



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles Cox
City Manager

DATE: August 2, 2016

SUBJECT: Proposed Ordinance No. 3381 to approve a Specific Use Permit for an indoor amusement facility located at 4300 Spring Valley Road, suite 4372.

Existing Conditions:

The subject site is located at 4372 Spring Valley in the Spring Valley Business Center, on the south side of Spring Valley Road, approximately 1,300 feet east of Midway Road. It is located within the Light Industrial (LI) zoning district.

The site is bounded on all sides by a mix of retail, office and light industrial uses allowed within the Light Industrial Zoning District. Any commercial amusement indoor facility located within Light Industrial requires a Specific Use Permit. (See Location Map)

The subject site is part of an office complex that contains three existing masonry buildings, the proposed use located in one suite within the easternmost building. The one-story buildings were constructed in 1977 and contain approximately 56,755 square feet. The easternmost building is currently divided into 7 suites accommodating a variety of commercial and office uses. (See Site Plan)

Proposal/Site Design:

The applicant, GYSAT Ventures (Escape This), is proposing to develop an indoor gaming facility that presents a series of clues and puzzles aimed to bring out participants' inner detective. The business would be operated in a 3,030 square feet suite within the existing office /

showroom building at Spring Valley Business Center. The floorplan is divided into 4 game rooms, 3 of these are double rooms designed to facilitate game scenarios, each designed differently to accommodate the special theme for each type of game, an open space as the waiting area, a control room and a front desk area and a briefing room. Each game room has a maximum occupancy of 6 to 10 people at one time and each with a space varying from approximately 264 square feet to 420 square feet per game room. (See Floor Plan)

No outside activity, no outdoor storage and no additional retail uses are proposed for this location.

Operation:

The applicant is proposing to develop this indoor gaming facility where participants will work together, in each game room, to solve riddle and puzzles to find a specific object in the room in less than 60 minutes. Participants work together in groups of 6 to 10 depending on the game scenario.

The facility is designed to accommodate a maximum of 49 persons playing at the same time. The floorplan contains a control room where staff will monitor all game rooms. The facility will operate by appointment only, one employee will be assigned for each room and will monitor all activities on a computer in the control room. Participants will verbally communicate with the control room at all times via audio equipment installed in each room. The doors will remain unlocked at all times and the exit signs will be clearly visible. Participants being allowed to leave the room at any time if they feel uncomfortable or need a break.

The hours and details of operation are as follows: 2 to 4 employees will work in shifts; the facility will operate Monday through Thursday by appointment only, Friday from 11:30 AM to midnight, Saturday from 10:00 AM through midnight and Sunday from 11:30 AM to 9:00 PM.

Parking:

A total of 177 parking spaces serve the entire 4300 Spring Valley Business Center retail center. Suite 4372 where the indoor amusement facility is proposing to operate has currently reserved 6 parking spaces in front of the suite. Staff determined that no additional parking is needed for this new activity. There is adequate parking to serve the facility and the other existing uses within the retail center. (See Site Plan)

Landscaping:

The applicant has no plans to install any additional landscaping. City staff agreed that there is not an opportunity for additional landscaping at this location.

Signs:

The applicant is planning to install a wall sign close to the entrance to their suite. This signage will comply with City's Sign Ordinance.

Public Response:

Ten (10) public notification letters were mailed on June 14th, 2016. Two zoning notification signs were also posted on the site that same day. A public notice ad was placed in Dallas Morning news on July 15th. As of July 25th, 2016 no letters of opposition to this Specific Use Permit request have been received by the City.

Possible Council Action:

1. I move to adopt Ordinance No. 3381.
2. I move to adopt Ordinance No. 3381 with the following modification(s)...
3. I move to table the item or take no action.