

Campbellton TAD Redevelopment Plan Extension Addendum



ATL
Moving Atlanta Forward

Background

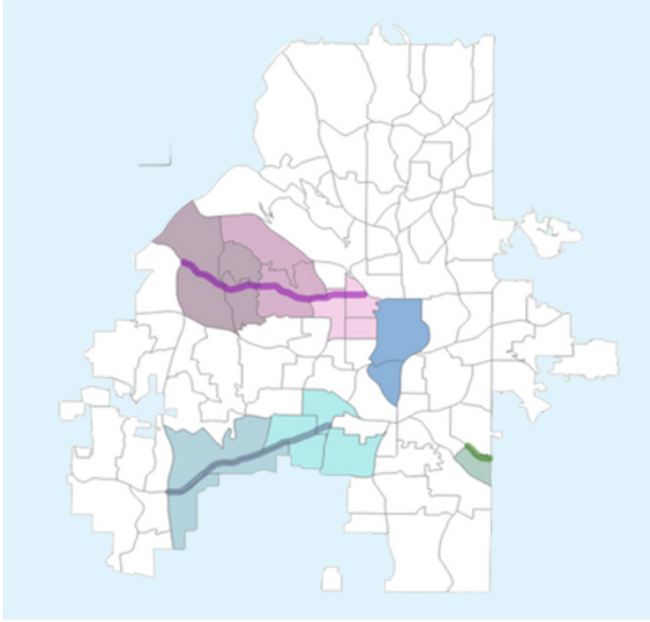
Tax Allocation Districts (TADs) in the City of Atlanta have served as vital tools in transforming communities, like Atlantic Station, Princeton Lakes, and areas around the Beltline and have been critical in catalyzing neighborhood health Citywide.

Now, the City is prepared to bring catalytic investment strategies that have worked well to all eight active TADs and their communities for a new generation of TAD projects. Extending the expiration term of Atlanta's eight TADs--Atlanta Beltline, Campbellton, Eastside, Hollowell-MLKing, Metropolitan, Perry Bolton, Stadium and Westside--to December 31, 2056, will maintain planning continuity, support existing programs, preserve bonding ability, and ensure flexibility for future projects.



By proactively engaging with residents and building place-based project lists to be funded with dedicated TAD resources, each neighborhood will have comprehensive new amenities and impactful developments. While there are specific projects defined in each priority neighborhood, we are investing in the building blocks of healthy neighborhoods across all TAD geographies.

This Redevelopment Plan Addendum is designed to articulate a comprehensive, consistent and coordinated approach to the use of TAD resources, across all eight of the City's TADs, with a view toward completing the vital work which remains, by strategically utilizing the best practices developed over the prior decades of the City's TAD experience. There remain significant redevelopment opportunities and challenges to be addressed in each of the eight City TADs. In particular, the final page of the Addendum expressly focuses on the broader set of tools and strategies which are most relevant and therefore expected to be deployed in this particular TAD. While the Addendum has been drafted to be supplemental to the original Redevelopment Plan, as and solely to the extent of any inconsistencies, the Addendum shall control.



We know that historically not all TADs have worked as well as they could have for all of our neighborhoods. This new TAD approach is being coupled with a comprehensive neighborhood revitalization strategy that aims to double down on investments in communities that have not received the same attention in the past.

By concentrating resources in these communities, we want to ensure these neighborhoods receive the benefits of new amenities like grocery stores, vibrant commercial districts, and accessible transit while maintaining the affordability that allows residents to remain in their neighborhoods.

In conjunction with any new TAD investments, we are continuing our programs like the citywide Anti-Displacement Tax Fund, Owner-Occupied Rehab for seniors, and Beltline-specific preservation programs to ensure we mitigate as much displacement as possible.

Without tools like the TADs, we have limited recourse to combat market forces that accelerate displacement, and these communities will be even more vulnerable to rampant increases in prices. TADs are among the few policy tools available to help preserve affordability while shaping development in a way that ensures communities are not left behind. They provide a mechanism for designing programs that can manage growth and protect residents from displacement.

The projects identified for future TAD allocations are the product of decades of community-driven planning, shaped by the dedication of residents who have worked alongside the City to identify and prioritize needs.

Moving forward, we remain committed to working hand-in-hand with NPU and Neighborhood Association leaders, partner organizations, and neighborhood working groups to ensure that these projects are prioritized, closely monitored, and advanced in alignment with community vision as they move into development.

Overview of TAD Projects by Category

MIXED-INCOME HOUSING

Housing is a cornerstone of this administration’s vision, and we know that creating mixed-income opportunities throughout the City creates opportunity for all. TADs play a vital role in closing the financing gaps needed to develop affordable housing, support the rehab and removal of blight, and help fund ambitious projects like office to residential conversions in employment centers and the preservation of naturally occurring affordable housing developments.

NEW MULTI-FAMILY HOUSING	NEW SINGLE-FAMILY HOUSING
<p>TAD funding has long played a critical role in funding mixed-income, multi-family housing development throughout the City.</p> <p>TAD dollars close critical gaps in financing deals to make affordable and mixed-income housing work in all neighborhoods of the City. The extension of the TADs can lock in one of our most vital tools to bring affordable housing to Atlanta quickly and at scale.</p>	<p>In some neighborhoods, a targeted strategy is needed to expand single-family homeownership. Delivering these homes at an accessible price point requires public subsidy.</p> <p>By partnering with organizations such as community development corporations, the Atlanta Land Trust, the Metro Atlanta Land Bank, and others, we are prepared to create new opportunities for affordable single-family homeownership across the City.</p> <p>Coupled with programs like expanded down payment assistance and property tax protections, these homes will be within reach for more Atlanta residents—especially essential public servants like teachers and first responders.</p>
BLIGHT CONDEMNATION	TRANSIT-ORIENTED DEVELOPMENT
<p>From the start of his first term, the Mayor has prioritized using all available tools to combat blight across our City. With the passage of the blight tax in 2024, municipal courts now have the authority to impose higher tax rates on neglected properties until they meet basic habitability standards.</p> <p>The City can also condemn blighted properties and, through eminent domain, return them to productive use. These efforts require significant funding, and TADs are a vital resource for transforming blighted areas, revitalizing communities, and expanding the supply of safe, quality housing for residents.</p>	<p>Partnering with MARTA, the BeltLine, and others, the City is aligning new development with transit hubs to maximize public investment. Projects like Oakland City station and Murphy’s Crossing are transformative opportunities to create walkable, connected communities.</p> <p>By combining transit, housing, and commerce, we can strengthen neighborhoods, expand access to jobs, and deliver long-term affordability.</p>
DOWNTOWN CONDO REHABILITATION	OFFICE-TO-RESIDENTIAL CONVERSION
<p>Downtown’s 14 historic condominium buildings, home to 1,700 units, present a unique opportunity to preserve history while expanding access to high-quality, affordable housing.</p> <p>A new program will support owners and associations with expert technical assistance and critical funding to tackle deferred maintenance and major capital improvements—ensuring these landmark residences remain vibrant, safe, and accessible for generations to come.</p>	<p>The City is committed to advancing Downtown’s revitalization by accelerating office-to-residential conversions. Building on five active projects, we have identified at least ten additional viable candidates.</p> <p>With strategic public subsidy, these efforts could transform 1.6 million square feet of underutilized office space into approximately 1,500 new mixed-income housing units—expanding affordability, strengthening the tax base, and ensuring Downtown remains a vibrant, livable community.</p>

HEALTHY, SAFE ENVIRONMENTS

Atlanta, known as the City in a Forest, is setting the national standard for creating greener, healthier communities. We are doubling down on preserving and expanding greenspace, embedding natural environments into every neighborhood, and ensuring residents have safe places to live, play, and thrive.

With TADs, we can accelerate this momentum—building hundreds of miles of trails, creating and revitalizing parks, expanding access to health centers, and empowering communities through initiatives like Love Your Block to shape the beauty and vitality within their own neighborhoods.



TrailsATL Master Plan

Officially adopted by the City Council in Summer 2025, the Trails ATL Master Plan is a comprehensive, 30-year vision for bringing more than 500 miles of paved walking trails throughout the City.

By connecting these new networks to existing and planned transit, all of Atlanta can be accessible to residents and visitors alike. Approximately 30% of the proposed trails fall within TAD boundaries, enabling a significant portion of the trails to become a near-term reality.



New & Expanded Parks

TADs are a powerful tool for conserving vital greenspace and activating public spaces that strengthen communities. From protecting river and creek corridors to acquiring new parkland, we have a significant opportunity to deliver lasting benefits for residents.

With targeted investment, we can ensure every Atlantian has access to safe, healthy, and vibrant public spaces to gather.



Additional Beltline Trail Spurs

There are at least 87 additional trails, spanning 71.5 miles, within the Beltline TAD geography alone that can provide vital transit options for residents to move around our City.

Funding will also be reserved for new and renovated greenspace projects adjacent to the trail, building on our momentum to improve our Parks score and improve health & environmental quality for everyone.



Fresh Food Access & Grocery Stores

TADs have been central to advancing the Mayor's vision to eliminate food deserts in Atlanta. Beginning with two fresh food markets set to open in 2025, TAD investments are already bringing new food retail to underserved communities.

Extending TADs through 2056 will allow the City to scale these efforts, expanding access to fresh, healthy food by supporting additional retail projects in the neighborhoods that need them most.

HEALTHY, SAFE ENVIRONMENTS



New & Renovated Community Centers

From recreation to health facilities, public service centers are essential to delivering high-quality services for all Atlantans—especially our youth and seniors.

By working across jurisdictions, we can ensure these centers are strategically located, fully equipped, and capable of providing the care, resources, and support our neighborhoods deserve.



Love Your Block

The Love Your Block program will empower community members to shape small, impactful projects in their own backyard through microgrants.

Neighborhoods will have access to funding to support projects like pocket parks, murals, and other public realm improvements and reduce the bureaucratic barriers to getting these projects done quickly and responsively to community needs.



New Health Centers

Access to healthcare is a fundamental equity issue, yet too many Atlanta residents—particularly in the South and West—remain without nearby medical services.

With strategic TAD funding, the City can address this gap by incentivizing the development of doctors' offices, urgent care clinics, and major medical centers in underserved areas.

These investments will not only expand access to essential care, but also improve public health outcomes, reduce disparities, and strengthen the long-term vitality of our communities.

TRANSIT/INFRASTRUCTURE

For residents to fully access the best of Atlanta—both within their neighborhoods and across the City—they need transportation that is reliable, safe, and convenient.

By expanding multimodal transit options such as bike share and protected bike lanes, investing in safe, well-lit routes to schools, and creating new points of connectivity through infill stations and light rail, we can strengthen mobility, reduce inequities, and ensure every community is connected to opportunity.

A CONNECTED TRANSIT NETWORK
<p>The Mayor is committed to expanding transit access that connects residents to jobs, healthcare, education, and essential services.</p> <p>Plans include four new infill stations where the Beltline and MARTA intersect, extending the Streetcar, and exploring rail/transit options along the Southside of the Beltline trail. None of this will be possible without a TAD extension to help finance these ambitious and critical projects.</p>
BIKESHARE
<p>The City embarked on planning efforts to reimagine a publicly managed bikeshare program and is ready to launch a comprehensive network of affordable and easy-to-use bikes and stations throughout the City.</p> <p>With additional support from the TAD, this program can become a reality and Atlanta residents will have even more options to commute, exercise, and travel the City without a car.</p>
COMPLETE STREETS
<p>Public realm improvements are key to building a strong cultural identity and creating welcoming spaces where people feel safe, connected, and proud of their City. These efforts not only invite exploration but also foster a sense of ownership and community.</p> <p>Building on work already underway, upcoming projects will enhance street design and bike infrastructure, reimagine plazas and parks, activate under-highway 'activity cliffs,' showcase public art, and use lighting to create safer, more vibrant corridors that encourage activity in public space.</p>

QUALITY EDUCATION

While our school partners will continue to provide the backbone of our education efforts, TADs can play an important role in ensuring safe, quality physical environments for learning.

Building on the success of our initial investments in early childhood capital improvement grants, we will continue to identify new sites well-suited for financial support. Where needed, TADs can also support the creation of new early childhood centers to fill vital gaps in childcare access in the City.



New Early Learning Centers

In underinvested areas of the City, we know access to quality early childhood education centers is lacking.

We are currently undergoing a landscape analysis to determine how many additional seats of affordable early learning are needed, particularly in the South and West parts of the City. TAD dollars can support the construction costs to build new early learning sites where needed.



Teacher & Family Housing

Through partnerships with APS, the City, and development partners, we are aligning housing policy with workforce needs by repurposing unused public property and expanding homeownership support.

These strategies are designed to help teachers and their families put down roots in Atlanta—strengthening our schools, stabilizing neighborhoods, and building long-term community resilience.



Repair & Renovate Existing Early Learning Centers

Launched during the Mayor's Year of the Youth, the City has already funded 20 repair and renovation grants for early childcare providers.

Expanding this program will help providers strengthen the safety, quality, and longevity of their facilities for years to come.

COMMERCIAL & ECONOMIC DEVELOPMENT

Revitalizing commercial corridors is essential to the City’s growth and sustainability. Continued TAD resources and programming, particularly along Hollowell Parkway and Campbellton Road, can transform vacant and underutilized sites into thriving commercial spaces, support small businesses through capital improvement grants, and attract vital industries and sectors that strengthen developing neighborhoods.

SMALL BUSINESS GRANTS
<p>For many years, Invest Atlanta—the City of Atlanta’s development agency—has successfully supported small businesses through programs like capital improvement grants, façade improvement grants, and technical assistance.</p> <p>TAD funding has been vital to ensuring local entrepreneurs have access to the same resources as larger businesses to grow and succeed. With a TAD extension, we can scale these programs and deliver targeted support packages to neighborhoods most in need of commercial and economic activity.</p>
STRATEGIC ACQUISITIONS & REDEVELOPMENT
<p>TADs allow the flexibility for the City and our partners to strategically acquire land for redevelopment when it makes sense. These negotiations occur on an ongoing basis and represent opportunities throughout the City to take underutilized property and convert it to functional use for the public.</p> <p>Past examples include the purchase of nearly 50 vacant and blighted residential properties in westside neighborhoods to be redeveloped as affordable housing, acquisition of several blocks on Memorial Drive for the future Memorial Drive Greenway Park, 2 Peachtree/14 Marietta for an office-to-residential conversion, and the Beltline acquiring land needed for trail development and affordable housing projects.</p>

Campbellton TAD Project Categories*

COMMERCIAL
<ul style="list-style-type: none">• Activating High-Potential Commercial Nodes – Natural hubs of activity like Greenbriar Mall and Campbellton Plaza can be leveraged to build new commercial centers with community-desired amenities.• Early Learning Centers – Supporting the creation of more early learning sites along the corridor
HOUSING
<ul style="list-style-type: none">• Preservation of Existing Multi-Family Properties – With a significant amount of existing affordable multi-family, our efforts will ensure these units remain high-quality and affordable for decades to come.• Transit-Oriented Development – By prioritizing housing around future transit stops, we will create walkable communities along Campbellton.
GREENSPACE AND HEALTHY SAFE, ENVIRONMENTS
<ul style="list-style-type: none">• Connecting Campbellton through Trails and Greenspace – By delivering on the TrailsATL Master Plan and the AeroATL plan, we can ensure Campbellton has access to a comprehensive trail network.• Community Health and Recreation Centers – We can revitalize existing community centers to ensure they’re meeting the needs of the community and providing access to high-quality programming.

**This represents a non-comprehensive list of potential projects TAD dollars could be allocated towards and a sample of priorities for each category.*