



*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.

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### Section 2.

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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 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.

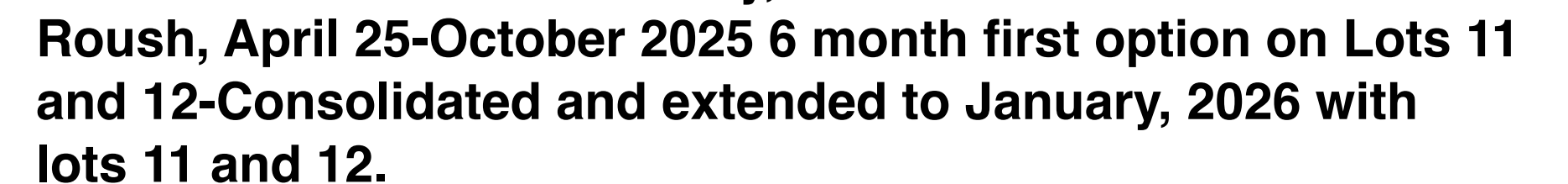
## **Ongoing investor/developer contacts/communications**

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                  | <b>120 Total:</b><br>- 68 1-BEDROOM UNITS<br>- 32 2-BEDROOM UNITS | <b>2024:</b><br><b>120 Units</b> |
| Spring 2027    | 360 Real Estate                | Lot 13             | <b>21 Units</b><br>21 studio units+ 12K Commercial Space          | <b>2025:</b><br><b>21 Units</b>  |
| October, 2027  | Red Earth Condominiums         | Lots 3 and 4       | <b>18 Townhouse Condominium Units</b><br>All 3 bdrm units         |                                  |
| 06/2026        | RyKey The Lofts at River Point | Lot 8              | <b>59 Units</b><br>56-1 bdrm<br>3-2 bdrm                          |                                  |
| 06/2026        | 360 Real Estate                | Outlot 5           | <b>92 Units</b><br>36 1 bdrm<br>28 2bdrm                          |                                  |
| 11/2026        | Roush                          | Lot 11             | <b>60 Units+6K Commercial Space</b><br>60-1 bdrm                  |                                  |
| 07/2027        | Roush                          | Lot 12             | <b>36 Units+ 12K Commercial Space</b><br>36-1 bdrm                |                                  |
| 07/2026        | Pending Options                | Lot 6              | <b>RFEI Isued</b>                                                 |                                  |
| 08/2027        | RyKey                          | Lot 9              | <b>159 Units+ Commercial Space</b><br>126-1 bdrm and studio       |                                  |
| 09/2027        | Roush                          | Lot 1 and 2        | <b>200 UNITS (ESTIMATED)</b><br>Undetermined Mix                  |                                  |
| 09/2027        | Red Earth                      | Lot 5              | <b>206 UNITS</b><br>16-Studio<br>36-1 bdrm                        | <b>2027:</b><br><b>565 Units</b> |
| N/A            | Undetermined                   | Outlot 1/ McDowell | <b>Undetermined</b>                                               |                                  |
|                |                                |                    |                                                                   | <b>1,135</b>                     |



# 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

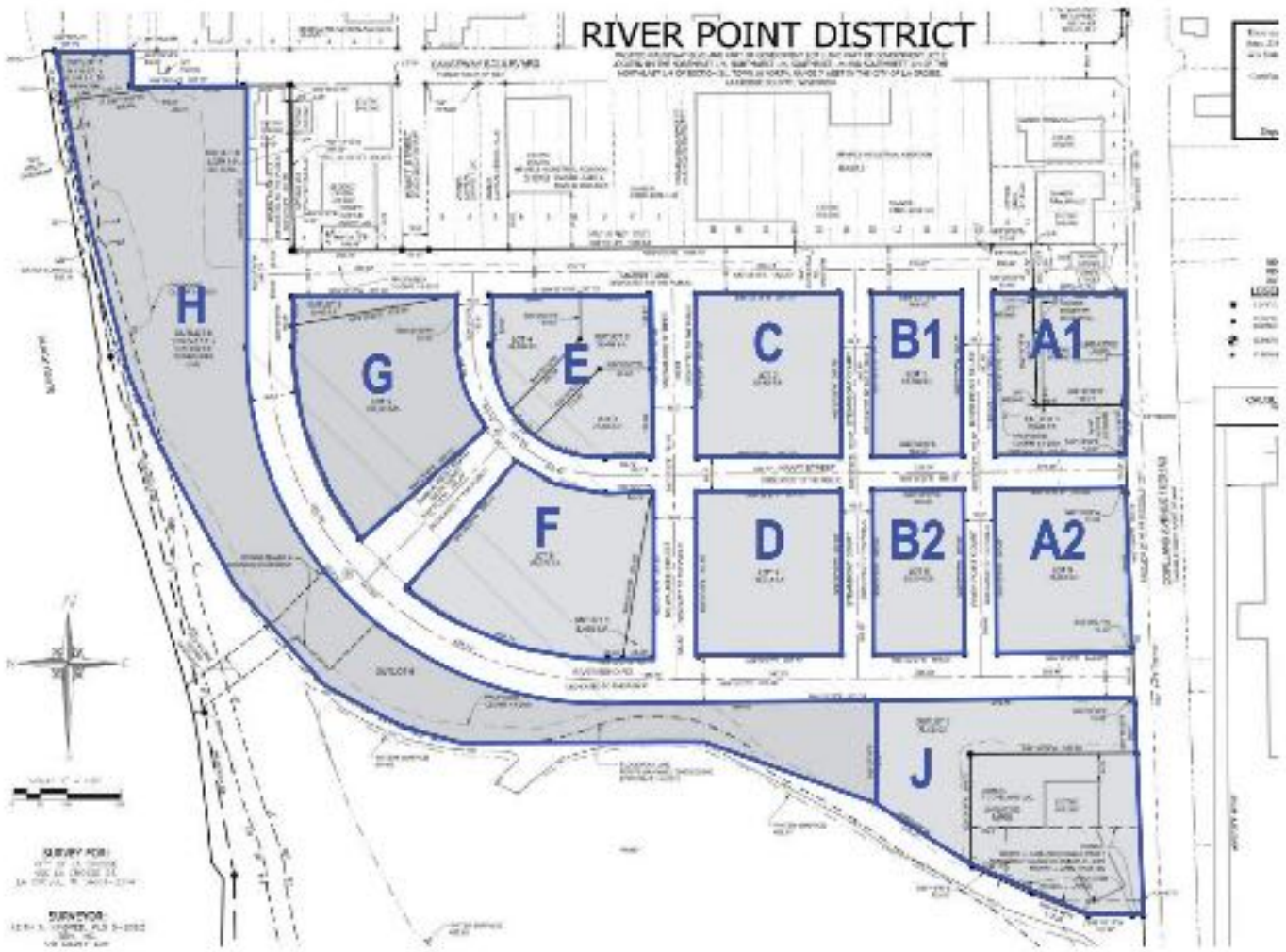
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

| Lot or Outlot                                                   | Approximate Square Footage | Approximate Acreage | Description                                                                                                                                                                                                                    |
|-----------------------------------------------------------------|----------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ZONE A1 - Perimeter Commercial &amp; Mixed-Use Zone</b>      |                            |                     |                                                                                                                                                                                                                                |
| 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. |
| <b>ZONE A2 - Perimeter Commercial &amp; Mixed-Use Zone</b>      |                            |                     |                                                                                                                                                                                                                                |
| 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. |
| <b>ZONE B1 - Residential &amp; Mixed Use Zone</b>               |                            |                     |                                                                                                                                                                                                                                |
| LOT 1                                                           | 51,698                     | 1.19                |                                                                                                                                                                                                                                |
| <b>ZONE B2 - Residential &amp; Mixed Use Zone</b>               |                            |                     |                                                                                                                                                                                                                                |
| LOT 8                                                           | 51,714                     | 1.19                |                                                                                                                                                                                                                                |
| <b>ZONE C - Residential &amp; Mixed Use Zone</b>                |                            |                     |                                                                                                                                                                                                                                |
| LOT 2                                                           | 82405                      | 1.89                |                                                                                                                                                                                                                                |
| <b>ZONE D - Residential &amp; Mixed Use Zone</b>                |                            |                     |                                                                                                                                                                                                                                |
| LOT 7                                                           | 82414                      | 1.89                |                                                                                                                                                                                                                                |
| <b>ZONE E - Residential &amp; Mixed Use Zone</b>                |                            |                     |                                                                                                                                                                                                                                |
| OUTLOT 2                                                        | 28486                      | 0.65                |                                                                                                                                                                                                                                |
| LOT 3                                                           | 27035                      | 0.62                |                                                                                                                                                                                                                                |
| LOT 4                                                           | 26220                      | 0.60                |                                                                                                                                                                                                                                |
| <b>ZONE F - Residential &amp; Mixed Use Zone</b>                |                            |                     |                                                                                                                                                                                                                                |
| LOT 6                                                           | 106376                     | 2.44                |                                                                                                                                                                                                                                |
| OUTLOT 4                                                        | 8465                       | 0.19                |                                                                                                                                                                                                                                |
| <b>ZONE G - Residential &amp; Mixed Use Zone</b>                |                            |                     |                                                                                                                                                                                                                                |
| LOT 5                                                           | 105133                     | 2.41                |                                                                                                                                                                                                                                |
| OUTLOT 3                                                        | 8465                       | 0.19                |                                                                                                                                                                                                                                |
| <b>ZONE H - Entertainment, Public Amenity, &amp; Civic Zone</b> |                            |                     |                                                                                                                                                                                                                                |
| OUTLOT 6                                                        | 1714343                    | 39.36               | Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi-family residential above retail.                                                                                                                        |
| OUTLOT 7                                                        | 14110                      | 0.32                |                                                                                                                                                                                                                                |
| <b>ZONE J - Perimeter Commercial &amp; Mixed-Use Zone</b>       |                            |                     |                                                                                                                                                                                                                                |
| 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.   |
| <b>TOTAL</b>                                                    |                            | <b>57.35</b>        |                                                                                                                                                                                                                                |

\*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

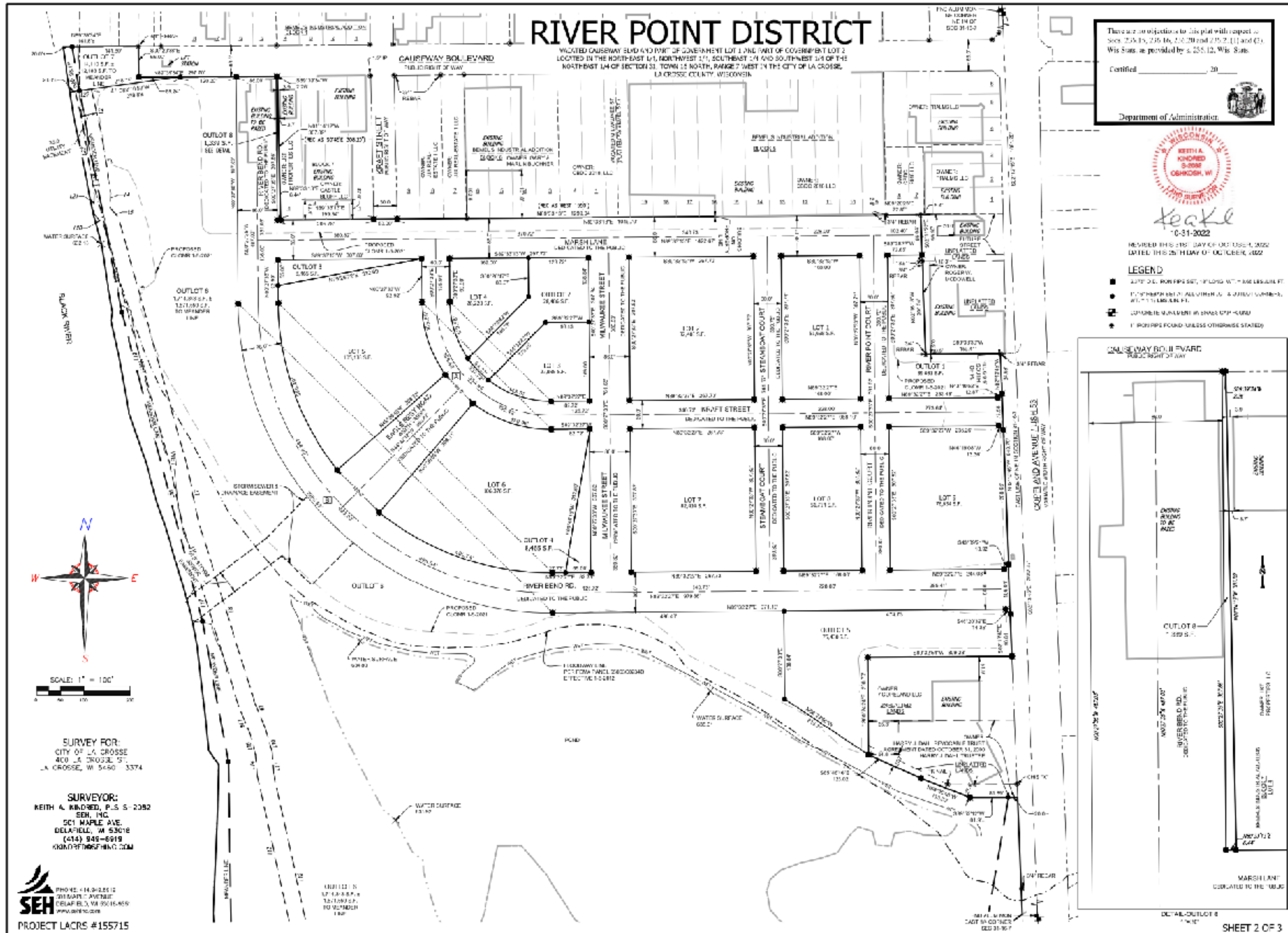
# Appendix

## PDD Master Plan-Reference Parcel Map

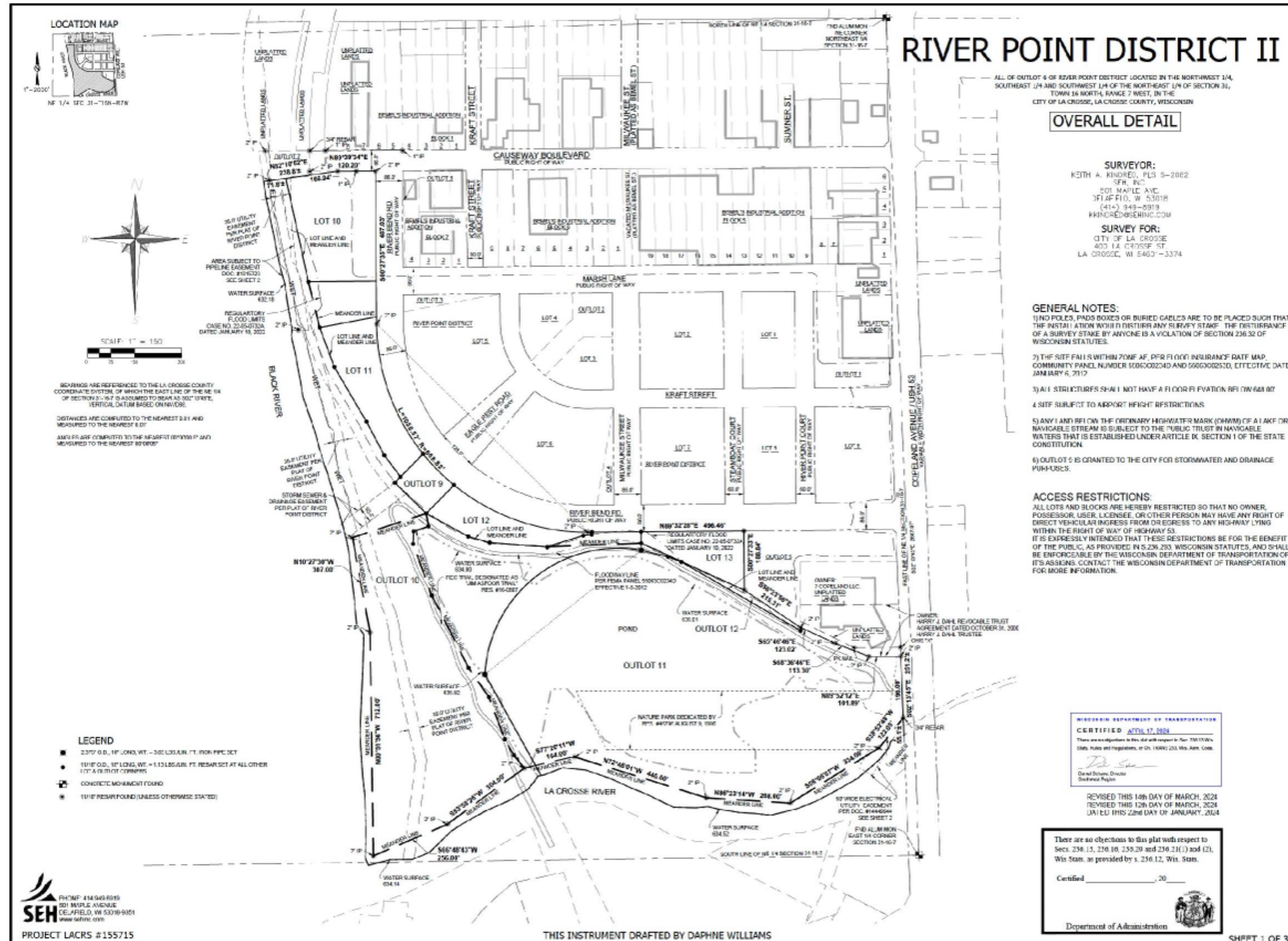
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



# Appendix-Plat Lot Size Map



# Appendix-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](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)

# 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



# RFEI-RDA Available Lands-Proposals Received



August 14, 2025

Mr. Jason Gilman  
Project Manager, River Point District  
JBG Planning

RE: La Crosse River Point District, RFEI for Lot 6

Dear Mr. Gilman,

I am writing to express interest on behalf of MSP Real Estate, Inc. (MSP) to secure an option agreement on Parcel 6 within the River Point District for the development of a multifamily senior rental community. Building on the successful partnership between the City of La Crosse (City) and MSP that culminated with the Driftless Apartments on Lot 7, MSP is excited for the possibility to continue bringing the River Point District's vision to life.

MSP's preliminary concept for the site is a 150-unit market rate senior apartment community, with an expected development timeline of 12-16 months to begin construction, and 16-18 months to complete construction of the project.

MSP Real Estate Inc. specializes in developing and operating senior and multifamily developments across the Midwest. Over the past 20 years, MSP has developed more than 40 forty housing projects across the region, with experience using TIF, tax-exempt bond financing, tax credits, and other financing tools to reposition sites into vibrant communities.

To provide you with further background, the below-listed exhibits are attached for your reference:

1. Conceptual Site Plan for Lot 6 from Rinka+
2. Resumes of MSP Leadership Team
3. Listing of MSP's Portfolio of Communities
4. Photos of Recently Completed MSP Communities

We look forward to discussions with La Crosse city staff about the future of the Lot 6 site and the chance for a continued public-private partnership between the City and MSP.

If you have any questions, feel free to call me at (612) 845-6015, or email me at [bwoolsey@msphousing.com](mailto:bwoolsey@msphousing.com).

Sincerely,

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



## RYKEY PROPERTIES LOT 6 PROPOSAL

CITY OF LACROSSE  
400 LA CROSSE ST  
LACROSSE WI 54601

### RDA

#### About:

At RyKey Properties, our core vision centers on the Midwest market. We deliver invaluable insights into the region's diverse submarkets and the nuances of operating across multiple jurisdictions, granting our organization a distinct competitive advantage. With a hands-on approach to the essential intricacies of multifamily management, construction, and development, we bring the experience and expertise needed to excel in overseeing any asset class.

RyKey Properties is a vertically integrated multifamily builder that oversees every stage of a project, from acquiring raw land to managing the completed building and its tenants. What sets RyKey Properties apart is its distinctive three-part foundation: Development, Construction, and Property Management. Our ongoing project at Lot 8 and the near-finalized Lot 9 development demonstrate our proven ability to successfully execute partnerships between the City and our development team.

Our portfolio truly exemplifies the pride we take in our designs, delivering finished communities that residents are thrilled to call home and eager to recommend to others. We invite members of the RDA and City to explore our portfolio on our website at [rykeyproperties.com](http://rykeyproperties.com), where our successful track record, including the ongoing Lot 8 project and the nearly finalized Lot 9 development in the River Point District, demonstrates our capability to effectively manage and deliver a complex, high-quality project like Lot 6.

#### Why La Crosse?

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

|  |                                                                      |
|--|----------------------------------------------------------------------|
|  | 2004 Highland Ave<br>ALTOONA WI 54720                                |
|  | 715-972-2500                                                         |
|  | LEE.HAREMZA@RYKEY<br>PROPERTIES.COM                                  |
|  | <a href="http://www.rykeyproperties.com">www.rykeyproperties.com</a> |



#### Lot 6: Design Summary

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.



our projects.

#### Conceptual

We are confident that through direct collaboration with the RDA, we can develop a project that fulfills the vision depicted in the PDD, in full compliance with the specified building and infrastructure design standards. Conceptual designs serve as an essential starting point for dialogue between the parties, fostering alignment for everyone involved. Project samples are included in **Exhibit B**.

#### Proposed Timeline:

With the Phase 1 River Point project currently under construction (Lot 8) and Phase 2 scheduled to start in Fall 2026 (Lot 9), we propose initiating construction for this development in 2027, designating it as Phase 3 of our River Point projects.

#### Architect

Wendel Companies project experience brochure is provided in **Exhibit C**.  
<https://wendelcompanies.com/>

#### Civil Engineer

<https://www.aec.engineering>

Sincerely,

Lee Haremza  
RyKey Properties