



War Eagle Project expected to start June, 2024

River Point District

Project Management Report-April, 2024

JBG Planning LLC

Contents

Project Management Update-April, 2024

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 Activity Summary

Public infrastructure Design, Planning:

Right-of-Way and plat update

- Right of way plat complete-May Council Meeting approval
- Replat of Outlot 6 (Addition 1 to River Point District) final draft completed and ready for April Council approval

Construction Highlights

- Phase 3 Bid Awarded to IGE; Construction has commenced with an estimated completion of phase 3 by November, 2024. Concrete Sub likely to be Trierweiler Companies
- Causeway Blvd construction coordination for anticipated Spring start when River Point Drive is completed on or around May 19. Construction will take place west to east.
- MSP project progressing, temporary power installation underway
- Joint utility trench is prepared and is being evaluated by utilities for installation. Issue being resolved on variable bottom accommodating stormwater laterals.
- Lot 10 Letter of Map Revision for floodplain boundary underway.

Other:

- Fielding numerous resident inquiries-content includes map, illustrations and lease and sales contacts
- RyKey submitting new schedule and possible option.
- War Eagle awaiting CLOMR and stormwater determination by City with plans to close on property and commence construction in late June.
- F Street awaiting city's review of development agreement requested amendments
- Roush plans progressing
- 360 option extension presentation at April RDA meeting
- Merge option expiring
- Rotary Club Presentations planned May 6 and October, Optimist, May 15, Chamber Forum, April 12, complete.
- WXOW interview completed at Chamber Forum
- ULI Panel in Newark CT, March 24-30 Completed-information on housing strategies gathered and potential developer networks
- Phase 3 and 4 Reconstruction meeting completed (see attached notes)
- Communicate to developers on issues to be aware of for construction and occupancy including stormwater agreement, water testing, environmental obligations and fire district approvals.

Next General Infrastructure Update Meeting: April 18, 2024

April 18, 2024 Phase 3 Reconstruction Meeting Summary

Plat Addition goes to the Council in April for approval

- Transportation Plat for Marsh Ln. is under review (City)
- City legal to work on conveying outlots to the City
- Developer Update
 - F-Street to start in the Fall of 2024
 - War Eagle to start early summer
 - Rykey (Lot 9) plans near complete; expect to start construction in fall of 2024 or Spring of 2025
 - Marketing of Lots 11 & 12 continues
- Parks update – reviewing options for a potential marina
- Phase 2 construction update
 - Started concrete paving last week
 - Tentative completion date of June 1st
- Phase 3 construction update
 - Joint trench excavation completed, underground work currently, stormwater facilities by July, then all surface work (paving)
- Utilities
 - Reviewing possible gas line conflict at Kraft and Copeland, gas in by April 29, plan for electric install in the next two weeks
- Causeway Blvd.
 - Anticipate June 1st start
 - McLuen parcel – keep sidewalk at approximately the grade of the terrace.
- Parcels at the end west end of Causeway – create a CSM of the “tails” and place them as public right-of-way

Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Coordination with RyKey on potential new option
2. War Eagle TIF development agreement signed and coordination on closing and construction start in June
3. F Street development agreement review underway
4. Supplemental term sheet for transfer/title documentation complete
5. Developer communicate on construction and occupancy requirements
6. Coordination with the 360 Team on their plans for option extension-received and presentation pending April RDA meeting.
7. Coordination with Roush on plan development and possible new options
8. Communications with several new prospective investors

Option Agreement status:

RyKey: April 28-October 28 (6 month) -Extension approved for October 28 to July 28, 2024 (9 months). Executed and new option pending

360: April 27-April 27, 2024 (12 months) Request for 9 month extension

F Street, March 23-December, 23 (9 months) (9 month option extension approved to September, 2024) Anticipated fall '24 start.

MSP, Closed and Under Construction, occupancy by October 2024

Merge, April 23-April 24-Expiring

Red Earth/War Eagle: March 23-December 23 (9 months option approved to September, 2024), Anticipated late June '24 start.

Roush, January to July, 2024, new options pending

Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Outreach to Lots 11 and 12 prospects
- Fielding inquiries from interested investors and future residents
- Preconstruction meetings with contractors and construction managers
- JBG Planning issued notice to developers on obligations for pressure and flow testing for water systems, stormwater agreements, fire district reviews and environmental obligations.
- Coordination with Xcel on joint trench issue and new standards for transformer setbacks (20 feet).

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. Schedule for Xcel Energy Work and coordinate accessibility of gas and electric with developers-close communications with engineers and developers
3. 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.
4. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
5. TIF application review and needs relative to city policy

Opportunities:

6. Continue to market the development opportunities-Outlot 1 assembly, parcels 1 and 8, and parcels 11 and 12 of the first addition to River Point District
7. Costs of parks/recreation improvements should be coordinated with grant application opportunities
8. WEDC's idle sites and community reinvestment grants
9. Inflation Reduction Act Funding and BIL Programs for Clean Water, Transportation (Trails) and Energy Systems
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. AARP partnerships in housing innovation
14. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces

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

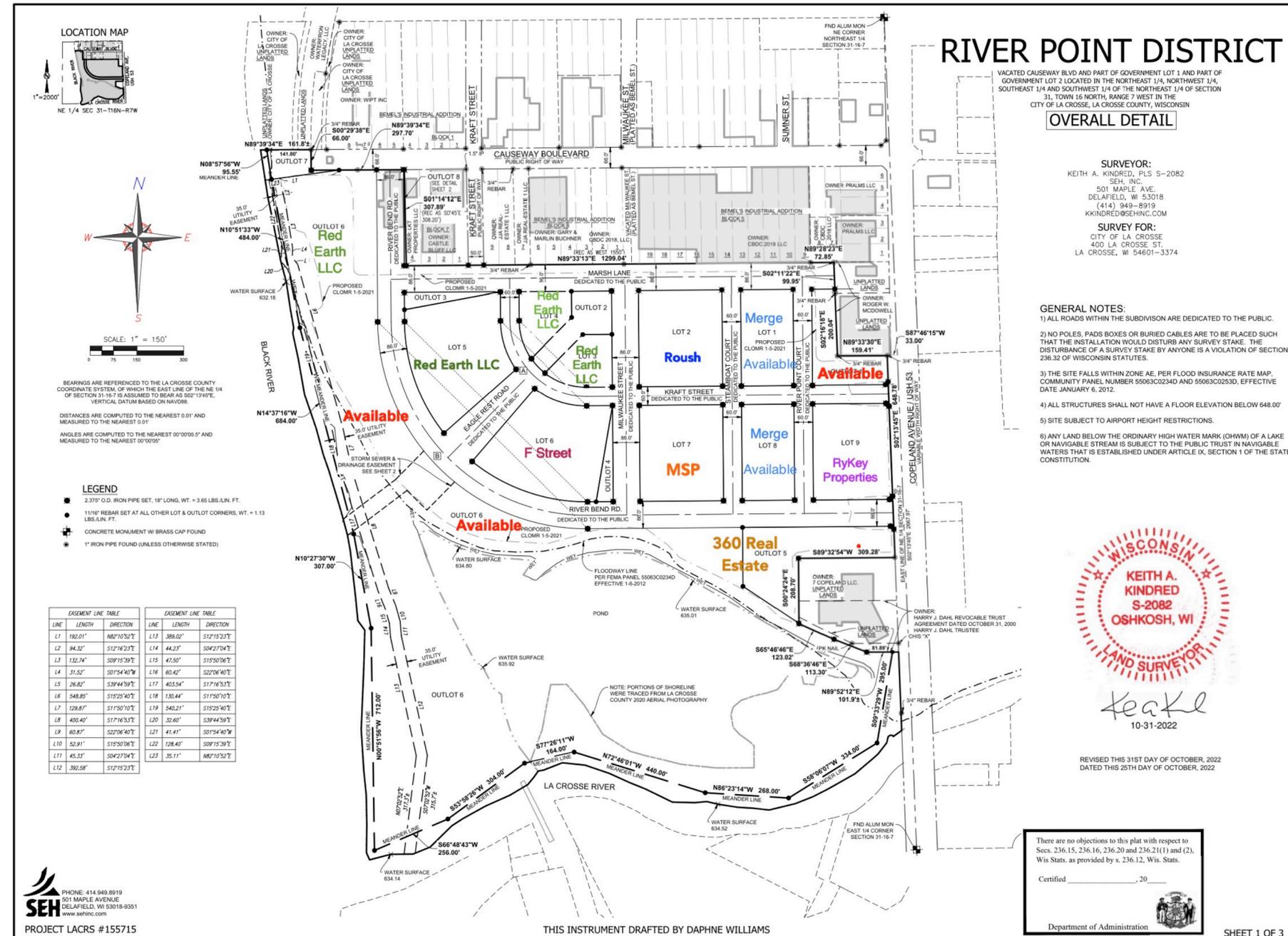
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

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



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, SOUTHWEST 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
KKINDRED@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 55063C0234D AND 55063C0253D, 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 28TH 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__

Department of Administration

SHEET 1 OF 3

Current Option Agreement Schedules:

Option Agreement status:

RyKey: April 28-October 28 (6 month) -Extension approved for October 28 to July 28, 2024 (9 months). Executed.

360: April 27-April 27, 2024 (12 months)-9 Month Extension Requested

F Street, March 23-December, 23 (9 months) (9 month option extension approved to September, 2024)

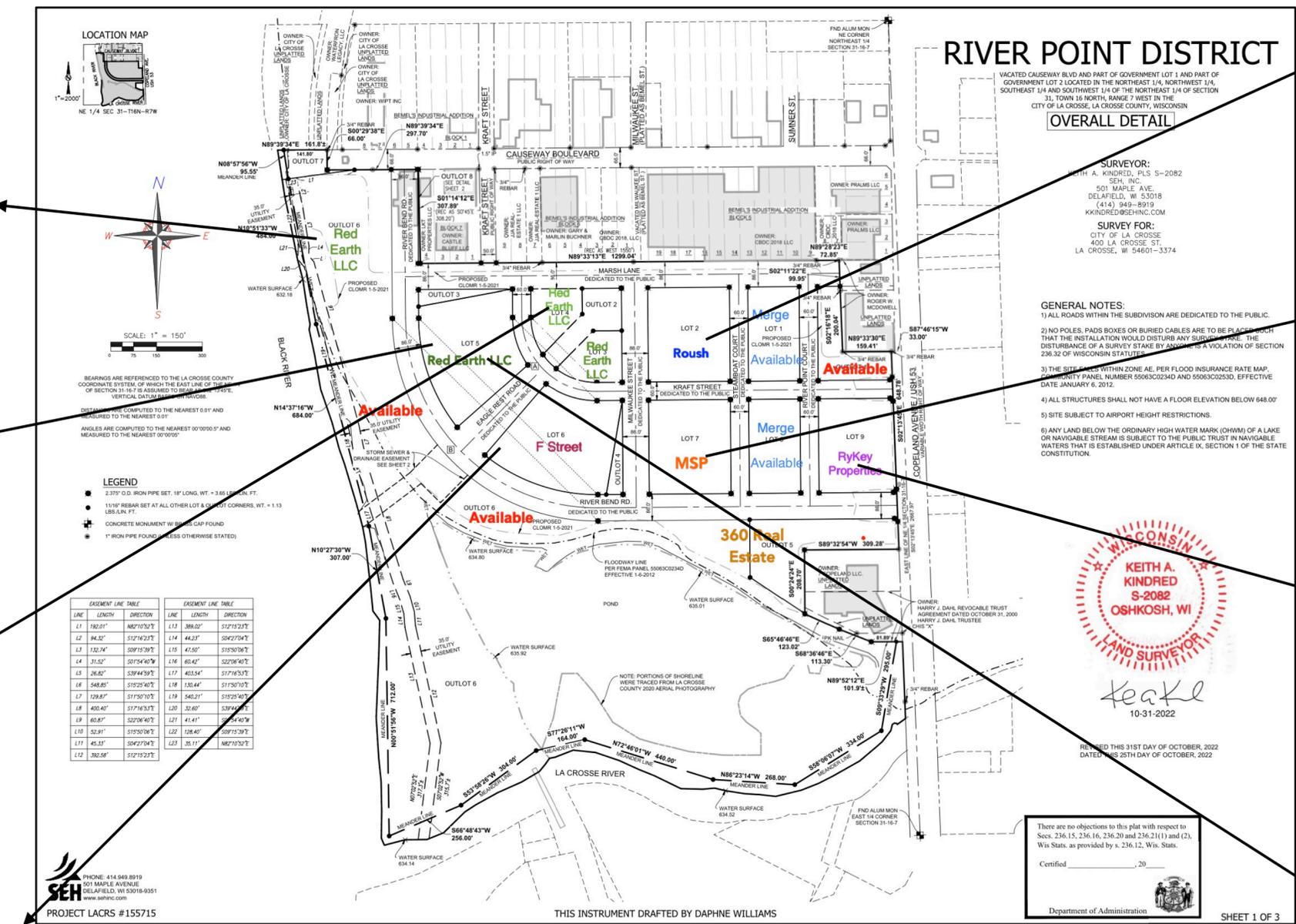
MSP, Closed and Under Construction

Merge, April 23-April 24 (12 months) Expiring

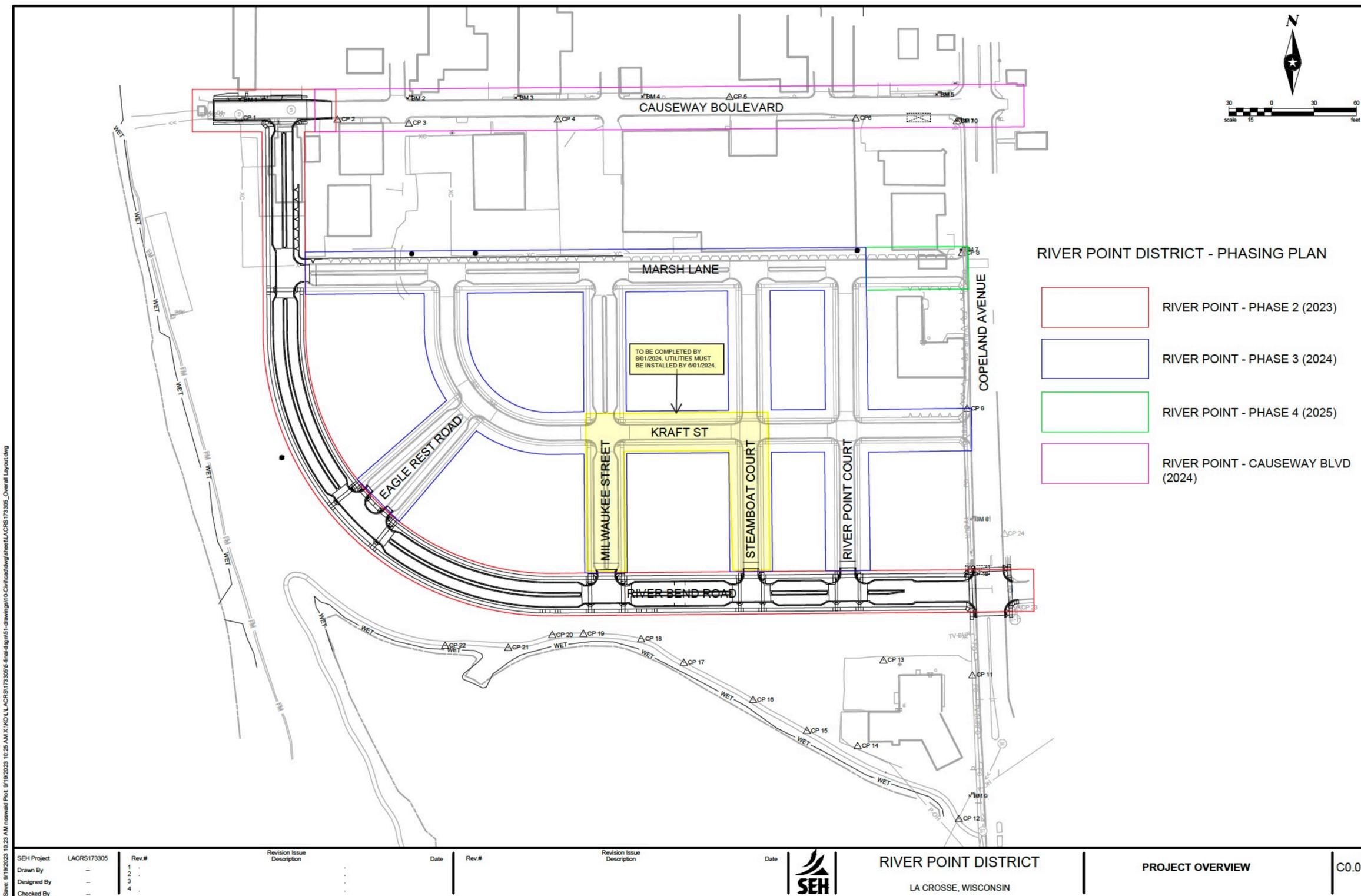
Red Earth/War Eagle: March 23-December 23 (9 months option approved to September, 2024)

Roush: January 18-July 18, 2024 (6 month option)

Investment Character Reference-Current Options



Infrastructure Phasing Map

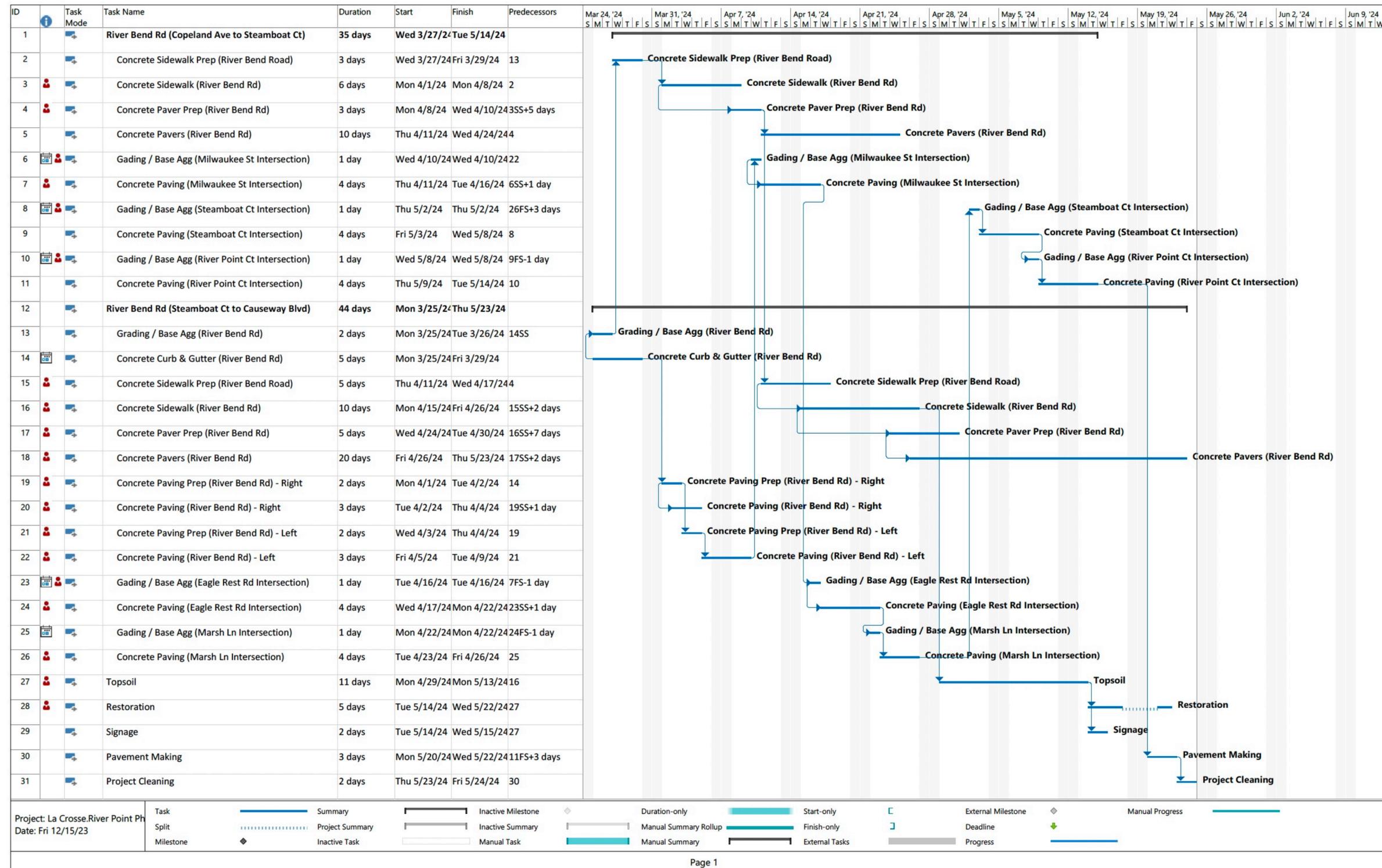


This map depicts the planned infrastructure phasing as of December, 2023, however, these phases are subject to alteration depending on the action of the Redevelopment Authority of the City of La Crosse which may be precipitated by investment activity, funding opportunities or constraints, the contracting 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 with finalization by June 1, 2024.



Infrastructure Phasing-2024 Schedule



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. MSP's anticipated occupancy this fall will be celebrated by a ribbon cutting tentatively scheduled for May 7, 10:30AM
2. IGE's construction of phase 3 has started and is anticipated to be complete by the end of the 2024 construction season (November, 2024)
3. Several new option agreements pending on parcels 8, 11 and 12 and an extension on Parcel 13 by 360 Real Estate.

Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.2 Land Use Diagram

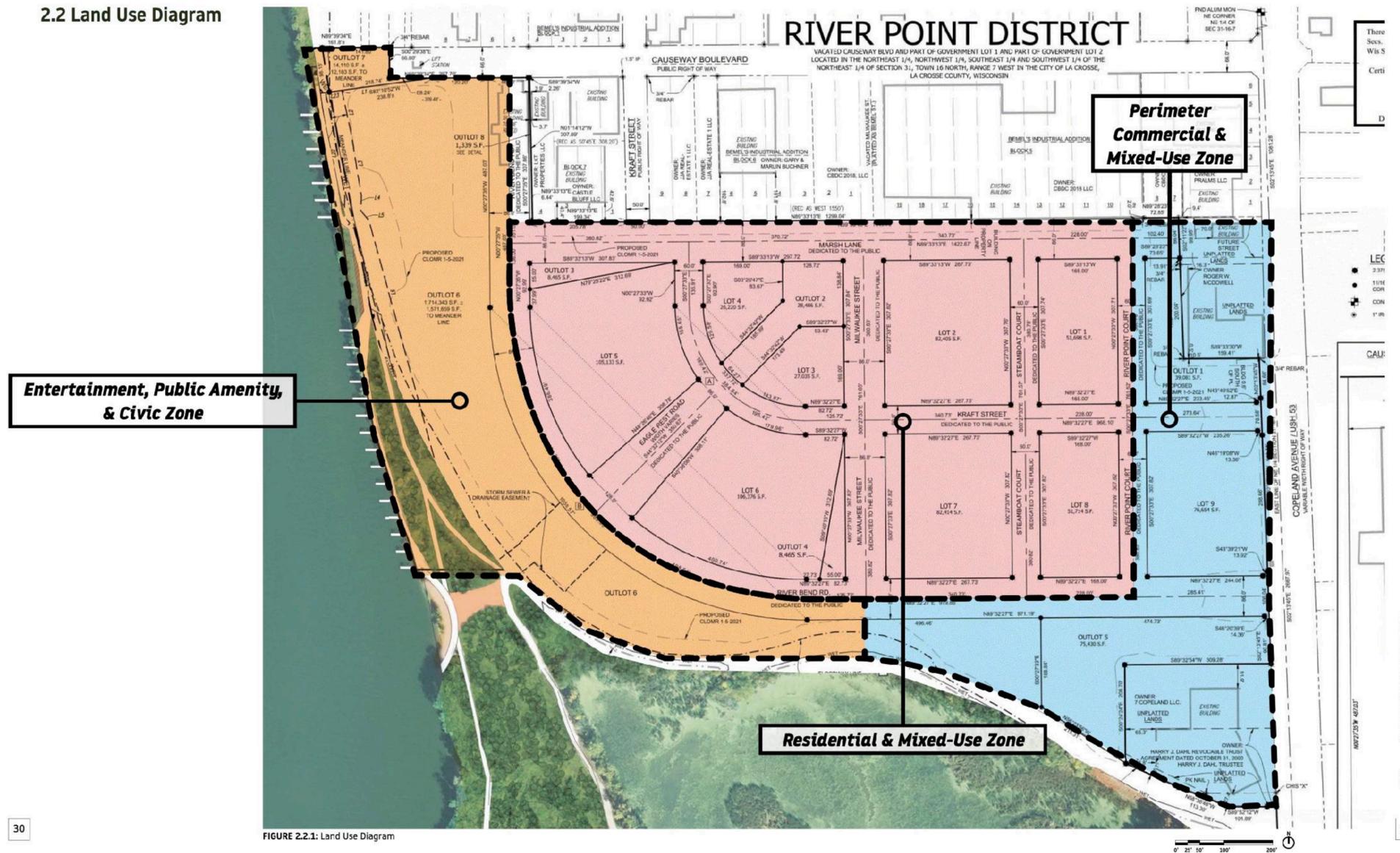


FIGURE 2.2.1: Land Use Diagram



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

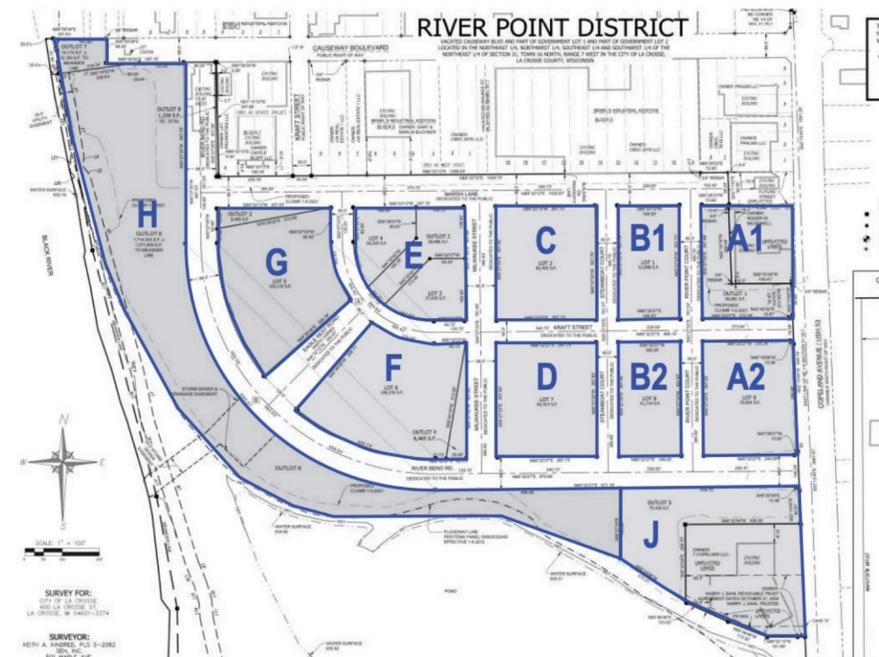
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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

Appendix

PDD Master Plan-Reference Parcel Map

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



