

520 Park Avenue
Baltimore, MD 21201
Mixed-Use Development

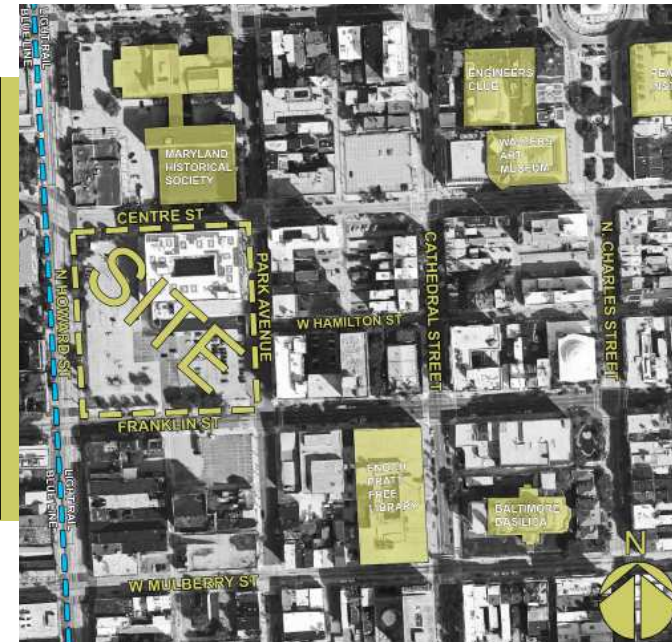
Millennial's not only prefer renting to buying, but they want to live, work and play in their own metropolitan areas. Demand for downtown living has sent Baltimore's apartment occupancy rate to 97%. That, coupled with Baltimore's abundance of historic and industrial properties in need of revitalization, provide the perfect scenario for developers to not only supply these high demand properties, but to also transform neighborhoods.

520 Park Avenue is a perfect example of neighborhood transformation through the adaptive re-use of the former Hochschild, Kohn & Co. warehouse constructed in 1942. It is part of the Market Center Historic District that contains buildings of diverse size, style, scale, and typology that reflect its evolution from a residential area to Baltimore's premiere shopping district during the 19th and early 20th century. The renovated building offers 171 luxury apartments as well as retail space slated for an assortment of 15 local artisan vendors creating a neighborhood marketplace.

520 PARK AVENUE



The original Hochschild, Kohn & Co. building





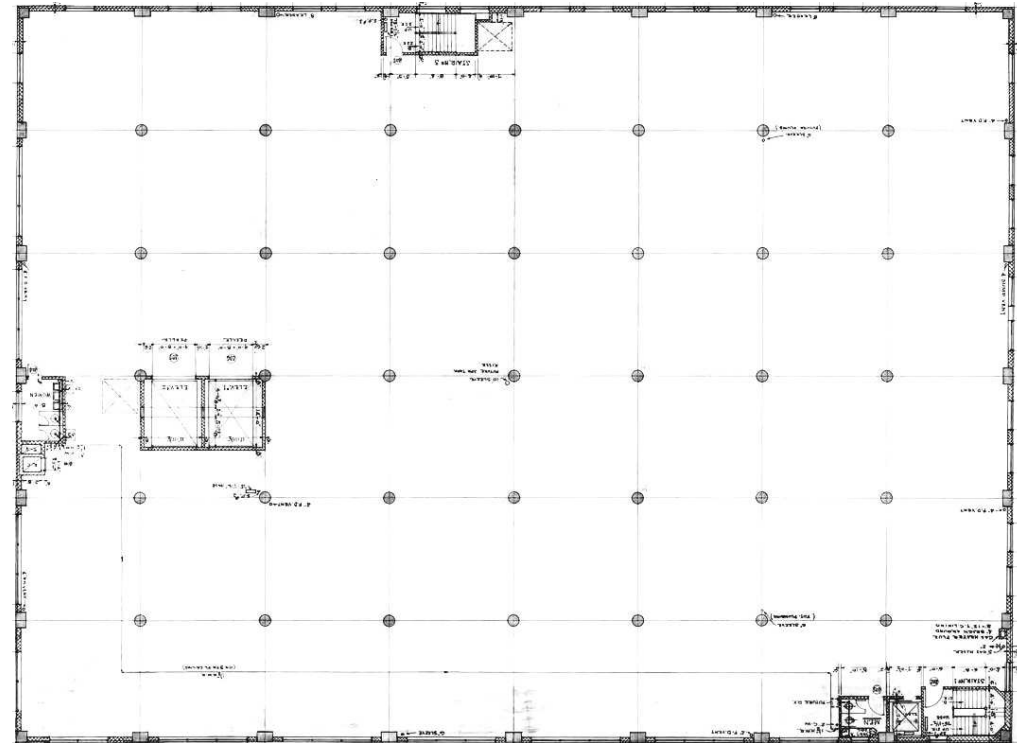
Existing facade



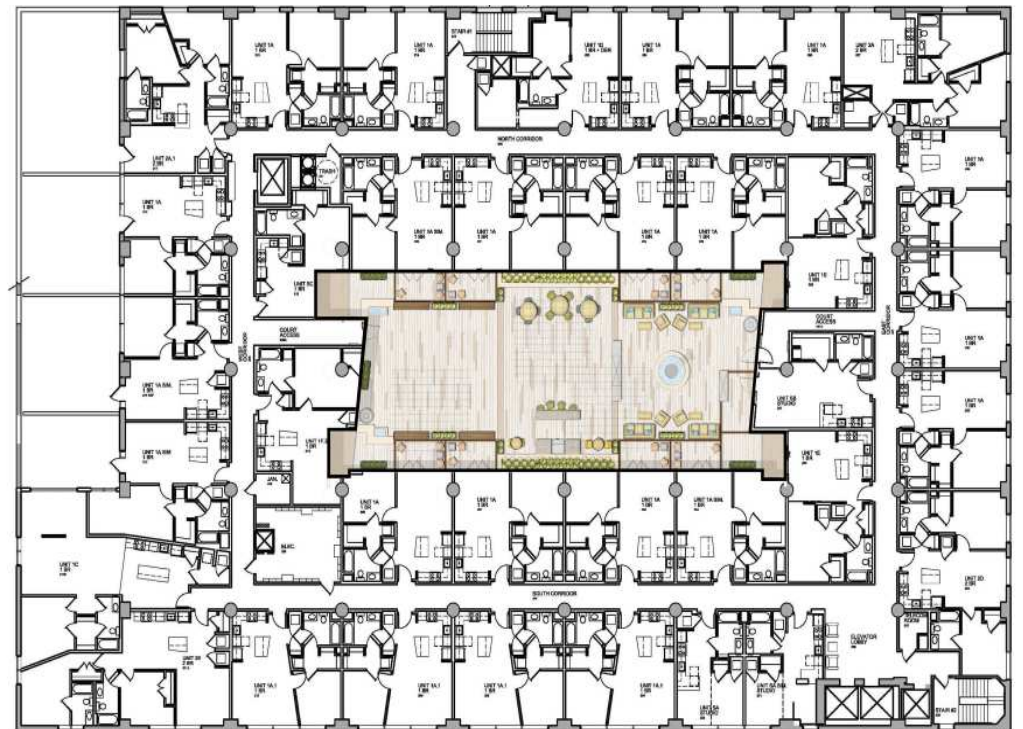
Existing columns and floorplate

Since the existing building is part the Historic District, opportunity to alter the façade of the building was limited. The team restored the existing façade and windows, while adding an updated entryway with views into the vibrant lobby.

To address the challenge of creating a more modern space in an otherwise Historic District, the team transformed the building from the inside out. The solution was to cut away the building's center to create a unique and expansive enclosed inner courtyard.



Existing Typical Floor Plan

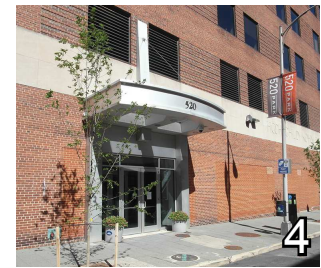


Proposed Floor Plan and Courtyard



Restoration of the exterior included maintaining the original Hochschild, Kohn & Co. signage and the window patterns, while also restoring the window frames to their original size and quality.

To breathe new life into the building, the design team envisioned a new entrance sequence including a more modern canopy, signage, and began to extend the curb appeal into the lobby. The exterior glass canopy and glass doors penetrate the front façade and become a glass box within the space



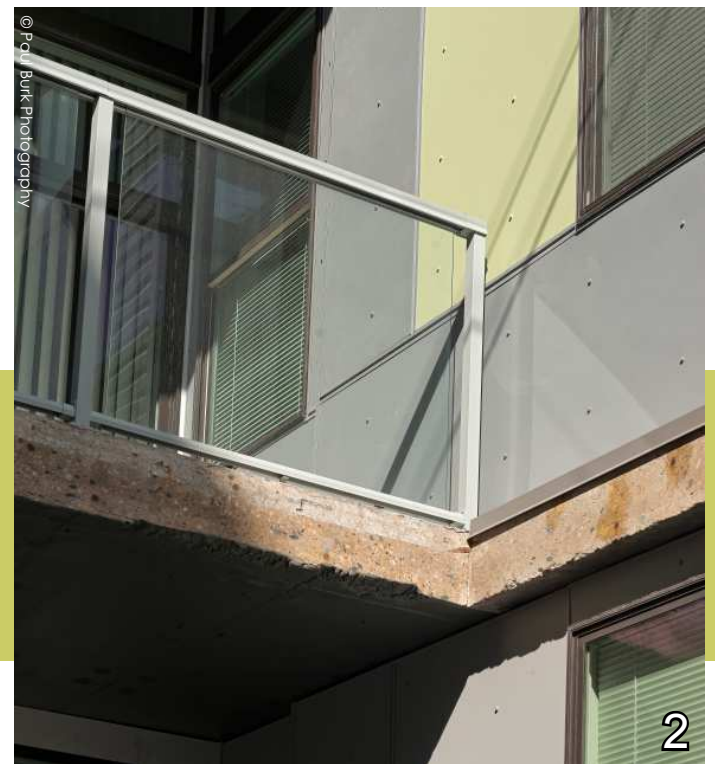
- 1. New canopy at the main entrance
- 2. Original signage on the historic facade
- 3. Restored exterior skin and windows from Park Ave
- 4. Existing main entrance
- 5. Proposal for updated main entrance



Carving out the building's center not only provided an outdoor oasis, but also solved the challenge of floor plates too deep for residential construction by allowing for a double loaded corridor. Now all units can capture great views of either the city street or the private courtyard.

- 1. Render of Courtyard (down)
- 2. Render of Courtyard (up)
- 3. Exterior wall under construction
- 4. Floor plate demolition





In keeping with the building's historic profile, the interior courtyard's 'carved out history' is expressed by the exposed slab edges and transforming an existing support column into a waterfall feature. Courtyard lighting supports were also installed to mimic the rebar that was stripped away.

1. View of finished Courtyard
2. Detail of cut slab at balcony
3. Detail of cut slab at exterior wall



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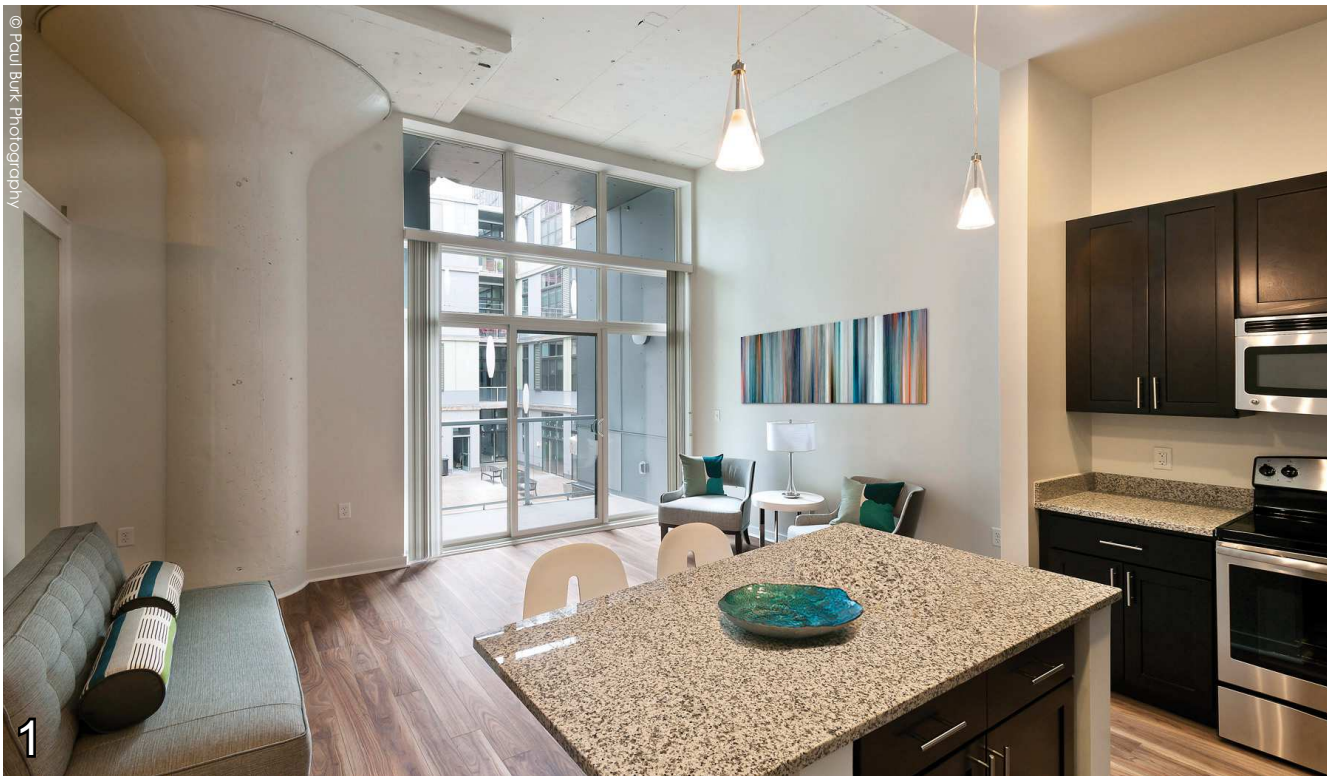
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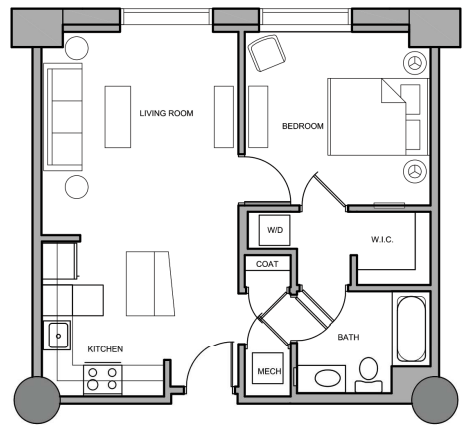
1. Lobby and living wall from entry
2. Living wall from Cyber Cafe
3. Multi-Purpose Living and Dining
4. Cyber Cafe and Multi-Purpose beyond

The ultra-modern aesthetic of the lobby infused with playful colors immediately captures the curiosity of street traffic and provides a younger image that is appealing to local professionals and students.

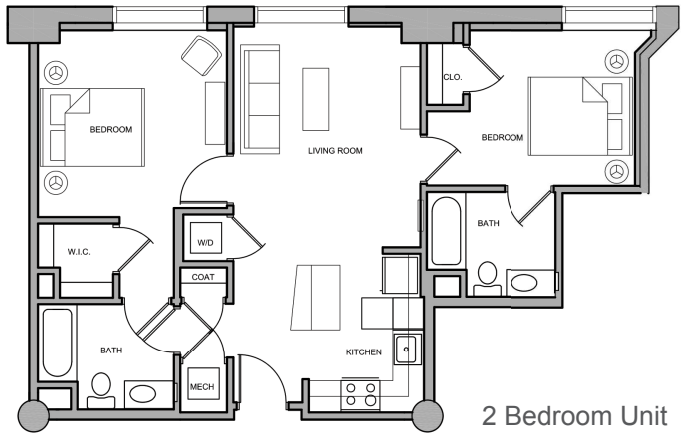
Other amenities include a living wall, cyber cafe, multipurpose living & dining areas, business center, fitness & yoga center and dog wash station.



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1 Bedroom Unit



2 Bedroom Unit

Each unit features an open kitchen and living room with views to either the Baltimore Downtown or the inner courtyard. Every floor has a designated color scheme to help guide visitors.

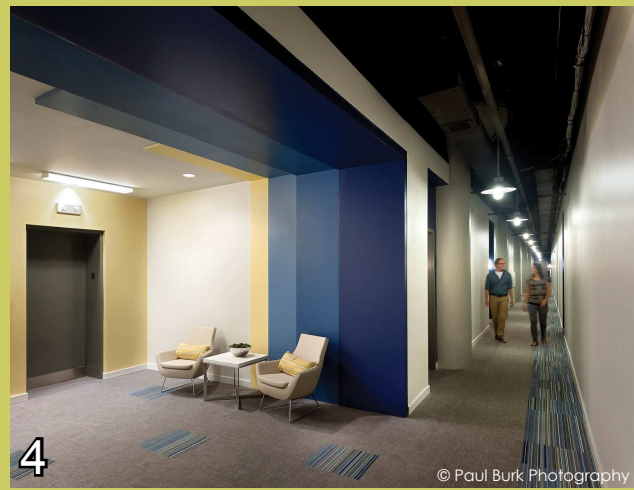
- 1. Kitchen/Living with balcony and view of courtyard
- 2. Typical Office before
- 3. 3rd Floor Elevator Lobby with accent color
- 4. 4th Floor Elevator Lobby with accent color



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