



Under Armour Global Headquarters

📍 Baltimore, MD

OVERVIEW

Under Armour's global headquarters at Baltimore Peninsula is a transformative 50-acre campus designed to bring together employees, product innovation, athlete engagement, retail experiences, and community-focused amenities in a single integrated destination. The campus features The Sports House, a 280,000-square-foot mass timber headquarters building, alongside UA Stadium, research and design studios, waterfront trails, solar canopies, geothermal infrastructure, public gathering spaces, and a flagship Brand House retail store. As a major anchor of the 250-acre Baltimore Peninsula redevelopment, the project is helping revitalize a previously underutilized waterfront district while reflecting Under Armour's commitment to sport, sustainability, innovation, and community connection.

Kimley»Horn

APPLICANT INFORMATION

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TEAMS INVOLVED IN THIS PROJECT

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- › Kimley-Horn
- › Cannon Design
- › Gensler
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AWARD SUBMISSION POINT OF CONTACT

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PROJECT COMPLETION DATE

- › December 2024

COMPLETENESS AND FINANCIAL VIABILITY

Under Armour's global headquarters at Baltimore Peninsula is a fully completed and operational 50-acre campus that integrates workplace, innovation, athletics, retail, and community-focused amenities within one of Baltimore's most significant redevelopment initiatives. The project represents a substantial private investment that consolidates Under Armour's global corporate and Americas regional operations into a single campus, strengthening collaboration, operational efficiency, product innovation, and the employee experience while reinforcing the company's long-term commitment to Baltimore.

The campus serves as a major anchor of the 250-acre Baltimore Peninsula redevelopment, bringing more than 1,000 employees and daily activity to a formerly underutilized waterfront district. Through amenities such as The Sports House, UA Stadium, the Brand House retail store, public gathering spaces, and expanded waterfront access, the project is helping transform the surrounding area into a more active, connected, and accessible neighborhood.

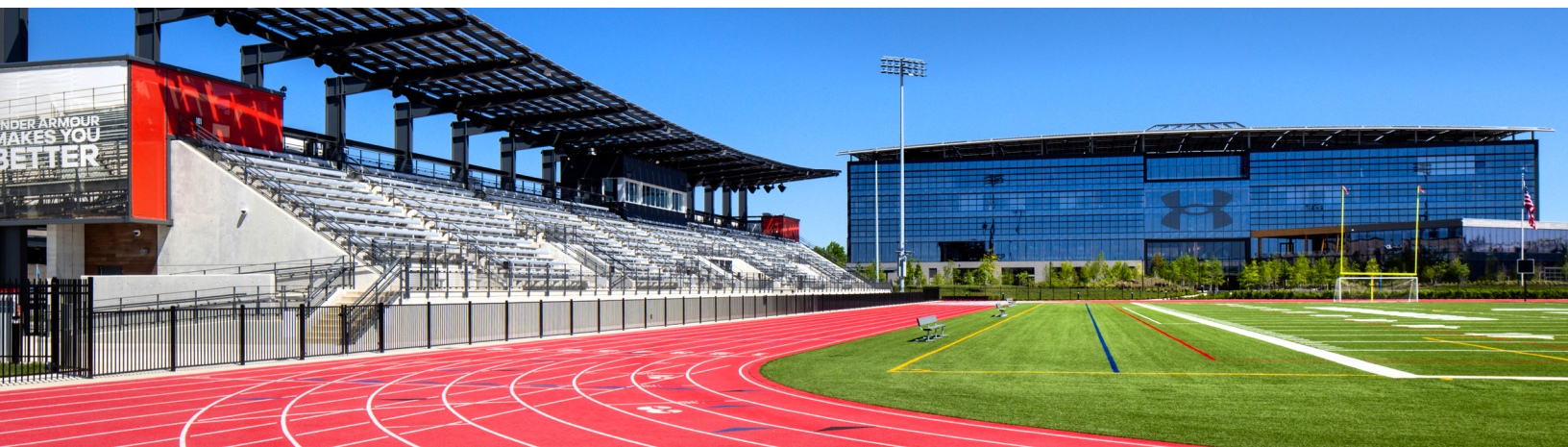
As a fully implemented development, the campus is successfully fulfilling its intended purpose as Under Armour's global home while supporting broader economic activity, community engagement, and long-term revitalization within Baltimore City.



SENSE OF PLACE AND QUALITY

Under Armour's global headquarters reinforces a strong sense of place by keeping the company's home in Baltimore—the city where the brand was founded—while serving as a cornerstone of the Baltimore Peninsula waterfront redevelopment. The 50-acre campus reflects both Under Armour's identity as a performance-focused brand and Baltimore's ongoing evolution through a thoughtfully designed environment that blends workplace, recreation, innovation, and public access.

The campus was intentionally designed as both a corporate headquarters and a community destination. Features such as public gathering areas, interpretive signage, a scenic waterfront greenway, and UA Stadium—a NCAA-regulation track and multi-sport field facility—create opportunities for recreation, engagement, and connection while celebrating the company's foundation in sport.





Architectural features including the mass timber Sports House, signature ETFE façade, and the stadium’s photovoltaic canopy contribute to a distinctive campus identity that reflects both Under Armour’s performance-driven culture and Baltimore’s evolving waterfront character.

The project demonstrates a high standard of excellence in design, construction, and long-term community impact. By combining innovative workplace and athletic facilities with publicly accessible amenities and waterfront connections, the campus serves as an inspiring anchor for Baltimore Peninsula. UA Stadium further expands that impact by providing Baltimore City student-athletes with access to the venue throughout the year for football, flag football, soccer, track and field, and lacrosse.

SUSTAINABILITY

Sustainability was a foundational principle of Under Armour’s new global headquarters and a direct reflection of the company’s commitment to one of its core values: “Act Sustainably.” Located within Baltimore Peninsula, a transformative waterfront redevelopment, the project reimagines a previously underutilized industrial site as a high-performance campus that advances environmental stewardship, employee well-being, and long-term community investment. At the center of the campus is The Sports House, a 280,000-square-foot headquarters designed

to significantly reduce environmental impact through innovative building systems, renewable energy sources, and responsible material selection. The building is largely constructed from mass timber, a renewable, low-carbon alternative to traditional steel and concrete construction, incorporating 4,727 cubic meters of cross-laminated timber decking and 4,059 cubic meters of glulam wood columns and beams. This approach substantially reduces embodied carbon while creating a warm, biophilic workplace environment.

The campus incorporates an array of sustainable infrastructure strategies that work together to minimize resource consumption and operational emissions. These include 356 geothermal heating and cooling wells extending 500 feet below ground, 4,070 solar panels across the Baltimore Peninsula campus, photovoltaic solar canopies, rainwater capture and reuse systems, enhanced water filtration, green roof elements, optimized façade shading, and eco-conscious performance landscaping. Native plantings, restorative ecological features, and waterfront environmental enhancements further support resilience, biodiversity, and long-term environmental health.

Together, these investments have enabled the project to achieve LEED v4 Platinum certification while supporting Under Armour’s pursuit of WELL Building Standard and Net-Zero Carbon certifications. Designed to operate among the nation’s highest-performing corporate campuses, the headquarters integrates biophilic design,



enhanced indoor environmental quality, healthy materials, and flexible work environments that promote employee wellness, productivity, and connection to nature.

By combining low-carbon construction materials, renewable energy systems, innovative infrastructure, and sustainable site design within a major urban redevelopment district, Under Armour's headquarters serves as a leading example of sustainable corporate campus design. The project demonstrates how large-scale workplace environments can advance environmental responsibility while creating lasting economic, social, and community value for both employees and the broader Baltimore region.

VISIONARY AND EMULATION

Under Armour's global headquarters redefines the traditional corporate campus by creating a fully integrated "Sports House" that brings together workplace, product innovation, athlete engagement, retail, sustainability, and community access within a single 50-acre destination. Inspired by the company's vision to create an innovative, sustainable, and accessible environment reflective of its global brand, the campus serves as both a center for business operations and a place where employees, athletes, customers, and the public can directly engage with the Under Armour experience.

The project establishes a new model for headquarters design by integrating offices, research and design studios, athletic facilities, a flagship retail experience, public gathering spaces, and wellness-focused environments into a cohesive ecosystem. Rather than functioning as a traditional corporate campus, it creates opportunities for collaboration, product testing, athletic programming, community engagement, and brand interaction within a single destination.

The campus further demonstrates leadership in sustainable development through mass timber construction, geothermal heating and cooling, solar energy generation, rainwater harvesting, biophilic design, and high-performance workplace strategies. Designed to achieve Net-Zero operational performance and among the highest levels of building efficiency in the country, the project illustrates how sustainability, workplace excellence, athletic programming, and community access can be successfully integrated into a single campus model.

By combining cutting-edge sustainability initiatives with immersive brand experiences and publicly accessible amenities, the headquarters offers a forward-thinking example of how corporate campuses can serve employees, customers, athletes, and communities while setting a new standard for future developments.



A NEED

Under Armour's global headquarters was designed to meet important needs at multiple levels—for the company, the surrounding community, and Baltimore City. For Under Armour, the campus creates a centralized environment where employees, athletes, products, retail experiences, and community programs can come together, enabling stronger collaboration across innovation, product development, brand storytelling, and corporate operations. As the company's global headquarters, the campus provides a modern, high-performance workplace that supports new ways of working while strengthening connections between the brand and the people it serves.

For the Baltimore Peninsula and South Baltimore community, the project serves as a major employment and activity anchor within a growing waterfront district. By bringing more than 1,000 employees to a previously underutilized area and incorporating public-facing spaces, waterfront access, and athletic facilities, the campus contributes to the continued transformation of the neighborhood into a more vibrant and accessible destination.

COMMUNITY IMPACT

The project also responds to community needs by expanding access to sports, wellness, and high-quality athletic facilities. Through UA Stadium, more than 1,000 student-athletes from 21 Baltimore-area schools have experienced a true home-game environment across football, flag football, soccer, track and field, and lacrosse. These efforts build on Under Armour's longstanding Project Rampart initiative, which supports local youth through sports programming, mentorship, leadership development, and facility investment.

Consistent with Under Armour's commitment to Baltimore, the campus serves as both a workplace and community resource. Since



opening, it has hosted 15 no-cost Project Rampart games and 2 student athlete celebration events inclusive of free physicals, welcomed 2,300 participants to Girls Who Walk Baltimore, staged the sold-out ESPN-aired Overtime Nationals High School Championship, and supported additional community programming, including the Governor's Day of Service, fire safety workouts, and a Baltimore Ravens flag football camp.

By combining employment opportunities, public access, athletic programming, wellness initiatives, and community engagement, the campus addresses local needs while serving as a long-term investment in Baltimore's economic vitality and quality of life.



ANY OTHER PERTINENT INFORMATION

The Sports House features a distinctive ETFE exterior façade with color-changing LED lighting that creates a striking visual presence along Baltimore's waterfront. Visible from the I-95 corridor, the building serves as a recognizable landmark within Baltimore Peninsula while reinforcing Under Armour's identity as a Baltimore-born brand.

Beyond serving as the primary gateway to the campus, The Sports House functions as a visible symbol of Under Armour's investment in Baltimore. Designed as a high-performance mass timber headquarters with a rooftop solar array, biophilic interiors, a flagship retail experience, athletic performance facilities, and

industry-leading sustainability features, the building reflects the company's commitment to innovation, wellness, and environmental stewardship.

The dynamic façade further connects the campus to the broader community by celebrating significant local moments and sporting achievements, creating a beacon along Baltimore's waterfront that reflects the energy, pride, and spirit of the city it calls home.