

5100 Belt Line Road PD Amendment Request (1948-Z)

May 26, 2026

Korrie Becht, Assistant Director of
Development Services



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Case 1948-Z / 5100 Belt Line Rd PD Amendment

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LOCATION:

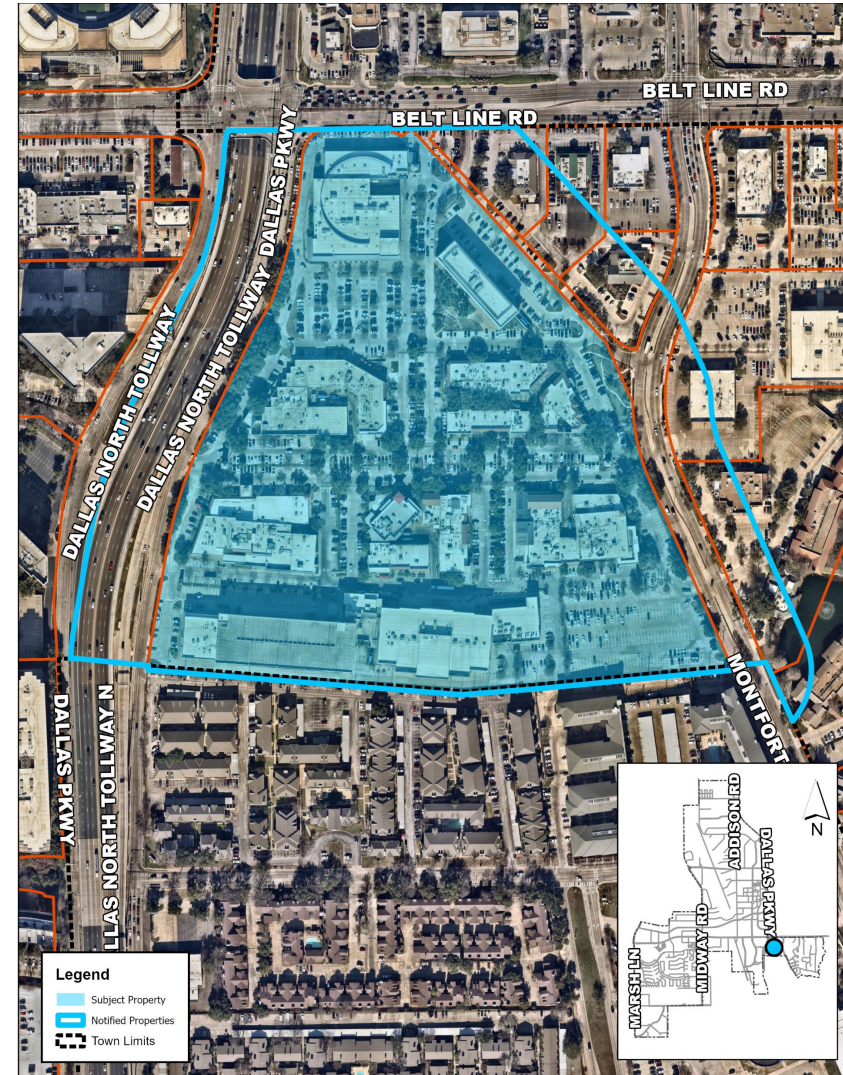
5100 Belt Line Road

REQUEST:

Approval of an amendment to Planned Development (PD), Ordinance No. O23-03.

ACTION REQUIRED:

Hold a public hearing, discuss, consider, and take action on the appropriateness of the request to amend the permitted use and development standards for Planned Development, Ordinance No. O23-03, for the 31.608± acre subject property.



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Property History:

YEAR	ZONING DESIGNATION	ACTION TAKEN	NOTES
PRE-1996	Local Retail (LR)	Original Zoning Designation	Allowed typical commercial uses
1996 (096-003)	Planned Development (PD)	Rezoned from LR to PD	Established Village on the Parkway as a PD with Commercial-1 permitted uses and initial development plans
1996 (096-028)	Planned Development (PD)	Amended the existing PD	Removed existing signage removal requirements
2002 (02-001)	Planned Development (PD)	Amended the existing PD	Divided VOP into a retail tract and a mixed-use tract with permitted uses and development standards for each tract. Entitled development plans for mixed-use tract.
2012 (O12-002)	Planned Development (PD)	Established a new PD	Established permitted uses, special conditions, and development plans for VOP
2020 (O20-08)	Planned Development (PD)	Amended the Existing PD	Allowed for a new parking ration and valet parking regulations, and development plans for block 900
2023 (O23-03)	Planned Development (PD)	Amended the existing PD	Amended and restated O20-08 and the development plans for Block 900 with site improvements
PROPOSED	Planned Development (PD)	Amend the existing PD	Allow "Recreation Facility, Indoors" as a permitted use for an escape room

APPLICANT REQUEST:

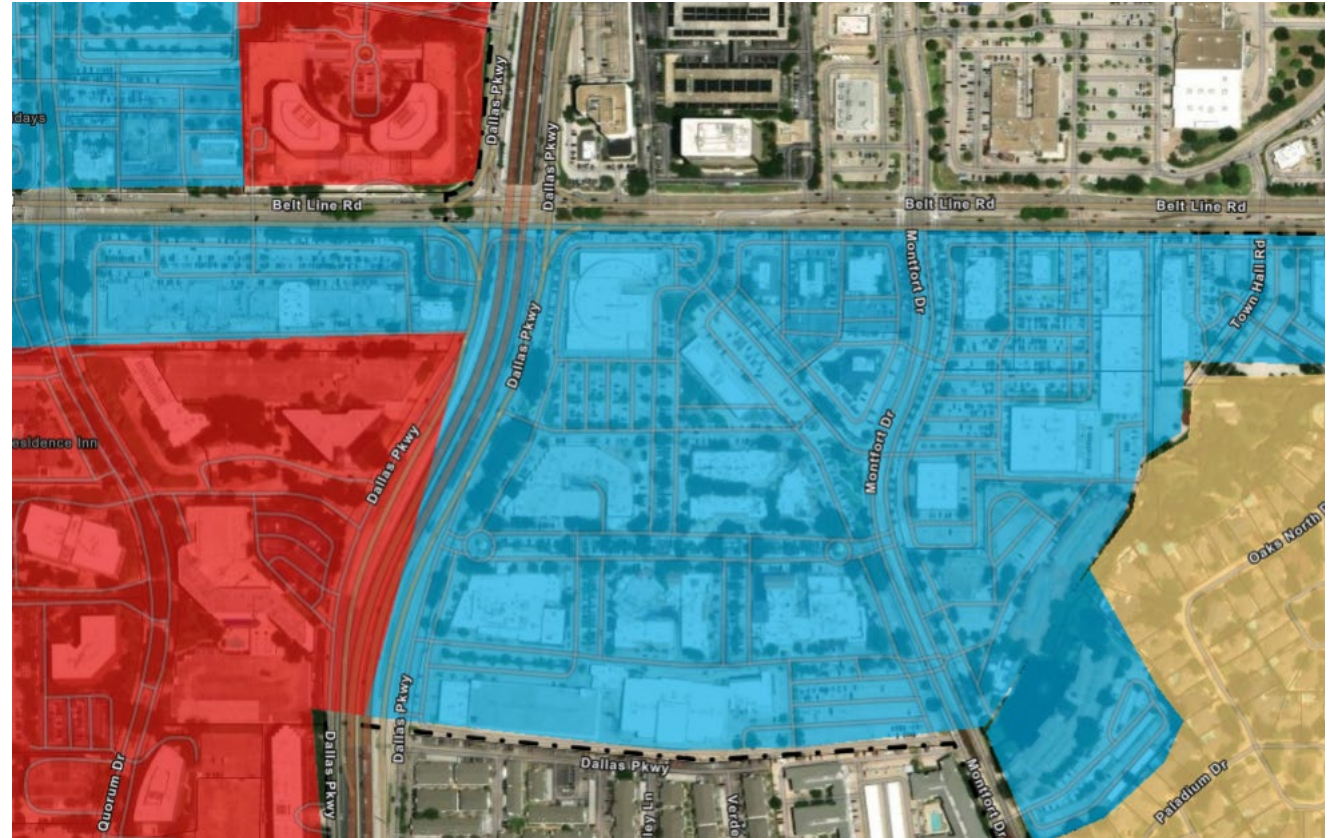
- Amend Permitted Uses to include “Recreation Facility, Indoor” as a permitted use.
 - Commercial recreational use conducted entirely within a building, including arcades, bowling alleys, billiard parlors, skating rinks, motion picture theaters, spectator sports, assembly halls, athletic and health clubs, auditorium or exhibition hall, dance hall, community centers, gymnasiums, sports courts, sport fields, field house, swimming pools, or any other indoor recreational activity.
 - Accessory uses may include limited retail, concessions, and maintenance facilities.
 - This definition does not include “Sexually Oriented Business”.

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Compliance with the Town's Comprehensive Plan:

- Place Types: **Urban Village**
 - Bustling hubs that prioritize pedestrian friendly environments and dense development, resulting in strong financial returns and resilience.
- Spectrum of Change: **Enhance**
 - Areas that are expected to evolve gradually, becoming more economically viable, walkable, and pedestrian-friendly through moderate infill and public realm improvements.



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Compatibility with Adjacent Land Use:

- Permitted by right in the Commercial Limited (CL) and Mixed-Use Suburban Corridor (M-2).
- With the presence of many other indoor entertainment uses at Village on the Parkway, this request is compatible with adjacent businesses.



Parking and Landscaping Compliance:

- Parking

- Approved and provided parking within the center is 2,256 spaces (1,634 surface spaces and 622 garage spaces).
- No modifications proposed to the existing parking provided.

- Landscaping and Open Space

- No improvements proposed to the existing landscape.

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Façade Improvements:

- Exterior Facades

- Minor updates (painting) to the southern façade with a red and black theme.

Existing



Proposed



Signage shown in rendering has not been reviewed or approved.

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PUBLIC NOTICE:

Notice of public hearing was provided to property owners within 200 feet of the subject property in accordance with Town and State law.

NOTICE RECIPIENTS: 3

FOR: None.

AGAINST: None.

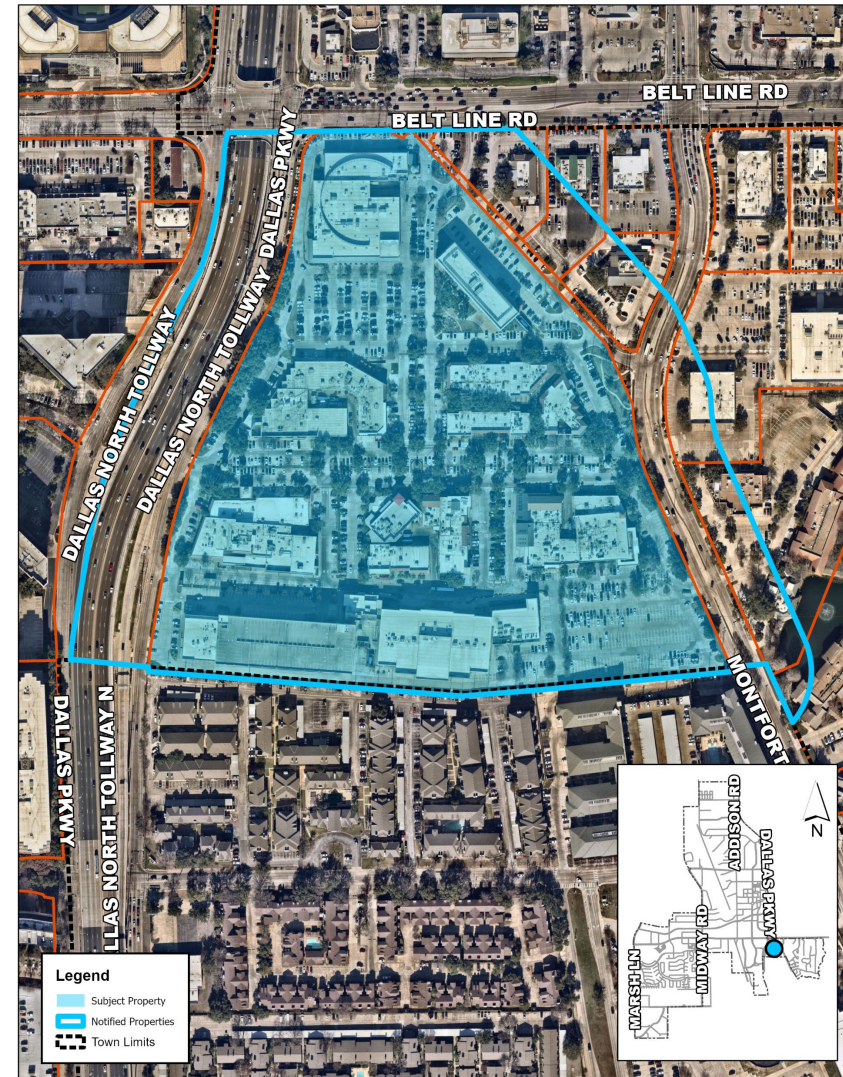
NEUTRAL: None.

OTHER INPUT: 1

FOR: None.

AGAINST: None.

NEUTRAL: 1.



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P&Z ACTION:

Motion: Recommend approval to add “Escape Room” as a permitted use, defined as a commercial recreational use conducted entirely within a building, including an escape room.

Approval: 4-1

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A blue circular logo with the word "ADDISON" in white, uppercase letters.

Staff has reviewed the application and determined that it complies with the Town's development regulations.

If City Council approves the PD amendment as recommended by the Planning & Zoning Commission, staff recommends the following:

- Add "Escape Room" as a permitted use.
 - Define "Escape Room" as a commercial indoor entertainment use conducted entirely within an enclosed building, in which patrons, typically in small groups, participate in a timed, themed, interactive game or puzzle-solving experience within one or more rooms or enclosed areas. An escape room may include accessory reception, waiting, briefing, retail sales, office, storage, and employee areas. This use does not include a nightclub, bar, theater, haunted house, arcade as a principal use, gambling establishment, or live-performance venue unless such use is separately permitted.