

NORTH HOLLYWOOD GATEWAY

After nearly a decade of planning, the North Hollywood Gateway became a reality in 2009 with its artist-designed elements representing the entertainment industry attached to a colorful overhead truss starring ultra-durable fluoropolymer technology from Tnemec. "The project's owner was looking for longevity," recalled Tnemec coating consultant Dustin Kaatz. "The truss was constructed of galvanized and stainless steel, so proper surface preparation was important prior to applying the high-performance coating system."

The support structure was prepared in accordance with SSPC-SP7/ NACE No. 4 Brush-Off Blast Cleaning, followed by a shop-applied prime coat of Series L69 Hi-Build Epoxoline II, a low volatile organic compound (VOC) epoxy with excellent abrasion resistance. A finish coat of Series 1070V Fluoronar, a high-solids fluoropolymer coating with outstanding color and gloss retention, was also shop applied. Approximately 30 gallons of coatings were required for the truss, along with 4 to 5 gallons for various brightly colored elements attached to the support structure.

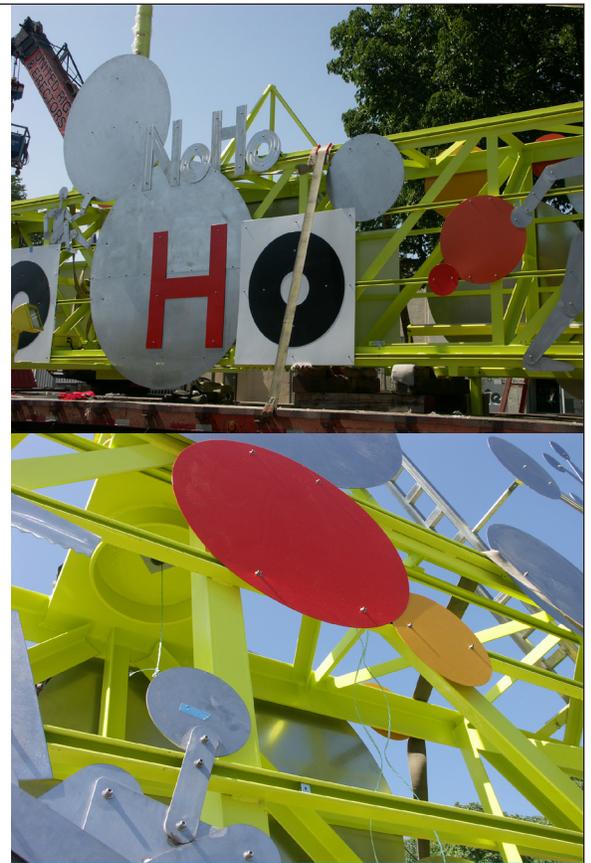
With less than 100 grams per liter VOCs, Series 1070V meets South Coast Air Quality Management District (SCAQMD) regulations in the Los Angeles basin, as well as all areas of the U.S. and Canada. Fluoronar was specified for its ability to resist the damaging effects of ultraviolet (UV) light and for its exceptional color and gloss retention. Fluoropolymer resin is more stable and UV-resistant than acrylic or conventional polyurethane resin, which is considered to be the industry standard for exterior topcoats.

"The North Hollywood Gateway spans a heavily traveled intersection, so the art project gets noticed by everybody," Kaatz noted. "It's a large, brightly colored artwork that's drawing a lot of attention."

The Gateway project was funded by the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), which manages 32 redevelopment project areas and three revitalization areas in seven regions. The design for the North Hollywood Gateway was created by Los Angeles artist Peter Shire, who was chosen by a selection panel comprised of community representatives, artists, art professionals, and CRA staff. His imaginative design depicts characters constructing sets, operating cameras, and designing costumes for the entertainment industry. Other design elements include musical notes on a bar, balloons attached to a fence, and imagery connected to the area's residential community and airport. The name "NoHo" is centered on the truss, which is illuminated at night.

FEATURED PRODUCTS

Series L69 Hi-Build Epoxoline II
Series 1070V Fluoronar



PROJECT INFORMATION

Project Location

Los Angeles, California

Project Completion Date

Spring 2009

Owner

California Redevelopment Agency (CRA) - Los Angeles, California

Artist

Peter Shire - Los Angeles, California

Architect

Tetra Design, Inc. - Los Angeles, California

Shop Applicator

Techno Coatings - Anaheim, California

Series 1070V Fluoronar was chosen for the North Hollywood Gateway in Los Angeles, California because of its excellent color and gloss retention. In addition, Fluoronar meets the SCAQMD regulations in the area.

