

Citgo Sign

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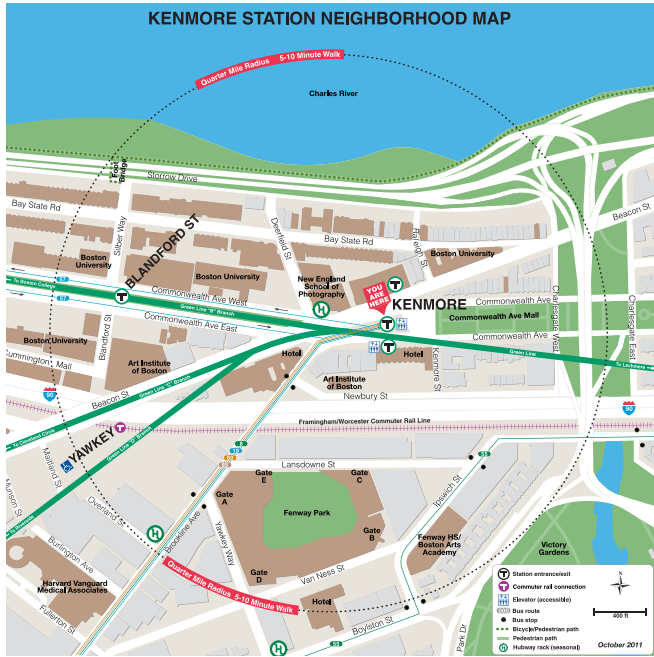
Completed: 1940
Address: 660 Beacon Street
Creator: Citgo Petroleum Corporation
Materials and Use: Neon tubes / Billboard
Size: 60ftx60ft (3600ft²)
URL: <https://www.citgo.com/AboutCITGO/BostonSign.jsp>



On display during a cloudy Boston day.



The Citgo sign with the famous Boston skyline in the background.





A view of the sign from Commonwealth Ave.

Located in the heart of Kenmore Square, a bustling hub for traffic, both vehicular and subway, the Citgo sign has been mounted on top of the 660 Beacon Street building since 1940, a landmark highly visible from all sides and from afar. The mixed-use district offers a rich array of restaurants, pubs and small shops. The area is also home to several academic institutions including Boston University, and the New England School of Photography. The iconic Fenway Park is near-by. This part of the Back Bay Fens is packed with various types of activity and is very accessible from anywhere in Boston.



A view looking down Brookline Ave.

Installed in 1940, the Citgo Sign design replaced a “City Services” sign and since then has undergone many makeovers. When Citgo sited the 3,600 square foot, neon lit billboard it represented the cutting edge of advertising technology. Originally made from neon tubes, in 2005 the sign was converted to eco friendly LED’s. It was turned off during the 70’s due to administrative changes and thus also brought awareness to environmental issues. The landmark was relit following a private initiative and is maintained today by the “Keeper of the Sign”, Martin Foley of Foley Electric. To complete repairs Foley climbs on a wooden swing that is attached to the frame. “The Keeper” has become a local celebrity and occasional fixture of Beantown’s skyline.