Neon Sign Survey

Description of sign(s)

1. Name: \_Palm Piazza\_

2. Owner: Zen Real Estate Holding\_

3. Address: 1919 Fremont St 89101

3b. Additional Site Details (information on site, site history, owner comments): This building dates back to 1936 made for commercial living accommodations/ deluxe motel. Previous to the Palm Piazza opening this location was called the Ariza Motel which was abandoned for a few years. Kamran Foulad in 2013 purchased this building to renovate it in an effort to revitalize downtown. The Palm Piazza opened as an apartment complex in late 2013.

4. Condition (1-5 scale, with 5 being excellent, written description): 4- slight fading but still in good condition

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

6. Specific Description: There is a black base fo the sign that is not very tall which holds a backlit plastic sign that has an image of a lady under a palm-tree leaf canopy and the location’s phone number in black numbers. Above this is a blue steel backing that in the shape of a sideways trapezoid which is about half of the width of the black sign beneath it (and is laid on the building side of the sign). This portion has black backlit plastic letters that spell out “The Palm Piazza” in a bubbly cursive font towards the top of the sign. Then below this in yellow skeletal neon tubes they have “Luxury Living” spelt out in a thin tight cursive font. On the road side of the sign there is an arrow blue steel arrow that points down towards the black portion of the sign. The arrow is outlined in yellow neon tubes and has “Enjoy Las Vegas” in clear print font skeletal neon tubes.

7. Type of Display (neon, incandescent, etc): Neon and backlit plastic signs\_

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

9. Non-neon treatments: Plastic portion of the sign\_

10. Animation: \_\_N/A\_\_\_

11. Environment (surrounding properties, neighborhood):\_This area is located East Fremont close to Bruce Street. There are other motels surrounding this area. T

Artistic Context

1. Manufacturer: N/A\_\_

2. Designer: Architect of Record: \_N/A\_

3. Date of Installation: 2013 in the form that we see today, though it looks as though they repurposed/redesigned the sign that the Ariza Motel (previous property name) had. The previous sign has been up since at least 2007

4. Date(s) of any major redesign/move: 2013- Ariza Motel blade taken down and the rest of the sign redesigned for the Palm Piazza

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): Previous to the apartment complex it was a motel and their signs still has remnants of that 1950/60’s motel sign look with the arrow.

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

Surveyor Notes

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

Assesor’s Page, Review Journal article discussing the rennovation of the building <https://www.reviewjournal.com/local/local-las-vegas/developer-eyeing-overlooked-las-vegas-downtown-area-gets-city-boost/>, Google map sattelite/ roadside view

2. Research notes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Any other relevant surveyor remarks

On the top portion of the blue steel sign there are 3 short black steel beams coming out of it which used to hold an old MOTEL blade sign which was taken down around 2013.

\_Emily Fellmer \_\_\_September 9, 2017\_\_

Surveyor Date

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