



City of Green Bay
Department of Community and Economic Development

Request for Proposals

436 S. Monroe Ave.



Redevelopment Authority of the City of Green Bay

Released Feb. 27, 2019

Request for Proposals: 436 S. Monroe Ave.

I. Introduction

A. Project Overview

The Redevelopment Authority of the City of Green Bay (RDA) is seeking proposals for the purchase and redevelopment of 436 S. Monroe Ave. (tax parcel 13-169).

B. Project Goals

The property is on the edge of the Downtown, along a major corridor and gateway to Downtown.

The RDA's goals for this property include the following:

1. Positively utilize the site for economic growth by incorporating mixed-use development
2. Generate tax base
3. Work with the City of Green Bay and Downtown Green Bay, Inc. to positively promote the development during the design process.
4. Facilitate a development that corresponds with the City's 2014 AuthentiCity Plan

C. Property Summary

Location: 436 S. Monroe Ave., the northwest intersection of S. Monroe Ave. and Chicago St.

Property Ownership: RDA

Parcel(s): 13-169

Site Size: 0.46 acres (20,076 square feet)

Type of Project: Preference will be given to a medium density housing development or a mixed-use development with an emphasis on housing creation. If the development is mixed-use, the first story must have a commercial user(s).

Land Value: \$169,900

D. Property Background

The site is currently vacant. There were single-family and multi-family houses on the site previously.

E. Environmental Condition

The City is not funding a Phase I or Phase II Environmental Site Assessment (ESA) based on the past uses on the site.



II. Proposal Requirements

A. 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 and email address of contact person, the date, and other relevant company information.

2. Alignment with Strategy

Please provide a narrative of the project that shows how it aligns with our community and economic development strategy to generate innovative ideas, cultivate ideas into businesses, and retain and attract skilled people. The City supports projects that make our community more:

1. safe; projects that
 - 1.1. remove blighted and neglected properties with high complaint and/or police call volumes
 - 1.2. remediate environmental contamination and/or enhance the physical (soil, water, air) landscape
 - 1.3. strengthen and/or expand public water, sewer, stormwater, and other utility infrastructure
 - 1.4. eliminate and/or reduce transportation hazards
2. productive; projects that
 - 2.1. rehabilitate and/or build new structures with high-performance designs, systems, and finishes
 - 2.2. create a significantly higher per acre property value than adjacent properties and the City average
 - 2.3. generate property taxes greater than the cost of providing infrastructure and services
 - 2.4. generate job opportunities for smart and skilled individuals
3. accessible; projects that
 - 3.1. rehabilitate and/or build new structures for individuals of all ages and abilities
 - 3.2. are located in places easy to reach on foot, bicycle, or transit
 - 3.3. strengthen and/or expand non-motorized transportation networks
 - 3.4. generate job opportunities for individuals of all ages, abilities, and incomes
4. innovative; projects that
 - 4.1. expand our range of (residential, commercial, and industrial) real estate products
 - 4.2. are designed and built with options for conversion to alternative uses in the future
 - 4.3. create and/or enhance unique public spaces, amenities, and art
 - 4.4. support disruptive startups and high-growth, second-stage companies

3. Design and Use

Describe the project and provide a scope of work. Include a preliminary site plan with the proposed building footprint, parking, and circulation. Also submit massing diagrams or elevations showing how the proposed development relates to the surrounding buildings.

Discuss the occupancy of the completed project. Provide a detailed explanation of the end user(s) for this property. Offer an idea of the target market for the proposed concept and how the property will be marketed. The Developer should provide a timeline for tenancy and include any challenges that may be perceived.

Long-Range Planning. This site is in an area highlighted in [Downtown district plans](#) adopted by the City (see Appendix). It is along the Monroe corridor, which carries an annual average daily traffic count of 12,600 vehicles. The block is part of the area indicated as a secondary development opportunity. The plan recommendations for this site are increased density and a greater mix of land uses.

Form. This parcel is zoned Office Residential (OR). The building must be designed to comply with OR zoning requirements, with flexibility in the Floor Area Ratio (FAR) (change maximum FAR to 2.0) and height requirements (change maximum height to 45 feet) to allow density and height more fitting to Downtown character. The building must complement the established Downtown neighborhood character:

Architectural Character	Sensitivity to context. Identifiable and distinct.
Articulation	Emphasis on building corners at intersections. Buildings greater than thirty (30) feet wide are divided into smaller increments through variations in materials or through architectural elements.
Alignment	The front façade and main entrance must face S. Monroe Ave. May have slight variations to the zero (0) foot setback (if mixed-use) to enhance building entrances or streetscape elements; i.e. outdoor café seating, entrances. First story is distinct from upper stories, through change in building materials or textures or through sign bands, awnings, arcades, etc.
Building Materials	Brick and stone; other material for accent features only. Rear façade may have concrete masonry units with color treatment.
Color	Reflect the existing and desired context
Fenestration	Minimum of fifty percent (50%) of the first story (street-facing) façade is transparent (if mixed-use). Upper story windows: punched openings, reflective glass discouraged.
Modulation	No blank facades. Variation in treatments. Pedestrian scale. Modulation rhythm through setbacks, façade widths, heights, colors, materials, and architectural features
Height	Height is between two (2) stories and four (4) stories.

Mixed-Income Housing. While market-rate housing is suitable for this development, higher points will be attainable for a project that incorporates affordable residential units.

Parking. The project must provide sufficient parking to comply with the relevant requirements of City Code 13-1700. Parking must be in the rear yard or underground.

Public Art. One percent (1%) of the overall project budget shall be dedicated toward public art in the City. This may be through incorporating new art on the project site, funding art around the site or Downtown area, holding a percentage of funds for art maintenance, donation to the Green Bay Public Arts Commission, or a combination.

4. Investment

Provide an analysis of expected increase in tax base generated by this project. Discuss project costs, including acquisition cost. The value of the property is estimated to be \$169,900. Proposals should identify planned sources of financing for the project. Attach proof of funding sources; i.e. loan approvals, financial statements, letters of credit etc.

5. Capacity and Experience

Provide a timetable for construction, including start and completion dates, as well as a final goal for attaining occupancy of the property. Briefly discuss other projects (if any) that may limit the Developer's ability to complete this project in a timely manner.

Explain the Developer's qualifications and related experience in development. Provide résumés of project team members, any examples of previous projects that may relate to this type of development, and a list of contractors/ subcontractors to be used for this project.

B. Submittal Requirements

Proposals must be received by the RDA by Friday, April 12, 2019, no later than 4:00 p.m. CDT. If sending through mail, submissions must include one (1) original copy, and one (1) electronic copy (CD, DVD, or flash drive).

Please send proposals to: City of Green Bay
 Department of Community & Economic Development
 Attn: Ken Rovinski
 100 N Jefferson St, Room 608
 Green Bay, WI 54301

OR Email to: kennethro@greenbaywi.gov

The staff recommendation will be presented to RDA on Tuesday, May 14, 2019, at 1:30 p.m. CDT in Room 604 of City Hall.

III. Selection Process and Criteria

A. Selection Criteria

City staff will review and score proposals according to the following criteria:

Grading Scale

4	3	2	1	0
A	B	C	D	F

FACTOR	MAXIMUM POINTS
ALIGNMENT WITH STRATEGY	16
makes the City safer	(4)
makes the City more productive	(4)
makes the City more accessible	(4)
makes the City more innovative	(4)
DESIGN AND USE	24
overall form and character	(4)
density and intensity of structure	(4)
quality of use types	(4)
mix of use types	(4)
integration of mixed-income residential	(4)
integration of public art	(4)
INVESTMENT	24
scope of work	(4)
estimated property value at completion	(4)
estimated hard construction costs	(4)
total cash offer for all parcels	(4)
amount of requested public funding	(4)
proposed sources of financing	(4)
CAPACITY AND EXPERIENCE	16
project team qualifications	(4)
proposed time to complete	(4)
proposed time to attain occupancy	(4)
demonstrated success on similar projects	(4)
TOTAL POSSIBLE POINTS	80

B. Questions and Comments

All questions shall be submitted in written form to the contact information provided below by Monday, March 25, 2019. Answers will then be provided, via the City website (www.greenbaywi.gov), as a part of an addendum to this RFP.

Mail to: City of Green Bay
Department of Community & Economic Development
Attn: Ken Rovinski
100 N Jefferson St, Room 608
Green Bay, WI 54301
OR
Email to: kennethro@greenbaywi.gov

C. 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 / execute Development Agreement*

D. Timeline

- Questions due: Monday, March 25, 2019
- Addendum posted: Thursday, March 28, 2019
- Proposals due: Friday, April 12, 2019 by 4:00 p.m.
- RDA selection: Tuesday, May 14, 2019 at 1:30 p.m.

E. 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.

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.

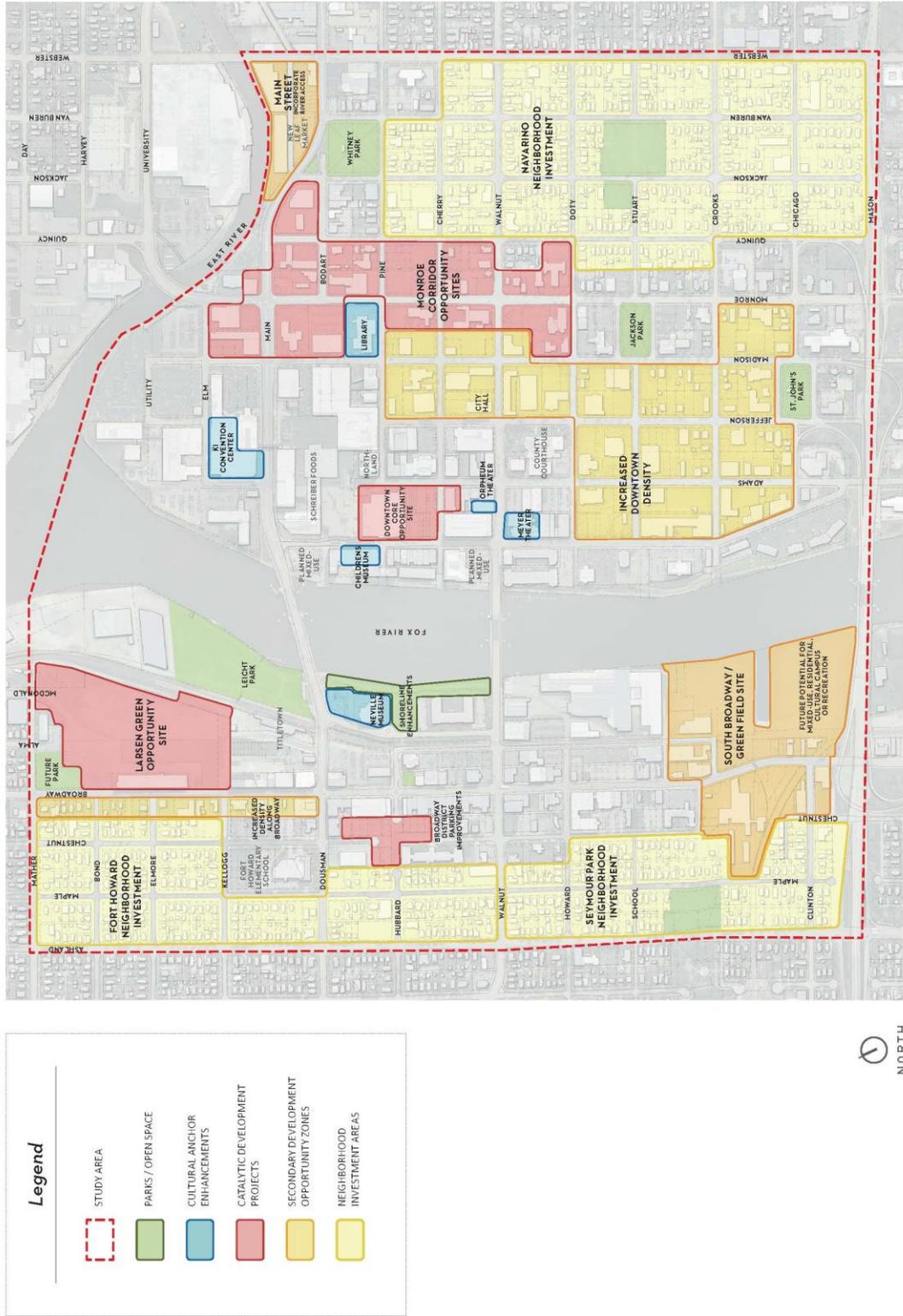
3. Completeness, Addenda, Rejection, Cancellation, Preparation Cost

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.

IV. Appendix



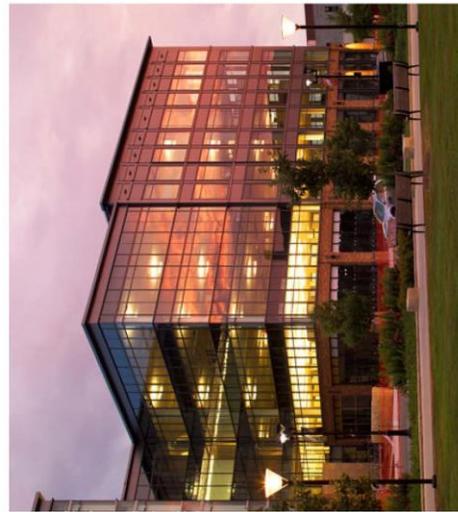
Legend

- STUDY AREA
- PARKS / OPEN SPACE
- CULTURAL ANCHOR ENHANCEMENTS
- CATALYTIC DEVELOPMENT PROJECTS
- SECONDARY DEVELOPMENT OPPORTUNITY ZONES
- NEIGHBORHOOD INVESTMENT AREAS

Map 1: Land Use Framework

Secondary Development Opportunity Zones

As identified in the Land Use Framework, these opportunity zones are important to the continued redevelopment of the downtown. However, as the overall Master Plan strives to be realistic and achievable, it needs to acknowledge the limited resources in terms of time and budget that the City can commit within the downtown. Therefore these projects are ones where the City should work to provide direction to inform private redevelopment, should it occur in the next ten years. As the Master Plan is re-evaluated and updated in the future, these are areas that are anticipated to graduate to priority projects as other established priority projects are completed and City resources become available.



Multi-story office buildings that take advantage of river views become more feasible with a shared parking ramp.

Increased Downtown Density

For many, the “core” of Green Bay’s downtown is perceived as the area that exist north of Doty Street, south of Elm Street, west of Jefferson Street and east of the Fox River. This particular portion of downtown has a distinct character that results from the size, scale, density, and placement of buildings. In this area a majority of the buildings are 3-stories or more and there is a relatively continuous blockface (building walls at the sidewalk) which creates a comfortable

sense of enclosure. Buildings in this area tend to be mixed-use, typically with retail on the first floor and either residential or office uses on the floors above. There are also a number of parking ramps in this area, which allows for higher density development. Employees, visitors, and business patrons share the use of these ramps for parking, which allows individual building and property owners to be less concerned with providing their own, exclusive parking areas. This also allows drivers to park once and visit multiple destinations



Figure 12: Increased Downtown Density Concept A: Shared parking ramps create the opportunity for larger office developments.

without moving their car. Public input participants generally referred to this area as the more lively, inviting, and successful portion of downtown.

In the areas surrounding the core east of the Fox River, buildings tend to be three-stories or less and generally lack continuous blockfaces. This portion of downtown loses its sense of enclosure and buildings in this area tend to be single-use structures separated by surface parking lots. Many of these parking lots are privately owned and discourage multiple-stop trips. It was expressed through the public input process that there is a strong desire for this area to be more like the downtown core with a greater mix of land uses, taller buildings that create a sense of enclosure, more consistent streetwalls and more density overall.



Mixed-use development can reinforce the commercial nature of important streets and provide additional residential units.

It is the recommendation of this plan that the area south of Doty Street to Chicago Street and east of Jefferson Street to Monroe Street see an increase in density and greater mix of land uses. One way this could be achieved is through reduction in surface parking and promotion of shared use parking as discussed in the transportation recommendations (see Figures 12 and 13:

Increased Downtown Density Concepts). The development of multistory, mixed-use buildings could be promoted in this manner. Additionally, improvements to Washington, Walnut, Madison and Jefferson Streets would make this portion of

the downtown more livable and inviting. Jackson Park and St. John's Park are also two unique community assets that could be leveraged to re-brand or define this part of the downtown. Additionally, design guidelines or form-based zoning could be used to encourage or require redevelopment to create more consistent streetwalls. Overall, this portion of the downtown has strong connections to a number of cultural assets and it should be the goal of the community to capitalize on these connections by expanding the character of the downtown core into these underutilized areas.



Figure 13: Increased Downtown Density Concept B. Mixed-use development can increase Downtown's residential population while also reinforcing the pedestrian-oriented character of importance retail streets such as Washington Street.