



October 18, 2023

Redevelopment Authority Land Sale Considerations

Purpose. The City of La Crosse Redevelopment Authority may sell land for redevelopment and at times may consider negotiating the price of land assets held by the RDA. The purpose of these land sale negotiations and consideration of the negotiation of a final sale price includes:

- A. To ensure a consistent and predictable process by which the RDA sells or releases its real estate for redevelopment.
- B. To maximize the RDA's ability to promote redevelopment opportunities relative to its real estate holdings.
- C. To minimize the level of public investment required to acquire and redevelop real estate in the City of La Crosse through RDA revenues
- D. To minimize the period of time that real estate is held by the RDA before it is sold or otherwise released for redevelopment.
- E. To maximize the resources available for future real estate acquisition and redevelopment.
- F. To facilitate the implementation of the City's redevelopment plans
- G. To assist developers with projects that may have exceptional development costs or public purpose in return on investment
- H. To provide equal opportunity for all minorities, women and small businesses to purchase RDA owned real estate.

The following criteria may be considered in the RDA's decision to negotiate on the sale of RDA held real estate:

- The proposed reuse of the property, and the consistency of that reuse with existing or proposed redevelopment plans.
- If a housing project, the achievement of the City's affordable housing goals.
- The consistency of the project with applicable City's design guidelines and architectural investment beyond the City's minimum requirements
- Proof of exceptional development costs for the proposed project including additional public investment sought for demolition, remediation, infrastructure, etc. such as tax incremental financing incentives
- The estimated time to commence and complete the proposed project.
- Density and contribution of the proposal to the tax base of the City.
- Experience and willingness to provide equal opportunity to minority/women-owned and small businesses; demonstrated past history of providing contracting and employment opportunities for qualified minority and women individuals and minority/owned and small businesses.
- Achievement of other public purpose goals such as quasi-public facilities
- Exceptional investment in energy efficiency and systems, sustainability, waste reduction, water conservation
- Exceptional landscape investments that improve the City's biodiversity, sustainability and food resources
- If a housing project, the establishment of renter equity incentives for tenants
- Implementation of transportation demand management principles consistent with the City's TDM plan



Land sales by the RDA may be proportionately negotiated based on the above stated criteria. It is the responsibility of the developer/purchaser to provide information supporting proposals for land sales at less than market value in order for the RDA to evaluate the merit of the land sale price.

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