

CITY OF BALTIMORE
ORDINANCE _____
Council Bill 25-0082

Introduced by: Councilmember Blanchard
Introduced and read first time: July 21, 2025
Assigned to: Land Use and Transportation Committee

Committee Report: Favorable, with Amendments
Council action: Adopted
Read second time: October 20, 2025

AN ORDINANCE CONCERNING

Planned Unit Development – Amendment – Under Armour Headquarters

FOR the purpose of approving certain amendments to the Under Armour Headquarters Planned Unit Development; and providing for a special effective date.

BY authority of
Article - Zoning
Section 5-201(a) and Title 13
Baltimore City Revised Code
(Edition 2000)

Recitals

By Ordinance 09-103, the Mayor and City Council: (i) approved the application of Hull Point, LLC to have certain property located in Locust Point, consisting of 24.467 acres, more or less, designated as a mixed use Planned Unit Development; and (ii) approved the Development Plan submitted by the applicant.

By Ordinance 12-04, the Mayor and City Council approved the application of UA Locust Point Holdings, LLC, the successor by purchase to Hull Point, LLC, to: (i) amend the Development Plan previously approved by the Mayor and City Council; (ii) rename the Planned Unit Development; (iii) modify certain provisions regarding the allowable net leasable retail square footage, the net leasable area allowed for any single retail tenant, the allowable net leasable office square footage, the allowable retail square footage that may be converted to office square footage, and the aggregate net leasable square footage; (iv) correct a provision that restricted Area VII to residential use; (v) modify a provision for the height of all structures; (vi) modify a sign provision; and (vii) add a provision to the traffic impact requirements.

EXPLANATION: CAPITALS indicate matter added to existing law.
[Brackets] indicate matter deleted from existing law.
Underlining indicates matter added to the bill by amendment.
~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from existing law by amendment.

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1 Cheers Building, LLC, the successor by purchase to UA Locust Point Holdings, LLC, wishes
2 to amend the provisions of the Planned Unit Development, as previously approved by the Mayor
3 and City Council, to: (i) remove elementary and secondary schools from the list of prohibited
4 principal uses; (ii) modify a provision regarding which areas of the Planned Unit Development
5 only permit residential use; (iii) modify a provision regarding the maximum total number of
6 dwelling units in areas that only permit residential use; and (iv) to remove a provision restricting
7 vehicle access at certain areas.

8 On July 8, 2025, representatives of Cheers Building, LLC, met with the Department of
9 Planning for a preliminary conference to explain the scope and nature of the proposed
10 amendments to the Planned Unit Development.

11 The representatives of Cheers Building, LLC, have now applied to the Baltimore City
12 Council for approval of these amendments intended to satisfy the requirements of Section
13 5-201(a) and Title 13 of the Baltimore City Zoning Code.

14 **SECTION 1. BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF BALTIMORE, That the**
15 **Mayor and City Council approves the amendments to the Development Plan submitted by the**
16 **Developer, as attached to and made part of this Ordinance, including replacement Sheet 2,**
17 **“Proposed Development Plan”, dated September 11, 2025.**

18 **SECTION 2. 1- AND BE IT FURTHER ORDAINED,** That Sections 4(c) and (d) of Ordinance
19 09-103, as amended by Ordinance 12-04, are amended to read as follows:

20 **SECTION 4. AND BE IT FURTHER ORDAINED,** That in accordance with the provisions
21 of Title [9, Subtitles 1 and 4,] 13, the following uses are permitted within the Planned
22 Unit Development:

23 (c) The following uses are prohibited as principal uses in the Planned Unit
24 Development:

25 . . .
26 electrical and household appliance stores;
27 [elementary, secondary schools: nonprofit or publicly owned;
28 elementary, secondary schools: public or private;]
29 exterminators’ shops;
30 . . .

31 (d) The following additional provisions apply to permitted uses in the Planned
32 Unit Development:

33 . . .
34 (6) Only residential use shall be permitted in Areas [A, B,] C and D and shall
35 be limited to a maximum of [140] 94 76 dwelling units total. No
36 residential use shall be permitted in Areas I, II, III, IV, V, VI, VII, E, F, G,
37 H, and J.
38 . . .
39 ~~[(14) No vehicular access shall be allowed on the south side of Areas E and~~
40 ~~VII, except for emergency. Subject to City approval, this access point will~~
41 ~~be blocked with removable bollards.]~~

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1 (14) No vehicular access shall be allowed [on the south side of] FROM
2 BEASON STREET OR HAUBERT STREET INTO Areas E and VII,
3 except for emergency. Subject to City approval, this access point
4 will be blocked with removable bollards.
5 ...

6 **SECTION ~~3. 2.~~ AND BE IT FURTHER ORDAINED,** That all plans for the construction of
7 permanent improvements on the property are subject to final design approval by the Planning
8 Commission to insure that the plans are consistent with the Development Plan and this
9 Ordinance.

10 **SECTION ~~4. 3.~~ AND BE IT FURTHER ORDAINED,** That in order to give notice to the agencies
11 that administer the City Zoning Ordinance, the Director of Finance shall transmit a copy of this
12 Ordinance to the Board of Municipal and Zoning Appeals, the Planning Commission, the
13 Commissioner of Housing and Community Development, the Supervisor of Assessments for
14 Baltimore City, and the Zoning Administrator.

15 **SECTION ~~5. 4.~~ AND BE IT FURTHER ORDAINED,** That this Ordinance takes effect on the date
16 it is enacted.

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Certified as duly passed this 27th day of October, 20 25



President, Baltimore City Council

Certified as duly delivered to His Honor, the Mayor,

this 29th day of October, 20 25



Chief Clerk

Approved this _____ day of _____, 20____

Mayor, Baltimore City

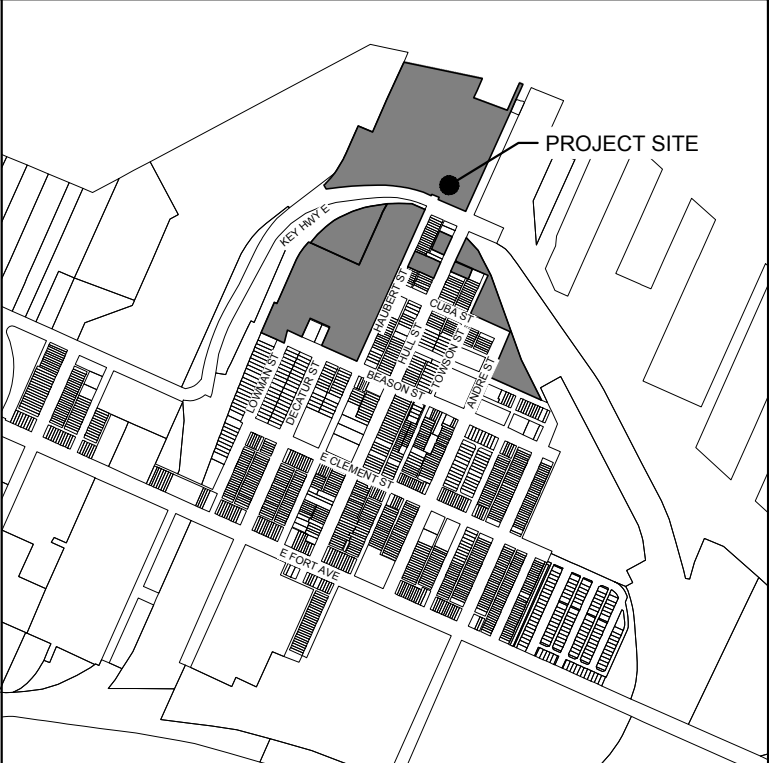
Plotted By: Monaca, Melanie (DeFazio) Street Set: AVB Brewers Hill - PUD - Layout: SCHOOL - September 12, 2025 08:44:39am G:\General Marketing\General Marketing\28 Walker Tide Point PUD Plans.dwg
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- LEGEND**
- ZONING LINE
 - LIMIT OF PROPOSED PLANNED UNIT DEVELOPMENT
 - APPROX. 1000' CRITICAL AREA LIMIT
 - APPROX. 100' CRITICAL AREA BUFFER LIMIT
 - ■ ■ ■ MARITIME INDUSTRIAL OVERLAY DISTRICT BOUNDARY
 - - - - APPROX. 100-YR FLOODPLAIN (EL.10')
 - - - - APPROX. 500-YR FLOODPLAIN
 - 1 BUS ROUTE
 - xxxxxx PROPOSED BICYCLE NETWORK
 - □ □ □ PROMENADE EASEMENT

NORTHWEST BRANCH
PATAPSCO RIVER

NORTHWEST BRANCH
PATAPSCO RIVER

PUBLIC PEDESTRIAN AND BICYCLE ACCESS CORRIDOR ON HALBERT STREET FROM KEY HIGHWAY EAST TO THE PROMENADE EASEMENT SHALL BE PRESERVED AS APPROVED BY THE PLANNING COMMISSION IN CONJUNCTION WITH FUTURE FINAL DESIGN APPROVALS. AN ACCESS EASEMENT REFLECTING SUCH APPROVAL SHALL BE RECORDED IN THE LAND RECORDS WITHIN 60 DAYS AFTER FINAL APPROVAL OF THE EASEMENT AGREEMENT BY THE BOARD OF ESTIMATES.



VICINITY MAP
SCALE: 1" = 1000'

1 OWNER:
UALOCUST POINT HOLDINGS, LLC
UA-CHEER PARKING LOT, LLC
UA-HULL STREET, LLC
UA-HULL STREET II, LLC
C/O UNDER ARMOUR, INC.
1040 HULL STREET
BALTIMORE, MD 21230

2 SITE ADDRESS CHART:

| OWNER | STREET ADDRESS | BLOCK | LOT | PARCEL AC | EX. ZONING |
|---------------------------------|-----------------------|-------|-----|---------------|------------|
| UALOCUST POINT HOLDINGS, LLC* | NO ADDRESS | 2024 | 6A | 1.852 | R-8 |
| UALOCUST POINT HOLDINGS, LLC* | 1000-1050 HULL STREET | 1976 | 1 | 9.746** | B-2-3 |
| BEASON PROPERTIES LLC** | 1450 BEASON STREET | 1987B | 6 | 7.175 | R-8 |
| UA-CHEER PARKING LOT, LLC* | 1100 HALBERT STREET | 1987B | 7 | 1.417 | R-8 |
| UA-HULL STREET, LLC* | 1134 HULL STREET | 1981B | 8 | 0.301 | R-8 |
| UA-HULL STREET II, LLC* | 1116 HULL STREET | 1981B | 12 | 0.172 | R-8 |
| UALOCUST POINT HOLDINGS, LLC* | 1113 HULL STREET | 1982 | 1 | 0.096 | R-8 |
| SUBTOTAL | | | | 20.759 | |
| MAYOR & CITY COUNCIL | | | | 3.888 | |
| TOTAL | | | | 24.647 | |

*C/O UNDER ARMOUR, INC.
**C/O FIELDCO REALTY GROUP
***THIS ACREAGE EXCLUDES RIPARIAN RIGHTS

- 3 AREA WITHIN PROPOSED PLANNED UNIT DEVELOPMENT: +/- 24.647AC
4 ZONING: EXISTING R-8, B-2-3, AND CURRENT TIDE POINT PUD 09-103. CALCULATIONS FOR FAR AND DENSITY ARE CUMULATIVE FOR THE PUD AND NOT LOT-BY-LOT.
5 URBAN RENEWAL AREA: THE SITE IS NOT LOCATED WITHIN ANY URBAN RENEWAL BOUNDARY.
6 HISTORIC DISTRICT: THE SITE IS NOT LOCATED WITHIN A DESIGNATED HISTORIC DISTRICT.
7 CRITICAL AREA: THIS SITE IS MOSTLY WITHIN THE CRITICAL AREA MANAGEMENT PROGRAM PORTIONS OF THE SITE ARE WITHIN THE 100-FT BUFFER AREA AS DEPICTED.
8 FLOOD PLAIN: THIS SITE IS PARTIALLY WITHIN THE 100-YEAR FEMA TIDAL FLOODPLAIN AS DEPICTED.
9 FOREST CONSERVATION: THIS SITE IS WITHIN THE CHESAPEAKE BAY CRITICAL AREA THEREFORE, THE SITE WILL BE SUBJECT TO THE PLANTING REQUIREMENTS UNDER THE CRITICAL AREA REGULATIONS.
10 PROMENADE ACCESS EASEMENT: THE EXISTING PROMENADE ACCESS EASEMENT WILL BE AMENDED TO PERMIT THE PROPOSED BUILDING FOOTPRINTS AT SUCH TIME AS THE BUILDINGS ARE CONSTRUCTED AND SHALL MAINTAIN THE INTENT TO PROVIDE PEDESTRIAN ACCESS BETWEEN KEY HIGHWAY AND THE WATERFRONT. SOME PORTIONS OF THE PROMENADE MAY BE CONSTRUCTED ABOVE OCCUPYABLE SPACE/PARKING, BUT WILL REMAIN OPEN TO THE PUBLIC CONSISTENT WITH THE PROMENADE ACCESS EASEMENT AGREEMENT.
11 ROAD CLOSING: AN EXISTING ALLEY LOCATED ON PARCEL D1 WILL NEED TO BE CLOSED.
12 DESIGN GUIDELINES: THE DESIGN GUIDELINES RECOMMENDED WITH THE LOCUST POINT MASTER PLAN ARE RECOMMENDED TO CARRY FORTH TO THIS PUD.
13 BUILDING VI: THIS BUILDING MAY BE EXPANDED WITHIN THE OVERALL SQUARE FOOTAGE LIMITS NOTED ON THIS DEVELOPMENT PLAN AND SUBJECT TO PLANNING COMMISSION APPROVAL.
14 HEIGHT LIMIT:

| BUILDING/AREA | HEIGHT |
|---------------------|---|
| H INCL. IV & V | 128 FT ABOVE SEA LEVEL AND 85 FT ABOVE SEA LEVEL, AS SHOWN ON THE DRAWING |
| I, II, III, J, F, V | 85 FT ABOVE SEA LEVEL |
| VI | EXISTING HEIGHT EXCEPT AS MAY BE APPROVED BY THE PLANNING COMMISSION FOR A SCHOOL GYMNASIUM |

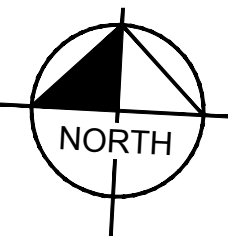
ANY HEIGHT ADDITIONS TO THE DAWN BUILDING (VI) SHALL MAINTAIN A 1:1 SETBACK FROM THE SOUTH FAÇADE OF THE EXISTING BUILDING

- 15 THIS BASE PLAN WAS CREATED BY COMPILING INFORMATION FROM VARIOUS SOURCES INCLUDING BALTIMORE CITY GIS DATA, TIDE POINT SURVEY REVISED THROUGH 1/24/2003, AND DESIGN DRAWINGS FOR BALTIMORE CITY DOT LOCUST POINT INDUSTRIAL ROAD (CONTRACT NUMBER TR01027) DATED 4/15/2004. KIMLEY-HORN CANNOT GUARANTEE THE ACCURACY OF THIS INFORMATION DEPICTED ON THIS PLAN.
16 THIS DEVELOPMENT PLAN AND DEVELOPMENT PROGRAM ARE CONCEPTUAL IN NATURE AND ARE SUBJECT TO FINAL DESIGN APPROVAL BY THE PLANNING COMMISSION.
17 REFER TO THE PUD TEXT FOR PHASED TRAFFIC MITIGATION
18 GARAGE ACCESS AND SERVICE ACCESS ALONG HULL STREET ARE CONCEPTUAL AND SUBJECT TO FINAL DESIGN APPROVAL BY THE PLANNING COMMISSION.
19 CONTACT INFORMATION: KIMLEY-HORN AND ASSOCIATES, INC.
ATTN: MELANIE MONACA, PE
3904 BOSTON STREET, SUITE 202
BALTIMORE, MD 21224
443-743-34700

| DEVELOPMENT PROGRAM | | |
|---------------------|------------------|---|
| BUILDING/AREA | NAME | PROPOSED USE |
| II | JOY | 51,497 NLSF OFFICE (EXISTING) |
| III | CASCADE | 112,261 NLSF OFFICE (EXISTING) |
| IV** | IVORY | 96,167 NLSF OFFICE (EXISTING) |
| V | TIDE | 48,310 NLSF OFFICE (EXISTING) |
| VI | DAWN | 74,048 NLSF OFFICE (EXISTING) |
| VII | HARBORVIEW | 2,500 NLSF RETAIL |
| A | CHEER | 138,188 SF SCHOOL* |
| B | | SCHOOL* OR 49 TOWNHOUSES |
| C | | SCHOOL* OR 15 TOWNHOUSES |
| D1 | | 14 TOWNHOUSES |
| D2 | | 13 TOWNHOUSES |
| D3 | | 18 TOWNHOUSES |
| E | | 25 TOWNHOUSES |
| F | | 530 CAR PARKING GARAGE OR SCHOOL* |
| G | | 80,000 NLSF OFFICE/RETAIL PLUS PARKING |
| H** | | 819 CAR PARKING GARAGE |
| I, II, III, V | INFILL/ADLT FLRS | 250,000 NLSF OFFICE/RETAIL PLUS PARKING |
| PUMP HOUSE | | 127,600 NLSF OFFICE |

*SCHOOL USE INCLUDES ACCESSORY PARKING AND/OR ATHLETIC FIELDS AND IS ONLY PERMITTED IN AREAS A, B, E, AND VI.
**TIDE BUILDING NLSF IS MUTUALLY EXCLUSIVE OF AREA IN H NLSF

NOTE: EXISTING CONNECTING BRIDGES MAY BE MAINTAINED, AND NEW CONNECTING BRIDGES MAY BE CONSTRUCTED BETWEEN EXISTING OR FUTURE BUILDINGS, SO LONG AS THEY DO NOT RESTRICT PEDESTRIAN ACCESS OTHERWISE REQUIRED BY THIS DEVELOPMENT PLAN OR ANY EASEMENT AGREEMENT. ANY OCCUPYABLE SPACE IN NEW OR EXISTING BRIDGES SHALL BE INCLUDED IN THE SQUARE FOOTAGE CALCULATIONS FOR THE PUD. NEW BRIDGES SHALL RESPECT EXISTING VIEW CORRIDORS.



GRAPHIC SCALE IN FEET
0 60 120 240

CALL 48 HOURS
BEFORE YOU DIG

IT'S THE LAW!
DIAL 811



Know what's
below.
Call before you dig.



Kimley»Horn

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WWW.KIMLEY-HORN.COM

KHA PROJECT

DATE
9/11/2025
SCALE AS SHOWN
DESIGNED BY
DRAWN BY
CHECKED BY MLM

UNDER ARMOUR HEADQUARTERS
PLANNED UNIT DEVELOPMENT
BALTIMORE CITY, MARYLAND

LICENSED PROFESSIONAL

PROPOSED DEVELOPMENT PLAN
(REPLACEMENT SHEET)

SHEET NUMBER

2 OF 3