



City Council Follow-Up Report From the December 17, 2018 and February 18, 2019 Zoning Meetings

2018-123 Topgolf International, Inc. – located along McFarlane Boulevard, and south of University City Boulevard (Council District 4 – Phipps)

Provide images of the signage located on other sites that are similar to the lighting requested in this petition.

Staff Response: Images of signage on other Topgolf locations are shown below:

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.



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Provide an independent light study of the site, and the petitioner's photometric light plan on the site.

Staff Response: The petitioner's photometric light plan and lighting layout are attached at the end of the report.

Provide further information to assist with understanding the signage product details.

Staff Response: Proposed signage consists of 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.

Digital Screen Standards:

- a. The proposed digital screens shall be generally located in the area labeled "New LED Displays" on the Rezoning Plan.
- b. The proposed digital screens shall not become operable until the issuance of the certificate of occupancy for the principal building to be located on the site per previous rezoning 2017-108 (other than for routine installation and testing purposes).

The Photometric plan provides specifications for lighting construction/optics/electrical/counting/and finish. Includes control options such as photocontrol, after hours dimming/dimming sensors, luminaire options, pole placement.

The proposed digital screens shall not increase the amount of light pollution beyond the Site's boundaries in relation to the already approved Topgolf complex per Rezoning Petition 2017-108 (so as to create a 0.0 increase in the footcandle).

2018-097 Stamatis Tsilimos – located on the north side of Central Avenue between Tippah Park Court and Landis Avenue. (Council District 1 – Egleston)

Discuss the possibility of allowing on-street parking on Central Avenue at night to meet the parking demands in the area.

Staff Response: The City reviewed the possibility of off-peak on-street parking several years ago. The road geometry and daily volumes didn't lend itself to allow on-street parking.

Are there traffic calming measures that can address the traffic speeds along Central Avenue in this area?

Staff Response: Staff will ask Charlotte-Mecklenburg Police Department for assistance in patrolling this area for speed limit compliance.

2018-134 HHHunt – located at the intersection of Old Statesville Road and Independence Road, south of I-485.

Will the Post-Construction Stormwater Ordinance be impacted by changes in the State legislation?

Staff Response: Doug Lozner, Senior Engineering Project Manager for Engineering & Property Management – Storm Water, states that the recent legislation (SL 2018-145) will not impact this specific petition as this site is considered a “development” project.

However, Session Law 2018-145, enacted in December 2018, can have impacts on stormwater in that the law prohibits local governments from requiring stormwater controls for “redevelopment” projects on private property. This loss represents a reduction in water quality benefits and removes one of the City’s tools for reducing downstream flood risks. As a result of this rule, all costs of mitigating the impacts of downstream flood risk and water quality from redevelopment will now be funded by stormwater fee payers.

