

#1 - Prominent Corner Commercial Space

The design of the project, draws the visitor to the corner of the property and into the site on River Bend Road where the grade rises to meet the building's active first floor. The corner will include a signature restaurant space, taking advantage of the visibility on Copeland and creating a signature moment for the development.



RENDERINGS
SCALE N/A

RyKey Properties Concept for Lot 9, River Point District

River Point District

Project Management Report, July 2023

JBG Planning LLC

Contents

Project Management Update-July, 2023

Section 1.

A. Monthly activity summary divided into categories; public infrastructure, investor/developer activity, partnerships activity, financial highlights, design or PDD reviews

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- B. Future/existing potential funding solutions and strategies
- C. Partnership solutions and strategies
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- F. Map panel showing investor activity and Architectural Imagery

Section 3.

A. Map Panel showing future infrastructure phasing

Section 4.

A. Metrics tracking and project impact per phase/project

Monthly Activity Summary

Public Infrastructure Design, Planning:

1. Right-of-Way and plat update

- Subdivision plat – State review received, awaiting review and approval by WisDOT on 40' setback along Copeland-Meeting Monday, Mayors Office
- Right of way plat (Marsh Lane; McDowell Property) – plat submitted to the City for review
- Noted MSP schedule: Would like to start their project in July (multiple areas off coordination needed on construction access, timing of utility availability and completion of environmental review)
- Easement for Xcel Energy Switching Equipment will need to be negotiated on Lot 9. RyKey's architect was informed: (The switching gear at the corners of SW Marsh/Kraft and SE River Point Ct/Kraft are 90" wide by 44" deep. 10' clear space required in front of the doors and 3' on the sides).-Shown in plat draft.

Phase 3 design is underway, anticipate a February 2024 bid opening

- Anticipating discussion with City on streetscape design (need to also keep adjacent developers in the design discussion)
- Start thinking about what to do in outlots 1,3,4 -note minimal landscaping approach to preserve viewsheds
- Coordination with developers; utility stubs and driveway access
- Outlot 3 and 4 were to be maintained as view corridors
- Area in Outlot 6 where Milwaukee Street extends is not developable
- Importance of mapping trail and leaving it in city ownership along Outlot 6 past 360's sites
- Preliminary site plans for sanitary/River Bend Drive coordination-sent to Caleb and Torey the concept site plans for everything along River Bend Drive

Phase 2 – River Bend Road Construction

- Vault complete, backfilling
- Copeland work-concrete is done
- Xcel acknowledged payment from City-need to verify lead times on Xcel equipment and schedule for developers to have energized lines
- Gerke getting ready to do joint trench for private utilities, meeting with utilities next Tuesday
- Stormwater vault should be discussed for long term O&M and ownership/utility

Causeway planning for '24 underway with staging discussions

Next General Infrastructure Update Meeting: August 17 at 2:00PM.

Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

New options to be Considered:

July Meeting:

Red Earth: G-2 and 3

RyKey: G-2 and 3

MSP Weekly Check-Ins, Planning for a Late Summer Start

F Street Communications on TIF Process (ECDC Meeting in August)

Red Earth Preliminary TIF Review/Guidance

Premier Hotel, Determination to not pursue extension

Several Prospects on Lot 2, Ongoing analysis and discussion

Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- La Crosse Metropolitan Planning Organization, Bipartisan Infrastructure Legislation Funding Discussion, July 6
- Trustpoint Discussion on Renter Equity Investment Opportunities
- Site Tour and Discussion with SEH, July 11
- SEH Meeting on Clean Water Funding with Brea Grace, BIL Funding, July 13
- MSP Weekly Check Ins-Every Tuesday
- Xcel Meeting, Friday July 21
- Charter Communications Meetings, Various
- Communications, RFEI for Lot 2 with Perspective INvestors/Developers

Project Challenges and Opportunities

Analysis of challenges and opportunities narrative

Challenges:

1. Review with City Engineering/Public Works the implications of infrastructure ownership by the Redevelopment Authority short and long term
2. Obtain the schedule for Xcel Energy Work and coordinate accessibility of gas and electric with developers (In Process)
3. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$75/cy at the La Crosse County Landfill.
4. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
5. Coordinating construction starts in 2023 (MSP) given timing of utility access including Xcel's energized lines.
6. TIF application review and needs relative to city policy
7. Supply Chain, Lead Times

Opportunities:

1. Reviewing the potential for district energy and other forms of energy efficiency and the implications relative to cost, real estate and investor impact to determine if the concept will help the City achieve its affordable housing, climate and other goals. (White paper pending)
2. Continue to market the development opportunity with prospective investors (RFEI distributed to over 30 developers)
3. Costs of parks/recreation improvements should be coordinated with grant application opportunities
4. WEDC's idle sites and community reinvestment grants
5. Inflation Reduction Act Funding and BIL Programs for Clean Water, Transportation (Trails) and Energy Systems
6. La Crosse Community Foundation Social Investment Interests

Future/existing potential funding solutions and strategies. See

Smartsheet Funding Resource. Note: As the project is further evaluated, specific funding sources from this resource will be identified and pursued at the discretion of the RDA. Parks and Recreation improvements are a great candidate for third party funding.

Ongoing investor/developer contacts/communications

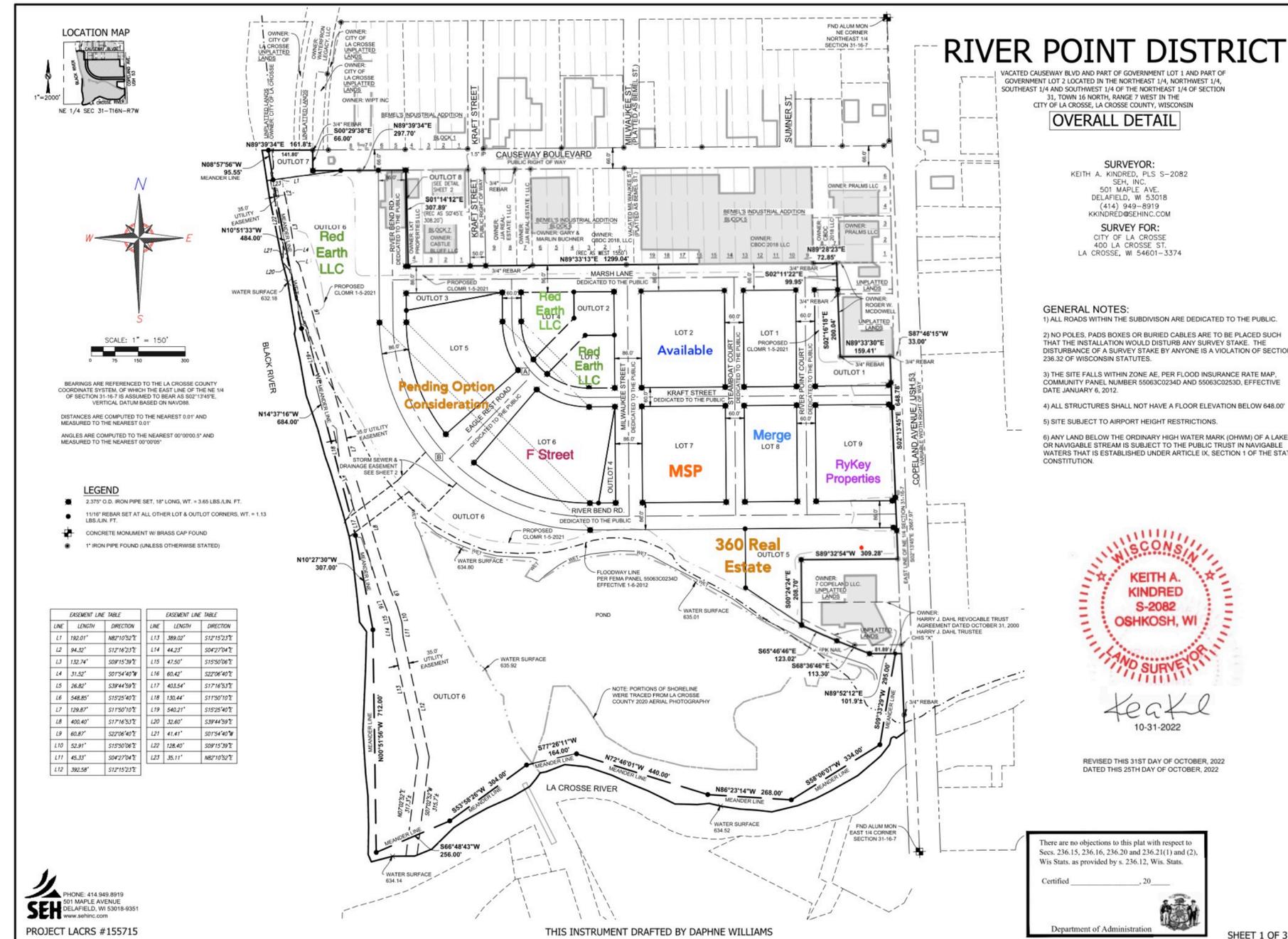
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

Public/media relations and communications updates

JBG Planning LLC is working with the City's PIO to address media inquiries and update media, which will include an immediate release section in each RDA report.

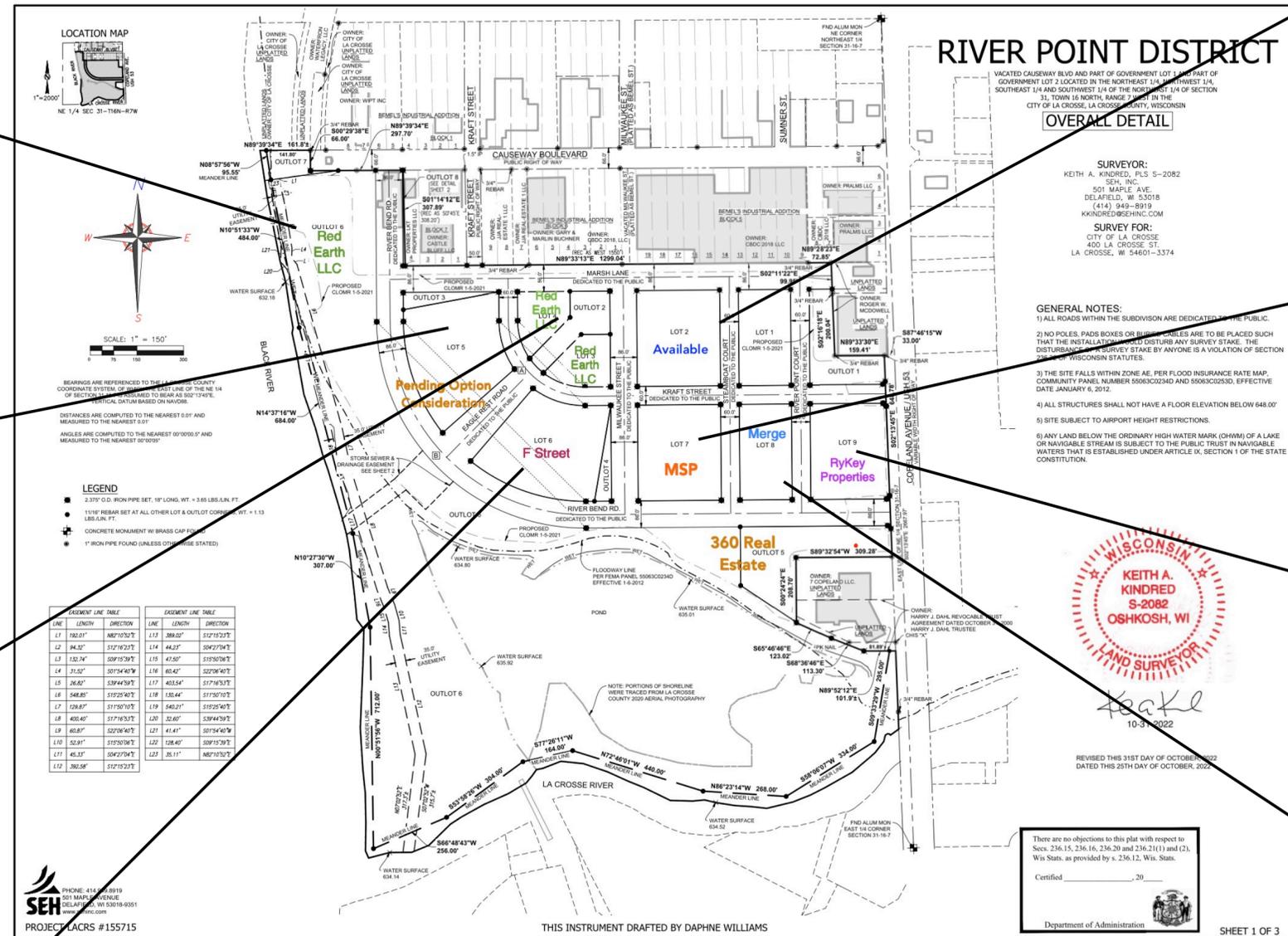
Investment Phases Map

Anticipated Private Investment Based on Current Option Agreements



Note: Some option Agreements require extensions and/or updating. JBG Planning LLC will be meeting with the developers listed and making Arrangements for extensions where applicable.

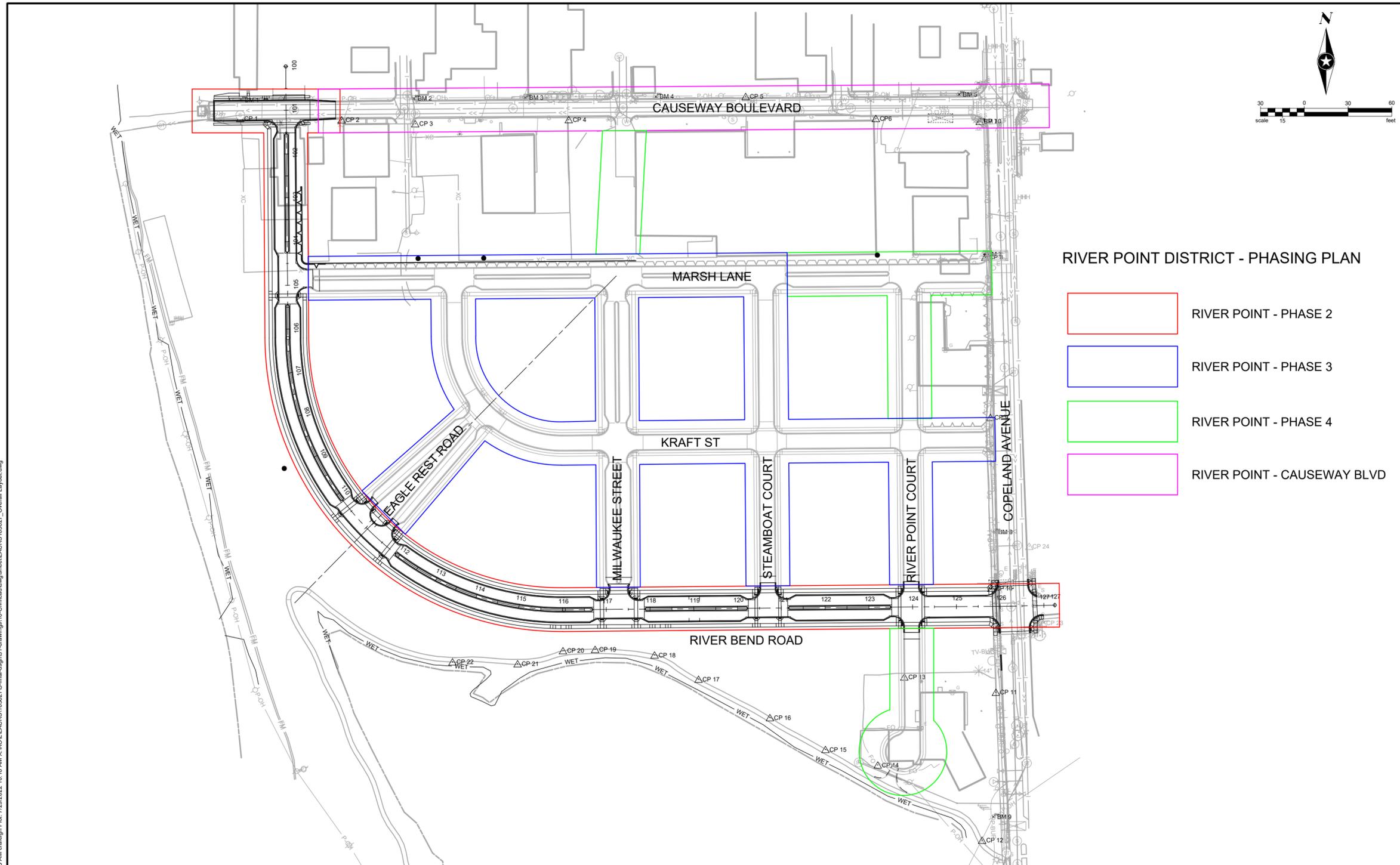
Investment Character Reference-Current Options



TBD



Infrastructure Phasing Map



RIVER POINT DISTRICT - PHASING PLAN

- RIVER POINT - PHASE 2
- RIVER POINT - PHASE 3
- RIVER POINT - PHASE 4
- RIVER POINT - CAUSEWAY BLVD

This map depicts the planned infrastructure phasing as of February, 2023, however, these phases are subject to alteration depending on the action of the Redevelopment Authority of the City of La Crosse which may be precipitated by investment activity, funding opportunities or constraints, the contracting and construction climate, environmental variables, partnerships and general economic conditions.

Phase 1 (2023 Construction Season) is expected to require the entire 2023 construction season to complete.

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SEH Project	LACRS163627	Rev.#	Revision Issue Description	Date	Rev.#	Revision Issue Description	Date
Drawn By	SFA	1	RELEASED FOR PERMITTING	03.17.2022			
Designed By	CMR	2	RELEASED FOR BIDDING	06.03.2022			
Checked By	DAS	3	RELEASED FOR REBID	07.29.2022			



RIVER POINT DISTRICT
8 LA CROSSE, WISCONSIN

PROJECT OVERVIEW

C0.02



Project Metrics

Social, Environmental, Economic and Cultural Outcomes by Project

JBG Planning LLC has developed a tool to assist the RDA in its decision making process for both public and private investment within the development. This tool provides guidance on quantifying project impacts using social, environmental, economic and cultural metrics.

See the Smartsheet tool.

Here are some examples of Metrics outlined by various developers proposing investment in River Point District:

1. How does the project relate to social investment in the City

The Merge River Point District development project meets several social sustainable performance indicators. The project will be a short walking distance of public parks, multiple greenspace areas, opportunities for water recreation, and will provide easy accessibility to the public recreation trail system. Throughout the River Point District bike lanes are included on the master plan which will serve as additional pathways to the above listed destinations. A designated tenant fitness area within the project which is currently a planned amenity. Lastly, the main level commercial space will allow for a multiple to socially beneficial businesses a place to operate.

2. How does the project achieve economic investment in the City

The Merge River Point District development project will increase the number of rentable units available to new and current residents of La Crosse. The project would have a direct positive effect on the jobs to housing ratio. Additionally, the ground floor commercial spaces will add locations for new or relocating businesses. The adding of jobs and housing will only benefit the future economic growth of La Crosse. Lastly, All Merge projects strive to provide high speed internet access to all tenants by partnering with local ISP providers.

3. How the project achieve environmental metrics in the City

All planned construction will meet and exceed minimum energy efficiency standards. Merge partners with 3rd pattern consultants to use Focus On Energy initiatives to ensure the highest level of building efficiencies. These upgrades in building insulation modeling, appliances, and mechanical systems all work cohesively to lower energy consumption and lower tenant utility costs. The development will incorporate mindful planning for stormwater runoff. Additional onsite detention and green spaces help alleviate the burden of added non-permeable surfaces. Adding new housing opportunities closer to residents' employment will allow for a reduction in greenhouse emissions.

4. Are there cultural offerings or metrics associated with the project?

The commercial space would be available to any and all potential businesses. These could include cultural focused companies that could provide additional services to the area.

For Immediate Release

1. The Redevelopment Authority of the City of La Crosse option agreements with developers which include new conceptals from RyKey development and an impending start of construction by MSP late summer/fall of 2023 with a 10-14 month construction schedule, as well as new conceptals for Lots G-2 and G-3.
2. Infrastructure work is well underway on the site with utilities now in place between Causeway Blvd and the new cutting edge underground stormwater system. See infrastructure progress summary on page 3.
3. The Parks Department data basis for future planning and a report for the parks and recreation portion of River Point District.
4. The City is exploring cutting edge programs involving renter equity investment tools, which help renters build equity/savings

Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

2.2 Land Use Diagram

RIVER POINT DISTRICT

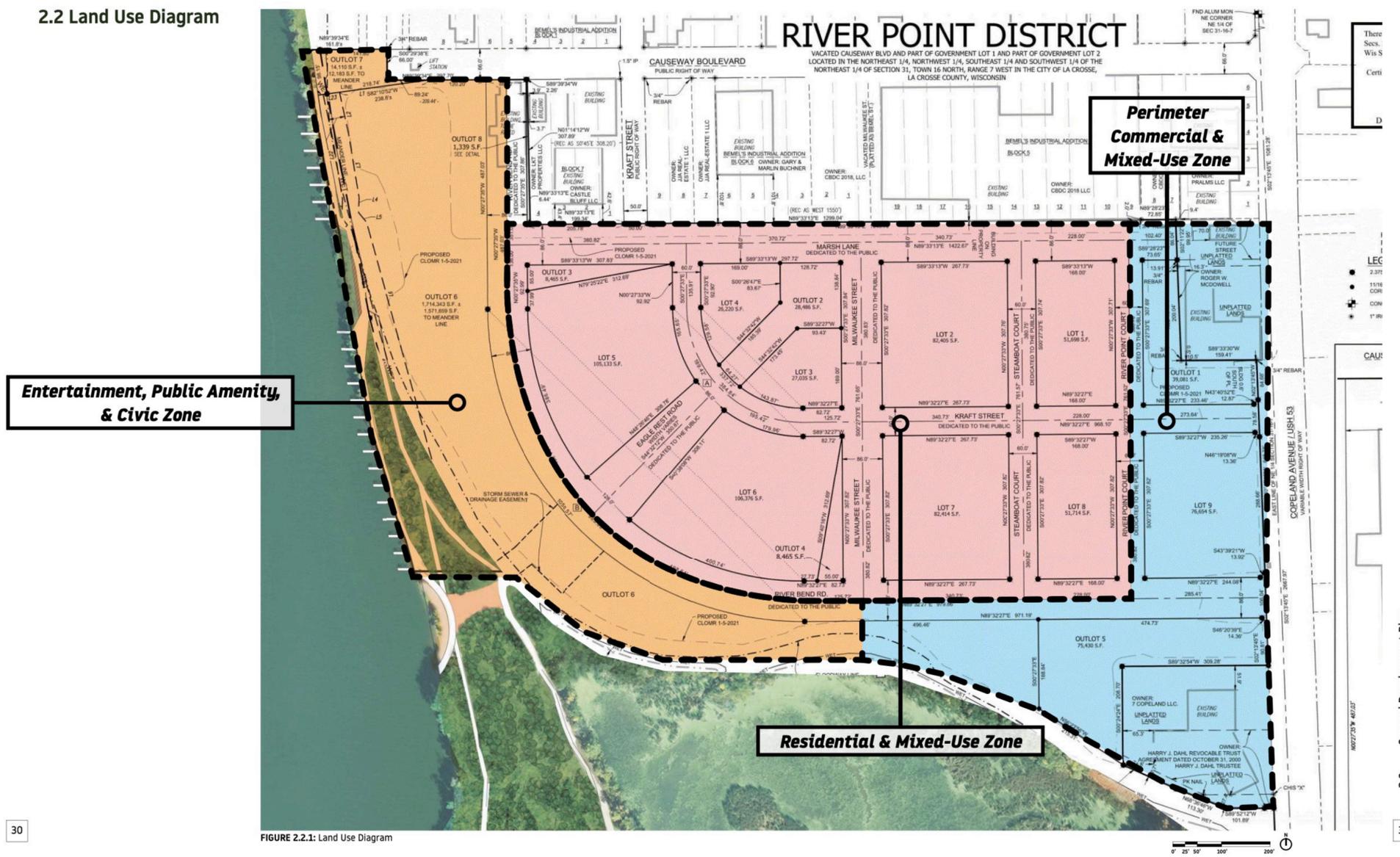


FIGURE 2.2.1: Land Use Diagram

2.0 General Development Plan



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

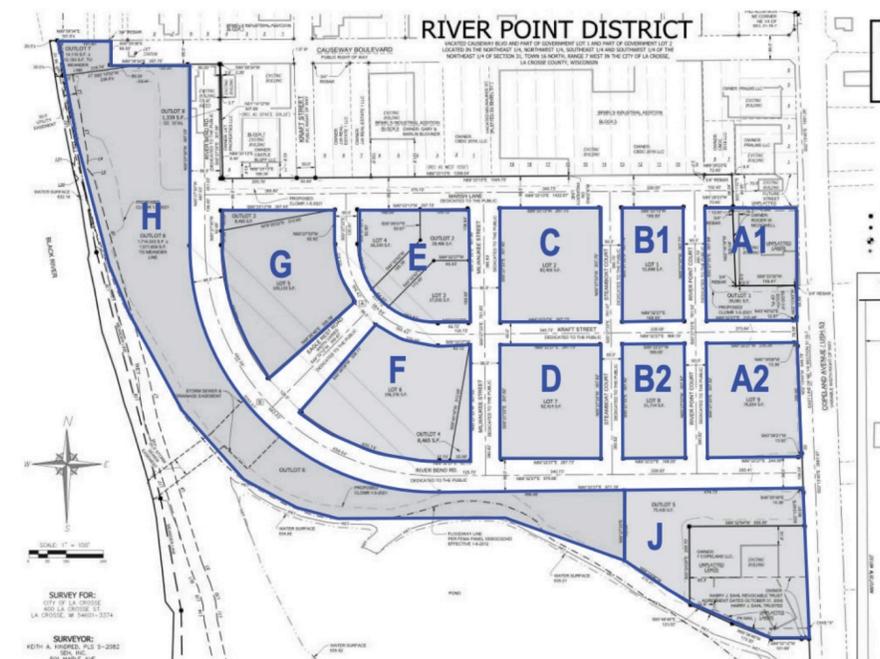
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
ZONE A1 - Perimeter Commercial & Mixed-Use Zone			
OUTLOT 1	39,081	0.90	Zone A1 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A1 shall be a minimum of 2 stories.
ZONE A2 - Perimeter Commercial & Mixed-Use Zone			
LOT 9	76,654	1.76	Zone A2 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A2 shall be a minimum of 2 stories.
ZONE B1 - Residential & Mixed Use Zone			
LOT 1	51,698	1.19	
ZONE B2 - Residential & Mixed Use Zone			
LOT 8	51,714	1.19	
ZONE C - Residential & Mixed Use Zone			
LOT 2	82,405	1.89	
ZONE D - Residential & Mixed Use Zone			
LOT 7	82,414	1.89	
ZONE E - Residential & Mixed Use Zone			
OUTLOT 2	28,486	0.65	
LOT 3	27,035	0.62	
LOT 4	26,220	0.60	
ZONE F - Residential & Mixed Use Zone			
LOT 6	106,376	2.44	
OUTLOT 4	8,465	0.19	
ZONE G - Residential & Mixed Use Zone			
LOT 5	105,133	2.41	
OUTLOT 3	8,465	0.19	
ZONE H - Entertainment, Public Amenity, & Civic Zone			
OUTLOT 6	171,434	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi family residential above retail.
OUTLOT 7	14,110	0.32	
ZONE J - Perimeter Commercial & Mixed-Use Zone			
OUTLOT 5	75,430	1.73	Zone J allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone J shall be a minimum of 2 stories.
TOTAL		57.35	

*Acreages shown do not include public roadways or public green spaces.

FIGURE 2.3.2: Site plan with labeled zones corresponding to the development summary.



General Development Plan

2.0

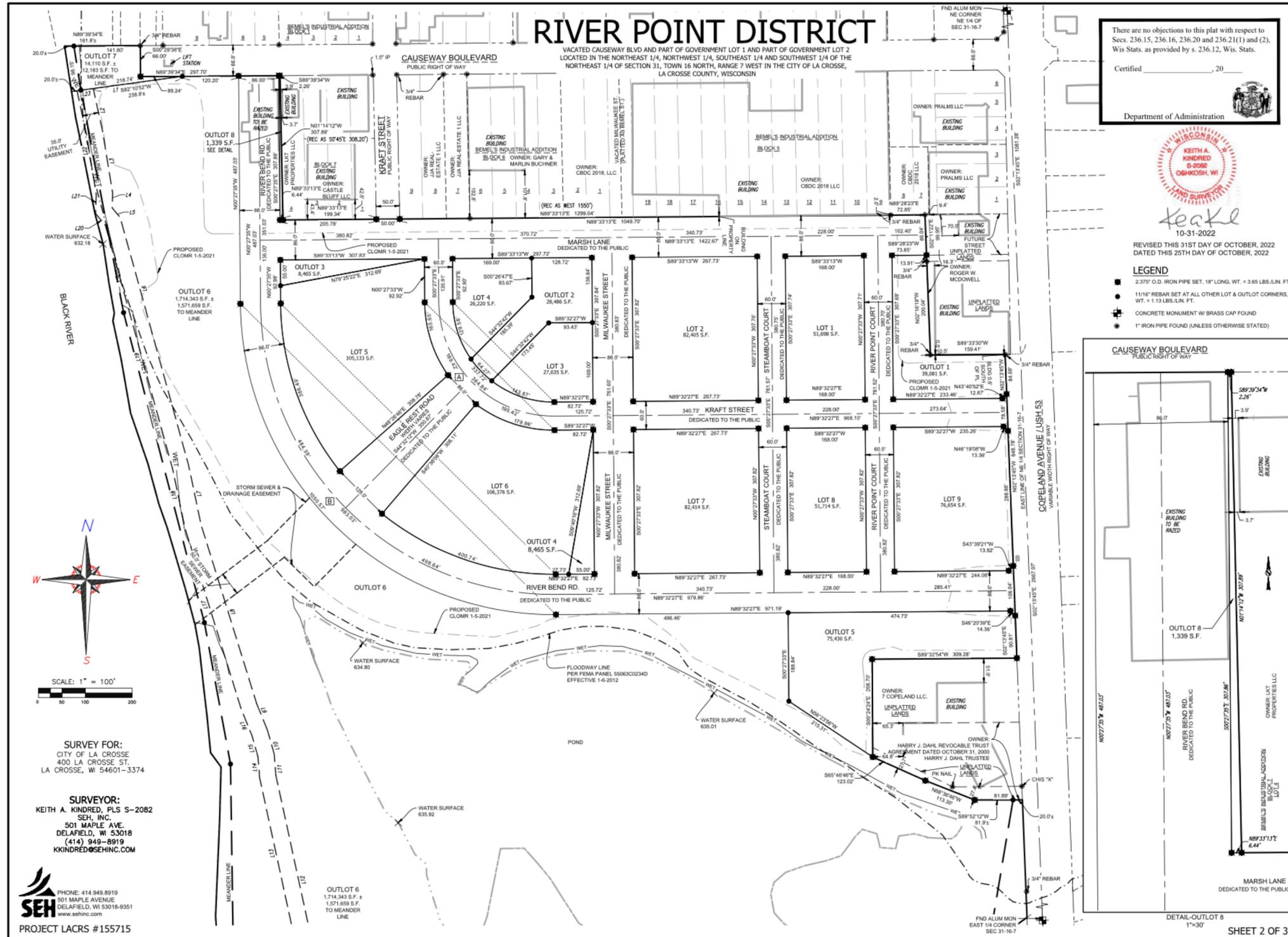
Appendix

PDD Master Plan-Reference Parcel Map

FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



Appendix-Plat Lot Size Map



There are no objections to this plat with respect to Secs. 236.15, 236.16, 236.20 and 236.21(1) and (2), Wis Stats. as provided by s. 236.12, Wis. Stats.
 Certified _____, 20____
 Department of Administration

KEITH A. KINDRED
 S-2082
 OSHKOSH, WI
 10-31-2022
 keakle

REVISED THIS 31ST DAY OF OCTOBER, 2022
 DATED THIS 25TH DAY OF OCTOBER, 2022

