

APPLICANT'S NARRATIVE

City File No: 08-16SUP2
Java Gaming Café Narrative
2701 Old Denton Rd.
Carrollton, TX 75007

What is eSports? Wikipedia defines eSports as “a form of sports where the primary aspects of the sport are facilitated by electronic systems; the input of players and teams as well as the output of the eSports system are mediated by human-computer interfaces”. Simply put, it is a competition between individual players or teams on a computer gaming network or gaming console.

Columbia College President Scott Dalrymple said in a statement to The Daily Dot, “eSports aren’t the future, they’re the present. True skill at video gaming is just as impressive—and just as legitimate—as excellence in traditional sports.”

As the new era of technology is here, schools have already recognized electronic gaming as a real competitive sport just like football, baseball, and basketball. The first college to realize this was Robert Morris University in Chicago. In 2014, this University was the first to offer scholarships to electronic gamers and build a custom electronic gaming classroom with even a coach to serve as guidance to the players. Since then, several other universities have followed, the most recent being the University of California at Irvine. The University of California at Irvine recently announced that it will become the first public university to launch a League of Legends (computer game) eSports scholarship program beginning in the fall of 2016. Riot Games (a video game developer, publisher and eSports tournament organizer) established in 2006, will be supporting the move by funding a new PC cafe on campus available for all students. This cafe will be built in the model of South Korean PC cafes and will offer a "premium League of Legends experience," though other games will be available as well.

Electronic gaming is becoming so popular that even universities are offering scholarships to potential student gamers. Where can people in the Dallas area go to play electronic games and socialize with like-minded gamers? There is Shadow Lan Gaming in Richardson and PC Gaming Lan in Garland. Both companies provide electronic gaming for people but that is about all.

Java Gaming Café, located at 2701 Old Denton Road, Suite 132 in Carrollton, TX (the old Café Paris and Baden Baden), would like to be the electronic gaming mecca in the Dallas area. Not only will we provide a new, unique, and exciting family-friendly gaming cafe experience in our beloved City of Carrollton, but Java Gaming Cafe will also be the first electronic gaming café with a complete kitchen and coffee/bubble tea bar. It will also feature 60 state-of-the-art computer gaming stations, 20 video game console stations and enough room for patrons to sit down and enjoy the atmosphere. THERE ABSOLUTELY WILL NOT BE ANY **SLOT MACHINES OR GAMBLING DEVICES** IN JAVA GAMING CAFÉ! We will be open 7 days a week with these hours of operations:

Sunday to Thursday: 11:00 am - 12:00am
Friday and Saturday: 11:00am - 2:00am

How can Java Gaming Café handle such a big endeavor? I have partnered with my sister and her husband to open Java Gaming Café. My brother-in-law has opened five electronic gaming cafes in South Korea, the world leader in electronic gaming cafes. My sister and I have been in the service industry for over 10 years in the Dallas area working from server to general manager. We feel confident that we have the knowledge and experience to open an amazing PC gaming café.

Java Gaming Café hopes to be as much of an asset to the City of Carrollton as H Mart is. We will bring a great family-oriented venue to Carrollton that has absolutely **NO SLOT MACHINES OR GAMBLING DEVICES** on its property and **WILL NOT BE SERVING ALCOHOL**. We have ample space to fit a bar and we can make more profit selling alcohol but we wanted an atmosphere where parents can bring their children to Java Gaming Café without worrying about drunk customers or anyone offering minors alcoholic drinks. This is why we consciously chose not to sell alcohol and keep our business family-friendly for all ages.

Java Gaming Café will offer fresh fusion Asian/Mexican food to our patrons. We will be serving food that is unique and delicious to our guest. We hope that guests will fall in love with our food and come from other cities to try out our fair. Our food will be prepared in the kitchen, which will be located downstairs (990 square feet dining area).

The coffee/bubble tea bar will be upstairs where the lounge and gaming areas (2950 square feet lounge and gaming area) will be located. We will not only be serving a great variety of coffee and bubble tea, but we will also be selling fresh fruit smoothies too. This area will be great for families to come spend time with one another, even if they do not play electronic games.

We are planning on having Nintendo, Sony PlayStation, and Microsoft Xbox consoles in our twenty video gaming console stations. These consoles will be connected to 50 to 55 inch 1080p flat screen televisions and have headset for each guest. There will be a number of stations made for two patrons and others made for four patrons to play video games together. We will provide titles of all kinds so all ages can enjoy and play.

The computers used for online gaming will have Intel i5 central processing units with at least a GTX 970 Graphics card that will enable players to play any computer game on the market such as League of Legends, Dota 2, StarCraft, Counter-Strike and Minecraft. We will have 27 inch 144 hertz computer monitors with keyboards and headsets that light up in different colors. We want to provide the best equipment that we can afford, so our patrons can have the best experience of their lives.

There might be question about Java Gaming Café being a detriment to the surrounding property or businesses or the City of Carrollton. I can assure the City of Carrollton that my family and I will do everything in our power to not be a detriment to our great City, but be a merit. My family has lived in Texas since 1984 and in Dallas since 1985. We grew up in Richardson and moved to Carrollton in 1999. We lived in Carrollton when Mervyns was open, went out of business, stayed vacant for few years and became the ever popular H Mart shopping center. My father was a minister for over 30 year before he

past away in 2009. He left a great legacy for our family and was well known in the Korean community. We will not shame our family or the City of Carrollton by opening and operating anything that is illegal or looked down on by the community. Our family knows most of the Korean business owners and prominent Korean Association Leaders in Dallas. We have lived in Dallas for 32 years and plan on living here another 32 years. I briefly mention our family background because the Korean community (business owners, patrons, and association leaders), especially at H Mart know me-as Reverend Choi's son and my family too well. Even if the City does not inspect our business daily for illegal operation, we will have patrons and the surrounding community to watch if our business does anything illegal or not approved by the City. I have too much on the line for myself and my family to do anything illegal or operate a business that will shame me, and especially my family. My family and I will have to move to a different city or state because we will not be able to show our faces in Dallas. If we wanted to operate an illegal operation such as slot machine or anything else not approved by the City or State, we definitely would not have leased a store in Carrollton, especially next to H Mart, nor go through the vigorous process of obtaining a Special Permit.

Java Gaming Café strives to make an atmosphere which stresses **NO SMOKING, NO ALCOHOL,** and **NO GAMBLING** to welcome customers of all ages from toddler to adult. We hope to bring more people from around the DFW area to Carrollton to not only enjoy our venue, but also come see what the great City of Carrollton has to offer. New guest can visit all of the wonderful small business that resides in our City like Blooms Candy Store and The Old Craft Store. Also, new visitors of Carrollton can find out and visit all our wonderful parks like W.J. Thomas Park and Splash, Greenbelt Park, and Rosemead Rainforest Aquatic Complex. We would also like to provide a safe place for students to come practice eSports and hon their skills to one day have a chance to get a scholarship to a university like UC Irvine. Java Gaming Café will provide delicious healthy food, fresh and tasty non-alcoholic beverages, and a venue where people of all age can come play video games in a safe and friendly atmosphere.

APPLICANT'S EXHIBIT
AERIAL PHOTO

