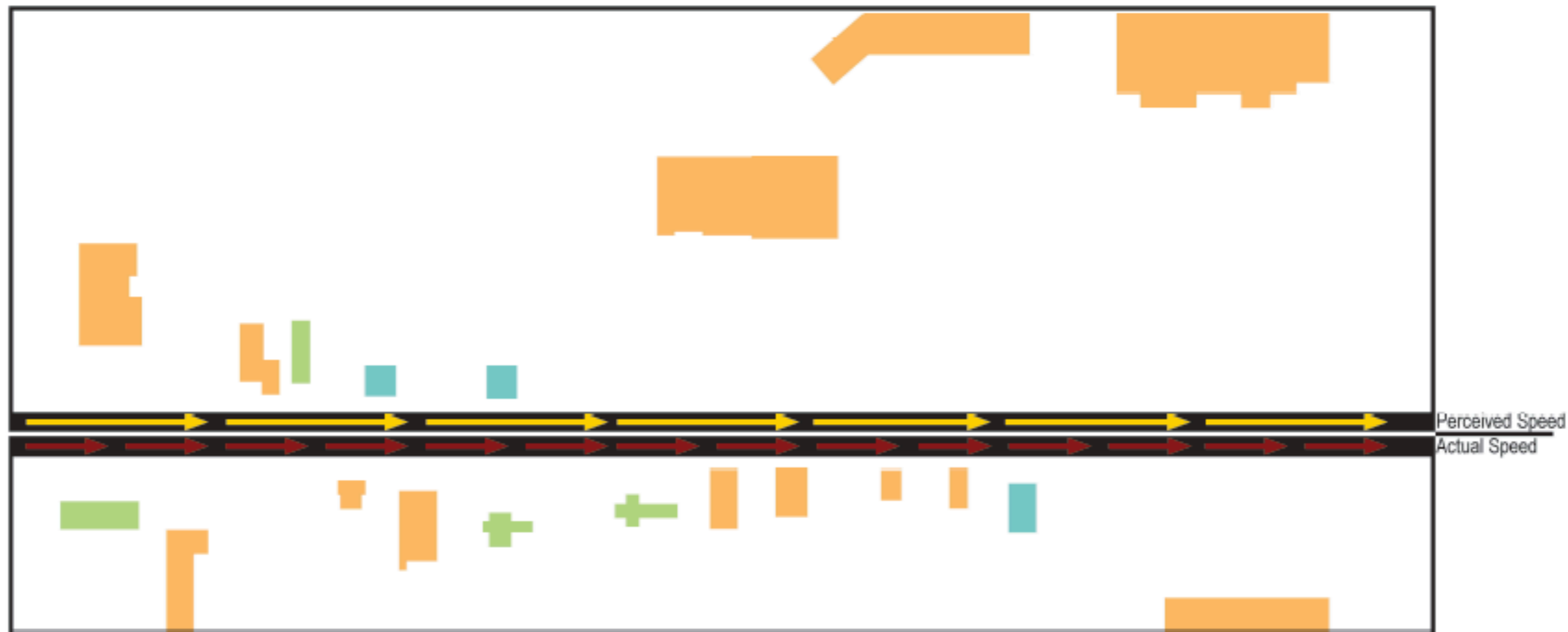
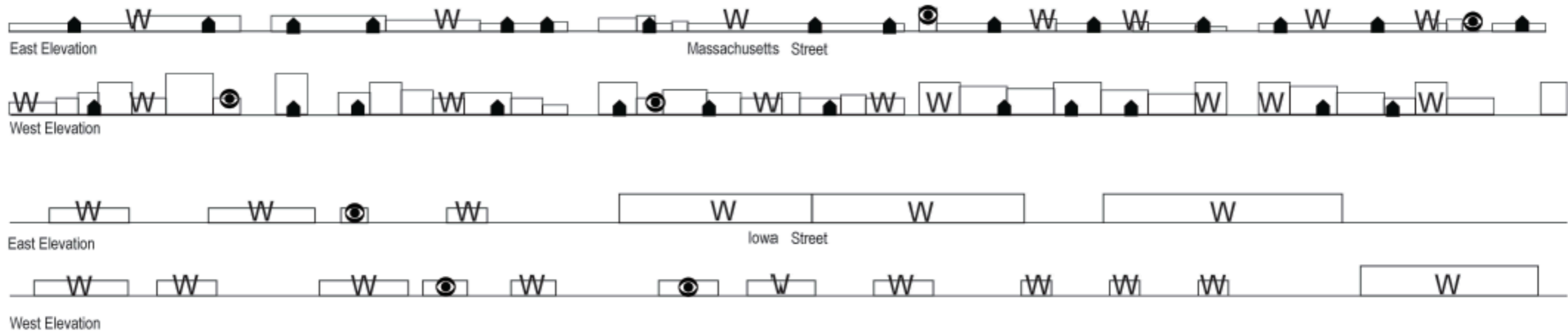


Elevations and Signage

LEGEND:  Window Signage  Verbal Signage  Symbol Signage



THESIS

"The commercial persuasion of road side eclecticism provokes bold impact in the vast and complex setting of a new landscape of big spaces, high speeds, and complex programs." (Venturi)

In *Learning from Las Vegas: The Forgotten Symbolism of Architectural Form*, Venturi points out how the huge billboard signs in Las Vegas is "an architecture of communication over space" (Venturi). These signs get information across to drivers in a clear, quick, manner. This is unlike times before high speed vehicles, where one would have to get closer to a place to experience it. The speed at which you travel determines your experience. Lawrence, Kansas may be a small college town, but the urban fabric is uniquely diverse. On the north side of east Lawrence, there is Massachusetts Street. On the south west side of Lawrence, there is Iowa Street. Both of these are very important to the town and serve different purposes. Massachusetts Street creates access to the downtown area filled with small (mostly local) businesses that provide shopping, food, and various services. Walking is encouraged by the wide sidewalks and limited street parking. Iowa Street is very different in the fact that it is a four-lane highway that runs through town (also known as highway 59) and is thus made for automobile travel. It is home to big-box stores such as Wal-Mart and JCPennays. Even though you travel at two different speeds on these roads while in a car, I argue that the space created by the buildings alter your perception and create a feeling with the opposite effect. Massachusetts Street is narrow surrounded by tall buildings looming over you, making 20mph seem very fast. Iowa Street is much more open with buildings distanced away from the road, making your speed seem slower. Because you have different perception of your speed, your experience varies.

LEGEND

-  Food & Drink
-  Service
-  Retail