

Sign Count:		
B	Banner	TBD
D1	Donor Id. Large (all donors)	1
D2	Donor Id. Individual donors	3
E1	Exhibit (interpretive)	5
E2	Exhibit (artwork)	5
G	Gateway	4
M	Map	2
P	Pedestrian Directional	6
R1	Regulatory	4
R2	Regulatory at Decks	2
R3	Regulatory Existing(relocate)	1
RE	Restroom	2

SIGNTYPES KEY			
D	Donor Identification	P	Pedestrian Directional
E	Exhibit (Interpretive)	R	Regulatory
G	Gateway	RE	Restroom
M	Free Standing Map		

REVISIONS

TIMMONS GROUP
ENGINEERING | DESIGN | TECHNOLOGY

3 NORTH
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NOT FOR CONSTRUCTION

BROWN'S ISLAND IMPROVEMENT PLAN

BROWN'S ISLAND
RICHMOND, VA 23219
June 18, 2025

SG.100
SIGNAGE PLAN

AB DESIGN
804-514-3023
WWW.ABDESIGNONLINE.COM


BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
G.1	North side of Haxhall Bridge	Gateway	1	<p>WELCOME TO BROWN'S ISLAND</p> <p>↑</p> <p>Potterfield Bridge To Manchester River Terraces The Pavilion Canal Walk</p>	<p>THANKS FOR YOUR VISIT</p> <p>↑</p> <p>American Civil War Museum Allianz Amphitheater War Memorial Kanawha Plaza</p>	
R1.1	North side of Haxhall Bridge, on fence	Regulatory	1	<p>Welcome to Brown's Island</p> <p>While enjoying your visit, please observe the following regulations:</p> <ul style="list-style-type: none"> • All dogs must be on a leash. • Clean up after your pets (or face a \$250 fine). • Bicycles must yield to pedestrians. <p>The following activities are not permitted on Brown's Island:</p> <ul style="list-style-type: none"> • Skateboarding • Swimming, washing and wading • Camping • Unauthorized vehicles and boats • Solicitation and vending without a proper permit • Fishing and feeding the wildlife <p>(Logos: Explore RVA Downtown, Venture Richmond, James River Parks)</p>		To replace existing sign. (Please review text for accuracy.)

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
R2.1	On West Dock	Regulatory	1	<p>Welcome to Brown's Island</p> <p>While enjoying your visit, please observe the following regulations:</p> <ul style="list-style-type: none"> •Only non-motorized vessels are allowed. •Follow canal markings and river rules. •Avoid danger zones. •Navigate with caution. •Wear life jackets at all times. <p>The following activities are not permitted on the Canal Walk:</p> <ul style="list-style-type: none"> •Jumping from the deck •Washing and wading •Storing navigational gear on the deck •Fishing and feeding the wildlife <p>(Logos: Venture Richmond, City of Richmond, Riverfront Canal Cruises, Explore RVA Downtown)</p>		Similar size as R1. Text needed.
M.1	Island end of Haxhall Bridge	Free Standing Map	1			
D2.1	Across from Mill Statue	Single Donor	1	TBD		
E2.1	Mill Statue	Exhibit/ Artwork	1	TBD		Sign about the art piece to include piece and artist information.
RE.1	Restroom walls	Restroom	1	(Male/Female Symbol)		
E1.1/2/3	Industrial Relics	Exhibit/ Interpretive	1	TBD		Relocated existing industrial relics - signs with images and text to be recreated/updated.

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
R3.1	Before the entrance ramp of the Potterfield Bridge	Regulatory	1			Keep the existing sign but relocate.

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
P1.1	South pedestrian path	Pedestrian Directional	1	↑ The Pavilion → River Terraces ↖ The Point (symbol for Meeting Spot) 7th Street Bridge East Dock Canal Walk	↑ River Terraces Potterfield Bridge to Manchester Restrooms West Dock Haxhall Bridge	
E2.2	In front of art piece	Exhibit/ Artwork	1	TBD		Sign about the art piece (theme is native wildlife - probably otters, TBD) to include piiece and artist information.
P.2	At the exit of the 5th Street Bridge into the island	Pedestrian Directional	1	↗ River Terraces → Potterfield Bridge to Manchester Restrooms West Dock Haxhall Bridge ← The Point (symbol for Meeting Spot) 7th Street Bridge East Dock The Pavilion Canal Walk	← Restrooms West Dock Haxhall Bridge → The Point (symbol for Meeting Spot) 7th Street Bridge East Dock The Pavilion Restrooms Canal Walk	

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
G.2	North side of 5th St Bridge	Gateway	1	WELCOME TO BROWN'S ISLAND ↑ Potterfield Bridge To Manchester River Terraces The Pavilion Canal Walk	THANKS FOR YOUR VISIT ← American Civil War Museum Allianz Amphitheater War Memorial → Kanawha Plaza	
R1.2	North side of 5th St Bridge	Regulatory	1	Welcome to Brown's Island While enjoying your visit, please observe the following regulations: <ul style="list-style-type: none"> • All dogs must be on a leash. • Clean up after your pets (or face a \$250 fine). • Bicycles must yield to pedestrians. The following activities are not permitted on Brown's Island: <ul style="list-style-type: none"> • Skateboarding • Swimming, washing and wading • Camping • Unauthorized vehicles and boats • Solicitation and vending without a proper permit • Fishing and feeding the wildlife (Logos: Explore RVA Downtown, Venture Richmond, James River Parks)		To replace existing sign. (Please review text for accuracy.)
E1.5	Attached to railing at river terrace	Exhibit/ Interpretive	2	TBD		Sign about invasive plant species management and the river - would be attached to the railing. To include text and images.

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
P.3	Close to The Point	Pedestrian Directional	1	You are at The Point (symbol for Meeting Spot) ↑ 7th Street Bridge → East Dock The Pavilion Restrooms Canal Walk	You are at The Point (symbol for Meeting Spot) ↑ River Terraces Potterfield Bridge to Manchester ← 5th Street Bridge Restrooms West Dock Haxhall Bridge → East Dock The Pavilion Canal Walk	
D1.1	Connecting N-S path	Multiple Donors	1	TBD		About 20 names.
D2.2	Across from Steps Off 7th St Bridge	Single Donor	1	TBD		

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
P.4	South side of 7th St Bridge	Pedestrian Directional	1	← 7th Street Bridge → The Point (symbol for Meeting Spot) Potterfield Bridge to Manchester River Terraces East Dock The Pavilion Restrooms Canal Walk	↑ 5th Street Bridge Restrooms West Dock Haxhall Bridge → 7th Street Bridge ← The Point (symbol for Meeting Spot) Potterfield Bridge to Manchester River Terraces East Dock The Pavilion Restrooms Canal Walk	
E1.4	Path under 7th St bridge	Exhibit/ Interpretive	1	TBD		Sign about the floating islands in the canal - would include images and text - TBD if these are in scope.
G.3	North side of 7th St Bridge	Gateway	1	WELCOME TO BROWN'S ISLAND Costar 7th St. Entrance ↑ Potterfield Bridge To Manchester River Terraces The Pavilion Canal Walk	THANKS FOR YOUR VISIT ← American Civil War Museum Allianz Amphitheater War Memorial ↑ Kanawha Plaza	

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
R1.3	North side of Haxhall Bridge, on fence	Regulatory	1	<p>Welcome to Brown's Island</p> <p>While enjoying your visit, please observe the following regulations:</p> <ul style="list-style-type: none"> • All dogs must be on a leash. • Clean up after your pets (or face a \$250 fine). • Bicycles must yield to pedestrians. <p>The following activities are not permitted on Brown's Island:</p> <ul style="list-style-type: none"> • Skateboarding • Swimming, washing and wading • Camping • Unauthorized vehicles and boats • Solicitation and vending without a proper permit • Fishing and feeding the wildlife <p>(Logos: Explore RVA Downtown, Venture Richmond, James River Parks)</p>		To replace existing sign. (Please review text for accuracy.)
E2.3	In front of art piece	Exhibit/ Artwork	1	TBD		Sign about the art piece (theme is native wildlife, TBD) to include piece and artist information.

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
R2.2	On east dock	Regulatory	1	<p>Welcome to Brown's Island</p> <p>While enjoying your visit, please observe the following regulations:</p> <ul style="list-style-type: none"> •Only non-motorized vessels are allowed. •Follow canal markings and river rules. •Avoid danger zones. •Navigate with caution. •Wear life jackets at all times. <p>The following activities are not permitted on the Canal Walk:</p> <ul style="list-style-type: none"> •Jumping from the deck •Washing and wading •Storing navigational gear on the deck •Fishing and feeding the wildlife <p>(Logos: Venture Richmond, City of Richmond, Riverfront Canal Cruises, Explore RVA Downtown)</p>		Similar size as R1. Text needed.
E2.4	In front of Headman sculpture	Exhibit/ Artwork	1	<p>"The Headman"</p> <p>This statue commemorates the contributions of African - American men as skilled boatmen on the James River and its canals and in the development of industry and commerce in the City of Richmond</p> <p>Designer and Sculptor: P. Di Pasquale</p>		Headman sculpture sign telling story of the piece and artist.
P.5	Central pedestrian path	Pedestrian Directional	1	<p>↑</p> <p>The Pavilion Restrooms Canal Walk ← East Dock</p>	<p>↑</p> <p>7th Street Bridge The Point (symbol for Meeting Spot) 5th Street Bridge West Dock Haxhall Bridge ← River Terraces Potterfield Bridge to Manchester</p>	
D2.3	The River Terraces	Single Donor	1	TBD		

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
RE.2	Restroom walls	Restroom	1	(Male/Female Symbol)		Vinyl images.
P.6	On north pedestrian path coming from the Canal Walk	Pedestrian Directional	1	↑ Canal Walk	↑ East Dock 7th Street Bridge The Point (symbol for Meeting Spot) 5th Street Bridge West Dock Haxhall Bridge River Terraces Potterfield Bridge to Manchester	
M.2	On north pedestrian path coming from the Canal Walk	Free Standing Map	1			
R1.4	On north pedestrian path coming from the Canal Walk	Regulatory	1	<p>Welcome to Brown's Island</p> <p>While enjoying your visit, please observe the following regulations:</p> <ul style="list-style-type: none"> • All dogs must be on a leash. • Clean up after your pets (or face a \$250 fine). • Bicycles must yield to pedestrians. <p>The following activities are not permitted on Brown's Island:</p> <ul style="list-style-type: none"> • Skateboarding • Swimming, washing and wading • Camping • Unauthorized vehicles and boats • Solicitation and vending without a proper permit • Fishing and feeding the wildlife <p>(Logos: Explore RVA Downtown, Venture Richmond, James River Parks)</p>		

BROWN'S ISLAND

Sign #	Location	Sign type	Qty	Message Side A	Message Side B	Remarks
G.4	North side of 7th St Bridge	Gateway	1	WELCOME TO BROWN'S ISLAND ↑ The Pavilion River Terraces Potterfield Bridge To Manchester	THANKS FOR YOUR VISIT ↑ Canal Walk	
E2.5	Behind the Pavilion South River	Exhibit/ Artwork	1	TBD		Sign about the art piece (theme is native wildlife, TBD) to include piece and artist information.