

APPLICANT'S NARRATIVE



Narrative for Event Center SUP

Application: DBA: The Ark

3050 N. Josey Lane Suite 160

Case No. PLSUP2024-166

Initial date: 10/14/2024

Revision date:

11/18/2024

The requested SUP for an event center is for a general event space that is available to the public to rent for events such as wedding receptions, birthdays, baby showers, graduations and other celebrations and conferences and seminars. Events must be ethical and family-friendly to ensure the event center maintains compatibility with the surrounding uses. The Ark seeks to be a safe, peaceful, and well-organized place for community gatherings.

Operations and Event Management:

The owner of the business will personally manage events and approve all contracts for events to ensure they are appropriate users of the event center. The owner is a Carrollton resident. He will be available to neighbors to promptly address all concerns.

The floor plan shows the public entrance will be facing Josey Lane and elevations of this facade are provided to show the new entrance doors, which will lead into an entry vestibule for patrons to help control sound. We will also provide separate access to the caterer's kitchen on this side of the building to streamline operations and minimize disturbances. Front doors will not be allowed to be propped open during events.

Staff members, including one manager, two cleaning staff, and a minimum of two security guards, will park in the rear of the building. To further reduce potential impacts on the neighboring residential area, the eastern rear doors are designated for staff use only. These doors will remain closed (one way out, with a push bar for exit only) during events. Signage will be on the inside of the staff door to ensure any exterior noise during clean up and clocking out is minimized during quiet hours.

The event center will not offer on-site food preparation; all food and beverage service will be provided exclusively by caterers and licensed bartenders. For any BYOB events, a TABC-licensed bartender will be required to manage the alcohol service. Alcohol service will be strictly limited to no more than four hours, ending at least one hour before the event concludes. These measures aim to uphold a safe, controlled environment. In addition,

all staff will receive specialized training, such as through Copper Star or a similar program, to maintain high standards of safety, security, and hospitality for attendees, staff, and the surrounding community.

No outdoor activities or outdoor speakers are proposed. A minimum of two licensed security or off-duty police officers will be at every event, without exception and must be present during the entirety of the event, to ensure that attendees are indoors during the event and not loitering on the property.

Hours of operation:

The event center will be available for rental Wednesday through Sunday, as well as on major holidays, with operating hours from 10:00 AM to 1:00 AM. However, no single event will exceed six hours in duration within the operating window, with cleanup limited to one hour past the event's conclusion. These restrictions are designed to balance the event center's use with the surrounding community's needs for quiet and security.

Parking and Security:

Our site plan includes 348 off-street parking spaces, which meets the event center's parking needs and those of surrounding retail businesses. Parking guidance will be provided in rental agreements to minimize friction between event attendees and patrons of nearby businesses. Attendees will be directed to park in the western and northern portions of the parking lot, away from the primary entrances of other businesses.

Security lighting is already in place in the rear staff parking area, and it is designed to prevent light spillage into the adjacent residential alley. With staff and vendor parking in the rear, the front of the building will be reserved for guests, maintaining a clear flow of traffic and parking.

Security cameras will be installed to monitor the event center doors to ensure it is being used as intended and to discourage unsanctioned activities. Security cameras will also monitor parking areas and discourage vehicular crimes of attendees' vehicles.

Noise and Community Impact Mitigation:

The building's construction features concrete exterior walls, no windows, and the interior will be designed for sound reduction and control through front and rear vestibules. An existing screening wall along the eastern property line, coupled with existing residential fencing, will create additional barriers to minimize noise and visual disturbances for nearby residents. The building is also set back approximately 109 feet from the nearest residential structure, further distancing event activities from homes. The doors will remain closed during events to isolation sound to within the event center. Contracts for rental will prohibit events from bringing their own speakers or sound system to the event center. The event center speakers

will be monitored for volume and bass to maintain noise levels well below the noise ordinance violation levels.

Community Benefits:

The location of this event center is well-suited for its purpose, offering ample parking, sound mitigation, and security to ensure compatibility with the surrounding neighborhood. The LR-2 District base zoning is intended for more intense retail uses; however, we believe this event center is an appropriately compatible use for this district and surrounding properties. It will be equal or less intense of a use than a restaurant, which does not require an SUP nor has restrictions on operations. Positioned approximately 800 feet north of another event center, there is minimal risk of overlapping parking demand. Additionally, by providing a professionally managed, versatile venue, this event center will support local small business development and offer the community a safe, well-regulated space for celebrations and gatherings.

Given these careful considerations regarding noise control, parking, safety, and community compatibility, we believe the proposed event center will have no adverse impact on surrounding residents and will contribute positively to the local business environment.