

1690-SUP

PUBLIC HEARING Case 1690-SUP/AMC Theater. Public hearing, discussion and consideration of approval of an ordinance changing the zoning on property located at 5100 Belt Line Road, Suite 220, which property is currently zoned PD, Planned Development, through Ordinance 012-001, by approving for that property a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, on application from AMC ITD, Inc. represented by Mr. Alex Heckathorn



April 18, 2014

STAFF REPORT

RE: Case 1690-SUP/AMC Theater

LOCATION: 5100 Belt Line Road Suite 220

REQUEST: Approval of a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only

APPLICANT: AMC ITD, Inc. represented by Mr. Alex Heckathorn

DISCUSSION:

Background: AMC Theater will serve as the southern anchor tenant at the Village on the Parkway. When the original development plans were considered in 2011, the Planning and Zoning Commission approved a special use permit for a theater at this location. The theater will be a 9 screen, 1,280 seat cinema. The theater is currently expected to open on October 1, 2014.

The movie theater industry is evolving their service model. As home theater technology has become more widely available and the internet has broadened access to movies from home, theaters are integrating new amenities and services to encourage customers to come into theaters. Following the trend, this theater will include reserved seating, reclining seats, and higher quality concessions.

Theaters are also beginning to serve alcoholic beverages. Most of the theaters in this area which AMC would be competing with also serve alcohol including LOOK Cinemas, Cinemark West Plano, the Angelika Film Center in Plano, The Venetian in Carrollton, Studio Movie Grill in Plano and Dallas, as well as the Alamo Draft House in Richardson. AMC currently has 20 movie theaters in Texas and 70 nationwide that are licensed to serve alcohol.

Proposed Plan: The applicant is requesting approval of a special use permit to allow them to serve alcoholic beverages for on premises consumption only. This operation will be based out of a small bar area in the lobby of the theater. The size of the bar will be approximately 12 feet by 24 feet, with a few seats at the bar as well as a small lounge area next to the bar.

This will only be open to theater patrons. The thought is that customers can wait in the bar area for their auditorium to begin seating or grab a drink on their way into the

auditorium to enjoy during the movie. Alcoholic beverages will only be served from this location and will not be sold at the concession stand or served inside the auditoriums.

Exterior Facades: The exterior of the theater was previously approved when the original development plan was brought forward.

Parking: The parking requirement for a theater is one space per every four seats which requires 320 spaces in this case. When combined with the ratio required for the rest of the Village on the Parkway, there is a requirement of 1,598 parking spots for the center and 2,240 spaces will be provided.

Staff is of the opinion that, since this bar is small and serves only as an amenity to those already attending the theater, it will not drive additional traffic on its own and thus does not require any additional parking.

Landscaping: The landscaping at the site has been addressed to the satisfaction of the staff and continues to be well maintained

Signage: Since portions of the theater are viewable from the public right of way, the applicant should also be aware that the Town has a policy against the use of any terms or any graphic depictions that denote alcoholic beverages, in exterior signs. The applicant has indicated that they do not intend to have any exterior signage for the bar area, but the Commission may want to include this as a condition in case the theater were to change its mind in the future.

RECOMMENDATION:

Staff feels that AMC will be a great addition to Village on the Parkway and the ability to serve alcohol will enhance the customer's experience. AMC has a good track record of managing alcohol sales and there is nothing from an operational standpoint that is of concern. Staff recommends approval of the request subject to the following condition:

- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signs that are visible from the public right of way.

Respectfully submitted,

Charles Goff
Assistant to the City Manager

Land Use Analysis

Attributes of Success Matrix

AMC Theater, 5100 Belt Line Road, Suite 220

1690-SUP

Attribute	Comment	Score
Competitive	Alcohol sales is becoming a standard component of theaters. Having the ability to do so at this location will help AMC be competitive.	
Safe	The project will be safe. Additionally, AMC has a detailed operational plan for managing liquor sales and a positive history of compliance with TABC requirements.	
Functional	The space will be functional.	
Visually Appealing	The exterior of the Theater as well as the proposed interior will be visually appealing.	
Supported with Amenities	The site is in a very amenity-rich area.	
Environmentally Responsible	The site is part of larger redevelopment that is remodeling existing retail spaces and will provide a new, more energy efficient center. Landscaping has also been addressed in an environmentally responsible manner.	
Walkable	The project is extremely walkable.	
Overall Assessment	AMC Theater will be a positive amenity to the center and to the Town. The ability to serve alcoholic beverages to those that want them will only enhance the customer experience.	

Case 1690-SUP/AMC Theater
April 25, 2014

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on April 24, 2014, voted to recommend approval of the request for approval of an ordinance changing the zoning on property located 5100 Belt Line Road, Suite 220, which property is currently zoned PD, Planned Development, through Ordinance 012-001, by approving for that property a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following condition:

- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signs that are visible from the public right of way.

Voting Aye: Groce, Hewitt, Hughes, Oliver, Smith, Wheeler

Voting Nay: none

Absent: Doherty