



preferred parking

A parking area is much more than a way station for vehicles. It is an extension of your service or business, and can make a real difference in how you are perceived by customers and tenants.

If your business depends on a parking area, you need to depend on concrete. One of the best long-term building investments, a concrete parking area welcomes drivers with its smooth,

bright surface and attractive appearance. Shopping centers, grocery and convenience stores, business parks and commercial buildings choose concrete when they want quality and durability.

concrete answers

Clearly, concrete is the logical choice for a new parking area. But what can you do about the existing parking area that's fraught with crumbling material, potholes, and standing water? Concrete can fix these problems, too. Instead of tearing out the old asphalt and hauling it to the landfill, it can be used as the base for a concrete overlay. Known as whitetopping, the renewed concrete surface extends the life of your parking area and eliminates the need for constant maintenance.

concrete impressions

Concrete parking makes a great first impression, and that's just the tip of the iceberg in concrete benefits.

Design appeal Contemporary concrete supports custom design that translates to dramatic entryways, creative parking spaces, and building enhancement. Concrete comes in a broad range of colors and patterns which make it possible to weave the parking area, walkways, and landscaping into an overall design scheme.

Lifetime service Concrete parking areas enjoy a long and virtually care-free life of service. Concrete is a rigid pavement. Once constructed, it stays in shape. It doesn't soften or depress with normal use; it maintains elevation and slope for proper drainage, and it requires minimal maintenance.

Lasting value Concrete is the most economic paving material. The real savings in concrete parking are calculated in life cycle cost—initial investment plus annual maintenance and repairs. With few maintenance needs and first cost about the same for equivalent pavements, concrete is the better value long term.

Flexible construction Concrete adapts to all kinds of parking area needs and its flexibility benefits the construction budget. Concrete can be applied in various levels of thickness to handle everything from light to heavy traffic. The parking area can be finished in one pass, and extending concrete to curbs strengthens the pavement and saves money.

CONCRETE VS. ASPHALT

INITIAL COST	CONCRETE	ASPHALT
LIFE-CYCLE COST	CONCRETE	ASPHALT
SERVICE LIFE	CONCRETE	ASPHALT

TWICE THE LIFE OF ASPHALT!

Built-in safety Concrete parking provides for customer and tenant safety and saves energy at the same time. With its natural bright surface, concrete reflects light up to three times more than a darker pavement such as asphalt. Fewer fixtures are necessary to light a concrete parking area, which translates to energy efficiency.

Green material Color concrete green. With all its other attributes, the durable paving material is also a great friend of the environment. Concrete is made from natural Iowa materials—sand, rock, and water. Asphalt is petroleum-based. Concrete makers are using waste from electric and steel plants and old concrete can be crushed and re-used.

concrete resources



Whether you are developing a new project or updating an old parking area, we can help. The Concrete Information Alliance is an independent organization that provides information and expertise to discuss alternatives, review specific projects, and furnish budget estimates for building parking areas.

Call us at 515.963.0606. Send us an e-mail at info@concreteinfoalliance.com. Or, come and visit.



concrete solutions

for parking areas

Concrete parking is a

solid business investment.



The information resource of
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