Neon Sign Survey

Description of sign(s)

1. Name: MGM Grand

2. Owner:

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| --- |
| MGM RESORTS FESTIVAL GROUNDS LLC880 GRIER DRLAS VEGASNV 89119 |

3. Address: 3799 S Las Vegas Blvd, Las Vegas, NV 89109

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

* owns two lots, 3931 & 3901 Las Vegas BLVD
* between two lots owned, 15 acres total in land

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

* 5 - great condition, obviously maintained due to its high visibility for guests walking up and down the strip.

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

* back to back super pylon sign with LED screen

6. Specific Description:

* super pylon roadside sign that looms over the strip that can be seen for miles, has a thick ladder like design where it is two poles at the bottom, becomes one a third of the way up, gap in the middle again, then joined at the top where Leo the Lion and the word MGM sit. There are two screens on the sign, a much larger LED screen on the left side that takes up half of the signs height and is double sided, on the right side is a much smaller screen maybe a fourth of the height of the sign. The larger sign changes to various ads but the smaller one stays with their in house show “KA” advertised. Leo at the top is internally illuminated, so is the name MGM as both glow a bright vibrant yellow. The support system of the sign is a very dark green, slightly reflective.

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

* LED
* unknown of any other

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

* most likely steel and plastic but unknown for sure

9. Non-neon treatments:

* unknown

10. Animation:

* LED Screen

11. Environment (surrounding properties, neighborhood):

* Other Casinos

Artistic Context

1. Manufacturer:

* Unknown

2. Designer: Architect of Record:

* Unknown

3. Date of Installation:

* Circ. 1994 (Photo of sign in ”The Strip: Las Vegas and the Architecture of the American Dream”)

4. Date(s) of any major redesign/move:

* sometime between 2013 - 2014 the small LED screen was exchanged for the current larger one. (As shown in google map images in folder) But main structure of sign may be original
* Could of been between 2013 to 2014 where the letters were changed from animated to simply staying yellow via footage from 2014 showing the letters stayed yellow : <https://www.youtube.com/watch?v=bKlEo1lDA98>
* This video shows the letters changing colors in 2013 : <https://www.youtube.com/watch?v=MvI0zYL-S2g>
* lettering in this video shows they stay yellow (video from early this year) : <https://www.youtube.com/watch?v=INIY7AUWsT8>
* side note: front facade of building was redesigned sometime between 2011 - 2013 (as shown in google map images in folder)

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context):

* building was inspired by Wizard of Oz with the exterior design resembling the Emerald City and the Lion is a patronage to Leo the Lion also heavily associated with the MGM studio. Sign was just an extension of the theme to the building, and to resemble the “grand” size of the casino as well. (The Strip: Las Vegas and the Architecture of the American Dream”)

6. Artistic Significance (themes and representation, era: time and design, trends, context):

* During the “Disneyland” era of las vegas it started out as an attraction to attract families to come stay at the Wizard of Oz themed casino, then continued to grow with the rest of the city after the Disney Land into the current modern las vegas style.

Surveyor Notes

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

* Museum

2. Research notes

* “The Strip : Las Vegas and the Architecture of the American Dream” by Stefen Al
* Youtube

3. Any other relevant surveyor remarks

* N\A

Danny Jacobs 8/30/2017

**Surveyor Date**

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