Concrete Parking Areas
A Smarter Choice

MCA
Selecting the right parking lot paving material can have a dramatic effect on the first impression and perceived value of your products or services. A well-designed concrete parking lot implies quality to your customers, tenants, and employees, before they even walk through the door. In today’s competitive business market, attention to detail is essential to the initial perception of your business and your parking lot is a major element in that first impression.

Concrete’s Total Cost Is Lower than Asphalt

Concrete parking delivers value. Factoring initial placement, maintenance and repair costs, compared to asphalt, concrete costs less over its useful life.

<table>
<thead>
<tr>
<th>Design</th>
<th>Initial Cost</th>
<th>Maintenance Cost</th>
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<tbody>
<tr>
<td>ACI 330 Concrete Design*</td>
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<tr>
<td>Structurally Equivalent Asphalt Design**</td>
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<td>Frequently Used Asphalt Design***</td>
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*ACI 330 is the American Concrete Institute’s authoritative document on concrete parking area design.
**A structurally equivalent asphalt design is engineered to have the same load-carrying capacity as the ACI 330 Concrete Design.
***While the frequently used asphalt design may be the cheapest to buy, because it is often under-designed in load-carrying capacity, it is the most expensive to own.

A Great Value

You get your money’s worth with concrete. A concrete parking lot, which has a much longer useful life than asphalt, is also less expensive over the average parking lot’s life, since it requires very little, if any, maintenance. As the price of oil continues to rise, the increasing cost of petroleum-based asphalt will make concrete an even more economical alternative.

Eye Catching

Concrete has become as decorative as it is durable. With concrete you can customize your parking lot, making it an extension of your building’s appearance. Concrete surfaces can mimic a variety of designs.
colors, textures, and patterns such as stone, brick, wood, marble and terrazzo. You are only limited by your imagination on what sort of first impression you want to make on your customers.

Safer and More Comfortable

Concrete’s bright surface provides an important safety feature by increasing the effectiveness of your business’ exterior lighting at night. This “albedo” effect allows you to reduce the number of light fixtures and your energy bill while still maintaining the same amount of luminescence. During warm summer days, concrete’s reflective surface stays much cooler than asphalt, providing a more comfortable environment for your customers. Concrete also is cleaner than asphalt, which can give off a sticky tar on hot days that can find its way onto your customers’ shoes and can then stain floor surfaces in your business or your customers’ cars.

Doing Well By Doing Good

Pervious concrete is a money-saving solution to our growing stormwater runoff problem. It’s open-cell pavement structure allows rainwater to filter through to underlying soil. As a result, pervious concrete parking lots, in whole or just portions, can double as water retention structures, reducing or eliminating the need for costly storm water management systems such as retention ponds and sewer tie-ins.

“... as the price of oil continues to rise so does the cost of asphalt, a petroleum-based product, making concrete an even smarter alternative.”