Neon Sign Survey

Description of sign(s)

1. Name: Motel Hialeah

2. Owner: La Jolla Development Group, LLC

3. Address: 1924 E. Fremont St., Las Vegas, NV 89101

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

The current building was constructed in 1951 (Assessor). One source states that Tinkler’s Motel may have been open on the site in the 1940’s (VintageVegas.com, n.d.). A vintage postcard circa late 1940’s-early 1950’s advertises “Tinkler’s Motel Hialeah”, although the sign shown in the photograph states“ Tinkler’s Motel” (CardCow.com, n.d.). A vintage postcard circa 1950’s-early 1960’s shows the current name,”Hialeah Motel” (Las Vegas motels then and now, n.d.).

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

Condition is 3, fair. The cabinets are intact with no major rust damage. On the east side of the sign, the paint is flaking moderately on the upper arrow cabinet. On the west side, the paint is flaking severely on the upper arrow cabinet as well as the lower cabinet. Most of the incandescent lightbulbs around the upper cabinet remain. All of the neon tubes are gone from both the lower and upper cabinets.

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

Pole sign

6. Specific Description:

The lower cabinet is shaped like three rectangles stacked upward in increasing size. The pole runs through the cabinet, which is cantilevered toward the street. The upper cabinet is shaped like an arrow pointed at the motel.

The pole and lower cabinet are painted forest green. On the lower cabinet, hand painted sans serif letters state, “Hialeah 1924 VACANCY”.

The exterior of the upper arrow-shaped cabinet is painted black. The interior is white. The cabinet is channeled and holes for neon tubing are evident, but no neon remains. Yellow incandescent light bulbs outline the exterior of the cabinet.

At the center of the pole on the hotel side is a horizontal pole from which a small sign may have hung previously.

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

Incandescent lightbulbs; the sign also had neon tubing at one time

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

9. Non-neon treatments: Incandescent lightbulbs

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

11. Environment (surrounding properties, neighborhood): East Fremont Street

Artistic Context

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

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

3. Date of Installation: Possibly 1940’s, likely circa 1950’s-1960’s

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

A vintage postcard circa late 1940’s-early 1950’s (CardCow.com, n.d.) shows a small sign which has either been replaced or modified over time. The sign consists of three cabinets mounted symmetrically on a pole. The lower cabinet is painted white and states, “AIR CONDITIONED” or “AIR CONDITIONER”. The large central cabinet is black and states, “MOTEL”. The smaller upper cabinet is painted black and advertises, “Tinkler’s”.

A vintage postcard circa 1950’s-early 1960’s (Las Vegas motels then and now, n.d.). shows the current pole and cantilevered lower cabinet without the upper arrow-shaped cabinet. On the lower hotel side of the sign hangs a small yellow sign. Some or all of the lettering is traced with neon letters.

By the late 1980’s, the motel arrow had been added (VintageLasVegas.com, 2017). “MOTEL” is spelled out in red neon inside the channel of the arrow. The lower cabinet is painted green. “T.V.” is spelled in black sans serif letters outlined in white. “Hialeah” is painted in white sans serif letters traced by clear neon letters. Below Hialeah is illegible clear neon, possibly “AIR CONDITIONING” or “AIR CONDITIONER”. At the bottom of the lower cabinet “HAMBURGERS”, “HOT DOGS” and “VACANCY” are spelled out in white san serif letters.

A photograph taken sometime between the 1980’s and 2008 (Jacobson, n.d.) shows the lettering on the lower cabinet simplified to the current design, except “T.V”” is still painted to the left of “HIALEAH”. Three yellow skeleton neon waves underline “T.V.” and two more indistinguishable neon tubes of the same type sit over the “T”. Some neon around “HIALEAH”in the lower cabinet and all of the neon around “MOTEL”in the upper arrow-shaped cabinet remain.

By 2008, the sign had reached its current design (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):

Horseracing (the motel name references Hialeah Park Racetrack in Hialeah, Florida; vintage postcard shows grass and racetrack type fencing [Las Vegas motels then and now, n.d.])

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

This location maintains the Horse Racing theme with their name. They also showcase 1940’s(possibly), 1950’s-1960’s eras themes with emergence and prominence of the motor courts during those eras.

Surveyor Notes

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

CardCow.com. (n.d.). Tinler’s [sic] Motel Hialeah. Retrieved from <https://www.cardcow.com/281785/tinlers-motel-hialeah-las-vegas-nevada/>

Clark County Assessor, parcel no. 139-35-803-004. Retrieved from <http://www.clarkcountynv.gov/assessor/Pages/PropertyRecords.aspx?H=redrock&P=assrrealprop/pcl.aspx>

Jacobson, J. (n.d.). Hialeah Motel [private image, copyright applies]. Retrieved from <http://www.pbase.com/easystreet/image/103828763>

Las Vegas motels then and now. (n.d.). 15: Hialeah Motel. Retrieved from <http://stefanidrivesvegas.com/2.html>

VintageLasVegas.com. (n.d.). Downtown Las Vegas hotels & casinos 1931-2000. Retrieved from <http://vintagelasvegas.com/downtown>

VintageLasVegas.com. (2017 February 2). Hialeah Motel. Retrieved from <http://vintagelasvegas.com/tagged/Hialeah-Motel>

2. Research notes

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3. Any other relevant surveyor remarks

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Surveyor Date

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