



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final Redevelopment Authority

Thursday, March 23, 2023

4:00 PM

Council Chambers

The meeting is conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):

<https://cityoflacrosse-org.zoom.us/j/86856083204?pwd=SHdPbGJuaFRUdUF6d3puRk4zZVN0QT09>

Zoom Meeting ID: 868 5608 3204; Passcode: RDA23; Dial by your location +1-646-931-3860.

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 February 23rd, and March 3rd meetings.

Agenda Items:

- 1 [23-0354](#) Update on F Street Development.
- 2 [23-0356](#) Consideration and possible action on extension to Planning Option Agreement for F Street Group.
- 3 [23-0357](#) Update on Red Earth Development.
- 4 [23-0358](#) Consideration and possible action on extension to Planning Option Agreement for Red Earth.
Attachments: [Extension of Option to Purchase Agreement March 2023.docx](#)
- 5 [23-0359](#) Update and possible action on previously approved Planning Option Agreement with Jiten Patel.
- 6 [23-0360](#) March 2023- Monthly Report from River Point District Project Manager.
Attachments: [March 2023.pdf](#)
- 7 [23-0361](#) March 2023- Monthly Financial Update.
Attachments: [March 2023 Financials.pdf](#)

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, Andrea Richmond, Edward Przytarski, Gus Fimple, Karen Dunn, Michael Sigman and Julie Henline.



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La Crosse, WI 54601

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Third Extension to the Option to Purchase Agreement

This extension is made to be effective as of March 23, 2023, by and between the Redevelopment Authority of La Crosse (“RDA”) and Red Earth LLC (“DEVELOPER”).

On August 6, 2021, 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 March 23, 2023.
2. The DEVELOPER agrees to pay an additional Ten Thousand Dollars (\$10,000), an amount agreed upon in the initial agreement.

Redevelopment Authority of La Crosse

Adam Hatfield, Chair

Andrea Trane, Secretary

Developer



City of La Crosse, Wisconsin

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Text File

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In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 5



City of La Crosse, Wisconsin

City Hall
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In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 6

Contents

Project Management Update-March, 2023

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

Section 3.

A. Map Panel showing future infrastructure phasing

Section 4.

A. Metrics tracking and project impact per phase/project

Monthly Activity Summary

Public infrastructure

Chippewa Concrete and Gerke Excavating are under contract for phase 1 improvements which are expected to require the 2023 construction season for installation. SEH is coordinating private utility (Xcel) installation as part of this phase of construction (Xcel), for which the cost is expected to be born by the City/RDA. Additionally, the ownership of the public infrastructure by the RDA should be considered for its maintenance and lifecycle costs.

Additional notes from the March SEH Update:

- All site environmental testing for private investment parcels should be coordinated with Torey Leonard at SEH
- The City is still working through requirements by the state to impose a 40 foot setback along Copeland due to the platting protocols
- Current progress on River Bend Dr/First Phase of infrastructure-pile driving taking place for large stormwater facility, dewatering moving along faster than expected, 10-12 piles driven a day, then concrete fill, 2-3 more weeks of pile driving, Lunda will our tank floor, Gerke working on sanitary lines at Causeway.
- Phase 3 and 4 design, May RDA meeting cycle for review.
- Contractors encountered some contaminated soil (50 yards which is about \$100 per yard to dispose of at landfill (petroleum)

Investor/developer activity

Since last RDA Meeting: Meetings with MSP, F Street, Red Earth, and several others who remain confidential.

Option Extensions to be Considered:

- Red Earth (9 Months)
- F Street
- Merge (Pending Meeting March 24)
- Unnamed in negotiations requiring closed session discussion

Planned private investment construction schedule:

MSP: July-August, 2023

F Street: Target: June, 2024

Red Earth: Pending TIF and Land Transfer Consideration

Merge: Update after March 24

[See Smartsheet Tool.](#)

Parking Analysis

JBG has conducted a parking analysis for the site which will be discussed in a staff meeting this week. The analysis shows all planned public and private parking investment, discusses city policies such as transportation demand management and the trade-offs of public private partnerships to facilitate density and investment.

Partnership Activity

JBG Planning LLC has met with several partnering organizations in the last two weeks including the International Gardens representatives, energy interests, City officials, architects and consultants and have several meetings scheduled with additional partners, NLBA, University Student Group, Oktoberfest Representatives and others. JBG Planning has met with the following since the last RDA Meeting: Energy Interests, Chamber Panel at the Main, Several pending developers, Kristen Lueth (City PR), R Gundersen, International Gardens, others wishing to remain confidential.

Financial Highlights

JBG Planning LLC has prepared and is expanding a P-5 Funding Database to assist investors in discovering sources for projects. [See Smartsheet Resource.](#)

Design and PDD reviews

JBG Planning LLC met with City staff and RINKA architects to evaluate the current PDD, adjust for current needs and establish a PDD Final Implementation Plan. Generally, the document is being amended to promote density and mixed use in accordance with the vision of the River Point Master Plan and current market conditions. Specific details such as parking flexibility are also being considered.

Project Challenges and Opportunities

Analysis of challenges and opportunities narrative

Challenges:

1. Review with City Engineering/Public Works the implications of infrastructure ownership by the Redevelopment Authority short and long term
2. Obtain the costs for the private infrastructure installation (Xcel) and plan for these costs-expected in April from Lori Gustafson, Design Eng. at Xcel. Investigate third party funding opportunities (grants) or potential utility participation based on the projected investment and utility user profile.
3. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$100/cy at the La Crosse County Landfill.
4. Update expired or near-expired option agreements with extensions where feasible. A list of current option agreements is available in Smartsheet.
5. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
6. Inflation costs are still substantial, long lead times on pipe material, bid early and anticipate delays

Opportunities:

1. Review the potential for district energy and other forms of energy efficiency and the implications relative to cost, real estate and investor impact to determine if the concept will help the City achieve its affordable housing, climate and other goals.
2. Continue to market the development opportunity with prospective investors
3. Costs of parks/recreation improvements should be coordinated with grant application opportunities (JBG Planning has a pending meeting with City Parks/Jim Flottmeyer).
4. Stormwater system could be a substantial public relations story-climate action related-JBG will Set up interview with SEH team-also follow up with transportation story.

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. JBG also asked SEH to keep him abreast of funding challenges which may require gap funding.

Partnership solutions and strategies

Pending WEDC and MRRPC and others having delegation authority for federal funding in economic development/infrastructure investment in the US to determine if there are emerging or existing funding opportunities. JBG is developing an e-mail list for RDA reports to keep transparent communications open to major stakeholders. New RDA reports will include an "Immediate Release" section to facilitate ongoing project updates with city PIO.

Ongoing investor/developer contacts/communications

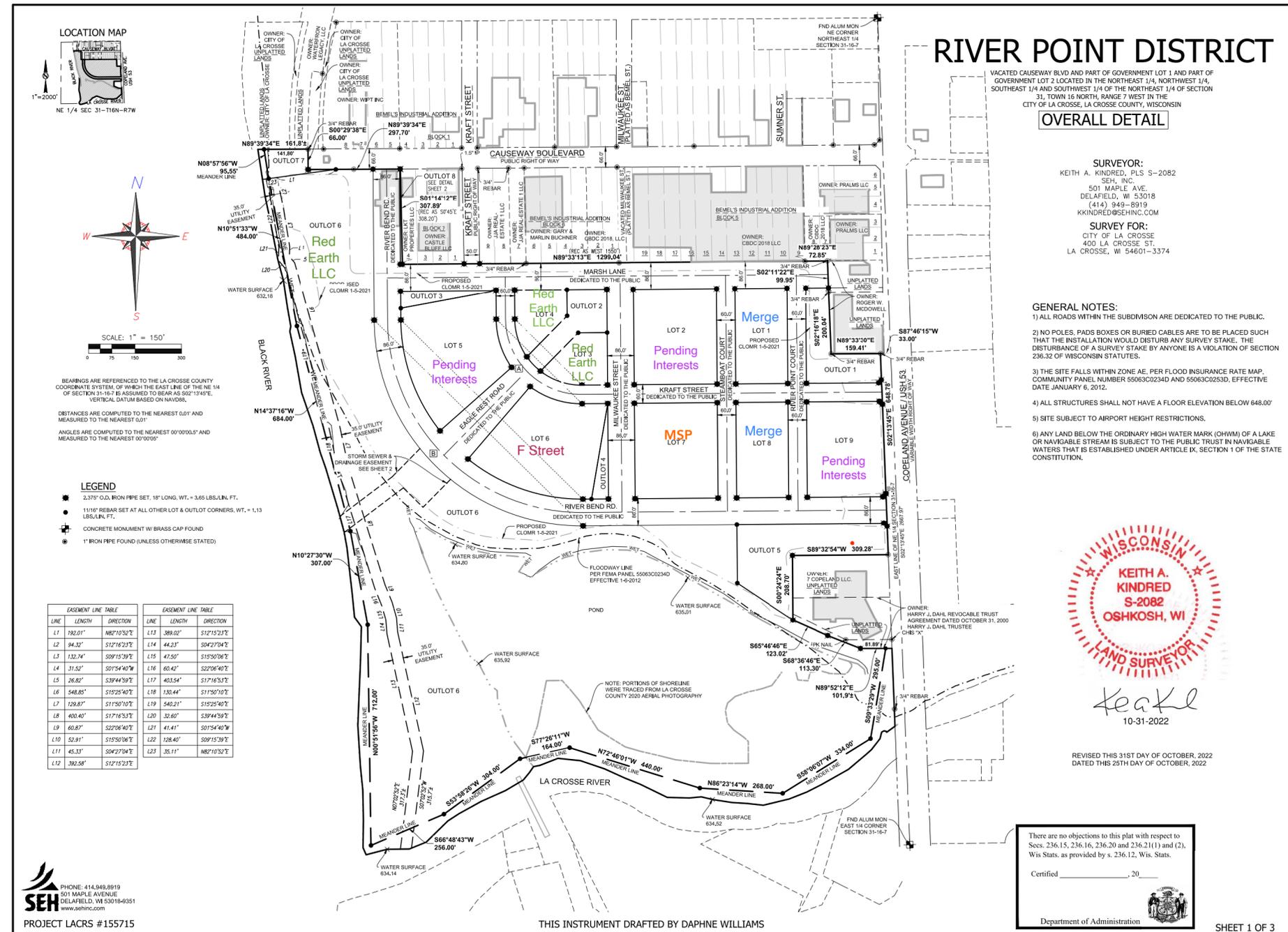
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

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.

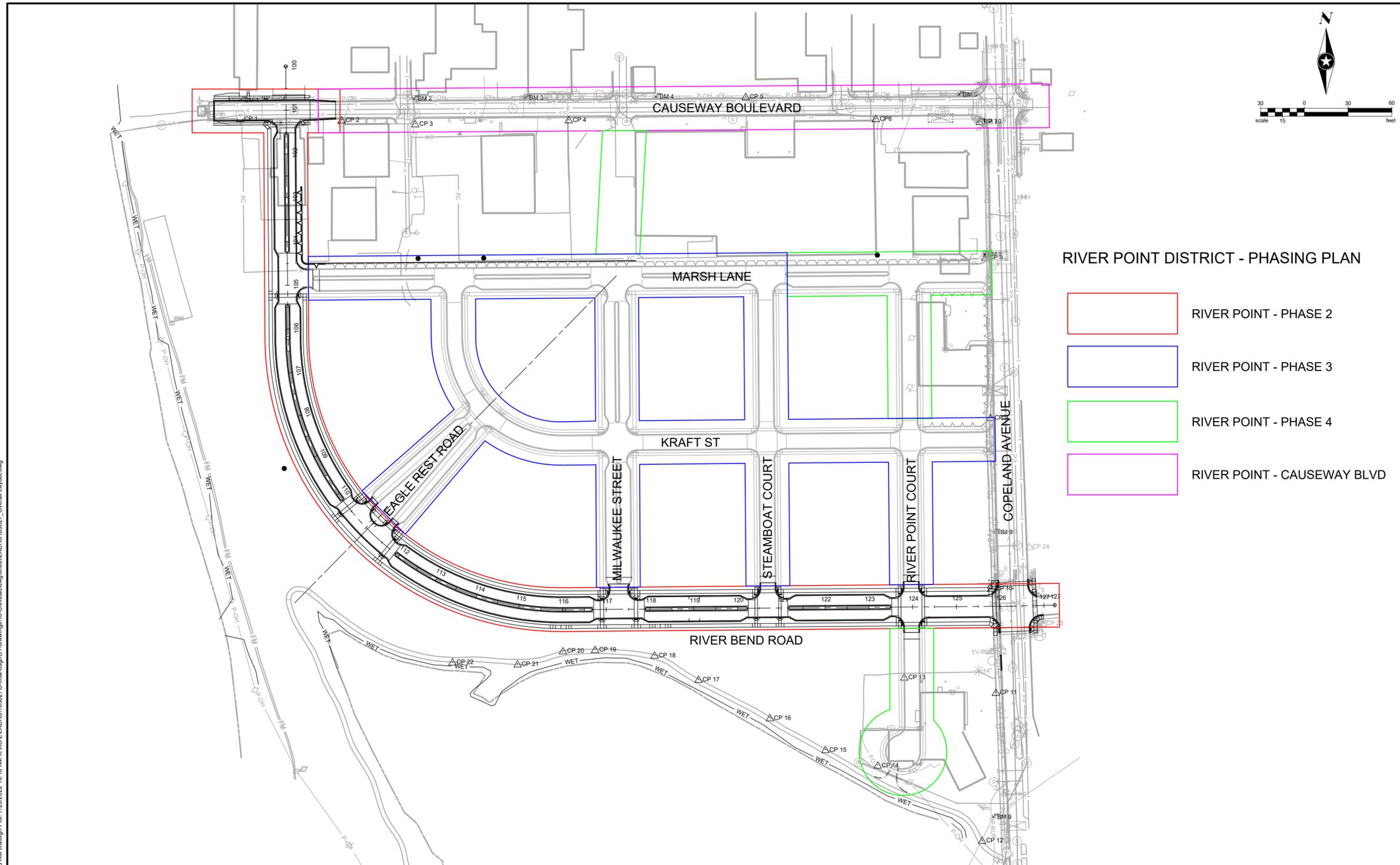
Investment Phases Map

Anticipated Private Investment Based on Current Option Agreements



Note: Some option Agreements require extensions and/or updating. JBG Planning LLC will be meeting with the developers listed and making Arrangements for extensions where applicable.

Infrastructure Phasing Map



RIVER POINT DISTRICT - PHASING PLAN

- RIVER POINT - PHASE 2
- RIVER POINT - PHASE 3
- RIVER POINT - PHASE 4
- RIVER POINT - CAUSEWAY BLVD

This map depicts the planned infrastructure phasing as of February, 2023, however, these phases are subject to alteration depending on the action of the Redevelopment Authority of the City of La Crosse which may be precipitated by investment activity, funding opportunities or constraints, the contracting and construction climate, environmental variables, partnerships and general economic conditions.

Phase 1 (2023 Construction Season) is expected to require the entire 2023 construction season to complete.

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SEH Project	LACRS163627	Rev.#	Revision Issue Description	Date	Rev.#	Revision Issue Description	Date
Drawn By	SFA	1	RELEASED FOR PERMITTING	03.17.2022			
Designed By	CMR	2	RELEASED FOR BIDDING	06.03.2022			
Checked By	DAS	3	RELEASED FOR REBID	07.29.2022			



RIVER POINT DISTRICT
LA CROSSE, WISCONSIN

PROJECT OVERVIEW

C0.02



Project Metrics

Social, Environmental, Economic and Cultural Outcomes by Project

JBG Planning LLC has developed a tool to assist the RDA in its decision making process for both public and private investment within the development. This tool provides guidance on quantifying project impacts using social, environmental, economic and cultural metrics.

[See the Smartsheet tool.](#)

For Immediate Release

1. Private investment schedules-current timeline subject to change:
 1. MSP, late summer, 2023 pending lateral and access availability
 2. F Street, June 2024)
2. City currently installing a cutting edge urban storm sewer system on site (metrics and narrative to be gathered from interview with SEH)
3. City working to automate data gathering for interested future residents at RPD
4. City working to update the Planned Development District document with a more performance based approach rather than regulatory for both land use types and parking.

Appendix

PDD General Land Use Map

Land Use Diagram



FIGURE 2.1.5: Land Use Diagram

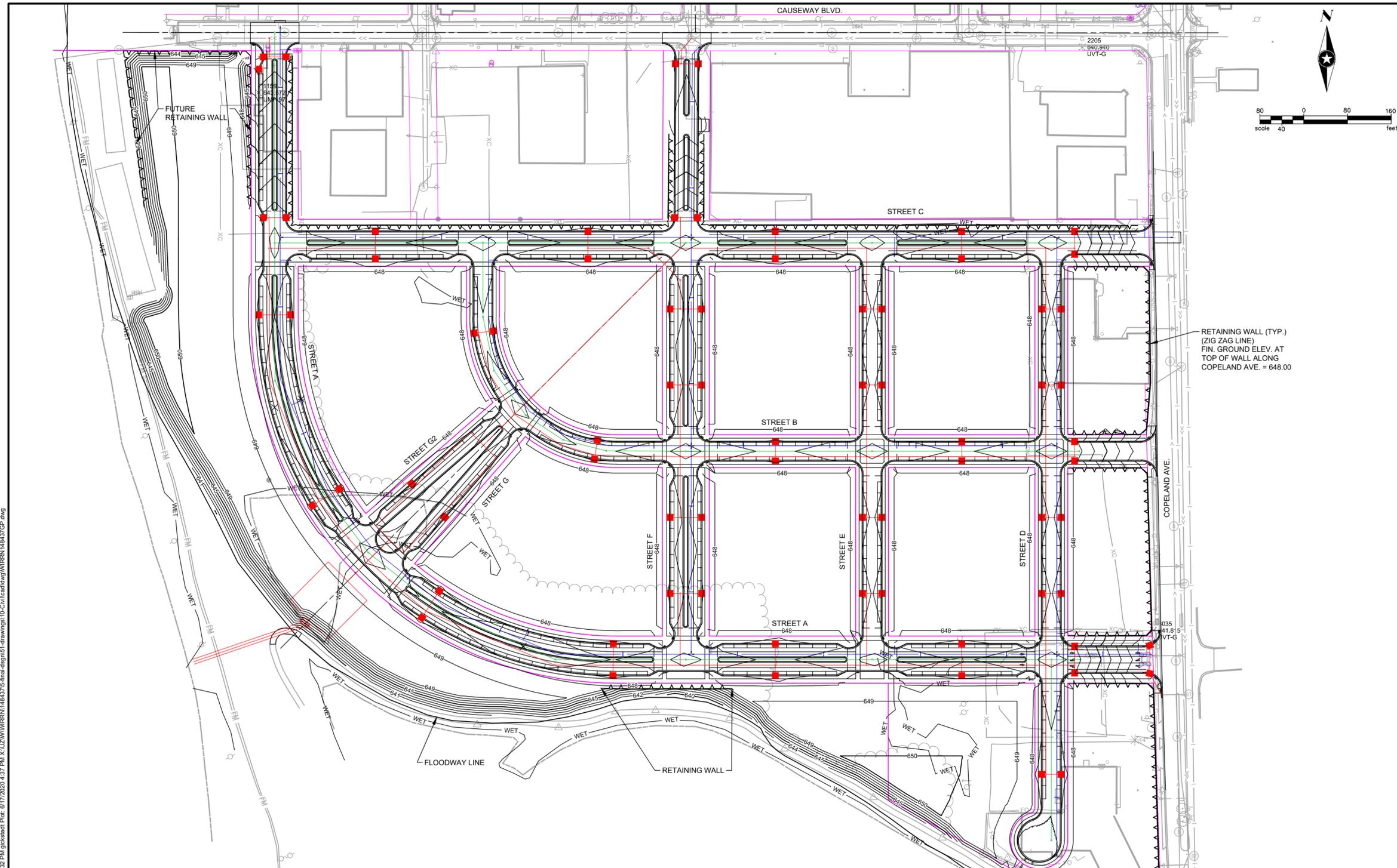
Appendix

PDD Master Plan-Reference Parcel Map

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



Appendix-Planned On-Street Parking Map



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DRAWN BY:	X			
DESIGNER:	X			
CHECKED BY:	X			
DESIGN TEAM	NO.	BY	DATE	REVISIONS

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RIVER POINT DISTRICT
 CITY OF LA CROSSE, WISCONSIN

GRADING PLAN
 FINISHED GROUND

FILE NO. 9
 WRRN 148437
 38





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2023 RDA Projected Cash Flow

City of La Crosse RDA Projected 2023 River Point cash flows	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Cash flows from operating activities												
Operating Cash												
Planning Option Agreement												
Project Management		(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)
Social Media/Website/Marketing	(\$619)											
Other Receipts	\$80,000											
Payments for Goods and Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<i>Net cash from operating activities</i>	\$79,381	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)	(\$9,300)
Cash flows from investing activities												
Purchase of property	(\$500)											
Land Sale			\$250,000									
Loans granted, net												\$50,000
Interest received - loans	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,521	\$0	\$0	\$0	\$300
Interest received - earned	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88	\$88
<i>Net cash used in investing activities</i>	(\$412)	\$88	\$250,088	\$88	\$88	\$88	\$88	\$1,609	\$88	\$88	\$88	\$50,388
Net increase/decrease in cash	\$78,969	(\$9,212)	\$240,788	(\$9,212)	(\$9,212)	(\$9,212)	(\$9,212)	(\$7,691)	(\$9,212)	(\$9,212)	(\$9,212)	\$41,088
Cash at start of the period	\$222,046	\$301,015	\$291,803	\$532,591	\$523,379	\$514,167	\$504,955	\$495,743	\$488,052	\$478,840	\$469,628	\$460,416
Cash at end of the period	\$301,015	\$291,803	\$532,591	\$523,379	\$514,167	\$504,955	\$495,743	\$488,052	\$478,840	\$469,628	\$460,416	\$501,504

2023 RDA Assets

Date of Statement	1/31/2023	%	2/28/2023	%
ASSETS				
Cash - State Bank Checking	\$87,930	0.7%	\$6,500	0.1%
Cash - State Bank MM (Operating, UR)	\$172,029	1.3%	\$254,457	2.0%
Cash - SB MM Restricted Planning Option Agreement Deposits	\$45,209	0.3%	\$45,227	0.3%
Cash - SB MM Restricted Bond 2021 R-1	\$861,826	6.6%	\$806,728	6.2%
Cash - SB MM Restricted Bond 2022 R-1	\$1,541,233	11.8%	\$1,520,772	11.3%
Cash - Res 17-1484 LA Restriced (Riverside North) City Ledger	\$0	0.0%	\$0	0.0%
Total Current Assets	\$2,708,227	20.7%	\$2,633,683	20.3%
Land - Estimated Value	\$10,000,000	76.6%	\$10,000,000	77.0%
Note Receivable - PSB (12/06/2023)	\$25,000	0.2%	\$25,000	0.2%
Note Receivable - Fenigor (12/06/2023)	\$25,000	0.2%	\$25,000	0.2%
Note Receivable - Gorman (02/28/2034)	\$300,000	2.3%	\$300,000	2.3%
Total Assets	\$13,058,227	100.0%	\$12,983,683	100.0%

2023 RDA Liabilities & Net Position

Date of Statement:	1/31/2023	%	2/28/2023	%
LIABILITIES		0.0%		
Contract Commitment - Project Mgr	\$0	0.0%	\$102,300	0.8%
Contract Commitment - SEH	\$432,192	3.3%	\$432,192	3.3%
Contract Commitment - Chippewa	\$10,443,639	80.0%	\$10,443,639	80.4%
Total Current Liabilities	\$10,875,831	83.3%	\$10,978,131	84.6%
Total Liabilities	\$10,875,831	83.3%	\$10,978,131	84.6%
Net investment in capital assets	\$10,000,000	76.6%	\$10,000,000	77.0%
Unrestricted Funds	\$172,029	1.3%	\$172,029	1.3%
Restricted Funds	\$2,448,268	18.7%	\$2,372,726	18.3%
Unassigned Funds	(\$10,437,901)	-79.9%	(\$10,539,203)	-81.2%
Net Position	\$2,182,396	16.7%	\$2,005,552	15.4%
Total Liabilities & Net Position	\$13,058,227	100.0%	\$12,983,683	100.0%