

# CASE STUDY: CANAL CROSSING

## CREATING A COMMUNITY OUT OF THIN AIR

For this project, we had the unique challenge of developing a community in a neighborhood that did not yet exist. The Canal Crossing development is located in Hamden, CT next to the very desirable Whitneyville neighborhood. After a rigorous planning process, we branded the Canal Crossing neighborhood 'Whitneyville West' to draft off of the attractiveness of the neighboring community.

To further cement Canal Crossing in the hearts and minds of renters, we created a new positioning line: Live the Best at Whitneyville West. We crafted an identity steeped in the nostalgic railroad heritage of the locale (our logo was inspired by locomotives) and brought it to life in train ticket-themed business cards and stationery; a website with community renderings; and web, print and outdoor advertising.

Visit <http://www.liveatcanalcrossing.com>

**CANAL CROSSING**  
AT WHITNEYVILLE WEST

**GEORGE PULLMAN**  
LEASING AGENT • 380 MATHER STREET  
HAMDEN, CT  
GEORGE@CANALCROSSING.COM  
203-230-8684 • 203-230-8684  
LIVE AT CANALCROSSING.COM

**HAMDEN • CT**  
CANAL CROSSING  
No | 203-230-8486

*Viewed application  
fee through July 17*

**LIVE AT CANALCROSSING.COM**  
203-230-8486

ADDRESS: 380 MATHER STREET  
CITY/ST/ZIP: HAMDEN, CT 06514

DATE	MONTH			DAY			YEAR 20...		
	JAN	FEB	MAR	APR	MAY	JUN	1	2	3
						1	2	3	4
						4	5	6	7
						7	8	9	10
						10	20	30	

— WHITNEYVILLE WEST —

**YOUR PLACE.  
YOUR PET'S PALACE.**

NOW LEASING LUXURY APARTMENTS  
IN A PET-FRIENDLY COMMUNITY.

**LIVE AT CC.COM**  
HAMDEN, CT

**CANAL CROSSING**  
AT WHITNEYVILLE WEST

LIVE THE BEST  
AT WHITNEYVILLE WEST

CHOOSE THE WHITNEYVILLE WEST neighborhood in Hamden and discover a community rich in amenities and its surrounding area filled with possibilities. Then come home to all the comforts that complement your lifestyle.

**BRAND NEW LUXURY APARTMENTS** • **NOW LEASING**

*Open House Sat.  
May 6. Cocktails!*

**CANAL CROSSING**  
AT WHITNEYVILLE WEST

LIVE THE BEST AT WHITNEYVILLE WEST •

**NOW LEASING**  
NEW LUXURY APARTMENTS  
AVAILABLE FOR IMMEDIATE MOVE-IN

LIVE AT CANALCROSSING.COM  
380 MATHER ST., HAMDEN, CT 06514 • 888.942.7611

**CANAL CROSSING**  
AT WHITNEYVILLE WEST

LIVE THE BEST  
AT WHITNEYVILLE WEST