

church street



index

words.....	3
sentence.....	4
typography.....	5
sketches.....	6
poster comps.....	7
poster.....	8
logo.....	9
spread.....	10-11



words



abundant	colorful	expressive	lights	rice
active	congested	eyecandy	lively	satisfying
adventure	convenient	fascinating	localvore	shopping
agitated	cool	food	lovely	shops
amusing	creative	fragrant	murals	spirited
anxiety	crowded	free	music	Spring
anxious	crowds	freedom	nice	snow
appatizing	damp	friendly	observe	sweet
aroma	decorative	happenings	open	talking
artsy	delicious	handmade	ornamental	tea
artwork	delightful	hipster	people	tense
bookstores	distinctive	homemade	pictures	touristy
bricks	dogs	hunger	playful	trinkets
cafes	earthy	hungry	pleasant	unexpected
calm	energetic	imaginative	positive	unique
candles	engaging	innovative	procrastina-	untroubled
cards	enjoyable	intelligence	tion	vibrant
characteristic	exceptional	interesting	puddles	vivid
children	expensive	laughter	relaxed	walking
cold	experimental	leisure	restaurant	yearning

sentence



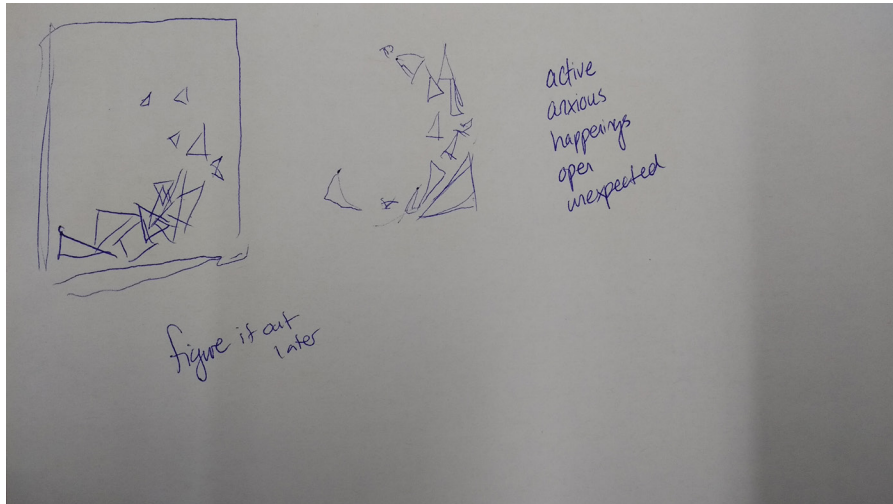
Church Street is an open downtown area with a lot of happenings that consist of being active, anxious, and unexpected.

typography

Gotham Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

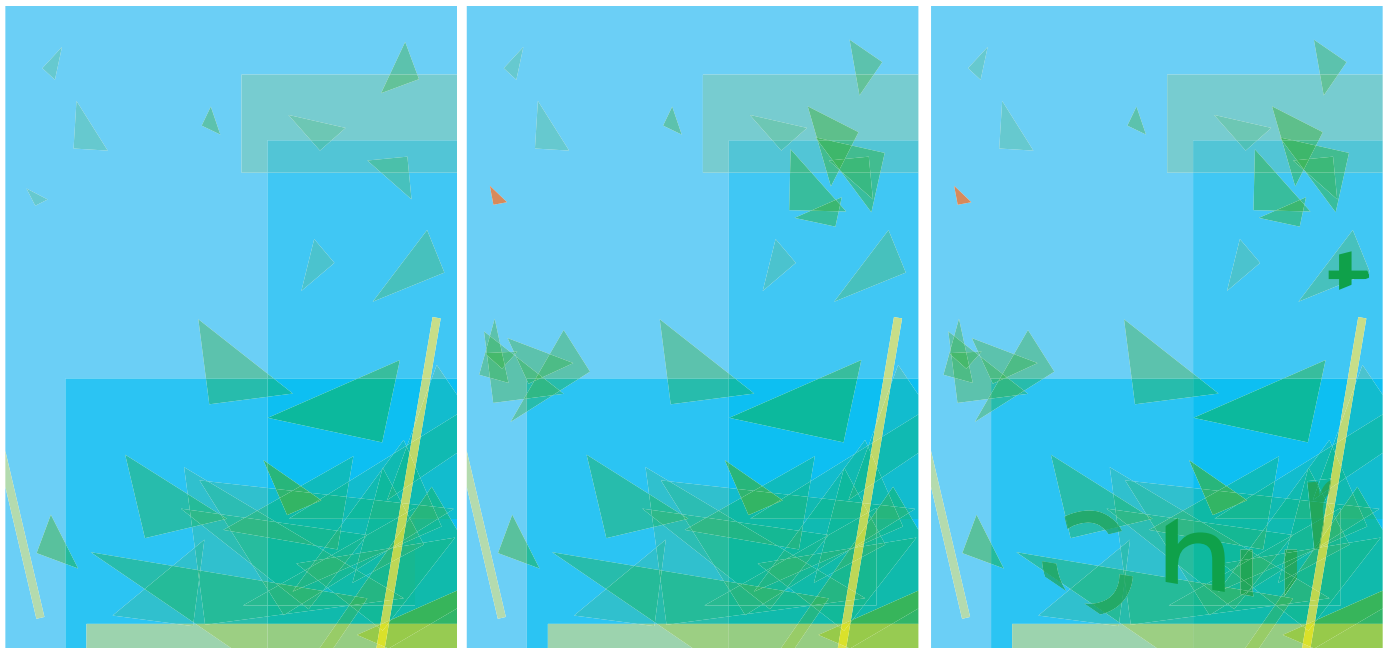


sketches

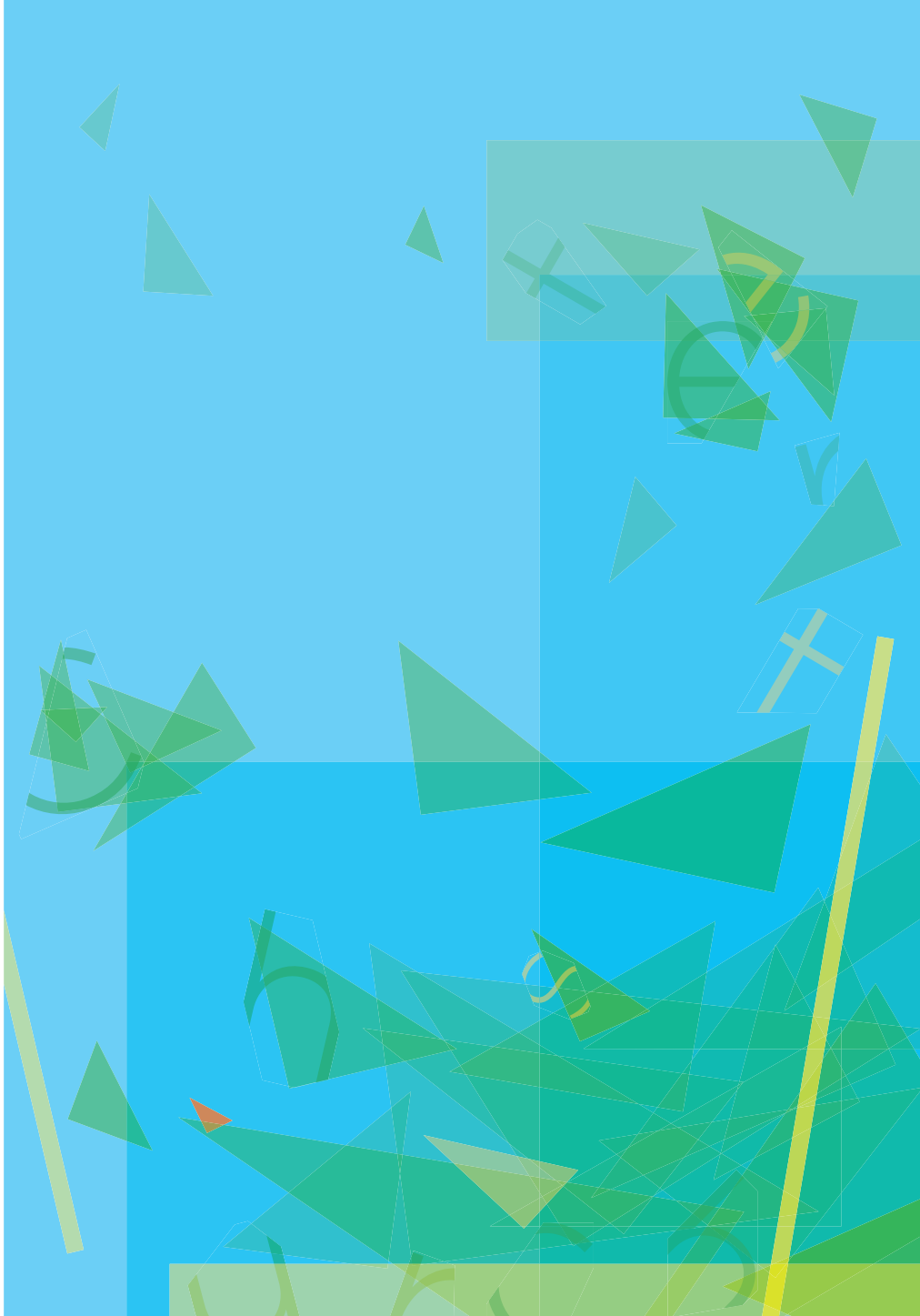




poster comps



poster



logo



Discover Church Street

by International Downtown Association

The Marketplace is a central gathering place for festivals such as the Magic Hat Mardi Gras parade in winter, and the Vermont City Marathon, Discover Jazz Festival and Festival of Fools in the summer. During the holiday season, more than 200,000 white lights illuminate the four-block-long, bricked mall. The Marketplace attracts nearly three million visitors a year.

The Burlington area is home to more than a quarter of Vermont's population, as well as several of the state's largest employers. Four colleges and universities add to the big-city sophistication and atmosphere, while the well-preserved natural beauty of the region means you can breathe easy without feeling the hassles of an urban environment. Burlington scored top honors on the list of "Dream Towns" from Outside Magazine.

A place of commerce, conversation and chance encounters

The concept for Church Street Marketplace originated in 1958 as part of urban renewal plans for Burlington. However it was not until 1971, when an experimental closure of the four-block area demonstrated the mall's feasibility, that planners, street and traffic engineers, and downtown merchants began their cooperative planning effort.

In 1971, voters approved changes to the city charter to establish the Church Street Marketplace District and the Marketplace Commission, and approve a \$1.5 million bond. With support from Vermont's U.S. Senator, Patrick Leahy (who purchased his wedding ring on Church Street) the City of Burlington received \$5.4 million in federal funds from the former Urban Mass Transportation Administration. Over the past decade, Senator Leahy has secured another \$8 million to repair and upgrade the Marketplace

In 2013, the City adopted an update of its municipal plan for the Downtown and Waterfront. PlanBTV, funded by a Sustainable Communities Challenge Grant, identified ways to promote and improve mixed uses and quality urban design, affordable and workforce housing, transportation and parking management, and the quality and capacity of public infrastructure. One of the plan's recommendations is the expansion of the Church Street Marketplace District in size and scope.

Church Street Marketplace



“...carefully maintained streets and walkways, and strong community support have kept the Church Street Marketplace District vibrant and successful.”