Neon Sign Survey

Description of sign(s)

1. Name: ABC Stores

2. Owner: Sidney and Minnie Kosasa

3. Address: 23 Fremont 89101

3b. Additional Site Details (information on site, site history, owner comments): \_The idea of the ABC stores originated in Hawaii with their first store opening in Waikiki in 1964 as a traveler convenience store selling groceries, cosmetics and souvenirs. The company now has location here in Las Vegas, Guam and Saipan. The owners wanted a name that everyone could remember so they named it ABC. The building that houses this ABC Store on Fremont was originally constructed in 1940. The property opened as the ABC Stores in November of 2001.

4. Condition (1-5 scale, with 5 being excellent, written description): 5- relatively new and in good condition

5. Form (pylon, blade, porte cochere, etc): Flat bullnose sign-but almost a canopy sign

6. Specific Description: Above their entrance are big silver plumes that are all lined with chasing incandescents. At night these plumes look like a iridescent pearl color. There is one big plume in the middle and two on either side of the big one. On the middle plume there is a blade sign stating “ABC (vertically) Stores (horizontally” which is also lined in incandescents on the roadside portion of the sign. The blade portion is a backlit plastic sign. Above the silver plumes is “ABC STORES” in channeled block font letters. These letters are outlined in blue neon (argon) and have gold colored incandescents that are flashing.

7. Type of Display (neon, incandescent, etc): \_Neon, incandescents and backlit plastic signs

8. Media (steel, plastic, fiberglass, etc): Plastic and steel

9. Non-neon treatments: Incandescents and backlit plastic signs

10. Animation: Chaser for the incandescents on the plumes and flasher on the incandescents in the ABC letters above the plumes.

11. Environment (surrounding properties, neighborhood):\_This property is on Fremont in between Main and First Street. To the east would be the site of the old Famous Pioneer Club and La Bayou was to the west, but has been torn down in the past year. Across the street was the Glitter Gulch.

Artistic Context

1. Manufacturer: YESCO

2. Designer: Architect of Record: \_\_N/A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Date of Installation: 2001

4. Date(s) of any major redesign/move: None seen

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): The plumes that this location has look very similar to the 1970’s Raul Rodriguez Flamingo feathers.

6. Artistic Significance (themes and representation, era: time and design, trends, context): Could be reminiscent of the 1970’s Flamingo Feathers designed by Raul Rodriguez. As wella as remnant of the old showgirl outfits with their plumes and big feathery outfits.

Surveyor Notes

1. Research locations (archives, library, recorder’s office, etc)

\_\_ABC website <http://www.abcstores.com/about/> , Acessor’s Page, contact with Lovella Joy C. Romulando the Assistant Property Manager

2. Research notes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Any other relevant surveyor remarks

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\_Emily Fellmer\_\_\_\_ \_\_\_\_September 1, 2017\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surveyor Date

\*Please attach a map from the assessor’s site when possible.