Neon Sign Survey

Description of sign(s)

1. Name: The Gateway Motel

2. Owner: N/A

3. Address: 928 S. Las Vegas BLVD| Las Vegas, NV 89101

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

The Gateway Motel dates back to early 1930’s and could be considered one of the earliest motels to pop up in Las Vegas. Before the name changed to Gateway Motel it was named as the Gateway Auto Court circa 1930-1946 it was known as the Gateway Auto Court. The first sign was built circa 1930’s and their new remodeled sign which is still in use today was built circa 1950’s. The 1950’s sign was originally painted darker colors and had a larger graphic of a gate.

The original 1930’s sign has the streamline moderne influence that was prominent in 1930’s and 40’s. The sign itself is a pole sign with a square structure at the top. The font Auto-Court is in pure neon with that fire-red hue; the font is placed in the middle to stand out the most. The word Gateway is on top of Auto-Court in black with black streamline lines surrounding the word. Underneath is a small wooden board hanging probably stating no vacancy. The background color of the square structure is in pure white and the pole is chrome.

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

The condition of the sign is a 3.5. You can clearly tell there has been no maintenance. Some of the neon is not working when it’s turned on at night. Also, the paint has not had a facelift in a while, and the sun/UV has put some damage on the sign. The reader board has a stained effect from sun damage.

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

Pylon with three separate signs converged into one.

6. Specific Description:

The sign is made out of glass, steel, plastic, and concrete. The color palette is light blue, white and a cream white. The sign is designed in separate sections. The white cream based portion is situated at the top with a gate and bridge illustrative design in glass tubes and neon. The gate itself lights up yellow with red on the side. The font Gateway is larger than the gate and is in the color white when lit up. Underneath the Gateway word is a subliminal directional arrow pointing towards the motel buildings This section is in the color sky blue with the word motel in massive white letters. Underneath the directional arrow is the reader board surrounded by the steel light blue border. The reader board states Free Wi-Fi and HBO. Underneath in the left corner is a small light blue board that states “no vacancy” in neon. These three separate signs are all connected like blocks with a concrete pillar structure holding up the sign. During the evening, the light blue paint is not shown and is just pure black with the neon illuminating the sign.

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

A neon pylon sign

8. Media (steel, plastic, fiberglass, etc): Steel, plastic, concrete, glass and noble gas.

9. Non-neon treatments: None

10. Animation None.

11. Environment (surrounding properties, neighborhood,

7-11 and Dona Maria Tamales.

Artistic Context

1. Manufacturer: N/A

2. Designer: Architect of Record: N/A

3. Date of Installation: Circa 1950s

4. Date(s) of any major redesign/move: From a 1930’s streamline modern sign to a 1950’s Googie architectural roadside motel sign.

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

The sign is influenced by Mid-Century Modern roadside architecture, with the directional arrow as a staple in many motel roadside designs of the 1950’s and 60’s to accommodate the car consumer era.

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

One main trends of the 1950’s designs with neon signs is using illustrative motifs with the inclusion of directional arrows to lend to the highway travelers an idea of where the property is located. To make sure these travelers don’t miss the establishment in an empty road.

Surveyor Notes

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

Assessor's Page, Roadside Architecture Website <http://www.roadarch.com/signs/nvvegas.html> , Neon Museum book *Spectacular,* Vintage Las Vegas <http://vintagelasvegas.com/search/Gateway+Motel>

2. Research notes N/A

3. Any other relevant surveyor remarks

This sign has not been maintained in a while as a few of the neon tubes are no longer working.

Gisselle Tipp August 30, 2017

**Surveyor Date**

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