

SACRED SPACE

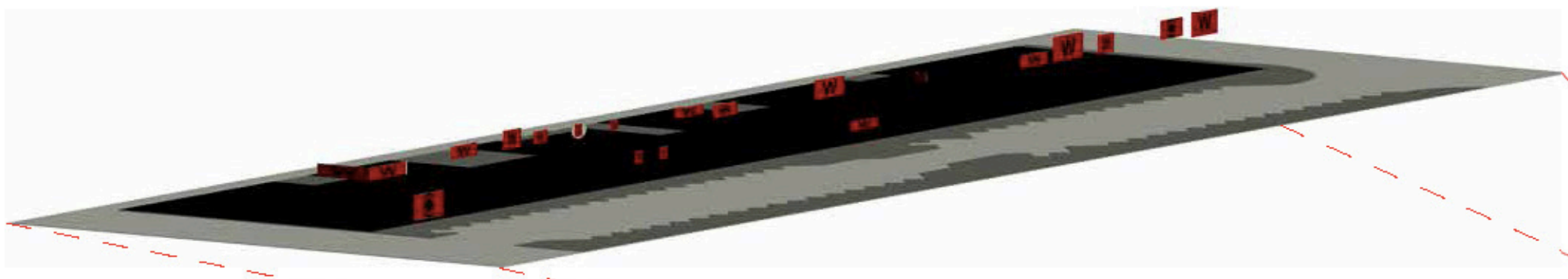
Lawrence, KS

In *Learning From Las Vegas*, Venturi writes about Architect's fascination with space. He says that it is important "because Space is Sacred." Unfortunately, not everyone values space in the same regard. The difference between Iowa Street and Massachusetts Street in Lawrence, KS is the amount of space that each covers, and how it covers that space. This becomes evident in the placement and size of signs along the two roads.

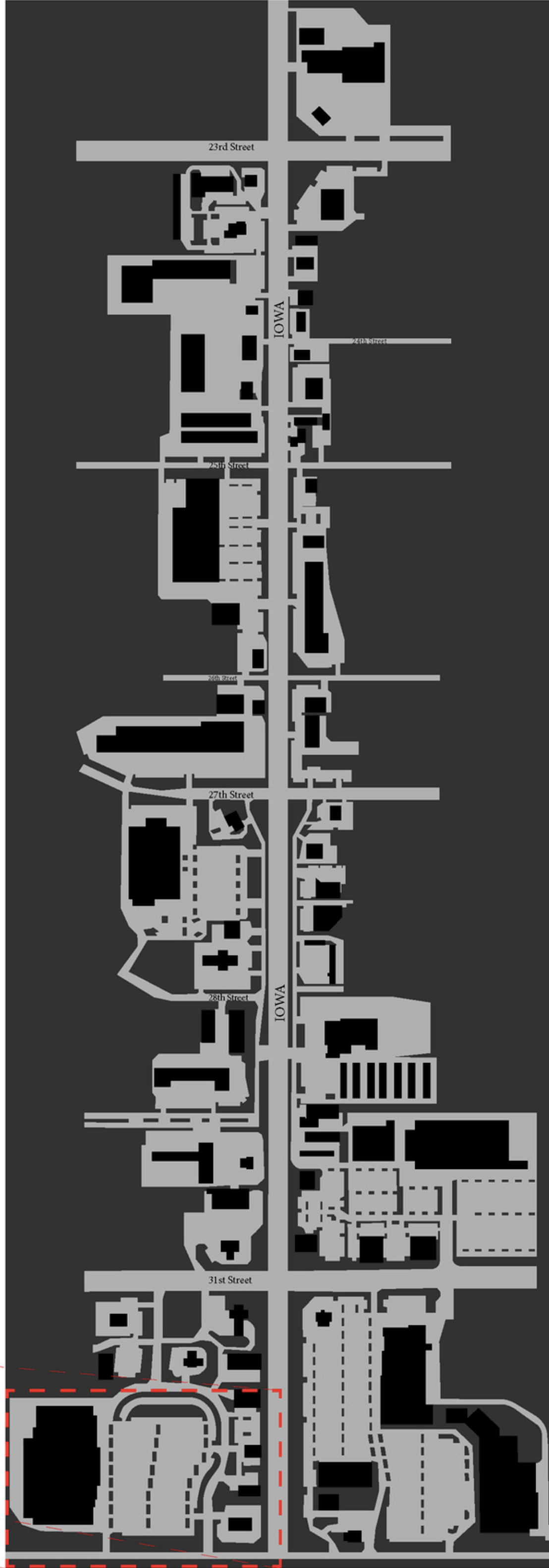
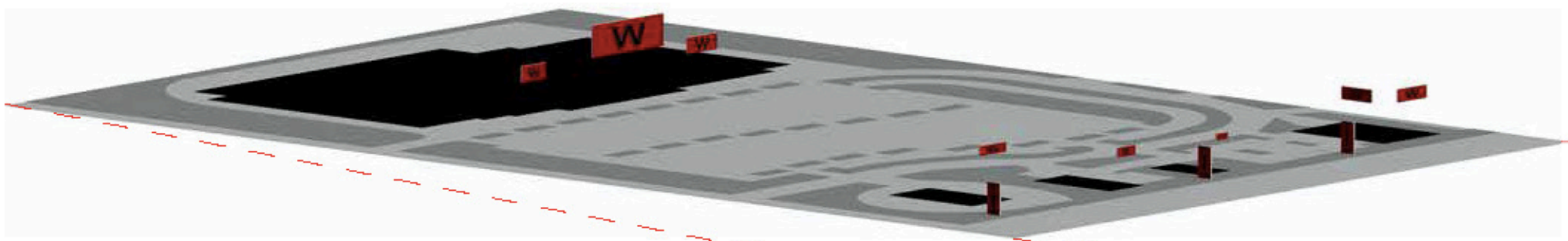
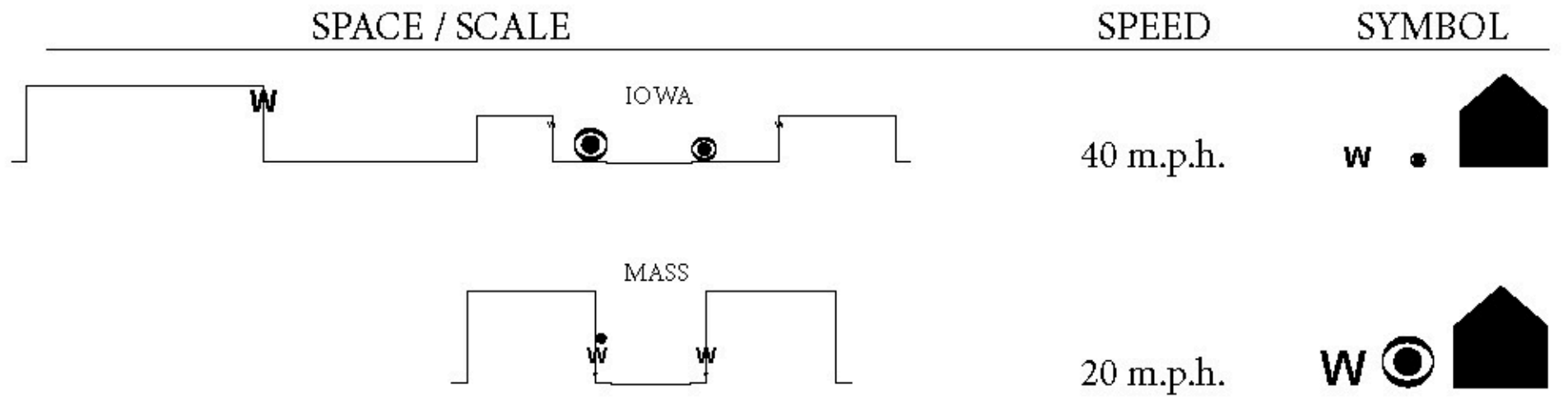
Mass St. is densely packed, its building facades face the street with the majority of parking in the rear. The signs are parallel to the street as well, intended to be read by the pedestrian and slow traveling car alike. The signs are numerous due to the density of businesses, however it is not uncommon for a building to not have a sign and merely write on the window or lure shoppers in with their display of goods. Massachusetts Street has history behind it, it was planned, it is a sacred space.

Iowa Street is not a sacred space. The street is wide and the speed limit is double that of Mass. Many businesses on Iowa do not even have direct access to Iowa St. There isn't a 30th St that intersects Iowa, instead there are car dealerships and Best Buys. The signs are perpendicular to the street and branded with corporate logos intended to catch the eye of the driver on his or her way to Wal-Mart. Though massive in size, the buildings are sparsely scattered around the parking lots. Walking is impossible and dangerous through large spans of pavement.

The two roads couldn't be more different. One promotes a progressive small town, local environment while the other promotes instant gratification, and a lack of planning.



DIRECTIONAL SPACE



LEGEND

- Road/Parking
- Building

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1"=200'