

FROM	NAME & TITLE	CHRIS RYER, DIRECTOR 	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 8 TH FLOOR, 417 EAST FAYETTE STREET		
	SUBJECT	CITY COUNCIL BILL #25-0082 / PUD AMENDMENT – UNDER ARMOUR HEADQUARTERS		

TO The Honorable President and
Members of the City Council
City Hall, Room 400
100 North Holliday Street

DATE: September 11, 2025

At its regular meeting of August 7, 2025, the Planning Commission considered City Council Bill #25-0082, for the purpose of approving certain amendments to the Under Armour Headquarters Planned Unit Development; and providing for a special effective date.

In its consideration of this Bill, the Planning Commission reviewed the attached staff report, which recommended approval of City Council Bill #25-0082 and adopted the following resolution:

RESOLVED, That the Planning Commission concurs with the recommendation of its departmental staff, adopts the findings and equity analysis outlined in the staff report, with consideration for testimony and facts presented in the meeting, and recommends that City Council Bill #25-0082 be **approved** by the City Council.

If you have any questions, please contact Mr. Eric Tiso, Division Chief, Land Use and Urban Design Division at 410-396-8358.

CR/ewt

attachment

cc: Ms. Nina Themelis, Mayor's Office
The Honorable John Bullock, Council Rep. to Planning Commission
Ms. Rebecca Witt, BMZA
Mr. Geoffrey Veale, Zoning Administration
Ms. Stephanie Murdock, DHCD
Ms. Hilary Ruley, Law Dept.
Mr. Francis Burnszynski, PABC
Mr. Luciano Diaz, DOT
Ms. Nancy Mead, Council Services
Ms. Caroline Hecker, Esq.



Brandon M. Scott
Mayor

PLANNING COMMISSION

Jon Laria, Chair; Eric Stephenson, Vice Chair

STAFF REPORT



Chris Ryer
Director

August 7, 2025

REQUEST: City Council Bill #25-0082/ 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.

RECOMMENDATION: Approval

STAFF: Caitlin Audette

PETITIONER: Councilman Blanchard on behalf of Cheers Building, LLC

OWNER: Multiple

SITE/GENERAL AREA

Site Conditions: The Planned Unit Development area is located in Locust Point, spanning the railline that hugs Nicholson and Key Highway. The properties within the PUD are generally former industrial properties, some of which continue to maintain their industrial form.

General Area: The property within the Planned Unit Development 146A is located on the Locust Point Peninsula, and has a long history of contributing to the working port at the location. Historically, the area included industrial properties directly adjacent to residential rowhomes.

HISTORY

- In 2009 the Mayor and City Council passed Ordinance 09-103 which;
 - 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.
- In 2012 the Mayor and City Council passed Ordinance 12-04 which 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.

CONFORMITY TO PLANS

The 2024 Comprehensive Master Plan for the City of Baltimore was enacted by Ordinance #24-426, dated December 2, 2024. The properties within the PUD include Mixed Use: Predominantly Pedestrian-Oriented Commercial, Mixes Use: Predominantly Industrial, and Residential: Higher Density within the General Land Use Plan. The proposed alterations to the PUD do not conflict with the underlying General Land Use Plan.

ANALYSIS

Background: The proposed amendment to the PUD includes the following changes:

- remove elementary and secondary schools from the list of prohibited principal uses;
- modify a provision regarding which areas of the Planned Unit Development only permit residential use by expanding where only residential will be permitted and reducing the maximum dwelling count from 140 to 91 dwelling units total.
- to remove a provision restricting vehicle access along the south side of Areas E and VII, therefore allowing vehicular access in this area.

Pursuant to Art. 32, § 13-203(a)(1), in approving a PUD, the City Council must consider the conditional use standards of §§ 5-405 and 5-406, which provide that the City Council may not approve a conditional use unless it finds the following:

1. The establishment, location, construction, maintenance or operation of the conditional use would not be detrimental to or endanger the public health, safety, or welfare; The authorization would not be contrary to the public interest; and
2. The use would not be precluded by any other law, including an applicable Urban Renewal Plan;
3. The authorization would be in harmony with the purpose and intent of the Code.

In addition, the City Council is required to consider the following, where appropriate:

1. The nature of the proposed site, including its size and shape and the proposed size, shape, and arrangement of structures;
2. The resulting traffic patterns and adequacy of proposed off-street parking and loading;

3. The nature of the surrounding area and the extent to which the proposed use might impair its present or future development;
4. The proximity of dwellings, churches, schools, public structures, and other places of public gathering;
5. Accessibility of the premises for emergency vehicles;
6. Accessibility of light and air to the premises and to the property in the vicinity;
7. The type and location of adequate utilities, access roads, drainage, and other necessary facilities that have been or will be provided;
8. The preservation of cultural and historic landmarks and structures;
9. The character of the neighborhood;
10. The provisions of the City's Comprehensive Master Plan;
11. The provisions of any applicable Urban Renewal Plan;
12. All applicable standards and requirements of this Code;
13. The intent and purpose of this Code; and
14. Any other matters considered to be in the interest of the general welfare.

The City Council must also consider the following additional factors under § 13-203(a)(2):

1. Whether the PUD is in general conformance with all elements of the Comprehensive Master Plan, and the character and nature of existing and contemplated development in the vicinity of the proposed PUD;
2. Whether the PUD will preserve unusual topographic or natural features of the land, and the design of the PUD will best utilize and be compatible with the topography of the land;
3. Whether the physical characteristics of the PUD will not adversely affect future development or the value of undeveloped neighboring areas, or the use, maintenance, or value of neighboring areas already developed;
4. Whether the PUD will encourage innovative design features or adaptive reuse of structures that would not be possible by application of the basic district regulation; and
5. Whether the PUD is compatible with any nearby industrial district.

Upon consideration of these factors, the City Council must find the following:

1. The use is compatible with the surrounding neighborhood;
2. The use furthers the purpose of the proposed classification; and
3. The PUD master plan ensures that there will be no discordance with existing uses.

Additionally, in order to approve an exception from the district regulations, the City Council must consider whether the exception will:

1. Enhance the overall merit of the PUD;

2. Promote the objectives of both the City and the development;
3. Enhance the quality of the design of the structures and the site plan;
4. Enable the development to offer environmental and pedestrian amenities;
5. Not cause such an adverse impact on neighboring property so as to outweigh the benefits of the development;
6. Not negatively affect the value and enjoyment of surrounding property, the provision of municipal services, or the flow of traffic;
7. Be compatible with the land use policies of the Comprehensive Master Plan;
8. Provide a substantial public benefit to the City; and
9. Allow uses that predominantly match or are compatible with uses allowed

Staff finds that all of these requirements are met as outlined in the findings of fact provided by the applicant.

Equity:

- Impact: The proposed amendment will modify how the area within the PUD can be used, while maintaining the PUD for and the majority of its requirements and limitations.
- Engagement: The community has met with the Cheers Building, LLC group several times over the past year as various programming proposal have been considered. The community group has been fully engaged.
- Internal Operations: This amendment maintains the PUD and the robust reviews required, it will not change or reduce the working load of staff.

Notification: The Locust Point Community Association, as well as the subscribers to the emailed agenda been notified of this action.



Chris Ryer
Director