LOGO INSPIRATION AND DEVELOPMENT

I created this design because it visually communicates the essence of the brand through a creative and unique representation. The logo evolves from the initial concept to the final design, showcasing the importance of innovation and creativity in branding. This process highlights the journey from an idea to a tangible outcome, emphasizing the importance of visual identity in marketing and communication.
CREATE GARDEN CITY LANDS WEBSITE

Phase 2 Concept Plan Options now available.

Welcome to Create Garden City Lands.

Residents are offered a unique opportunity to create a new legacy for their community in the Garden City Lands, an approximately 925 hectares (2,200 acres) of open space located within the Agricultural Land Reserve, to the east of Richmond, between Westwind Boulevard and Albion Bridge Way. Garden City plans to create a Greenway with a series of parks and trails that will connect to the existing system of parks and trails in the area.

Public Consultation

The Garden City Lands public open house was held on November 9, 2012, at the Garden City Lands and was attended by more than 90 residents. The themes and options included in the Phase 2 Concept Plan were presented, and feedback was sought on the proposed designs. The following themes were presented:

1. Environmental Protection
2. Natural Habitat Enhancement
3. Recreational Facilities
4. Educational Opportunities
5. Community Gathering Areas

The feedback received from the public consultation was used to develop the final Phase 2 Concept Plan. The Plan was approved by the City of Richmond in February 2013, and construction is scheduled to begin in early 2014.

The Lands

To some people, the Garden City Lands may appear flat and featureless; however, a closer look reveals diverse landscapes formed by both natural processes and human activity.

The lands are subject to a range of natural forces, and the landforming processes have shaped the landscape. The soils are a mixture of clay, sand, and gravel, and the vegetation is a mosaic of wetlands, meadows, and forests.

The Phase 2 Concept Plan identifies four main themes for the development of the Garden City Lands:

1. Natural Habitat Enhancement
2. Recreational Facilities
3. Community Gathering Areas
4. Educational Opportunities

The Plan was developed in collaboration with the City of Richmond, the Richmond Conservation Authority, and the Richmond Community Planning and Development Commission. The Plan was approved by the City of Richmond in February 2013, and construction is scheduled to begin in early 2014.
PROMOTIONS

NEwSPAPER WRAP

Create your Garden City Lands vision

To help build the creative futures our community and the region, the Garden City Lands vision has been proposed. It’s a strategy to help the community come together to create a better future. It’s a plan to help the community organize and participate in the creation of a new community. It’s a plan to help us create new jobs, new housing, and new services.

Questions to ponder

1. What is the vision of the Garden City Lands?
2. What is the role of the Vision of the Garden City Lands?
3. What is the role of the Community in the Vision of the Garden City Lands?
4. How can we ensure that the Vision of the Garden City Lands is implemented?
5. What is the role of the Community in the implementation of the Vision of the Garden City Lands?

Help create the future at our Ideas Fair

The Garden City Lands’ Ideas Fair will be held on [date]. It will be an opportunity for the community to come together and share ideas about how to create a better future for the Garden City Lands. The Ideas Fair will feature workshops, discussions, and activities to help the community work together to create a better future.

Come show us your creative side.

You’re invited to help us plan the heart of our city.

Bring your ideas for new parks and other facilities. This will be a fun and interactive way for you to share your ideas and get involved in the planning process. The Ideas Fair will be held on [date] and will be held in [location].

The Garden City Lands’ Ideas Fair will be held on [date]. It will be an opportunity for the community to come together and share ideas about how to create a better future for the Garden City Lands. The Ideas Fair will feature workshops, discussions, and activities to help the community work together to create a better future.

Create a legacy

Planning begins for Garden City Lands

The Garden City Lands will be a new and unique place to live and work. It will be a place where the community can come together and share ideas about how to create a better future for the Garden City Lands. The Garden City Lands will be a place where the community can come together and share ideas about how to create a better future for the Garden City Lands.

A history of community use

The history of the Garden City Lands has been one of cooperation and integration. It was once a place where the community could come together and share ideas about how to create a better future for the Garden City Lands. It was once a place where the community could come together and share ideas about how to create a better future for the Garden City Lands.

Unique ecology helps define lands

The Garden City Lands’ unique ecology helps define the lands. The lands are characterized by a variety of landscapes, including wetlands, forests, and agricultural areas. The lands are also characterized by a variety of ecosystems, including wetlands, forests, and agricultural areas. These ecosystems are important for the health of the lands and the community.

Sat June 1 Ideas Fair 11am – 3pm

The Garden City Lands’ Ideas Fair will be held on [date] and will be held in [location]. It will be a fun and interactive way for you to share your ideas and get involved in the planning process.
Help us bring your ideas to life

You’ve shared your dreams and visions with us for the future of the Garden City Lands.

We’ve used your ideas to develop three proposed design options for new park and community space on these precious lands. Now it’s your turn to tell us what you like and don’t like about these concepts.

Join us for a Public Open House from 11 a.m. to 9 p.m. in the rotunda at Lansdowne Centre to learn more about the proposed concepts and share your ideas as we continue to develop a plan for this 55-hectare (136-acre) jewel in the heart of Richmond.

Learn more about the concepts at [www.creategardencitylands.ca](http://www.creategardencitylands.ca) or by contacting the City’s Parks Division at 604-244-1208.

Additional public input opportunities will be available online at [www.letstalkrichmond.ca](http://www.letstalkrichmond.ca) beginning November 7.

Garden City Lands Vision

The Garden City Lands, located in the City Centre, is envisioned as an exceptional legacy open space for residents and visitors. Visible and accessible from many directions, the Lands are an impressive gateway into Richmond’s downtown, and a place of transition and transformation from the rural to the urban. Its rich, diverse and integrated natural and agricultural landscape provides a dynamic setting for learning and exploration. It is inclusive with a range of spaces, amenities and experiences that encourage healthy lifestyles, social interaction and a strong sense of community pride.

Public Open House
Lansdowne Centre
Thurs Nov 7
11AM - 9PM
JUNE 1: IDEA FAIR POSTCARD

GREETINGS FROM 2100!

[Image of a cartoon scene with the text "GREETINGS FROM 2100!" and a logo for "Garden City Lands"]]
JUNE 1: IDEA FAIR SURVEY

Thank you for attending the Garden City Lands Ideas Fair. Your thoughts, ideas and comments are important as we kick-off this comprehensive community planning process to create a new legacy for the City of Richmond.

Please take a few minutes and complete this questionnaire before leaving today.

You can also complete the questionnaire online or get more information by visiting www.creategardencitylands.ca.

What is your postal code? ___________________________ Are you a City of Richmond Resident? □ Y □ N
Which neighbourhood do you call home? __________________ Did you enjoy today's Ideas Fair? □ Y □ N
What did you learn today that you did not know before? __________________________________________

THINK QUICK!
What words describe your FIRST IMPRESSIONS of the Garden City Lands upon arriving today.

What words would you use after having learned more about the Garden City Lands today?

LET'S GET STARTED
Below are three possible themes previously identified for the Lands by Council. However, other themes may be considered as well. How important are these themes to you? Please rank in order with 1 being the highest priority.

1. Community Wellness and Enabling Healthy Lifestyles
2. Showcasing Urban Agriculture
3. Demonstrating Environmental Sustainability
4. Other (please explain):

CREATE
How would you create a legacy gift for all City residents? Tell us which of the following farm and non-farm activities permitted within the Agricultural Land Reserve you would support:

Crop Production (e.g. root and green vegetable, berries, greenhouses)

□ Strongly support □ Somewhat support □ Neutral □ Somewhat don't support □ Strongly don't support

Agricultural-Tourism (e.g. farmers markets, farm tours, farm retail)

□ Strongly support □ Somewhat support □ Neutral □ Somewhat don't support □ Strongly don't support

Ecological Reserve (e.g. Richmond Natural Park)

□ Strongly support □ Somewhat support □ Neutral □ Somewhat don't support □ Strongly don't support
**JUNE 1: IDEA FAIR SURVEY**

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**Passive Recreation** (e.g. walking trails or boardwalks, bird watching, picnics)
- [ ] Strongly support
- [ ] Somewhat support
- [ ] Neutral
- [ ] Somewhat don't support
- [ ] Strongly don't support

**Open Parkland** (e.g. community gathering spaces, community gardens)
- [ ] Strongly support
- [ ] Somewhat support
- [ ] Neutral
- [ ] Somewhat don’t support
- [ ] Strongly don’t support

**Site-Related Education & Research** (e.g. sustainability centre, farm school)
- [ ] Strongly support
- [ ] Somewhat support
- [ ] Neutral
- [ ] Somewhat don't support
- [ ] Strongly don't support

**Leave As Is** (e.g. for future generations)
- [ ] Strongly support
- [ ] Somewhat support
- [ ] Neutral
- [ ] Somewhat don’t support
- [ ] Strongly don’t support

**Other** (please explain)

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**INSPIRE**

Is there a cherished memory or a story of the Garden City Lands you would like to share?

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**ENVISION**

Close your eyes and tell me what you see:

**Today**?

---

**Tomorrow**?

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**100 years from now?**

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**Until Saturday June 15, 2013** your completed questionnaires or comments can be sent to:

**THE CREATE GARDEN CITY LANDS PROJECT**

c/o Community Services Department
City of Richmond, 5589 Lynas Lane, Richmond BC V7C 5B2
Email: gardencitylands@richmond.ca

Also, don’t forget to visit [www.creategardencitylands.ca](http://www.creategardencitylands.ca) and register yourself for continued updates, and more fun facts about this extraordinary open space called the Garden City Lands.
NOVEMBER 7: OPEN HOUSE SURVEY

Garden City Lands Public Open House Questionnaire
November 7, 2013

It is a long term vision...
The Garden City Lands Concept Plans presented today provide a Long Term Vision for how the Lands may develop over the years. These Lands are unique and are here for future generations to enjoy.

A LITTLE BIT ABOUT ME...
My postal code is __________________________ I am a City of Richmond resident? □ Yes □ No
I attended the first Open House on June 1, 2013 at Garden City Lands □ Yes □ No
I heard about this Open House by (check one)
☐ letter in the mail □ media □ newspaper ads □ website/social media □ friends/neighbours □ other

YOUR OPINION ...
1. The three Concept Plans presented today respond to the existing site conditions, the context (e.g. Agricultural Land Reserve designation) and the public input to date. I believe the Plan which best guides the future of Garden City Lands is:
   □ Nature □ On the Grid □ Off the Grid □ None of the Above
   Additional Comments

2. Each Concept Plan has been designed with a ‘menu’ of 38 proposed Elements that represent community amenities, landscape features and program ideas. I support the following major elements:
   Natural Features e.g. bog conservation area, grass meadows
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support
   Water features e.g. an expanded wetland, pond
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support
   Agricultural Fields e.g. demonstration gardens, research and education fields
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support
   Gateways and Connections e.g. entry features at intersections, ecological connections to Nature Park
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support
   Parkland Amenities and Circulation e.g. trails and boardwalks, informal play, community field
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support
   Interpretation and Art Opportunities e.g. creative and interactive displays, bog signage
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support
   Multi-functional Community Hub e.g. space for farmers markets, barn, community kitchen
   □ Strongly support □ Somewhat support □ Neutral □ Somewhat don’t support □ Strongly don’t support

Other elements you would like to added to this list
3. City of Richmond Council adopted a Vision statement and Guiding Principles for designing and development of the Lands. Do the Concept Plans presented today support these Guiding Principles?

- Encourage Community Partnerships
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

- Respect Agricultural Land Reserve
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

- Strive for Environmental Sustainability
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

- Promote Community Wellness and Active Living
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

- Maximize Connectivity and Integration
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

- Allow for Dynamic and Flexible Spaces
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

- Develop Science-based Resource Management Plans
  - [ ] Strongly support
  - [ ] Somewhat support
  - [ ] Neutral
  - [ ] Somewhat don’t support
  - [ ] Strongly don’t support

Additional comments


4. I would like to comment on the following:


OTHER WAYS TO COMMENT...
You may send your completed forms or other comments to:

By mail: CREATE GARDEN CITY LANDS PROJECT - OPEN HOUSE
c/o Community Services Department
City of Richmond, 5999 Lynas Lane, Richmond BC V7V 5B2

By email: gardencitylands@richmond.ca

This questionnaire can also be completed online at
www.letstalkrichmond.ca

Project information is also available at www.creategardenchairlands.ca, where you can register to receive email updates as the project progresses.

Thank you for attending the Garden City Lands Open House and providing your comments.
Let's Talk Richmond: Online Feedback

The Garden City Lands public planning process has now completed Phase 2 with the consideration of proposed design concepts. Your comments will now be collected and will be reviewed for consideration.

This survey is now closed.

Thank you to all those who attended our open house on Thursday, November 7, 2013 at Lansdowne Centre and for sharing your thoughts on the three concept plans for the Garden City Lands.

We look forward to hearing from you in a few months during the next stage, the final concept.

In addition to specific public comment opportunities for Phase 2, general comments are also accepted on an ongoing basis at garden.citylands@richmond.ca. All information received will be compiled and considered as the planning process continues.

You may also register at creategardencitylands.ca and you will receive email notices about future activities including Reports to Council and specific consultation activities or events.

Thank you for your participation.