

ROCKWAY RALEIGH

RALEIGH, NC



REGIONAL ANALYSIS

Rockway Raleigh is uniquely situated as a link between nature and urbanity - between Downtown and Dix Park, between a street and stream. Its northern tip of the site sits at the nexus between Lake Wheeler Dr, South Saunders St, Dix Park, Rocky BrankTrail and Downtown. It is also just beyond two bridges - one supporting the railroad above, another spanning the Rocky Branch creek below.

To the west, South Saunders Street, is currently defined by a series of one-story industrial buildings. However, driven by the construction of the adjacent Dix Park, South Saunders St and its surrounding neighborhood is quickly transforming into an active, mixed use urban district.

To the North lies Rocky Branch, a creek that flows down from the northern edge of Dix Park. Paralleled by an Rocky Brank Trail, an urban greenway, Rocky Branch is a critical piece of the city infrastructure, providing pedestrian links between The North Carolina Art Museum, NC State University, Dix Park and Downtown.



DOWNTOWN

DIX PARK

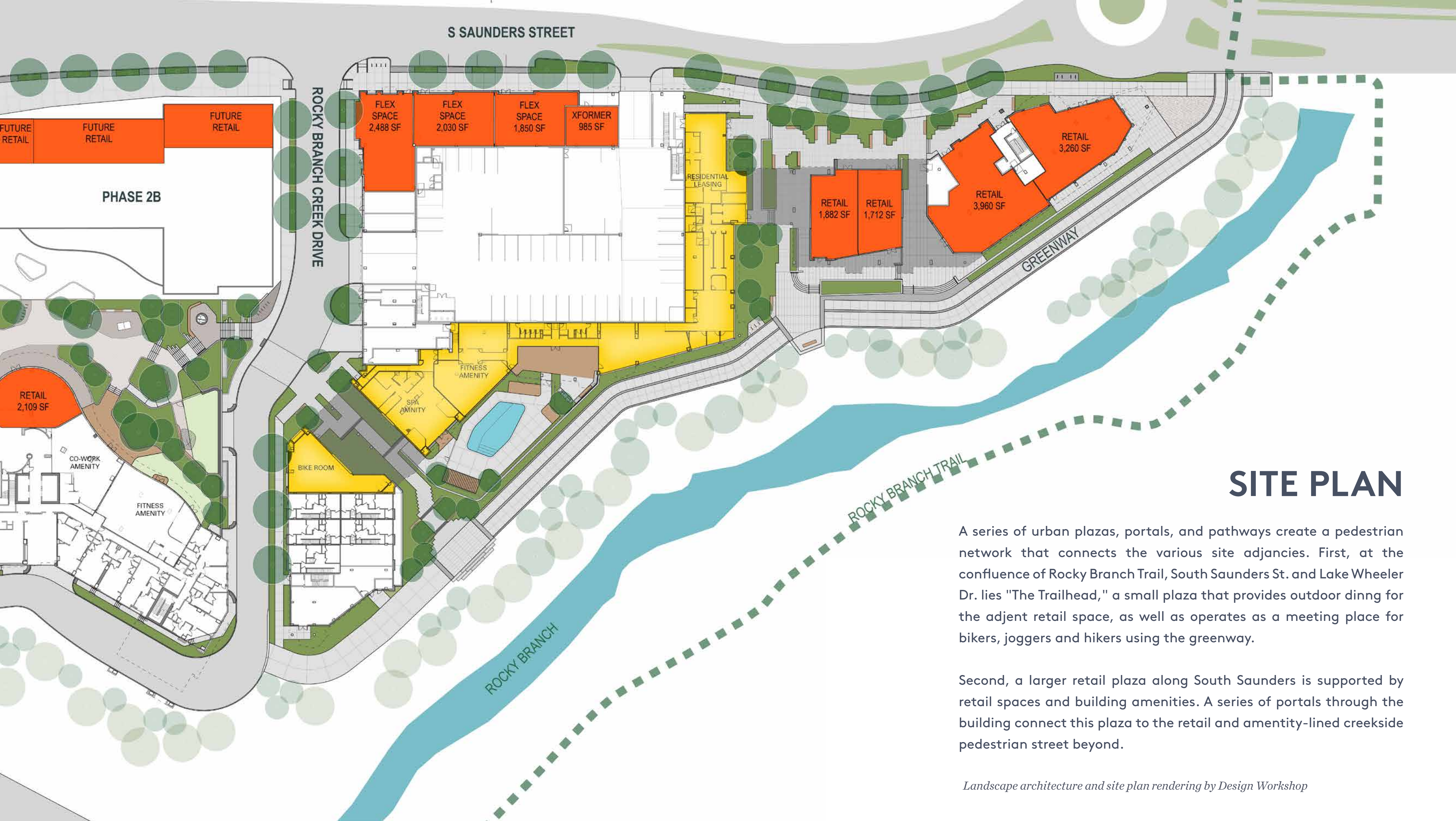
PHASE 01

PHASE 02

PHASE 03

PARK CITY SOUTH





S SAUNDERS STREET

ROCKY BRANCH CREEK DRIVE

GREENWAY

ROCKY BRANCH TRAIL

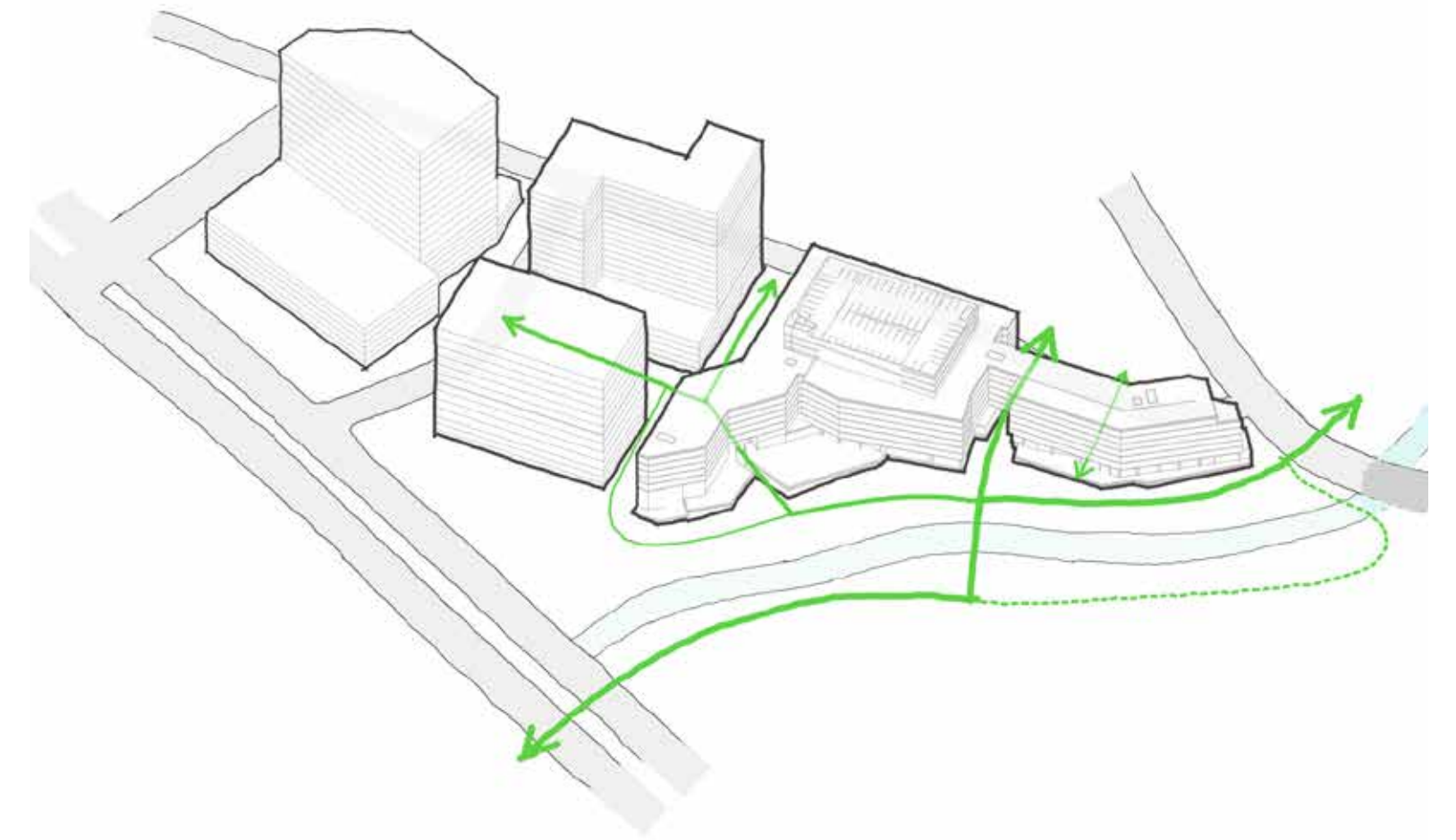
ROCKY BRANCH

SITE PLAN

A series of urban plazas, portals, and pathways create a pedestrian network that connects the various site adjancies. First, at the confluence of Rocky Branch Trail, South Saunders St. and Lake Wheeler Dr. lies "The Trailhead," a small plaza that provides outdoor dining for the adjent retail space, as well as operates as a meeting place for bikers, joggers and hikers using the greenway.

Second, a larger retail plaza along South Saunders is supported by retail spaces and building amenities. A series of portals through the building connect this plaza to the retail and amenity-lined creekside pedestrian street beyond.

Landscape architecture and site plan rendering by Design Workshop

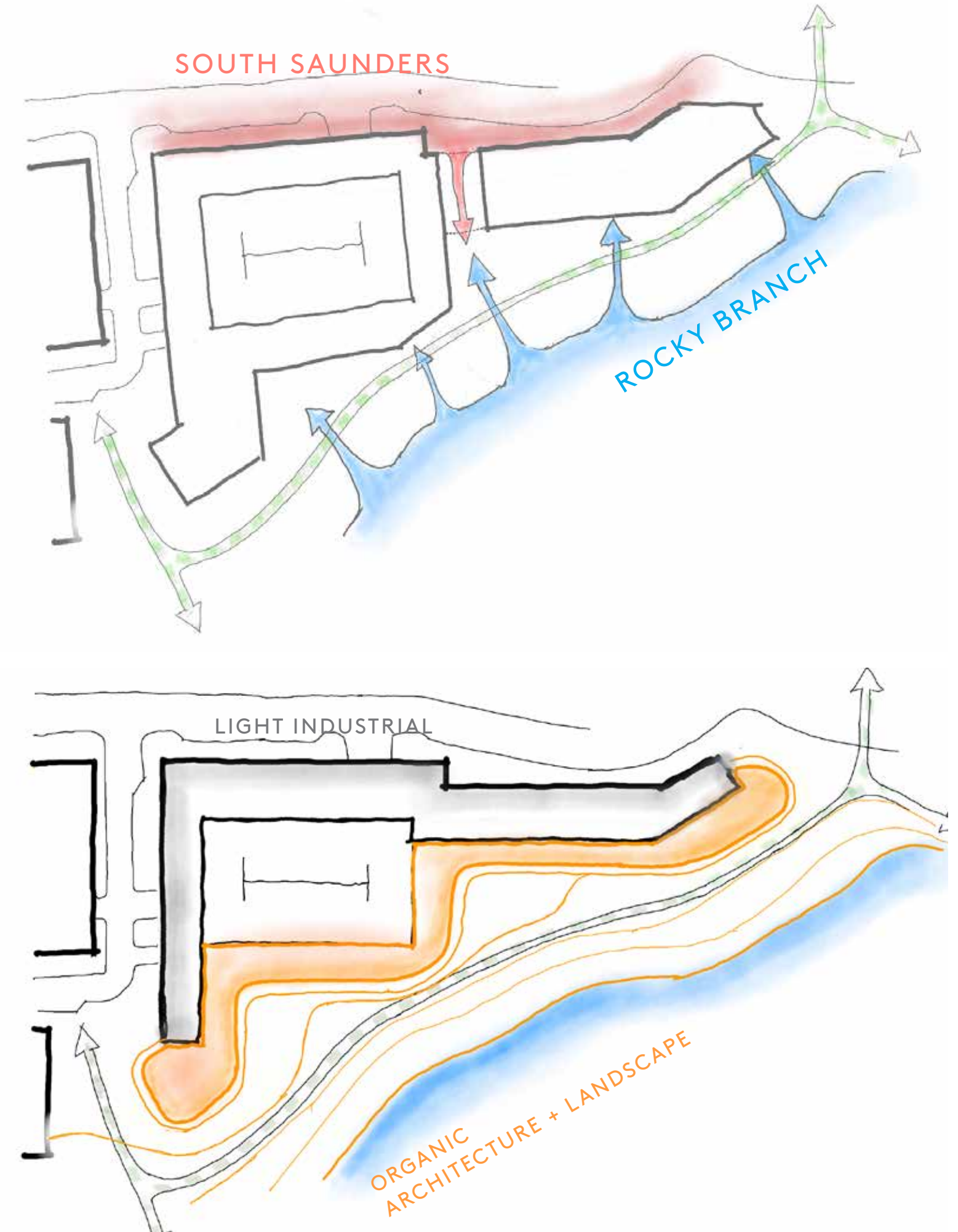


Concept Diagram denoting the ground level pedestrian connectivity both through and around the building.





DESIGN INSPIRATION



The building facades mix natural metaphors and industrial materials to reflect both the site's history and natural environment. Metal panels and brick combine with staggered vertical panels in response to South Saunder's light industrial heritage. Along Rocky Branch, the facade is imagined as an eroded cliff face. Horizontal banding and irregularly shaped balconies are applied to the meandering building form as if shaped by the creek itself.



ROCKWAY

PARKSIDE COFFEE

PARKSIDE COFFEE

ROCKWAY SCIENCES

ROCKWAY RESIDENCES





ROCKWAY RALEIGH

RALEIGH, NC

CLIENT
Kane Realty Corporation

USE
Mixed-Use
Multifamily/Retail

DETAILS
343 Units

SERVICES
Urban Design
Architecture

COMPLETION
2024