

“California vibe with an East Coast address”

THE SUR

AVAILABLE NOW



3400 POTOMAC AVENUE, ARLINGTON, VA 22202


Erkiletian


RETAIL
A MEMBER OF CHAINLINKS-RETAIL ADVISORS

THE SUR

Sweeping natural features meet modern, curated designs at The Sur, a transformative living experience in National Landing. Drawing inspiration from the famed Big Sur, California, the community offers a unique expression of serenity against a natural backdrop. The Sur is more than a luxury apartment building, it was designed to be an immersive environment that residents get to not only experience everyday, but also call home



Our rooftop bees provide delicious honey for our residents



Sur Fun Fact: Our live plant walls can be found throughout our development with one that is connected to our HVAC system that filters the air through its roots.



At The Sur, sustainability is a significant part of our true north. As a LEED Gold certified building, this designation reiterates our commitment to the earth and our company's core philosophy. Would you join us in continuing that mission? We are looking for like minded partners who find the importance of being forward thinking with products and services that align with our values



The Surf

A fitness center diverse enough to train the World's Surf League champion, this multi-room facility provides a wide range of popular equipment that gives you the feel and focus of an athlete. From cardio to resistance bands and everything in-between, the layout offers a serene environment without the intimidation of a standard gym. Need to center your mind and body? Look no further than the Flex & Yoga room and the (Coming Soon!) Meditation Pod



The Lodge

The Lodge, one of The Sur's most popular nooks, creates the perfect setting to cozy up to the fire and read, relax or have a conversation with friends. The unique sitting area allows the space to accommodate individuals or a small group who are seeking a lodge-esque experience but with the benefit of being just steps from home. A picturesque backdrop for an afternoon staycation.



The Coffee Bar

Inspired by California glamping, the 24/7 coffee bar is located in the back of a refurbished airstream, further connecting the outdoor inspiration with what many consider a daily necessity

The Sur is made up of a blend of upwardly mobile professionals and couples; families with young children; and downsizing empty-nesters. There is a great harmony within these groups- as they share a commonality for their preference for curated aesthetics, experiences and luxury living. These demographics need immediate access to life essentials as their lifestyles demand

Our goal is to immediately identify an Erkiletian building upon entrance through sensory recognition - before you see the name of the family on 'the door'

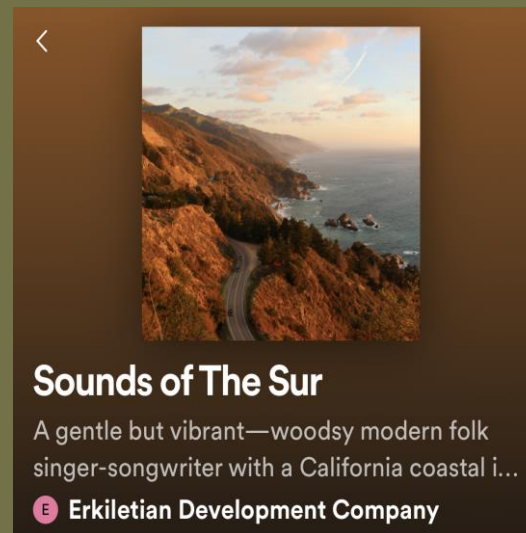
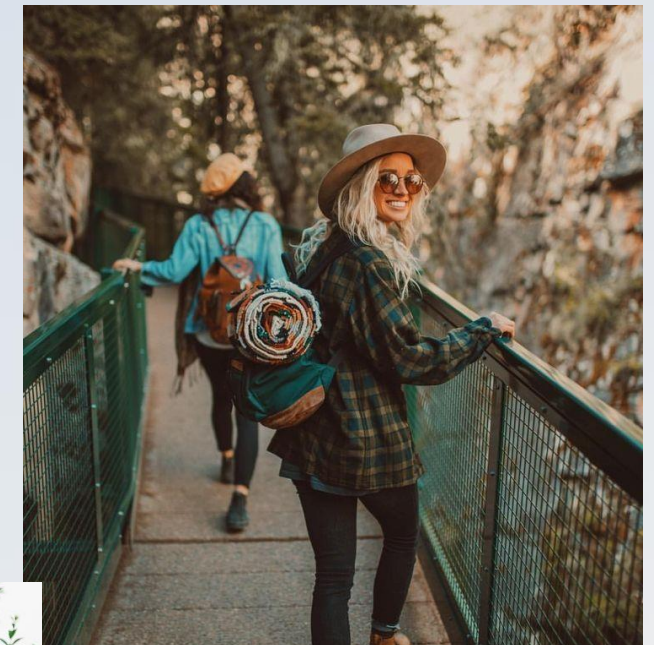
SEE: Signature Design + Layout & Flow of Space Functionality

HEAR: Signature Music - Curated Playlists

SMELL: Signature Scent

TASTE: Signature Refreshments – coffee, waters, curated food offerings; our bee's Honey.

TOUCH: Technology. Design Textures.



INTRODUCTION

THE PROJECT

Delivered in 2020, The Sur is a best-in-class mixed-use building with 360 apartments and 16,782 square feet of retail. Centrally located in the heart of National Landing, the location captures a dense residential and office market with Amazon's HQ2 and Virginia Tech's Innovation Hub within 1 mile of The Sur and adjacent to the Potomac Yard. Upon full buildout, National Landing will consist of over 3 million square feet of commercial space and 5,000 housing units

HQ2
amazon

4.1M SF
OFFICE SPACE

25,000
EMPLOYEES

\$150,000
AVERAGE SALARY

\$850M
INFRASTRUCTURE IMPROVEMENTS

VT INNOVATION CAMPUS

2M SF
FUTURE DEVELOPMENT*

550K SF
ACADEMIC/CORPORATE SPACE

350K SF
STUDENT/FACULTY HOUSING

100K SF
OF RETAIL AND SUPPORT SPACES



RESIDENTIAL

360 UNITS

RETAIL

16,782 SF

10-minute **UBER** ride



POPULATION

169,779
people



DAYTIME POPULATION

231,867
employees



NUMBER OF HOUSEHOLDS

84,479
households



STRONG INCOME

\$178,604
average household income

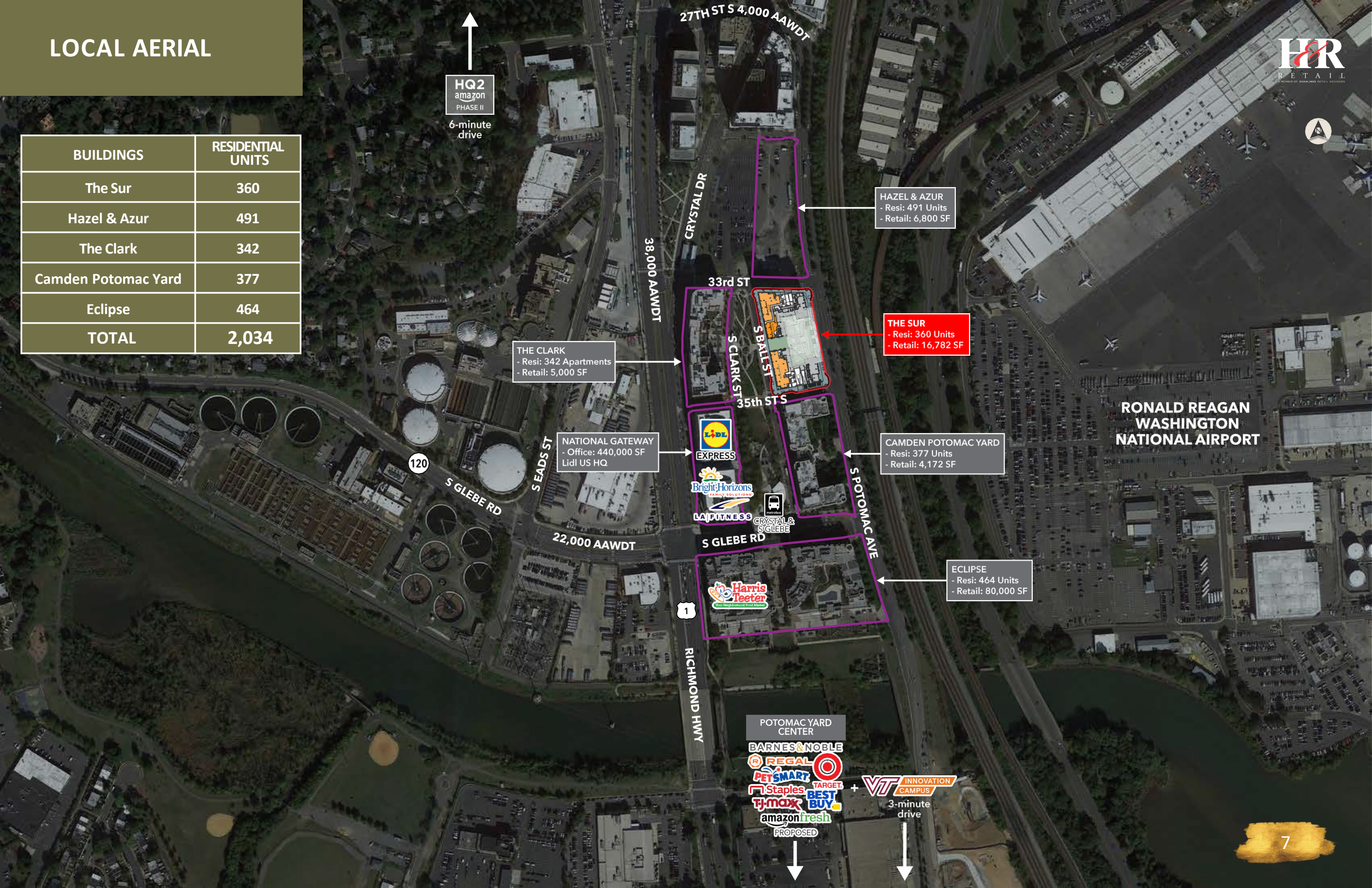
MARKET AERIAL



NATIONAL LANDING DEVELOPMENT PIPELINE				
	RESIDENTIAL UNITS	HOTEL ROOMS	OFFICE SPACE (SF)	RETAIL SPACE (SF)
Existing	16,030	5,490	12,267,000	2,917,000
Under Construction	2,640	-	2,016,000	173,000
Pipeline	5,470	70	5,488,000	272,000
TOTAL	24,140	5,560	19,771,000	3,362,000

LOCAL AERIAL

BUILDINGS	RESIDENTIAL UNITS
The Sur	360
Hazel & Azur	491
The Clark	342
Camden Potomac Yard	377
Eclipse	464
TOTAL	2,034



HQ2
amazon
PHASE II
6-minute
drive

HAZEL & AZUR
- Resi: 491 Units
- Retail: 6,800 SF

THE SUR
- Resi: 360 Units
- Retail: 16,782 SF

THE CLARK
- Resi: 342 Apartments
- Retail: 5,000 SF

NATIONAL GATEWAY
- Office: 440,000 SF
Lidl US HQ

CAMDEN POTOMAC YARD
- Resi: 377 Units
- Retail: 4,172 SF

ECLIPSE
- Resi: 464 Units
- Retail: 80,000 SF

POTOMAC YARD CENTER
BARNES & NOBLE
REGAL
PETSMART
Staples
TJmaxx
amazonfresh
PROPOSED
+ VT INNOVATION CAMPUS
3-minute drive

RONALD REAGAN
WASHINGTON
NATIONAL AIRPORT

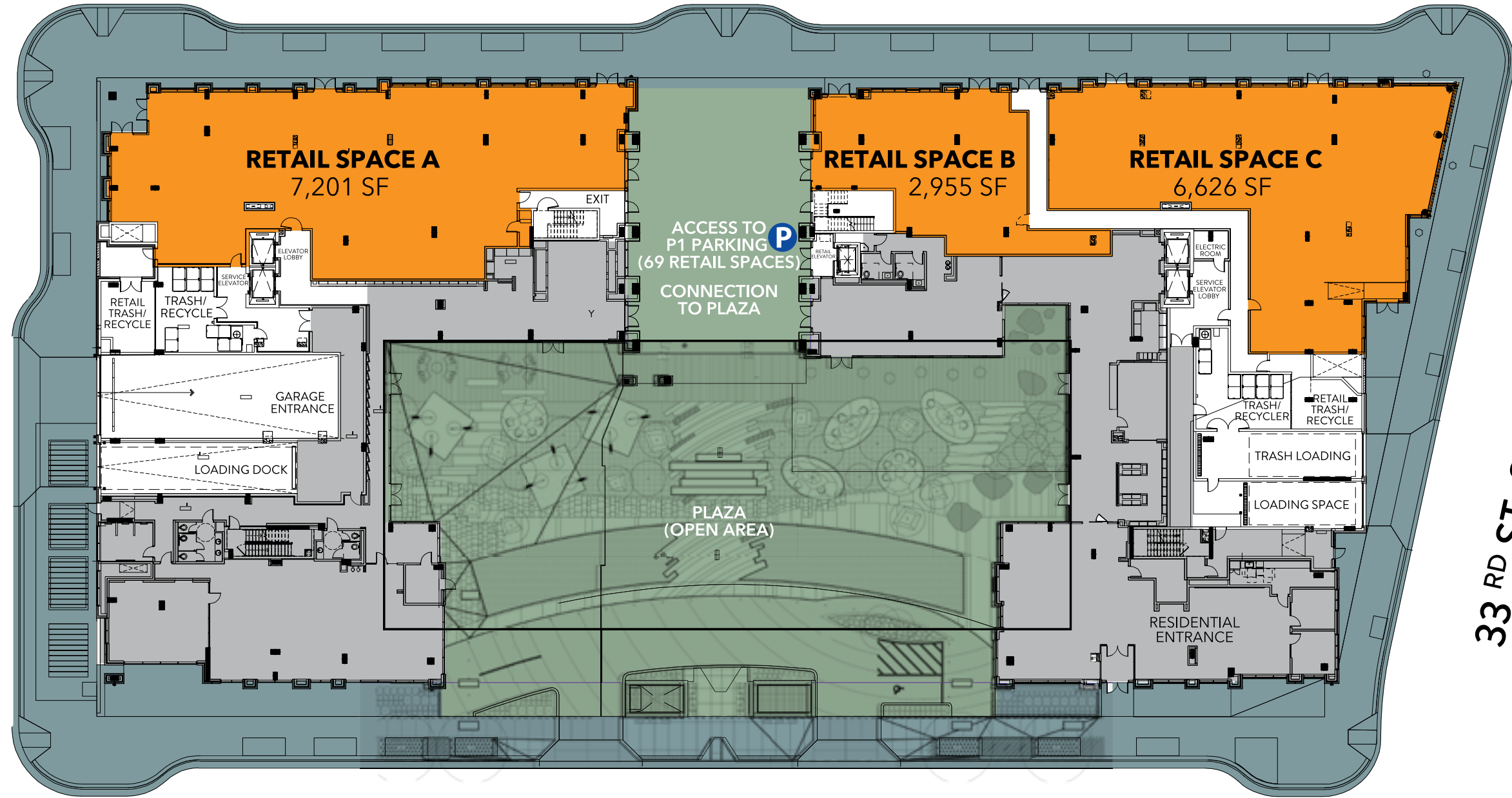
RETAIL SITE PLAN



SOUTH BALL STREET

35TH ST. SOUTH

33RD ST. SOUTH



← **VT INNOVATION CAMPUS**
Potomac Yards

POTOMAC AVENUE

HQ2 amazon →
National Landing

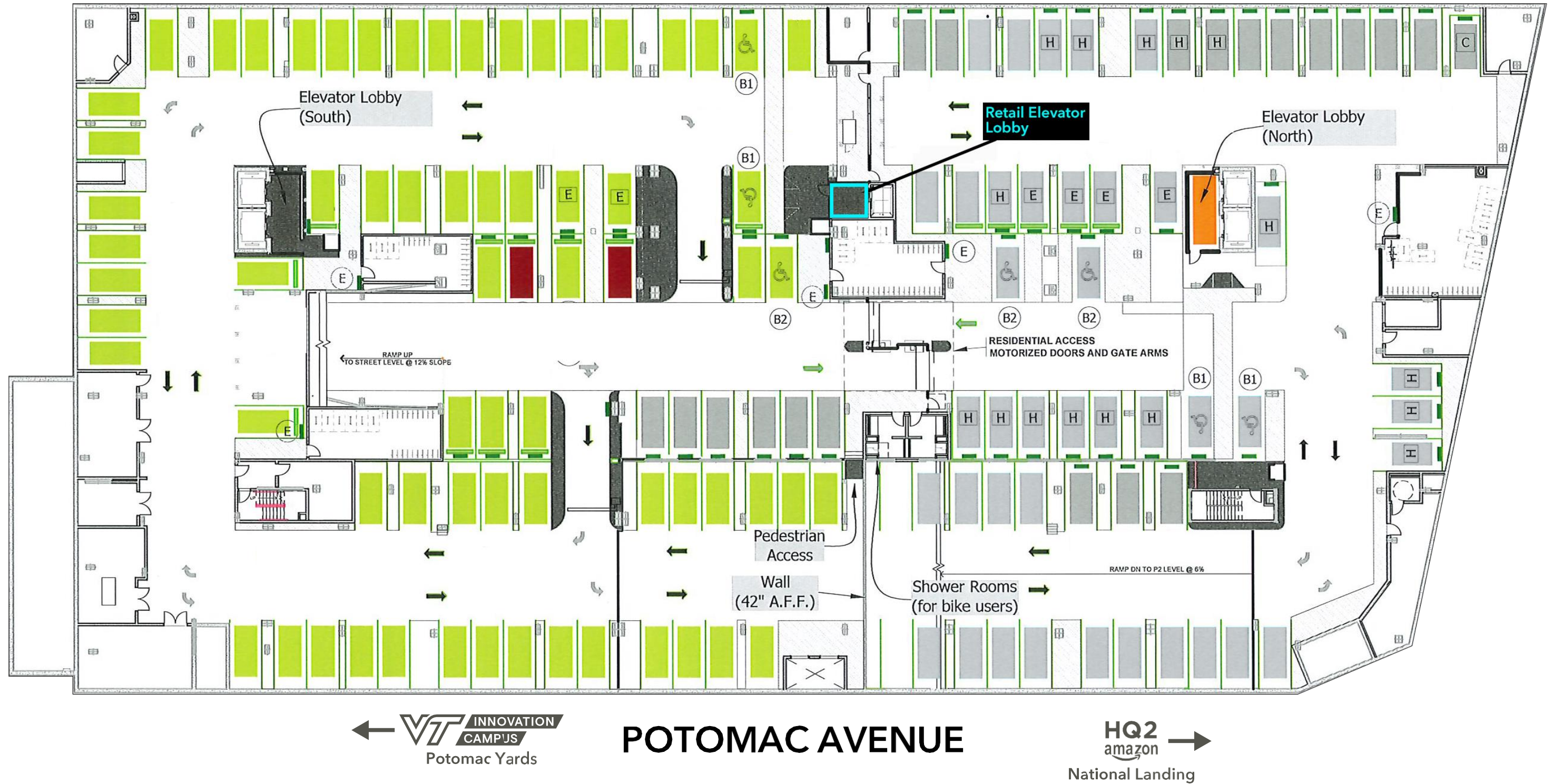
LEGEND

- Available Spaces
- Retail Common Area
- Plaza
- Residential
- P Retail Garage Street Access

GARAGE RETAIL PARKING

69 RETAIL PARKING SPACES

SOUTH BALL STREET



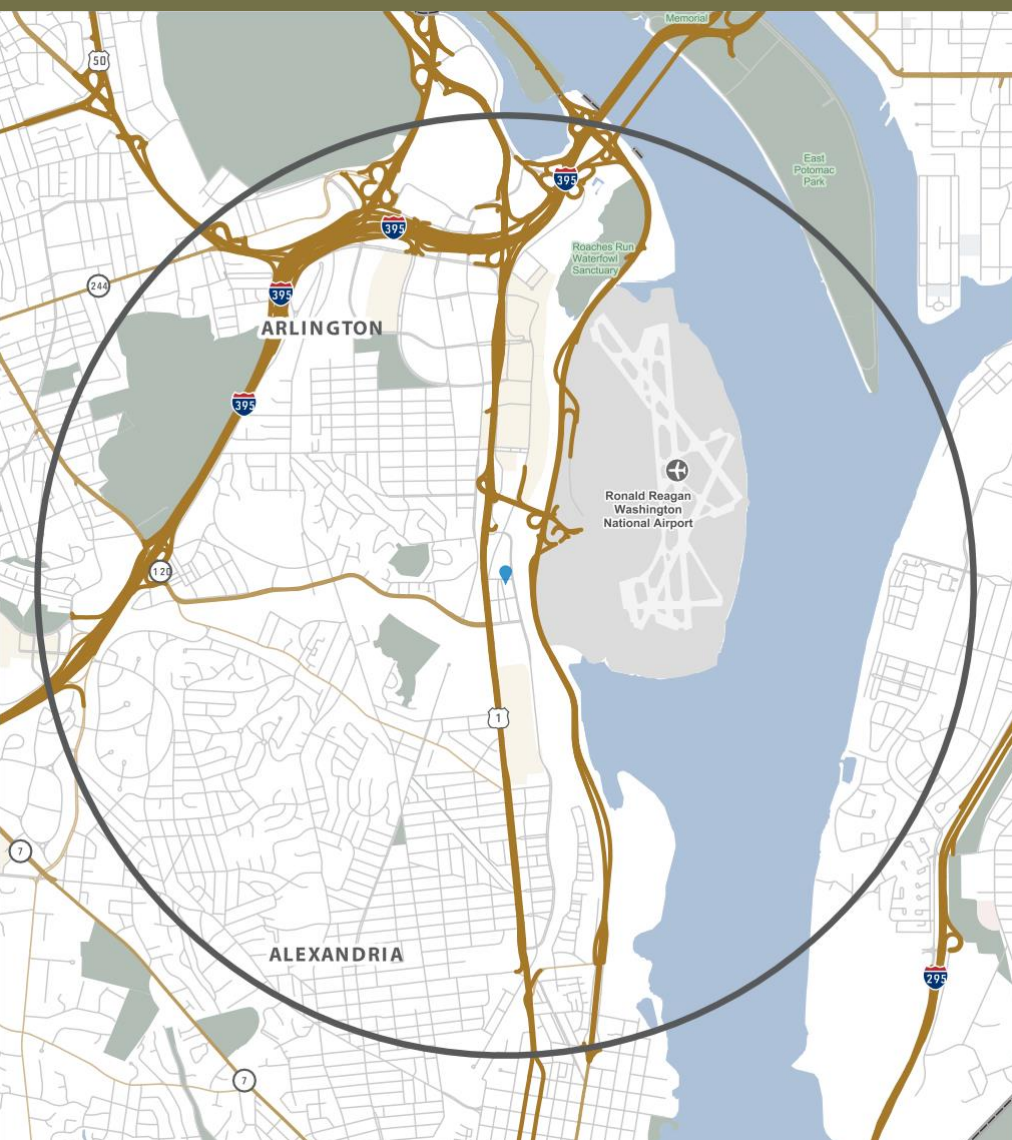
LEGEND

- Retail Parking Spaces
- Residential Parking Spaces

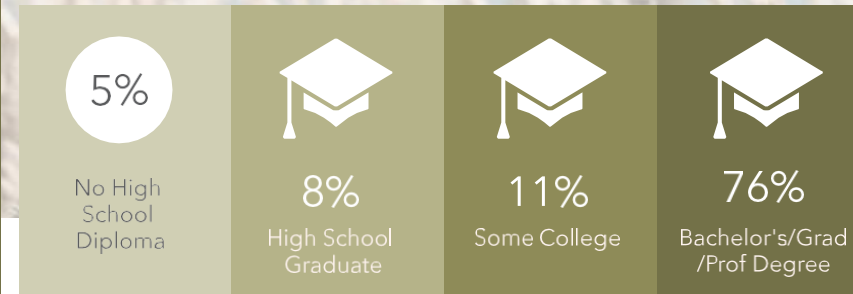
NEIGHBORHOOD PROFILE



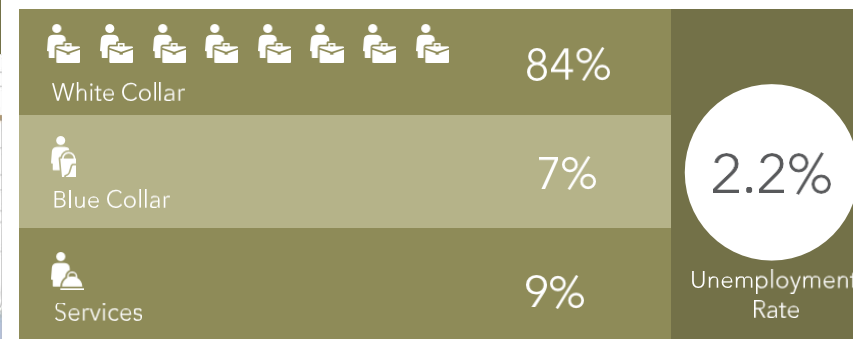
ARLINGTON, VA
 DEMOGRAPHIC PROFILE (2022)
 The Sur
 2 mile ring



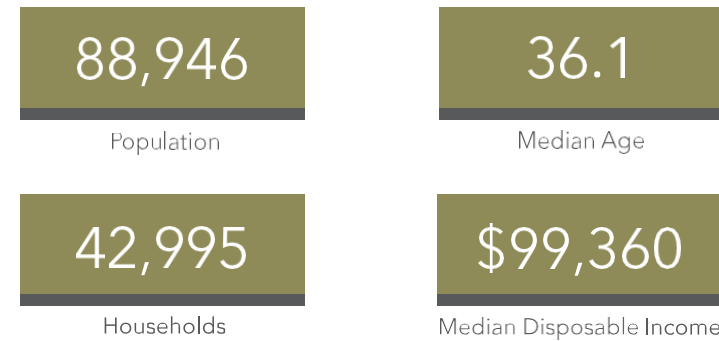
EDUCATION



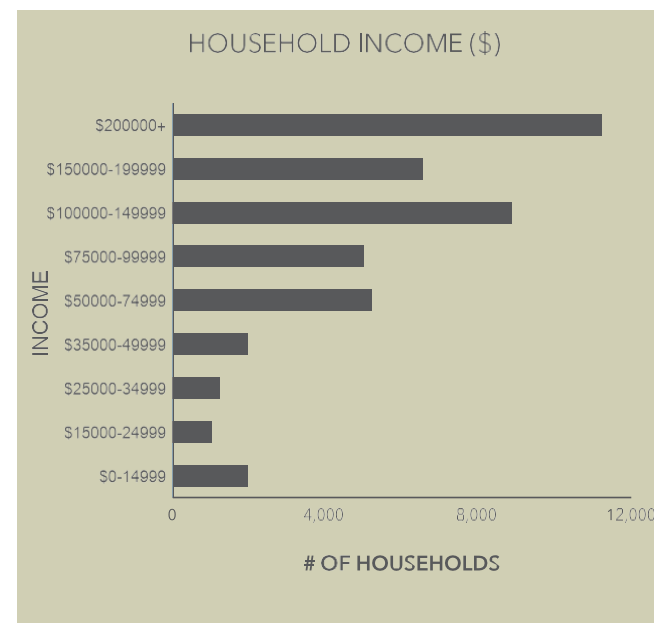
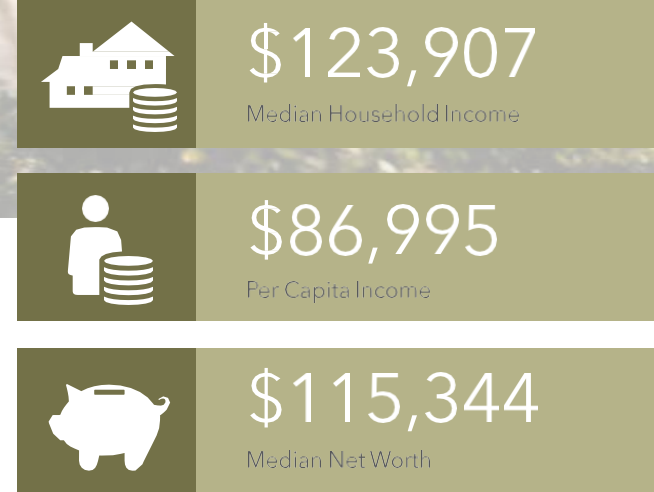
EMPLOYMENT



KEY FACTS



INCOME



1 MILE 2 MILES 3 MILES

POPULATION	1 MILE	2 MILES	3 MILES
2000 Total Population	18,116	64,620	151,635
2010 Total Population	21,047	70,911	159,481
2022 Total Population	26,465	88,946	193,838
2027 Total Population	27,373	89,895	195,771
2022-2027 Annual Rate	0.68%	0.21%	0.20%
Median Age	35.4	36.1	37.2

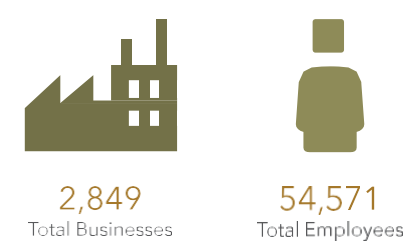
HOUSEHOLDS	1 MILE	2 MILES	3 MILES
2000 Households	8,216	30,799	70,249
2010 Households	10,232	35,493	77,168
2022 Households	12,880	42,995	93,250
2022 Average Household Size	2.05	2.05	2.04

INCOME	1 MILE	2 MILES	3 MILES
Average Household Income	\$165,376	\$165,376	\$171,701
Median Household Income	\$118,686	\$123,907	\$116,428
Per Capita Income	\$80,439	\$86,995	\$82,501

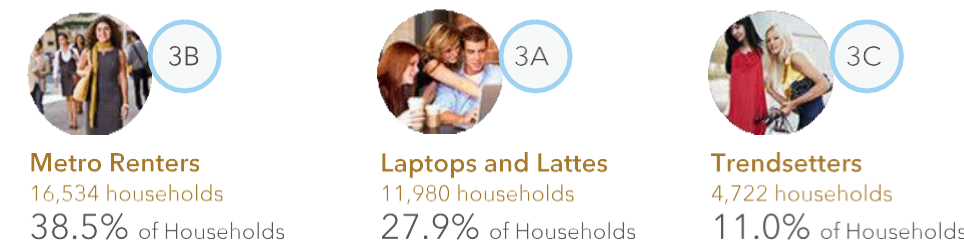
2022 POPULATION BY RACE/ETHNICITY	1 MILE	2 MILES	3 MILES
White Alone	50.4%	56.7%	52.2%
Black Alone	11.9%	12.1%	21.3%
American Indian Alone	1.1%	0.6%	0.6%
Asian Alone	10.8%	10.2%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.3%	8.8%	7.4%
Two or More Races	12.3%	11.5%	10.5%
Hispanic Origin	24.1%	17.6%	15.2%

2022 POPULATION 25+ BY EDUCATIONAL ATTAINMENT	1 MILE	2 MILES	3 MILES
Total	20,363	67,530	145,230
Less than 9th Grade	5.3%	3.5%	2.8%
9th - 12th Grade, No Diploma	2.8%	1.9%	2.5%
High School Graduate	5.8%	6.6%	9.4%
GED/Alternative Credential	1.3%	1.1%	1.4%
Some College, No Degree	7.8%	7.0%	9.0%
Associate Degree	3.9%	3.9%	4.6%
Bachelor's Degree	33.0%	34.9%	32.6%
Graduate/Professional Degree	40.0%	41.1%	37.7%

BUSINESS



TAPESTRY SEGMENTS



BUSINESS	1 MILE	2 MILES	3 MILES
Total Business	1,124	2,849	8,219
Total Employees	26,236	54,571	143,363
Employment/Residential Population Ratio	0.990:1	0.610:1	0.740:1

2022 and 2027 Esri Forecasts. Converted Census 2000 data into 2010 geography
 Lat/Lon: 39.12197/-77.23500



THE SUR



Farm to table dining

Yoga, Meditation, Fitness



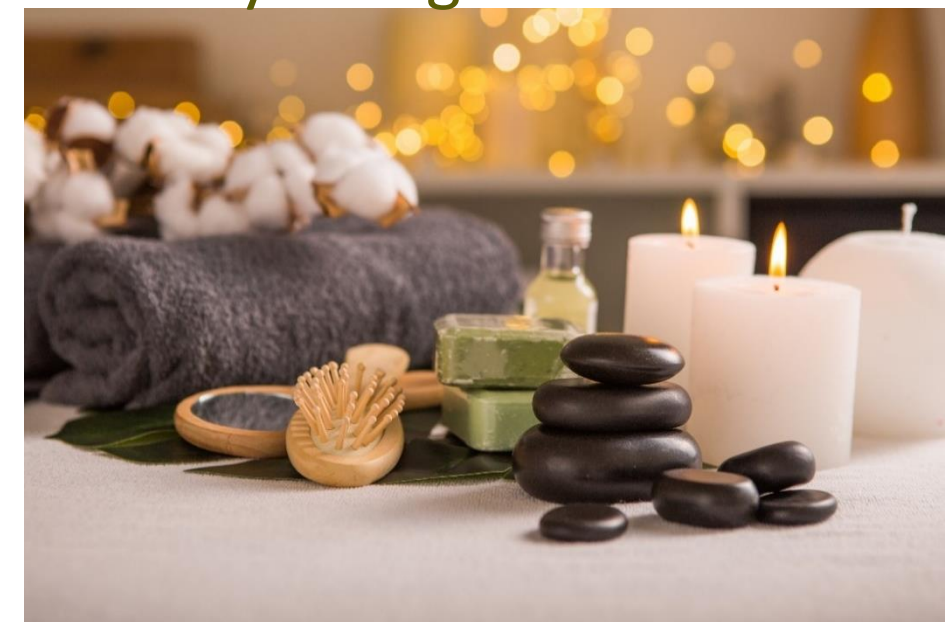
Curated Cocktails

Organic coffee

Healthy Living Stores



The Sur offers 16,782 SF of retail-perfect for local retailers that offer curated products or bespoke services that would be sought after by the Sur residents. These discerning residents are loyal brand followers that enjoy food as an experience, healthy lifestyle choices and engaging entertainment



California influenced; Curated, organic and bespoke retail experiences

Spa Services

THE SUR

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“Breathe and
let go”