



# 101 W. CROSS STREET

BALTIMORE, MD 21230

**Orangetheory**  
FITNESS

**[solidcore]**

1,581 - 2,166 SF SPACES AVAILABLE

WWW.HRRETAIL.COM



# SOUTH BALTIMORE

FEDERAL HILL



ORIOLE PARK  
at  
CAMDEN YARDS

395

SITE

W WEST ST

W CROSS ST

RACE ST

PAPA JOHN'S

S HANOVER ST

W OSTEND ST

CHARLES ST

E CROSS ST

LIGHT ST

WHEELHOUSE  
CO-LIVING  
BRD  
THE CHARLES  
BAR & GRILLE  
GAMEON

Dulceology

&pizza  
ROPEWALK

Nobles  
Federal Hill  
DOLCE VITA  
LEATHER & FASHIONS

TULSI'S SIOBIO KITCHEN & BAR

MITSUBI

WATERSHED

Navarra  
WHITE OAK  
HOSPITALITY

Pizza di Joey

COOKIES  
BOLI'S  
WATER MUG SHOTS  
SONG

MAGERKS  
angel's  
ZOOMBIE  
cookies  
ZAATAR  
ILLUSIONS

Firestone  
COMPLETE AUTO CARE

CVS

80

CROSS  
PUBLIC HOUSE  
SPOONS  
NO LA  
THE WURST  
PANDORA'S BOX

CROSS STREET  
MARKET

THE CHICKEN LAB

DMV  
EMPANADAS

FH  
FITNESS

ACE

Joe's  
DeZert's

BOOK ESCAPE

Miss Gogo  
Fulton Bank  
DUNKIN'

CEREMONY  
COFFEE ROASTERS

M&T Bank

Ponches  
JONES

BANK OF AMERICA  
Mizan's KITCHEN  
BLUE AGAVE  
POKE & BOWL  
BLUE MON  
TINYBICK OVEN

Sub Shop  
Brendali  
Be more Thai  
THE FOOD GALLERY

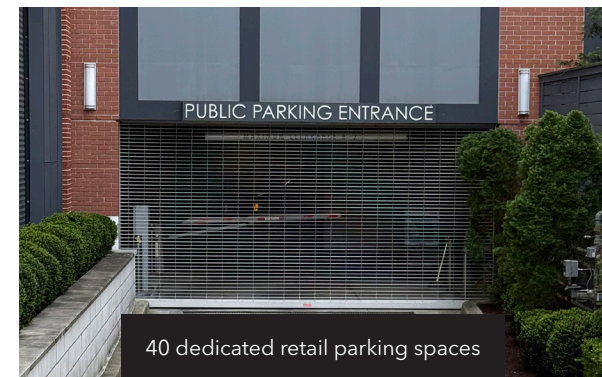
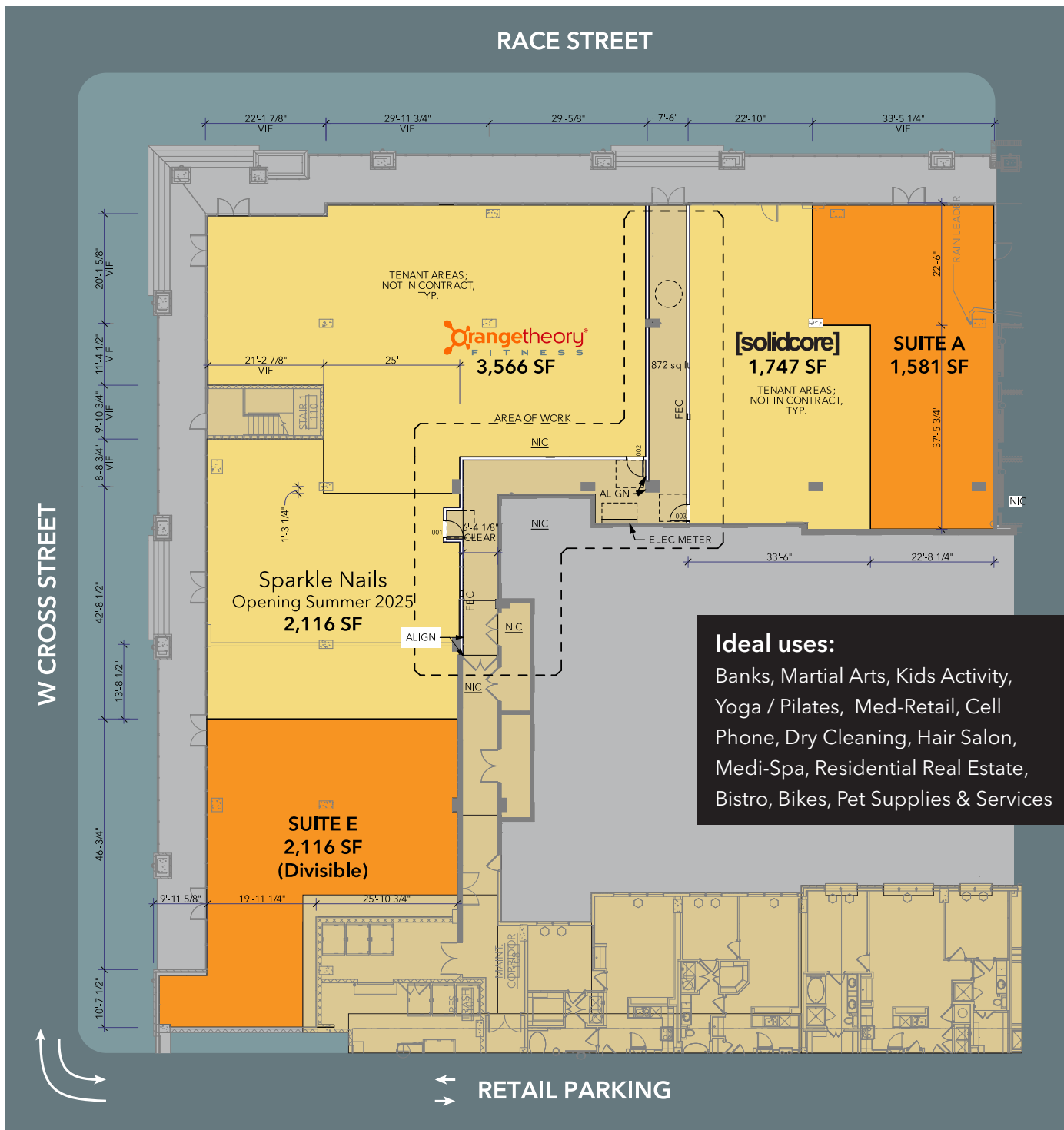
MOO MOO COWS  
DAIRY FARM FRESH ICE CREAM  
Berries

BMORE LICKS

urban X deli

H&R  
RETAIL



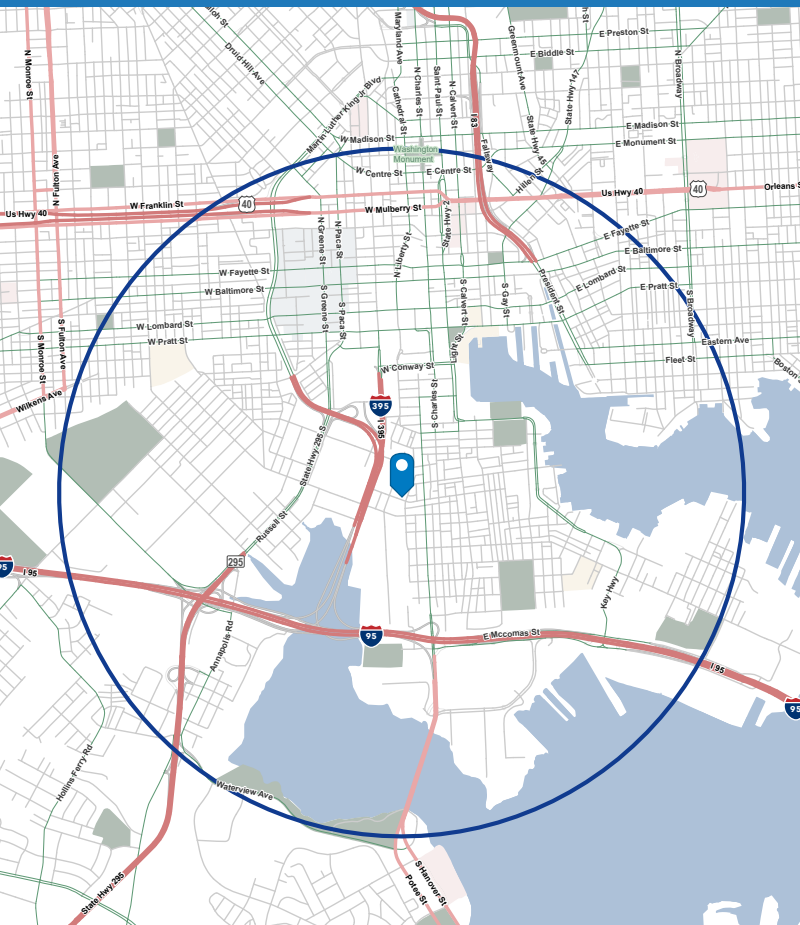




## BALTIMORE, MD

### 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



6,303

Total Businesses

#### BUSINESS



150,781

Daytime Population



525

Food Srv & Drinking Places

#### INCOME



\$81,798

Median Household Income

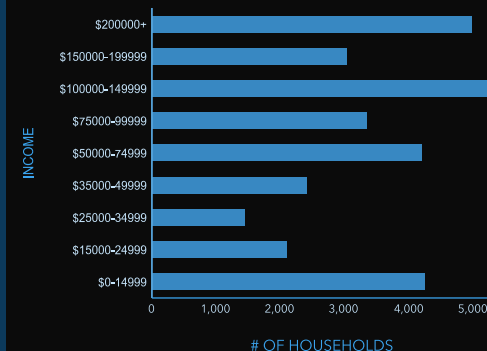


\$67,533

Per Capita Income

\$124,361

AVERAGE HH INCOME (\$)



#### 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.



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