

SANTA MONICA PIER SIGN RENOVATION

Since its installation in 1941, the free-standing sign at the entrance to the pier in Santa Monica, California, has been photographed from every possible angle. To keep the landmark "picture perfect," the city relied on an overcoat system featuring a fluoropolymer finish from Tnemec.

"The colors on the historic sign were starting to fade and it was becoming an eyesore," recalled Dustin Kaatz of TPC Consultants, Inc. "Using historical documents and old photos, we determined the sign's original colors, which Tnemec was able to match."

The front of the sign was hand- and power-tool cleaned and primed with Series L69 Hi-Build Epoxoline II, a low volatile organic compound (VOC) epoxy. A finish coat of Series 1071V Fluoronar provided the sign with outstanding color and gloss retention.

Trusswork behind the sign was power washed and coated with Series 118 Uni-Bond Mastic, a waterborne acrylic elastomeric coating formulated for exceptional adhesion and corrosion resistance over minimally prepared aged coating systems. A finish coat of Series 750 UVX was applied over the Series 118.

"The pier is a very popular tourist spot," Kaatz explained. "Thousands of people visit the area every day and the city wanted the historical sign to look its best for the opening of a new downtown rail line."

Faced with a tight deadline and the need to keep the pier fully functional throughout the project, work started at 4 a.m. and continued until tourists began arriving at 10 a.m. "They also had to stencil and hand paint around all the neon lighting on the sign," according to Kaatz.

The city had used Tnemec coatings in the past to protect the pier's railings from exposure to salt water and ultraviolet (UV) light, as well as from people scratching them with skateboards and fishing gear.

"The Santa Monica pier is a very abusive environment," Kaatz added. "Since they started using fluoropolymer coatings systems, they have been able to significantly extend the maintenance cycle on their coating projects."

The Santa Monica pier sign was designed in the Streamline Moderne style, used specifically with neon signs during the early 1940s and 1950s. The sign became a City of Santa Monica Designated Historic Landmark on June 11, 2012.

FEATURED PRODUCTS

- Series L69 Hi-Build Epoxoline II
- Series 118 Uni-Bond Mastic
- Series 750 UVX
- Series 1071V Fluoronar



PROJECT INFORMATION

Project Location

Santa Monica, California

Project Completion Date

January 2016

Owner

City of Santa Monica

Field Applicator

City of Santa Monica, Planning Division

The landmark sign at the Santa Monica Pier was recently renovated to keep it looking photogenic. For long-term color and gloss retention, the sign was coated with Tnemec's high-performance protective finish, Series 1071V Fluoronar.

