Neon Sign Survey

Description of sign(s)

1. Name: \_\_\_Golden Steer Steakhouse\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Owner: \_\_Dr. Michael J. Signorelli has owned it since 2001 after purchasing it from the original owners

3. Address: \_\_\_\_308 W Sahara Ave 89102\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3b. Additional Site Details (information on site, site history, owner comments): Opened 1958, and started expanding in the 1970’s by buying out neighboring shops. They redesigned their interior in the 90’s but still kept it true to the original design. The Rat Pack was known to frequent this steakhouse and even have a dedicated booth to them. Tony Spilotro, Elvis Presley and Nat ‘King’ Cole were a few of the many famous customers. This is the Oldest Steakhouse in Las Vegas, and still maintains their original old Vegas dining style.

4. Condition (1-5 scale, with 5 being excellent, written description): 4 The sign looks as though it has aged, but it has done so gracefully

5. Form (pylon, blade, porte cochere, etc): Pylon and sign on building

6. Specific Description: The Pylon sign has the main logo stating ‘Golden Steer Steakhouse’ on a yellow sign with a black border. The black border has yellow/gold incandescent lightbulbs with a small gold Fleur de Lis on the top. Under the main logo there is a shelf/stage holding a golden sculptural steer. \_The sign above the entrance is a wrap around yellow sign similar to their pylon sign with their logo and an image of a steer in between the words Golden and Steer. They also advertise Prime Rib and Seafood on the wrap around sign.

7. Type of Display (neon, incandescent, etc): \_\_\_Incandescents surrounding all of their ‘reader board’ type signs, no neon tubing

8. Media (steel, plastic, fiberglass, etc): \_\_Plastic for the yellow Reader board type signs

9. Non-neon treatments: \_\_Reader board type plastic for for all the wording

10. Animation: \_Incandescent light bulbs lighting up in order to look like they are sparkling/ chasers

11. Environment (surrounding properties, neighborhood):\_\_On West Sahara a few blocks away from Las Vegas Blvd.

Artistic Context

1. Manufacturer: \_\_\_Wright Signs\_\_\_\_\_

2. Designer: Architect of Record: \_\_Origninal Steer from the 60’s and John Burke said the record of the designer was lost \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Date of Installation: \_\_Pylon sign-1960’s but refabricated around 2015 to its original condition, but still original steer. Sign above entrance still from the 1970’s. \_

4. Date(s) of any major redesign/move: 1970’s additions and 2015 refurbishing\_\_\_\_\_\_\_\_\_\_\_\_

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): \_Sign shows old west type font. The Golden sculptural steer helps show it is a steakhouse but one that is top of the line since their sign is golden.

6. Artistic Significance (themes and representation, era: time and design, trends, context): Opened in 1958, still had the prominent old west/ ranch theme that was popular in Vegas in the 1950’s. Though the interior was classy their signage shows the old west cowboy style.

Surveyor Notes

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

Assessor's page, Golden Steer website <https://www.goldensteerlasvegas.com/our_history.html> , Telephone conversation with John Burke the General Manager of the restaurant

2. Research notes

\_John Burke has a lot of great info on their signage as well as their property. Also the Golden Steer website had a great history of the property

3. Any other relevant surveyor remarks

\_John Burke stated that some of their old signage is in the museum (I don't know what/ where)?

\_\_Emily Fellmer\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_July 28, 2017\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surveyor Date

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