

Green Bay Packers unveil first phase of \$130 million Titledtown District

Aug 20, 2015 | by Rich Kirchen



The new Titledtown District buildings will surround a 10-acre public plaza.

The Green Bay Packers Titledtown District adjacent to Lambeau Field will initially cost \$120 million to \$130 million and debut in 2017 with a Kohler Co. hotel, a Bellin Health sports medicine clinic and Hinterland Restaurant and Brewery.

The Packers share of the project's first phase will be \$65 million, the team said. Other parties' investment will cover the balance of the \$120 million to \$130 million.

The Packers said Thursday they plan to break ground on the project this fall with infrastructure and utility work.

The commercial structures will be built around a 10-acre public plaza. The Packers described the plaza as a park-like setting that will feature fitness-related activities, cultural opportunities, a winter ice skating rink and “team-inspired public art.”

The plaza also will be used for festive NFL game-day activities, the Packers said. The initial tenants will use about 8 acres in Titledtown. That will leave 16 acres for future development including additional commercial and retail elements and a residential component. The hotel will be known as Lodge Kohler, which will be a four-diamond hotel that includes a panoramic bar and restaurant, an indoor/outdoor garden pool, spa and fitness facility, and an outdoor area featuring a tented event space.

The Bellin Health sports medicine facility will be 30,000 square feet. The facility will include a laboratory, X-ray and MRI services as well as sports nutrition and sports psychology services. The clinic will be staffed by Packers team physician Dr. Patrick McKenzie.

Hinterland’s new facility will be 20,000 square feet, nearly four times larger than the current Green Bay restaurant and brewery. The exterior walls will be retractable for outdoor activities on the plaza and include heated concrete and heat lamps for tailgating, events or concerts.

The Packers have retained on the Titledtown District project Sterling Project Development, a New York City real estate advisory firm; Rossetti, a Detroit architectural design and planning firm; and Biederman Redevelopment Ventures, a New York City design consultant with expertise in public-spaces and streetscapes.