



Red Earth LLC, Proposal for Development of Lot 5, G-2, G-3 River Point District

River Point District

Project Management Report, August 2023

JBG Planning LLC

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Project Management Update-August, 2023

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Section 3.

A. Map Panel showing future infrastructure phasing

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Monthly Activity Summary

Public infrastructure Design, Planning:

1. Right-of-Way and plat update

- Plat recorded, first title transfer impending with MSP, closing set for August 25
- Right of way plat (Marsh Lane; McDowell Property) internal discussions
- MSP construction impending. Kraft Street access will need to be coordinated with the timing of completion given the development of Kraft Street as part of the phase 3 and 4 plans and bidding in February of 2024.

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)
- Discussion with SEH team on outlots 1,3,4 -note minimal landscaping approach to preserve viewsheds
- Coordination with developers; utility stubs and driveway access
- Area in Outlot 6 where Milwaukee Street extends is not developable
- 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, backfill complete, excess fill available for developers, Base Course being applied to River Bend Road, joint trench opened for private utilities (3-4 feet deep)
- Xcel acknowledged payment from City-awating overall Xcel schedule-need to verify lead times on Xcel equipment and schedule for developers to have energized lines
- Stormwater vault should be discussed for long term O&M and ownership/utility
- Coordination on Milwaukee Street change order underway, provisions for all utilities, including parking lot stormwater facility planned. Note: yard areas for northern most MSP developments will need surface water drainage provisions until Kraft Street (Phase 3) system is installed.

Causeway planning for '24 underway with staging discussions

Next General Infrastructure Update Meeting: September 21 at 2:00PM.

Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Lot 5, G Block Option agreement drafted for consideration of Red Earth LLC at August RDA meeting
2. Revised pro forma submitted by Red Earth LLC for TIF consideration. Consideration of what to do with the concrete slab being discussed with developer and SEH.
3. Ry Key coordination on TIF ask and plans/pro forma
4. RFEI discussions with prospects on Lot 2
5. F Street discussions ongoing for TIF terms (need to discuss land negotiations with RDA)
6. Activity on K-2 site (preliminary proposal pending)
7. Touched base with 360 on project progress

Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Conducted interview on River Point District Stormwater system
- Presented project progress to the North La Crosse Business Association, August 2
- Coordination on public restroom facility at K-1 site
- Meeting with Ehlers and Julie Emslie on F Street TIF terms
- Outreach to Lot 2 prospects
- Fielding inquiries from interested investors and future residents
- Discussion with potential partners in a renter equity program
- Field meetings with contractors and construction managers

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. Facilitating MSP's project for the portion fronting Kraft Street for access
6. TIF application review and needs relative to city policy
7. Supply Chain, Lead Times, Financing costs and affordable housing challenges given square foot construction costs

Opportunities:

8. Continue to market the development opportunity with prospective investors (RFEI distributed to over 30 developers)
9. Costs of parks/recreation improvements should be coordinated with grant application opportunities
10. WEDC's idle sites and community reinvestment grants
11. Inflation Reduction Act Funding and BIL Programs for Clean Water, Transportation (Trails) and Energy Systems
12. La Crosse Community Foundation Social Investment Interests
13. Ground lease opportunities for RDA (to be discussed)

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

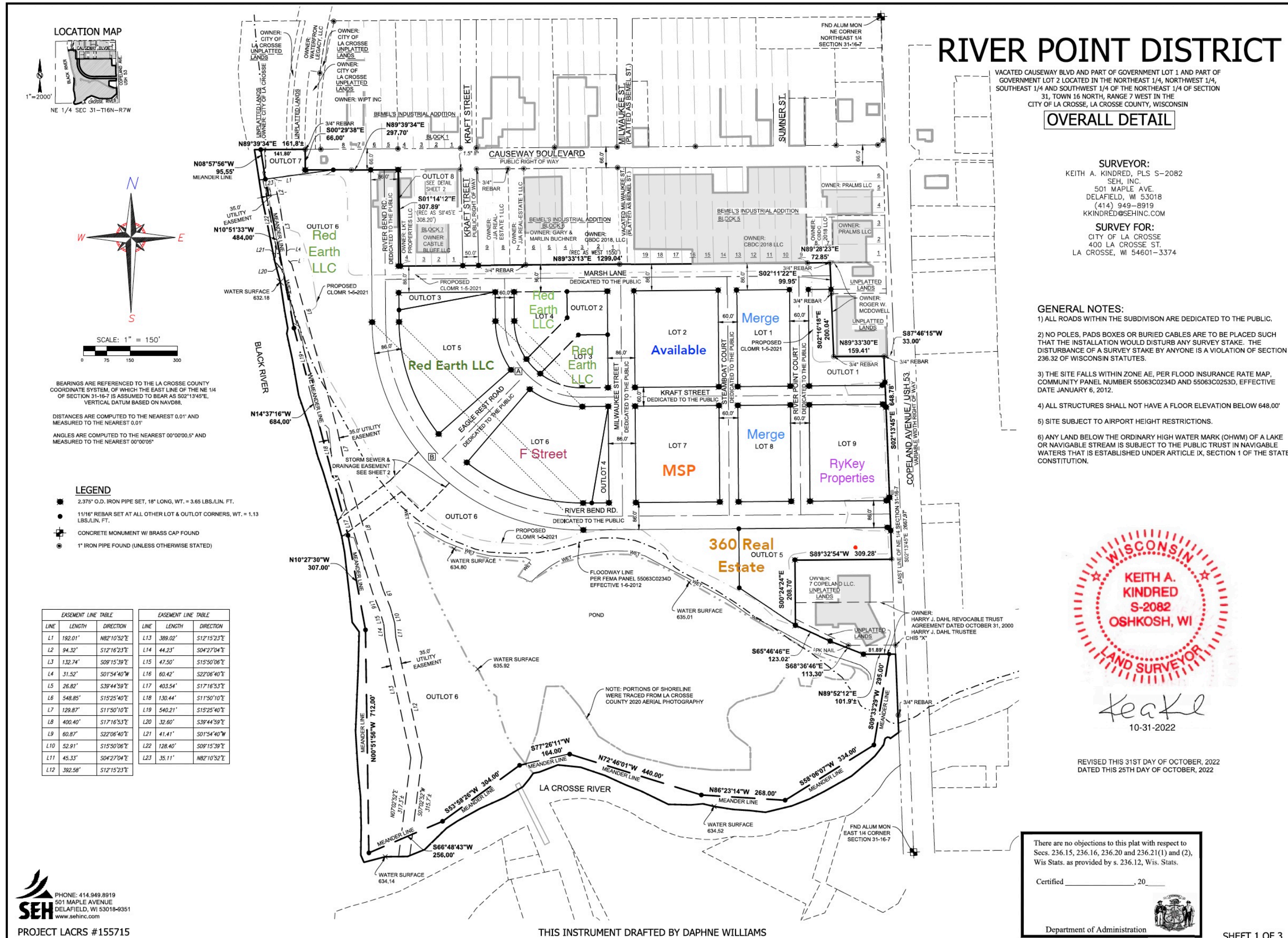
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

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



Current Option Agreement Schedules:

Option Agreement status:

RyKey: April 28-October 28 (6 month)

360: April 27-April 27, 2024 (12 months)

F Street, March 23-December, 23 (9 months)

MSP, Jan 26, 23-July 26, 23 (6 months)

Merge, April 23-April 24 (12 months)

Red Earth: March 23-December 23 (9 months)

Red Earth, Lot 5 (G Sites) April, 2024 (Pending RDA Approval)

RIVER POINT DISTRICT

VACATED CAUSEWAY BLVD AND PART OF GOVERNMENT LOT 1 AND PART OF GOVERNMENT LOT 2 LOCATED IN THE NORTHEAST 1/4, NORTHWEST 1/4, SOUTHEAST 1/4 AND SOUTHWEST 1/4 OF THE NORTHEAST 1/4 OF SECTION 31, TOWN 16 NORTH, RANGE 7 WEST IN THE CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN

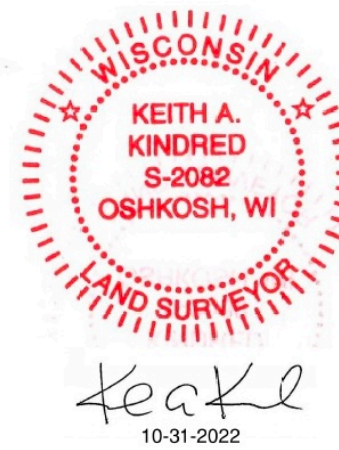
OVERALL DETAIL

SURVEYOR:
KEITH A. KINDRED, PLS S-2082
SEH, INC.
501 MAPLE AVE.
DELAFIELD, WI 53018
(414) 949-8919
HKINDRED@SEHINC.COM

SURVEY FOR:
CITY OF LA CROSSE
400 LA CROSSE ST.
LA CROSSE, WI 54601-3374

GENERAL NOTES:

- 1) ALL ROADS WITHIN THE SUBDIVISION ARE DEDICATED TO THE PUBLIC.
- 2) NO POLES, PADS BOXES OR BURIED CABLES ARE TO BE PLACED SUCH THAT THE INSTALLATION WOULD DISTURB ANY SURVEY STAKE. THE DISTURBANCE OF A SURVEY STAKE BY ANYONE IS A VIOLATION OF SECTION 236.32 OF WISCONSIN STATUTES.
- 3) THE SITE FALLS WITHIN ZONE AE, PER FLOOD INSURANCE RATE MAP, COMMUNITY PANEL NUMBER 550630234D AND 550630235D, EFFECTIVE DATE JANUARY 6, 2012.
- 4) ALL STRUCTURES SHALL NOT HAVE A FLOOR ELEVATION BELOW 648.00'
- 5) SITE SUBJECT TO AIRPORT HEIGHT RESTRICTIONS.
- 6) ANY LAND BELOW THE ORDINARY HIGH WATER MARK (OHWM) OF A LAKE OR NAVIGABLE STREAM IS SUBJECT TO THE PUBLIC TRUST IN NAVIGABLE WATERS THAT IS ESTABLISHED UNDER ARTICLE IX, SECTION 1 OF THE STATE CONSTITUTION.



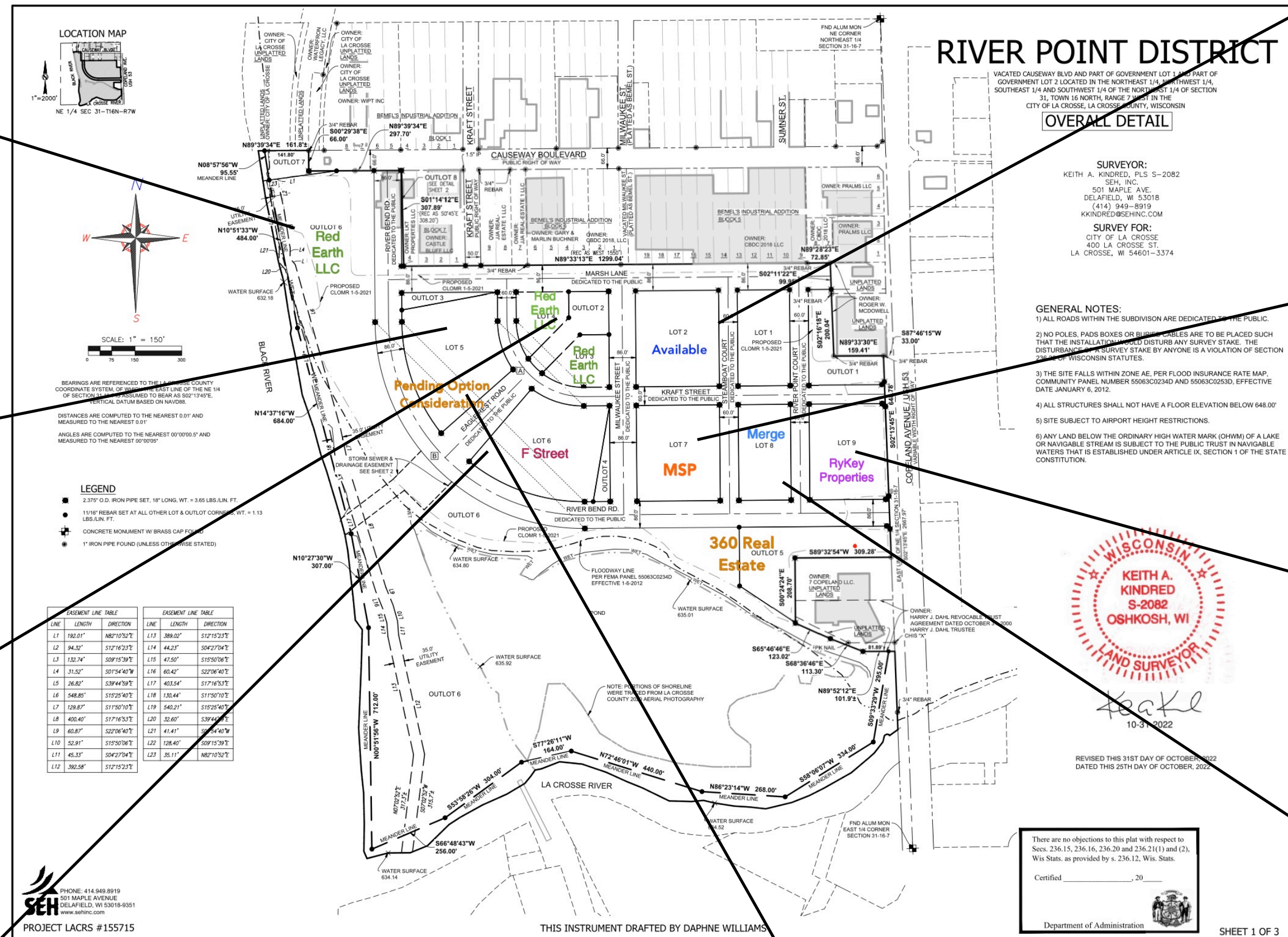
REVISED THIS 31ST DAY OF OCTOBER, 2022
DATED THIS 26TH DAY OF OCTOBER, 2022

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____



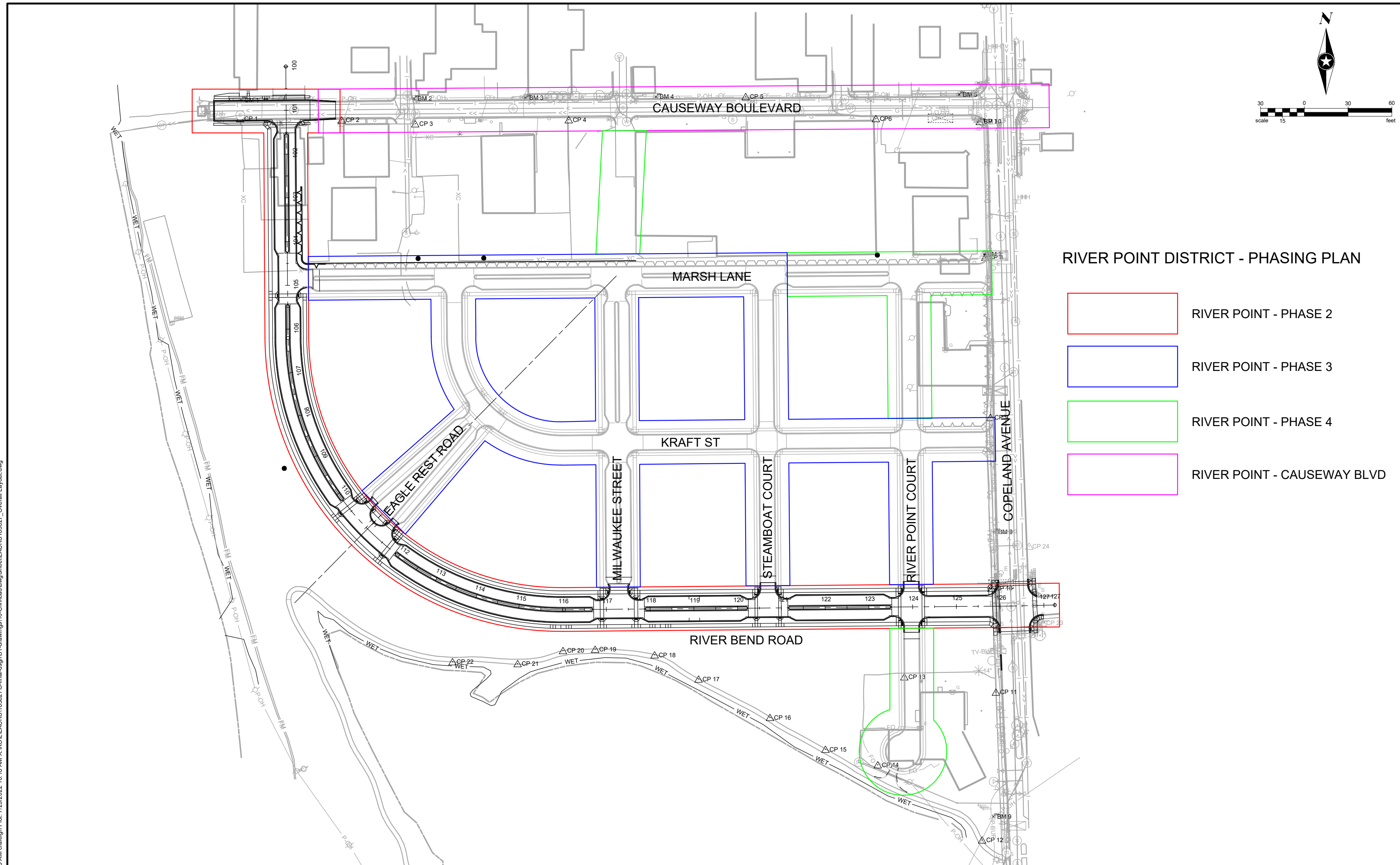
Investment Character Reference-Current Options



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
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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 will be considering a new option agreement with Red Earth LLC for the entirety of Lot 5 (PDD G Block) which includes new conceptual illustrations integrating the G-1 and G-2 and 3 sites.
2. River Bend Drive base course and utilities are being installed
3. The first private development project (Driftless Apartments) by MSP is expected to commence in the next 30 days.
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

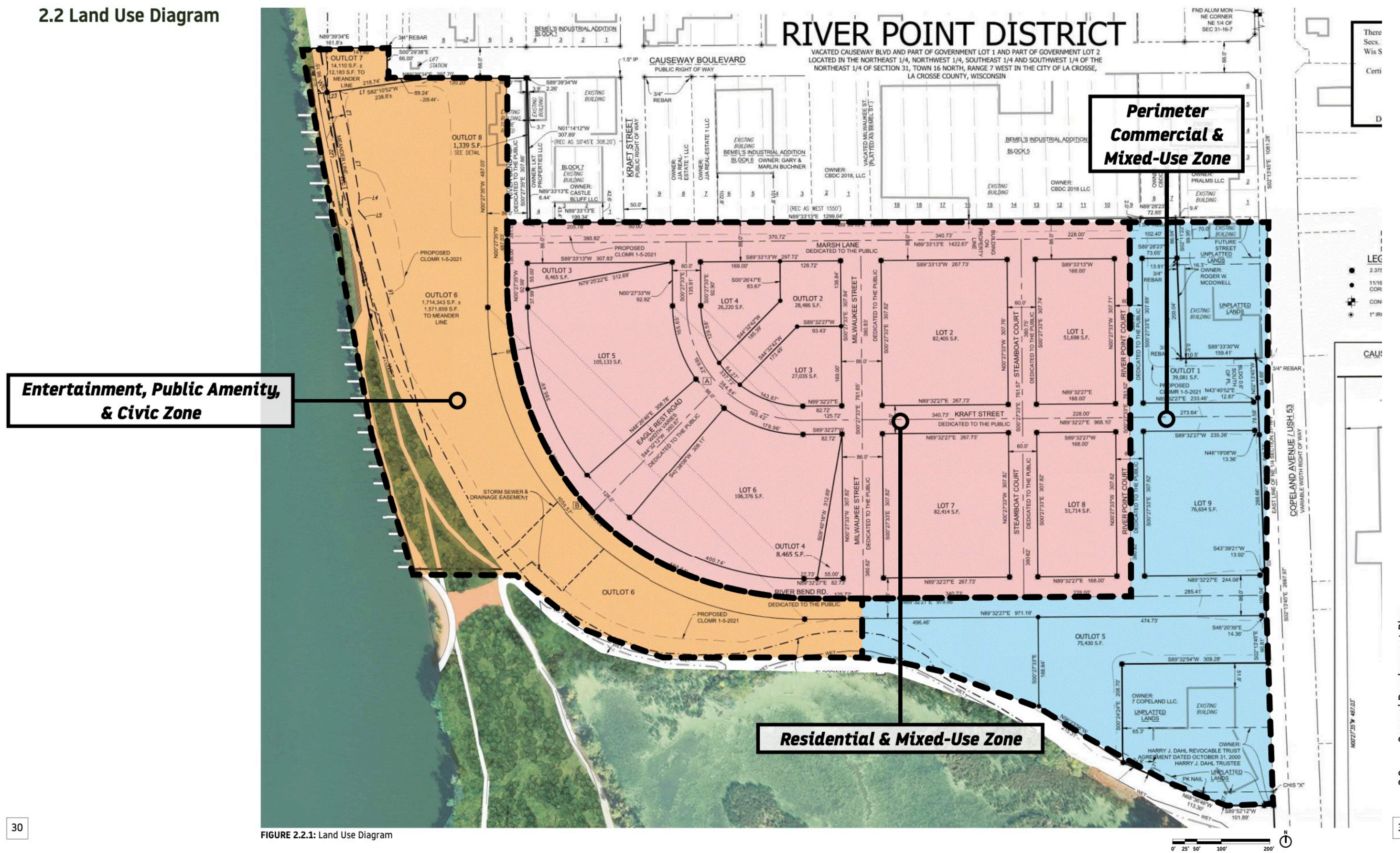


FIGURE 2.2.1: Land Use Diagram

2.0 General Development Plan

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Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

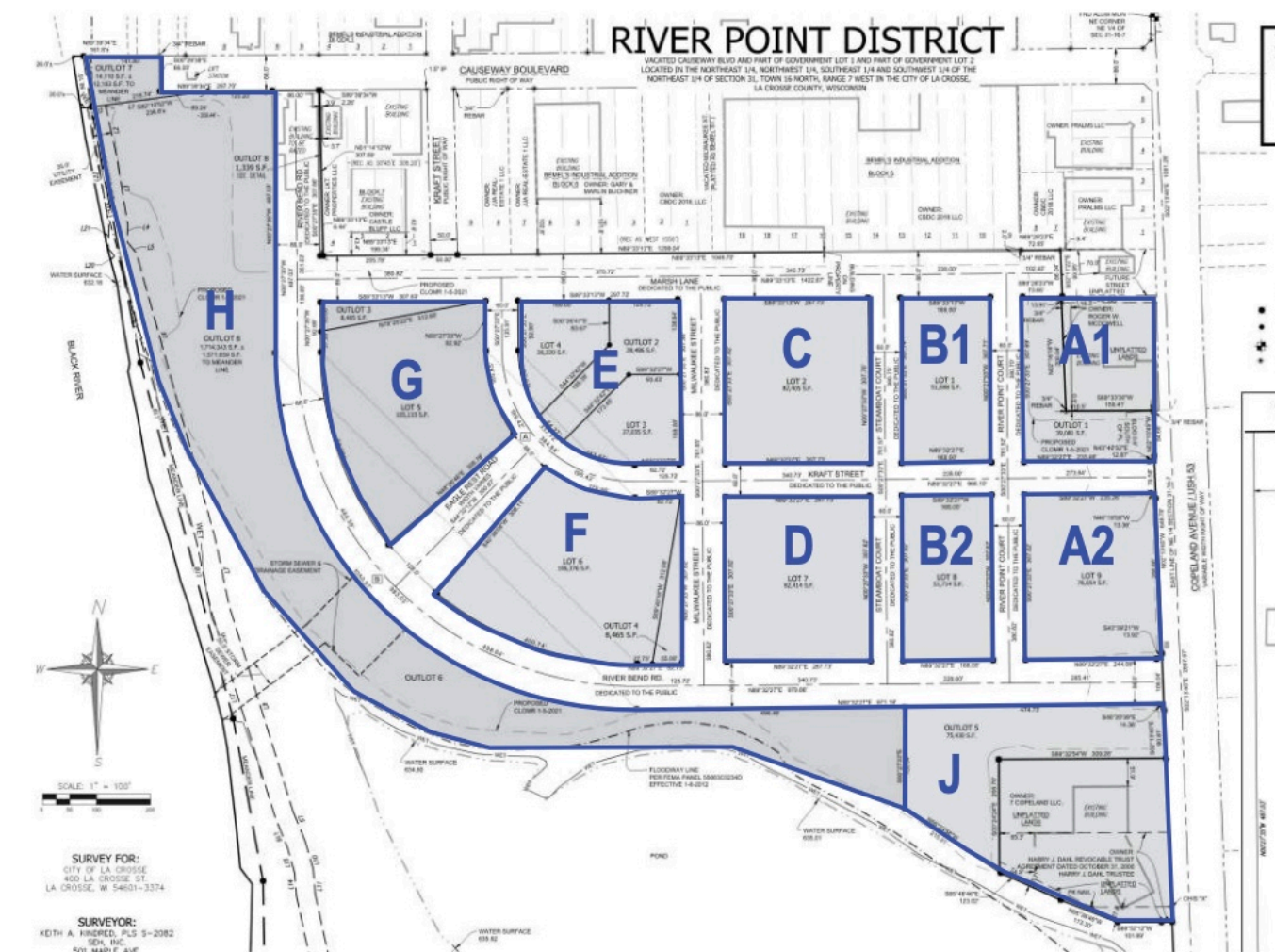
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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

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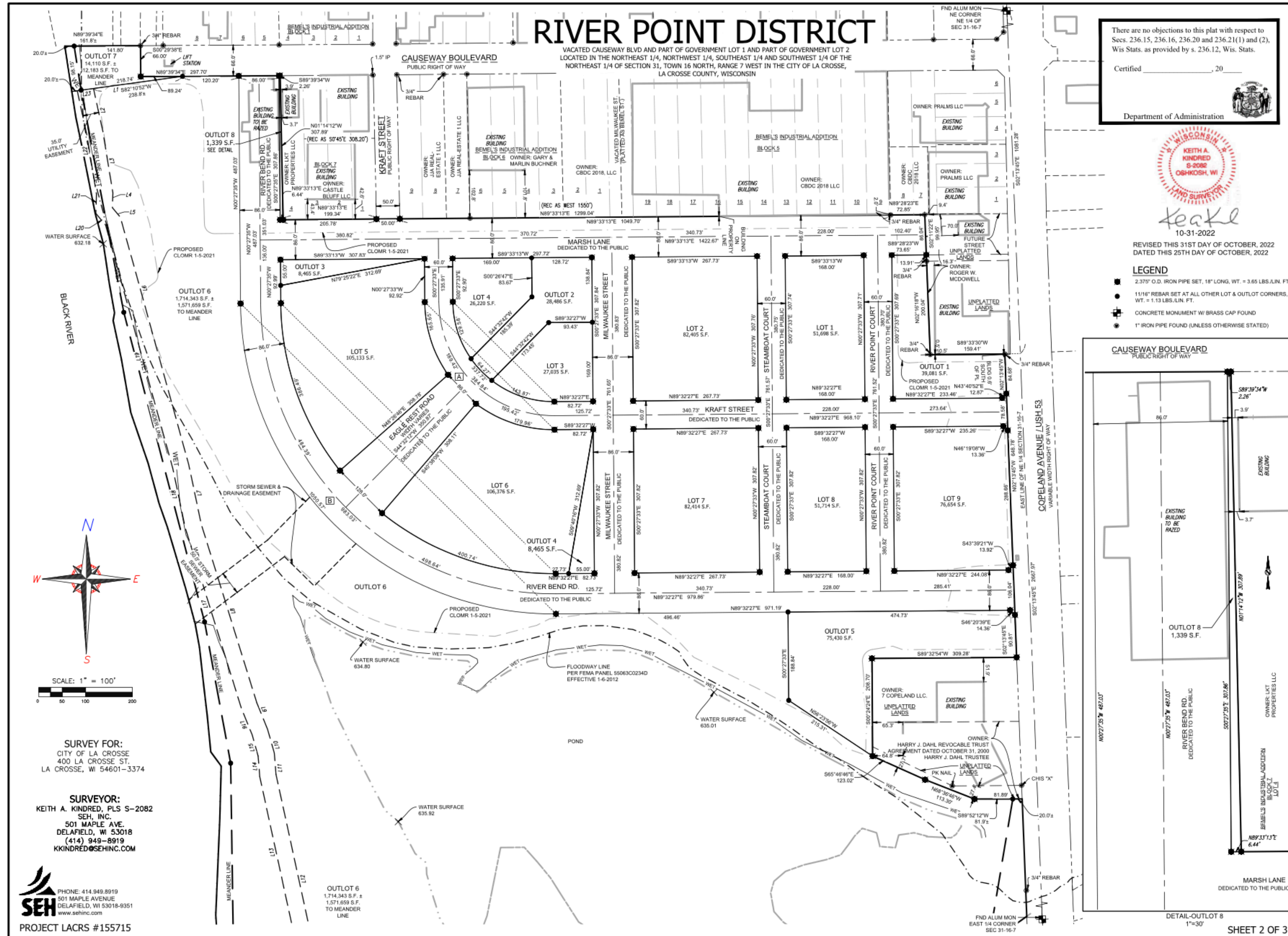
Appendix

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
 PRO SURVEYOR
 10-31-2022
 Keakle

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





River Point Development LOTS G2&3

RED EARTH G-2, 3 Proposal

- Interconnected development
- Mixed Use
- Architectural Coordination, but contrast
- 5 Stories
- Interesting Roof Lines
- Economy of Scale-Savings toward Market Sensitivity
- Context Sensitive Design (River Orientation)
- 100 Units with 9300 sf commercial
- Roof Terraces (Landscape Opportunity)
- Hides parking entry on south edge
- Leaves green corridor to north outlet

