Neon Sign Survey

Description of sign(s)

1. Name: High Hat Regency Motel

2. Owner: Tarighi Bahman and Farideh

3. Address: 1300 Las Vegas Boulevard South, Las Vegas, NV 89104-1325

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

The building was constructed in 1958 (Assessor). A vintage postcard from the 1950’s--or more likely the 1960’s (based upon the automobiles pictured)--shows that the business was previously named the Chevron Motel (Las Vegas motels then and now).

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

Condition is 3-4, fair to good. The pole, cabinets and readerboard are in good condition. Moderate rust is evident around the edges of the top cabinet. The paint is generally in good condition, although there white patches (from repairs?) on the chevron. The neon tubing is entirely intact. Most of the incandescent lightbulbs are present, except for the underside of the lower cabinet, where they are completely absent.

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

6. Specific Description:

A single round white metal pole supports the sign, which is cantilevered toward the street. The cabinets form a rectangular “C” which is open on the motel side. The interior of the “C” surrounds a chevron which points toward the motel. On top of the motel side of the upper cabinet is a metal top hat and cane. The sign is attached to the pole at the side of the lower cabinet, the point of the chevron and the bottom of the upper cabinet. The background color of the sign is sky blue.

The bottom of the face of the lower cabinet has the word “VACANCY” painted in white sans serif letters. The letters are traced in white skeleton neon. To the left, the word “NO” is spelled out in clear skeleton neon sans serif letters. Above the neon letters is a white metal readerboard which has a row of clear incandescent lightbulbs running along the top, bottom and motel side edges.

A single row of clear incandescent lightbulbs runs the entire length of the street side of the sign.

On the street side of the chevron is a blue metal cabinet with the word “MOTEL” spelled in white channel letters. The channels are outlined by white neon tubes, while the interior of the channels are filled with clear or white incandescent lightbulbs.

On the motel side of the “MOTEL” cabinet is a blue chevron which is covered with clear or white incandescent lightbulbs.

The top cabinet features the words “High Hat” spelled out in white cursive letters. Below is the word “REGENCY” painted in white sans serif letters. All wording is traced by white skeleton neon.

On top of the motel side of the upper cabinet is a white top hat with a blue hat band. Running through the hat is a white cane. The hat and cane are traced by white skeleton neon. The hat is covered with white or clear incandescent lightbulbs.

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

Neon, incandescent, readerboard

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

Steel, plastic

9. Non-neon treatments:

Incandescent, readerboard

10. Animation:

Incandescent lightbulbs chase around the frame of the readerboard and down the streetside of the cabinet (Seltzer, 2014). Incandescent lightbulbs flash on the chevron and the hat (Seltzer, 2014). The incandescent lightbulbs on the “MOTEL” letters chase upward (Seltzer, 2014).

11. Environment (surrounding properties, neighborhood):

Las Vegas Boulevard South, north of the Las Vegas Strip

Artistic Context

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

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

3. Date of Installation:

The sign is pictured in a vintage postcard circa 1950’s-1960’s (Las Vegas motels then and now, n.d.). At that time it advertised the Chevron Motel.

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

A vintage postcard circa 1950’s-1960’s shows the Chevron Motel sign as a simple pole mounted with a readerboard and two lightboxes which form a “C” shape open toward the motel (Las Vegas motels then and now, n.d.). A later postcard features the same sign with a chevron in the center and a semi-circular arch which encloses a light ball above the upper cabinet (Connolly, 2012). The current sign retains the chevron, the metal frames of the lightboxes and readerboard (Las Vegas motels then and now, n.d.). A hat and cane have replaced the arch and light ball at the top of the sign (Las Vegas motels then and now, n.d.). The lightboxes have been replaced with metal cabinets with incandescent and neon displays (Las Vegas motels then and now, n.d.).

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

Elegance, sophistication, high society, boomerang/chevron, 1950’s, 1960’s, mid-century,

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)

Clark County Assessor, Parcel No. 162-03-013. (n.d.). Retrieved from <http://www.clarkcountynv.gov/assessor/Pages/PropertyRecords.aspx?H=redrock&P=assrrealprop/pcl.aspx>

Connolly, D. (2012 July 21). Chevron Motel. Retrieved from <https://www.flickr.com/photos/dennisconnolly5059yahoocom/7635650456>

Hagopian, M. (2011 January 28). No vacancy in vintage Vegas. Retrieved <https://hyperallergic.com/15738/no-vacancy-vintage-vegas/>

Las Vegas motels then and now. (n.d.). Chevron Motel. Retrieved from <http://stefanidrivesvegas.com/8.html>

RoadsideArchitecture. (n.d.). High Hat Regency Motel. Retrieved from <http://www.roadarch.com/signs/nvvegas.html>

Seltzer, D. J. (2014 June 1). High Hat Regency Motel sign in Las Vegas [Video recording]. Retrieved from <https://www.youtube.com/watch?v=-bQdw48LVrA>

2. Research notes

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3. Any other relevant surveyor remarks

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Surveyor: Mitchell Cohen Date: September 6, 2017

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