WELCOME  >  SSD OVERVIEW  >  Q&A  >  WHAT’S NEXT

BUILDING A BELTLINE FOR ALL

Special Service District
Northeast Study Group
February 23, 2021
beltline.org/ssd

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WELCOME > SSD OVERVIEW > Q&A > WHAT’S NEXT

TONIGHT’S ON + OFF CAMERA TEAM

Meeting Host
Whitney Fuller
Community Engagement, ABI

Presenter
Kara Cooper
Director of Economic Development, ABI

Expert Voice
Rob Brawner
Executive Director, ABP

Expert Voice
Jill Johnson
Director of Government Affairs, ABI

Expert Voice
Dwayne Vaughn
Vice President, Housing Policy & Development, ABI

Expert Voice
Kim Wilson
Vice President of Design & Construction, ABI

Expert Voice
Nonet Sykes
Chief Equity & Inclusion Officer, ABI

Expert Voice
Beth McMillan
Vice President, Community Planning Engagement, ABI

Expert Voice
Shaun Green
Senior Transportation Engineer, ABI

Meeting Support
Nathan Soldat
Community Engagement Manager, ABI

Meeting Support
Will Tucker
Community Analyst ABI

Meeting Support
Lynnette Reid
Community Planner ABI

Meeting Support
Jenny Odom
Communications & Media Relations Manager, ABI

Meeting Support
Heather Clave
Marketing Communications Manager, ABI
• Your line is muted, and you won’t be able to share your video or screen during the meeting.

• A recording of this meeting, the presentation, a copy of tonight’s Q&A and all other supporting materials will be made available online at www.beltline.org/meetings.

• If you are having technical difficulties during the meeting, please email engage@atlbeltline.org.
• The Legacy Resident Retention Program aims to mitigate displacement by helping current homeowners pay property tax increases.

• Residents who live in the designated program areas along the southern and western neighborhoods of the BeltLine who meet the following criteria are eligible for relief:
  • Currently living in their home
  • Lived there before March 2017
  • Have an annual household income below 100% of AMI

Visit beltline.org/retentionfund
or call 678-718-5469
Join the Atlanta BeltLine Partnership, the Atlanta Legal Aid Society, and the Grove Park Foundation for a free virtual workshops to help Fulton County property owners learn about the homestead exemption and how it could help lower their 2021 property tax bill.

The 2021 Home Empowerment workshop series is sponsored by Wells Fargo, Bank of America, and the Annie E. Casey Foundation.

Virtual information session(s) scheduled for
- February 24 at 6:00 p.m.
- March 13 at 10:00 a.m. and
- March 24 at 6:00 p.m.
Poll Question #1

What neighborhood do you live in?

- Ansley Park
- Brookwood Hills
- Lindbergh/Morosgo
- Midtown
- Morningside/Lenox Park
- Peachtree Hills
- Piedmont Heights
- Sherwood Forest
- Another Neighborhood within City of Atlanta
- Another Neighborhood outside the City of Atlanta
Poll Question #2

How would you rate your knowledge of the BeltLine Special Service District (SSD)?

- I have never heard of a Special Service District.
- I heard about it and want to learn more.
- I heard about it and have a strong opinion.
- I know more than most.
- I am a Special Service District expert.
Poll Question #3

How would you rate your knowledge of the BeltLine's full portfolio of projects?

- I'm an expert
- I know more than most people
- I don't know a lot, but I want to learn more
- I don't know anything about the BeltLine
Vision: to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
WHY DO WE NEED AN SSD NOW?

• To close the funding gap
• To complete the trail loop
• To ensure equity around the loop
• To expand commercial growth
• An SSD is a targeted tax district where commercial and multi-family property owners in the Atlanta BeltLine Planning Area pay slightly more in property taxes to fund the Atlanta BeltLine trail completion in order to expand and connect commercial trade activity.

• An SSD would be created through legislation adopted by Atlanta City Council.
Poll Question #4

Who is online in the audience tonight? (Select the category below that best describes you)

• Commercial property owner
• Multi-family property owner
• Commercial building tenant
  Multi-family/ Apartment building tenant
• Single-family homeowner
• Single-family home renter
• I am a concerned citizen
• I am a community Advocate
• Another stakeholder not listed here
Poll Question #5

Are you inside of the Atlanta BeltLine Planning Area?

• Yes
• No
• I don’t know
The goal of the SSD is to produce $100 million to construct the 22-mile mainline trail loop.
Who is in the district:
Commercial and multi-family property owners located within the Atlanta BeltLine Planning Area (~5,000 parcels)
At ~2 mills, almost half of all SSD parcels would pay less than $250 annually.

Top 3% pay about 2/3 of annual revenue generated.
IMPACT ON COMMERCIAL PROPERTIES IN THE NORTHEAST STUDY GROUP (2020 VALUES):

• 79% of commercial parcels would pay less than $1000 per year.
• 55% of commercial parcels would pay less than $500 per year.
• Assessment would be on property owners’ 2021 tax bills in fall 2021. If applicable, true-ups with tenants expected in 1Q 2022.
Real life example:
Restaurant

Appraised value:
$297,000

Assessed value:
$119,000

Annual SSD investment @ 2 mills:
$238
WHAT IS THE POTENTIAL FINANCIAL IMPACT?

Real life example:
337-unit apartment complex (Luxury Class-A)

Appraised value:
$85.3 million

Assessed value:
$34.1 million

Annual SSD investment @ 2 mills:
$68,263
SSD funding and the completion of the 22-mile loop of trails by 2030 will leverage these benefits:

- **50,000 JOBS CREATED** near the Atlanta BeltLine, approximately 20,000 more than originally projected.
- **UP TO $150 MILLION IN CONSTRUCTION FUNDING** targeted to minority-owned contractors.
- **$7 MILLION in additional support** for small businesses.

Once completed, the Atlanta BeltLine is expected to deliver a total impact of **$10 billion for Atlanta** and its residents, serving as a national and international model of excellence in equitable economic development.
SSD funding and the completion of the 22-mile loop of trails by 2030 will leverage these benefits:

- **$50 million** in additional Affordable Housing funding unlocked from the BeltLine Tax Allocation District (TAD) that will ensure that the BeltLine reaches its goal of 5,600 units of affordable housing by 2030.
- **$12.5 million** Community Retention Fund to help keep legacy residents in their homes and alleviate increasing property tax burdens.
- **$350 million** for trail completion. $100 million from SSD unlocks $250 million from philanthropy, BeltLine TAD, and other sources.
Phone Attendees

• Press *9 on telephone keypad to “raise your hand” during the Q&A to indicate you want to speak. Facilitator will unmute your mic.

Online Attendees:

• Submit a question or comment any time in Q&A box.
• The “raise your hand” feature is available to all Zoom participants however we are prioritizing phone attendees.

Facebook Live Attendees:

• Please feel free to participate in the “Comments Section.” Someone on our staff will make sure I see your questions.
Poll Question #6

How would you rank your knowledge of the Special Service District?

• I still don’t know what it is
• I’ve learned some things tonight and still have questions
• I got the answers I was seeking and I know more
• I am comfortable enough with my knowledge of the Special Service District to share with my neighbor
Poll Question #7

Was this meeting helpful?

• Yes
• No
• No opinion
WHAT'S NEXT?

ATLANTA BELTLINE ENGAGEMENT

- Gather feedback from this and other public meetings
  - March 1\textsuperscript{st} @ 6pm
  - March 4\textsuperscript{th} @ 6pm
- engage@atlbeltline.org
- www.beltline.org/ssd

ATLANTA CITY COUNCIL

- Proposed legislation is reviewed by Atlanta City Council committees
- Full Council votes on legislation in mid-March
- Fulton County Tax Assessor processes SSD; it would first appear on fall 2021 tax bills
THANK YOU!