

SHOP

**B** THE  
BATTERY  
ATLANTA

DINE

EXPERIENCE

 BRAVES  
DEVELOPMENT  
COMPANY™

 **JLL**



GARY LEWIS + ASSOCIATES

AT THE BATTERY ATLANTA

OPENING DAY IS

365 DAYS A YEAR



124 CONCERTS & GAMES EACH YEAR

1,186 RESIDENTS YEAR-ROUND

4,000 OFFICE EMPLOYEES VISITING YEAR-ROUND

117,328 HOTEL GUESTS VISITING YEAR-ROUND

50+ RETAIL DOORS OPEN YEAR-ROUND

B

THE BATTERY ATLANTA

WAVE! at the BATTERY ATLANTA

WAVE! at the BATTERY ATLANTA

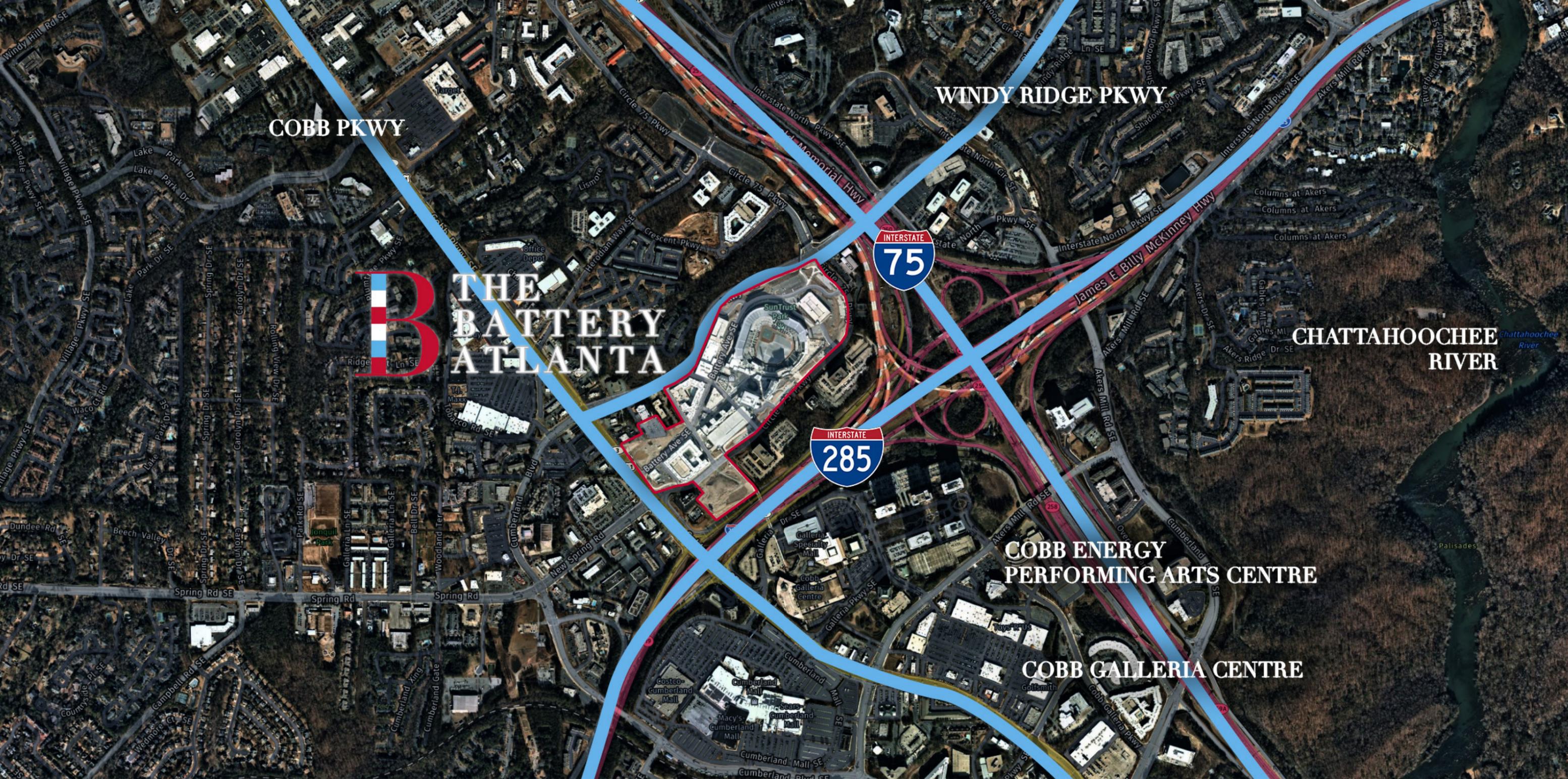
RIGHT FIELD GATE

TODD ENGLISH SINCE 2014

TAVERN

OMNI HOTEL





COBB PKWY

WINDY RIDGE PKWY

# THE BATTERY ATLANTA

CHATTAHOOCHEE RIVER



COBB ENERGY PERFORMING ARTS CENTRE

COBB GALLERIA CENTRE

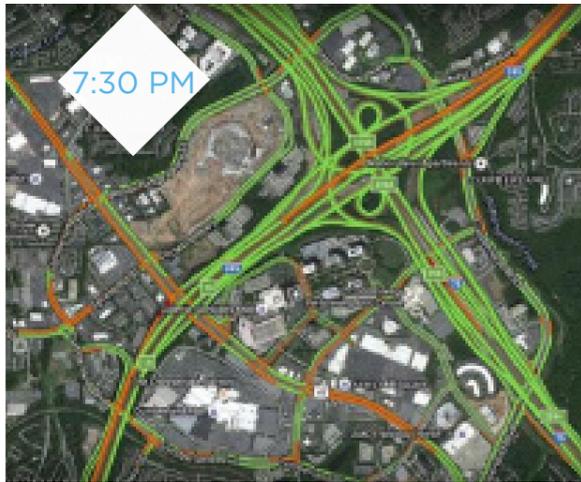
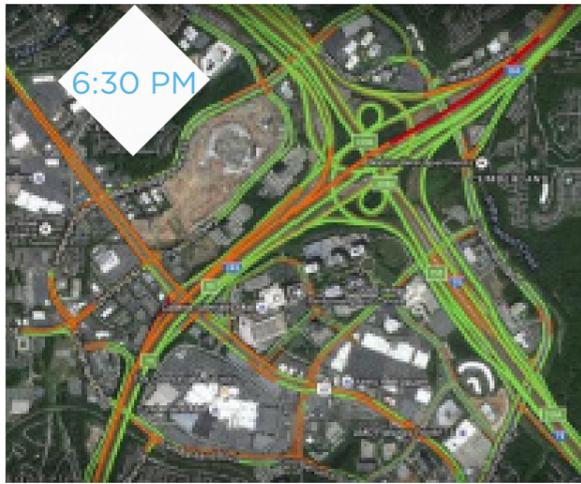
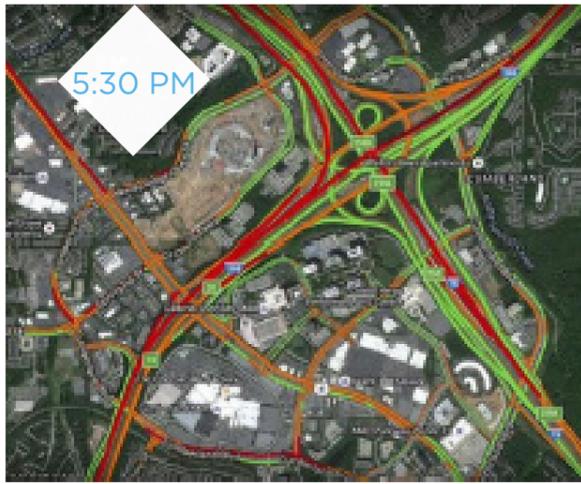
# LOCATION

*of The Battery Atlanta*

260,000  
AVG. CARS  
ON I-75 DAILY

208,300  
AVG. CARS  
ON I-285 DAILY

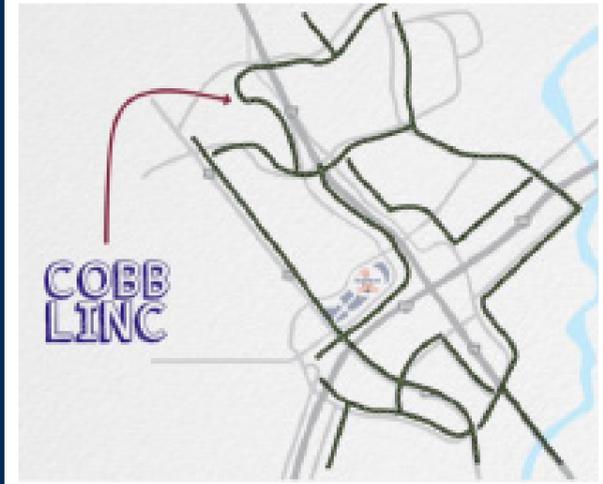
Source: Esri



**30**  
**MINUTE**  
LATER FIRST PITCH  
AT 7:30PM

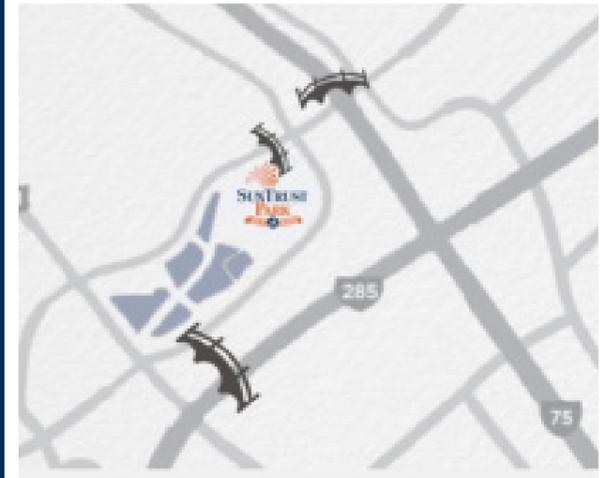
**\$2**  
BILLION

PUBLIC INFRASTRUCTURE  
IMPROVEMENTS



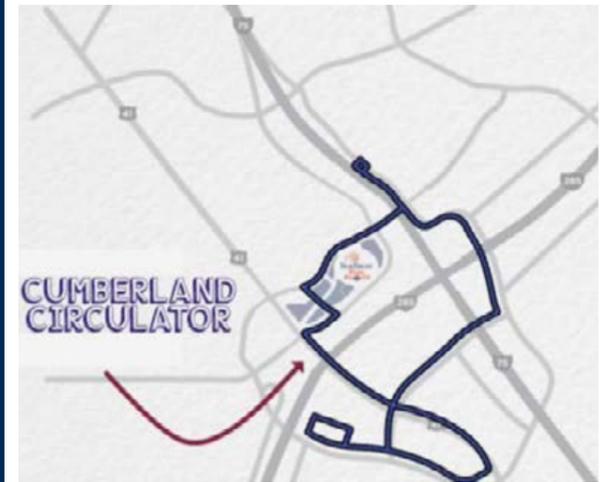
**3**

NEW PEDESTRIAN BRIDGES  
FOR GAMEDAY PARKING



**14**

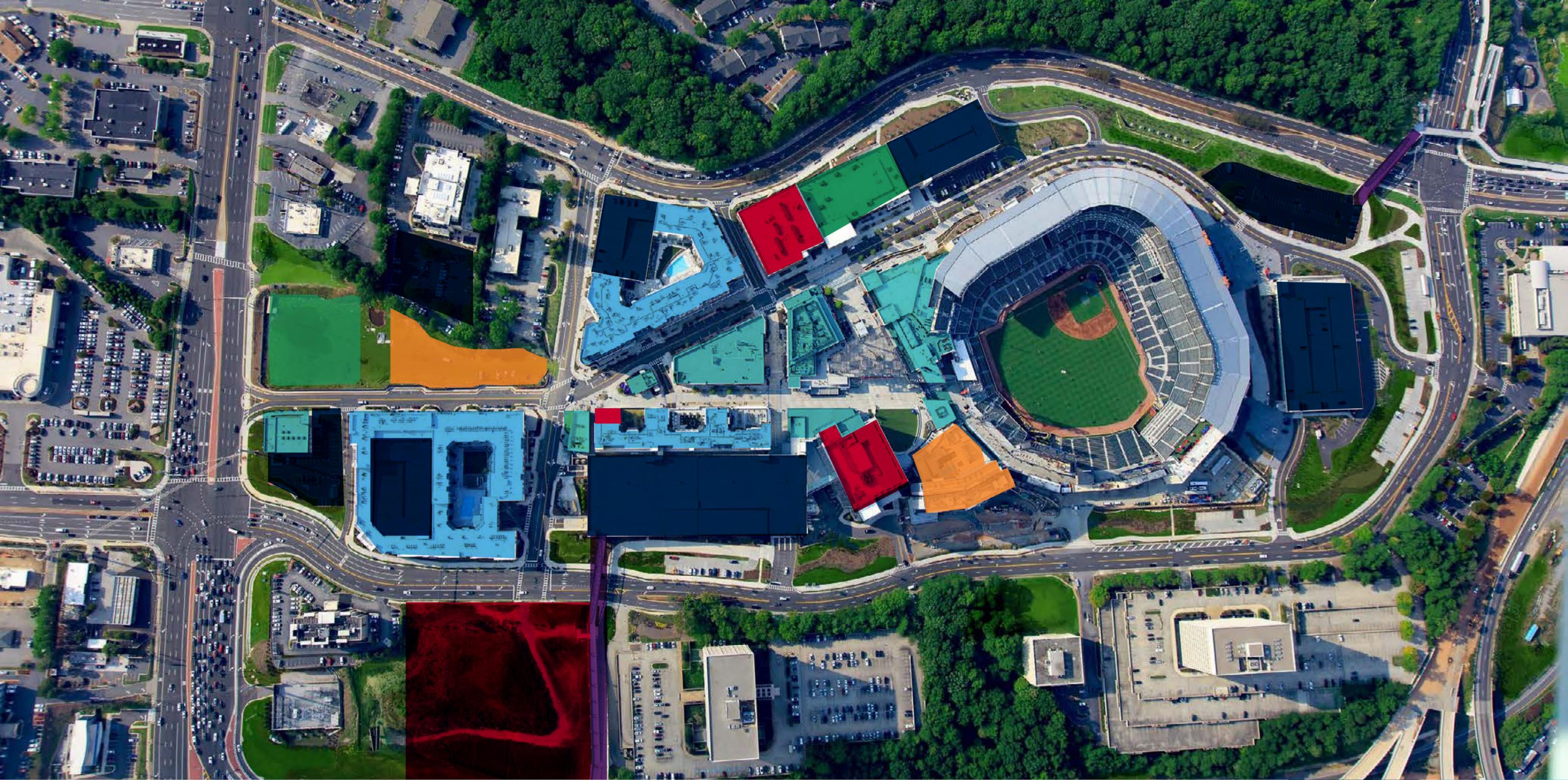
ACCESS POINTS



**1**

MOBILE APP INTEGRATING  
PARKING ASSIGNMENT AND  
NAVIGATION

# TRANSPORTATION & ACCESS *at The Battery Atlanta*



# THE BATTERY ATLANTA & SUNTRUST PARK

■ Office space  
 ■ Parking  
 ■ Residential over retail  
 ■ Retail & dining  
 ■ Entertainment  
 ■ Hotel  
 ■ Pedestrian Bridge



MASTER DEVELOPER



OPERATIONS TEAM



OWNER (ATLANTA BRAVES)





The perfect marriage of classic ballpark feel, modern amenities and southern hospitality, creating a fan experience unlike any other. An intimate setting of 41,500 seats (20% smaller than Turner Field) designed to maximize sightlines, making every seat feel like the “best in the house.”

# SUNTRUST PARK

HOME OF THE ATLANTA BRAVES  
& MOST DYNAMIC MIXED-USE ANCHOR IN THE COUNTRY

41,500  
SEATING CAPACITY

3M FAN VISITS  
PER YEAR (PROJECTED)

# ATLANTA BRAVES

## AT SUNTRUST PARK

LARGEST MARKETING TERRITORY  
OF ANY PROFESSIONAL SPORTS  
TEAM IN THE U.S.



1.24M  
FOLLOWERS



2.2M  
FOLLOWERS



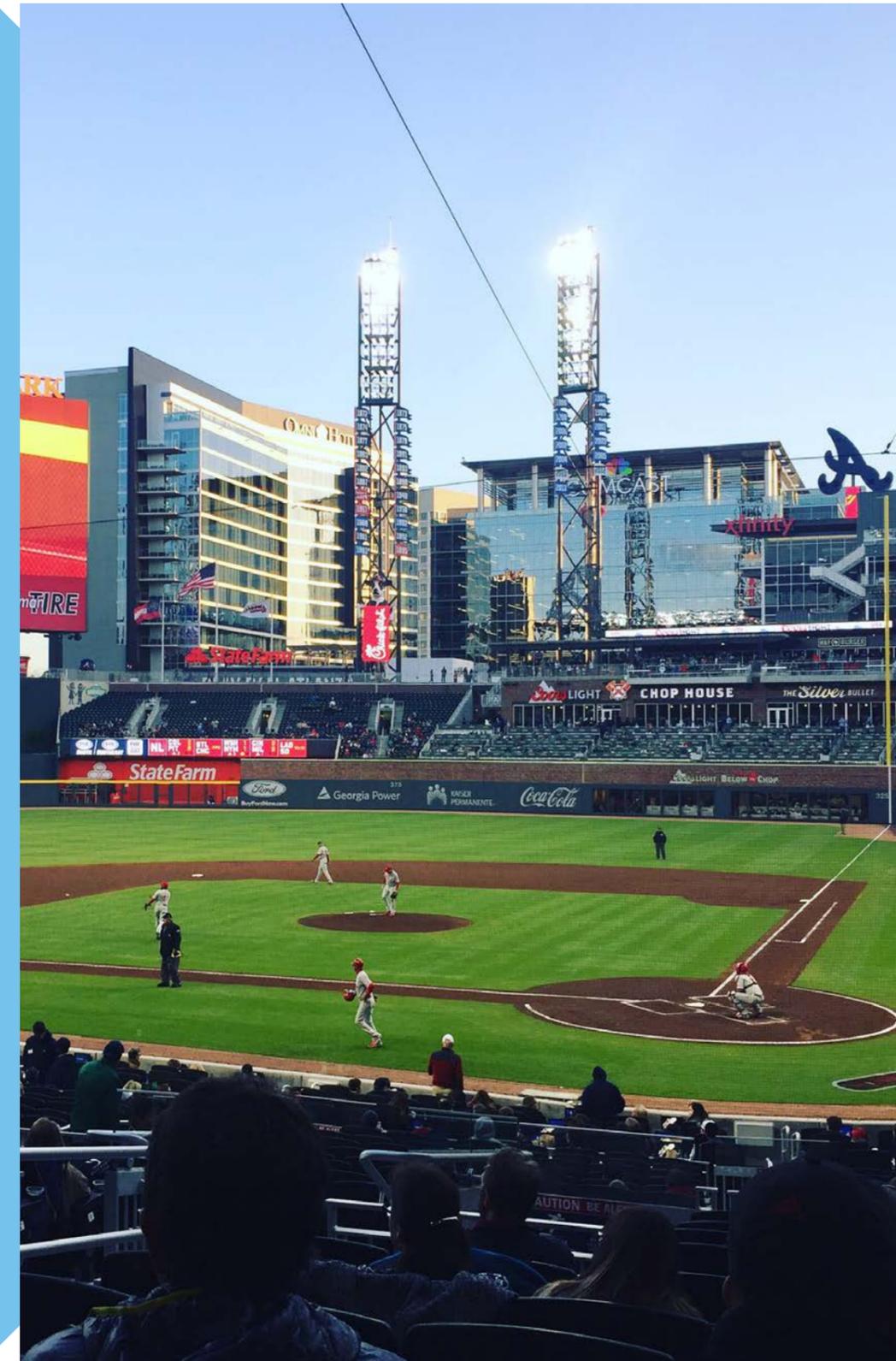
45K  
FOLLOWERS

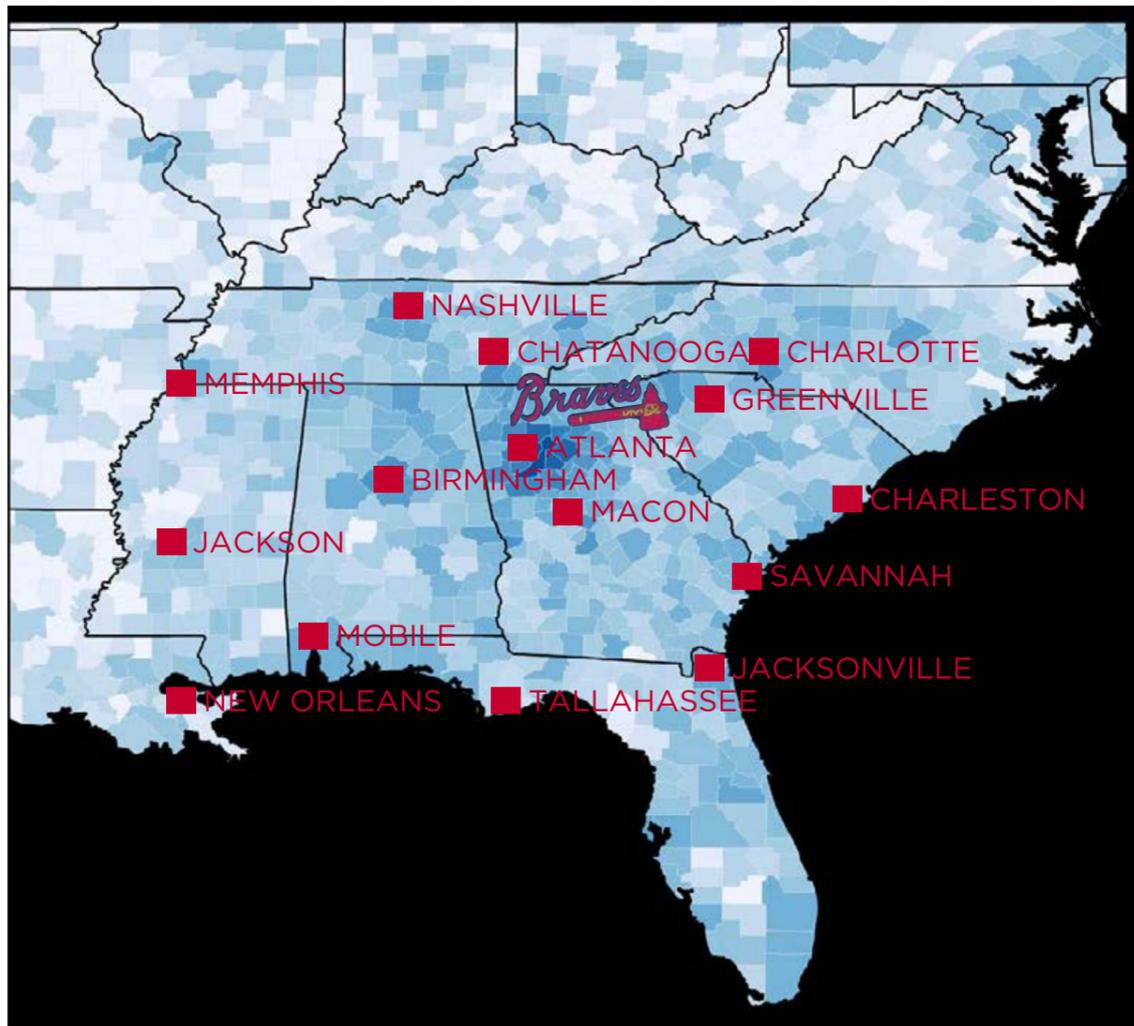


6.6K  
FOLLOWERS

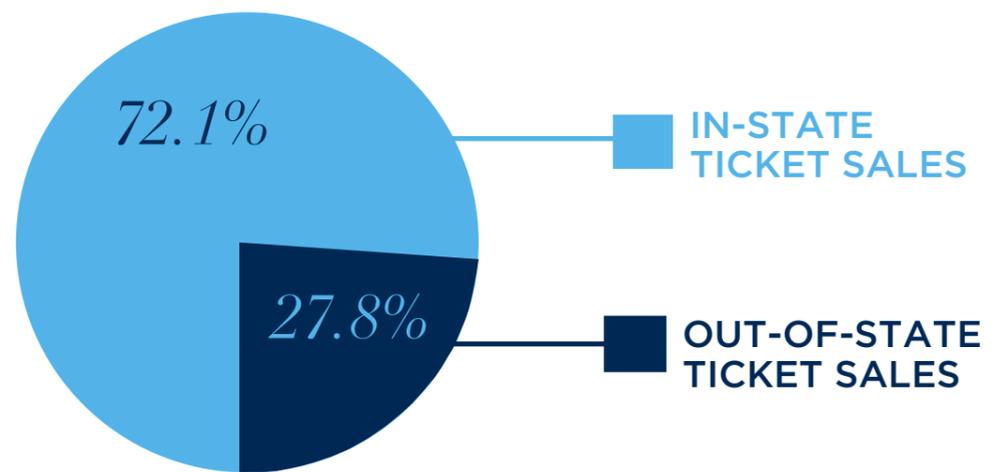


730K  
FOLLOWERS

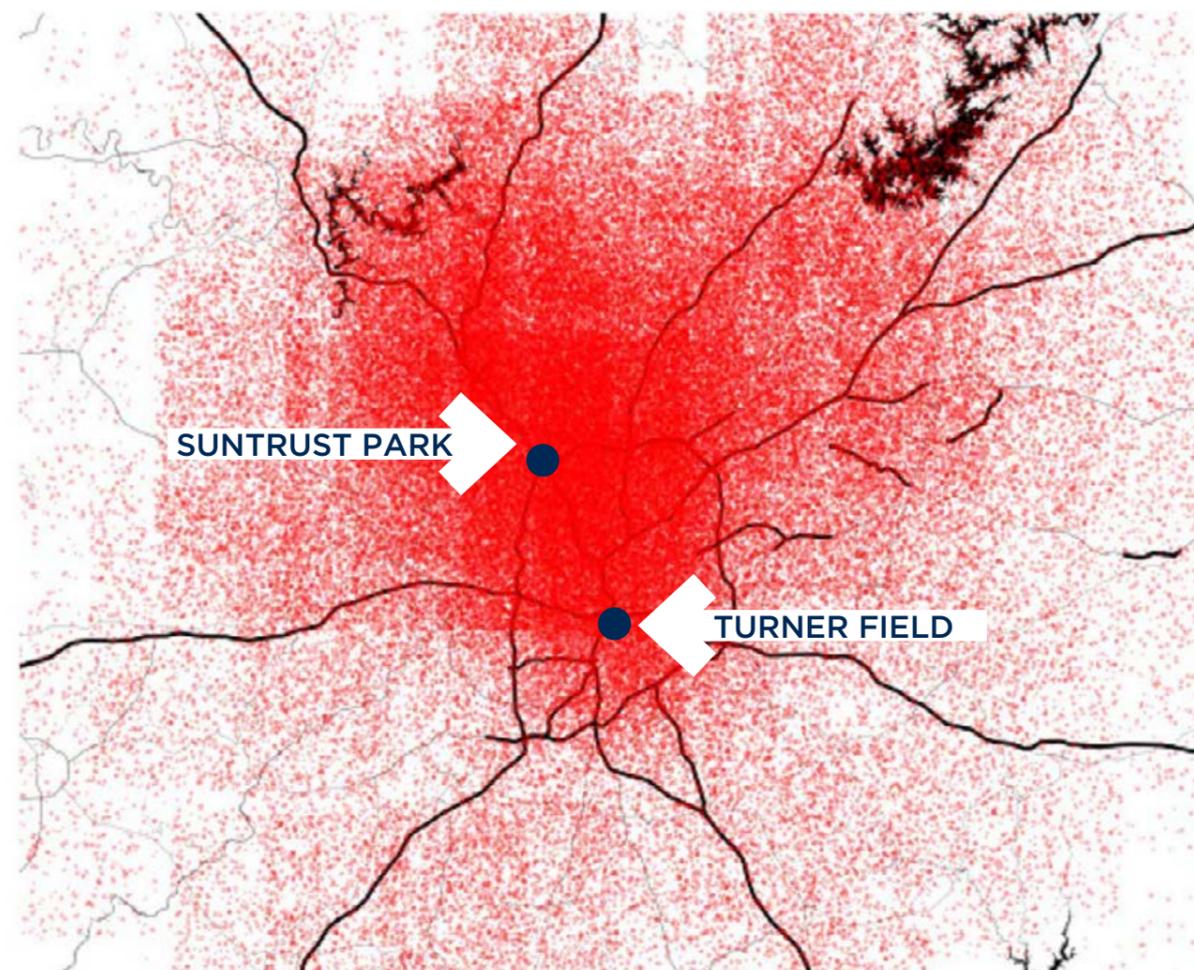




AREA (IN MILES)	TICKET SALES	PERCENT (OF TICKETS)
3	422,598	16.03%
5	474,219	17.98%
10	940,108	35.65%
20	1,631,642	61.88%
50	1,968,525	74.65%
100	2,092,600	79.36%
150	2,138,796	81.11%
200	2,205,207	83.63%

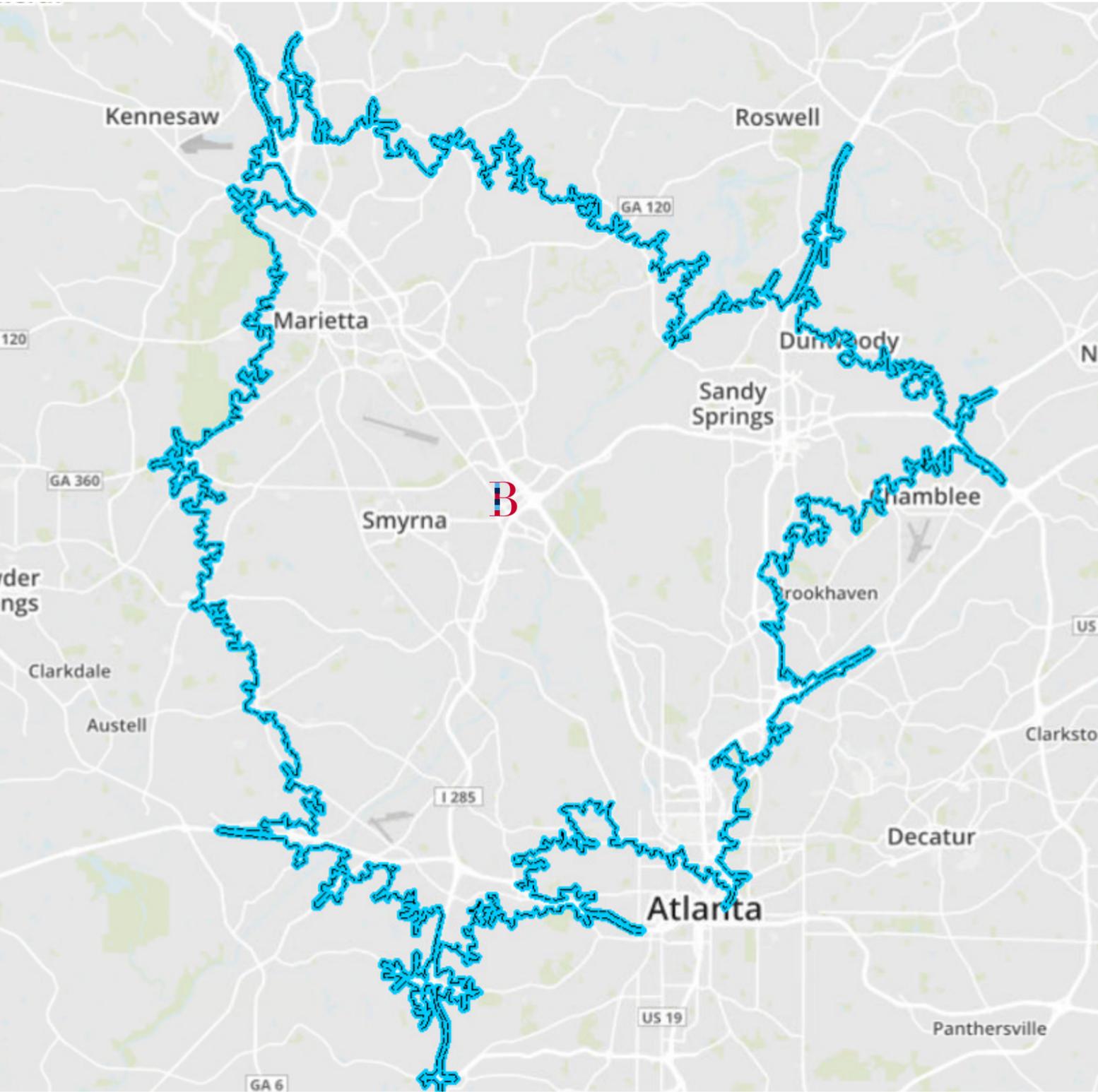


# ATLANTA BRAVES TICKET SALES



# MARKET OVERVIEW





# DEMO GRAPHICS

*within a 20-minute  
truncated drive time*

Source: ESRI



2017 MEDIAN AGE

## 2017 SUMMARY



POPULATION



AVG. HOUSEHOLD INCOME

## 2022 PROJECTED



POPULATION  
(PROJECTED)



AVG. HOUSEHOLD INCOME  
(PROJECTED)

# AFFLUENT HOUSEHOLD COMPARISON

*within a 20-minute truncated drive time*

Source: ESRI

CENTER NAME & LOCATION	2017 POPULATION	2022 PROJECTED POPULATION	MEDIAN AGE	AVG. HOUSEHOLD INCOME
<b>THE BATTERY ATLANTA</b> ATLANTA, GA	623,139	665,619	34.7	\$100,258
AVALON ALPHARETTA GA	440,234	483,296	37.8	\$125,096
LENOX MALL ATLANTA, GA	537,200	571,110	34.1	\$110,425
THE SUMMIT ATLANTA, GA	389,464	401,898	37.6	\$90,439
MALL AT GREEN HILLS NASHVILLE, TN	350,312	373,869	34.8	\$84,503
SOUTH PARK MALL CHARLOTTE, NC	423,421	451,217	35.6	\$76,651
SOMERSET COLLECTION TROY, MI	617,619	632,806	41.7	\$95,247
KEIRLAND COMMONS SCOTTSDALE, AZ	541,803	583,453	43.1	\$101,762
SOUTHLAKE TOWN SQUARE SOUTHLAKE, TX	621,260	673,501	36.1	\$108,040
THE DOMAIN AUSTIN, TX	846,914	937,960	32.8	\$91,205



18.3%

## YOUNG & RESTLESS

**MEDIAN AGE: 29.8**

**MEDIAN H.H. INCOME: \$40,500**

- ONE OF THE YOUNGEST MARKETS: MORE THAN HALF THE HOUSEHOLDERS UNDER AGE 35
- THEY LIKE TO BE THE FIRST TO TRY NEW PRODUCTS, BUT PREFER TO DO RESEARCH BEFORE BUYING THE LATEST ELECTRONICS



13.4%

## ENTERPRISING PROFESSIONALS

**MEDIAN AGE: 35.3**

**MEDIAN H.H. INCOME: \$86,600**

- EARLY ADOPTERS OF NEW TECHNOLOGY IN HOPES OF IMPRESSING PEERS WITH NEW GADGETS
- STRIVE TO STAY YOUTHFUL AND HEALTHY, EAT ORGANIC AND NATURAL FOODS, RUN AND DO YOGA



16.2%

## METRO RENTERS

**MEDIAN AGE: 32.5**

**MEDIAN H.H. INCOME: \$67,000**

- VERY INTERESTED IN THE FINE ARTS AND STRIVE TO BE SOPHISTICATED; VALUE EDUCATION AND CREATIVITY
- PUBLIC TRANSPORTATION, TAXIS, WALKING, AND BIKING ARE POPULAR WAYS TO NAVIGATE THE CITY



10.3%

## TOP TIER

**MEDIAN AGE: 47.3**

**MEDIAN H.H. INCOME: \$173,200**

- HIGHLY EDUCATED, SUCCESSFUL CONSUMER MARKET
- SOCIALLY RESPONSIBLE CONSUMERS WHO AIM FOR A BALANCED LIFESTYLE, THEY ARE GOAL ORIENTED AND HARDWORKING



5.1%

## BRIGHT YOUNG PROFESSIONALS

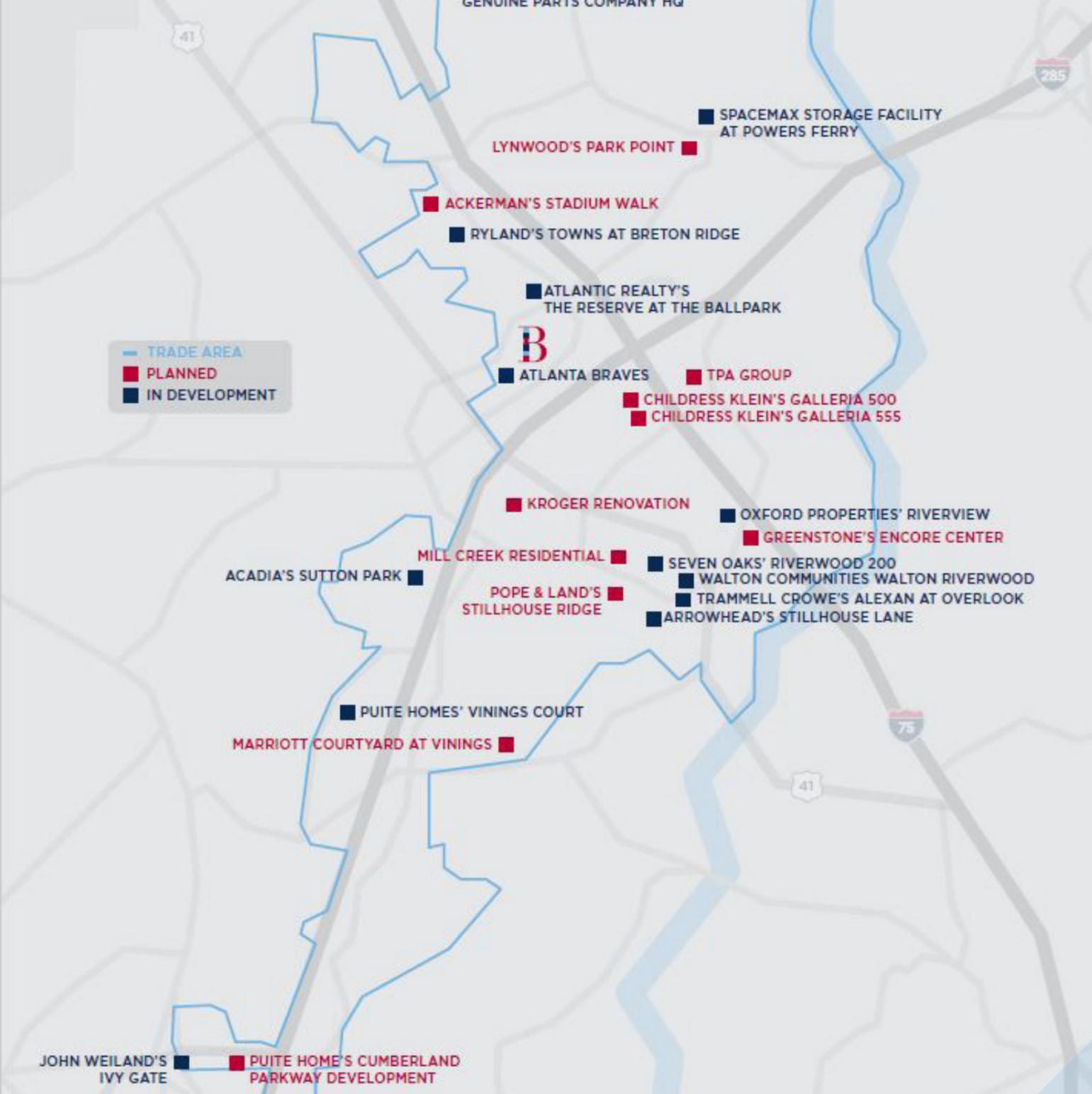
**MEDIAN AGE: 33.0**

**MEDIAN H.H. INCOME: \$54,000**

- THESE CONSUMERS ARE UP ON THE LATEST TECHNOLOGY.
- CONCERN ABOUT THE ENVIRONMENT, IMPACTS THEIR PURCHASING DECISIONS

# PSYCHOGRAPHIC PROFILES *within 5 miles*

Source: ESRI



*The Cumberland area will realize \$3.5 billion in public and private investment between 2013 and 2018*

\$1.5B FOR PRIVATE; \$2B FOR PUBLIC INFRASTRUCTURE IMPROVEMENTS

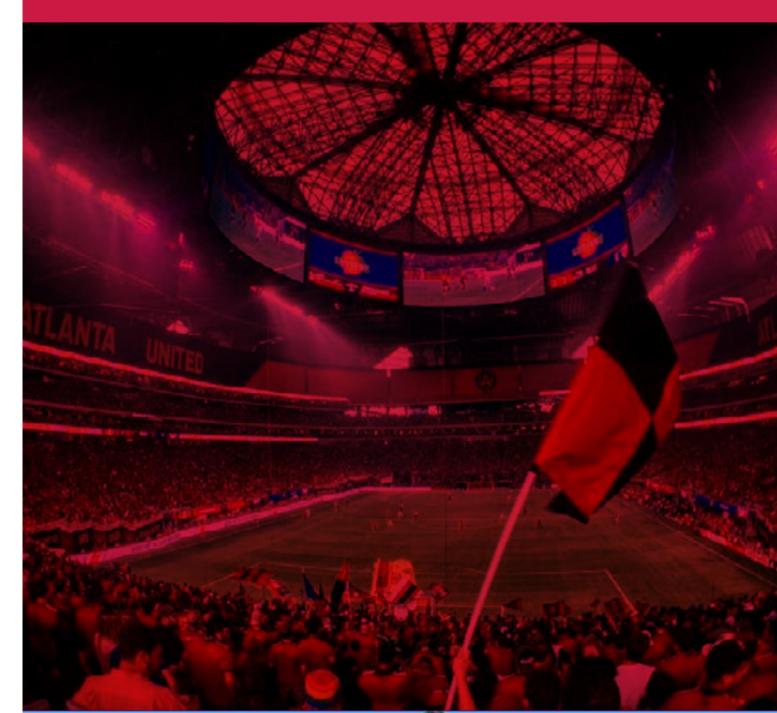
*1.25 million*  
SQUARE FEET OF CLASS A OFFICE

*4,000*  
NEW RESIDENTIAL UNITS

*1,250*  
NEW HOTEL ROOMS

*575,000*  
SQUARE FEET OF NEW RETAIL

# FUTURE DEVELOPMENTS



*Over 50 million*  
ANNUAL VISITORS TO ATLANTA

*\$3.05 billion economic impact*  
FROM TOURISM IN COBB COUNTY

*\$74 million*  
TOURISM REVENUE PROJECTED FOR 2035  
Source: issuu

# TOURISM VENUES & ATTRACTIONS

## 5 MINUTE DRIVE

- ◆ ATLANTA BRAVES
- ◆ COBB ENERGY PERFORMING PERFORMING ARTS CENTRE
- ◆ COBB GALLERIA CONVENTION CENTER
- ◆ CHATTAHOOCHEE PARK
- ◆ COCA-COLA ROXY THEATRE

## 15 MINUTE DRIVE

- ◆ SIX FLAGS OVER GEORGIA
- ◆ ATLANTA UNITED FC PROFESSIONAL SOCCER PRACTICE FACILITY
- ◆ ATLANTA BOTANICAL GARDENS
- ◆ ATLANTA OPERA
- ◆ ATLANTA BLAZE PROFESSIONAL LACROSSE

## 30 MINUTE DRIVE

- ◆ GEORGIA AQUARIUM
- ◆ WORLD OF COKE
- ◆ CENTENNIAL OLYMPIC PARK
- ◆ CNN CENTER
- ◆ FOX THEATRE
- ◆ LAKEPOINT SPORTING COMMUNITY
- ◆ HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

# THE LINEUP



350,000 S.F



700,000 S.F



531 LUXURY APARTMENTS

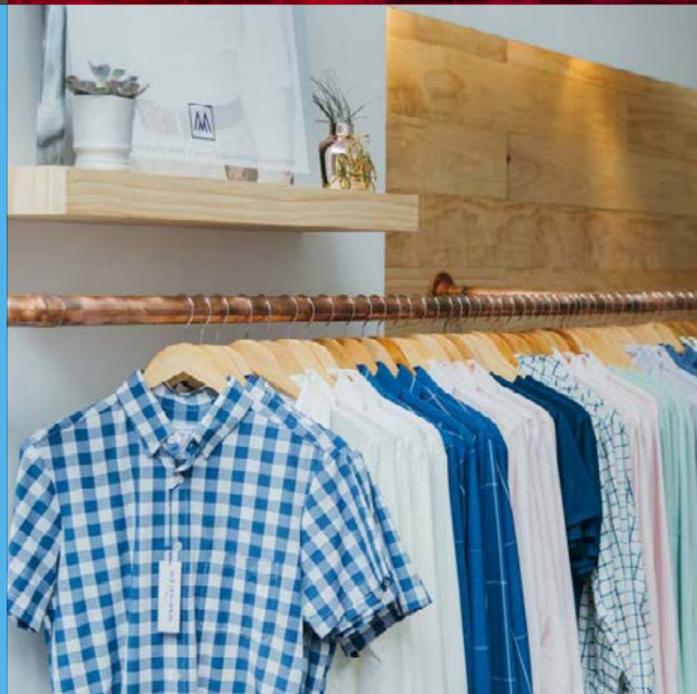
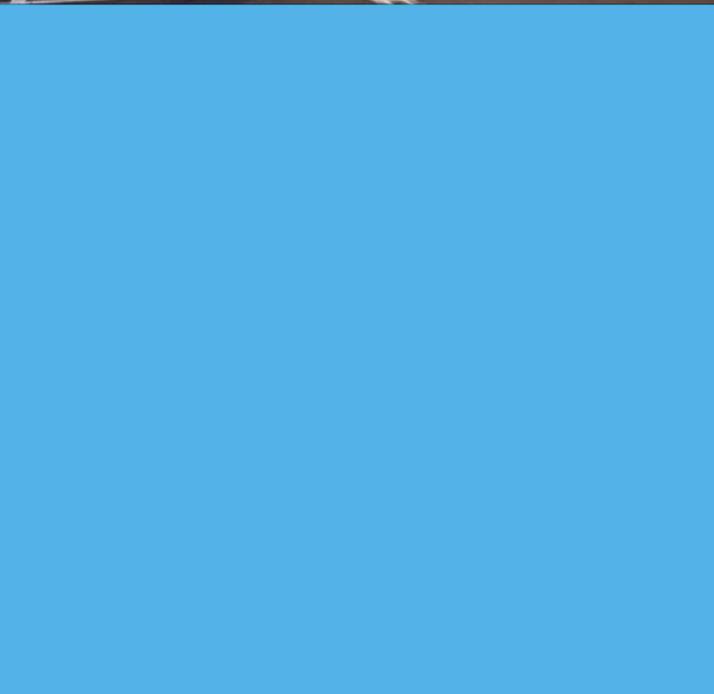


120,000 S.F



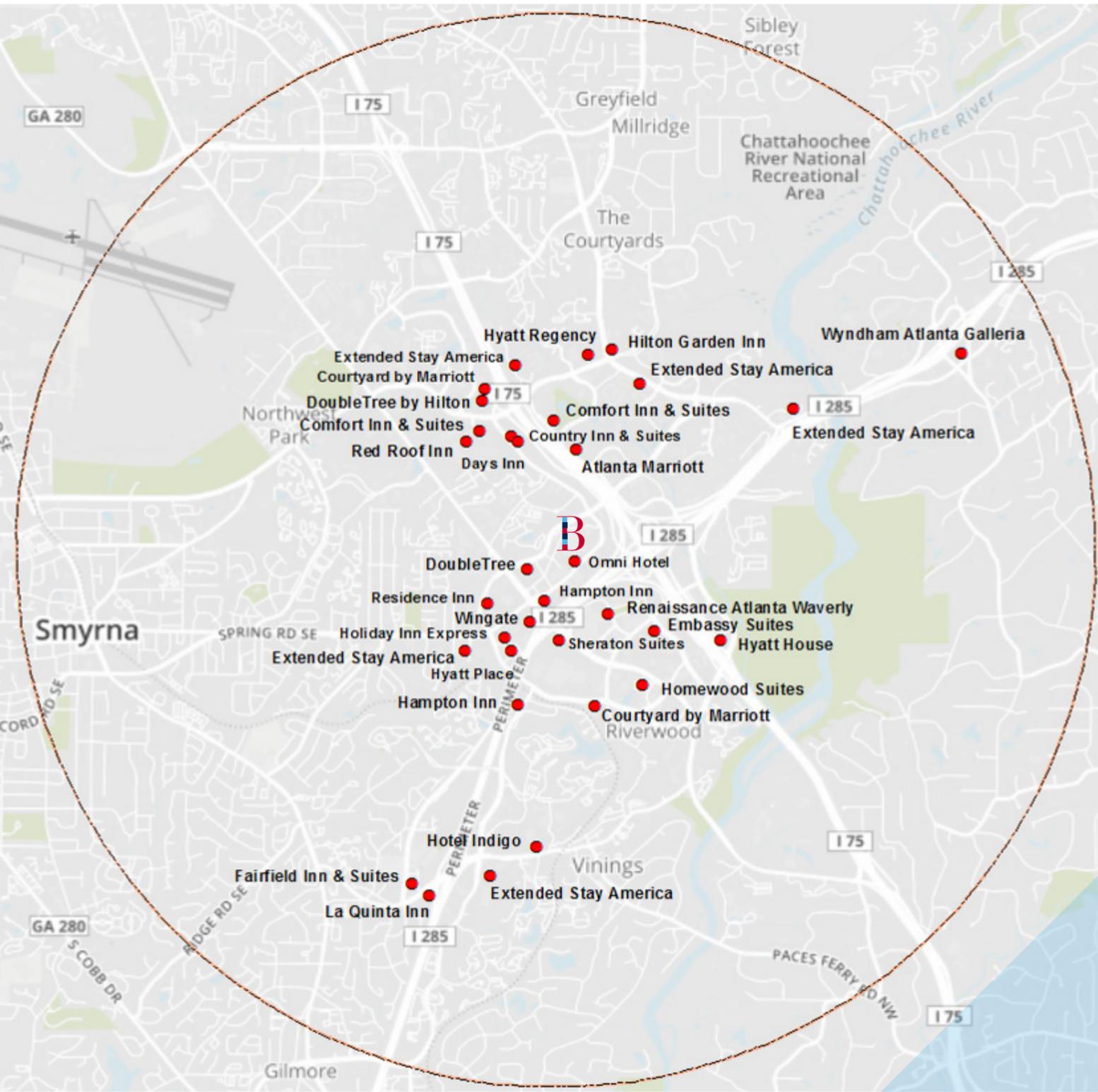
404 GUEST ROOMS





# RETAIL





1,050

**ROOMS**  
UNDER CONSTRUCTION

200K

**ROOM NIGHTS**  
PER YEAR ACCOUNTED  
FOR BY THE  
ATLANTA BRAVES

**AREA HOTELS**



**HOTELS**



# DINING

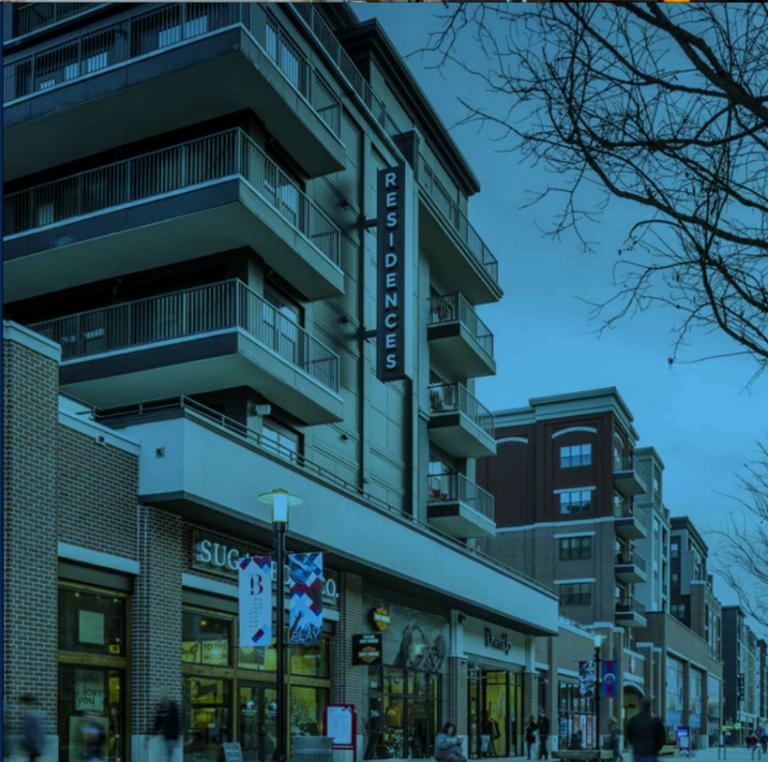


*The Coca-Cola Roxy is Atlanta's brand new concert venue, opened in April of 2017. The 3,600 capacity venue is conveniently located near the intersection of interstates 75 and 285. First to market 58,000 sf Silverspot Cinema will open in 2019.*



# ENTERTAINMENT

*plaza, amphitheater & cinema*



# RESIDENTIAL

*900 Battery Avenue SE*

2017

YEAR BUILT

531

UNITS

7.66

SITE SIZE

69

UNITS PER ACRE

749

PARKING SPACES

1.4

(PER UNIT)



# MERCHANDISING

site plan



**26,173,650**

SQUARE FEET OF EXISTING OFFICE SPACE

**700,000**

SQUARE FEET OF OFFICE SPACE AT THE BATTERY

**111,777**

2017 AVERAGE DAYTIME POPULATION

**NOTABLE CORPORATIONS**



**ATLANTA HEADQUARTERS**



**OFFICE MARKET**

*within 3 mile radius*



# SOUTHEAST HEADQUARTERS

250,000  
SQUARE FEET

---

1,000+  
EMPLOYEES

---

\$100,000+  
INCOMES

---

“EVERY PERSON IN SUNTRUST PARK, THE OMNI HOTEL, OUR OFFICES, AND EVERY RESIDENCE CAN SIMULTANEOUSLY DOWNLOAD VIDEO IN SECONDS”

◆ COMCAST CEO

# COMCAST

## TECHNOLOGY

MORE INTERNET BANDWIDTH  
PER PERSON THAN ANY STADIUM/ MIXED USE COMMUNITY

---

50+ MILES  
OF FIBER OPTIC CABLE

---

700+ WIFI ACCESS POINTS  
THROUGHOUT THE COMPLEX

---

MULTI-TERABIT  
NETWORK CAPABILITIES

---

MULTI-GIGABIT SPEEDS  
TO EVERY GUEST, RESIDENT & BUSINESS

---



OFFICIAL HOTEL OF  
THE ATLANTA BRAVES

**OMNI HOTEL**  
AT THE BATTERY ATLANTA

16 STORIES

---

264 KEYS

---

28 SUITES

---

4-STAR RATED HOTEL

---

POOL DECK OVERLOOKING  
SUNTRUST PARK

---

ACHIE'S BY JAMES BEARD  
AWARD WINNING RESTAURATEUR,  
HUGH ACHESON

---

20,000 SF EVENT SPACE

---

THE FIRST FULL-SERVICE  
HOTEL TO OPEN IN COBB  
COUNTY IN OVER A DECADE



BRAVES  
DEVELOPMENT  
COMPANY™

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