



Zoning Committee

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	Approximately 7.96 acres located east of East Trade Street, north of North Caldwell Street, and west of East 5th Street. (Council District 1 - Anderson)
PETITIONER	John Paolo, Orange Barrel Media (on behalf of the Charlotte Hornets)

ZONING COMMITTEE ACTION/ STATEMENT OF CONSISTENCY The Zoning Committee voted 6-0 to recommend APPROVAL of this petition and adopt the consistency statement as follows:

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:

- This 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.

Motion/Second: Caprioli / McDonald

Yeas: Caprioli, McDonald, Millen, Shaw, Stuart, and Welton

Nays: None

Absent: Gaston

Recused: None

ZONING COMMITTEE DISCUSSION

Staff provided a summary of the petition and noted that it is consistent with the *2040 Comprehensive Plan* and accompanying *2040 Policy Map (2022)*.

There was no further discussion of this petition.

PLANNER

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