

# Memo

To: Plan Commission

Fr: James Wheeler, Brad Lange, Trevor Fuller

Re: REQUEST FOR PROPOSAL FOR 1649 S WEBSTER AVENUE

Date: October 29, 2015

The site where of the former Village Hall is currently for sale. Staff worked with James Wheeler to put together a Request for Proposal (RFP) for the site, as a way to market the site and advertise the intentions for the site by the village.

Plan commission recommended approving staff to proceed with this development process at their October meeting.

The Village Board is asked to review the attached Request for Proposal for development on the former Village Hall property, located at 1649 and 1677 S Webster Avenue, and approve staff to proceed with this process.

# *Request for Proposals to Redevelop Prime Vacant Land in the Village of Allouez On Webster Avenue*

## **INTRODUCTION AND SUMMARY**

The Village of Allouez is requesting redevelopment proposals for a development opportunity on village owned parcels (AL-44, AL-44-1, and AL-45) located on Webster Avenue (County X).

The site was identified in a recently adopted corridor study for both Webster Avenue and Riverside Drive as being an ideal location for a high quality mixed use project – although the village is willing to entertain all proposed uses for the property.

The village is willing to utilize various economic development tools, including but not limited to tax increment financing and selling the land at below list price, to assist in the redevelopment of this site.



Proposals must be received no later than 4:00 p.m. on February 12, 2016 at the Allouez Village Hall –  
Attn: James M. Wheeler  
1900 Libal Street  
Green Bay, WI 54301

## **VILLAGE OF ALLOUEZ**

The Village of Allouez is a “Historically Progressive” community located at the heart of the greater Green Bay Metropolitan Area. The village humbly boasts a median household income that is nearly 20 percent higher than the immediately surrounding communities, major area thoroughfares running in all four directions, the Fox River and East River making up the east and west borders of the village, and many parks and trails located within the municipal borders. All of these qualities make Allouez the ideal community for those seeking to be minutes away from many area destinations and amenities and a community that boasts an exceptional quality of life, progressive attitude, and family friendliness.

For a closer look at our community, please visit [www.villageofallouez.com](http://www.villageofallouez.com).



## CORRIDOR STUDY – VISION

In January 2015, the Village of Allouez contracted with GRAEF Engineering and Planning to perform a corridor study for the two main thoroughfares in the village – Riverside Drive and Webster Avenue. The final plan was approved by the Village Board in September 2015 and has become a vision for development along these corridors.

The results of the study and some of the concept development scenarios can be viewed using the following link:  
<http://www.villageofallouez.com/about/village-updates-news/>

## SITE INFORMATION – 1649 & 1677 SOUTH WEBSTER AVENUE (AL-44, AL-44-1, AL-45)

- Undeveloped land owned by the Village of Allouez.
- 2.008 acres and 350 feet of Webster Avenue frontage.
- Main connection between Highway 172 and the primary medical hospital corridor for St. Vincent and Bellin Hospitals.
- Traffic counts of 14,500 cars daily.
- Phase I and Phase II Environmental Assessment of the property have been completed.
- Previous environmental issues have been addressed and a DNR Certificate of Completion has been issued.
- Geotechnical study of the site to determine the feasibility of supporting a new development has been completed.
- Electric and natural gas serviced by WPS are available to the site from the street.
- Zoning is currently “Village Owned” – the village is intending to rezone the property to a Planned Development District (PDD) for flexibility within the code to help promote the maximum benefit to the site.



*Site visits can be conducted as needed. Please contact James M. Wheeler of Vander Zanden Real Estate Co., LLC at 920-437-9797.*

## DEVELOPMENT OBJECTIVES

While not seeking to be overly prescriptive on the design and the exact mix of uses, the corridor study calls for a mix of uses that complement the balance of the corridor and augment the vitality of the village. As a key site in the corridor, the project is expected to include a contribution package as part of a Development Agreement from the village.

The village is willing to entertain all proposed uses of the site. In addition to a mixed use development, the location also lends itself to be ideal for offices, brew pubs, or eateries.

## SUBMISSION REQUIREMENTS

Proposal should be mailed or emailed to:

Allouez Village Hall  
Attn: James M. Wheeler – Agent for the Village of Allouez  
1900 Libal Street  
Green Bay, WI 54301  
james@vanderzanden.net

The submission should include one digital copy of the proposal and it should be received not later than **4:00p.m. on February 12, 2015.**

Proposal should include all of the following:

### 1. Firm/Developer Qualifications

- a. Name, address and contact information for the firm or individual(s) responding to the proposal.
- b. Development team: Provide qualifications of all team members anticipated to participate in the project.
- c. Experience: Provide a list of project(s) detailing relevant development projects related.
- d. Financial Viability: Provide a statement that indicates 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 building.
- d. Project Rational/Strategy: Provide information supporting the feasibility and marketability of the proposed project.
- e. Preliminary Financial Analysis: Provide estimated development costs and financing.
- f. Project Timeline: Provide estimate of the project timeline including acquisition, design development, permits and construction.

### 3. Village Participation

- a. Site Acquisition: The current selling price of the parcels is \$450,000. The Village is open to selling the property at fair market value, or considering all or part of the selling price as part of a Village development incentive for the project.
- b. Development Assistance: Type and amount of economic development assistance being requested for the project.

The following is the conceptual time line for the process:

November 4 <sup>th</sup>	Release of Request for Redevelopment Proposal
February 12 <sup>th</sup>	Submission deadline by 4:00p.m.
February 29 <sup>th</sup>	Presentation of Proposals to Village Board of Trustees
March 5 <sup>th</sup>	Selection of top three proposals

## STATEMENT OF RIGHTS AND UNDERSTANDING

The village 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 submissions;
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 amendment or modifications to their submission;
7. To conduct investigation with respect to the qualifications of each respondent; and
8. To reject any or all proposals.

## QUESTIONS

For questions please contact James Wheeler:

Vander Zanden Real Estate Co., LLC  
Attn: James M. Wheeler – CCIM  
107 S. Madison Street  
Green Bay, WI 54301  
920-437-9797  
[james@vanderzanden.net](mailto:james@vanderzanden.net)

*Questions and their answers which have general applicability may be shared with all interested parties.*