

Spectrum Center – Limited Signage Modifications
Uptown Mixed Use District Optional – Site Plan Amendment
Development Standards – Tier 1 Conditional
04/28/2026

Rezoning Petition No. 2026-022

Site Development Data:

- Acreage: ± 7.685 acres
- Tax Parcel #: 080-013-20
- Existing Zoning: UMUD-O (Uptown Mixed Use District, Optional)
- Proposed Zoning: UMUD-O SPA (Uptown Mixed Use District, Optional, Site Plan Amendment)
- Existing & Proposed Use: Sports and Entertainment Arena

Summary of Site Plan Amendment:

The purpose of the site plan amendment is for limited modifications to the previously approved optional exterior signage provisions package for the Spectrum Center (the “Arena”) pursuant to the requirements of the Uptown Mixed Use District (UMUD) zoning district.

1. General Provisions:

a. Site Location. These Development Standards form this rezoning site plan amendment (referred to as the “Rezoning Site Plan Amendment”) associated with the Rezoning Site Plan Amendment Petition filed by Orange Barrel Media for the Charlotte Hornets (“Petitioner”) to modify the previously approved optional exterior signage provisions package for the Arena on the approximate 7.685-acre site located at 315 East Trade Street in Charlotte NC (the “Site”).

b. Background/Context. Reference is made to rezoning petition #2008-129 approved by Charlotte City Council on October 20, 2008 (the “Original Rezoning”) and as amended by administrative site plan amendment approved on July 30, 2021 (the “Administrative Amendment”). The Administrative Amendment relates to the signage associated with the Spectrum Center (formerly known as the Time Warner Arena).

Except as specifically described in this Rezoning Site Plan Amendment, the Original Rezoning and Administrative Amendment shall remain as currently approved.

2. Limited Adjustment to Signage Optional Provisions

This Rezoning Site Plan Amendment provides for limited adjustments to the optional signage provisions associated with the Spectrum Center. The signs may display on-premises advertising and/or advertising associated with sports operations, activities, and events whether on-premises or off including associated sponsorship partners. These optional provisions are hereby amended/adjusted to allow for the following signage adjustments:

1. The existing 324 square foot East Trade Street changeable copy entrance sign as generally depicted on Attachment A may be relocated to one of three possible locations along 5th Street or Caldwell Street as generally depicted on Attachment A. Such signage will remain as an electronic sign as defined by the Ordinance; and

2. A new primary exterior changeable copy sign facing the East Trade Street entrance shall be installed with a sign area of up to 2200 square feet and in the location as generally depicted on Attachment A. Such signage will be an electronic sign as defined by the Ordinance.

3. Miscellaneous

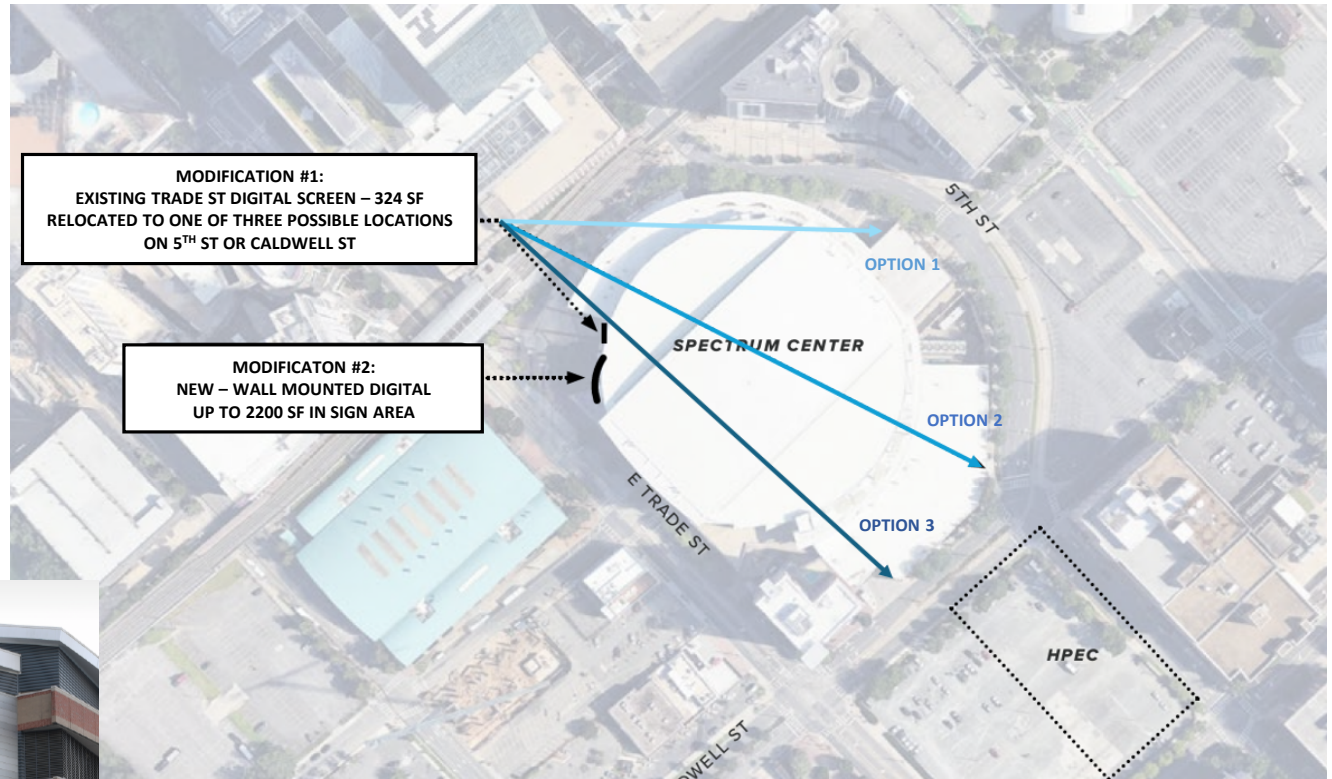
a. **Limited Site Plan Amendment:** Except as specifically described in this Rezoning Site Plan Amendment, the Original Rezoning and the Administrative Amendment shall remain as currently approved.

b. **Amendments to the Rezoning:** Future amendments to this Rezoning Site Plan Amendment, Original Rezoning, and Administrative Amendment may be applied for by the then Owner or Owners of the applicable portion or area of the Site affected by such amendment in accordance with the provisions herein and of Chapter 6 of the applicable City of Charlotte Zoning Ordinance in existence at the time of the Original Rezoning (the “Ordinance”).

c. **Binding Effect:** If this Site Plan Amendment is approved, all conditions applicable to the development of the Site imposed under the same will, unless amended in the manner provided herein and under the Ordinance, be binding upon and inure to the benefit of the Petitioner and subsequent owners of the Site, as applicable, and their respective heirs, devisees, personal representatives, successors in interest or assigns.

ATTACHMENT A - UMUD-O SPA

Modification #1:
Relocate the existing 324sf electronic changeable copy sign along East Trade Street to one of three possible locations along 5th Street or Caldwell Street.



ATTACHMENT A - UMUD-O SPA

Modification #2:

Replace the existing 324sf electronic changeable copy sign along East Trade Street with a new electronic changeable copy sign up to 2200sf.

CURRENT SIGNAGE CONDITIONS

View from SE Trade St



WALL MOUNTED DIGITAL
324 SF

PROPOSED SIGNAGE UPGRADE

View from SE Trade St



WALL MOUNTED, CURVED DIGITAL

UP TO 2200 SF