



Brown County Research and Business Park Feasibility Study



Conceptual development of the Brown County Research and Business Park, looking northeast from St. Anthony Drive



Brown County Research and Business Park Intent:

- Activate 238 acres of underutilized County-owned land.
- Promote County Executive's economic development goals.
- Encourage business investment and job creation.
- Promote "brain gain" to support entrepreneurial efforts and economic growth.
- Encourage higher education institutions to expand their economic development reach
- Create an environment that promotes collaborative entrepreneurship in the private, non-profit, and public sectors.

Wisconsin has five successful research business parks, but none in Northeastern Wisconsin.

★ Proposed Brown County Research and Business Park

Existing Wisconsin-Based Research and Business / Technology Parks

❁ University of Wisconsin - Stout Technology and Business Park

❁ University of Wisconsin - Milwaukee Innovation Park & Milwaukee Co. Research Park

❁ University Research Park at UW-Madison

❁ University of Wisconsin - Whitewater Research Park

🗺 State Boundaries



0 15 30 Miles

Map Disclaimer: This map is intended for advisory purposes only. It is based on sources believed to be reliable, but Brown County distributes this information on an "AS IS" basis. No warranties are implied.

Source: Data obtained from ESRI and the Brown County Land Information Office.

Map created by Brown County Planning Commission staff



Figure 1 - Site Location





Supportive characteristics of the property for a research and business park:

- Excellent access to transportation network, including two freeway interchanges, transit, and international airport.
- Close proximity to the University of Wisconsin – Green Bay and the new Veterans Administration Clinic
- Readily available utilities and fiber optic network
- Beautiful natural setting with views of the waters of Green Bay





Current trends in business location criteria:

- Offer a location with technological infrastructure, opportunities for collaboration, and sustainable development patterns.
- Provide a location for existing Brown County-based manufacturing businesses to perform research and development to be competitive in a global marketplace.
- Provide access to qualified employee pool.



Economic Development Partnerships to Date:

- Brown County
- City of Green Bay
- Advance
- University of Wisconsin Green Bay
- University of Wisconsin Extension
- State of Wisconsin – Wisconsin Economic Development Corporation (WEDC)
- Cardinal Capital Management
- More to come



Feasibility Study Analysis

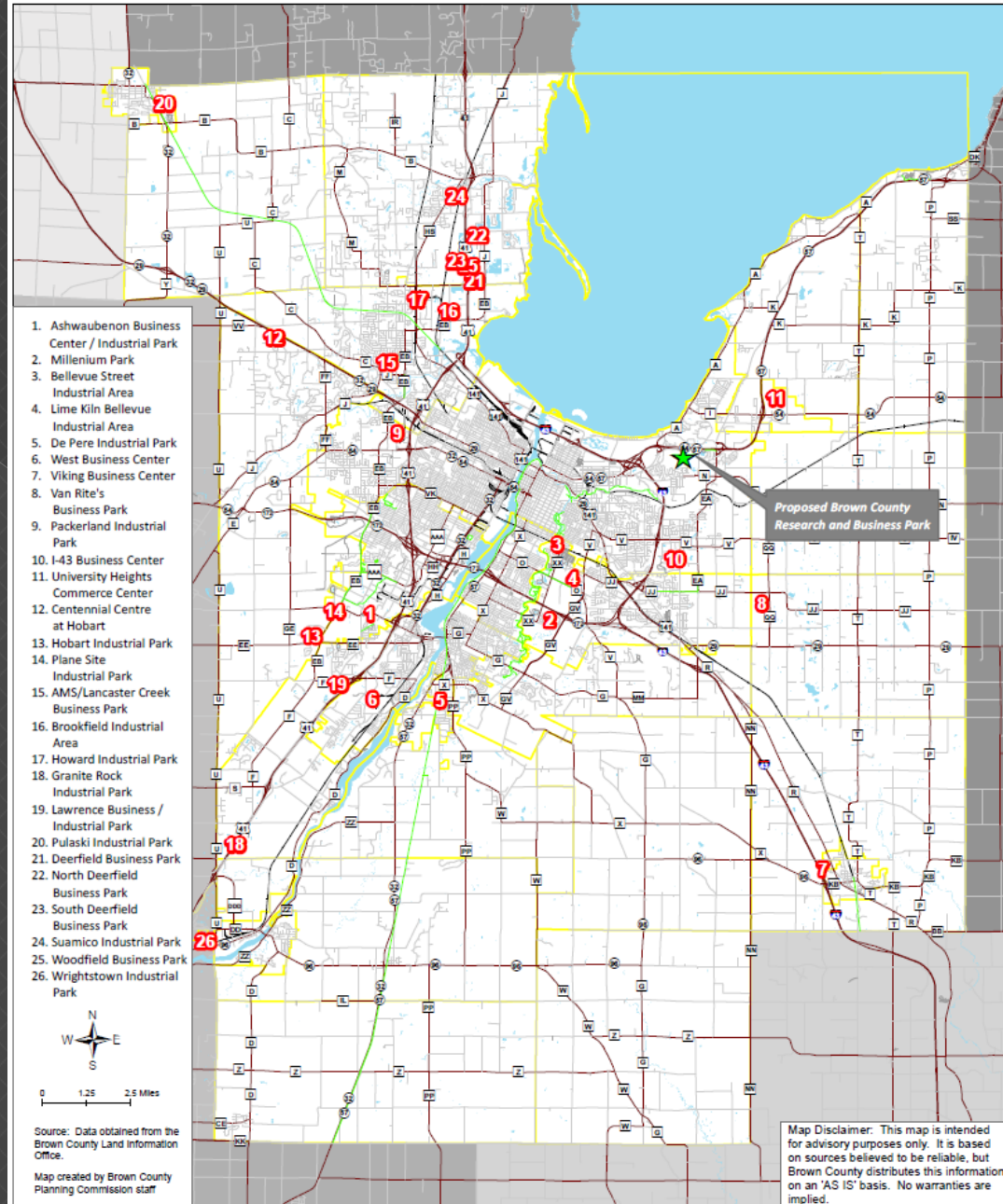
- Brown County PALS and UW-Extension staff analyzed existing Brown County business/industrial park development between 2006 and 2011.
- GRAEF analyzed land sales and building development outside of Brown County.
- Analysis demonstrated an average of 52.7 acres of land were developed for business/industrial park use in Brown County during economic recession.



Feasibility Study Analysis

- Analyzed 26 different business/industrial parks across Brown County

Figure 22 - Existing Industrial/Business Parks in Brown County
Brown County Research and Business Park Feasibility Study





Concept Plan Development

- Brown County PALS staff created a design concept for the Research and Business Park.
- Includes necessary utilities, streets, pedestrian facilities, landscaping, signage, and conservancy areas with walking trails.
- Concept plan identified a potential 23 parcels containing 143.7 acres of developable land.
- Potential parcels range from 1.5 to 16.2 acres.
- Street right-of-way, conservancy areas, and stormwater management total 92 acres.
- A future Brown County government branch campus holds 19 acres.

Figure 20 - Design Concept Plan

- Legend**
-  Stream
 -  Existing, Trail
 -  Proposed, Trail
 -  Parcel
 -  Road
 -  Wetlands
 -  35' Wetland Setback
 -  County Farm Cemetery
 -  75' Stream Buffer
 -  Conservancy
 -  Future Storm Water Pond
 -  Potentially Expandable Storm Water Pond



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Source: Data obtained from the Federal Emergency Management Agency and the Brown County Land Information Office.

Map created by Brown County Planning Commission staff





Research and Business Park Development Cost Estimates

- Brown County PALS staff worked with the City of Green Bay, Brown County Public Works, WPS, and others to identify a rough cost estimate for development.
- Research and Business Park development costs are estimated at approximately \$5.9 million.
- \$500,000 for demolition of the Brown County MHC is included in the total development cost.



Research and Business Park Development Funding

- Land sales
- Brown County bond issuance paid back through Tax Increment Financing District proceeds.
- Creation of a Tax Increment Financing (TIF) through a partnership with the City of Green Bay.
 - Need to develop a Municipal Revenue Sharing Agreement between Brown County and City of Green Bay to secure TIF proceeds for bond repayment



Research and Business Park Governance

- For the Research and Business Park to succeed, it must have an efficient, effective governance organization including:
 - Park Champions – persons successful in management and/or business, well connected to business community, ties to UW-Green Bay.
 - Ability to move at speed of business when negotiating and approving land sales on behalf of Brown County.



Brown County Industrial Development Corporation

- Non-stock corporation
- Allowable under Wisconsin's non-stock corporation statute (Section 181 Wis. Stats.) and economic and industrial development law (Section 59.57 Wis. Stats).
- Specific bylaws regarding board appointments and procedures, mission statement, and strategic plan all would need to be developed.



Research and Business Park Marketing

- Need a written marketing plan regarding strategies and tactics.
- A marketing budget will need to be prepared.
- The designation of a lead person or agency to promote the research and business park and implement the marketing plan will need to be identified.



Recommended Action Plan

- Should Brown County decide to pursue creation of the Brown County Research and Business Park, the following steps will need to be accomplished:
 - Brown County action on the Brown County Research and Business Park Feasibility Study.
 - Brown County and City of Green Bay action on the establishment of a revenue sharing agreement between the county and city.
 - Brown County and Green Bay action on the establishment of a TIF district that includes the Research and Business Park site.



Recommended Action Plan

- Green Bay action on the plat for the Research and Business Park.
- Brown County action on the inclusion of infrastructure projects in the county's Capital Improvements Program (CIP).
- Brown County action on the establishment of the Research and Business Park's governing structure, members, and bylaws.



Recommended Action Plan

- Brown County action on the establishment of a land sale approval process for the Research and Business Park.
- Brown County action on the marketing plan for the Research and Business Park.
- Raze MHC campus buildings and complete the veterans' housing project.



Recommended Action Plan

- Green Bay action on amending the Green Bay Comprehensive Plan to reflect the land uses shown in the Research and Business Park's Design Concept Plan.
- Green Bay action on rezoning the site to allow the development of the land uses shown in the Research and Business Park's Design Concept Plan.
- Development of detailed engineering specifications for streets, storm water management facilities, and other infrastructure.



Brown County Research and Business Park Feasibility Study Recommendation

- Based upon the findings of the study, it is recommended that Brown County continue to pursue the development of the Brown County Research and Business Park.



Brown County Research and Business Park

Questions?