

# T. Rowe Price Global Headquarters and Point Park

2025 ULI Wavemaker Submission

**BEATTY.**

**KPF**



# Project Team

## T. Rowe Price Global Headquarters

- Developer**  
Beatty Development Group  
Armada Hoffler
- Geotechnical Engineer**  
Environmental Resources Management
- Landscape Architect**  
iO Studio
- T. Rowe Price Program Management**  
Jones Lang LaSalle
- T. Rowe Price Architect (Interior)**  
Gensler
- T. Rowe Price MEP Engineer**  
Allen + Shariff
- General Contractor**  
Armada Hoffler
- Architect of Record**  
Beatty Harvey Coco Architects
- Design Architect**  
Kohn Pedersen Fox
- Structural Engineer**  
Morris & Ritchie Associates
- Base Building MEP Engineer**  
JDB Engineering
- Geotechnical Engineer**  
Mueser Rutledge Consulting Engineers
- Civil Engineer**  
RK&K

## Point Park

- Developer**  
Beatty Development Group
- Engineers**  
Mueser Rutledge Consulting Engineers  
RK&K  
Morris & Ritchie Associates
- General Contractor**  
Armada Hoffler
- Architect**  
Beatty Harvey Coco Architects
- Landscape Architect**  
iO Studio



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# Project Overview

For 140 years, the 27-acre parcel now known as Harbor Point was the site of Allied Signal's Baltimore Works facility. At one time, the plant was the largest processor of chrome ore in the world. When operations ceased in 1985, the community was left with a vacant site that was leaching chromium-contaminated soil and groundwater into the Baltimore harbor. Following a comprehensive 10-year remediation, Harbor Point is currently undergoing a transformation into a vibrant, highly integrated neighborhood with a focus on sustainability and innovation.

In early 2025, the neighborhood celebrated the grand opening of the T. Rowe Price Global Headquarters and adjacent Point Park.

## T. Rowe Price Global Headquarters

Positioned directly on the water's edge, the T. Rowe Price Global Headquarters is a 550,000 SF build-to-suit Class A office space that takes full advantage of its waterfront location. Instead of a traditional office building, the design sought to add value through creating a flexible and future-thinking workplace and reconnecting the community with the waterfront. The LEED-certified building also includes bespoke meeting spaces, a client conference center, an auditorium, a rooftop terrace, and floor-to-ceiling windows providing ample natural light and panoramic views of the harbor.

## Point Park

A signature piece of the Harbor Point neighborhood, the 4.5-acre Point Park incorporates a diverse mix of green space, walkways, native waterfront grasses, and public art. Using the industrial and Indigenous history of the Harbor Point site as a narrative throughline elevates Point Park into a one-of-kind waterfront platform for activation, education, and restoration.



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# Completeness

The T. Rowe Price Global Headquarters was substantially completed on February 20, 2025 when the City of Baltimore issued a Certificate of Occupancy. 100% of the office space has been leased to T. Rowe Price and the headquarters will house approximately 2,000 T. Rowe Price associates. The building also includes 19,167 square feet of retail space at street-level, all of which is currently unoccupied. Multiple prospects are being considered for the five available retail spaces and the project should reach full retail occupancy by the end of 2026.

As a former industrial site, Harbor Point required a sizable investment from the City of Baltimore to support economic development along the waterfront. Leveraging private funding sources for the vertical development of the project, the development team partnered with the city to structure a \$120 million TIF (Tax Increment Financing) package for the supporting infrastructure, which includes roads, sidewalks, and park spaces. Funding for Point Park was largely allocated from the TIF package.





# A Sense of Place and Quality

Reflecting a deep engagement with Baltimore’s architectural heritage, the façade of the T. Rowe Price Global Headquarters balances scale, materiality, and sustainability. A series of two-story bays breaks down the massing, ensuring an approachable presence. In contrast to a typical all-glass façade, the refined material palette of grey metal and glass echoes T. Rowe Price’s legacy of sound financial stewardship. The wall design is inspired by Baltimore’s urban vernacular, while the use of recycled and locally sourced materials reduces the project’s environmental footprint.

The interconnected Point Park offers visitors an opportunity to learn the significance of the land upon which they stand as layers of history converge, telling stories of resilience, adaptation, and transformation. The Park stands as a testament to the intricate relationship between progress and preservation, where the past and present coexist in harmony. Reflecting on the site’s industrial history, trees hold the place where steel columns once stood; gates symbolically mark the entrances to buildings that now only exist in photographs; timber benches and steel beams recall the heavy industry that once shaped the area.

Long before its industrial use, the land was part of the Chesapeake Bay watershed, historically inhabited and stewarded by Indigenous communities. With the support of T. Rowe Price and the Waterfront Partnership of Baltimore and in collaboration with the Baltimore American Indian Center and other Native American consultants, Point Park features educational signage that shares the Indigenous history of the land and helps visitors connect with its roots.





# A Sense of Place and Quality

The project elements that define Point Park's spaces are utilized as a unique framing device that tells a complete story of the site's history.

## 1. Main Lawn

The expansive open green space will be home to a range of programmatic events as well as serving as the “waterfront yard” for residents, workers, and guests alike. The main lawn delivers on Point Park's goal to be the go-to destination for open space activation along Baltimore's harbor.

## 2. Grove

The shady grove interprets what was once the main plant of the Baltimore Chrome works site. The grid work of concrete foundations that once carried the massive processing facility are represented by rows of trees. Concrete walls and an interpretive panel tell the story of a once proud industrial past and recast that narrative in a contemporary setting.

## 3. Covered Slip

Flanked by angular wood decks that provide access to the water's edge, the depressed plate of native plantings marks the footprint of the slip that once ferried goods to and from Baltimore Chrome Works. The location from which ships once distributed the products of this site to the rest of the world will become a symbol of a city's evolution from one of industrial might to environmental pioneer.

## 4. Steel Gates

Three tall steel gates identify the cardinal directions and their cultural meanings, in both English and Algonkian dialects. Etched into Corten steel panels on each gate are illustrations of flora and fauna Indigenous to this place, which are also associated with each of the respective directions.

## 5. Waterfront Promenade

Point Park is the first location in the city to turn away from the hard-edged promenade environment that has to date dominated the constructed shoreline of Baltimore's harbor. Brick paving will yield to the soft texture and audible crunch of gravel underfoot. Plants, trees, and boulders have been carefully placed to conjure images of the shoreline that predated the city's founding.



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# Sustainability

The T. Rowe Price Global Headquarters is currently in the process of applying for LEED Gold certification under the LEED-CS v2009 system. It will continue to be a development that embodies the principles of sustainability, both in the final design and with ongoing operations.

## Energy

The building is oriented to optimize daylighting and reduce reliance on artificial lighting, while high-performance façades mitigate solar heat gain. Shaded outdoor spaces, passive cooling techniques, and strategic landscaping contribute to a more comfortable pedestrian experience and improve the urban microclimate.

## Water

A rainwater harvesting system supplies 82% of the building’s sanitary water needs, and low-flow fixtures reduce indoor water use by 40%. The addition of pervious green space to the site reduces the demand for storm drainage.

## Materials

The construction team successfully diverted over 75% of the construction-generated waste to a recycling facility, saving these materials from entering local landfills. To further reduce the project’s overall carbon footprint, the team focused on selecting products that were both manufactured and extracted within a 500-mile radius of the project site. Over 20% (by cost) of all materials installed were reported as regional and over 20% (by cost) is made from recycled material.

## Low VOC Content

Finishes were selected with the user in mind, to provide for healthier indoor air quality. The project team consciously selected low-emitting finishes, including all paints, adhesives, sealants, and flooring materials. The building management team has adopted a Green Cleaning Plan and an Integrated Pest Management Plan, ensuring sustainable practices will continue throughout the project’s operational lifetime.

## Accessibility

The T. Rowe Price Global Headquarters is conveniently located near several modes of public transit, including the Charm City Circulator and the Harbor Connector/Baltimore Water Taxi. The connection to and extension of the waterfront promenade through Point Park encourages greater walkability. Bike racks and EV charging stations are located in a parking garage directly under the building.

## Brownfield Site

An eyesore that remained unused and undeveloped for years, the transformation of this brownfield site has played an important role in the revitalization of Baltimore’s harbor front and set a new standard for extending the city’s urban fabric.





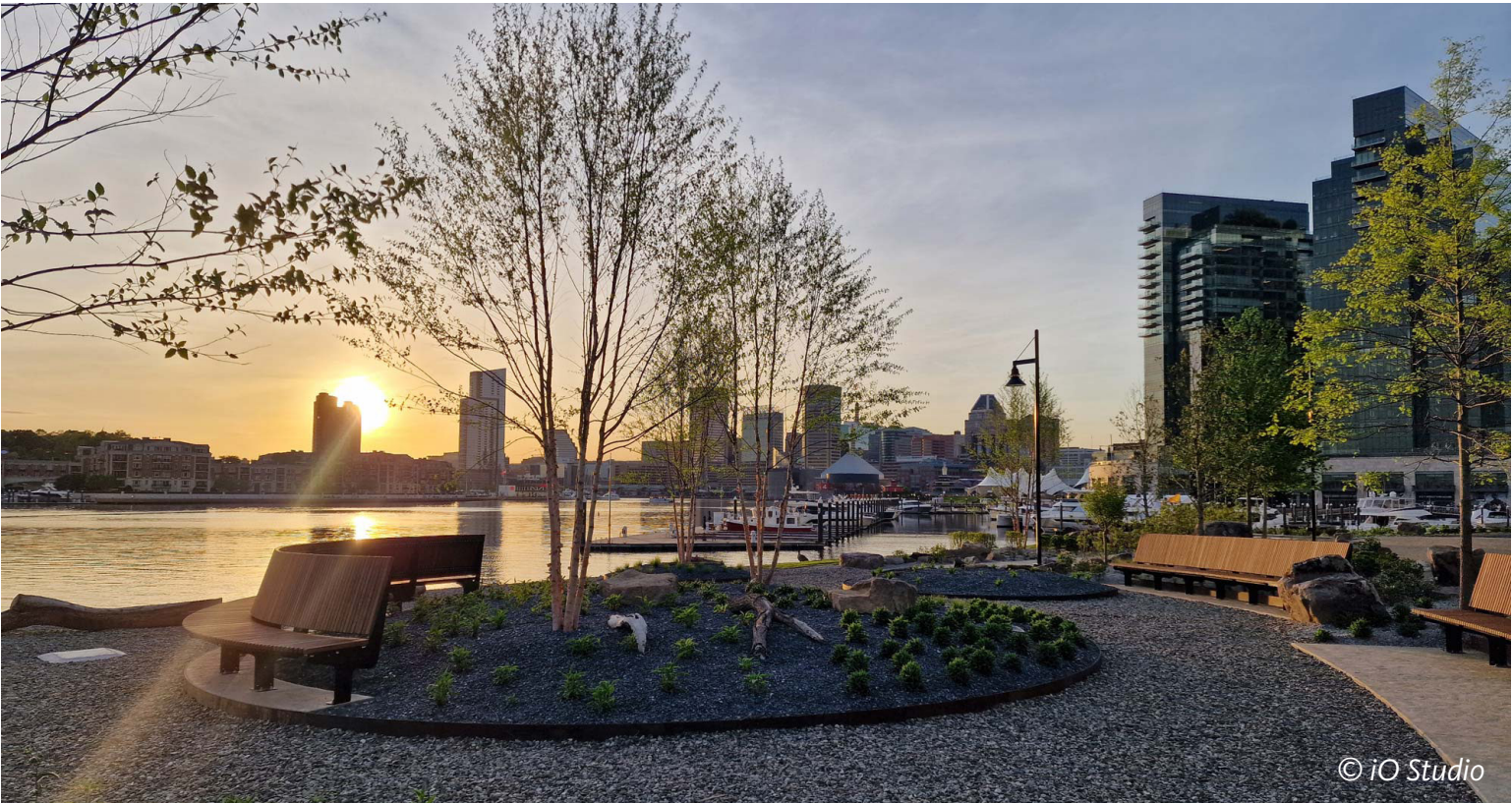
# Visionary and Emulation

Rather than a modern rehash of the traditional, multi-story office tower – a stacked arrangement not conducive to corporate community building – lead architect KPF broke down the scale of the T. Rowe Price Global Headquarters to enable a cutting-edge workplace and thoughtful urban space.

The headquarters is comprised of two nine-story buildings that provide flexibility for the workspace within, while a central atrium enables connectivity among colleagues. Designed to accommodate both large gatherings and smaller group interactions, the atrium is scaled to accommodate mature trees and features column-free suspension bridges that span the room, offering views of the waterfront and itself serving as a space for interactions among colleagues.

The landscape at the T Rowe Price Global Headquarters sets itself within a constellation of open spaces that make up the waterfront district that is Harbor Point. The spaces within and around the building strike a carefully crafted balance between creating functional outdoor environments which extend the life of the building beyond its glassy envelope for tenants to enjoy and creating welcoming public open space for city residents to explore.

Native and adaptive plantings throughout Point Park are inspired by the grassy lowlands of the region, creating a tapestry that is as interpretive as it is educational. Beyond creating a campus that is unique, functional, and beautiful, the complementary and intentionally contrasting character of the architecture and landscaping represent a contemporary interpretation of Baltimore’s illustrious industrial past and make good on desires to reconnect residents to its native, natural landscape.





# A Need

Located on a reclaimed brownfield site, the T. Rowe Price Global Headquarters and Point Park are part of a larger effort to revitalize Baltimore’s industrial waterfront into a vibrant extension of the city.

Baltimore’s Inner Harbor has been the city’s gateway to the world for over a century. However, as industry declined post-1950 and the harbor became too shallow for larger ships, the city’s urban edge suffered the most, rendering much of its waterfront derelict. Over the past 40 years, Baltimore has been reshaping its harbor, transforming previously abandoned areas into an active destination for locals and visitors. Harbor Point’s redevelopment marks a new chapter for this part of the waterfront defined by place, connectivity, and community.

The T. Rowe Price Global Headquarters further enhances the upward trajectory of the Harbor Point site by transcending the standard office building into two humanly scaled program bars to create a pedestrian streetscape that reinforces community access to the harbor front while creating a new public space at Point Park.

The culmination of more than 20 years of master planning and development with the City of Baltimore and local communities, Point Park is among the most prominent and significant new park spaces for Baltimore in decades. Serving as the backdrop for urban activation, environmental education, and both passive and active historic interpretation, Point Park is an opportunity to shape the quality and perception of Baltimore’s waterfront park system and elevate Baltimore to the highest ranks of our nation’s great green cities.



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# A Need





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