Neon Sign Survey

Description of sign(s)

1. Name: \_\_Fremont Street East District\_\_\_\_

2. Owner: Downtown Las Vegas and Fremont East District

3. Address: 2 signs located in 2 spots, one entering Fremont East from Las Vegas Blvd. and the other one near 8th St. if one is coming from the East on Fremont\_

3b. Additional Site Details (information on site, site history, owner comments): \_The Fremont East District really formed together in 2002 for a coalition to maintain the vintage Las Vegas feel particularly by bringing out some vintage looking Neon Signs. This coalition became known as the Fremont East Entertainment District (FEED). Since this area is already close to the Fremont Street Experience with foot traffic the 2007 revitalization also was an effort to create pedestrian friendly sidewalks.

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

5. Form (pylon, blade, porte cochere, etc): \_Porte cochere/ gateway signs

6. Specific Description: \_\_These two porte cochere gateway signs are identical in design to welcome drivers and pedestrians into the Fremont Street District. These signs go across all of the lanes of Fremont Street, so there are two poles on the opposite sidewalks and then two curved steel beams connecting the sidewalk poles, and the main logo is on the curved pole portion. The two steel sidewalk beams each have a yellow curved googie style design. Right above the curved yellow design, on top of the sidewalk beams each have a red starburst orbit. In the middle curved beam there are red channeled “Fremont Street East “ in a mid century modern semi-cursive font, with yellow neon tubes within the channeled letters. Underneath the Fremont Street East letters there is the word “DISTRICT” in the red channeled block letters.

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

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

9. Non-neon treatments: Streetlights around this sign help brighten it up at night

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

11. Environment (surrounding properties, neighborhood):\_The gateway to Fremont East District from both the East and West end. One sign is at the corner of Las Vegas Blvd. and Fremont an the other is at the intersection of 8th st.

Artistic Context

1. Manufacturer: Fluoresco Lighting and Signs

2. Designer: Architect of Record: \_John Lutz\_

3. Date of Installation: \_\_\_2007\_\_

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): This sign really brings back the mid-century modern theme, and the old Vegas theme as well. The starbursts are similar to the one from the Sweetheart Wedding Chapel Sign.

6. Artistic Significance (themes and representation, era: time and design, trends, context): \_This sign speaks to the 1950’s/1960’s mid-century modern design with the starburst orbits and the yellow curved design.

Surveyor Notes

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

Floresco Website <http://www.fluoresco.com/pages/about/history.php> , as well as contact with Gary Grider of Floresco who helped supply the articles that I will forward to Tracey, Las Vegas Today and Tomorrow Website, <http://www.vegastodayandtomorrow.com/fremonteast.htm> , Fremont East Website <http://fremonteast.com/>

2. Research notes

The articles that Gary sent me helped a lot with a list of designers and project managers to the project, which also has good information on the other signs made by Floresco in the Fremont East District

3. Any other relevant surveyor remarks

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Emily Fellmer\_\_\_\_\_ \_\_\_August 30, 2017\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Surveyor Date**

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