

**Petition 2026-022 by John Paolo, Orange Barrel Media (on behalf of the Charlotte Hornets)**

**To Approve:**

The petition is **consistent** with the *2040 Comprehensive Plan* and accompanying *2040 Policy Map (2022)* based on the information from the staff analysis and the public hearing, and because:

- The petition is in alignment with the *2040 Policy Map* recommendation for the Regional Activity Center Place Type.
- The site is also within the geography of the *Center City 2040 Vision Plan*.

Therefore, we find this petition to be reasonable and in the public interest, based on the information from the staff analysis and the public hearing, and because:

- The petition is a site plan amendment to the optional provisions approved under rezoning 2008-129. The amendment would allow the relocation of an existing electronic sign and permit a larger electronic sign on the East Trade Street façade of the Spectrum Center arena.
- The petition could promote a more vibrant pedestrian environment and help establish Uptown as a distinctive destination, consistent with the *2040 Comprehensive Plan's* Regional Activity Centers and the *Charlotte Center City 2040 Vision Plan*, by enhancing visual interest along the street.
- Similar signage requests have been approved in Uptown through the same optional provision rezoning process, with the largest sign being 2,000 square feet, located on South Church Street.
- The Zoning Ordinance limits wall mounted signs to 10% of the wall area per tenant or 300 square feet, whichever is less. However, approved optional provisions could permit more intense signage.

The petition does not directly facilitate Comprehensive Plan Goals.

**To Deny:**

The petition is **consistent** with the *2040 Comprehensive Plan* and accompanying *2040 Policy Map (2022)* based on the information from the staff analysis and the public hearing, and because:

- The petition is in alignment with the *2040 Policy Map* recommendation for the Regional Activity Center Place Type.
- The site is also within the geography of the *Center City 2040 Vision Plan*.

However, we find this petition to not be reasonable and in the public interest based on the information from the staff analysis and the public hearing, and because:

- (To be explained by the Zoning Committee)