

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

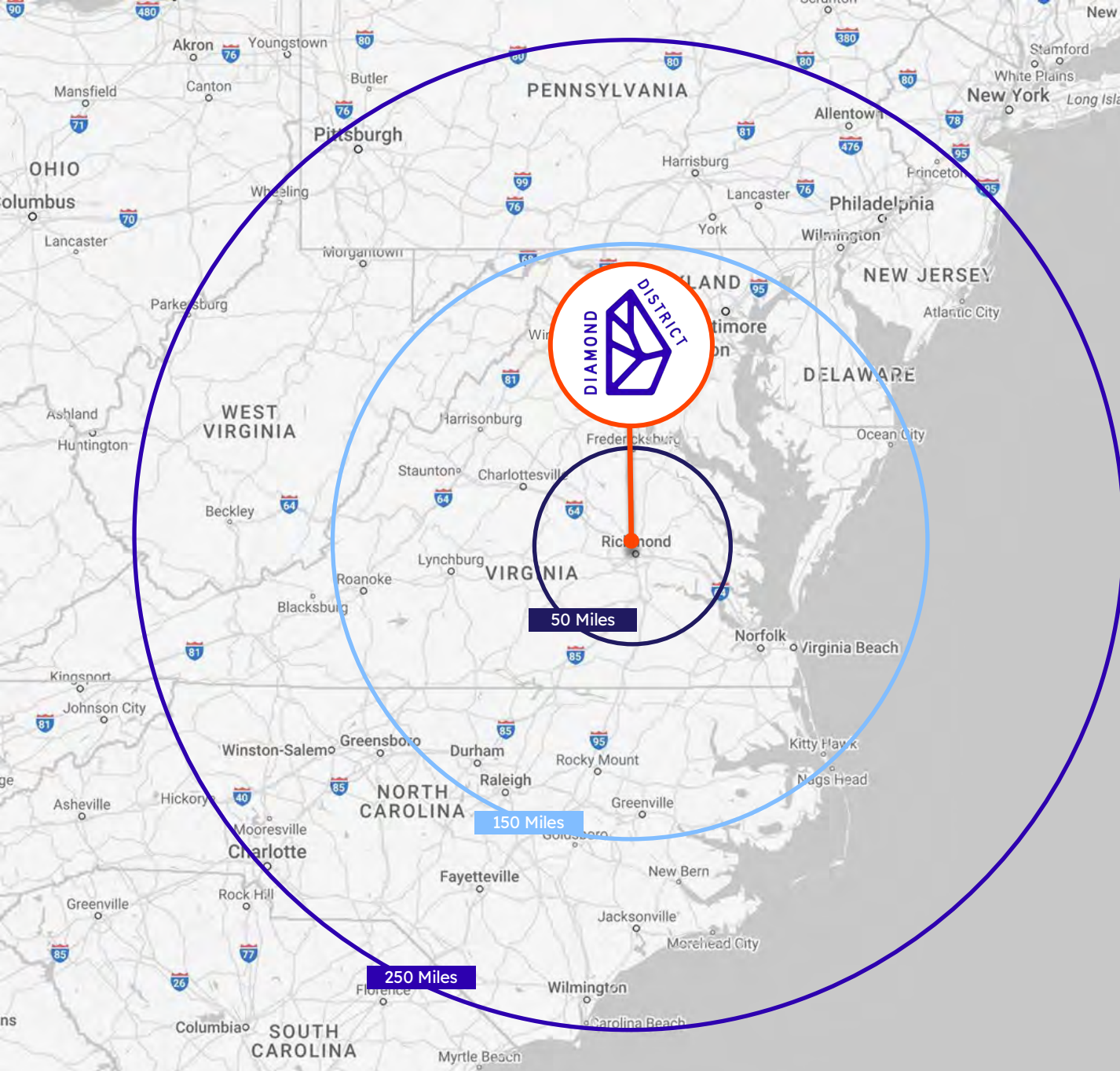
Arthur Ashe
Boulevard
24,000 VPD

CarMax
Park

DIAMOND

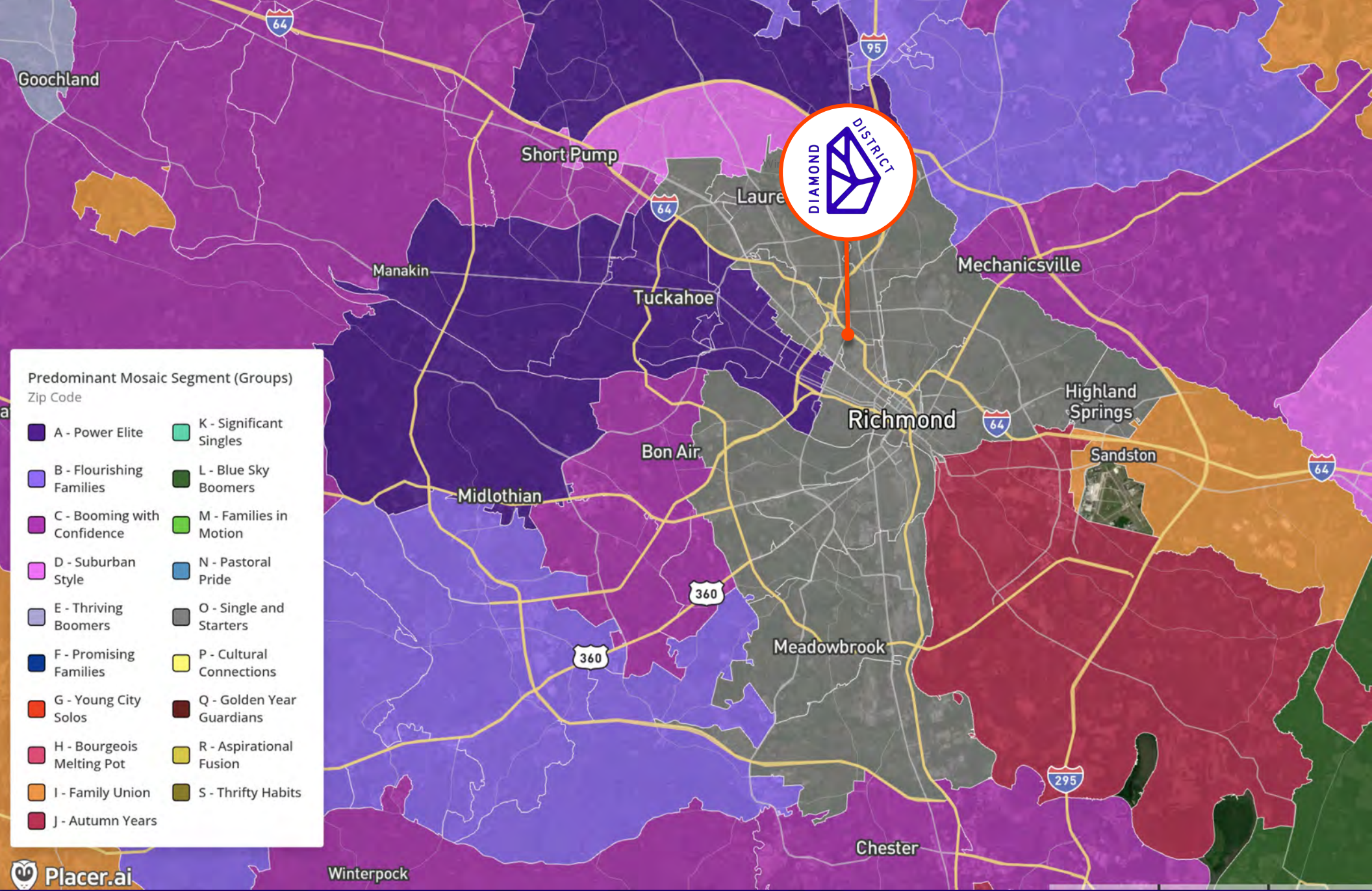


DISTRICT



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



687,845

10-MILE
2025 DAYTIME POPULATION



926,530

30-MINUTE DRIVE TIME
2025 TOTAL POPULATION



\$128,051

30-MINUTE DRIVE TIME
2025 AVERAGE
HOUSEHOLD INCOME



\$42.4 B

30-MINUTE DRIVE TIME
2025 CONSUMER
SPENDING



62.7%

5-MINUTE DRIVE TIME
2025 BACHELOR'S
DEGREE +

DRIVE TIMES	5 MINUTES	7 MINUTES	10 MINUTES
2025 Population	38,426	91,386	171,733
2025 Daytime Population	43,482	90,477	200,216
2025 Median Household Income	\$79,141	\$71,762	\$64,674
2025 Average Household Income	\$121,875	\$166,409	\$109,776
Bachelor's Degree +	62.7%	57.4%	50.2%

DRIVE TIMES	15 MINUTES	20 MINUTES	30 MINUTES
2025 Total Population	365,325	638,514	926,530
2025 Daytime Population	355,644	541,306	717,491
2025 Median Household Income	\$83,176	\$90,120	\$99,024
2025 Average Household Income	\$109,874	\$116,437	\$128,051
Bachelor's Degree +	46.4%	44.7%	45.4%

RADII	1 MILE	5 MILES	10 MILES
2025 Population	14,137	268,860	687,845
2025 Daytime Population	20,170	254,470	563,780
2025 Median Household Income	\$81,081	\$81,896	\$91,729
2025 Average Household Income	\$109,003	\$111,444	\$119,908
Bachelor's Degree +	62.1%	47.7%	44.5%

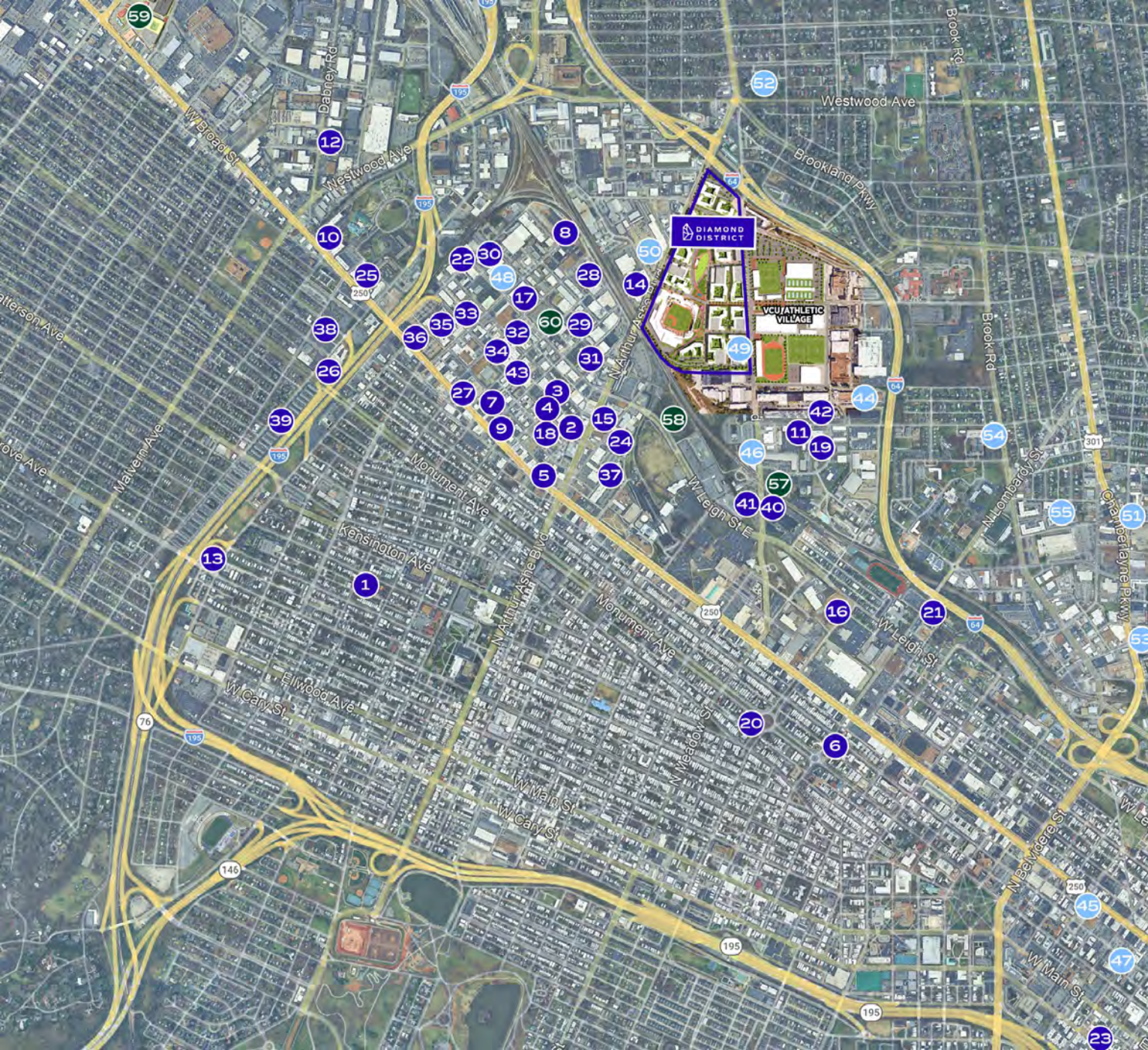
CONSUMER SPENDING DRIVE TIMES	5 MINUTES	7 MINUTES	10 MINUTES
2025 Apparel & Services	\$37,630,000	\$79,340,000	\$144,070,000
2025 Entertainment/Recreation	\$116,360,000	\$245,530,000	\$446,180,000
2025 Food Away From Home	\$90,150,000	\$189,630,000	\$343,640,000
2025 Transportation	\$297,210,000	\$621,550,000	\$1,114,000,000

CONSUMER SPENDING DRIVE TIMES	15 MINUTES	20 MINUTES	30 MINUTES
2025 Apparel & Services	\$301,480,000	\$518,600,000	\$770,660,000
2025 Entertainment/Recreation	\$933,410,000	\$1,610,000,000	\$2,380,000,000
2025 Food Away From Home	\$718,580,000	\$1,240,000,000	\$1,840,000,000
2025 Transportation	\$2,440,000,000	\$4,280,000,000	\$6,480,000,000

CONSUMER SPENDING RADII	1 MILE	5 MILES	10 MILES
2025 Apparel & Services	\$14,480,000	\$222,680,000	\$561,540,000
2025 Entertainment/Recreation	\$44,830,000	\$689,490,000	\$1,740,000,000
2025 Food Away From Home	\$34,680,000	\$531,000,000	1,340,000,000
2025 Transportation	\$117,710,000	\$537,230,000	\$1,370,000,000



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 (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 Chasen (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 Scott's Addition (40 units)
- 30 Scott's Edge (94 units)
- 31 The Allmont (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 Gamett's | 80 Ugly Dumpling |
| 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 Porbelly | 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 Natch's Brewing Co | 94 Väsen Brewing | 97 Parlay |
| | | | 98 Scotty's |

ENTERTAINMENT

- | | | | |
|---------------------|--------------------------------|-----------------|------------------------------|
| 99 Bowtie Cinemas | 101 Children's Museum | 103 Carmax Park | 104 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

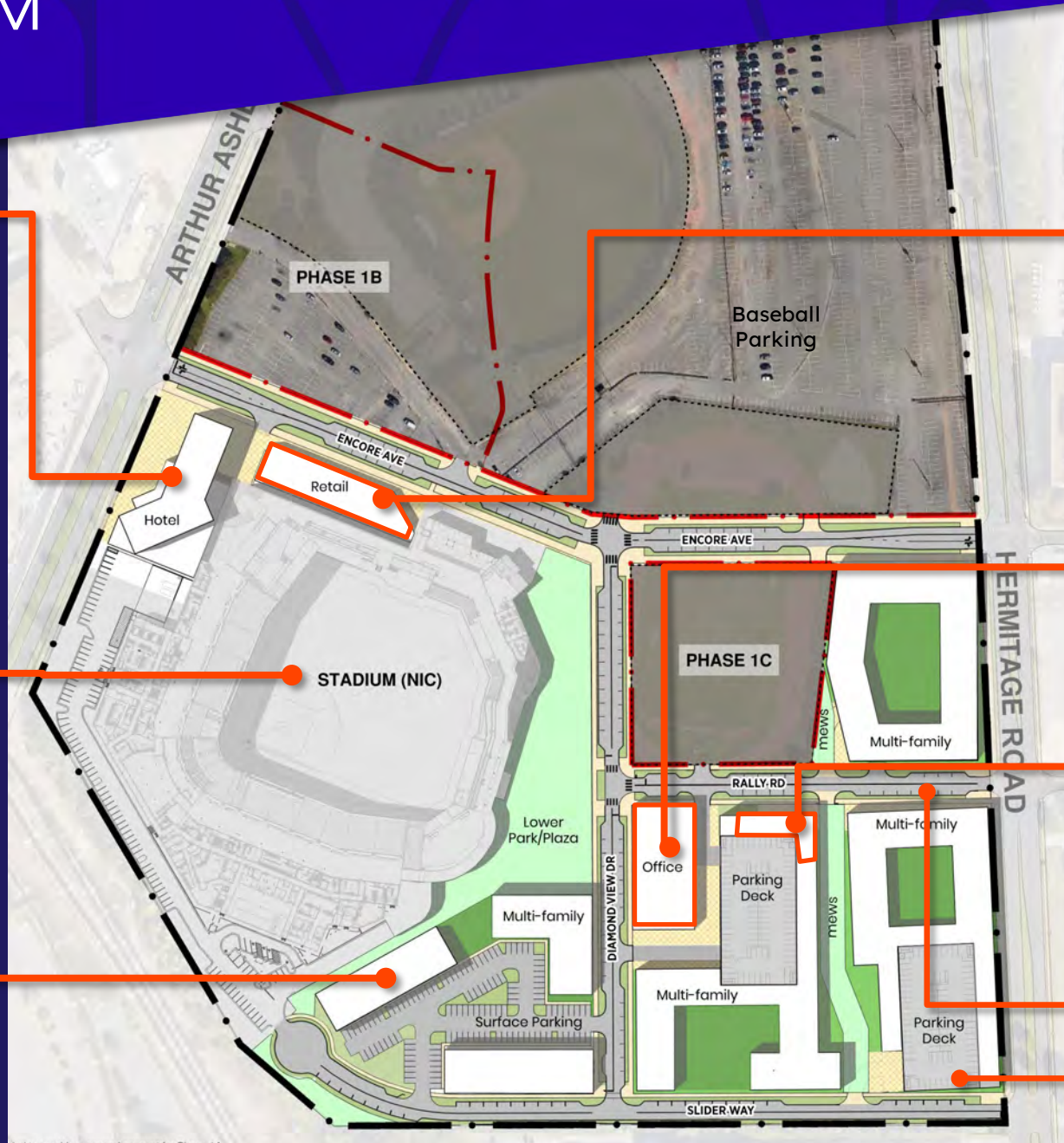
Parcel W1
 Developer: Capstone
 Scope: 180-keys
 Delivery: 2028

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

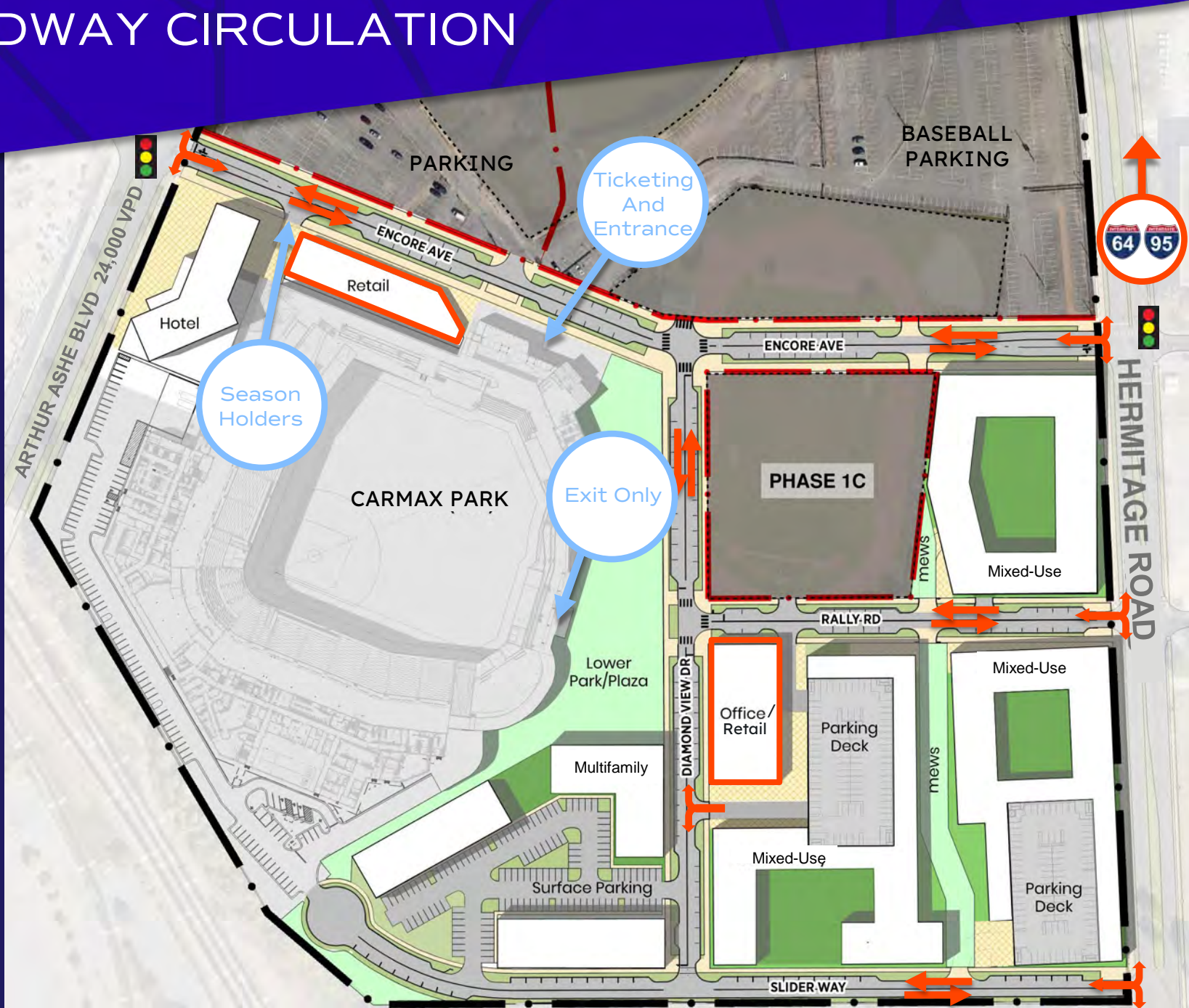
MIXED-USE

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
- Fronting Encore Avenue





Gateway Retail



Gateway Retail

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
- Fronting Diamond Boulevard





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

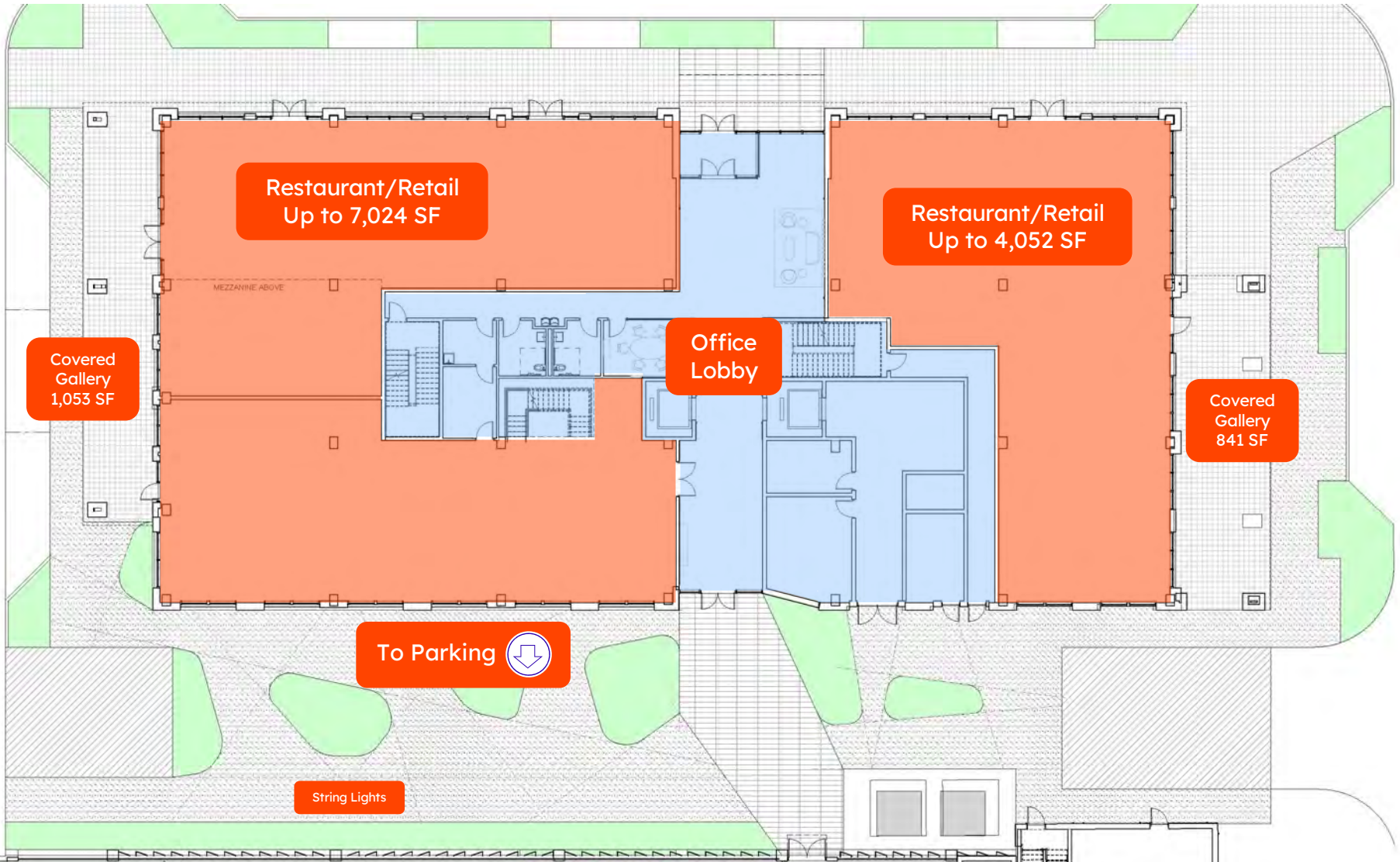
Office
Lobby

Covered
Gallery
841 SF

To Parking



String Lights





Multifamily Retail

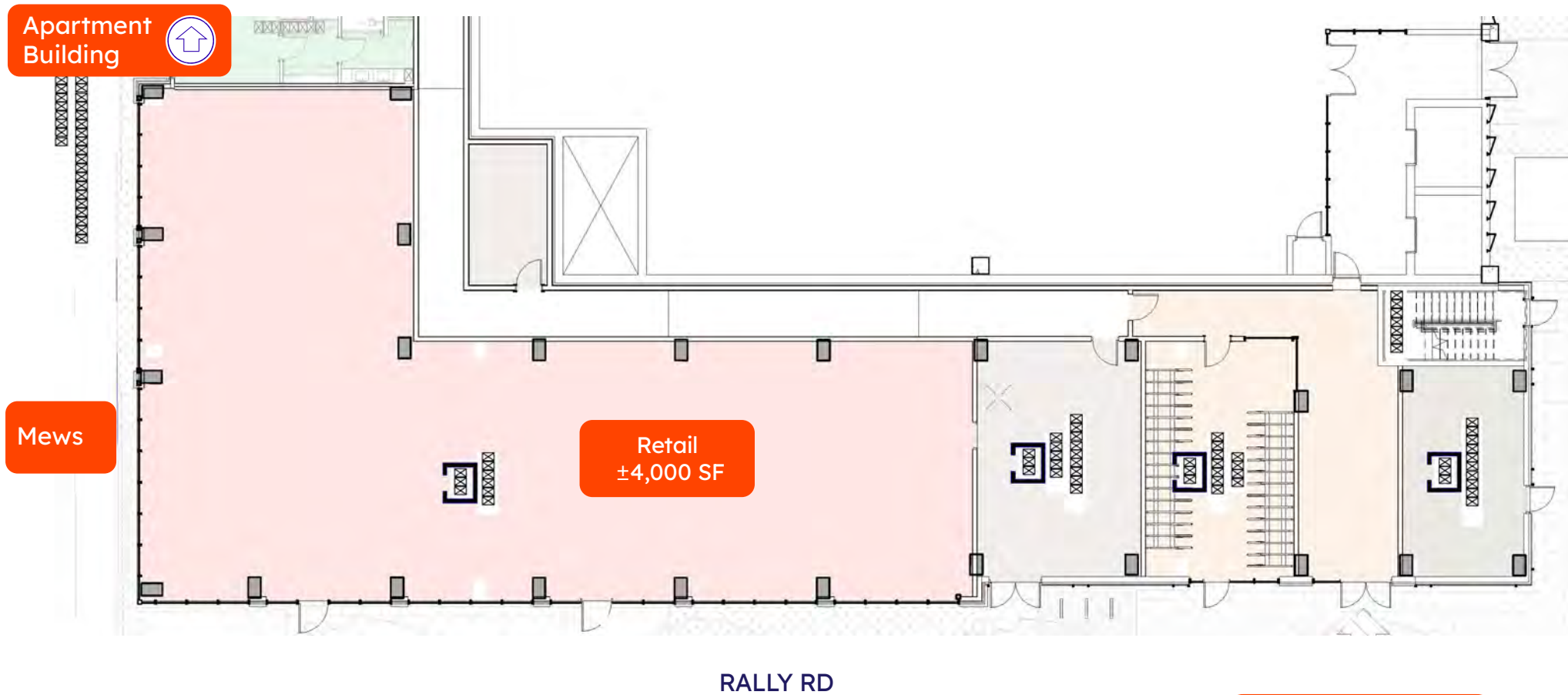
Multifamily Retail

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
- Fronting Rally Road



Multifamily Retail



Hermitage Road

Office Building
Diamond View Dr
Crescent Park
CarMax Park

DIAMOND DISTRICT

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THALHIMER

Diamond District Partners

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