First Quarterly Briefing of 2021
2.18.21
VIRTUAL MEETING FORMAT

- 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.
Poll Question #1

What neighborhood do you live in?

- BeltLine Neighborhood Northeast Atlanta
- BeltLine Neighborhood Southeast Atlanta
- BeltLine Neighborhood Southwest Atlanta
- BeltLine Neighborhood Northwest Atlanta
- A neighborhood in City of Atlanta not on this list
- A neighborhood outside the City of Atlanta
Poll Question #2

How many BeltLine meetings have you been to?

• None
• 1-5 meetings
• 6 or more meetings
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
Vison: to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
TONIGHT'S ON + OFF CAMERA TEAM

CEO
Clyde Higgs

COO
Ruben Brooks

GC
Aasia Mustakeem

CEO
Nonet Sykes

Senior Team
Kim Wilson

Senior Team
Beth McMillan

Senior Team
Dwayne Vaughn

Senior Team
Twanna Harris

Senior Team
Kelvin Collins

Senior Team
Jill Johnson

Senior Team
Dave Pierce

Senior Team
Kevin Burke

Senior Team
Kara Cooper

Expert Voice
Shaun Green

Expert Voice
Miranda Kyle

ABP
Rob Brawner

QB Host
Nathan Soldat

QB Support
Whitney Fuller

QB Support
Will Tucker

QB Support
Lynnette Reid

QB Support
Rashida Williamson

QB Support
Jenny Odom

QB Support
Heather Clavé
Progress Update:
- BeltLine Loop
- Connector Trails
- Parks
- Streetscapes

Atlanta BeltLine Trails
- Completed
- Under Construction
- In Design
- Study in Progress

Atlanta BeltLine Parks
- Under Construction
- In Design

Atlanta BeltLine Planning Area (BPA)
Affordable Housing

**Madison Reynoldstown:**
- 116 units in Reynoldstown

**1091 Tucker Avenue:**
- 23 units in Oakland City

**East Medinah Village I:**
- 255 units in Peoplestown

**Stanton Park Apts:**
- 56 units in Peoplestown

**1061 Memorial Drive:**
- 29 units in Reynoldstown

**1265 Lakewood Avenue:**
- 160 units in Peoplestown

**Blackburne Greene:**
- 54 units in Pittsburgh

**West End Mall:**
- 91 units in the West End

**680 Hamilton:**
- 41 units in Boulevard Heights

**1015 Boulevard:**
- 48 units in Grant Park

**Novel West Midtown (1330 Fairmont Avenue):**
- 34 units in Blandtown

**1246 Allene Avenue:**
- 49 units in Capital View
AFFORDABLE HOUSING

AFFORDABLE UNITS CREATED/PRESERVED

TAD and Planning Area boundaries are represented here for illustrative purposes only.

For precise boundary lines, please visit: beltline.org/map

CHART LEGEND

ABI Atlanta BeltLine
AH Atlanta Housing
DAFC Development Authority of Fulton County
DCA Department of Community Affairs
IA Invest Atlanta

22-MILE ATLANTA BELTLINE CORRIDOR

3,195 TOTAL AFFORDABLE UNITS
(2006-Present)

1,042 AFFORDABLE UNITS

487 UNITS SUPPORTED BY IA/ABI

555 UNITS SUPPORTED BY DCA, AH, AND DAFC

1,262 UNITS SUPPORTED BY DCA, AH AND DAFC

891 UNITS SUPPORTED BY IA/ABI

2,153 AFFORDABLE UNITS

BELTLINE PLANNING AREA
Outside TAD within 1/2 Mile of the Atlanta BeltLine.

BELTLINE TAX ALLOCATION DISTRICT (TAD)
TAD Goal: 5,600 Units
ECONOMIC DEVELOPMENT OVERVIEW

Façade artist partner selection phase

Business org proceeds with forming

Workforce development pilot underway

Ongoing virtual business mtgs during COVID-19

515 Ralph David Abernathy Blvd – One of the 2020-2021 Façade Program Sites
Virtual Meeting Q&A

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.
WHAT IS THE CHALLENGE?

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
WHAT IS A SPECIAL SERVICE DISTRICT?

• An SSD is a 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.

• An SSD would be created through legislation adopted by Atlanta City Council.
Poll Question #1

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

• I have never heard of a Special Services 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 Services District expert
Poll Question #2

Who is 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 #3

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.
Real life example: Restaurant

Appraised value: $200,000

Assessed value: $76,000

Annual SSD investment @ 2 mills: $152
Real life example: 10-unit apartment complex

Appraised value: $500,000

Assessed value: $195,000

Annual SSD investment @ 2 mills: $390

WHAT IS THE POTENTIAL FINANCIAL IMPACT?
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.
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Poll Questions

Poll Question #1

How did you hear about this meeting? (multiple choice)

- Email from Atlanta BeltLine, Inc.
- Automated Phone Call from Atlanta BeltLine, Inc.
- Social Media
- Communication from a family member, friend or neighbor
- Other
Poll Question #2

What is your preferred method or methods of communication? (multiple choice)

- Email
- Social Media
- Automated Phone Call
- Text Message
- US Postal Mailing
Poll Question #3

Was this meeting helpful?

• Yes
• No
• No opinion
WHAT'S NEXT?

ATLANTA BELTLINE ENGAGEMENT

• Gather feedback from this and other public meetings
  • Feb. 23rd @ 6pm
  • March 1st @ 6pm
  • March 4th @ 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!