Neon Sign Survey

Description of sign(s)

1. Name: Mcdonald's

2. Owner:

* MCDONALDS RESTAURANT OF NV 04873 MCDONALDS USA, LLC PO BOX 743068 DALLAS TX 75374-3068
* HARRAH'S LAS VEGAS L L C %HARRAHS PPTY TAX 1 CAESARS PALACE DR LAS VEGAS NV 89109-8969

3. Address: 3475 S Las Vegas Blvd, Las Vegas, NV 89109

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

* Part of Harrahs property

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

* 5 - great condition, fully functional seems well kept up

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

* Back to Back architectural sign

6. Specific Description:

* Large arch that rests on the side of the building playing off the name “golden arches” for Mcdonald's, a small cabinet sits on the middle of the sign with the full name of Mcdonalds and a small M on the edge of the cabinet. The arch is yellow covered in yellow neon tubing, the cabinet is red with white lettering for the name, the name in white, small M is yellow. The Neon tubing is animated in the sense it will flash on and off and then chase up the arch towards the building, the words and the M stay lit at all times. The sign is on even during the day as shown in many youtube videos. It also has a red base on the sidewalk where guests walk by with another small M in yellow. It looks like the lettering for Mcdonald's and the M are made of plastic and are internally lit.

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

* Neon
* incandescent bulbs

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

* Steel
* fiberglass/plastic

9. Non-neon treatments:

* Unknown

10. Animation:

* Yes, neon flashes on and off then chases up the archway to meet in the middle : <https://www.youtube.com/watch?v=vQcsd2-GdfY&t=2922s> (21 minutes in)

11. Environment (surrounding properties, neighborhood):

* Casino Resorts

Artistic Context

1. Manufacturer:

* Unknown

2. Designer: Architect of Record:

* Unknown

3. Date of Installation:

* unknown

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

* Unknown

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

* No particular theme except for a play on the name “Golden Arches”, probably made to look like the rest of the large neon signs on the strip, their take on “Las Vegas Signage”.

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

* Typical large and bright las vegas signage

Surveyor Notes

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

* Museum

2. Research notes

* N/A

3. Any other relevant surveyor remarks

* Almost no information on this location

Danny Jacobs 9/17/2017

**Surveyor Date**

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