Neon Sign Survey

Description of sign(s)

1. Name: \_Le Thai

2. Owner: Dan and Shauna Coughlin, Dan doubles as the chef as well

3. Address: 523 Fremont E Las Vegas 89101

3b. Additional Site Details (information on site, site history, owner comments): The buildings original construction year was 1934. The restaurant opened in November of 2011, Le Thai offers a famous Three curry made by Chef Dan Coughlin as well as other traditional Thai food inspired by Dan’s grandma and mom from Thailand. They also have a beer garden behind their main restaurant. Dan was the owner to Mix zone cafe and is the son of the owner of the King and I (Nikki Bujadham). This building has a tin facade with a pull out canopy for outdoor seating.

4. Condition (1-5 scale, with 5 being excellent, written description): 5- looks very new and in amazing condition

5. Form (pylon, blade, porte cochere, etc): \_Blade

6. Specific Description: The blade is mainly made of plastic that is backlit at night time, but has a dark steel border. At the top of the sign is a circle that has “Le” written in black cursive on the sign, and illuminates red neon at night. Also on this circle portion of the sign it states ‘Downtown Las Vegas’ in a smaller print type font. This circle is outlined in incandescents, as well as the incandescents being surrounded by red neon. Below the circle there is a red curved arrow that states “Thai” in black letters that have a white trim, this font looks italicized and has little circles on a part of each of the letters, this makes it a very distinct font for them specifically. Underneath the Words Thai, the sign states ‘Noodles & Bar in a regular white block type font.

7. Type of Display (neon, incandescent, etc): Incandescent light bulbs and neon\_

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

9. Non-neon treatments: \_Graphics on plastic portion of the sign are backlit\_

10. Animation: \_Flasher- Incandescent sparkling

11. Environment (surrounding properties, neighborhood):\_In the East side of Fremont Street, located in between Las Vegas Blvd and 6th street. To the West of the property is the Don’t Tell Mama Bar and to the East is Commonwealth. Currently across the street is the Therapy restaurant and the old Emergency Arts building.

Artistic Context

1. Manufacturer: YESCO

2. Designer: Architect of Record: \_Owners Shauna and Dan\_

3. Date of Installation: 2012

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): The font that they use for Le and Thai are quite different but it shows the blend of how their restaurant is and does make it more distinguishable since their font draws the attention of people walking by.

6. Artistic Significance (themes and representation, era: time and design, trends, context): \_With the usage of both Neon and incandescent the sign really does pop out which is a similar trend to many signs over the ages. The arrow is a great direction indicator, as well as it showcases the 1950’s blade sign trend with the arrow at the bottom.

Surveyor Notes

1. Research locations (archives, library, recorder’s office, etc): Le Thai restaurant website <https://lethaivegas.com/> , Assessor's page, and contact with La Thai LLC

2. Research notes: The assessor's page said the buildings original construction year was 1934 though I did not find what the buildings original purpose was.

3. Any other relevant surveyor remarks

Emily Fellmer August 15, 2017

Surveyor Date

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