

## REPORT TO THE PLANNING COMMISSION

**MEETING DATE:** September 4, 2025

**SUBJECT:**

Case #252077 – Poplar Market Plaza (Exit 4 Escape Room) – Conditional Use Permit (CUP) to allow an amusement arcade use (escape room) at 330 Market Boulevard, Suite 102

**INTRODUCTION:**

- Savage Construction (Cory Albertson), representing franchise owner (Martway Ventures LLC) and the property owner (Alan Kosten), requests recommendation of a Conditional Use Permit (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.

**KEY POINTS:**

**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.
- The business will be appointment-based with timed sessions typically lasting about 60 minutes each. A maximum of 11 participants is allowed per session.
- No food or alcohol will be sold.
- The subject property allows for uses as regulated in the SCC: Shopping Center Commercial Zoning District.
- Uses such as an amusement arcade (escape room) are only allowed with a CUP in SCC Zoning Districts.

**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 example 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 8-29-25.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](#)

**PROPOSED MOTION:**

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