

Prologue, Inc.

Towson Outreach Center · Homeless Outreach Program facility

APPLICANT INFORMATION

Applicant / firm	BCT Design Group
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PROJECT INFORMATION

Project name	Prologue, Inc. (Towson Outreach Center, Homeless Outreach Program facility)
Project address	609 Baltimore Avenue, Towson, MD
County	Baltimore County
Completion / opening	April 30, 2024
BCT scope	Architecture, Interior Design, and FF&E, concept through Construction Administration
Building	New ~3,000 SF facility with an exterior patio, a conversion of an aging predecessor on the same site, built on its retained foundation

PROJECT TEAM

Architecture / Interior Design / FF&E	BCT Design Group
MEP Engineering	E&S Construction Engineers
Structural Engineering	Skarda & Associates
Civil Engineering / Landscape	Bohler Engineering
General Contractor	Hencken and Gaines Inc.
Client / Owner	Prologue, Inc.

THE APPLICATION: SIX JUDGING CATEGORIES

1. Project Overview

The Prologue Towson Outreach Center is a new ~3,000-square-foot facility, a conversion of an aging predecessor on the same Towson site, that serves as the front door for Baltimore County's most vulnerable residents experiencing homelessness. Designed by BCT Design Group from concept through construction, it gives Prologue's Homeless Outreach Program a permanent, dignified home (showers, laundry, case-management space, and an exterior patio) to meet people on their path toward stability and recovery.

2. Completeness

The project is fully complete and in active operation, having reopened May 1, 2024. It was delivered at a total project cost of approximately \$1.7 million, funded through Maryland state grants and Prologue's own fundraising, a sound investment of public and private funds that converted an aging site into durable civic infrastructure. As a nonprofit facility, its return is measured not in lease revenue but in community impact: the Baltimore County residents moved from the street toward stability through the Homeless Outreach Program.

3. A Sense of Place and Quality

The center anchors a real community need in Towson with a modest but intentional design. By replacing an aging structure with a purpose-built ~3,000 SF facility, BCT created a welcoming, low-barrier environment rather than an institutional one, a place where someone arriving off the street can shower, do laundry, and sit with a case manager in a setting that signals respect. The exterior patio extends that welcome outdoors, and the building's straightforward, human-scale architecture fits its Baltimore County neighborhood while becoming an important anchor for the services its residents depend on, raising the standard of what supportive-services design can look like.

4. Sustainability

ULI's sustainability criterion rewards infill redevelopment, reuse of existing infrastructure, and projects that address existing local neighborhood needs. Prologue meets it on both fronts. It is an infill project: the predecessor building was taken down and rebuilt on the same footprint, with the existing basement and foundation walls retained and reused as part of the new design. It reuses already-developed land and existing infrastructure in an established Towson neighborhood. And it directly answers a core neighborhood need, delivering homeless outreach, behavioral-health support, hygiene services, case management, and housing navigation for an at-risk population, precisely the kind of community-serving program the criterion calls out.

5. Visionary and Emulation

Most homeless-services design defaults to either bare-bones utility or borrowed retail space. Prologue's Towson Outreach Center steps out from that norm by treating a compact outreach facility as worthy of ground-up, purpose-built design, pairing practical amenities (showers, laundry) with a dignified, welcoming environment and an outdoor patio. It is a replicable model: a small, affordable, mission-driven building that other counties and nonprofits can emulate to deliver low-barrier services without a large footprint or budget, setting a new benchmark for what supportive-services architecture can be.

6. A Need

Prologue's Homeless Outreach Program meets people wherever they are, on the streets, in campsites, and in shelter; but the facility it brought them back to had grown seriously undersized and severely aged, no longer equal to the need. The new center replaces it directly, giving residents experiencing homelessness, including survivors of domestic violence, veterans, people living with HIV/AIDS or psychiatric disabilities, those in recovery from substance use, the chronically homeless, and unaccompanied youth under 25, one place for showers, laundry, case management, housing-application assistance, and benefits navigation under one roof.

The need is borne out by the people it serves, who describe the program as life-changing and credit it with the stability to rebuild and care for their families. In the words of one participant, Prologue “completely changed mine and my kids' lives for the better.”

IMAGES

The featured image and additional images of the completed facility appear below. High-resolution originals accompany this application as separate files for ULI marketing use.



Featured image



Additional image 1



Additional image 2



Additional image 3