



Greening Greater Fulton

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Relationship Building

- **2018:** One day retreat focusing on East End Richmond
- **2019 - Today:** Quarterly East End Green Infrastructure Collaborative meetings
- **2019:** Innovate Fulton has green street concept
- **2020:** Green street team assembles, project planning begins
- **2021:** Grant funding awarded



Greening Greater Fulton

- 2 blocks of green street in Richmond's East End
- **Goal:** vibrant, green commercial district that will revitalize Fulton and bring new, neighbor owned businesses into the area
- **Community Need:** shade, beautification, safer sidewalks



Greening Greater Fulton

- **Key Partners:** Innovate Fulton, Groundwork RVA, Richmond Dept of Public Utilities, local artists Matt Lively, Tim Harper and Hamilton Glass, VHB design studio
- **Planning Process:** team approach with three years of community engagement
- **Funding:** National Fish and Wildlife Foundation, Richmond Dept of Public Utilities, Altria Group, Luck Companies, Wetlands Watch



Greening Greater Fulton

Challenges

1. Funding
2. Navigating city approval process
3. Business owner hesitation

Solutions

1. Multiple grants to cover the cost
2. Dept of Public Utilities as an ally
3. Continual community engagement

Key Takeaways

- **Build relationships before you need them**
- Create community buy in
- Lengthy process - continue to keep community engaged every step of the way

FULTON GREEN STREET COMING SOON!

CONSTRUCTION BEGINS EARLY 2024



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