

APPLICANT'S NARRATIVE

Application Explanation and Description of Request or Project
The applicant, Thao Nguyen, requests a Specific Use Permit to operate Claw Up, an indoor arcade featuring 15-20 claw machines for customer use and prize redemption. The business will occupy Suite 120 within the existing commercial building. No exterior modifications to the building or parking lot are proposed. Interior renovations will comply with all applicable building, fire, and safety codes. The property is located on a 4.46-acre parcel (as shown on the zoning map) and is currently zoned LR-2, Local Retail. All landscaping and site features will remain in compliance with City of Carrollton requirements. This SUP request ensures that the proposed arcade use is reviewed and approved under the City's zoning regulations for conditional or special uses.

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PLSUP 2025-151

Claw Up – Business Plan

Business Name: Claw Up

Location: Carrollton, Texas

Business Model: Arcade Amusement/Family Entertainment

Target Opening: December 13-24, 2025 (12 days prior to Christmas)

Operation Hours:

Monday - Friday: 11:30am - 9pm

Saturday: 11:30am - 10:30pm

Sunday: 12am - 9pm

Claw Up does not sell, serve, or provide alcohol or food. Customers may bring their own beverages but Claw Up is not responsible for verifying the contents and does not authorize alcohol consumption on the premises. A posted sign inside the store will clearly state "No Alcohol Allowed on the Premises." Staff will be trained to enforce this policy to ensure a safe and family-friendly environment.

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1. Executive Summary

Claw Up is a premium claw machine arcade offering a curated mix of anime-themed plushies, collectible figures, and seasonal prizes. Our store will be designed as an interactive, Instagram-ready experience that draws repeat visits through themed events, high-quality machines, and fair win rates.

We aim to be a traffic-driving tenant that appeals to families, teens, and young adults – bringing consistent foot traffic to the retail center year-round.

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2. Business Description

Claw Up will feature 15-20 claw machines, each stocked with premium plushies and collectibles sourced from verified suppliers. We will incorporate seasonal decorations and event tie-ins (Halloween Week, 12 Days of Christmas, anime-themed weekends, etc.) to encourage customers to visit multiple times per month. We will add some arcade game machines in the future (approximately 1-2 machines). All machines will be coin-operated. There will be a trade-in prize redemption shelf behind the cashier counter. Customers can buy tokens at the counter or use the kiosk.

Key Differentiators:

- Anime-focused prize selection unique to the area
- Seasonal and holiday events to boost traffic
- Social media-friendly environment to
- generate organic buzz
- Trade-up prize program for repeat play incentive
- Loyalty Program for repeat and regular customers

3. Market & Competitive Landscape

Industry Overview:

The arcade and amusement market in the U.S is growing due to nostalgia-driven entertainment, experiential retail, and the rise of Tiktok/Instagram-friendly venues. Carrollton's strong family and young adults demographics make it an ideal location.

Local Competitors:

- Round1 Bowling & Arcade – large entertainment center, high price point, non-specialized prizes
- Dave & Buster's – adult-focused entertainment, less anime/cute theme
- Nova Claw - High win rates but limited anime inventory
- Claw Zania – Strong online presence but smaller event calendar
- Claw Mania Kingdom – Large arcade but inconsistent maintenance

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Staffing:

- 1-2 part-time attendants during peak hours
- Owner-managed during weekdays

Suppliers:

- Licensed figure distributors
- Verified plush manufacturers

Timeline:

- Renovations (if needed): Estimated 3-4 weeks for flooring, wall finishes, and signage installation
- Certificate of Occupancy (CO): estimated 1-2 weeks after renovation
- Special Use Permit (SUP): estimated 6-8 weeks
- Machine Delivery & Setup: 45-50 days from order placement
- Target Opening: December 13-24, 2025 (12 days prior to Christmas)

6. Benefits to Property

- Consistent year-round foot traffic from families, teens, and young adults
- Social media marketing that showcases the shopping center
- Seasonal events to boost visits during slower retail periods