



OPEN FB

FARMERS BRANCH
OPEN FOR BUSINESS

FARMERS BRANCH



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead



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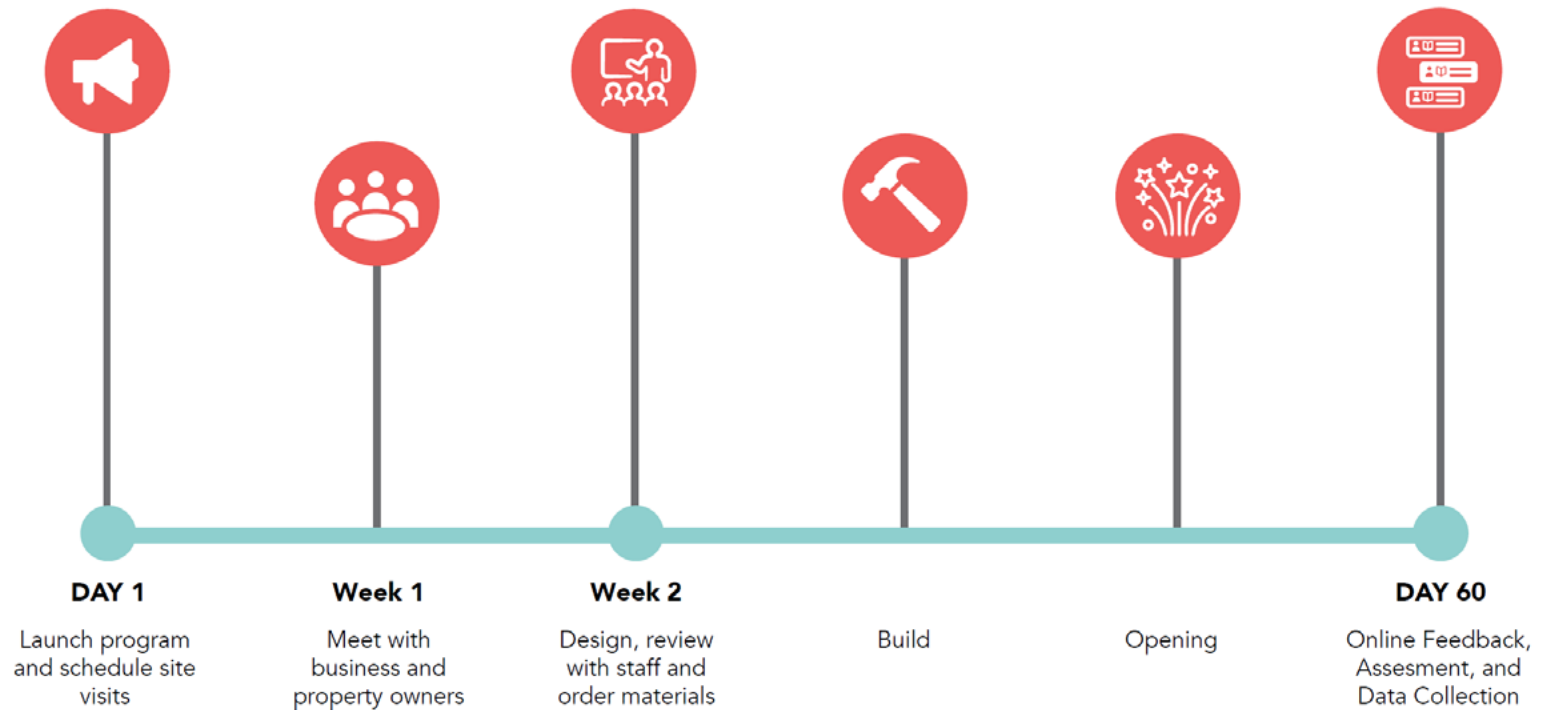
The Coronavirus Aid, Relief, and Economic Security (CARES) Act sent funding directly to city and county officials to aid departments, individuals and businesses with the hurdles of Covid-19 health restrictions.

The City of Farmers Branch rapidly created “Open FB” to assist local businesses with providing outside dining options and other modifications to the built environment to aid in social distancing, curb-side pick-up and to-go service.

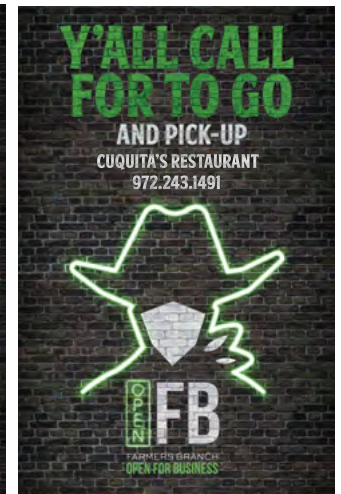
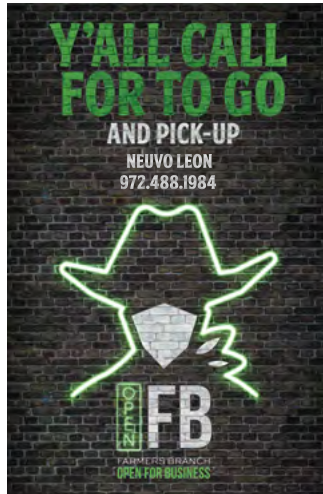
> TIMELINE



FARMERS BRANCH
OPEN FOR BUSINESS



> POSTERS



PILOT PROJECTS

> Cuquita's Restaurant

13260 Josey Lane, Farmers Branch, TX 75234

Cuquita's Restaurant was one of the first businesses in Farmers Branch to take advantage of CARES funding to set up a temporary outdoor area, or "parklet." The parklet was designed to give patrons the space they need amid the occupancy restrictions that have been implemented.

Andrew Howard of Team Better Block, powered by WGI said that business owners are willing to re-purpose parking spaces if it means they can create new outdoor dining spaces to welcome their guests. Andrew said, "one of the positive things to come out of the COVID-19 pandemic is the focus on gathering spaces."



BEFORE



AFTER



> Cuquita's Restaurant



> Cuquita's Restaurant



The temporary outdoor furnishings, in this case, are occupying what used to be about seven parking spaces directly in front of the restaurant, with red paint on the surface, offset by white design stamps, umbrellas, and shade sails above the socially-spaced tables and woodwork, with some greenery, defining the border.

The City of Farmers Branch expects that more parklets will be installed at other restaurants and businesses in the coming weeks and months.

Mayor Robert Dye is looking forward to more restaurants building outdoor spaces for customers to enjoy.



“As a first recipient of the Open Farmers Branch program, we couldn’t be happier! The parklet provides invaluable outdoor dining space that will allow our business to thrive during these trying times. Thank you to the Mayor and Council for putting this program in place. We could not do it without you”

Elizabeth Vilafeanca, Owner

PILOT PROJECTS

> Nuevo Leon Restaurant

12895 Josey Ln #100, Farmers Branch, TX 75234

Neuvo Leon Mex-Mex Restaurant was also able to use the program to install a parklet patio in the place of five parking spaces.



> Nuevo Leon Restaurant



“Building the parklet will be great for my business because it will add additional seating to my restaurant. It looks great and I just want to thank the City of Farmers Branch and team Better Block for doing a great job!”

Maggie Escobar, Owner



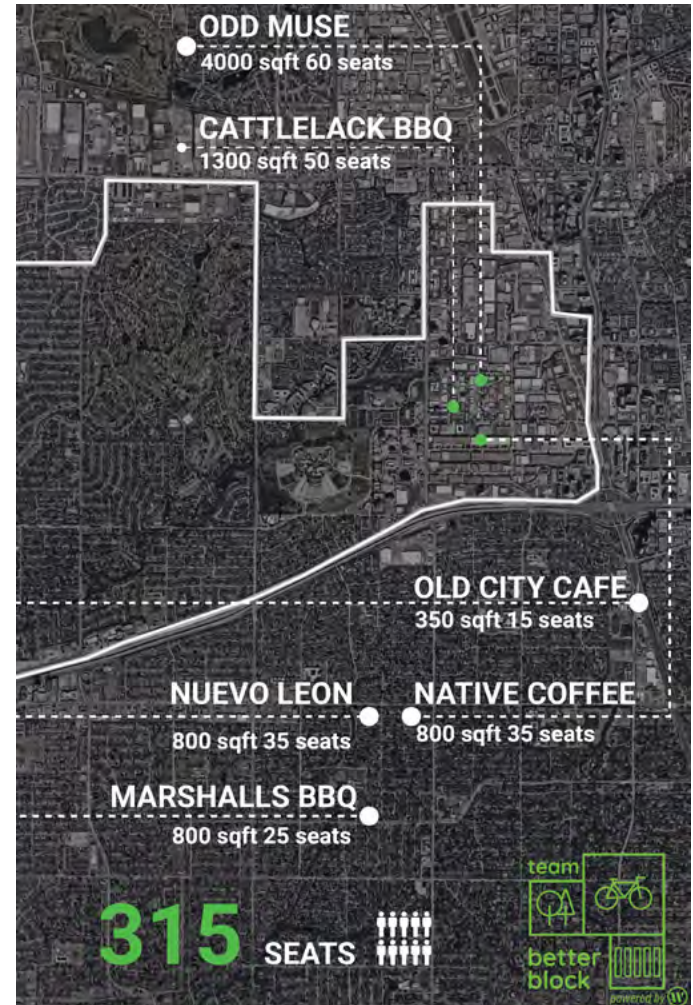
“If this patio succeeds, they’re going to succeed at a lot of our other restaurants in the community of Farmers Branch. I think that is a blessing for our entire community.”

Robert Dye, Farmers Branch Mayor

For video and other information on the pilot visit:

<https://wginc.com/cares/>

> PILOT EXPANDED TO SEVEN OTHER LOCATIONS



> ODD MUSE

4488 Spring Valley Rd, Farmers Branch, TX 75244



BEFORE

How has it been since we installed a parklet for you?

First, we would like to say thank you to Team Better Block and the City of Farmers Branch for helping us get this parklet. Installing the parklet has made a huge difference. To answer your question things have completely flipped as far as our type of business. Having an outdoor space is what most people prefer right now. Our capital sales have increased and it definitely boosted our presence in Farmers Branch. Thank you for everything.

Bobby Diaz, Owner



AFTER

What is your busiest day?

We actually had our best Saturday two weeks ago other than the grand opening. Being able to pull that off during the pandemic and also being safe was huge.

What do you mean by best Saturday?

Saturday was our highest day of sales. Tuesday through Sundays are typically our highest grossing days, but Saturday, two weeks ago was our highest grossing day ever. It also had to do with having the patio completed and beautiful weather.

> ODD MUSE

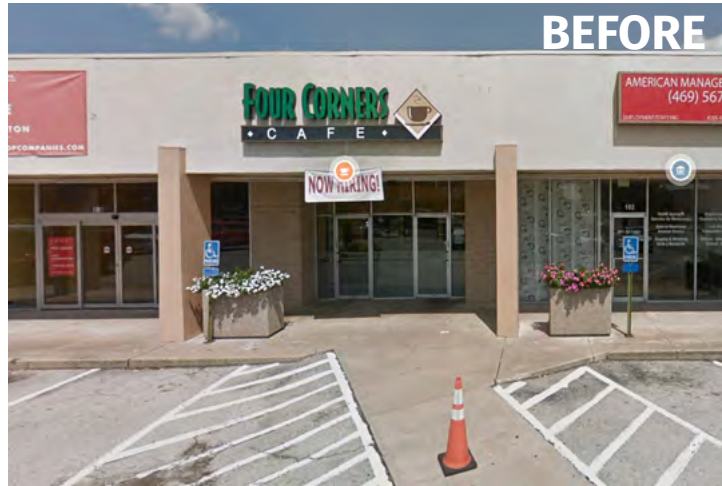


> ODD MUSE



> FOUR CORNERS

13260 Josey Ln, Farmers Branch, TX 75234



What was your overall experience since we installed a parklet for you?

My name is Elizabeth, my husband and I are the owners of Cuquitas Restaurant and Four Corners Cafe in farmers Branch. We are incredibly grateful beginning with our amazing mayor Robert Dye was able pass an ordinance, secure a brand, we were recepience of that brand. The city council, all of the city employees, Andrew Howard who came out and designed everything and put everything on. We just can't even tell how grateful we are.



Our businesses has really benefited from this during this pandemic . I think people are realizing what a joyful time it is to just come out and sit on the patio. We are hoping this is going to become a permanent fixture. Our businesses has really good blessed by these outdoor patios.

Elizabeth Vilafeanca, Owner of Cuquita's

> FOUR CORNERS



> MARSHALLS BBQ

12895 Josey Ln #215, Farmers Branch, TX 75234



> MARSHALLS BBQ



> OLD CITY CAFE

12895 Josey Ln #128, Farmers Branch, TX 75234



> OLD CITY CAFE



> SPICY ZEST

13920 Josey Ln Suite 100, Farmers Branch, TX 75234





Chef-owner of Spicy Zest Nimidu Senaratne gives the thumbs-up with Andrew Howard. The first Sri Lankan restaurant in Texas found a home on Josey Lane. Many neighbors, leery of a past occupant of the space, had not visited. Senaratne says that has changed now. “the patio is an invitation to the neighborhood to come check us out.” “With catering down during the pandemic, the outdoor seating has given us a new client base from the neighborhood to draw from,” he explains. “This has been the best marketing we have ever done!”

> SPICY ZEST



> SPICY ZEST



> CATTLELACK BBQ

13628 Gamma Rd, Farmers Branch, TX 75244



> CATTLELACK BBQ



> CATTLELACK BBQ



“Like many city’s across the country, our leadership brainstormed as to how we could best impact our business community. Very quickly restaurants became a central focus for our economic development team. One thing became very clear - restaurants with patio dining and socially distanced to-go options were winning.

Working with Team Better Block we created Open Farmers Branch, and thru that partnerships established a one stop parklet program. This effort has been an immense success in every sense. “

John Land Assistant city manager City of Farmers Branch Texas.

> NATIVE COFFEE


4319 Alpha Rd, Dallas, TX 75244



> NATIVE COFFEE



> ENGINEERING AND PERMITTING



Address of Property Owner _____
Address of Office _____
Tenant at Property _____
Applicant Name _____
Email _____
Relationship _____
Contractor _____
Address _____

1. DESCRIPTION OF PROJECT VALUE _____

2. SQUARE FEET _____

3. EXISTING _____

4. EXISTING _____

5. EXISTING _____

6. EXISTING _____

7. EXISTING _____

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9. EXISTING _____

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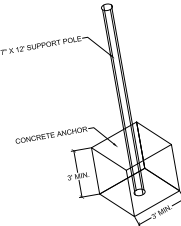
11. EXISTING _____

12. EXISTING _____

13. EXISTING _____


DESIGN CRITERIA

1. THE STRUCTURE IS DESIGNED IN ACCORDANCE WITH THE FOLLOWING:
- GENERAL 2018 INTERNATIONAL BUILDING CODE WITH CITY MODIFICATIONS
- CONCRETE ACI 318
- CONCRETE USED SHALL BE OF COMPRESSIVE STRENGTH (F_C) OF 4000 PSI
- CONCRETE SHALL BE VERIFIED BY CORES OF CONCRETE
- LOADS AND WIND STRENGTH NEEDS TO BE VERIFIED BY 3RD PARTY TESTING AGENCY
2. CONCRETE ANCHOR DESIGNED FOR PALMA UMBRELLA KIT (12-FT IN LENGTH) INCLUDING 7-INCH DIAMETER AND 12-FT IN LENGTH FULLY SUBMERGED IN SOIL
3. CONCRETE ANCHOR SHALL BE 3-FOOT DEEP, 3-FT X 3-FT SQUARE FOOTING FULLY SUBMERGED IN SOIL



ISOMETRIC VIEW (NOT TO SCALE)

NOTICE: THIS PERMIT IS VALID FOR 180 DAYS FROM DATE OF ISSUANCE. IF THE PROJECT IS NOT COMPLETED WITHIN THIS TIME FRAME, THE PERMIT MUST BE REAPPLIED FOR. THE CITY ENGINEER SHALL BE NOTIFIED IN WRITING AT LEAST 30 DAYS PRIOR TO THE EXPIRATION DATE OF THE PERMIT.



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> BEHIND THE SCENE



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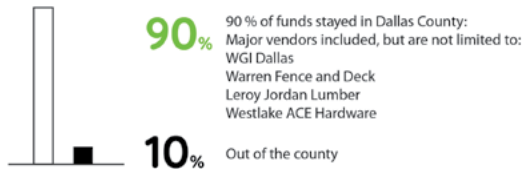
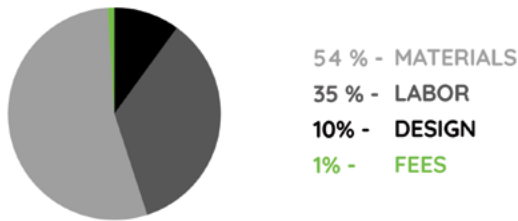


> BEHIND THE SCENE



RESULTS

> BUDGET ALLOCATION



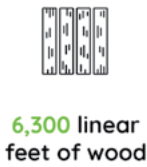
> REVENUE POTENTIAL

\$ 25 PER TICKET
\$ 31,500 PER DAY

The average restaurant ticket in Texas is \$25. By adding 315 seats to Farmers Branch restaurants the potential for \$31,500 in new revenue exists.

315 chairs x \$25 per ticket x 4 turnover = \$31,500 per day potential.

> PROJECT STATISTICS



QUOTES FROM OWNERS

What was your overall experience since we installed a parklet for you?

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Elizabeth Vilafeanca, Owner of Cuquita's

How has it been since we installed a parklet for you?

Ever since we have a patio our revenue has increased 90%. It's been really great. More customers feel save being outside than inside and it's been great since then. I am so happy and grateful and happy to have a patio and a firuture. The city and a Better Block did a great job and I just grateful.

Maggie Escobar, Owner of Nuevo Leon

> For more information on the program
contact:

John Land

City of Farmers Branch Texas

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Andrew Howard

Director of Placemaking

WGI, Inc

Andrew.Howard@wginc.com

