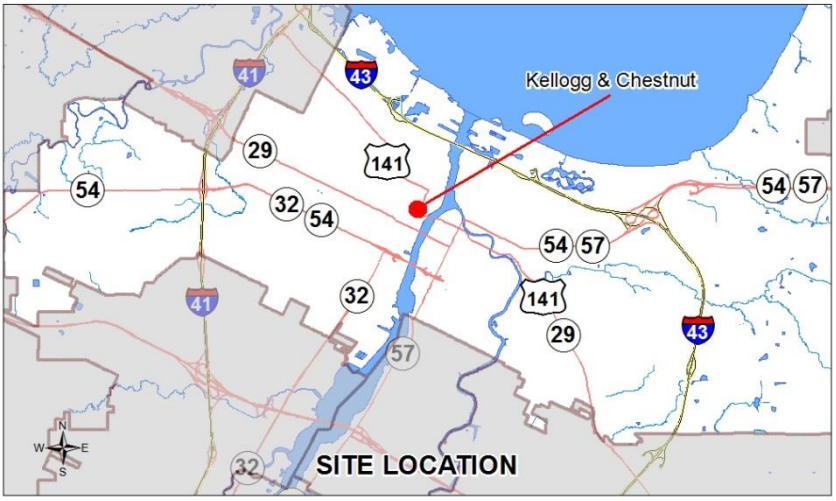
Request for Proposals

Kellogg Street/N. Chestnut Avenue
Green Bay, WI 54303

City of Green Bay
Redevelopment Authority
Released: July 24, 2015



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Kellogg Street/N. Chestnut Avenue
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 mixed use development consistent with the Green Bay Authenticity Plan.
http://greenbaywi.gov/csa/planning-development/what-we-do/long-range-planning/

B. Project Goals

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

1. Facilitate an appropriate density of urban infill development. Any proposed development on this site should consider the provision for some parking that could be utilized by the 401-409 N. Broadway properties.
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 public and private investments being made in the Broadway 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 west side of the Fox River in downtown Green Bay in the Broadway District. It is located on the corner of Kellogg Street and N. Chestnut Avenue. The downtown area has experienced more than $150 million dollars in community and business investment in the last four years and $120 million in construction last year alone. The site is located within one mile of more than 12,000 jobs and numerous developments including:

- $3.7 million development: Cannery Marketplace Taproom and Brewery
- $1.6 million development: Platten Place Apartments
- Potential contracted development for 15.7 acres on the east side of Broadway Street
- Over 150 small retail and service businesses within 3 blocks
- Parks: Leicht Memorial Park, Fort Howard Park
- Educational: Fort Howard Elementary School, Jefferson Elementary School
- Local and District events: Nearly 200 free community events are held throughout the year
- Grocery store
- Cultural: Historic West Theatre, Meyer Theater, CityDeck, Children's Museum, Neville Public Museum, KI Convention Center

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., 2014) provides additional insights into the characteristics of individuals potentially interested in downtown living. According to the survey, 49.8% of the individuals have a 4 Year College degree and 49.5% have annual household income exceeding $80,000. Contact Downtown Green Bay, Inc. for more detailed information, (920) 437-5972.

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
Employee Population	*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
Employee Population	*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: Corner of Kellogg Street and N. Chestnut Avenue, Green Bay, WI 54303

Property Ownership: RDA

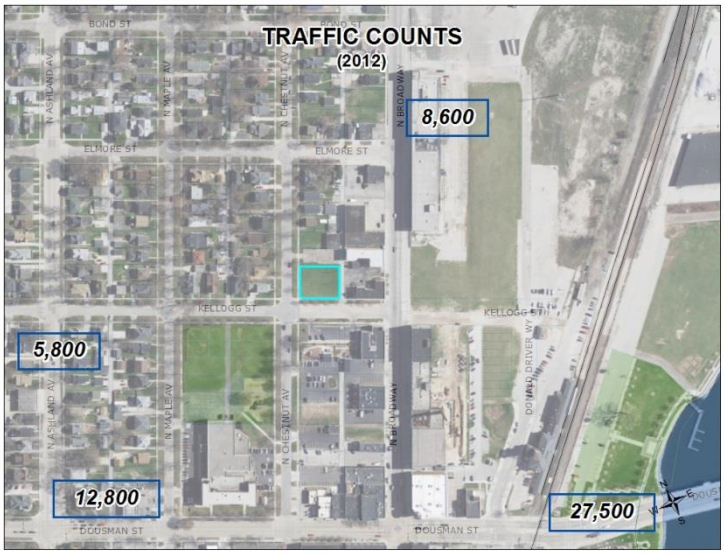
Parcel: 5-930

Site Size: .26 acres - 11,453 sq. ft. (About 95' x 120')

Zoning: OR: Office Residential

Assessed Fair Market land value: $28,000

Public Infrastructure and Utilities:
City water and sanitary sewer available



E. Guiding Principles

1. Applicable City Plans

Both the City's Comprehensive Plan and Downtown Master Plan support urban in-fill 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.

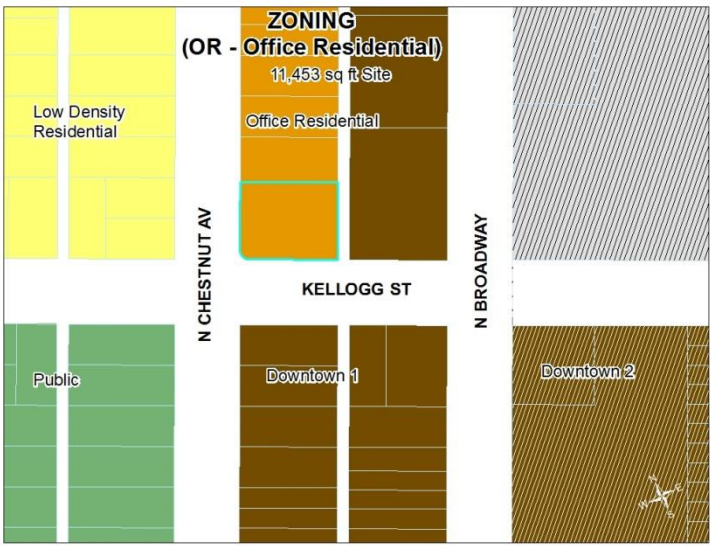
2. Zoning Details

Permitted uses for the Office Residential (OR) District include mixed uses usually with first floor commercial and residential above. Building massing, orientation, and intensity requirements include:

- Front & Corner side yard minimum setbacks: 0', 20' maximum.
- Side and Rear yard setback: 6'
- The site may be 60% impervious.
- Maximum height: 35'
- Floor Area Ratio (F.A.R.): Minimum 0.3, Maximum 1.0

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.
- Buildings should be placed compatible with other structures within the block.
- Parking areas prohibited between the building and street.
- Parking for development to be provided on site, with additional parking that could serve the 401-409 N. Broadway development.

Key site opportunities:

- Proximity to redevelopment of Larsen Green.
- The location is near major employers and multiple community amenities.
- Part of the On Broadway District.

Examples of Broadway District Architecture
(All Images are property of their respective owners.)

Subject Site

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 shall be included.

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 Friday, September 4, 2015. 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
   100 N Jefferson St, Room 608
   Green Bay, WI 54301

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:

Factor	Weight
• Design of building and Site	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: August 7, 2015
- Proposals due by: September 4, 2014
- Finalist interviews: September 21-25, 2015
- RDA selection: October 13, 2015

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://greenbaywi.gov/csa/development-opportunities/

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 August 7, 2015. 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
Attn: Billie Jo Horsens
100 N Jefferson St, Room 608
Green Bay, WI 54301
billiejoho@greenbaywi.gov
(920) 448-3142