

RIW

# RALEIGH IRON WORKS

NORTH CAROLINA

PEDEN STEEL COMPANY	
RALEIGH - NORTH CAROLINA	
BUILDING	SOUTH ELEVATION WELDING SHOP #2
LOCATION	RALEIGH, N.C.
CONTRACTOR	PEDEN INDUSTRIES
ARCHITECT	
DATE	
APPROVED BY	
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# Raleigh Iron Works is a mixed-use development connecting Raleigh’s history to its future through innovative, curated, and dynamic spaces.

The development includes office, retail, restaurant, and residential space. Raleigh Iron Works sits at a crossroads between many burgeoning neighborhoods and breathes new life into the Raleigh Iron Works District by serving as a connection to the new innovation economy, including Dock 1053, in a historic industrial setting. The property delivers a diverse and dynamic office environment currently missing in the market.



RIW







## The Project

71K	SF RETAIL, RESTAURANT, & FITNESS SPACE
170K	SF CLASS A CREATIVE OFFICE SPACE
219	NEW RESIDENTIAL UNITS





# Location





Power Elite

The wealthiest households in the U.S., living in exclusive neighborhoods, & enjoying all that life has to offer.

21.8% 86,773

Qualities:

- High-powered professionals
- Family-centric
- Affluent
- Conventional

Interests

- Cultural activities
- Gourmet dining
- Healthy living
- Shopping for high quality products



Singles & Starters

Young singles starting out, and some starter families, in diverse urban communities.

16.8% 66,906

Qualities:

- Well-educated
- Risk takers
- Digital trendsetters
- Eco-minded
- Artistic

Interests

- Active social
- lives Outdoor activities
- Appearances are important



Booming with Confidence

Upscale boomer-aged couples living in city and close-in suburbs.

11.5% 45,929

Qualities:

- Well-educated
- Empty-nesters
- Health-conscious
- Brand & store loyal

Interests

- Travel
- Attend sports events
- Investing
- Eclectic shopping



## **RIW** Retail Opportunity at Raleigh Iron Works





The merchandising plan for each project crafts a story – balancing local, family-owned operations with new, innovative concepts, and best-in-class global brands.

Jamestown's approach to retail is rooted in cultivating productive partnerships and providing the best experience for the community.

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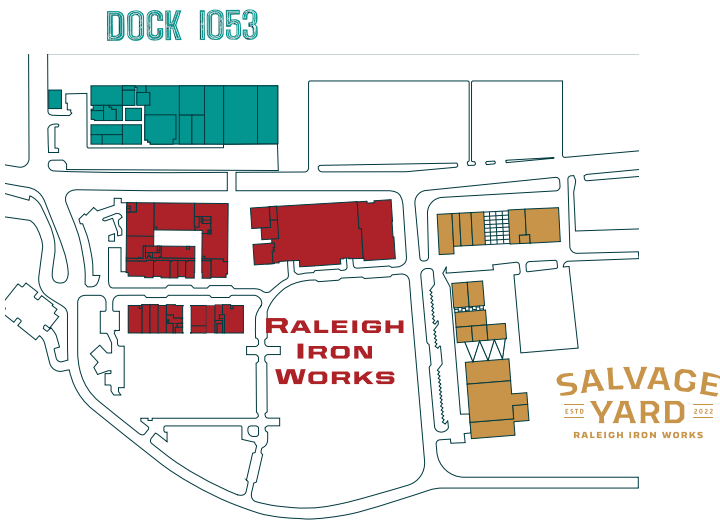






# Dock 1053

Dock 1053, originally a run-down 1950’s A&P Warehouse, has been transformed by Grubb Ventures into an eclectic community of creative entrepreneurs, makers, foodies and retailers. The mixed use building has drawn in some of the most sought-after local businesses in Raleigh including: Glas, Lynwood Brewing, Hummingbird and Wilson’s eatery. The merchandising mix combined with this unique space has lent itself to creating a successful, one-of-a-kind experience for their patrons.





# Strategic Placemaking & Site Activation

We believe in the importance of creating places for our tenants to gather, network, and be inspired. Raleigh Iron Works is committed to offering its community an experience beyond customary retail and office space, which will include:

- Strategic ground floor amenitization
- Landlord-sponsored services
- Partnering with local organizations
- Hosting dynamic community driven events
  - Holiday & Seasonal Installations
  - Weekend Farmers Markets
  - Summer Concert Series
    - Educational Seminars & Industry Events

Clockwise from top left: Lynwood Brewing Concern at Dock 1053; Sundown Series at Westside Provisions District; Beer Garden at Ghiradelli Square; The Shed at Ponce City Market





# The Development Team

A project of Raleigh Iron Work’s scale and scope requires the experienced leadership of owners committed to crafting landmark projects that create enduring quality, long-term value and a sense of community. Jamestown and Grubb Ventures are just such the owners.

JAMESTOWN boasts an impressive portfolio of urban community cornerstones centered around prominent historic renovations, including highly-regarded developments such as Ponce City Market in Atlanta, Chelsea Market in New York and Industry City in Brooklyn.

GRUBB VENTURES has extensive experience in creating and redeveloping high quality communities in infill locations in Raleigh, including renowned neighbor, Dock 1053 and Glenwood Place.



**RALEIGHIRONWORKS.COM**

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