



RIW

# RALEIGH IRON WORKS

2201

RIW

WHY  
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*Ralsigh?*

# 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.



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



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



**Best-run cities in America**  
WalletHub



**Safest state capital**  
WalletHub



**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:

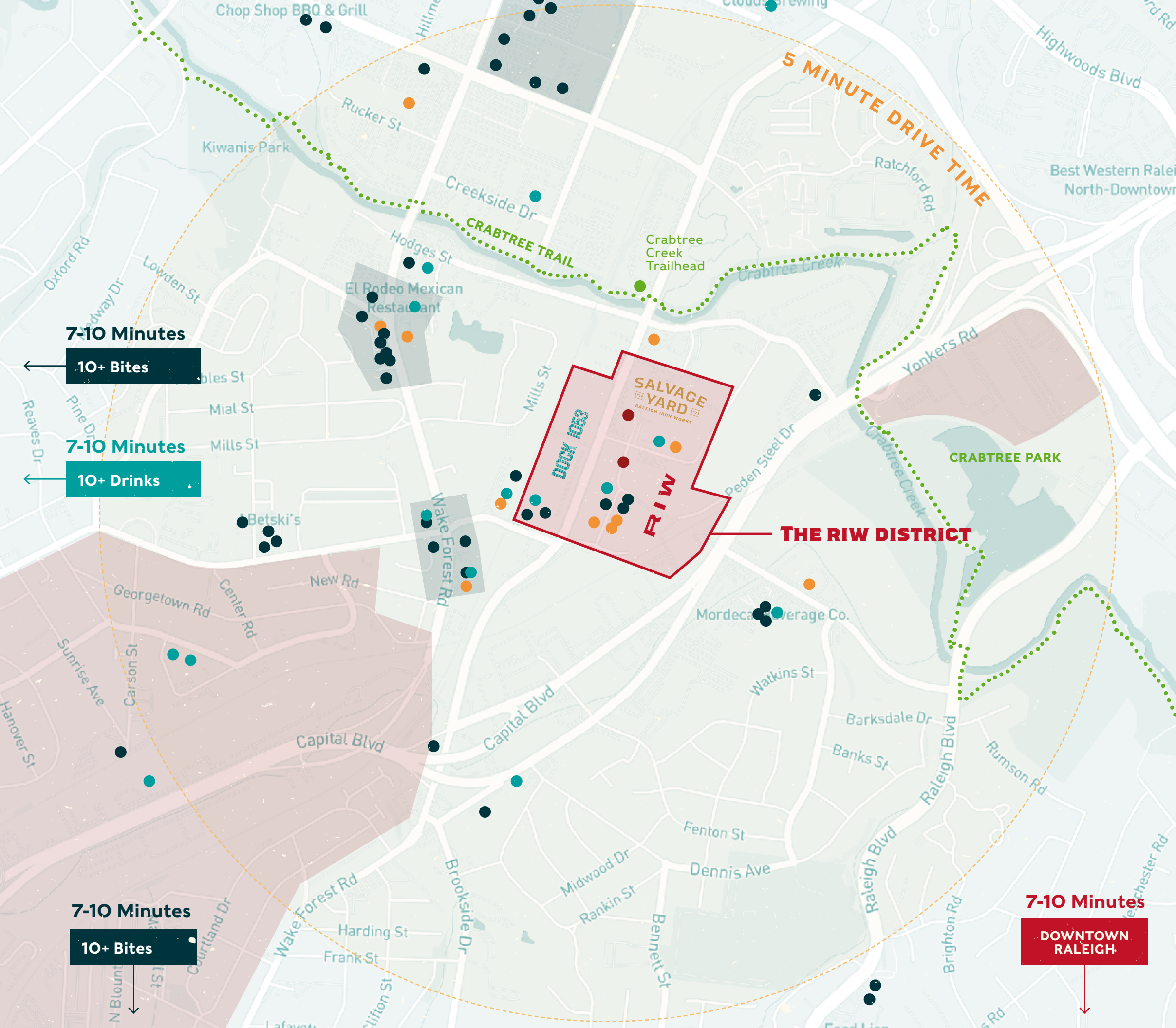
- Travel
- Attend sports events
- Investing
- Eclectic shopping



RIW

*The rise of the Raleigh Iron Works*

**DISTRICT**  
**DISTRICT**  
**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

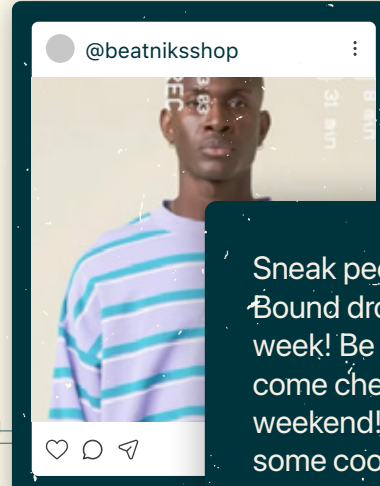
Atlantic Avenue

E Whitaker  
Mill Road

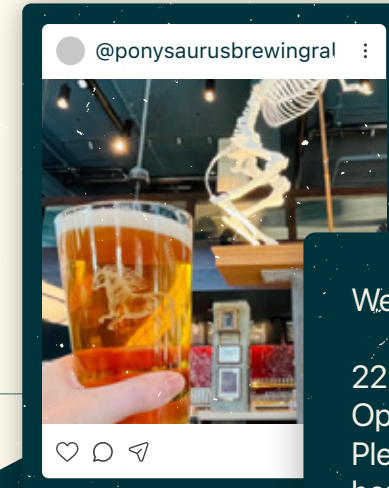
Peden Way

Iron Works Drive

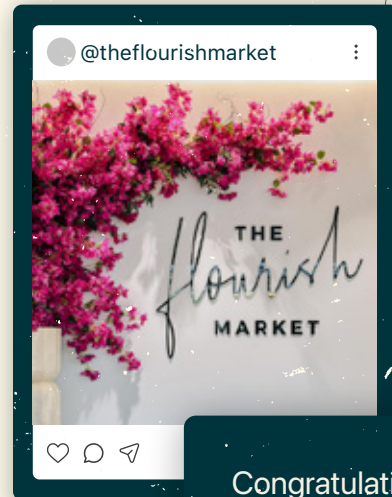
Wicker Drive



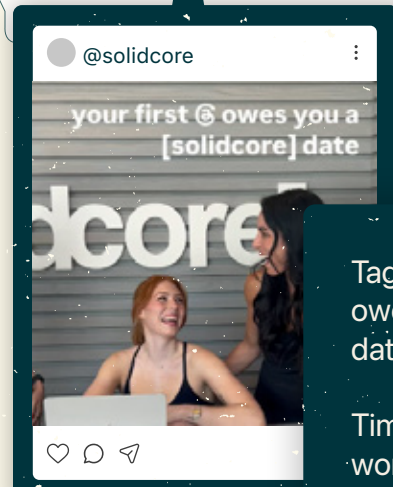
Sneak peek of new Bound dropping this week! Be sure to come check it out this weekend! There are some coooool pieces in this collection 🔥🔥



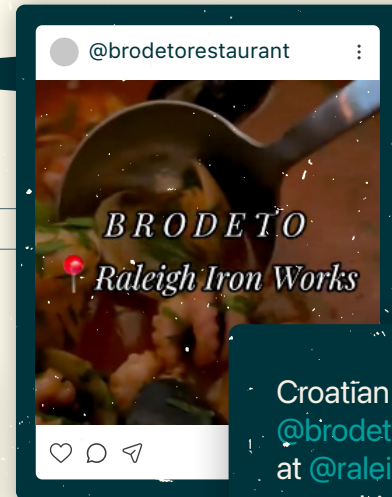
We're OPEN! 🍕🍺🍕🍺🍕🍺  
2221 Iron Works Drive, Suite 100, RALEIGH!  
Open 7 days a week, 11am to 11pm  
Please note that we will have adjusted open hours from 3-11pm through April 14 as we strengthen our beer & pizza slingin' tiny arms



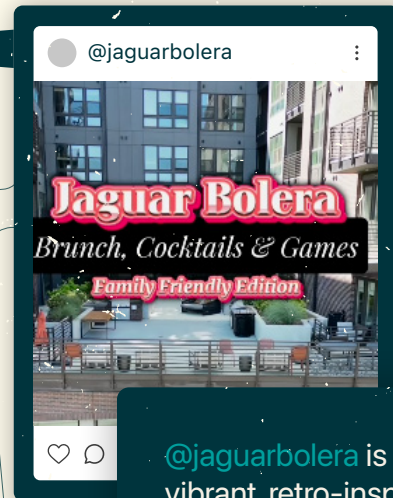
Congratulations to @theflourishmarket on your 9th anniversary and the opening of your new home! @raleighironworks is lucky to have you!



Tag your first @ who still owes you a [@solidcore] date at RIW  
Time to step up your workout game together



Croatian and Italian cuisine @brodetorestaurant located at @raleighironworks loved everything I tried here from the food, wine, and service!!



@jaguarbolera is a vibrant, retro-inspired entertainment venue in Raleigh, NC, blending mid-century modern design with a lively atmosphere. #hosted



# 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

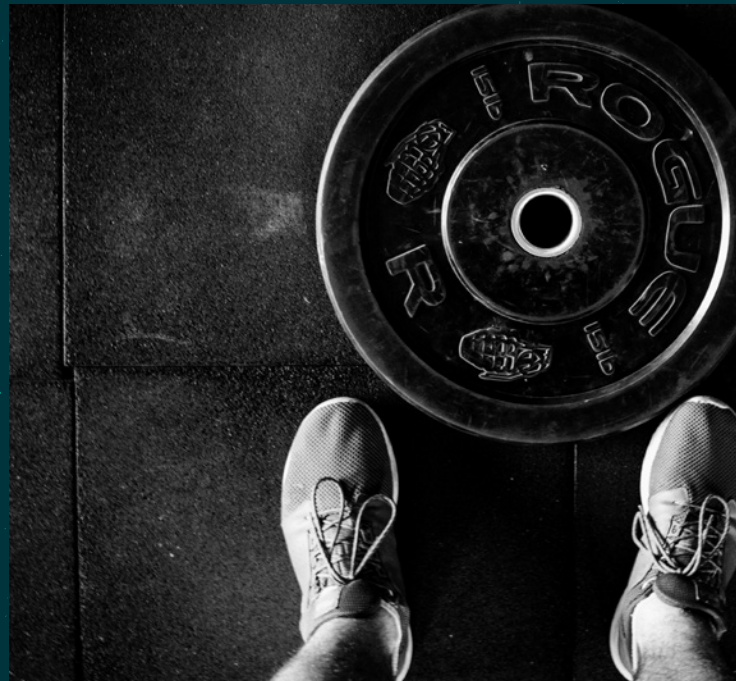
## THE RETURNING CUSTOMER

### 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



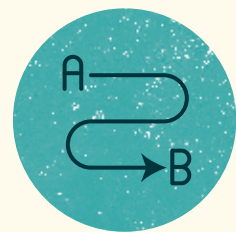
# STRATEGIC SITE ACTIVATION



**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**

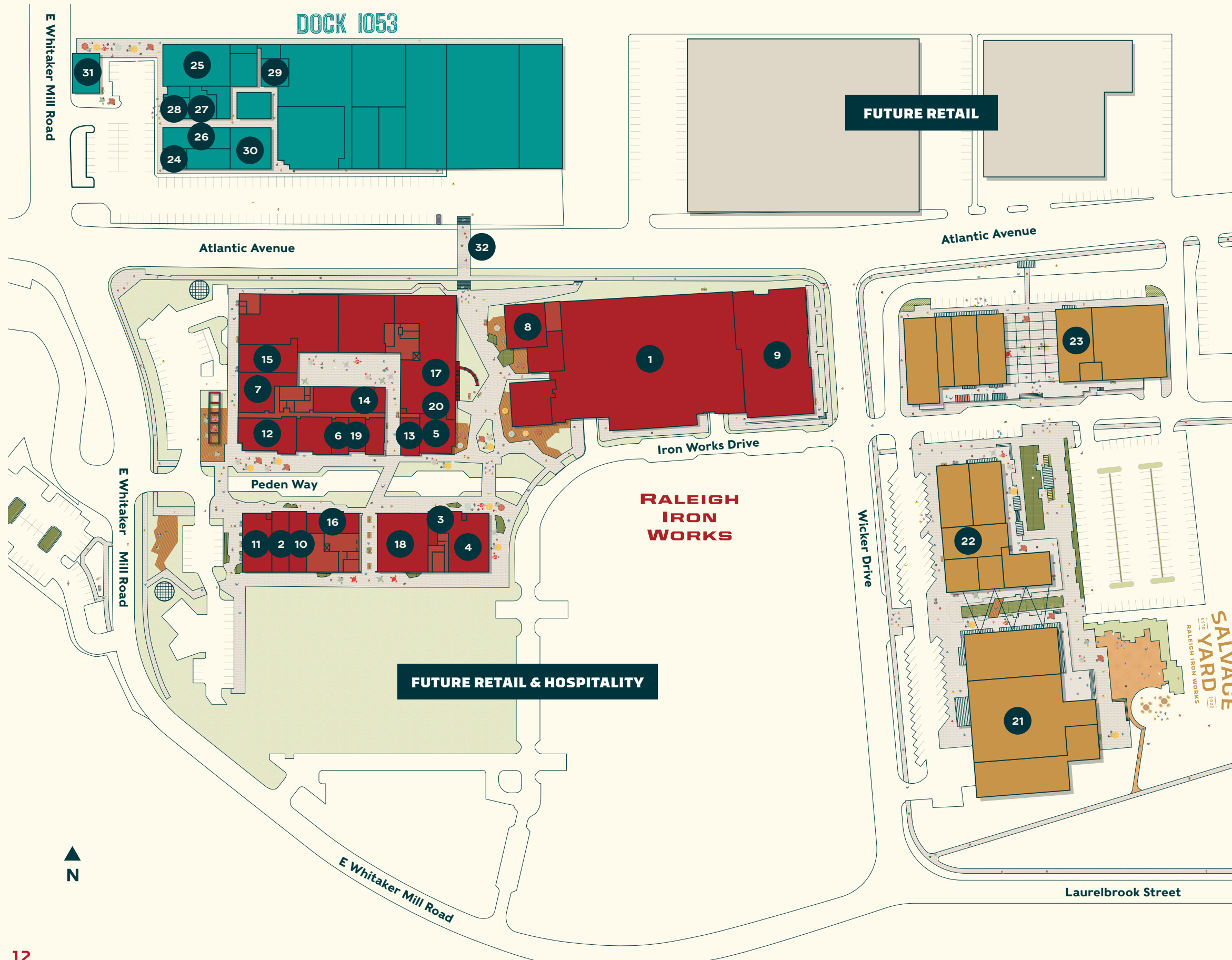


**DISTRICT EVENTS ATTRACT ATTENDEES STATEWIDE, WITH 65% OF PATRONS TRAVELING FROM OUTSIDE THE RALEIGH AREA TO ATTEND MONTHLY EVENTS**

“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





EXISTING & FUTURE TENANTS

1. Forge Living	Now Open
2. Yoba Studio	Now Open
3. Andia's Ice Cream	Now Open
4. Brodeto	Now Open
5. Eastcut Sandwich Bar	Now Open
6. Beatniks	Now Open
7. FX Fitness	Now Open
8. Ponymsaurus Brewing	Now Open
9. Jaguar Bolera	Now Open
10. Solidcore	Now Open
11. The Flourish Market	Now Open
12. Little Rey	Now Open
13. Urban Pothos	Now Open
14. FM:Systems	Now Open
15. Curated Events	Now Open
16. Fare & Fellow	Spring '25
17. Wasserman	Now Open
18. Audemars Piguet	Coming '25
19. Hunky Dory	Coming '24
20. Edgewater Ventures	Coming '24
21. Triangle Rock Club	Now Open
22. NOCO Beverage	Winter '25
23. Cannonball Music Hall	Coming '25
24. Hummingbird Cafe	Now Open
25. Lynnwood Brewing	Now Open
26. Trig Modern	Now Open
27. Photify	Now Open
28. Mister Pompadour	Now Open
29. Posh Nosh	Now Open
30. Loading Dock	Now Open
31. Wilson Eatery	Now Open
32. Future Pedestrian Bridge	TBD

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THE TEAM  
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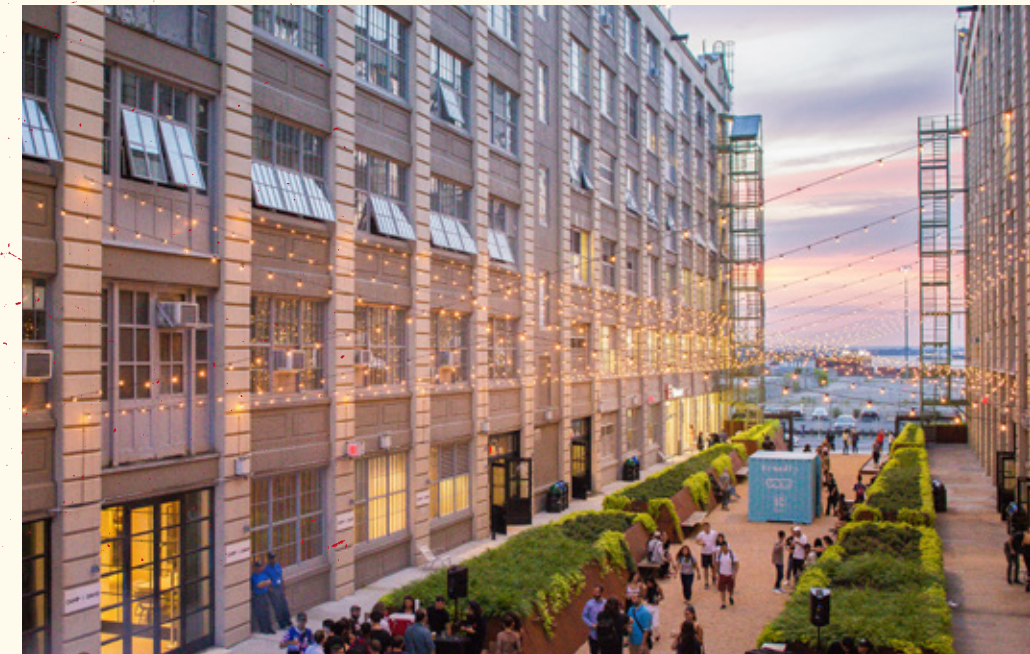
*Experienced Leadership*

# 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



**WENDY NABORS**

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