



Multifamily Development Land Opportunity - *For Sale*

600 North Jefferson Street
Green Bay, WI 54301

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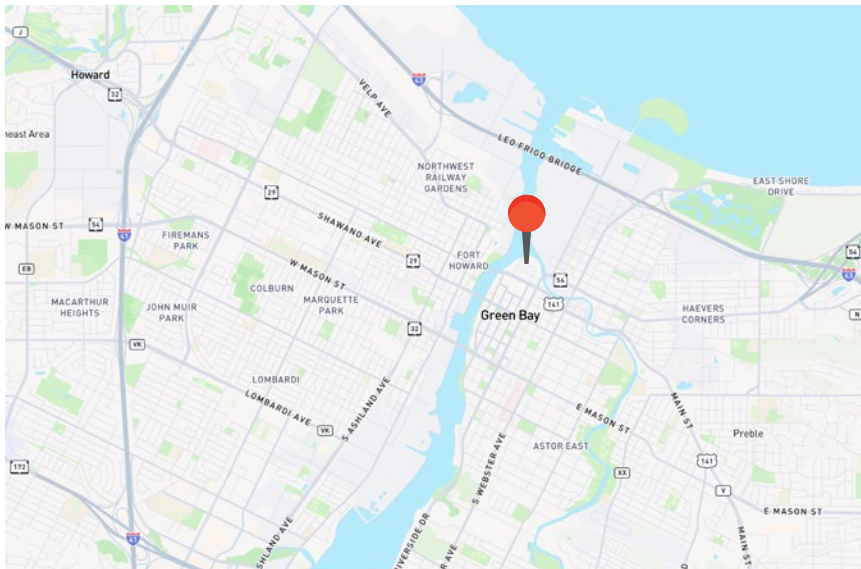
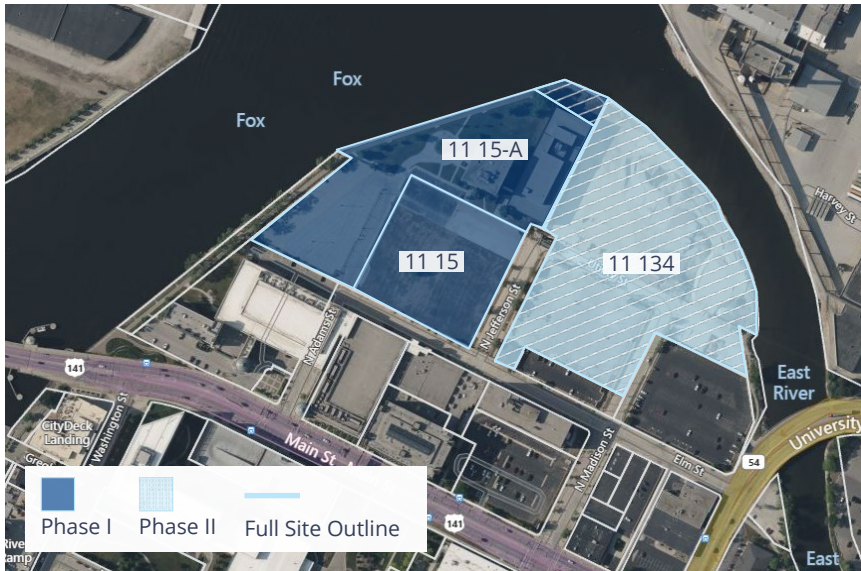
Milwaukee, WI 53202

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Opportunity Overview

Property Details



Property Specifics

Address:	600 North Jefferson Street Green Bay, WI 54301
County:	Brown
Lot Size:	16.38 Acres Phase I: +/- 8.22 Acres (Available) Phase II: +/- 8.16 Acres
Current Zoning:	D2 - Downtown Two
Parcel Numbers:	11 134, 11 15-A, 11 15
Assessment (2024):	N/A
Property Taxes (2024):	N/A
Asking Price:	Phase I: Contact Broker Phase II: Available at a Future Date

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About the Area



Demographics Snapshot

	1 Mile	3 Mile	5 Mile
2024 Population:	12,943	75,143	144,311
2024 Households:	5,346	32,343	61,174
2024 Household Income:	\$47,922	\$53,417	\$60,105

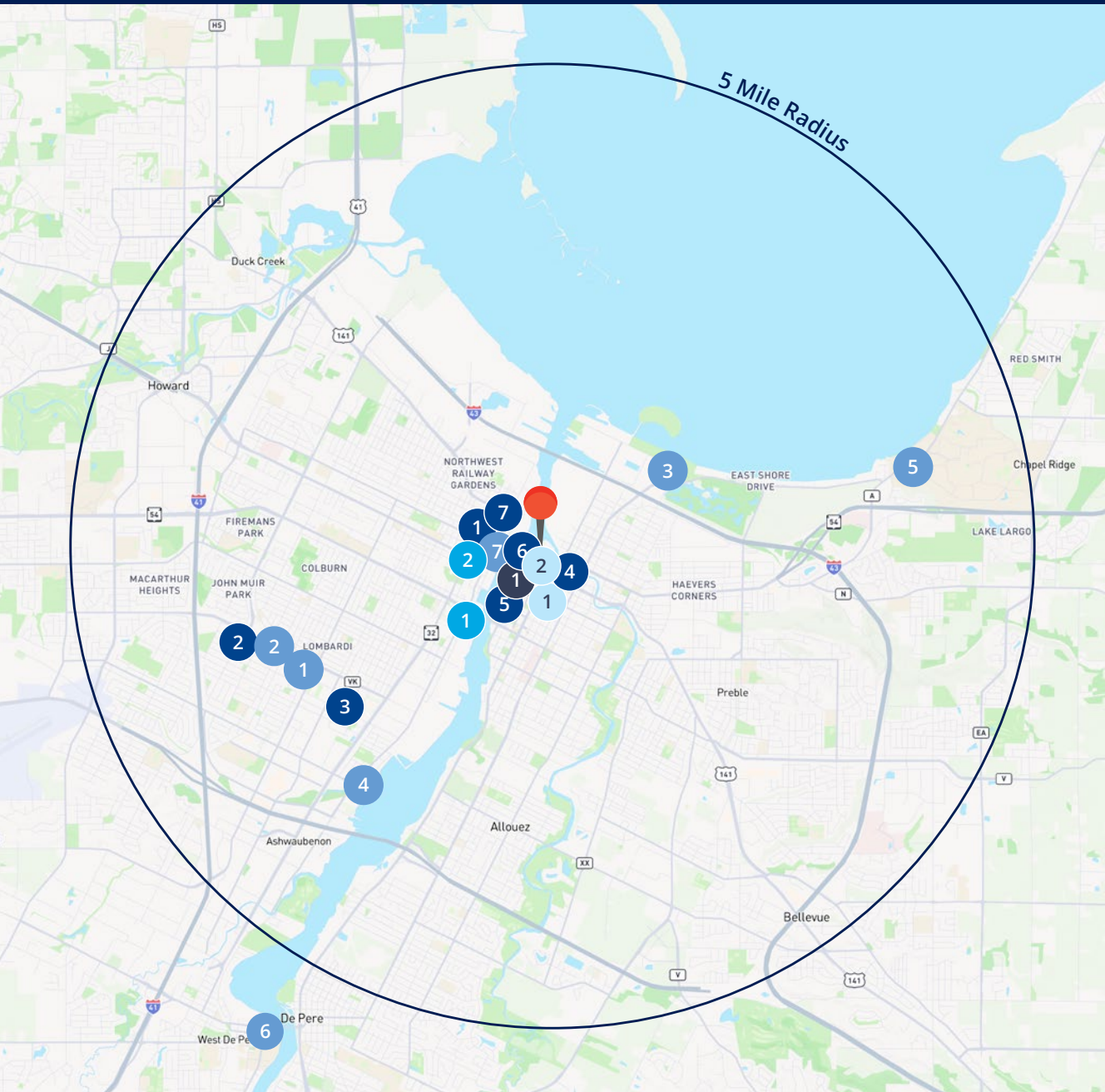
Green Bay, Wisconsin

Green Bay, Wisconsin is undergoing a major transformation, with new development and revitalization reshaping the city into a vibrant, modern hub. Growth is concentrated in the downtown and waterfront areas, where mixed-use projects, new housing, and entertainment venues are bringing fresh energy to the community. Notably, the Titledown District near Lambeau Field has become a year-round destination, offering dining, shopping, offices, and luxury living alongside recreational attractions like a skating rink and tubing hill.

Downtown continues to evolve with the redevelopment of the Shipyard District, which is adding an urban boardwalk, outdoor concert space, apartments, and a public plaza along the Fox River. These upgrades complement the CityDeck, a riverfront boardwalk that serves as a central gathering space. The city is also investing in green infrastructure, walkability, and public transit to create a more connected and sustainable environment.

Green Bay's population, currently around 106,000, is projected to grow steadily—surpassing 122,000 by 2030 and 130,000 by 2040. The broader metro area, home to more than 328,000 residents, continues to expand through new housing, job creation, and infrastructure improvements. These efforts not only revitalize neighborhoods but also position Green Bay for long-term success as a livable, resilient and forward-thinking community.

Location Highlights



Multifamily - 2015 and Newer

- 1 The Fort at the Rail Yard (2025)
- 2 Titletown Flats (2021)
- 3 The Common Place (2023)
- 4 901 Main Apartments (2020)
- 5 Metreau Apartments (2016)
- 6 CityDeck Landing (2015)
- 7 Broadway Lofts (2020)

Multifamily - Under Construction

- 1 NOVA Apartments

Recent Commercial Development

- 1 Hotel Northland
- 2 KI Convention Center Addition

Commercial Development - Under Construction

- 1 The Shipyard Park Development
- 2 Green Bay Public Market

Entertainment & Points of Interest

- 1 Lambeau Field
- 2 Titletown Entertainment District
- 3 Bay Beach Amusement Park
- 4 National Railroad Museum
- 5 UW-Green Bay
- 6 St. Norbert College
- 7 CityDeck Social Center

Why Green Bay?



Industry & Trade

Green Bay continues to attract and develop innovative startups, second-stage firms and unique retailers. As an employment magnet, Green Bay offers a competitive advantage for some of the strongest traded industry clusters: agriculture and food processing; paper, packaging, and printing; advanced manufacturing; and transportation and logistics.



Housing

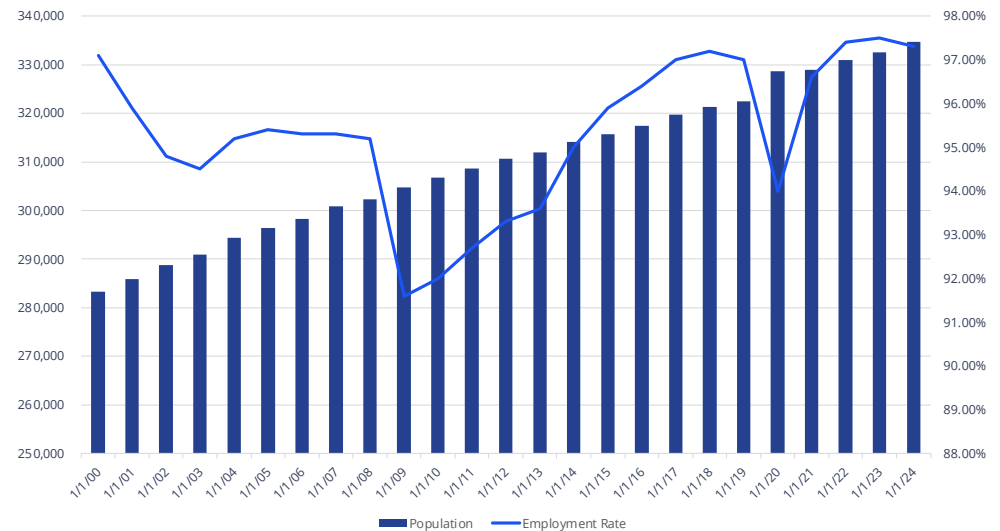
The Green Bay market is perfectly positioned for developers to bring additional residential product to the area: occupancy rates for both affordable and market-rate housing are near 100%. Award-winning public schools, reputable institutions of higher education and low crime rates make Green Bay a highly desirable place to live.



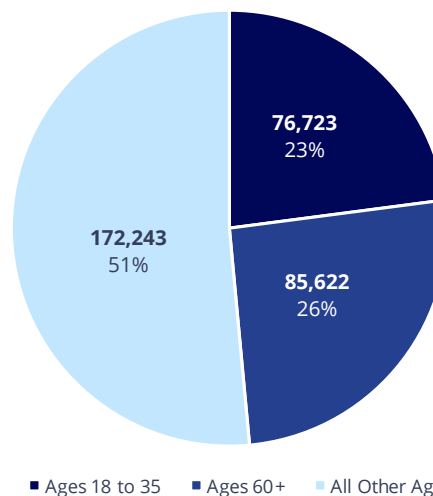
Primed for Growth

An urban renaissance is occurring across the nation as people are rediscovering the economic and cultural advantages of cities. The City of Green Bay is well-positioned to capitalize on this trend and is primed to welcome new residents, businesses and investors.

Population Growth vs. Employment Rate Green Bay MSA



Population Breakdown by Age Green Bay MSA



Key Takeaways

10%

population growth in the past 15 years, 18% population growth since the year 2000.

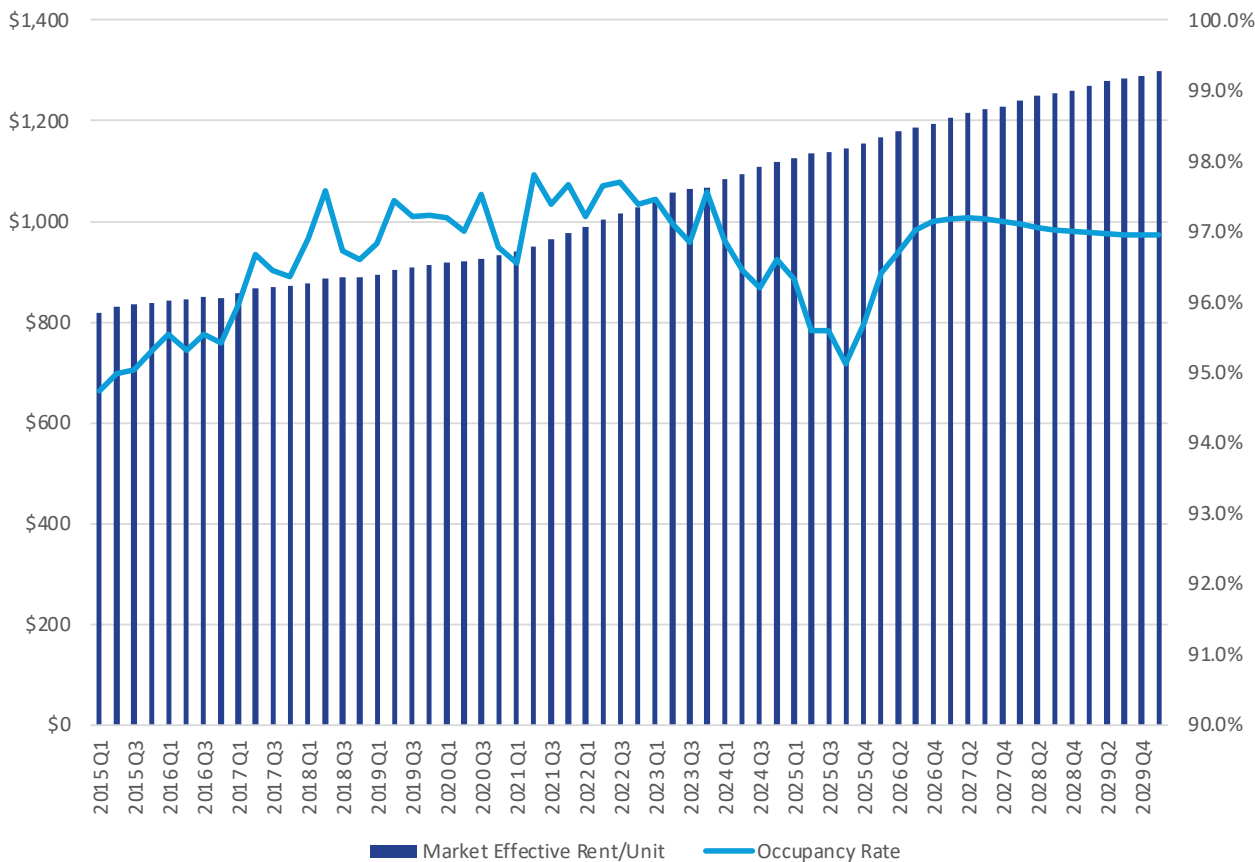
49%

of the areas population fits the typical target age demographic of apartment renters.

Multifamily Market Overview

Looking ahead, the Green Bay Market is expected to see stabilized occupancy and consistent rent growth in the multifamily sector. The market is dealing with a declining rate of occupancy and a growing rate of rent growth. In the next two years we project that the occupancy will rise 2.2%, reaching 97.2%, and rent will continue to grow 6.2%, sitting around \$1,217/unit.

Market Rent / Unit & Occupancy



Rent

6.2%

Market rent increase in the next 24 months

Occupancy

97.2%

Market occupancy in the next 24 months

Market-Rate Rent Analysis

2020 or Newer Construction



NOVA

2026

A

268

0%
Under
Construction

802 SF

\$2,047

\$2.55



The Fort at the Rail Yard

2025

A

223

21%

865 SF

\$1,712

\$1.98



TitletownFlats

2021

A

152

95%

851 SF

\$2,166

\$2.55



The Common Place Apartments

2023

B

88

91%

600 SF

\$1,503

\$2.50



901 Main

2020

B

20

100%

842 SF

\$1,476

\$1.75

Averages:

39%

792 SF

\$1,781

\$2.27

Market-Rate Rent Analysis

2020 or Newer Construction - Unit Type Breakdown

Property - Studio	Units	Avg. Size	Rent/Unit	Rent/SF
NOVA	29	544 SF	\$1,582	\$2.91
The Fort at the Rail Yard	-	-	-	-
TitletownFlats	16	566 SF	\$1,354	\$2.39
The Common Place Apartments	32	454 SF	\$1,291	\$2.85
901 Main	-	-	-	-
Averages:		521 SF	\$1,409	\$2.72

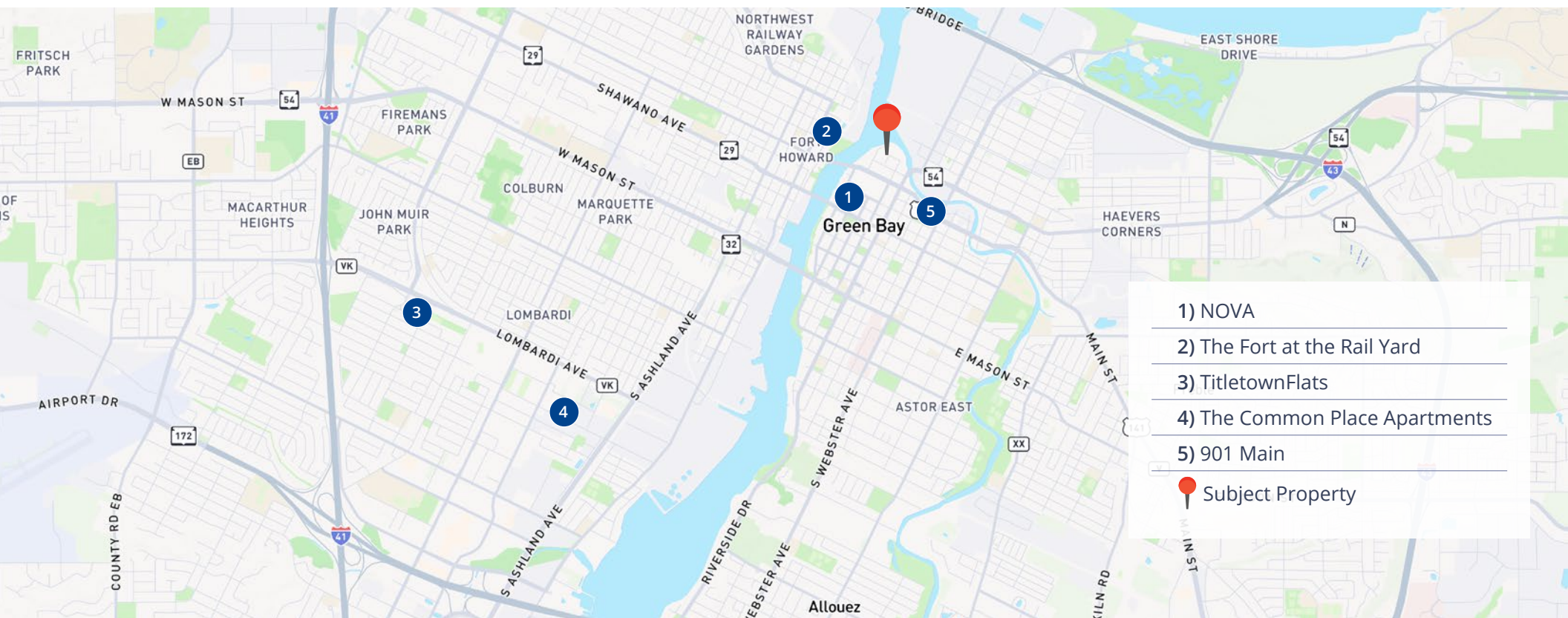
Property - 1 Bedroom	Units	Avg. Size	Rent/Unit	Rent/SF
NOVA	197	739 SF	\$1,922	\$2.60
The Fort at the Rail Yard	142	766 SF	\$1,446	\$1.89
TitletownFlats	64	651 SF	\$1,862	\$2.86
The Common Place Apartments	44	615 SF	\$1,545	\$2.51
901 Main	-	-	-	-
Averages:		693 SF	\$1,694	\$2.47

Property - 2 Bedroom	Units	Avg. Size	Rent/Unit	Rent/SF
NOVA	42	1,276 SF	\$2,950	\$2.31
The Fort at the Rail Yard	81	1,038 SF	\$2,177	\$2.10
TitletownFlats	64	1,044 SF	\$2,495	\$2.39
The Common Place Apartments	12	935 SF	\$1,911	\$2.04
901 Main	20	842 SF	\$1,476	\$2.02
Averages:		1,027 SF	\$2,202	\$2.17

Market-Rate Rent Analysis

2020 or Newer Construction - Unit Type Breakdown

Property - 3 Bedroom	Units	Avg. Size	Rent/Unit	Rent/SF
NOVA	-	-	-	-
The Fort at the Rail Yard	-	-	-	-
TitletownFlats	8	1,478	\$3,595	\$2.43
The Common Place Apartments	-	-	-	-
901 Main	-	-	-	-
Averages:		1,478	\$3,595	\$2.43



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- The duty to exercise reasonable skill and care in providing brokerage services to you.
- The duty to provide you with accurate information about market conditions with a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law.
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2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

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(Insert information you authorize to be disclosed, such as financial qualification information.)

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A "Material Adverse Fact" is defined in Wis. Stat 452.01 (5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement.

An "Adverse" fact is defined in Wis. Stat. 452.01 (1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

Sex Offender Registry

Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://offender.doc.state.wi.us/public/>

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