



# **Green Bay Correctional Institution Property Analysis**

# INTRODUCTION – Green Bay Correctional Institution



# GBCI FACTS

## Facts

**Location:** Green Bay Wisconsin

**Security Class :** Maximum

**Capacity :** 1062 Inmates

**Opened:** August 31, 1898

**Managed By:** WI DOC

**Architectural Style:** Italianate, Romanesque

**Land Acreage:** 64 Acres

**Buildings:** 16



## MIXED-USE DEVELOPMENT: Goals and Objectives

- Integration into the Villages CMP
- Create an exciting riverfront destination that will act as a cornerstone in the Brown County area and provide the community amenities young professional, families and retirees are looking for today
- Place of destination, draw for Village residents, Brown County and surrounding communities
- Increased tax base for the entire county
- Job creation, increased economic activity and \$80 million of more in new development
- Economic contribution to the Village, additional funding to help cover necessary road and infrastructure repairs
- Enhances Villages aesthetics
- Low risk/greatest return from the market





## MIXED-USE DEVELOPMENT: Economic Enterprises

Residential	Commercial	Public/Community	Cultural	Institutional
Town Houses/Condos Apartments Lofts	Farmers Market Restaurants Specialty Hotel Office Space Specialty Retail Stores Pizza Parlor Sandwich Shop Ice Cream Factory Coffee/Breakfast Café Micro Brewery ◦	Village Center Dog Park Community Garden Exercise Trails Health/Fitness Center Community/Senior Center Sculpture Garden Bike/Skate Board Park Banquet/Wedding Tennis Courts Sports Fields	Performance Stage Museum Art Galleries	Daycare    <b>Industrial</b> Farming Lots

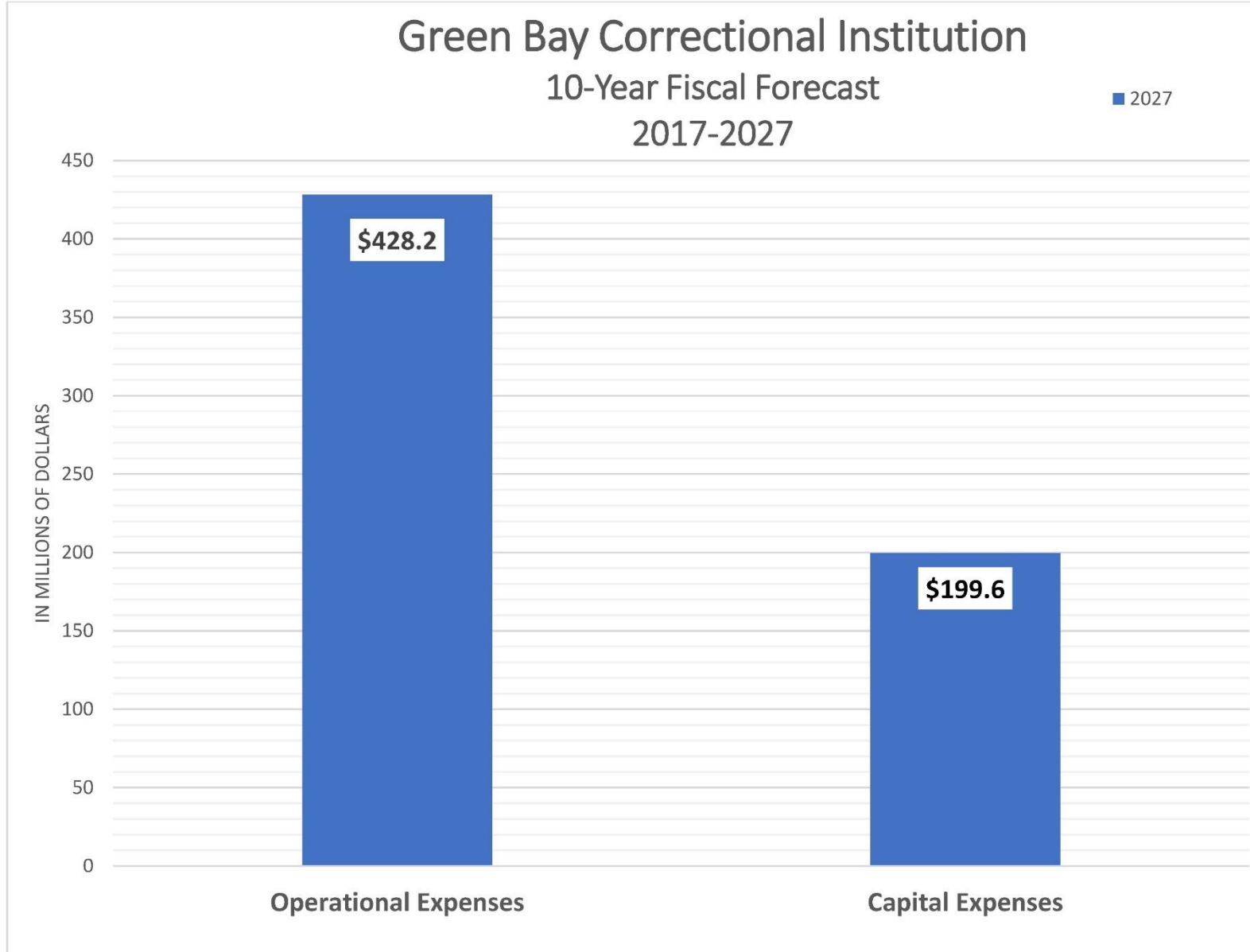
## GBCI FACTS

- Out of 37 adult institutions GBCI is the second oldest
- An estimated \$200 million in repairs and long term deferred maintenance costs
- Inmate count at approximately 145 percent of design capacity
- Highest number of inmate-on-staff assaults in Wisconsin's adult prisons
- Limited space for important vocational and mental health programs
- Substantially higher operational costs due to antiquated facility design





# GBCI FACTS



# GBCI FACTS

## Green Bay Correctional Institution

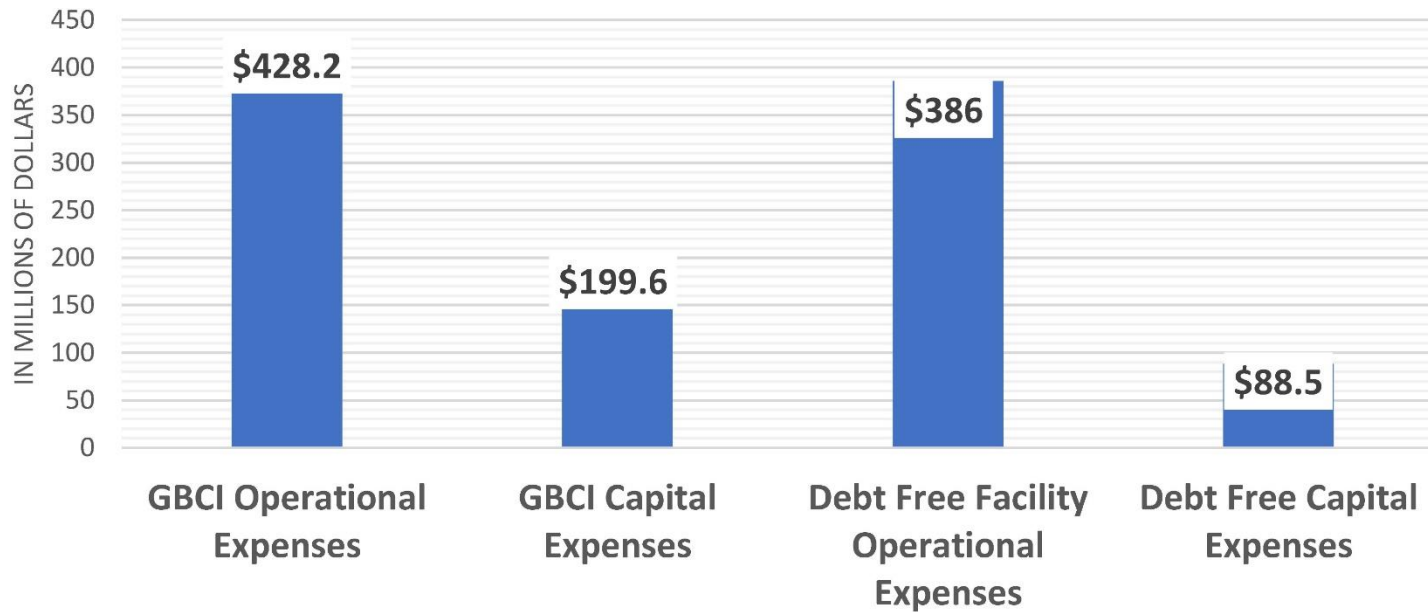
■ 2027

VS.

## Debt Free Facility Option

10-year Fiscal Forecast

2017-2027





## MIXED-USE DEVELOPMENT: Definition

What is a Mixed-Use Development.....

- blends a combination of uses
- functions are physically and functionally integrated
- provides pedestrian connections

*A place where people live, shop, work and make memories*

Property Line

## MIXED-USE DEVELOPMENT: Strategies for Successful

- Place creation and combination of uses/with demand
- Various components need to be compatible
- Pedestrian experience in a safe place where people want to be..... “traffic generator”
- Having a critical mass of people through employment, or residential homes
- Park amenities

Property Line

## MIXED-USE DEVELOPMENT: Site Configuration?

- How are the functions organized on the site?
- What goes where?
- How much of each function is provided?

Property Line

# MIXED-USE DEVELOPMENT: Organizing Concept

Existing GBCI Anchor

Central Park

- “Activity Magnet”
- Economic Enterprises Connector



Central Park

GBCI

Economic Enterprises?  
Link to Central Park

Central Park

# MIXED-USE DEVELOPMENT: Organizing Concept

## Fox River Parcel

- Public Activities
- Integration into Fox River Trail
- Integration into Heritage Hill State Park

## Riverside Drive Park Parcel

- Main Entry
- Park Activities
- Health/Well Being

## Existing GBCI Parcel

- Anchor Facility
- Renovation of Existing GBCI

## Webster Avenue Village Center Parcel

- Main Entry
- Village Center
- New Construction

## MIXED-USE DEVELOPMENT: Concept Master Plan Objective

*A concept which promotes to the developer(s) as well as the public/community interest and excitement!*

# MIXED-USE DEVELOPMENT: Concept Master Plan

## Concept Master Plan Key

1. Existing GBCI
2. Central Park
3. Village Center
4. Condominiums
5. Apartments/Club House
6. Commercial/Retail/Loft Apartments
7. Retail Stores
8. Specialty Retail Shops
9. Outdoor Retail Plaza Seating Spots
10. Event Plaza
11. Pedestrian Boardwalk
12. Health/Well Being Park
  - Athletic Shelter
  - Sculpture Garden
  - Bike/Roller Skating Course
  - Exercise Trail
  - Rock Climbing
  - Athletic Fields
  - Picnic Areas/Pavilions
13. Boutique Hotel/Café
14. Pedestrian Bridge
15. Gazebo
16. Performance Amphitheater
17. Village/Public Event Center
18. Townhouses
19. Fox River Trail Extension
20. Boat Docks/Fishing Platform
21. Fox River Trail
22. Heritage Hill Park Connection/  
Future Townhouses
23. Zip Line



North

Scale: 1" = 100'



Webster Ave.

oster Ave.

# CONCEPT VISION IMAGES : Webster Ave. Village Center Parcel

Fox River Parcel

Riverside Drive Park  
Parcel

Existing GBCI Parcel

**Webster Avenue  
Village Center Parcel**





## Webster Ave. Village Center Parcel: **Central Park**



## Webster Ave. Village Center Parcel: **Village Center**



## Webster Ave. Village Center Parcel: **Condominiums/Townhouses**



## Webster Ave. Village Center Parcel: **Apartments**





## Webster Ave. Village Center Parcel: Retail/Office/Apartment Lofts



## Webster Ave. Village Center Parcel: **Corporate Offices**



## Webster Ave. Village Center Parcel: Retail Stores/Seating Plaza



## Webster Ave. Village Center Parcel: **Convenience Stores**





## Webster Ave. Village Center Parcel: Seating/Gathering Areas



## Webster Ave. Village Center Parcel: **Pop-Up Eateries**



# CONCEPT VISION IMAGES :Existing GBCI Parcel

Fox River Parcel

- Public Activities
- Integration into Fox River Trail
- Integration into Heritage Hill State Park

Riverside Drive Park Parcel

- Main Entry
- Park Activities
- Health/Well Being

Existing GBCI Parcel

- Anchor Facility
- Renovation of Existing GBCI

Webster Avenue Village Center Parcel

- Main Entry
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## Existing GBCI Parcel: Main Building Lobby/Reception Space



## Existing GBCI Parcel: **GBCI Museum Exhibits**



## Existing GBCI Parcel: **GBCI Children's Event Space!**



## Existing GBCI Parcel: **GBCI Tower Tours**



## Existing GBCI Parcel: **GBCI Cell Block Tours**





## Existing GBCI Parcel: Laser Ceiling Shows



## Existing GBCI Parcel: Kiosk Rentals



## Existing GBCI Parcel: Artist Lofts/Studios



## Existing GBCI Parcel: **Co-Working Space**



## Existing GBCI Parcel: **Corporate Office Space**



## Existing GBCI Parcel: Rotunda Performance Events



## Existing GBCI Parcel: Rotunda Event Functions



## Existing GBCI Parcel: Rotunda Seasonal Exhibits





## Existing GBCI Parcel: **Gym/Exercise Health Club**



## Existing GBCI Parcel: Distillery/Beer Garden



# CONCEPT VISION IMAGES :Riverside Drive Park Parcel

Fox River Parcel

Riverside Drive Park Parcel

Existing GBCI Parcel

Webster Avenue Village Center Parcel

Public Activities

Integration into Fox River Trail

Integration into Heritage Hill State Park

Main Entry

Park Activities

Health/Well Being

Anchor Facility

Renovation of Existing GBCI

Main Entry

Village Center

New Construction

## Riverside Drive Park Parcel: **Event Plaza**



## Riverside Drive Park Parcel: Event Plaza - Farmers Market



## Riverside Drive Park Parcel: **Event Plaza - Car Shows**



## Riverside Drive Park Parcel: **Event Plaza - Arts and Craft Shows**



## Riverside Drive Park Parcel: **Pedestrian Boardwalk**





## Riverside Drive Park Parcel: **Sculpture Garden**



## Riverside Drive Park Parcel: **Exercise Course**



## Riverside Drive Park Parcel: **Rock Climbing**



## Riverside Drive Park Parcel: **Bike/Roller Skating Rink**



## Riverside Drive Park Parcel: Picnic Areas



## Riverside Drive Park Parcel: **Pond/Footbridge**



## Riverside Drive Park Parcel: **Athletic Fields/Playgrounds**



## Riverside Drive Park Parcel: **Tennis/Volleyball Courts**





## Riverside Drive Park Parcel: **Boutique Hotel/Restaurant**



## Riverside Drive Park Parcel: **Boutique Hotel/Restaurant**



## Riverside Drive Park Parcel: Zip Line



# CONCEPT VISION IMAGES : Fox River Parcel

**Fox River Parcel**

- Public Activities
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- Integration into Heritage Hill State Park

**Riverside Drive Park Parcel**

- Main Entry
- Park Activities
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**Existing GBCI Parcel**

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**Webster Avenue Village Center Parcel**

- Main Entry
- Village Center
- New Construction

## Fox River Parcel: **Pedestrian Bridge**



## Fox River Parcel: **Event Pavilion**



## Fox River Parcel: Performance Amphitheater



## Fox River Parcel: Village Community Center





## Fox River Parcel: **Public Event Space**



## Fox River Parcel: Townhouses



## Fox River Parcel: Walking/Biking Trails



## Fox River Parcel: River Front Boat Docks



## Fox River Parcel: **Group Exercise Field**



## Fox River Parcel: Community Gardens



## Fox River Parcel: HWY 172 Connection





## Prison Rehab Examples



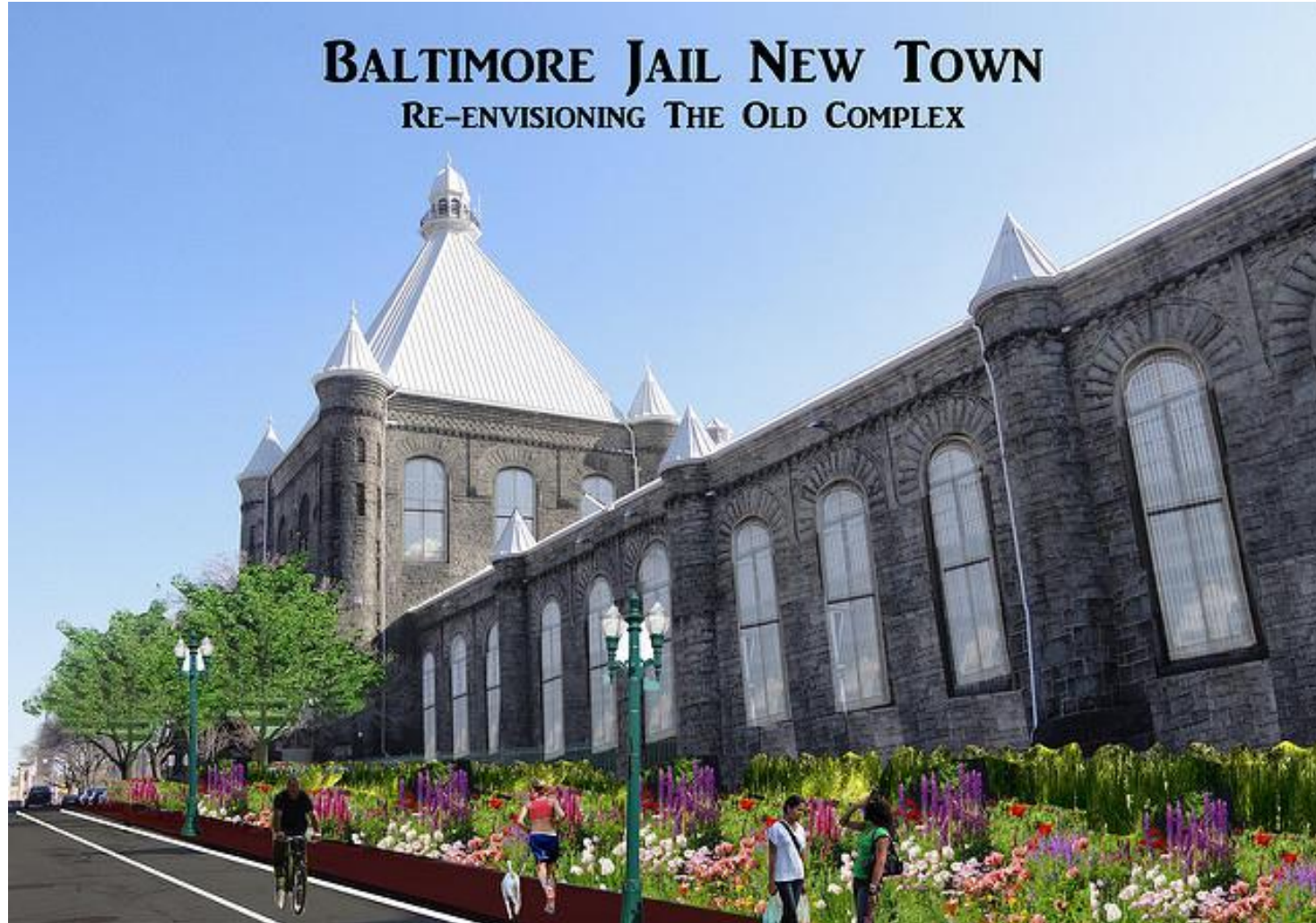
## Prison Rehab Examples: **Exterior Wall Upgrades**



## Prison Rehab Examples: **Exterior Wall Upgrades**



## Prison Rehab Examples: Landscaping Upgrades



## Prison Rehab Examples: Restaurant



## Prison Rehab Examples: **Exhibit Area**



## Prison Rehab Examples: **Hotel Lobby**



## Prison Rehab Examples: **Hotel**



## Prison Rehab Examples: **Office Space**





## Prison Rehab Examples: **Office Space**



## Prison Rehab Examples: **Rental Office Space**



## Prison Rehab Examples: **Rental Office Space**



## Green Bay Correctional Institution – *What is its future?*





Green Bay Correctional Institution  
Property Analysis

***THANK YOU!***