

# 21<sup>st</sup> Century DIAMOND



Parker Field  
1954-1985



The Diamond  
1986 – 2009



21<sup>st</sup> Century Diamond  
2010 -





# EXECUTIVE SUMMARY

**ODP**, along with our development partners **HNTB Architects** and **Skanska USA** the world's largest construction management firm, has completed an in-depth study of Richmond's **Diamond**. Based on our study, we have concluded, as more fully described in the following pages that the Diamond can be economically and effectively transformed into one of the finest multi-purpose ballparks in the nation.

## DESIGN FEATURES

- 8,500 capacity
- Meets all Triple-A Standards
- Skateboard Park open year-round
- New Centerfield entrance adjacent to Parking
- Year-round Conference Center
- 16-20 new 30 person Suites
- Full 360° Concourse around the field
- Manually Operated Scoreboard
- Largest HD Video in Minor Leagues
- Modern new Architecture
- 20,000 sq. ft. of new Boulevard Retail Space
- Winter Ice Skating Park
- All-age Playground
- Picnic Deck for 500 people
- Electric Bumper Boats
- Concert Stage & Sound System
- Grass Berms for Blankets and Lawn chairs
- LEED Certification for environmental sustainability

## COST

Estimated Total Cost of **\$28 million**, which includes a 15% (\$3.6 million) contingency

## SCHEDULE

**10 to 11 months total time** . Demolition could commence in July, 2009 – perhaps following a gala July 4<sup>th</sup> farewell to the “Old Diamond” - and construction completed for the **2010 Baseball Season**. Should unforeseen delays occur, ODP can provide a temporary home for Richmond's team until construction is complete.

# The Diamond Transformed



# Ballpark Capacity

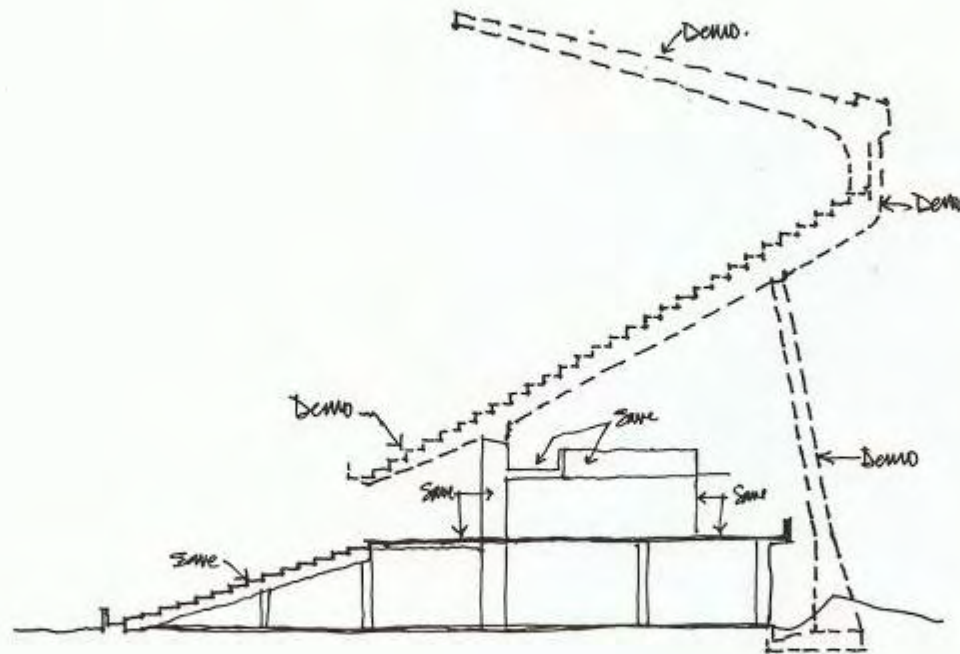
• Armchair Seats in Bowl	5,000
• Suites (16 x 30 persons)	480
• Conference Center (Function Room)	300
• Picnic Deck	500
• Club Level	750
• Lawn Seating and Bleachers	<u>1,500</u>
<b>TOTAL CAPACITY</b>	<b>8,530±</b>

Note: Additional 1,000 capacity in concert configuration (on-field seats)

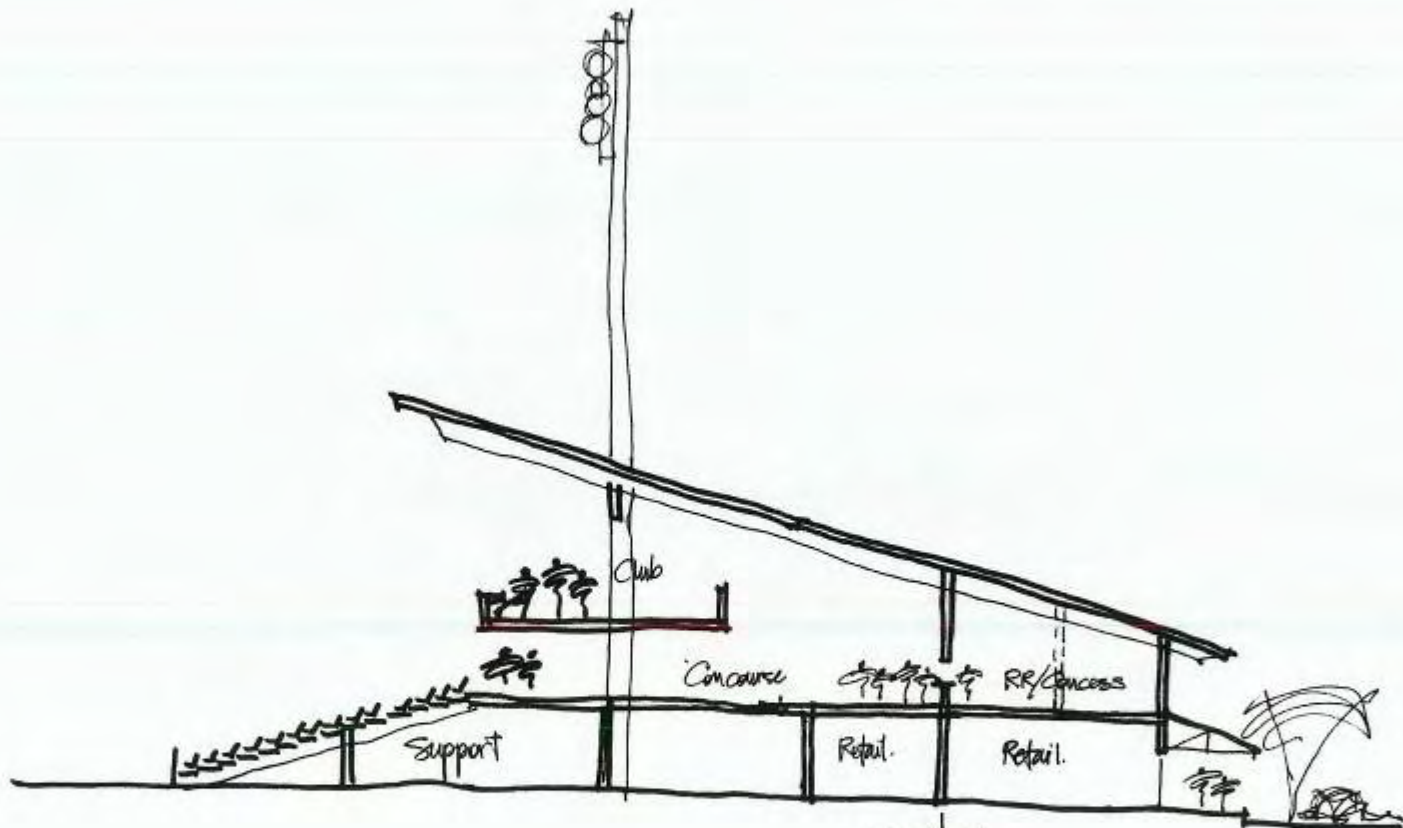
# Street Level Improvements

- Roof and Upper Deck Removed – everything demolished except the playing field, utility infrastructure, and lower bowl - materials recycled on-site
- Front of Ballpark wrapped with 20,000 sf of new Retail space – brick façade and architectural details
- New Hotel Lobby-style Ticket Office
- Improve Utilities
- New Elevator
- Renovate clubhouses, offices, service areas

# Demolition Section

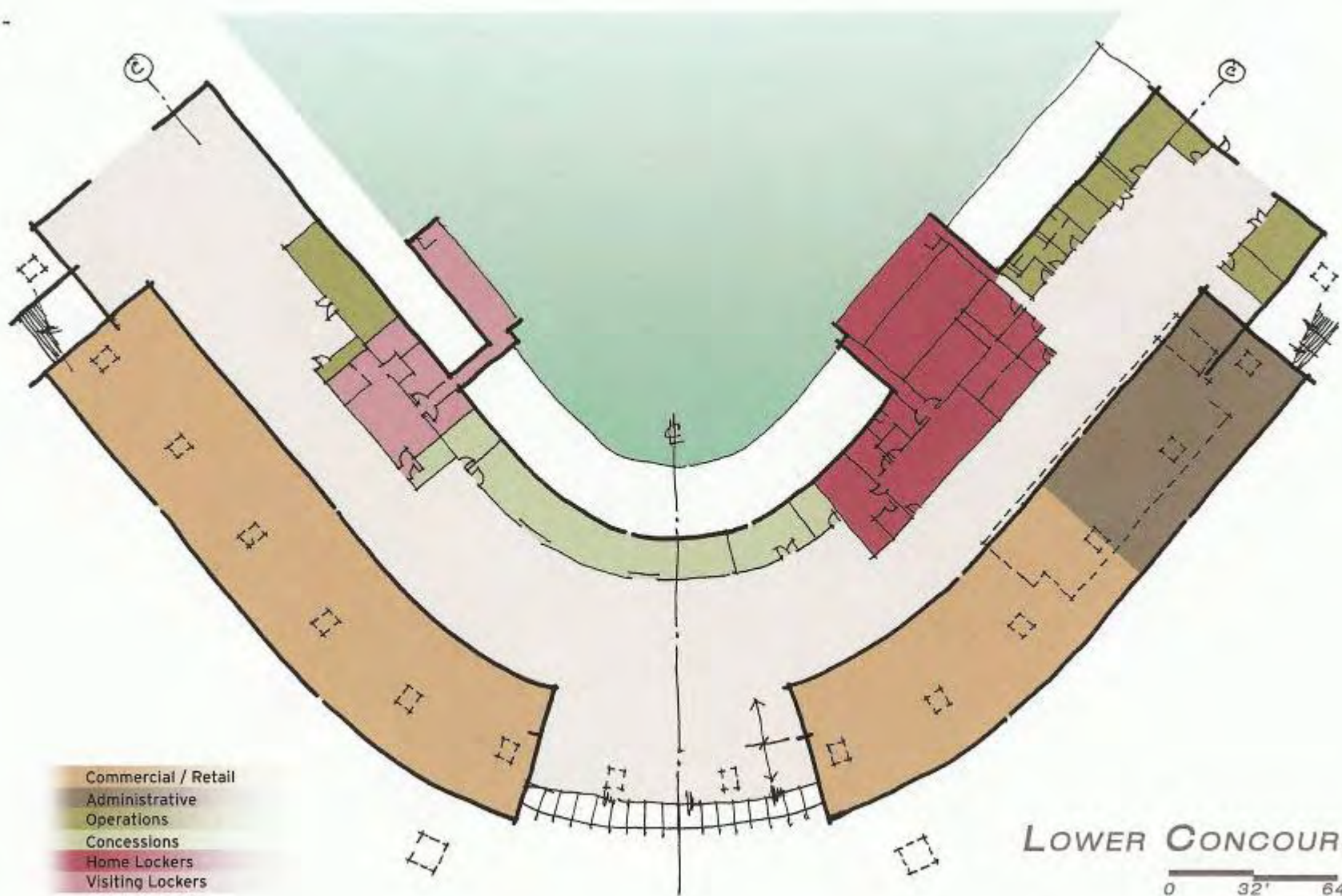


# Section Showing New Construction



← Exist. | New →

Section - Proposed.  
 $\frac{1}{16}'' = 1'-0''$  02.19.09



- Commercial / Retail
- Administrative
- Operations
- Concessions
- Home Lockers
- Visiting Lockers

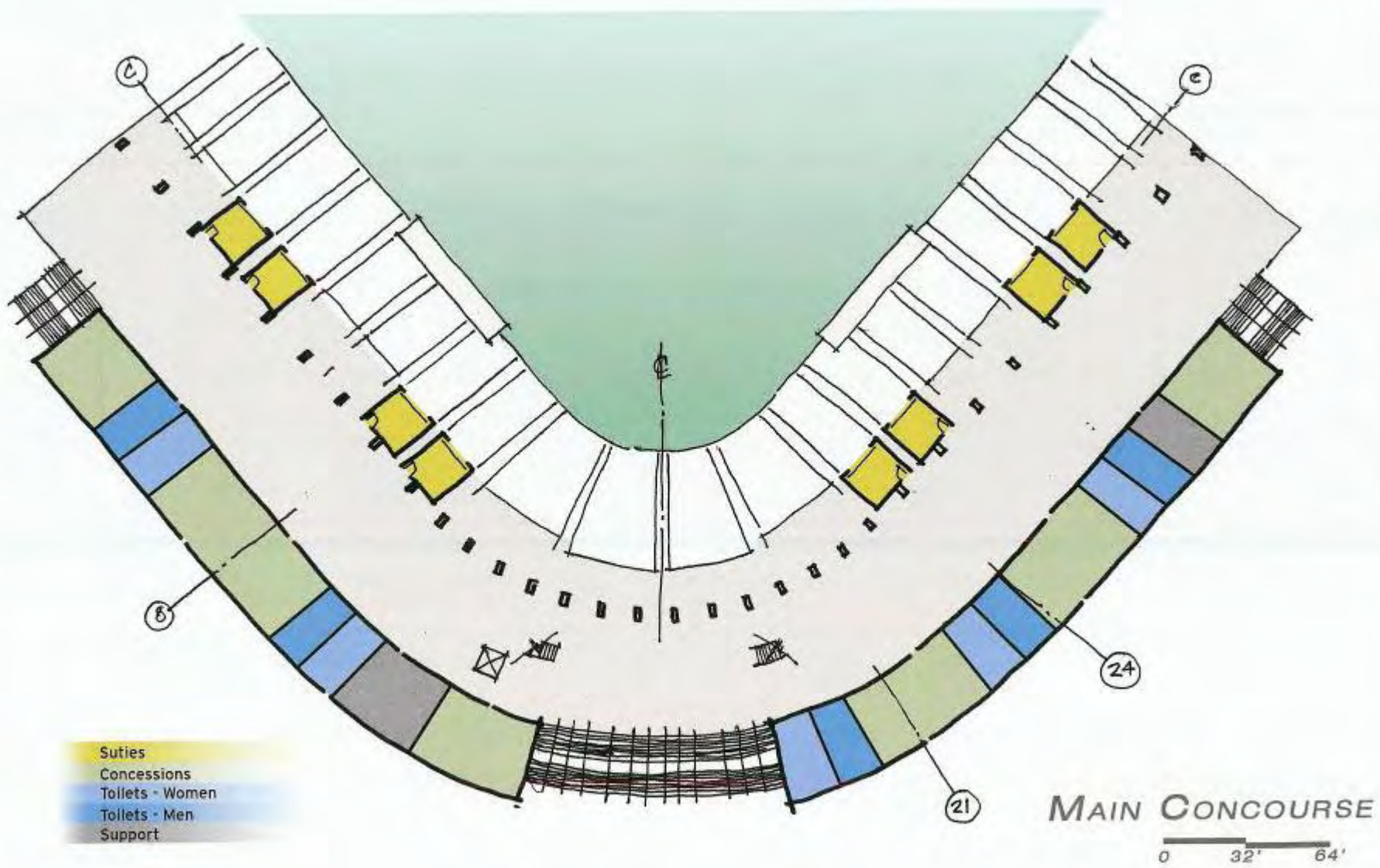
**LOWER CONCOURSE**

0 32' 64'

# Main Concourse

- Extend seating bowl – wrap ends to foul lines
- 5,000 new padded armchair theater seats
- Remove facilities and obstructions on concourse
- New restrooms, souvenir store, and “assemble to order” concession stands
- 8 “Concourse Level” suites (see Note)
- Year-round Conference Center (Function Room)
- Picnic Deck around Left Field Foul Pole

NOTE: Plans currently show 16 Suites, 8 on Concourse and 8 on Club Level. Quantity and locations to be adjusted based on discussions with potential Suite holders



- Suties
- Concessions
- Toilets - Women
- Toilets - Men
- Support

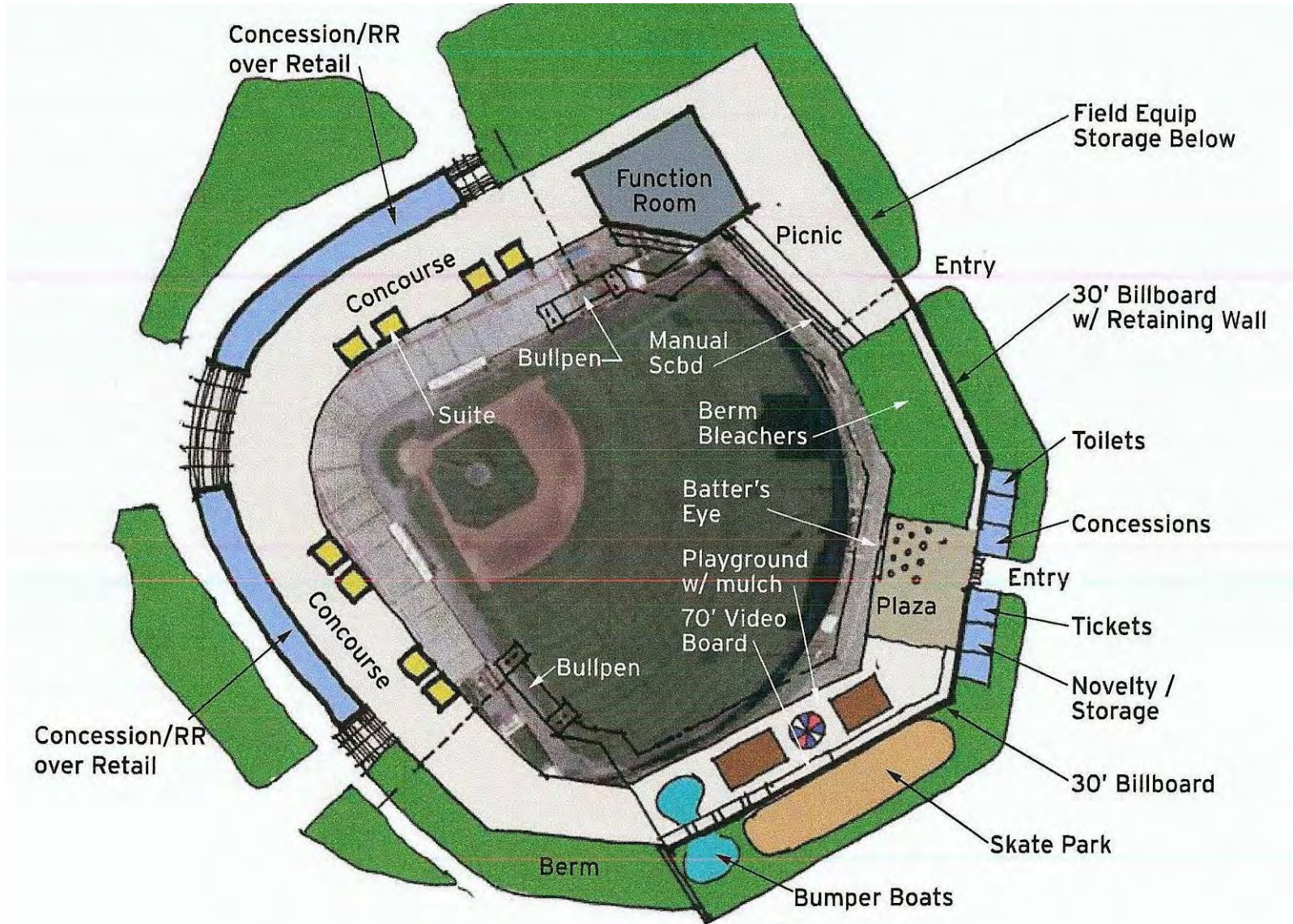
**MAIN CONCOURSE**

0 32' 64'

# Outfield Walkway

- New Centerfield Entrance at Parking Lot grade
- Hotel-style Ticket Lobby
- 360° Path sloping up to Concourse from Centerfield
- Lawn Seating with front row bleacher seats
- Right Field Playground - all age facility, open all year:
  - Climbing and Play Equipment
  - Carousel
  - Skateboard Park
  - Electric Bumper Boats
  - Inflatable “Bouncing” Equipment
  - Toddler area
- New Restrooms and Concessions
- Largest Video Board in Minor League Baseball
- Old Fashioned Manual Scoreboard

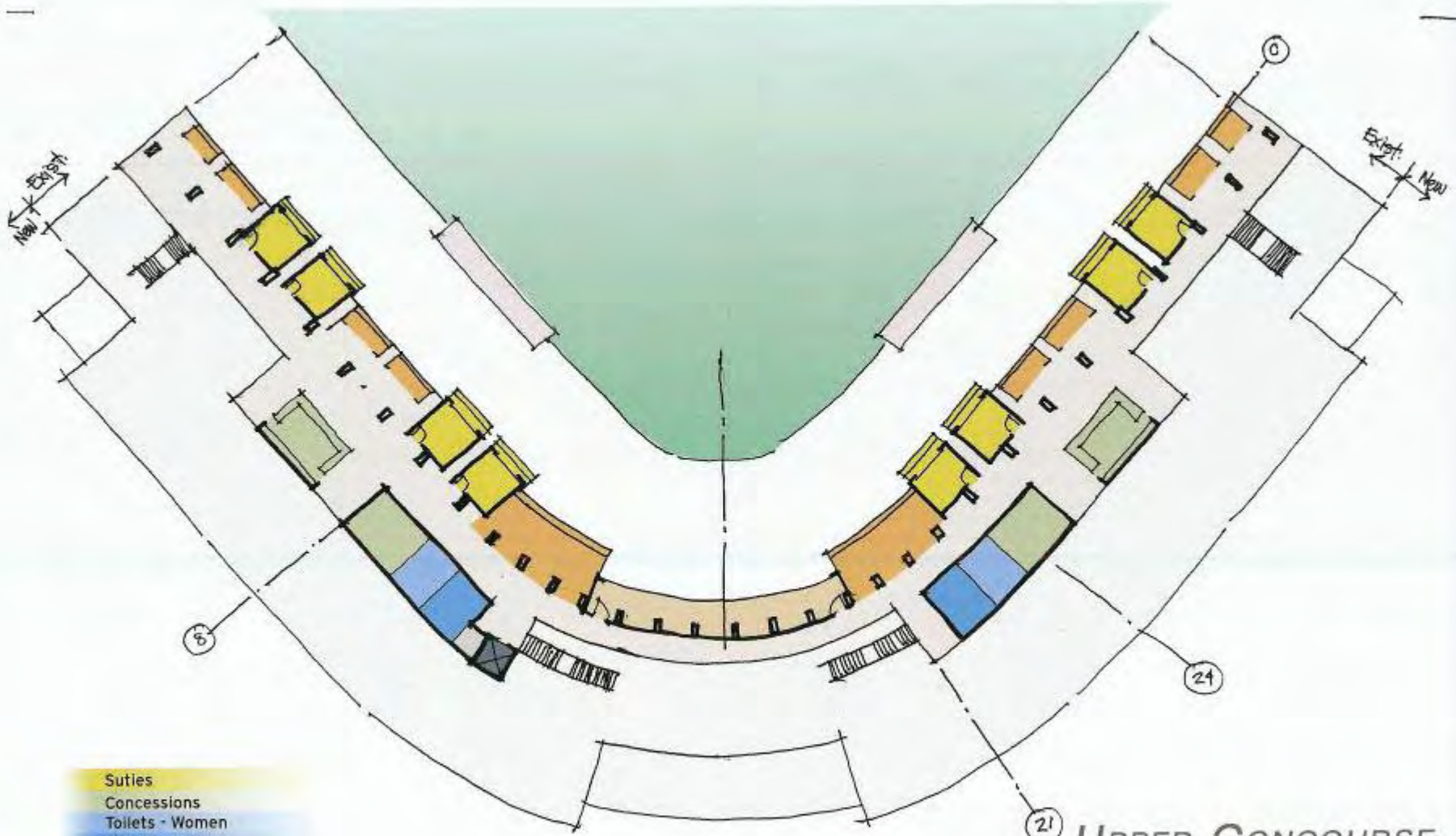
# Site Plan Showing Location of Amenities and 360° Walkway Path Around Field Conference Center (Function Room), Skateboard Park, Etc.



# Upper Club Area

- Luxury Seating, Lounge Areas, Food and Beverage Service (open to all fans)
- 8 Club Level Enclosed Suites (see Note)
- Renovated Press Box
- New Restrooms
- New Roof

NOTE: Plans currently show 16 Suites, 8 on Concourse and 8 on Club Level. Quantity and locations to be adjusted based on discussions with potential Suite holders



- Suites
- Concessions
- Toilets - Women
- Toilets - Men
- Support
- Visiting Lockers

UPPER CONCOURSE

0 32' 64'

# Additional Amenities

- Winter Ice Skating Park – Set up on Field each winter for community use. Chillers make ice at up to 65 degrees air temperature
- New Field Lighting
- New Concert Quality Sound System
- Portable Stage and Field Protection for Concerts
- Demonstration systems for renewable energy and water recycling irrigation
- Provision for Brooks Robinson Teenage Life-Skills Center to be added later

# Community Skateboard Park

10,000 sf Ballpark Amenity Open Year-round





## ICE PARK

Outdoor Skate Sessions all Winter (up to 65 degrees)

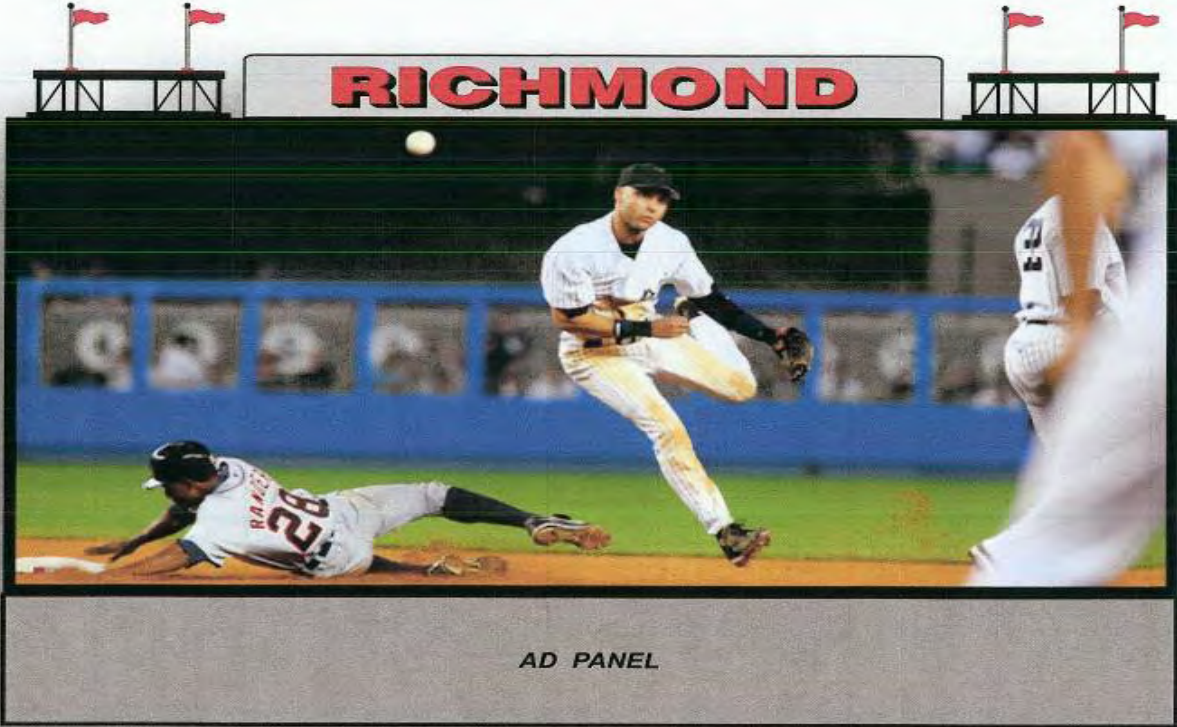
# Old Time Manual Scoreboard

Great Summer Jobs and Ballpark Character



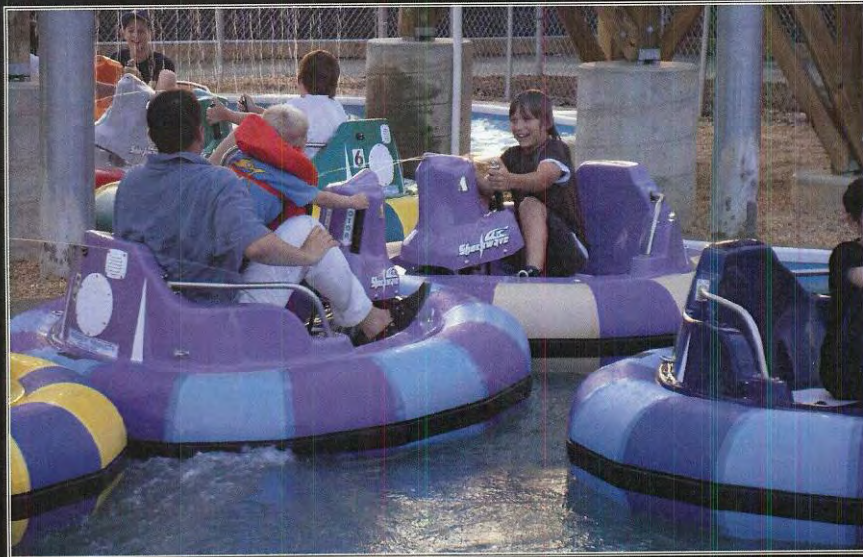
# Largest High Definition Video Board in Minor League Baseball

Screen is  
29' x 58'



**NEW VIDEOBOARD PROPOSAL**  
**RICHMOND**

**TS**  **SPORTS**  
Tomorrow's Visual Solutions



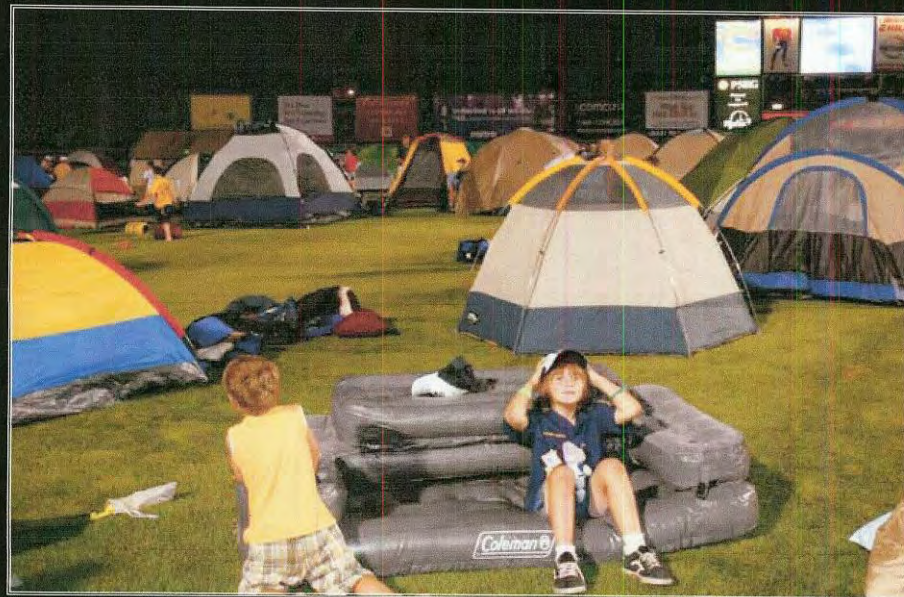
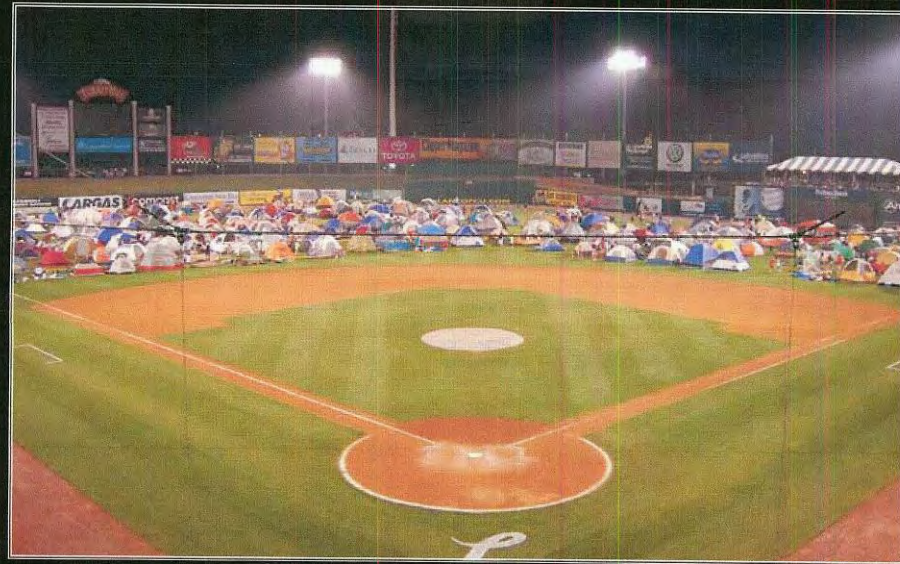
**ODP**  
OPENING DAY PARTNERS

## ELECTRIC BUMPER BOATS

A possibility at the Diamond Sea Resorts of the new Bellport



**PICNIC DECK**  
Watch the game while you eat!

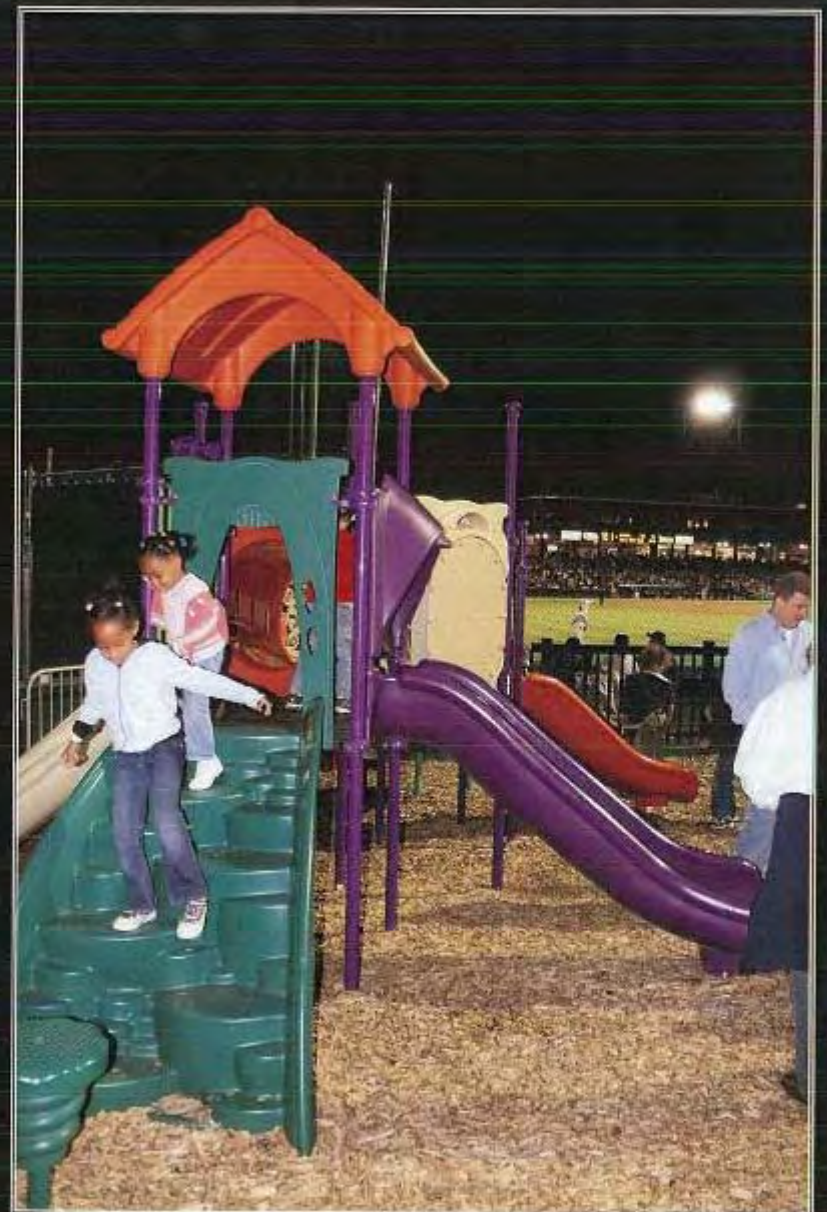


## SCOUT NIGHT SLEEPOVERS



# 20-HORSE CAROUSEL

ODP's Signature Ballpark Feature





## DIAMOND SUMMER CONCERT SERIES

Exciting National Concert Performers such as Willie Nelson, Bob Dylan, Def Leppard/Bryan Adams, REO Speedwagon, Country Stars and more