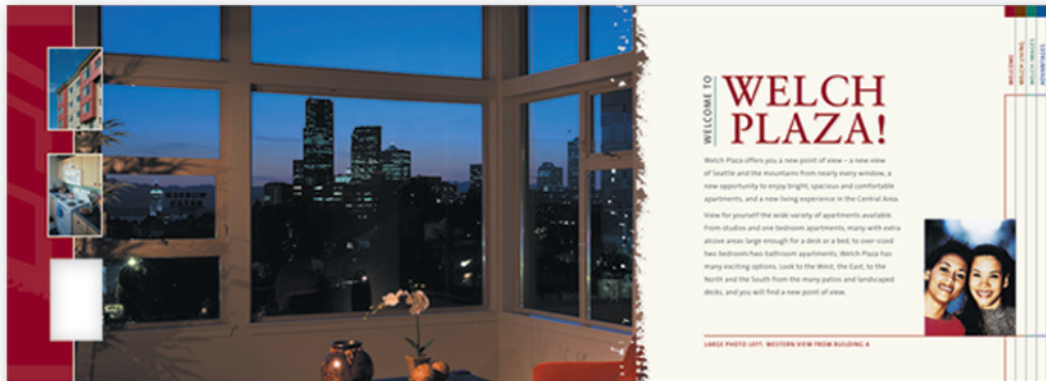


Approach:

The Welch family wished to develop a site for mixed-use applications at the Welch Hardware store location, in the Central District. In partnership with Bruce Lorig, GIRVIN was involved in the early planning stages to develop brand identity and marketing strategy.



Result:

The marketing developments were focused on creating a sense of community, including: a bank, several retail expressions, consulting service offerings, and mixed-use housing such as apartments and condominiums. GIRVIN worked in the early marketing efforts and evolution of the project sales to support the personality wishes of the family, neighborhood and developers for identity, wayfinding signage, event banners, collateral and website.

