

# VISION FOR THE TRANSFORMATION OF BROWN'S ISLAND

Brown's Island, located on the James River, has the potential to be the crown jewel of the downtown Richmond riverfront.

In 2012, City Council adopted the Richmond Riverfront Plan, which recommended the transformation of Brown's Island into a daily destination for recreation, socializing, and experiencing the beauty of the James River, as well as music and cultural events.

The 2016 opening of the T. Tyler Potterfield Memorial Bridge was the first step toward implementing the Riverfront Plan. Since then, visitation to the island has dramatically increased, on top of the thousands of children from school and nonprofit groups that already visit each year. However, the rest of the island now needs improvement amenities to accommodate this increased usage.

Venture Richmond's Brown's Island Improvement Plan, approved in 2019, is the next big step forward for the downtown riverfront. While river cities across the country redefine and re-prioritize their riverfront public space, our goal is simple: to rebuild Brown's Island into a world-class downtown riverfront park that is a daily destination for Richmond residents—and visitors from across the commonwealth—every day of the year.

To fund the transformation of Brown's Island, Venture Richmond's Board of Directors is assessing the possibility of a \$25-\$30 million capital campaign.

Venture Richmond is leading the charge to secure funds for implementation of the plan, which includes river and canal terraces, play spaces for children, public art, more trees and landscaping, more ADA accessibility and other pedestrian improvements, shade, seating, and running water/permanent restrooms among other amenities you would find in a world-class riverfront park.

## THE FRONT PORCH (\$6-\$7 million)

As the island's most active and visible entry point, it is critical to provide a welcoming environment that encourages visitors to stay. Key amenities include a wider entrance to the Potterfield Bridge, canal terraces, restrooms and drinking fountains, seating and trellis swings, and space for vendors.

## HAXALL GARDENS (\$1-\$1.5 million)

Increasing direct access to the Haxall Canal with a new dock and adding features including art, lights, seating, and floating wetlands will highlight the natural beauty of the area and encourage exploration. Visitors will even find a new viewing platform built atop the old bridge pylons.

## THE POINT (\$1.5-\$2 million)

Modifying the 7th Street bridge stairs into larger deck terraces with shade and an interactive water feature will create a distinct central destination for meeting and playing. A new ADA-accessible pathway will ensure all can enjoy the space and elevated views.



## STURGEON COVE (\$2-\$2.5 million)

Expansion of the existing boat launch and native landscaping, and the addition of a river pavilion and safe visitor access will support education, programming, and gathering in this heavily used area. An improved boat launch will help improve public safety and response time of first responders.

## JAMES RIVER TERRACES AND THE GREAT LAWN (\$7-\$8 million)

As the home to many festivals on the riverfront, improvements are focused on maximizing usable lawn space and adding infrastructure that both supports events and vendors, and adds to the pedestrian experience. Large riverfront terraces will open up unique views and create more access to the James River.

## THE BACK PORCH (\$3-\$4 million)

New storage and operations buildings will house program and event support features such as workspaces, trash/recycling, and a greenroom for performers, while pathways and signage will create a welcoming main access point for visitors approaching from the Canal Walk.