RETAIL SIGNAGE OF SYRACUSE, NEW YORK

DESIGNED BY: BEN BOSSCLAIR | LSA 496 | FIELD OF EXTRAORDINARY OBJECTS

SIGNS ON A BUILDING FACADE

CALCIA'S AUTO CENTER
48

CTS CLEAN
30
*good site for industrial photographs

HONDA
10

FREESTANDING SIGNS

PATSY'S PIZZA
14

VALLEY 1-HOUR CLEANERS
41
*very old sign in high signage area
** unque sign on building as well

BROOKLYN PICKLE
47
*unique shape

ROSAMOND GIFFORD ZOO
22

ROSIE RESTAURANT / BAR
49
*unique shape

THE GEM DINER
59
*new sign replicated to match original sign

SIGNS ON BUILDING | PERPENDICULAR TO FACADE

HARRISON BAKERY
55

FRANKLIN & CO.
2
*painting on front of building

ARTISTRY SALON
71

POOLERS GROCERY & DELI
19

CITY OF SYRACUSE ZONING ORDINANCE- PART C, SECTION VI: SIGNS

http://www.syracuse.ny.us/pdfs/Zoning/Zoning%20Ordinance%20Part%20C.pdf (start page 94.)

LOCATION TYPES

1. Ground Sign:
A sign which is supported by one (1) or more uprights or braces in or upon the ground.

2. Marquee Sign:
A sign attached to, or hung from a marquee. Marquee means a canopy or similar structure projecting from a building.

3. Projecting Sign:
A sign which is affixed to any building wall or structure and extends beyond the building wall or parts thereof, structure, building line, or property line more than fifteen (15) inches horizontally, and no portion of which projects above the roof line or parapet of a building.

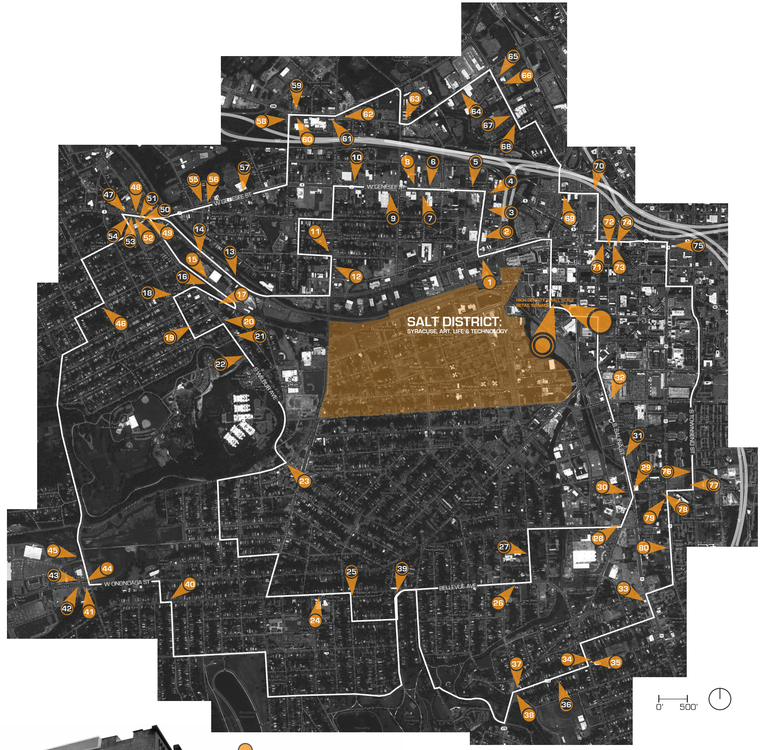
4. Roof Sign:
A sign, any portion of which is either situated above the upper edge of any building wall or parapet (except as otherwise provided for in subdivision 5 below) or erected or painted on or above the roof covering any portion of a building, including signs supported on the roof or on an independent structural frame or located on the side or roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

5. Wall Sign:
A sign which is affixed and parallel to an exterior wall of a building, projecting not more than fifteen (15) inches therefrom, and extending not more than three (3) feet above the roof line or parapet of the building; where a sign extends above three (3) feet, it shall be considered a roof sign.

AN ARTIST'S TOUR

TAKE A STROLL THROUGH THE HISTORIC NEIGHBORHOODS OF SYRACUSE, NY. START IN THE SALT DISTRICT AND TRAVEL ONE OF THE TWO ROUTE'S; EXPLORING THE CITIES CULTURE THROUGH ITS SIGNS ALONG THE WAY. TO THE NORTH YOU WILL FIND MANY INDUSTRIAL AND LARGE COMMERCIAL SIGNS. AS YOU HEAD DOWNTOWN SIGNS WILL SHRINK IN SIZE AS THE BUILDINGS CLOSE IN AND BECOME VERY DENSE IN NATURE. FINALLY AS YOUR JOURNEY TAKES YOU INTO RESIDENTIAL AREAS, SIGNS WILL BECOME A PART OF THE COMMUNITY, SERVING SMALL CORNER AND GROCERY STORES THE COMMUNITY FREQUENTS OFTEN.

A CIRCULAR ROUTE AROUND THE CENTRAL AREAS OF SYRACUSE, NY REVEALS SIGNAGE TYPES RELATED TO RETAIL SHOPS. LOWER INCOME NEIGHBORHOODS WERE DOMINATED BY SMALL CORNER STORES, WHILE MIDDLE INCOME AREAS AND DOWNTOWN WERE HOME TO SMALL BUSINESSES AND CHAIN STORES.



SIGN ON BUILDING FACADE

FREESTANDING SIGN & BUILDING FACADE SIGNAGE

SIGN ON BUILDING | PERPENDICULAR TO FACADE

*EACH NUMBER IS LOCATION OF A DIFFERENT SIGN

INFORMATION ON THE SYRACUSE SALT DISTRICT:
scan QR code...http://www.saltdistrict.com