

New Bedford's Paul Revere Sign Coming Down

City officials announced today they will take down a neon sign of Paul Revere on horseback that is visible from I-195 in New Bedford to prevent irreparable damage to the structure and for safety reasons.

In its current unstable state, the sign poses a public safety hazard and its present location has complicated efforts to conduct regular maintenance. The City of New Bedford will store the sign and message board while officials work to engage the community in a dialogue around its restoration and relocation.

The 60-foot sign once sat atop the Revere Copper and Brass factory on North Front Street. A demolition company hired to remove the sign from the factory's rooftop decided against scrapping it and donated it to the restoration effort. In a team effort, WHALE, Greater New Bedford Regional Vocational Technical High School and the City of New Bedford restored the sign in 1998. New Bedford businesses Beaumont Signs and Poyant Signs also contributed in-kind services to the restoration.

Estimates to fully restore the sign now range between \$250,000 and \$300,000. The City is committed to working with the community to both examine all possible funding opportunities and to identify a new location for the sign.

"We realize the Paul Revere Sign is treasured by the community and that is why we simply cannot risk the possibility of it falling off of its post or deteriorating beyond repair. The City will store the sign safely until it can be repaired and we will actively seek the public's support and input regarding its restoration and relocation," said Ken Blanchard, Acting Commissioner of the Department of Public Facilities.