

R·I·T

Hertel Avenue Buffalo, New York

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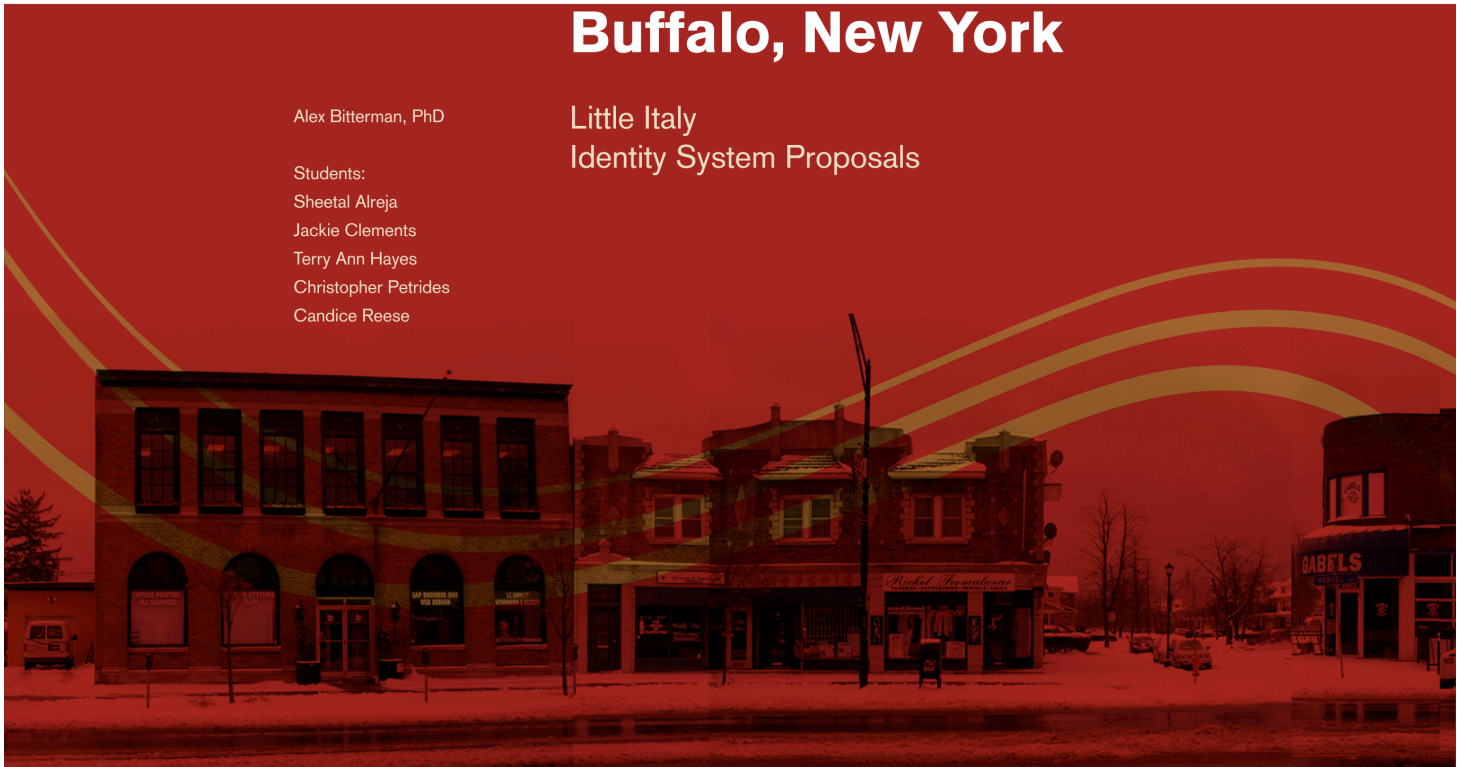
Terry Ann Hayes

Christopher Petrides

Candice Reese

Little Italy

Identity System Proposals



Hertel Avenue “Little Italy”

Buffalo, New York
Identity System Proposals

R·I·T

Rochester Institute of Technology

School of Design

College of Imaging Arts and Sciences

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JOE'S SHOE REPAIR

CITY GROCERY 1225

FOR
RENT
1225

NO
PARKING
FOR
LOADING
UNLOADING
2
HOURS
DAILY
8:00AM
-
6:00PM

1231
REPAIR
SHOE REPAIR
SHOE REPAIR
CLOSED

Marlboro
\$ 7.10
\$ 6.90



History of Buffalo's Italian Population and Hertel Avenue



This picture shows a family of Italian immigrants who have just arrived in Buffalo, with very few possessions ('Recovery').

Year	City of Buffalo Population	Italian-American Population in Buffalo
1850	42,2261	7
1892	260,000	2,500
1900	352,387	6,000
1920	506,775	16,000
1930	570,760	20,000

The table above shows the large increase in Italian-Americans from 1850 to the early part of the 20th century ('Italians in Buffalo')



Advertisement for Luigi (Louis) Onetto Macaroni products. ('The Immigrant Experience')

Arrival of Italians in Buffalo

Approximately 50 years after the town of Buffalo was founded, Luigi Chiesa arrived as the first Italian immigrant in 1848. His name was eventually anglicized to Louis Church, and he set up a store along Genesee and Elm selling bird cages and mouse traps (Cardinale). Waves of other Italians gradually followed Luigi, and during the 1880s and 1890s, fourteen thousand immigrants left their native villages for Buffalo. Italians left their homeland for various reasons, including drought, crop failure, and high taxes (Eberle).

They settled in various neighborhoods that remained divided according to the part of Italy they came from. A large group of Sicilians settled in the Canal District on the Lower West Side of the city. (crowding several generations into small tenement buildings). This area in the lower West Side became known as Buffalo's Little Italy, particularly the area from the very southwest corner of Main Street, through Niagara Street's

northern tip and west to the water ('The Immigrant Experience'). People from Calabria, in very south of Italy, settled in South Buffalo. The Campanese from Naples went to the downtown area, and the Campobassese regrouped in the southeast Lovejoy area (Eberle). Each of these little pockets were relatively isolated from the rest of Buffalo, providing a safe haven for immigrants amidst the challenges and hardships of a new country (Goldman 180-1).

Italian men typically began doing heavy labor in Buffalo, in construction or along the docks. They often found work through a 'padrone,' a fellow Italian who would ease their transition to America. Despite their helpfulness, many padrones exploited the new immigrants by charging huge fees for his services. Since this sort of contract work was not always constant, many Italians began working in family businesses, selling various foods such as fruits, vegetables, pasta, or serving customers in restaurants. With hard work, these endeavors

would later afford many Italians the status of middle class (Eberle). Very few Italian immigrants were able to gain the status of upper class, '...one percent of working-age first-generation, males, headed the occupational hierarchy' ('The Immigrant Experience'). Most often these men were involved in macaroni production and imports or real estate. One Italian who was able to distinguish himself as a prominent business man was Luigi Onetto, an importer and manufacturer of pasta. Above is an advertisement for his goods, posted in the local Italian newspaper.

Though males were the primary breadwinners, women were used to doing fieldwork in the summers to make extra money, which they continued after their arrival in the U.S. Their other duties consisted of attending to any boarders living in their homes, and child-rearing. Italian-Americans maintained a very stable family life, and divorce and broken families were virtually non-existent in these Buffalo communities (Eberle).

History of Buffalo's Italian Population and Hertel Avenue



Gondolas on Canal in 'Venice in America,' 1901
(Photo from University of Buffalo Archives)



Il Corriere Italiano (left) and Photo of Ferdinando Magnani, 1908 (right). ('The Immigrant Experience')



The Scinta Band
(*'The Immigrant Experience'*)



Trolley turning onto Hertel from Parkside, during the late 1940s. Signs for Van Slyke's Pharmacy and Klaiber's Delicatessen are visible on right
(*'The Archives'*)

Buffalo's Pan-American Exposition

Many Italian immigrants labored in the construction of the 1901 Pan American Exposition, and worked the 'Midway concession, *Venice in America*,' which recreated and performed scenes from Italy. Italian immigrants were hired as gondoliers and mandolinists, as well as other musicians and performers, to take part in communicating their culture and homeland at the exhibition (*'The Immigrant Experience'*).

Italian Culture

As of 1901, Italian immigrants were still fairly new to the Buffalo area, however their churches, cultural groups, mutual-aid organizations and their newspaper *Il Corriere Italiano* were experiencing great success in the Canal District. Written in Italian, the newspaper documented local news as well as events from Italy. Its editor, Ferdinando Magnani, produced a book called *La Città di Buffalo*, which was intended for potential immigrants in Italy, that described and applauded the city of Buffalo. Italian music also began to

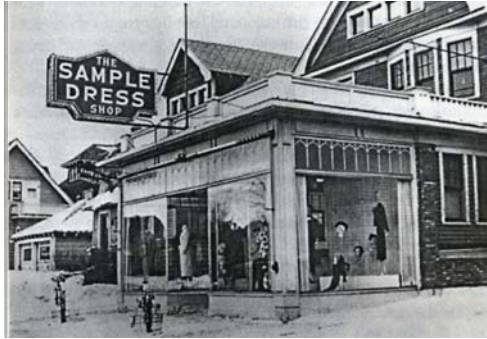
thrive in Buffalo at the turn of the century. Opera and instrumental music became popular and Italian bands began to form, such as the *Scinta*, which played at numerous social events around the city (*'The Immigrant Experience'*).

Johnson Immigration Restriction Law

In 1924 the Johnson Immigration Restriction, gained favor and eventually became law. This restriction targeted Catholic and Jewish communities from Eastern Europe, who had settled in Northeastern, U.S. cities. As a result of this law, significant restrictions were imposed on immigration and the 'number of Poles permitted to immigrate dropped from 26,000 to 9,000 a year, Italians from 42,000 to 4,000, Czechs from 14,000 to 2,000, Hungarians from 5,000 to 688, and Greeks from 3,000 to 235' (Goldman, 212). According to Goldman, there was little resistance from within the U.S. Eastern European communities to fight the bill. As a result of its passing, the growth and unity of these immigrant communities suffered (Goldman).

History of North Park/Hertel Avenue

Hannan Colvin was one of the first residents in the area around Hertel Avenue. In 1823, he settled in a log cabin which was located at what is now the corner of Hertel and Colvin Avenues. His property consisted of the land west of Parkside Avenue, which was primarily Buffalo Plains Indian territory. By 1900, North Park became more populated, and with the invention of the automobile significantly more people came and settled there. North Park became home to many Italian immigrants moving from the deteriorating lower west side of Buffalo (the Canal District), as well as many Russian Jews, who, like the Italian immigrants, relocated from their original neighborhoods in the 1930's to the Hertel Avenue area (Napora).



The original Sample shop located on Hertel Avenue. (Photo from Buffalo State College Archives)

Shopping and Dining on Hertel Avenue

Main Street and Hertel Avenue have long been hot spots for shopping, dining, and entertainment. During the early part of the 20th century, trolleys were a main source of transportation for the citizens of Buffalo. Trolley tracks crisscrossed Hertel Avenue, bringing people into the area to shop at dine at places such as Van Slyke's Pharmacy and Klaiber's Delicatessen. The trolleys also shared the roads with cars, and before the recent renovation of Hertel Avenue, the area contained many more trees than are present today ("The Archives"). One of the most famous stores that operated on Hertel Avenue for the majority of the 20th century was the Sample Dress Shop. The founder, Anne Bunis, was a Russian immigrant who decided to open a store that sold dresses after purchasing 48 one-of-a-kind dresses, known as 'samples' in New York City. The Sample Dress Shop opened at 1635 Hertel Avenue in 1928 on the first floor of her house (Rizzo 39–40).



This newspaper clipping from 1944 advertises one of the Sample's popular 'pup' sales (Rizzo, 42)

Anne Bunis sold her dresses for \$12.75 apiece, and was so successful that she made the equivalent of \$1.47 million in today's dollars in the first year. By 1929, the store expanded to include the house next door at 1631 Hertel. Part of the Sample's success can be attributed to their innovative marketing efforts. Airplanes would drop Sample Shop brochures all over the city, and they would also host fashion shows in the windows of the houses for spectators seated on the lawn (Rizzo 40). The Sample's semi-annual 'pup' sales were also a popular way to draw in customers (42).

The Sample's popularity continued to grow, and the owners undertook multiple expansions of the store. After a few years, the store covered all three floors of the original house in addition to the neighboring house they purchased in 1929. There were 60 employees in 1939, which increased to 200 by 1946 (Rizzo 40). During this year, the company destroyed the original houses to build a new, cohesive store.



The Sample shortly before its permanent closure in 1991 ('The Archives')

After the expansion, the Sample included infant/ children's, men's, jewelry, and shoe departments in addition to a beauty salon and nursery (40–41).

In 1952, the company opened two other stores in Lancaster and Lockport. By 1988, they operated a total of eleven stores in the Western New York region, with the last store opening in the Walden Galleria Mall. Despite their prosperity through the years, the company fell into a decline during the 1980s. They began to close stores as a result of the depression and rising rent rates in the various suburban locations. Employment dropped from 190 to 75 following the death of the company's president Maer Bunis (Anne Bunis' son) in 1990, and the original Hertel Avenue store closed its doors on January 31, 1991. Currently a plaque at 1631 Hertel Avenue reads : 'Year founded: 1928; Year closed: 1991' (43).

History of Buffalo's Italian Population and Hertel Avenue



The North Park Theatre in 1957 (left) and in 2008 (right) (Photos from buffaloah.com)

North Park Theatre

The North Park Theatre, located just east of the Italian section on Hertel Avenue, was built in 1920 as part of the Shea's chain of theatres. Designed by architect Henry L. Spann, the building is reminiscent of the Neoclassic/Classic style both on the exterior and interior. This theatre once possessed a grand pipe organ (a Wurlitzer 2Manual/6Rank theatre pipe organ Opus 365) as well as Tiffany lights which hung in the concession area, however, these items have since been removed ('North Park Theatre-Buffalo, NY). The theatre is not longer part of the Shea's chain, and is now affiliated with Dipson Co ('Index: North Park Theatre'). The North Park Theatre building remains a historical example of architecture as well as an area wide attraction for viewing independent films.



St. Anthony's church in background left, 1929 (Photo from Historic American Buildings Survey/ Historic American Engineering Record)

Italian Festival

Buffalo's Italian festival dates back to its first Italian immigrants. Held in their original settlement known as 'Little Italy' in the Canal District, the celebrations paid homage to traditional feast days associated with the regions and villages from which the Italians emigrated. The celebrations were primarily religious and churches, namely St. Anthony of Padua Church, founded in 1891, served as the center point of the activities.

In 1976 the first annual Italian Village Festival was held on Connecticut Street to honor and revive the traditional celebrations that took place around St. Anthony of Padua Church. Chuck Griffasi, chairman of the festival described the event, says '...for four long days, Connecticut Street will become the Via Romano. There will be Italian signing, dancing, food and games... and fruit and flowers everywhere... We are trying to revive the old St. Anthony's tradition... [and] to recapture



Street view of the current Hertel Ave Italian Festival (Sorrento Cheese Italian Heritage Festival)

the old ways of bringing people together' (*Buffalo Italian Festival*). The festival gained significant popularity among not only Italians, but other ethnic groups as well. Because of its popularity, the festival needed to be moved to an area with greater capacity, and in 1988 it was relocated to Hertel Avenue, becoming the 'Hertel Avenue Italian Festival'. Once at Hertel, the board of the festival wished to minimize the carnival atmosphere of the event and focus more on Italian heritage and culture in attempts to '...make for a warmer, pleasant street gala' (*Buffalo Italian Festival*). Today, the festival is called The Sorrento Cheese Buffalo Italian Heritage Festival, in honor of its main sponsor. The festival is held every July and is one of the five largest street festivals in the U.S., drawing an estimate of 600,000 people each year (*Buffalo Italian Festival*).

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WATERBORNE
NITROGEN
Increases tire life and gas mileage
AT ANY OIL CHANGE

MASTMAN'S
RESTAURANT

Joe's Deli
Serving the community since 1954
475-2288

THE OIL COMPANY
633.9111



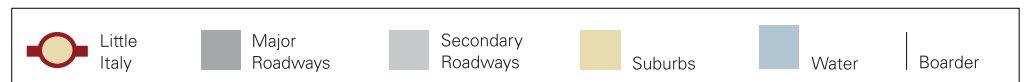
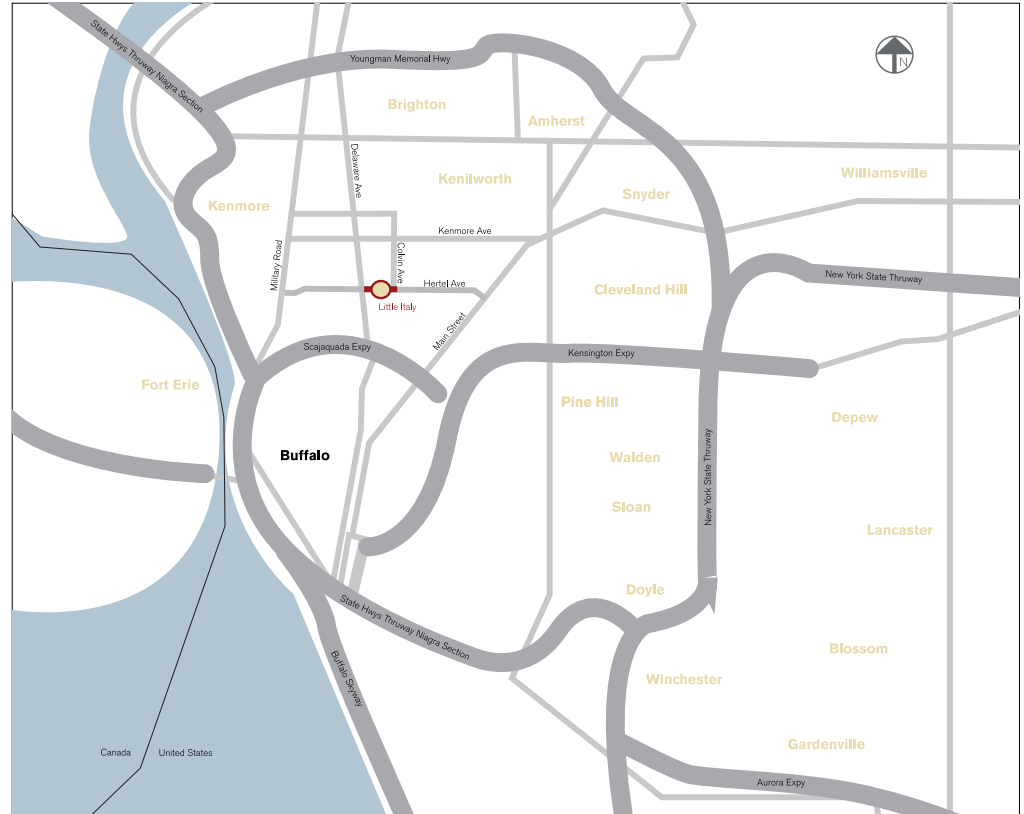
Little Italy Hertel Avenue Maps

Broader Context Map

Buffalo's Little Italy is located in the center of Hertel Avenue between Delaware and Colvin. Set in North Buffalo to the West of Main Street, it is the home of vibrant commercial life including restaurants, nightclubs, boutiques, delis, groceries, and professional offices.

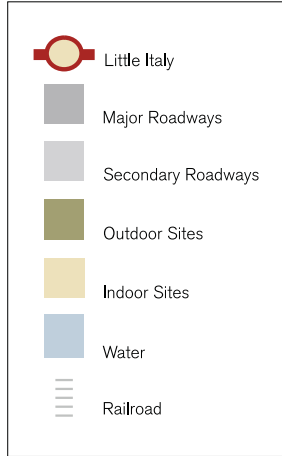
The area attracts a wide range of visitors including both residents and tourists. It is conveniently located in close proximity to many of Buffalo's attractions including, the Buffalo Zoo, Delaware Park, and Hoyt Lake. In addition, Little Italy is central to several universities and colleges, as well as, many of Buffalo's thriving suburbs.

A short drive from several major roadways including, the New York State Thruway, Youngman Memorial Highway, the Scajaquada Expressway, and the Kensington Expressway make Buffalo's Little Italy simple to find.



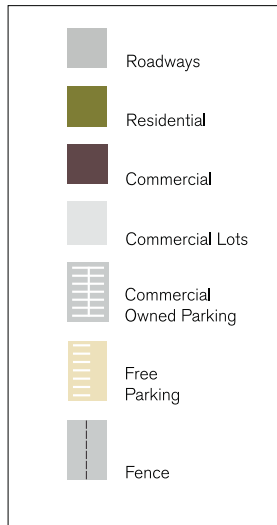
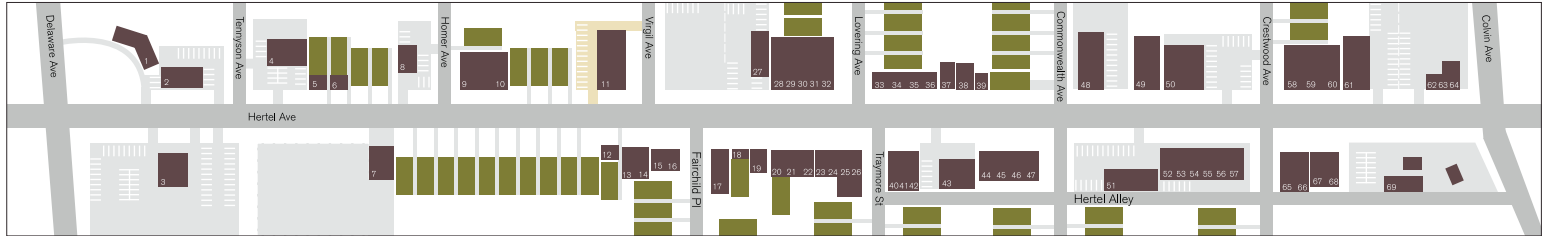
Maps of Buffalo's Italian District

Immediate Context Map



Maps of Buffalo's Italian District

Local Area Map



Directory

- | | | | |
|---------------------------------|------------------------------------|-----------------------------------|----------------------------------|
| 1 North Park Branch Library | 21 Lisa's Hair Gallery | 41 Joe's Shoe Repair | 60 Buffalo Bean & Leaf |
| 2 Bella Mia Chocolate Shop | 22 Restaurant 1207 | 42 Babylon Photography | 61 Perna-Pellegrino Funeral Home |
| 3 Burger King | 23 Chatau Buffalo | 43 Good Faith Sheperd Chapel | 62 Murray's Tavern |
| 4 Avenue Pizza & Subs | 24 Avenue Books | 44 Vacant | 63 Joe's Deli |
| 5 Class Act | 25 Antique Lamp Co. | 45 Mias | 64 Mastman's Restaurant |
| 6 Absolute Art | 26 City Nails | 46 Daddido's Pizza | 65 Copy Company |
| 7 J & L Wholesale Inc. | 27 Ristorante Lombardo | 47 Store | 66 Barber Shop |
| 8 Tringolis Auto Service | 28 Al Noor Grocery | 48 Pangaea | 67 Topspin Sporting Goods |
| 9 Canac Kitchens | 29 Caramici's Dessert Bar & Bakery | 49 Filippo's Ristorante | 68 Richel Formalwear |
| 10 Good Looks Hair & Fashions | 30 Capitano's Catering | 50 Lunetta's Restaurant | 69 Sunoco |
| 11 Terrapin Station | 31 Vito's Barber Shop | 51 AR Automotive | |
| 12 Great Looks Hair Salon | 32 Caruso's Italian Import | 52 Hertel Hardware & Plumbing | |
| 13 Bakery | 33 Olympic Remodeling Inc. | 53 Podiatrist | |
| 14 Aljaddin Market | 34 Chick's Barber Shop | 54 Behringer's International Inc. | |
| 15 Blue Wireless | 35 Chelle's Hair Performance | 55 Blue Moon Tattoo | |
| 16 Buffalo Building Association | 36 Final Touch Barber Shop | 56 Val Ione's Restaurant | |
| 17 Johnny's Meat Market | 37 Top Shelf Music | 57 Gabel's Lounge & Restaurant | |
| 18 The Guzman Lawfirm | 38 ABC Extermination | 58 Romeo & Juliets Cafe & Bakery | |
| 19 Cafe Garangelo | 39 Kabob House | 59 Risa's Pizza | |
| 20 Energy | 40 City Grocery | | |

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ANTIQUES

ANTIQUES

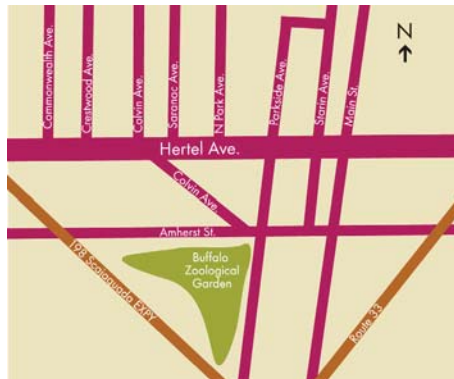
1888

ANTIQUES

1888



Hertel Avenue Current Conditions



The Hertel Avenue strip breathes vibrant commercial life into North Buffalo as a great place to eat, shop and play. The strip (from Elmwood Avenue on the west to Main Street on the east) is lined with boutiques, delis, groceries, professional offices, four-star restaurants and nightclubs, all within easy walking distance for neighborhood residents and an easy ride from anywhere in the region.

The street recently underwent a \$10 million public works project aimed at upgrading the street and its sidewalks, maintaining the strip's architectural "look" and improving parking and accessibility.

The Hertel strip attracts numerous shoppers and visitors from the adjacent Parkside neighborhood, which draws tourists and visitors to attractions such as the Buffalo Zoo, Delaware Park and Frank Lloyd Wright's Darwin Martin House.

With its eclectic mix of everything from coffee houses to gourmet restaurants to antiques shops and clothiers, Hertel Avenue appeals to consumers ranging from college students to members of the growing families that live within strips of this lively commercial strip.

The surrounding tree-lined residential streets and neighborhood provide a strong and loyal client base for the Hertel Avenue commercial core.



Attraction and Amenities

The Italian Heritage and Food Festival (Hertel Ave. between Colvin and Delaware Avenues, above) takes place every year in July. Set along a multi-block section of North Buffalo's Hertel Avenue, this annual celebration of Italian culture and cuisine features entertainment, games and rides for the kids as well.

For a taste of the ambiance of Buffalo's old Italian West Side, as well as distinctive salads, home made mozzarella, fresh produce, imported vinegars, olive oils and pastas, stop by Guercio's at 250 Grant Street.

Between Delaware and Starin avenues, Hertel Avenue houses several antiques shops, most of which are located between North Park and Starin avenues. Restaurants on this section of Hertel reflect the neighborhood's Italian heritage, including Lombardo's Ristorante, Garangelo's Cafe and Il Fiorentino. Other restaurants include Romeo and Juliet's Cafe between Delaware and Colvin, and North End Trattoria, La Dolce Vita Cafe, and La Marina located between Norwalk and Parkside avenues.



Hertel Avenue is home to Buffalo's most noted movie house for independent films, the North Park Theatre.

Demographic Details

	Drive Time 10 minutes	20 minutes	30 minutes
Total Population	457,841	856,064	1,072,653
% Female	53.00%	52.70%	52.40%
% Male	47.00%	47.30%	47.60%
Female Population	242,811	450,853	562,367
Male Population	215,030	405,212	510,286

Housing Units (2000 Census)	10 minutes	20 minutes	30 minutes
Total Housing Units	219,501	386,175	473,700
Owner Occupied Housing Units	47.80%	57.20%	59.50%
Renter Occupied Housing Units	40.50%	33.90%	32.10%
Median Home Value	\$75,490	\$83,688	\$86,482
Average Household Size	2.26	2.34	2.37

Age (2000 Census)	10 minutes	20 minutes	30 minutes
Age 0 - 4	6.50%	6.10%	6.10%
Age 5 - 13	12.70%	12.40%	12.60%
Age 14 - 17	5.30%	5.40%	5.50%
Age 18 - 20	4.50%	4.10%	4.10%
Age 21 - 24	5.70%	5.00%	4.70%
Age 25 - 34	13.60%	12.70%	12.40%
Age 35 - 44	15.00%	15.50%	15.80%
Age 45 - 54	12.60%	13.40%	13.60%
Age 55 - 64	8.00%	8.90%	9.00%
Age 65 - 74	7.90%	8.20%	8.10%
Age 75 - 84	6.20%	6.30%	6.10%
Age 85 +	2.00%	2.00%	2.00%
Median Age	36.2	37.8	38

Household Income (2003 Data)	10 minutes	20 minutes	30 minutes
Average Household Income	\$43,682	\$50,756	\$52,820
Median Household Income	\$33,172	\$39,183	\$40,927

Business & Employment (2000 Census)	10 minutes	20 minutes	30 minutes
Civilian Labor Force	217,734	419,686	525,015
Unemployment Rate	10.40%	7.80%	7.20%

Businesses (2003 Data)	10 minutes	20 minutes	30 minutes
Number of Employees	261,700	451,131	534,738
Number of Establishments	19,274	33,186	40,489

Hertel Avenue “Little Italy” Design Solutions





Italia Identity System
Candice Reese

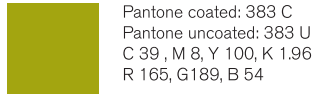
ITALIA
Hertel Ave



Colors, Fonts & Logos



Color Palette



Pantone coated: 383 C
Pantone uncoated: 383 U
C 39 , M 8, Y 100, K 1.96
R 165, G189, B 54



Pantone coated: 202 C
Pantone uncoated: 202 U
C 0, M 100, Y 61, K 43
R 152, G 0, B 46



Pantone coated: 7500 C
Pantone uncoated: 7500 U
C 0, M 2, Y 15, K 3
R 247, G 237, B 212



Pantone coated: 504 C
Pantone uncoated: 504 U
C 65, M 100, Y 100, K 35
R 87, G 29, B 31

Fonts

Berthold Akzidenz Grotesk Light

Berthold Akzidenz Grotesk Light Condensed

Berthold Akzidenz Grotesk Extended

Rockwell Extra Bold

Paint Palette

Benjamin Moore

Dark Lime
2027-10

Currant Res
1323

Ancient White Oak
940

Wenge
AF-180

Logo Variations



Italian olives inspired the logo, color palette and the spirit of the lower case 'i' in Italia.

Design Guidelines

The Hertel Avenue Italia identity system has been developed to foster a sense of Italian culture and cuisine, as well as to reflect the existing vitality of Hertel Avenue. To maintain the integrity of the identity, it is suggested that the selected color palette and typefaces be utilized to communicate Italia in current and future design solutions.

North and South Side Identification

To communicate the north and south sides of the street, green banners shall be placed on lamp posts on the north side and red banners shall be placed on lamp posts on the south side. This color coding system is reflected in the Italia Eats dining guide as well, to help pedestrians identify on which side of the street specific restaurants are located.

Italia Boundary Identification

Street painting and the placement of larger sized banners on the first set of lamp posts at the entrances to the Italia section are intended to help pedestrians and vehicular traffic to recognize the boundaries of Italia on Hertel Avenue.

Note: On the following pages, fabrication materials of the objects are written in italic below each item.

Italia Identity System Overview

1

Building Mural & Street Entrance Painting



Benjamin Moore exterior paint
Cast aluminum encased flood light

Billboard



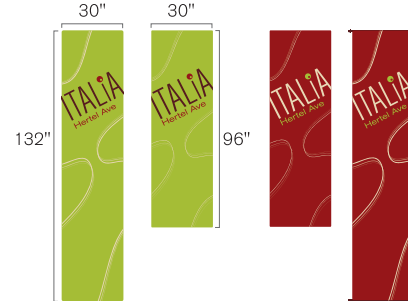
Polyethylene substrate

Dining Guide



Printed cover stock paper

Banners



North Side
Sunbrella Canvas

South Side

Street Furniture



Bus Stop Sign
Printed mylar

Pedestrian Signage
front, rear & side view
Aluminum,
galvanized steel,
enameled colored panels,
acrylic plate graphics

Free Parking Sign
Front & side view
Aluminum posts & panel

Bench
Existing benches
Exterior paint

Trash Can
Wood, metal

Tree grate (aerial view)
Cast iron

The curving lines used in the Italia identity system are inspired by the importance of pasta in Italian culture.

Trash cans were selected that are reminiscent of wooden Italian wine barrels.

Hanging Baskets & Brackets
Coated Steel

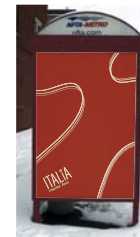
Streetscape Before & After

2

Before



After



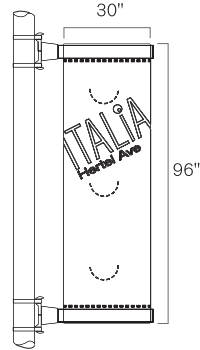
Light Pole Banner Fabrication/ Day & Night Scenes

3

Banner Installation



Wire Frame View



Day



Building Mural



Billboard



Free Parking Sign



Pedestrian Sign



Bus Stop Sign

Banner Parts



Side View



Night



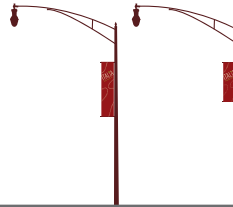
Design Locations & Project Phases



- Large Banners 4
- Small Banners 14
- Benches 6
- Trash Receptacles 4
- Hanging Baskets 18
- Tree Grates 30
- Building Murals 1
- Bus Shelter 3
- Pedestrian Sign 1
- Street Painting 2
- Free Parking Sign 1
- Billboard 1

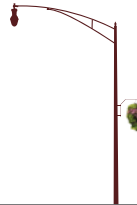
Phase 1 # of Items

- Large entry banners 4
- Small banners 14
- Building mural 1
- Street painting 2
- Dining guide TBD



Phase 2 # of Items

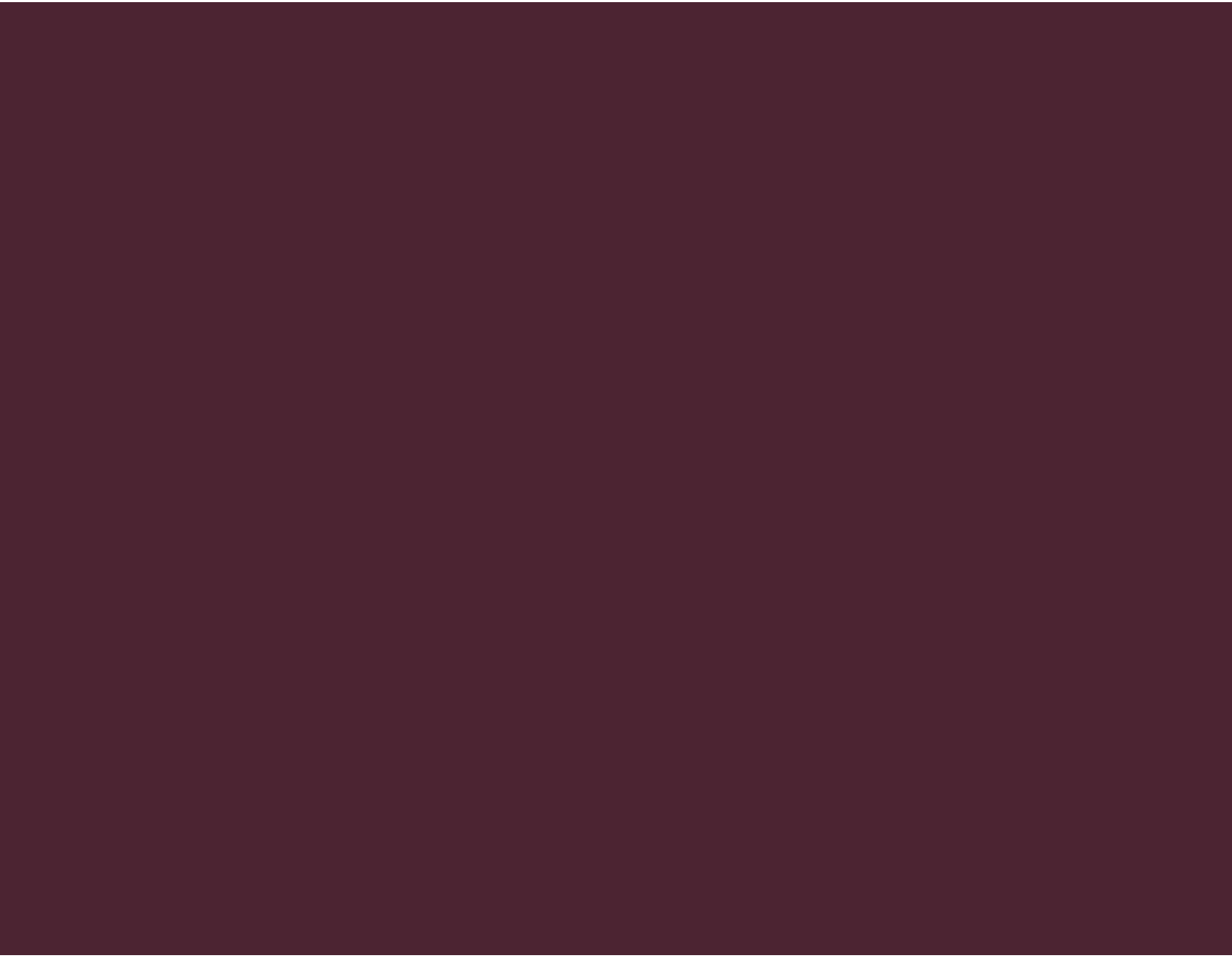
- Hanging baskets 18
- Free parking sign 1
- Billboard 1
- Benches 6



Phase 3 # of Items

- Pedestrian sign 1
- Tree grates 30
- Trash cans 4
- Bus shelter signs 3





Identity Concept for Buffalo's Italian District

Jackie Clements

Identity Concept

The proposed identity system is inspired by the existing signage placed on selected light poles throughout Hertel Avenue in Buffalo's Italian District.

The existing signage displays a flowing vine and grape motif in conjunction with several typographic elements. The identity system seeks to modify the existing motif to create a modern, abstract pattern that eludes to the original design, as well as captures the vibrant atmosphere that surrounds Hertel Avenue and Buffalo's Italian district. This concept can be seen in the circles that appear in the logo, as well as, in the interlocking circle pattern that appears throughout the identity system.

Inspiration (Existing Signage)



Logo Variations



Fonts

Aksidenz Grotesk Light

Aksidenz Grotesk Light Extended

Aksidenz Grotesk Bold

Colors



Primary colors:
Pantone coated: 202 C
Pantone uncoated: 202 U
C 0, M 100, Y 61, K 43
R 35, G 31, B 32



Pantone coated: 391 C
Pantone uncoated 391 U
C 13, M 0, Y 100, K 33
R 164, G 165, B 16



Secondary colors:
Pantone coated: 7500 C
Pantone uncoated: 7500 U
C 0, M 2, Y 15, K 3
R 247, G 237, B 212



Pantone coated: 5185 C
Pantone uncoated: 51851 U
C 80, M 100, Y 85, K 25
R 76, G 36, B 50

Phase 1: Signage Materials & Cost

Banner Materials

Signage

Graphics are digitally printed, double sided on 16 oz. Vinyl. Pole sleeve folded, sewn, and reinforced with velcro. Grommets are placed above and below pole sleeve.

Hardware

Use of existing hardware

Cost

The cost for 22, 30" x 96" banners is approximately \$77 each



Free Parking Sign Materials:

Post & Panel Sign

Made from aluminium alloy with high temperature cured polyester color coating.

Lighting

This sign comes with an internal fluorescent illumination option. It creates atmosphere and improves visibility in locations where it is essential to be able to view the signs at night. Requires an electrical source capable of handling a 110 volt bulb.

Size

Approximately 100" (h) x 125" (w) x 7"

Benefits

Post and sign system is durable, designed to withstand all weather conditions, accidental damage and vandalism.

They can be used in any environment, in parks and gardens or alongside any style architecture.

Cost

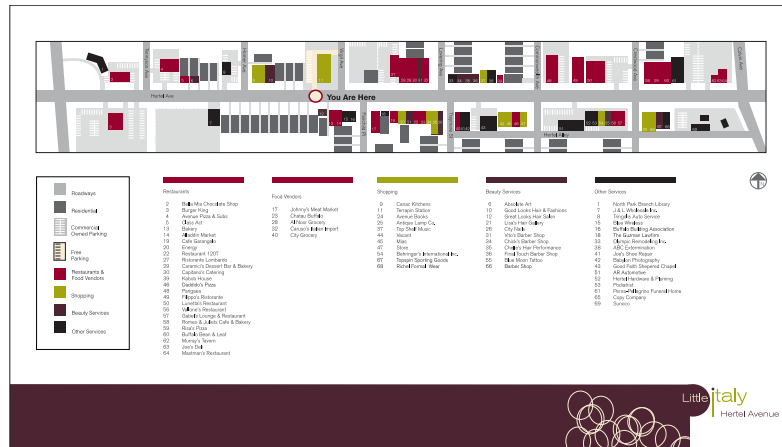
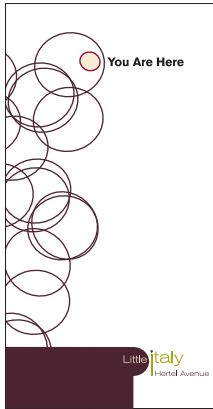
The cost of this sign including internal lighting option is approximately \$5,000.

Based off of Modulex's Legacy Exterior Options



Phase 2: Printed Map & Kiosk Options

You Are Here Map (Folded and Opened View)



Outdoor Wall Mounted Brochure Dispenser

Materials

The dispenser is made from high impact acrylic. It has a sprung hinged lid that is resistant under normal wind and rain conditions. Logo can be screen printed on the exterior of the dispenser.

Size

The pocket capacity is 2.5 inches and is made to hold materials up to an 8.5x11 format. Custom sizes can also be requested.

Cost

A single dispenser is approximately \$30. When purchasing 5-9 dispensers the cost is approximately \$25 each.

Pricing based on Luminati Inc.

Outdoor Freestanding Brochure Dispenser

Materials

The dispenser is made from Polyethylene Terephthalate Glycol (PETG) a high impact resistant material. It has sprung hinged lids which fit over pockets to ensure weather resistance.

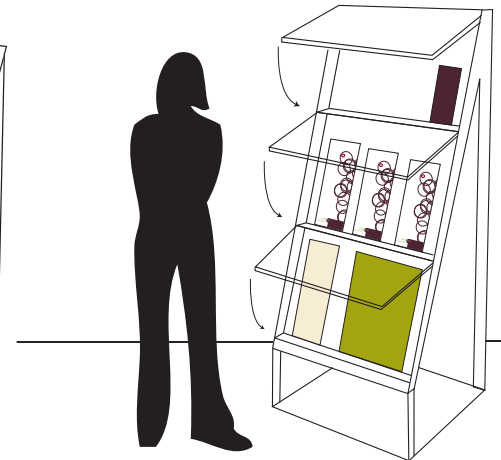
Size

Each pocket is adjustable and can be adapted to fit letter, tabloid, or broadsheet literature.

Cost

A single dispenser costs approximately \$365. When purchasing 5-9 dispensers the cost is approximately \$320 each.

Pricing based on Luminati Inc.



Phase 3: Additional Signage

Unofficial Street Sign

To be placed on Hertel Avenue at the Colvin and Delaware Avenue intersections. This marks the beginning and end of Buffalo's Italian District.

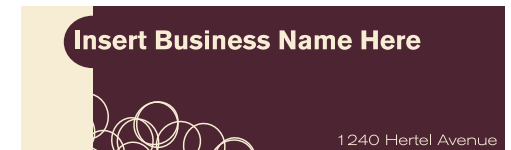


Bus Station Signage

To be placed on existing bus stations along Hertel Avenue.

Storefront Signage

The storefront signage provides a systematic system to unite storefronts along Hertel Ave. They are available in a wide range of color combinations allowing stores to maintain their individuality.



Color Combinations

1	2	3	4	5	6
7	8	9	10	11	12

Top rows represent text colors.
Bottom rows represent background colors.

Before and After Panoramics

North Side: Before



Benjamin Moore Paint Colors
Heritage Red E-25

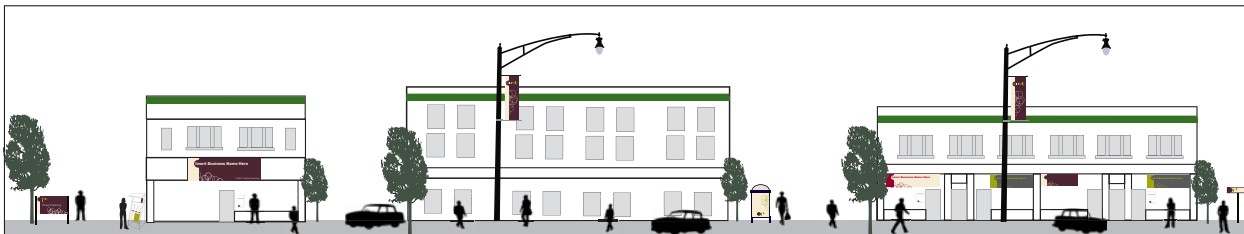
North Side: After



South Side: Before



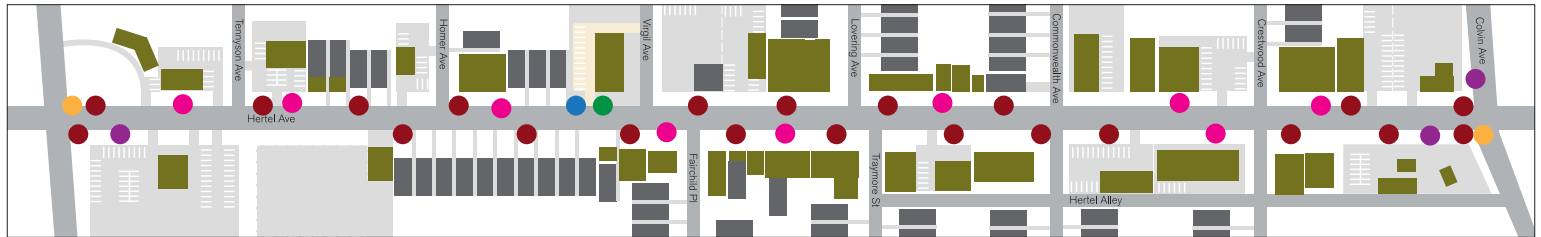
Benjamin Moore Paint Colors
Chrome Green E-41










Inventory Map

Inventory Map

This map indicates where each item of the proposed identity systems would be placed along Hertel Avenue, and how many items are needed.



Inventory of Proposed Items		
	Banners	22
	Free Parking Sign	1
	Outdoor Freestanding Brochure Dispenser	1
	Outdoor Wall Mounted Brochure Dispenser	9+
	Bus Station Signage	3
	Unofficial Street Signs	2
	Storefront Signage	0-69

Hertel Avenue Italian District

Terry Ann Hayes

Problem

The Italian neighborhood around Hertel Avenue has been looking for ways to promote their heritage and communicate this to visitors and locals alike. Recently, a series of banners and small signs were installed in the area using the phrase “Little Italy,” and iconic Italian symbols, including the Colosseum and grapes. However, these signs are a long way from forming the kind of consistent identity system that Hertel Avenue needs to maintain satisfaction of the local population while also appealing to the needs of tourists. Moreover, many residents have complained through online forums that the area is lacking street furniture and other pedestrian accommodations.

Solution

In order to communicate the idea that Hertel Avenue is a unique blend of Italian heritage influenced by American customs, rather than simply a small version of Italy, the name “Hertel Avenue Italian District” is proposed instead of Little Italy. The overall identity system for the area was strongly influenced by the many Italian restaurants and grocery stores along Hertel. Food is a vital part of Italian culture, and families come together to celebrate and relax over meals. The tomato was chosen for the logo and imagery because it is an essential ingredient in many Italian dishes, including pasta, pizza, and bruschetta. The color palette reflects the Italian flag, but in a new and dynamic way. Both residents and visitors will be able to relate to this new identity since enjoying food is shared by all, regardless of location or beliefs.



Inspiration for the proposed Hertel Avenue Italian District identity system.

Color Palette

Primary Colors



Dark Red

PMS DS 82-1 C



Dark Olive

PMS DS 315-1 C



Dark Purple

PMS DS 322-1 C

Secondary Colors



Light Red

PMS DS 92-2 C



Light Olive

PMS DS 306-3 C



Light Purple

PMS DS 324-8 C



Cream

PMS DS 7-7 C

Typography Palette

Bodoni BE Medium

Berthold Akzidenz Grotesk Light

Berthold Akzidenz Grotesk Bold

Logo Variations



Design Guidelines

- 1 Olive green should be used on the North side of Hertel Avenue for all signs, street furniture, murals, etc. Dark red should be used on the South side of Hertel for the same items.
- 2 Each primary color should be used with its lighter secondary and cream in a single design. This maintains the monochromatic look.
- 3 The sans-serif font (Berthold Akzidenz Grotesk) should be used on all signage and wayfinding to ensure readability.
- 4 The logo and large tomato look best when used separately. The large tomato should be cropped to show one-half or less of its shape, except in the instance of murals or other decorative pieces.

Wayfinding

The following wayfinding solutions were designed with several functions in mind. A main goal was to firmly establish the identity of the Italian District neighborhood with consistent color, typography, and signage design. Furthermore, the directional signage will aid both pedestrians and vehicles as they are traveling within the district. Lastly, the signs placed beyond Hertel Avenue will catch the attention of motorists and encourage them to visit.

All signage designs are based on ASI Modulex's sign solutions. Individual specifications are listed below.

Directional Signage Outside of District

Compass Series
Aluminum panels and posts
Vinyl graphics



Boundary Signs Within District

Messenger Series
Aluminum panels and posts
Vinyl graphics



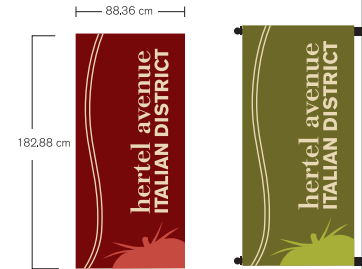
Directional Signs Within District

Compass Series
Aluminum panels and posts
Vinyl graphics



Identity Banners

Signs & Banners/Kastwell Inc.
Double-faced vinyl
\$104 each



Street Furniture and Identity Materials

The addition of street furniture to Hertel Avenue will greatly improve citizen satisfaction and convey a more welcoming feeling to tourists. The trash can, bus shelter, and bench designs were adapted to fit the current items that are already located along Hertel to ensure the greatest cost savings. All other street furniture is based upon Petersen Manufacturing's product catalog.

The business cards and letterhead at right will allow each business to instantly communicate their association with the Italian District, while still maintaining a unique identity, given the choice of several color variations.

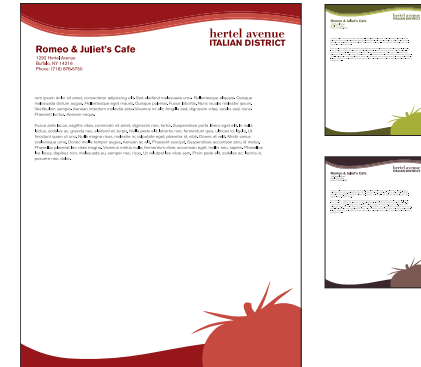
Business Cards

Printed cardstock



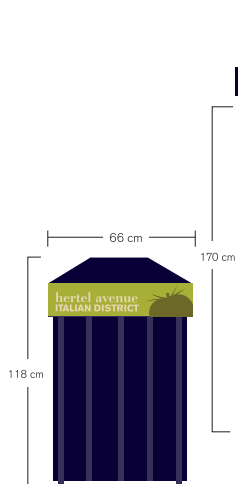
Letterhead

Printed letterweight



Trash Cans

Steel, printed mylar



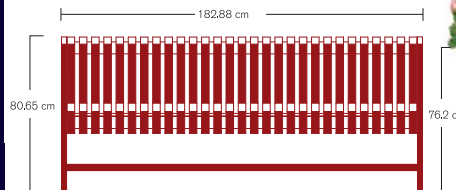
Bus Shelter Displays

Printed mylar



Benches

Model LB72
Steel, powder coated,
Burgundy 3009 and Pro Green II



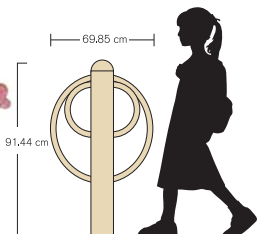
Flower Planters

Model P-30x72
Portland cement, precast concrete
Light Brown LSB



Bike Racks

Model BRKBB,
Breckenridge Series
Steel, powder coated,
Gray Mini-Tex

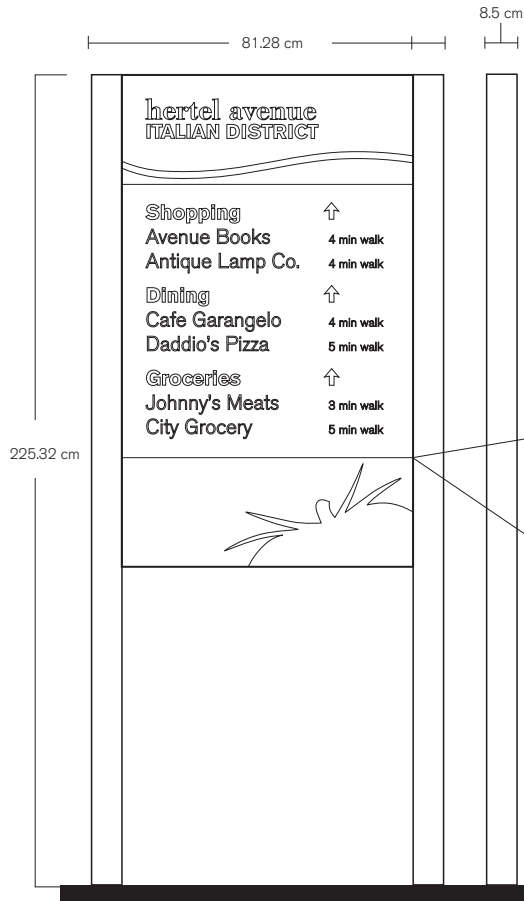


Directional Signage Fabrication & 3D Rendering

This page shows the specifics of how the directional signs would be fabricated. They would be post and panel signs with panels made from formed aluminum sheet and posts made of extruded aluminum.

The proposed fabrication is based on ASI-Modulex's Compass sign series. This group of signage solutions is durable, cost-effective, and comes with a two-year parts and labor warranty.

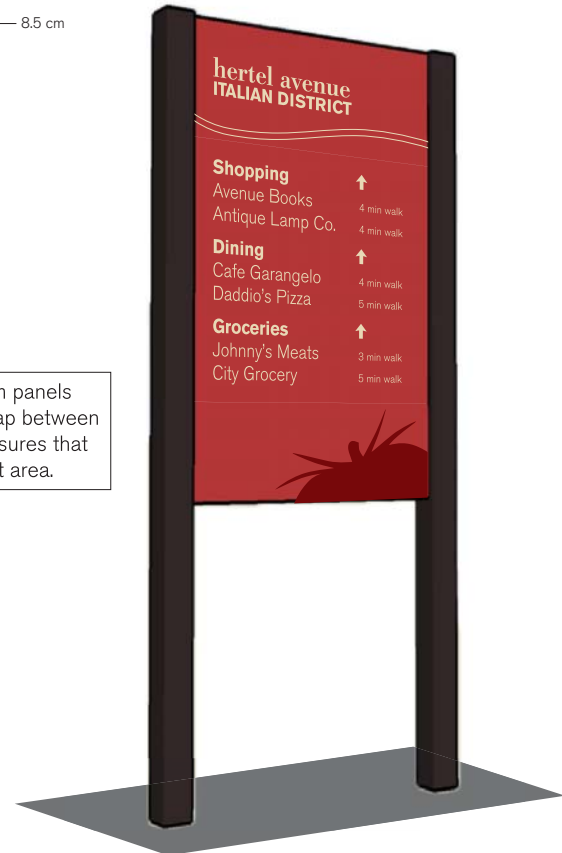
Elevation (Front) View



Plan (Aerial) View



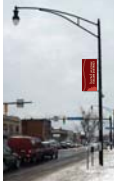
3D Rendering



Before and After Images

Implementation of Identity System

The new identity system for the Italian District would be gradually implemented over time in three phases. This would allow citizens to adapt to the new identity without being forced to embrace it all at once. There are also cost benefits to this plan.



Phase 1: Banners and Boundary Signs

The light poles along Hertel Avenue already have fixtures in place to hold banners, therefore adding new banners to them would be relatively easy. Colorful banners with the new name and logo would instantly

brighten up the street. Adding the boundary signs at each end of the Italian District would quickly show visitors and locals where the area begins and ends.



Phase 2: Street Furniture

Adding benches, planters, and imagery on the existing trash cans and bus shelters would make Hertel Avenue a friendlier place. The benches and flowers would encourage people to slow down

and spend more time in the area. Since some of these items are more costly, it would be best to add them after the first phase.



Phase 3: Directional Signs and Other Signage

Installing directional signs along Hertel Avenue would especially help pedestrians. Once the initial phases were completed, signs outside of the district would bring more people to the area.

Before



This image shows east end of the Italian District, at the intersection of Colvin Avenue and Hertel Avenue in its current condition.

After



The addition of boundary signs, light pole banners, and an identity billboard would allow visitors to easily recognize that they are entering the Italian District.

Local Map

This map and images show the locations where each part of the identity system would be placed in the Italian District area of Hertel Avenue. The key at the bottom explains the meaning of each symbol.



ITALIA HERTEL AVENUE

Sheetal Alreja

Existing signage system

Italia, Hertel Avenue welcome signage

The street signs welcome guests to 'Little Italia', the metal sign is painted in traditional Italian colors, grapes and leaves are used as additional graphic elements.



Little Italy, Hertel Avenue welcome signage

These rectangular metal signs fixed to lamp poles make use of graphic elements reminiscent of Italy.



New Identity

Inspiration

The explorations were inspired by Italian food and some of the ingredients like pasta and olives that are typically Italian.



Initial exploration



Solution

The final solution uses a symbol which is not only inspired by Italian food, but also signifies a small community within a larger city.



Typeface selection

NEUTRA TEXT TF BOOK

Berthold Akzidenz Grotesk Bold

Color palette

The selected colors are inspired by the traditional Italian colors comprising of red, green and white.

Primary colors



Pantone Coated: 7427 C
Pantone Uncoated: 7427 U
C 20, M 100, Y 100, K 30
R 150, G 23, B 26



Pantone Coated: 57 C
Pantone Uncoated: 57 U
C 50, M 40, Y 100, K 30
R 108, G 106, B 40

Secondary colors



Pantone Coated: 7500 C
Pantone Uncoated: 7500 U
C 0, M 5, Y 25, K 10
R 232, G 216, B 181



Pantone Coated: 438 C
Pantone Uncoated: 438 U
C 90, M 100, Y 100, K 0
R 77, G 53, B 57

ITALIA HERTEL AVENUE

New signage system

Signage system

The new signage system focuses on creating a place identity and applying it to different aspects of the street. This panel shows the sign's that can be incorporated on the street.

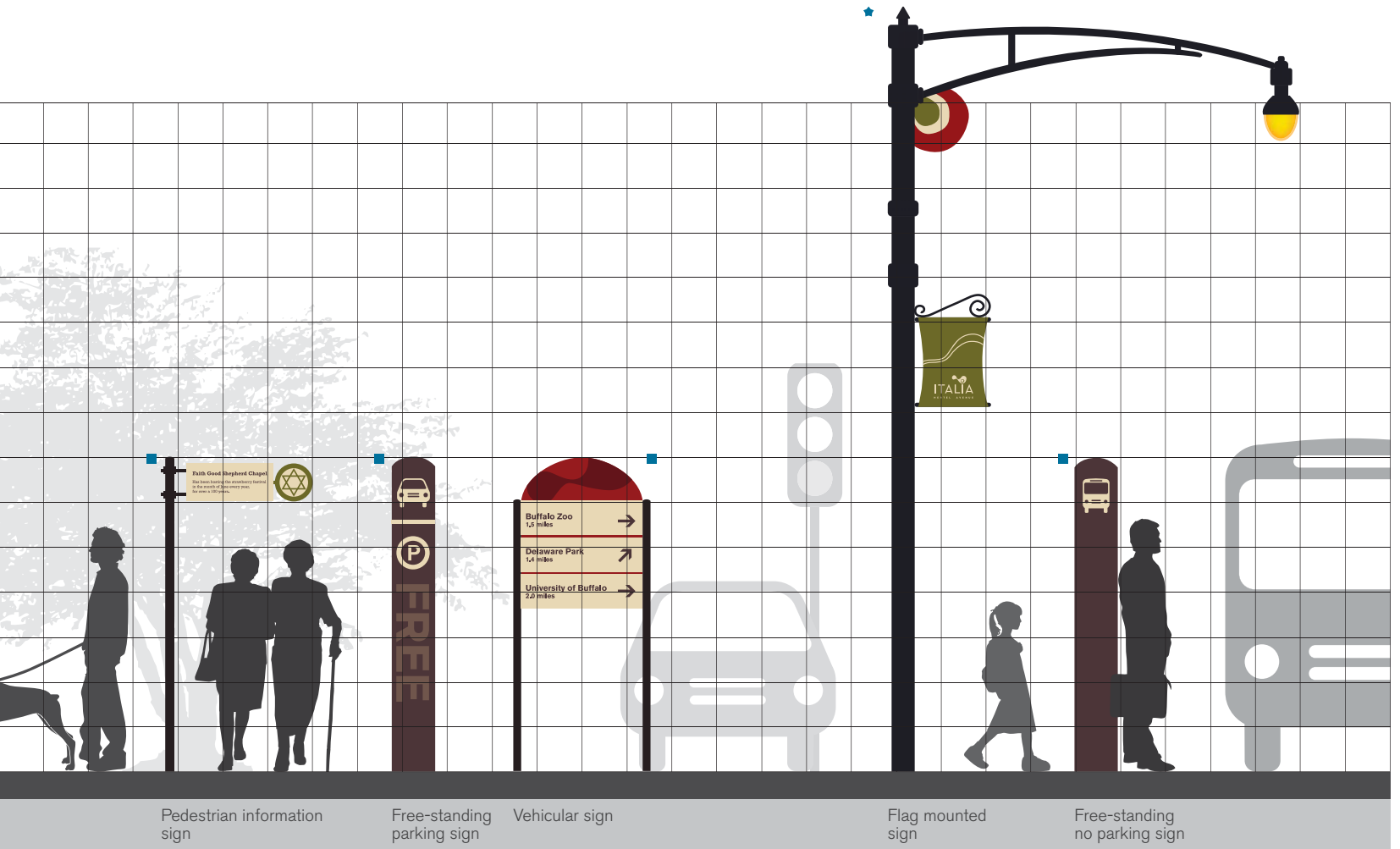
The signs serve the act as identifiers, for the local community as well as distant visitors. In addition to this the new signage system will help in representing Italia/Hertel avenue as a popular tourist spot.

40' ★ Signage system



ITALIA HERTEL AVENUE

New signage system



Pedestrian information sign

Free-standing parking sign

Vehicular sign

Flag mounted sign

Free-standing no parking sign

ITALIA HERTEL AVENUE

New signage system details

Information Signage

The information signs are special signs established for pedestrians walking along Hertel avenue as well as for store owners in the locality to promote their stores in a unique way. These signs could be used to promote areas of interest in the locality and provide information about them as well as their location on the street.

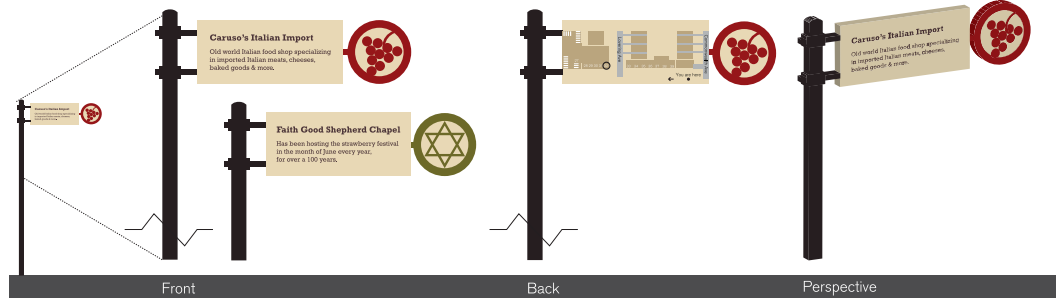
The icons of stores on the north of Hertel avenue are color coded red while the ones on the south are green in color.

This is similar to some other aspects of the new branding which follows the same system.

The front side of the sign provides information about the place or some interesting facts about the place

The back of the sign is you are here map. It also indicates the location of the place and the direction in which the pedestrian has to walk to get to the location.

The sign is made from aluminium alloy with a polyester color coating. This helps in making the sign durable and is able to withstand all weather conditions.



Material specifications

Stone cut sign with painted finish
Color: Matthews Mexicali Red LRV 9.4

Made using granite which is durable or a more inexpensive option would be,
Granulates: stone panel made with different binding material.

Alphabets cut from a 1" thick metal sheet using a plasma-cutter.



Signage Design Manual

Printed on a weather resistant acrylic sheet

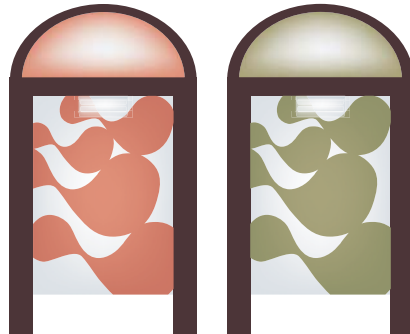


ITALIA HERTEL AVENUE

New signage system details



Bus stop



Side



Perspective

Material specifications

The graphic on the glass panel of the bust stop is an adhesive perforated print. Perforated films can be printed and applied on glass panels. They help in retaining the transparency of the glass panel.



Perspective

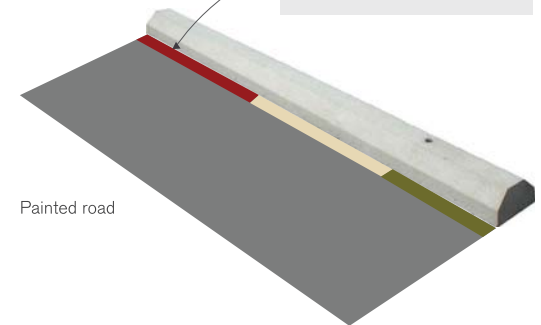


The stripes in the middle of the bench are painted green on the south side of the street. The benches on the south side of the street have the green stripes while the ones in the north are painted red.

Color: green
Matthews Kryptonite Green
LRV 21.7

Red
Matthews Persimmon
LRV 15

Painted stripes on the edge of the road can be used as identifiers and also as markings for stalls during the Italian festival.



Painted road

ITALIA HERTEL AVENUE

Before and after

Street view: before



After: day view



After: night view





Identity Concept for Buffalo's Italian District

Christopher Petrides

Identity Concept

The identity concept created was inspired by Italy's rich agriculture, especially its vine leaves.

The vine leaf image is already incorporated into Hertel Avenue's design identity., as it is found on various lamp posts located in its main street.

The new design identity created aims to simplify the existing design without taking away from its familiar association with the street's Little Italy character.

Logo Variations

Little
Italy



Little
Italy



Little Italy



Fonts

Rockwell Extra Bold

Type Selection

Serif font:

Bodoni BE

Sans-serif font:

Aksidenz Grotesk

Display font:

Rockwell Extra Bold

Colors



Primary colors:
Pantone coated: DS 82-1 C
Pantone uncoated: DS 82-1 U
C 20, M 100, Y 100, K 30
R 150, G 23, B 26



Pantone coated: DS 315-1 C
Pantone uncoated: DS 315-1 U
C 50, M 40, Y 100, K 30
R 108, G 106, B 41



Secondary colors:
Pantone coated: DS 7-7 C
Pantone uncoated: DS 7-7 U
C 0, M 5, Y 25, K 10
R 233, G 217, B 181



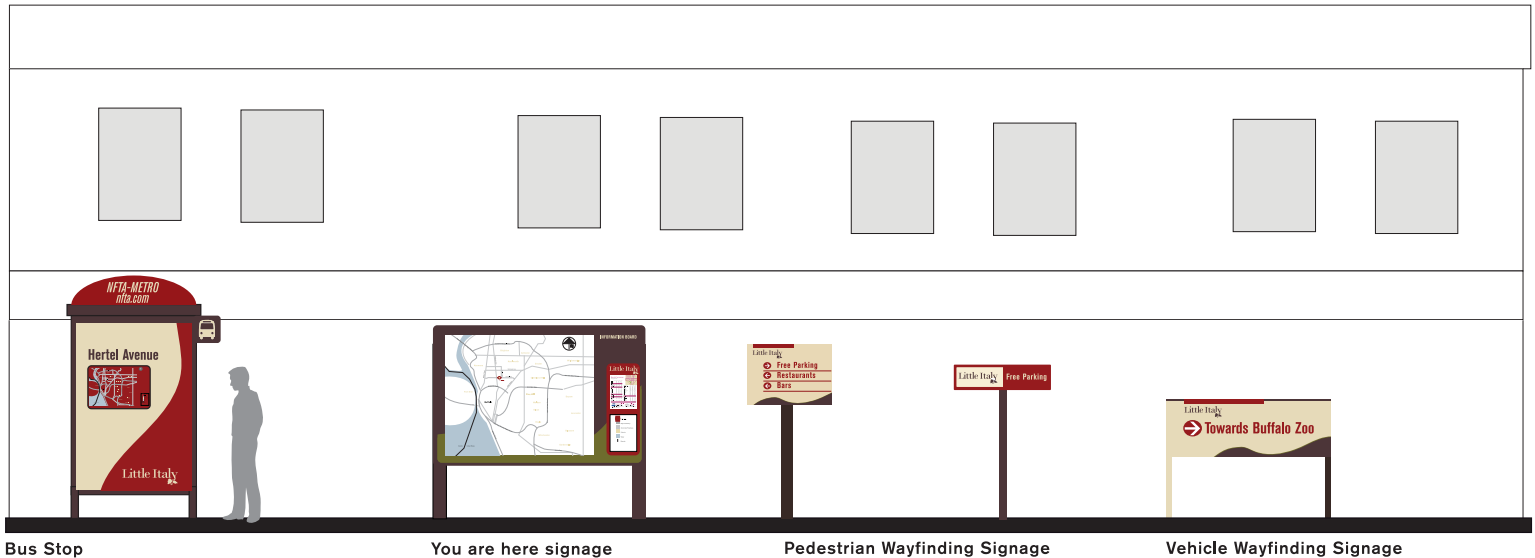
Pantone coated: DS 322-1 C
Pantone uncoated: DS 322-1 U
C 90, M 100, Y 100, K 0
R 77, G 53, B 57

Identity System Throughout Hertel Avenue

This bus stop signage will be placed in the place of existing bus stop signs throughout Hertel Avenue

This You are Here Map will be placed on the beginning and end of Hertel Avenue to help commuters and visitors find their way around

Pedestrian wayfinding Signage will be placed near interceding roads along Hertel Avenue.



Bus Stop

You are here signage

Pedestrian Wayfinding Signage

Vehicle Wayfinding Signage

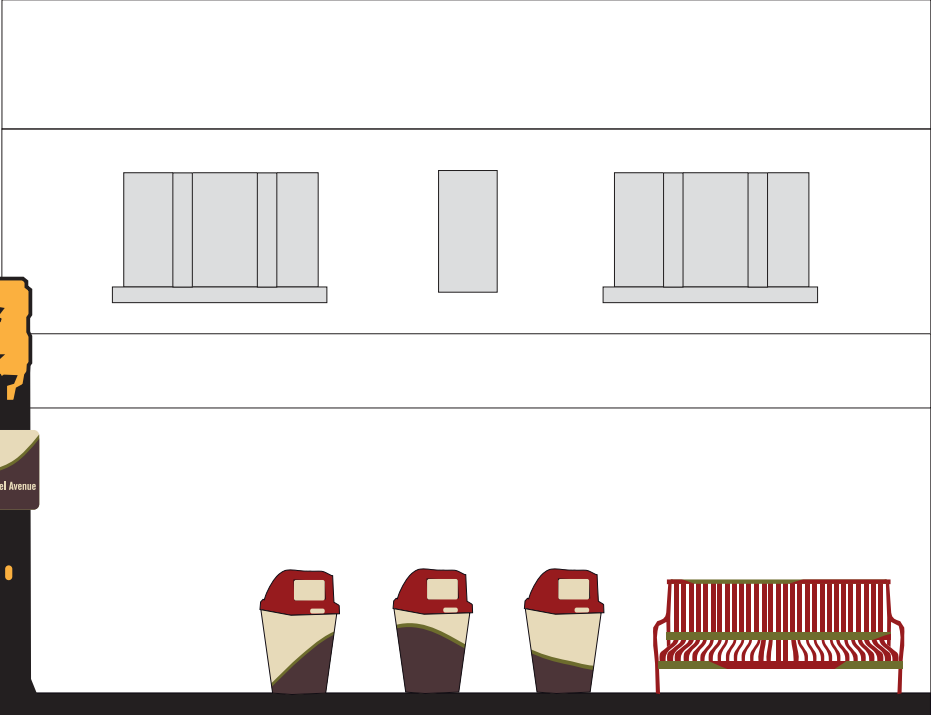
Identity System Throughout Hertel Avenue

Lamp post banners will be placed along the Hertel Avenue's main road to establish a stronger identity to the area and attract more visitors.



Vehicle Cobra Light Posts

Recycling bins can be given more attention with the new design identity approach. These recycling bins will be placed all around Hertel Avenue.



Traffic Light Sign

Recycling Bins

Bench

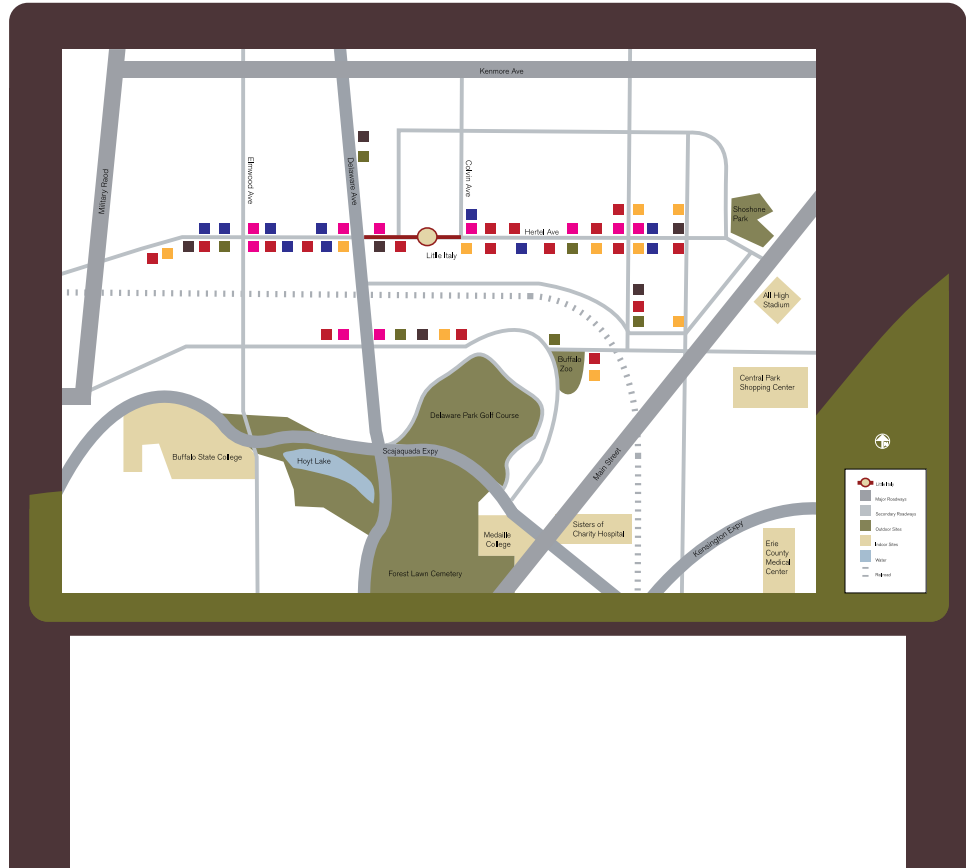
These benches with the new color identity will be placed along Hertel Avenue's main road and intersections.

Location Map

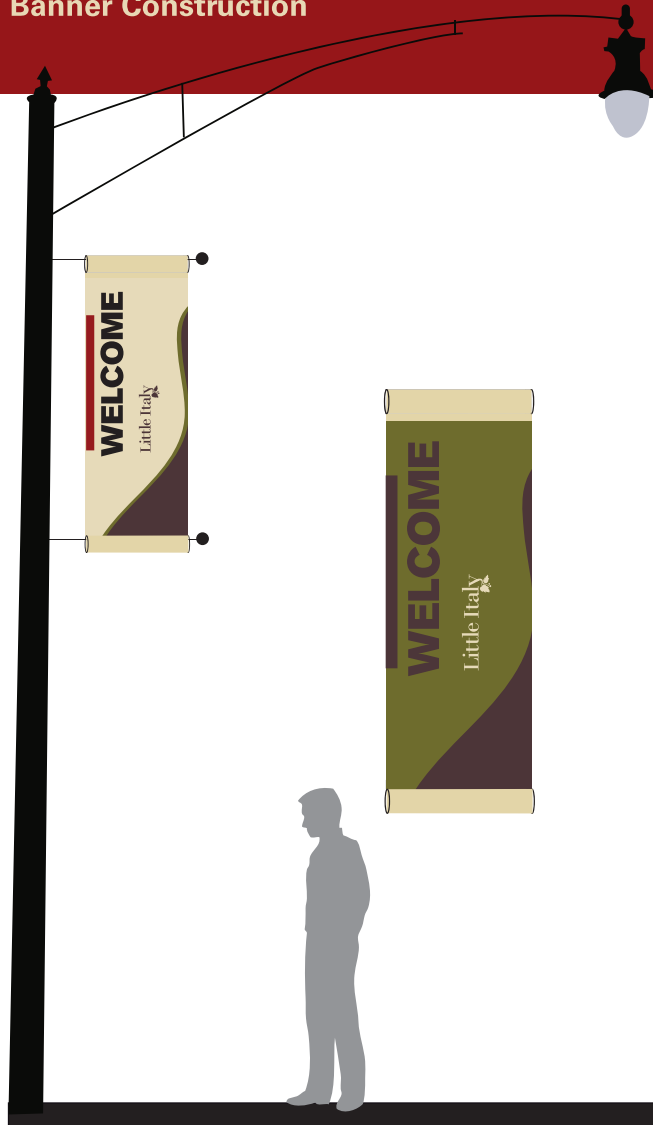
Inventory

- Bus Stops (8)**
- Information panels (6)**
- Wayfinding signs (8)**
- Lamp post banners (10)**
- Traffic signs (10)**
- Recycling bins (15)**
- Benches (10)**

This wayfinding map can be used to assist visitors in indicating where things are located within "Little Italy's" Hertel Avenue.



Banner Construction



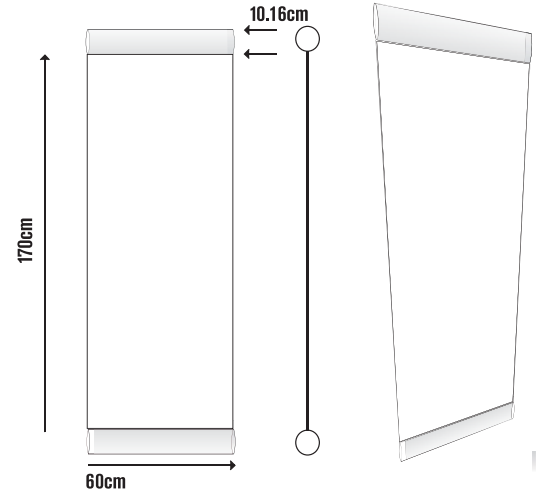
These "Welcome" banners were created to advertise Little Italy for visitors,

Each of these banner will be placed around the outskirts and within Hertel Avenue.

The banners will be tied to lamp posts and projected across the streets and roads.

Materials Used

- 18 oz vinyl
- Digitally Printed
- Nylon scrim for added strength
- Double sided graphics
- Heat welded hemming



Vehicle Cobra Light Posts

Outline front view

Side profile

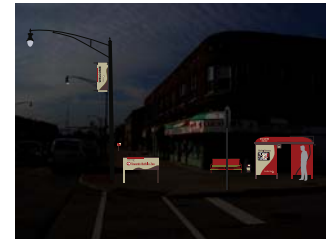
Panoramic View



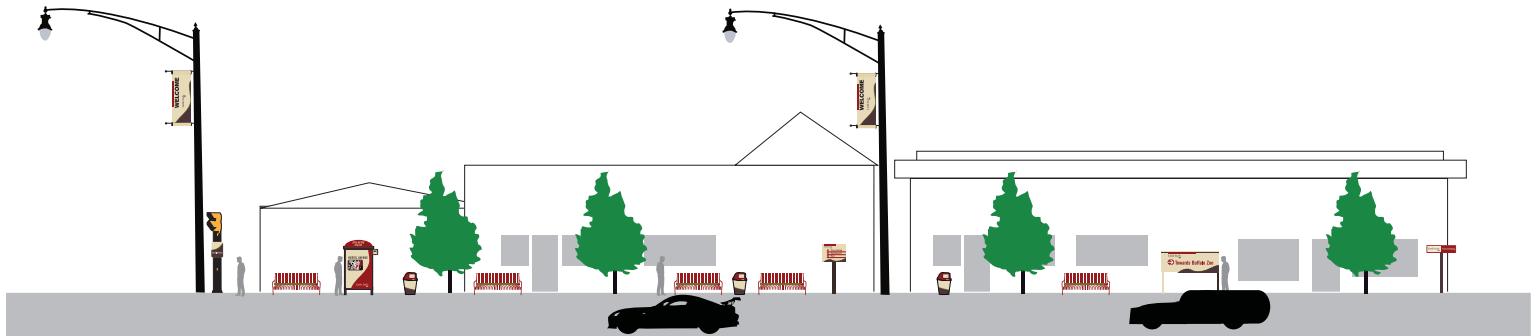
The photograph on this page shows what this part of Hertel Avenue currently looks like.



Day



Night



Here we see a new revised plan by comparing its existing state to the newly designed identity created.

1207

1205

LISA'S HAIR GALLERY
UNISEX HAIR SALON

1203

EVERETT



Acknowledgements

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The authors would like to thank:

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Dr. Kathryn Foster

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Ms. Eileen Buckley

Mr. Brian Meyer

Prof. Deborah Beardslee

Colophon

This book was designed by the Graduate Graphic Design Students in the winter of 2009 at Rochester Institute of Technology.

The text is set in Univers. Other typefaces used are Berthold Akzidenz Grotesk, Rockwell Bold and Extra Bold.

Identity System Proposals for Hertel Avenue's Italian Section were developed in the Design Applications II course at RIT, under the supervision of Dr. Alex Bitterman.

Contributions towards the content of this book include:

Cover Design
Candice Reese

*History of Buffalo's Italian Population
and Hertel Avenue*
Terry Ann Hayes & Candice Reese

Hertel Avenue Maps
Jacquelyn Clements

Hertel Avenue Current Events
Christopher Petrides