

RALEIGH IRON WORKS

RIW

WHY WHY WHY

Raleigh?

THE TRADE AREA

Raleigh, with its southern appeal and local character, is bound to surprise newcomers with its significant role in business and cultural scenes.

Ideally positioned in relation to Durham and Chapel Hill, **Raleigh is easily reached from numerous metropolitan cities.** Raleigh takes pride in having the second-most educated population amongst US metros. It's a **bustling hub for food enthusiasts, entertainment seekers, and fans of both collegiate and professional sports**, making it an attractive destination that caters to a wide array of visitors each day.



#2 **Best place to live**
(Raleigh & Durham)
US News and World Report

TOP 5 **Most neighborly city in America**
Neighbors.com

TOP 15 **Best-run cities in America**
WalletHub

#2 **Safest state capital**
WalletHub

5TH **Best-performing economy in the United States**
Milken Institute

THE CITY

Voted the #1 city to conduct business and grow a career

Three tier-one universities

Three tier-one research Hospitals

#2 most educated City in the United States

RDU is the fastest growing airport in the United States, offers 350+ daily flights



THE YEAR ROUND CONSUMER



POWER ELITE

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

QUALITIES:

- High power professionals
- Family-centric
- Affluent
- Conventional

INTERESTS:

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



SINGLES & STARTERS

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

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 the city and close in the suburbs

QUALITIES:

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

INTERESTS:

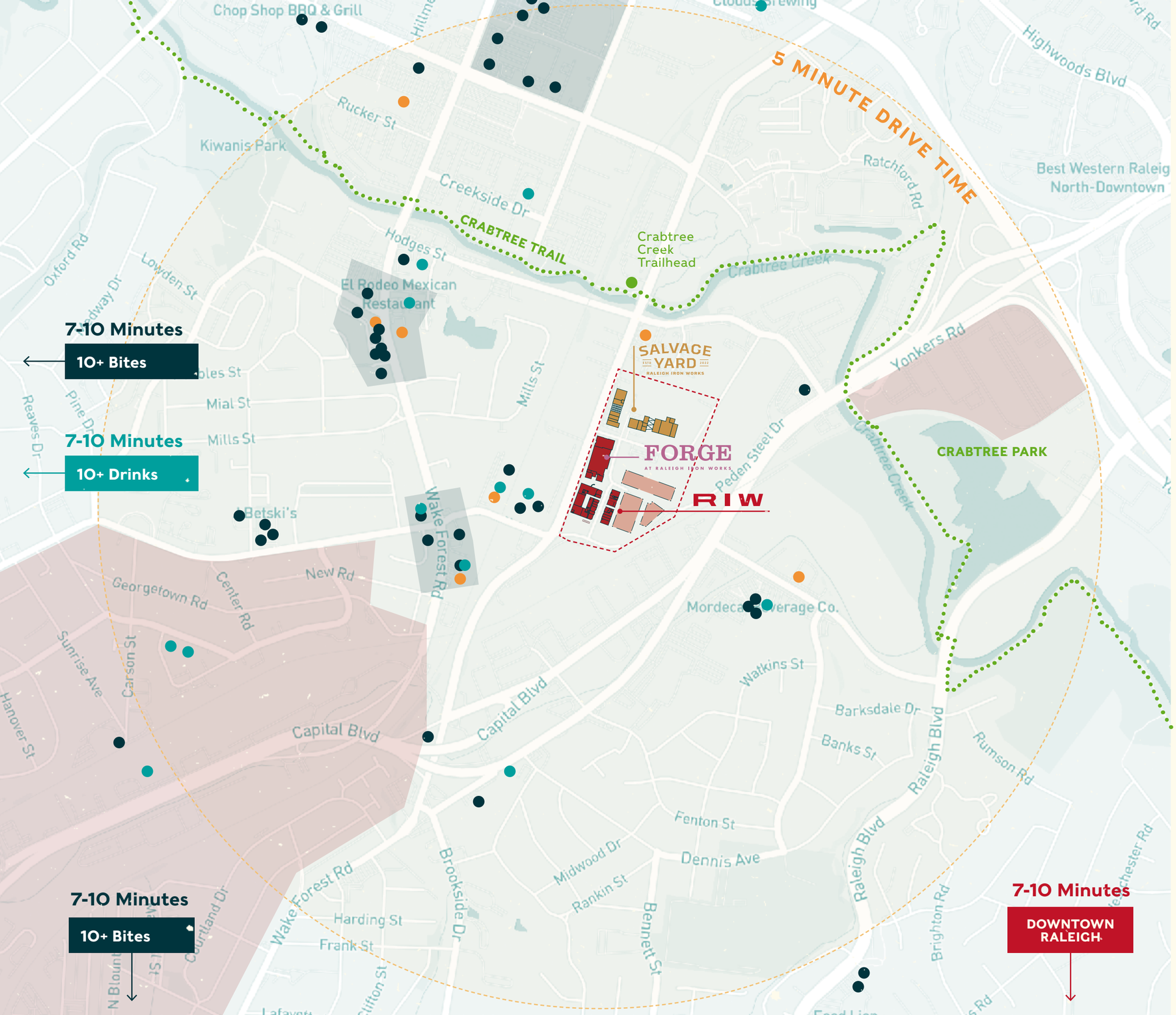
- Travel
- Attend sports events
- Investing
- Eclectic shopping



RIW

The rise of the Raleigh Iron Works

DISTRICT
DISTRICT



RISE OF THE RIW DISTRICT

- BITES
- DRINKS
- ENTERTAINMENT
- FITNESS
- RETAIL AREA
- RESIDENTIAL AREA

100,942

Total population within a 3mi radius

189,329

Daytime population within a 3mi radius

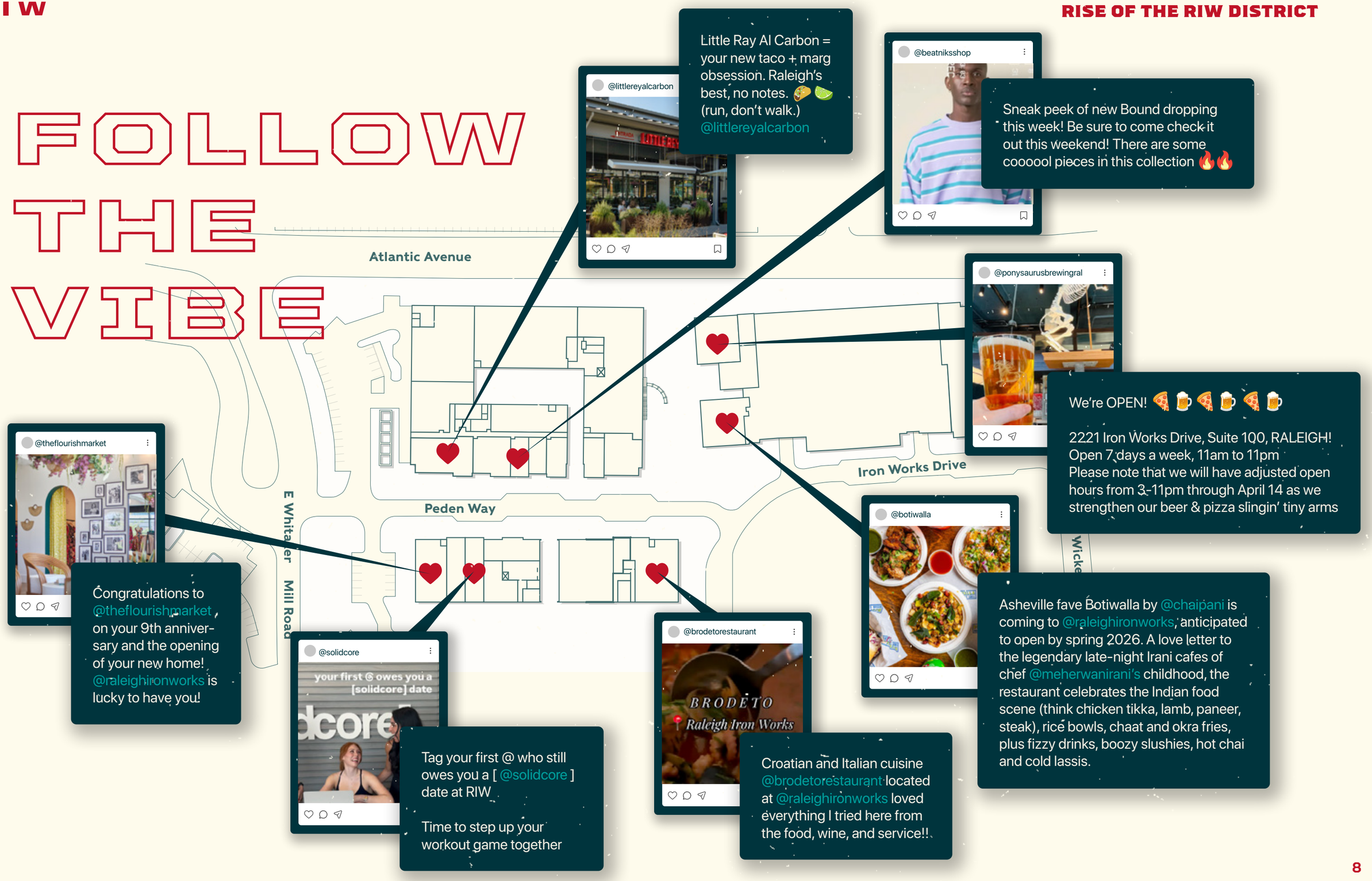
17.8 M

Raleigh saw 17.8 million tourists last year with a record $3B spending power

$114,000

Avg. HHI within 3mi

FOLLOW THE VIBE



8

A CURATED COMMUNITY



Audemars Piguet is investing $22 million in a 63,000-square-foot facility at Raleigh Iron Works

– Wake County Economic Development



We received so much foot traffic during our soft opening week that we anticipate the need of more patio seating and are considering expanding our patio space to accommodate continued traffic.

– Nick Hawthorne-Johnson, Ponysaurus

We're paying significantly more rent at RIW than Downtown Raleigh, but it's already paying off with higher foot traffic, and more opportunities for collaboration.

– Emily Sexton, Owner of Flourish Market

BRODETO, BY FAMED CHEF SCOTT CRAWFORD, RECEIVED 557 PARTY RESERVATIONS WITHIN THE FIRST HOUR OF LAUNCHING THE BOOKING SERVICE, 6,400 RESERVATIONS WERE MADE BY THE END OF LAUNCH DAY.

HEALTH & WELLNESS

THE RETURNING CUSTOMER

120 MINUTES

The average dwell time of fitness users at Raleigh Iron Works

47%

of consumers are motivated to visit a shopping center if it contains a wellness or fitness amenity









[solidcore] FX YOBA STUDIO TRIANGLE ROCK CLUB peachlab

STRATEGIC SITE ACTIVATION

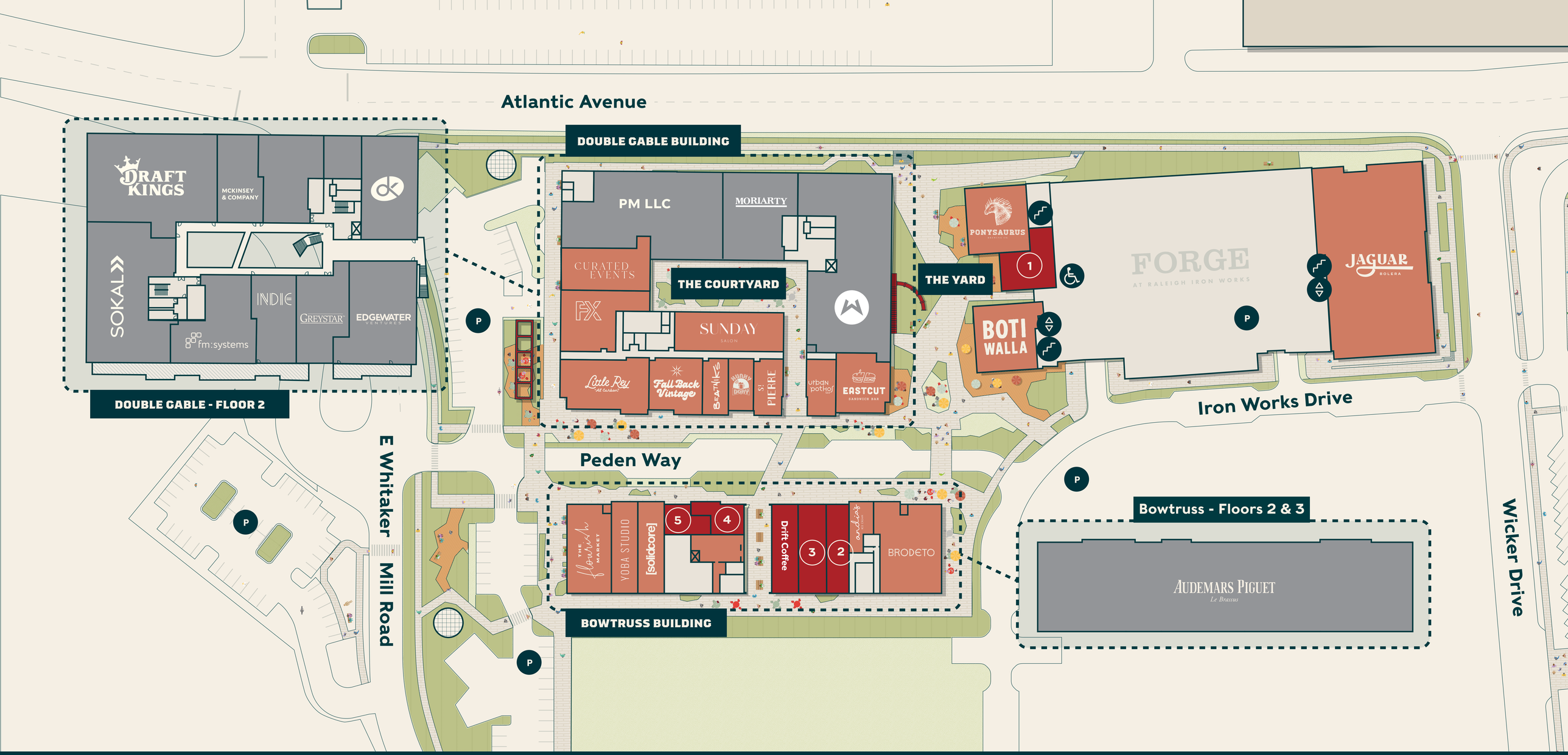
2 DISTRICT-WIDE EVENTS PER MONTH TARGETING NEIGHBORHOOD COMMUNITIES WITH AN AVERAGE HHI OF $114,000

EVENTS TARGET OUR THREE TARGET DEMOGRAPHICS WITHIN A 5MI RADIUS OF 256,800 RESIDENTS

DISTRICT EVENTS ATTRACT ATTENDEES STATEWIDE, WITH 65% OF PATRONS TRAVELING FROM OUTSIDE THE RALEIGH AREA TO ATTEND MONTHLY EVENTS

> We had our highest sales day ever at Small Business Saturday, topping record sales at our other three brick-and-mortar locations.
>
> – Sarah Moody, Triangle Pop-Up





RALEIGH IRON WORKS RETAIL OPPORTUNITIES

Lorem ipsum

SEE YOURSELF AT RIW?
Scan to explore available space

LEGEND

- LEASED RETAIL
- AVAILABLE RETAIL
- OFFICE

AVAILABLE SUITES

1.	Suite 1200	2,232 SF
2.	Suite 125	1,920 SF
3.	Suite 123	1,980 SF
4.	Suite 117	1,165 SF
5.	Suite 113	1,030 SF

RIW

THE TEAM

THE TEAM

Experienced Leadership

OUR DEVELOPMENT TEAM

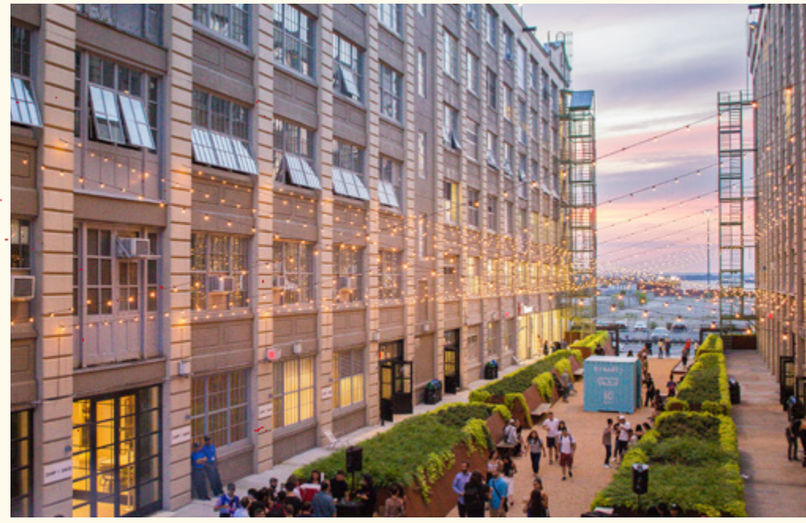
A project of Raleigh Iron Work's scale and scope requires the experienced leadership of owners committed to crafting landmark projects that create enduring quality, long-term value and a sense of community. Jamestown and Grubb Ventures are just such the owners.

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 North Carolina, including renowned neighbor, Dock 1053 and Glenwood Place.









LEASING *at* RALEIGH IRON WORKS

Grubb Ventures

Jamestown

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