



City of Green Bay DEVELOPMENT PROSPECTUS

city rankings

- # **4** of 311 Cities for Nightlife [[ApartmentGuide](#) 2019]
- # **4** of 355 Cities for Worktirement [[SmartAsset](#) 2018]
- # **10** of 150 Cities for Millennial Families [[ValuePenguin](#) 2018]
- # **12** of 300 Cities for Beer Drinkers [[SmartAsset](#) 2018]
- # **21** of 197 Metro Areas for Children [[SmartAsset](#) 2018]
- # **21** of 419 Cities for Sports [[WalletHub](#) 2018]
- # **24** of 228 Cities with Lowest Cost of Living [[Niche](#) 2019]
- # **27** of 200 Small College City [[WalletHub](#) 2018]
- # **29** of 200 Cities for Small Business Owners [[ValuePenguin](#) 2018]
- # **37** of 241 Cities for Money Management [[WalletHub](#) 2019]
- # **44** of 300 Cities for First-Time Homebuyers [[WalletHub](#) 2018]
- # **57** of 285 Cities Recovered from the Recession [[WalletHub](#) 2017]
- # **59** of 383 Metro Areas in Economic Strength [[POLICOMCorporation](#) 2019]
- # **97** of 228 Cities to Raise a Family [[Niche](#) 2019]



Globally recognized for our professional football team, Green Bay is the flagship city and economic hub of northeastern Wisconsin. With a metro population of over 320,000 and regional population of over 1.2 million, we continue to be an employment magnet, leveraging the competitive advantage of our strongest traded industry clusters: agriculture and food processing; paper, packaging, and printing; advanced manufacturing; and transportation and logistics.

The market is strong for creative developers to bring additional residential products in the City: occupancy rates for both affordable and market-rate housing are near 100%. We have a number of options for innovative startups and second-stage firms looking for downtown office space, and a recent market study shows that demand exceeds supply for unique retailers and restaurateurs.

The City looks to continue its successful track record of public-private partnerships on future projects. We support development through tax increment financing, brownfields assessment assistance, a small business revolving loan fund, neighborhood enhancement funds, façade and demolition grants, and a qualified opportunity fund that will invest in our newly-designated opportunity zones.



target development areas



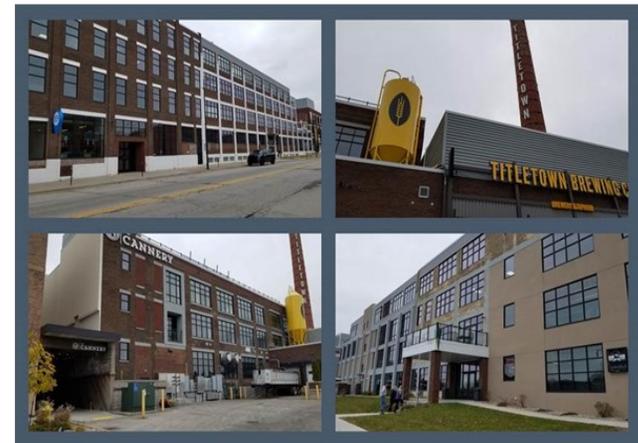
THE SHIPYARD

We are transforming 17 acres of vacant industrial land into a mixed-use center for recreation and entertainment. The first phase of development involves constructing a signature public facility with an athletic field for sports, concerts, and festivals; an urban beach and artistic play spaces; a “container park” for food, beverage, and retail entrepreneurs to start and grow their business; and a \$17 million corporate headquarters.



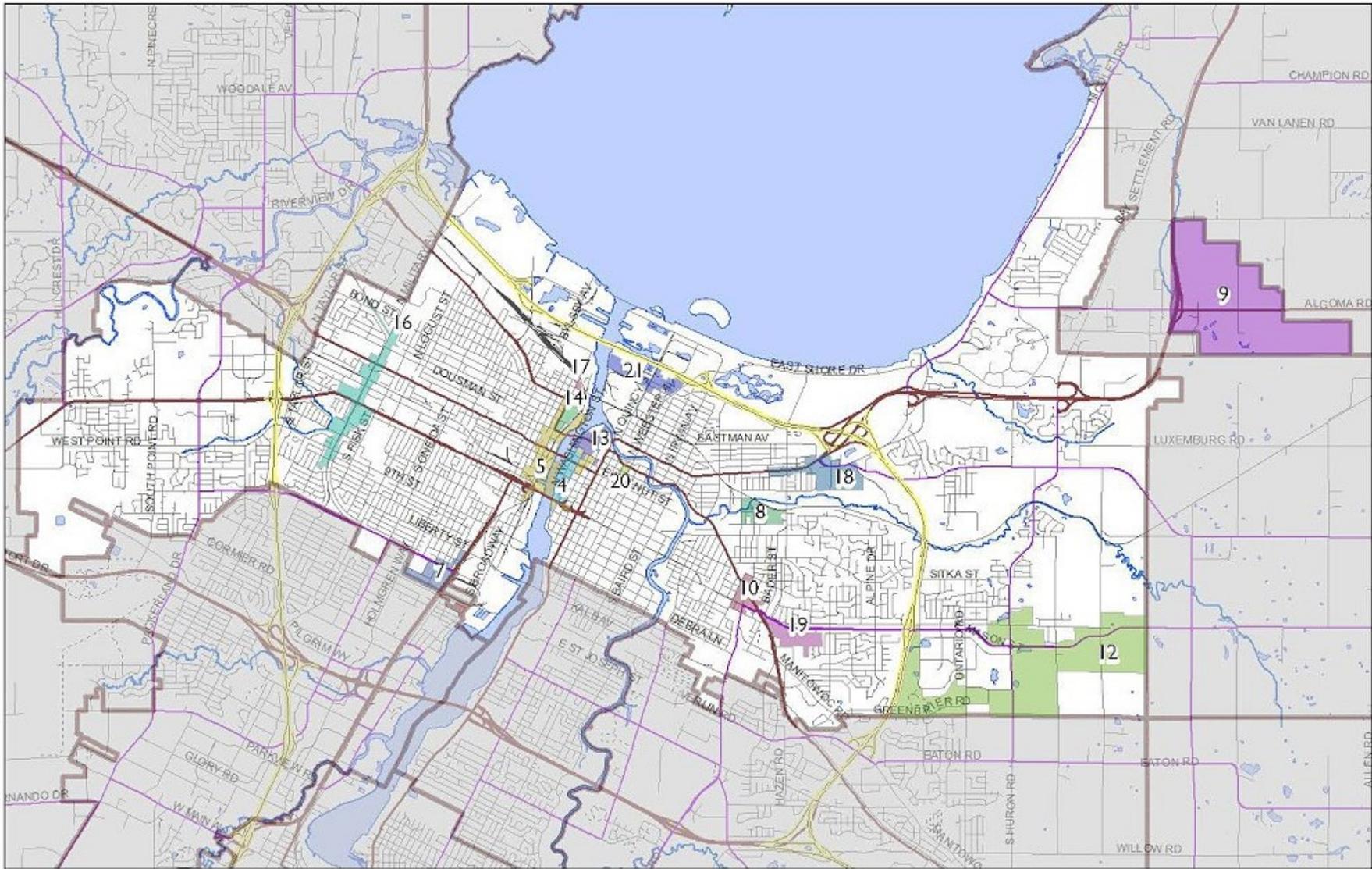
THE RAIL YARD

We are transforming 22 acres of a vacant vegetable canning factory into a mixed-use hub of innovation for technology entrepreneurs. The second phase of redevelopment involves rehabilitating 100,000 square feet of historical warehouse space into office and commercial uses; building 20 market-rate, owner-occupied townhomes and 107 affordable rental units; and constructing public infrastructure.



PROJECT	 Green Bay Packaging	 Nature's Way	 Hotel Northland	 Breakthrough @ The Shipyard
DEVELOPER	Green Bay Packaging	Erie Road Properties	304 NAGB	Breakthrough / US Venture
COST	\$580 million	\$25 million	\$50 million	\$17 million
COMPLETE	winter 2020	winter 2019	complete	summer 2020
SCOPE	remediate contamination; demolish existing mill; construct state-of-the-art liner board and medium paper mill, including engineering, grading, erosion control, and landscaping; construction and relocation of public and private utilities	construct a new health food manufacturing facility of seventy thousand (70,000) square feet, with future plans for additional manufacturing and office space	rehabilitate historic (1924) landmark; product will be a four-diamond, luxury, boutique hotel in the Marriott Autograph Collection with one hundred and sixty (160) rooms, two (2) full-service restaurants, ample meeting room and event spaces	remediate contamination; construct a modern, state-of-the-art office building of forty thousand (40,000) square feet along with parking, landscaping, lighting, and other related improvements
PROJECT	 University Heights @ Baird Creek	 Broadway Lofts @ The Rail Yard	 Whitney School Apartments + Townhomes	 901 Main
DEVELOPER	TMD Properties	TWG Development	MKE View	GB Real Estate Investments
COST	\$46 million	\$22 million	\$10 million	\$3 million
COMPLETE	two (2) buildings complete	summer 2020	winter 2019	winter 2019
SCOPE	remediate contamination; demolish over two hundred and thirty thousand (230,000) square feet of the former JBS meat-processing facility; construct three hundred and twenty-two (322) residential market-rate apartment rental units over four (4) years	remediate contamination; construct new four (4)-story residential structure with ninety-three (93) affordable rental units; construct two (2) two (2)-story residential townhome structures with seven (7) affordable rental units each	rehabilitate historic (1918) school into twenty-three (23) market-rate rental apartments of one (1) or two (2) bedrooms, with entertainment and fitness amenities; construct twelve (12) new two (2)-story residential owner-occupied townhomes surrounding a green courtyard	remediate contamination; construct three (3)-story, mixed use building with retail space on the ground floor, twenty (20) one (1) and two (2)-bedroom market-rate residential apartment units on the floors above, and twenty (20) underground parking spaces

development activity



Green Bay Tax Increment Financing Districts

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TID	ID	Type	Street Centerlines
9	10	17	State Highway
10	12	18	U.S. / State Highway
11	13	19	County Highway
12	14	20	Interstate Highway
13	15	21	Local Road or Street
14	16		Private Road or Street
15			Unknown
16			Unofficial Road or Street
17			Vacated Road or Street



Pursuant to the provisions of §66.1105, Wis. Stats., the City has the ability to use Tax Increment Financing (“TIF”) to fill funding gaps for development projects located in a Tax Increment District (“TID”). This financing tool allows a project to be partially financed by incremental property taxes: property taxes the project generates in the future that are over and above the taxes it generates today. We have 15 active TID’s, with ample capacity to permit the creation of additional ones, while remaining under the twelve percent (12%) state limit.

TID	NAME	TYPE	ENDS
4	Washington Commons	blight (post 1995)	2025
5	East and West Downtown	blight (post 1995)	2026
7	Ashland Avenue and Lombardi Corridors	blight (post 1995)	2029
8	Berger-Morrow	blight (post 1995)	2029
9	University Heights	industrial (post 1995)	2026
10	East Main	blight (post 95)	2031
12	I-43 Commercial Development	industrial (post 2004)	2025
13	Downtown Redevelopment	rehab / conservation (post 1995)	2032
14	Larsen Green	blight (post 1995)	2033
16	Military Avenue	blight (post 1995)	2034
17	900 Block North Broadway	blight (post 1995)	2035
18	University Avenue	rehab / conservation (post 1995)	2043
19	East Town / East Mason	rehab / conservation (post 1995)	2044
20	Whitney Park	rehab / conservation (post 1995)	2045
21	Green Bay Packaging	blight (post 1995)	2045

tax increment districts

TECHNICAL ASSISTANCE

local

[1 Million Cups](#)

[Downtown Green Bay Business Improvement District](#)

[Greater Green Bay Convention & Visitors Bureau](#)

[Green Bay Packers Mentor Protégé Program](#)

[Military Avenue Business Improvement District](#)

[Olde Main Street Business Improvement District](#)

[On Broadway Business Improvement District](#)

[Startup Hub](#)

[T2 Accelerator](#)

[Titletown Tech](#)

regional

[Bay Area Workforce Development Board](#)

[New North](#)

[Northeastern Wisconsin Technical College](#)

[SCORE Green Bay](#)

[UWGB Small Business Development Center](#)

state

[Wisconsin Department of Workforce Development \(DWD\)](#)

[Wisconsin Economic Development Corporation \(WEDC\)](#)

[Wisconsin Economic Development Association \(WEDA\)](#)

[Wisconsin Technology Council](#)

[Wisconsin Manufacturers and Commerce \(WMC\)](#)

[Wisconsin Manufacturing Extension Partnership \(WMEP\)](#)

[Wisconsin Business Development Finance Corporation \(WBD\)](#)

VENTURE FUNDS

[Angels on the Water](#)

[NEW Capital Fund](#)

[N. E. W. Venture Foundry](#)

[Titletown Tech Fund](#)

TAX CREDITS

Computer Property Tax Exemptions

EB-5 Immigrant Investor Program

Economic Development Tax Credits

Foreign Trade Zone #167

Historic Tax Credits: federal

Historic Tax Credits: state

Jobs Tax Credits

Low-Income Housing Tax Credits (LIHTC)

Manufacturing and Ag Income Tax Credits

Manufacturing Property Tax Exemptions

New Markets Tax Credits (NMTC)

Property Assessed Clean Energy (PACE)

Brownfields Assessment Funds. Provides Phase I and Phase II Environmental Site Assessments in order to facilitate redevelopment.

Commercial Façade Improvement Grants. Reimburses commercial property owners in target impact areas up to 75% of eligible project costs for renovation or restoration of façades, including murals and permanent art.

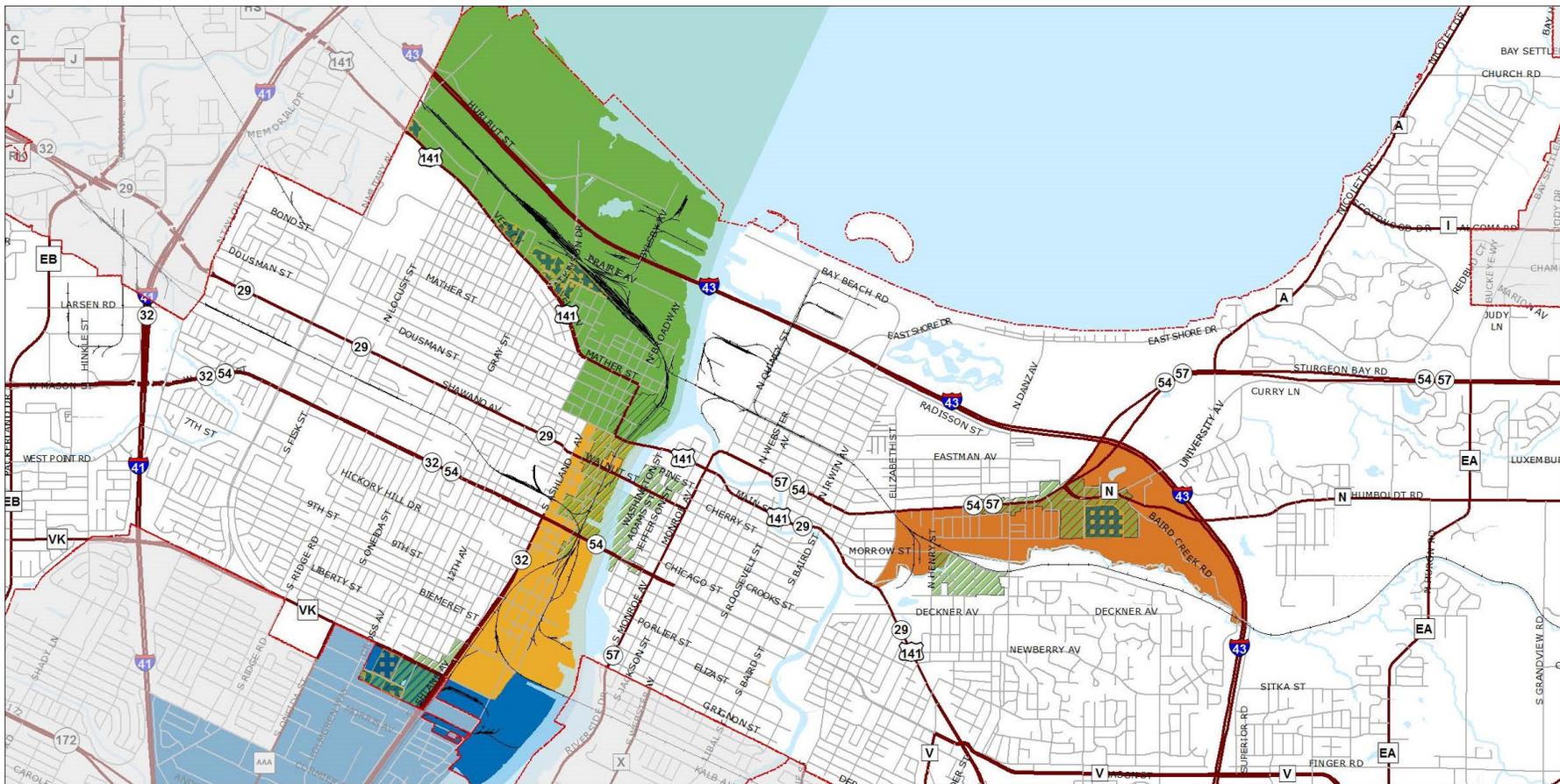
Community Development Block Grant Revolving Loan Fund. Finances business owners for development, equipment, or working capital of up to \$35,000 for each permanent FTE job created (\$250,000 max).

Demolition Grants. Reimburses commercial property owners in target impact areas up to 75% of eligible project costs (\$10,000 max) for removal of dilapidated or sub-standard structures in order to facilitate new construction.

Economic Development Revolving Loan Fund. Finances minorities, women, and disabled veterans for development, equipment, or working capital of up to \$35,000 for each permanent FTE job created (\$250,000 max).

Industrial Revenue Bonds. City or RDA issues bonds on behalf of developers.

New Homes in Your Neighborhood. Funds developers (\$25,000 max) to construct owner-occupied homes on RDA-owned infill sites.



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City of Green Bay Opportunity Zones



The City of Green Bay has four federally-designated Opportunity Zones:

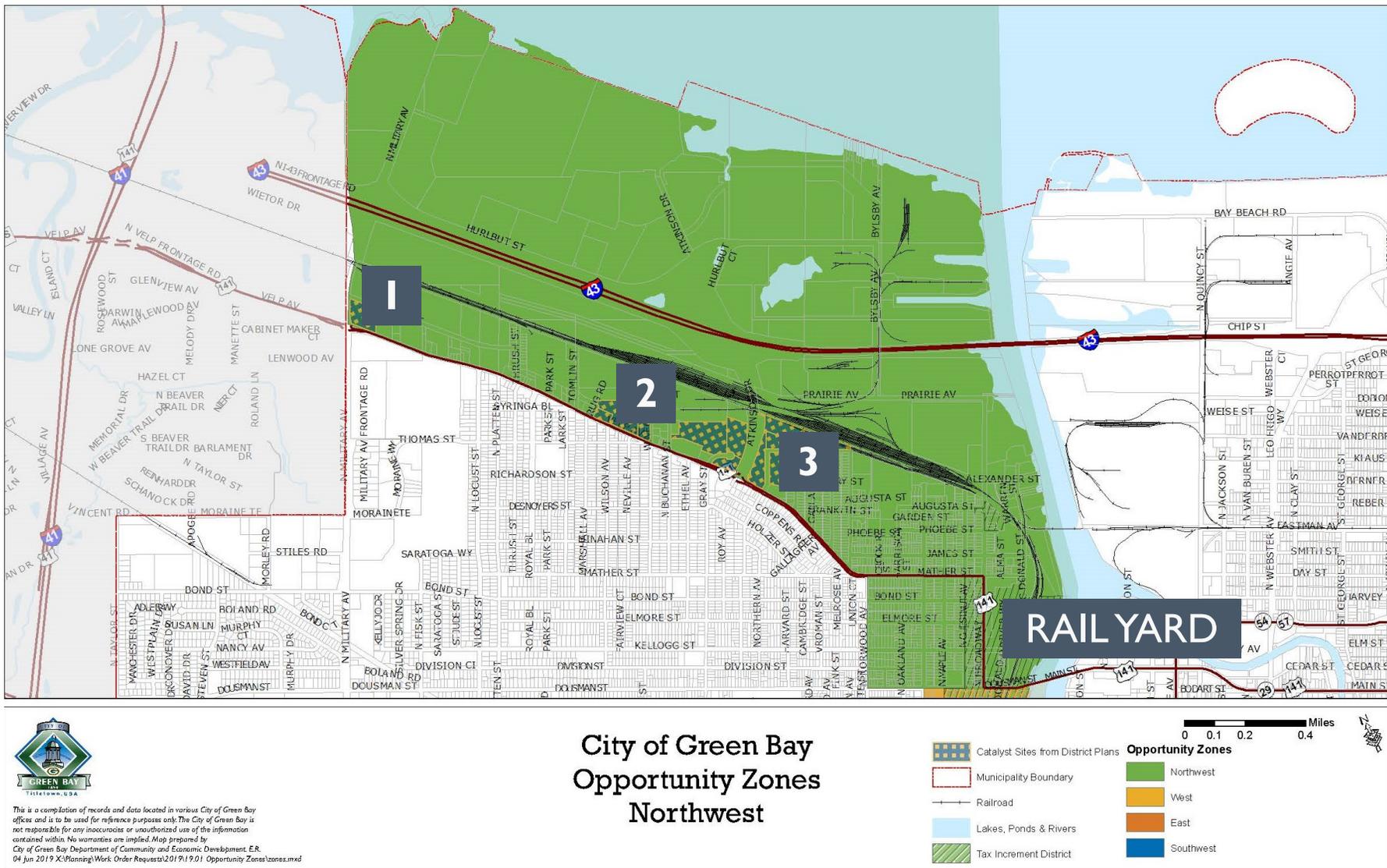
- Northwest (green): north of Velp and Walnut, east of Norwood, from the western City boundary to the Fox River
- West (yellow): between Ashland and the Fox River, south of Walnut to Lombardi
- Southwest (blue): between Holmgren and the Fox River, south of Lombardi to the southern City boundary
- East (orange): between University and Baird Creek, from Elizabeth to Interstate 43

Taxpayers can get capital gains tax deferral, partial forgiveness, and forgiveness of additional gains for making timely investments in Qualified Opportunity Funds, which are vehicles (organized as a corporation or a partnership) that invest in projects and properties within federally-designated Opportunity Zones (OZ's).

These investments, often layered with other financing incentives, may include developing and/or rehabilitating commercial real estate, opening a new business within an OZ, and/or expanding an existing business within or into OZ.



opportunity zones



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The Northwest Opportunity Zone is located on the northwest side of the City, Primarily to the north of Velp Avenue, the arterial street (USH 141) that connects downtown with the Village of Howard and points west. The corridor is largely dominated by industrial uses, including large parcels used as auto salvage and scrap yards. Its proximity to multiple modes of transportation, including Interstates 43 and 41, Canadian National Railroad, and the Port of Green Bay, make transportation and commercial redevelopment highly viable. In 2017, the City completed the *Velp Avenue Areawide Plan*, which identified several redevelopment opportunities.

1 | VELP @ MILITARY

- 1562 Velp Avenue: northeast corner of Velp and Military
- 4.2 acres, vacant auto salvage yard
- high traffic counts: >15,000 vehicles per day
- fully outside of the 100-year floodplain
- ideal location to create a gateway into the City
- potential for gas station, restaurant, stand-alone structure, or small retail strip center; office uses also possible



2 | ALWIN MANUFACTURING

- 1156, 1212, and 1218 Velp Avenue
- 10.5 acres, partially-active manufacturing facility
- high traffic counts: >13,000 vehicles per day
- mostly outside of the 100-year floodplain
- potential for historic rehabilitation of western structures
- potential for larger-scale commercial and industrial uses, production, warehousing, and commercial showrooms

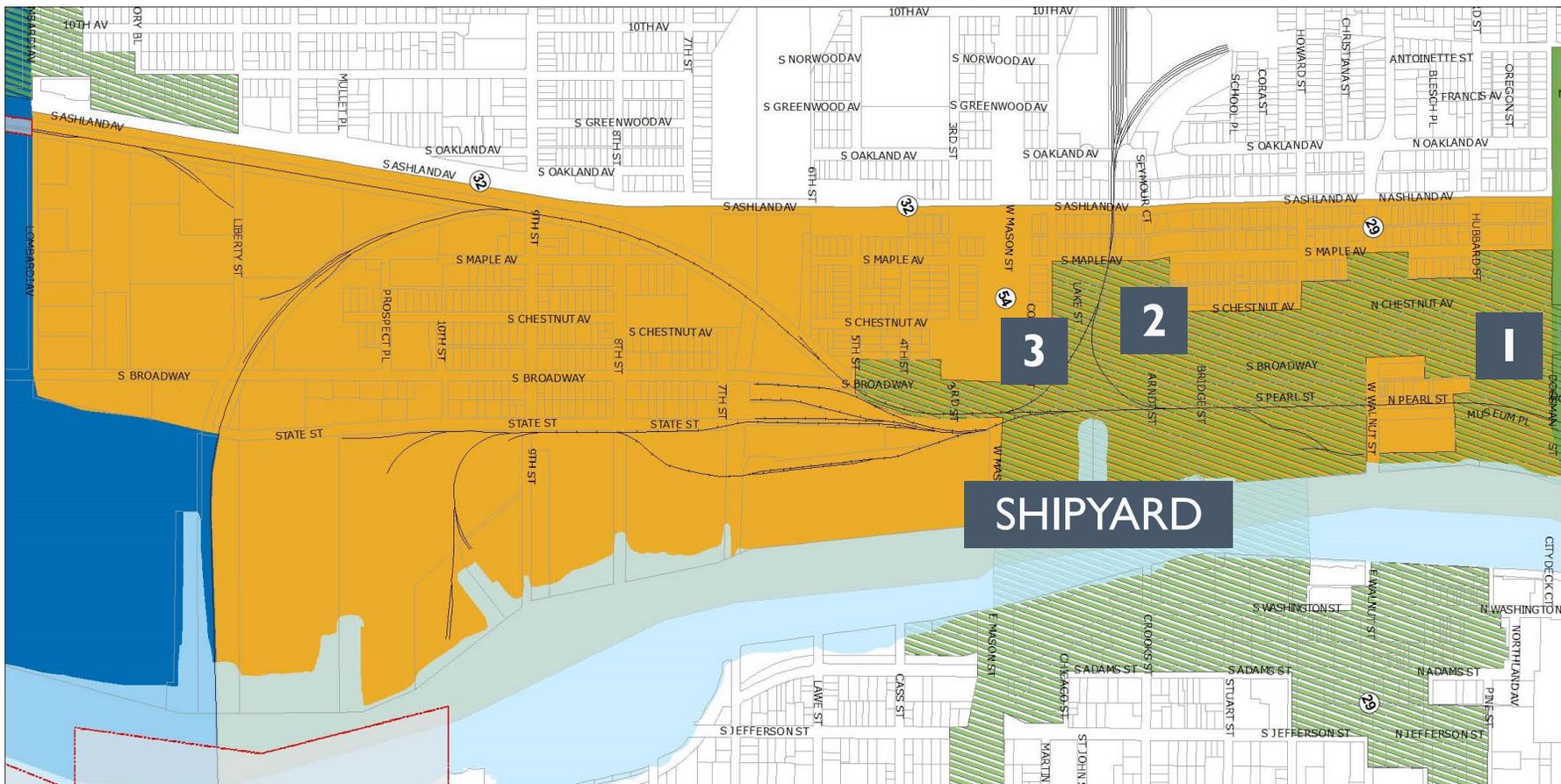


3 | VELP @ ATKINSON

- 1006-1018 Velp Avenue and 1100 Columbia Avenue
- 20.5 acres, partially active commercial facilities
- high traffic counts: >13,000 vehicles per day
- located adjacent to Interstate 43 interchange
- potential for large-scale residential and commercial uses



northwest opportunity zone



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City of Green Bay Opportunity Zones West



The West Opportunity Zone is located on the near west side of the City, between Ashland Avenue and the western shore of the Fox River, from downtown (Walnut Street) to Lombardi Avenue. While most of the river frontage will remain dedicated to heavy manufacturing, transportation, and port-related uses, some of the land north of Mason Street will be transitioning to more commercial, recreational, and residential uses. The City is cultivating an entrepreneurship cluster within the neighborhood around Broadway and Ninth Street by permitting more intensive manufacturing and industrial arts home-based businesses.

1 | BMO HARRIS / HISTORIC WEST

- 117, 119, 125 S. Chestnut and 409 W, Walnut Street
- 1.0 acre, vacant commercial structures, surface parking
- high traffic counts: >10,000 on Walnut
- located one block off the heart of the Broadway District
- potential for residential, commercial, office, food, beverage, and entertainment uses



2 | BADGER SHEET METAL

- 402, 420 S. Broadway and 419 S. Maple
- 4.6 acres, partially-vacant manufacturing and storage
- traffic counts > 4,500
- located across the street from new Shipyard facilities
- potential for large-scale residential, commercial, office, food, beverage, and entertainment uses

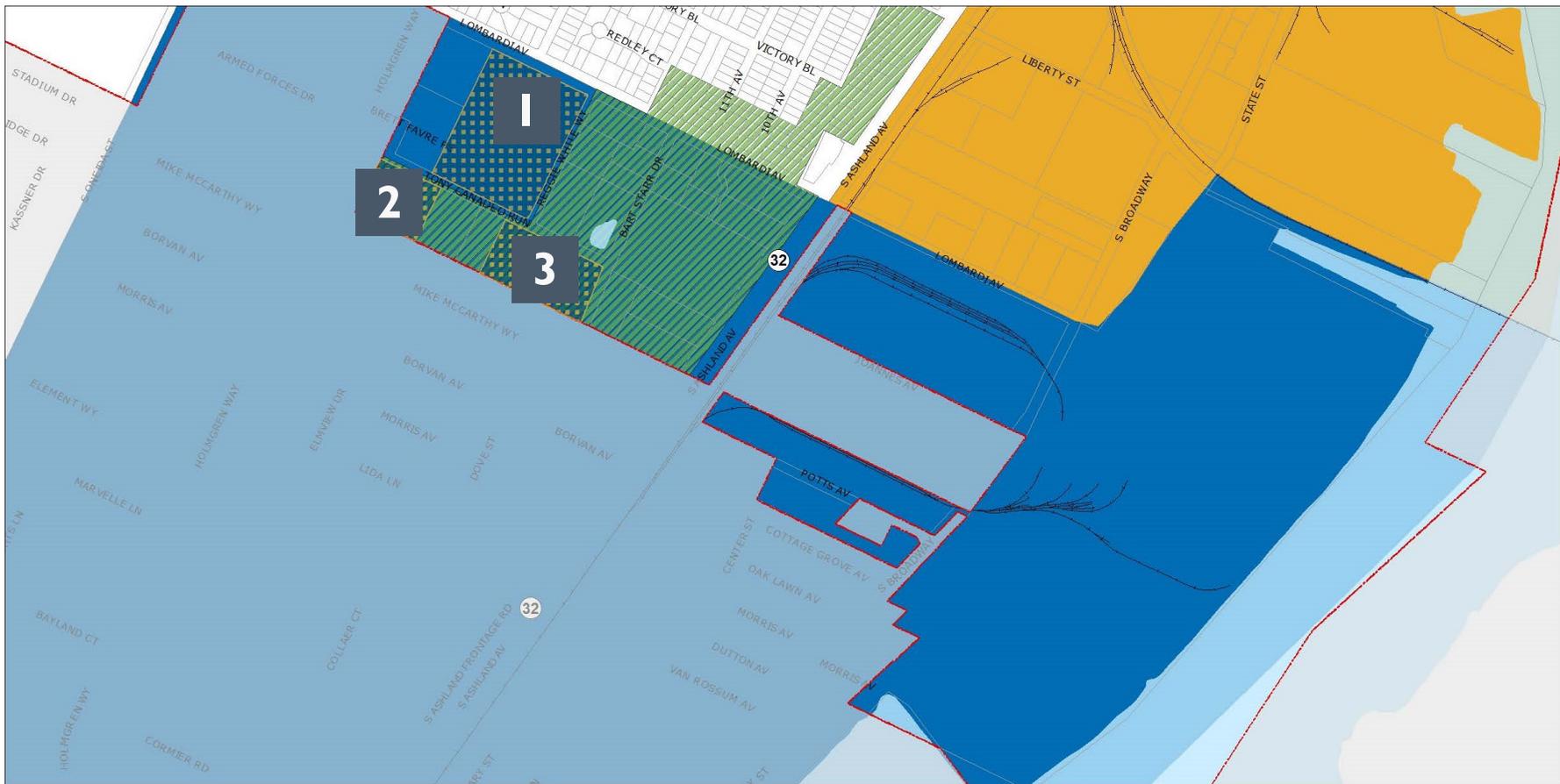


3 | WHITE STORE

- 606 S. Broadway
- 0.7 acres, partially-vacant office and retail
- traffic counts > 4,500
- highly-visible from Mason with traffic counts > 38,000
- located across the street from new Shipyard facilities
- potential for residential, commercial, office, food, beverage, and entertainment uses



west opportunity zone



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City of Green Bay Opportunity Zones Southwest



The Southwest Opportunity Zone is located on the southern border of the City with the Village of Ashwaubenon, just to the east of the national sports and entertainment complex that includes Lambeau Field (81,000-seat outdoor stadium and home of the NFL Green Bay Packers), the Resch Center (9,800-seat indoor arena), and (in 2021) the Brown County Expo Center (with 120,000 square feet of event space). While the land east of Ashland Avenue will remain dedicated to manufacturing, transportation, and storage uses, In 2017, the City completed the *Legends District Master Plan*, which identified potential redevelopment opportunities west of Ashland.

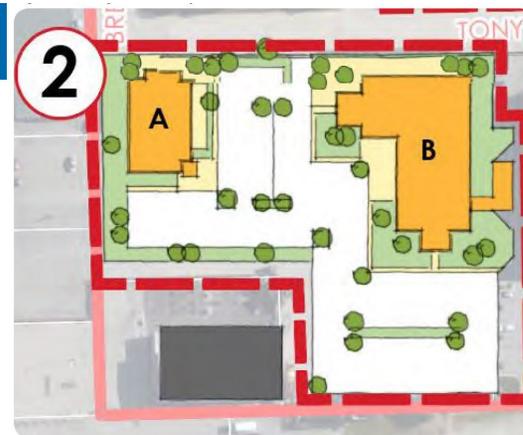
1 | HUDSON-SHARP / BADGER STATE BREWING

- 975 Lombardi Avenue
- 13.4 acres, active manufacturing, brewery, event space, surface parking
- high traffic counts: >13,000 vehicles per day on Lombardi
- potential for large-scale mixed use redevelopment, including residential, retail, office, food, beverage, and entertainment uses



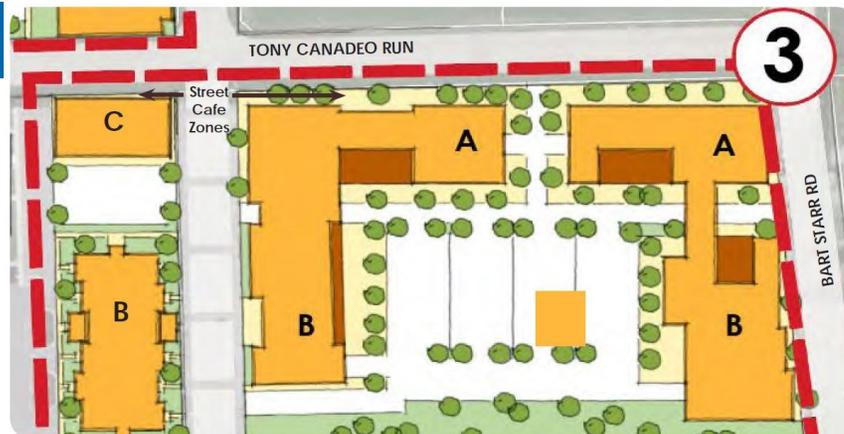
2 | STADIUM VIEW PARKING LOT

- 1023 Tony Canadeo Run
- 2.9 acres, active surface parking lot for restaurant, event space
- potential for residential, food, beverage, entertainment, and other commercial uses



3 | WHITE STARR PARCELS

- 949 Tony Canadeo Run
- 6.0 acres, vacant land
- potential for large-scale multi-family residential as well as food, beverage, and entertainment uses



southwest opportunity zone



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City of Green Bay Opportunity Zones East



The East Opportunity Zone is located on the northeast side of the City, primarily to the south of University Avenue, the arterial street that connects downtown with the University of Wisconsin—Green Bay campus (with an enrollment of 6,700). The western half of the zone contains large-scale food-processing, manufacturing, and transportation facilities; while the eastern half is a mix of residential and commercial uses, including a number of outdated retail centers that are ripe for redevelopment. In 2015, the City completed the *University Avenue Corridor Brownfields Redevelopment Plan*, which identified several redevelopment opportunities.

1 | UNIVERSITY HEIGHTS @ BAIRD CREEK

- 2540 University Avenue
- 33.2 acres, former meat-processing facility
- \$22 million redevelopment project involves construction of 322 residential apartment rental units
- high traffic counts: >13,000 vehicles per day
- located near University of Wisconsin—Green Bay
- 6 acres available for commercial development



2 | TILLMAN LANDSCAPING

- 2735 University Avenue
- 20.3 acres, vacant landscaping facility
- located adjacent to Interstate 43 interchange
- located near University of Wisconsin—Green Bay, VA Clinic
- potential for commercial and/or office uses
- while not in the Opportunity Zone, City would consider expanding TID 18 to include parcel



3 | UNIVERSITY @ ELIZABETH

- 1608, 1620, 1626, 1632, and 1638 University Avenue
- 2.1 acres, active commercial facilities
- high traffic counts: >14,000 vehicles per day
- potential to keep industrial uses in place while creating redevelopment parcels on the University and Elizabeth frontages



east opportunity zone



City of Green Bay
Department of Community and Economic Development

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