



U.S. Cellular Field District Master Plan & Financial Feasibility: Hotel, Residential, Retail & Event Facilities

Chicago, Illinois

HSP has been engaged on multiple occasions by the Illinois Sports Facilities, owner of U.S. Cellular Field. In 2006 and 2007, HSP was engaged on a master planning project analyzing the market and financial realities associated with a major, long-term redevelopment surrounding U.S. Cellular Field. While the likelihood of developing the project was unclear, the analysis considered market conditions and analyzed a mix of uses that included:

- A 225-room hotel and conference facilities
- 1,400 residential units
- 300,000 square feet of retail and restaurant space
- 5,000 parking spaces

HSP developed the market and incentive analysis for components of the project, made recommendations for the master plan and projected the demand and financial performance for each piece of the development. HSP has been engaged on several occasions to complete an economic, fiscal and employment impact analysis for a development adjacent to the stadium that will include retail, restaurant and other elements, as well as the impact of hosting non-baseball events, such as concerts.

Client: Illinois Sports Facilities Authority

Time Period: 2006-2008