



News & Events

“Mixed-Use / Special-Use Winner”

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Gwinnett stadium spurs new growth



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

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

MIXED-USE/SPECIAL-USE WINNER



By Giannina Smith
STAFF WRITER

Bringing 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.

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