

HouseATL Member Convening

Wednesday, May 14, 2025





welcome

**May Member
Convening**



Natallie Keiser

**Executive Director
HouseATL**

HouseATL.org



Visit Display Booths

- The Drake House
- Family Promise
- Mary Hall Freedom Village
- North Fulton Improvement Network
- St. Vincent de Paul Georgia
- Fuller Center for Housing
- Sandy Springs Together
- Sovereign Realty and Management
- NID Housing Counseling Agency
- Georgia Department of Community Affairs
- The HUB/ Urban League of Greater Atlanta

Agenda | 9:30 – 11:30 a.m.



Welcome and Introductions, Natallie Keiser, Executive Director | 9:30



Sponsor Remarks, NeighborWorks America, J. Cassandra Booth | 9:35



Welcoming Remarks from City of Sandy Springs, Mayor Rusty Paul | 9:40



North Fulton Affordable Housing Challenges, Jack Murphy and Melanie Couchman | 9:45



North Fulton Housing Policy Opportunities, Sam Shenbaga, Mayor Park and Rep. Roberts | 10:00



Strategic Recommendation: Increase Real Estate Professionals Knowledge of Affordable Homebuying Resources | 10:25



Break Out Groups | 11:00



Announcements and Next Steps | 11:25

Our Funders

JPMORGAN CHASE & CO.



THE ANNIE E. CASEY FOUNDATION



WILLIAM JOSEF FOUNDATION

**WELLS
FARGO**

May Convening Sponsor



Juneau Cassandra Booth

Senior Relationship Manager, Southern Region

HouseATL.org

Welcome from City of Sandy Springs



Mayor Rusty Paul

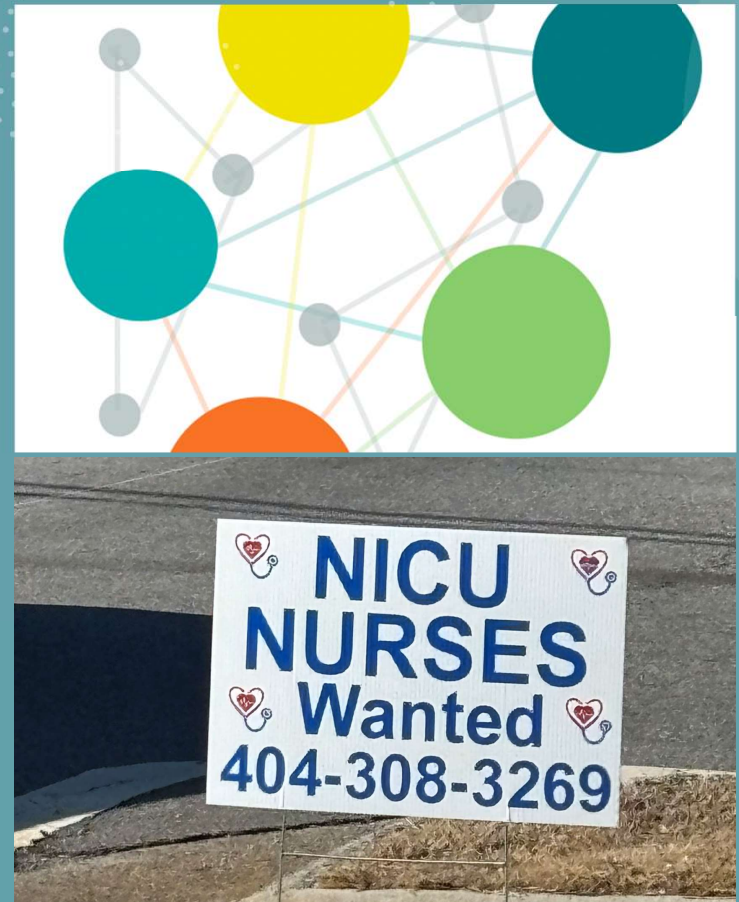


North Fulton Affordable Housing Challenges

Jack Murphy, North Fulton Improvement Network/Housing
Coalition and Melanie Couchman, Sandy Springs Together

Workforce Housing- The Bedrock of a Healthy Community

HouseATL Member Convening
City Springs Conference Center
Sandy Springs
May 14, 2025



A large orange shape on the left side of the slide, consisting of a rectangle with a quarter-circle cutout on its right side.

North Fulton Improvement Network 5 Basic Tenets

It is in all of our best interest for essential, middle-income workers to live closer to their jobs in North Fulton County.

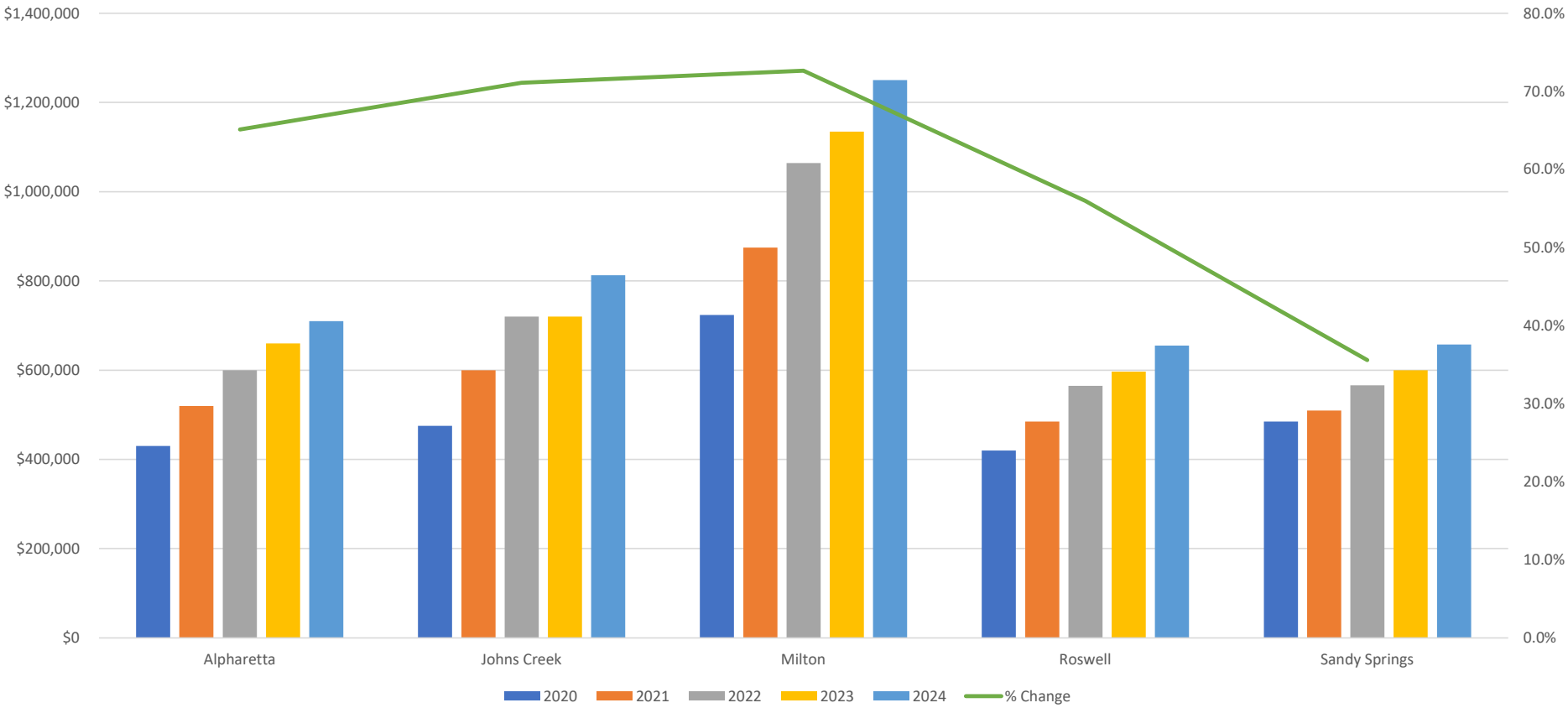
There are very few options for essential workers to start careers here AND live here.

If we don't intentionally create options for essential workers, they will live and work elsewhere.

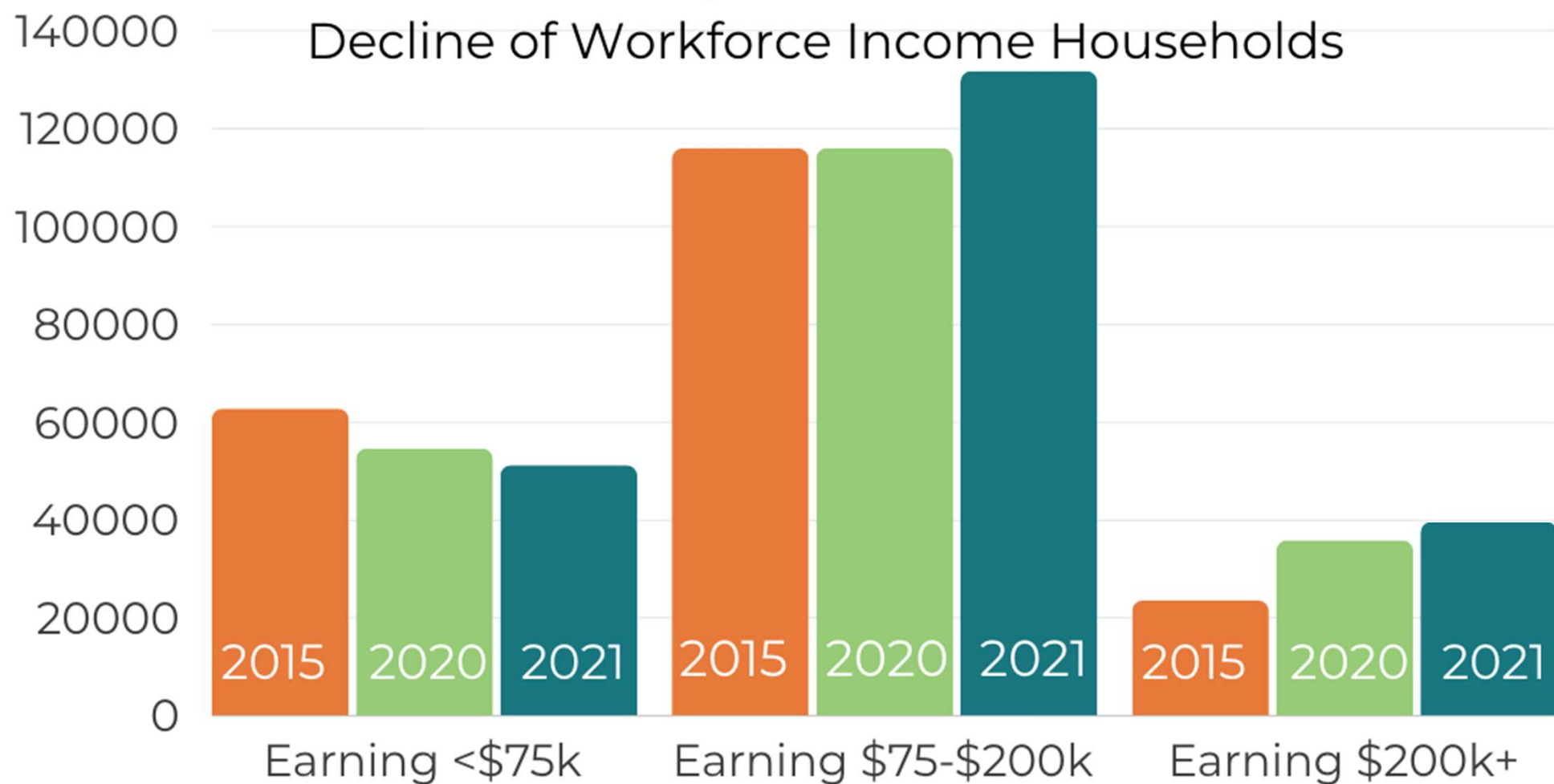
This problem impacts each one of us with increased traffic congestion, reduction in businesses and services, missed opportunities to age at home and live near family.

There are solutions.

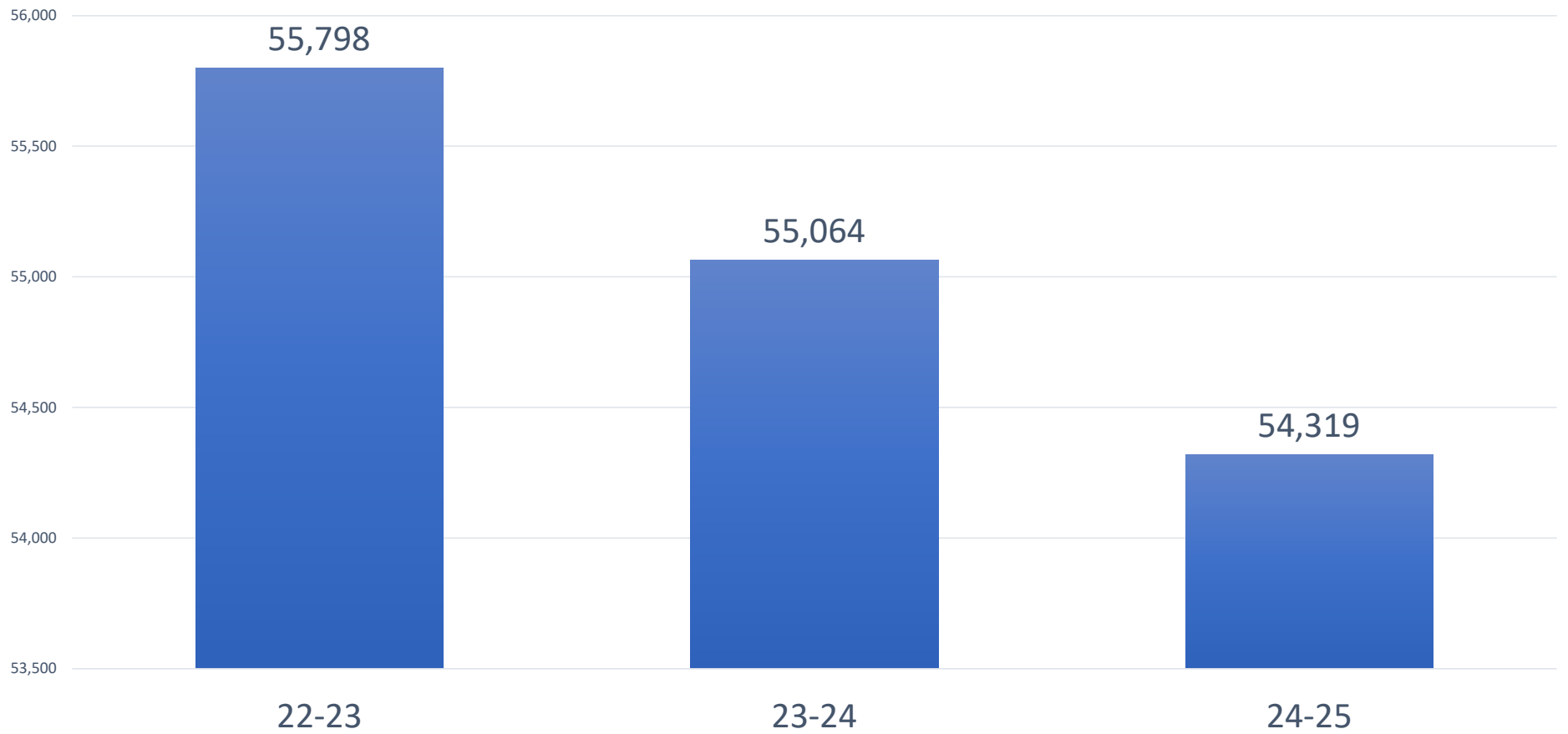
Median Sale Prices
North Fulton Cities, 2020-24



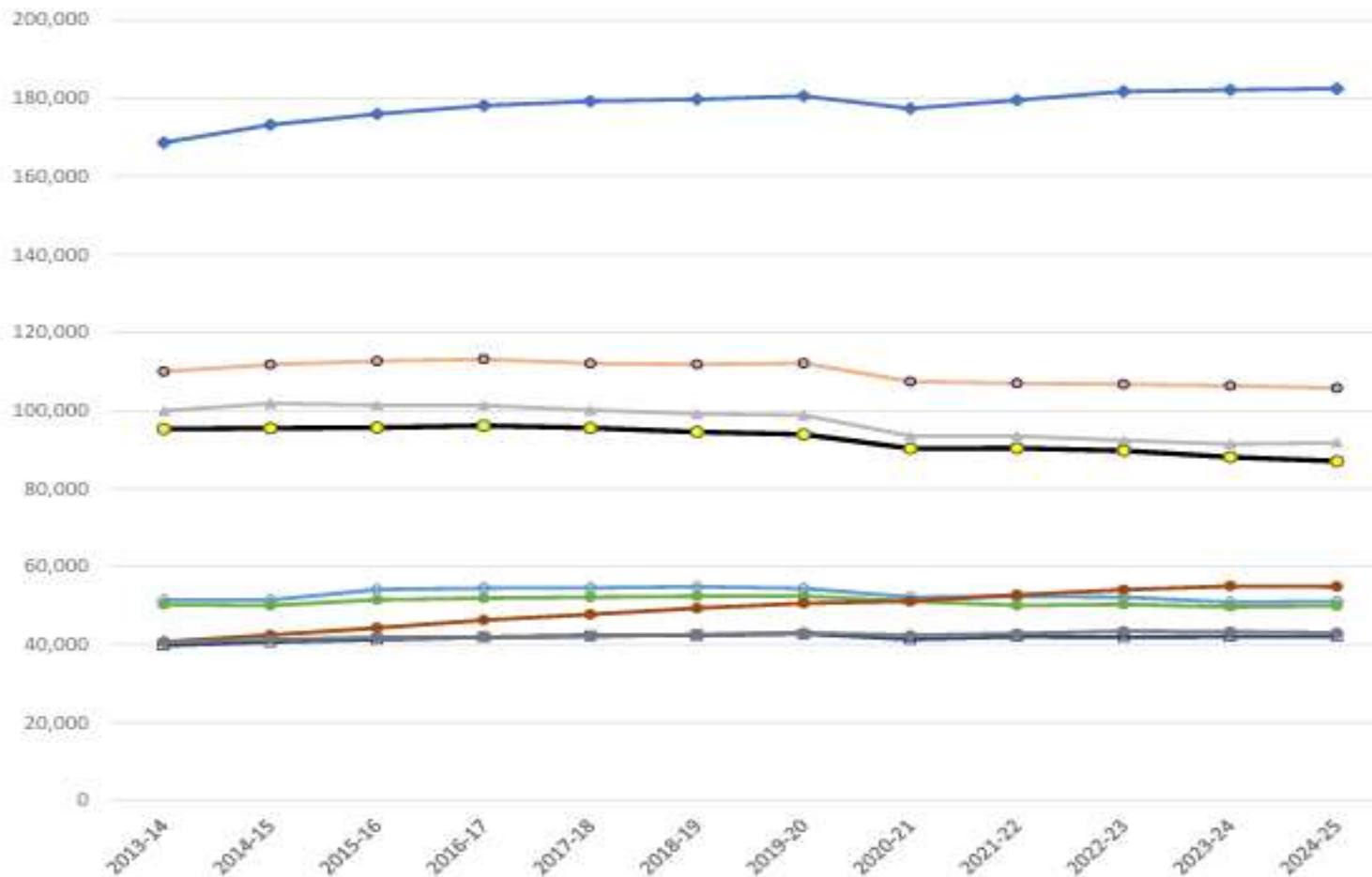
Growth of High Income Households Decline of Workforce Income Households



North Fulton Enrollment Decline



Metro Area Enrollment Trends



% Change from 2023-24

- Gwinnett +0.17 %
- Cobb (-0.58) %
- Dekalb +0.39 %
- Fulton (-1.16) %
- Clayton +0.44 %
- Atlanta +0.57 %
- Cherokee +0.04 %
- Forsyth (-0.22) %
- Henry (-0.57) %

We are hollowing out our essential workforce!





“We all write the story of our lives one decision at a time. What story do you want to tell?”

Andy Stanley
North Point Community
Church

How Does a Lack of
Affordable Housing
Affect Sandy Springs?

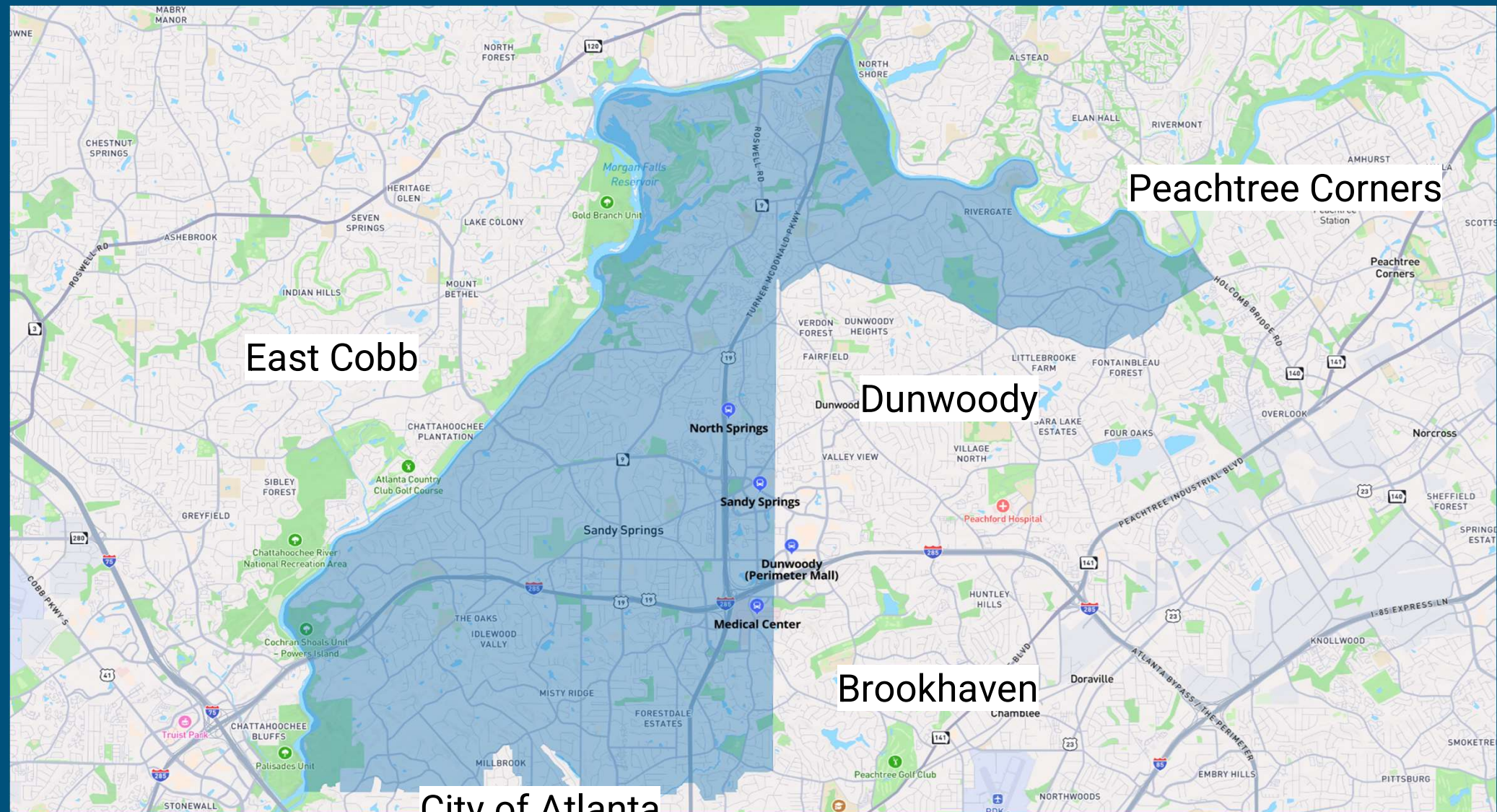
East Cobb

Peachtree Corners

Dunwoody

Brookhaven

City of Atlanta



Challenges to housing:

- 73 municipalities in the metro area each with own devel. Codes
- Local devel. codes not incentivized enough to make up for high cost of land, cost of construction
- Northern municipalities don't believe in P3's to build affordable housing

In 1980's -90's our infrastructure was built, prior to cityhood.

- Our employment centers were already built
- Our Medical Center were already built- Northside, Emory (St. Joseph's), Children's Healthcare (Scottish Rite Children's)
- Our multi-family and single family homes were built

In addition, 3 MARTA stations were built – Medical Center, Sandy Springs, North Springs

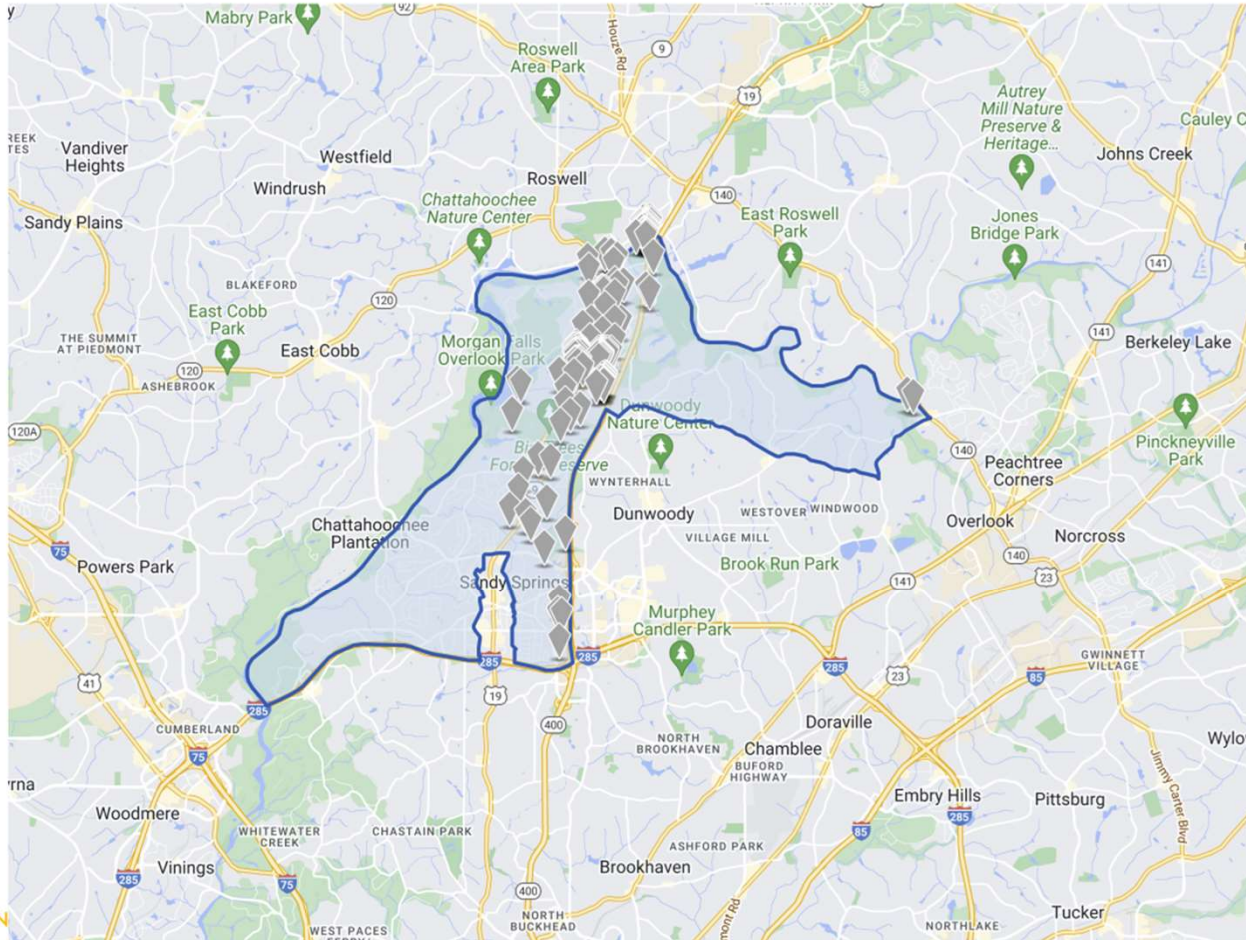
Sandy Springs Corporate Campuses



Corporation Headquarters in Sandy Springs



Sandy Springs Multifamily



Sandy Springs Health Care Providers

Hospitals & Medical Centers



Cancer Treatment Centers



National Cancer Institute-Designated
Comprehensive Cancer Center



Housing Needs Assessment 2020

Renters - Sandy Springs is losing housing for its most vulnerable renters.

- Demolition and replacement of 1,073 units of older market rate housing over the past decade and renovations of older multifamily stock.
- As a result renters earning less than \$50K are leaving Sandy Springs.

Homeowners - Sandy Springs lacks “entry level” single-family

- Median home value \$530K
- 81% of single-family homes are above \$400K
- 19% of for sale homes are priced at \$400K.

Housing Needs Assessment

Employer Key Finding: Regional Employment Center

- Sandy Springs' status as a net workforce importer is threatened by increased housing costs.
- City's quality of life advantages, valued highly by employers, are at risk if lower- and moderate-income households cannot afford housing in Sandy Springs.
- Low and moderate-wage workers, forced to live outside the City due to housing cost increases, could exacerbate congestion issues.

Housing Needs Assessment

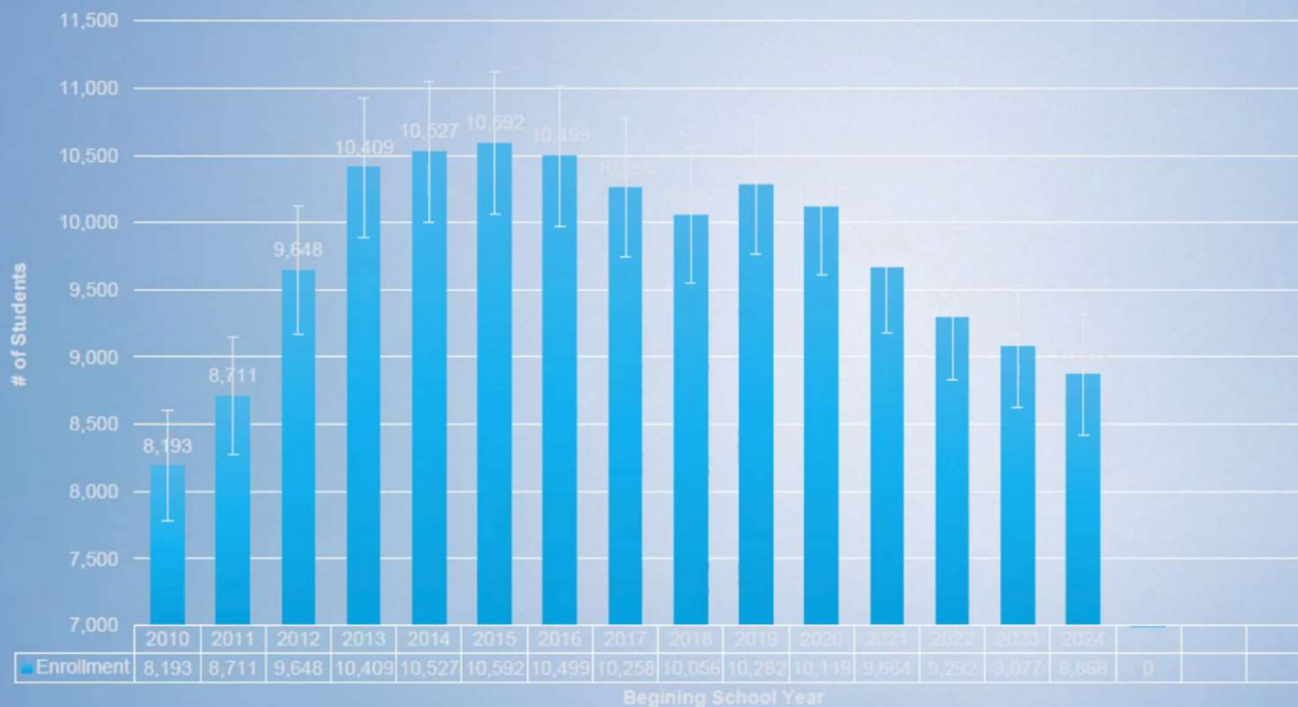
Employer Key Finding:

- Local employers have reported difficulty attracting and retaining workers with wages under \$50K with the available affordable share of rental and for-sale housing given as a top reason.
 - Corporate and medical admn. staff, building maintenance/housekeeping, nursing support staff, patient and senior care technicians, para pro education assistants.

How Does Housing Affordability Impact the Community — Schools



DECLINING ENROLLMENT
Total - all PUBLIC Schools in Sandy Springs



- Public School enrollment is down **ALMOST 20%** from its high in 2015
- Drop not caused by increase in Private School enrollment (from 2017 to 2023, private school enrollment dropped 11% while public dropped 12%)

FACT: Families move when they cannot find affordable housing options.

Fulton school board votes to close Spalding Drive Elementary



Sandy Springs working with MARTA for TOD

There is a bit of hope, in that this past winter, using ARC's Liveable Center's Initiative, Sandy Springs is working with MARTA to create a TOD at the North Springs MARTA station. This will be the first TOD outside of the Perimeter if this comes to fruition.

How Does a Lack of Affordable Housing Affect Sandy Springs?



Panel: Housing Policy Opportunities for North Fulton



Sam Shenbaga
Managing Director Community
Development
Atlanta Regional Commission

Panel Moderator

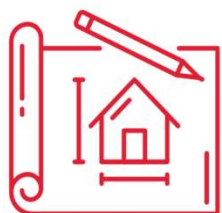


John Park
Mayor
City of Brookhaven



Shea Roberts
State Representative
Georgia House District 52

23 Strategic Recommendations – 6 Priorities



**Dedicate Revenue
Sources for
Affordable Housing
Development**



**Enhance and Protect
Renters' Rights**



**Create Sustainable
Funding Sources for
Under 50% AMI Housing**



**Prioritize Publicly
Owned Assets for
Affordable Housing**



**Provide Resources to
Encourage
Starter/Affordable Homes
by Homebuilders**



**Secure Property Tax
Exemptions for
Affordable Rental
Housing**



**SCAN HERE TO VIEW
FULL
RECOMMENDATIONS**

Panel: Increase Real Estate Professionals Knowledge of Affordable Homebuying Resources



Eboni Killian

Co-Chair
HouseATL Homeownership
Working Group and
Managing Broker, Sovereign
Realty and Management

Panel Moderator



Tracy Turman

Housing Outreach
Manager
Georgia Department of
Community Affairs



Diana Dandridge

Realtor®



Mandy Crater

Executive Director
HomeAid Georgia

Georgia Dream Homeownership Program

Tracey Turman
Housing Outreach Manager

Down Payment Assistance Requirements



Georgia Dream Down Payment Assistance must be used in conjunction with Georgia Dream first mortgage




Customer must contribute minimum of \$1,000 to the purchase of the property



Down payment assistance is repaid when property is sold, refinanced or property transferred

Georgia DREAM: down payment assistance



GEORGIA DEPARTMENT
of COMMUNITY AFFAIRS

GEORGIA DREAM LOAN PROGRAM COMPARISON

| STANDARD | PEACH PLUS | PEACH SELECT |
|---|--|--|
| Provides assistance and funding to eligible first-time homebuyers. | Serves homebuyers who may not meet the criteria for the standard Georgia Dream loan program. | Offers veterans a low interest rate with no down payment assistance loan options. |
| <ul style="list-style-type: none">• 30-year FHA, USDA-RD, VA or Conventional loan• Fixed interest rate• Purchase price allowances¹ ranging up to \$425,000• Maximum household income limits² ranging up to \$138,505• Down payment assistance available | <ul style="list-style-type: none">• 30-year FHA loan• Higher fixed interest rate• Purchase price allowances¹ ranging up to \$525,000• Maximum household income limits² ranging up to \$207,758• Down payment assistance available• First-time homebuyer requirement is waived | <ul style="list-style-type: none">• 30-year VA loan• Lower fixed interest rate• Purchase price allowances¹ ranging up to \$425,000• Maximum household income limits² ranging up to \$138,505• No down payment assistance offered• First-time homebuyer and liquid asset requirements are waived |

¹Varies by county. ²Varies by county and the total number of persons in the household with an income.

Visit www.GADream.com for more details.

Down Payment Assistance Options

Standard Program up to \$10,000 – all eligible home buyers

PEN up to \$12,500 – all eligible home buyers who are employed in qualified protection, military, health care or education fields

CHOICE up to \$12,500 – all eligible home buyers whose household includes an individual living with a disability

Funds are used in any combination for down payment, closing costs or pre-paid items.





Helping people experiencing or at risk of homelessness build new lives through construction, community engagement, and education.



Construction

HomeAid Georgia is the bridge between the local construction industry and families and individuals experiencing homelessness. HomeAid Georgia has completed over 200 construction projects since 2001.



Community Engagement

HomeAid reaches out to meet the immediate needs of Georgians experiencing homelessness and the organizations that assist them. Yearly, HomeAid completes 10 or more Care Days, thousands of HomeAid CareKits, and the Essentials Drive.



Education

HomeAid strives to educate about the complexities of homelessness to foster a better understanding of related challenges. HomeAid's goal is to build a more compassionate and informed community.

www.homeaidga.org | info@homeaidga.org | 678.775.1401

HOMEBUILDER TOOLKIT

PARTNERING FOR AFFORDABILITY

The Partnering for Affordability Homebuilder Toolkit was developed by **HouseATL**, with support from the **WORTH Atlanta Collaborative** and expert contributions from following leading homebuilders and nonprofit partners:



TOOLKIT PURPOSE

To support **builders** of for-sale single-family, townhome & condo properties across Metro Atlanta in:



Increasing affordable for-sale homes



Pursuing partnership models that increase supply of affordable homes



Obtaining resources to secure land and scale production through nonprofit collaboration

BARRIERS TO HOMEOWNERSHIP



Rising home prices



Long savings timelines
*Takes up to 10 years for
a 10% down payment*



**Limited availability of
homes under \$300K**



**Outdated zoning and
permitting processes**

PARTNERSHIPS ADDRESS AFFORDABILITY

Partnerships diversify the types of products available for homebuyers while supporting the goals of nonprofits and homebuilders.

Homebuilder gain

- lower cost land acquisition
- lower cost capital
- financing opportunities for business growth
- increased development capacity
- opportunity to support their community

Nonprofit gain

- market expertise (*e.g. zoning, property identification*)
- efficiency
- design innovation (*e.g. difficult-to-build lots*)

MODELS FOR EFFECTIVE PARTNERSHIP

| Model | Who Leads Development? | Who Provides Financing? | Who Bears Risk? | Works for | Features |
|---|------------------------|-------------------------|-----------------|--|--|
| 1. Fee-for-Service | Nonprofit | Nonprofit | Nonprofit | Builders new to affordable housing | Builder is paid a fixed fee; nonprofit controls land, financing, marketing |
| 2. Risk-Sharing with Nonprofit Financing | Builder | Nonprofit | Shared | Experienced small/mid-size builders | Builder leads construction/design; shares profit/loss with nonprofit |
| 3. Homebuilder-Initiated Mixed-Income | Builder | Builder | Builder | Builders with market-rate pipeline | Builder sets aside units sold at cost to nonprofit partners |
| 4. Nonprofit-Initiated Mixed-Income | Nonprofit | Builders + Nonprofit | Shared | Nonprofits with land control or master plans | Nonprofit sells lots to multiple builders to create mixed-income community |

MODEL 3

Market-rate subdivision with set-aside affordable homes

O'Dwyer Homes + HomeAid Georgia + HouseATL

- O'Dwyer builds homes at cost and sells them to nonprofits, who then market to income-eligible buyers using soft-second mortgages.
- Builders can integrate affordability into market-rate projects without financial loss.
- **Outcome:** Model supports scalability and protects appraised values.



Preventing Heirs Property Challenges

Ashley Edwards

HouseATL Project Consultant

Black and Latino Middle Neighborhoods Heirs Property Initiative

Heirs Property = Hidden Threat to Homeownership

What It Is:

Homeowner dies with no will or estate plan - property ownership becomes unclear/ legally “tangled” across multiple heirs

Why It Matters:

- Blocks access to loans, repairs, homestead exemptions, etc.
- Leads to displacement
- Affects renters living in the home
- Weakens neighborhoods via vacancy and blight

Role of Real Estate Professional/ Housing Advocate:

- Educate yourself and clients
- Encourage estate planning early
- Share trusted resources
- Be a partner in preserving affordable homeownership

Breakout and Reporting

- Problem solve at your tables – How to advance this recommendation?
- Choose a recorder
- Use the handout to record or use this link to record online



<https://form.jotform.com/250264237752153>

- **If you use a handout, please leave it on table for staff**
- 15 minutes to discuss
- 10 minutes for some report outs



2025 AWARDEES



**Atlanta Neighborhood
Development Partnership**



Elizabeth Appley



Atlanta Legal Aid



Maureen Freehill



**Community Foundation
for Greater Atlanta**





Bylaws Vote in August – Mission

Mission

HouseATL advances equitable housing outcomes for individuals and families in the metro Atlanta region by leading cross-sector collaboration and advocating for affordable housing policy and solutions.

Previous Mission

HouseATL is a cross-sector group of civic leaders committed to building the political and community will for a comprehensive and coordinated housing affordability action plan for Atlanta.



Bylaws Vote in August –Vision

Vision

HouseATL envisions metro Atlanta as a thriving and diverse region, where people at all income levels have housing choices and can live with dignity, for generations to come.

Previous Vision

Our membership's vision is that Atlanta will have a shared, comprehensive set of policies and adequate funding to address housing affordability.

Thank you for joining us today!

Get involved!

- **Save the Date:** Next Member Convening **Thursday, August 14, 2025** at the Morrow Center in Clayton County
- Join HouseATL and be active in a Working Group
- Submit items for newsletter
- Follow us on LinkedIn, Instagram or Facebook

Share your feedback!

Help us make the most of future meetings and improve HouseATL by sharing your feedback



For questions or to get more involved contact:

Talia Thornton

Membership Associate
tthornton@houseatl.org

Natallie Keiser

Executive Director
nkeiser@houseatl.org

HouseATL.org