FOR LEASE

THE FITZGERALD

SEGALL GROUP
COMMERCIAL REAL ESTATE

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REALTY RESOURCES

Where the Midtown neighborhoods of Mt Vernon, Station North and Bolton Hill meet, you will find The Fitzgerald. Inspired by F. Scott Fitzgerald and the energy of his era, this Baltimore development offers more than just somewhere to hang your hat. The developer, Bozzuto Group, blended stunning features with fantastic amenities in a culturally rich environment. Sandwiched between the Maryland Institute College of Art (MICA) and the University of Baltimore, The Fitzgerald is a mixed use project consisting of almost 25,000 square feet of dynamic urban retail space, 275 residential units and a 1,250 space parking garage that serves University of Baltimore students as well as area visitors. The project's retail component is ideal for entertainment, service, retail and restaurant uses to serve students and faculty, neighborhood residents, out of town visitors, local office workers and patrons of the great local entertainment and cultural venues including the Lyric Opera House & Theater, The Meyerhoff Symphony Hall, and the Parkway, Centre and Charles Theatres in the nearby "Station North" Arts District. A Light Rail stop is adjacent, and Amtrak's Penn Station is within easy walking distance.

The Opportunity

Approximately 19,000 square feet of prime space is available on two levels – 14,359 on the ground floor and 5,069 square feet on a Mezzanine level open to the floor below. These two areas are currently connected by elevator and escalator and, due to Oliver Street's rising slope, both at street grade. Entertainment, grocery or fitness uses are sought for the larger portion or the entirety, while the smaller area can be demised for a café that caters to this culturally rich party of the City.

Quick Facts

Location	Retail space in Luxury Apartment Building
Size	19,428 square feet (14,359 lower level and 5,069 Mezzanine)
Delivery	Immediate
Rental Rate	Negotiable
Parking	1,250 spaces with on-site parking garage
Traffic Counts	12,511 AADT - W. Mt. Royal Ave 30,033 AADT - N. Howard Street

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Property Overview

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

2017 Demographics	5 minutes	1 mile	3 mile
POPULATION	40,962	51,192	309,635
HOUSEHOLDS	21,207	23,264	126,763
AVG. HH INCOME	$52,294	$50,337	$61,135
DAYTIME POPULATION	63,442	77,273	430,743
TRAFFIC COUNTS	12,511 AADT (W. Mt. Royal Ave)	30,033 AADT (N. Howard Street)	

Retail Expenditures	5 minutes	1 mile	3 miles
APPAREL & SERVICES	$32M	$33M	$214M
EDUCATION	$23M	$24M	$153M
ENTERTAINMENT	$42M	$45M	$597M
HEALTHCARE	$71M	$19M	$128M
FOOD & DRINK	$124M	$130M	$843M

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Demographics

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

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Site Aerial

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

GALLERIES, STUDIOS & SUPPLIES

1 Galerie Myrtis
2 The Motor House
3 Westnorth Studio
4 Baltimore Print Studios
A public access, letterpress and screenprinting studio.
5 The Centre at 10 E. North Avenue
$18 million project to create a venue for film screenings, live music, artists' studios, galleries, a playhouse and a restaurant.
6 Artist & Craftsman Supply
7 Station North Arts Gallery Café
8 Metro Gallery
9 Guest Spot at the Reinstitute
10 New Door Creative
A gallery representing artists of local and international renown; presenting exhibitions and fine art events.
11 The Bell Foundry
A cooperatively and progressively organized multi-use arts center including performance and rehearsal studios, skate park, garden and print shop.
12 Case[werks]
A sales and service organization committed to the practical integration, display and storage of artistic works, archival materials and special collections
13 Station North Tool Library
Lends artists' tools and hosts DIY workshops as well as community service and social events.
14 Area 405
Converted warehouse with exhibition and studio space for visual arts, dance, theatre and film.
15 City Arts Gallery
Located in the City Arts Apartments building for resident artists.

EATING & DRINKING

1 iBar Restaurant
Internet café, bar and restaurant.
2 Red Emma's
Bookstore & Coffeehouse
3 Liam Flynn's Ale House
4 Windup Space Bar & Arts Venue
A multipurpose performance space, art gallery & bar. Featuring musical performances, film screenings, design conversations and other events.
5 Joe Squared
6 Caribbean Paradise
7 The Depot
8 Club Charles
9 Tapas Teatro
10 Bottega
11 Gallery One Bar
12 Pen & Quill
13 Café Mocha
Located in the Case[werks] building featuring beverages, sandwiches, baked goods and free wi-fi.

THEATRES

1 Parkway Theater
2 Stillpointe Theatre
3 Charles Theatre
Baltimore's oldest movie theatre (5 screens).
4 Copycat Theatre
A DIY experimental theatre located in the Copycat warehouse.

EDUCATION

1 MICA Graduate Studio Center
2 Schuler School of Fine Arts
3 Baltimore School of Design

ARTIST HOUSING

1 Area 405
2 City Arts Apartments
3 The Copycat Building

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Station North Arts & Entertainment District

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

UNIVERSITY OF BALTIMORE

KEY LOCATIONS

1 Langsdale Library
2 Learning Commons
3 Gordon Plaza
4 Academic Center
5 John and Frances Angelos Law Center
6 UB Student Center and Barnes & Noble at the University of Baltimore
7 William H. Thumel Sr. Business Center
8 Liberal Arts and Policy Building
9 Charles Royal Building
10 1304 St. Paul Street
11 UB Foundation Building
12 1120 N. Charles Street
13 1030 N. Charles Street
14 5 W. Chase Street
15 40 W. Chase Street
16 1104 Maryland Avenue
17 1107 Cathedral Street

PARKING

18 Maryland Avenue Garage
19 Cathedral Street Lot
20 Mount Royal Avenue Lot
21 Fitzgerald Garage

MARYLAND INSTITUTE COLLEGE OF ART

KEY LOCATIONS

1 Founders Green
2 The Gateway
3 Firehouse
4 15/15 Building
5 Wellness Center
6 Bunting Building
7 Cohen Plaza
8 Fox Building
9 Brown Building
10 Meyerhoff House
11 The Annex
12 Main Building
13 School for Professional Continuing Studies
14 Campus Safety
15 Art/Tech Center
16 Dolphin Building
17 MICA Store
18 Mount Royal Station
19 Graduate Studio Center
20 1801 Building

PARKING

21 Studio Center Lots
22 Mount Royal Station Lot
23 Church Lot
24 Bunting Lots
25 1501 - 1515 Lots
26 North Avenue Lot
27 Founders Green Lot

LANDMARKS

1 Penn Station
2,500 Passengers Daily
2 The Lyric Opera House
3 Joseph Meyehoff Symphony
4 National Guard Armory
106 Employees
5 State Center
6 The Belvedere Hotel
7 Maryland General Hospital
1,100 Employees
8 Baltimore School for the Arts
370 Students

RESIDENTIAL HOUSING

9 The Fitzgerald
Apartments featuring up to 1,400 square feet of living space. Complex contains Noona's and Brass Tap.
10 Henderson House Apartments
11 The Varsity
11 story Student Housing (320 Beds)
12 Symphony Center Apartments

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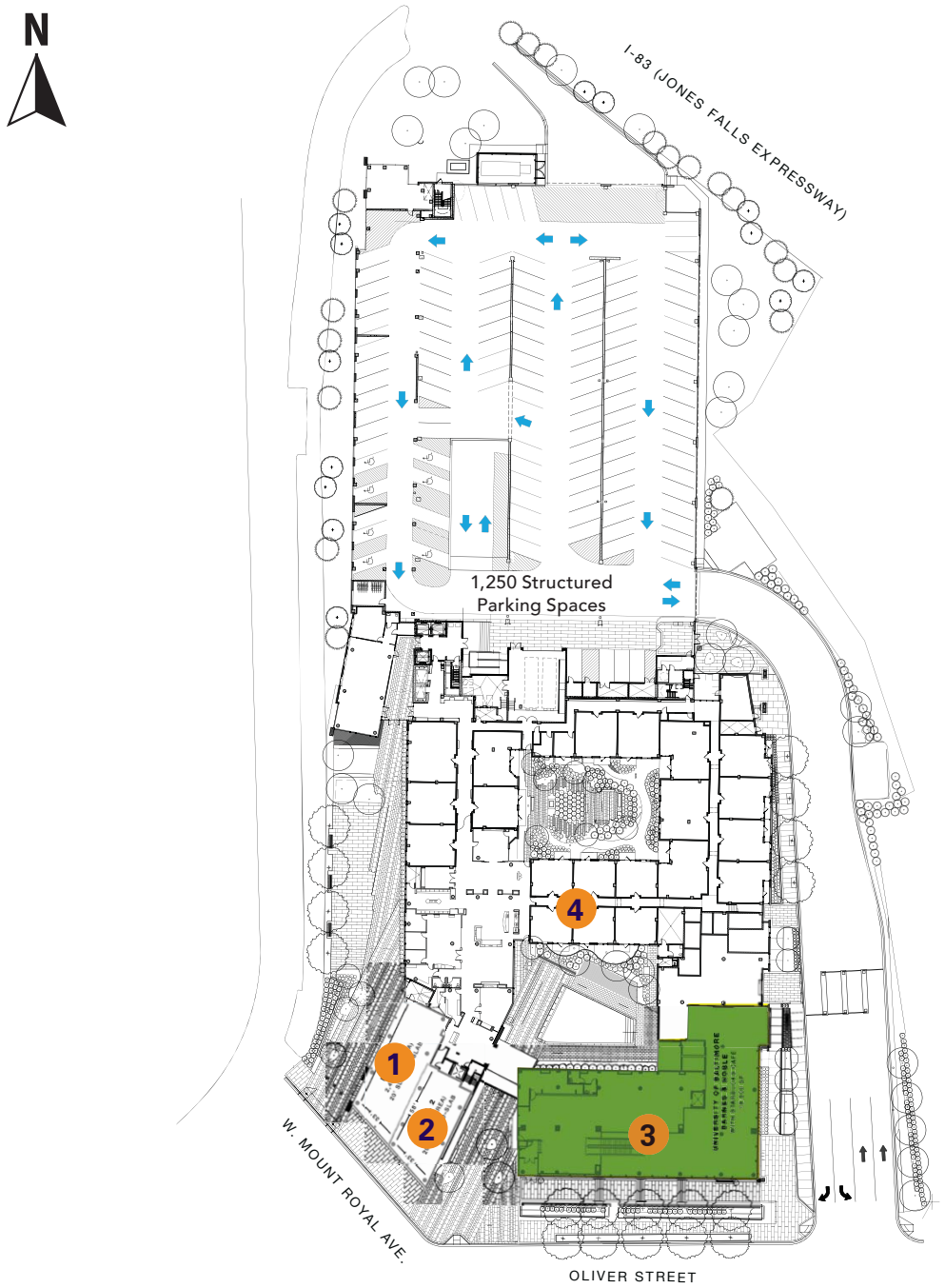
Universities & Landmarks

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217



FIRST FLOOR SPACES

1 Brass Tap
2 Noona's
3 Available - Bookstore with Café
4 The Fitzgerald Apartments

AVAILABLE SPACE BREAKDOWN

Book Store with Café	19,428 square feet
Café Space	5,069 square feet
Bookstore Space	14,359 square feet

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Site Plan

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

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Barnes & Noble and Café Entrances

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Sample Entrances

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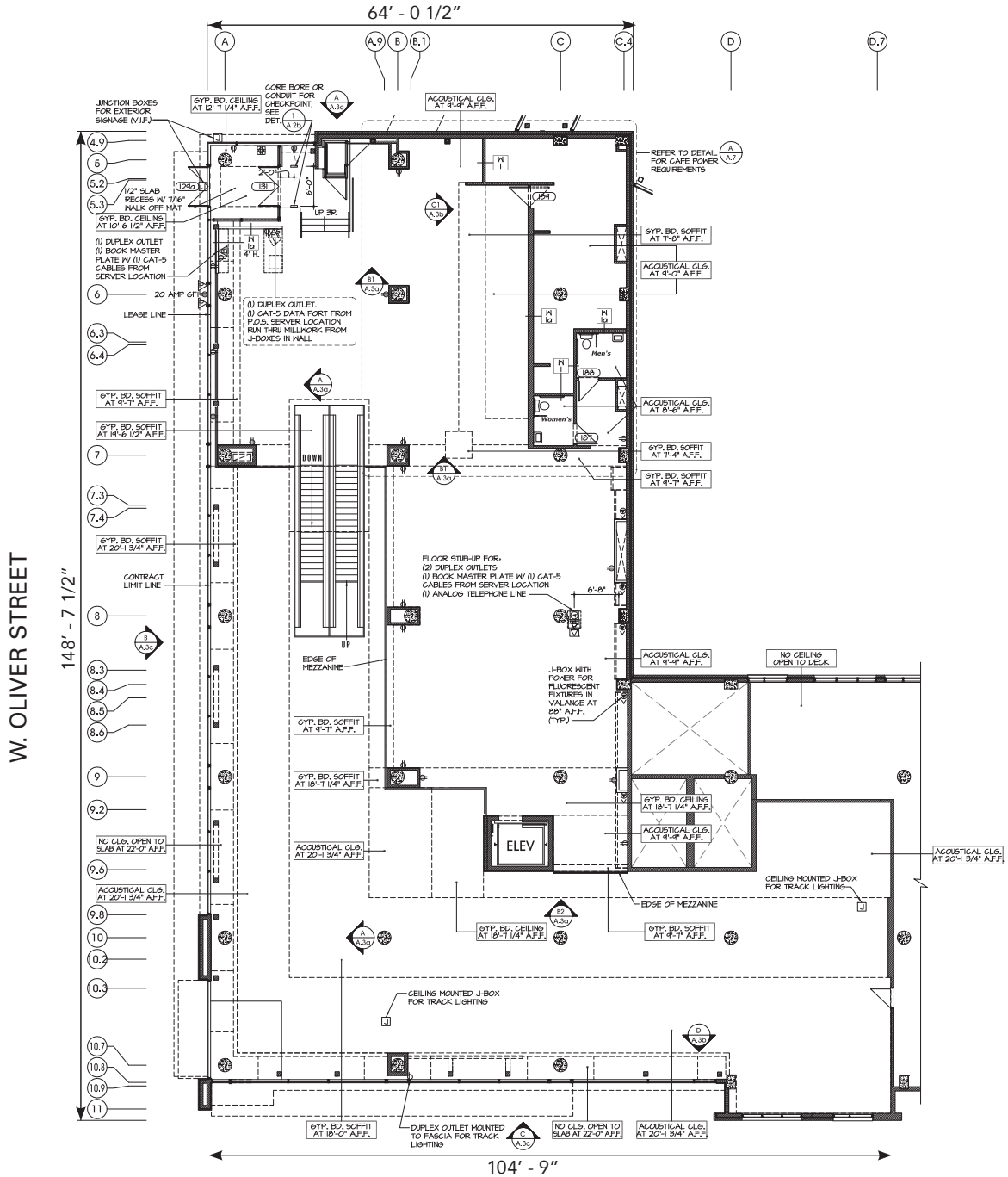

Barnes & Noble and Café - Space Plan

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MICA

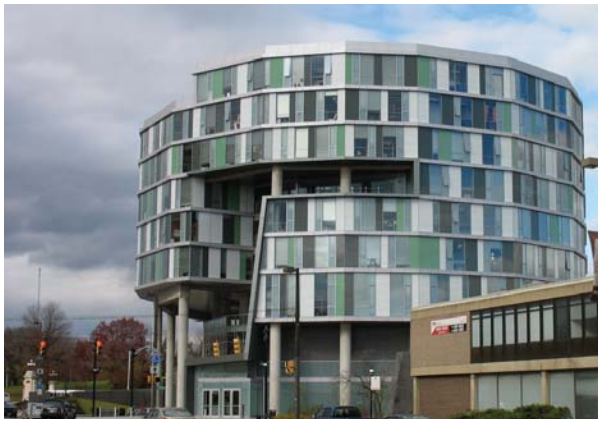
Student & Employee Profile
Fall 2017

Total Enrollment: 2,200

Undergraduate	1,820
Graduate	380
Female	69%
Male	31%
Full-time	99%
Part-time	1%
Maryland Resident	85%
Out-of-State	45%
International	22%
Faculty	
Full-time	291

Residential Profile:

- 861 MICA students live on-campus.
- 88% of students live in the college-owned, -operated, or -affiliated housing.
- 12% of students live off campus



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Maryland Institute College of Art

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

university of baltimore

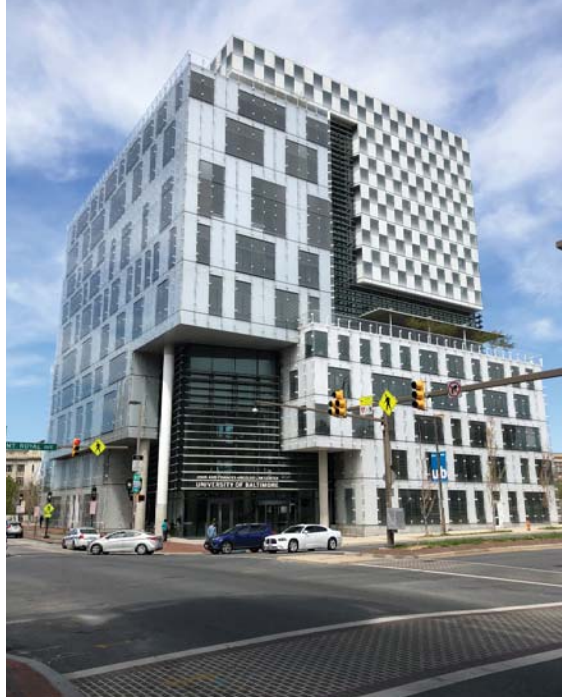
Student & Employee Profile
Fall 2017

Total Enrollment: 5,565

Undergraduate	2,949
Graduate	1,884
Law	732
Female	60%
Male	40%
Full-time	50.3%
Part-time	49.7%
Maryland Resident	92.5%
Out-of-State	4.7%
International	2.8%
Total Faculty	371
Full-time	207
Part-time	164

Residential Profile:

- There is no on-campus housing.
- There are 11 off campus housing options.
- 84% of students live in off campus housing within the city.
- 16% of students live outside of the city.



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University of Baltimore

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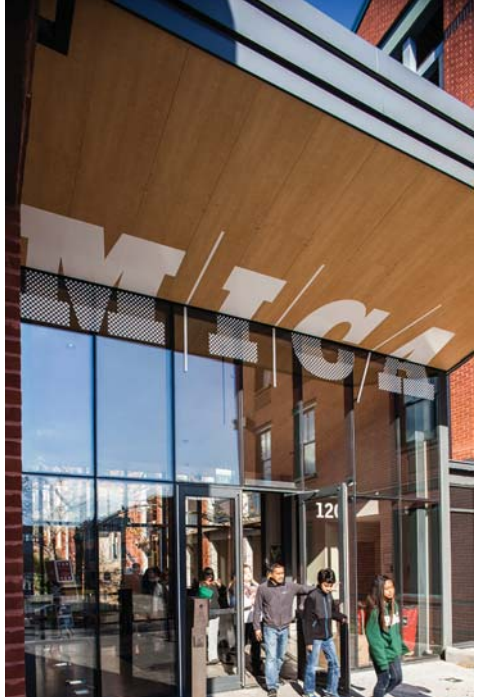
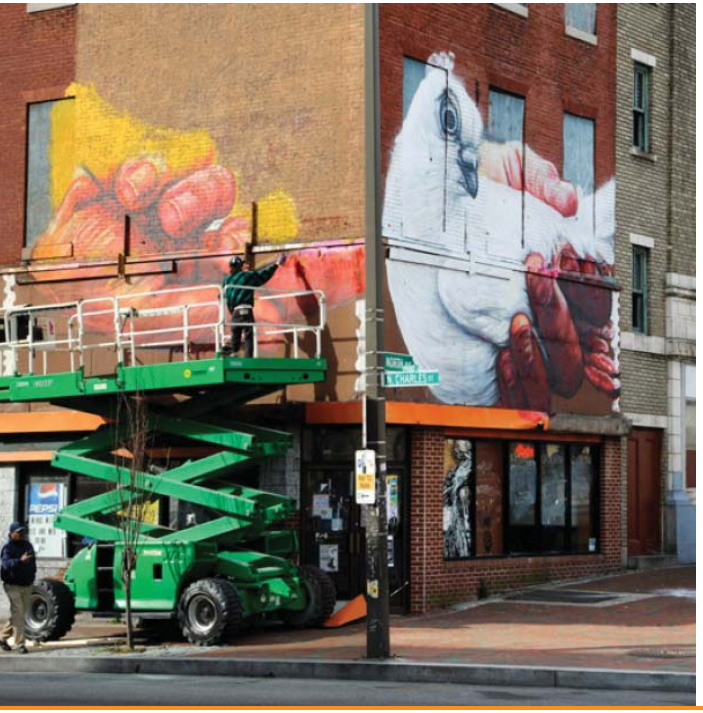


STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



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Surrounding Imagery

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PARKWAY THEATRE LOOKS FOR WAYS TO BRING IN NEW AUDIENCES AS IT CELEBRATES ONE YEAR IN STATION NORTH

By Amanda Yeager – Reporter, Baltimore Business Journal
Apr 27, 2018

The Parkway Theatre on the opening night of the 2017 Maryland Film Festival.

Last spring brought new life for the Parkway Theatre in the Station North Arts and Entertainment District.

Opened in 1915, the movie theater shut down in the 1970s and lay dormant for 40 years until it was resurrected through an $18.2 million revitalization project and reopened last May for the opening night of the Maryland Film Festival.

A year after the restored Parkway made its premiere, the theater is feeling out the best ways to connect with film buffs and neophytes alike, said Maryland Film Festival Founding Director Jed Dietz.

"We've set a mission to be different, in a good, positive way," Dietz said.

Part of that mission is finding a balance between crowd-pleasers and the independent cinema that the theater hopes to promote to a broader audience.

The Parkway, officially called the Stavros Niarchos Foundation Parkway after its major Greek donor, is perhaps best known as home base for the film festival, which kicks off its 20th season of screenings on May 2. This year's festival runs through May 6 and will present more than 40 feature films as well as 10 shorts programs from filmmakers across the U.S. and the world.

But the theater also offers year-round programming outside of the festival, showing independent and classic films, hosting free screenings and serving as a hub for film students at the Maryland Institute College of Art and Johns Hopkins University.

Over the course of its first 10 months, 35,000 people attended ticketed screenings and events at the Parkway, Dietz said, and another 12,000 people came for free screenings and film classes. This summer, some 3,400 people showed up to free screenings scheduled to coincide with Artscape, the city's free arts festival.

He predicts the theater can double its attendance over the next few years.

Landing on the community's radar can be a challenge, however, particularly when the films that are scheduled don't have the thrust of Hollywood marketing money behind them.

"Most marketing dollars are concentrated on a very small part of the whole art form," Dietz said. "In our market, the internet modes are incredibly effective some of the time, and very efficient some of the time, and not very efficient some of the time. It's young and everybody's still trying to figure it out — and then traditional advertising is shifting tremendously just because eyeballs are shifting tremendously."

Dietz and Parkway staff have noticed strong audience response to screenings of classic movies like "Groundhog Day," "Bill and Ted's Excellent Adventure" and "The Shining."

"They're not art films — they're wonderful films, but highly marketed studio movies," Dietz said. "I think we can do the same with some of the other films. We're learning how to communicate, how to let people know what these movies are."

He thinks popular streaming services like Netflix and Amazon's Prime Video are helping to grow interest in independent film.

"There's so much stuff on them, the normal consumer gets the sense that there's more out there," he said.

The theater is playing up its uniqueness as a draw for moviegoers.

Dietz said the Parkway was built exclusively for showing movies, which in 1914 — before Hollywood's Golden Age of the 1920s through the 1960s — was a bold move. Other Baltimore theaters built around the same time, like the 1914 Hippodrome Theatre, incorporated dressing rooms and other amenities for live performances.

The restored theater was carefully preserved to retain the original tile floors, ceilings, curved balcony and detailed plasterwork of its 414-seat auditorium. Modern additions include a digital film booth, new royal blue seats, surround-sound speakers and two smaller, 85-seat theaters upstairs.

"Our model at the Parkway is there is no building like it," Dietz said. "In our area, there are 2.9 million people and there are 200-plus movie theaters in that same geographic area. There isn't another one like the Parkway physically. The minute you walk in, it's a different experience."

The city and region are also seeing a burst of young people who are interested in filmmaking — a phenomenon Dietz is working to encourage at the Parkway.

"Our role at the Parkway is to use the space that we now have that we had never had before as a way to connect these emerging filmmakers to people from around the world who are making movies and are out there — not just financing movies and shooting them, but trying to market them too," he said.

"All the people in our area, maybe they're movie buffs, maybe they're not, but I want to get them thinking about the Parkway."

Read more: https://www.bizjournals.com/baltimore/news/2018/04/27/parkway-theatre-looks-for-ways-to-bring-in-new.html

GRAFFITI ALLEY

Mac MacLure of the Baltimore Arts Realty Corporation stands in "graffiti alley" outside the former 1920s auto showroom and garage that his company is converting to artists' studios and businesses. (Barbara Haddock Taylor, Baltimore Sun /October 2, 2014)

MOTOR HOUSE TO OFFER SPACE FOR ARTISTS IN STATION NORTH

Building at 120 W. North Ave. getting upgrades while preserving som 1914 features.

October 3, 2014

THE BALTIMORE SUN

At age 100, the commercial building at 120 W. North Ave. has enjoyed prosperity and suffered humiliation. It's now soon to become an arts center in the Station North neighborhood, whose transformation I've been watching for the past few years.

Perhaps its worst hour happened in 2012, when the Fire Department ordered it closed. Inspectors took one look at the outdated 1914 wiring and said, "Shut it down." Its main tenant, the Single Carrot Theatre, promptly moved out.

"The electrical box was like something out of a Dr. Frankenstein movie," said Laurens "Mac" MacLure, director of the Baltimore Arts Realty Corp., who gave a tour of the roomy structure this week, as his group has been completing plans for a $6 million upgrade.

Indeed, the system of fuses and circuit breakers did bespeak 1914. But so did the rest of the structure, one of many in Station North that have languished undisturbed for decades.

Located just across North Avenue from the Maryland Institute College of Art's recently renovated Fred Lazarus Building, 120 North now has a new name, the Motor House. Built in 1914 as the Eastwick Motor Co., it was an early Ford dealership. By the 1920s, when North Avenue functioned as a busy and convenient commercial area, the W.C. Cole dealership was selling Graham-Paige vehicles.

Automobile sales evaporated from the neighborhood nearly 40 years ago. At the end, 120 North was offering used cars. By the mid-1970s, the place housed Lombard Office Equipment. What seemed like all of Baltimore's beaten and battered used metal office furniture went to be sold here.

"The beauty is nobody has messed up the interior," said Amy Bonitz, the project's director. "Some of the wonderful features we've uncovered include the original [auto] showroom with a mezzanine where the managers could oversee the work happening throughout the first floor, including the rooms where the sales agreements were finalized.

"The front facade also contains beautiful leaded-glass windows with large, pivot windows that will be fully restored," said Bonitz. "The third floor is also a wide-open space with large skylights where mechanics used to work on cars. We will be saving and preserving the old freight elevator that brought the cars up to the upper floors for servicing as well."

The Baltimore Arts Realty Corp. is a newly formed nonprofit arts space developer that purchased the building in August 2013. It envisions the building as an arts hub for Station North.

"Artists are attracted to places that are unsafe because they are cheap," said MacLure. "We want to become the new model of providing affordable, safe and sustainable space for artists."

One of the ways that the Baltimore Arts Realty hopes to make their project solvent concerns the former auto showroom on the ground floor.

"I see this as becoming a wonderful restaurant space," said MacLure. "The rent from it could help subsidize artists' studios upstairs."

He told me the goal is to preserve affordable space for working artists so they are not forced out as the neighborhood improves and real estate values increase.

The Motor House, only three stories tall, has some amazing views from those expansive industrial-style windows. I stood at them and looked across the Jones Falls Valley near Penn Station and watched traffic pass over the Howard Street Bridge and listened to trains sound their whistles as they negotiated the long tunnel under West Baltimore.

Then there is Graffiti Alley, an amazing network of changing artworks in the outdoor studio at the rear of the Motor House. Its rear walls form a brick canvas for some of the city's most adventuresome painters, with graffiti changing on a nightly basis.

- Jacques Kelly

Read more: http://www.baltimoresun.com/news/maryland/baltimore-city/bs-md-ci-kelly-column-motor-house-20141003,0,1366746.column#ixzz3FSt6vE8s

Bolton Hill

Population:	4,905
Masters degree or higher:	36%
Bachelor's degree:	19%
Some College/or AA Degree:	18%
Median Age:	35

Bolton Hill is one of the Baltimore city's oldest residential areas consisting of three-story row houses and larger more ornate single-family houses. It is comprised of 20 blocks of well preserved buildings dating from the late 19th century and is listed on the National Register of Historic Places. Bolton Hill has been home to residents such as F.Scott Fitzgerald and President Woodrow Wilson.

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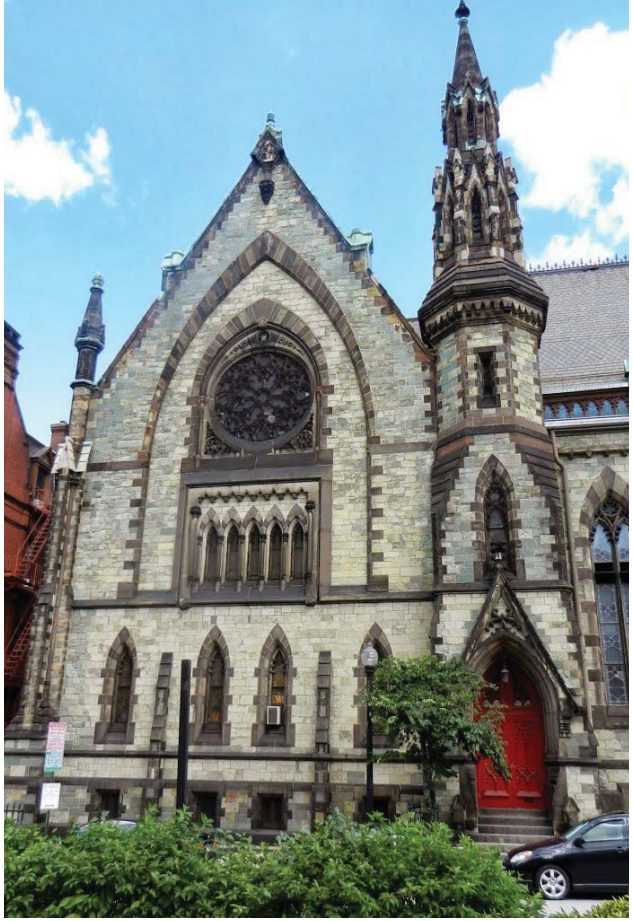
Bolton Hill Neighborhood

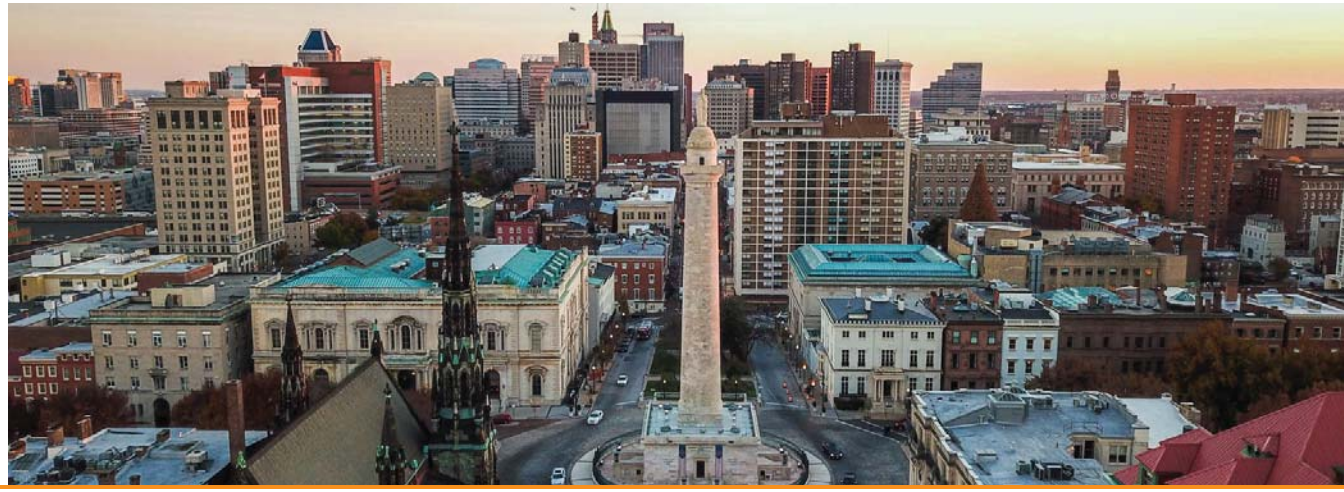
The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

Mt. Vernon

Population:	7,665
Masters degree or higher:	40%
Bachelor's degree:	26%
Some College/or AA Degree:	15%
Median Age:	31

Mount Vernon is the city's cultural and historic center with institutions like the Walters Art Museum and Peabody Library and the centuries old Washington Monument. An eclectic dining scene offers Afghani, Spanish and New American cuisine along with nightlife that includes trendy cocktail bars, taprooms, bars and live band venues.





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Mt. Vernon Neighborhood

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

HOW REDEVELOPMENT WILL TAKE PENN STATION 'WELL INTO THE FUTURE'

By Holden Wilen – Reporter, Baltimore Business Journal
Dec 15, 2017

A couple walks into the entrance of the 107-year-old Penn Station. They aren't buying train tickets to go to New York. Instead, they are checking into their hotel room and getting ready to eat dinner at one of the next-door restaurants and do some shopping.

That's could be possible under a preliminary vision from a team of developers selected by Amtrak on Thursday to complete a makeover of Penn Station and the surrounding properties.

A new hotel in Penn Station is part of the early concept for the massive 1.6 million-square-foot redevelopment project. A brand new state-of-the-art concourse that will include retail is also planned north of the railroad tracks where there is currently a parking lot. There are also plans for adjoining apartments, shops and restaurants in surrounding space.

Tim Pula, vice president of Beatty Development Group which is leading the development team, pointed to the new concourse as a central part of the entire project.

"That would give the ability for growth in rail passengers and a more modern facility that takes Penn Station well into the future," Pula said. "The existing head house still operates as a place for rail passengers, but there is this new concourse on the north end across the tracks. Everything is all connected. It really gives Amtrak and MARC the ability to continue to grow."

There will still passenger facilities and access points on the ground floor of the historic building, Pula said, but it will feature an entrance to the hotel and the lobby.

Amtrak awarded the project to a team including Beatty — led by Michael Beatty — and C. William "Bill" Struever's Cross Street Partners on Thursday. Struever is known for his work on many redevelopment projects in Baltimore including Tide Point, the Natty Boh tower in Brewers Hill and the Can Company in Canton.

Pula said Beatty looks forward to helping unlock the full potential of the Station North Arts and Entertainment District. He noted some of the projects already happening in the neighborhood, like the 103-unit Nelson Kohl apartment building on Lanvale Street slated to open in early 2018 and the revived Parkway Theatre at at North Avenue and Charles Street.

"We think Baltimore has really incredible potential — potential that we also have to work very hard to realize," Pula said. "This is an opportunity to do something in a part of town that has started to see something happen but not a ton. We're excited about bringing something there that continues that reinvigoration that has started to happen there."

The project will be complex because it involves working around a railroad, Pula said,

A rendering shows what the inside of the redeveloped Penn Station could look like.

adding it is part of what makes the project fun. He said Beatty, the developer of Harbor Point, enjoys working on projects that bring vacant and underutilized land back to life.

"Today means we get to do a lot more work for a long period of time," Pula said. "It's the more productive kind of work that ultimately leads to very exciting improvements to that area."

Struever, CEO of Cross Street Partners, said he got involved because he had been wanting to take part in the revitalization of Station North. He called Penn Station a key because of it "connects everything together" as a transportation hub. He said there are opportunities to redevelop around the light-rail and also make the area more bike-friendly as well.

Neither Struever or Pula would put a number on how much the total redevelopment cost because the project is still in the early stages, though Struever said there will be a "big, big investment."

"It's a big platform with a huge a opportunity," Struever said.

The master development team, Penn Station Partners, also includes Armada Hoffler Properties, Gensler, WSP USA, Network Rail Consulting, Mace Group, JLL, HR&A Advisors, Charles Belfoure, Cho Benn Holback, Stifel, Nicolaus & Co., RK&K and Younts Design.

Struever said the team is looking at other stations for ideas. Denver's Union Station could be a model because of how it has incorporated mixed-use development, he said, noting that Baltimore has more transit options. He also said members of the team have met with the architect of King's Cross Station in London for ideas as well.

"We are creating a launching pad for jobs," Struever said. "This is high on the Richter scale for redevelopment projects and it can bring the entire community together."

Read more: https://www.bizjournals.com/baltimore/news/2017/12/15/how-redevelopment-will-take-penn-station-well-into.html

Future Development - Penn Station Redevelopment

The Fitzgerald / 1201 W. Mt. Royal Avenue / Baltimore, MD 21217

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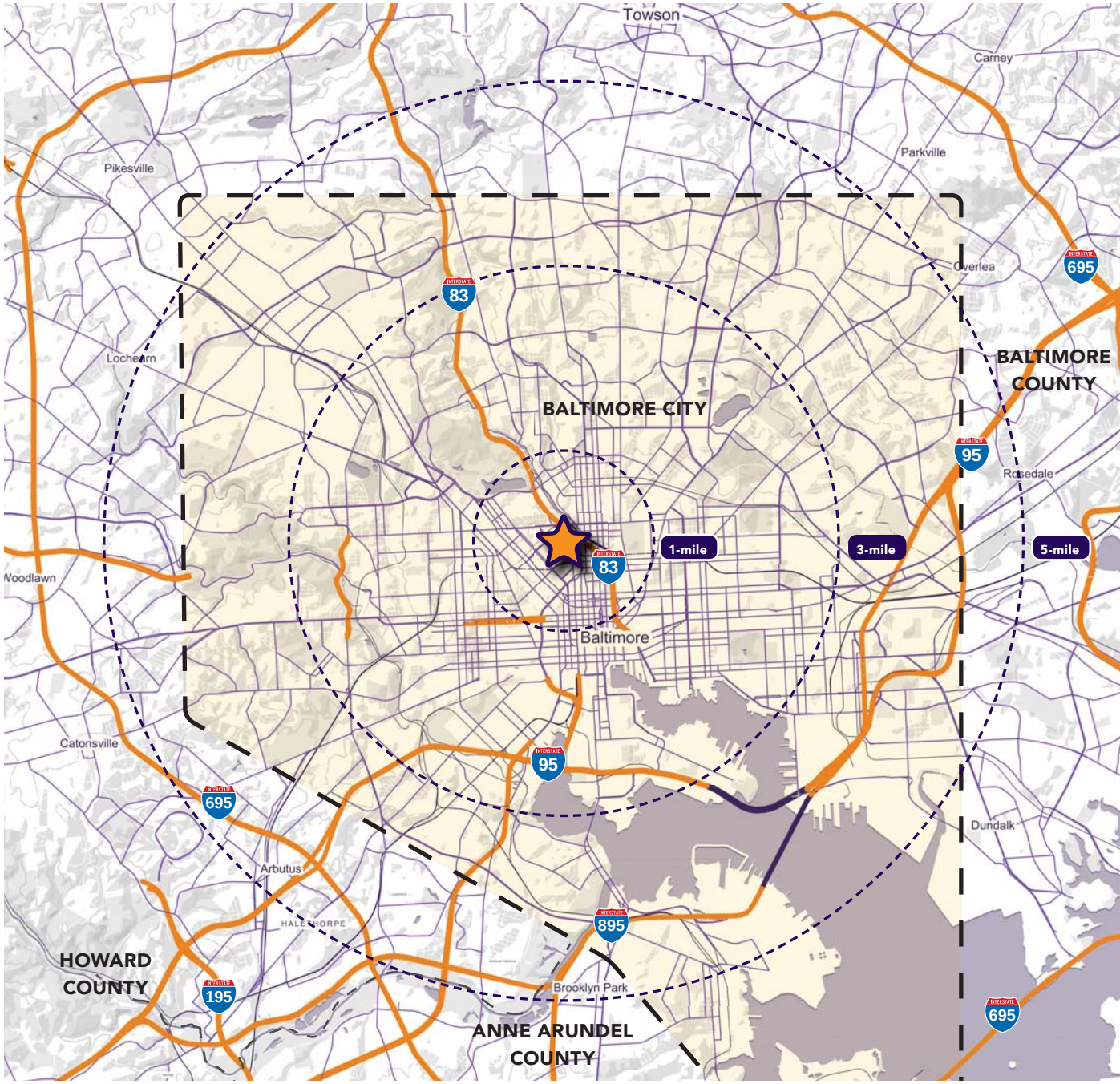

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This information is subject to change.
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