



BALTIMORE CITY COUNCIL

LAND USE & TRANSPORTATION COMMITTEE

Mission Statement

On behalf of the Citizens of Baltimore City, the Land Use & Transportation Committee is committed to shaping a reliable, equitable, and sustainable future for Baltimore's land use and transportation systems. Through operational oversight and legislative action, the committee aims to develop and support lasting solutions grounded in principles of good governance.

The Honorable Ryan Dorsey

CHAIR

PUBLIC HEARING

9/25/2025

10:00 AM

CLARENCE "DU" BURNS COUNCIL CHAMBERS

Bill: 25-0082

***Title: Planned Unit Development – Amendment – Under
Armour Headquarters***

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Staff: Ethan Navarre (410-396-1266)



Meeting: Bill Hearing

Committee: Land Use & Transportation

Bill # 25-0082

Title: Planned Unit Development – Amendment – Under Armour Headquarters

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

REPORTING AGENCIES

Agency	Report
Law Department	Not Received
Planning Commission	Favorable
Department of Housing and Community Development	Favorable

BACKGROUND

Bill Summary

Council Bill 25-0082 request the approval of the application of Hull Point, LLC to have certain property located in Locus Point, consisting of around 24.467 acres, designated as a mixed use Planned Unit Development, as well as the request of approval for the Development Plan that was submitted by the applicant.

The bill also request the approval of the application of UA Locus Point Holdings, LLC, the successor to purchase Hull Point, LLC, to:

1. Amend the Development Plan previously approved by the Mayor and City Council
2. Renamed the Planned Unit Development
3. Modify certain provisions regarding the allowable net leasable retail square footage, the allowable retail square footage that may be converted to office square footage, and he aggregate net leasable square footage
4. Correct a provision that restricted Area VII to residential use

5. Modify a provision for the height of all structures
6. Modify a sign provision
7. Lastly, add a provision to the traffic impact requirements.

Cheers Building, LLC, the successor by purchase to UA Locust Point Holdings, LLC, wishes to amend the provisions of the Planned Unit Development, previously approved by the Mayor and City Council to:

1. Remove elementary and secondary schools from the list of prohibited principal uses
2. Modify a provision regarding which areas of the Planned Unit Development only permits residential use
3. Modify a provision regarding the maximum total number of dwelling units in areas that only permit residential use
4. Lastly, to remove a provision restricting vehicle access at certain areas.

On July 8, 2025, representatives of Cheers Building, LLC, met with the Department of Planning for a preliminary conference to explain the scope and nature of the proposed amendments to the Planned Unit Development. Those representatives have now applied to the City Council for approval of these amendments intended to satisfy the requirements of Section 5-201(a) and Title 13 of the Baltimore City Zoning Code.

Section 4(c) and (d) of Ordinance 09-103, as amended by Ordinance 12-04, are amended to read as followed:

- In Accordance with the provisions of Title [9, Subtitles 1 and 4,] 13, the following uses are permitted within the Planned Unit Development

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

- electrical and household appliance stores
- [elementary, secondary schools: nonprofit or publicly owned
- elementary, secondary schools: public or private]
- exterminators' shops

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

- (6) Only residential use shall be permitted in Areas [A,B] C and D and shall be limited to a maximum of [140] 91 dwelling units total. No residential use shall be permitted in Areas I,II,III,IV,V,VI,VII,E,F,G,H, and J.
- (14) No vehicular access shall be allowed on the south side of Areas E and VII, except emergency. Subject to City approval, this access point will be blocked with removable bollards.

Background

The property is located in Locus Point, spanning the rail line that hugs Nicholson and Key Highway. The property within Planned Unit Development 146A is located on the Locust Point Peninsula and has a long history of supporting the working port alongside adjacent residential rowhomes.

In 2009, the Mayor and City Council passed Ordinance 09-103 approving Hull Point, LLC's application to designate approximately 24.47 acres as a mixed-use Planned Unit Development and to adopt the accompanying Development Plan. In 2012, Ordinance 12-04 approved an amendment submitted by UA Locust Point Holdings, LLC, the successor to Hull Point, LLC, to:

- revise the Development Plan
- rename the Planned Unit Development
- modify certain provisions regarding the allowable net leasable retail square footage, the net leasable area allowed for a 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 lease square footage
- correct a provision that restricted Area VII to residential use
- modify provision for the height of all structures
- modify a sign provision
- add a provision to the traffic impact requirements.

According to the 2024 Comprehensive Master Plan, enacted by Ordinance 24-426 on December 2, 2024, the properties within the Planned Unit Development include Mixed Use: Predominantly Pedestrian-Oriented Commercial, Mixed Use: Predominantly Industrial, and Residential: Higher Density designations, and the proposed alterations to the PUD remain consistent with the General Land Use Plan.

ADDITIONAL INFORMATION

Fiscal Note: There should be no fiscal impact.

Information Source(s): 1st reader and agency reports

Analysis by: Juliane Jemmott
Analysis Date: 9/17/2025

Direct Inquiries to: 410 – 396 - 1268

CITY OF BALTIMORE
COUNCIL BILL 25-0082
(First Reader)

Introduced by: Councilmember Blanchard
Introduced and read first time: July 21, 2025

Assigned to: Land Use and Transportation Committee

REFERRED TO THE FOLLOWING AGENCIES: City Solicitor, Planning Commission, Department of
Housing and Community Development

A BILL ENTITLED

1 AN ORDINANCE concerning

2 **Planned Unit Development – Amendment – Under Armour Headquarters**

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

5 BY authority of

6 Article - Zoning
7 Section 5-201(a) and Title 13
8 Baltimore City Revised Code
9 (Edition 2000)

10 **Recitals**

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

15 By Ordinance 12-04, the Mayor and City Council approved the application of UA Locust
16 Point Holdings, LLC, the successor by purchase to Hull Point, LLC, to: (i) amend the
17 Development Plan previously approved by the Mayor and City Council; (ii) rename the Planned
18 Unit Development; (iii) modify certain provisions regarding the allowable net leasable retail
19 square footage, the net leasable area allowed for any single retail tenant, the allowable net
20 leasable office square footage, the allowable retail square footage that may be converted to office
21 square footage, and the aggregate net leasable square footage; (iv) correct a provision that
22 restricted Area VII to residential use; (v) modify a provision for the height of all structures;
23 (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.

Council Bill 25-0082

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. AND BE IT FURTHER ORDAINED**, That Sections 4(c) and (d) of Ordinance
15 09-103, as amended by Ordinance 12-04, are amended to read as follows:

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

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

21 . . .
22 electrical and household appliance stores;
23 [elementary, secondary schools: nonprofit or publicly owned;
24 elementary, secondary schools: public or private;]
25 exterminators' shops;
26 . . .

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

29 . . .
30
31 (6) Only residential use shall be permitted in Areas [A, B,] C and D and shall
32 be limited to a maximum of [140] 91 dwelling units total. No residential
33 use shall be permitted in Areas I, II, III, IV, V, VI, VII, E, F, G, H, and J.

34 . . .
35 [(14) No vehicular access shall be allowed on the south side of Areas E and
36 VII, except for emergency. Subject to City approval, this access point will
37 be blocked with removable bollards.]
38 . . .

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

Council Bill 25-0082

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

6 **SECTION 4. AND BE IT FURTHER ORDAINED,** That this Ordinance takes effect on the date it is
7 enacted.

Baltimore City Council



Land Use & Transportation

Committee

Bill: 25-0082

**Title: Planned Unit Development –
Amendment – Under Armour Headquarters**

Agency Reports



CITY OF BALTIMORE
MAYOR BRANDON M. SCOTT

TO	The Honorable President and Members of the Baltimore City Council
FROM	Alice Kennedy, Commissioner, Housing and Community Development
CC	Mayor's Office of Government Relations
DATE	September 19, 2025
SUBJECT	25-0082 Planned Unit Development – Amendment – Under Armour Headquarters

Position: Favorable

BILL SYNOPSIS

The Department of Housing and Community Development (DHCD) has reviewed 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.

If enacted, City Council Bill 25-0082 would modify the Under Armour Headquarters Planned Unit Development (PUD) to remove elementary and secondary schools from the list of prohibited principal uses, modify the portion which only permits residential uses, and remove a provision restricting vehicle access to certain locations. If approved, this Bill will take effect on the date of its enactment.

SUMMARY OF POSITION

At its regular meeting of August 7th, 2025, the Planning Commission concurred with the recommendations of its Departmental staff and recommended that the Bill be approved by the City Council. In their report, the Commission noted that the proposed amendments to the Under Armour Headquarters PUD would not conflict with the 2024 Comprehensive Master Plan and otherwise met all statutory requirements.

The property in reference is not located within any of DHCD's Streamlined Code Enforcement Areas, Community Development Zones, or Impact Investment Areas.

FISCAL IMPACT

As drafted, this Bill would have minimal fiscal or administrative impact on DHCD.

AMENDMENTS

DHCD does not seek any amendments to this Bill at this time.

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

Baltimore City Council



Land Use & Transportation

Committee

Bill:25-0082

**Title: Planned Unit Development –
Amendment – Under Armour Headquarters**

Additional Materials

Baltimore City Council
Certificate of Posting - Public Hearing Notice

Today's Date: [08/26/2025]

City Council Bill No.: 25-0082



(Place a picture of the posted sign in the space below.)

Address: Under Armour Headquarters Haubert Street frontage

Date Posted: August 26, 2025

[Handwritten signature]

Name: Martin Ogle

Address: 9912 Maidbrook Road Parkville Md, 21234

Telephone: 443-629-3411



Baltimore City Council
Certificate of Posting - Public Hearing Notice

Today's Date: [08/26/2025]

City Council Bill No.: 25-0082



(Place a picture of the posted sign in the space below.)

Address: Under Armour Headquarters Beason Street frontage

Date Posted: August 26, 2025

Name: Martin Ogle

Address: 9912 Maidbrook Road Parkville Md, 21234

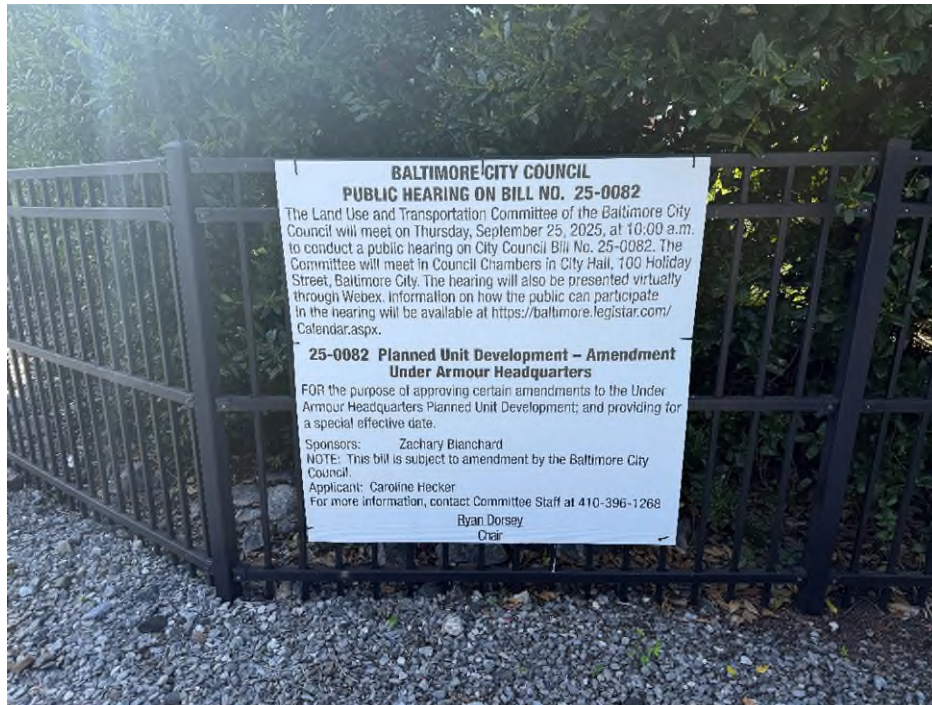
Telephone: 443-629-3411



Baltimore City Council
Certificate of Posting - Public Hearing Notice

Today's Date: [08/26/2025]

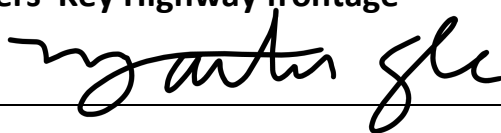
City Council Bill No.: 25-0082



(Place a picture of the posted sign in the space below.)

Address: Under Armour Headquarters Key Highway frontage

Date Posted: August 26, 2025



Name: Martin Ogle

Address: 9912 Maidbrook Road Parkville Md, 21234

Telephone: 443-629-3411

