Neon Sign Survey

Description of sign(s)

1. Name: El Portal

2. Owner: HS Family LP c/o J. Blut

3. Address: 310 Fremont St., Las Vegas, NV 89101-5608 (Assessor’s address is 316 Fremont St.)

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

The building was constructed in 1928 (Assessor). The El Portal Theatre opened June 21, 1928 as the first building in Las Vegas to install air conditioning (Cinema Treasures). The theater closed in the 1970’s and the site became El Portal Gifts and then a Native American arts and crafts store (Cinema Treasures). The current owner has received approval to turn the building into a food court and tavern (Lazara, 2017).

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

Condition is 5. The cabinet, paint and lighting are all in top condition. A few lightbulbs are missing from the light boxes on either side of the sign.

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

Blade

6. Specific Description:

The metal “L” shaped cabinet points inward toward the building. The cabinet is painted turquoise. Two rows of white incandescent bulbs run along the spine of the cabinet. “El” is spelled out horizontally across the top of the sign in white cursive channel letters with the interior outlined in white neon. “PORTAL” runs vertically down the cabinet in sans serif white channel letters with the interiors filled with three rows of white neon. At the bottom of the sign is a white channel arrow which is filled in by three rows of turquoise neon. The sign is inserted between two rectangular lightboxes which angle out from the building to the edge of the sign. The lightboxes are outlined with clear incandescent lightbulbs, have a red and turquoise Native American blanket style design on each end and state “INDIAN ARTS & CRAFTS” in serif Native American style lettering. The lightboxes are made to appear as if they are supported by two totem poles painted in back, white, red and turquoise.

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

Neon and incandescent (with lightboxes adjacent)

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

Steel (and plastic in adjacent lightboxes)

9. Non-neon treatments: Lightboxes adjacent to sign

10. Animation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. Environment (surrounding properties, neighborhood):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Artistic Context

1. Manufacturer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Designer: Architect of Record: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Date of Installation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

The El Portal building is Spanish Colonial style. The lightboxes are Native American style.

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

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Surveyor Notes

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

Cinema Treasures. (n.d.). El Portal Theatre. Retrieved from <http://cinematreasures.org/theaters/1888>

Clark County Recorder’s Office

Lazara, G. (2017 June 13). The old El Portal Theatre to become a tavern. Retrieved from http://www.ktnv.com/news/the-old-el-portal-theatre-to-become-a-tavern

2. Research notes

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3. Any other relevant surveyor remarks

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**Surveyor:** Mitchell Cohen **Date:** August 11, 2016

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