

# What is Cascade Next?

Cascade Next is an economic development initiative that was created as a way for the City of Atlanta to build momentum and stakeholder buy-in for the Cascade Heights Commercial District. These events, listening sessions, and steering committees were organized as an opportunity for all who work, live, and shop in the Cascade Heights area to convene for focused conversations about the future of the Cascade Heights Commercial District. We see Cascade Next as a community activation tool to help guide our planning decisions from an economic development perspective.

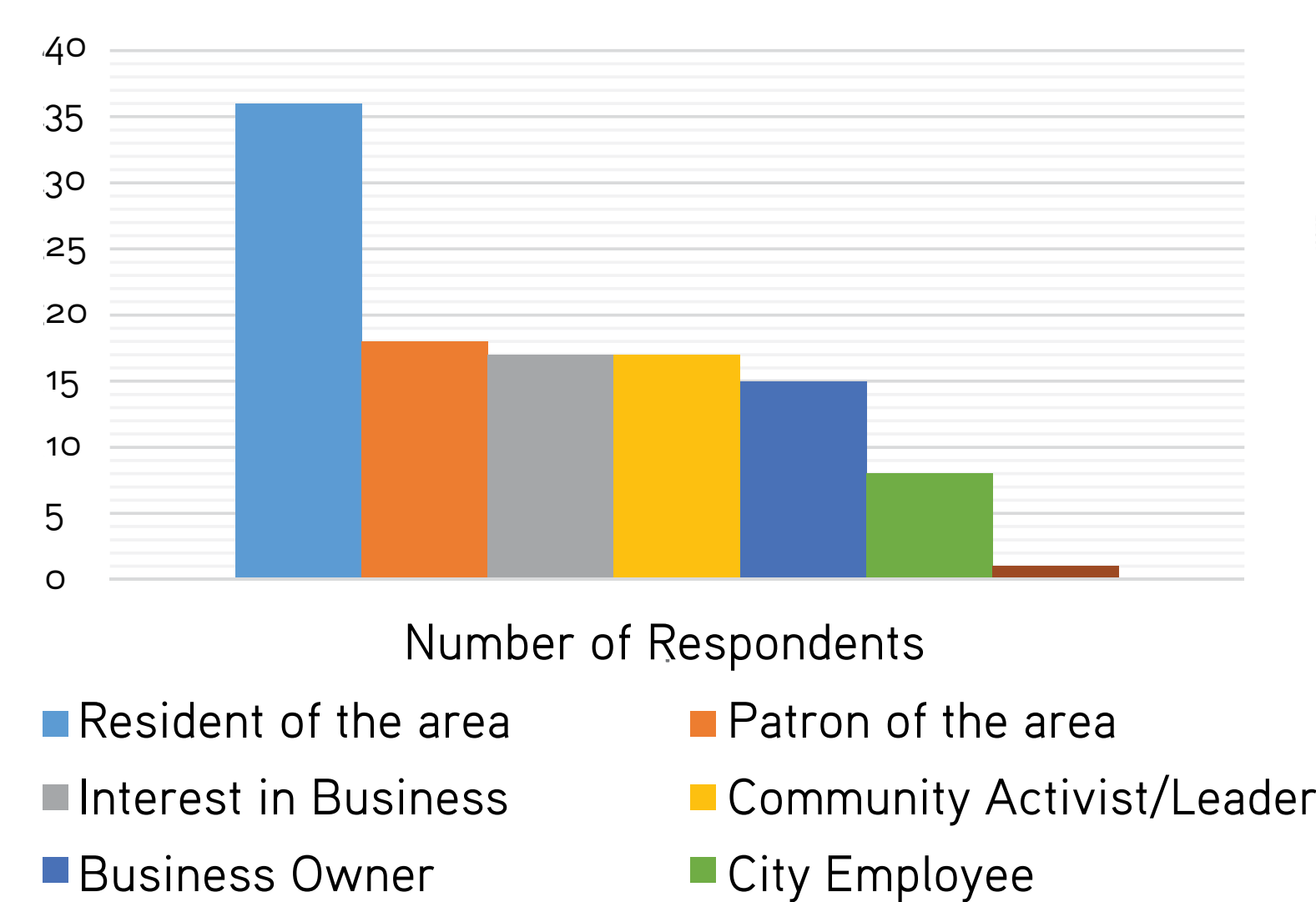
## Embed and Listen

Collect input from the community through informal conversations and meetings, surveys and activities, and form discussions and workshops.

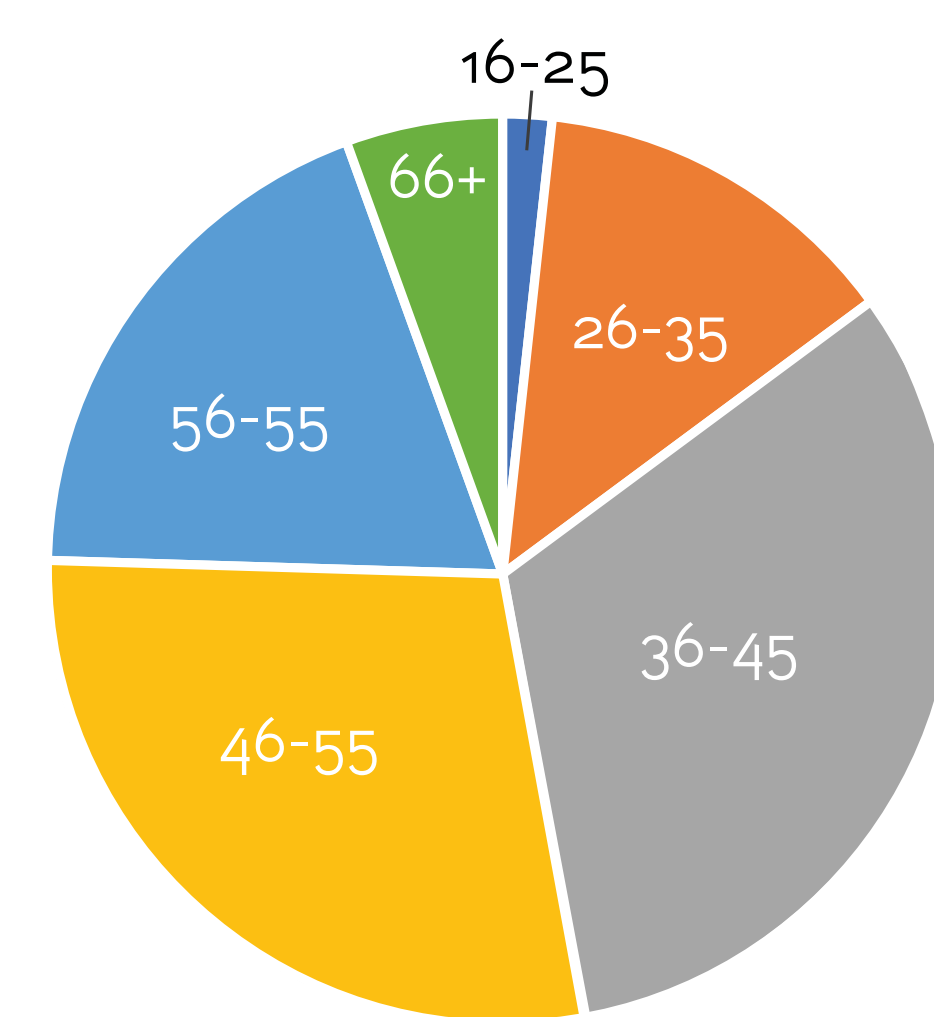
### Survey Results:

- 250 community interactions
- 54 completed surveys
- 8 recorded videos
- 6 hours of in-depth discussion and feedback

### Who Responded



### Age of Respondents



### biggest strengths of Cascade Heights Commercial District?

location, the potential, an affluent black community, rich history, green space - parks/trees/trails

### what should be the top priorities?

attracting new businesses, more diverse retail mix, a more walkable corridor, storefront improvements, community organizing

### what would improve the district right now?

crime reduction, greater diversity of retail, business incentives

### what types of businesses would you like to see?

restaurants & cafes, grocery stores/fresh food, arts & entertainment, coffee shops, collaborative spaces

### Community Priorities:

1. Support Economic Development
2. Expand Opportunities for Entrepreneurs
3. Create a Retail Destination
4. Reduce Crime in the Area

## Define and Collaborate

Distill overarching topics from the input received and define feasible efforts to address each. Bring in experts on each topic by establishing partnerships with other departments and organizations.

### Cascade Business Association

#### Mission:

To promote a positive and informed business environment for our members to achieve cultural, civic, social, economic, and business goals, and actively contribute to the vitality of the greater Cascade community.

### Cascade Steering Committee

The Cascade Next steering committee is a volunteer strategic planning group that has agreed to serve at least 4-6 hours monthly to help move the Cascade Next initiative forward. The members will receive additional training and support in strategic planning, budgeting, fundraising, and goal setting. The City of Atlanta will coordinate and schedule training sessions.

#### Vision:

Our vision for Cascade is to be a place that continues to thrive economically, foster a culture of opportunity and inclusion, celebrates our rich history, and embraces our future possibilities.

### Cascade Special Event Committee

Cascade Special Events Committee's goal is to introduce and uplift fresh, holistic, natural, culturally renewing and/or sustainable products and vendors to Cascade Heights, its neighboring communities, and other citywide visitors. They are planning and implementing the Live Fresh Cascade community event on May 19, 2018.

#### Values:

We care about creating a safe and clean environment to conduct business; promoting a culture of community and customer service; sharing an authentic narrative of Cascade; and driving increased economic opportunity for current and future business owners in Cascade.



**Educate** | Educate and empower the community through workshops, exhibits, lectures, and discussions.

## Business Breakfast Series

The Cascade Next Business Breakfast Series was created to give current business owners and entrepreneurs a place to get additional training and support for business recruitment, retention, and expansion in the Cascade Heights Commercial District.

7/21/17



**Managing Cash Flow**  
Presented by: Kabbage

8/18/17



**Understanding Credit**  
Presented by: Wells Fargo

9/15/17



**Expanding Your Business**  
Presented by: Access to Capital for Entrepreneurs

10/20/17



**Financial Planning**  
Presented by: Invest Atlanta

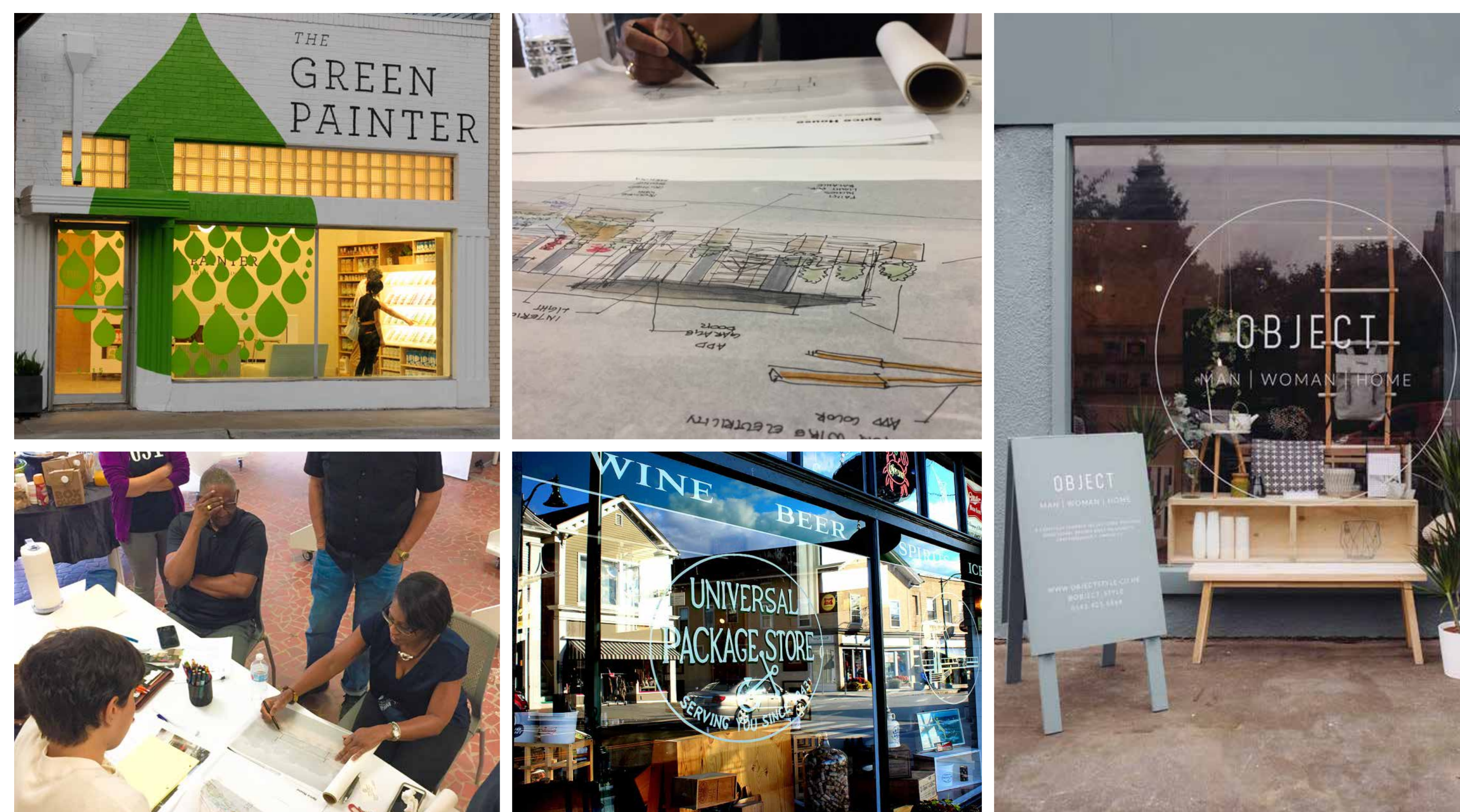
**Develop** | Develop innovative ideas and strategies through the creation of tools such as policies, case studies, guidelines, and design proposals

## Cascade Heights Commercial District



The Commercial District Profile was created to be a data driven marketing tool that helps to quickly orient potential investors and people to the Cascade Heights Commercial District. The goal for this piece was to be a visually appealing document that highlights the community assets and investment potential. This is one of several pieces of collateral that we plan to develop to help communities better tell their stories and make a business case for future investment.

## Storefront Redesign and Improvement Grant



In 2017, The City of Atlanta established a Storefront improvement program to help strengthen the revitalization of the community and increase economic activity and investment through urban design and small business support. This new round of program funding is targeting businesses in the Cascade Heights Commercial District. The initiative includes education, design assistance, and grant funds to help business and property owners make visible improvements that will give exposure and drive traffic to participating businesses and the district as a whole. The program provides grants of up to \$10,000 and as small as \$500 to property and business owners to be matched by their equal or greater investment of private funds for the purpose of rehabilitating commercial storefront and replacing deteriorated or poor quality commercial signs and awnings.

**Activate** | Activate places within the community through events, temporary installations, and physical improvements.

## Live Fresh Cascade Festival 2018

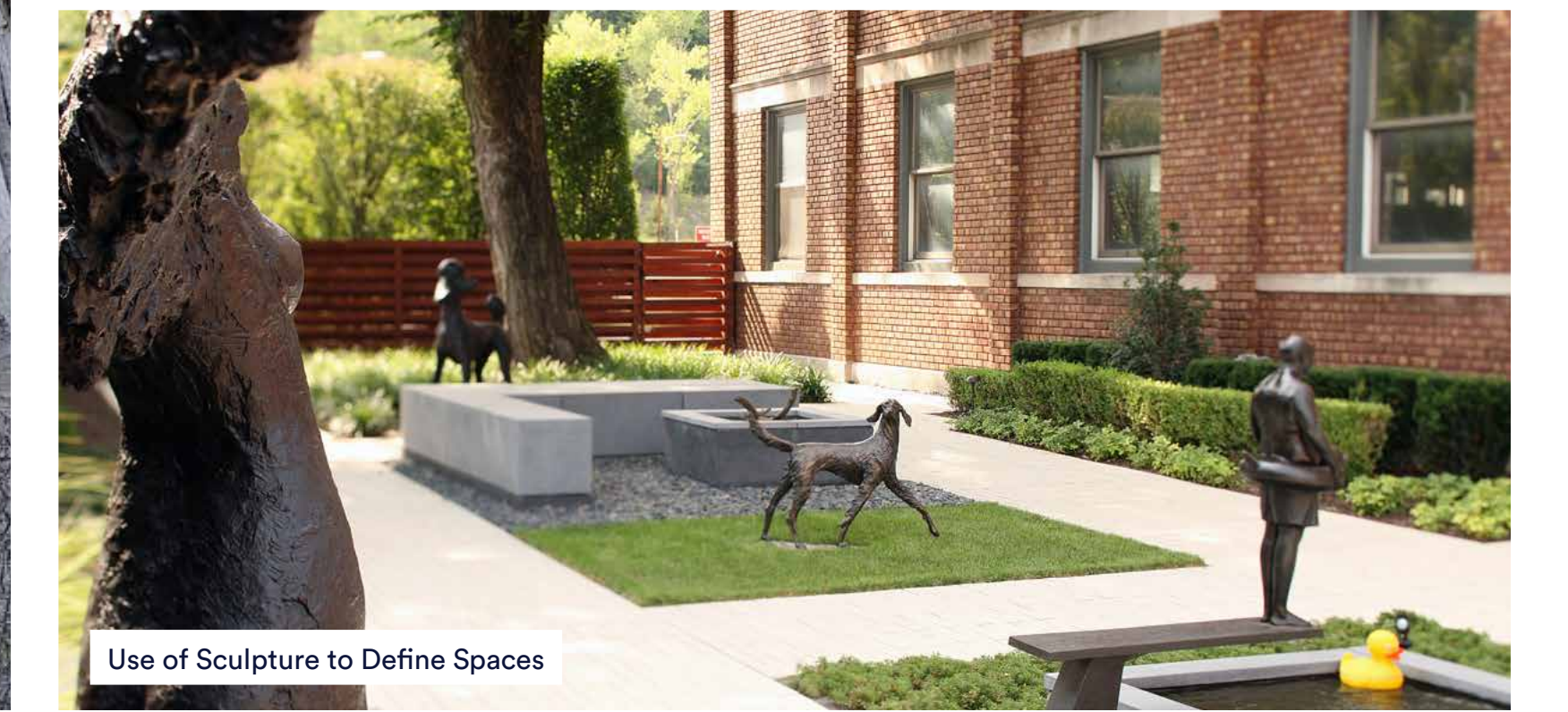
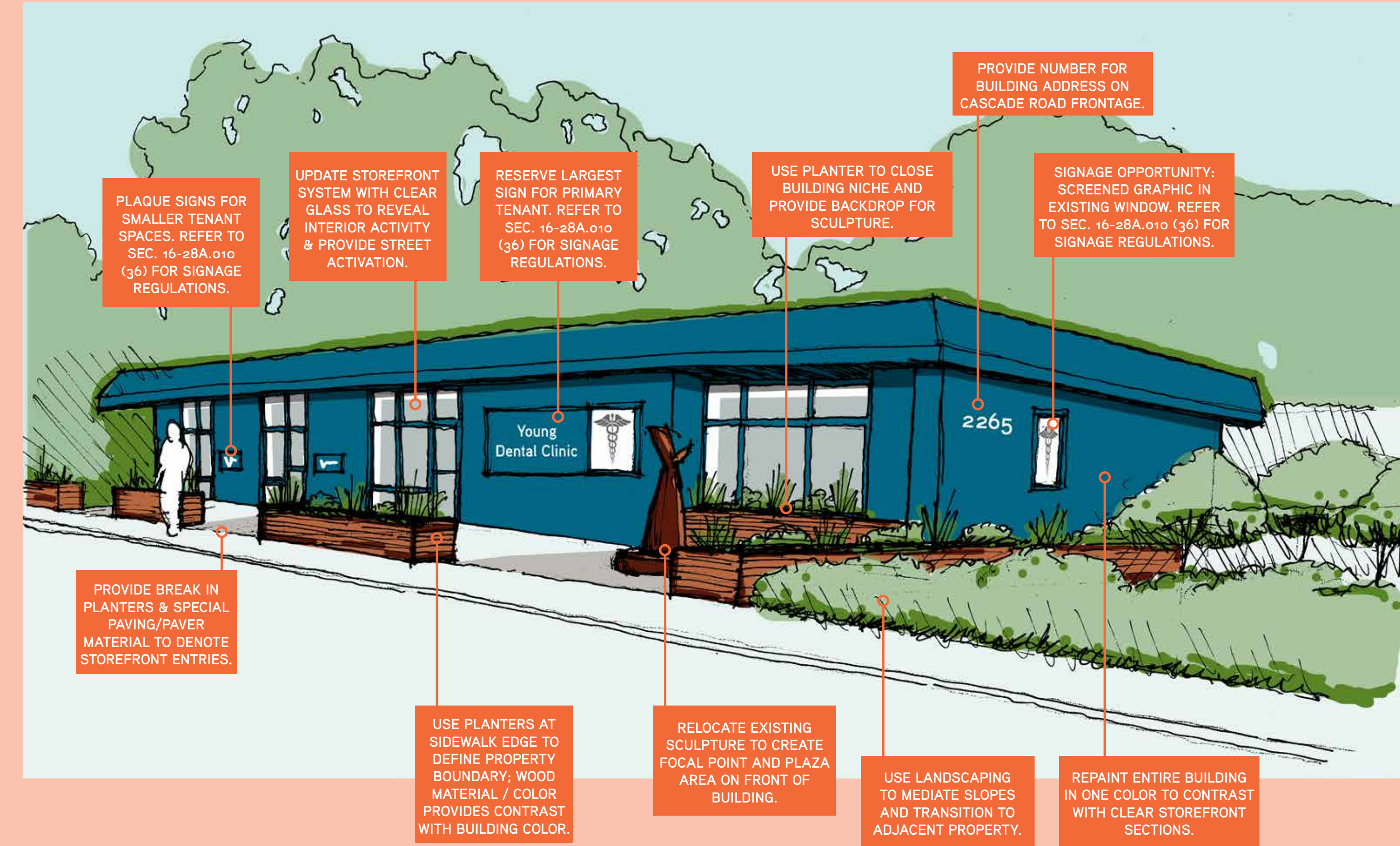


This event will showcase the Cascade Community as a vibrant and healthy destination location within the Atlanta Region featuring vegan and vegetarian cuisine, health, and wellness demonstrations, family friendly activities, live music, and a diverse group of vendors and local artists.

## Young Dental Clinic



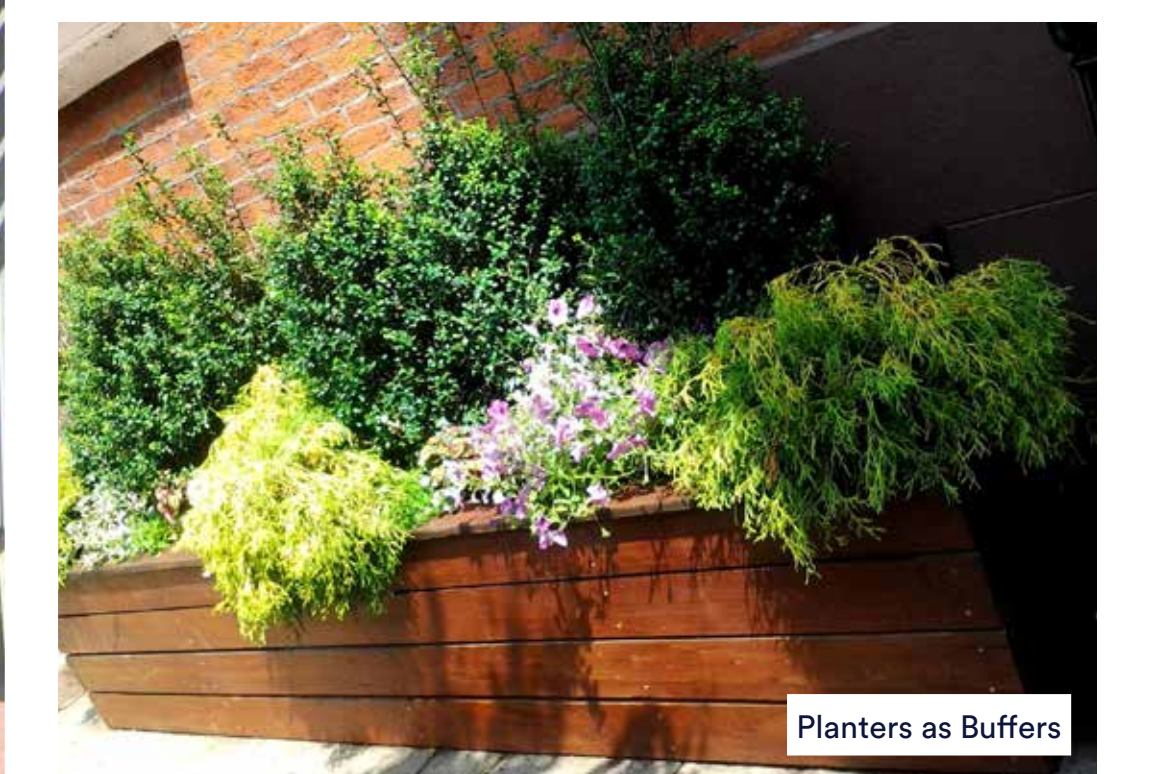
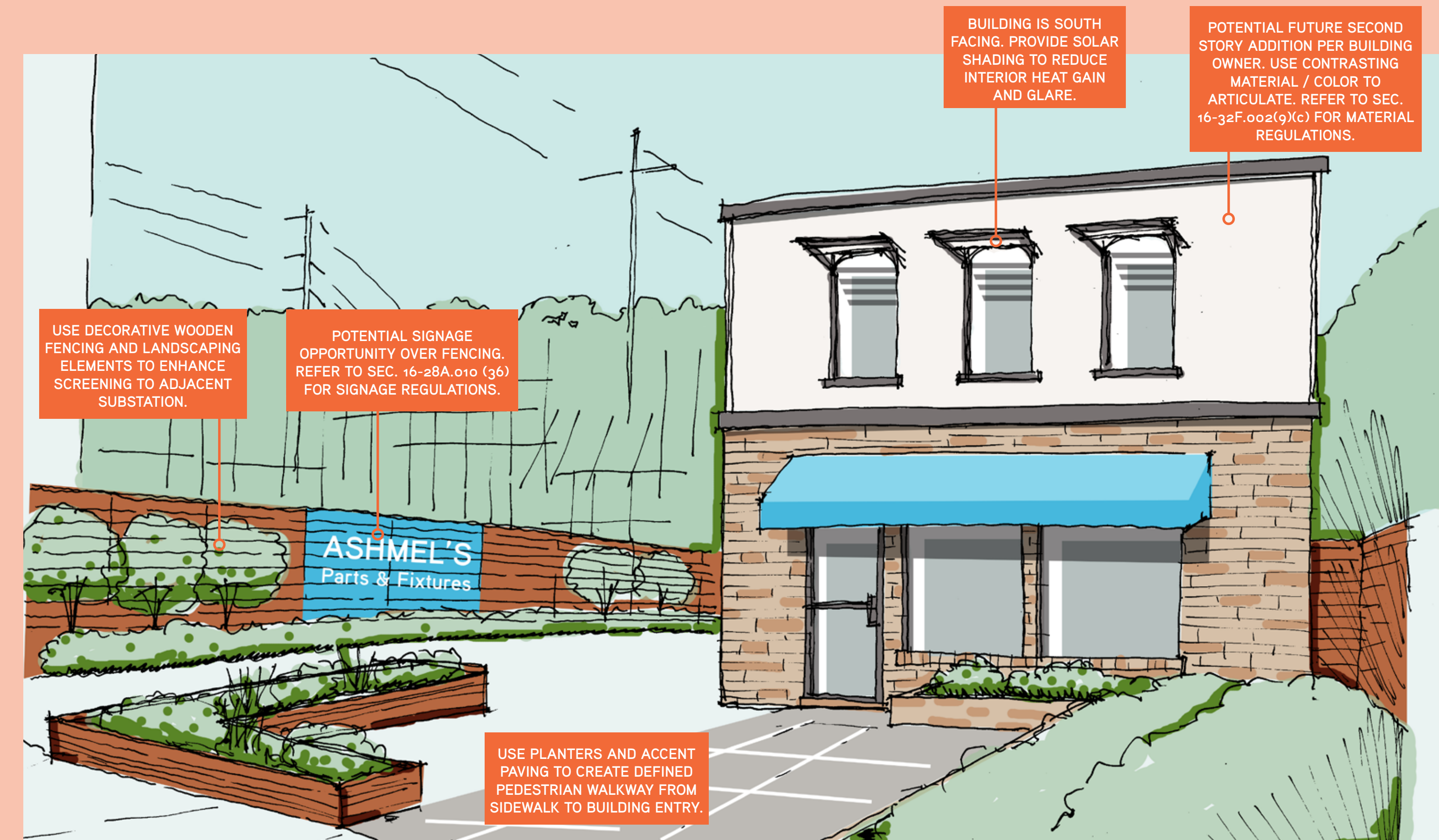
Young Dental Clinic is one of Cascade Height's oldest businesses. The building front is on Herring Road but has a Cascade Road address. The design proposal is focused on enhancing the building's visibility from Cascade and bringing greater definition and security to the property's edges. This is done by establishing a dominant color for the entire building and providing contrasting colors and materials to articulate the individual storefront entrances. Site definition is established through planting boxes along the sidewalk. Relocation of the existing sculpture from the south side of the building to the front could create a pedestrian plaza and focal point on the building.



## Ashmel's Plumbing



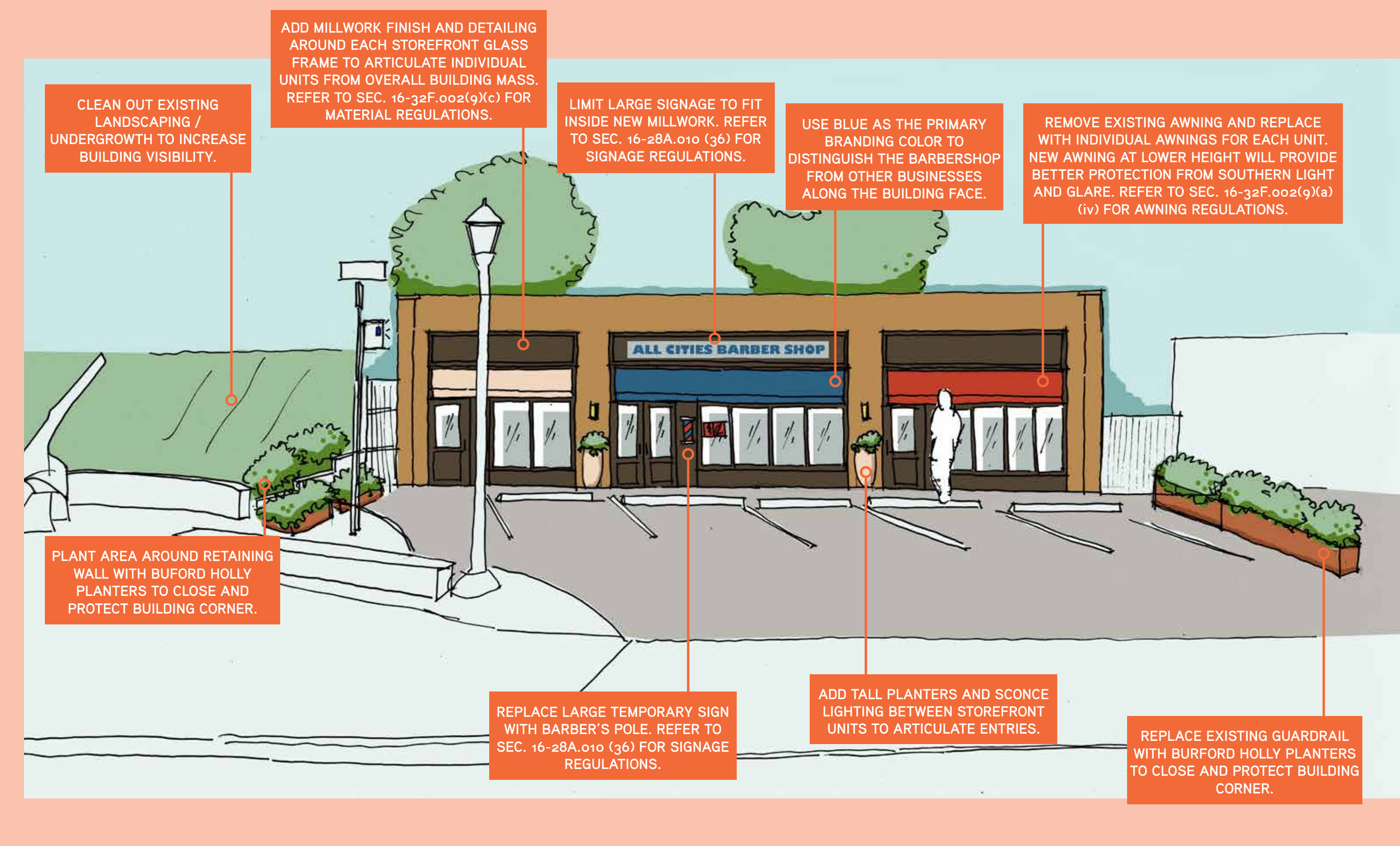
The design proposal for Ashmel's Plumbing is based on the applicant's desire to add a second story to the existing structure and bring greater definition to the site overall. Second story design should consider creating a material differentiation between existing and new building levels, providing an adequate number of scaled windows on the street frontage, and providing solar screening for any building fenestration due to its southern exposure. Planters, landscaping, and special paving surfaces can bring greater definition to property edges. Enhanced fencing can be used to provide additional screening to the adjacent power substation and create a signage opportunity.



## All Cities Barber Shop



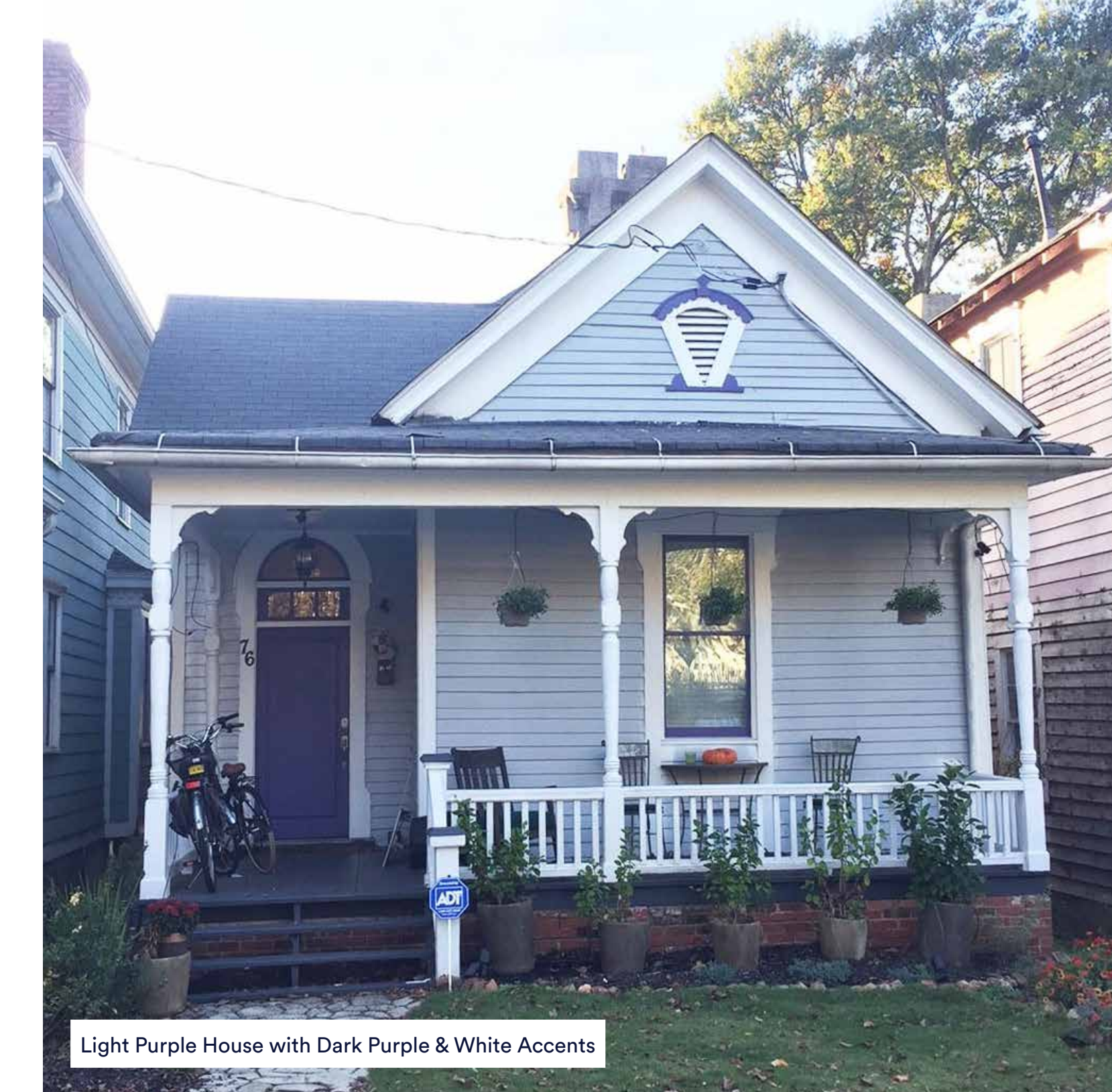
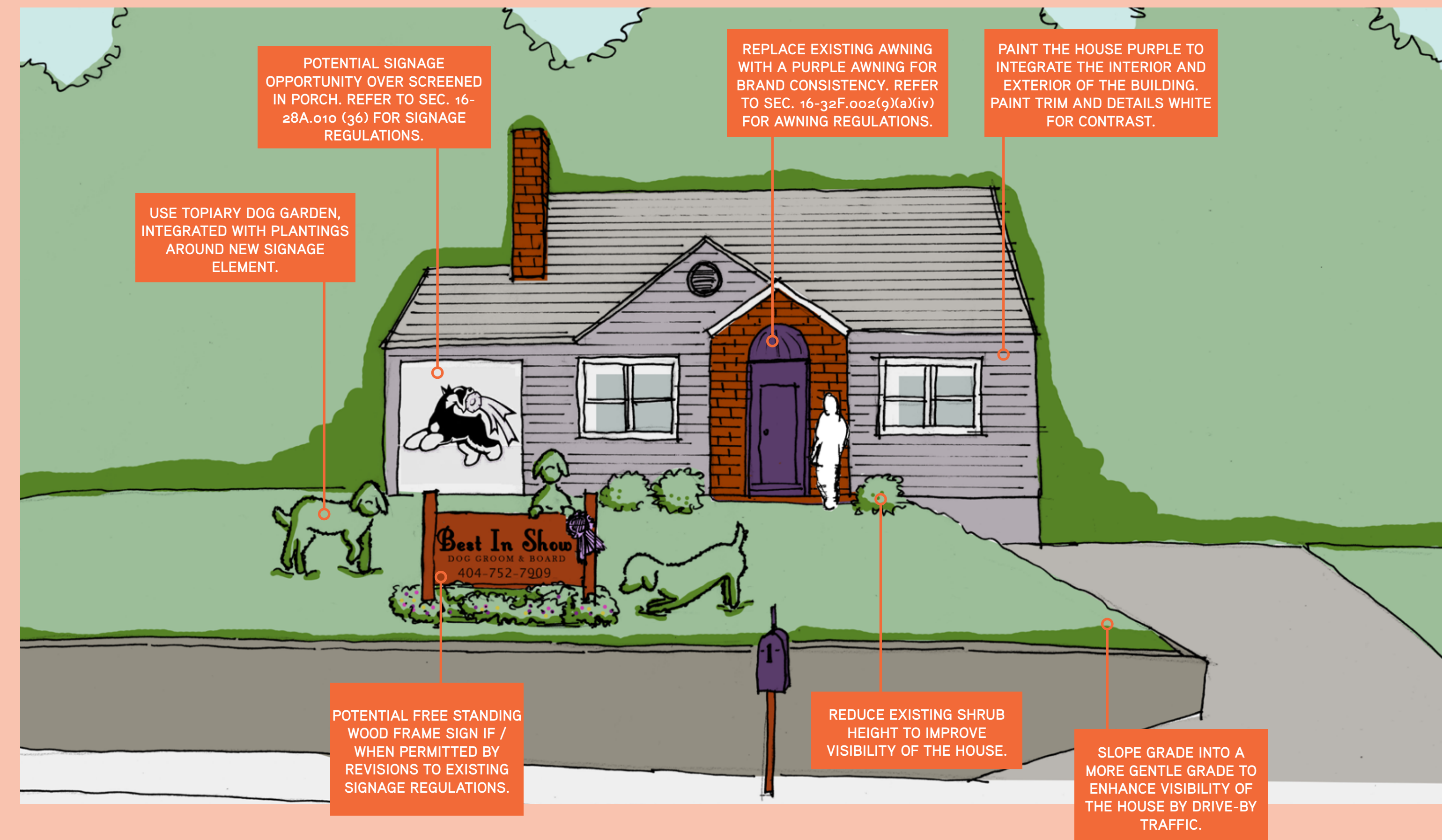
The primary goals for enhancing 2283 Cascade Road SW are protecting the property edges and corners and articulating individual units while maintaining a cohesive understanding of the building as a whole. Landscaping is proposed as a key method for securing the property while enhancing the parking area. Existing trees should be cleaned for increased visibility, while hearty Burford Hollies would help denote boundary lines. The design proposes removing the existing awning and adding custom millwork detailing around each unit, encompassing the main entrance and the windows as well as creating a header surface for signage and awnings.



## Best In Show



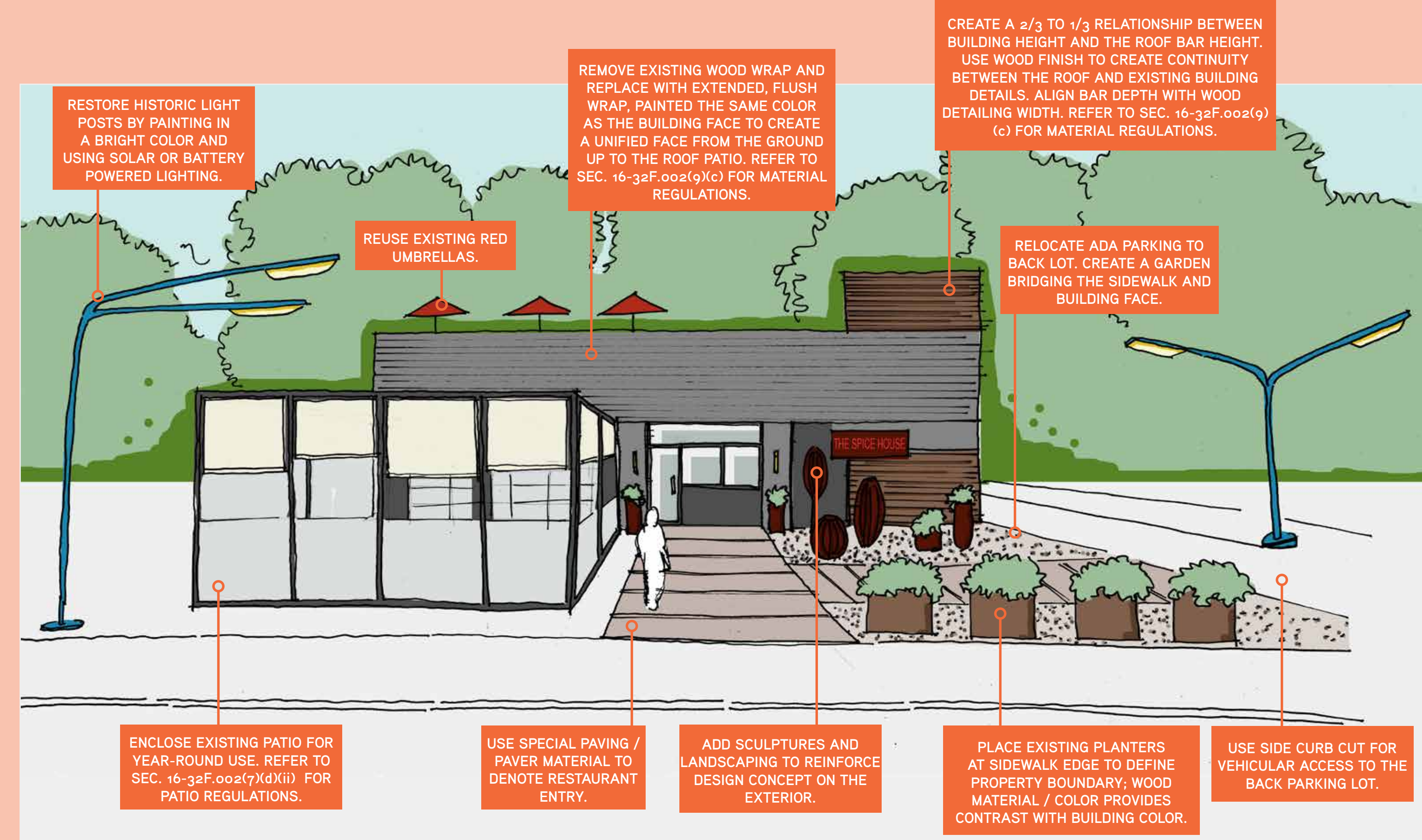
The design goals for Best in Show are to improve the visibility and perception of the structure from the street as a business rather than a residence. The design proposes extending the brand to the exterior by painting the building in lilac with dark purple and white accents and adding a graphic signage element on the screened porch. The yard and building visibility are also enhanced by trimming back existing plantings, softening the yard slope, and creating a topiary dog garden. A potential signage ordinance regulation revision could also allow for a wood frame free standing sign to serve as the primary signage element.



## The Spice House



The Spice House design proposal follows the current clean, minimalistic look of the restaurant with added warm accents. The proposal expands the seating capacity with the addition of a rooftop bar and the enclosure of the existing patio for year-round use. The key aesthetic goal for the expansion is to create a visual balance between the positive building mass and the negative rooftop space by extending the building height flush with the existing face. In addition to the extension, the design proposes connecting the building and sidewalk with a paved pedestrian path and a planted sculpture garden bringing the "taste of the islands" experience all the way to the street.



## Plus One Dental



The existing building for Plus One Dental features a painted brick façade with masonry details that provide additional articulation. Goals for the storefront redesign include adding accent elements that contrast with the existing building color including individual awnings for each entrance, accent colors on storefront metal systems, tenant signage, and lighting fixtures. Existing parking spaces must be maintained, but special paving surfaces could define pedestrian walkways to the front entrance. Side yard fencing should be replaced to define the property boundary and provide a measure of safety against existing steep slopes.

