TEAM BETTER BLOCK

Y'ALL TAKE A SEAT

INSIDE OR OUT

KEEP BOOTS AND MASK ON TILL YOU DRINK AND DINE

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
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

**DAY 1**
Launch program and schedule site visits

**Week 1**
Meet with business and property owners

**Week 2**
Design, review with staff and order materials

**Week 3**
Begin construction

**Week 4**
Build

**Week 5**
Opening

**DAY 60**
Online Feedback, Assessment, and Data Collection
> POSTERS

- Y’ALL WEAR A MASK
  IT’S REQUIRED

- Y’ALL CALL FOR TO GO
  AND PICK-UP NEUVO LEON
  972.488.1984

- Y’ALL TAKE A SEAT INSIDE OR OUT
  KEEP BOOTS AND MASK ON TILL YOU DRINK AND DINE

- Y’ALL CALL FOR TO GO
  AND PICK-UP CUQUITA’S RESTAURANT
  972.243.1491
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.”
> 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.
“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
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

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
> 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 greatful beginning with our amazing mayor Robert Dye was able pass an ordinance, secure a brand, we were recepience of that brand. The city counsil, all of the city employees, Andrew Howard who came out and designed everything and put everything on. We just can’t even tell how greatful 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

BEFORE

AFTER
> MARSHALLS BBQ
> OLD CITY CAFE
12895 Josey Ln #128, Farmers Branch, TX 75234

BEFORE

AFTER
> OLD CITY CAFE
> SPICY ZEST
13920 Josey Ln Suite 100, Farmers Branch, TX 75234

BEFORE

AFTER
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

BEFORE

AFTER
> 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
> ENGINEERING AND PERMITTING
> BEHIND THE SCENE
> BEHIND THE SCENE
> BEHIND THE SCENE
BEHIND THE SCENE
RESULTS

> BUDGET ALLOCATION

- 54% - MATERIALS
- 35% - LABOR
- 10% - DESIGN
- 1% - FEES

> PROJECT STATISTICS

- 9850 SQFT of parklets
- 315 seats
- 20 parking spaces
- 150 gallons of paint
- 6,300 linear feet of wood
- 54 cubic feet of decomposed granite
- 3500 screws
- 2 palapa
- 4 canvas covers
- 5 gallons of lemonade from Cuquita's

> 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.
QUOTES FROM OWNERS

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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 greatful and happy to have a patio and a firuture. The city and a Better Block did a great job and I just greatful.

Maggie Escobar, Owner of Nuevo Leon
For more information on the program contact:

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