

# Green Necklace, City of North Vancouver

Tom Barratt Ltd / Dave Hutch, City of North Vancouver

The Green Necklace Communications + Marketing project was initiated by the City of North Vancouver to communicate a proposed 7km long urban greenway.

The Green Necklace is a 7km long urban greenway aiming to link the City of North Vancouver's park system in a continuous network of recreational and ecologically designed spaces to provide safe, alternative transportation routes through the City of North Vancouver.

The Landscape Architect assembled and oversaw and coordinated a multidisciplinary team of graphic artists, 3D animation experts, planner and writer in the development of multi-media, multi-disciplined communications and planning project.

The following communications components were developed: narrated digital flythrough of the 'Green Necklace', 3D animated detail, website development, marketing strategy, logo development and public consultation print media.

The Green Necklace website is: <http://www.greennecklace.org>

This project illustrates the role of the Landscape Architect adapting to and leading in new technologies and innovative communication techniques to further the understanding of the profession and its role in building communities.



↑ The Green Necklace is a 7km long multi-use trail that will form a continuous loop around the centre of the City of North Vancouver. It will link important city parks, public spaces and natural habitats, providing safe access for pedestrians, people with mobility aides, inline skaters and cyclists alike.

→ Pictures from 3D Animation.

↓ View of Green Necklace.





**client**  
City of North Vancouver  
**other key consultants**  
Print media: Origin Design + Communications;  
3D animation: Rob Tucker, Chihook Productions;  
Website: Jeremy Burrows Creative;  
Writing: Lance Berelowitz, The Sheltair Group.  
**location**  
North Vancouver, BC  
**completion**  
November, 2003  
**photograph**  
Dave Hutch