Application Disclaimer

PRIOR TO STARTING YOUR APPLICATION, DID YOU REVIEW THE LCI GUIDEBOOK, AND DO YOU HAVE A CLEAR UNDERSTANDING OF THE LIVABLE CENTERS INITIATIVE?

We strongly recommend you review the application guidebook while filling out this application.

✔ Yes, I acknowledge that I reviewed the guidebook and fully understand the program as explained.

Section 1: Applicant Information

NAME OF ORGANIZATION

Cumberland CID

NAME OF PRIMARY CONTACT PERSON

Tarik Milner

JOB TITLE

Planning and Projects Manager

DEPARTMENT

Planning and Projects

ADDRESS

1100 Circle 75 Pkwy SE
Suite 1000
Atlanta, Georgia 30339
United States

PHONE

(470) 371-4126

EMAIL

tmilner@cumberlandcid.org

Section 2: Type of Assistance

TYPE OF ASSISTANCE

- Catalytic: Supports the revitalization of the community’s existing or planned downtown district
- Tactical: Advances the implementation of a priority action identified in a study within the LCI area.

Section 3: Project Information

NAME OF PROJECT

Cumberland CID Creative Placemaking Planning Study

NAME OF LCI AREA AND LAST PLAN ADOPTION DATE

Cumberland - 2017

TOTAL COST OF PROJECT

$300,000.00

PROPOSED LOCAL MATCH (MINIMUM 20% OF PROJECT COST)

$100,000.00

PROJECT LOCATION/EXTENTS

Cumberland, Atlanta, Georgia

UPLOAD STUDY AREA MAP

- cumberland-cid-boundary-map-2017.pdf

HAS THIS PROJECT BEEN IDENTIFIED IN A PREVIOUS LCI STUDY, COMPREHENSIVE PLAN OR ANOTHER RECENTLY COMPLETED STUDY?

Yes

PLEASE NAME THE STUDY, AND REFERENCE THE SECTION OR PAGE THAT RELATES TO THIS PROJECT

Blueprint Cumberland 3.0 - 2017

IS THE PROJECT WITHIN AN EXISTING LCI AREA?

Yes

REPORT OF ACCOMPLISHMENT

- lci-accomplishments1.pdf

PROVIDE A BRIEF STUDY GOAL AND DESCRIPTION. IN YOUR PROJECT DESCRIPTION, PLEASE BRIEFLY DESCRIBE THE SPECIFIC PRODUCTS AND DELIVERABLES THAT THIS STUDY WILL CREATE.

The Cumberland CID has been working on implementing creative placemaking efforts throughout the District, most notably laid out in our recent Bike Master Plan along with our recent I-75 Gateway Enhancement project. Our goal with this LCI study is to create a strategic plan that identifies opportunities for placemaking initiatives that will promote pedestrian safety and local art. As a car-centric community, the CCID is working to improve our alternative modes of transportation thereby becoming a more pedestrian and bicycle-friendly community. One way to achieve this is by improving pedestrian safety by installing safety features and educating the public. The goal of this study will include detailing ways we can establish specific connections between our public, private stakeholders, and local arts organizations. We plan to activate previously underutilized public and private open spaces where we can so that we might bring members of the community together by promoting the arts through engaging activities. Interactions like these allow communities to establish more of a sense of place so that people can take pride in where they live or simply spend their free time. Workshops, open markets, and fundraisers are examples of the types of events that can provide opportunities to make deeper connections with community members. We will be overmatching with our $100,000 commitment.

HOW DOES THIS PROPOSED LCI STUDY ADDRESS A NEED IN YOUR COMMUNITY?

The Cumberland area is bisected by 2 major interstates, I-75 and I-285, and a 10-lane U.S. highway in Cobb Parkway. We host over 80,000 jobs which means tens of thousands of vehicles on the roads daily. As we continue to tackle the issue of connectivity, we are also looking for ways to implement pedestrian safety features on the roads. Perilous road conditions negatively affect accessibility which in turn creates more hurdles for communities to surpass to come together. Our community needs opportunities to bring the public together by utilizing the arts community. We plan to explore and learn of various creative placemaking concepts that we can develop alongside the community and install for everyone’s benefit. Ideas like landscape barriers for multi-use paths, decorative sidewalks, and public art installations are just some of the ways to achieve these goals. Pursuing the implementation of creative placemaking provide us with the opportunity to utilize Cumberland’s arts community as an attraction for the public’s attentions. Cumberland already has a deep connection with arts organizations in the Cobb Arts Vibe, Arts Bridge Foundation, and the Cobb Performing Arts Center. Local artists should be thrust into the forefront of our community planning if we are going to consider more creative methods of unifying the CID.

HOW DOES YOUR LCI STUDY ADVANCE OR ADDRESS ONE OR MORE OF THE FOLLOWING LCI PRIORITIES. IF THE

APPLICATION IS SELECTED, THE ANSWERS PROVIDED WILL BE INCORPORATED INTO THE LCI STUDY SCOPE. PROJECTS DO NOT NEED TO ADVANCE ALL OF THE LCI PRIORITIES.

The Cumberland CID plans to approach this issue from all sides. We understand that to reach our goals of a connecting the community through art, we will have to engage various stakeholders and community members. Our study will begin by identifying the different physical attributes and community events we can invest in to help us create a sense of place. We will then be able to focus our approach by engaging with the community directly. This will be a very important part of the process so that the public knows that they play an integral role in shaping their community for the future. For example, community-based workshops are great ways to bring together artists and community stakeholders so that they have a chance to sit down and create goals and objectives of their own that can be implemented. We see the arts community being crucial in this process by providing not only the artwork but also the artistic point of view that is necessary for this type of community planning. Showcasing the arts in tandem will be ultimate goal of this study. Local artists have the ability to bring the collective ideas of the public to life which will aid us along the way to achieving the high community buy-in for this program.

ARC STRONGLY RECOMMENDS THAT LCI APPLICANTS ACTIVELY ENGAGE COMMUNITY-BASED ORGANIZATIONS IN THE DEVELOPMENT OF THEIR LCI APPLICATION. LIST STAKEHOLDERS (E.G., COMMUNITY BASED ORGANIZATIONS (CBOS), BUSINESSES AND/OR INSTITUTIONS, AND LOCAL OFFICIALS) INVOLVED IN THE DEVELOPMENT OF THIS APPLICATION, AS WELL AS HOW THEY WILL BE INVOLVED IN THE PLANNING PROCESS, IF THE APPLICATION IS SELECTED.

o One Cumberland
 Provide a wider array of public engagement as well as funding opportunities to help us implement our creative placemaking initiatives.
o Cobb County
 Partner together to possibly create policy changes and host events to include more pedestrian friendly attributes throughout Cumberland.
o GDOT
 This support will allow us to emphasize our need for safe multi-modal transportation options and placemaking initiatives which will ultimately be implemented along state routes and highways traversing our district.
o Smyrna Arts Council
 The Smyrna Arts Council provides support for local artists through education, community art programs, and calls for artists to join their portfolio for showcasing. We hope to leverage this partnership to bring more local artists to the planning table to provide input during the creative process.
o Cobb Arts Vibe
 This organization will be able to aid the CCID in showcasing more creative community events as well as directly connecting local artists with the community.
o ArtsBridge Foundation
 As the education outreach arm of the Cobb Performing Arts Center, ArtsBridge provides education programs for Georgia students state-wide. Through field trips, financial assistance programs, and workshops, this foundation aims to further the public’s education of the arts.

WHO IN YOUR COMMUNITY HAS BEEN HISTORICALLY UNDER-REPRESENTED IN LOCAL PLANNING PROCESSES? HOW WILL THESE INDIVIDUALS OR GROUPS BE INCLUDED IN THIS PLANNING PROCESS?

Accessibility is paramount to the growth of the Cumberland community, and we pride ourselves on providing equal mobility options to users of all ages and abilities. As an automobile dependent community, individuals without access to cars can be at a large disadvantage when it comes to commuting around the district. Historically, commuting without a car has been the least convenient option for transportation. In 2016, the Cumberland CID completed a Bike Master Plan which included methods to improve the access to mobility options and overall connectivity of the area. This means providing more ADA accessible sidewalks to pedestrians with disabilities and opportunities to use alternative modes of transportations throughout the district. We plan to provide methods for these pedestrians to provide input on what they may deem important when it comes to daily transportation. Events and workshops centered around multi-modal travel will help to bridge the gap between our current state of transportation and where we need to be to provide access for the community. By bringing these issues to the forefront, we hope to not only educate but also promote this marginalized group so that they too can enjoy the wonderful amenities that Cumberland has to offer.

Section 5: Commitment

ADDITIONAL DOCUMENTS

- cumberland-letters-of-support-and-supporting-documents-combined.zip

Cobb County...Expect the Best!

Cobb County Government
Complete Streets Policy - January 2009

Purpose: To assure that new roadway construction and existing roadway improvement projects on County roadways include consideration for adequate infrastructure, where appropriate and feasible, for bicyclists, pedestrians, users of public transit of all ages and abilities, and the physically disabled.

Applicability: Applies to all roadways within the County.

Rationale: Some of Cobb County's existing roadways where bicycling and walking are prevalent lack the infrastructure needed to make these means of travel safe. These roadways may lack sidewalks and/or crosswalks, have lanes that are too narrow to share with bicyclists, and make insufficient accommodation for transit users or the physically disabled. There is a need to improve accommodations for a growing segment of the County's population that travels by means other than the automobile.

Background: This policy supports the Department's Mission Statement, which is to *plan, design, construct, operate and maintain a multi-modal transportation network in a fiscally responsible manner to promote safe and efficient travel throughout Cobb County.*

The County's Comprehensive Transportation Plan calls for the incorporation of Complete Streets into the planning, design and construction of all future roadways when adequate right-of-way is available.

The Cobb County Senior Adult Transportation Study (SATS) recommends the use of Complete Streets principles in the planning and design of transportation infrastructure. Complete Streets principles also play a large role in Tier 2 of the 3-step implementation program for the SATS.

The Atlanta Regional Commission's Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan was developed to address the infrastructure and policy needs for the 13-county ARC planning area, which includes Cobb County. Amongst the plan's policy recommendations is the following: *Incorporate the concepts of routine accommodation and Complete Streets into planning, design, and construction of all future roadways and adopt development review regulations requiring developers to build bicycle and pedestrian facilities as integral components of their transportation infrastructure.*

Complete Streets policies and design practices played a large role in the revision of the American Association of State Highway Transportation Officials' (AASHTO) Guide for the Development of Bicycle Facilities. In keeping with the long-standing practice of adhering to AASHTO standards and guidelines, the Department sees fit for it to establish this policy formally.

Policy : Cobb County will implement the Complete Streets concept by considering safe access for all users, to include motorists, bicyclists, pedestrians and transit users, including individuals with physical disabilities and senior citizens, in the planning, design, construction and operation of streets within its jurisdiction.

5.10 Wayfinding and Trail Markings on Walls

Concrete walls of varying heights and lengths exist throughout the CID. Many of these walls are along existing and proposed multi-purpose trails. These walls present the CID with an opportunity to use them for trail wayfinding and markings. The following images show conceptual ideas of how these walls could be sandblasted to note trail locations and features.

Figure 5.10a - Existing conditions of Interstate North Parkway

Figure 5.10b - Proposed Branding Markings on the existing wall on Interstate North Parkway

Figure 5.10c - Existing conditions of Interstate North Parkway

Figure 5.10d - Proposed Trail Markings on the existing wall on Interstate North Parkway

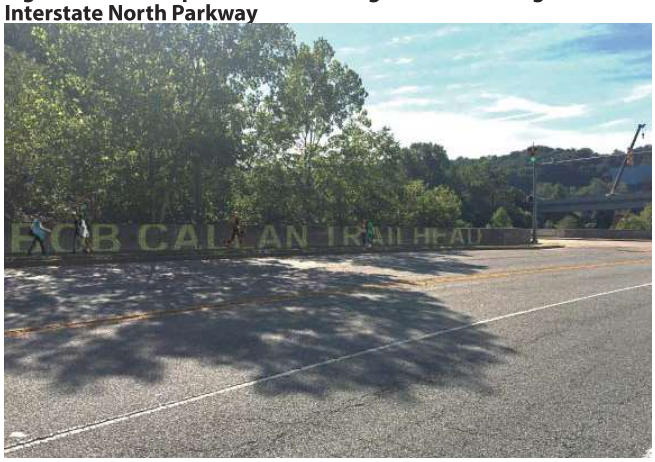


Figure 5.10e - Existing conditions of Interstate North Parkway approaching Windy Hill Road

Figure 5.10f - Proposed Wayfinding Markings on the existing wall on Interstate North Parkway

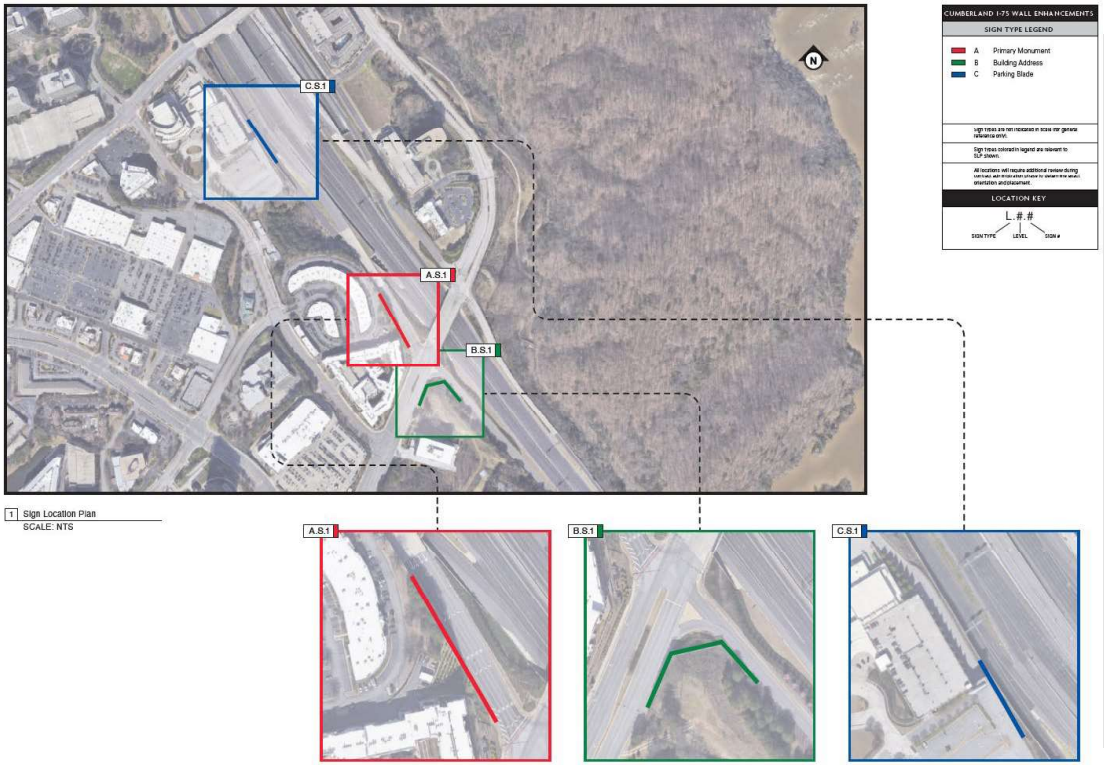
Local Example Wayfinding and Trail Markings on Walls

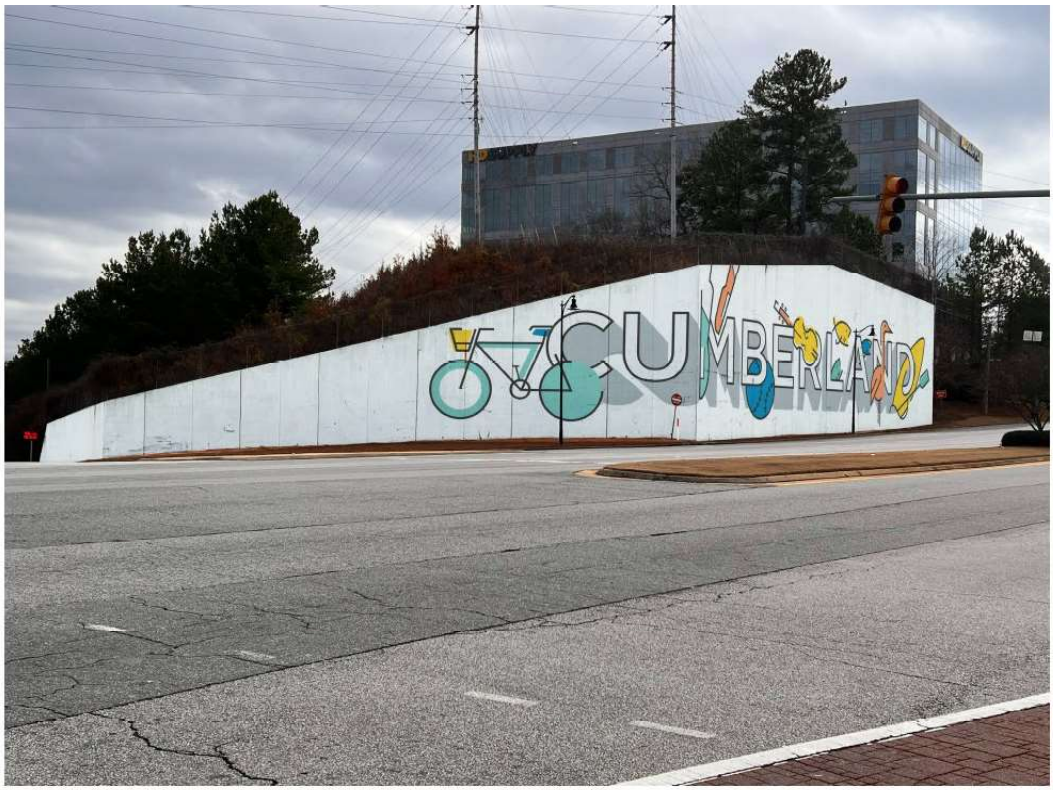
The PATH Foundation in coordination with the Buckhead CID, Livable Buckhead, Inc. and the Georgia Department of Transportation completed similar trail markings on walls along the segment of the PATH 400 that runs along Lenox Road. As illustrated in the images, letters were first painted on the wall using large stencils. The letters where then sandblasted at a 1/4" depth to allow for the concrete aggregate to be exposed. The Cumberland CID could follow a similar process to use walls as wayfinding and trail markings.

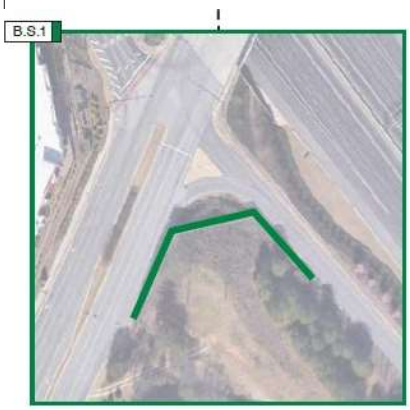
Figure 5.10g - Local examples along the segment of the PATH 400

Figure 5.10g - Local examples along the segment of the PATH 400 (Cont'd)

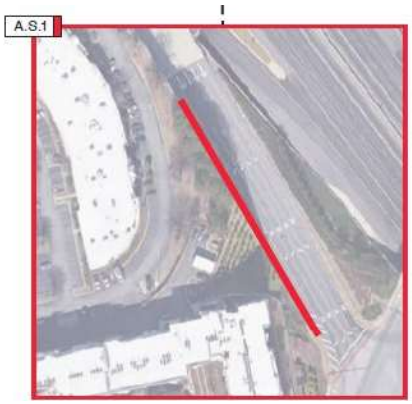
The Vision & The Plan: I-75 Wall Enhancements







1 GDOT WALL ENHANCEMENT - ST 8: SW CORNER (HD SUPPLY) CONTEXTUAL RENDERING
SCALE: NTS



1 GDOT WALL ENHANCEMENT - ST A: NW CORNER (ENCORE APARTMENTS) CONTEXTUAL RENDERING
SCALE: NTS

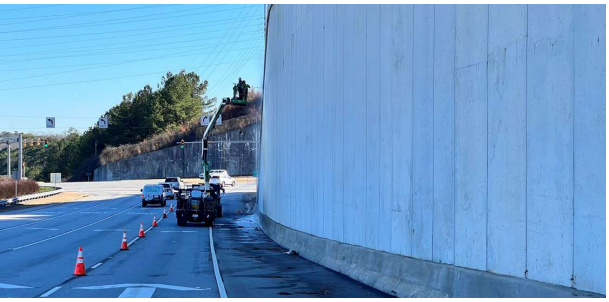
1 GDOT WALL ENHANCEMENT - ST C: AKERS MILL (COBB ENERGY) CONTEXTUAL RENDERINGS
SCALE: NTS

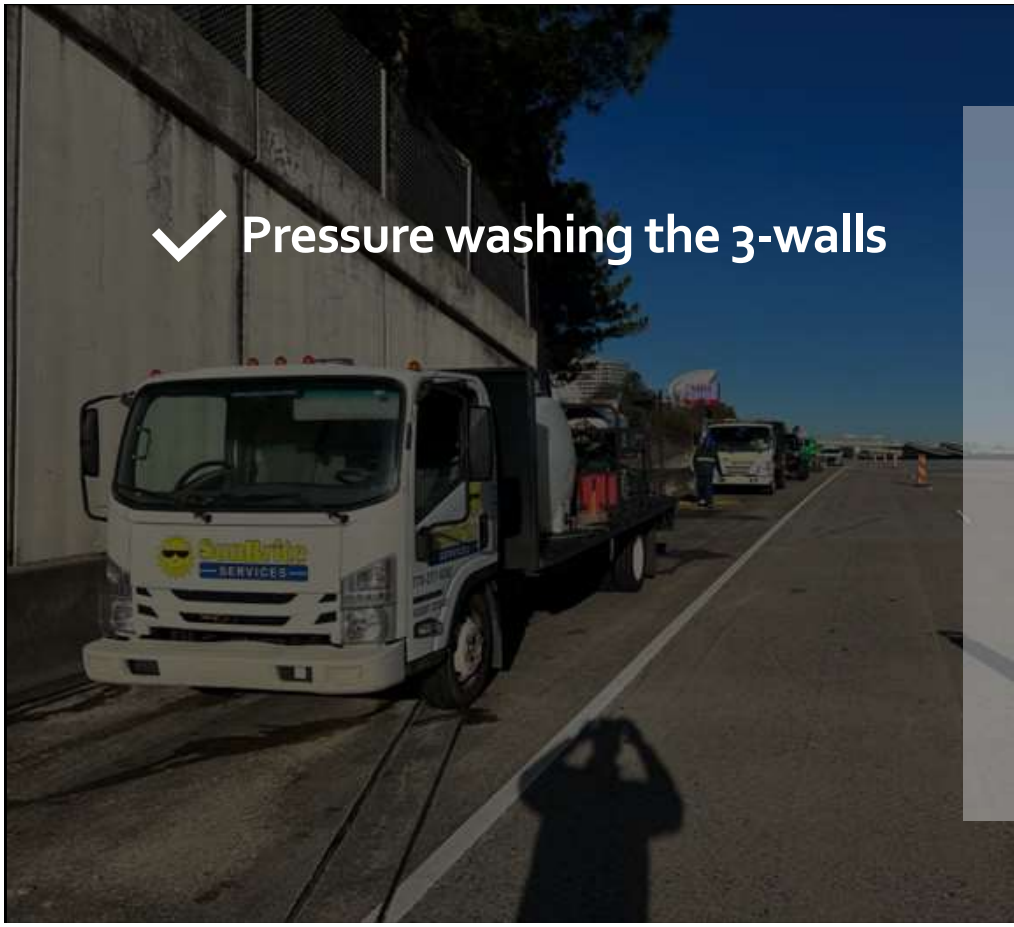
C.S.1

The Installation: Progress Update

MAKING GREAT PROGRESS!!

- Dec 2023 – Completed survey work
- Early Jan 2023 – Completed pressure washing
- Provide traffic control
- Jan 2023 – Encore Wall (1 of 3) – Started Work
  Priming, Stenciling, Shadowing, & Color Painting

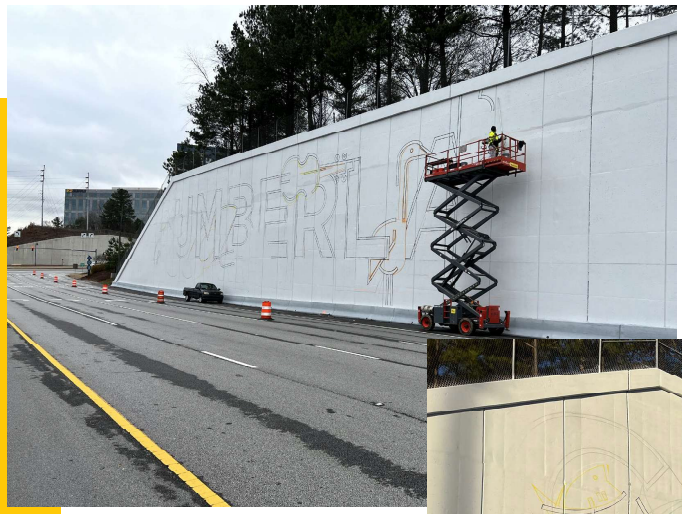




✓ Pressure washing the 3-walls

✓Wall Priming

✓ Stenciling & Sketching



Shadowing & Color Painting

Shadowing & Color Painting (continued)

CUMBERLAND

PROCLAMATION

WHEREAS: Cobb County acknowledges that arts benefit the overall well-being and positive growth of a community and supports the continued development of arts that make Cobb County a vibrant place to work, live and play; and

WHEREAS: Cobb Travel & Tourism, is the organization that focuses on increasing visitation to and awareness of Cobb County, thereby enhancing economic impact; and

WHEREAS: Cobb Arts VIBE (Visionaries Imagining Bold Experiences) is an initiative created in 2018 by Cobb Travel & Tourism to tell the story of Cobb's art's community. Cobb County has many organizations dedicated to the overall success of all types of arts, including, but not limited to public art, performing arts, visual arts and musical arts; and

WHEREAS: Cobb Arts VIBE has developed a Creative Placemaking Committee whose focus is to foster greater collaboration for the creation, development and implementation of activities that integrate arts, culture, design and economic development into efforts that strengthen all of Cobb's unique communities; and

WHEREAS: To encourage and cultivate collaboration, the Creative Placemaking Committee has representation from all six of Cobb's cities; Cobb PARKS; The Cobb Chamber/SelectCobb; the Cumberland, Marietta-Gateway and Town Center Community Improvement Districts; the Mableton Improvement Coalition; the Austell Community Task Force; various arts organizations throughout Cobb; Kennesaw State University and Cobb Travel & Tourism; and

WHEREAS: The Creative Placemaking Committee of Cobb Arts VIBE was established to help create a unified experience for Cobb Arts and Entertainment tourism by connecting the arts to economic development; identify, embrace, and promote the unique Arts communities within Cobb, inform of funding opportunities and encourage collaboration between partners; work with existing and start-up arts and cultural programming organizations to provide best practices for policies, procedures, and operations; cross-market placemaking efforts and initiatives through collaboration; and provide an opportunity to gather input on creative placemaking ideas and initiatives, providing for broader outreach, considerations and support; now

THEREFORE: The Cobb County Board of Commissioners does hereby proclaim support for the goals of the Creative Placemaking Committee of the Cobb Arts VIBE to support the continued activation of arts in Cobb County.

This, the 13th Day of December 2022.

CHAIR

DISTRICT 1

DISTRICT 3

DISTRICT 2

DISTRICT 4

CUMBERLAND

COMMUNITY IMPROVEMENT DISTRICT

February 23, 2023

Ms. Anna Roach
Executive Director & CEO
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland Community Improvement District (CID) Creative Placemaking Grant Proposal

Dear Ms. Roach:

I write to you today as Chairman of the Cumberland CID in full support of the financial commitment to our grant proposal for the ARC's Livable Centers Initiative program. The Cumberland CID hereby commits $100,000 in local matching funds for the pursuit of this grant program.

The Cumberland CID Board of Directors is dedicated to leveraging investments that advance and endorse projects to enhance community connectivity such as creative placemaking. I have personally witnessed the impact that our collaborative efforts have had on the growth of the Cumberland area. We look forward to providing opportunities for engaging the public along with the arts community to foster a more cohesive environment for residents and visitors alike.

Please accept this letter as our commitment to provide the local match for the attached LCI funding request. Thank you in advance for your time and consideration.

Sincerely,

John Shern
Chairman
Cumberland CID Board of Directors

COBB COUNTY BOARD OF COMMISSIONERS

100 CHEROKEE STREET, SUITE 300
MARIETTA, GEORGIA 30090-7000
Phone: (770) 528-3305 Fax: (770) 528-2606

Lisa N. Cupid
Chairwoman

February 28, 2023

Secretary Pete Buttigieg
U.S. Department of Transportation
Office of the Secretary of Transportation
1200 New Jersey Avenue, SE
Washington, D.C. 20590

Dear Secretary Buttigieg:

I write today to offer my support for Cobb County's application for Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant funding to advance the planning of the Cumberland Sweep, a sustainable and innovative transportation project in Atlanta, Georgia. The Sweep will expand access to employment opportunities and quality of life destinations by directly linking to local and regional transit routes, providing equitable and affordable car-free, zero-emission mobility to Atlanta's communities.

The Cumberland area, the City of Smyrna, surrounding neighborhoods, and local communities are divided by Interstates 75 and 285 and Cobb Parkway (U.S. 41). These major roadways create a barrier between people and their place of work, home, and community resources. When the above major roadways were completed, it created a dependence on car transportation for residents, workers, and visitors in the area.

A major component of the Cumberland Sweep is a pedestrian bridge over Cobb Parkway. This bridge will prioritize safety and help repair the divide between the City of Smyrna and unincorporated Cobb County. The Cumberland area of unincorporated Cobb County serves as a job center providing thousands of jobs to food and service industry workers employed at Truist Park, The Battery Atlanta, the hospitality industry, the Cobb Galleria Centre, and Cobb Energy Performing Arts Centre. This bridge is vital for helping make Cobb County more connected, sustainable, and vibrant.

In addition to the bridge, the Cumberland Sweep will feature a three-mile-plus corridor with dedicated walking and biking lanes, and an autonomous shuttle system. This connectivity and access will provide a more people-centric environment and help bridge the gap between our local communities. Importantly, the Sweep will connect people to jobs in Cobb County which helps our region and those without car transportation a critical resource. We ask for your favorable consideration to support grant funding for the Cumberland Sweep.

Sincerely,

Lisa Cupid
Chairwoman
Cobb County Board of Commissioners

COBB COUNTY
BOARD OF COMMISSIONERS
100 Cherokee Street, Suite 300
Marietta, Georgia 30090-7000
770.528.3316 • fax: 770.528.2606

Jerica Richardson
Commissioner, District 2

February 22, 2023

The Honorable Anna Roach
Executive Director & CEO
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland CID Creative Placemaking Grant Proposal

Dear Ms. Roach:

I write to you today to offer my full support for the Cumberland CID's (CCID) application for the ARC's Livable Centers Initiative (LCI) grant funding opportunity. This funding will assist in the creation of a creative placemaking plan that improves the character, pedestrian safety, and the community overall. Funding for this study will provide the CCID with the resources to examine techniques that further its efforts to provide equitable accessibility to the public.

The CCID will play a crucial role in the promotion and installation of public art throughout the community. In 2022, the Cobb County Board of Commissioners passed a personal initiative of mine, the Creative Placemaking proclamation. This proclamation establishes a recognition of the arts as a key characteristic of community planning. With support from the ARC by way of the LCI program, Cumberland will be able to further these initiatives. The placemaking plan that is formed from this LCI study will provide the local arts community with opportunities for artists to showcase their talents and contribute their feedback to the community. Providing avenues for the people and the arts community to engage each other through local events and art installations will help provide a sense of place for the public which is a goal that is very close to my heart. This will in turn create a more engaging community that would benefit Cobb County in future planning efforts moving forward.

Cobb County is a progressive and diverse community that is gaining an understanding of how important the arts are which is how creative placemaking efforts thrive. My objective is to bring artists to the table along with the public to provide an opportunity for more voices to be heard which is critical for an effective placemaking strategy.

Thank you for your consideration of this application.

Sincerely,

Jerica Richardson
Commissioner District 2
Cobb County Board of Commissioners

COBB COUNTY
BOARD OF COMMISSIONERS

100 Cherokee Street, Suite 300
Marietta, Georgia 30090-7000
(770) 528-3317 • fax: (770) 528-2606
joann.birrell@cobbcounty.org

JoAnn Birrell
Commissioner, District 3

February 24, 2023

Ms. Anna Roach
Executive Director & CEO
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland CID Creative Placemaking Grant Proposal

Dear Ms. Roach:

I write to you today to offer my support for the Cumberland CID's (CCID) application for their Livable Centers Initiative (LCI) grant proposal. If awarded, this grant will fund the creation of a creative placemaking plan that improves pedestrian safety and enhances community engagement. Additionally, this study will allow for the CCID to examine efforts to further connect the community by promoting road safety and involvement from the arts community.

Cobb County and the CCID enjoy over three decades of long-lasting partnership through transformative and major infrastructure enhancements that have resulted in Cumberland's extraordinary growth, development, and success. Today, 30,000 diverse residents call Cumberland home with 84,000 jobs supported in the Cumberland area, most of which commute to the Cumberland District daily. Employment opportunities, along with the various recreational activities, are why the demand for accessibility is paramount to the continued success of the area. This growth showcases the growing populous in the area which increases the need for community engagement in which the arts can play a major role. The larger the population grows, the more a community can drift apart which is where connectivity and creativity can be brought to the forefront of community planning.

In 2009, Cobb County adopted the Complete Streets policy which was implemented to improve Cobb County's public roads and make them safer and more accessible to all modes of travel and all types of travelers. Through this study, the CCID will continue building upon this mission while delivering on the program goals of LCI. The funding for this study will allow for further infrastructure improvements to be made on these roads so that the community can be better connected with one another. By examining creative ways pedestrians can safely commute throughout the district, the CCID hopes to implement road elements as well as improve upon existing features for more efficient and safer travel.

Thank you for your favorable consideration of the CCID's LCI grant application.

Sincerely,

JoAnn K. Birrell

JoAnn K. Birrell,
770-528-3318

COBB CHAMBER

February 23, 2023

Ms. Anna Roach
Executive Director & CEO
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland CID Creative Placemaking Grant Proposal

Dear Ms. Roach:

I wish to express my support for the Cumberland CID's application for the ARC's Livable Centers Initiative grant program. This funding opportunity will be crucial for the CCID's efforts in establishing community cohesion through the promotion of creative placemaking.

Since the CCID's inception 35 years ago, its focus has been to advance key infrastructure projects within the community. These projects have ranged from trails, bridges, highways, and community enhancements. I have seen first-hand how their work has helped transformed Cumberland into a growing and vibrant economy. Today, the CCID has a $23.6 billion annual impact on Georgia's economy. They are continuing their history of advancing bold and innovative initiatives for the community. Creative placemaking is simply another step in that direction for the CCID in the name of community collaboration.

The arts community is often forgotten as a key piece of the economic development puzzle. Fostering artistic input and combining that with that of the public, people will begin to cherish the cities and neighborhoods they once simply thought of as places to live and play. Enhancements initiated by the CCID help to truly create and foster this environment where not only businesses would want to relocate and expand, but people as well. By investing in its public, the CCID is cultivating an environment that people and businesses alike will enjoy for many years to come.

This funding will not only create a return with tourism and help promote community togetherness, but also create a return economically for the region. I thank you for your consideration of the CCID's grant proposal.

Sincerely,

Dana Johnson

Dana Johnson
Executive Director
Select Cobb

1100 Circle 75 Parkway
Suite 1000
Atlanta, GA 30339

770.980.2000
cobbchamber.org
selectcobb.com

SELECTCOBB

February 22, 2023

Ms. Anna Roach
Executive Director & CEO
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland CID Creative Placemaking Grant Proposal

Dear Ms. Roach:

I wish to express our support for the Cumberland CID's application for the ARC's Livable Centers Initiative grant proposal. This funding opportunity will be crucial for the CCID's efforts in establishing community cohesion through the promotion of creative placemaking.

The Cobb Chamber has witnessed the decades of investments that the CCID has made to the Cumberland area, and the impact they have had. These investments have been instrumental in the growth of Cumberland's business landscape and are prime examples of its commitment to its continued development. Business promotion and workforce development are core values of the Cobb Chamber, and we pride ourselves in being at the forefront of economic development for Cobb County.

The CCID hosts over 83,000 jobs and economically impacts the state of Georgia by over $23.6 billion annually. Much of the economic activity within the Cumberland area can be attributed to business leaders such as TK Elevators, Papa Johns, the Battery Atlanta, Cumberland Mall, and the Cobb Galleria Centre just to name a few. This LCI study will provide the CCID with the adequate framework to continue its efforts in expanding safe accessibility to the public while creating opportunities to showcase local artists.

As the Cumberland area continues to grow, increasing the need for connectivity, the public should be provided with safe streets and appealing surroundings to enjoy its many recreational activities. Our organization understands that the establishment of a well-connected community is vital for business recruitment and retention. These improvements to our community will only further promote Cumberland as a livable, vibrant, and urban destination and build upon its current growth.

The Cobb Chamber recognizes the amazing work the CCID has done for the Cumberland community, and we fully support their grant proposal.

Sincerely,

Sharon Mason
President & CEO
Cobb Chamber of Commerce

COBB GALLERIA CENTRE
ATLANTA

February 24, 2023

Ms. Anna Roach
Executive Director & CEO
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland CID Creative Placemaking Grant Proposal

Dear Ms. Roach:

On behalf of the Cobb-Marietta Coliseum and Exhibit Hall Authority, I am writing to express my support for the Cumberland CID and their grant proposal for the ARC's Livable Centers Initiative (LCI) program. This funding opportunity will be crucial for the CCID's efforts in establishing community cohesion through the promotion of creative placemaking.

The Cobb-Marietta Coliseum & Exhibit Hall Authority owns and operates Cobb Galleria Centre, Cobb Energy Performing Arts Centre (CEPAC), and the Galleria Specialty Shops. CEPAC is a renowned venue for opera, concerts, Broadway shows, ballet, educational shows, family shows and corporate meetings, and events. As an avid promoter of the arts and a proud member of the CCID, I am thrilled to have the opportunity to support this initiative. I can attest to the impact that the arts community can have on a community that is searching for ways to improve its sense of place. The Cumberland area is a perfect place to establish a creative placemaking plan as it is filled with various outlets for creativity. Providing artists with an opportunity to provide their creative input and engage with the public is precisely what a community like Cumberland could benefit from.

It is a priority for us to support creative community engagement methods that can simultaneously promote the arts. This type of community building can only increase the many guests and customers that attend our venues and provide them with a more well-rounded experience.

Thank you for your consideration of the CCID's grant proposal for LCI funding.

Sincerely,

Michele Swann

Michele Swann
General Manager & CEO
Cobb-Marietta Coliseum & Exhibit Hall Authority

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February 22, 2023

Ms. Anna Roach
Atlanta Regional Commission
229 Peachtree ST NE, STE 100
Atlanta, GA 30303

RE: ARC Livable Centers Initiative Program: Cumberland CID Creative Placemaking Grant Proposal

Dear Ms. Roach:

On behalf of Cobb Travel and Tourism, I am writing to express my support for the Cumberland CID and their grant proposal for the ARC's Livable Centers Initiative program. This funding opportunity will be crucial for the CCID's efforts in establishing community cohesion through the promotion of creative placemaking.

Cobb Travel and Tourism works to provide rewarding and memorable experiences to all visitors. The mission of Cobb Travel & Tourism is to increase visitation to and awareness of Cobb County, thereby enhancing economic impact. Combining the arts with community engagement will only increase the number of visitors looking to enjoy the vast array of recreational activities the Cumberland area has to offer. Cumberland can accommodate all travelers with its unique entertainment options.

By implementing creative placemaking techniques, the CCID will be able to enhance engagement with the public creating a more welcoming environment. Cultivating this type of experience will be instrumental in creating marketing campaigns geared toward individuals looking to enjoy the full range of activities in Cumberland. Providing the arts community with windows of engagement to express their talents will provide further entertainment opportunities for the public to enjoy.

It is initiatives like the CCID's pursuit of creative placemaking that bring innovative ideas forward that will enhance visitor, resident, and employer experiences alike. I thank you for your consideration of this LCI grant proposal.

Sincerely,

Holly Quinlan
President & CEO
Cobb Travel & Tourism

Cumberland CID Boundary Map

CUMBERLAND
COMMUNITY IMPROVEMENT DISTRICT

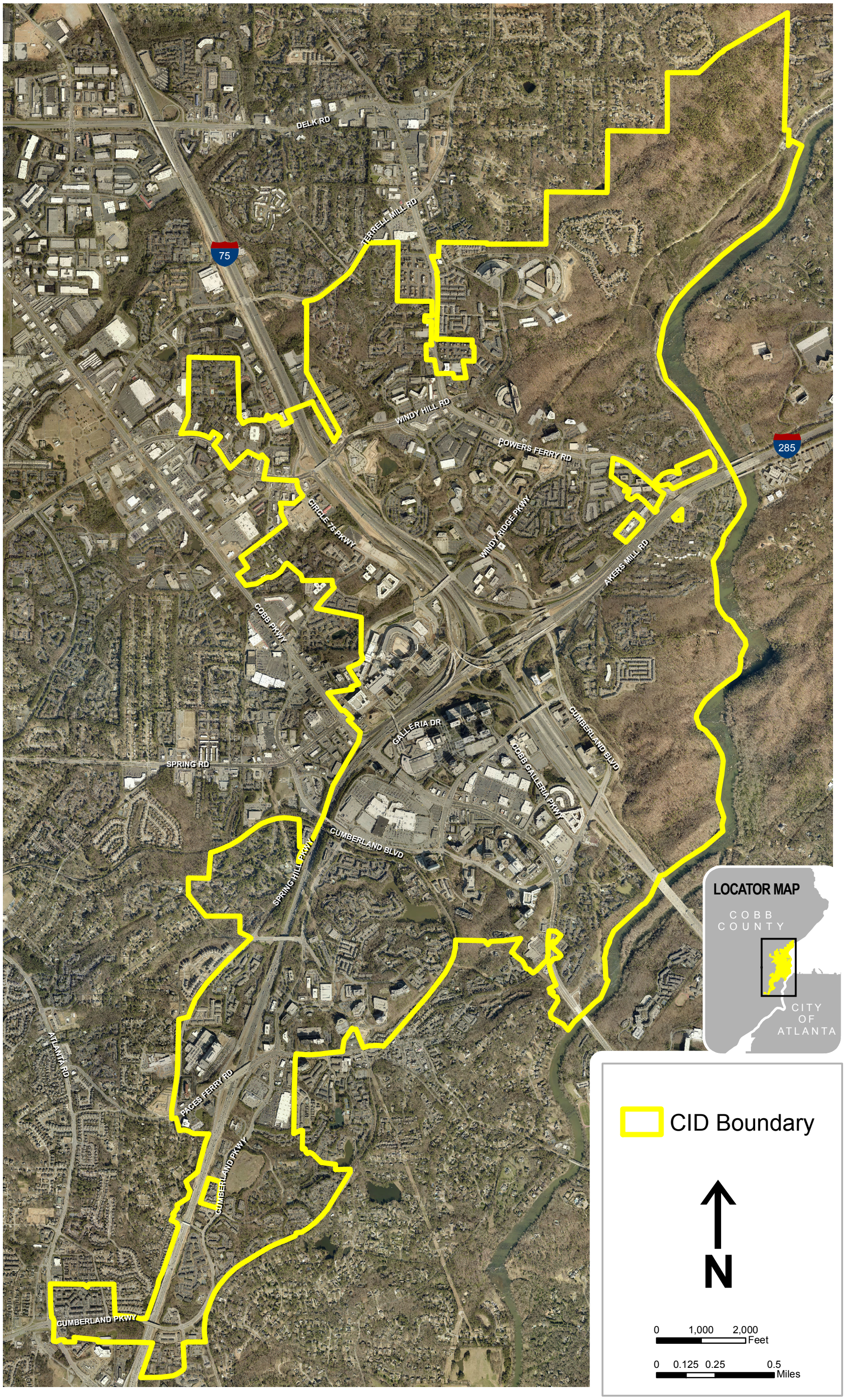

Exhibit A

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.

Transportation Initiatives				STATUS				
Project	**Description**	**PE Year**	**Construction Year**	**Complete**	**Underway**	**Not Started**	**Not Relevant**	**Notes**
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. Acquistion 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

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
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 sudy 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 bwtween 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 Quaity 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 Quaity 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
Housing Initiatives				**STATUS**				
Project	**Description**	**Study / Implementation Year**		**Complete**	**Underway**	**Not Started**	**Not Relevant**	**Notes**

REPORT OF ACCOMPLISHMENTS

Cumberland LCI - 10/27/2011

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Engage Cobb County Housing Authority to asisst in providing affordable and workforce housing	Partner with Cobb Housing Authority and/or other housing related organizations in the County tp 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.
Other Local Initiatives				**STATUS**				
Project	**Description**	**Study / Implementation Year**		**Complete**	**Underway**	**Not Started**	**Not Relevant**	**Notes**
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 indentifiable "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

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
The establishement 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.