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“Golden Triangle” Metro West makeover by U.S. Pavement

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Natick, MA The Metro West retail zone known as the “Golden Triangle” is home to hundreds of stores and restaurants. Located on the Natick/Framingham town line, Rte. 9, Rte. 30 and Speen St. serve as the unofficial borders of the triangle. This area is widely considered the second largest shopping district in the state behind Downtown Crossing in Boston. The popular 3 square mile zone is anchored by Target and Walmart and features two malls, two major home improvement stores along with restaurants and shops. In addition the world headquarters of the TJX Corp. sits at the northeast point of the triangle.

U.S. Pavement Services has been servicing commercial and residential asphalt needs in Mass. and New England for the last 32 years. Beginning as a sealcoating company in 1985 and later expanding to asphalt paving, concrete and pavement maintenance services including crackfilling, line striping, granite curbing and infrared asphalt repairs, it’s no surprise that when several Golden Triangle anchors needed a full complement of asphalt and concrete projects completed, U.S. Pavement was their choice.

Target, located on Rte. 30 in Framingham, shares a plaza with Panera Bread and Home Goods. Target is responsible for the maintenance of the entire plaza and tapped U.S. Pavement to mill, grade, pave and stripe the entire lot and adjacent roadways in a multi-phase project which took several weeks to complete. In addition, concrete curbing and a new concrete loading dock pad were installed. U.S. Pavement’s team of project managers worked with Target to create plans with the customer’s safety and convenience as the number one priority. Some phases were performed and completed overnight in order to eliminate any impact on regular parking and traffic flow. The 24 hour continuous work schedule meant that U.S. Pavement’s on site teams could coordinate with one another for maximum efficiency, keeping the project on time and on budget.

BJ’s Wholesale Club stands back to back with Target north of Rte. 30 in Framingham. The BJ’s project required some milling and paving around the property, significant granite curb replacement, concrete sidewalk repair, a speed bump installation as well as a complete crackfill, sealcoat and line stripe scopes. Again the U.S. Pavement teams of PMs for this multi-scope, multi-phased project were tasked with scheduling, executing and completing the project without any major impact on shoppers. Teams worked around the clock and the scopes were done in conjunction with each other. For example, a section of the lot was crack filled overnight while BJ’s was closed. Immediately afterward that same section was sealcoated. Line strippers moved in once the sealcoat had cured and restriped the lot. When the store reopened in the morning the newly upgraded section of the lot was also open. That was repeated until the entire lot had been completed.

Meanwhile, directly across Rte. 30 from Target, sits Shopper's World. The outdoor shopping experience features Marshalls, TJ Maxx, Old Navy, DSW, Nordstrom Rack and Starbucks along with dozens of other shops and restaurants. The centrally positioned parking lot spans from Rte. 9 on its southern border north to Rte. 30. The plaza needed extensive granite curb replacement along roadways and around the many islands and walkways throughout the property. Concrete and curbing crews worked around the clock to ensure retail customers access and store sales were not impacted by the work.

The Italian eatery Papa Razzi on Rte. 9 westbound in Framingham received a completely refreshed look after the parking lot was crackfilled, sealcoated and line striped. Special consideration was given to high traffic hours around lunch and dinner and work was done in the early morning hours before the restaurant opened. Once again, precise timing and execution allowed all three scopes to be completed with no impact on business. If you happened to visit Papa Razzi on consecutive days before and after the U.S. Pavement crews were on site you would have witnessed a total makeover of the lot done in less than 24 hours.

On the eastbound side of Rt. 9 in Natick is the New England furniture giant Jordan's Furniture. Jordan's sits up on a hill overlooking the Golden Triangle and can be accessed by driving up Underprice Way off of Rte. 9. Along with Jordan's Furniture at the top of the hill is the IMAX Theater and Kelly's Roast Beef. The large lot serving the 3 companies needed some asphalt repairs, sealcoat and specialized line striping. Larger areas in need of new asphalt were milled while smaller sections were ripped with jackhammers and a Bobcat. Kelly's Roast Beef had an active drive through for the duration of the project that was never disrupted despite the multi scope services being done on the property. All of the access roadways leading to and from Rt. 9 and the large parking areas were sealcoated and restriped. Jordan's Furniture requested and received custom pink parking stalls as way to raise awareness for breast cancer. The brilliant pink lines against the rich black newly sealcoated asphalt is a signature feature of the Jordan's parking lot that visitors can not miss, all for a great cause.

Simultaneous projects with different scopes and timing considerations located around the Golden Triangle and also all over New England is the latest example of U.S. Pavement's industry leading approach to not only the work on site but the overall management and organization of complex commercial paving and pavement maintenance projects. U.S. Pavement Services credits its ability to manage, execute and complete multiple projects of differing scopes and sizes while maintaining the highest standards of professionalism and customer service to the men and women who comprise the teams in house and crews in the field. It starts with the sales teams who meet with clients to evaluate the lot and business needs of the client and recommend the appropriate scopes on site. Project managers create the plan and work with the client throughout the project to keep it on schedule and on budget. The operations and construction teams coordinate crews, scheduling the work flow and timing of the needed scopes. All of U.S. Pavement's teams work in concert to ensure the best possible experience for the client and their tenants and customers as well delivering quality workmanship.