Neon Sign Survey

Description of sign(s)

1. Name: Monterey Motel

2. Owner: Monterey Motel Corp.

3. Address: 1133 Las Vegas Boulevard South, Las Vegas, NV 89104-1305

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

The building was constructed in 1944 (Assessor). The business opened as the Monterey Lodge Motel (RoadsideArchitecture). A vintage postcard from 1954 shows The Monterrey Lodge Motel with much of the current architecture, although a different sign is present (Las Vegas motels then and now). The motel advertises itself as endorsed by several automobile clubs, including the Automobile Association of America (AAA).

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

Condition is 4, good. The cabinets, lightboxes and neon are intact and in good condition. The paint shows slight fading and no flaking or peeling, except for light to moderate deterioration and rust on the bottom of the lower cabinet.

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

6. Specific Description:

Double poles painted in bands of pink topped by bands of white support a rectangular reader board with a pink metal cabinet. Plastic pink sans serif letters spell out “FAMILY UNITS” on the face of the readerboard. On the lower motel side of the readerboard is a rectangular black plastic sign which states, “COLOR TV by RCA” in multi-colored san serif letters. At the top of the cabinet on the motel side is an arrow pointing toward the business. At the top of the north face of the cabinet is white coated skeleton neon tubing which states, “ENTER NO VACANCY” in sans serif letters. On the south face of the cabinet the lettering is reversed to say, “NO VACANCY ENTER”.

Mounted above the readerboard are three poles. The two outside poles are painted white and consist of round pedestals, shafts and capitals. The capitals are outlined in white skeleton neon. The rectangular interior pole is painted pink. A pink, rectangular bar (from an asterisk now covered by plastic wrap advertising) intersects the middle of all three poles.

A rectangular shield shaped metal cabinet painted pink sits on the poles above the readerboard. White sans serif letters outlined in black paint and clear skeleton neon spell out “MOTEL”.

The three poles continue out of the cabinet to support a second pink metal readerboard which features “Monterey” spelled in plastic cursive letters.

The three poles extend above the second reader board where they join to make an arch. The two outside poles are outlined in white skeleton neon.

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

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

9. Non-neon treatments: readerboards

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

11. Environment (surrounding properties, neighborhood): This is located on Las Vegas Boulevard South just north of the strip.

Artistic Context

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

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

3. Date of Installation: Circa 1950’s-1960’s (RoadsideArchitecture)

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

A 2009 photograph shows the sign painted blue (Virus, 2009). Flaking paint under the “COLOR TV by RCA” sign shows an older layer of blue paint. A sign of similar age in the parking lot of the motel is still painted the same light blue shown in the photograph.

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): There is a Googie star on the sign as well as an arch which was a popular 1950’s/60’s sign design. Also they advertise automobile clubs on their sign and have a western ranch style building which are also Mid-Century Modern trends as well.

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

The sign showcases Googie, Western and motor court artistic aspects.

Surveyor Notes

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

Clark County Assessor, Parcel No. 162-03-112-034. Retrieved from <http://www.clarkcountynv.gov/assessor/Pages/PropertyRecords.aspx?H=redrock&P=assrrealprop/pcl.aspx>

Las Vegas motels then and now. (n.d.) Monterey Lodge - 1133 South Las Vegas Blvd. Retrieved from <http://stefanidrivesvegas.com/8.html>

RoadsideArchitecture. (n.d.). Monterey Motel. Retrieved from <http://www.roadarch.com/signs/nvvegas3.html>

Virus, R. (2009 April 5). Monterey Motel, Las Vegas, NV. Retrieved from <https://www.flickr.com/photos/25229906@N00/5769946413/in/photostream/>

2. Research notes

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3. Any other relevant surveyor remarks

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Surveyor: Mitchell Cohen Date: September 4, 2017

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