

# Atlanta ULI-CFL mTap Project To Support The Legacy Resident Retention Program (LRRP)

## Client

**Michael Davis**

Deputy Executive Director

**Anne Murphy**

Grants Manager





Center for Leadership (CFL)

## Project Team

Expertise in residential and commercial development, design, asset management and sales, within non-profit, for-profit and government sectors:

Adelaide Steedley (Senior Director, Atlanta Housing)

Blake Reeves (Discipline Leader, City Collective)

Joey Kline (Managing Director, JLL)

John Thompson (Founder & Managing Partner, SunBelt Syndications)

Priti Bhatia (Director of Facilities & Capital Planning, Georgia Tech)

# What is the LRRP?

## A Commitment to Long-Time Residents

The Legacy Resident Retention Program (LRRP) empowers legacy homeowners within designated Westside and Southside Atlanta Beltline neighborhoods to remain in their homes. By covering increased property taxes through 2030, the LRRP safeguards their investment and supports generational wealth-building.





## Why the LRRP Matters

- ✓ Homeownership and Housing Stability
- ✓ The LRRP ensures that longtime residents who built their communities can benefit from rising property values despite the challenges that revitalization can bring.

## LRRP Commitment

- ✓ Approved program homeowners only pay the exact property tax dollar amount owed in 2019 annually through 2030.
- ✓ LRRP pays the annual increase in property taxes compared to the participant's 2019 amount for every year's tax bill through 2030.

For example, in 2019, you owed \$100 in property tax, and your current year's property tax bill is now \$300. You will be responsible for paying \$100 each program year until 2030 or as long as funds are available and you continue to meet the program eligibility requirements.

# LRRP Eligibility



## Location

The program is for the city of Atlanta residents only who live within the program boundaries in the west and southwest neighborhoods in Beltline subareas 1, 2, 9, 10. Applicant must currently live in the home. Heirs of property are eligible.



## Ownership

Applicants must have purchased and lived in the home before March 2017.



## Household Income

If your annual household income is lower than the 2024 US HUD Metro Atlanta AMI Levels based on household size, you are income-eligible for the Legacy Resident Retention Program.

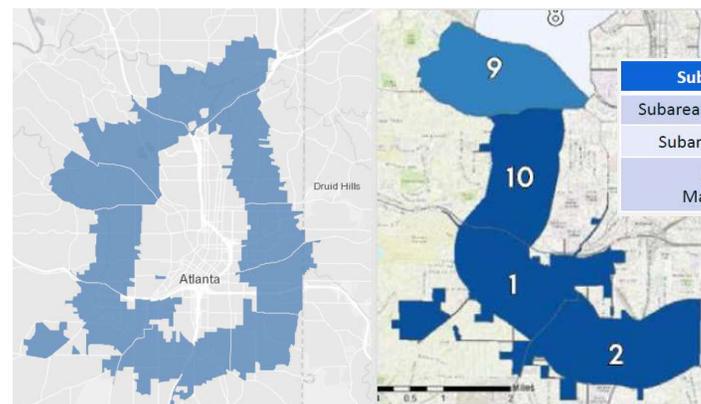


There are no age restrictions for eligibility. Applicants of all ages are welcome to apply if they meet the other criteria.

## 2024 US HUD Metro Atlanta AMI Levels

HOUSEHOLD SIZE	LRRP INCOME LIMIT*
1	\$75,300
2	\$86,000
3	\$96,800
4	\$107,500
5	\$116,100
6	\$124,700
7	\$133,300

\*LRRP allows homeowners income eligibility up to 100% metro Atlanta AMI level.



# LRRP success

Launched in October 2020, the program currently serves about 250 families along the western and southern Beltline corridor, with each receiving an average of \$2,174 in property tax assistance; many more residents are eligible for the program. This is projected to total \$14,827 per existing participant by 2030.

In 2024, the program was honored as a “2024 Housing Retention Hero” by HouseATL, a leading advocate for affordable housing.



**I am a Westside Beltline resident and the Atlanta Beltline is paying my property tax increases until 2030.**

Call today to see if you qualify.

**SCAN TO LEARN MORE**



**FIND OUT HOW:**  
[retentionfund@atlblp.org](mailto:retentionfund@atlblp.org) 404.418.7846  
[beltline.org/retentionfund](https://beltline.org/retentionfund)

*"When I purchased my home for \$125,000 in 2009, it was about creating generational wealth for my son. Now my home is valued in the mid-three hundreds, but rising property taxes had me worried about losing everything I worked hard for."*

<https://beltline.org/press-release/atlanta-beltline-announces-major-affordable-housing-wins-in-2024-and-10-8m-wealth-increase-for-low-income-homeowners/>

# Current LRRP Challenges

Center for Leadership (CFL)

- Atlanta Beltline relies on fundraising to support LRRP; residents are skeptical that resources will be available as promised, and the program is underutilized;
- Fundraising is strengthened by estimates of need; multiple factors make property tax projections difficult (rate fluctuations, property values, economic conditions, etc.);
- Client does not have the capacity to calculate future needs, and misses fundraising opportunities.



# Client Deliverable

Center for Leadership (CFL)

Client requires reliable, easy-to-use cost estimating platform (“tax projection model”) to set targets and strengthen the case for fundraising.



- Platform must be easy to use, with options for scenario planning;
- Platform must be able to target specific areas within the Beltline, using actual deeds data, over 10, 20 and 30 years;
- ABI staff must be able to use and modify the tool when program guidelines, targets and data records change over time.

# Project Requirements

Center for Leadership (CFL)

## Project Scope

An Excel-based tool that can identify the total value of incremental changes (increases) in property taxes for certain owner-occupied homeowners in the assigned Beltline planning area.

The tool will enable users to refine that calculation by date and location over time.

## **Datasets Identified and Requested**

- ✓ All deeds data within the Beltline subarea,
- ✓ Potential eligible properties,
- ✓ Income eligibility,
- ✓ Beltline subarea,
- ✓ Owner-occupied status from 2017

## **Fields within the dataset**

- ✓ Parcel number,
- ✓ Address,
- ✓ Assessed value,
- ✓ ½ mile buffer (yes/no)
- ✓ Beltline subarea name

# Project Teamwork

Center for Leadership (CFL)

## Output

- ✓ The calculated output of the tool will be the total value of the incremental change in property tax, given certain user-defined adjustments;
- ✓ Tool will enable scenario planning through adjustments or levers from the user;
- ✓ The user will have access to three opportunities to filter and project the output:

- **Timeframe** – 10, 20, 30 years
- **“Extended” parcels** – ½ mile radius or 1 mile
- **“Expanded” parcels** – existing program areas or all Beltline subareas



Users will have the ability to create simple, moderate, and worst-case scenarios by moderating three factors:

- ✓ Rate of change of the assessed value (appreciation);
- ✓ Rate of change of the property tax mill rate;
- ✓ Estimated homestead exemption.



# Tool Demo

Center for Leadership (CFL)

**AtlantaBeltline™ LRRP Tax Projection Dashboard**

Tax Assumptions		Input Changes Here	
Fulton Bonds	0.0001800		
Fulton Oper	0.0088700		
Atlanta Bonds	0.0018800		
Atlanta General	0.0085200		
Atlanta Parks	0.0010000		
Atlanta Schools	0.0205000		
<b>Total Mill Rate</b>	<b>0.0409500</b>		
Rate of Mill Rate Appreciation	0.001		

Other Assumptions		Input Changes Here	
Rate of Property Appreciation	3%		
<b>Total Mill Rate</b>	<b>0.0409500</b>		
Rate of Mill Rate Appreciation	0.001		

Other Assumptions		Input Changes Here	
Rate of Property Appreciation	3%		
Average Exemption Deduction	66%		
Base Year	2023		

*To refresh results, hit F9.*

STEP 1: What period do you wish to analyze?	
Select	
30	years   10, 20 or 30 years

STEP 2: What are the subareas you wish to include in your analysis?		
Include	Subarea	Subarea description
Yes	1	Includes most of the West End and Westview, a large industrial area around Metropolitan Parkway, Adair Park, and Cascade Avenue.
Yes	2	Includes Adair Park, Capitol View, Capitol View Manor, Chosewood Park, High Point Estates, Oakland City, Mechanicville, Peoplestown, Pittsburgh, Sylvan Hills, and The Villages at Carver. Also includes D.H. Stanton Park, Four Corners Park, and Carver High School.
Yes	3	Includes Beulah Heights, Boulevard Heights, Chosewood Park, Grant Park, and Ormewood Park. Also includes Boulevard Crossing Park, Chosewood Park, Grant Park (and its associated restaurant area), and Zoo Atlanta.
Yes	4	Includes Cabbagetown, Glenwood Park, Grant Park, Ormewood Park, and Reynoldstown. Also includes Oakland Cemetery, Cabbagetown Park, and the mixed-use development of Glenwood Park.
Yes	5	Includes Inman Park, Old Fourth Ward, Poncey-Highland, and Sweet Auburn. Historic Fourth Ward Park and Thomas Taylor Memorial Skatepark, Martin Luther King Jr.'s birthplace and center, the retail district of Inman Park, the Jimmy Carter Library and Museum, and the bike path to Stone Mountain.
Yes	6	Includes Ansley Park, Midtown, Morningside, Piedmont Heights, Sherwood Forest, and Virginia Highland. Also includes Piedmont Park, Atlanta Botanical Gardens, Ansley Mall, Midtown High School, and Ansley Golf Course.
Yes	7	Includes Ardmore Park, Brookwood and Brookwood Hills, Collier Hills, Lindbergh and Lindbergh City Center, Lindridge, Martin Manor, and Peachtree Hills. Also includes Tanyard Creek and the Atlanta Memorial Trail, Bobby Jones Golf Course, Piedmont Hospital, Lindbergh City Center, and more.
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Yes	8	Includes Atlantic Station, West Midtown, Berkeley Park, Blandtown, Channing Valley, Home Park, Loring Heights, and the Marietta Street artery.
Yes	9	Includes West Marietta Street to the north, Johnson Road to the west, Northside Drive to the east, and Donald Lee Hollowell Parkway to the south.
Yes	10	Includes Ashview Heights, Grove Park, Harris Chiles, Historic Westin Heights/Bankhead, Hunter Hills, Just Us, Mozley Park, and parts of Vine City and West End.

RESULTS	
The total estimated amount required to fund the increase in property taxes for all eligible homeowners in the	<b>\$ 449,398,332</b>

Users can adjust mill rates...

Anticipate tax rate increases...

... and make other adjustments

Define the period of analysis in 10, 20 or 30 years ...

... and filter by subarea

For results that inform their specific needs.

[Click here for the Atlanta Beltline LRRP Dashboard](#)

# Tool Benefits

Center for Leadership (CFL)

Atlanta Beltline Partnership	
Legacy Homeowner Property Tax Analysis	
Dashboard Results	
In 30 years, homeowners in these areas will incur an estimated \$ 449,398,332 in increased property taxes:	
Subarea	Neighborhoods
1	Includes most of the West End and Westview, a large industrial area around Metropolitan Parkway, and parts of Oakland City, Mechanicsville, Pittsburgh, Adair Park, and Cascade Avenue.
2	Includes Adair Park, Capitol View, Capitol View Manor, Chosewood Park, High Point Estates, Oakland City, Mechanicsville, Peopletown, Pittsburgh, Sylvan Hills, and The Villages at Carver. Also includes D.H. Stanton Park, Four Corners Park, and Carver High School.
3	Includes Beulah Heights, Boulevard Heights, Chosewood Park, Grant Park, and Ormewood Park. Also includes Boulevard Crossing Park, Chosewood Park, Grant Park (and its associated restaurant area), and Zoo Atlanta.
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8	Includes Atlantic Station, West Midtown, Berkeley Park, Blandtown, Channing Valley, Home Park, Loring Heights, and the Marietta Street artery.
9	Includes West Marietta Street to the north, Johnson Road to the west, Northside Drive to the east, and Donald Lee Hollowell Parkway to the south.
10	Includes Ashview Heights, Grove Park, Harris Chiles, Historic Westin Heights/Bankhead, Hunter Hills, Just Us, Mozley Park, and parts of Vine City and West End.

- ✓ One stop for all listed data
- ✓ In-house robust capabilities to configure
- ✓ User-friendly customization
- ✓ Increased transparency for funders
- ✓ Subarea description to target areas
- ✓ Snapshot of the total estimated amount required to fund the increase in property taxes for all eligible homeowners in the subareas
- ✓ Currently showing at 10-year intervals up to 2030
- ✓ Ability to add records to expand analyses

# Future capabilities

Center for Leadership (CFL)



- ✓ Detailed capabilities for annual or 5-year intervals, analyses beyond 30 years
- ✓ Add areas beyond the Beltline, additional data fields (senior status, etc.)
- ✓ Live dashboard, infographics and charts
- ✓ Scale up as needed
- ✓ Availability to other organizations supporting the Atlanta Beltline



# Use Case #1: Measure impact of expanded users

Center for Leadership (CFL)

- ✓ As subareas are targeted for outreach, ABP can better tailor and estimate specific growth projections;
- ✓ As more participants sign on to the program, tool can be adjusted to include actual users as new participants come on board;
- ✓ Estimates of actual need become more precise.

## Use Case #2: Calculate funding need by grant opportunity



- ✓ ABP can target future funding needs by neighborhood, by timeframe, housing type, or incomes, as requested by funder
- ✓ Estimates of actual need are more precise

## Use Case #3: Estimate impact of local growth

- ✓ Some subareas are growing faster than others
- ✓ Apply different growth scenarios to consider specific areas of concern:
  - ✓ Steady, moderate or worst-case
- ✓ Estimates of actual need make a stronger case

# Atlanta ULI-CFL mTap Project

**Thank you!**

Adelaide, Blake, Joey, John and Priti

