

DIAMOND



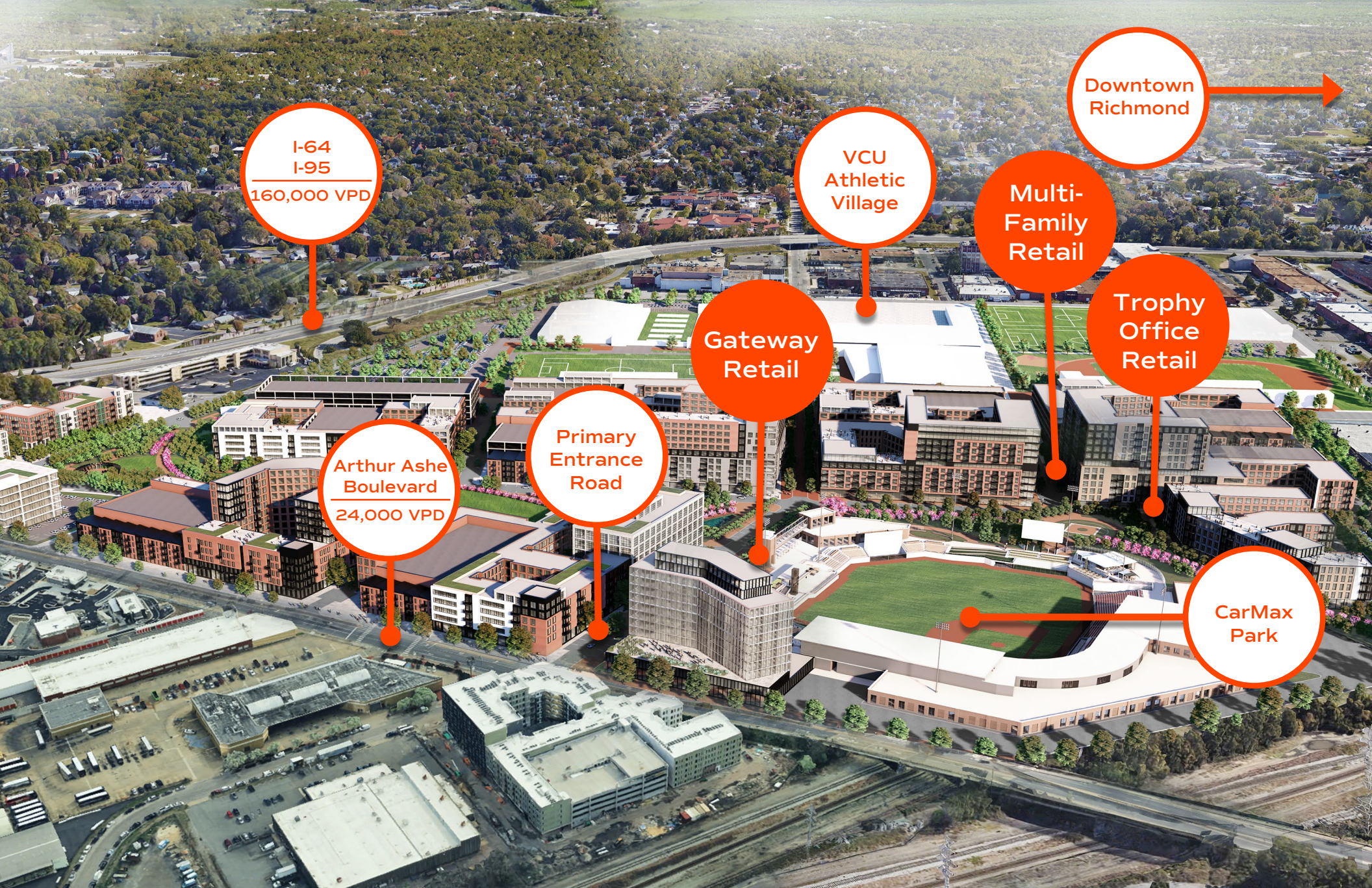
DISTRICT

3001 North Arthur Ashe Boulevard | Richmond, VA



THALHIMER

Diamond District Partners



I-64
I-95
160,000 VPD

VCU
Athletic
Village

Downtown
Richmond

Multi-
Family
Retail

Trophy
Office
Retail

Gateway
Retail

Primary
Entrance
Road

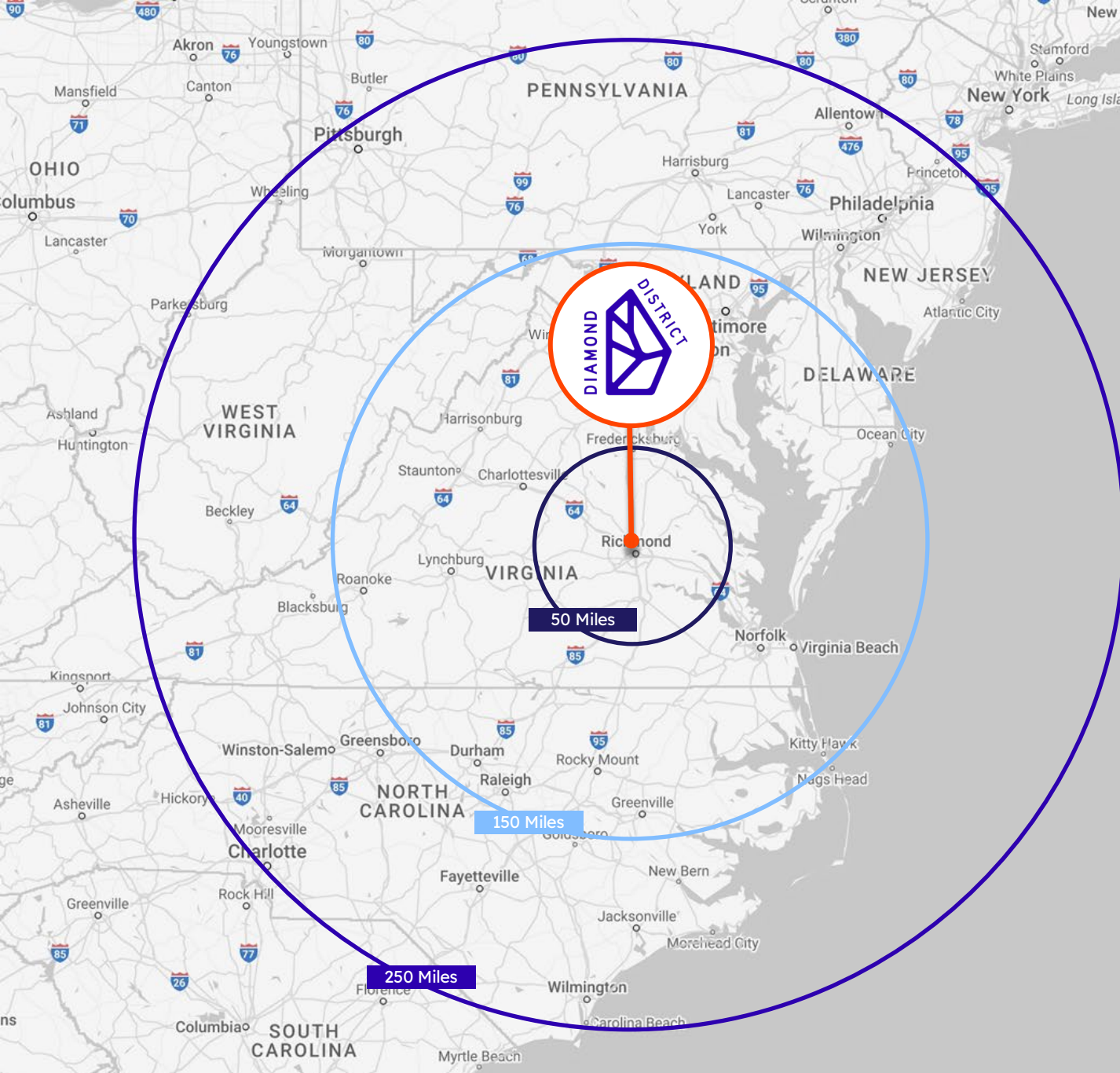
Arthur Ashe
Boulevard
24,000 VPD

CarMax
Park

DIAMOND

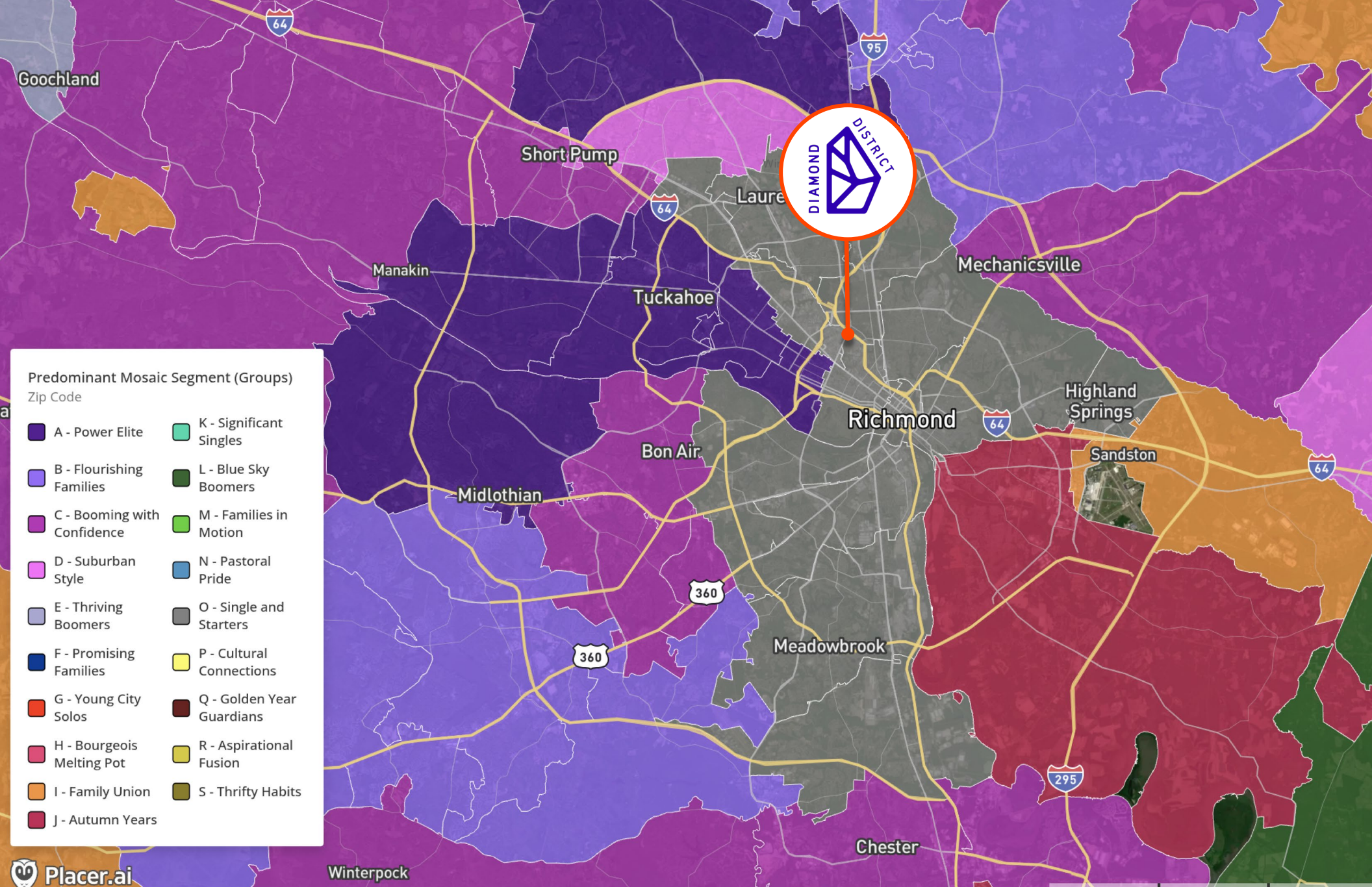


DISTRICT



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%

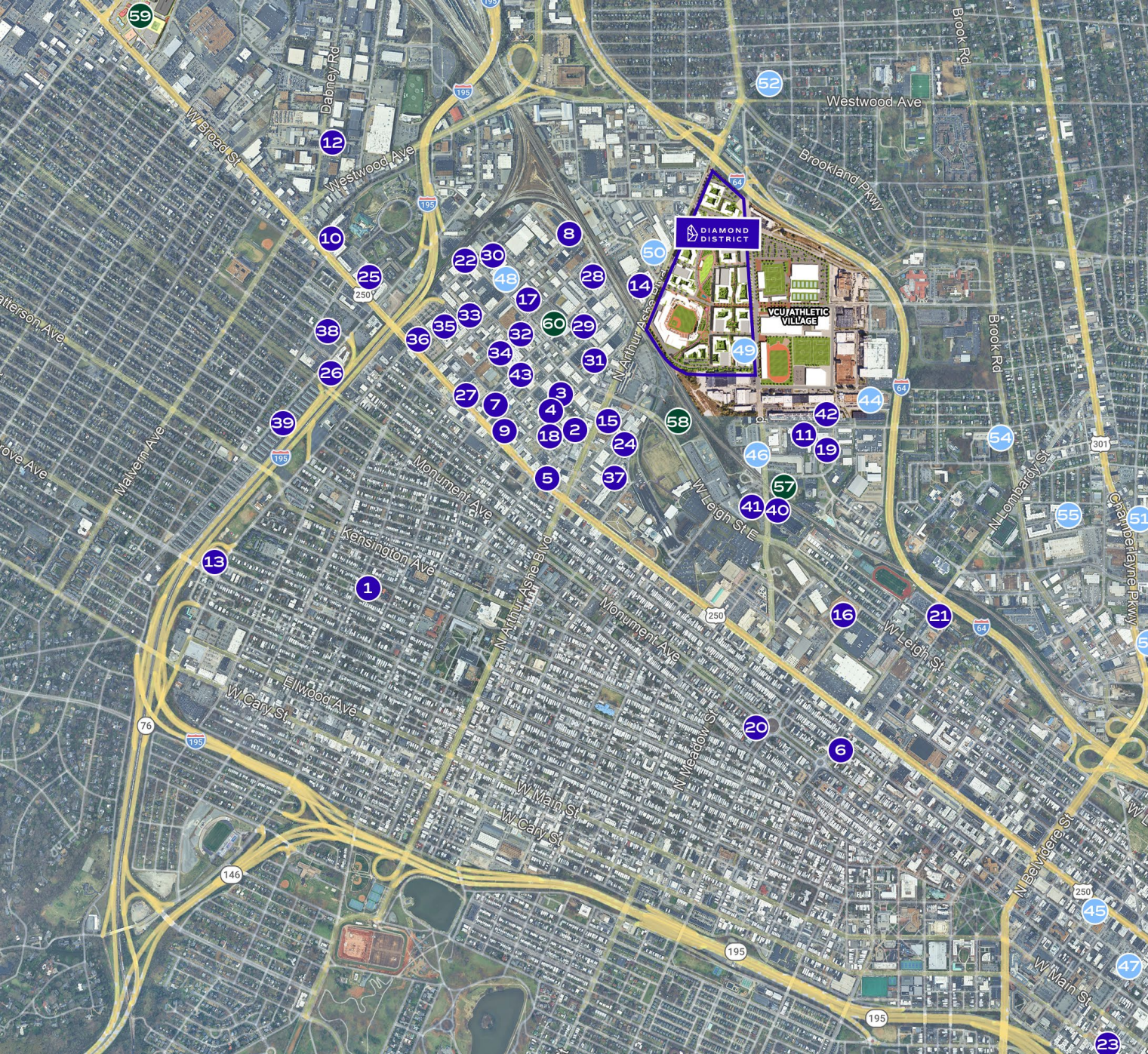
CONSUMER SPENDING DRIVE TIMES	5 MINUTES	7 MINUTES	10 MINUTES
2025 Apparel & Services	\$37,630,000	\$79,340,000	\$144,070,000
2025 Entertainment/Recreation	\$116,360,000	\$245,530,000	\$446,180,000
2025 Food Away From Home	\$90,150,000	\$189,630,000	\$343,640,000
2025 Transportation	\$297,210,000	\$621,550,000	\$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	\$222,680,00	\$561,540,000
2025 Entertainment/Recreation	\$44,830,00	\$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) | 13 The Ellison (253 units) | 25 The Ella (250 units) | 37 Cookie Factory Lofts (178 units) |
| 2 VIV at Scott's Collection (58 units) | 14 NOVEL (275 units) | 26 Triton (263 units) | 38 Argon Apartments (66 units) |
| 3 GEM at Scott's Collection (71 units) | 15 The Ace (295 units) | 27 The Icon (295 units) | 39 Georgetown Apartments (192 units) |
| 4 INK at Scott's Collection (80 units) | 16 The Guild (300 units) | 28 Symbol (190 units) | 40 Southern Stove Lofts (187 units) |
| 5 Soda Flats (89 units) | 17 The OTIS (350 units) | 29 1 Scott's Addition (40 units) | 41 Todd Lofts (100 units) |
| 6 CIRC (106 units) | 18 Chasen (352 units) | 30 Scott's Edge (94 units) | 42 The Cooperage (117 units) |
| 7 The Nest (118 units) | 19 Westbrook at Brewers Row Townhomes (36 units) | 31 The Altamont (31 units) | 43 3122 W Clay St (17 units) |
| 8 Mason Yards (130 units) | 20 The 1805 (50 units) | 32 Osprey Lofts (30 units) | |
| 9 The Summit (166 units) | 21 Carver Square (90 units) | 33 Scott's View (350 units) | |
| 10 Belmont on Broad (211 units) | 22 1510 Belleville (125 units) | 34 Courtyard Lofts (90 units) | |
| 11 Westbrook at Brewers Row (225 units) | 23 One Canal (138 units) | 35 The Preserve (194 units) | |
| 12 Alder on Dabney (242 units) | 24 The Scout (218 units) | 36 3600 W Broad St (195 units) | |

PLANNED

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

UNDER CONSTRUCTION

- | | |
|-----------------------------------|--------------------------------|
| 56 2300 E Marshall St (254 units) | 59 Kinsale Center (408 units) |
| 57 The Porter (306 units) | 60 3200 W Moore St (366 units) |
| 58 2700 W Leigh St (388 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 | 50 Can Can | 71 Lemaire |
| 8 Lunch Supper | 29 Richmond Eats | 51 Mellow Mushroom | 72 Tarrant's |
| 9 Moore Street Café | 30 Eazzy Burger | 52 The Daily | 73 Perly's |
| 10 Kismet | 31 Scott's Shawarma | 53 Lolita's | 74 Fall Line |
| 11 Peter Chang | 32 Lost Letter | 54 Pizza Beer Richmond | 75 Mama J's |
| 12 Smohk | 33 Blanchard's Coffee | 55 The Stables at Belmont | 76 Cookout |
| 13 Tazza | 34 Afterglow Coffee | 56 Fire & Hops | 77 Popeyes |
| 14 ZZQ | 35 Grit Coffee | 57 Curbside Café | 78 Taco Bamba |
| 15 Brambly Park | 36 Cochiloco | 58 Oliveto | 79 Five Guys |
| 16 Fighting Fish | 37 Lillian | 59 Gamett's | 80 Ugly Dumpling |
| 17 Lucky AF | 38 Beauvine | 60 Kuba Kuba | 81 Greek Taverna |
| 18 Pinky's | 39 Lillie Pearl | 61 McDonald's | 82 Elephant Thai |
| 19 McLean's | 40 Village Café | 62 Gus' Bar & Grill | 83 Mr. Submarine |
| 20 Potbelly | 41 Athens Tavern | 63 Sabai | 84 Gersi |
| 21 Gelati Celesti | 42 Joes Inn | 64 Chicken Fiesta | 85 Chez Fouschee |

BARS/BREWERIES

- | | | | |
|------------------------|-----------------------------|------------------------|---------------------|
| 86 Ardent Craft Ales | 88 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

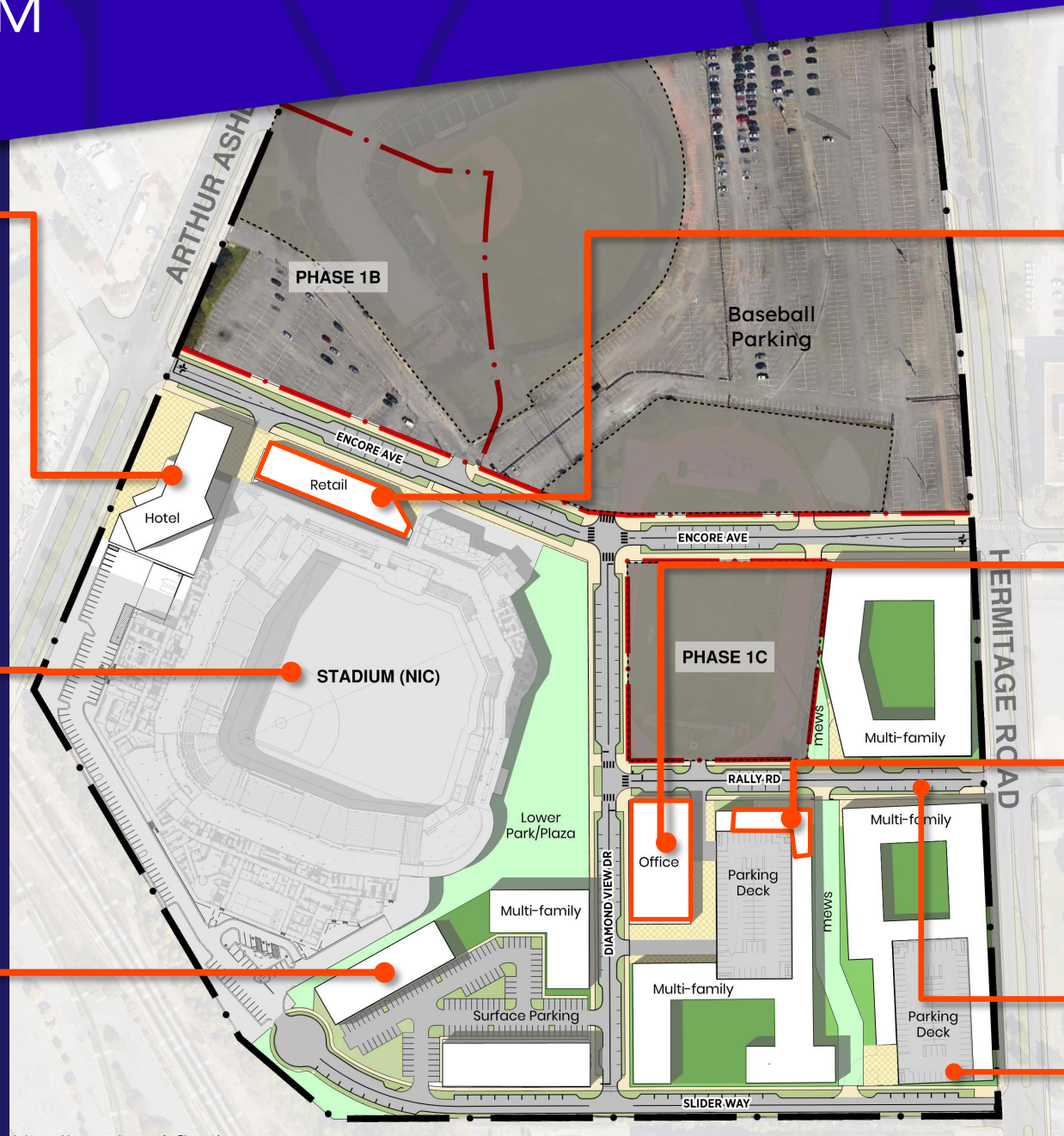
CARMAX PARK

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

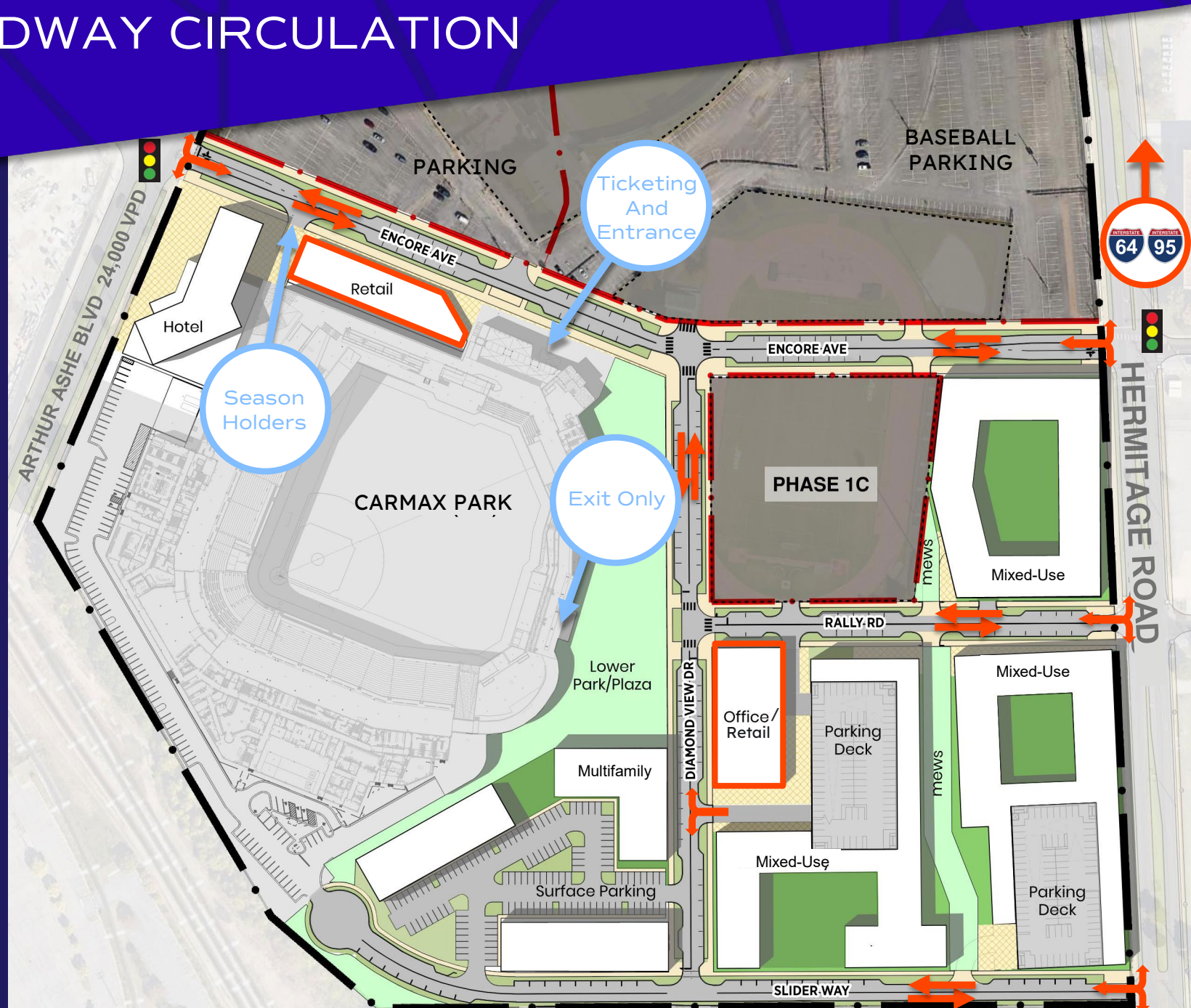
Parcels E4 & E1
Developer: DDP
Scope: ~440 units, retail,
parking
Delivery: 2030 & 2032

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

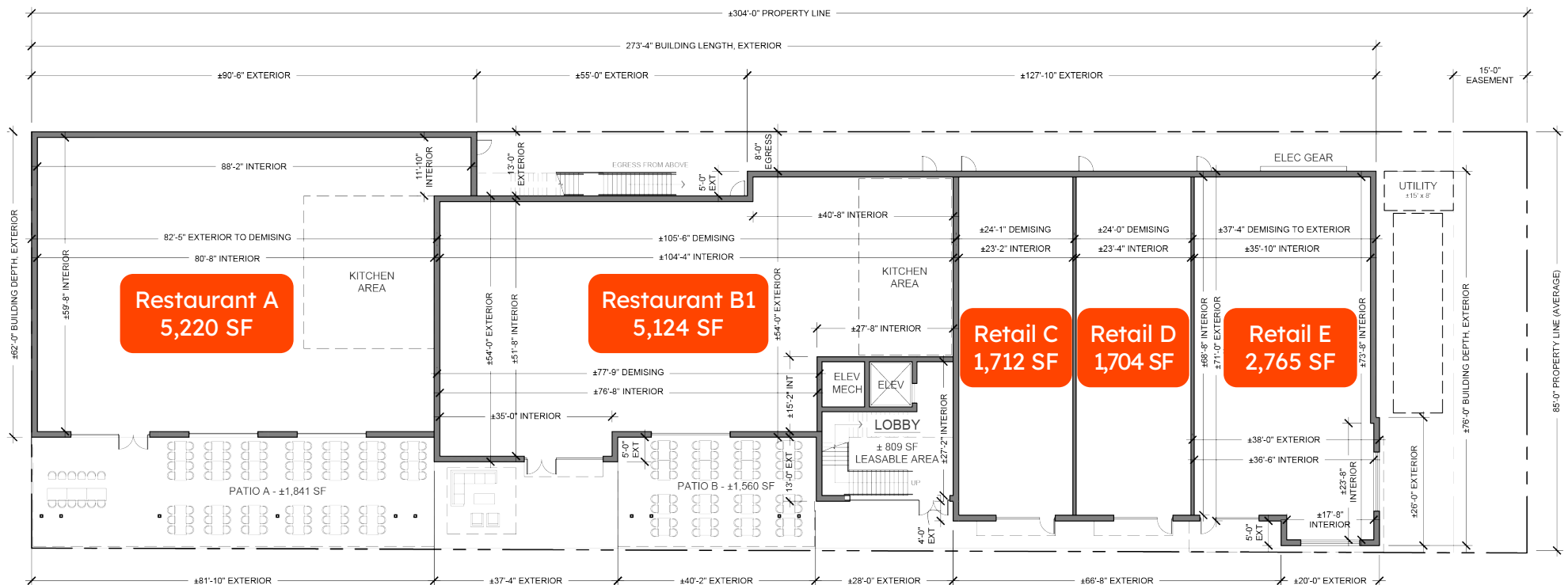


Gateway Retail

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
- Fronting Diamond Boulevard





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

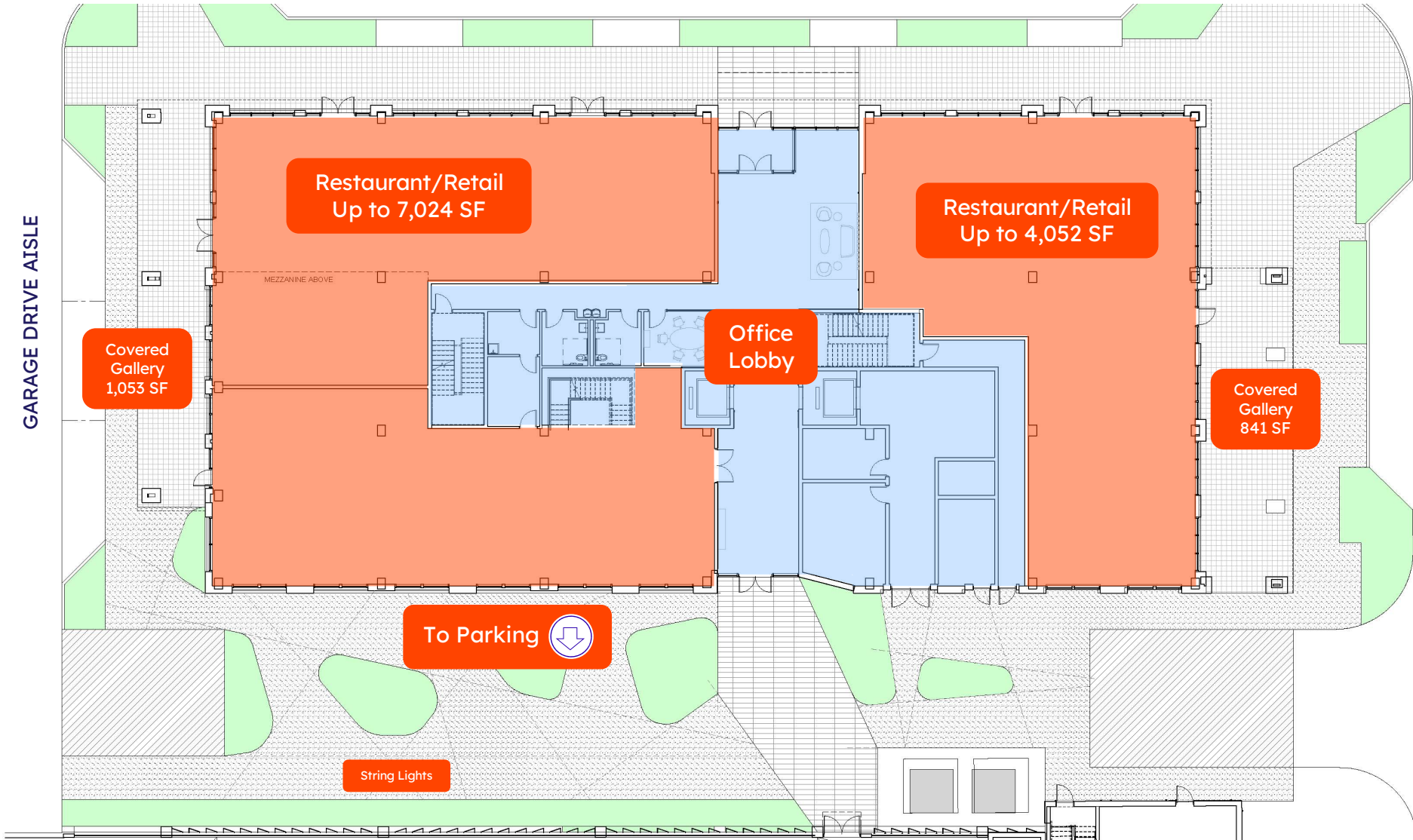
Office
Lobby

Covered
Gallery
841 SF

To Parking



String Lights





Multifamily Retail

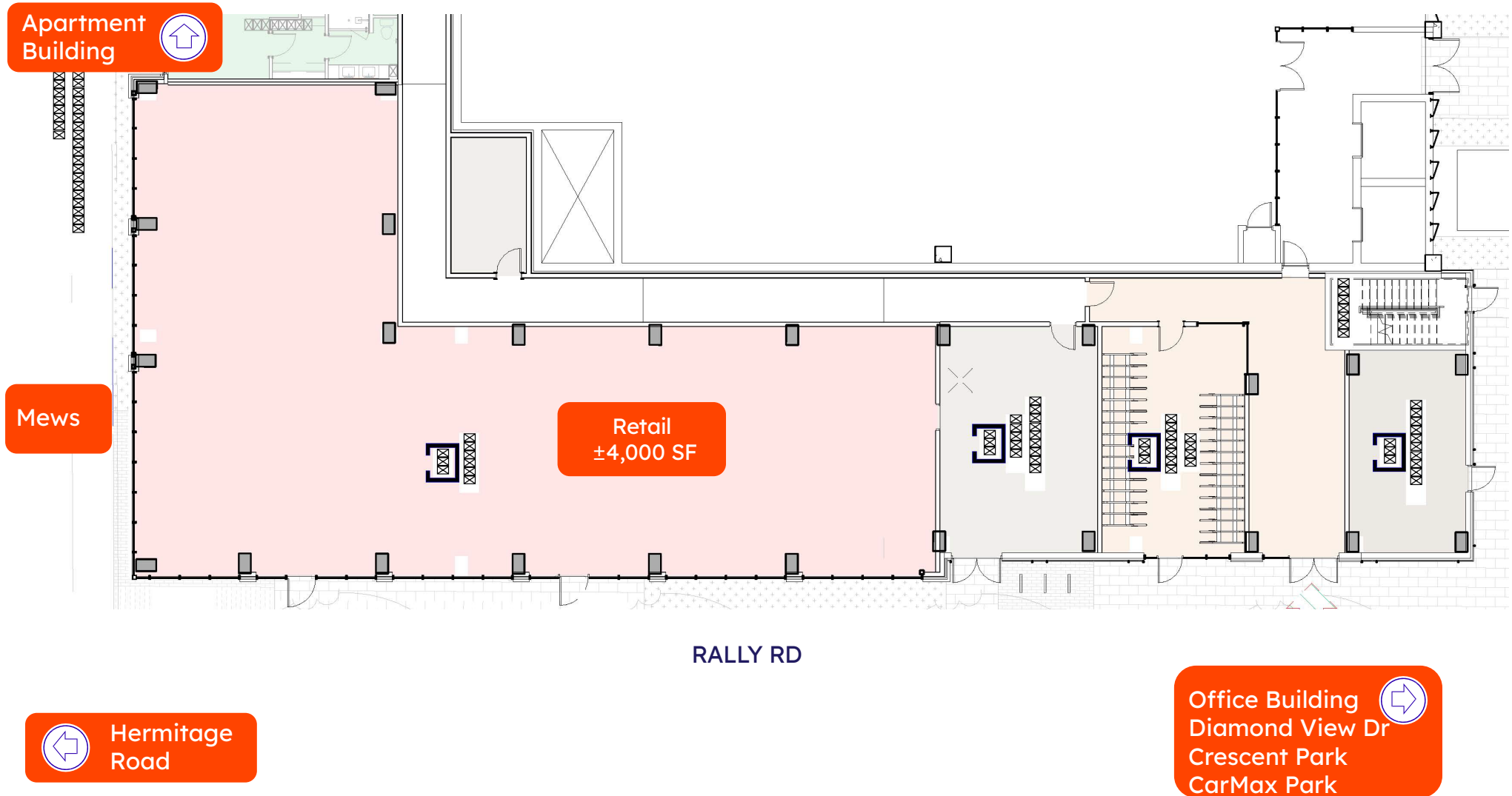
Multifamily Retail

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



DIAMOND DISTRICT

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**CUSHMAN &
WAKEFIELD**

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Diamond District Partners

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