Neon Sign Survey

Description of sign(s)

1. Name: \_\_\_\_\_PBR Sign \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Owner: \_PBR Donated, but a part of Fremont Street East, so no specific owner \_\_\_\_\_\_\_

3. Address: \_\_\_East\_Fremont and Las Vegas Blvd. N\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3b. Additional Site Details (information on site, site history, owner comments): \_PBR held a revealing party when installed in 2015, right next to The Park on Fremont. YESCO manufactured the 30 feet tall sign is nicknamed ‘Cool Blue’. Previous to this sign in this location the Maharaja Hookah Cafe had their signage in the same location previous to 2013. \_\_\_\_\_\_\_\_\_\_

4. Condition (1-5 scale, with 5 being excellent, written description): \_\_5, just installed in 2015 so neon and paint are still in great condition\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Form (pylon, blade, porte cochere, etc): \_\_\_\_Free Standing Sign \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Specific Description: 30 feet tall, the sign is nicknamed ‘Cool Blue’. A 30 foot waiter holding his arm out with 3 beers on his arm and one in his hand. The beers are animated with them lighting up in order starting with the one closest to his body. His arm is resting on a PBR can. The waiter’s shirt and cheeks illuminate red neon while the rest of his body illuminates a blue argon. The PBR beer can illuminates red and blue as well. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

8. Media (steel, plastic, fiberglass, etc): \_\_Steel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. Non-neon treatments: \_\_\_\_\_\_\_\_\_\_N/A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Animation: \_\_The Beer cans on the waiter’s arm light up in order, starting with the one closest to his body. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. Environment (surrounding properties, neighborhood):\_\_\_\_\_\_In the parking lot on the corner of Las Vegas Blvd. North and Fremont St. East starting on the Fremont Street East District were other freestanding Neon signs are as well. Located next to The Park on Fremont.

Artistic Context

1. Manufacturer: \_\_\_\_\_\_YESCO\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2. Designer: Architect of Record: \_\_\_\_\_\_\_\_\_Not available \_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Date of Installation: \_\_\_\_2015\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Date(s) of any major redesign/move: \_\_\_\_\_\_Remained in same location and design since 2015\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context):   
\_\_\_\_\_\_\_Looks like a retro sign/ advertisement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Artistic Significance (themes and representation, era: time and design, trends, context): \_The retro theme makes it look like a throwback to 1950’s/60’s advertisement. Also since it is for a beer company it shows that Neon does not always have to be for the Casino’s here in Vegas. This is one of the first freestanding signs you see in the Fremont Street East District, thus showing that the Neon community downtown still is thriving and still defines our culture here.

Surveyor Notes

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

\_\_\_\_\_YESCO website <http://www.yesco.com/news/yesco-installs-pabst-blue-ribbon-neon-sign/> , Vital Vegas website <https://vitalvegas.com/downtowns-fremont-east-gets-a-new-neon-sign-courtesy-of-pbr/> , google map roadside view \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Research notes

\_\_\_Yesco recorded a great short video of the creation of this sign that they uploaded on their website <http://www.yesco.com/news/yesco-installs-pabst-blue-ribbon-neon-sign/> \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Any other relevant surveyor remarks

\_\_\_Since this is a freestanding sign it is difficult to find any specific information on a single owner or why this sign was placed there specifically\_ \_

\_\_\_Emily Fellmer\_\_\_\_\_\_\_\_\_\_\_ \_\_July 22, 2017\_\_\_\_\_\_\_\_\_

Surveyor Date

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