



**FOR IMMEDIATE RELEASE**  
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### **S²A Modular Finalizing Housing Plant in Sheboygan**

CITY OF SHEBOYGAN, WI — The City of Sheboygan agreed to sell 40 acres of land located at the South Pointe Enterprise Campus just off Highway 43 to S²A Modular, a California-based manufacturer of the world’s first self-sustaining, custom, luxury modular smart homes. It is expected that over 250 people will be employed in various construction-related trades once the project is complete.

With plants in California, Florida, and Texas, S²A Modular plans to open its fourth plant in the City of Sheboygan. The project's first phase will consist of creating the S²A MegaFactory which is more than 100,000 square-feet and capable of producing up to 1,000 homes annually. The second phase will begin after certain sales goals have been met and on product demand. The company anticipates a total investment of \$30 million. MegaFactory construction should begin late fall, with the interior work being completed throughout the winter. Home production from the plant may begin as early as the third quarter of 2022. The company and community are completing the due diligence phase of the project.

Brian Kuzdas, CEO and co-founder of S²A Modular said, “A crucial component of our growth strategy has been finding regions with an immediate need for high-quality, affordable housing, which is why we are thrilled to announce Sheboygan as the location of our next MegaFactory. Mayor Ryan Sorenson, City Administrator Todd Wolf, and the entire SCEDC have been fantastic to work with, and we are very excited to begin addressing the housing needs of Sheboygan and the entire region.”

Mayor Ryan Sorenson said, “We are excited to announce that S²A has chosen to grow and develop a new factory right here in Sheboygan. The jobs and passion that they bring will be a wonderful fit to our business park. Having S²A in Sheboygan will be a major component in addressing our housing needs throughout the Sheboygan area. With S²A’s mission, they will be providing innovative and sustainable solutions to address affordable housing all across Wisconsin. This is a major win for our community, and we could not be more excited to have them here.”

City Administrator Todd Wolf said, “With the recent release of the City of Sheboygan Affordable Housing Study and the City of Sheboygan’s needs to construct 1,000 single family housing units and other housing types, recruiting a modular housing company makes sense. The



city is excited to be working with S<sup>2</sup>A Modular as the first tenant in the SouthPointe Enterprise Campus and to help fulfill our future housing needs.”

Total property tax valuation is anticipated to be \$18,200,000. This investment will help pay off public improvements made in 2018 by the City of Sheboygan.

Having affordable housing options is vital to Sheboygan’s economy and residents, according to the 2021 community survey. The development of new single-family homes in the city remains low compared to historical averages.

Since its inception, S<sup>2</sup>A Modular has emerged as a leading innovator in smart home design, modular construction, Net Zero and Net Positive energy efficiency. By utilizing the latest modular construction methods, S<sup>2</sup>A Modular can produce large quantities of homes in each of their MegaFactories to meet the growing needs of the communities they serve. At its core, S<sup>2</sup>A Modular is a technology company leveraging modular construction because of its speed and efficiency.

The SCEDC will serve as a clearing house to coordinate with local vendors to ensure that opportunities to provide services are made available to as many local contractors as possible. The permitting process will be completed by the fall.

Modular housing helps meet the high demand of housing in a cost-effective, efficient, and timely manner. Modular housing is an affordable housing solution that will help the city, state, and surrounding regions.

For more information, please contact SCEDC Executive Director Brian Doudna at [Doudna@SheboyganCountyEDC.com](mailto:Doudna@SheboyganCountyEDC.com), S<sup>2</sup>A Modular’s corporate communications team at [S2AModular@GoDRIVEN360.com](mailto:S2AModular@GoDRIVEN360.com), or City of Sheboygan Director of Planning and Development Chad Pelishek at [Chad.Pelishek@SheboyganWI.gov](mailto:Chad.Pelishek@SheboyganWI.gov). Visit [s2amodular.com](http://s2amodular.com) to learn more about S2A Modular, their MegaFactory, and more.

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