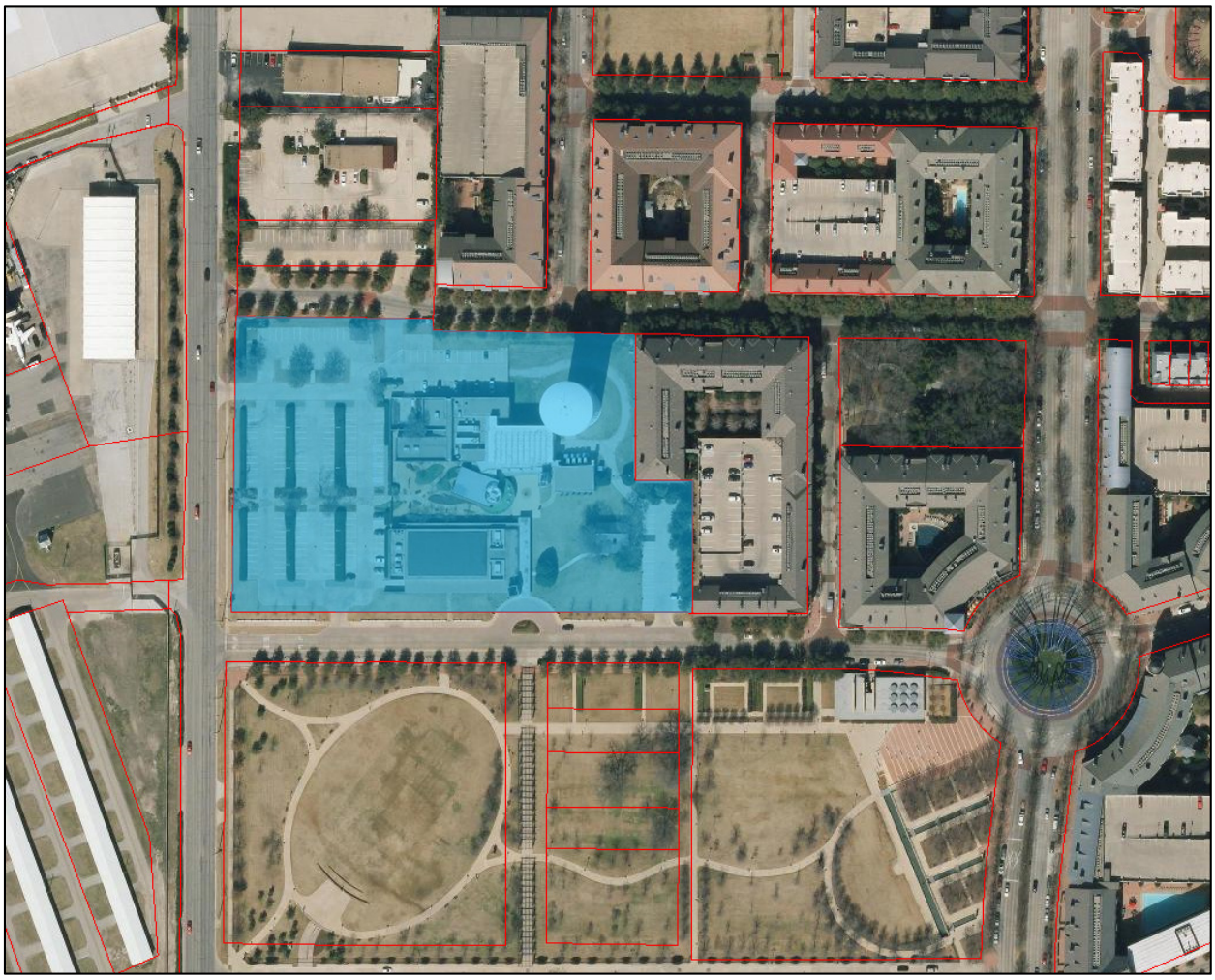
1721-SUP

PUBLIC HEARING Case 1721-SUP/Addison Conference and Theatre Centre. Public hearing, discussion, and take action on a recommendation for an ordinance approving a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only on property located at 15650 Addison Road on application from the Town of Addison, represented by Mr. Mark Gooch.

LOCATION MAP



October 16, 2015

STAFF REPORT

RE:	Case 1721-SUP/Addison Conference and Theatre Centre
LOCATION:	15650 Addison Road
REQUEST:	Approval of a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only
APPLICANT:	The Town of Addison, represented by Mr. Mark Gooch

DISCUSSION:

Background: The Addison Conference and Theatre Centre was constructed in 1991 on 5.899 acres at the corner of Addison Road and Addison Circle. The complex consists of three buildings, the Conference Centre, the Theatre, and the Stone Cottage. Each of these facilities is owned and operated by the Town and can be rented out for various meetings, events, and productions.

Proposed Plan: The Water Tower Theatre has requested permission to sell alcoholic beverages to patrons during their productions. The Town, as the landlord, has reviewed and approved this request. However, in order to get licensed by the TABC, a Special Use Permit for the sale of alcoholic beverages for on-premises consumption is required. This would apply to all three facilities.

RECOMMENDATION: **APPROVAL**

The Town and the WaterTower Theatre have a long history working together and they have been a good partner. Many theatres venues are now serving alcoholic beverages during their productions. The ability to serve alcoholic beverages should help our Theatre compete on a full service level. Staff recommends approval of the request for a Special Use Permit for the sale of alcoholic beverages for on-premises consumption subject to no conditions.

Land Use Analysis

Attributes of Success Matrix

Addison Conference and Theatre Centre, 15650 Addison Road **1721-SUP**

Attribute	Comment	Score
Competitive	This property is a competitive meeting and events venue. The theatre produces many successful productions a year. The ability to serve alcohol will allow them to be more competitive.	
Safe	The site is safe.	
Functional	The property functions well.	
Visually Appealing	The site is well designed and is visually appealing.	
Supported with Amenities	The site's location in Addison Circle adds to the positive mixed use environment of that neighborhood.	
Environmentally Responsible	The property is operated in an environmentally responsible manner.	
Walkable	The site is walkable from Addison Circle.	
Overall Assessment	**The Conference and Theatre Center is a unique amenity to the Town. The ability to service alcohol will allow the facility to provide additional offerings to their clients and patrons.**	