

**Request for Information (RFI)
For
Brown County**

**Potential Redevelopment of Site Occupied
by the Veterans Memorial Arena and Shopko
Hall**

Project # 2136



BEN SCHENKELBERG
A R C H I T E C T



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ARCHITECTURE

COMMERCIAL • HEALTHCARE • INDUSTRIAL • MUNICIPAL • EDUCATIONAL FACILITIES

ATTACHMENT B: RFI DESIGNATION OF CONFIDENTIAL & PROPRIETARY INFORMATION

(Use of this form is required when submitting proposal)

The attached material submitted in response to this project includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5) Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this proposal response be treated as confidential material and not be released without our written approval.

Prices always become public information when bids/proposals are opened, and therefore cannot be kept confidential. Blanket labeling of confidential/proprietary information in headers/footers of documents will not be considered as confidential/proprietary.

Information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

We request the following pages not be released:

Section

Page #

Topic

(2) SKETCHES SITE PLAN & COVERED WALKWAY

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY AND AGREES TO HOLD BROWN COUNTY HARMLESS FOR ANY COSTS OR DAMAGES ARISING OUT OF THE COUNTY'S AGREEING TO WITHHOLD THE MATERIALS.

Failure to include this form in the proposal response may mean that all information provided as part of the proposal response will be open to examination and copying. The County considers other markings of confidential/proprietary in the proposal document to be insufficient. The undersigned agrees to hold the County harmless for any damages arising out of the release of any materials unless they are specifically identified above.

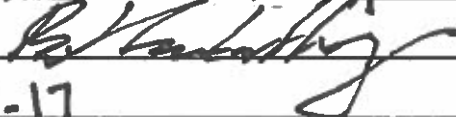
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Printed Name:

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Signature:



Date:

4-27-17

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April 25, 2017

Brown County Purchasing Dept.
305 E. Walnut Street, 5th Floor
Green Bay, WI 54301

RE: Project #2136
Redevelopment of Veterans Arena and Shopko Hall property
Ashwaubenon, WI

Thank you for the opportunity to submit our version on what is possible for the Arena, Previous Packer Hall of Fame and Shopko Hall property. This is clearly a large project; however, it will be an easy upgrade because a large cost to accomplish an upscale Exposition and Sports Complex is already established. Including major streets, utilities and defined property.

What our proposal provides is a simple combination of the various activities all under one roof, flexible and within a low potential project cost. Our plan offers space from small to large events, trade shows, sports and competitive activities.

Brown County offers many major properties for residents and visitors to enjoy. Just to list a few:

- National Railroad Museum
- Botanical Gardens
- Heritage Hill
- Bay Beach Park
- NEW Zoo
- Lambeau Field

These facilities can benefit from a strong marketing effort and provide a destination if we use the Resch Center and revised Exposition center as an anchor. Visitors will come regardless of our seasonal weather.

At your convenience, I would enjoy the opportunity of explaining my preliminary land use to the committee and county board.

Thank you


Ben Schenkelberg, Architect

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Shopko Arena Proposal

Project # 2136

Listed below are my observations and opinions for the best use of the arena site:

- 1) The existing property has a high investment in utilities, site development, and the unique War Memorial, Shopko Hall and Resch Center facilities.
- 2) The land where the arena and previous Packer Hall of Fame is located should remain under Brown County ownership.
- 3) I am providing a schematic site plan to indicate what I am visualizing as the best land-use and enhancement for the existing site, buildings and benefit the entire area.
- 4) Exhibition buildings and sports/entertainment structures play a large role in the economy by supporting the surrounding business's and to the entire metropolitan area. The Fox Cities, and to the South, are building a strong competitive market. Upgrading of the entire Brown County complex is a must.
- 5) Entertainment structures cost money to build, maintain, insure, and require 24-hour 365-days a year utilities regardless if the building is empty or occupied.
- 6) An example of good planning should be credited to our Brown County Airport Board. Many years ago, my old firm designed the terminal. Since then, there have been four additions by several firms including myself. When walking though the Terminal ALL materials are high class and matching, not exposing each Architectural firms' work and time frame, that's what our Arena and Exposition center complex should project.
- 7) All new exterior materials should be similar to the outstanding Resch Center to give the appearance of one large continuous structure rather than multiple additions.
- 8) If this project proceeds, demolition and new construction would have a minimum effect on either Shopko Hall, the Plaza, surrounding streets, or the Resch Center.
- 9) New construction as per my proposal is a series of individual units of different uses, and when completed it will form unity and function as one large complex that can handle several events at one time.
- 10) There will be discussions as to joint land use between Green Bay, Brown County and Ashwaubenon. Positive verses the negative returns will benefit all party's in this situation. "A team that plays together wins every time". Politics must take a backseat.

- Oneida Street pedestrian Airwalk advantages:
 - a. Allows traffic to have a continues flow prior, during and after events.
 - b. Our local weather creates cold wind, rain, snow and ice during events at the Arena, Exhibitions Hall and Resch Center. The distance to their entrances is extreme, many events are at night.
 - c. The Air Walk creates protection and safety, especially for strollers, wheelchairs, elderly, small children and individuals with walking problems.
 - d. My design covers all three event buildings. The design is simple and similar to the existing Airwalks at Bellin and Saint Vincent hospitals and Hyatt hotel on Main Street in Green Bay.
 - e. The justification is convenience and safety. This idea will make our Exhibition and Events Center a first-class convenience accepted facility.
- New exhibition center would be constructed similar to Shopko Hall with the West wall openable full width if total square footage is required. The space would have complete support areas throughout each unit.
- Enclosed gated courtyard. This area can be used by vendors for events, break area and events adjacent to the Exhibition Building, within ticketed areas, and lighted for night activities.
- Enclosed Pedestrian Walkway would connect to all Exhibition areas and Resch Center with various entrances and exits from all directions into lobbies, ticket areas and toilet facilities.
- Shopko Hall would require updating of mechanical and services along with a new architectural exterior entrance.
- Resch center would require no work except the connection of the Pedestrian Walkway to its lobby.
- Decorative fenced Park Area of green space would be similar to Schreiber Corporate Office complex. A small patio is also available for a lounge area or a backdrop for guest speakers.

- Selling Naming-Rights and having options for all events, conditions and seasons is something that includes the existing buildings and site.
- My proposal enhances the neighboring properties and protects the existing residential area on the North side of Lombardi Avenue.
- To the South of Armed Forces Drive is established as "Packer Property", nothing will change expect they "might" renovate the enclosed practice structure.
- The East and West properties are established.
- I am not interested beyond the designer level.
- Excellent in new and renovated properties.

Projects similar to the Brown County study #2136 request:

- Springfield, MA: NBA Hall of Fame Museum complex property. My services included a six story Hilton Garden Inn and a Pizza-Uno restaurant with an outside large all season patio.
- Worcester, MA: An eight story Hilton Hotel and attached restaurant to the existing city Civic Center and eight story parking garage complex all tied together by skywalks. See photos.

Experience with Public Projects:

- Prior to 1982 I have designed public projects as a partner with the SAI firm starting in 1961.
 - Austin Straubel International Airport terminal, Brown County.
 - Jails: Oconto, Forest, Door, Waushara and Brown Counties
 - Fire Stations
 - Village and City Halls
 - Public Schools
 - State of Wisconsin DOT facilities

Commonwealth of Massachusetts:

- Court Houses: Holyoke, Greenfield, Franklin, Belchertown, Hadley, Westfield, and Northampton.
- State Police crime labs and drug team facilities.
- Juvenile detention centers.

United States Government:

- Veterans Administration medical faculties.
- Department of Social Security offices.
- Homeland Security compound.

Locally, the original Door County Maritime Museum in Sturgeon Bay. I have just completed documents for an addition of a eleven story observation tower to the Museum with a lighthouse exterior design (in budget).

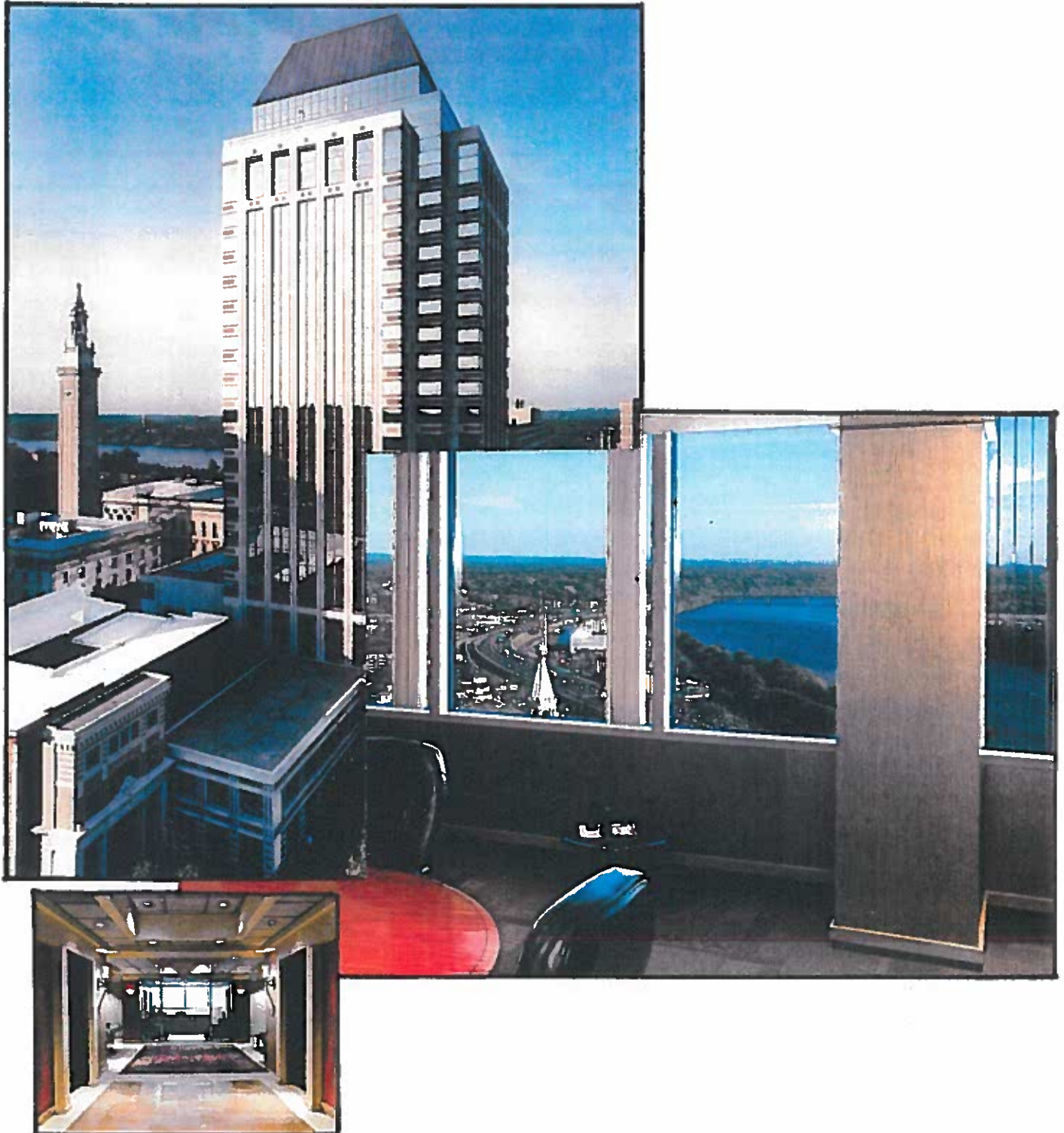
Springfield MA, for ten-years. I have designed approximately 37 projects for the campus of Monsanto Chemical Facility. The main building was approximately 200,000 square feet, completely renovated and added onto. Add-ons included offices, labs, test centers, cafeteria, resource library and features an employee park with ¼ mile of exterior walking trail for relaxing and lunch breaks areas.

I have designed 9 exhibits at the NEW Zoo. All designs and project management services were donated and will continue.

Public and Private schools, approximately 250. In the year of 2015, I was featured as "one of the best designs" in the American School and University Magazine. See enclosed information.

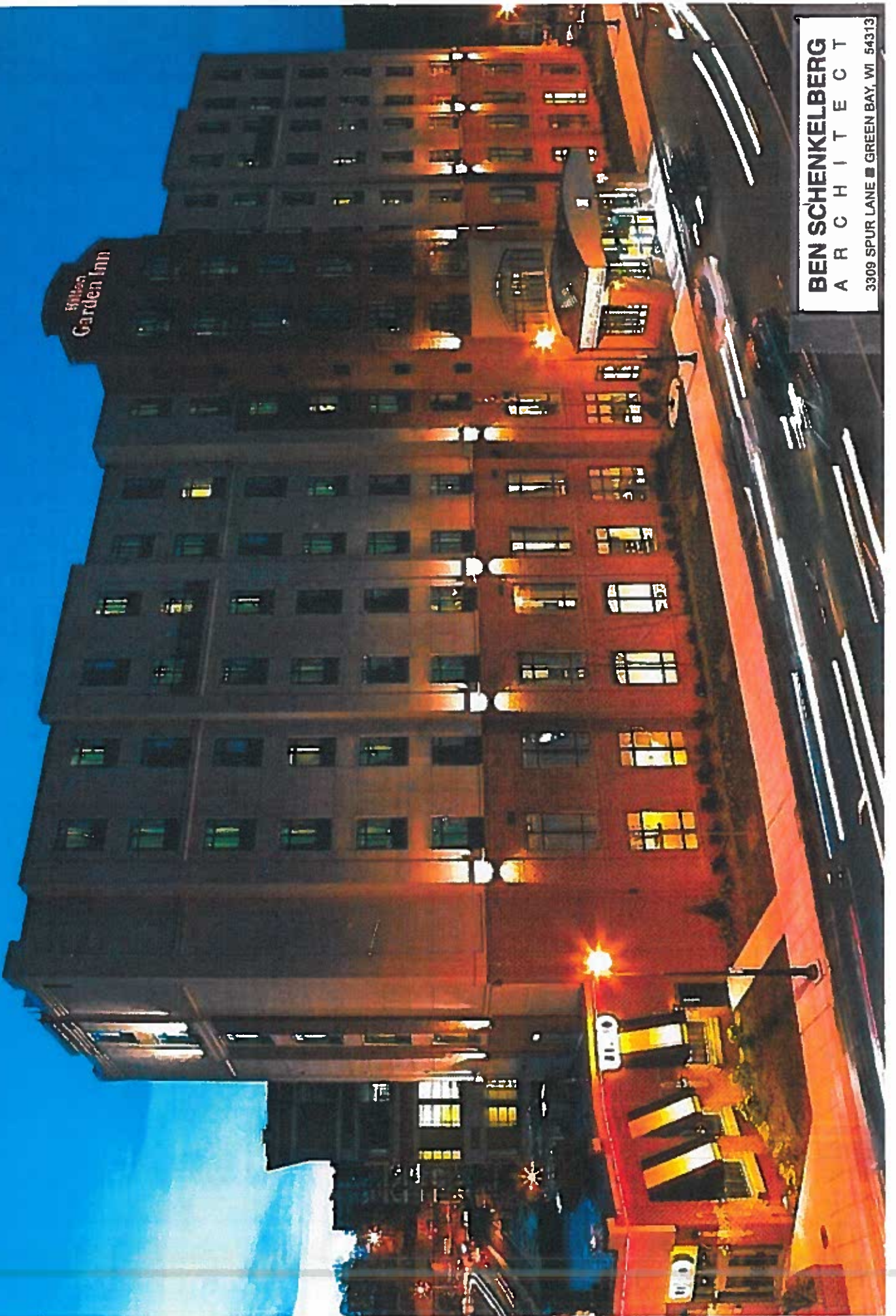
VIEW FROM THE TOP:

Our offices are located on the top floor of the 25 story One Monarch Place Tower in Springfield, MA. The building offers 400,00 S.F. of high-end office suites. For the past 21 years, we have provided A/E services to the tenants which include: law firms, insurance and investment companies, TV and radio stations, small and large corporation executive suites, restaurants and retail shops.



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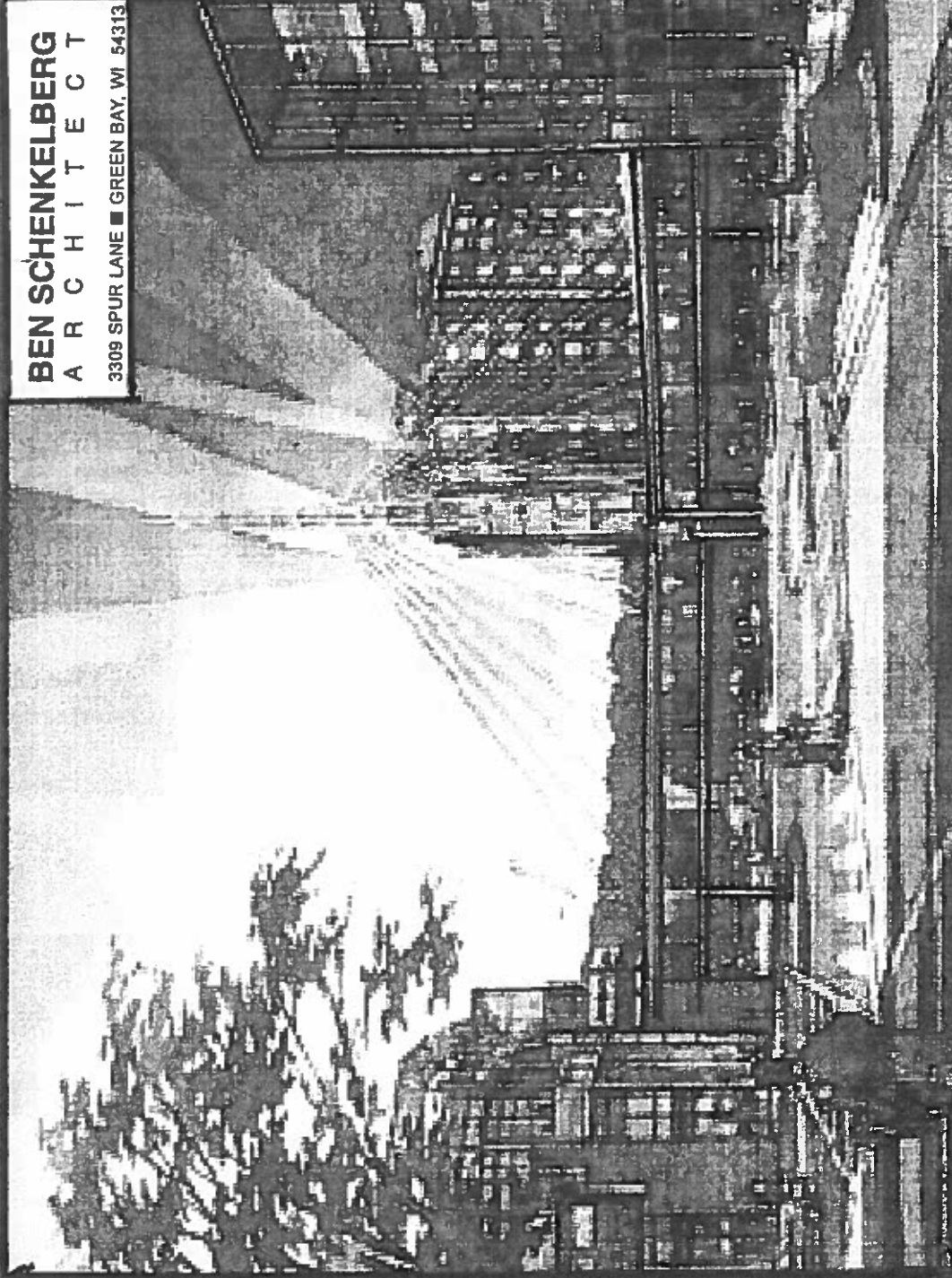
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Door County Maritime Museum

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