Neon Sign Survey

Description of sign(s)

1. Name: Somerset Shopping Center

2. Owner: Somerset Shopping Center CO LP

3. Address: 252 Convention Center Dr, Las Vegas, NV 89109

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

This shopping center was built in 1966 next to the Somerset House Motel. The motel was demolished in 2011; however, the shopping center is still around. Some businesses that reside in the shopping center include: a hair and nail salon, a dry cleaners, an Ethiopian restaurant, and a place for banquets to name a few.

4. Condition (1-5 scale, with 5 being excellent, written description): 5, the sign is in beautiful condition.

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

6. Specific Description: This pole sign sits close to the street so motorists and pedestrians can view it easily. A light blue pole holds up the main portion of this sign, as well as backlit plastic signs on each side of the pole that display what businesses are in the shopping center. The sign itself consists of a yellow ring that encircles three other signs. This yellow circle is covered in incandescent light bulbs that chase when the sign is lit up at night. Also, extending from this yellow circle are light blue poles in various lengths that are surrounded in neon tubes and oscillate around the yellow circle when the sign is lit up at night. In the center of the circle are three signs. The first sign is an elongated oval that has the word “SOMERSET” painted on it in bold white letters with a black outline on a light blue background. Neon tubes outline these letters. The sign under that is a large rectangle shape with each of the sides curving inward. There are also incandescent light bulbs lining the outer edge of this sign that chase when the sign is lit up. This sign has the word “SHOPPING” painted on it in bold white text against a red background. Neon tubes outline each letter of this word. The sign under this is another elongated oval that is a similar size to the “SOMERSET” sign. This sign reads “CENTER” in bold white text against a red background and neon tubes outline this word as well.

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

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

9. Non-neon treatments: Paint

10. Animation: Oscillation and chasing

11. Environment (surrounding properties, neighborhood): The shopping center that this sign is located in is about a block away from the Strip and is near a few monumental properties. It resides close to the Las Vegas Country Club, the Las Vegas Convention Center, and the Guardian Angel Cathedral that Paul Revere Williams designed. It is down the road from casinos like the Wynn, Encore, Circus Circus, and the Westgate. The Peppermill, an iconic Las Vegas restaurant, is down the street as well. It was down the street from the Stardust when that property was up and running.

Artistic Context

1. Manufacturer: YESCO

2. Designer: Architect of Record: N/A

3. Date of Installation: Most likely 1966, 1960’s era

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

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): The design of this sign is very eye-catching from the road, as are many roadside signs throughout this era of the city. Bold text and light animation make this a standout sign to attract motorists and pedestrians to the shopping center.

6. Artistic Significance (themes and representation, era: time and design, trends, context): This sign appears to have some Googie design influence throughout it. It has a space age feel to it because of the yellow circle that surrounds the “SOMERSET SHOPPING CENTER” signs and the blue poles that extend from it also add to this style.

Surveyor Notes

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

Assessor’s Page <http://www.clarkcountynv.gov/assessor/Pages/searchbybusinessname.aspx> , Vintage Las Vegas website

<http://vintagelasvegas.com/search/somerset> , Roadside architecture website

http://www.roadarch.com/signs/nvvegas.html

2. Research notes

3. Any other relevant surveyor remarks

Surveyor Lauren Vaccaro Date 9/1/2017

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