

Expressions of Interest: Downtown Riverfront Development Opportunities: Green Bay, WI

(insert riverfront landscape view)

The City of Green Bay is soliciting developer interest in three prominent riverfront sites in its resurgent downtown. All of the sites are city-owned and development-ready. All three sites have direct riverfront access and are in areas that have experienced substantial redevelopment in recent years. Two of the sites are located along Green Bay's acclaimed new CityDeck – an award winning, art filled riverfront esplanade that has helped reactivate the city's urban riverfront. These sites also occupy 100% locations at major downtown bridge crossings giving them unparalleled visibility and access. All of the sites are in active TIF districts and New Markets Tax Credits eligible census tracts. Preferred uses include a mix of ground-floor commercial and market-rate housing.

(insert City Deck graphic(s))

Developers are welcome to pursue one or all of the sites. City financial assistance will be based primarily on project fit and expected tax increment generated. Assistance may include some or all of the following: land write-down; TIF; possible assistance in securing tax credits and/or loan guarantees; and possibly discounted public parking. A detailed project proposal is not expected as part of the response; however, preference will be given to responses that include a thoughtful description of potential project concepts (i.e. uses, density, physical format). The Submission due date is _____ 2012.

The City

The City of Green Bay is the economic hub of Northeastern Wisconsin, and the flagship city of a combined metropolitan region of over 700,000. Best known as home to the world famous Green Bay Packers, the Green Bay region also hosts large concentrations of major industries including: manufacturing, defense, medical, education, and finance and insurance. The City has a fervent pro business attitude, and has gained a reputation for its creative and determined economic development efforts. Much of these efforts have been focused on the city's downtown area.

The City is also the gateway to the renown recreational havens of northern Wisconsin including the spectacular Door Peninsula (known as the Cape Cod of the Midwest), and Wisconsin's Great Northwoods and Lake Country. It is truly the "northstar" in a chain of great cities, including Chicago and Milwaukee that line the western shore of Lake Michigan – a region that has been variously dubbed the "Northcoast" or "Freshcoast" because of its abundant fresh water resources, outdoor lifestyle, and global connections. Green Bay is well linked by road, rail, air and water to other major cities that make up the Great Lakes *urban archipelago*.

For more information on the City, please visit our website at

<http://greenbaywi.gov/EconomicDevelopment/>

(regional context graphic)

Downtown Green Bay

Downtown Green Bay is a classic urban waterfront environment with a mix of old and new buildings, an active riverfront, major employers, and large civic institutions. There are over **11,000 employees**

downtown and over 100 programmed events throughout the year. Downtown Green Bay straddles both sides of the Fox River with major employment and institutions concentrated mostly on the east, and retail on the west. The City has an active port that partially operates along the Downtown riverfront, as well as both public and private marinas that add movement and visual interest to the river. Downtown's office occupancy rate is currently at **95%**.

The riverfront sites are adjacent to offices, retail, entertainment, dining and housing; and are all zoned for "Downtown" (i.e. mixed) uses. The City's new Children's Museum and Neville Public Museum are both located along the river. The Children's Museum is part of a new mixed-use project called The Watermark that, when completed in Spring 2012, will also include retail and offices. A new **\$50 million corporate headquarters** and R&D center for one of the City's major corporations will also break ground in 2012 within a few hundred feet of the riverfront. Very close nearby, the City is working toward a \$19 million expansion of its downtown convention center – a facility which is currently responsible for attracting over 250,000 of the downtown's **one million annual visitors**. Legendary Lambeau Field is within a short 8-minute drive from the downtown riverfront.

(downtown site map w/ labels)

The Green Bay Market

The City of Green Bay is the seat of Brown County and is the nucleus of a county-wide trade area of nearly **250,000**. The City and region play host to several large industry clusters including medical, defense manufacturing, finance, and food and paper production. The City (County) has a median household income of **\$59,000** (\$68,000), and median disposable income of \$39,000 (\$45,000). The average home value is **\$140,000** (\$171,000) and the rate of homeownership is 51.5% (61%). Twenty three percent (26.5% County) have a BA degree or higher. The City/County had a 2010 unemployment rate of 10.2% and 8% respectively; below the national rate of 10.8% (*Source: ESRI Business Analyst 2010).

Like in many cities throughout the country, national franchise retail in the metro area has, over a period of decades, migrated out to the suburban edge. This has created unique market opportunities for specialty retail in the heart of the City. Much of this business has coalesced in downtown's Broadway District near the west bank of Fox River which boasts an impressive collection of locally owned restaurants; furniture and gift stores; and boutique-quality apparel, jewelry, and craft stores. Still, the central city experiences a significant leakage of sundry-type retail spending which may increase further as more residents choose to live downtown. In 2010, the City's retail leakage was estimated to be **\$148 million** (out of a total retail market of \$959 million*). This dynamic creates powerful new market opportunities in and near downtown Green Bay.

The Sites

Site 1: The "Astor" site

This **30,754 s.f.** (0.7 acre) site is located at the intersection of Main and Washington Streets at the foot of the City's landmark Nitschke Bridge which has 18,000 vehicle crossing per day. The site has **193' lineal feet or direct river frontage** facing the CityDeck, and is within a few hundred feet of the new Children's Museum. A new 9-story residential condo project is directly adjacent to the site. The site is

also directly across the street from a new \$50 million corporate office and research complex that will begin construction in 2012. It is one block away from a **680-space** public parking structure.

The preferred use of the site is mixed-use with two-sided, ground-level retail taking advantage of both the riverwalk and the Washington Street frontages. Upper story uses could consist of a mix of housing or offices. The city would prefer to see a multiple story, urban building on this landmark site. Single use buildings, although not preferred, will be considered on the basis of exceptional design.

Site 2: "Flatley" site

This site is located at the 100% northwest corner of Washington and Walnut Streets at the foot of the Walnut Street Bridge. This bridge handles 14,400 vehicle crossings per day. The site is approximately $\frac{3}{4}$ **of an acre** in size and has **148' lineal feet of direct river frontage** facing the CityDeck. It is directly adjacent to the City's landmark Nicolet Bank Building and $\frac{1}{2}$ -block from the City's iconic Meyer Theater. The City's newest and largest public parking structure with over **800 spaces** is directly across the street.

The City's preferred use is generally the same as the Site 1 above; however, stand-alone uses such as urban residential or a Class A office building will be more acceptable as compared to Site 1. The high visibility of this site also demands outstanding architectural design.

Site 3: "WestSlip"

This **16-acre** site is located on the west bank of the Fox River in the City's South Broadway neighborhood. This is a former industrial site that has undergone a complete city-led environmental cleanup. The site features a **200'-wide deep-water slip** that effectively doubles the site's water frontage, and allows it to accommodate a range of private and commercial watercraft. The site has panoramic views of the Fox River and Downtown Green Bay, and is adjacent to the Mason Street Bridge – the city's busiest with over 45,000 vehicles per day. The site is bordered on the west by a lightly active railroad line, and is just two blocks from the city's trendy Broadway District which features many local restaurants and boutiques. The site also has an engineered seawall and features over **1100' lineal feet of direct river frontage** (2300' including the slip). This is a spectacular "clean-slate" urban waterfront site that offers classic city ambiance and scenery.

Preferred development on this site includes a possible mix of urban "dockominium" housing and commercial and/or institutional uses. A public riverwalk or "strand" must be accommodated in the development the cost/responsibility of which can be negotiated in the development agreement.

(insert birdseye with sites called out)

Submission Requirements

Interested parties are welcome to pursue just one, or any combination of the sites. Responses should include a brief cover letter describing the site(s) of interest; an overview of the company's specialty development areas; and some initial ideas on possible development concepts or program. The submission should also include a short packet of project profiles with basic summary data including: overall development costs, photos, renderings, deal structure, square footage/ number of units, date completed, project manager and reference contact info. The submission deadline is _____ 2012. The

City reserves the right to enter into negotiations with prospective developers prior to the RFQ closing date.

Inquiries

This is an open solicitation to all interested parties. The City welcomes telephone inquiries prior to submitting qualifications, as well as scheduled in-person visits and site tours.

Selection Process

Preferred developers will be screened on the basis of: portfolio of similar projects, credibility, financial strength, and creativity and/or fit of their overall project concept.

Contact

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