

DIAMOND DISTRICT

3001 North Arthur Ashe Boulevard | Richmond, VA





I-64
I-95
160,000 VPD

Downtown
Richmond

VCU
Athletic
Village

Multi-
Family
Retail

Trophy
Office
Retail

Gateway
Retail

Primary
Entrance
Road

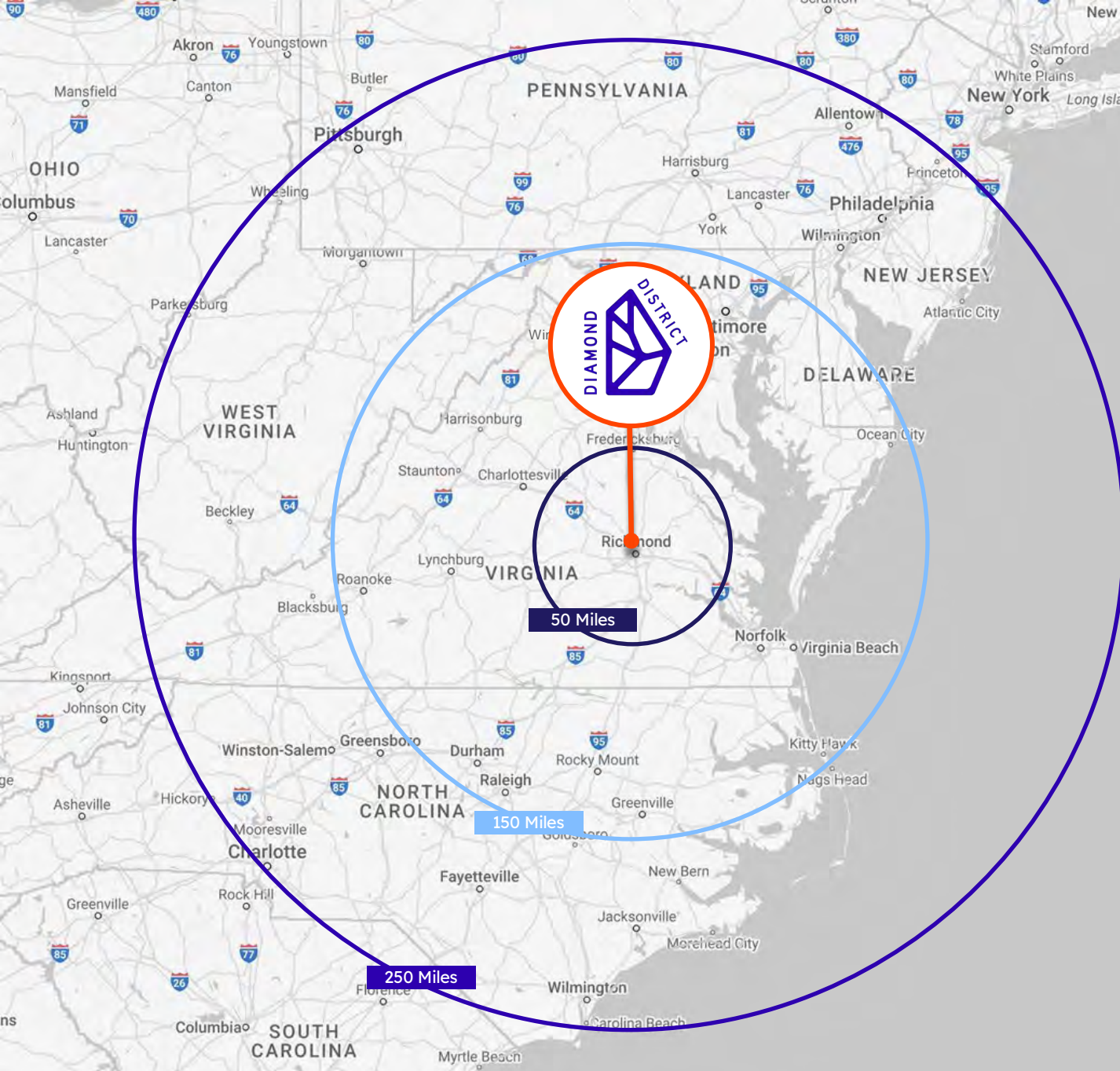
Arthur Ashe
Boulevard
24,000 VPD

CarMax
Park

DIAMOND

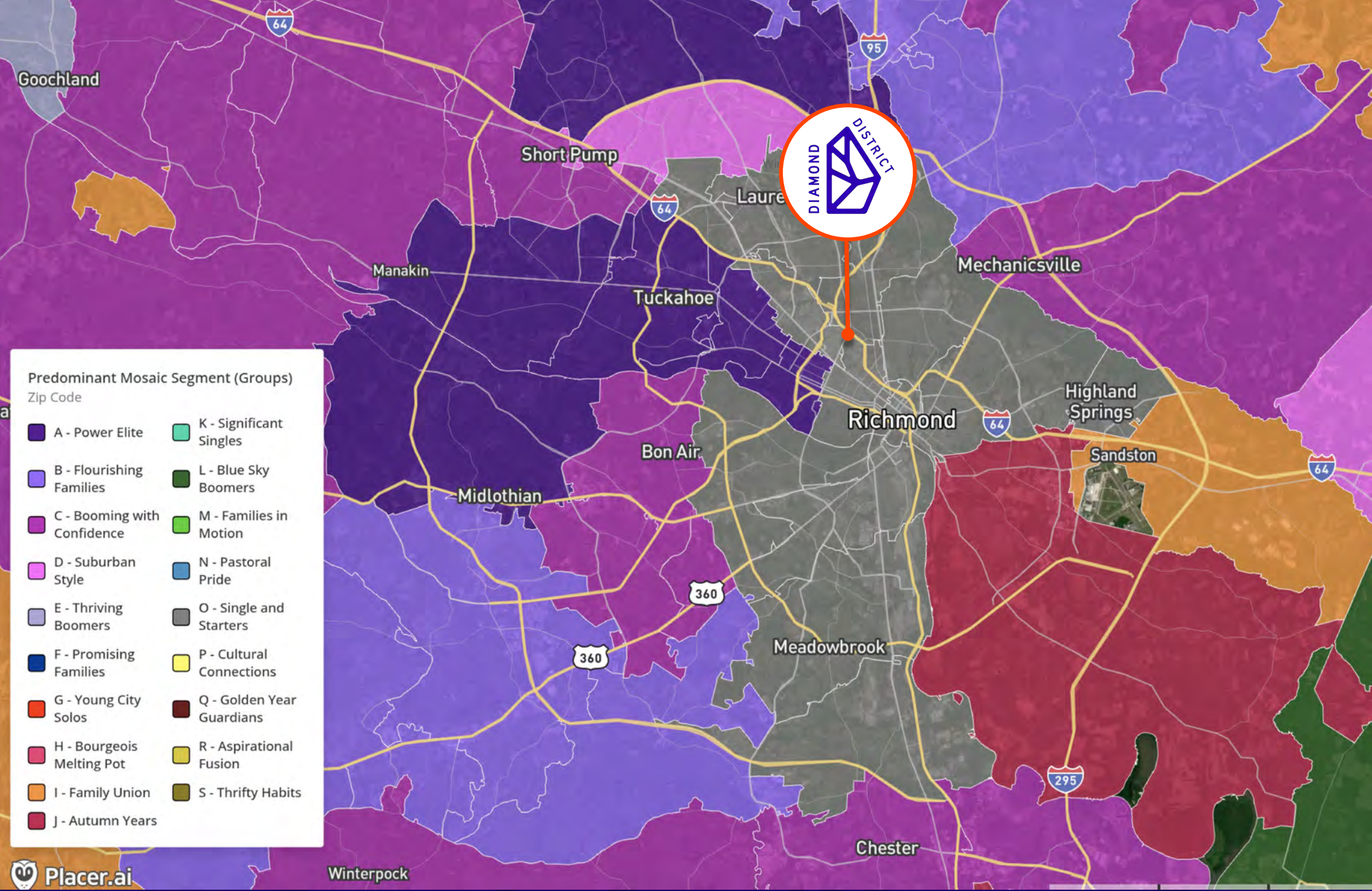


DISTRICT



CITY	DRIVE TIME
Alexandria, VA	2 Hrs
Atlanta, GA	8 Hrs
Charleston, SC	6 Hrs
Charlotte, NC	4.5 Hrs
Charlottesville, VA	1 Hr
New York, NY	6 Hrs
Philadelphia, PA	5 Hrs
Raleigh, NC	2.5 Hrs
Roanoke, VA	2 Hrs 45 Min
Virginia Beach, VA	2 Hrs
Washington, D.C.	2 Hrs

Regional Map



Demographics

Demographics



770,363

10-MILE 2024 DAYTIME POPULATION



1,008,980

30-MINUTES DRIVE TIME 2024 TOTAL POPULATION



\$119,175

30-MINUTES DRIVE TIME 2024 AVERAGE HOUSEHOLD INCOME



\$4.5 B

30-MINUTES DRIVE TIME 2024 CONSUMER SPENDING



70.7%

5-MINUTES DRIVE TIME 2024 BACHELOR'S DEGREE +

DRIVE TIMES	5 MINUTES	7 MINUTES	10 MINUTES
2024 Population	38,263	90,883	171,336
2024 Daytime Population	31,311	91,540	258,826
2024 Median Household Income	\$79,141	\$71,762	\$64,674
2024 Average Household Income	\$121,441	\$115,851	\$109,077
Bachelor's Degree +	70.7%	64.6%	51.7%

CONSUMER SPENDING DRIVE TIMES	5 MINUTES	7 MINUTES	10 MINUTES
2024 Apparel & Services	\$32,862,236	\$88,237,029	\$187,886,936
2024 Entertainment/Recreation	\$51,176,298	\$136,781,456	\$289,803,582
2024 Food Away From Home	\$53,779,194	\$143,253,452	\$301,318,917
2024 Travel	\$39,034,963	\$102,331,995	\$214,358,983

DRIVE TIMES	15 MINUTES	20 MINUTES	30 MINUTES
2024 Total Population	425,260	702,101	1,008,980
2024 Daytime Population	537,993	794,010	1,077,328
2024 Median Household Income	\$73,331	\$77,206	\$85,406
2024 Average Household Income	\$104,795	\$109,511	\$119,175
Bachelor's Degree +	46.4%	44.7%	45.3%

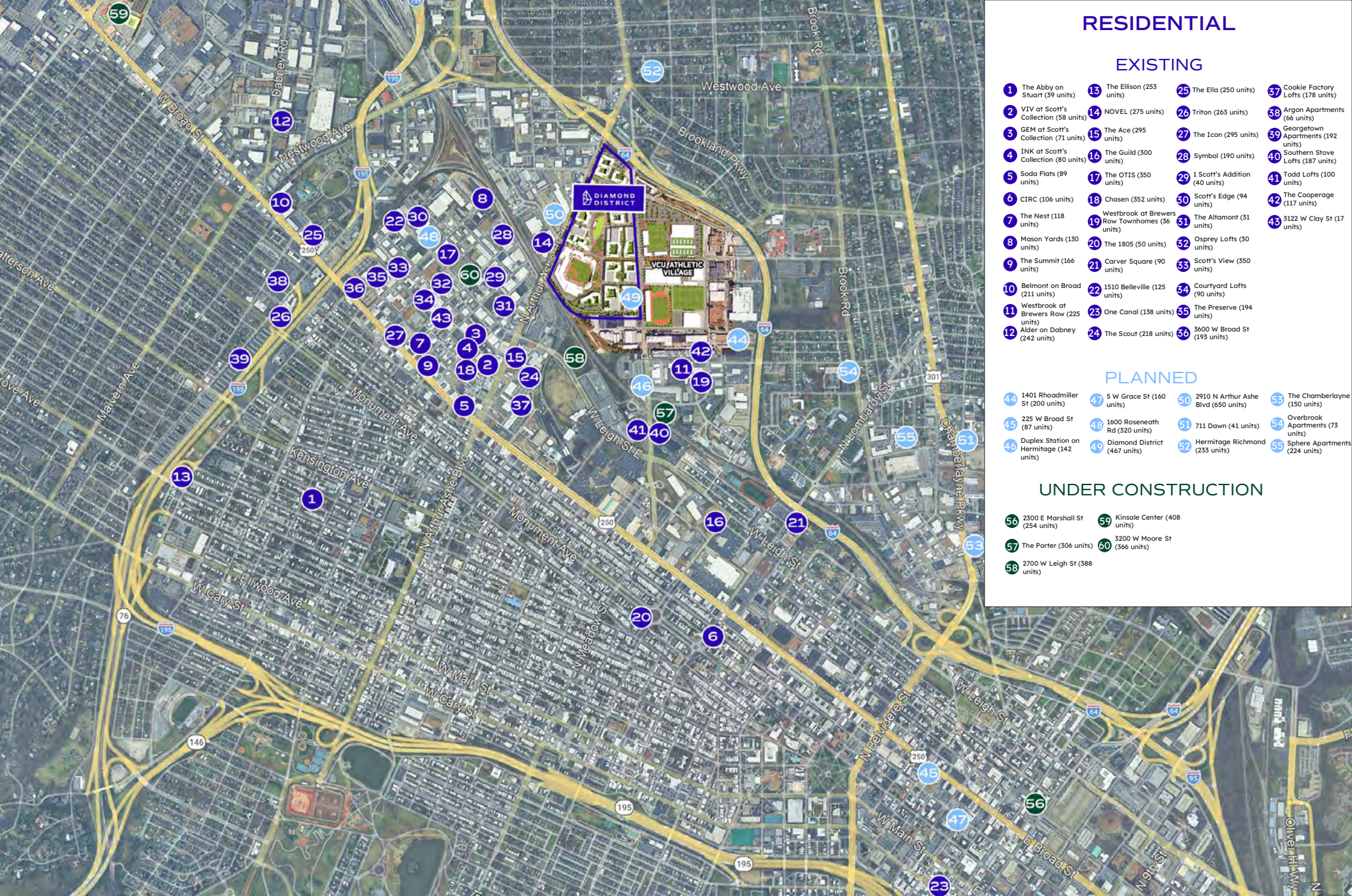
CONSUMER SPENDING DRIVE TIMES	15 MINUTES	20 MINUTES	30 MINUTES
2024 Apparel & Services	\$442,210,643	\$709,432,544	\$1,057,505,315
2024 Entertainment/Recreation	\$702,928,250	\$1,146,230,131	\$1,753,669,438
2024 Food Away From Home	\$712,800,956	\$1,150,149,109	\$1,730,569,873
2024 Travel	\$21,672,897	\$329,117,122	\$837,930,304

RADII	1 MILE	5 MILES	10 MILES
2024 Population	12,949	264,526	686,637
2024 Daytime Population	20,564	351,839	770,363
2024 Median Household Income	\$76,133	\$67,886	\$77,729
2024 Average Household Income	\$102,809	\$102,712	\$110,367
Bachelor's Degree +	69.3%	48.5%	45.0%

CONSUMER SPENDING RADII	1 MILE	5 MILES	10 MILES
2024 Apparel & Services	\$18,195,673	\$284,387,286	\$700,721,125
2024 Entertainment/Recreation	\$27,951,136	\$445,151,287	\$1,134,863,485
2024 Food Away From Home	\$29,707,152	\$456,074,600	\$1,136,269,944
2024 Travel	\$514,523,669	\$845,468,010	\$1,299,675,926



Neighborhood Map



RESIDENTIAL

EXISTING

- 1 The Abby on Stuart (39 units)
- 2 VIV at Scott's Collection (58 units)
- 3 GEM at Scott's Collection (71 units)
- 4 INK at Scott's Collection (80 units)
- 5 Soda Flats (89 units)
- 6 CIRC (106 units)
- 7 The Nest (118 units)
- 8 Mason Yards (130 units)
- 9 The Summit (166 units)
- 10 Belmont on Broad (211 units)
- 11 Westbrook at Brewers Row Townhomes (225 units)
- 12 Alder on Dabney (242 units)
- 13 The Ellison (253 units)
- 14 NOVEL (275 units)
- 15 The Ace (295 units)
- 16 The Guild (300 units)
- 17 The OTIS (350 units)
- 18 Chosen (352 units)
- 19 Westbrook at Brewers Row Townhomes (36 units)
- 20 The 1805 (50 units)
- 21 Carver Square (90 units)
- 22 1510 Belleville (125 units)
- 23 One Canal (138 units)
- 24 The Scout (218 units)
- 25 The Ella (250 units)
- 26 Triton (263 units)
- 27 The Icon (295 units)
- 28 Symbol (190 units)
- 29 1 Scott's Addition (40 units)
- 30 Scott's Edge (94 units)
- 31 The Altamont (31 units)
- 32 Osprey Lofts (30 units)
- 33 Scott's View (350 units)
- 34 Courtyard Lofts (90 units)
- 35 The Preserve (194 units)
- 36 3600 W Broad St (193 units)
- 37 Cookie Factory Lofts (178 units)
- 38 Argon Apartments (66 units)
- 39 Georgetown Apartments (192 units)
- 40 Southern Stove Lofts (187 units)
- 41 Todd Lofts (100 units)
- 42 The Cooperage (117 units)
- 43 3122 W Clay St (17 units)

PLANNED

- 44 1401 Rhoadmiller St (200 units)
- 45 225 W Broad St (87 units)
- 46 Duplex Station on Hermitage (142 units)
- 47 5 W Grace St (160 units)
- 48 1600 Roseneath Rd (320 units)
- 49 Diamond District (467 units)
- 50 2910 N Arthur Ashe Blvd (650 units)
- 51 711 Dawn (41 units)
- 52 Hermitage Richmond (233 units)
- 53 The Chamberlayne (150 units)
- 54 Overbrook Apartments (73 units)
- 55 Sphere Apartments (224 units)

UNDER CONSTRUCTION

- 56 2300 E Marshall St (254 units)
- 57 The Porter (306 units)
- 58 2700 W Leigh St (388 units)
- 59 Kinsale Center (408 units)
- 60 3200 W Moore St (366 units)

Neighborhood Map



- ### RESTAURANTS
- | | | | |
|---------------------------|---------------------------|---------------------------|--------------------|
| 1 Bingo Beer | 22 Raising Cane's | 43 Stella's | 65 City Diner |
| 2 Boulevard Burger & Brew | 23 Chipotle | 44 Lafayette Tavern | 66 Stanley's |
| 3 Don't Look Back | 24 Starbucks | 45 The Franklin Inn | 67 Blue Habanero |
| 4 En Su Boca | 25 Toast Gastropub | 46 Burtons Grill & Bar | 68 My Noodle & Bar |
| 5 Fat Dragon | 26 Marco's Pizza | 47 Sweetgreen | 69 Dinamo |
| 6 Harry's at Hoffmeier | 27 Parousia Coffee | 48 Botanya | 70 Main St. Dragon |
| 7 Lemon Cuisine of India | 28 Urban Myth Street Food | 49 Can Can | 71 Lemaire |
| 8 Lunch Supper | 29 Richmond Eats | 50 Mellow Mushroom | 72 Tarrant's |
| 9 Moore Street Café | 30 Eazzy Burger | 51 The Daily | 73 Perly's |
| 10 Kismet | 31 Scott's Shawarma | 52 Lolita's | 74 Fall Line |
| 11 Peter Chang | 32 Lost Letter | 53 Pizza Beer Richmond | 75 Mama J's |
| 12 Smohk | 33 Blanchard's Coffee | 54 The Stables at Belmont | 76 Cookout |
| 13 Tazza | 34 Afterglow Coffee | 55 Fire & Hops | 77 Popeyes |
| 14 ZZQ | 35 Grit Coffee | 56 Curbside Café | 78 Taco Bamba |
| 15 Brambly Park | 36 Cochiloco | 57 Oliveto | 79 Five Guys |
| 16 Fighting Fish | 37 Lillian | 58 Garnett's | 80 Ugly Dumping |
| 17 Lucky AF | 38 Beauvine | 59 Kuba Kuba | 81 Greek Taverna |
| 18 Pinky's | 39 Lillie Pearl | 60 McDonald's | 82 Elephant Thai |
| 19 McLean's | 40 Village Café | 61 Gus' Bar & Grill | 83 Mr. Submarine |
| 20 Potbelly | 41 Athens Tavern | 62 Sabai | 84 Gersi |
| 21 Gelati Celesti | 42 Joes Inn | 63 Chicken Fiesta | 85 Chez Fouschee |
-
- ### BARS/BREWERIES
- | | | | |
|------------------------|-----------------------------|------------------------|---------------------|
| 86 Ardent Craft Ales | 89 Buskey Cider | 92 Starr Hill | 95 The Veil Brewing |
| 87 Black Heath Meadery | 90 Reservoir Distillery | 93 Strangeways Brewing | 96 Wood & Iron |
| 88 Black Lodge | 91 Three Notch's Brewing Co | 94 V&S Brewing | 97 Parlay |
| | | | 98 Scotty's |
-
- ### ENTERTAINMENT
- | | | | |
|---------------------|--------------------------------|-----------------|------------------------------|
| 99 Bowtie Cinemas | 101 Children's Museum | 103 Carmax Park | 105 Richmond Triangle Player |
| 100 River City Roll | 102 Science Museum of Virginia | 104 Top Golf | |

GROCERY

- | | | | |
|-----------------|----------------------|------------------------|------------|
| 106 Whole Foods | 109 Kroger | 112 Fresh Market | 115 Kroger |
| 107 Aldi | 110 Stella's Grocery | 113 Publix | |
| 108 Lidl | 111 Kroger | 114 Ellwood Thompson's | |

HOTELS

- | | | | |
|------------------------|------------------------------|-------------------|-----------------------|
| 116 Courtyard Marriott | 118 Shamin Hotels (Planned) | 120 The Jefferson | 122 Quirk Hotel |
| 117 Diamond District | 119 Capital Square (Planned) | 121 The Graduate | 123 Hilton Downtown |
| | | | 124 Richmond Marriott |

Neighborhood Map

DIAMOND



DISTRICT

The Diamond District, encompassing 15 new city blocks over 67-acres, will be built in 3 phases. The full build-out includes:

- CarMax Park, the new home of the AA baseball team the Richmond Flying Squirrels
- 288,000 SF commercial space
- 180-key Hotel
- 2,478 residential rental units
- 60 residential for-sale units
- A new central park and green mews
- 7 new streets

Based on a conservative projections. Actual counts may be higher depending on market conditions.



Phase 1A PROGRAM

HOTEL

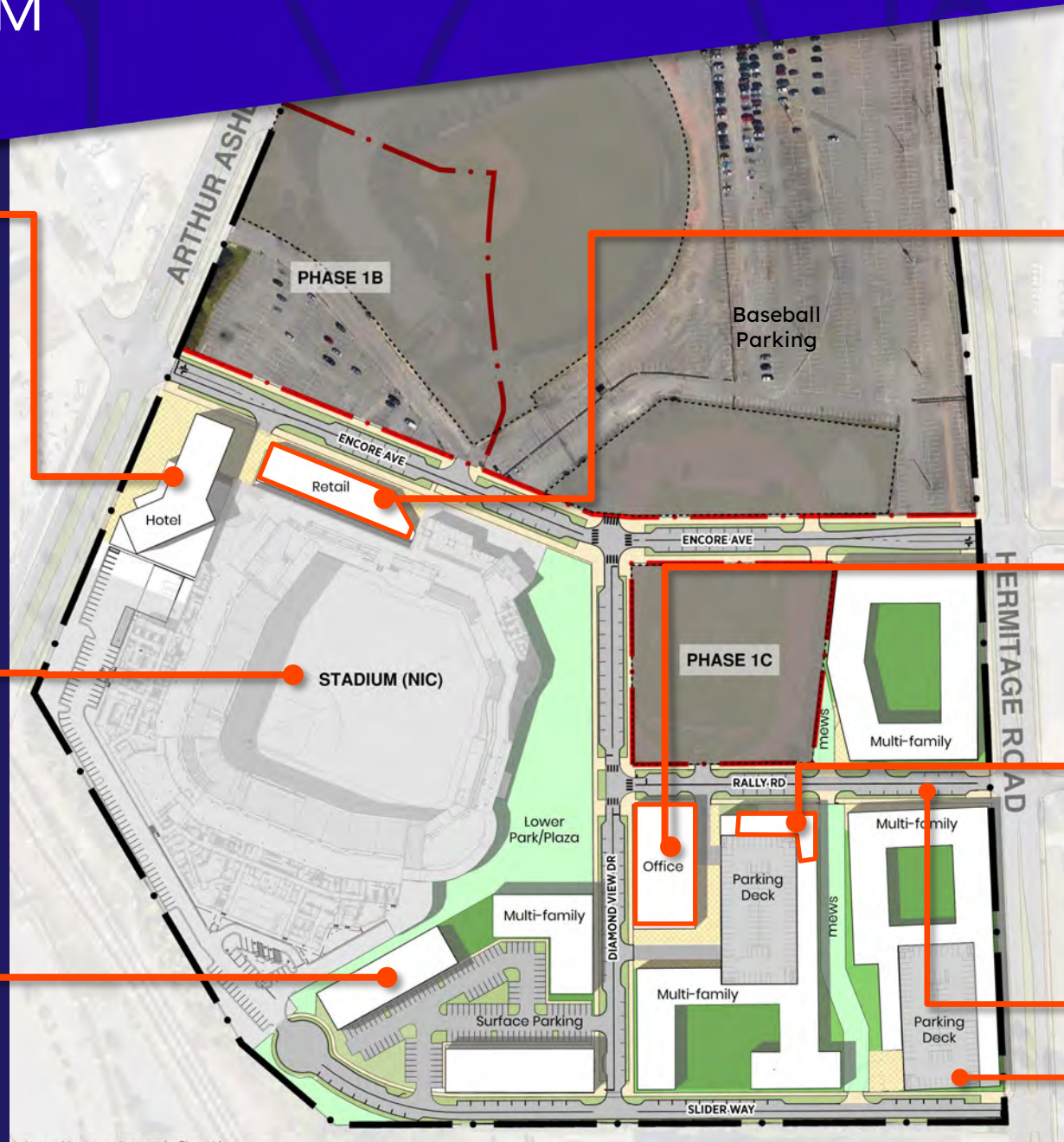
Parcel W1
 Developer: Capstone
 Scope: 180-keys
 Delivery: 2028

CARMAX PARK

Home to the
 Richmond Flying
 Squirrels
 AA-Affiliate to the SF
 Giants
 Developer: Machete
 Scope: Minor League
 Baseball Stadium
 w/10,000 capacity
 Delivery: February 2026

WORKFORCE HOUSING

Parcel E3
 Developer: Pennrose/Nix
 Scope: 161 units, parking
 Delivery: 2028



GATEWAY RETAIL

Parcel S2
 Developer: DDP
 Scope: ~20,000sf retail
 Delivery: 2028

TROPHY OFFICE RETAIL

Parcel E2
 Developer: DDP
 Scope: ~75,000sf office,
 ~10,000sf retail
 Delivery: 2028

MULTIFAMILY RETAIL

Parcel E2
 Developer: DDP
 Scope: 276 units, ~4,000sf
 retail, ~455 parking spaces
 Delivery: 2028

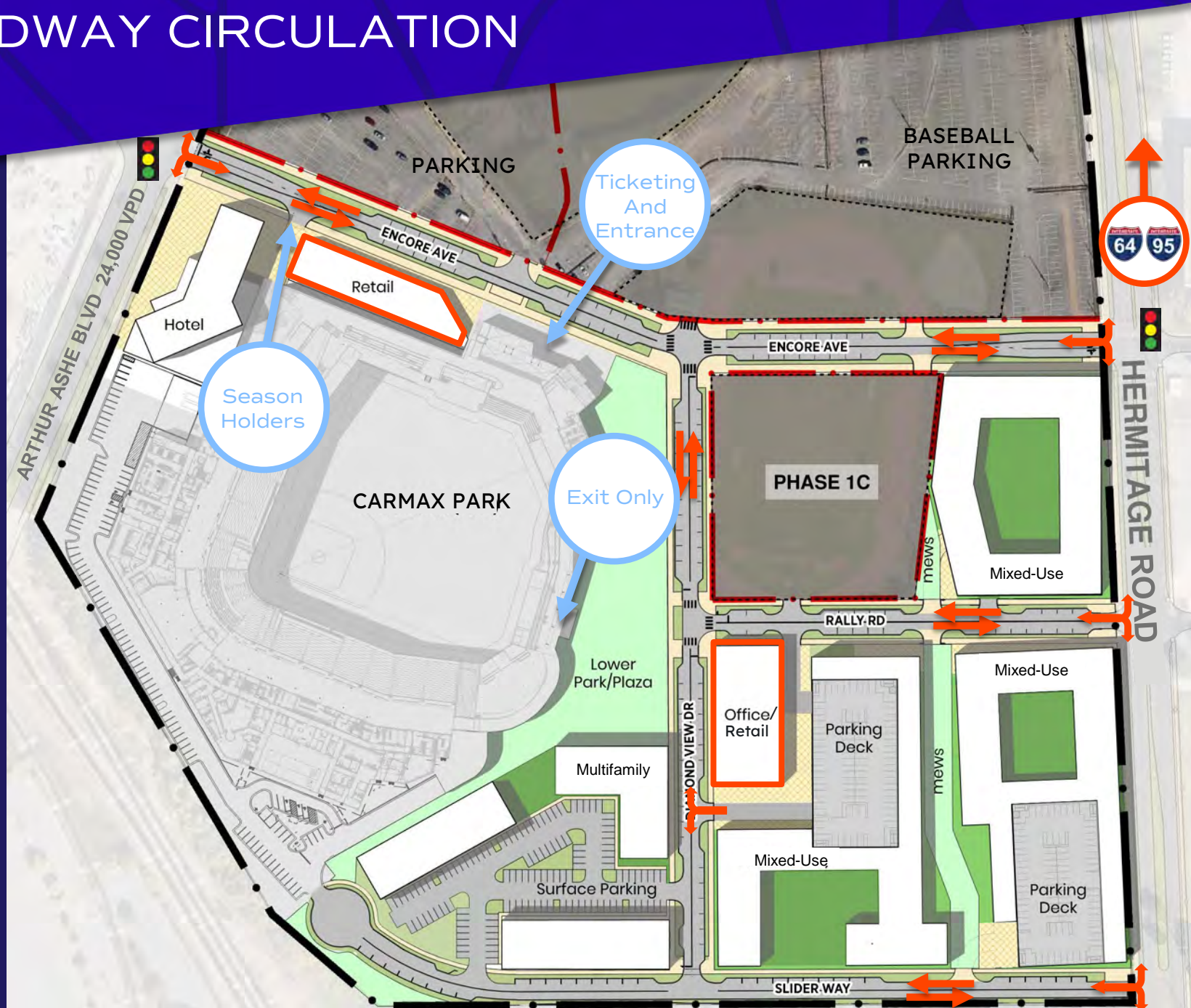
MIXED-USE

Parcels E4 & E1
 Developer: DDP
 Scope: ~440 units, retail,
 parking
 Delivery: 2030 & 2032

Site plan dated March 2025 is subject to further refinement.
 1 Office is contingent on signed leases with tenants.

Phase 1A

ROADWAY CIRCULATION



The site plan and program are subject to further refinement.

Gateway Retail

CARMAX PARK ENTRYWAY
RESTAURANTS & RETAIL

- Flexible design allows suites to be combined (up to 15,000 SF)
- Individual suites ranging from $\pm 1,600$ SF to $\pm 5,200$ SF
- Dedicated exterior patio space
- Prominent location
- Primary entrance to the Diamond District
- Adjacent to CarMax Park pedestrian entrance
- Signage visible from Arthur Ashe Blvd and CarMax Park
- Adjacent to 180-key hotel





Gateway Retail



Gateway Retail

Gateway Retail

FIRST LEVEL

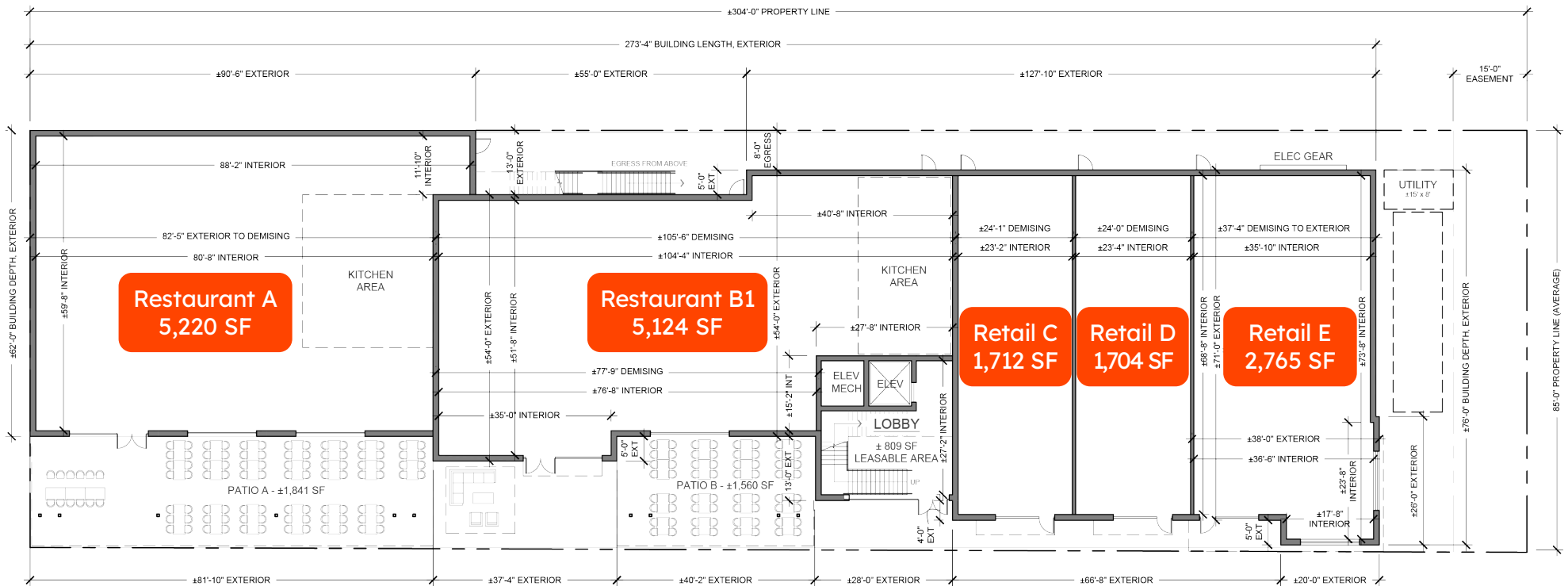


Center Field Entrance

CarMax Park



Hotel and Right Field Entrance



ENCORE AVE



Hermitage Road

Parking



Arthur Ashe Blvd.



Trophy Office/Retail Building

- Individual suites ranging from $\pm 3,900$ SF to $\pm 6,700$ SF
- Dedicated exterior patio space
- Within a 5-story trophy building
- Prominent location across from the park and CarMax Park
- Across from the primary exit of CarMax park at left field
- Signage visible from the park and CarMax Park





DIAMOND DISTRICT
FIND YOUR HOME BASE



CONCEPT ONLY

Trophy Office/Retail Building



DIAMOND DISTRICT
FIND YOUR HOME BASE



CONCEPT ONLY

Trophy Office/Retail Building



DIAMOND DISTRICT
FIND YOUR HOME BASE



CONCEPT ONLY

Trophy Office/Retail Building

Retail Floor Plan - Trophy Office/Retail Building

FIRST LEVEL

Ballpark Views



DIAMOND VIEW DR

GARAGE DRIVE AISLE

Restaurant/Retail
Up to 7,024 SF

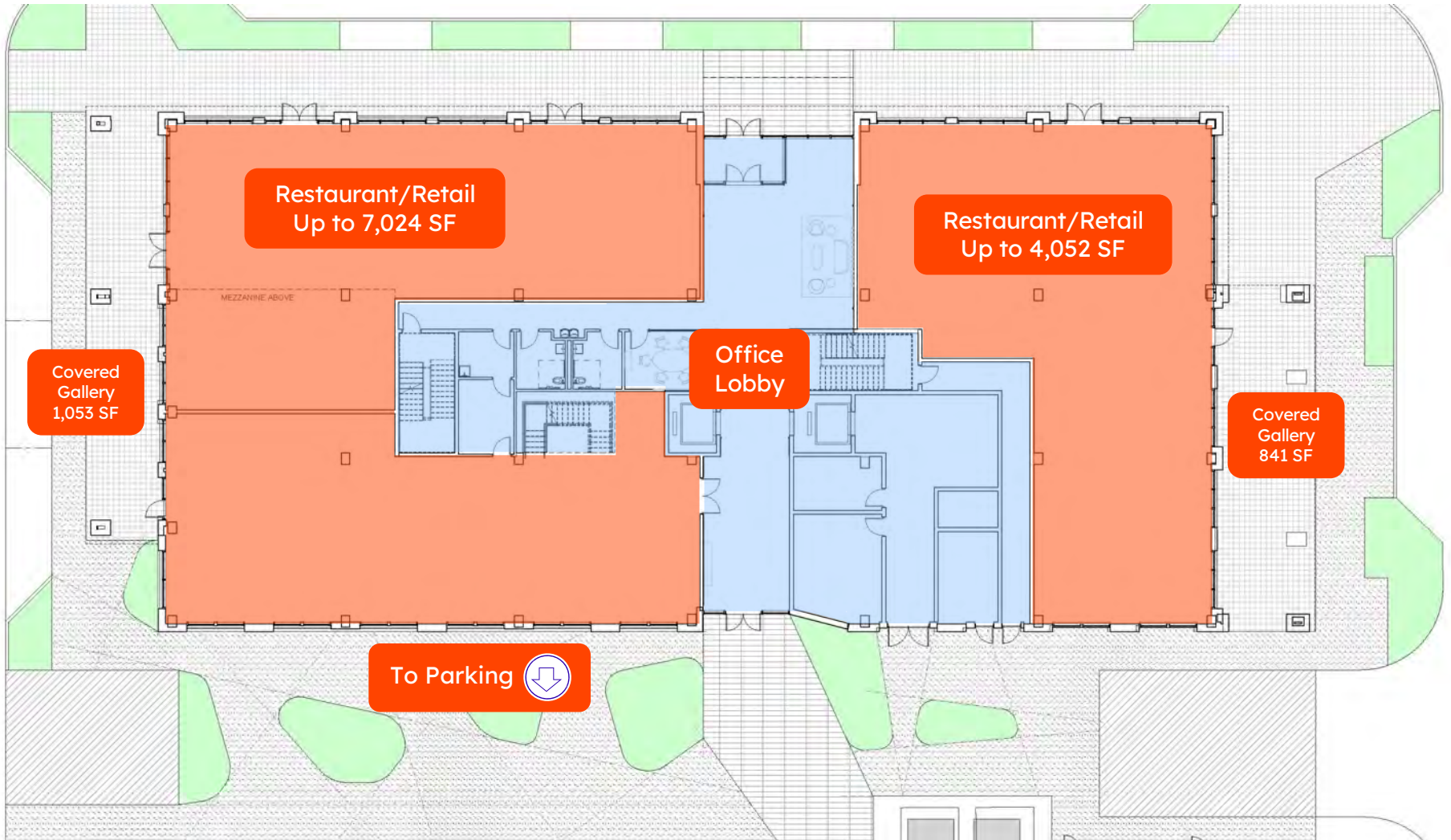
Restaurant/Retail
Up to 4,052 SF

Covered
Gallery
1,053 SF

Office
Lobby

Covered
Gallery
841 SF

To Parking





Multifamily Retail

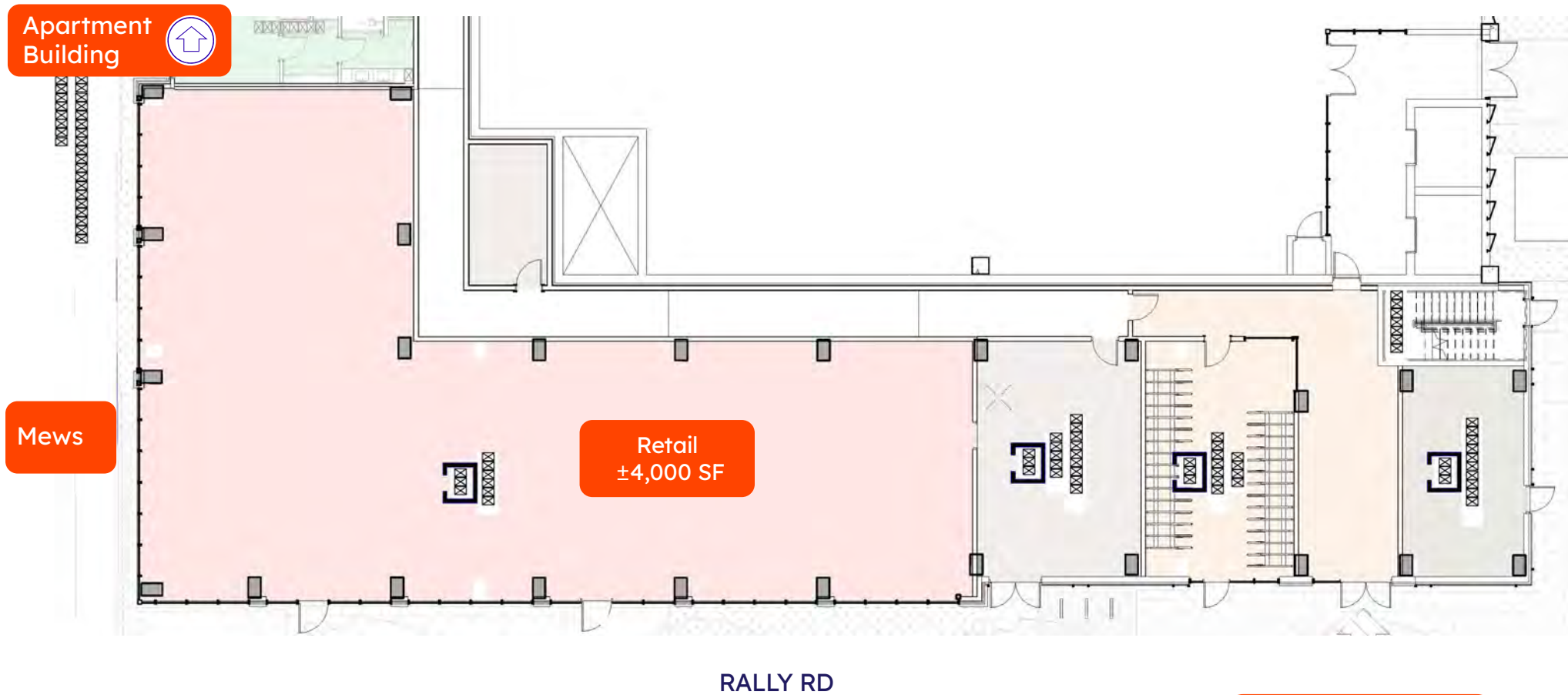
Multifamily Retail

MEWS ACCESS

- 4,000 sf retail space (can be divided)
- 12'6" clear ceiling heights
- Along the mews,
- Half a block from CarMax Park and the crescent park
- Same block as a 276-unit apartment building, 455-space parking deck, and 75,000 sf trophy office building



Multifamily Retail



Hermitage Road

Office Building
Diamond View Dr
Crescent Park
CarMax Park

DIAMOND DISTRICT

FOR MORE INFORMATION, CONTACT:

CONNIE JORDAN NIELSEN
Executive Vice President
804 697 3569
connie.nielsen@thalhimer.com

REILLY MARCHANT
First Vice President
804 697 3478
reilly.marchant@thalhimer.com



THALHIMER

Diamond District Partners

Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance

Cushman & Wakefield | Thalhimer © 2025. No warranty or representation, express or implied, is made to the accuracy or completeness of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by the property owner(s). As applicable, we make no representation as to the condition of the property (or properties) in question.

Owner/Agent