

Green Bay Packers to build mixed-use plaza near Lambeau Field

By Sharon O'Malley | August 26, 2015



Dive Brief:

- The Green Bay Packers this fall will start building a hotel, sports medicine center, restaurant and public plaza near the football team's stadium in Wisconsin.
- The mixed-used development, to be located just west of Lambeau Field, could cost as much as \$130 million. The team, which is publicly traded, will put up \$65 million toward the 20-acre development.
- The project's building team includes New York-based Sterling Project Development; Detroit architecture firm Rossetti; and New York design consultant Biederman Redevelopment Ventures. Plumbing fixture manufacturer Kohler will build and operate the 150-room luxury hotel, to be called Lodge Kohler.

Dive Insight:

The Packers are unlikely to stop building once this development, called Titledown District, is finished.

Packers President Mark Murphy has said the franchise is on the hunt for land and could focus on residential buildings during the next phase.

The Packers isn't the only Wisconsin team to take charge of development around its stadium. The Milwaukee Bucks, which decided to stay in Wisconsin after the State Assembly voted last month to spend \$250 million on a new stadium, has plans for a "transformative economic development project" that will surround the new venue with a large entertainment plaza and practice facility.