

RENAISSANCE SENIOR LIVING OF HILDALE

- MADISON, WISCONSIN, USA

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ARCHITECTURAL FINISHES INSPIRED BY ART & SCIENCE

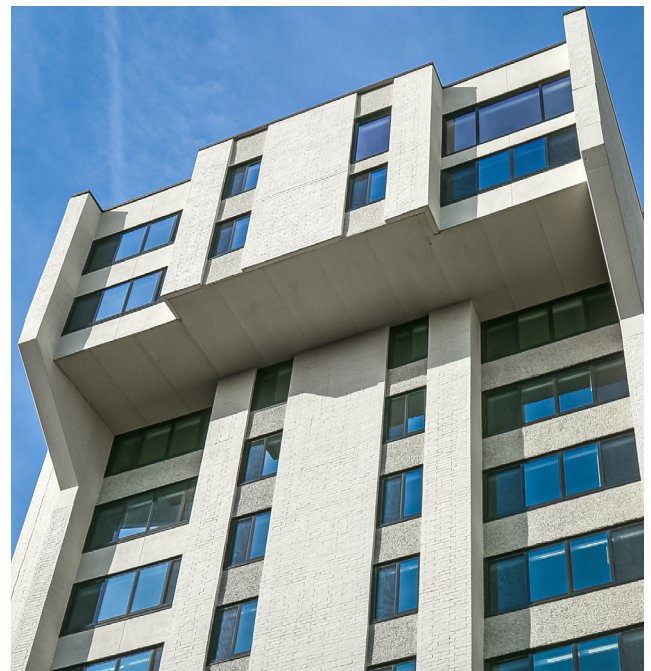


THE CHALLENGE

On the outskirts of the University of Wisconsin in Madison, the ten-story retirement home on Segoe Road has been a staple of the local community, and for senior adults specifically, since its construction in 1974. However, once the property changed hands in 2020, this legacy structure faced an uncertain future.

New owners collaborated with **Tri-North Builders** to reconceptualize the property into Renaissance Senior Living of Hilldale to revitalize the residences and serve the Madison area. The overhaul would require a host of contractors to upgrade and update the building to continue serving Madison seniors for another fifty years.

Thanks to the longevity of masonry construction, there was no need to reconstruct the building façade. However, the antiquated aesthetic of the pre-existing brick would minimize the efforts of the entire operation if left untreated. Simply put, Tri-North Builders needed someone who could make the outside of this retirement home as excellent as the quality of care found within it.



THE SOLUTION

To develop this new look, Tri-North Builders engaged Nawkaw to develop a new color scheme for the mid-rise structure and apply it to the brick and aggregate veneer sections of the building exterior.

In-house color experts designed a matte white shade of Nawkaw's NawTone-KO product. This potassium silicate color stain would mask the exterior color sufficiently without sealing off pores. In effect, this would ensure the building's exterior wouldn't chip, peel, or fade for a minimum of twenty-five years.

After color approval, Nawkaw stain technicians worked to coat the 40,000 square feet of exterior space, sometimes over a hundred feet from the ground, with specialized training to operate efficiently at scale and elevation. The final look encapsulates the entire renovative operation across all trades. It also ensures future generations can continue looking to this mid-rise structure on the edge of campus as a trusted assisted living space for their seniors.



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