

# **2021 PERRY-BOLTON TAD PROGRAM GUIDELINES**

Small Business Improvement Grant

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## **INTRODUCTION**

Invest Atlanta intends to utilize available Perry-Bolton Tax Allocation District (“Perry-Bolton TAD”) tax increment to provide gap financing for redevelopment and capital projects in the Perry-Bolton TAD. Invest Atlanta invites qualified developers, property owners, business owners and project sponsors seeking to develop catalytic projects and/or improve eligible property within the Perry-Bolton TAD to apply for grant funding from the following program:

- Small Business Improvement Grant

## **TAD BACKGROUND AND REQUIREMENTS**

### **INVEST ATLANTA**

The Atlanta Development Authority d/b/a “Invest Atlanta” is created and exists under and by virtue of the Georgia Development Authorities Law. It was activated by a resolution of the City of Atlanta Council and currently operates as a public body corporate and politic and instrumentality of the State of Georgia. Invest Atlanta was established to promote the revitalization and growth of the city and serves as the City’s redevelopment agency, pursuant to the Redevelopment Powers Law, for implementing redevelopment initiatives within the City’s ten tax allocation districts.

### **PERRY-BOLTON TAX ALLOCATION DISTRICT**

The Perry-Bolton TAD is in the northwestern portion of the city of Atlanta and includes the Norfolk Southern Inman Yards and CSX terminals and adjacent neighborhoods to the south and east. The area contains a significant number of industrial buildings which add unique character and redevelopment opportunities. The Perry-Bolton TAD includes over 650 new single-family homes, 700 apartments, a PATH multi-use trail and new parks and greenspace. The challenges to developing the parcels in the proposed Perry/Bolton TAD present a textbook case on the effectiveness of the Redevelopment Powers Law. Despite this neighborhood’s prime location leading into Buckhead and downtown Atlanta and other major employment centers, it has not been subject to growth and development through private enterprise. The TAD is established to address the significantly underused and vacant properties, crime, conflicting land uses, and uninviting transportation arterials.

### **PERRY-BOLTON TAD OBJECTIVES**

In 2002, the City of Atlanta passed resolutions creating the Perry-Bolton Tax Allocation District. As Redevelopment Agent, Invest Atlanta is responsible for promoting positive development within the Perry-Bolton TAD and administering the TAD financing process.

The Perry-Bolton TAD was created to address economic disinvestment and redevelopment of over 500 acres of real estate in the Northwest Atlanta area. Development of the West Highlands at Perry project would transform vacant land and an area once filled with derelict properties and old apartments into a vibrant, mixed-use, mixed-income community that will improve the economic standing of the City. The Perry-Bolton TAD seeks to make possible Northwest Atlanta’s first new Traditional Neighborhood Development, a model project to build interdependent neighborhoods that foster a safe, vibrant sense of community with pedestrian-friendly, mixed-use public and residential redevelopments. This project should offer a new market that should foster private commercial development.

More specifically, the Perry-Bolton TAD seeks to foster a livelier area and ameliorate poverty in surrounding neighborhoods. This will require investments that:

- Address significantly underused and vacant properties and run-down buildings
- Changes the perception of crime
- Address conflicts among land uses – residential, commercial and industrial
- Address conflict between residential and commercial/industrial traffic

- Address uninviting transportation arterials
- Provide capital to address lack of retail and neighborhood services
- Reduce socio-economic distress in surrounding neighborhoods by:
  - Providing community amenities for low-income residents
  - Reducing the high crime and poverty rates
  - Reducing the high housing vacancy rate and redeveloping dilapidated housing stock

### **TAD REQUIREMENTS**

All TAD funding requests are grants that are distributed on a reimbursement basis, after Invest Atlanta receives the appropriate documentation evidencing that eligible capital costs have been incurred. The Georgia Redevelopment Powers Law (O.C.G.A. TITLE 36 Chapter 44) states that eligible uses of TAD funds include:

- Capital costs, including the costs incurred or estimated to be incurred for the construction of public works or improvements, new buildings, structures, and fixtures; the renovation, rehabilitation, reconstruction, remodeling, repair, demolition, alteration, or expansion of existing buildings, structures, and fixtures; the acquisition of equipment; and the clearing and grading of land;
- Professional service costs, including those costs incurred for architectural, planning, engineering, financial, marketing, and legal advice and services; and
- Real property assembly costs.

The Perry-Bolton TAD was created by the City of Atlanta and as such, applicants seeking funding shall address the City of Atlanta's EBO and SBE objectives. The City has adopted the Equal Business Opportunity Ordinance, City of Atlanta Code of Ordinances 2-441, *et seq.* and a Small Business Opportunity Program, City of Atlanta Code of Ordinances Section 2-1356, *et seq.* Thus, Invest Atlanta strongly encourages applicants to use good faith efforts to promote opportunities for small, local and diverse businesses, including Minority Business Enterprises ("MBE"), Female Business Enterprises ("FBE") and Small Business Enterprises ("SBE") to compete for business as subcontractors, sub-consultants and/or suppliers. For an MBE, FBE or SBE to be recognized as such on the project, said MBE, FBE or SBE must be certified for inclusion in the City's Equal Business Opportunity (EBO) and/or SBE Programs with the Office of Contract Compliance. Eligible companies must be located within one of the following twenty county areas to be considered for certification in the City's EBO and SBE Programs: Barrow, Bartow, Carroll, Cherokee, Clayton, Coweta, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding and Walton counties.

Companies interested in obtaining applications for certification should contact:

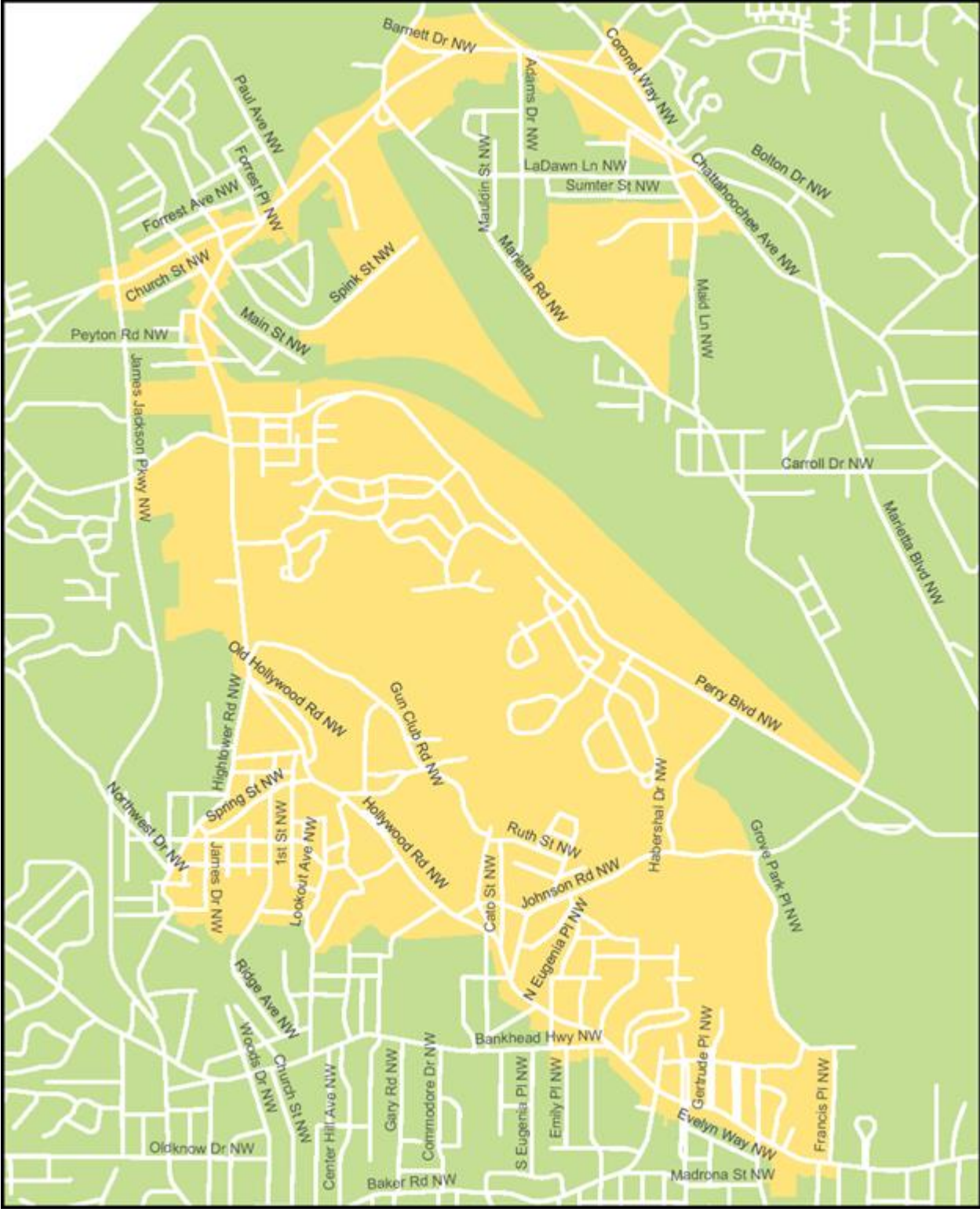
Martin Clarke, Interim Director  
City of Atlanta  
Office of Contract Compliance  
68 Mitchell St. SW  
Suite 5100  
Atlanta, Georgia 30303  
404-330-6010  
[mhclarke@atlantaga.gov](mailto:mhclarke@atlantaga.gov)

Invest Atlanta is an Equal-Opportunity Employer.

## **TERMS AND CONDITIONS**

- A. All Applications and supporting materials as well as correspondence become property of Invest Atlanta when received. Any proprietary information contained in the Application should be so indicated. However, a general indication that the entire contents of the Application, or a major portion of the Application, is proprietary will not be honored.
- B. All applicable Federal and State of Georgia laws, City and Fulton County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Respondents throughout and incorporated herein.
- C. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law.
- D. No application shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that (i) is in arrears to Invest Atlanta or the City with respect to any debt, (ii) is in default with respect to any obligation to Invest Atlanta or the City, or (iii) is deemed irresponsible or unreliable by Invest Atlanta. If requested, the respondents shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.
- E. Applicants shall provide the information and affidavits required for compliance with the immigration requirements of E-Verify and SAVE (See **Exhibit B**).
  - i. E-Verify. Applicant must comply with the Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. All services physically performed within the State of Georgia must be accompanied by proof of your registration with the E-Verify Program, as well as verification of your continuing and future participation in the E-Verify program established by the United States Department of Homeland Security. A completed E-Verify Contractor Affidavit must be submitted to Invest Atlanta. To the extent there are subcontractors working on this contract, you are responsible for obtaining a fully signed and notarized subcontractor affidavit from those firms with whom you have entered into sub-contracts. In turn, should there be second tier subcontractors on this project, you must require the subcontractors to obtain E-Verify Affidavits from those second-tier subcontractors.
  - ii. SAVE Affidavit. In addition to E-Verify, Invest Atlanta is required by the SAVE (Systematic Alien Verification for Entitlements) Program to verify the status of anyone who applies for a public benefit from Invest Atlanta. Benefits are defined by state statute, O.C.G.A. §50-36-1, by federal statute, 8 U.S.C. §1611 and 8 U.S.C. §1621, and by the Office of the Attorney General of Georgia. Contracts with Invest Atlanta are considered “public benefits.” Any applicant obtaining a public benefit must show a secure and verifiable document and complete the attached SAVE Affidavit. Acceptable documents have been identified by the Office of the Attorney General. Those lists may be found at: <http://law.ga.gov>.
- F. Previous recipients, or related legal parties, of Perry-Bolton TAD grant funding are not eligible to receive additional grant funds for the same property, unless otherwise expressly approved by Invest Atlanta.
- G. All final grant awards are subject to approval at the discretion of the Invest Atlanta Board of Directors. Invest Atlanta reserves the right to reject any and all applications, to request additional information from some or all applicants, to waive or modify stated application requirements specific to the circumstances of a project, amend/modify the application and the process itself, or to discontinue the process at any time.

EXHIBIT A - Perry-Bolton TAD





**SAVE AFFIDAVIT IN ACCORDANCE WITH O.C.G.A. §50-36-1(e)(2)**

**INVEST ATLANTA AFFIDAVIT  
VERIFYING STATUS FOR RECEIPT OF PUBLIC BENEFIT**

By executing this affidavit under oath, as an applicant for a contract with Invest Atlanta, or other public benefit as provided by O.C.G.A. §50-36-1, and determined by the Attorney General of Georgia in accordance therewith, I state the following with respect to my application for a public benefit from Invest Atlanta:

For: \_\_\_\_\_  
[Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

- 1) \_\_\_\_\_ I am a United States Citizen
  - OR**
  - 2) \_\_\_\_\_ I am a legal permanent resident 18 years of age or older or
  - OR**
  - 3) \_\_\_\_\_ I am an otherwise qualified alien or non-immigrant under the Federal Immigration and Nationality Act 18 years of age or older and lawfully present in the United States.
- All non-citizens must provide their Alien Registration Number below.**

\_\_\_\_\_  
Alien Registration number for non-citizens

The undersigned applicant also hereby verifies that he or she has provided at least one secure and verifiable document as required by O.C.G.A. §50-36-1(e)(1) with this Affidavit. **The secure and verifiable document provided with this affidavit is:**

\_\_\_\_\_

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of O.C.G.A. §16-10-20, and face criminal penalties as allowed by such criminal statute

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Printed Name:

Sworn to and subscribed before me  
This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Notary Public  
My commission expires: \_\_\_\_\_

**EXHIBIT C**  
**WORKFORCE HOUSING**  
**INCOME LIMITS AND MAXIMUMS**

Invest Atlanta Workforce Housing Income Limits and Maximums FY 2021 Multifamily Tax Subsidy Project (MTSP) Income Limit Area Atlanta-Sandy Springs-Roswell, GA HUD Metro FMR Area Median Income \$86,200 Effective Date April 1, 2021								
Area Median Income (AMI)	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
<b>30% AMI</b>	\$18,120	\$20,700	\$23,280	\$25,860	\$27,930	\$30,000	\$32,070	\$34,140
<b>50% AMI</b>	\$30,200	\$34,500	\$38,800	\$43,100	\$46,550	\$50,000	\$53,450	\$56,900
<b>60% AMI</b>	\$36,240	\$41,400	\$46,560	\$51,720	\$55,860	\$60,000	\$64,140	\$68,280
<b>80% AMI</b>	\$48,320	\$55,200	\$62,080	\$68,960	\$74,480	\$80,000	\$85,520	\$91,040
<b>100% AMI</b>	\$60,400	\$69,000	\$77,600	\$86,200	\$93,100	\$100,000	\$106,900	\$113,800
<b>115% AMI</b>	\$69,460	\$79,350	\$89,240	\$99,130	\$107,065	\$115,000	\$122,935	\$130,870
<b>120% AMI</b>	\$72,480	\$82,800	\$93,120	\$103,440	\$111,720	\$120,000	\$128,280	\$136,560
<b>140% AMI</b>	\$84,560	\$96,600	\$108,640	\$120,680	\$130,340	\$140,000	\$149,660	\$159,320
2021 Workforce Rental Housing Maximums								
	Efficiency	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom			
<b>Max Rent at 30% AMI</b>	\$453	\$485	\$582	\$672	\$750			
<b>Max Rent at 50% AMI</b>	\$755	\$808	\$970	\$1,120	\$1,250			
<b>Max Rent at 60% AMI</b>	\$906	\$970	\$1,164	\$1,344	\$1,500			
<b>Max Rent at 80% AMI</b>	\$1,208	\$1,294	\$1,552	\$1,793	\$2,000			
2020 Workforce Owner Housing Maximums								
	Efficiency	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom			
<b>Max Sale Price at 60% AMI</b>	\$108,720	\$116,460	\$139,680	\$161,370	\$180,000			
<b>Max Sale Price at 80% AMI</b>	\$144,960	\$155,280	\$186,240	\$215,160	\$240,000			
<b>Max Sale Price at 100% AM</b>	\$181,200	\$194,100	\$232,800	\$268,950	\$300,000			
<b>Max Sale Price at 120% AM</b>	\$217,440	\$232,920	\$279,360	\$322,740	\$360,000			
<b>Max Sale Price at 140% AM</b>	\$243,180	\$271,740	\$325,920	\$376,530	\$420,000			



# **PROGRAM**

## **SMALL BUSINESS IMPROVEMENT GRANT (SBIG)**

Invest Atlanta intends to utilize available Perry-Bolton TAD tax increment to help strengthen local businesses by providing matching grants toward the improvement of commercial buildings, thus making small businesses more vibrant and attractive to customers. Invest Atlanta invites qualified commercial property owners and small business owners seeking to make interior and exterior improvements to properties within the Perry-Bolton TAD to apply for grant funding through the SBIG program.

### **GRANT AWARD**

Property owners and business owners (tenants) are eligible to apply for up to \$20,000 for eligible renovation costs and expenses (see Eligibility and Requirements below). Applicants are required to make a matching contribution equal to at least 20% of the grant award. For example, a grant award of \$20,000 would require a minimum \$4,000 match from the awardee.

### **OBJECTIVES**

The SBIG Program goals are to:

- Enhance the appearance of commercial areas while building safer, more attractive and stable neighborhoods;
- Help new and established businesses attract customers and generate increased revenues;
- Leverage private investment; and
- Complement other community revitalization efforts.

### **ELIGIBILITY AND REQUIREMENTS**

Improvements should visually enhance the subject property and meet the following guidelines:

- A minimum of 50% of SBIG funds must be used for exterior improvements to the property.
- All exterior improvements must be visible from the public right-of-way.
- Eligible exterior improvements include:
  - Painting
  - Lighting
  - Windows, doors, framing, etc.
  - Signage, canopies, awnings, etc.
  - Gates, fencing, landscaping, etc.
  - Building surface repairs- concrete, siding, limestone, etc.
  - Surface upgrades on the ground- tiling, asphalt resurfacing, etc.
- Interior improvements should enhance the customer and employee experience. Eligible interior improvements include:
  - Flooring, walls and ceiling upgrades
  - HVAC, water heater, plumbing, electrical, and other systems repairs
  - Structural repairs to walls, floors, stairs, and interior doors
- Certain soft costs, such as architectural and planning services are eligible but shall not exceed 10% of grant amount.
- Operations, inventory, and other soft costs are not eligible expenses.

Projects **MUST** meet the following requirements to be eligible for Perry-Bolton TAD funding under the SBIG program:

- be located within the geography of the Perry-Bolton TAD boundaries (see **Exhibit A**);
- be less than 15,000 square feet in size;
- evidence property control through either a deed, lease, or contract/option. Business owners leasing space (tenants) are eligible to apply to the SBIG Program, but must:
  - provide a current lease with a minimum of two (2) years remaining from the date of application or provide evidence that the business has been operating in Atlanta for over three (3) years;
  - provide written approval from the property owner to participate in the SBIG Program to proceed with the improvements;
- demonstrate that the project as proposed would not happen but for the TAD grant assistance; and
- be capable of investing the match requirement equal to at least 20% of the grant award upfront from private financing.

The following property types are specifically **excluded** from the SBIG Program:

- New construction (defined as constructed within the last ten years);
- Properties owned or occupied by a government or public agency;
- Properties used entirely for residential purposes;
- Properties operating as package stores or for purposes of adult entertainment, including gambling; and
- Churches and religious institution facilities (commercial buildings owned by churches or religious institutions are eligible).

### **GRANT FUNDING**

Upon execution of a Perry-Bolton TAD Development Agreement, applicants must expend their committed match requirement equal to at least 20% of the grant award prior to submitting any grant requisitions. Requisitions for grant funds cannot be submitted more frequently than on a monthly (30-day) basis and are subject to the terms and conditions identified in the development agreement.

Grant proceeds will be distributed on a reimbursement basis, as Grantee incurs expenses for eligible items. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law. All completed work will be reviewed by Invest Atlanta staff as to compliance with the Development Agreement. Proceeds may also be used to pay vendors hired by grantees directly upon Invest Atlanta's approval.

### **FEE STRUCTURE**

All fees are **non-refundable**.

**Application Fee:** Equal to \$150 payable to Invest Atlanta and due upon submission.

**Commitment Fee:** Equal to \$150 payable to Invest Atlanta and due upon Invest Atlanta Board of Directors approval of the project.

## **PROJECT EVALUATION CRITERIA**

In addition to meeting the statutory and project requirements, applications will be closely evaluated on the following criteria:

### **A. Developer Qualifications & Experience (20 Percent)**

- Qualified development team, including an overview of MBEs, FBEs and SBEs that are proposed to perform commercially useful functions in the project. Please indicate if any proposing firm or joint venture partner is certified under any of these categories by the City of Atlanta Office of Contract Compliance
- Demonstrated team experience developing similar projects of a similar scale.

### **B. Project Readiness & Financial Feasibility (20 Percent)**

- Documented evidence of site control (contract/deed/ground lease);
- Entitlement progress (NPU presentation/neighborhood support/zoning compliance/permits);
- Architectural concepts and/or drawings (project renderings; building elevations) and construction cost estimates (hard cost bids from two separate general contractors);
- Identified/committed financial sources through documented evidence of signed Letters of Interest (LOIs) or term sheets from debt/equity sources, loan agreements, or applicant cash reserves for non-TAD funded portion of project; and
- Current tenants, if applicant owns but does not occupy the property.

### **C. Project Impact & Community Revitalization (60 Percent)**

- 1) **Reduction of vacancy and obsolescence:** directly activates and/or reuses vacant or obsolete buildings and parking lots or indirectly contributes to the repositioning of Downtown and the surrounding neighborhoods to compete more effectively, regionally and nationally; thus, attracting and retaining new or existing tenants.
- 2) **Transit-orientation:** leverages proximity to MARTA transit stations, bus stops, and/or current or future Atlanta Streetcar locations (see [Atlanta Streetcar System Plan](#)), as well as supports the use of existing and planned bike lane/s paths to promote alternative transportation modes and reduce transportation costs for local households and businesses.
- 3) **Architecture and urban design:** contributes to significant visual improvement of the exterior of the existing or future buildings and surrounding neighborhood by applying best practices in urban design and placemaking. This includes exemplary or contextual architectural features, beautification of public realm (landscaping/streetscaping, pedestrian/bicycle accessibility, lighting, water features, public art, etc.), activated ground floor uses.
- 4) **Established business:** project supports the improvement or expansion of an existing business/organization/institution that has been operating in the Perry-Bolton TAD for a minimum of two years.

## **GRANT AWARD PROCESS**

***All final grant awards are subject to approval at the discretion of the Invest Atlanta Board of Directors.*** Invest Atlanta will accept grant applications on an open or rolling basis. Thus, there is no submission deadline unless otherwise stated. Upon receipt, Invest Atlanta staff will review applications in accordance with the outlined evaluation criteria prior to making a decision to recommend an award for grant funding. Upon presentation of a resolution to award grant dollars, the Invest Atlanta Board of Directors will determine to approve (or disapprove) said resolution up to a maximum grant amount and subject to the term and conditions of an executed development agreement. The process for awarding grant dollars includes the following steps:

- 1) Receipt of Application
- 2) Project Evaluation
- 3) Presentation to Perry-Bolton TAD Advisory Committee

- 4) Presentation to Invest Atlanta Board of Directors TAD Subcommittee
- 5) Presentation to Invest Atlanta Board of Directors
- 6) Negotiation and Execution of TAD Development Agreement

Invest Atlanta reserves the right to reject any and all Applications, to request additional information from some or all applicants, to amend/modify the Application and the process itself, or to discontinue the process at any time.

### **APPLICATION COMPONENTS**

All qualifying Applications must include the following components:

- A. Cover Letter** (Signed letter stating project understanding, description of team members, and qualifications for project selection and execution)
- B. Application Fee**
- C. TAD Application**
- D. Supporting Documentation**

### **APPLICATION SUBMISSION**

Applications must be submitted electronically via email or file sharing service via DropBox, Google Drive, etc., depending on application size, in PDF and Excel formats. Applications should include all identified components, including a completed application, all required supporting documentation, and the application fee (To be submitted via wire, please contact for wiring instructions). Please address applications to:

Jennifer Fine  
VP - Planning and Strategic Initiatives  
Invest Atlanta  
133 Peachtree Street, Suite 2900  
Atlanta, Georgia 30303  
[jfine@investatlanta.com](mailto:jfine@investatlanta.com)

### **INQUIRIES**

All inquiries regarding the Perry-Bolton TAD Program guidelines or application must be received in writing via email. Questions must be submitted to:

Jennifer Fine  
VP - Planning and Strategic Initiatives  
Invest Atlanta  
[jfine@investatlanta.com](mailto:jfine@investatlanta.com)