



FITZGERALD

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1201 W. MT. ROYAL AVENUE, BALTIMORE, MD 21217

# THE FITZGERALD

Immersed in the inventive energy fostered by the Maryland Institute College of Art (MICA) and the University of Baltimore, The Fitzgerald presents a canvas of retail opportunity at the heart of Baltimore's thriving arts scene. Much like the neighborhood itself, this space is full of creativity, providing two levels that welcome diverse possibilities, inviting entertainment, services, retail, and restaurant ventures to flourish in this vibrant setting.

- 19,428 SF Versatile Space (14,359 lower level and 5,069 mezzanine)
- 275 Residential Units
- 1,250 Parking Garage Spaces



## Culture and Connectivity

The Fitzgerald isn't just a destination; it's an odyssey of connections waiting to be made, memories waiting to be crafted, and experiences waiting to be lived. It's where flavors are savored, styles are curated, performances are celebrated, and every moment offers a rich and distinctive experience.

## Thriving and Diverse Arts Ecosystem

Situated strategically among renowned cultural landmarks such as the Lyric Opera House & Theatre, The Meyerhoff Symphony Hall, Parkway, Centre, and Charles Theatres in the lively Station North Art District, The Fitzgerald offers an unmatched chance to connect with a diverse and engaged audience.

# JOIN THE VIBRANCY OF ARTSCAPE



### **A cultural phenomenon that has been electrifying Baltimore since 1982**

- America's largest free outdoor annual arts festival
- Attracts over 250,000+ attendees over three days
- 140+ artists and makers
- Live concerts on an outdoor stage
- Immersive visual arts experiences
- Delectable culinary adventures
- Vibrant community gathering spaces
- Immersive family and youth activities

# Demos

The Fitzgerald attracts an eclectic mix of students, faculty, neighborhood residents, out-of-town visitors, and local professionals.

POPULATION		
5 MIN DRIVE TIME	1 MILE	3 MILES
67,822	45,084	280,139
DAYTIME POPULATION		
73,120	50,811	282,577
STUDENTS		
5,857	5,857	37,906
HOUSEHOLDS		
34,281	23,399	125,647
AVG. HH INCOME		
\$79,545	\$74,043	\$96,374
TRAFFIC COUNTS		
Howard St: 26,653 AADT W Mount Royal Ave: 9,524 AADT		

APPAREL & SERVICES		
5 MIN DRIVE TIME	1 MILE	3 MILES
\$72.41M	\$47.04M	\$305.04M
EDUCATION		
\$64.97M	\$41.94M	\$283.65M
ENTERTAINMENT		
\$113.51M	\$73.34M	\$482.52M
HEALTHCARE		
\$169.24M	\$110.15M	\$699.48M
FOOD & BEVERAGE		
\$301.19M	\$196.39M	\$1.25B



REMINGTON - 1.2 MILES  
R. HOUSE - 1.2 MILES

JOHNS HOPKINS  
UNIVERSITY - 2.4 MILES  
HOPKINS STUDENT TECH  
TRANSFER - 2.2 MILES



N HOWARD ST



MARYLAND AVE



GREENMOUNT AVE

CHARLES ST



Conveniently located in the heart of Charm City, The Fitzgerald sits just minutes away from Baltimore's historic Penn Station – Amtrak's eighth busiest station with 3M riders per year. The station's recently launched \$150M redevelopment will make transit even more seamless, easing congestion as it adds high-speed service and modernizes this historic hub.

BALTIMORE  
PENN  
STATION  
ESTD. 1911



E PRESTON ST

DOLPHIN ST



ST PAUL ST

N CALVERT ST

CHARLES ST



HARTFORD AVE



- CULTURAL
- HOTELS
- FOOD AND BEV

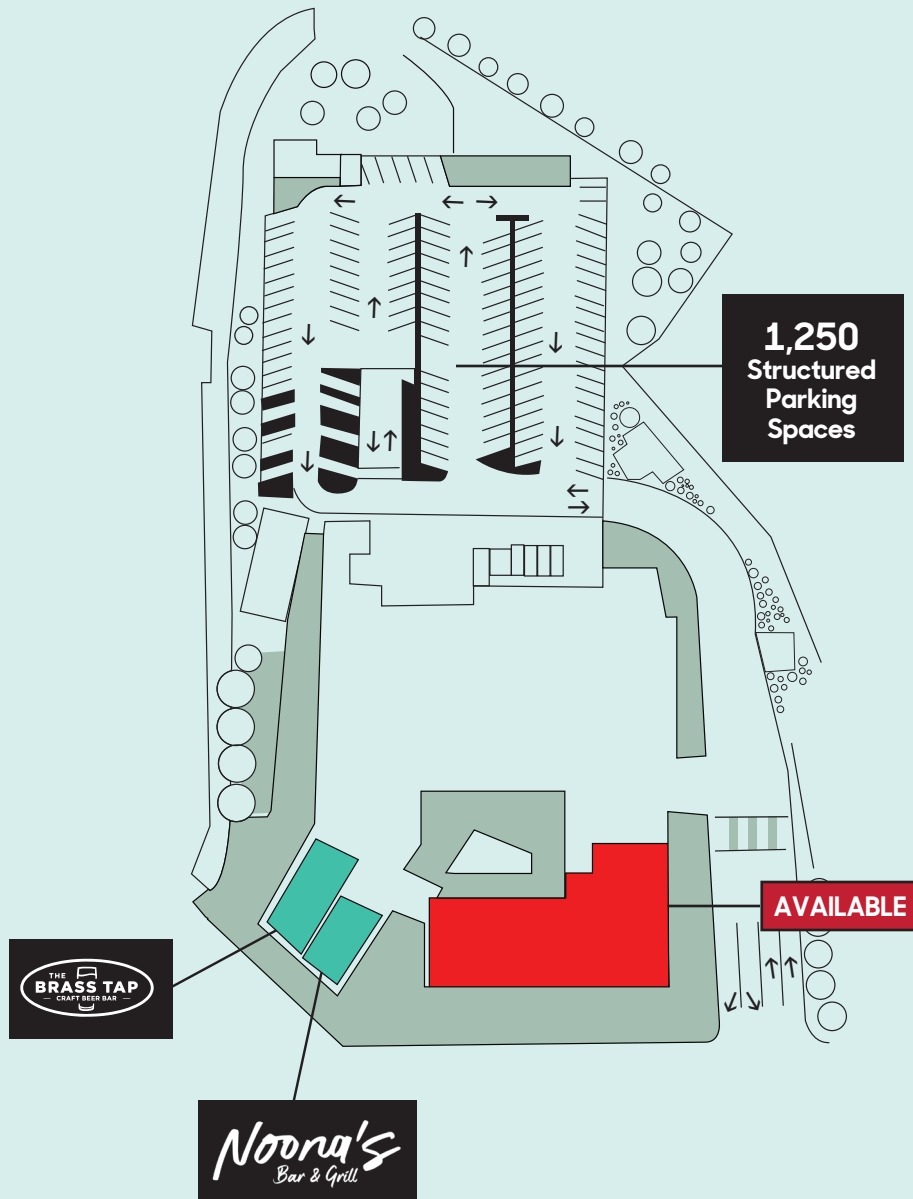
# Entertainment District



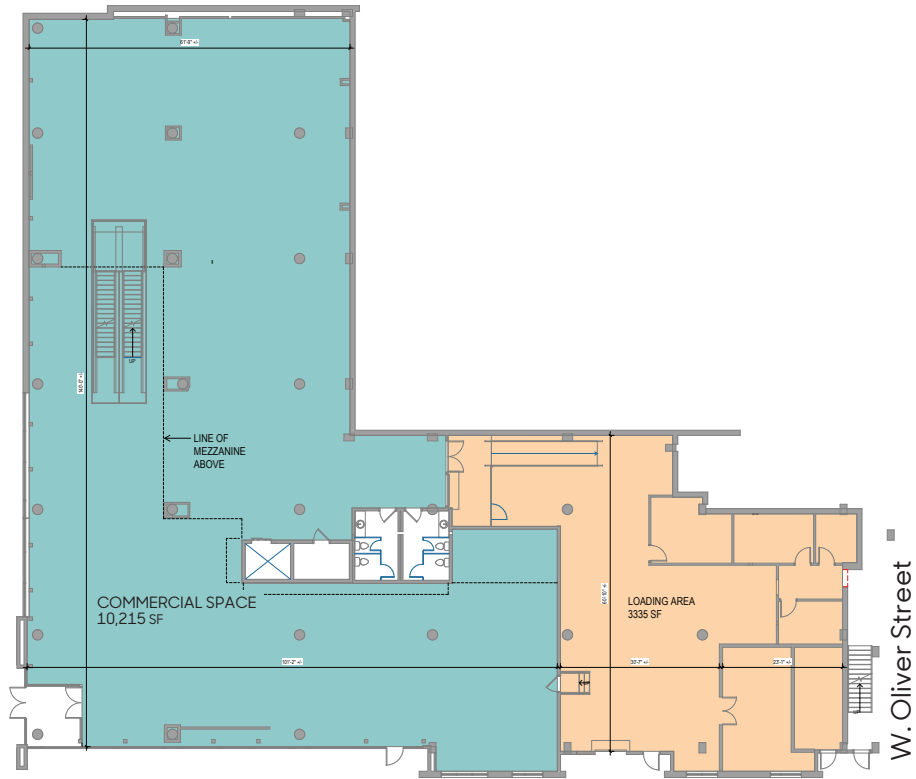
- 1 The Fitzgerald
- 2 The Lyric
- 3 Artscape
- 4 Baltimore Symphony Orchestra
- 5 Metro Gallery
- 6 Charles Theatre
- 7 Schuler School of Fine Arts



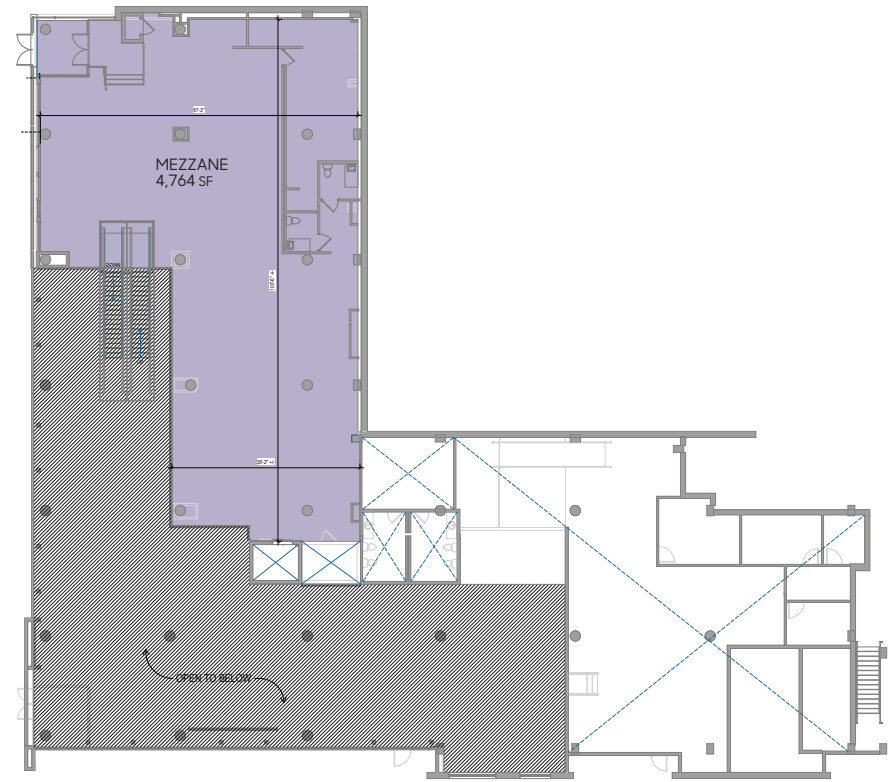
# Site Plan



# Space Plan



Lower Level



Mezzanine Level







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