



PORTSCAPE APARTMENTS SHEBOYGAN, WISCONSIN

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SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
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HCI Properties Pursuing More Opportunities

The Sheboygan County Economic Development Corporation (SCEDC) specializes in finding an open door where others may only see a wall. In HCI's first new market rate housing development in the area, the SCEDC staff was able to find and open doors for HCI Properties when they proposed building luxury apartments in the City of Sheboygan.

"The staff at SCEDC really helped us identify a shortage in the marketplace, guided us on setting our price points, and worked with us to solidify our plan," said David Griffith, of HCI Properties. "And frankly," he added, "they nailed it."

Griffith and partner Joe Grascch own the real estate investment firm based in Franklin, Wisconsin, which specializes in multifamily and retail real estate development. They developed the Harbor View Luxury apartments near the Sheboygan Harbor, and have properties in Racine and Fond du Lac.

Their latest venture here, the Portscape Apartment Villas on South Pier near Lake Michigan, marks the SCEDC's first experience encouraging a specific land development, according to Dane Checolinski, Director.

"We identified the need for apartments in Sheboygan County two years ago and we've been working since then to market this opportunity. We were able to help guide HCI through the municipal development case, zoning, and how to access incentives," Checolinski

said. Griffith said the team's expertise was invaluable.

"We like the Sheboygan area, and we were able to leverage the SCEDC's insight on the economy and demographics. They really provided a valuable 'feet on the ground' perspective."

HCI began negotiating with the City of Sheboygan last January, and groundbreaking for the high-end luxury apartments took place within nine months. Phase 1, consisting of 52 units, opened in April and is 75 percent filled. Phase 2's 36 units are slated to open in spring 2018.

Griffith said he is looking forward to pursuing more projects in Sheboygan County.

"I was thoroughly impressed by the SCEDC, who really have a handle on the market, and overall, it was very much an open-arms reception here—a definite willingness to help and to do business. You want to go where your ideas are welcome and you don't find that everywhere."

To businesses considering Sheboygan County, Griffith offers this advice:

"Talk to the staff at SCEDC. They will find a way to open the doors. We would never do a project without working with them."



Pictured: Joe Grascch & David Griffith, HCI Properties

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