



City of Green Bay  
Department of Community and Economic Development

# Request for Proposals

## 109 N ADAMS Street



# Redevelopment Authority of the City of Green Bay

Released Apr. 9th, 2019

## Request for Proposals: 109 N. Adams Str.

### I. Introduction

#### A. Project Overview

The Redevelopment Authority of the City of Green Bay (RDA) is soliciting proposals for a renovation project for one of Green Bay's most iconic properties: the Schumacher building in downtown Green Bay. The redevelopment will preserve the building's existing architectural integrity.

Located within the Downtown core, the building is a unique asset to the downtown. Being built in 1890, it provides a rich connection to Green Bay's past. The building stands on a prominent block in the Downtown core.

In February 2014 the City contracted the completion of an Environmental Phase I as well as an Asbestos and Lead Paint Abatement analysis. Some asbestos has been abated. Additional cleanup will be necessary but will be subject to the scope of the final project. In December 2016, a local architectural firm conducted a Facility Assessment report for the entire property. The City has addressed a small number of the concerns from the report as a means to preserve the building. All interested development parties will be privy to the reports and a list of the repairs that have been completed upon request.



#### B. Project Goals

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

1. Utilize a combination of resources to rehabilitate the building on the property. An offer to rehabilitate the building will not be accepted if the entire deal is contingent upon acquisition of any other neighboring property, not currently owned by the Redevelopment Authority.
2. Apply a design approach that complements the historical scale and character of the district while appropriately blending in new design features. Great care should be taken to preserve the historically significant architectural features of the property such as decorative stone work, leaded glass, trim work, etc.
3. Closely work with the City of Green Bay and Downtown Green Bay, Inc., and the Green Bay Landmarks Commission to positively promote the development.
4. Create an economic catalyst for the area, showcasing the successes of public/private partnerships.

#### C Property Summary

*Location:* 109 N. Adams Street

*Property Ownership:* RDA

*Parcel(s):* 12-118 & 12-122

*Site Size:* 0.077 acres (3388 square feet)

*Building Size:* 8889 square feet

*Type of Project:* Preference will be given to a mixed use residential/commercial/ office

Base value: \$ 242,900.00

#### **D. Property Background**

The site of a former funeral parlor the building has been vacant since 2002. The building is part of the Downtown Historic District and is considered contributing to the historic character of the district. Originally constructed in the 1930's the building's façade must remain intact. The structure has three floors, each with approximately 15 foot high ceilings. The basement houses the mechanical room and there is plenty of developable space in the basement. The first floor was formerly retail space, with storage in the back. The second floor was used as retail space and storage space. The third floor was, most likely used as warehouse or storage space. An elevator shaft accesses all floors.

### **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, storm water, 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 listing preliminary items to be rehabilitated and added. Include a preliminary site plan with the proposed floor plan, parking, streetscape improvements, 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.

An RFP is also out for rehabilitation of the neighboring building, the Schumacher building. Developers may submit a proposal that incorporates both the Schauer and Schumacher buildings as one project. The Developer must submit separate proposals for each building for separate scoring and indicate if each project is contingent on the other.

**Long-Range Planning.** This site is within the study area highlighted in Downtown district plans adopted by the City It is facing Adams Street next to the E. Walnut corridor, which carries an annual average daily traffic count of 10,600 vehicles. The block is part of the area indicated as Downtown Core Enhancement. The plan recommendations for this site are increased density and first floor commercial usage.

**Form.** This parcel is zoned Downtown 2 (D2). The building must be designed to comply with D2 zoning requirements, to allow density and usage more fitting to Downtown character. Quality materials, medium to high grade in nature, should be used for this project. Attention to detail and care must be taken to blend any new improvements in with the existing fabric of the building. The building must complement the established Downtown neighborhood character:

**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. The developer may petition the state preservation office and the Green Bay Landmarks Commission to remove height restrictions .

**Parking.** The project must provide sufficient parking to comply with the relevant requirements of City Code 13-1700. Developers will need to coordinate offsite parking to comply with city code.

**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 base value of the properties is \$242,900.00. 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**

1. Proposals must be received by the RDA by Friday, May 24th, 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](mailto:kennethro@greenbaywi.gov)

The staff recommendation will be presented to RDA on Tuesday, June 11th, 2019, at 1:30 p.m. CDT in Room 604 of City Hall.

**2. Walkthrough**

A building walkthrough will be required for any developer who wishes to submit a proposal. Walkthrough's by appointment only, before May 10, 2019.

## Selection Process and Criteria

### A. Selection Criteria

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

#### Grading Scale

<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>

FACTOR	MAXIMUM POINTS
<b>ALIGNMENT WITH STRATEGY</b>	<b>16</b>
makes the City safer	(4)
makes the City more productive	(4)
makes the City more accessible	(4)
makes the City more innovative	(4)
<b>DESIGN AND USE</b>	<b>24</b>
overall form and character	(4)
incorporation of Schauer building rehabilitation	(4)
quality of use types	(4)
mix of use types	(4)
integration of mixed-income residential	(4)
integration of public art	(4)
<b>INVESTMENT</b>	<b>24</b>
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)
<b>CAPACITY AND EXPERIENCE</b>	<b>16</b>
project team qualifications	(4)
proposed time to complete	(4)
proposed time to attain occupancy	(4)
demonstrated success on similar projects	(4)
<b>TOTAL POSSIBLE POINTS</b>	<b>80</b>

## **B. Questions and Comments**

All questions shall be submitted in written form to the contact information provided below by April 22nd, 2019. Answers will then be provided, via the City website ([www.greenbaywi.gov](http://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](mailto: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**

- Contractor walkthrough: before Friday, May 10, 2019
- Questions due: Monday, April 22, 2019
- Addendum posted: Thursday, April 26, 2019
- Proposals due: Friday, May 24, 2019 by 4:00 p.m. CDT
- RDA selection: Tuesday, June 11, 2019 at 1:30 p.m. CDT

## **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.