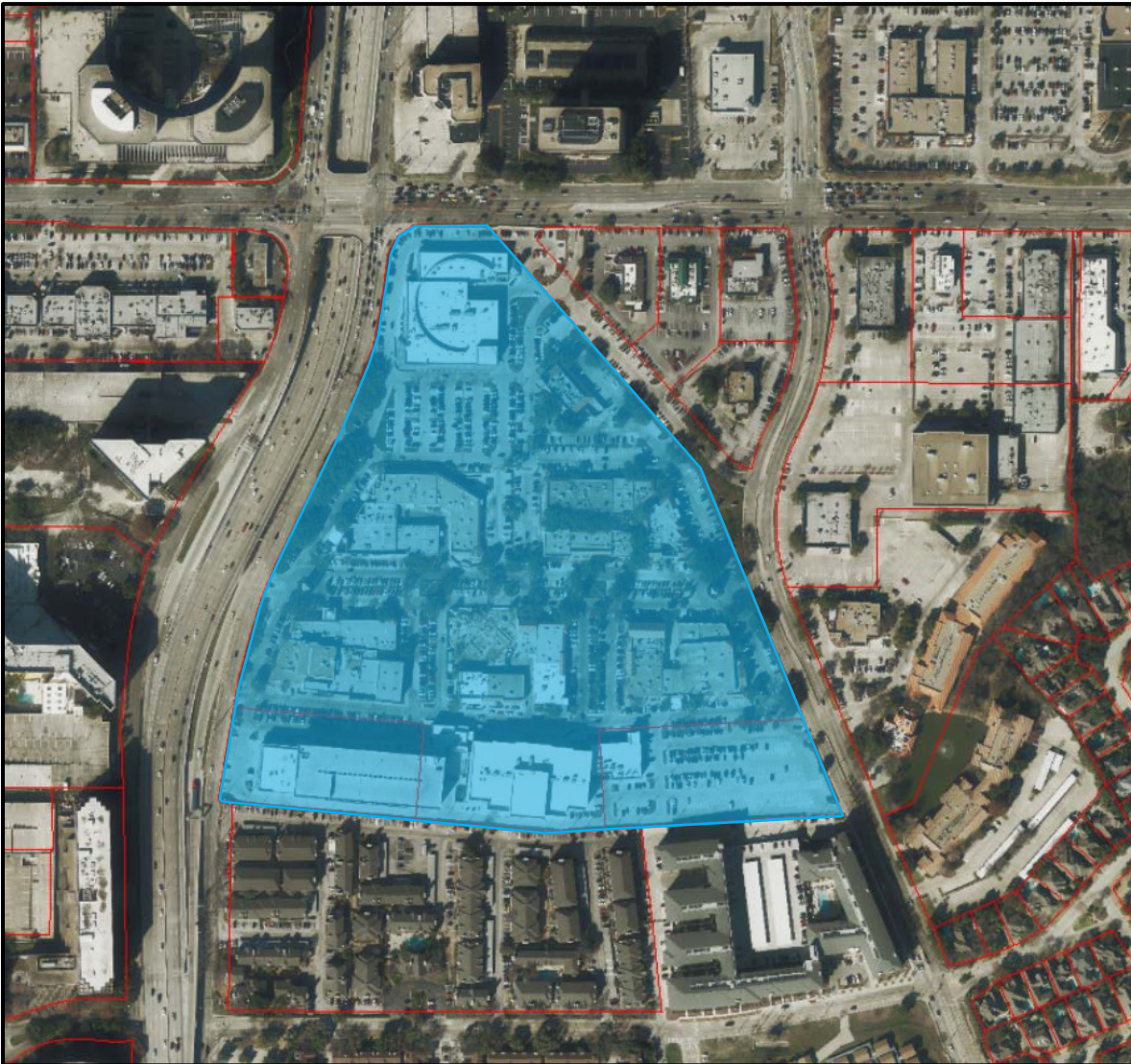


1779-SUP

PUBLIC HEARING Case 1779-SUP/BoomerJack's. Public hearing, discussion, and take action on a recommendation regarding an ordinance changing the zoning on property located at 5100 Belt Line Road Suite 401, which property is currently zoned PD, Planned Development, through Ordinance 012-001, by approving a Special Use Permit for a restaurant with the sale of alcoholic beverages for on-premises consumption only, in order to allow an expansion in floor area, and a Special Use Permit for an arcade.

LOCATION MAP





June 14, 2018

STAFF REPORT

RE: Case 1779-SUP/BoomerJack's

LOCATION: 5100 Belt Line Road Suite 401

REQUEST: Approval of a Special Use Permit for a restaurant with the sale of alcoholic beverages for on premises consumption only, and a Special Use Permit for an arcade

APPLICANT: Bruce Hvidsten

DISCUSSION:

Background: This application is for a leased space within Village on the Parkway. The property has been under redevelopment since 2012, as seen through the addition of Whole Foods, AMC and many other new restaurant and retail uses.

BoomerJack's Grill and Bar is a traditional American fare and sports concept that is known for its patio atmosphere and variety of burgers. BoomerJack's currently has multiple locations around the DFW Metroplex. The establishment received an approval for a Special Use Permit for a restaurant with the sale of alcoholic beverages for on-premises consumption only through ordinance O18-002 in January 2018. Since this approval, the applicant has decided to revise the restaurant concept and requested a floor area increase to accommodate additional seating, a second bar, and a variety of recreational games.

This new concept is a reflection of the recent emerging trend called "eatertainment," which combines food with fun activities and interactive games to create an entertaining dining and leisure experience. As witnessed through similar venues opening across North Texas, this combination of food and entertainment concept appears to be a sought-after untapped market.

Proposed Plan: The applicant is proposing to open a restaurant and sell alcoholic beverages for on premises consumption only at the southeast corner of Village on the Parkway, in the former Visit Addison space. The restaurant concept increases the total area from 10,105 square feet to 21,879 square feet, inclusive of a 4,642 square-foot outdoor patio. The proposed patio would encompass the entire private walkway adjacent to the building, therefore, Boomerjack's original Special Use Permit provided a condition for a path of travel through the outdoor patio. This still an important factor for this location, and pavement treatments and other design measures should

be incorporated into the patio plan to indicate a walking path through the patio for visitors wanting to travel through the patio to get to other businesses within the center.

The revised floor plan shows a good-sized kitchen, two full service bar areas, a mezzanine level with dining, and seating for 612. Additionally, the revised floor plan shows one life size shuffle board court, two bocce ball courts, four pop-a-shot games, a ping pong table, a foosball table, three dart board stations, and two giant jengas. The Town's Zoning Ordinance defines such recreational games as "gaming machines" and requires that any establishment with more than four gaming machines obtain a Special Use Permit for an arcade.

Although this is an "eatertainment" type of concept, the applicant is aware of and has committed to complying with the Town's requirement that at least 60 percent of gross revenue comes from the sale of food.

Parking: With the success of the redevelopment efforts to this point, parking has been a concern for several years at Village on the Parkway. The Planned Development ordinance approved for this center allows most uses to be parked at a ratio of 1 space per 250 square feet. The development plans show that 2,240 spaces are provided, which is approximately 600 spaces more than the required number.

Under the approved plan for the center, the parking can be provided anywhere on the site, and does not have to be immediately in front of the tenant's lease space. In response to concerns about the availability of parking, staff and the property owner have developed a parking plan that has been in place for the last several months. This plan limits the amount and location of valet spaces. Since the implementation of this parking plan, staff has not received any complaints about the parking at this center.

RECOMMENDATION: **APPROVAL WITH CONDITIONS**

BoomerJack's is a successful traditional American fare and sports concept, which has done very well throughout the DFW Metroplex. The new restaurant and expansive patio area would activate one of the prominent corners in Village on the Parkway, which is currently vacant, and the revised concept provides an alternative restaurant experience intended to ensure success at this location.

Staff recommends approval of the request, subject to the following conditions:

- The applicant shall provide a path of travel through the patio and utilize design elements to differentiate the path from the remainder of the patio. These design elements shall be subject to approval by the Zoning Administrator.
- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signage.



Case 1779- SUP/Boomerjack's

June 19, 2018

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on June 19, 2018, voted to recommend approval of an ordinance changing the zoning on property located at 5100 Belt Line Road Suite 401, which property is currently zoned PD, Planned Development, through Ordinance 012-001, by approving a Special Use Permit for a restaurant with the sale of alcoholic beverages for on-premises consumption only, in order to allow an expansion in floor area, and a Special Use Permit for an arcade, with the following conditions:

- The applicant shall provide a path of travel through the patio and utilize design elements to differentiate the path from the remainder of the patio. These design elements shall be subject to approval by the Zoning Administrator.
- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signage.

Voting Aye: Dougan, Groce, Meleky, Resnik, Souers

Voting Nay: none

Absent: Wheeler

SPEAKERS AT THE PUBLIC HEARING:

For: none

On: none

Against: none