

**BALTIMORE CITY DEPARTMENT OF PLANNING**  
**URBAN DESIGN AND ARCHITECTURE REVIEW PANEL**  
**MEETING MINUTES**

**Date:** September 15, 2011

**Meeting No.:** 135

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**Project:** Tide Point Master Plan Revisions (Under Armour)

**Phase:** Introduction

**Location:** Tide Point PUD

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**PRESENTATION:**

Sean King of Under Armour provided an overview of Under Armour, presented the expansion plans for the Tide Point complex, and introduced the design team and lead architect Kevin King of ASG Architects. Under Armour has recently purchased the Tide Point complex and plans on expanding their headquarters and creating a campus for their various activities. Currently, the majority of their office and development space is in the Cheer Building, which they lease to the south of Key Highway, as well as some space in Tide Point. Additionally, parking for the complex is nearly at capacity and additional parking will be needed for the future expansion. Finally, Under Armour is initially working to acquire the Westway property east of Tide Point for play fields and is working with the City on a greenway that would extend along the CSX tracks to Fort Avenue. While the Tide Point PUD straddles both sides of Key Highway, the master plan revisions as presented are only for the waterside of Key Highway (not including the greenway, which is not part of the PUD or their property)

Mr. King outlined five phases of the expansion and master plan. The first is the creation of an 80,000 sf retail and office building, plaza, and parking on the west side of the Tide Point complex (Under Armour has no showcase retail store in Baltimore), as well as renovation of the former café building at Hull Street into a welcome center. The plaza along Key Highway would link to the promenade as well as a basketball court located behind the retail building. Phase 2 is the Center Court enclosure, and atrium that will connect the Dawn, Cascade, and Ivory buildings. Phase 3 would add 2 – 3 additional office floors to the top of the Dawn, Cascade, and Ivory buildings, as well as a vertical expansion along Key Highway. Phase 4 would be a parking structure along Key Highway in front of the Tide building, with the welcome center incorporated on the ground floor. The final phase would involve the demolition of the Tide Building and replacing it with a new larger office building that would extend to the promenade. Also proposed were improvements to Hull Street north of Key Highway, the creation of play fields on the current Westway tank site, and the creation of a greenway connection from Key Highway along the railroad tracks to Fort Avenue. These last areas are outside of the PUD boundary and are not owned by Under Armour.

## **RECOMMENDATIONS OF THE PANEL:**

The Panel complimented Under Armour and the design team for a thorough presentation and was generally supportive of the master plan revisions; it recognizes the importance of Under Armour to Baltimore and welcomes the investment being made to create a quality corporate campus that is a good neighbor. The plans for creating new open space along the harbor, as well as the greenway, were also applauded. There were several concerns, however, voiced that require attention for the next presentation.

**Under Armour “campus”.** The concept of creating a campus was viewed as a positive approach to organizing the site (especially given the expertise of ASG in campus planning). However, as presented, it is not clear as to how the complex will function as a campus (other than in name only). It is recommended that the design team give additional thought as to how the open spaces (plaza, promenade, pathways, and other open spaces), gateways and edges, and new buildings truly create an urban campus.

**Key Highway.** With the location of new buildings and expansion of buildings along Key Highway, it becomes a critical face and pedestrian edge of the campus complex. As presented, it is not clear as to how this edge functions as a continuous public space and not simply improving the current configuration with the planting of trees. More information is needed about treatment of both sides of the Key Highway corridor, including sections that show the relation of buildings, public space, and roadway. Finally, with the amount of expansion planned, as well as the new retail and showroom proposed, vehicular, pedestrian, and bicycle access needs further study.

**Public Access / Open Space.** Concern was expressed by one panel member regarding the increased density and enclosure of the center court. Currently, public access and views from the neighborhood to the water is in between the buildings, but as proposed the master plan limits the public access to the edges. If the amount of public access is being reduced, then the team needs to show where it is being replaced and how (a plan showing the current public easements and how the master plan impacts these is recommended). Also, it is not clear if Hull Street north of Key Highway is part of the PUD; this needs to be clarified since it is recommended as part of the public access to the promenade and water. Finally, more information about the connections from the neighborhood to the water (access and views) is needed.

**Vertical Expansion of the Dawn, Cascade, and Ivory Buildings.** The panel commended Under Armour for retaining the majority of buildings, but concern was expressed as to how the vertical expansion of the buildings would alter what is a recognizable profile of the current buildings.

**Eastern edge of Tide Point.** The proposed parking garage and building to replace the Tide Building seem to have a back edge relationship to Hull Street and the proposed open space. Additional attention to this relationship is needed, as well as attention to how the parking garage creates a good face to Key Highway and how close the new building gets to the water (it seems to pinch the promenade at this location). Clarity is also needed as to what the boundary of the PUD is along the eastern edge of Tide Point; access to the water and the proposed fields / open

space not currently under control by Under Armour. Finally, more information about the proposed/relocated Immigration Museum on the site is needed.

**Retail Building / Plaza.** The Panel agrees that the new retail building should serve as a signature building and space for Under Armour and encourages the team to continue looking at this relationship. In particular, the function of the plaza is unclear and needs further development, especially its relationship to Key Highway (is it a plaza or simply a forecourt to the new building?).

**Signage.** The proposal shows the Tide Point sign being replaced with an Under Armour sign. Additional thought needs to be given to this since the complex has become a recognizable place in the city.

**Master Plan / PUD.** While Under Armour acknowledged that it is not making any changes to the proposed master plan south of Key Highway, their expansion master plan needs to be shown in context with this area. Further, some type of diagram showing how the master plan expansion fits into the approved PUD, and where changes and amendments are needed, should be presented at the next meeting. Finally, the design team should work with the Planning Department to make sure that in addition to the drawings presented that the team includes materials on layout and massing, circulation, and landscape plan.

### **PANEL ACTION:**

Introduction – Continue Master Plan review process with attention to comments.

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### **Attending:**

Shawn King – Under Armour  
Kevin King – ASG Architects  
Jon Laria – Ballard Spahr  
Susan Williams, Tony Cortea – STV  
Thomas Smith – Community Member  
Al Barry – AB Associates  
A Jackson – Baltimore Business Journal  
MPG Urban Planning  
Jamie Kendrick – Baltimore DOT  
Jay Brodie, Chris Moyer – BDC

Ms. Eig; Messrs. Ramberg, Britt and Cameron – Panel  
Tom Stosur, Gary Cole, Wolde Ararsa, Jill Lemke, Brent Flickinger, Anthony Cataldo, Bob Quilter - Planning