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Bestway Concrete's New Plant Gets Rural Look

Concrete Plant's Revolutionary Barn Design Fits Town's Rural Heritage

GREELEY, CO—Greeley, Colorado-based Bestway Concrete, which provides ready-mix concrete for residential, commercial, and municipal projects along Colorado's Front Range, recently broke ground on its new Milliken Batch Plant, which is designed like a country barn rather than the big box concrete plant that most people are familiar with.

The plant's innovative design was inspired by Milliken's rural community. The design camouflages the industrial look of the concrete plant, giving it an agricultural look instead.

"Bestway Concrete came up with a design with low visibility, which was a requirement the Town of Milliken placed on them," says J.R. Schnelzer, Milliken's Town Administrator. "The Planning Commission and Town Board are excited about having the plan fit into Milliken's rural heritage."

Unlike the construction of many concrete plants, Bestway's design was met with enthusiasm from people who live in the area.

"Bestway Concrete wants to be a leader and not a follower," said Gene Wagner, President, Bestway Concrete. "Milliken is a beautiful town with a strong agricultural heritage. We wanted a design that blended with that farm flavor, not one that intruded. That is the thinking that led us to build a plant that actually looks like a barn."

The design process began by studying the architecture in the community. Bestway then came up with a design that resembled other area buildings.

"Bestway went to considerable expense, unnecessary from a strictly business standpoint, to match local architecture," Wagner said. "But our goal is to be a good neighbor in the communities we operate in. I know of no other concrete companies that go to these lengths to blend in with the local community. In the future, we plan to follow this course and be proactive rather than reactive."

Bestway Concrete broke ground on the batch plant on April 30, 2003. When completed, the seven acre site will house an 8,000 square foot concrete facility. The \$1.5 million project, located at Milliken's Frontier Commercial Center at CR 23 and Highway 60 is projected to be completed by the end of August, 2003. The plant will employ 30 people.

Greeley, Colorado-based Hall-Irwin Corporation is the project's general contractor. The architect is Estes Park-based Thorp Associates, PC.

About Bestway Concrete

Bestway Concrete provides ready-mix concrete for residential, commercial, and municipal projects. The company has four concrete plants in Northern Colorado. Bestway has served Colorado's Northern Front Range for over 40 years.

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