



Progress on War Eagle, April, 2025

# River Point District

## Project Management Report-April, 2025

**JBG Planning LLC**

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## Project Management Update-April, 2025

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- B. Future/existing potential funding solutions and strategies
- C. Partnership solutions and strategies
- D. Ongoing investor/developer contacts/communications
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- F. Map panel showing investor activity and Architectural Imagery

### Section 3.

A. Map Panel showing future infrastructure phasing and project schedules

### Section 4.

A. Metrics tracking and project impact per phase/project

# Monthly Construction Activity Summary

- Pavers are complete except for the end of Marsh Lane. About 20 pallets remain and may be used in reserve or offered to developers for use in landscaping.
- Topsoil has been placed on medians and right of way areas.
- Manhole work has been completed
- Tree cells are being prepared
- Pavers are expected to be complete by June 15 for remaining work on Marsh Lane.
- Miscellaneous site cleaning is underway

# Monthly Activity Summary

## Investor/developer activity

### **Since last RDA Meeting:**

1. Coordination with Red Earth on Lots 3 and 4 and pending TIF application and Land Negotiation, Title Work, Legal Descriptions
2. Coordination with RyKey on Lots 8 and 9
3. Coordination with 360 Real Estate on 2025 Schedule
3. Coordination with Roush on 2025 Schedules
4. Contact with F Street on possible revised plans (May meeting)
5. Outreach to several prospective developers including Reuter Walton and Morgan Companies and Madison area Real Estate Broker

## Option Agreement status:

### **RyKey Lot 8 Sold**

**RyKey: -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025.**

**360: April 27-April 27, 2024 (12 months)-Approved a 12 month extension to August, 2025**

**F Street, 5th Extension approved to June 26, 2025-anticipate Spring construction commencement.**

**MSP, Sold and Completed (Ribbon Cutting Spring of 2025)**

**Red Earth/War Eagle: Closed and under construction**

**Red Earth, Lots 3 and 4 and 5: 12 month extension approved to September 26, 2025**

**Roush, Lot 2 Option Extended to July, 2025**

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

## Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Fielding inquiries from interested investors and future residents
- Field progress photography
- Construction meetings with contractors and construction managers
- Telephone Inquiries from developer/investors
- Ongoing communications with new investor on Outlot 1 opportunity-Refinements for possible second round RFEI's
- Updating Smartsheet database on construction schedules
- Coordination on landscape maintenance estimates-Report attached to March Agenda-April Agenda agreement draft
- Scheduled meeting with the La Crosse Area Builders Association this summer

# Project Challenges and Opportunities

## **Analysis of challenges and opportunities narrative**

### **Challenges:**

1. Review with City Engineering/Public Works the implications of infrastructure ownership by the Redevelopment Authority short and long term
2. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$75/cy at the La Crosse County Landfill. (Depending on concentration) and organics affecting the costs of footings/piers.
3. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
4. TIF application review and needs relative to city policy
5. Timing of projects given external factors such as financial, agency/environmental and supply chain issues including national economic policy impacts
6. Erosion control obligations after IGE contract is closed and ongoing outlot maintenance for publicly held outlets
7. Long Term Landscape Maintenance, Estimates Being Solicited

### **Opportunities:**

8. Continue to market the development opportunities -Outlot 1 assembly, parcels 1
9. Costs of parks/recreation improvements should be coordinated with grant application opportunities
10. La Crosse Community Foundation Social Investment Interests
11. Potential for renter equity programs
12. Ground lease opportunities for RDA (to be discussed on case by case basis)
13. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces
14. Marina partners/leases
15. Discuss maintenance strategies to keep RPD looking good and possible future NID transition

### **Future/existing potential funding solutions and strategies.** See

Smartsheet Funding Resource. Note: As the project is further evaluated, specific funding sources from this resource will be identified and pursued at the discretion of the RDA. Parks and Recreation improvements are a great candidate for third party funding.

### **Ongoing investor/developer contacts/communications**

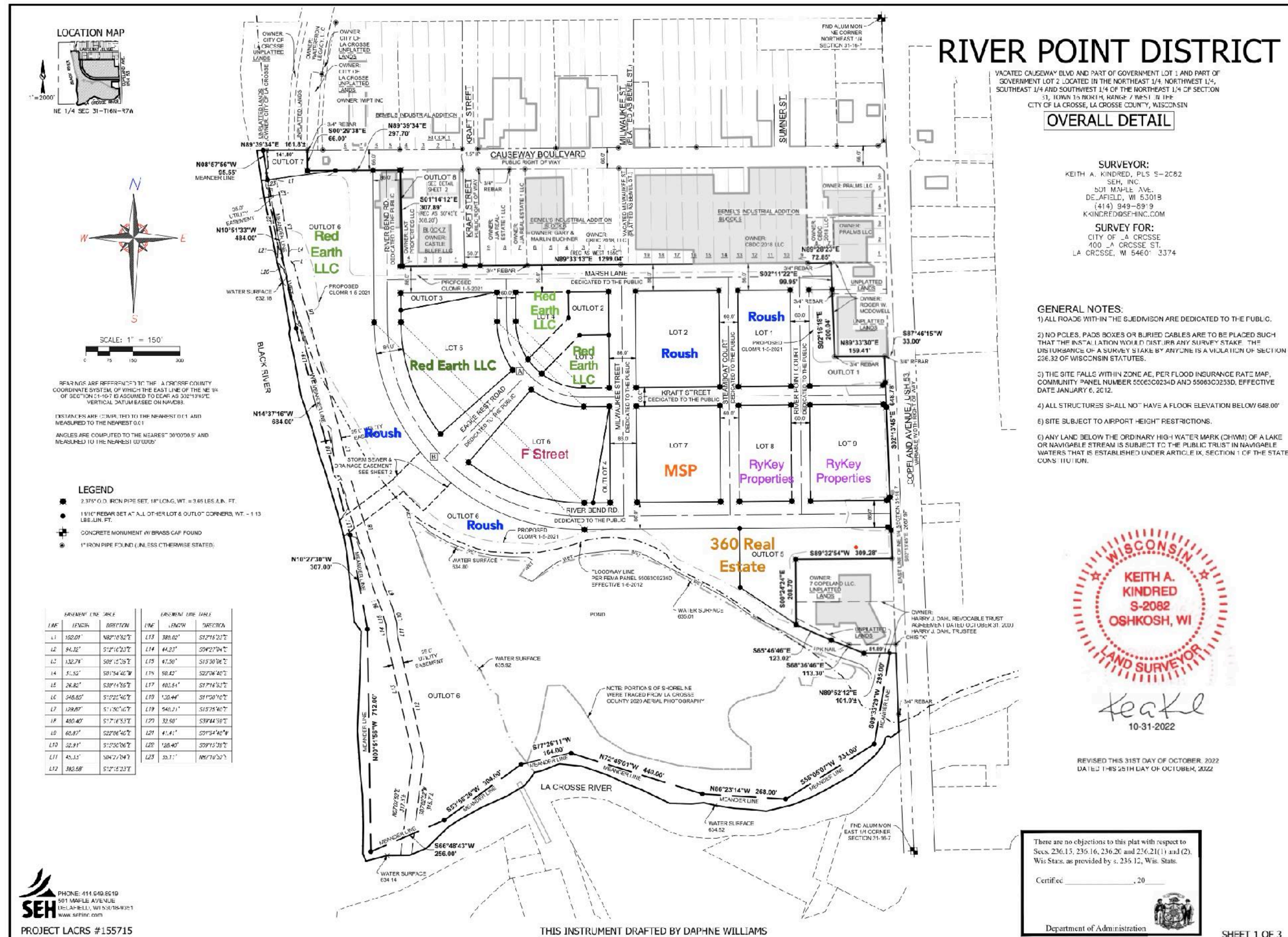
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

### **Public/media relations and communications updates**

JBG Planning LLC is working with the City's PIO to address media inquiries and update media, which will include an immediate release section in each RDA report.

# Investment Phases Map

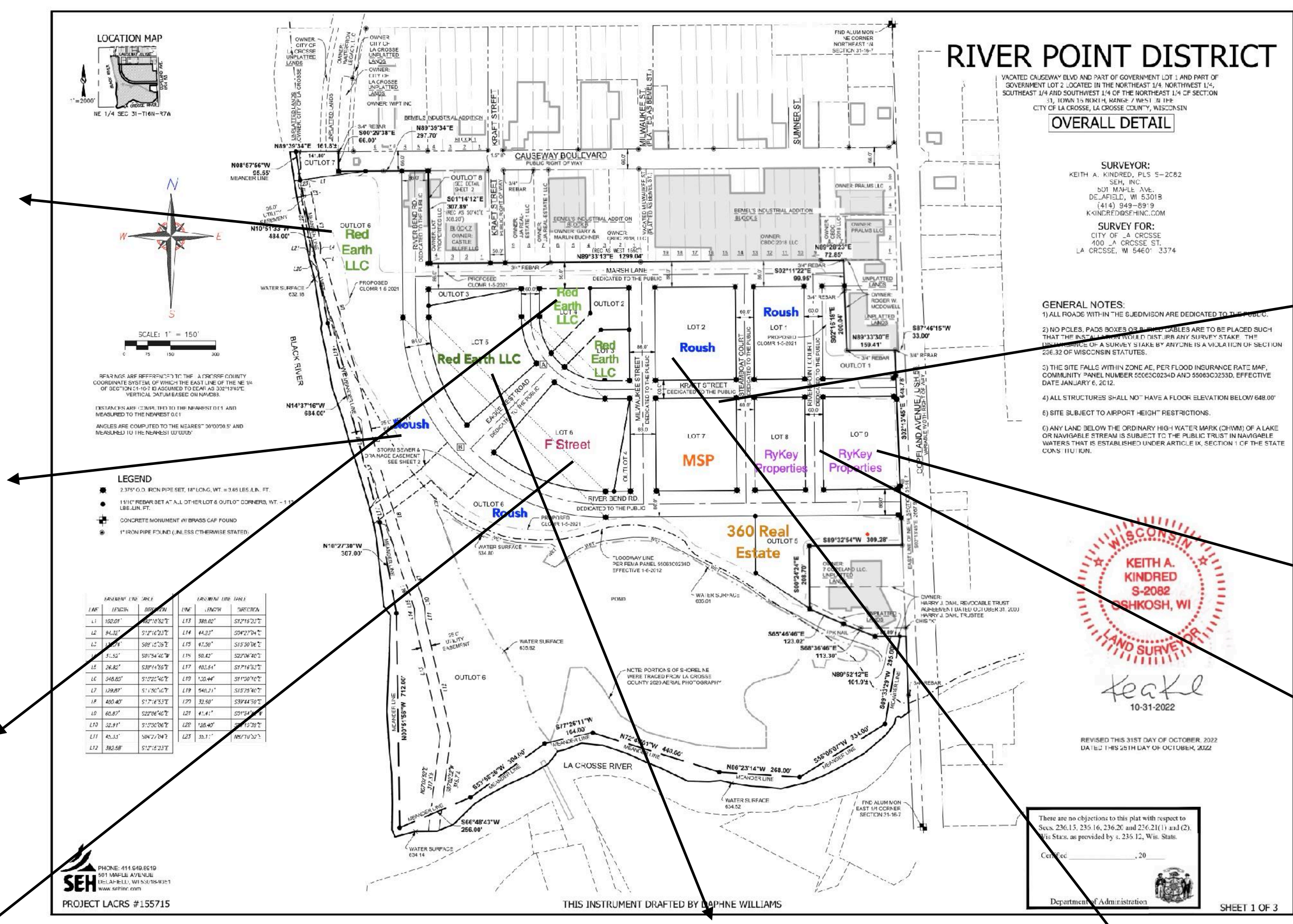
## Anticipated Private Investment Based on Current Option Agreements



Current Option Agreement Schedules:

- Option Agreement status:**
- RyKey Lot 8 Sold**
- RyKey: -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025.**
- 360: April 27-April 27, 2024 (12 months)-Approved a 12 month extension to August, 2025**
- F Street, 5th Extension approved to June 26, 2025-anticipate Spring construction commencement.**
- MSP, Sold and Completed (Ribbon Cutting Spring of 2025)**
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# Investment Character Reference-Current Options



# 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, F Street**

164 UNITS + Commercial Space

**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**

1,183 Units

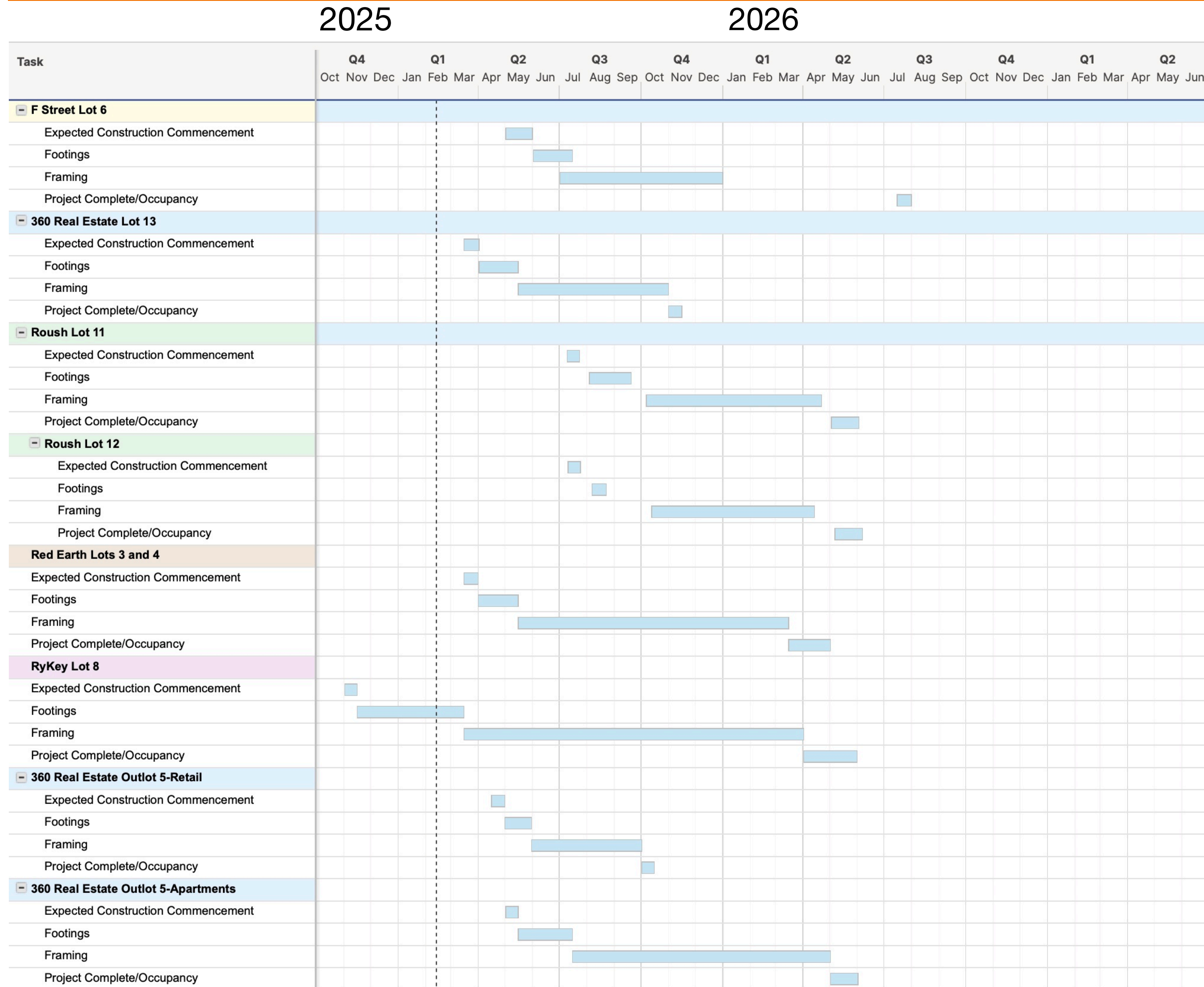
Commercial Space Proposed

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

Occupancy Date	Project	Lot #	Units	Total Units By Year
12-2024	MSP Driftless Apartments	7	<b>120 Total:</b> - 68 1-BEDROOM UNITS - 32 2-BEDROOM UNITS	<b>2024:</b> <b>120 Units</b>
11/2025	360 Real Estate	Lot 13	<b>21 Units</b> 21 studio units+ 12K Commercial Space	<b>2025:</b> <b>21 Units</b>
03/2026	Red Earth Condominiums	Lots 3 and 4	<b>18 Townhouse Condominium Units</b> All 3 bdrm units	
04/2026	RyKey The Lofts at River Point	Lot 8	<b>59 Units</b> 56-1 bdrm 3-2 bdrm	
05/2026	360 Real Estate	Outlot 5	<b>92 Units</b> 36 1 bdrm 28 2bdrm	
06/2026	Roush	Lot 11	<b>60 Units+6K Commercial Space</b> 60-1 bdrm	
07/2026	Roush	Lot 12	<b>36 Units+ 12K Commercial Space</b> 36-1 bdrm	
07/2026	F Street	Lot 7	<b>164 UNITS + Commercial Space</b>	<b>2026:</b> <b>411 Units + 18 Condominiums</b>
08/2027	RyKey	Lot 9	<b>159 Units+ Commercial Space</b> 126-1 bdrm and studio	
09/2027	Roush	Lot 1 and 2	<b>200 UNITS (ESTIMATED)</b> Undetermined Mix	
09/2027	Red Earth	Lot 5	<b>206 UNITS</b> 16-Studio 36-1 bdrm	<b>2027:</b> <b>565 Units</b>
N/A	Undetermined	Outlot 1/ McDowell	<b>Undetermined</b>	
				<b>1,135</b>



# Infrastructure Phasing Map



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

Phase 1 (2023 Construction Season) is expected to require the entire 2023 construction season to complete with finalization by June 1, 2024.



# Project Metrics

## Social, Environmental, Economic and Cultural Outcomes by Project

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

**See the Smartsheet tool.**

Here are some examples of Metrics outlined by various developers proposing investment in River Point District:

### **1. How does the project relate to social investment in the City**

The Merge River Point District development project meets several social sustainable performance indicators. The project will be a short walking distance of public parks, multiple greenspace areas, opportunities for water recreation, and will provide easy accessibility to the public recreation trail system. Throughout the River Point District bike lanes are included on the master plan which will serve as additional pathways to the above listed destinations. A designated tenant fitness area within the project which is currently a planned amenity. Lastly, the main level commercial space will allow for a multiple to socially beneficial businesses a place to operate.

### **2. How does the project achieve economic investment in the City**

The Merge River Point District development project will increase the number of rentable units available to new and current residents of La Crosse. The project would have a direct positive effect on the jobs to housing ratio. Additionally, the ground floor commercial spaces will add locations for new or relocating businesses. The adding of jobs and housing will only benefit the future economic growth of La Crosse. Lastly, All Merge projects strive to provide high speed internet access to all tenants by partnering with local ISP providers.

### **3. How the project achieve environmental metrics in the City**

All planned construction will meet and exceed minimum energy efficiency standards. Merge partners with 3rd pattern consultants to use Focus On Energy initiatives to ensure the highest level of building efficiencies. These upgrades in building insulation modeling, appliances, and mechanical systems all work cohesively to lower energy consumption and lower tenant utility costs. The development will incorporate mindful planning for stormwater runoff. Additional onsite detention and green spaces help alleviate the burden of added non-permeable surfaces. Adding new housing opportunities closer to residents' employment will allow for a reduction in greenhouse emissions.

### **4. Are there cultural offerings or metrics associated with the project?**

The commercial space would be available to any and all potential businesses. These could include cultural focused companies that could provide additional services to the area.

# For Immediate Release

## 1. Infrastructure Progress, April 2025



# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.2 Land Use Diagram

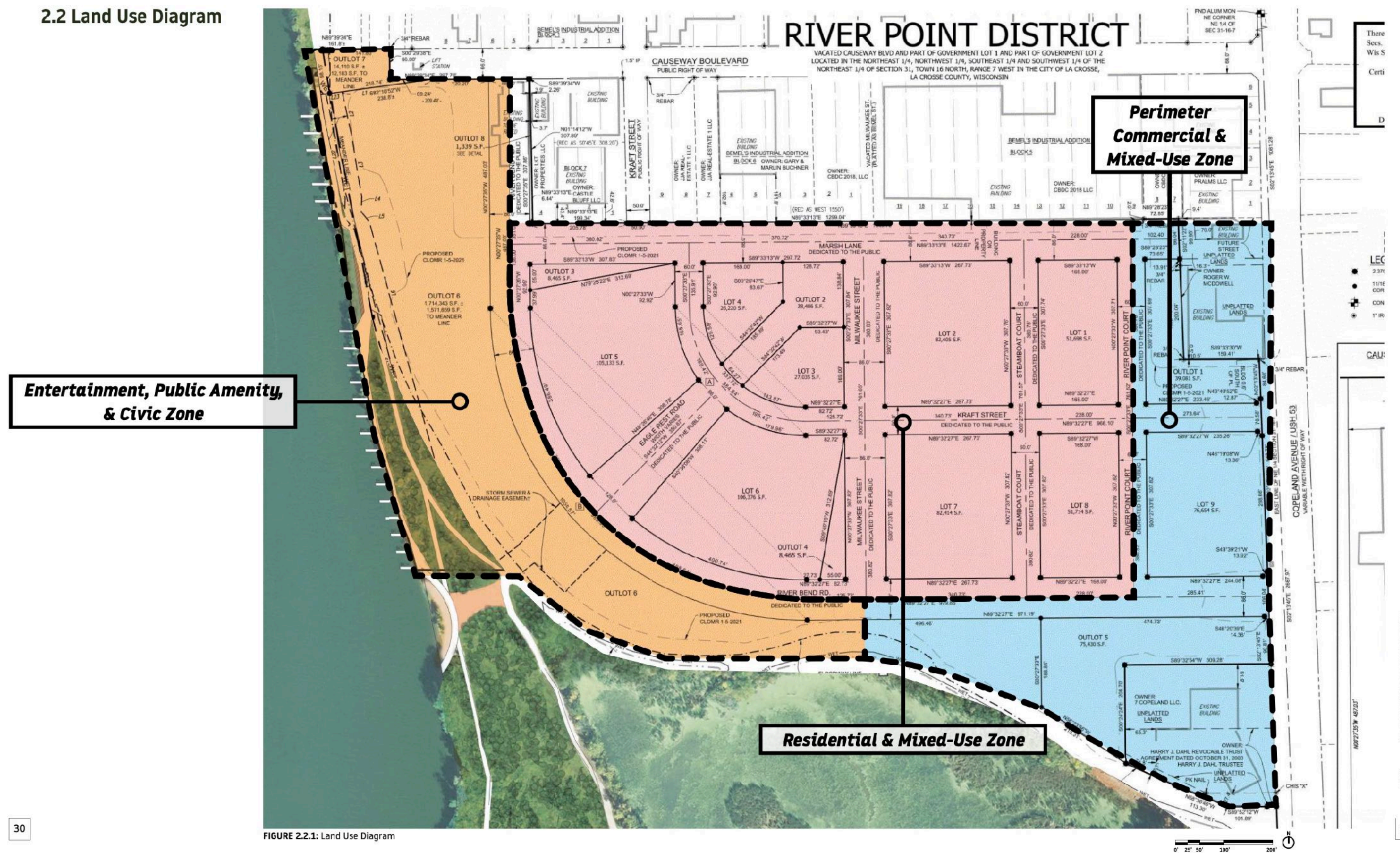


FIGURE 2.2.1: Land Use Diagram



# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.3 Development Summary

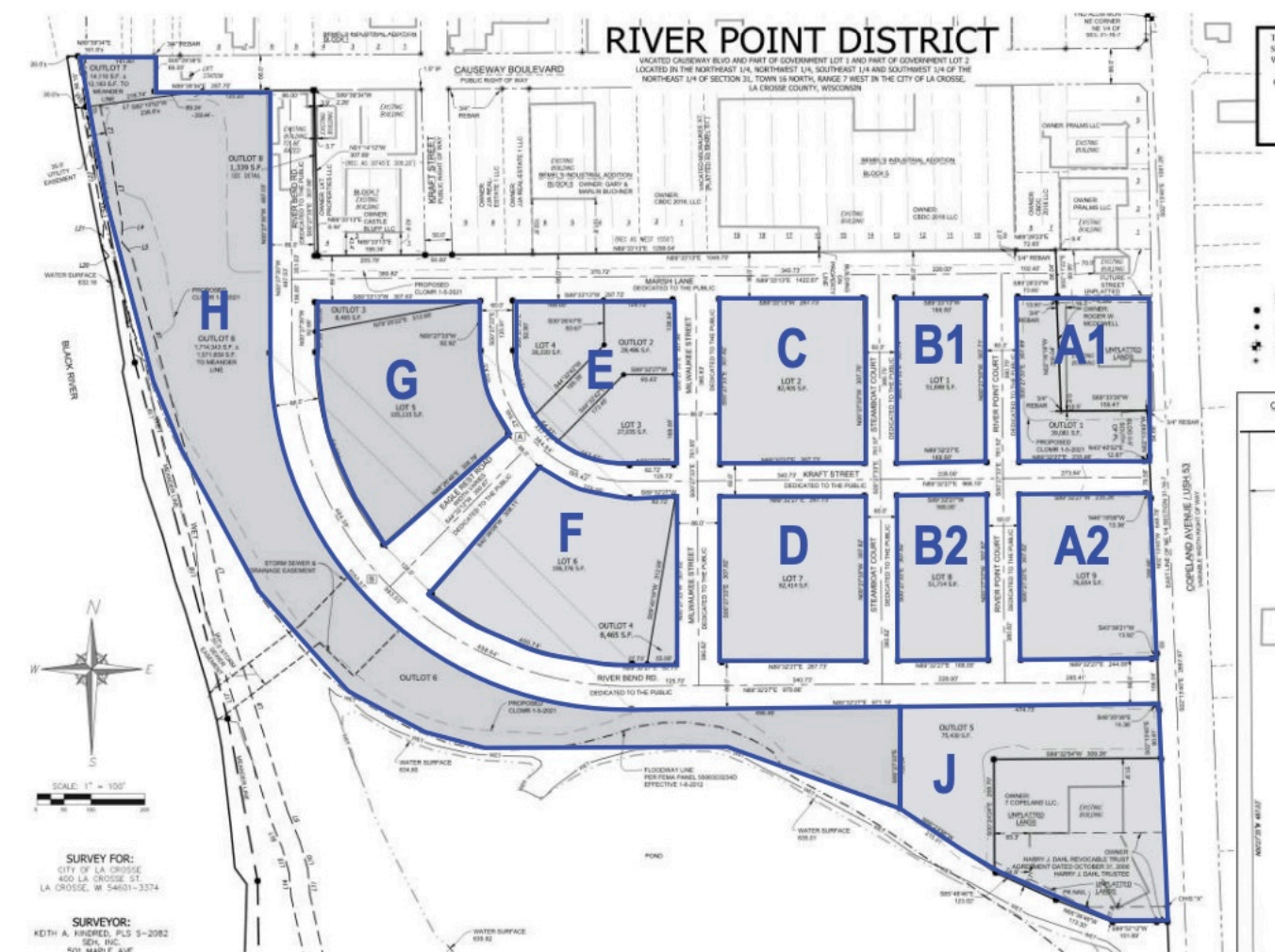
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
<b>ZONE A1 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
<b>OUTLOT 1</b>	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. <b>Building height in Zone A1 shall be a minimum of 2 stories.</b>
<b>ZONE A2 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
<b>LOT 9</b>	76,654	1.76	Zone A2 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone A2 shall be a minimum of 2 stories.</b>
<b>ZONE B1 - Residential &amp; Mixed Use Zone</b>			
<b>LOT 1</b>	51,698	1.19	
<b>ZONE B2 - Residential &amp; Mixed Use Zone</b>			
<b>LOT 8</b>	51,714	1.19	
<b>ZONE C - Residential &amp; Mixed Use Zone</b>			
<b>LOT 2</b>	82,405	1.89	
<b>ZONE D - Residential &amp; Mixed Use Zone</b>			
<b>LOT 7</b>	82,414	1.89	
<b>ZONE E - Residential &amp; Mixed Use Zone</b>			
<b>OUTLOT 2</b>	28,486	0.65	
<b>LOT 3</b>	27,035	0.62	
<b>LOT 4</b>	26,220	0.60	
<b>ZONE F - Residential &amp; Mixed Use Zone</b>			
<b>LOT 6</b>	106,376	2.44	
<b>OUTLOT 4</b>	8,465	0.19	
<b>ZONE G - Residential &amp; Mixed Use Zone</b>			
<b>LOT 5</b>	105,133	2.41	
<b>OUTLOT 3</b>	8,465	0.19	
<b>ZONE H - Entertainment, Public Amenity, &amp; Civic Zone</b>			
<b>OUTLOT 6</b>	171,434	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi family residential above retail.
<b>OUTLOT 7</b>	14,110	0.32	
<b>ZONE J - Perimeter Commercial &amp; Mixed-Use Zone</b>			
<b>OUTLOT 5</b>	75,430	1.73	Zone J allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone J shall be a minimum of 2 stories.</b>
<b>TOTAL</b>		57.35	

\*Acreages shown do not include public roadways or public green spaces.

FIGURE 2.3.2: Site plan with labeled zones corresponding to the development summary.



General Development Plan

2.0

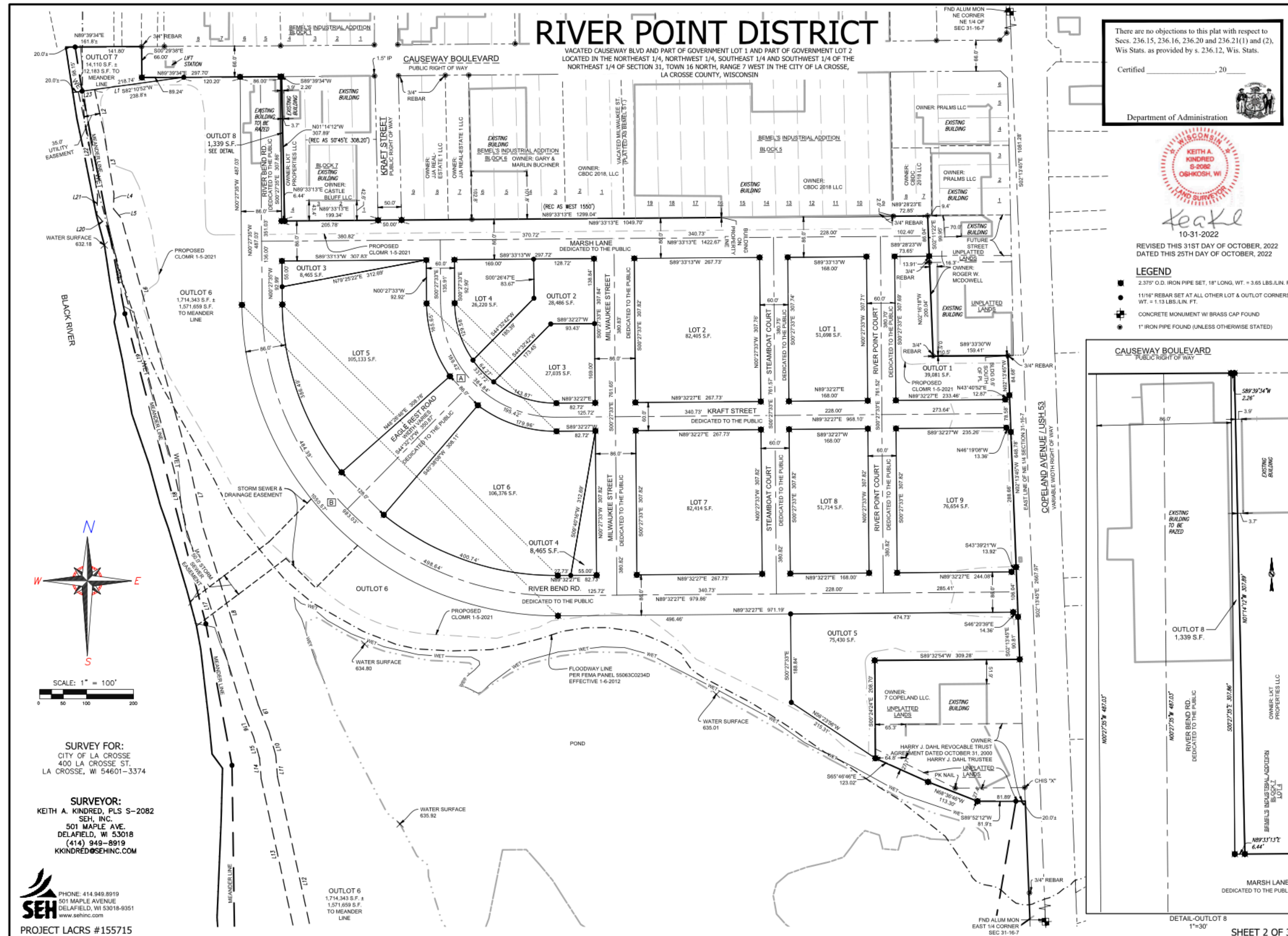
# Appendix

## PDD Master Plan-Reference Parcel Map

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



# Appendix-Plat Lot Size Map







# Appendix-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**

323 River Bend Rd  
La Crosse, WI 54603

P: (608) 292-8770

F: (715) 430-2462

[thedriftless@msphousing.com](mailto:thedriftless@msphousing.com)

Information for the War Eagle development:

Red Earth: Lori Fuselier [lori@3amigosapartments.com](mailto:lori@3amigosapartments.com)