



Project Data

Key Scope Items:

- Mixed-Use Market Analysis: Retail, Restaurant, Hotel & Residential
- Financial Incentive Analysis
- Demand and Financial Performance Projections
- Economic, Fiscal and Employment Impact Analyses

Development Budget: \$800,000,000+

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman, Evan Holmes

Time of Service: 2006 – Present

Chicago Sports and Entertainment District Studies

Chicago, Illinois

HSP has been engaged on multiple occasions by the Illinois Sports Facilities Authority as it charts its future as 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 is unclear, the analysis considered market conditions and analyzed a mix of uses that included:

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

HSP developed the market and incentive analysis for all 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.