

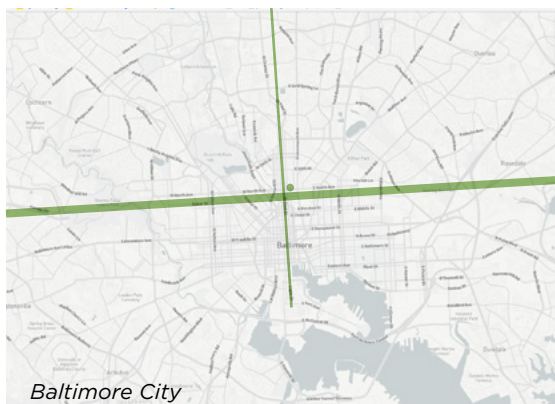
Vacant for 25 years, The Centre was a long-forgotten structure on a desolate thoroughfare in the heart of Baltimore. Now fully restored, with its historic 1939 illuminated marquee, it is an iconic presence in the resurgent Station North Arts District. This landmark development provides shared spaces for companies and non-profit organizations working to make Baltimore a better place. It also provides a key programmatic space for the JHU/MICA Film Center, a ground-breaking collaboration between the Maryland Institute College of Art and Johns Hopkins University.

The Centre embodies the history of North Avenue in the 20th century. Design for the renovated building restored the historic exterior and created a flexible interior for various tenant configurations. The redevelopment honors the building's past by restoring its marquee and main facade to their 1930's theatrical splendor. The remainder of the facades are restored to their 1913 configuration, when the building was a Studebaker automobile dealership. This includes opening large windows that had long been blocked. A new modern lobby is discretely integrated behind the historic marquee to provide access to the various tenant spaces, while also allowing the old building to comply with modern building codes.

The Centre
Baltimore, Maryland
Commercial



+ A CATALYST FOR COMMUNITY DEVELOPMENT



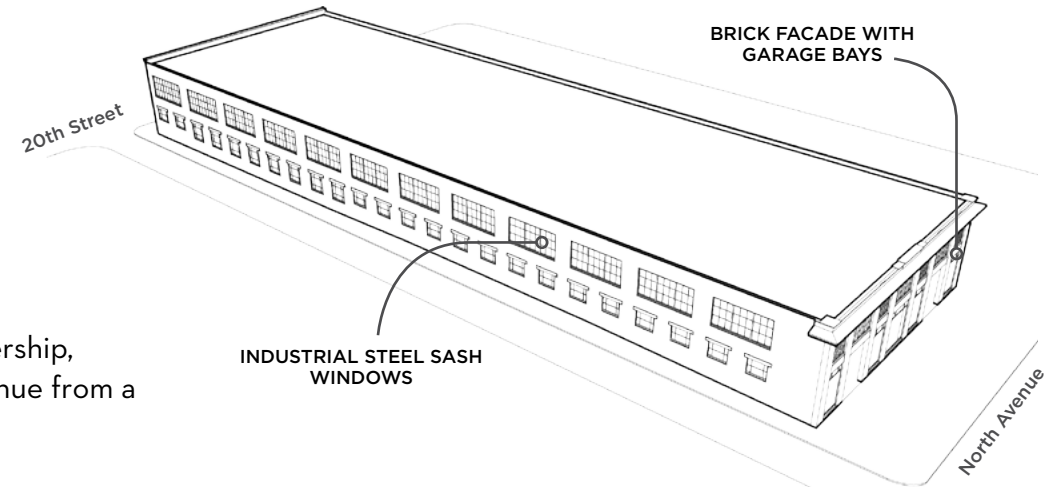
The Centre is located on North Avenue, one of Baltimore's most significant streets both historically and culturally. The \$19 million restoration is a unique development as well as an important element in a large-scale strategy of urban revitalization. The project was initiated by a nonprofit developer that has led the revival of many Baltimore neighborhoods, in close cooperation with a coalition of anchor institutions, City agencies, and other community stakeholders. Together they are working to transform ten neighborhoods in Central Baltimore into a thriving mixed-use and mixed-income area.

+ REMEMBERING HISTORIC NORTH AVENUE

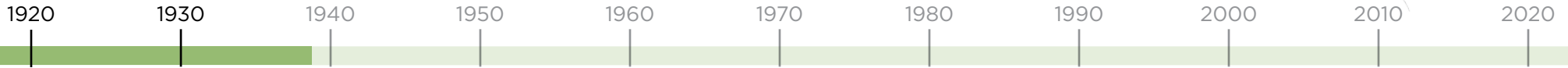


Historic North Avenue Elevation

THE AUTOMOBILE ERA



The original building was built in 1913 as a two-story automobile dealership, garage, and chauffeur's lounge. This time marked a shift in North Avenue from a quiet residential area to a busy automotive commercial district.

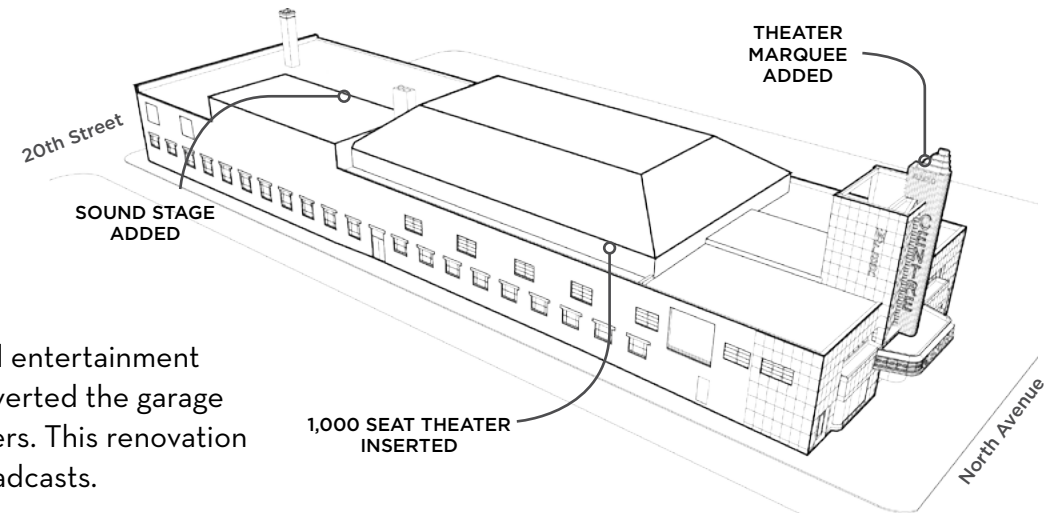


Historic View from North Ave

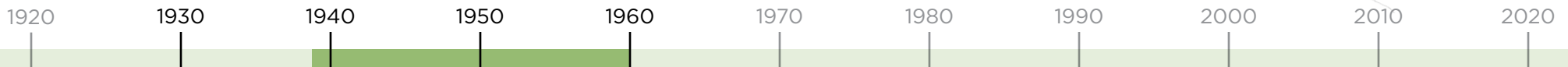


Historic View of Theater Interior

THE THEATER ERA



In the 1930's North Avenue had evolved into a prominent theater and entertainment district. In 1939, noted theatre entrepreneur Morris A. Mechanic converted the garage building into an Art Moderne cinema with seating for 1,000 moviegoers. This renovation included a beloved local radio station with a sound stage for live broadcasts.



+ ABANDONED AND DECAYING



North Avenue Facade Before Renovation



Interior Before Renovation

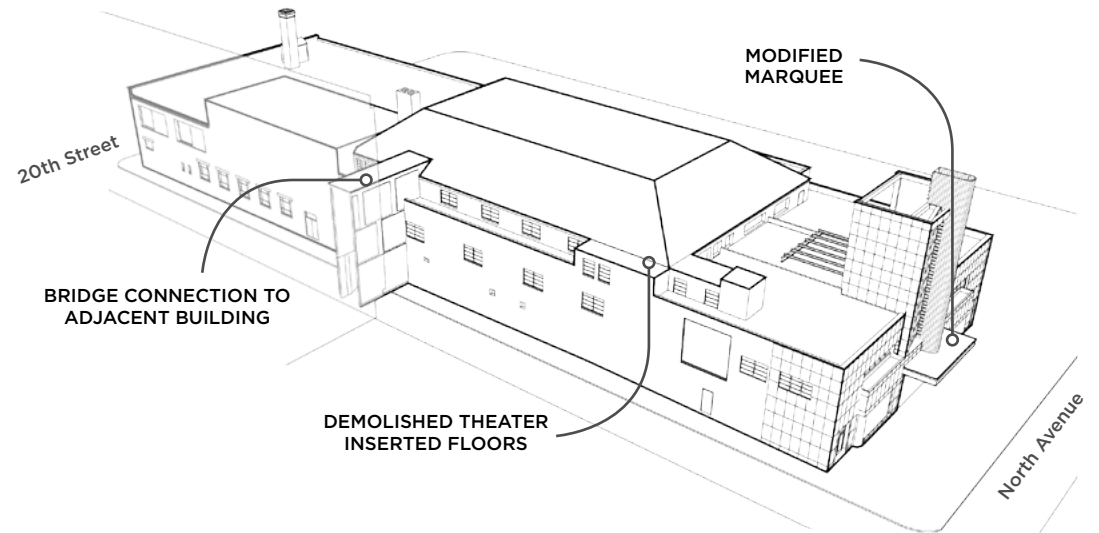


Interior Before Renovation

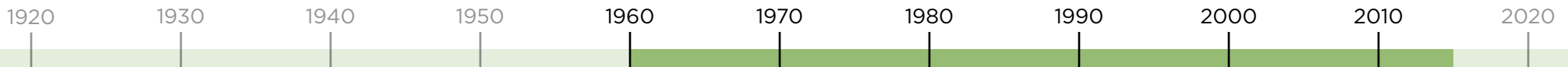


Interior Before Renovation

THE NEGLECTED ERA



By 1959, moviegoers were deserting urban venues for suburban theatres, and the building was converted into office space for a bank, demolishing the theatre auditorium and inserting a floor. By 1990, North Avenue was mainly vacant and the Centre was abandoned. When the developer acquired the 73,000 sf building in 2013, rainwater poured through thirty-foot holes in the roof while vegetation and trees grew through the walls and floors. The building interior was infested with mold and full of asbestos.

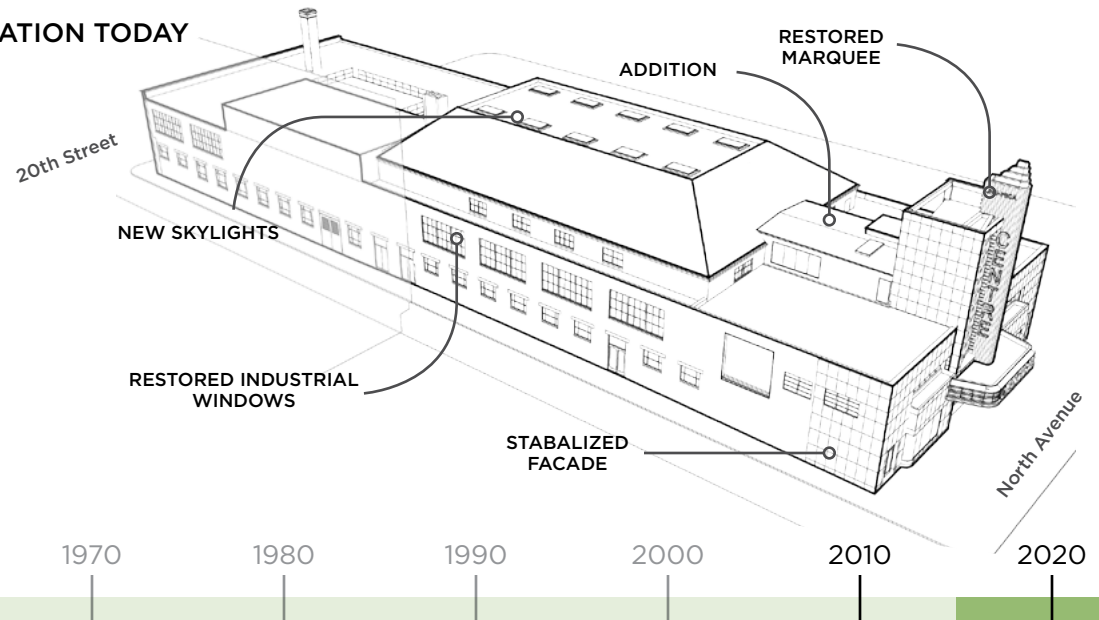


+ LIGHTING UP NORTH AVENUE

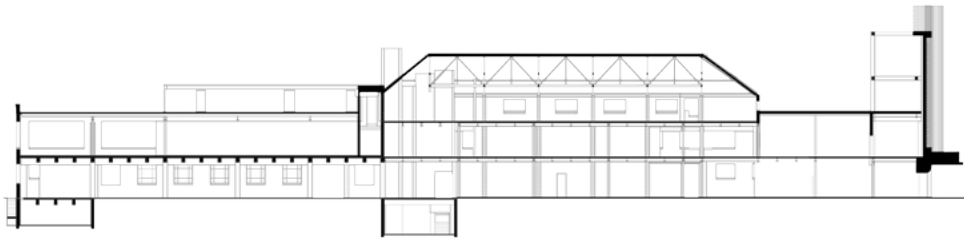


The redevelopment project transformed the largest vacant building in the Station North Arts & Entertainment District into a hub for artists, arts education, and firms in the social impact sector. A new marquee matching the design intent of the historic theatre marquee was created and installed on the North Ave Façade. This includes neon signage, a canopy and vertical tower. The marquee is now lit every night for the first time since the Centre Theatre closed in the 1960s.

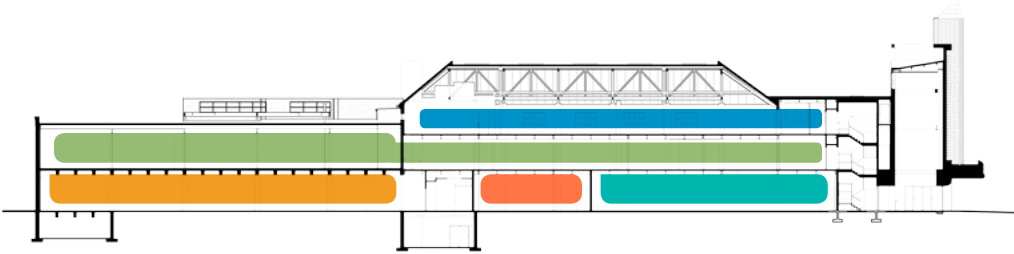
RESTORATION TODAY



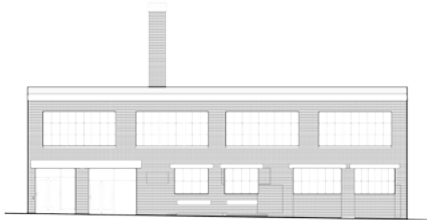
+ BUILDING FLOOR PLANS, ELEVATIONS AND SECTIONS



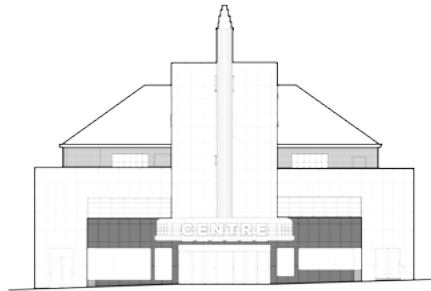
SECTION BEFORE RENOVATION



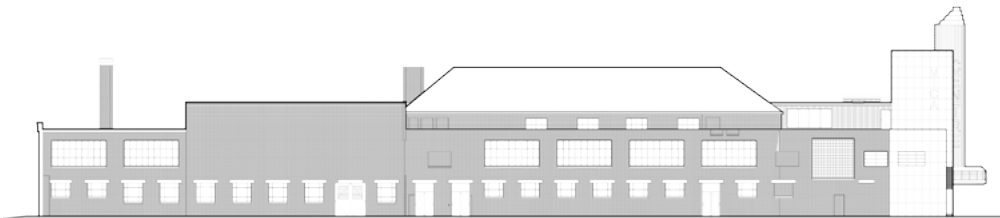
SECTION AFTER RENOVATION



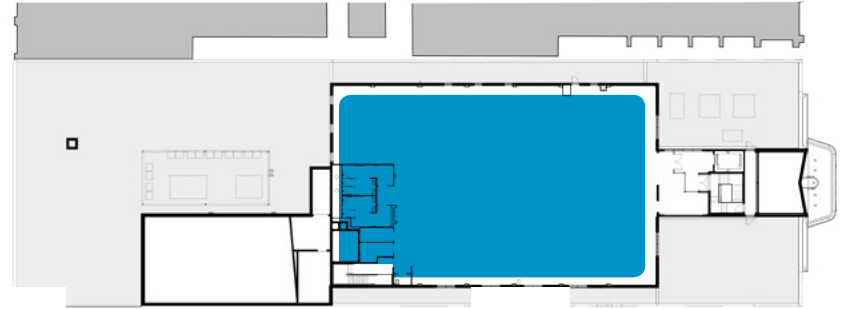
NORTH ELEVATION



SOUTH ELEVATION



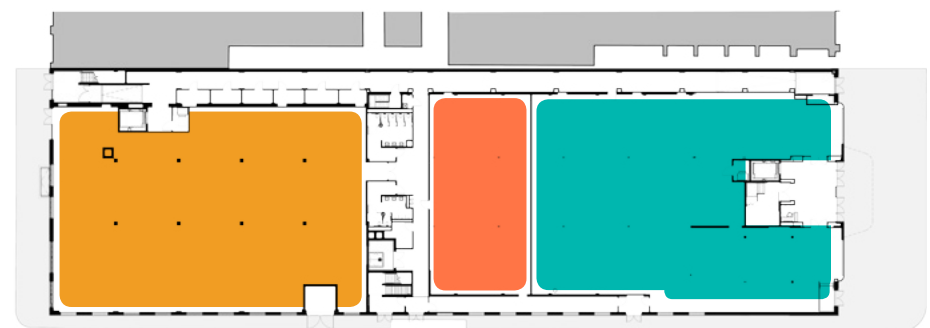
WEST ELEVATION



LEVEL 3

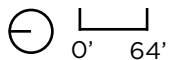


LEVEL 2



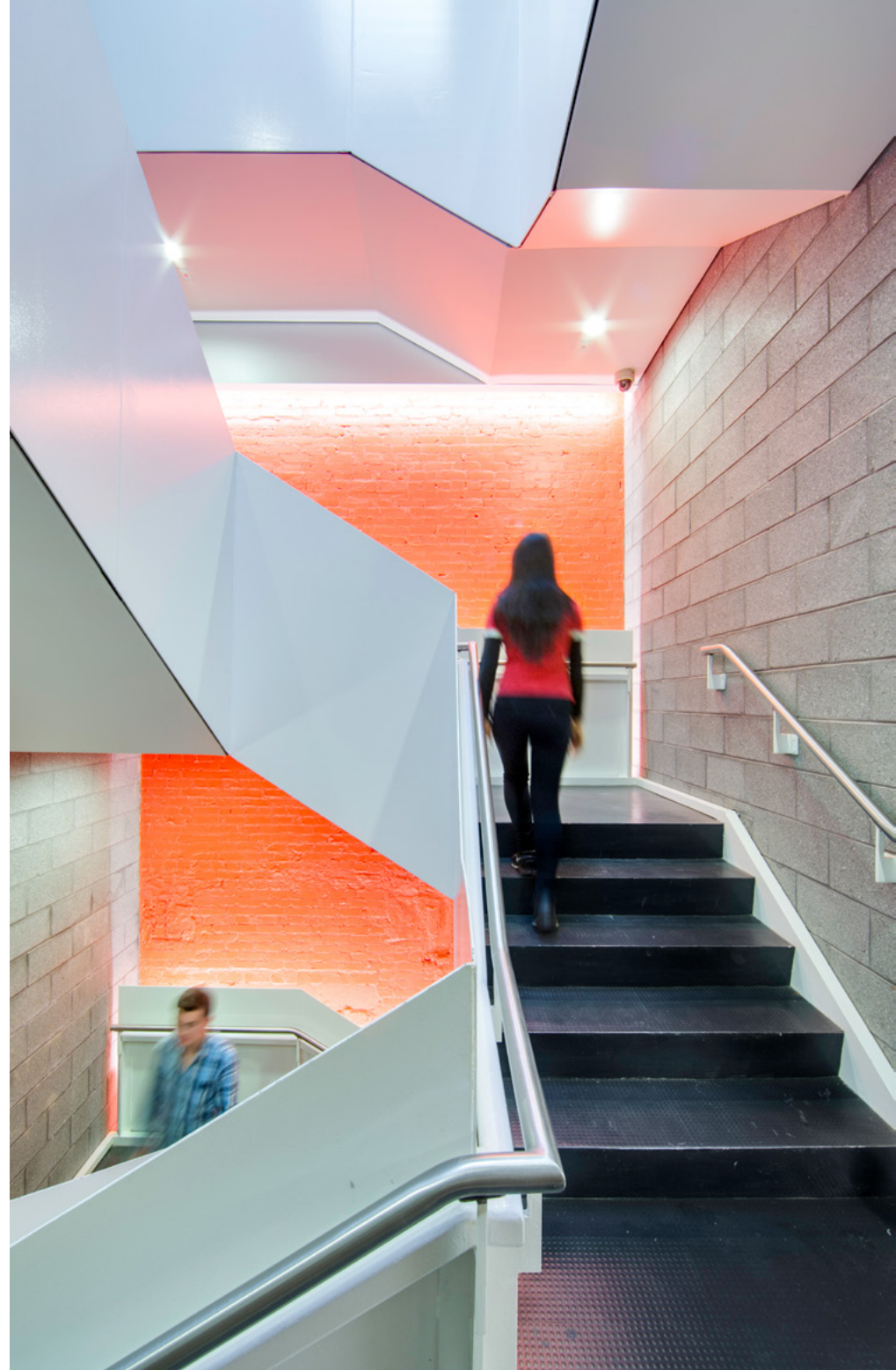
LEVEL 1

- Tech Company Offices
- Johns Hopkins / MICA Film Center
- Multiple Non-Profit Offices
- Baltimore Jewelry Center
- Impact Hub (Community Business Incubator)
- Core Public Spaces





A new lobby is inserted behind the historic marquee and references the art deco character of the original theatre, providing a fitting grand entrance to the diverse tenant spaces.



A new central stair acts as a ribbon linking the main lobby with the tenant spaces.



Historic elements and exposed structure are design features within the open JHU/ MICA Film Office Space. The 20th street elevation has re-opened industrial windows and storefronts.

