



REQUEST FOR REDEVELOPMENT PROPOSALS

City of De Pere, Wisconsin

**360 Main Avenue
City of De Pere**

**Development Services
Department**

Issued: October 24, 2025

Proposals Due: December 12, 2025 by 4:00PM

A. INTRODUCTION AND SUMMARY

The City of De Pere (City) seeks redevelopment proposals for a development opportunity of approximately 7,200 s.f. City-owned parcel located at 360 Main Avenue (WD-376). The City will consider proposals from qualified developers interested in constructing high-quality development. Proposals must be received by the Development Services Department at City Hall, 335 S. Broadway, De Pere, WI 54115 no later than 4:00 p.m. on December 12, 2025.

B. COMMUNITY OVERVIEW

The approximately 25,000 people, who call the City of De Pere, Wisconsin home, know that the community provides a high quality of life in the Greater Green Bay metropolitan area. The excellent schools, a dynamic downtown, successful business parks, and safe neighborhoods served by ample parks and natural areas have resulted in considerable loyalty and community pride among residents. The residences, businesses, and commercial areas are connected with a transportation and green space network that accommodates cars, bikes, and pedestrians. The beautiful Fox River is the focal point of the City Center and the Claude Allouez Bridge unites the two sides of our dynamic downtown. Whether you are on the east side or west side, historic buildings thoughtfully blend with new redevelopment to provide a mix of housing, employment, shopping, dining, and entertainment.



C. PROJECT BACKGROUND

The City of De Pere continues to experience a downtown renaissance with the recent additions of 102 N. Broadway, the Cobblestone Hotel, the Mulva Cultural Center, 550 William St Building, the Marriott Townplace Suites Hotel, the new city owned parking structure, the new Schneider School of Business, and several other redevelopments on both sides of the Fox River. The City wishes to continue on the success with a potential redevelopment of an infill lot in the Downtown. Recognizing that 360 Main Ave is an important site downtown, there are several desired objectives for any proposed redevelopment. While not seeking to be overly prescriptive on the design and the exact mix of uses, the City requested vision calls for well-designed architecture, as well as a mix of uses that complement the balance of downtown activity and augment the vitality of the downtown. The project may require a contribution package from the City as part of a Development Agreement. The project is currently located in Tax Incremental Financing District No. 9.

Based on the Downtown Plan and the Comprehensive Plan, the Common Council and residents of De Pere have endorsed the following objectives that the project should address:

1. Incorporation of ground-floor commercial use that contributes to an interactive and vibrant pedestrian experience. A square footage amount for commercial use on the ground floor has not been specified and is up to the development team.

2. The development above the ground floor can be a mix of uses that may include residential or commercial uses. Potential development should complement the need for experienced-based retail or commercial activities. Residential units are prohibited on the first floor.
3. The proposed development must exemplify exceptional architecture and sustainable design and construction. The project should complement and be respectful of adjacent land uses.
4. Public parking spaces do not need to be maintained, but parking for the proposed development must be provided. If parking is proposed below minimum Code requirements, a written explanation should be provided that explains why the proposed parking is adequate for the proposed development. The City will be improving the parking lot and alley to the rear of the property concurrent with the redevelopment of the parcel.
5. The property will be offered to the selected developer in the current condition of improvement.

D. DOWNTOWN VISION

In 2010, the City completed a Downtown Master Plan that sets a vision for the future of Downtown De Pere and outlines areas for redevelopment. The City Comprehensive Plan and Zoning Code also establish design and development guidelines. The Downtown Master Plan did not specifically include this site as a redevelopment project. However, redevelopment of the lot aligns with many of the goals of the Downtown Master Plan, including:

- Increasing business and private investment (encourage new private investment)
- Adding life to the District (activate underused sites)
- Creating new neighborhoods downtown (increase residential)
- Advocate for sustainability (infill development)
- Development Targets:
 - Encourage mixed-use developments that incorporate a combination of retail, commercial, office, or residential use
 - Improve physical and relationship connections with St. Norbert College students, faculty, and visitors
 - Upgrade downtown streetscape and gateways.



Figure 1: Downtown West Bank Plan

E. SITE SPECIFIC INFORMATION

- | | | |
|----|---------------------|-----------------|
| 1. | Address: | 360 Main Avenue |
| 2. | Property Ownership: | City of De Pere |
| 3. | Parcel Description: | |

- i. Acres: 0.16
- ii. Current Use: Vacant
- iii. Site Shape: Rectangle
- iv. Wetlands: None
- v. Frontage: Main Avenue: 72 Feet Alley: 72 Feet

4. *General Site Location:* The redevelopment site is located along the Main Avenue corridor. The Corridor generally consists of multi-story buildings, with commercial uses on the first floor and residential or offices on the upper floors. Traffic volumes along Main Avenue are at 13,800 vehicles per day. The Claude Allouez bridge sees approximately 29,500 vehicles per day. The site is

- i. 500 feet from the Fox River
- ii. 600 feet from St. Norbert College
- iii. 0.5 miles from the Fox River Trail
- iv. 1 mile from I-41
- v. 1.1 miles from Ashland Avenue

5. *Zoning:* The site is currently zoned MX1- Downtown Mixed-Use District. Mixed-use districts are primarily intended to allow a mix of uses within approximately scaled buildings to maintain and promote the desired physical character of the downtown and commercial nodes and corridors within the city. The MX1 district allows storefronts on the ground-story and upper-story residential and office uses. Helpful links to the Zoning Code and Main Street Design Guidelines are provided at the end of this document under 'Resource Links.'

6. *Topography:* The subject property is at grade with Main Avenue, but slopes downward to the north, towards the adjacent alley. The topographical difference was not considered extensive, and it would allow for the potential to have subgrade parking accessed from the alley without dedicating a large amount of space to a ramp. A GIS topographical map is presented on the following pages.

7. *Flood Zone:* The subject property is not located in the flood zone.

8. *Utility:*

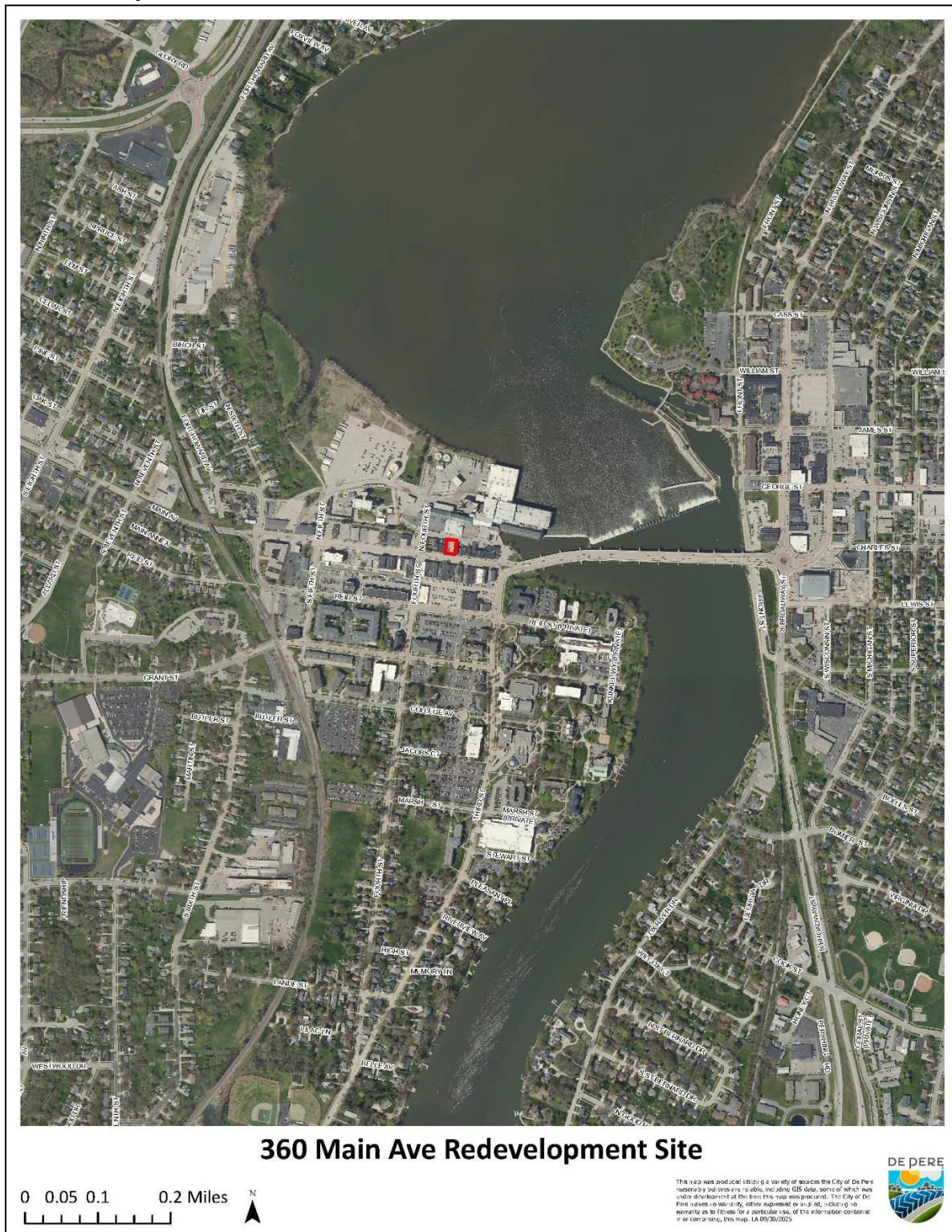
- i. Water: The site is served by 12" water line in Main Ave, based on historical records, a water lateral was capped at the back of the sidewalk. The lateral size and system will need to be evaluated to determine if it is adequate for a sprinkler system for the proposed future building. We can assist a fire flow test in the area to verify system pressures. This can be facilitated with the Water Department.
- ii. Sanitary Sewer: Sanitary sewer is located in the alley north of the site. The sewer is a 30" clay sewer.
- iii. Stormwater: The site itself is 7,200 s.f., so no numeric stormwater requirements will apply, but a stormwater inlet is located immediately adjacent to the alley.

F. SITE-SPECIFIC PICTURES



G. MAPS

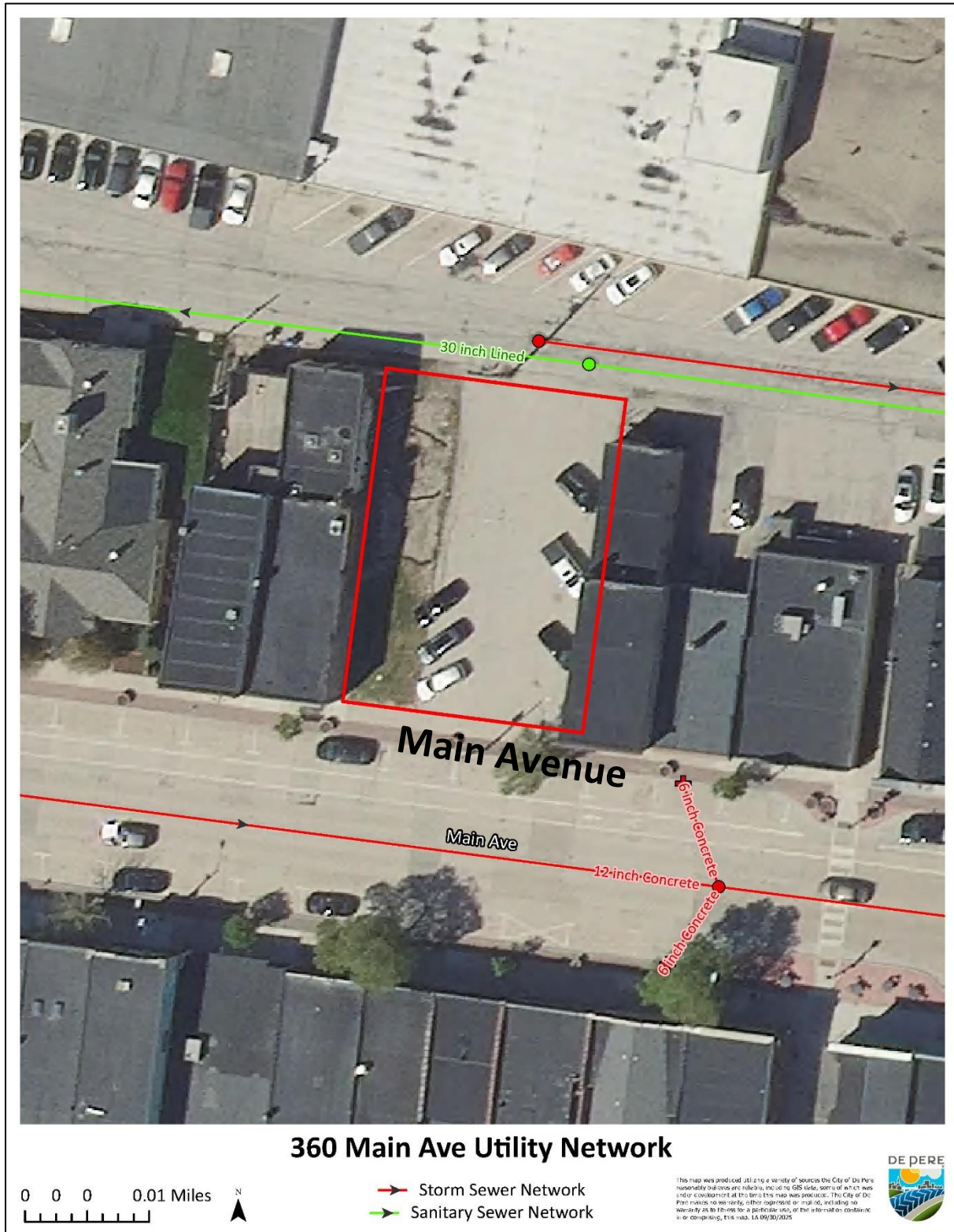
Location Map



Site Map



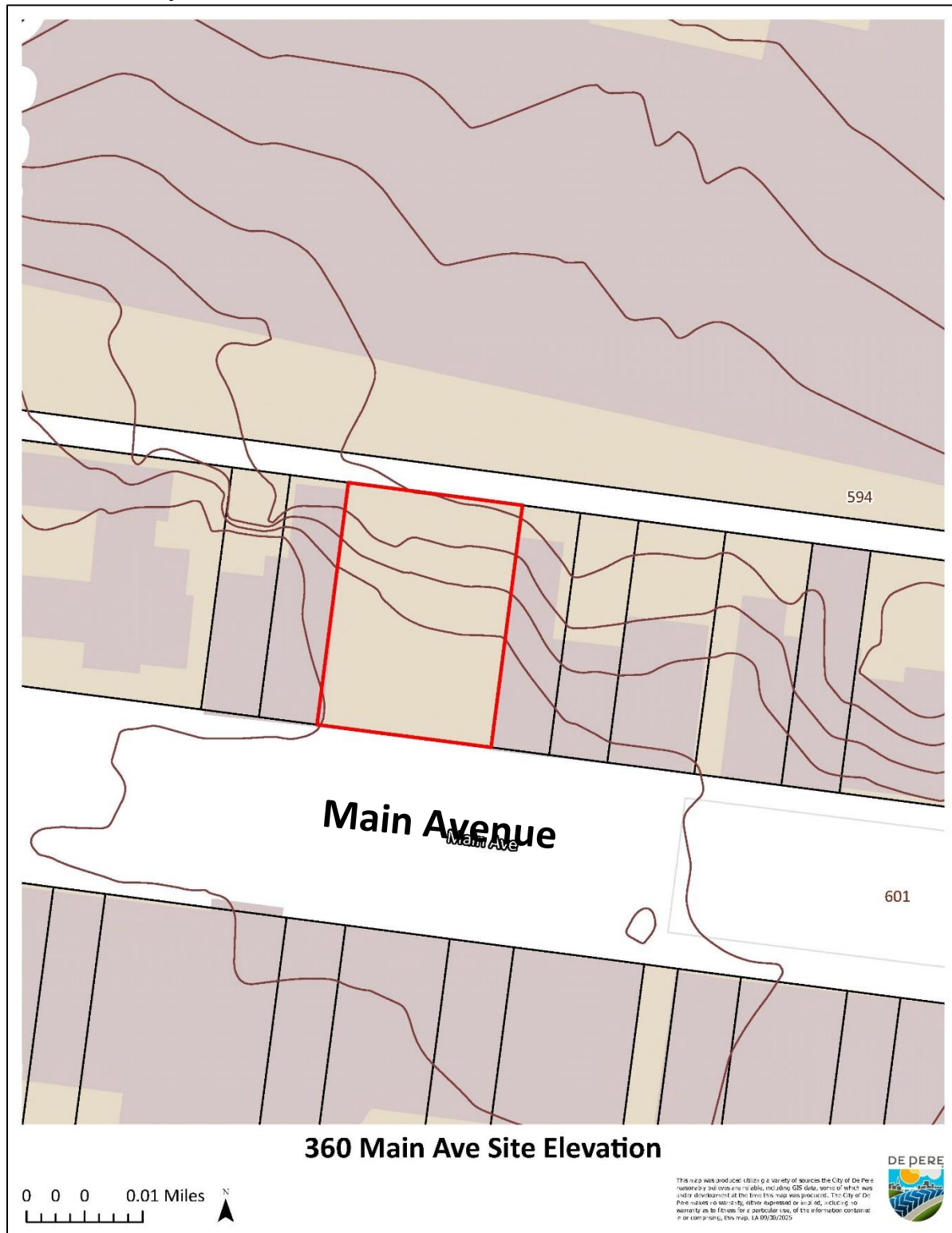
Utility Map



Zoning Map



Elevation Map



H. ENVIRONMENTAL CONDITION

The City completed a Phase 1 and Phase 2 Environmental Site Assessments (ESA) that identified soil contamination as a result of historic fill. The City worked with an environmental consultant to identify the area of impact and will work with the selected developer to remediate the site to a level sufficient to be developed.

I. SITE VISITS

Site visits can be conducted as needed. Since the site is currently used as a parking lot there is no need to schedule a meeting with the City.

J. SUBMITTAL QUESTIONS

All questions shall be submitted in written form to the contact information provided below by November 14, 2025. Answers will be provided, via the City website as a part of addenda to the RFP as they become available. Multiple addenda may be released.

K. Submission Requirements

The City wishes to evaluate each proposal under the same uniform review standards. Proposals for this project should be organized in the following order and contain all of the following information: Respondent shall submit one (1) electronic copy in PDF format through the City's online portal. In order to be considered, proposals must be received no later than 4:00 PM, Central Time, Friday, December 12, 2025, and delivered to:

Quasan Shaw
Economic Development Planner
gshaw@deperewi.gov

or

[Economic Development / De Pere, Wisconsin \(deperewi.gov\)](https://www.deperewi.gov/EconomicDevelopment/DePereWisconsin)

Proposals should include all of the following:

1. *Title Page:* Display the proposal title, name of the firm, address, telephone number(s), name and email address of a contact person, date, and any other pertinent firm information.
2. *Firm / Developer Qualifications*
 - i. Team: Identify the lead firm and contact individual. Provide resumes of all team members anticipated to participate in the project.
 - ii. Experience: Provide a detailed list of at least three projects with references detailing relevant development projects related to urban infill and/or brownfield development within the past ten years.
 - iii. Financial Viability: Provide a statement that indicates the financial capability to accomplish the project.

3. *Project Proposal*

- i. Project proposal: Provide a detailed description of the proposed project.
- ii. Concept site plan: Provide a site plan that provides basic site information including totals for building size, site coverage, parking, and a summary of the square footage of uses.
- iii. Conceptual Elevation: Conceptual elevation renderings of the development including building footprint, parking, circulation, and massing.
- iv. Financial Analysis: Provide estimated development/construction costs (including site acquisition), the anticipated financial profile of the development (stack), and projection of expected tax value.
- v. Project Timeline: Provide an estimate of the project timeline including acquisition, design development, permits, construction, building completion, and projected tenancy. Include any perceived challenges or other projects that may limit the developer's ability to complete the project in a timely manner.

4. *City Participation*

- i. Site Acquisition: The estimated value of the site is \$180,000. The City is open to considering selling the property at fair market value or including all or part of the market value as part of a City development incentive for the project.
- ii. Development Assistance: The subject property is within the City's Tax Increment District No.9. Desirable projects that would not be completed without tax increment financing may be eligible to receive financial assistance. However, projects that do not require the use of tax increment financing may be scored higher. Describe the type and amount of (if any) City of De Pere economic development assistance being requested for the project. The City of De Pere anticipates assistance with the removal of the contaminated soil but won't remove the soil and fill with clean soil prior to the development in order for cost savings to the developer.

L. SELECTION PROCESS

The following describes the anticipated general review process.

1. Selection Committee Proposal review
2. Staff recommendation to the Finance and Personnel Committee
3. Common City approval of the selected developer
4. Finalize/execute Development Agreement

M. SELECTION CRITERIA

The selection process will involve the following primary steps. 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.

Each of the following review criteria will be taken into consideration in the evaluation of the proposals. The proposals evaluation will be weighted as shown below:

1. Completeness of Proposal: The proposal must address each item outlined in the proposal requirements. (5%)
2. Design / Appropriateness of Proposed Use: The extent to which the proposal achieves the City's goals, objectives, and overall vision of the Downtown Plan. (40%)
3. Project Feasibility: The financial and technical feasibility of the anticipated project and its long-term viability. The proposal must demonstrate a thoughtful and realistic understanding of the potential market demand as well as a thorough understanding of the development review process. (25%)
4. Financing Assistance: The City will consider participation in terms of land acquisition price and development assistance. However, those projects that do not require City participation may be scored higher. (20%)
5. Capability / Track Record of Developer: Demonstrated ability to complete a development project in urban environments from concept to construction. (10%)

The selection team will recommend a development proposal and team to the Common Council based on the Selection Criteria.

The Common Council reserves the right to reject any and all proposals and select a development team of their choosing. When a selection decision is made, the City expects to enter into negotiations with the selected developer to complete a development agreement. Upon approval and execution of a development agreement, all other development teams will be notified of the selection in writing. The selected development team will be responsible for acquiring all additional approvals including but not limited to site plan and building permits. The City is committed to a cooperative working relationship with the selected development team to ensure the zoning and entitlements will work for the City and the development. NOTE: The example entitlement process is included as an exhibit to this RFP.

N. TENTATIVE TIMELINE

The following is the conceptual timeline for the process (subject to change):

Release of Request for Redevelopment Proposal	October 24, 2025
Written questions submitted to gshaw@deperewi.gov	November 14, 2025
Responses to questions available	November 21, 2025
Submission deadline by 4:00 p.m.	December 12, 2025
Follow Up Information and Developer Interviews (if needed)	December 19, 2025
Presentation of Proposal(s) to Finance/Personnel Committee	January 13, 2026
Development agreement Recommendation to Common Council	TBD

O. De Pere Resource Links

City of De Pere: <https://www.de-pere.org/>

Comprehensive Plan, Downtown Master Plan, Cultural District Master Plan Historic Neighborhood Preservation Plan: <https://www.de-pere.org/egov/apps/document/center.egov?view=item&id=730>

Zoning Code (Chapter 14):

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR

Business Districts:

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR_ARTVIIBUDI

General Requirements:

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR_ARTXGERE

Design & Development Standards:

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR_ARTXIIDEDEST

De Pere Municipal Ordinance: https://library.municode.com/wi/de_pere/codes/code_of_ordinances

De Pere Chamber: <http://deperechamber.org/>

Definitely De Pere: <http://definitelydepere.org/>

P. STATEMENT OF RIGHTS AND UNDERSTANDING

The City reserves, and may, in its sole discretion, exercise the following rights and options with respect to this RFP:

1. To accept, reject, or negotiate modifications to, any and all proposals;
2. Submission of a proposal does not bind the City to any action or any applicant;
3. To issue clarifications and propose addenda;
4. To modify any timeline;
5. To negotiate with one or more applicants;
6. To select any submission as the basis for negotiations and to negotiate with applicants for amendments or modifications to their submission;
7. To conduct investigations with respect to the qualifications of each applicant;
8. All materials submitted in response to this RFP become the property of the City;
9. The City is not responsible for costs associated with preparing proposals;
10. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP. This RFP has been prepared by the City and does not purport to be all-inclusive or to contain all of the information a prospective applicant may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.