



Migration of Tundra Swans at River Point District and new paving on Eagle Rest Road

River Point District

Project Management Report-October, 2024

JBG Planning LLC

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Project Management Update-October, 2024

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Monthly Activity Summary

Public infrastructure Design, Planning:

Construction Highlights

The following items are to be discussed at the above referenced meeting:

Work Performed the Past 2 Weeks

Century Fence

Worked on pavement grooving one day

Work to be Performed the next 2 weeks

Gerke

Place decorative boulders once Causeway is open

Replace MH 311 lid once Causeway is open

Century Fence

Complete pavement markings

TEC

Complete plantings at Riverpoint Ct?

Remove temporary erosion control

Pay Estimate

No pay app this month. Pay App #21 will be submitted in November.

Outstanding Items

Completion date will be November 15th. Change order sent to City yesterday to finalize.

Signal bases on Copeland that need to come out yet.

Street name signs were being worked on, should be available for Phase 2.

Next Meeting

A. October 31st at 12:30 PM

Other:

- Fielding numerous resident inquiries-content includes map, illustrations and lease and sales contacts
- RyKey coordination on Lot 8/Closing
- Roush coordination for September RDA meeting on lots 11 and 12 drawings
- On site construction meetings and general engineering meeting
- Winter snow removal coordination

September 2024 Engineering Meeting Summary

City to meet with Lamar in regards to the Marsh Lane plat.

Development update:

Next RDA meeting October 24th at 4pm

- Red Earth To start on Lots 3 & 4 first
- Option on Lot 5
- Need access to lot(s) – remove excess fill
- F-Street (Lot 6) – option extended; construction spring 2025
- Roush (Lots 11 & 12) – start spring 2025
- Rykey (Lot 8) – anticipate spring 2025 start

360 Realestate – anticipate spring 2025 start

Oktoberfest – Parks Department to coordinate fencing along Copeland Ave.

Phase 2 Construction

Waiting for transformer for the lighting system

Pavement marking installation still underway

Signing still needs to be completed

Phase 3 Construction

Curb and gutter placed

Retaining wall work continues

Roadway paving to begin early October

Causeway Blvd.

Carryover work to 2025; updated schedule not yet available

City building inspection department to review stair access onto the sidewalk

Monthly Activity Summary

Investor/developer activity

Since last RDA Meeting:

1. Coordination with RyKey on sale resolution, closing and early access for Lot 8 Fall construction
2. War Eagle coordination on schedule for Lots 3 and 4
4. Coordination with Roush on plan development and new options on lots 11 and 12 for presentation in October RDA meeting
5. Coordination with F Street on Option Extension for Lot 6

Option Agreement status:

RyKey: April 28-October 28 (6 month) -Extension approved for Lot 9 Gateway Commons for 12 months to July, 2025.

360: April 27-April 27, 2024 (12 months)-Approved a 1 month extension to August, 2024.

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

MSP, Closed and Under Construction, occupancy by October 2024

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

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
- Looking into FHWA funding for Copeland needs
- Rotary Presentation changed to June, 2025
- Meeting with new investor on Outlot 1 opportunity

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.

Opportunities:

6. Continue to market the development opportunities-Outlot 1 assembly, parcels 1
7. Costs of parks/recreation improvements should be coordinated with grant application opportunities
8. La Crosse Community Foundation Social Investment Interests
9. Potential for renter equity programs
10. Ground lease opportunities for RDA (to be discussed on case by case basis)
11. Public Private partnerships for Public Parking and/or programmable interior/exterior community spaces
12. Marina partners/leases
13. Discuss maintenance strategies to keep RPD looking good and possible future NID transition
14. FHWA Funding for Scenic Byways

Future/existing potential funding solutions and strategies. See

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

Ongoing investor/developer contacts/communications

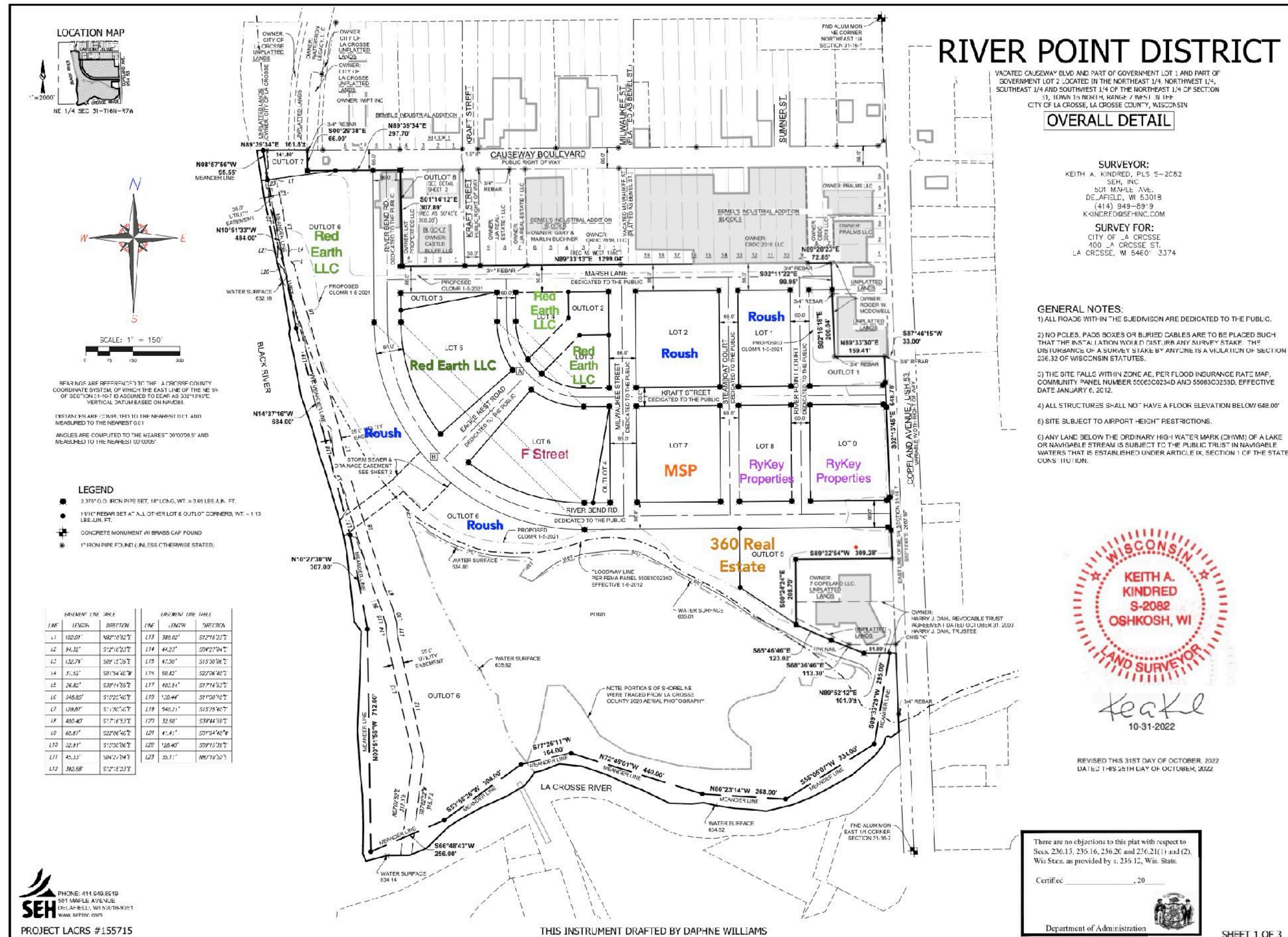
Meetings with both currently engaged investors and prospective investors are underway by JBG Planning LLC. Since some of these meetings involved RDA negotiations, communications on these meetings will need to be handled in closed session.

Public/media relations and communications updates

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

Investment Phases Map

Anticipated Private Investment Based on Current Option Agreements



Current Option Agreement Schedules:

Option Agreement status:

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

360: April 27-April 27, 2024 (12 months)-Approved a 3 month extension to July 27, 2024.

F Street, March 23-December, 23 (9 months) (9 month option extension approved to September, 2024)

Anticipated fall '24 start.

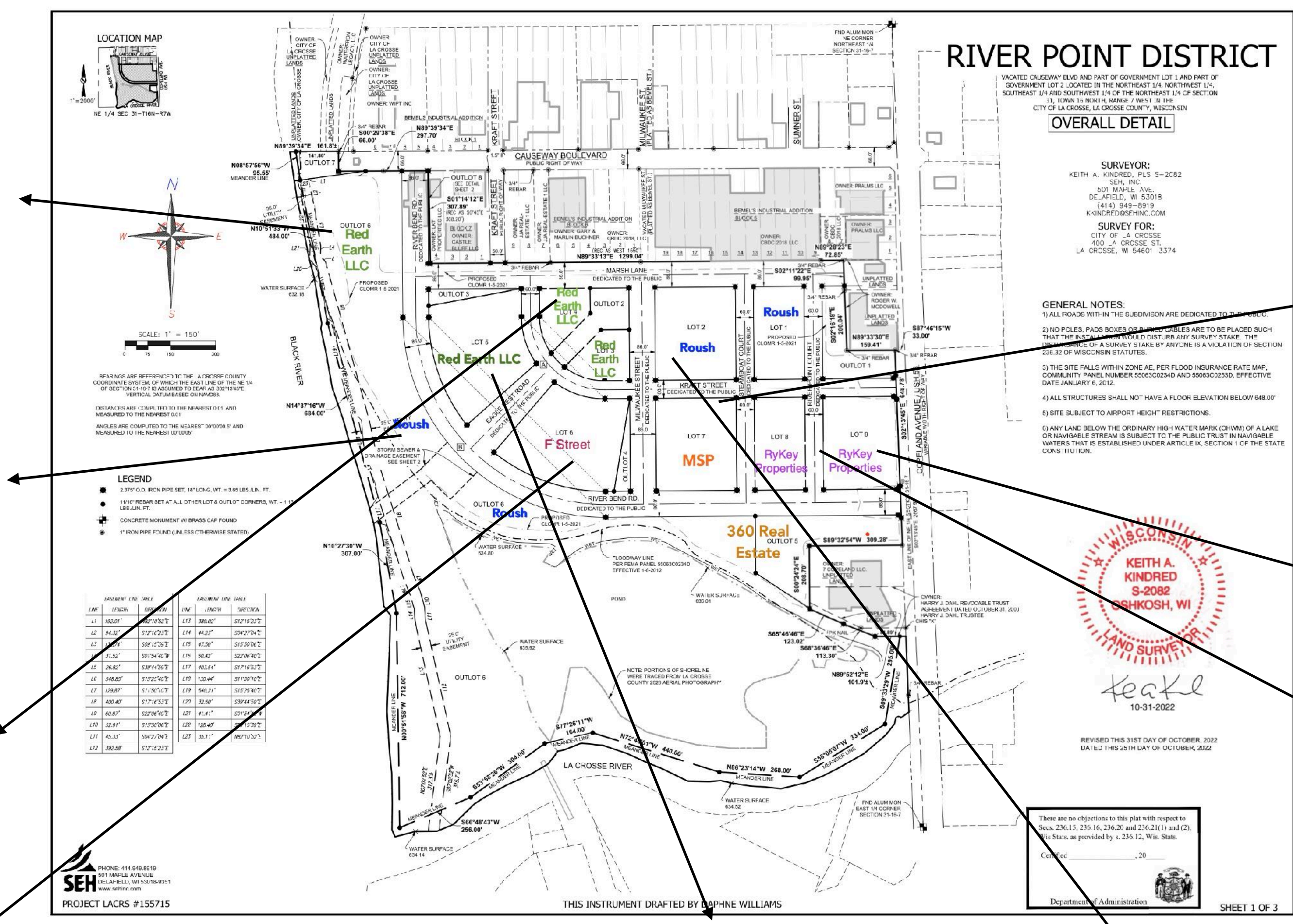
MSP, Closed and Under Construction, occupancy by October 2024

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

Roush, January to July, 2024, Lot 2

Roush, April 25-October 25 6 month first option on Lots 11 and 12

Investment Character Reference-Current Options



River Point Development LOTS G2&3

Infrastructure Phasing Map

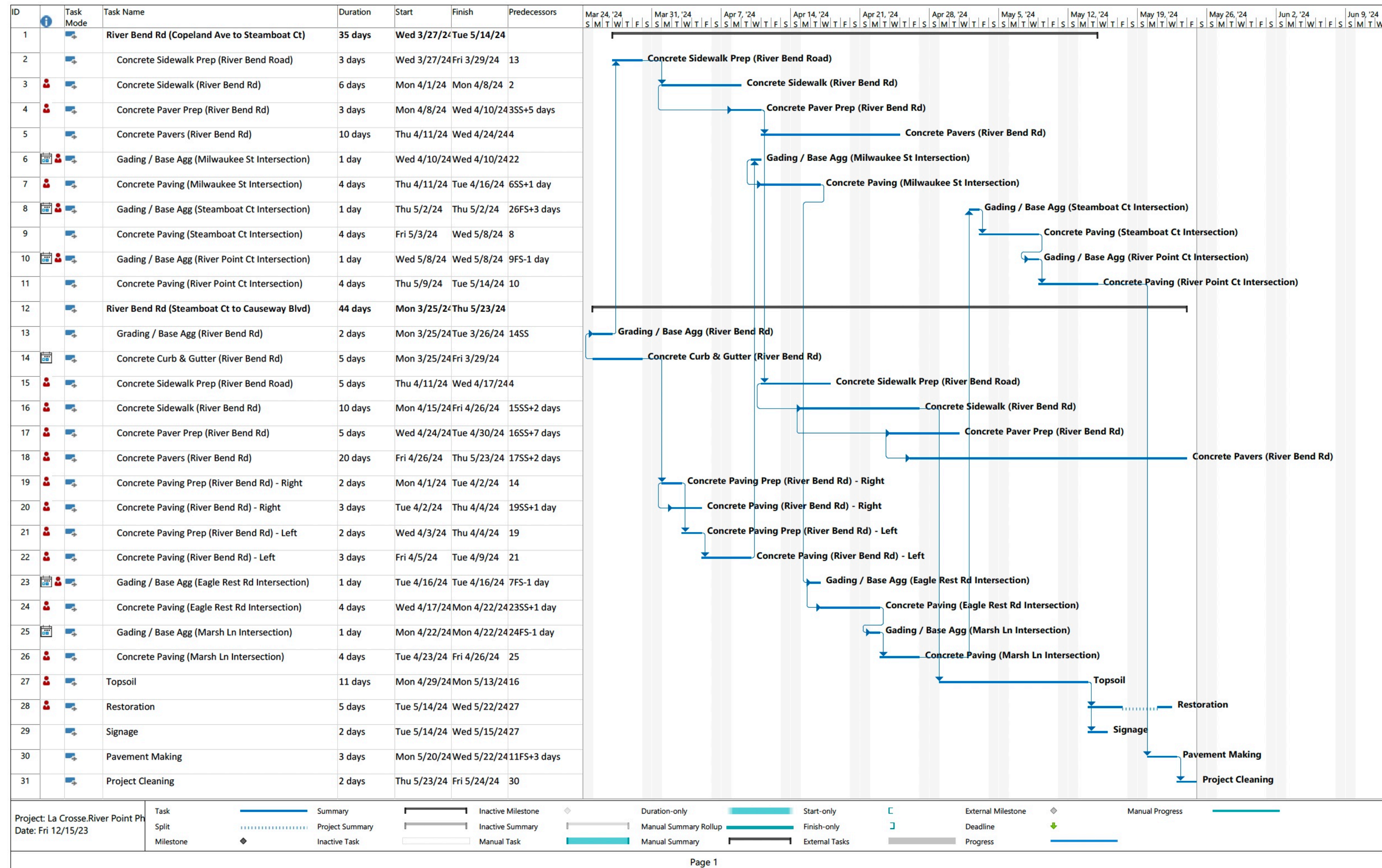


This map depicts the planned infrastructure phasing as of December, 2023, however, these phases are subject to alteration depending on the action of the Redevelopment Authority of the City of La Crosse which may be precipitated by investment activity, funding opportunities or constraints, the contracting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

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



Infrastructure Phasing-2024 Schedule



Project Metrics

Social, Environmental, Economic and Cultural Outcomes by Project

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

See the Smartsheet tool.

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

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

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

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

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

3. How the project achieve environmental metrics in the City

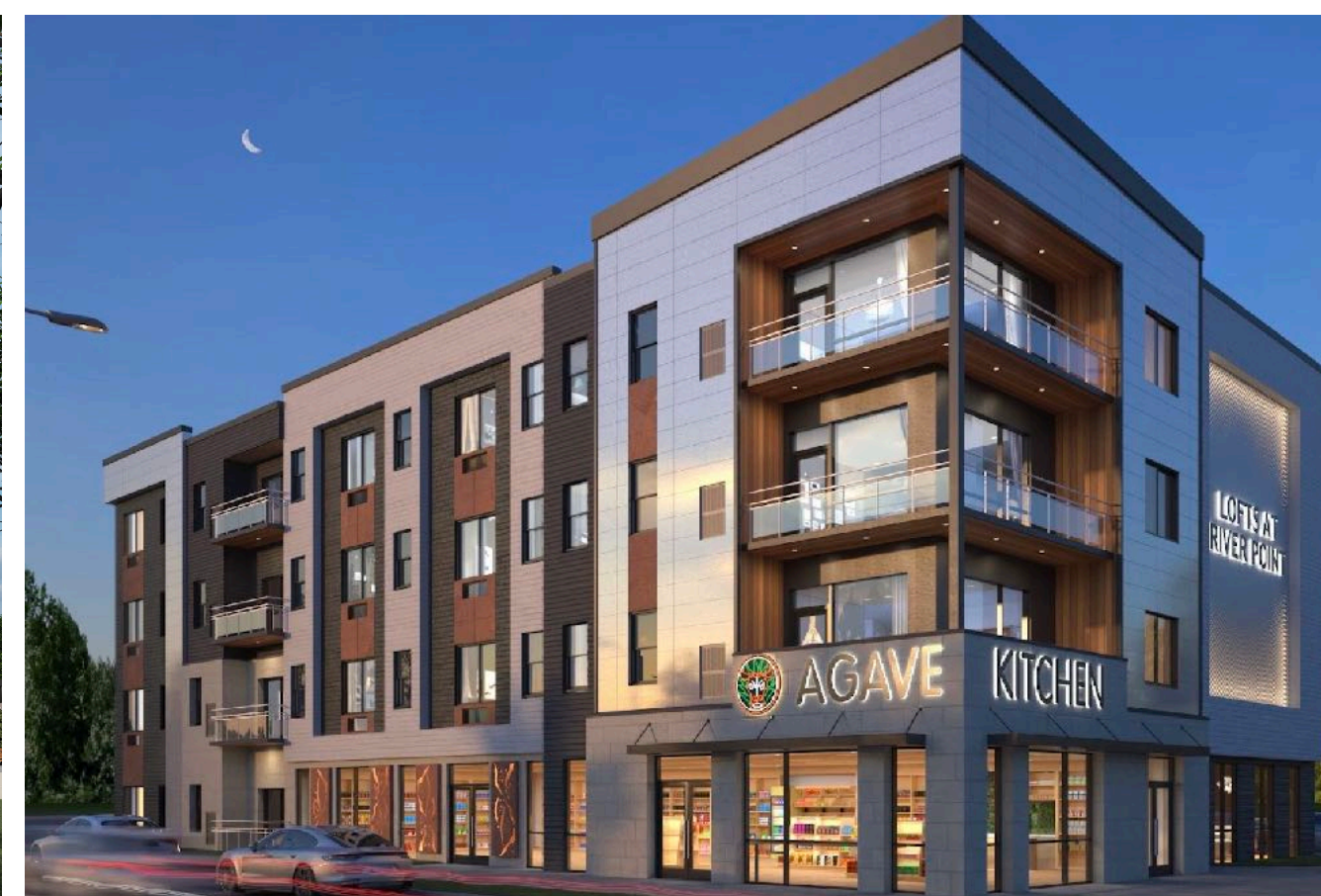
All planned construction will meet and exceed minimum energy efficiency standards. Merge partners with 3rd pattern consultants to use Focus On Energy initiatives to ensure the highest level of building efficiencies. These upgrades in building insulation modeling, appliances, and mechanical systems all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

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

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

For Immediate Release

1. New Pavement being installed on Phase 3 interior streets
2. RDA Closes on Lot 8 with RyKey!
3. War Eagle (Lot 10) and RyKey (Lot 8) under construction
4. Tundra Swans visit River Point District



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.2 Land Use Diagram

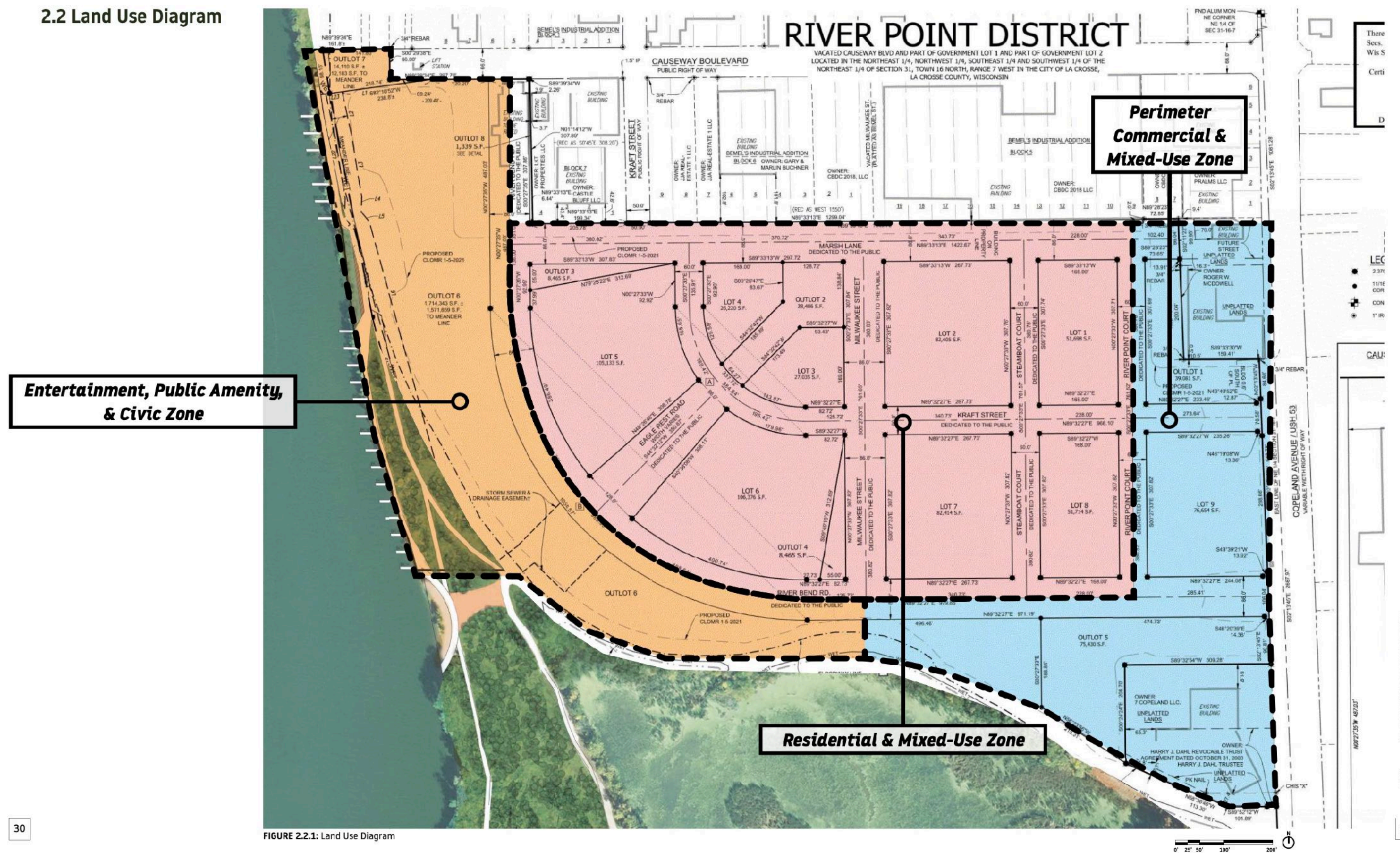


FIGURE 2.2.1: Land Use Diagram



Appendix

PDD General Land Use Map-Newly Revised

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.3 Development Summary

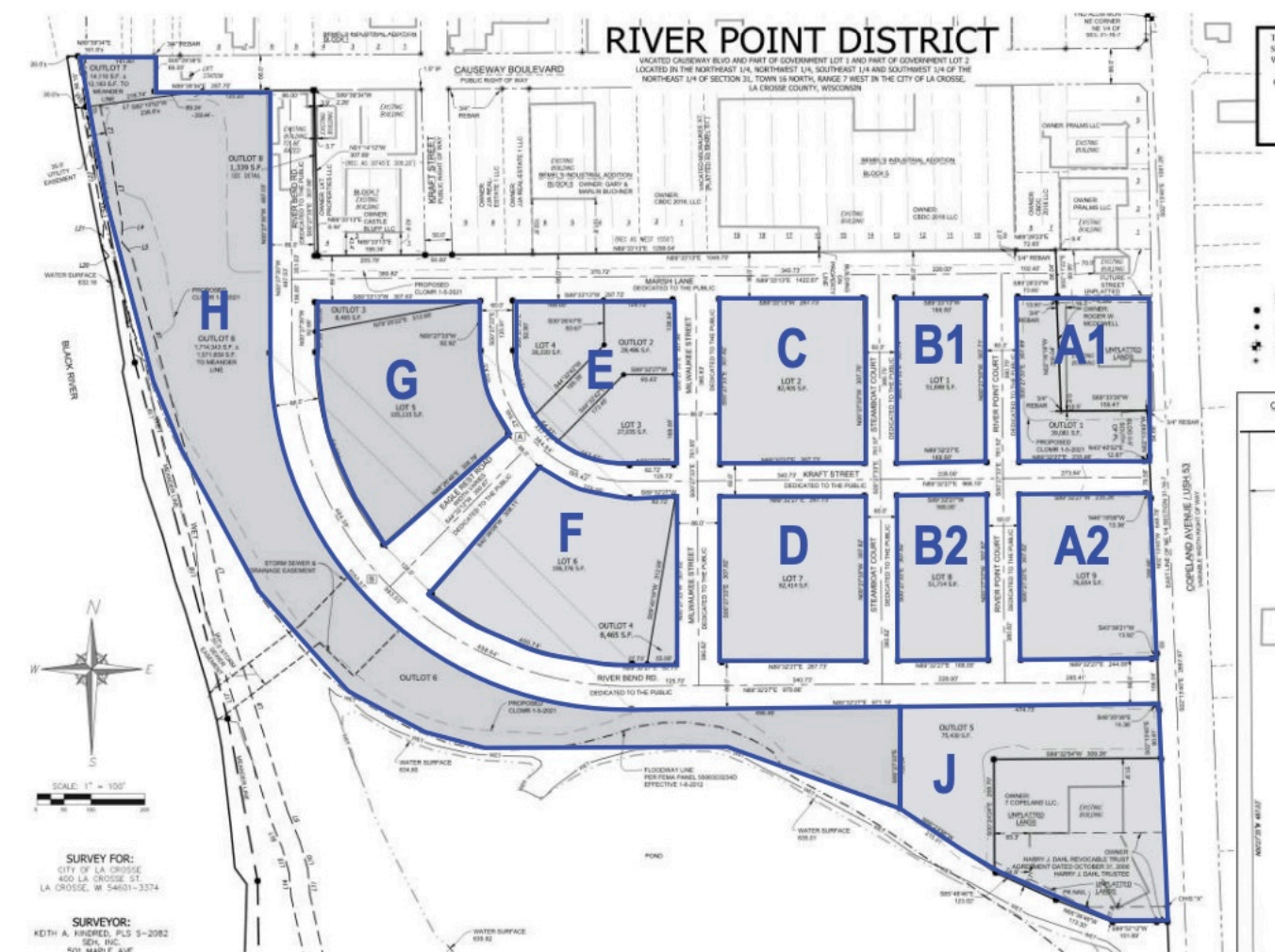
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

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	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. 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	82,405	1.89	
ZONE D - Residential & Mixed Use Zone			
LOT 7	82,414	1.89	
ZONE E - Residential & Mixed Use Zone			
OUTLOT 2	28,486	0.65	
LOT 3	27,035	0.62	
LOT 4	26,220	0.60	
ZONE F - Residential & Mixed Use Zone			
LOT 6	106,376	2.44	
OUTLOT 4	8,465	0.19	
ZONE G - Residential & Mixed Use Zone			
LOT 5	105,133	2.41	
OUTLOT 3	8,465	0.19	
ZONE H - Entertainment, Public Amenity, & Civic Zone			
OUTLOT 6	171,434	39.36	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi family residential above retail.
OUTLOT 7	14,110	0.32	
ZONE J - Perimeter Commercial & Mixed-Use Zone			
OUTLOT 5	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. 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

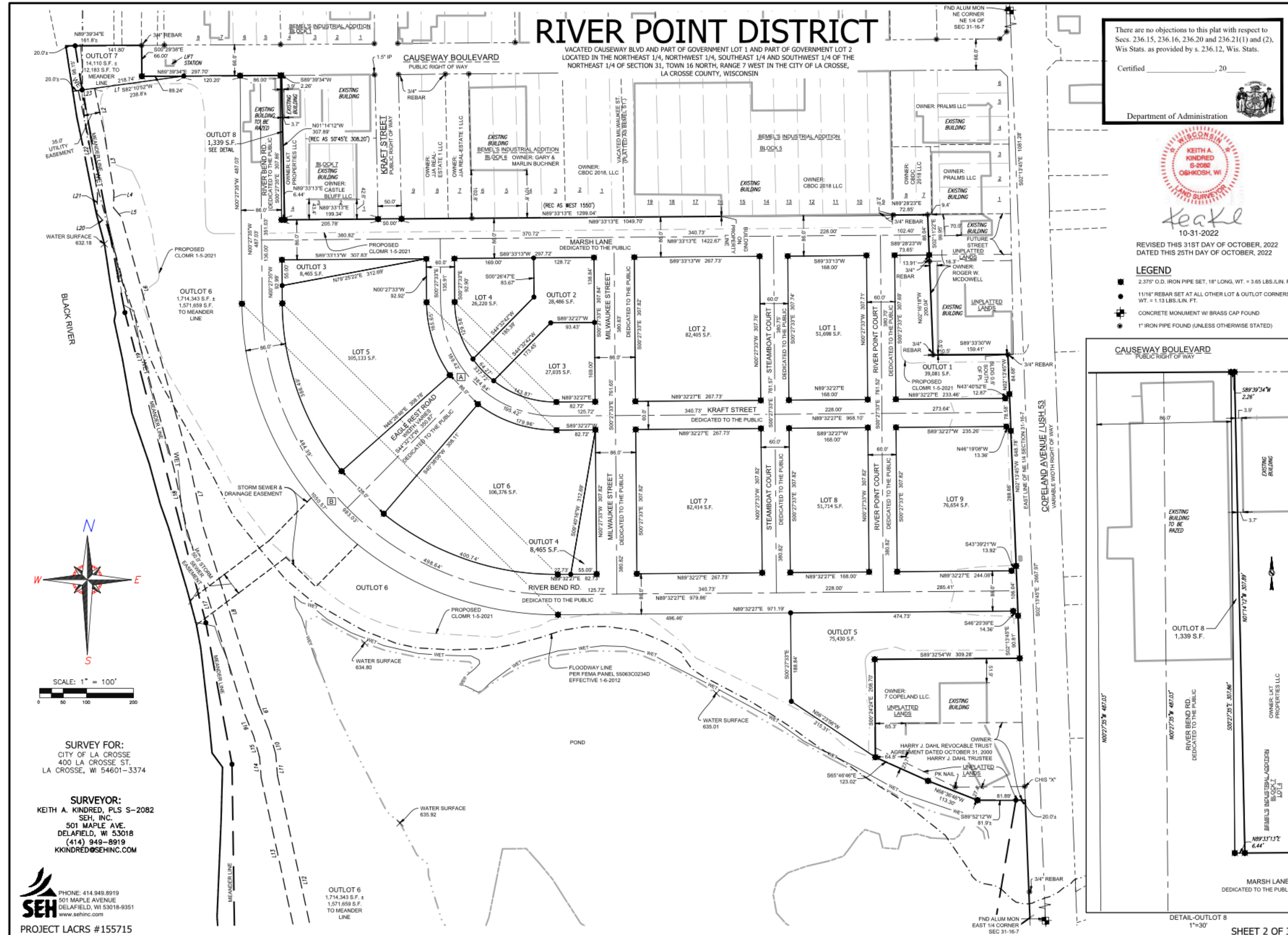
Appendix

PDD Master Plan-Reference Parcel Map

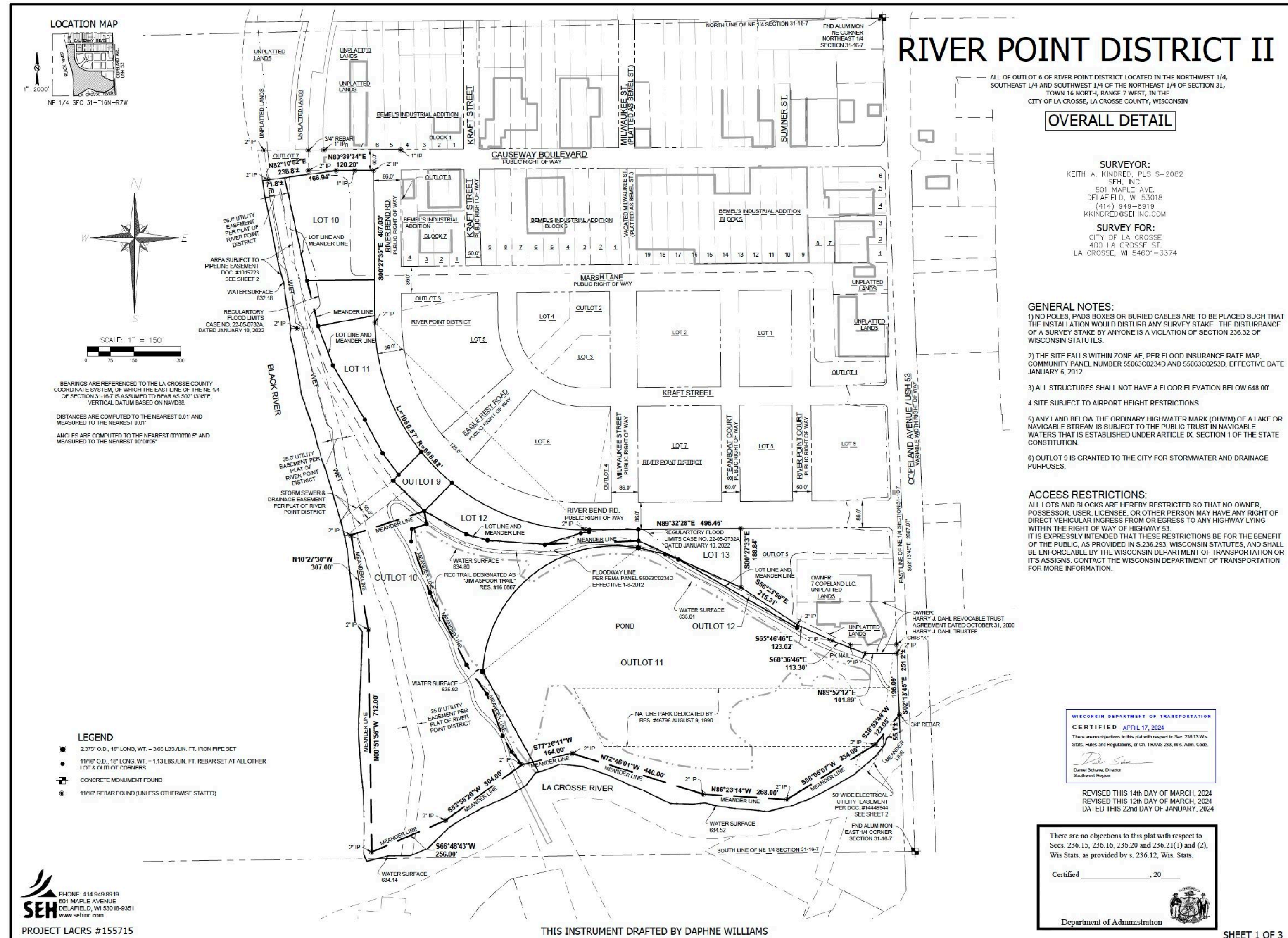
FIGURE 2.3.1: Site plan with labeled zones corresponding to the development summary.



Appendix-Plat Lot Size Map



Appendix-River Point District II Plat



Construction on Marsh Lane, August, 2024



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