For Immediate Release

Consolidated Construction Announces Hortonville Retail Center Project

(September 20, 2018) Appleton, Wis. – Main Street in Hortonville, Wisconsin will soon be home to a beautiful new retail center featuring a well-known national retailer and a national financial services company, along with five additional storefronts.

Consolidated Construction Co., Inc., a full service design/build firm headquartered in Appleton, Wisconsin, is building the new 14,656 square foot East Village at Steinert Plaza for Books Litwin (BL) Properties, LLC. The project will be built at 315 East Main Street (also known as Highway 15) in Hortonville on a 2.2 acre parcel adjacent to Gilbert’s Sentry Foods. The new structure will be one of the first things travelers see when they enter the village of Hortonville from the east.

“We see this as an opportunity to continue our involvement in the growing Hortonville community,” said Christopher Books of BL Properties. “My wife Annie and I are both graduates of Hortonville High School and our partner, Dr. Jason Litwin, graduated from New London High School. It is gratifying for us to help bring the new development to reality, and to help increase both retail options and employment opportunities for the Hortonville-area community.”

“After a long and involved process, we are thrilled this project is moving forward,” said former Hortonville Village Administrator Diane Wessel. “The Village Board had originally received a proposal calling for an assisted living facility to be built on this site. By working cooperatively with Care Partners and BL Properties, staff were able to find a more suitable residential setting with plenty of green space for the assisted living facility and at the same time bring the retail center to fruition. Both developments will provide much-needed services and retail opportunities for Hortonville residents while still allowing for additional commercial growth in the future.”

The anchor tenant will occupy approximately 7,275 square feet of space. In addition, East Village at Steinert Plaza will also be home to six additional retail storefronts, each averaging approximately 1,230 square feet. The end unit has a drive-up service window suitable for a café or restaurant. The parking lot can accommodate more than 80 vehicles. Blowfish Architects of Ripon is the architect of record while Mach IV Engineering & Surveying is performing the civil engineering services. Wolf River Bank of Hortonville is providing the financing. The grand opening is slated for early 2019.

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About Consolidated Construction
Consolidated Construction Co., Inc. consolidates financing assistance, architecture, construction and service into a single source to provide streamlined building services to commercial, hospitality, industrial and food industry clients.
throughout the country. Company headquarters are located in Appleton, Wisconsin, with additional offices in Rapid City, South Dakota and Bismarck, North Dakota. The company’s delivery model has resulted in national awards for design/build ingenuity and cost reduction. Project information and company history can be viewed at www.1call2build.com.

Image attached for media use: A rendering of the new East Village at Steinert Plaza, being built by Consolidated Construction Company of Appleton for Books Litwin Properties, LLC.

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