

Comcast Atlanta

Brad Metzger & Tom Tindall

(Transaction Management)

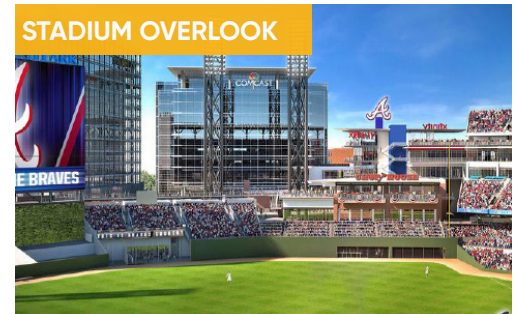
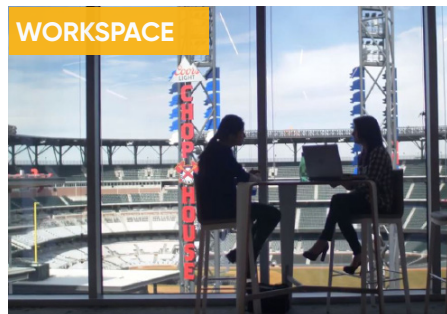
Mike Loy

(Project Management)

**A Build-To-Suit Just Steps From The
Atlanta Braves Stadium**



Photo by Wakefield Beasley & Associates



Client Objectives

- Cresa was hired to create a building for Comcast's Regional Headquarters in an area, such as The Battery, that reflected the company's brand image and culture.
- Additionally, Comcast needed an open, collaborative design concept supported by the latest technologies that met the needs of not only today's employees, but the employees of the future.

Results

- After strategic planning and market analyses, Cresa assisted in building and designing a 255,270 SF building in The Battery, a unique, live, work, play environment, that supported Comcast's branding, messaging, and growth projections.
- In addition, the building location allowed the company to partner with the Atlanta Braves baseball organization and promote their products to everyone who works, lives, and walks through the stadium.



Space

255,270 SF



Industry

Technology

"When we saw the size and enormity of this building, we recognized our sweet spot was not in real estate management. We wanted to bring to the table somebody that would be the strongest voice to represent us and protect all our interests. When we surveyed the landscape, it was very clear Cresa was our strategic partner in this move."

- **Bill Connors, President, Central Division, Comcast**



Hold your smartphone camera up to watch the Comcast Success Story video