

**FILE NUMBER:** Z0325-0390  
**REQUEST FOR:** Conditional Use Permit  
**CASE MANAGER:** Garrett Langford, AICP

### **PUBLIC HEARINGS**

Planning and Zoning Commission: Monday, April 14, 2025  
City Council: Monday, May 5, 2025

### **GENERAL INFORMATION**

**Applicant:** SCM2 Development on behalf of SRB Mesquite, LLC  
**Requested Action:** Rezone from Commercial within the TERRA Overlay District to Commercial within the TERRA Overlay with a **Conditional Use Permit (CUP)** to allow a family entertainment center that will include indoor amusement, games, and activities (SIC 7999b), coin-operated amusement game room (SIC 7993), bowling centers (SIC 793), and major reception facility  
**Location:** 1738 N. Town East Blvd (aka 3000 Town East Mall)

### **PLANNING AND ZONING ACTION**

**Decision:** On April 14, 2025, the Planning and Zoning Commission voted 5-1 in favor of recommending approval of the CUP, with Commissioner Dharmarajan dissenting, to allow indoor amusement, games, and activities (SIC 7999b), coin-operated amusement game room (SIC 7993), bowling centers (SIC 793), and major reception facility.

### **SITE BACKGROUND**

**Platting:** Town East Mall Phase 2, Block A, Lot 1  
**Size:** 18.66 acres  
**Zoning:** C - Commercial  
**Future Land Use:** Town East Special Planning Area  
**Zoning History:** 1954: Annexed and zoned Residential  
1966: Rezoned to C, Commercial  
1996: Rezoned to C within TERRA overlay

Surrounding Zoning and Land Uses (see attachment 3):

	<u><b>ZONING</b></u>	<u><b>EXISTING LAND USE</b></u>
<b>NORTH:</b>	C – Commercial TERRA Overlay	Restaurant and Retail Uses
<b>SOUTH:</b>	C – Commercial TERRA Overlay	Restaurant and Retail Uses
<b>EAST:</b>	C – Commercial TERRA Overlay	Restaurant and Retail Uses
<b>WEST:</b>	R-1 Single Family TERRA Overlay	North Mesquite High School

## CASE SUMMARY

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The applicant is requesting a Conditional Use Permit (CUP) to allow Main Event to occupy a majority (~58,000 square feet) of the first floor of the former Sears building located at 1738 N. Town East Blvd. The property, currently owned by SRB Mesquite, LLC. (Elm Creek Investments), was acquired in 2020 after Sears closing with the long-term goal of redeveloping the site.

Over the past several months, the owner's development team has been actively collaborating with the City's Economic Development office on a vision to redevelop the property into a vibrant mixed-use destination. The proposed redevelopment strategy focuses on entertainment, retail, and other experience-driven uses, rather than traditional big-box retail.

The first phase of this redevelopment is proposed to be anchored by Main Event. Main Event is a family entertainment center that offers a variety of attractions, including a full-service restaurant, bowling, laser tag, arcade games, escape rooms, billiards, and meeting/party rooms. The venue typically operates seven days a week, from 11:00 a.m. to 12:00 a.m., with extended hours until 2:00 a.m. on Fridays and Saturdays. Main Event expects to have ~200 employees. An overview of Main Event's operations is available in Attachment 7.

Under the Mesquite Zoning Ordinance (MZO), a CUP is required for several of the entertainment components associated with Main Event, including indoor amusement and games, bowling alleys, arcade rooms, and major reception facilities.

## MESQUITE COMPREHENSIVE PLAN

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The subject property is located within an area that the *Mesquite Comprehensive Plan* designates as part of the Town East Special Planning Area on the Future Land Use Map (see attachment 4). The *Comprehensive Plan* describes "the Town East Special Planning Area as the largest center of retail in Mesquite. The area is anchored by Town East Mall and surrounded by additional retail, restaurants, offices, and North Mesquite High School. The area has seen redevelopment over the years with existing structures and new construction. Roadway improvements on various roadways have improved vehicular circulation, and district branding along Town East Boulevard and the highway designates the area as a special district."

The Comprehensive Plan noted that "competition from internet shopping and the rise of specialty boutiques has led to the closure of malls and brick-and-mortar retail across the country. Consideration should be made for changes in the market, and plans should be developed for Town East Mall and the surrounding area to evolve."

### STAFF COMMENTS:

The *Comprehensive Plan* acknowledges the shifting retail landscape due to growing competition from online shopping and changing consumer preferences. Specifically, it calls for plans to help the mall and the surrounding area evolve, adapting to market trends and maintaining the area's economic vitality. Main Event supports this evolution by introducing a family-oriented entertainment venue that diversifies the area's land use beyond traditional retail.

As a use that combines dining, recreation, and experiential attractions, it brings activity and foot traffic at varying times of day and week—helping to extend the life and vibrancy of the town east mall area beyond typical retail hours.

Additionally, Main Event aligns with the plan's emphasis on redevelopment and reinvestment in the district by repurposing a vacant anchor tenant space (the former Sears building). The project can help revitalize an underutilized part of the mall and further the city's goal of maintaining the district as a thriving destination.

In summary, the proposed CUP for Main Event is consistent with the goals and recommendations of the *Mesquite Comprehensive Plan*, supporting adaptive reuse, experiential development, and the continued transformation of the town east special planning area into a more dynamic and resilient commercial district.

## **MESQUITE ZONING ORDINANCE**

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### **SECTION 5-310(N): REVIEW CRITERIA FOR CONDITIONAL USE PERMITS**

1. The extent to which the proposed CUP promotes public health, safety, and welfare.

**STAFF COMMENTS:** By reactivating a large-vacant building, the proposal helps deter blight or disinvestment, both of which can have broader public health implications for a district.

2. The consistency of the proposed CUP with the Comprehensive Plan.

**STAFF COMMENTS:** The proposed CUP is consistent with the *Mesquite Comprehensive Plan*. The Comprehensive Plan identifies entertainment as the most needed type of development. The proposed CUP will allow for the adaptive reuse of an aging big box with a destination use that will support the area's existing retail and personal service and attract new businesses.

3. The consistency of the proposed CUP with any adopted land use policies.

**STAFF COMMENTS:** As stated previously, the proposed CUP is consistent with the Comprehensive Plan vision for the Town East Special Planning Area.

4. The extent to which the proposed CUP created nonconformities.

**STAFF COMMENTS:** The proposed CUP will create any non-conformities.

5. The compatibility with the existing uses and zoning of nearby property such that the proposed CUP will not be injurious to the use and enjoyment of other property in the immediate area for purposes already permitted, nor substantially diminish property values within the immediate vicinity.

**STAFF COMMENTS:** City Staff does not believe the proposed CUP will be injurious to existing uses. The proposed CUP will allow a family entertainment center to come to Town East Mall which should bring additional patrons to the area to further support the surrounding retail, personal service, and restaurant uses.

6. The trend of development, if any, in the general area of the property in question.

**STAFF COMMENTS:** The area surrounding the subject property within the City of Mesquite has experienced limited development activity in recent years. The last significant development in the area was in 2016, with Dicks' Sporting Goods on the adjoining site to the east.

7. Whether adequate public facilities are available including, but not limited to, schools, parks, police, and fire protection, roads, sanitary sewers, storm sewers, and water lines, or are reasonably capable of being provided prior to the development of the uses which would be permitted on the subject property if the CUP were adopted.

**STAFF COMMENTS:** Existing utilities, access roads, and drainage facilities to the site are currently available and adequate for the proposed CUP.

8. The extent to which adequate measures have been or will be taken to provide sufficient off-street parking and loading spaces to serve the proposed conditional uses.

**STAFF COMMENTS:** The subject property has sufficient off-street parking for the proposed use.

9. Whether adequate measures have been or will be taken to prevent or control offensive lights, odor, fumes, dust, noise, and vibration so that none of these will constitute a nuisance and/or violate the Mesquite City Code, including the MZO.

**STAFF COMMENTS:** City staff does not believe there will be any nuisance that will violate the Mesquite City Code.

10. Any other legally sufficient standard under Texas law.

**STAFF COMMENTS:** No staff comments.

## **CONCLUSIONS**

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### **ANALYSIS**

The proposed CUP is consistent with the *Mesquite Comprehensive Plan's* and meets the review criteria in Section 5-310(N.). The CUP will positively impact the Town East area and the community as a whole, as it will bring a modern family entertainment center to the community.

## **RECOMMENDATIONS**

City staff recommends approval of the CUP to allow a family entertainment center that will include indoor amusement, games, and activities (SIC 7999b), coin-operated amusement game room (SIC 7993), bowling centers (SIC 793), and major reception facility.

## **PUBLIC NOTICE**

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Staff mailed notices to all property owners within 200 feet of the subject property and courtesy notices within 400 feet. As of April 11, 2025, Staff has not received any returned property owner notices for the request.

## **CODE CHECK**

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A site inspection found no visible code violations as of the date of this report.

## **ATTACHMENTS**

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1. Aerial Map
2. Public Notification Map
3. Zoning Map
4. Future Land Use Map
5. Site Pictures
6. Application Materials
7. Main Event Summary of Operations
8. Conceptual Floor Plan
9. Site Location



ATTACHMENT 1 – AERIAL MAP

## Aerial Map




**Request:** CUP to allow a family entertainment center  
with indoor amusement, bowling, arcade,  
and reception facilities

**Applicant:** SCM2 Development




**Location:** 1738 N Town East Blvd  
(aka 3000 Town East Mall)

### Legend

 Area of Request

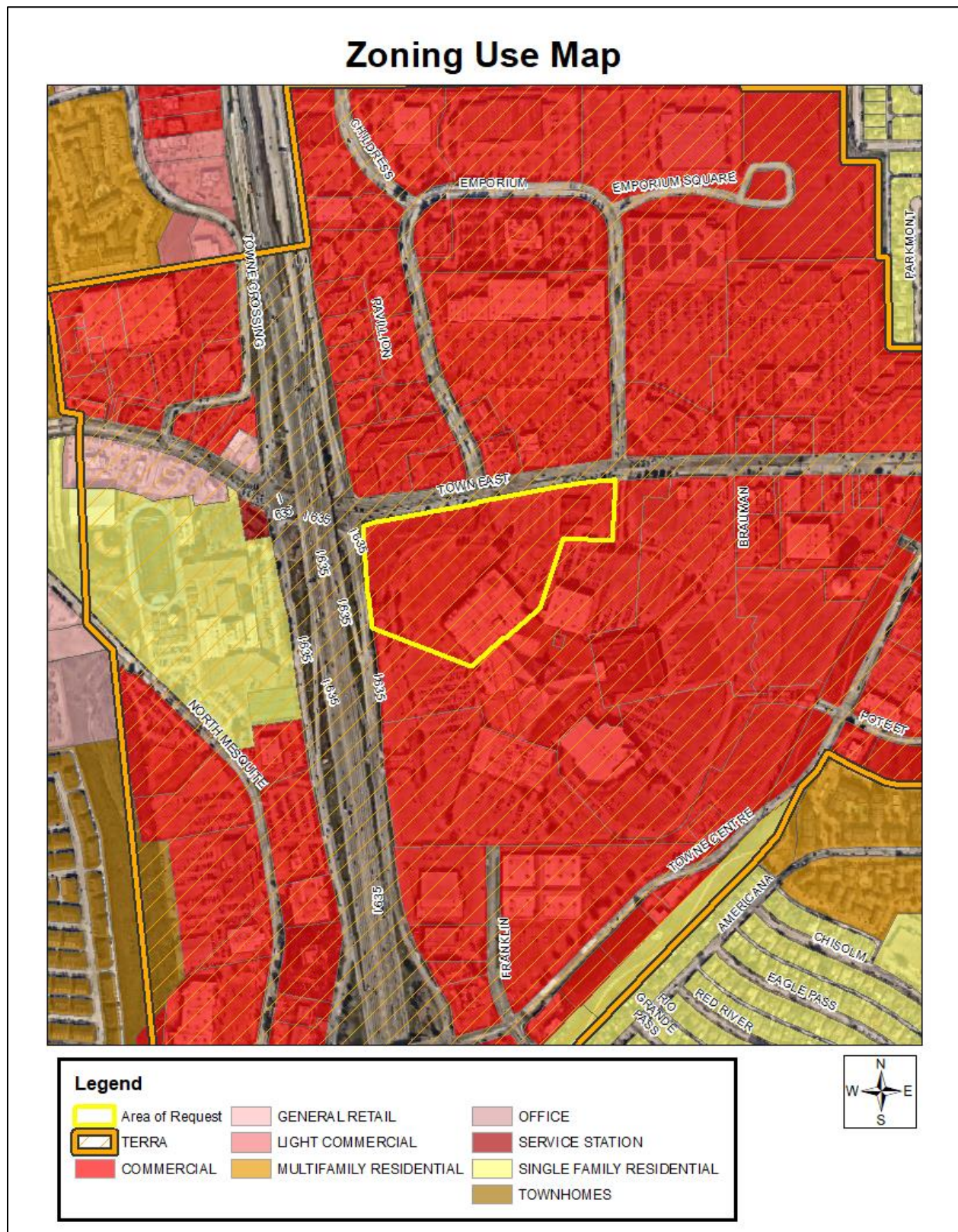
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### Legend

-  Area of Request  
 Notified Properties  
 Courtesy Notified Properties



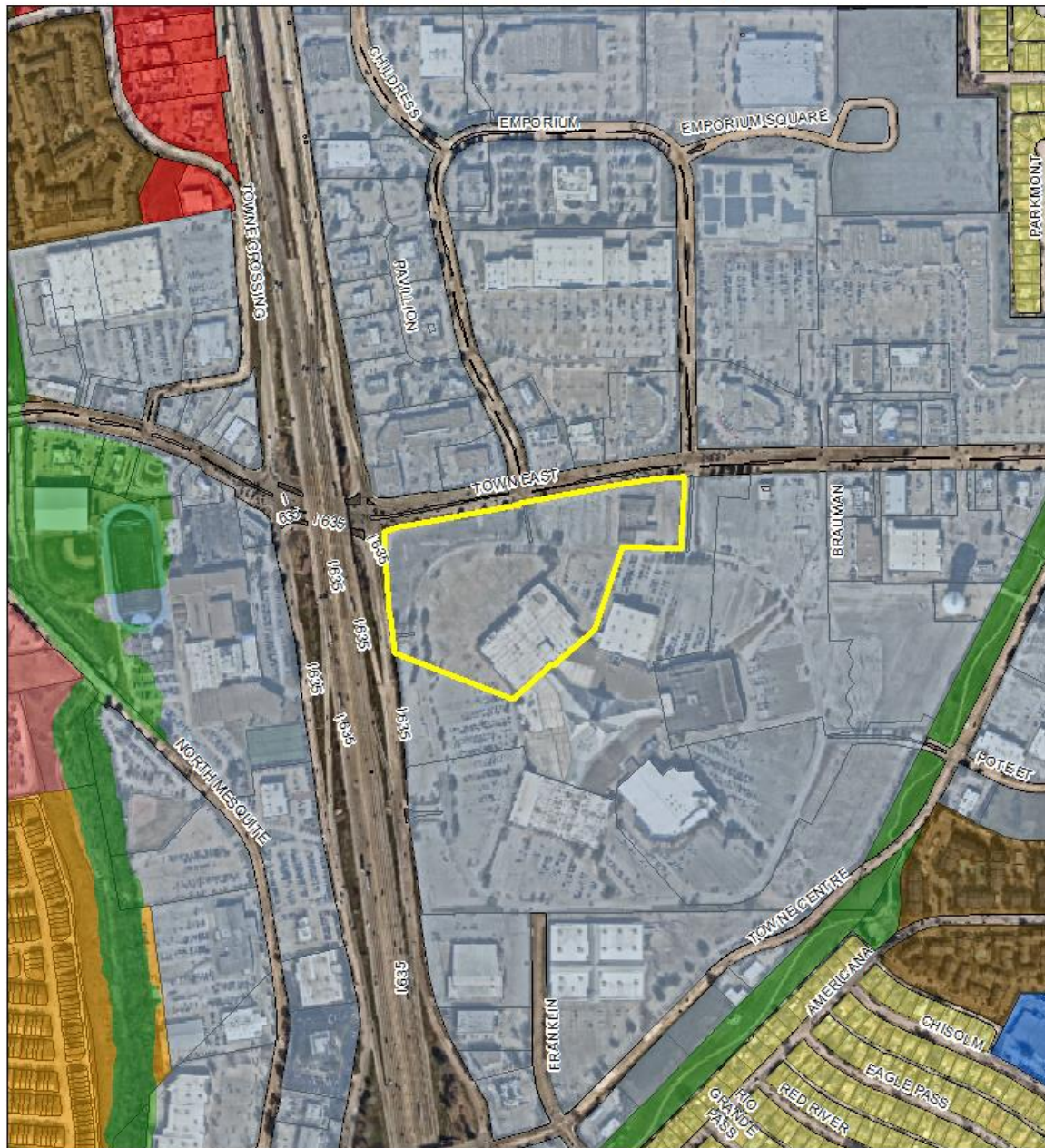
ATTACHMENT 3 – ZONING MAP





## ATTACHMENT 4 – FUTURE LAND USE MAP

### Future Land Use Map



#### Legend

- |                                 |                            |                             |
|---------------------------------|----------------------------|-----------------------------|
| Area of Request                 | Medium Density Residential | Regional Retail             |
| Town East Special Planning Area | High Density Residential   | Public/Semi-Public          |
| Low Density Residential         | Neighborhood Retail        | Parks, Open Space, Drainage |





## ATTACHMENT 5 – SITE PHOTOS



**Former Sears Building**



**Facing East along Town East Blvd**



Facing North along IH-635 Service Road



**STATEMENT OF INTENT & PURPOSE  
MAIN EVENT FAMILY ENTERTAINMENT CENTER**

300 Town East Mall  
(Former Sears Building)

SRB Mesquite, LLC (SRB), is the owner of the former Sears & Robuck property at Town East Mall, an approximate 18.67 acre tract of land that is part of the Final Plat of Town East Mall. SRB intends to redevelop the property. The first phase of the redevelopment will be to remodel the Sears building to accommodate a number of uses including retail, restaurant and entertainment. This CUP request pertains to approx. 58,000 of the ground floor of the Sears building for a Main Event Family Entertainment Center. The subject property is located at southeast corner of IH-635 and Town East Blvd. The Sears building is currently vacant and the interior of the building is currently undergoing selective demolition to make way for the new tenants. The property is described as Lot 1, Block A of the Final Plat of Town East Mall.

The Sear property along with the balance of the Town East Mall tract is currently zoned "C - Commercial" and is within the Terra Overlay District. The proposed Main Event Family Entertainment use is allowed within the current zoning designation with the approval of a Conditional Use Permit. The proposed development intends to meet the other requirements of the Zoning Ordinance and Overlay District, so no variances are being proposed.

Also, based upon the development's location at northeast corner of IH-635 and Town East Blvd., there appears to be adequate infrastructure in place for transportation/traffic, water, wastewater and stormwater drainage.

## ATTACHMENT 6 – APPLICATION MATERIALS



### City of Mesquite Conditional Use Permit Packet

Please print legibly. This application can also be completed online at [Civic Access](#).

#### Application Checklist

- ☒ Completed Application      ☒ Statement of Intent and Purpose      ☒ Zoning Exhibits A & B  
☒ Owner Authorization (page 6)      ☒ Application Fee\*

*\*Fee will be assessed at time of application submittal (\$1,000/\$1,250).*

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#### Property Information

General Location: NWC of the Town East Mall  
Physical Address: 3000 Town East Mall City, State: Mesquite, Texas  
Zip Code: 75150  
Platted: ☒ Yes ☐ No (If yes, fill in information below)  
Subdivision: Town East Mall Block: A Lot: 1

#### Applicant Information – The person filling out the application

First Name: Steve Last Name: Meier  
Phone Number: 214-632-9611 Email Address: Steve@scm-development.com  
Company Name: \_\_\_\_\_

#### Property Owner(s) Information – The owner of the property listed as physical address

Same as Applicant: ☐ Yes ☒ No (If no, fill in information below)  
First Name: Karl Last Name: Williams  
Phone Number: 972-977-3374 Email Address: Ryan@fourriverscap.com  
Mailing Address: 4514 Cole Ave Suite 1220 City, State: Dallas, TX  
(If different from physical address)  
Zip Code: 75205

October 2024

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Page 1 of 8

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## Requested Action

Existing district classification: (Select all that apply)

### Residential Zoning Districts

- ☐ AG – Agricultural    ☐ R-1 – Single Family    ☐ R-1A – Single Family    ☐ R-2 – Single Family  
☐ R-2A – Single Family    ☐ R-3 – Single Family    ☐ D – Duplex    ☐ Multifamily (less than 25 units)  
☐ Traditional Neighborhood Mixed Residential (TNMR)  
☐ Other: \_\_\_\_\_

### Non-Residential Zoning Districts

- ☐ O – Office    ☐ GR – General Retail    ☐ LC – Light Commercial    ☐ MU – Mixed Use  
☐ CB – Central Business    ☐ SS – Service Station    ☒ C – Commercial    ☐ I – Industrial  
☐ CV – Civic  
☐ Other: \_\_\_\_\_

Describe the proposed Conditional Use Permit and the purpose of the request using the space below. You may use a separate sheet if necessary. The following should be included:

1. Description of project uses.
2. If the property is currently developed, list all active businesses on the property with a brief description of each.
3. Address how the requested conditional use permit complies with the [Mesquite Comprehensive Plan](#).

1. Project use will be for a Main Event Space. Main Event Entertainment is a family-focused chain offering a mix of interactive activities like bowling, laser tag, and arcade games, alongside dining options, designed to bring people together for fun and socializing. It's a go-to spot for casual outings, birthday parties, and group events.

2. Main Event proposes to lease a portion of the 1st Floor of the vacant Sears Store at Town East Mall.

3. The development of a Main Event entertainment space within the vacant mall complies with the Mesquite Comprehensive Plan by advancing its goals for entertainment, redevelopment, and community identity. It aligns with the Future Land Use Map's emphasis on regional retail and entertainment, leverages existing infrastructure, and supports special planning areas like Town East Mall by adapting to market shifts. By incorporating recommended design and connectivity enhancements, this project could revitalize a key commercial asset, enhance Mesquite's regional appeal, and fulfill community desires for diverse entertainment options - all core values of Mesquite's Comprehensive Plan.

October 2024

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Page 2 of 8

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Address how the request meets the approval criteria in [Section 5-303](#) of the Mesquite Zoning Ordinance, outlined below.

1. **Existing Uses:** That the Conditional Use will not be injurious to the use and enjoyment of other property in the immediate area for purposes already permitted, nor substantially diminish and impair property values within the immediate vicinity.
2. **Vacant Properties:** That the Conditional Use will not impede the normal and orderly development and improvement of surrounding vacant property for uses predominant in area.
3. **Services:** That adequate utilities, access roads, drainage, and other necessary facilities have been or are being provided. Conditional uses in residential districts shall generally require direct access to an arterial street.
4. **Parking:** That adequate measures have been or will be taken to provide sufficient off-street parking and loading spaces to serve the proposed uses.
5. **Performance Standards:** That adequate measures have been or will be taken to prevent or control offensive odor, fumes, dust, noise, and vibration, so that none of these will constitute a nuisance and to control lighted signs and other lights in such a manner that no disturbance to neighboring properties will result.

You may use a separate sheet if necessary.

1. The proposed use of a Main Event Family Entertainment Center is be a vast improvement to the Town East Mall as a whole,  
not to mention it will occupy a currently vacant Sears building. And it will be a catalyst for other business to lease the other vacant  
portions of the Sears building.

2. As mentioned above the Conditional Use will not impeded any orderly development of the surrounding vacant properties, but will be  
a catalyst for the redevelopment of the entire property.

3. All necessary utilities are already present on the site and will be altered if necessary

4. The properties that make up the Town East Mall development are subject to a REA that allows Cross-Access & Parking,  
so there is more than adequate parking and more that the city code requires.

5. This Conditional Use for a Main Event Family Entertainment Center does not generate any nuisance issued as defined above.

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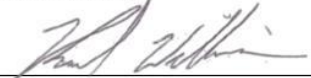
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OWNER AUTHORIZATION

1. I hereby certify that I am the owner of the subject property or the duly authorized agent of the owner of the subject property for the purpose of this application.
2. I hereby designate the person named as the applicant on page 1 of this application, if other than myself, to file this application and to act as the principal contact person with the City of Mesquite.
3. I hereby authorize the City of Mesquite, its agents or employees, to enter the subject property at any reasonable time for the purpose of taking photographs, documenting current use and current conditions of the property; and further, I release the City of Mesquite, its agents or employees from liability for any damages which may be incurred to the subject property in taking of said photographs.
4. I have read and understand the information contained in the City of Mesquite Conditional Use Permit Application.

Property Owner: Karl Williams Phone Number: 972-977-3374  
Address: 4514 Cole Avenue Suite 1220  
Dallas, TX 75205 Email Address: karlw@elmcreekinvestments.com  
Signature: 

Each property owner must complete a separate authorization form



April 11, 2025

RE: Main Event Entertainment, Mesquite, TX – Operation Statement

To Whom It May Concern:

The first Main Event opened in Lewisville, Texas, in 1998 because the founders believed that families deserved a better place than the league-driven, dusty bowling centers of the past. They developed an idea that became the first of its kind - a haven for families to share in a variety of activities like laser tag, gravity ropes, arcade games, billiards, and more, all under one (very big) roof. Over 20 years later, Main Event operates more than 50 locations in 19 states. In June of 2022, Dave & Buster's acquired Main Event and created even more energy behind the brand as it expands nationally. Dave & Buster's is publicly traded on the NASDAQ under the symbol PLAY with corporate offices in Coppell, Texas.

As a concept, Main Event offers the combination of EAT BOWL PLAY all under one roof. It has a full-service, "scratch family kitchen" menu along with bowling, state-of-the-art arcade games and other entertainment attractions, with new concepts being innovated regularly. Our arcade features 100-130 games with a combination of redemption and non-redemption games. Redemption games, such as Skee-ball or pop-a-shot, allowing the guest to earn tickets based on skill to be redeemed in our prize store. Our non-redemption games, such as driving games and Pac-Man, are for pure enjoyment. All games tickets awarded are based on the skill of the player. We encourage fun over the super competitive, social over solo, and accessible-to-everyone over games that require special expertise. We want to stir children's imaginations and inspire adults to play like kids again!

Main Event serves families of all shapes and sizes: Mom, Dad, and the kids. Your friend family. Your work family. Multiple generations of family. They all come here to make memories one smile at a time, all facilitated by the enthusiasm and hospitality of Main Event's employees. Every birthday deserves a celebration, and we make them epic. Similarly, we throw parties for groups, corporate events, holidays, and team building. With handcrafted food, one-of-a-kind experiences, and real fun together, the party is always on at Main Event.

Our proposed location in Town East Mall in Mesquite, TX will be approximately 57,000 square feet and have roughly 200 employees. On the inside, the space is multi-use/multi-functional.

Our proposed hours of operation for this location are Sunday 10:00 a.m. – Midnight; Monday 11:00 a.m. – 1:00 a.m.; Tuesday-Thursday 11:00 a.m. – 12:00 a.m.; Friday 11:00 a.m. – 2:00 a.m.; and Saturday 9:00 a.m. – 2:00 a.m. These hours may vary depending on the time of year and special events.

1221 S. Belt Line Road | Suite 500 | Coppell, Texas 75019

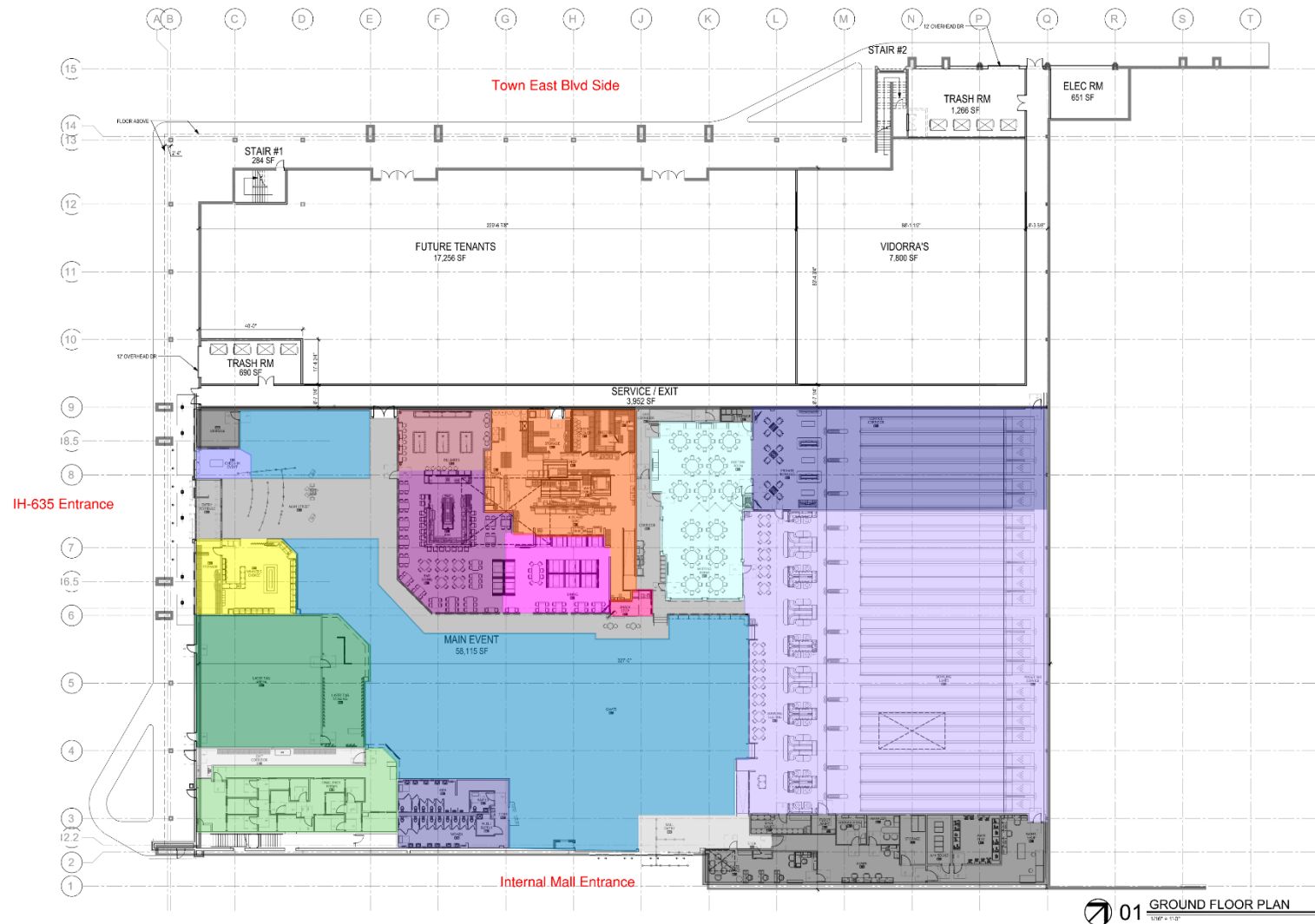


Over the course of 20+ years, we have created house policies that are implemented to allow our guests to have the most enjoyable and safe experience. Our house policy is that no guest under 18 is allowed without a parent, guardian, or responsible adult.

With respect to beer, wine, and liquor service, we require all managers and servers to be ServSafe certified; and all front-of-house employees must be ServSafe trained (i.e., take the course but not the test). ServSafe is a National Restaurant Association National Alcohol Server Training Program. In addition to ServSafe, we use the BARS Program, which is a secret shopper program that tests our servers and ensures that our staff properly request identification for alcohol purchases.

Thank you for considering our application. We look forward to joining and making memories with your community!

Main Event Entertainment, Inc.



**NCA Partners**  
ARCHITECTURE

55445 BELTON ST.  
SUITE 100  
DALLAS, TX 75246  
214.361.5501  
214.361.5505 FAX  
NCA@NCA-PA.COM

RE-PURPOSE RENOVATION:  
**SEARS SHELL**  
TOWN EAST MALL  
MESQUITE, TX

DATE	DESCRIPTION
01/20/2017	ISSUED

PRELIMINARY  
THIS DOCUMENT SHALL NOT BE  
USED FOR REGULATORY  
APPROVAL, PERMIT, OR  
CONSTRUCTION. RELEASED  
UNDER THE ACTIVITY OF  
INDIVIDUALS & CHIEF, TRUST  
LICENSED ARCHITECT

NCA JOB #: 25507

FLOOR PLAN

**A2.01**

