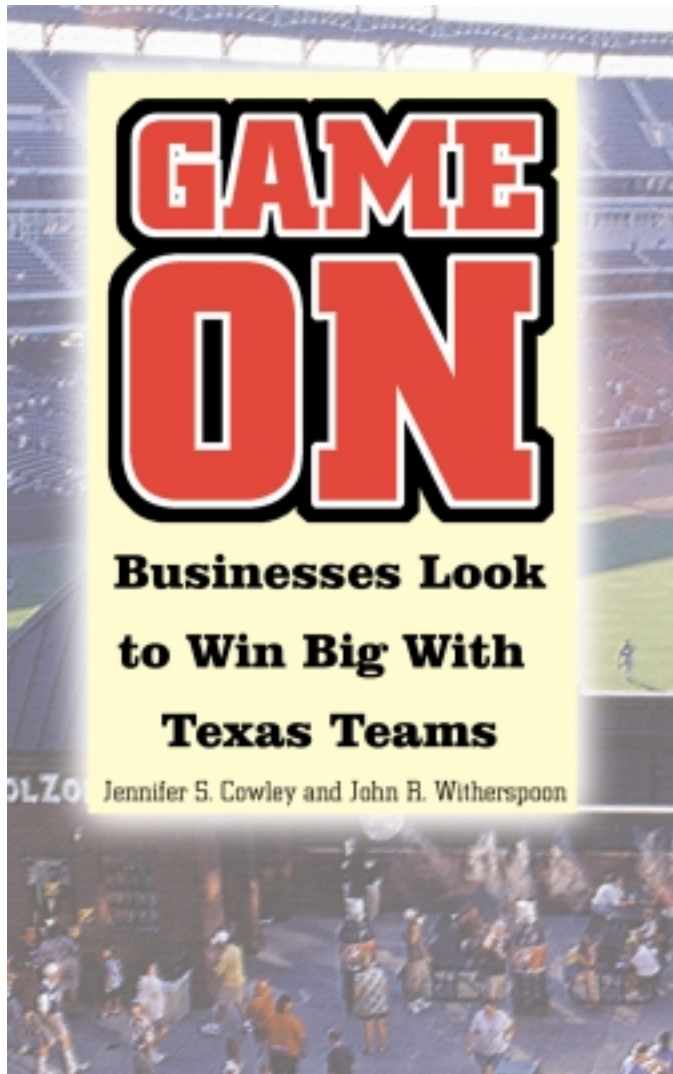


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**The crack of a bat, the swoosh of a three-pointer going through the hoop and the roar of the crowd are sounds that delight sports fans and developers alike. Across Texas, new, high-tech sports facilities are spurring retail and commercial development as business interests take aim at the hundreds of thousands of fans attending sporting events each year.**

Some venues are built strictly for economic development purposes. In other cases, city officials are banking on arenas and stadiums to enhance quality of life in their communities. Expectations run high all around. These mammoth projects are generally expected to breathe new life into dying areas, and history shows that this can indeed happen.

In its first year of operation, Oriole Park at Camden Yards, home of the Baltimore Orioles, attracted 1.6 million out-of-towners who spent \$46 million in businesses around the stadium. Such success stories figure prominently in the high-stakes development game played outside Texas' stadiums and arenas. Here, as on the field and the ice, there is the potential to win or lose.

Texas is home to more than 40 major and minor league sports teams (see chart). That number will rise again as Houston welcomes a new National Football League franchise, the Houston Texans, to the city in 2002. The Round Rock Express and the San Angelo Colts, both minor league baseball teams, made their debuts this year.

The love affair between Texans and their teams is reflected in attendance figures. The Amarillo Dillas baseball team drew more than 150,000 people in 1999. The growing popularity of ice hockey is evidenced by the 187,000 attendance mark reached by the Austin Ice Bats the same year.

### **Dallas**

The National Hockey League's Dallas Stars found that a winning record comes in handy when a team needs a new home. The team's consecutive successful seasons and sellouts no doubt were a factor in Dallas voters approving funds for the new American Airlines Center, which will house the Stars and the National Basketball Association's Mavericks beginning in 2001. The center will replace Reunion Arena, which lacks luxury boxes and other amenities needed to attract high-dollar corporate season-ticket subscribers. Team owners joined with city officials on the project.

The commercial-residential development surrounding the arena is appropriately called Victory. The center, which is expected to draw more than 2.5 million visitors annually, will be the centerpiece of the multiuse, 65-acre master-planned district near the historic West End in downtown Dallas. Victory is the only development in Texas that encompasses the entire area around a sports facility and is owned by one group with a master plan.

Victory intends to capitalize on the growing trend toward downtown living by offering approximately 1,000 residential units along with workplaces and a wide array of retail and entertainment options. Plans include 600,000 square feet of entertainment-centered retail and more than four million square feet of office space enhanced by day-care centers, restaurants, health clubs and personal services. The first office building is scheduled to break ground in late 2000.

Victory's retail component is designed to be pedestrian friendly, with public plazas along the tree-lined streets. The entire development has convenient access to highways and will be serviced by light rail.

### **Houston**

Enron Field, the new home of the Houston Astros, opened in March 2000 in a downtown area that included a number of homeless shelters and vacant buildings. City officials and downtown developers are working to transform the surrounding area into an entertainment and residential hot spot. A few key projects have been proposed or are underway.

Ballpark Place, a Trammell Crow Company development, will be a 34-story structure located at the stadium's front door, overlooking left field. The building, which will be viewed by millions of fans and television audiences on a regular basis, has a chance of becoming one of downtown Houston's most recognizable buildings.

The first two floors will house high-end retail establishments, primarily restaurants and small shops. The third through tenth floors will provide parking and the 11<sup>th</sup> through 18<sup>th</sup> floors will be office space. An office sky lobby on the 11<sup>th</sup> floor will allow occupants to view baseball games over the left field wall when the stadium's roof is open. The top 16 levels of Ballpark Place will be apartments, most of which will look directly onto the field. Residents will also have access to a game-viewing lobby on level 19.

# TEXAS SPORTS TEAMS

City	Sports	Teams
Abilene	Baseball	Aviators
Fort Worth	Baseball	Texas Rangers, Brahmas, Texas Tornado
Amarillo	Baseball	Dillas, Rattlers
Houston	Baseball, Football, Soccer, Basketball, Women's Basketball	Astros, Texans (2002), Aeros, Hurricanes, Tornados, Hotshots, Rockets, Flight, Jaguars, All Stars, Salvation Army, Comets
Austin	Baseball, Football, Soccer, Basketball, Women's Basketball	Round Rock Express, Texas Terminators, Ice Bats, Lone Stars, Lady Lone Stars
Lubbock	Baseball	Cotton Kings
Brownsville	Baseball	Rio Grand Valley WhiteWings
Midland	Baseball	Midland Rockhounds, Odessa Jackalopes
Corpus Christi	Baseball	IceRays
San Angelo	Baseball	Colts, Outlaws
Dallas	Baseball, Football, Soccer, Basketball, Women's Basketball	Cowboys, Texas Toros, Stars, Burn, Texas Rattlers, North Texas Heat, Sidekicks, Angels, Mavericks
San Antonio	Baseball, Football, Soccer, Basketball, Women's Basketball	Missions, Iguanas, Spurs
El Paso	Baseball	Diablos, Buzzards, Patriots
Temple	Baseball	Central Texas Stampede

Spire Realty has announced plans for the Franklin Warehouse, a retail center on a block of land near Enron Field. Phase one will consist of redevelopment of an old grain storage warehouse at the corner of Jackson and Franklin, with plans calling for a sports-themed bar or restaurant to occupy the street level with residential lofts on the top floor. An additional 200,000 square feet of other retail space will be constructed on the block.

Construction of Ar'talia on Rusk, a 25-story high-rise residential tower, began in June 2000 with completion set for summer 2001. The building will contain 117 units in 275,000 square feet of living area, including 96 flats and 21 two-story lofts. The ground floor of the development will offer about 12,000 square feet of retail space.

Amenities will include high-speed Internet connections, ten-to 19-foot ceilings and granite-slab countertops. The luxury units will be priced from \$270,000 to \$650,000. Twelve penthouse units will start at \$1.5 million.

The Nabisco warehouse building on Commerce Street, two blocks west of U.S. 59, is being converted into residential lofts. Other proposed projects include:

- Loft development for the northwest corner of Crawford and Texas, next to Ballpark Place.
- The Houston Center Office Building at the northwest corner of Walker and La Branch, with an adjacent Houston Center Parking Garage.
- A county garage at the northwest corner of Congress and La Branch.

The as-yet unnamed stadium for the Houston Texans will be located adjacent to the Astrodome in an area currently containing hotels and a few restaurants. No plans for surrounding area developments have been announced, but the volume of visitors to the stadium is likely to create new retail and hotel activity. The facility will be located at the end of the proposed rail line.

## San Antonio

Bexar County plans to issue \$146 million worth of revenue bonds to partially fund a new downtown arena for the San Antonio Spurs. The facility will be located on Houston Street on the east side of downtown and will carry a price tag of \$175 million, \$28.5 million of which will be contributed by the Spurs. The bonds will be backed by revenues from car rental and hotel/motel taxes, both of which were increased by voters in November 1999. A construction start date for the arena has not been announced.

## Austin

The Dell Diamond, completed in April 2000, is the home field of the Round Rock Express baseball team, a double-A affiliate of the Houston Astros. The team is owned in partnership with former Astro Nolan Ryan. The stadium includes a conference center. No developments are planned for the area around the baseball park at this time.

## Corpus Christi

The Corpus Christi IceRays hockey club of the Western Professional Hockey League (WPHL) is in its second season at Memorial Coliseum, which was built in 1953. The coliseum is located along the bayfront, an area that has undergone redevelopment in the past several years.

Corpus Christi officials are considering plans to fund the development of a 10,000-seat arena that could host ice hockey, concerts, rodeos, graduation ceremonies, conventions and other large events. The city already has support for the new arena from Texas A&M University-Corpus Christi.

## El Paso

Cohen Stadium, constructed in 1990, is the home of the Texas League champion El Paso Diablos minor league baseball

club. The stadium sits in the midst of seven fast food restaurants, multiple chain restaurants, a bank, Wal-Mart, a 16-screen movie theater, a medical practice center, a 7-11 convenience store and a Diamond Shamrock. A builder's retail store is in the works.

Mayor Carlos Ramirez recently proposed a \$144 million downtown sports and entertainment arena in an attempt to aid downtown revitalization efforts. Owners of the El Paso Buzzards hockey team want a more modest, \$46 million west side arena, and another group has proposed a \$37.5 million central El Paso stadium for soccer and other events.

## Fort Worth

The WPHL's Fort Worth Brahmas hockey team plays in the Tarrant County Convention Center, located in downtown Fort Worth. A few bars, restaurants and retail shops are in the area around the stadium. A planned expansion of the convention center will increase total available meeting space. This expansion and the relocation of I-30 will open the area for new construction activity.

## Midland

The Midland City Council recently authorized \$38.9 million in certificates of obligation to finance the Scharbauer Sports Complex, a new home for professional sports teams. The complex will include a football-soccer stadium that will

replace the Midland Independent School District's Memorial Stadium, built in 1947, and a baseball stadium to replace Christensen Stadium, home of the Midland Rockhounds, which was built in 1952.

The baseball stadium is expected to open in spring 2002, followed by the football-soccer stadium that fall. According to the Midland City Planning Department, no new developments have been proposed for the area surrounding the two facilities.

## San Angelo

The San Angelo Colts' new minor league baseball stadium was completed in May 2000. The stadium is on 25 acres leased from Angelo State University on what Colts' president Harlan Bruha considers "prime property," in the middle of two other substantial construction projects — the new Junell Center and the Rao Alumni & Visitors Center.

Bruha plans a restaurant — the Hard Ball Café — to be used by Angelo State University and the community for concerts, wrestling or boxing matches or private parties. According to the San Angelo Building Permits Department, no other projects are planned around the stadium. ■

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