

CASE STUDY



PROJECT DETAILS

Project Name:

Wolf River
Community Bank

Location:

Greenville, WI

Architect:

Blue Design Group

General Contractor:

Keller Construction

Mason Contractor:

Ray Theobald Masonry
Construction Inc.

Product Manufacturer:

County Materials
Corporation

Date:

2015

Key Products:

County Stone® Masonry
Units in Sage

Community Bank chooses County Stone® Masonry Units for another branch office

Solutions: Manufactured concrete masonry emulates natural stone for modern aesthetics, safety and cost efficiencies

When the Wolf River Community Bank was seeking to build a branch location in Greenville, WI, the owners wanted an original and innovative look. The goal for this 7,307 sq. ft. branch office was to catch the attention of the daily traffic volume, which numbers more than 12,000 vehicles each day. The solution for the project architect, Blue Design Group in Hortonville, WI, was simple; construct a masonry building that emulates safety and security, while adding complimentary materials of metal and glass that give this traditional building a modern feel.

The bank's masonry facade engages those passing by. Random sized, rugged faced County Stone Masonry Units in Sage, manufactured by County Materials, were installed throughout the exterior and carried inside to focal points where customers frequent. Additionally products used include velour surfaced, modular, clay brick "beige" units from Yankee Hill. These similar colored units are complimented by the clear anodized silver aluminum storefront, wall copings and "Colonial Red", Reynobond MZ2000 composite wall panels.

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When considering aesthetics and overall material composition, the architect selected the inherent complimentary nature and affordability of concrete masonry units as an choice easy for the design. Additional focus was given to the use of the concrete masonry products due to its recycled content, and manufacturing location, which helped in attaining sustainability goals for the project.

Concrete masonry units were a perfect fit for the owner's design and budgetary goals for this project. It provided aesthetic features within the client's budget that would have otherwise been unattainable with a traditional stone masonry veneer. When all was said and done, the benefits of concrete masonry units far exceeded the client's expectations and provided an eye-catching result that the owner hopes to extend to other branch offices in the future.

Following construction, the Wolf River Community Bank was also recognized by the Wisconsin Masonry Alliance in their 2020 Excellence in Masonry Awards Competition in their Best of Concrete category.



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With a modern feel, the bank's masonry facade engages those passing by.

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