



**TOPGOLF**

**EVERYONE'S GAME**

**Viera, FL**

## Project Highlights

- +/- 18-acre mixed use development
- +/- \$28mm initial investment
- Regional destination as a world class golf entertainment venue to complement and support the Greater Brevard County community.
- Project will strengthen the tax base and create jobs on an undeveloped property.
- Creation of +/- 200 jobs





## New Venue Format Highlights

- One of the first of its kind new venue format
- Family friendly and community focused venue
- Two-story building
- 64 hitting bays
- Toptracer technology game play
- Surface targets
- Outdoor patio area



## Topgolf Company Statistics

- Premier golf entertainment venue with a best-in-class business operation.
- Wholly owned subsidiary of Callaway Golf Company
- Global sports entertainment community creating moments that matter
- Global company with +20-year operating history and over 25,000 associates
- 102 venues operating world-wide (92 in USA, 4 in U.K. & 6 international)
- All USA and U.K. venues are company owned and operated
- Opened 7-10 venues per year since 2015
- Over 30 million guest visits in 2022
- Strategic partnerships with the PGA TOUR, PGA of America, LPGA, First Tee Organization, and the Special Olympics

## Topgolf Economic Impact

- \$28MM+ construction project
- +/- 150 jobs created during construction
- +/- 200 jobs created at each new location once operational
- +/- 200,000 visitors per year
- Premier destination for corporate, charity, and group entertainment







Topgolf is committed  
to *growing the game*  
of golf.

Despite its rich history, golf faces a few barriers to entry. Topgolf addresses our evolving lifestyle demands by creating a new segment for the game that is accessible and appealing to all, while introducing inspiring new golfers and golf fans every day.

**8% ARE AVID GREEN GRASS GOLFERS**

**14% ARE MODERATE GREEN GRASS GOLFERS**

**27% ARE OCCASIONAL GREEN GRASS GOLFERS**

**51% ARE NON-GOLFERS**



THE TOPGOLF

***advantage***

***fun  
affordable  
tech-driven  
all-inclusive  
all-weather***





THE  
***community***



# **YOUTH PLAY IT** ***forward***

High school golf teams and charities serving youth play for free Monday - Thursday from 9 a.m. to 5 p.m.





# *heroes*

## DISCOUNT

Topgolf offers military (active duty and veterans), police, fire and EMS personnel a 20% discount on all monthly memberships, as well as 10% off Topgolf game play on each visit.





# ***national***

## **PARTNERS**

Topgolf has national partnerships with Make-A-Wish, Folds of Honor and Bunkers in Baghdad.







# *volunteering* & LOCAL SUPPORT

Each venue is provided with an annual budget to support nonprofit organizations in their local communities. We organize volunteer activities for our Associates in every community.



An aerial photograph of a large, green, oval-shaped sports field, possibly a soccer pitch, at night. The field is illuminated by several large, circular, recessed lights that are glowing with different colors: blue, green, and red. The lights are arranged in a pattern around the field. In the top right corner, the text "THE *venue*" is written in a bold, white, sans-serif font. The background shows some structural elements of the stadium, like poles and a fence.

# THE *venue*





TOPGOLF - VIERA, FL







TWO STORY RESTAURANT / BAR + VIDEO WALL







TWO STORY RESTAURANT / BAR + VIDEO WALL







HITTING BAY







TEE LINE







OUTDOOR PATIO







LUXE / EVENT SPACE HITTING BAYS







EXTERIOR LIGHTING





TOPGOLF



TOPGOLF

*CUP/ADS AMENDMENT SUMMARY*



## CONDITIONAL USE PERMIT:

- Required for proposed Commercial Entertainment and Amusement Enterprises
- Topgolf is compatible with growing entertainment facilities in Viera including The Avenue development and the USSSA Space Coast Complex
- Anticipated hours of operation will be from Sunday through Thursday 9am-12am and Friday through Saturday 9am- 2am
- All design guidelines and requirements set by Brevard County Code and the Central Viera Non-Residential Design guidelines will be met

## ADS AMENDMENT REQUESTED:

- Requirement for cut-off fixtures does not extend to those used in the amusement enterprise facility
- Allow fence height of up to 165-ft to enclose the driving range area
- Update definition of “building frontage” to include hitting bays so allowable sign surface can be measured based on the facility’s total footprint, not just areas of enclosed space



# CONDITIONAL USE GENERAL STANDARDS OF REVIEW

## THE PROPOSED USE WILL MEET ALL THE STANDARD REVIEW CRITERIA LISTED BELOW:

- Section 62-1901(c)(1)(a): The proposed conditional use **will not result in a substantial and adverse impact** on adjacent and nearby properties due to:
  - The number of persons anticipated to be using or working under the conditional use
  - Noise, odor, particulates, smoke, fumes, and other emissions, or other nuisance activities
  - Increase of traffic within vicinity
- Section 62-1901(c)(1)(b): The proposed use **will be compatible with the adjacent uses** and complement the growing entertainment facilities within Viera that include the Avenues and the USSSA Space Coast Complex
- Section 62-1901(c)(1)(c): The proposed use **will not cause a substantial diminution in value** of abutting residential property.
- Section 62-1901(c)(2)(a): Ingress and egress to the property **will be adequate** to serve proposed use and built to meet Brevard County Code.
- Section 62-1901(c)(2)(b): Noise, glare, odor, particulates, smoke, fumes, or other emissions from the proposed use **will not substantially interfere** with the use or enjoyment of adjacent and nearby property.
- Section 62-1901(c)(2)(c): Noise levels by the proposed use **will comply** with the maximum permitted for commercial uses.
- Section 62-1901(c)(2)(d): The proposed use **will not cause** the adopted level of service for solid waste disposal for the area to be exceeded.
- Section 62-1901(c)(2)(e): The proposed use **will not cause** the adopted level of service for potable water or wastewater for the area to be exceeded.
- Section 62-1901(c)(2)(f): Proposed screening and buffering **will meet** Brevard County Code requirements.
- Section 62-1901(c)(2)(g): Proposed signs and exterior lighting **will not cause** unreasonable glare or hazard to traffic safety, or interfere with this use or enjoyment of adjacent and nearby properties.
- Section 62-1901(c)(2)(h): The proposed hours of operation **will be consistent** with nearby and similar uses and **will not adversely impact** the use and enjoyment of the residential character of the area.
- Section 62-1901(c)(2)(i): The building height **will be compatible** with the character of the area and the maximum building height (of the habitable structure) shall not be more than 35-ft higher than the highest residence within 1,000 feet of the property line.
- Section 62-1901(c)(2)(j): Off-street parking and loading areas **will not impact or impair** the use and enjoyment of adjacent and nearby properties.



## Amendment to Lighting Standards (Sec. 62-2257)

Allow non cut-off type fixtures with light intensities over 2,780 lumens.



## A LOOK AT *lighting*

Topgolf's lighting has evolved over time to ***meet the needs of our local communities***

Lighting is designed by a third-party vendor ***specific to each project***

Extended louvers and shields ***reduce spill and glare***



## Amendment to Lighting Standards (Sec. 62-2257)

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GAMECHANGER 500

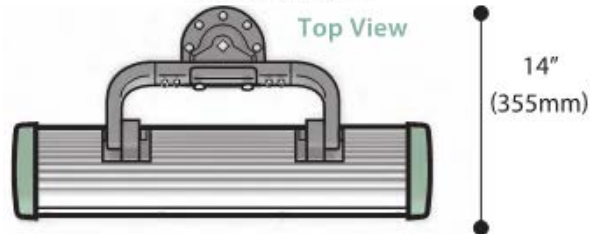


Standard Fixture

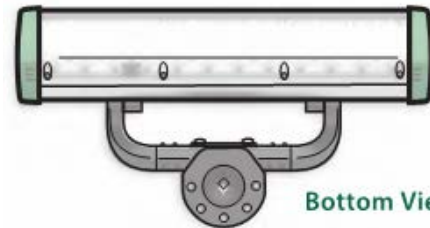


Fixture with Visor

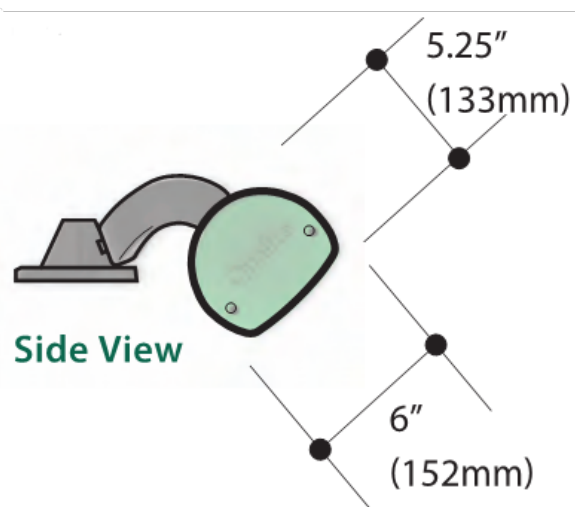
Top View



25" (635mm)



Bottom View



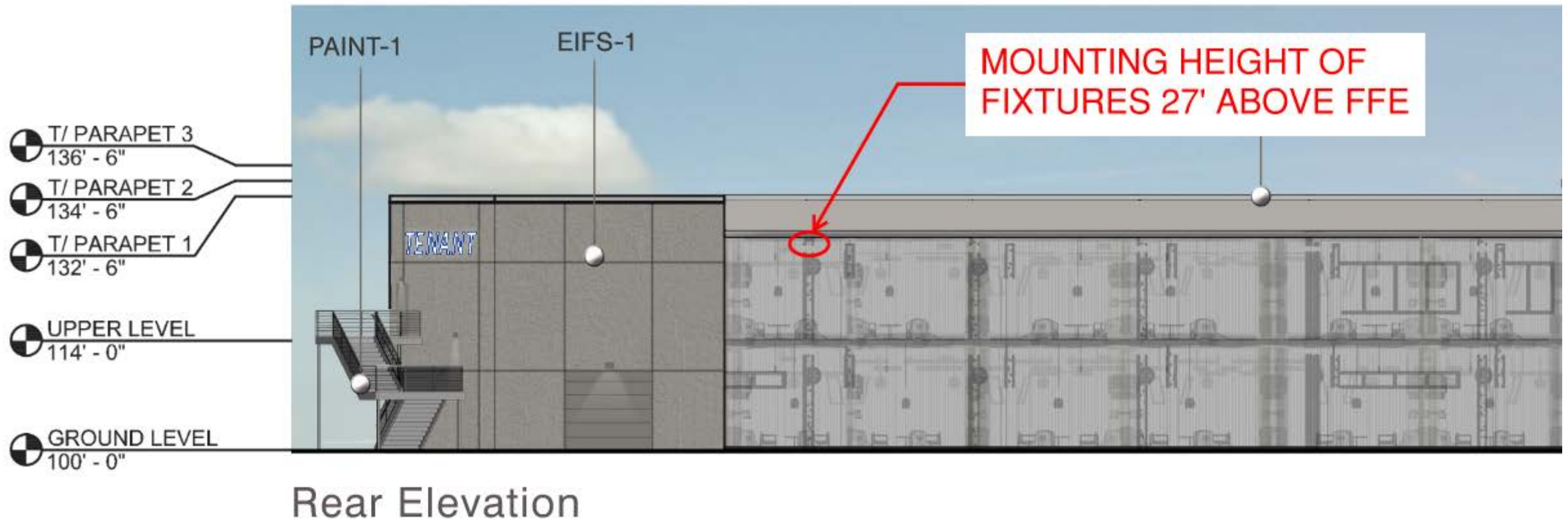
Side View

FIXTURES AT MELBOURNE LOCATION WILL BE RECESSED AND LOCATED UNDER ROOF CANOPY AND ANGLED DOWNWARDS





## Amendment to Lighting Standards (Sec. 62-2257)





## Amendment to Fences, Walls and Other Obstructions (Sec. 62-2109)

Allow fence height of up to 165-ft to enclose the driving range area



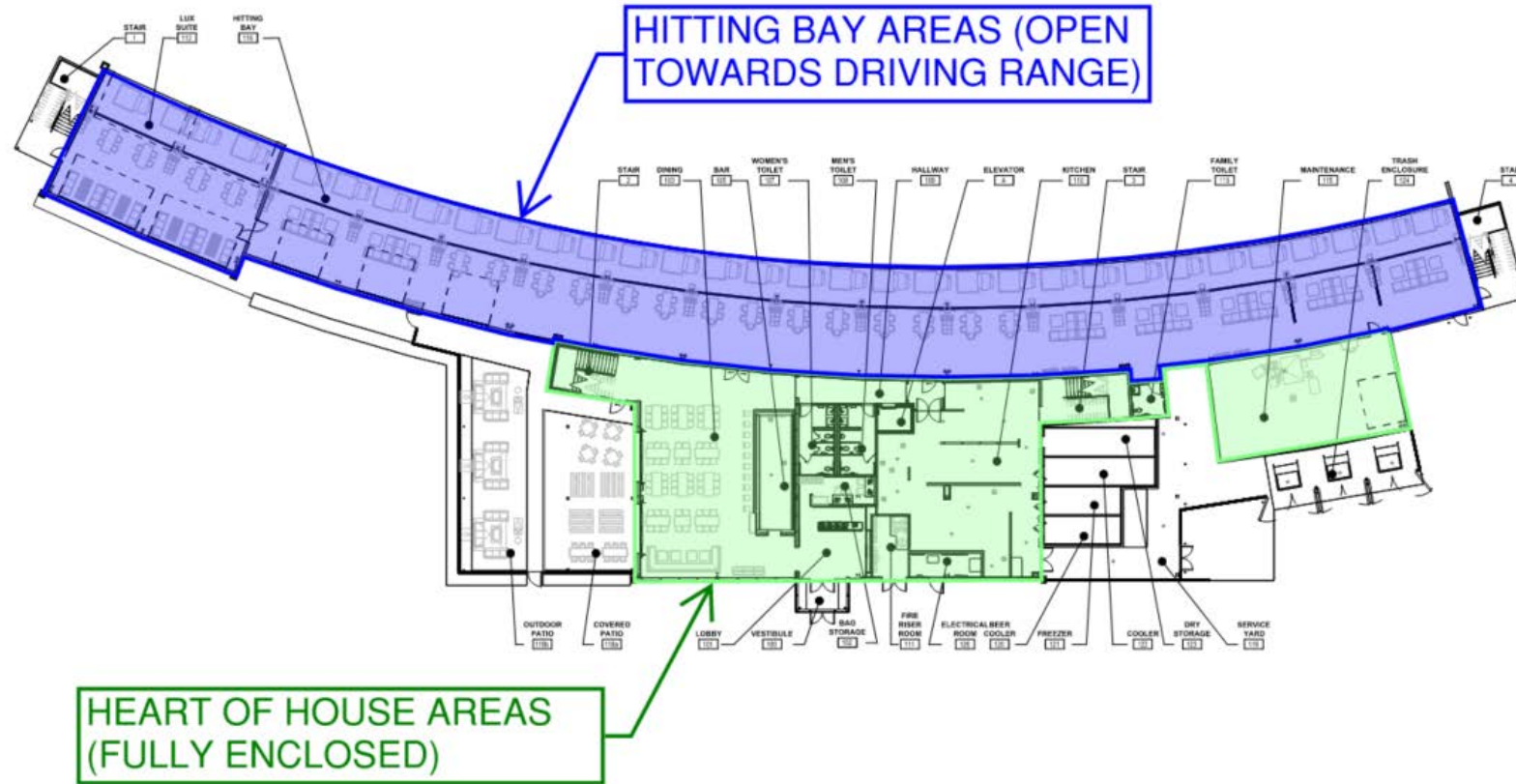
EXTERIOR LIGHTING - BOISE





## Amendment to On-Premise Signs (Sec. 62-3316)

Update definition of “building frontage” to include outdoor hitting bays so allowed building signage can match scale and massing of proposed building. **No change to maximum allowed square footage of signage per linear feet of building frontage is being requested.**







# THANK YOU

TOPGOLF

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