

OFFICIAL COMMUNITY MEETING REPORT

Petitioner: Topgolf International, Inc.

Rezoning Petition No. 2018-123

This Community Meeting Report is being filed with the Office of the City Clerk and the Charlotte-Mecklenburg Planning Commission pursuant to the provisions of the City of Charlotte Zoning Ordinance.

PERSONS AND ORGANIZATIONS CONTACTED WITH DATE AND EXPLANATION OF HOW CONTACTED:

A representative of the Petitioner mailed a written notice of the date, time and location of the Community Meeting to the individuals and organizations set out on Exhibit A attached hereto by depositing such notice in the U.S. mail on October 23, 2018. A copy of the written notice is attached hereto as Exhibit B.

DATE, TIME AND LOCATION OF MEETING:

The Community Meeting was held on Tuesday, November 6th at 6:00 p.m. at the Holiday Inn Express & Suites, 6020 University Pointe Boulevard, Charlotte, NC 28262.

PERSONS IN ATTENDANCE AT MEETING (see attached copy of sign-in sheet):

The Community Meeting was attended by those individuals identified on the sign-in sheet attached hereto as Exhibit C. The Petitioner was represented at the Community Meeting by Brittany Lins with K&L Gates LLP.

SUMMARY OF PRESENTATION/DISCUSSION:

The Petitioner's agent, Brittany Lins, welcomed the attendees and used a PowerPoint presentation attached hereto as Exhibit D.

Since the meeting only had two attendees, Ms. Lins opted for relaxed dialogue rather than utilizing a formal presentation format. During these discussions, Ms. Lins explained that the Petitioner is seeking a rezoning for the sole purpose of accommodating two digital screens internal to the already-approved Topgolf site. The Petitioner previously received rezoning approval in January 2018 for an eating, drinking and entertainment establishment with outdoor golf related activities (Rezoning Petition Number 2017-108).

Ms. Lins presented the proposed sign renderings and dimensions, explaining that the Petitioner is seeking the ability to construct two digital screens of a maximum of 3,000 square feet, total, and thirty feet high. The screens could show game play messaging, sports content, and brand messaging, among others. Ms. Lins showed renderings demonstrating that the screens are oriented internal to the site and meant to be seen only by patrons to Topgolf; they are barely visible from outside the Topgolf complex.

The requested illuminated screens are part of Topgolf's innovative design being implemented in several new sites around the country and the Petitioner believes this design would help make Topgolf successful in the University area and serve as an amenity to the community.

The attendees did not express any concerns with the proposal and the meeting concluded at approximately 6:45 p.m.

Respectfully submitted, this 9th day of November, 2018.

cc: Sonja S. Sanders, Charlotte-Mecklenburg Planning Department

Exhibit A

2018-123	TAXPID	OWNERLASTN	OWNERFIRST	COWNERFIRS	COWNERLAST	MAILADDR1	MAILADDR2	CITY	STATE	ZIPCODE
2018-123	04723101	STAG CHARLOTTE 3 LLC				ONE FEDERAL ST 23RD FL		BOSTON	MA	02110
2018-123	04723102	UCED-1 LLC				11 BROOKSTOWN AVE		WINSTON-SALEM	NC	27101
2018-123	04723105	UCED-1 LLC				11 BROOKSTOWN AVE		WINSTON SALEM	NC	27101
2018-123	04723106	CBW LAKESTONE LLC			WLH LAKESTONE LLC	2820 SELWYN AVE SUITE 350	C/O MEDALIST CAPITAL	CHARLOTTE	NC	28209
2018-123	04723107	AUTO CRAFT INVESTMENTS INC	% NATIONAL PARTS DEPOT			900 SOUTHWEST 38TH AV		OCALA	FL	34474
2018-123	04723110	CITY OF CHARLOTTE				600 EAST FOURTH ST		CHARLOTTE	NC	28202
2018-123	04723111	CITY OF CHARLOTTE				600 EAST FOURTH ST		CHARLOTTE	NC	28202
2018-123	04723113	UCAM-1 LLC				11 BROOKSTOWN AVE		WINSTON-SALEM	NC	27101
2018-123	04723116	UCED-1 LLC				11 BROOKSTOWN AVE		WINSTON-SALEM	NC	27101
2018-123	04723117	UCAM-1 LLC				PO BOX 21284		WINSTON-SALEM	NC	27120
2018-123	04746103	DDR BELGATE LLC				3300 ENTERPRISE PARKWAY		BEACHWOOD	OH	44122
2018-123	04746104	THE PANTRY INC				1801 DOUGLAS DR		SANFORD	NC	27330
2018-123	08925301	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925302	LONDONO	LUZ ELENA VILLADA			21-54 74TH ST FLOOR 2		EAST ELMHURST	NY	11370
2018-123	08925303	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925304	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925305	PATEL	MAHESH H	SHRILEKHA M	PATEL	7711 PICKERING DR		CHARLOTTE	NC	28213
2018-123	08925306	JOE	XEN C	XUE M	JOE	441 KEENAN DR SE		CONCORD	NC	28025
2018-123	08925307	ORCHARD TRACE OF CONNECTICUT LLC				PO BOX 1433		NEW HAVEN	CT	06506
2018-123	08925308	BRACKETT	CATHERINE S			3158 STRATFORD GREEN PL		AVONDALE ESTATES	GA	30002
2018-123	08925309	CORN 2592 LLC				15A HASTINGS AVE		RUTHERFORD	NJ	07070
2018-123	08925310	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925311	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925312	DANDRO	JAMES L	DEBRA G	DANDRO	3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925313	JAX PROPERTIES LLC				7135 EAST W T HARRIS BLVD		CHARLOTTE	NC	28227
2018-123	08925314	EQUITY TRUST COMPANY CUSTODIAN	FBO JAMES L DANDRO IRA			3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925315	DELMAN	DAVID J	JOANNA R	DELMAN	4301 WESTMOUNT DR		GREENSBORO	NC	27410
2018-123	08925316	JAX PROPERTIES LLC				260 BROOKWOOD AVE NE STE 2A		CONCORD	NC	28025
2018-123	08925317	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925318	DANDRO PROPERTIES INC				3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925319	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925320	PATEL	MAHESH H	SHRILEKHA M	PATEL	7711 PICKERING DR		CHARLOTTE	NC	28213
2018-123	08925321	ORCHARD TRACE OF CONNECTICUT LLC				PO BOX 1433		NEW HAVEN	CT	06506
2018-123	08925322	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925323	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925324	ROSS	WILLIAM DANIEL			12447 HAZARD RD		OAKBORO	NC	28129
2018-123	08925325	ORCHARD TRACE OF CONNECTICUT LLC				PO BOX 1433		NEW HAVEN	CT	06506
2018-123	08925326	CORN 2592 LLC				15A HASTINGS AVE		RUTHERFORD	NJ	07070
2018-123	08925327	DANDRO PROPERTIES INC				3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925328	RAYNES	TOMMY S II	MUSU	VARPILAH	10030 AVON FARM LN		CHARLOTTE	NC	28269
2018-123	08925329	RAYNES	TOMMY S II	MUSU	VARPILAH	7913 JOHNSON CREEK RD		CHARLOTTE	NC	28215
2018-123	08925330	MITCHELL	TAMARA DAYSON			7209 RAI COURT		CHARLOTTE	NC	28227
2018-123	08925331	FIRST CAROLINA INVESTMENT GROUP LLC				1001 E. WT HARRIS BLVD # 280		CHARLOTTE	NC	28213
2018-123	08925332	FIRST CAROLINA INVESTMENT GROUP LLC				1001 E. W T HARRIS BLVD #280		CHARLOTTE	NC	28213
2018-123	08925333	COOPER	LARRY C	INEZ T	COOPER	34 MANSFIELD CR		GREENSBORO	NC	27455
2018-123	08925334	SIMPSON	IAN SCOTT	HANNAH LYNCH	SIMPSON	3009 TELEFAIR LN		MONROE	NC	28110
2018-123	08925335	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925336	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925337	FIRST CAROLINA INVESTMENT GROUP LLC			C/O MATT ZUCKERMAN	PO BOX 1595		NEW YORK	NY	10159
2018-123	08925338	SPENCER	VIRGINIA H			5241 STONE VILLAGE CIR NW		KENNESAW	GA	30152
2018-123	08925339	JAX PROPERTIES LLC				7135 E WT HARRIS BV		CHARLOTTE	NC	28227
2018-123	08925340	TAYLOR	DAVID G			330 ORCHARD TRACE LN APT 3		CHARLOTTE	NC	28213
2018-123	08925341	JAX PROPERTIES LLC				7135 E WT HARRIS BV		CHARLOTTE	NC	28227
2018-123	08925342	RAMIREZ	ALVARO			105 LEXINGTON AV APT 10A		NEW YORK	NY	10016
2018-123	08925343	WATSON	CLAUDETTE			330 ORCHARD TRACE LN APT 6		CHARLOTTE	NC	28213
2018-123	08925344	RAMIREZ	ALVARO			105 LEXINGTON AVE APT 10A		NEW YORK	NY	10016
2018-123	08925345	KUSAK	YOLAND A			632 ADELAIDE DR		SPARTANBURG	SC	29301
2018-123	08925346	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925347	DIVERSIFIED REALTY CO				510 INDIAN WELLS CIRCLE		LEXINGTON	NC	27292
2018-123	08925348	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925349	DIVERSIFIED REALTY CO				510 INDIAN WELLS CIRCLE		LEXINGTON	NC	27292
2018-123	08925350	CORDUS PROPERTY GROUP THREE LLC				PO BOX 440722		KENNESAW	GA	30160
2018-123	08925351	SOSKEL	ROBERT E	EVELYN M	SOSKEL	3750 HUDSON MANOR TERR APT 1AE		BRONX	NY	10463
2018-123	08925352	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925353	MIKHAIL	MARY SUSAN			701 ROYAL CT UNIT 901		CHARLOTTE	NC	28202
2018-123	08925354	MORRIS	JASON L			PO BOX 34		RURAL HALL	NC	27045
2018-123	08925355	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925356	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925357	DANDRO	JAMES L	DEBRA G	DANDRO	3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925358	COOPER	LARRY C	INEZ T	COOPER	34 MANSFIELD CR		GREENSBORO	NC	27455
2018-123	08925359	CUBRIC	RADISA	MASA TODIC	CUBRIC	320 ORCHARD TRACE LANE #7		CHARLOTTE	NC	28213
2018-123	08925360	FIRST CAROLINA INVESTMENT GROUP LLC				C/O MATT ZUCKERMAN	FO BOX 1595	NEW YORK	NY	10159
2018-123	08925361	ORCHARD TRACE OF CONNECTICUT LLC				PO BOX 1433		NEW HAVEN	CT	06506
2018-123	08925362	SIMPSON	IAN SCOTT	HANNAH	LYNCH	3009 TELFAIR LN		MONROE	NC	28110
2018-123	08925363	JAX PROPERTIES LLC				7135 EAST W T HARRIS BLVD		CHARLOTTE	NC	28227
2018-123	08925364	BODSFORD	BILL F	LOIS T	BODSFORD	1077 LAVERNE LN		KERNERSVILLE	NC	27284
2018-123	08925365	MICHAEL	MICHEL	OLGA	MICHAEL	PO BOX 445		GROTON	MA	01450
2018-123	08925366	RAYNOR	DONALD B	MILLICENT D	RAYNOR	1364 HWY 61 SOUTH		WHITSETT	NC	27377
2018-123	08925367	R & K METRO MANAGEMENT LLC				1218 CODDINGTON PL		CHARLOTTE	NC	28211
2018-123	08925368	EQUITY TRUST COMPANY CUSTODIAN	FBO JAMES L DANDRO IRA			3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925369	RAMIREZ	ALVARO			105 LEXINGTON AV APT 11A		NEW YORK	NY	10016
2018-123	08925370	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925371	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925372	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925373	RAYNES	TOMMY S II	MUSU	VARPILAH	7913 JOHNSON CREEK RD		CHARLOTTE	NC	28215
2018-123	08925374	ORCHARD TRACE PROPERTY HOLDINGS LLC				833 EAST BLVD		CHARLOTTE	NC	28203
2018-123	08925375	FIRST CAROLINA INVESTMENT GROUP LLC				PO BOX 1595 MADISON SQUARE STATION		NEW YORK	NY	10159
2018-123	08925376	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925377	NARAYANASAMY	VISVALINGAM	RITA	NARAYANASAMY	7 WHISPERING PINES		BALLSTON LAKE	NY	12019
2018-123	08925378	JAX PROPERTIES LLC				7135 E. WT HARRIS BLVD	ATTN: DENNIS DICARLOS	CHARLOTTE	NC	28227
2018-123	08925379	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925380	CHIEVER	JERRY RAY	BARBARA ANN	CHIEVER	300 ORCHARD TRACE LN #16		CHARLOTTE	NC	28213
2018-123	08925381	ORCHARD TRACE OF CONNECTICUT LLC				PO BOX 1433		NEW HAVEN	CT	06506
2018-123	08925382	BUFFALO RIVER REALTY LLC				PO BOX 471472		CHARLOTTE	NC	28247
2018-123	08925383	HEFNER	MARK BARCLAY		JENNIE CAGLE	4004 GLEN HOLLOW LN NE		HICKORY	NC	28601
2018-123	08925384	EQUITY TRUST COMPANY CUSTODIAN			FBO JAMES L DANDRO IRA	3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925385	JAX PROPERTIES LLC				260 BROOKWOOD AVE NE STE 2A		CONCORD	NC	28025
2018-123	08925386	ORCHARD TRACE OF CONNECTICUT LLC				PO BOX 1433		NEW HAVEN	CT	06506
2018-123	08925387	DANDRO	JAMES L	DEBRA G	DANDRO	3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925388	DANDRO	JAMES L	DEBRA G	DANDRO	3433 LINDEN BERRY LN		CHARLOTTE	NC	28269
2018-123	08925389	VANSTORY	VIRGINIA BELL			PO BOX 2171		BLOWING ROCK	NC	28605
2018-123	08925390	JAX PROPERTIES LLC				7135 EAST W T HARRIS BLVD		CHARLOTTE	NC	28227
2018-123	08925391	JAX PROPERTIES LLC				7135 E WT HARRIS BV		CHARLOTTE	NC	28227
2018-123	08925392	JAX PROPERTIES LLC				7135 E WT HARRIS BV		CHARLOTTE	NC	28227
2018-123	08925393	SMITH	GEORGE W			6509 WICKVILLE DR		CHARLOTTE	NC	28215
2018-123	08925394	RAYNES	TOMMY S II	MUSU	VARPILAH	7913 JOHNSON CREEK RD		CHARLOTTE	NC	28215
2018-123	08925395	JAX PROPERTIES LLC				7135 E WT HARRIS BV		CHARLOTTE	NC	28227
2018-123	08925396	CAYUSE INVESTMENTS LLC				210 WEST 5TH AVE		LEXINGTON	NC	27292
2018-123	08925397	JAX PROPERTIES LLC				7135 E WT HARRIS BV		CHARLOTTE	NC	28227
2018-123	08925420	UNIVERSITY CITY COMMUNITY LLC				6101 CARNEGIE BLVD STE 103		CHARLOTTE	NC	28209

2018-123	ORGANIZATI	FIRST_NAME	LAST_NAME	STREET_ADD	UNIT_NUM	CITY	STATE	ZIP
2018-123	Autumnwood Community Association	Joyce	Upchurch	6501 Stonehill Ct		Charlotte	NC	28213
2018-123	Chastain HOA	Laura	Griggs	526 Owen Bv		Charlotte	NC	28213
2018-123	Forest Glen Neighborhood	Katherine	Olson	7515 Batavia Ln		Charlotte	NC	28213
2018-123	Hidden Valley Community Development Corporation	Odell	Witherspoon	6601 Heatherbrooke Av		Charlotte	NC	28213
2018-123	Hidden Valley Community Homeowners Association	Doris	Edwards	1224 Kirt Ct		Charlotte	NC	28213
2018-123	Hidden Valley Community Homeowners Association	Saundra	Jackson	6409 Hidden Forest Dr		Charlotte	NC	28213
2018-123	Hidden Valley Political Action Committee	Samuel	Love	6417 Heatherbrooke Av		Charlotte	NC	28213
2018-123	Hidden Valley Zoning Committee	Priscilla	Duncan	6423 Heatherbrooke Av		Charlotte	NC	28213
2018-123	Huntingtowne Farms Neighborhood Association	Ashlynn	Kelker	6342 Elgywood Ln		Charlotte	NC	28213
2018-123	Orchard Trace Condominiums	Mollie	Masten	325 Orchard Trace Lane		Charlotte	NC	28213
2018-123	Orchard Trace Condominiums	Regina	Flores	325 Orchard Trace Lane		Charlotte	NC	28213
2018-123	Silverstone HOA	Angela	Collins-Lewis	7409 Stone Mountain Ct.		Charlotte	NC	28262
2018-123	Silverstone HOA	Angela C.	Lewis	7409 Stone Mountain Ct.		Charlotte	NC	28262
2018-123	Spring Woods Home Owners Association	Jacquie	Nettles	1930 Aberglen Dr		Charlotte	NC	28262
2018-123	Sugar Springs HOA	Sandra C.	Haynes	925 Doby Springs Dr		Charlotte	NC	28262
2018-123	The Law Offices of Keith L. Howard, PLLC	Keith	Howard	301 McCullough Dr	Suite 400	Charlotte	NC	28262

Exhibit B

October 23, 2018

Collin W. Brown
collin.brown@klgates.com

T +1 704 331 7531
F +1 704 331 7598

NOTICE TO INTERESTED PARTIES OF COMMUNITY MEETING

Date: Tuesday, November 6th at 6:00 p.m.
Location: Holiday Inn Express & Suites
6020 University Pointe Blvd.
Charlotte, NC 28262
Petitioner: Topgolf International, Inc.
Petition No.: 2018-123

Dear Charlotte Resident,

We represent Topgolf International, Inc. (the "Petitioner") in its plans to install video screens at a currently entitled Topgolf location on 14.2 acres along McFarlane Boulevard, south of University City Boulevard (the "Property"). The Petitioner requests a site plan amendment to the current MUDD-O zoning district in order to accommodate its digital screen plans.

In accordance with the requirements of the City of Charlotte Zoning Ordinance, the Petitioner will hold a Community Meeting prior to the Public Hearing on this Rezoning Petition for the purpose of discussing this rezoning proposal with nearby property owners and organizations. The Charlotte-Mecklenburg Planning Commission's records indicate that you are either a representative of a registered neighborhood organization or an owner of property that adjoins, is located across the street from, or is near the Property.

Accordingly, on behalf of the Petitioner, we invite you to attend the Official Community Meeting regarding this Petition on **Tuesday, November 6th at 6:00 p.m.** to meet with the Petitioner's team. We will give a brief overview of the redevelopment concept and then provide an opportunity for you to meet and talk with individuals that are involved in planning the project.

Please contact me if you are unable to attend and would like additional information.

Very truly yours,



Collin W. Brown

cc: Sonja S. Sanders, Charlotte-Mecklenburg Planning Staff
Council Member Greg Phipps, Charlotte City Council District 4

Exhibit C

Official Community Meeting
Petitioner: Topgolf International, Inc. / Signage Rezoning Issues
 Holiday Inn Express & Suites
 6020 University Pointe Blvd. Charlotte, NC 28262
November 6, 2018
6:00 PM

Please fill out completely. This information is used by the Planning Department to distribute material regarding this petition.

[illegible]

Exhibit D



K&L GATES

Official Community Meeting

Topgolf Signage Rezoning Issues

November 6, 2018

The Holiday Inn Express & Suites

AGENDA

- Introductions
- Property Location
- Current Zoning
- Proposed Site Plan Amendment
- Concept Examples
- Timeline
- Discussion



TOPGOLF

LandDesign®

ARCO
MURRAY
| DESIGN BUILD

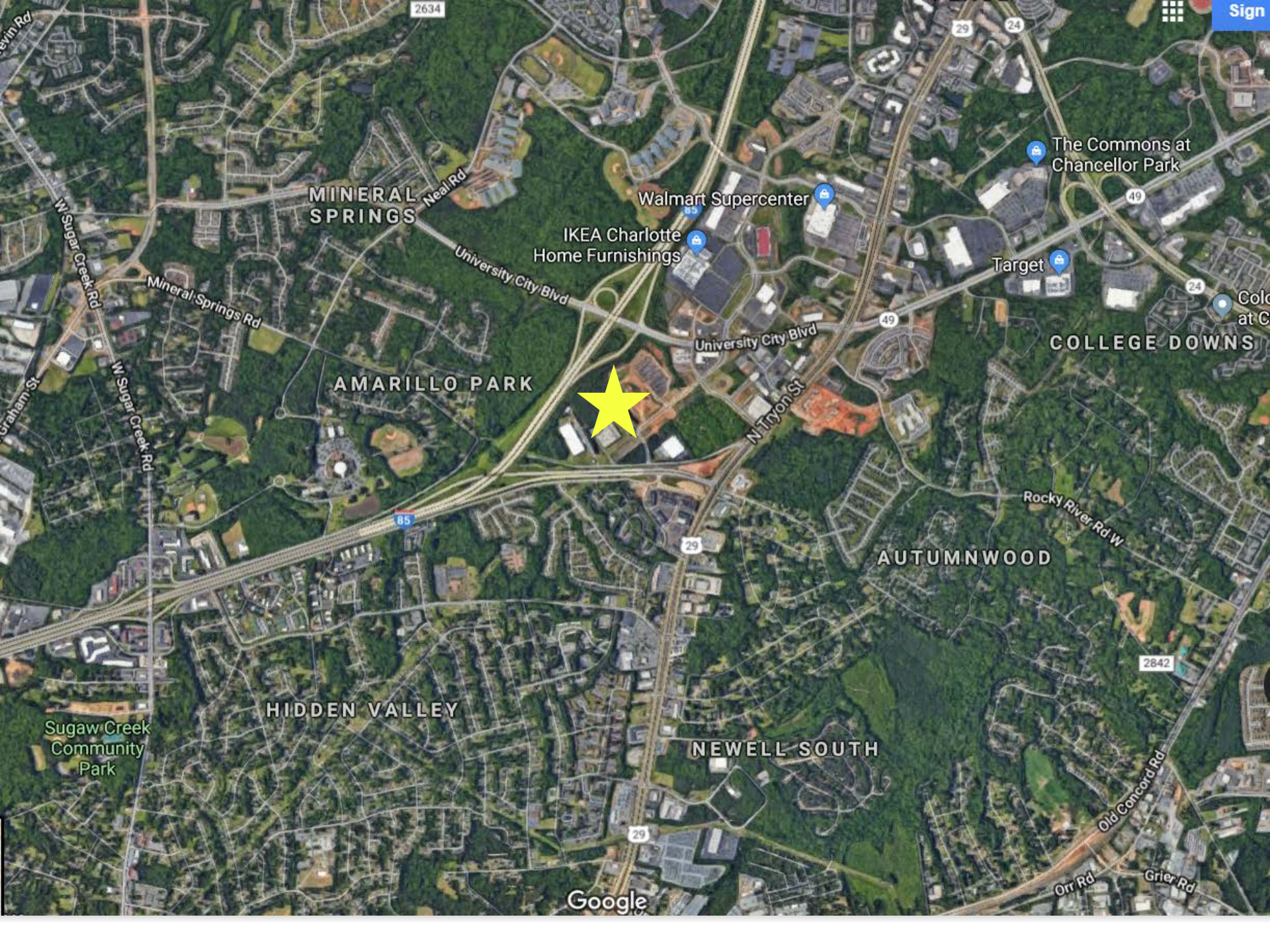
K&L | GATES

Collin Brown & Brittany Lins

The top half of the slide features a blue bokeh background with out-of-focus light spots in various shades of blue and white.

Property Location

The bottom half of the slide features a blue bokeh background with out-of-focus light spots in various shades of blue and white.



MINERAL SPRINGS

AMARILLO PARK

HIDDEN VALLEY

NEWELL SOUTH

AUTUMNWOOD

COLLEGE DOWNS

Walmart Supercenter

IKEA Charlotte
Home Furnishings

Target

The Commons at
Chancellor Park

Sugaw Creek
Community
Park

Google



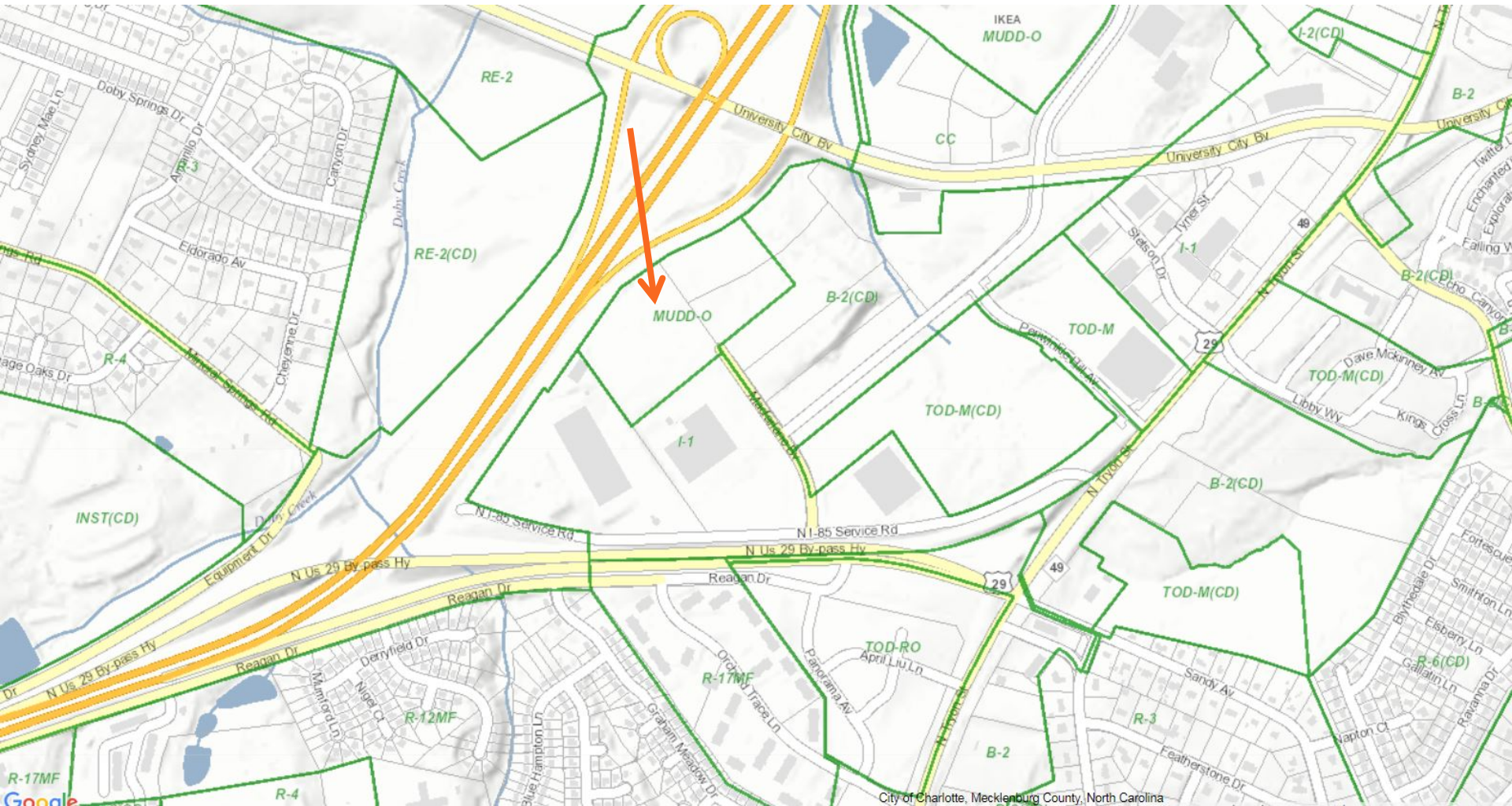




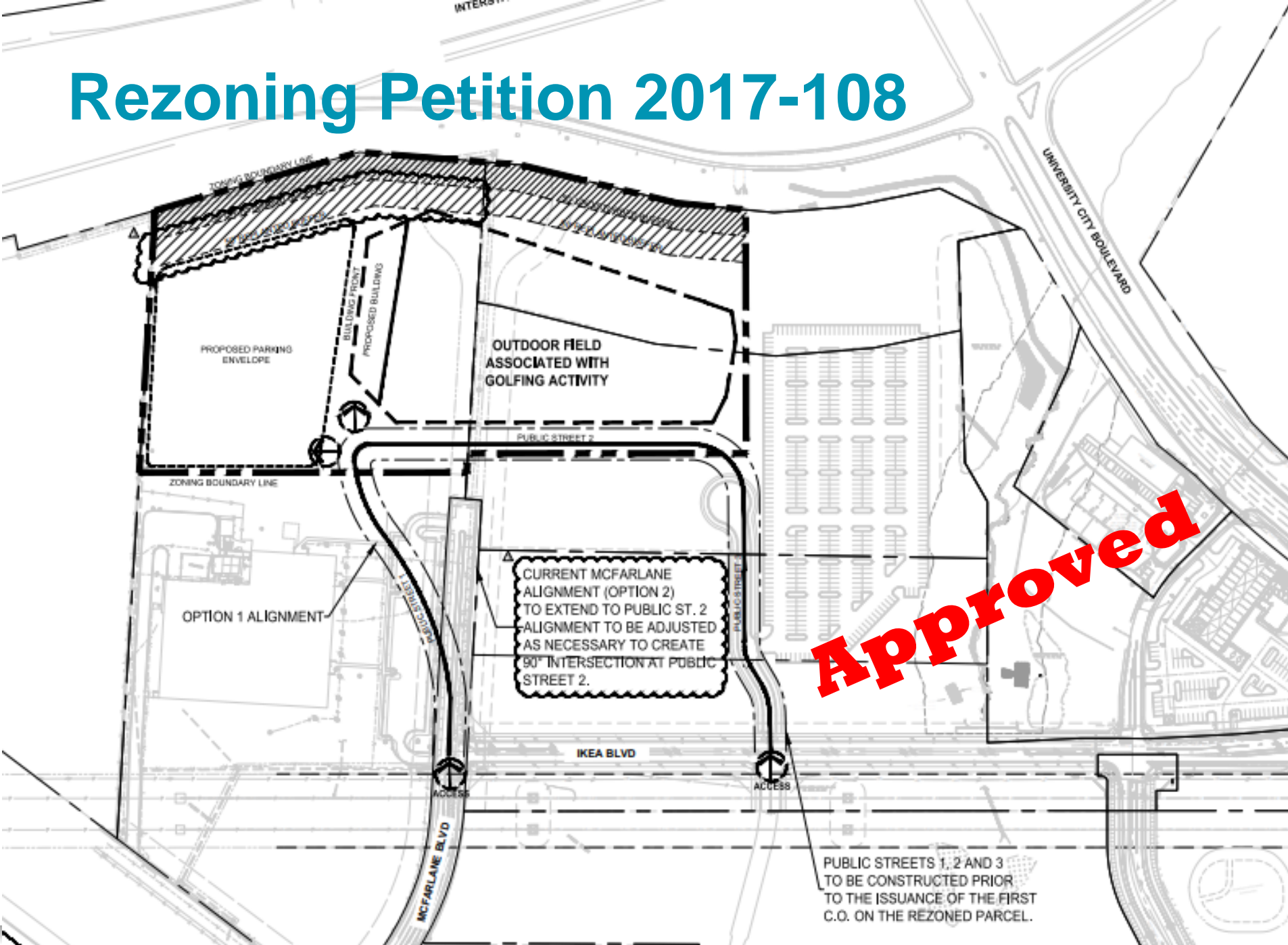
The background of the slide is a deep blue color with a bokeh effect, featuring numerous out-of-focus light spots in shades of white and light blue. A solid orange horizontal band is positioned in the center of the slide, serving as a background for the title text.

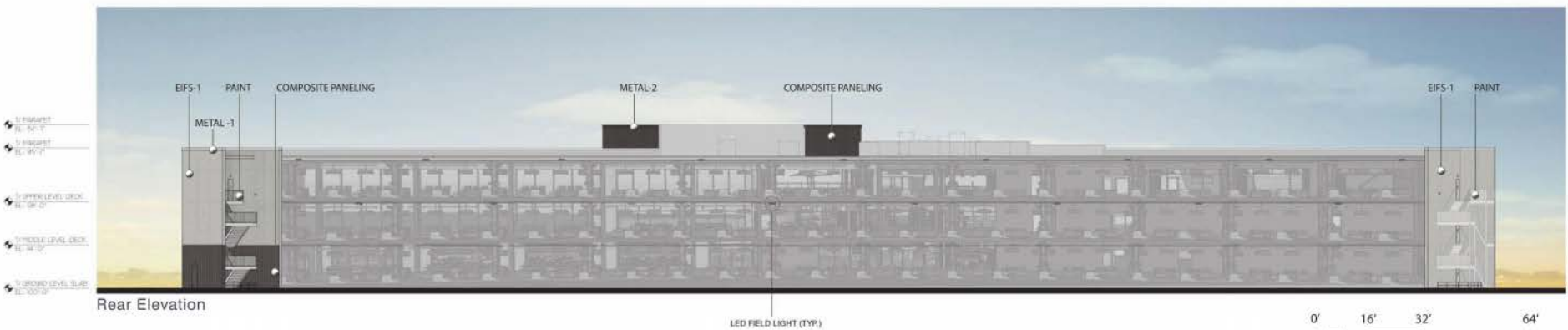
Current Zoning

Current Zoning: MUDD-O



Rezoning Petition 2017-108





3. OPTIONAL PROVISIONS

- a. Parking and maneuvering space may be located between the building and structures located on the Site and required setbacks from adjacent public and private streets.
- b. In addition to all other signs permitted under the Ordinance, the eating, drinking, and entertainment establishment (Type 1 and/or Type 2) with outdoor entertainment uses to be located on the Site shall be allowed to have signage on the building as follows:
 - 1. On the front elevation of the building, a sign may be installed at the top third of the main building elevation attached to the wall above the front door entrance with a maximum sign face of 250 square feet.
 - 2. Signs and/or logos that are designed and constructed so that they are integrated into the building architecture (e.g. recessed or built into the building walls (the "Integrated Signs"). The total allowed maximum sign surface area of the Integrated Signs shall be 1,270 square feet. The allowed sign surface area of the Integrated Signs may be allocated to one Integrated Sign or to more than one Integrated Sign, and the Integrated Signs may be located on one or more building elevations.
- c. To ensure that golf balls are not hit beyond the boundaries of the outdoor field utilized in connection with the golfing activity or golfing game of skill associated with the eating, drinking and entertainment establishment (Type 1 and/or Type 2) with outdoor entertainment uses to be located on the Site, netting and support poles shall be installed around the perimeter of the outdoor field. The maximum permitted height of the netting and support poles shall be 180 feet.
- d. A 50 foot undisturbed landscape buffer shall be established along Interstate 85 and the Interstate 85 offramp as depicted on RZ-1. The 50 foot buffer shall be measured from the Interstate right of way line. This buffer may be used to meet tree save and/or open space requirements of the Ordinance.
- e. Petitioner shall have an additional 50 foot replanted buffer parallel to the undisturbed buffer as shown on RZ-1. The replanted buffer may be used to meet tree save and/or open spaces requirements of the Ordinance. Petitioner shall be permitted to have netting, netting poles, and/or supporting guy wires within the replanted buffer. The replanted buffer shall have a minimum of 5 large maturing and 5 small maturing trees per 100'.
- f. There shall be no other required setbacks or buffers adjacent to the other surrounding parcels.
- g. The building to be constructed on the Site shall not be required to comply with the applicable provisions of Sections 9.8506(2)(a), 9.8506(2)(f), and 9.8506(2)(h) of the Ordinance.

4. ARCHITECTURAL STANDARDS

- a. The maximum height of the building to be constructed on the Site shall be 80 feet.
- b. Sheet R-Z 4 is the conceptual architectural rendering of the front elevation of the building to be constructed on the Site and is intended to depict the general conceptual architectural style and character of the front elevation of the building. Accordingly, the front elevation of the building to be constructed shall be designed and constructed so that such elevation is substantially similar in appearance to the architectural rendering. Notwithstanding the foregoing, changes and alterations which do not materially change the overall conceptual architectural style and character shall be permitted.
- c. On the side of the building facing Public Street 2 any building wall exceeding 40' in length or 36' in height shall be treated by landscaping, garden areas, works of art, and/or architecturally articulated facades.

The top portion of the slide features a blue bokeh background with out-of-focus light spots in various shades of blue and white.

Proposed Site Plan Amendment

The bottom portion of the slide features a blue bokeh background, similar to the top section, with out-of-focus light spots in various shades of blue and white.

Proposed Zoning: MUDD-O SPA



"SPA" = Site Plan Amendment

The sole purpose of this Site Plan Amendment is to accommodate **signage plans** for an already approved eating/drinking/entertainment establishment with outdoor entertainment uses consisting of golf related activities on an approximately 14.2 acre site located along McFarlane Boulevard south of University City Boulevard (the "Site").

Site Development Data:

--Acreage: 14.2 acres

--Tax Parcels: Portions of parcels 047-231-16 and 047-231-05

--Existing Zoning: MUDD-O

--Proposed Zoning: MUDD-O SPA

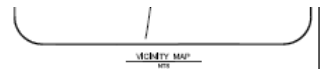
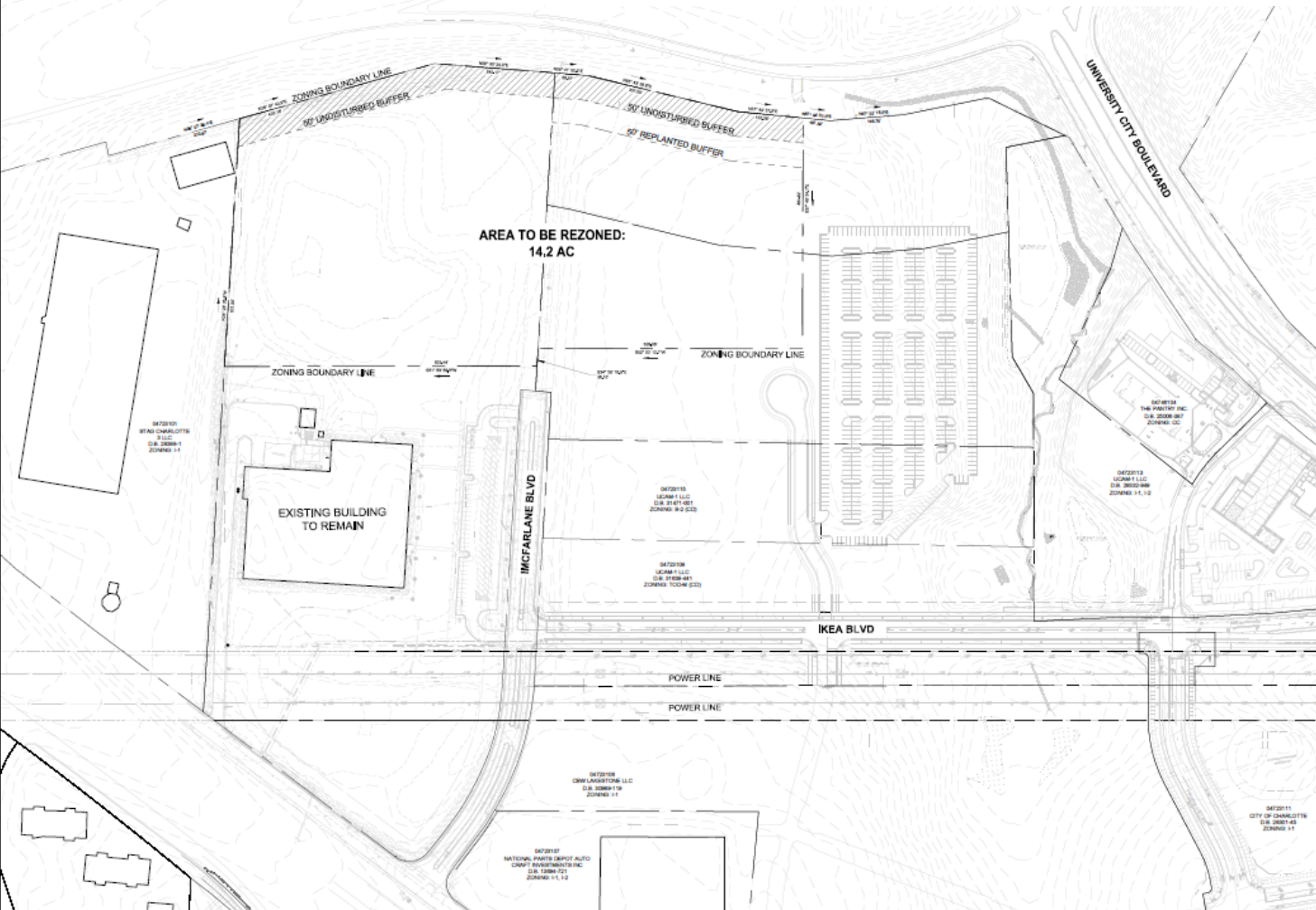
--Existing Uses: Vacant

--Proposed Uses: Uses permitted by right and under prescribed conditions as described in approved Rezoning Petition 2017-108.

--Building Height: as approved in Rezoning Petition 2017-108.

--Proposed Signage:

a. Up to two (2) digital screens, total area not to exceed 3,000 square feet and height not to exceed thirty (30) feet.



SITE LEGEND

--- ZONING BOUNDARY LINE

UNIVERSITY CITY ENTERTAINMENT DISTRICT
CHARLOTTE, NORTH CAROLINA
THE ARDEN GROUP
METES AND BOUNDS

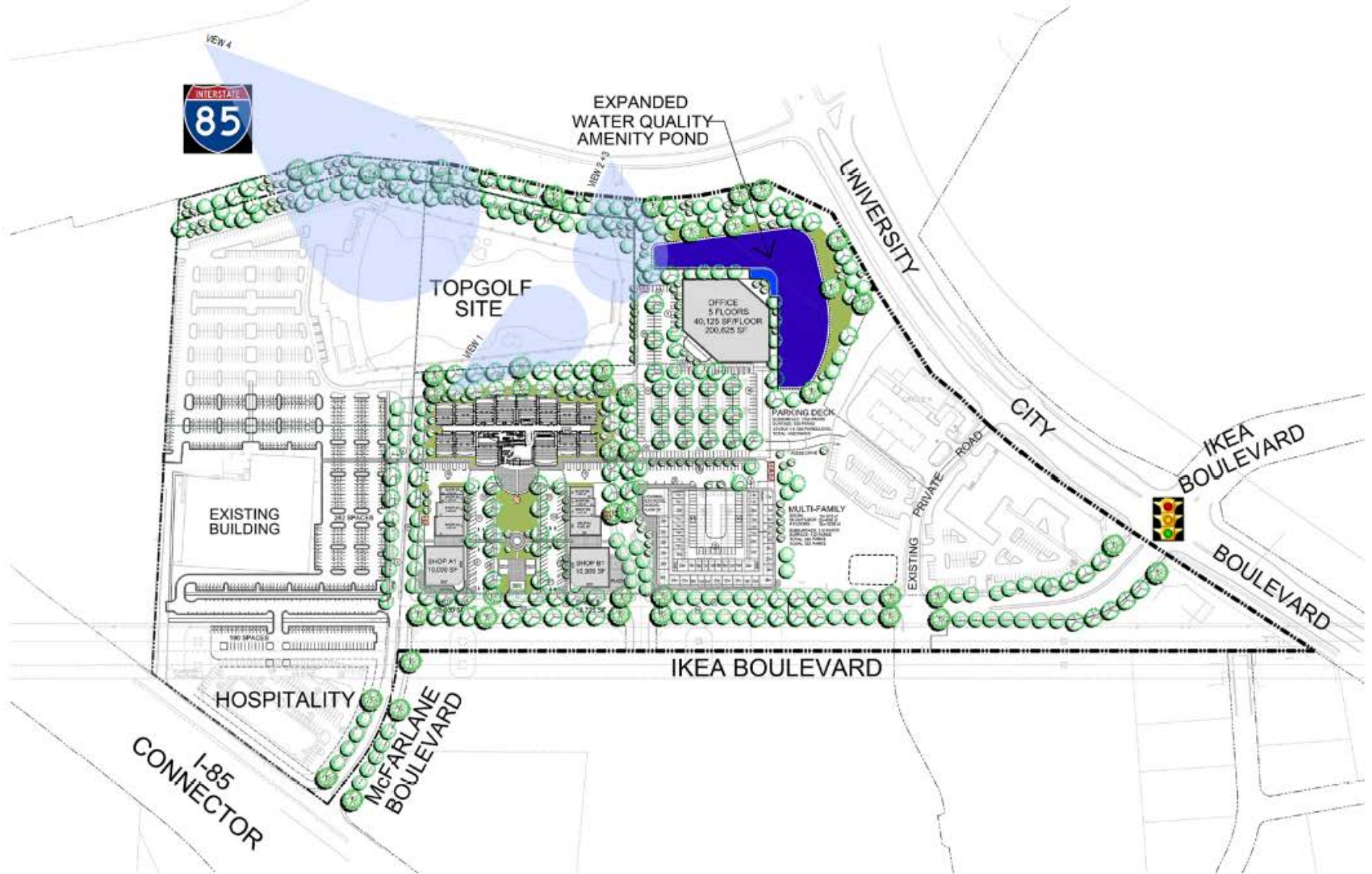


REVISIONS
DATE: 04/10/2017
DRAWN BY: J. B. BARNETT
CHECKED BY: J. B. BARNETT
SCALE: 1"=50'
PROJECT # 10108
SHEET #

II. Optional Provisions for MUDD-O:

In addition to those Optional Provisions approved as part of Rezoning Petition 2017-108, the following optional provision is provided to accommodate deviations from the MUDD standards:

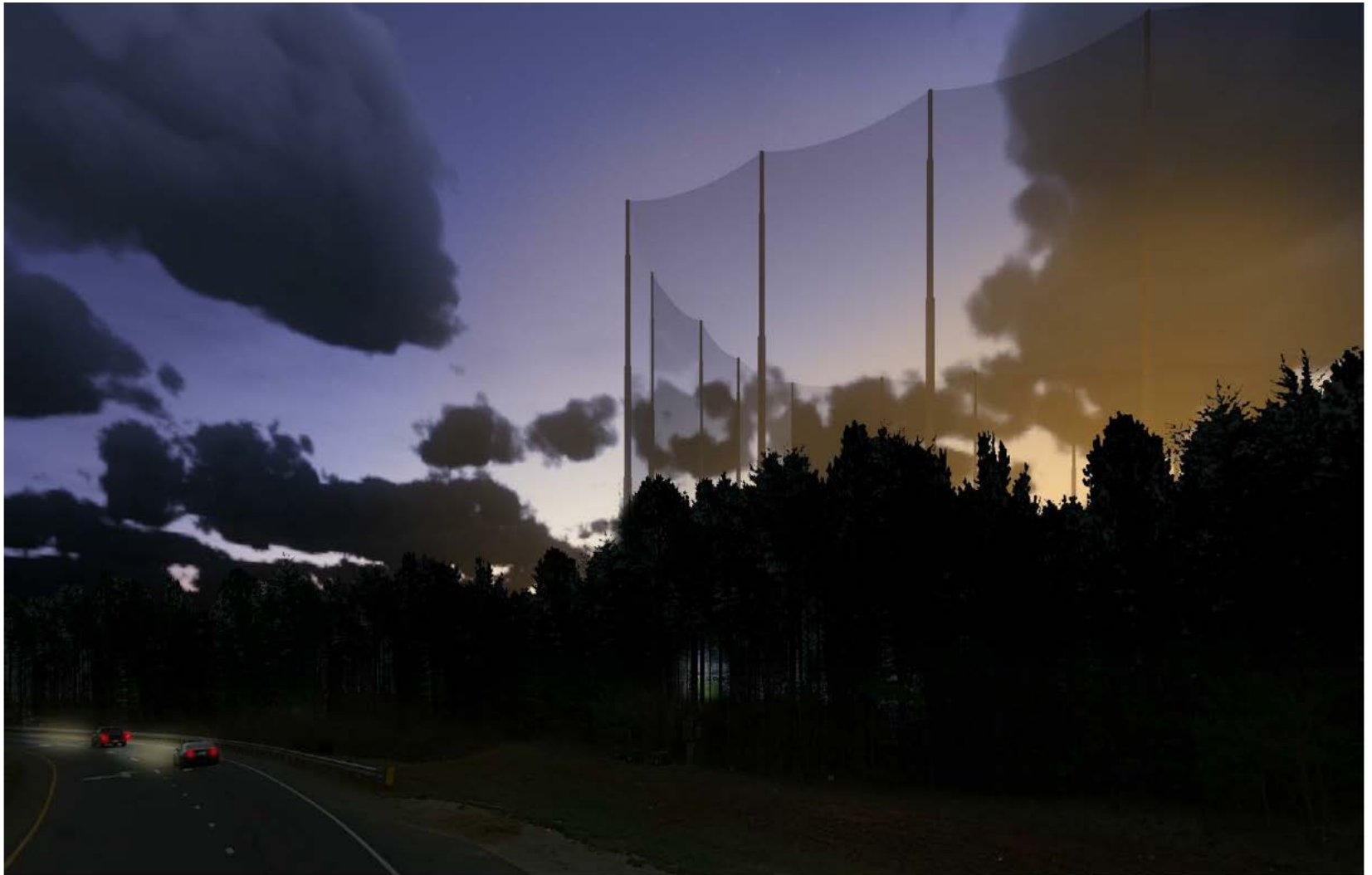
- a. To allow the following outdoor digital signage: a maximum of two (2) additional ground-mounted, outdoor signs with digital capabilities, not to exceed 3,000 square feet in total area and thirty (30) feet in height. All other signage shall conform to the conditions as approved in Rezoning Petition 2017-108 and/or MUDD zoning district standards.



NORTH CHARLOTTE TOP GOLF
DRIVERS WAY, CHARLOTTE, NC









The background of the slide is a deep blue with a bokeh effect, featuring numerous out-of-focus light spots in shades of white and light blue. A solid orange horizontal band is positioned in the middle of the slide, serving as a background for the title text.

Concept Examples

HD SPECTACULAR

DIGITAL SCREENS

Topgolf Orlando will feature two HD screens at the back of the golf fairway.

FEATURES

- Content can be animated or static
- Dimensions: 50'x30' (per screen)
- Aspect Ratio: 16:9
- Rotations: 2 minutes



HD SPECTACULAR

SCREEN CONTENT

The HD Spectacular screens provide crucial, relevant messaging and information for Topgolf's in-venue guests. The main purposes of the HD Spectacular are a) to broadcast live sports content, b) to alert players of game play objectives and connect game-integration messaging, c) to promote Topgolf's internal programs and events, and d) provide space for brand messaging in conjunction with a Topgolf program or event.



SCREEN CONTENT EXAMPLES



Game Play Messaging

Game play messaging alerts players to aim the ball at the back net target, such as “Hit the Ball Here.”



Internal Programs

The screen promotes events and programs that interest the Topgolf guest demographic. Examples include Topgolf KidZone and Topgolf U.



Game Milestone Messaging

When a player achieves a game milestone, such as a hole-in-one, a message will be portrayed to alert the player of his or her success.



Sports Content

The screen can broadcast live sports content.



Brand Messaging

Partner messaging may appear in conjunction with another Topgolf event.



Game Integration

Screens can activate games to facilitate in-venue competition among guests.

TOPGOLF

FAIRWAY VIEW | HD SPEC





Timeline



BEST CASE SCENARIO

Public Hearing
December 17, 2018

Zoning Committee
January 3, 2018

City Council Decision
January 21, 2018



Discussion



K&L GATES