



City of Green Bay
Department of Community and Economic Development

Request for Proposals Conceptual Site Planning Services for the Redevelopment of the JBS Site



Redevelopment Authority
of the City of Green Bay, Wisconsin

July 11, 2022

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Request for Proposals: Conceptual Redevelopment Site Plan for the JBS Site in Green Bay, Wisconsin

Introduction

A. Project Overview

The Redevelopment Authority of the City of Green Bay (RDA) is seeking proposals from national and regional qualified urban planning firms and/or consulting teams for the creation of conceptual redevelopment site plans for a 25.6-acre site recently acquired by the City of Green Bay.

The site includes the following parcels:

[Parcel# 23-243-1](#) (22.98 acres) City of Green Bay, Wisconsin (Click parcel number for info)
[Parcel# B-243-4](#) (2.63 acres) Village of Bellevue, Wisconsin (Click parcel number for info)

Maps of the site, including a parcel map are available at: <https://www.greenbaywi.gov/JBS>

The City of Green Bay is receiving support from the Bloomberg Harvard City Leadership Initiative to bring disparate community voices together on this project to in a collaborative manner. The Bloomberg Harvard City Leadership Initiative is a program that aims to advance leadership, management, and innovation in cities by equipping mayors and senior city officials with skills, tools, and techniques to tackle municipal challenges. In addition to attending the Initiative's core programming, representatives from city hall applied for and were accepted into a specialized part of this program that focuses on team building and cross-sector collaboration as mechanisms for addressing complex city issues. Feedback from this effort will be made available to the selected consultant team.

The City has received a \$5 million neighborhood Investment Grant from the State of Wisconsin to assist in the planning and construction of this project.

Specifically, the project will include but is not limited to the following:

1. **New Housing Opportunities** – This should include unique urban housing designs with higher density and a range of affordability and have options for both rental and ownership. Sustainable designs and practices are required. Specific efforts to identify and address the housing needs of culturally diverse populations in Green Bay are strongly encouraged, especially those working for local employers.
2. **New Destination Community Park** – The City seeks to design and build a new destination community park facility that is culturally and ecologically inclusive, has ADA accessibility throughout, and provides active and passive recreational opportunities for seniors, adults and children with varying physical and cognitive abilities. There is a desire to have unique multi-generational play equipment within the park. There is also interest in exploring dispersing different elements of the park areas throughout the development instead of having one exclusive park site. The Park should include programmable space available to all Green Bay residents and visitors. Spatial requirements along with vehicular and pedestrian access to the park area(s) should be evaluated as part of the conceptual design.
3. **Urban Farm** – The area must include an urban farming concept that uses otherwise unbuildable areas of the site. The farm should be scaled to focus on family sustaining levels of production, with potential training and support facilities (e.g. a commercial kitchen) that could help scale up levels of

production to serve farmers markets, restaurants or institutional markets. This farm should include a public gathering area (building or exterior space) that potentially could be a shared use with the park.

4. **Improved Public Infrastructure Connections** – The City intends to improve street and utility connections to and through this site and improve service levels to the entire neighborhood and the surrounding area. This likely includes public streets, pedestrian and bike access, parking, utilities and stormwater management. The primary connection points for this infrastructure should be the Imperial Pride neighborhood, Guns Road, with potential connections to Lime Kiln Road and Manitowoc Road.
5. **Leverage Adjacent Development Opportunities to Maximize the Impact of the Project** – Both the City and several of our community partners may have additional land in proximity to the primary 26.5 acre development site that could potentially be incorporated to address specific objectives of this RFP. These include but is not limited to the following:

Parcel# 23-237-1 - City of Green Bay
Parcel# 21-462-1 – Green Bay Area Public School District
Parcel# 23-244-3 – Salvation Army
Parcel# 21-462 – Salvation Army
Parcel# 21-3381 – Green Bay Redevelopment Authority
Parcel# 21-3380 - Green Bay Redevelopment Authority
Parcel# 21-3380-1 – City of Green Bay (VT Pride Park)
Parcel# 21-3379 – City of Green Bay (VT Pride Park)

Maps of the site, including a parcel map are available at: <https://www.greenbaywi.gov/JBS>

Additional nearby properties may be considered as suggested by the consultant team or as identified through the public engagement process.

B. Project Goals

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

1. Maximize the benefits of developing this site to the surrounding neighborhoods and the community, especially for local community partners (Green Bay Area School District, Salvation Army, JBS, etc.), the Imperial Pride neighborhood, and the prospective residents of the development.
2. Use the site as an innovative “housing laboratory” that creates new, diverse, culturally inclusive urban housing that serves employers and employees working in the Greater Green Bay area with options that meet current and future market demand and do not necessarily readily exist within the City (affordability, design, lot size, bedroom count, ownership, etc.).
3. Build a significant culturally and economically diverse inclusive park that would be an asset to the neighborhood but also a destination level facility that serves the City and potentially the region. Utilize artistic elements and design as a means to define this area as a unique location and attraction in the City.
4. Establish a plan that ensures interconnectedness of the proposed uses planned for the site, as well as with the adjacent neighborhood.

5. Positively impact the conditions of the Imperial Pride Neighborhood through improved access and other public investment in and adjacent to the neighborhood.
6. Employ a comprehensive engagement strategy to maximize meaningful communication on and about the project for a diverse group of stakeholders and citizens (e.g. multilingual approaches encouraged).
7. Focus on implementation of strategies that will facilitate the successful development of the site and will make measurable impacts to the surrounding neighborhood. (Includes the identification of potential barriers to successful implementation and recommended potential actions by stakeholders that can mitigate those barriers.)

C. Property Description

The 25.6-acre site is owned by the Redevelopment Authority of the City of Green Bay and is currently undeveloped. It has been actively farmed with crops over the past several years. There is no defined public access to the site in its current condition. The site is bounded by transmission power lines and wetlands to the west, a railroad line to the south, and fronts Guns Road to the east. There are no known environmental concerns on the site. A majority of this site is located within the City of Green Bay (23 acres), however a portion of this site is located in the Village of Bellevue (2.6 acres).

D. Deliverables

The intent of this contract is to develop one final site plan concept showing the spatial needs along with interconnections of the various elements incorporated in the development. Items to incorporate, but not limited to include, a destination park, public gathering area, housing, urban farm, stormwater facilities, roads and pedestrian access.

General housing information such as number of dwelling units and type of housing, stormwater management locations, the park, and the urban farm should be clearly identified on each of the three preliminary concepts, as well as the final concept. General utility information will have to be researched to determine that conceptual design is feasible to construct. Conceptual renderings should be submitted to show how buildings and uses relate to one another and the neighboring area. Proposed building materials should also be identified. Unique stormwater management techniques and/or other green infrastructure may have to be researched and proposed as part of this conceptual phase due to the compact nature of the site. Identify any changes in adopted plans, zoning codes, land division regulations, or other regulations that may need to be amended to implement a successful concept.

The City will provide existing utility information along with a contour/wetland delineation/ALTA survey of the JBS site for parcels 23-243-1 and B-243-4. The development of detailed engineered plans are not part of the scope of work.

There is a desire by the City to complete this process on an accelerated timeline, but not at the cost of a less effective process. A potential process should include the following at a minimum:

1. Meeting 1 - Meet with City, Kroc Center and School District staff at the beginning of the project to review the scope of work, deliverables and schedule.
2. Develop 3 conceptual site plans for staff review.
3. Meeting 2 - Meet with City staff and stakeholder group to review the 3 conceptual site plans.
4. Develop 1 final conceptual site plan based on feedback from City staff and stakeholder group.
5. Meeting 3 – Present final rendered, conceptual site plan to City staff, stakeholder group, and Redevelopment Authority, and potentially the City Council.
6. Furnish the City with one full size print and digital copy of each preliminary and the final concept in PDF, CAD or other digital format agreeable to the City.

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. If a team is responding, all team participants should be identified.

2. Capacity and Experience

Provide a detailed list of qualifications and related experience in urban planning for challenging infill sites, especially those that included unique housing projects, park design, urban agriculture, engagement of disenfranchised populations, and recruitment of developers. If a team of firms is submitting a proposal, please include this information for all participating firms. *If a prospective developer is part of your team, please provide similar information for the developer.*

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.

Identify the primary project manager, and an alternative project manager if the primary is not available for any reason.

3. Alignment with Strategy

Please provide a narrative of the project that shows how it aligns with the goals of this RFP, adopted City plans, as well as the City's community and economic development goals to build community, provide innovative solutions to community challenges, and retain and attract skilled people.

4. Scope of Work and Process

Describe the project and provide a scope of work for the creation of at least three preliminary conceptual site plans and one final conceptual site plan with the proposed uses, building footprints, parking, and circulation.

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 concepts and how the property will be developed. Provide a timeline for developer recruitment, planning and design, construction occupancy, and any potential challenges that may be perceived.

Include how your process will engage the neighborhood, as well as the community partners identified by the City.

Provide an estimated timetable for your planning process, the proposed number of meetings, and proposed deliverables.

Lastly, provide a detailed cost estimate to perform the scope of work as defined in your proposal.

B. Submittal Requirements

Proposals must be received by the RDA by August 1, 2022, no later than 2:00 p.m. CDT. If sending through mail, submissions must include one (1) original copy, and one (1) digital copy via flash drive).

Please send proposals to:

City of Green Bay
 Department of Community & Economic Development
 Attn: Neil Stechschulte
 100 N Jefferson St, Room 608
 Green Bay, WI 54301
 OR
 Email to: neil.stechschulte@greenbaywi.gov

The staff recommendation will be presented to RDA on Monday August 9th, 2022, at 1:30 p.m. CDT (subject to confirmation of quorum). Virtual meeting instructions will be posted on the City website and sent to the Developer.

Selection Process and Criteria

A. Selection Criteria

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

Capacity and Experience	
Diversity and Qualifications of Project Team (General)	10%
Urban/Infill Housing Design Experience	5%
Park Design Experience	5%
Public Engagement Experience	5%
Creativity and Quality of Graphic Design Capabilities	5%
Dedication of Sufficient Resources to Complete the Project on Time and on Budget	5%
Project Approach/Scope of Work	
Demonstrated Understanding of the Project/Meest RFP Objectives (General)	20%
Project Schedule	5%
Creative and Effective Public Engagement Strategy	5%
Amount and Quality of Project Deliverables	5%
Incorporation of Diversity, Equity and Inclusion Efforts	5%
Incorporation of Sustainability Principles	5%
Creativity and Quality of Recommended Implementation Strategy	10%
Project Cost	10%
Total	100%

B. Questions and Comments

All questions shall be submitted in written form to the contact information provided below by 2:00 p.m. CDT Thursday July 14th, 2022. 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: Neil Stechschulte
100 N Jefferson St, Room 608
Green Bay, WI 54301
OR
Email to: neil.stechschulte@greenbaywi.gov

C. Additional Information

Additional information and maps related to this project are available at:

<https://www.greenbaywi.gov/JBS>

D. 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 contract

E. Timeline

- Questions due: 2:00 pm, Wednesday, July 27, 2022
- Addendum posted: 2:00 pm, Friday, July 29, 2022
- Proposals due: 2:00 pm, Monday, August 1, 2022
- RDA selection: Tuesday, August 9, 2022
- City Council Approval: Tuesday, August 30, 2022

F. 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 proposer will enter into negotiations with the RDA. If an agreement cannot be met, the RDA will notify the Proposer and stop negotiations. Then the second highest Proposer 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 Proposer 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 proposer 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 Proposer agrees to be bound in this respect and waives all claims regarding such costs and fees.