Riverpoint Lots 1 & 2

Development Proposal | Townhomes

Prepared by

Unwind Property Management LLC

UNWIND
PROPERTY MANAGEMENT

Conceptual Image

Development Team

- The members of Unwind Property Management LLC — Jason Kuderer, Jacob Mooney, Hayden Schmidt, and Cody Croteau — collectively and individually own and manage over 500 residential and storage units throughout the Coulee Region.
- The group has completed multiple new construction projects including a 37-unit townhome development in Sparta, townhome development in Cashton, as well as other various apartment and single-family home developments ranging from Stoddard to Eau Claire. Ownership is hands-on, ensuring long-term quality property management and maintenance.

Members

- Jason Kuderer-Cashton
- Jacob Mooney-Onalaska
- Hayden Schmidt-La Crosse
- Cody Croteau-La Crosse

Approach

Local ownership • Hands-on management • Quality maintenance • Long-term operation

Project Driver

Unwind Property Management LLC is submitting a concept for a high-quality residential townhome community on Lots 1 and 2 in the River Point Development District.

The proposed development is intended to deliver well-maintained, professionally managed housing that aligns with the city's long-term goals for quality growth, neighborhood stability, and an increased tax base while providing a quality housing option of city residents. Townhome Development has been lacking severely in La Crosse County.

Community Benefit

- Adds quality housing stock
- Expands local tax base
- Supports local contractors & trades
- Appeal to large demographic
- Long-term professional management
- Provides "Missing Middle" housing.

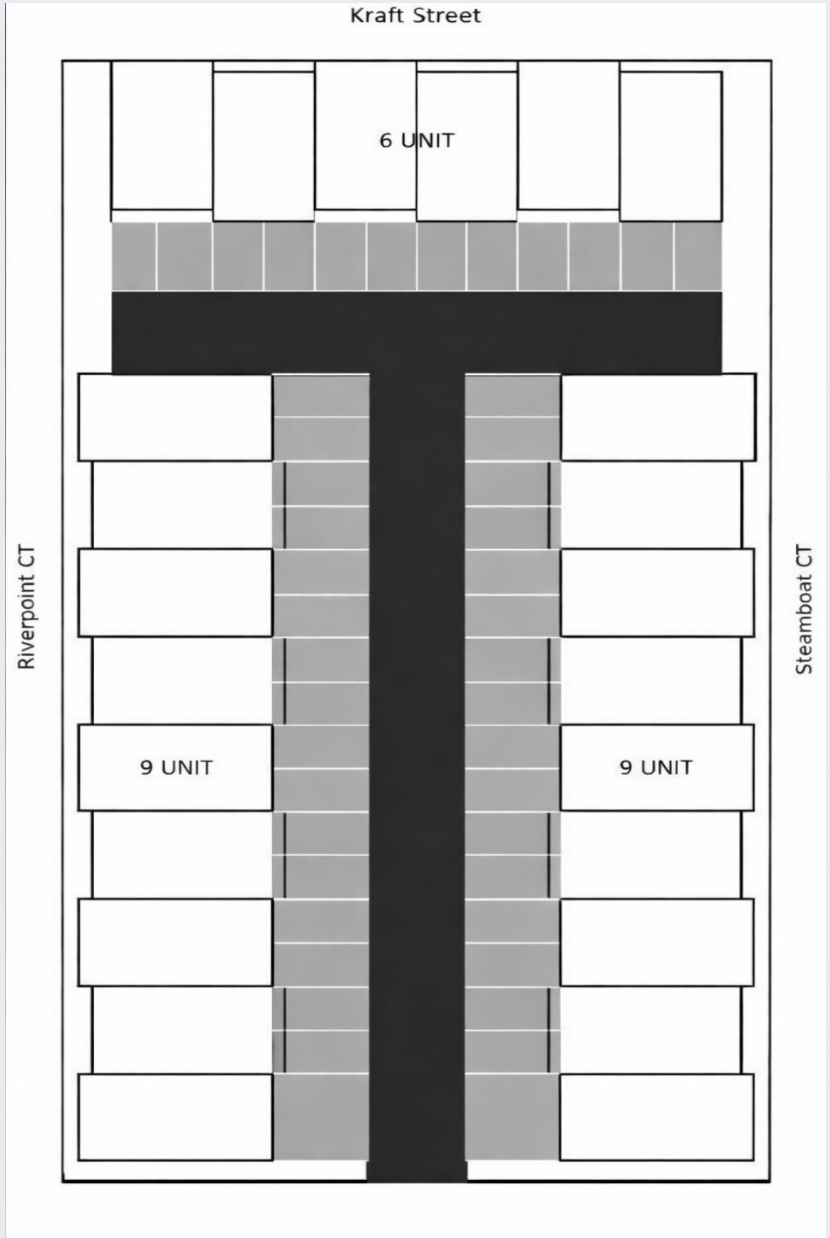
Lot one Layout

- 24-Two-story townhome-style residences with private entrances
- One/two-car attached rear load garages
- 6 unit facing Kraft Street with 9 units along Riverpoint & Steamboat CT
- We are willing to incorporate decorative landscaping walls at the ends of the T-drive to screen and soften views of the parking area behind the 6unit

Proposed Investment (Lot 1 & 2)

$12,000,000 - $15,000,000 (estimated all-in project cost) land, site development, vertical construction, professional fees, geopiers, and contingencies.

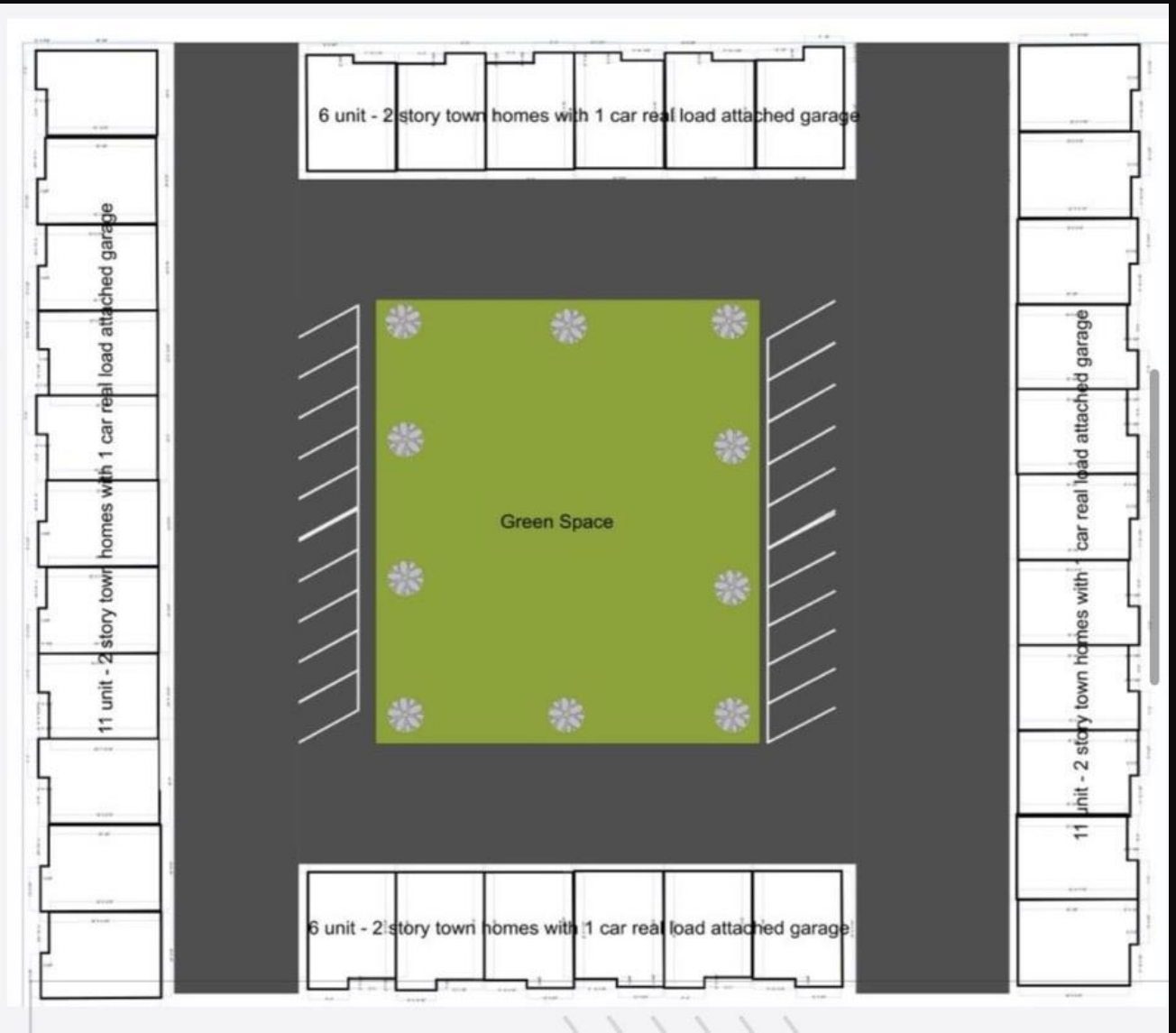
LOT 1 CONCEPT LAYOUT

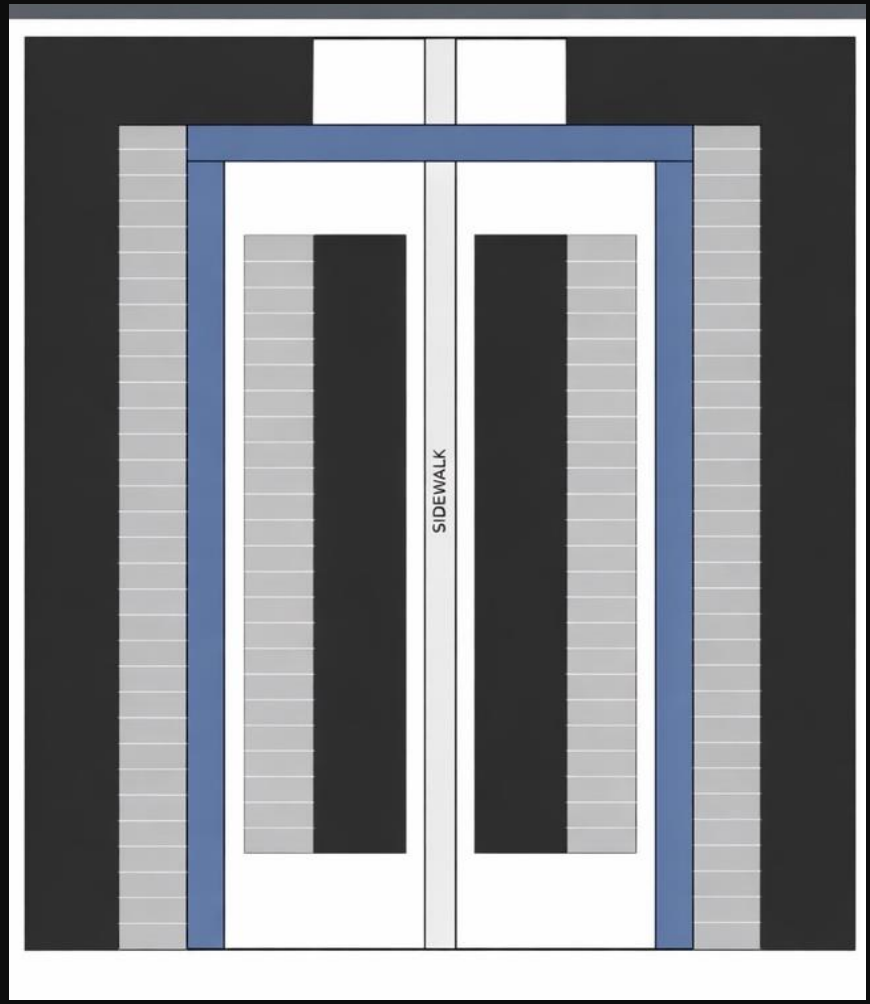


Lot 2 Conceptual Site Plans

- 11 unit buildings on sides with with 6 unit buildings on ends.
- Possible two four units in middle as well but need room for snow/trash too.

12 unit buildings on outsides, 8 unit buildings on the inside front facing the sidewalk splitting lot.





Would fill two corners with smaller apartments or commercial units.

Blue line represents road. All townhomes would have rear garages off that

End is left open for trash building and snow.

Townhome Concept

- Two story layout with attached 1 car rear load garages
- Private entries with a modern townhome feel
- Functional layouts designed for everyday living
- Durable materials and detailing targeted for long-term ownership
- Varied material and architectural styling throughout front face of buildings
- Designed to appeal to all demographics

Concept image shown for illustrative purposes to communicate overall design intent.

Conceptual Image

Timeline and Incentive Request

- Design & engineering: 3-6 months
- Permitting: concurrent with design
- Construction start: within 60-90 days of approvals
- Construction duration: 12-24 months
- Completion: phased unit delivery
- TIF / Incentive Request
- Unwind Property Management LLC intends to pursue Tax Incremental Financing (TIF) to support project feasibility by offsetting extraordinary infrastructure and site-related costs. The team will work collaboratively with City staff and the RDA to structure a responsible request.
- Key Numbers
- Estimated Investment: $12M - $15M
- Target Start: 60-90 days after approvals
- Delivery: Phased unit completion

Projects

Thank You

We appreciate the consideration and welcome the opportunity to present this proposal to the RDA and welcome your feedback and insight.

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