

CASE STUDY



PROJECT DETAILS

Project Name:

DeWinter Eye Care Center

Location:

Muskego, WI

General Contractor:

Wally King Masonry

Product Manufacturer:

County Materials Corporation

Date:

2017

Key Products:

Heritage Collection
Designer Concrete Brick,
Splitface CMUs

Concrete Masonry Meets Historic Design Requirements at a Cost-Effective Price

Solutions: Concrete masonry achieves the aesthetics of brick while providing enhanced structural integrity and significant cost savings.

Situated in the City of Muskego's Downtown Redevelopment District, DeWinter Eye Care Center stands out as a professional building capable of leaving a memorable impression on passing traffic. The project's overall design goal of creating a sophisticated, yet approachable building at an affordable cost came together with the use of Heritage Collection Designer Concrete Brick and Splitface CMUs, both manufactured by County Materials. DeWinter Eye Care Center prides itself on offering quality at an approachable price; like the business itself, the project owners wanted to reflect that philosophy with their choice of building materials.

Because the eye care center is located within the Downtown Redevelopment District, project leaders had to adhere to a specific set of guidelines created by the Muskego City Council. Using the guidelines, project architect Keller chose Heritage Collection Designer Concrete Brick in Palomino with a smooth finish and salt and pepper splitface concrete masonry units (CMUs) to give the building a sophisticated look that both the district and the owners approve of. Heritage Brick was specified for its aesthetics that emulate other historic city buildings while providing a durable solution at a reasonable price.

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The architect chose splitface CMUs in a salt and pepper color blend for the building's base, giving the visual effect of an old stone foundation with enhanced durability, easier installation, and cost savings of concrete masonry that surpasses the capabilities and costs associated with natural stone. The light color is a stark contrast from the rest of the building, further accentuating the base. CMUs in the same color wrap around the top of the building in a thin course, modeling a decorative band of white granite. Additionally, brick pilasters were installed throughout the perimeter to represent loadbearing columns and give the impression of stability and strength.



With the use of several concrete masonry products manufactured by County Materials, the owners achieved their desired result. Warm colors and crisp lines highlight the building's thoughtful design elements and help create a memorable impression. The CMUs allowed for creative freedom with several design elements while meeting the redevelopment district's guidelines at a cost-effective price.



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