Preservation Chicago Unveils the 2015 **Chicago 7 Most Threatened...**

**Neon Signs**  
Throughout the City

**OVERVIEW:**  
Chicago's historic neon signs were once a prominent part of Chicago's landscape and cityscape, fronting almost every commercial street throughout the city. Once a popular form of advertising from the 1930s to the 1960s, the neon sign graced such buildings as The Drake Hotel, the Marshall Field & Company Store, Santa Fe Building, restaurants and all sorts of businesses. While many examples remain, they are becoming rare celebrated features.

**THREAT:**  
Preservation Chicago has been instrumental in trying to encourage retention, restoration and reuse of these signs, both recently and in the past. However, the cost of maintaining them, coupled with regulations and regular inspections of these signs have sometimes resulted in their loss and replacement with other less vibrant forms of advertisements.

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**Photo credits:**  
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