



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda Redevelopment Authority

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Thursday, March 26, 2026

4:00 PM

Council Chambers

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The meeting is conducted in person and virtually via the links below. To join the meeting click this link or type the URL in your web browser address bar:

<https://cityoflacrosse-org.zoom.us/j/83060131598?pwd=rPgJk1KHjqM7wooFEB8SreAJG8BmE0.1>

Meeting ID: 830 6013 1598

Passcode: RDA26

Dial by your location: +1-646-558-8656

If attending virtually and you wish to speak, contact the Department of Planning and Development 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 and Development, 400 La Crosse Street, La Crosse WI 54601. Questions? Call 608-789-7512.

### Call to Order

### Roll Call

### Approval of Minutes

### Agenda Items:

1. [26-0304](#) Discussion and possible action on an update to the Public Market documents through a City/RDA partnership..
2. [26-0287](#) Presentation on the proposed River Point District Park Plan.  
**Attachments:** [River Point Park Master Plan.pdf](#)  
[Sketches](#)
3. [26-0257](#) Update from MSP on Lot 6.
4. [26-0288](#) Update from RyKey and Cowboy Jack's on Lots 11 and 12 including subdivision plans and feasibility of building on Lot 12..
5. [26-0290](#) Consideration and possible action on Planning Option Agreement for Lot 1 with Unwind.  
**Attachments:** [Lot 1 Planning Option Agreement](#)

6. [26-0291](#) Consideration and possible action on Planning Option Agreement on Lot 2 with Unwind.  
*Attachments:* [Lot 2 Planning Option Agreement](#)
7. [26-0295](#) Project Manager update on River Point District - March 2026.  
*Attachments:* [March 2026](#)
8. [26-0286](#) Monthly Financial Update of the Redevelopment Authority - March 2026.  
*Attachments:* [March Financials.pdf](#)

## Adjournment

Redevelopment Authority Members:

Adam Hatfield, Edward Przytarski, Gus Fimple, Phil Ostrem, Michael Signman, Julie Henline and Barb Janssen

*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.*



# City of La Crosse, Wisconsin

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## Text File

File Number: 26-0304

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**Agenda Date:** 3/26/2026

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**In Control:** Redevelopment Authority

**File Type:** Status Update

**Agenda Number:** 1.



# City of La Crosse, Wisconsin

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## Text File

File Number: 26-0287

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**Agenda Date:** 3/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Status Update

**Agenda Number:** 2.

# KEY PLAN

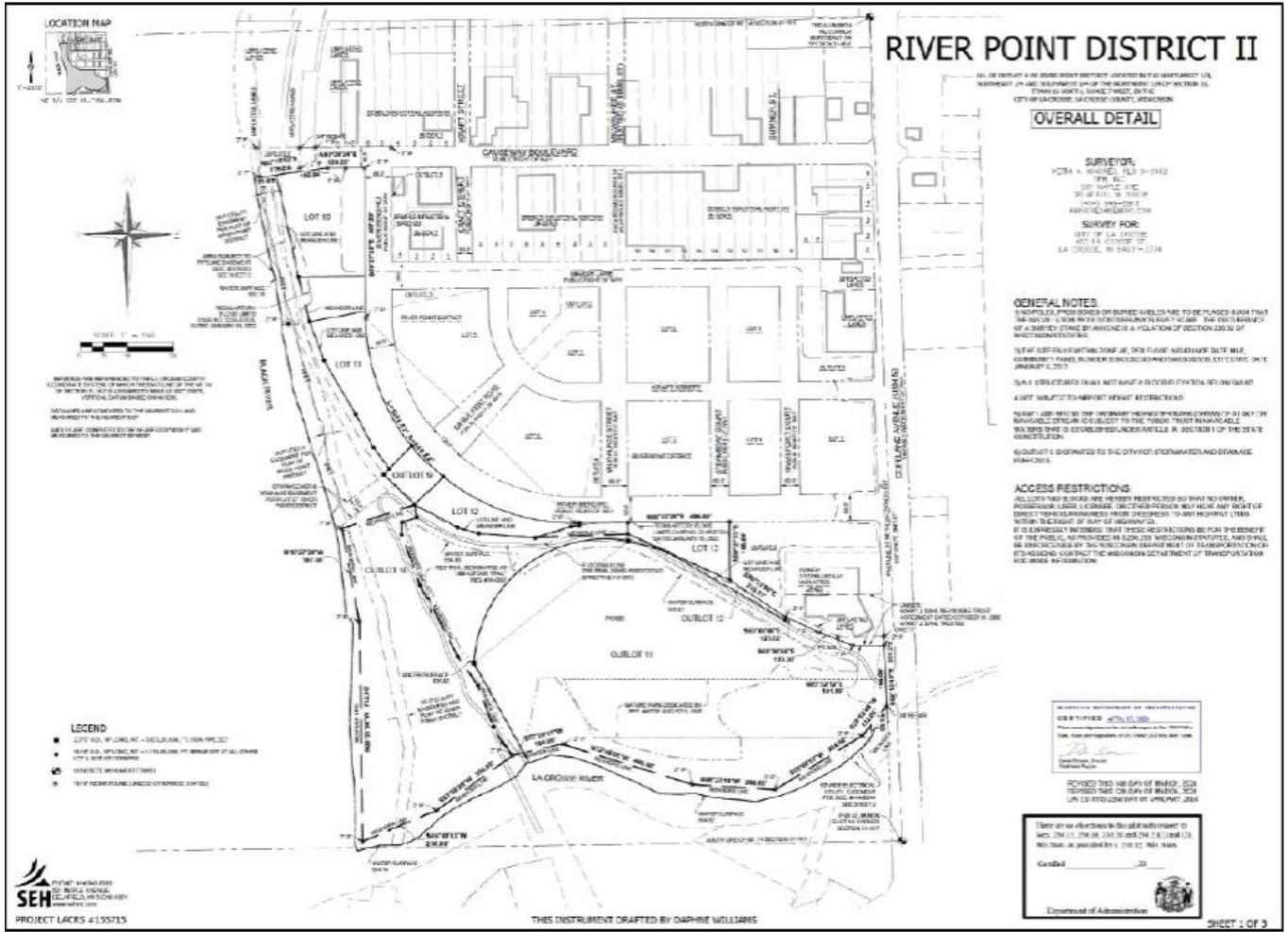
- (A) Terraced River Bank Seating
- (B) Trail System
- (C) Trail Seating
- (D) Play
  - a. Nature Play / Exploration Areas
  - b. Tree Canopy Walk
- (E) Wayfinding Signage
  - a. Kiosk (Culture History and Map)
  - c. Interpretive Panel (Ecological Significance)
  - C. Directional Signage
- (F) Riverside Park
  - a. Restroom / Pavilion
  - b. Fitness Court
  - c. Restaurant / Brewery + Patio
- (G) Restroom Building / Pavilion (Future Phase)
- (H) Sculpture Park
- (I) Look Out Deck / Tower
- (J) Boardwalk
- (K) Fishing Pier
- (L) River Bank Stabilization with Angler Access
- (M) Pollinator Garden



# MASTER PLAN









# City of La Crosse, Wisconsin

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## Text File

File Number: 26-0257

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**Agenda Date:** 3/26/2026

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**File Type:** Status Update

**Agenda Number:** 3.



# City of La Crosse, Wisconsin

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## Text File

File Number: 26-0288

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**Agenda Date:** 3/26/2026

**Version:** 1

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**File Type:** Status Update

**Agenda Number:** 4.



# City of La Crosse, Wisconsin

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## Text File

File Number: 26-0290

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**Agenda Date:** 3/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** Request

**Agenda Number:** 5.



## Lot One – River Point Townhome Proposal

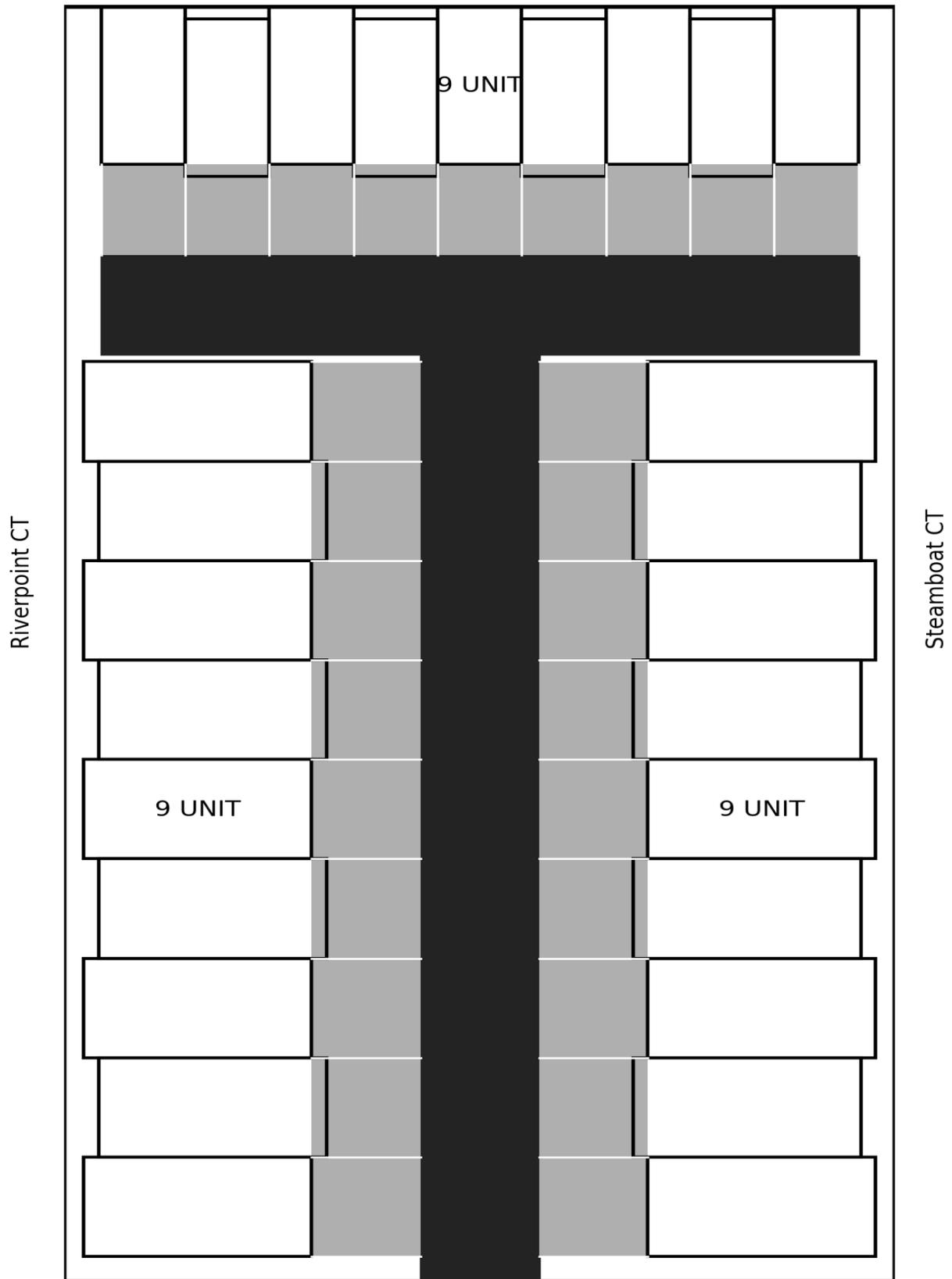
We would like to provide a general overview of our proposed development for Lot One. The site measures approximately 168 feet in width by 307.7 feet in depth. Our concept includes nine two story rear-loaded, front-facing townhome units along both Steamboat and Riverpoint Court. After working on the concept more we're going with a three story townhouse building oriented toward Kraft Street to break the block up while providing more density.

We believe this layout will be both visually attractive and well-suited to the River Point District, offering what we feel is one of the most desirable housing products in the area. Given the significant lack of “missing middle” housing options within La Crosse County, this development is intended to help address that gap.

All two story units are planned at approximately 24 feet wide by 46 feet deep (two plan options below), allowing flexibility for either single-car or two-car garage configurations. The three story building facing Kraft street will be approximately 17 feet wide by 38 feet deep per unit. In addition to the garage, each unit will include two additional parking spaces located behind the unit, one of which may be positioned in tandem with the garage. Each townhome will feature two or three bedrooms and at least 2 bathrooms, with the goal of creating some of the highest-quality townhomes in the region. While final dimensions may be adjusted slightly during the design process, they will remain generally consistent with this concept. We are also open to doing some sort of decorative wall or landscape buffer at the end of the T to mask the rear of the building along Kraft Street.

We believe this proposal will appeal not only to current renters and families relocating to the area, but also to local homeowners seeking to take advantage of the current housing market while transitioning to a low-maintenance lifestyle free from yard work and ongoing upkeep. Our goal for Lot One is to attract a long-term, homeowner-oriented resident profile—one that reflects pride of ownership, personalization of outdoor spaces, and stable, long-term occupancy.

Kraft Street



Two story exterior reference

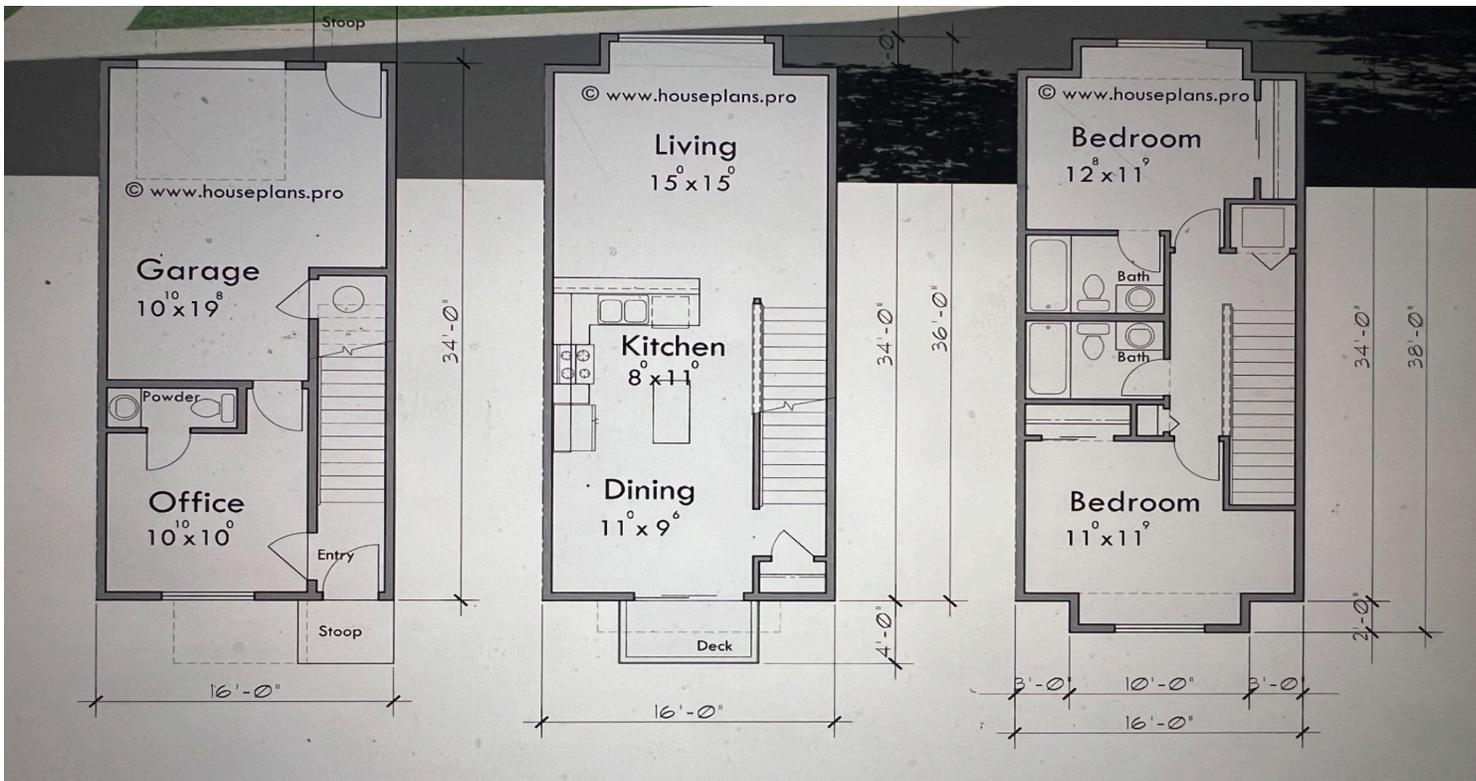




Three Story Building Facing Kraft Street.



Three Story floor plan. Will adjust some to make the garage a little larger deeper and going a foot wider per unit.



## Timeline-Lot 1 Timeline

### Pre-Development Phase

March 2026 – Option Execution

September 2026 – Architectural and Engineering Completion; Project ready for final approvals and bid submissions. Site preparation commences.

### Construction Phase

October 2026 – Building 1 Construction Begins

May 2027 – Building 2 Construction Begins

Oct 2027 - Building 3 Construction Begins

### Delivery & Lease-Up Phase

June 2027 – Building 1 Construction Complete; Lease-Up Period Begins

August 2027 – Building 1 Achieves Full Occupancy

December 2027 – Building 2 Construction Complete; Lease-Up Period Begins

March 2028 – Building 2 Achieves Full Occupancy

April 2028- Building 3 Complete; Lease-Up Period Begins

June 2028- Building 3 Complete; Lease-Up Period Begins

### Project Stabilization

June 2028 – All 3 Buildings Stabilized; All Site Work and Landscaping Complete. Timeline could be accelerated based on demand.

Estimated Cost. Lot One

\$6,500,000-\$7,500,000





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## Text File

File Number: 26-0291

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**Agenda Date:** 3/26/2026

**Version:** 1

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**In Control:** Redevelopment Authority

**File Type:** Request

**Agenda Number:** 6.

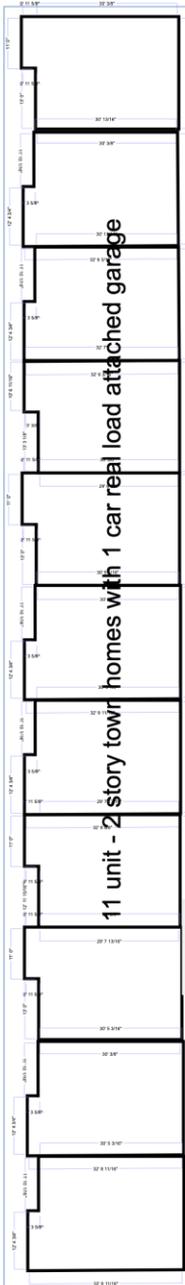


## **Lot Two – Development Overview**

We would like to provide a general overview of our proposed development for Lot Two. The site measures approximately 267 feet in width by 307.7 feet in depth. Our concept includes 11 two-story rear-loaded, front-facing townhome units along Steamboat Ct and Milwaukee St., 6 units along both Kraft St. and Marsh Lane, as well as two 6-unit buildings in the center for a total of 46 units on Lot Two. All units will feature similar floor plans with variable exterior finishes to provide a clean and modern façade. Initial cost estimates to complete the project are between \$9,500,000 and \$11,000,000.

All two-story units planned on Lot Two will offer roughly 1200 sq ft of finished living space along with a one-car rear-load garage. Each townhome unit will feature either two or three bedrooms and at least two bathrooms with an anticipated rent ranging from \$1800-\$2500/month.

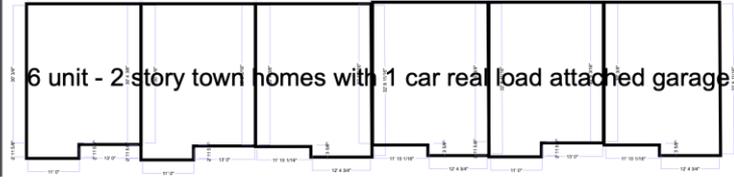
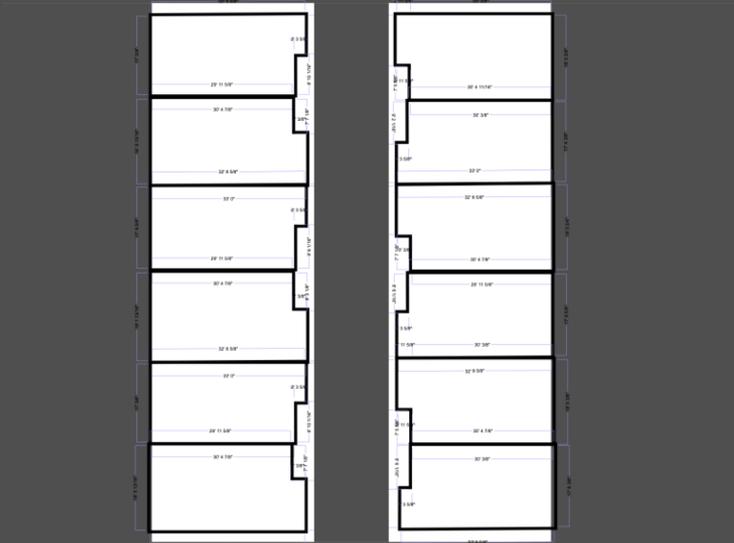
We believe this proposal will have a broad appeal across many demographics who are happy to trade in the extra amenities of an apartment style environment for the more private setting of a townhome. The units will bring both the transitional tenant who is focused on eventual homeownership and the long-term renter that enjoys a maintenance free lifestyle in a high-quality rental product. We feel the product will attract an active consumer that will bring economic benefits to the downtown area for years to come.



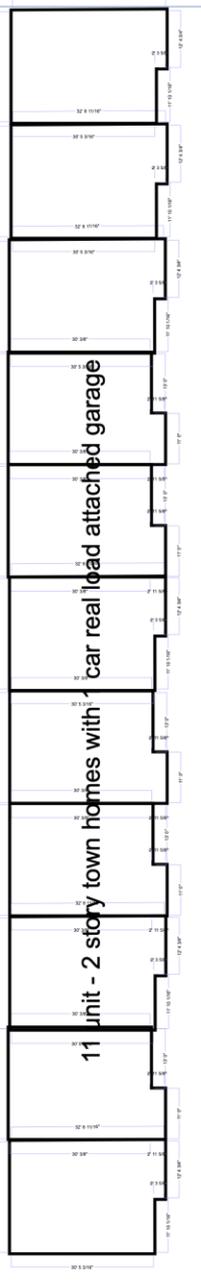
11 unit - 2 story town homes with 1 car real load attached garage



6 unit - 2 story town homes with 1 car real load attached garage



6 unit - 2 story town homes with 1 car real load attached garage



11 unit - 2 story town homes with 1 car real load attached garage



Conceptual Front street view

## **Lot 2 Timeline**

### **Pre-Development Phase**

March 2026 – Option Execution

October 2026 – Architectural and Engineering Completion; Project ready for final approvals and bid submissions. Site preparation commences.

### **Phased Construction Start**

March/April 2027 – Building 1 Construction Begins

June 2027 – Building 2 Construction Begins

September 2027 – Building 3 Construction Begins

April 2028 – Building 4 Construction Begins

June 2028 – Building 5 Construction Begins

September 2028 – Building 6 Construction Begins

### **Delivery & Lease-Up Phase**

October 2027 – Building 1 Construction Complete; Lease-Up Period Begins

January 2028 – Building 2 Construction Complete; Lease-Up Period Begins

June 2028 – Building 3 Construction Complete; Lease-Up Period Begins

October 2028 – Building 4 Construction Complete; Lease-Up Period Begins

January 2029 – Building 5 Construction Complete; Lease-Up Period Begins

June 2029 – Building 6 Construction Complete; Lease-Up Period Begins

### **Project Stabilization**

August 2029 – All Buildings Stabilized; Final Site Work and Landscaping Complete





# City of La Crosse, Wisconsin

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## Text File

File Number: 26-0295

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BVisions Media Image-War Eagle, February, 2026

# River Point District

## Project Management Report-March, 2026

**JBG Planning LLC**

# Contents

## Project Management Update-March, 2026

### 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 Panels showing future infrastructure phasing and project schedules and plat

### Section 4.

A. Contacts for Residents and Developers

### Section 5.

A. 2025 Year End Report

# Monthly Activity Summary

## Investor/developer activity

### **Since last RDA Meeting:**

1. Coordination with developers on RFEI response and schedule for lots 11, 12, 1 and 2
2. Coordination with RyKey on Major Employer contacts-Newly released information from the La Crosse Chamber
3. Coordination with 360 Real Estate on 2025-2026 Schedule and acquisitions
4. Coordination on commercial tenant prospects with developers-communications with Red Earth
5. Coordination on Renter Equity programs and LCF Grant (Grant Awarded) , meetings with housing agencies, financial management firms, employers
6. Contact with Unwind Property Management lots 1 and 2
7. Coordination with MSP on March presentation for lot 6
8. Assistance with land assembly and acquisitions Kraft Street
9. Engaged UW Department and student on health performance metrics and impending study-phase two underway

## Option Agreement status:

### **RyKey Lot 8 Sold**

**RyKey: -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025-Extension Granted for 12 months to July, 2026.**

**360: April 27-April 27, 2024 (12 months)-Approved a 12 month extension to August, 2025-Option Extension granted for 9 months to May, 2026.**

**Lot 6 Option-Draft complete for MSP-Option for 6 months executed**

**MSP, Sold and Completed (Ribbon Cutting Spring of 2025)**

**Red Earth/War Eagle: Closed and under construction**

**Red Earth, Lots 3 and 4 and 5: 12 month extension approved to September 26, 2025-On Hold**

**RyKey, Lot 11 Awarded, Lot 12 Pending Signatures**

**Lots 1 and 2 Pending Approval, March 2026 RDA Meeting**

## Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Fielding inquiries from interested investors and future residents-missing middle housing
- Field progress photography and coordination on BVisions Videography Project
- Energy systems coordination for possible joint parkway-development use
- Telephone Inquiries from developer/investors and prospective residents
- Ongoing communications with new investor on RFEI land opportunities
- Updating Smartsheet database on construction schedule
- LCF Grant Award Coordination and update with Community Foundation staff
- ULI Spring Meeting coordination

# 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. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$75/cy at the La Crosse County Landfill. (Depending on concentration) and organics affecting the costs of footings/piers. Concrete monolith meeting with Braun Intertec.-Also concrete monolith issues
3. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
4. TIF application review and needs relative to city policy
5. Timing of projects given external factors such as financial, agency/environmental and supply chain issues including national economic policy impacts
6. Long Term Landscape Maintenance-Contract Complete
7. Construction inflation, tariff impacts, interest rates, external economic factors, financial structures.
8. Lot 12 Concrete Monolith

### **Opportunities:**

9. Continue to market the development opportunities -RFEI issued and developer communications underway
10. Costs of parks/recreation improvements should be coordinated with grant application opportunities
11. La Crosse Community Foundation Social Investment Interests, Renter Equity Grant
12. Potential for renter equity programs and partnerships
13. Ground or building lease opportunities for RDA (to be discussed on case by case basis)
14. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces
15. Marina partners/leases
16. Discuss maintenance strategies to keep RPD looking good and possible future NID transition-Possible tie to the marina/slips maintenance program
17. Neighborhood Improvement District
18. Lot 12 creative use of real estate

### **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**

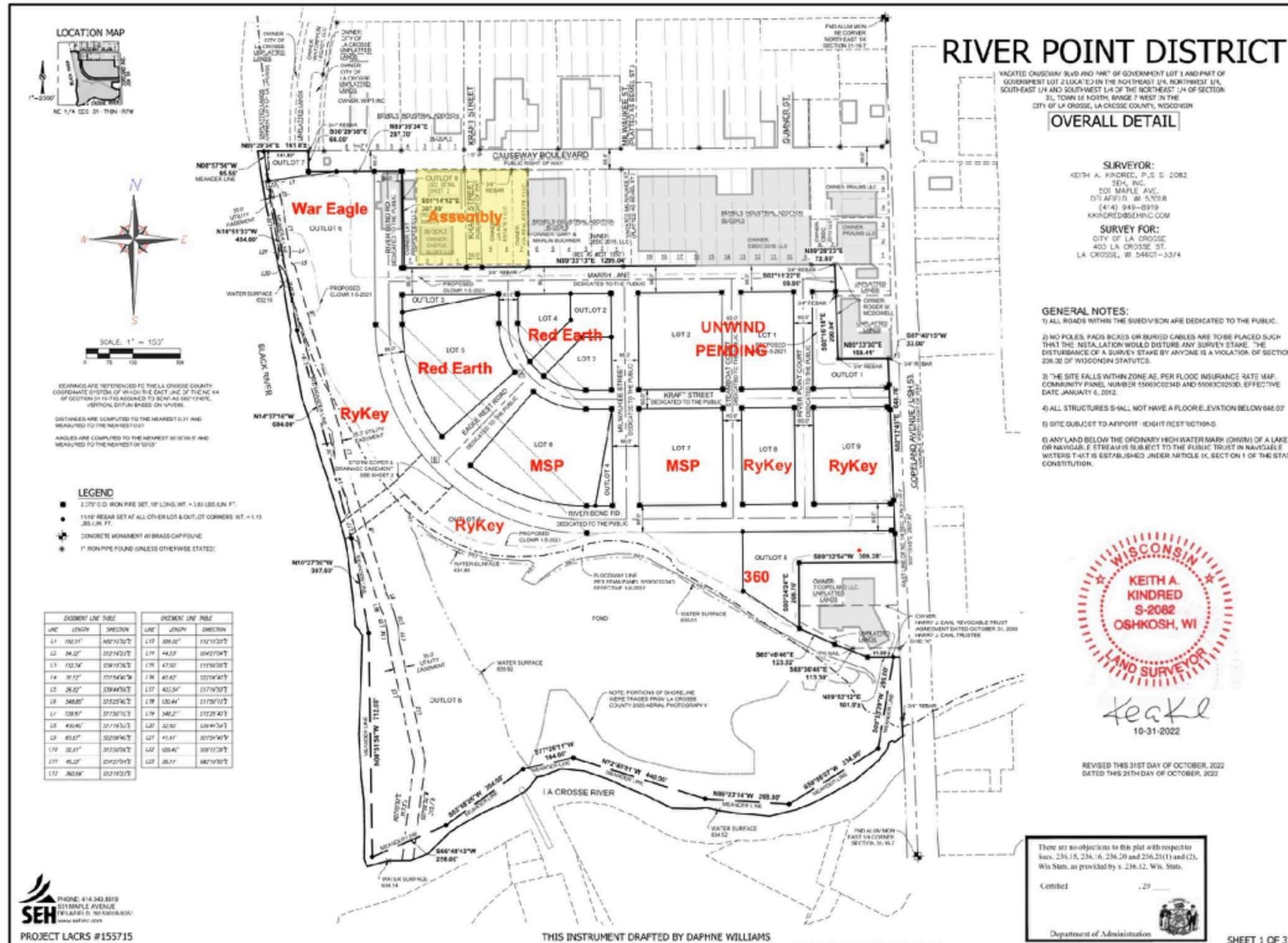
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

### **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



### Option Agreement status:

RyKey Lot 8 Sold

RyKey: -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025-Extension Granted for 12 months to July, 2026.

360: April 27-April 27, 2024 (12 months)-Approved a 12 month extension to August, 2025-Option Extension granted for 9 months to **May, 2026.**

Lot 6 Option -MSP Option Pending  
MSP, Sold and Completed (Ribbon Cutting Spring of 2025)

Red Earth/War Eagle: Closed and under construction

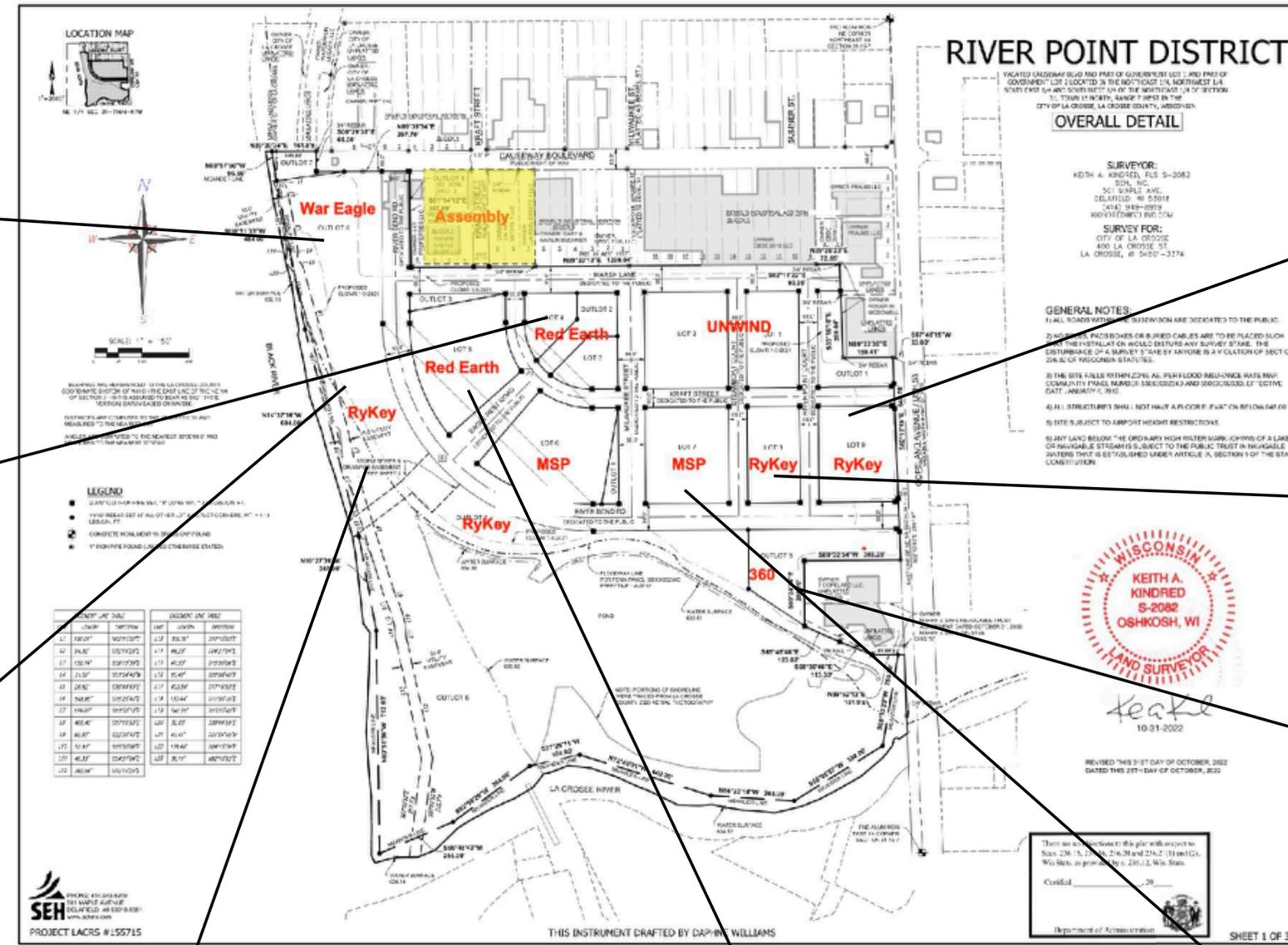
Red Earth, Lots 3 and 4 and 5: 12 month extension approved to September 26, 2025

Lots 1, 2, 11 and 12 RFEI Issued

Lot 11 awarded to RyKey-6 months to June, 2026

Lot 11 Pending

# Investment Character Reference-Current Options



# 2026 Housing and Space Proposed

River Point District, 2026

Housing Proposed by Parcel

## **Lot 8, RyKey Development:**

52-1 bdrm  
4-2 bdrm  
56 Units

## **Lot 1 and 2-Developer Proposals Pending**

42 Townhomes

## **Lot 3 and Lot 4, Red Earth LLC**

18 Townhouse Condominium Units  
All 3 bdrm units

## **LOT 5, Red Earth LLC**

206 UNITS  
16-Studio  
36-1 bdrm  
8-1 bdrm + den  
32-2 bdrm  
8 3 bdrm

## **LOT 6-Option Signed with MSP**

165-180 Units, 55 and older market rate  
Mix Pending

## **LOT 7, MSP**

- 68 1-BEDROOM UNITS  
- 32 2-BEDROOM UNITS  
- 100 UNITS TOTAL  
TOWNHOUSES:  
- 20 3-BEDROOM UNITS

Total: 120 UNITS TOTAL ON SITE.

## **LOT 9, RyKey Development**

151 Units+ Commercial Space  
123-1 bdrm and studio  
20-2 bdrm  
8-3 bdrm

## **LOT 10 War Eagle LLC**

59 UNITS + 12K Commercial Space  
22-1 Bdrm  
6-1bdrm + den  
11-2 bdrm  
12-3bdrm

## **LOT 11 RyKey**

Details Pending

## **LOT 12 RyKey**

Details Pending

## **LOT 13 360 Real Estate**

21 Units  
21 studio units+ 12K Commercial Space

## **Outlot 5 360 Real Estate**

92 Units  
36 1 bdrm  
28 2bdrm  
28 Studio

## **Total Housing Units Proposed as of 01-2026**

963 with more detail to come on Lots 11, 12, 1 and 2.

## **Commercial Space Proposed**

While we have some preliminary numbers on the mixed use buildings, the square footages for commercial space are somewhat variable as developers negotiate with potential tenants for build-to-suit space



# 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. Under the Direction of Andrea Trane, JBG Planning has currently engaged UW La Crosse in studying the health impacts/metrics of the River Point District Development.**

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

BVisions Media Image



MSP-The Driftless, February, 2026



# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.2 Land Use Diagram

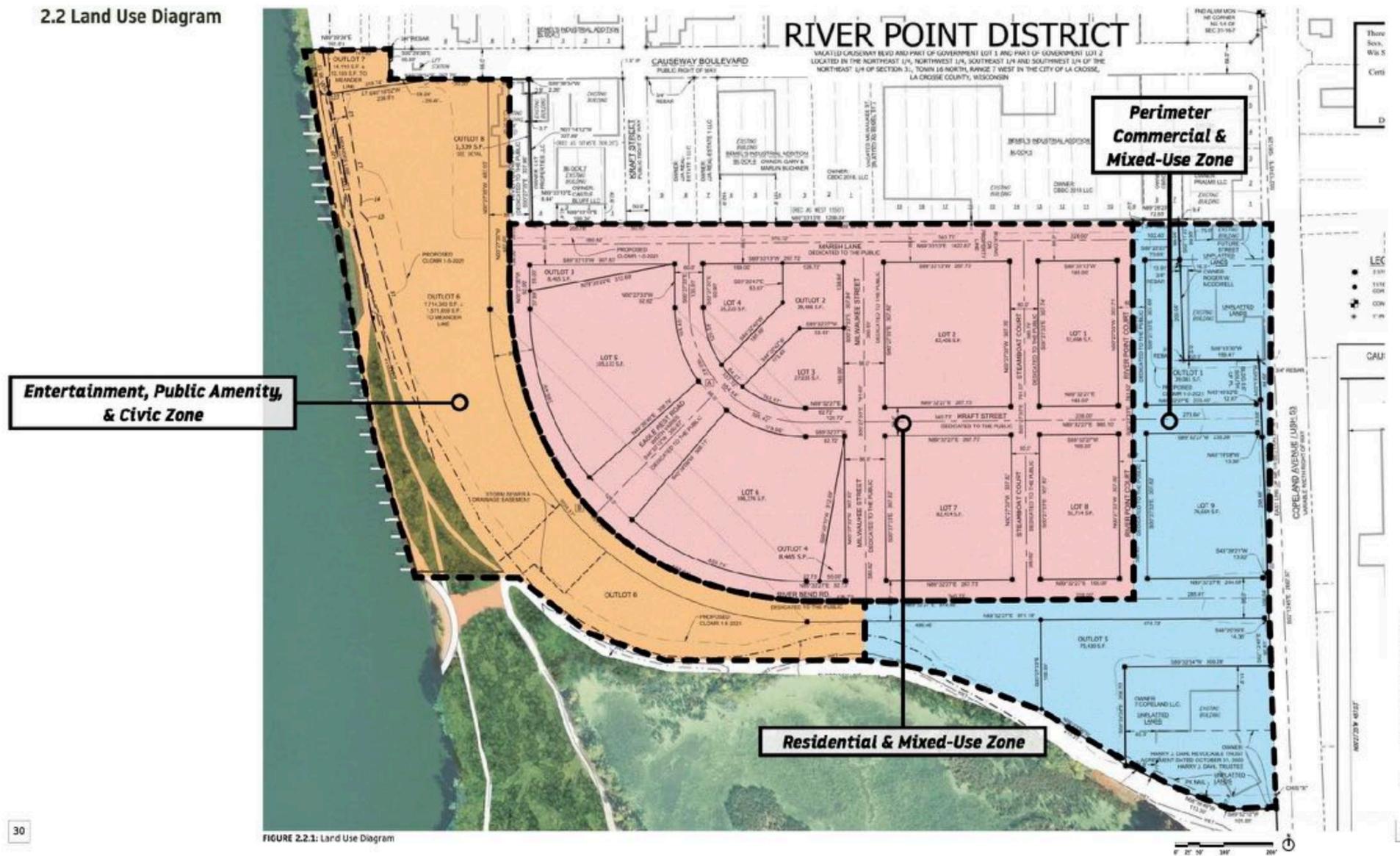


FIGURE 2.2.1: Land Use Diagram

# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.3 Development Summary

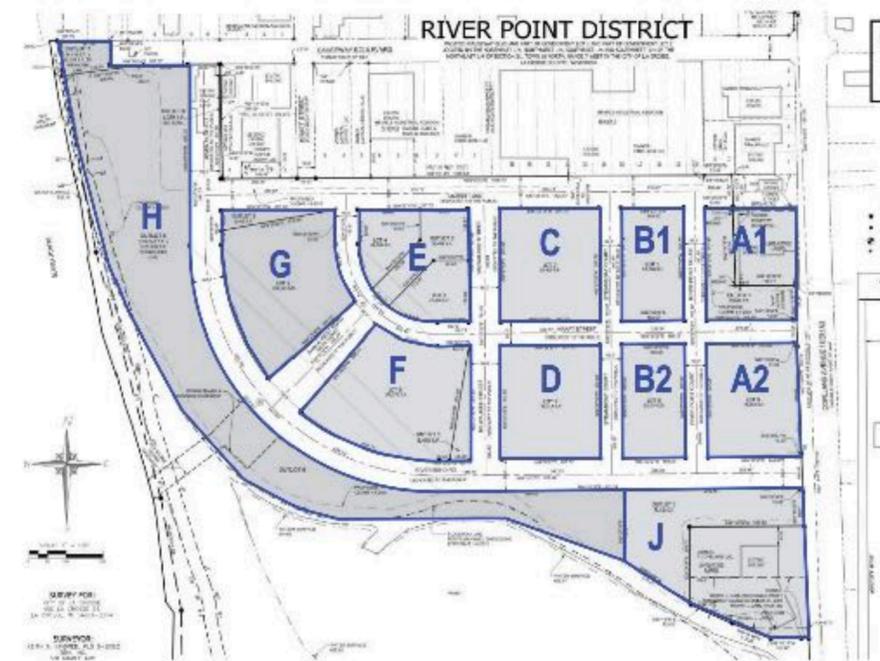
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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>			
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.
<b>ZONE A2 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
LOT 9	76654	1.75	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.
<b>ZONE B1 - Residential &amp; Mixed Use Zone</b>			
LOT 1	51,698	1.19	
<b>ZONE B2 - Residential &amp; Mixed Use Zone</b>			
LOT 8	51,714	1.19	
<b>ZONE C - Residential &amp; Mixed Use Zone</b>			
LOT 2	82405	1.89	
<b>ZONE D - Residential &amp; Mixed Use Zone</b>			
LOT 7	82414	1.89	
<b>ZONE E - Residential &amp; Mixed Use Zone</b>			
OUTLOT 2	28486	0.65	
LOT 3	27035	0.62	
LOT 4	26220	0.60	
<b>ZONE F - Residential &amp; Mixed Use Zone</b>			
LOT 6	106376	2.44	
OUTLOT 4	8465	0.19	
<b>ZONE G - Residential &amp; Mixed Use Zone</b>			
LOT 5	105133	2.41	
OUTLOT 3	8465	0.19	
<b>ZONE H - Entertainment, Public Amenity, &amp; Civic Zone</b>			
OUTLOT 6	1714343	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi-family residential above retail.
OUTLOT 7	14110	0.32	
<b>ZONE J - Perimeter Commercial &amp; Mixed-Use Zone</b>			
OUTLOT 5	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. Building height in Zone J shall be a minimum of 2 stories.
<b>TOTAL</b>		<b>57.35</b>	

\*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

33

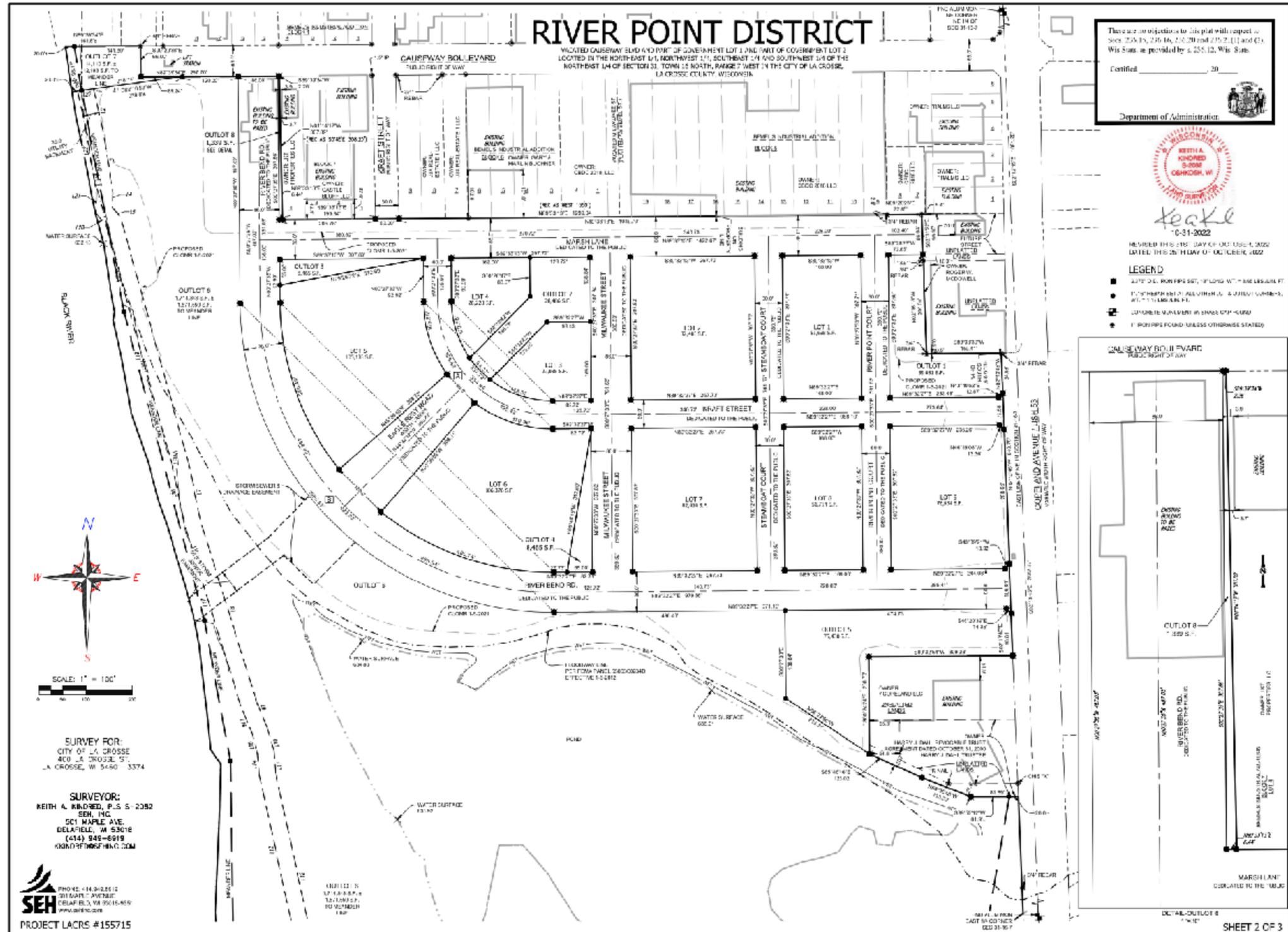
# Appendix

## 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





# Appendix-Non Exclusive Option Language

*Delay Termination. The RDA reserves the right to review proposals from other investors on parcel\_\_\_\_\_. Should a viable proposal be brought forward by another developer, the RDA may, in its discretion, inform the current option holder of the alternate proposal and at the time of the receipt of a complete alternate proposal, the RDA may require additional information and or guarantees from the current option holder based on the option holder's original proposal (RDA) illustrating the project is progressing to construction commencement as presented per the original presentation and subsequent updates by the developer to the RDA.*

*Should the option holder (developer), fail to provide an adequate guarantee of progress for the proposed development to the RDA, the RDA may terminate the option with a 30-day notice and return a prorated amount of the option fee to the developer.*

# Appendix-Leasing Agents

Information for the Driftless Apartments:  
MSP

## **The Driftless**

Tammy Ross, Regional Manager

323 River Bend Rd

La Crosse, WI 54603

P: (608) 292-8770

F: (715) 430-2462

[thedriftless@msphousing.com](mailto:thedriftless@msphousing.com)

Information for the **War Eagle** development:

Red Earth: Lori Fuselier [lori@3amigosapartments.com](mailto:lori@3amigosapartments.com)

Information for **RyKey's Lofts at River Point District** (next to the Driftless Apartments on Lot 8):

Jessica Magnusen: [jessica@rykeyproperties.com](mailto:jessica@rykeyproperties.com)

# Year End Report for 2025

## Option Agreements

- Lot 6 MSP
- Lot 12 RyKey
- Outlot 5-Lot 13 360

## Land Assembly

- Kraft Street-Marsh Lane Assembly Underway

## New Construction

- War Eagle-Lot 10 under construction and partial occupancy
- The Lofts-Lot 8 under construction -spring occupancy

## Planning

- Marina and Parkway Planning progressing-grant research completed
- UW Student Engagement on public health impact of development-underway

## Operations and Maintenance

- Snow Removal and Mowing contracts executed
- Ground Lease or NID under review

## Grants

- La Crosse Community Foundation-Renter Stability Grant

## Public Relations

- Website updates
- Fielded calls <100
- La Crosse Community Foundation Grant for Renter Equity
- Urban Land Institute Spring Conference Invitation
- Presentations to Downtown, Valley View Rotary, Chamber Leadership, LABA, Chancellor Tour  
WXOW, APA State Conference, 7 Rivers Alliance, Habitat, CouleeCap



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 26-0286

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**Agenda Date:** 3/26/2026

**Version:** 1

**Status:** Agenda Ready

**In Control:** Redevelopment Authority

**File Type:** General Item

**Agenda Number:** 8.

**BALANCE SHEET**

	Type of Statement:	Co. Prep's	
	Date of Statement:	1/31/2026	2/28/2026
<b>ASSETS</b>			
Cash - SB Checking		\$12,599	\$1,164,501
Cash - SB MM (Operating, UR)		\$813,699	\$779,254
Cash - SB MM Restricted Equity Program Grant		\$15,000	\$15,000
Cash - SB MM Restricted Planning Option Agreement Deposits		\$163,976	\$167,051
<b>Total Current Assets</b>		<b>\$1,005,275</b>	<b>\$2,125,806</b>
Land - Estimated Value		\$7,000,000	\$7,000,000
Land - 200-206 Causeway Blvd 63 Kraft Street		\$331,697	\$331,697
		\$1,360,802	\$1,360,802
Note Receivable - Gorman (02/28/2034)		\$300,000	\$300,000
<b>Total Assets</b>		<b>\$9,997,774</b>	<b>\$11,118,305</b>
<b>LIABILITIES</b>			
Contract Commitment - JBG Project Mgr		\$0	\$102,300
Contract Commitment - SEH Phase IV		\$18,862	\$18,862
Contract Commitment - SEH Phase IV Admin		\$131,688	\$124,088
Contract Commitment - Chippewa Concrete Phase IV		\$929,140	\$929,140
Contract Commitment - Integrity Grading and Excavation		\$52,606	\$52,606
<b>Total Current Liabilities</b>		<b>\$1,132,295</b>	<b>\$1,226,995</b>
<b>Total Liabilities</b>		<b>\$1,132,295</b>	<b>\$1,226,995</b>
Net investment in capital assets		\$8,692,499	\$8,692,499
Unrestricted Funds		\$826,299	\$1,943,755
Restricted Funds		\$178,976	\$182,051
Unassigned Funds		(\$832,295)	(\$926,996)
<b>Net Position</b>		<b>\$8,865,479</b>	<b>\$9,891,310</b>
<b>Total Liabilities &amp; Net Position</b>		<b>\$9,997,774</b>	<b>\$11,118,305</b>