

# PETITION FOR SPECIAL HEARING

TO THE ZONING COMMISSIONER OF BALTIMORE COUNTY:

The undersigned, legal owner(s) of the property situate in Baltimore County and which is described in the description and plat attached hereto and made a part hereof, hereby petition for a Special Hearing under Section 500.7 of the Baltimore County Zoning Regulations, to determine whether or not the Zoning Commissioner and/or Deputy Zoning Commissioner should approve

a Family Entertainment Restaurant with accessory coin-operated amusement devices as a permitted commercial recreation enterprise in a BM Zone.

Property is to be posted and advertised as prescribed by Zoning Regulations.

I, or we, agree to pay expenses of the above Special Hearing advertising, posting, etc., upon filing of this Petition, and further agree to and are to be bound by the zoning regulations and restrictions of Baltimore County adopted pursuant to the Zoning Law for Baltimore County.

I/We do solemnly declare and affirm, under the penalties of perjury, that I/we are the legal owner(s) of the property which is the subject of this Petition.

LESSEE  
Contract: Family Entertainment Center  
(Type or Print Name of ESSEX, INC.)  
Signature: [Signature]  
Address: Suite 204, 401 E. Jefferson Street  
City and State: Rockville, Maryland 20850  
Attorney for Petitioner:  
Newton A. Williams, Esquire  
William M. Hesson, Jr., Esquire  
Signature: [Signature]  
Address: 204 West Pennsylvania Avenue  
City and State: Towson, Maryland 21204  
Attorney's Telephone No.: 823-7800

Legal Owner(s): A. V. Williams Trust  
Contract: Martin Plaza, Inc.  
(Type or Print Name)  
Signature: William T. Poole, Jr., Vice Pres.  
Address: 1460 Martin Boulevard, Martin Plaza Center  
City and State: Essex, Maryland 21220  
Name, address and phone number of legal owner, contractor, purchaser or representative to be contacted:  
William Poole, Manager, Williams Management Services  
Address: Martin Plaza Center  
City and State: Essex, Maryland 21220  
Phone No.: 574-8666

ORDERED By The Zoning Commissioner of Baltimore County, this 11th day of May, 1982, that the subject matter of this petition be advertised, as required by the Zoning Law of Baltimore County, in two newspapers of general circulation throughout Baltimore County, that property be posted, and that the public hearing be had before the Zoning Commissioner of Baltimore County in Room 106, County Office Building in Towson, Baltimore County, on the 24th day of June, 1982, at 1:30 o'clock P.M.

[Signature]  
Zoning Commissioner of Baltimore County

# PETITION FOR SPECIAL EXCEPTION

TO THE ZONING COMMISSIONER OF BALTIMORE COUNTY:

The undersigned, legal owner(s) of the property situate in Baltimore County and which is described in the description and plat attached hereto and made a part hereof, hereby petition for a Special Exception under the Zoning Law and Zoning Regulations of Baltimore County, to use the herein described property for an arcade as a use in combination with a family entertainment restaurant.

Property is to be posted and advertised as prescribed by Zoning Regulations.

I, or we, agree to pay expenses of above Special Exception advertising, posting, etc., upon filing of this petition, and further agree to and are to be bound by the zoning regulations and restrictions of Baltimore County adopted pursuant to the Zoning Law for Baltimore County.

I/We do solemnly declare and affirm, under the penalties of perjury, that I/we are the legal owner(s) of the property which is the subject of this Petition.

LESSEE  
Contract: Family Entertainment Centers of Essex, Inc.  
(Type or Print Name)  
Signature: David M. Roberts, President  
Address: 401 E. Jefferson St., Suite 204  
City and State: Rockville, MD 20850  
Attorney for Petitioner:  
Newton A. Williams, Esquire  
William M. Hesson, Jr., Esquire  
Signature: [Signature]  
Address: 204 West Pennsylvania Avenue  
City and State: Towson, Maryland 21204  
Name, address and phone number of legal owner, contractor, purchaser or representative to be contacted:  
William Poole, Manager, Williams Management Services  
Address: Martin Plaza Center  
City and State: Essex, Maryland 21220  
Phone No.: 574-8666

Legal Owner(s): A. V. Williams Trust  
Contract: Martin Plaza, Inc.  
(Type or Print Name)  
Signature: William T. Poole, Jr., Vice Pres.  
Address: 1460 Martin Boulevard  
City and State: Baltimore, Maryland 21220  
Name, address and phone number of legal owner, contractor, purchaser or representative to be contacted:  
William Poole, Manager, Williams Management Services  
Address: 1460 Martin Boulevard  
City and State: Essex, Maryland 21220  
Phone No.: 574-8666

ORDERED By The Zoning Commissioner of Baltimore County, this 11th day of May, 1982, that the subject matter of this petition be advertised, as required by the Zoning Law of Baltimore County, in two newspapers of general circulation throughout Baltimore County, that property be posted, and that the public hearing be had before the Zoning Commissioner of Baltimore County in Room 106, County Office Building in Towson, Baltimore County, on the 24th day of June, 1982, at 1:30 o'clock P.M.

[Signature]  
Zoning Commissioner of Baltimore County

RE: PETITION FOR SPECIAL EXCEPTION : BEFORE THE ZONING COMMISSIONER  
PETITION FOR SPECIAL HEARING  
10.16' SW of Middle River Rd., 462' : OF BALTIMORE COUNTY  
NW of centerline of Martin Blvd., :  
15th District :

A. V. WILLIAMS TRUST, et al. : Case No. 82-286-XSPH  
Petitioners :

## ORDER TO ENTER APPEARANCE

Mr. Commissioner:

Pursuant to the authority contained in Section 524.1 of the Baltimore County Charter, I hereby enter my appearance in this proceeding. You are requested to notify me of any hearing date or dates which may be now or hereafter designated therefor, and of the passage of any preliminary or final Order in connection therewith.

Peter Max Zimmerman  
Deputy People's Counsel

John W. Hesson, III  
People's Counsel for Baltimore County  
Rm. 223, Court House  
Towson, Maryland 21204  
494-2188

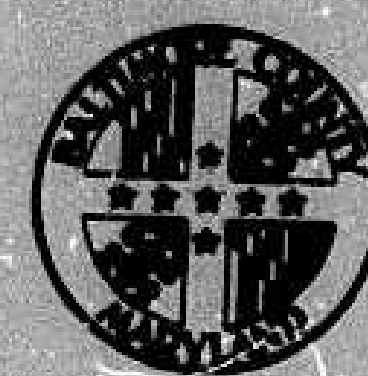
I HEREBY CERTIFY that on this 2nd day of June, 1982, a copy of the foregoing Order was mailed to Newton A. Williams, Esquire and William M. Hesson, Jr., Esquire, Nolan, Plumhoff & Williams, Chartered, 204 W. Pennsylvania Avenue, Towson, Maryland 21204, Attorneys for Petitioners; and David M. Roberts, President, Family Entertainment Centers of Essex, Inc., 401 E. Jefferson St., Suite 204, Rockville, MD 20850, Lessee.

John W. Hesson, III

## BALTIMORE COUNTY

## ZONING PLANS

## ADVISORY COMMITTEE



## PETITION AND SITE PLAN

## EVALUATION COMMENTS

## BALTIMORE COUNTY ZONING PLANS ADVISORY COMMITTEE

COUNTY OFFICE BLDG.  
111 W. Chesapeake Ave.  
Towson, Maryland 21204

Chairman  
Nicholas B. Commodari

MEMBERS  
Bureau of Engineering  
Department of Traffic Engineering  
State Roads Commission  
Bureau of Fire Prevention  
Health Department  
Project Planning  
Building Department  
Board of Education  
Zoning Administration  
Industrial Development

June 15, 1982

RE: Item No. 223  
Petitioner - A. V. Williams Trust  
Special Exception and Special  
Hearing Petition

Dear Mr. Williams:

The Zoning Plans Advisory Committee has reviewed the plans submitted with the above referenced petition. The following comments are not intended to indicate the appropriateness of the zoning action requested, but to assure that all parties are made aware of plans or problems with regard to the development plans that may have a bearing on this case. The Director of Planning may file a written report with the Zoning Commissioner with recommendations as to the suitability of the requested zoning.

In view of your clients' proposal to locate a family entertainment restaurant with amusement devices in the existing shopping center, this special exception is required. In view of the fact that this petition was filed prior to Bill #29-32, a special hearing request was also included with this petition. Even though it is not necessary, it was your decision to have it included in the advertising. A similar request (Case #82-276-X) has been scheduled for a property on Belair Road north-east of Lincoln Avenue.

Particular attention should be afforded to the comments of the Department of Permits and Licenses.

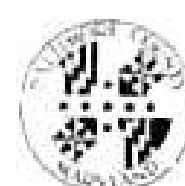
Item No. 223  
Petitioner - A. V. Williams Trust  
Page 2

Enclosed are all comments submitted from the members of the Committee at this time that offer or request information on your petition. If similar comments from the remaining members are received, I will forward them to you. Otherwise, any comment that is not informative will be placed in the hearing file. This petition was accepted for filing on the date of the enclosed filing certificate and a hearing scheduled accordingly.

Very truly yours,  
[Signature]  
NICHOLAS B. COMMODARI  
Chairman  
Zoning Plans Advisory Committee

Enclosures

cc: George William Stephens, Jr. & Assoc., Inc.  
303 Allegheny Avenue  
Towson, Maryland 21204



BALTIMORE COUNTY  
DEPARTMENT OF PUBLIC WORKS  
TOWSON, MARYLAND 21204

HARRY J. PISTEL, P.E.  
DIRECTOR

May 25, 1982

Mr. William E. Hammond  
Zoning Commissioner  
County Office Building  
Towson, Maryland 21204

Re: Item #223 (1981-1982)  
Property Owner: A. V. Williams Trust (Martin Plaza, Inc.)  
W/S Middle River Rd. 462' N. from centerline of Martin Blvd.  
Acres: 2.19 District: 15th

Dear Mr. Hammond:

The following comments are furnished in regard to the plat submitted to this office for review by the Zoning Advisory Committee in connection with the subject item.

### General:

Martin Boulevard (Md. 700) is a State Road; therefore, all improvements, intersections, entrances and drainage requirements as they affect the road come under the jurisdiction of the Maryland State Highway Administration. Any utility construction within the State Road right-of-way will be subject to the standards, specifications and approval of the State in addition to those of Baltimore County.

Baltimore County highway and utility improvements are not directly involved.

This office has no further comment in regard to the plan submitted for Zoning Advisory Committee review in connection with this Item 223 (1981-1982).

Very truly yours,

[Signature]  
ROBERT A. MORTON, P.E., Chief  
Bureau of Public Services

RAM:EAM:FWR:SS

cc: Jack Wimbley

1-NE Key Sheet  
14 & 15 NE 32 & 33 Pos. Sheets  
NE 4 H Topo  
90 Tax Map



Maryland Department of Transportation  
State Highway Administration

Lowell K. Bridwell  
Commissioner  
M. S. Catlett  
Acting Commissioner

May 5, 1982

Mr. William Hammond  
Zoning Commissioner  
County Office Bldg.  
Towson, Maryland 21204

Att: Mr. N. Commodari

Re: ZAC Meeting of May 4, 1982  
ITEM: #223  
Property Owner: A.V. Williams Trust (Martin Plaza Inc.)  
Location: W/S Middle River Road 462' N. from centerline of Martin Blvd.  
Existing Zoning: BU-CGC  
Proposed Zoning: Special Hearing to approve a Family Entertainment Restaurant with accessory coin-operated amusement devices as a permitted commercial recreation enterprise.  
Special Exception for an arcade as a use in combination am. or accessory use with a family entertainment restaurant.  
Acres: 2.19  
District: 15th

Dear Mr. Hammond:

On review of the plan of April 19, 1982 and field inspection, for a Special Hearing, the State Highway Administration finds the plan generally acceptable.

Very truly yours,

[Signature]  
Charles Lee, Chief  
Bureau of Engineering  
Access Permits

CL:GW:raw By: George Wittman  
cc: Mr. J. Wimbley Teletypewriter for Impaired Hearing or Speech  
383-7555 Baltimore Metro - 565-0451 D.C. Metro - 1-800-492-5062 Statewide Toll Free  
P.O. Box 717 / 107 North Calvert St., Baltimore, Maryland 21203 0717







The Honorable William E. Hammond -2- May 11, 1982

March 8, 1982, the Liquor Board gave Mr. Hesson and Family Entertainment Center of Essex, Inc., one last extension requiring that the matter be completely cleared up and any zoning relief final and the License transferred and ready to be utilized by not later than September 8, 1982. The Liquor Board has informed us that no further extensions will be granted, and the Board has been very gracious in granting several extensions to allow the Council to enact amusement machine legislation, as well as to obtain the special exception required by Bill 29-82.

3.) In addition to this Liquor Board deadline, Williams Management, Inc., one of the owners of the center, has kept a vacant space available for Pizza Time literally for months waiting for the Council to clear up the amusement machine area by new legislation. As we will all recall, the first amusement machine bill passed by the Council was vetoed by the County Executive, and this veto added to the delay.

Based upon what we believe are very compelling hardship factors, we are respectfully requesting that this case for Pizza Time filed in the name of Williams Management, Inc., be scheduled in Mid-June, as soon as possible after the Bill becomes effective.

We have checked with Mr. Commodari and there does not seem to be any problem with any of the agencies who will be filing further Zoning Advisory Committee comments and thus a June scheduling will in no way conflict with any Baltimore County agencies' comment or with the State Highway Administration comment. As we are all well aware, in order to obtain a final zoning decision on this special exception beyond appeal, a date in June is most important. Also, such a date will allow my partner, Bill Hesson, to re-appear before the Liquor Board, hopefully well in advance of the deadline to complete the License Transfer.

Thanking you and your staff for your kind attention to this urgent request and looking forward to scheduling the matter with your staff, I am,

Respectfully yours,

*Newton A. Williams*

Newton A. Williams

NAW:ak

cc: See Next Page

The Honorable William E. Hammond -3- May 11, 1982

cc: The Honorable Jean M. H. Jung  
Deputy Zoning Commissioner  
Baltimore County Office Building  
Towson, Maryland 21204

cc: Mr. Nicholas Commodari  
Zoning Advisory Committee Chairman  
Baltimore County Office Building  
Towson, Maryland 21204

cc: Mr. David M. Roberts, President  
and Mr. Patrick Hopf  
Family Entertainment Centers, Inc.  
401 E. Jefferson St. Suite 204  
Rockville, Maryland 20852

cc: Mr. William Poole  
Williams Management, Inc.  
1460 Martin Boulevard  
Baltimore, Maryland 21220

cc: Mr. Sid Hicks, Realtor  
Trout & Fox  
5 E. Redwood Street  
Baltimore, Maryland 21202

LAW OFFICES  
NOLAN, PLUNKHOFF & WILLIAMS  
CHARTERED  
204 WEST PENNSYLVANIA AVENUE  
TOWSON, MARYLAND 21204  
May 11, 1982  
J. EARLE PLUNKHOFF  
NEWTON A. WILLIAMS  
WILLIAM M. HESSON, JR.  
THOMAS J. HENNER  
KENNETH H. MASTERS  
STEPHEN J. NOLAN  
WILLIAM P. ENGLEHART, JR.  
JAY M. SADOWSKI  
O. SCOTT BARNHART  
AREA CODE 800  
TELEPHONE  
823-7800  
MAILING ADDRESS  
P.O. BOX 8486  
TOWSON, MARYLAND 21204

The Honorable William E. Hammond  
Baltimore County Zoning Commissioner  
Baltimore County Office Building  
Towson, Maryland 21204

Re: Urgent Need for Special Exception For Use in  
Combination Arcade with a Restaurant To Be Known  
As Pizza Time Theater At Martin Plaza, Martin Blvd.  
Baltimore County, Maryland

Dear Commissioner Hammond:

Confirming my telephone conversation with you this morning as well as my lengthy conversations of May 10, 1982 with Mr. Commodari of your staff, it is imperative for a number of reasons that this Special Exception request for an arcade as a part of a family theme restaurant be heard during the month of June, 1982.

The compelling reasons and the urgency in this matter are based upon the following:

- 1.) Just as in the case of the Rivertowne Restaurant heard and granted by your Deputy, Mrs. Jung, our client, Family Entertainment Centers, Inc., trading as Pizza Time Theater have literally waited for months for the amusement machine area to be cleared up by appropriate council regulations, ultimately Bill 29-82 to become effective in early June.
- 2.) Just as in the case of Rivertowne, we also are in a situation where time is of the very essence of the matter, particularly due to the need for transferring a Liquor License before its expiration. My partner, Bill Hesson, has repeatedly appeared before the Liquor Board in connection with an alcoholic beverage license transfer to allow beer and wine to be served in the Pizza Time Theater, a vital part of the overall concept. On

The Honorable William E. Hammond -2- May 11, 1982

March 8, 1982, the Liquor Board gave Mr. Hesson and Family Entertainment Center of Essex, Inc., one last extension requiring that the matter be completely cleared up and any zoning relief final and the License transferred and ready to be utilized by not later than September 8, 1982. The Liquor Board has informed us that no further extensions will be granted, and the Board has been very gracious in granting several extensions to allow the Council to enact amusement machine legislation, as well as to obtain the special exception required by Bill 29-82.

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We have checked with Mr. Commodari and there does not seem to be any problem with any of the agencies who will be filing further Zoning Advisory Committee comments and thus a June scheduling will in no way conflict with any Baltimore County agencies' comment or with the State Highway Administration comment. As we are all well aware, in order to obtain a final zoning decision on this special exception beyond appeal, a date in June is most important. Also, such a date will allow my partner, Bill Hesson, to re-appear before the Liquor Board, hopefully well in advance of the deadline to complete the License Transfer.

Thanking you and your staff for your kind attention to this urgent request and looking forward to scheduling the matter with your staff, I am,

Respectfully yours,

*Newton A. Williams*

Newton A. Williams

NAW:ak

cc: See Next Page

The Honorable William E. Hammond -3- May 11, 1982

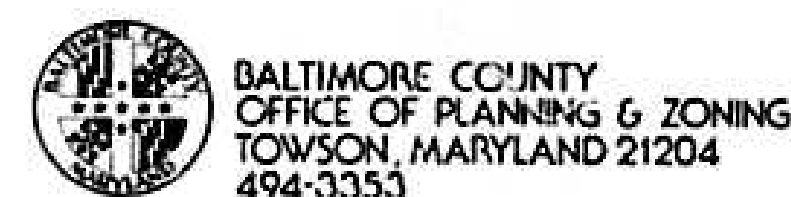
cc: The Honorable Jean M. H. Jung  
Deputy Zoning Commissioner  
Baltimore County Office Building  
Towson, Maryland 21204

cc: Mr. Nicholas Commodari  
Zoning Advisory Committee Chairman  
Baltimore County Office Building  
Towson, Maryland 21204

cc: Mr. David M. Roberts, President  
and Mr. Patrick Hopf  
Family Entertainment Centers, Inc.  
401 E. Jefferson St. Suite 204  
Rockville, Maryland 20852

cc: Mr. William Poole  
Williams Management, Inc.  
1460 Martin Boulevard  
Baltimore, Maryland 21220

cc: Mr. Sid Hicks, Realtor  
Trout & Fox  
5 E. Redwood Street  
Baltimore, Maryland 21202



WILLIAM E. HAMMOND  
ZONING COMMISSIONER

July 2, 1982

Newton A. Williams, Esquire  
204 West Pennsylvania Avenue  
Towson, Maryland 21204

RE: Petitions for Special Exception and  
Special Hearing  
Begin. 10.16' SW of Middle River Rd.,  
462' NW of the center line of Martin Blvd. -  
15th Election District  
A. V. Williams Trust, et al - Petitioners  
NO. 82-286-XSPH (Item No. 223)

Dear Mr. Williams:

I have this date passed my Order in the above captioned matter in accordance with the attached.

Very truly yours,

*Jan M. H. Jung*  
JAN M. H. JUNG  
Deputy Zoning Commissioner

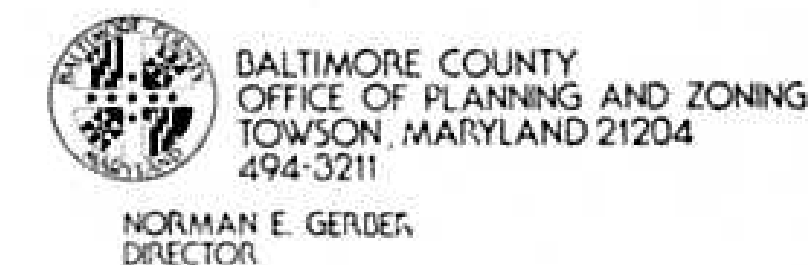
JMHJ/mc

Attachments

cc: Ms. Lynn Fell  
1578 Becklow Avenue  
Baltimore, Maryland 21220

Mrs. Alberta Pugh  
843 Middlesex Road  
Baltimore, Maryland 21221

John W. Hession, III, Esquire  
People's Counsel



NORMAN E. GERDER  
DIRECTOR

June 11, 1982

Mr. William E. Hammond, Zoning Commissioner  
Zoning Advisory Committee  
Office of Planning and Zoning  
Baltimore County Office Building  
Towson, Maryland 21204

Dear Mr. Hammond:

Comments on Item #223, Zoning Advisory Committee Meeting, May 4, 1982, are as follows:

Property Owner: A.V. Williams Trust (Martin Plaza, Inc.)  
Location: W/side Middle River Road 462' N. from centerline of Martin Blvd  
Acres: 2.19  
District: 15th

This office has reviewed the subject petition and offers the following comments. These comments are not intended to indicate the appropriateness of the zoning in question, but are to assure that all parties are made aware of plans or problems with regard to development plans that may have a bearing on this petition.

This petition meets the requirements of the Division of Current Planning and Development.

Very truly yours,

*John L. Whibley*  
John L. Whibley  
Planner III  
Current Planning and Development

JLW:rh



DONALD J. ROOP, M.D., M.P.H.  
DEPUTY STATE & COUNTY HEALTH OFFICER

June 16, 1982

Mr. William E. Hammond, Zoning Commissioner  
Office of Planning and Zoning  
County Office Building  
Towson, Maryland 21204

Dear Mr. Hammond:

Comments on Item 223, Zoning Advisory Committee Meeting of May 4, 1982 are as follows:

Property Owner: A. V. Williams Trust (Martin Plaza, Inc.)  
Location: W.S Middle River Road 462' N. from centerline of Martin Blvd.  
Existing Zoning: BM-CCC  
Proposed Zoning: Special Hearing to approve a Family Entertainment Restaurant with accessory coin-operated amusement devices as a permitted commercial recreation enterprise. Special Exception for an arcade as a use in combination and/or accessory use with a family entertainment restaurant.

Acres: 2.19  
District: 15th

Metropolitan water and sewer exist.

If a food service facility is proposed, complete plans and specifications must be submitted to the Plans Review Section, Environmental Support Services, Baltimore County Department of Health, for review and approval prior to construction.

Very truly yours,

*Jan J. Forrest*  
Jan J. Forrest, Director  
BUREAU OF ENVIRONMENTAL SERVICES

IJF:ru



## BALTIMORE COUNTY, MARYLAND

## INTER-OFFICE CORRESPONDENCE

William E. Hammond  
Zoning Commissioner  
Date: June 11, 1982

Norman E. Gerber, Director  
Office of Planning and Zoning  
FROM: Zoning Petition No. 82-286-XSPH  
SUBJECT: Petitioner: A. V. Williams Trust, et al

This office is not opposed to the granting of the subject request.

*Norman E. Gerber*  
Norman E. Gerber  
Director of Planning and Zoning

NEG:JGP:dme

**Petition  
For Special  
Exception  
And Special  
Hearing**

15TH DISTRICT  
ZONING: Petition for  
Special Exception and  
Special Hearing

LOCATION: 10.16 ft.  
Southwest of Middle River  
Road, 462 ft. Northwest of  
the centerline of Martin  
Boulevard

DATE & TIME: Thurs-  
day, June 24, 1982, at 1:30  
P.M.

PUBLIC HEARING:  
Room 106, County Office  
Building, 111 W. Chesapeake  
Avenue, Towson, Maryland

The Zoning Commission  
of Baltimore County,  
by authority of the  
Zoning Act and Regulations  
of Baltimore County  
will hold a public hearing  
on the following:

Petition for Special  
Exception for an area as a  
family entertainment restaurant  
Special Hearing under Section 600.7 of the  
Baltimore County Zoning  
Regulations, to determine  
whether or not the Zoning  
Commissioner and/or  
Deputy Zoning Commissioner  
should approve a family  
entertainment restaurant  
with accessory coin-operated  
amusement devices as a permitted  
commercial use in a B-1 zone.

All that parcel of land in  
the Fifteenth District of  
Baltimore County.

Beginning for the same  
at a point distant 462 feet  
more or less North 28°  
West from the center line  
intersection of Middle River  
Road and Martin Boulevard  
said point of  
beginning also being distant  
10.16 feet South 61°  
56' 32" West from the  
southwest right-of-way  
line of Middle River Road  
and distant 228.09 feet  
North 28° 09' 28" West  
from a Point of Tangent  
marked No. 1 on the said  
southwest right-of-way  
line of Middle River Road  
as shown on a Plat of Martin  
Plaza Shopping Center  
filed among the Plat Records  
of Baltimore County in  
Plat Book E.H.K., Jr.  
48 folio 86 thence 11 South  
8° 47' 40" East 126.00 feet  
thence 21 South 89° 13' 50"  
West 115.00 feet thence 12  
South 6° 04' 33" West  
137.00 feet thence 47 North  
89° 54' 25" East 240.00 feet  
thence 51 South 8° 04' 33"  
West 27.00 feet thence 61  
North 28° 09' 28" West  
119.02 feet thence 71 North  
6° 04' 33" East 203.00 feet  
thence 81 South 53° 06' 55"  
East 272.36 feet thence 91  
North 59° 13' 30" East  
149.24 feet thence 101  
North 0° 47' 40" West  
184.50 feet thence 111  
North 60° 12' 30" East  
70.00 feet thence 121 South  
0° 47' 40" East 68.00 feet  
and thence 131 North 89°  
13' 50" East 34.00 feet to  
the place of beginning.

Containing 2.19 acres of  
land more or less.

Being the property of  
A. V. Williams Trust, et al,  
as shown on plat plan filed  
with the Zoning Department.

Hearing Date: Thursday,  
June 24, 1982, at 1:30  
P.M.

Public Hearing: Room  
106, County Office Building,  
111 W. Chesapeake Avenue,  
Towson, Maryland.

BY ORDER OF  
William E. Hammond  
Zoning Commissioner  
Of Baltimore County

**The Times**

Middle River, Md., June 3, 1982

This is to Certify, That the annexed

was inserted in The Times, a newspaper printed

and published in Baltimore County, once in each

of \_\_\_\_\_ successive

weeks before the \_\_\_\_\_ day of \_\_\_\_\_, 1982

*John D. White* Publisher.



PROPOSED FAMILY ENTERTAINMENT CENTER RESTAURANT  
PIZZA TIME THEATRE AT MARTIN PLAZA, BALTIMORE COUNTY, MARYLAND  
SUGGESTED CONDITIONS AS A RESULT OF MEETING WITH CONCERNED NEIGHBORS

1. The Special Exception for arcade shall be restricted to a family entertainment type of restaurant of the general type of such restaurants, known as Pizza Time Theatre, River Town, and Show Biz Pizza, and in no case shall permit an arcade as the sole or primary use.

2. Amusement devices shall be primarily located in a specific area devoted to such amusement devices, and the total square footage devoted to amusement devices shall not exceed twenty-five percent (25%) of the gross floor area.

3. In the event that the family entertainment restaurant shall permanently cease or be permanently abandoned, the arcade Special Exception shall be deemed to have been vacated and abandoned.

4. The family entertainment restaurant shall provide a security guard available to the public entrance during the opening of the restaurant and otherwise as follows:

a. During the first six weeks following opening during all evening operating hours, weekdays and weekends, and on Saturday and Sunday all operating hours.

b. During the next succeeding two months after the first six weeks during all Saturday and Sunday operating hours.

c. Thereafter as needed to maintain a wholesome family atmosphere.

The parties hereto, Family Entertainment Centers of Essex, Inc., the Essex Middle River Community Council of Essex, Inc., and the Ballard Gardens Civic

Association, Inc., agree that the foregoing conditions shall be presented to the Baltimore County zoning authorities as suggested conditions to be included in any order granting a special exception for a Pizza Time Theatre restaurant at Martin Plaza in the Essex area of Baltimore County.

APPROVED AND AGREED AS ABOVE, WHEREFORE, the parties have set their hands, this 25th day of June, 1982.

Attest:

*Newton O. Williams*  
Newton O. Williams  
Ballard Gardens Civic and Improvement Association, Inc.

*Newton O. Williams*  
Newton O. Williams  
Essex Middle River Community Council, Inc.

*Newton O. Williams*  
Newton O. Williams  
Family Entertainment Centers of Essex, Inc.

Newton A. Williams, Esquire  
Nolan, Flyschoff & Williams  
204 West Pennsylvania Avenue  
Towson, Maryland 21204

cc: G. V. Stephens & Assoc., Inc.  
303 Allegheny Avenue  
Towson, Maryland 21204

BALTIMORE COUNTY OFFICE OF PLANNING & ZONING

County Office Building  
111 W. Chesapeake Avenue  
Towson, Maryland 21204

Your Petition has been received and accepted for filing this 11th day of June, 1982.

*William E. Hammond*  
WILLIAM E. HAMMOND  
Zoning Commissioner

Petitioner: A. V. Williams Trust  
Petitioner's Attorney: Newton A. Williams  
Reviewed by: Nicholas B. Commodari  
Chairman, Zoning Plans  
Advisory Committee

CERTIFICATE OF POSTING  
ZONING DEPARTMENT OF BALTIMORE COUNTY  
Towson, Maryland

District: 15 Date of Posting: 6/5/82  
Posted for: Petitioner for Special Exception and Special Hearing  
Petitioner: A. V. Williams Trust, et al  
Location of property: 10.16' SW of Middle River Rd., 462' NW of the centerline of Martin Blvd.  
Location of Signs: 101 - facing Middle River Rd., located facing Martin Blvd., located facing Middle River Rd., located facing Middle River Rd.  
Remarks: 101 - facing Middle River Rd., located facing Martin Blvd., located facing Middle River Rd., located facing Middle River Rd.  
Posted by: *James A. Coleman* Date of return: 6/11/82  
Number of Signs: 4

and Improvement Association agree that the foregoing conditions shall be presented to the Baltimore County zoning authorities as suggested conditions to be included in any order granting a special exception for a Pizza Time Theatre restaurant at Martin Plaza in the Essex area of Baltimore County.

APPROVED AND AGREED AS ABOVE, WHEREFORE, the parties have set their hands, this 25th day of June, 1982.

Attest:

*Newton O. Williams*  
Newton O. Williams  
Ballard Gardens Civic and Improvement Association, Inc.

*Newton O. Williams*  
Newton O. Williams  
Essex Middle River Community Council, Inc.

*Newton O. Williams*  
Newton O. Williams  
Family Entertainment Centers of Essex, Inc.

PETITIONER'S  
EXHIBIT 8

POSSESSION & USE 6.01 The Premises are to be used solely for the conduct of a business under the trade name of CHUCK E CHEESES PIZZA TIME THEATER which trade name shall be used by Tenant throughout the term hereof, and Tenant shall not use or advertise itself under any other name, style, or designation, and use or trade under or for the sale and exclusive purpose of: A family restaurant such occupancy shall be for the sale of pizza and incidental thereto the sale of beer and specializing primarily in the sale of pizza and incidental thereto the sale of beer and the wine for on premises consumption only, and otherwise conforming generally with the menu and entertainment facilities in effect from time to time in the national restaurant chain (including franchisees) known as Pizza Time Theater, Inc. The foregoing notwithstanding, however, regardless of the menu or operation of the Pizza Time Theater Chain, in no event may Tenant, without Landlord's written consent

survive the expiration of the term of this Lease.

Specialize primarily in a type of food other than pizza, or derive less than half of its revenues from the sale of food or beverage. Tenant shall use all reasonable efforts to enforce a policy that no customers under the age of 18 shall be permitted in the premises unless accompanied by a parent or guardian.

Part of Pizza Time Lease  
2.C. Pet. Exh. 6.  
Martin Plaza  
2/19/1982

PETITIONER'S  
EXHIBIT 6

Suggested Conditions As A Result Of  
Meeting With Concerned Neighbors

1. The Special Exception for arcade shall be restricted to a family entertainment type of restaurant of the general type of such restaurants, known as Pizza Time Theatre, River Town, and Show Biz Pizza, and in no case shall permit an arcade as the sole or primary use.
2. The Floor Area primarily devoted to amusement devices and childrens rides shall not exceed twenty-five percent (25%) of the gross floor area of the building occupied by the family entertainment restaurant.
3. In the event that the family entertainment restaurant shall permanently cease or be permanently abandoned, the arcade special exception shall be deemed to have been vacated and abandoned.

4. Security guard during educational, opening period - 6 weeks - evenings and all day weekends - 2 months - all day - and evenings on weekends - thereafter as needed.

Pet. 2.C. Exh. 5.  
PETITIONER'S  
EXHIBIT 5



BALTIMORE COUNTY  
OFFICE OF PLANNING & ZONING  
TOWSON, MARYLAND 21204  
494-3353

WILLIAM E. HAMMOND  
ZONING COMMISSIONER

Jun: 25, 1982

Mr. William Poole, Manager  
Williams Management Services  
Martin Plaza Center  
1460 Martin Boulevard  
Essex, Maryland 21220

Re: Petition for Spec. Exception & Spec. Hearing  
Begin, 10.16' SW of Middle River Rd., 462' NW of the centerline of Martin Blvd.  
A. V. Williams Trust, et al - Petitioners  
Case #82-286-XSPH Item #223

Dear Mr. Poole:

This is to advise you that \$94.41 is due for advertising and posting of the above property.

Please make the check payable to Baltimore County, Maryland, and remit to Arlene January, Zoning Office, Room 113, County Office Building, Towson, Maryland 21204, before the hearing.

Very truly yours,

*William E. Hammond*  
WILLIAM E. HAMMOND  
Zoning Commissioner

BALTIMORE COUNTY, MARYLAND  
OFFICE OF FINANCE - REVENUE DIVISION  
MISCELLANEOUS CASH RECEIPT

No. 107687

DATE: 6/24/82 ACCOUNT: 01-662

AMOUNT: \$94.41

RECEIVED FROM: David M. Roberts

FOR: Advertising & Posting Case #82-286-XSPH

6 05400000848120 8258A

VALIDATION OR SIGNATURE OF CASHIER



Newton A. Williams, Esq.  
William M. Hesson, Jr., Esq.  
204 W. Pennsylvania Avenue  
Towson, Maryland 21204

Re: Petition for Special Exception & Special Hearing  
10.16' SW of Middle River Rd., 462' NW of the centerline  
of Martin Boulevard  
A. V. Williams Trust, et al - Petitioners  
Case #82-286XSPH

TIME: 1:30 P. M.

DATE: Thursday, June 24, 1982

PLACE: ROOM 106 COUNTY OFFICE BUILDING, 111 W. CHESAPEAKE AVENUE.

TOWSON, MARYLAND

cc: Mr. Martin Poole  
Martin Plaza Center  
1460 Martin Boulevard  
Essex, Maryland 21220

Family Entertainment Center of Essex, Inc.  
Suite 201 - 401 E. Jefferson Street  
Rockville, Maryland 20850

BALTIMORE COUNTY, MARYLAND  
OFFICE OF FINANCE - REVENUE DIVISION  
MISCELLANEOUS CASH RECEIPT

No. 106868

DATE 7/2/72 ACCOUNT 01-062  
AMOUNT 500.00  
RECEIVED FROM Wingless Bros.  
FOR 100 lbs. of Special Hickory  
100 Shank Lumber  
81072208 20 500.00

VALIDATION OR SIGNATURE OF CASHIER

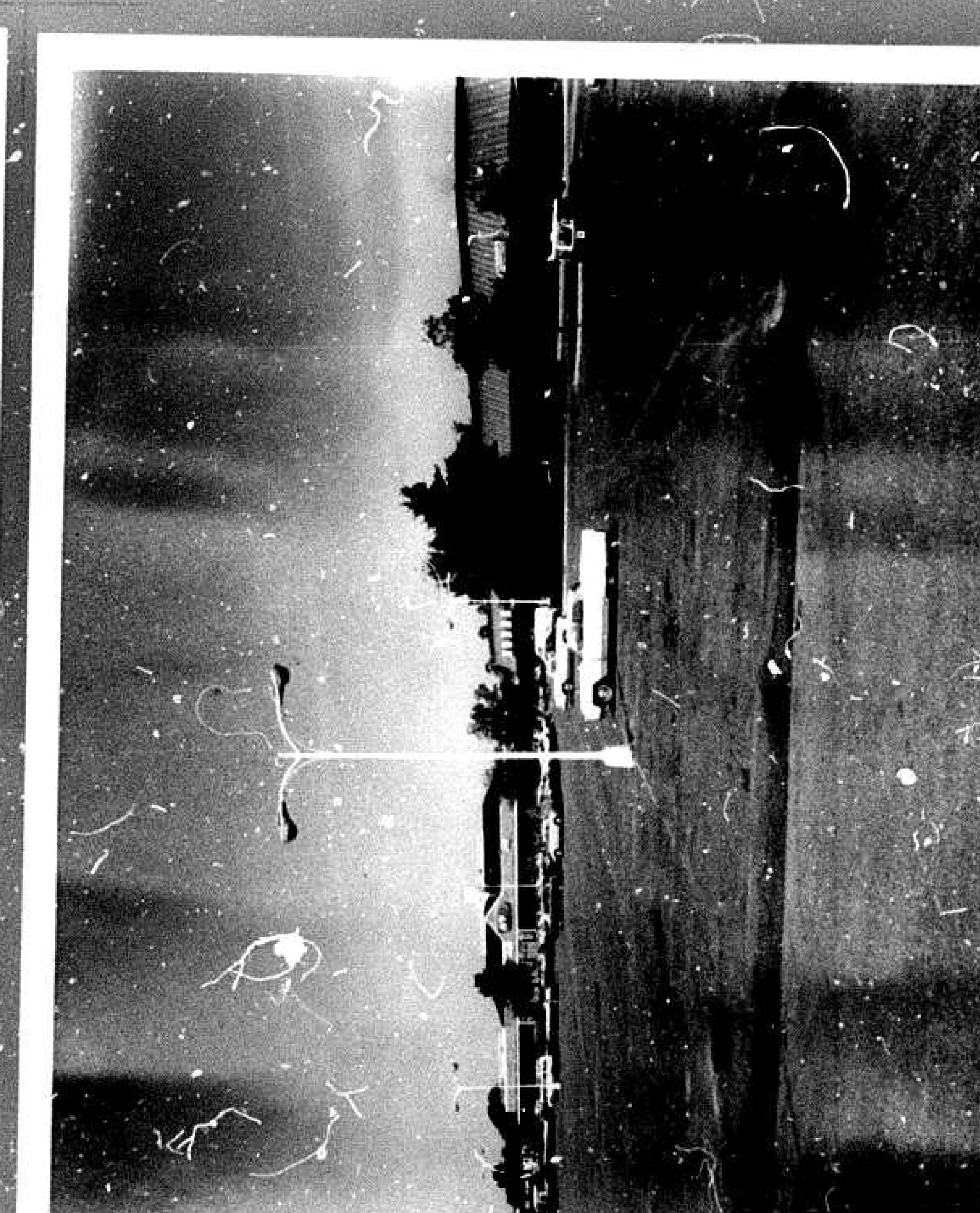
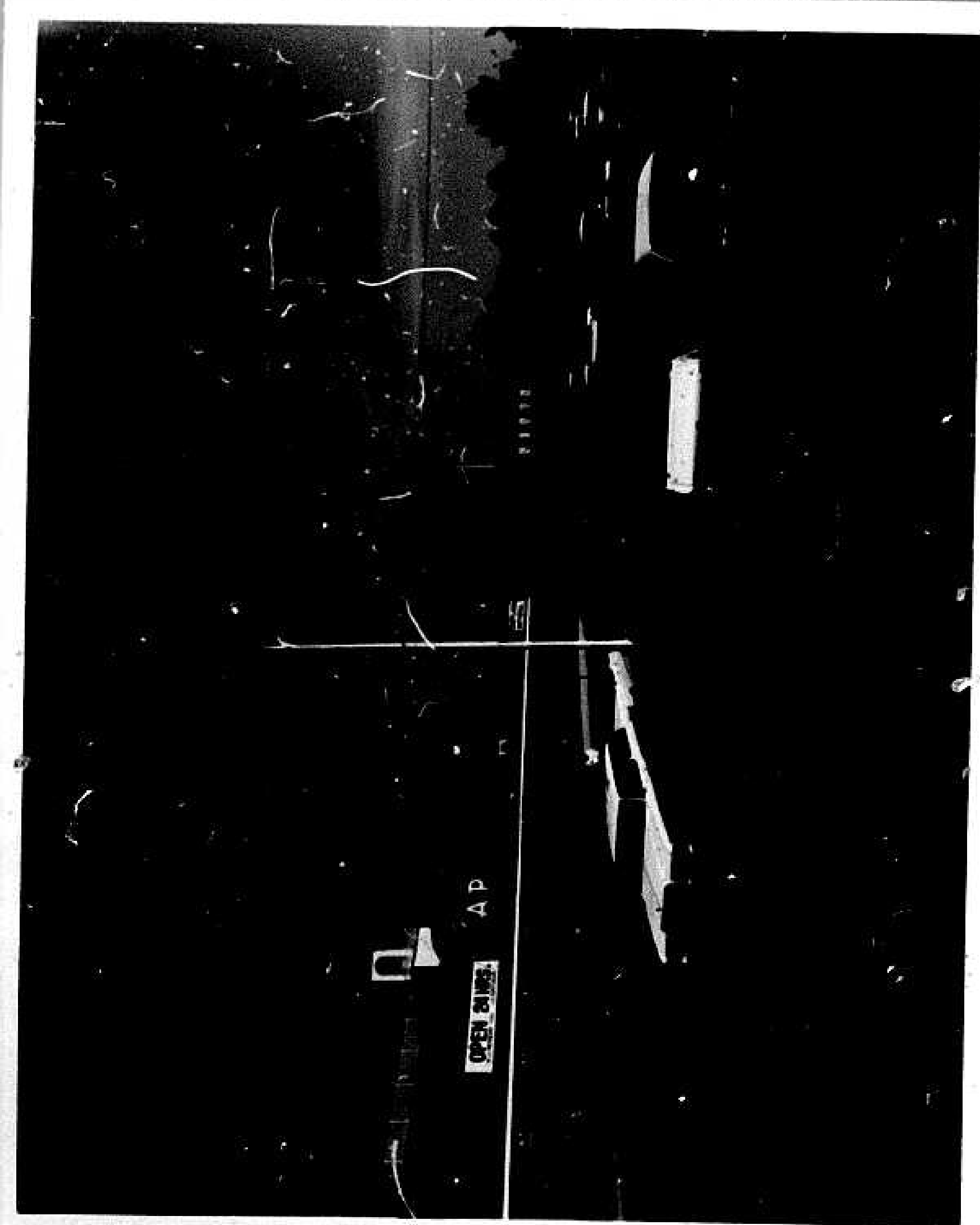
[illegible]

TOWSON, MD., June 3, 1982

THIS IS TO CERTIFY, that the annexed advertisement was published in THE JEFFERSONIAN, a weekly newspaper printed and published in Towson, Baltimore County, Md., ~~once in each~~  
~~of each time~~ successive weeks before the first  
day of June, 19 82, the ~~last~~ publication  
appearing on the 3rd day of June,  
19 82.

THE JEFFERSONIAN,  
L. Frank Simpson  
Manager

Cost of Advertisement, \$ \_\_\_\_\_







# PIZZA TIME THEATRE

## CHUCK E. CHEESE'S PIZZA TIME THEATRE COMES TO NEW CARROLLTON

Chuck E. Cheese's Pizza Time Theatre may be the only restaurant in the history of eating establishments to advertise gladly, that they have rats on the premises!

Chuck E. Cheese, the six foot tall rascal of a rodent, acts as the Master of Ceremonies for this rapidly expanding chain of 130 plus family-oriented restaurant and entertainment centers. He circulates through the restaurant complete with bow tie and derby entertaining children of all ages. Chuck E. Cheese also heads up the Pizza Time Players, computerized character puppets who perform musically in the Main Dining Room.

All this may sound fantastic, and it is. The whole bizarre extravaganza was the vision of Nolan Bushnell, founder of Atari Corporation, inventor of Pong, and known to many as the "father" of electronic games. This unique concept combines three elements: a quality pizza and sandwich establishment; life size computer controlled animated characters who perform musical skits; and technological entertainment provided by video games, small children's rides and a giant 14 foot diagonal screen T.V.

Dolli Dimples, a super-sized piano playing hippopotamus, sings seductively in the Cabaret Lounge. She is as much an attraction to adults as she is to children. With a wink and a shrug of her gold-rimmed shoulder, the bright orange haired Dolli sings "Frankie and Johnny" much to the delight of the small children clustered around her piano bar. The audience is easily fascinated by her life-like appearance. Then its off to the giant swiss cheese maze called the "Cheese Crawl". Fully carpeted, it is an ideal place for "rug rats" to use up energy while Mom and Dad sit back sipping wine.

Birthday parties at Chuck E. Cheese's are extremely popular. Pizza Time Theatres supply hats, balloons, favors, pizza, soft drinks and ice cream. The Pizza Time Players sing a special birthday song, and Chuck E. Cheese himself will make a personal appearance at your table. Pin-the-tail-on-the-donkey was never that much fun!

Pizzas ranging in size from the one person mini to the four person large are served in a variety of flavors. How about a Hawaiian Special? Ham, pineapple and almonds. And surprisingly enough, it's delicious! The sandwiches are monstrous and hot with cheese melting over the sides of the French style bread. And if that's not enough, try the "All You Can Eat" salad bar or the "Make It Yourself" ice cream sundae bar. Beverage selection can be difficult if you're the type that has a hard time making decisions. Soft drinks, ice tea, apple juice, lemonade, milk, coffee and a good selection of light and dark draught beers and domestic wines can satisfy anyone's taste.

Chuck E. Cheese's Pizza Time Theatre is a cross between McDonald's and Disneyland in that it offers food service and technological entertainment. No one under 18 is allowed in without a parent. This helps keep the atmosphere wholesome for the little ones. It caters primarily to families that are looking for an informal place to dine where they can also have fun together as a family.

If you have read all this, you know by now that we would like to show off our New Carrollton, Maryland Pizza Time Theatre to you. If you are as impressed by our restaurant/entertainment center as we know you will be, we would be very pleased if you would consider communicating this to your readers, viewers, or listeners.

A Press Kit containing press releases, pictures, articles, and promotional materials is enclosed for your perusal. If you have any questions on these materials, please call us at (301) 762-8020 or (301) 279-2585.

We will be calling you in a few days to see if we can arrange a meeting to further discuss this exciting new concept. Within a few weeks, we will also have more definite information on our GRAND OPENING MEDIA NIGHT, to which we will request your presence.

Sincerely,

Mary Eimer  
Promotional Coordinator  
FAMILY ENTERTAINMENT CENTERS, INC.  
A Franchisee of Pizza Time Theatres, Inc.

Patrick A. Hopf  
Chairman & Chief Executive Officer  
FAMILY ENTERTAINMENT CENTERS, INC.  
A Franchisee of Pizza Time Theatres, Inc.

## HAPPY BIRTHDAY

### With The Pizza Time Players Birthday Party Package



#### Chuck E. Cheese's Birthday Package

Here's what you get:

1. 5 Game Tokens for the birthday person.
2. Two Game Tokens for each guest of the party.
3. A visit to your table from Chuck E. Cheese.
4. Free balloons.
5. One large pizza of your choice and one pitcher of soft drinks for each 4 guests, PLUS a free mini pizza for the birthday person.
6. One special ice cream sundae for each person.
7. Free Chuck E. Cheese mini Derby Hat for the birthday person. Party hats, napkins, table cloth and plates.
8. Happy Birthday song by the Pizza Time Players. Facilities for storing ice cream and/or cakes.

#### Jasper T. Jowl's Birthday Package

Here's what you get:

1. 5 Game Tokens for the birthday person.
2. One game token for each guest of the party.
3. A visit to your table from Jasper T. Jowl.
4. Free balloons.
5. One large pizza of your choice and one pitcher of soft drinks for each 4 guests, PLUS a free mini pizza for the birthday person.
6. Free Chuck E. Cheese mini Derby Hat for the birthday person. Party hats, napkins, table cloth and plates.
7. Happy Birthday song by the Pizza Time Players. Facilities for storing ice cream and/or cakes.



All birthdays are fun. But a birthday at Pizza Time Theatre is something else. Make reservations several weeks in advance by telephoning our birthday host or hostess for further details and prices.



Sincerely yours,  
Chuck E. Cheese

## CHUCK E. CHEESE'S PIZZA TIME THEATRE

Dear Customer,

Welcome to Chuck E. Cheese's Pizza Time Theatre! We hope you have a great time here and that you and your family come back often. If you have any suggestions that would make the "Chuck E. Cheese experience" even more enjoyable, please let us know.

Chuck E. Cheese's Pizza Time Theatre is a new and unique family-oriented restaurant and entertainment center. It is the brainchild of Nolan Bushnell, inventor of Pong, founder of Atari Games and considered by many to be the "Father" of electronic games. Pizza Time Theatre caters to families and large groups that are looking for informal dining, good pizza, and a place where they can have fun together.

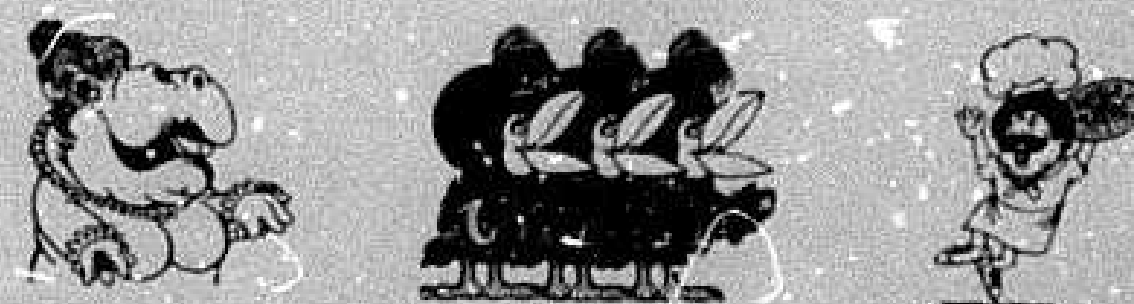
The Master of Ceremonies is Chuck E. Cheese, and Chuck F. and the Pizza Time Players like to entertain children of all ages. Chuck & F. Cheese hosts birthday parties (see our Birthday Party), entertains groups up to 300 (see our Group brochure) and participates in a wide variety of community events. Pizza Time Theatre also sponsors "Community Involvement" fund raisers for various groups and the managers can provide information on these.

Chuck E. Cheese and The Pizza Time Players are computer-controlled animated characters that perform automatically two minutes out of every ten on a balcony stage. Dolli Dimples, our 8 foot tall Hippo, sings lustily in her Cabaret Lounge when you put a token in her coinbox. Special arrangements can be made for programming our 14 foot diagonal screen TV. The "Kiddie" room is designed for younger children and some attractions geared toward them are free, such as the "Cheese Crawl" underneath the stage.

The electronic video games are much easier to play than they look. Even parents can learn how. Game room attendants can provide instructions or answer any questions you might have. The games are activated by tokens that are given away with food orders and which can also be purchased in our dollar bill changers at 4 for \$1.00 (25¢ per token) or 25 for \$5.00 (20¢ per token).

Enjoy yourself and tell your friends about Chuck E. Cheese's Pizza Time Theatre. Thanks for coming; we appreciate your business.

Sincerely,  
The Management

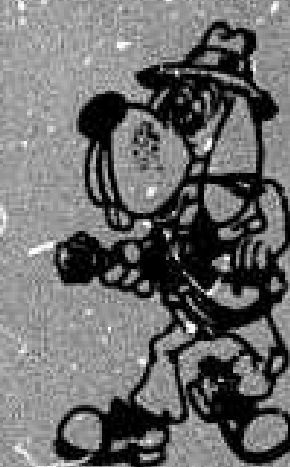


Family Entertainment Centers, a franchise of Pizza Time Theatre  
855 Rockville Pike • Wintergreen Plaza • Rockville, Maryland 20852 • (301) 279-1711



### A TOTALLY UNIQUE RESTAURANT & ENTERTAINMENT CENTER

Over 65 Electronic Games and Children's Rides  
Pizza, a Salad Bar, Sandwiches & Your Favorite Beverages  
A 14-foot Diagonal Screen TV  
Computer-controlled Animated Characters



#### FEATURING:

Chuck E. Cheese and Jasper T. Jowl in Person!  
The Pizza Time Players Performing in the Main Dining Room AND  
A "Bigger Than Life" Character Performing in the Cabaret Lounge

Bring a drink, dinner or a snack and have a great time together.  
Come for lunch and enjoy our entertaining atmosphere.  
Drop by after work or school and unwind.  
Have a party for as many as 300 in our party room and cash a great discount.

865 Rockville Pike  
Wintergreen Plaza  
Rockville, MD 20852  
(301) 281-1711

HOURS: 11 AM-11 PM Sun-Thurs, 11 AM-MIDNIGHT Fri-Sat  
No children allowed under the age of 18 without a parent.

### THE PIZZA TIME THEATRE CONCEPT

Nolan Bushnell is the Chairman and founder of Pizza Time Theatre, Inc. (PTT), and he was previously the founder of Atari, Inc. in 1972. Mr. Bushnell is an engineer and one of the early creators of electronic video games. Under Mr. Bushnell's guidance, Atari, Inc. grew to \$3.5 million in revenues and was sold to Warner Communications for \$29 million in 1976. Joe Keenan is the President and Chief Executive Officer of PTT. Mr. Keenan was formerly the Chairman of Atari, Inc., an IBM salesman, and the founder of an electronic games company.

The inception of the Pizza Time Theatre concept occurred in 1972 and 1973 when Nolan Bushnell and Joe Keenan were attempting to determine how Atari, Inc. could market electronic games to the public. Atari, Inc. wanted to be more than a manufacturer and distributor of games; it also wanted to control the retail outlets. Typical game locations at that time included arcades, bowling alleys, bars, and the like, and they believed these locations were undesirable because of a hang-out image, real estate difficulties, and the near exclusion of children. Also in 1973, Messrs. Bushnell and Keenan visited the "Bear Country Jamboree" show at Disneyland, which features life-size, computer-controlled, animated characters performing on a stage. As a result, they decided to consider a family-oriented retail concept which offered "fun" food, electronic games and small rides, and computer-controlled pneumatic technology, which PTT calls "Cyberamics," and it was purchased by PTT in 1978, along with all other Pizza Time Theatre rights and trademarks. The first Pizza Time Theatre actually appeared in May of 1977 as a subsidiary of Atari, Inc.

Pizza Time Theatres are distinctive in that they combine the popularity of a quality pizza restaurant with computer-operated games and rides, computer-controlled animated characters with original voice and music scores synchronized to animated movements, and walk-around costumed versions of the characters. The typical Pizza Time Theatre restaurant contains six computer-controlled animated characters in the "Theatre Dining Room," an eight foot high computer-controlled hippopotamus or lion in the "Cabaret Lounge," and a game room with approximately 70 video games and children's rides. The typical unit is 8,000 to 12,000 square feet, and is located in a commercial area within a densely populated suburb of a major metropolitan area. Children under the age of 18 are not allowed in the unit without an adult, and the concept caters extensively to families and large groups.



# UNIQUENESS OF THE CONCEPT

Pizza Time Theatres are not fast food restaurants; they are a totally unique concept combining food service with technological entertainment oriented towards families. The ways in which Pizza Time Theatres are unique are as follows:

1. Pizza Time Theatres are oriented towards families. Demographic and income trends for families are favorable, and parents are once again looking for activities to participate in as a family unit. Children under the age of 18 are not allowed in without a parent, so as to insure that it does not become a "hangout."
2. Pizza Time Theatres are local entertainment centers that are relatively inexpensive. A family of four can have a very enjoyable unplanned outing lasting two hours for about \$20.00. The children are able to enjoy the restaurant and run free rather than have to "sit still" as in most restaurants.
3. The concept makes use of recent breakthroughs in semiconductor and electronics technology. Children of today are as accustomed to home computers and electronic video games as kids of 15 years ago were to T.V., and they seem to be prepared to participate in the increasing levels of sophistication that will surely come. Electronic entertainment in robots (Cyberamics), games and video-systems is in its infancy, and Pizza Time Theatres should benefit from growth in all three areas.
4. The Cyberamics also provide Pizza Time Theatres with characters that can be actively promoted much like "Ronald McDonald." In fact, the units are actually called Chuck E. Cheese's Pizza Time Theatre and many customers call the places "Chuck's." Each unit has a Chuck E. Cheese costume, and every hour one of the employees makes an appearance as Chuck E. Cheese and acts as the host for small children. Chuck E. Cheese and his cohorts, like Mr. Munch, are extremely successful attractions at the store and in the community, because they can be touched and talked to, whereas Ronald McDonald is limited to television commercials.
5. PTT is a company of extremely creative people. It is likely to stay at the forefront of new developments in technological entertainment, character development, and labor saving food service procedures.

-7-



## FACT SHEET ON PIZZA TIME THEATRE (NEW CARROLLTON, MD.)

**LOCATION:**  
New Carrollton Plaza, 8445 Annapolis Road, New Carrollton, Maryland 20784

**TELEPHONE:**  
(301) 577-2822

**HOURS:**  
Sunday through Thursday 11:00a.m. until 11:00p.m.  
Friday and Saturday 11:00a.m. until midnight

**WHEELCHAIR ACCESS:**  
Yes

**PARKING:**  
Large, lighted lot

**MANAGEMENT:**  
Bob Gaxner, General Manager; Dave Barry, Don Herold, and Phil Young, Managers

**SQUARE FOOTAGE:**  
Approximately 12,000 square feet overall with Theatre/Dining Room, Cabaret Lounge, Giant Screen T.V. Room, Jasper's General Store, Fantasy Forest Game Preserve, kitchen, office, storage, and lavatories.

**MENU:**  
Pizza, sandwiches, salad, beverages, soft drinks, and beer.

**ARCHITECT:**  
Bill Murphy, AIA, in association with Klauder & Associates, P.A., Hallandale, Florida.

**GENERAL CONTRACTOR:**  
Family Entertainment Centers, Inc.

**SHOWS:**  
Run continuously every eight minutes, interrupted by anniversary cheers, birthday yells, and other special salutes. A life-sized Chuck E. Cheese (costumed employee) appears hourly to greet honored guests.

**COMPUTER ANIMATION:**  
Pizza Time's animation program required a \$2.5 million development effort centering around extensive use of sophisticated electronic hardware and software. All characters and items are microprocessor-controlled with interface systems to tape decks and a PDP-11 memory and various peripheral electronics.

Fact Sheet  
New Carrollton  
Page Two

## FEATURES:

Dolli Dimple's Cabaret Lounge--an eight foot tall hippo sings Ragtime from behind a piano bar. Seats 70.

Pizza Time Theatre/Dining Room--three dimensional computer-controlled animals (4 ft. high) sit on a balcony above the diners. There are also animated pots and pans, waving flags, and clapping hooves. The Salad Bar is eight feet long. Seats 200.

Giant Screen T.V. Room--includes a 14' diagonal T.V. screen where your favorite programs are shown continuously. Seats 80.

Jasper T. Jowl's General Store--an amazing array of everything from Chuck E. Cheese dolls and yo-yos, to lunch boxes and T-shirts.

Fantasy Forest Game Preserve--adult area has more than 70 of the latest video and arcade games and there's a special area set aside for pre-schoolers with a giant Cheese Crawl, slide, rocker horses, and small rides.

## CHARACTERS:

Chuck E. Cheese--alias "The Big C". This New Jersey-born rat serves as emcee for the Pizza Time Players.

Pasqually--our singing chef has an eye for the ladies and fancies himself an opera singer.

Mr. Munch--the purple pizza eater loves to pilfer and purloin from Pasqually's kitchen. He sings, laughs, and scares some people.

Jasper T. Jowls--the doggondest barjo-strummin', country-singin' hoond around. He'll laugh at anything.

Guest Star Harmony Howlette--the coy coyote sends every little doggie aart jumpin' for joy. She brings "Country Western" to Pizza Time.

The Warblettes--this trio of Chuck E.'s finely feathered friends sings its little heart out. "America's favorite backup group", says Beakboard Magazine.

## OWNER/OPERATOR:

Family Entertainment Centers, Inc.  
401 East Jefferson Street  
Suite 204  
Rockville, Maryland 20850  
(301) 762-8020

FOR IMMEDIATE RELEASE  
Contact: Mary Eimer  
(301) 279-2585

## NEWS RELEASE

CHUCK E. CHEESE'S PIZZA TIME THEATRE IS COMING TO NEW CARROLLTON

The first Pizza Time Theatre in Prince George's County will open in the last week in March at 8445 Annapolis Road, New Carrollton, Maryland. The rapidly expanding chain of family-oriented restaurant/entertainment centers operates or has franchised 100 restaurants in 26 states, Australia and Canada. The New Carrollton Pizza Time Theatre will be owned and operated by Family Entertainment Centers, Inc., a multi-unit franchisee that also has a Pizza Time Theatre in Rockville, Maryland and Richmond, Virginia.

Pizza Time Theatre is the brainchild of Nolan K. Bushnell, inventor of Pong, founder of Atari, and considered by many to be the "father" of electronic games. This unique concept in family entertainment combines three elements: a quality pizza-oriented food service establishment; video games, amusements, and small rides; and technological entertainment provided by a giant screen T.V. and the Pizza Time Players--life size, computer-controlled animated characters that perform skits.

Chuck E. Cheese, a six foot tall rascal of a rodent, serves as the Master of Ceremonies by circulating through the restaurant entertaining small children. The Pizza Time Players, who perform in the main dining room every eight minutes, include Jasper T. Jowls, Mr. Munch, Pasqually, The Warblettes, and Guest Star Harmony Howlette. Dolli Dimple, an eight foot hippopotamus, sings ragtime in the Cabaret Lounge.

Family Entertainment Centers, Inc. is constructing this new 12,000 square foot Pizza Time Theatre in the New Carrollton Plaza shopping center. The location will seat over 350 people and contain space for a theatre-dining room showcasing the Pizza Time Players, Dolli Dimple's Cabaret Lounge, a Channel "C" dining room, a game room, a smaller children's fun area, Jasper's General Store, and an office, kitchen and storage area.

This will be the fifth of many Chuck E. Cheese's Pizza Time Theatres to be opened in California, Maryland and Virginia by Family Entertainment Centers, Inc.

## LOOKING FOR A GOOD IDEA FOR A FIELD TRIP ?

Chuck E. Cheese's Pizza Time Theatre is a great field trip idea, because Chuck E. Cheese's is a totally unique family entertainment center that is oriented to children.

Chuck E. Cheese's Pizza Time Theatre would like to invite you and your group to join us on a very different kind of restaurant TOUR. Your group will be given a carefully supervised tour through our entire Chuck E. Cheese's operation. Each step will be fully explained so that everyone will have a good understanding of how the restaurant operates. As you tour our kitchen, your group will be impressed with the organization, teamwork and skill necessary to make a large restaurant run smoothly.

The computer-controlled animated characters that perform skits from a balcony stage, such as Chuck E. Cheese, Mr. Munch, and Pasqually, will amaze and delight everyone. The behind-the-scenes workings of these computerized characters will be especially fascinating.

A tour at Chuck E. Cheese's Pizza Time Theatre is fun, educational, takes approximately 45 minutes, and is FREE.

Your group will also be treated to pizza, soft drinks and a personal visit from CHUCK E. CHEESE, our rodent mascot and host.

If you are interested in planning such a tour, please call our Manager, and he will be happy to make arrangements. We look forward to hearing from you.

Sincerely,

Rockville Pizza Time Theatre--762-8020

Richmond Pizza Time Theatre--282-6373

New Carrollton Pizza Time Theatre--577-2822

LYNDA JOHNSON ROBB  
613 East Bridge Road  
McLean, Virginia 22101

November 23, 1981

Chuck and Cheese's  
7548 West Broad Street  
Richmond, Virginia 23229

Dear Friends:

Just a quick note to let you know how much I appreciated being included in the grand opening ceremony last Thursday evening.

I'm sure when our three girls come to Richmond you'll be seeing a lot more of us!

Again, many thanks.

Sincerely,

*Lynda Johnson Robb*  
Lynda A. Robb

LJR/dwh

**ROCKVILLE**  
City of Rockville 11 Maryland Avenue at Vinson Rockville, Maryland 20850 (301) 424-8000

July 10, 1981

Ms. Mary Travetsky  
Supervisor of Fairfax  
Springfield District  
10555 Main Street  
Fairfax, Virginia

Dear Ms. Travetsky:

I am taking the liberty of writing you to tell you about an exciting new business venture that has opened in Rockville which would also like to locate in your area. The Chucky Cheese Pizza Time Theatre recently opened its first east coast outlet in Wintergreen Plaza on Rockville Pike. I think it is fair to say that both the City and the company have been very pleased by their arrival.

Pizza Time Theatres offer a unique combination of food and entertainment especially oriented towards families with small children. In the short time that it has been opened in Rockville, Pizza Time Theatre has become a gathering place for families to go out together for an evening or an afternoon's recreation. And more importantly, it has not become a gathering point for teenagers in an unsupervised environment.

A great deal of this family oriented success can be attributed to a corporate decision to refuse admission to anyone under the age of 18 not accompanied by an adult. As a consequence, the beer and wine service and wide assortment of video games tend to be ancillary attractions to the food and automated entertainment performances that Pizza Time Theatre offers.

We in Rockville have been very pleased that this type of facility could be developed in our jurisdiction. I would think that Fairfax County would also enjoy the good clean family fun that this type of facility could provide. And, I trust that you would review the components of this enterprise to determine whether any ordinances need to be refined so that they would not be an obstacle to future locations.

As a member of the City Council, I am personally delighted that Pizza Time Theatre has been introduced here, and I would be more than



willing to offer the benefits of our experience to you personally if you find it appropriate.

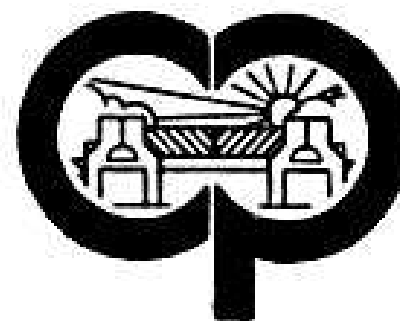
Sincerely yours,

*Steve Abrams*

Steve Abrams  
Councillman

Sapir

cc: Patrick Hopf



## Canyon Plaza

"A Total Community Shopping Center"

CORNER OF ROSCOE AND LAUREL CANYON BOULEVARDS  
IN SUN VALLEY, CALIFORNIA

July 7, 1981

### To Whom It May Concern

RE: Pizza Time  
8357 Laurel Canyon Blvd.  
Sun Valley, CA 91352

### Dear Concerned Persons:

As the property Manager of Canyon Plaza Shopping Center, I've participated in the selection of Pizza Time as a tenant. I have also had the privilege of working extensively with Pizza Time personnel on such matters as tenant construction/management/maintenance and marketing. In every instance, the various representatives of Pizza Time have conducted their business affairs in accord with high professional standards.

I personally consider Pizza Time an asset to both Canyon Plaza and the greater Sun Valley community. Pizza Time sponsors at least one local little league team, strongly supported last year's Muscular Dystrophy fund raising efforts, and are active in a wide variety of community and charitable efforts. Even the Sun Valley Chamber of Commerce was pleased to have Pizza Time locate in the community, and conducts one of their monthly membership luncheon meetings at Pizza Time!

Since Pizza Time opened for business more than nine months ago, I have personally received only three community complaints regarding the operation. One complaint came from a competitive pizza concern; another complaint came from a woman who was extremely upset because she was not allowed a discount on a pizza purchase without a coupon entitling her to such a discount; the last complaint concerned a truck delivering goods after our 9 p.m. curfew on deliveries and this matter was promptly resolved.

Based on my first-hand experience, I would state categorically that the management personnel with Pizza Time respond quickly to problems when they arise. Their house rule not to admit any minor unless accompanied by an adult has enabled Pizza Time to maintain a public image as a family entertainment center, and, for sound business reasons the rule is rigidly enforced by responsible Pizza Time personnel.

Please feel free to write me at our office address below if you have any questions regarding the Pizza Time operation at Canyon Plaza.

Warmest regards,

CANYON PLAZA ASSOCIATES  
Lake Shore Management, Inc.  
Manager

Steve Watts  
Property/Marketing Manager

SW/AR

CORRESPONDENCE: 8357 LAUREL CANYON BLVD., SUN VALLEY, CALIF. 91352



BACKGROUND INFORMATION  
FAMILY ENTERTAINMENT CENTERS, INC.

FEC was incorporated on April 1, 1980, in California, and its headquarters office is now in Rockville, Maryland. FEC was established to become a franchisee of Pizza Time Theatre, Inc., headquartered in Sunnyvale, California, which had public offerings in April and November of 1981. FEC has agreed to develop a minimum of twenty Pizza Time Theatres on an exclusive basis in major metropolitan areas of Maryland, Virginia, and the District of Columbia by 1985. FEC has also developed Pizza Time Theatres in Sun Valley and Northridge, California, and may develop in other states if franchises become available.

FEC opened its first Pizza Time Theatre in Sun Valley, California on July 15, 1980 and its second in Rockville, Maryland on June 1, 1981, its third in Richmond, Virginia on November 19, 1981, and its fourth in Northridge, California on February 21, 1982. The first three restaurants are believed to be three of the best performing stores in the 100 unit Pizza Time Theatre chain in terms of revenues, profits, appearance and operations. FEC places a substantial emphasis on customer service at the store level and FEC has developed many original family attractions, such as a video callout system, a giant screen T.V., and a taping program of events in the community.

It is FEC's goal to develop at least twenty Pizza Time Theatres as rapidly as possible given the availability of capital, personnel and sites, and the constraint of competition. FEC will attempt to execute the Pizza Time Theatre concept as best it can while refining and expanding the concept where possible.

The founder, Chairman and Chief Executive Officer of FEC is Patrick A. Hopf. Mr. Hopf was employed for eight years by Capital Research Company, serving as Vice President and Financial Analyst for the last five years, and part of his responsibilities included analyzing restaurants and venture capital situations. The President of FEC is David M. Roberts, a lawyer, MBA, and former restaurant owner and consultant. The Board of Directors also includes the National Sales Manager for Dean Witter, the Director of Research for Montgomery Securities, a highly respected small business lawyer, and two of the founders of Victoria Station.

### Family Entertainment Centers

401 East Jefferson Street, Suite 204 • Rockville, Maryland 20850 • (301) 762-8020

## The New York Times

Business Day

# Show Time at Pizza Chain

By DIANE WAGNER

SUNNYVALE, Calif.

— She leans forward seductively, and in a husky voice reminiscent of another singer, Pearl Bailey, says, "Hello, handsome, why don't you sing along?"

Then, with a wink and a shrug of a gold-lamé-covered shoulder, Dollie Dimples, an enormous hippopotamus with bright orange hair, starts singing "Yankee Doodle Dandy," much to the delight of the small children clustered around her piano bar munching on pizza.

The audience appears fascinated by the movement of her satirized yowls and leaping bosom, and even parents seated at nearby tables seem to enjoy hearing songs like "Hello, Dolly" and George Gershwin's "Summertime."

Miss Dimples appears daily in a cabaret-like lounge at local outlets of Pizza Time Theatre, an aggressive, fast-growing chain of restaurants that expects to triple its sales, to almost \$30 million, this year.

And the Bally Manufacturing Company, the nation's largest maker of pinball machines and electronic games, announced last week that it was buying a 24-percent chain of pizza restaurants in Chicago, which will be converted into

### Entertainment Centers

These establishments, however, can hardly be considered conventional restaurants, since they combine eating and leisure-time activities, such as video games, and shows featuring the computerized robot characters in what are being called family entertainment centers.

"We're really selling the entertainment," said Pat Saig, marketing director, "the pizza, rather than the steak."

It is an idea apparently that appeals to more than just the customers of the 48 company-owned outlets and 42 franchises. Two competitors also think similar combinations will sell. The Brock Hotel Corporation, which had initially planned to re-develop the combination restaurant-entertainment centers with Pizza Time, in addition to operating its 51 Holiday Inns, now began to have 45 of its own ShowBiz Pizza Places with food, games and entertainment open by the end of the year.

Mr. Keenan, 40, who replaced Mr. Bushnell at Atari, is now president of Pizza Time. "We believe more in the growth of this company than any large company would," Mr. Keenan said. "We now have a company-owned outlet or franchise opening at an average rate of one every four days."

Mr. Keenan said, "We came into the year with 14 company stores, and 11 franchises. We'll leave the year with 48 company stores and 42 franchises."

The company also operates outlets in Australia and Canada.

000,000 Investment Needed

The company charges a \$20,000 franchise fee and takes 6 percent of the profits in royalties and in payment for new computer software supplied every six months for the robot shows. In addition, Mr. Keenan said, each res-

taurant requires an investment of about \$80,000 for rent, equipment, leasing, and other expenses before it may be opened for business.

Most outlets are in middle-class suburban areas where there are enough young couples with children willing to spend as much as \$20 at each visit for pizza, ice cream or sandwiches, and show featuring the pneumatically operated, computerized robots like Dollie Dimples, and the opportunity to play electronic games like Pac-Man, Asteroids and Centipede. Beer and wine are also sold.

The family-oriented marketing may have an added attraction both for parents and the community. The company discourages the traditional game arcade clientele — males aged 13 to 17 — by posting signs outside each restaurant stating that anyone under the age of 18 must be accompanied by a parent.

"They Can Feel Comfortable"

"If another teen-ager never sets foot in our stores," Mr. Saig said, "that'll be just fine with us. Parents know their children won't be playing games with 16- and 17-year-olds. They can feel comfortable having a glass of wine and letting their seven- and eight-year-olds run wild in the store."

According to company surveys, many families return to a Pizza Time restaurant every two months. Mr. Saig hopes to increase these visits to once a month with additional advertising on children's television programs and direct mail promotional campaigns.

Most visits last slightly more than two hours, with at least some of the time spent in the video game rooms while waiting for the pizza. The video games accept quarters or free tokens, given with food purchases.

The restaurants each have a "general store" where items such as baseball caps, T-shirts and playing cards are sold, all bearing pictures of the chain's characters. The items sell for cash or for tickets won at game-ball.

The chain's mascot is Chuck E. Cheese, a wise-cracking "New Jersey" rat vaguely similar to Walt Disney's Mickey Mouse. His usual costume, a bright yellow shirt and patterned vest, will be changed to tails and a top hat at a meeting of district managers and franchisees in Monterey, Calif., Sept. 11 through 13.



Cheese Pizza Time Theatre in Long Beach, Calif.

# MOBILE PRESS REGISTER

Contents Copyright © 1981 by The Mobile Register

Sunday, August 2, 1981

18 Sections

## Chuck E. Cheese gives Mickey Mouse a run for his money!

By ELIZABETH BORDON

Life: Today Writer

There's a little bit of Disneyland right here in Mobile.

Life-sized, electronically animated characters sing and sway, playing their pretend instruments. Flags wave in sync with the live music, kids climb in and out of a hot-mustard maze designed especially for them, and dozens of electronic video games blink and clink at the same time.

And in the midst of all this hubbub an people of all ages, happily munching away on pizza.

Where is all this excitement going on?

At a place called Chuck E. Cheese's Pizza Time Theatre, a restaurant in town that is one of the nation's newest, and apparently hottest, fast-food chains. Located in Hegeney Shopping Center on Airport Boulevard, Pizza Time Theatre opened in April of this year. It is the first of the franchise to open in Alabama.

Owners William and Nancy Drane found out about the franchise "a couple of years ago, when my husband went on a business trip to our guest star, Madame Okie, the California and saw one of the stores. According to Mrs. Drane, "He thought it would be a good idea; Mobile, so he checked into it, and here we are."

Pizza Time Theatre is the brainchild of Nolan K. Bushnell, a pioneer in video games. The first store, which was planned as a prototype, opened in 1977 in San Jose, Calif. Bushnell formed the Pizza Time Theatre Corp. in 1978. Since that time, the corporation has grown from the operation in San Jose to 50 restaurants spread across various parts of the country.

The unique family entertainment center combines three elements: video games and amusements, a pizza restaurant, and musical entertainment provided by the Pizza Time Players — computer-controlled, life-sized, mechanical characters.

There are three main rooms in the 3,000 square feet of the Mobile store. The piano bar features Dollie Dimples, a huge pink hippopotamus who belts out cabaret songs that have been programmed into her computer controls to play every

eight minutes. There is the main dining room, with one end taken up by a stage running the length of the room. Performers daily onstage are the Pizza Time Players. And there is the "Puzzle Palace," a maze with 45 of the latest electronic video and arcade games. The games take quarters or special electronic tokens given out by Pizza Time Theatre with purchase of food. In the game room are also the "Cheese Crawl," a carpeted maze which has a slide for an exit, Jasper's General Store, where customers can buy Chuck E. Cheese T-shirts and any number of other souvenir items, and a play area for toddlers.

Chuck E. Cheese is the main attraction of the Theatre. "He's a street-wise, New Jersey-born rat," explained Mrs. Drane, laughing. "He's the emcee for the Pizza Time Players. We also have Jasper T. Lewis, a banjo-strumming, country-singing, bawling dog. And, finally, the Italian chef with an eye for the ladies, Mr. Munch, who's a furry purple portmanteau of pizza, and our guest star, Madame Okie, the California and saw one of the stores. According to Mrs. Drane, "He thought it would be a good idea; Mobile, so he checked into it, and here we are."

The electronic characters are manufactured by the Pizza Time Theatre Corporation under the trademark Cybermatics. There are 600 computer instructions per second programmed into the sophisticated electronic technology of the Cybermatics. The instructions to the system requires the establishment to maintain a full-time electrical technician. Paul Early, the technician, also maintains the tape-loaded computer systems that give the rat a real-to-real mechanism.

The real-to-real mechanism gives the digital data, and the voices to the Cybermatics. Pneumatics, or mechanical end, it makes things move. The games break down quite often. Like anything that is used a lot, they break a lot. I stay pretty busy, but I really enjoy it."

One big difference between Pizza Time Theatres and other fast-food outlets is the thrust toward group sales. They offer many packages aimed toward providing entertainment for special events such as birthdays, anniversaries, and other celebrations. They also offer behind-the-scenes group tours of the store for church and school groups. Non-profit organizations are encouraged to use Pizza Time's Community Involvement Night on Monday, Tuesday, or Wednesday nights as a means of fund-raising for their school or other community projects.

The restaurant is strictly family oriented, according to Mrs. Drane. "We want to appeal to kids of all ages," she said. "The family is what we want to reach. We do serve beer and wine here, but no one is allowed in alone under 18. Anyone younger must be accompanied by an adult."

The games are a big draw — the kids like them so much. And we sometimes have a problem with kids coming in just to play the games, but we have been keeping a lid on that pretty well, so far. We don't want to become a hang-out for kids."

Pizza Time Theatre has 43 employees, most of them part-time. The managers and assistant managers go to California for a month-long training period before they begin work. Vice president, an assistant manager, expressed his feelings about working at Pizza Time Theatre. "I love working here. It was a challenge for me, learning all the different aspects of such a complex business. One of the hardest things for me has been having enough patience, because it does get hectic here when we're crowded, with little kids running around all over the place. But there's nothing like the expression on a little kid's face when Chuck E. Cheese walks up and says hello. It's really an exciting business."

# TIME

AUGUST 10, 1981

81-20

## Economy & Business

### Making Pizza Dough

Venture capitalists routinely come across way-out investment proposals. But few have sounded wackier yet paid off more handsomely than Pizza Time Theatre Inc. (Sunnyvale, Calif.). The company operates a rapidly growing, 50-restaurant chain of fast-food pizza places in which food is almost the least of the attractions.

The real action is in the room full of computer-operated electronic games designed to divert amuse and swallow the quarters of customers waiting for their pizza to cook. Even more entertainment is provided, free of charge, by troupe of singing, talking, joke-telling robots dressed up to resemble Muppet-like characters.

Pizza Time Theatre Inc. is the creation of Nolan Bushnell, 38, a micro-electronics expert. In 1975 Bushnell founded the successful Atari electronic games company with a \$500 initial investment. Four years later, he sold out to Warner Communications, ending up with \$15 million in cash and debentures, and took the post of chairman of his company, which became a new Warner subsidiary. Since then, Atari has broadened from electronic games to personal computers. Bushnell had been working on the Pizza Time concept at Atari, but before the first of the computerized robots, a wisecracking rat named Chuck E. Cheese, emerged from the lab, the company had been bought by Warner Communications.

Though Warner's management permit-

ted Bushnell to open an initial Pizza Time Theatre restaurant in San Jose in 1977, the parent company never saw much future in the idea. In 1978 Bushnell resigned his chairmanship, put up \$500,000 to buy back the Pizza Time concept from his old employer, and went into business for himself.

By the fall of 1979, Bushnell had plowed \$1.8 million more of his personal wealth into Pizza Time Theatre Inc. and had opened four more outlets on the West Coast. But to expand further he needed more money. Bushnell therefore turned to venture capitalists for backing. Says Wallace Davis, 63, whose venture capital firm, Mayfield Fund, invested \$750,000 in the company: "I'm not a game player, or a big pizza eater. But I was a serious observer of the customers at Pizza Time restaurants. People really seemed to enjoy themselves there."

Another attraction for investors was Bushnell's good business record at Atari.

In January 1980 several venture capitalists put up \$2.5 million in return for 669,333 shares of Pizza Time stock at \$3.75 per share. Ten months later, investors bought an additional \$72,941 shares at \$5.25. In April of this year, a syndicate of venture capitalists sold 1.17 million shares to the general public at \$15 per share, or nearly triple what the venture capitalists had paid less than six months earlier. And the stock has climbed higher still. Last week Pizza Time Theater was selling for \$23.75 per share, or more than six times what the stock was worth 18 months earlier, when the first venture-capitalists bought a slice of the Pizza Time action.



Bushnell and Chuck E. Cheese

TIME AUGUST 10, 1981

43

The Washington Post

## STYLE

THURSDAY, JULY 2, 1981

The Arts/Television/Classified C1



## The Ultimate Pizzeria

Lights! Cameras! Action! & Perpetual Commotion At Chuck E. Cheese's



By Tom Igo

Dollie Dimples, the 12-foot hippo, is sitting to the left at the piano bar and crooning "Hello, Dolly." The doll of Dollie drifts to the right or an audio-visuals collage comes crashing into the sound of "Superman" on a giant video projection screen and the smell of pizza being eaten by 20 families watching the movie.

Down the corridor, night-actress from the pizza stand, Big Zap! Theong Bop! POW! 75 electronic arcade games are blasting away in simultaneous abandon. "NO! THE BOMB! VOID!" proclaims the creepy synthesized voice of Berserk, while a robot shoots and gets shot. "PREPARE YOURSELF FOR ANNIHILATION," says the ominous master of Gorf, a more sophisticated Zenkies version of Space Invaders. Through-

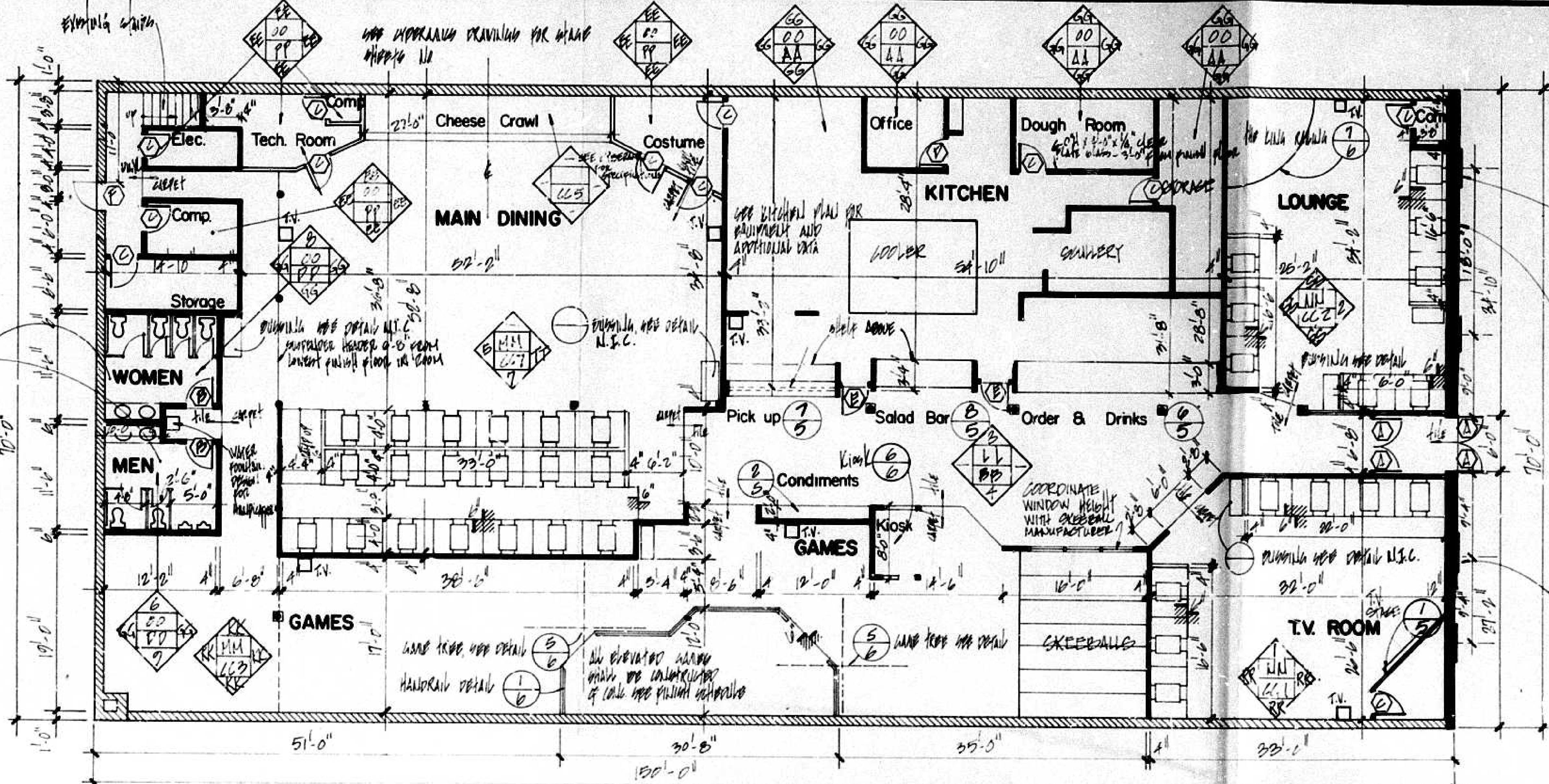
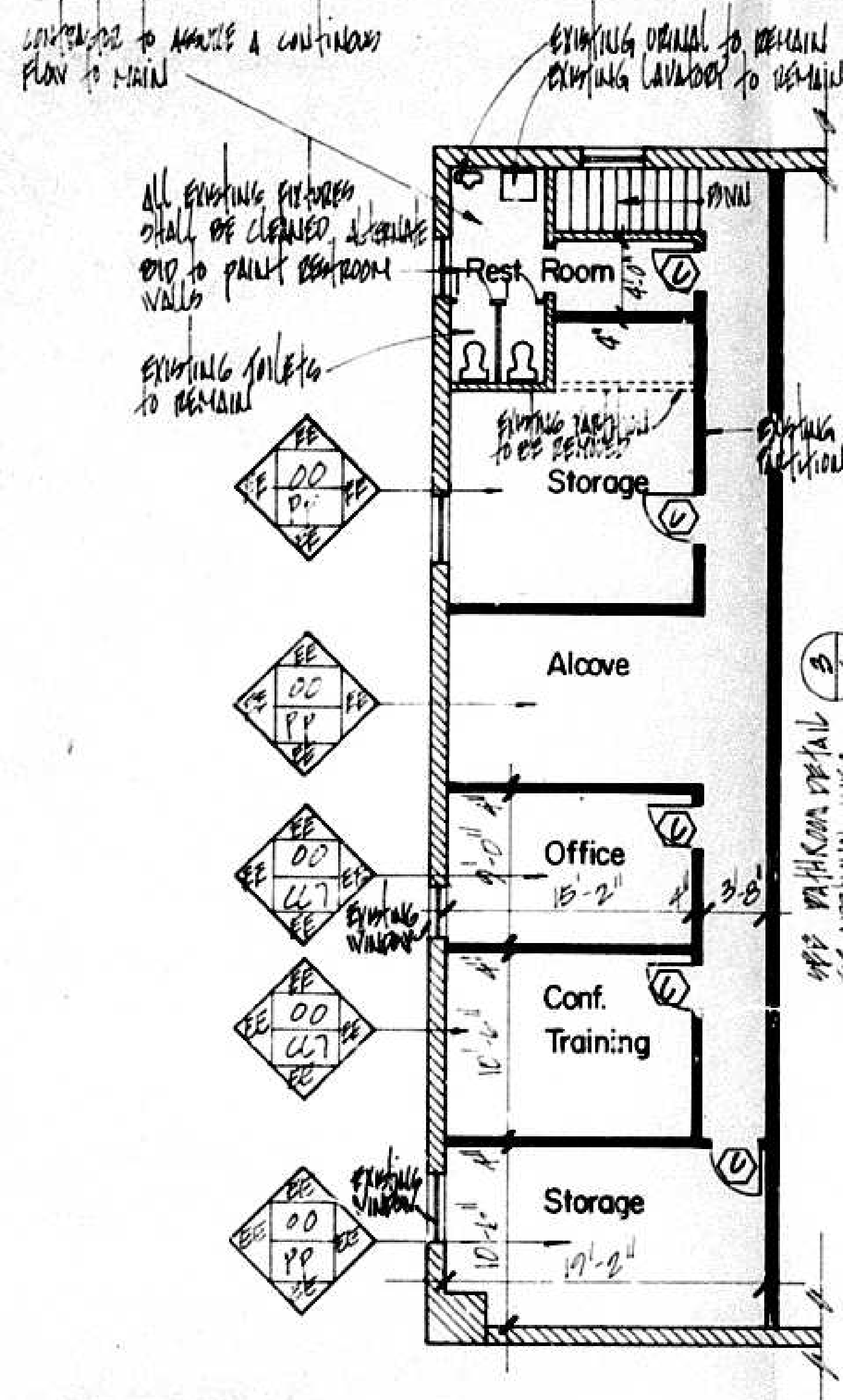
out the building, color video monitors with futuristic displays announce when a pizza order is ready.

Welcome to Chuck E. Cheese's Pizza Time Theatre, the new American Family Night Out, everything you want from a store and a little bit more. Pizza Hut, Doc's, and the Boardwalk (yes, they have Skeer-Ball), a movie theater, a playground, an electronics arcade, mutant Muppets, and a candy and novelty shop all rolled into one compact unit that is taking in cash beat paw over frog's foot on the Pike in Rockville's Wintergreen Plaza.

Just past the kiddie corner, where helicopters twirl and a miniature Ferris wheel spins, into the dining room, facing an elevated stage occupied by six-foot "Cybermatics" figures. Chuck E. Cheese, the PIZZA CH, Col. 1

Photo of Pizza Time Theatre by Doug Mearns





8" concrete block wall with 4" brick veneer. Paint to match existing pattern on building. Provide vertical @ 2'-0" and horizontal @ 16'-0" center. Glazing to be leaded and leaded glass with 4" metal angles. Lead flashing and 3/4" exterior grade plywood. Provide 90 lb. per sq. ft. finish material shall be 1/4" rough sand coarse concrete and block joint, placed at 45°.

REVISION DATES:  
5/12/82  
5/26/82

### INTERIOR FINISH SCHEDULE

NUMBER DESIGNATION ON THE KEY SYMBOL REFERS TO THE WALL ELEVATION OF REFLECTED CEILING PLAN. LETTER DESIGNATION ON THE KEY SYMBOL REFERS TO THE INFORMATION LISTED BELOW. SEE PLAN AND ELEVATIONS FOR ADDITIONAL DATA.

NOTE: UNLESS OTHERWISE NOTED ON PLANS, FINISHES SHALL BE: CEILING (MM), FLOOR (AA), WALLS (GG).

| KEY SYMBOL | FINISH DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AA         | FLOORS: QUARRY TILE AMERICAN OLEAN EMER FLASH 6" x 6" RUNNING BOND PATTERN, BROWN ACID STAIN RESISTANT GROUT, OVER SMOOTH LEVEL CONCRETE INSTALLED IN ACCORDANCE WITH THE TILE COUNCIL OF AMERICA SPECIFICATIONS F112-82, WITH 6" x 6" COVERED BULLNOSE BASE SAME COLOR. SET IN MUD BED. <i>SHOPS TO DRAWS.</i>                                                                                                                                                                                                                                                                                                                                                                                                                             |
| BB         | FLOORS: QUARRY TILE AMERICAN OLEAN RAW UMBER 4" x 8" BASKET WEAVE PATTERN, BROWN ACID STAIN RESISTANT GROUT, OVER SMOOTH LEVEL CONCRETE INSTALLED IN ACCORDANCE WITH THE TILE COUNCIL OF AMERICA SPECIFICATION F113-82, 6" x 6" COVERED BULLNOSE BASE SAME COLOR.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| CC         | FLOORS: CARPET OVER SMOOTH AND LEVEL CONCRETE SLAB; CARPET PAD AND INSTALLATION:<br>1) T.V. LOUNGE: BENTLEY DURHAM NAVY 330-L770; BASE: RUBBER 4" CARPET BASE, BURKE 502P.<br>2) CABARET: BENTLEY DURHAM BRICK 330-L510; BASE: BURKE 502P.<br>3) GAME ROOM: CHUCK E. CHEESE, GREEN, BASE: RUBBER BURKE 204P.<br>4) KIDIE ROOM: CHUCK E. CHEESE, GREEN, BASE: RUBBER BURKE 204P.<br>5) CHEESE CRAWL: CHUCK E. CHEESE, GREEN, BASE: RUBBER BURKE 204P.<br>6) CYBERAMIC STAGE: CHUCK E. CHEESE, GREEN, BASE: RUBBER BURKE 204P.<br>7) MAIN DINING: CARPETING, PAD AND INSTALLATION NOT TO EXCEED \$12/YD. TO BE SELECTED BY THE CONSTRUCTION MANAGER. BASE: 4" STRAIGHT VINYL (BROWN). <i>Also for CONFERENCE TRAINING, OFFICE (MEZZANINE)</i> |
| DD         | FLOORS: CERAMIC TILE BY AMERICAN OLEAN 2" x 2" OVER SMOOTH AND LEVEL CONCRETE SLAB (COBALT P-122-2040) WITH DARK BLUE GROUT; BASE COVE TO MATCH. SET IN MUD BED. <i>SHOPS TO DRAWS. INTERIORS DONE DONE 5-24-82.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

### INTERIOR FINISH SCHEDULE

NUMBER DESIGNATION ON THE KEY SYMBOL REFERS TO THE WALL ELEVATION OF REFLECTED CEILING PLAN. LETTER DESIGNATION ON THE KEY SYMBOL REFERS TO THE INFORMATION LISTED BELOW. SEE PLAN AND ELEVATIONS FOR ADDITIONAL DATA.

| KEY SYMBOL | FINISH DESCRIPTION                                                                                                                                                                                                                                                                                                                                                |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EE         | WALLS: 5/8" TYPE "X" GYPSUM DRYWALL TAPED, SPACKLED AND SANDED SMOOTH AND PAINTED WITH SHERWIN-WILLIAMS PRO-MAR LATEX FLAT WALL PAINT SPECIFICATION 79-71 COLOR 8C S.W. BM 8-18.                                                                                                                                                                                  |
| FF         | WALLS: 5/8" TYPE "X" GYPSUM DRYWALL TAPED, SPACKLED AND SANDED SMOOTH AND CLAD WITH 4" MARLITE PANELING: MARLITE #32654 NATURAL OAK. PROVIDE 1" x 4" NOTCHED TRIM PIECE OF CLEAR GRAIN DOUGLAS FIR WITH A CLEAR VARNISH FINISH.                                                                                                                                   |
| GG         | WALLS: 5/8" TYPE "X" GYPSUM DRYWALL TAPED, SPACKLED AND SANDED SMOOTH AND CLAD WITH MARLITE FIBERGLASS REINFORCED POLYESTER PANELS 4' x 10' (BEIGE) WITH MATCHING PLASTIC TRIM PIECES.                                                                                                                                                                            |
| HH         | METAL PARTITION TYPE F/S. TAN BAKED. ENAMEL FINISH BY ALL AMERICAN METAL CORPORATION, 200 BUFFALO AVENUE EXTENSION, FREEPORT, NY 11410 PHONE 516/623-0222. ALTERNATE: AMERICAN SANITARY PARTITION CORP., 37-03 21 STREET, LONG ISLAND CITY, NY 11011, PHONE 212/784-9300.                                                                                         |
| JJ         | 5/8" TYPE "X" GYPSUM DRYWALL TAPED, SPACKLED, SANDED SMOOTH AND CLAD WITH VINYL FABRIC SECURED WITH ADHESIVE IN ACCORDANCE WITH MANUFACTURER'S RECOMMENDATION.<br>1) T.V. ROOM: VICRTEX SIGMA, OCEAN BLUE 4234.<br>2) LOUNGE: VICRTEX DEEP MULBERRY 5285.<br>3) MAIN DINING: FASHION HOMESPUN FIRE ORANGE F-04-F-3.<br>4) HALL: VICRTEX SIGMA, CHINA WHITE 16-17. |
| KK         | GAME ROOM AND KIDIE ROOM: 5/8" TYPE "X" GYPSUM DRYWALL TAPED, SPACKLED AND SANDED SMOOTH; PAINT WITH PITTSBURGH PAINTS - GREEN HEDGE #N7G32. VERIFY COLOR WITH OWNER BEFORE APPLICATION.                                                                                                                                                                          |

### INTERIOR FINISH SCHEDULE

NUMBER DESIGNATION ON THE KEY SYMBOL REFERS TO THE WALL ELEVATION OF REFLECTED CEILING PLAN. LETTER DESIGNATION ON THE KEY SYMBOL REFERS TO THE INFORMATION LISTED BELOW. SEE PLAN AND ELEVATIONS FOR ADDITIONAL DATA.

| KEY SYMBOL | FINISH DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LL         | ALCAN PLANAR CEILING BRONZE MIRROR FINISH SUSPENDED BY STD. CARRIER AND #12 WIRE HANGERS CONFORMING TO ASTM C635 @ 5' - 0" O.C. WITH 6" FIBERGLASS BATT INSULATION OVER ENTIRE AREA. ALCAN BUILDING PRODUCTS 280 NORTH PARK AVE., WARREN, OH 44481. ALTERNATE: NATIONAL ROLLING MILLS, INC., PO BOX 622, PAOLI, PA 19201, PHONE 215/644-6700.                                                                                                                          |
| MM         | CEILING: OWENS-CORNING ARCHITECTURE CEILING PANELS "ASTEC" DESIGN 24" x 48" x 5/8" ON MATCHING 1" GRID WITH #12 WIRE HANGERS CONFORMING TO ASTM C635 @ 5' - 0" O.C. WITH 6" FIBERGLASS INSULATION OVER ENTIRE AREA.                                                                                                                                                                                                                                                    |
| NN         | CEILING: U.S. GYPSUM AURATONE, CLAY GRAY, OMNI FISSURED PATTERN 24" x 48" x 5/8" ON MATCHING 1" GRID WITH #12 WIRE HANGERS CONFORMING TO ASTM C635 @ 5' - 0" O.C. WITH 6" FIBERGLASS INSULATION OVER ENTIRE AREA.                                                                                                                                                                                                                                                      |
| OO         | CEILING: ARMSTRONG 24" x 48" x 5/8" CORTEGA #769 WHITE DESIGN SUSPENDED ON WHITE 1" GRID 24" x 48" AND ON WIRE HANGERS #12 CONFORMING TO ASTM C635 @ 5' - 0" O.C. WITH 6" FIBERGLASS INSULATION OVER ENTIRE AREA. ATLANTA, GA. OFFICE 404/955-1688; LOS ANGELES, CALIF. OFFICE 714/773-9101; NEW YORK, NY OFFICE 201/843-0300. ALTERNATE: OWENS-CORNING, RANDOM FISSURED 5/8" x 24" x 24". LOS ANGELES, CALIF. OFFICE 213/724-5383; RICHMOND, VA. OFFICE 804/794-4472. |
| PP         | 1/8" x 12" x 12" RUTHERFORD BRICK VINYL TILES MANUFACTURED BY AZROCK OVER SMOOTH AND LEVEL SLAB. CATALOG NO. A-3010 COMMERCIAL USE. ALTERNATE: STYLE CORONELLE, BRICKTONE DESIGN CATALOG NO. 87060 RED, MANUFACTURED BY ARMSTRONG.                                                                                                                                                                                                                                     |
| QQ         | 5/8" TYPE "X" GYPSUM DRYWALL TAPED, SPACKLED AND SANDED SMOOTH; PAINT WITH SHERWIN-WILLIAMS PRO-MAR LATEX FLAT WALL PAINT. SPECIFICATIONS 79-71 COLOR (BEIGE) BASE.                                                                                                                                                                                                                                                                                                    |

FINISH SCHEDULE CONTINUED:  
RR) SAME FINISH AS ELEVATION 1.  
SS) SAME FINISH AS ELEVATION 2.  
TT) SAME FINISH AS ELEVATION 5 & 7.

PETITIONER'S EXHIBIT 3

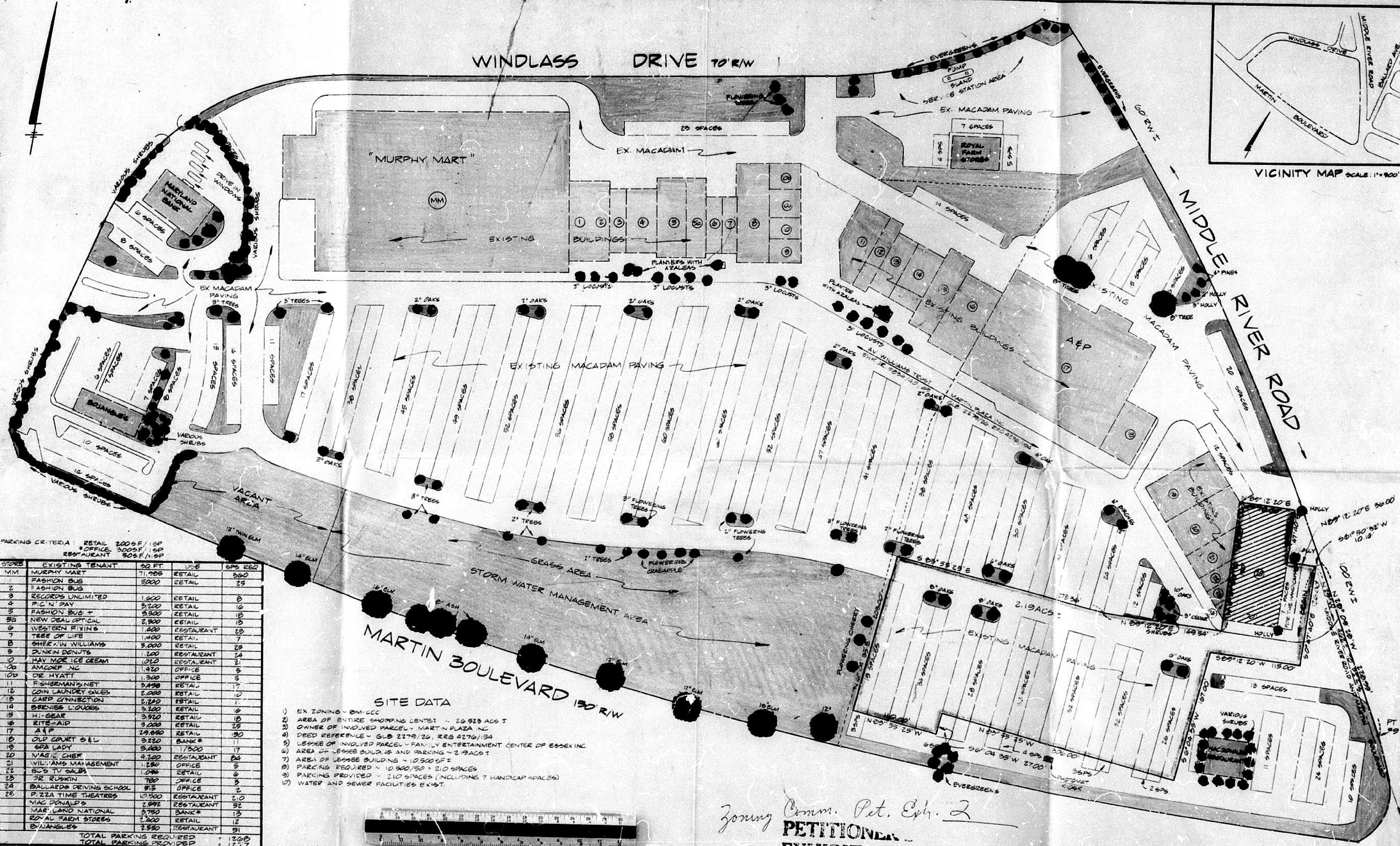
**William Cook**  
**murphy** architect

**KLAUDER AND ASSOCIATES, P.A.**  
CONSTRUCTION MANAGEMENT  
409 W. Holladay Blvd. • Suite 202 • Hollywood, FL 33008  
Phone (305) 496-2702

**PIZZA TIME THEATRE**  
ESSEX, MARYLAND

2





PARKING CRITERIA: RETAIL 200SF/1SP  
 \*OFFICE 300SF/1SP  
 RESTAURANT 50SF/1SP

| STORE                  | EXISTING TENANT         | SQ. FT. | USE        | SPS REQ. |
|------------------------|-------------------------|---------|------------|----------|
| MM                     | MURPHY MART             | 71,000  | RETAIL     | 260      |
| 2                      | FASHION BUG             | 3,000   | RETAIL     | 25       |
| 3                      | RECORDS UNLIMITED       | 1,000   | RETAIL     | 8        |
| 4                      | PIC N' PAY              | 3,200   | RETAIL     | 16       |
| 5                      | FASHION BUG +           | 3,300   | RETAIL     | 16       |
| 5A                     | NEW DEAL OPTICAL        | 2,800   | RETAIL     | 13       |
| 6                      | WESTERN FIXING          | 1,800   | RESTAURANT | 20       |
| 7                      | TREE OF LIFE            | 1,400   | RETAIL     | 7        |
| 8                      | SHERWIN WILLIAMS        | 5,000   | RETAIL     | 25       |
| 9                      | DUNKIN DONUTS           | 1,200   | RESTAURANT | 24       |
| 10                     | HAY MOE ICE CREAM       | 1,010   | RESTAURANT | 21       |
| 10A                    | AMCORP. NC              | 1,420   | OFFICE     | 5        |
| 10B                    | DE HYATT                | 1,300   | OFFICE     | 5        |
| 11                     | FISHERMAN'S NET         | 3,450   | RETAIL     | 17       |
| 12                     | COIN LAUNDRY SALES      | 2,000   | RETAIL     | 10       |
| 13                     | CARD CONNECTION         | 2,200   | RETAIL     | 11       |
| 14                     | BENIE'S LIQUORS         | 3,200   | RETAIL     | 16       |
| 15                     | H-I-GEAR                | 3,520   | RETAIL     | 18       |
| 16                     | RITE-AID                | 3,000   | RETAIL     | 15       |
| 17                     | A&P                     | 29,000  | RETAIL     | 25       |
| 18                     | OLD COURT S&L           | 3,820   | BANK*      | 11       |
| 19                     | SPA LADY                | 3,800   | RETAIL     | 17       |
| 20                     | NAG'S CHEF              | 4,200   | RESTAURANT | 24       |
| 21                     | WILLIAMS MANAGEMENT     | 1,200   | OFFICE     | 5        |
| 22                     | BO'S TV SALES           | 1,000   | RETAIL     | 6        |
| 23                     | PR. RUSKIN              | 700     | OFFICE     | 3        |
| 24                     | BALLARDS DRIVING SCHOOL | 915     | OFFICE     | 2        |
| 25                     | PIZZA TIME THEATRES     | 10,500  | RESTAURANT | 210      |
|                        | MAC DONALD'S            | 2,592   | RESTAURANT | 52       |
|                        | MAR. LAND NATIONAL      | 3,750   | BANK*      | 13       |
|                        | ROYAL FARM STORES       | 2,400   | RETAIL     | 12       |
|                        | B'N'ANGLES              | 2,550   | RESTAURANT | 51       |
| TOTAL PARKING REQUIRED |                         |         |            | 1200     |
| TOTAL PARKING PROVIDED |                         |         |            | 217      |

**SITE DATA**

- 1) EX ZONING - BM-CCC
- 2) AREA OF ENTIRE SHOPPING CENTER - 26.523 ACS ±
- 3) OWNER OF INVOLVED PARCELS - MARTIN PLAZA INC.
- 4) DEED REFERENCE - GLB 2279/26, RRS 4270/34
- 5) LESSEE OF INVOLVED PARCELS - FAMILY ENTERTAINMENT CENTER OF ESSEX INC.
- 6) AREA OF LESSEE BUILDINGS AND PARKING - 2.19 ACS ±
- 7) AREA OF LESSEE BUILDING - 10,500 S.F.
- 8) PARKING REQUIRED - 10,500/50 = 210 SPACES
- 9) PARKING PROVIDED - 210 SPACES (INCLUDING 7 HANDICAP SPACES)
- 10) WATER AND SEWER FACILITIES EXIST.

**GEORGE WILLIAM STEPHENS JR. AND ASSOCIATES INC.**  
 ENGINEERS  
 303 ALLEGHENY AVE. TOWSON, MD. 21204  
 (301) 825-8120

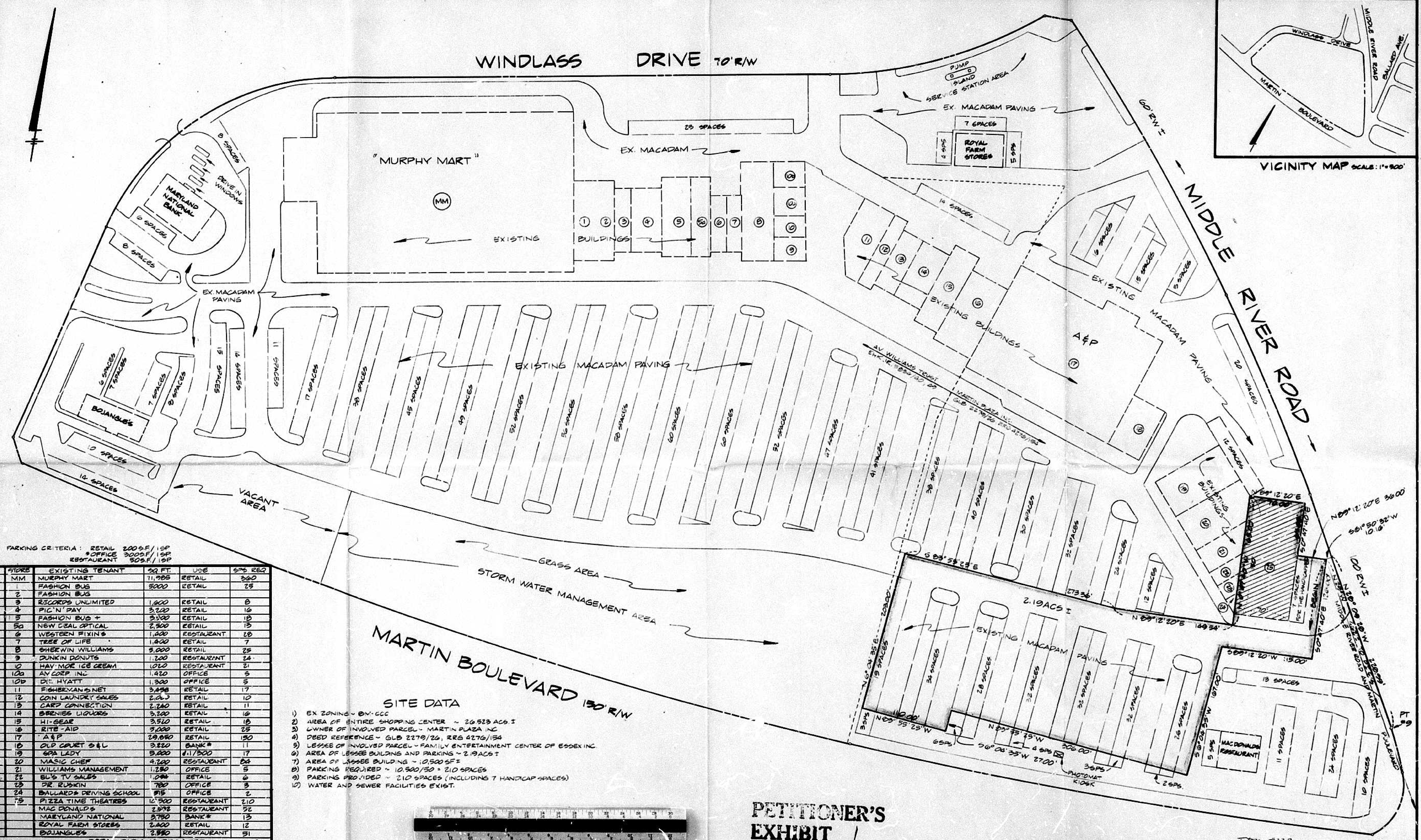
**LESSEE:**  
 FAMILY ENTERTAINMENT CENTER OF ESSEX INC.  
 SUITE 204, 401 EAST JEFFERSON ST.  
 ROCKVILLE, MARYLAND  
 20850

**PIZZA TIME THEATRE**  
**MARTIN PLAZA SHOPPING CENTER**  
 BHK JR 48/80  
 BALTO. CO, MD  
 SCALE: 1"=50'  
 SUBST. DIST. NO. 15  
 APRIL 19, 1982

**"EXISTING LANDSCAPING PLAN"**  
 MARTIN PLAZA SHOPPING CENTER

Zoning Comm. Pet. Exp. 2  
**PETITIONER'S**  
**EXHIBIT 2**



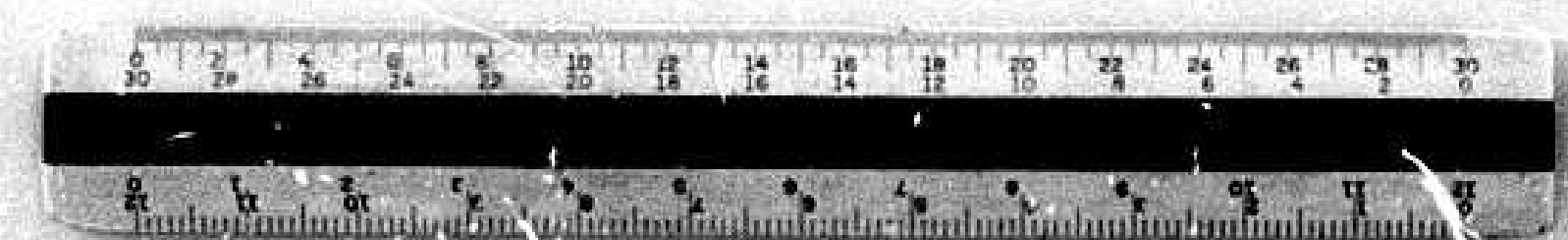


PARKING CRITERIA: RETAIL 200 SF/1 SP  
 \*OFFICE 300 SF/1 SP  
 RESTAURANT 50 SF/1 SP

| STORE                  | EXISTING TENANT         | SQ. FT. | USE        | SFS REQ. |
|------------------------|-------------------------|---------|------------|----------|
| MM                     | MURPHY MART             | 11,988  | RETAIL     | 260      |
| 1                      | FASHION BUS             | 5,000   | RETAIL     | 25       |
| 2                      | RECORDS UNLIMITED       | 1,600   | RETAIL     | 8        |
| 3                      | PIC 'N' PAV             | 3,200   | RETAIL     | 16       |
| 4                      | FASHION BUS +           | 3,200   | RETAIL     | 16       |
| 5                      | NEW DEAL OPTICAL        | 2,500   | RETAIL     | 13       |
| 6                      | WESTERN FIXING          | 1,800   | RESTAURANT | 18       |
| 7                      | TREE OF LIFE            | 1,800   | RETAIL     | 7        |
| 8                      | SHERWIN WILLIAMS        | 9,000   | RETAIL     | 25       |
| 9                      | DUNKIN DONUTS           | 1,200   | RESTAURANT | 24       |
| 10                     | HAY MOE ICE CREAM       | 1,000   | RESTAURANT | 21       |
| 10A                    | AN CORP INC             | 1,400   | OFFICE     | 5        |
| 10B                    | DIC HYATT               | 1,300   | OFFICE     | 5        |
| 11                     | FISHERMAN'S NET         | 3,400   | RETAIL     | 17       |
| 12                     | COIN LAUNDRY SALES      | 2,000   | RETAIL     | 10       |
| 13                     | CARD CONNECTION         | 2,200   | RETAIL     | 11       |
| 14                     | BENIES LIQUORS          | 3,200   | RETAIL     | 16       |
| 15                     | HI-GEAR                 | 3,500   | RETAIL     | 18       |
| 16                     | RITE-AID                | 9,000   | RETAIL     | 25       |
| 17                     | A&P                     | 29,000  | RETAIL     | 130      |
| 18                     | OLD COUNTRY S&L         | 3,800   | BANK*      | 11       |
| 19                     | SPA LADY                | 5,000   | 11/200     | 17       |
| 20                     | MAGIC CHEF              | 4,200   | RESTAURANT | 24       |
| 21                     | WILLIAMS MANAGEMENT     | 1,250   | OFFICE     | 5        |
| 22                     | BL'S TV SALES           | 1,000   | RETAIL     | 6        |
| 23                     | DR. BUDKIN              | 700     | OFFICE     | 3        |
| 24                     | BALLARDS DRIVING SCHOOL | 915     | OFFICE     | 2        |
| 25                     | PIZZA TIME THEATRE      | 10,500  | RESTAURANT | 210      |
|                        | MAC DONALDS             | 2,800   | RESTAURANT | 56       |
|                        | MARYLAND NATIONAL       | 3,750   | BANK*      | 13       |
|                        | ROYAL FARM STORES       | 2,800   | RETAIL     | 12       |
|                        | BOJANGLES               | 2,850   | RESTAURANT | 51       |
| TOTAL PARKING REQUIRED |                         |         |            | 1200     |
| TOTAL PARKING PROVIDED |                         |         |            | 1277     |

**SITE DATA**

- EX ZONING - BM-CCC
- AREA OF ENTIRE SHOPPING CENTER - 26.523 ACS. I
- OWNER OF INVOLVED PARCEL - MARTIN PLAZA INC
- DEED REFERENCE - GLB 2279/26, RRS 4276/134
- LESSEE OF INVOLVED PARCEL - FAMILY ENTERTAINMENT CENTER OF ESSEX INC
- AREA OF LESSEE BUILDING AND PARKING - 2.19 ACS. I
- AREA OF LESSEE BUILDING - 10,500 SF
- PARKING REQUIRED - 10,500/30 = 210 SPACES
- PARKING PROVIDED - 210 SPACES (INCLUDING 7 HANDICAP SPACES)
- WATER AND SEWER FACILITIES EXIST.



**PETITIONER'S EXHIBIT 1**

**GEORGE WILLIAM STEPHENS JR. AND ASSOCIATES INC.**  
**ENGINEERS**  
 303 ALLEGHENY AVE. TOWSON, MD. 21204  
 (301) 825-8120

*Handwritten signature*  
 #9226

**LESSEE:**  
 FAMILY ENTERTAINMENT CENTER OF ESSEX INC  
 SUITE 204, 401 EAST JEFFERSON ST.  
 ROCKVILLE, MARYLAND  
 20850

**PIZZA TIME THEATRE**  
**MARTIN PLAZA SHOPPING CENTER**  
 BHE JR 4/1/82  
 BALTO CO, MD  
 SCALE: 1"=50'  
 SUBJ. DIST. NO. 18  
 APRIL 18, 1982

**PLAT TO ACCOMPANY ZONING PETITION FOR A SPECIAL HEARING**  
 REGARDING A FAMILY ENTERTAINMENT RESTAURANT WITH ACCESSORY COIN OPERATED AMUSEMENT DEVICES AS A PERMITTED COMMERCIAL RECREATION ENTERPRISE IN A BM ZONE AND/OR, IN THE ALTERNATIVE FOR AN AMUSEMENT ARCADE SPECIAL EXCEPTION IN A BM ZONE IN CONJUNCTION WITH A FAMILY ENTERTAINMENT RESTAURANT AS A USE IN COMBINATION OR ACCESSORY USE  
 NOTE: SEE SECTIONS 2003 OF THE BALTIMORE COUNTY ZONING REGULATIONS (1981) AND COUNTY COUNCIL BILL 20-82 REGARDING AMENDMENT TO THE ZONING REGULATIONS CONCERNING COIN OPERATED AMUSEMENT DEVICES.

PN 04648