

STERLING PLACE



HR
RETAIL
A MEMBER OF CHAINLINKS RETAIL ADVISORS

4318 KNOX ROAD, COLLEGE PARK, MARYLAND, 20740

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MIXED-USE DEVELOPMENT

Uniquely positioned off of Knox Road and Route 1 in Downtown College Park, the development will activate the University of Maryland Campus edge and enhance the surrounding community with student housing units, more than 23,000 SF of retail, and 85 parking spaces.

PROPERTY HIGHLIGHTS

- Space: 1,095 - 4,564 SF
- 23,375 SF of retail
- Delivery - Spring 2024, Opening - Fall 2024
- 85 retail parking spaces
- 24,550 cars pass daily

2023 TRADE AREA DEMOGRAPHICS



Total Population



Daytime Population



Average HH Income



Total Businesses



Bachelor's/Grad/Prof Degree

1 MILE

24,762

34,397

\$97,198

709

68.9%

3 MILES

202,007

175,210

\$99,571

5,033

31.7%

5 MILES

499,328

460,577

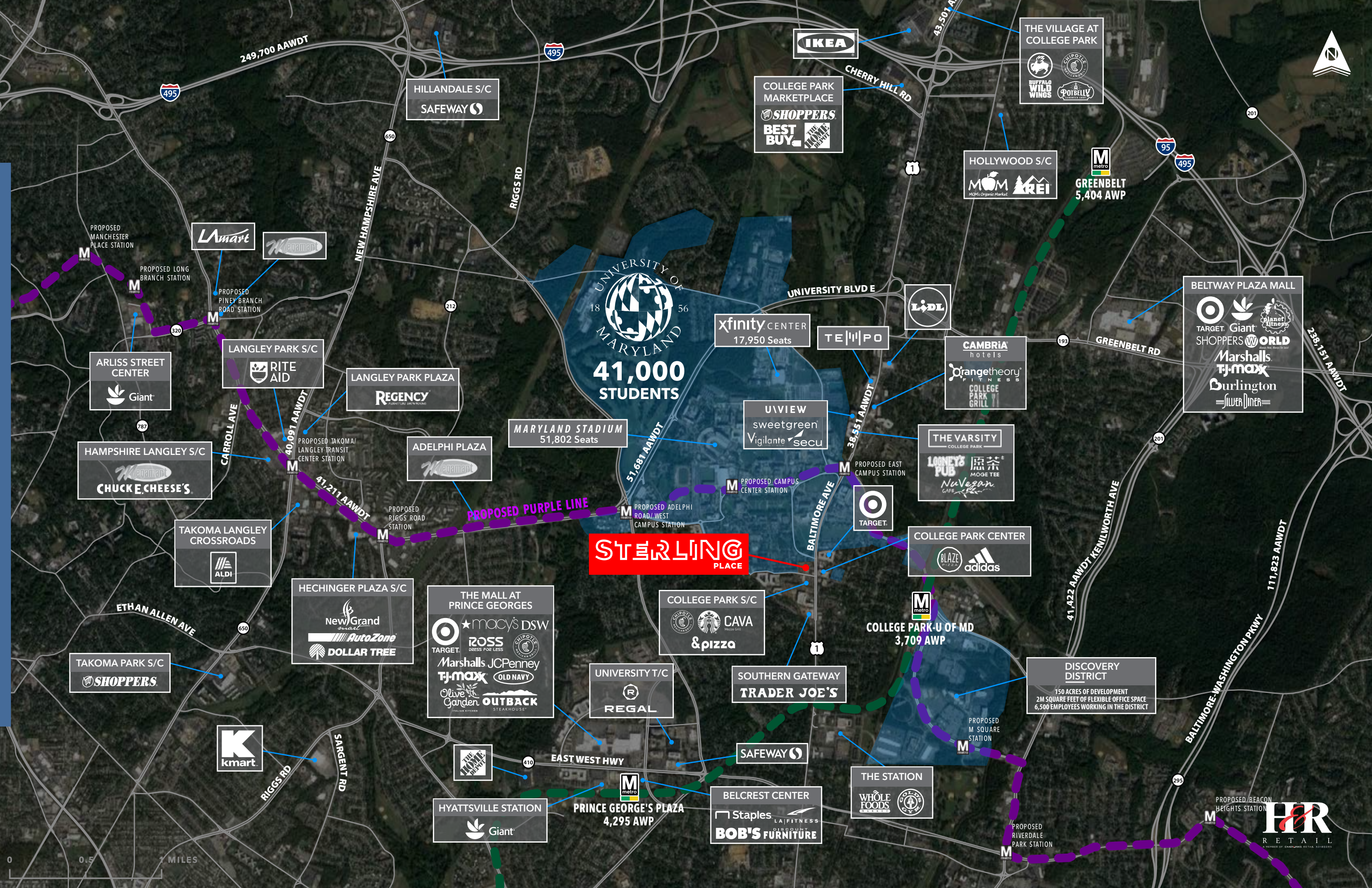
\$113,361

15,290

40.9%



A MEMBER OF CHAINLINK RETAIL ADVISORS



UNIVERSITY OF MARYLAND
18 56
41,000 STUDENTS

STERLING PLACE

MARYLAND STADIUM
51,802 Seats

xfinity CENTER
17,950 Seats

BELTWAY PLAZA MALL
TARGET Giant
SHOPPERS WORLD
Marshalls T.J. Maxx
Burlington
SILVER DINER

GREENBELT
5,404 AWP

COLLEGE PARK U OF MD
3,709 AWP

PRINCE GEORGE'S PLAZA
4,295 AWP

DISCOVERY DISTRICT
150 ACRES OF DEVELOPMENT
2M SQUARE FEET OF FLEXIBLE OFFICE SPACE
6,500 EMPLOYEES WORKING IN THE DISTRICT

PROPOSED BEACON HEIGHTS STATION
HR
RETAIL
A MEMBER OF CHARLESBAY RETAIL ADVISORS

0 0.5 1 MILES



A DYNAMIC TRADE AREA

MORE THAN JUST A COLLEGE TOWN



- Over 41,000 students
- 300,000 Visitors per year
- Over 30,000 people in downtown College Park
- A hub for innovation
- A transit oriented walkable community
- 130 acre office park dedicated to research
- 5,000 Employees in the discovery district
- A growing city
 - 3,768 New residential
 - 522 Hotel rooms
 - Over 250,000 sf of commercial development



591,000
CURRENT SQUARE FOOTAGE

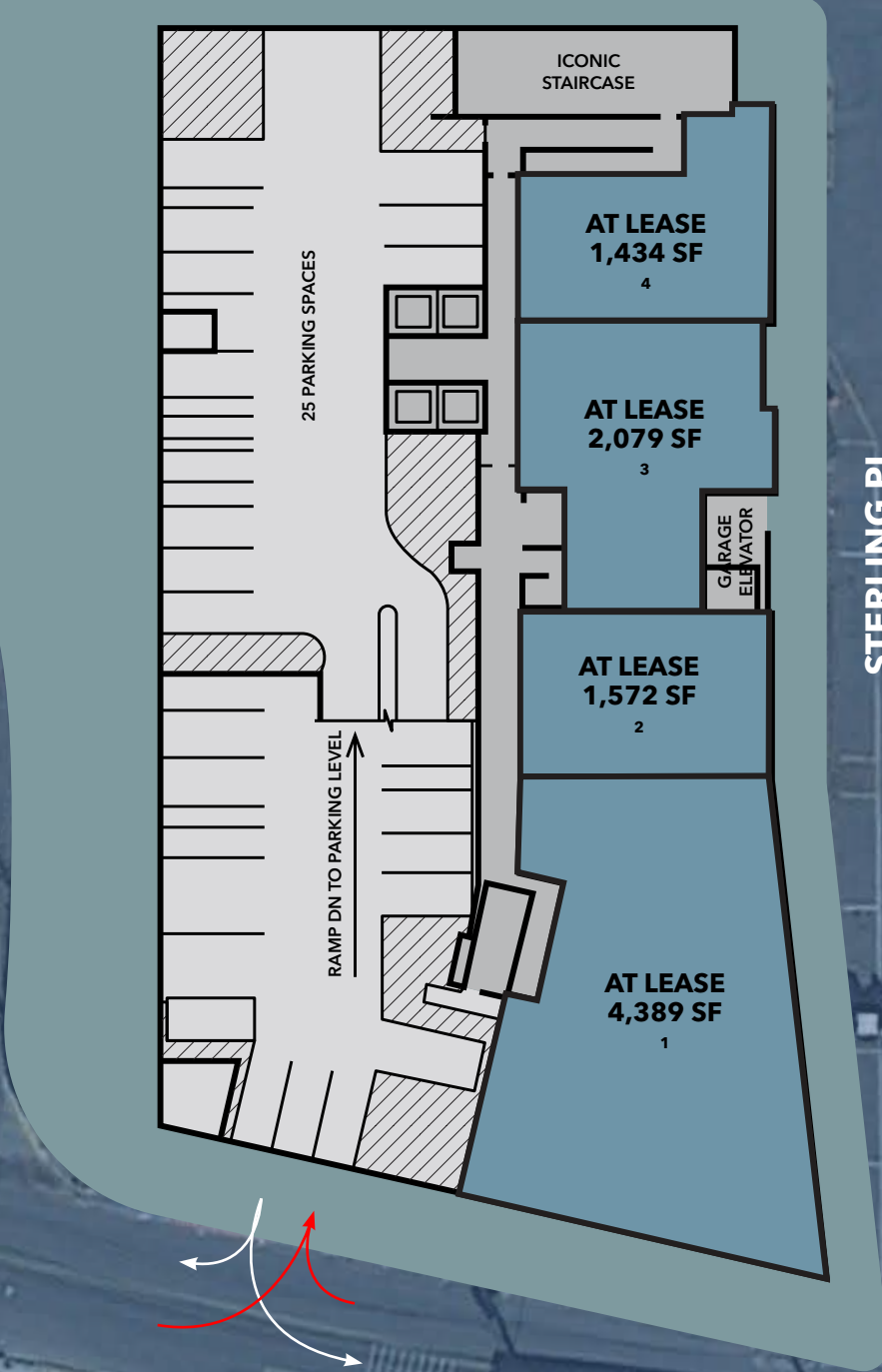


2 MILLION SQFT
AT FULL BUILD-OUT

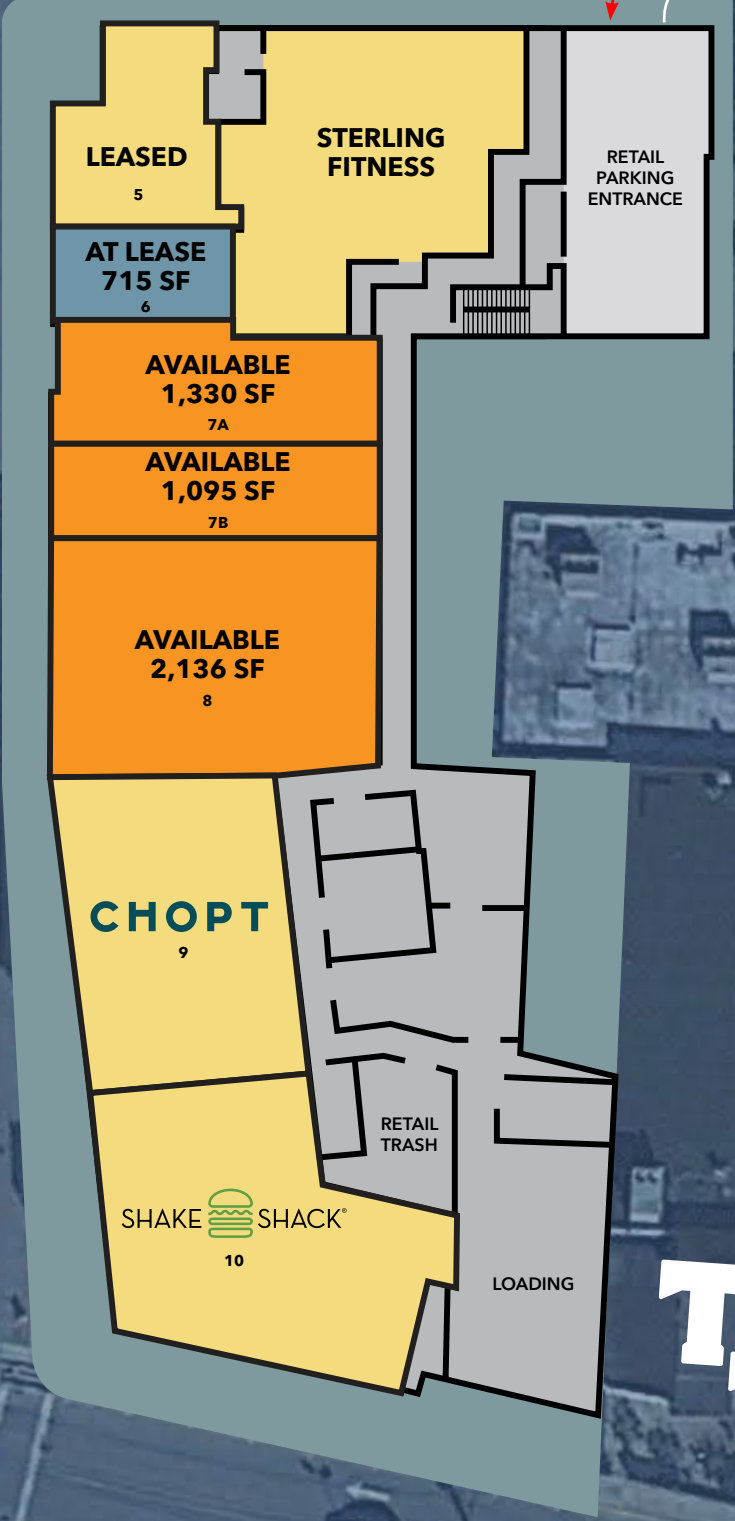




LEHIGH RD



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KNOX RD

BALTIMORE AVE

24,550 AAWDT

Site Plan Key

- Available
- Leased
- At Lease



UNIVERSITY OF MARYLAND

UMD DORMS

GARAGE ELEVATOR

LEHIGH RD



BALTIMORE AVE

RETAIL PARKING ENTRANCE

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CAVA

KNOX ROAD



NORTHEAST FACING RETAIL FROM KNOX RD



NORTHEAST FACING RETAIL FROM KNOX RD



SOUTHEAST FACING RETAIL FROM ROUTE ONE

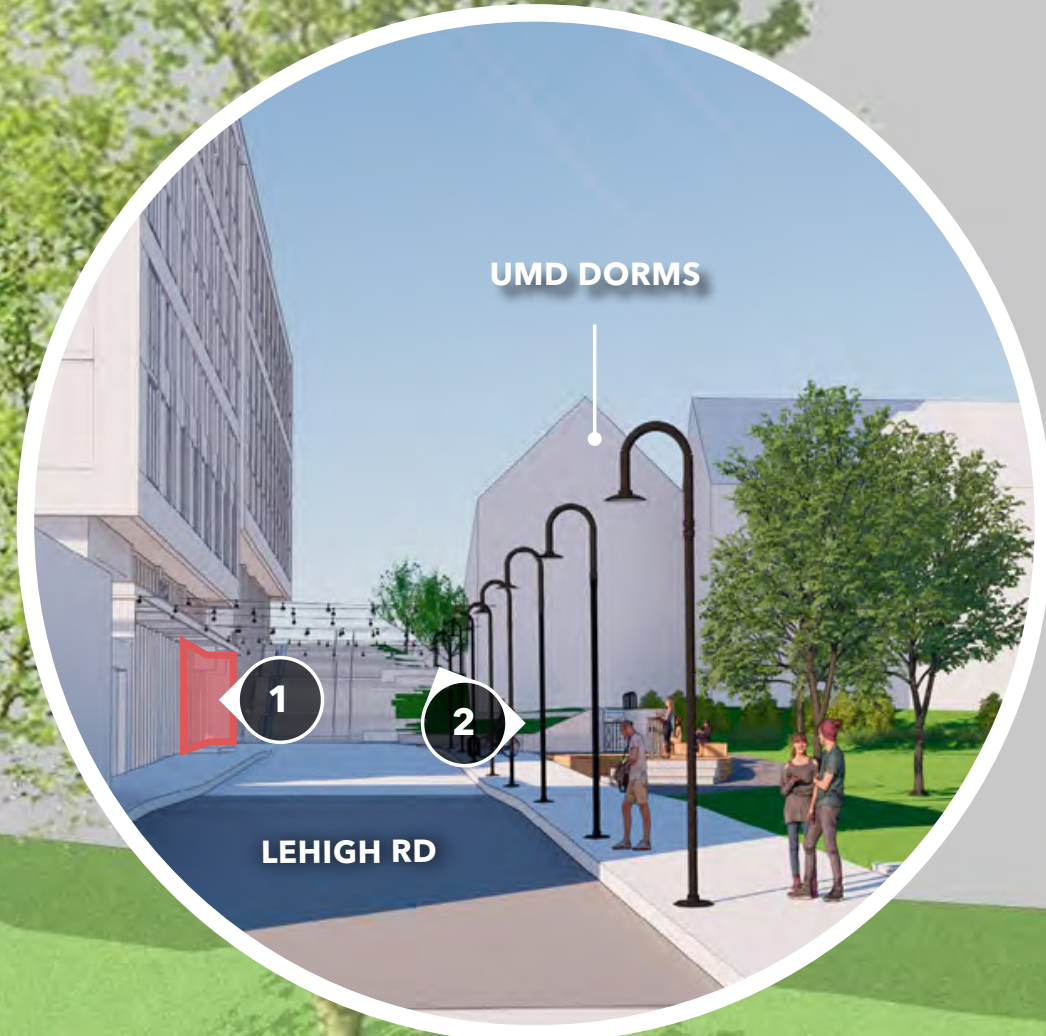
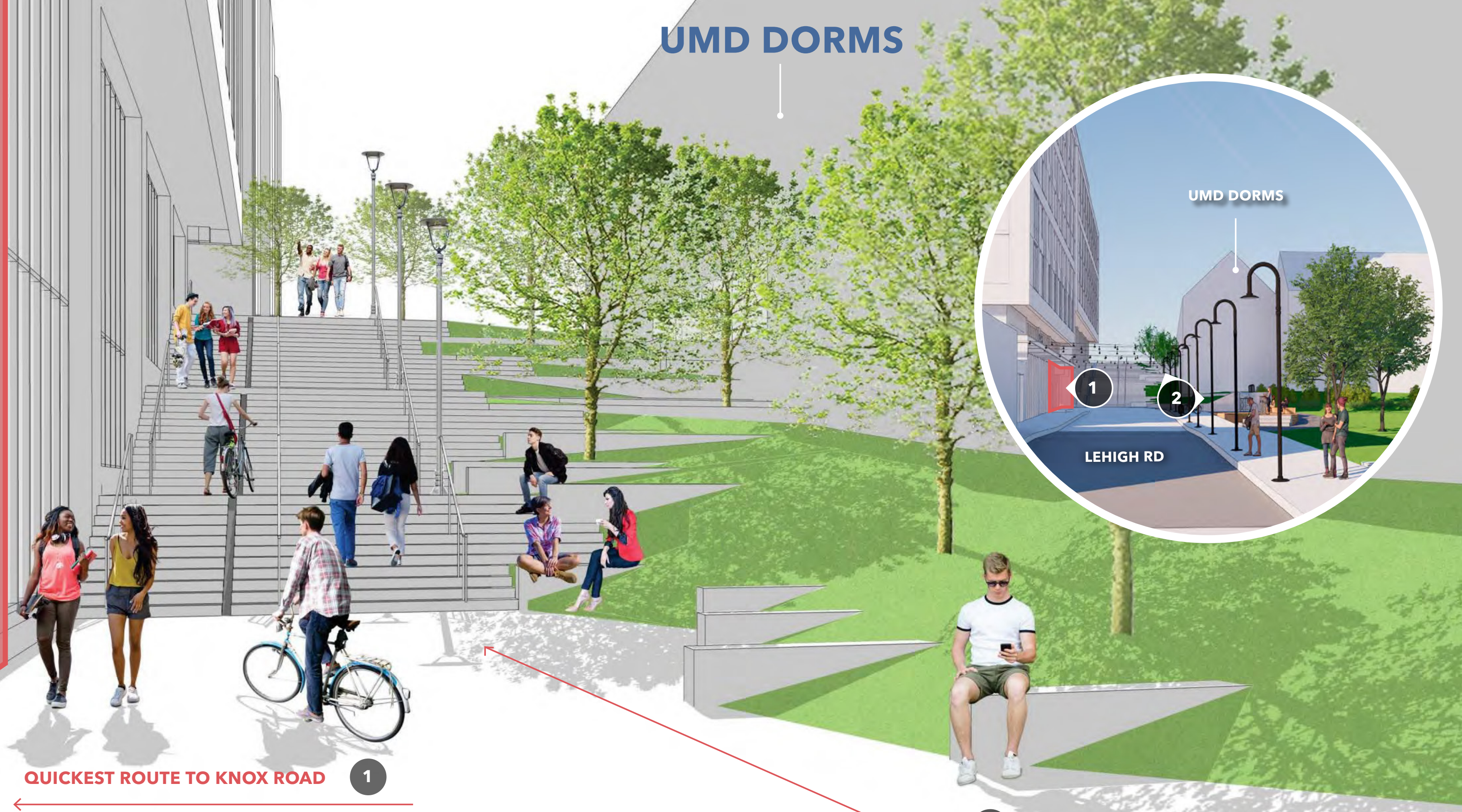


RETAIL PARKING ENTRANCE



LEHIGH RD

UMD DORMS



← **QUICKEST ROUTE TO KNOX ROAD**

1

ICONIC STAIRCASE ACCESS FROM LEHIGH RD

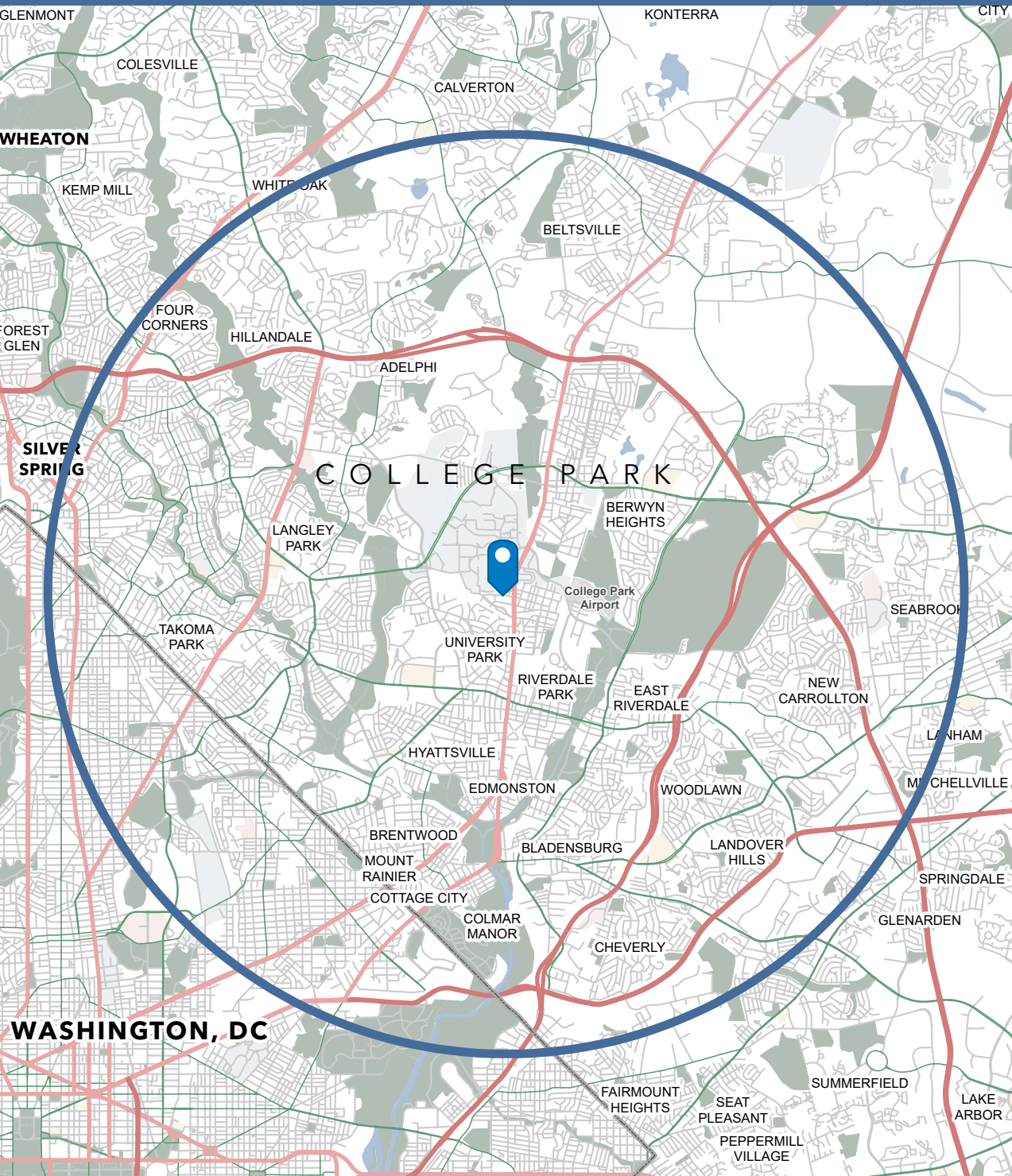
2 **QUICKEST ROUTES TO UMD CAMPUS** →



COLLEGE PARK, MD

DEMOGRAPHIC PROFILE (2023)

Sterling Place
5 mile ring



KEY FACTS

499,328 Population	35.6 Median Age	173,560 Households
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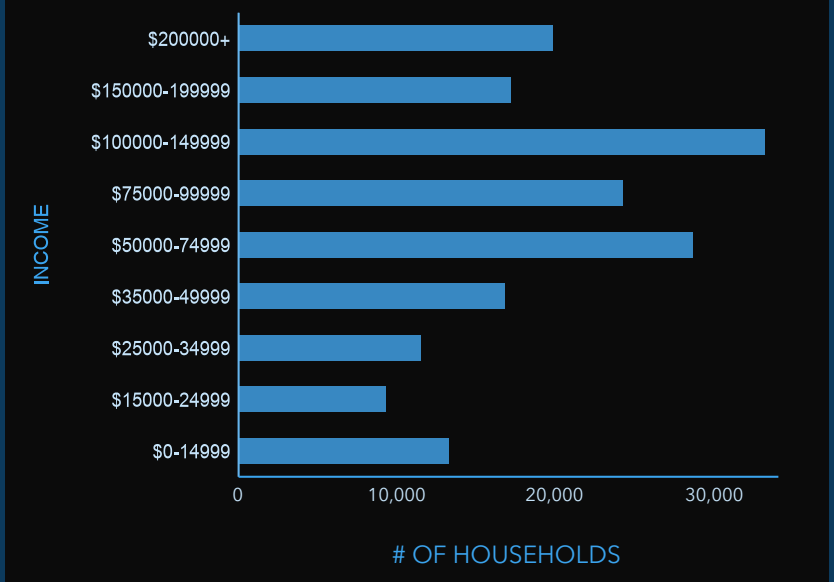
EDUCATION

20% High School Diploma	21% Bachelor's Degree	20% Graduate/Professional Degree
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INCOME

\$79,358 Median Household Income
\$39,455 Per Capita Income

\$113,361
AVERAGE HH INCOME (\$)



BUSINESS

15,290 Total Businesses	460,577 Daytime Population	998 Food Srv & Drinking Places
41,000 UMD Students	4,000 UMD Faculty	

TAPESTRY SEGMENTS

8A City Lights
19,322 (11.1%) of households

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, singlefamily homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

- These consumers are price savvy but will pay for quality brands they trust.
- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.

2B Pleasantville
15,533 (8.9%) of households

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.

11C Metro Fusion
15,299 (8.8%) of households

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35% lower than the US level.

- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

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