



City of Green Bay
Department of Community and Economic Development

Request for Proposals

227 E. Walnut Street



Redevelopment Authority of the City of Green Bay

Released Apr. 9, 2019

Request for Proposals: 227. E. Walnut 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 Schauer 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 1930, it provides a rich connection to Green Bay's past. The building stands on a prominent corner 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 buildings. February 2019 the City received a report from a local architectural firm addressing the roof repair. No action has been taken as of the date of this request for proposals. 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: NW corner of E. Walnut Street

Property Ownership: RDA

Parcel(s): 12-119

Site Size: 0.153 acres (6,600 square feet)

Building Size: 13,200 square feet

Type of Project: Preference will be given commercial/office

Base value: \$194,100

D. Property Background

The site of a former furniture store the building has been vacant for a decade or longer. The building is part of the Downtown Historic District and is considered contributing to the historic character of the district. Originally constructed in 1890 and modified in the 1930's the building's façade must remain intact. The structure has two floors, each with approximately 15 foot high ceilings. Various owners, over time, have modified the building with little regard for its structural integrity causing structural stress that must be addressed (see section E., above)

E. Structural Constraints The building was designed for commercial use and will present considerable challenges to developers. Some studies have been completed that will provide developers with insight to address those challenges. Developers are urged to consult with Green Bay Landmarks Commission staff about façade constraints and other structural considerations.

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 building 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 along 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.

Mixed-Income Housing. While housing is not suitable for this development, in its current design restraints, 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. The developer 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 property is \$194,100.00. 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

The staff recommendation will be presented to RDA on Tuesday, June 11, 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

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)
incorporation of Schumacher building rehabilitation	(4)
quality of use types	(4)
mix of use types	(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 Apr. 22nd, 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

- Contractor walkthrough: before May 10, 2019 by appointment only
- 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.