



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda Redevelopment Authority

Thursday, May 28, 2026

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 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, 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:

[26-0500](#) Monthly Financial Update of the Redevelopment Authority - May 2026.

Attachments: [May Financials.pdf](#)

[26-0560](#) Project Manager Update for River Point District - May 2026.

Attachments: [May 2026](#)

[26-0581](#) Consideration and possible action on Construction Access Agreement with RyKey Properties LLC on Lot 1 of the CSM of Lot 11.

Attachments: [Construction Access Agreement Lot 11-Lot 1.docx](#)

[26-0577](#) Request for Chair and Executive Director to administratively approve Construction Access Agreements.

[26-0595](#) Approval of Certified Survey Map submittal for Lot 13 and Outlot 5 of River

Point District.

Attachments: [30389 CSM-WI Survey CSM Border-s2.pdf](#)

[26-0597](#)

Consideration and possible action on fifth extension to Option to Purchase Agreement for Lots 3 and 4 (formerly E) with Red Earth, LLC.

(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 Committee and/or Council may reconvene in open session.)

Attachments: [Fifth Extension Option to Purchase Agreement-Lots 3 and 4](#)

[26-0596](#)

Consideration and possible action on fifth extension to Option to Purchase Agreement for Lot 5 (formerly G) with Red Earth, LLC.

(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 Committee and/or Council may reconvene in open session.)

Attachments: [Fifth Extension Lot 5 Red Earth.docx](#)

[26-0598](#)

Consideration and possible action to fourth extension to Option to Purchase Agreement on first phase of Lot 13 and Outlot 5 with Three Sixty Real Estate Solutions 5, LLC.

(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 Committee and/or Council may reconvene in open session.)

Attachments: [Fourth Extension First Phase Lot 13 Outlot 5 Three Sixty](#)

[26-0599](#)

Consideration and possible action on fourth extension to Option to Purchase Agreement for second phase of Lot 13 and Outlot 5 with Three Sixty Real Estate Solutions 5, LLC.

(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 Committee and/or Council may reconvene in open session.)

Attachments: [Fourth Extension 360 Option -Second Phase Lot 13 Outlot 5 Draft 04-23-2026.d](#)

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



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0500

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: General Item

BALANCE SHEET

	Type of Statement:	Co. Prep's			
	Date of Statement:	1/31/2026	2/28/2026	3/31/2026	4/30/2026
ASSETS					
Cash - SB Checking		\$12,599	\$1,164,501	\$103,028	\$5,000
Cash - SB Checking Restricted Debt		\$0	\$0	\$3,056,700	\$0
Cash - SB MM (Operating, UR)		\$813,699	\$779,254	\$774,669	\$858,227
Cash - SB MM Restricted Equity Program Grant		\$15,000	\$15,000	\$15,000	\$15,000
Cash - SB MM Restricted Planning Option Agreement Deposits		\$163,976	\$167,051	\$167,051	\$177,051
Total Current Assets		\$1,005,275	\$2,125,806	\$4,116,448	\$1,055,278
Land - Estimated Value		\$7,000,000	\$7,000,000	\$7,000,000	\$7,000,000
Land - 200-206 Causeway Blvd		\$331,697	\$331,697	\$331,697	\$331,697
63 Kraft Street		\$1,360,802	\$1,360,802	\$1,360,802	\$1,360,802
65-67 Kraft Street		\$0	\$0	\$1,138,328	\$1,138,328
Note Receivable - Gorman (02/28/2034)		\$300,000	\$300,000	\$300,000	\$300,000
Total Assets		\$9,997,774	\$11,118,305	\$14,247,275	\$11,186,106
LIABILITIES					
Contract Commitment - JBG Project Mgr		\$0	\$102,300	\$93,000	\$83,700
Contract Commitment - SEH Phase IV		\$18,862	\$18,862	\$18,862	\$18,862
Contract Commitment - SEH Phase IV Admin		\$131,688	\$124,088	\$119,844	\$113,934
Contract Commitment - Chippewa Concrete Phase IV		\$929,140	\$929,140	\$929,140	\$929,140
Contract Commitment - Integrity Grading and Excavation		\$52,606	\$52,606	\$52,606	\$52,606
Total Liabilities		\$1,132,295	\$1,226,995	\$1,213,451	\$1,198,241
Net investment in capital assets		\$8,692,499	\$8,692,499	\$9,830,827	\$9,830,827
Unrestricted Funds		\$826,299	\$1,943,755	\$877,697	\$863,227
Restricted Funds		\$178,976	\$182,051	\$3,238,751	\$192,051
Unassigned Funds		(\$832,295)	(\$926,996)	(\$913,451)	(\$898,241)
Net Position		\$8,865,479	\$9,891,310	\$13,033,824	\$9,987,864
Total Liabilities & Net Position		\$9,997,774	\$11,118,305	\$14,247,275	\$11,186,106



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
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Text File

File Number: 26-0560

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Status Update



Interior Pictures-The Lofts and War Eagle April, 2026



War Eagle, April, 2026

River Point District

Project Management Report-May, 2026

JBG Planning LLC

Contents

Project Management Update-May, 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 for lots 1,2, 3, 4, 5, 11, 12, 13 and outlot 5.
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 offer to purchase lot 13 and outlot 5.
4. Coordination on commercial tenant prospects with developers
5. Coordination on Renter Equity programs and LCF Grant (Grant Awarded) , meetings with housing agencies, financial management firms, employers
6. Coordination with CapVest on development protocols and weekly planbning meetings
6. Option filing, drafts

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.-Expected short term extension on first lot, phase 1 and longer term extension on lot 2 for phase 2,3.

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 currently being occupied

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-Revisions submitted to accomodate CapVest development

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
- Field progress photography and coordination on BVisions Videography Project-complete and in draft form
- Energy systems coordination for possible joint parkway-development use-coordination with City Planning and Parks
- Telephone Inquiries from developer/investors and prospective residents
- Updating Smartsheet database on construction schedule
- LCF Grant Award Coordination and meetings with major employers
- ULI Spring Meeting coordination-Completed and Social Media Posts underway
- Engaged UW Department and student on health performance metrics and impending study-to be complete in June

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

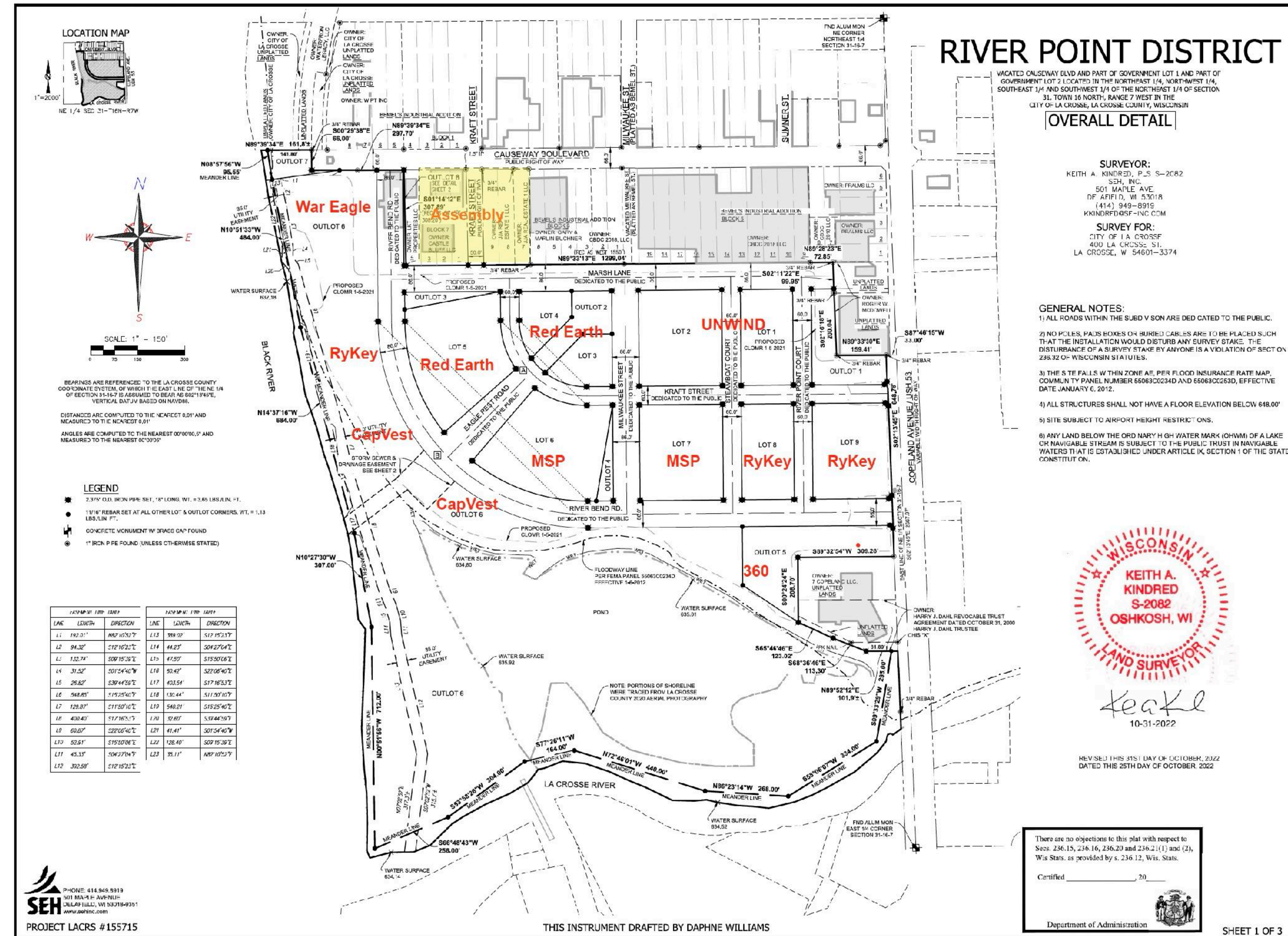
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

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

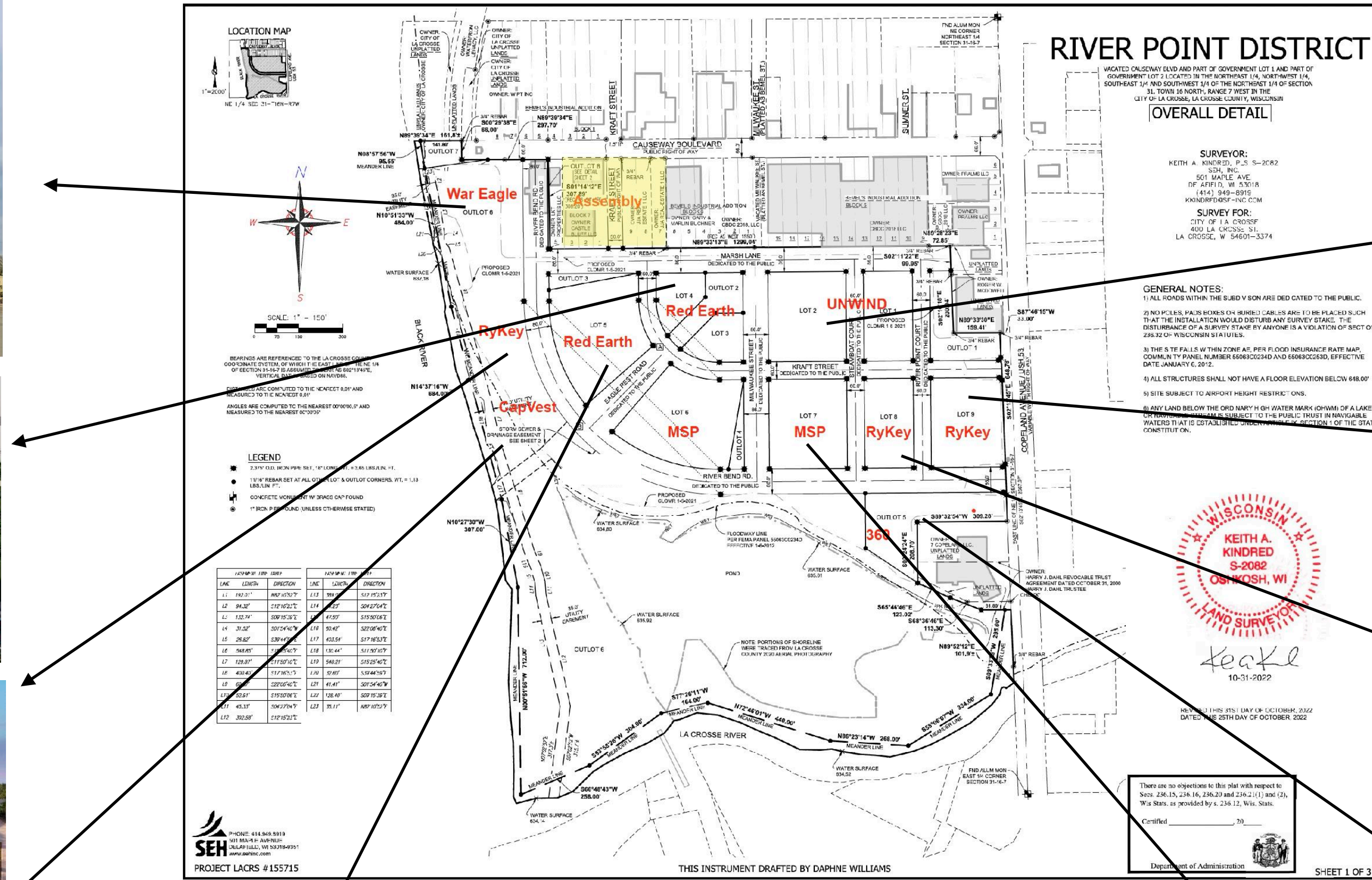
Lots 1, 2 UnWind Property Management, 6 Months-April 2026-October, 2026.

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

Lot 11 CapVest-Pending

Lot 12 CapVest-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-UnWind Property Management

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 -CSM Lot 1RyKey

Details Pending-60 Units Estimated

LOT 11 -CSM Lot 2 CapVest

Restaurant Commercial

LOT 12 CapVest

Commercial Support

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

Anticipated Development Schedule

2025 2026 2027

Task	Status	Construction Contact	Start Date	End Date	Durat...	Next Up	2025												2026												2027											
							Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4					
Lot 6-MSP Option Pending	Executed				14 Mont	N/A																																				
Expected Construction Commencement			10/01/26	12/31/26																																						
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
360 Real Estate Lot 13	Option	JN Jeremy Novak			8 Month	Outlot 5, April, 2																																				
Expected Construction Commencement			06/11/26	06/28/26																																						
Footings			07/07/26	08/20/26																																						
Framing			09/12/26	02/28/27																																						
Project Complete/Occupancy			03/08/27	03/23/27																																						
Lot 11-RyKey	Executed	LI Lee Haremza	08/01/26	05/01/27	10 Mont	Lot 9																																				
Expected Construction Commencement																																										
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
Lot 12	Cowboy Jack	BA Bill Albright	09/01/26	04/01/27	8 Month																																					
Expected Construction Commencement																																										
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
Red Earth Lots 3 and 4	Option	JB Jake Buswell			14 Mont	Lot 5, Fall, 2025																																				
Expected Construction Commencement			09/01/26	10/01/26																																						
Footings			10/01/26	11/30/26																																						
Framing			11/01/26	06/01/27																																						
Project Complete/Occupancy			09/01/27	11/30/27																																						
RyKey Lot 8	Under Occup	LI Lee Haremza			14 Mont	Lot 11-Fall, 2026																																				
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	Option	JN Jeremy Novak			7 Month	Lot 13-Mixed Use																																				
Expected Construction Commencement			06/01/26	12/01/26																																						
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
360 Real Estate Outlot 5-Apartments	Option	JN Jeremy Novak			12 Mont																																					
Expected Construction Commencement			05/12/27	05/01/28																																						
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
Lots 1 and 2	Unwind	JM Jacob Mooney	08/01/26	05/01/27		First Phase																																				
Expected Construction Commencement																																										
Footings																																										
Framing																																										
Project Occupancy/Completion																																										
War Eagle-Lot 10			05/01/26	05/31/26																																						
Occupancy Underway																																										
Red Earth-Lot 6	Option Extens	JB Jake Buswell	06/01/27	07/01/28																																						

Units Coming Online by Month and Year

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 - 100 UNITS TOTAL	2024: 120 Units
Spring 2028	360 Real Estate	Lot 13	21 Units 21 studio units+ 12K Commercial Space	2028: 21 Units
October, 2027	Red Earth Condominiums	Lots 3 and 4	18 Townhouse Condominium Units All 3 bdrm units	2027: 18 Units
06/2026	RyKey The Lofts at River Point	Lot 8	59 Units 56-1 bdrm 3-2 bdrm	2026: 59 Units
06/2028	360 Real Estate	Outlot 5	92 Units 36 1 bdrm 28 2bdrm	21 Units
11/2026	RyKey and CapVest	Lot 11	Details Pending	60 Units Est. Spring, 2027
07/2027	CapVest	Lot 12	Details Pending	
07/2026	MSP Pending Options	Lot 6	RFEI Issued-Option Awarded	2027 Tent.-180 Units
08/2027	RyKey	Lot 9	159 Units+ Commercial Space 126-1 bdrm and studio 25-2 bdrm	2028 Tent.-159 Units
09/2027	Unwind	Lot 1 and 2	42 Townhomes-Pending	June-October 2027 First Building Completion
09/2027	Red Earth	Lot 5	206 UNITS 16-Studio 36-1 bdrm	2028
N/A	Undetermined	Outlot 1/ McDowell	Undetermined	
N/A	Undetermined	Kraft Street Asembly	Undetermined	
2026	War Eagle	10	59	2026-59 Units

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



ULI Spring Meeting Presentation on River Point District, Nashville, May 6, 2026

Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.2 Land Use Diagram

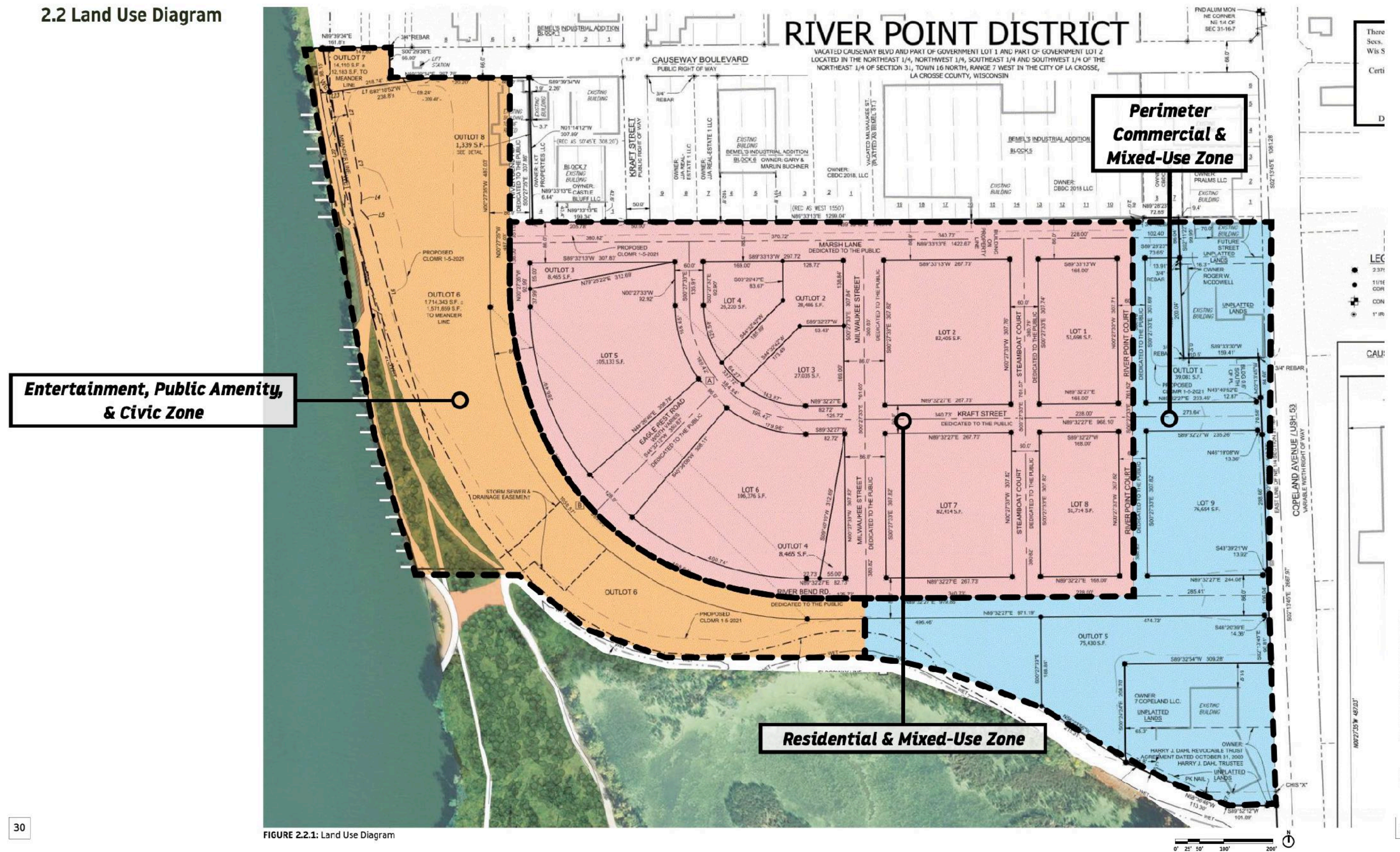


FIGURE 2.2.1: Land Use Diagram



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

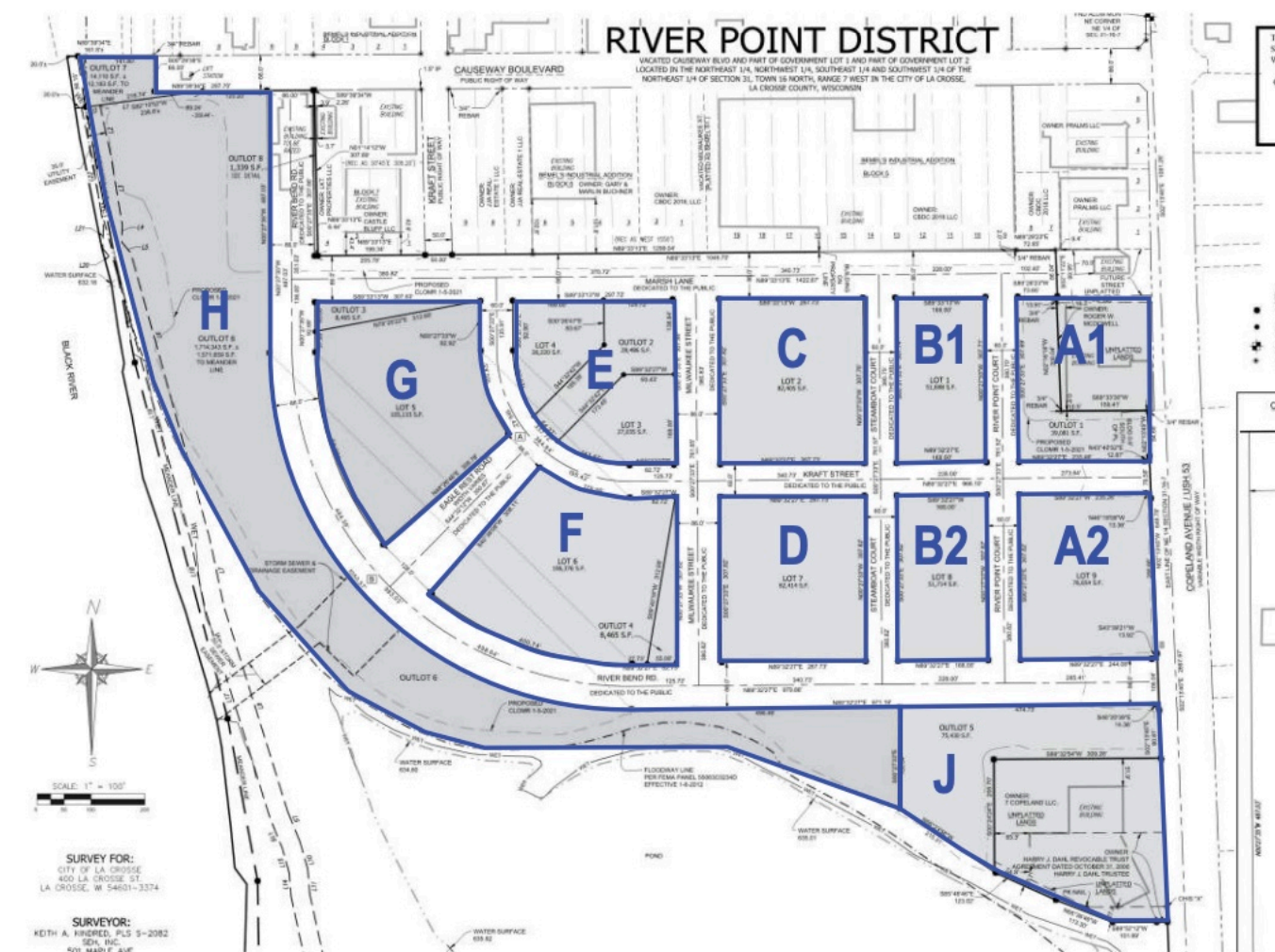
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
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

33

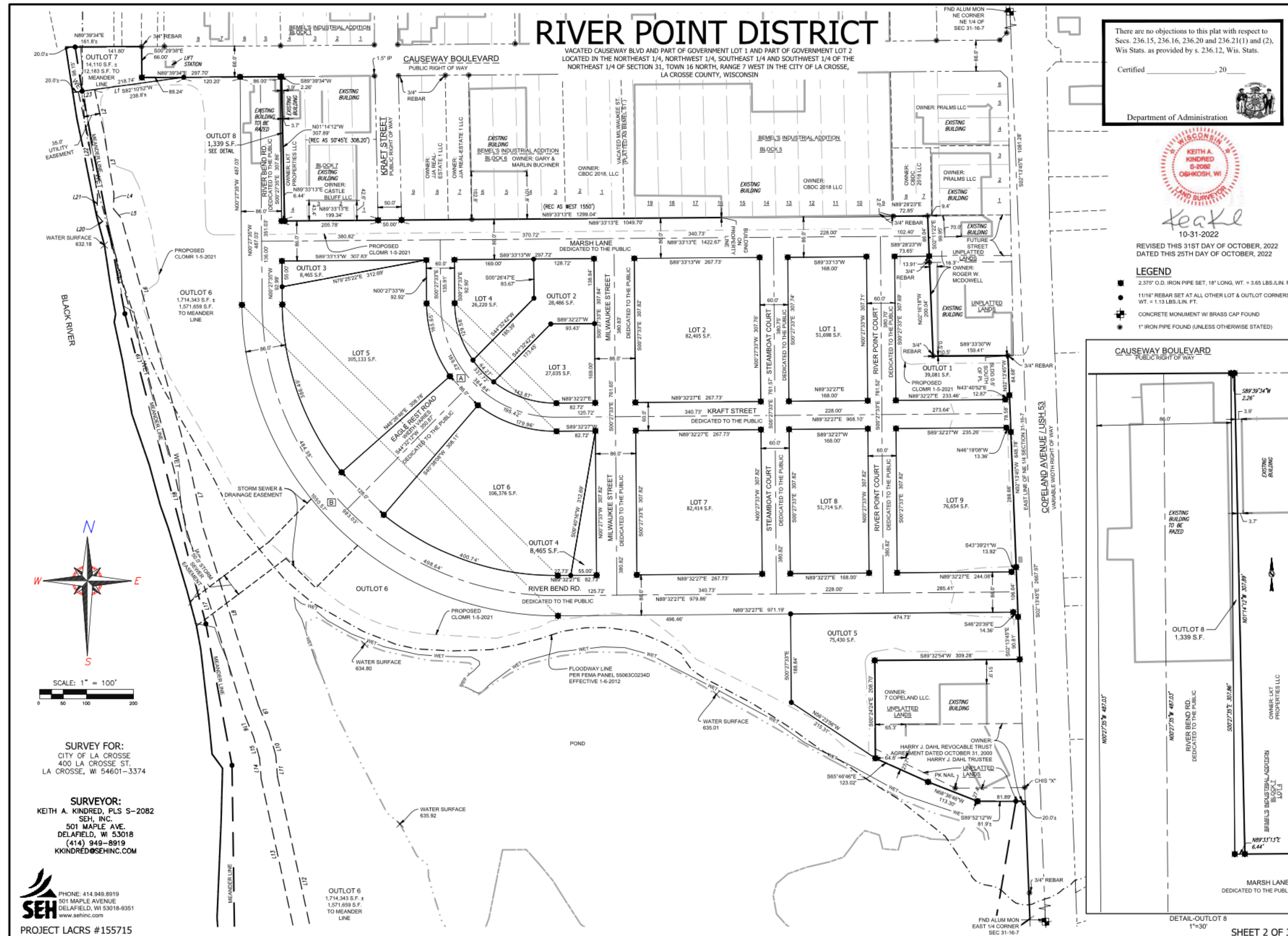
Appendix

PDD Master Plan-Reference Parcel Map

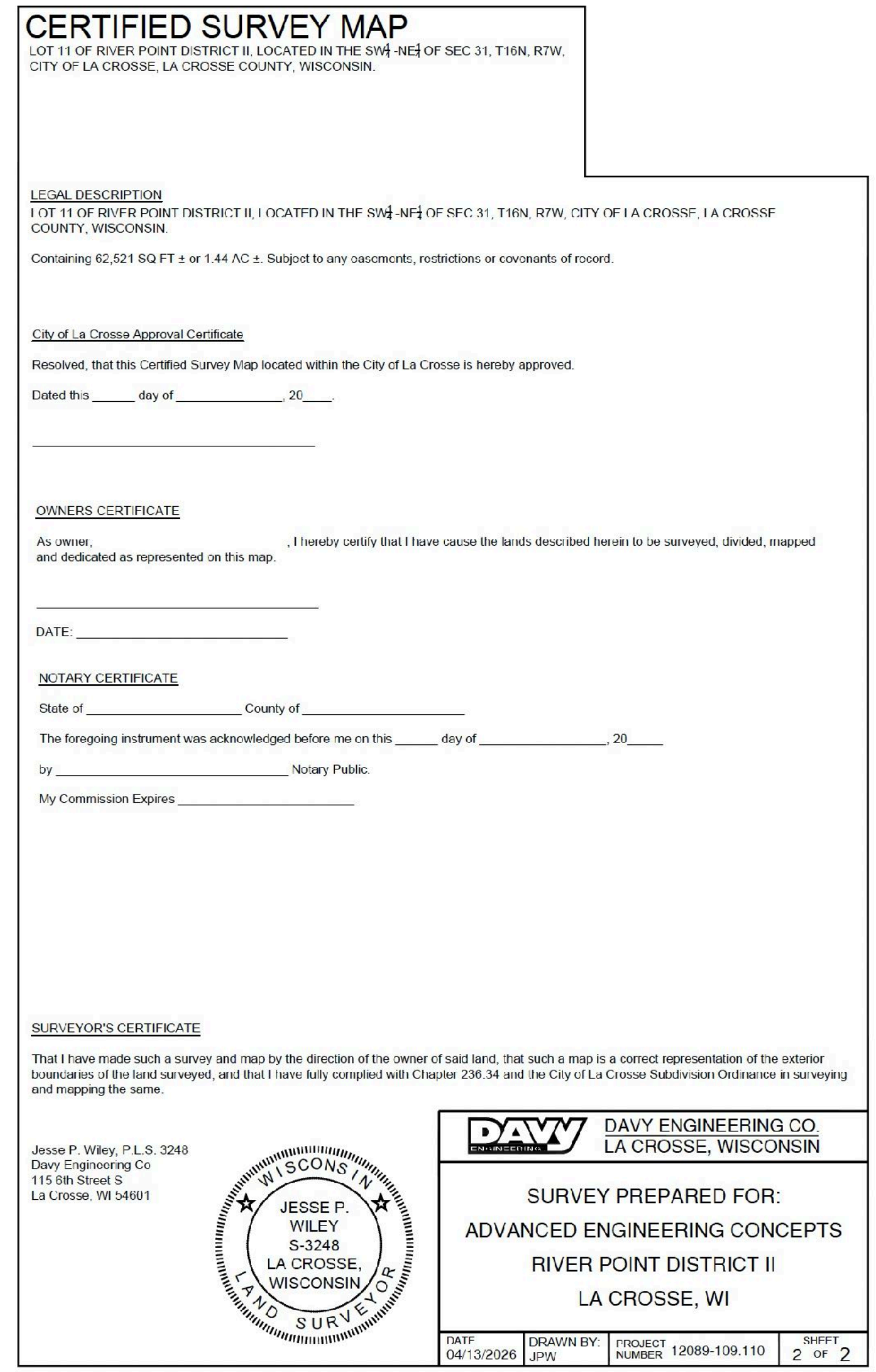
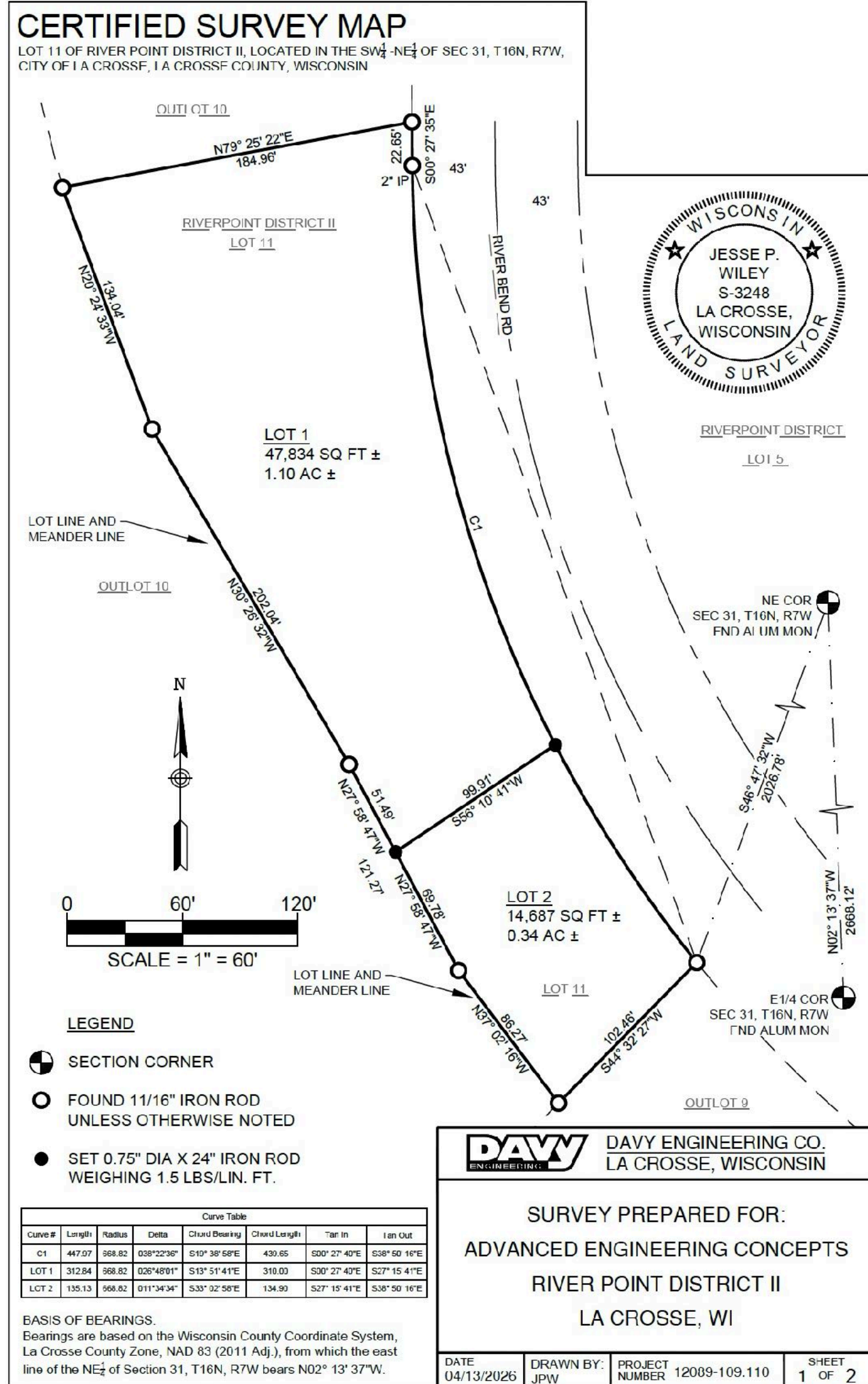
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



Appendix-Plat Lot Size Map



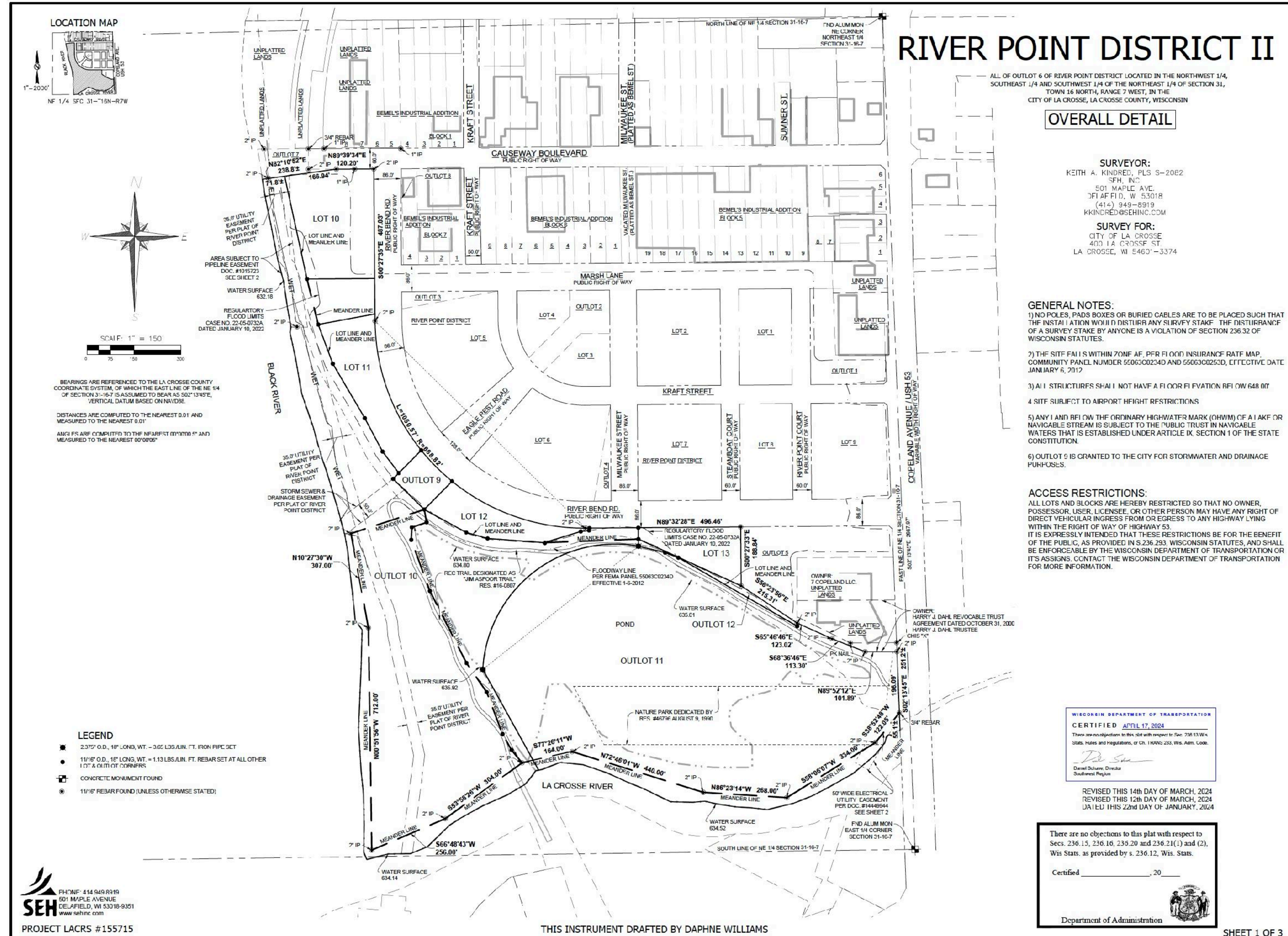
Appendix-CSM-Lot 11



Cowboy Jacks Proposal (CapVest)



Appendix-River Point District II Plat



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

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

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0581

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Request

Agenda Number:

CONSTRUCTION ACCESS AGREEMENT

THIS CONSTRUCTION ACCESS AGREEMENT (“**Agreement**”), effective as of the 28th day of May, 2026 (the “Effective Date”), by and between the Redevelopment Authority of the City of La Crosse (“**Seller**”) and RyKey Properties LLC a Wisconsin limited liability company (“**Buyer**”).

RECITALS

WHEREAS, Buyer and Seller are parties to that certain Option to Purchase, as amended, extended and assigned 23rd day of April, 2026 for 6 Months (the “**Option**”), pursuant to which Buyer has the option to purchase the real property now known as Lot 1 of the CSM of Lot 11 of River Point District Plat, in the City of La Crosse, Wisconsin (the “**Property**”), upon the terms more particularly set forth in the Purchase Agreement;

WHEREAS, Buyer intends to develop the Property for Multi-Family Residential/Mixed Use (“**Buyer’s Development**”) in accordance with the Site Plan;

WHEREAS, Seller has agreed to grant Buyer access to the Property for Buyer, and its consultants, contractors, subcontractors, agents and representatives (collectively, “**Performing Parties**”) to commence construction of Buyer’s Housing Development on the Property (collectively, the “**Work**”) prior to the closing and conveyance of the Property from Seller to Buyer; and

WHEREAS, Seller agrees to grant Buyer access to the Property to perform the Work, upon the terms and conditions hereinafter set forth.

NOW, THEREFORE, in consideration of the foregoing and the promises and covenants contained herein, Seller and Buyer agree as follows:

1. **Right of Entry.** Seller grants to Buyer and the Performing Parties a limited right of entry and access to the Property for the performance of the Work. All access must be coordinated with the City Engineering and Inspection Department. Access to the site shall be made from River Bend Drive, unless otherwise granted by the Redevelopment Authority. Care must be taken to protect existing and new infrastructure and any damage will be the sole responsibility of the buyer to repair.
2. **Term.** The term of this Agreement shall commence on the Effective Date, and shall terminate upon the earlier of (i) the conveyance of the Property from Seller to Buyer, or (ii) the expiration of the option agreement.
3. **Performance Standards.** All Work shall be performed at Buyer’s sole cost and expense, in a good and workmanlike manner and in compliance with all applicable federal, state and municipal statutes, laws, ordinances, codes, orders, rules and regulations, including, without limitation, those relating to the environment or human health. Buyer shall, at Buyer’s sole cost and expense, procure all permits, approvals and inspections necessary for the Work.
4. **Liens.** Buyer shall keep the Property free and clear of any and all mechanics and construction liens for or arising out of or in connection with the Work, by, for, or permitted by Buyer on the Property. Buyer

shall, within twenty (20) days after receiving notice of any claim of lien on the Property, discharge such lien either by the payment of the indebtedness due the claimant, or by filing a bond (as provided by statute) as security therefor.

5. Improvements. No improvements shall be made to the property in advance of closing unless explicitly permitted by the Redevelopment Authority.

6. Indemnity. Buyer shall indemnify, defend, and hold harmless Seller from all third party claims, loss, damage, cost, charges or expense including, but not limited to reasonable attorneys' fees ("Claims"), for liability to persons or property, caused by any error, omission or default of Buyer or the Performing Parties arising out of the performance of the Work, other than to the extent that such Claims arise due to the negligence or intentional misconduct of the Seller or Seller's affiliates. In addition, Buyer agrees to defend, indemnify, and hold harmless Seller from and against any and all claims for which a construction or any other lien may be asserted by any person or entity against the Property as a result of the Work. Further, Buyer shall have no obligation or liability under this indemnity with respect to pre-existing environmental condition of the Property unless the Work is done in violation of that certain final case closure letter issued by the State of Wisconsin Department of Natural Resources on May 28, 2015.

7. Miscellaneous Provisions.

(a) This document constitutes the entire agreement and understanding between parties with respect to its subject matter and supersedes all prior negotiations and agreements. No amendment to this Agreement shall be valid unless it is in writing and signed by each party.

(b) This Agreement shall be binding upon the respective successors and assigns of the parties.

(c) No act or failure to act by either party will waive any right contained herein. Any waiver by either party must be in writing and signed by such party to be effective.

(d) This Agreement is governed by and construed in accordance with the laws of the State of Wisconsin without giving effect to such jurisdiction's conflict of law principles.

(e) If any provision of this Agreement is held to be illegal, invalid, or unenforceable under present or future laws, such provision shall be fully severable, and this Agreement shall be construed and enforced as if such illegal, invalid, or unenforceable provision had never comprised a part of the Agreement, and the remaining provisions of the Agreement shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from this Agreement.

(f) The undersigned specifically represent that they are authorized to execute this Agreement.

(g) This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which when taken together shall constitute one and the same instrument; provided, however, in no event shall this Agreement be deemed effective unless and until signed by all of the parties hereto. Signatures delivered by email transmission shall be binding upon the parties.

[Signature Pages to Follow.]

This Agreement entered into as of the day and year first written above.

SELLER:

Redevelopment Authority of the City of La Crosse

By: _____

Name: _____

Its: _____

[Signatures continue on following page]

BUYER:

RyKey Properties LLC

By: _____

By: _____

By: _____



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

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Agenda Date: 5/28/2026

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In Control: Redevelopment Authority

File Type: Request

Agenda Number:



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0595

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

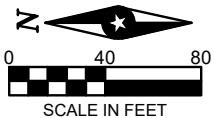
File Type: Request

Agenda Number:

CERTIFIED SURVEY MAP

LOT 13 AND OUTLOT 5 OF RIVER POINT DISTRICT II AND PART OF GOVERNMENT LOT 2,
SEC. 31, TWP. 16N, RGE. 7W, CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN.

E Corner
Sec. 31, Twp. 16N, Rge. 7W
La Crosse County, WI
Found 3 1/2" Aluminum Disk



N02°13'39"W 2668.28

COPELAND AVE/USH53

800.10

NE Corner
Sec. 31, Twp. 16N, Rge. 7W
La Crosse County, WI
Found 3 1/2" Aluminum Disk

S46°20'39"E

1868.18 (Varying Width Right of Way)

N89°36'44"E 32.96

RIVER BEND RD
(86 Foot Right of Way)

2
16,932 SQ FT
0.39 AC

1
48,992 SQ FT
1.12 AC

3
89,039 SQ FT
2.04 AC



LEGEND

- FOUND 3/4" IRON BAR
- ⊙ FOUND 1 1/4" IRON BAR
- ✱ FOUND CHISELED "X"

BEARING BASIS

The orientation of this bearing system is based upon the east line of the Northeast Quarter of Sec. 31, Twp. 16N, Rge. 7W. Said line bears North 02 degrees 13 minutes 39 seconds West.

NOTE

Fieldwork was completed on May 13, 2026.

SHEET OF SHEETS



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0597

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Request

Agenda Number:

Fifth Extension to the Option to Purchase Agreement

This extension is made to be effective May 28, 2026 by and between the Redevelopment Authority of the City of La Crosse (“RDA”) and River Point Condominiums LLC (“Developer”)

On August 2021, the parties entered into the Option to Purchase Agreement (“Agreement”), for lots 3 and 4 in River Point District, La Crosse, WI (Tax id# 17-20400-180 and 17-20400-100) with the ability to extend the term if mutually agreed upon.

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

To award the developer an Extended Term of twelve (12) months for \$10,000.00, effective, May 28, 2026 through May 28, 2027.

Redevelopment Authority of the City of La Crosse

Developer

Dated

DRAFT



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0596

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Request

Agenda Number:

Fifth Extension to the Option to Purchase Agreement

This extension is made to be effective May 28, 2026 by and between the Redevelopment Authority of the City of La Crosse (“RDA”) and Red Earth LLC (“Developer”)

On August 2023, the parties entered into the Option to Purchase Agreement (“Agreement”), for lot 5 in River Point District, La Crosse, WI (Tax id# 17-20400-130) with the ability to extend the term if mutually agreed upon.

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

To award the developer an Extended Term of twelve (12) months for \$10,000.00, effective, May 28, 2026 through May 28, 2027.

Redevelopment Authority of the City of La Crosse

Developer

Dated

DRAFT



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0598

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Request

Agenda Number:

Fourth Extension to the Option to Purchase Agreement

This extension is made to be effective as of May 28, 2026 by and between the Redevelopment Authority of La Crosse (“RDA”) and Three Sixty 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 three (3) months, effective May 28, 2026 to July 28, 2026.
2. The DEVELOPER agrees to pay an additional Five Thousand Dollars (\$5,000).
3. This option is for the phase 1 lot/s as defined by the pending Certified Survey Map of the eastern most part of outlot 5 and lot 13 of the River Point District II Plat as shown in the attached exhibit A which depicts the commercial building location as shown in the 360 master plan submitted to the RDA (phase 1)
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 fifth extension of this option is at the discretion of the Redevelopment Authority.

Redevelopment Authority of La Crosse

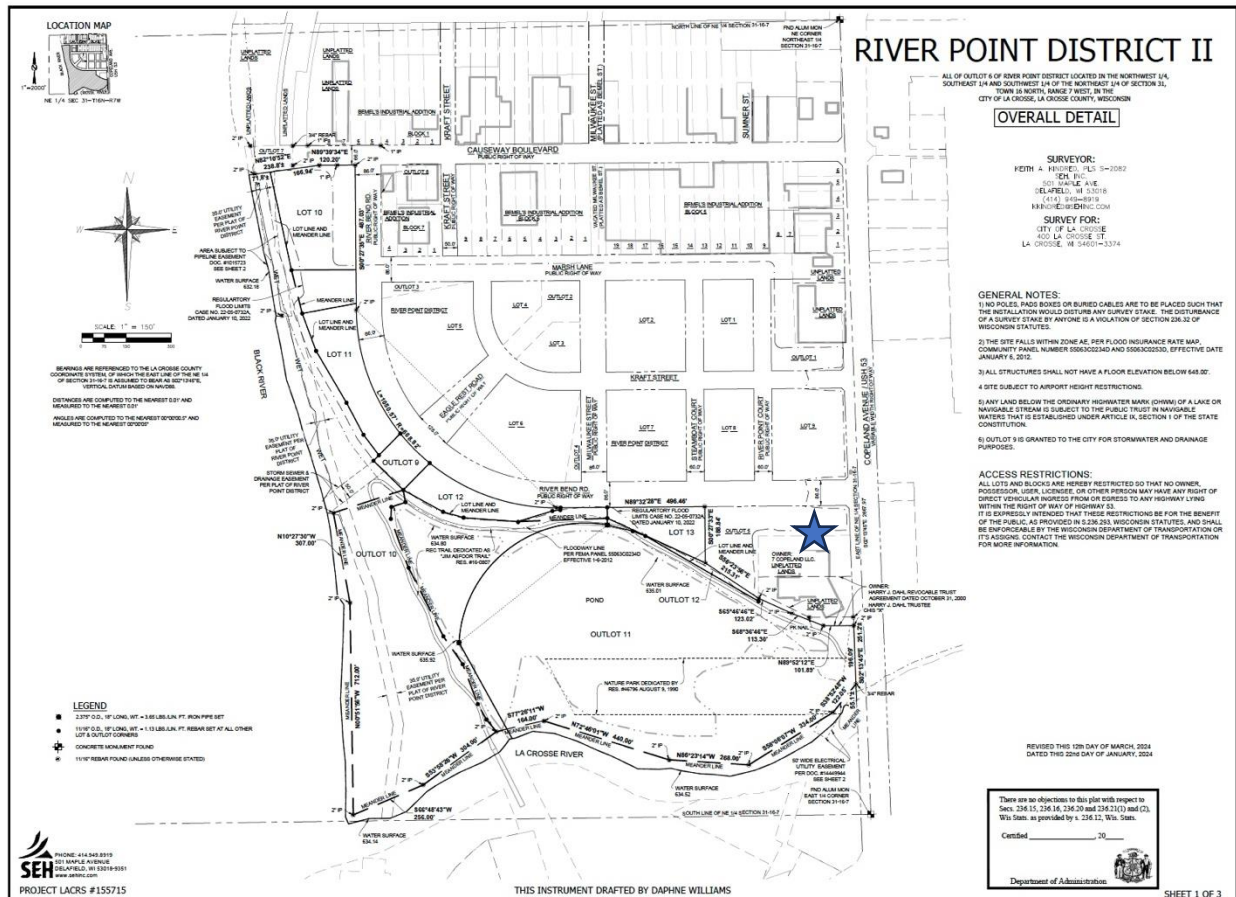
Adam Hatfield, Chair

Andrea Trane, Secretary

Developer

360 Real Estate Solution 5, LLC

Exhibit A





City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0599

Agenda Date: 5/28/2026

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Request

Agenda Number:

Fourth Extension to the Option to Purchase Agreement

This extension is made to be effective as of May 28, 2026 by and between the Redevelopment Authority of La Crosse (“RDA”) and Three Sixty 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 twelve (12) months, effective May 28, 2026 to May 28, 2027.
2. The DEVELOPER agrees to pay an additional Five Thousand Dollars (\$5,000).
3. This option is for the phase 2 lot/s as defined by the pending Certified Survey Map of the western most part of outlot 5 and lot 13 of the River Point District II Plat as shown in the attached exhibit A which depicts the planned mixed use and residential buildings (phase 2)
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 fifth extension of this option is at the discretion of the Redevelopment Authority.

Redevelopment Authority of La Crosse

Adam Hatfield, Chair

Andrea Trane, Secretary

Developer

Three Sixty Real Estate Solution 5, LLC

Exhibit A

