

Pepper Square Neighborhood Coalition

Prestonwood Trail Neighborhood
Association

Woodbriar Neighborhood
Association

Prestonwood on the Park
Neighborhood Association

Northwood Hills Homeowner
Association

Valley View Neighborhood
Association

Encore Homeowners Association

Holiday Park Homeowners
Association

North Dallas Neighborhood
Alliance

Agenda

- Welcome and Introduction
- Purpose of meeting: inform, build consensus, come together to speak with one voice
- Current Situation / Masterplan's Development Proposal
 - Current & proposed zoning
 - Total Build-out – 2,000 apartments
- Neighborhood issues: density (apartments) , building height, traffic, green space
- Hillcrest Village – a road map for successful retail redevelopment
- Existing and imminent apartment developments near Pepper Square
 - Neighborhood survey results
 - Life cycle of apartments vs owner occupied - Willow Falls / Woodside Terrace (La Fortuna Apts.)
- Zoning change process: City Plan Commission (CPC) and Dallas City Council
- Traffic – impact on surrounding neighborhoods
- Q&A Comments
- Next Steps:
 - Please make phone calls and send emails to CPC and City Council Members - more info to come
 - Please show up at the next Masterplan neighborhood meeting - TBD
 - Please show up at the City Plan Commission meeting and the City Council meeting - TBD
 - Please complete the survey related to the Preston Road Corridor: www.nctcog.org/mye

ZONING CHANGE: 15030 Preston Dallas, Texas





Site Location

Estimated Phasing Timeline

- **Phase 1** (earliest completion 2026)
 - 350 multifamily units (7-story)
 - Fine Dining (7,000 sf)
- **Phase P**
 - 500 multifamily units (High-Rise/Condos)
 - Fine Dining, Boutique Grocery, Other Retail (27,000 sf)
 - Options for Office or Boutique Hospitality
- **Phase J**
 - 250 multifamily units (High-Rise/Condos)
 - Other Retail (5,000 sf)
- **Phase H**
 - 450 multifamily units (7-story)
 - Other Retail (7,000 sf)
- **Phase N**
 - 350 multifamily units (7-story or High-Rise)
 - Other Retail (15,000 sf)
 - Options for Office or Boutique Hospitality
- **Totals**
 - 2,000 multifamily units (full build-out)
 - Fine Dining, Boutique Grocery, Other Retail (60,000 sf)
 - Options for Office or Boutique Hospitality

Mixed Use Zoning Districts

Masterplan Presentation – July 31
<https://masterplantexas.com/peppersquare/>

Mixed Use Zoning District	Maximum Height	Maximum Density	Maximum Floor Area Ratio and Lot Coverage
MU-1	120 feet (nine stories)	25 units/acre	1.1 FAR / 80%
MU-2	180 feet (14 stories)	100 units/acre	2.25 FAR / 80%
MU-3 *	270 feet (20 stories)	No maximum	4.5 FAR / 80%

23 x 25 = 575

23 x 100 = 2300

Retail Zoning Districts

Planned Development (PD) conditions, layered on top of zoning conditions

Residential	Maximum Height	Maximum Density	Maximum FAR
NS(A) - Neighborhood Service	35 feet	N/A	.5 FAR/ 40%
CR – Community Retail *	54 feet	N/A	.75 FAR / 60%
RR – Regional Retail	70 feet	N/A	1.5 FAR / 80%

<https://dallascityhall.com/departments/sustainabledevelopment/planning/Pages/zoning-districts.aspx>

Masterplan Presentation – July 31
<https://masterplantexas.com/peppersquare/>



Pepper Square – Phase 1 – View from Belt Line Rd

Masterplan Presentation – July 31
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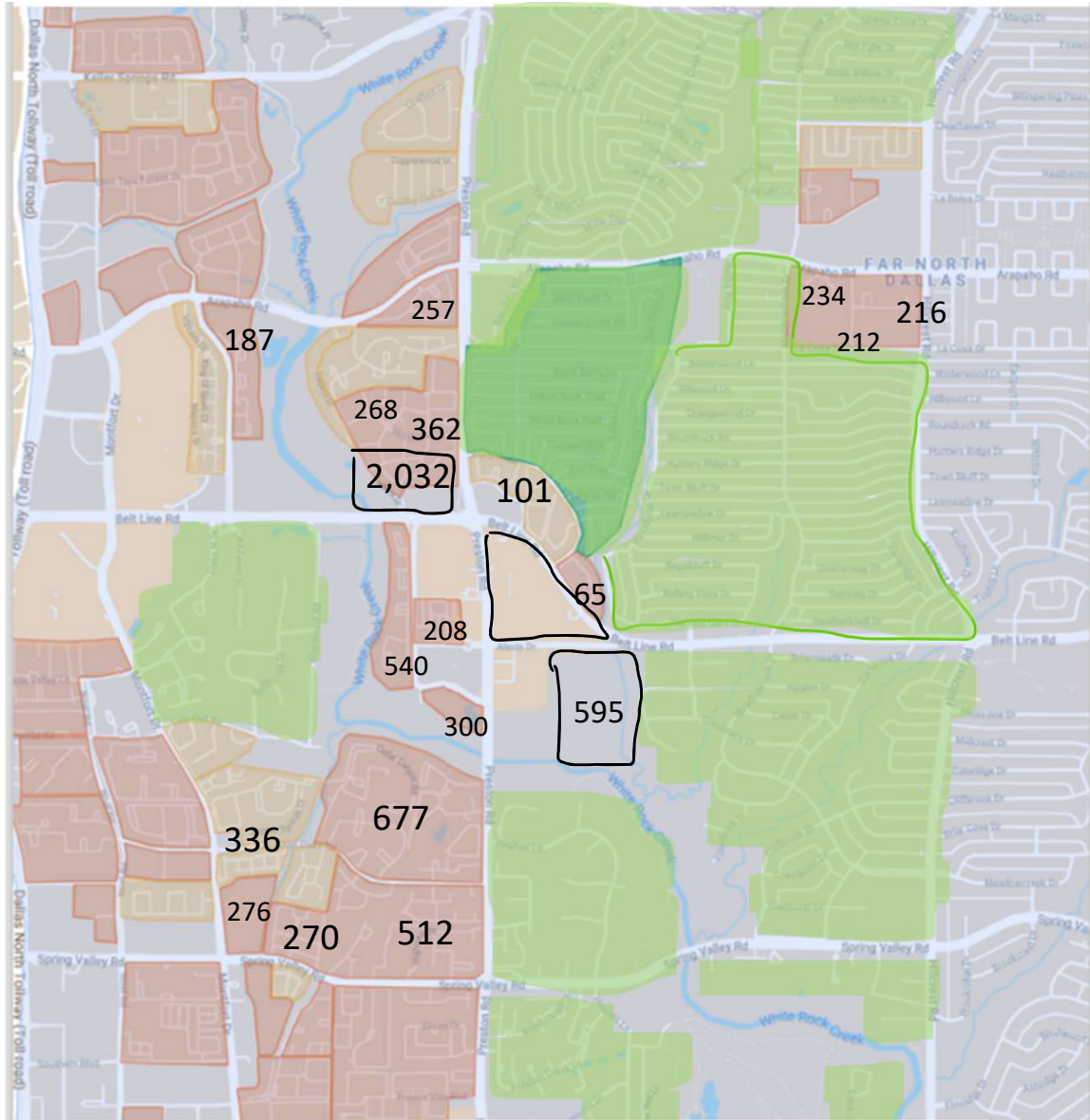
Pepper Square – Phase 1 – View from Belt Line Rd

HILLCREST VILLAGE

DALLAS, TX



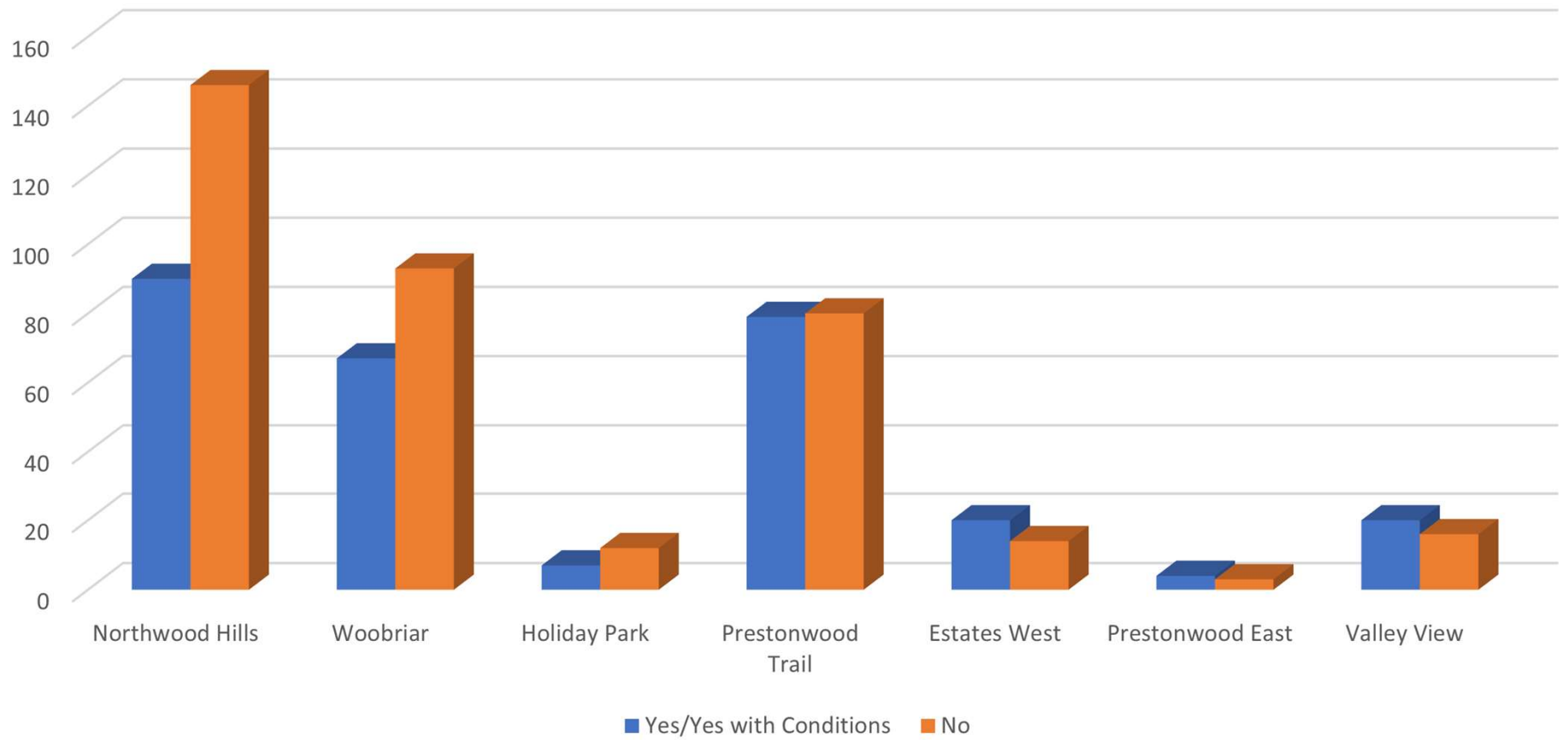
NEIGHBORHOOD HOME VALUES & SCHOOLS



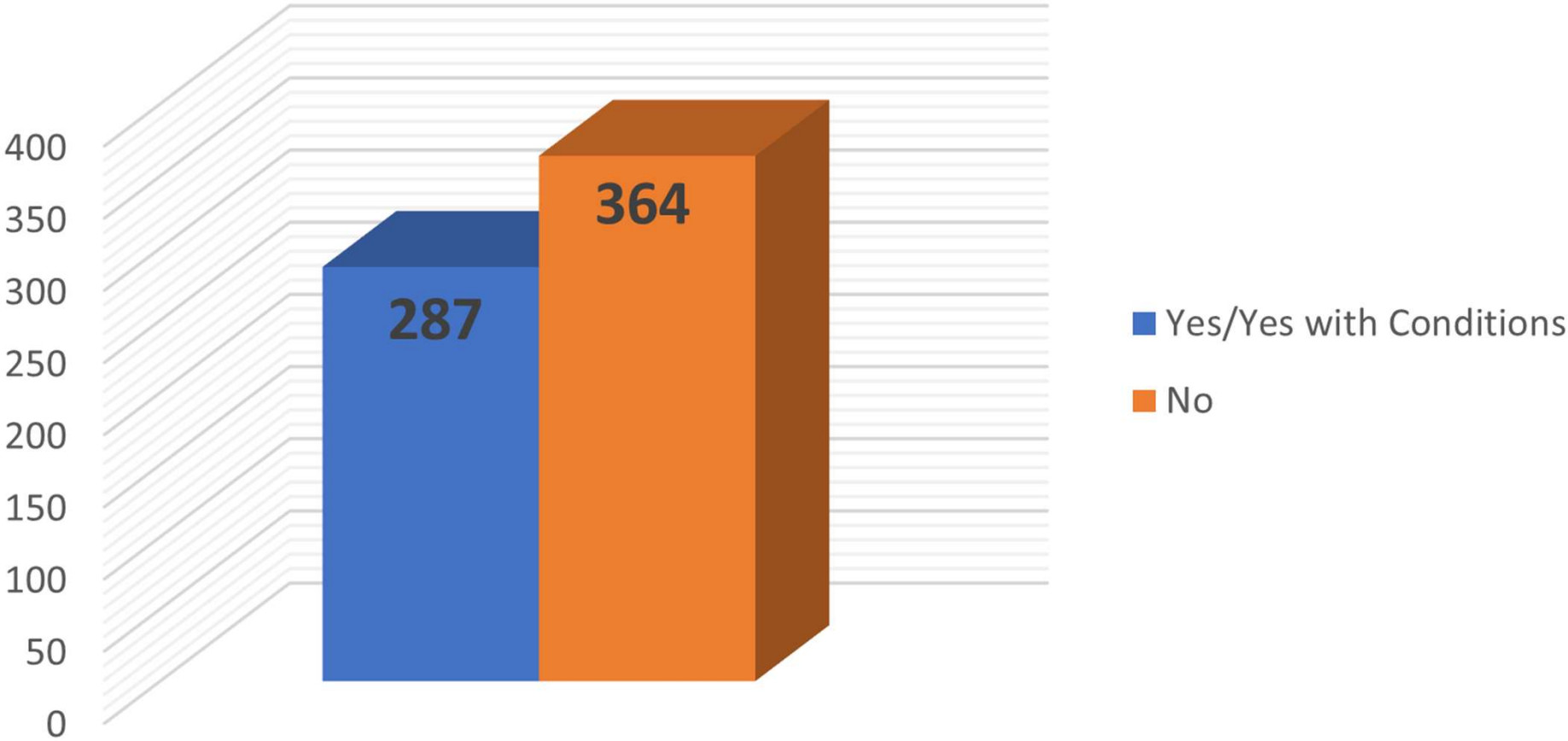
7,648+ apartments at 23 properties evaluated

Vacancies:
164 immediate openings at 13 properties surveyed

Neighborhood Results



Total Responses



Feedback Comments

Comments in support of rezoning:

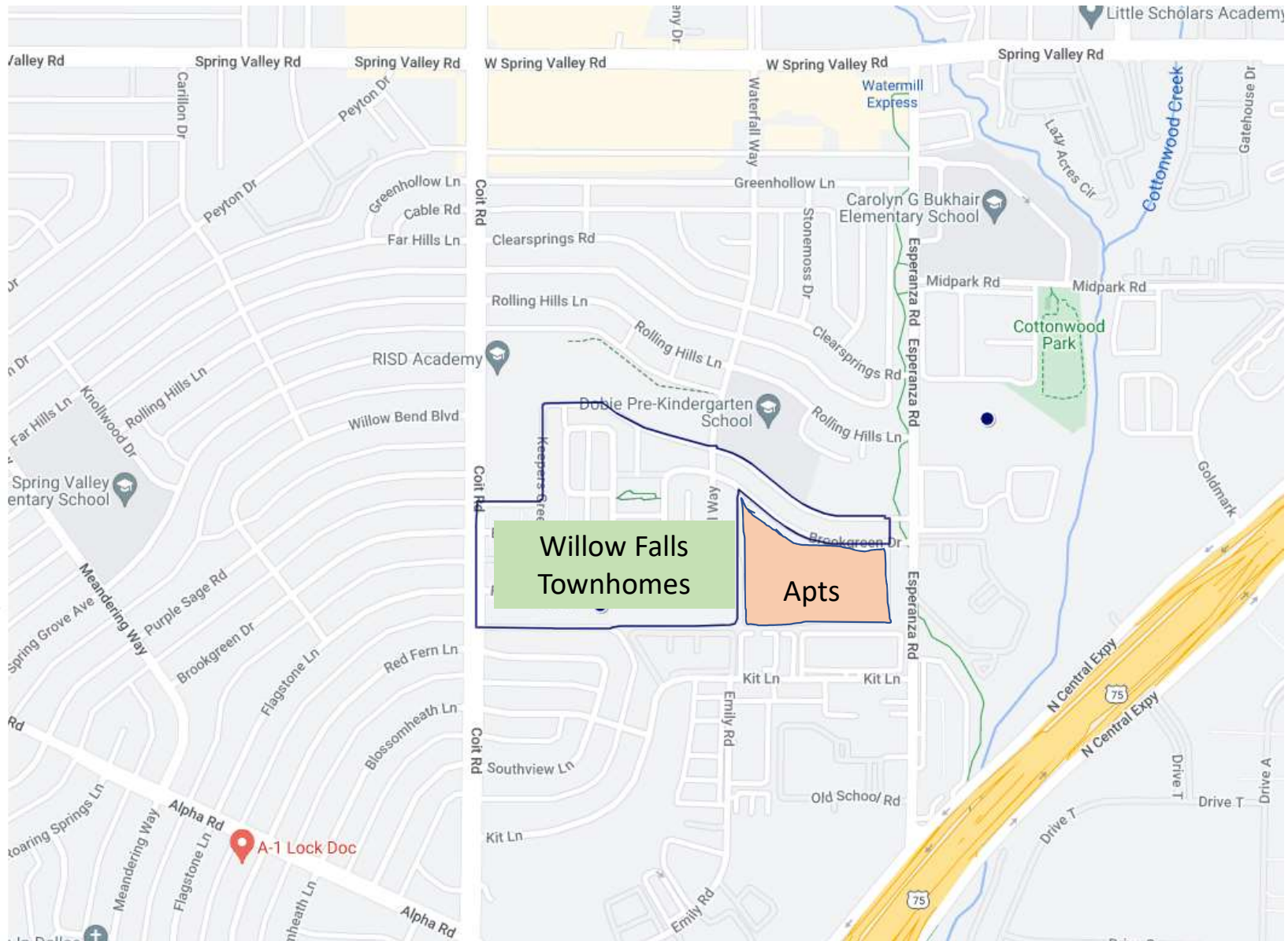
- Max 4-5 stories
- Area is underutilized
- Revamp is desperately needed
- Yes to owner occupancy
- Would increase walkability
- Would increase housing options
- Needs to be higher end
- Would prefer senior living
- Maximize green space

Concerns about rezoning:

- Traffic is already a major problem
- Schools would be strained
- High rises are incompatible with single family surroundings
- There are enough apartments nearby
- Concern about home values
- Concern about crime
- Concern about neighborhood cut-throughs
- Need more services, not lodging

If your homeowner association (HOA) or neighborhood association is represented by this coalition and you haven't already filled out a survey – reach out to your representative and ask for the survey link.

If your neighborhood is not represented and you think it should be because of its proximity to Pepper Square, or you live in an area nearby that doesn't have an HOA, please reach out to Matt Bach at matt@bach.cc to see how your feedback can be incorporated into our results.

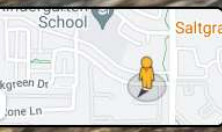




2008/06/27

Search Google Maps

14019 Brookgreen Dr
Dallas, Texas
Google Street View
Apr 2022 See more dates



Google

Search Google Maps

13935 Brookgreen Dr
Dallas, Texas
Google Street View
Apr 2022 See more dates



Zoning Change Process

Masterplan needs the neighborhood not to object to their zoning change request

- City Plan Commission (CPC) – non-binding recommendation to the City Council
- City Council – final, binding vote (tendency for commissioners to vote according to “home” commissioner’s vote)

Residents involvement is crucial in swaying the vote at CPC and at City Council

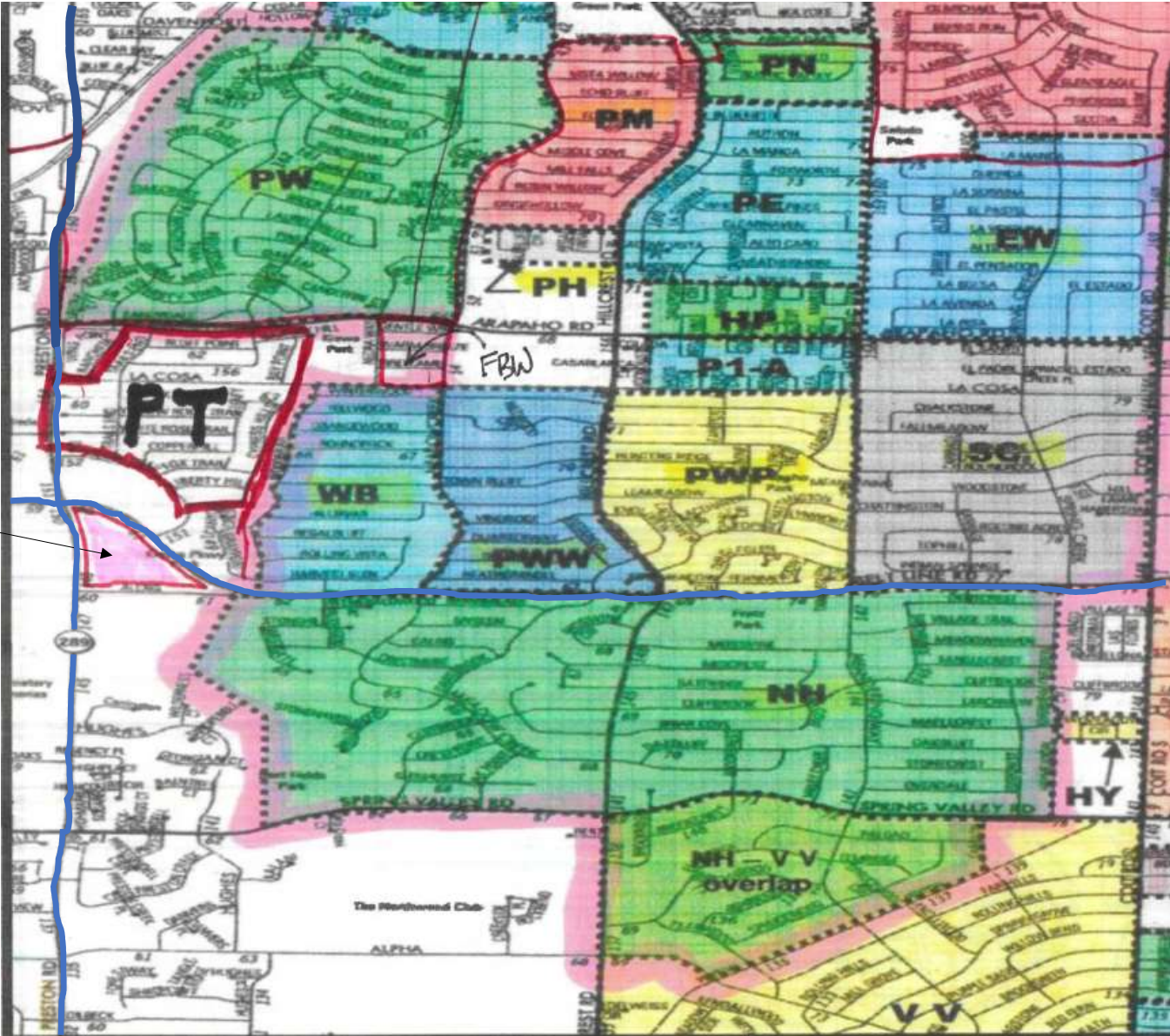
Dallas STR Wars Newsletter TX Neighborhood Coalition



- A 2022 study found that 50,014 cars went through the intersection from Preston Road every day and 24,304 went through from Belt Line.
- Pepper Square increase is projected to add 1,1158 during a.m.peak-hours and 1114 during the p.m. peak-hours at total build out. Their total dwelling units will house 2,000.
- Preston Del Norte's traffic analysis has not been made available. The only information says they are going from 334 apartments to 2,032 units at total build out, obviously adding considerable traffic to the intersection as well.
- This intersection has currently been graded as an F by the North Central Council of Governments, Traffic Division, and has the second most accidents in the city
- Masterplan specifically told me that they were going to have synchronized lights down Preston Road that will alleviate the jams. On future digging, I found that each light costs \$550,000 . Belt Line and Preston has four at that intersection alone.
- More digging uncovered that Masterplan has no intention of paying for these. To get it done there will have to be a Bond election OR a federal grant with no time line given on when all this could take place.







Pepper Square



Next Steps

- City Plan Commission – TBD (September 2023)
- City Council – TBD (October/November 2023)
- Project webpage:
<https://masterplantexas.com/peppersquare/>

Preston Road Corridor Study

- Project Kick-off/Open House (June 2023)

We want to hear from you!

Provide your comments on our
online mapping tool.

Map Your Experience:

www.nctcog.org/mye



Rebekah Gongora

North Central Texas Council of Governments
Transportation Department

Public Involvement and Government Relations

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Pepper Square Neighborhood Coalition

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