

PLANNING AND ZONING DIVISION

**FILE NUMBER:** Z0525-0401

**REQUEST FOR:** Conditional Use Permit **CASE MANAGER:** Ti'Ara Clark, Planner

## **PUBLIC HEARINGS**

Planning and Zoning Commission: Monday, July 14, 2025 City Council: Monday, August 4, 2025

#### **GENERAL INFORMATION**

Applicant: Thomas Forbes, Gemumori Games LLC

Requested Action: Rezone from Commercial within the TERRA Overlay District to

Commercial within the TERRA Overlay with a Conditional Use Permit to

allow a coin-operated amusement game room as a permitted use.

Location: 2156 Town East Mall (also known as 1800 N Town East)

# PLANNING AND ZONING ACTION

Decision: On July 14, 2025, the Planning and Zoning Commission recommended

approval of the request by a vote of 7-0 to approve the Conditional Use Permit to allow a coin-operated amusement game room as a permitted

use.

## SITE BACKGROUND

Platting: Town East Mall Phase 2, Block A, Lot 2

Size: 19.43 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>ZONING</u>	EXISTING LAND USE
NORTH:	C – Commercial TERRA Overlay	Restaurant and Retail Uses
SOUTH:	C – Commercial TERRA Overlay	Restaurant and Retail Uses
EAST:	C – Commercial TERRA Overlay	Restaurant and Retail Uses
WEST:	R-1 Single Family TERRA Overlay	North Mesquite High School

#### CASE SUMMARY

The applicant is requesting a Conditional Use Permit (CUP) to allow the operation of a coinoperated game room within Town East Mall. As outlined in the Mesquite Zoning Ordinance (MZO), a CUP is required for any coin-operated amusement game room within the Commercial zoning district. The proposed business will be located within an interior tenant space of the mall and is designed to offer a family-friendly entertainment experience that complements existing retail uses. According to the floor plan provided by the applicant, a total of 28 machines will be installed.

The game room will feature a variety of interactive and skill-based machines, including claw machines, capsule toy dispensers, and other arcade-style games. Prizes will include plush toys, collectibles, and items themed after popular franchises such as Anime, Disney, SpongeBob, and Pokémon. The machines are designed to appeal to a wide range of ages, with some specifically intended for younger guests.

The proposed hours of operation will align with the mall's standard hours, from 11:00 a.m. to 8:00 p.m. The nature of the proposed use is expected to be compatible with surrounding mall tenants and the overall character of the Town East Mall.

## **MESQUITE COMPREHENSIVE PLAN**

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."

#### STAFF COMMENTS:

The proposed Conditional Use Permit is consistent with the goals of the Mesquite Comprehensive Plan for the Town East Special Planning Area. As the largest retail center in the city, the area is intended to support a diverse mix of commercial and entertainment uses. The addition of a coin-operated amusement game room within Town East Mall complements the area's function as a regional shopping and activity destination. By offering a family-friendly entertainment option, the proposed use supports continued revitalization of the mall and aligns with the district's ongoing efforts to enhance its appeal through redevelopment.

#### **MESQUITE ZONING ORDINANCE**

## 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:** The proposed CUP will operate indoors within an existing tenant space, and therefore poses no health or safety risks as it will be required to comply with all applicable city codes and regulations.

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 in the Town East Mall area. The proposed CUP will add to the existing entertainment uses in the mall.

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

**STAFF COMMENTS:** The proposed CUP aligns with the Comprehensive Plan's vision for the Town East Special Planning Area. As a note, in May of this year, the City Council approved a similar use involving a family entertainment center with coin-operated amusement devices within the Town East Mall as well.

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

**STAFF COMMENTS:** The proposed CUP will not create any non-conformities.

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.

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

**STAFF COMMENTS:** As previously mentioned, the former Sears box store was recently approved for a Main Event, which is a family entertainment center that includes uses similar to those proposed in this CUP request.

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**

### **ANALYSIS**

The proposed CUP is consistent with the *Mesquite Comprehensive Plan* and meets the review criteria in Section 5-310(N.).

#### **RECOMMENDATIONS**

City staff recommends approval of the CUP to allow a coin-operated amusement game room as a permitted use at 2156 Town East Mall (also known as 1800 Town East Mall).

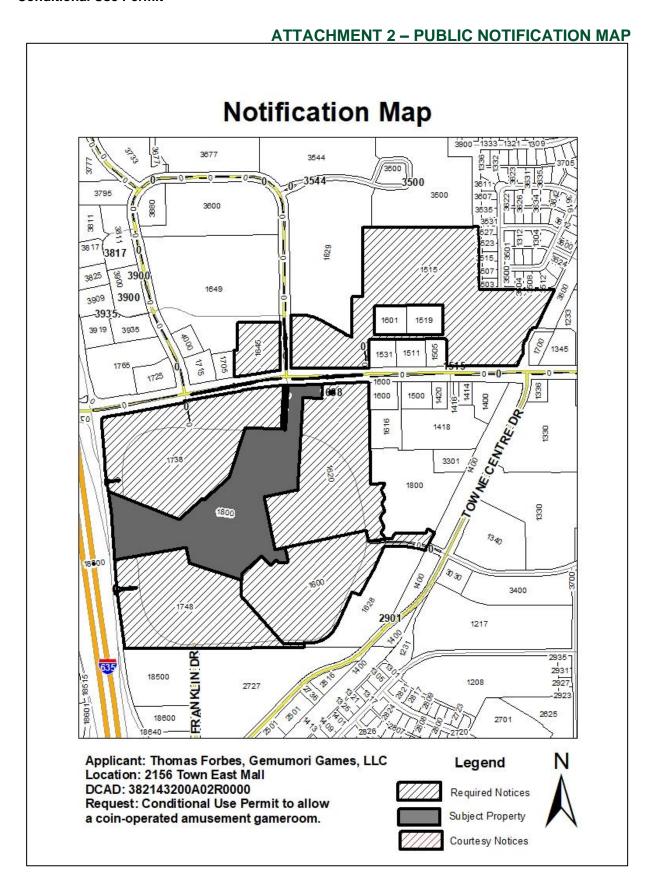
## **PUBLIC NOTICE**

Staff mailed notices to all property owners within 200 feet of the subject property and courtesy notices within 400 feet. As of July 7, 2025, Staff has not received any returned property owner notices for the request.

## **ATTACHMENTS**

- 1. Aerial Map
- 2. Public Notification Map
- 3. Zoning Map
- 4. Future Land Use Map
- 5. Site Pictures
- 6. Application Materials
- 7. Conceptual Floor Plan

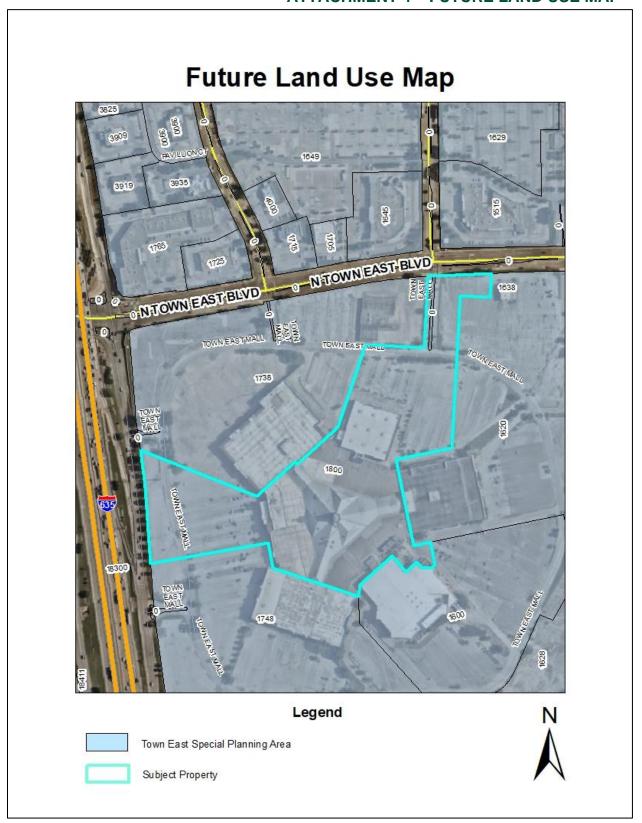
# **Aerial Map** N TOWN EAST BLVD O NITOWN EAST BLVD Applicant: Thomas Forbes, Gemumori Games LLC Legend Location: 2156 Town East Mall (also known as 1800 N Town East) Subject Property Request: Conditional Use Permit 0 87.5175 350 525 700



# **ATTACHMENT 3 – ZONING MAP**



# **ATTACHMENT 4 - FUTURE LAND USE MAP**



# **ATTACHMENT 5 – SITE PHOTOS**



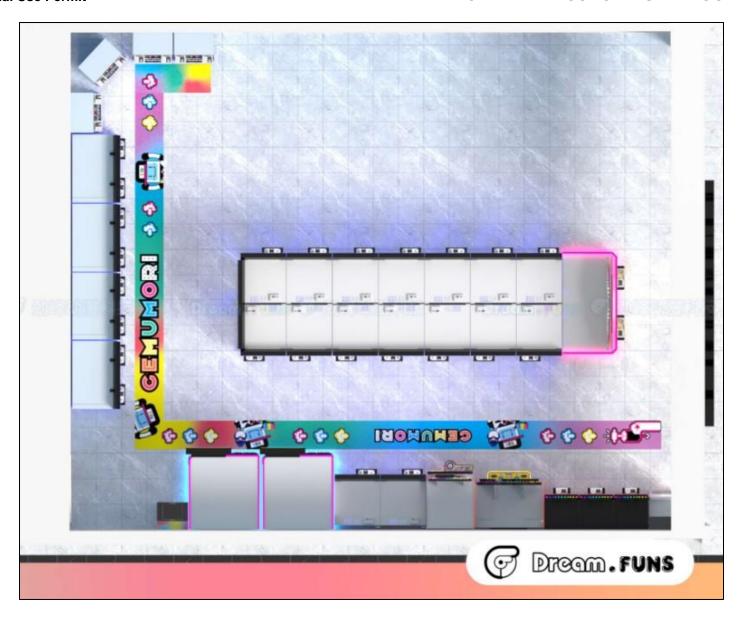
Facing northeast along Town East Mall entrance



Facing East toward Town East Mall

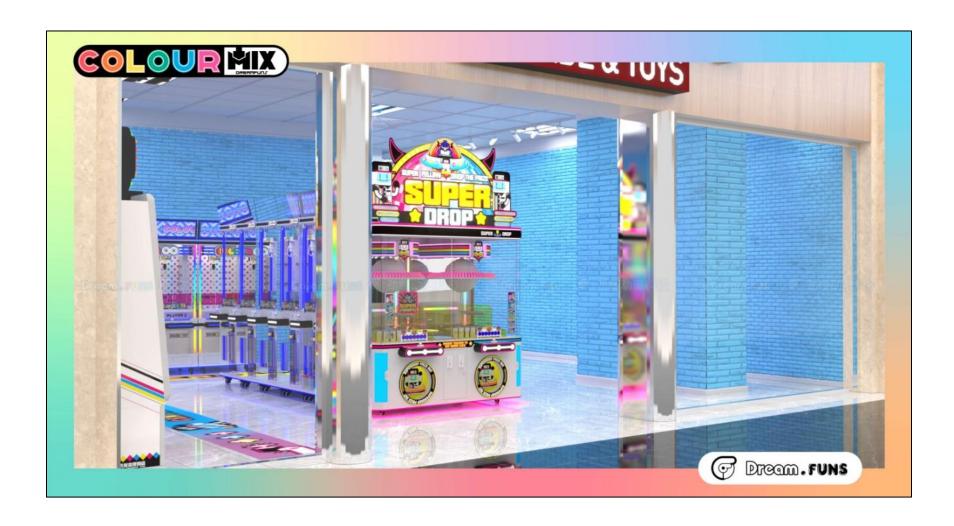
# **ATTACHMENT 6 – APPLICATION MATERIALS**

Proje	ct Name: Gemumori Games LC Submittal Date: 5/29/25
Appl	ication Type (check all that apply)
000	Rezoning
this a full r mate appli	beby certify that I am the owner or duly authorized agent of the owner, of the subject property for the purposes of application. I hereby give CONSENT to Thomas to be a consent to the purpose of agent/representative) to act on my behalf, to submit or have submitted this application and all required rial and documents, and to attend and represent me at all meetings and public hearings pertaining to the cation(s) indicated above. Furthermore, I hereby give consent to the party designated above to agree to all terms conditions which may arise as part of the approval of this application.
I furthe be of the information with to pre-	eby certify I have full knowledge of the property I have an ownership interest in is the subject of this application ther certify the statements or information made in any paper or plans submitted herewith are true and correct to est of my knowledge. I understand this application, related material and all attachments become official records to City of Mesquite, Texas, and will not be returned. I understand that any false, inaccurate or incomplete mation provided by me or my agent/representative will result in the denial, revocation or administrative drawal of this application, request, approval or permit. I acknowledge that additional information may be required occess this application. I further agree to all terms and conditions, which may be imposed as part of the approval is application.
for t amer phot Mes	eby authorize the City of Mesquite, its agents or employees, to enter the subject property at any reasonable time the purpose of 1) Erecting, maintaining, or removing "Change of Zoning" signs, which indicate that a zoning adment is under consideration and which indicate how further information may be obtained, and 2) Taking ographs documenting current use and current conditions of the property; and further, I release the City of quite, its agents or employees from liability for any damages which may be incurred to the subject property in the ting, maintaining, or removal of said signs or the taking of said photographs.
Cur	rent Property Owner Information
Nan	ress: 2063 Town Trast Mall City, State, ZIP: Mesquite, Texas 75150
	nt/Representative Information  ne: Thomas Forbes Jr. Plano, TX
	ress: 8428 Mesa Virde Dr. City, State, ZIP: 75025





# ATTACHMENT 7 - CONCEPTUAL FLOOR PLAN



# ATTACHMENT 7 – CONCEPTUAL FLOOR PLAN

