Neon Sign Survey

Description of sign(s)

1. Name: Tod Motor Motel

2. Owner: Ron and Carol Tadmor; Herb Sider

3. Address: 1508 Las Vegas Blvd S, Las Vegas, NV 89104

3b. Additional Site Details (information on site, site history, owner comments): Opened in 1962, the Tod Motor Motel was an exciting contribution to Las Vegas Boulevard. However, hard financial times and changing environments altered the motel scene after several years of being open. After a period of prostitution and drug deals, new owners renovated the hotel from top to bottom: new façade, carpet, and furnishings. In 2005 ownership changed again and the new owners sought to expand the property. The neighboring properties, however, refused to sell and the owner of Tod tried to get approval to sell units as condos. The Tod Motor Motel has since closed. The entrance is boarded up and the exterior is covered in graffiti.

4. Condition (1-5 scale, with 5 being excellent, written description): About 4-5, appears to have relatively low damage, if any

5. Form (pylon, blade, porte cochere, etc): Street pylon and porte cochere near front office

6. Specific Description: Green V-shape with “Tod motor Motel” in orange block letters overlaid, metal pole protruding atop “o” in “Tod” with red, outline sphere attached

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

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

9. Non-neon treatments: Blue, metal lettering placed on side and front of hotel, spells out “Tod Motor Motel,” large painted flowers on side and front near blue lettering; pink, diamond-shaped railing along exterior

10. Animation: None

11.  Environment (surrounding properties, neighborhood): Near the base of the Stratosphere, neighboring Dino’s Lounge

Artistic Context

1. Manufacturer:

2. Designer: Architect of Record:

3. Date of Installation: 1962

4. Date(s) of any major redesign/move: Renovated and remodeled after new ownership, sometime in the mid-2000’s

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context):

6. Artistic Significance (themes and representation, era: time and design, trends, context): Design and patterns similar to South Beach (Miami) hotels, tropical element

Surveyor Notes

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

Archives, old website , recorder’s office

2. Research notes: The property is rather decrepit now and quite run down, though, it was surprising to see the neon sign in such good condition (comparatively).

3. Any other relevant surveyor remarks

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**Surveyor Date**

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