

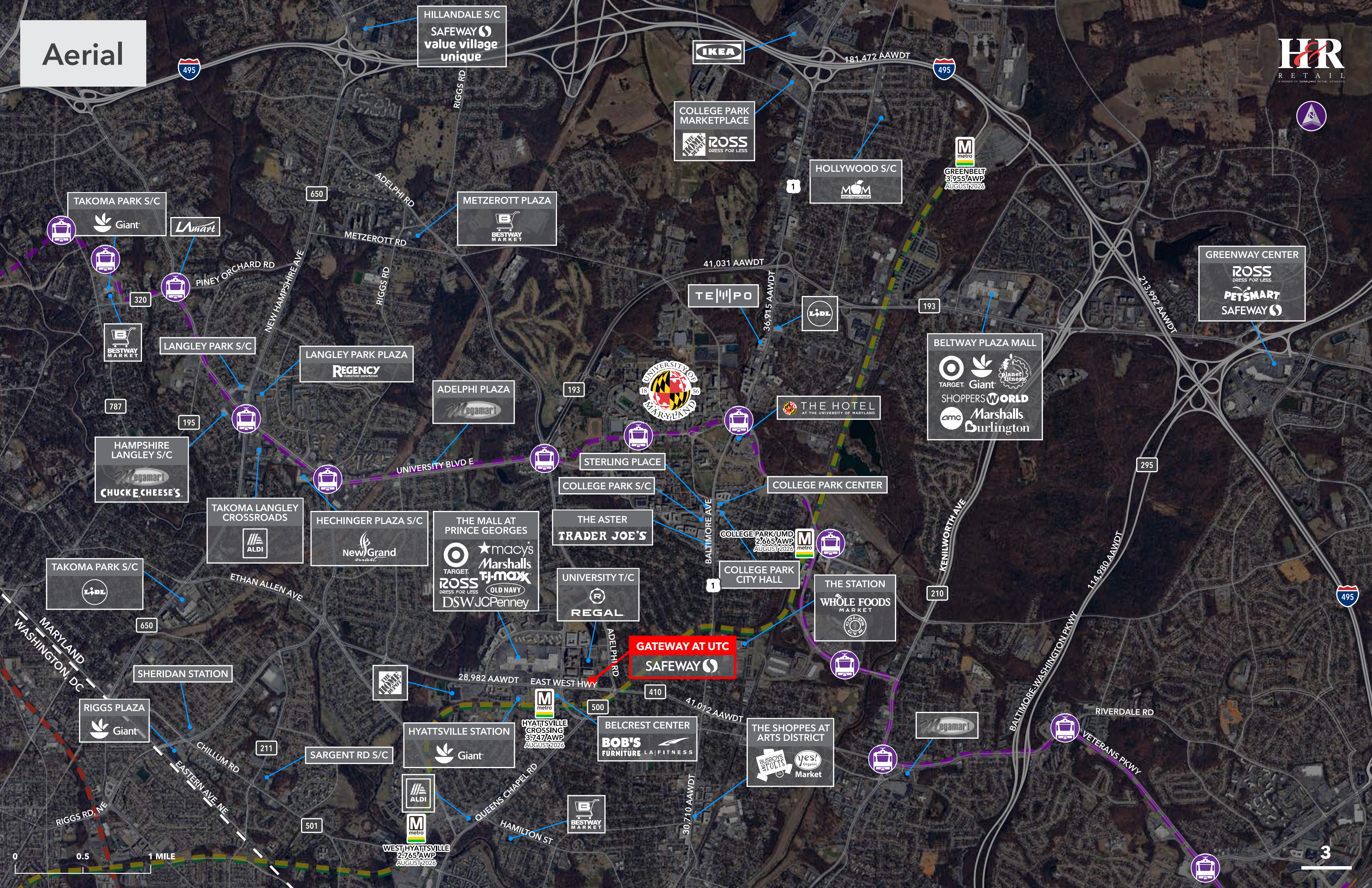


GATEWAY AT UTC

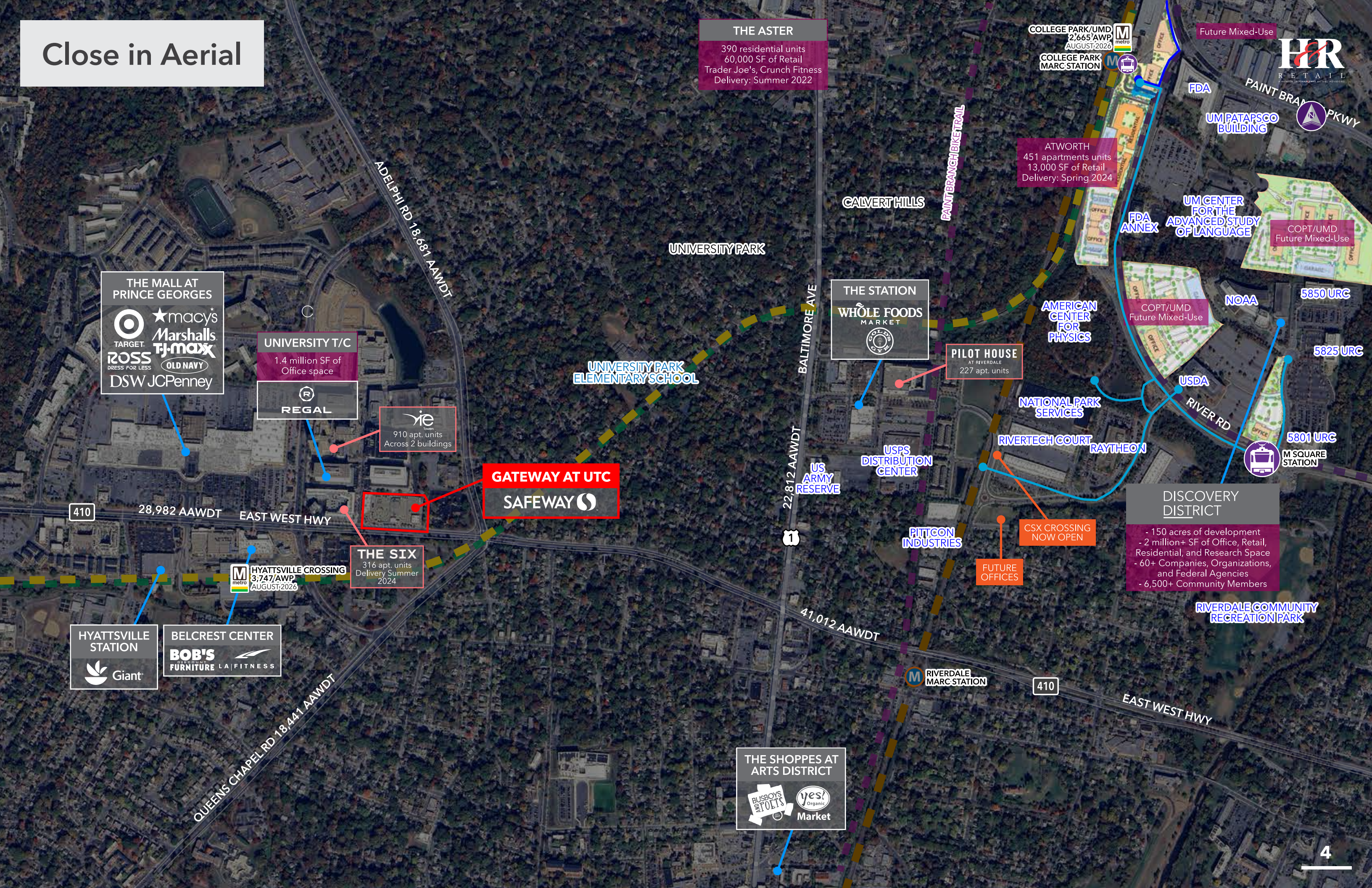
HYATTSVILLE, MD



Aerial



Close in Aerial



Site Plan

UNIVERSITY T/C
1.4 Million SF of Office space

REGAL

MedStar Health
10,090 SF

TOP LEVEL
PARKING COUNT
223 SPACES

Phenix
Salon Suite
4,500 SF

SECOND LEVEL

E LIBERTY LN

AMERICA BLVD

WINE & LIQUOR
5,159 SF
PG NAILS & SPA
1,442 SF
Pelle CAMPERO
2,909 SF

SAFEWAY
54,055 SF

LOWER LEVEL
PARKING COUNT
77 SPACES

AVAILABLE
4,561 SF
2/1/27

DEMOCRACY AVE

MD-410 / EAST-WEST HWY

Site Plan Key
 LEASED
 AVAILABLE

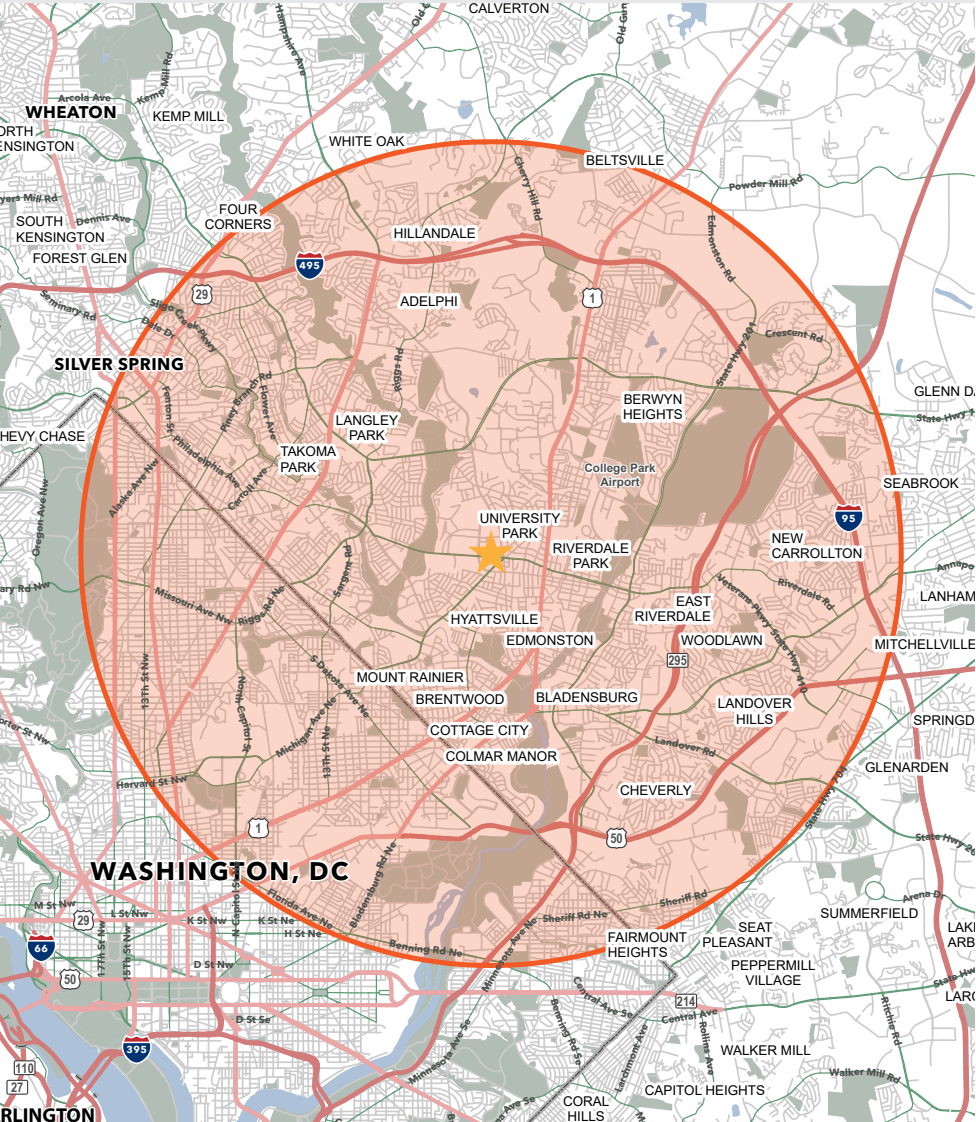
Psychographic Profile

2026 and 2031 Esri Forecasts. Converted Census 2010 data into 2020 geography
Lat/Lon: 38.966694, -76.951083



HYATTSVILLE, MD

DEMOGRAPHIC PROFILE (2026)
Gateway at UTC
5 mile ring



KEY FACTS

600,641	35.0	222,771
Population	Median Age	Households

EDUCATION

20.8%	23.2%	24.0%
High School Diploma	Bachelor's Degree	Graduate/Professional Degree

EMPLOYMENT

White Collar	63.4%
Blue Collar	17.1%
Services	19.5%

INCOME

	\$96,429
	Median Household Income
	\$50,211
	Per Capita Income
\$134,580 AVERAGE HH INCOME (\$) # OF HOUSEHOLDS	

BUSINESS

18,400	567,857	1,624
Total Businesses	Daytime Population	Food Srv & Drinking Places

HOMEOWNERSHIP

33,727	14,401	16,358
Total Housing Units	Owner Occupied Housing Units	Renter Occupied Housing Units

TAPESTRY SEGMENTS

D2

Trendsetters

27,300 (12.3%) of households

These educated young singles aren't ready to settle down; they tend to not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

- Residents are young and well educated; more than half have a bachelor's degree or more.
- Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios.
- Image is important to these consumers. They use the internet to keep up with the latest styles and trends and shop around for good deals.
- Trendsetters residents travel often, exploring new destinations and experiences.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.

D5

Laptops and Lattes

20,200 (9.1%) of households

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious and care about the environment.

- More than three out of four have a bachelor's degree or higher.
- Labor force participation is high, more than 75%.
- Salaries are the primary source of income for most households, but self-employment income and investment income complement the salaries in this market.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

D4

Metro Renters

16,400 (7.4%) of households

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



GATEWAY AT UTC

HYATTSVILLE, MD

HR
RETAIL
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REALTY
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