

ALERT TOP STORY

Penthouse at One Cardinal Way is filled with Cardinals memorabilia and breathtaking views

Jim Winnerman | Special to the Post-Dispatch

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Bill Siedhoff recalls attending baseball games at Busch Stadium in 2020 and watching construction proceed on the 30-floor residential high-rise at One Cardinal Way. Residences on the west side featured unobstructed views of the Busch Stadium field, and as a lifelong Cardinals fan he was intrigued.



The living area overlooks Busch Stadium. The contemporary light fixture on the ceiling can be seen from the inside the stadium. Director's chairs feature the Cardinals logo, in keeping with the décor theme of the residence. An LED light strip above the windows changes colors by remote control, and flashes red and white during Cardinals games.

David Carson, Post-Dispatch

Not long after visiting a model unit, Siedhoff moved into an apartment on the 11th floor. After only a year he moved to a higher unit on the 29th floor. Three years later, he moved to the largest unit in the building, a two-story penthouse on the northwest corner of the 29th and 30th floors.

Not only can he watch Cardinals games from a breathtaking view above the field, but he can also see the Gateway Arch, the Old Courthouse, central St. Louis and the Mississippi River.

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The 2,800-square-foot, two-story unit has two bedrooms, 2½ baths and a 12-foot-by-20-foot terrace overlooking the field.

“After maintaining an 1850s era home in Soulard for 23 years, it is great to be in a new building where nothing needs to be fixed!”



Walls on the second floor landing display a variety of Cardinals-themed art and a portion of Siedhoff's model train collection.

David Carson, Post-Dispatch

The space is decidedly contemporary, defined by an open-concept floor plan with floor-to-ceiling windows and exposed concrete ceilings and exterior walls. "None of my Victorian furniture from my Soulard home is appropriate here," he says, glancing at the pristine white dining room table and chairs and a white waterfall island in the kitchen that is complemented by a gleaming white refrigerator and cabinets.

Siedhoff installed a contemporary spiral chandelier that hangs from the 25-foot-tall ceiling in the living area, and which is visible from inside the stadium at night. Two linear LED lighting strips encircle the main living area and can be programmed by Siedhoff to produce colors and patterns of light in keeping with the season or holiday. On game days the lights flash red and white.



A view from the second floor balcony shows some of the large Cardinals art in the residence and the view toward downtown St. Louis.

David Carson, Post-Dispatch

Overall, the decor is akin to a mini museum of Cardinals memorabilia. Framed and signed Cardinals jerseys and enlarged historical Cardinals photographs by St. Louis photographer Dan Donovan, some as big as 10-by-11 feet, decorate the walls.

Oversize baseball themed beachballs dangle underneath pendant lights in the kitchen. Bookcases and shelves contain collections of Cardinals World Series rings and Cardinals bobblehead figures. A glass-enclosed case displays baseballs autographed by Cardinals players including one Siedhoff signed himself after throwing out the ceremonial first pitch at a Cardinals game.

Mingled throughout the Cardinals mementos are Siedhoff's collections of puppets, ceramic pastry chef figurines, HO and G-scale model trains and vividly Chihuly-like glass art displayed on a wall. A hallway displays 23 posters advertising the Soulard Madi Gras parade, one for every year he lived there.

In addition to enjoying his new home, Siedhoff appreciates living in the Ballpark Village neighborhood and the amenities at One Cardinal Way. "My companion, Mary Ellen Cotsworth, and I rarely drive anywhere, preferring to visit the restaurants and businesses within walking distance," he says. "Clayton seems like a long distance away. Plus, the management here is fantastic whenever there is an issue."



The large terrace offers a dramatic view inside Busch Stadium and an exceptionally interesting area for entertaining.

David Carson, Post-Dispatch

A visit to Siedhoff's home also includes a tour of the eighth floor of the building where spacious clubrooms are located, as well as a kitchen and a large and well-equipped fitness room. The floor also has a game room and an indoor-outdoor bar open on the weekends. A tiered terrace with views into the stadium includes an infinity-edge pool offering a one-of-a-kind way to enjoy a game.

A longtime supporter of civic minded nonprofits, Siedhoff frequently makes his high-rise home available for auction at fund-raising events for local nonprofit organizations. "The high bidder gets to bring as many as 10 guests for three hours, usually during a Cardinal game," he says. "I supply all the food and beverages."



Bill Siedhoff in the front entry of his two-story penthouse at One Cardinal Way in St. Louis, as seen on Friday, Oct. 24, 2025.

David Carson, Post-Dispatch

Bill Siedhoff

Age: 83

Home: Downtown St. Louis

Occupation: Siedhoff began his career as a case worker at the Pruitt Igoe Public Housing project in the 1960s. Over the following five decades he has held an impressive blend of leadership roles in the public and nonprofit sectors. He has served on more than 30 boards of directors in St. Louis, and in 2024 Washington University awarded him a third Distinguished Alumni Award. Siedhoff has established the William F. Siedhoff Scholarship at Washington University to assist students with financial constraints and has created a foundation in his name that provides grants to programs assisting children and families in need in St. Louis.

Family: Bill shares his residence with long-time companion, Mary Ellen Cotsworth.



At home: 1850 Soulard home has upper-level model-train room

By Jim Winnerman Special to the Post-Dispatch



Siedhoff's office contains a wall of recognition awards he has received and a facing wall covered with his license plate collection of mostly Missouri plates.

David Carson, Post-Dispatch



The primary bathroom includes an extraordinary view of the city from the soaking tub, and a baseball themed rug in front of the walk-in shower.

David Carson, Post-Dispatch



The primary bedroom has a view toward downtown St. Louis and features a Corvette-themed bedspread and a collection of Chihuly-type glass art on the wall.

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The island in the contemporary kitchen displays a variety of Cardinals-themed items, while inflatable baseballs dangle from the ceiling in front of the kitchen cabinets.

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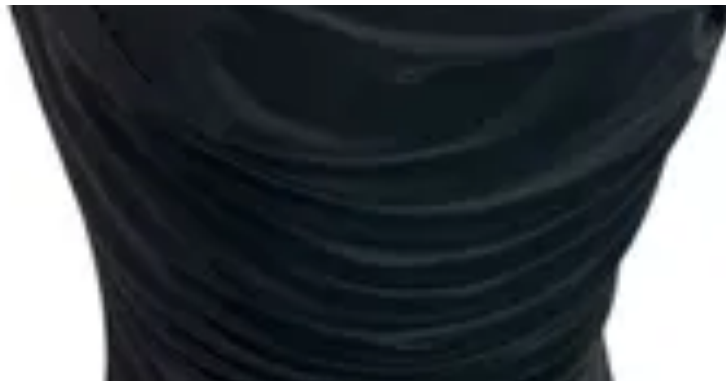
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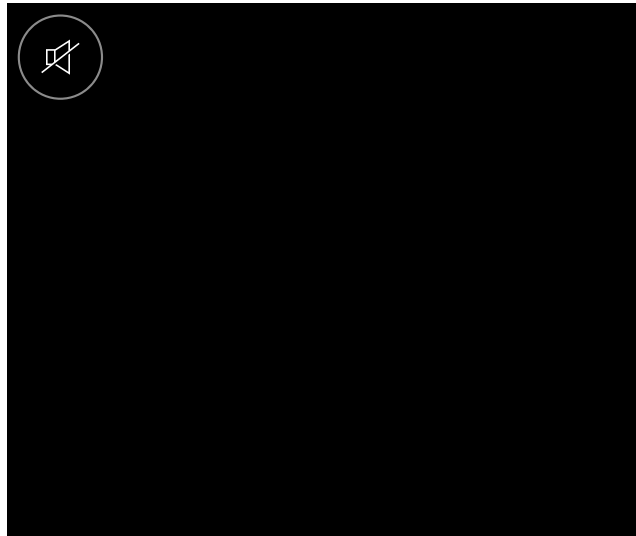
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