUNITY IMPROVEMENT DISTRICT

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## **Board of Directors**

**Tad Leithead**, Chairman

**John Shern**, Vice Chairman

**Connie Engel**

**J. Peter Kasian**

**Barry Teague**

**Mason Zimmerman**

**Trey Parrish**

## **Executive Director**

**Malaika Rivers**

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**Adopted by the Cumberland CID Board of Directors December 15, 2011**

**Produced by the Cumberland Community Improvement District**

**P.O. Box 671868  
Marietta, Georgia 30006**

# Blueprint Cumberland LCI Update

Five Year Assessment, Implementation Strategy, Action Plan 2012-2017



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Exhibit A.....LCI Report of Accomplishments 2006-2011

Exhibit B.....LCI Action Plan 2012-2017

Exhibit C.....Additional Projects and Aspirations

Exhibit D.....Cobb County Letter of Coordination

## **Executive Summary**

In 2011, the Cumberland Community Improvement District (CID) reaches a milestone with the ten year anniversary of the Livable Centers Initiative Plan: *Blueprint Cumberland*. Ten years later, the Cumberland CID can claim many successes and accomplishments toward achieving the multifaceted activity center visioned. In fact, the objectives of *Blueprint Cumberland* and *Blueprint Cumberland II* (2007) are being attained, while much remains to fulfill the master plan vision.



This document serves as an update to the five year action plan set forth with *Blueprint Cumberland II*, submitting a new five year action plan, 2012-2017. With the complex and intricate master plan update completed in 2007 with *Blueprint II*, the Cumberland CID elects to complete a five year update in 2011, instead of the intensive “ten year update,” as established by the Atlanta Regional Commission (ARC). As part of the LCI five year update, this document provides an evaluation of the status of *Blueprint Cumberland II*, with an implementation plan inclusive of a new five year action plan.

## **Introduction**

The Cumberland Community Improvement District (CID), Georgia’s first CID, was formed in 1988 by business leaders interested in improving access to the highways for Atlanta’s emerging northwest market, known as *Cumberland*. In the years following, the Cumberland CID advanced and completed the initial master road plan and has expanded capital improvement projects to include additional road and transit infrastructure improvements, streetscapes and beautification projects, bicycle and walking trails, commuter programs and services, and community planning. The CID has leveraged the local investment of greater than \$100 million into improvements valued at well over \$500 million, with an additional \$1 billion in process.

The Cumberland area is an ‘urban edge-city’ with a multitude of activities and mix of uses; office, retail/commercial, civic, recreational, cultural, convention and residential. One of the largest office markets in the southeast, the 5.5 square mile Cumberland CID is home to more than 65,000 full-time jobs, which represents 1.7 percent of Georgia’s total jobs. These jobs create an economic impact of \$7.2 billion, or 2.2 percent of Georgia’s total labor income. In sum, the Cumberland area’s economic impact on the state of Georgia is \$21.2 billion – 5 percent of Georgia’s economy; reverberating well beyond the boundaries of the CID.



## **Livable Centers Initiative: Blueprint Cumberland I and II**

In 2001, the Cumberland Community Improvement District completed *Blueprint Cumberland*, approved by the Atlanta Regional Commission as a Livable Centers Initiative (LCI) study. The focus of *Blueprint I* was to initiate the creation of a “Cumberland Activity Center,” which serves as a hub for employment, retail, services, residential uses, and natural areas. The interconnectivity of transportation modes, including transit and pedestrian facilities was also a key component and is the essence of the LCI program. *Blueprint I* proposed dozens of projects to implement the LCI vision, which were completed or underway by 2006, at the time of the five year update, also known as *Blueprint Cumberland II*.

The intent of *Blueprint Cumberland II* was to determine the progress of creating the visioned livable center, the status and affect of projects initiated, as well as how these initiatives fulfilled the goals of the CID. *Blueprint Cumberland II* effectively updated the original plan, while formulating or reformulating the goals based upon scenarios and market trends of the time. Subsequently, a strategic master plan was developed to address these reformulated goals and unfulfilled initiatives, producing a new five year action plan, 2006-2011.



### **Accomplishments**

In 2011, the Cumberland CID seeks to report the accomplishments of *Blueprint Cumberland II*, which also reflects the progress of the overall Livable Centers Initiative vision – ten years later. Thirty-one (31) projects are listed in the *Blueprint II* five year action plan, of which, 22 are roadway/pedestrian projects, while nine are planning initiatives. Of the 22 roadway/pedestrian projects, 19 are complete, underway, or in a very advanced engineering position. Additionally, of the nine planning initiatives, five are finished, while the remaining four are ongoing efforts. The Cumberland CID work program currently includes 39 infrastructure projects, with an additional 13 community initiatives and planning projects underway. These projects are interwoven with the *Blueprint I* and *II* objectives of creating an activity center core within the heart of Cumberland, transforming a traditional office/retail center that generates only daytime activity, into a 24 hour, 7-day-a-week lifestyle activity center. In addition to the LCI accomplishments included under Exhibit “A,” further achievements are highlighted on the following pages.

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## ***Transportation***

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### **Roadways**

- ✓ **Cobb Pkwy (US 41) Bridge Replacement – construction begins January 2012**
- ✓ **Cumberland Pkwy/Paces Ferry Intersection – construction begins early 2012**
- ✓ **Cobb Pkwy (US 41) Widening & Streetscape – construction anticipated March 2013**
- ✓ **Additional roadway projects including the Windy Hill / I-75 interchange reconstruction and Windy Hill/Terrell Mill connector, are included in the final TIA referendum project list.**



### **Streetscapes**

- ✓ **I-285 Interchange Beautification – completed**
- ✓ **Cumberland Blvd Loop Streetscape SW (Ph I) – completed**
- ✓ **Cobb Galleria Parkway Streetscape – completed December 2011**
- ✓ **Akers Mill Streetscape (East of I-75) – completed February 2012**
- ✓ **Akers Mill Streetscape (@ Mill Green) – completed February 2012**
- ✓ **Cumberland Blvd Loop Streetscape S (Ph II) – completed February 2012**
- ✓ **Cumberland Blvd Loop Streetscape SE (Ph IV) – completed February 2012**
- ✓ **Cumberland Blvd Loop Streetscape NE (Ph VI) – completed February 2012**
- ✓ **Interstate North Pkwy Streetscapes North & South – completed February 2012**
- ✓ **Circle 75 Pkwy Streetscape Construction – completed February 2012**
- ✓ **Akers Mill Central & West Streetscape – construction begins December 2011**
- ✓ **Cobb Parkway Central Streetscape – construction beginning early 2012**



### Trails

- ✓ Silver Comet Trail Extension – completed
- ✓ Spring Road portion of Mountain to River Trail construction – completed
- ✓ Interstate North Parkway Trail – construction beginning January 2012
- ✓ Bob Callan Loop Trail: Ph I – construction beginning early 2012

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## Planning

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### The Southeast Quadrant Transportation Master Plan (2006)

A master transportation and land use plan for the southeast quadrant of the Cumberland CID. Recommended projects are included in the action plan proposed.

### CID Circulator Study (2006)

The Cumberland CID partnered with *URS* and the *Schapiro Group* to assess stakeholders' and potential end-users' opinions of a circulator shuttle system in the Cumberland Galleria area.

### Retail and Entertainment Market Analysis (2006)

The intent of this effort was to categorize, research, and quantify the current and future demand factors and formulate a marketing strategy that addresses the long-term and short-term image and promotional needs of the Cumberland Galleria area.

### Storm Water Runoff Study (2007)

*CH2M HILL* performed a six month pilot for the purpose of qualifying data pertaining to water quality/storm water and how it affects the environment within the CID. This data will be used as a base line to help facilitate future decisions in the CID.

### Low Impact Development Study (2007)

This study examined various methods of addressing the storm water runoff created by new development in the Cumberland area. Methods of handling storm water runoff identified in the study can be used to reduce the impact of developments in sensitive environmental areas.

### South Quadrant Transportation Study (2008)

The Cumberland CID engaged *Arcadis* to complete a land use analysis and transportation study for the South Quadrant of the CID. This study analyzed various alternatives for congestion relief and transportation improvements for the south quadrant of the CID.

### RCLCO Market Analysis (2009)

*RCLCO* was retained to assess the current and likely future market conditions within the Cumberland CID as well as the economic and net fiscal impacts of the CID on Cobb County and the State of Georgia.



### **Green TOD Framework (2010)**

*The Sizemore Group and Gordon Burns & Associates* developed a 10-year framework to retrofit Cumberland into a community built on transit, livability and sustainability.

### **Partnership for Sustainable Communities (2010-2011)**

One of four communities nationwide chosen by the U.S. Environmental Protection Agency (EPA) the Cumberland CID is receiving technical assistance on sustainable growth and development issues through this very prestigious program. The assistance helps local governments address infrastructure constraints, protect water quality, set development standards, and create options for housing and transportation. EPA is working in collaboration with its partners at the Department of Housing and Urban Development (HUD) and Department of Transportation (DOT) to help communities become more environmentally and economically sustainable as part of the agency's broader work through the Partnership for Sustainable Communities.

The Smart Growth Implementation Assistance (SGIA) program focuses on infrastructure financing to create transit oriented developments. Further elements of the program include cross-departmental coordination of sustainability policies, cities undergoing economic transition, historic preservation as part of downtown revitalization, and incorporating climate change adaptation as part of long-term plans. This project is currently underway and ongoing.

### **Cumberland Transit Oriented Development Study (2011 – 2013)**

The next critical step in the TOD implementation process, this study seeks to identify strategically beneficial locations for the development of transit stations within the study area and formulate a strategic plan for future land development adjacent to those stations. A partnership with Cobb County DOT, this *HDR* study remains underway as the Alternatives Analysis (AA) study is completed.

### **Northwest Atlanta Corridor Alternatives Analysis (AA) Study (2011 – 2013)**

Funded in part by the FTA Alternatives Analysis Program, this study analyzes the various modes of high capacity transit, seeking to arrive at the mode(s) which best suits the region. This study is led by the Cobb County DOT, with participation from various stakeholders, including the Cumberland CID. A team of nine specialized consulting firms are charged with this effort managed by *Croy Engineering* and *Arcadis*.

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## **Wayfinding & Beautification**

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### **Gateway & Wayfinding Signs**

2010 witnessed the installation of four gateway signs, creating a sense of place and context for the area. The large-scale gateway signs, located along Cumberland Boulevard, U.S. 41 and Powers Ferry Road, are part of an extensive streetscape project that will transform Cumberland's look and personality. Additional signs will be constructed in conjunction with future projects. Wayfinding and directional signage point pedestrians and drivers to places of interest, along with







greenway and trail amenities. All signage is expected is to be erected by the end of 2011.

### **Landscaping Maintenance**

The Landscape Maintenance project was part of the *Blueprint Cumberland II*. In order to protect the investment, the CID moved forward with maintaining the landscaping along public rights of way to beautify the area and create a sense of place. The CID has partnered with vendors to keep the Cumberland area beautiful through this extensive maintenance program.

### **Cumberland Boulevard/I-75 Bridgescape**

The CID was awarded \$800,000 in Transportation Enhancements (TE) funds for the Cumberland Boulevard Bridgescape project.

This project will enhance the aesthetics of the Cumberland Boulevard/I-75 Interchange. The Bridgescape project is expected to be complete in 2013. Additional bridgescapes are planned, more particularly detailed under Exhibit “B.”

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## **Commuter Services**

### **Commuter Club**

Commuter Club, the CID’s Transportation Management Association, continues to provide a variety of cost-effective transportation options for commuters in the Cumberland area that improve area traffic, reduce harmful pollutant emissions and boost employee morale, all while saving participants money. In 2008, Commuter Club reached 135 vans and approximately 1,100 riders, making it the largest vanpool program operated by a transportation management association in the United States. Between 2005 and 2010, 12 million vehicle miles were removed from roadways, 6,000 tons of pollutants were avoided, and more than 300,000 clean commute logs were submitted by carpoolers, vanpoolers, teleworkers, transit riders, cyclists and pedestrians. Over the past five years, Commuter Club has received several awards and recognitions including the *ACT Creative Excellence Award*, *SEACT Cutting Edge Award* and *EPA Best Workplace for Commuters Award*.

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## **Development Successes**

- ✓ **Cobb County Performing Arts Center: 2500 seat Performing Arts Center – Complete**
- ✓ **Cumberland Mall Renovation: 77,000 SF of new retail – Complete**
- ✓ **Delta Community Credit Union (office):60,000 office – Complete**
- ✓ **Circle 75 Townhouses: 153 dwelling units; 20,000 SF of retail – Complete**
- ✓ **Stillhouse Road Site: 156 dwelling (condo) units – Complete**
- ✓ **Walton-Riverwood Apartments, 315 units with retail options – Planned**
- ✓ **Worthing Companies recently began a \$45 million, 302-unit urban development within the study area on Stillhouse Creek Dr. – Planned**
- ✓ **Executive Suites Hotel at Overton, 150 rooms – Planned**

## **Evaluation**

Collectively, the accomplishments detailed above and under Exhibit “A,” illustrate the Cumberland CID commitment to develop a cohesive activity center inclusive of employment, shopping, and residential uses coexisting in a pedestrian friendly and transit-oriented environment. In fact, the vision behind *Blueprint Cumberland II* is to transform the Cumberland/Galleria area from office/retail that generates only daytime activity to a 24/7 lifestyle activity center that supports a live-work-play environment. To create a “downtown experience” for the Cumberland/Galleria area with an array of mixed-uses: retail, office, entertainment, apartments, condos, townhomes, detached and attached single-family, the *Blueprint II* Master Plan detailed the direction and means to achieve this goal. In 2011, this primary objective is well underway.

The addition of housing opportunities to the activity center is necessary to support transit oriented development goals. As the *Green TOD Framework* study indicates, density is necessary to sustain transit, whether light rail or BRT. The Cumberland CID jobs/housing balance is greatly misaligned, with additional housing units in close proximity to the activity center absolutely necessary. The augmentation of housing options is a top priority for the CID and we will continue to coordinate with Cobb County to be prepared once the market recovers.

Nonetheless, the vision is not expected to be realized quickly or accomplished by a single entity. It is a long-term collaborative effort involving not only the Cumberland CID, but Cobb County, property owners, the development community, federal and state agencies, and the community at-large. Maintaining continued consistency with the goals and objectives of *Blueprint Cumberland I* and *II* is essential to achieving the visioned master planned community.

## **2006-2011 Action Plan Projects**

As discussed, the Cumberland CID has completed the majority of the projects proposed with the *Blueprint Cumberland II* five year action plan. Remaining projects are included in the newly proposed 2012-2017 Action Plan. Incomplete projects, including roadway and pedestrian facilities, are engineered, nearing the construction phase. These projects have experienced delays largely due to the rigorous PDP process; nonetheless, as indicated under Exhibit “B,” these projects are nearing construction. Two projects that have not begun – both pedestrian bridges – are also included in the next five year plan. These projects are delayed due to the timing of development, as they will be constructed once certain private property and/or transit projects are underway.

## **Overcoming Barriers**

As part of the *Blueprint Cumberland II* study, barriers or threats to overall success included unkempt properties, lack of adequate neighborhood shopping opportunities, school system inadequacies, employment/residential imbalance, lack of transportation options, and congested interstate system. The barriers persist, however, as the CID continues to implement the goals and objectives, will be surpassed.

With the adoption of the Cobb SPLOST in 2011 and the opportunities presented by the 2012 TIA referendum, the lack of transportation options and congestion concerns are anticipated to be addressed. The CID continues to partner with Cobb County to coordinate land use decisions, ensuring that residential developments will continue to enter the Cumberland market. Under Exhibit “B,” the newly proposed five-year plan includes greater than 80 projects which should continue to aid the Cumberland CID in overcoming barriers and realizing the *Blueprint* vision.

### **Partnerships**

The Cumberland CID maintains excellent relationships with local, state, and federal agencies. These vital partnerships continually assist the CID in overcoming barriers and ensuring projects are completed on schedule. The CID works closely with Cobb DOT as well as the Cobb County Community Development Agency and Office of Economic Development. The CID communicates on land use decisions and newly proposed developments as well as opportunities to recruit new businesses. Co-located with the Cobb Chamber of Commerce, the Cumberland CID has the unique ability of bringing the business community and government interests together simultaneously.



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### **Implementation and Five Year Plan, 2012-2017**

As identified in *Blueprint Cumberland II*, the Cumberland CID possesses numerous strengths, including, but not limited to location, access, strong leadership, strong infrastructure, low taxes, redevelopment plans, greenspace, and identity. The CID has utilized these strengths to leverage greater than \$100 million into infrastructure improvements valued at over \$500 million. As the Cumberland CID continues to execute established plans and studies, completing roadway, streetscape, trail, and livability projects, the Cumberland vision is becoming reality.

Under Exhibit “B” the revised action plan, covering the next five year planning period and beyond, is itemized. This very ambitious plan includes roadway, pedestrian facilities, trails, transit, housing, planning, and sustainability projects. The Cumberland CID is preparing to engage a project manager or management firm at the beginning of 2012, which will aid the CID in achieving these projects with a timely and efficient schedule. Additionally, along with project management oversight and support from individual project consultants, our partnerships with Cobb County DOT, GDOT, ARC, and numerous federal agencies will continue.

### **Roadway, Pedestrian Facilities**

The next five year action plan boasts four (4) roadway and 29 pedestrian-related projects. It is the intent of the Cumberland CID to ensure that, where relevant, all of the projects include ADA improvements as well as crosswalks, refuges, and plazas. These projects also include street and pedestrian lighting as well as landscaping enhancements; median improvements are also included in many of these



projects, as well. Though many streets throughout Cumberland are fortunate to have sidewalks in place, many areas lack connectivity and safety. Our projects ensure that safety features are implemented, more particularly detailed under Exhibit “B.”

### **Complete Streets**

“Complete streets” policies guide roadway projects, promoting increased mobility for all users. Cobb County has a complete streets implementation strategy, prepared with the ARC in 2009, a *Community Choices* project. The Cumberland CID is coordinating with Cobb DOT to plan complete streets projects along routes throughout the district. Though many pedestrian and roadway projects are in progress, assessing “complete streets” needs and planning upgrades remains a critical objective.

### **Planning**

The Cumberland CID completed numerous planning studies over the past five years, detailed on pages four and five. These valuable studies include recommended transportation, planning, and livability projects. Many of these projects are underway, still others await implementation. The next five year action plan references these projects, where appropriate, as they further the implementation of the LCI.

Further, the Cumberland CID proposed 32 planning initiatives for the next planning period. These projects study roadway, pedestrian, transit, housing, and environmental challenges, driving the improvements necessary to realize the Cumberland LCI vision.

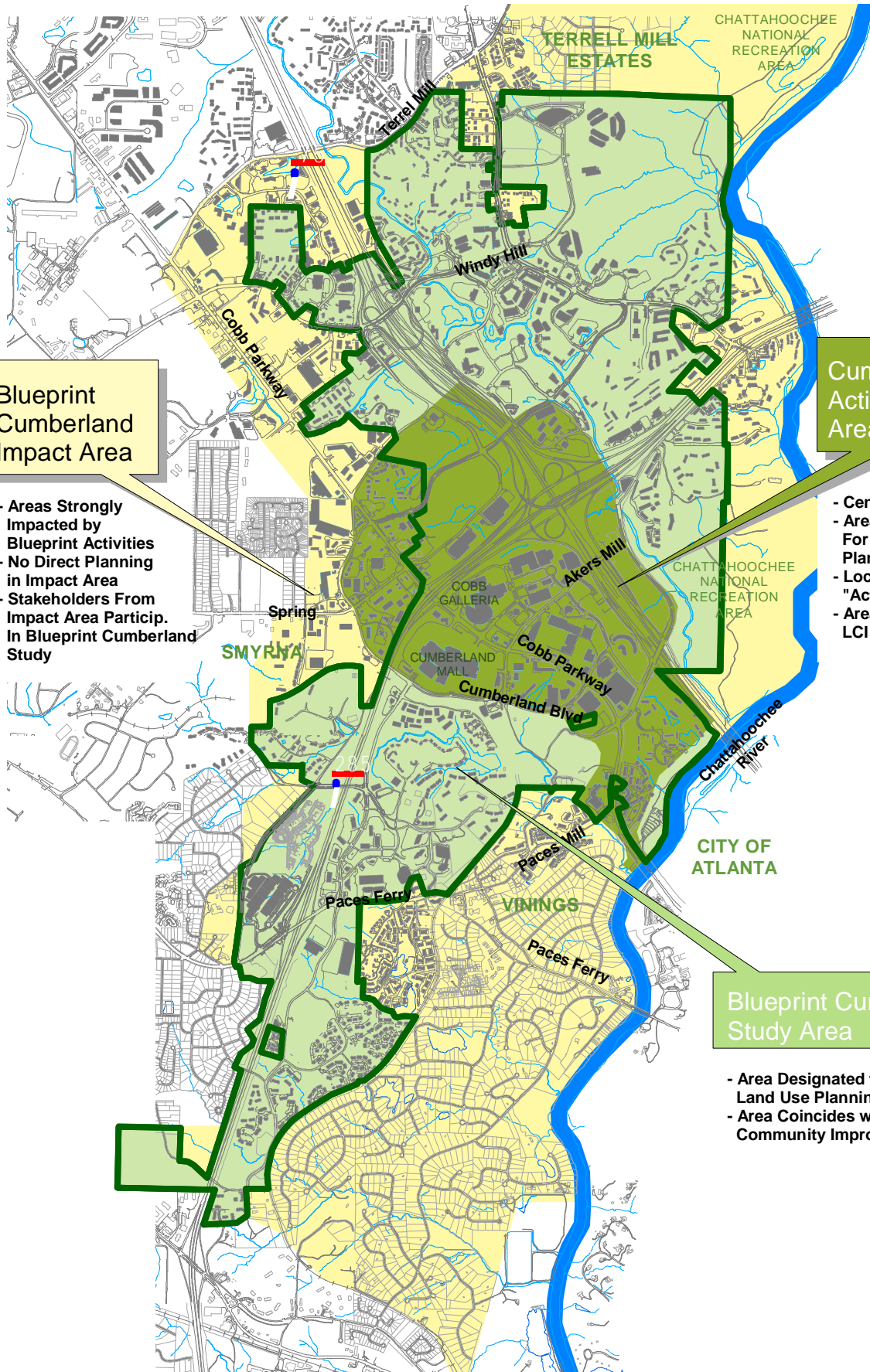
### **Aspirations**

The Cumberland CID also has 36 projects included under Exhibit “C,” “Additional Projects and Aspirations.” These action items were also generated from prior studies and are either outside the LCI activity center or considered more long-term. The Cumberland CID includes these projects to illustrate the enduring commitment to transform Cumberland into the quintessential live, work and play community with pedestrian facilities, transit options, recreational choices, housing, and employment opportunities.

### **Conclusion**

With the Cumberland CID Board of Directors continued leadership, the vision that began in 1988, which was further defined with *Blueprint Cumberland I* and *II* continues and will be realized. The LCI program created the opportunity to transform Cumberland into a livable activity center – our primary objective – which is succeeding. The next five year plan, once completed, will bring transit, residential, employment, shopping, recreation, and entertainment options together, transforming this premier business hub into a cohesive community.





**Blueprint Cumberland Impact Area**

- Areas Strongly Impacted by Blueprint Activities
- No Direct Planning in Impact Area
- Stakeholders From Impact Area Particip. In Blueprint Cumberland Study

**Cumberland Activity Center Area**

- Centralized Core Area
- Area Designated For Detailed Planning & Urban Design
- Location of Future "Activity Center"
- Area Designated for LCI Funding (ARC)

**Blueprint Cumberland Study Area**

- Area Designated for Broadbrush Land Use Planning & Visioning
- Area Coincides with Cumberland Community Improvement District (CCID)



Prepared For: The Cumberland Community Improvement District  
Prepared By: Urban Collage, Inc.  
In Association w/Robert Charles Lesser & MSE

# STUDY AREA CONTEXT



# Exhibit A

## LCI Report of Accomplishments 2006-2011





**REPORT OF ACCOMPLISHMENTS**  
**Cumberland LCI - 10/27/2011**

**Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when necessary, including when a project has missed its deadline or has become irrelevant.**

<b>Transportation Initiatives</b>				<b>STATUS</b>				<b>Notes</b>
<b>Project</b>	<b>Description</b>	<b>PE Year</b>	<b>Construction Year</b>	<b>Complete</b>	<b>Underway</b>	<b>Not Started</b>	<b>Not Relevant</b>	
US 41 (Cobb Parkway, Hargrove Rd.)	Extend northbound left turn lane	2007	2009				x	Outside of CID Boundary
US 41 (Cobb Parkway)	Restripe the I-285 off ramp from 2 left turn lanes and 3 right turn lanes to 3 left turn lanes and 2 right turn lanes	2009	2010		x			CID funded intersection improvement. Incorporated into Cobb Pkwy Central project at GDOT's request. Let in September 2011.
Galleria Drive, Galleria Parkway, Galleria Lane, Cobb Galleria Parkway, North Galleria Parkway, South Galleria Parkway	Galleria Area Pedestrian Improvements	2008	2009		x			LCI funded pedestrian improvements that connect an existing mixed use development. Extends the current Akers Mill and Cobb Galleria Streetscape improvements. Connects with the new Performing Arts Center. Projects should conclude in 2012.
US 41 (Cobb Parkway)	Add concrete barrier to separate left turn lanes and through lanes between intersections	2007	2008	x				
US 41 (Cobb Parkway) Pedestrian Bridge	Pedestrian Bridge					x		Pedestrian Improvement @ Akers Mill Square. Regent/Riverwood Mixed-use Development
Riverwood Parkway and Cumberland Center IV/ Homewood Suites Driveway	Riverwood Parkway	2007	2008			x		Borders the Regent Riverwood mixed use development. Provides connectivity to retail, residential and office. Connects Cumberland Boulevard residential development to the south.
Cumberland Boulevard	Cumberland Boulevard West	2008	2009	x	x			Increases connectivity between the newly renovated Mall, existing office and future residential projects. Addresses Safety and Appeal concerns identified in the Pedestrian Quality Analysis. Segment from I-285 to Cumberland Blvd. is complete and open. Segment from I-285 to connect to the Spring Road portion of the Kennesaw Mountain to Chattahoochee Trail is funded. Acquisition of ROW is underway.
Cumberland Boulevard	Akers Mill Road/Stillhouse Road				x			Add an eastbound through lane, southbound right-turn lane, and restrip northbound approach to provide a separate left turn lane.
Akers Mill Road	Akers Mill Road West	2008	2009		x			Funded as part of the Akers Mill LCI project. Project let in September 2011.
Akers Mill Road	Akers Mill Road East	2008	2009		x			Extends the LCI funded Akers Mill Road east to the Overton Park complex and the the Rottenwood Creek Multiuse trail and the Chattahoochee NRA. Also provides future pedestrian and non vehicular access the the proposed Cumberland BRT Station. Under final punchlist review, should be finalized by November 1st.
Akers Mill Road	Akers Mill Road Pedestrian Bridge	2009	2010			x		Links current residential and office uses to the "core" of the Cumberland Galleria area
Cumberland Boulevard Southeast	Cumberland Boulevard	2007	2008		x			This project has been funded by the CCID and will provide pedestrian and non vehicular along the Cumberland Boulevard Corridor from Akers Mill Road to Cobb Parkway linking two other funded streetscape (Cobb Parkway and Akers Mill Road). Under final punchlist review, should be finalized by November 1st.
Overton Park South, Overton Park North, Overton Park Drive	Overton Park Area Pedestrian Circulation Improvements	2009	2010		x			Provides pedestrian connectivity between office, retail and residential uses to the core area.

**REPORT OF ACCOMPLISHMENTS**  
**Cumberland LCI - 10/27/2011**

<b>Project</b>	<b>Description</b>	<b>PE Year</b>	<b>Construction Year</b>	<b>Complete</b>	<b>Underway</b>	<b>Not Started</b>	<b>Not Relevant</b>	<b>Notes</b>
Akers Mill Road, Mill Green Parkway, Interstate North Circle/Parkway	Akers Mill/ Interstate North	2009	2010		x			Provides and extension of the pedestrian Improvement network in the LCI Study area.Under final punchlist review, should be finalized by November 1st.
Cumberland Boulevard	Cumberland Boulevard Northeast	2009	2010		x			Completes the pedestrian network in this part of the Southeast Quadrant of the LCI study area; enhances the pedestrian connection between existing office, future retail and residential proposed for the area.Under final punchlist review, should be finalized by November 1st.
Interstate North Circle	Interstate North Circle	2009	2010		x			Adds pedestrian connectivity between existing offices and hotel uses; addresses Safety and Appeal concerns identified in the Pedestrian Quality Analysis.
Cumberland Boulevard and Windy Ridge Parkway	Cumberland Boulevard/ Windy Ridge Parkway	2009	2012		x			Connects with the Circle 75 Project (residential); connects retail to existing office and residential uses; connects existing office east of I-75 to future residential uses; addresses Safety and Appeal concerns identified in the Pedestrian Quality Analysis
Circle 75 Parkway	Circle 75 Parkway	2009	2011		x			Provides connectivity between future office developments, existing retail uses and a planned residential development.Under final punchlist review, should be finalized by November 1st.
Spring Road	Spring Road	2009	2011		x			Enhances pedestrian connectivity between the Silver Comet Trail connector and existing retail uses; improves connection between existing retail uses and existing and future office uses; addresses appeal concerns identified in the Pedestrian Quality Analysis.
Cumberland Boulevard	Cumberland Boulevard South	2009	2010		x			Adds pedestrian connection between the planned Seven Oaks mixed use project, existing retail uses and office uses east of I-75;addresses physical condition, safety and appeal concerns identified in the Pedestrian Quality Analysis.Under final punchlist review, should be finalized by November 1st.
Interstate North Parkway	Interstate North Parkway South	2009	2011		x			Enhance pedestrian connectivity between existing office and hotel uses; addresses safety and appeal concerns identified in the Pedestrian Quality Analysis.Under final punchlist review, should be finalized by November 1st.
Interstate North Parkway	Interstate North Parkway North	2009	2011		x			Increases pedestrian connectivity between existing office uses and retail uses on Windy Hill Road; addresses safety and appeal concerns identified in the Pedestrian Quality Analysis,finalized by November 1st.
Windy Ridge Parkway/ Cumberland Boulevard	US 41 (Cobb Parkway	2009	2011		x			Concurrent With TIP upgrade; addresses safety and appeal concerns identified in the Pedestrian Quality Analysis.Under final punchlist review, should be finalized by November 1st.
US 41 (Cobb Parkway	US 41 (Cobb Parkway) South	2007	2012		x			Concurrent With TIP upgrade; addresses safety and appeal concerns identified in the Pedestrian Quality Analysis. Design underway
<b>Housing Initiatives</b>								
<b>Project</b>	<b>Description</b>	<b>Study / Implementation Year</b>	<b>Complete</b>	<b>Underway</b>	<b>Not Started</b>	<b>Not Relevant</b>	<b>Notes</b>	



**REPORT OF ACCOMPLISHMENTS**  
**Cumberland LCI - 10/27/2011**

<b>Project</b>	<b>Description</b>	<b>PE Year</b>	<b>Construction Year</b>	<b>Complete</b>	<b>Underway</b>	<b>Not Started</b>	<b>Not Relevant</b>	<b>Notes</b>
Engage Cobb County Housing Authority to assist in providing affordable and workforce housing	Partner with Cobb Housing Authority and/or other housing related organizations in the County to provide workforce/affordable housing choices	2007				x		In order to address the workforce/affordable housing issue in the Cumberland area it is proposed that the CID partner with the Cobb Housing Authority and other housing related organizations and the development community.
Assure that the Cobb County Comprehensive Plan Update incorporates affordable and workforce housing elements	Work w/ Cobb County to make sure the workforce/affordable housing issue is addressed in the Comprehensive Plan as it relates to the Cumberland area.	2007		x	x			The Comprehensive Plan for Cobb County needs to address the issue of affordable/workforce housing in the Cumberland Galleria area in order to be an enforceable requirement. Action items Included in Community Agenda, January 2010
Engage developers and incentivize the provision of affordable and workforce housing as a part of their projects.	Engage the private sector in the workforce/affordable housing issue in the Cumberland Galleria area.	2007				x		Discuss potential incentive programs and other methods of encouraging the private sector to provide units to address the workforce/affordable housing issue in the Cumberland Galleria area.
<b>Other Local Initiatives</b>				<b>STATUS</b>				
<b>Project</b>	<b>Description</b>	<b>Study / Implementation Year</b>	<b>Complete</b>	<b>Underway</b>	<b>Not Started</b>	<b>Not Relevant</b>	<b>Notes</b>	
Cobb County Zoning Amendments: Introduce and adopt form based zoning for the Cumberland Galleria area	Propose and encourage Cobb County to consider adopting form based zoning category for the Cumberland Galleria Core areas	2007		x			Work w/ the Cobb County Community Development Dept. and the Cobb County Zoning Dept. to incorporate a form based zoning category into the Cobb County Zoning Ordinance. ROD Overlay District, which covers a portion of the CCID as a commitment to proactive zoning supporting mixed-use.	
Complete Blueprint II an update of the original LCI Study and Master Plan	Update Blueprint I w/ a more recent and refined Master Plan	2007	x				Blueprint II completed in 2007	
Establish a marketing and communication program that effectively promotes the accomplishments in the CCID	Marketing and communication program to educate, inform and involve stakeholders and citizens in the Cumberland area.	Ongoing		x			This program has been implemented and is ongoing. Website, quarterly e-newsletter and annual report are some elements.	
Identify, design and create identifiable "gateways" into the LCI Study Area and the Cumberland Galleria Activity Center	Create identifiable and attractive "gateways" into the Cumberland Galleria area	2007		x			At this time, four gateways installed. I-285 and Cobb Parkway (interchange beautification). Funding received from TE and concept design and design variances have been approved by GDOT. Additional projects at I-285/Paces Ferry Road are proposed and funding sources are being investigated.	

**REPORT OF ACCOMPLISHMENTS**  
**Cumberland LCI - 10/27/2011**

<b>Project</b>	<b>Description</b>	<b>PE Year</b>	<b>Construction Year</b>	<b>Complete</b>	<b>Underway</b>	<b>Not Started</b>	<b>Not Relevant</b>	<b>Notes</b>
The establishment of public art venues along the streetscape and in vest pocket park areas throughout the Core Area	To provide space for public art along specific streetscapes throughout the Cumberland Galleria area.		2007	x				Existing streetscape designs along Cobb Galleria Parkway near the Performing Arts Center and in vest pocket parks along Cumberland Boulevard and Akers Mill have already incorporated spaces for public art.
Design and implement gateways, signage and related improvements in CCID.	Wayfinding Signage		2008		x			Directional signage and Kiosks provide visual maps and direction for both pedestrians and drivers. 90 Signs should be completely installed by the end of 2011.

# Exhibit D

## Cobb County Letter of Coordination



*Cobb County...Expect the Best!*



## COBB COUNTY DEPARTMENT OF TRANSPORTATION

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1890 County Services Parkway  
Marietta, Georgia 30008-4014  
(770) 528-1600 • fax: (770) 528-1601

December 16, 2011

Mr. Rob LeBeau, AICP  
Land Use Planning Division  
Atlanta Regional Commission  
40 Courtland Street, N.E.  
Atlanta, Georgia 30303

RE: Cumberland LCI Five Year Update

Dear Mr. LeBeau:

As the Cobb County Department of Transportation Director and on behalf of our partner, the Cumberland Community Improvement District (CCID), we thank you for the opportunity to acknowledge our continued coordination with CCID and the plans envisioned by *Blueprint Cumberland I* and *II*.

Having completed an assessment of *Blueprint Cumberland II* with a revised five year action plan, the Cumberland CID prepares to implement the next phases of the Livable Centers Initiative. The Cobb County DOT will continue to partner and collaborate with the CCID on action plan items as directed by the Board of Directors and the Board of Commissioners, respectively.

We look forward to the projects ahead during this next planning period and the opportunities available to Cobb County and the Cumberland CID. Should you have any questions, please don't hesitate to contact me, 770-528-1645.

Sincerely,

Faye Q. DiMassimo, AICP  
Director

cc: Bob Ott, Commission District Two  
David Hankerson, County Manager  
Rob Hosack, Community Development  
Dana Johnson, Community Development