



22-0017SUP

TITLE: Conduct a Public Hearing to Consider/Discuss/Act on a Specific Use Permit Request to Allow for Commercial Amusement (Indoor) Use (Horse's Axe), Located at 212 East Louisiana Street

COUNCIL GOAL: Direction for Strategic and Economic Growth
(1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space)

MEETING DATE: October 25, 2022

DEPARTMENT: Development Services - Planning Department

CONTACT: Lexie Schrader, Planner I
Caitlyn Strickland, Planning Manager
Jennifer Arnold, AICP, Director of Planning

APPROVAL PROCESS: The recommendation of the Planning and Zoning Commission will be forwarded to the City Council for final action at the November 1, 2022 meeting.

STAFF RECOMMENDATION: Staff recommends approval of the proposed specific use permit request with the following special ordinance provision:

1. The property shall generally develop in accordance with the attached specific use permit exhibit and all applicable development requirements of the city.

APPLICATION SUBMITTAL DATE: August 22, 2022 (Original Application)
September 26, 2022 (Revised Submittal)

ITEM SUMMARY: The applicant is proposing a specific use permit to allow a commercial indoor amusement use (Horse's Axe) located at 212 East Louisiana. The zoning for the property ("MTC" - McKinney Town Center) requires that a specific use permit be granted in order for a commercial indoor amusement use to be operated on the subject property.

EXISTING ZONING AND LAND USES:

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	"MTC" - McKinney Town Center (Mixed Uses)	Existing Commercial - Vacant
North	"MTC" - McKinney Town Center (Mixed Uses)	Retail Uses (the Canine Cookie Company, Mom and Popcorn)
South	"MTC" - McKinney Town Center (Mixed Uses)	Mixed office uses
East	"MTC" - McKinney Town Center (Mixed Uses)	Restaurant Use (The Pantry)
West	"MTC" - McKinney Town Center (Mixed Uses)	Retail Use (Carpe Diem Comics)

SPECIFIC USE PERMITS: When acting on a request for a specific use permit, the following factors should be considered:

- Compatibility with adjacent and neighboring land uses in the immediate area
- Adaptability of building structures to the proposed use
- Infrastructure requirements: roads, sidewalks, access to public streets, parking, and drainage
- Elements such as screening, open space, building heights, and compatibility of existing buildings to the proposed use

Staff has evaluated the request based on the above-mentioned parameters and feels that the proposed use is appropriate for the site and should be compatible with adjacent existing land uses.

The site is located between an existing restaurant (The Pantry) and retail business (Carpe Diem Comics) on East Louisiana Street. This stretch of East Louisiana is home to a variety of retail shops, restaurants, and offices. The proposed business is an ax-throwing and arcade entertainment venue which is less represented in the downtown area. Staff feels that the proposed entertainment use has the potential to bring additional visitors into downtown, benefiting existing businesses with added foot traffic and customers.

The applicant has indicated that they do not intend to make changes to the front of the building, so the existing façade along East Louisiana will remain the same. Per the proposed SUP exhibit, the applicant will be installing eight ax-throwing lanes as well as arcade tables and lounge areas. The ax-throwing lanes will run the length of the building and the points of impact will not be oriented toward any exterior walls. Rubber

mats with additional ceiling and wall insulation will be used for sound mitigation.

Given the orientation of the lanes and the proposed sound mitigation efforts, Staff does not feel that the proposed use should negatively impact neighboring businesses. With these things in mind, it is Staff's professional opinion that the proposed indoor commercial amusement use is compatible with adjacent uses and recommends approval of the specific use permit request.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has not received any letters in support of or opposition to this request. This does not include emails or letters that may have been sent directly to members of the Council or Planning and Zoning Commission. As part of the Planning and Zoning public hearing process, Staff has not received any citizen comments through the online citizen portal.

SUPPORTING MATERIALS:

[Location Map and Aerial Exhibit](#)

[Letter of Intent](#)

[Proposed Specific Use Permit Exhibit](#)

[Presentation](#)