



City of Green Bay
Department of Community and Economic Development

Request for Proposals

1100 Block E. Walnut St.



Redevelopment Authority of the City of Green Bay

Released July 13, 2021

**Request for Proposals:
1100 Block E. Walnut St.**

I. Introduction

A. Project Overview

The Redevelopment Authority of the City of Green Bay (RDA) is seeking proposals for the purchase and redevelopment of the 1100 block of E. Walnut St. (tax parcels 14-195, 14-196, 14-197, 14-198, 14-199, 14-200, 14-201, 14-202).

B. Project Goals

The property is located in a residential neighborhood, along a major corridor and gateway to Downtown.

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

1. Work with the City of Green Bay to positively promote the development during the design process.
2. Facilitate a development that corresponds with the City's [2020 Housing Market Study](#).
3. Facilitate a development which is medium to high density.

C. Property Summary

Location: 1100 Block of E. Walnut St.,

Property Ownership: RDA

Parcel(s): 14-195, 14-196, 14-197, 14-198, 14-199, 14-200, 14-201, 14-202

Site Size: 1.2 acres (52,470 square feet)

Type of Project: Preference will be given to a medium-high density housing development which incorporates affordable housing units in the development.

Land Value: \$84,000

D. Property Background

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

E. Environmental Condition

In December 2020, the City contracted with Stantec to conduct a Phase I Environmental Site Assessment (ESA) on all eight parcels that comprise the 1.21-acre property. The Phase I ESA report identified historic documents that show the property has consisted of residential parcels from as early as 1907 until the buildings were razed in the 2000s. The assessment revealed no evidence of recognized environmental conditions (RECs) in connection with the property. As such, a Phase II ESA has not been conducted by the City. The City will provide the Phase I ESA report to any interested parties upon request.

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. As stated in 8-14 of the 2022 Smart Growth Comprehensive plan, this area calls for Mixed-density housing. Specifically, 20-60 units would be appropriate for the E. Walnut site.

Form. This parcel is zoned Office Residential (OR). OR zoning requires a maximum Floor Area Ratio (FAR) of 2.0 and maximum height of 35 feet. However, staff will consider proposals that exceed the maximum requirement only if the building complements the established 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. A setback of no less than 7 feet on South Roosevelt Street and 12 feet along East Walnut Street. A vision triangle at the northwest corner of the two streets will also have to be maintained.
Alignment	The front façade and main entrance must face E. Walnut. First story is distinct from upper stories, through change in building materials or textures or through sign bands, awnings, arcades, etc. Presence of a porch or stoop to match the façade of the block-face.
Building Materials	Vinyl, wood, masonry; other material for accent features only.
Color	Must incorporate more than one color in exterior finishes.
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 three (3) stories. However, staff will consider proposals that exceed three(3) stories only if the building complements the established 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.

Accessibility. Higher points will be attainable for a project that incorporates housing units which are accessible to people with disabilities and give residents the ability to age in place.

Parking. The project must provide sufficient parking to comply with the relevant requirements of City Code Chapter 44, Article XVIII. 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 \$89,000. 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, September 24, 2021, no later than 4:30 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: Ronda Bitney
100 N Jefferson St, Room 608
Green Bay, WI 54301

OR Email to: ronda.bitney@greenbaywi.gov

The staff recommendation will be presented to RDA on Tuesday, October 12, 2021, at 1:30 p.m. CDT. Virtual meeting instructions will be posted on the City website and sent to the Developer.

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	20
overall form and character	(4)
density and intensity of structure	(4)
inclusion of accessible units	(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	76

B. Questions and Comments

All questions shall be submitted in written form to the contact information provided below by Monday, August 2, 2021. 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: Ronda Bitney

100 N Jefferson St, Room 608

Green Bay, WI 54301

OR

Email to: ronda.bitney@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, August 2, 2021
- Addendum posted: Thursday, August 5, 2021
- Proposals due: Friday, September 24, 2021, by 4:30 p.m.
- RDA selection: Tuesday, October 12, 2021, 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.