

## FOUR THINGS YOU SHOULD KNOW ABOUT PARKING LOTS

By: Patrick Polazzo, Chief Operating Officer

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When it comes to commercial parking lots, a well-paved and maintained parking lot has a greater impact on the customer experience than you may realize. Parking lots are the first thing that your customer sees when entering your business. You want to make a great first impression because you never get a second chance to make it right.

If your asphalt parking lot is filled with cracks, potholes, unsightly striping and other signs of deterioration, this could drive away potential business before they even make it through the door. Being proactive with having a parking lot maintenance plan allows you to be ahead of the damage and improve the safety and curb appeal of your commercial parking area.

### Condition

Just like the human body, asphalt grows weak over time, and without a preventative maintenance plan it can lead to serious damage and potential liabilities. The most effective approach in parking lot maintenance is being proactive rather than reactive. Don't wait until the damage is done to fix it. Services like sealcoating not only make your parking lot appear new but help fight against the oxidation from the sun and damage from traffic. Having a parking lot maintenance plan in place will help keep your parking lot safe and fresh year after year.

### Repairs and Maintenance

Some repairs are unavoidable, even when a parking lot maintenance plan is in place. The best way to avoid trip hazards and automobile damage is to walk your parking lot quarterly. Check to see if there are new cracks or potholes, uneven surfaces and proper drainage. If any of these arise, contact your trusted preventative maintenance partner to assess the damages and get started on the repairs.

### Compliance

We all want parking lots to look aesthetically pleasing, but are they compliant with the law? ADA Compliance ensures that parking lots with 20 parking spaces or more, have at least one designated area for those with disabilities.

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Always make sure that you are following the accessibility regulations to avoid fines and to ensure you are providing a safe parking lot for your customers that require handicap spaces.

## Parking Spaces

Are the parking spots on your lot clearly defined? Do they have enough space in between them? Providing comfortable distance between parking spaces is essential in decreasing the risk of liabilities and providing safety for your patrons. Clearly defined parking spaces create a seamless appearance and experience for your customers. Up-keeping on your line striping helps the flow of your lot and the safety for everyone traveling through.

If you are looking to create the best first impression, contact American Asphalt Company for your complimentary parking lot assessment. American Asphalt Company is New Jersey's premier asphalt manufacturer, commercial asphalt paving and parking lot maintenance company. With three asphalt plants in the South Jersey area, and two commercial parking lot maintenance and paving locations in New Jersey, American Asphalt is your full service asphalt company.

### For more information, contact:



Patrick Polazzo, Chief Operating Officer  
American Asphalt Company, Inc.  
100 Main Street  
West Collingswood Heights, NJ 08059

Phone: (856) 456-2899 Ext #250  
Fax: (856) 456-4398  
PPolazzo@americanasphaltcompany.com  
[www.americanasphaltcompany.com](http://www.americanasphaltcompany.com)



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