



101 W. CROSS STREET

BALTIMORE, MD 21230



Orangetheory
FITNESS

[solidcore]

1,581 - 2,166 SF SPACES AVAILABLE

WWW.HRRETAIL.COM

RACE ST

SOUTH BALTIMORE

FEDERAL HILL



ORIOLE PARK
at
CAMDEN YARDS



SITE

W WEST ST

W CROSS ST

RACE ST

PAPA JOHN'S

S HANOVER ST

CHARLES ST

W OSTEND ST

WHEELHOUSE CO-LIVING
BRD
THE CHARLES BAR & GRILLE
GAMEON

Dulceology

&PIZZA
ROPEWALK

Navarro's
WHITE BAR
HOSPITALITY

7
ELEVEN

Nobles
FEDERAL HILL
Fried & FRIES
NO ONE OUTGROWS US!
DOLCE VITA
LEATHER & FABRICS

TULSI'S S.O.B.O. KITCHEN & BAR

WATERBURY

WATERBURY

Pizza di Joey

COOKIES
BOLI'S
WATER Mug Shots
LLO
Bar & Grill

MAGERKS
EST. 2000
PUB & GOLF
angel's
of
FEDERAL HILL
ILLUSIONS
Bar & Lounge
ZATAR
Z
COOKIES

Firestone
COMPLETE AUTO CARE

Zoe's
DeZerits
Celebrity Luncheon

CVS

8x0
PUBLIC HOUSE
CROSSBOW BREWERY
PULP JUICE
Candy Club
THE WORST
Sweetland & Sparta
PANDORA'S BOX

CROSS STREET
FEDERAL HILL
MARKET

THE CHICKEN SHED

DMV
EMPANADAS

CEREMONY
COFFEE ROASTERS

FH
FITNESS

Miss Gungo
Fulton Bank
DUNKIN'

ACE

BANK OF AMERICA
Mean's KITCHEN
BLUE AGAVE
MEDICAN
FOOD
POKE & BOWL
BULEMEN
TINYBRICK
OVEN
TINYBREADS.COM

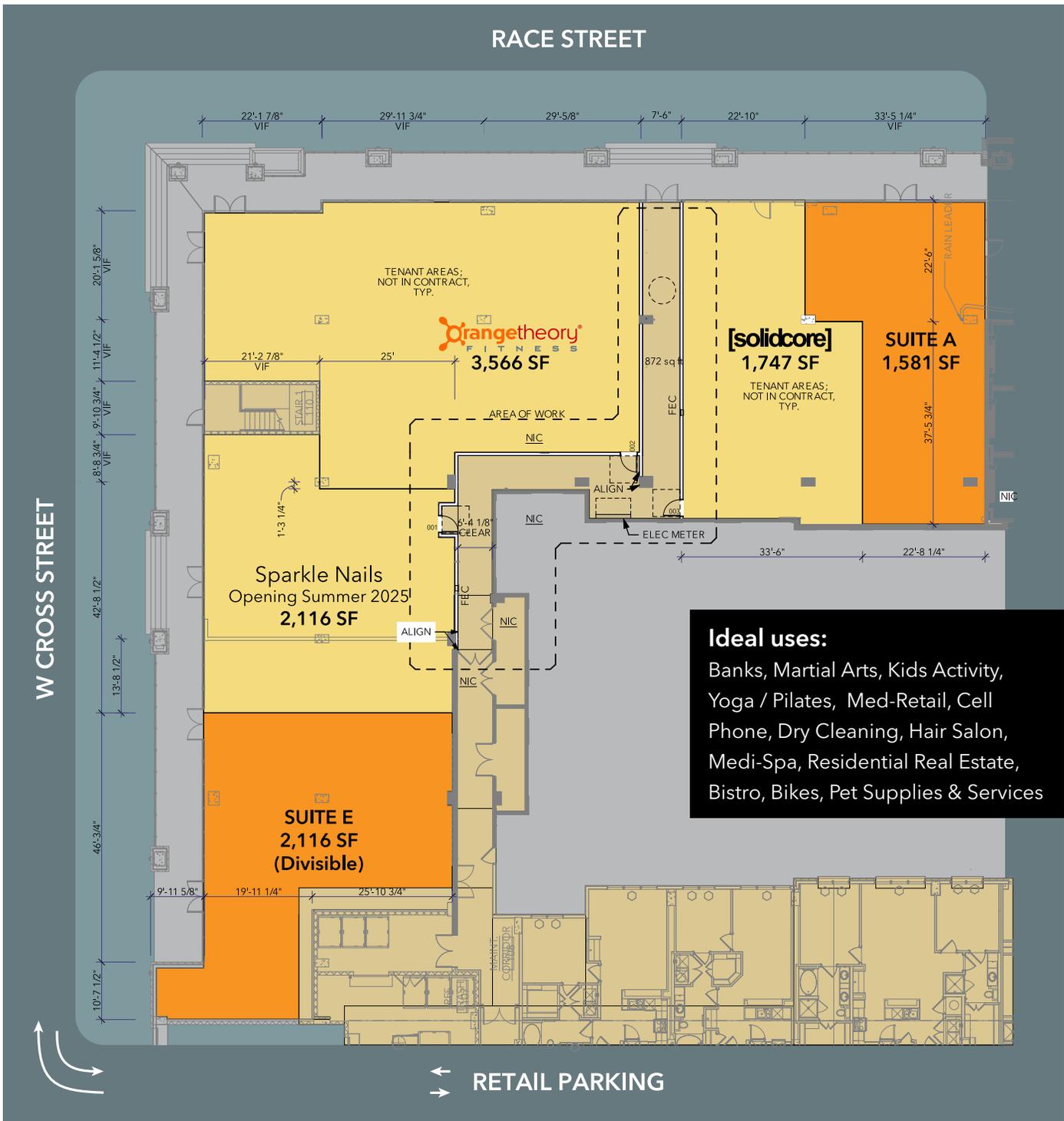
BOOK ESCAPE

Brendali
FEDERAL HILL
Be more Thai
THE FOOD GALLERY

BMORE LICKS

urban X deli

MOO MOO COWS
DAIRY FARM FRESH ICE CREAM
Berries

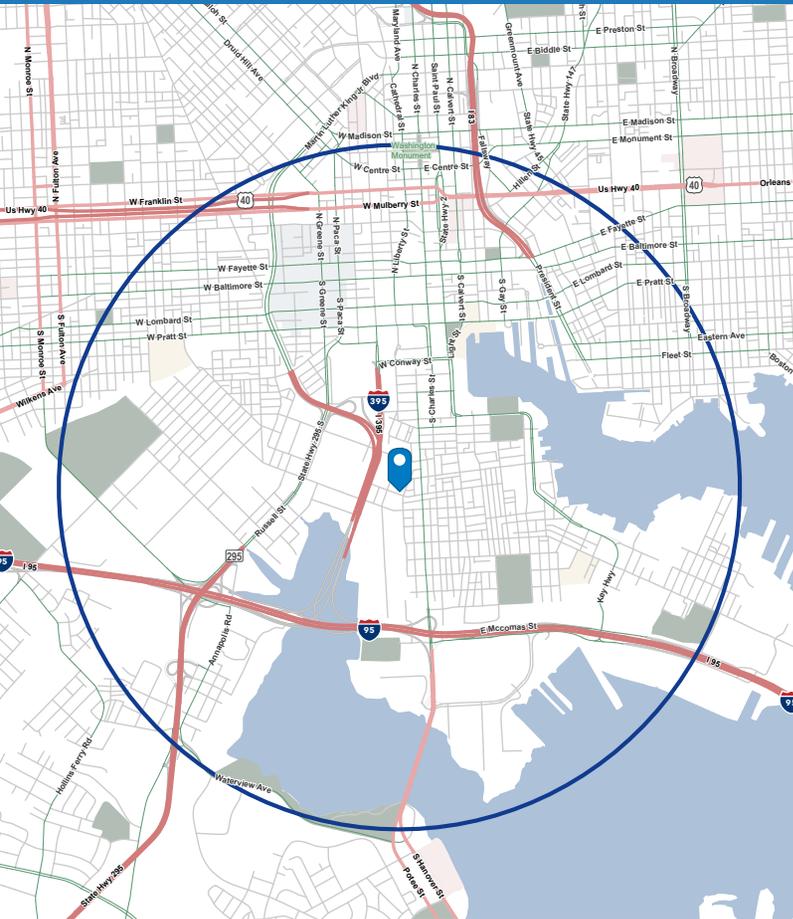




BALTIMORE, MD

DEMOGRAPHIC PROFILE (2024)

101 W Cross Street
1.5 mile ring

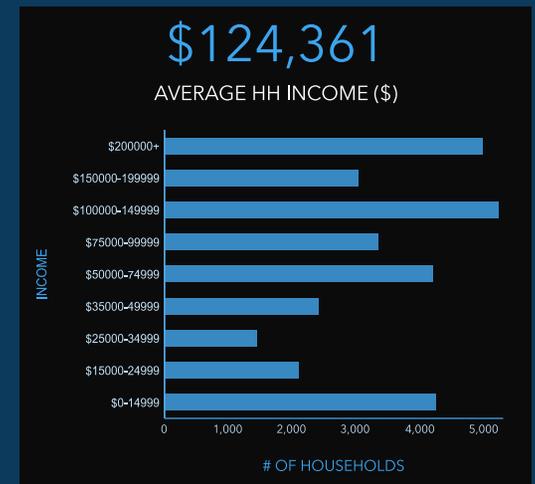


KEY FACTS

56,820 Population	33.0 Median Age	30,970 Households
EDUCATION		
11% High School Diploma	33% Bachelor's Degree	31% Graduate/Professional Degree

INCOME

	\$81,798 Median Household Income
	\$67,533 Per Capita Income



BUSINESS

	6,303 Total Businesses
	150,781 Daytime Population
	525 Food Srv & Drinking Places

TAPESTRY SEGMENTS

3B Metro Renters
13,755 (44.4%) 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 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.

- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.

3A Laptops and Lattes
3,698 (11.9%) 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.

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

8B Emerald City
3,194 (10.3%) of households

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.



Please Contact

John Schultz
443.983.2108
jschultz@hrretail.com

Sean Harcourt
240.482.3606
sean@hrretail.com

Morgan Arrup
443.886.4575
marrup@hrretail.com

2 Hamill Road,
Suite 348W
Baltimore, MD 21210
410.308.0800