SRB
MANAGEMENT
COMPANY, LLC

Stadium Development Plan

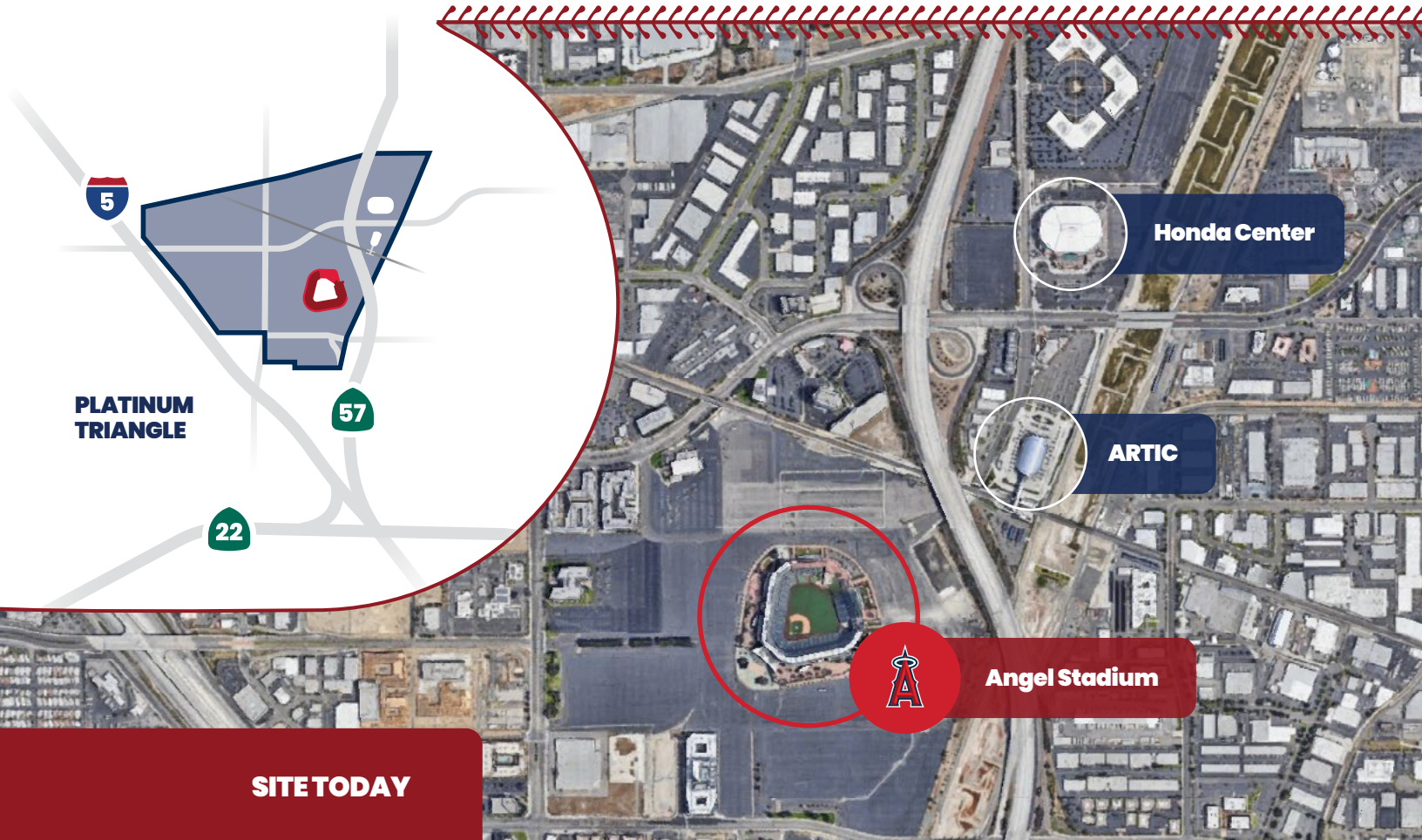
Where America's Pastime Inspires
Anaheim's Newest Community.

Unlocking the Potential of the Stadium Property Decades Early

In 1996, the property surrounding Angel Stadium, which includes The Grove of Anaheim, was approved and slated to potentially become a new major economic development anchor for Anaheim beyond baseball. As part of the City's overall Platinum Triangle Plan, a new additional stadium, hotel, parking, exhibit halls, as well as entertainment, retail and office spaces were approved for the property but never realized due to the lease restrictions. Now, the Stadium Development Plan will realize the long anticipated economic and employment potential of the property decades earlier than possible, and at a time when the City needs it most. The property that was once defined by blacktop will become a one-of-a-kind, transit-oriented community for the future.

> The Stadium Development Plan will realize the vision of the Platinum Triangle decades before the current lease allows. This Plan is an important step in creating a driving economic force, while investing in Anaheim's future.

Arte Moreno
Principal of SRB Management

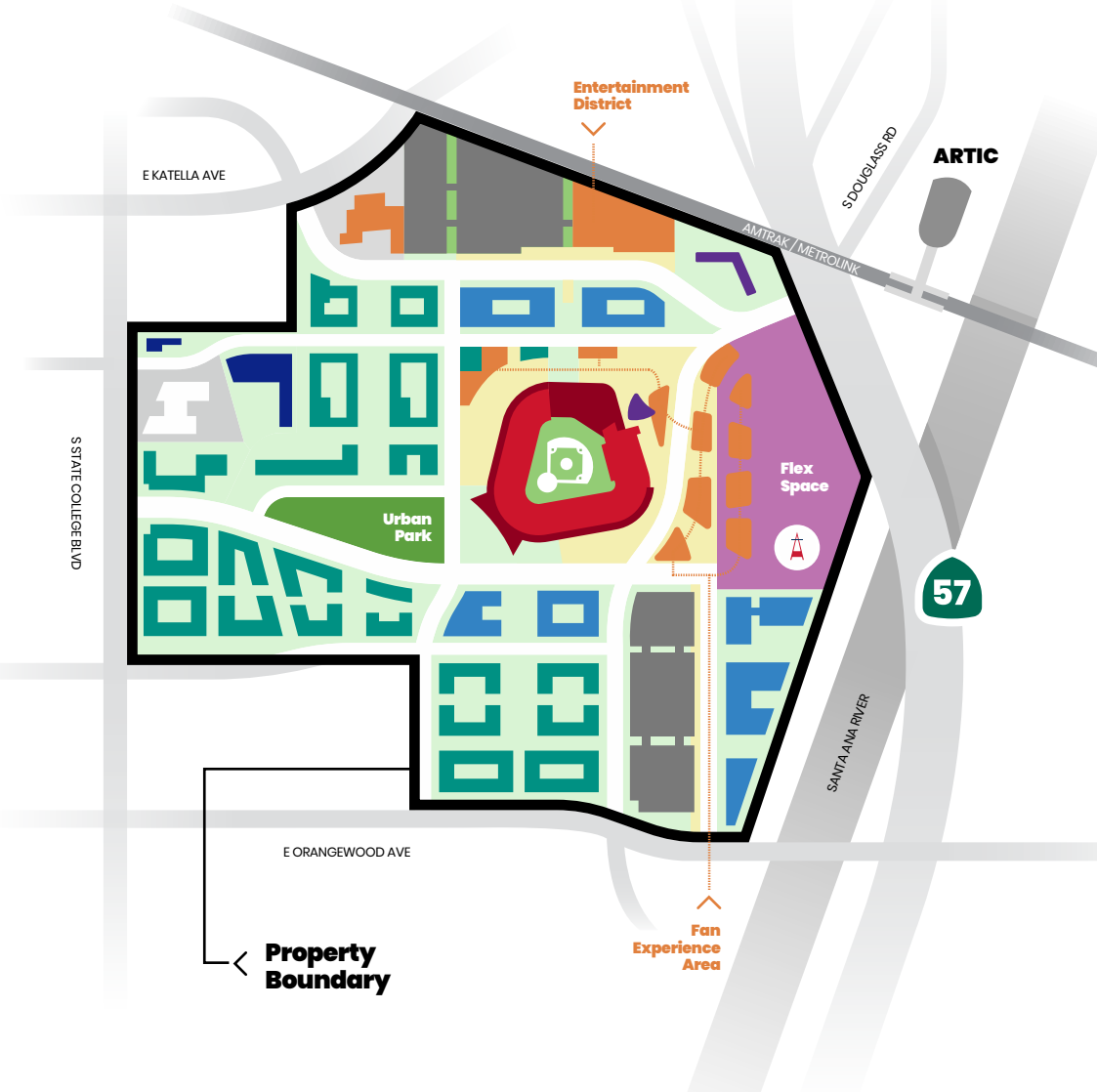


The Stadium Development Plan

is a proposed 30-year master plan that would bring a diverse housing, transit-oriented and walkable community to the Platinum Triangle – all anchored by parks, offices, public spaces, shops, restaurants and entertainment entirely connected to Angels Baseball.

Conceptual Site Plan

- Urban Park
- Retail, Dining & Entertainment
- Flex Space
- Residential
- Community Facilities
- Stadium
- Offices
- Hotels
- Mobility Hub & Parking



HOME

Creating a Series of Great Neighborhoods

As a true town center, the heart of this community will come from the residents who live here. In a series of mixed-use neighborhoods spread throughout the property, the opportunity exists to bring affordable and luxury housing together in one place. These neighborhoods will include local shops and a grocery store catering to its residents, as well as a celebration of the outdoors with courtyards, pocket parks, rooftop gardens and places for outdoor fun like BBQs, dog parks and walking paths.

WORK

Connecting Jobs to the Community

The Plan will bring jobs and homes together, with office buildings interspersed throughout the property. Designed to create attractive opportunities for start-ups and corporate headquarters alike, the Plan offers true flexibility for companies of any size to design their own unique campus and grow them over time. And, with the Plan's easy connection to ARTIC, robust dining and entertainment and robust retail offerings, just steps away, there is now a real opportunity in Anaheim to live and work in a walkable way.

PARKS

Bringing a Central Gathering Place to the Platinum Triangle

A five-acre public park will be the central gathering place for all to enjoy. Today, the Platinum Triangle has only one acre of green space, in the future that will change forever. The Plan's urban park, along with an additional five-acres of linear parks, landscaped paths and playing fields, are designed to truly green, activate and connect the property, all within steps of the Stadium.

STAY

Creating a Place for Visitors & Fans to Stay

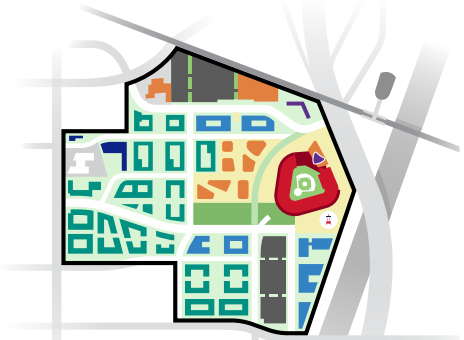
Two hotels, both located in the heart of the action, will be within the two-dynamic retail, dining and entertainment hubs. Creating an ideal place for fans and visiting teams to stay, the hotel located within the fan experience area will have unobstructed views into the ballpark and be a one-of-a-kind experience for any hotel guest. The other hotel will be located within the entertainment district and will serve local visitors, guests attending local events or conventions and business guests.

A New Era of Baseball in Anaheim

While Major League Baseball has been around for more than 150 years, how fans experience a baseball game is ever-changing. The Stadium Development Plan will allow the Angels to deliver a whole new level of experience to compliment the excitement of Angels Baseball, while keeping with trends and setting new standards for others to follow.

An Elevated Fan Experience

RENOVATED



NEW

In the future, the Plan provides the opportunity to create a renovated or new Stadium.

While the actual design for any renovation or a new Stadium may be determined at a later date, this illustrates that the opportunity and space exists for a whole new way to experience baseball in Anaheim.

KEEPING THE ANGELS

In Anaheim Until 2050 & Beyond

A key element of this plan is keeping Angels Baseball in Anaheim as the centerpiece of this new community and anchor to the Platinum Triangle's future.

Multiple Ways to Play Gameday & Every Day

In the future, the Plan envisions opening the outfield to create a dramatic new entrance to the Stadium, creating a strong connection to ARTIC and public transportation, while highlighting a wide range of experiences for fans, residents, conventioneers and visitors every day. The multiple shopping, food, beverage and entertainment options next to the Stadium and throughout the property would be curated to compliment the other exciting offerings in the Platinum Triangle and Anaheim Resort Area.

Fan Experience Area

Linked with the Stadium is a vast fan area that extends the baseball experience beyond the ballpark. Here, sports and entertainment come together to celebrate Angels Baseball and allow fans, residents and visitors to take their time to wander and enjoy refreshments, breweries, one-of-a-kind dining experiences, outdoor music and pre- and post-game celebrations. Complete with a hotel and all connected by a series of walkways, this area is also adjacent to the large urban park, a perfect space for tailgating or live entertainment.

Flex Space

This expansive space will preserve a location for the future possibility of a new Stadium and the future home of the Big A. It will also serve as an additional gathering place for outdoor activities and community gatherings like farmers markets, live entertainment and tailgating or event parking.

Entertainment District

Located at one of the key gateways off Douglass Road and just a short walk from ARTIC, a new entertainment district will feature exciting retail, dining and entertainment experiences as well as a hotel that will not only enhance gamedays for fans, but also become a new anchor destination all on its own. A unique design and collection of regional offerings will draw visitors and residents every day from throughout Orange County and beyond.

Managing Gameday Arrivals & Departures

The Stadium Development Plan creates the ability to reorient the entire property and Stadium to take advantage of the adjacent ARTIC station and on-property mobility hubs to encourage fans, residents and visitors to walk or catch a ride to a game or event. The Plan will include traffic, parking and pedestrian management to ensure safe and easy access in and out of the Stadium and for future property residents. In addition, the fast loading parking structures located on the north and south portions of the property will help facilitate fans quickly leaving their cars behind to enjoy all that the community has to offer.

Realizing the Economic & Employment Power of the Property

As the nation faces the impacts of a pandemic and tens of millions of Americans find themselves out of work, the Stadium Development Plan represents a major investment and positive step in Anaheim's recovery. The Plan will bring new benefits beyond the jobs and revenues Angels Baseball generates to Anaheim today. The Plan will:

During Construction

Create 30,264 jobs

$5 billion
in economic activity

Provide good paying jobs,
many in partnership with Building Trades unions

At Full Build-Out

Approximately 30 Years

Create 45,300 new jobs
separate from stadium jobs

$7 billion in economic output
in the regional economy

$1.2 billion in total
General Fund revenues

$443 million
in hotel and bed taxes that go directly to the City

SRB MANAGEMENT COMPANY, LLC

In December 2019 SRB Management, a private company owned by the Moreno family, agreed to buy the 153-acre city-owned land, including Angel Stadium.

What is the Development Program?

The Plan is consistent with and less than what was approved for the property as part of the Platinum Triangle Plan. It includes:

- 153-acre property
- 5,175 residential units (apartments and condominiums)
- 2.7 million square feet of office
- 1.1 million square feet of commercial (retail, dining and entertainment)
- 943 hotel rooms
- A 5-acre urban park in addition to at least 5 acres of local serving parks
- 45,500 seat Stadium

What are the Next Steps?

In Fall 2020, City Council will consider the following:

- Master plan submittal was filed with City by SRB Management (June 23, 2020)
- Disposition, Development Agreement to be finalized by City and SRB Management in coming months, which will include community benefits
- Environmental Analysis/Process will be updated for the project
- Angels Commitment Agreement confirms the Angels will continue to play in Anaheim through 2050 and include options to extend through 2075
- SRB to deposit $30 million if approved

2021 – 2025

- Final tract map submitted and closing of sale
- SRB to deposit additional $20 million with submission of tract map and balance of purchase price at closing, which happens after the tract map is approved by the City

For more information please email **info@srbmanagement.net**

Media Contact - Marie Garvey
mtg@stadiumdevelopmentplan.com | 310-606-8272