

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: October 13, 2025

FROM: Maria De Mesa, Project Planner

SUBJECT: Conditional Use Permit (CUP) - Poplar Market Plaza (Exit 4 Escape Room) – To Allow an Amusement Arcade Use (Escape Room) at 330 Market Boulevard, Suite 102, Case #252077

INTRODUCTION:

Savage Construction (Cory Albertson), representing franchise owner (Martway Ventures LLC) and property owner (Alan Kosten), requests approval of a CUP to allow a 1,679-square foot amusement arcade (escape room) at 330 Market Boulevard, Suite 102 (see Exhibits 1 and 3). A “Conditional Use” is a use of land not necessarily appropriate to be allowed “by right” for all properties within a zoning district without close scrutiny by the Town. Certain conditions (see Exhibits 2 and 4) are applicable to a CUP must be reviewed on a case-by-case basis to promote the public health, safety, welfare, morals, order, comfort, convenience, appearance, prosperity, or general welfare. CUPs are approved by the Board of Mayor and Aldermen (BMA), after a recommendation from the Planning Commission (PC). The subject property is zoned SCC: Shopping Center Commercial and is surrounded by SCC zoning to the north, south, east and west. The property allows for commercial, retail, and restaurant uses. The Town’s Zoning Ordinance says a CUP is required for amusement arcade uses in SCC: Shopping Center Commercial Zoning Districts.

BACKGROUND:

Suite 102 was an addition to the shopping center in 2010. The space is currently occupied by the Goodwill Donation Center. The proposed escape room will occupy the space once Goodwill has finished its lease.

The PC recommended approval of the requested CUP on September 4, 2025, removing a condition about sound baffling (see Exhibits 2 and 6).

DISCUSSION:

1. The indoor escape room is anticipated to be frequented by families and groups of young adults (see Exhibits 3 and 5).

- There will be four (4) themed rooms, a reception desk, and a seating area for guests. No food or alcohol will be sold.
- The business will be appointment-based with timed sessions typically lasting about 60 minutes each. A maximum of 11 participants is allowed per session.
- The subject property is zoned SCC: Shopping Center Commercial Zoning District, allowing amusement arcades (escape room) with a CUP.

2. The use is going into an existing tenant space with minimal exterior changes planned (see Exhibit 5).

- The existing building is on the northwest corner of Poplar Market Plaza where the Goodwill Donation Center is currently located.

- An existing loading dock northside of the building will be converted into an emergency exit. A separate Site Plan Modification application will be required before any façade changes can be made.
- There are multiple existing driveways connecting to Market Boulevard as well as Poplar Avenue, and approximately 900 shared parking spaces throughout the entire 20.44-acre property.
- Separate sign permits will be required for any signs. Any reserved parking signage will need to comply with §151.180 of the Zoning Ordinance.

3. There will be negligible impacts on traffic, water, and sewer from this use since this will occupy an existing building.

4. The building plans included with the CUP application are not being approved at this time. The building plans will require a separate review and approval process by the Town's Building and Codes Division.

STAFF RECOMMENDATION: Staff recommends approval of the CUP, with the conditions of approval (Exhibit 2), as the request is consistent with the Grounds for Issuance of a CUP (Exhibit 4) in § 151.0214, and the proposed use and existing site design is compatible with surrounding development and minimizes any adverse impacts to adjacent property.

ATTACHMENTS:

[Exhibit 1 - Location Map - Contact Information.pdf](#)

[Exhibit 2 - PC Conditions of Approval - 9-4-25.pdf](#)

[Exhibit 3 - Applicant Cover Letter - 7-28-25.pdf](#)

[Exhibit 4 - Staff Response to CUP Criteria.pdf](#)

[Exhibit 5 - Conceptual Site Layout - 7-28-25.pdf](#)

[Exhibit 6 - Sound Baffling Response - 9-4-25.pdf](#)

PROPOSED MOTION:

To approve a CUP for an amusement arcade (escape room) at 330 Market Boulevard Suite 102, subject to the conditions in Exhibit 2.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						