

# DIAMOND DISTRICT



## Signature Sculpture RFQ



SIGNATURE  
SCULPTURE

Aerial photo taken March 20, 2026 (Credit: SkyShots)

# Diamond District Overview

## Public Private Partnership

The Diamond District is a 67-acre new mixed-use community anchored by a new crescent park and a minor league baseball stadium.

The vision for the Diamond District is realized via two agreements to create:

### **CARMAX PARK**

Agreement between the Richmond Economic Development Authority (EDA), and the Navigators (Richmond Flying Squirrels Owners)



Credit: Richmond Flying Squirrels, LaBella Architecture

### **PUBLIC INFRASTRUCTURE & PRIVATE DEVELOPMENT**

Agreement between the City of Richmond, the Richmond Economic Development Authority (EDA), and Diamond District Partners, LLC (DDP)



Credit: Diamond District Partners, LLC, Baskerville & Son PC

# Diamond District Context



TOP GOLF

NORTHSIDE



ASHE BOULEVARD

SIGNATURE SCULPTURE

DIAMOND DISTRICT PHASE 1A

SCOTT'S ADDITION

ROBIN HOOD ROAD



DIAMOND DISTRICT

HERMITAGE ROAD

VCU ATHLETIC VILLAGE EXPANSION  
(indoor track, soccer stadium, indoor & outdoor tennis courts, parking)

VCU ATHLETIC VILLAGE PHASE 1  
(outdoor track, soccer fields, parking)

NEW VCU HEALTH CARDIAC CENTER

Aerial photograph taken January 19, 2026



# Community Benefits

Revenue, Jobs, Amenities & More



**New Destination**



**Crescent Park**



**Baseball Stadium**



**Connectivity**



**Public Art**



**Affordable Housing**



**Sustainability**



**Ashe Legacy**



**Tax Revenue**



**Small Business**



**Jobs & Training**

# Diamond District Brand

## Find Your Home Base

PRIMARY MARK

DIAMOND  DISTRICT

SECONDARY MARK

 DIAMOND DISTRICT

TERTIARY MARK (HORIZONTAL)

DIAMOND DISTRICT

DIAMOND DISTRICT  
RICHMOND, VIRGINIA

TERTIARY MARK (VERTICAL)

DIAMOND DISTRICT  
DIAMOND DISTRICT  
RICHMOND, VA

SUBMARK



# Public Private Partnership

## Lease & Tax Revenue Fund Public Investment

### Phase 1A

#### ■ PUBLICLY FINANCED

Amount: ~\$175 million

Acrage: ~19.64 acres

Scope:

CarMax Park (~10.67 acres)

Roadways & Infrastructure (~6.31 acres)

Park & Mews (~2.66 acres)

#### ■ PRIVATELY FINANCED

Amount: ~\$300 million

Acrage: ~12.23 acres

Scope:

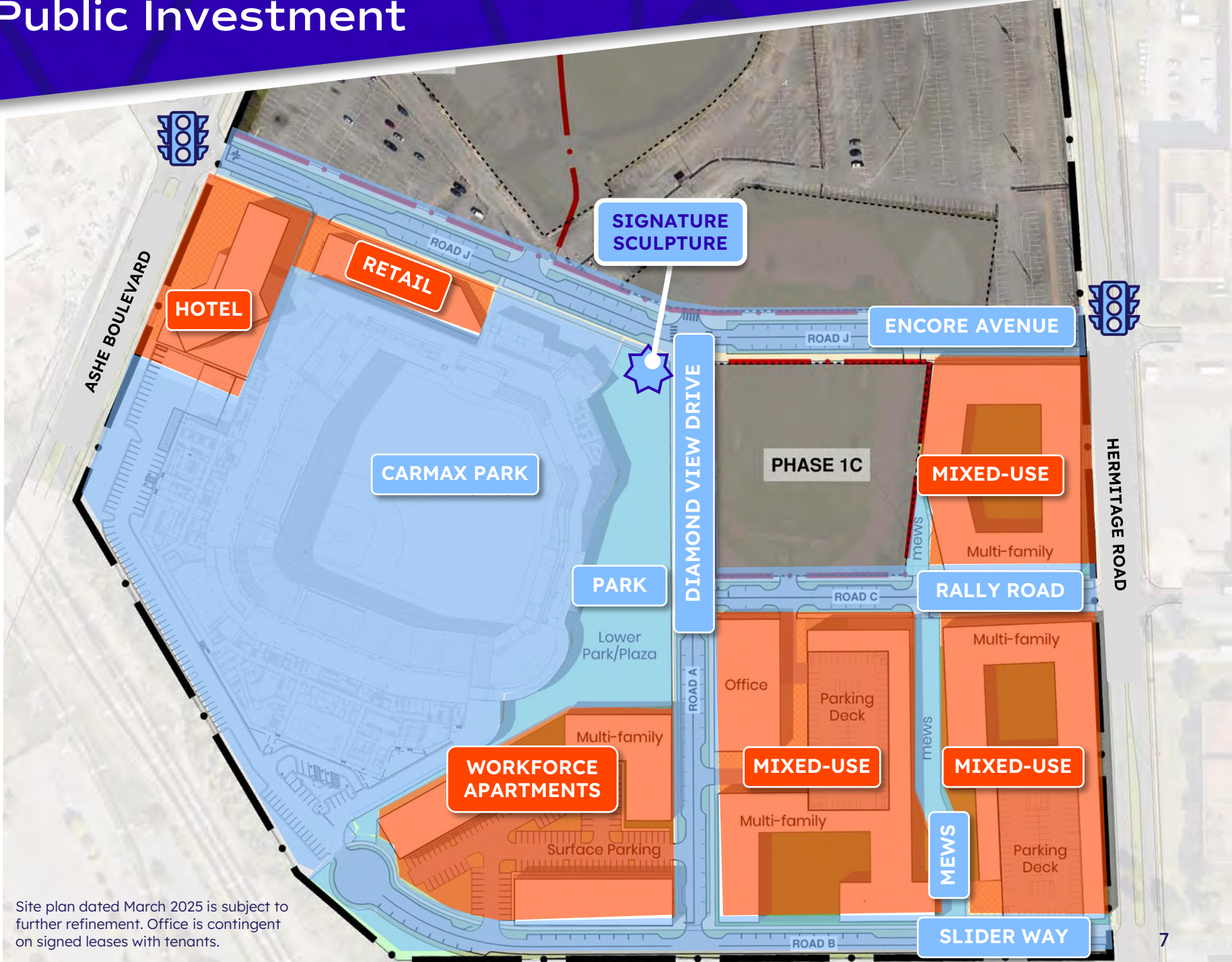
Gateway Retail (~0.6 acres)

Hotel (~1.16 acre)

Workforce Apartments (~2.45 acres)

Mixed-use Buildings (~8.02 acres)

Site plan show areas financed with public and private funding. (Credit: Diamond District Partners, LLC, Baskervill)



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

# CarMax Park

## Status, Scope, Delivery

**DDP did not build CarMax Park**

### Developer:

Richmond Flying Squirrels (via Machete)

### AE Team and GC:

LaBella Architecture,  
Gilbane  
Construction

**Status:** Opened on  
April 7, 2026

**Scope:** Minor league  
baseball stadium for  
the Richmond Flying  
Squirrels (AA  
affiliate of the San  
Francisco Giants)

Credit: Richmond Flying Squirrels



Diamond  
District  
Partners

Signature Sculpture R  
April 2026

# Signature Sculpture

Proximity to Stadium



SIGNATURE SCULPTURE



ST OFF BASH



Diamond District Partners | Signature Sculpture R April 2026

Credit: Richmond Flying Squirrels

# Public Infrastructure

Roadways & Infrastructure  
Parks & Mews

## Scope

- **Roadways & Infrastructure:** 4 new streets with utilities, 2 intersections
- **Park & Mews:** Park between Diamond View Drive and CarMax Park, Mews between Parcels E1 and E2, and Parcels E3 and E4

## Status

Under Construction (~19% complete)

## Developer

Diamond District Partners, LLC

## AE Team

Baskervill

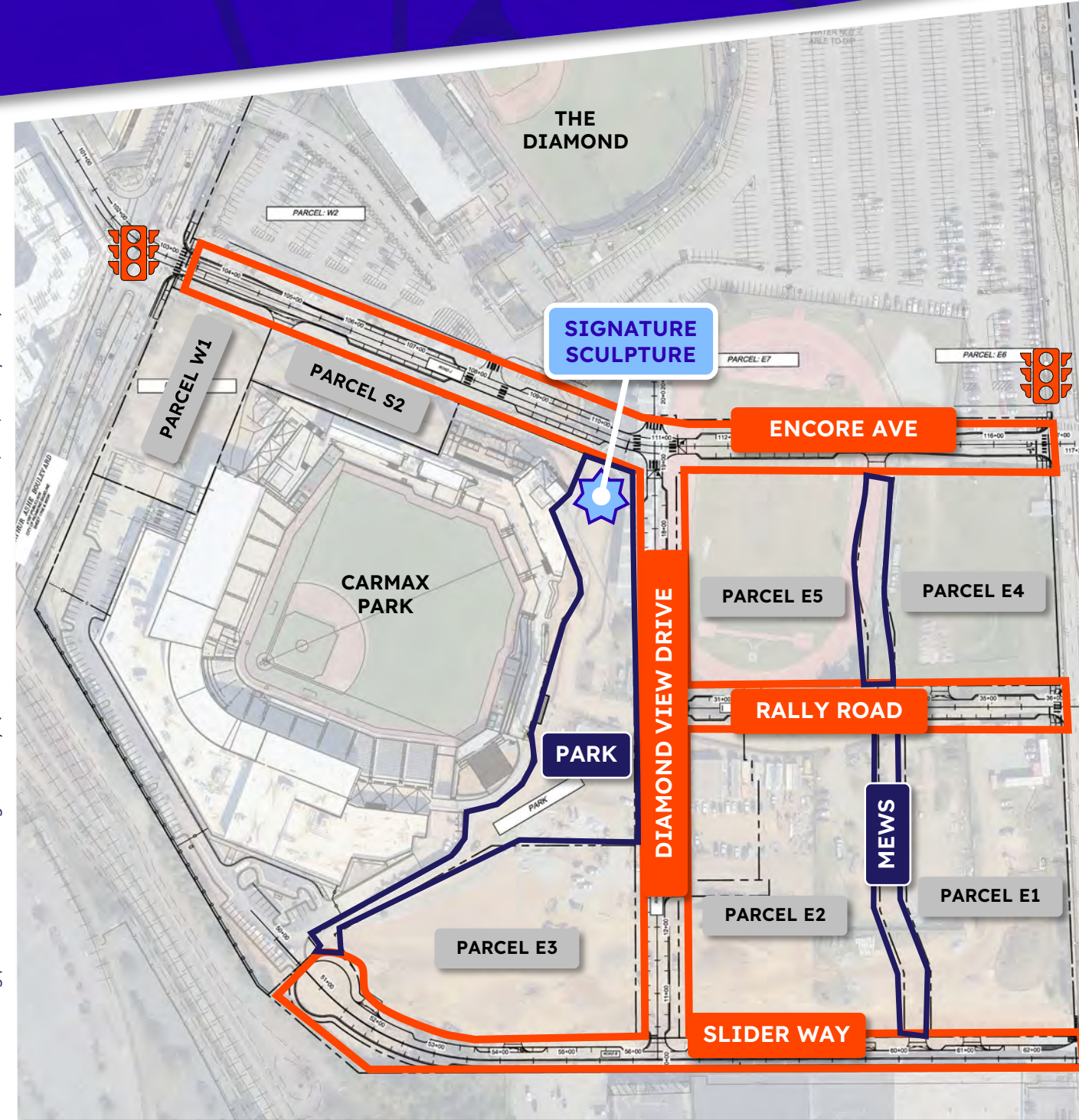
- Kimley-Horn for civil
- Water Street Studio for landscape architecture
- Groundswell for activation
- Lu+Smith for MEP engineering

Intersection Design: VHB

## GC

Whiting-Turner

Aerial showing parcels and future right-of-way. (Credit: Diamond District Partners, LLC, Kimley-Horn)



# Roadways & Infrastructure

## Status & Scope

### **Status:** Under Construction **Scope**

- Underground utilities
- 4 new streets
- Raised pedestrian crossings
- Streetlights and street furnishings
- Street trees and plantings
- Signals at Ashe and Hermitage

### **APRIL 2026 UPDATE**

- GMP signed for all the work, except the intersections.
- Slider Way paved and curbed.
- Diamond View Drive south construction underway.
- Rally Road and Hermitage Road deep utility work complete.



# Park & Mews

## Status, Scope, Delivery

**Status:** Design Development  
**Scope**

- Free park amenity
- Usable year round
- Connectivity to CarMax Park playground and restrooms
- Manage large CarMax Park crowds
- Include shade features and Arthur Ashe Legacy Trail
- Public art

**Anticipated Delivery:** Summer 2027\*

**APRIL 2026 UPDATE**

- Refined the 60% design, working on CDs.

\*Date contingent on timing of the demolition of Sports Backers Stadium.

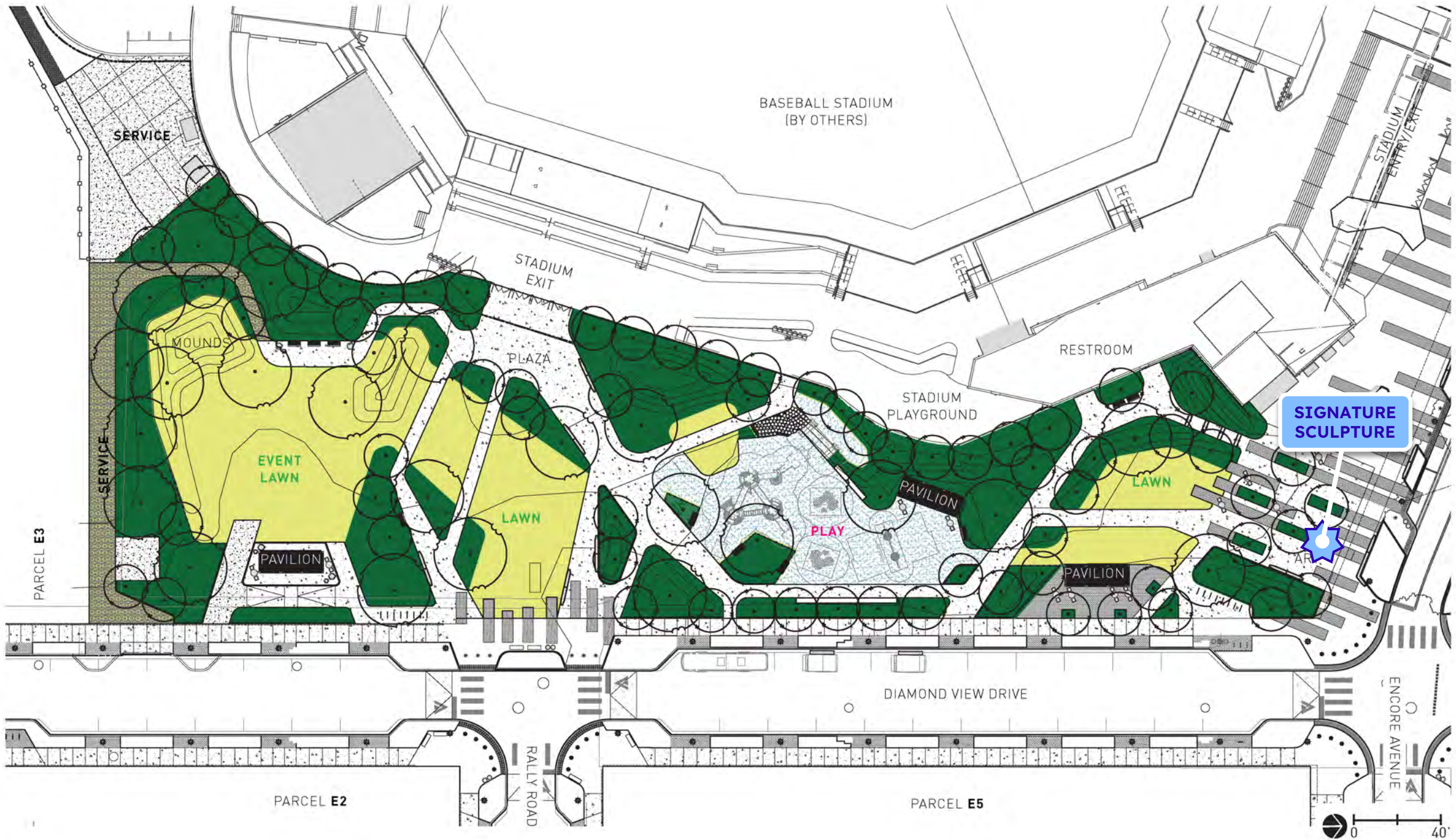
Area plan showing the location of the park and mews with rendered images of the park design.  
 (Credit: Baskerville, Water Street Studio)



Image depicts the revised 60% design

Image depicts the revised 60% design

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





















# Phase 1A Private Development

## Status, Scope, Delivery

**Status:** Various  
**Scope**

- 180-Key Hotel
- 30,000 SF Retail
- 730 Market-Rate Units
- 161 Units at 60% AMI

**Anticipated Delivery\***

- 2028 – 2032

\*All dates are contingent on timing of the demolition of Sports Backers Stadium.

**GATEWAY RETAIL**  
Parcel S2  
Developer: DDP  
Status: Conceptual Design  
Scope: ~20,000sf retail SF  
Delivery: 2028\*

**HOTEL**  
Parcel W1  
Developer: Capstone  
Status: Schematic Design  
Scope: 180-keys  
Delivery: 2028\*

**WORKFORCE HOUSING**  
Parcel E3  
Developer: Pennrose/Nix  
Status: Schematic Design  
Scope: 161 units at 60% AMI  
Delivery: 2028\*

**DŌMA**  
Parcel E2  
Developer: DDP  
Status: Construction Documents  
Scope: 276 units, 4,000sf retail  
Delivery: 2028\*

**SIGNATURE SCULPTURE**

**OFFICE**  
Parcel E2  
Developer: DDP  
Status: Conceptual Design  
Scope: ~90,000sf office, ~10,000sf retail  
Delivery: 2028\*

**MIXED-USE**  
Parcels E4 & E1  
Developer: DDP  
Scope: ~440 units, retail  
Delivery: 2030 & 2032\*

Site plan highlighting private development parcels. (Credit: Diamond District Partners, LLC, Baskervill)

Site plan dated March 2025 is subject to further refinement.



# Public Art RFQ Application

## Submission Statements:

Artist  
Statement

Public Art at  
this Scale

Statement of  
Interest

Community  
Engagement

Apprentice/  
Intern  
Engagement

Geographic  
Ties

## Other submission items:

- Website (if applicable)
- Instagram (if applicable)
- CV
- Images of previous work
- Two references

**Apply by May 8, 2026**

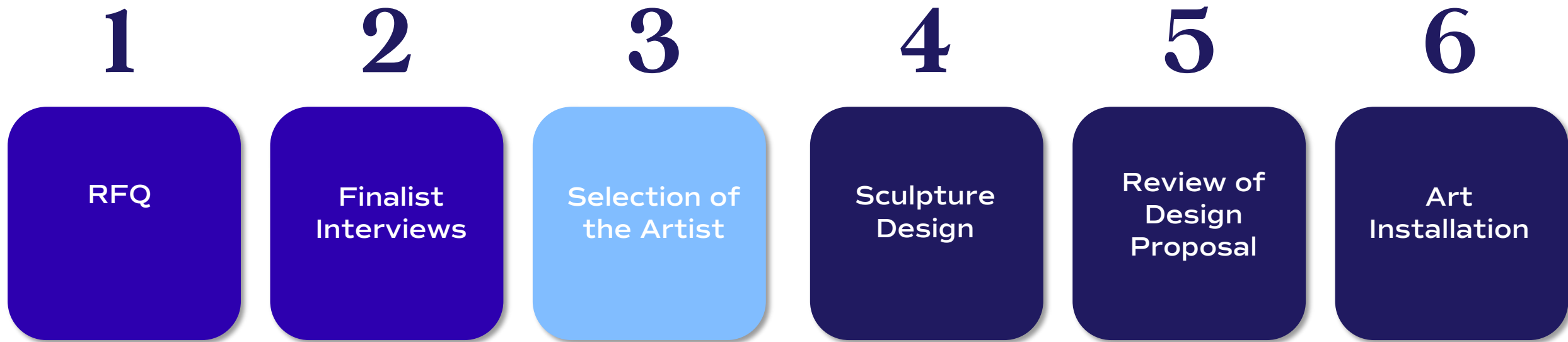
**[Slide Room Application Link](#)**

**Submit questions by May 1, 2026 to:**

- Maritza Pechin, [maritza.pechin@thalhimer.com](mailto:maritza.pechin@thalhimer.com)
- Monica Kinsey, [monica.kinsey@rva.gov](mailto:monica.kinsey@rva.gov)



# Public Art RFQ Selection Process



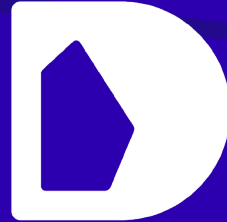
[RFQ Information Page](#)



# Thank you



**DIAMOND  
DISTRICT**



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Partners**

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