Neon Sign Survey

Description of sign(s)

1. Name: Luv-It Frozen Custard

2. Owner: Brittany and Brandon Tiedemann

3. Address: 505 E Oakey Boulevard, Las Vegas, NV 89104

3b. Additional Site Details (information on site, site history, owner comments):

Luv-It Frozen Custard has been a Las Vegas dessert shop since 1973. They specialize in their “shakes, cones, malts, and hard packs to go.” The same family, the Tiedemann’s, have been operating the business for four generations. The great-grandmother of the family who opened this modest frozen custard stand originally worked at another famous frozen custard shop called Leon’s in Milwaukee, WI. She brought her desire to make frozen custard to Las Vegas and made her own signature flavors. They have been using the same vendors and products to create their delectable ever since they opened. They say the only thing that has changed since they opened is “a new generation of the family and a new color for our building.”

4. Condition (1-5 scale, with 5 being excellent, written description): 4, the sign is in very good condition. However, the red paint in the letters has faded away slightly.

5. Form (pylon, blade, porte cochere, etc): Fascia, backlit

6. Specific Description: The sign has a very modest design. The signage when looking at the front façade of the building is broken up into three different sections. The first section on the left hand are the words “Luv It” in red, serif style font and a small red heart between the two words. These words are up against a plain white background. Next to that is a small square sign that has a painted vanilla custard cone on it, also with a white background. The sign next to that reads “Frozen Custard” in the same shade of red as the “Luv It” sign and has a white background as well. On the right side of the building over the walk-up window is another sign that reads “Luv It Frozen Custard,” which appears to be a combination of the “Luv It” and “Frozen Custard” signs on the front of the building.

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

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

9. Non-neon treatments: Paint

10. Animation: No

11. Environment (surrounding properties, neighborhood): The environment for this humble frozen custard stand straddles Las Vegas Boulevard and a residential neighborhood nearby. It is located in an area of town that sees a lot of action since it is so close to the Strip. It resides near other popular properties along Las Vegas Boulevard as well, such as: Viva Las Arepas, Art of Flavors, Dino’s Lounge, and many wedding chapels. It also sits fairly close to John S. Park Historic Neighborhood.

Artistic Context

1. Manufacturer: N/A

2. Designer: Architect of Record: N/A

3. Date of Installation: 1973

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): The sign looks old fashioned today because they had it ever since they opened. It is a modest sign to reflect the modest business. The element of the sign that reflects back to the business is the frozen yogurt cone portion of the sign that tells you what the business is for.

6. Artistic Significance (themes and representation, era: time and design, trends, context): This sign uses a symbol to articulate what the business serves. This has been a popular technique for businesses because it is easy for motorists and pedestrians to see what the business is for without having to read any other text.

Surveyor Notes

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

<http://www.luvitfrozencustard.com/history.html>

https://lasvegassun.com/news/2009/sep/16/sketchy-neighborhood-bites-back/

2. Research notes

3. Any other relevant surveyor remarks

Surveyor Lauren Vaccaro Date 8/25/2017

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