



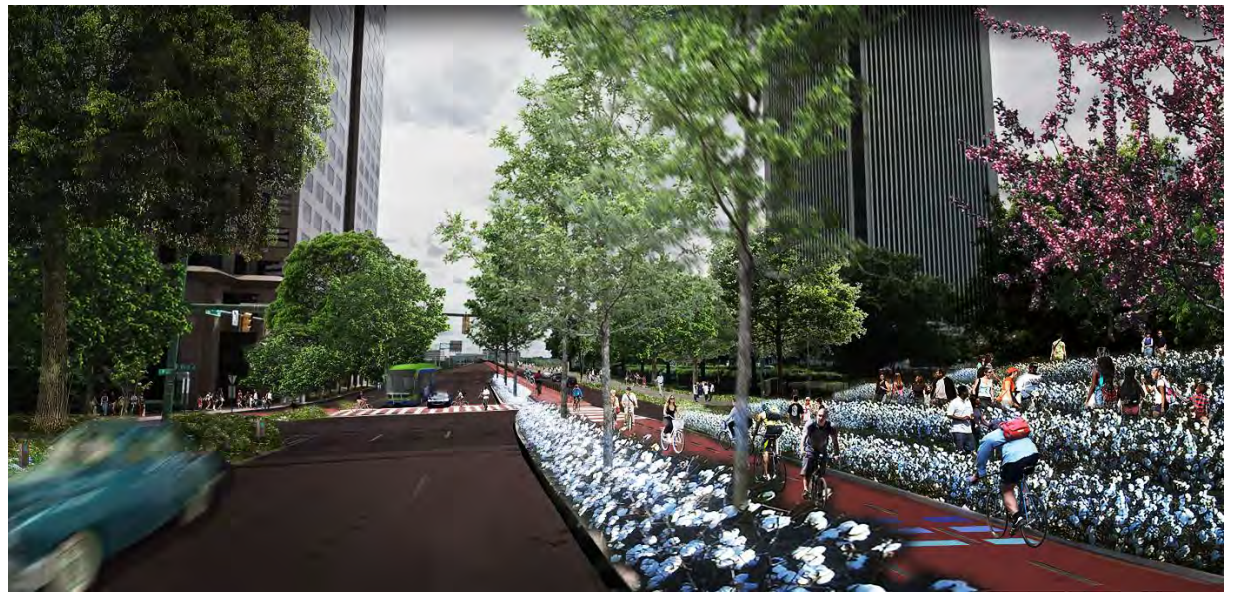
CHRIS MARCUSSEN PHOTOGRAPHY



BridgePark

PROJECT FEATURES

- Interconnected system of complete streets and parks along a critical N-S City spine at City level
- Dedicated two way cycle expressway over the full two mile length of the initiative
- Bridge the gap between river and City
- Extend the power of The Pulse and Franklin Street Cycleway by connecting both to the VCU MCV Campus, the Riverfront, and the South side via a beautiful greenway experience
- Highlight the James River as the heart of the City
- Centerpiece of the Fall Line Trail



BridgePark + Fall Line Trail



BridgePark + Fall Line Trail

LOCATION LOCATION LOCATION



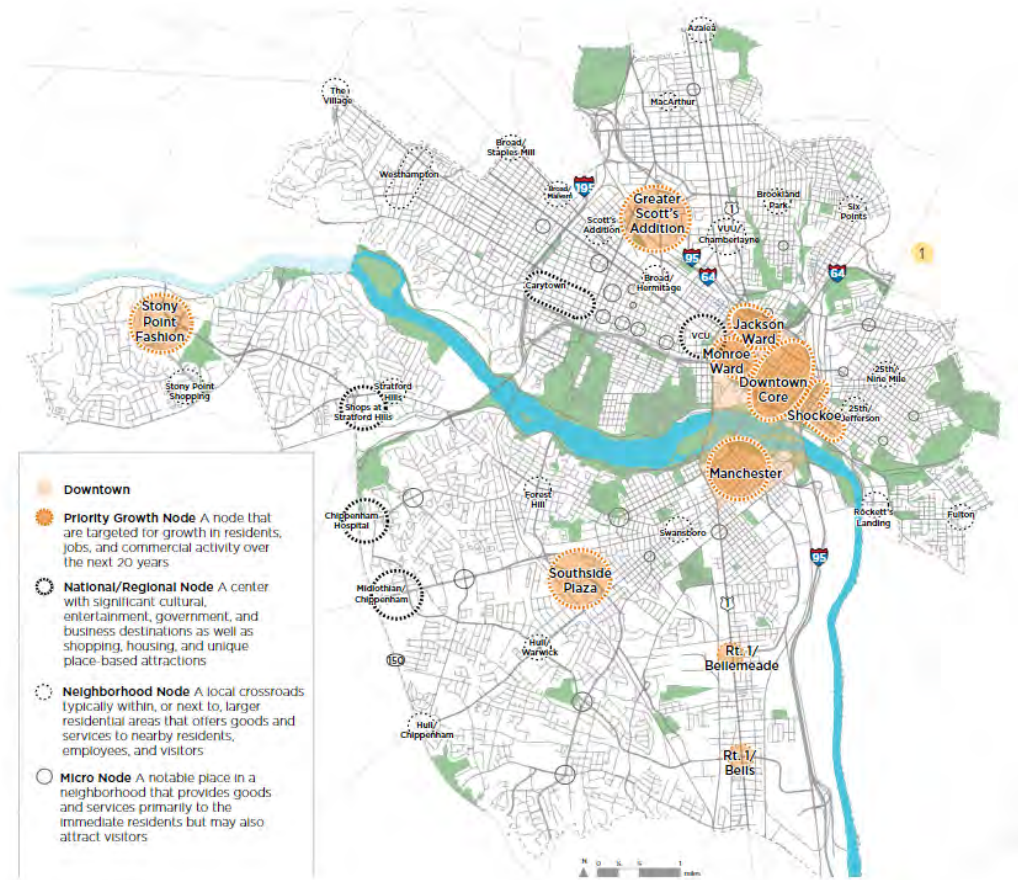
The Fall Line

View from BridgePark



The Fall Line

View from Center Median



BridgePark + Fall Line Trail

Richmond 300's Priority Growth Nodes

Our most vibrant neighborhoods

1. Scott's Addition
2. Diamond Center (Development District)
3. The Fan
4. Carver
5. Jackson Ward
6. City Center (Development District)
7. Capitol District
8. Riverfront
9. Blackwell (Manchester District)
10. Oak Grove (Manchester District)
11. Hillside Court (Manchester District)
12. Bellemeade (Manchester District)
13. Windsor (Manchester District)



SITES OF GOVERNANCE

1. City Hall
2. Virginia State Capitol

BUSINESS & COMMERCE

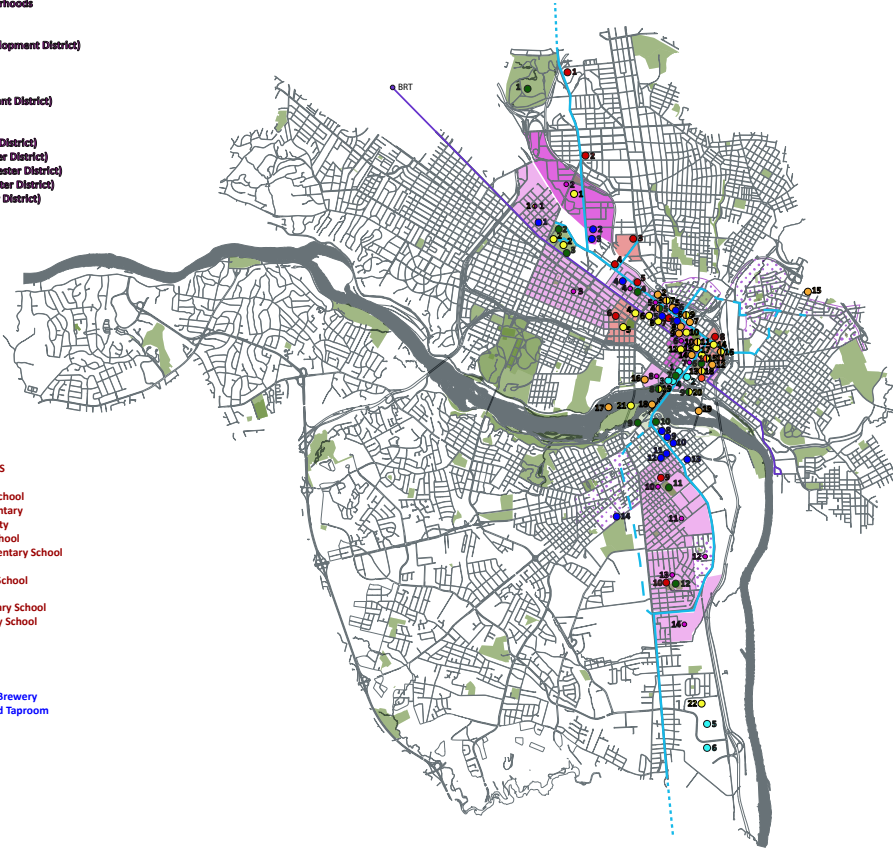
1. McGuire Woods
2. SunTrust
3. CoStar
4. Federal Reserve Bank
5. Philip Morris USA
6. Semi Work Altria Office

SAFE ROUTES TO SCHOOLS

1. The New Community School
2. Linwood Holton Elementary
3. Virginia Union University
4. Maggie Walker High School
5. George W Carver Elementary School
6. VCU Campus
7. Richmond Alternative School
8. VCU Health
9. J.H. Blackwell Elementary School
10. Oak Grove Elementary School

BEVERages

1. Scott's Addition
2. Hardywood Park Craft Brewery
3. Castleburg Brewery and Taproom
4. Hot For Pizza
5. GWAR Bar
6. The Duce
7. Southern Kitchen
8. Legend Brewery
9. Basic City Beer Co
10. The Continental
11. Croaker's Spot
12. Brewer's Cafe
13. Belle Isle Moonshine
14. Hatch Cafe



The Story of America

1. Scott's Addition Historic District
2. Ebenezer Baptist Church
3. Black History Museum and Cultural Centre of Virginia
4. Abner Clay Park
5. Bill "Bojangles" Robinson Statue
6. Maggie L. Walker National Historic Site
7. Millers and Eggleston Hotels Site
8. The Hippodrome
9. Jackson Ward National Historic Landmark District
10. John Marshall House
11. White House of the Confederacy
12. Governor's Mansion
13. Virginia State Capitol
14. St. Paul's Episcopal Church
15. Armstrong Highschool former site
16. American Civil War Museum
17. The James River
18. Historic Ruins of Richmond Petersburg
19. Railroad Bridge

TOURISM DESTINATIONS

1. Diamond Centre Stadium
2. Children's Museum
3. Science Museum of Virginia
4. ICA
5. Altria Theatre
6. Quirk Hotel Richmond
7. Black History Museum and Cultural Center
8. Arts District Station
9. Maggie Walker National Historic Site
10. Greater Richmond Convention Center
11. John Marshall House
12. Dominion Energy Centre
13. Library of Virginia
14. The Valentine
15. City Hall
16. White House of the Confederacy
17. General Assembly Building
18. Virginia State Capitol
19. Brown's Island
20. James River Park System
21. T. Tyler Potterfield Memorial Bridge
22. One Casino and Resort

PARKS

1. Bryan Park
2. Washington Commanders Park
3. Science Museum of Virginia Park
4. Smith Peters Park (City Park)
5. Abner Clay Park
6. Capitol Square
7. Kanawha Plaza
8. Brown's Island
9. James River Park System
10. Second Break Park
11. Charlie Sydnor Playground
12. Bellemeade Park

BridgePark + The Fall Line Trail

What Makes Richmond Richmond

BridgePark + Fall Line Trail

ELEVATION



The High Line Network: Putting Richmond on the Map



- Worldwide Best Future Projects Award 2019 (Cannes, France)
- World Architecture Festival Finalist 2019 (Amsterdam, Holland)
- Statewide Vision in Design Award 2019 (Richmond, Virginia)
- Member, The High Line Network (North America)
- Steering Committee, The High Line Network (North America)
- Equitable Impacts Framework Cohort: Harvard Graduate School of Design, Urban Institute, High Line Network (North America)
- Major project features in The Architects' Newspaper, Dwell Magazine, Biophilic Cities Journal, CLAD Magazine, GRID Magazine, Richmond Times-Dispatch, Style Weekly, and numerous others



BridgePark
The Design Team

- The High Line (New York)
- VMFA (Richmond)
- Southbank Center (London)
- Mercedes-Benz Arena (Atlanta)
- Brooklyn Bridge Park (New York)
- Little Island (New York)
- City of Dreams (Macau)
- The Capital Trail (Richmond)
- Olympic Park (London)
- Crosstown Concourse (Memphis)

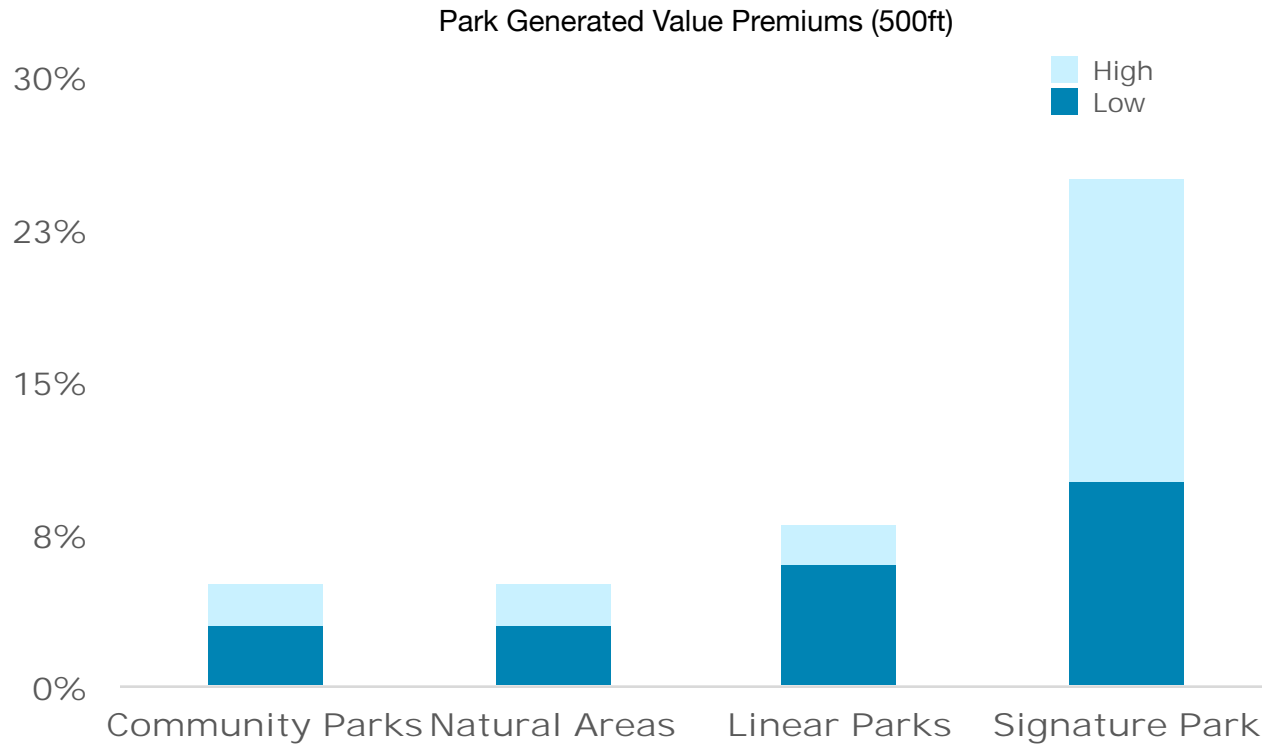


Internal Team

- Richmond Folk Festival
- Southside ReLeaf
- VCU ICA
- Arthur Ashe Boulevard
- Capital Trail
- VCUarts
- BLK RVA
- OutRVA
- Math Science Innovation Center
- The Human Connection
- Rocketts Landing
- The Current
- TEDxRVA
- Black History Museum
- Leadership Metro Richmond
- T. Tyler Potterfield Memorial Bridge
- Hidden in Plain Sight

ELEVATED Park

the type of greenway or park has a significant effect on the economic impact



Source: Crampton, John L. "Impact of Parks and Open Space on Property Values and the Property Tax Base", National Recreation and Park Association (2001)

Impacts of Sister Parks

Project	Capital Cost	New Real Estate Development	Return on Investment (ROI)
The High Line	\$187M	\$2B	11:1
Indy Cultural Trail	\$63M	\$1B	16:1
The BeltLine	\$500M	\$4.1B	8:1
The BeltLine East Side Trail	\$14M	\$638B	45:1

BridgePark + Fall Line Trail

EQUITY



Leadership

Internal Team
National Model



Engagement

Historic Levels of Community Engagement, including 20 site model residencies, hundreds of community meetings, and hands-on design exercises.



Education

Hands On Learning, with over 2,000
students and educators



Storytelling

National historic landmarks and untold
narratives of Black history, brought
together



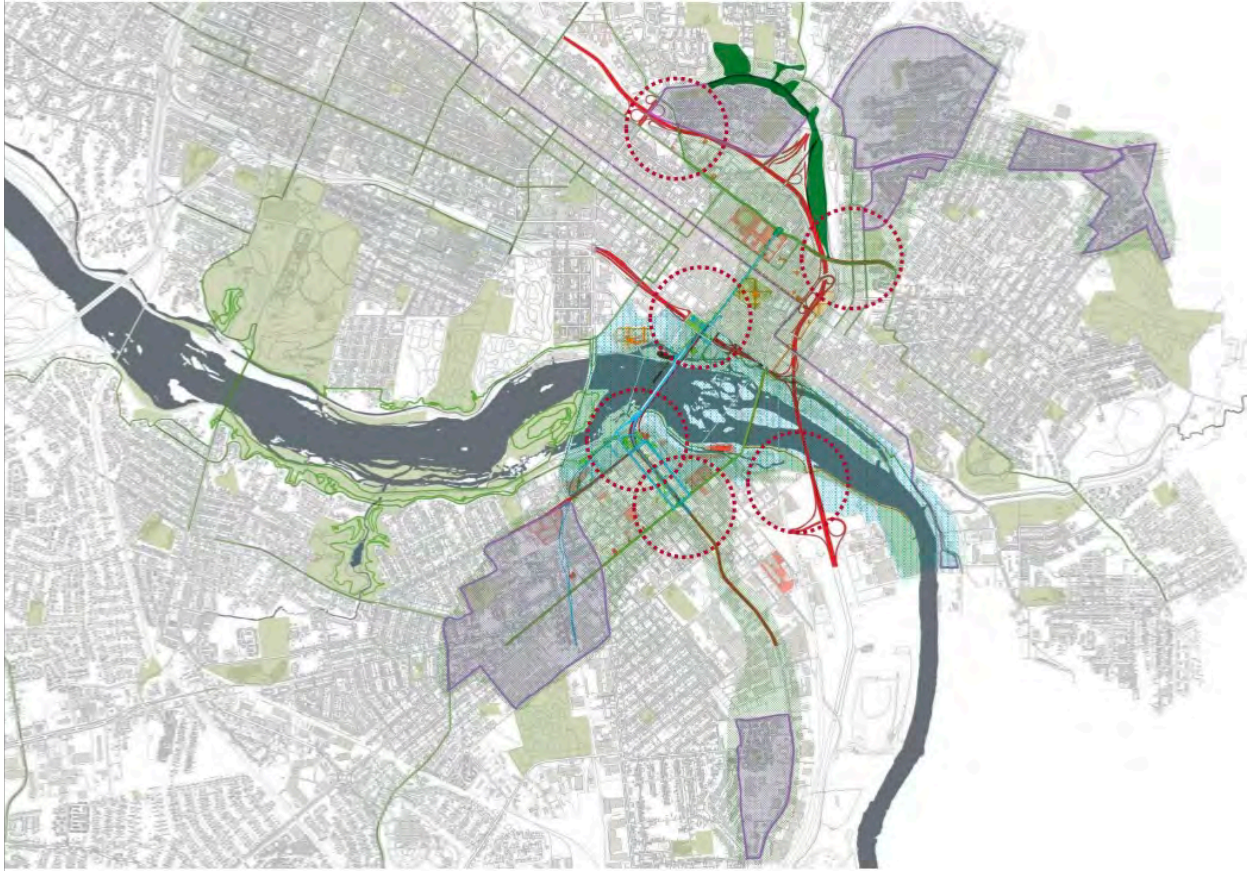
Cultural Wealth

Extensive study of our needs as a City,
including a series of “culture-maker” focus
groups



Economic Wealth

BridgePark will fail if the benefits fall mostly to a favored few.



Neighborhood Connectivity

A Coming Together



BridgePark

Project Update: The Time is Now

- Fall Line Trail: Substantial In-place and Expected Funding
- Manchester Bridge and Commerce Road: Established Corridor
- Substantial Federal, State, Regional Dollars Available



Essential Next Steps

1. Commit to a public private partnership to bring City leadership together with the BridgePark Team.
2. Establish optimal BridgePark + Fall Line Trail location / route.
3. Apply existing funding to an accretive signature park opportunity.
4. Leverage that funding with available federal, state, regional and public dollars.
5. Work together to create a centerpiece of the Commonwealth and a national model for public space.



Richmond BridgePark Foundation
A registered 501(c)(3) organization

www.bridgeparkrva.com

Contact: Ted Elmore

ted@bridgeparkrva.com

804.690.0994

Images: BridgePark / Spatial Affairs Bureau / MWDC; High Line Network

Photos: Ted Elmore, Richard Souter, Keshia Eugene, Rachel Dwyer