



REDEVELOPMENT OPPORTUNITY



Downtown
Green Bay



HISTORIC

SCHAUER & SCHUMACHER

Economic Development
100 North Jefferson Street
Green Bay WI 54301-5026
920.448.3397
www.greenbaywi.gov/EconomicDevelopment



Unique Redevelopment Opportunity: Schauer and Schumacher, Downtown Green Bay WI

The City of Green Bay Redevelopment Authority is soliciting expressions of interest for a renovation project for two of Green Bay's most iconic properties: the Schauer & Schumacher buildings in downtown Green Bay.



Ideally, the redevelopment will showcase the buildings' existing architectural integrity. A mixed-use housing and retail project is preferred to meet the growing demands for urban housing. **The city will consider deeding over the properties for \$1 to a qualified developer with the right vision, experience and financial resources to undertake a \$2-3 million restoration.**

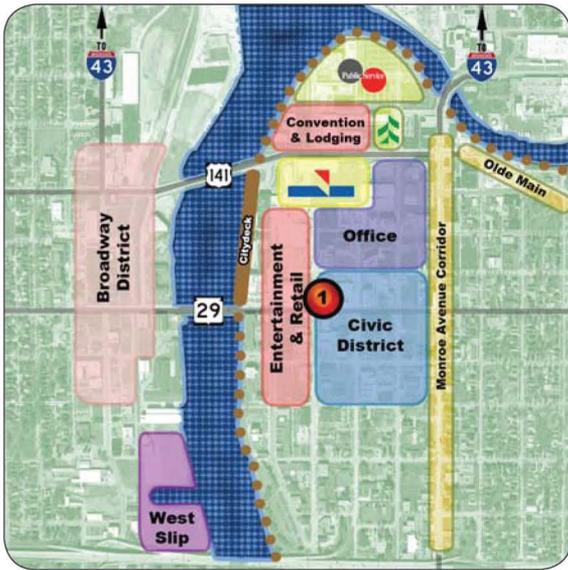
Across the street from the Brown County Courthouse, the buildings are superbly located within the downtown core. A unique asset to this redevelopment project is a 1,400 square foot private courtyard/alleyway separating the two properties. **Total space of both buildings exceeds 19,000 square feet with additional basement space in the Adams Street property.** A second floor skyway connects the buildings over the courtyard; with central access to the elevator shaft in the Adams Street building.

The Schauer & Schumacher buildings share the Walnut and Adams Street block with the City owned Cherry Street Ramp. The ramp offers convenient, well-lit parking and will be housing a brand new Privea Health Clinic on the first floor. The 4,000 square foot clinic is set to open in May of 2014. A five minute walk from the front door will showcase the key amenities and events an urban lifestyle demands, including: CityDeck, Meyer Theater, Children's Museum, Fox River Trail and the best restaurants in Brown County.

Built in 1890 and 1930 respectively, **both buildings qualify separately for the new Wisconsin 20% Historic Tax Credit program.** Although eligible, downtown Green Bay is not in a registered Historic District. The City of Green Bay will also make available HOME funds to a housing developer should they choose that project route.

In February 2014 the City contracted the completion of an Environmental Phase 1 as well as an Asbestos and Lead Paint Abatement analysis. Minimal cleanup will be necessary but will be subject to the scope of the final project. All development parties will be privy to the reports. Current assessed value of all three parcels is \$417,000.





Developer Selection Criteria

Developer selection will be based on a variety of factors the most important of which will be the developer's overall vision for the property, and his/her's financial ability and project track record (especially with regard to urban/historic/adaptive-use projects).

More specifically, the choice of developer/operator will depend on: (1) the proposed re-use and tenancy, (2), the estimated level of investment anticipated, (3) the type and extent of building alterations envisioned, (4) the timeframe for completion (5), the offer price for the property and (6), the developer's financial ability as determined by personal financial statements and/or letters of credit (to be requested after initial selection has been made).

Submittal Requirements

Submissions should be no longer than 12 pages in overall length and include the following:

A brief firm/principal introduction describing the firm's/principal's project history and redevelopment background.

1. A concisely-worded description of the proposed use of the property, business concept, required investment, timeframe for completion, and expected level of city participation in the project (if any).
2. Offer price and statement of financial ability: i.e. general comment about how the project will be financed and the resources at the developer's disposal. This section must also include an offer price for the property.
3. Examples of other, comparable work
4. Principals' resume(s)

Additional information such as photos or sketches describing the developer's overall vision for the property are encouraged (optional) provided that the 12-page limit is not exceeded.

Please direct all inquiries and submittals to:

City of Green Bay
 Economic Development Department
 100 N Jefferson Street
 Green Bay, WI 54301
 Greg Flisram, Director
 920.448.3395
 gregfl@greenbaywi.gov

To learn more about the City of Green Bay; including the latest development news, our business friendly amenities and demographic information, please visit our website....

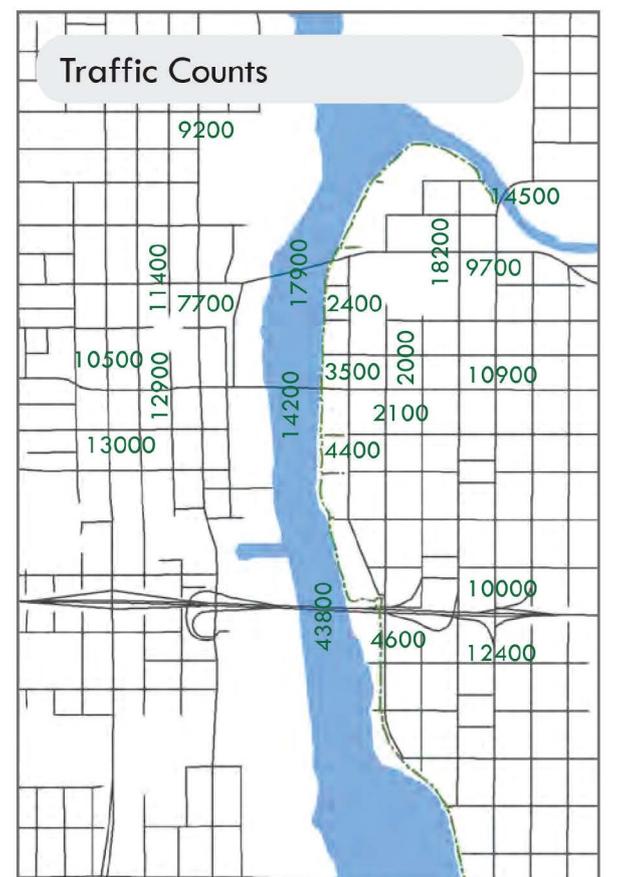
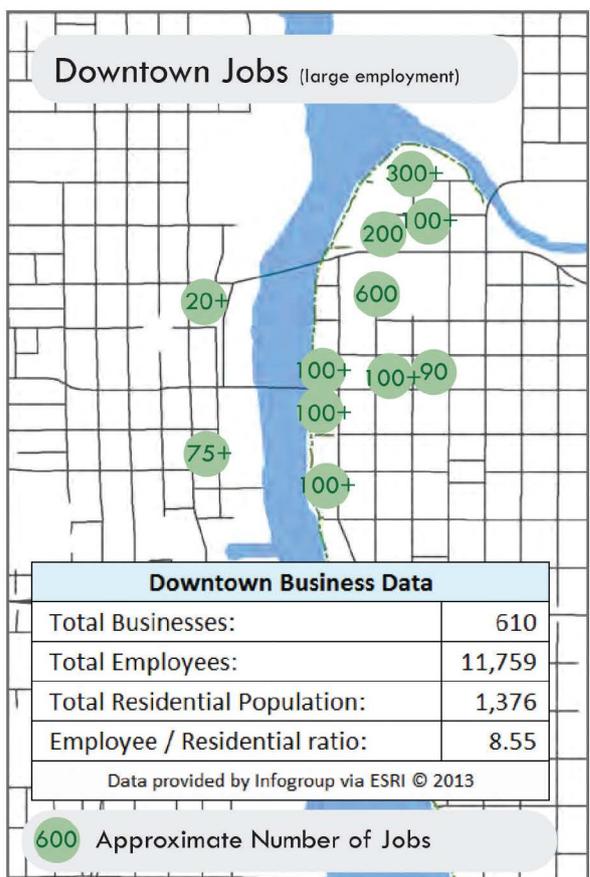
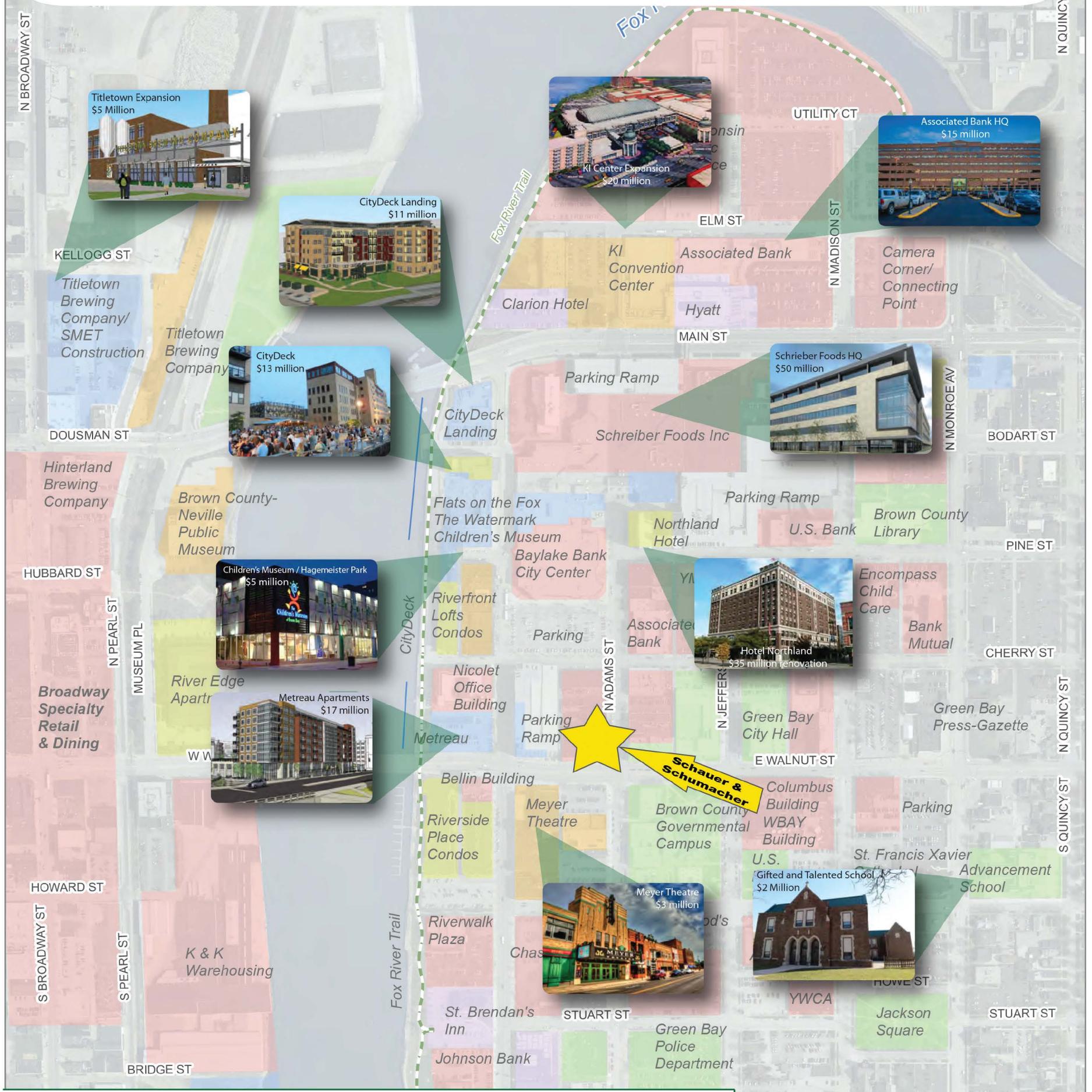
[www.GreenBaywi.gov/
EconomicDevelopment](http://www.GreenBaywi.gov/EconomicDevelopment)



Selection Process

A special selection committee made up of city staff and RDA members will be responsible for scoring the submittals and conducting interviews prior to selection. It is anticipated that a short-list will be created; however, the RDA made choose to interview a single prospect based on the strength of their initial submission. The selected individual/firm will be asked to submit financial statements and/or letters of credit before final selection is made. The selected candidate will enter into a formal development agreement with the RDA committing them to a detailed design, construction-scope, and project completion timeframe. The City, at its sole discretion, may also choose not to select any of the respondents.

Recent Downtown Investments: \$150 Million, 2011-2013



- Business
- Dining/Entertainment
- Government
- Hotel
- Residential
- Development Sites



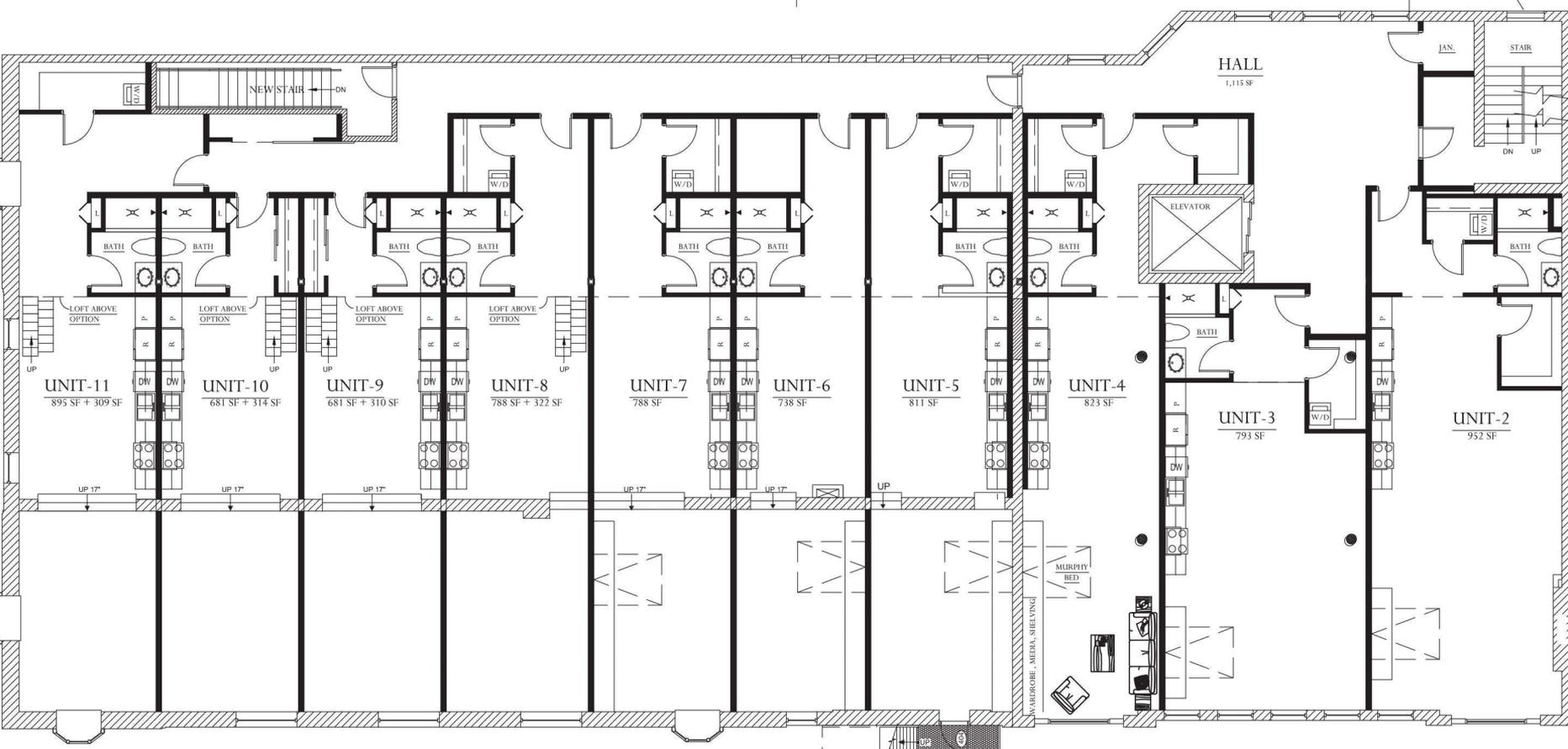
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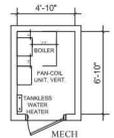
SCALE: 1/8" = 1'-0"



ROOF BELOW
INFILL WINDOW



SCHAUER & SCHUMACHER RENO.
CANTILEVER
T: 920-360-5040
Copyright © Chad Michael Cornette PROJECT # DVLP
DATE: JAN 15, 2013



2ND FLOOR MECHANICAL CLOSETS



2ND FLOOR PLAN

SCALE: 1/8" = 1'-0"



NORTH



Current Investment - 2014

Associated Banc-Corp Headquarters

Associated Banc-Corp has recently moved its corporate headquarters to downtown Green Bay at the Regency Center. This development will bring approximately 500 new employees and \$20 million of combined payroll to downtown Green Bay. Additionally, the headquarters hosts daily visits from its regional partners and associates alike.

Schreiber Foods Headquarters

Schreiber Foods has begun the development of its corporate headquarters & global technology center in downtown Green Bay on the site of the former Washington Commons and J.C. Penney buildings. This \$60 million development project is slated to be completed in the summer of 2014; backed by a commitment to Green Bay of more than 400 jobs for the next 40 years.

KI Convention Center Expansion

Already a first class venue that hosts more than a quarter of a million visitors annually, local officials are working to fund a \$20 million expansion of the facility. With plans to expand twice the current size, it is projected to add an additional 70,000 visitors, \$4 million in direct economic impact and 450 jobs to Green Bay.

Metreau

A new waterfront 107 unit housing project titled "Metreau" is slated to come online in the spring of 2015. The cosmopolitan design and amenities embrace the urban lifestyle options sought by the emerging Green Bay creative class, young professionals and empty nesters alike. *(rendering on top of page)*

City Deck Landing

Wisconsin developer T Wall Enterprises has a new riverfront housing project set to break ground in 2014. The \$10+ million, 84 unit apartment development will include ground floor retail and 101 indoor parking stalls. The project will front Washington Street and City Deck. City Deck is an active urban boardwalk directly along the Fox River's edge hosting year 'round events that bring upwards of 165,000 visitors downtown.

Meyer Theater

The Meyer Theater, which hosts events for 70,000 patrons annually, is adding "Backstage at the Meyer". The \$4.5 million development is part expansion, part historic preservation, adding 12,000 sq ft of premiere hospitality & office space.

WaterMark

The riverfront redevelopment project is off and running with completion of the Pine Street CityDeck entrance and Children's Museum/parking ramp. Fortune 500 company CH Robinson is the first to open offices in the facility.



CITY EMPLOYERS

Associated Banc-Corp **
 Bellin Health **
 Green Bay Packers **
 Wisconsin Public Service **
 Schreiber Foods **
 Green Bay Packaging **
 Schwabe North America **
 H.J. Martin & Son **
 St. Vincent Hospital **
 American Foods Group **
 Nicolet National Bank **
 St. Mary's Medical Center **
 Aurora - Bay Health Care
 Georgia - Pacific
 Proctor & Gamble
 JBS
 APAC Customer Services

** corporate headquarters

CITY ATTRACTIONS

Neville Public Museum
 Bay Beach Wildlife Sanctuary
 Bay Beach Amusement Park
 Green Bay Botanical Gardens
 Meyer Theater
 KI Convention Center
 The NEW Zoo
 Lambeau Field
 Green Bay Symphony Orchestra