



News

TimeOut

LifeStyle

Local News

Market Place

## Groundbreaking set for new downtown apartment complex

Daily News Staff

Feb. 15, 2019



**This is the latest artist's rendering of the new Rincón 225 Apartment Complex to be built at 225 N. Main St., Hartford. Construction is expected to begin in the spring.**

*Submitted rendering*

HARTFORD — A formal groundbreaking ceremony to mark the start of site work for downtown Hartford's new 82-unit complex will be held starting at 11 a.m. Feb. 28.

Greywolf Partners, Inc., a full service commercial real estate company, is the developer behind the project. The company has also announced that the five-story apartment complex in the heart of downtown Hartford will be called Rincón 225.

Rincón (Spanish for "the corner") 225 will be at the corner of Main and State and will have 82 new apartments, including luxury studio, one-, two- and three-bedroom units. On-site amenities will include heated underground parking along with a bike repair station, dog washing station, community room, coffee bar and outdoor living spaces. This project will help Hartford leverage its "live, work, play" concept into the community development.

Greywolf Partners, Inc. selected Consolidated Construction as the general contractor and Abacus Architects as the design team.

"Market research and area business owners are telling community leaders that there is a clear need for new upscale smaller-unit housing. We believe this development in this special downtown location is the right fit," said Marilyn Herzberg, president at Greywolf Partners, Inc. "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."

Herzberg said today's apartment residents look for a community feel.

"We believe that this development will help drive other new downtown developments," Herzberg said. "We are excited to be a part of this community's vision for the future."


### Funding includes community development grant, TIF district

Consolidated Construction Strategic Account Manager Tim Rinn said this is another component to help Hartford improve the quality of life for its citizens.

"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," Rinn said. "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 district in the downtown area to assist with redevelopment, infrastructure, and other improvement projects." Rinn said those efforts complement other initiatives 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 2017 U.S. Open championship.

"We see Rincón 225 as another catalyst for further economic development in the area," said Tom Hostad, executive director of the Hartford Area Development Corp. "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."

The project is scheduled to be completed in late spring of 2020. For more information on Rincón 225 or to inquire about property availability, call 262-709-8500 or visit [www.Rincon225.com](http://www.Rincon225.com).

 <p>Interested in these jobs and more? Go to <a href="http://www.gmtoday.com">www.gmtoday.com</a> and click "Jobs" for more details.</p>	<p><b>DRILLER</b> Giles</p>	<p><b>DAY CLEANER</b> School District of New Berlin</p>	<p><b>P&amp;C COMMERCIAL LINES BUSINESS ANALYST</b> Horizon Systems</p>	<p><b>CASHIER</b> Ace Hardware Oconomowoc</p>	<p><b>CAREGIVERS</b> Shorehaven</p>
--	---------------------------------	---	---	---	---

# Demolition scheduled in preparation for 5-story apartment complex in Downtown Hartford | By Samantha Sali

Author: Judy Steffes |

**Feb**

**12**

**2019**

Posted in Business, Hartford, Washington County No comments

Feb. 12, 2019 – Hartford, WI – Demolition of the six buildings on the corner of Hartford’s Main and State Streets is scheduled to start February, 25, 2019.



“Remediation crews will be on hand starting next week to start the abatement process for buildings in the North bookend project on the corner of State and Main,” said Hartford City Administrator Steve Volkert.

The apartment complex, which is being developed by the Brookfield-based Brayton Management Co. Inc, will have the multi-family complex completed by Spring 2020.



The 82-unit complex will have 1-3 bedroom apartments, 117 parking spaces including underground parking, and several amenities including an elevator, conference room, coffee bar, fitness room, and game room.

While the gates remain open for parking now, they will be closed once the demolition begins. “Gates will continue to be closed throughout the demolition and construction season of 2019 and partially into 2020,” said Volkert. “The end result will be a completely remodeled public parking lot offering a similar number of public stalls as was there prior to the construction.”



Volkert said the North Bookend Project will be a great addition to the city.

“This corner has been on our radar as a catalytic project and part of the downtown redevelopment since 2015 when a plan was rolled out,” he said. “History has shown when you concentrate market-rate apartments in a walkable downtown, it greatly improves viability for the merchants and property owners in that downtown.”

**Greywolf Partners Welcomes You to**

# ***Rincón 225's Grand Opening***

**Thursday, October 8, 2020**

**3:30 pm to 4:30 pm**    **Arrival, Tours, and Refreshments**

**4:30 pm to 5:00 pm**    **Guest Speakers**

- **Joe Wagner - Welcome**  
(Greywolf Partners CEO)
- **Joshua Schoemann**  
(Washington County Executive)
- **Timothy Michalak**  
(Hartford Mayor)
- **Kurt Thiede**  
(Regional Administrator EPA  
Region 5)
- **Tom Hostad**  
(Executive Director-Hartford Area  
Development Corporation)

**5:00 pm to 5:15 pm**    **Champagne Toast and Ribbon  
Cutting**

**5:15 pm**    **Pictures**



# The Rincón Family Journey

*The Rincón family began on June 15, 1932 when Marco Aurillo Rincón married Carmenza Tavera Rincón in Chaparral, Tolima, Colombia. Over the span of 24 years, Marco and Carmenza had 12 beautiful children.*

*On December 26, 1959, Melida Rincón, the eldest of the 12 children, arrived in Washington, D.C. The dream of her father, Marco Rincón, had come true; his firstborn child had made it to the United States of America.*

*Marco Rincón loved everything about the United States. Melida knew this and was very proud to be able to experience what he so loved. Even though Melida was a graduate nurse from Colombia, she wanted to receive a nursing degree in the United States. She intended to return to Colombia upon receiving her degree; however, her plans changed when she met Robert (Bob) Wagner in the spring of 1962. Bob grew up in Sheboygan, Wisconsin and was finishing graduate school when he met Melida. A year later, Bob and Melida were married in Bogotá, Columbia.*

*In 1965, a return trip to Colombia would forever change the course of the Rincón family lives. Their precious mother, Carmenza Rincón, was diagnosed with cancer. Melida quickly realized her family needed to be in the United States. On October 1, 1968, Marco and Carmenza Rincón arrived in the United States. One month later, November 1, 1968, Carmenza passed away.*

*There was no turning back. Marco Rincón took up residence in Sheboygan and immediately applied for his minor children to come to the United States. On March 28, 1969, five of the twelve children arrived. One year later, two others had made it as well.*

*Melida and ten of her eleven siblings immigrated to the United States over fifty years ago. Fast forward 50 years, and the Rincón family has blossomed into 36 children, 65 grandchildren and four great-grandchildren. One of Melida's children is the CEO of the company that developed Rincón 225 and named this apartment in their honor. The extended Rincón family can be found throughout the United States, from San Francisco, California to Miami, Florida, and many states in between. They also grace the foreign countries of Germany and Taiwan.*

*Whatever the American dream is, the Rincón family has achieved it. This beautiful country, the United States of America, welcomed them. It was not easy, but each of them seized the opportunities they were given and pursued their dreams in so many wonderful ways.*

*Marco Aurillo Rincón, who loved the United States so dearly, passed away on April 7, 1981 in Sheboygan, Wisconsin.*





September 17, 2020

Jamie Ludovic  
Director of Community Development and Communications  
333 E. Washington Street  
West Bend, WI 53095

Dear Jamie:

I am pleased to inform you that Washington County and its partners have been selected to be the recipients of the 2020 award for Intergovernmental Cooperation for the Barton School Apartments.

The annual Salute to Local Government Awards program, where we will honor all of our 2020 awardees, will be held virtually on Wednesday, November 18 from 12:00 to 1:30 p.m.

Our media partner, TankThink, will be contacting you about filming a video vignette on your winning nomination. The video will be shown during the awards ceremony and will speak to the award and your project's accomplishments. As the Salute is virtual this year, TankThink will also schedule a time to record an acceptance speech from an individual representing your government. In the interest of time, we are limiting the winners' remarks to two minutes.

In light of this year's Salute being held virtually, we are not requiring a fee for individuals to register for the event. We encourage you to invite project stakeholders and colleagues to register for the virtual Salute here: [wispolicyforum.org/events/2020-salute-to-local-government/](https://wispolicyforum.org/events/2020-salute-to-local-government/)

Finally, we would appreciate it if you would not make a formal announcement about your award until the Forum publicly announces all of the winners sometime in the next few weeks. You will be receiving a draft of the press release in advance of its release.

If you have any questions, please give me a call. Congratulations on a well-deserved honor.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Henken".

Rob Henken  
President

cc: Deb Sielski, Deputy Administrator, Planning Division, Washington County



For immediate release:  
October 16, 2020

**For more information:**

Therese Schneider

414-435-1130

[tschneider@wispolicyforum.org](mailto:tschneider@wispolicyforum.org)

## Forum announces Salute to Local Government award winners

**MILWAUKEE AND MADISON** –The Wisconsin Policy Forum is proud to announce its **2020 Salute to Local Government** award winners, including two that recognize responses to the COVID-19 crisis.

“We are pleased to honor a very deserving group of governments and public sector leaders for their innovation, collaboration, and excellence, especially during what has been an historically challenging year,” Forum President Rob Henken said.

The 28<sup>th</sup> Annual Salute celebrates the benefits that public sector ingenuity and excellence bring to taxpayers and communities throughout Wisconsin. Award categories recognize local governments and school districts for innovative problem-solving, effective use of technology, partnership, and cooperation, as well as individuals in the public sector for excellence and lifetime achievement.

Newly added this year were two award categories that **highlight the unprecedented pandemic-related challenges** facing local governments and school districts across the state.

“Given the extraordinary demands the COVID-19 outbreak continues to place on local governments and school districts, as well as the increased hours worked and risks taken by public sector workers every day, we felt the least we could do is honor two examples of outstanding effort that reflect the many public servants who are rising to the occasion,” Henken said.

Previously the Salute has been an in-person event held during the summer. Due to COVID-19, this event was reimagined and will be held in a virtual format on **Wednesday, November 18** at 12 p.m. [Click here to learn more.](#)

Award recipients are:

### **Innovative Approach to Problem-Solving**

Public Safety Department

*Village of Palmyra*

What if you called 911 and nobody came? As in many communities, this was a very real concern for the citizens of Palmyra. The village’s solution was to create a Public Safety Department employing full-time public safety officers cross-trained in law enforcement, firefighting and EMS to supplement Fire Rescue paid on call responders. The department implemented strategies that enhanced

teamwork and improved employee retention, leading to greatly improved outcomes within budgetary limitations – and providing a framework that could be emulated by other rural communities.

### **Innovative Use of Data or Technology**

Park Place Performs  
*City of Janesville*

In January 2020, the City of Janesville relaunched its online performance dashboard, Park Place Performs! This tool was originally launched in January 2017 to enable public and city officials to track progress of the city's strategic goals. In the month following the site's relaunch, site page views totaled 2,277 – about a 1,200% increase from the same period in 2019. Park Place Performs increases accountability and transparency of the City of Janesville for the benefit of the community.

### **Intergovernmental Cooperation**

Barton School Apartments  
*Washington County*

In 2012, Washington County's Brownfield Site Redevelopment Program, with the objective of transforming formerly contaminated and unused industrial sites into new and vibrant economic developments, includes a collaboration of five municipalities with the U.S. Environmental Protection Agency and Economic Development Washington County. The Barton School Apartments project in West Bend is a recent beneficiary of this program. It consists of 22 historically-preserved apartments renovated from the former 1924 Barton Elementary School building, and 18 townhomes constructed on the former school playground.

### **Public-Private Cooperation**

Milwaukee Employment/Renovation Initiative (MERI)  
*City of Milwaukee Department of City Development*  
*Wisconsin Department of Financial Institutions (DFI)*

In the wake of the unrest in Milwaukee's Sherman Park neighborhood in August, 2016, elected officials and citizens alike called for swift action to address problems such as poor housing and lack of jobs. A partnership between state and city officials and six private developers created the MERI. This initiative invested \$7.9 million in over 100 tax-foreclosed properties, well above the original goal of \$1 million. Further, 33,000 hours of work were performed by city residents, many of whom later received permanent employment.

### **Norman N. Gill Award**

Dale Peters, City Manager  
*City of Eau Claire*

It's a testament to the collaborative, results-oriented leadership style of Eau Claire City Manager Dale Peters that area business and community leaders breathed a collective sigh of relief this past spring when he postponed his May retirement until the end of the COVID-19 crisis. A city employee since 1989, he's developed a well-earned reputation for effective and innovative management.

### **Jean B. Tyler Leader of the Future Award**

Abby Attoun, Director of Planning and Community Development  
*City of Middleton*

Abby Attoun leads the Department of Planning & Community Development for the City of Middleton. Thirteen years ago she started with the City as a planner, and over that time her passion, diverse interests, and collaborative approach to work and community engagement has resulted in her fingerprints being on many transformative projects, and all well before her 40th birthday. Today, she continues to lead a variety of key city initiatives involving planning, community and economic development, affordable housing, public art and sustainability.

### **Excellence Under Pressure**

TJ McCray, Director of Instructional and Library Media Services  
*Madison Metropolitan School District (MMSD)*

When schools shut down on short notice due to COVID-19, TJ McCray worked to transform Wisconsin's second largest school district – with over 27,000 students and 3,000 employees – into a virtual one. That challenge included purchasing and distributing 1,800 hotspots with six-month data plans so children without home internet had equal access to virtual learning opportunities. He also created professional development for teachers to help them adapt to this new way of teaching.

### **Effective Response to COVID-19**

Public Health & City Clerk's Office  
*City of Madison*

The City of Madison emerged as a model, a leader, and a success story during this difficult time, in close partnership with Dane County, State of Wisconsin, UW-Madison, the medical community, Wisconsin National Guard, and other stakeholders. The City developed extensive COVID-19 public health metrics, and held free and fair elections in the midst of this dangerous pandemic.

### **James R. Ryan Lifetime Achievement Award**

Dianne Robertson, former Administrator/Clerk/Treasurer  
*Village of Thiensville*

Perhaps the greatest accomplishment over Dianne's 45-year career was to make flooding a thing of the past in this historic community. Thiensville has erected a bridge named "Dianne's Bridge" in her honor and she has donated a bench in her late husband's memory to mark the area. In addition, Thiensville entered uncharted territory for most municipalities these days by becoming debt-free in 2007 and remained debt-free through her retirement.

**Honorable Mention** award recipients are:

### **Effective response to Covid-19**

*City of New Richmond*  
NR Strong

### **Intergovernmental Cooperation**

*Milwaukee County and its 19 municipalities*  
Milwaukee County Unified Emergency Operations Center

The 28<sup>TH</sup> Annual Salute to Local Government is sponsored by Baker Tilly, Bader Philanthropies, BMO Harris Bank, Ehlers, Herb Kohl Philanthropies, League of Wisconsin Municipalities, Northwestern Mutual, Potawatomi Hotel & Casino, Quarles & Brady LLP, Veolia, and We Energies.

*The Wisconsin Policy Forum is the state's leading source of nonpartisan, independent research on state and local public policy. As a nonprofit, our research is supported by members including hundreds of corporations, nonprofits, local governments, school districts, and individuals. Visit [wispolicyforum.org](http://wispolicyforum.org) to learn more.*

# Rincón 225 Grand Opening in the City of Hartford, Wisconsin



Greywolf Partners, Inc., a full service commercial real estate company with headquarters in Milwaukee, and executive offices in Cottage Grove, WI, held a private event for the grand opening of Rincón 225, a five-story apartment complex located on Main Street in Downtown Hartford on October 8th, 2020. Rincón 225 was built on a redeveloped site with assistance from Greywolf Partners, Inc., the City of Hartford, Washington County Site Redevelopment Program, and the Wisconsin Economic Development Corporation. The grand opening event provided tours of the building, along with guest speakers from Joe Wagner (Greywolf Partners CEO), Joshua Shoemann (Washington County Executive), Timothy Michalak (City of Hartford Mayor), Kurt Thiede (Regional Administrator EPA Region 5), and Tom Hostad (Executive Director- Hartford Area Development Corporation).



The former Northern Bookends Site's 1.09 acres was used for commercial, residential, and small scale manufacturing purposes for over 130 years. Due to these concerns, \$51,000 in Site Redevelopment Program funds were used to complete a Phase I and Phase II Environmental Site Assessment and Investigation prior to this redevelopment being built.

The apartment complex houses 82-units, with one, two, and three bedroom apartments along with underground parking. Within the underground parking area, there is a pet washing station and a car wash station along with a bike repair area. Greywolf's Partners property management team will have their main offices on the first floor along with a club room, a coffee bar, and a mail and package delivery room for residents.



This site redevelopment is expected to bring economic growth to the City of Hartford. With the convenience of being located in downtown, residents of the apartment building will be able to interact with small businesses on Main Street daily.





Joe VanDeLaarschot/Daily News Staff

This is what the lobby area looks like in the recently completed 82-unit apartment complex, Rincon 225, in downtown Hartford.

## New Hartford apartment complex to hold grand opening Thursday

### Rincon 225 82-unit building has about 35% occupancy

By Joe VanDeLaarschot  
jvan@conley.net.com  
262-306-5054

HARTFORD — The coronavirus pandemic has forced many changes and accommodations to business and everyday life, but developers of the new Rincon 225 82-unit apartment complex in the city's downtown plan to hold a grand opening celebration Thursday to mark the fact the building is now ready for public viewing.

"The contractor was only about three weeks behind schedule in completing the project," said Susan Isparides, vice president of Greywolf Residential, the developer behind the project. "We also had some delays in shipping the furniture and pictures we wanted in the building so that's why this event has been delayed a bit."

The project, completed by Greywolf Partners, Inc. in the area of State and Main streets, is one of the key points in the city's downtown redevelopment plan.

"We moved our first residents in on July 17," Isparides said. "We have about 35 percent occupancy, but the pandemic caused some delays and problems in marketing the project the way we intended to before the pandemic."

Isparides said new tenants now are moving on a regular basis and that will improve in the weeks ahead. The 82-unit, five-floor building has underground parking along with one-, two- and three-bedroom apartments. The development company has a main office on the first floor along with a club room (the Rincon room), a coffee bar, and a mail and package delivery room. In the underground parking area there is also a pet washing station and a car wash station along with a bike repair area.

Rincon means "the corner" in Spanish and is also the maiden name of the mother of Greywolf owner Joe Wagner.

"We had some delays due to transportation and the virus issues going on. But things that had been delayed were all cosmetic issues," Isparides said. "We have a



Joe VanDeLaarschot/Daily News Staff

A leasing banner flutters in the wind Friday at the main entrance to the Rincon 225 82-unit apartment complex in downtown Hartford.

model set up that is furnished so people can see what the rooms would look like."

Isparides said the first new tenants to move into the building were longtime Hartford residents Gerry and Sally Wagner.

Several pieces of artwork displayed in the elevator lobby on each floor were created by Slinger High School student Kaylee Goodman. They show landmarks throughout the city. The public can view the work during Thursday's grand opening, which will run from 3 p.m. to 5 p.m. Appetizers and refreshments will be served.

The building was constructed on several lots that were merged into one large lot for the complex. The lots were at 23-25 W. State St., 33-35, W. State St., 37 West State St. and 212 N. Johnson St. on the north end of the city's downtown.

After construction began on the Rincon project began last year City Administrator Steve Volkert expressed excitement about the downtown's future.

"We feel that there's a real momentum downtown and once the apartments are filled with over 100 new residents, we feel the sky's the limit as to how active it will become," Volkert said.



**FOR IMMEDIATE RELEASE:**

Contact: Megan LaPlant

p: 877.543.4739

e: [megan.laplant@greywp.com](mailto:megan.laplant@greywp.com)

## **Greywolf Partners Announces Grand Opening of Rincon 225 in Hartford, WI**

**Hartford, Wisconsin (October 9th, 2020)** – Greywolf Partners, Inc., a full service commercial real estate company with headquarters in Milwaukee, WI and executive offices in Cottage Grove, WI, is pleased to announce the grand opening of Rincón 225, a five-story apartment complex located at 225 N Main St, Hartford, Wisconsin.

“We are extremely excited to open Rincón 225 a truly collaborative public/private partnership that turned out beautifully and will be a great addition to the Hartford downtown community,” said Joe Wagner, CEO of Greywolf Partners, Inc.

A private grand opening ceremony for Rincón 225 was held on October 8<sup>th</sup>. The 82-unit, five-floor building has underground parking along with one-, two -and three-bedroom apartments. Greywolf’s Partners property management team will also have a main office on the first floor along with a club room, a coffee bar, and a mail and package delivery room. In the underground parking area, there is also a pet washing station and a car wash station along with a bike repair area.

At Greywolf Partners, Inc. we are fortunate to work with many great partners all of whom who have been key people for this project. “Yesterday, we celebrated the culmination of years of planning and effort by our team,” said Marilyn Herzberg, President of Greywolf Partners, Inc. “We’re very happy to recognize and are thankful for the efforts of Bill Bode, Abacus Architects, Consolidated Construction and our staff at Greywolf Partners. We are so proud to open Rincón 225, and bring hundreds of individuals to the streets of downtown Hartford on a daily basis. This was a vision brought to life by the City of Hartford, Tom Hostad, the Greywolf development team, and supported by our neighboring businesses in Hartford and the community at large.”

“This has been a fun project for us. Hartford is a great community and we are proud to be a part of their very successful downtown revitalization plan.” added Susan Ipsarides, Vice President of Greywolf Residential.

###



**About Greywolf Partners, Inc.**

Formed in 2009, Greywolf Partners is a full-service real estate company specializing in asset management, property and facility management, development and brokerage services to commercial real estate owners and investors. Greywolf Partners, Inc. also offers development and property management services for senior housing covering independent, assisted living and memory care. With offices in Milwaukee and Madison, Greywolf Partners oversees 1.5 million square feet of office, retail and industrial space as well as 1,267 residential and senior housing units. Greywolf Partners serves a variety of ownership groups, from small entrepreneurial owners to large institutional investors. For more information, visit [www.greywp.com](http://www.greywp.com) or call 1-877-543-4739. As of January 1, 2020, Greywolf's brokerage team in Milwaukee is now affiliated with NAI Global as NAI Greywolf, serving the counties of Milwaukee, Ozaukee, Washington, Jefferson, Dodge and Waukesha.