

The A. Hoen & Co Lithograph Building

Baltimore, Maryland

PROJECT DESCRIPTION

Hoen is an 86,000 square foot complex of interconnected buildings, constructed around 1900 by A. Hoen & Co., a world-renowned printer known for printing National Geographic maps, posters, cigar boxes, sheet music covers, and baseball cards. Vacant since 1981, Hoen was in a state of complete disrepair, with trees breaking apart the masonry walls, water damage, and subject to environmental contamination.

Hoen is located in East Baltimore's Middle East neighborhood, an area that has been synonymous with poverty, crime and disinvestment for several decades. However, the building is located just five blocks northeast of Johns Hopkins Hospital and one block north of East Baltimore Development, Inc. (EBDI), a \$1.8 billion life science and residential urban renewal effort. Cross Street Partners (CSP) saw Hoen as an opportunity to transform this historic building into a mixed-use community asset and uplift an entire neighborhood adjacent to one of the largest development projects in Baltimore City.

After its \$37MM renovation, Hoen hosts tenants such as Strong City Baltimore, a 50-year-old grassroots nonprofit that operates an adult learning center; City Life Community Builders, a construction workforce program designed to assist unemployed residents of East Baltimore build their career; ABC of Greater Baltimore, a trade association representing the construction industry, will bring their Construction Education Academy to Hoen; and Outlook Enterprises, a digital media company and animation studio that produces content featured on Netflix. ■

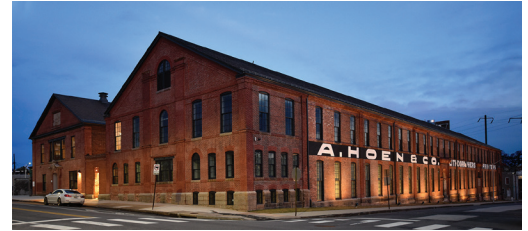
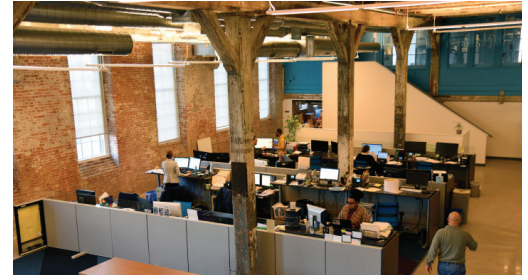
Social Impact Summary

- Job Creation:
 - Construction Jobs: 532 construction
 - Full-Time Jobs: 270 FTES (81 new FTES)
- MBE/WBE Participation:
 - ~60% of the space at Hoen is leased to W/MBEs, ~70% is leased to Non-Profits
 - Over \$4M spent with MBEs, and over \$2.2M spent with WBEs
- Sustainable Design: LEED Gold
- Community Impact:
 - Strong City Baltimore's Adult Learning Center: Educates 600 community members per year
 - CLCB's Workforce Incubator: trains roughly 120 individuals each year, 65% of which are returning citizens
 - ABC's Construction Apprenticeship Training Center: Trains 550 apprentices per year
 - MSU Morgan CAREs Program: supports 20 community health projects each year

Neighborhood Demographics

- Poverty Rate: 38.4%
- Vacant Units: 46.8%
- Median HH Income: \$32,772
- Unemployment Rate: 11.3%

cross
street
PARTNERS



PROJECT SIZE

85,000 square feet

PROJECT COST

\$37MM

COMPLETION

Q2 2020

CSP ROLE

Owner
Developer
General Contractor
Property Manager

ARCHITECT

Ziger / Snead Architects

PROJECT TYPE

Adaptive Reuse, Mixed Use

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