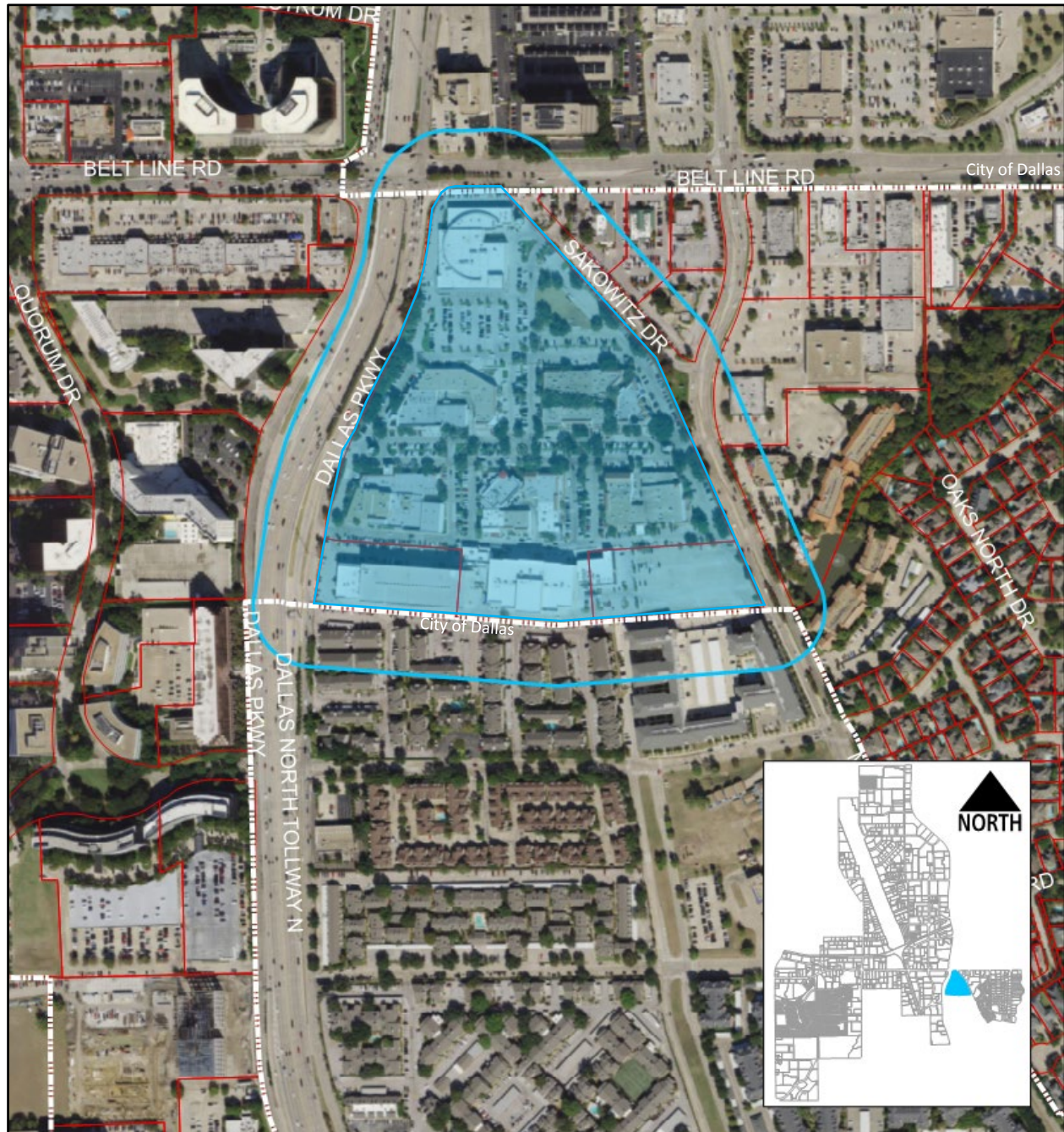


1797-SUP

PUBLIC HEARING Case 1797-SUP/Zero Latency. Public hearing, discussion, and take action on a recommendation regarding an ordinance changing the zoning on property located at 5100 Belt Line Road Suite 510, which property is currently zoned PD, Planned Development, through Ordinance 012-001, by approving a Special Use Permit for commercial amusement.

LOCATION MAP



**INFRASTRUCTURE &
DEVELOPMENT SERVICES**

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Addison, TX 75001

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Addison, TX 75001

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TOGETHER.**



May 16, 2019

STAFF REPORT

RE: Case 1797-SUP/Zero Latency

LOCATION: 5100 Belt Line Road Suite 510

REQUEST: Approval of a Special Use Permit for commercial amusement in order to permit a new “free roam” virtual reality gaming experience.

APPLICANT: Jason Wright, Zero Latency DFW

DISCUSSION:

Background: Zero Latency is a startup retail entertainment outlet providing “free roam” virtual reality gaming experience in a largescale setting. Free-roam virtual reality allows up to 8 players to move freely in an open space while wearing a virtual reality headset and gear. Motion capture technology is used to track the physical location of players, which allows the in-game virtual location of players' avatars to be generated accurately. Proximity sensors are used to warn players of hazards and prevent players from leaving the physical play area.

Zero Latency is an Australian-based technology company, that opened the world’s first virtual entertainment venue in 2015 in Melbourne, Australia, and has grown to currently operate 24 stores across multiple continents, with US locations in Phoenix, Boston, Tulsa, and Las Vegas.

A significant portion of the revenue stream will be derived from corporate events and group parties with arrive and play functions booking primarily on the weekends and weeknights. A typical virtual reality experience takes approximately 30-60 minutes, depending on which experience is chosen. The game is tailored for players as young as 13 years of age, with an average customer age of 30 years.

Proposed Plan: The applicant is proposing to open a 3,281 square-foot “free roam” virtual reality experience space in Village on the Parkway, directly across from the AMC Theater, between Hopdoddy Burger Bar and Pluckers Wing Bar. The applicant is not proposing any exterior changes. Proposed hours of operation are Wednesday through Saturday, 11am-11pm, and Sunday 12pm-8pm.

Parking: The addition of this new space would require 14 parking spaces. The Planned Development ordinance approved for this center allows most uses to be parked at a ratio of 1 space per 250 square feet. The development plans show that 2,274 spaces are provided, which is approximately 600 spaces more than the required number.

RECOMMENDATION: **APPROVAL**

Zero Latency is a new and unique commercial amusement concept that is the first of its kind in Texas, and has the potential to bring in new interest and additional revenue for the Town.

Staff recommends approval of the request, subject to no conditions.



Case 1797-SUP/Zero Latency

May 21, 2019

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on May 21, 2019, voted to recommend approval of a Special Use Permit for commercial amusement in order to permit a new “free roam” virtual reality gaming experience subject to no conditions.

Voting Aye: Dougan, Groce, Meleky, Resnik, Souers, Wheeler

Voting Nay: none

Absent: Catalani

SPEAKERS AT THE PUBLIC HEARING:

For: none

On: none

Against: none