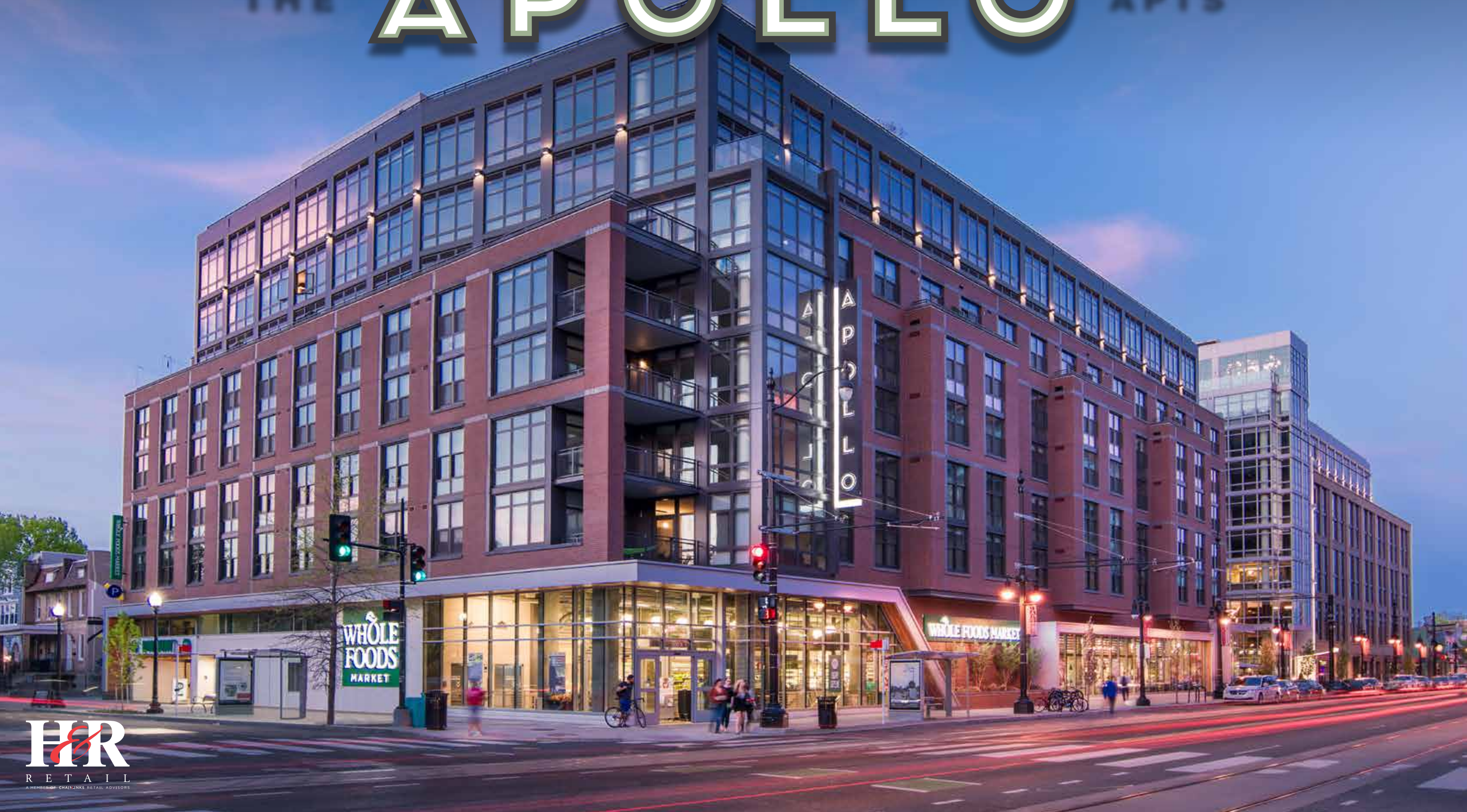
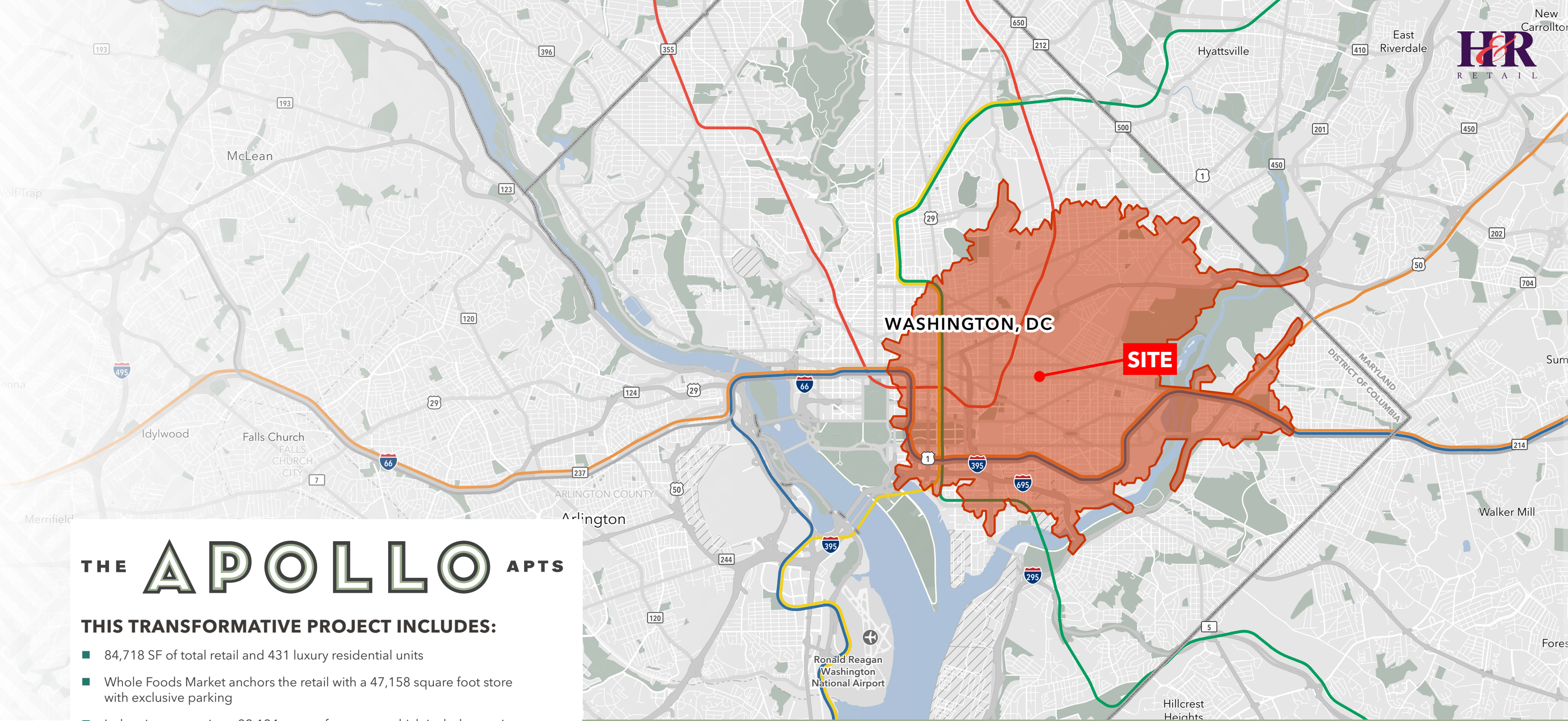


# THE APOLLO APTS





# THE APOLLO APTS

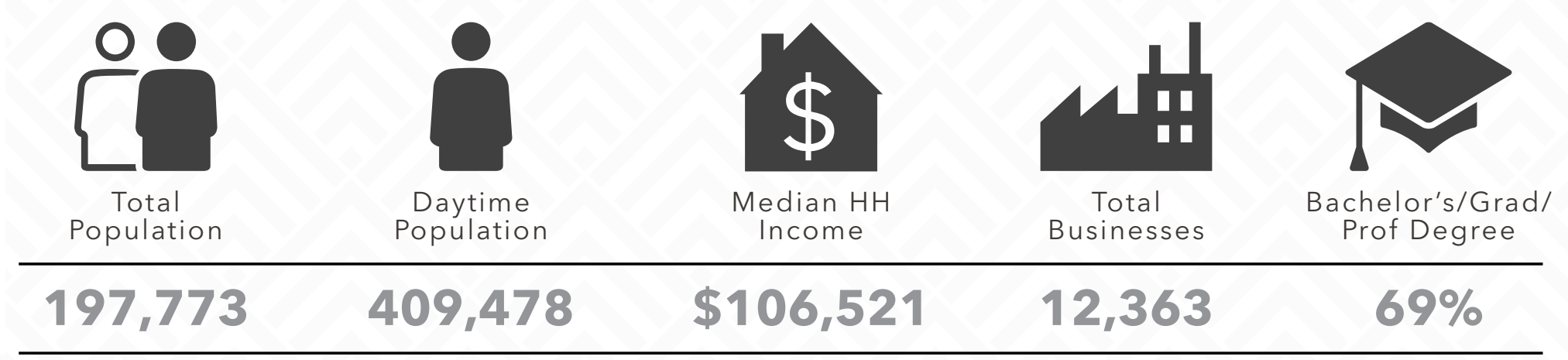
## THIS TRANSFORMATIVE PROJECT INCLUDES:

- 84,718 SF of total retail and 431 luxury residential units
- Whole Foods Market anchors the retail with a 47,158 square foot store with exclusive parking
- Industrious occupies a 32,124 square foot space which includes a private roof terrace
- 11,718 square feet of street level retail which includes Solid State Books, Wydown, Daily Rider, and The Little Grand
- 41 retail parking spaces in addition to the Whole Foods Market dedicated parking

## MARKET - H STREET CORRIDOR, DC

The H street corridor is one of the most dynamic and growing neighborhoods in DC, with a critical mass of grocery, retail, restaurants, and neighborhood services. H Street is located within walking distance to nearby neighborhoods and attractions such as NOMA, Union Market, Union Station, and Gallaudet University.

## 10 MINUTE DRIVE TIME | 2023 DEMOGRAPHICS



# NEIGHBORHOOD



3RD STREET NE

4TH STREET NE

5TH STREET NE

6TH STREET NE

K STREET NE

7TH STREET NE

8TH STREET NE

9TH STREET NE

10TH STREET NE

← TO DC

THE APOLLO APTS

I STREET NE

H STREET NE 22,000 AADT

G STREET NE

360° H STREET RESIDENTIAL  
215 Units  
72,000 SF Retail  
Giant

ELENA

FATTYS  
regardless  
YOGA DISTRICT

WHOLE FOODS MARKET  
INDUSTRIOUS 32,124 SF  
7/H STREET RESIDENTIAL 23 Condos  
14,368 SF Retail  
3,560 SF  
2,424 SF  
DAILY RIDER  
FUTURE RESTAURANT

NIKE

BANK OF AMERICA

T-Mobile  
PNC  
CHUPACABRA TAQUERIA

boost mobile  
DTLR

CODA ON H  
aurora  
allcare  
301 H STREET RESIDENTIAL  
25 Units  
6,000 SF Retail

Nando's  
cane  
ETHIOPIAN RESTAURANT  
SIDAMO  
BIG BOARD

corepower  
YOGA  
CHASE  
PARKER & ACE  
CAVA

CVS

Fresca Taqueria

Po Boy Jim  
BAR & GRILL

ANTHOLOGY  
petco  
CVS  
Orangetheory FITNESS  
RESIDENTIAL  
307 Units  
10,000 SF Retail

AVEC ON H STREET  
[solidcore]  
ups THE UPS STORE  
VETERINARY EMERGENCY GROUP  
AT&T  
RESIDENTIAL  
420 Units  
44,000 SF Retail

CAPITOL HILL TOWERS RESIDENTIAL  
204 Units



# SITE PLAN

Site Plan Key

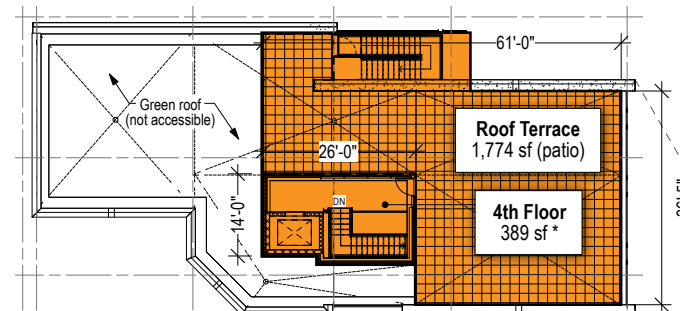
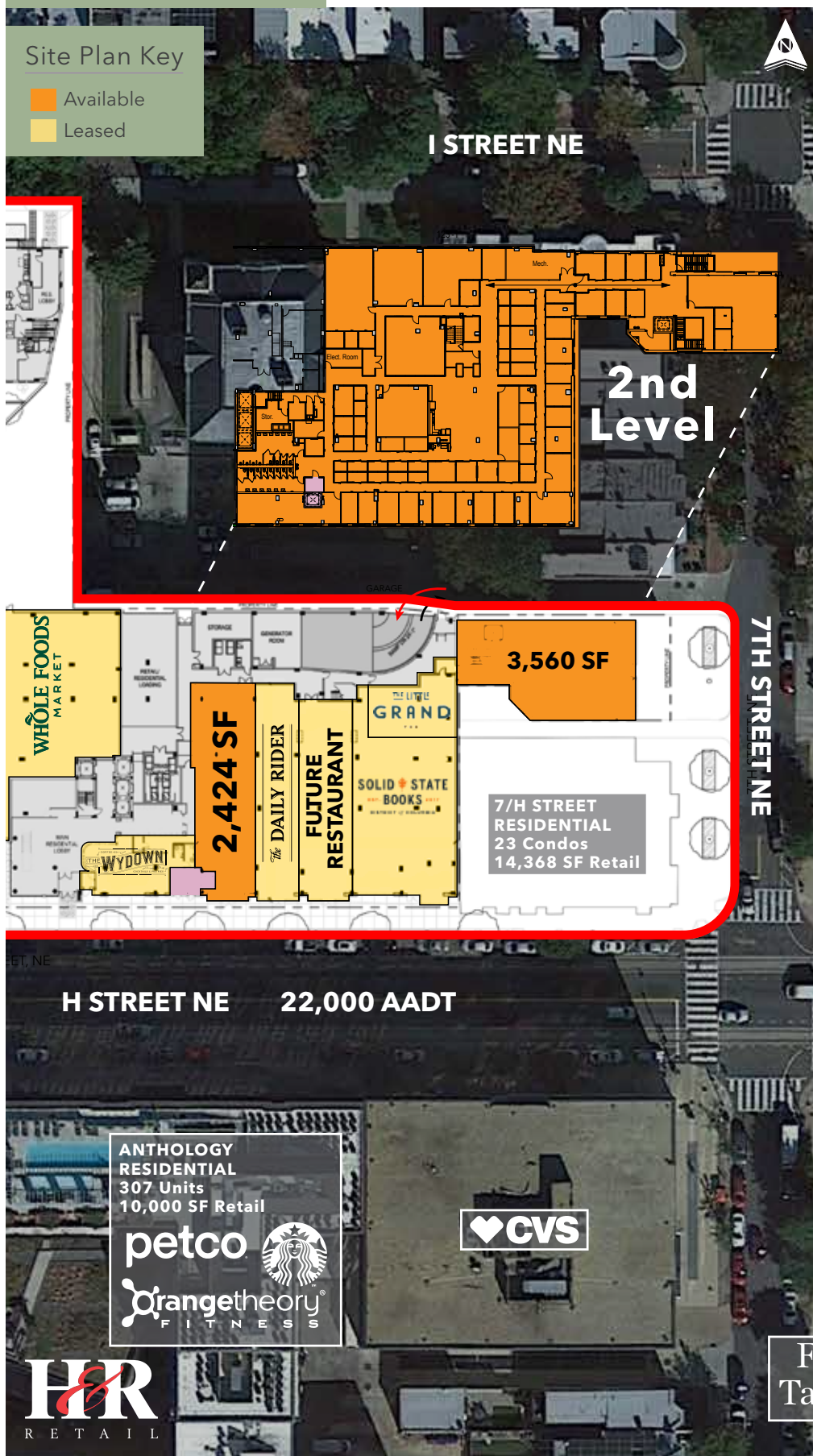
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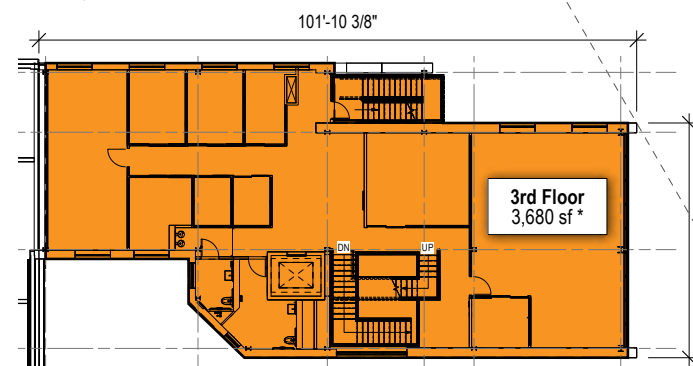
# SITE PLAN 2ND LEVEL RETAIL

Site Plan Key

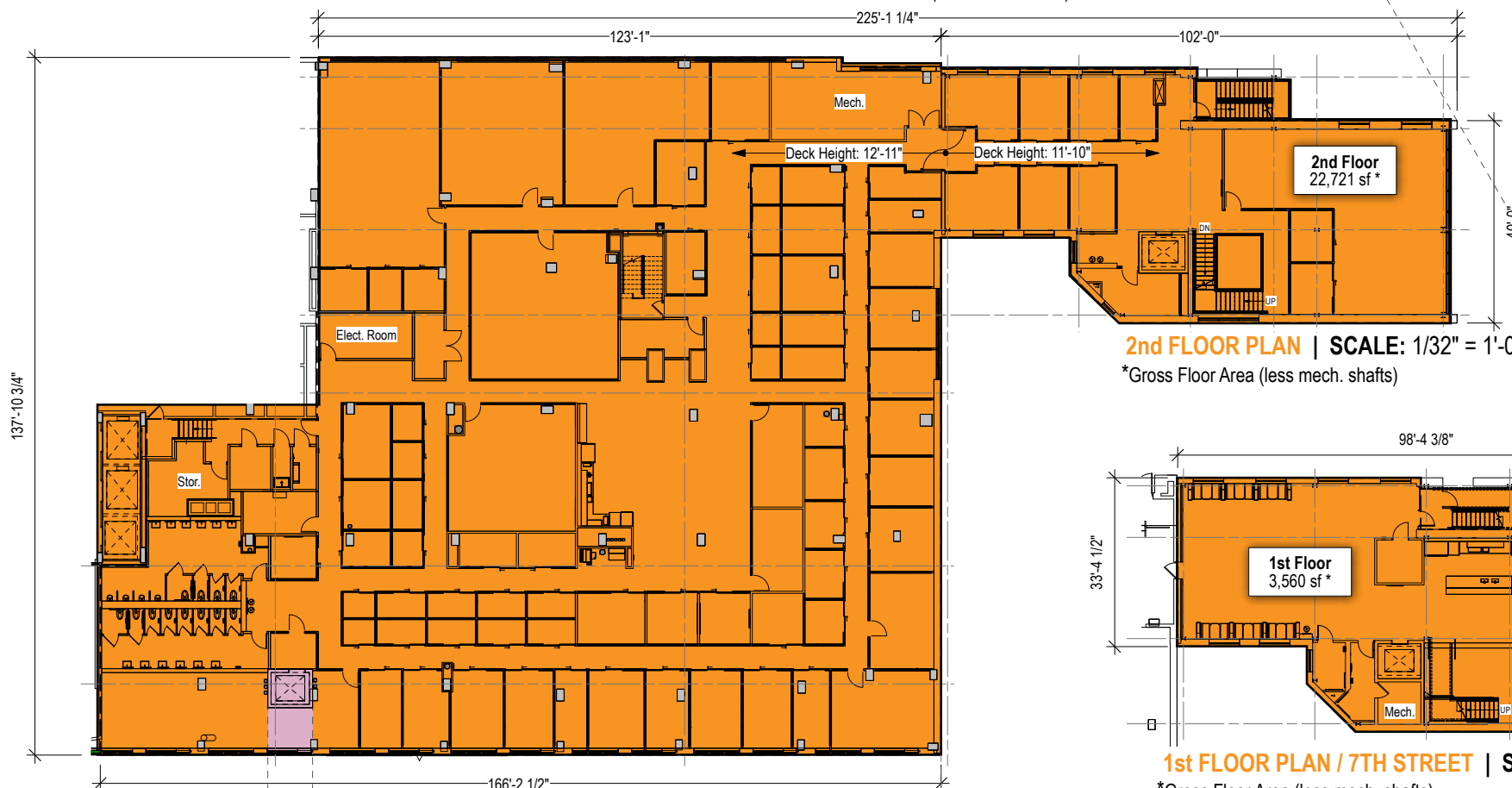
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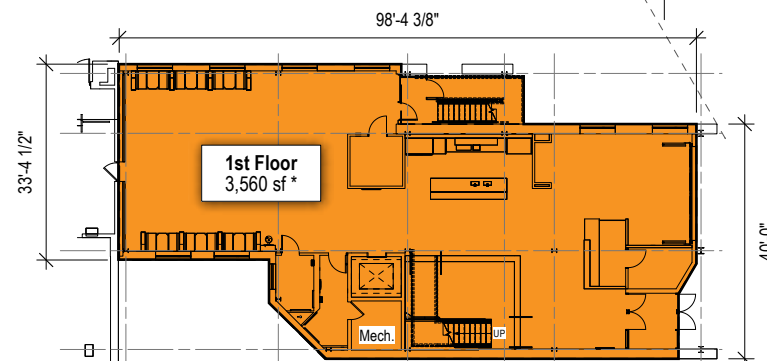
**4th FLOOR / ROOF TERRACE PLAN | SCALE: 1/32" = 1'-0"**  
\*Gross Floor Area (less mech. shafts)



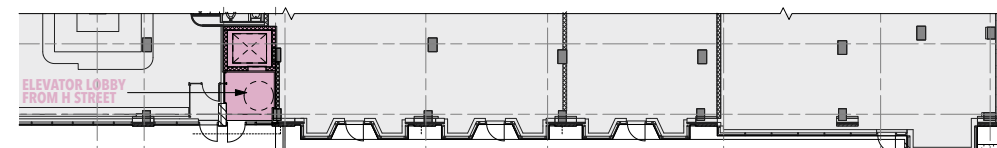
**3rd FLOOR PLAN | SCALE: 1/32" = 1'-0"**  
\*Gross Floor Area (less mech. shafts)



**2nd FLOOR PLAN | SCALE: 1/32" = 1'-0"**  
\*Gross Floor Area (less mech. shafts)



**1st FLOOR PLAN / 7TH STREET | SCALE: 1/32" = 1'-0"**  
\*Gross Floor Area (less mech. shafts)

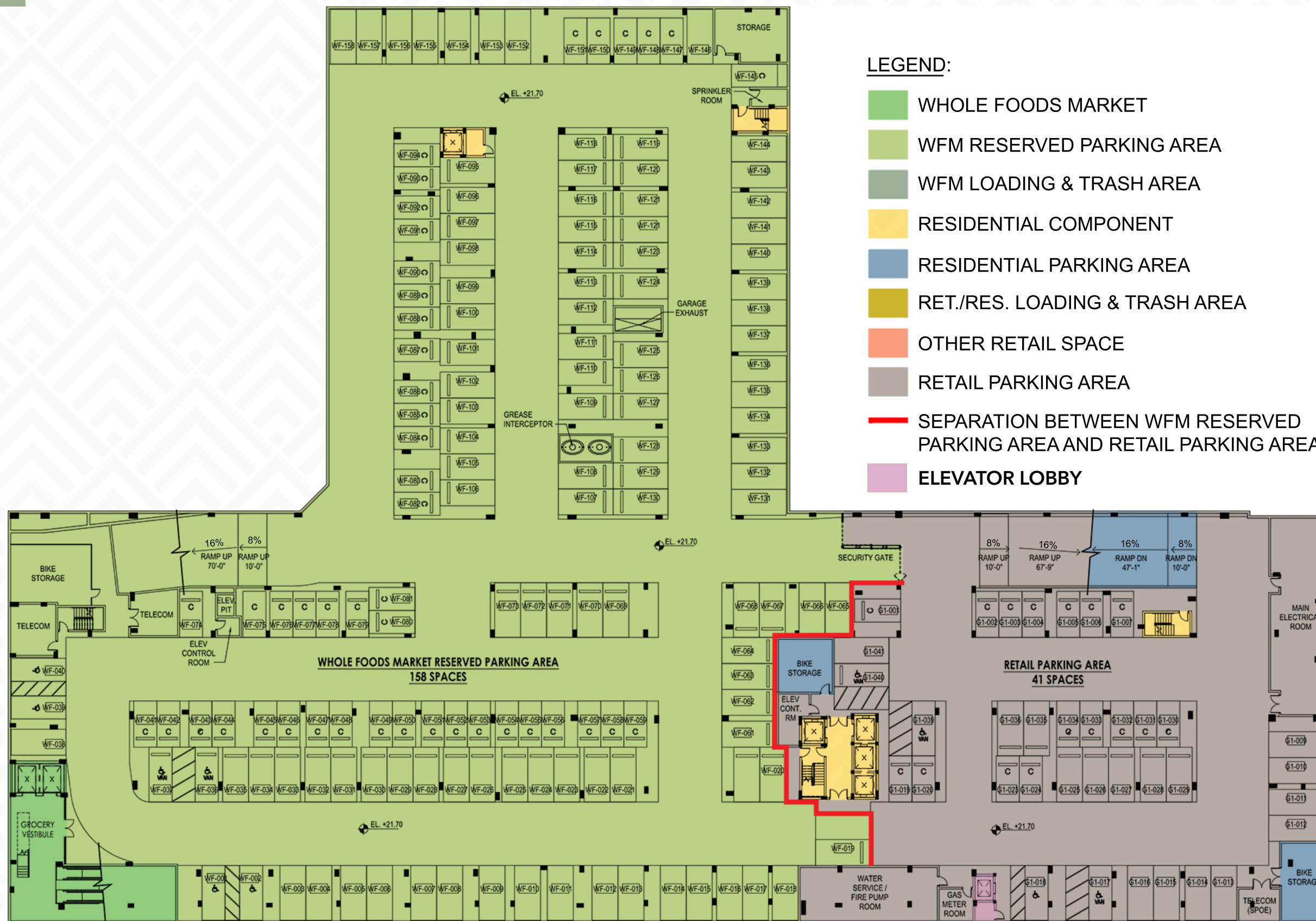


**PARTIAL 1st FLOOR PLAN / H STREET | SCALE: 1/32" = 1'-0"**

**H STREET NE**

**7TH STREET NE**

# GARAGE




**LEGEND:**

- WHOLE FOODS MARKET
- WFM RESERVED PARKING AREA
- WFM LOADING & TRASH AREA
- RESIDENTIAL COMPONENT
- RESIDENTIAL PARKING AREA
- RET./RES. LOADING & TRASH AREA
- OTHER RETAIL SPACE
- RETAIL PARKING AREA
- SEPARATION BETWEEN WFM RESERVED PARKING AREA AND RETAIL PARKING AREA
- ELEVATOR LOBBY



# DEMOGRAPHIC PROFILE

2023 and 2028 Esri Forecasts. Converted Census 2000 data into 2010 geography  
 Lat/Lon: 38.90041/-76.99739



**WASHINGTON, DC**  
 DEMOGRAPHIC PROFILE (2023)  
 The Apollo  
 1 mile ring

**KEY FACTS**

62,259 Population	36.1 Median Age	30,792 Households
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**EDUCATION**

9% High School Diploma	31% Bachelor's Degree	45% Graduate/Professional Degree
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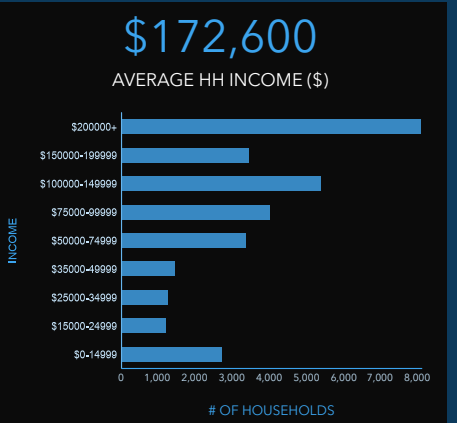
**BUSINESS**

3,118 Total Businesses	101,006 Daytime Population	235 Food Srv & Drinking Places
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**INCOME**

\$110,111 Median Household Income
\$85,331 Per Capita Income

**AVERAGE HH INCOME (\$)**



**TAPESTRY SEGMENTS**

<p><b>3A Laptops and Lattes</b>            11,327 (36.8%) of households</p> <p>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.</p> <ul style="list-style-type: none"> <li>• These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.</li> <li>• Environmentally conscientious but also image-conscious: both impact their purchasing.</li> </ul>	<p><b>3B Metro Renters</b>            7,787 (25.3%) of households</p> <p>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 close to 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.</p> <ul style="list-style-type: none"> <li>• Very interested in the fine arts and strive to be sophisticated; value education and creativity.</li> <li>• Willing to take risks and work long hours to get to the top of their profession.</li> <li>• Become well informed before purchasing the newest technology.</li> <li>• Prefer environmentally safe products.</li> <li>• Socializing and social status very important.</li> </ul>	<p><b>11A City Strivers</b>            4,219 (13.7%) of households</p> <p>These high density city neighborhoods are characterized by a relatively young, foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, City Strivers residents commute long distances to find work in the service or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.</p> <ul style="list-style-type: none"> <li>• They often make impulse purchases and try new brands and technologies, but do look for the approval of their friends.</li> <li>• These sociable consumers exhibit boldness in their decisions and aren't afraid to share their opinion. They share strong cultural integrity.</li> </ul>
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	0.5-Mile Radius	1-Mile Radius	2-Mile Radius
Population	19,771	62,259	197,491
Average Household Income	\$215,054	\$172,600	\$169,897
Median Household Income	\$152,558	\$110,111	\$110,856
Income Above \$150,000	50.9%	37.4%	37.9%
Median Home Value	\$868,272	\$805,430	\$731,385
Bachelor's Degree or Greater	85%	75.3%	73.3%
Total Daytime Population	22,654	101,006	468,056

# THE APOLLO APTS



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