



Investment/Development Opportunities

Larsen Redevelopment - Broadway District, Downtown Green Bay



BACKGROUND

The former Larsen Canning Co. in downtown Green Bay was purchased in June of 2007 by On Broadway, Inc. (OBI), a non-profit organization dedicated to the economic development and historic preservation of the Broadway District in Downtown Green Bay. OBI has developed a Masterplan for the redevelopment of the 22-acre site and is currently preparing the site for development opportunities. OBI is currently seeking proposals from developers and businesses interested in investing in area and has already attracted two developments. The first project was completed as an owner-occupied project with a local insurance company. The second project will be complete this fall with opening of a ShopKo Express and the relocation of the Greater Green Bay Area Chamber of Commerce.

PROPERTY

The property consists of a total of 22-acres, with the primary address being 520 N. Broadway. Over the course of the past several months, OBI has undertaken a significant recovery and demolition effort that will be completed in March of this year. The Masterplan for the site reinstitutes the street grid connecting the surrounding neighborhood to the waterfront and provides for a variety of development opportunities. From the historic preservation and redevelopment of the original canning plant to new construction of varying sizes, there are options for developers of every expertise.

There are five existing buildings that are available for redevelopment:

- Building A: 125' x 102 sq.ft., 3 floors plus basement
- Building B: 53' x 58' sq.ft., 1 floor plus basement
- Building C: 140' x 59' sq.ft., 3 floors plus basement
- Building D: 102' x 59' sq.ft., 4 floors plus half

with
 several leases in place
 ment
 Larsen offices (Buildings R,S,&T): 120,000 sq

Open lots will vary slightly in size however the majority of lots available are 24' x 90' lots. These can be developed independently or joined together for a larger project.

The site has been designated a "clean" site through a Phase I and through the beginning of a Phase II environmental study. The property is zoned through a Planned Unit Commercial Development (PUCD) that reinforces the Masterplan. The property's infrastructure is being closely developed with the City of Green Bay, with the first section of Pearl Street starting construction early summer of 2008.



DEVELOPMENT VISION

Building upon the strength of the current Broadway District, the vision for the site is to provide a place for creative businesses and people, not only in the traditional sense of artists, such as painters or sculptors, but also through professionals, such as architects, marketing professionals, or researchers. Additionally, it is intended that the redevelopment of the site will be one of the first LEED Certified Neighborhood Developments in the state of Wisconsin, providing a sustainable environment (economically and ecologically) for business and residents. The mix-use development should also encourage owner-occupied options to provide individual ownership into the area.

SITE DETAILS

Vacant Land:
 Lots can be joined together
 \$10-20/sq.ft., depending on location and size

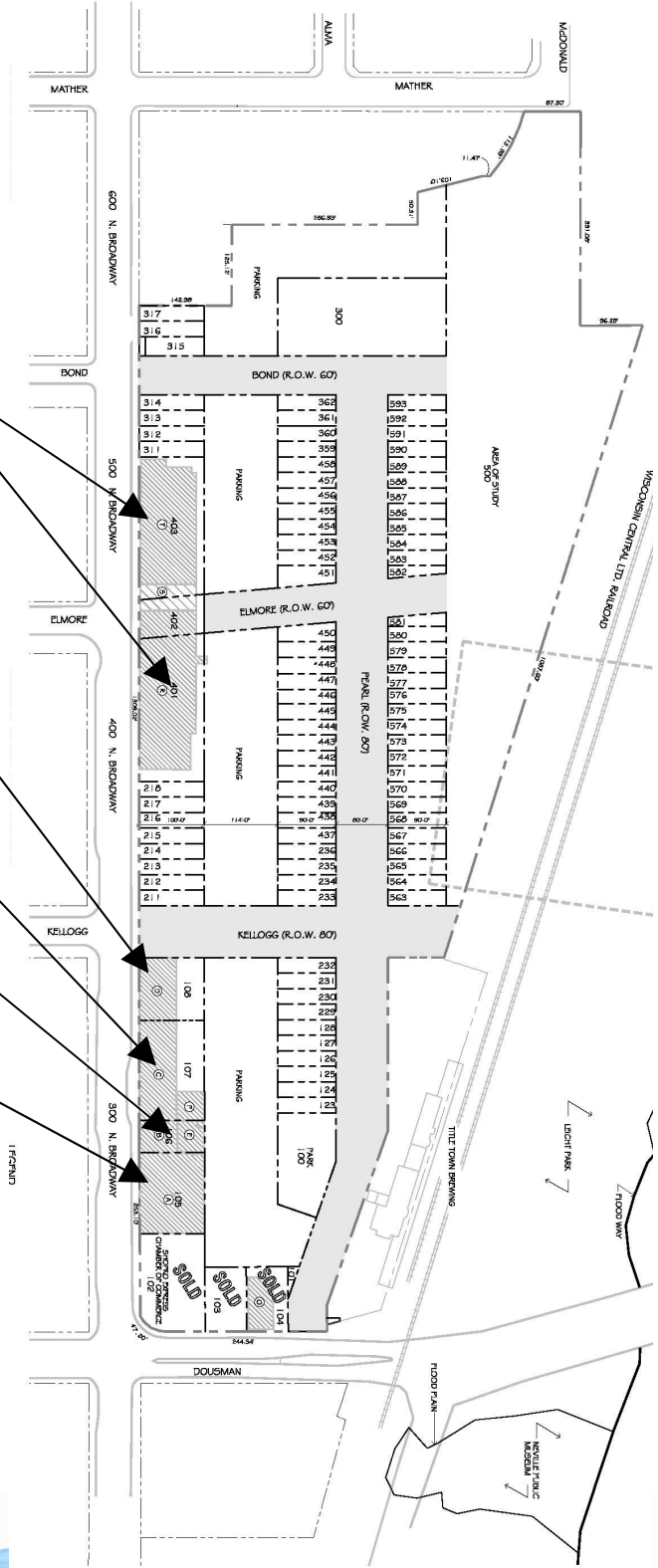
Larsen Offices (Building RST):
 120,000 sq.ft., 38% occupancy
 Sale: \$3,250,000
 Lease: \$7-\$10/sq.ft. NNN

Building D:
 Footprint: 6,018 sq.ft.
 4 floors
 Sale: \$250,000

Building C:
 Footprint – 8,260 sq.ft.
 3 floors + basement
 \$300,000

Building B:
 Footprint: 2,030
 1 floor + basement
 Sale: \$150,000

Building A:
 Footprint: 12,750 sq.ft.
 3 floors + basement
 Sale: \$400,000



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