



The Neighborhood Reinvestment Initiative:

Making Atlanta the Best Place to Raise a Child
by Leveraging A New Generation of Tax Allocation Districts

Courtney English, Chief of Staff



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Our North Star:
Make Atlanta the Best
Place to Raise a Child

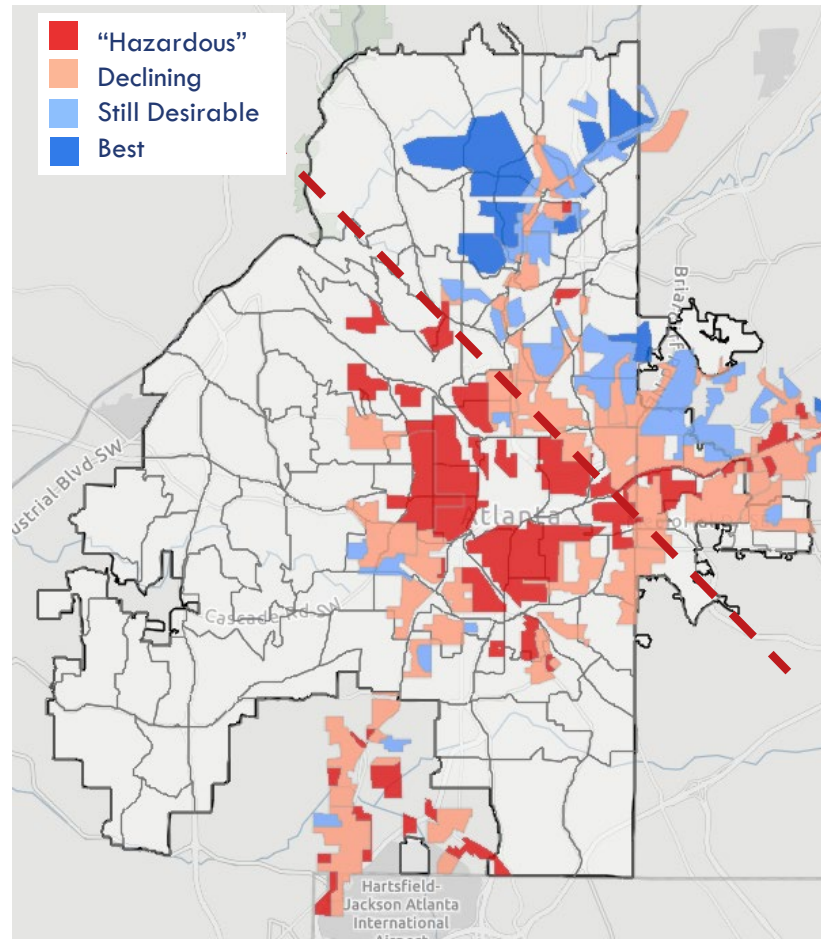
A TALE OF TWO CITIES

Atlanta's Historic Disparities and Current Conditions

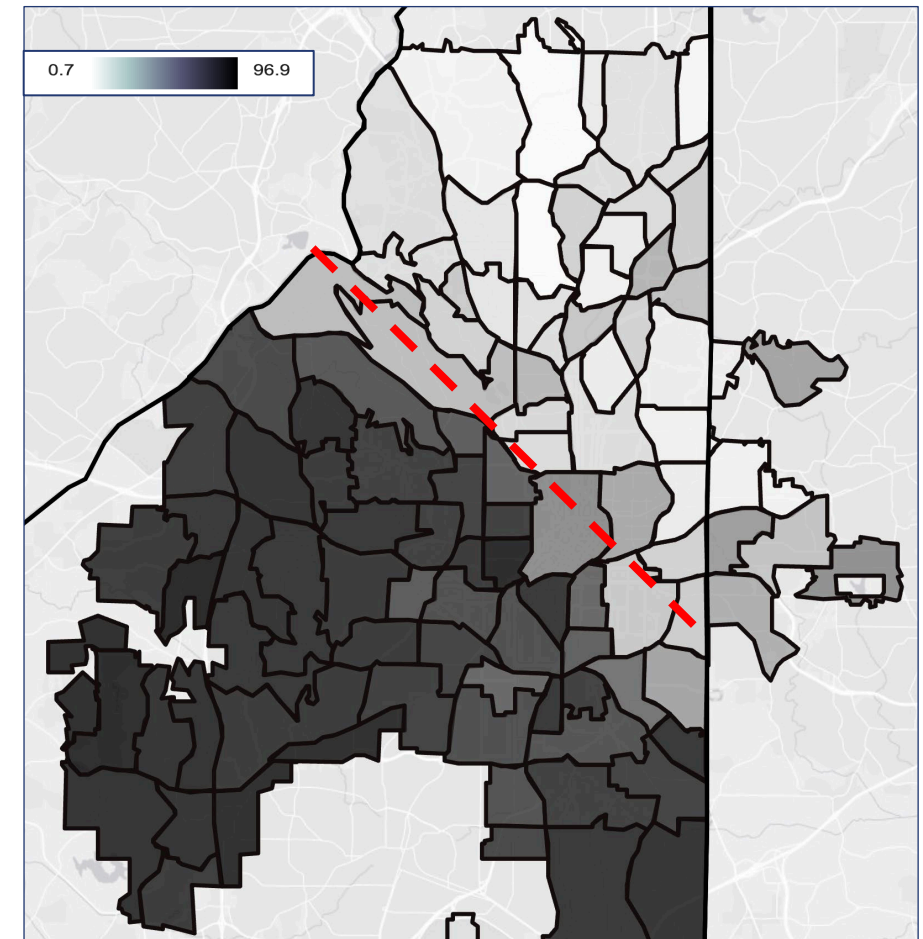
Atlanta ranks last in economic mobility:

Decades of Policy-Making Have Created Segregated Pockets of Opportunity

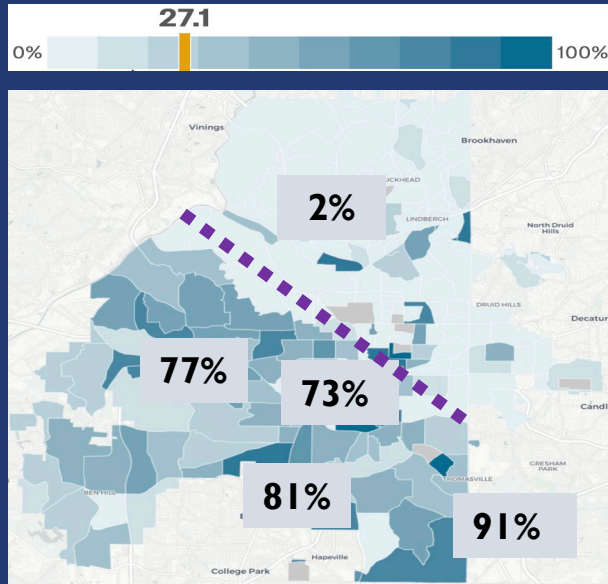
Redlined Districts
c. 1930s



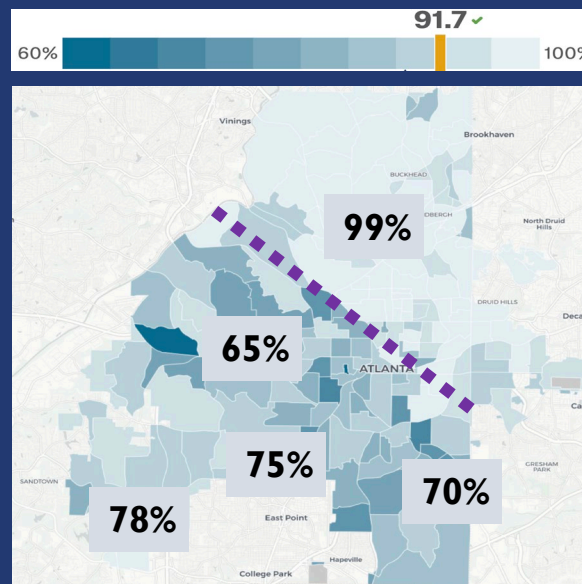
Black Population
2020, %



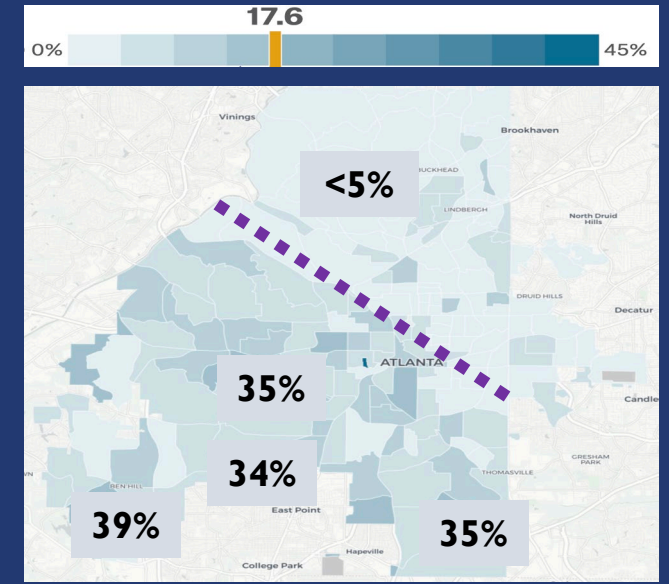
Children Living in Poverty



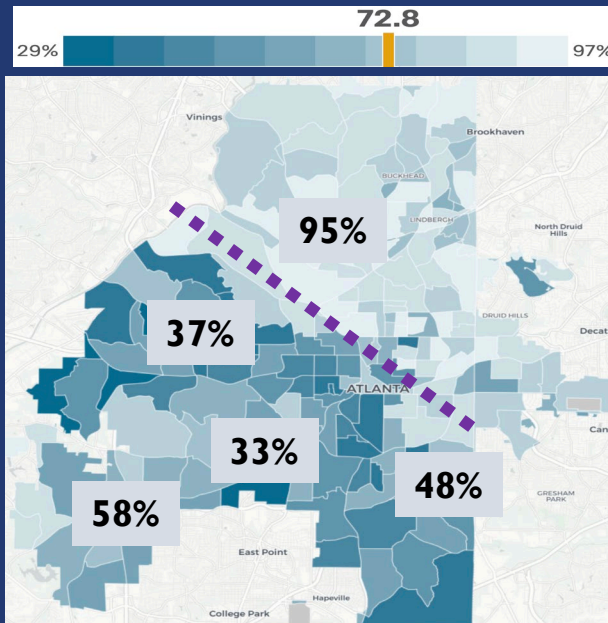
High School Completion



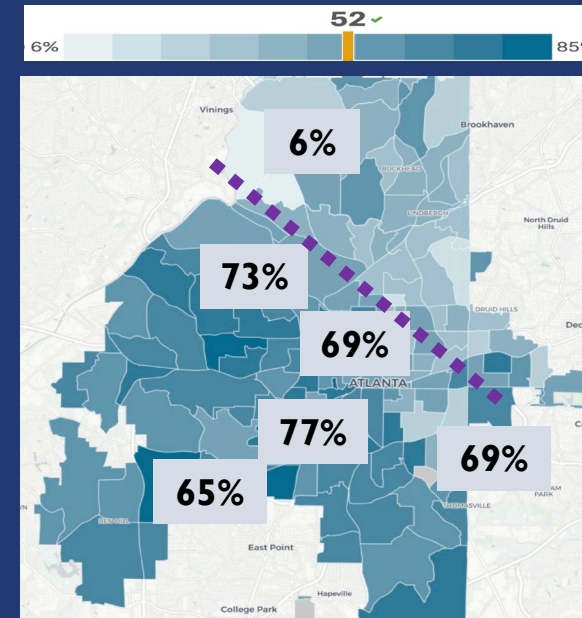
Residents who are Uninsured



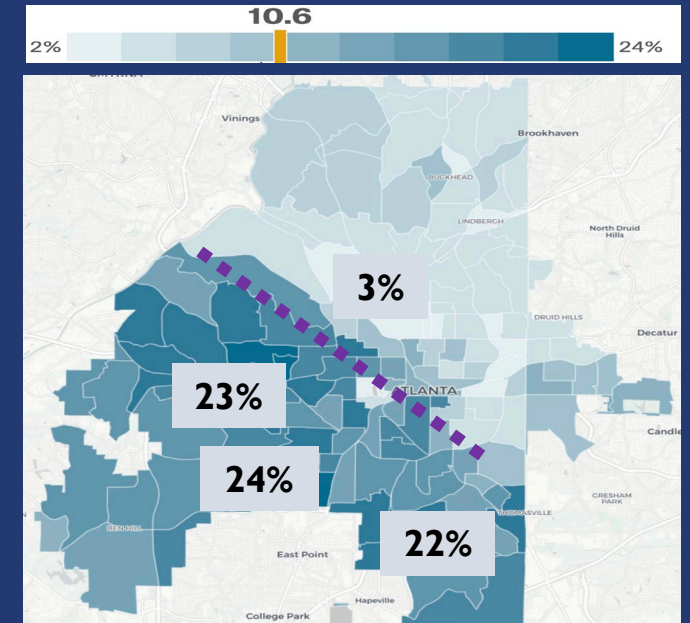
Broadband Access



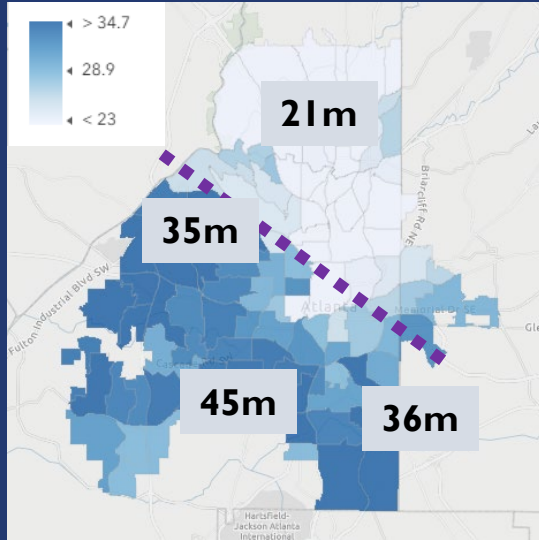
Rent Burdened Households



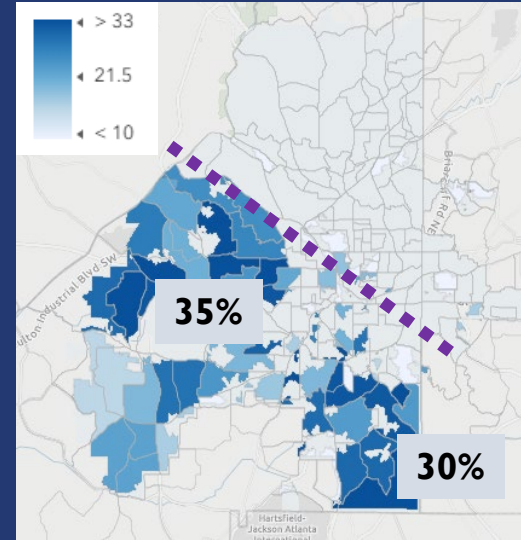
Residents with Diabetes



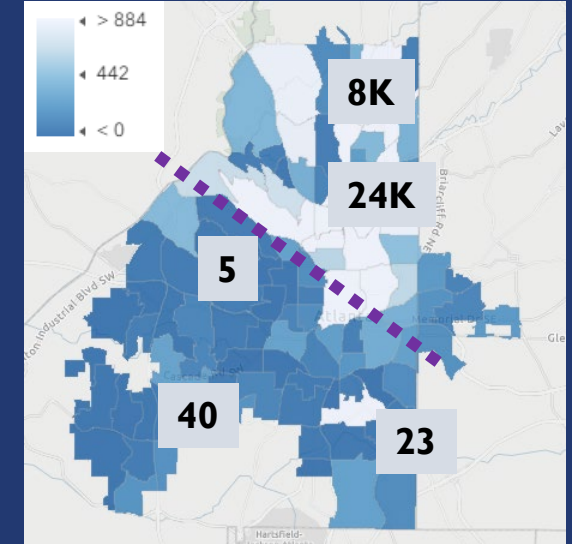
Average Daily Commute Times



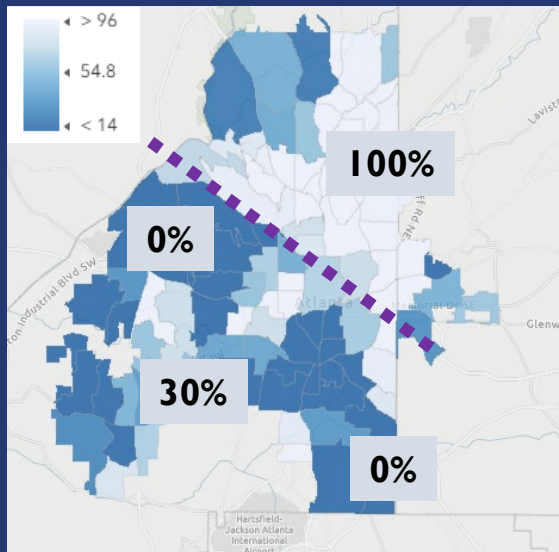
Families Receiving SNAP*



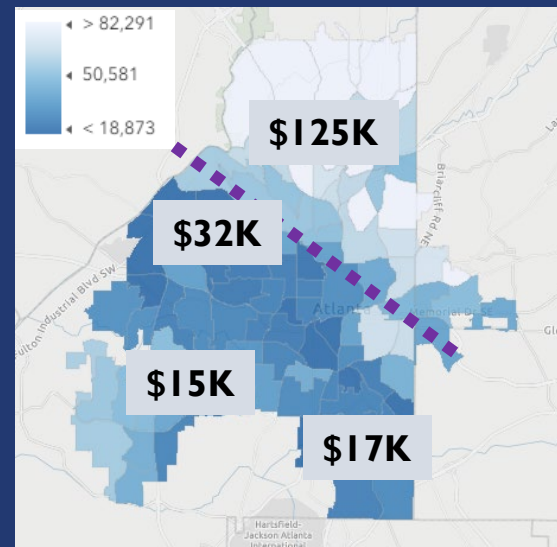
Industries with Office Jobs



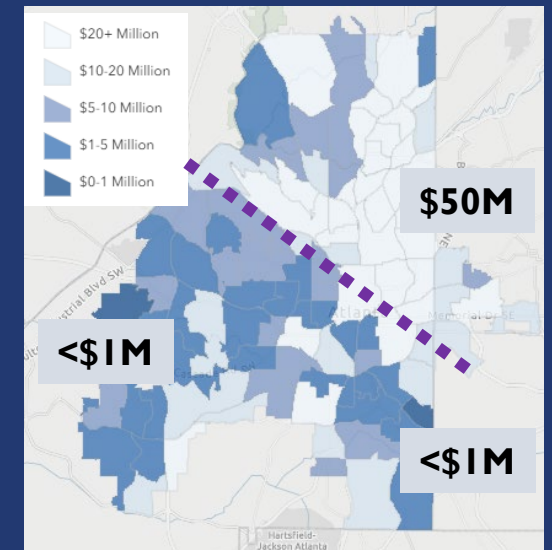
People in Poverty Living within 1 Mile of Fresh Food



Median Household Income



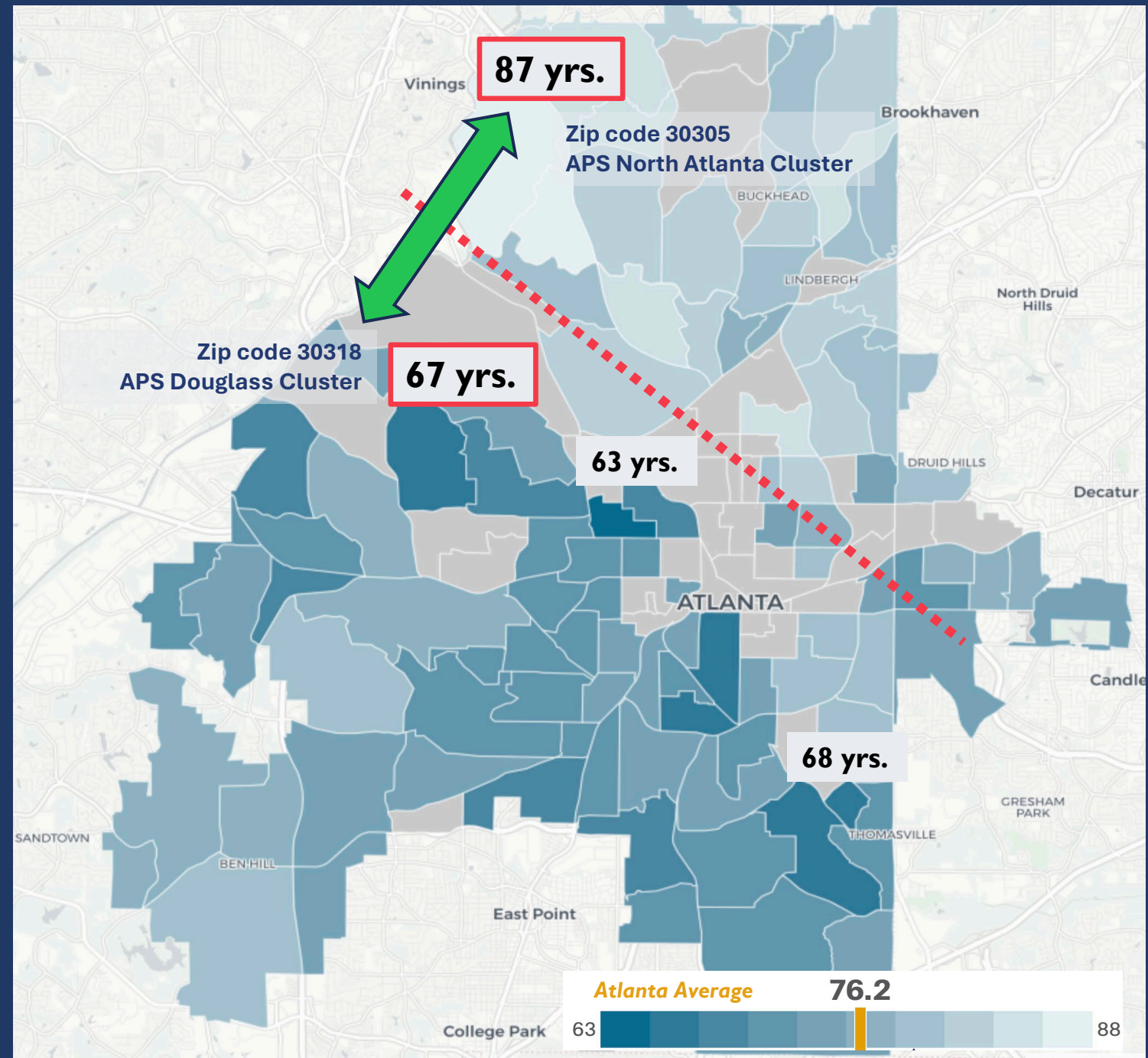
Small Business Revenue



*No SNAP data reported above the line because no low food access areas are above the line

There is a **direct connection** between the **negative health, economic, and social outcomes** experienced by those living in **South and West Atlanta** and the decades of **public policies** designed to **foster segregation**.

Just 7 miles separate Atlantans' who live 20 years longer than their neighbors.



OUR COMPREHENSIVE RESPONSE

The Neighborhood Reinvestment Initiative

A Comprehensive Strategy:

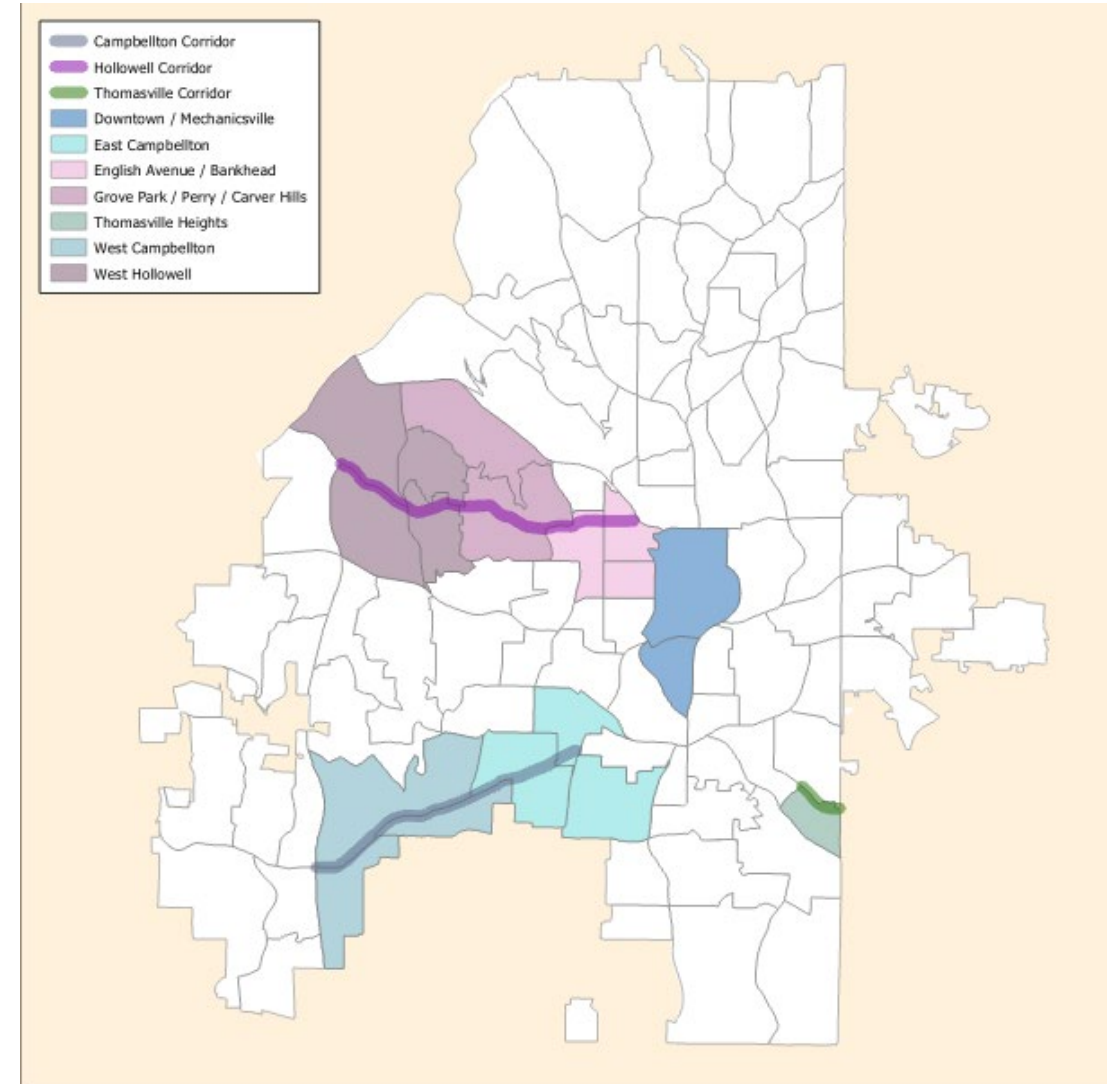


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These challenges impact all our jurisdictions, and we are ready to reverse these cycles of disinvestment through a new whole-neighborhood strategy.

Starting in seven priority neighborhoods, we will concentrate and braid resources into the building blocks of healthy neighborhoods—both investments in people and place.

To accelerate the place-based work, we must extend our Tax Allocation Districts to reduce the equity gaps facing our City.

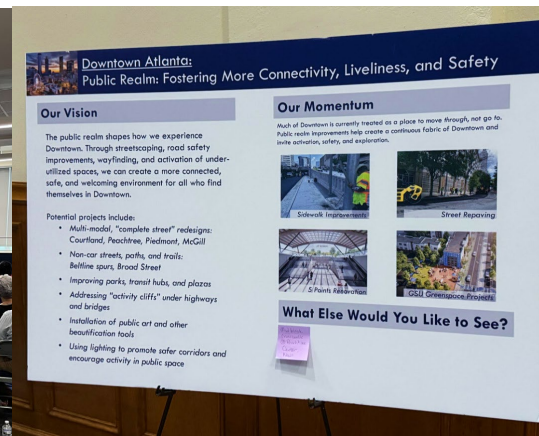


The Mayor's NRI applies proven models to our most disinvested places.

Why these neighborhoods first?

- Active resident leadership
- Sizable public and private assets
- Adjacency to leverageable market conditions
- Share poor outcomes, linked to environmental conditions
- Geographic distribution that helps catalyze citywide improvements

We've been meeting with community members for three years in our priority neighborhoods to shape our project lists, prioritize next steps, and build neighborhood capacity to lead this work.




This Work is Getting Results Citywide

189 Owner-Occupied Rehab grants issued since 2022

4,740 Households helped by the HHC in 2024

APS achieves **highest graduation rates** in their history

Homicides (*YTD from '22)
 **44%**

12K+ units of affordable housing

587 Households received eviction diversion funds


\$30M invested in youth services and nonprofits

Violent Crime (*YTD from '22)
 **31%**

Historic **AAA** Credit Rating

On Track to accept **455** recipients into Anti-Displacement Tax Fund in 2025

30K+ youth impacted through ATL Year of the Youth

Youth Crime
 **56%** during ATL Year of the Youth

A BRIEF REVIEW OF TADS

A History of reinvestment

TADs Can Be Our Engine To Supporting Healthy Neighborhoods

TADs Contain or Surround:

- **87%** of the schools with >30% mobility
- **68%** of the census tracts with low to no fresh food access
- **100%** of the ten highest neighborhoods of family poverty

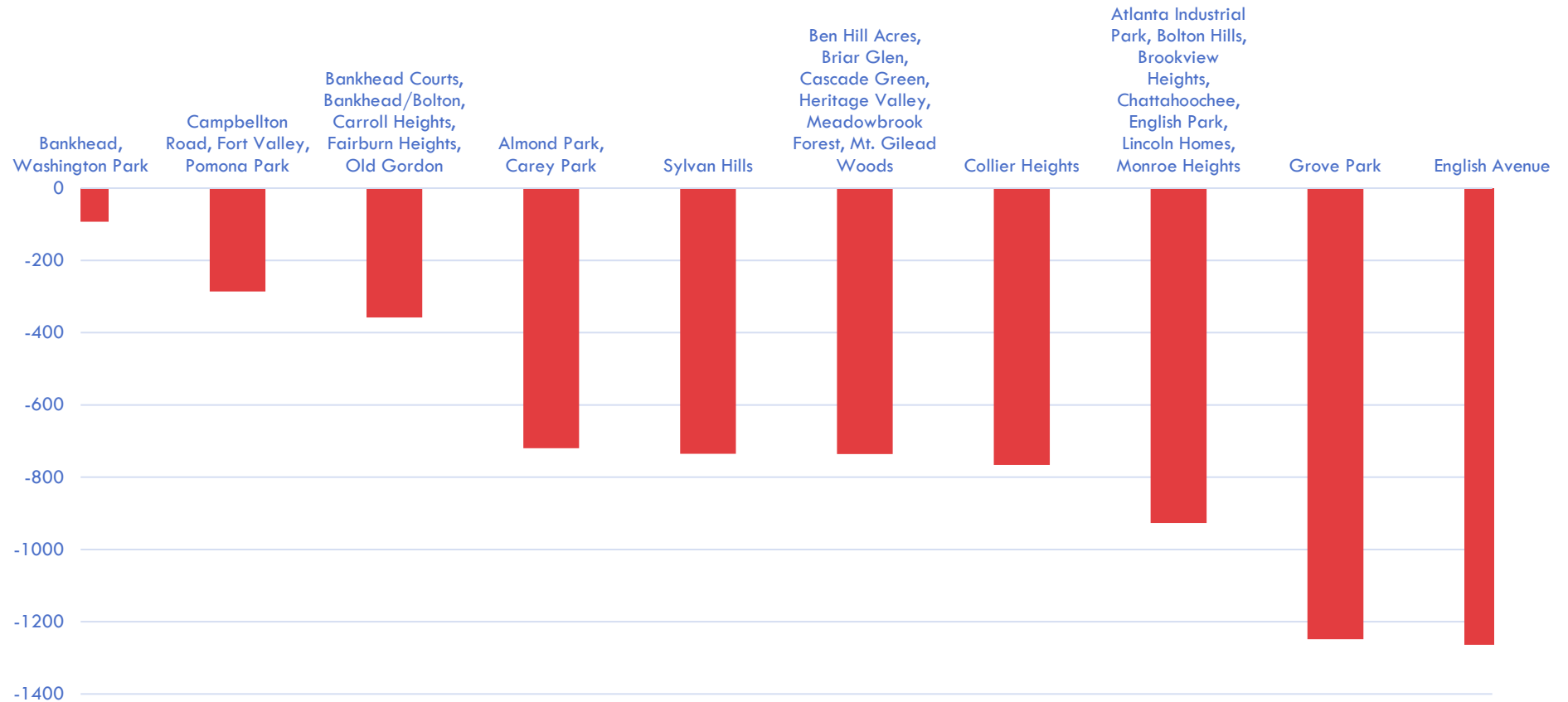
We have the capacity to change the trajectory of these families by surrounding our neighborhoods with investments through the TADs.



Most of Our TAD Neighborhoods Are Shrinking and Have Not Fully Realized Their Potential

Despite the City population growing 19% in the last 13 years, almost all of the neighborhoods in these TADs have lost residents in the same time period. Without catalytic investment, these neighborhoods are not signaling positive growth on their own.

Population Change in Selected Neighborhood Statistical Areas within TADs (2010-2023)



The average NSA has 3,000 – 5,000 residents

While Some TADs Have Seen Success, The Work Isn't Finished

The communities within TADs are vulnerable to market forces that would rapidly accelerate displacement of existing residents. We must maintain a tool to preserve affordability, while encouraging the investment these communities deserve.



Some neighborhoods within TADs are experiencing a vacancy rate of triple the Citywide average



Downtown commercial properties face a vacancy of 33%



8,000 existing affordable units on Campbellton are at risk of aging or turnover



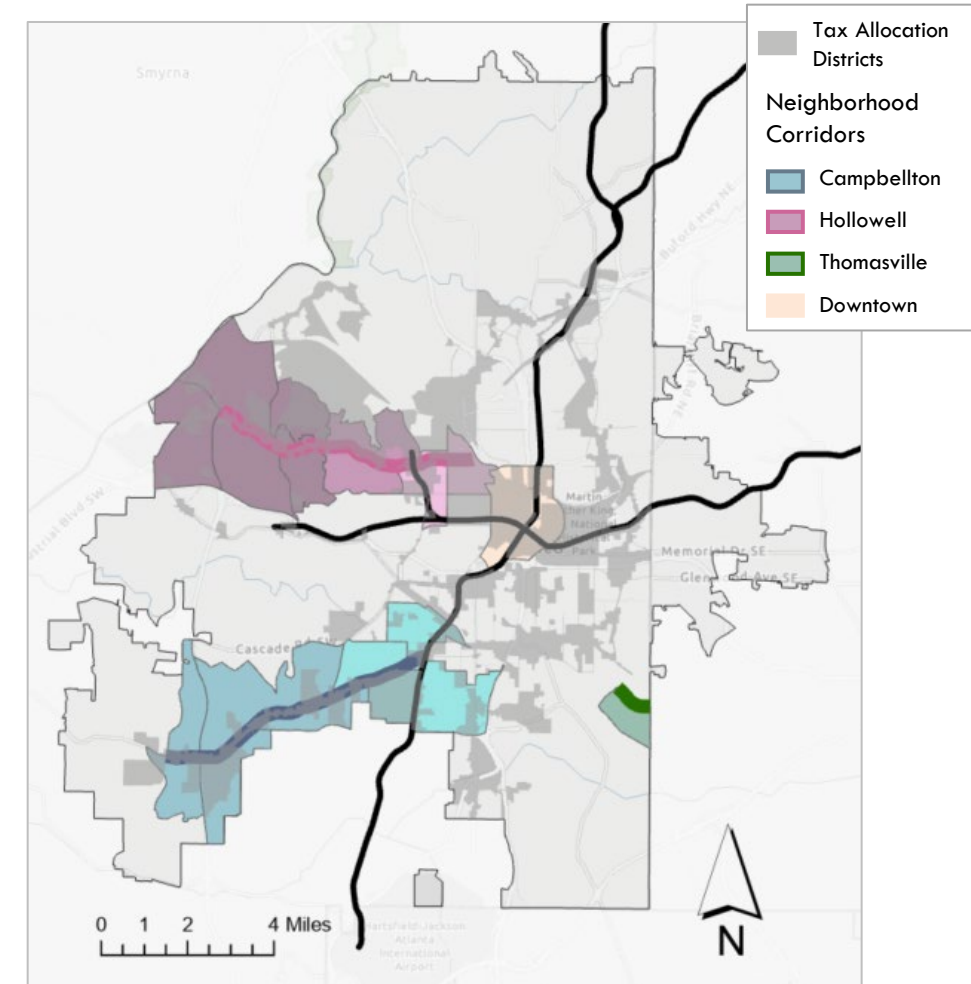
21% of the Beltline TAD is in an Opportunity Zone, meaning communities are still vulnerable to rapid development and displacement

What makes TADs work well?

TADs work best when there is alignment of key factors:

- All jurisdictions participate, maximizing the available funding
- Early bonds fund large, catalytic projects up front to spur future growth
- A clear project list and implementation plan guide efforts proactively
- An organizing body oversees and manages the implementation to create accountability

Without all of these components in place, TADs often struggle to create a cycle of strong development and instead fund modest, one-off projects at a smaller scale.



Existing TADs overlaid with Priority Neighborhood Corridors

A NEW GENERATION OF TADS

Leveraging Investment for Neighborhood Health

A TAD Extension would mean catalytic investments Citywide

If extended, we've identified approximately **\$5.5 billion** worth of investments the TADs could contribute to projects citywide. This once-in-a-generation opportunity is one of our most significant tools to achieve the Mayor's vision to create healthy, whole neighborhoods.

Projects include:



\$1.38B – Affordable Housing projects, both single- and multi-family developments



\$170M – Supporting Health Centers, Recreation, and Grocery citywide



\$88M – Reserved for Small Business and Commercial Redevelopment



\$1.5B – Trails and Greenspace, including TrailsATL Master Plan projects and park expansion/creation



\$81M – Public Infrastructure, like sidewalks, stormwater, and safe streets



\$1.9B – Expanded Transit Networks, like Southside transit

A TAD Extension Means 10,000 New Units of Housing

As Atlanta is projected to grow by 1.8 million by 2050, we must ensure housing options are available for families across the income spectrum.

TADs are our best tool to lock in affordability across housing types and preserve our existing affordability.

A TAD extension, when coupled with our anti-displacement initiatives, means families, young people, and seniors can grow in place.



Removal of Blight

- Through dedicated funds, the City can enforce Blight Tax and Blight Condemnation to restore existing homes to functional use



Transit-Oriented Development

- Along existing MARTA lines and new transit hubs like the Campbellton BRT, we can design and build new communities with convenient and accessible amenities.



New Multi-Family Housing

- TADs are one of the main tools we have to build large, mixed-income communities designed for a variety of family types.



New Single-Family Housing

- Creating scattered-site and neighborhoods of new single-family homes in our priority neighborhoods

TADs are One of our Best Tools to Accelerate Housing Stability

We've already been leveraging TADs to meet our demand for housing supply and are seeing strong results:

Invest Atlanta conducted an analysis of mobility rates for 646 families across 10 TAD-funded housing deals and found:

- **Families living stable, affordable housing (funded by TADs) had a 39% lower mobility than their school attendance zone average.**
- **TAD-funded housing developments housed 3.3x the number of families than Atlanta's average population of families.**

71% of TAD awards in Mayor Dicken's first term supported affordable housing development

What Makes this Next Generation of TADs Different

We recognize that TADs have not always delivered on the promises made to communities and even accelerated displacement in some areas. We've learned from the past are committed to these strategies to make TADs work for even more families:



COMMUNITY INPUT

The communities are being continuously engaged to shape what projects happen in their neighborhoods.



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COMPREHENSIVE STRATEGY

TADs are not our only tool for community development, but will be embedded within a larger strategy for whole neighborhood health.



ANTI-DISPLACEMENT PROGRAMS

We're prioritizing preserving legacy residents every step of the way through a comprehensive suite of tools.

Our New TAD Strategy Takes Lessons Learned to Combat Displacement from Past Mistakes

We acknowledge that TAD efforts in the past have been reactive and should've placed increased urgency on affordable housing and anti-displacement efforts. We've learned from those mistakes and now **with a new generation of TADs, we can control our own destiny to shape who benefits from new investment and amenities.**

We have already begun and will continue to build out a robust toolkit to address displacement:

Stabilization — Programs like Anti-Displacement Tax Relief Funds, Down Payment Assistance, Owner-Occupied Rehab to stabilize existing residents

Owning Land — When we own the land, we can shape what is built and the pace of development

Increasing Supply — A pipeline of permanently affordable units for new and existing residents to access

Local Vision — Priorities set by historical neighborhood plans and work is guided by neighborhood-led working groups We will work with communities to establish binding community benefits agreements to ensure execution and accountability.

All of Atlanta Benefits from a Successful TAD Strategy

Even if they don't live in a TAD, **everyone will see and feel the benefits of successful TAD investments.** TADs **increase access to opportunity, lower negative outcomes** like crime, and **free more City resources** to focus on more communities across Atlanta.



THE OPPORTUNITY BEFORE US

Our Best Chance at Equity

Amidst Federal Uncertainty and Cutbacks, Local Government Must Be Prepared to Stand in the Gap

As the federal government continues to make unprecedented cuts in programs our residents rely on, local governments must work together to pool resources for our shared challenges.

To make the investments that actually prevent poor outcomes, we must work upstream, and TADs remain one of our best tools to do that.

METRO ATLANTA

Facing federal funding cuts, Atlanta Housing shrinks budget by \$80.6M

Authority's \$453.3 million budget for the fiscal year 2026 is a 15% reduction.

Atlanta Beltline loses wifi grant after federal cuts

Georgia parents and advocates decry proposed federal cut to child care grant for parents in school

Atlanta food bank says it's losing \$15 million after federal cuts

The Cost of Doing Nothing: A Future Without TADs

If we were to lose a tool like the TADs, we expose ourselves to serious risk of limited options to combat external stresses to our City. A few scenarios are possible:

1. Limited to No Investment Happens

The status quo continues. Communities that are in desperate need of services, amenities, and new development remain waiting for their turn to see reinvestment.

2. Market Forces Dictate Development

Private or public development occurs that catalyze unmitigated growth and public entities have little ability to slow displacement or preserve neighborhood identity.

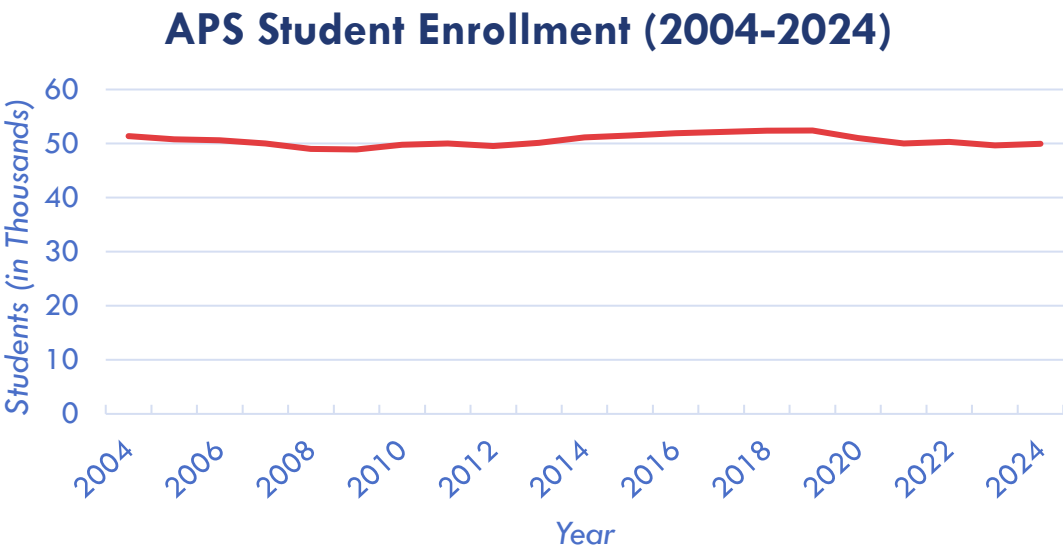
or

3. TADs are fully leveraged to work alongside communities and their goals

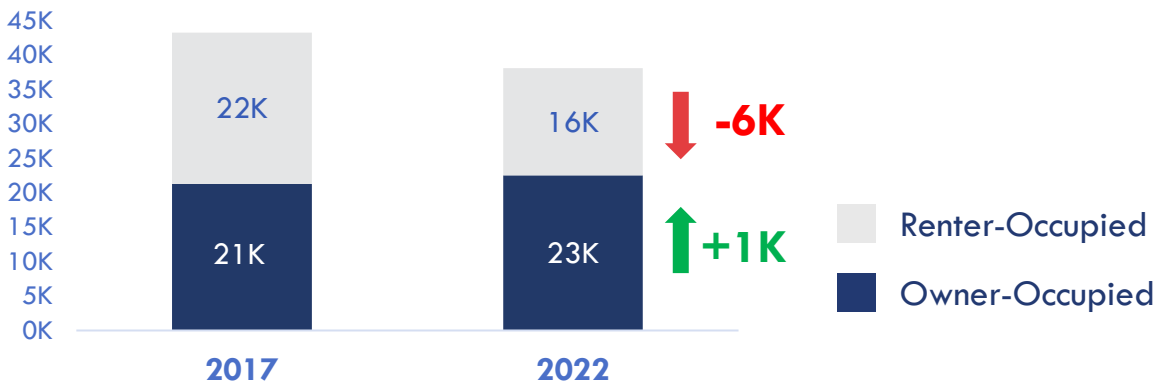
TADs are deployed to work in service of a neighborhood's development goals and are paired with stabilization programs to protect against the forces driving displacement.

The Cost of Doing Nothing: Leaving Families Behind

Without intervention, the market is not creating the housing needed for working families to thrive in Atlanta. **If we don't have a comprehensive solution, housing supply for families will continue to shrink, families will be forced to leave the City, and APS enrollment will continue to stagnate or decline.**

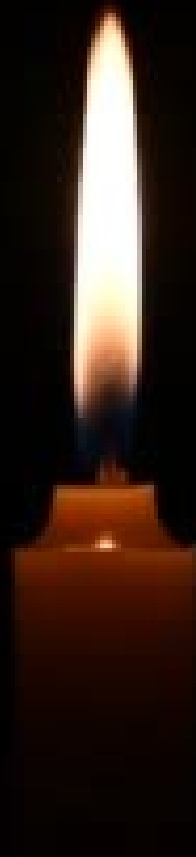


Change in Households with Children under 18, 2017-2022



- Less than **7%** of new construction includes 3+ bedroom units
- From 2017-2022, Atlanta gained 35,000 households; however, **the City lost 5,000 families with children.**

Data Source: U.S. Census ACS Public Use Micro Data (PUMS) 1-Year Estimates (2017, 2022)



Thank you!

Courtney English
Chief of Staff
cenglish@atlantaga.gov



Office-to-Residential Conversions in Downtown

Office-to-Residential Conversions are a key pillar in the City's strategy to re-energize Downtown with a mix of affordable and market-rate housing and new commercial/retail.

5.5M sqft.

Vacant Downtown office space ID'd by a recent CAP study (28%). Up to 95 buildings may be well-suited for conversion Downtown.

Tools – To launch Q1

Property Tax Incentive: PEA or Lease Purchase Bond

Cash Infusion: Eastside/Westside TAD funding

Financing: TIFIA + FHA-insurance (rate @ US30Y + 1bp)

Pipeline

34 Peachtree, 2 Peachtree, 41 Marietta, 40 Marietta, 143

Alabama, Georgia Pacific, CNN Center

Up to 4K total unit goal; 1K affordable



41 Marietta – a recent Office-to-Residential conversion with 20% of units @ 50% AMI and 10% of units @ 80% AMI (Private Enterprise Agreement with AUD)

What TADs Are NOT

Only Benefiting Developers

All housing projects funded through a TAD have affordability requirements. In fact, because of TADs, we have 6,000 additional units of affordable housing that we would not otherwise have.

Tax Increases

TADs do not raise taxes. The millage rate remains unchanged whether or not you live within a TAD. TADs actually decrease the strain on the general fund by uplifting aging and distressed areas.

Accelerating gentrification

We have learned lessons from TAD investments in the past and will be layering our anti-displacement programs within our TAD geographies. Without the TADs, we are forfeiting one of our biggest tools to lock in affordability.

Taking money from schools


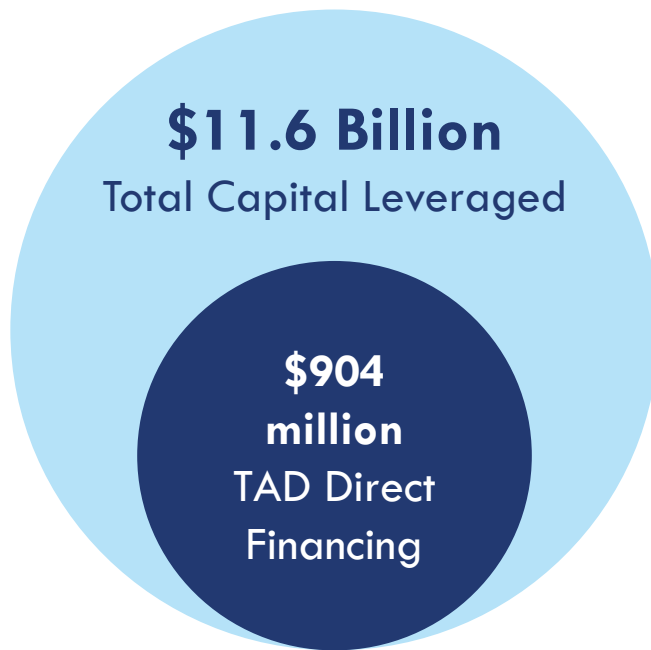
TADs create revenue that would not have existed for any jurisdiction. Our strategy is centered around investing in projects that support healthy neighborhoods for children and families.

Opaque or Secretive

All TAD projects must be approved by the Invest Atlanta board, including representatives from all three jurisdictions. All meetings are open to the public and frequent reporting to elected bodies are also public record.

The First Generation of TADs Has Seen Historic Wins

TADs accelerate development that may be otherwise difficult or financially challenging, like Atlantic Station or the Beltline. By coming in early with investment, TADs encourage significant private investment in communities.



\$13.5 Billion
in Economic Impact
Since Inception



55
Active Projects
Since the Start of the
Dickens Administration



46,000
Jobs Created Citywide
Since Inception

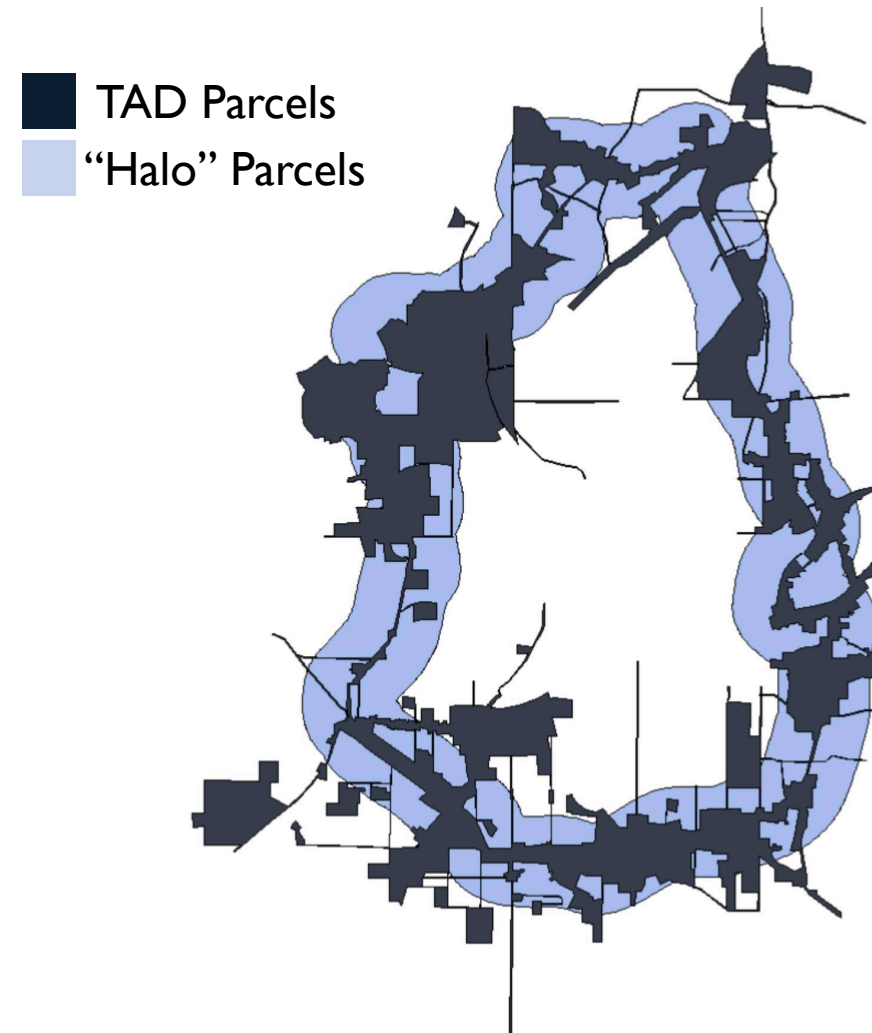


\$78 million
Invested Since the Start
of the Dickens
Administration

TADs create a “halo” effect that increases tax revenue outside TAD boundaries for all jurisdictions

- The Beltline TAD, for example, has created nearly **\$600M** in annual taxable property value in the “halo” around the TAD.
- That means an extra **\$5 million** to the City in tax revenue every year that would not otherwise have existed, just from one TAD alone.

Beltline Halo* With TAD and Non-TAD Parcels



* .5 mile buffer around TAD boundary