The Beating Heart of the RTP

RESEARCH TRIANGLE PARK
NORTH CAROLINA
Horseshoe will be at the heart of HUB RTP, an urban, walkable district with 1.2 million square feet of office/labspace, 75,000 square feet of retail and restaurants, up to two hotels, and 800 residential units, all designed to bring people together to work, stay, shop, drink and dine for the first time within RTP.
Horseshoe at HUB RTP is a rare development in one of the world’s premier innovation communities.

- **Projected Population in 2022 within 10 min drive**: 131,591
- **Average HH Income within 10 min drive**: $93,336
- **Employees within 10 min drive**: 155K+
- **60% of population has college degree, masters or doctorate**

Unparalleled Access
RALEIGH–DURHAM ADVANTAGE

Raleigh–Durham benefits from robust, diversified demand drivers that have amplified population growth 4x faster than the US growth rate since 2010. The CSA is buoyed by growing, sustainable medical, educational, life sciences and tech employment bases. Positive employment announcements throughout the pandemic point to continued oversized gains in population through in-migration trends and retention of many of the 80,000 students from the MSA’s three Tier One research universities – Duke, UNC Chapel Hill and NC State.

#1
OVERALL REAL ESTATE MARKET PROSPECT
ULI Emerging Trends in Real Estate 2021

#3
FASTEST GROWING MILLENNIAL POPULATION
CommercialCafe

#1
NEW APPLE JOBS
$1 Billion Investment

#5
LIFE SCIENCES MARKET IN THE US
CBRE 2020