

Columbus Crossing Shopping Center  
Columbus, GA

# Project Profile



## A Fresh Look For Columbus Crossing

**Project Description:**

Sealcoating and striping a 2-Million SF shopping center parking area

**GemSeal<sup>®</sup> Product Used:**

PolyTar Sealer

**General Contractor:**

RP Paving Solutions  
Columbus, GA

## Challenge

The parking lot at Columbus Crossing Shopping Center, home to multiple retailers and restaurants, is two million square feet. Over the last ten years, harmful UV rays, harsh weather conditions, and heavy traffic on a daily basis damaged the pavement causing oxidation, areas of raveling (when stones begin to come loose from the pavement), and oil staining.

The owners wanted a fresh, new look for the parking lot to match the well-maintained image of the surrounding building structures. However, with a continuously busy parking lot, completing pavement repairs with minimal disruption would require the right materials, proper application method, and elaborate on-site coordination. Standard sealers had been previously used on the Center's pavement with poor results. This time, the property owners, who are not local, sought a hassle-free solution to avoid any future headaches or issues.

### Project Technical Specifications

Sealer:

# POLY-TAR

## Solution

Jami Taylor of RP Paving Solutions recommended PolyTar for the pavement at Columbus Crossing. "We know that PolyTar is a premium sealer. They wanted something a cut above regular refined-tar sealer. So we suggested PolyTar because we knew it would give them the end product they were looking for," said Jami. GemSeal's Atlanta-based sales representatives provided the Center's owners with additional details about the product and its performance benefits. Of particular value for this project is that PolyTar requires less mixing time than standard sealers, making it faster and easier to apply. Plus, the polymerized formula could nearly double the life expectancy per application versus standard sealers. In short, using PolyTar over a standard sealer reduces the number of applications over time which, in turn, minimizes future downtime or disruption to tenants and customers, a major benefit for a large lot with multiple tenants and a constant flow of traffic.

Executing the pavement repairs, sealcoating, and striping was complicated and delayed by frequent wet weather and traffic. "Due to these setbacks, GemSeal gave us an onsite tanker to help expedite the sealer application process," said Jami. "They were frequently in contact with us making sure all the deliveries were on time. Considering the size of the job and the poor conditions, it went very well. With GemSeal I can always count on consistency and performance. I know I'm always going to get what I ask for."

### Proud Result with GemSeal®

RP Paving Solutions achieved exemplary results at Columbus Crossing Shopping Center's parking lot. Anne Crowder, property manager for Columbus Crossing, confirms "The result has been a quality project which will provide many more years of service from our asphalt parking lots."

