



River Point District

Project Management Report, March, 2024

JBG Planning LLC

Contents

Project Management Update-March, 2024

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- 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 Activity Summary

Public infrastructure Design, Planning:

Right-of-Way and plat update

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

Construction Highlights

- Phase 3 Bid Awarded to IGE; April-May construction start with the area south of Kraft Street being completed by November, 2024 and the area north of Kraft Street completed by Summer, 2025. Concrete Sub likely to be Trierweiler Companies (Note: IGE's schedule is more aggressive).
- Causeway Blvd construction coordination for anticipated Spring start when River Point Drive is completed on or around May 19. Construction will take place west to east.
- MSP project progressing, temporary power installation underway
- Amendment made to Phase 3 bid documents to have joint utility trench completed in April to allow utilities more time to install equipment and accommodate first occupancies (MSP).
- Lot 10 Letter of Map Revision for floodplain boundary underway.

Other:

- Fielding numerous resident inquiries-content includes map, illustrations and lease and sales contacts
- RyKey plans progressing for potential fall, 2024 start
- War Eagle awaiting CLOMR and stormwater determination by City
- F Street setting up financial closing
- Roush plans progressing
- 360 and Merge 2025
- Rotary Club Presentations being planned
- WXOW interview completed
- ULI Panel in Newark CT, March 24-30
- City's Housing Study Group Interview Completed
- Madison meetings with developers on parcels 11, 12 and outlot 1
- Post closure modification filed by SEH with DNR
- Phase 3 and 4 Reconstruction meeting completed (see attached notes)

March 15, 2024 Phase 3 Reconstruction Meeting Summary

Schedule:

A. Start date: March 18, 2024

B. Completion dates:

- Zone 1 – Milwaukee St, Kraft St, Steamboat Ct around Lot 7: August 1, 2024
- Zone 2 – Kraft St between Eagle Rest Rd and Copeland Ave, Milwaukee St, Steamboat Ct, Eagle Rest Rd, & Riverpoint Ct between Riverbend Rd and Kraft St: November 15, 2024
- Zone 3 – Remainder of Site: June 15, 2025

Contractor anticipates all work complete by end of 2024.

No work on September 28, 2024 unless authorized by owner or in event of emergency.

Also no work on September 27, 2024 for Oktoberfest

OTHER CONSIDERATIONS:

Regular construction meetings (biweekly):

- Time: Thursdays at 1:00 PM, starting on March 28th.
- Location: Field office & Teams

Completion of Riverpoint Phase 2 project. (Anticipated completion of June 1, 2024)

Reconstruction of Causeway Boulevard. (Anticipated start date of May 1, 2024)

Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Ry Key coordination on TIF ask and plans/pro forma underway-JBG Planning Consultation with RyKey team
2. War Eagle TIF development agreement signed
3. JBG Planning coordinating with F Street Financial Group and Construction Administrators
4. Supplemental term sheet for transfer/title documentation complete
5. Final title work issue is to obtain the DNR's recording of the closure documentation for the site, which is desired by title counsel to address older recorded environmental documents (Coordination with Abby at SEH underway). This will take place once all infrastructure is installed.
6. Continued Coordination with the 360 Team on their plans for Outlot 5 and Lot 4, Outlot 6. Request to extend option received and presentation pending April RDA meeting.
7. Continued coordination with Roush

Option Agreement status:

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

360: April 27-April 27, 2024 (12 months)

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

MSP, Closed and Under Construction

Merge, April 23-April 24 (12 months) (Anticipated 2025 Construction)

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

Roush, January to July, 2024

Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Outreach to Lots 11 and 12 prospects (Madison meetings and various electronic communications).
- Fielding inquiries from interested investors and future residents
- Preconstruction meetings with contractors and construction managers
- JBG Planning will send notice to developers on obligations for press and flow testing for water systems

Project Challenges and Opportunities

Analysis of challenges and opportunities narrative

Challenges:

1. Review with City Engineering/Public Works the implications of infrastructure ownership by the Redevelopment Authority short and long term
2. Obtain the schedule for Xcel Energy Work and coordinate accessibility of gas and electric with developers-close communications with engineers and developers
3. Unclassified excavation (contaminated soil) is always a potential cost challenge. Soil disposal costs \$75/cy at the La Crosse County Landfill. (Depending on concentration)
4. Anticipate the investment in the relocation and costs of the large electrical distribution line along the Black River frontage.
5. TIF application review and needs relative to city policy
6. Timing of paving and coordination with MSP for occupancy in late Fall, 2024
7. Xcel Energy temporary and permanent power commitment dates
8. Timing of Phase 3 construction start and completion (anticipated February, '24 bid and 12-14 month construction schedule starting April-May, '24) Area south of Kraft Street complete by November, 2024 and the area north of Kraft Street complete by Summer, 2025
9. Stormwater design/capacity for War Eagle north parking area (can be accommodated through design)

Opportunities:

10. Continue to market the development opportunities-Outlot 1 and Parcels 11 and 12 of the first addition to River Point District
11. Costs of parks/recreation improvements should be coordinated with grant application opportunities
12. WEDC's idle sites and community reinvestment grants
13. Inflation Reduction Act Funding and BIL Programs for Clean Water, Transportation (Trails) and Energy Systems
14. La Crosse Community Foundation Social Investment Interests
15. Ground lease opportunities for RDA (to be discussed on case by case basis)
16. AARP partnerships in housing innovation
17. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces

Future/existing potential funding solutions and strategies. See

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

Ongoing investor/developer contacts/communications

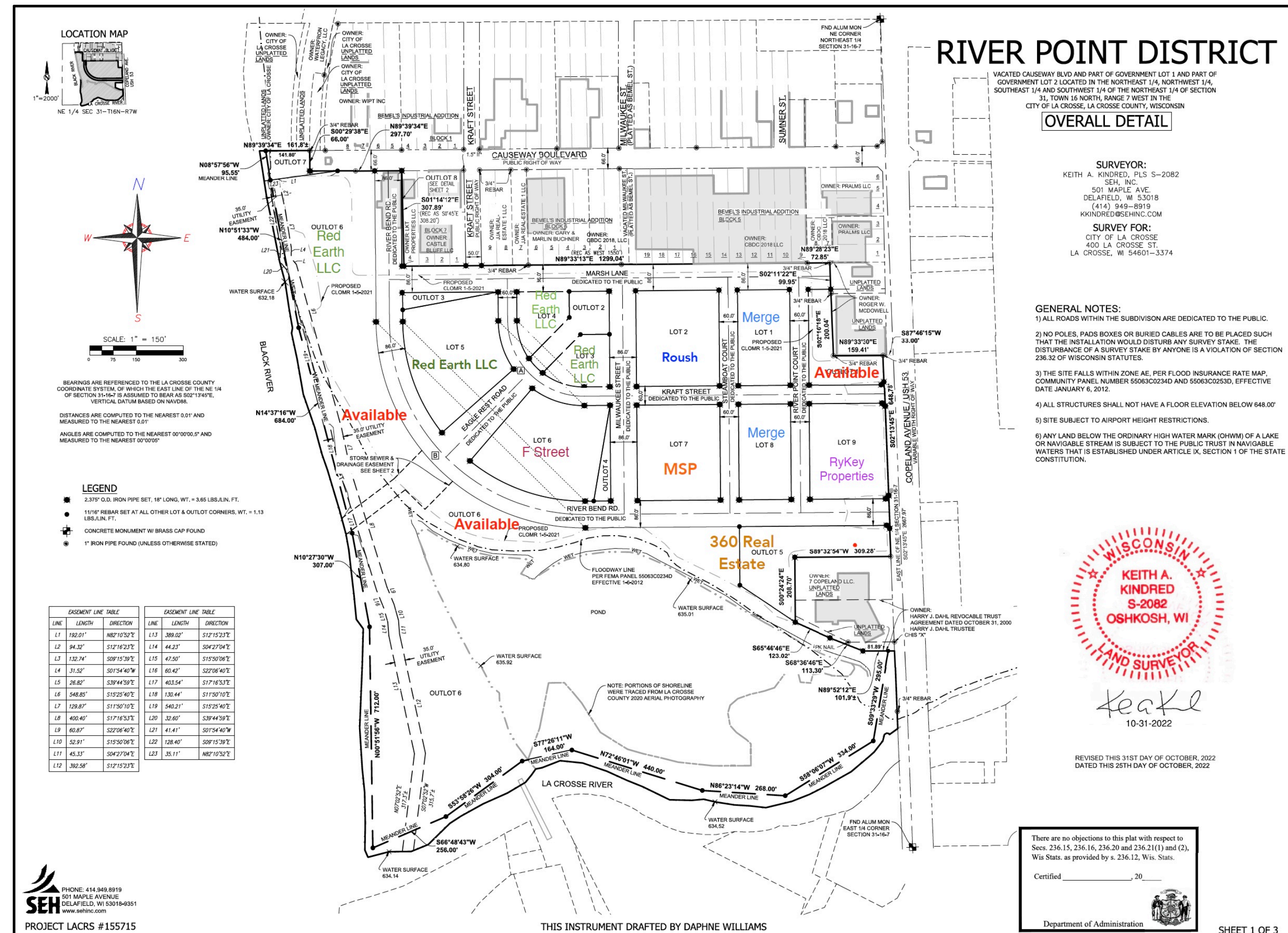
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

Public/media relations and communications updates

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

Investment Phases Map

Anticipated Private Investment Based on Current Option Agreements



Current Option Agreement Schedules:

Option Agreement status:

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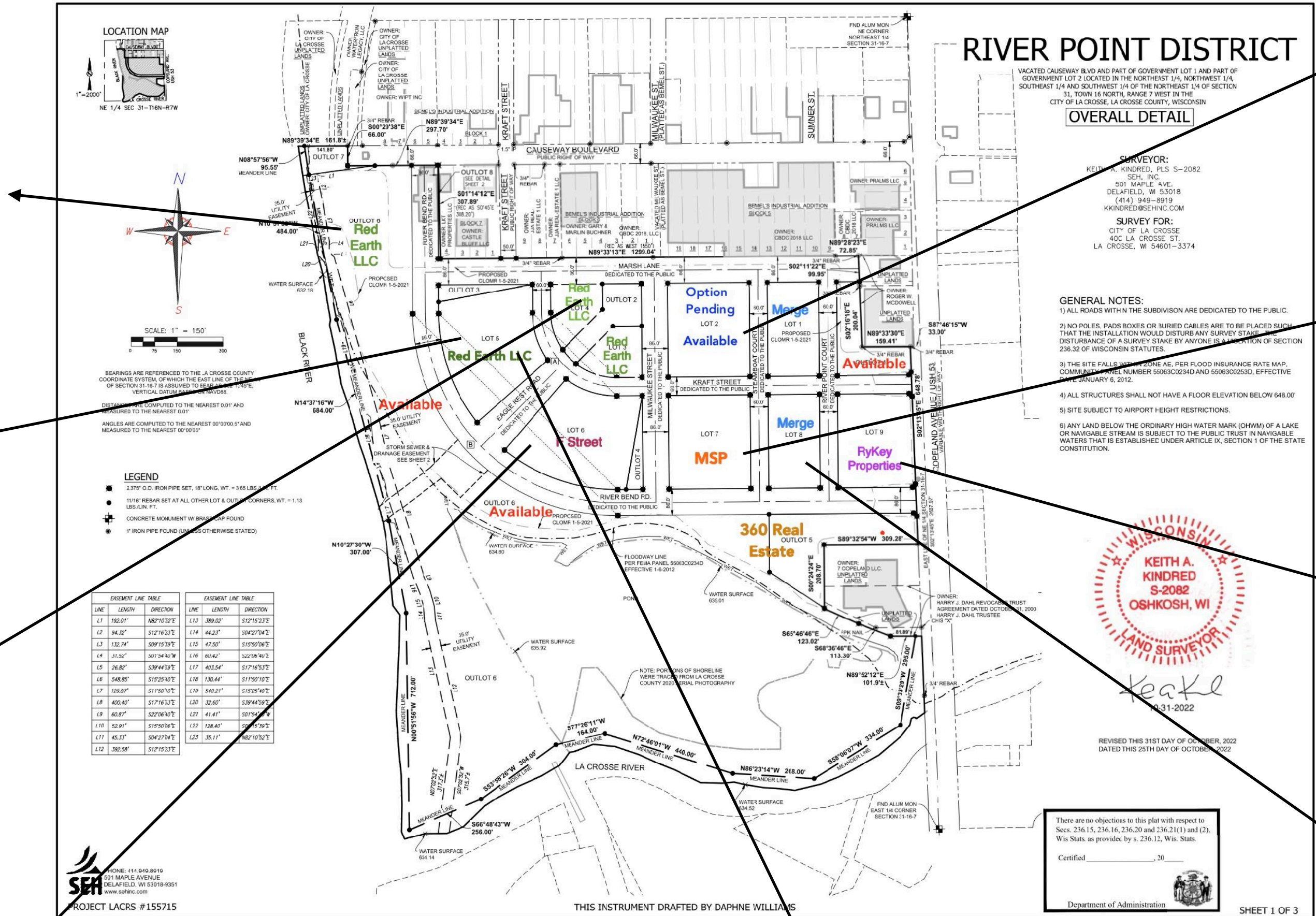
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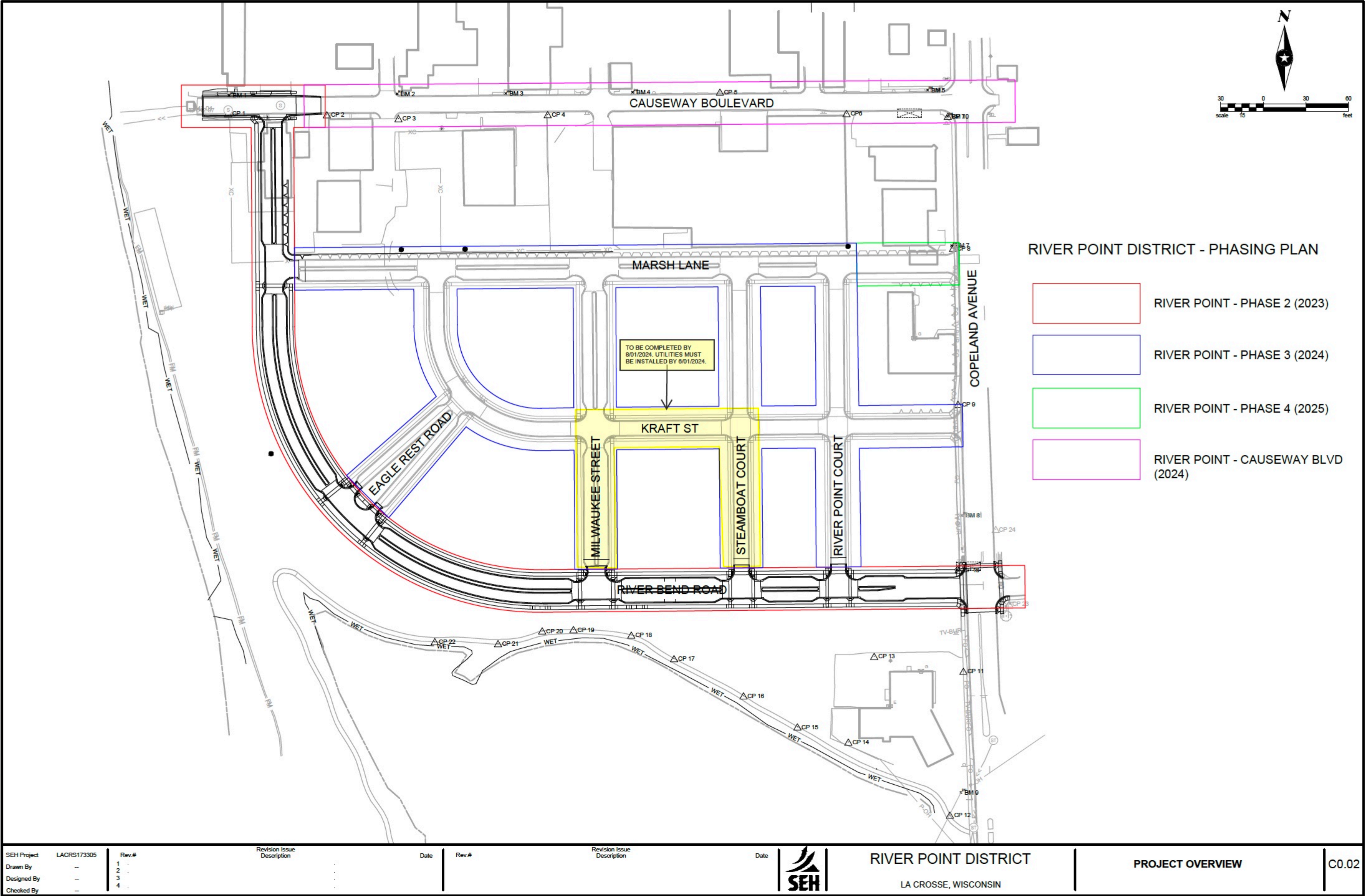
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Roush: January 18-July 18, 2024 (6 month option)

Investment Character Reference-Current Options



Infrastructure Phasing Map

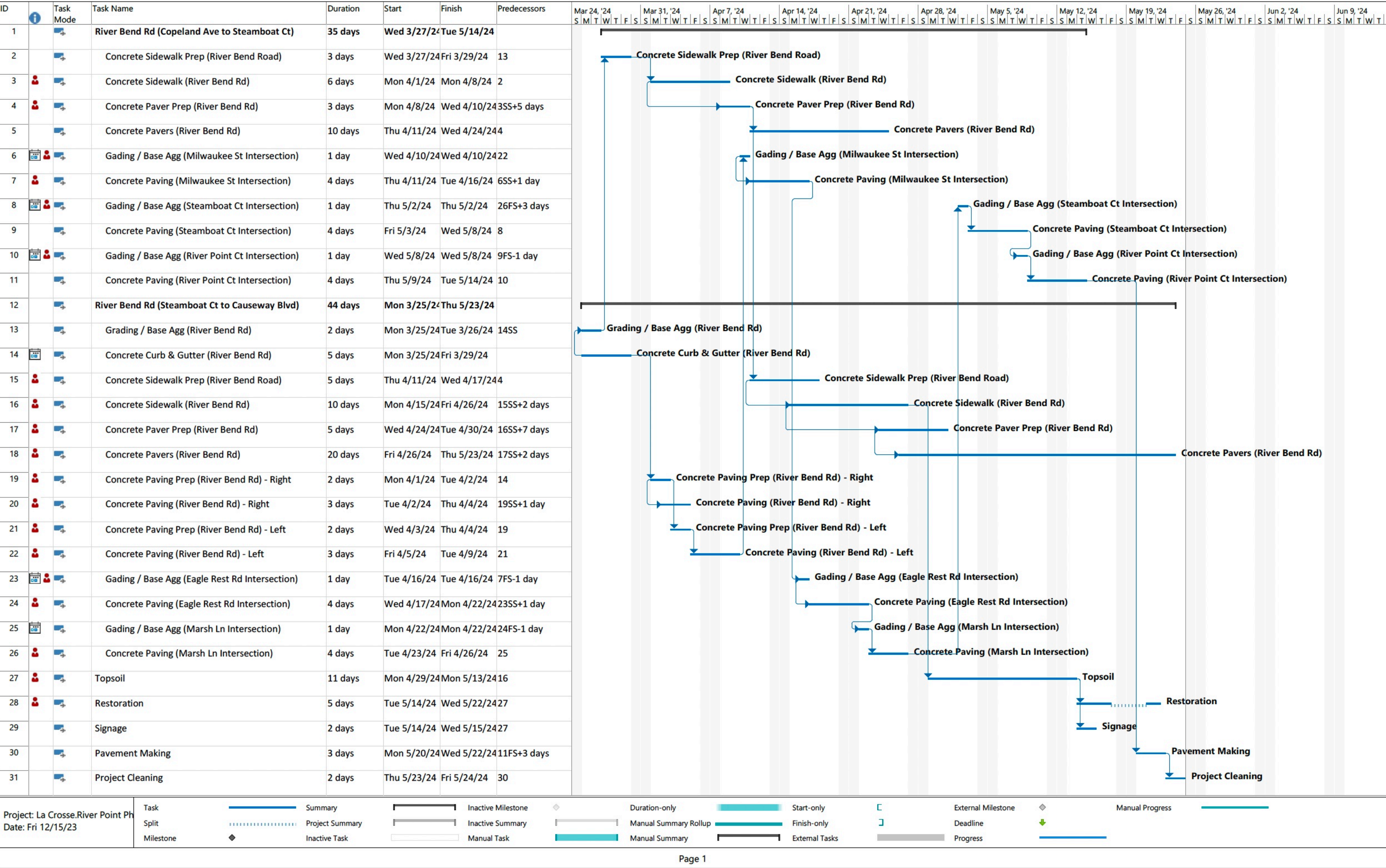


This map depicts the planned infrastructure phasing as of December, 2023, however, these phases are subject to alteration depending on the action of the Redevelopment Authority of the City of La Crosse which may be precipitated by investment activity, funding opportunities or constraints, the contracting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

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



Infrastructure Phasing-2024 Schedule



Project Metrics

Social, Environmental, Economic and Cultural Outcomes by Project

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

See the Smartsheet tool.

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

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

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

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

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

3. How the project achieve environmental metrics in the City

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

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

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

For Immediate Release

1. MSP's first phase of construction has an anticipated occupancy of August, 2024 for the townhome portion of the development.
2. City has awarded the bid for phase 3 infrastructure (the majority of the remainder of River Point District's streets and utilities) to IGE with an anticipated April construction commencement.

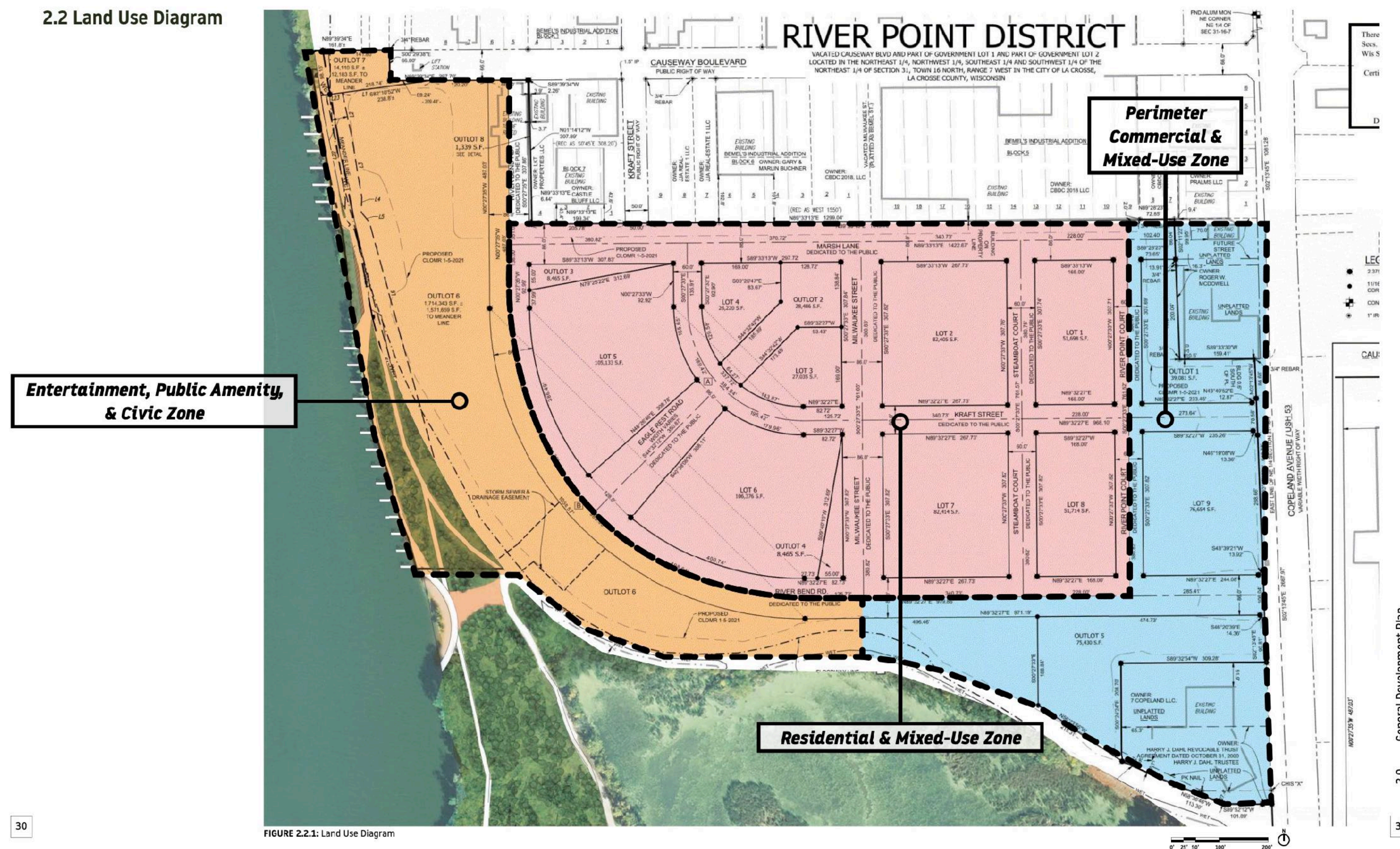
Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

2.2 Land Use Diagram

RIVER POINT DISTRICT



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

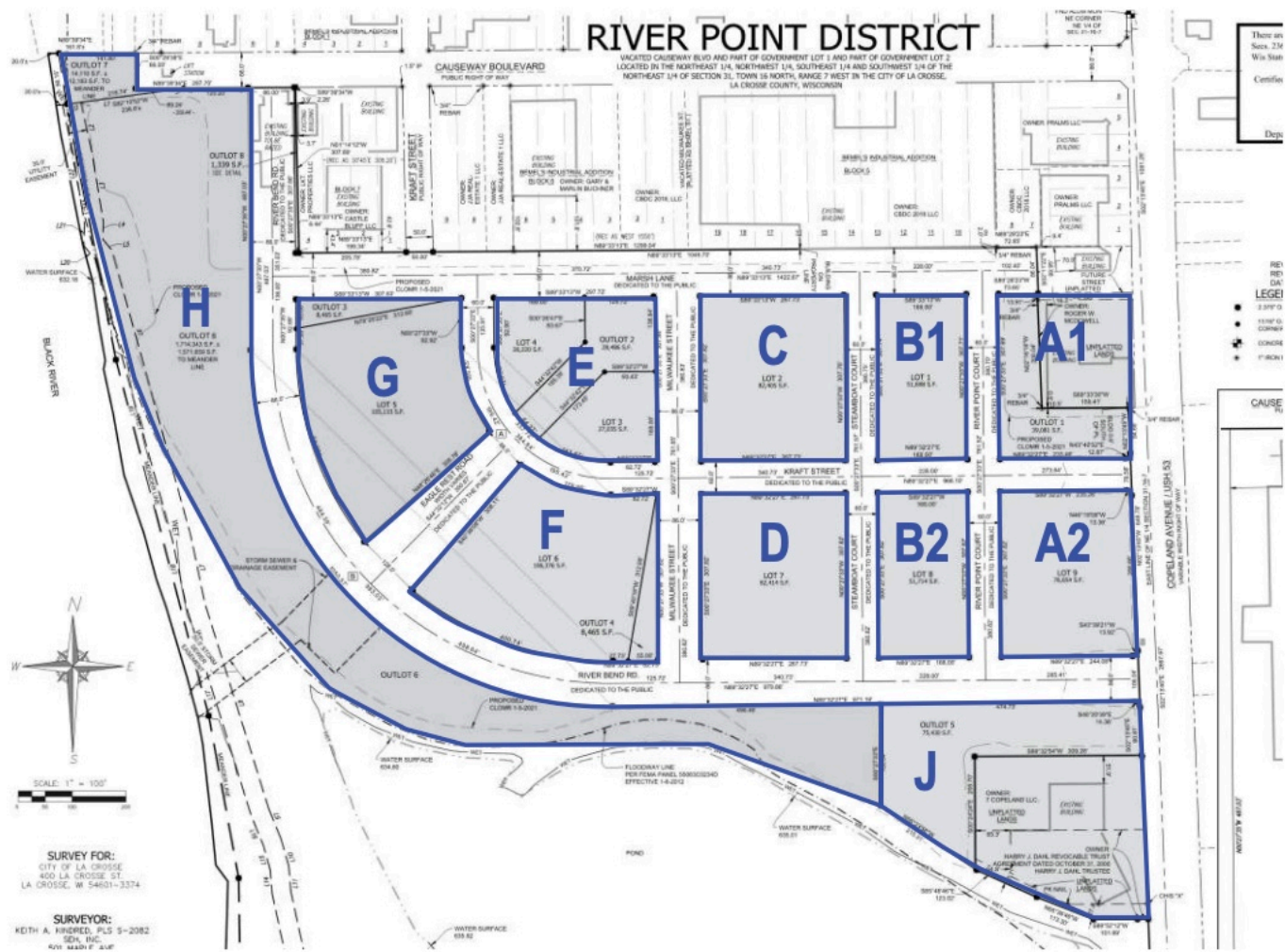
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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	1.76	Zone A2 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A2 shall be a minimum of 2 stories.
ZONE B1 - Residential & Mixed Use Zone			
LOT 1	51,698	1.19	
ZONE B2 - Residential & Mixed Use Zone			
LOT 8	51,714	1.19	
ZONE C - Residential & Mixed Use Zone			
LOT 2	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

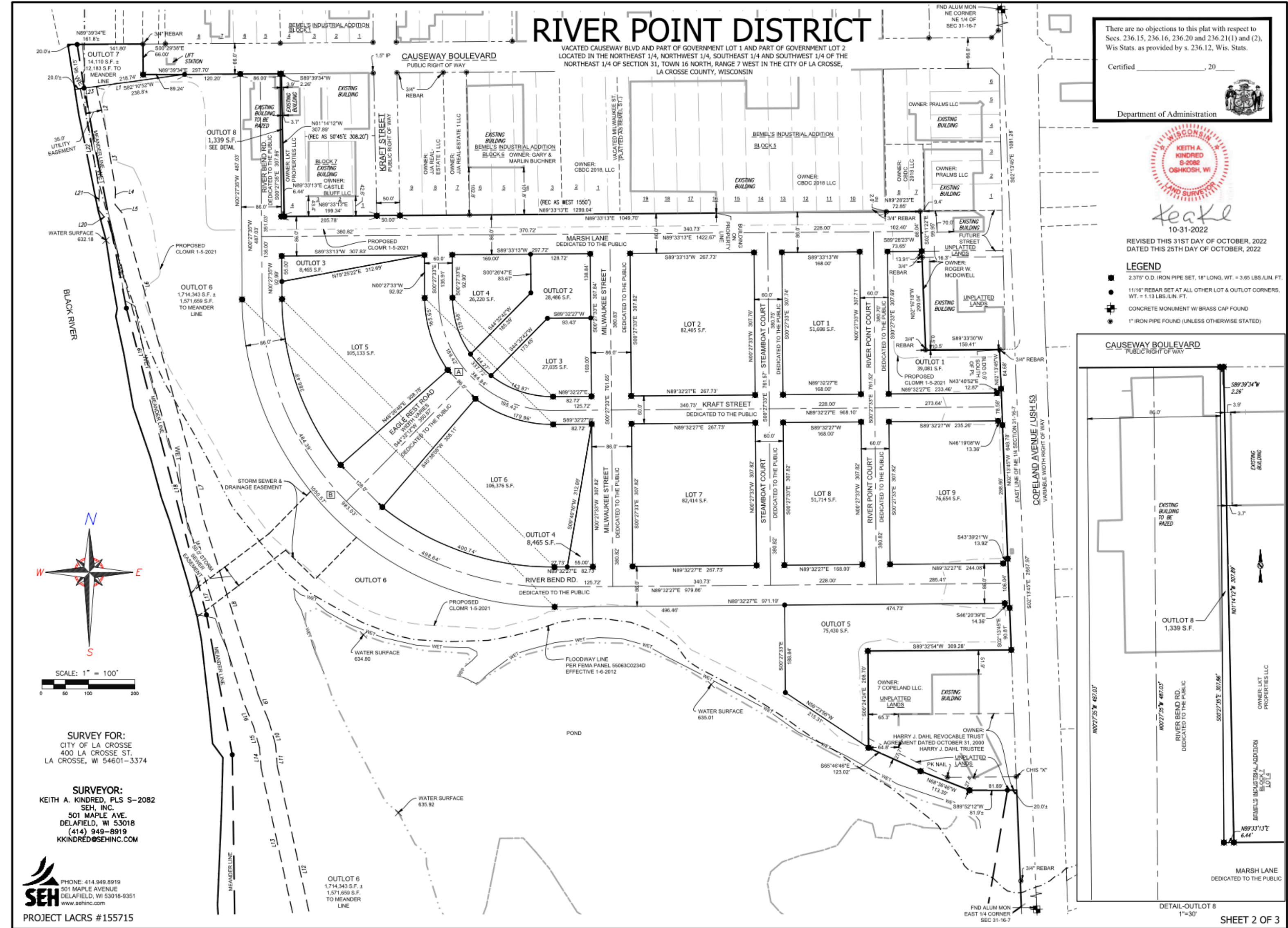


Appendix

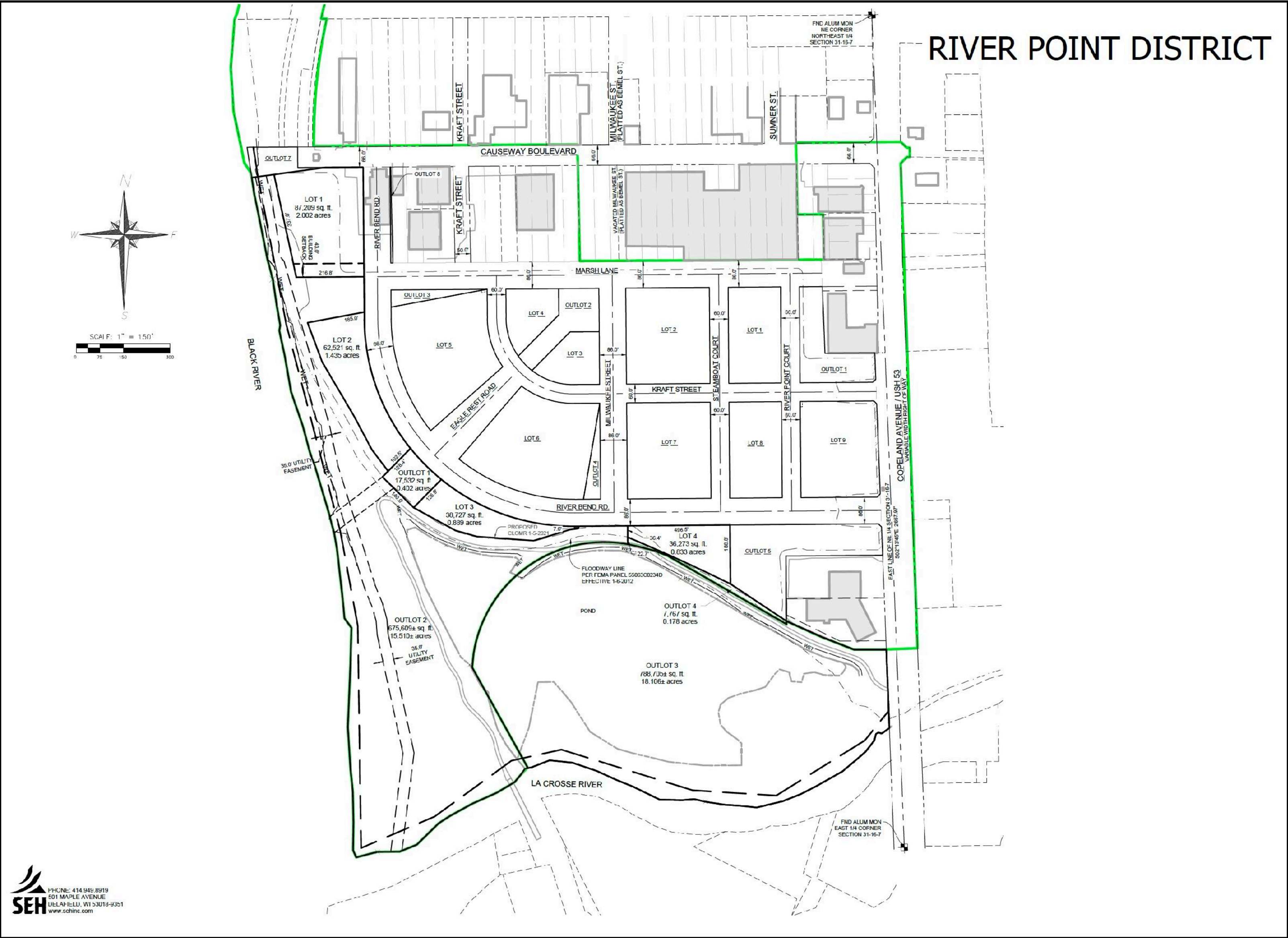
PDD Master Plan-Reference Parcel Map

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





Appendix-Outlot 6 RePlat Lot Size Map





6.5 Aerial image

Aerial facing North East capturing the River Point District's overall scale and relationship to the existing natural landscape.



River Point District-RFEI

Development Opportunities Parcels 11 and 12

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 Parcels 11 and 12.
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. Infrastructure phasing map
6. 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 the first phase of infrastructure is well underway and is expected to be complete by May 19, with phase 3 and 4 of the project infrastructure awarded and starting construction this Spring for completion in summer, 2025.

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 an addition to River Point District's Plat, offering better articulation of two waterfront parcels in River Point District. Parcels 11 and 12 offer incredible views to the confluence of The Mississippi River, The Black and La Crosse Rivers and have 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. Parcels 11 and 12 offer mixed commercial and residential opportunities with a three story building height.

View of Parcels 11 and 12 in the PDD Master Plan



Opportunities, River Point District

Contextual view of waterfront parcels 11 and 12 looking southwest to the river confluence



Project Information and Links

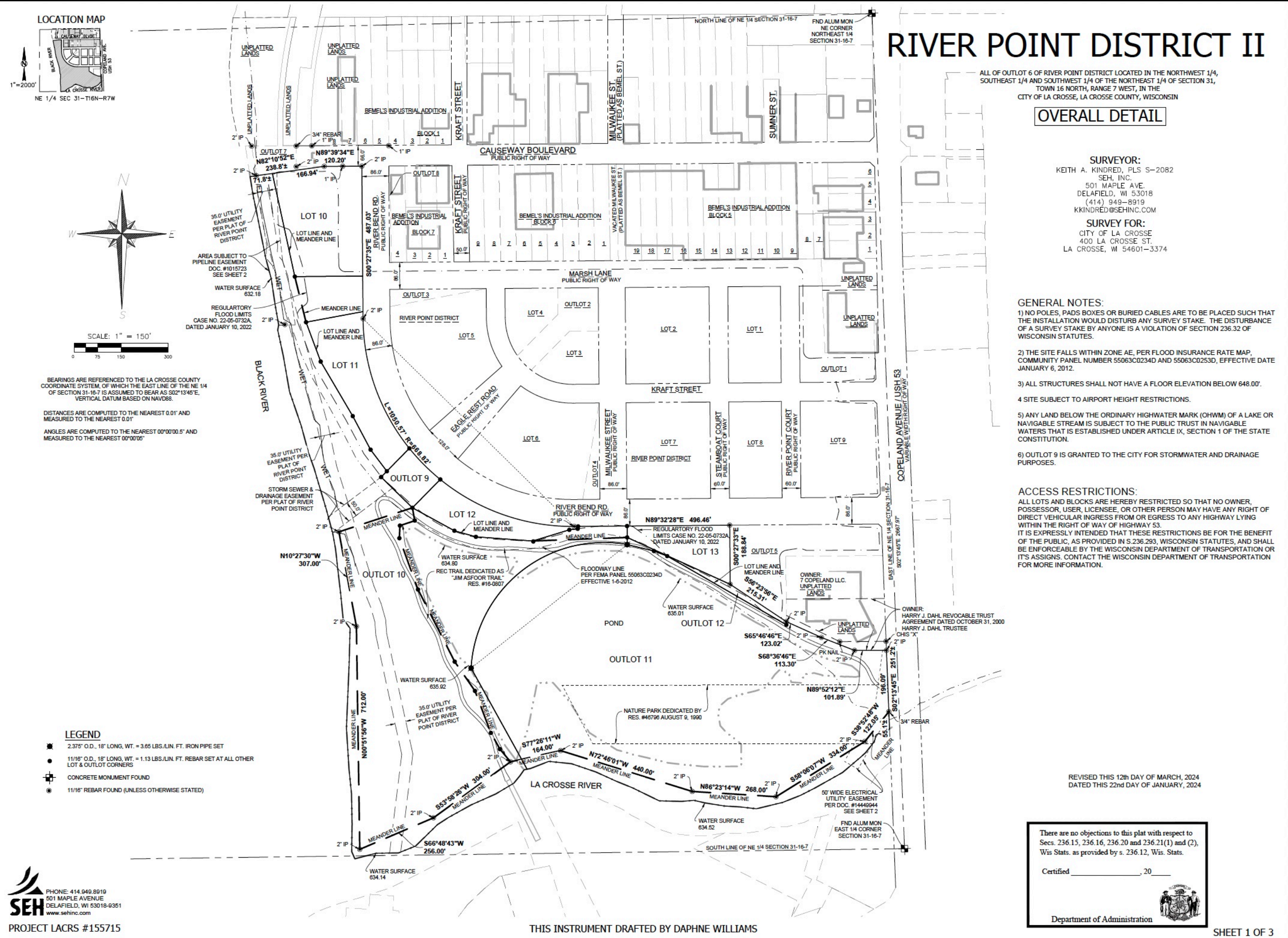
River Point District Website:

[River Point District Website](#)

River Point District Planned Development District (PDD) Document:

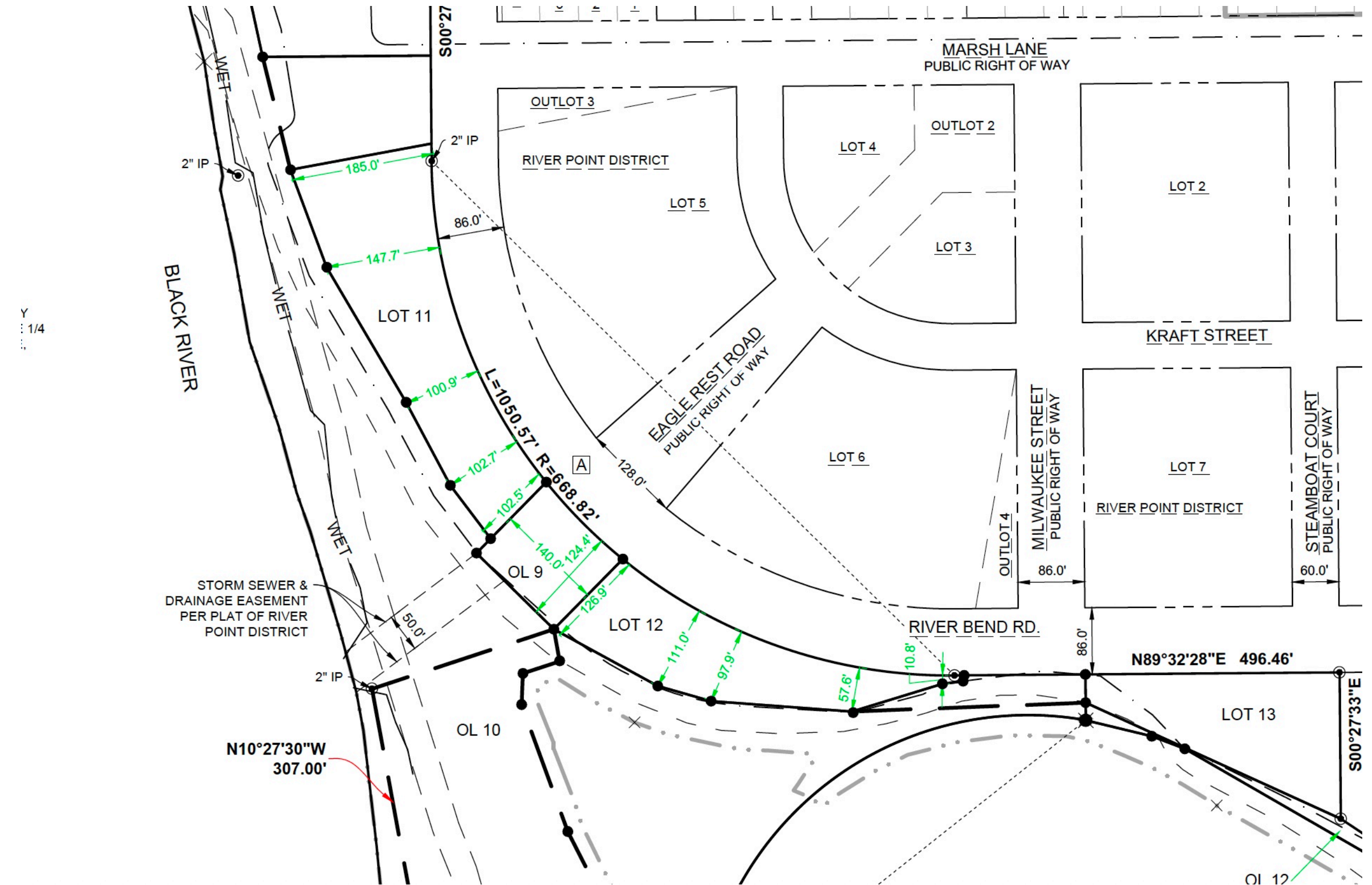
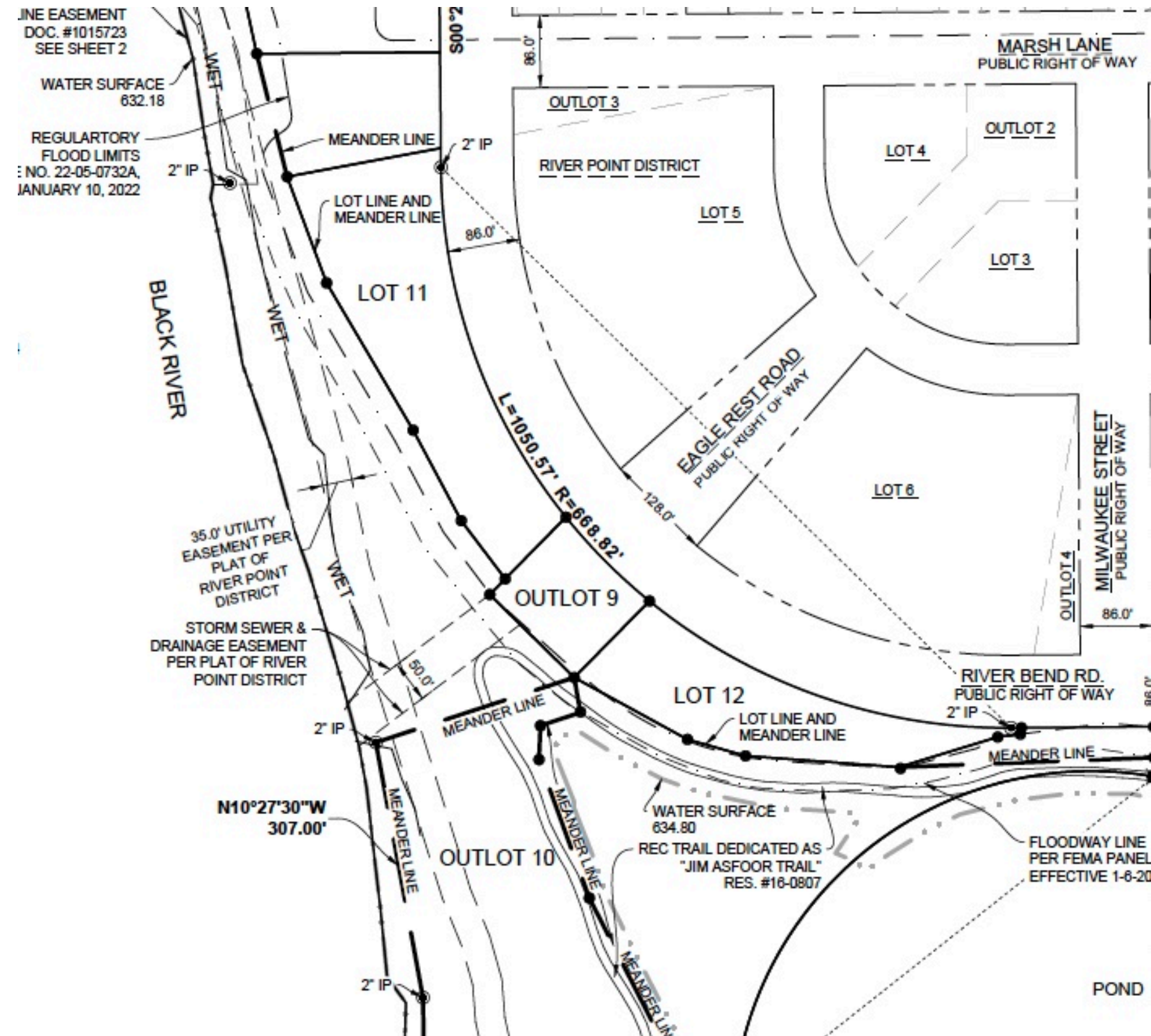
[River Point District PDD](#)

Preliminary Plat



Preliminary Plat

Detail of Waterfront Parcels 11 and 12



PDD Reference

K Sites, Planned Development District, River Point District

6.2.3 Entertainment, Public Amenity & Civic Zone

This area consists of a series of natural areas which include public park areas for picnics, trails, wetlands, wildlife habitat, forested areas, and related natural features.

Portions of the private land for entertainment & hospitality development also include natural features which blend and extend the visual impact of the public park promenade. A few key sites have been identified for retailers, restaurants, breweries, open-air pavilions, and public buildings for exhibits and events.

Building Height Limitations

Maximum building height: 3 Stories

Minimum building height: 1 Story

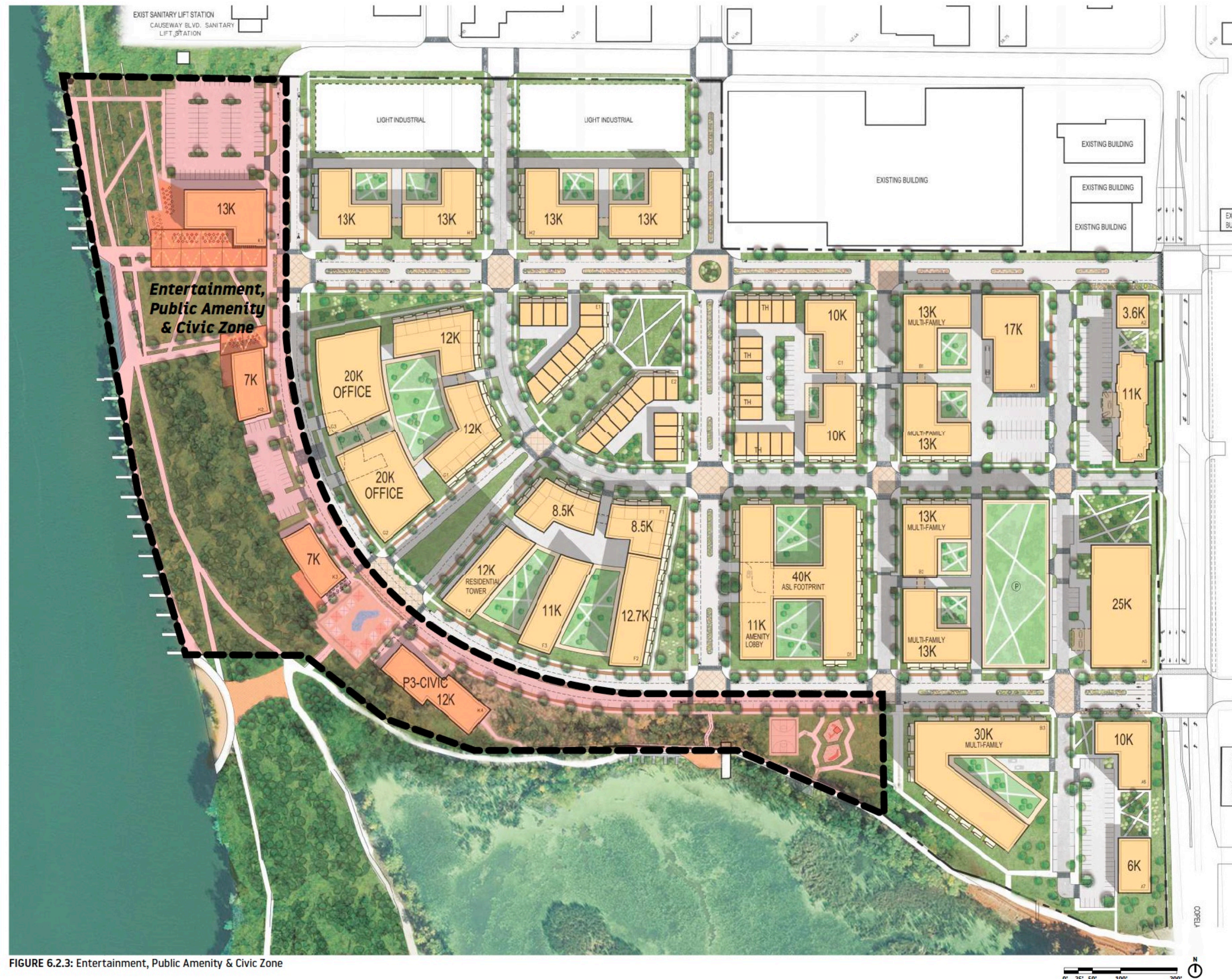
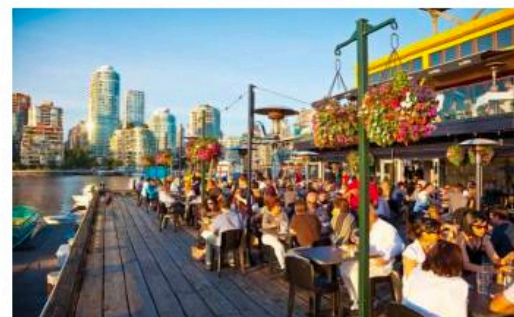
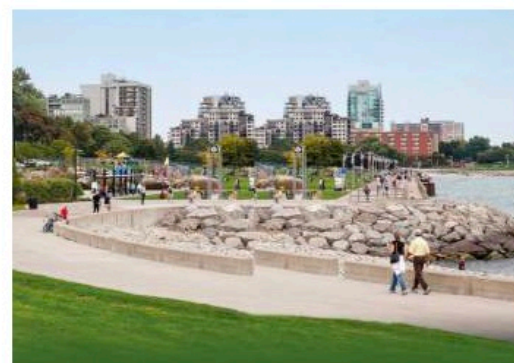
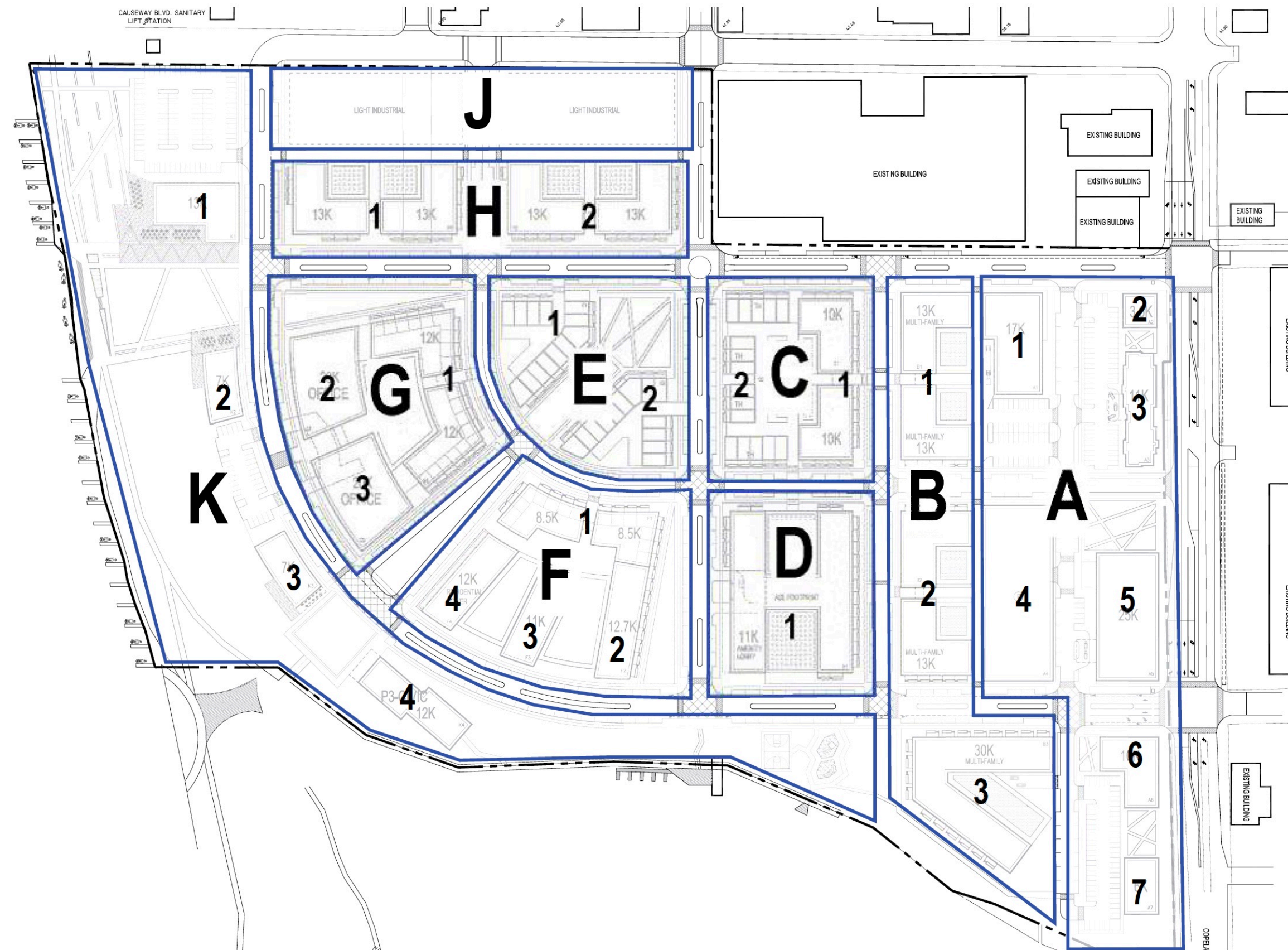


FIGURE 6.2.3: Entertainment, Public Amenity & Civic Zone

PDD Reference

K Sites, Planned Development District, River Point District

FIGURE 6.3.2: Site plan with labeled zones corresponding to the development summary.



River Point District PDD Excerpts, Land Use

2.0 SPECIFIC DEVELOPMENT PLAN

2.2 Land Use Diagram

RIVER POINT DISTRICT

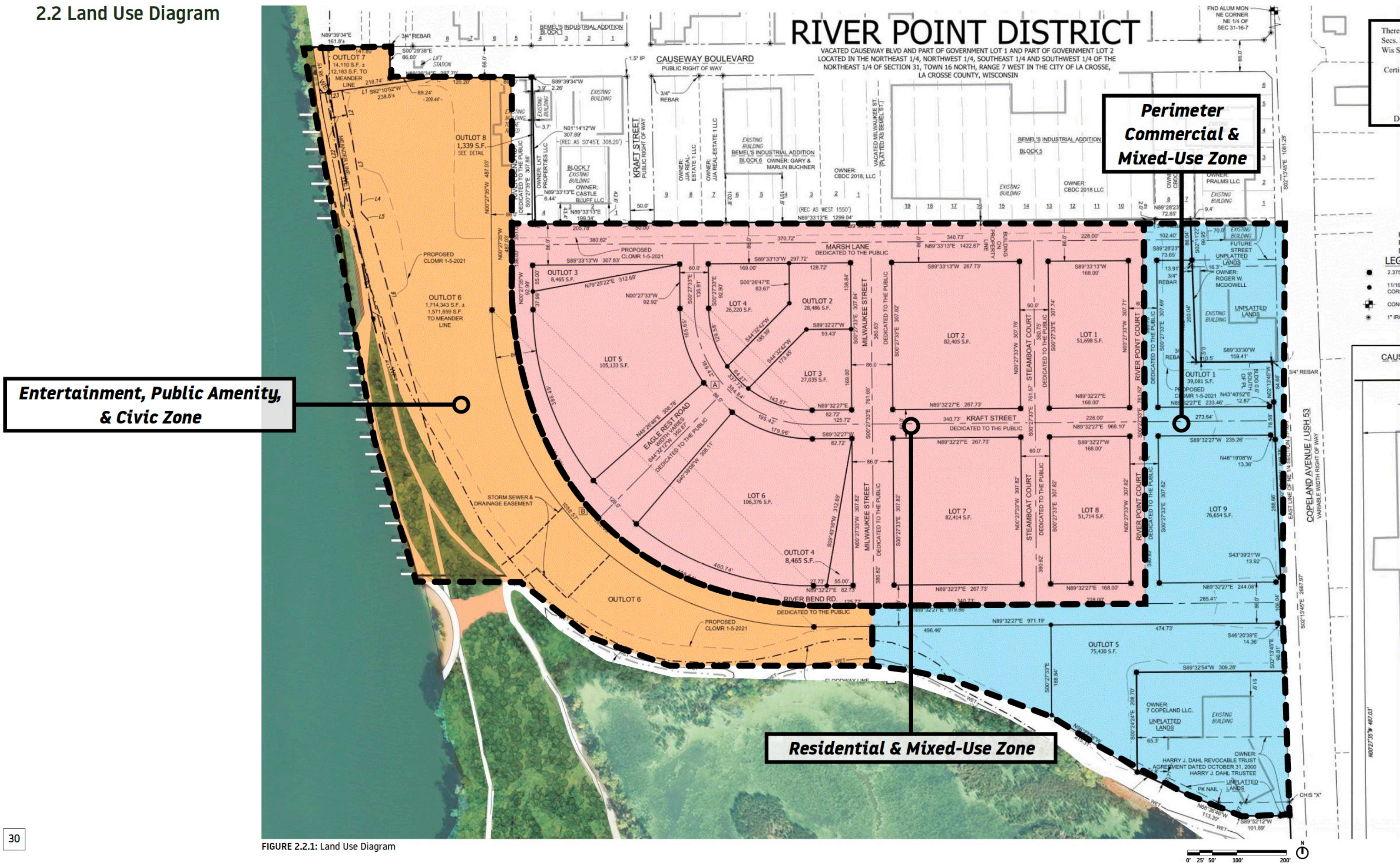


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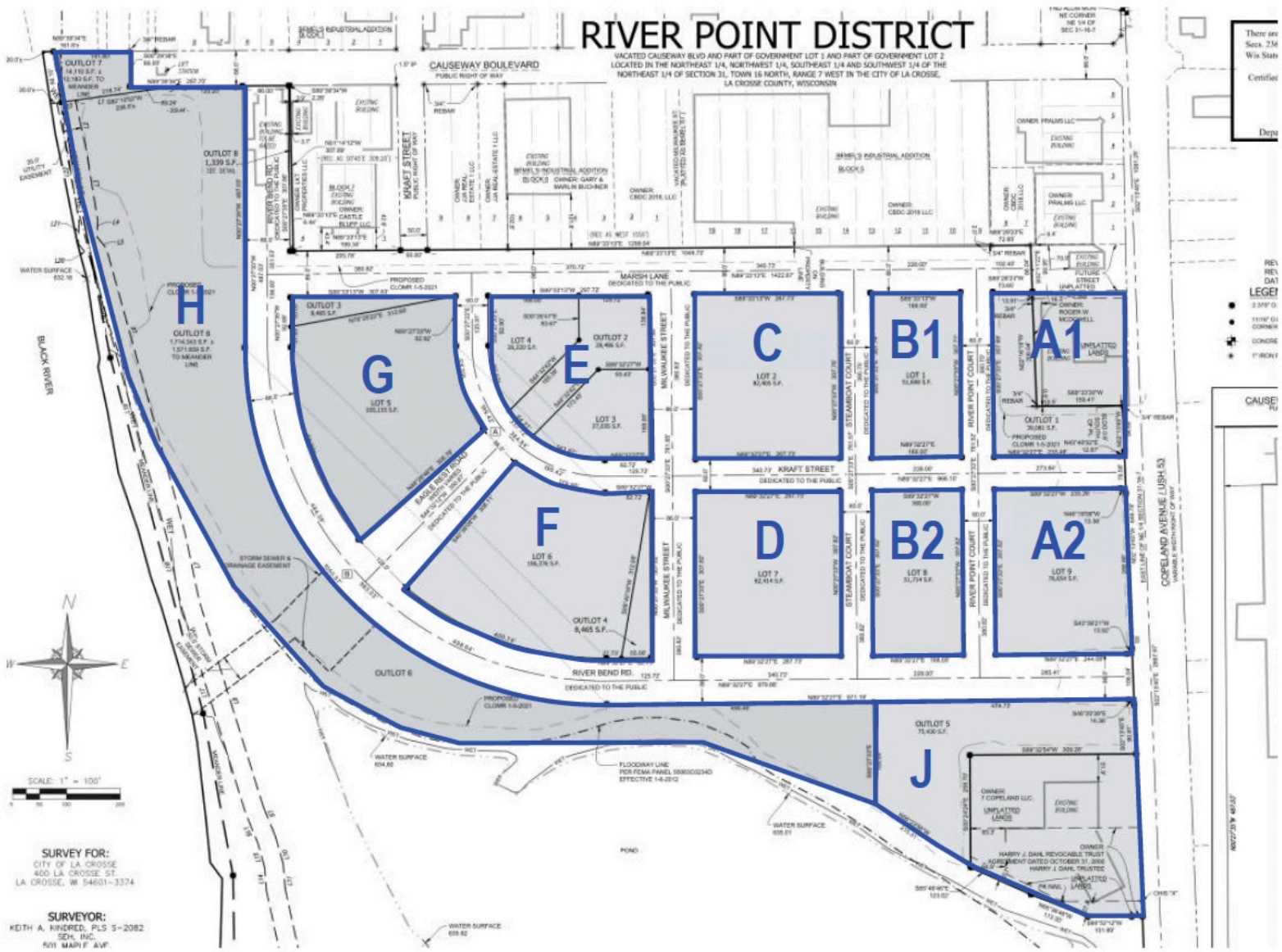
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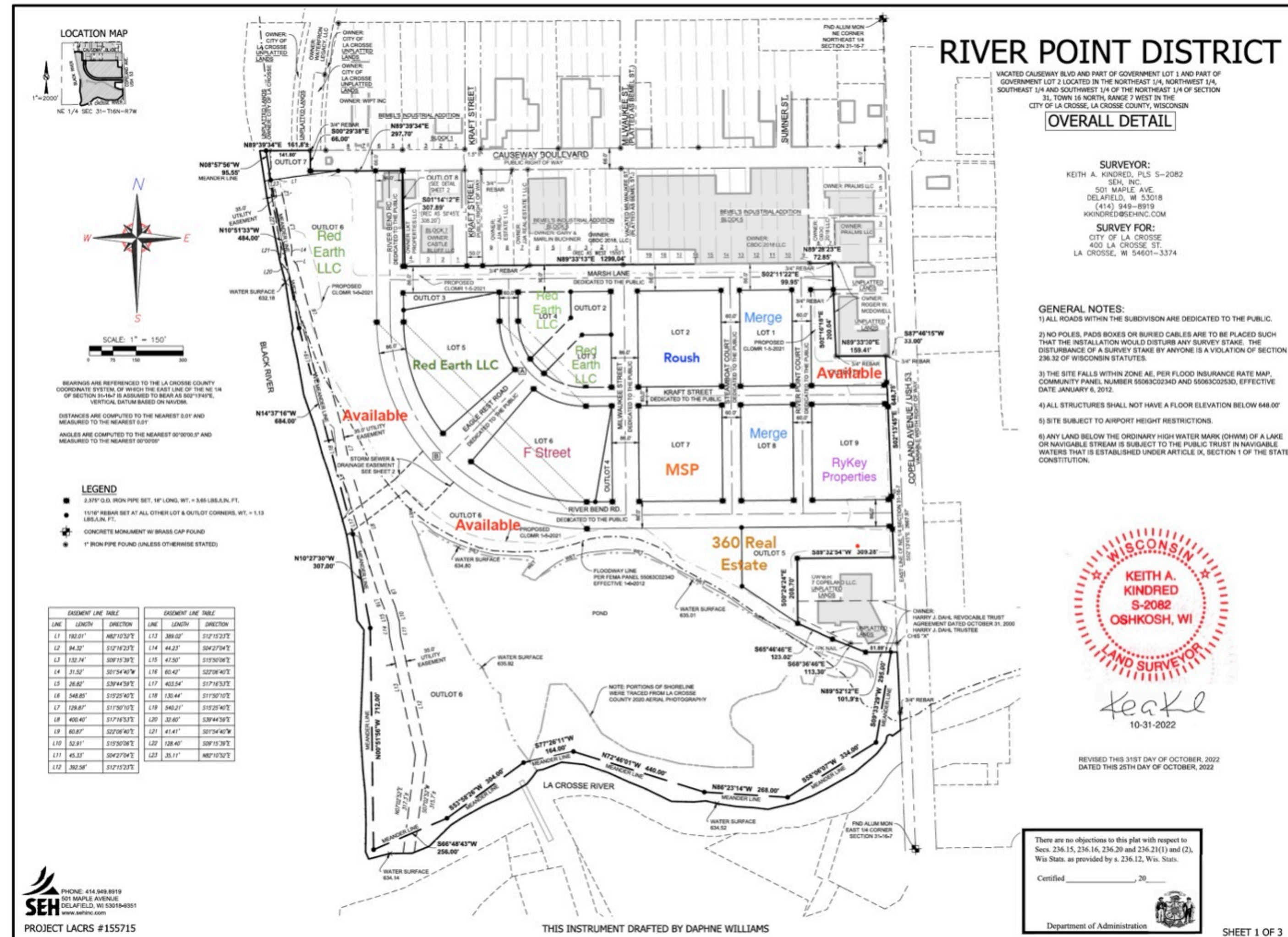
2.0

The C Block depicts Lot 2

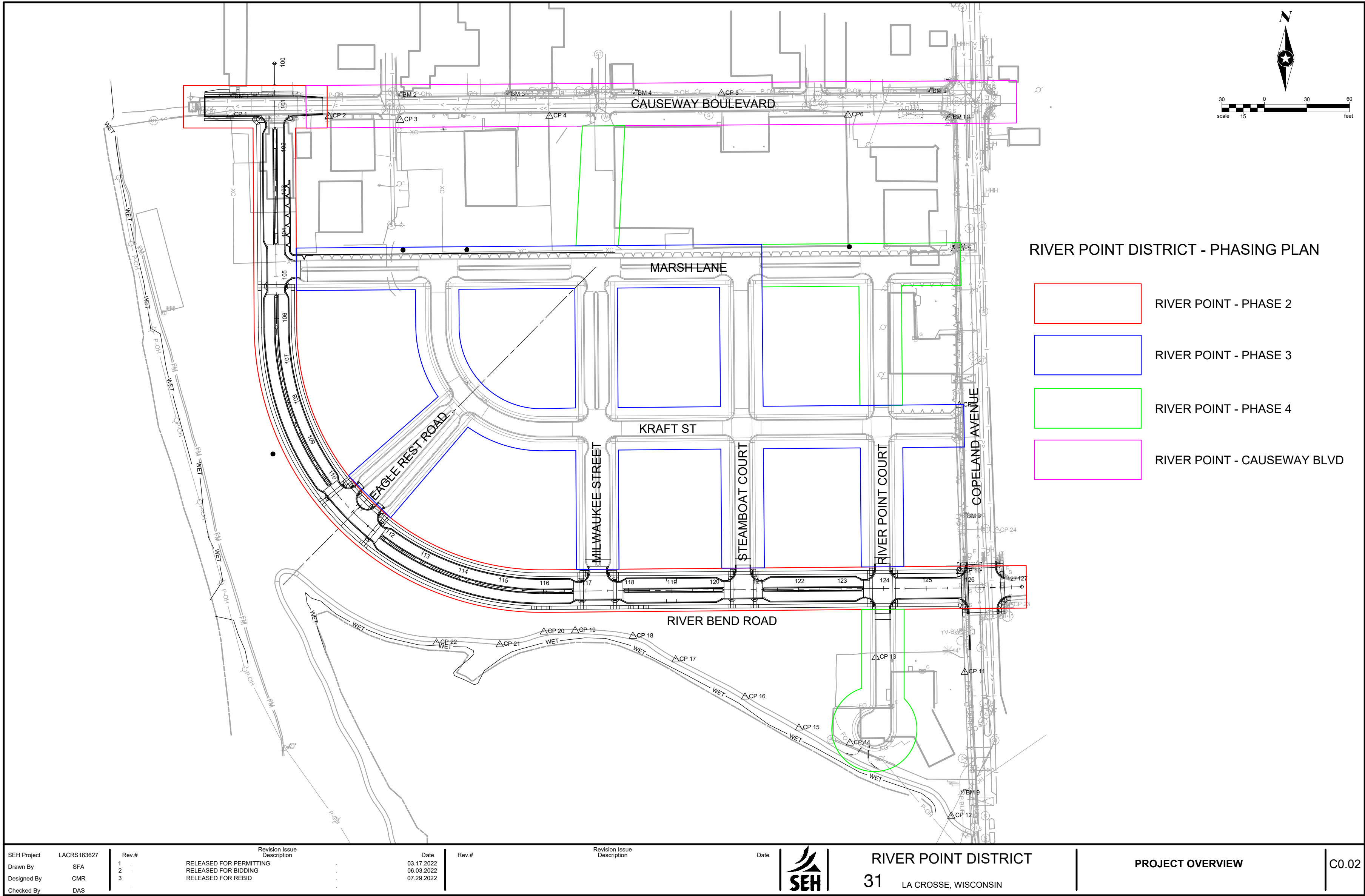
Investment Phases Map

Anticipated Private Investment Based on Current Option Agreements

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



Infrastructure Phasing Map



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Phase 3 and 4 were recently awarded and will begin construction this Spring.



Project Contacts

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