

Progress on War Eagle, January 15, 2025

Eagle Rest Road, January, 2025

River Point District

Project Management Report-January, 2025

JBG Planning LLC





Contents

Project Management Update-January, 2025

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Monthly Activity Summary

Public infrastructure Design, Planning: Work has ceased for the Winter as of November 15, 2024. Refer to the construction schedule for spring activities, page 10.



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
- 2. Coordination with RyKey on Lot 8 Schedule-Geo-Piers Completed
- 3. Coordination with all developers on Spring 2025 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) **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
- Rotary Presentation changed to June, 2025
- Ongoing communications with new investor on Outlot 1 opportunity
- Updating Smartsheet database on construction schedules
- Coordination on landscape maintenance estimates
- Meeting with investors on Outlot 1/McDowell property
- Fielding calls on future investments near marina study area





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.
- 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 1assembly, 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.



Infastructure Project Updates

The following items were covered at the January 16 Construction Meeting:

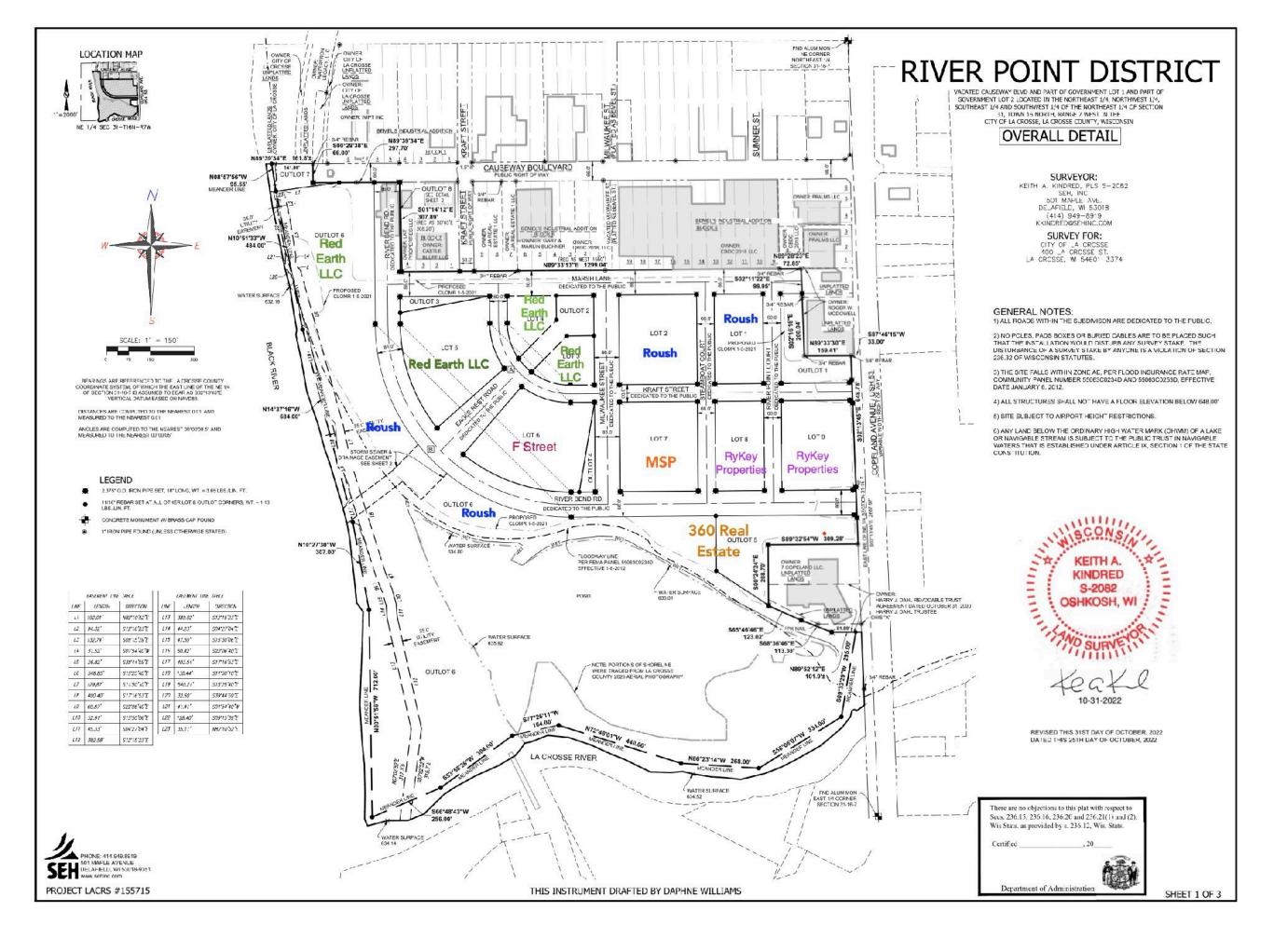
- 1. Marsh Lane real estate update
 - 1. Andrea noted appraisals completed
- 2. Development update
 - 1. Jason provided an update, War Eagle on track, RyKey Geopiers installed, Roush design development underway
- 3. Parks Department update
 - 1. Working on marina permitting
- 4. Phase 2 River Bend Road Construction Construction update-Completed
- 5. Phase 3 Construction Construction update
 - 1. Anticipate April start-up
- 6. Coordination with developers; driveways
 - 1. Red Earth discussion
- 7. Causeway Blvd. Construction Schedule update
- 8. Open Forum
 - 1. Jason noted call from citizen on wall





Investment Phases Map

Anticipated Private Investment Based on Current Option Agreements



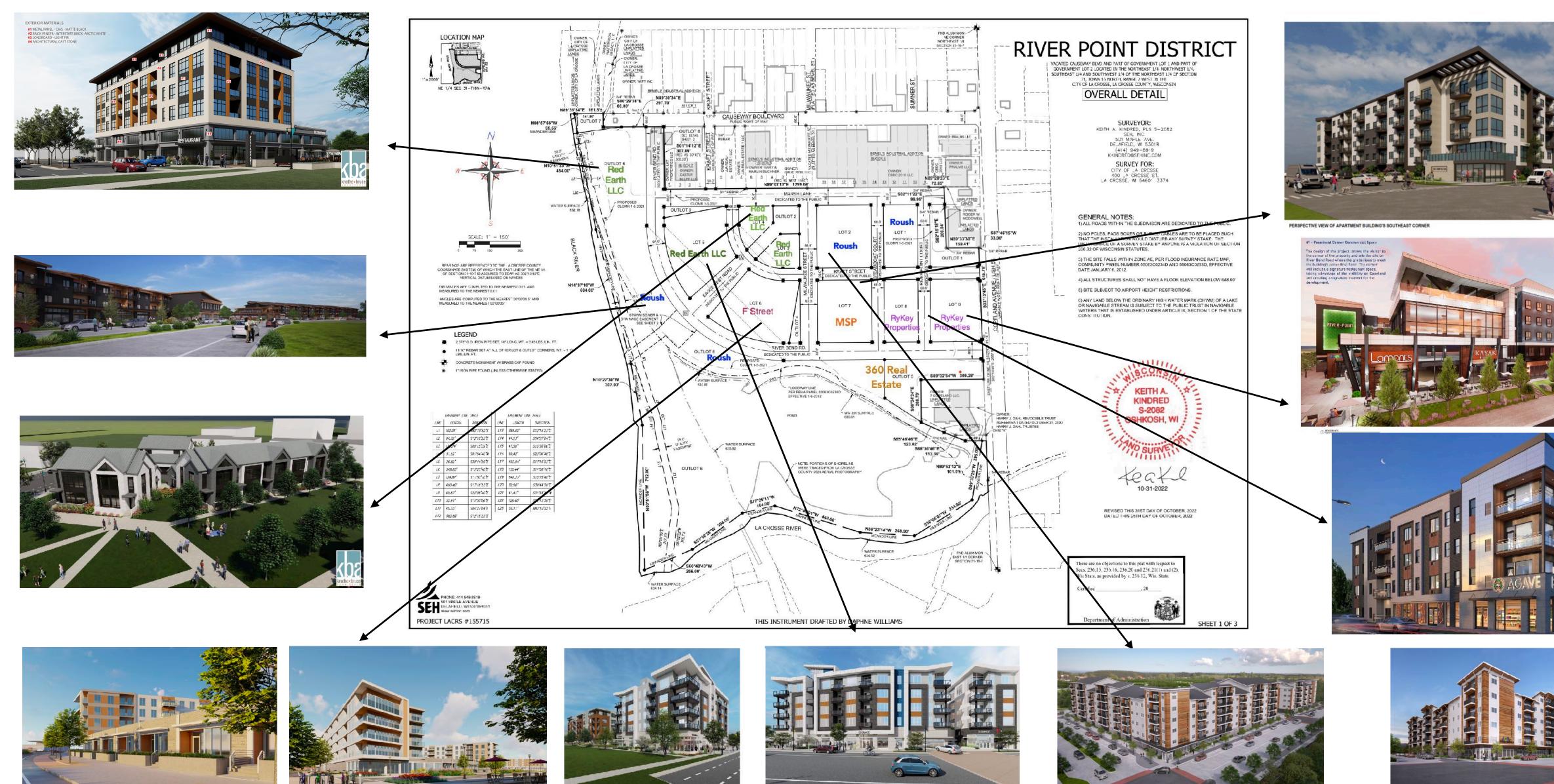
Current Option Agreement Schedules:

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, 2025anticipate 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



Investment Character Reference-Current Options



River Point Development LOTS G2&3











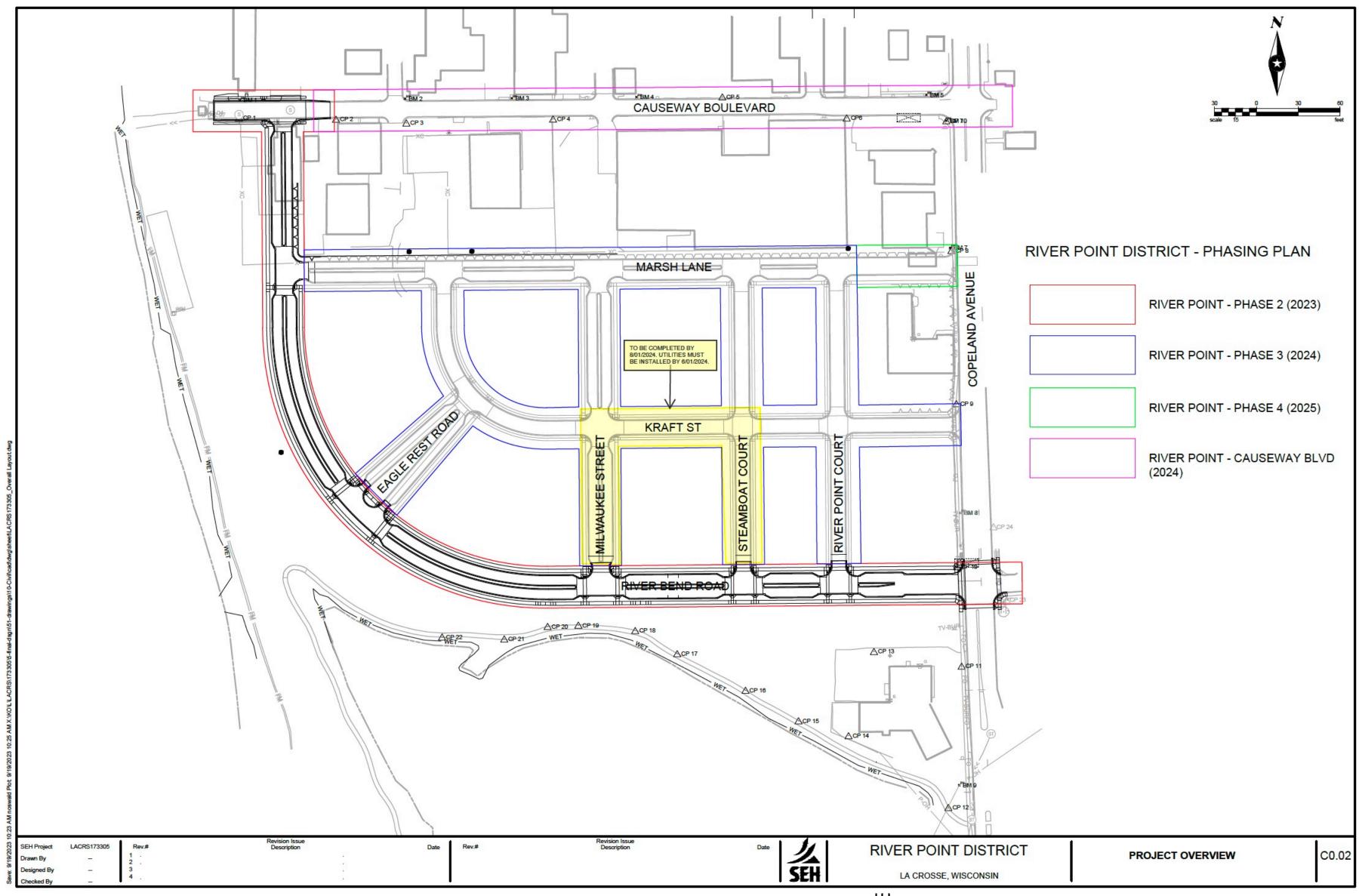
Anticipated 2025 Development Schedules

			Q4			Q1			Q2			Q3			Q4			Q1	
	Task	Oct	Nov	Dec	Jan		Mar	Anr		Jun	Jul		Sep	Oct		Dec	Jan		Mar
1	F Street Lot G	000	1400	000	oun	100	Torian		Toray	oan	our	Luda	Joch	000	1400	Dec	oun	100	Torian
2	Expected Construction Commencement																		
з	Footings																		
4	Framing																		
5	Project Complete/Occupancy																		
6	360 Real Estate Lot 13																1		
7	Expected Construction Commencement																		
8	Footings																		
9	Framing																		
10	Project Complete/Occupancy																		
11	Roush Lat 11																		
12	Expected Construction Commencement																		
13	Footings									ļ									
14	Framing										1								
15	Project Complete/Occupancy																		
16	Roush Lat 12																		
17	Expected Construction Commenceme																		
18	Footings																		
19	Framing												1		1	1			
20	Project Complete/Occupancy																		
21	Red Earth Lots 3 and 4																		
22	Expected Construction Commencement																		
23	Footings																		
24	Framing																		
25	Project Complete/Occupancy																		
26	RyKey Lot 9																		
27	Expected Construction Commencement																		
28	Footings																		
29	Framing															-	-		
30	Project Complete/Occupancy																		
31	360 Real Estate Outlot 5-Retail																		
32	Expected Construction Commencement																		
33	Footings																		
34	Framing																		
35	Project Complete/Occupancy																		
36	360 Real Estate Outlot 5-Apartments																		
37	Expected Construction Commencement																		
38	Footings																		
39	Framing																		
40	Project Complete/Occupancy																		





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

0	0	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Mar 24, '24 Mar 31, '24 Apr 7, '24 Apr 14, ' S M T W T F S S M T W T F S S M T W T F S S M T S M T W T F S S M T S M T W T F S S M T
1		Mode	River Bend Rd (Copeland Ave to Steamboat Ct)	35 days	Wed 3/27/2	Tue 5/14/24	1	SIMITIWITIFISISIMITIWITIFISISIMITIWITIFISISIMIT
2	-	-	Concrete Sidewalk Prep (River Bend Road)	3 days	Wed 3/27/24	4 Fri 3/29/24	13	Concrete Sidewalk Prep (River Bend Roa
3	2	-	Concrete Sidewalk (River Bend Rd)	6 days	Mon 4/1/24	Mon 4/8/24	2	Concrete Sidewa
4	2		Concrete Paver Prep (River Bend Rd)	3 days	Mon 4/8/24	Wed 4/10/24	3SS+5 days	Concrete Pa
5		-	Concrete Pavers (River Bend Rd)	10 days	Thu 4/11/24	Wed 4/24/24	4	
6			Gading / Base Agg (Milwaukee St Intersection)	1 day	Wed 4/10/24	4 Wed 4/10/24	22	Gading / Bas
7	*	-	Concrete Paving (Milwaukee St Intersection)	4 days	Thu 4/11/24	Tue 4/16/24	6SS+1 day	
8			Gading / Base Agg (Steamboat Ct Intersection)	1 day	Thu 5/2/24	Thu 5/2/24	26FS+3 days	
9			Concrete Paving (Steamboat Ct Intersection)	4 days	Fri 5/3/24	Wed 5/8/24	8	
10			Gading / Base Agg (River Point Ct Intersection)	1 day	Wed 5/8/24	Wed 5/8/24	9FS-1 day	
11		-	Concrete Paving (River Point Ct Intersection)	4 days		Tue 5/14/24		
12		-	River Bend Rd (Steamboat Ct to Causeway Blvd)	44 days		4Thu 5/23/24		
13		- -	Grading / Base Agg (River Bend Rd)	2 days		4Tue 3/26/24		Grading / Base Agg (River Bend Rd)
2015							1433	Concrete Curb & Gutter (River Bend Rd)
		-\$	Concrete Curb & Gutter (River Bend Rd)	5 days	Mon 3/25/24			
15	•	->	Concrete Sidewalk Prep (River Bend Road)	5 days		Wed 4/17/24		
16	-	+	Concrete Sidewalk (River Bend Rd)	10 days	Mon 4/15/24	4Fri 4/26/24	15SS+2 days	
17	•	÷	Concrete Paver Prep (River Bend Rd)	5 days	Wed 4/24/24	Tue 4/30/24	16SS+7 days	
18	-	-	Concrete Pavers (River Bend Rd)	20 days	Fri 4/26/24	Thu 5/23/24	17SS+2 days	
19	*	-	Concrete Paving Prep (River Bend Rd) - Right	2 days	Mon 4/1/24	Tue 4/2/24	14	Concrete Paving Prep (River Be
20	2	-	Concrete Paving (River Bend Rd) - Right	3 days	Tue 4/2/24	Thu 4/4/24	19SS+1 day	Concrete Paving (River Be
21	2	-	Concrete Paving Prep (River Bend Rd) - Left	2 days	Wed 4/3/24	Thu 4/4/24	19	Concrete Paving Prep (Riv
22	2		Concrete Paving (River Bend Rd) - Left	3 days	Fri 4/5/24	Tue 4/9/24	21	Concrete Pavir
23		-	Gading / Base Agg (Eagle Rest Rd Intersection)	1 day	Tue 4/16/24	Tue 4/16/24	7FS-1 day	
24	2		Concrete Paving (Eagle Rest Rd Intersection)	4 days	Wed 4/17/24	4Mon 4/22/24	23SS+1 day	L
25		÷	Gading / Base Agg (Marsh Ln Intersection)	1 day	Mon 4/22/24	4Mon 4/22/24	24FS-1 day	
26	2		Concrete Paving (Marsh Ln Intersection)	4 days	Tue 4/23/24	Fri 4/26/24	25	
27	2	- ,	Topsoil	11 days	Mon 4/29/24	4Mon 5/13/24	16	_
28	2	-	Restoration	5 days	Tue 5/14/24	Wed 5/22/24	27	
29		-	Signage	2 days	Tue 5/14/24	Wed 5/15/24	27	_
30		-	Pavement Making	3 days		1Wed 5/22/24		_
19.27	·		Project Cleaning	2 days		Fri 5/24/24		
31				2 uays	111u 5/25/24	FII 5/24/24	50	
Projec	ct: La (Crosse.Ri	ver Point Ph	ummary			Milestone	
-		/15/23	Split Pr	oject Summary active Task		I Inactive Manual	Summary	Manual Summary Rollup Finish

Apr 21, '24 Apr 28, '24 May 5, '24 May 12, '24 May 19, '24 May 26, '24 Jun 2, '24 Jun 9, '24 W T F S S M T W ad) alk (River Bend Rd) aver Prep (River Bend Rd) Concrete Pavers (River Bend Rd) ase Agg (Milwaukee St Intersection) Concrete Paving (Milwaukee St Intersection) Gading / Base Agg (Steamboat Ct Intersection) Concrete Paving (Steamboat Ct Intersection) Gading / Base Agg (River Point Ct Intersection) Concrete Paving (River Point Ct Intersection) d) Concrete Sidewalk Prep (River Bend Road) Concrete Sidewalk (River Bend Rd) Concrete Paver Prep (River Bend Rd) **Concrete Pavers (River Bend Rd)** Bend Rd) - Right Bend Rd) - Right iver Bend Rd) - Left ring (River Bend Rd) - Left Gading / Base Agg (Eagle Rest Rd Intersection) Concrete Paying (Eagle Rest Rd Intersection) Gading / Base Agg (Marsh Ln Intersection) Concrete Paving (Marsh Ln Intersection) -Topsoil Restoration Signage Pavement Making Project Cleaning E External Milestone Manual Progress art-only 1 ish-only Deadline ernal Tasks Progress





Project Metrics

Social, Environmental, Economic and Cultural Outcomes by Project

JBG Planning LLC has developed a tool to assist the RDA in it's 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. War Eagle Progress



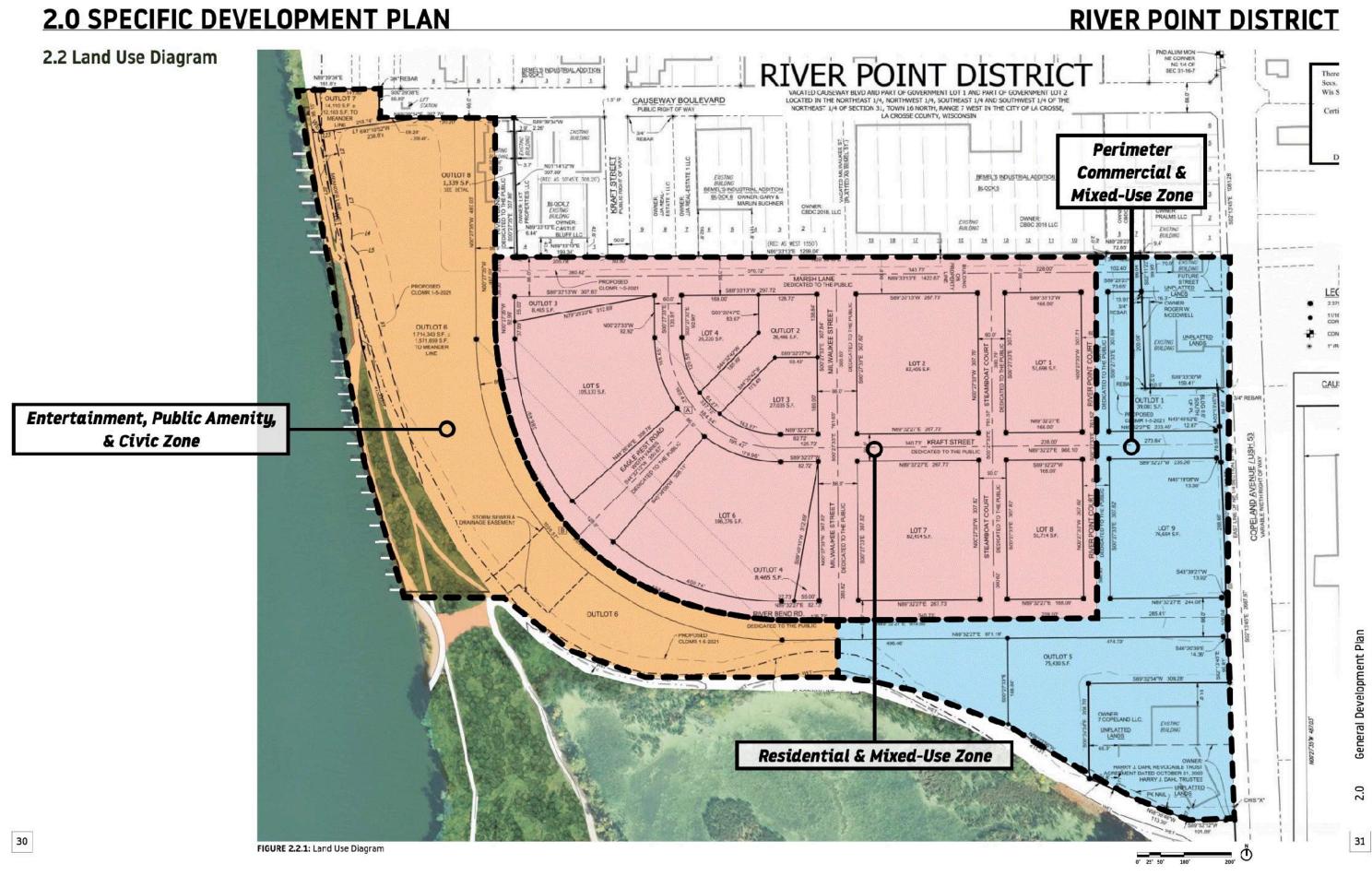
War Eagle Progress, Week of January 15, 2025





Appendix

PDD General Land Use Map-Newly Revised







Appendix

PDD General Land Use Map-Newly Revised **2.0 SPECIFIC DEVELOPMENT PLAN RIVER POINT DISTRICT**

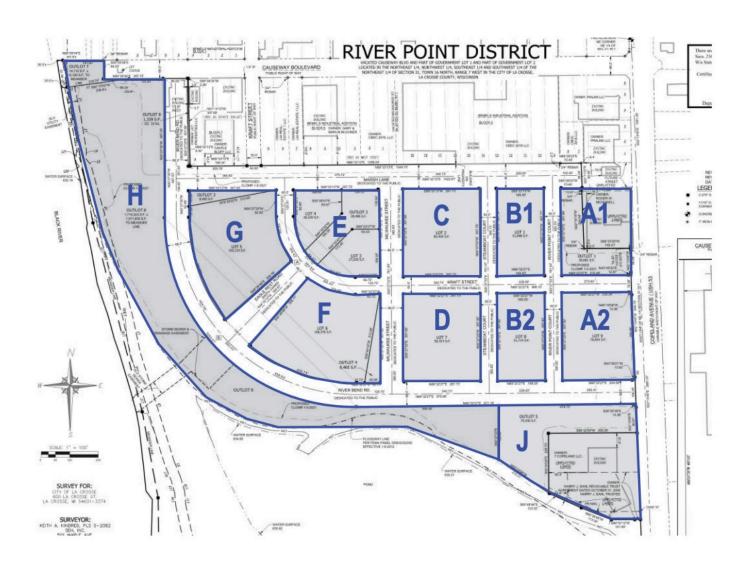
2.3 Development Summary

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 - Peri	meter Commercia	I & Mixed-Us	e Zone						
OUTLOT 1	39,081	0.90	Zone A1 allows for commercial/retail opportunities. Mixed use building 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 - Peri	meter Commercia	l & Mixed-Us	e 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 - Resi	dential & Mixed U	lse Zone							
LOT 1	51,698	1.19							
ZONE B2 - Resi	dential & Mixed U	lse Zone							
LOT 8	51,714	1.19							
ZONE C - Resid	ential & Mixed Us	e Zone							
LOT 2	82405	1.89							
ZONE D - Resid	ential & Mixed Us	e Zone							
LOT 7	82414	1.89							
ZONE E - Resid	ential & Mixed Us	e Zone							
OUTLOT 2	28486	0.65							
LOT 3	27035	0.62]						
LOT 4	26220	0.60]						
ZONE F - Resid	ential & Mixed Us	e Zone							
LOT 6	106376	2.44							
OUTLOT 4	8465	0.19	1						
ZONE G - Resid	ential & Mixed Us	se Zone							
LOT 5	105133	2.41							
OUTLOT 3	8465	0.19]						
ZONE H - Enter	tainment, Public	Amenity, & C	ivic Zone						
OUTLOT 6	1714343	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi						
OUTLOT 7	14110	0.32	family residential above retail.						
ZONE J - Perim	eter 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							

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



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

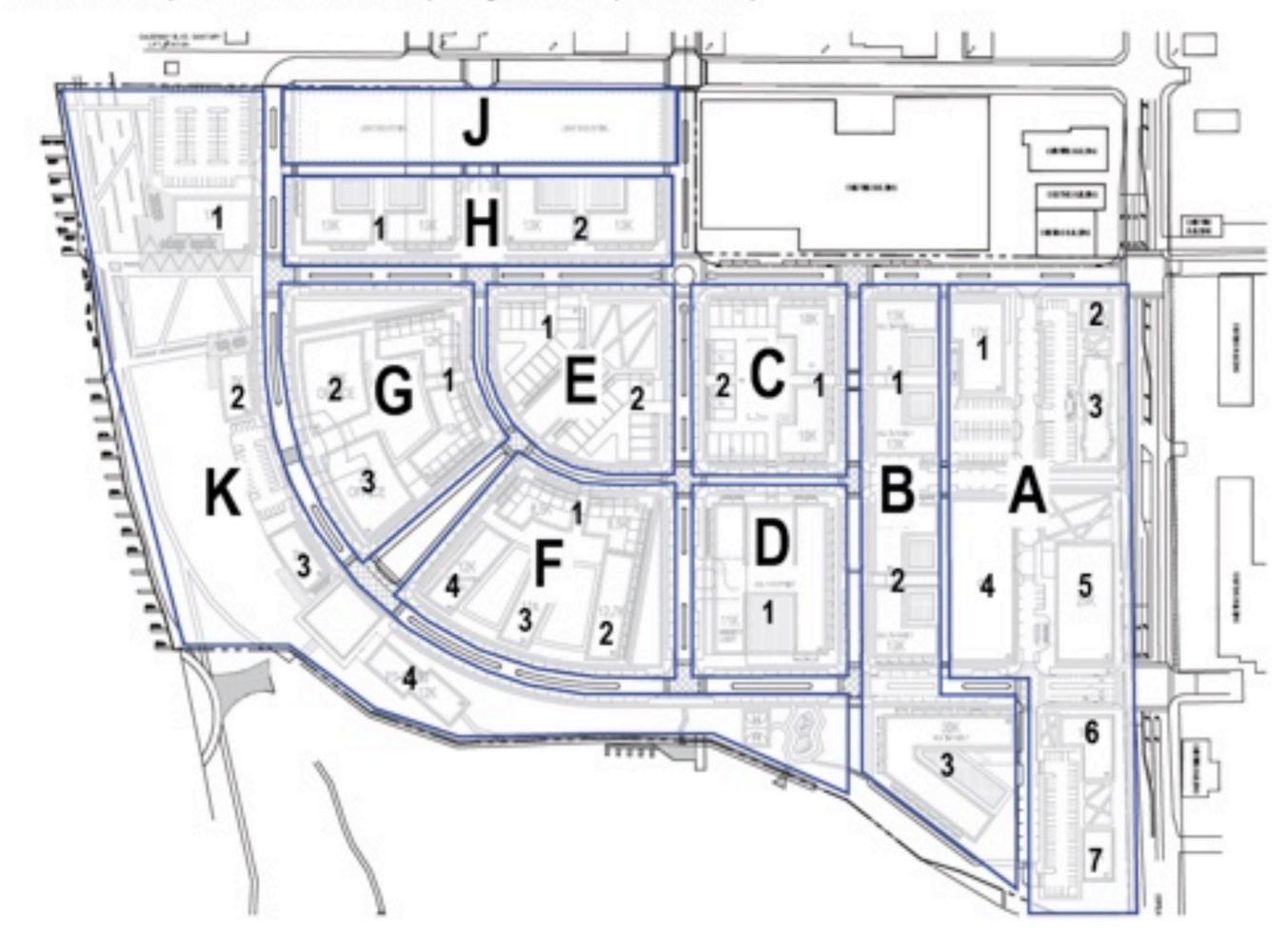
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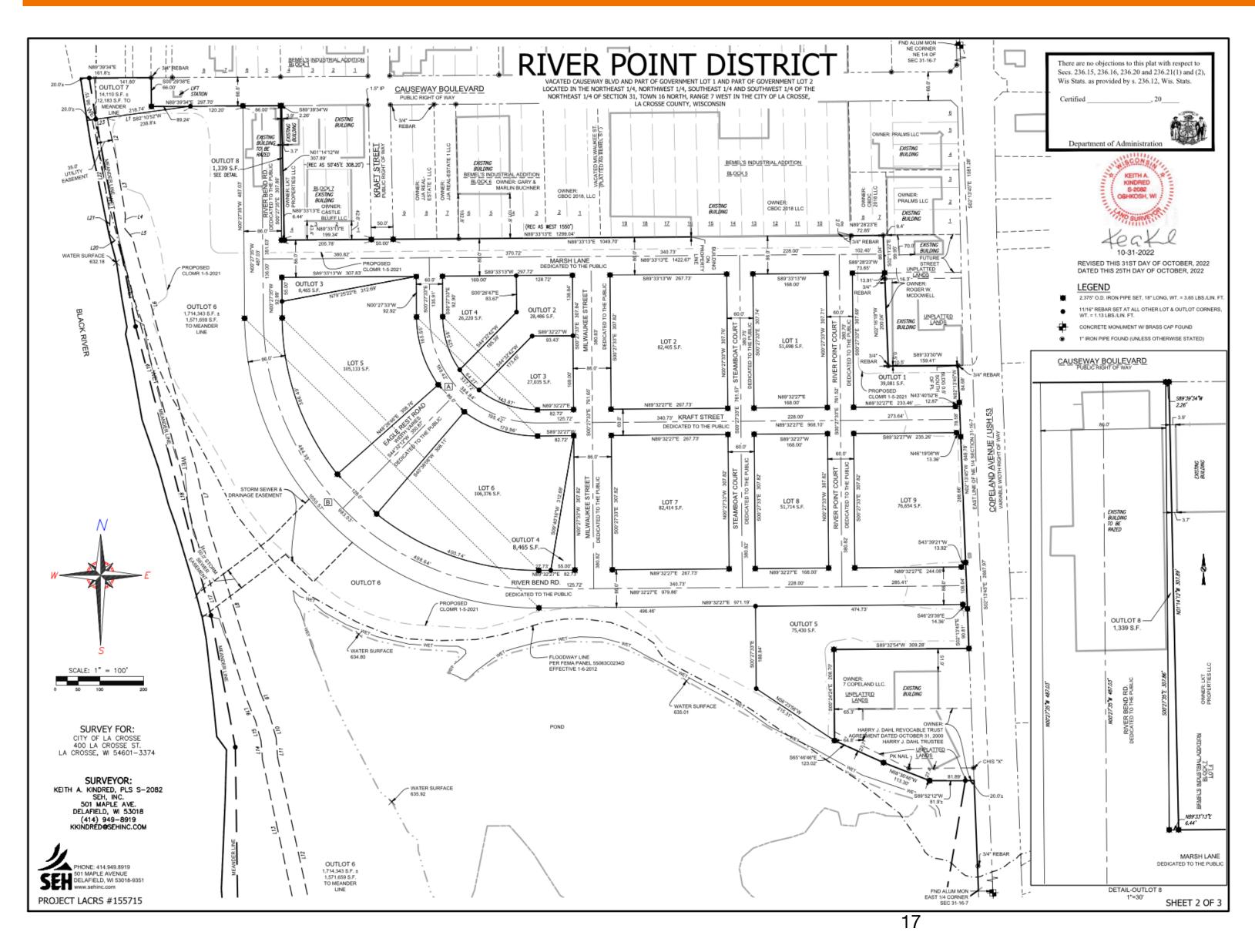
Appendix PDD Master Plan-Reference Parcel Map

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





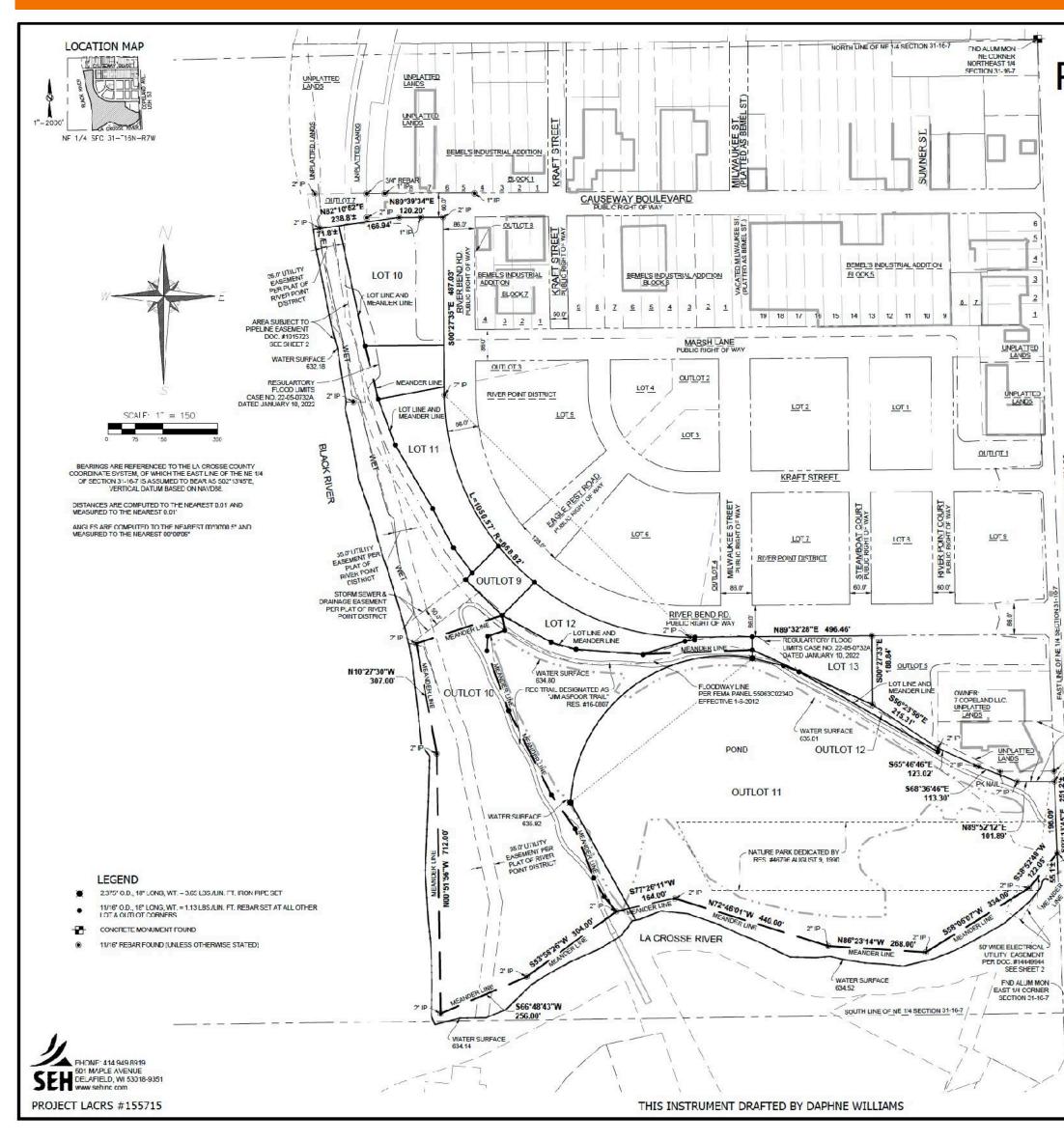
Appendix-Plat Lot Size Map







Appendix-River Point District II Plat



RIVER POINT DISTRICT II OF OUTLOT 6 OF RIVER POINT DISTRICT LOCATED IN THE NORTHWEST 1/4. SOUTHEAST 1/4 AND SOUTHWEST 1/4 OF THE NORTHEAST 1/4 OF SECTION 31, TOWN 16 NORTH, RANGE 7 WEST, IN THE CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN OVERALL DETAIL Ы SURVEYOR: KEITH A. KINDRED, PLS S-2082 SFH, INC 501 MAPLE AVE. OFLAFFLD, W 53018 (414) 949-8919 KKINDRED@SEHINC.COM SURVEY FOR: CITY OF LA CROSSE 400 LA CROSSE ST. LA CROSSE, WI 5460'-3374 GENERAL NOTES: 1) NO POLES, PADS BOXES OR BURIED CABLES ARE TO BE PLACED SUCH THAT THE INSTALLATION WOULD DISTURB ANY SURVEY STAKE THE DISTURBANCE OF A SURVEY STAKE BY ANYONE IS A VIOLATION OF SECTION 236.32 OF WISCONSIN STATUTES 2) THE SITE FALLS WITHIN ZONE AF, PER FLOOD INSURANCE RATE MAP, COMMUNITY PANEL NUMBER 55063C0234D AND 55063C0253D, EFFECTIVE DATE JANUARY 6, 2012 3) ALL STRUCTURES SHALL NOT HAVE A FLOOR FLEVATION BELOW 648 001 4 SITE SUBJECT TO AIRPORT HEIGHT RESTRICTIONS 5) ANY LAND BELOW THE ORDINARY HIGHWATER MARK (OHWM) OF A LAKE OR NAVIGABLE STREAM IS SUBJECT TO THE PUBLIC TRUST IN NAVIGABLE WATERS THAT IS ESTABLISHED UNDER ARTICLE IX, SECTION 1 OF THE STATE CONSTITUTION 6) OUTLOT 9 IS CRANTED TO THE CITY FOR STORMWATER AND DRAINAGE PURPOSES. ACCESS RESTRICTIONS: ALL LOTS AND BLOCKS ARE HEREBY RESTRICTED SO THAT NO OWNER, POSSESSOR, USER, LICENSEE, OR OTHER PERSON MAY HAVE ANY RIGHT OF DIRECT VEHICULAR INGRESS FROM OR EGRESS TO ANY HIGHWAY LYING WITHIN THE RIGHT OF WAY OF HIGHWAY 53. IT IS EXPRESSLY INTENDED THAT THESE RESTRICTIONS BE FOR THE BENEFIT OF THE PUBLIC, AS PROVIDED IN S.236.293, WISCONSIN STATUTES, AND SHALL BE ENFORCEABLE BY THE WISCONSIN DEPARTMENT OF TRANSPORTATION OR IT'S ASSIGNS. CONTACT THE WISCONSIN DEPARTMENT OF TRANSPORTATION FOR MORE INFORMATION. HARRY J. DAHL REVOCABLE TRUST AGREEMENT DATED OCTOBER 31, 2000 HARRY J. DAHL TRUSTEE WISCONSIN DEPARTMENT OF TRANSPORTATIO CERTIFIED APRIL 17, 2024 There are no objections to this plat with respect to Sec. 236 13 W Stats. Hules and Regulations, or Ch. I RANS 233, Wis. Adm. Cod De Schwel Damel Schave, Director Southwest Region REVISED THIS 14th DAY OF MARCH, 2024 REVISED THIS 12th DAY OF MARCH, 2024 DATED THIS 22nd DAY OF JANUARY, 2024 There are no objections to this plat with respect to Secs. 236.15, 236.16, 236.20 and 236.21(1) and (2) Wis Stats. as provided by s. 236.12, Wis. Stats. Department of Administration SHEET 1 OF 3







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: Justin Miller | Property Manager MSP Real Estate, Inc

The Driftless 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, scheduled to start July: Red Earth: Lori Fuselier lori@3amigosapartments.com





