



ARBORETUM

Village at Bay Park Retail District

**Green Bay/Brown County
Football Stadium District**

DEVELOPMENT
PLAN

PHASING

PROGRAMING

INVESTMENT

ProVisions

700 Pilgrim Way,
Green Bay, WI





TABLE OF CONTENTS

- **DEVELOPMENT SUMMARY**

- CONCEPTUAL RENDER OF PROPOSED DEVELOPMENT
- DEVELOPMENT COST

- **PROGRAMING**

- WILLARD DRIVE DEVELOPMENTS
- HOLMGREN WAY DEVELOPMENTS
- DUTCHMAN'S CREEK DEVELOPMENTS
- DUTCHMAN'S CREEK PARK INTERFACE
- PROGRAMING OVERVIEW

- **PHASING PLAN**

- PHASE 1
- PHASE 2
- PHASE 3
- PHASE 4

DEVELOPMENT SUMMARY



TOTAL
MAXIMUM
DEVELOPMENT

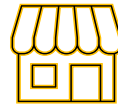
4,901,440 SF



RESIDENTIAL
(EST.)

~3,539

UNITS



RETAIL / COMMERCIAL
(EST.)

~245,330 SF

HOSPITALITY (EST.): ~894 HOTEL KEYS

Site	Max Building Area	Proposed Use	Retail SF	Residential SF	Est. Units
A	418,594 SF	Parking + Residential	-	279,063 SF	~310
C-F	899,078 SF	Mixed Use	74,923 SF	824,155 SF	~916
G	581,265 SF	Hospitality	-	-	~894 hotel keys
H	296,905 SF	Apartments + Parking	-	222,679 SF	~247
I	660,718 SF	Apartments + Parking	-	495,538 SF	~551
J	2,044,880 SF	Mixed Use + Parking	170,407 SF	1,363,252 SF	~1,515
TOTAL	4,901,440 SF		245,330 SF	3,184,687 SF	~3,539 units

*Hotel key estimate assumes approximately 650 SF gross building area per key including circulation, meeting space, amenities, and back-of-house functions.

* Average apartment size (gross building efficiency basis): ~ 900 SF per unit.



DEVELOPMENT SUMMARY

ARBORETUM

700 Pilgrim Way, Green Bay, WI

Site A

1.001 Acres

Concept Shown: 351,250 SF
Maximum Potential Development
34,883 SF Footprint
418,594 SF -12 Story Building

Site I

1.58 Acres

Concept Shown: 233,290 SF
Maximum Potential Development
55,060 SF Footprint
660,718 SF -12 Story Building

Site J

4.89 Acres

Concept Shown: 250,273 SF
Maximum Potential Development
170,407 SF Footprint
2,044,880 SF - 12 Story Buildings

Site G

1.39 Acres

Concept Shown: 234,256 SF
Maximum Potential Development
48,439 SF Footprint
581,265 - 12 Story Buildings

Site K

Existing Structure

Concept Shown: 873,288 SF
Maximum Potential Development
78,702 SF Footprint
946,063 SF - 12 Story Buildings

Site H

0.71 Acres

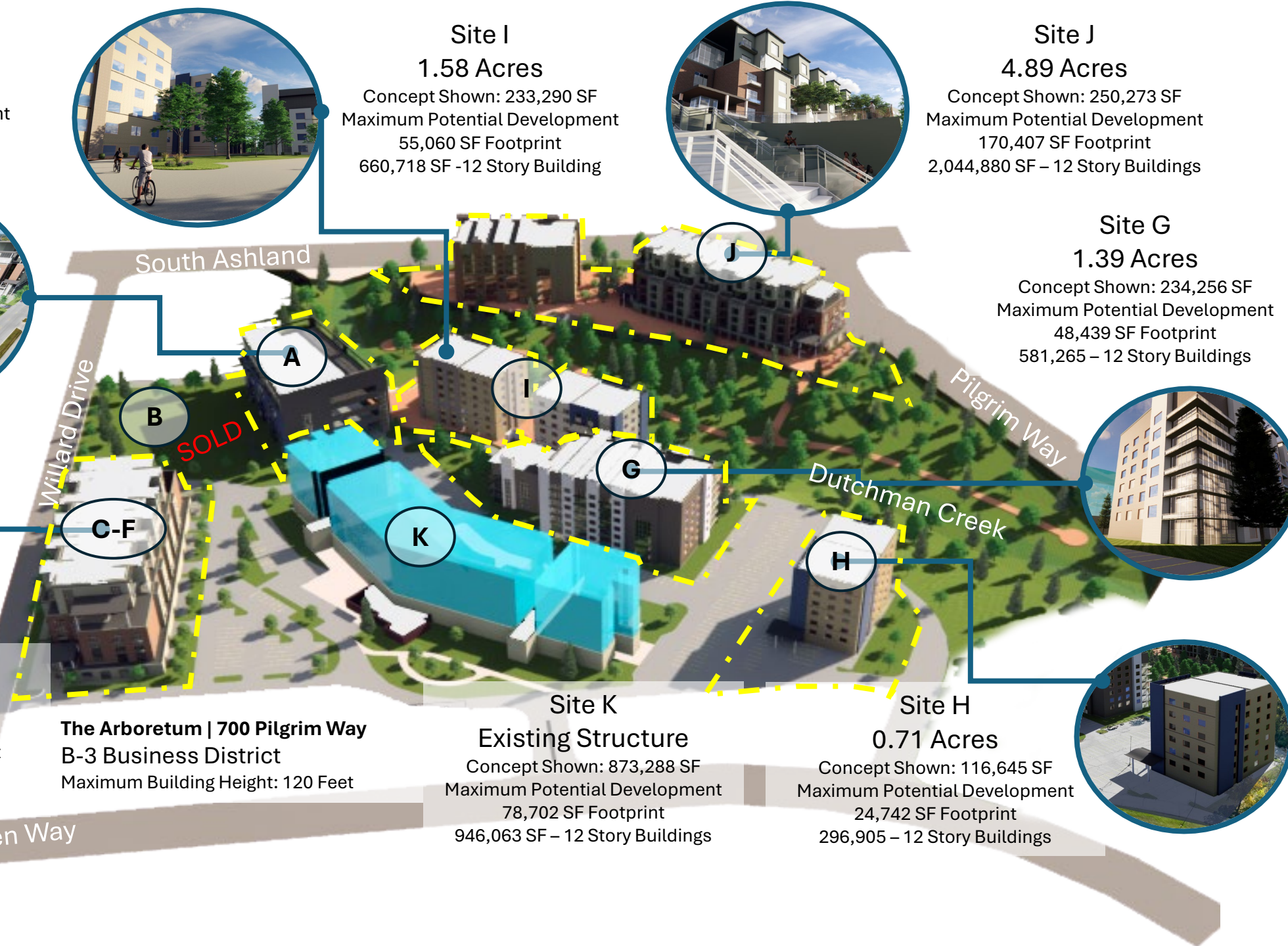
Concept Shown: 116,645 SF
Maximum Potential Development
24,742 SF Footprint
296,905 - 12 Story Buildings

Sites C-F

2.15 Acres

Concept Shown: 250,273 SF
Maximum Potential Development
74,923 SF Footprint
899,078 SF -12 Story Building

The Arboretum | 700 Pilgrim Way
B-3 Business District
Maximum Building Height: 120 Feet



DEVELOPMENT COST RANGE : MAXIMUM BUILDOUT OF ~ 4.9M SF

Component	Size	Cost/SF	Estimated Cost
Residential (3.18M SF)	3,184,687 SF	\$275 - \$375	\$876M - \$1.19B
Retail (245K SF)	245,330 SF	\$250 - \$400	\$61M - \$98M
Hotel (581K SF)	581,265 SF	\$325 - \$500	\$189M - \$291M
Structured Parking	5,000 – 6,500 spaces	\$35K - \$50K / space	\$175M - \$325M
Sitework / Utilities / Roads	District-wide	-	\$75M - \$150M
Dutchman’s Creek Interface	Trails, plazas, overlooks	-	\$25M - \$60M
Soft Costs & Contingency	25% - 35%		\$350M- \$650M

DEVELOPMENT SUMMARY



TOTAL MAXIMUM
DEVELOPMENT

4,901,440 SF



RESIDENTIAL
(EST.)

~3,539
UNITS

HOSPITALITY (EST.): ~894 HOTEL KEYS



RETAIL / COMMERCIAL
(EST.)

~245,330 SF



ARBORETUM

700 Pilgrim Way, Green Bay, WI

DEVELOPMENT COST

DEVELOPMENT COST RANGE : BY SITE

Proposed Site	Estimated Cost
Site A: Residential + Parking Structure	\$120M - \$180M
Site C-F: Mixed-Use along Willard Drive	\$350M - \$500M
Site G: Hotel	\$225M - \$350M
Site H: Residential along Holmgren Way	\$80M - \$120M
Site I: Residential overlooking Dutchman's Creek	\$175M - \$275M
Site J: Mixed-Use overlooking Dutchman's Creek	\$900M - \$1.4B
Infrastructure / Park	\$100M - \$200M
TOTAL	\$1.9B – \$3.0B

DEVELOPMENT SUMMARY



TOTAL
MAXIMUM
DEVELOPMENT
4,901,440 SF



RESIDENTIAL
(EST.)
**~3,539
UNITS**

HOSPITALITY (EST.): ~894 HOTEL KEYS



RETAIL / COMMERCIAL
(EST.)
~245,330 SF



700 Pilgrim Way, Green Bay, WI
Willard Drive Developments



DEVELOPMENT SUMMARY



TOTAL
MAXIMUM
DEVELOPMENT
4,901,440 SF



RESIDENTIAL
(EST.)
~3,539
UNITS



RETAIL / COMMERCIAL
(EST.)
~245,330 SF

HOSPITALITY (EST.): ~894 HOTEL KEYS

Site A: Gateway Residential Tower

Residential Over Structured Parking

- 8-12 stories
- Parking podium (3-4 levels)
- Residential tower above
- Rooftop amenities overlooking the retention pond, proposed Dutchman's Creek Park and views of Lambeau Field

Estimated Program:

- Residential: ~310 units

Development Capacity: 418,594 SF

Estimated Development Cost: \$120M - \$180M

Site C-F: Town Center

Mixed-Use Residential

- Ground-floor retail and restaurant space
- 10-12 story residential buildings above
- Internal pedestrian plaza connecting buildings
- Outdoor dining and storefront activation

Estimated Program:

- Retail: ~75,000 SF
- Residential: ~916 units

Development Capacity: 899,078 SF

Estimated Development Cost: \$350M - \$500M

DEVELOPMENT SUMMARY



TOTAL
MAXIMUM
DEVELOPMENT

4,901,440 SF



RESIDENTIAL
(EST.)

~3,539

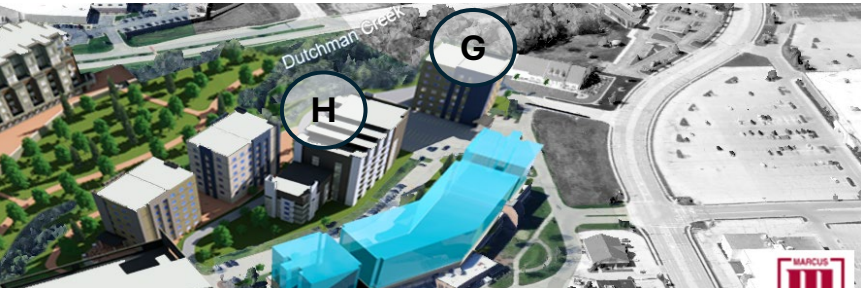
UNITS



RETAIL / COMMERCIAL
(EST.)

~245,330 SF

HOSPITALITY (EST.): ~894 HOTEL KEYS



Site G: Hospitality Park

Hospitality Anchor

- Full-service hotel
- Conference/event space
- Rooftop restaurant and lounge
- Pool and amenity deck

Estimated Hospitality:

- 600-900 hotel keys

Development Capacity: 581,265 SF

Estimated Development Cost: \$225M - \$350M

Site H: Residential Park

Residential Tower Over Garage

- Structured parking podium
- Luxury apartments above
- Direct access to internal trail network

Estimated Units:

- ~247

Development Capacity: 296,905 SF

Estimated Development Cost: \$80M - \$120M

ARBORETUM
700 Pilgrim Way, Green Bay, WI
Dutchman's Creek Developments



DEVELOPMENT SUMMARY



TOTAL
MAXIMUM
DEVELOPMENT
4,901,440 SF



RESIDENTIAL
(EST.)
~3,539
UNITS



RETAIL / COMMERCIAL
(EST.)
~245,330 SF

HOSPITALITY (EST.): ~894 HOTEL KEYS

Site I: Residential Park District

Park-Oriented Apartments

- Residential over structured parking
- Premium views of Dutchman's Creek
- Trail-oriented amenities
- Elevated resident terraces

Estimated Units:

- ~551

Development Capacity: 660,718 SF

Estimated Development Cost: \$175M - \$275M

Site J: Residential Park District

Signature Waterfront Mixed-Use

- Retail frontage along park edge
- Structured parking integrated into podium
- Multiple residential towers
- Public plaza overlooking Dutchman's Creek
- Restaurant district
- Entertainment uses

Estimated Program:

- Retail ~ 170,000 SF
- Residential: ~1,515 units

Development Capacity: 2,044,880 SF

Estimated Development Cost: \$900M - \$1.4B

ARBORETUM

700 Pilgrim Way, Green Bay, WI
Dutchman's Creek Park Interface



Dutchman's Creek Park Interface

The strongest placemaking opportunity occurs between Site I and J, where direct access to the proposed Dutchman's Creek park system creates a true waterfront district.

Proposed Amenities:

- Broadwalk
- Outdoor event lawn
- Amphitheater
- Restaurant terraces
- Kayak launch
- Public art installations
- Trailhead connection

Estimated Development Cost: \$100M - \$200M

Site K

Existing Structure

Concept Shown: 873,288 SF Hex Nut

Maximum Potential Development

78,702 SF Footprint

946,063 SF – 12 Story Buildings



The Arboretum | 700 Pilgrim Way

B-3 Business District

Maximum Building Height: 120 Feet

20% of the Development reserved for landscaping/streetscape

Site A

Residential

1.001 Acres

Concept Shown: 351,250 SF

Maximum Potential

Development

34,883 SF Footprint

418,594 SF -12 Story Building

Proposed Use: 4-level

Parking with Residential

above

Residential: 279,063 SF

Estimated Units: 310

Sites C-F

Mixed-Use

2.15 Acres

Concept Shown: 250,273 SF

Maximum Potential

Development

899,078 SF -12 Story Building

Proposed Use: Ground-Floor

Retail with 11 Floors of

Residential above

Retail: 74,923 SF

Residential: 824,155 SF

Estimated Units: 916

Site G

Hotel / Hospitality

1.39 Acres

Concept Shown: 234,256 SF

Maximum Potential

Development

48,439 SF Footprint

581,265 – 12 Story Buildings

Proposed Use: Hospitality

Estimated Units: 894 Hotel

Keys

Site H

Residential

0.71 Acres

Concept Shown: 116,645 SF

Maximum Potential

Development

24,742 SF Footprint

296,905 – 12 Story Buildings

Proposed Use: 3-levels of

parking with apartments

above

Residential: 222,679 SF

Estimated Units: 247

Site I

Residential

1.58 Acres

Concept Shown: 233,290 SF

Maximum Potential

Development

55,060 SF Footprint

660,718 SF -12 Story Building

Proposed Use: 3-Levels of

parking with apartments

above

Residential: 495,538 SF

Estimated Units: 551

Site J

Mixed-Use

4.89 Acres

Concept Shown: 250,273 SF

Maximum Potential

Development

170,407 SF Footprint

2,044,880 SF – 12 Story Buildings

Proposed Use: Ground-floor

retail, parking levels,

residential towers above

Retail: 245,330 SF

Residential: 3,184,687 SF

Estimated Units: 3,539

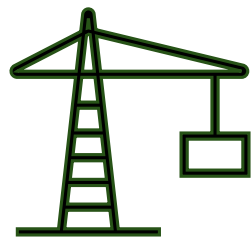
DEVELOPMENT PHASES & PROGRAMING

PHASE	SITES	DEVELOPMENT	ESTIMATED INVESTMENT
PHASE 1 Years 1-3	A & C-F	700-1K Residential Units 25,000 – 40,000 SF Retail	\$450M-\$700M
PHASE 2 Years 3-6	H & I	700-800 Residential Units Parking + Dutchman’s Creek Park	\$250m -\$450m
PHASE 3 Years 5-8	Site G	400-800 Hotel Rooms, Entertainment Retail	\$200M -\$350M
PHASE 4 Years 7-15	Site J	1,500+ Residential Units 170,000 SF Retail	\$900M - \$1.4B



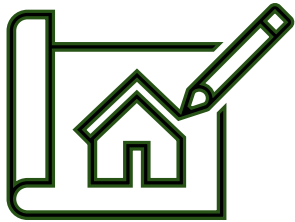
The Arboretum | 700 Pilgrim Way
B-3 Business District
Maximum Building Height: 120 Feet
20% of the Development reserved for landscaping/streetscape

PHASE 1 (Years 1-3): Establish the District



Build

- Site A: Residential over structured parking
- Sites C-F:(first portion)
- Dutchman’s Creek trail improvements
- Central plaza and greenspace
- Main utility and road infrastructure



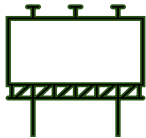
Program

- 700 – 1,000 apartments
- 25,000 – 40,000 SF retail
- Coffee Shop
- Neighborhood restaurant
- Small grocery/convenience concept

PHASE 1 CREATES:



Retail Customer Base



Proof of Market Demand



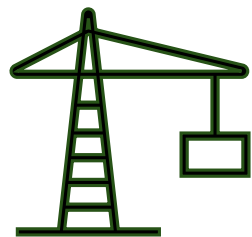
Initial Residential Population



Walkable Identity

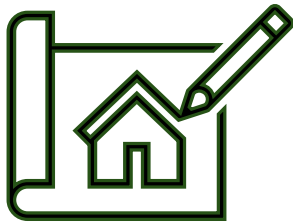
Estimated Investment:
\$450M - \$700M

PHASE 2 (Years 3-6): Create the Park District



Build

- Site H: Apartments
- Site I: Apartments
- Additional structured parking
- Dutchman’s Creek waterfront amenities
- Broadwalk and public spaces



Program

- 700 – 800 additional apartments
- Waterfront trails
- Event lawn
- Outdoor gathering spaces

PHASE 2 CREATES:



Strong Leasing
Performance



Establish Dutchman’s
Creek Destination



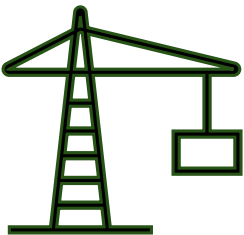
1,500 – 1,800
Residential Units



Significant increase
in land values

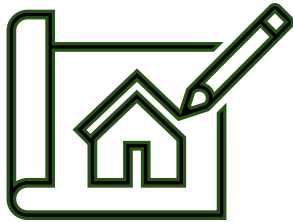
Estimated Investment:
\$250M - \$450M

PHASE 3 (Years 5-8): Hospitality & Entertainment



Build

- Site G Hotel
- Conference center
- Entertainment-oriented retail



Program

- 400 – 800 hotel rooms
- Rooftop restaurant
- Meeting/event space
- Destination food and beverage

PHASE 3 CREATES:



Corporate Travel



Regional Tourism



Healthcare-related
visitors



Convention and
Event Business

Estimated Investment:
\$200M - \$350M

PHASE 4 (Years 7-15): Signature Waterfront District

PHASE 4 CREATES:



Establish Residential Demand



Mature Park System



Proven Retail Performance



Land Appreciation

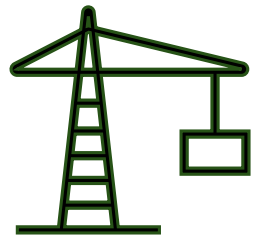
Estimated Investment:
\$900M - \$1.4B

Program

- 1,500+ residential units
- 170,000 SF retail
- Restaurants
- Entertainment venues
- Market Hall
- Premium Waterfront Housing

Build

- Site J: Mixed-Use
- Largest parking structures
- Waterfront mixed-use district
- Public plaza



DEVELOPMENT PHASES & PROGRAMING

PHASE	SITES	DEVELOPMENT	ESTIMATED INVESTMENT
PHASE 1 Years 1-3	A & C-F	700-1K Residential Units 25,000 – 40,000 SF Retail	\$450M- \$700M
PHASE 2 Years 3-6	H & I	700-800 Residential Units Parking + Dutchman’s Creek Park	\$250m - \$450m
PHASE 3 Years 5-8	Site G	400-800 Hotel Rooms, Entertainment Retail	\$200M - \$350M
PHASE 4 Years 7-15	Site J	1,500+ Residential Units 170,000 SF Retail	\$900M - \$1.4B



PHASING PLAN

The Arboretum | 700 Pilgrim Way
B-3 Business District
Maximum Building Height: 120 Feet
20% of the Development reserved for landscaping/streetscape

DISCLOSURE

PROPRIETARY MATERIAL. The information contained herein is provided on a strictly confidential basis and has been obtained from sources believed to be reliable. Recipient's acceptance of this document constitutes agreement that neither Recipient nor any of its advisors shall use the information for any purpose other than evaluating the specific matter described herein and shall not disclose such information to any other person or entity without the prior written consent of ProVisions Investors, LLC. No part of this document may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, including mechanical, electronic, photocopying, recording, or otherwise, without the prior written permission of ProVisions Investors, LLC.

The information contained herein constitutes the proprietary and intellectual property of ProVisions Investors, LLC and its affiliates ("ProVisions"). ProVisions makes no representation or warranty, express or implied, as to the accuracy, completeness, or reliability of the information contained herein or obtained from third-party sources and expressly disclaims any liability arising from its use.

ProVisions Investors, LLC is an independent entity and is not affiliated with, endorsed by, sponsored by, or acting on behalf of the Green Bay Packers, Titletown, Lambeau Field, Resch Expo, Bay Park Square, Simon Property Group, or any other company, organization, or entity referenced herein. Any references to such companies, organizations, venues, trademarks, trade names, logos, or brands are for identification and informational purposes only, and all rights therein are reserved by their respective owners.

