Neon Sign Survey

Description of sign(s)

1. Name: Atomic Liquors

2. Owner: 100 10th Street LLC

3. Address: 917 Fremont Street 89101 (also paired with 927 Fremont Street)

3b. Additional Site Details (information on site, site history, owner comments):

* Sold by Lance Johns to 100th 10th Street LLC in 2014, sold for 3,480,000
* recorded in March 2016(?)
* Still in Business

4. Condition (1-5 scale, with 5 being excellent, written description):

* 3 - Decent: neon in great condition, paint chipping off and some bulbs not repaired

5. Form (pylon, blade, porte cochere, etc):

* Directional Monument sign, back to back “Double sided”

6. Specific Description:

* Uses directional tool of an arrow, has chasing animation in the arrow with incandescent bulbs. It has blade like additions to it for the word “Liquor” and “Cocktails”, each word on its own blade which are parallel to the ground, they are painted red. The word “Atomic” sits on the top in a comic style “blast” shaped bubble painted yellow. “Packaged liquors” and “Cold beer” painted on the base structure of the sign. Bulbs glow yellow, “Liquor” glows blue, “Cocktails” glows red, “Atomic” is not lit.
* No external markings for sign company or designer

7. Type of Display (neon, incandescent, etc):

* Neon with two colors Blue and Red, Yellow Incandescent bulbs

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

* Steel

9. Non-neon treatments:

* Unknown

10. Animation:

* Chaser effect with bulbs

11. Environment (surrounding properties, neighborhood):

* they own a kitchen next door to the bar
* bars
* clubs

Artistic Context

1. Manufacturer:

* Unknown

2. Designer: Architect of Record:

* Unknown

3. Date of Installation:

* Possibly 1950s, around when it opened in 1952 - http://www.roadarch.com/signs/nvvegas2.html

4. Date(s) of any major redesign/move:

* Unknown

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context):

* Unknown

6. Artistic Significance (themes and representation, era: time and design, trends, context):

* Unknown

Surveyor Notes

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

* Bar Site

2. Research notes

* Owner took a while to email back but had no knowledge of the sign nor its origin

3. Any other relevant surveyor remarks

* N/A

Danny Jacobs 8/12/2017

**Surveyor Date**

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