

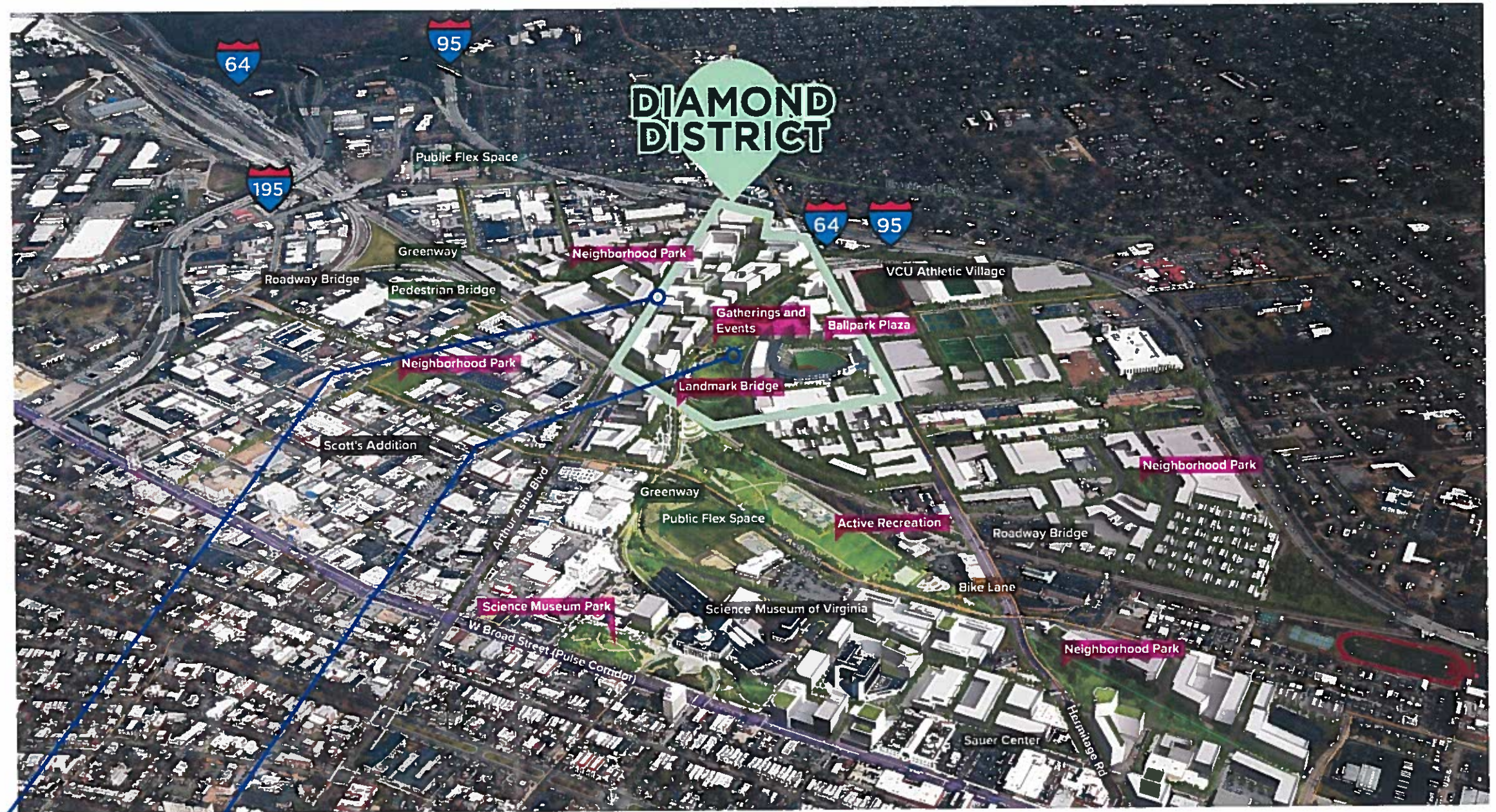
## the vision

**Richmond 300: A Guide for Growth, the City's master plan, paints a vivid picture of a connected, green, and equitable redevelopment of the Diamond District.**

The vision for this public-private venture includes:

- ✓ The Diamond—home of the Richmond Flying Squirrels AA Baseball Team—is demolished and a new multi-purpose stadium is constructed.
- ✓ New buildings provide employment, retail, and mixed-income housing.
- ✓ A new street grid incorporates features that create a walkable urban experience with engaging architecture and urban design.
- ✓ Visitors to Greater Scott's Addition have the option to safely arrive by foot, bike, transit, or car.
- ✓ Parking is centralized in a few parking garages to encourage users to park once and visit multiple destinations.
- ✓ A signature park between Ashe and Hermitage serves as a central convening space and is connected with greenways to multiple smaller public parks.
- ✓ The redeveloped Diamond District connects to adjacent established neighborhoods and redeveloping neighborhoods

By the end of 2021, the City of Richmond will issue a Request for Interest to identify development team(s) to assist in implementing its vision.



## the area

Recent and planned investments adjacent to the Diamond District include:

**Scott's Addition:** a mixed-use industrial neighborhood with over 10 breweries, cideries, and meaderies, 2,000+ new residents, in-demand office space, and numerous entertainment destinations.

**Virginia Commonwealth University Athletic Village:** a 40-acre athletic campus along Hermitage that will feature indoor and outdoor facilities for tennis, soccer, and track and field is planned. VCU plans to host USTA events at

its tennis facility and open the amenities to community use.

**Science Museum of Virginia:** \$21M construction of a new park, parking garage, and greenway are underway.

**Sauer Center:** a Whole Foods-anchored office district featuring CarMax as a primary tenant. Phase 2 of the 40-acre Sauer campus is planned for additional commercial development.

Other planned private investments in the area include an estimated 2,500+ residential units, office space, and retail space.

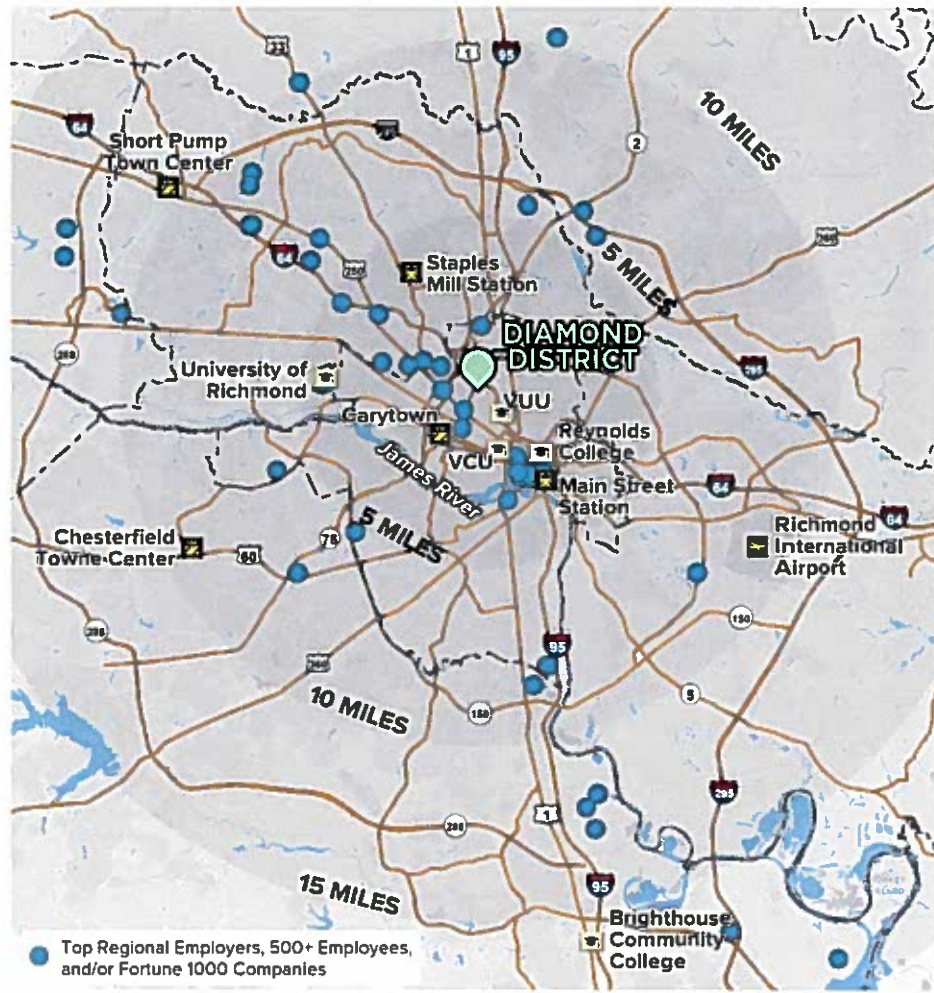
## the region

More than 45% of the nation's population lives within an 8-hour drive of Richmond. 38 of the top 50 regional employers are within 10 miles of the Diamond District.

The Diamond District is located at the crossroads of I-95 and I-64 that connect Richmond

- west to Charlottesville (1.25-hr drive),
- east to the Hampton Roads Region (2-hr drive),
- north to Washington DC (1.5-hr drive), and
- south to the Raleigh-Durham and Chapel Hill area (2-hrs).

Richmond's easy living and convenient access to diverse markets has translated into 11.5% city and regional growth rate since 2010.



Top Regional Employers, 500+ Employees, and/or Fortune 1000 Companies

## interested?

The City has been preparing for the redevelopment of this strategic site for a number of years.

The City has relocated city functions, demolished buildings, remediated the site, adopted the Greater Scott's Addition Small Area Plan, rezoned the property, and surplused the land.

By the end of 2021, the City of Richmond will issue a Request for Interest to solicit creative development responses from capable and experienced development teams interested in partnering with the City to redevelop the Diamond District.

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**Sign up for updates at:**  
rvadiamond.com



## diamond district

Richmond, VA

Looking for the ideal opportunity to invest in one of America's hottest cities? You're in the perfect place.



## the opportunity

The Diamond District is a prime 67-acre redevelopment site, located at the crossroads of I-64/I-95 and North Arthur Ashe Boulevard — offering unparalleled access to the region and the entire east coast by road, rail, and air.

You've probably noticed Richmond keeps showing up on lists of coolest, best, most livable, and fastest growing cities. That's because, in addition to being perfectly located in the heart of Virginia, with the mighty James River flowing through it, Richmond offers affordability; a diverse range of educational institutions; and historical and cultural authenticity. That's why, for more and more people and businesses, **Richmond is the place to be.**