CASE STUDY

Colored Ready-Mix Concrete Revitalizes Historic Downtown Paying Homage to Local Mascot

Solutions: Readily available reinforced concrete pipe combats unexpected delays; colored ready-mix concrete enhances historic downtown and proves a long-term solution.

Located in Central Wisconsin, the City of Antigo is home to 8,000 residents and a charming historic downtown. Much like other communities, Antigo began shifting away from its downtown business district over the past two decades, leaving storefronts and infrastructure neglected and prone to wear. However, in recent years, a massive downtown revitalization movement has swept the nation, encouraging Antigo to refocus its sights on restoring its largest community asset.

In 2018, the City of Antigo devised a comprehensive plan to outline the scope and strategy of this revitalization project. The document initiated the reconstruction of Fifth Avenue and its surrounding sidewalks, which serve as an essential corridor to the downtown business district. City officials hoped to make the area safer for pedestrian and vehicle traffic, as well as encourage more on-foot discovery with clean, level streets and sidewalks. To complement the surrounding brick buildings and pay homage to the local high school’s Red Robin mascot, red colored concrete accents were incorporated into the project design. County Materials’ Ready-Mix Concrete was specified to meet project needs for its durability, design flexibility, and Department of Transportation approved specs.

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This expansive multi-phase project began with the demolition of the existing road and surrounding sidewalks. During this process, Trierweiler Construction uncovered deteriorating sanitary sewage infrastructure that needed to be replaced before moving forward. While the discovery set the project back, it prompted necessary repairs to ensure longevity. The City of Antigo relied on County Materials to expedite the manufacturing and delivery of over 3,100 lineal feet of reinforced concrete pipe ranging from 12 inches to 48 inches in diameter, as well as 11 precast sanitary manholes and 43 precast storm manholes. County Materials’ Reinforced Concrete Pipe and supporting precast products were specified for their local availability. In contrast to the existing infrastructure that was removed, reinforced concrete pipe’s inherent strength and durability allows it to support heavy loads and withstand inclement weather conditions typical of Wisconsin winters, reducing maintenance over a prolonged life cycle.

Once the deteriorated infrastructure was replaced, County Materials’ Ready-Mix trucks arrived on site to pour 500 yards of concrete for sidewalks, curbs, and gutters. An additional 300 yards of red colored concrete accents were poured to achieve the city’s vision of hometown pride. Ready-mix concrete can be used for a variety of applications and can be designed to achieve any aesthetic. Integral color options span from everyday neutrals to historic reds and modern grays.

Unlike alternative materials, ready-mix concrete provides a weather-resistant solution that resists fading and cracking over time. The City of Antigo relied on County Materials’ diverse and readily available product lines to provide a lasting solution when unexpected infrastructure damage threatened to delay the progress of this substantial revitalization project. County Materials’ ability to manufacture and deliver reinforced concrete pipe and supply ready-mix concrete on a tightened construction schedule played a vital role in the success of this project.