



# case study



## Substance & Style Transforms Boston Harley-Davidson



### Project Overview

The owners of the new dealership wanted unconventional, edgy and stylistic, as well as functional and durable. And they wanted furnishings to match. Black Bear assessed the dated flooring, and value engineered an appealing concrete floor and matching countertops for the new showroom. A durable and water-resistant floor was also needed for the service and storage areas to control moisture.

### The Process

- STEP 1: Switch diamonds for the PSI to achieve desired look
- STEP 2: Demolish ¼ inch of the concrete slated for overlay
- STEP 3: Use diamond blade to cut joint at section's edges
- STEP 4: Diamond grind and polish countertops with 50 grit metal-bond diamonds followed by resin-bond diamonds at 100, 200 and 400 grit.
- STEP 5: Concrete mix pressed over a brass nameplate
- STEP 6: Install multicomponent epoxy flooring system and a vapor reduction sealer in service areas

### Project Details

- Project Name – Boston Harley-Davidson
- Type of Business – Retail
- Location – Revere, Massachusetts
- Size – 37,500+ square feet
- Timeframe – 5 weeks (Evenings 9pm - 6am)
- Products - CTS Cement/Rapid Set TRU PC; Vexcon Certi-Shine; Buddy Rhodes Counter Mix; Dur-A-Flex Shop Floor, Synthetics International Synthetic30 vapor control system

### Challenges

Working in an older building that had undergone multiple surface repairs for over 40+ years had existing concrete showing signs of abuse and decay. Trenches in the floor, residual mastic and gypcrete underlayments, and patchworks of slab needed to be removed or repaired. A 3,000 sqft area deemed unsalvageable needed an alternative overlay. And an evaluation of the property exposed vulnerability to moisture.

### Black Bear's Solution

Black Bear produced an authentic concrete look with gray colorant and aggregate. The concrete provided the desired color scheme and solid surface appearance that balanced the historic preservation of the property, while providing modern design elements to complement the showroom. An epoxy flooring system was applied to the dealership's service facility, and a vapor-mitigation sealer was implemented.

## about the client

Boston Harley-Davidson is one of the largest full service dealerships in New England. Occupying over 86,000 sqft., the facility offers a vast selection of new and pre-owned motorcycles, and a huge selection of merchandise, licensed Harley-Davidson® products, parts and accessories. The service department offers 12 state-of-the-art bays and winter storage for customers.

The Northeast's leading coatings & concrete company with over 25 years experience. Learn how we can help you.