



AGENDA OF THE REAL ESTATE SUBCOMMITTEE OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY

**THURSDAY, SEPTEMBER 27, 2018, 1:30 PM
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

A. Roll Call.

- I. Members: Matt Schueller, Kathy Hinkfuss, and Melanie Parma.

B. Regular Business.

- I. Consideration with possible action on a Request for Proposals for redevelopment of the Adams Street lot located on the 200 block of North Adams Street.

C. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Real Estate Subcommittee of the Redevelopment Authority meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Redevelopment Authority
of the City of Green Bay

MEETING DATE

September 27, 2018

PREPARED BY

Ken Rovinski, Staff

AGENDA ITEM # B.I.

Consideration with possible action on a Request for Proposals for redevelopment of the Adams Street lot located on the 200 block of North Adams Street.

BACKGROUND

This site is currently used as a public surface parking lot. It had been previously used as a parking lot for the Port Plaza/Boston Store. The RDA has received inquiries from multiple developers who have shown an interest in redeveloping this lot. Staff released a Request for Proposals that coincides with the recommendations as provided by the City's 2014 AuthenticCity Plan. The plan recommends this site to be used for mixed use development with a requirement that the 1st floor be commercial.

Staff received three proposals for the site upon the August 24, 2018 deadline. The three projects varied in nature making the review difficult at times. Staff came to agreement that more information is required from all three developers to better analyze each proposal. The RDA real estate subcommittee has been gathered to interview each developer and to further discuss the proposals submitted. This meeting of the RDA real estate subcommittee is to be fact finding in nature. An additional subcommittee meeting will be held prior to the next RDA meeting for staff to present a proper recommendation. That recommendation, if approved, will then be presented at the October 9, 2018, RDA meeting.

RECOMMENDATION

No action recommended. A staff recommendation will be presented at the next meeting of the RDA real estate subcommittee for the Adams Street lot located on the 200 block of North Adams Street.

FISCAL IMPACT

ATTACHMENTS

1. 200 N Adams Lot - Request for Proposals
2. 200 N Adams St submittal - Base Barsan
3. 200 N Adams St submittal - Bond Realty LLC
4. 200 N Adams St submittal - T Wall



City of Green Bay
Department of Community and Economic Development

Request for Proposals

Adams Street Lot

200 Block N. Adams Street



Redevelopment Authority of the City of Green Bay

Released May 9, 2017

**Request for Proposals:
Adams Street Parking Lot
200 Block N. Adams Street**

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 Adams Street Lot, located on the 200 block of North Adams Street (tax parcels 12-64, 12-65, 12-66, 12-67, 12-68, 12-71, 12-107, 12-108, 12-109, 12-110, 12-111, 12-112).

B. Project Goals

The property is in the core of the Downtown, surrounded by successful redevelopment projects of the recent past that have moved forward the vision of making Downtown an authentic, livable community that looks to the future and honors community identity.

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

1. Positively utilize the site for economic growth
2. Generate tax base
3. Work with the City of Green Bay and Downtown Green Bay, Inc. to positively promote the development
4. Facilitate a development that corresponds with the City's 2014 AuthenticCity Plan while considering recent market trends

C. Property Summary

Location: Southern half of the 200 block of North Adams Street

Property Ownership: RDA

Parcel(s): 12-64, 12-65, 12-66, 12-67, 12-68, 12-71, 12-107, 12-108, 12-109, 12-110, 12-111, & 12-112

Site Size: 1.5 acres (63,290 square feet)

Type of Project: Preference will be given to a mixed-use development with an emphasis on housing creation. The first story must have a commercial user(s).

Land Value: \$759,480

D. Property Background

The site is currently used as a public surface parking lot. There is a plaza in the southwest corner, the intersection of N. Washington St. and Cherry St., which will remain in its current location. The site had previously been used as parking for the Port Plaza Mall/ Boston Store. Previous to 1982, the site was made up of several downtown commercial buildings.

E. Environmental Condition

The City is currently in the process of conducting a Phase I Environmental Site Assessment (ESA). If necessary, the City will also fund a Phase II ESA, additional site investigations, and remedial action plan.



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 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 smart and skilled people. The City supports projects that make our community more:

1. safe; projects that:
 - 1.1. rehabilitate buildings and/or build new structures using the latest codes
 - 1.2. remove attractive nuisances and other problem properties
 - 1.3. eliminate and/or reduce transportation hazards
 - 1.4. invest in neighborhoods with high complaint and/or police call volumes
2. healthy; projects that:
 - 2.1. remediate environmental contamination from the parcel and/or structures
 - 2.2. enhance the physical (soil, water, air) landscape
 - 2.3. include high-performance design elements, mechanical systems, and interior finishes
 - 2.4. encourage human-powered movement
3. connected; projects that:
 - 3.1. interact positively with adjacent properties, the neighborhood, and community
 - 3.2. strengthen and/or expand public water, sewer, stormwater, and other utility infrastructure
 - 3.3. strengthen and/or expand pedestrian, bicycle, and transit transportation networks
 - 3.4. create and/or enhance public spaces and amenities
4. loved; projects that:
 - 4.1. remove blighted and neglected structures
 - 4.2. expand our range of residential and commercial real estate products
 - 4.3. be designed and built to last
 - 4.4. provide options for converting project to alternative uses

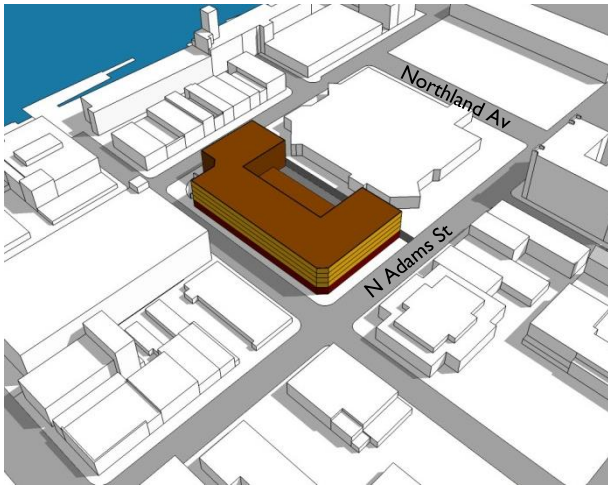
3. Design and Use

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 blocks.

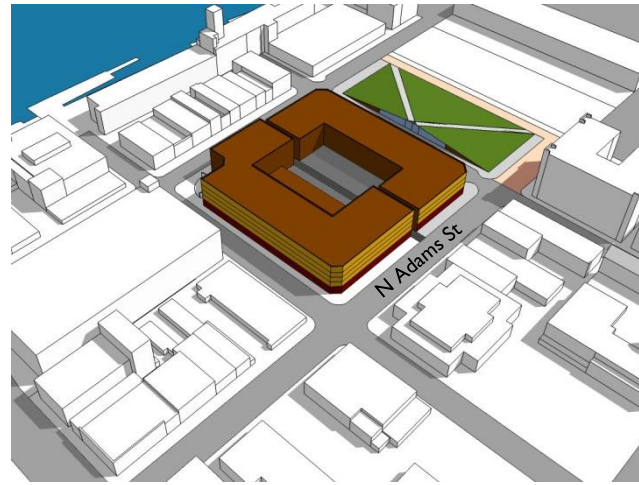
Discuss the occupancy of the completed project. Provide a detailed explanation of the end user(s) for this property. Offer an idea of the target market for the proposed concept and how the property will be marketed. The Developer should provide a timeline for tenancy and include any challenges that may be perceived.

Long-Range Planning. This site is highlighted in [Downtown district plans](#) adopted by the City (see Appendix). The plan recommendations for this site are to house a mixed-use development, with long-term plans for the extension of Pine Street and the addition of a public park on parcels to the north. Scoring for “Form” will be based on consideration of the effects on current neighboring properties as well as the long-term vision for Downtown. The Downtown plan is specific about certain elements that may have changed with market changes.

The images below demonstrate concepts for long-term development phases on and around the site.



1: Development on Adams St lot with 2-story Baylake City Center remaining



2: Future developments on blocks north of current site: mixed-use development and town square

Form. The building must be designed to comply with Downtown Two (2) zoning requirements and complement the established Downtown 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.
Alignment	May have slight variations to the zero (0) foot setback to enhance building entrances or streetscape elements; i.e. outdoor café seating, entrances. First story is distinct from upper stories, through change in building materials or textures or through sign bands, awnings, arcades, etc.
Building Materials	Brick and stone; other material for accent features only. Rear façade may have concrete masonry units with color treatment.
Color	Reflect the existing and desired context
Fenestration	Minimum of fifty percent (50%) of the first story (street-facing) façade is transparent. Upper story windows: punched openings, reflective glass discouraged.
Modulation	No blank facades. Variation in treatments. Pedestrian scale. Modulation rhythm through setbacks, façade widths, heights, colors, materials, and architectural features
Height	Minimum height is four (4) stories.

Higher points will also be attainable for the demonstration of sustainable, cost-saving design and construction.

Parking. The project must provide sufficient parking to comply with the relevant requirements of City Code 13-1700. The project must also provide one hundred (100) spaces of public parking. This may be achieved through underground parking or an above-ground parking structure that is incorporated into the design of the building.

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, through donation to the Green Bay Public Arts Commission, or a combination.

4. Investment

Provide an analysis of any expected increase in tax base generated by this project. Discuss project costs, including acquisition cost. The value of the property is estimated to be \$759,480.00. Proposals should identify planned sources of financing for the project. Attach any 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, August 24, 2018, no later than 4:00 p.m. CDT

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 September 11, 2018, at 1:30 p.m. CDT in Room 604 of City Hall.

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 healthier	(4)
makes the City safer	(4)
makes the City more connected	(4)
makes the City more loved	(4)
DESIGN AND USE	24
overall form and character	(4)
density and intensity of structure	(4)
quality of use types	(4)
mix of use types	(4)
integration of public parking	(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	80

B. Questions and Comments

All questions shall be submitted in written form to the contact information provided below by Monday, August 6, 2018. 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

- Questions due: Monday, August 6, 2018
- Addendum posted: Thursday, August 9, 2018
- Proposals due: Friday, August 24, 2018 by 4:00 p.m.
- RDA selection: Tuesday, September 11, 2018 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.

IV. Appendix

Downtown Core Enhancements

The downtown core enhancements project envisions a new signature public green space occupying a full city block and located between Washington and Adams Street just south of the new Schreiber Foods office building (see Figure 7: Pine Street Extension- Town Square). The location of this square in the core of downtown creates the potential for the square to be activated on all four sides by varying uses, including a new mixed-use anchor building. This follows a number of best practices for successful public spaces, creating activity throughout the day and evening by different user groups and for different purposes.

The northern edge of the square is bounded by the new Schreiber Foods office building and this façade acts as the “front door” to this important community business and asset. An extension of CityDeck Court to the east creates a vehicular access drive to this front door and new angled parking spaces along the square create the opportunity for short term parking for visitors and clients of Schreiber Foods. This business edge would activate the square during weekdays; on mornings as employees arrive to work, during lunch hours, and on evenings after work. The square provides an ideal venue for Schreiber and other downtown employees to enjoy an active, urban environment and would either replace or expand the planned green that Schreiber began to construct in 2013.

The eastern edge of the square is bounded by the Hotel Northland. This historic hotel has been targeted for reinvestment and renovation and the square creates a strong amenity, bringing value to that property. Currently views from upper floors of the hotel look out over the roof of the Baylake Bank building. For out-of-town visitors, this is a less than ideal view of what Green Bay’s downtown has to offer. The square will create a scenic and memorable space not only for hotel guests to view but also to use, particularly on evenings and weekends when hotels are typically most active.

The western edge of the square is bounded by Washington Street and many first floor commercial uses, most notably the Children’s Museum. These uses will activate the square during weekdays and even more so on weekends. As families visit the Children’s Museum it is important to offer other nearby activities that invite them to stay downtown, explore what other things Green Bay’s downtown has to offer, and perhaps to make a day out of the museum visit. Additionally, the square could incorporate additional outdoor learning activities or public art to complement the Children’s Museum.

The southern edge of the square is created by extending Pine Street west to Washington Street. Pine Street has been identified as an important corridor that connects Whitney Park and the Navarino neighborhood to the east with the downtown core and amenities such as the Library. Currently Pine Street ends at Adams Street and is cut off from the Fox River by the Baylake Bank building, which is the last remaining remnant of the downtown mall. The Pine Street Square project would extend Pine Street all the way to the CityDeck and reinforce the importance of this corridor which connects so many important downtown amenities. Additionally, new angled on-street parking spaces could be created to provide short-term parking options for nearby retailers and to create a more pedestrian-friendly streetscape.

Extending Pine Street also creates a new development block to the south. This new city block becomes highly valuable with its proximity to the Cherry Street parking ramp, CityDeck and the new town square (see Figure 8: Town Square Perspective). Development on this block is envisioned as a 7-story mixed-use building that incorporates a 720 space in-structure parking ramp. Up to 33,000 square feet of first floor retail would line Pine and Washington Streets and incorporate storefront windows and street trees, reinforcing the pedestrian character of these two important streets. Upper floors would be occupied by up to 150,000 square feet of office space.

Concept Data	
A	NEW MIXED-USE DEVELOPMENT - Seven-story, mixed use building with retail on the first floor, in-structure parking ramp, and upper story office space.
B	PINE STREET EXTENSION - Pine Street extended to Washington Street with angled, on-street parking on one side and specialty paving.
C	NEW PUBLIC PLAZA / GREENSPACE - Public plaza / greenspace with amenities
D	MIXED-USE COMMERCIAL/OFFICE



The extension of Pine Street will be retail and pedestrian oriented, activating the new public greenspace.

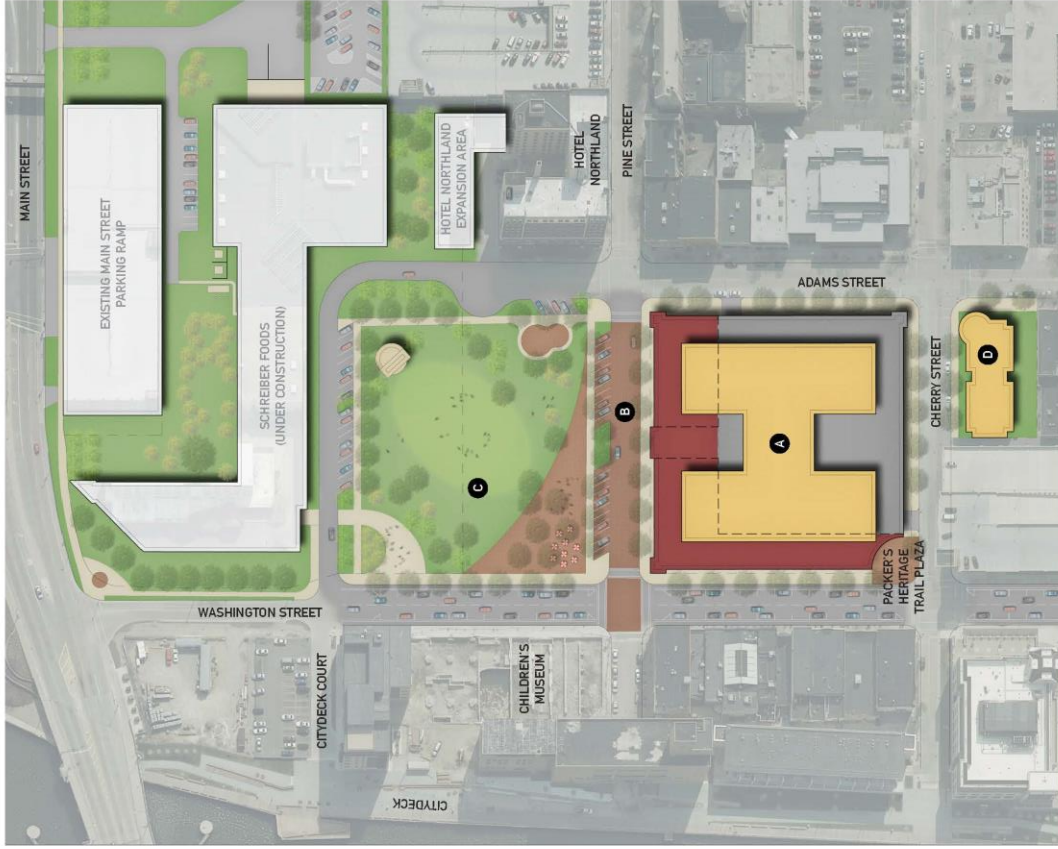


Figure 7: Pine Street Extension - Town Square



Figure 8: Town Square Perspective (looking southwest, from North Washington Street and City Deck Court)



Adams Street Lot
200 Block North Adams Street,
Green Bay
RFP Response

August 24, 2018

Paul Belschner, President
Base Companies, LLC
Green Bay, WI

Filip Barsan, President
Barsan Construction, LLC
Green Bay, WI



August 24, 2018

Green Bay Area Department of Community and Economic Development
 Attn: Ken Rovinski
 100 North Jefferson Street, Room 608
 Green Bay, WI 54301

Dear Ken and Selection Committee:

We are pleased to submit a proposal in response to your RFP (revised May 24, 2018) for re-development of the 200 Block N. Adams St. Our goal is to support the AuthenticCity initiative to revitalize Green Bay's downtown district by merging elements of Green Bay's current historical district with recent additions to the river front City Deck area. Our proposed project will bolster a vibrant commercial and residential district that demonstrates Green Bay's focus on the future.

We propose two high-rise buildings joined by an open, green courtyard that will add a bold, unique, and distinctive shape to the city's skyline. The ground level floors will house commercial space and upper level floors will meet market demands for apartments, condominiums and offices. Our proposed mixed-use development will provide a safe, healthy, well-connected site that complements existing venues while enhancing the beauty and vitality of the downtown district.

Barsan Construction brings fresh, contemporary perspectives while Base Companies has a long, established reputation of its commitment to the city's economic development. CD Smith Construction brings extensive experience in large-scale construction projects, including a downtown Green Bay partnership with Base Companies. Together, the groups will form a joint-venture to successfully launch and complete this project. We hope this project is the first of many revenue-producing, Class A developments that go beyond the expectations of the city's current and future leaders.

While Green Bay is the state's oldest city, we aim to build its reputation for being futuristic – a location that attracts people of all generations and entices entrepreneurs to live and work here. We are excited for the opportunity to put Green Bay on the fast track for being the premier city of Wisconsin.

Best Regards,

A handwritten signature in black ink, appearing to read 'Paul Belschner'.

Paul Belschner, President
 Base Companies, LLC

Sincerely,

A handwritten signature in black ink, appearing to read 'Filip Barsan'.

Filip Barsan, President
 Barsan Construction, LLC

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Development Team

Our team is comprised of Paul Belschner, Joash Smits and Karen Klevesahl of Base Companies LLC, Filip Barsan and Dr. Barbara Lee of Barsan Construction LLC, Michael Krolczyk, CD Smith Construction, Julia Thomas with Designs Of The Interior, and Mike Higgins of Elite Realty Partners from Keller Williams. With their respective co-workers, colleagues and subcontractors, they will plan, implement, oversee, and finalize all phases of the 200 Block North Adams Street initiative.



From left to right,
Base Companies LLC
CEO/President

Paul Belschner

VP of Operations and
Administration, and

Karen J. Klevesahl

Director of Development

Joash R. Smits

basecompaniesllc.com



Barsan Construction LLC

CEO/President

Filip Barsan

kw.com

barsanfoundation.org



C.D. Smith Construction
Executive Vice President

Michael L. Krolczyk

cdsmith.com

Marshfield Clinic Research Institute
Project advisor and Safety Professional
Federal Funding Recipient

Dr. Barbara Lee

marshfieldresearch.org
barsanfoundation.org



Designs Of The Interior
Interior Designer

Julia Thomas

dotigb.com



Elite Realty Partners, KW
Real Estate Specialist
Agent/Broker

Mike Higgins

kw.com



Concept Overview

Green Bay's downtown district will be energized with the addition of our proposed 200 Block Adams complex. Unique design and high-quality construction will be trademarks of this mixed-use development. The city's skyline will feature this sleek, dual building structure. An open courtyard with amenities for relaxing will join the two buildings of different heights. The higher rooftop will provide about 20 miles' visibility, including views of the Lambeau Field. The contemporary appearance and robust function of the buildings augment the Packers Heritage Trail Plaza at one corner and complement the elegant Northland Hotel at the opposite corner. The neighborhood will become a vibrant setting for visitors, residents, shoppers and workers.

Underground parking space (two levels) will be constructed before laying high-rise building foundations. Parking spaces are located around, under and within the two buildings. Approximately 300 parking spaces are expected. For the general public, there are 121 (21 above ground and 100 underground – with multiple electric charging stations and handicap spaces. Designated residential parking will include 183 spots; with multiple handicap spaces and electric charging stations. Both public and residential parking areas will provide space for bicycles and motorcycles. Specially designated space for taxi, Uber, Lyft pick-up/drop off is conveniently located near the residential lobby. An option for connecting with the city's Cherry Street parking lot will be considered.

The Phase I (west) building is 11 stories above ground, comprised of retail, office, and recreational space, as well as approximately 50 apartments including studio, one- and two-bedroom options. Retail space on the first floor is intended for occupation by small shops such as bakery, coffee/sandwich, dry cleaners, hairdressers, souvenir shop, and other vendors. A designated

common space will offer free high-speed internet. A small fitness center may be included. Second and third floors will include parking space and a few offices for rent. A fourth-floor restaurant will include outdoor patio space. A swimming pool area for residents is being considered. This building also includes three open rooftop spaces for up to 8 residential units and the 11th floor may have a rooftop gathering space for all residential tenants.

The Phase II (east) building starts at the fifth floor and raises to 16 floors above ground. Floors five through 13 will include up to 64 one- and two- bedroom condominiums; and the top three floors will include 12 executive condominiums and 4 penthouse suites. Approximately half of the condominiums have outdoor access with decks.

Occupants of this new development will have affordable options for business and residence. Commercial space will be set at market price. Apartments offer a range of affordable rent prices depending on location and size. Condominiums will be set at different break points and first purchasers have options for personalized modifications.



Alignment with Strategy

This mixed-use high-rise development aligns with the Green Bay community and economic development goals of being safe, healthy, connected and appreciated.

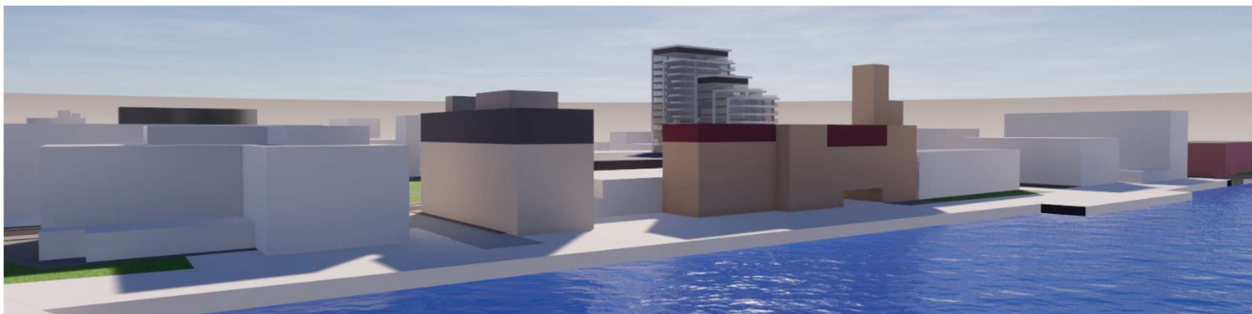
Safety of structures and the surrounding environment are of utmost importance. Given that this project is not rehabilitating old buildings, our safety plans focus on new construction that is held to the highest standards. CD Smith Construction, Inc. has a long-standing history of adhering to worker safety during the construction process; and ensuring their buildings exceed national and local building codes. Safety within the buildings will be monitored and upheld per a Management firm. Exterior safety, including building lighting toward streets, sidewalk maintenance, snow removal, etc. will be included in the management contracts. Where possible, heated sidewalks for eliminating snow and ice, will be considered. For office buildings, apartments and condominium locations, there is limited access in order to guarantee safety to residents and tenants.

The Packers Heritage Trail Plaza and surrounding courtyard (including water jets, benches, flower pots, artwork) are open to the public. Safety and security will be assured via a contract for security services and coordination with the city police department.

Transportation hazards are being addressed in several ways. Underground and above ground parking ramp (public and private) areas will be appropriately marked, spaced and monitored for safety and security. All parking areas will be supervised by 24-hour camera surveillance. An option to develop access above ground to the Cherry Street parking ramp will be considered. Street-side parking may be improved from its current status by extending curbs and allowing for angled parking. There may be at least two dedicated parking spots for Taxi/Uber/Lyft outside the condominium lobby entrance and the retail/restaurant entrance.

To enhance human-powered transportation, wider sidewalks will be factored into construction design. We envision that the open courtyard area will attract residents and tourists who are walking or traveling by bicycle. Seating benches will allow for resting and relaxing.

The contemporary design and mixed-use purposes of this development are expected to attract individuals with respect and appreciation for public safety and the city's police personnel. Thus, we hope to minimize any burden on the police department.



Healthy environments promote wellbeing for individuals and the community at large. Prior to the onset of construction, environmental testing will be conducted to ensure the area is free from physical contamination (soil, water). Our team has extensive and current experience in creating high-rise structures with state-of-the art technology. This project will comply with Leadership in Energy and Environmental Design (LEED) principles. Working with the architect of record, we will integrate concepts for creating healthy, highly efficient and cost-saving buildings.

Health and well-being of residents and tenants in our buildings will also be improved by minimizing nuisance noise from traffic and crowd events in the districts. Construction and design measures for internal spaces will conform to the newest options for sound barriers in relevant areas. At the same time, there are open air spaces on ground level and upper level courtyard, patios and decks will give individuals full access to watch and listen to off-site fireworks, music and urban sounds.

Connectedness with neighboring properties is an important aspect of our proposal. The nearby blocks are anchored by landmarks such as the Meyer theater, City Hall, City Deck/riverfront and the forthcoming FoxConn commercial space. A natural flow of human-powered traffic will occur as our residents and tenants also take advantage of other downtown amenities. The retail spaces in our Phase I structure will complement those of nearby retail options and establish the basis for future retail expansion in nearby buildings. Our apartments and condominiums are merely across the street from the river front and will generate more commerce and recreation with City Deck/riverfront region. Events can be easily accessed by local residents and business employees.

Working in collaboration with the Green Bay Public Works Department, our construction plans will strive to address the needs for public water, sewer, storm water, and utility using the latest technology and designs that will account for future growth of the downtown area.

Beauty and appreciation will be incorporated into the construction design and connecting spaces. Our fresh, robust and distinctive development will become a focal point for Green Bay's downtown district and will be a trend-setter for future growth and sustainability of the urban lifestyle that the younger generation is seeking. Exterior design of the two high-rises may feature lighting for special themes/events/holidays such as often displayed by landmark structures such as the Empire State Building. Any urban setting with such light displays is a source of pride and excitement for residents and visitors. Retail/commercial signage and artistic elements will be established by tenants and the metal overhang allows for frequent changing of flags, etc. reflecting holiday themes, city events, and commercial activities. In reference to the AuthentiCity plan (figure 7, lot C), there are many potential opportunities for engaging the community in one-day events and festivals when the public square/green space is finalized. We envision this area to be enjoyed and highly desired by individuals who want urban living with all the amenities that go with it. Upon reviewing our project plan, Chamber of Commerce president, Laurie Radke stated; "Wow! Green Bay could use a development like this. It would certainly attract young professionals!"

Design and Use

Building Use

	<i>Sq Ft</i>	<i>Total</i>
<i>Parking Garage, Trash</i>		~146,935
<i>Retail 1st Floor</i>		~16,501
<i>Office</i>		~8,610
<i>Office Green Space</i>		~2,460
<i>Restaurant</i>		~4,954
<i>Restaurant Patio/Balcony</i>		~4,405
<i>Tenant/Resident Common Space</i>		~12,650
<i>Tenant/Resident Pool/Green Space/Balcony 5th Floor</i>		~11,775
<i>Apartment Building</i>		~55,280
<i>Tenant Patio</i>		~4,500
<i>Condo Building</i>		~103,060
<i>Resident Patio</i>		~1,860
Total		~372,990

View from the west/southwest as seen in *Figure 1a*, *Figure 2a*, *Figure 3a* and *Figure 4a*



Figure 1a



Figure 2a

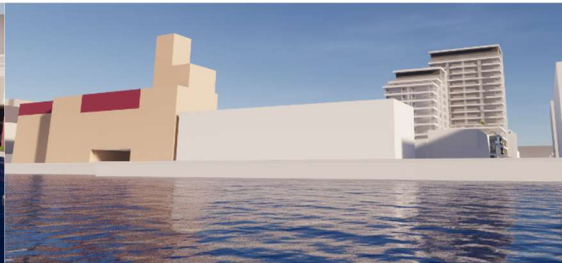


Figure 3a



Figure 4a



Figure 5a

The open space show in *Figure 5a* will be a public area with outdoor seating for cafes.

With advice from city leaders we will add art and recreation options into this space such as water jets (as seen below), water fountains, seating, and a small stage for special events.





Figure 6a

[REDACTED] would like to start a new restaurant in the space seen in the image above. (Figure 6a) (See letter of intent)



An example of how the view and restaurant would be.



An optional bar area would complement the experience.



View from southwest.

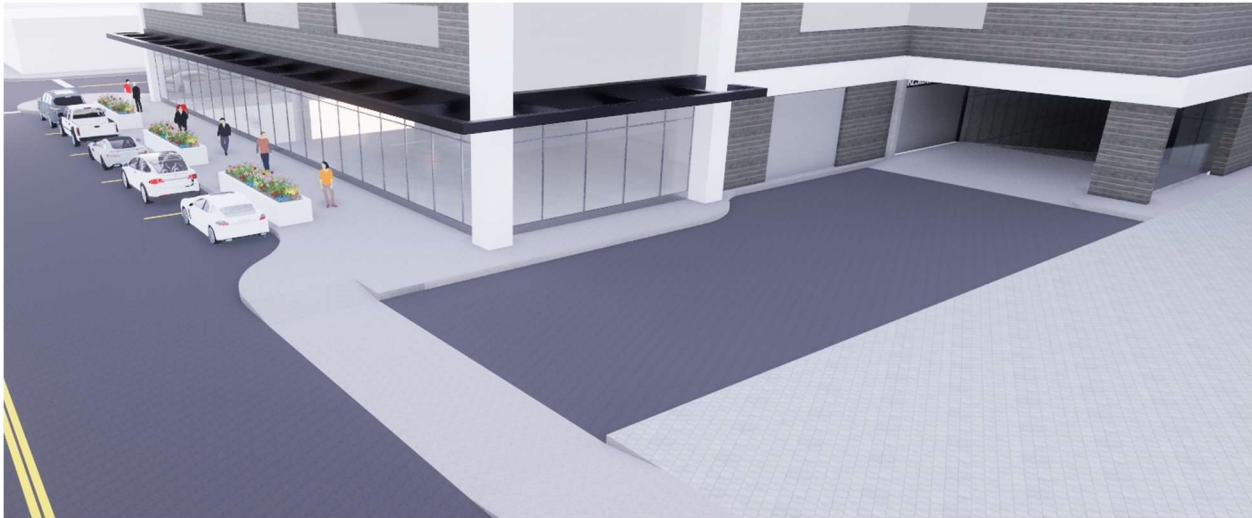
The tenant/resident green area may feature a swimming pool along with a large patch of grass and big flower planters.



Seasonal swimming pool

The 4th floor balcony seen in the right image will be open only to residents and tenants.





Picture above shows Adams St (left) and the drive into the parking garage



Left image shows the private garage entrance to resident parking and entry to underground parking

Looking south



View from southeast



View from southeast



The contemporary overhanging metal beams will provide some shade and can also serve as support for seasonal lighting and decorations thus enhancing the city's liveliness and charming character.





View from north

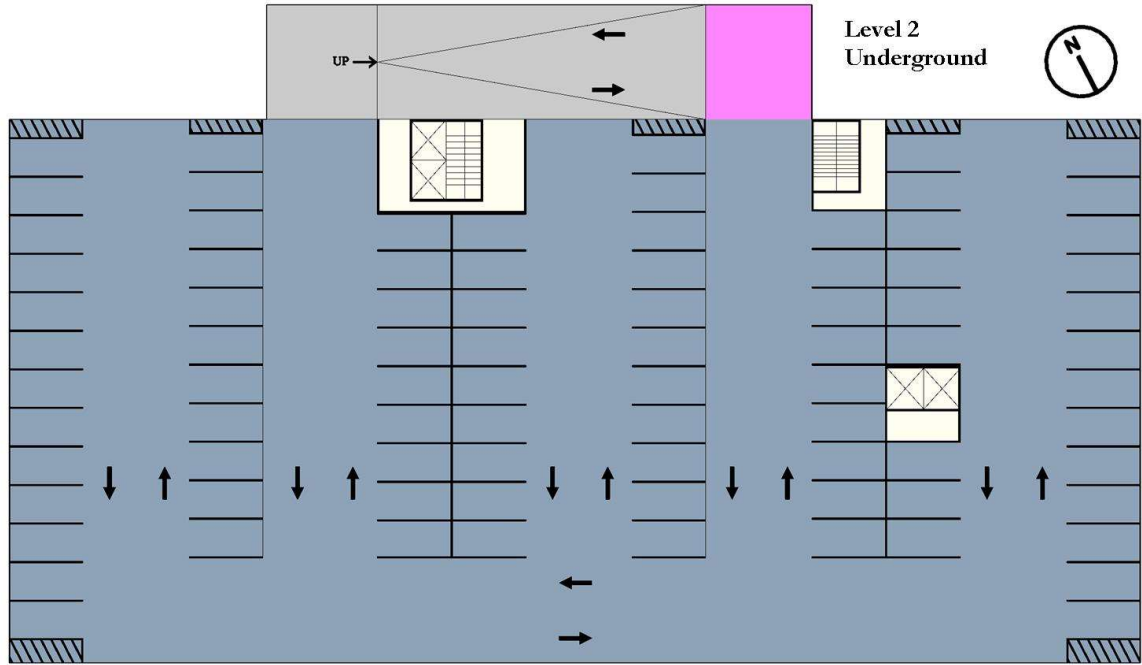


Views from N Adams/Schreiber lawn

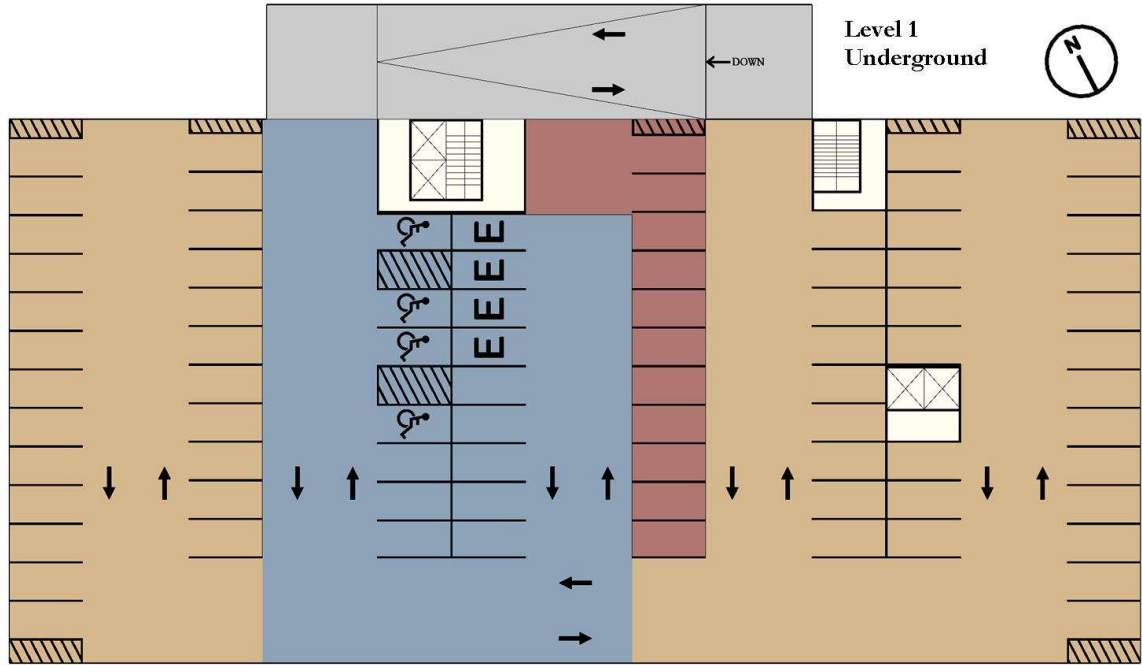
Looking south from N Washington



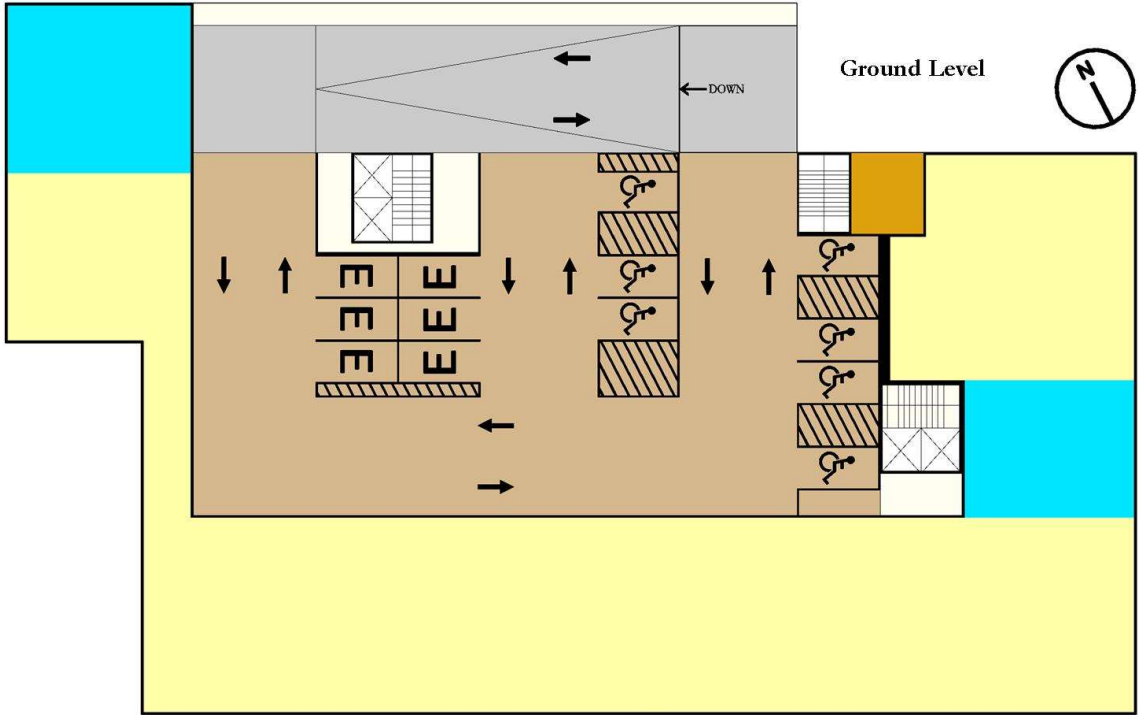
As seen from south/southwest



- Ramp
- Bicycle Storage/Parking
- Public Parking

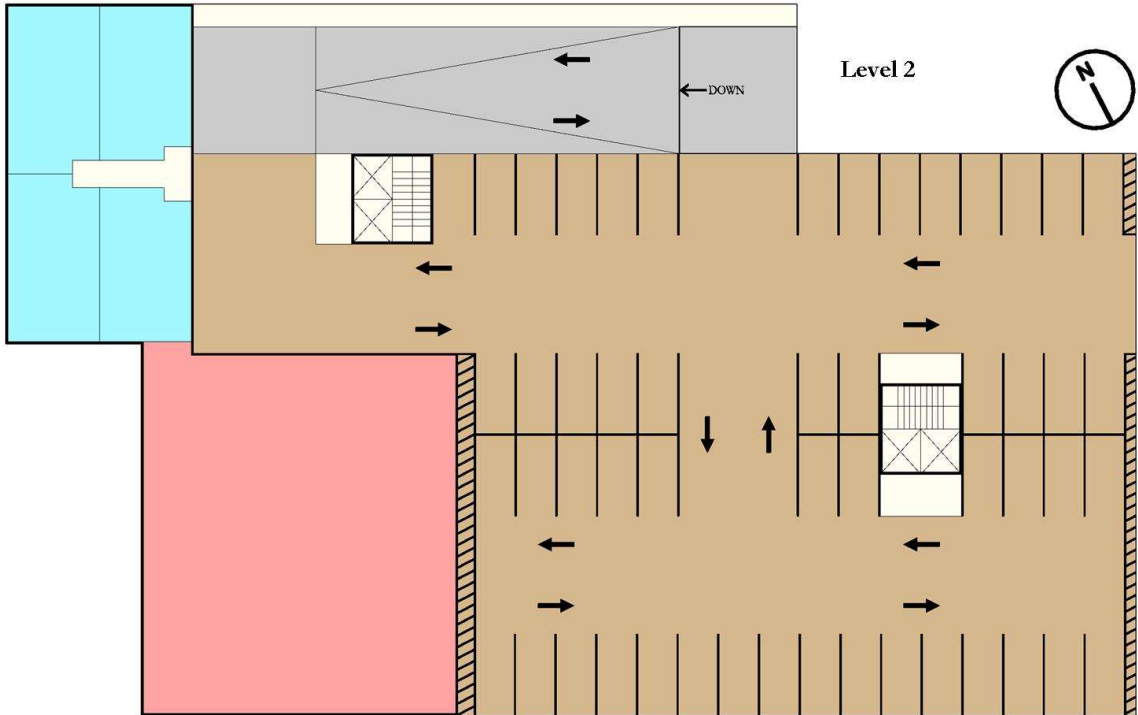


- Ramp
- Public Parking
- Resident Parking
- Office Parking
- Electric Vehicle Parking



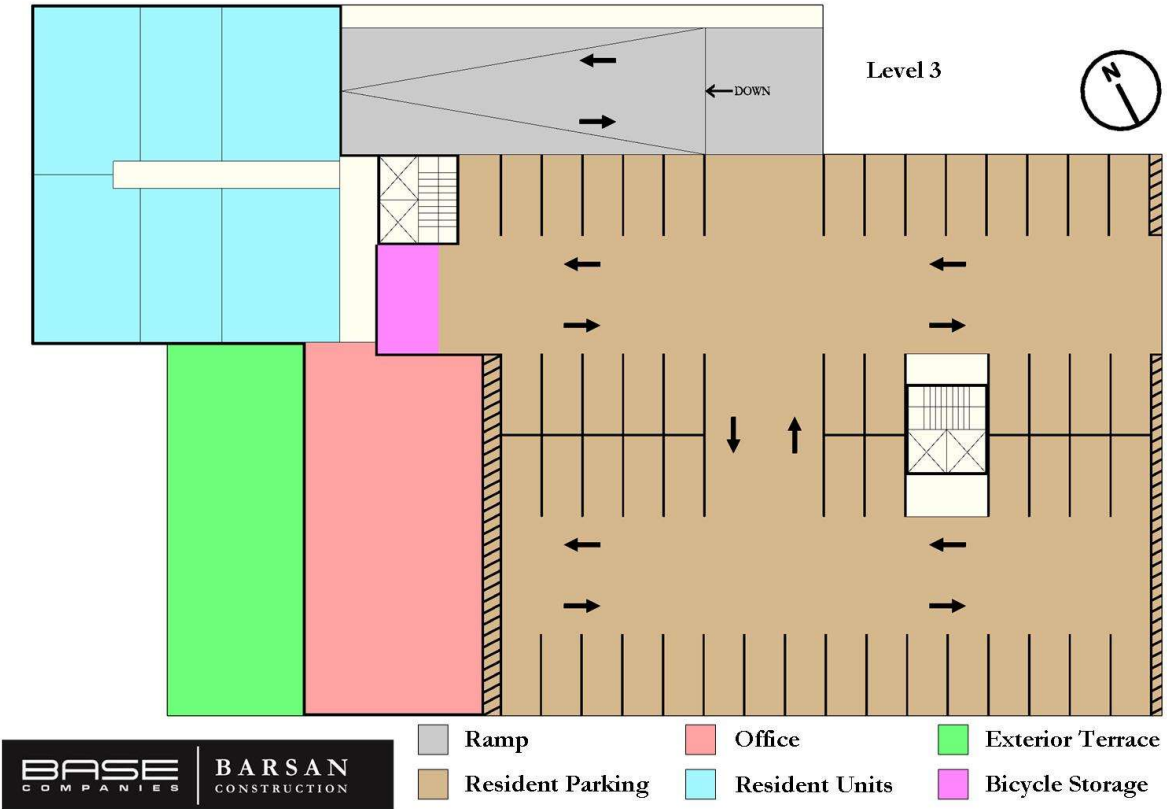
BASE COMPANIES | **BARSAN CONSTRUCTION**

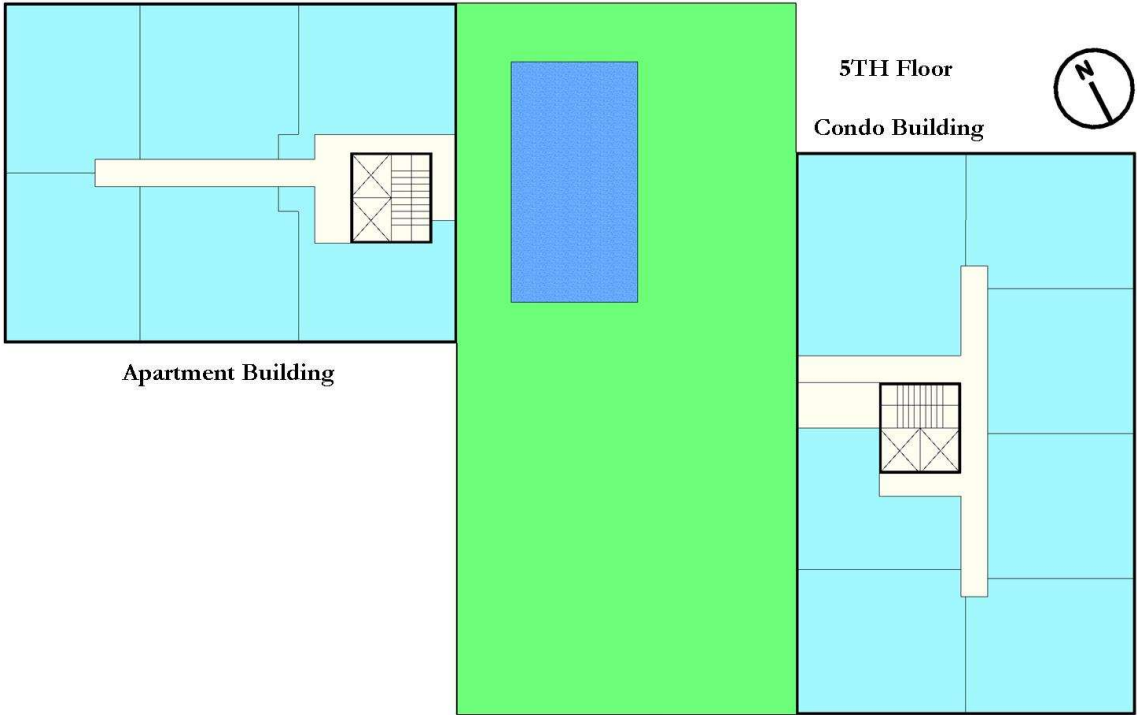
- Ramp
- Retail
- Trash
- Resident Parking
- Resident Lobby
- Electric Vehicle Parking



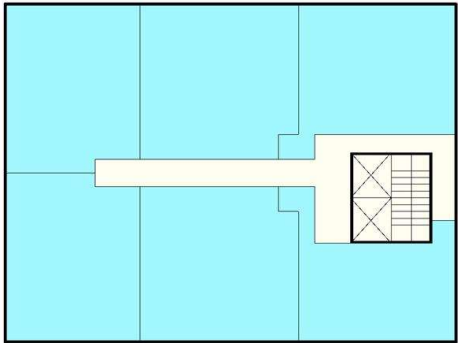
BASE COMPANIES | **BARSAN CONSTRUCTION**

- Ramp
- Office
- Resident Parking
- Resident Units





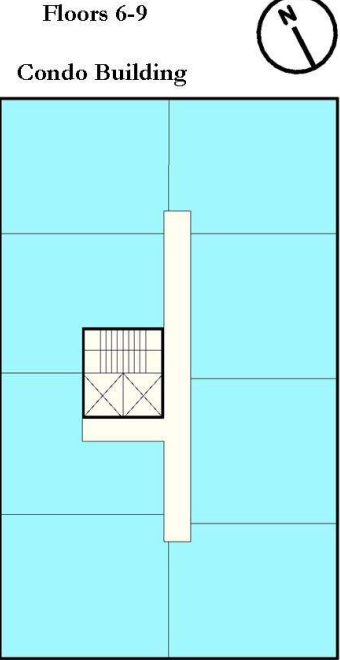
- Swimming Pool
- Resident Units
- Exterior Terrace



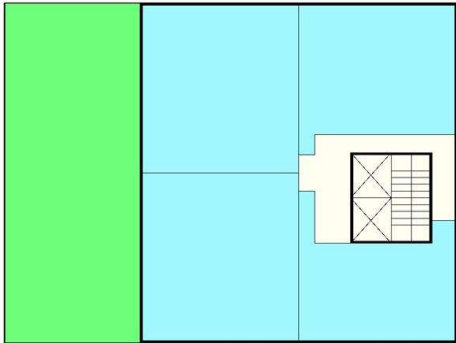
Apartment Building



- Resident Units

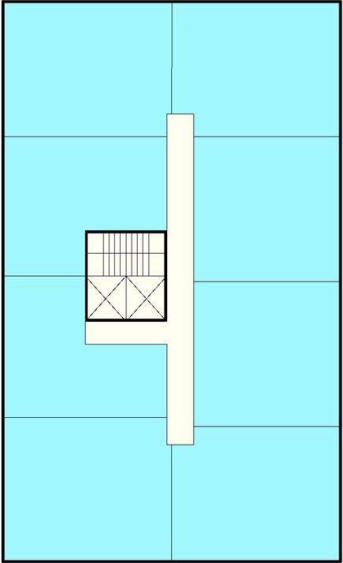


Floors 6-9
Condo Building

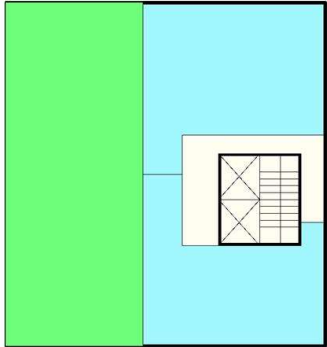


Apartment Building

10TH Floor
Condo Building

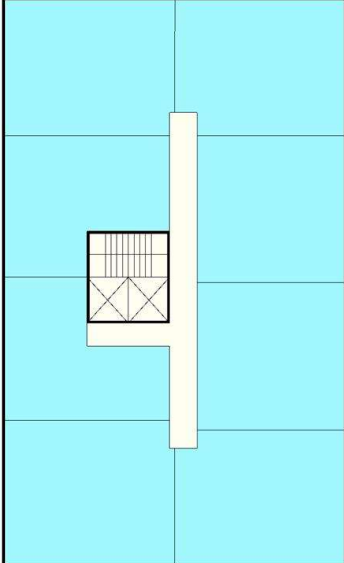


- Resident Units
- Exterior Terrace



Apartment Building

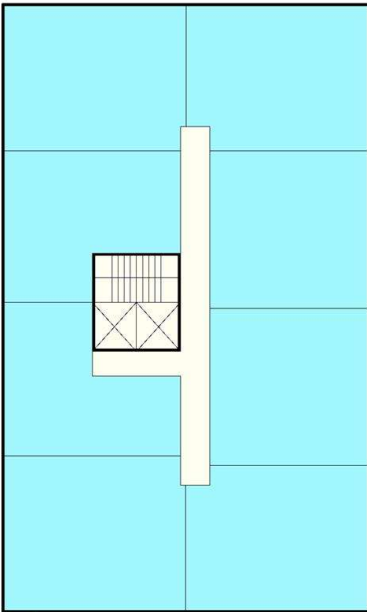
11TH Floor
Condo Building



- Resident Units
- Exterior Terrace

Floors 12-15

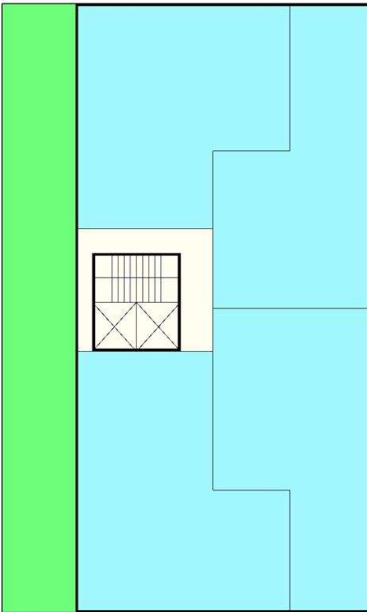
Condo Building



Resident Units



16TH Floor
Condo Building



Resident Units

Exterior Terrace



Long-range use of this mixed-use development project will be factored into key concepts for initial occupancy and overall design. Our goal is to develop a long-term relationship in which we can work together for ongoing re-development of the downtown region to achieve goals as outlined in the AuthentiCity planned recommendations of 2014.

By connecting retail, office and residential facilities, we are addressing the “live-work-play” healthy lifestyle recommendations that are embraced by the younger generation as well as seniors.

Parking

This development will have two levels of below ground parking as well as ground and above level parking options. Spaces will be designated for the public and there are dedicated spaces for residents of the apartments and condominiums. With guidance from city planners we will determine the anticipated number of total parking spaces that may be needed by the year 2030. We also want to anticipate the increased use of electric vehicles and will have a number of dedicated charging stations within the parking structure. Additionally, we are accounting for bicycles and motorcycles in parking lots.

Our high-rise buildings are located on the block adjacent to the city’s Cherry Street parking lot. Upon advice and in collaboration with the city, we may consider creating a climate-controlled skywalk. At a minimum we will ensure safe walkways with pronounced signage to facilitate maximum parking lot usage. Public transportation and tourist bus parking will be arranged if deemed appropriate.

	Above Ground	Below Ground	Total
<i>Public Parking</i>	21	92	121
<i>Resident Parking</i>	117	54	172
<i>Office Parking</i>		11	11
		Total	304

Public Art

At least 1% of our budget will be dedicated to enhancing the public courtyard and nearby spaces with artistic features that blend with the Packers Heritage Trail Plaza and also complement the contemporary nature of these two new buildings. In addition to a sculptured water fountain, we are including seating areas, large-scale flower pots and a sun-shade overhang. We will work in unison with the Green Bay Public Arts Commission (GBPAC) to fulfill their mission of integrating arts and culture as an essential part of life in this area. Our partnership with GBPAC is already supporting their initiatives such the sculpture art and gallery displays within the Rail Yard Innovation District.

The internal building areas will feature contemporary, upbeat color themes, artwork and structures, aimed to please residents, tenants, and customers, thus, minimize turnover. Local interior and artistic design vendors will be utilized to accomplish this objective. (See letter of support/intent)

Market Analysis and Financing

The downtown district will greatly benefit from our proposed buildings. We have analyzed other apartment options to determine market values and likely occupancy rates. As noted in the chart below, the monthly rent of apartments will be somewhat higher than the complex that currently has the highest quality apartments. At the same time, we will have some small, studio-type options for affordable options for single dwellers.

Apartments	401 N Washington St	335 N Washington St	115 E Walnut St	<i>Subject</i> 200 N Adams
Rent Charged		<i>Income Restricted</i>		
Asking Rent High	\$2,600	\$1,400	\$3,000	\$3,800
Asking Rent Low	\$890	\$500	\$795	\$750
Occupancy	98%	100%	100%	
Location/Condition				
Yr. Built	2015	Before 2000	2016	2020
Stories	5	8	8	11
Units	76	64	107	~50
Distance to Subject	.25 Mile	.05 Mile	.03 Mile	
Unit Amenities				
Balcony/Patio	Yes	Yes	Yes	Yes
AC	Yes	Yes	Yes	Yes
Range	Yes	Yes	Yes	Yes
Refrigerator	Yes	Yes	Yes	Yes
Microwave	Yes	Yes	Yes	Yes
Dishwasher	Yes	Yes	Yes	Yes
Washer/Dryer	Yes	Yes	Yes	Yes
Sq Ft	612-1,012	500-1000	566-2000	600-1,500
Site Amenities				
Parking Fee	\$50	Yes	\$100	No
Extra Storage	\$25	No	Yes	\$25
Fitness Center	Yes	Yes	Yes	Yes
Common Conference RM	No	Yes	Yes	Yes
Common Clubhouse	No	Yes	Yes	Yes
Pool	No	No	No	Yes
Recreation Area/Terrace	Yes	Yes	Yes	Yes
Utilities (Included in Rent)				
Air Conditioning	No	No	No	No
Heat	No	No	No	No
Electric	No	No	No	No
Water/Sewer	Yes	Yes	Yes	Yes
Trash	Yes	Yes	Yes	Yes
Internet	Yes	Yes	Yes	Yes

Condominiums	118 S Washington St	101 Cherry St	<i>Subject</i> 200 N Adams
Sale			
Currently on Market	7	0	
With Accepted Offer	4	0	
Units Sold (Past 2 Yrs)	38	7	
Avg. DOM	89	72	
High Sale Price	\$242,500	\$445,000	
Low Sale Price	\$82,100	\$160,000	
Avg. Sale Price	\$143,293	\$277,214	
Units Expired (Past 2 Yrs)	3		
Avg. List Price	\$188,266	\$295,500	~\$460,000
Low List price			\$200,000
Location/Condition			
Yr. Built	1999	2005	2020
Stories	4	4	16
Units	133	20	~90
Condo Fee	\$224-\$448	\$140-\$350	~\$500
Distance to Subject	.08 Mile	.01 Mile	
Unit Amenities			
Balcony/Patio	Yes	Yes	Yes
AC	Yes	Yes	Yes
Range	Yes	Yes	Yes
Refrigerator	Yes	Yes	Yes
Microwave	No	Yes	Yes
Dishwasher	Yes	Yes	Yes
Washer/Dryer	Yes	Yes	Yes
Sq Ft	720-2,060	~800-2400	800-2,000
Site Amenities			
Parking	Underground	Underground	Above Ground
Extra Storage	No	Yes	\$25
Common Exercise Room	Yes	No	Yes
Common Conference RM	No	No	Yes
Common Game RM	Yes	No	Yes
Pool	No	No	Yes
Recreation Area/Terrace	Yes	Yes	Yes
Utilities (Included in Rent)			
Air Conditioning	No	No	No
Heat	No	No	No
Electric	No	No	No
Water/Sewer	Yes	Yes	Yes
Trash	Yes	Yes	Yes
Internet	Yes	Yes	Yes

Projected Budget

	Sq Ft	Cost	Unit	Total
BUILDING COST				
Retail (White Box)	16,500	137	SF	\$ 2,260,500.00
Office	8,610	150	SF	\$ 1,291,500.00
Office TI	8,610	62.5	SF	\$ 538,125.00
Residential (Apartments)	55,280	195	SF	\$ 10,779,600.00
Residential (Condo)	103,060	195	SF	\$ 20,096,700.00
Green Space for Office and Restaurant	6,865	45	SF	\$ 308,925.00
Green Space for Tenants/Residents	18,030	55	SF	\$ 991,650.00
Resident/Tenant Common Space	15,680	160	SF	\$ 2,508,800.00
Restaurant (White Box)	4,955	175	SF	\$ 867,125.00
Restaurant TI	4,955	62.5	SF	\$ 309,687.50
		Total		\$ 39,952,612.50
SITE AND PARKING COST				
Below Grade Parking	166	35000	STALL	\$ 5,810,000.00
Above Ground Parking	117	28500	STALL	\$ 3,334,500.00
Sitework	Lump Sum			\$ 800,000.00
Street Parking/New Improvements	Lump Sum			\$ 150,000.00
Excavation	Lump Sum			\$ 237,500.00
Earth Retention System	Lump Sum			\$ 250,000.00
Storm Water Retention System	Lump Sum			\$ 110,000.00
Site Utilities	Lump Sum			\$ 75,000.00
Landscaping	Lump Sum			\$ 40,000.00
Art	1.00%			\$ 607,000.00
Barricades and Fencing				\$ 30,000.00
		Total		\$ 11,444,000.00
	Total Hard Construction			\$ 51,396,612.50
SOFT COST				
Architectural & Engineering Fees	3.50%			\$ 1,607,370.00
Material Testing	Lump Sum			\$ 10,000.00
Permanent Financing Fees	1%			\$ 535,729.00
Land Acquisition	Lump Sum			\$ 759,480.00
FF&E and Appliances	140	4500	Unit	\$ 630,000.00
Legal	Lump Sum			\$ 55,000.00
Construction Interest	6%			\$ 1,500,000.00
Development Fee	6%			\$ 3,214,374.00
Developer Contingencies	Lump Sum			\$ 1,000,000.00
		Total		\$ 9,311,953.00
	Total Project Cost			\$ 60,708,565.50

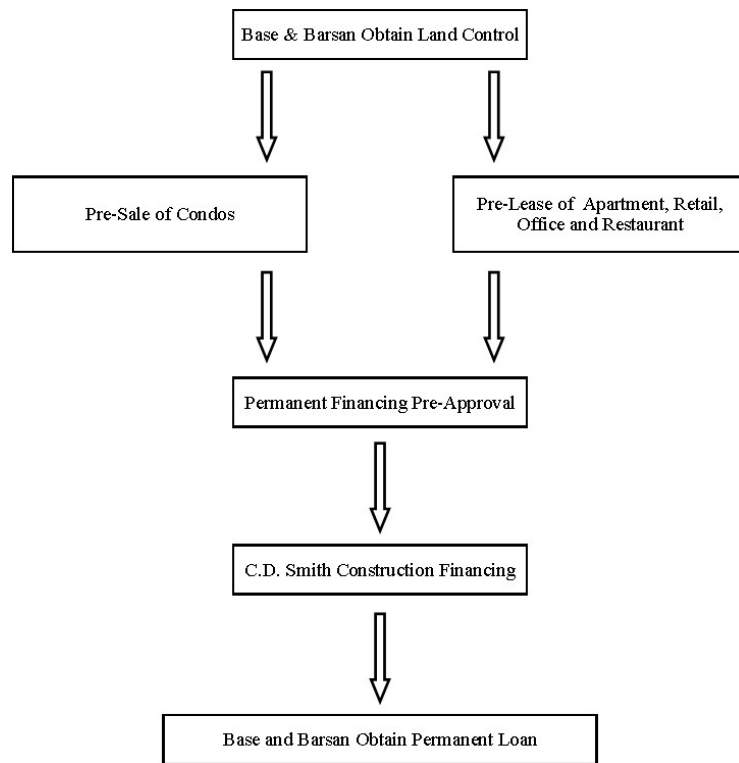
Total land cash offer is anticipated to be \$759,480. Subject to development agreement terms and conditions.

Financing

Construction financing will be provided through C.D. Smith given that the contingencies (presales, prelease, etc.) between the developer and the contractor are met. Once presales have met the minimum requirement for permanent take out financing, Base Companies LLC and Barsan Construction LLC will acquire a pre-approval letter from a preferred lender. At this point C.D. Smith would start construction. Once both phases are complete, Base Companies LLC and Barsan Construction LLC will assume a permanent loan on the remainder of the building (apartments,

retail, parking, office and such).

Refer to Figure 1b



Upfront TIF proceeds will be applied to public infrastructure and/or parking. Pay-go (pay as you go) proceeds will be used for ongoing maintenance and sustainability of the above-mentioned infrastructure investments. The amount of public funding requested within the development agreement will be similar, in nature, to other comparable downtown Green Bay redevelopments. I.e. 12-20% of project increment along with pay-go funding available subsequent to the city of Green Bay debt payment obligations related to upfront TIF funding. Application of such requested public funding will be

Figure 1b

mutually agreed upon between developer and the city of Green Bay.

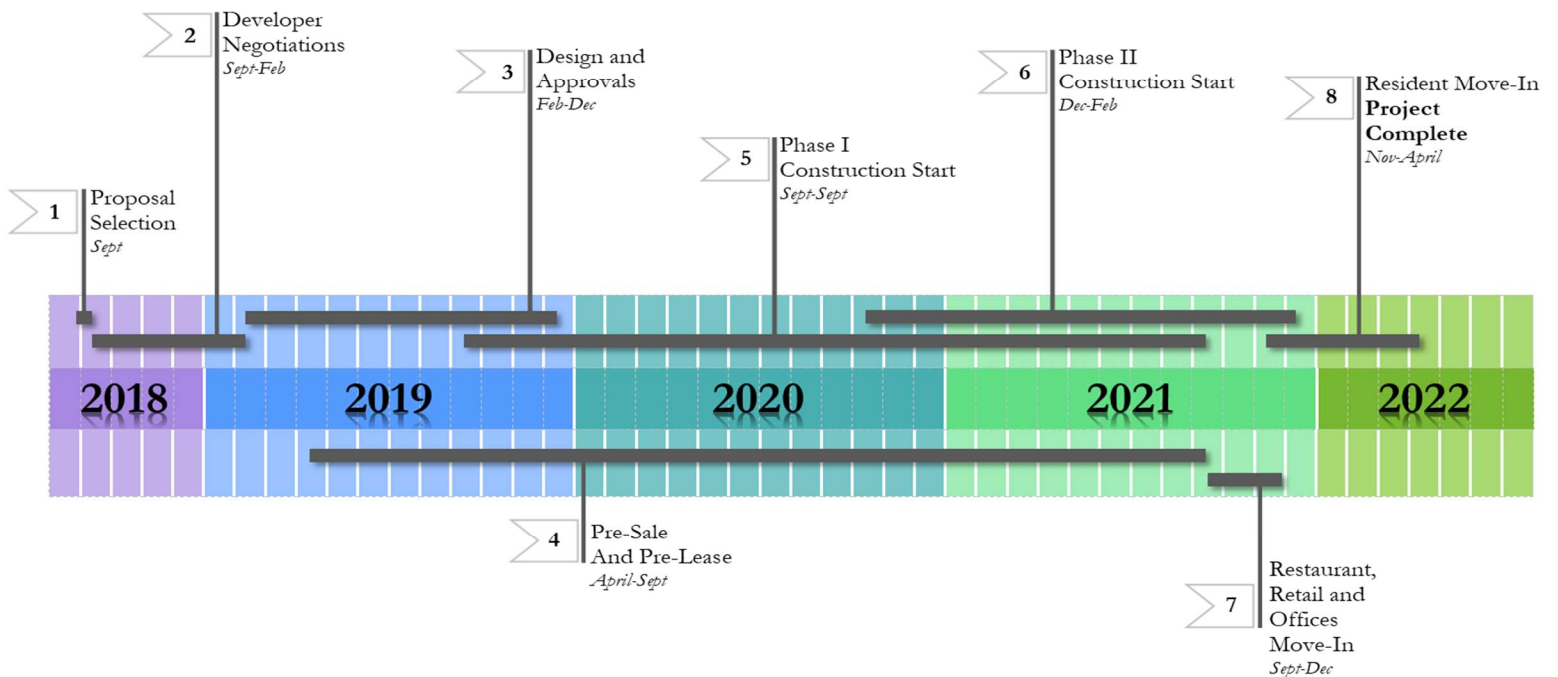
Tax Increment

Our expectation is \$40-50 million assessed value based upon projected project proposal. Assuming a \$22/per \$1,000 property tax rate, total incremental taxes would range from \$880,000 - \$1,100,000.

Phasing/Timeline

The timeline and phasing of construction and its completion is expected to span a little more than three years. Once negotiations are completed and design and plans are approved, pre-sales/pre-lease of condos and apartments will need to be met to obtain permanent financing pre-approval. Afterwards, the initial construction of the underground parking lot will commence. From there, the Phase I building with commercial space, offices and apartments will begin. As this building is confirming tenants, the Phase II condominium building construction will begin. Phasing of the two buildings will allow time for ensuring client satisfaction with construction, compliance with all building expectations, and securement of sufficient funding to meet deadlines. If we encounter shorter negotiation stage, then the following phases may begin sooner thus providing an earlier completion date.

Conceptual Phasing/Timeline



Capacity and Experience



Paul Belschner, CPA, MBA, President/CEO

Paul has more than 20 years of experience in finance and business administration pertinent to the property development and construction management services provided at Base.

Paul holds a B.S. degree in accounting from the University of Wisconsin – Green Bay and a Masters of Business Administration from the University of Wisconsin – Oshkosh. As an auditor and tax preparation specialist in the public accounting field Paul gained tremendous knowledge of the development and construction industry as well as familiarity of business strategies implemented within the respective industries.



Providing the proper information, feedback and guidance needed to excel in all aspects of the business operations is a management passion of Paul's.

Paul keeps very active within the industry as well as with his family and charitable organizations, including:

- Spending time biking, camping, and traveling with his wife, son (age 16, and daughter (age 15)
- Member, Construction Financial Management Association (CFMA)
- Member, Financial Executives International (FEI)
- Member, NFL Alumni Association—Green Bay Chapter
- Member, Meyer Theatre Corp.—Capital Campaign Committee ☐☐
- Active participant, Chamber of Commerce—CFO Roundtables
- Co-founder, treasurer, CASE (**C**onfidentially, **A**dvising, **S**upporting, and **E**ncouraging local business) Business Group
- National Conference Presenter and active member, Jack Miller Network, Promoting Redevelopment and Enhancing Municipal Relationships
- Board Member (Chairman) —Advance-Economic Development Division of The Green Bay Area Chamber of Commerce
- Board Member—Numerous Commercial Real Estate Condominiums
- Board Member—Boys and Girls Club of Green Bay
- Past President, Optimist Club of West Green Bay
- Board Member—Broadway BID-Business Improvement District Taxing Authority



PROJECT PROFILE

DDL Holdings LLC —22 Acre Historic Renovation and Development

DETAILS

PROJECT: The Rail Yard Innovation District

CLIENT: DDL Holdings LLC


LOCATION: Downtown Green Bay





Development and Results

The Rail Yard Innovation District is a 22 acre historic redevelopment / development located the heart of Downtown Green Bay, Wisconsin. In a few short years it has become a well known destination attracting people to **"Work. Live. Grow. Play. Dream."** from throughout Wisconsin and the World. With even more great things to come! Visit and you just might stay!



basecompaniesllc.com



Grounded in Developing Communities

PROJECT PROFILE

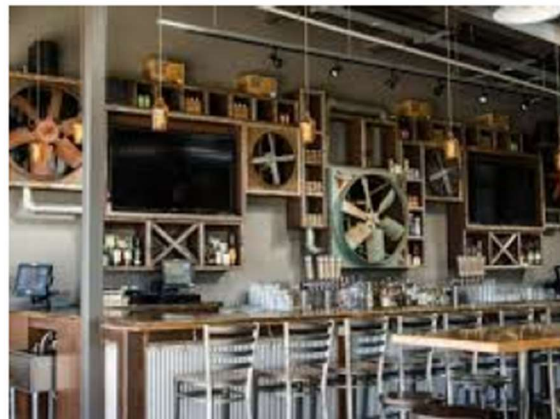
DDL Holdings LLC — 22 Acre Historic Renovation and Development

DETAILS

PROJECT: Titledown Brewing Company - Tap Room and Roof Tap, Brewing and Bottling Facility.

CLIENT: DDL Holdings LLC

LOCATION: The Rail Yard Innovation District



Development and Results

Titledown Brewing Company, an established restaurant and brewery, is located in the heart of **The Rail Yard Innovation District** in Downtown Green Bay, Wisconsin. Titledown Brewing Company, already a part of the Innovation District, out grew their space at the historic Depot and needed to expand. They could have chosen to build elsewhere but were determined to stay put - and help ensure that the historic buildings in the 22 acre development were saved and restored to unbenounced beauty!



basecompaniesllc.com



PROJECT PROFILE

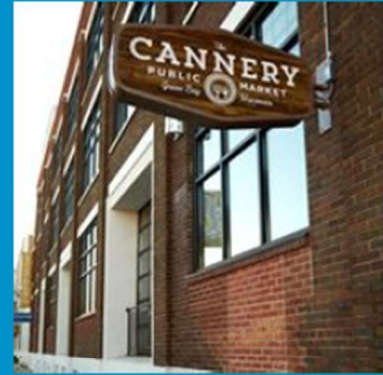
DDL Holdings LLC — 22 Acre Historic Renovation and Development

DETAILS

PROJECT: The Cannery Market and Restaurant

CLIENT: DDL Holdings LLC

LOCATION: The Rail Yard Innovation District



Development and Results

The Cannery, a “farm-to-table” restaurant and market, is located in the heart of **The Rail Yard Innovation District** in Downtown Green Bay, Wisconsin. The owner, John Pagel, had a dream, a big dream... We worked with John and his family and together made that dream come true! A truly remarkable place .



basecompaniesllc.com



PROJECT PROFILE

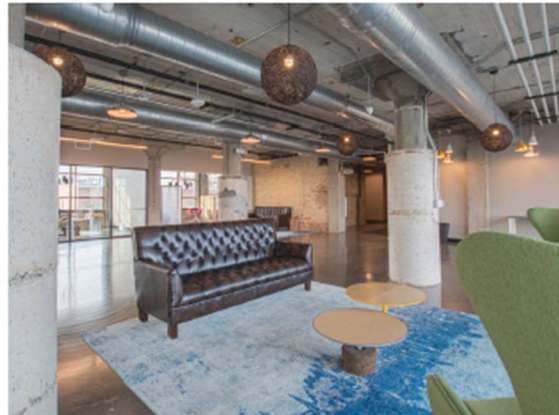
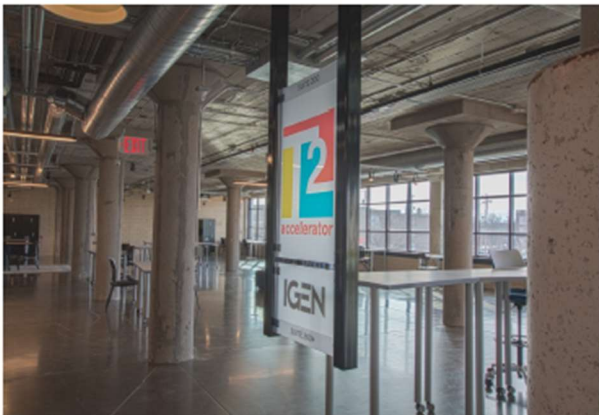
DDL Holdings LLC —22 Acre Historic Renovation and Development

DETAILS

PROJECT: T2 Accelerator

CLIENT: DDL Holdings LLC

LOCATION: The Rail Yard Innovation District



Development and Results

Located in downtown Green Bay, on the campus of the former Larsen Green, T2 Accelerator and **The Railyard Innovation District** stand as a testament to the next steps of the economy and our community. As the fiber hub of Green Bay, T2 has been called “the fastest internet in town.” T2 also has the ability to re-sale dark fiber access to area businesses.



basecompaniesllc.com



PROJECT PROFILE

DDL Holdings LLC —22 Acre Historic Renovation and Development

DETAILS

PROJECT: Khrome

CLIENT: DDL Holdings LLC

LOCATION: The Rail Yard Innovation District



"At every business start, there are uncertainties. That's true whether you're launching a startup or leading a 'start-over' like I was. Yet there was one big decision was always a sure thing in my mind: I wanted my company to open its doors in The Rail Yard. The building's history, the aesthetics, the space, the downtown location, the vibe, the energy—it's all here and it's everything our agency brand represents. It's been the perfect fit for us in every way, and the perfect professional magnet for clients." --Jim Rivett, President/ Creative Director, KHROME

Development and Results

Khrome Agency not only chose Base and **The Railyard Innovation District** once - but twice! They were one of the first to settle in to the district as we began the development of 22 acres. They loved it, grew their business and when it came time to expand they worked with us again and located in the buildings right next door—just one street address away. A true testament of the success of the development and its continued growth!



basecompaniesllc.com



PROJECT PROFILE

Centennial Centre Marketplace, Hobart, Wisconsin

DETAILS

PROJECT: Centennial Centre Marketplace
LOCATION: Centennial Centre Marketplace,
560 Centennial Centre Blvd., Hobart, Wisconsin



Development and Results

The residence of the Vilage of Hobart requested it... and Base made it happen! **The Marketplace District** is an upscale commercial development and is home to Trout Creek Veterinary Center, Hobart Family Chiropractic and Reading Connections. A restaurant and barbershop soon to come—and much much more! As the saying goes, “Build it and they will come!”



basecompaniesllc.com



PROJECT PROFILE

Trout Creek Veterinary Center

DETAILS

PROJECT: Trout Creek Veterinary Center

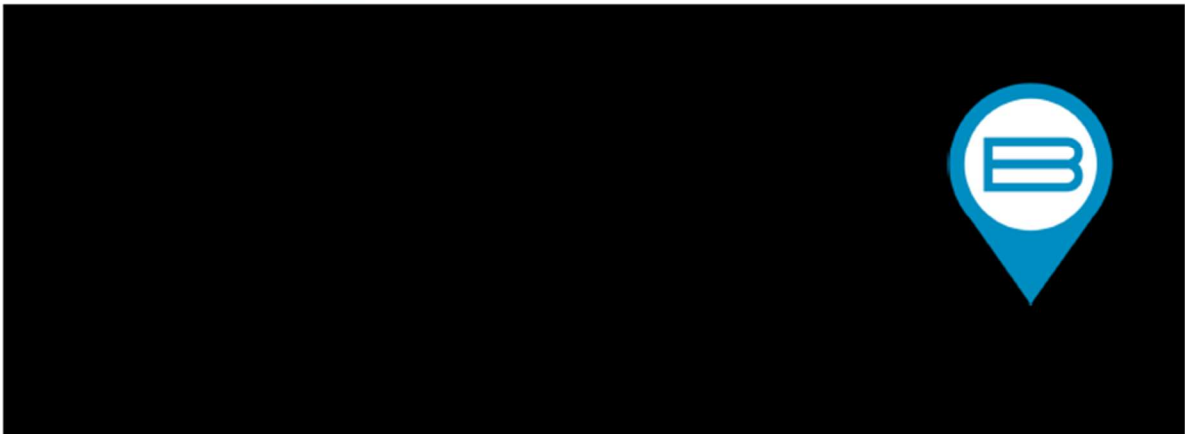
CLIENT: Dr. Tracy Kusik

LOCATION: Centennial Centre Marketplace,
560 Centennial Centre Blvd., Hobart, Wisconsin



TROUT CREEK

VETERINARY CENTER, LLC



BASE COMPANIES

Grounded in Developing Communities

PROJECT PROFILE

Hobart Family Chiropractic

DETAILS

PROJECT: Hobart Family Chiropractic

CLIENT: Dr. Marie-Andree Gelinas, DC,
CACCP

LOCATION: Centennial Centre Marketplace,
560 Centennial Centre Blvd., Hobart, Wis-



Development and Results

Dr. Marie, a native of Troir-Rivieres, Quebec, one of two original anchor businesses in the Centennial Centre Marketplace brought her successful Neenah practice to Cetennial Centre District where her business continues to grow and thrive! Dr. Marie is such a proponent of the District that she takes time to organize food truck rallies and family movie nights at the Centre and in the District. People come out in droves for these fun events!



basecompaniesllc.com

BASE COMPANIES

Grounded in Developing Communities

PROJECT PROFILE

Reading Connections

DETAILS

PROJECT: Reading Connections

CLIENT: Rick and Mary Bowers

LOCATION: Centennial Centre Marketplace,
560 Centennial Centre Blvd., Hobart, Wisconsin



READING CONNECTIONS INC.



Development and Results

The mission of Reading Connections Inc., a not-for-profit organization, is to bring literacy to individuals requiring unique research-driven instruction in reading, spelling and comprehension. The Bowers brought their business to Centennial Centre Marketplace in the fall of 2017. The community and family based company founded in 1996 has experienced great success in their new found Marketplace home!



basecompaniesllc.com



Filip Barsan
CEO, President



BARSAN CONSTRUCTION

Filip Barsan is President of Barsan Construction, licensed realtor and commercial broker with Keller Williams, Green Bay. He has nearly a decade of experience in construction and more recently expanded into commercial real estate development with a passion for creating high quality living and working spaces for people of all generations and backgrounds.

Filip has lived in Marshfield, WI and Seattle, WA before moving to Green Bay. His early work experiences included residential remodeling projects with his father and brothers at Barsan and Sons, LLC. In addition to remodeling projects, Barsan and Sons were the primary recommended contractor for over 10,000 residential units through one of the most successful property management firms in the state of Washington. Later Filip developed skills as a site superintendent, estimator, and financial manager at Optima Construction of Kirkland, WA, while honing his technical and management skills at Lake Washington Institute of Technology.

In 2016 Filip moved to Green Bay to pursue his dream of becoming a commercial real estate developer. He owns and operates an apartment complex with attention to the details that tenants and neighbors desire and expect. He is becoming well connected to the Green Bay area development community and other Wisconsin-based developers.

For work-life balance, he enjoys golfing, volunteering for community events, outdoor water and snow sports and the Green Bay Packers. Whenever possible, he spends time with his immediate and extended families in Washington and Wisconsin.

Originally from Romania, Filip became a naturalized U.S. citizen in 2017 and he strives to give back to his native homeland. He is the President and Founder of the Barsan Foundation, a not-for-profit (501(c)3) organization, dedicated to improving the wellbeing of families and children in Eastern Europe. Projects of the Barsan Foundation include providing food, fuel and education to impoverished families via trusted, established systems.

Filip is extremely motivated and persistent in pursuing positive outcomes. His vision for the future is a thriving and sustainable community for Green Bay, WI and its surrounding areas.

He is currently involved in numerous larger scale projects with local developers and municipalities.



08.27.2018

RE: GREEN BAY MIXED-USE DEVELOPMENT

Paul Belschner
President and CEO
Base Companies LLC
340 N. Broadway
Suite 460
Green Bay, WI 54303

920.764.0832

Dear Mr. Belschner:

On behalf of our entire team, we are extremely excited for the opportunity to be a part of your team and to be involved in such an exciting, high profile project in the City of Green Bay.

EXPERIENCE

C.D. Smith's experience in this area is extensive. We are currently completing large, complex mixed-use developments in Milwaukee, Madison and La Crosse. Projects include 7seventy7, the 34-story housing tower in downtown Milwaukee for Northwestern Mutual; Hill Farms, a 600,000 sf office building and 1,800 stall parking structure in Madison; and Belle Square, a 325,000 sf development featuring residential, office, retail and parking located on a city block in La Crosse, described in detail on the following page. It would be our pleasure to add a Green Bay mixed-use development project to our portfolio.

RELATIONSHIP APPROACH

Our philosophy is to create lasting relationships with each client and developer we are privileged to partner with. We create these relationships through trust, transparency and dedication to delivering the very best customer service. We will work collaboratively with your team in an "open-book" process to ensure the owner maintains control and in depth understanding of their project schedule and budget throughout all phases. This relationship approach is critically important during the preconstruction phase to ensure all risks are properly mitigated and that project cost and time management are prioritized.

If you have any questions, please do not hesitate to reach out to me directly.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael L. Krolczyk".

Michael L. Krolczyk
Executive Vice President
920.948.2353 | mkrolczyk@cdsmith.com



BELLE SQUARE DEVELOPMENT

34-STORY MIXED-USE REAL ESTATE DEVELOPMENT

La Crosse, WI

SIZE

93 residences
110,000 SF office tower
30,000 SF retail space

COMPLETION

2018

VALUE

\$50 million

ARCHITECT

The Kubala Washatko Architects
(TKWA)

C.D. Smith Construction was selected as the construction manager and general contractor for the Belle Square project including The Residences at Belle Square housing component as well as the office, retail and parking components. The overall development has a construction cost of nearly \$50 million.

Belle Square is a dynamic complex integrating four main components: residential, office, retail, and parking in the center. The 93 upscale residences,

110,000-square-foot office tower, and 30,000 square feet of retail space contribute to the vitality of downtown La Crosse. A vibrant community unto itself, Belle Square draws pedestrians to its street-level green spaces, which include a pocket park. The development's overarching design philosophy is sustainability, with paramount importance placed on environmental responsibility and the efficient use of resources.

DESIGNS OF THE INTERIOR



WHEN YOU HIRE ONE OF US, YOU HIRE ALL OF US.

We're truly a team. Although one member of our team will take the lead in your project, we all contribute. We solve problems together, always looking for the solution. The perfect approach for your unique situation. This provides a significant benefit to you through the powerful combination of all our skills and experience. You're not hiring a designer, your hiring a design team.

It's your home. It's your office. It's your space. It's your life, not ours. Your space should fit your life, your style. We listen intently to what's important to you and then translate that into the perfect space for you and your life. Don't settle for a designer that applies one style to every project. Find a style that is completely unique—yours. If you're like most people, you know beauty when you see it, but you have no idea how to create it from nothing.

We understand the language of design—we speak it fluently. From colors to fabrics to furnishings to accessories, our experience and innate sense of design flow freely. Through hearing your goals, your dreams, your necessities, we come to understand who you are. It's this relationship that allows us to craft environments that fit your life... perfectly.

Designs of the Interior
201 North Broadway
Green Bay, WI, 54301
Phone: 920-437-3549
Fax: 920-437-3578
designs@dotigb.com





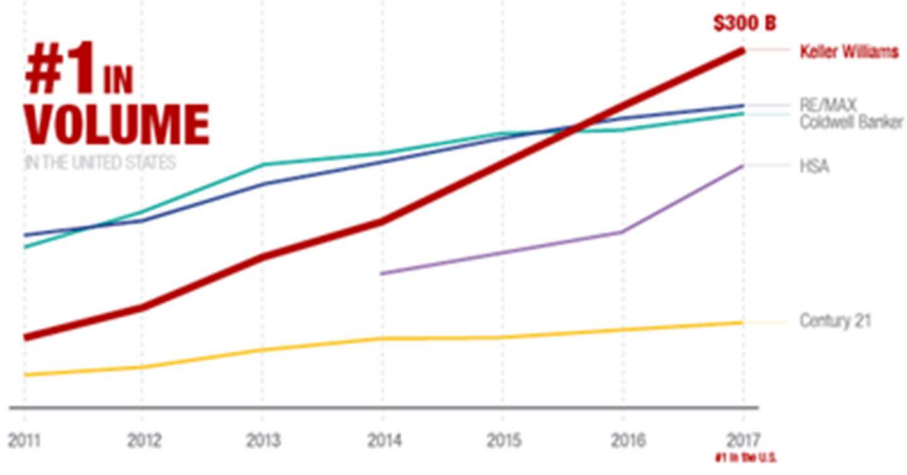
1 WE ARE KW

We are **ONE** Family. We have **ONE** destiny.
We share **ONE** Thing ...

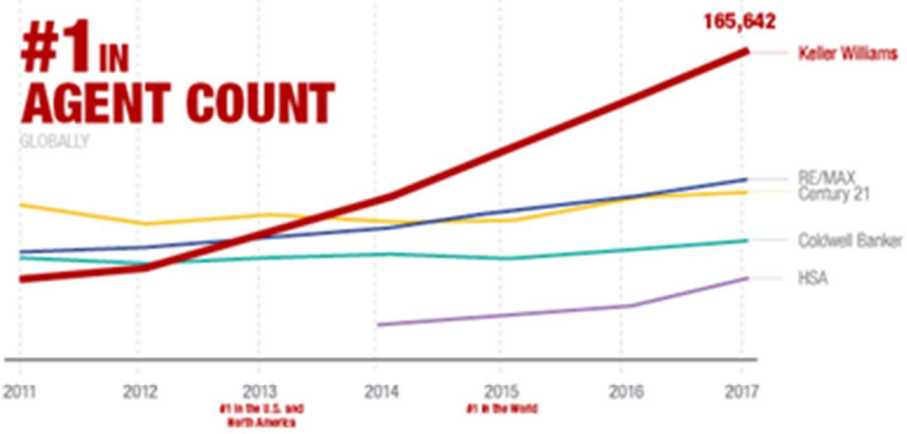
We are now the **NUMBER ONE**
real estate company in the United States!*



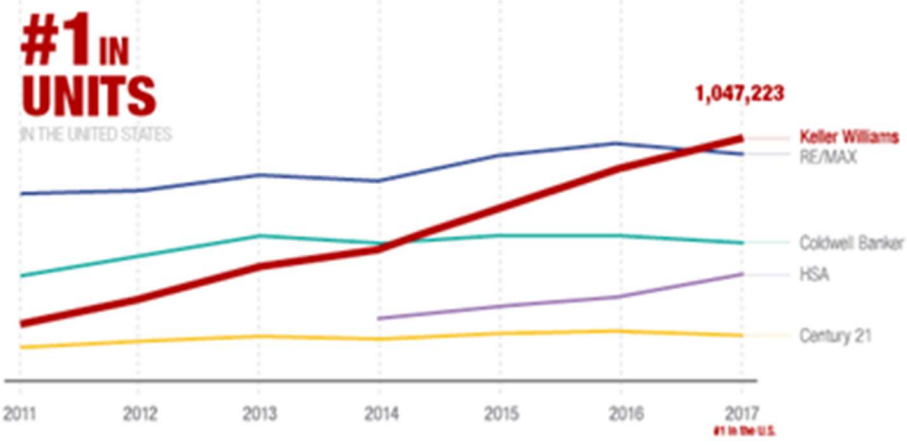
**Based upon publicly available agent count figures for the United States, as of February 6, 2013.*



*Industry leader based on global agent count and U.S. closed volume and sales units. The data was compiled by Keller Williams Realty, Inc., from company websites, SEC filings, industry reports and other publicly available sources.



*Industry leader based on global agent count and U.S. closed volume and sales units. The data was compiled by Keller Williams Realty, Inc., from company websites, SEC filings, industry reports and other publicly available sources.



*Industry leader based on global agent count and U.S. closed volume and sales units. The data was compiled by Keller Williams Realty, Inc., from company websites, SEC filings, industry reports and other publicly available sources.

Capacity and Experience Summary

Collaborators in this joint-venture have an impressive array of experiences and the demonstrated capacity to plan, implement and complete the proposed development of the 200 North Adams Street project.

BASE Companies, LLC is well known to the City of Green Bay. Principles of Base Companies LLC have been active in the downtown real estate market for many years. Projects of significance would include the development of the Greater Green Bay Chamber of Commerce building, providing the Art Garage a permanent home, developing the Backstage at The Meyer, and various projects for Breakthrough Fuels. Most recently and most significantly, Base Companies LLC has taken the master developer role within the 22-acre Rail Yard Innovation District, providing a place for innovation and technology to thrive in downtown Green Bay.

Barsan Construction LLC CEO/President, Filip Barsan brings fresh ideas and the urban perspective, having lived ten+ years in Seattle, WA. His construction background combined with commercial real estate development ensure that his development concepts are well grounded.

CD Smith Construction needs no introduction. They are one of Wisconsin's top producing general contractors. Two of their leaders have served as President of the Wisconsin General Contractors Association. Their letter of intent provides a brief description of current projects and their website explains the long-standing history of notable achievements.

Barbara (Smith) Lee is a Senior Research Scientist in agricultural safety at Marshfield Clinic where she directs the National Farm Medicine Center. Her connection with this project is serving as an advisor. She was a sponsor of the Barsan family immigrating from Romania and a family member of CD Smith Construction. She serves on the Board of Directors of the Barsan Foundation. Her particular expertise is in securing federal and state grants to conduct meaningful projects that improve the health and well-being of children and their families.

Julia Thomas (through Designs of The Interiors) has show her passion and dedication to interior design on projects far beyond expectation. She will work with architects, the developers and condo buyers to assure highest satisfaction.

Mike Higgins will lead the residential real estate transactions. With his vast network and state of the art technology he will work diligently with the team throughout the pre-sale phase and further after.

Summary

The partnership of Base Companies and Barsan Construction of Green Bay teamed up with CD Smith Construction of Fond du Lac to propose a dual high-rise structure for the 200 North Adams Street lot. Our development proposal is highly responsive to the RFP and demonstrates characteristics of futuristic planning in support of the AuthentiCity initiative to revitalize Green Bay's downtown district.

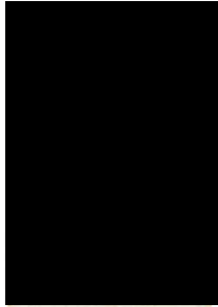
Once the proposal is awarded and negotiations are complete, the project will be launched with construction of two levels of underground parking with another two levels above ground (total ~304 parking stalls). The first (west) building includes ground-level commercial spaces for small to medium size retail. Upper floors are designated for a restaurant, offices and apartments (studio, one- and two-bedrooms). An open courtyard at the fourth floor level will blend into the second building (east) that is dedicated to high-end condominiums. Financing for construction includes mixed sources that will sustain and secure the development process until it is complete. The total assessed value of the completed block development will be \$40 - \$55 million. Potential tax revenue, once fully occupied, could reach \$880,000 - \$1,100,000.

Our conversations with potential tenants and long-time Green Bay residents convince us that our proposed initiative will be an excellent and exciting addition to the downtown district. It will add a fresh, unique, and distinctive shape to the city's skyline, while providing living, working and recreating amenities that attract and retain young professionals. Long-term, the 200 Block North Adams Street development will be adjacent to the city's green space (public park) and, thus, enhance its popularity and occupancy.

Our team has the experience and foresight to complete this project with modifications as proposed by the city's leaders. We have incorporated safe, healthy, well-connected factors into our planning that complement existing venues while enhancing the beauty and vitality of the downtown district. Our vision is to contribute to the upscale, urban lifestyle that is capturing the hearts and desired lifestyles of people of all generations across the country.

Our proposed mixed-use development will bolster a vibrant commercial and residential district that will attract and retain young professionals and individuals of all generations seeking urban living and all its amenities.

Letters of Intent and/or Support



General Manager/Co-Owner
[Redacted]

August, 19th 2018

Dear Filip,

This letter serves to demonstrate my support for your proposal in response to the Redevelopment Authority of the City of Green Bay's desire to enhance the downtown 200 Block of N. Adams Street. We appreciate your intentions to redevelop the downtown district to be more vibrant, contemporary and livable area with business opportunities. The preliminary plans for your mixed-use residential development are very impressive. Your vision for the city's future is strong.

I have a vested interest in your success. I have now been with [Redacted] for 14 years and have built an extremely strong reputation for overall quality and service. [Redacted] has since grown and opened 4 sister restaurants over the past couple of years, all of which are still in business and thriving. I have always had interest in opening a restaurant in downtown Green Bay so when you brought this idea to me, I was thrilled about the potential opportunity.

Given that the contingencies between the developer, city of Green Bay, and myself are met, I intend to open a new restaurant in this new development.

Good luck with this proposal. I would love to be the restaurant of choice for the residents in your development. Thank you again and I look forward to working with you soon!

Best Regards,

[Redacted signature]

DESIGNS OF THE INTERIOR

August 24th, 2018

Paul Belschner
Base Companies, LLC
Green Bay, WI 54303

Filip Barsan, President
Barsan Construction, LLC
Green Bay, WI 54303

Dear Paul and Filip


It is a pleasure to submit this letter of support for your proposal in response to the Redevelopment Authority of the City of Green Bay's desire to enhance the downtown 200 Block of N. Adams Street. I appreciate your intentions to redevelop the downtown district to be a more vibrant, contemporary and livable area with business opportunities. The preliminary plans for your mixed-use residential and office tower are impressive.

Your proposal describes the importance of adding public art and culture into the elements of your development.

For nearly 2 decades now, our design firm, Designs of the Interior, has been located in the downtown Broadway district. The recent growth and expansion of the downtown community has been energizing. At the same time, it is critical that future projects define the downtown area as innovative and forward thinking. Our expertise in spatial planning and reputation for cutting edge design, are well aligned with the high standards of this project.

Thank you for the potential opportunity to be a part of this important endeavor. Your vision for the city's future is strong, with the potential for attracting and retaining more young professionals. Like you, I am committed to a bright future for Green Bay's downtown district.

Best Regards,



Julia Thomas

Designs of the Interior

www.dotigb.com

Elite Realty Partners

Of Keller Williams

August 23, 2018

Filip Barsan, President, CEO
Barsan Construction, LLC
320 N. Broadway, Suite 340
Green Bay, WI 54303

Dear Filip

Thank you for your interest in working with the Elite Realty Partners. Consider this our official intent to support your proposal to enhance the downtown 200 Block of N. Adams Street. We are excited for your insight and desire to aid in redeveloping the downtown district to be a more desired and vibrant area in our community. Your vision, care, and intended development for our city is exactly why we are deciding to partner with you on this project. These plans are like none other the city has ever seen and we eagerly await the chance to bring the excitement to the Green Bay community.

Much of our interest for this project stems from the confidence that we have relationships and experience in key areas for this development. Notably our relationship with Keller Williams International. We are partnered with the largest real estate company in the United States which will allow us to leverage our local knowledge to over 170,000 agents across the world. That, coupled with our extensive local knowledge and local relationship is just one pillar for our success in this project.

We plan to use the latest technology (including virtual reality) during the pre sale phase to exceed the minimum sales quota suggested. Our extensive marketing plan will not only be conducted on a national level, but just as important, on a local level with key business relationships (included but not limited too, Aurora Baycare, On Broadway Inc., Prevea Health)

We wish you the best of luck with this proposal, and look forward to working together on this proposed project

Best Regards,



Mike Higgins



ADAMS STREET LOT
200 BLOCK N. ADAMS STREET
AUGUST, 24 2018

CONTACT: TED MATKOM
BOND REALTY, LLC
414-617-9997
5375 N LAKE DRIVE
MILWAUKEE, WI 53217

COVER LETTER

TABLE OF CONTENTS:

- I. COVER LETTER
- II. ALIGNMENT WITH STRATEGY
- III. DESIGN AND USE
- IV. INVESTMENT
- V. CAPACITY AND EXPERIENCE
- VI. SUPPLEMENTAL INFORMATION

Dear Ken:

This Adam's Proposal is hereby submitted by Bond Realty, LLC, a Wisconsin limited liability company or its permitted assigns. In putting this proposal together Bond Realty, LLC has collaborated with Gorman & Company, Korb & Associates and Neighborhood Works. The total cost of the Apartment component of this proposal is \$17, 775, 204.

It would be structured as a two unit commercial condominium. The first condominium would be the ground floor retail and at grade parking along with the second level of parking. This first and second floor podium would be designed, built and paid for by the City. The second unit would start on the third floor and consist of 112 apartments at market rate rents. Bond Realty, LLC or its permitted assigns.

The total cost of the apartment component would be \$17.7M. The estimated annual tax increment generated by this apartment component would be approximately \$271,000. There is no TIF request to fund the apartment component but it is requested that the City build and design the podium under the apartments.

The respondent has invested significant time and resources to produce and submit the level of plans and renderings included in this Adams Proposal. We would welcome the opportunity to work with the City to find ways to make this plan a reality so that the City's master plan can become a reality. If you have any questions please contact me at 414 617 9997.

200 ADAMS STREET LOT REDEVELOPMENT

GREEN BAY, WISCONSIN

PROJECT DESCRIPTION:

The property is in the core of the Downtown, surrounded by successful redevelopment projects of the recent past that have moved forward the vision of making Downtown an authentic, livable community that looks to the future and honors community identity.

Project Type	New Construction
Project Scope	Mixed Use Development 112 Apartments 68,000 Sf Tenant Space 228 Structured Parking Stalls



ALIGNMENT WITH STRATEGY

Design Philosophy- A community has within it various elements and sensitivities that assist in its ability to thrive. **Quality public realm, ease of movement, legibility, diversity, infrastructure and adaptability** are just a few elements that can help fuel communities that are safe, healthy, connected, and loved.

An individual building can often times be seen in association of a larger community and by building on unique indigenous characteristics, architecture in context becomes a familiar relationship with the surrounding environment.

The first step to understanding the context of the community may begin with the local geology and natural surroundings. Like much of this region of Wisconsin the land is rich with clay, limestone and timber of which can be found in many older buildings within and around Green Bay. The limestone found within the fields and river beds is evident in the history of the agrarian structures still used today and was also the foundation for many buildings of industry along the Fox River. Together with limestone and brick, wood is perhaps just as influential to the history of this region and continues to foster a large part of the community's identity.

By combining the familiar characteristics of context and culture, we can achieve a quality and character to this project unique, eloquent and appropriate to a project vision. Whether it is the surrounding historic buildings or the pastoral surroundings of the Green Bay community, it is the inclusion of the culture, history and context that helps to emphasize a familiar environment conducive to health and comfort. The best architecture reflects the context of the community—it is rooted to the culture, history and context of a place.

Project Attributes - The development of this project builds upon the city's ambition of extending and strengthening the retail and pedestrian corridors of the surrounding neighborhood by providing space for public parking, retail, public squares and arcades for pedestrian movement and civic art, and a scale and datum aligned with the local modern and historic vernacular.

The building materials chosen for this project are robust in nature requiring little maintenance. Masonry at the lower and upper levels provides a warm and familiar material with a connection to both new and historic buildings creating a unique but unified vision. Wood and metal panel are used as accent materials to help define outdoor balconies and public areas of the building. Native landscape and strategic use of hardscape help to define pedestrian from vehicular use.

In addition to the aforementioned attributes the following pages of this request for proposal will help to highlight many of the key attributes outlined in the requirements. Assistance from the local planning authority will help ensure our research and analysis as we move forward in not only developing the city's project vision but also understanding the future needs of this community.

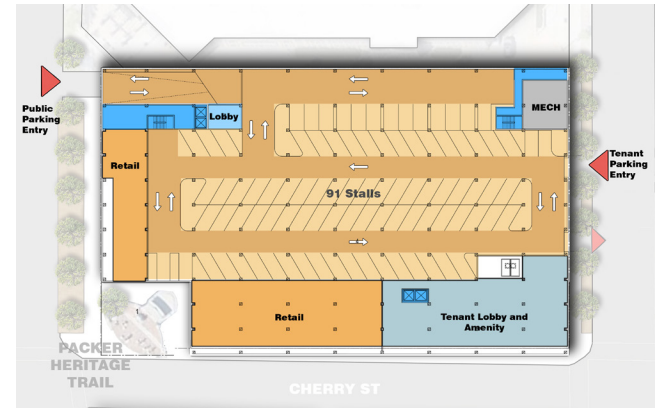
Building Design and Use



Proposed Site Plan:

The proposed site design offers the community a retail experience overlooking the **Packer Heritage Trail**, Washington Street, and Cherry Street providing an active and pedestrian friendly boarder to the new building. This space not only provides a safe pedestrian access it also assist in slowing traffic as a result of pedestrian movement and hardscape treatments.

A rooftop green space provides the tenants with a private terrace above removed from the busy city.



First Floor Structured Tenant Parking and Retail:

The first floor of the development is composed of diverse and active uses providing a positive connection to the neighborhood and community.

- Retail: 10,000sf
- Tenant Lobby and Amenity: 6,000sf
- Tenant Parking: 91 Enclosed Tenant Stalls



Second Floor Structured Public Parking:

The second floor provides the neighborhood and community with 138 secured and enclosed parking stalls with elevator access to the city.



Floors 3-6 Tenant Space:

Floors 3 through 6 compose all 112 units for the development. The roof of the second floor parking provides potential courtyard access for outdoor tenant amenity space.

Unit Mix

- 1 Bedroom/1 Bedroom with Den = 44
- 2 Bedroom = 64
- 3 Bedroom = 4



The lower building edge provides space for retail, public squares and arcades. Illustrated here is an example of how the surrounding retail and pedestrian movement can interact with the Packer Heritage Trail.

Many transportation hazards can be reduced by creating a more pedestrian centric development with the use of hardscape and landscape elements.

Building Design and Use



Proposed Site Plan Expansion Long Range Planning:

The future use of the development has many exciting possibilities. In this concept plan the common green space provides a front door for the Hotel Northland, Schreiber Foods, and the concept Office and Residential Block of the Adams Street redevelopment.

The extension of pine street provides a pedestrian connection from the newly developed Fox River Trail to the downtown core.



Visual Corridor

The relief between buildings (illustrated above with green arrows) allows for increased daylight to residents and offices, paths for prevailing winds and necessary visual breaks from the street edge.

Existing Connection

The common green connects to the existing green space of Schreiber Foods.

Pergola

The Pergola helps to define a pedestrian zone for future events.

Common Green

The common green provides surround hotels, offices, and residents a contemplative space to both overlook and enjoy.

Grass Roof Pavilion

The green roof pavilion serves two uses. One can either sit on a gently sloped grass roof to people watch or enjoy an outdoor event overlooking the common green.

Farmers Market/Art Street

The space defined within the pergola wall provides a flexible space for street events.

Pedestrian Street

Pine street has the opportunity to be closed to vehicular traffic and utilized as an event corridor linking the river to surrounding neighborhoods during seasonal festivals.



Building Design and Use

Building Design Diagrams



Brick Cladding



Courtyard Cladding



Punched Windows



Transparency



West Elevation (Washington Street)



South Elevation (Cherry Street)

Meaningful design incorporates many strategies to help aid in our pursuit for sustainable environments. Strategies such as lean practices, historic preservation, material performance, project life cycles, behavioral and cultural patterns, and the understanding of cultural vernacular are a few elements we continue to devote to the poetics of space; helping to preserve our connection to the built world.



BOND REALTY, LLC
5375 N. LAKE DRIVE
MILWAUKEE, WI 53217

August 24, 2018

Submitted Via Email: kennethro@greenbaywi.gov
Kenneth Rovinski
City of Green Bay
Department of Community & Economic Development
100 N. Jefferson Street Rm 608
Green Bay, WI 54301

Re Response to Request For Proposals: 200 N. Adam's Street, Green Bay, WI ("Adam's Proposal")

Dear Ken:

This Adam's Proposal is hereby submitted by Bond Realty, LLC, a Wisconsin limited liability company. In putting this proposal together, Bond Realty, LLC has collaborated with Gorman & Company, Korb & Associates and NeighborWorks Green Bay. The proposed development is laid out in the plans and renderings which are enclosed.

The development would be structured as a two unit commercial condominium. The first condominium unit would be the ground floor retail and at grade parking along with the second level of parking. This first and second floor podium would be designed, built and paid for by the City. The second unit would start on the third floor and consist of 112 apartments at market rate rents. Bond Realty, LLC and/or its permitted assigns would develop and operate the apartment component.

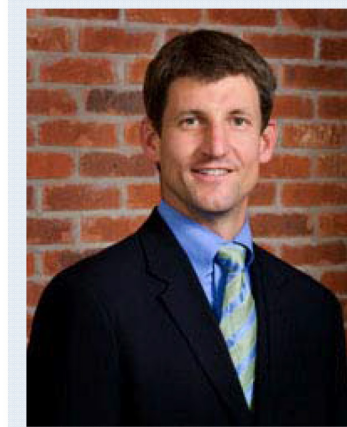
The total cost of the apartment component would be \$17.7M (first mortgage of \$14M and equity of \$3.7M). The estimated annual tax increment generated by this apartment component would be approximately \$271,000. There is no TIF request to fund the apartment component but it is requested that the City build and design the podium under the apartments. This proposal would have residents of the apartment component leasing parking spaces directly from the City at fair market value and Bond Realty, LLC or its permitted assigns acting as leasing agent and manager for the City owned retail and parking spaces. Our collaborative team would welcome the opportunity to work with the City to find ways to make this proposed development plan a reality so the City's master plan can become fulfilled. If you have any questions please contact me at 414 617 9997.

Sincerely,



Ted Matkom

Resume



Ted Matkom

PRESIDENT, BOND REALTY, LLC

Education

Bachelor of Arts -International Relations and Political Science
University of Wisconsin-Madison

Doctorate of Law

Marquette University

Professional Societies / Activities

Current:

President, The 30th Street Corridor, inc.
Board of Directors for the Milwaukee Area Workforce Investment Board, Inc.

Past:

Village Trustee for the Village of Whitefish Bay
Board of Directors for Menomonee Valley Partners

Contact Information

(414)617-9997
ematkom@wi.rr.com



Development Experience

Blue Ribbon Lofts - 90 Historic Apartments

Brew House Inn and Suites - 90 Hotel Rooms with Jackson's Blue Ribbon Pub as Retail Tenant

The Frederick - 100 New Construction Apartments

The Alexander - 60 Historic Apartments with Milwaukee Public Library Ground Floor

Bishop O'connor Center - 54 Historic Apartments with Corporate Offices of the Madison Diocese

Moline Enterprise Lofts - 80 New Construction Apartments

Heritage House - 80 Historic Apartments with In-house Restaurant

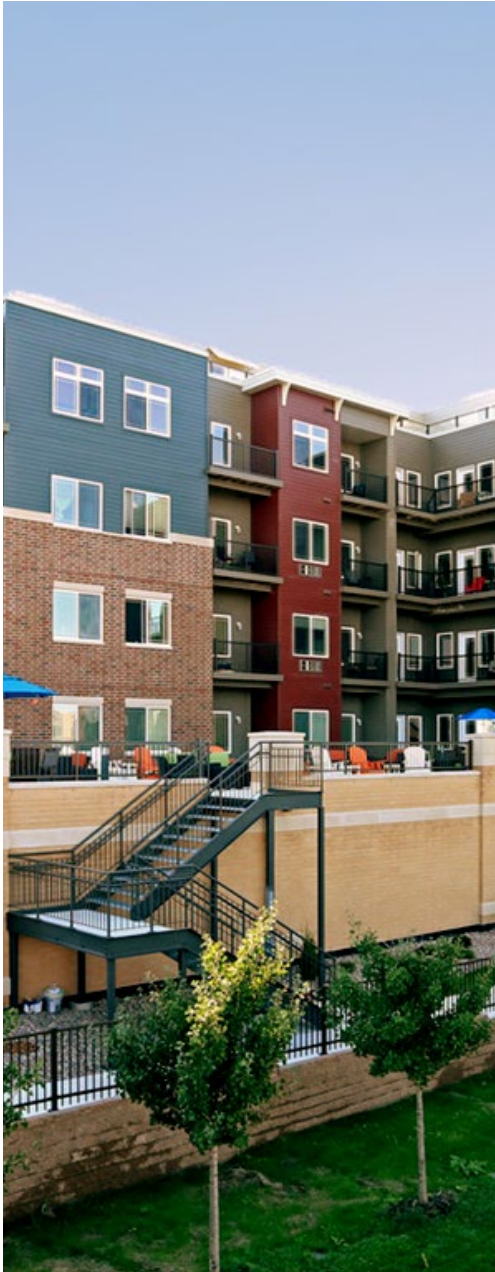
Grand River Station - 90 New Construction Apartments Above Transit Station and Retail

Carbon - 90 New Construction Apartments with Retail

Villard Square - 90 New Construction Apartments with Milwaukee Public Library Ground Floor

ADAMS STREET PARKING LOT 200 BLOCK N. ADAMS STREET

AUGUST 24, 2018



T. Wall Enterprises^{LLC}

Creating Places Where People Interact



August 24, 2018

City of Green Bay
Dept. of Community & Economic Development
Attn: Ken Rovinski
100 N. Jefferson St. Room 608
Green Bay, WI 54301

Dear Selection Committee;

T. Wall Enterprises, Mgt. LLC is pleased to provide the following response to your RFP for the 200 Block North Adams Street parking lot to provide a high-quality, multi-family development.

As you will see from our proposal, we are dedicated to providing a unique, liveable community that honors the integrity of the downtown area. The key factors that we wish to provide are as follows:

We will create a mixed-use development that provides an opportunity for economic growth in downtown Green Bay.

We propose to build a four to five story building that enhances the downtown area while maintaining the community integrity of the surrounding area.

This new community would also form the basis for a new 'town square' in downtown Green Bay that would host hundreds of activities and events each year playing off the success of and connected to CityDeck.

We understand the City of Green Bay wishes to create a successful development that will create a lasting positive impact on the downtown area. We believe that through our proposal we can provide a development that will generate economic growth in the downtown area and bring in millions of dollars in disposable income that will help support existing and new retail and restaurants. *This development will also be an asset to the community: a project that is both beautiful and iconic and one that residents of Green Bay will be proud of.*

CONCEPT SUMMARY

Our overall concept is to develop a beautiful and appropriately sized new community that is woven into the fabric of downtown rather than a freestanding building walled off by itself. We have studied the land and surrounding buildings and based upon the challenges of the site and adjacent buildings, we feel that the city really needs to execute on the plan to build the new central town square with a new residential community that is tied to that.



Therefore, as you can see in the attached conceptual plans we propose a 4 story building that is shaped like the top of a trident, with three legs facing north towards a new town square, with two interior courtyards between the three legs that open out into the town square. In this way the residents are encouraged to spill out into the town square and interact with it. (A 5th floor may be possible only on the leg along Washington Street above the retail, but more detailed studies will be needed to determine that.)

The Pine Street intersection with Adams and Washington will provide vehicular access points; one to an underground garage under the town square that provides the public parking that the city desires and the other providing access to the private underground garage under the residences.

Northland Avenue would be removed so as to maximize the size of the town square and connect it with the Schreiber Foods green space. (For large events, we assume that Schreiber would cooperate with allowing the use of their green space.)

Retail store fronts will be provided along Washington Street.

The other observation we have is that Cherry Street, with the tall parking ramp, could be turned into an asset by pulling our building away from the street somewhat so as to allow for both angle public street parking and a narrow green space in front of walk-out residential units. This design turns a negative into a positive.

The end of Adams Street would be the point where service vehicles and food vendors and artists and farmers market sellers would access the new town square.

The key to this development is to provide an iconic new building that fits in with downtown rather than a sore thumb that stands out by itself. By integrating the new building into the town square, we provide a ready built-in customer market to the vendors who would be at the events in the square.

The building would be approximately 250 units (with the exact unit count depending on the final layout and final unit mix), built in four phases (explained below), and 4 stories in height.

We could potentially add a 5th floor, but that would add significant cost since the building codes would require that the first floor then be constructed of concrete with steel reinforcement. Likewise, a 6 story building would require the entire structure to be built out of concrete, increasing the apartment unit cost by \$75,000 per apartment, making the entire development



infeasible. Therefore, it is critically important to build a four-story building to maximize efficiencies without the added cost of going higher.

Separating the public parking from the private parking is also critical for easy operations (so the city can operate, construct and finance the new public parking with lower city interest rates and overall TIF.)

We believe this precisely designed development proposal is exactly what will be successful and bring more people downtown. Any smaller will cost more per unit and so will anything larger. Anything larger will require a second level of underground parking, which would add significant cost (probably \$50,000 per parking space more in addition to losing 20% of the first level spaces due to ramping). Putting the private parking under the public parking under the building also adds significant cost. In fact, it may not even work given the likelihood of a high water table given the nearby river, which is why a single level of underground parking is what drives the overall size and number of apartment units.

Ours concept works. Anything different from this will have a far greater chance of failure and that is the last thing the city, or individuals within the city involved with this development, would want to happen. *We all want it to be a success.*

Sincerely,

T. WALL ENTERPRISES, LLC

Terrence R. Wall, President & CEO



Office Address: 1818 Parmenter Street, Middleton, WI 53562

Mailing Address: P.O. Box 620037, Middleton, WI 53562

Direct: 608-444-5552

Authorized Agent: Terrence R. Wall, President

Email: terrence@twallenterprises.com

Website: twallenterprises.com

COMPANY PROFILE



With 35 years of experience, T.Wall would be responsible for the overall development of this project, including: overseeing project financing, equity, planning, architecture, engineering, construction, delivery and turnover, and property management.

T.Wall Enterprises is a local real estate development company specializing in multi-family and commercial development in Wisconsin.

HISTORY

Terrence R. Wall began developing in 1989 (and real estate analysis, leasing, and marketing since 1979).

The T. Wall team has developed over 1,200 multi-family units, 61,000 sq. ft. of commercial space, and 45 office buildings.

Terrence has developed five retail centers including a Target, Verizon, Bed Bath & Beyond, and Ashley Furniture. T. Wall also has developed the largest office portfolio in the state, at 3.5 million square feet.

ALIGNMENT WITH STRATEGY



We understand (and have demonstrated our commitment with CityDeck Landing) that the City of Green Bay is looking for a developer who will create a new residential community that aligns with the greater downtown community and economic development strategy to generate innovative ideas, cultivate ideas into businesses, and retain and attract smart and skilled people in the following ways:

SAFE PROJECTS that build new structures using the latest codes and remove attractive nuisances and other problem properties. T. Wall Enterprises Mgt. LLC has a history of strong compliance with all codes and regulations, but with a creative and innovative flair that will solidify downtown as the place to be. Just as our CityDeck Landing development became the catalyst for additional new residential development downtown and is now a landmark in its own right, so too can our proposed new community in the heart of downtown.

In terms of removing attractive nuisances and problem properties, we propose that the city acquire the BayLake Bank building and tear it down. The removal of this building, which is becoming or is mostly vacant, will allow for a larger residential building and for the new town square. The Bay Lake Bank building presently acts almost like a Berlin Wall, blocking one-half of downtown from the other half. Our new development and the new town square will tie together both halves, along with CityDeck and the open space adjacent the Schreiber Foods buildings.

HEALTHY PROJECTS that re-mediate environmental contamination from the parcel and/or structures, enhance the physical (soil, water, air) landscape and include high-performance design elements, mechanical systems, and finishes. T. Wall Enterprises Mgt. LLC has been awarded multiple times for our efforts towards sustainability and green development and has cleaned up numerous environmentally contaminated properties. Our design elements, as you can see in all our properties on our website, are designed to fit in with the surrounding buildings, not be a sore thumb that stands out.

As with our CityDeck Landing development, the design will be traditional with brick and stone and hardiplank (all sustainable materials), but with modern elements and of course, appropriate detailing. Unlike other developers, we invest more capital upfront since we intend to maintain long-term ownership, which is a critically important difference between us and others. We will invest in higher quality HVAC units with individualized programmable thermostats, solar panels to reduce grid-electrical use, higher quality appliances (not just stainless steel, but going the next level with glass flat top stoves) and higher quality cabinets, insulating all walls, solid core doors, higher quality

ALIGNMENT WITH STRATEGY



construction with thicker, padded and insulated flooring systems that no other developer in our area uses. And after opening, we are committed to maintaining the property at the highest level, including picking up litter surrounding our property, which will create a cleaner downtown overall.

CONNECTED PROJECTS that interact positively with adjacent properties, the neighborhood, and community, strengthen and/or expand public water, sewer, stormwater, and other utility infrastructure, strengthen and/or expand pedestrian, bicycle, and transit transportation networks, and create and/or enhance public spaces and amenities.

We would like the Bay Lake Building to be removed and we would like the north half of the Bay Lake building lot to be developed as a town square for downtown Green Bay. Northland Avenue would remain in place, however the street would be closed during times when events are held. The idea being that a public town square on the north half of the Bay Lake building site, combined with the open space south of Schreiber Foods would form a larger open space for community events and activities. Our new residential community would overlook this new open space and enhance and activate it, not to mention by overlooking the space the residents of our community provide defacto built-in security for that new space.

The new building would use the existing city infrastructure of water, sewer, storm sewer, and roads, but we will also provide (as we always do) a secured, indoor bicycle storage room and outdoor bike racks too, as well as a bike wash facility. (We also provide a dog wash facility.) The other distinguishing feature are the walk-up units that we include, so that residents can walk straight out their units, which also activates the public streets.

LOVED PROJECTS that remove blighted and neglected structures, expand our range of residential and commercial real estate products, be designed and built to last, and provide options for converting the project to alternative uses. We believe that we can turn this parking lot into a beautiful residential building and incorporate street level commercial space that fits appropriately in the downtown area. Our materials are designed and built to last, and should last at least one hundred years. We hope to develop in phases with a project that allows for multiple amenities to benefit residents.

DESIGN & USE



Speaking of walk-up units, these walk-up units are critical to the design for a downtown property. Yes, there will be some appropriate retail space (but minimizing this since leasing retail space downtown is extremely difficult and having vacant space is not a good thing for any property or for downtown), but on the streets without retail space, there will be walk-out units so that the building is not an enclave to itself, but rather is interwoven into the fabric of downtown. We want to make it as convenient as possible for our residents to walk out their homes to walk over and get coffee or lunch or dinner downtown. These walk-up units add an important element of pedestrian connectivity to the sidewalk and street, and allow more natural interaction between the building and the pedestrian experience at street level.

The scope of work, preliminary site plan and building footprint and parking and circulation are attached; by architect Joe Lee, an experienced multi-family architect. Massing diagrams or elevations are included. We envision a U-shaped building with a beautifully landscaped courtyard facing towards the town square. The courtyard would include outdoor seating, maybe a lounge pool (if there is room), grilling areas, fire pit, and other amenities. See the Veritas Village courtyard as an example. This will be the the place people want to live in order to walk out their door and enjoy all the downtown events.

Parking will be almost entirely underground. There may be a small amount of guest parking on the surface that may be part of the same parking for the retailers, which may be angled and accessed directly from the street, if the city will allow, which will increase available street parking, a key element for the success of retail. (The major challenge for the retail at CityDeck Landing is the lack of appropriate on-street parking other than a few token spaces.)

The property will include pedestrian circulation that connects right into the fabric of downtown; we don't want to separate ourselves off from downtown.

The occupancy of the community starts with constructing the building so that it opens in the beginning of the leasing season, February, rather than in the summer when half or more of the leasing season has expired. So, open in February, lease up through August, and be full by September 1.

The building will include studios, one-bedroom units, two-bedroom units, and possibly a few three-bedroom units. Given our experience in multi-family development, providing the appropriate mix for a neighborhood is key to success; get the mix wrong, and you'll have vacant units. Our experience

DESIGN & USE



at CityDeck Landing gives us a leg up on what unit mix to provide, the sizes of the units, and the unit layouts along with the right amenity package and the right unit features (such as full-size in-unit laundry).

Our experience with CityDeck Landing demonstrates that the end users for this property will most likely have incomes in the range of \$50,000 to \$150,000. At City Deck Landing we have young working professionals, middle managers at local businesses, as well as top management, and also retired couples who have sold homes to move downtown. (The advantage as a city of empty-nester retired couples selling their homes and moving downtown is that that process also opens up single family homes for young people to occupy at the same time as capturing the retirees in downtown rather than seeing them move to Florida.) Our existing apartment communities typically have roughly 50% female and 50% male, with 50% under age 30 and 50% age 30 to 75. Typically 50% of residents have income above \$60,000 and 25% have above \$80,000.

CityDeck Landing also has higher management level residents from the large medical groups in town, the large banking groups, the Packers, and other important industries to Green Bay. That is important to understand because it is these higher incomes that are going to financially support downtown retailers, restaurants, and city events.

The city needs to increase the amount of disposable income downtown in order for downtown to continue its recovering. (Just like in the old days, when lots of people lived downtown and therefore shopped downtown, so too that is an important aspect to the success of downtown now. You'll note that downtowns started to fail when people moved out and left little to no disposable income downtown; then they started shopping in the suburbs where new retail was built to satisfy their new locational attributes.)

FORM

Architectural Character: Downtown is made up of traditional buildings with brick and stone exteriors (and some siding), materials that will last 100 years. Downtowns are traditionally comprised of many different buildings designed by different architects and built by different contractors. So too we have designed new developments in downtowns in exactly the same appearance; while being one building, the building appears as if it is really multiple small buildings, with different 'storefront' facades using different colors and materials. In this way, the elements of downtown architecture will be carried through into the design of the building. The retail storefronts

DESIGN & USE



(even the residential units at street level) will look like individual buildings designed and built separately over many decades even though they will be part of the larger structure. To understand how this works, see our Middleton Center retail and residential development on our T. Wall Enterprises website. If the building is able to hold a fifth floor, we will step back that floor from the front facade so that the fifth floor is not visible from street level.

The most important aspect of downtown architecture is not to make the mistake of so many buildings in the 1970's where the design was modelled based upon 'modernism' and contemporary in nature, even trendy, because trendy won't last and will look out of date within one decade and modern buildings don't fit it. The all-glass and the mostly concrete buildings of the past are the ones that don't fit in today.

Articulation: We will design a building similar to our building called Middleton Center where each store front is unique, and on the residential units, there will be individualism also with different windows (i.e. a bay window in one unit but a different window in another unit) and different alternative materials and color treatments. In downtown Middleton we designed a facade using a variation of facades - different materials and different colors combined with differing heights on the facade. The Middleton building also overlooks a new town square that we recommended. As you can see on our web site photos, we broke up the exterior facade of Middleton Center into what looks like separate buildings, each individually built a hundred years before. We would propose to use the same idea here to create a structure that future residents and patrons of downtown will naturally assume has been there for a hundred years.

Alignment: As you can see, with the new town square in place of the Bay Lake building and the new community we propose, our proposal closely aligns with the city's plan and objectives. Plus, the size and height are appropriate for downtown and align with the city plans as well. We then enhance the city's plan by designing our building to have two courtyards that open out onto the city's town square so the two areas are connected and interact, rather than a 'box' or square design that closes off the residential development from the downtown and from the town square.

Building Materials: Our development will be designed and built to last because we use all sustainable materials that will last a hundred years or more. On the exterior we will feature mostly brick and stone accented with fiber cement board, as compared to other developers who may use smart siding or vinyl or aluminum siding. We also like to avoid using metal panels

DESIGN & USE



because those don't fit in with downtown and they tend to become dented and discolored over time. Most importantly, we never use EIFS or stucco, which will streak, become discolored and will also crack and bubble within five years. All materials we use will last virtually indefinitely. The roof will be a flat roof since that is the style of most downtown buildings, and a flat roof will enable us to install solar panels as well.

Color: Will vary by facade and reflect the existing and desired context of downtown. See our Middleton Center photos on our web site. Likewise, look at CityDeck Landing and how the colors of the materials, in particular the brick, mimic or reflect other buildings in downtown.

Fenestration: The arrangement of the windows and doors will vary, just like other buildings and storefronts in downtown vary. There will be no exterior reflective glass, which is particularly important for the retail store fronts; customers need to see inside to be attracted inside. The exterior will be mostly brick and stone as mentioned above, but the window and door treatments on the first floor will vary, while there will be similarity above, the mullions will be appropriate for downtown.

Modulation: The overall building massing will be broken down into Parts by:

- Undulating the building profile varying parapet heights.
- Using architectural elements (balconies, punched openings, storefront arcades, etc.).
- Establishing a palate of building material (brick, cast stone accents, composite panel, etc.) that will blend with the downtown's traditional aesthetic.

Overall, the goal is to both use the principles of composition in order to create a unique end-result that recognizes its context.

Height: The building will be either four or five stories in height, depending on how much parking we can fit under the building and courtyard. The height of the floors will typically be 11 feet, which is one foot higher than all other developers. We insist that the interior have that extra one foot of height to give a feeling of home, with wide hallways (six feet) and other condominium-like qualities. The first floor, however, will be taller at 16 feet, due to the need for commercial tenants (retailers) to have added interior height.



PARKING

We will provide enough parking spaces to provide a 1:1 parking ratio for our customers, plus some guest parking. It is critically important to understand that providing just enough parking; not too little nor too much is key to success. Too much parking stresses the financials of the project with too much cost and creates a lack of demand, whereas just the right amount means that the residents are anxious to lease the parking rather than take a chance that they won't get a space. We may also be able to provide additional parking for the public, however, the city will have to pay for the cost of that construction, including soft costs and hard costs, most likely through a parking utility so that a fee can be charged.

PUBLIC ART

Unlike all developers, we are well known for purchasing and displaying art throughout the interior and exterior of our developments. We have purchased and display sculptures as well, so we support the idea of art at the property as required.

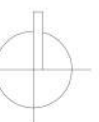


JLA
ARCHITECTS

ADAMS STREET REDEVELOPMENT

VIEW FROM NORTHEAST

AUGUST 24, 2018
1"=100' @ 11x17



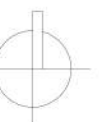


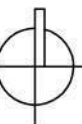
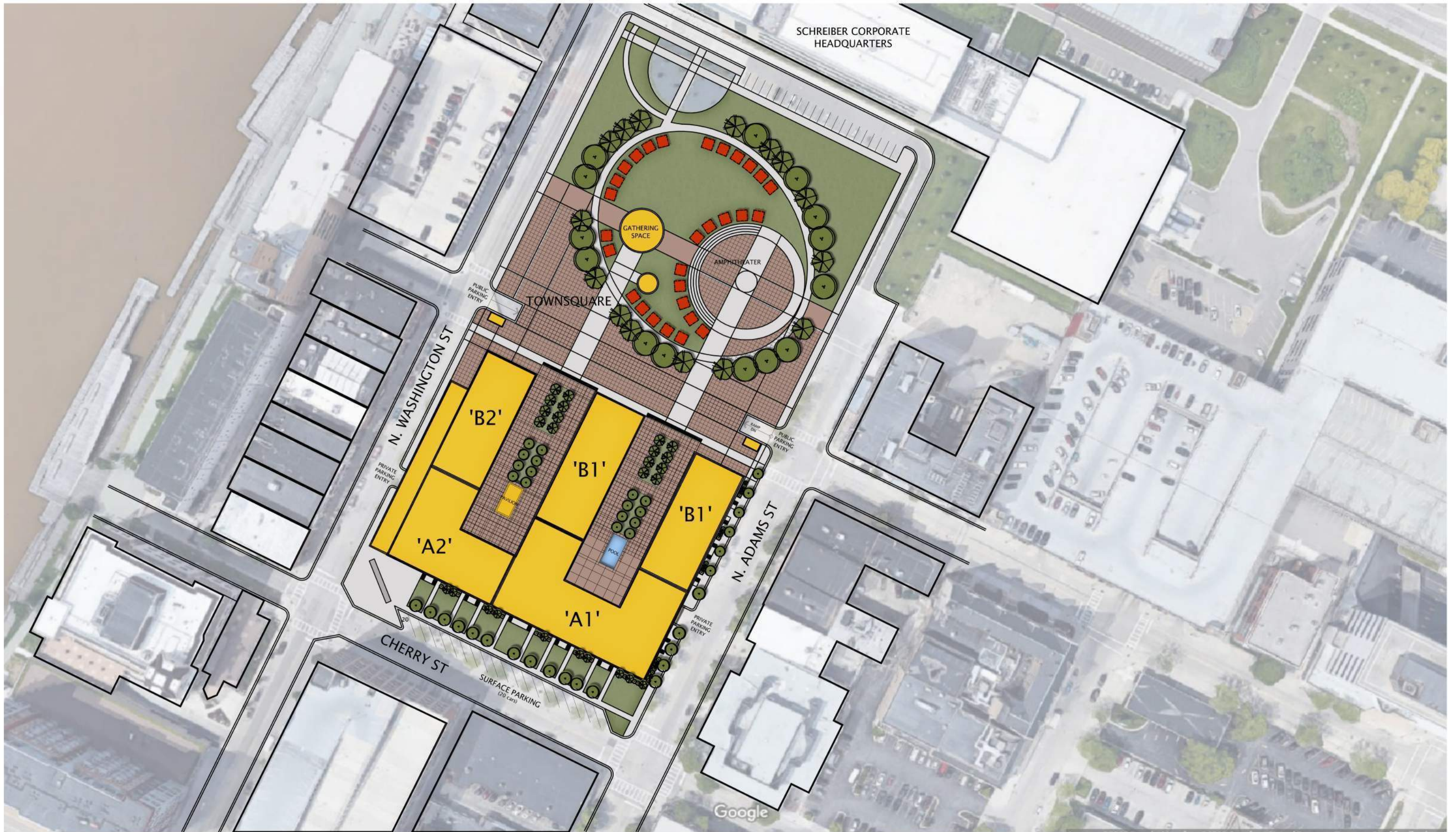
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ARCHITECTS

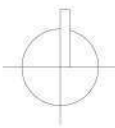
ADAMS STREET REDEVELOPMENT

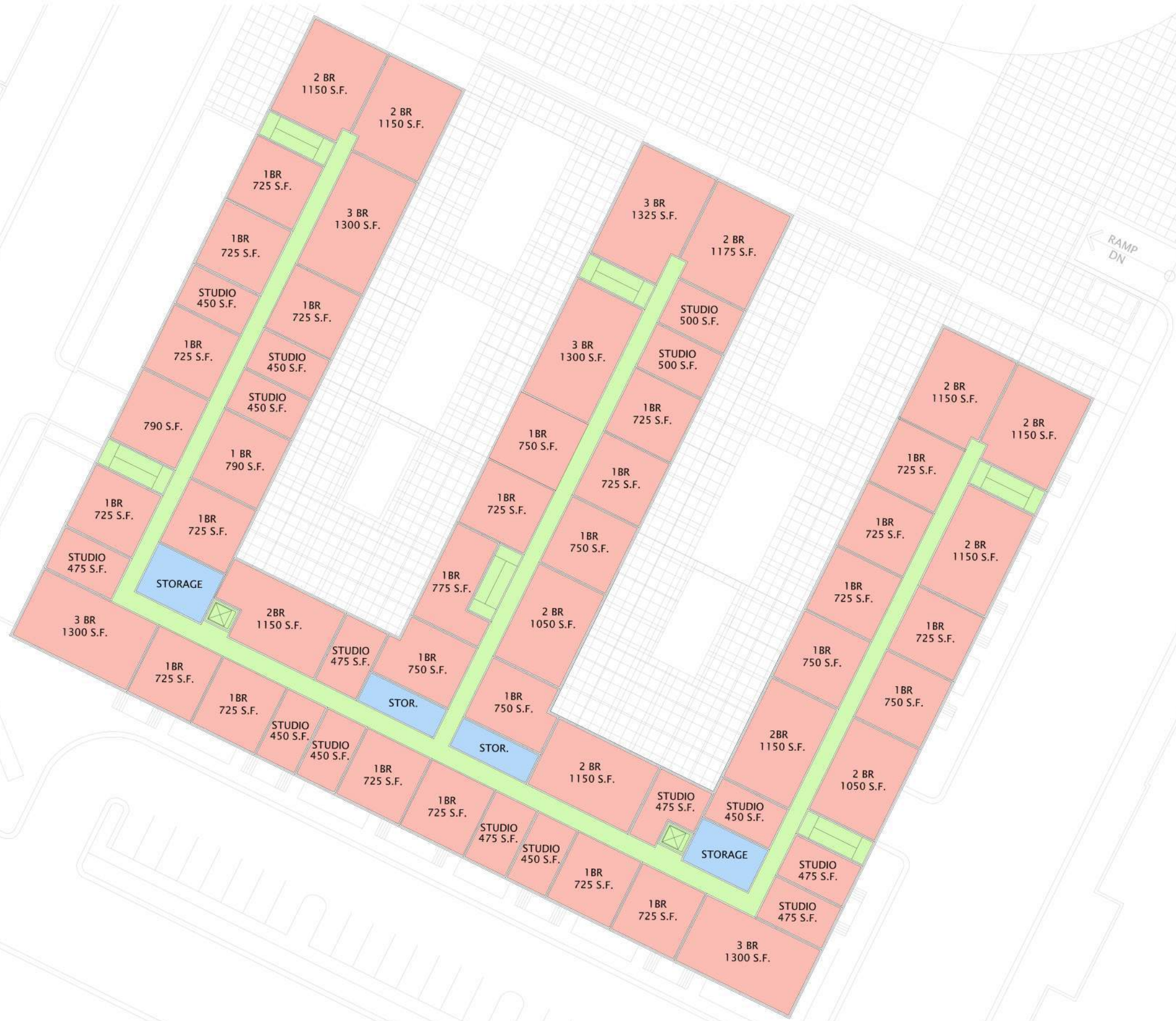
VIEW FROM SOUTHWEST

AUGUST 24, 2018
1"=100' @ 11x17

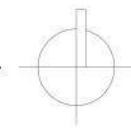






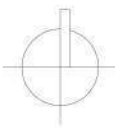


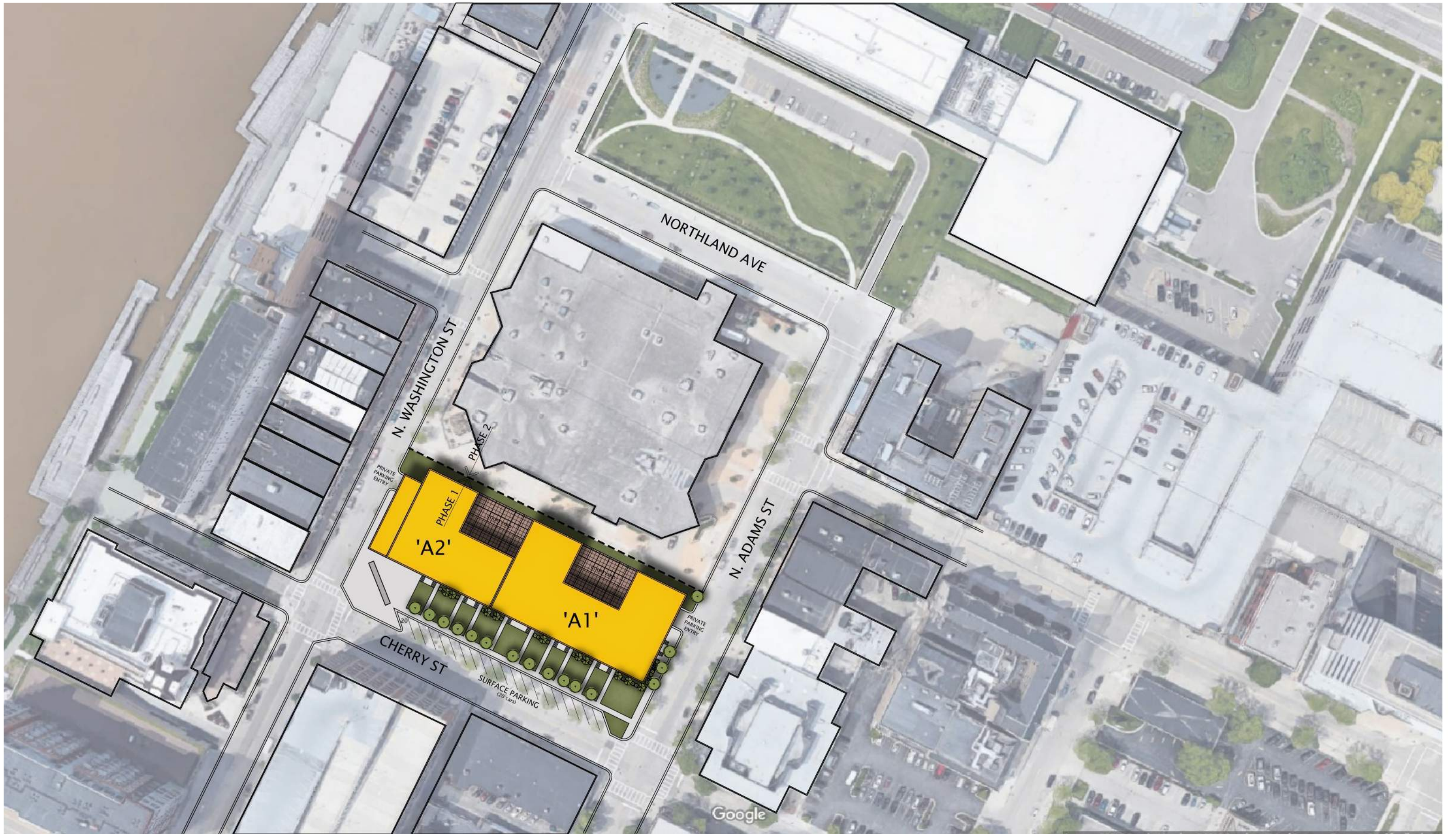
- RESIDENTIAL/LEASABLE
- PARKING/SERVICE AREAS
- COMMON AREAS/CIRCULATION





- UNEXCAVATED/OPEN TO BELOW
- PARKING/SERVICE AREAS
- COMMON AREAS/CIRCULATION



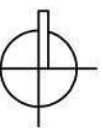


JLA
ARCHITECTS

ADAMS STREET REDEVELOPMENT- PHASES A1 & A2

CONCEPTUAL MASTERPLAN- SITE PLAN

AUGUST 24, 2018
1"=100' @ 11x17





- RETAIL
- RESIDENTIAL/LEASABLE
- PARKING/SERVICE AREAS
- COMMON AREAS/CIRCULATION

N. WASHINGTON ST

N. ADAMS ST

PHASE 2

RESIDENTIAL ENTRY

RAMP DN

RETAIL
(3,500 SF)

STORAGE

PAVILION

STUDIO
475 S.F.

STUDIO
450 S.F.

1 BR
725 S.F.

1 BR
725 S.F.

1 BR
725 S.F.

1 BR
725 S.F.

STUDIO
450 S.F.

MAIL/PARCEL

ENTRY LOBBY

LEASING

FITNESS
1600 S.F.

1 BR
725 S.F.

STUDIO
450 S.F.

1 BR
750 S.F.

STOR.

1 BR
775 S.F.

2 BR
1150 S.F.

POOL

1 BR
850 S.F.

REFUSE

RAMP DN

RESIDENTIAL ENTRY

STUDIO
475 S.F.

STUDIO
475 S.F.

1 BR
725 S.F.

1 BR
725 S.F.

1 BR
725 S.F.

3 BR
1300 S.F.

STUDIO
475 S.F.

STUDIO
475 S.F.

20

CHERRY ST

LINE OF PARKING BELOW

ADAMS STREET REDEVELOPMENT- PHASES A1 & A2

CONCEPTUAL MASTERPLAN- FIRST LEVEL BUILDING PLAN

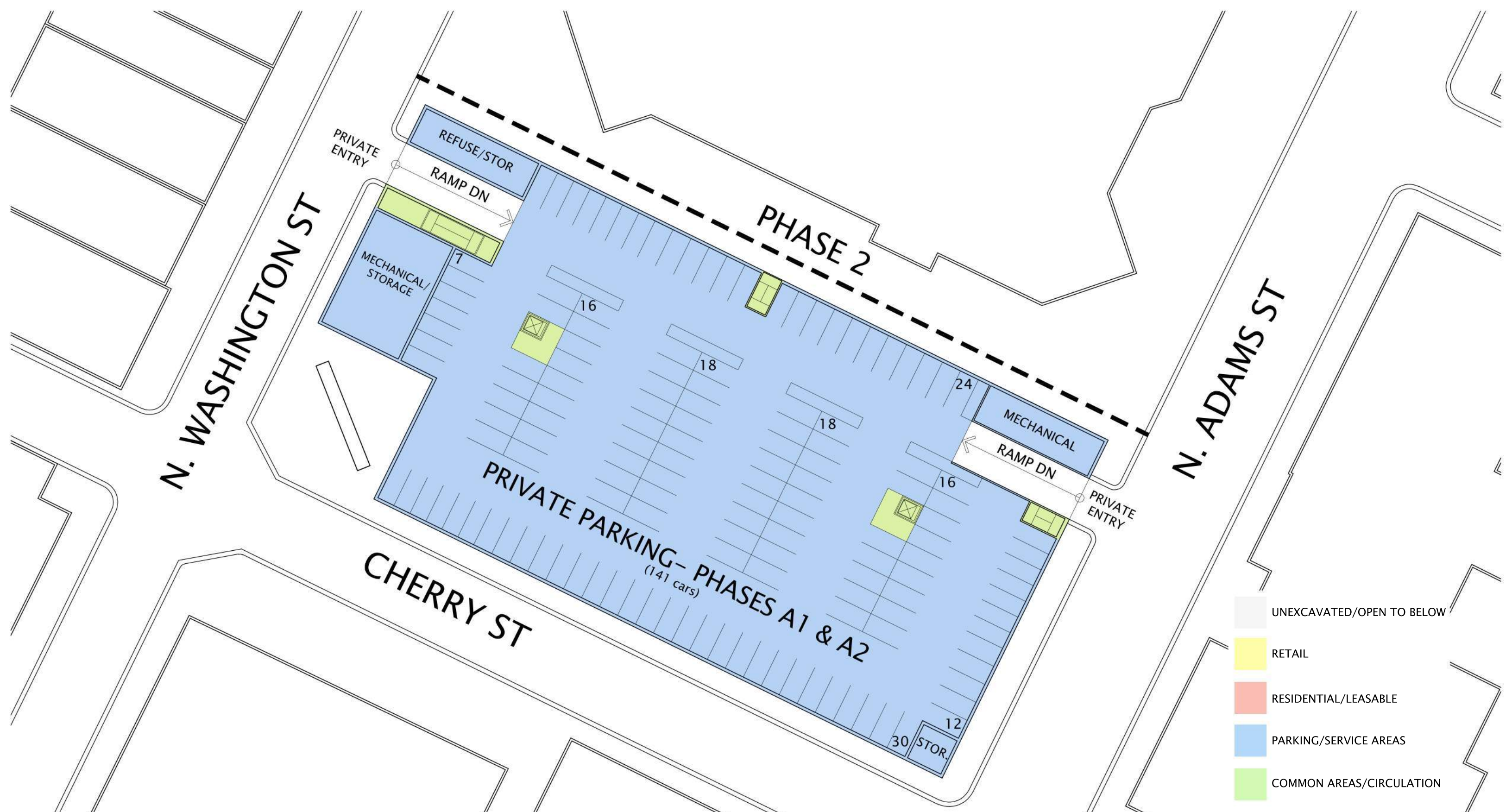


AUGUST 24, 2018
1"=30' @ 11x17



- RETAIL
- RESIDENTIAL/LEASABLE
- PARKING/SERVICE AREAS
- COMMON AREAS/CIRCULATION





MASTERPLAN DATA													
BLDG.	BUILDING USE	BUILDING LEVELS	RESIDENTIAL UNITS							PARKING PROVIDED			
			ST.	1BR	1BR+	2BR	3BR	TOTAL	BEDS	COVERED	SURFACE	TOTAL	RATIO

PHASE 1

A1	RETAIL	1	3,500 SF							0	12	12	3.43 / 1K
A1	APARTMENTS	1-4	17	33	0	11	7	68	93	89	*4	93	1.00 / BR
A2	APARTMENTS	1-4	16	25	0	3	3	47	56	52	*4	56	1.00 / BR
A1	CLUB /FITNESS	1	2,600 SF							0	0	0	
SUB TOTALS			33	58	0	14	10	115	149	141	20	161	1.23 / U
			28.7%	50.4%	0%	12.2%	08.7%						

PHASE 2

B1	APARTMENTS	1-4	8	41	0	17	7	73	104	78	**12	90	****0.87 / BR
B2	RETAIL	1	6,000 SF							0	0	0	***0.00 / 1K
B2	APARTMENTS	1-4	9	13	0	10	3	35	51	*****60	0	60	1.18 / BR
SUB TOTALS			17	54	0	27	10	108	155	138	**12	150	1.28 / U
			9.0%	60.3%	0%	20.7%	10.0%						

GRAND TOTALS			47	118	0	39	18	222	297	279	20	317	1.26 / U
			21.2%	55.2%	0%	17.6%	8.0%						

*NOTE: (4) SURFACE CAR SPACES ARE CAPTURED FOR RESIDENTIAL CARS FROM THE PHASE 1 (20) SURFACE CAR SPACES AVAILABLE FOR RETAIL

**NOTE: (12) SURFACE CAR SPACES ARE CAPTURED FOR RESIDENTIAL CARS FROM THE PHASE 1 (20) SURFACE CAR SPACES AVAILABLE FOR RETAIL AND (14) CAR SPACES FROM THE COVERED TOWNSQUARE PARKING

***NOTE: PARKING FOR PHASE 2 RETAIL WOULD USE THE PROPOSED COVERED PARKING @ THE TOWNSQUARE

****NOTE: (14) ADDITIONAL RESIDENTIAL CAR SPACES COULD BE OBTAINED FROM THE TOWNSQUARE COVERED PARKING

*****NOTE: A SURPLUS OF (9) RESIDENTIAL CAR SPACES COULD BE USED BY PHASE B1 RESIDENTS



INVESTMENT



First, the development will, of course, require TIF. As we anticipated with the development of CityDeck Landing, there is a significant gap in rents in the marketplace versus rents needed to support a new development downtown which has a significant number of unique challenges not found in a green field site. This includes: shoring, hundreds of pilings, building a 'bathtub' to prevent groundwater and river water from flooding the site (both while under construction as well as during on-going operations), over 1,000 pilings running typically 100 feet deep, the usual surprises of buried structures and/or debris, just-in-time delivery of materials, off site storage of materials, off-site parking for construction workers, and dozens of other unique challenges.

Other developers are not used to these challenges and don't plan for them as we all witnessed with the construction of the other apartment building downtown when their site flooded with water. These challenges require TIF to help offset those additional extraordinary costs.

Second, this gap creates a problem with obtaining high enough appraised values for the intended development. Without high enough appraised values, there won't be any development, that's why TIF is required. But understanding this appraised value issue is critically important as it is the key to everything. Unlike other developers, we were able to overcome this challenge at CityDeck Landing, and more importantly, we have the rents at CityDeck Landing that we can disclose to the appraiser, which other developers won't have, allowing us to once again overcome this challenge.

The other important aspect to understand is that when a developer who is not experienced in developing downtown has difficulty, they frequently panic and discount their rents.

This process of discounting rents undermines the entire valuation process downtown, undermining refinancing valuations (appraisals) and making new development a greater challenge because the appraisers will use the discounted rents in their appraisals. This discounting also then erodes the values for the TID and the city assessments for all of downtown. This is why it's so important that any TIF agreement prohibit the developer from discounting rents. The city should choose a developer that won't panic and discount rents.

Third, we also have been successful at securing more grants from the state for cleaning up brownfield sites than any other developer. We will pursue another grant from WEDC for this site.

INVESTMENT



The overall investment in this site will also require the developer to have enough equity (we have over 400 equity investors who partner with us) and the ability to secure a large loan. At CityDeck Landing we ran into a roadblock with local bank lenders, who were biased against the downtown and against the idea that we could obtain higher than market rents for a new development, which we did. Any lender for this new development, given its larger size and multiple phasing, will require experience in development in downtowns and in downtown Green Bay in particular. In the case of CityDeck Landing, we were forced to go outside Green Bay to secure a lender. Fortunately, we have a large stable of lenders for the proposed development, with over a dozen lender choices we have strong relationships with. As one lender put it, we are one of their top five customers.

Assuming roughly 250 units plus some retail, the overall investment in this new development may exceed \$35 million depending on the particular size that we can obtain approval for from the city.

CAPACITY



This development will be built in phases over multiple years, with approvals between now and spring 2019 with construction starting in either the spring or fall of 2019 and finally opening in the spring of 2020. All is dependent upon the city delivering on the approvals in time.

The phasing aspect of this is hugely important to understand. We have seen many developers build more units than can be absorbed in one leasing season, which then results in rent discounting and 'specials'. The downtown market can only handle about 75 units per leasing season, so the worst thing that can happen to downtown is to force more units into the market in one season and then destroy the property values downtown due to that discounting (which appraisers are forced to take into account). It's better to have a waiting list for the next phase than for the word to get out that there are vacant units available, which would also be devastating to the other two new apartment developments downtown.

We only work on 3-5 developments per year, and this would be one of those and would be considered a top priority development for us. One reason this would be a top priority is that presently at City Deck Landing we are forced to use an outside management company for on-site leasing and property management and maintenance (although all marketing, rent collections, accounting and other activities are conducted from our home office). With this new development, we would have the ability to hire a full time property manager and later an assistant property manager as the last phases are completed. We would also hire a full time maintenance person on site. It is very important to have on-site management for a property of this size, with that management being directly managed by and overseen by the owner. Third party management always skimps in order to make a profit, whereas the owner-manager can invest the time and effort needed to provide top quality service for our high end residents.

Included in this proposal is our company overview. Within this brochure you will find specifics on our team. We have developed over half a billion dollars in various properties, as well as the largest office portfolio in the State of Wisconsin. Having retail experience is also critically important, which we do, having developed five retail centers with hundreds of retail tenants.

Our philosophy is to stay lean and efficient, keeping bureaucracy out of our organization, working closely on just a handful of developments at a time in order to provide outstanding customer service.

T. Wall has developed and owned thousands of multi-family apartments over the last two decades. With his successful development experience in

CAPACITY



the greater Madison area, Middleton, Verona, and Green Bay, as well as our commitment to high-quality results, T. Wall is a partner who stays committed and has a proven track record of working with others to achieve a common goal. More importantly, T. Wall, his construction/owner's representative, and his Development Manager all have family in Green Bay and are in the city on a regular basis. We're not some out of town firm that won't come back after the building is open. At CityDeck Landing, Terrence Wall always stops in and inspects the property each time he is visiting with his wife's relatives (Helen Wall grew up in Green Bay).

The engineering firm we use is Vierbicher Associates and the architect is Joe Lee, an experienced multi-family architect who really understands what the customer wants. He is not out to win an award; he believes in having his designs fit in appropriately with its surroundings and providing the exact right floor plans and amenities as discussed with the developer.

We have also been chosen as the development partner for several banks, the City of Middleton, the City of Madison (and that's not easy!), along with receiving recognition from area organizations and from the prior Governor for our green initiatives. We are a proven and established development firm, with a proven track record of the largest and tallest buildings in greater Madison (east and west). And best of all, when all other developers shied away from towns smaller than Madison or Milwaukee, we made a specific commitment to build in smaller communities that need more housing but couldn't overcome the challenges.

With political risk on the line, it's always better to go with a developer that has a proven track record in downtown Green Bay and has a strong personal interest in making sure that Green Bay and downtown remain a successful place to live, work, shop and play.

PROJECT TEAM



1818 Parmenter Street
Middleton, WI 53562
608-826-4000
terrence@twallenterprises.com
www.twallenterprises.com



2418 Crossroads Drive, Suite 2300
Madison, WI 53718
608-241-9500
jlee@jla-ap.com
www.jla-ap.com



999 Fourier Drive Suite 201
Madison, WI 53717
608-826-0532
www.Vierbicher.com

PROJECT TEAM



TERRENCE WALL

CEO & PRESIDENT

Terrence@TWallEnterprises.com

P: 608.345.0701

Terrence has been involved with real estate analysis, leasing and marketing since 1979. He began developing in 1989. He has developed in a wide range of markets including:

- Over 500 multi-family units
- Five retail centers (including Target, Verizon, Bed Bath & Beyond, Michael's Craft, Ashley Furniture, American TV, and many more)
- A 160-acre industrial park with multiple buildings
- Largest portfolio of office buildings in the state of Wisconsin with over 45 office buildings at 3.5 million square feet of space
- Planned and developed five major mixed-use centers that included office space, hotels, retail, and residential
- Presently developing a master planned community which includes seven neighborhoods and a town center, known as The Community of Bishops Bay, in Middleton, Wisconsin

Education

BA in Economics
UW-Madison

*Masters in Real Estate Appraisal
and Investment Analysis*
UW-Madison

Completed coursework at:

*Harvard University Executive
Education Program, Loyola
University, and Kellogg School
of Management (Chicago)*

Philanthropy

- Terrence Wall has previously raised donations for and developed the Dane County Children's Zoo Carousel Building, Boy Scout's Glacier's Edge Council Office and Store and the John Wall Family Pavilion at Tenney Park.
- He has also been a major donor to Edgewood High School, American Family Children's Hospital, James A. Graaskamp Real Estate Center, Congress Park, High Crossing Park, Madison Central Library, Madison Children's Museum, Middleton's Soccer Field, Asset Builders of America, and Domestic Abuse Intervention Services.

PROJECT TEAM



JON HEPNER

Jon Hepner is a Development Manager performing project cost & feasibility modeling, development due diligence, and site planning. Jon coordinates and leads projects through entitlement approvals, financing, and beginning of construction while maintaining productive relationships with property owners, alders, and other members of municipal governments.

Jon earned his BBA from Edgewood College where he double majored in Business Management and Business Marketing. During his collegiate career Jon gained substantial professional working experience interning with a residential mortgage broker, the United Way of Dane County, and at the Wisconsin State Capitol for the Governor.



ERICA KOCH

Erica Koch is the Director of Operations & Property Management for all multi-family communities. She has spent the last 20 years in the multi-family housing industry in Wisconsin with various roles and responsibilities including managing all aspects of the company's operations, customers and properties.

Erica earned her BBA at the University of Wisconsin-Whitewater with a major in Marketing. She is also a licensed real estate salesperson in Wisconsin.

PROJECT TEAM



SCOTT TEBON

Scott Tebon is the Director of Construction responsible for management and coordination of construction activities within the portfolio. He has over 20 years experience in the construction industry and has overseen in excess of \$200 million of projects encompassing over 2 million square feet of space and managed build-outs for over 250 commercial customers.

Scott earned his BBA at the University of Wisconsin-Whitewater with majors in Economics and Finance with a Real Estate emphasis.



TAYLOR BRENGEL

Taylor Brengel joined T. Wall Enterprises in 2012. As general counsel, Taylor oversees the company's legal activities, including real estate negotiation and purchases, development financing, project entitlement coordination, landlord tenant issues and commercial lease negotiation, lender relations, entity organizational structuring and corporate governance.

Taylor earned his Juris Doctorate from Marquette University Law School and his Bachelor of Arts from Lawrence University. His prior experiences include working for the in-house legal department of a Fortune 100 company and working for the Honorable John Coffey of the U.S. Seventh Circuit Court of Appeals.

PROJECT TEAM



JLA
ARCHITECTS

COMPANY OVERVIEW

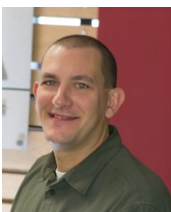
With offices in Madison and Milwaukee, JLA Architects provides a full range of planning & architectural services for various project types. With a focus on providing creative, real-world solutions to meet project goals they maintain client satisfaction as their highest priority. Founded in 2007 by Joseph Lee, JLA believes the firm's success is dependent on the happiness of their clients and their success of each completed project.

KEY TEAM MEMBERS



JOSEPH LEE | President / Principal

Joe's role on this project will be to serve as general oversight throughout all phases of the project. Joe will collaborate on design concepts & lend his experience throughout the entitlement process. As the project progresses, Joe will maintain involvement & assist the project team as needed. He will help to ensure that the process is smooth & enjoyable. Throughout the process Joe will be a visible & 'reachable' member of the JLA Team.



JOHN SCHMIED | Project Manager

John would serve project manager. He has worked with T. Wall for several years as a project manager on several of their developments. He will be responsible for the daily management & coordination of the project throughout the entire process. He will be intimately involved at all phases ensuring consistency & continuity throughout the project & will serve as the primary daily contact for the development team, consultants & contractor.

PROJECT TEAM



JOSEPH LEE, AIA FOUNDER & PRESIDENT

JLee@JLA-AP.com
C: 608.215.1495

Education

Masters of Architecture
UW-Milwaukee May 1998

Masters of Urban Planning
UW-Milwaukee May 1998

*Bachelor of Science
Architectural Studies*
UW-Milwaukee May 1995

Project Manager Bootcamp
PSMJ 2006

*Strategies for the Construction
Administrator*
UW-Extension Course 2005

Professional Affiliations

Licensed Architect
Wisconsin 2003–present

*American Institute
of Architects* 2003–present

Awards & Recognition

*Franciscan Health Care Center
Finalist—New Construction*

*Nursing Homes Long Term Care
Management* 2003

Madison's "40 Under 40"
In Business Magazine 2006

"Design of the Times"
Madison Magazine Feb. 2007

Joe is a Madison native & graduated with both a Masters of Architecture & a Masters of Urban Planning from the University of Wisconsin–Milwaukee. During his schooling & after his graduation from UWM, Joe resided in Milwaukee for 13 years, working in both the public & private sectors.

Prior to founding JLA Architects & Planners in February 2007, Joe was an Associate at Eppstein Uhen Architects in Milwaukee where he was a lead designer on multi-family, mixed-use, & retail projects.

Joe's background in both architecture & urban planning has allowed him to develop a unique blend of skills & market knowledge that brings distinct value to JLA clients. He has gained the respect of both clients & peers by managing & designing projects of various types & sizes with an unpretentious style.

As the Owner & Managing Principal of JLA Architects, his main goal is client satisfaction. He is involved at every phase to assist with conceiving & developing sound designs, navigating through entitlement processes, producing complete & accurate construction documents, & following-up with thorough construction administration. Joe values each client relationship & works to exceed expectations on every project.

Representative Project Experience

502 Boutique Hotel	Madison, Wis.
JLA Milwaukee Office	Milwaukee, Wis.
Merchant Square Office Building	Sun Prairie, Wis.
Ballpark Commons Office Building	Franklin, Wis.
Michigan Athletic Hall of Fame	Detroit, Mich.
Yahara Commons – Mixed Use	Monona, Wis.
Ballpark Commons– Mixed Use Sports Facilities	Franklin, Wis.
The Brewery – Mixed Use	Milwaukee
Synergy @ the District – Mixed Use	Wauwatosa, Wis.
The Junction Apartments	Menomonee Falls, Wis.
Sun Prairie Ice Arena	Sun Prairie, Wis.
Graber Manufacturing	Waunakee Wis.
Veritas Village Apartments	Madison, Wis.
22 Slate Apartments	Madison, Wis.
Factory District Apartments	Madison, Wis.
Pete's Fruit Market	Milwaukee
Grandview Commons Retail	Madison, Wis.
Brooks & Dayton Student Housing	Madison, Wis.

PROJECT TEAM



JOHN SCHMIED

PROJECT MANAGER

JSchmied@JLA-AP.com

D: 608.442.3863

John has expert knowledge on all aspects of architecture: site concerns, complicated structural elements, and exterior relationships to all of the interior details needed in design projects.

John connects with his clients to understand their desires and needs; then presents designs that are practical, relevant and well-received. Although exposed to a wide variety of market sectors, he has an extensive background in multi-family projects.

Education

Associate Degree
Architecture
Madison Area Technical
College 1995–1999

Professional Accreditations

Licensed Architect – Wisconsin

*American Institute of Architects
(AIA)*

*LEED AP Building Design +
Construction*

Awards

*Gold Award for Projects
of Distinction, 2009*
Associated Builders &
Contractors of Wisconsin

Representative Project Experience

Veritas Village	Madison, Wis.
Dayton Street Apartments	Madison, Wis.
City View Condominiums	Sun Prairie, Wis.
Park & Drake	Madison, Wis.
Prairie Trail (T. Wall)	Sun Prairie, Wis.
Hidden Creek, (T. Wall)	Madison, Wis.
Lilly Preserve	Brookfield, Wis.
Veritas Village (T. Wall)	Madison, Wis.
The Junction at White Stone Station	Menomonee Falls, Wis.
Merrill Apartments (Stonebridge)	Merrill, Wis.
Park Place (awaiting construction)	Merrill, Wis.
Prairie Lakes Retail Building 'G' (under construction)	Sun Prairie, Wis.
Market Square (in development)	Sun Prairie, Wis.

PROJECT TEAM



vierbicher
planners | engineers | advisors



COMPANY OVERVIEW

Vierbicher is a team of planners, engineers, landscape architects and surveyors committed to providing the highest level of skill and expertise to clients throughout Wisconsin and the Upper Midwest. Our multi-disciplined, team-based approach enables us to combine our strengths and bring unique perspective to a wide range of projects.

Having this diverse in-house experience provides many benefits to our clients, including creative solutions, efficient project flow and cost-effective results. We have been delivering unmatched customer service to private and municipal clients for over 40 years, and it has been a cornerstone of our success in this highly competitive field.



ROD ZUBELLA, PE | President & CEO

Rod has over 28 years of experience providing civil engineering services for local government and real estate developers. As a practicing civil engineer, Rod blends his passion, experience and compassion to find sound solutions for his clients' issues.



MATT SCHREINER, PE | Engineering Manager

Matt provides engineering services on municipal, commercial and residential projects. His responsibilities include stormwater & utility design, permitting, grading design, site layout, contract documents and construction inspection.

PROJECT TEAM



GENERAL CONTRACTOR

If chosen, our team will work with a reputable Wisconsin-based general contractor. Based on our past successful projects, we would choose one of the following companies to partner with:



Immel-Builds.com
1820 Radisson Street
Green Bay, WI 54302
Phone 920.468.8208



StevensConstruction.com
Two Buttonwood Court
Madison, WI 53718
Phone: 608.222.5100



Miron-Construction.com
1471 McMahon Drive
Neenah, WI 54956
PH 920.969.7000

EXPERIENCE



T. Wall has developed five retail centers, 45 office buildings, and a large portfolio of multi-family housing and a few condominiums. We also have developed in towns other than Madison and Milwaukee. And we have successfully developed multi-family during the Great Recession, when others wouldn't.

See the following examples of our most recent developments that are very similar in nature to the one being proposed.

CityDeck Landing is one of Green Bay's newest luxury apartments. This development is very similar in nature to the one proposed because of the following:

- a tight urban site with adjacent roads and all the challenges that go with that underground parking;
- some commercial space on first level;
- and a large and colorful skydeck.

In addition to the cameo included in this proposal, more information can be found at: twallenterprises.com/citydeck-landing/



SUSTAINABILITY

T. Wall Enterprises has been awarded many sustainability and green development awards as follows:

Clean Lakes Alliance: awarded for partnering with Dane County and the Alliance to preserve and improve storm water quality through environmentally conscience development practices and pioneering new stormwater practices.

Wisconsin Manufacturers & Commerce: Received the Wisconsin Business Friend of the Environment Stewardship Award for landscape conservation, energy efficiency measures and recycling measures.

Governor's Award in Energy Efficiency: We were the first and only development company to receive this award, to recognize outstanding efforts towards being environmentally conscience and specifically energy efficient.

Madison Gas & Electric: For becoming the beta test site for installing electric car charging stations in multi-family properties.

Veritas Village LLC: For featuring the largest solar panel array on a multi-family building in the entire State of Wisconsin and for installing the largest solar panel array in downtown Madison.

RENEW Wisconsin: For receiving the Renewable Energy Champion Award for their support of renewable energy. T. Wall has put in place more solar capacity than any other developer of multi-family dwellings active in Wisconsin.

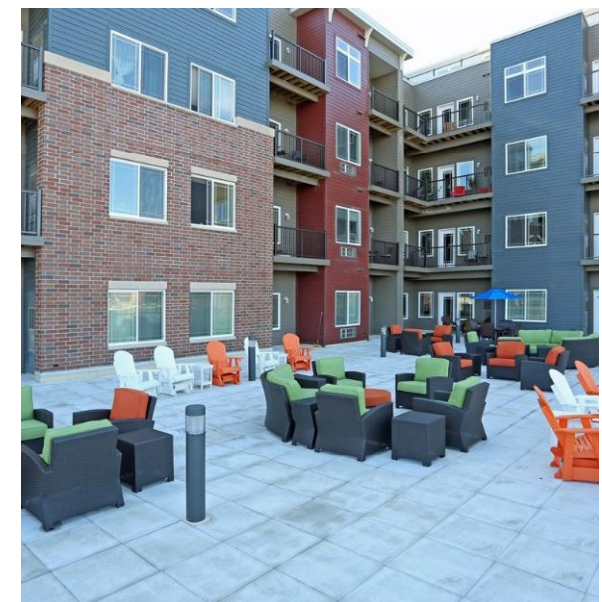
Focus on Energy: T. Wall was the only partner with Focus on Energy, teaching the team at Focus how to retrofit and install energy efficient equipment in older and new buildings. While other developers were taught by Focus how to install green components, we taught Focus how to do it.

City of Madison Resolution: Ald. Ledell Zellers congratulated, Veritas Village, LLC, in Madison, Wisconsin, for completing the largest solar installation in downtown Madison for a multi-family property.

MIXED-USE



 **T. Wall Enterprises** LLC
Creating Places Where People Interact



CITYDECK LANDING

MIXED-USE

LOCATION: Green Bay, Wis.
PROGRAM: 115,000 s.f.
Seven-story mixed-used building
Partnered with City of Green Bay
Amenities include: club room,
community room, fitness center,
and landscaped patio
REFERENCE: Kim Flom, Director of Planning &
Development - City of Green Bay
Ph. (920) 448-3413
kimfl@greenbaywi.gov

MIXED-USE



MIDDLETON CENTER MIXED-USE DEVELOPMENT

LOCATION: Middleton, Wis.

PROGRAM: 157,100 s.f.

Public Private Partnership (P3)

Three phase redevelopment of the Old Middleton Center

Phase One includes: 62 market-rate multi-family units, 11,388 s.f. of commercial space, and 21,483 s.f. of office space

Amenities include: club room, community room, fitness center, and landscaped patio

REFERENCE: Eileen Kelley, Director Planning / Zoning Administrator – City of Middleton
Ph. (608) 821-8370



MULTI-FAMILY



PELTON RESIDENCES INFILL REDEVELOPMENT

LOCATION: Madison, Wis.

PROGRAM: 157 market-rate multi-family units and
12,000 s.f. of commercial space.
246,348 s.f.

Amenities include: club room,
community room, fitness center, and
landscaped patio

REFERENCE: Heather Stouder, Planning Division
Director – City of Madison,
Ph. (608) 266-5974

MULTI-FAMILY



VERITAS VILLAGE MULTI-FAMILY DEVELOPMENT

LOCATION:	Madison, Wis.
PROGRAM:	189 market-rate units Central courtyard & pool with green roof areas; over parking level Amenities include: fitness room, community room, concierge desk, clubroom, and game room
REFERENCE:	Heather Stouder, Planning Division Director – City of Madison Ph. (608) 266-5974



MIXED-USE



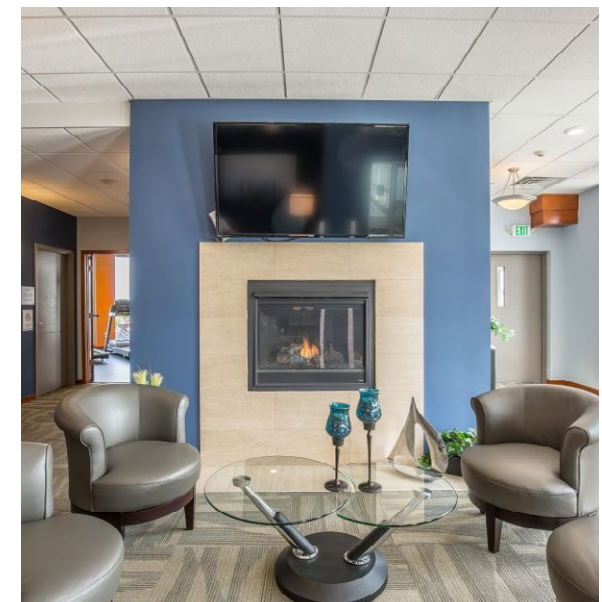
WATERMARK LOFTS INFILL MIXED-USE DEVELOPMENT

LOCATION: Madison, Wis.

PROGRAM: 80 market-rate units
18,922 s.f. commercial space

Amenities include: club room,
community room, fitness center,
and landscaped patio

REFERENCE: Heather Stouder, Planning Division
Director – City of Madison
Ph. (608) 266-5974



MULTI-FAMILY



JLA
ARCHITECTS



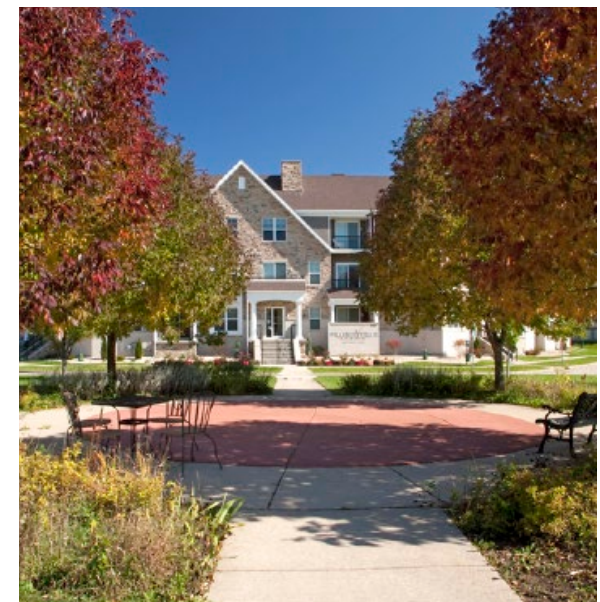
PRAIRIE TRAILS MULTI-FAMILY DEVELOPMENT

LOCATION: Sun Prairie, Wis.
PROGRAM: Three-story, 54 units
56,516 s.f.

Amenities include: community room, club room, outdoor patio, library, event space with kitchenette/restroom, and landscaped patio

Underground parking

REFERENCE: Scott Kugler, Planning Director – City of Sun Prairie | Ph. (608) 825-1107



MIXED-USE



JLA
ARCHITECTS

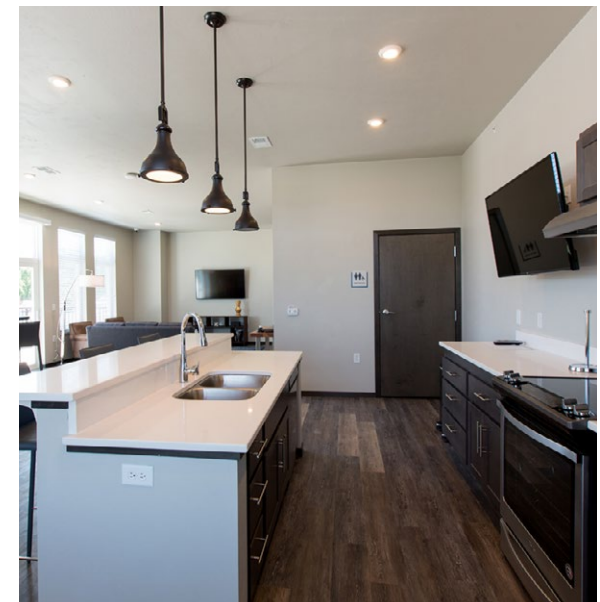


BAY LOFTS

MIXED-USE DEVELOPMENT

LOCATION:
PROGRAM:

Sturgeon Bay, Wis.
First level parking & retail
5,500 s.f. retail space
37 apartment units
Amenities include: fitness center, fourth floor clubroom with adjacent roof deck



MIXED-USE



JLA
ARCHITECTS



MONONA RIVERFRONT REDEVELOPMENT

MIXED-USE DEVELOPMENT

LOCATION: Monona, Wis.
PROGRAM: 3-4 buildings
256 apartment units
65,000 s.f. apartment units
Public park and indoor/
outdoor event space



MULTI-FAMILY



JLA
ARCHITECTS



22 SLATE MULTI-FAMILY DEVELOPMENT

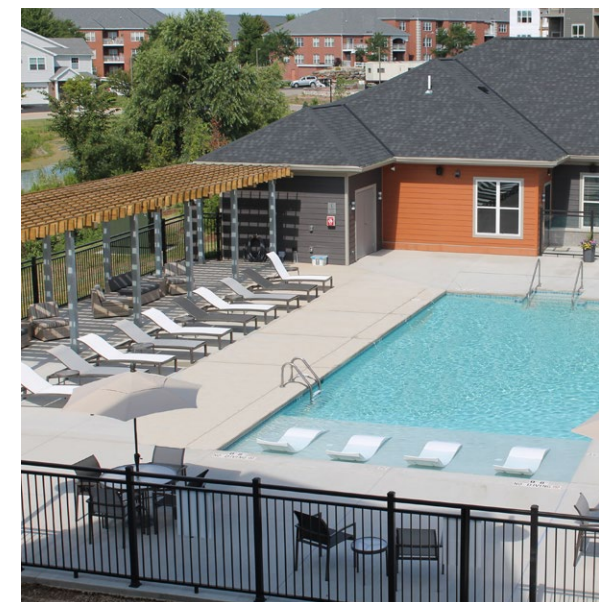
LOCATION:
PROGRAM:

Madison, Wis.
Seven buildings
264 market-rate units

Separate clubhouse building, pool
and fitness center

Buildings organized around central
common green

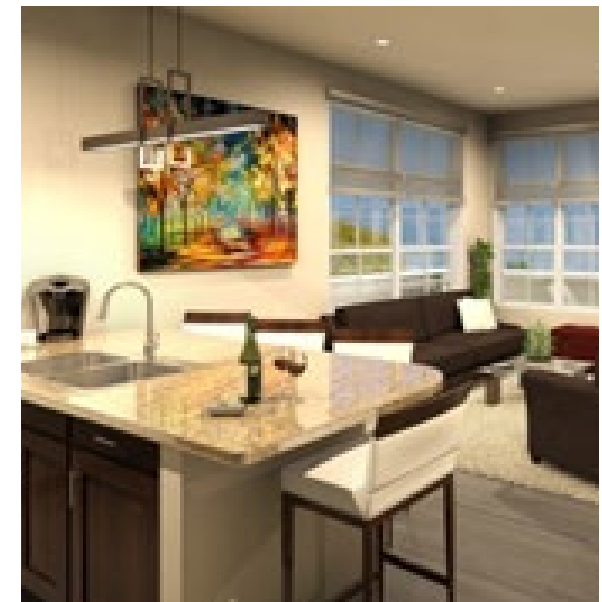
Pet-friendly amenities: dog walking
areas, dog bag dispensers, dog
washing room in underground
parking area



MULTI-FAMILY



JLA
ARCHITECTS



MIDDLETON STATION MULTI-FAMILY DEVELOPMENT

LOCATION: Middleton, Wis.
PROGRAM: 32 market-rate units
Two levels of parking

PUBLIC PROJECT EXPERIENCE



Listed below are other representative public projects that T. Wall Enterprises has been involved with.

GREENWAY CENTER

Madison, WI

Project Value: \$189,500,000

Size: 1,021,000 s.f.

Reference: Kurt Sonnentag, Mayor

City of Middleton

Ph. (608) 335-0888

Email: mayor@ci.middleton.wi.us

This mixed-use development located on Madison's west side. Initially comprised of a office buildings and retail, restaurant, and hotel components, additional buildings were later added as in-fill to create a mini town center. T.Wall served as overall developer for the project.

THE CENTER FOR INDUSTRY & COMMERCE

MADISON, WI

Public Private Partnership (P3)

Project Value: \$37,000,000

Size: 160-acre site

Reference: Don Marx, Manager

Office of Real Estate Services

City of Madison

Ph. (608) 267-8717

Email: dmarx@cityofmadison.com

The Center for Industry & Commerce, is a 160-acre mixed-use development on Madison's east side. The development is the culmination of a 10 year partnership between T.Wall and the City of Madison. T.Wall served as master developer for this project.

CITY CENTER WEST

Project Cost: \$135,000,000

Completion: 2003

The City Center West project included the development of two 8-story towers, constructed in phases with connections at each floor, as well as a 1,532 stall, five-level parking ramp. The project features 440,000 s.f. of office, retail, and restaurant space.

HIGH CROSSING ENVIRON

MADISON, WI

Project Value: \$88,000,000

Size: 309,000 s.f.

Reference: Don Marx, Manager

Office of Real Estate Services

City of Madison

Ph. (608) 267-8717

Email: dmarx@cityofmadison.com

High Crossing is proud to be the first large-scale, mixed-use development in Dane County. The site consists of office, retail, restaurant, hotel, and residential properties. T.Wall served as overall developer for the High Crossing project.

CONCLUSION



The added advantage of selecting T. Wall Enterprises is that we have been through the entitlement (political) process before in downtown and with the city including elected officials and city staff. Overall, we have a good working relationship with the city. We know the process; we're not newcomers who will have a large and risky learning curve. Given the size of the development, the safe play is to select a developer who has experience in downtown and is committed to getting results.

We also have the experience in working on a parcel that probably has a high water table, near a river, in a tight urban site that will require off site storage and just in time delivery of materials, complicated phasing (so residents can live in the first phases while future phases are built), a team in place in Green Bay that is ready to go, and a developer with family in the city.

This development will be a trans-formative opportunity and should be designed and built to the highest quality to last a hundred years or more.