

WE NEED YOUR HELP

STOP THE CUMBERLAND RD AND SOUTH 1ST HIGH-RISE

We need your help to **SAVE SOUTH FIRST**. We are asking for your support to **raise \$5,000 for a lawyer retainer** fee to help us explore our legal options against the development. Every dollar counts. If you care about protecting our neighborhood and being heard, **please donate** and share with your network.

WHAT'S BEING PROPOSED

- **8** stories
- **120** rental units
- Setbacks as little as **2-5ft** from nearby homes

WHY WE'RE AGAINST IT

- **TRAFFIC:** Cumberland Rd is already at “**undesirable**” levels. More cars & commercial activity will only make **congestion worse**.
- **PARKING:** Nearly **half the units lack parking**—causing spillover onto neighborhood streets or reliance on unreliable transit.
- **TOO CLOSE:** An **8-story wall just feet** from single-family homes.
- **NO TRANSPARENCY:** The neighborhood has not been meaningfully engaged in conversations around this project.

HOW YOU CAN HELP

- **DONATE & SHARE:** Help us raise \$5,000 for a retainer fee to explore our legal options
- **STAY INFORMED:** Visit our website to learn more | gena.org/cumberland-and-s-1st/

**THE DEADLINE TO
RAISE FUNDS IS SAT. 2/28**

