Consolidated Construction to Build Rincón 225 Apartment Project in Hartford, Wisconsin

Striking apartment community to become a showpiece in the heart of downtown Hartford

(Feb. 12, 2019) APPLETON, Wis. – Main Street in Hartford, Wisconsin, will soon be home to a beautiful new apartment community, as the city continues its rapid growth and downtown revitalization.

Rincón 225 will encompass five stories, 60,480 square feet of space, and feature more than 80 apartments, including studio, one-, two- and three-bedroom units. Consolidated Construction Co. Inc., a full-service design/build firm headquartered in Appleton, Wisconsin, has been hired as the builder. The ownership group is Hartford Badger Development, LLC, and they have hired Greywolf Partners, Inc., a full-service real estate company headquartered in Milwaukee, as the developer and property manager for the project.

Rincón (which means “the corner” in Spanish) 225 will be built at the intersection of Main and State streets and will instantly become one of the most unique and recognizable structures in the city. Residents will have the convenience and safety of secured underground parking along with amenities normally found only in upscale urban communities, like a bike repair station, dog washing station, community deck and outdoor living spaces. The project will help Hartford leverage their “live, work, play,” approach to community development.

“This is another component to help Hartford improve the quality of life on all levels for their citizens,” noted Consolidated Construction Strategic Account Manager Tim Rinn. “They have three successful industrial parks and high demand for workers. Community leaders had the foresight to realize that in order to attract the next generation of young professionals to the area, they needed to ensure there are ample reasons to ‘live and play’ in Hartford, as well as work there.”

“We see Rincón 225 as another catalyst for further economic development in the area,” said Tom Hostad, executive director of the Hartford Area Development Corporation. “When you add another 120 people living downtown, it adds to the vibrancy of the community while creating need for other products and services as well. This is going to be great for Hartford and our citizens.”

Industry and businesses in Hartford are also heavily invested in the “live, work, play,” concept. A community development fund provided a grant for the Rincón 225 project. Community leaders also authorized the first-ever tax incremental finance (TIF) district in the downtown area to assist with redevelopment, infrastructure and other improvement projects. These efforts complement a litany of other initiatives in and around Hartford in recent years, including the Schauer Arts Center, Wisconsin Auto Museum, Veterans Memorial Aquatic Recreation Center, Jack Russell Memorial Public Library, and Erin Hills Golf Course, which hosted the U.S. Open championship in 2017.

“Market research and area business owners are telling community leaders there is a clear need for new, upscale, smaller-unit housing. We believe this development in this special downtown location is the right fit. The residents of Rincón 225 will be able to live in the heart of the community and walk or bike to downtown businesses and other area amenities,” said Marilyn
Herzberg, president at Greywolf Partners, Inc. “Today’s apartment residents are looking for a community feel in their new home, and Rincón 225 will deliver that in a big way. We believe this development will help drive other new downtown developments. We are excited to be a part of this community’s vision for the future.”

The building will be managed by Greywolf Partners. Abacus Architects is the architect of record.