

## **Atlanta Braves Mixed-Use Development Summary**

### **Overview**

The Atlanta Braves, and partners, will privately fund 100 percent of a signature mixed-use development that will encompass its proposed baseball stadium slated to open in 2017. Designed to be complementary in nature to the stadium, the development will be tailored to enhance the fan experience and host a sustainable mix of retail, restaurants, residential, hotel and office space for year-round success.

### **Project Scope and Budget**

The initial phase of the project will total between 700,000 and 1,000,000 square feet of retail, restaurant, residential, hotel and office space. This constitutes a \$400 million private investment in the Cumberland CID. This project will create substantial positive economic value for Cobb County through the generation of additional sales and property tax revenues. The project will provide a source of quality construction and permanent jobs for area residents.

### **A Year-Round Destination**

Intended to thrive 365-days-a-year, the mixed-use development will help spur activity along Cobb Parkway north of I-285. Cobb residents will now have additional entertainment choices in the Galleria area to accompany the amenities around Cumberland Mall and the Cobb Energy Centre.

- The development will be a destination for community life, including significant amounts of street-oriented and neighborhood-serving retail, parks and green space.
- By incorporating green space into the design plans, the Braves are seeking to preserve existing terrain and habitat for the benefit of public use.
- The planned Cumberland District Circulator will alleviate the need for all parking to be located on site, fostering a walkable community that extends from beyond the site's footprint.
- Proper planning will allow for improved connectivity to the surrounding community to positively affect property values, quality of life and public safety.

### **An Immediate Benefit**

By building out the development at the same time as the construction of the stadium, the Braves are making history. No other U.S. project of this nature has built and launched a complementary development in tandem with the sports venue. As a result, the project will yield a positive economic impact for Cobb County through the creation of new jobs and generation of additional sales and property tax revenues.