



CITY COUNCIL COMMUNICATION

January 11, 2011

SUBJECT: HOLD PUBLIC HEARING FOR SPECIFIC USE PERMIT CASE NO. 10-13-SUP, AND CONSIDER FIRST AND FINAL READING OF ORDINANCE NO. 1897

SUBMITTED BY: Mike Collins, Director of Planning and Economic Development

REFERENCE NO: 10-13-SUP

ACTION REQUESTED:

Receive public input regarding the request for a Specific Use Permit on Euless Town Center Addition, Block 1, Lot 1R for Amusement and Recreation Services in PD 872 (Planned Development 872) based on C-2 zoning at 1201 W. Airport Freeway #400 and approve Ordinance No. 1897, concurring with the Planning and Zoning Commission's 5-0 recommendation on December 7, 2010.

ALTERNATIVES:

1. Open the Public Hearing and continue it to the next meeting.
2. Open, conduct, and close the Public Hearing.
3. Approve the request – *simple majority*
4. Approve the request with modifications – *simple majority*
5. Deny the request – *simple majority*

SUMMARY OF SUBJECT:

IT'Z FEC Euless, LLC represented by Blake Richardson is the applicant for a Specific Use Permit for an indoor amusement and recreation use located within the Euless Town Center development located at 1201 W Airport Freeway. The applicant wishes to submit for a Specific Use Permit for the business name of IT'Z in the former location of the America's Incredible Pizza Company.

The City Council approved a Specific Use Permit in 2006 for the America's Incredible Pizza Company to inhabit approximately 61,600 square feet for the development of a restaurant, indoor amusement and recreation facility. Further, in October 2010, the Planning and Zoning

Commission and City Council approved a new Specific Use Permit for Lido Entertainment for this location. IT'Z FEC Euleless LLC recently purchased the business from Lido Entertainment and has rebranded the property.

Similar to Lido, IT'Z intends to continue the existing established restaurant / indoor amusement format with modifications to the theme of the business. The business will continue to offer a buffet, arcade games, go-carts, bowling, and birthday party rental space. The mini-golf will be converted to a laser tag game. Additional meeting spaces have been added to accommodate a more corporate clientele in addition to hosting children's birthday parties. Building on that business model, IT'Z proposes to also provide alcohol sales at the location. According to the company:

"Alcohol sales is a very small part of the IT'Z business as less than 0.7% of sales comes from the sale of beer and wine. IT'Z is a family entertainment center and not a bar. The primary interest in pursuing the sale of alcohol is for the ability to draw corporate outings that otherwise might go elsewhere."

The operating hours will continue as before: 11am to 9pm Sunday through Thursday; and, 11am to 11pm Friday and Saturday.

Staff recommends approval of the Specific Use Permit with the following conditions:

1. The Specific Use Permit is tied to the business name – IT'Z
2. The Specific Use Permit is tied to the business owners – IT'Z FEC Euleless LLC.

The Planning and Zoning Commission held a public hearing on December 7, 2010 and recommended approval of the Specific Use Permit with the above conditions by a vote of 5-0.

SUPPORTING DOCUMENTS:

- Ordinance No. 1897
- Draft Minutes – P & Z
- Application
- Map 1, Map 2, and Map 3

APPROVED BY:

_____ **LG** _____

City Manager's Office

_____ **SC** _____

City Secretary's Office