

**REQUEST**

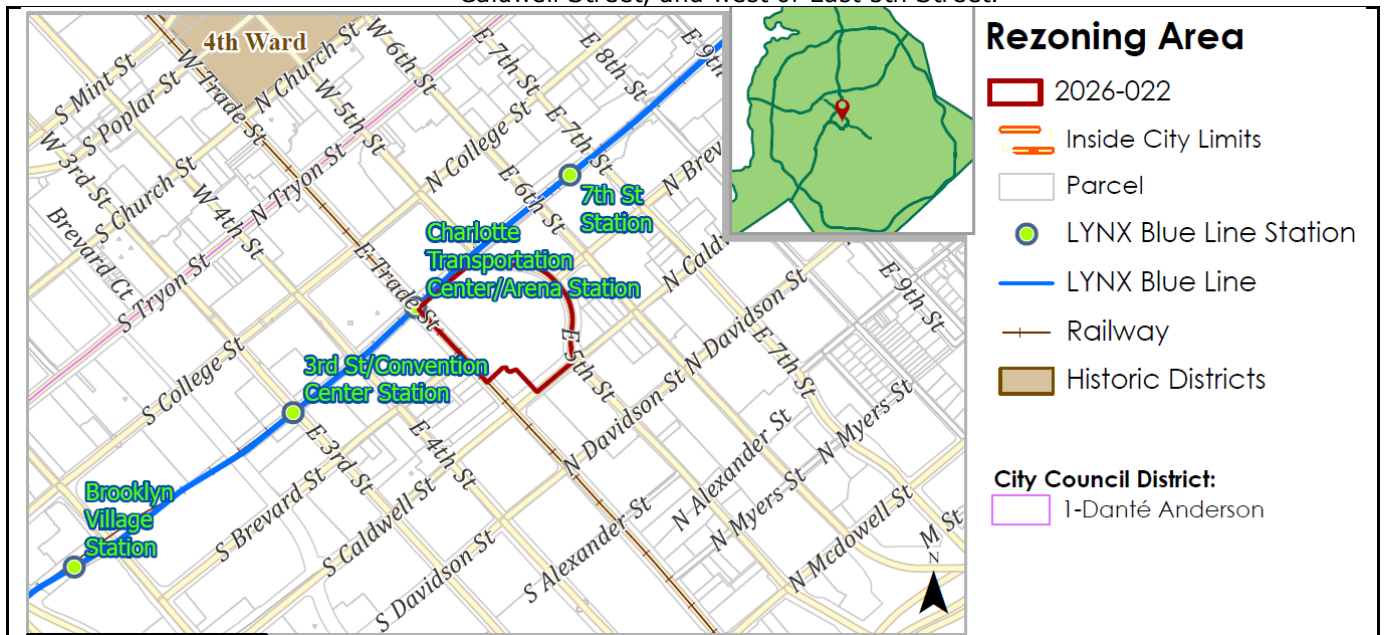
Current Zoning: UMUD-O SPA (Uptown Mixed-Use District, optional, site plan amendment)

Proposed Zoning: UMUD-O SPA (Uptown Mixed-Use District, optional, site plan amendment)

**LOCATION**

Address: 333 East Trade Street Charlotte, NC 20202

Approximately 7.96 acres located east of East Trade Street, north of North Caldwell Street, and west of East 5th Street.



**SUMMARY OF PETITION**

The petition proposes to modify signage regulations permitted by the optional provision of the existing UMUD-O rezoning petition, 2008-129. The site is developed with an arena.

**PROPERTY OWNER  
PETITIONER  
AGENT/REPRESENTATIVE**

City of Charlotte  
John Paolo, Orange Barrel Media (on behalf of the Charlotte Hornets)  
Bridget E Grant, Moore and Van Allen, PLLC

**COMMUNITY MEETING**

The community meeting was held on April 30, 2026 and 1 person from the community attended.

The community meeting report notes that items discussed at the meeting included an overview of the proposes site plan amendment for exterior signage modifications, with no concerns raised and the one attendee expressing support for modernizing the arena’s signage.

The full meeting report is available online.

**STAFF  
RECOMMENDATION**

Staff recommends approval of this petition.

Plan Consistency

The petition is **consistent** with the *2040 Comprehensive Plan* and accompanying *2040 Policy Map (2022)* recommendation for the Regional Activity Center Place Type. The site is also within the geography of the *Center City 2040 Vision Plan*.

Rationale for Recommendation

- 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.

**PLANNING STAFF REVIEW**

- **Background and Zoning District Summary**

- Existing Zoning:
  - UMUD-O: This district permits a comprehensive exterior signage package for the arena utilizing optional provisions, under rezoning petition 2008-129, to exceed the number and size of signs permitted in the UMUD (Uptown Mixed-Use District) zoning district and to allow electronic changeable copy signage.
- Proposed Zoning:
  - UMUD-O SPA: This district permits amendments to rezoning 2008-129 to update the comprehensive exterior signage package for the arena utilizing optional provisions under the UMUD (Uptown Mixed-Use District) zoning district to allow the relocation of the existing electronic sign, to one of three optional locations, and to install a new larger electronic sign on the East Trade Street building façade.
  - Conditional (CD): This petition proposes site-specific commitments that further restrict the use of the site.

- **Proposed Request Details**

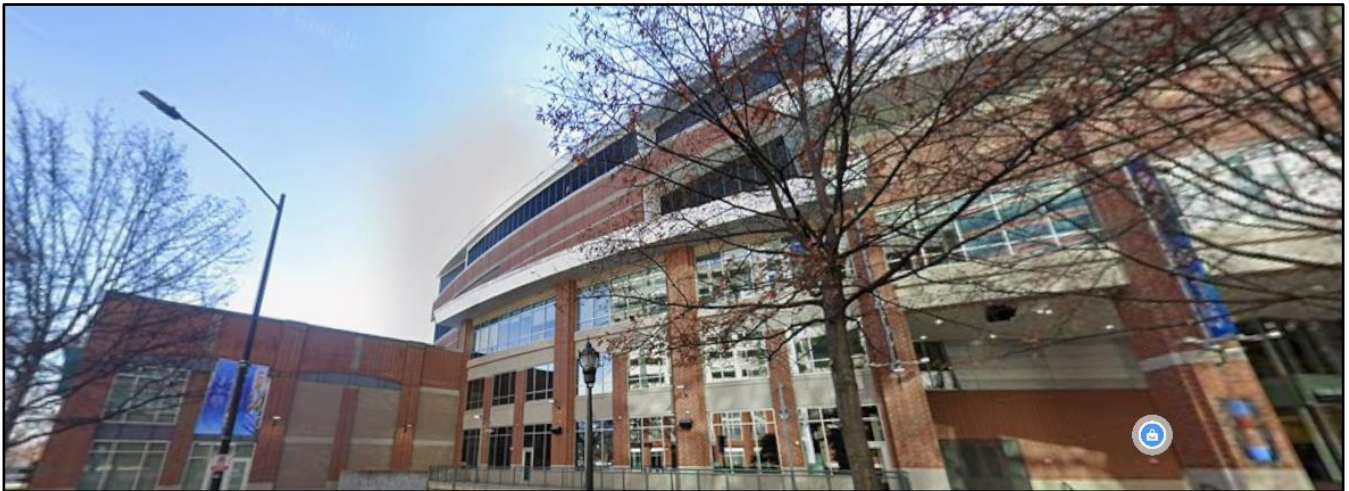
The site plan amendment contains the following changes:

- Relocation of the existing 324 square foot electronic changeable copy sign from its current location on the East Trade Street façade of the arena to one of three following potential locations:
  - The northeast façade of the arena on East 5<sup>th</sup> Street.
  - The southeast façade of the arena near the intersection of East 5<sup>th</sup> Street and North Caldwell Street.
  - The south façade of the arena on North Caldwell Street.
- Installation of a new 2,200 square foot electronic changeable copy sign to be mounted on the East Trade Street façade of the arena.





View of the site looking east from East Trade Street. The existing electronic sign, shown in the image, is proposed to be relocated to the East 5<sup>th</sup> Street or North Caldwell Street side of the arena. A new, larger electronic sign is proposed to replace the current sign.



View of the site looking south from East 5<sup>th</sup> Street. The existing electronic sign, located on the East Trade Street side of the arena, is proposed to be relocated to one of three locational options, including the East 5<sup>th</sup> Street side of the structure.



View of the site looking west from the intersection of East 5<sup>th</sup> Street and North Caldwell Street. The existing electronic sign, located on the East Trade Street façade of the arena, is proposed to be relocated to one of three locational options, including a location on the structure near the intersection of East 5<sup>th</sup> Street and North Caldwell Street (at the right of the image) or on North Caldwell Street (at the left of the image).

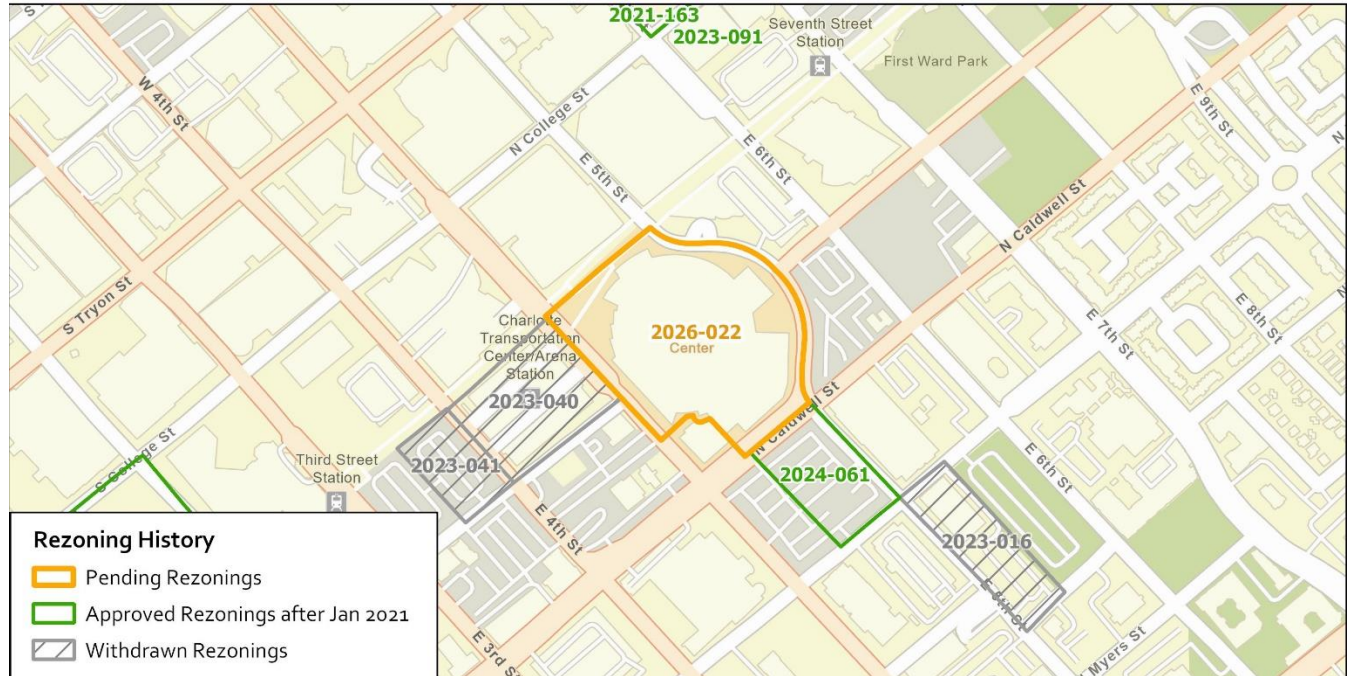


View of the new Hornets' practice facility located south of the subject site on the southwest corner of the intersection of East 5<sup>th</sup> Street and North Calwell Street. The facility was approved under rezoning 2024-061 and is currently under construction.



View of the Charlotte Transportation Center (CTC) looking west from East Trade Street. The CTC provides access to the subject site via bus and the LYNX Blue and Gold lines.

• **Rezoning History in Area**



Petition Number	Summary of Petition	Status
2021-163	Rezoned 3.23 acres from UMUD (Uptown Mixed-Use District) and UMUD-O (Uptown Mixed-Use District, optional) district to UMUD-O (Uptown Mixed-Use District, optional) and UMUD-O SPA (Uptown Mixed-Use District, optional, site plan amendment) district to redevelop the site and allow for all uses permitted in the UMUD district.	Rezoning approved. Spirit Square site: LDC-2022-00045 - demolition and grading of site, approved, demolition complete, site work in progress. LDUUMUDD-2022-00011 - approved, site work progress. LDUUMUDD-2022-00027 - mixed use residential, permit application withdrawn.
2023-016	Rezoned 3.11 acres from CAC-2 (Community Activity Center-2) to MUDD-O PED (Mixed-Use Development District, optional, Pedestrian Overlay District) district to allow for 330,000 square feet of nonresidential development with option to convert to multi-family residential units.	Rezoning withdrawn
2023-027	Rezoned 2.73 acres from UC (Urban Core) district to UMUD-O (Uptown Mixed-Use District, optional) district to allow for all uses permitted by-right and under prescribed conditions in the UMUD district.	Rezoning approved. No development permit application submitted.
2023-040	Rezoned 2.57 acres from UMUD-O (Uptown Mixed-Use District, optional) district to UMUD-O SPA (Uptown Mixed-Use District, optional, site plan amendment) district to redevelop the site for development of new Charlotte Transportation Center and commercial uses.	Rezoning withdrawn
2023-041	Rezoned 1.17 acres from UC (Uptown Core) district to UMUD-O (Uptown Mixed-Use District, optional) district to allow for interim transit facility.	Rezoning withdrawn
2023-091	Rezoned 3.23 acres from UMUD-O (Uptown Mixed-Use District, optional) district to UMUD-O SPA (Uptown Mixed-Use District, optional, site plan amendment) district to amendment to approved rezoning petition, 2021-163 for access modifications.	Rezoning approved. LDC-2022-00045 - approved demolition complete, site work in progress.
2024-061	Rezoned 1.90 acres from UC (Uptown Core) district to UC(EX) (Uptown Core, exception) district to allow the development of the Charlotte Hornets practice facilities	Rezoning approved. LDCP-2024-00616 - construction of Hornets' practice facility, in progress.

• **Infrastructure and By-Right Development**



- This map depicts infrastructure projects, rezonings, and projects occurring by-right in the vicinity of the subject rezoning. By-right development is development that without exception complies with all standards of the zoning district in which the development is taking place. A project occurring by-right denotes that the development is allowed on the property and needs only to show that the development will meet the ordinance standards).
- More information on the specific projects in this area can be found using [Development Near Me](#)

• **Public Plans and Policies**



- The *2040 Policy Map* recommends the Regional Activity Center Place Type. The proposed rezoning is in alignment with the adopted Regional Activity Center Place Type.
  - Regional Activity Centers are large, high-density mixed-use areas, typically along transit corridors or major roadways, that provide access to goods, services, dining, offices, entertainment, and residential for regional residents and visitors.

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- **INFRASTRUCTURE COMMENTS**

- **Charlotte Department of Transportation**

- The site is located adjacent to East Trade Street, a City-maintained major arterial, north of South Caldwell Street, a City-maintained major arterial. A Comprehensive Transportation Review (CTR) is not necessary for the complete review of this petition due to the minor conditional rezoning. A CTR will be required during permitting if the site generates site trips over ordinance thresholds. The site will be subject to transportation improvements in accordance with the UDO and the adopted CDOT Streets Map. CDOT will work with the petitioner during the permitting process to pursue all options to provide additional forms of connectivity that reflect the types of development associated with this place type and zoning district.
- **Active Projects:**
  - N/A
- **Transportation Considerations:**
  - No outstanding issues.
- **Vehicle Trip Generation:**
  - Current: UMUD-O
    - Existing Use: 25,000 trips per day (based on 780,000 square foot arena).
    - Existing Zoning Entitlements: 25,000 trips per day (based on 780,000 square foot arena).
  - Proposed Zoning: 25,000 trips per day (based on 780,000 square foot arena).

- **Storm Water Services**

- **Considerations:**
  - No comments submitted.

- **Charlotte Water**

- Accessible water system infrastructure for the rezoning boundary via an existing 8-inch water distribution main along E 5th St. And accessible sanitary sewer system infrastructure for the rezoning boundary via an existing 10-inch gravity sewer main located along E 5th St.
- **Considerations:**
  - See advisory comments at [www.rezoning.org](http://www.rezoning.org)

- **Charlotte-Mecklenburg Schools**

- Nonresidential petitions do not impact the number of students generated.
- **Considerations:**
  - No comments submitted.

- **Charlotte Area Transit System**

- **Considerations:**
  - No comments submitted.

#### CITY DEPARTMENT COMMENTS

- **Charlotte Department of Housing and Neighborhood Services:** No comments submitted.
- **Charlotte Department of Solid Waste Services:** No comments submitted.
- **Charlotte Fire Department:** No comments submitted.
- **Erosion Control:** No comments submitted.
- **Long Range Planning:** No comments submitted.
- **Urban Forestry:** No comments submitted.

#### MECKLENBURG COUNTY COMMENTS

- **Mecklenburg County Land Use and Environmental Services Agency:** See advisory comments at [www.rezoning.org](http://www.rezoning.org)
- **Mecklenburg County Park and Recreation Department:** No comments submitted.

#### REQUESTED TECHNICAL REVISIONS PRIOR TO PUBLIC HEARING

##### Site and Building Design

1. ~~Entitlement Services: Add petition number to conditional plan.~~ Addressed