



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Redevelopment Authority

Thursday, August 28, 2025

4:00 PM

Council Chambers

The meeting is conducted in person and virtually via the links below. 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, 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 July 24th, 2025 meeting.

Agenda Items:

1. [24-1295](#) Monthly update from Project Manager on River Point District.

Attachments: [August 2025-Reduced.pdf](#)
2. [25-1037](#) Consideration and possible action to authorize JBG Planning (Jason Gilman), in collaboration with Redevelopment Authority and Department of Planning and Development staff, to apply for funds from the La Crosse Area Community Foundation for up to \$20,000 for the purpose of establishing the organizational structure and rationale for a renter equity program at River Point District and in the City of La Crosse and the possible allocation of up to \$5,000 in funds from the RDA to assist with the project.

Attachments: [Renter Equity LCF Proposal.pdf](#)
[August PM Memo.pdf](#)
3. [25-1040](#) Monthly Financial Report of the Redevelopment Authority - August 2025.

Attachments: [August Financials.pdf](#)

4. [25-1031](#) Consideration and possible action on cost for installation and removal of snow fence during Oktoberfest at River Point District.

5. [25-1039](#) Consideration and possible action on Planning Option Agreement Extension with 360 Real Estate Solutions.
(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to formulate & update negotiation strategies and parameters. Following such closed session, the Committees and/or Council may reconvene in open session.)

Attachments: [Third Extension 360 Option 12 month Extension Draft 08-22-2024.pdf](#)

6. [25-1038](#) Consideration and possible action on offer to purchase for property at 63 Kraft St.
(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to formulate & update negotiation strategies and parameters. Following such closed session, the Committees and/or Council may reconvene in open session.)

[25-1022](#) Resolution approving transfer of Tax Incremental District 18 funds as a contribution to the Redevelopment Authority for acquisition of property for River Point District.

Sponsors: Janssen

Attachments: [Resolution](#)

[Legislative Staff Report](#)

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, with as much advance notice as possible.

Redevelopment Authority Members: Adam Hatfield, Barb Janssen, Julie Henline, Gus Fimple, Karen Dunn, Michael Sigman, Ed Przytarski



City of La Crosse, Wisconsin

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Text File

File Number: 24-1295

Agenda Date: 9/26/2024

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Status Update

Agenda Number: 1.



War Eagle, RyKey's Lot 8 Lofts at River Point District, Elevator Column



River Point District

Project Management Report-August, 2025

JBG Planning LLC

Contents

Project Management Update-August, 2025

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 and project schedules

Section 4.

A. Metrics tracking and project impact per phase/project

Monthly Construction Activity Summary

- Causeway Construction Underway
- Landscape Maintenance Addendum Issued



Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Coordination with RyKey on Lot 9 TIF application and Schedule
3. Coordination with 360 Real Estate on 2025-2026 Schedule
3. Coordination with Roush on 2026 Schedules and TIF application on Lot 12-September Application Expected
4. Coordination on commercial tenant prospects with developers
5. Coordination on Renter Equity programs
6. Contact with interested developer teams
7. Coordination on paver surplus with developers
8. Issued RFEI for RDA lots, including Causeway, Outlot 1 and Lot 6
9. Option extension executed for Lots 1 and 2 and Lot 9

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 for 2026 Pending RDA Review-August Meeting

Lot 6 Option (F Street) Expired

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

Roush, Lot 1 and 2 Option Extended to July, 2025-6 Month Extension Granted to January, 2026

Roush, April 25-October 2025 6 month first option on Lots 11 and 12

Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Fielding inquiries from interested investors and future residents
- Field progress photography
- Construction meetings with contractors and construction managers and landscape maintenance coordination and addendum to agreement to cover right of ways/prairies
- Telephone Inquiries from developer/investors
- Ongoing communications with new investor on RFEI land opportunities
- Updating Smartsheet database on construction schedules
- Coordination on landscape maintenance contract
- Presentation on Economic Development and RPD to the Chamber Leadership Group August 20
- University Chancellor Tour and program 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.
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

Opportunities:

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

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

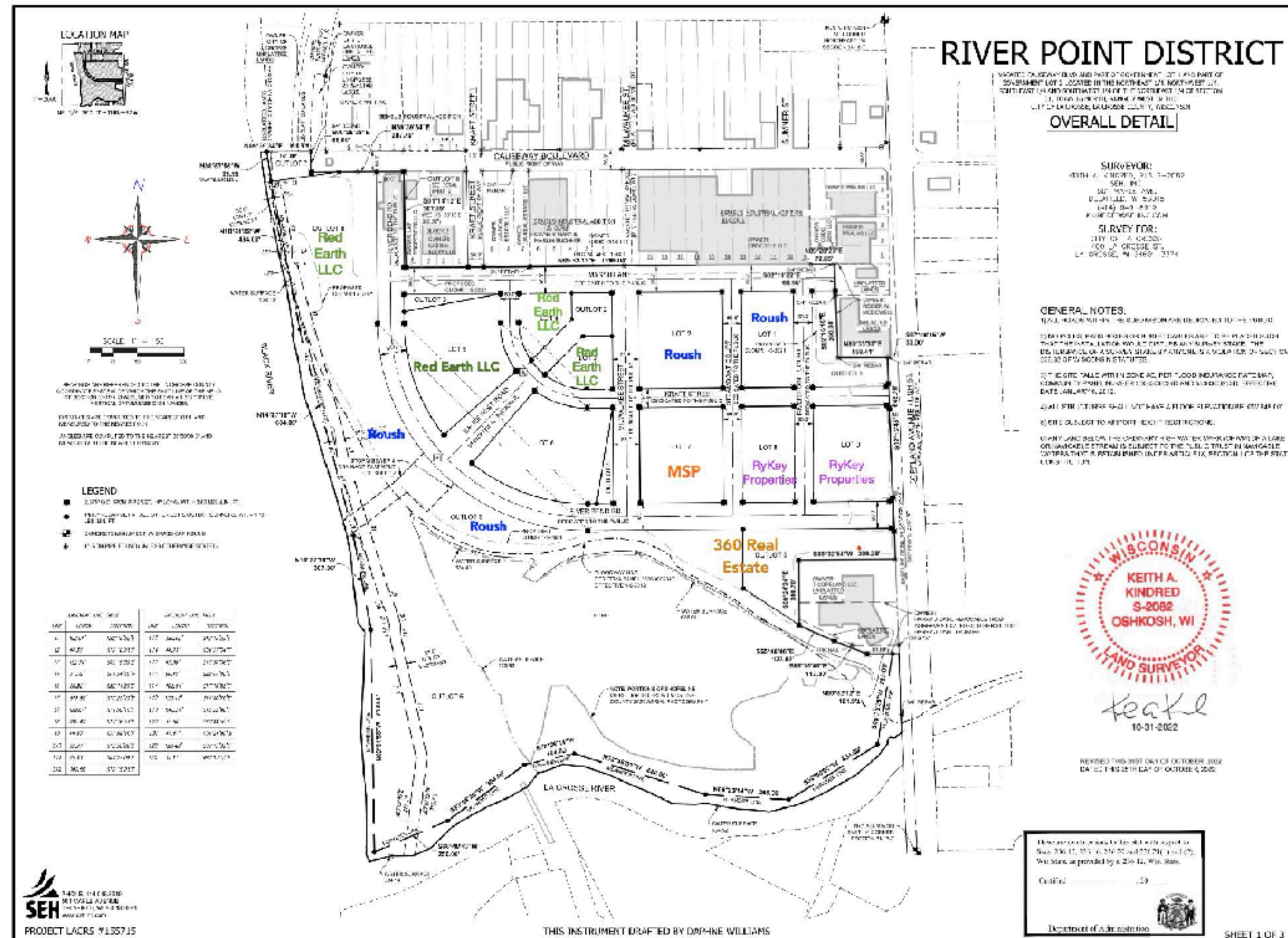
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

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.

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2025 Housing and Space Proposed

River Point District, 2025

Housing Proposed by Parcel

Lot 8, RyKey Development:

52-1 bdrm
4-2 bdrm
56 Units

Lot 1 and 2-Roush

200 UNITS (ESTIMATED)
Undetermined Mix

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-RFEI Issued

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, Roush

60 Units+6K Commercial Space
60-1 bdrm

LOT 12 Roush

36 Units+ 12K Commercial Space
36-1 bdrm

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 02/29/2025

1,019 Units

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



2025-2026 Anticipated Development Schedule

Units Coming Online by Month and Year

2025 2026 2027

Task	Status	Construction Contact	Start Date	End Date																		
					2025				2026				2027				2028					
					Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Lot 6-Option Pending-Estimated		N nick@streetgroup.co																				
Expected Construction Commencement			10/26/26	11/25/26																		
Footings			01/09/27	03/10/27																		
Framing			04/07/27	11/08/27																		
Project Complete/Occupancy			12/02/27	01/31/28																		
360 Real Estate Lot 13		JN Jeremy Novak																				
Expected Construction Commencement			03/15/25	04/01/25																		
Footings			04/01/25	05/15/25																		
Framing			05/15/25	10/31/25																		
Project Complete/Occupancy			10/31/25	11/15/25																		
Roush Lot 11		NR Nick Roush																				
Expected Construction Commencement			05/01/26	05/31/26																		
Footings			06/01/26	08/31/26																		
Framing			08/01/26	03/31/27																		
Project Complete/Occupancy			06/01/27	07/01/27																		
Roush Lot 12		NR Nick Roush																				
Expected Construction Commencement			05/01/26	05/31/26																		
Footings			06/01/26	07/31/26																		
Framing			07/01/26	12/31/26																		
Project Complete/Occupancy			04/01/27	06/01/27																		
Red Earth Lots 3 and 4		JB Jake Buswell																				
Expected Construction Commencement			09/01/25	10/01/25																		
Footings			10/01/25	11/30/25																		
Framing			11/01/25	06/01/27																		
Project Complete/Occupancy			09/01/27	09/30/27																		
RyKey Lot 8		LH Lee Haremza																				
Expected Construction Commencement			11/01/24	11/15/24																		
Footings			11/15/24	03/15/25																		
Framing			03/15/25	04/01/26																		
Project Complete/Occupancy			04/01/26	05/31/26																		
360 Real Estate Outlot 5-Retail		JN Jeremy Novak																				
Expected Construction Commencement			04/15/25	04/30/25																		
Footings			04/30/25	05/30/25																		
Framing			05/30/25	10/01/25																		
Project Complete/Occupancy			10/01/25	10/15/25																		
360 Real Estate Outlot 5-Apartments		JN Jeremy Novak																				
Expected Construction Commencement			05/01/25	05/15/25																		
Footings			05/15/25	07/15/25																		
Framing			07/15/25	05/01/26																		
Project Complete/Occupancy			05/01/26	06/01/26																		
Roush, Lots 1 and 2																						
Expected Construction Commencement																						
Footings																						
Framing																						
Project Occupancy/Completion																						

Occupancy Date	Project	Lot #	Units	Total Units By Year
12-2024	MSP Driftless Apartments	7	120 Total: - 68 1-BEDROOM UNITS - 32 2-BEDROOM UNITS	2024: 120 Units
Spring 2027	360 Real Estate	Lot 13	21 Units 21 studio units+ 12K Commercial Space	2025: 21 Units
October, 2027	Red Earth Condominiums	Lots 3 and 4	18 Townhouse Condominium Units All 3 bdrm units	
06/2026	RyKey The Lofts at River Point	Lot 8	59 Units 56-1 bdrm 3-2 bdrm	
06/2026	360 Real Estate	Outlot 5	92 Units 36 1 bdrm 28 2bdrm	
11/2026	Roush	Lot 11	60 Units+6K Commercial Space 60-1 bdrm	
07/2027	Roush	Lot 12	36 Units+ 12K Commercial Space 36-1 bdrm	
07/2026	Pending Options	Lot 6	RFEI Isued	
08/2027	RyKey	Lot 9	159 Units+ Commercial Space 126-1 bdrm and studio	
09/2027	Roush	Lot 1 and 2	200 UNITS (ESTIMATED) Undetermined Mix	
09/2027	Red Earth	Lot 5	206 UNITS 16-Studio 36-1 bdrm	2027: 565 Units
N/A	Undetermined	Outlot 1/ McDowell	Undetermined	
				1,135



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. Progress, August, 2025

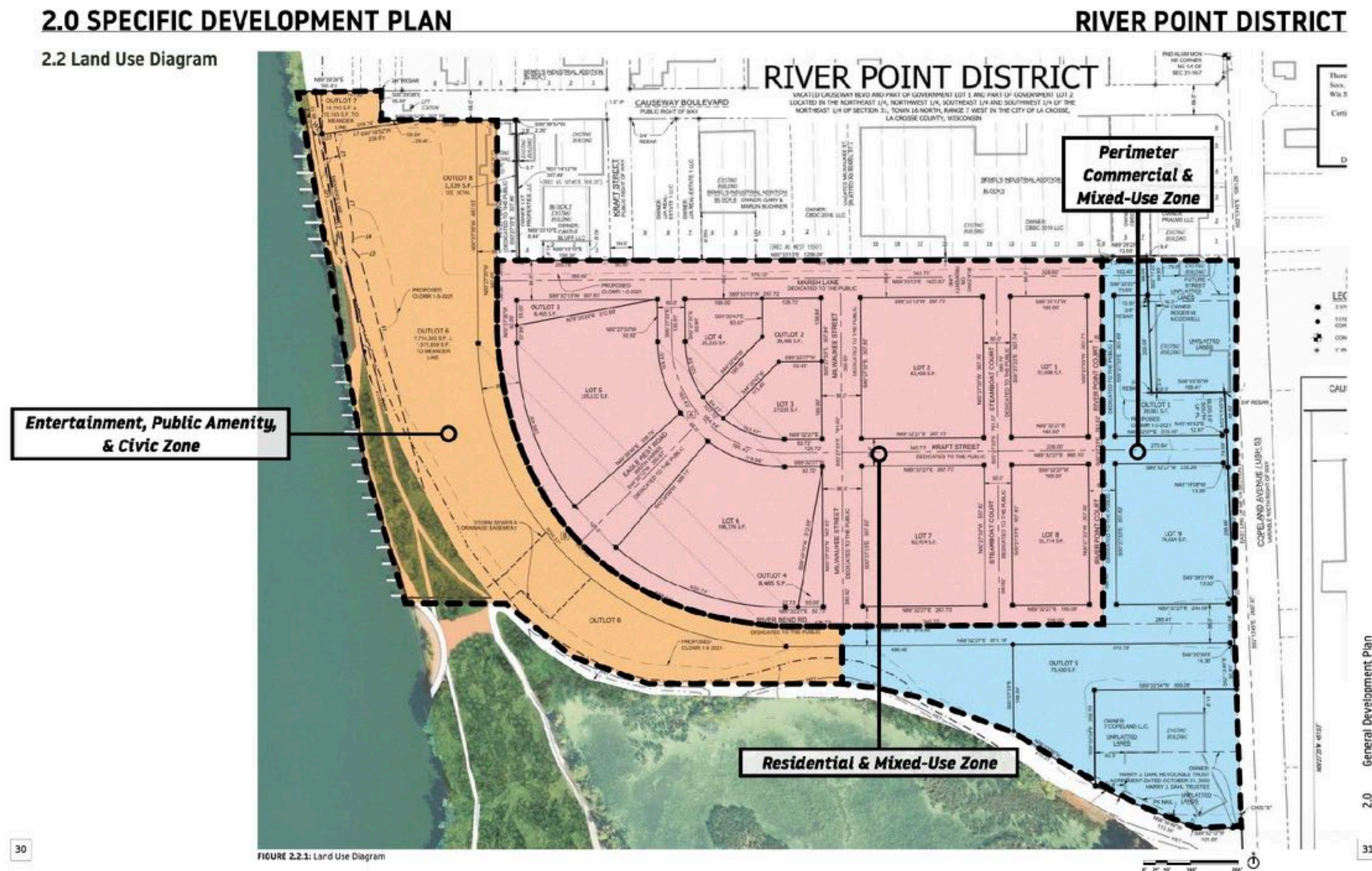


Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

2.2 Land Use Diagram



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

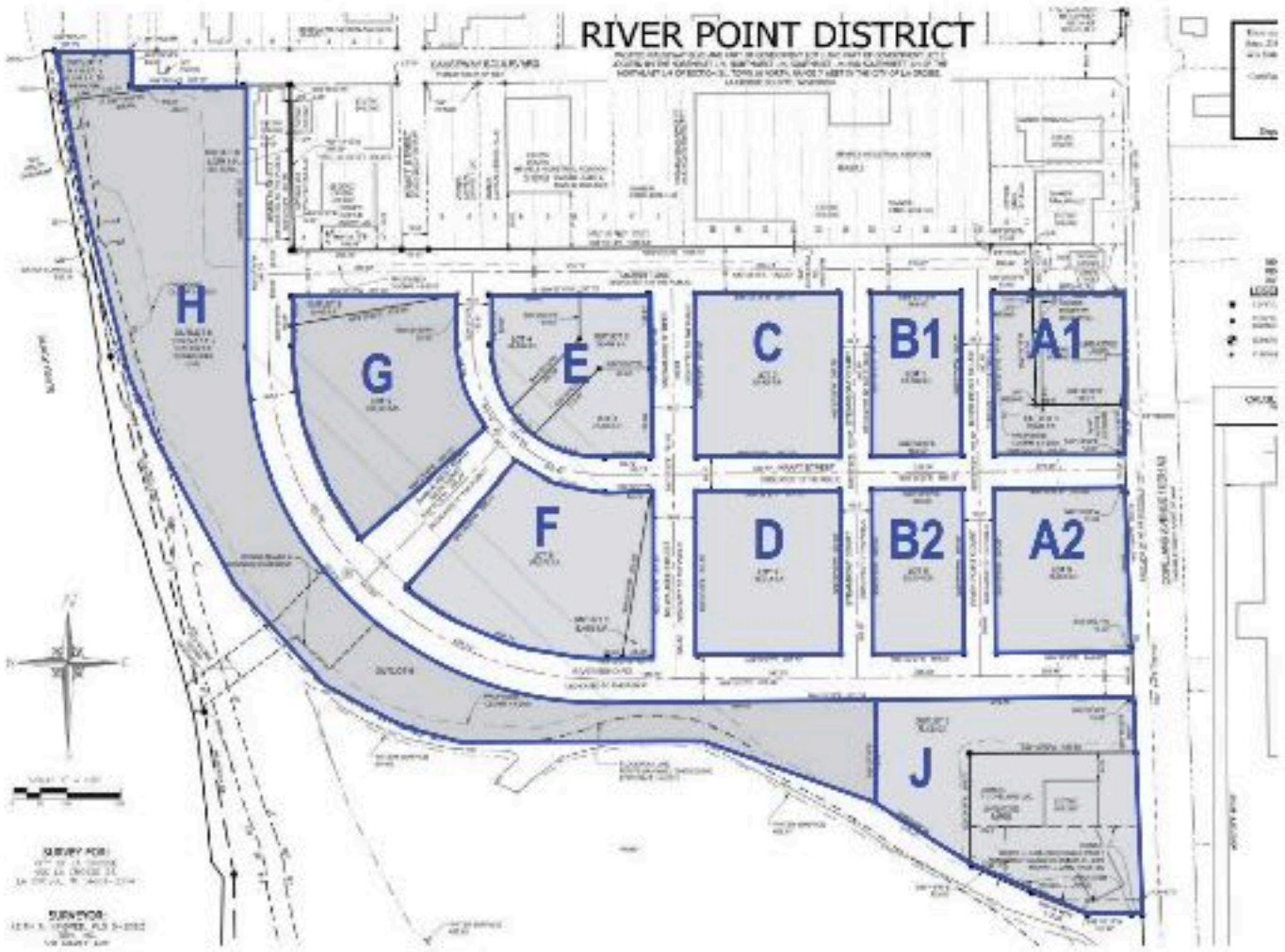
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
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	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.
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	82405	1.89	
ZONE D - Residential & Mixed Use Zone			
LOT 7	82414	1.89	
ZONE E - Residential & Mixed Use Zone			
OUTLOT 2	28486	0.65	
LOT 3	27035	0.62	
LOT 4	26220	0.60	
ZONE F - Residential & Mixed Use Zone			
LOT 6	106376	2.44	
OUTLOT 4	8465	0.19	
ZONE G - Residential & Mixed Use Zone			
LOT 5	105133	2.41	
OUTLOT 3	8465	0.19	
ZONE H - Entertainment, Public Amenity, & Civic Zone			
OUTLOT 6	1714343	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi-family residential above retail.
OUTLOT 7	14110	0.32	
ZONE J - Perimeter Commercial & Mixed-Use Zone			
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.
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

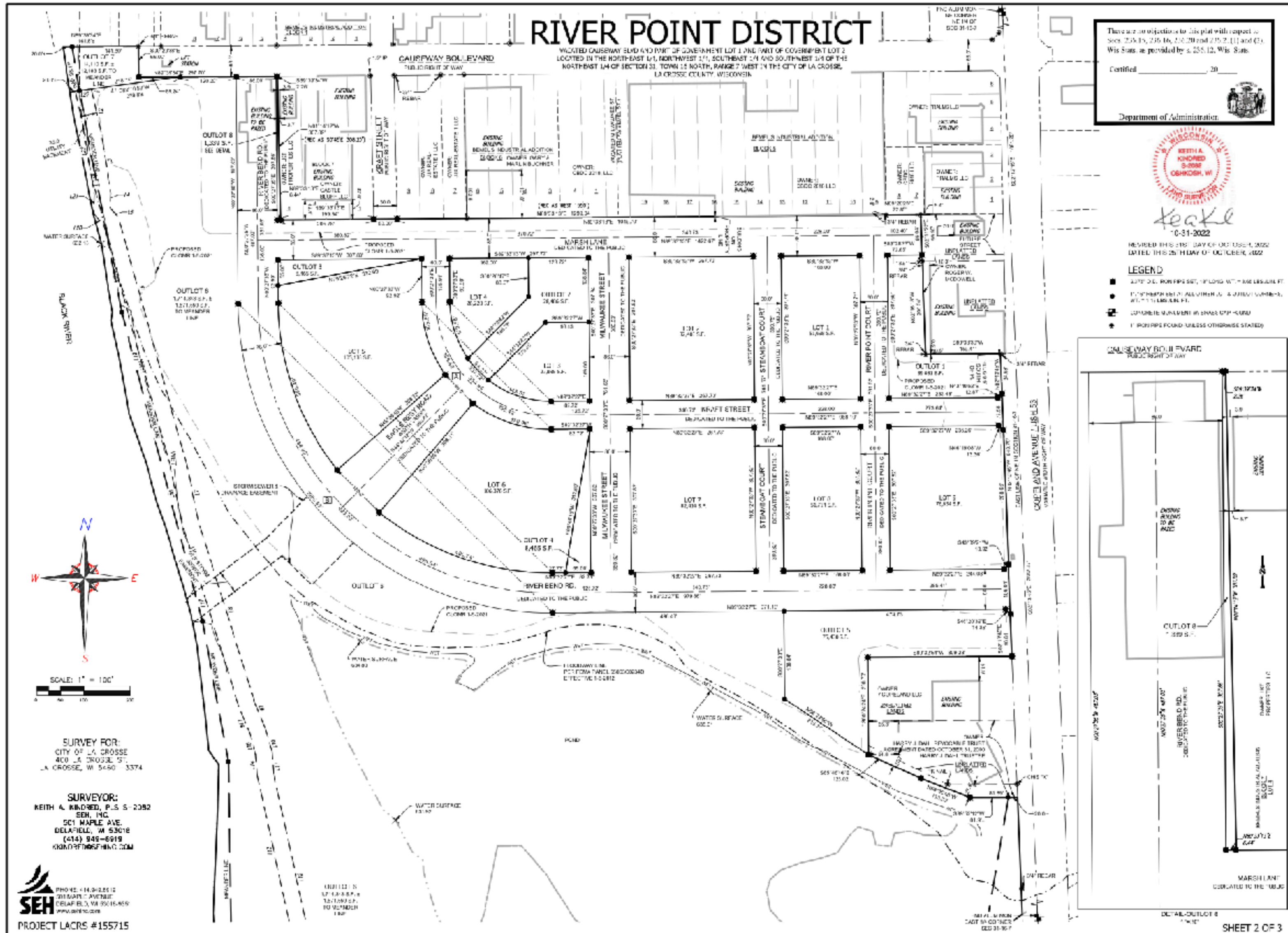
Appendix

PDD Master Plan-Reference Parcel Map

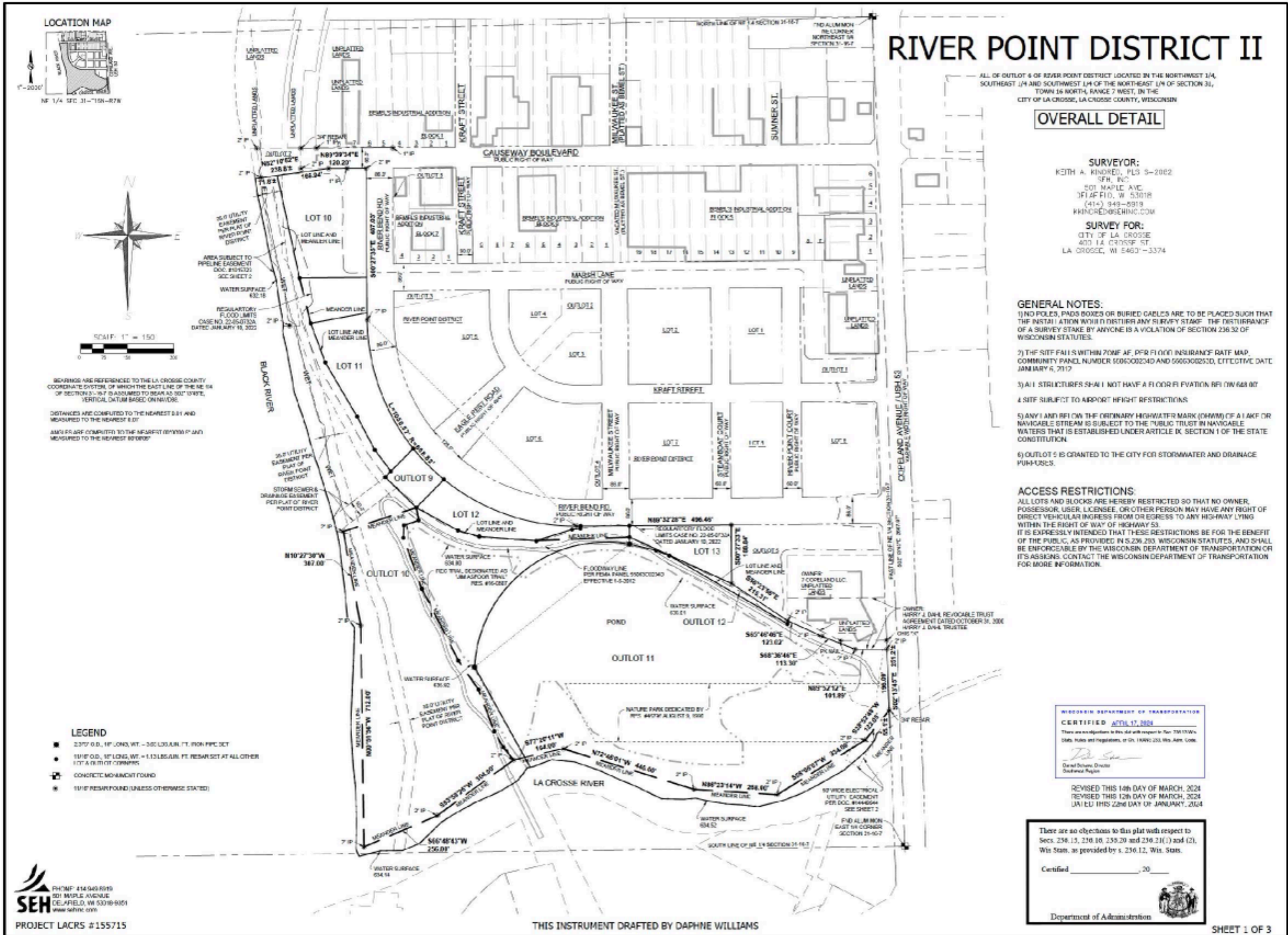
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



Appendix-Plat Lot Size Map



Appendix-River Point District II Plat



RyKey's Lofts at River Point, Lot 8

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

Kimberly Greeno

Property Manager

The Driftless

323 River Bend Road | La Crosse, WI 54603

608.292.8770 Phone | kgreeno@msphousing.com

715.430.2462 Fax

Visit our websites | www.msprealestateinc.com
www.heritagesenior.com

Information for the **War Eagle** development:

Red Earth: Lori Fuselier 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



City of La Crosse, Wisconsin

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400 La Crosse Street
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Text File

File Number: 25-1037

Agenda Date: 8/28/2025

Version: 1

Status: Agenda Ready

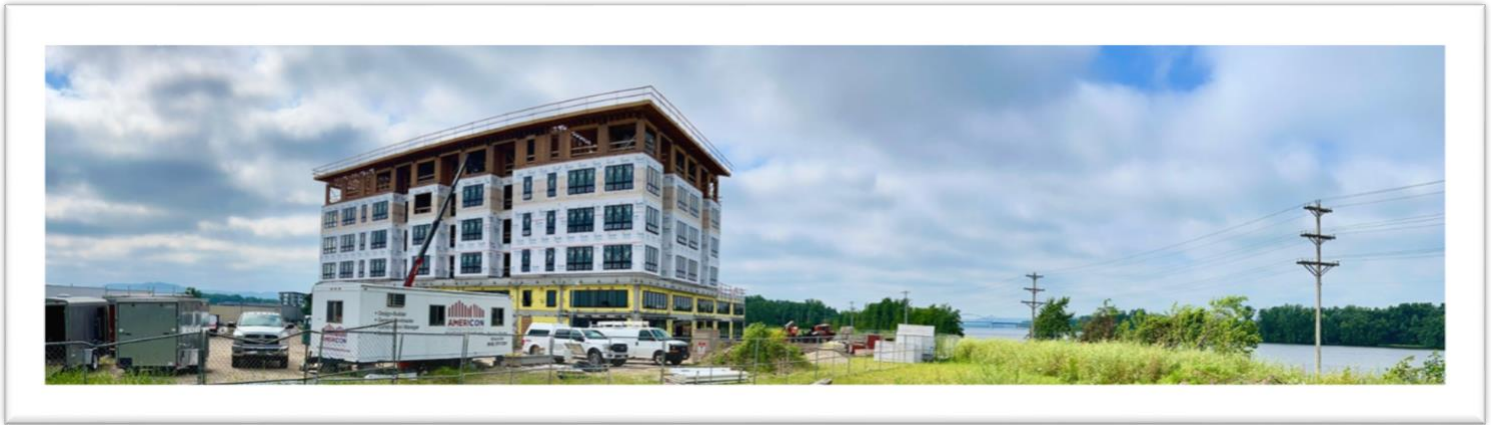
In Control: Redevelopment Authority

File Type: Request

Agenda Number: 2.



**Proposal seeking La Crosse Community Foundation Support
to
Advance Renter Equity Programs in the City of La Crosse**



Factors determining need:

- La Crosse's area housing studies show a large and growing deficit of housing units (1,800 units in the City of La Crosse alone and a need of 200+ per year in the coming years)
- La Crosse County's housing study identifies a shortage of attainable housing county-wide serving median incomes and below, which has an impact on wealth mobility, talent recruitment, economic security of young people, impacts on urban sprawl and potential population stagnation (written about in the recent MPO studies).
- The majority of developers in the area look to rental investment or high values homes due to the costs and banking complexities of condos or missing middle styles of housing and rental units as a percentage of total housing is gaining market share (35 to 40%) however, the occupancy of rental units is consuming a growing share of young and lower to median income people which also is a demographic with higher turnover.

Why renter equity matters:

- Helps address a growing wealth gap between renters and homeowners especially with young and racial minorities
- Helps with wealth stability and a pool of funds that can be used for emergencies, education, debt reduction and other important life events,
- It creates a pathway to homeownership
- It fosters a sense of community and vested interest in neighborhoods

Jason Gilman, Principal, AICP
SGC Civic Planning
jbgplanning@outlook.com



Proposal

Apply for up to \$20,000 from the LCF matched by at least \$5,000 from the City's Redevelopment Authority to:

1. Hire the Urban Land Institute's Technical Advisory Services or a like Consulting Entity to:
 - a. Provide detailed research on successful renter equity programs and where these programs can be improved
 - b. Provide alternative organizational structures and an evaluation of stakeholder benefits from each alternative (ROI analysis per stakeholder)
 - c. Provide a thorough analysis of overall stakeholder benefits including the financial advisement/management organization, the renter, the developer/landlord and the community (including the Redevelopment Authority). (To be used in the attraction of participating developers.)
 - d. Provide a detailed recommendation on accounting structure, tax structure and benefits and management, accrual of renter equity investment management and distributions for both renters and developer/landlords including application of funding recommendations.
 - e. In concert with financial partners, provide alternatives to investment options including recommendations on developer seed capital advantages and disadvantages and risk structure.
 - f. Provide a pre-requisite structure for participation which may include vesting periods, auto-pay, financial education opportunities and property management options by renters to boost investment.
 - g. Provide a detailed recommendation on the percentage and structure of investment to advantage renters with meaningful impact

More information on ULI's technical advisory services:



<https://americas.uli.org/programs/advisory-services/>

Summary:

The resulting document will be used by the City Redevelopment Authority and City Planning Department to grow public private partnerships in housing infill that include renter equity offerings. The current interest by River Point District Developers and participating financial management companies in La Crosse ensure program implementation. A funding partnership between the PCF and City RDA is also strategic in advancing La Crosse as the program will capture national attention, which may in turn foster investment interest in the City.

Jason Gilman, Principal, AICP
SGC Civic Planning
jbgplanning@outlook.com



August 24, 2025

Memo

To: Redevelopment Authority
From: Jason Gilman, AICP, Project Manager River Point District
RE: August RDA PM Report

The following are some highlights for consideration at the August 28 RDA meeting:

1. Coordination with existing developers including:
 - a. Roush who intends to submit his TIF application for lot 12 in September and has updated plans and estimates for the RDA to consider at the September meeting
 - b. RyKey who is progressing on plans for the Gateway project on Lot 9 and the construction progress on lot 8.
 - c. 360 who is in the process of attracting a commercial end cap tenant to the first phase commercial building and who plans a fall or spring construction start.
2. Coordination with potential developers on the RFEI issued in July for Lot 6, the Marsh Lane assembly and the outlot 1 opportunity. We have two proposals submitted and a few in conversation. The RDA may consider taking up the review of these proposals at their September 25 meeting.
3. We issued an addendum to the landscape contract which includes the maintenance of right of ways and prairie areas.
4. We attended a meeting with the Army Corp of Engineers on the marina planning and progress
5. We attended a pre-application meeting for a grant from the La Cross Community Foundation to hire a consulting team to put together the details of the **renter equity program** (see the attached draft proposal which is subject to your approval), which could include your consideration of up to \$5,000 in RDA funds matching up to \$20,000 from the Foundation.
6. We'll be touching up the cover seed at River Point District this fall or depending on conditions, Spring of 2026.
7. We presented the economic development story of River Point District at the La Crosse Area Chamber Leadership event at First Supply in West Salem.
8. We met with the La Crosse Area Builders Association (Andrea, Tim and I) to discuss challenges and opportunities in delivering missing middle housing and established a plan to reverse engineer a redevelopment site using a LABA study group.
9. We submitted an abstract and have been coordinating the tour and presentation at the Statewide APA-WI conference in La Crosse September 11-12 at River Point District.

Thank you.

Jason Gilman, Principal, AICP
SGC Civic Planning
jbgplanning@outlook.com



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

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In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 3.

BALANCE SHEET

	Type of Statement: Co. Prep's						
	Date of Statement:						
	1/31/2025	2/28/2025	3/31/2025	4/30/2025	5/31/2025	6/30/2025	7/31/2025
ASSETS							
Cash - SB Checking	\$5,000	\$11,632	\$175,924	\$5,100	\$55,570	\$315,390	\$94,265
Cash - SB MM (Operating, UR)	\$1,254,507	\$1,246,717	\$1,084,374	\$889,459	\$881,355	\$873,048	\$866,565
Cash - SB MM Restricted Planning Option Agreement Deposits	\$159,795	\$153,896	\$153,896	\$153,896	\$153,896	\$153,566	\$153,136
Total Current Assets	\$1,419,302	\$1,412,245	\$1,414,194	\$1,048,455	\$1,090,821	\$1,342,005	\$1,113,966
Land - Estimated Value	\$7,000,000	\$7,000,000	\$7,000,000	\$7,000,000	\$7,000,000	\$7,000,000	\$7,000,000
Land - 200-206 Causeway Blvd	\$0	\$0	\$0	\$331,697	\$331,697	\$331,697	\$331,697
Note Receivable - Gorman (02/28/2034)	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Total Assets	\$8,719,302	\$8,712,245	\$8,714,194	\$8,680,152	\$8,722,518	\$8,973,702	\$8,745,663
LIABILITIES							
Contract Commitment - JBG Project Mgr	\$111,600	\$102,300	\$102,300	\$83,700	\$74,400	\$65,100	\$55,800
Contract Commitment - SEH Phase III Admin	\$104,027	\$104,027	\$90,499	\$67,254	\$31,687	\$3,907	\$1,198
Contract Commitment - SEH Phase IV	\$0	\$0	\$0	\$151,723	\$136,720	\$109,072	\$92,430
Contract Commitment - Chippewa Concrete Phase II	\$534,143	\$534,143	\$0	\$0	\$0	\$0	\$0
Contract Commitment - Integrity Grading and Excavation	\$1,000,140	\$1,000,140	\$1,000,140	\$1,000,140	\$545,130	\$502,291	\$158,065
Total Liabilities	\$1,749,910	\$1,740,610	\$1,192,939	\$1,302,817	\$787,937	\$680,370	\$307,492
Net investment in capital assets	\$7,000,000	\$7,000,000	\$7,000,000	\$7,331,697	\$7,331,697	\$7,331,697	\$7,331,697
Unrestricted Funds	\$1,259,507	\$1,258,349	\$1,260,298	\$894,559	\$936,925	\$1,188,439	\$960,830
Restricted Funds	\$159,795	\$153,896	\$153,896	\$153,896	\$153,896	\$153,566	\$153,136
Unassigned Funds	(\$1,449,910)	(\$1,440,610)	(\$892,939)	(\$1,002,817)	(\$487,937)	(\$380,370)	(\$7,492)
Net Position	\$6,969,392	\$6,971,635	\$7,521,255	\$7,377,335	\$7,934,580	\$8,293,331	\$8,438,170
Total Liabilities & Net Position	\$8,719,302	\$8,712,245	\$8,714,194	\$8,680,152	\$8,722,518	\$8,973,702	\$8,745,663



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1031

Agenda Date: 8/28/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 4.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1039

Agenda Date: 8/28/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 5.

Third Extension to the Option to Purchase Agreement

This extension is made to be effective as of August 21, 2024 by and between the Redevelopment Authority of La Crosse ("RDA") and 360 Real Estate Solutions 5, LLC, a Wisconsin Limited Liability Company, ("DEVELOPER").

On April 27, 2023 with a one month extension on July 25, 2024 and a 12 month extension dated August 22, 2024, the parties entered into the Option to Purchase Agreement ("Agreement"), with the ability to extend the term if mutually agreed upon.

NOW, THEREFORE, the parties mutually agree and state as follows:

1. The RDA agrees to award the developer an Extended Term of nine (9) months, effective August 21, 2025 to May 21, 2026.
2. The DEVELOPER agrees to pay an additional Five Thousand Dollars (\$5,000).
3. This option is for outlot 5 and lot 13 of the River Point District II Plat as shown in the attached exhibit A.
4. Extension of this option requires a monthly updates on substantive amendments and an initial presentation by the developer to the RDA of the intended development scheme including conceptual site plans and building elevations and/or perspectives/character photography and a timeline/schedule for the phased construction of the site.
5. A third extension of this option is at the discretion of the Redevelopment Authority.

Redevelopment Authority of La Crosse

Adam Hatfield, Chair

Andrea Trane, Secretary



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1038

Agenda Date: 8/28/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: General Item

Agenda Number:



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1022

Agenda Date: 9/4/2025

Version: 1

Status: New Business

In Control: Finance & Personnel Committee

File Type: Resolution

Agenda Number:

Resolution approving transfer of Tax Incremental District 18 funds as a contribution to the Redevelopment Authority for acquisition of property for River Point District.

RESOLUTION

WHEREAS, the River Point District development is being developed by the City of La Crosse and Redevelopment Authority of La Crosse, and such development will provide economic growth and aesthetic benefit to the city and the surrounding area, including growth in housing, the tax base and job creation; and

WHEREAS, there is a property for sale at 63 Kraft Street that is a part of the redevelopment plan and Planned Development District documents that the Redevelopment Authority would like to acquire.

WHEREAS, TID 18 was set up to help finance projects in the River Point District, and TIDs 11,13,14,15,16 & 17 were designated as donor TIDs to TID 18 to assist in financing until TID 18 became self-sufficient through Council approval on July 9, 2020 through resolution #20-0814.

NOW, THEREFORE, BE IT RESOLVED that a contribution from TID 18 to the Redevelopment Authority for the purpose of property acquisition within the development boundary of River Point District be made in an amount up to \$1,400,000.00.

BE IT FURTHER RESOLVED that any proceeds related to the potential lease or sale of this property in the future would remain assets of the Redevelopment Authority.

BE IT FURTHER RESOLVED that the Director of Planning and Development and the Director of Finance are hereby authorized to take all steps necessary in connection with this resolution.



CITY OF LA CROSSE

400 La Crosse Street
La Crosse, Wisconsin 54601
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LEGISLATION STAFF REPORT FOR COUNCIL

File ID Caption

Staff/Department Responsible for Legislation

Requestor of Legislation

Location, if applicable

Summary/Purpose

Background

Fiscal Impact

Staff Recommendation