

CUMBERLAND CORE REGULATORY FRAMEWORK PLAN

PUBLIC KICK-OFF MEETING
NOVEMBER 6, 2013





Agenda

- Welcome
- Introductory Presentation
- Small Group Planning Exercises



Background

- This effort seeks to build upon previous planning efforts and Cobb County's foundational documents and policies (Comprehensive Plan and Zoning Code)
- Changing demographics and the Great Recession have led to fundamental shifts in the real estate market and buyer preferences/choices
- While Cumberland has tremendous roadway access and connectivity, the district's lack of walkability and street-level vitality has challenged its progress through the last development cycle



Center	Retail Vacancy	Retail Rates	Office Vacancy	Office Rates
Midtown	5.2%	\$24.16	16.0%	\$25.46
Buckhead	5.7%	\$25.27	15.1%	\$25.32
Perimeter	8.0%	\$17.95	15.9%	\$20.44
Cumberland	7.5%	\$14.53	16.7%	\$18.64
N. Fulton	10.0%	\$14.28	14.9%	\$17.71

Source: CoStar Third Quarter 2013 Atlanta Market Report



Background

This effort seeks to answer:

- What obstacles have prevented the area for capturing the value and impact of the last development cycle?
- What details are missing that are needed to enhance the area's quality of life and create a more dynamic, complete activity center?
- What modifications should be considered to ensure that Cumberland asserts its role as a regional leader to garner additional value and investment over the next 2-3 decades?



What we've heard...

Strengths:

- Location
- Access
- Robust roadway network
- Galleria and Cobb Energy Center
- Proximity to the Chattahoochee National River Area and recreational trails
- Strong corporate community
- Regional job center

Weaknesses:

- Collective identity and integration of developments
- No defined sense of place
- Pedestrian connectivity and enhanced walkability (block size)
- Level of retail is not consistent with reputation and expectations
- Lacks “every-day” retail to be a complete community
- Utility lines
- Proportion of asphalt to greenspace or buildings is not appropriate.



What we've heard...

Opportunities:

- Improve the area's appearance
- Attract young people
- Enhance walkability
- Attract additional residents
- Consider design regulations/enhancements
- Public right of way standards
- More open space
- Lighting
- Reconsider parking ratios

Challenges:

- Has always been a "daytime place"- needs a better nighttime balance
- Highway 41/Cobb Parkway
- Width, scale, and volume of major roadways
- Stormwater challenges
- Incremental change
- Topography
- Connecting internally focused developments into the district



What this process is about...

- Enhancing Cumberland's Character and Environment
- Making the area more walkable and attractive
- Maintaining and enhancing the area's value and ability to attract investment



The process...

- Wednesday, November 6th- Vision Meeting
- Tuesday, November 12th- Public Work Session
- Monday, November 18th- Preliminary Presentation
- “Open Door Work Sessions”
 - Thursday, November 7th, 1-4 PM
 - Wednesday, November 13th, 1-4 PM



Table Exercises

- **Dots-** familiarize yourself with the study area and mark your favorite places (where you live, work, etc.)
- **Guiding Principles-** What should guide future investment and improvements in the Cumberland Core area? With your group, decide upon your top three guiding principles
- **Sub-Areas-** Use the maps to discuss potential opportunities in the area. What areas might need to be treated different or have a slightly different set of priorities?
- **Image Sheets-** From the image sheets at your table discuss the types of open/green spaces, roadways, streetscapes, and stormwater treatments that might be best suited to enhance the Cumberland District over the next 10-15 years.