



6.5 Aerial image

Aerial facing North East capturing the River Point District's overall scale and relationship to the existing natural landscape.



River Point District

Development Opportunities

JBG Planning LLC

Opportunities, River Point District

Introduction

The City of La Crosse Redevelopment Authority (RDA) is pleased to make you aware of the development opportunity at La Crosse's premier redevelopment project on the Mississippi at the gateway to historic downtown La Crosse.

The Redevelopment Authority of La Crosse is seeking investors/developers to develop an urban mixed use projects in River Point District. The PDD permits residential and mixed use projects with flexible area standards and building heights of up to 10 stories. The project includes RDA funded infrastructure including an urban stormwater system as well as significant streetscaping and urban design features.

Included in this summary:

1. A Link to the full Planned Development District (PDD) document and the project website
2. A copy of the Preliminary Plat and insets for available parcels.
3. Excerpts from the City's master plan showing the land use configuration and aerial perspectives
4. Current developments being considered by the Redevelopment Authority
5. Contact information for the development

River Point District has been a project over 30 years in the making, from a heavy industrial land use to acquisitions, environmental remediation, public engagement, master planning and now construction and public-private partnerships.

The City and Redevelopment Authority have created a welcoming project for investors and developers with streamlined review and permitting, layers of potential economic support including tax incremental financing, and a responsive staff and project management team.

Construction on infrastructure is complete, with exceptional amenities and public facilities. Planning for parks and recreation spaces in the development is underway with expected improvements in the coming years.

We look forward to the opportunity to talk with your team on the project and are at your disposal for questions.

Opportunities-River Point District

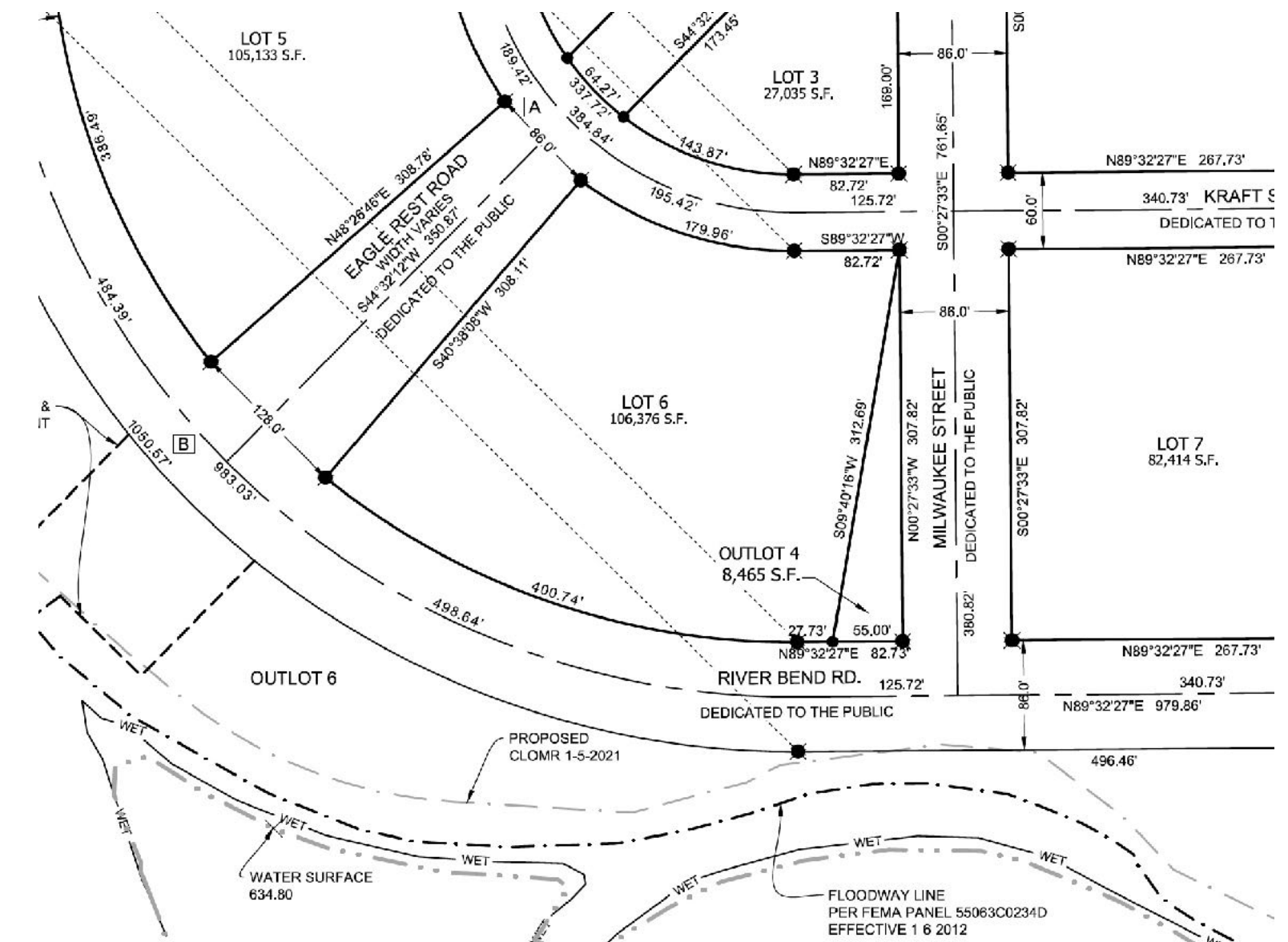
The Redevelopment Authority recently created the River Point District's Plat, articulating several parcels in River Point District. These opportunities include lot 6, a land assembly opportunity for outlot 1 and a new parcel opportunity on Marsh Lane on the northern edge of the district. The project 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



Opportunities, River Point District

Contextual view of Lot 6 looking southwest to the river confluence



LOT 6 PLAT INSET-106,376 sf or 2.44 acres

Opportunities, River Point District

Contextual view of outlot 1 parcel and land assembly opportunity

5.0 CONCEPTUAL IMAGERY

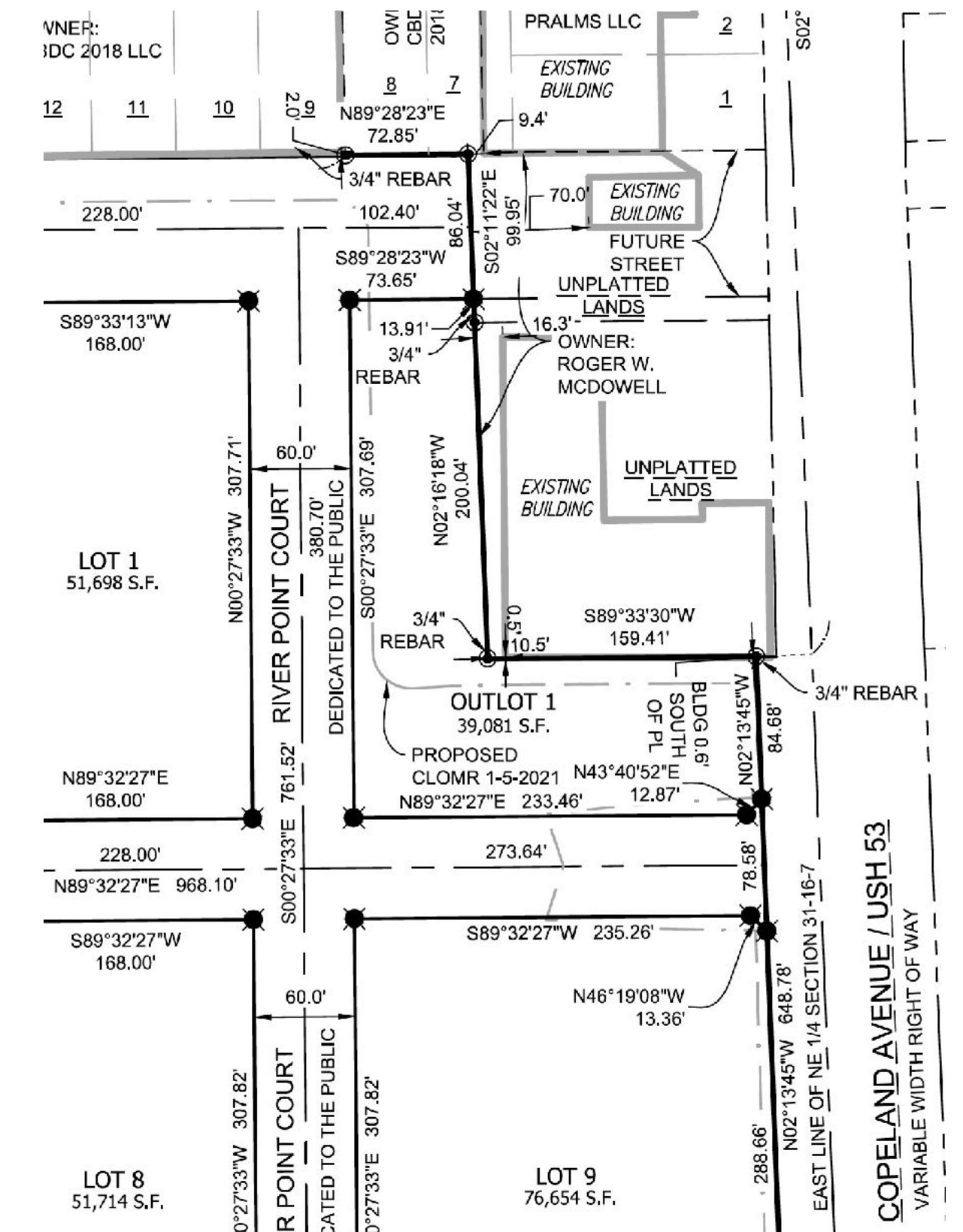
RIVERSIDE NORTH



Conceptual Imagery
5.0

5.2 Aerial image

Aerial facing South West capturing Riverside North's juxtaposition to the surrounding City of La Crosse.



OUTLOT 1 PLAT INSET-39,081 sf or
with land assembly, 70,881 sf or
1.63 acres.

Opportunities, River Point District

Contextual view of Marsh Lane Parcel looking southwest to the river confluence

5.0 CONCEPTUAL IMAGERY



Marsh Lane Parcel

RIVERSIDE NORTH

200-206 Causeway Blvd
Redevelopment Opportunity Details

Current Subdivision Layout:

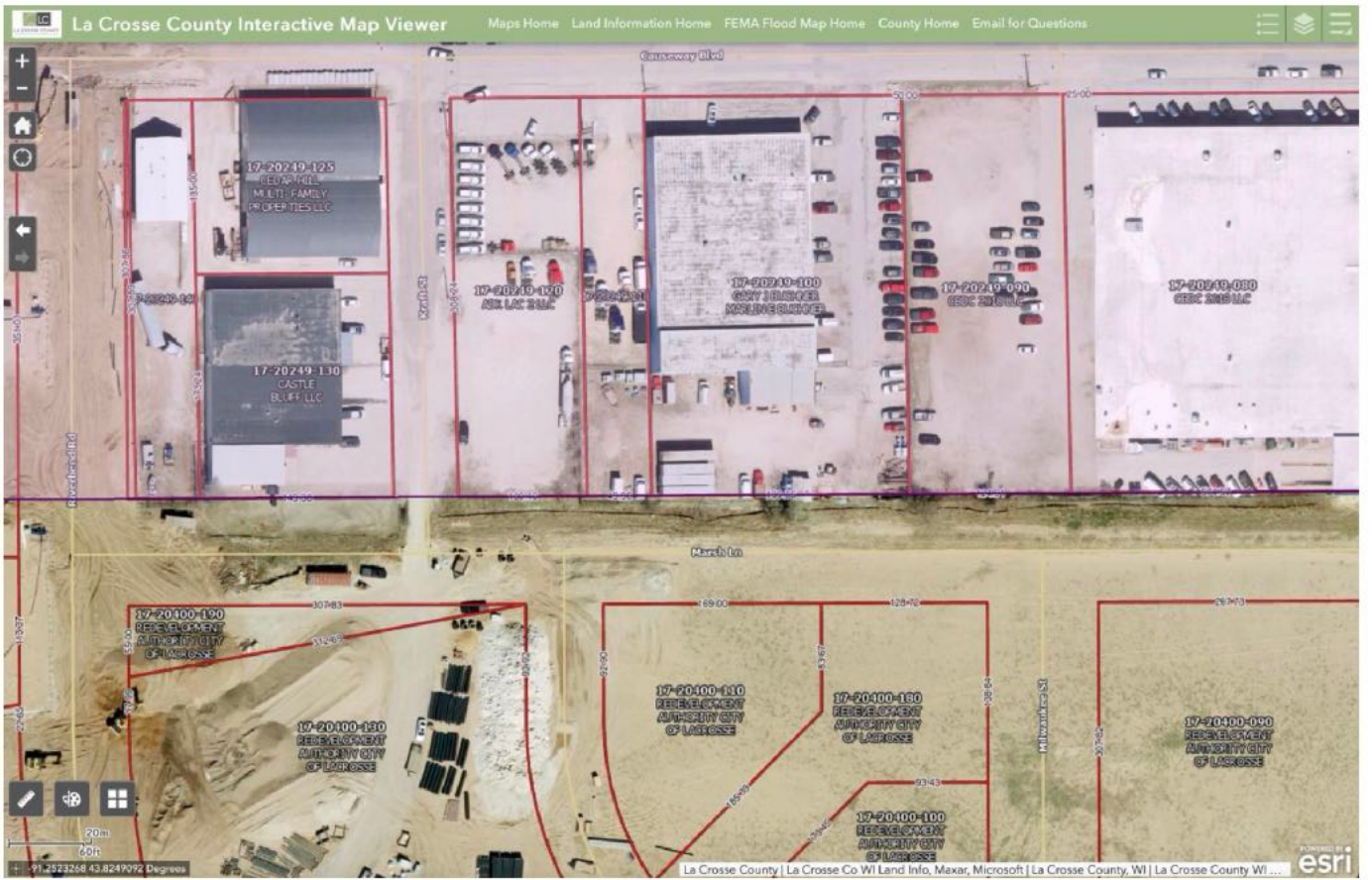


Parcels are collectively:
.71+.35 acres=1.06 acres
46,173 sf

Price of \$375,000=
\$8.12/sf

Dimensions:
308.24 x 100.40+49.96 or
308.24x 150.36

Property Subdivision Map Showing RPD Adjacency:

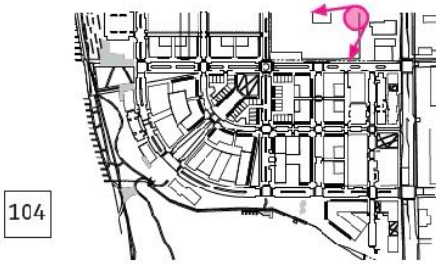


Conceptual Imagery
5.0
105

5.2 Aerial image

Aerial facing South West capturing Riverside North's juxtaposition to the surrounding City of La Crosse.

Parcels at Marsh Lane



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Project Information and Links

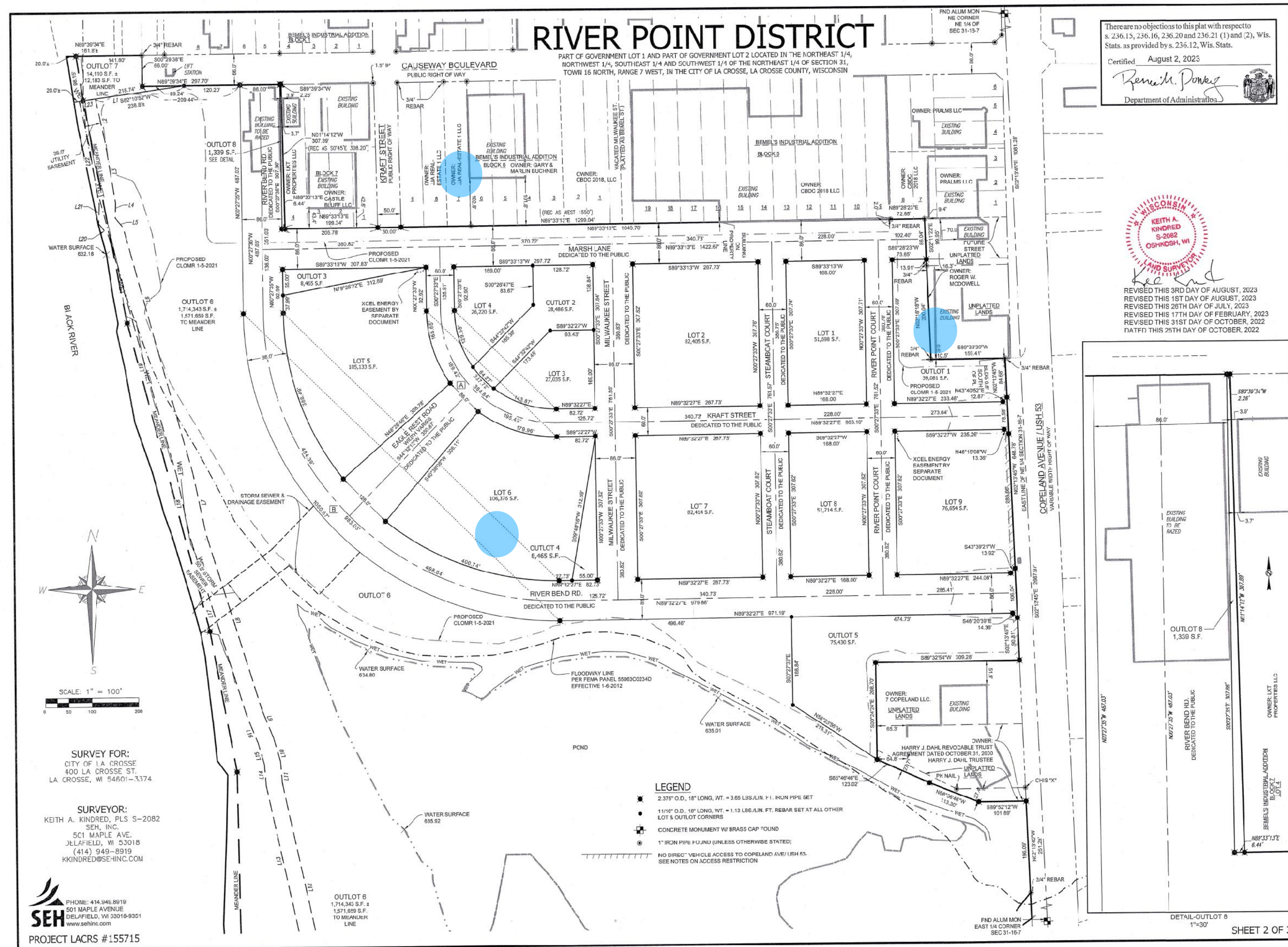
River Point District Website:

[River Point District Website](#)

River Point District Planned Development District (PDD) Document:

[River Point District PDD](#)

River Point District Plat



PDD Reference

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.2 Land Use Diagram

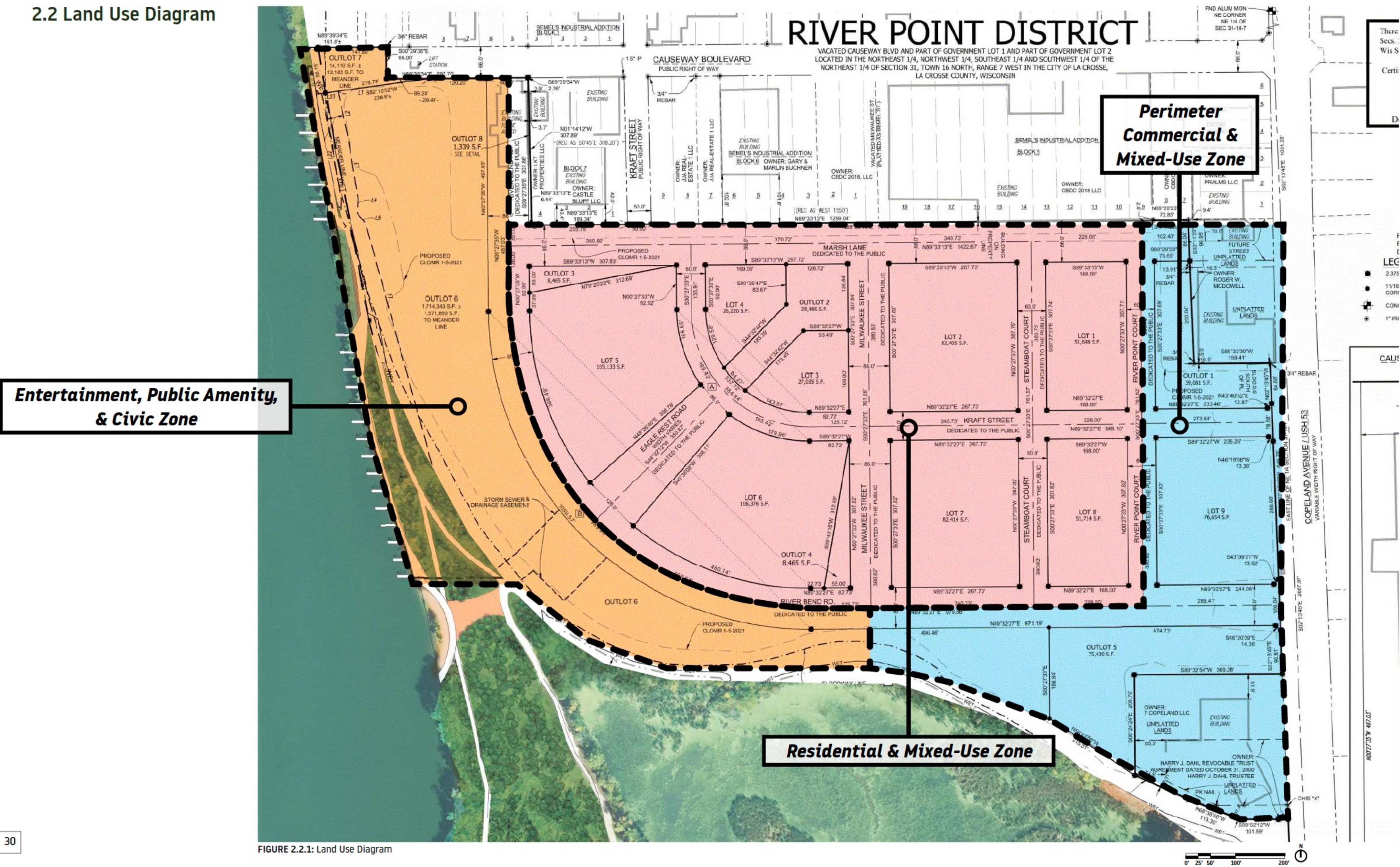


FIGURE 2.2.1: Land Use Diagram

PDD Reference

2.0 GENERAL DEVELOPMENT PLAN

RIVERSIDE NORTH

2.2 Character Zones

These guidelines apply to all areas of the Riverside North master plan and connected elements within the boundaries of the city of La Crosse. Within the Riverside North site area, five character zones have been defined based on context, scale, and character of the area. In many cases, the guidelines vary based on the context of these five character zones per below and adjacent site plan. Additionally, transportation demand management will be encouraged throughout Riverside North.

- **Perimeter Commercial & Large-Format Retail Zone**
- **Commercial/Mixed-use Zone**
- **Entertainment, Public Amenity & Civic Zone**
- **Multi-Family Zone**
- **Lower Mixed Density Zone**

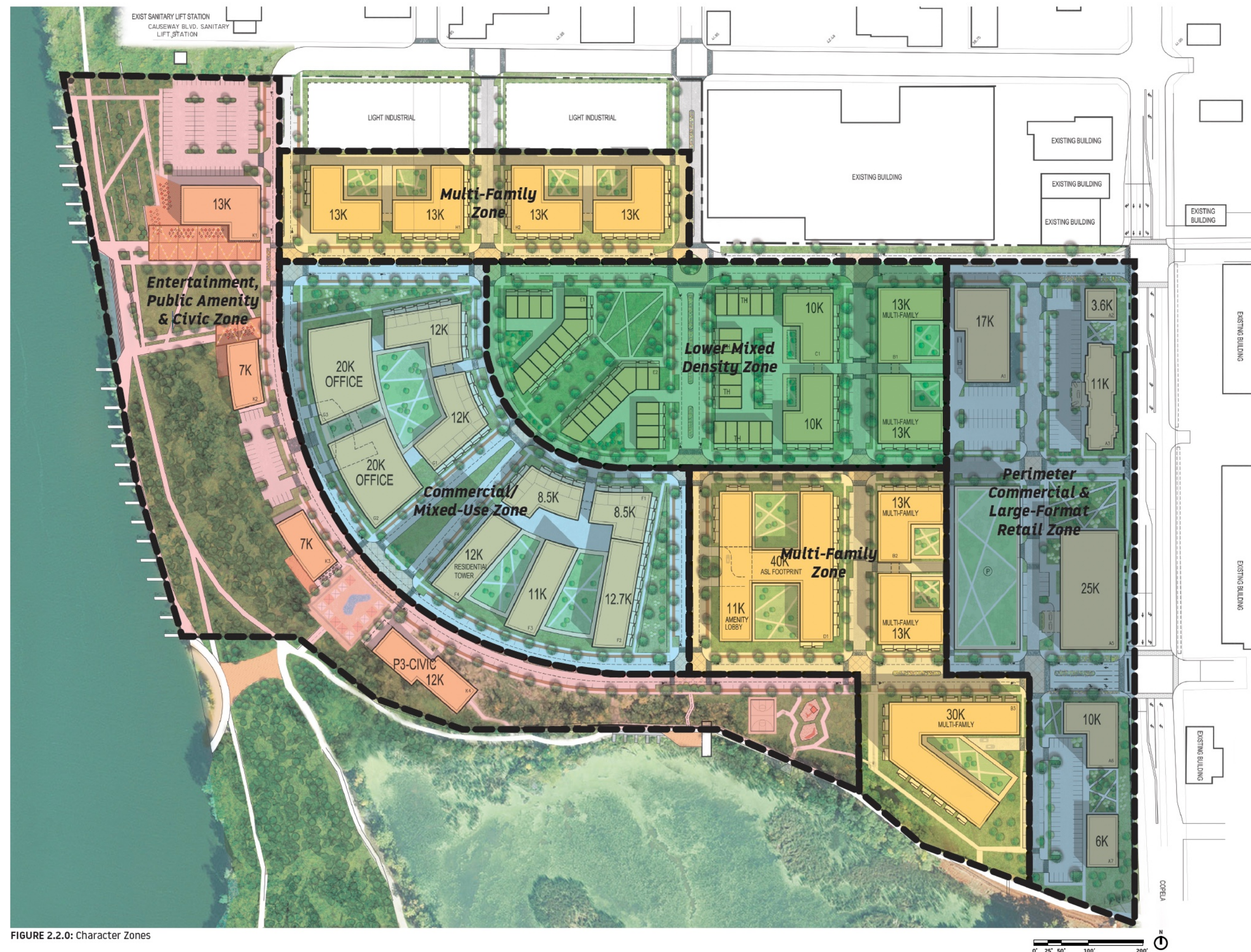


FIGURE 2.2.0: Character Zones

General Development Plan

2.0

River Point District PDD Excerpts, Land Use

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.2 Land Use Diagram

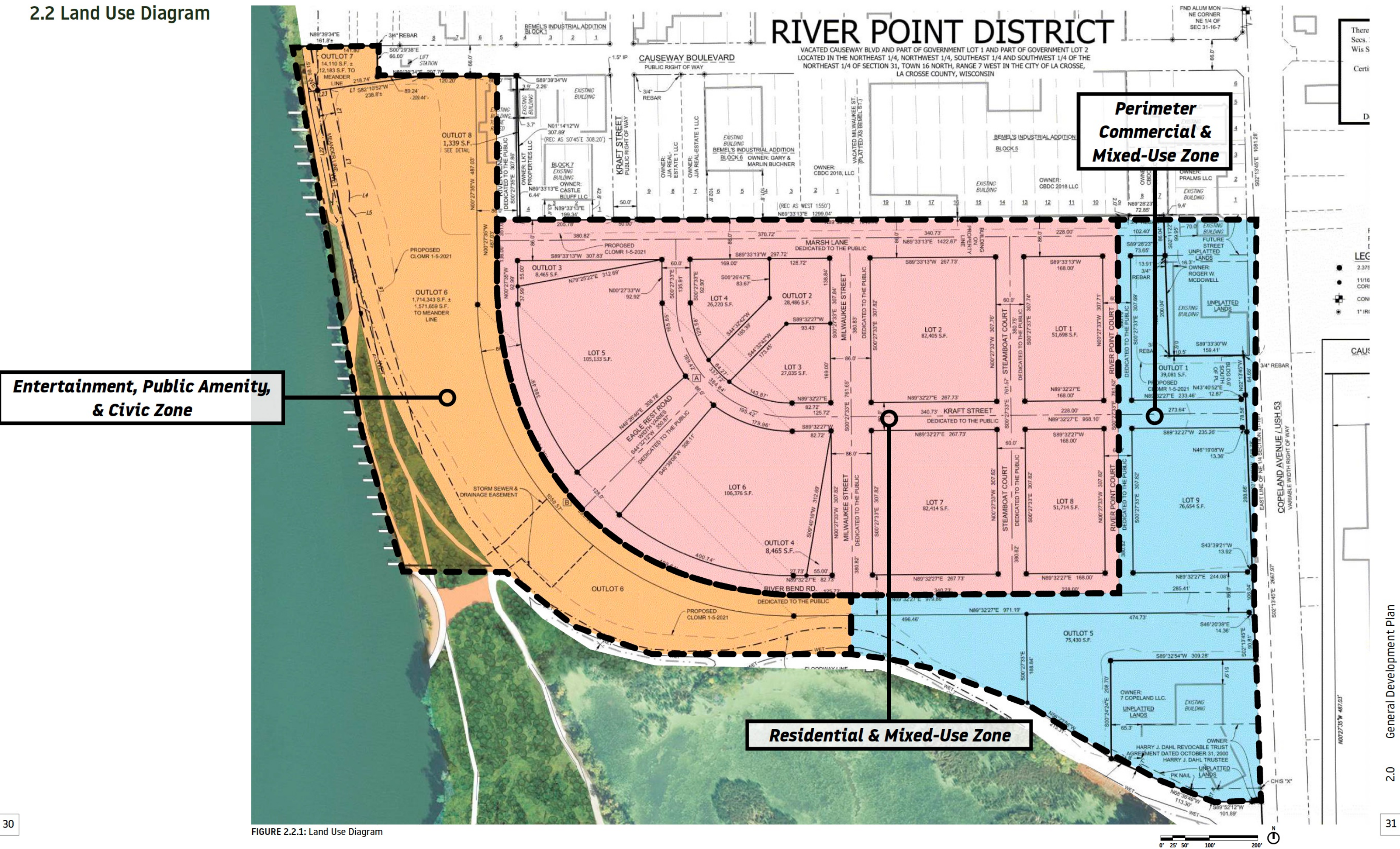


FIGURE 2.2.1: Land Use Diagram

River Point District PDD Excerpts, Land Use

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.4 Land Use Regulation Table

Key		REFER TO PAGE 30 & 31 FOR LAND USE LOCATIONS		
P	Permitted uses subject to City regulations	Residential & Mixed-Use Zone	Perimeter Commercial & Mixed-Use Zone	Entertainment, Public Amenity & Civic Zone
N	Prohibited			
C	Conditional uses subject to City regulations			
Large format retail				
Large format retail stores in excess of 50,000 GSF		N	N	N
Government Facilities and Services				
Government offices, services, and facilities		P	P	P
Residential				
Clubs, fraternities, and sororities		C	N	N
Hotels		P	P	C
Housing for the elderly		C	N	N
Licensed community and other living arrangements		C	N	N
Licensed family day care homes		C	N	N
Licensed foster family homes		C	N	N
Multi-family dwellings with four (4) or more units		P	C	P
One, two, and three family units		P	N	N
Rest homes and nursing homes		C	N	N
Commercial retail and office uses occupying 20,000 gsf or less				
Animal hospitals		C	C	N
Antique and collectors stores		P	P	N
Appliance and electronic stores		P	P	N
Art and craft collector studios		P	P	N
Art supply stores		P	P	N
Automotive parts and accessories without installation		P	P	N
Vehicle sales and service		N	N	N
Retail bakeries		P	P	N
Financial institutions with drive-through		C	C	N
Financial institutions with no drive-through facilities		P	P	N
Barber shops and beauty shops		P	P	N
Books and stationery stores		P	P	N
Breweries and Taprooms		C	P	P
Building supply stores		C	P	N
Professional or business offices		P	P	N
Camera and photographic supply stores		P	P	N
Car Washes		C	C	N
Catering services		P	P	N
Clothing services		P	P	N
Clothing stores		P	P	N
Coin and philatelic stores		P	P	N
Commercial recreation facilities		P	P	N
Computer & electronic equipment sales & service		P	P	N
Contractors offices and shops		C	C	N
Cosmetic shops		P	P	N
Currency exchanges		P	P	N
Delicatessens		P	P	P
Departments stores		N	P	N
Dog obedience training within an enclosed structure		C	C	N

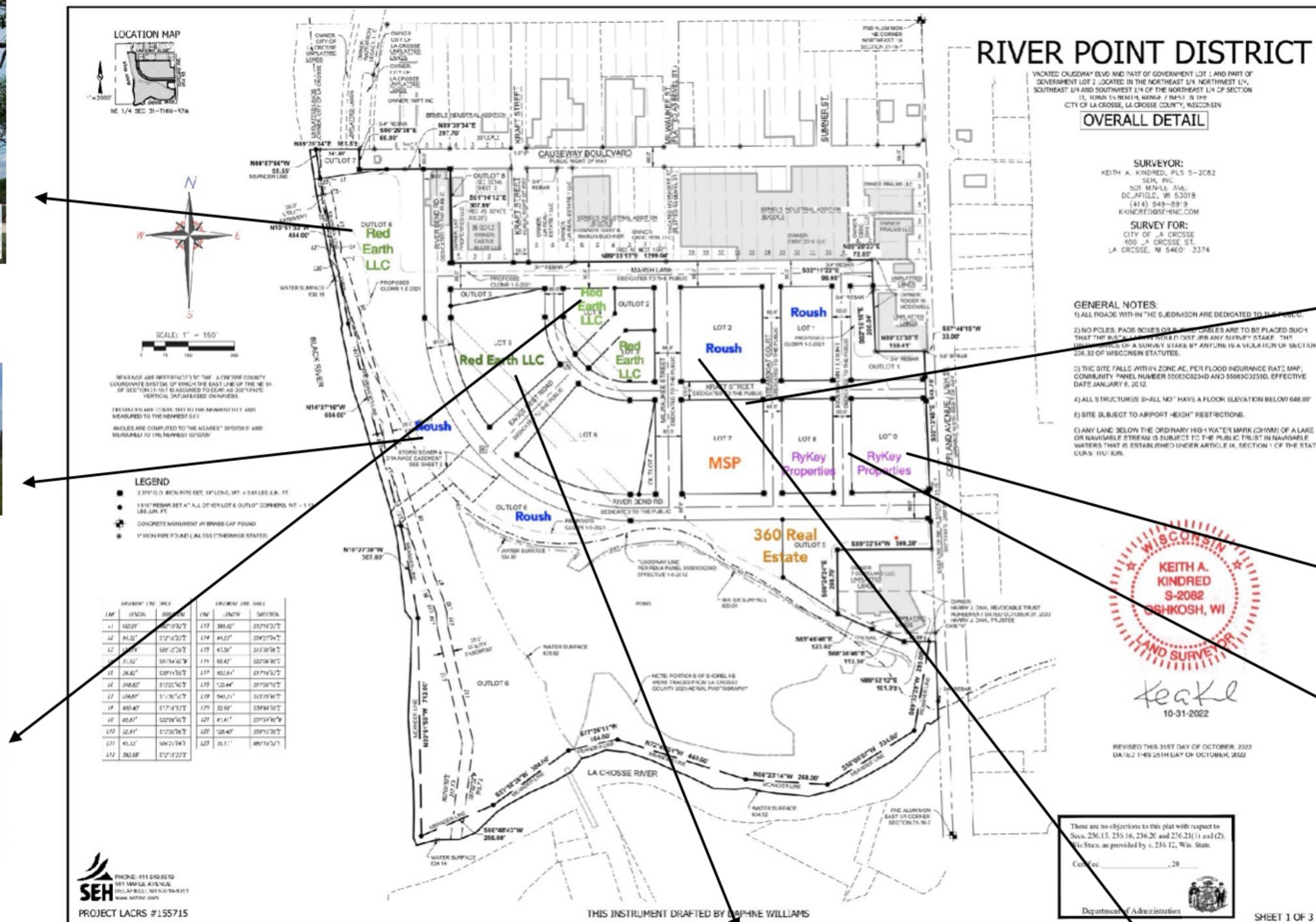
TABLE 2.4.1: Land-use Regulation Table

All uses are subject to an established minimum of restrictions of the River Point District PDD including but not limited to baseline design guidelines. Table 2.7.1: Land-use Regulation indicates the Permitted, Prohibited, and Conditional building uses within the River Point District character zones (Refer to figure 2.1.5). Any use not listed in this table is assumed to be prohibited. Definitions of terms are the same as the definitions already established in the City of La Crosse zoning ordinances. Additional limitations may be established through agreements between the city, property owners, and businesses proposed within the River Point District. Underlying zoning limitations (per city zoning ordinance) may also be applicable if zoning is changed under the River Point District PDD.

Key		REFER TO PAGE 30 & 31 FOR LAND USE LOCATIONS		
P	Permitted uses subject to City regulations	Residential & Mixed-Use Zone	Perimeter Commercial & Mixed-Use Zone	Entertainment, Public Amenity & Civic Zone
N	Prohibited			
C	Conditional uses subject to City regulations			
Commercial retail and office uses occupying 20,000 gsf or less				
Drug stores and pharmacies		P	P	N
Drug stores and pharmacies with drive-through facilities		C	P	N
Educational facilities and exhibitions		P	P	N
Equipment rental with only inside storage facilities		N	N	N
Florists		P	P	N
Food store		P	P	N
Funeral homes		N	N	N
Garden centers		C	C	N
Gift stores		P	P	N
Group day care centers		C	P	N
Hardware stores		P	P	N
Health clubs and physical fitness centers		P	P	N
Hobby and craft shops		P	P	N
Home furnishings		P	P	N
Interior drive-throughs on parcels		C	C	N
Janitorial supplies and services		P	P	N
Jewelry stores		P	P	N
Laundries and dry cleaners		P	P	N
Licensed massage therapy, body work, certified by State		P	P	N
Licensed tattoo and/or body piercing establishments		P	P	N
Liquor stores		C	C	N
Mail order service stores		P	P	N
Medical, dental, & health services, certified by State		P	P	N
Messenger services		P	P	N
Mini warehouse / storage facilities		N	N	N
Music stores		P	P	N
Newspaper and magazine stores		P	P	N
Not for profits		P	P	N
Office supplies and business machine stores		P	P	N
Optical stores		P	P	N
Outdoor display of retail merchandise		C	C	N
Paint, glass, and wallpaper stores		P	P	N
Pet stores and pet grooming		P	P	N
Printing services		P	P	N
Broadcast or recording studios, excluding towers		C	C	N
Transmitting and receiving stations		C	C	N
Restaurants with no drive-in or drive-through facilities		P	P	P
Restaurants with drive-in or drive-through facilities		C	C	N
Self-service laundry and dry-cleaning establishments		P	P	N
Shoe stores and leather goods stores		P	P	N
Confectionaries and ice cream stores		P	P	N
Solar energy collectors as accessory structure		C	C	N
Sporting good stores		P	P	N
Tailor or dressmaking shops		P	P	N
Taverns and cocktail lounges		P	P	P
Testing laboratories		P	P	N
Theaters and other amusement places		P	P	N
Upholstering		P	P	N
Used merchandise and resale shops		P	P	N
Variety stores		C	C	N
Video productions, music rehearsal studios, sales, and rentals		P	P	N
Wireless telecommunications sales and service		P	P	N
Yoga studios		P	P	N

TABLE 2.4.2: Land-use Regulation Table contd.

Investment Character Reference-Current Options



Parcel Opportunity Summaries

The Redevelopment Authority of the City of La Crosse is pleased to offer numerous opportunities for public-private partnerships in River Point District. Negotiations on available parcels typically start with a proposal or letter of interest, followed by a meeting with staff to discuss details and action by the RDA to enter into an option agreement. Option agreements are typically exclusive, offer 6, 9 and 12 month terms with possible extensions and a cost of \$10K for the first option and \$5K for extensions. Land negotiations include the opportunity for write-downs and are determined based on precedence, development costs, TIF assistance, and the developers proposal for density, investment and conformance with the River Point District Master Plan.

Summary of Available Opportunities:

Parcel 6-A premier site in the development with 2.44 acres overlooking the beautiful river confluence and having direct access to recreation amenities and new infrastructure. Parcel 6 is also adjacent to the MSP's Driftless Apartment development which was the first parcel to develop in River Point District, offering 120 units in both multi-story and townhome structures.

Outlot 1-A site offering an adjacent private parcel land assembly right on Copeland Avenue, flanked by new infrastructure on the north, south and west sides. With the land assembly, the parcel offers a full city block of 1.63 acres and flexible zoning for either residential, commercial or mixed use projects. Copeland/US 53 is a major gateway to the City's downtown and offers bus service and traffic counts of over 30,000 AAWDT. Land Assembly would likely occur as part of the structured public-private partnership and needs of the proposing developer.

Marsh Lane Parcel: A recently acquired expansion of the development on the project's northern edge, the parcel offers frontage on both Marsh Lane and Causeway boulevard. This parcel contains approximately 1 acre with lot dimensions of 308'x150'. This parcel is expected to be adjacent to Red Earth's condominium townhomes on parcels 3 and 4.

Option Consideration Requirements

If you are interested in one, two, or all three development opportunities, please submit the following information via e-mail by no later than September 1, 2025 to the attention of:

JBG Planning

c/o Jason Gilman, AICP

Project Manager

River Point District

jbgplanning@outlook.com

Required Submittals:

- 1. Letter of Interest with lot number/s, firm's name including partners and contact information**
- 2. Firm Qualifications and project examples illustrating similar project experience**
- 3. Team/personnel information and bios**
- 4. Proposed concept and narrative for site/s including any innovations or unique project approach details**
- 5. Proposed timeline for development and construction commencement**

Upon receipt of this information, the City of La Crosse Redevelopment Authority will consider your request for a possible option on the site. Options are typically granted for an initial term of 6 months for \$10,000.00 with the possibility of up to a 12 month extension for \$5,000.00. Note that the option is a commitment to the public private partnership, allowing the developer time to plan the site in accordance with the River Point District PDD with confidence towards an eventual real estate closing and construction.

Current Development Photography



From upper left: War Eagle, Lot 10, The Driftless on River Point Drive, RyKey's Lot 8 Lofts.
Lower Left: MSP's The Driftless, Streetscape Improvements, Driftless Townhomes, Aerial of the Driftless from 2024.

Project Contacts

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