

New Aloft Hotel to Rise at The Battery Atlanta



A rendering of the 140-room Aloft hotel planned for The Battery Atlanta. The project will also include Silverspot Cinema and gourmet market Savi Provisions.

By Amy Wenk – Staff Writer, Atlanta Business Chronicle

The roughly \$60 million next phase of The Battery Atlanta will bring a new hotel, cinema and gourmet market to the mixed-use development that surrounds the Atlanta Braves' home, SunTrust Park.

Braves Development Co. is partnering with Encore Hospitality, LLC to build a 140-room Aloft Hotel.

"It's going to be a really good complement to what we already have here," said Mike Plant, president and CEO of Braves Development Co.

The hotel will come to a site along Cobb Parkway that's near the existing DoubleTree Suites by Hilton. At one time, the property had been envisioned for a grocery store, but plans changed. Now, the project will also include new-to-market theater Silverspot Cinema and gourmet market Savi Provisions, two tenants announced earlier this year for The Battery.

The Aloft Hotel will be the second hotel the Braves helped develop at The Battery. The first, the 264-room Omni Hotel at The Battery Atlanta, opened in January, featuring rooms with impressive views into the ballpark.

Construction on the Aloft should start this fall, with the goal of opening it in third-quarter 2020. Wakefield Beasley & Associates is the architect.

Aloft is a contemporary hotel brand under Marriott International, Inc. It serves to complement the W brand, offering a similar stay at more affordable prices. Georgia's first Aloft opened downtown near Centennial Olympic Park in 2014.

"Aloft is such a fun, exciting brand to work with and we feel extremely confident in its ability to perform well here in Atlanta," Glenn Pedersen, president of Encore Hospitality, said in an announcement. Encore also owns the adjacent DoubleTree hotel. "Both Aloft and The Battery Atlanta have so much color and energy to them."

It's been a big couple weeks for the Braves. In late July, Thyssenkrupp Elevator Americas, one of the world's largest elevator companies, announced a new, world-class headquarters will be built near The Battery and SunTrust Park, in collaboration with Braves Development Co.