

WE NEED YOUR HELP

STOP THE 600 CUMBERLAND RD AND SOUTH 1ST HIGH-RISE

The GENA board has learned that the property at **600 Cumberland Rd and South First St** has received an approved site plan and plans to break ground soon. **We need your help to say no to developers and stop the Cumberland Road and South First high-rise.**

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

- **FOLLOW & SHARE:** [@SAVESOUTHFIRSTATX](#) ON INSTAGRAM
- **STAY INFORMED:** Visit our website to learn more | gena.org/save-south-first
- **CITY COUNCIL:** Share your concerns with your City Council Representative

