



Stephanie Rawlings-Blake
Mayor

PLANNING COMMISSION

Wilbur E. "Bill" Cunningham, Chairman

STAFF REPORT



Thomas J. Stosur
Director

August 5, 2010

REQUEST: Revised Final Design Approval/Tide Point PUD – Under Armour Innovation Center Façade Improvements

RECOMMENDATION: Approval, subject to applicant presenting the design to the Locust Point Civic Association for review and securing their input.

STAFF: Robert Quilter

PETITIONER: John Pezzulla, Struever Brothers Eccles and Rouse

OWNER: Beason Properties, LLLP

SITE/ GENERAL AREA

Site Conditions: The Tide Point PUD is a 24.647 acre project that straddles Key Highway East and the CSX Railroad right-of-way. It includes the former Proctor and Gamble complex, which has been renovated into office space and various adjacent lots.

General Area: Locust Point is a peninsula terminating with Fort McHenry at its tip. Tide Point PUD is located in the Locust Point neighborhood. There are industrial uses on the waterside of the peninsula that take advantage of the deep harbor access. The area consists of heavy industrial, office, and residential uses. Domino's is located to the west adjacent to the Tide Point office complex. To the east of the Tide Point complex are operation buildings and storage tanks, CSX Railroad right-of-way and Pier #10 across Hull Street (M-3 & M-2-2). South of the complex is CSX rights-of-way, two and three story row houses, and neighborhood commercial establishments in the Locust Point community.

HISTORY

- Ordinance #99-502, approved June 10, 1999, established the Whetstone Point Planned Unit Development.
- The Planning Commission adopted the Locust Point Comprehensive Plan in June 2004.
- Ordinance #09-102, approved January 28, 2009, Rezoning - 1450 Beason Street from the M-3 Zoning District to the R-8 Zoning District.
- Ordinance #09-103, approved January 28, 2009, established Tide Point Planned Unit Development – Designation.
- On September 24, 2009, the Planning Commission approved the Final Subdivision and Development Plan for 1450 Beason Street and gave Final Design Approval for the Tide Point Signage Master Plan.

CONFORMITY TO PLANS

The requests are found to be supportive of Baltimore City's Comprehensive Master Plan, specifically EARN Goal 1, Objective 1: Retain and Attract Businesses in all Growth Sectors. The requests are also in conformity of the Locust Point Community Plan.

ANALYSIS

Under Armour is the current tenant in 1450 Beason Street, a long low warehouse-style building that was recently renovated. This building is within the loop road area of the Tide Point PUD and is adjacent to the surrounding residential community.

An interior portion of the Under Armour facility is currently being renovated to establish an Innovation Center. It will house about twenty employees. To make an exterior statement, Under Armour proposes to install a glass and metal façade storefront feature on the north wall of its complex at 1450 Beason Street. Although this feature will appear like a storefront, visitors and workers will be directed first to the complex's main entrance. Under Armour believes that the new storefront for the Innovation Center will convey a positive message about the firm and its global headquarters here in Baltimore.

Minor modifications to the immediate adjacent parking lot will result in the loss of six parking spaces, more or less, to accommodate an entrance area in front of this new storefront. Even with this loss, adequate parking spaces are still provided per the requirements of the PUD.

The applicant has sent drawings to the Locust Point community leadership for review and comments. Additionally, the applicant will also present the drawings to the community at large for review and comments. If there are comments, staff will follow up with the applicant. However, because of conflicting schedules, the general meeting is scheduled to occur on August 11, 2010, which is after the Planning Commission meeting. Because this revised design action is so minor, staff elected to consider this matter at the August 5, 2010 Planning Commission meeting. The action will avoid delaying this relatively minor, but important improvement for one month. However, staff's consideration of this project at this time is with the understanding the applicant will present the revised design to the larger community for review and input. Thus, with this understanding, staff architects have reviewed this revised design for the Under Armour Innovation Center Façade Improvements and recommend approval, noting that they are compliant with the PUD requirements.

The Locust Point Civic Association, Inc., and the Fort McHenry Business Association, Inc., have been notified about this action.

Thomas J. Stosur
Director