



# River Point District

Implementation Phase, 2024

# MSP

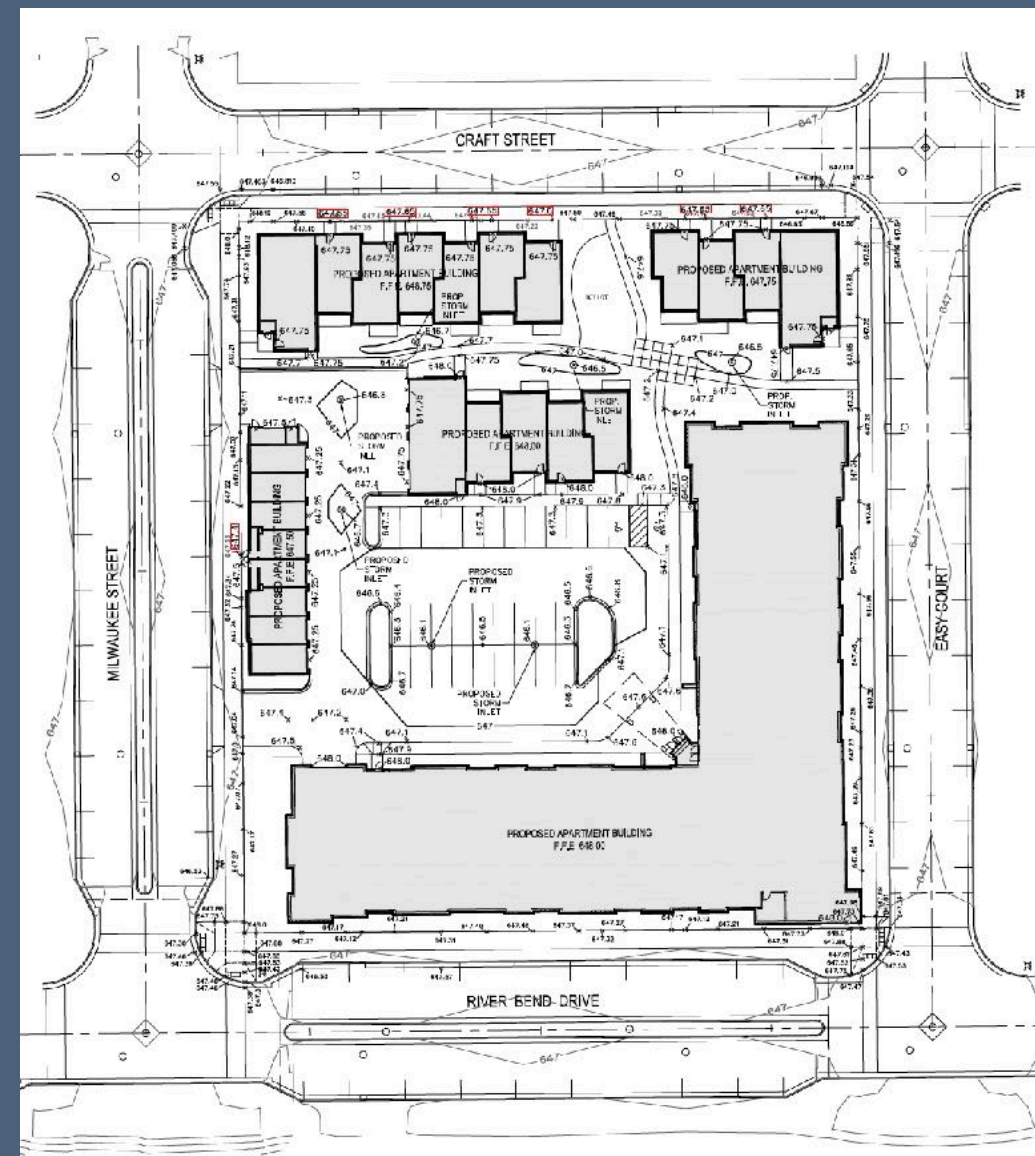
## The Driftless

### MAIN BUILDING:

- 68 1-BEDROOM UNITS
- 32 2-BEDROOM UNITS
- 100 UNITS TOTAL

### TOWNHOUSES:

- 20 3-BEDROOM UNITS
- 120 UNITS TOTAL



# WAR EAGLE

RED EARTH LLC

MAIN BUILDING:

59 UNITS

12,000 SF COMMERCIAL

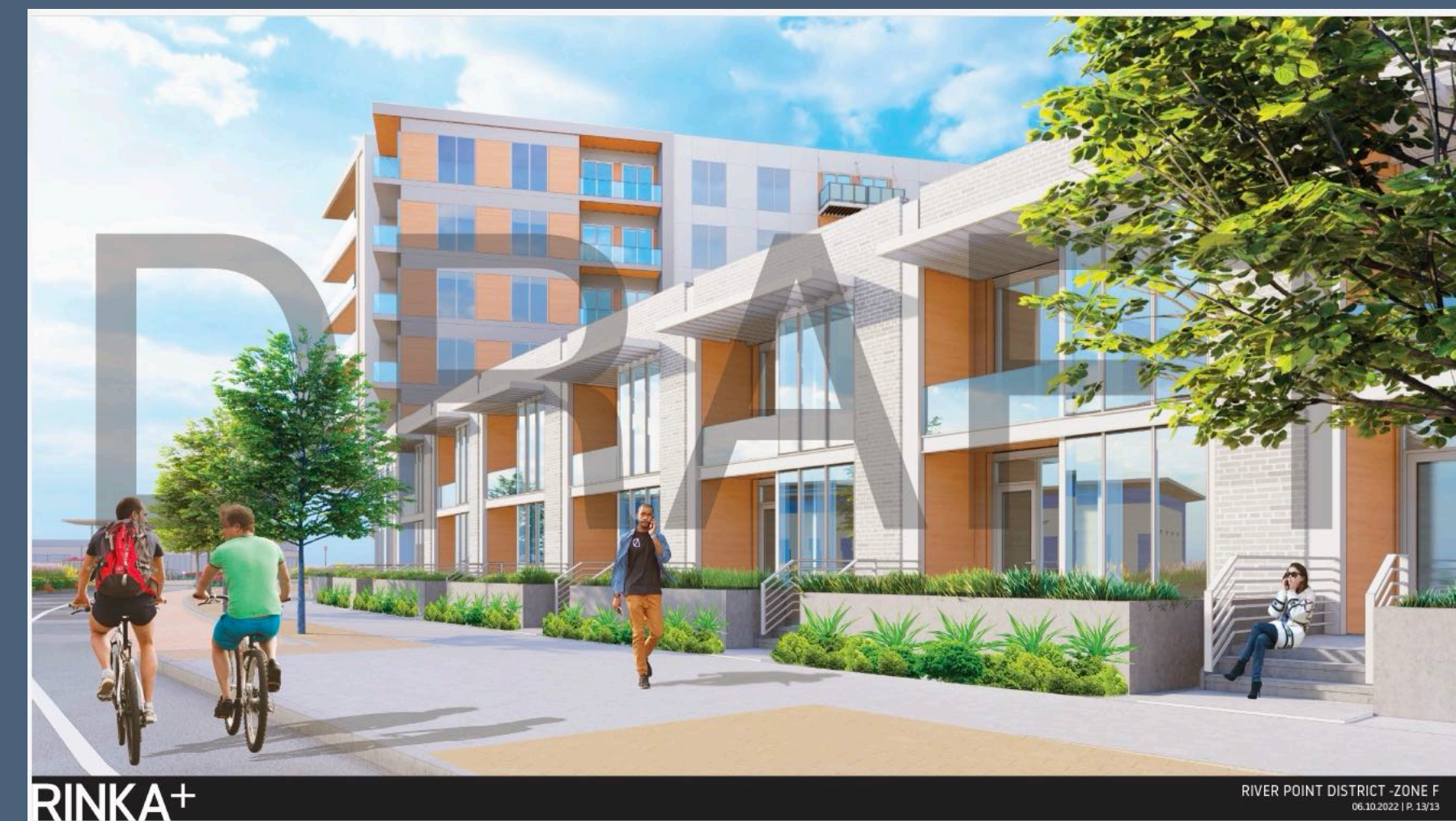
SPACE



# F STREET

## RIVER BEND DRIVE

One 5 Story Building of 95 Units  
One 4 Story Building of 80 Units  
30 Total Walkout Units on Level 1  
30 Total Units on Level 2  
8,000+ square feet of premier  
amenity space  
(co-working space, fitness center,  
club rooms, dog run  
and wash, bicycle storage and  
repair)  
8,500+ square feet of outdoor  
terrace space  
overlooking the Mississippi River



# RYKEY

## GATEWAY COMMONS

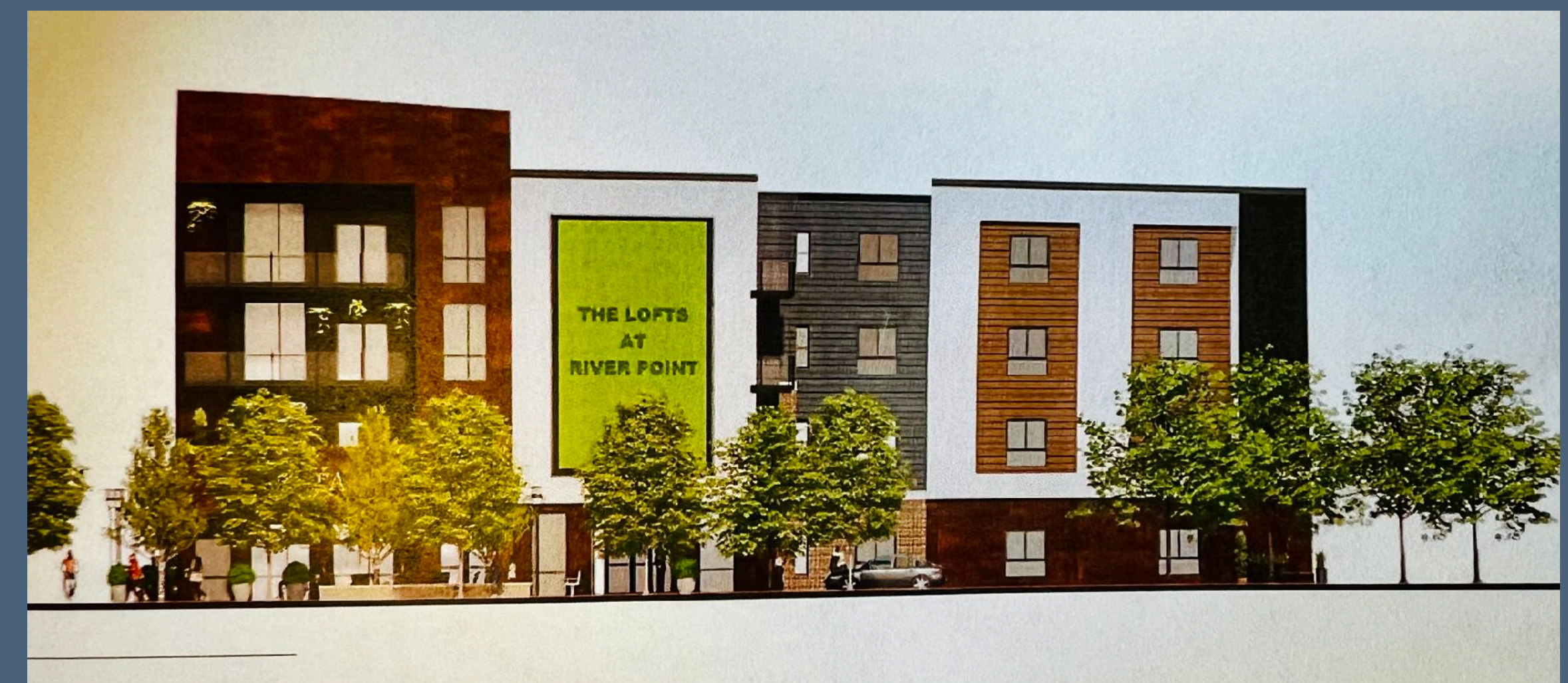
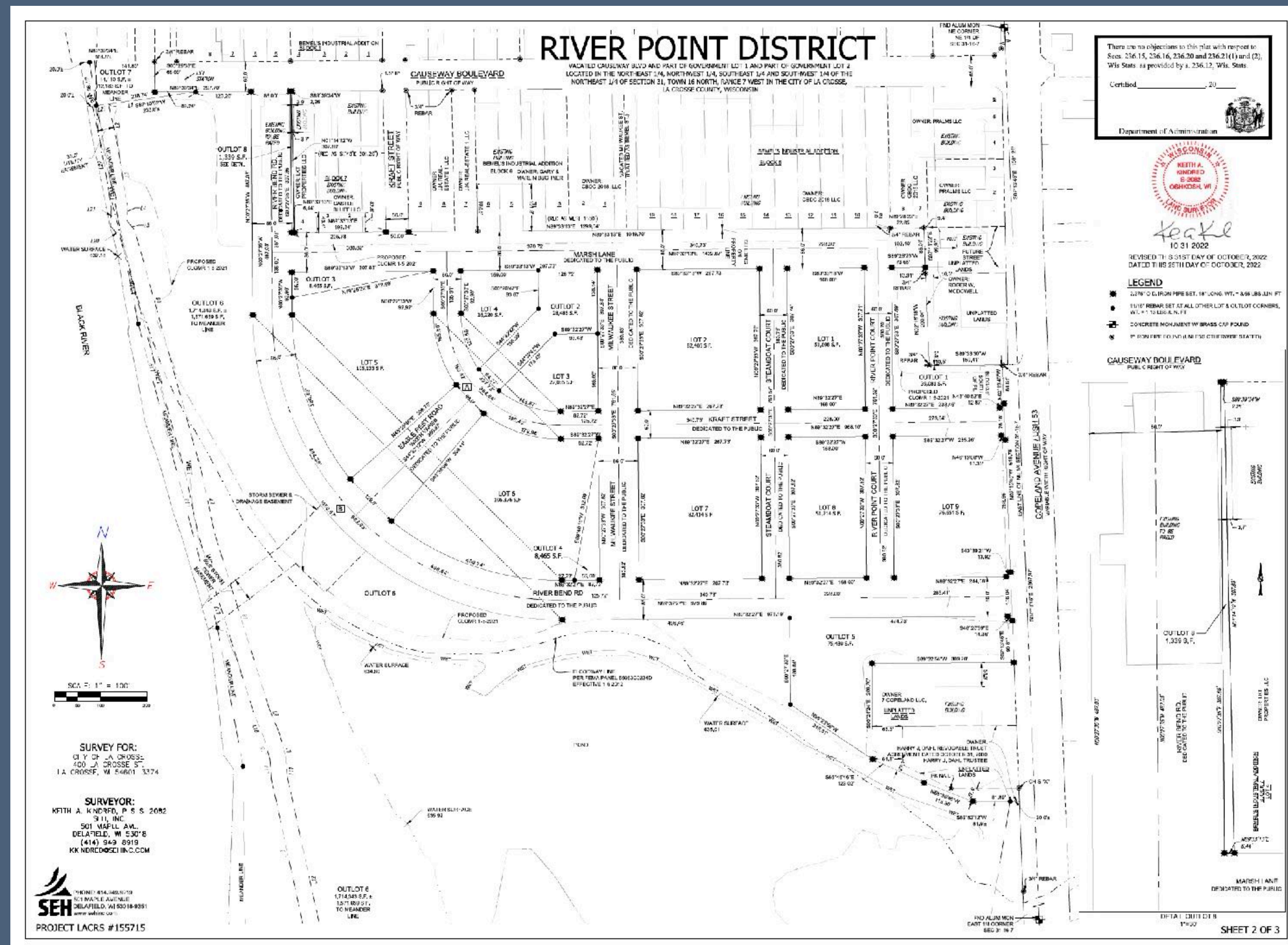
- 5-Story Mixed-Use Building
- Commercial Space: 8,426 sq. ft.
- Common Area: 8,574 sq. ft.
- Grand Lobby, Multiple Community Room, Fitness, Commercial Tenant Areas
- Conditioned Parking Area: 50,600 sq. ft.
- Residential Area: 118,482 sq. ft. totaling 159 Residential Units
- 1 Bedroom, 2 Bedroom, 3 Bedroom Units
- Tenant Demographics – Multi-generational housing
- Young Professionals
- Empty Nesters
- Corporate Housing



# RYKEY

## The Lofts

- 55 Residential Units on four floors
- 2,400 SF Commercial
- Lot 8 Proposal



# RED EARTH LLC

## PHASE 2

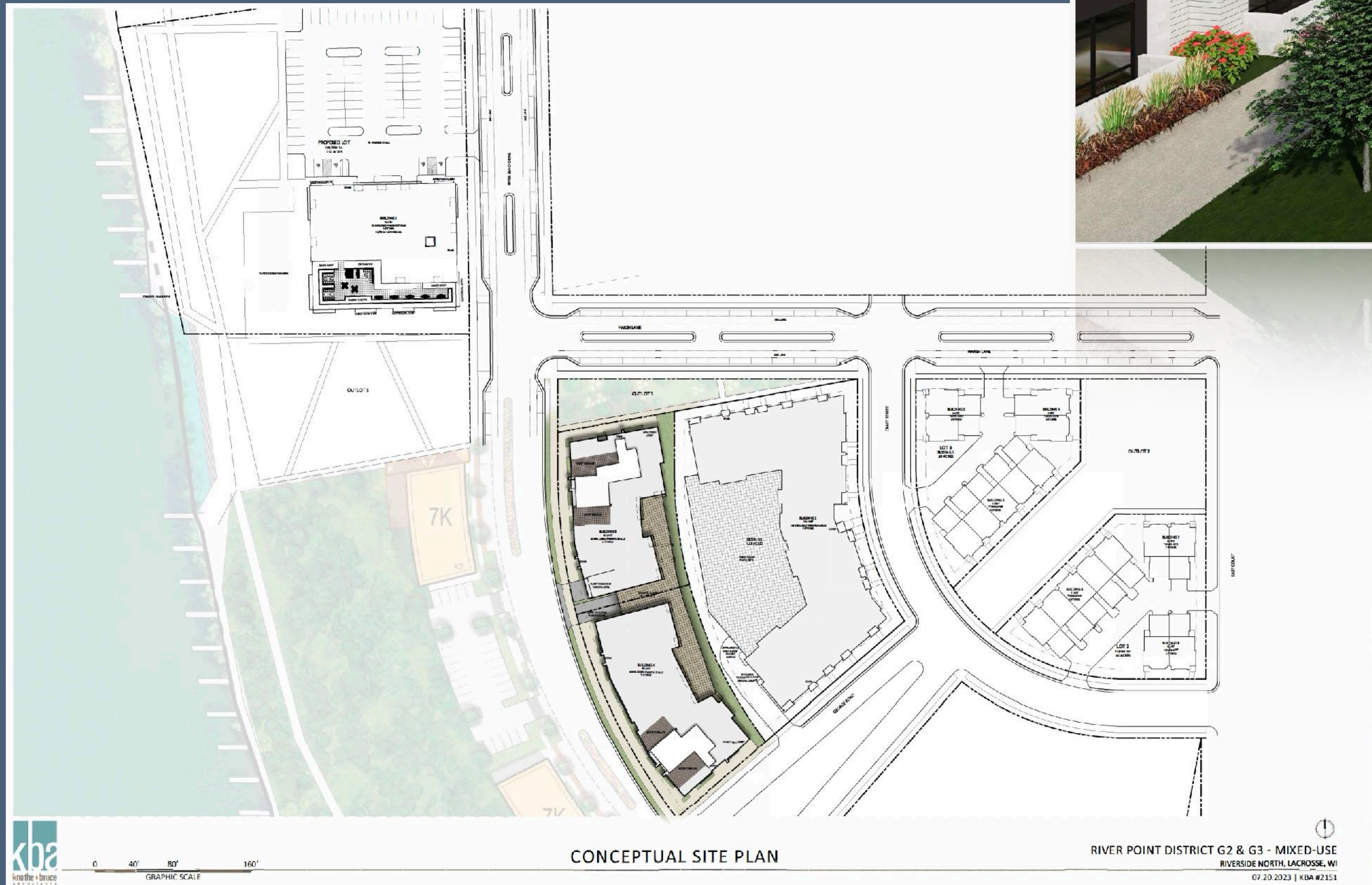
- 2 Mixed use buildings
- Approximately 20,000SF footprint per building per PDD.
- Commercial shops and amenities on main level
- 4-5 levels multifamily above
- 120 UNITS +



# RED EARTH LLC

## PHASE 3

### 18 TOWNHOUSE CONDOMINIUMS



CONCEPTUAL SITE PLAN

RIVER POINT DISTRICT G2 & G3 - MIXED-USE  
RIVERSIDE NORTH, LACROSSE, WI  
07.20.2023 | KBA #2151

2025-2026 CONSTRUCTION



# ROUSH

LOT 7 RPD

124 UNITS  
MIXED 1, 2 AND STUDIO  
BEDROOM  
CONFIGURATIONS



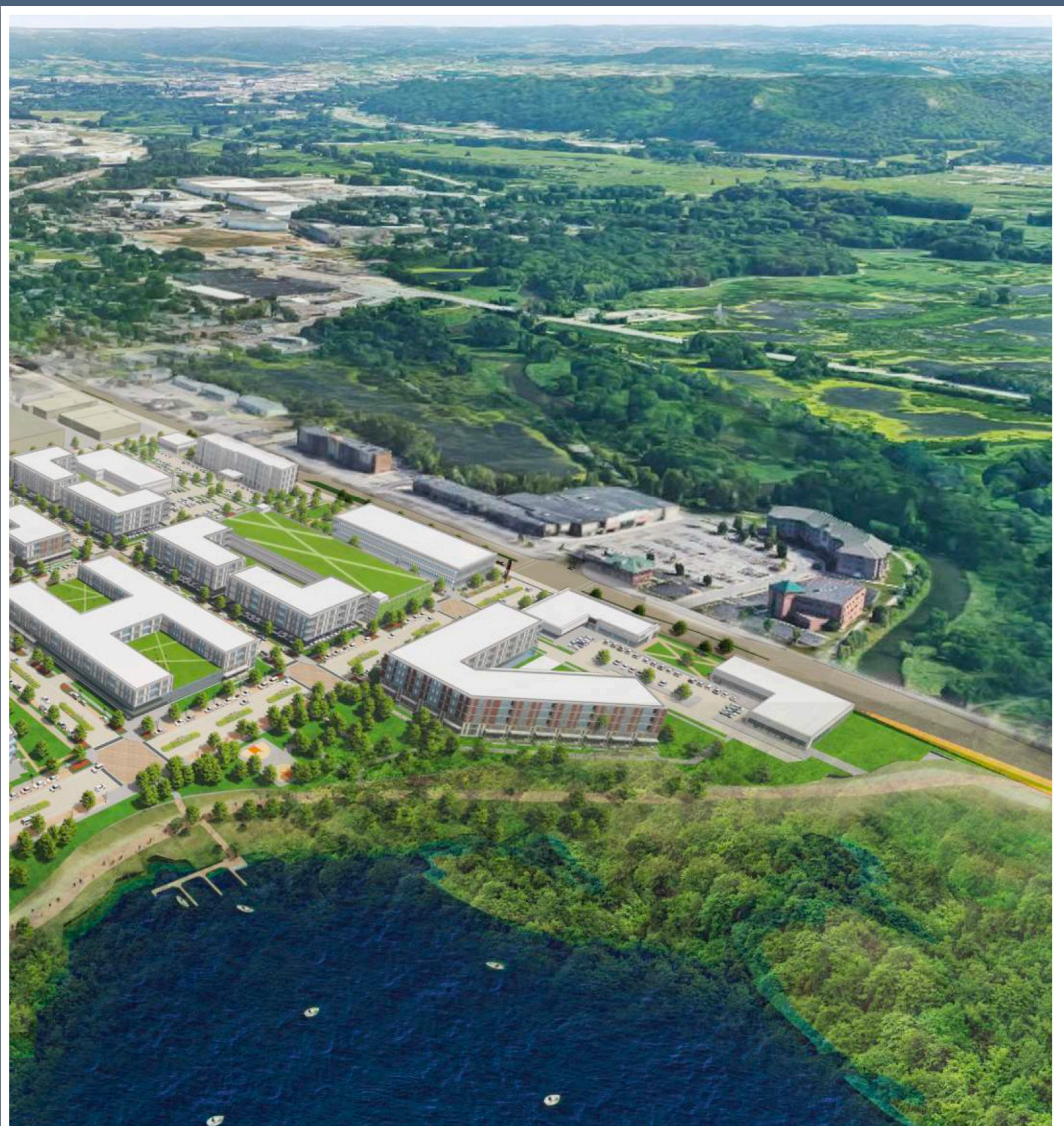
6.6 Aerial image

Aerial facing South West capturing the River Point District's juxtaposition to the surrounding City of La Crosse.

# 360 REAL ESTATE

LOT 5 FIRST ADDITION RPD

3 ACRE MIXED USE  
PROJECT, RESIDENTIAL  
AND COMMERCIAL



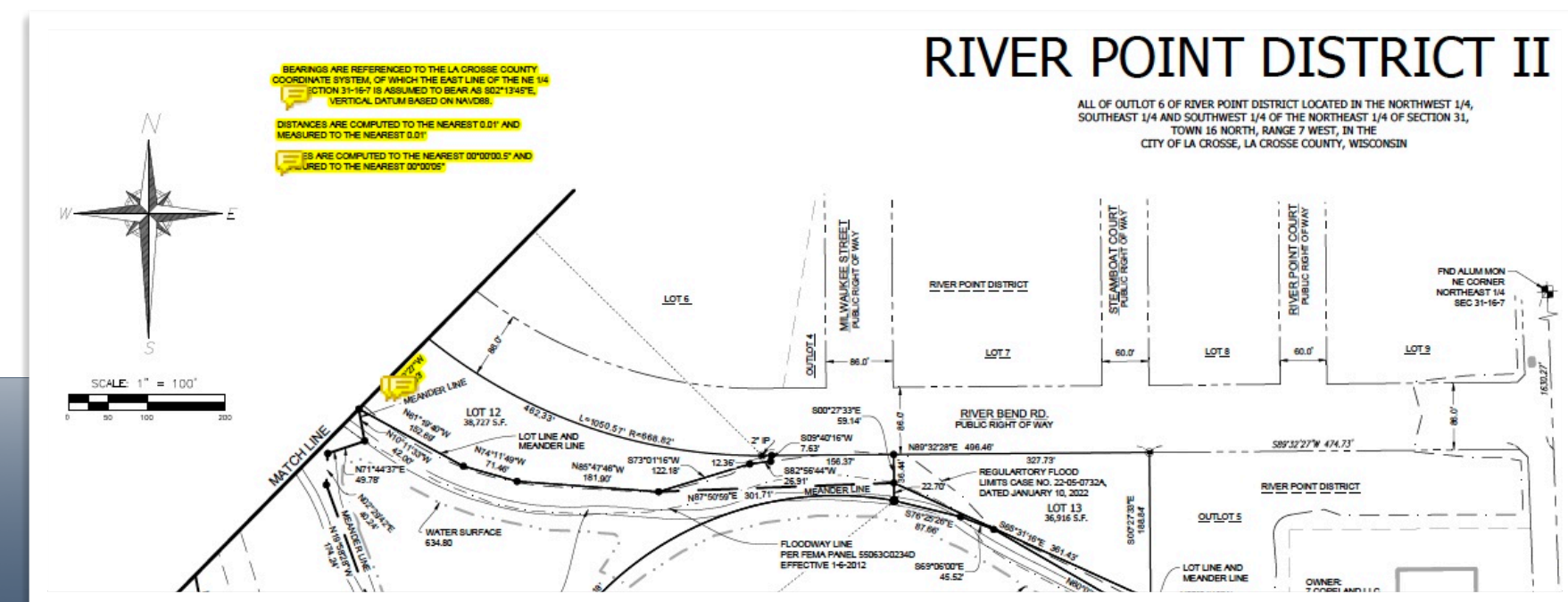
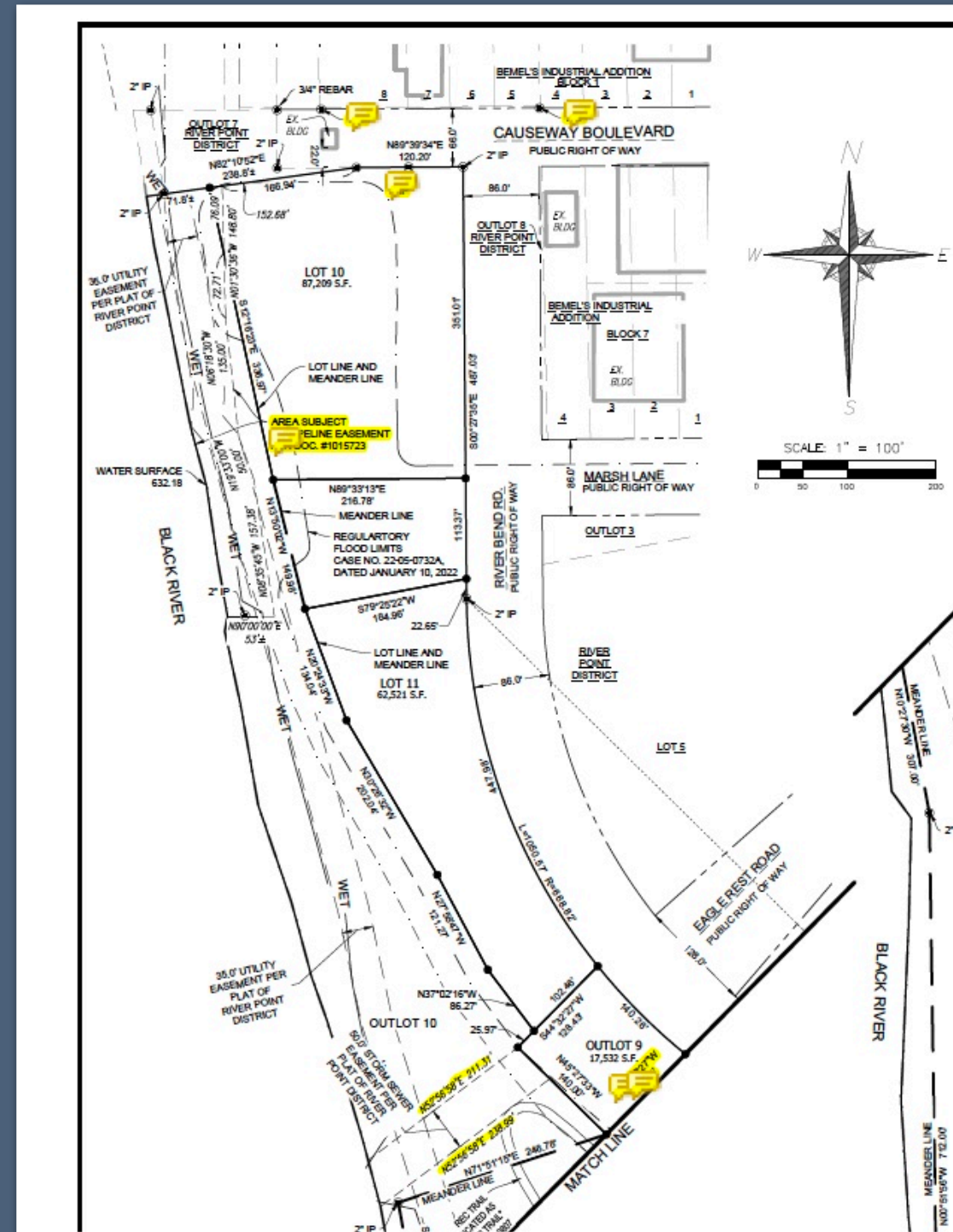
6.5 Aerial image

# ROUSH

## PARCELS 11 AND 12

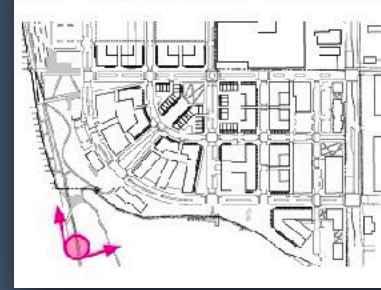
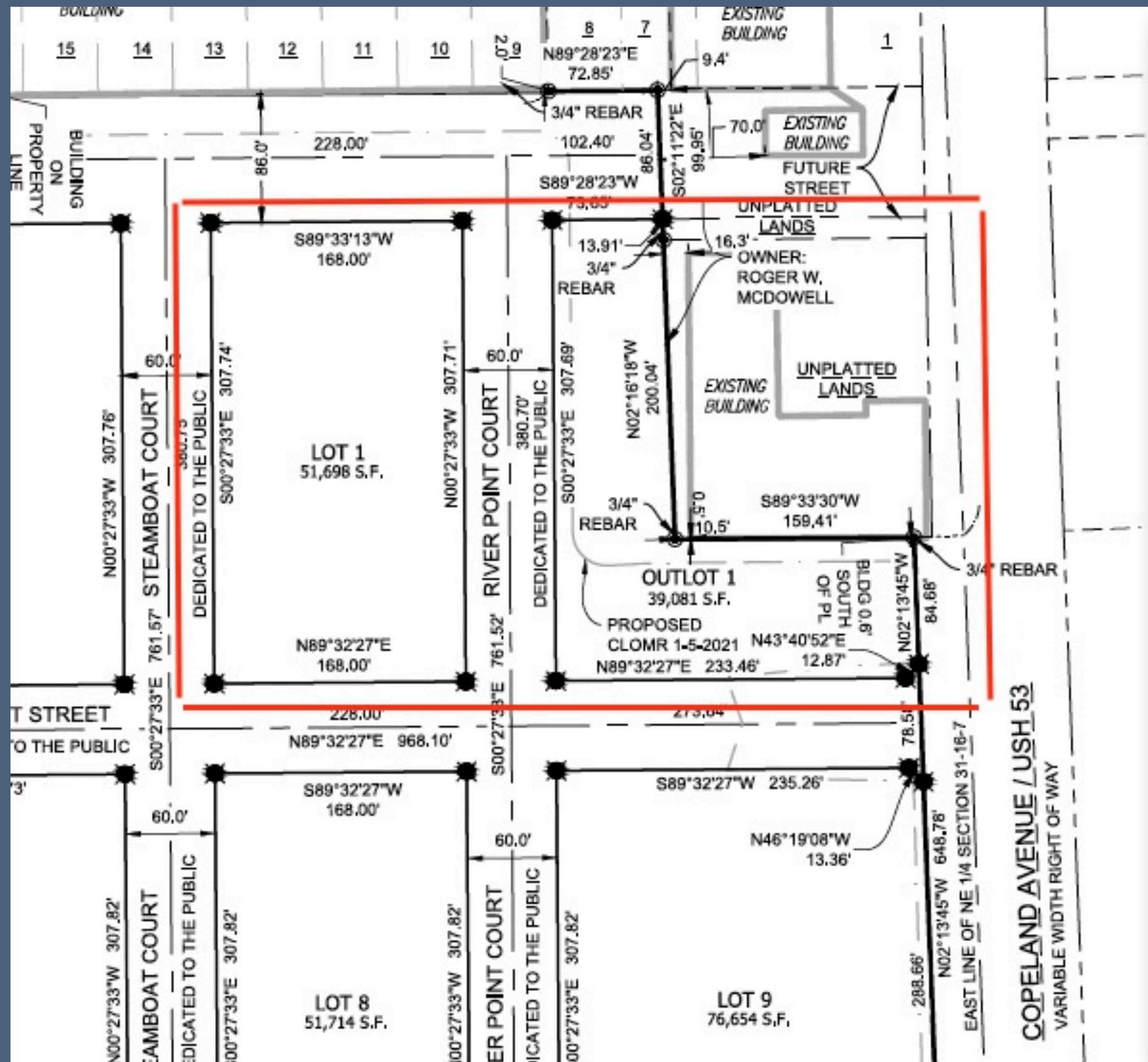
11=68,231 SF/1.5A

12=38,727 SF/.89A



# OUTLOT 1

## POTENTIAL PUBLIC PRIVATE ASSEMBLY



6.5 Aerial image

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

# INVESTMENT NUMBERS

## **Initial Plat:**

Lot 1 and Lot 8, Merge Development, \$20M

Lot 2, Pending Option (\$24M potential)

Lot 3 and Lot 4, Red Earth LLC, \$15M

Lot 5, Red Earth LLC, \$30M

Lot 6, F Street, \$69M

Lot 7, MSP, \$30M

Lot 9, Ry Key Development, \$30M

## **Outlot 6 Divisions:**

Lot 1-War Eagle LLC, \$25M

Lot 2-Outlot 6, undetermined

Lot 3-Outlot 6, undetermined

Lot 4-Outlot 5, 360 Real Estate, (\$40M potential)

**Total Projected Investment for 79.7% of Developable Acreage: \$280M+**

**\*Total Investment By Parcel is the projected approximate construction cost by early pro forma numbers or estimates, and is continuously evolving and not indicative of assessed valuation.**

# CURRENT OPTIONS

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

**360: April 27-April 27, 2024 (12 months) Extended 3 Months**

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

**MSP, Closed and Under Construction**

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

**Roush, Lot 2 January to July, 2024**

**Roush, Lots 11 and 12, April to October, 2024**

# CHALLENGES AND OPPORTUNITIES

## CHALLENGES:

- INTEREST RATES/EXTERNAL ECONOMIC FORCES
- PUBLIC-PRIVATE PARTNERSHIP DETAILS
- UNCLASSIFIED EXCAVATION
- TIMING OF PROJECTS
- INFRASTRUCTURE COORDINATION

## OPPORTUNITIES

- SOCIAL-CULTURAL-ENVIRONMENTAL AND ECONOMIC IMPACT
- IMPACT ON LA CROSSE'S POPULATION
- POTENTIAL FOR INNOVATION, RENTER EQUITY
- DESTINATION AMENITIES AND PARKWAY EXPANSION
- LA CROSSE'S ARCHITECTURAL AESTHETIC
- RESIDUAL INVESTMENT
- HOUSING IMPACTS ACROSS MARKET

# Progress, May 6, 2024

## Quadruple Bottom Line Impact

- Economics
  - Tax Base
  - Workforce Housing
  - Affordable Housing
  - Residual Investment
  - Regional Character

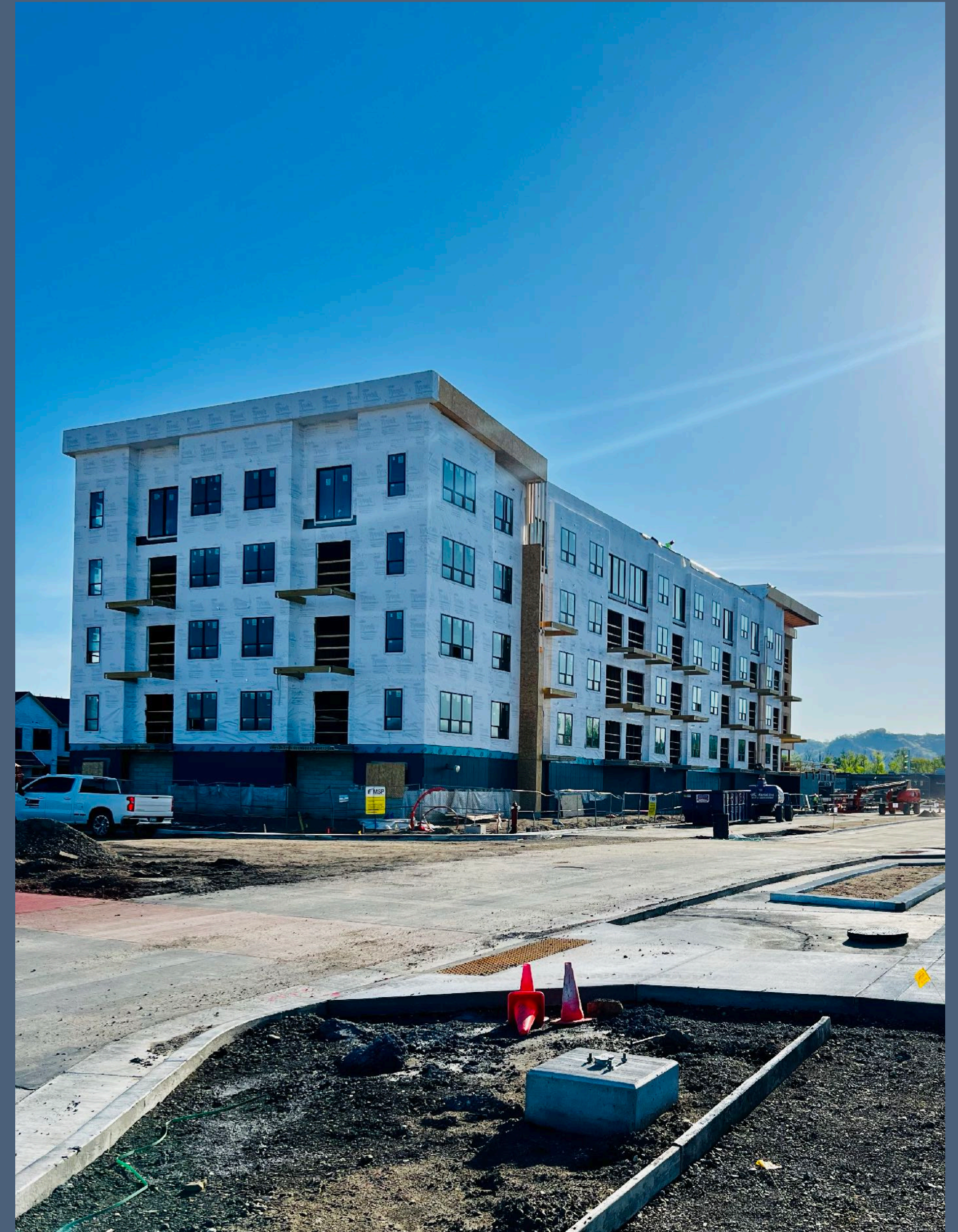




# Progress, May 6, 2024

## Quadruple Bottom Line Impact

- Environmental
  - Pollution Abatement
  - Housing Close to Services
  - Leveraging Existing Infrastructure
  - Parkway Nature Based Recreation and Biodiversity
  - Water and Air Quality, Energy Conservation



# Progress, May 6, 2024

## Quadruple Bottom Line Impact

- Social
  - Public Health
  - Walkable Design
  - Access to Recreation
  - Crime Prevention
  - Welcoming Diversity



# Progress, May 6, 2024

## Quadruple Bottom Line Impact

- Cultural
  - Music, Food Art
  - Programmable Spaces



# Progress, May 6, 2024

## Quadruple Bottom Line Impact

