

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

Date: October 27, 2011

Meeting No.: 138

Project: Tide Point Master Plan Revisions (Under Armour)

Phase: Master Plan

Location: Tide Point PUD

PRESENTATION:

Shawn King of Under Armour provided an update on community outreach since the last UDARP presentation of September 15.

Scott Vieth, architect with ASG, explained that the proposed plan is a concept plan only. He presented the response to UDARP comments. Addressing the comments about the *Campus Concept and Face of the Campus to Key Highway* together, Mr. Vieth explained that there are two gateways, one at the new retail on Key Highway on the west side and the other at the pedestrian bridge that is proposed to traverse the CSX tracks on the east, that mark the campus "realm." The third issue, *Public Access*, is handled at these proposed locations - retail entry, corporate entry, vehicular visitor center entrance, vehicular employee entrance, numerous other public and private entrances, and the public promenade along the water and its extension into the greenway. The different access routes (bicycle, vehicular, pedestrian, and service) were outlined. Hull Street will remain a public street and would not be a part of the promenade easement, while they are asking for a revised easement elsewhere on the site. Vertical Expansion is planned on several of the existing buildings; however, the proposed plan for expansion is not fixed. Rather it is composed of height and square footage limits that will be introduced as necessary in phases. The proposed green space is presently industrial land owned by the State of Maryland. Under Armour is proposing to take responsibility for its redevelopment into playing fields and for continued maintenance. The green space would be open to the public. The Retail Plaza has not been designed at this point but is an important feature that will set the aesthetic tone for the campus. A signage master plan has not been developed; however there has been discussion of the future of the Tide Point signs and the possible placement of a new large scale Under Armour sign to take its place.

RECOMMENDATIONS OF THE PANEL:

The Panel continues to be enthusiastic about Under Armour's plan to expand its presence at Tide Point with such a strong blend of activities: retail, corporate, visitor activities, renewal of Harvest Table space and potential playing fields.

The Panel's major response to the project master plan, however, is that its pieces do not yet seem to have come together as a true "campus". The plan lacks a strong central entry point or symbolic identity that sets a visual perspective, natural physical orientation, or processional organization for the visitor and employee alike. While the applicant explained that this will be achieved through a glass entry lobby that provides visual access through the site to the water, the plan as presented does not seem to achieve this goal. The Panel encourages the applicant to review this aspect of the plan as it further develops.

In addition, members of the panel commented as follows:

1. It considers the retention of the existing pedestrian bridge over Key Highway a good idea as it does not block views towards the water.
2. It questions whether the Harvest Table/parking garage, immediately adjacent to Key Highway, could be set back to align with the other buildings when the site is redeveloped. This would allow a green space to be created between the building and the highway. The Panel understands that the dimensions of the parking garage are restricted by the use requirements, but encourages the applicant to look to ways of achieving some form of setback.
3. It encourages the applicant to retain the Tide Point identity in conjunction with the Under Armour branding rather than replacing it.

PANEL ACTION:

Continue Master Plan review process with attention to comments. A final review before Planning Commission scheduling is requested.

Attending:

Shawn King – Under Armour

Scott Vieth – ASG Architects

Jon Laria – Ballard Spahr

Susan Williams – STV

Michael Thompson, Donna Fronckoski, Katie Hearn, Matt Craig – Locust Point Civic Assoc.

Alex Jackson – Baltimore Business Journal

Lorraine Mirabella, Ed Gunts – The Sun

Danielle Zoller – Gordon Feinblatt

Chris Moyer – BDC

Ms. Eig; Messrs. Bowden and Britt – Panel

Tom Stosur, Gary Cole, Wolde Ararsa, Brent Flickinger, Anthony Cataldo, Bob Quilter -
Planning