Neon Sign Survey

Description of sign(s)

1. Name: Binion’s Horseshoe

2. Owner: TLC Casino Enterprises

3. Address: 128 E. Fremont

3b. Additional Site Details (information on site, site history, owner comments): Opened By Benny Binion 1951, 1960 bought the boulder club and expanded, 1988 bought The Mint and expanded further and doubled the size of the property. Binion popularized the World Series of Poker and brought the game into the mainstream. First to put carpeting in a downtown property. Provided transportation for his guest to and from the Airport.

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

5. Form (pylon, blade, porte cochere, etc): Concave design, Bullnose elements and decorated shed.

6. Specific Description: No longer the Horseshoe, Binion’s sits tall as Binion’s Gambling Hall. Original Signage had A 7 foot tall “H” wall, with 40,000 feet of neon tubing wrapping the building.

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

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

9. Non-neon treatments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Animation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. Environment (surrounding properties, neighborhood): Downtown Las Vegas, Across from Golden Nugget

Artistic Context

1. Manufacturer: YESCO And AD-ART(1961)

2. Designer: Architect of Record: Rudy Crisostomo(1961)

3. Date of Installation: 1961

4. Date(s) of any major redesign/move: 2005 rebranded as Binion’s Gambling Hall

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

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

Surveyor Notes

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

The Magic Sign, http://www.binions.com/history.php , Images, https://lasvegassun.com/blogs/kats-report/2010/jan/12/rooms-dark-there-still-action-binions/ , Vintage Vegas, Neon Museum Manual.

2. Research notes

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3. Any other relevant surveyor remarks

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Wyatt Currie-Diamond 9/11/2017

**Surveyor Date**

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