

DEPARTMENT OF COMMUNITY DEVELOPMENT
Community Development Director
Aaron M. Schuette
aschuette@ashwaubenon.com



May 14, 2019

«Name», «Title»
«Developer»
«Address»
«Address2»
«City», «State» «Zip»

Re: Lambeau Field Area (Ashwaubenon, WI) Development Opportunity

Dear «Salutation»,

The Village of Ashwaubenon, Wisconsin is requesting proposals for development of all or a portion of 6.55 acres of land located less than 3,000 feet from Historic Lambeau Field and squarely within the Stadium Entertainment District. This is your opportunity to be a part of a development that takes advantage of the over 1.5 million people every year that visit the district for Green Bay Packers games, Titledown activities, Resch Center events, and the new 125,000 square foot Brown County Expo Center (opening April 2021). Additionally, the properties are located within Opportunity Zone Census Tract #55009021303.

The enclosed Request for Proposals (RFP) provides details regarding the two sites located on the north and south sides of Mike McCarthy Way. Proposals should include a mix of uses consistent with the urban streetscape envisioned for the district. Please note the deadline for submittal of the RFP is 3:00 p.m. CDT on August 30, 2019, and feel free to distribute the RFP to business partners that you believe may be interested in this unique opportunity.

As described in the RFP, please email all questions to aschuette@ashwaubenon.com on or before August 1, 2019. Answers will be posted to the Village website as they are answered, but no later than August 6, 2019. Thank you in advance for considering Ashwaubenon for your next development project!

Best Regards,

A handwritten signature in black ink, appearing to read "Aaron M. Schuette".

Aaron M. Schuette
Village of Ashwaubenon Community Development Director

Enclosures: Mike McCarthy Way RFP
Opportunity Zone #55009021303 Map

Request for Redevelopment Proposal

Mike McCarthy Way, Ashwaubenon, WI



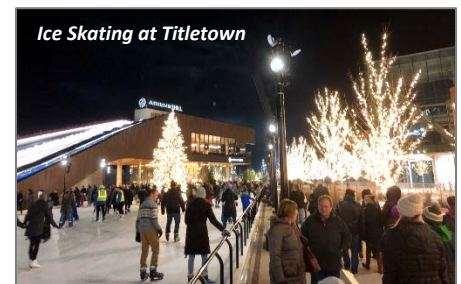
Introduction and Summary

The Village of Ashwaubenon, Wisconsin (Village) seeks redevelopment proposals for a total 6.55-acre site on Mike McCarthy Way owned by the Village of Ashwaubenon Community Development Authority (CDA). The property is within the heart of the Village's Sports & Entertainment District near historic Lambeau Field, Resch Center, and planned new 125,000 square foot Brown County Expo Center. The Village will consider proposals from qualified developers interested in building a high-quality, mixed-use development. **Proposals must be received by the Village Clerk-Treasurer at Ashwaubenon Village Hall, 2155 Holmgren Way, Ashwaubenon, WI 54304 no later than 3:00 p.m. CDT on August 30, 2019.**



Village of Ashwaubenon

With over 1,000,000 people within a one-hour drive, the Village of Ashwaubenon is a dynamic community with big city appeal. Ashwaubenon is home to just 17,000 citizens by night, but grows to 35,000 plus during a typical weekday, and over three times that during game day. The Green Bay Packers' Titletown District is located within Ashwaubenon, as is the Resch Center, and gameday entertainment area, including the available property on Mike McCarthy Way.



The Village is experiencing a boom in new development within the immediate area, including Titletown, 125,000 square foot Brown County Exposition Center, Capital Credit Union Park stadium, high-end apartment buildings, and hotels. This is an opportunity to capitalize on the positive momentum of the district and maximize the benefits of the property being located within a federally-designated Opportunity Zone.

Sports & Entertainment District Vision

In 2016, the Village completed a Comprehensive Plan Update that includes specific recommendations for the Sports & Entertainment District, including:

- Balance entertainment uses with office and residential development
- Encourage the extension of the stadium entertainment area along Mike McCarthy Way to Ashland Avenue.
- Look for opportunities to create pedestrian connections.

The 2009 Urban Design Guidelines for the district include recommendations relative to the physical design of buildings including:

- Having minimal front yard setbacks
- Parking being structured or located to the rear
- Encouraging mixed uses, higher density, and multiple stories

PROJECT GOALS

Continue redevelopment momentum in the district by:

- *Activating Mike McCarthy Way on gamedays and non-gamedays*
- *Supporting pedestrian-friendly designs*
- *Incorporating public or quasi-public spaces into new developments*
- *Utilizing urban design standards*
- *Incorporating innovative on and off-street parking solutions*
- *Supporting the development of mixed use, higher density, and multiple story buildings*

Request for Redevelopment Proposal

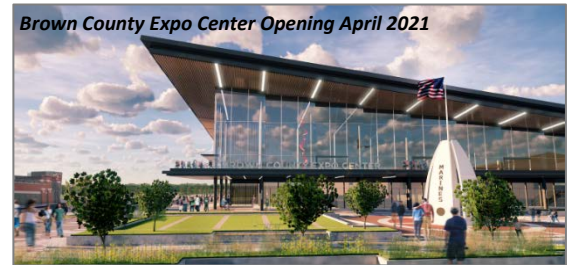
Mike McCarthy Way, Ashwaubenon, WI



Project Background

The site consists of a 2.514-acre parcel on the south side of Mike McCarthy Way and five-parcel, 4.05-acre parcel on the north side of Mike McCarthy Way as depicted on the following map. The site is located approximately 2,500 feet east of Lambeau Field, 1,500 feet east of the Resch Center and Expo site, and 800 feet east of Holmgren Way. Ashland Avenue, which carries approximately 20,000 vehicles per day is located approximately 900 feet east of the property. Within the project area, the following development activities are currently in the planning stages or underway:

- New 100-room Cambria Hotel is approved and will be located on Mike McCarthy Way across the street from the project site, with a planned opening of May 2020.
- The new 125,000 square feet Brown County Exposition Center is undergoing architectural design and will replace the Brown County Arena, Shopko Hall, and former Hall of Fame building. The planned opening for the Exposition Center is April 2021.
- The first 50 units of a planned 200 units of the market rate Bohemian Park Apartments is currently under construction with completion planned for June 2019.
- Two 72-unit apartment buildings of a planned 360 units for market rate Element Apartments are currently under construction with a planned opening of August 2019 and August 2020.
- Capital Credit Union Park Stadium is currently under construction with a completion date of May 2019. Capital Credit Union Park will be home to the Green Bay Booyah Northwoods League Baseball Team, Green Bay Voyageurs USL2 Soccer Team, and the location for concerts, movies, and other entertainment options.
- The Green Bay Packers' Titletown development is located just west of Lambeau Field, with a mix of housing, retail, entertainment, office, and recreation options.



Site History

The property was historically used for truck repair, painting, trailer storage, and sales until the Village of Ashwaubenon Community Development Authority purchased the properties in 2014 and subsequently razed the buildings. Extensive environmental work has been completed on the site, including Phase I and Phase II Environmental Site Assessments, and multiple rounds of additional groundwater and soil testing.

The Phase I and II Environmental Site Assessments, Site Investigation, and most recent test results may be downloaded from the following link:

https://intranet.ashwaubenon.com/site/fileshare/aschuette/downloads/McCarthy_South_Environmental.zip.

Utility Information

Sanitary sewer, public water, and stormwater management facilities are provided by the Village of Ashwaubenon. Electric and natural gas services are provided by Wisconsin Public Service (WPS).

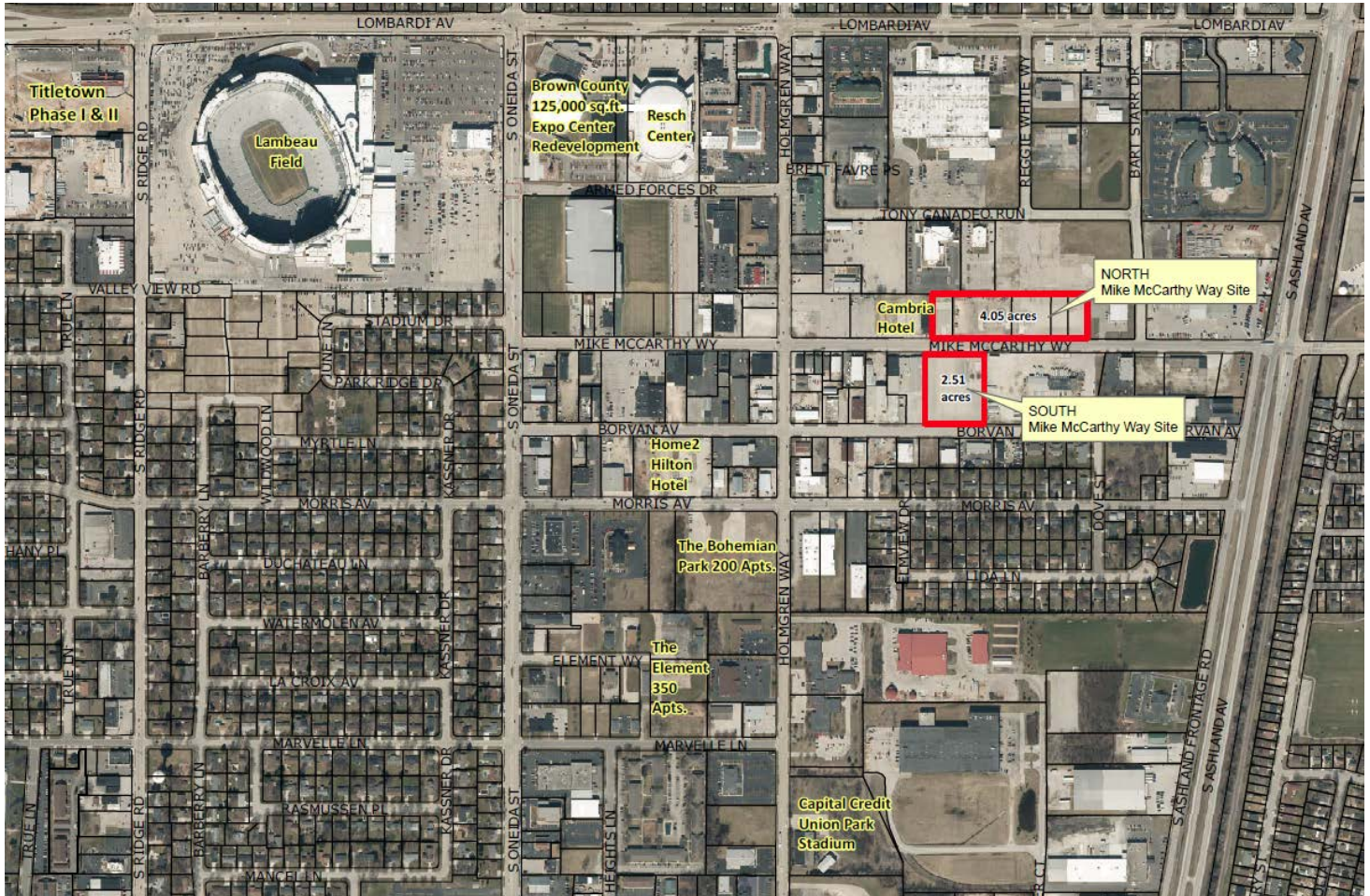
- Mike McCarthy way was completely reconstructed in 2018 with the installation of new sanitary and storm sewer, water main, wide sidewalks, and on-street parking.
- Utility laterals are stubbed to the property.
- The overhead powerlines are currently being buried to expand the pedestrian experience.
- The property is tributary to the expanded Ashland Avenue stormwater pond. Potential developers can buy into the pond for stormwater quality rather than place stormwater management on-site, leaving more land for development.

Request for Redevelopment Proposal

Mike McCarthy Way, Ashwaubenon, WI



Redevelopment Site Map - Areawide



Google Maps Link: <https://www.google.com/maps/@44.4942836,-88.0523823,206m/data=!3m1!1e3?hl=en>

Ownership

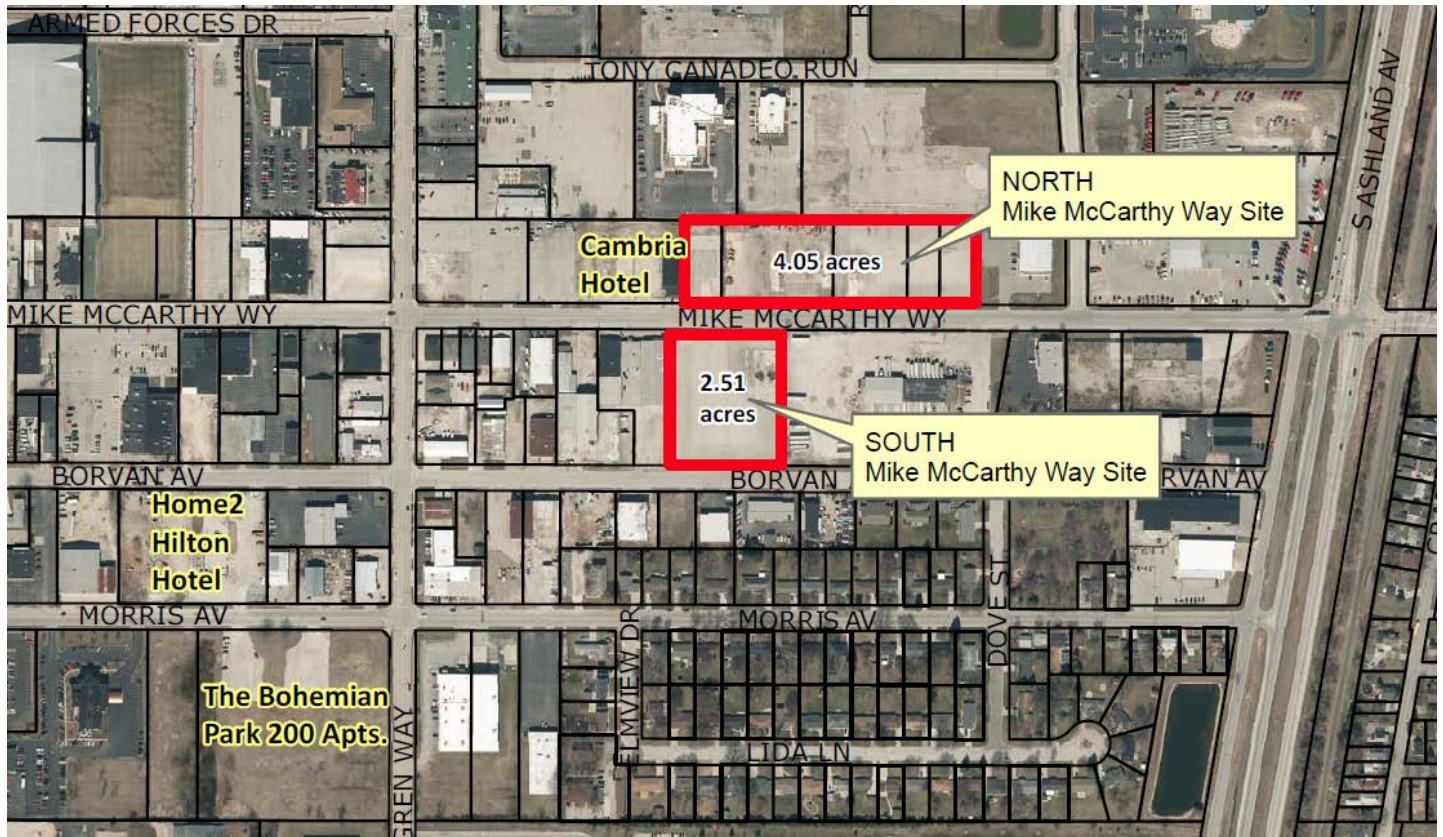
The property is owned by the Village of Ashwaubenon Community Development Authority (CDA). The redevelopment of the site will be coordinated with the Village's Community Development Department.

Request for Redevelopment Proposal

Mike McCarthy Way, Ashwaubenon, WI



Redevelopment Site Map - Focused



Zoning and Other Applicable Codes

The site is currently zoned SE Sports & Entertainment (SE) District. If specific zoning requirements within the SE district are problematic to the successful completion of a quality project, a Planned Unit Development overlay may be requested to provide flexibility in zoning requirements. Links to codes and other information pertinent to the SE district follow:

- Allowable Uses: <https://municrm2016.ashwaubenon.com/api/doc/download/bb6874da-5bd5-09c0-a90e-bc64fb90d03d>
- Dimensional Standards: <https://municrm2016.ashwaubenon.com/api/doc/download/43895ac4-4a97-f819-af17-5060a2a398a8>
- Site Plan and Design Standards: <https://ashwaubenon.com/government/municipal-code/#!/article/81?s=815>
- Urban Design Guidelines: <https://ashwaubenon.com/media/1435/urbandesignguidelines.pdf>
- Building Height Restrictions Map: <https://ashwaubenon.com/media/1081/building-height-restriction-map.pdf>
- Zoning Code: <https://ashwaubenon.com/government/municipal-code/#!/chapter/18>

Request for Redevelopment Proposal

Mike McCarthy Way, Ashwaubenon, WI



Proposal Submission Requirements

1. Firm / Developer Qualifications
 - a. Name, address, and contact (phone, email, website) information for the firm or individual(s) responding to the proposal.
 - b. Development Team: Identify the lead firm and contact individual. Provide resumes of all team members anticipated to participate in the project.
 - c. Experience: Provide a detailed list of at least three projects with references detailing relevant development projects related to urban infill and/or brownfield redevelopment within the past ten years.
 - d. Financial Viability: Provide a statement that confirms the financial capability to accomplish the project.
2. Project Proposal
 - a. Project proposal: Provide a detailed description of the proposed project. May include north and/or south sites.
 - b. Concept site plan: Site plan should provide basic site information including totals for building coverage, parking, and summary of square footage of uses.
 - c. Conceptual elevation renderings of the development including building footprint, parking, circulation, and massing.
 - d. Project Rationale / Strategy: Provide information supporting the feasibility and marketability of the proposed project, and description of why it is the best project for the site.
 - e. Financial Analysis: Provide estimated redevelopment/construction costs (including site acquisition), anticipated financial stack, and projection of expected tax base.
 - f. Project Timeline: Provide estimate of the project timeline including acquisition, design development, permits, construction, building completion, and projected tenancy. Include any perceived challenges or other projects that may limit the Developer's ability to complete the project in a timely manner.
3. Village Participation
 - a. Site Acquisition: The Village is open to considering selling the property at fair market value or including all or part of the market value as part of a Village development incentive for the project. Projects that do not require Village financial assistance may be scored higher.
 - b. Development Assistance: Describe the type and amount of (if any) Village of Ashwaubenon economic development assistance being requested for the project. A detailed pro forma and narrative describing the financial gap must be submitted if Village financial assistance is requested.

Selection Review Criteria

Each of the following review criteria will be taken into consideration in evaluation of the proposals:

1. Completeness of Proposal - The proposal must address each item outlined in the submission requirements.
2. Project Feasibility - The financial and technical feasibility of the anticipated project and its long-term viability. The proposal must demonstrate a thoughtful and realistic understanding of the potential market demand as well as a thorough understanding of the development review process.
3. Capability / Track Record of Developer - Demonstrated ability to complete a redevelopment project in urban environments from concept to construction.
4. Design / Appropriateness of Proposed Use- The extent to which the proposal achieves the Village's goals, objectives, and overall vision for the Sports & Entertainment District.
5. Project Financing - The Village will consider participation in terms of land acquisition price and development assistance. However, those projects that do not require Village participation may be scored higher.

Request for Redevelopment Proposal

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The Ashwaubenon CDA will select a development team based on the Selection Review Criteria. The CDA reserves the right to reject any and all proposals and select a development team of its choosing. When a selection decision is made, the Ashwaubenon CDA expects to enter into negotiations with the selected developer to complete a development agreement. Upon approval and execution of a development agreement, all other development teams will be notified of the selection in writing. The selected development team will be responsible for acquiring all additional approvals including but not limited to site plan and building permits. The Village of Ashwaubenon is committed to a cooperative working relationship with the selected development team.

Financial Considerations

Tax Increment Financing

The subject property is within Village of Ashwaubenon Tax Increment District #5, and desirable projects that could not be completed but for the assistance of tax increment financing may identify said assistance within the project's financial stack. However, projects that do not require the use of tax increment financing may be scored higher.

U.S. Department of the Treasury Opportunity Zone

The subject property is located within a federally designated Opportunity Zone (Census Tract #55009021303), which provides significant tax and investment benefits for the reinvestment of capital gains into projects within designated zones. Additional information regarding Opportunity Zones may be found at the following link: <https://www.irs.gov/newsroom/opportunity-zones-frequently-asked-questions>.

Site Visits

Site visits may be conducted as needed. Since the site is currently vacant there is no need to schedule a site visit with the Village.

Tentative Timeline

The following is the tentative time line for the process and is subject to change:

June 1, 2019	Release of Request for Redevelopment Proposals
August 1, 2019	Written questions submitted to aschuetter@ashwaubenon.com
August 6, 2019	Responses to questions available
August 30, 2019	Submission deadline by 3:00 p.m. CDT.
September 2019	Notify top selections of interviews (if necessary)
October 2019	Development agreement negotiations (if necessary)
November 2019	Presentation of selected proposal and development agreement to Ashwaubenon CDA and recommendation to Ashwaubenon Village Board.
November 2019	Village Board action on selected proposal and development agreement and formal notification to non-selected parties.
December 2019 – May 2020	Detailed design, engineering, and approvals.
June 1, 2020	Begin construction

Request for Redevelopment Proposal

Mike McCarthy Way, Ashwaubenon, WI



Statement of Rights and Understanding

The Village of Ashwaubenon Community Development Authority reserves, and may, in its sole discretion, exercise the following rights and options with respect to this Request for Redevelopment Proposal:

1. To accept, reject, or negotiate modifications to, any and all proposals;
2. Submission of proposal does not bind the Village to any action or any party;
3. To issue clarifications and propose addenda;
4. To modify any timeline;
5. To negotiate with one or more respondents;
6. To select any submission as the basis for negotiations and to negotiate with respondents for amendments or modifications to their submission; and
7. To conduct investigations with respect to the qualifications of each respondent.
8. All materials submitted in response to this RFP become the property of the CDA.
9. The CDA is not 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.
10. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.

Questions

Questions must be submitted in writing via email to Aaron Schuette, Director of Community Development at aschuette@ashwaubenon.com no later than 3:00 p.m. CDT on August 1, 2019.

Responses to submitted questions will be posted on the Village website at the following website: <https://ashwaubenon.com/government/departments/community-development/> on or before August 6, 2019.

Submission Requirements

Please submit seven paper copies of the proposal and one digital (PDF) version on a thumb drive to:

Ashwaubenon Village Clerk-Treasurer
RE: Mike McCarthy Way RFP
2155 Holmgren Way
Ashwaubenon, WI 54304

The complete digital and paper submission must be received no later than 3:00 p.m. CDT on August 30, 2019.

Thank you for your interest in the Village of Ashwaubenon!

