Neon Sign Survey

Description of sign(s)

1. Name: The Beauty Bar

2. Owner: Darin Feinstein and Corey Harrison (From Pawn Stars)

3. Address: 517 East Fremont Street 89101

3b. Additional Site Details (information on site, site history, owner comments): Building originally constructed in 1988 for a retail store. The Bar was founded in 2004 . The bar used to be owned by Paul Devitt, but in 2014 is when Darin and Corey bought it and did some renovations. During the day they offer manicures/pedicures while serving cocktails, but at night function as a bar and concert venue with cool retro 1950’s/60’s salon style chairs and colors.

4. Condition (1-5 scale, with 5 being excellent, written description): 3-4 During the day the sign looks faded and rusted over. At night the light does not beem as if it is a new sign either.

5. Form (pylon, blade, porte cochere, etc): \_Sign directly on building above doors. \_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Specific Description: \_On the building there is a white oval shaped plastic sign saying “Beauty Bar”. Right above the doors there is a “Salon of Beauty” in channeled white block type letters. At night both signs illuminate pink.

7. Type of Display (neon, incandescent, etc): \_\_Neon and a backlit sign \_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. Media (steel, plastic, fiberglass, etc): \_\_Steel and plastic

9. Non-neon treatments: \_Plastic for backlit sign \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Animation: \_\_\_\_\_No animation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. Environment (surrounding properties, neighborhood):\_Located in the Fremont Street East District \_surrounded by other bars and restaurants.

Artistic Context

1. Manufacturer: \_Tried to call and email, no response as well as no markings on the sign to indicate a manufacturer

2. Designer: Architect of Record: Tried to call and email, no response

3. Date of Installation: \_Google map satellite view shows that the sign was there in 2014 (earliest year available in satellite view)

4. Date(s) of any major redesign/move: \_\_\_None seen since 2014

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): The bubbly pink backlit sign almost is the same shape as a painters pallet, so it shows an artsy theme since some consider doing hair and manicures as artwork as well

6. Artistic Significance (themes and representation, era: time and design, trends, context): \_The Salon of beauty letters each have their illumination contained due to the metal channeling for each letter. The sign does have a retro aspect with their sign not looking totally brand new which exentuates the theme of an old beauty salon that you would see in the 50’s or 60’s.

Surveyor Notes

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

\_\_Beauty Bar Website, Assessor's Office,

2. Research notes

\_Paul Devitt, the previous owner, actually started the chain of Beauty Bars in New York in 1995. He still has a part in the ownership in the other location he opened in N.Y., L.A., San Fransisco and Chicago. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Any other relevant surveyor remarks\_N/A

Emily Fellmer \_\_\_\_\_\_August 14, 2017\_

Surveyor Date

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