



July 28, 2021

ALTERNATIVE STANDARDS NARRATIVE

BoomerJack's
2437 S. Stemmons Freeway

BoomerJack's is a casual full-service restaurant serving American food and focusing on a family friendly sports bar atmosphere. The entire restaurant has wall-to-wall TVs and make the experience easy-going and laid back. The focal point of the restaurant is their massive outdoor patio, which is used year-round. With only sixteen restaurants in the DFW area, BoomerJack's is a destination restaurant that brings guests from miles away.

The proposed location of this application is an existing vacant building which was formerly a Macaroni Grill. The current building is proposed to be demolished, but all the existing parking and as much landscaping as possible will remain. Due to the adjacent mall property, it is expected that all of the guests for the foreseeable future will drive and utilize the parking lot for access to the restaurant. That said, BoomerJack's is embracing the vision of the IH-35 Overlay Corridor Framework by having a main customer entry for pedestrians coming from the core redevelopment area.

BoomerJack's is requesting the following alternative standards with this development:

- a) Allow an increased build to zone of 0 to 70 feet in lieu of a 0 to 10 feet build to zone as required per Section 17.5-4(b)(1).
The alternative is needed to use the area of the site where the building is currently located. There are challenges in bringing the building closer to the Primary Pedestrian Street/Private Vehicular Route, the Mall Entrance road, due to topography, utilities, and existing mature trees. All parking is located behind the building from the Primary Pedestrian street and meandering the required six-foot sidewalk through the existing mature trees allows a reuse of existing plantings. These enhancements improve the pedestrian experience.
- b) Allow a 40 foot build to maximum along IH-35 per Section 17.5-4(b).
The alternative is needed due to substantial grade change from the IH-35 right-of-way as well as to keep the mature landscaping and established parking lot screening.
- c) Allow a driveway without a deceleration lane along IH-35.
The ultimate IH-35E plans call for three lanes on the frontage road in this location. Where three lanes are built TxDOT does not require deceleration lanes. Any deceleration lane constructed would likely be removed by TxDOT.
- d) Allow street trees up to 50 feet and in an irregular manner along the Primary Pedestrian Street in lieu of 30 feet on center as required per Section 17.5-4(d)(1).
With the increased setback and existing mature trees, the total number of trees meets the number required. However, the trees are not in a neat row along the street as they are existing. The distance between some trees is therefore greater.

- 6) Allow trees to be located in existing landscape islands within the parking area in lieu of a 10-foot wide island every 8 parking spaces as required per Section 17.5-4(d)(1).

Existing landscape islands will remain as they are today. Revising the existing islands would create a reduction in parking and a similar restaurant in Plano, which is in a property being developed, no longer has sufficient parking. The required number of shade trees will be provided within the existing parking lot landscape islands.

- f) Allow three pedestrian scale lights along the Primary Pedestrian Street in lieu of lighting every 40 feet on center and within the 12' streetscape zone as required per Section 17.5-4(e)(8).

The location of the lights will allow any pedestrians coming from the west to access the building along a well-lit path. Light from vehicular oriented sources and the building will provide adequate light along IH-35E and the east side of the site.

- g) Allow a reduction of site amenities to one bench, one trash receptacle, and two optional street furnishings and all amenities outside the streetscape zone in lieu of two trash receptacles for every 500 linear feet of block frontage (4 required along IH-35 and 2 required along Primary Pedestrian Street) as required per Section 17.5-4(e)(9).

The site is a peripheral location within the overlay corridor and on the edge of the Primary Pedestrian Street/Private Vehicular Route.

- h) Allow 25% windows on each ground floor façade in lieu of 60% as required per Section 17.5-4(c).

The proposed windows will be visually prominent. In areas where kitchen and storage prevent windows, plantings and wall treatments such as murals will break up the building façade, create the rhythm of windows, and add visual interest to the building.

- i) Allow 30% awnings or canopies along the Primary Pedestrian Street in lieu of 75% as required per Section 17.5-4(c).

The awning reduction aligns with the windows on the primary Pedestrian Street/Private Vehicular Rout. As the building is setback farther, additional awnings would not benefit pedestrians by providing shade.

- j) Allow one existing four-foot wide sidewalk in lieu of a six-foot sidewalk as required per Section 17.5-4(b)(6).

The sidewalk is stable and in good condition. Extending concrete width would have a negative aesthetic and removal replacement would require significant increase in land disturbance and potentially create the possibility for vertical movement.

- k) Allow 9 foot landscape buffer along the IH-35 frontage in lieu of a 10 foot buffer as required per Section 17.5-4(d)(1).

This represents the existing conditions and is a 10% reduction in the width required.

- l) Allow the existing large masonry planter to be reused for landscaping as a pedestrian amenity per Section 17.5-4(e)(9).

The code permits an Administrative Modification to allow other types of pedestrian amenities as one of the 'optional' amenities. The reuse of the existing large planter and augmented landscaping would be in addition to the bench, trash can, lights and bike racks.

- m) Allow a reduction to 78 percent stone and brick on the north, parking-lot facing elevation in lieu of the required 80 percent per Section 17.5-4.

The façade has created a clear entrance, rhythm, and interest, but the proposed concrete block does not count toward the brick or stone requirement.