



520 PARK AVE + MT. VERNON MARKETPLACE

AIA Baltimore | Excellence in Design Awards

Project address: 520 Park Avenue Baltimore, MD 21201
Multi-family / Mixed Use

Millennials 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.

Lobby and living wall from entry



Before



After



NEIGHBORHOOD TRANSFORMATION



Adaptive re-use of the former Hochschule, Kohn & Co. department warehouse constructed in 1942.

Transforming the neighborhood with luxury units and artisan vendors, creating a neighborhood marketplace.

Interior courtyard

COURTYARD OASIS

Since the existing building is part of the Historic District, opportunity to alter the building facade was limited.

To create 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.

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 to capture great views of either the city street or the private courtyard.



Amenities include a living wall, cyber cafe, multipurpose center, fitness & yoga center, & dog wash station



Living wall and cyber cafe



Multi-purpose space

VIBRANT DESIGN

Concepts like inserting a living wall into the lobby and creating an outdoor courtyard fulfill the need of having green space in an urban environment.

FLEXIBLE SPACES

The ultra-modern aesthetic infused with playful colors is used to create a younger, hip image that draws in the desired demographic.

Amenity spaces were carefully programmed to include incubator offices which allow residents to work from home. A collaborative concept was generated to share amenities between local properties amongst all residents.



Kitchen/living with balcony and view of courtyard

A ROOM WITH A VIEW

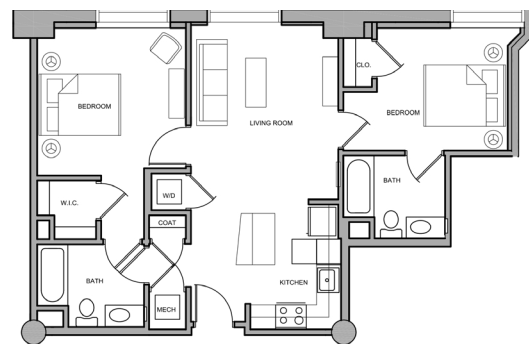
Each unit features an open kitchen and living room with views to either the Baltimore Downtown or the inner courtyard.



STUDIO



1 BEDROOM



2 BEDROOM

LOCAL ENGAGEMENT



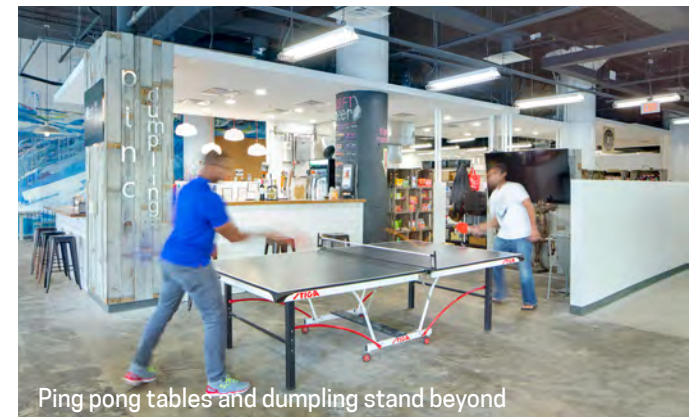
To further create a destination and sense of community the building includes retail spaces that house a coffee shop and an artisan marketplace drawing in consumers from the local and surrounding neighborhoods. The marketplace consists of 15 local artisan vendors providing local produce, an oyster bar, dumplings, delicatessen crepes and more.



Oyster bar



Local beer and coffee stalls



Ping pong tables and dumpling stand beyond