



APA-WI Annual Conference-River Point District Tour

River Point District

Project Management Report-September, 2025

JBG Planning LLC

Contents

Project Management Update-September, 2025

Section 1.

A. Monthly activity summary divided into categories; public infrastructure, investor/developer activity, partnerships activity, financial highlights, design or PDD reviews

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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
- Landscape stabilization and maintenance complete for 2025



Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Coordination with RyKey on Lot 8, 9 schedules and RFEI response
3. Coordination with 360 Real Estate on 2025-2026 Schedule
3. Coordination with Roush on 2026 Schedules
4. Coordination on commercial tenant prospects with developers
5. Coordination on Renter Equity programs and LCF Grant, meetings with housing agencies, ULI outreach
6. Contact with interested developer teams-MSP, RyKey, Local Investors
7. RFEI response evaluation for RDA lots, including Causeway, Outlot 1 and Lot 6
8. Option extension executed for Lots 1 and 2 and Lot 9
9. Assistance with land assembly and acquisitions between Marsh Ln and Causeway Blvd
10. APA-WI Conference tours and sessions

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

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
- Field progress photography
- Construction meetings with contractors and construction managers
- Telephone Inquiries from developer/investors
- Ongoing communications with new investor on RFEI land opportunities
- Updating Smartsheet database on construction schedules
- Coordination on landscape maintenance contract
- APA-WI Tour and session
- LCF Grant application coordination
- Evaluation of proposals for RDA sites

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.

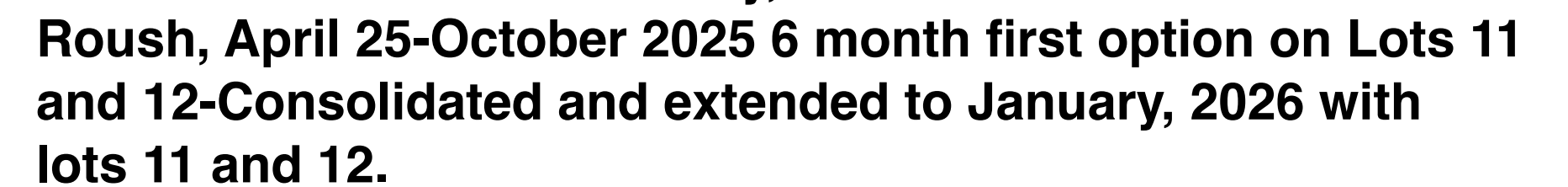
Ongoing investor/developer contacts/communications

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																						
Expected Construction Commencement		N nick@streetgroup.co	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																						
Expected Construction Commencement		JN Jeremy Novak	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																						
Expected Construction Commencement		NR Nick Roush	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																						
Expected Construction Commencement		NR Nick Roush	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																						
Expected Construction Commencement		JB Jake Buswell	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																						
Expected Construction Commencement		LH Lee Haremza	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																						
Expected Construction Commencement		JN Jeremy Novak	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																						
Expected Construction Commencement		JN Jeremy Novak	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	120 Total: - 68 1-BEDROOM UNITS - 32 2-BEDROOM UNITS	2024: 120 Units
Spring 2027	360 Real Estate	Lot 13	21 Units 21 studio units+ 12K Commercial Space	2025: 21 Units
October, 2027	Red Earth Condominiums	Lots 3 and 4	18 Townhouse Condominium Units All 3 bdrm units	
06/2026	RyKey The Lofts at River Point	Lot 8	59 Units 56-1 bdrm 3-2 bdrm	
06/2026	360 Real Estate	Outlot 5	92 Units 36 1 bdrm 28 2bdrm	
11/2026	Roush	Lot 11	60 Units+6K Commercial Space 60-1 bdrm	
07/2027	Roush	Lot 12	36 Units+ 12K Commercial Space 36-1 bdrm	
07/2026	Pending Options	Lot 6	RFEI Isued	
08/2027	RyKey	Lot 9	159 Units+ Commercial Space 126-1 bdrm and studio	
09/2027	Roush	Lot 1 and 2	200 UNITS (ESTIMATED) Undetermined Mix	
09/2027	Red Earth	Lot 5	206 UNITS 16-Studio 36-1 bdrm	2027: 565 Units
N/A	Undetermined	Outlot 1/ McDowell	Undetermined	
				1,135



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, September, 2025



RyKey's Loft Lot 8, River Point District, 09-2025



War Eagle, September, 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

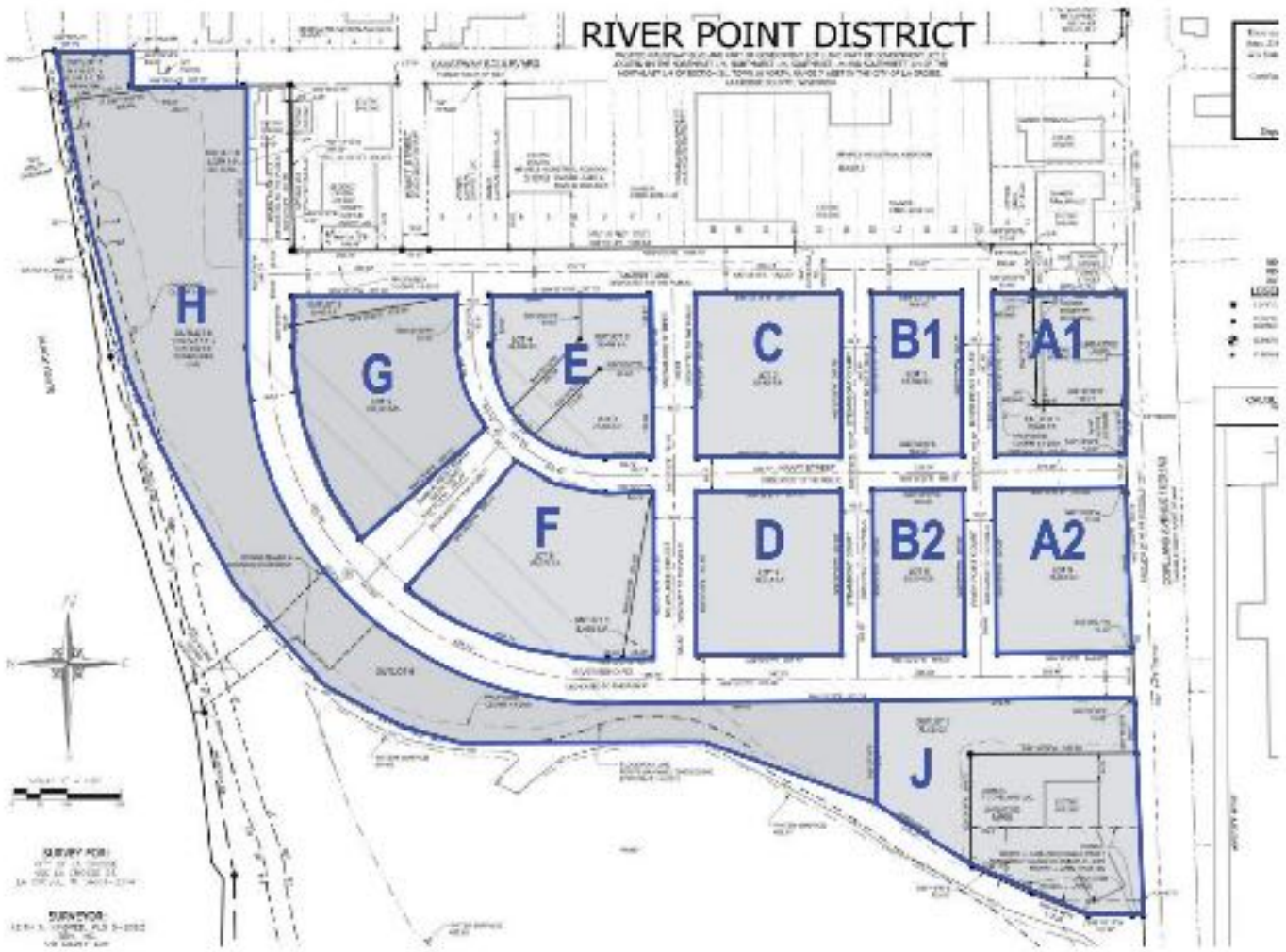
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
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	1.75	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.
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

2.0

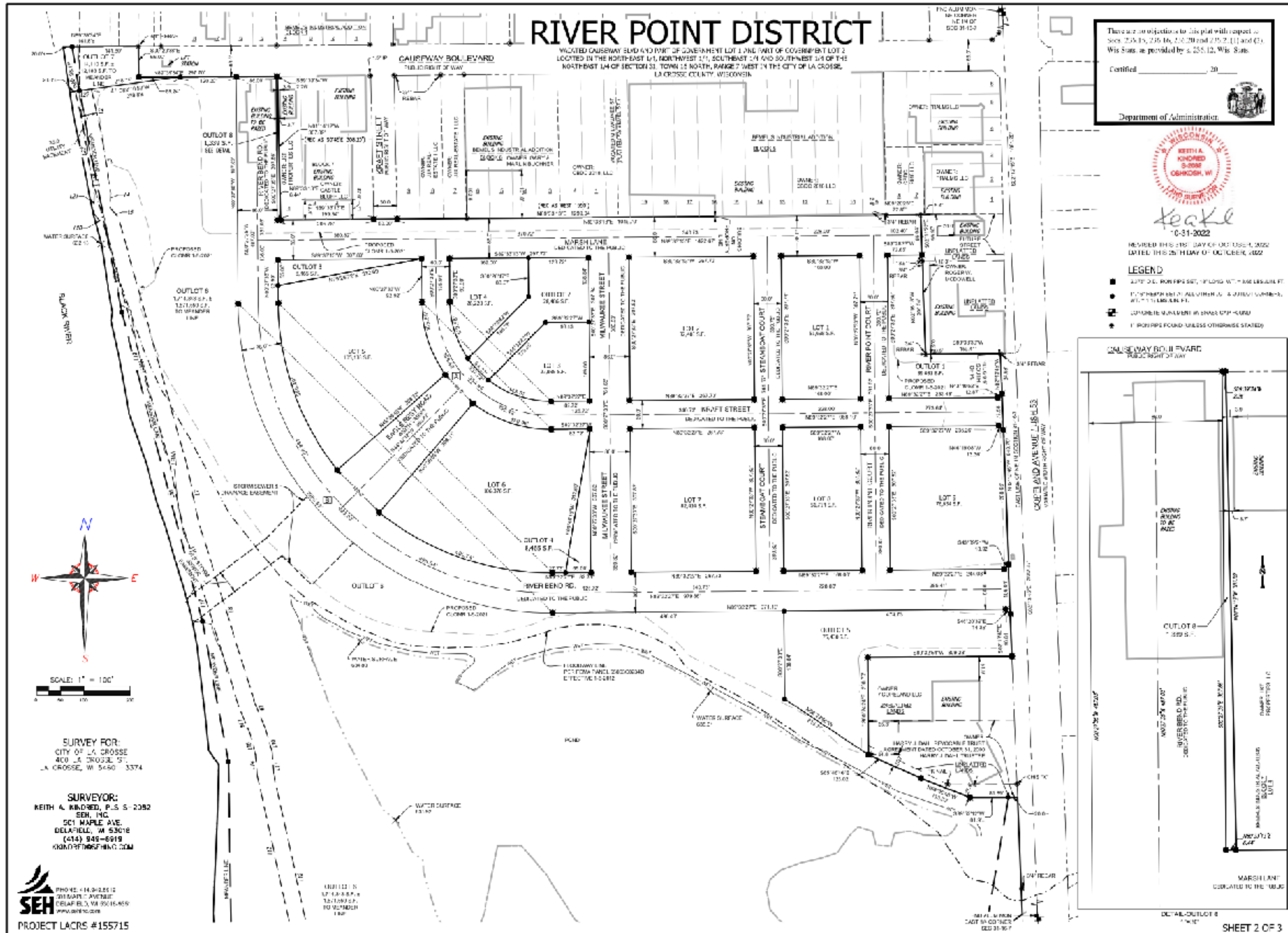
Appendix

PDD Master Plan-Reference Parcel Map

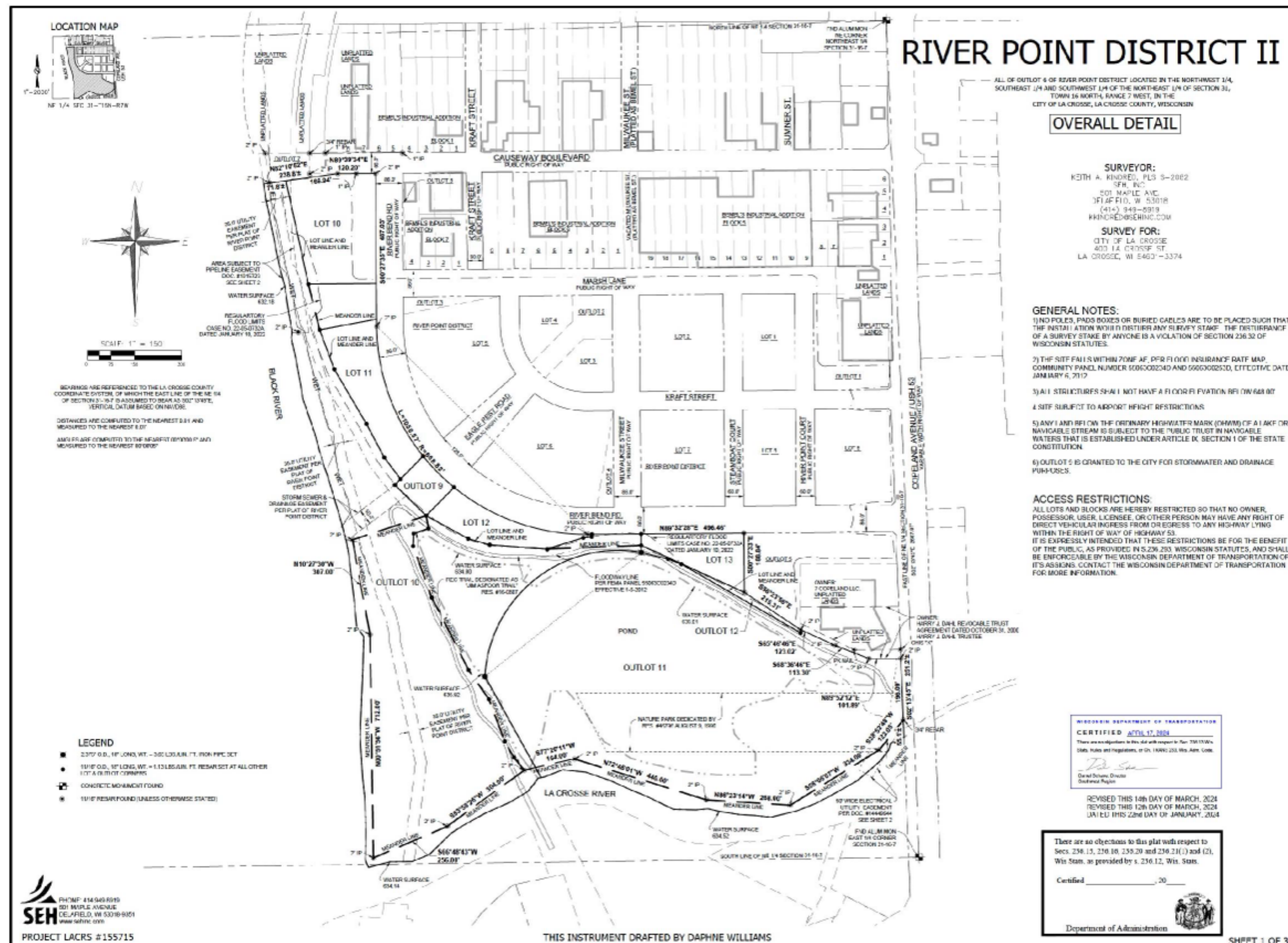
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



Appendix-Plat Lot Size Map



Appendix-River Point District II Plat



RyKey's Lofts at River Point, Lot 8



War Eagle, Lot 10

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

Information for the **War Eagle** development:

Red Earth: Lori Fuselier 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

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.

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, 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 ALTOONA WI 54720
	715-972-2500
	LEE.HAREMZA@RYKEY PROPERTIES.COM
	www.rykeyproperties.com



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