

# BROWN'S ISLAND IMPROVEMENT PLAN

UDC CONCEPTUAL REVIEW UPDATE



JANUARY 2025

**EXECUTIVE SUMMARY 03**

**EXISTING CONDITIONS AND SITE ANALYSIS 06**

SITE PHOTOS 07  
REGULATORY OVERLAYS 09  
TREE INVENTORY 10  
JAMES RIVER ECOSYSTEM 11

**DESIGN UPDATES 15**

SITE PLAN 16  
PROJECT IMPROVEMENT ZONES 17  
KIT OF PARTS 18  
THE LOOKOUT 19  
HAXALL GARDENS 22  
THE POINT 23  
RIVER TERRACES AND GREAT LAWN 25  
THE MANCHESTER BREEZEWAY 27

**PALETTES 32**

PALETTES 33  
HARDSCAPE STRATEGY 37  
LIGHTING PALETTE AND PLAN 38  
CONCEPT PLANTING PLANS AND IMAGERY 44

# TABLE OF CONTENTS

## BROWN'S ISLAND IMPROVEMENT PLAN CONCEPTUAL UPDATES

The Brown's Island Improvement Plan was created in 2019 and was granted conceptual approval by the City of Richmond Urban Design Committee (December 2019) and the City Planning Commission (January 2020). In 2024, Venture Richmond continued their efforts to bring the plan closer to implementation by moving the major design elements into a Schematic Design (SD) phase led by 3North and Timmons Group. During that process certain design elements from the approved plan have been updated in a notable way. Currently, the project is beginning the Design Development phase (DD) and will plan to come back to the UDC and Planning Commission for final design approval in spring of 2025.

The summary below outlines how the plan has been updated since its 2019 approval for reference. While general design progress has been made for all elements in the plan the following updates represent notable changes of design features or project scope but still reflect the spirit and goals of the 2019 Brown's Island Improvement Plan.

### OVERALL SCOPE:

The original plan divided the island into seven key project areas and included improvement ideas for Tredegar Street. The current project scope does not include the project area called Sturgeon Cove or the Tredegar Street improvements. To help make the project scale and cost more manageable the scope was reduced to focus on improvements physically on-island only. The Front Porch and The Clearing have been combined into one project area called The Lookout, further reducing the key project areas to five in total.

### BACK PORCH:

The Back Porch project area is now called the Manchester Breezeway. During Schematic Design it was discovered that current VDOT regulations would likely prohibit the construction of the main building element of the project area directly under the Manchester Bridge. The updated design pulls the building footprint to the west so that it's clear of the bridge's overhead footprint and reimagines the space under the bridge as a pedestrian plaza and event support space.

### RIVER TERRACES:

The concept for the River Terraces that was included in the original plan was based on the 2012 Richmond Riverfront Plan. The terraces were proposed to run along the southern edge of the island, extend under the CSX trestle, and connect down to the water level of the James River. During Schematic Design the scale of the River Terraces was reduced to better meet regulatory constraints, manage visitor safety, and make construction more feasible and cost effective.

## EXCERPT FROM THE 2019 BROWN'S ISLAND IMPROVEMENT PLAN INTRODUCTION:

"The design team acknowledges the tremendous amount of work that preceded this current planning effort. Hargreaves & Associates' 2012 Richmond Riverfront Plan provided the design team with an enormous amount of information and data that has served as a benchmark for this current improvement plan. Many of the concepts from that plan are reflected in this document in some form.

The team at Venture Richmond provided considerable feedback and detailed logistical information about how they currently utilize Brown's Island and also connected us to a variety of vendors, event organizers, and community groups that use Brown's Island throughout the year. We are also very appreciative of the time and input given to this endeavor by various City of Richmond representatives, local business partners, non-profit leaders, and others from the community who were invited to participate in the IQ Charrette.

With the opening of T. Tyler Potterfield Memorial Bridge in 2016, and the ongoing success of events like the The Richmond Folk Festival, Brown's Island is continuing to see more and more visitors taking advantage of its unique riverfront location.

The purpose of this improvement plan document is to highlight potential improvement projects for Brown's Island - at a range of scales - that can be championed by Venture Richmond and others to help make Brown's Island an even better event and festival venue while also fully realizing its potential as a thriving urban park that engages and appeals to all Richmonders.

An over-arching goal of the plan is to increase visitor engagement by creating multiple new unique destinations and experiences on the island while also improving accessibility, visitor comfort, and event logistics. These suggestions are outlined in more detail in the Programming chapter of this plan."



# EXECUTIVE SUMMARY

## RICHMOND'S FRONT PORCH

A PLACE TO SEE AND BE SEEN



- A social hub for Richmond
- Making memories
- A magnetic place that draws people in with activity
- 'Instagrammable' features and experiences
- Unique seating opportunities
- Elevation changes and dynamic landscape
- Elements that draws people in – visual+sound
- Interactive features
- Art and innovative lighting
- Customizable features and spaces
- Memorable and unique

## A CULTURAL NEXUS

A PLACE FOR CONNECTION



- A venue for events of all sizes
- Both a downtown destination and a departure point to other adventures
- Educational opportunities related to history, nature, recreation, and art
- Kinetic energy of river, canal, trails, railroad
- Destination for locals and tourists alike
- Informal gathering spaces and viewing locations
- Connections to surrounding history and cultural sites
- Comfortable and thoughtful

## FOUR SEASONS OF THE JAMES

A PLACE OF WATER AND WONDER



- Showcase and celebrate natural systems
- Provide a variety of river and canal experiences
- Celebrating the James River's recreational opportunities
- Natural materials: boulders, wood
- Materials that age and change over time
- Experiences and plantings that highlight seasons
- Flexible spaces and features
- Make the river and canal highly visible while maintaining a sense of discovery
- Ephemeral and timeless

# 2019 IMPROVEMENT PLAN IQ THEMES



**AREA MAP**

- A FRONT PORCH**
  - 01 Potterfield Balconies
  - 02 Canal Terraces
  - 03 The Mill
  - 04 Island Square
- B CLEARING**
  - 05 Emancipation Monument
  - 06 Repurposed Helipad
  - 07 Hammock Woods
- C THE POINT**
  - 08 Central Stair
  - 09 The Spring
  - 10 Shade Features
- D GREAT LAWN**
  - 11 Central Event Lawn
  - 12 River Terraces and Trail
  - 13 Signature Art
  - 14 Stage Area
  - 15 Esplanade
- E BACK PORCH**
  - 16 Flexible Programming
  - 17 Support Buildings
  - 18 Pipeline Terraces and Improved Path
- F HAXALL GARDENS**
  - 19 The Nest
  - 20 Canal Dock
  - 21 Canal Art
  - 22 New ADA Path to 7th St. Bridge Landing
- G STURGEON COVE**
  - 23 River Pavilion
  - 24 The Launch
  - 25 Nature Play
  - 26 Bayscapes Garden

# 2019 IMPROVEMENT PLAN AREA MAP

# EXISTING CONDITIONS AND SITE ANALYSIS







## EXISTING TREES (BROWN'S ISLAND)



American Holly  
(*Ilex Opaca*)



Amur cork tree.  
(*Phellodendron amurense*)



Sycamore  
(*Platanus occidentalis*)



River Birch  
(*Betula nigra*)



Black Cheery  
(*Prunus serotina*)



Red Maple  
(*Acer rubrum*)



Chinese elm  
(*Umus parvifolia*)



Crepe-myrtle  
(*Lagerstroemia indica*)



American beech  
(*Fagus grandifolia*)



Tree of heaven  
(*Ailanthus altissima*)



Field maple  
(*Acer campestre*)



Yoshino Cherry  
(*Prunus yedoensis*)



Golden Rain Tree  
(*Koelreuteria paniculata*)



Southern Magnolia  
(*Magnolia grandiflora*)



Green Hawthorn  
(*Crataegus viridis*)

## EXISTING SHRUBS (JAMES RIVER ECOSYSTEM)



Button Bush  
(*Cephalanthus occidentalis*)



Halberdleaved Rose Mallow  
(*Hibiscus laevis All.*)



False Indigo-Bush  
(*Amorpha fruticosa*)



Swamp Rose Mallow  
(*Hibiscus moscheutos*)



Coastal Plain Willow  
(*Salix caroliniana Michx.*)

Note: Flora shown located along the entire James River Park Ecosystem

# JAMES RIVER ECOSYSTEM: FLORA

## EXISTING WILD FLOWERS (JAMES RIVER ECOSYSTEM)



Bottonweed  
(*Diodia teres*)



Joe-Pye-Weed  
(*Eutrochium maculatum*)



Mistflower  
(*Conoclinium coelestinum*)



Tickseed Sunflower  
(*Bidens coronata*)



Cardinal-flower  
(*Lobelia cardinalis*)



Late Thoroughwort  
(*Eupatorium serotinum*)



New York Ironweed  
(*Vernonia noveboracensis*)



Toothcup  
(*rotala ramosior*)



Common Sneezeweed  
(*Helenium autumnale*)



Marsh Seedbox  
(*Ludwigia palustris*)



Pennsylvania Knotweed  
(*Persicaria pennsylvanicum*)



Virginia Dayflower  
(*Commelina virginica*)



Yarrow  
(*achillea millefolium*)



Blue Pea  
(*Clitoria ternatea*)

## EXISTING GRASSES (JAMES RIVER ECOSYSTEM)



Cattails  
(*Typha angustifolia*)



Horsetail Paspalum  
(*Paspalum fluitans*)



Sedges  
(*Cyperus spp.*)



Spikerush  
(*Eleocharis sp.*)



Fowl Mannagrass  
(*glyceria striata*)

Note: Flora shown located along the entire James River Park Ecosystem

# JAMES RIVER ECOSYSTEM: FLORA

HAXALL BRIDGE TO BROWN'S ISLAND



MILL STATUE



VIEW OF CANAL DOCK AND ISLAND FROM HAXALL BRIDGE



HAXALL BRIDGE LOOKING TOWARDS TREDEGAR



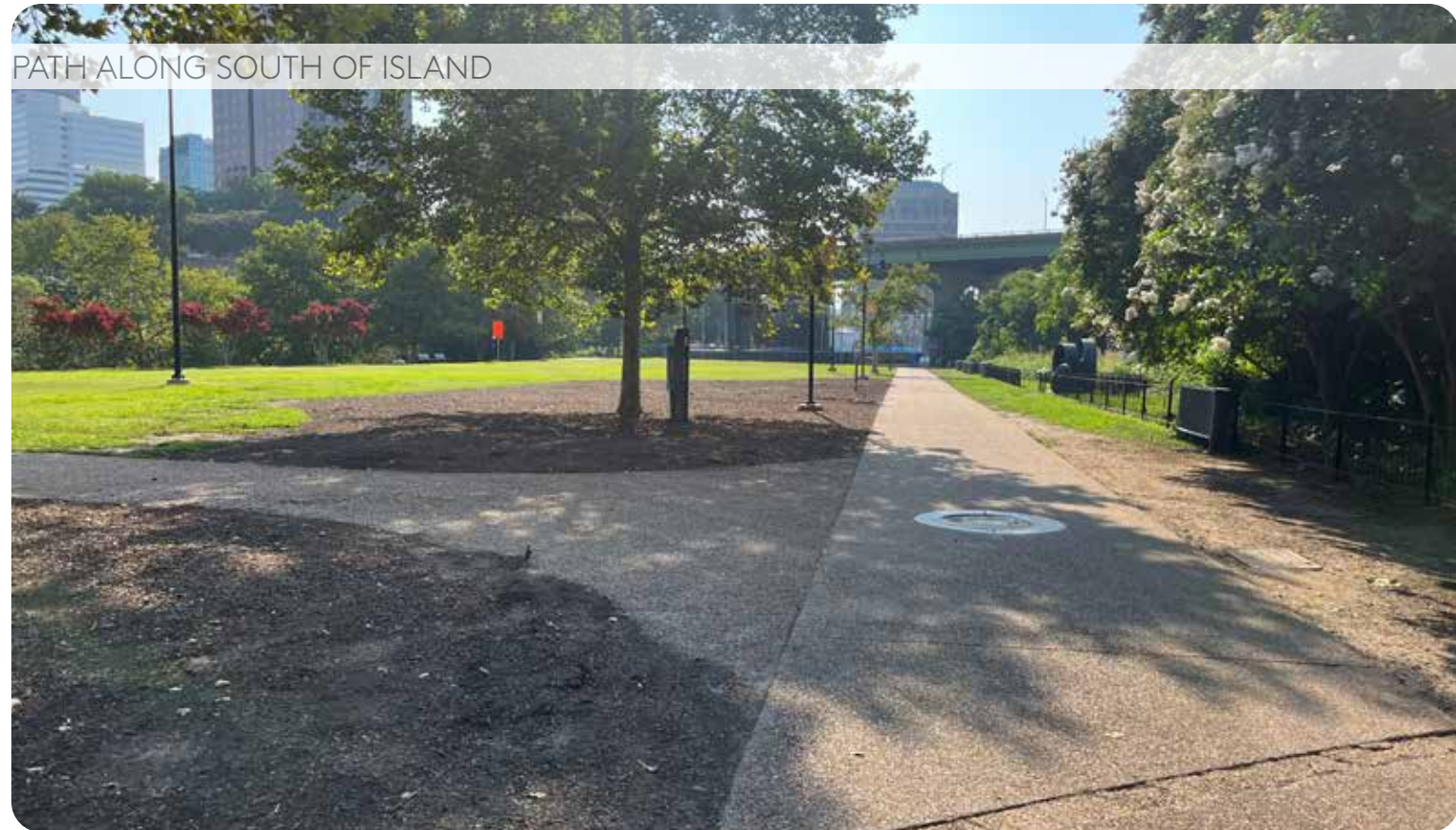
CANAL WALK EDGE NEAR EXISTING DOCK



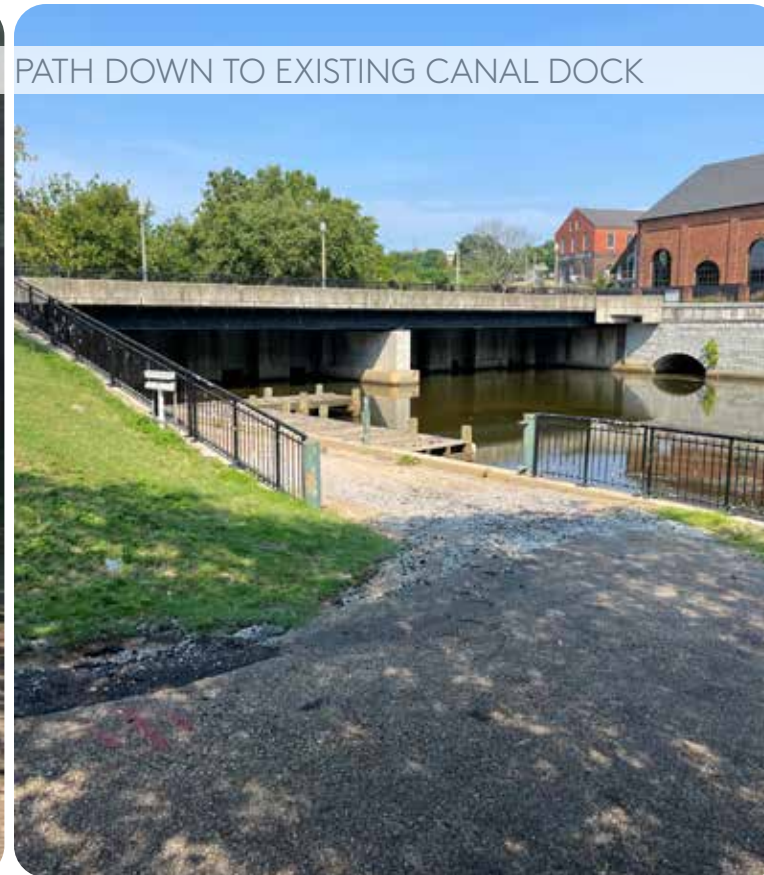
7TH STREET LANDING STAIR AND TERRACES

# SITE PHOTOS

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



PATH ALONG SOUTH OF ISLAND



PATH DOWN TO EXISTING CANAL DOCK



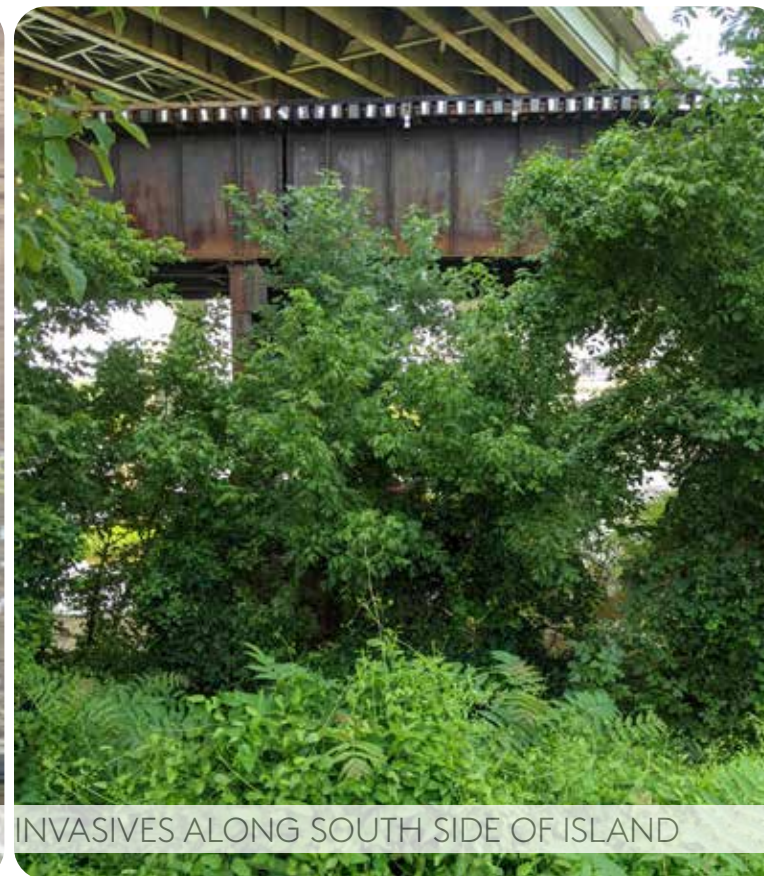
OLD BRIDGE PIER ON SOUTH OF ISLAND



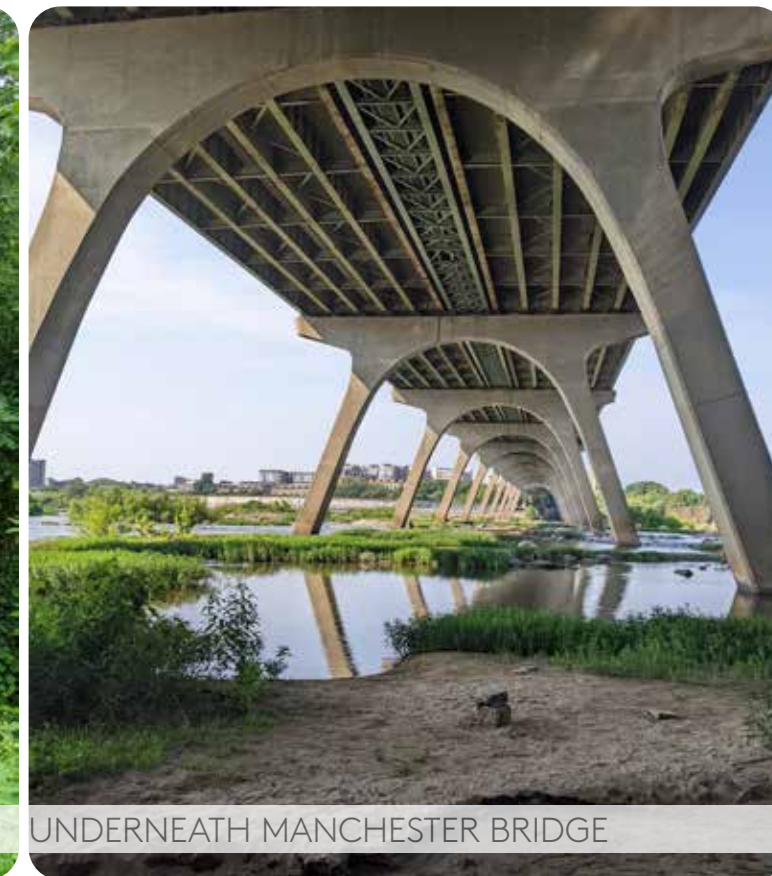
PATH ALONG SOUTH OF ISLAND



UNDERNEATH CSX TRAIN TRESTLE



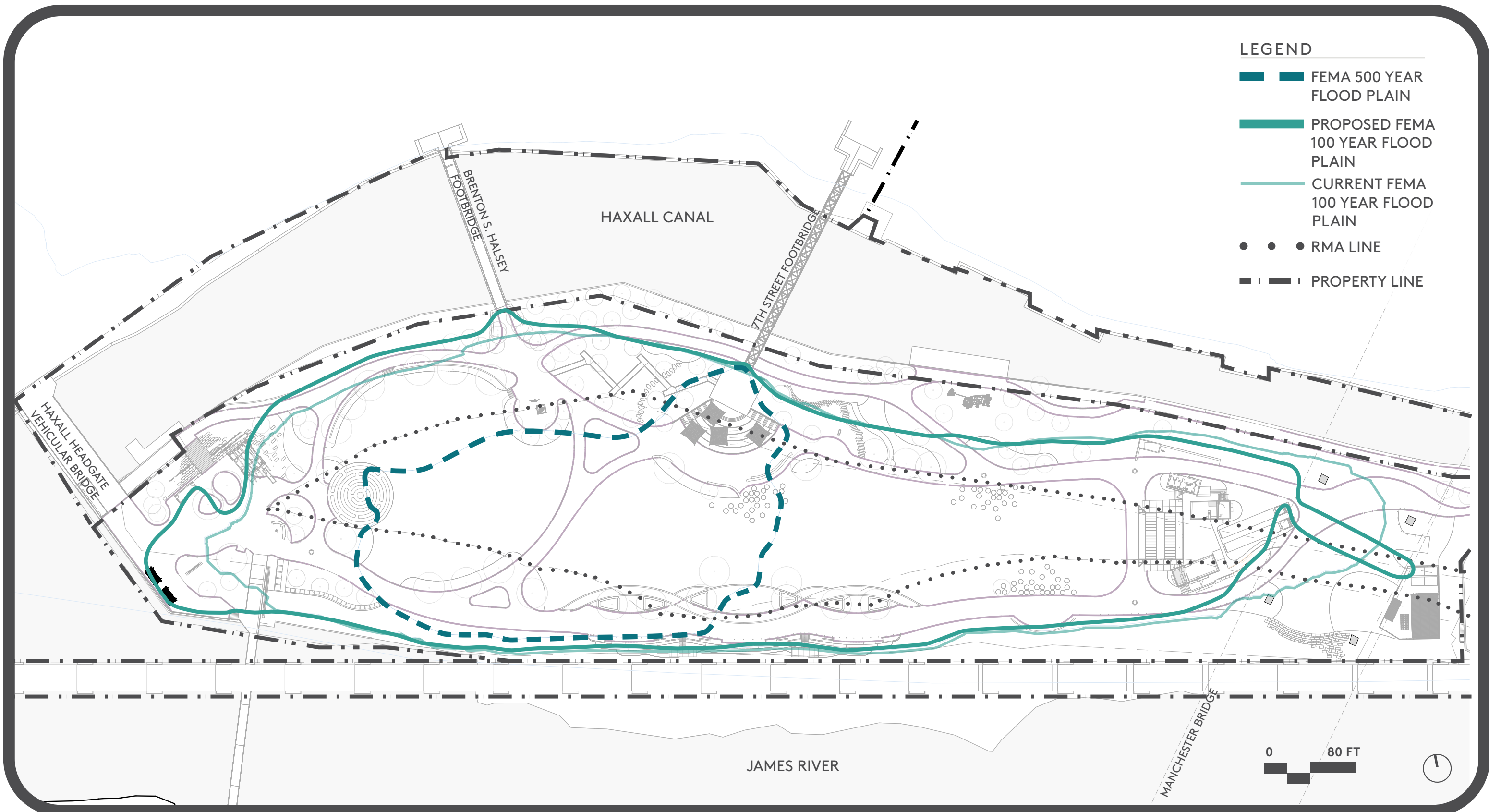
INVASIVES ALONG SOUTH SIDE OF ISLAND



UNDERNEATH MANCHESTER BRIDGE

# SITE PHOTOS

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



LEGEND

- FEMA 500 YEAR FLOOD PLAIN
- PROPOSED FEMA 100 YEAR FLOOD PLAIN
- CURRENT FEMA 100 YEAR FLOOD PLAIN
- RMA LINE
- PROPERTY LINE

# SITE ANALYSIS FLOOD PLAIN AND RMA



# DESIGN UPDATES



# SITE ILLUSTRATIVE PLAN

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025

## THE LOOKOUT

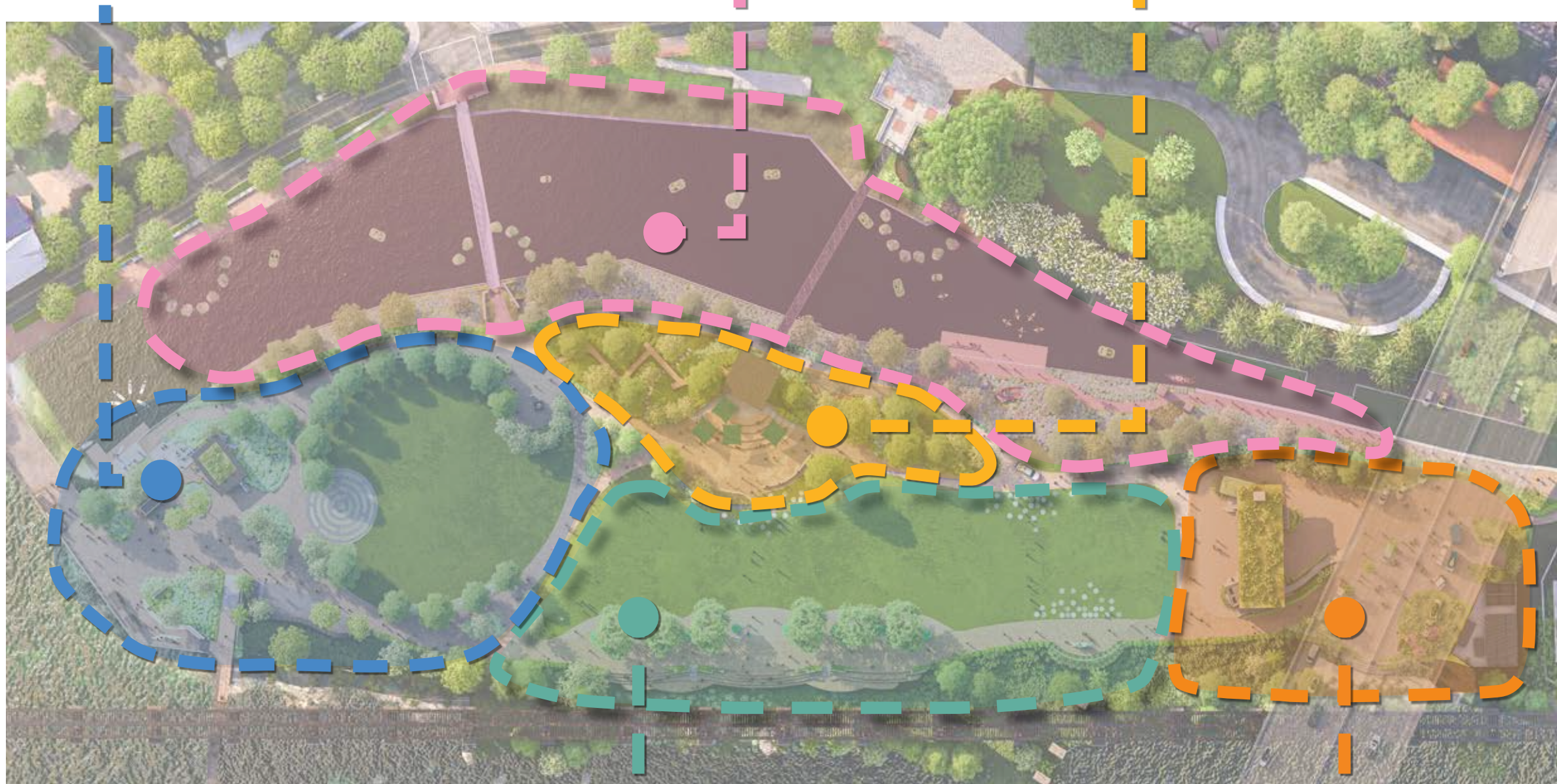
Located at the western end of the island, The Lookout is a combination of flashy and practical improvements. Enhancements will make this area capable of handling the volume of people coming to—and passing through—Brown’s Island.

## HAXALL GARDENS

Located along the canal, Haxall Gardens is about the celebration of art, landscape, and the historic canal. Improvements to this linear greenspace include art, colorful seating and lighting, and botanical specimens.

## THE POINT

Located at the center of the island at the 7th Street bridge, The Point is intended to be a central destination, play space, and meeting place for families visiting the island.



## JAMES RIVER TERRACES AND THE GREAT LAWN

The Great Lawn includes improvements to the island’s event lawn and the creation of terraces overlooking the James River. The ability to combine river views and access with music and culture would redefine event experiences.

## THE MANCHESTER BREEZEWAY

Located at the east end of Brown’s Island, The Manchester Breezeway is where a lot of “back-of-house” activities take place both for events and daily maintenance and operations of the island. A flex pavilion will create new opportunities for visitors as well as critical support space for events on the island.

# PROJECT ZONES



This project employs a kit of parts for all built structures and landscape features across the island to create a cohesive design language. Drawing inspiration from the industrial history of the site, the kit of parts uses the iconic train trestle running along the southern edge of the island as a visual cue of this history. It extracts three key parts of the trestle- the container, the plane, and the pier, to guide the design of new structures, ranging from buildings to shade structures to site walls.

This kit creates a cohesive design language across the variety of structures across the island, both old and new. It draws inspiration from the old bridge ruinous left on and around the island. This along with the industrial metal materials not only nod to the train trestle itself but the industrial history of the island and canal. It extracts this history and design language and deploys it in a playful way.

CONTAINER

PLANE

PIER



## CONTAINER

PLAYFUL | HORIZONTAL | FLEXIBLE | MODULAR | IMPERMANENCE | STACKED



## PLANE

SPANDREL | HORIZONTAL | LIGHT | LATTICE | LINEAR | LAYERED



## PIER

RUINOUS | VERTICAL | ROOTED | MODULAR | PERMANENT | STACKED



# DESIGN LANGUAGE



**KEY**

- |                      |                         |                          |                          |
|----------------------|-------------------------|--------------------------|--------------------------|
| 01 Plaza             | 05 Stacked Wood Seating | 09 Vehicular Dock Access | 13 Hammock Posts         |
| 02 Vendor Kiosk      | 06 Drinking Fountain    | 10 Mill Statue           | 14 Emancipation Monument |
| 03 Restroom Building | 07 Canal Terracing      | 11 Porta-Potty Area      |                          |
| 04 Trellis Swings    | 08 Refurbished Dock     | 12 Ground Mural          |                          |

The Lookout is a combination of flashy and practical improvements. Widening the approach ramp to the T. Tyler Potterfield Memorial Bridge, adding permanent restrooms, and enhancing views of the James River will make this area capable of handling the volume of people coming to—and passing through—the most heavily used corner of Brown’s Island.

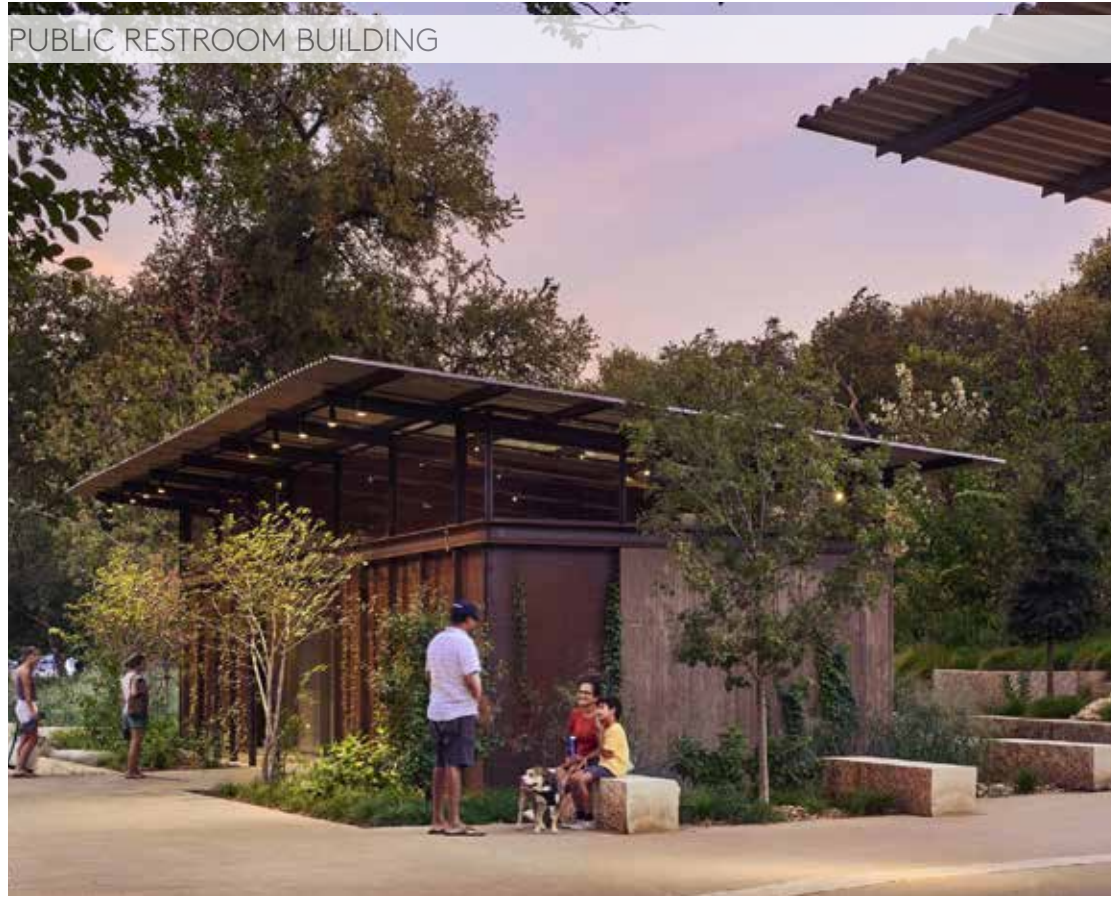
Creating a welcome plaza will improve the safety and comfort of people of all ages and abilities, regardless of how they are getting around. Installing bleacher-style seatwalls, trellis swings, and sculptural furniture will provide comfortable places for people of all ages to sit and enjoy the river views before or after crossing the Potterfield Bridge, offering a restful stop along their way. Nearby, terraces to the Haxall Canal will offer relaxing places to sit and view the canal, and even to access the canal on special occasions. A permanent restroom building, vendor kiosks, and drinking fountains will also be added, all of which ranked very highly in community engagement surveys.

The grassy area just to the east will contain a re-established grove of trees, providing a shaded area for hammocks, picnics, and play. Grading changes and an attractive retaining wall will allow the space to function as its own venue for smaller events such as weddings, graduation parties, and company field days.

# THE LOOKOUT



HAMMOCKS POSTS



PUBLIC RESTROOM BUILDING



TRELLIS SWINGS OVERLOOKING WATER



STACKED WOOD SEATING



ACTIVATED GREEN LAWN SPACE



TERRACING TO CANAL



MURAL ON HELIPAD



UNIQUE DRINKING WATER FOUNTAIN



STONE SITE WALLS

# THE LOOKOUT DESIGN PRECEDENT



# THE LOOKOUT POTTERFIELD VIEW

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





# THE LOOKOUT CANAL TERRACES

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025

## KEY

### 01 Restroom Building

Contains six single-use restrooms, including one ADA accessible stall. All restrooms are accessible via the outdoor corridor created by the two containers and large overhanging room. There are sinks outside of the stalls that frame a view looking out towards the island and canal.

### 02 Kiosk

A flexible space for rotating vendors, most likely F&B. It will have access to utilities, but ideally the vendors will be selling prepared foods or easy to make drinks.

## 01 RESTROOMS

## 02 KIOSK A

MONUMENTAL SIGNAGE

MONUMENTAL SIGNAGE

RESTROOMS  
115 SF

RESTROOMS  
142 SF

JANITOR  
24 SF

SINKS

ROOF EDGE

KIOSK A  
67 SF

KIOSK A  
68 SF

0 20 FT

# THE LOOKOUT BUILDING AREA PLAN



**KEY**

- 01 New Dock
- 02 Relocated Headman Statue
- 03 Floating Wetland Islands
- 04 Clearing for Access to Existing Stone Piers
- 05 New Plantings
- 06 Under Bridge Lighting

The Haxall Gardens area of Brown’s Island is about the celebration of art, landscape, and the Haxall Canal.

This linear landscape along the canal edge is already a destination for visitors because of its shady and peaceful character. Improvements to this area would build on that character and bring in more art, colorful seating and lighting, and botanical specimens to what already exists along the canal.

The Haxall Gardens project would build on the botanical makeover work that Venture Richmond has already begun along other areas of the Canal Walk and provide defining features that capitalize on the uniqueness of the Haxall Canal in our downtown riverfront.

# HAXALL GARDENS

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025

LAYERED PLANTINGS



DOCK WITH ACCESSIBLE FEATURES



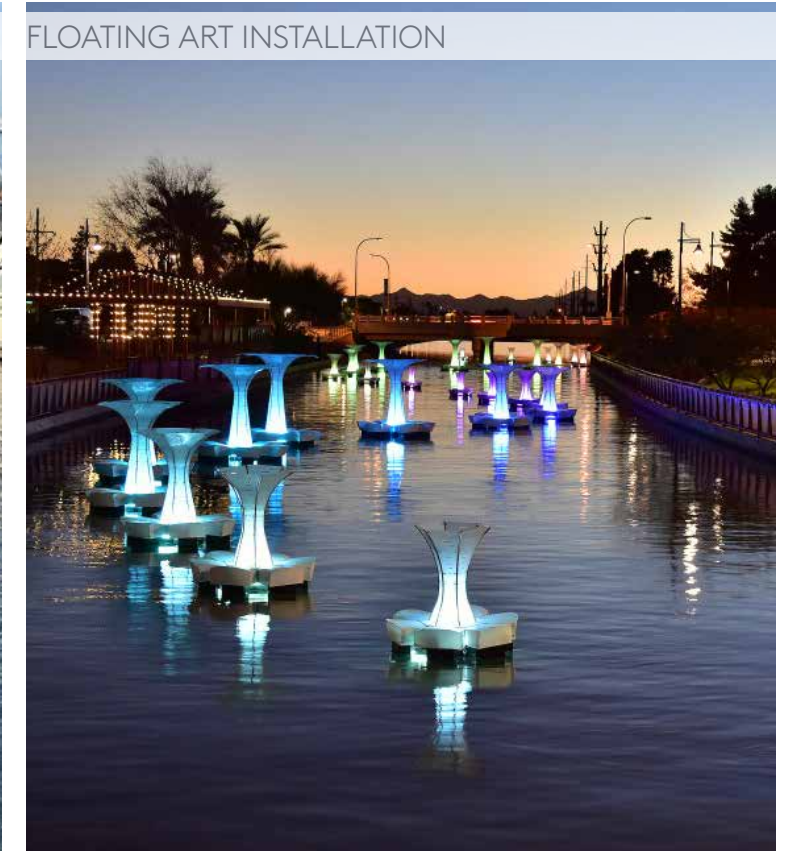
CANAL ACTIVITIES



FLOATING WETLAND



FLOATING ART INSTALLATION



# HAXALL GARDENS DESIGN PRECEDENT

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





# HAXALL GARDENS EAST DOCK

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





**KEY**

- |                    |                            |                        |
|--------------------|----------------------------|------------------------|
| 01 Deck Terraces   | 04 Shade Structure Gateway | 07 Embankment Slide    |
| 02 Boardwalk (ADA) | 05 Splash Pad              | 08 Stepping Stone Path |
| 03 Shade Sails     | 06 Water Feature Seat Wall | 09 Tree Log Scramble   |

The Point is flashy and fun. It is a distinct place and is intended to be a central destination and meeting place when families visit Brown’s Island after work or on the weekends.

The Point area takes advantage of the existing elevated stair terrace at the foot of the 7th Street pedestrian bridge. The existing stair will be modified into large deck terraces (wood or composite material) to give it a more uniform and softer appearance, meant for lounging. Large sails will provide shade to the terraces, encouraging people to linger.

At the foot of the terraces, an interactive water feature will provide a place for kids to play and cool down on hot summer days while their parents or grandparents relax in the shade. This will be a very popular and prominent place within the larger public space of Brown’s Island. An embankment slide and nature play features are tucked into the shaded hillside below.

Another important improvement is the creation of an ADA accessible pathway down from where the 7th Street bridge lands down to the main island, which is not currently ADA accessible today. This will ensure that all visitors can easily experience this vantage point of Brown’s Island. This central location provides an elevated perspective of the whole island and—with the addition of the proposed riverfront terraces—will provide a glimpse through to the James River.

# THE POINT

SHADE SAILS



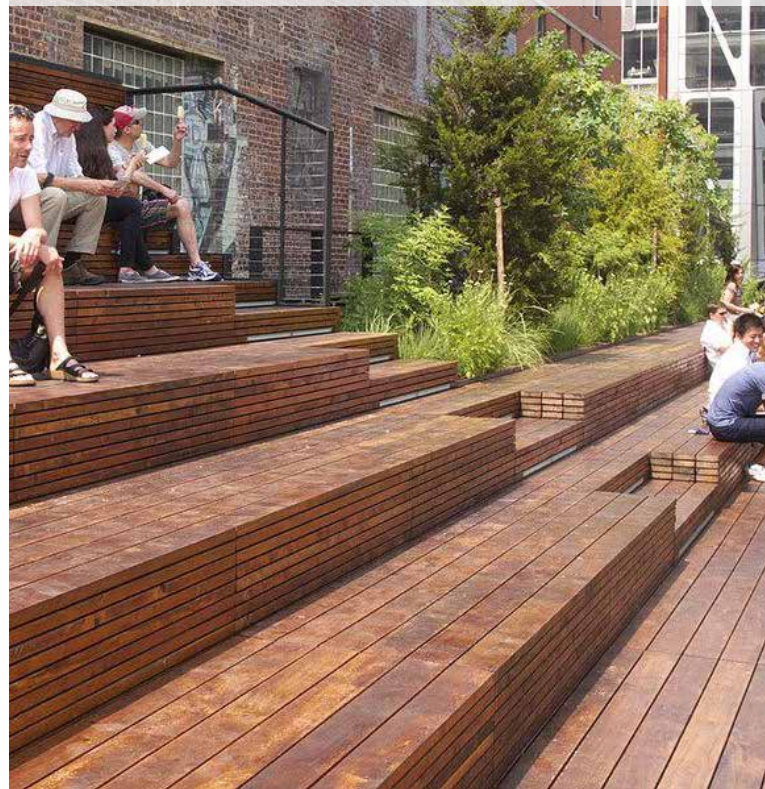
SEATWALL WATER FEATURE



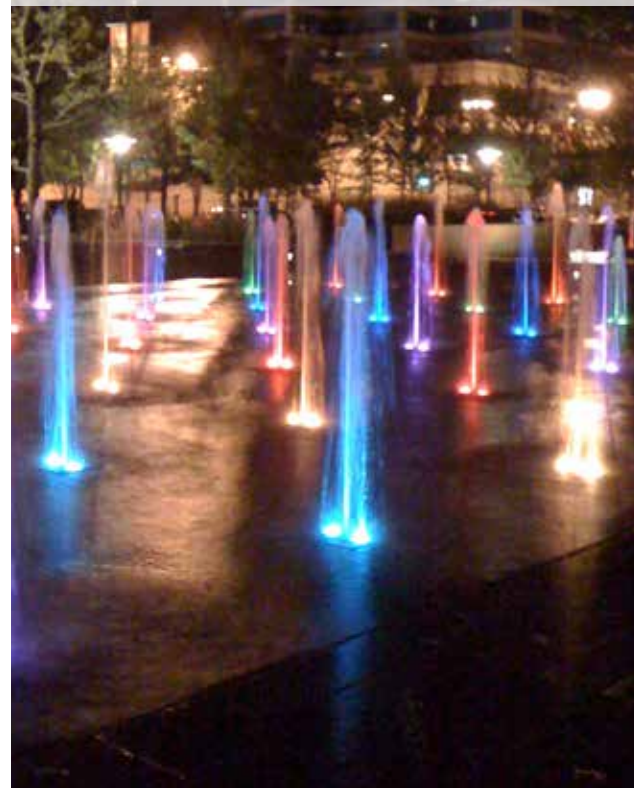
WOODLAND ELEVATED RAMP



WOOD CLADDING TERRACES



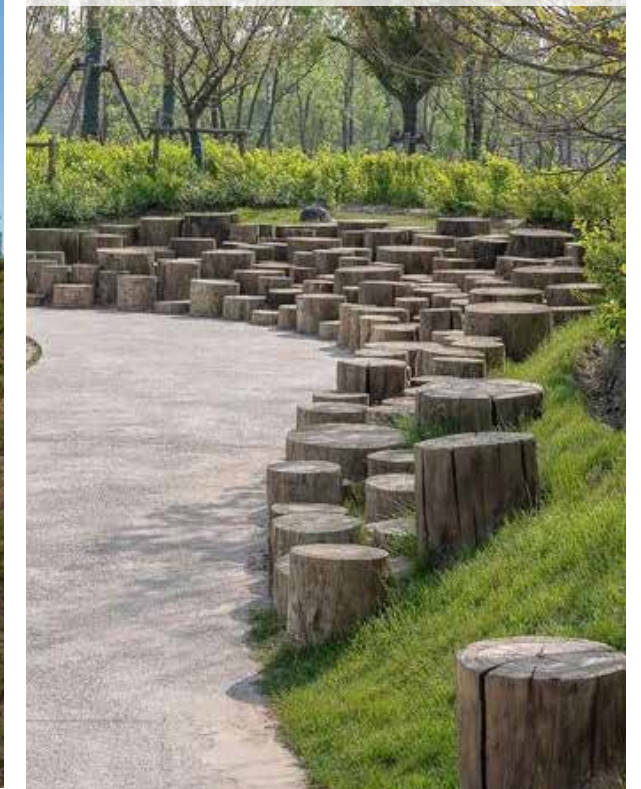
SPLASH PLAY WITH LIGHTING



EMBANKMENT SLIDE



TREE LOG SCRAMBLE



# THE POINT DESIGN PRECEDENT

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# THE POINT MID-ISLAND VIEW

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# THE POINT VIEW TO RIVER

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



KEY

- 01 Riverfront Terraces
- 02 Esplanade Path
- 03 Moveable Seating
- 04 Reinforced Turf
- 05 Iconic Art Feature
- 06 Stepping Stones
- 07 Vendor Utility Connections
- 08 Remove Invasives

The Great Lawn is probably what people think of when they think of Brown’s Island. Many Richmonders have at one time attended a concert or festival on Brown’s Island’s vast grassy field.

However, investment in south edge of the island along the James River has the potential to transform how we experience music, culture, and leisure on the downtown Richmond riverfront.

Improving visibility and access to the James River is the primary goal of this project. Hardscaped seatwall river terraces to the edge of the James would allow visitors to get closer to the river than any other place on the island and provide a new place to sit, visit with people, and experience the majesty of the river.

Just up from the terraces, a widened pedestrian and vendor esplanade would function as a linear park space along the riverfront designed to accommodate vendors during large events. Planters and sculptural seating elements would help define and organize the placement of vendors and provide shade for both workers and customers.

The ability to combine river views and access with music and culture would help redefine what it means to experience an event on Brown’s Island and become even more of a draw to the riverfront.

# RIVER TERRACES AND GREAT LAWN

SEATING AROUND PLANTERS



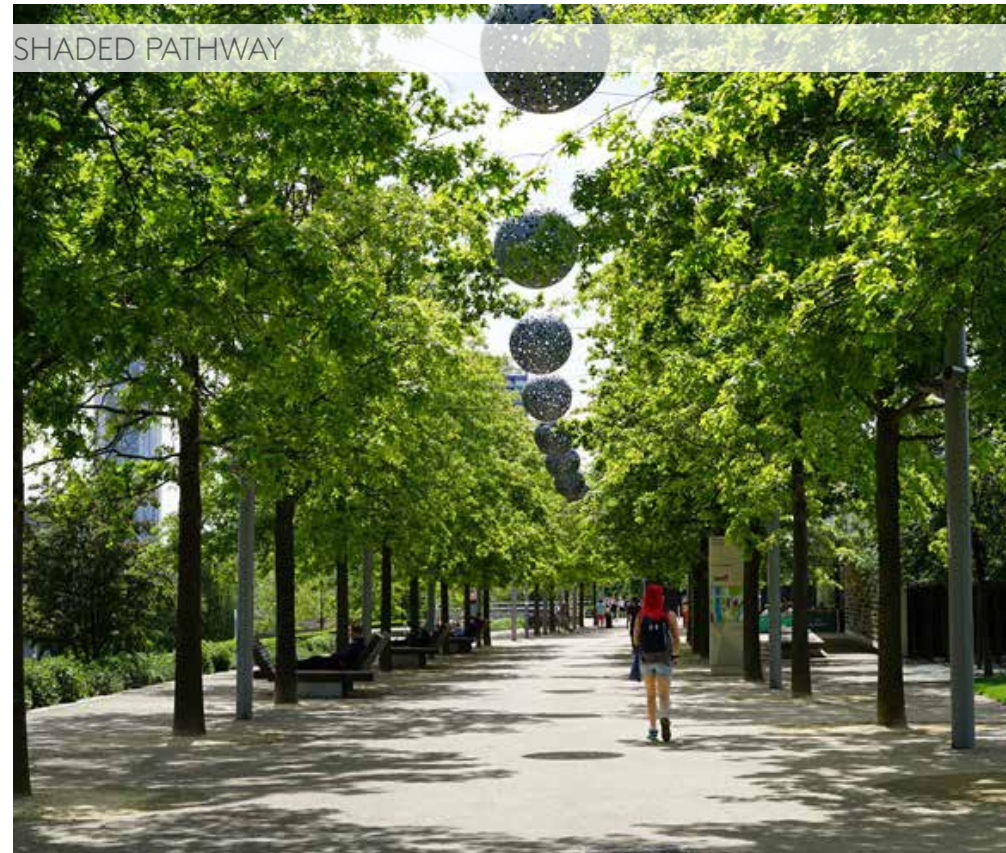
CONCRETE TERRACING WITH LIGHTING



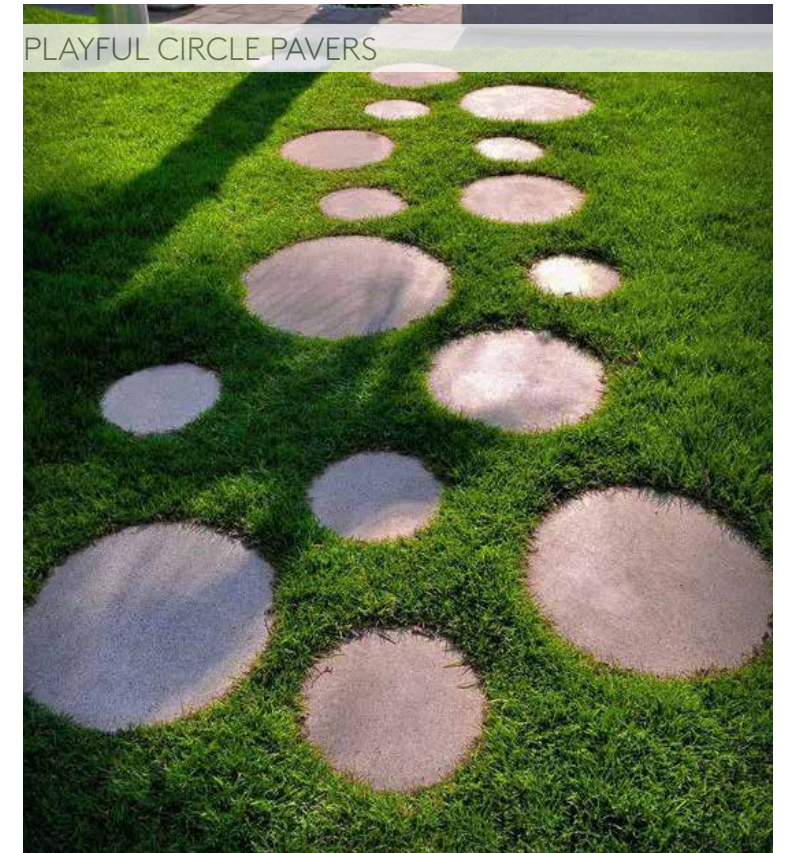
SEATING AROUND PLANTERS



SHADED PATHWAY



PLAYFUL CIRCLE PAVERS



# RIVER TERRACES AND GREAT LAWN DESIGN PRECEDENT

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# RIVER TERRACES VIEW TO THE EAST

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025







# RIVER TERRACES VIEW FROM RIVER

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# ESPLANADE LOOKING EAST

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# ESPLANADE SIGNATURE ART

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



**KEY**

- 01 Restroom Building
- 02 Office Space
- 03 Green Room Space
- 04 Vendor Kiosk
- 05 Flexible Plaza Space
- 06 Screened Service Yard
- 07 River Overlook

The Mancheser Breezeway is about year-round functionality, organization, and efficiency.

This area of Brown’s Island is full of undiscovered potential. The Manchester Bridge directly overhead provides shade when it is sunny and hot, and cover when it is raining. This area also offers Brown’s Island visitors with one of the most unique views of the James River. As more condos, apartments, and hotels develop east of here along the Canal Walk, this area is becoming a main access point onto the island and needs to be treated as such.

The existing gravel area will be transformed into a permeable paver plaza that creates a flexible outdoor space under cover of the Manchester Bridge. The Flex Pavilion, located at the edge of the main lawn, will house a variety of uses that support both events and daily park programs while allowing back of house activities to be carried out in an organized and neat manner. During the main concert season the Flex Pavilion serves as a back stage area and loading dock for Venture Richmond’s main stage structure. When the stage comes down in the off-season the Flex Pavilion stands on it’s own as an inviting park space.

During non-event days of the year, temporary and pop-up types of programming such as art installations, food truck rodeos, and creative play activities for children are proposed for the plaza space. This configuration would also allow for continued and more efficient use of the area for Venture Richmond’s main stage setup during concert season.

# MANCHESTER BREEZEWAY

CONTAINER INSPIRED BUILDING



PLAZA SPACE FOR TEMPORARY EVENTS



MOVEABLE FURNITURE



LIGHT ART INSTALLATION OPPORTUNITIES UNDER BRIDGE



# BREEZEWAY DESIGN PRECEDENT

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# BREEZEWAY FLEX PAVILION

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# BREEZEWAY PLAZA + TERRACES

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# BREEZEWAY RIVER VIEW

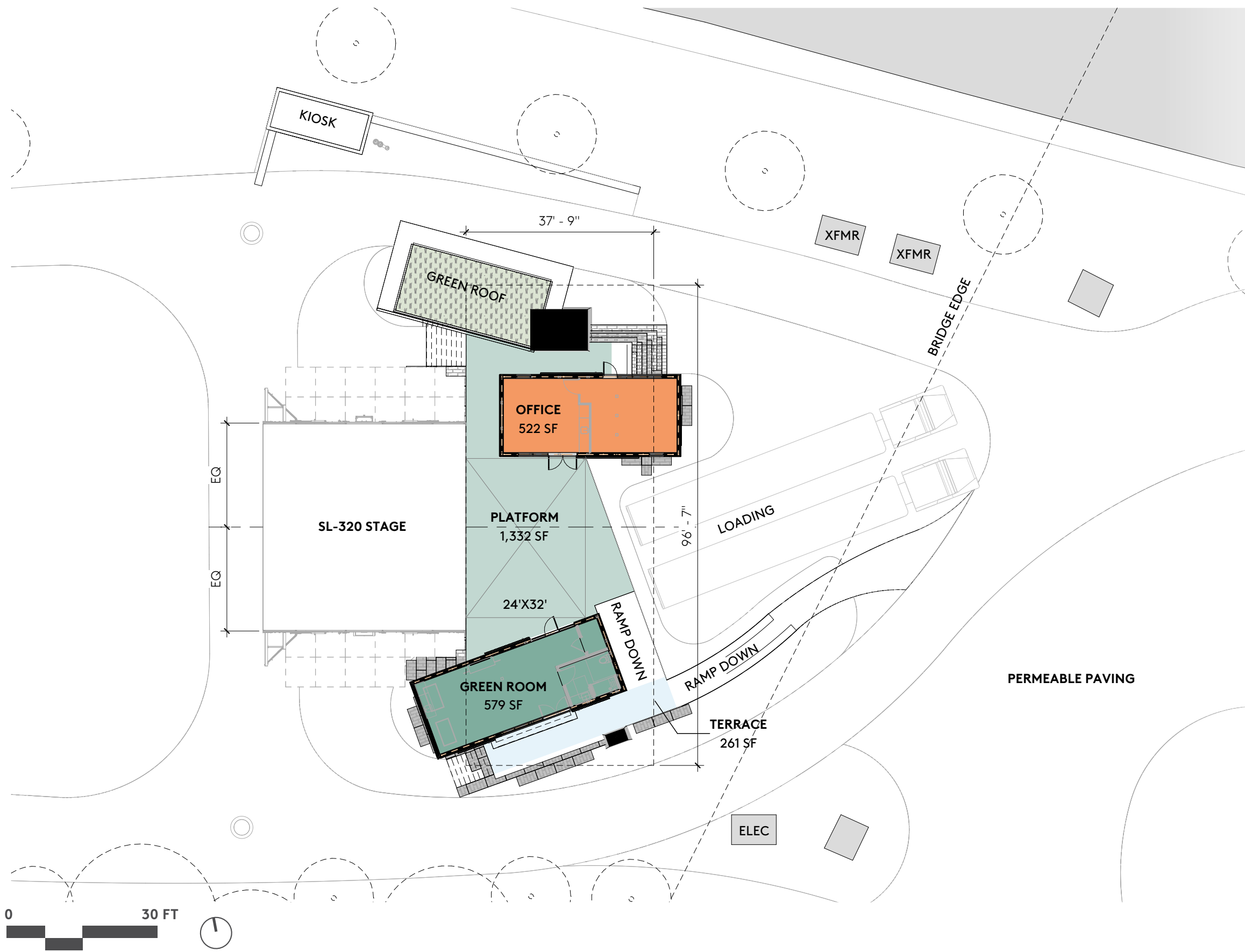
BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





# BREEZEWAY CANAL WALK ENTRANCE





**KEY**

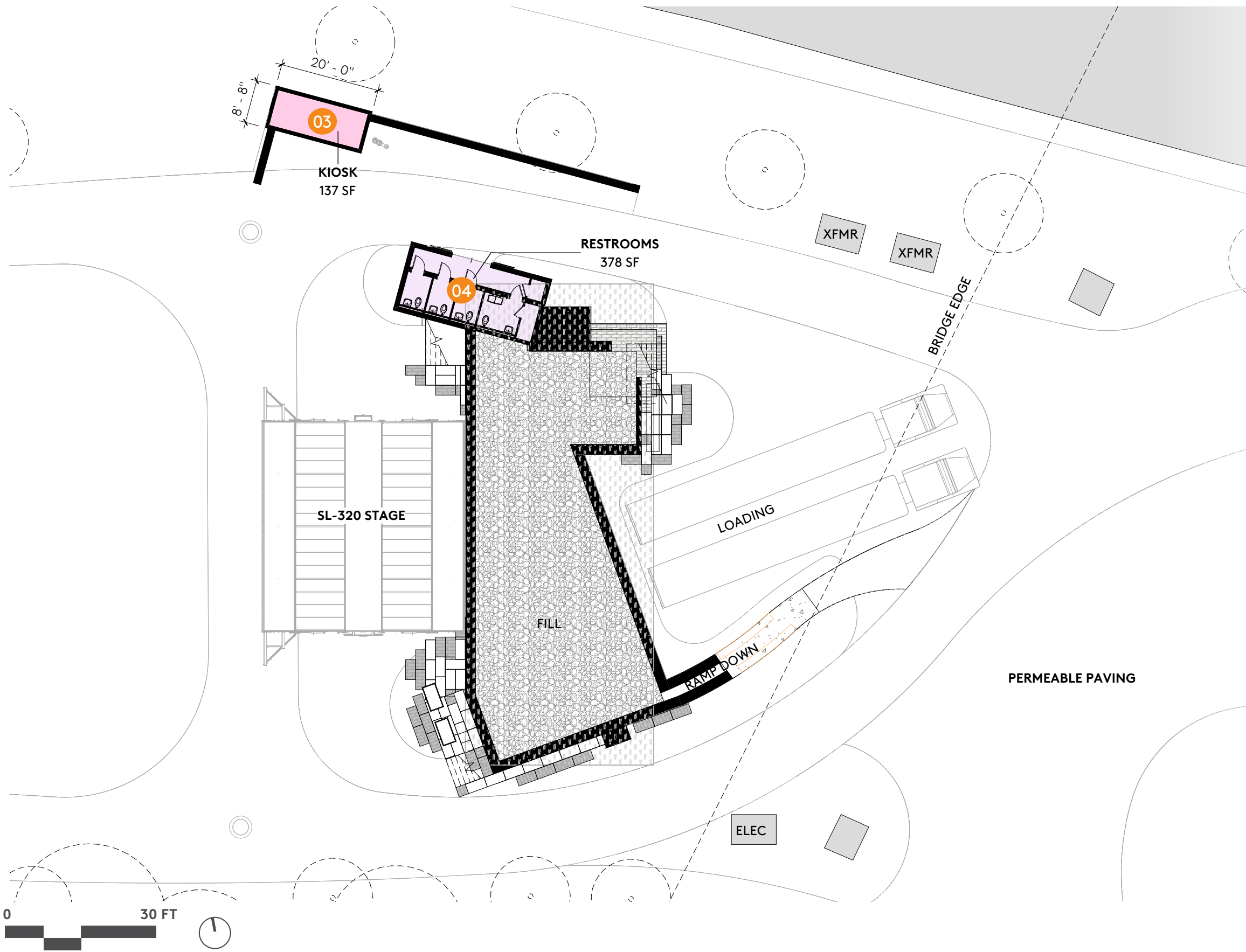
- 01 Office**  
Contains a structured office space with three desks and small conference table as well as a flexible space with a kitchenette. This can be used as an extra greenroom for artists or a different setting for meetings.
- 02 Greenroom**  
A set space for artists that contains a small kitchenette, private bathroom with a shower, and lounge space.



# FLEX PAVILION STAGE LEVEL

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





**KEY**

- 03 Kiosk**  
A small vending space for rotating vendors that services dock programs and events in the Manchester Breezeway plaza.
- 04 Restroom**  
Contains four single-use restrooms, including one ADA accessible stall. It would be a public restroom except during events, which it would then be part of the back stage amenities.

# FLEX PAVILION GROUND LEVEL

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025

# SITE FURNISHINGS AND MATERIALS PALETTES

HAMMOCK POSTS



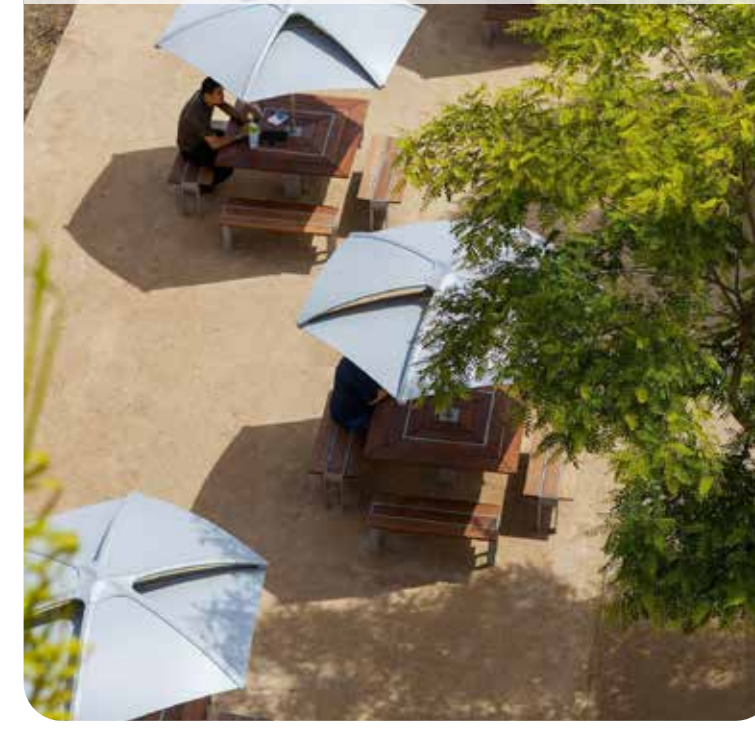
SEAT WALLS WITH PLANTING BEDS



WOOD AND METAL MATERIALS



UMBRELLAS ATTACHED TO SEATING



WOOD CLADDING ON SEAT WALL



LARGE STACKED WOOD SEATING



METAL EDGED CURBS



MOVEABLE BISTRO FURNITURE



LARGE STACKED WOOD SEATING



# PALETTE SITE FURNISHINGS

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



EXISTING BIKE RACK



BIKE REPAIR STATION



BLUE LIGHT CALL BOX



MISTING STATION ALONG PATH



DOG WASTE RECEPTACLE



IN-WALL OUTDOOR GFI



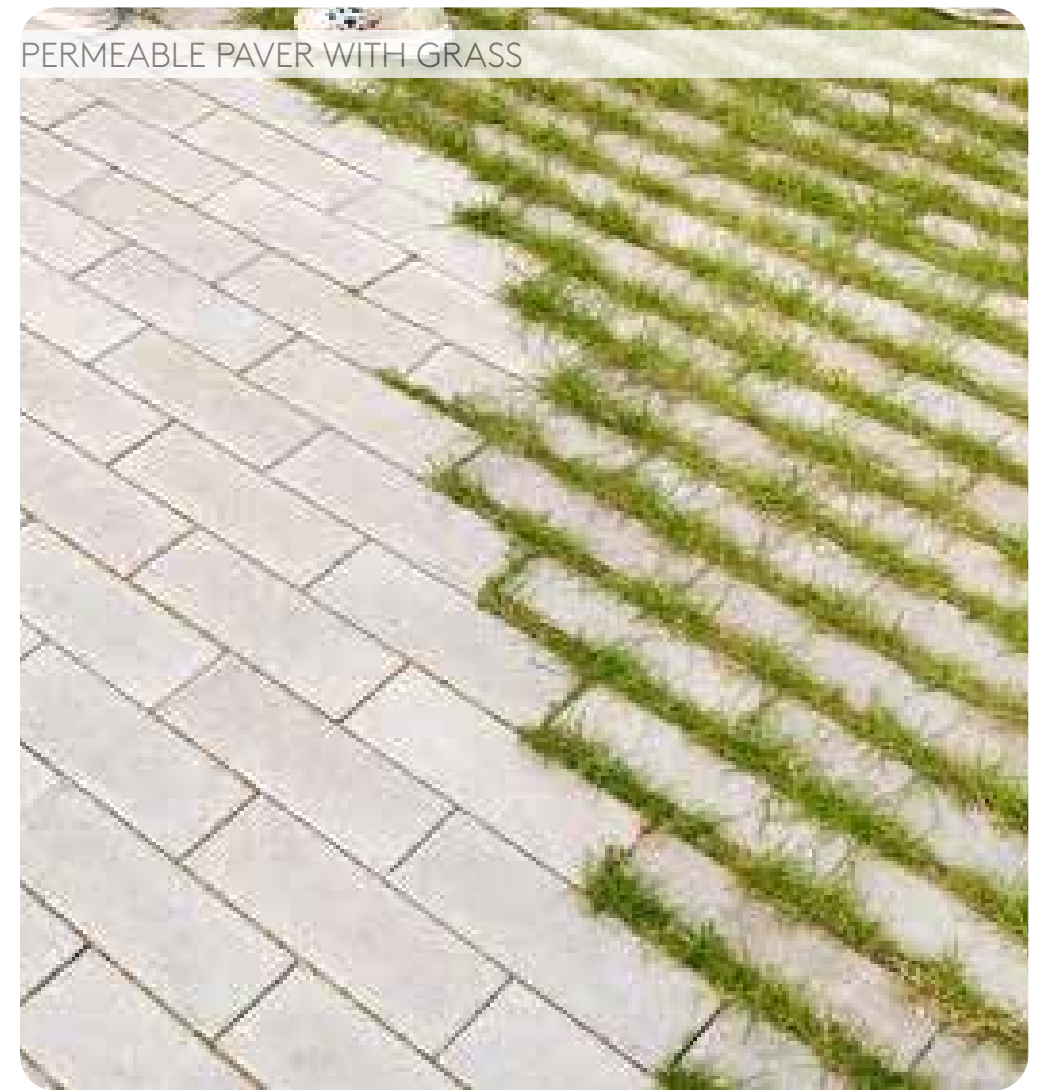
IN-WALL WATER SPIGOT



DRINKING FOUNTAIN THAT DOUBLES AS A SMALL WATER FEATURE

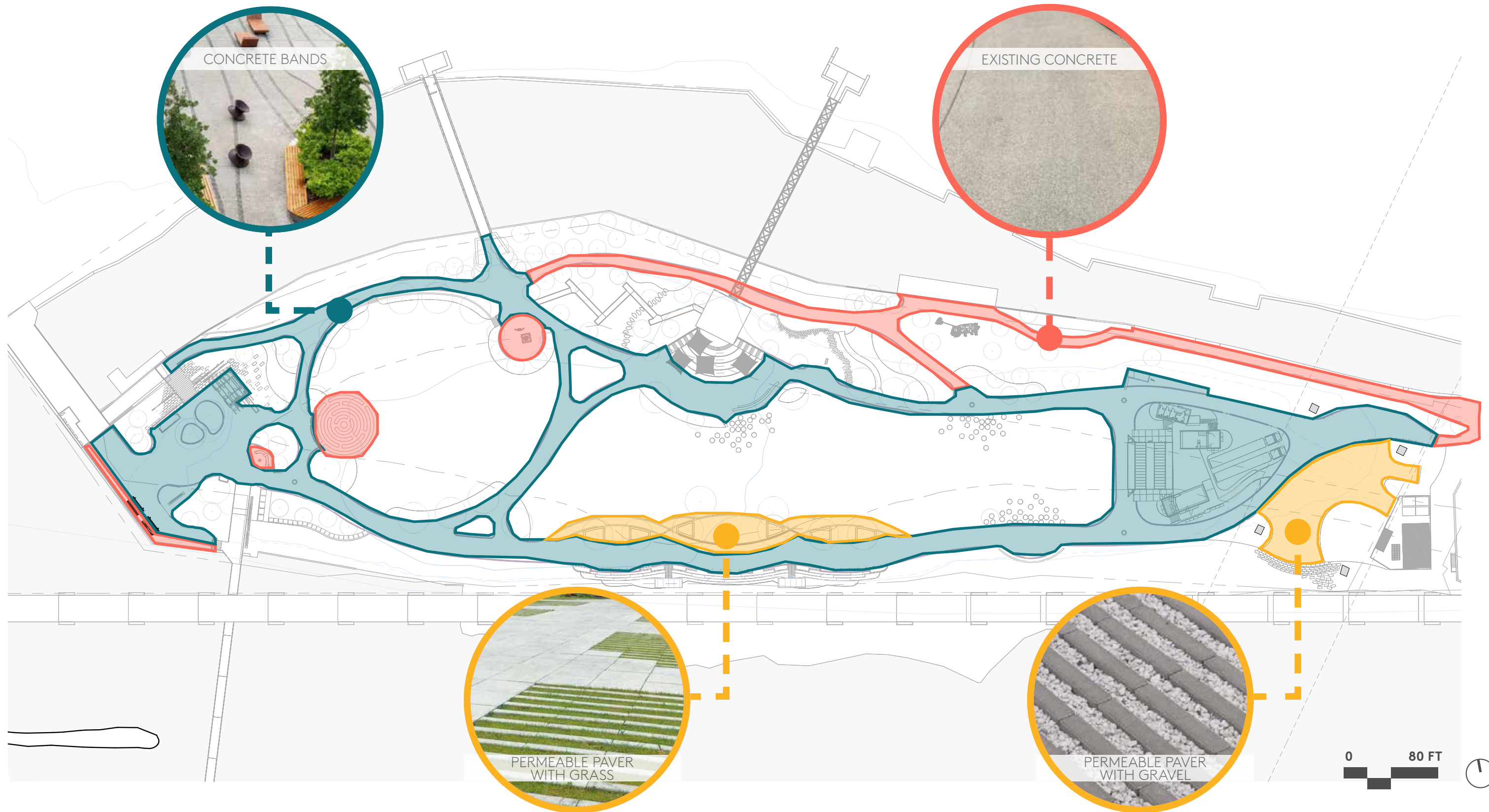
# PALETTE SITE FURNISHINGS

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# PALETTE HARDSCAPE

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# SITE PLAN HARDSCAPE STRATEGY



# CONCEPTUAL LIGHTING PLAN

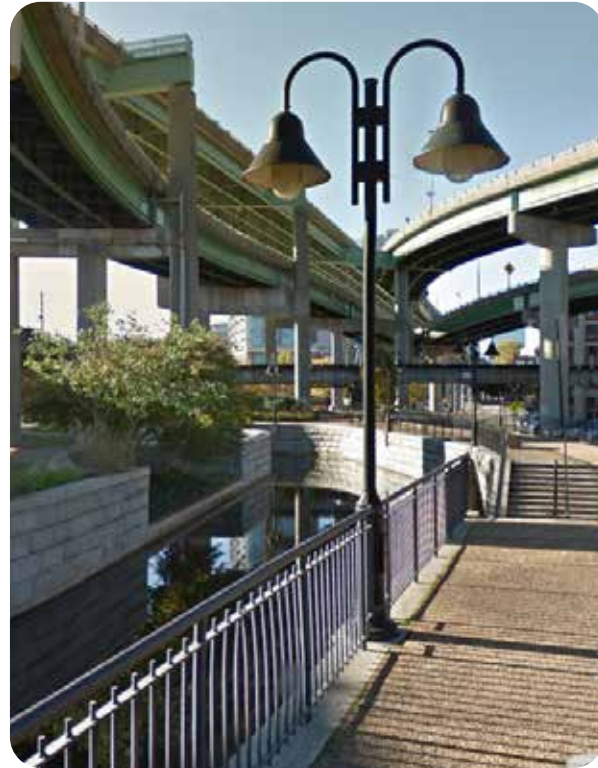
## JACKSON WARD HISTORIC DISTRICT



## FAN DISTRICT



## SHOCKOE AREA



## BROWN'S ISLAND



# LOCAL CONTEXT

**A** nod to the existing light fixtures at Brown's Island, but with cleaner, updated lines and fully dimmable and programmable features.



**Pole Light**  
 Manufacture: LIGMAN  
 Model - Atlantic Shepherds Crook Medium



**Wall Light**  
 Manufacture: LIGMAN  
 Model - Atlantic small and medium shade wall light



**Light Pole + Task Light**  
 Manufacture: .Structura  
 Model - REED



# LIGHTING PALETTE: CLASSIC



**Uplight**  
Manufacture: BK lighting  
Model - McKinley



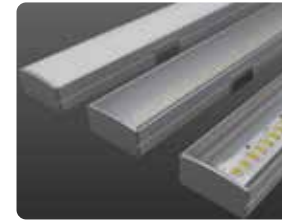
**Catenary Light**  
Manufacture: BK lighting  
Model - ARTISTAR - CATE-  
NARY



**Catenary light**  
Manufacture: Visalighting  
Model - Zume Out



**Step light**  
Manufacture: BK lighting  
Model - Mini-Micro iLume



**Step light**  
Manufacture: Acolyte  
Model - AS1



**Fountain Light**  
Manufacture: Bullard  
Outdoor  
Model - Pluto



**LED Rope light**  
Manufacture: LED  
Linear Model - HD  
Static White



# LIGHTING PALETTE: SPECIALTY

# LEGEND

- Pole Light
- ★ Task Light

Note: Conceptual light pole spacing; final spacing and layout to be determined once fixtures are selected.



# CONCEPTUAL LIGHTING PLAN

# LEGEND

- Pole light
- ✱ Task Light
- ▲ Up light
- ▬ Wall light
- ▬ Step light
- ▬ Catenary light
- ● ● ● Fountain light
- Security station
- Flood light

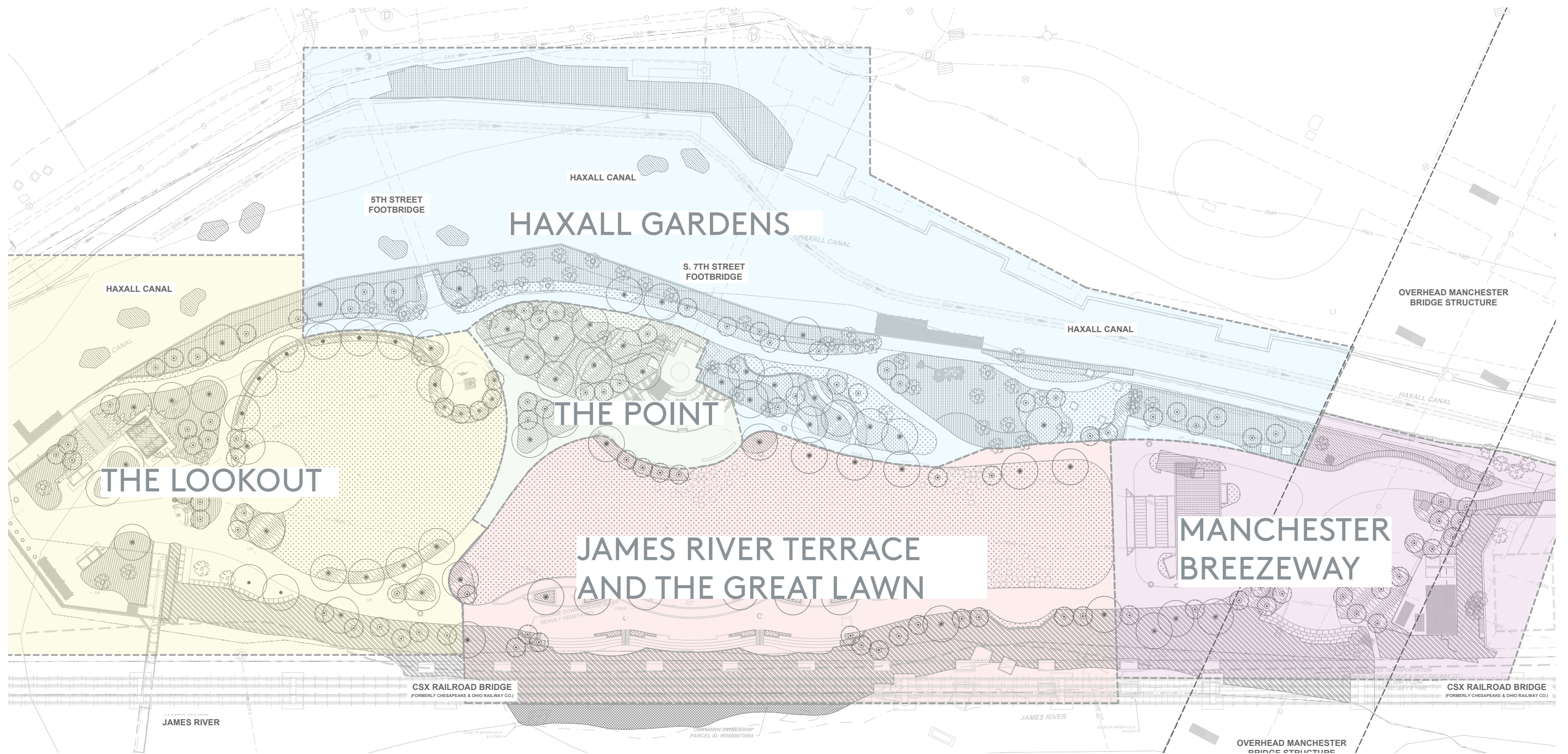


# SPECIALTY LIGHTING PLAN

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# CONCEPTUAL PLANTING PLAN



# OVERALL LANDSCAPE PLAN

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





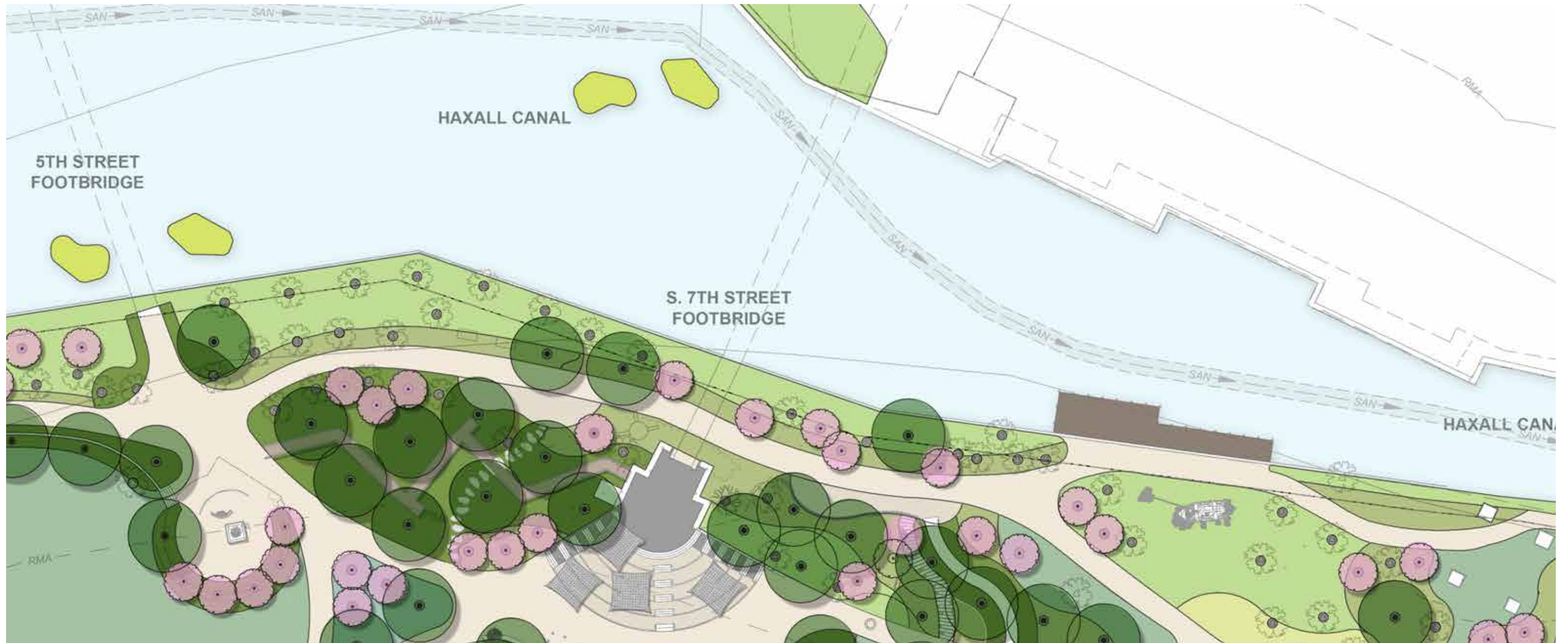
# LEGEND

-  Existing Trees
-  Small Trees
-  Large Trees
-  Floating Islands
-  Green Roof
-  Botanical
-  Pollinator
-  Meadow
-  Biofiltration
-  Riparian
-  Cultivated Understory
-  Untamed
-  Turf



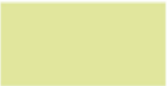




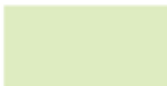







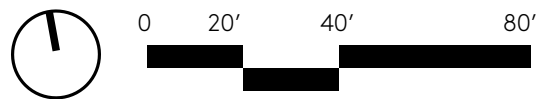
# THE LOOKOUT

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



## LEGEND

	Small Trees		Floating Islands		Botanical		Meadow		Riparian		Untamed
	Large Trees		Green Roof		Pollinator		Biofiltration		Cultivated Understory		Turf
	Existing Trees										





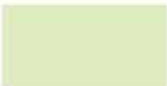
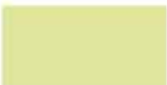









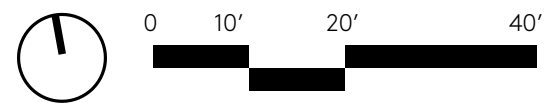
# HAXALL GARDENS

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



# LEGEND

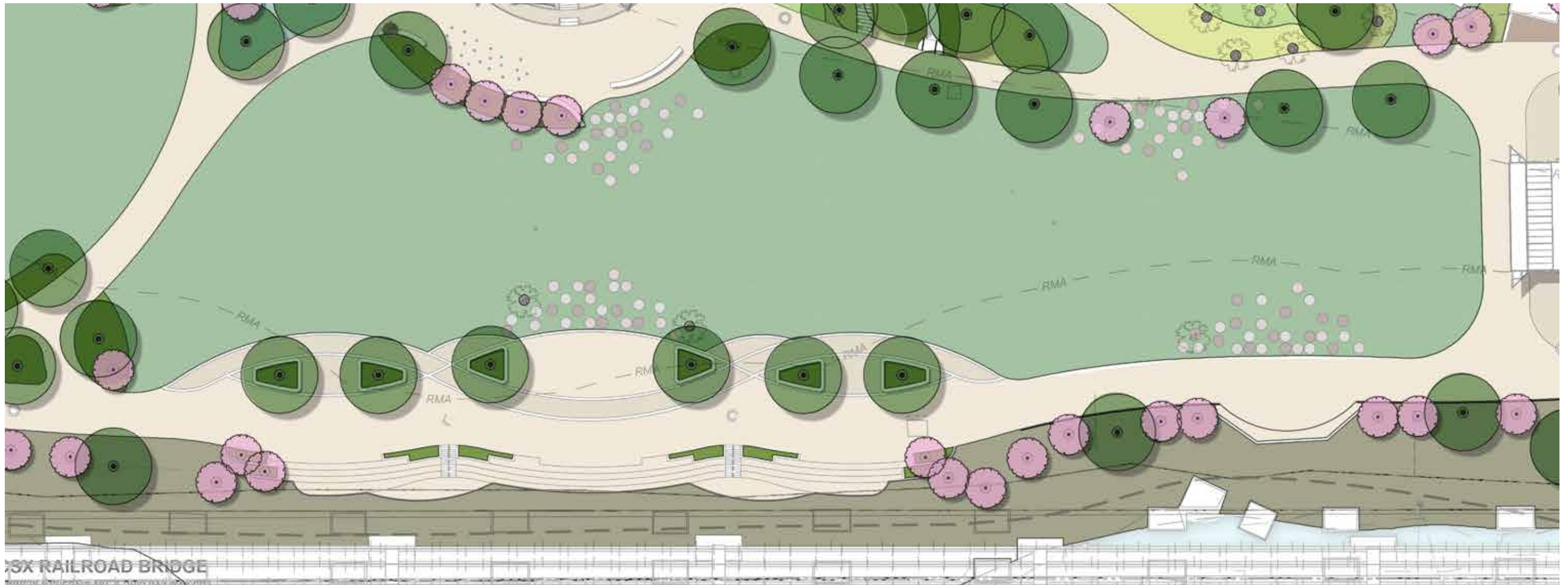
-  Existing Trees
-  Small Trees
-  Large Trees
-  Floating Islands
-  Green Roof
-  Botanical
-  Pollinator
-  Meadow
-  Biofiltration
-  Riparian
-  Cultivated Understory
-  Untamed
-  Turf




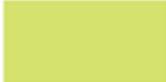
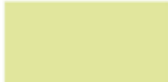




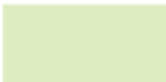





# THE POINT

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025





## LEGEND

	Small Trees		Floating Islands		Botanical		Meadow		Riparian		Untamed
	Large Trees		Green Roof		Pollinator		Biofiltration		Cultivated Understory		Turf
	Existing Trees										



# JAMES RIVER TERRACES AND THE GREAT LAWN

# LEGEND

-  Existing Trees
-  Small Trees
-  Large Trees
-  Floating Islands
-  Green Roof
-  Botanical
-  Pollinator
-  Meadow
-  Biofiltration
-  Riparian
-  Cultivated Understory
-  Untamed
-  Turf



# MANCHESTER BREEZEWAY

BROWN'S ISLAND IMPROVEMENT PLAN | UDC CONCEPTUAL REVIEW UPDATE | JANUARY 2025



## LARGE TREES



Red Maple  
(*Acer rubrum*)



River Birch  
(*Betula nigra*)



Black Gum  
(*Nyssa sylvatica*)



Sycamore  
(*Platanus occidentalis*)



Water Oak  
(*Quercus nigra*)

## UNDERSTORY TREES



Paw Paw  
(*Asimina triloba*)



Serviceberry  
(*Amelanchier*)



Hawthorne  
(*Crataegus viridis*)



Sweetbay Magnolia  
(*Magnolia virginiana*)



Yoshino Cherry  
(*Prunus yedoensis*)

## PLANT COMMUNITIES

### BOTANICAL



Bold and bright, these plants evoke an international sense of wonder with their unusual blooms and foliage. "Look at me!" they demand, pulling the daydreaming student, the frenzied parent, or multi-tasking businesswoman into their world of colorful frenzy just long enough to warrant a reel or two.

### MEADOW



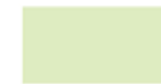
These structural, four-season plants are dominated by native grasses and punctuated by high visibility flower towers; their wind-swept movement mimicking that of the waterways that envelop the island.

### RIPARIAN



Our friendly water plants, happiest when dipping a toe in or maybe even the whole kit and caboodle. Sittin' on the dock of the bay? These little babies would rather be living under it. This motley crew of color, texture, and shape is the first line of defense when the James starts getting a little too wild.

### GREENROOF



It's fun in the sun for these highfliers. They have the best seat in the house for both rays and views as they soak up the heat, keeping buildings shady and cool in the summer nice and toasty in the colder months.

### POLLINATOR



These colorful native perennials entice and nourish, providing habitat to the local birds, bees, and butterflies. Not quite your grandmother's cottage garden, but she would likely approve.

### BIOFILTRATION



These sturdy natives can withstand both drought and deluge, soaking up not only the waters from a mid-summer deluge but also the scorching rays of an August afternoon. Function meets form and the water quality was never happier.

### CULTIVATED UNDERSTORY



These native plants thrive in the shade and dappled light of their tree companions, politely engaging with passersby with a tip of the hat or dip of the knee.

### UNTAMED



At the Island's edge, where land drops to meet water, our hardiest colonizers protect the soil from crumbling as they obediently spread to form massing clusters, dense enough to withstand the attempts of pernicious invasives waiting in the wings.

### FLOATING ISLANDS



They might look like they are on vacation as they float around the James, but these islands are hard at work providing wildlife habitat and enhancing water quality. Educating the public and bringing back beauty into the canal is a biodiverse bonus!

# OVERALL LANDSCAPE PALETTE

# BOTANICAL

Bold and bright, these plants evoke an international sense of wonder with their unusual blooms and foliage. "Look at me!" they demand, pulling the daydreaming student, the frenzied parent, or multi-tasking businesswoman into their world of colorful frenzy just long enough to warrant a reel or two.



Blazing Star  
(*Liatris pilosa*)



Winterberry Holly  
(*Ilex verticillata*)



Encore Azalea  
(*azalea encore 'autumn chiffon'*)



Peach Drift Knockout Rose  
(*rosa x 'peach drift'*)



Common Yucca  
(*Yucca filamentosa*)



Globemaster Allium  
(*Allium giganteum*)



Red Poppies  
(*Papaver rhoeas*)



Adam's Needle  
(*yucca filamentosa*)



Wild Lupine  
(*lupinus perennis*)



Turk's-cap Lily  
(*lilium superbum*)

# POLLINATOR

These colorful native perennials entice and nourish, providing habitat to the local birds, bees, and butterflies. Not quite your grandmother's cottage garden, but she would likely approve.



Blazing Star  
(*Liatris pilosa*)



Aster  
(*Symphyotrichum (var)*)



Common Yarrow  
(*Achillea millefolium*)



Threadleaf Coreopsis  
(*Coreopsis verticillata*)



Cut-Leaf Sunflower  
(*Rudbeckia lacinta*)



Viburnum  
(*Viburnum spp*)



Black Eyed Susan  
(*Rudbeckia hirta*)



Wild Bergamot  
(*Monarda fistulosa*)



Common Milkweed  
(*Asclepias syriaca*)



Purple Coneflower  
(*Echinacera purpurea*)

# PLANT COMMUNITIES

# MEADOW



These structural, four-season plants are dominated by native grasses and punctuated by high visibility flower towers; their wind-swept movement mimicking that of the waterways that envelop the island.



Muhly Grass  
*(Muhlenbergia capillaris)*



Switch Grass  
*(Panicum virgatum)*



Purple Love Grass  
*(Eragrostis spectabilis)*



Little Bluestem  
*(Schizachyrium scoparium)*



Goldenrod  
*(Solidago (var))*



New York Ironweed  
*(Veronia noveboracensis)*



Yellow Wild Indigo  
*(Baptisia tinctoria)*



Excalibur Adam's Needle  
*(Yucca filamentosa 'excalibur')*

# BIOFILTRATION



These sturdy natives can withstand both drought and deluge, soaking up not only the waters from a mid-summer deluge but also the scorching rays of an August afternoon. Function meets form and the water quality was never happier.



Sweet Pepperbush  
*(Clethra alnifolia)*



Hollow Joe-pye-weed  
*(Eutrochium fistulosum)*



Winterberry  
*(Ilex verticillata)*



Soft Rush  
*(Juncus effusus)*



Turk's Cap Lily  
*(Lillium superbum)*



Cardinal Flower  
*(Lobelia cardinalis)*



Sundrops  
*(Oenothera fruticosa)*



Lyre-leaf Sage  
*(Salvia lyrata)*

# PLANT COMMUNITIES



## CULTIVATED UNDERSTORY

These native plants thrive in the shade and dappled light of their tree companions, politely engaging with passersby with a tip of the hat or dip of the knee



American Beauty-berry  
(*Callicarpa americana*)



American Alumroot  
(*Heuchera americana*)



Woodland Phlox  
(*Phlox divaricata*)



Soloman's Seal  
(*Polygonatum biflorum*)



Christmas Fern  
(*Polystichum acrostichoides*)



Wild Pink  
(*Silene caroliniana*)



Goldenrod  
(*Solidago (var.)*)



Azalea  
(*Tiarella cordifolia*)



Wild Hydrangea  
(*Hydrangea arborecens*)



Yaupon Holly  
(*Ilex vomitoria*)

## RIPARIAN

Our friendly water plants, happiest when dipping a toe in or maybe even the whole kit and caboodle. Sittin' on the dock of the bay? These little babies would rather be living under it. This motley crew of color, texture, and shape is the first line of defense when the James starts getting a little too wild.



Button Bush  
(*Cephalanthus occidentalis*)



Swamp Rose-mallow  
(*Hibiscus moscheutos*)



Dwarf Crested Iris  
(*Iris cristata*)



Virginia Blue Flag  
(*Iris virginica*)



Soft rush  
(*Juncus effusus*)

# PLANT COMMUNITIES

# UNTAMED

At the Island's edge, where land drops to meet water, our hardiest colonizers protect the soil from crumbling as they obediently spread to form massing clusters, dense enough to withstand the attempts of pernicious invasives waiting in the wings.



Red Chokeberry  
*(Aronia arbutifolia)*



Groundsel Bush  
*(Baccaris halimifolia)*



New Jersey Tea  
*(Ceanothus americanus)*



Virginia Sweetspire  
*(Itea virginica)*



Spice Bush  
*(Lindera benzoin)*



Wax Myrtle  
*(Myrica cerifera)*



Winged Sumac  
*(Rhus copallinum)*



Wild Strawberry  
*(Fragaria virginiana)*

# GREENROOF

It's fun in the sun for these highfliers. They have the best seat in the house for both rays and views as they soak up the heat, keeping buildings shady and cool in the summer nice and toasty in the colder months.



Summer Beauty Ornamental Onion  
*(Allium summer beauty)*



Muhly grass  
*(Muhlenbergia capillaris)*



Switch grass Cape Breeze  
*(Panicum 'Cape Breeze')*



Red Switch Grass  
*(Panicum virgatum 'Shenandoah')*



Angelina Stonecrop  
*(Sedum rupestre 'Angelina')*



Sedum Autumn Fire  
*(Sedum spectabile 'Autumn Fire')*



Sedum Gold Carpet  
*(Sedum takesimense 'Golden Carpet')*



Prairie dropseed  
*(Sporobolus heterolepis)*

# PLANT COMMUNITIES

# FLOATING ISLANDS

They might look like they are on vacation as they float around the James, but these islands are hard at work providing wildlife habitat and enhancing water quality. Educating the public and bringing back beauty into the canal is a biodiverse bonus!



Sweet Flag  
*(Acorus americanus)*



Tussock sedge  
*(Carex stricta)*



Swamp rose mallow  
*(Hibiscus moscheutos)*



Northern blue flag  
*(Iris versicolor)*



Cardinal flower  
*(lobelia cardinalis)*



Arrow arum  
*(Peltandra virginica)*



Pickerel weed  
*(Pontederia cordata)*



Duck Potato  
*(Sagittaria lancifolia)*



Three-square bulrush  
*(Scirpus pungens)*

# PLANT COMMUNITIES

