



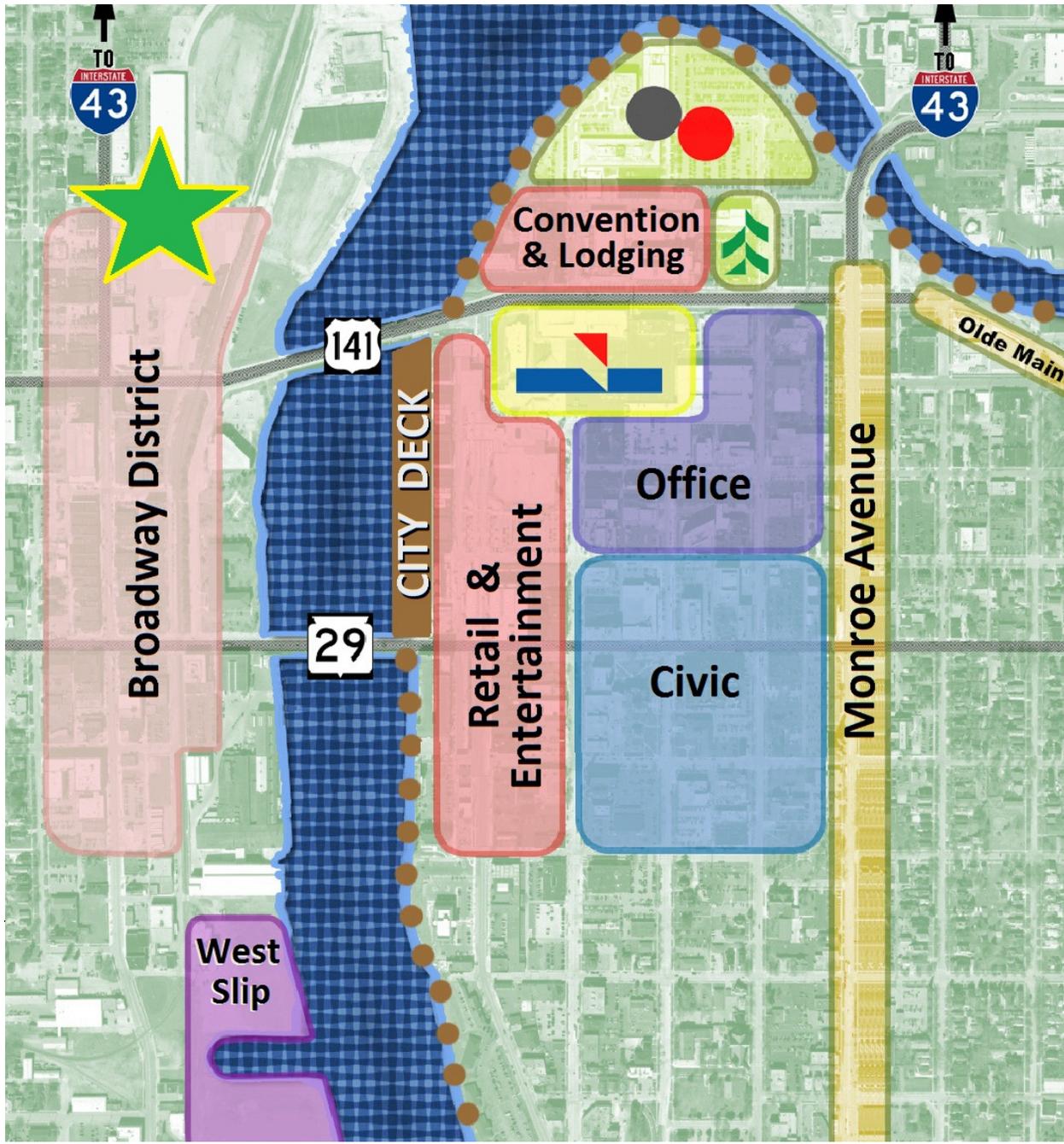
# Larsen Green

The former Larsen Canning Company site, on the Northeast corner of the Green Bay's downtown, contains almost 22 acres and a plethora of opportunities. Purchased in 2007 by On Broadway, Inc. a non-profit community development group, the site has been cleared of its industrial uses and awaiting redevelopment.

What remains are a block of office buildings (ready to occupy), former factory shells (preserved for their historic character), and open land clear, clean, and shovel-ready for projects. Portions of the site have already had improvement, with road beds, partial curb and parking, infrastructure, and new construction projects.

The site is home to the Green Bay Chamber of Commerce, Titledown Brewery & Pub, and other professional offices. Preferred development would be consistent with an adopted master plan and PUD zoning classification which supports a mixed-use neighborhood development vision. It also has its own discrete TIF district assignment (TIF District 14). This is the largest "downtown" contiguous development site in Green Bay.





### Green Bay Demographics

Drive time (minutes)	Five	Ten	Fifteen	Traffic Counts	
Population	44,158	130,953	198,837	Dousman St.	11,400
Households	18,595	55,399	80,070	Broadway	9,200
Average HH Income	\$52,890	\$64,428	\$73,451		

**City Programs:** The City of Green Bay Economic Development Department will work with you to make your project come to fruition. Our staff can assist with grants, loans and tax incentive programs. Feel free to visit our website and contact our staff to learn about the programs currently available.

# LARSEN GREEN



## DEVELOPMENT SUMMARY

1. Adaptive Reuse Opportunities
  - Building A: +/- 51,000 sf [3-floors, residential + retail]
  - Building B: +/- 3,074 sf [1-floor, retail]
  - Building C: +/- 33,040 sf [3-floors, residential + retail]
  - Building D: +/- 24,072 sf [4-floors, commercial + retail]
2. Larsen Office Buildings - Adaptive Reuse
  - +/- 120,000 sf [3-floors, commercial]
3. Infill Opportunities: Modest, Build-to-Suit [resident + commercial + retail]
4. Proposed Parking Deck
5. 300 N. Broadway: Chamber of Commerce & Space Available
6. Vincent, Urban, Walker & Associates, Inc. Insurance
7. Titletown Brewing Company Restaurant
8. Approximately 14.5 acres available

