

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

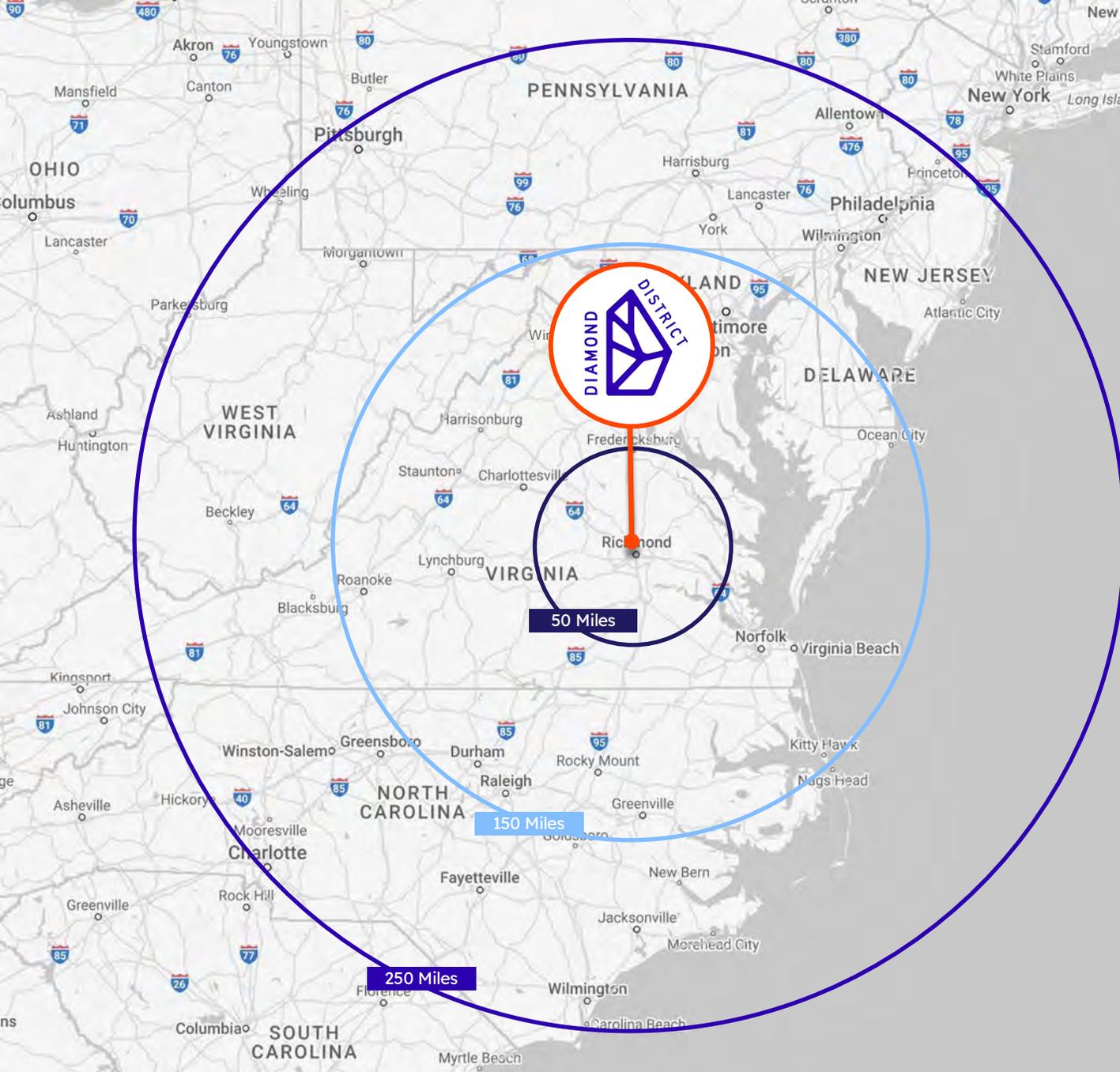
Arthur Ashe
Boulevard
24,000 VPD

CarMax
Park

DIAMOND

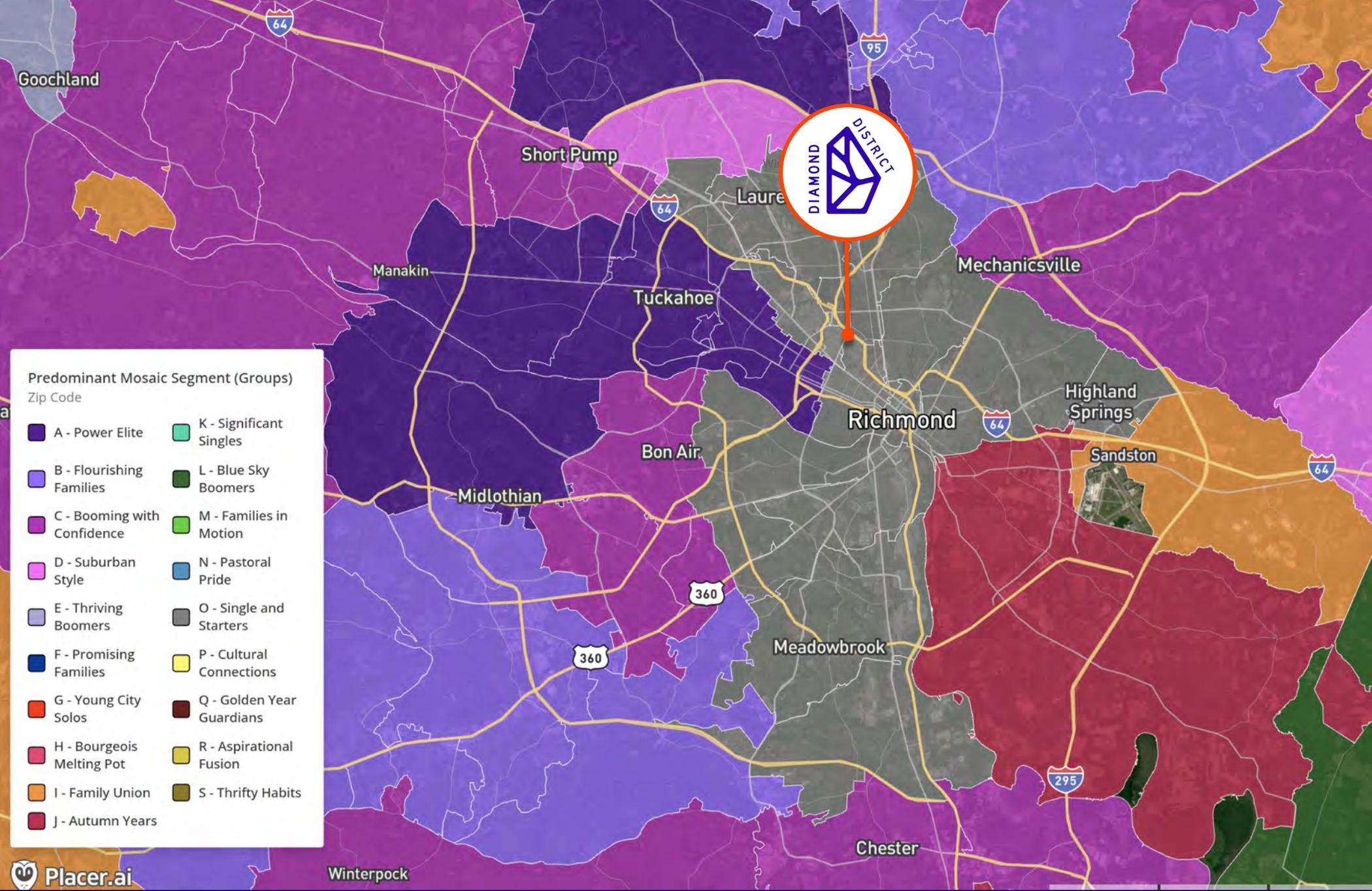


DISTRICT



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

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

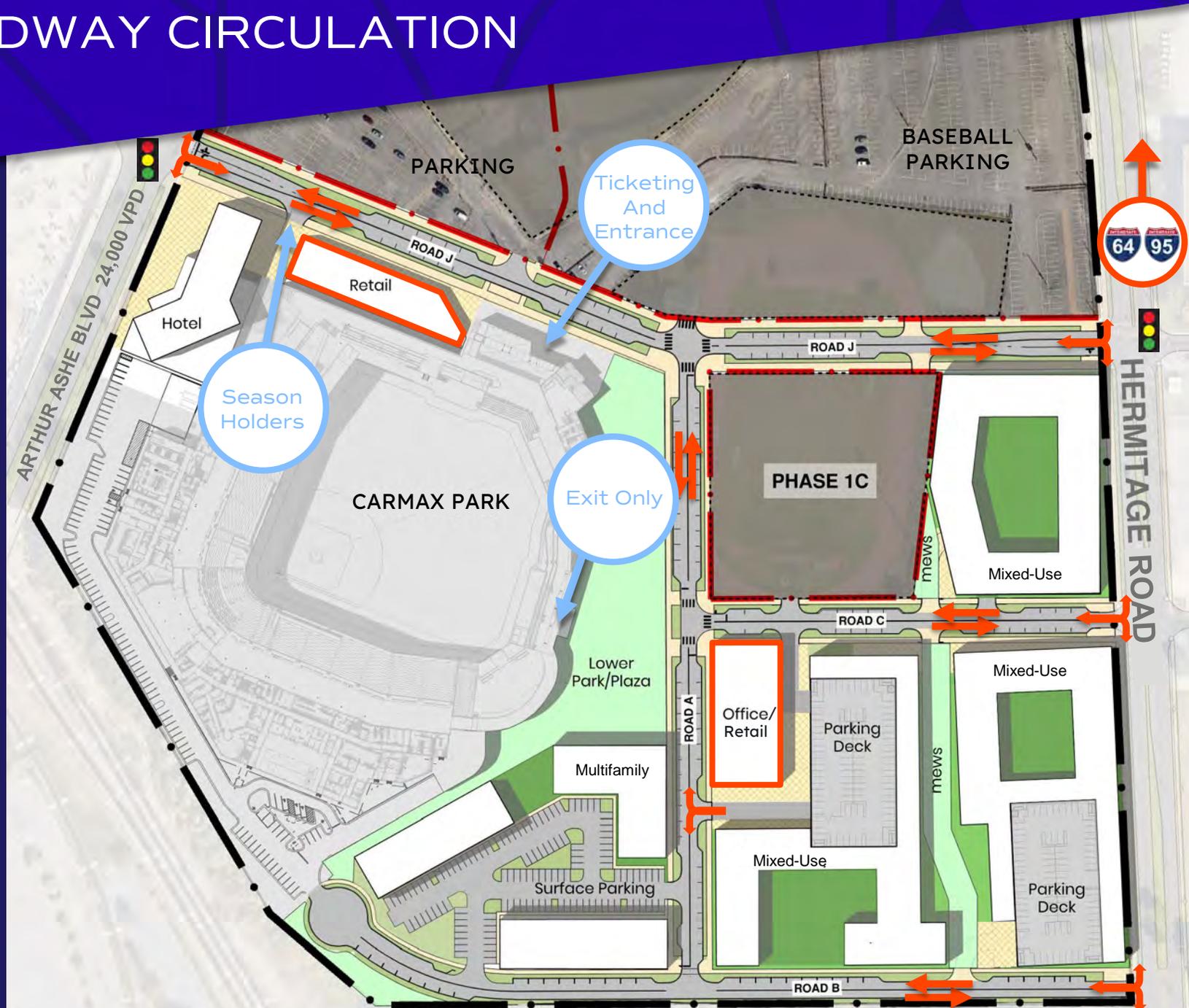
Parcels E4 & E1

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

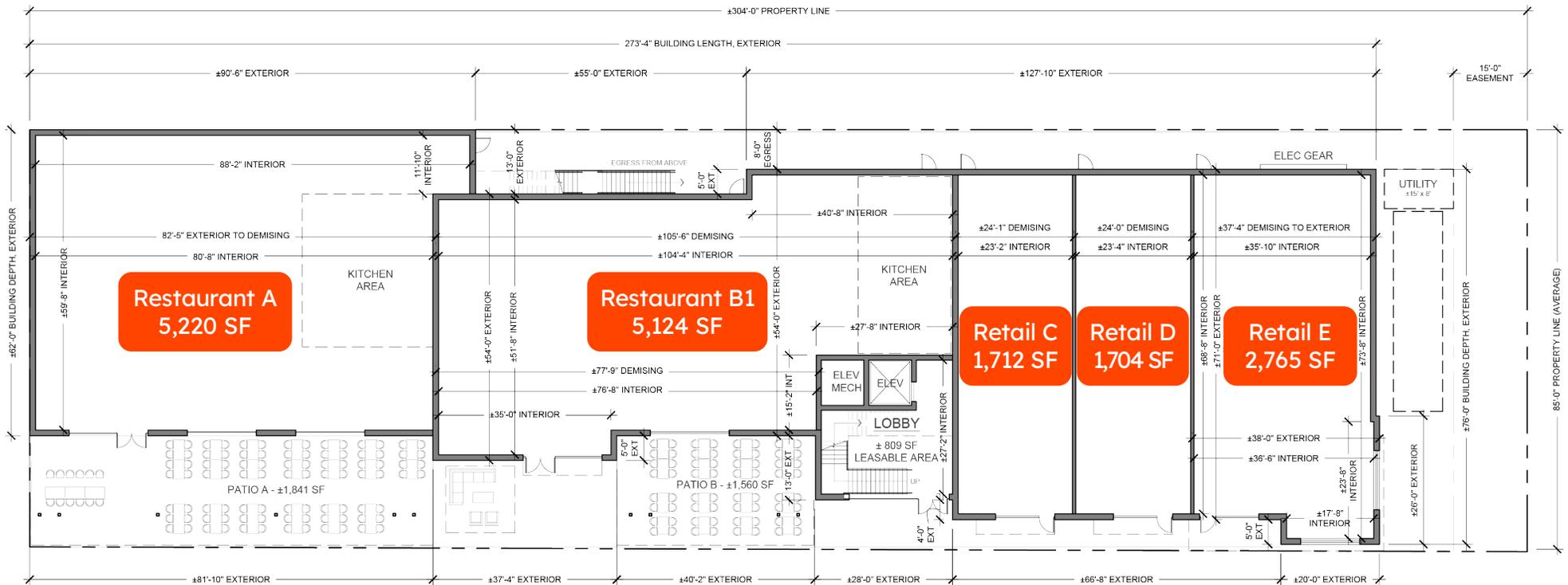


Center Field Entrance

CarMax Park



Hotel and Right Field Entrance



ROAD J



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

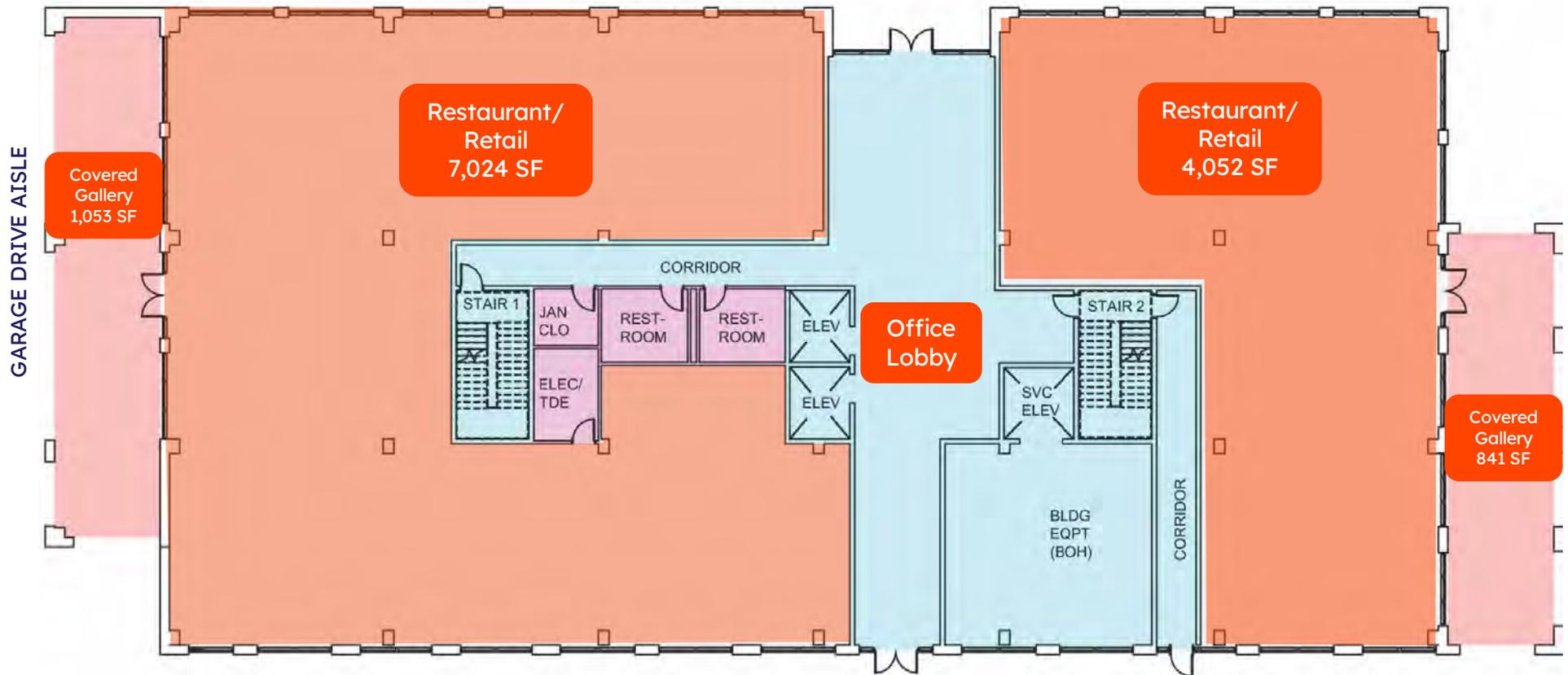


Retail Floor Plan - Trophy Office/Retail Building

FIRST LEVEL

Ballpark Views 

ROAD A



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



ROAD C

Hermitage Road

Office Building
Road A
Crescent Park
CarMax Park

DIAMOND DISTRICT

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THALHIMER

Diamond District Partners

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