

# Gwinnett stadium spurs new growth



**Play ball:** Gwinnett's minor league stadium is expected to spur new surrounding developments.

## MIXED-USE/SPECIAL-USE WINNER

By **Giannina Smith**  
STAFF WRITER

**B**ringing the crack of the bat to the citizens of Gwinnett, the county is in the midst of building a 10,000-seat baseball stadium that will be the future home of the Gwinnett Braves, the Atlanta Braves minor league Triple-A affiliate, which is relocating from Richmond, Va.

The stadium, which broke ground June 3, 2008, is preparing to host its first baseball game April 17. Preston Williams, managing director of the **Gwinnett Convention and Visitors Bureau**, said he expects the first game to be sold out.

While the stadium will provide a destination for baseball fans, Williams said he also sees the project as an impetus for future real estate development in the surrounding area.

"It's certainly going to create jobs and

certainly going to stimulate more development off Highway 20 east of I-85 in years to come," Williams said.

Given the potential economic stimulus, the stadium project has been selected as the winner in the Mixed-Use/Special-Use Category of Atlanta Business Chronicle's Best in Real Estate Awards.

According to the GCVB, upon completion the stadium is anticipated to generate \$15 million annually in new direct spending and create close to 250 new jobs for Gwinnett County, while creating \$6.5 million in new personal income and about \$1.3 million in gross tax revenues.

Situated on 12.3 acres, the stadium land, which is off Buford Drive and Tech Center Parkway, was sold to Gwinnett County by Buckhead's **Brand Properties LLC** in 2008. Brand Properties plans on using the remaining 73 acres to build the \$200 million mixed-use **The Village at Gwinnett Stadium**. The Village will comprise 351,000 square feet of commercial space, 617,000 square feet of office space, 610 residential units and 300 hotel rooms.

Reach Smith at gianninasmith@ajc.com.

## DEALMAKERS

**Developer:** Gwinnett Convention and Visitors Bureau and Brand Properties LLC as a public/private initiative

**Architects:** HGOR - Urban Design and Planning; HKS Architects Inc. - Stadium Design; Wakefield Beasley & Associates Architects Inc. - Architect for **The Village at Gwinnett Stadium**

**Contractors:** Barton Malow Co. (stadium)

**Start date:** Press conference announcing project: Jan. 14, 2008

**Official Developer:** Gwinnett Convention and Visitors Bureau and Brand Properties LLC as a public/private initiative

**Attorneys:** Mahaffey Pickens & Tucker LLP

**Lender:** Gwinnett Development Authority issuance of revenue bonds (stadium)

**Engineers:** Planners and Engineers Collaborative Inc.

**Other relevant companies involved in the deal:** Gwinnett Braves

**Cost:** \$64 million (Gwinnett Stadium); \$200 million for the Village at Gwinnett Stadium

**Larson**  
Engineering



**Full-Service**  
**Engineering Firm**

*Licensed in all 50 states,  
we go where you go!*

*Over 260+ engineers on staff  
for quick turn-around  
on bids and proposals  
— any size job.*

*Call us, or check out our website  
[www.larsonenr.com](http://www.larsonenr.com)*

For more information, contact Paul Douglas  
[pdouglas@larsonenr.com](mailto:pdouglas@larsonenr.com)  
770.279.6010 • fax 770.279.6015  
5850 Live Oak Parkway, Suite 300  
Norcross, GA 30093  
[www.larsonenr.com](http://www.larsonenr.com)

# Timing critical in Atlanta Gateway Center

## MIXED-USE/SPECIAL-USE FINALIST

By **Giannina Smith**  
STAFF WRITER

**T**he Gateway Center adjacent to the **Georgia International Convention Center** could have an estimated overall impact of \$1.5 billion in increased revenue for the city of College Park.

Featuring two hotels and an office tower on a 28-acre site, the 1.1 million-square-foot, \$250 million development is expected to spur substantial job creation for the local community through hotels, restaurants and retail space.

Located a quarter-mile from **Hartsfield-Jackson Atlanta International Airport**, the project will have a direct link to the airport via a new automated people mover.

This project was a finalist in the Mixed-Use/Special-Use Category in the Best in Atlanta Real Estate Awards.

Reach Smith at gianninasmith@ajc.com.

**Opening the Gateway:** The center will have a direct link to Hartsfield-Jackson via a new automated people mover.



## Dealmakers

**Developer:** Grove Street Partners LLC

**Contractor:** Brasfield & Gorrie LLC

**Architects:** Smallwood, Reynolds, Stewart, Stewart & Associates Inc.; Goode Van Slyke Architecture LLC; and Rule Joy Trammell + Rubio LLC for the office building

**Attorneys:** Sheley & Hall LLP for Grove Street Partners; Fincher, Denmark & Williams LLC for the city of College Park; and Mack & Harris for the College Park Business and Industrial Authority (BIDA); Morris, Manning & Martin LLP for the city of College Park and BIDA

**Lender:** Fidelity Investments, Williams Opportunity Fund, U.S. Bank, SunTrust Banks Inc., Wachovia Corp., Citizens Trust, Proficio Bank, Touchmark and Park Avenue Bank for the office building

**Other relevant companies involved in the deal:** City of College Park; College Park Business and Industrial Authority

**Cost:** \$250 million

# Growing Opportunities in a Shrinking World

Thursday, April 16, 2009  
The Ritz-Carlton, Buckhead

This unparalleled event brings together global M&A advisors and members of the private equity and corporate communities to discuss M&A trends and opportunities for growth in international markets.

For more information and to register, please visit:

[www.mergers.net/atlanta](http://www.mergers.net/atlanta)

Organized by:

**M&A**  
INTERNATIONAL

**ACG** Atlanta



Sponsors: **MERRILL DATASITE** PaulHastings Capital IQ