



Quality Counts

Known throughout the country as one of the largest outdoor advertising companies, Lamar Advertising knows quality counts. That's why you will find concrete is the product of choice for parking lots, service areas and driveways at Lamar facilities.



The company first used concrete at its Birmingham location a few years ago and was so happy with the results that a new concrete parking lot has been built at their Montgomery, Alabama facility on Industrial Park Boulevard. The Montgomery facility features a 20 car parking lot in front and a loading area behind the building which measures 70' by 150'.

Steve Harmon, Lamar Operations Manager, says "we don't have to resurface over and over again because of the strength of concrete. We have large vehicles and delivery trucks in and out of our parking lots and the concrete holds up a lot better."

Harmon notices other distinct advantages of concrete over other traditional surfaces. "It is not as hot and sticky in the sum-

mer time like you get with other darker surfaces. You don't have to worry about oil coming up like you do with asphalt. There is zero maintenance involved with the concrete," remarks Harmon.

Security is yet another added plus for employees and visitors to the Lamar buildings after the sun goes down. The lighter colored concrete surface makes the entire area brighter at night.

The use of concrete in the Lamar parking lots came on the recommendation of Architect Jim Veal. "I recommended concrete because of the long term benefits. We wanted something that would last 15-20 years even if it cost a little more up front. We did the Birmingham facility three years ago and it has held up very well," explains Veal.

Engineer Brad Flowers, of H. Kenneth White and Associates in Montgomery, also worked on the project. He says with the price of petroleum and asphalt today, “concrete has become much more affordable.”

For optimal strength on heavy industrial areas like the Lamar facility, engineers had the option of using the traditional wire mesh or fiberglass. They chose fiberglass, based on the understanding wire mesh reinforcement is often improperly installed and therefore offers little help to the concrete. Some owners are concerned about the initial hairy appearance of fiberglass fibers, but over time the fibers will be worn off by traffic.

The concrete is six inches thick over four inches of compacted crushed stone. “Because there is so much heavy traffic including cranes at this site, we bumped up the thickness of the concrete on this project,” says Flowers.

If you are concerned about aesthetics with trucks leaving markings on the concrete, you can always go with a grey or tan colored concrete. Flowers says another technique that’s becoming more common is patterned or stamped concrete that can hide wheel turns and skid marks. The driveway or parking lot can be made to look like rock or brick by stamping a pattern into it.

A side overflow parking lot was initially designed to be covered with gravel. Instead, owners asked for interlocking concrete pavers that allow for storm water absorption.

Operations Manager Harmon is happy he will no longer have to worry about resurfacing his parking lot every few years.

“We are real excited about having a much better product that will last a lot longer,” says Harmon. You can count Lamar Advertising as another satisfied customer who is sold on concrete’s strength, durability and quality look.



Lamar’s heavy trucks sit in stained concrete bays (above) while outside, special environmental pavers (right) provide an attractive alternate to gravel in an auxiliary parking area.