
Request for Proposals

Monroe and Chicago Residential Site

City of Green Bay
Redevelopment Authority
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Request for Proposals: Monroe and Chicago Residential Site Green Bay, WI

I. Introduction

A. Project Summary

The City of Green Bay Redevelopment Authority (RDA) is soliciting development proposals from highly qualified urban development firms (Developers) to construct new multi-family or single-family attached residential units on the northwest corner of Monroe Avenue and Chicago Street in the City of Green Bay.

B. Project Goals

The City of Green Bay's goals for this residential development site include the following:

1. Facilitate an appropriate density of urban residential infill in the form of apartments or townhomes.
2. Apply a design approach that complements the scale and character of the surrounding area, paying particular attention to historic features and elements. The design of this development must be distinctly urban and offer a strong contrast from suburban models found elsewhere in the Green Bay metropolitan area.
3. Leverage the investments being made in the Monroe Avenue corridor by identifying a private developer that embraces the City's vision for this near-downtown environment.

II. Background

A. 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 250,000. 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 an indelible commitment to creating and maintaining highly livable neighborhoods. The City has gained a reputation for its creative and determined economic and neighborhood development efforts.

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 economic and neighborhood development in the City, please visit our website at <http://greenbaywi.gov/EconomicDevelopment/> and <http://greenbaywi.gov/csa/neighborhoods>



B. 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 of City residents (26.5% County) have a Bachelor's degree or higher. The City and County had 2010 unemployment rates of 10.2% and 8% respectively; below the national rate of 10.8% (*Source: ESRI Business Analyst 2010).

C. Development Context

1. Downtown Momentum

The site is located on the edge of Green Bay’s downtown, which has experienced more than \$150 million dollars in community and business investment in the last four years. The site is located within the Downtown Neighborhood Association area and within one mile of more than 12,000 jobs. Nearby amenities include:

- Parks: Fox River Trail (3 blocks), St. John Park (1 block), Jackson Square Park (2 blocks), St. James Park (3 blocks), Navarino Park (4 blocks)
- Educational: Howe school (adjacent), Leonard Da Vinci School (3 blocks)
- Green Bay’s downtown (3 blocks)
- Health Care: Bellin and St. Vincent hospitals (5 blocks)
- Full-service grocery (1 mile)
- Cultural: Meyer Theater, City Deck, Children’s Museum, Neville Public Museum, KI Convention Center (all within 1 mile)

2. Demographic Change

Census-based demographic data are not keeping pace with the rate of change in Green Bay’s downtown. A recently conducted survey of downtown employees (*Downtown Consumer Survey*, by Downtown Green Bay, Inc., 2012) provides additional insights into the market characteristics of individuals potentially interested in downtown living.

3. Rents

In November of 2012, a Multi-Family Housing Analysis was compiled by Baker Tilly which found a latent demand for additional market-rate rental housing in the downtown. The study estimated that there was an unmet demand for an additional 284 apartment units. That study also identified an achievable market rent for a two bedroom unit at \$875 per month. As high end rental products are added to the downtown, achievable rents will increase. For example, a multi-family project currently under construction along the Fox River has set rents with river views from \$1,300 to 1,800 per month, with the upper end being applied to larger penthouse units. Rents for other units in this building will fall in the \$700 to 900 range.

Table 20 - Household Incomes of Downtown Employee Survey Respondents, 2012

Income Range	Downtown Employees
<i>Employee Population</i>	12,334
<\$25,000	3.5%
\$25,000 - \$40,000	9.8%
\$40,000 - \$50,000	9.0%
\$50,000 - \$60,000	10.4%
\$60,000 - \$70,000	7.1%
\$70,000 - \$80,000	11.2%
\$80,000+	49.0%

Table 23 - Educational Attainment for Downtown Survey Respondents, 2012

Highest Level of Attainment	Downtown Employees
<i>Employee Population</i>	12,334
Less than High School Diploma	0.1%
High School Graduate	6.9%
Some College, No Degree	13.2%
Associate Degree	14.7%
Bachelor's Degree	52.7%
Graduate/Professional Degree	12.4%

D. Property Summary

Location: NW corner of Monroe Ave and Chicago St

Property Ownership: RDA – three parcels; to be combined

Parcels: 13-168, 13-169, 13-170

Site Size: 20,076 sq. ft.
(About 129' x 155')

Type of Project: Residential

Assessed Fair Market land value:
\$129,300

Public Investment to Date: \$200,000 for acquisition and demolition; reconstruction of Monroe Avenue street and utilities

Public Infrastructure and Utilities:
City water and sanitary sewer available; new storm sewer with available capacity

E. Guiding Principles

1. Applicable City Plans

Both the City's Comprehensive Plan and Downtown Master Plan support urban residential development at this location. Key features of appropriate development under these plans include strong pedestrian orientation, a higher use intensity and density than outlying neighborhoods, and the use of multi-family and townhomes as a transition between the downtown core and surrounding neighborhoods. Mixed-use development could be appropriate here, but is probably not feasible due to the size of the site.

2. Zoning Details

Permitted residential uses for the Office-Residential district include single-family attached (townhomes), multi-family (apartments), carriage house dwellings, and live-work units. Single-family detached and duplex residential are restricted as conditional uses.

Building massing, orientation, and intensity requirements include:

- Front and corner side-yard minimum setbacks 15'



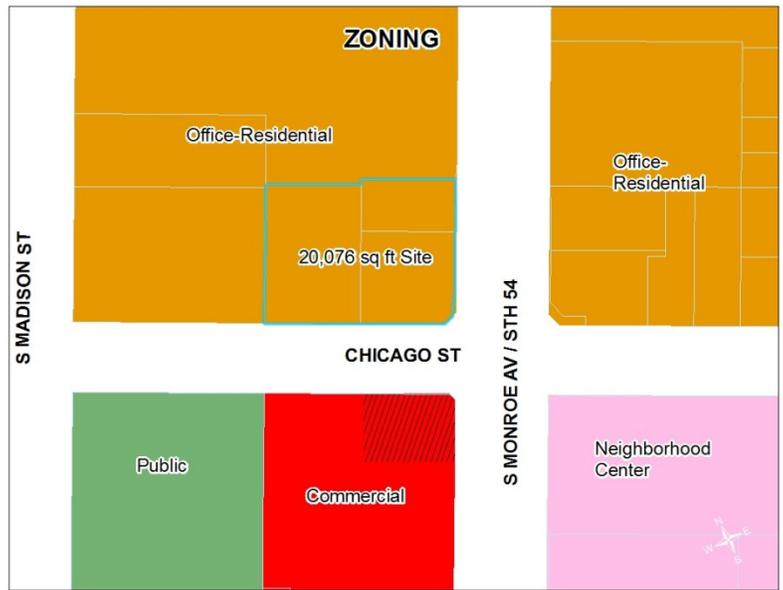
- Rear-yard minimum setback 25'
- Minimum 40% green space
- Buildings should hold the corner
- Parking areas prohibited between the building and street
- Townhomes require at least one covered parking space per unit
- Up to 10 dwelling units allowed
- Maximum height 35'

Design requirements and preferences include:

- Must relate to scale and character of surrounding area
- Building entrances to face the street and create visually attractive streetscape
- Ground floor facades facing the street to include architectural details

Key site opportunities and constraints:

- The 40% green space requirement could be a challenge given the size of the site.
- Parking will need to be creatively integrated into the site layout.
- A Planned Unit Development (PUD) zoning overlay may be an option if the specific dimensional standards become an obstacle to the desired site layout.
- The location is near major employers and multiple community amenities.
- Stormwater management is required.



III. Proposal Requirements

A. Proposal Content and Organization

To achieve a uniform review process and a degree of comparability, the proposals should be organized in the following order and contain all of the following information:

1. Title Page

Show the proposal title, the name of firm, address, telephone number(s), name of contact person, the date, and other relevant company information.

2. Developer Credentials

Provide a narrative describing the Developer's background, history, and construction experience, including comparable projects successfully completed by the Developer. Provide names and contact information for three customer references.

3. Team Members

State the names and titles of key members of your development team, including proposed subcontractors. Provide a resume for each member.

4. Developer's Legal Structure

Provide evidence of corporate status including, where applicable, Articles of Incorporation or a partnership certificate and/or agreement. In addition, identify by name and title entities holding and ownership interest of 20% or more.

5. Project Description

One-page narrative describing what is proposed for construction including as applicable: number of housing units, unit sizes, bedroom mix, for sale or rent, approximate rents/lease rates. Include an explanation of the exterior design concept and the expected timetable for construction.

6. Concept Plan

Submit a conceptual site plan showing initial ideas for building placement, parking layout, access drives, stormwater features, and landscaping. Preliminary building elevations can be included if available.

7. Financing Plan

Submit a concise description of the anticipated general financing for the project. Include the following details:

- a. Required investment and expected level of RDA participation in the project (if any)
- b. Statement of Developer's financial ability and resources at the Developer's disposal
- c. Business concept including target market for the planned project and how the completed project would be marketed
- d. Offer price for the property

8. Approaches to Addressing City Goals and Guiding Principles

Explain how you would address the project goals and guiding principles identified in the Background sections above.

B. Submittal Requirements

Proposals must be received by the RDA of Green Bay by Monday, August 4, 2014. It is recommended that all proposals be submitted via certified mail or other commercial courier services in order that the applicant will have a written record of the delivery. The following requirements must be completed in full:

- 1. Three (3) bound originals of the completed proposal
- 2. At least one (1) electronic copy via one of the following devices: CD, DVD, or USB
- 3. Please send the identified information to the City of Green Bay at the address listed below:
City of Green Bay Planning Department
Attn: Billie Jo Horsens

IV. Selection Process and Criteria

A. Selection Criteria

Selection will be based on a variety of factors; overall vision of the property, financial capacity and project track record. The choice of Developer will depend on the following:

<u>Factor</u>	<u>Weight</u>
• Design of building	40%
• Financial ability	20
• Estimated level of investment	15
• Proposed owner/tenant density	15
• Timeframe for completion	5
• Purchase price of parcels	5
	100%

B. Selection Process

The Developer selection process will involve the following primary steps:

- 1. Proposal Review**
- 2. Interviews**
- 3. Staff Recommendation of Selected Developer**
- 4. RDA Approval of Selected Developer**
- 5. Finalize Contract/Development Agreement**

C. Selection Timeline

- Questions due by: July 23, 2014
- Proposals due by: August 4, 2014
- Finalist interviews: August 18-22, 2014
- RDA selection: September 9, 2014

D. Rules Governing Competitive Evaluation

1. Examination of Request for Proposals

Applicants should carefully examine the entire RFP, any addenda, and all related materials and data referenced in the RFP. Applicants should become fully aware of the nature of the work and the conditions while performing the work. An electronic version of this RFP and supplemental materials can be found at <http://www.ci.green-bay.wi.us/planning/>.

2. Contract Negotiations

The highest-ranked Developer will enter into negotiations with the RDA. If an agreement cannot be met, the RDA will notify the Developer and stop negotiations. Then the second highest Developer will enter into negotiations. This process may continue until a successful negotiation(s) occurs. The RDA reserves the right to cease any negotiations with any Developer should it be in the RDA's best interest.

3. Completeness, Addenda, Rejection, Cancellation, Preparation Cost

This Request for Proposals (RFP) has been prepared by the RDA and does not purport to be all-inclusive or to contain all of the information a prospective purchaser or developer may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.

The RDA reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The RDA reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the RDA's or the City's best interest. All materials submitted in response to this RFP become the property of the RDA.

The RDA will not be responsible for costs associated with preparing proposals. By submitting a proposal, each Developer agrees to be bound in this respect and waives all claims regarding such costs and fees.

E. Questions and Comments

All questions shall be submitted in written form to the contact information provided below by July 23, 2014. Answers will then be provided, via the City website, in written form as a part of an addendum to this RFP.

City of Green Bay Planning Department
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