

Phase I of the project, which opened in 2014, features Anheuser-Busch's first-ever venue, the Budweiser Brew House and Beer Garden. A FOX Sports Midwest Live! venue features a stage for concerts and performances, a high-definition LED screen for watching games and a 200-seat restaurant with a 100-foot long retractable glass roof.

"Professional sports teams across the country are using Ballpark Village, which created a new year-round gathering place that is active both day and night, as a model in enhancing the sports experience," says Cari Furman, a spokesperson for Cordish. "Sports-focused types of developments are integrating sports and real estate as a single enterprise that creates innovative and trendsetting experiences for guests, and extends the teams' brands outside the walls of their stadiums and arenas."

Residential demand in downtown St. Louis is strong, according to Cordish. The supply of housing continues to grow annually at close to 10 percent, and units fill as fast as they're being built.

One Cardinal Way, the 297-unit residential tower at Ballpark Village, will offer views directly into Busch Stadium. Designed by Hord Coplan Macht, the building will feature over 25,000 square feet of amenity space with an outdoor terrace, infinity pool, clubroom, fitness center and private event entertainment room.

PricewaterhouseCoopers, a long-time major employer in downtown St. Louis, will anchor the development's office building. The property will include street-level retail space and more than 500 parking spaces.

### Goal-setting in St. Paul

Construction of Allianz Field, a \$200 million privately funded soccer stadium for the Minnesota United, is on track to be completed in spring 2019.

RD Management LLC is planning a 20-acre mixed-use development surrounding the 25,000-seat stadium in St. Paul.

The balance of planning for the project is currently taking place, with construction expected to commence late this year or early 2019. The build-out will take five to seven years, according to Richard Birdoff, principal and president of New York-based RD Management.

As owner of Midway Shopping Center, a 152,939-square-foot retail property within the development path of the stadium, RD Management was looking for a "catalytic event to transform the traditional shopping center into something more," says Birdoff.

When the opportunity came that the Major League Soccer team was looking for a development site, RD Management worked with the city of St. Paul and the community to draft this master plan of redevelopment.

"We want it to be a place that has open space and events not just on game day," says Birdoff. "We want people to gather before, during and after the game."

Shoppers can access the project via the new light rail transit line connecting downtown Minneapolis with downtown St. Paul or by rapid bus transit along Snelling Avenue. Adjacent is Midway Marketplace, which houses retailers such as Walmart, Cub Foods and LA Fitness.

In order to make the development a year-round spot, it's important to attract the proper types of uses. This means residential, restaurants and entertainment, office and hospitality, ac-

ording to Birdoff.

As for the trend of more and more stadium-focused projects, Birdoff says that stadiums are now just a part of a development, not the development itself.

"Stadiums alone will not enliven an area, but when you put them in conjunction with other uses they bring a sense of a real community with a spectacular driver of traffic," he says. "You're integrating [the stadium] and trying to put it within the fabric of the community."

### An economic touchdown

In Wisconsin, the legendary Green Bay Packers are in the midst of developing the Tittletown District. The first few buildings began to open near Lambeau Field last year. Hinterland Brewery was the first to open on Lom-

bardi Avenue, followed by a Lodge Kohler hotel and Bellin Health.

Architect firm Rossetti Inc. started working with the football team about five years ago, according to Jon Disbrow, design lead for the project.

"We wanted to create a plan for a district adjacent to Lambeau Field that would be an amenity to the community, a catalyst for regional growth and make the area more of a destination," he says. "We began to look at how people would use the area all year round and how we could make it as place-specific and authentic as possible."

Unique features of the project include a 300-foot sledding hill and a 15,000-square-foot ice skating rink. About 10 acres of the 34-acre development are dedicated to open space and parks. In the summer months, Title-



**Richard Birdoff**  
RD Management



RD Management LLC is developing a 20-acre mixed-use development surrounding Allianz Field in St. Paul, Minnesota. The \$200 million soccer stadium, slated for completion in spring 2019, will be home to the Minnesota United.

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