



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda - Final Redevelopment Authority

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Thursday, June 29, 2023

4:00 PM

Council Chambers

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The meeting is conducted through video conferencing. The meeting can be viewed by visiting the Legislative Information Center (<https://cityoflacrosse.legistar.com/Calendar.aspx>) and clicking on the "In Progress" video link to the far right in the meeting list.

To join the meeting click this link (or typing the URL in your web browser address bar):  
<https://cityoflacrosse-org.zoom.us/j/86856083204?pwd=SHdPbGJuaFRUdUF6d3puRk4zZVN0QT09>  
Meeting ID: 868 5608 3204; Passcode: RDA23; Dial by your location: +1-646-558-8656

If attending virtually and you wish to speak, contact the Department of Planning, Development and Assessment at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing [tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org), using a drop box outside of City Hall or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

### Call to Order

### Roll Call

### Approval of Minutes from the May 25, 2023 meeting.

### Election of Officers

### Agenda Items:

- [23-0753](#) Presentation from RyKey on conceptual design.
- [23-0754](#) June 2023- Monthly Report from River Point District Project Manager.  
*Attachments:* [June 2023.pdf](#)
- [23-0755](#) Review of property owned by the Redevelopment Authority outside of River Point District.
- [23-0751](#) June 2023 - Monthly Financial Update.  
*Attachments:* [June 2023 Financials.pdf](#)

## Adjournment

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

### **NOTICE TO PERSONS WITH A DISABILITY**

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

### **Redevelopment Authority Members:**

**Adam Hatfield, Edward Przytarski, Gus Fimple, Karen Dunn, Michael Sigman, Julie Henline & Barb Janssen.**



# City of La Crosse, Wisconsin

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## Text File

File Number: 23-0753

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**Agenda Date:** 6/29/2023

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**In Control:** Redevelopment Authority

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# City of La Crosse, Wisconsin

City Hall  
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## Text File

File Number: 23-0754

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**Agenda Date:** 6/29/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** General Item

**Agenda Number:**



PERSPECTIVE VIEW OF APARTMENT BUILDING'S SOUTHEAST CORNER

*Proposed MSP Development on Lot 7 of the Preliminary Plat, (scheduled for construction commencement this year).*

# River Point District

## Project Management Report, June 2023

**JBG Planning LLC**

# Contents

## Project Management Update-June, 2023

### Section 1.

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

### Section 2.

- A. Analysis of challenges and opportunities narrative
- B. Future/existing potential funding solutions and strategies
- C. Partnership solutions and strategies
- D. Ongoing investor/developer contacts/communications
- E. Public/media relations and communications updates
- 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
- 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).

### 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
- 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

- Stormwater tank walls poured this week, then roof work and backfill-mid July final completion
- Copeland work is changing day to day with lesser closures as needed, Chippewa pouring patches
- Sanitary and storm have a few weeks left
- Xcel's work awaiting payment from City after 26th BPW approval of final plans-need to verify lead times on Xcel equipment and schedule for developers to have energized lines

Next General Infrastructure Update Meeting: July 20 at 2pm.

# Monthly Activity Summary

## Investor/developer activity

**Since last RDA Meeting:** Outreach with RyKey on Conceptuals and TIF, Red Earth on TIF revisions, Premier Hotel on conceptals and option extension, MSP on environmental and construction start coordination.

New options to be Considered:

To be referred to the July Meeting:

Red Earth: G-2 and 3

RyKey: G-2 and 3

RyKey's Architectural Team undertaking their emergent work this week/data collection/design considerations on Lot 9

MSP working on their environmental/site work and construction coordination for a possible July start

F Street coordinating TIF review with Ehlers and City Economic Development

Additional developer activity includes the review of several updated financial statements and TIF requests including F Street

## Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- WEDC Secretary Missy Hughes and Regional Rep. Mark Tallman
- La Crosse Community Foundation
- Trane Company on Energy Innovation and the Infrastructure Reinvestment Act Funding
- State Hazard Mitigation Office Heather Thole
- Kwik Trip Representatives (about 71 Copeland Store)
- Premier Hotel (Messaging)





# 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
3. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$100/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. Inflation costs are still substantial, long lead times on pipe material, bid early and anticipate delays
6. Coordinating construction starts in 2023 (MSP) given timing of utility access including Xcel's energized lines.
7. TIF application review and needs relative to city policy

### **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
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
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. JBG has scheduled a meeting with SEH on impending Infrastructure Reinvestment Act Funding.

### **Ongoing investor/developer contacts/communications**

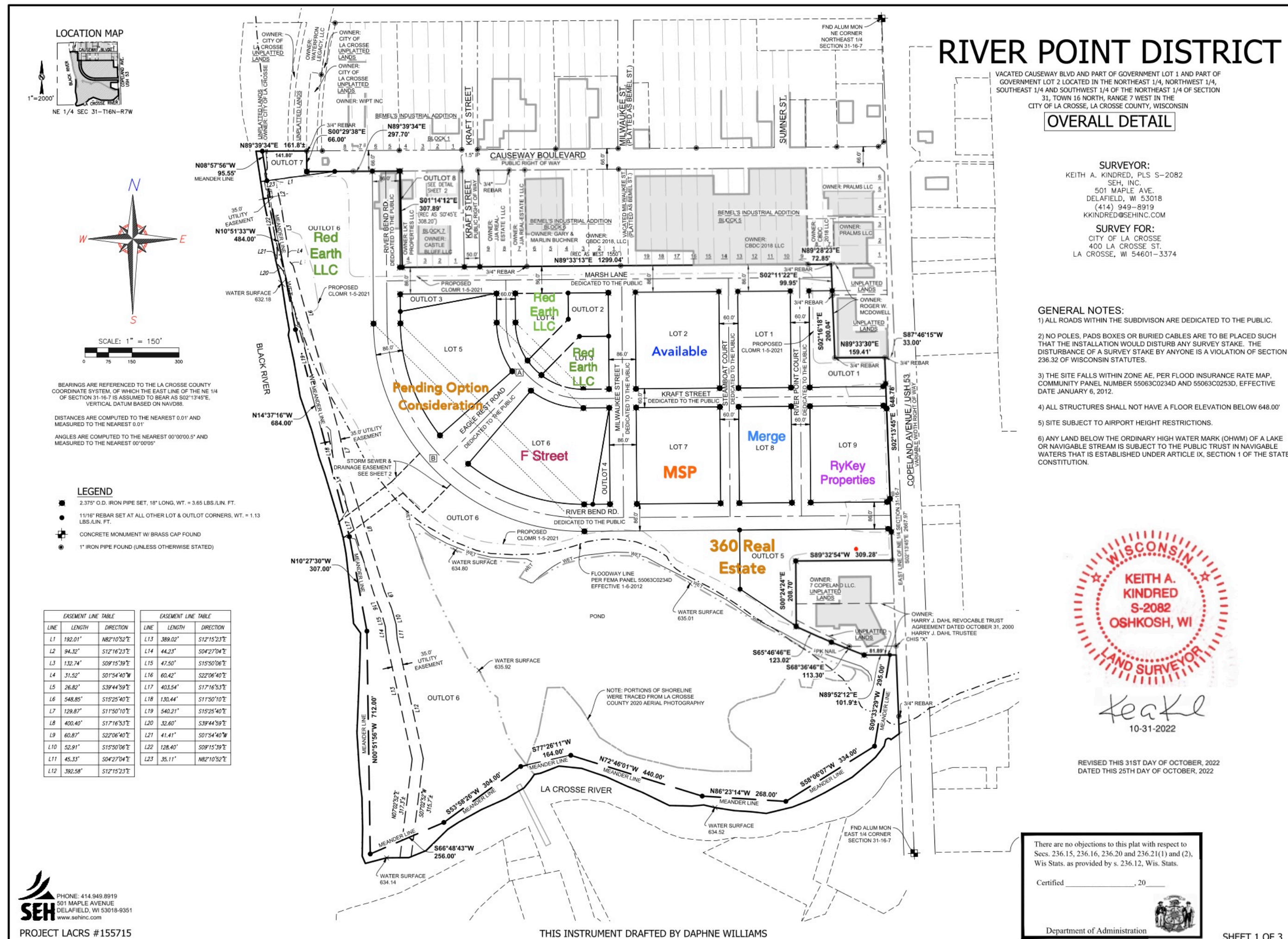
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

### **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.

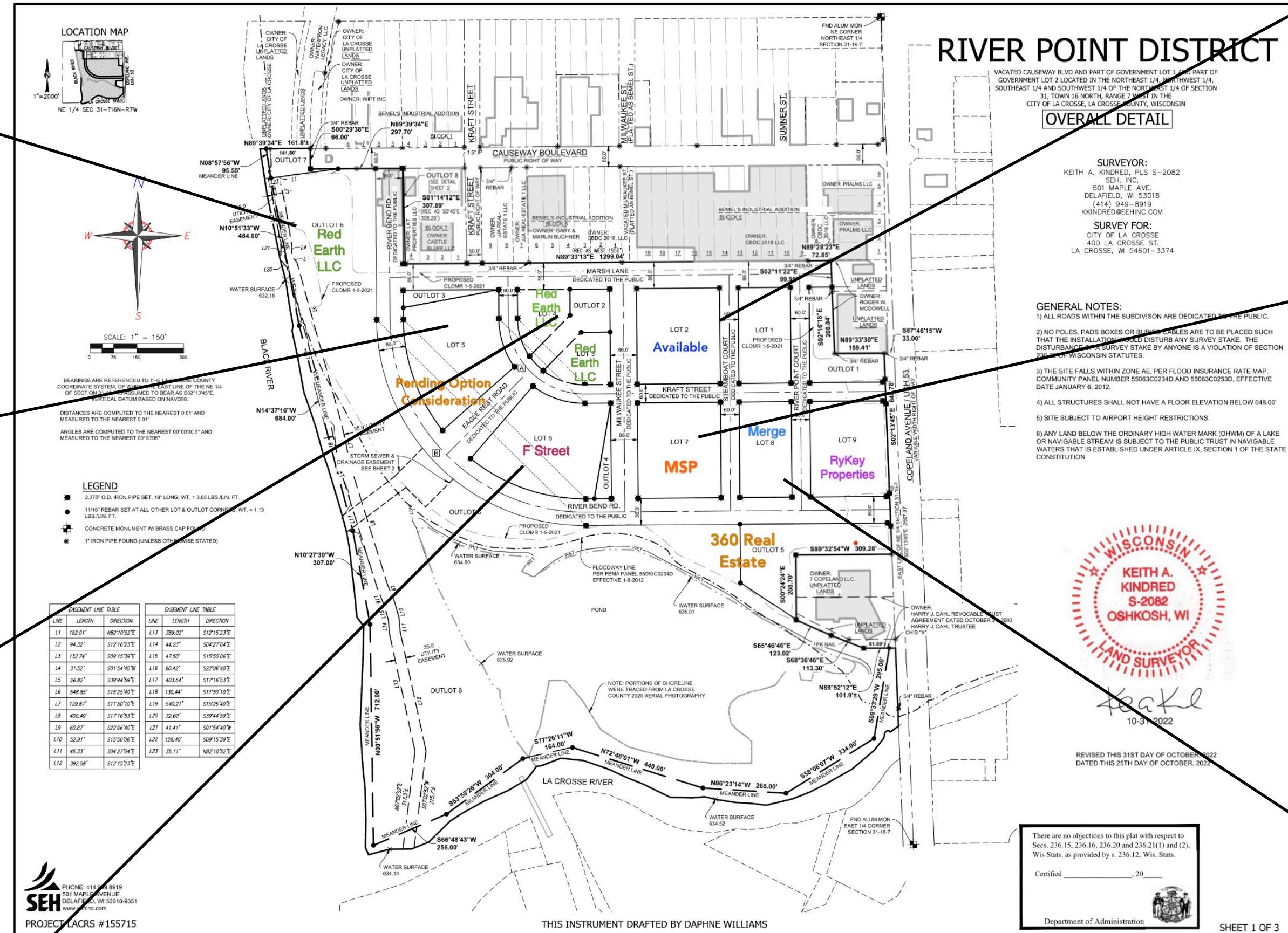
# Investment Phases Map

## 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



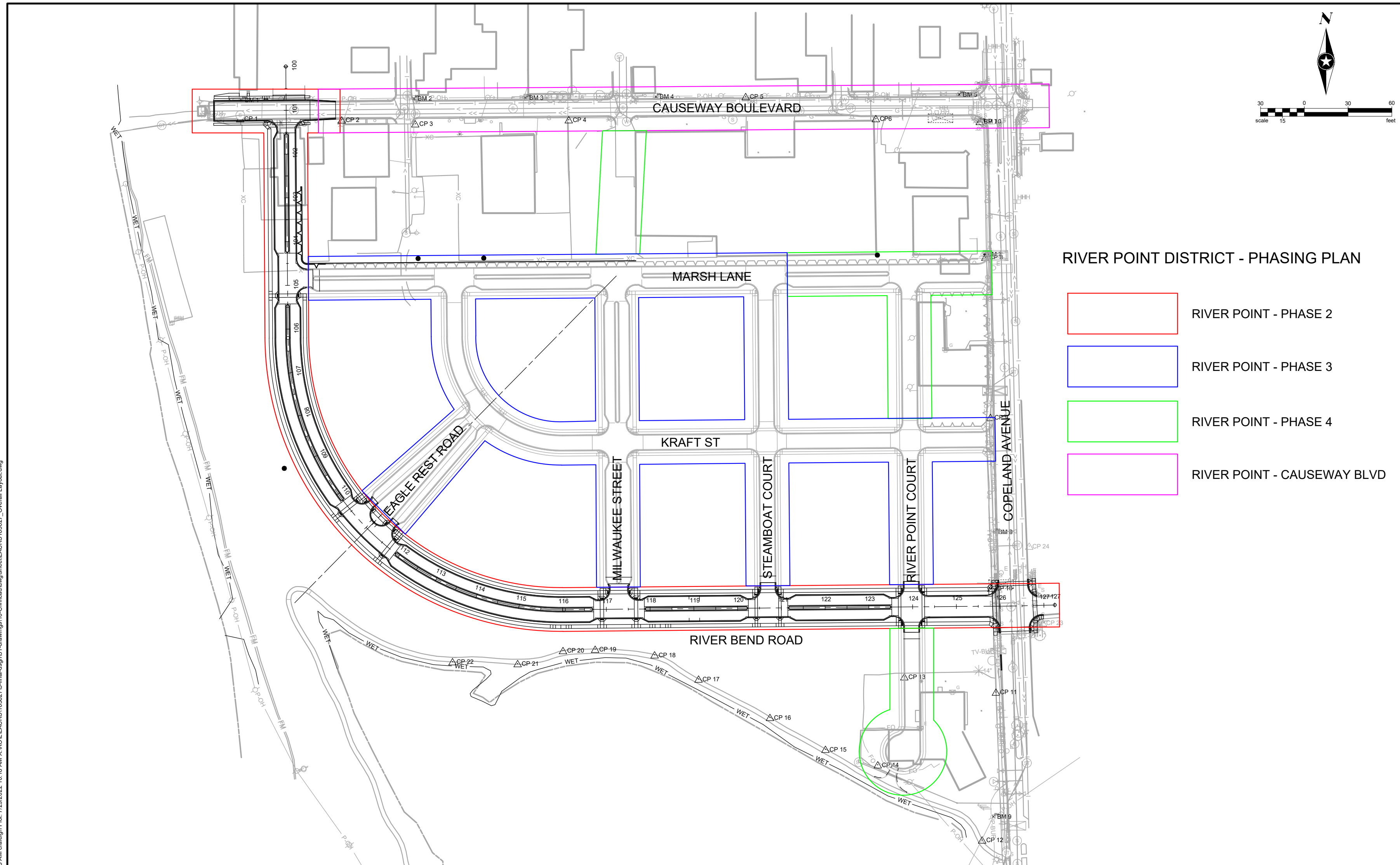
LA CROSSE MIXED-USE  
PHASE 1 - NODE



LA CROSSE MIXED-USE  
PHASE 2 - NODE



# 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.

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 may include new conceptals from Premier Hotel Properties Inc, RyKey development and an impending start of construction by MSP late summer/fall of 2023 with a 10-14 month construction schedule.
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. WEDC secretary Missy Hughes visit

# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

#### 2.2 Land Use Diagram

### RIVER POINT DISTRICT

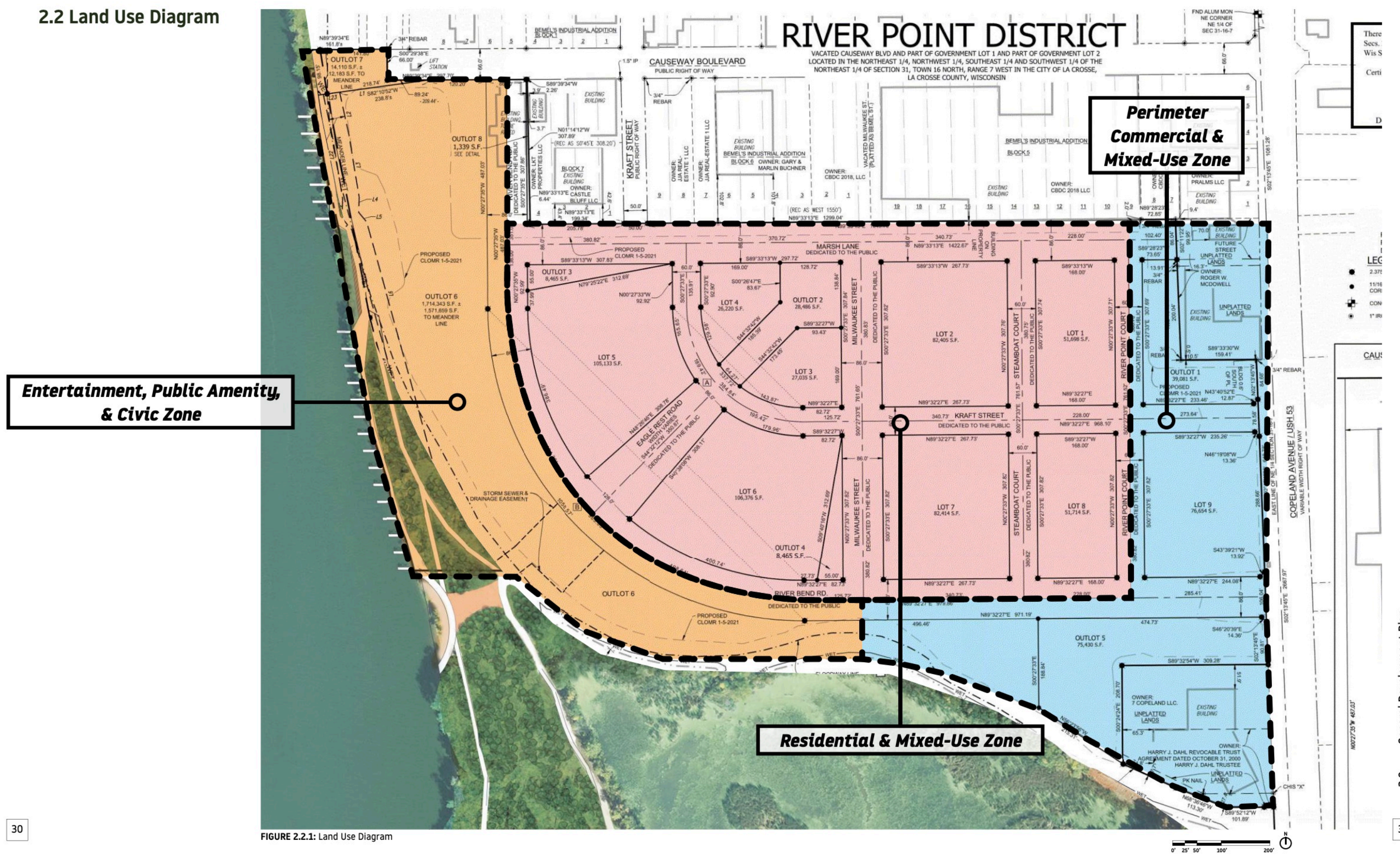


FIGURE 2.2.1: Land Use Diagram

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

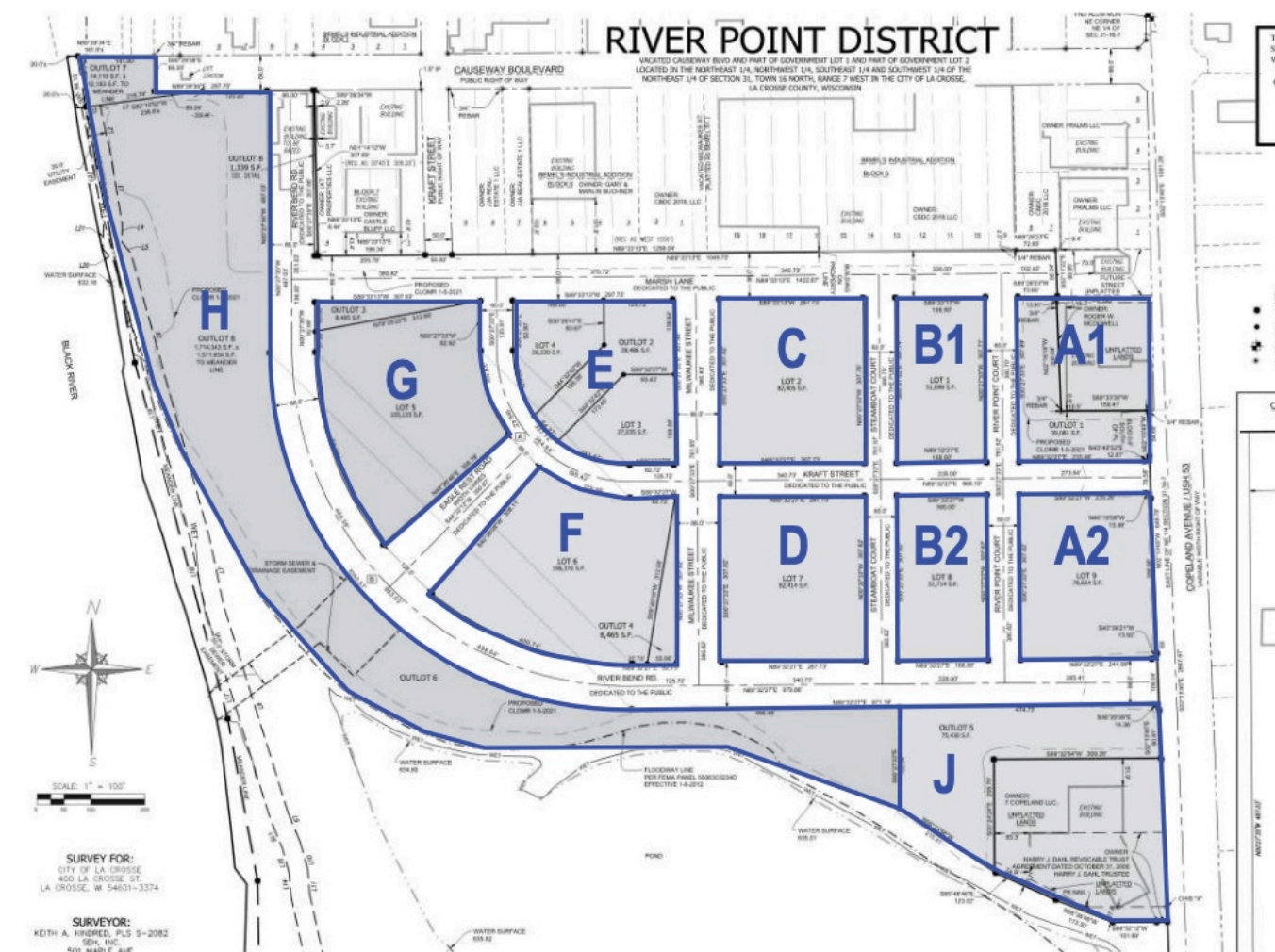
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
<b>ZONE A1 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
<b>OUTLOT 1</b>	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. <b>Building height in Zone A1 shall be a minimum of 2 stories.</b>
<b>ZONE A2 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
<b>LOT 9</b>	76654	1.76	Zone A2 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone A2 shall be a minimum of 2 stories.</b>
<b>ZONE B1 - Residential &amp; Mixed Use Zone</b>			
<b>LOT 1</b>	51,698	1.19	
<b>ZONE B2 - Residential &amp; Mixed Use Zone</b>			
<b>LOT 8</b>	51,714	1.19	
<b>ZONE C - Residential &amp; Mixed Use Zone</b>			
<b>LOT 2</b>	82405	1.89	
<b>ZONE D - Residential &amp; Mixed Use Zone</b>			
<b>LOT 7</b>	82414	1.89	
<b>ZONE E - Residential &amp; Mixed Use Zone</b>			
<b>OUTLOT 2</b>	28486	0.65	
<b>LOT 3</b>	27035	0.62	
<b>LOT 4</b>	26220	0.60	
<b>ZONE F - Residential &amp; Mixed Use Zone</b>			
<b>LOT 6</b>	106376	2.44	
<b>OUTLOT 4</b>	8465	0.19	
<b>ZONE G - Residential &amp; Mixed Use Zone</b>			
<b>LOT 5</b>	105133	2.41	
<b>OUTLOT 3</b>	8465	0.19	
<b>ZONE H - Entertainment, Public Amenity, &amp; Civic Zone</b>			
<b>OUTLOT 6</b>	1714343	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi family residential above retail.
<b>OUTLOT 7</b>	14110	0.32	
<b>ZONE J - Perimeter Commercial &amp; Mixed-Use Zone</b>			
<b>OUTLOT 5</b>	75430	1.73	Zone J allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone J shall be a minimum of 2 stories.</b>
<b>TOTAL</b>		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



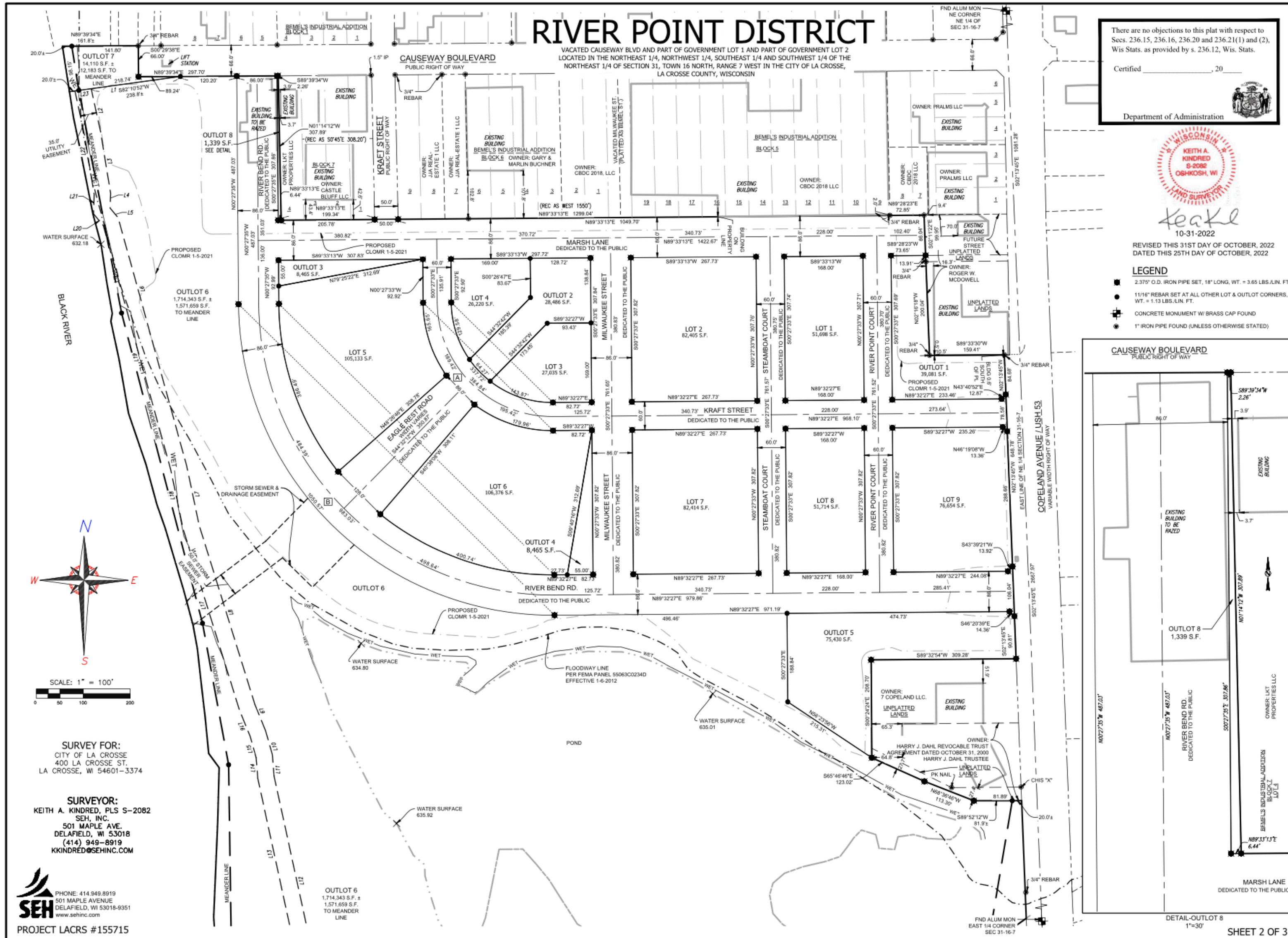
# Appendix

## 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





# City of La Crosse, Wisconsin

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## Text File

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File Number: 23-0751

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<i>BALANCE SHEET</i>	1	2	3	4	5
	Type of Statement: Co. Prep's				
	Date of Statement:				
	1/31/2023	2/28/2023	3/31/2023	4/30/2023	5/31/2023
<b>ASSETS</b>					
Cash - State Bank Checking	\$87,930	\$6,500	\$10,800	\$42,678	\$1,000
Cash - State Bank MM (Operating, UR)	\$172,428	\$253,955	\$235,472	\$238,393	\$234,234
Cash - SB MM Restricted Planning Option Agreement					
Deposits	\$45,209	\$45,227	\$45,254	\$42,743	\$38,923
Cash - SB MM Restricted Bond 2021 R-1	\$861,326	\$806,206	\$806,655	\$807,549	\$808,118
Cash - SB MM Restricted Bond 2022 R-1	\$1,540,331	\$1,520,784	\$675,050	\$636,986	(\$785,970)
Investments - Restricted Bond 2022 6/13/23 Maturity	\$853,000	\$853,000	\$853,000	\$853,000	\$853,000
Investments - Restricted Bond 2022 7/11/23 Maturity	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Investments - Restricted Bond 2022 8/10/23 Maturity	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
<b>Total Current Assets</b>	<b>\$4,560,224</b>	<b>\$4,485,671</b>	<b>\$3,626,230</b>	<b>\$3,621,349</b>	<b>\$2,149,304</b>
Land - Estimated Value	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000
Note Receivable - PSB (12/06/2023)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Note Receivable - Fenigor (12/06/2023)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Note Receivable - Gorman (02/28/2034)	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
<b>Total Assets</b>	<b>\$14,910,224</b>	<b>\$14,835,671</b>	<b>\$13,976,230</b>	<b>\$13,971,349</b>	<b>\$12,499,304</b>
<b>LIABILITIES</b>					
Contract Commitment - JBG Project Mgr	\$0	\$111,600	\$102,300	\$93,000	\$83,700
Contract Commitment - SEH Phase II	\$432,078	\$432,078	\$432,078	\$393,335	\$296,010
Contract Commitment - SEH Phase III	\$0	\$0	\$0	\$0	\$698,300
Contract Commitment - Chippewa Concrete Phase II	\$10,443,640	\$10,443,640	\$9,597,565	\$9,597,565	\$8,271,459
<b>Total Current Liabilities</b>	<b>\$10,875,718</b>	<b>\$10,987,318</b>	<b>\$10,131,943</b>	<b>\$10,083,900</b>	<b>\$9,349,469</b>
<b>Total Liabilities</b>	<b>\$10,875,718</b>	<b>\$10,987,318</b>	<b>\$10,131,943</b>	<b>\$10,083,900</b>	<b>\$9,349,469</b>
Net investment in capital assets	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000
Unrestricted Funds	\$172,428	\$253,955	\$235,472	\$238,393	\$234,234
Restricted Funds	\$4,299,866	\$4,225,216	\$3,379,958	\$3,340,278	\$1,914,071
Unassigned Funds	(\$10,437,789)	(\$10,630,819)	(\$9,771,143)	(\$9,691,222)	(\$8,998,469)
<b>Net Position</b>	<b>\$4,034,505</b>	<b>\$3,848,353</b>	<b>\$3,844,287</b>	<b>\$3,887,448</b>	<b>\$3,149,835</b>
<b>Total Liabilities &amp; Net Position</b>	<b>\$14,910,224</b>	<b>\$14,835,671</b>	<b>\$13,976,230</b>	<b>\$13,971,349</b>	<b>\$12,499,304</b>