

CASE STUDY



PROJECT DETAILS

Project Name:

The Urbana

Location:

Madison, WI

General Contractor:

Rural Masonry

Architect:

JLA

Product Manufacturer:

County Materials Corporation

Date:

2020

Key Products:

Heritage Collection™ Designer Concrete Brick, Premier Ultra® Burnished Masonry Units

Madison West Side Multifamily Development Blends Form and Function

Solutions: Concrete Masonry Units Offer Design Flexibility for Luxury Housing

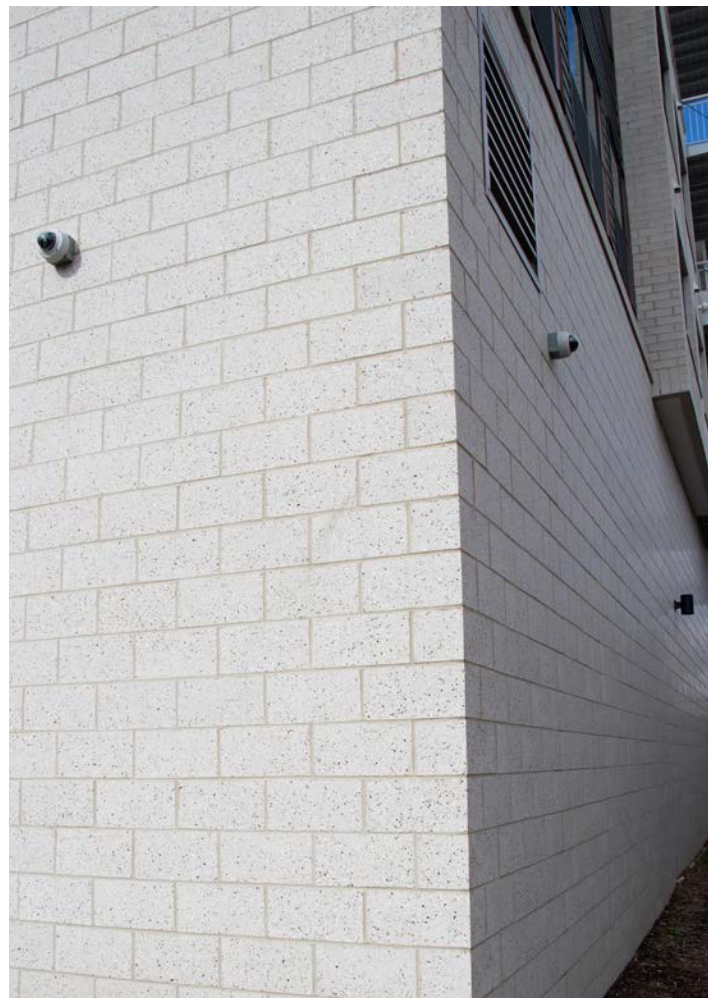
The Urbana provides luxury housing near a vibrant shopping district on Madison's west side. The building features mid-century modern design that earned an Excellence in Masonry Award for a blending of concrete bricks and burnished masonry that was compatible with an adjacent building and the neighborhood.

Offering unparalleled design flexibility, Heritage Collection Designer Concrete Brick and Premier Ultra Burnished Masonry Units manufactured by County Materials achieved the color, texture, and functional intent the architect wanted. With high fire resistance and natural sound dampening properties, concrete masonry units promote resident safety and comfort.

County Materials coordinated with the mason and the architect to manufacture and deliver masonry products efficiently to keep the project on schedule and on budget.

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