TWO URBAN CORNERS:

A Design Exploration for the Holloway Block

by

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ABSTRACT:

This thesis explores built possibilities for two public street corners at the Holloway Block in Burlington, Vermont. The site is at the historic commercial center of the town, and consisted until recently of abandoned buildings. The author and a partner recently purchased the site and renovated the existing structures for retail and office uses. The two corners, bookends for the block, were vacant at the time of purchase. One is in reality occupied by a building designed by architect Turner Brooks. The other will be built upon in the near future, and the author anticipates the opportunity to make the design. The programs for both buildings are based on amateur analysis of marketing and growth studies made by others. The block is largely within a National Historic District, which imposes design constraints.

The designs grow from a brief discussion of the geological, climatic and historical context, and from a brief attitudinal discussion of public urban streets.

Thesis Supervisor: Maurice Keith Smith
Title: Professor of Architecture
I would like to thank

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CONTEXT
New England under construction
1) 800 million years ago.
2) 600 million years ago.
3) 500 million years ago.

A) Plate Tectonics: Directionality & Shifts

The earth's crust is not an unbroken sphere, but rather is made up of several large continuous surfaces or "plates" which float in a sub-surficial semi-solid zone. Recent geological evidence indicates that these plates drift relative to one another, resulting in collisions, separations and slippages. North and Central America and one-half of the North Atlantic Ocean form the North American Plate, which is currently drifting westward at a rate of four to eight centimeters per year. As this plate moves, its western edge collides with and slips along the Pacific Plate, which is moving northward. The Sierra and Rocky Mountain Ranges are being built by this collision. As the eastern edge of the North American Plate continues to drift away from the Eurasian and African plates, new basaltic crust is being formed by volcanic activity at the Mid-Atlantic Ridge. Evidence indicates
that there was a period of time some one hundred and seventy-five to two hundred million years ago in which the Atlantic Ocean did not exist. Europe, Africa, North America and South America formed a continuous land mass, now referred to as Pangaea, which had in turn been formed as a result of earlier plate separations and collisions extending back into the earliest period of the earth's history.

The bedrock granite core of the Archiac Appalachian mountains, now exposed at several places in southern Vermont, dates from a collision of the North American and Eurasian plates which occurred some nine hundred million years ago. Later collisions produced the Second and Modern renditions of New England's granite highlands. The Caledonian Mountains of Scotland and Scandinavia are but the northern continuation of this mountain range.
Though these rocks are old, they are but youngsters beside the great range immediately westward. As one stares across the deep cold waters of Lake Champlain, the setting sun picks out the silhouette of the remains of the oldest rocks on the surface of the earth. Once higher than the present Himalayas, the granite core of the Adironacks has resisted the ravages of wind, water and ice over unfathomable reaches of time. These great patriarchs, between three and four billion years old, were built by what may have been the original directional plate shift.
The internal forces which formed Pangaea also constructed the modern Appalachian range as a linear folding and buckling of the granite crust.

About three hundred fifty million years ago, crustal movement associated with a plate collision caused the drop of a long, massive block of bedrock caught between the Adirondack Mountains and the nascent folds of the Appalachians, thus building the foundation for the modern Champlain Valley.

B) Glaciation
During the past three million years a series of four glaciations and interglacial intervals, some lasting for hundreds of thousands of years, have made further surficial definitions. Moving southward across the landscape as a great mass several thousand feet thick, the ice caps have ground the contours into broader and more gradual forms, grinding away loose and vulnerable material and depositing it in the direction of movement. The most recent or "Wisconsin" glaciation, retreated northward through the Champlain Valley from thirteen to ten thousand years ago. As the valley became exposed, all drainage to the north was blocked by ice, and the melt water created an immense fresh-water lake which drained to the south. During this period, the existing lowlands were lakebottom, receiving a thick overlay of silt and clay from tributary rivers and streams.
While the quantity of water frozen into glacial ice had lowered the sea level by over four hundred feet, the sheer weight of its mass depressed the land under it by five or six hundred feet. As the ice melted, the oceans began to rise, and the land "sprang back"; however, the ocean rose faster than the ground rebounded, and salt water passed around the eastern edge of the melting ice cap to dilute the lake. Whale remains have been found on the former lakebottom, and several species of fish now found in Lake Champlain are ancestors of modern saltwater species. Marine beach gravel deposits are found high above the present lake. Eventually, the land rose high enough to block off the sea. Since the southern end of the lake basin had been relieved of its frozen burden three thousand years earlier than the northern end, it rose higher sooner, giving the area its current northward tilt and drainage. Eventually, about 1,200 years from now, the northern end will rebound sufficiently to permit the lake to drain southward once again.
2. Flora: Changes in Framework Materials

At least two hundred million years prior to the recent glaciations, a great deciduous forest spread over North America and Greenland, perhaps covering much of the land mass of Pangaea. Evidence indicates that most of the deciduous species originated in the Great Smoky Mountains of North Carolina and Tennessee. There, a small, ancient, undisturbed section contains the greatest variety of deciduous trees on the continent, primarily maples, oaks, beech, white ash, basswood and tulip poplar.
As the continents drifted, raising portions of the crust and depressing others, and as great climatic changes occurred, the vast forest was destroyed in some areas, and reshaped in others. As the environmental characteristics of continents and portions of continents varied, local "associations" were formed dominated by one or two species. Today, the deciduous species found in Vermont are limited to a rather small part of the earth's land surface; all of the rest is covered with conifers, broad-leaved evergreens, grassland or desert.

Prior to the arrival of the Europeans, the Lake Champlain Lowlands were largely covered by a hemlock/northern hardwood association, typically consisting of sugar maple, beech, yellow birch, basswood, red oak, white ash and hemlock. Close by the shore, hickory and oak predominated. The sand bank which underlies Burlington's waterfront was a forest of tall White Pines.
CLIMATE

PERCENT PROBABLE INSOLATION (%)

MEAN AMBIENT TEMPERATURE (°F)

PRECIPITATION (INCHES)

WIND VELOCITY (MPH) & DIRECTION (°, ′)
Oldest fossils.

Adirondacks formed.

Oldest rocks.

Last retreat of glaciation in New England (-10K).

Pangea separation (-200 M.).

Pangea (175 M. years).

Modern Appalachians formed (-375 M.).

Second Appalachians formed (-500 M.).

Appalachians

First vertebrates (c. -440 M.) life comes ashore.

First amphibians (c. -395 M.).

First trees (c. -380M.).

Rise of dinosaurs (-225 M.).

First flowering plants (-180M.).

First mammals (-165 M.).

Maximum mammalian population (-65 M.).

Origin of man (-3M.).
History

The earliest known inhabitants of the Champlain Valley left their campsite in Franklin County some 8,000 years ago, shortly after the departure of the Wisconsin glaciation. These Paleo-Indians, or their ancestors, had presumably crossed the land bridge then connecting Siberia and Alaska.

With the arrival of the evergreen forests several thousands years later came hunters and fishermen who appear to have used simple spears tipped with chipped slate points, bone implements and wooden and soapstone vessels.

As recently as two to three thousand years ago, the Woodland People practiced a crude but large-scale agriculture, clearing the forest with stone and copper implements. On the floodplain of the Winooski River, several hundred acres were planted in corn. Long distance commerce is indicated by smoking pipes of Ohio Sandstone and bowls of Great Lakes copper.
By the time of the appearance of the first European, Samuel de Champlain, in July, 1609, the eastern shore of the lake was relatively densely inhabited by the Abnaki, a tribe of Algonquins, who called it Petoubouque, "The Waters that Lie Between". The in-between was to remain under the control of the Bourbon kings and their Algonquin allies for one hundred and fifty-four years. During this period, the lake shore retained its Indian settlements.

Far to the south and east, the British actively promoted permanent inhabitation, and from 1609 to 1763, the river valleys of New York, Connecticut and Massachusetts grew in economic importance, providing an important overseas market for manufactures. By contrast, the French stressed exploration and fur trading, so that by 1755, there were fourteen times as many British colonists as there were French in the New World. Only the incompetence of a succession of British military commanders prevented British control of all of that part of North America. Arrayed against British aristocratic incompetence was French bureaucratic corruption. The front-line French bastion, Fort Carillion (later Ticonderoga) near the southern end of the lake, provides a good example. Work began in September of 1755 under the direction of Michael Chartier (later the Marquis de Lotboniere), and by July of 1756 he had at his disposal an army of five thousand workmen. Construction proceeded at a snail's pace, for Chartier was skimming some 9,000 livres (14,000 1982 dollars) from the canteen every month. His second scheme involved his paying the workmen with canteen chits. Since the chits were useless outside of the construction site, Chartier operated a change window at which workmen could exchange chits for Canadian "card" money at a 50% surcharge. He then shipped the redeemed chits to the
colonial treasurer at Montreal for conversion to "card" money at face value. For his third scheme, he hired horses to haul sand from the sandpit which was two hundred yards away. The sand was used in the making of mortar for the stonework. The horses were in fact owned by Chartier himself. Chartier paid himself twenty-five livres for each horse's round trip, and since he felt it to be too bothersome to count the number of trips, each horse was assumed to make sixteen per day. With fifteen horses, the gross profit was nearly 200,000 livres ($300,000 1982 dollars) in 1756 alone. In addition, the construction budget paid for the sand wagons, the horses' hay and their shoeing.

As construction engineer and project supervisor Chartier certified his own figures and audited his own accounts. In the trials following the eventual fall of New France, he was not even arraigned. Such were the early days of construction on the shores of Lake Champlain.

Following the Treaty of Paris in 1763, the American frontier was North; Penetrated only by scouts, raiding parties and armies. The great north woods stretched from the seaboard settlements over two hundred miles inland to the lake. Though the subject of a territorial dispute between New York and the New Hampshire Grants, the Champlain Valley was rapidly surveyed and sparsely inhabited by subsistence farmers attracted by land costs as low as a penny per acre. By May of 1775, it was possible for Ethan Allen, a theologian, orator, woodsman and largescale land speculator, to raise one hundred seventy armed farmers on twenty-four hours' notice for an attack on the small British garrison occupying the decaying remains of Fort Ticondeloga. This was the first offensive action of the American Revolution.
Following the war, the northward trickle of settlers grew significantly. By 1790, four wood-framed buildings stood near the corner of King and Water (Battery) Streets between the great pine woods and the shore. These woods soon became the mainstay of the region's economy. The first raft of oak was floated in the spring flood down the Richelieu River to Quebec in 1794. Hundredes of thousands, then millions of board feet of oak, white pine and Norway pine floated northward each spring. The return trip brought furs, manufactured goods and salt.

By 1808 the population had grown so rapidly that some 10,000 citizens were present for the hanging of convicted murder Cyrus Dean in Burlington that October. Many rough hutments, log cabins and frame houses lined Water (Battery) and Pearl Streets, as this was the main route to the saw-mills at the Winooski falls and to the rich Winooski Valley farm and timber lands beyond. Doctor John Pomeroy was the first to construct a house of brick.
The son of an impoverished, mentally deranged farmer laid the foundation for present-day medical practice in northern Vermont.

John Pomeroy was born in Massachusetts Bay Colony in 1764. He enlisted in The Revolutionary Army for three month's service at the age of 16, returning to work the family farm. A born doctor, he read anatomy books in his spare time until he was able to persuade Dr. Bradish in nearby Cummington to take him on as a student in the art of physic.

Having completed this precetorship, his only formal training, Dr. Pomeroy married the beautiful and gay Mary Porter and moved north to Cambridge, Vermont where he established an extensive and successful practice. Ambitious, he saw the young and growing frontier town of Burlington (population 600) as a more fertile ground for medicine. In 1792 he moved his young family into a log cabin on the north side of Pearl Street. Again his skills spread his reputation for him. He is said to have relieved an edema of the glottis by carrying out a tracheotomy aboard a canal boat in Burlington Harbor, using a goose quill for a cannula. It might be noted that he had never observed such a procedure, was relying on a written description, and risked being lynched if the operation failed.

By 1797, business was so strong that the doctor and his wife were able to build the first brick house in Burlington, on Water
(now Battery Street). It was a beautifully proportioned and elegant example of Federal architecture. Granite steps led to a grand entrance framed by pilasters and sidelights. The huge six-over-six windows commanded fine views of the busy waterfront, the lake and The Adirondack Mountains. Each of the four major rooms had a large brick fireplace. Dr. Pomeroy used one as an office; the others served as family living quarters.

Almost immediately he took on apprentices. Students came from all over the state, a dozen at a time. Pomeroy was a truly dedicated teacher: it was considered undignified for the teacher to ask for pay and extravagant for students to offer to pay. When in 1804 the University of Vermont Trustees appointed Dr. Pomeroy as the first lecturer in "Anatomy and Chirurgery" he continued to hold all of the classes in his own house on Battery Street.

Of the twenty-odd medical schools in existence in the first third of the nineteenth century, three were located in poverty-stricken Vermont: one in Woodstock, one in Castleton and one in Burlington. Essentially they grew out of the desire of individual physicians to give their apprentices more adequate and well-rounded preparation than they could obtain under the preceptorship system. The M.D. degree was a later development: the University of Vermont did not grant one until 1823.

In addition to teaching and actively practicing medicine, Dr. Pomeroy issued the call for a Vermont State Medical Society. Fifteen representatives of the nine county medical groups met in Montpelier in July 1814. Until 1822 he served as an active and opinionated committee member. Two years later, at the age of sixty, he resigned his chair at the Medical College so as to devote all of his energies to his patients.

In spite of his apparent eclipse after 1823, Pomeroy must have continued to have a successful practice as he is said to have left a considerable sum to John N., his sole surviving child and heir.
He had an interesting life and he made the most of it. He shared in the beginnings of many projects and was always willing to give freely of his energies and money to initiate new things; but he was a trail-blazer, not a co-operator, and once the project was established and there was ample manpower to run it successfully, Pomeroy lost interest and went on to greener fields. This was so with the founding of the church, the University, the Medical School and the Medical Society. All of these were pioneered by Pomeroy; but when other people were needed to help with the project, the individualist passed from the scene.

Over the past century and a half, the elegant house on Battery Street which gave birth to the Medical School has fallen into terrible disrepair. Most recently, it was owned by Harold Holloway, who sold bait and tackle in the front, whist living in the back.

Last April, Derrick Davis and I purchased the Holloway Block at public auction in a bid to save the Pomeroy House and its neighbors from collapse. Working closely with architectural conservators and with the invaluable help of the State Division of Historic Preservation, we found that the Pomeroy house was in far worse condition than anyone might have guessed. During the summer it became clear that we had to choose between merely stabilizing the structure from further disintegration or carrying out an authentic restoration of the house to its original elegance and beauty of proportion. There was no question. A building of this importance to Burlington had to be recalled to life.

In order to make this additional work possible, The Preservation Trust of Vermont intends to purchase a fifteen-year "facade easement" on the Pomeroy House from the Waterfront Company for $75,000. These monies will enable us to restore this first brick residence in Burlington to its original grandeur and proportion.

Following Dr. Pomeroy's example, we have plunged ahead with the work. If you feel, as we do, that such a restoration is of
great importance to the history of Burlington, you are invited to participate in making the work possible. Contributions to the Preservation Trust of Vermont are fully tax-deductible, and gifts of securities are most welcome. Should you wish to come and observe the work in progress, do call us to schedule a visit.

Sincerely yours,

Tom Cabot, Partner
The Waterfront Company

References: Rann's History of Chittenden County
Child's Gazetteer and Business Directory
Vermont History and Gazetter - Hemenway
Dr. John Pomeroy and The College of Medicine of the University of Vermont - John W. King.
C. SEVERANCE

K EEP S constantly on hand at his Lime Kiln, one and a half mile east of the College in Burlington, STONE LIME of the best quality (as the annexed certificate shows) which will be sold at a reasonable price for Cash or most kinds of produce.

We the subscribers, Masons of Burlington and Shelburne, do certify and say, that we have used of the Lime burnt at C. SEVERANCE's Kiln, and find it to be of the very first quality, superior to lime burnt at any other Kiln within our knowledge, and particularly for plastering, it being so pure as not to need sifting.

Signed, DAN THAYER,
ABEL CROOKER,
SAMUEL REED.

N. B. Orders for Lime kept at John Peck's Store will be attended to.

BURLINGTON, Jan. 2, 1816.
FOR the better accommodation of Parties of Pleasure, and others, who may wish to view the remains of those ancient fortresses, Ticonderoga and Crown Point, and other more recently memorable places on the Lake, such as the Battle Ground of Macdonough's Naval Engagement—Plattsburgh, &c.—the Congress will leave Whitehall, as usual, every Thursday morning, at 5 o'clock, and if desired, will stop one hour at Ticonderoga—one hour at Crown Point, and arrive at Vergennes, at 6 P. M.—will leave Vergennes at 5 o'clock the next morning, and stop at Burlington and Plattsburgh, to give passengers an opportunity of seeing those places; and will meet the Phoenix about half past 2 o'clock, at Cumberland Head, on her way from St. Johns; so that those who do not wish to visit Canada, may return in the Phoenix, and arrive at Whitehall again, at 6 o'clock next morning—having, in two days only, performed this delightful excursion, and viewed the principal interesting scenery of the Lake.

Lake-Champlain, July 24, 1821.

With Commodore Macdonough’s smashing victory over the British fleet at Plattsburg on September 11th, 1814, the Crown lost all hope of subjugating its former colonies and signed the Treaty of Ghent. Commerce on the lake exploded. Following the success of the Vermont, ten passenger steamboats were launched in eighteen years. Freight transport was made easier by the opening of the Champlain Canal to the Hudson River in 1823. The Burlington waterfront became an important transhipment area for lumber, potash, cattle, cheese and butter. Sawmills, lumber yards and warehouses proliferated.
The Burlington and Rutland Railroad line arrived in 1849, with Burlington its terminus. The Chambly Canal made possible the upstream flow of lumber into Lake Champlain from Canada. A new federal tariff structure lowered the customs duties on undressed lumber, guarantying business for Burlington's sawmills and the millworks which made finished architectural products. These industries occupied a mile and a half of waterfront, and were supplied by some four hundred steamboats and barges.
By 1860 the city alone counted nearly eight thousand inhabitants, and over one hundred million board feet of lumber was being shipped through the port every year. The Champlain Glass factory and two local brickyards manufactured construction materials for the construction boom.
By the 1890's the waves of immigration brought French Canadian, German and Jewish neighborhood to the north end of town. A Nebraska real estate promoter laid out eighteen new blocks on 100 acres of farmland at the south end of town, reserving several blocks near the lake for industrial development. This was Burlington's first mixed-use development. (see illustration).
Notice.
The Champlain Glass Works are now in full operation, and can supply Window Glass of superior quality, cut to any size or pattern, at short notice. Orders directed to the subscriber will receive prompt attention.

To prevent interruption at the Factory, and at the same time to meet the public convenience, Mr. JOHN PECK has been appointed general agent for the sale of the Glass in this vicinity.

JOHN S. FOSTER, Superintendent.

CHAMPLAIN WINDOW GLASS.
The subscriber offers at his Store (wholesale and retail) a general assortment of Glass of 1st and 2d quality, made at the new works in this place. The thickness, brilliancy, and color give this article a decided superiority over any other Cylinder Glass in the market, and purchasers have the additional advantage of receiving it well sorted and packed, and every light whole.

Clock, Couch and Picture Glasses;
Fan Lights, and Ovals cut to pattern. Merchants and others are requested to call & examine themselves.

JOHN PECK, Agent.

S. C. KIMBALL & CO.
Manufacturers of and Dealers in
Doors, Sash & Blinds,
Mouldings
and
BRACKETS,
Wholesale and Retail.

NORTH END OF PIONEER BUILDINGS,
BURLINGTON, VT.
After 1900 the rate of growth slowed. With the exception of a residential building boom just after the end of the Second World War, major expansion awaited the arrival of high technology industries in the 1970's, when International Business Machines, Digital Electric and Mitel Corporation began to have a major impact on the city and the region around it. New residential suburban development sprang up in every direction, and the new Interstate Highway made daily long-distance commuting possible. Though virtually no vacant lots remained within
the City Street grid, enterprising developers began to convert large existing 19th century houses to apartments, often adding rooms and entire apartments at the back. In this incremental way, Burlington's density is gradually increasing.
The city began life as the city of the dead. Paleolithic hunter/food gatherers established burial grounds as their only permanent places, and virtually all of our knowledge of these people derives from excavation of ceremonial graves.

Not until near the end of the Wisconsin glaciation, circa 13,000 B.C., were permanent places made for other than symbolic reasons. The inhabitants of these small agricultural hamlets cultivated only tubers at first. Grains, which required more sophisticated farming techniques, were added about two-thousand years later. Since virtually the entire population was engaged in food growing and storage work, there was little to trade, and little need for any more than an informal marketplace. As hamlets grew, and as groups of hamlets banded together for defense or were subjugated by a hunter/warrior, the few important buildings were dedicated to religious use, generally consequential to the identification of the ruler as an intermediary between the common people and the gods.
Early cities were designed as man-made replicas of the universe as described by religious beliefs. The major streets were broad, laid out for ceremonial processions and subservient to a central, walled precinct of temples, while the majority of streets were but eight to ten feet in width, and tortuous for protection from the wind and sun. The marketplace was but a periodic, evanescent use for a portion of the temple precinct, and was usually adjacent to a building designated for grain storage. The merchant did not appear until 2,000 B.C. in Mesopotamia, at which time his title described him as the official of a temple authorized to conduct trade outside of the immediate region.

Not until population and productivity had grown sufficiently as to enable the surplus production from local workshops to be offered for general sale, and not until surplus wealth was available for trade with distant producers was it possible for the occupation of "merchant" to become independent of the temple precinct. Shortly after 2,000 B.C., the marketplace had come to exist as a confluence of paths, as indicated by the Sumerian ideogram "Y". Classically, it took either the form of a partially and temporarily covered open place or the form of a narrow street lined with small
booths, partially or entirely temporary in nature, and usually the extensions of permanent work/storage/living spaces. Archetypal examples include the agora at Thera (an open square), and the Broad Way in High Wycombe (a widening of a street).

From its earliest appearance, the marketplace served as a place for the exchange of news and opinion and as a place for social entertainment. With the introduction of stamped coins of precious metal in the seventh century B.C., it became possible for merchants to work for abstract riches above and beyond a better standard of living. As regional economies expanded, the merchant class outgrew the marketplace, replacing or supplementing it with permanent retail shops defining whole networks of commercial streets. In the United States, the marketplace survives only as an agricultural curiosity in such places as the Farmers' Market in St. Louis, the Haymarket in Boston, the Farmers' Market in Seattle, and a few others. The weekly or twice-weekly market found in many small Western European towns disappeared long ago in this country, if indeed it ever really existed at all.
The definition of "marketplace" has three components: 1) an ephemeral quality, 2) a temporal or periodic nature, and 3) an inability to survive radical, non-incremental changes. Given this definition, the "marketplace" which one finds ensconced at Quincy Market, at the Inner Harbor of Baltimore or at the Ghirardelli Chocolate Factory in San Francisco is a grotesque and heavy-handed misappropriation of the word. These enterprises do not encourage incremental change, have no ephemeral qualities and are only temporal to the extent that they close for a few hours late at night.
To their credit, one should note that they do integrate automobile parking in their plan, mix different types of retail operations on the same site, and provide sufficient amenities as to encourage permanent habitation of the downtown.
A few bona fide revivals of the classical marketplace have met with some limited success. Frequently opposed by local supermarkets and other retailers, they enable the urban citizen to purchase foodstuffs and related goods directly from the farmer or cottage industrialist. Such markets encourage entrepreneurial spirit, increase the sense of community between the local inhabitants and recycle monies directly from consumers to producers within a small geographic region. Relatively unregulated, they can be an experiment in Libertarian socio-economic theory. The 1976 U.S. Senate hearings on direct-marketing showed that meat sold directly has a lower water and bacteria content than meat certified by the U.S. Department of Agriculture and sold through a supermarket. While USDA minimum standards tend to set a maximum standard, the unregulated seller depends on reputation as a means of increasing his business. Because he is required to meet no minimum standards, he has no maximum standards beyond those set by the needs, desires and pocket-books of his customers.
That the marketplace has survived in much of the world for nearly forty centuries is no accident, for the marketplace is the purest form of retailing. The buyers and their pocketbooks are thoroughly mixed in with the sellers/ producers and their goods or services. Sights, sounds, smells, touches and tastes are everywhere. In the classical medieval marketplace or Arab souk, the density of activity is such that it is not clear whether the merchandise has invaded the street or the street has invaded the merchandise. Our modern advertising attempts to duplicate portions of this experience, assualting us with bright images and supposedly enticing
sounds, mailing us scented graphics and food samples. Why not the real thing? In the United States, there are perhaps four major reasons: first, the growth of large-scale agri-business due to a governmental regulation structure which effectively restricts entry into agriculture on an economical scale;* second, low fertilizer and transportation costs as a result of fossil fuel prices held artificially low by governmental regulation; third, the perfection of mobile refrigeration; and fourth, the encouragement of the conversion of farmland to suburban sprawl by means of vast subsidies for individual home ownership, both in interest rate manipulation and in deductions from taxable income.

*This regulatory structure includes marketing boards which restrict the growing and the marketing of many agricultural products in the interest of high profits, the setting of artificially high cosmetic standards for produce, and zoning laws which discourage urban density, among many other factors.
What then is required in order to revive the classical marketplace as the core of a downtown within which retail business can prosper? People. In particular, people on foot, since that is the most flexible means of movement, and people with the financial capability to fill their material needs. Since most people spend most of their time either at work or at home, the downtown requires offices and housing as a precondition for serious economic growth.
To a certain extent, the short-term forces of history are with the city. There is a clear trend towards smaller families, couples remaining childless, or waiting longer before having children, and single people remaining so until later in life. In each of these cases there is an inherently greater demand for social and cultural activity which cannot exist outside of an urban setting, and there is as well a relatively high per capita disposable income. As fuel costs continue their long-term rise in constant dollars, the increasing cost of transportation tends to discourage scattered suburban living. Though home ownership continues to be subsidized by means of deductibility of mortgage interest from taxable income, thereby tending to encourage the purchase of attached single family dwellings or condominium apartments, the small savers' forty-year-long subsidy of low mortgage interest rates is now finished, thereby tending to discourage the purchase of large, detached single family dwellings of the type that surrounds American cities by the square mile.
More people are more educated today than ever before, which tends to mean that they are predisposed to seek a wider range of physical, cultural and social experience than ever before. The isolated and inward-focused suburban shopping mall offers physical predictability, cultural normalcy and social sterility. This is no offering at all. Even the small city of 50,000 in its state of late twentieth century decay offers more variety of experience. More important, the existing urban infrastructure offers more opportunity for growth and change towards the accommodation of diverse ways of living, both as a consequence of existing diversity and by virtue of the small size of most of the land holdings. Central control tends to be resistant to the incremental and continual changes which are inherent in individual ownership and control. Though the street grid which is characteristic of American cities is a control mechanism in itself, there remain limitless possibilities for mutation and overlay by both the built and the unbuilt. What remains of the street grid becomes a network of visual links which relate one particular place to another.
In its role as an extension of the marketplace, retailing should be supportive of and derive support from the other major street activities, including social contacts, child's play, people watching, momentary sunbathing, information exchange, transportation and immediate local access.

Reciprocal support by definition cannot occur in isolation, and the retail edge must be broken down into a relatively indeterminate zone in which portions of the retail display or selling activity find their way out into the nominally public realm and vice-versa. Edge permeability should occur in the direction of pedestrian travel, including partial containments which provide places for pooling or eddying of the pedestrian stream. These should, on occasion, include or be built of architectural or moveable objects which can be used as seating. This approach moves the modern, razor-sharp street edge towards the economically, socially and sensually interactive qualities of the marketplace. The edge so constructed of incomplete definitions and suggestions is
by its nature receptive to the incremental changes which will enable it to be of lasting value beyond the twenty-year mortgage around which most of our urban fabric is designed.

As the built reciprocal of the public street, the retail edge must grow laterally in some places so as to develop a spacial dialogue and so as to reduce the super-human dimensions found in most streets. At seventy feet distant, a human face is individually recognizable. Beyond that, the open space is sized not for individual expression but for great marches, parades and rallies, perhaps to be filmed by the great Leni Reifenstahl ("Triumph of thw Will," 1937). The urban open spaces that have been successfully inhabited over time are virtually all edged in a permeable and suggestive vocabulary of one kind or another, depending upon the particular climatic influences and cultural norms. This is not a matter of opinion, but rather, of documented fact (ref: A. Grey, R.L. Morris, Wm. Whyte, in bibliography).
In order for such articulate streets to come alive, they must be populated with people, and these people must be there as a matter of course above and beyond ceremonial or recreational occasions. As has been mentioned earlier, most people spend most of their time at home or at work, so the urban place must be made of and be widely surrounded by dense urban fabric, layered and built to a thickness of at least four stories, perhaps as many as seven in some places. Only then will sufficient pedestrian density be generated as to bring life to the public spaces. Once alive with people, spaces will inevitably become more human. Monolithic surfaces will be broken down and the motor vehicle/lethal moving object subjugated to pedestrians.
Downtown Burlington is a case of national significance. Many small American cities have allowed their commercial cores to wither away both economically and physically since the end of the Second World War. Spartansburg, South Carolina and Pittsfield, Massachusetts are archtypal examples of this trend. In Spartansburg, large shopping "malls" at either end of town have reduced the main street to a virtual ghost town. The situation may be irreversible in the short term. In Pittsfield, the town is attempting to lure a large shopping "mall" to the center of the downtown. By turning its active edge inward, and away from the existing street, the proposed "mall" will reduce the street to a mere access road and effectively destroy its social and commercial role.

In contrast to these and other myriad cases, Burlington's downtown has succeeded, perhaps by luck, in retaining substantial retail business from both the immediate area and the surrounding region. Beginning in 1955, a series of seven shopping centers totalling 990,000 square feet of gross floor area were constructed within five miles of the commercial core. Fortunately, all of the department "anchor" stores for these centers are discount stores. The downtown retains
the largest concentration of high-quality merchandise between Manchester, New Hampshire (2 1/2 hours' drive) and Montréal Québec (1 1/2 hours' drive). The presence of several thousand university students, many of whom do not own automobiles, is an important factor in this equation. Also of great importance are the employees of downtown offices, as they account for some 43% of all retail sales downtown. To a limited extent then, the downtown is self-perpetuating. Its evolution is encouraged by the flexibility inherent in local ownership. For example by contrast, most of the downtown of Waukeegan, Illinois, is owned/controlled by two elderly women in Philadelphia who have not visited for thirty or forty years, and who have allowed it to slide gradually into decay.
As the Church Street Marketplace/pedestrian street promises to increase the intensity of use of the main shopping street so will the development of housing and office space in the waterfront area revive Burlington's historic commercial center. The lake is not merely the economic, but also the spiritual generator for the city. This design project attempts to explore two possible contributions to that revival, using the attitudes discussed above as working hypotheses.
PROGRAM:

Building 10, corner of Main and Battery Streets:

1) Credit Union, including:
   a) Banking Hall
   b) Library
   c) Commons
   d) Offices

2) Retailing

3) Offices

Building 8, corner of Battery and King Streets:

1) Retailing,

2) Restaurant

3) Office

Shelburne House, Shelburne Farms, c. 1889
Farm Barn, Shelburne Farms, c. 1890
APPLICATION

The HOLLOWAY BLOCK

Design by Battery Graphics

SITE PLAN
SOUTH ELEVATION b
WEST ELEVATION a
RELATED REALITY
A longtime admirer of the Holloway Block on Battery Street, who turned an old mattress company across the street from it into a popular Burlington restaurant, bought the Holloway property Tuesday for $460,500 at an estate auction.

Derrick H. "Rick" Davis of Burlington and partner Thomas D. Cabot III of Boston bought the eight-parcel estate, which includes two tenements on Main Street. Only buildings that cannot be repaired will be razed, Davis said.

Among the buildings is one of Burlington's oldest houses, the 1797 home of Dr. John Pomeroy, the first professor of medicine at the University of Vermont. Harold H. Holloway, who ran a fish bait, tackle and rowboat rental business, used the house for his shop.

"They don't make any more property like that, downtown Burlington near the waterfront," auctioneer William F. Hill chanted into the microphone. About 20 bidders handed over certified checks for $10,000 each to participate, but only half a dozen bid.

"We haven't decided yet, believe it or not," Davis said when asked about his plans for the block. "We are now determining the highest and best use."

The estate, on the south side of Main Street and the east side of Battery Street, had been tied up in probate courts in Vermont and Massachusetts for four years after the death of Holloway.

Davis, in partnership with Peter J. Clifford of Stowe, bought the old Champlain Mattress Co. in June, 1976, for $45,000. With the help of federal historic reservation grants, the building was renovated to house the Ice House restaurant and office space. It is valued on city tax rolls at $150,000.

The restaurant business was sold last year to a third partner, James Lampman, Davis said.
Developer to Receive Restoration Grant For Holloway Block

By JODIE PECK
Free Press Staff Writer

A $215,000 federal grant to help renovate historic buildings in the Holloway Block at Battery and Main streets has been approved, according to a congressional aide.

Burlington officials applied for the Urban Development Action Grant from the U.S. Housing and Urban Development Department last May. The grant will be lent at a low interest rate to developer Derrick "Rick" Davis, new owner of the Holloway Block.

Michael Calhoun, aide to Sen. Patrick J. Leahy, D-Vt., said the application was approved Friday morning, after the "cooperative effort" of Leahy and Sen. Robert Stafford, R-Vt.

He said the restoration will provide 80 new jobs when completed and 30 construction jobs.

"I think we'll make it work," Davis said. The interest rate the city will charge is being discussed, he said, and project costs are being figured.

Davis estimated earlier that refurbishing for office, retail and residential space will cost $1.2 million to $1.5 million. He said renovation could not be done without the low-interest loan.

Davis and partner Thomas D. Chbot III of Boston bought the eight-parcel estate for $460,500 in April. The estate includes two tenements on Main Street and one of Burlington's oldest houses, the 1797 home of Dr. John Pomeroy, the first professor of medicine at the University of Vermont.

Davis, in partnership with Peter J. Clifford of Stowe, bought the old Champlain Mattress Co. across the street from the Holloway property in 1976. With the help of federal historic preservation grants, the building was fixed up to house the Ice House restaurant and offices.

The Harold H. Holloway estate is in Burlington's former downtown — on the south side of Main Street and the east side of Battery Street near the waterfront.

Holloway ran a fish bait, tackle and rowboat rental business. The estate was in probate courts in Vermont and Massachusetts for more than four years after his death.
Burlington’s vision is returning to the waterfront.

Burlington’s waterfront was once the heart of the city’s commercial district. Astounding beauty and a high degree of access made it an unparalleled site for business.

Today, Burlington’s vision is returning to the waterfront for the same reasons. The Holloway Block, with 20,000 square feet of new and refurbished office and retail space, will be the anchor of the city’s revitalized waterfront district.

The Holloway Block is a restoration development designed to support a mix of professional firms and selected retailers in unique workspaces ranging from 600 to 4,000 square feet. Many of the buildings are structures that housed the businesses of another era, now restored to retain the unique charm of their architecture. There are also two new buildings, carefully designed to maintain the character of the overall project. The sum is a commercial block with a variety of spaces that will lend identity to the businesses that occupy it.
Located on Battery between Main and King Streets, with sweeping views of Lake Champlain and the Adirondack Mountains, businesses located in the Holloway Block will enjoy complete access to all points in the city. Clients and employees will appreciate the project's 100 off-street parking spaces. The Holloway Block is within a block of the Burlington ferry landing, the boat harbor, the Radisson Hotel and the famed Ice House Restaurant. And it is only a short four-block stroll from the Church Street Marketplace.

Allure and convenience are foremost in the plans of any business thinking about relocating. The Holloway Block is a site full of exceptional workspaces embodying the qualities of historic beauty and modern convenience. More information and visits to the site can be arranged by contacting the Waterfront Company, 171 Battery Street, Burlington, Vermont 05401. The phone number is 802-862-1266.
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