

CASE STUDY

The Wildwood at Main

Sustainable Construction
of Affordable Housing for
Wisconsin Families



While it delivers incredible value to communities, construction of affordable housing presents a variety of challenges for architects and builders, from government funding to public feedback, cost concerns, and more.

The Wildwood at Main, an affordable housing project in Sun Prairie, WI, abuts the intersection of South Wildwood and West Main streets. Milwaukee's Korb + Associates, the architectural firm, designed the pair of three-story, podium-style buildings.

Wildwood will contain a total of 172 units and amenities such as a fitness center, playground, propane grills, and an outdoor fireplace. A total of 209 underground parking spaces for tenants are planned, as well as an additional 134 spaces in surface parking lots. With all of this on a footprint of just 5.3 acres, the right project team was necessary to make this vision a reality.

When McShane Construction Company, the general

contractor, began searching for an ideal insulation partner, Goley's reputation for exceptional customer service and its ability to deliver on time and within budget made it the obvious choice.

The Challenge

Being a government-backed project, even Wildwood's building materials were subject to scrutiny. And with Madison, Wisconsin's capitol just 13 miles to the southwest, all contributors to this build wanted to ensure they were showcasing their best work for Wildwood residents.

RCI, an Illinois-based insulation company and part of the Goley Insulation network, was tasked with finding an insulation solution that would fit the bill without negatively

impacting the overall project budget. RCI also had to make product selections that would adhere to the state's specific building codes.

"This job was unique for us because Wisconsin has its own energy code," said Jason Garcia, branch manager at RCI. "To ensure compliance, we used unfaced insulation with plastic over it for a vapor barrier and adhered it to the drywall. That's not something we typically see in Illinois, but it wasn't a problem for us to pivot for this project and fulfill the local building code requirements."

Sun Prairie has more volatile winter weather than most areas, with January high temperatures averaging in the mid-20s and nighttime lows around 10°F. Selecting a budget-conscious insulation product that could withstand the extremes of such a climate was essential.

Because the project was poised to achieve Wisconsin Green Built Home certification, all these considerations had to be addressed with sustainability in mind.

The Solution

RCI capitalized on Goley's partnership with Owens Corning® insulation for the task of ensuring Wildwood residents would be protected from summertime highs and winter lows of the northern state.



With excellent thermal and acoustic performance, Owens Corning® PINK Next Gen™ Fiberglas™ insulation was an ideal choice for a family-friendly development. The product is fire- and mold-resistant and is offered in numerous R-values to adhere to Wisconsin's specific codes that specify unique insulation requirements based on where it is installed on the structure.

The Goley product choice was also lauded for its energy efficiency, an essential note for Wildwood's sustainable building approach. Beyond being cost competitive, the insulation carries credentials that will translate into energy savings in the future for residents.

"Fiberglass was the right product to install on the walls and floors," said Garcia. "We took the time and care to split the insulation closely around wires and electrical boxes. This kind of grade-one installation is what sets RCI and Goley apart. Energy efficiency and affordability are always top of mind."

In total, RCI and Goley installed more than one million dollars worth of insulation for the project. While batts were used in Wildwood's floors and walls, crews used spray foam for rim joist areas. This long-lasting combination is poised to ensure the comfort of residents for generations to come.

Project Stats

**Owens Corning®
PINK Next Gen™
Fiberglas™**
Spray foam insulation

Fall **2022-**
Summer **2023**

Multi-family
residential

Home, On Time

Thanks to Goley and RCI, the project's installation was a seamless experience that avoided cost and schedule overruns for this section of the development. This collaborative goal-oriented effort ensured that the families moving into The Wildwood at Main will live in comfort no matter the season.

The Wildwood at Main is on track to be completed in August of 2023.



