
Request for Proposals

Navarino site;
corner of Stuart
Street and Jackson
Street

City of Green Bay
Redevelopment Authority



Request for Proposals: Navarino Park 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 developers to construct new single-family detached or single-family attached residential units on the northwest corner of Stuart Street and Jackson 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 single-family detached or single-family attached housing.
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 Navarino Neighborhood area 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 renowned 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/>

B. 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 Navarino Neighborhood Association area and within one mile of more than 12,000 jobs. Nearby amenities include:

- Navarino Park: Located directly across the street.
- Other Parks: Fox River Trail (0.5 Miles), Jackson Square Park (2 blocks), St. John’s Park (0.4 miles), Whitney Park (0.3 miles).
- Educational: Howe Elementary School (4 blocks), Leonard Da Vinci School for Gifted Learners (2 blocks), East High School (0.7 miles)
- Green Bay’s downtown (3-4 blocks)
- Health Care: Bellin and St. Vincent hospitals (5 blocks)
- Full-service grocery (1.1 mile)
- Cultural: Meyer Theater, City Deck, Children’s Museum, Neville Public Museum, KI Convention Center (all within 5-8 blocks)

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.

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%

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%

C. Property Summary

Location: NW corner of Stuart Street and S Jackson Street

Property Ownership: RDA – five parcels

Parcels: 14-460,
14-461,
14-462, 14-463, 14-464
(Combine to create one parcel)

Site Size: Total: 29,802 sq ft
180' x 165'

Type of Project: Residential

Assessed Fair Market land value: \$47,700

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



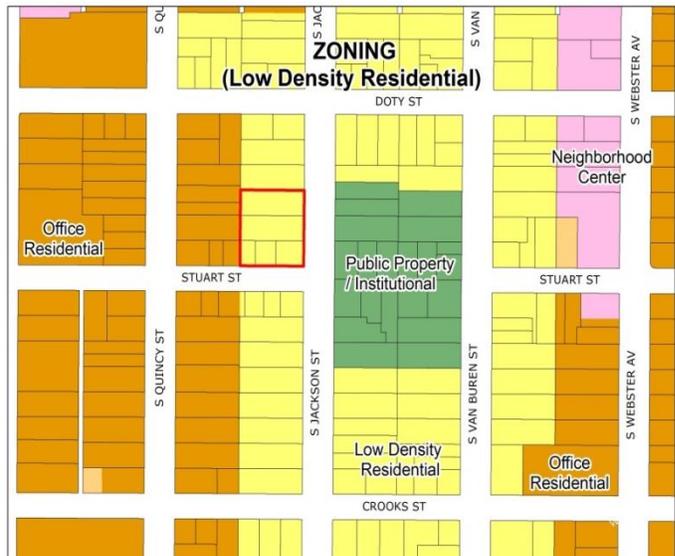
D. Guiding Principles

1. Applicable City Plans

Both the City's Comprehensive Plan and Downtown Master Plan support urban residential infill development at this location. Key features of appropriate development under these plans include strong pedestrian orientation, higher use intensity and density than outlying Green Bay neighborhoods, and the use of townhomes as a transition between the downtown core and surrounding neighborhoods.

2. Zoning Details

Permitted residential uses for the Low Density Residential district include single-family detached homes. Single family attached (townhomes), and live-work units would require a conditional use permit. A rezoning to Medium-Density Residential could be another potential option for higher density residential.



Building massing, orientation, and intensity requirements for R1-Low Density Residential District include:

- Front and corner side-yard minimum setbacks 15'
- Rear-yard minimum setback 25'
- Minimum 50% green space
- Buildings should hold the corner
- Townhomes require at least one covered parking space per unit
- Maximum height 35'/2.5 stories

Design requirements and preferences include:

- Must relate to scale and character of surrounding area creating a visually attractive streetscape and orienting people to front of the house
- Building entrances must face the street
- Ground floor facades facing the street to include architectural details, such as covered porches.

Key site opportunities and challenges:

- The location is near major employers and multiple community amenities.
- Townhome parking will need to be creatively integrated into the site layout.
- The 50% green space requirement could be a challenge given the size of the 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.

4. 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.

5. 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.

6. Financing Plan

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

- a. Statement of Developer’s financial ability and resources at the Developer’s disposal
- b. Business concept including target market for the planned project and how the completed project would be marketed
- c. Offer price for the property

B. Submittal Requirements

Proposals must be received by the RDA of Green Bay by Friday, February 12, 2016.

Please send proposals to the City of Green Bay at the address listed below:

City of Green Bay Community Services Agency
 Attn: Ken Rovinski
 100 N Jefferson St, Room 608
 Green Bay, WI 54301

OR

Email to: kennethro@greenbaywi.gov

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>Points</u>
• Design of building	30
• Financial capacity	30
• Completed project value	20
• Timeframe for completion	10
• Purchase price of parcels	10
	100

B. Selection Process

The Developer selection process will involve the following primary steps:

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

C. Selection Timeline

- Questions due by: February 1, 2016
- Proposals due by: February 12, 2016
- RDA selection: March 8, 2016

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/request-for-proposals-navarino-park-site/>

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 February 1, 2016. Answers will then be provided, via the City website, in written form as a part of an addendum to this RFP.

Mail to: City of Green Bay Community Services Agency

Attn: Ken Rovinski

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Green Bay, WI 54301

OR

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