

Massachusetts Street



Speed  
3 MPH  
20 MPH

Symbol  
symbol, sign, building ratio  
W

Iowa Street



40 MPH  
45 MPH

W

### THESIS

In Robert Venturi's exploration of Las Vegas, he has made a connection between the architectural space and the symbolism of the strip. The signs along the Las Vegas strip can be seen from the highway and have become a way to communicate over space. The same can be said for the signs that exist on Massachusetts and Iowa Streets in Lawrence. Each block of those streets is defined by the signs on them that stand out the most. This fact further supports Venturi's theory that the signs and symbols have become more important than the architecture itself.

An example of this would be Iowa Street. The buildings along Iowa are unappealing and are primarily for commercial use only. The signs that are found along Iowa are placed close to the edge of the street, so they can be seen from both sides. There is little to no walking traffic along Iowa, which is why the 'billboard like' signage is so effective. When you are on Iowa, you know what you are looking for. The signs of the main stores help someone to know where they are, instead of knowing the numbers of the side streets.

Numbered streets can be hard to remember, which is why the same phenomenon occurs on Massachusetts Street. The largest signs along the street are for stores that accumulate a lot of business, and also those on the corners. Signs are less necessary on Massachusetts because the majority of the traffic along the road is walking. One doesn't necessarily go to there looking for one thing like they would on Iowa, so the signs serve less of an advertising purpose. However, they are still effective in the fact that they define the blocks that they are located on.

### LEGEND

-  Building Ratio
-  Sign
-  Symbol
-  Hotel
-  Store
-  Bar
-  Restaurant
-  Car Dealership/ Car Repair

Iowa Street



Massachusetts Street

