



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Redevelopment Authority

Thursday, October 23, 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 September 25, 2025 Regular Meeting and October 11, 2025 Special Meeting.

Agenda Items:

1. [25-1282](#) Monthly Project Management report for River Point District - October 2025.
Attachments: [October 2025-Reduced.pdf](#)
2. [25-1266](#) Consideration and possible action on Commercial Lease Listing Contract with River Valley Realty, LLC for 63 Kraft St.
Attachments: [Commercial Lease Listing Contract](#)
3. [25-1247](#) Monthly Financial Report - October 2025.
Attachments: [October Financials.pdf](#)

4. [25-1283](#) Update on Planning Option Agreements for lots 1, 2, 11 and 12 with Roush Rentals.
(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: [Roush - Option Release Letter 10-17-25.pdf](#)
5. [25-1133](#) Consideration and possible action on responses to Request for Expressions of Interest for Lot 6.
(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: [River Point District RFEI.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.



City of La Crosse, Wisconsin

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Text File

File Number: 25-1282

Agenda Date: 10/23/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Status Update

Agenda Number: 1.



Tour of the Driftless, October, 2025 and Progress on Lot 8 and Lot 10

River Point District

Project Management Report-October, 2025

JBG Planning LLC

Contents

Project Management Update-October, 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 Panels showing future infrastructure phasing and project schedules and plat

Section 4.

A. Contacts for Residents and Developers

Monthly Construction Activity Summary

- Causeway Construction-Utilities and Paving Underway
- Landscape stabilization and maintenance complete for 2025



Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Coordination with RyKey on RFEI response and lot 8 progress
3. Coordination with 360 Real Estate on 2025-2026 Schedule
3. Coordination with Roush on options
4. Coordination on commercial tenant prospects with developers-boat rental business
5. Coordination on Renter Equity programs and LCF Grant, meetings with housing agencies, ULI outreach-Grant submitted
6. Contact with interested developer teams-MSP, RyKey, Local Investors
7. RFEI coordination with MSP
8. Assistance with land assembly and acquisitions Kraft Street
9. RDA Tour
10. Engaged UW Department and student on health performance metrics and impending study-update this week
11. Investigating the Non State DOA Grant for Parks-Note Health metrics

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 (F Street) Expired and RFEI Issued

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-On Hold

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-Consolidated and extended to January, 2026 with lots 11 and 12.

Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Fielding inquiries from interested investors and future residents-local builder working on missing middle housing
- Field progress photography
- Construction meetings with contractors and construction managers
- Telephone Inquiries from developer/investors and prospective residents
- Ongoing communications with new investor on RFEI land opportunities
- Updating Smartsheet database on construction schedule
- RDA Tour and session
- LCF Grant application submittal
- Chamber CEO communications

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.
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.

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, Renter Equity Grant
11. Potential for renter equity programs and partnerships
12. Ground or building 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.

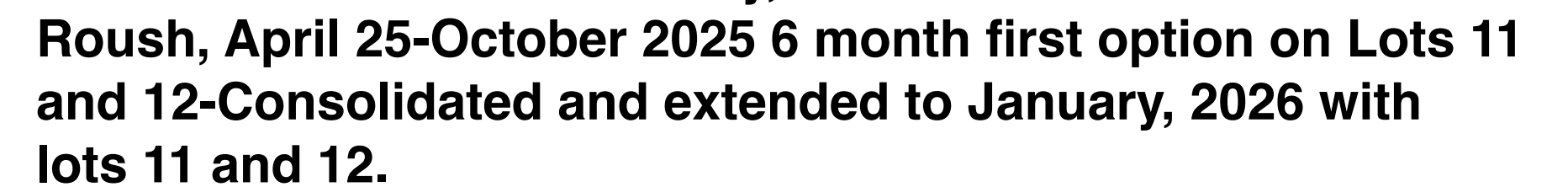
Ongoing investor/developer contacts/communications

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.

Anticipated Private Investment Based on Current Option Agreements



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. 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

1. Progress, October, 2025



RyKey's Loft Lot 8, River Point District, 10-2025



War Eagle, October, 2025

PDD General Land Use Map-Newly Revised

RIVER POINT DISTRICT

RIVER POINT DISTRICT



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

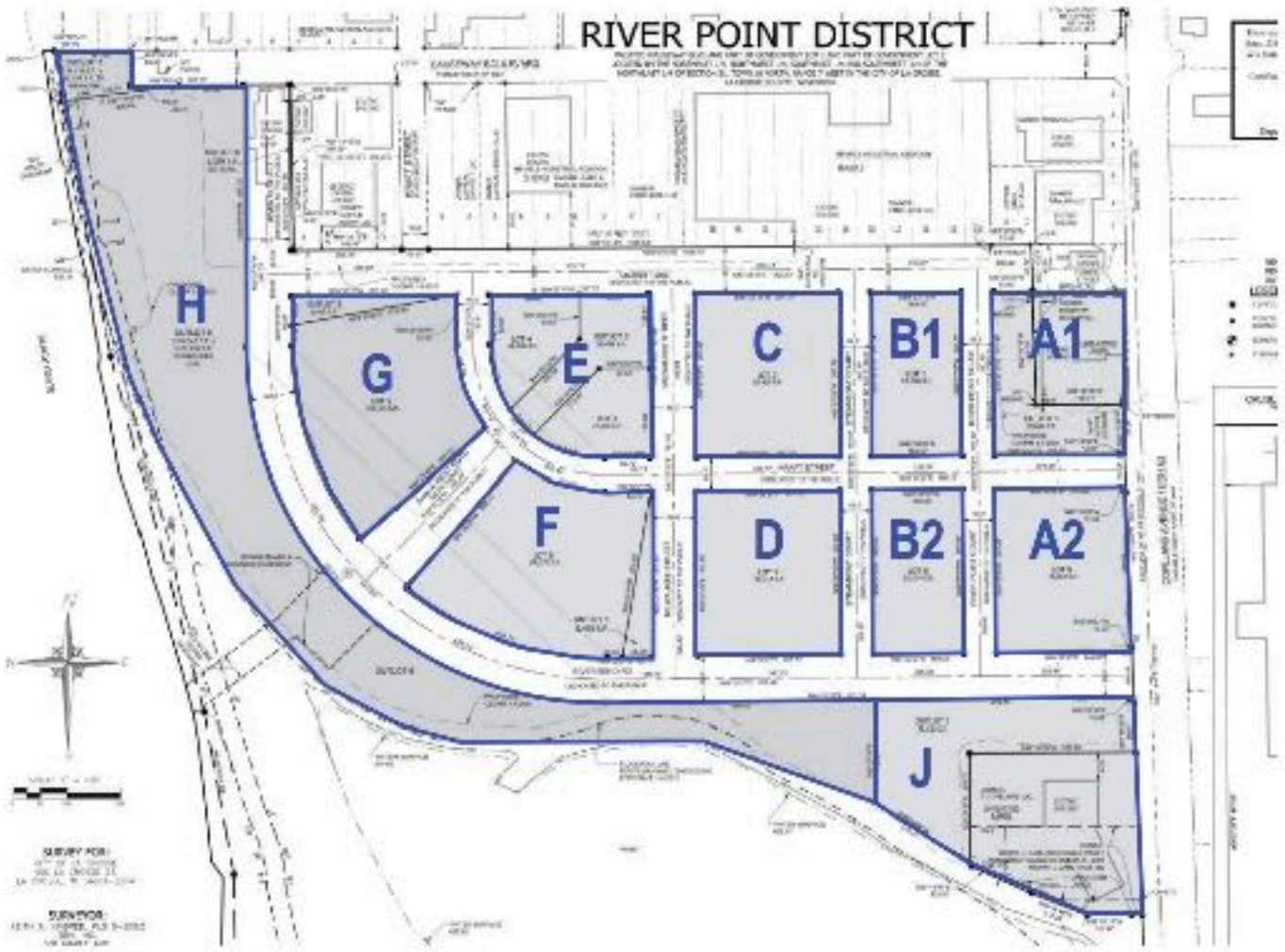
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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

33

32

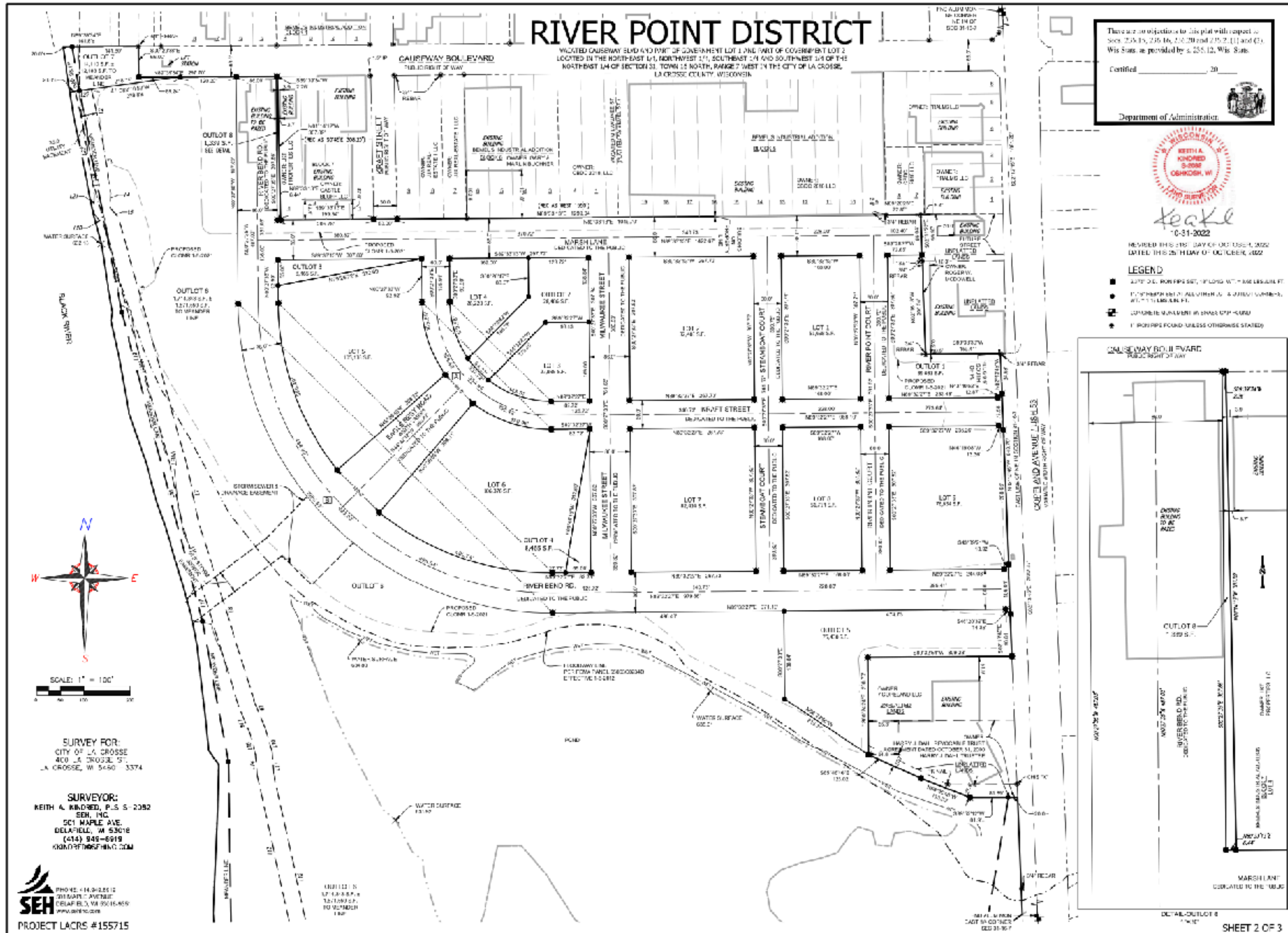
Appendix

PDD Master Plan-Reference Parcel Map

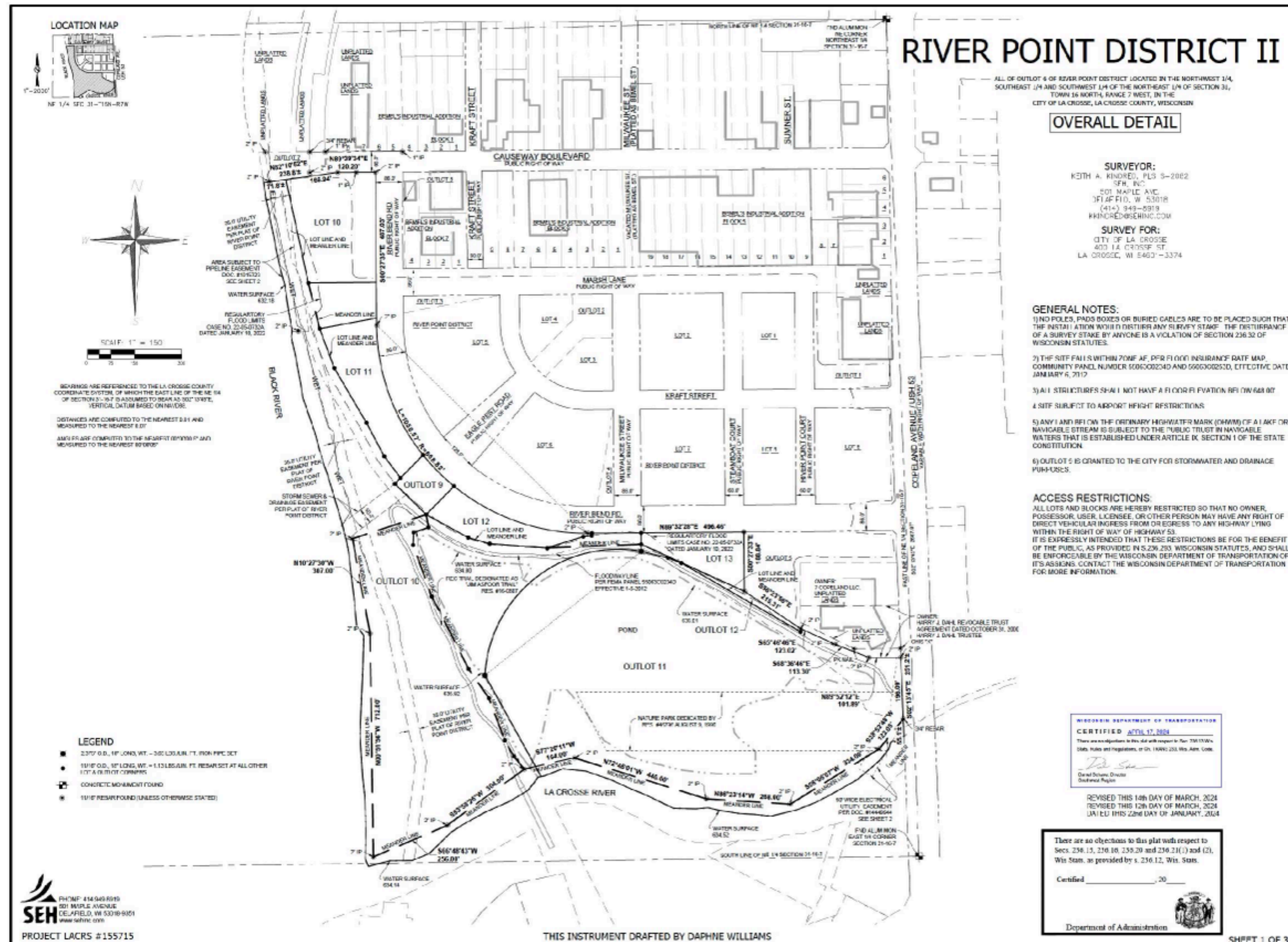
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



Appendix-Plat Lot Size Map



Appendix-River Point District II Plat



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

RFEI-RDA Available Lands

Opportunities-River Point District

The Redevelopment Authority recently created the River Point District's Plat, articulating several parcels in River Point District. These opportunities include lot 6, a land assembly opportunity for outlot 1 and a new parcel opportunity on Marsh Lane on the northern edge of the district. The project offers incredible views to the confluence of The Mississippi River, The Black and La Crosse Rivers and direct access to the City's trails network and adjacency to the future parkway and planned transient boat marina. Riverside Park is steps away too, offering some of the City's great cultural events.

View of Parcels 6, outlot 1 and new opportunities at Marsh Lane



MSP Companies

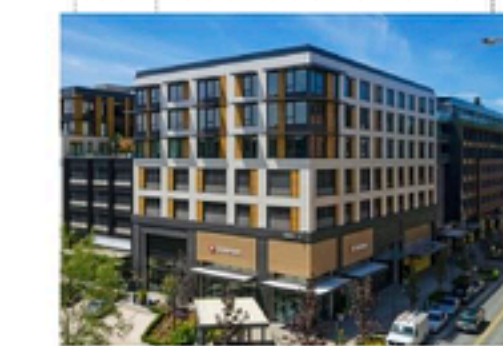
Mr. Brian Woolsey
Vice President of Development MSP Real Estate
7901 W. National Avenue
West Allis, WI 53214

 www.rykeyproperties.com

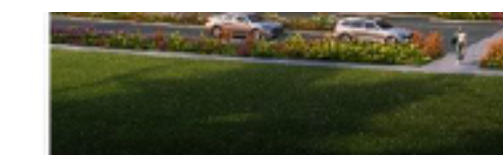
La Crosse, Wisconsin, has long captured our attention. Its lively downtown vibe, combined with a haven for nature enthusiasts, makes it a destination that resonates with everyone. As the city's



The Lot 6 site offers a prime opportunity for a mixed-use podium development, capitalizing on its riverfront location to deliver stunning views:



- **Design Priorities:** The design will optimize riverfront vistas to elevate the resident experience and provide tenants with direct access to the planned marina.
- **Development Components.**
 - A single main building featuring four floors of residential units.
 - Ground-level structured parking.
 - Flexible commercial or community space integrated into the design.
- **Parking Strategy:** Parking provisions will be carefully planned to meet needs while reducing potential impacts on the surrounding area.
- **Project Scope:**
 - Up to 65,000 square feet.
 - 180–200 residential units.
 - Complementary flexible space.
- **Housing Approach:** Incorporation of modern urban condominiums to address rising demand for homeownership in the downtown area.
- **Estimated Value:** The completed project, combining flexspace, rental units, and ownership options, is projected to exceed a fair market value of \$70 million.



Lee Haremza
RyKey Properties





City of La Crosse, Wisconsin

City Hall
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La Crosse, WI 54601

Text File

File Number: 25-1266

Agenda Date: 10/23/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 2.

LISTING CONTRACT TO LEASE COMMERCIAL PROPERTY - EXCLUSIVE RIGHT TO LEASE

1 Owner gives the Firm the exclusive right to rent 63 Kraft St.
2 _____, in the _____ City _____ of _____ La Crosse _____,
3 County of _____ La Crosse _____, Wisconsin ("Premises"), Insert additional description of real estate, if necessary, at lines 279-
4 313, or attach an addendum per lines 314-315.

5 ☒ **PERSONAL PROPERTY INCLUDED IN LIST PRICE:** None

7 ☒ **LISTED RENT:** [CHECK ONE OR MORE ACCEPTABLE RENT OPTIONS]

8 ☒ \$ 7,000.00 _____, monthly ~~(Net)~~ (Gross) STRIKE ONE ("Net" if neither is stricken) rent.

9 ☐ \$ _____, annual (Net) (Gross) STRIKE ONE ("Net" if neither is stricken) rent, per square foot of (usable) (rentable) STRIKE ONE
10 ("rentable" if neither is stricken) interior area, payable monthly.

11 ☒ **MINIMUM LEASE TERM:** 36 months. Specify lease commencement date(s), if applicable, at lines 12-14.

12 ☒ **ADDITIONAL LEASE PROVISIONS** Snow removal is the responsibility of the tenant.

15 ☐ **ATTACHED LEASE TERMS** See terms of attached lease, which is incorporated by reference as if fully set forth.

16 ☒ **ADDITIONAL TERMS AND CONDITIONS** Minimum of a thirty (36) month lease term. Final lease terms to be
17 negotiated if necessary and are at the discretion of the Owner.

19 **NOTE:** Address issues such as property usage and exclude rented fixtures and tenant's trade fixtures currently on site, as applicable. If additional space
20 is required see lines 279-313 or attach an addendum per lines 314-315.

21 ☒ **COMMISSION** Owner and the Firm agree the Firm's commission shall be 6% of the initial lease term

22 _____ (indicate how commission will be calculated).

23 Owner shall pay the Firm's commission, which shall be earned if, during the term of this Listing:

- 24 1) A lease of all or part of the Premises is entered into by Owner with a tenant;
25 2) A tenant is secured for all or any part of the Premises by the Firm, the Owner or any other person for the rent and substantially upon the terms and conditions
26 set forth in this listing, or
27 3) A tenant under 1) or 2) above enters into a renewal, extension or amendment of a lease of all or part of the Premises with Owner or enters into a new lease or
28 leases additional square footage of the Premises.

29 All commissions are payable as follows: Commission due within ten (10) days of executed lease agreement.

32 ☒ **COMPENSATION TO OTHERS** The Firm has disclosed and Owner approves offers of compensation to cooperating firms working with tenants such as subagents
33 and tenant's firms: 2% of the Listing Firms Commission (see Line 21)

34 (Exceptions if any): None

35 **There is no standard market commission rate. Commissions and types of service may vary by firm. Commissions are not set by law and are fully**
36 **negotiable.**

37 ☒ **DELIVERY OF DOCUMENTS AND WRITTEN NOTICES** Unless otherwise stated in this Listing, delivery of documents and written notices to a Party shall be
38 effective only when accomplished by one of the methods specified at lines 39-54.

39 (1) **Personal Delivery:** giving the document or written notice personally to the Party, or the Party's recipient for delivery if named at lines 40 or 41.

40 Owner's recipient for delivery (if any): _____

41 Firm's recipient for delivery (if any): _____

42 ☐ (2) **Fax:** fax transmission of the document or written notice to the following telephone number:

43 Owner: _____ Firm: _____

44 ☐ (3) **Commercial Delivery:** depositing the document or written notice fees prepaid or charged to an account with a commercial delivery service, addressed
45 either to the Party, or to the Party's recipient for delivery if named at lines 40 or 41, for delivery to the Party's delivery address at lines 48 or 49.

46 ☐ (4) **U.S. Mail:** depositing the document or written notice postage prepaid in the U.S. Mail, addressed either to the Party, or to the Party's recipient for delivery
47 if named at lines 40 or 41, for delivery to the Party's delivery address at lines 48 or 49.

48 Delivery address for Owner: _____

49 Delivery address for Firm: _____

50 ☒ (5) **Email:** electronically transmitting the document or written notice to the Party's email address, if given below at line 53 or 54. If this is a consumer transaction
51 where the property being rented or the rental proceeds are used primarily for personal, family or household purposes, each consumer providing an email address
52 below has first consented electronically to the use of electronic documents, email delivery and electronic signatures in the transaction, as required by federal law.

53 Email address for Owner: tranea@cityoflacrosse.org

54 Email address for Firm: damon@cbrivervalley.com

55 ☒ **TERMINATION FEE** If this Listing is terminated because of a sale, exchange, option or other transfer of legal or equitable title to the Premises, Owner agrees to
56 pay the Firm a termination fee in the amount of: \$ _____ or _____ % of the sale price (or the fair
57 market value of the Premises in the case of an exchange), whichever is greater. The termination fee shall be due at the time of closing and shall be reduced by any
58 commissions payable to the Firm in connection with the transaction. A sale of part of the Premises does not terminate this Listing as to the remainder of the Premises.
59 This Listing shall not terminate because of the lease of all or part of the Premises.

60 **LIEN NOTICE:** The Firm has the authority under Wis. Stat. § 779.32 to file a lien for commissions or compensation earned but not paid when due against
61 the commercial real estate, or the interest in the commercial real estate, if any, that is the subject of this Listing. "Commercial real estate" includes all
62 real estate except (a) real property containing 8 or fewer dwelling units, (b) real property that is zoned for residential purposes and that does not contain
63 any buildings or structures, and (c) real property that is zoned for agricultural purposes.

OWNER'S COOPERATION Owner agrees to cooperate fully with the Firm and its agents in all respects regarding the leasing (or other transfer of the Premises) and the performance of the Firm's duties under this Listing, to allow the Firm to show the Premises at reasonable times and upon reasonable notice, to allow the Firm to advertise including placing a "For Lease" sign upon the Premises and advertise incentives, repairs, build-outs, credits, etc. offered by Owner in additional provisions at lines 279-313 in an addendum attached per lines 314-315.

OWNER'S DISCLOSURE REPORT Wis. Admin. Code Ch. REEB 24 requires listing firms to make inquiries of the Owner on the structure, mechanical systems and other relevant aspects of the property and to request that the Owner provide a written response to the firm's inquiry. Owner agrees to provide the Firm with written disclosure of all defects known to Seller with regards to the Premises and to complete any and all other disclosure report(s) provided by the Firm, as may be applicable or required by law. Owner agrees to promptly amend the report(s) to include any defects (as defined in the report(s)) which Owner learns of after completion of the report(s), but before acceptance of a tenant's lease. Owner authorizes the Firm to distribute the report(s) to all interested parties and their agents inquiring about the Premises and acknowledges the Firm and its agents has a duty to disclose all Material Adverse Facts, as required by law.

OWNER REPRESENTATIONS REGARDING DEFECTS Owner represents to Firm that as of the date of this Listing, if an owner's disclosure report or other form of written response to the Firm's inquiry regarding the condition of the Premises has been completed by the Owner, the Owner has no notice or knowledge of any defects affecting the Premises other than those noted on Owner's disclosure report(s) or written response(s).

WARNING: IF OWNER REPRESENTATIONS AT LINES 162-180 AND ELSEWHERE ARE NOT CORRECT, OWNER MAY BE LIABLE FOR DAMAGES AND COSTS.

OWNER'S OBLIGATIONS During the term of this Listing, Owner agrees to provide to the Firm:

- (1) Copies of all code violation orders and notices, information and reports regarding environmental concerns on the Premises, and all other records and documents relating to conditions affecting the Premises;
- (2) Any Owner-approved leases, addenda, rules and regulations and related forms and materials required in connection with the renting of the Premises; and
- (3) All data, records, documents, rules and regulations, and other materials required in connection with the renting of the Premises.

DISCLOSURE TO CLIENTS

Under Wisconsin law, a brokerage firm (hereinafter firm) and its brokers and salespersons (hereinafter agents) owe certain duties to all parties to a transaction:

- (a) The duty to provide brokerage services to you fairly and honestly.
- (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
- (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law. (See lines 218-220.)
- (e) The duty to protect your confidentiality. Unless the law requires it, the firm and its agents will not disclose your confidential information or the confidential information of other parties. (See lines 139-154.)
- (f) The duty to safeguard trust funds and other property the firm or its agents holds.
- (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

BECAUSE YOU HAVE ENTERED INTO AN AGENCY AGREEMENT WITH A FIRM, YOU ARE THE FIRM'S CLIENT. A FIRM OWES ADDITIONAL DUTIES TO YOU AS A CLIENT OF THE FIRM:

- (a) The firm or one of its agents will provide, at your request, information and advice on real estate matters that affect your transaction, unless you release the firm from this duty.
- (b) The firm or one of its agents must provide you with all material facts affecting the transaction, not just Adverse Facts.
- (c) The firm and its agents will fulfill the firm's obligations under the agency agreement and fulfill your lawful requests that are within the scope of the agency agreement.
- (d) The firm and its agents will negotiate for you, unless you release them from this duty.
- (e) The firm and its agents will not place their interests ahead of your interests. The firm and its agents will not, unless required by law, give information or advice to other parties who are not the firm's clients, if giving the information or advice is contrary to your interests.

If you become involved in a transaction in which another party is also the firm's client (a "multiple representation relationship"), different duties may apply.

MULTIPLE REPRESENTATION RELATIONSHIPS AND DESIGNATED AGENCY

- A multiple representation relationship exists if a firm has an agency agreement with more than one client who is a party in the same transaction. If you and the firm's other clients in the transaction consent, the firm may provide services through designated agency, which is one type of multiple representation relationship.
- Designated agency means that different agents with the firm will negotiate on behalf of you and the other client or clients in the transaction, and the firm's duties to you as a client will remain the same. Each agent will provide information, opinions, and advice to the client for whom the agent is negotiating, to assist the client in the negotiations. Each client will be able to receive information, opinions, and advice that will assist the client, even if the information, opinions, or advice gives the client advantages in the negotiations over the firm's other clients. An agent will not reveal any of your confidential information to another party unless required to do so by law.
- If a designated agency relationship is not authorized by you or other clients in the transaction you may still authorize or reject a different type of multiple representation relationship in which the firm may provide brokerage services to more than one client in a transaction but neither the firm nor any of its agents may assist any client with information, opinions, and advice which may favor the interests of one client over any other client. Under this neutral approach, the same agent may represent more than one client in a transaction.
- If you do not consent to a multiple representation relationship the firm will not be allowed to provide brokerage services to more than one client in the transaction.

CHECK ONLY ONE OF THE THREE BELOW:

- ☒ The same firm may represent me and the other party as long as the same agent is not representing us both. (multiple representation relationship with designated agency)
- ☐ The same firm may represent me and the other party, but the firm must remain neutral regardless if one or more different agents are involved. (multiple representation relationship without designated agency)
- ☐ The same firm cannot represent both me and the other party in the same transaction. (I reject multiple representation relationships)

NOTE: All clients who are parties to this agency agreement consent to the selection checked above. You may modify this selection by written notice to the firm at any time. Your firm is required to disclose to you in your agency agreement the commission or fees that you may owe to your firm. If you have any questions about the commission or fees that you may owe based upon the type of agency relationship you select with your firm, you should ask your firm before signing the agency agreement.

SUBAGENCY

Your firm may, with your authorization in the agency agreement, engage other firms (subagent firms) to assist your firm by providing brokerage services for your benefit. A subagent firm and the agents associated with the subagent firm will not put their own interests ahead of your interests. A subagent firm will not, unless required by law, provide advice or opinions to other parties if doing so is contrary to your interests.

PLEASE REVIEW THIS INFORMATION CAREFULLY. An agent can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector.

This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain language summary of a firm's duties to you under section 452.133 (2) of the Wisconsin statutes.

■ **CONFIDENTIALITY NOTICE TO CLIENTS:** The Firm and its agents will keep confidential any information given to the Firm or its agents in confidence, or any information obtained by the Firm and its agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you.

The following information is required to be disclosed by law:

1) Material Adverse Facts, as defined in section 452.01(5g) of the Wisconsin statutes (see lines 218-220).

2) Any facts known by the Firm and its agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its agents are aware of what specific information you consider confidential, you may list that information below (see lines 149-151). At a later time, you may also provide the Firm with other information you consider to be confidential.

CONFIDENTIAL INFORMATION: _____

NON-CONFIDENTIAL INFORMATION (The following may be disclosed by the Firm and its agents): _____

COOPERATION, ACCESS TO RENTAL UNIT(S) OR PROPOSAL PRESENTATION

The parties agree that the Firm and its agents will work and cooperate with other firms and agents in marketing the Rental Unit(s), including firms acting as subagents (other firms engaged by the Firm - see lines 131-134) and firms representing tenants. Cooperation includes providing access to the Rental Unit(s) for showing purposes and presenting Rental Agreement proposals from these firms to Owner. Note any firms with whom the Firm shall not cooperate, any firms or agents or tenants who shall not be allowed to attend showings, and the specific terms of proposed Rental Agreements which should not be submitted to Owner: _____

CAUTION: Limiting the Firm's cooperation with other firms may reduce the marketability of the Rental Unit(s).

OWNER'S WARRANTIES, COVENANTS AND REPRESENTATIONS Owner represents any materials and information given to the Firm by Owner are true and complete and the lease and other forms provided to the Firm by Owner comply with all applicable laws. Owner agrees to hold the Firm and its agents harmless from loss by reason of the Firm's use of these materials, forms and information pursuant to the terms of this Listing, including the payment of reasonable attorney's fees in the event of any suit against the Firm arising out of the use of these materials, forms and information.

Owner warrants and represents to the Firm that:

- (1) Owner has no notice or knowledge of any conditions affecting the Premises unless indicated at lines 279-313 or in an addendum attached per lines 314-315, or disclosed in the documentation Owner has provided to the Firm and its agents.
- (2) Owner has no notice or knowledge of other conditions or occurrences that would significantly reduce the value of the rental interest to a reasonable person with knowledge of the nature and scope of the condition or occurrence.
- (3) Owner has made no rent concessions or other agreements affecting the Premises other than those disclosed in writing to the Firm prior to execution of this Listing.
- (4) Owner has authority to lease the Premises. If the Owner is an entity, Owner agrees, within ten days of (Firm's request) (execution of this Listing) **STRIKE ONE** ("execution of this Listing" if neither stricken), to provide Firm with a copy of documents evidencing that the lease of the Premises has been properly authorized. If Owner is a tenant subleasing the Premises, Owner represents that Owner has authority to enter into this Listing and to sublease the Premises. Owner agrees, within ten days of the Firm's request, to provide the Firm with a copy of documents evidencing that the sublease of the Property has been properly authorized.
- (5) Owner agrees to make the following repairs and build-outs to the Premises: any repairs or build-outs are to be at the sole discretion of the Owner.

STRIKE AND COMPLETE AS APPLICABLE

Exceptions to representations stated in lines 167-180: _____

Owner agrees to promptly inform the Firm, in writing, of any information that would modify the above representations during the term of this Listing.

WARNING: If Owner representations are incorrect or incomplete, Owner may be liable for damages and costs.

DISPUTE RESOLUTION The Parties understand that if there is a dispute about this Listing or an alleged breach, and the Parties cannot resolve the dispute by mutual agreement, the Parties may consider alternative dispute resolution instead of judicial resolution in court. Alternative dispute resolution may include mediation and binding arbitration. Should the Parties desire to submit any potential dispute to alternative dispute resolution, it is recommended that the Parties add such in Additional Provisions or in an Addendum.

NOTE: Wis. Stat. § 452.142 places a time limit on the commencement of legal actions arising out of this Listing.

NON-DISCRIMINATION Owner and the Firm and its agents agree they will not discriminate against any prospective buyer or tenant on account of race, color, sex, sexual orientation as defined in Wis. Stat. § 111.32(13m), disability, religion, national origin, marital status, lawful source of income, age, ancestry, familial status, status as a victim of domestic abuse, sexual assault, or stalking, or in any other unlawful manner.

NOTICE ABOUT SEX OFFENDER REGISTRY You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at (608) 240-5830.

195 **MISCELLANEOUS PROVISIONS** The warranties, representations and covenants made in this Listing survive the execution of this Listing and the lease. This
 196 Listing, including any amendments to it, contains the entire agreement of the Parties to this Listing. All prior negotiations and discussions have been merged into this
 197 Listing. This agreement binds and inures to the benefit of the Parties to this Listing and their successors in interest.

198 **SHOWING RESPONSIBILITIES** Owner is aware that there is a potential risk of injury, damage and/or theft involving persons attending a showing of the Premises.
 199 Owner accepts responsibility for preparing the Premises to minimize the likelihood of injury, damage and/or loss of personal property. Owner agrees to hold the Firm
 200 and its agents harmless for any losses or liability resulting from personal injury, property damage or theft occurring during showings other than those caused by the
 201 Firm's negligence or intentional wrongdoing of the Firm and its agents. Owner acknowledges showings may be conducted by licensees other than the Firm, that
 202 appraisers and inspectors may conduct appraisals and inspections without being accompanied by the agents of the Firm or other licensees, and potential tenants or
 203 licensees may be present at all inspections and testing and may photograph or videotape the Premises unless otherwise provided for in additional provisions at lines
 204 279-313 or in an addendum attached per lines 314-315.

205 **DEFINITIONS**

206 ■ **ADVERSE FACT:** An "adverse fact" means any of the following:

207 (a) A condition or occurrence that is generally recognized by a competent licensee as doing any of the following:

- 208 1) Significantly and adversely affecting the value of the Premises;
- 209 2) Significantly reducing the structural integrity of improvements to real estate; or
- 210 3) Presenting a significant health risk to occupants of the Premises.

211 (b) Information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made
 212 concerning the transaction.

213 ■ **DEADLINES - DAYS:** Deadlines expressed as a number of "days" from an event are calculated by excluding the day the event occurred and by counting
 214 subsequent calendar days.

215 ■ **FIRM:** "Firm" means a licensed sole proprietor broker or a licensed broker business entity.

216 ■ **GROSS RENT:** "Gross Rent" lease means the tenant will pay the designated rent plus any amounts agreed upon to compensate Owner for tenant improvement
 217 costs. Owner shall pay all taxes, utilities, insurance and other operating expenses.

218 ■ **MATERIAL ADVERSE FACT:** "Material Adverse Fact" means an adverse fact that a party indicates is of such significance, or that is generally recognized by a
 219 competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement
 220 concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement.

221 ■ **NET RENT:** "Net Rent" lease means the tenant will pay the designated rent plus all taxes, utilities, insurance, any amounts agreed upon to compensate Owner for
 222 tenant improvement costs and all other operating expenses.

223 ■ **OWNER:** "Owner," means the party who, by executing this Listing, authorizes Firm to secure tenants and to negotiate leases. "Owner" includes a person(s) who
 224 has a tenancy interest who is/are seeking to sublease the Premises.

225 ■ **PERSON ACTING ON BEHALF OF TENANT:** "Person Acting on Behalf of Tenant" shall mean any person joined in interest with tenant, or otherwise acting on
 226 behalf of tenant, including but not limited to tenant's immediate family, agents, servants, employees, directors, managers, members, officers, owners, partners,
 227 incorporators and organizers, as well as any and all corporations, partnerships, limited liability companies, trusts or other entities created or controlled by, affiliated
 228 with or owned by tenant, in whole or in part whether created before or after expiration of this Listing.

229 ■ **PROTECTED TENANT:** "Protected Tenant" shall mean a tenant who personally, or through any Person Acting on Behalf of Tenant, during the term of the Listing:

- 230 1) Delivers to Owner or the Firm or its agents a written rental proposal regarding the Premises;
- 231 2) Views the Premises with Owner or negotiates directly with Owner by discussing with Owner the potential terms upon which the tenant might acquire a rental
 232 interest in the Premises; or
- 233 3) Attends an individual showing of the Premises or discusses with agents of the Firm or cooperating firms regarding any potential terms upon which the tenant
 234 might acquire a rental interest in the Premises, but only if the firm or its agents deliver the tenant's name to Owner, in writing, no later than three days after the
 235 earlier of expiration (line 317) or termination (lines 250-255) of the Listing. The requirement in 3), to deliver the tenant's name to Owner in writing, may be
 236 fulfilled as follows:

237 a) If the Listing is effective only as to certain individuals who are identified in the Listing, by the identification of the individuals in the Listing; or,

238 b) If a tenant has requested that the tenant's identity remain confidential, by delivery of a written notice identifying the firm or agents with whom the tenant
 239 negotiated and the date(s) of any individual showings or other negotiations.

240 ■ **RENTABLE SQUARE FOOTAGE:** "Rentable Square Footage" means the tenant's pro rata portion of the entire floor, excluding elements of the building that
 241 penetrate through the floor to areas below. The rentable area of a floor is computed by measuring to the inside finished surface of the dominant portion of the
 242 permanent building walls, excluding any major vertical penetrations of the floor. No deductions are made for columns and projections necessary to the building.

243 ■ **USABLE SQUARE FOOTAGE:** "Usable Square Footage" means the actual occupiable floor area; computed by measuring the finished surface of the rented space
 244 side of corridor and other permanent walls to the center of partitions that separate the rented space from adjoining usable areas, and to the inside finished surface
 245 of the dominate portion of the permanent outer building walls. No deductions are made for columns and projections necessary to the building.

246 **EXTENSION OF LISTING** The Listing term is extended for a period of one year as to any Protected Tenant. Upon receipt of a written request from Owner or a firm
 247 that has listed the Premises; the Firm agrees to promptly deliver to Owner a written list of those tenants known by the Firm and its agents to whom the extension
 248 period applies. Should this Listing be terminated by Owner prior to the expiration of the term stated in this Listing, this Listing shall be extended for Protected Tenants,
 249 on the same terms, for one year after the Listing is terminated (lines 250-255).

250 **TERMINATION OF LISTING** Neither Owner nor the Firm has the legal right to unilaterally terminate this Listing absent a material breach of contract by the other
 251 party. Owner understands the parties to the Listing are Owner and the Firm. Agents for the Firm do not have the authority to enter into a mutual agreement to
 252 terminate the Listing, amend the commission amount or shorten the term of this Listing, without the written consent of the agent(s)' supervising broker. Owner and
 253 the Firm agree any termination of this Listing by either party before the date stated on line 317 shall be effective by the Owner only if stated in writing and delivered
 254 to the Firm in accordance with lines 37-54 and effective by the Firm only if stated in writing by the supervising broker and delivered to Owner in accordance with lines
 255 37-54.

256 **CAUTION:** Early termination of this Listing may be a breach of contract, causing the terminating Party to potentially be liable for damages. The Parties
 257 agree that this Listing shall terminate upon an effective change in ownership or control of the Premises so affected, but in no event shall this Listing
 258 terminate as to the remainder of the Premises.

259 **EXCLUSIONS** All persons who may acquire an interest in the Premises who are Protected Tenants under a prior listing contract are excluded from this Listing to
 260 the extent of the prior firm's legal rights, unless otherwise agreed to in writing. Within seven days of this Listing, Owner agrees to deliver to Firm a written list of all
 261 such Protected Tenants.

262 **NOTE: If Owner fails to provide this list to the Firm, Owner may be liable to the Firm for damages and costs.**

263 The following other tenants _____
 264 _____ are excluded from this Listing until _____ [INSERT DATE].

265 These other tenants are no longer excluded from this Listing after the specified date unless, on or before the specified date, Owner has either entered into a lease
 266 with the tenants or rented the Premises to the tenants.

267 **OWNER'S AUTHORIZATION** Owner authorizes the Firm and its agents to use reasonable efforts to market and rent the Premises, **STRIKE DUTIES THAT DO**

268 **NOT APPLY** and: _____
 269 _____.

270 The Firm and its agents may advertise the following concessions, incentives, repairs, build-outs, credits, etc. offered by Owner: **none**

271 _____
 272 _____, which are in addition to and separate from Compensation to Others. See lines 32-36.

273 **NOTE: Concessions offered in the multiple listing service cannot be limited to or conditioned on the retention of or payment to a cooperating firm, buyer's
 274 firm or other buyer's representative.**

275 The Premises are also subject to: ☐ A Property Management Agreement ☐ A Listing Contract for Sale of Property **CHECK AS APPLICABLE** between
 276 Owner and Firm.

277 **NOTE: Unless otherwise agreed, this Listing does not obligate the Firm to perform any property management duties (e.g., building maintenance) or listing
 278 for sale duties.**

279 **ADDITIONAL PROVISIONS** _____

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314 **ADDENDA** The attached _____
 315 _____ is/are made part of this Listing.

316 **■ TERM OF THE CONTRACT:** From the 21st day of October, 2025, up to and
 317 including midnight of the 30th day of April, 2026.

WIRE FRAUD WARNING! Wire Fraud is a real and serious risk. Never trust wiring instructions sent via email. Funds wired to a fraudulent account are often impossible to recover.

Criminals are hacking emails and sending fake wiring instructions by impersonating a real estate agent, Firm, lender, title company, attorney or other source connected to your transaction. These communications are convincing and professional in appearance but are created to steal your money. The fake wiring instructions may even be mistakenly forwarded to you by a legitimate source.

DO NOT initiate ANY wire transfer until you confirm wiring instructions IN PERSON or by YOU calling a verified number of the entity involved in the transfer of funds. Never use contact information provided by any suspicious communication.

Real estate agents and Firms ARE NOT responsible for the transmission, forwarding, or verification of any wiring or money transfer instructions.

READING/RECEIPT: BY SIGNING BELOW, OWNER ACKNOWLEDGES RECEIPT OF A COPY OF THIS LISTING CONTRACT AND THAT HE/SHE HAS READ ALL 6 PAGES AS WELL AS ANY ADDENDA AND ANY OTHER DOCUMENTS INCORPORATED INTO THE LISTING.

All persons signing below on behalf of a Seller Entity represent they have legal authority to sign and bind the Entity.

Redevelopment Authority of La Crosse

Owner Entity Name (if any) Print Name ▲

(x)

Authorized Signature ▲ Date ▲

Print Name & Title Here ► **Andrea Trane, Exec. Director**

336

Owner Entity Name (if any) Print Name ▲

(x)

Authorized Signature ▲ Date ▲

Print Name & Title Here ►

(x)

Individual Owner's Signature ▲ Print Name ► Date ▲

(x)

Individual Owner's Signature ▲ Print Name ► Date ▲

(x)

Individual Owner's Signature ▲ Print Name ► Date ▲

(x)

Individual Owner's Signature ▲ Print Name ► Date ▲

(x) **River Valley Realty, LLC**

Firm Name ▲

(x)

Agent Signature ▲ Print Name ► **Damon J. Olson, Broker** Date ▲

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No representation is made as to the legal validity any provision or the adequacy of any provisions in any specific transaction.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1247

Agenda Date: 10/23/2025

Version: 1

Status: Agenda Ready

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	8/31/2025	9/30/2025
ASSETS										
Cash - SB Checking		\$5,000	\$11,632	\$175,924	\$5,100	\$55,570	\$315,390	\$94,265	\$5,000	\$40,210
Cash - SB MM (Operating, UR)		\$1,254,507	\$1,246,717	\$1,084,374	\$889,459	\$881,355	\$873,048	\$866,565	\$847,984	\$834,915
Cash - SB MM Restricted Planning Option Agreement Deposits		\$159,795	\$153,896	\$153,896	\$153,896	\$153,896	\$153,566	\$153,136	\$162,086	\$166,626
Total Current Assets		\$1,419,302	\$1,412,245	\$1,414,194	\$1,048,455	\$1,090,821	\$1,342,005	\$1,113,966	\$1,015,070	\$1,041,751
Land - Estimated Value		\$7,000,000	\$7,000,000	\$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	\$331,697	\$331,697
Note Receivable - Gorman (02/28/2034)		\$300,000	\$300,000	\$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	\$8,646,767	\$8,673,448
LIABILITIES										
Contract Commitment - JBG Project Mgr		\$111,600	\$102,300	\$102,300	\$83,700	\$74,400	\$65,100	\$55,800	\$46,500	\$37,200
Contract Commitment - SEH Phase III Admin		\$104,027	\$104,027	\$90,499	\$67,254	\$31,687	\$3,907	\$1,198	\$1,198	\$1,198
Contract Commitment - SEH Phase IV		\$0	\$0	\$0	\$151,723	\$136,720	\$109,072	\$92,430	\$65,333	\$72,833
Contract Commitment - Chippewa Concrete Phase II		\$534,143	\$534,143	\$0	\$0	\$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	\$158,065	\$158,065
Total Liabilities		\$1,749,910	\$1,740,610	\$1,192,939	\$1,302,817	\$787,937	\$680,370	\$307,492	\$271,096	\$269,296
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	\$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	\$852,984	\$875,125
Restricted Funds		\$159,795	\$153,896	\$153,896	\$153,896	\$153,896	\$153,566	\$153,136	\$162,086	\$166,626
Unassigned Funds		(\$1,449,910)	(\$1,440,610)	(\$892,939)	(\$1,002,817)	(\$487,937)	(\$380,370)	(\$7,492)	\$28,904	\$30,704
Net Position		\$6,969,392	\$6,971,635	\$7,521,255	\$7,377,335	\$7,934,580	\$8,293,331	\$8,438,170	\$8,375,671	\$8,404,152
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	\$8,646,767	\$8,673,448



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1283

Agenda Date: 10/23/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: Resolution

Agenda Number: 4.



10/17/25

Andrea Trane, Executive Director
City of La Crosse Redevelopment Authority
400 La Crosse Street
La Crosse, WI 54601

Re: Lots 1, 2, 11 & 12 Option Agreements

Dear Andrea,

Unfortunately due to unforeseen issues, we must release our options in River Point. While I'm very passionate about these projects and what they mean for the City, it would be unfair for us to hold them with no definite timeline. Should things change for us, and there are options still available, I would hope to re-engage when we can be more assured of timeline and deliverables. To that end, I would appreciate being included in future project updates and opportunities.

As a gesture of good faith to the RDA and the City, I'm gifting my soil testing reports for the 4 lots to the RDA, a \$70,000 value.

So, accordance with provision 14 in the option agreement for parcels in River Point District which states:

In the event the DEVELOPER determines that the proposed use on the Project Site is not feasible during the pendency of this Agreement, DEVELOPER may terminate this Agreement and shall notify RDA in writing of the termination.

I am requesting a release for parcels 1, 2, 11, & 12 due to extenuating circumstances.

I'm at your disposal for questions. Thank you so much for your understanding as I'm sure we'll have more opportunity to work together in the future.

Sincerely,

Nick Roush
President
Roush Rentals



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 25-1133

Agenda Date: 10/23/2025

Version: 1

Status: Agenda Ready

In Control: Redevelopment Authority

File Type: General Item

Agenda Number: 5.



6.5 Aerial Image
Aerial looking north east capturing the River Point District's overall scale and relationship to the existing natural landscape.



River Point District

Development Opportunities

JBG Planning LLC

Opportunities, River Point District

Introduction

The City of La Crosse Redevelopment Authority (RDA) is pleased to make you aware of the development opportunity at La Crosse's premier redevelopment project on the Mississippi at the gateway to historic downtown La Crosse.

The Redevelopment Authority of La Crosse is seeking investors/developers to develop an urban mixed use projects in River Point District. The PDD permits residential and mixed use projects with flexible area standards and building heights of up to 10 stories. The project includes RDA funded infrastructure including an urban stormwater system as well as significant streetscaping and urban design features.

Included in this summary:

1. A Link to the full Planned Development District (PDD) document and the project website
2. A copy of the Preliminary Plat and insets for available parcels.
3. Excerpts from the City's master plan showing the land use configuration and aerial perspectives
4. Current developments being considered by the Redevelopment Authority
5. Contact information for the development

River Point District has been a project over 30 years in the making, from a heavy industrial land use to acquisitions, environmental remediation, public engagement, master planning and now construction and public-private partnerships.

The City and Redevelopment Authority have created a welcoming project for investors and developers with streamlined review and permitting, layers of potential economic support including tax incremental financing, and a responsive staff and project management team.

Construction on infrastructure is complete, with exceptional amenities and public facilities. Planning for parks and recreation spaces in the development is underway with expected improvements in the coming years.

We look forward to the opportunity to talk with your team on the project and are at your disposal for questions.

Opportunities-River Point District

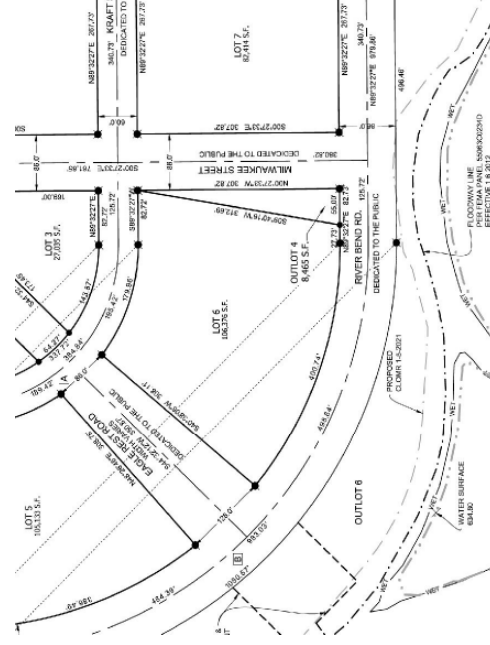
The Redevelopment Authority recently created the River Point District's Plat, articulating several parcels in River Point District. These opportunities include lot 6, a land assembly opportunity for outlot 1 and a new parcel opportunity on Marsh Lane on the northern edge of the district. The project offers incredible views to the confluence of The Mississippi River, The Black and La Crosse Rivers and direct access to the City's trails network and adjacency to the future parkway and planned transient boat marina. Riverside Park is steps away too, offering some of the City's great cultural events.

View of Parcels 6, outlot 1 and new opportunities at Marsh Lane



Opportunities, River Point District

Contextual view of Lot 6 looking southwest to the river confluence



LOT 6 PLAT INSET-106,376 sf or 2.44 acres

Opportunities, River Point District

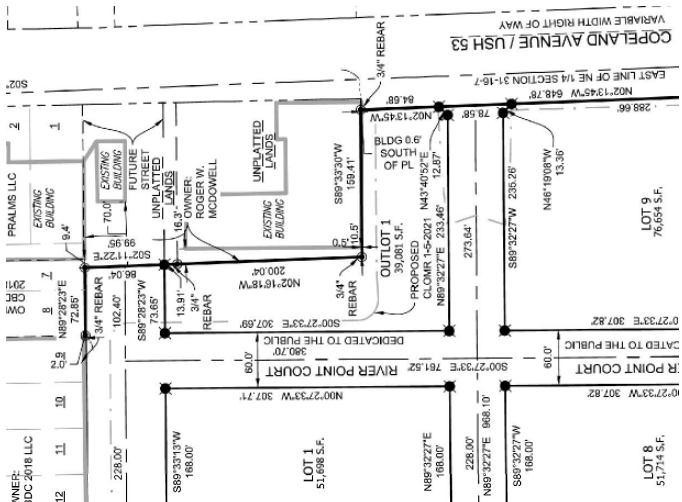
Contextual view of outlet 1 parcel and land assembly opportunity

5.0 CONCEPTUAL IMAGERY

RIVERSIDE NORTH



5.2 Aerial image
Aerial facing South West capturing Riverside North's juxtaposition to the surrounding City of La Crosse



OUTLOT 1 PLAT INSET-39,081 sf or
with land assembly, 70,881 sf or
1.63 acres.

Opportunities, River Point District

Contextual view of Marsh Lane Parcel looking southwest to the river confluence

5.0 CONCEPTUAL IMAGERY

RIVERSIDE NORTH



5.2 Aerial Image
Aerial facing South West capturing Riverside North's juxtaposition to the surrounding City of La Crosse.

200-206 Causeway Blvd
Redevelopment Opportunity Details

Current Subdivision Layout:



Property Subdivision Map Showing BPD Adjacency:



Parcels are collectively:
71+35 acres=1.06 acres
46,173 sf
Price of \$375,000=
\$8.12/sf
Dimensions:
308.24 x 100.40+49.96 or
308.24 x 150.35

Project Information and Links

River Point District Website:

[River Point District Website](#)

River Point District Planned Development District (PDD) Document:

[River Point District PDD](#)

[illegible]

PDD Reference

RIVER POINT DISTRICT

RIVER POINT DISTRICT



PDD Reference

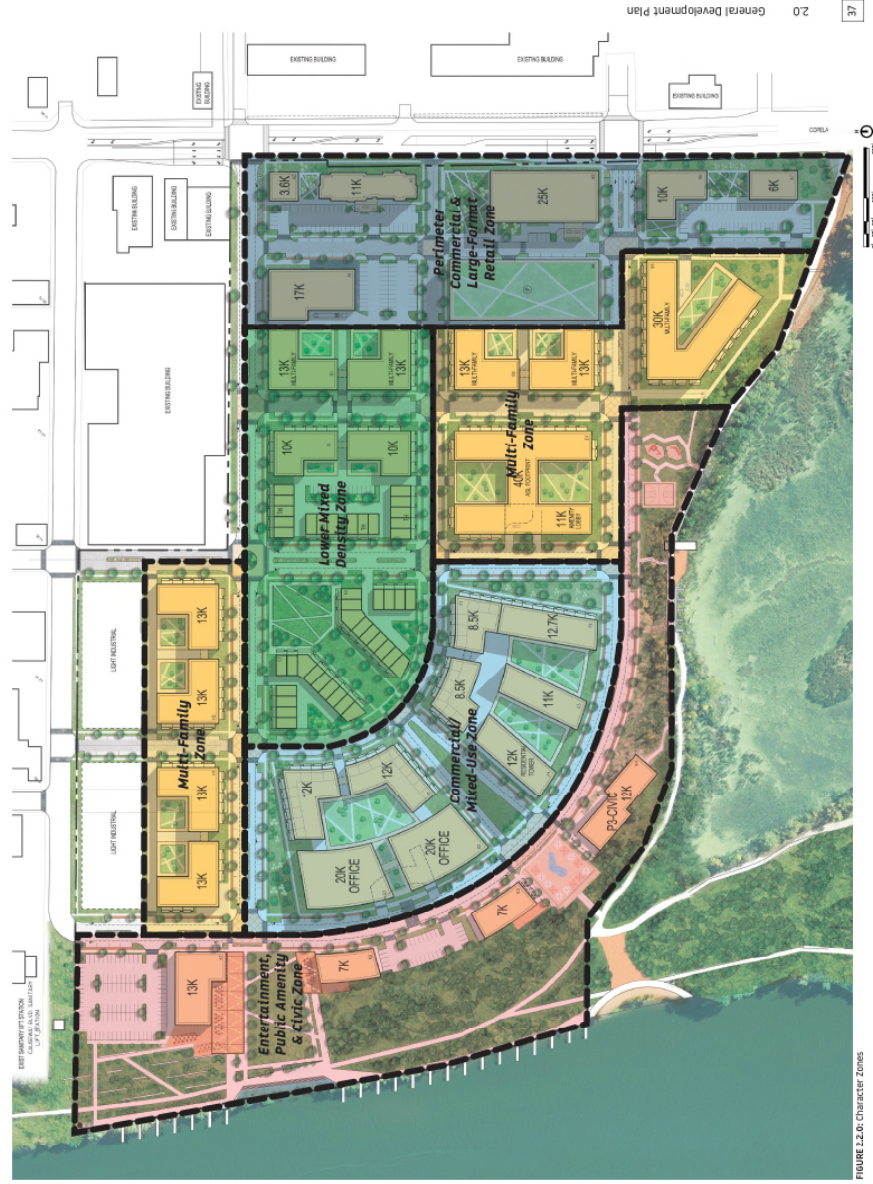
2.0 GENERAL DEVELOPMENT PLAN

RIVERSIDE NORTH

2.2 Character Zones

These guidelines apply to all areas of the Riverside North master plan and connected elements within the boundaries of the city of La Crosse. Within the Riverside North site area, five character zones have been defined based on context, scale, and character of the area. In many cases, the guidelines vary based on the context of these five character zones per below and adjacent site plan. Additionally, transportation demand management will be encouraged throughout Riverside North.

- **Perimeter Commercial & Large-Format Retail Zone**
- **Commercial/Mixed-use Zone**
- **Entertainment, Public Amenity & Civic Zone**
- **Multi-Family Zone**
- **Lower Mixed Density Zone**



River Point District PDD Excerpts, Land Use

2.0 SPECIFIC DEVELOPMENT PLAN

2.2 Land Use Diagram

RIVER POINT DISTRICT

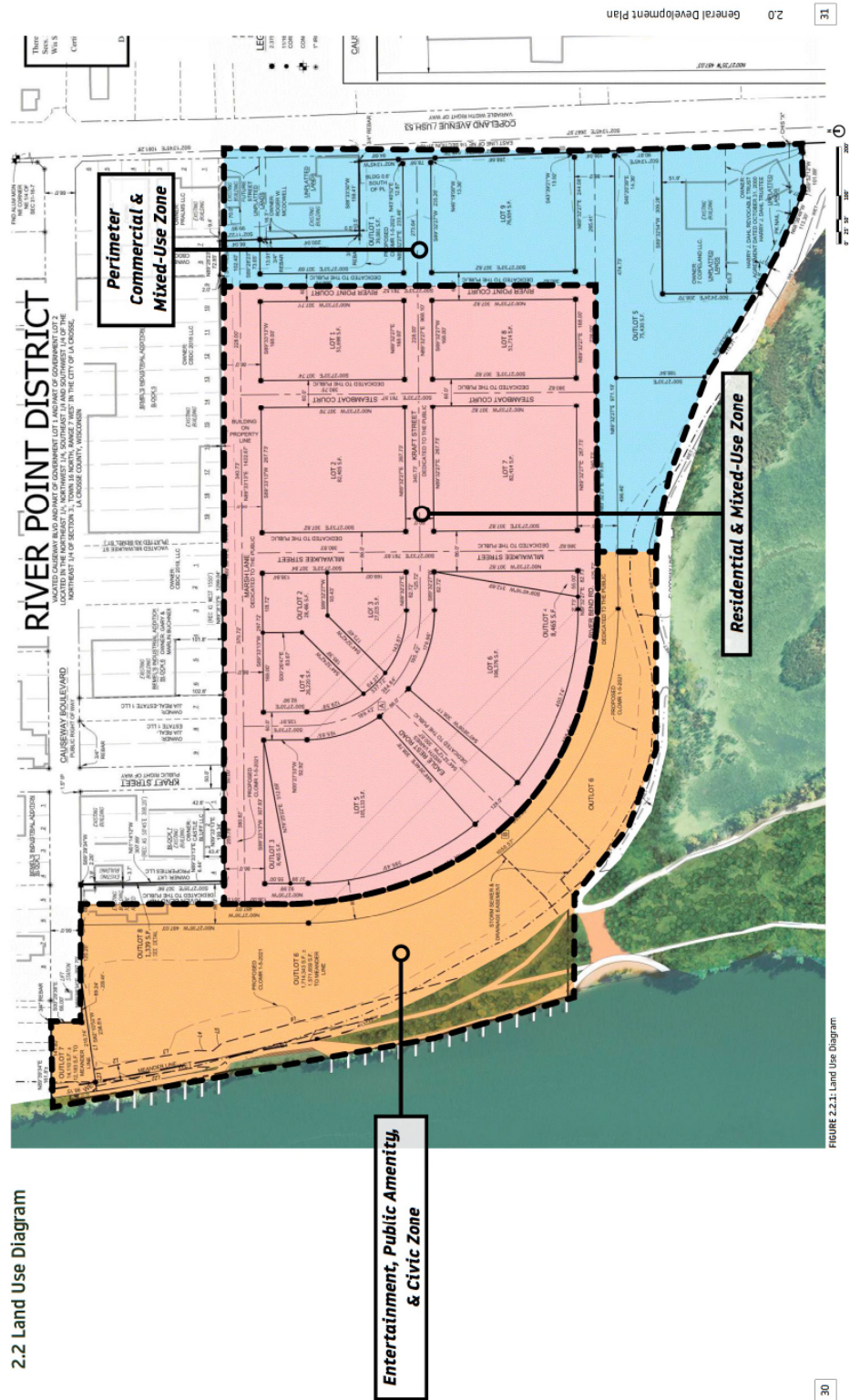


FIGURE 2.2.1: Land Use Diagram

River Point District PDD Excerpts, Land Use

2.0 SPECIFIC DEVELOPMENT PLAN

2.4 Land Use Regulation Table

[illegible]

TABLE 2.4.1: Land-use Regulation Table

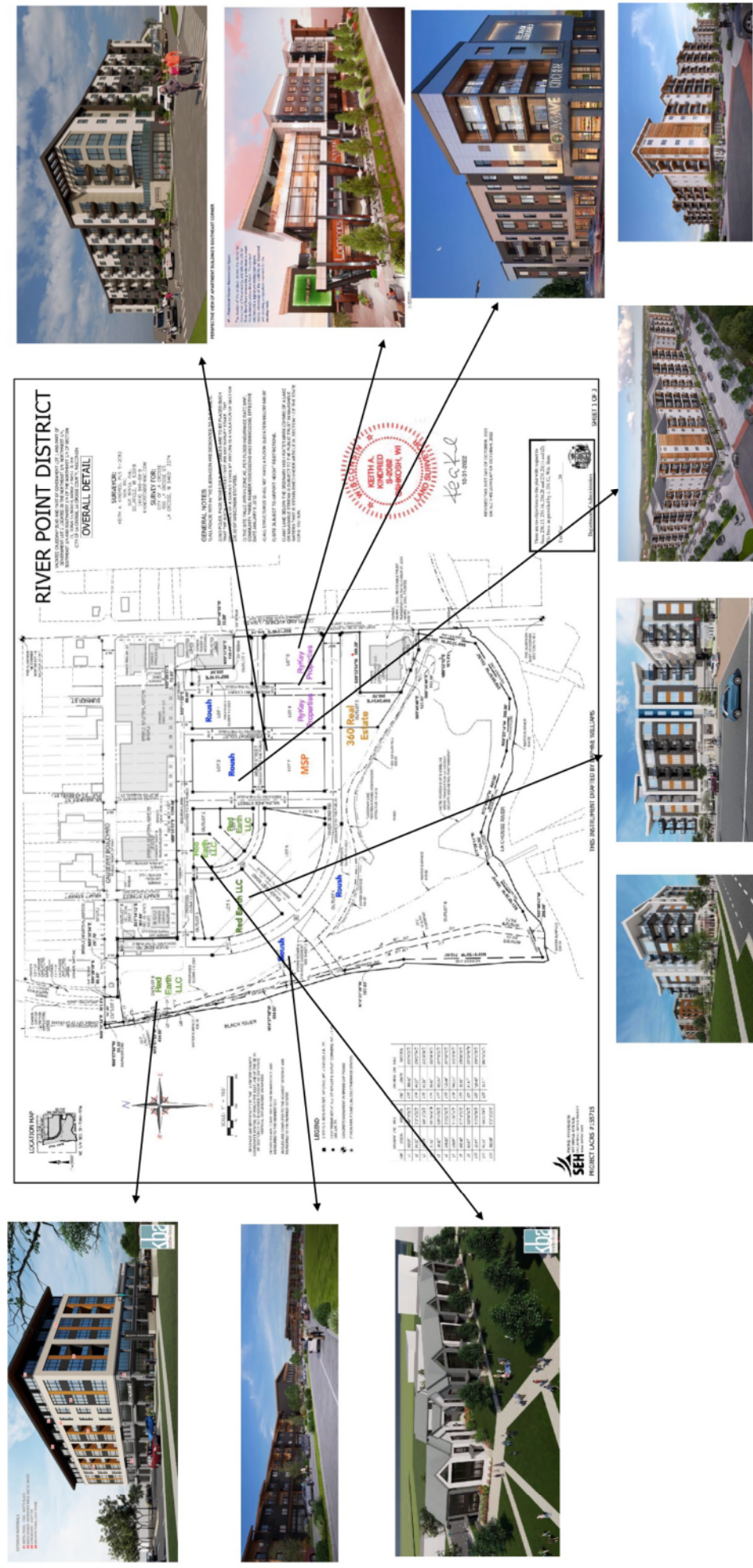
All uses are subject to an established minimum of restrictions of the River Point District PDD including but not limited to baseline design guidelines, Table 2.7.1: Land-Use Regulation indicates the Permit, Prohibited, and Conditional building uses within the River Point District Character Zones (Refer to figure 2.1.5). Any use not listed in this table is assumed to be prohibited. Definitions of terms are the same as the definitions already established in the City of La Crosse zoning ordinances. Additional limitations may be established through agreements between the city, property owners, and businesses proposed within the River Point District. Underlying zoning limitations (per city zoning ordinance) may also be applicable if zoning is changed under the River Point District PDD.

RIVER POINT DISTRICT

City		General Use	Residential & Mixed-Use	Recreational & Entertainment
P	N	Permitted uses subject to City regulations	Permitted uses subject to City regulations	Permitted uses subject to City regulations
C	C	Concessions uses subject to City regulations	Concessions uses subject to City regulations	Concessions uses subject to City regulations
C	C	Concessions use and office uses occupying 20,000 sq. ft. or less	Concessions use and office uses occupying 20,000 sq. ft. or less	Concessions use and office uses occupying 20,000 sq. ft. or less
C	C	Drug stores and pharmacies with drive-through facilities	Drug stores and pharmacies with drive-through facilities	Drug stores and pharmacies with drive-through facilities
C	C	Educational facilities and exhibitions	Educational facilities and exhibitions	Educational facilities and exhibitions
C	C	Food service with only inside storage facilities	Food service with only inside storage facilities	Food service with only inside storage facilities
C	C	Flowers	Flowers	Flowers
C	C	General homes	General homes	General homes
C	C	General homes	General homes	General homes
C	C	Gift stores	Gift stores	Gift stores
C	C	Group day care centers	Group day care centers	Group day care centers
C	C	Health clubs and physical fitness centers	Health clubs and physical fitness centers	Health clubs and physical fitness centers
C	C	Hobby and craft shops	Hobby and craft shops	Hobby and craft shops
C	C	Home furnishings	Home furnishings	Home furnishings
C	C	Interior drive-throughs on parcels	Interior drive-throughs on parcels	Interior drive-throughs on parcels
C	C	Interior food supplies and services	Interior food supplies and services	Interior food supplies and services
C	C	Landscapes and dry cleaners	Landscapes and dry cleaners	Landscapes and dry cleaners
C	C	Licensed massage therapy, both work, certified by State	Licensed massage therapy, both work, certified by State	Licensed massage therapy, both work, certified by State
C	C	Licensed tattoo and/or body piercing establishments	Licensed tattoo and/or body piercing establishments	Licensed tattoo and/or body piercing establishments
C	C	Laundries	Laundries	Laundries
C	C	Laundries	Laundries	Laundries
C	C	Medical, dental, & health services, certified by State	Medical, dental, & health services, certified by State	Medical, dental, & health services, certified by State
C	C	Message services	Message services	Message services
C	C	Mini warehouse / storage facilities	Mini warehouse / storage facilities	Mini warehouse / storage facilities
C	C	Music stores	Music stores	Music stores
C	C	Negative stores	Negative stores	Negative stores
C	C	Negative stores	Negative stores	Negative stores
C	C	Office supplies and business machine stores	Office supplies and business machine stores	Office supplies and business machine stores
C	C	Optical stores	Optical stores	Optical stores
C	C	Outdoor display of retail merchandise	Outdoor display of retail merchandise	Outdoor display of retail merchandise
C	C	Pet stores and pet grooming	Pet stores and pet grooming	Pet stores and pet grooming
C	C	Printing services	Printing services	Printing services
C	C	Broadcast or recording studios, excluding towers	Broadcast or recording studios, excluding towers	Broadcast or recording studios, excluding towers
C	C	Restaurants and meeting stations	Restaurants and meeting stations	Restaurants and meeting stations
C	C	Restaurants with drive-in drive-through facilities	Restaurants with drive-in drive-through facilities	Restaurants with drive-in drive-through facilities
C	C	Self-service laundry and dry-cleaning establishments	Self-service laundry and dry-cleaning establishments	Self-service laundry and dry-cleaning establishments
C	C	Shoe stores and leather goods stores	Shoe stores and leather goods stores	Shoe stores and leather goods stores
C	C	Confectioneries and ice cream stores	Confectioneries and ice cream stores	Confectioneries and ice cream stores
C	C	Souvenir stores and accessory structure	Souvenir stores and accessory structure	Souvenir stores and accessory structure
C	C	Sporting goods stores	Sporting goods stores	Sporting goods stores
C	C	Tailor or dressmaking shops	Tailor or dressmaking shops	Tailor or dressmaking shops
C	C	Taverns and cocktail lounges	Taverns and cocktail lounges	Taverns and cocktail lounges
C	C	Teaching laboratories	Teaching laboratories	Teaching laboratories
C	C	Theater and other amusement places	Theater and other amusement places	Theater and other amusement places
C	C	Wholesaling	Wholesaling	Wholesaling
C	C	Used merchandise and resale shops	Used merchandise and resale shops	Used merchandise and resale shops
C	C	Variety stores	Variety stores	Variety stores
C	C	Voting stations, motor, retail, self station, sales, and rentals	Voting stations, motor, retail, self station, sales, and rentals	Voting stations, motor, retail, self station, sales, and rentals
C	C	Warehouse and communications sales and service	Warehouse and communications sales and service	Warehouse and communications sales and service
C	C	Warehouse	Warehouse	Warehouse

TABLE 2.4.2: Land-use Regulation Table contd.

Investment Character Reference-Current Options



Parcel Opportunity Summaries

The Redevelopment Authority of the City of La Crosse is pleased to offer numerous opportunities for public-private partnerships in River Point District. Negotiations on available parcels typically start with a proposal or letter of interest, followed by a meeting with staff to discuss details and action by the RDA to enter into an option agreement. Option agreements are typically exclusive, offer 6, 9 and 12 month terms with possible extensions and a cost of \$10K for the first option and \$5K for extensions. Land negotiations include the opportunity for write-downs and are determined based on precedence, development costs, TIF assistance, and the developers proposal for density, investment and conformance with the River Point District Master Plan.

Summary of Available Opportunities:

Parcel 6-A premier site in the development with 2.44 acres overlooking the beautiful river confluence and having direct access to recreation amenities and new infrastructure. Parcel 6 is also adjacent to the MSP's Driftless Apartment development which was the first parcel to develop in River Point District, offering 120 units in both multi-story and townhome structures.

Outlot 1-A site offering an adjacent private parcel land assembly right on Copeland Avenue, flanked by new infrastructure on the north, south and west sides. With the land assembly, the parcel offers a full city block of 1.63 acres and flexible zoning for either residential, commercial or mixed use projects. Copeland/US 53 is a major gateway to the City's downtown and offers bus service and traffic counts of over 30,000 AAWDT. Land Assembly would likely occur as part of the structured public-private partnership and needs of the proposing developer.

Marsh Lane Parcel: A recently acquired expansion of the development on the project's northern edge, the parcel offers frontage on both Marsh Lane and Causeway boulevard. This parcel contains approximately 1 acre with lot dimensions of 308'x150'. This parcel is expected to be adjacent to Red Earth's condominium townhomes on parcels 3 and 4.

Option Consideration Requirements

If you are interested in one, two, or all three development opportunities, please submit the following information via e-mail by no later than September 1, 2025 to the attention of:

JBG Planning

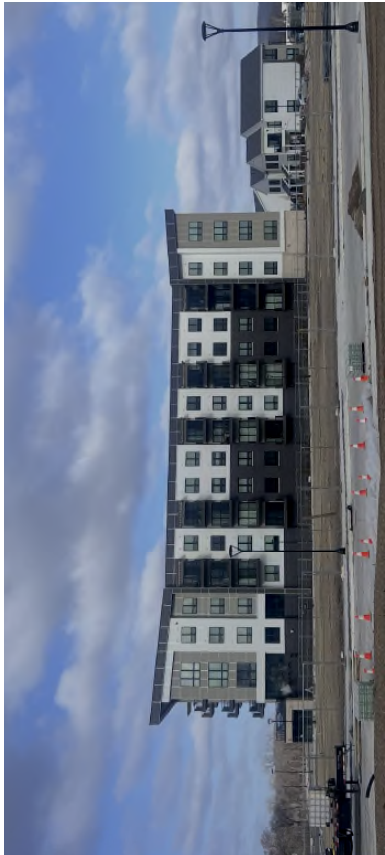
c/o Jason Gilman, AICP
Project Manager
River Point District
jbgplanning@outlook.com

Required Submittals:

1. Letter of Interest with lot number/s, firm's name including partners and contact information
2. Firm Qualifications and project examples illustrating similar project experience
3. Team/personnel information and bios
4. Proposed concept and narrative for site/s including any innovations or unique project approach details
5. Proposed timeline for development and construction commencement

Upon receipt of this information, the City of La Crosse Redevelopment Authority will consider your request for a possible option on the site. Options are typically granted for an initial term of 6 months for \$10,000.00 with the possibility of up to a 12 month extension for \$5,000.00. Note that the option is a commitment to the public private partnership, allowing the developer time to plan the site in accordance with the River Point District PDD with confidence towards an eventual real estate closing and construction.

Current Development Photography



From upper left: War Eagle, Lot 10, The Driftless on River Point Drive, RyKey's Lot 8 Lofts, Lower Left: MSP's The Driftless, Streetscape Improvements, Driftless Townhomes, Aerial of the Driftless from 2024.

Project Contacts

Jason Gilman

Project Manager
608-304-5336

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Tim Acklin, AICP

Planning Administrator
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Andrea Trane

Director of Planning, Development and
Assessment

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tranea@cityoflacrosse.org