Neon Sign Survey

Description of sign(s)

1. Name: \_Gold and Silver Pawn Shop

2. Owner: Richard Harrison

3. Address: \_713 Las Vegas Blvd. South 89101

3b. Additional Site Details (information on site, site history, owner comments): This pawn shop was opened by Richard Harrison in 1988. Rick , Richard and Corey Harrison along with Austin Russell made this store famous with the History Channel reality T.V. show Pawn Stars which started airing in 2009. This show has made this location a tourist destination, so much so there is even a line to get in sometimes. With the rise of popularity they added Rick Harrison’s Pawn Plaza which is a shopping center with eateries. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Condition (1-5 scale, with 5 being excellent, written description): 4- looks relatively new and not too faded

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

6. Specific Description: The whole blade sign is outlined with a gold trim and red LED lights surrounding the gold. The main long rectangle blade spells out ‘PAWN’ lengthwise in black on white backdrop. Right above the white part of the blade is a black rectangle (long side of rectangle is above the white blade) stating ‘Gold & Silver’ written in white thin printed letters. Above this is a little white diamond. Below the white PAWN blade is a white rectangle stating ‘OPEN 24 HRS’ in red block print letters. This blade-type sign is held right next to the building on a big white beam that has their address ‘713’ painted on it. On the building above the entrance states ‘World Famous (in yellow)\_Gold and Silver (In red) Pawn Shop ( in Green) in back lit plastic letters. Also to the left of the entrance they have 3 plastic rectangle backlit signs that they have switched out over the years, but the current ones have been up since 2011/12. The one in the middle states ‘World Famous Gold & Silver Pawn Shop’ in an elaborate white cursive font written on a black background. The other two showcase the Welcome to Fabulous Las Vegas Logo but states ‘World Famous Gold & Silver Las Vegas’ . Below these three rectangle signs there is another smaller one with a white background stating ‘We Never Close’ in thick blue type font letters. \_\_

7. Type of Display (neon, incandescent, etc): \_Backlit plastic signs, LED lights\_\_\_\_\_\_\_\_\_\_\_\_\_

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

9. Non-neon treatments: \_\_Plastic, there is no neon showcased

10. Animation: \_\_Charger with red led’s

11. Environment (surrounding properties, neighborhood): Halfway between the strip and downtown on Las Vegas Blvd. There are a few antique shops near the pawn shop. Right next door is now Rick Harrison’s Pawn Plaza Shopping Center as well as a nice sized parking lot to accommodate their guests.

Artistic Context

1. Manufacturer: Tried to reach out, got a response but no information yet, same with year installation and designer.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

3. Date of Installation: \_\_Has been up since at least 2007\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Date(s) of any major redesign/move: \_N/A\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): \_Gold+ Silver- could refer to the mining times in Nevada and since it is a pawn shop it could mean that you can strike it rich with bringing something there. Similar to finding gold or silver.

6. Artistic Significance (themes and representation, era: time and design, trends, context): The blade type sign was popular in the 50’s for directions in the car consumer and traveling era. \_\_\_\_

Surveyor Notes

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

\_Acessor’s page, Nevada Magazine <http://nevadamagazine.com/home/inside-the-magazine/city-limits/gold-silver-pawn-shop/> ,

Gold and Silver Pawn Shop website <https://gspawn.com/> , history.com for information on the show

2. Research notes

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3. Any other relevant surveyor remarks

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\_\_\_\_Emily Fellmer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_August12, 2017\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Surveyor Date**

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