

Request for Affordable Senior Housing Redevelopment Proposal Mike McCarthy Way, Parcel VA-56-4-1, Ashwaubenon, WI

Introduction and Summary

The Village of Ashwaubenon, Wisconsin (Village) seeks redevelopment proposals for a 2.51-acre parcel on the south side of 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 new 125,000 square foot Resch Expo, opening in January 2021. The Village will consider proposals from qualified developers interested in building a high-quality, affordable Senior Housing development. Proposals must be received by the Village Clerk at Ashwaubenon Village Hall, 2155 Holmgren Way, Ashwaubenon, WI 54304 no later than 3:00 p.m. on October 30, 2020.

Village of Ashwaubenon

The Village of Ashwaubenon is home to over 17,000 residents and is the commercial hub for the 250,000 residents of Brown County. 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 Resch Expo, Capital Credit Union Park stadium, high-end apartment buildings, and hotels. This is an opportunity to capitalize on the positive momentum of the district.



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 through:

- *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*
- *Development of an affordable senior housing project.*

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Project Background

The site consists of a 2.51-acre parcel on the south side of Mike McCarthy Way (South Site) as depicted on the following map. The five-parcel, 4.05-acre CDA-owned site on the north side of Mike McCarthy Way (North Site) is the subject of a planned mixed-use market rate apartment project. The South Site is located approximately 2,500 feet east of Lambeau Field, 1,500 feet east of the Resch Center and Resch Expo, and 800 feet east of Holmgren Way. Ashland Avenue, which carries approximately 20,000 vehicles per day is located 980 feet east of the property. Within the project area, the following development activities are currently in the planning stages or underway:

- One 85-unit market rate, mixed-use apartment building immediately across the street from the project area.
- The new 125,000 square feet Resch Expo is under construction with a planned opening of January 2021
- The first 50 units of a planned 200 units of the market rate Bohemian Park Apartments recently opened.
- Two 72-unit apartment buildings of a planned 360 units for market rate Element Apartments recently opened. Planning is underway for a third building.
- Capital Credit Union Park Stadium opened in May 2019. Capital Credit Union Park is 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' Titledown development is located just west of Lambeau Field, with a mix of housing, retail, entertainment, 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 property 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/filesshare/aschuette/downloads/McCarthy_South_Environmental.zip.

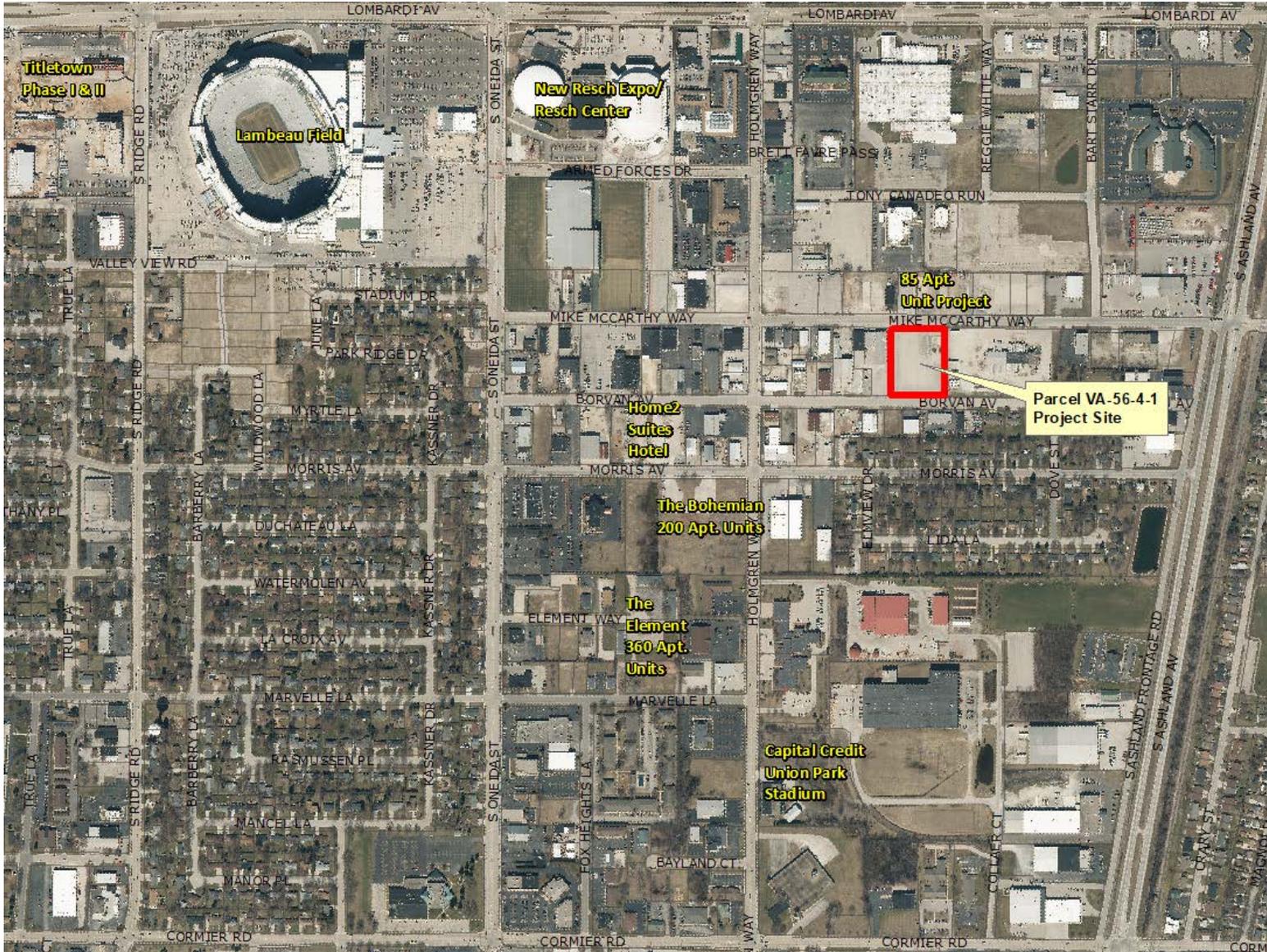
Utility Information

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 were buried in 2020.
- The property is tributary to the expanded Ashland Avenue stormwater pond. Potential developers can buy into the pond for stormwater quality.

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Redevelopment Site Map - Areawide



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

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Redevelopment Site Map - Focused



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.

Zoning and Other Applicable Codes

The site is currently zoned SE Sports & Entertainment District. Multi-family and attached townhomes are permitted uses. If specific zoning requirements within the SE district are problematic to the successful completion of a quality affordable senior housing 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>

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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 affordable senior housing projects 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.
 - 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 costs (including site acquisition), anticipated financing stack, and analysis 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 estimated value of the site is \$1,089,000. The Village is open to either selling the property at fair market value or considering 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 an affordable senior housing 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.

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The Ashwaubenon CDA will select a development team based on the Selection Process 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 execution of a development agreement and approval by the Ashwaubenon Village Board, 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 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 meeting with the Village.

Tentative Timeline

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

September 23, 2020	Release of Request for Redevelopment Proposals
October 2, 2020	Written questions submitted to aschuetter@ashwaubenon.com
October 8, 2020	Responses to questions available
October 30, 2020	Submission deadline by 3:00 p.m.
November 2020	Notify top selections of interviews (if necessary)
November 2020	Development agreement negotiations (if necessary)
November 24, 2020	Presentation of selected proposal and development agreement to Ashwaubenon CDA and recommendation to Ashwaubenon Village Board.
November 24, 2020	Village Board action on selected proposal and development agreement and formal notification to non-selected parties.
December 2020 – June 2021	Detailed design, engineering, and approvals.
July 1, 2021	Begin construction

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Statement of Rights and Understanding

The Village of Ashwaubenon Community Development Authority and Village of Ashwaubenon 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 nor 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 4:30 p.m. on October 2, 2020. Responses to submitted questions will be posted on the Village website on or before October 8, 2020 at the following website: <https://ashwaubenon.com/government/departments/community-development/>.

Submission Requirements

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

Ashwaubenon Village Clerk
RE: Mike McCarthy Way Affordable Senior Housing RFP
2155 Holmgren Way
Ashwaubenon, WI 54304
Email: aschuette@ashwaubenon.com

The complete digital and paper submission must be received no later than 3:00 p.m. on October 30, 2020.

Thank you for your interest in the Village of Ashwaubenon!

