

Mara Greens LLC
28317 Southfield Rd.
Lathrup Village, MI 48076

City of Lathrup Village
27400 Southfield Rd.
Lathrup Village, MI 48076

Attention: Austin Colson

Subject: Site Plan Review Application – Mara Greens Golf Simulator

I am writing to formally submit the Site Plan Review Application for Mara Greens Golf Simulator (Health & Fitness Facility), located at 28317 Southfield Rd. Lathrup Village, MI 48076, for your review and approval. We are eager to proceed with the necessary steps to ensure compliance with all city regulations.

Please find enclosed all required documents for the Site Plan Review Application. Should you require any additional information, feel free to contact me at [REDACTED]. I appreciate your time and consideration of this application.

Contents:

- Project Summary
- (1) Signed copy of the Site Plan Review Application
- (7) Suite Floor Plans
- (1) Electronic file (USB)

Minimal Refurbishments - Projected Timeline (3-5 days):

The proposed changes, as shown in the site plan drawings, involve removing non-load-bearing, floating internal walls not attached to the ceiling. Six outlet sockets and four light switches will be capped at ceiling height without affecting the main breaker, system length, or high-voltage exposure. No changes will be made to the building structure or utilities.

Thank you for your assistance, and I look forward to your feedback.

Sincerely,

Lantei Takona
Owner, Mara Greens Golf Simulator

Mara Greens - Golf Simulator
28317 Southfield Rd., Lathrup Village MI 48076

Table of Contents

1. Project Summary	Page 3
2. Vision	Page 3
3. Business Structure	Page 3
4. Market Analysis	Page 3
5. Management & Organizational Structure	Page 4
6. Products & Services	Page 4
7. Customer Segmentation	Page 5
8. Operational Plan	Page 6
9. Functional Design	Page 7
10. Conceptual Drawings	Page 9

1. Project Summary

Mara Greens Golf Simulator is poised to redefine golf entertainment in Lathrup Village, Michigan, and surrounding areas with its innovative approach and commitment to customer satisfaction. Our establishment offers an immersive indoor golfing experience that seamlessly blends cutting-edge technology with leisure.

At Mara Greens, our vision is to provide golf enthusiasts of all skill levels with convenient access to a state-of-the-art indoor golfing experience, transcending the limitations of weather and time. With a focus on affordability, customization, and community engagement, we aim to make the exhilaration and challenges of golf accessible to all patrons.

What sets us apart is our dedication to providing a distinctive and enjoyable experience through cutting-edge simulators, a convenient location, competitive pricing, and a vibrant social atmosphere. Whether patrons seek individual practice, friendly competitions, or personalized lessons, Mara Greens Golf Simulator caters to diverse preferences and fosters connections within the local golfing community.

2. Vision

At Mara Greens Golf Simulator, patrons enjoy a unique and private membership experience designed specifically for local golf enthusiasts. Members find a welcoming and safe space where they can focus on their game in their own way—whether it's refining their swing, playing a casual round, or engaging in friendly competitions with fellow members. With access to top-notch facilities, priority reservations, and a community of like-minded golfers, members of Mara Greens experience golf in a fun, comfortable, and stress-free environment, all while enjoying.

3. Business Structure

Mara Greens Golf Simulator operates as a Limited Liability Company (LLC) and follows a service-based model, where customers are charged for simulator time. Our LLC structure provides liability protection for the business owners, shielding personal assets from potential legal claims or debts incurred by the company.

By leveraging the benefits of our LLC structure, Mara Greens Golf Simulator is well-positioned to mitigate risks, comply with legal requirements, and maximize financial efficiency, ensuring long-term success and sustainability in the competitive golf entertainment industry.

4. Market Analysis

The golf entertainment industry is undergoing a notable shift towards indoor simulators, driven by technological advancements and evolving consumer preferences. Research indicates that the global golf simulator market was valued at \$2.4 billion in 2020 and is projected to reach \$3.9 billion by 2027, with a compound annual growth rate (CAGR) of 7.3% during the period from 2021 to 2027.

Lathrup Village, Michigan, with its diverse demographic profile, reflects a strong potential for indoor recreational activities, especially given the area's susceptibility to inclement weather. Lathrup Village is a small but affluent community with a population of approximately 4,300 residents, including families, young professionals, and retirees, spanning a wide range of ages and backgrounds.

The average household income in Lathrup Village is around \$95,000, and the median home value is about \$250,000, illustrating a community that values quality of life and has the disposable income to invest in leisure activities. This demographic indicates a stable, well-off population that appreciates exclusive and accessible recreational options.

Currently, there are few golf simulator facilities in neighboring communities of Lathrup Village, highlighting a significant opportunity to cater to the local demand for indoor, weather-resistant alternatives that offer flexibility and diverse experiences. Mara Greens Golf Simulator is uniquely positioned to fulfill this need, providing residents with a premier, private golfing experience right in their own community.

5. Management and Organizational Structure

At Mara Greens Golf Simulator, our management and organizational structure ensures efficiency, accountability, and clear communication. Key roles include:

- **Manager Partner:** Oversees the overall business strategy and daily operations, including facility management, customer service, marketing, and administrative tasks.
- **General Partner(s):** Provide financial support, contribute to strategic decision-making, and uphold the business's vision and mission.
- **Operational Specialists (Staff):** Handle daily operations such as facility management, customer engagement, simulator setup, phone reception, and snack/beverage service.

This structure ensures streamlined operations, enhancing the overall experience for our patrons.

6. Products and Services

Mara Greens Golf Simulator offers a comprehensive range of products and services to enhance the indoor golfing experience for our patrons.

Our primary offerings include:

- **Golf Simulator Bays:** Mara Greens offers three golf simulator bays for booking, each equipped with cutting-edge technology that faithfully replicates world-renowned golf courses. Patrons can enjoy a realistic and immersive golfing experience regardless of weather conditions or time of day.
- **Professional Golf Lessons:** Mara Greens provides professional lessons from experienced golf pros, opportunity to improve their skills and elevate their game in a supportive and professional environment.

- **Pre-Packaged Snacks and Beverages:** A variety of pre-packaged snacks, including chips, popcorn, and candy, as well as beverages like sodas, are available for purchase. These refreshments are offered to enhance the overall experience for patrons at Mara Greens.

Future Product Considerations:

- **Golf Balls:** In the future, we plan to offer golf balls for purchase, providing patrons with access to high-quality equipment for their indoor golfing sessions.
- **Golf Gloves:** Additionally, we aim to introduce golf gloves to our product lineup, ensuring that players have the necessary gear to optimize their performance and comfort during gameplay.
- **Tees:** We plan to offer a selection of golf tees, catering to the needs of players who prefer specific tee heights or materials for their tee shots.

By expanding our product offerings to include golf balls, gloves, and tees in the future, alongside our current selection of snacks and beverages, Mara Greens Golf Simulator aims to provide a comprehensive and convenient one-stop destination for all indoor golfing needs. We strive to ensure that each experience at Mara Greens is nothing short of exceptional.

7. Customer Segmentation

At Mara Greens Golf Simulator, we recognize the importance of identifying and catering to different customer segments to provide tailored experiences and maximize satisfaction. We have identified the following customer segments and will tailor our marketing and services to meet their specific needs and preferences:

Casual Golfers:

- **Marketing Approach:** We will focus on promoting the accessibility and convenience of our facilities to casual golfers who seek year-round golfing experiences without the constraints of weather or time. Our marketing efforts will emphasize the ease of booking, affordability, and relaxed atmosphere at Mara Greens.
- **Service Offerings:** We will provide flexible booking options, beginner-friendly courses, and personalized assistance to help casual golfers feel comfortable and confident during their visit.

Families and Recreational Groups:

- **Marketing Approach:** Our marketing campaigns will highlight Mara Greens as a family-friendly destination, promoting the opportunity for quality time and bonding through indoor golfing experiences. We will emphasize the availability of multiple bays for group bookings and family outings.
- **Service Offerings:** We will offer family-friendly packages, group rates, and amenities such as snacks and beverages to enhance the overall experience for families and recreational groups. Additionally, we may host family-oriented events or themed nights to appeal to this segment.

Corporate Clients and Team Building Events:

- Marketing Approach: We will target corporate clients and businesses seeking unique venues for team building activities and corporate events. Our marketing efforts will highlight the versatility of Mara Greens for hosting corporate gatherings, networking events, and team outings.
- Service Offerings: We will offer customizable event packages, corporate discounts, and amenities to ensure a seamless and memorable experience for corporate clients. Additionally, we may provide team building exercises or professional coaching sessions tailored to corporate needs.

Serious Golf Enthusiasts and Professionals:

- Marketing Approach: For serious golf enthusiasts and professionals seeking a high-quality and challenging golfing experience, we will emphasize the advanced technology and realism of our simulators. Our marketing materials will showcase the accuracy and fidelity of Mara Greens in replicating renowned golf courses.
- Service Offerings: We will provide access to premium course packages, advanced analytics, and personalized coaching services from experienced instructors to cater to the needs of serious golfers. Additionally, we may organize competitive tournaments or leagues for this segment to foster camaraderie and skill development.

By tailoring our marketing strategies and service offerings to each customer segment's unique needs and preferences, Mara Greens Golf Simulator aims to maximize customer satisfaction, retention, and overall success in the competitive golf entertainment industry.

8. Operational Plan

Capacity:

Mara Greens features 3 golf simulator bays, each accommodating up to 4 golfers, with a total capacity of 12 patrons. Additionally, 1-2 employees will be present to manage operations and assist guests. At full capacity, Mara Greens can host up to 14 individuals, including staff and patrons.

Peak Hours:

Based on nearby golf facilities within a 20-mile radius, peak hours are anticipated to be after 4:00 PM to 10:30PM on weekdays and from 9:30 AM to 10:30 PM on weekends.

Parking:

The facility at 28317 Southfield Rd. offers approximately 6 dedicated, non-exclusive parking spots directly in front and an additional 10 alongside the end cap, providing ample parking for the facility's limited capacity.

Membership Experience:

Mara Greens aims to deliver an exclusive membership experience where patrons reserve tee times and complete payments online through the website, ensuring a smooth and efficient flow of patrons in and out of the facility at designated times.

9. Functional Design

Scope of work:

- Flooring: Repair or replace any damaged or worn flooring to ensure a clean and professional appearance throughout the facility.
- Internal Walls: Remove internal walls from the two offices to create an open-plan area, enhancing the layout and flow of the space.
- Electrical Adjustments: Adjust sockets and light switches associated with the removed internal walls. All electrical connections will be safely terminated to code, without removal or extension, to maintain the integrity of the existing electrical system. Existing ceiling lighting will remain intact to maintain current illumination levels.
- Plumbing and HVAC: No changes will be made to the existing plumbing or HVAC systems, preserving current functionality.
- Painting: Refresh the paint throughout the space to create a clean and welcoming environment.
- Golf Simulator Bays: Any additional components or equipment for the golf simulator bays will be temporary and removable, allowing for flexibility in space use.
- Structural Integrity: All external, support, and structural walls will be retained, ensuring the building's structural integrity remains intact.
- Windows: All existing external windows will remain unblocked, maintaining visibility from outside the building and allowing natural light to enter.

Flooring:

The premises currently have laminate or faux wood flooring covering the full surface area, which is uneven and lifting in multiple locations. This flooring will be refurbished or repaired where possible, while the original concrete flooring beneath will remain undisturbed. To enhance the golf simulator bays, an overlay of carpet or turf will be placed on top, providing a grass-like feel.

Internal Walls:

Currently, there are two offices with non-load-bearing walls that have been constructed. Portions of these walls will be deconstructed to create three golf bays, opening up the space for an open-plan area where patrons can gather. This modification will also improve ingress and egress to the building's entrances at the front and back of the premises.

Electrical Adjustments:

During the deconstruction of the non-load-bearing walls, 6 electrical sockets and 4 light switches within the framework will be terminated at ceiling height to preserve the integrity of the existing electrical

system. No extensions to the system will be made, ensuring everything remains intact and code-compliant. The current simulator appliances and equipment operate using standard electrical sockets, and no further modifications will be required. Existing overhead lighting system will be retained.

Plumbing:

The landlord has verified that the existing plumbing system is intact and fully functional. No changes will be made to the system, except for replacing the vanity sink and toilet bowl.

Heating Ventilation & Air Conditioning:

The landlord has confirmed that the existing HVAC system and ductwork are in good working order. No modifications will be made, and the system will remain as is.

Painting & Furnishing:

The internal walls will be repainted with a standard paint coating to enhance the aesthetics and create a themed ambiance.

External Signage:

A storefront sign displaying the business name will be considered. If illumination is needed, the existing electrical system may be utilized; otherwise, a non-illuminated sign, consistent with neighboring businesses, will be placed at the front of the building. A certified vendor will be employed to ensure that the signage and any connections comply with local municipality regulations.

10. Conceptual Drawings

The focus of the proposed changes, as shown in the submitted drawings, includes the removal of non-load-bearing, floating/false internal walls that are not attached to the existing ceiling. No changes will be made to the existing building structure or utility systems on the premises. See the drawings on the pages that follow for an overview of the site layout.

Drawing [1]: Mara Greens - Indoor Golf Simulator

Conceptual rendition of the 3D layout of the newly refurbished space which will contain 3 golf bays. The bay walls will be handcrafted using foam and plywood, and performance turf will be overlaid on the existing flooring. Custom canopies will be constructed in foam and plywood to protect the ceilings above the hitting zone of each bay.



Drawing [2a] - Internal Deconstruction:

Walls 1, 2, and 3 will be deconstructed. The walls have a non-load bearing and there is a gap where the tops of the walls meet the ceiling tiles. These walls are hand crafted with lumber wood and are not a part nor fixed to the external structure of the building.



Drawing [2b] - Internal Deconstruction:

Walls 4, and 5 will be deconstructed. Similar to walls 1, 2 and 3, they are non-load bearing walls that have been handcrafted and are not fixed to the external structure of the building.



Drawing [3] - Floor Plans:

Floor plans of intended refurbishment. The anticipated timeline to complete the deconstruction of the non-load bearing walls is 3-5 days including the proper disposal of debris in compliance with city regulations. Where necessary, six (6) outlet sockets and four (4) light switches will be capped at ceiling height, with no impact to the main breaker, alteration to the length of the existing system or exposure to high voltage.

