

UNIVERSITY CITY ENTERTAINMENT DISTRICT



A TOPGOLF ANCHORED DEVELOPMENT

UNIVERSITY CITY (CHARLOTTE), NC

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DEVELOPMENT OVERVIEW

This 40^{AC} site will be Charlotte's premier *Entertainment District*, bringing together restaurants, office, hospitality, and entertainment facilities. University City's TopGolf location will be housed in a newly constructed 3 story 65,000 square foot building with 102 hitting bays, 3,000 square feet of event space, outdoor space including a rooftop terrace, 2,500 square foot kitchen with executive chef, 50+ table restaurant, multiple bars, and over 300 TVs.



The University City area is situated at the crossroads of three major interstates, I-85, I-77 and I-485. The area is serviced by the LYNX Blue Line, Charlotte's light rail system, connecting Pineville, SouthEnd, Center City, NoDa to University City.

University City has an estimated population of more than 160,000 within its unofficial borders, which includes parts of Charlotte, Concord and Harrisburg. Were it to be separated from the rest of Charlotte as its own city, University City would be North Carolina's seventh largest city.

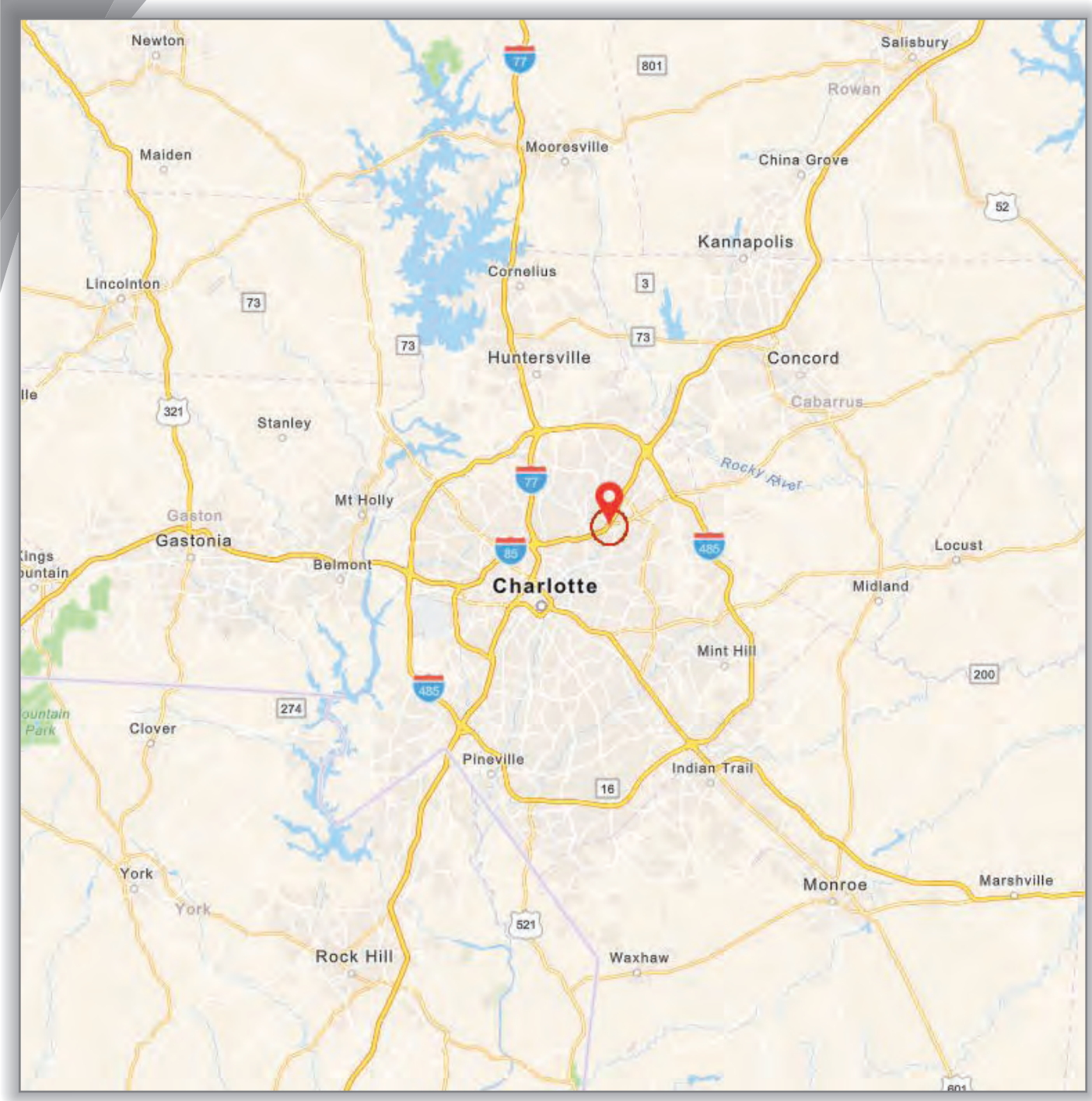
The Entertainment District will draw from the entire Charlotte-Concord-Gastonia MSA, a metropolitan area defined as seven counties in North Carolina and three counties in South Carolina. Charlotte is the 2nd largest city in the Southeast and 22nd largest metro area in the United States.





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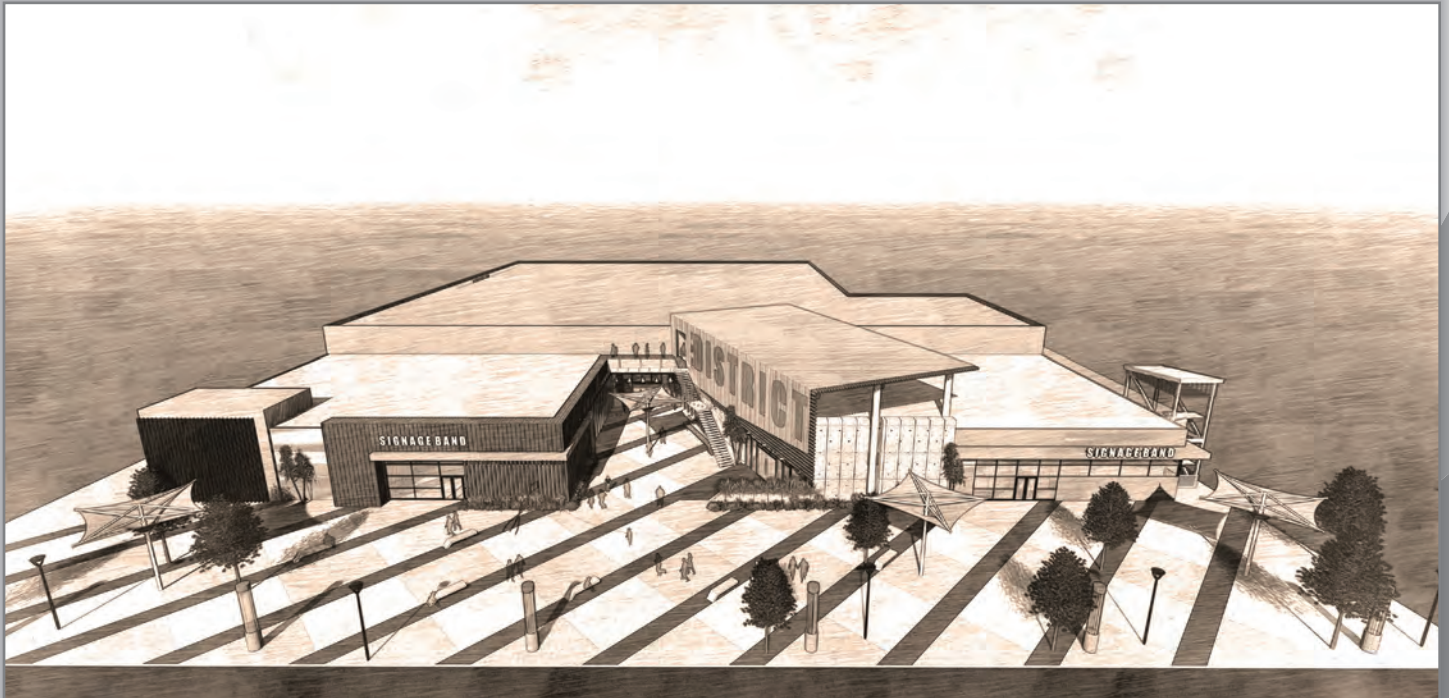
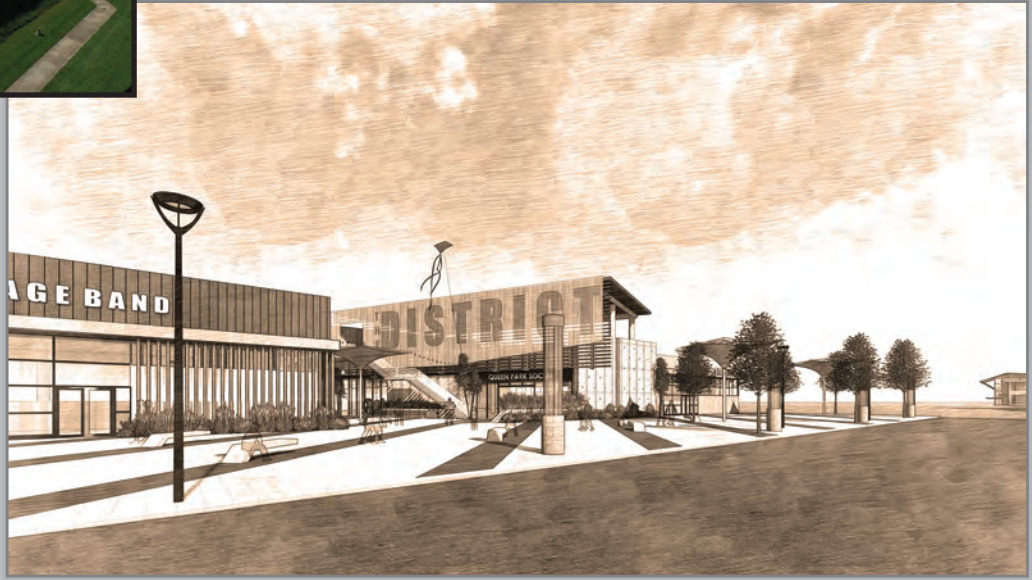
LOCATION MAP





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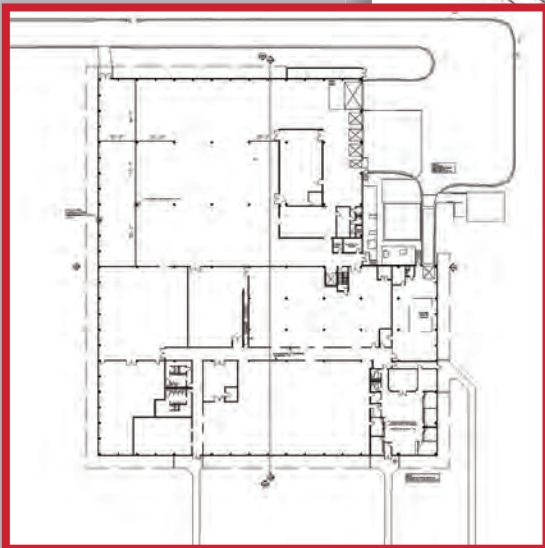
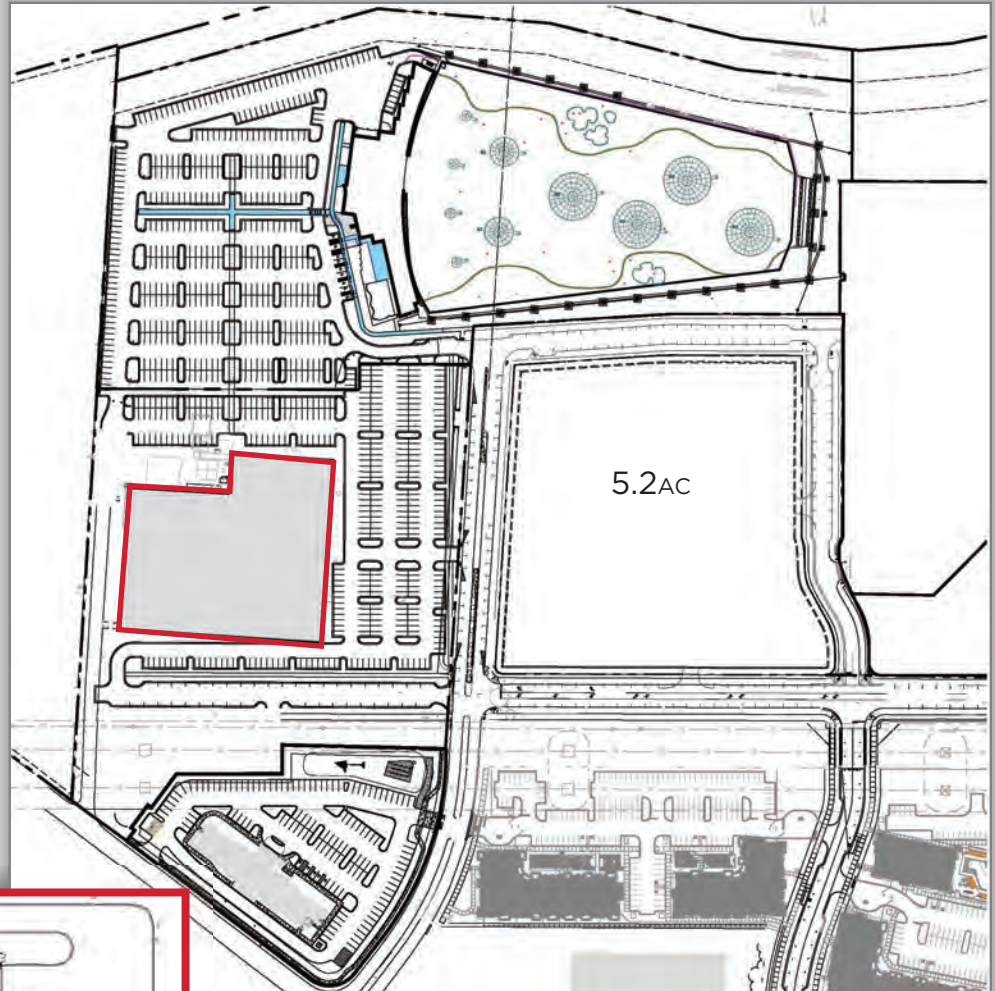
ADAPTIVE REUSE





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ADAPTIVE REUSE SITE PLAN



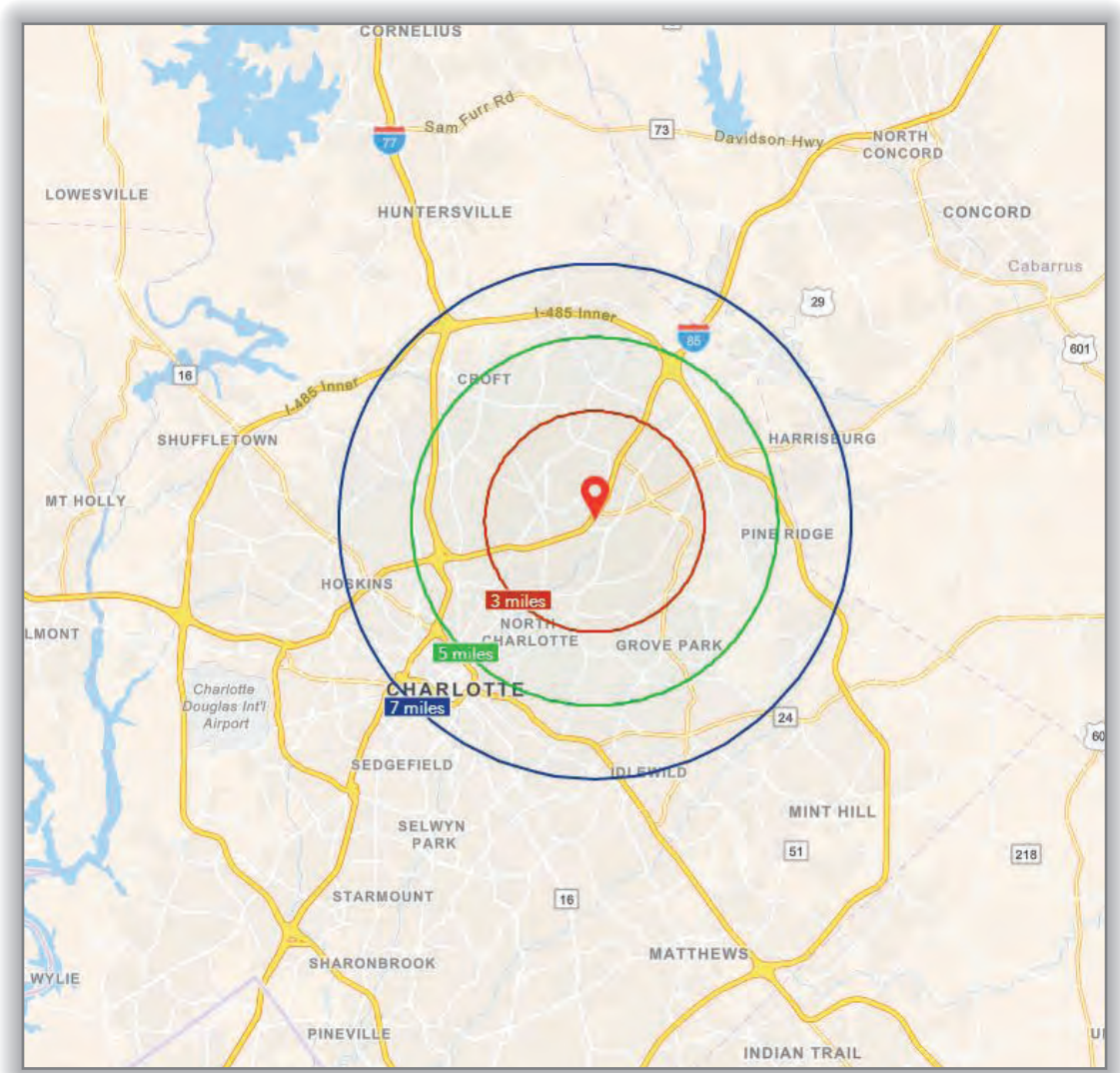
EXISTING STRUCTURE

- ±86,000 First Floor
- ±15,000 Mezzanine



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DEMOGRAPHIC PROFILE



STUDY AREA: Radii	3 Mile	5 Miles	7 Miles
Population 2024 Forecast	88,190	243,157	455,650
Population 2019 Projection	81,146	223,259	414,295
Total Daytime Population	88,863	201,801	475,816
Median HH Income 2024 Forecast	\$50,315	\$55,195	\$61,465
Median HH Income 2019 Projection	\$43,310	\$49,125	\$53,835

POPULATION SOURCE: US Census Bureau, Census 2010 Summary 1. ESRI forecasts 2019 and 2024

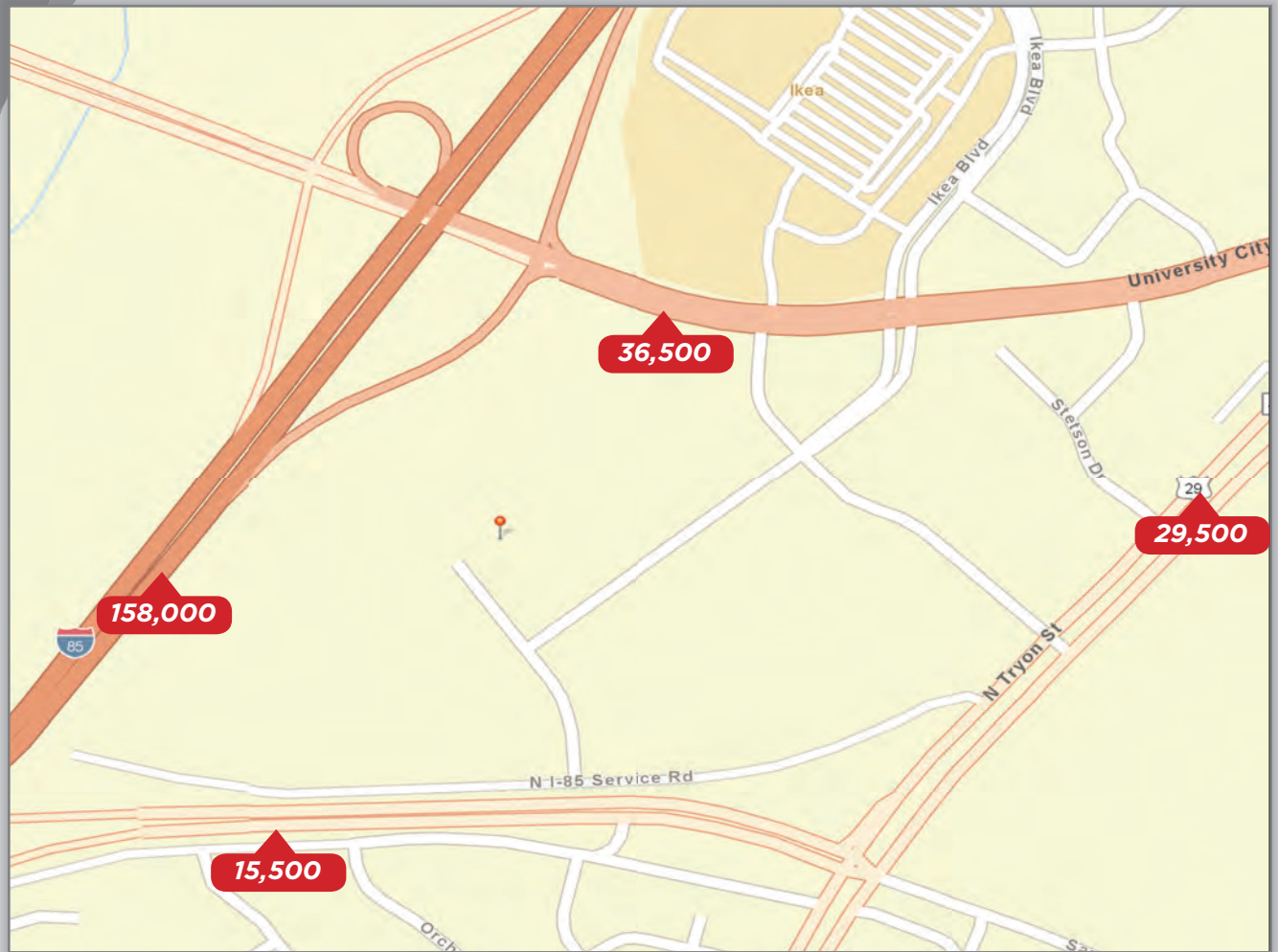
Prepared 11/15/2019





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TRAFFIC PROFILE



TRAFFIC COUNTS	
University City Blvd (0.21 miles SW of Site)	36,500 AADT
N. Tryon St. (0.53 miles NE of Site)	29,500 AADT
I-85 Connector (0.26 miles SW of Site)	15,500 AADT
I-85 (0.22 miles W of Site)	158,000 AADT

SOURCE: NC DOT Traffic Survey Group staff collected, analyzed, processed and reported this data for calendar year 2018