



Interior Pictures-The Lofts and War Eagle April, 2026



War Eagle, April, 2026

# River Point District

## Project Management Report-May, 2026

**JBG Planning LLC**

# Contents

## Project Management Update-May, 2026

### 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

### Section 5.

A. 2025 Year End Report

# Monthly Activity Summary

## Investor/developer activity

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

1. Coordination with developers for lots 1,2, 3, 4, 5, 11, 12, 13 and outlot 5.
2. Coordination with RyKey on Major Employer contacts-Newly released information from the La Crosse Chamber
3. Coordination with 360 Real Estate on 2025-2026 Schedule and offer to purchase lot 13 and outlot 5.
4. Coordination on commercial tenant prospects with developers
5. Coordination on Renter Equity programs and LCF Grant (Grant Awarded) , meetings with housing agencies, financial management firms, employers
6. Coordination with CapVest on development protocols and weekly planbning meetings
6. Option filing, drafts

## 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.-Expected short term extension on first lot, phase 1 and longer term extension on lot 2 for phase 2,3.**

**Lot 6 Option-Draft complete for MSP-Option for 6 months executed**

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

**Red Earth/War Eagle: Closed and currently being occupied**

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

**RyKey, Lot 11 Awarded, Lot 12 Pending Signatures-Revisions submitted to accomodate CapVest development**

**Lots 1 and 2 Pending Approval, March 2026 RDA Meeting**

## Partnership Activity

JBG Planning LLC has met with the following stakeholders:

- Fielding inquiries from interested investors and future residents
- Field progress photography and coordination on BVisions Videography Project-complete and in draft form
- Energy systems coordination for possible joint parkway-development use-coordination with City Planning and Parks
- Telephone Inquiries from developer/investors and prospective residents
- Updating Smartsheet database on construction schedule
- LCF Grant Award Coordination and meetings with major employers
- ULI Spring Meeting coordination-Completed and Social Media Posts underway
- Engaged UW Department and student on health performance metrics and impending study-to be complete in June

# 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.-Also concrete monolith issues
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.
8. Lot 12 Concrete Monolith

### **Opportunities:**

9. Continue to market the development opportunities -RFEI issued and developer communications underway
10. Costs of parks/recreation improvements should be coordinated with grant application opportunities
11. La Crosse Community Foundation Social Investment Interests, Renter Equity Grant
12. Potential for renter equity programs and partnerships
13. Ground or building lease opportunities for RDA (to be discussed on case by case basis)
14. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces
15. Marina partners/leases
16. Discuss maintenance strategies to keep RPD looking good and possible future NID transition-Possible tie to the marina/slips maintenance program
17. Neighborhood Improvement District
18. Lot 12 creative use of real estate

### **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**

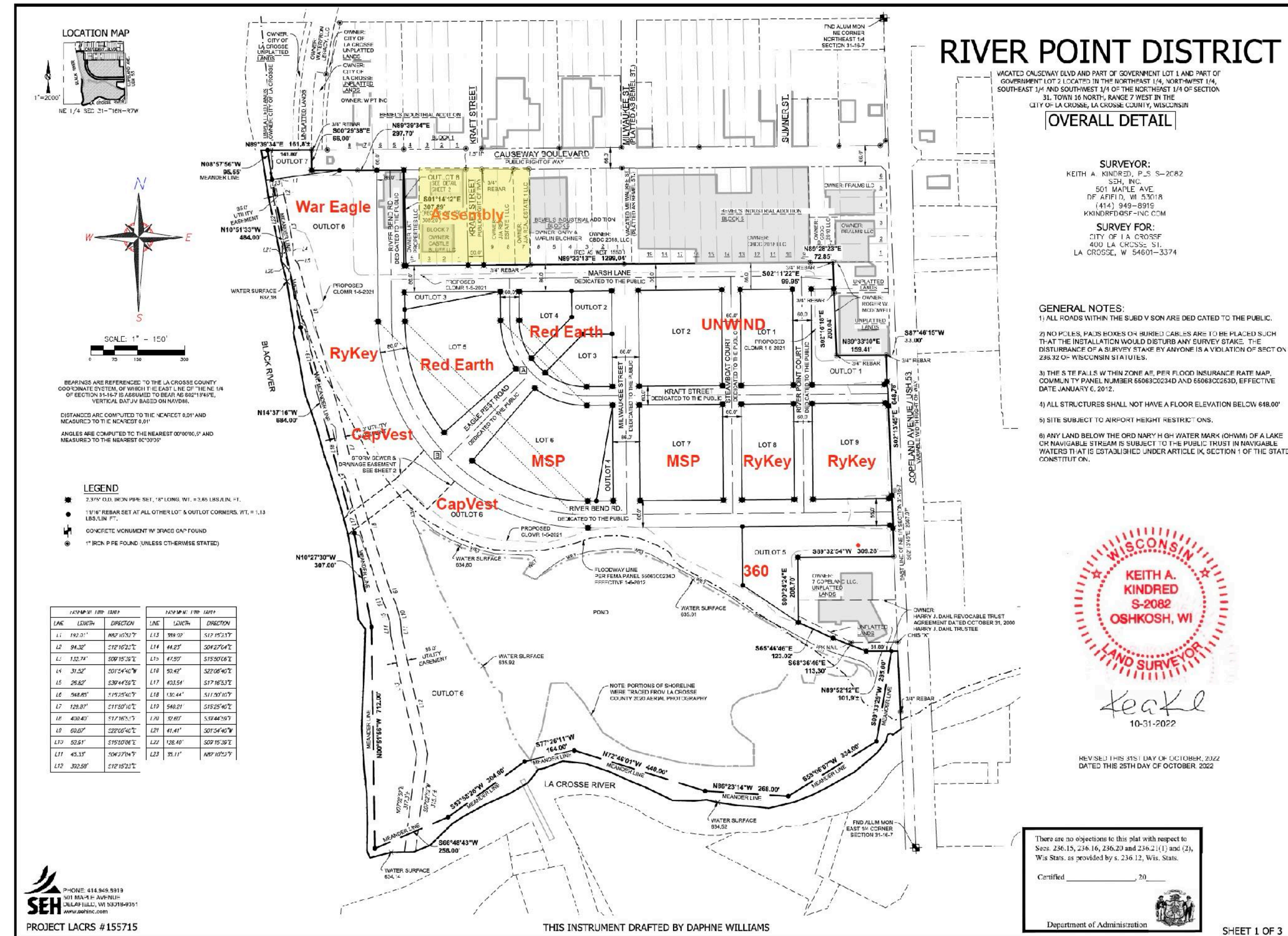
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

### **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



### 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 -MSP Option Pending**

**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**

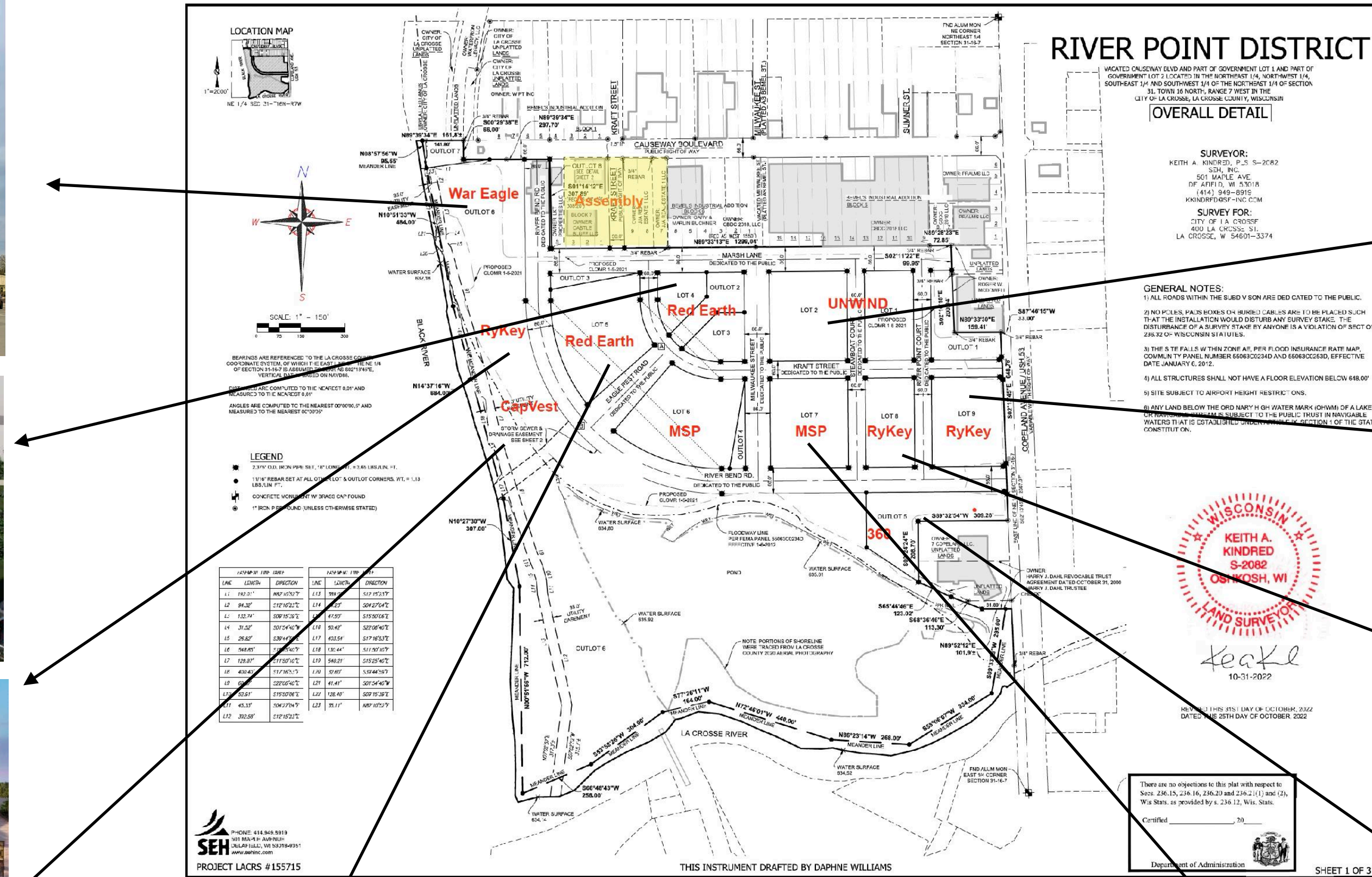
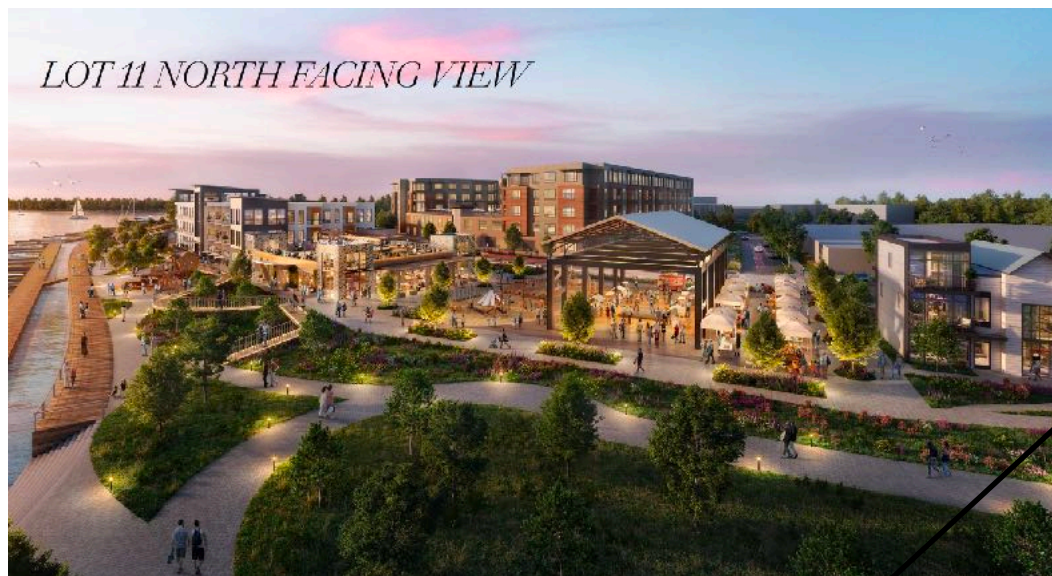
**Lots 1, 2 UnWind Property Management, 6 Months-April 2026-October, 2026.**

**Lot 11 awarded to RyKey-6 months to June, 2026-Revision Pending**

**Lot 11 CapVest-Pending**

**Lot 12 CapVest-Pending**

# Investment Character Reference-Current Options



# 2026 Housing and Space Proposed

River Point District, 2026

Housing Proposed by Parcel

**Lot 8, RyKey Development:**

52-1 bdrm  
4-2 bdrm  
56 Units

**Lot 1 and 2-UnWind Property Management**

42 Townhomes

**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-Option Signed with MSP**

165-180 Units, 55 and older market rate  
Mix Pending

**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 -CSM Lot 1RyKey**

Details Pending-60 Units Estimated

**LOT 11 -CSM Lot 2 CapVest**

Restaurant Commercial

**LOT 12 CapVest**

Commercial Support

**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 01-2026**

963 with more detail to come on Lots 11, 12, 1 and 2.

**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

# Anticipated Development Schedule

2025 2026 2027

Task	Status	Construction Contact	Start Date	End Date	Durat...	Next Up	2025												2026												2027											
							Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4					
<b>Lot 6-MSP Option Pending</b>	Executed				14 Mont	N/A																																				
Expected Construction Commencement			10/01/26	12/31/26																																						
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
<b>360 Real Estate Lot 13</b>	Option	JN Jeremy Novak			8 Month	Outlot 5, April, 2																																				
Expected Construction Commencement			06/11/26	06/28/26																																						
Footings			07/07/26	08/20/26																																						
Framing			09/12/26	02/28/27																																						
Project Complete/Occupancy			03/08/27	03/23/27																																						
<b>Lot 11-RyKey</b>	Executed	LI Lee Haremza	08/01/26	05/01/27	10 Mont	Lot 9																																				
Expected Construction Commencement																																										
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
<b>Lot 12</b>	Cowboy Jack	BA Bill Albright	09/01/26	04/01/27	8 Month																																					
Expected Construction Commencement																																										
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
<b>Red Earth Lots 3 and 4</b>	Option	JB Jake Buswell			14 Mont	Lot 5, Fall, 2025																																				
Expected Construction Commencement			09/01/26	10/01/26																																						
Footings			10/01/26	11/30/26																																						
Framing			11/01/26	06/01/27																																						
Project Complete/Occupancy			09/01/27	11/30/27																																						
<b>RyKey Lot 8</b>	Under Occup	LI Lee Haremza			14 Mont	Lot 11-Fall, 2026																																				
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																																						
<b>360 Real Estate Outlot 5-Retail</b>	Option	JN Jeremy Novak			7 Month	Lot 13-Mixed Use																																				
Expected Construction Commencement			06/01/26	12/01/26																																						
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
<b>360 Real Estate Outlot 5-Apartments</b>	Option	JN Jeremy Novak			12 Mont																																					
Expected Construction Commencement			05/12/27	05/01/28																																						
Footings																																										
Framing																																										
Project Complete/Occupancy																																										
<b>Lots 1 and 2</b>	Unwind	JM Jacob Mooney	08/01/26	05/01/27		First Phase																																				
Expected Construction Commencement																																										
Footings																																										
Framing																																										
Project Occupancy/Completion																																										
<b>War Eagle-Lot 10</b>			05/01/26	05/31/26																																						
Occupancy Underway																																										
<b>Red Earth-Lot 6</b>	Option Extens	JB Jake Buswell	06/01/27	07/01/28																																						

Units Coming Online by Month and Year

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 - 100 UNITS TOTAL	2024: 120 Units
Spring 2028	360 Real Estate	Lot 13	21 Units 21 studio units+ 12K Commercial Space	2028: 21 Units
October, 2027	Red Earth Condominiums	Lots 3 and 4	18 Townhouse Condominium Units All 3 bdrm units	2027: 18 Units
06/2026	RyKey The Lofts at River Point	Lot 8	59 Units 56-1 bdrm 3-2 bdrm	2026: 59 Units
06/2028	360 Real Estate	Outlot 5	92 Units 36 1 bdrm 28 2bdrm	21 Units
11/2026	RyKey and CapVest	Lot 11	Details Pending	60 Units Est. Spring, 2027
07/2027	CapVest	Lot 12	Details Pending	
07/2026	MSP Pending Options	Lot 6	RFEI Issued-Option Awarded	2027 Tent.-180 Units
08/2027	RyKey	Lot 9	159 Units+ Commercial Space 126-1 bdrm and studio 25-2 bdrm	2028 Tent.-159 Units
09/2027	Unwind	Lot 1 and 2	42 Townhomes-Pending	June-October 2027 First Building Completion
09/2027	Red Earth	Lot 5	206 UNITS 16-Studio 36-1 bdrm	2028
N/A	Undetermined	Outlot 1/ McDowell	Undetermined	
N/A	Undetermined	Kraft Street Assembly	Undetermined	
2026	War Eagle	10	59	2026-59 Units



# 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



ULI Spring Meeting Presentation on River Point District, Nashville, May 6, 2026

# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.2 Land Use Diagram

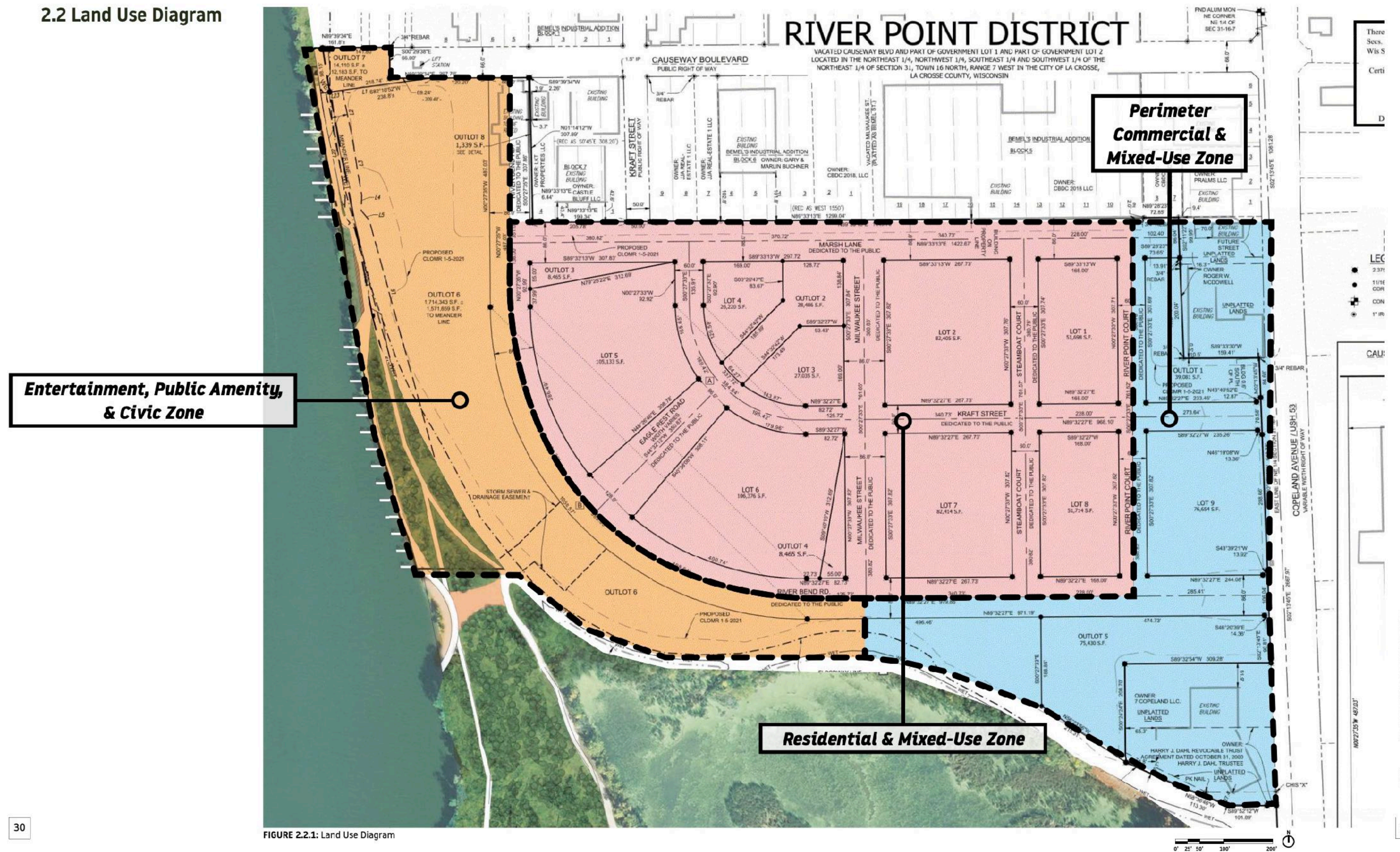


FIGURE 2.2.1: Land Use Diagram



General Development Plan  
2.0

# Appendix

## PDD General Land Use Map-Newly Revised

### 2.0 SPECIFIC DEVELOPMENT PLAN

### RIVER POINT DISTRICT

#### 2.3 Development Summary

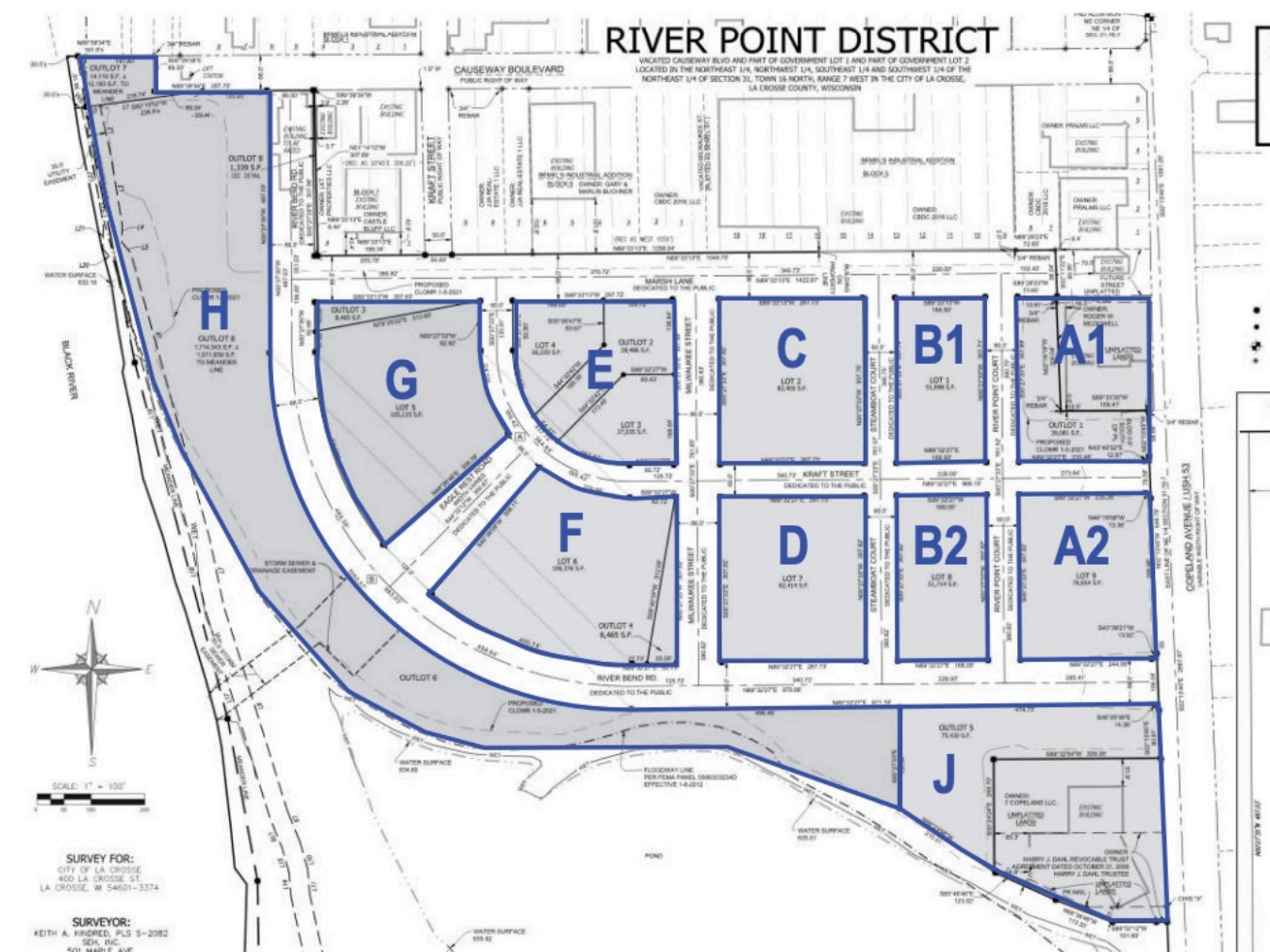
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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

33

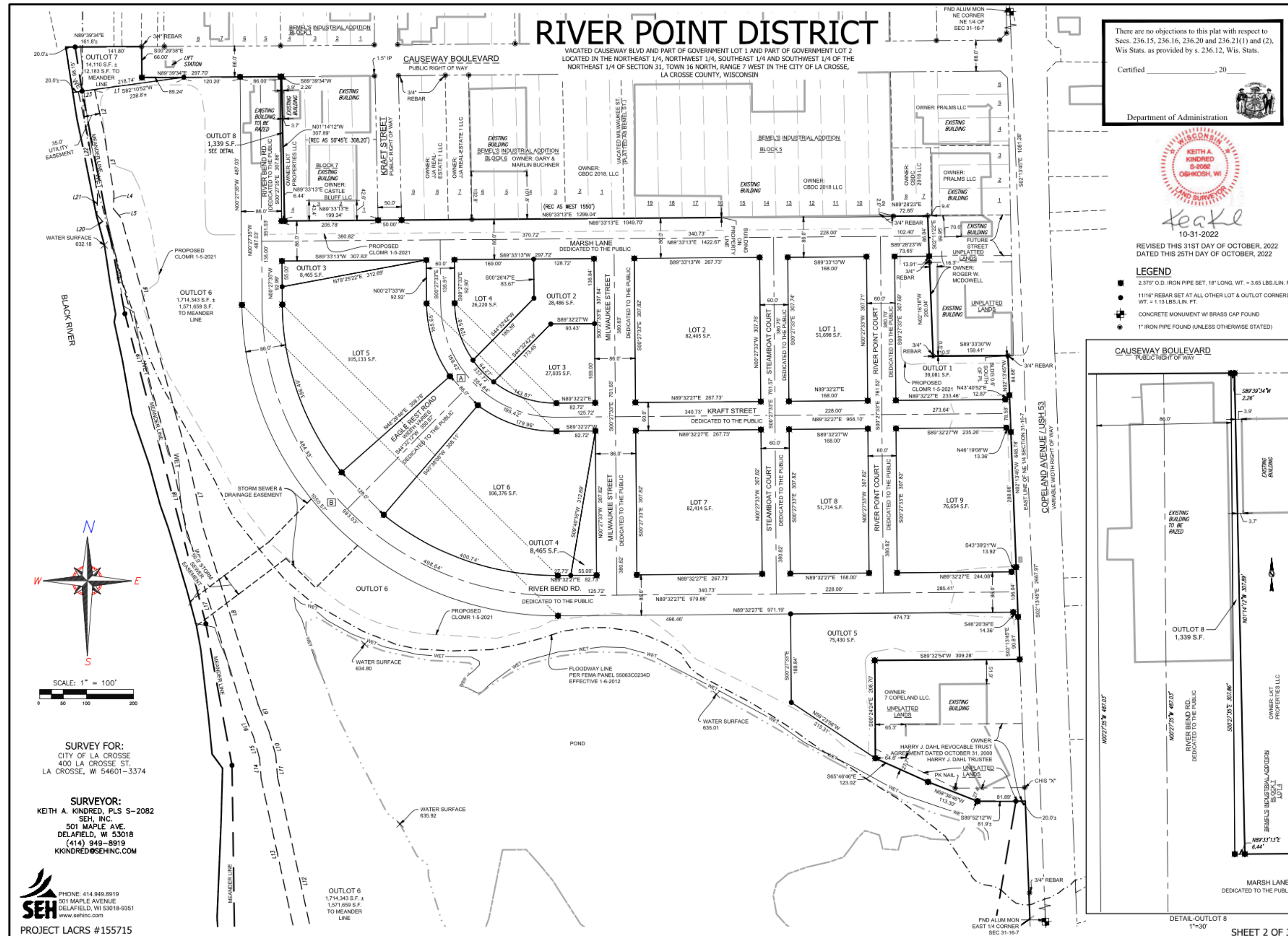
# Appendix

## PDD Master Plan-Reference Parcel Map

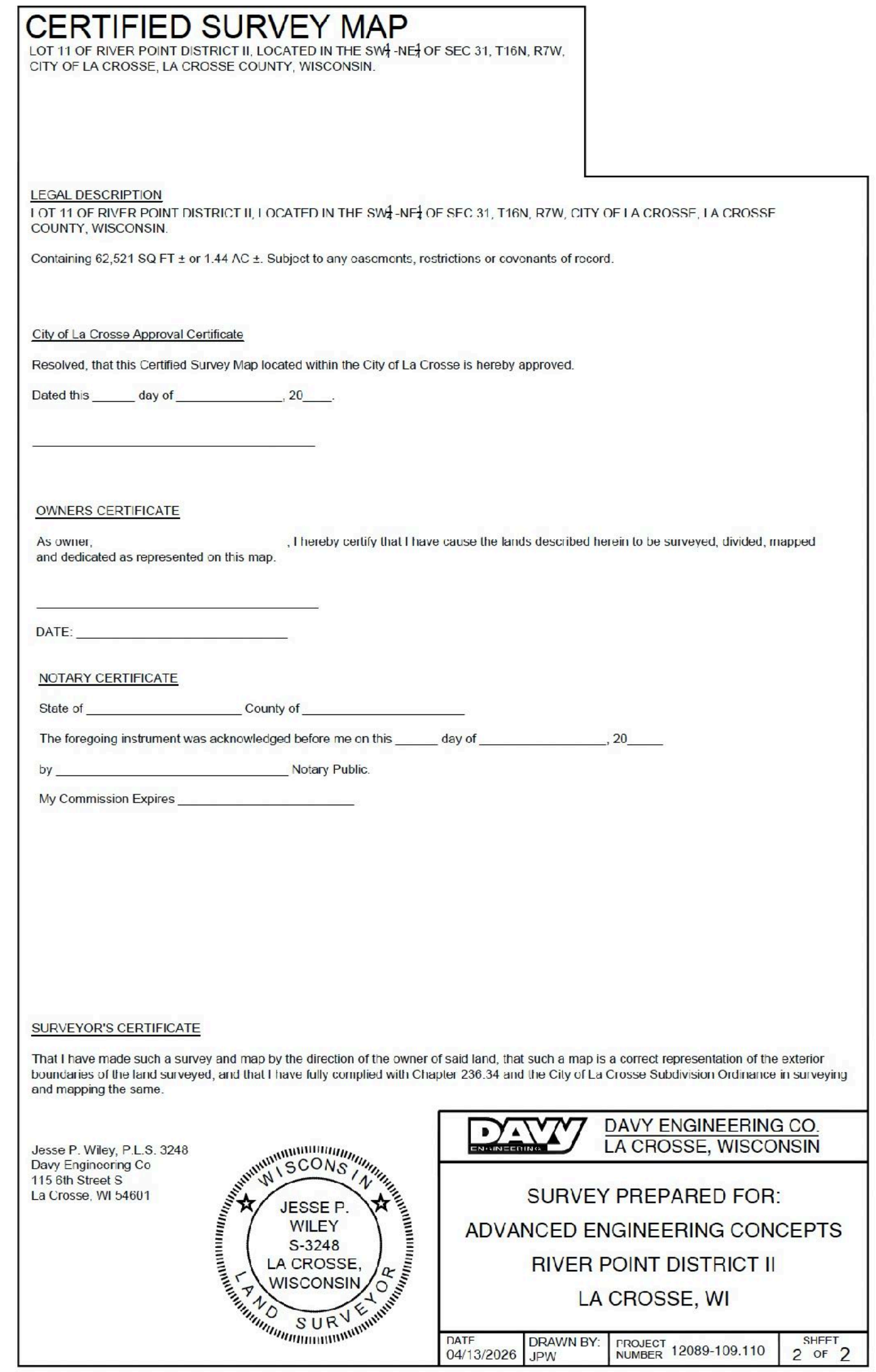
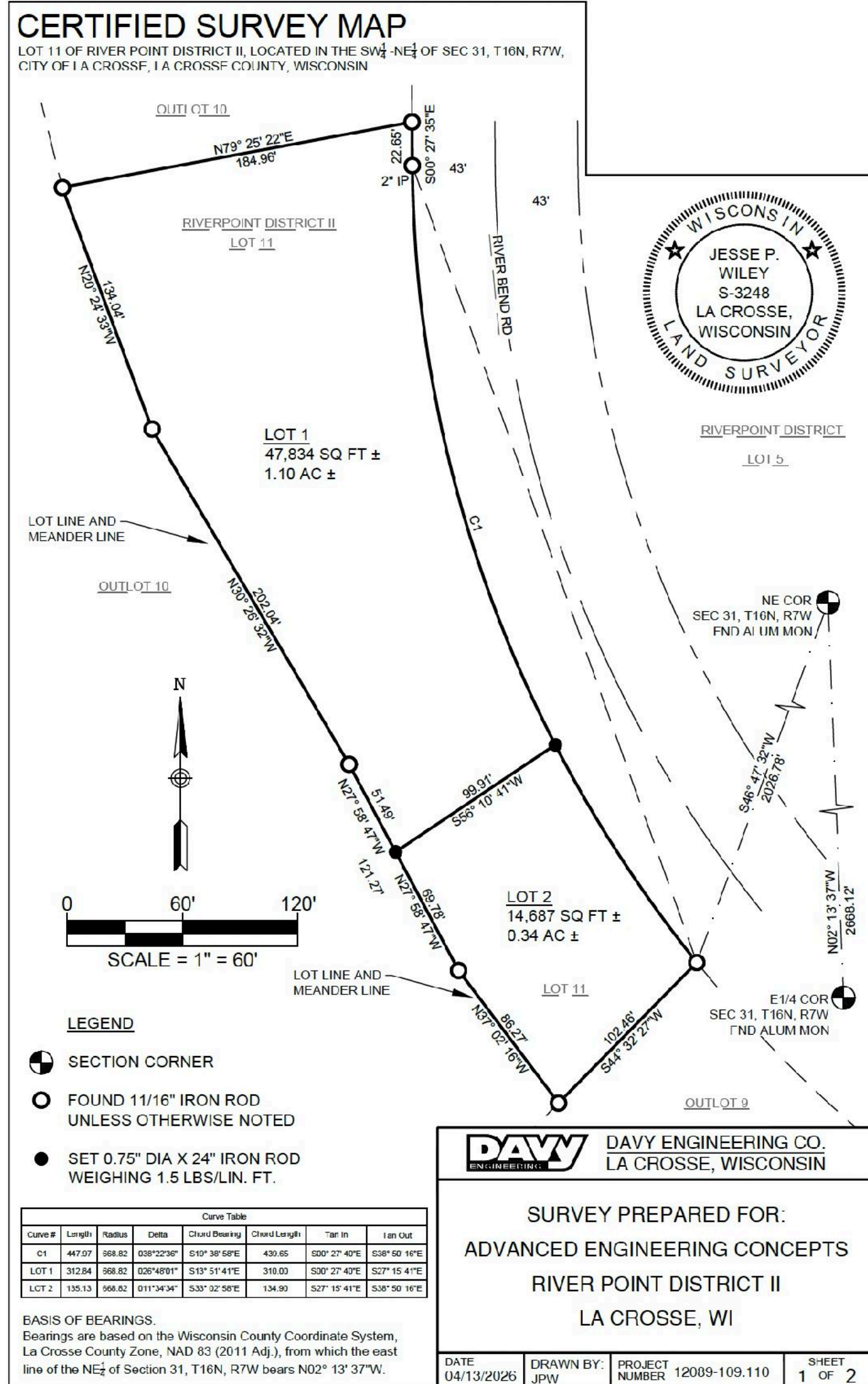
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



# Appendix-Plat Lot Size Map



# Appendix-CSM-Lot 11



Cowboy Jacks Proposal (CapVest)





# 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](mailto:thedriftless@msphousing.com)

Information for the **War Eagle** development:

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