



Pepper Square Redevelopment

Neighborhood Meeting No. 8 – October 10, 2023

Request

- Proposed rezoning for new PD Planned Development District at Pepper Square for a mixed-use development (residential, retail, restaurant, office)
- Existing zoning - CR Community Retail District

Changes to Request

- Reduction in proposed rezoning area
 - Original rezoning area: 23.18 acres
 - New rezoning area: 15.51 acres
- Reduction in maximum density
 - Original maximum density: 2,300 multifamily units at full build-out
 - New maximum density : 1,550 multifamily units at full build-out

Changes to Request

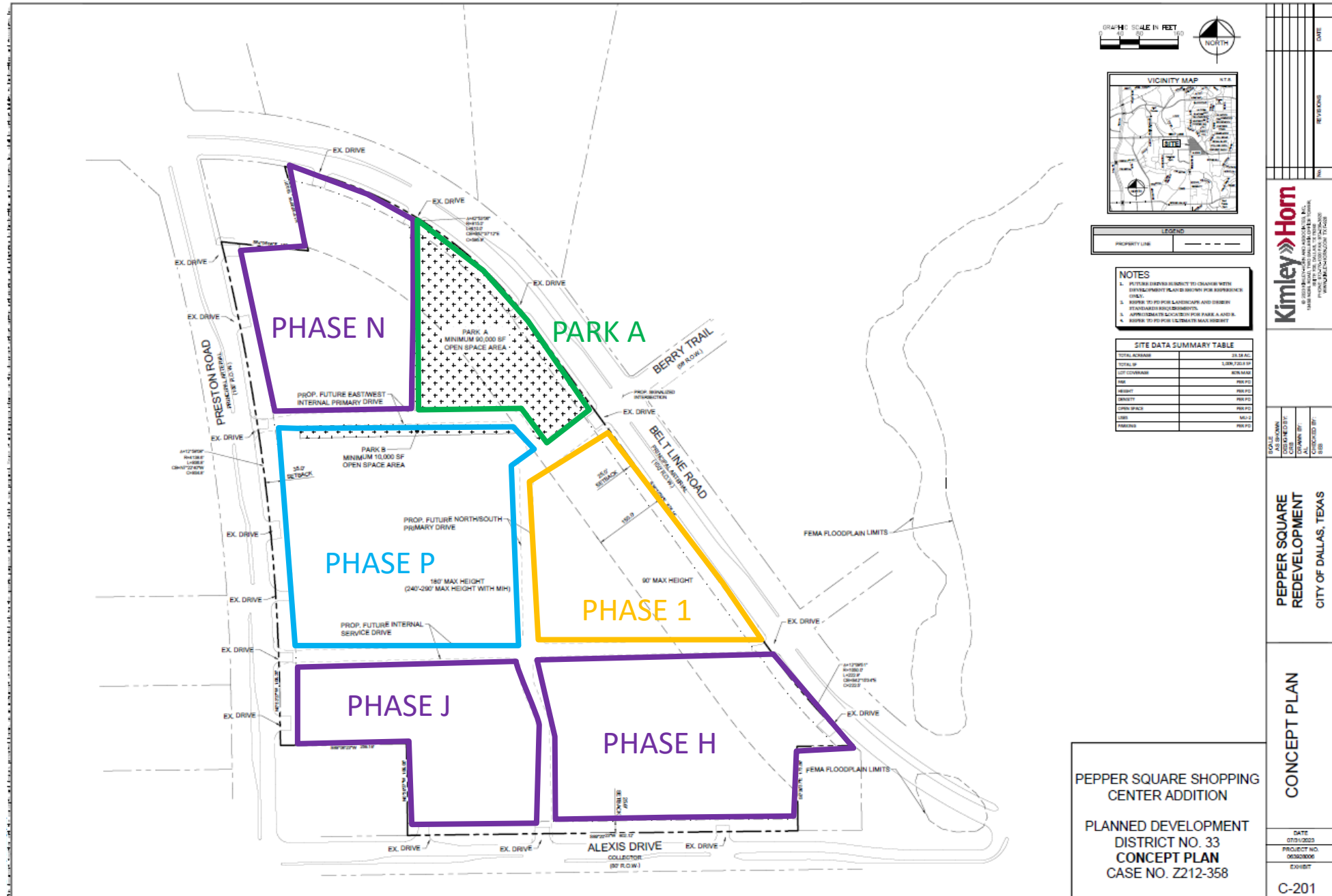
- Increase retail space
 - Preserve CR zoning on south side of site (Trader Joe's & Hobby Lobby)
 - 83,000 SF of existing retail space preserved
 - Maximize ground floor retail space across new development
 - 67,000 SF of new retail space at full build-out
 - 150,000 SF of new and existing retail space at full build-out
- Increase park space per acre
 - Original park space per acre: 10%
 - New park space per acre: 13%



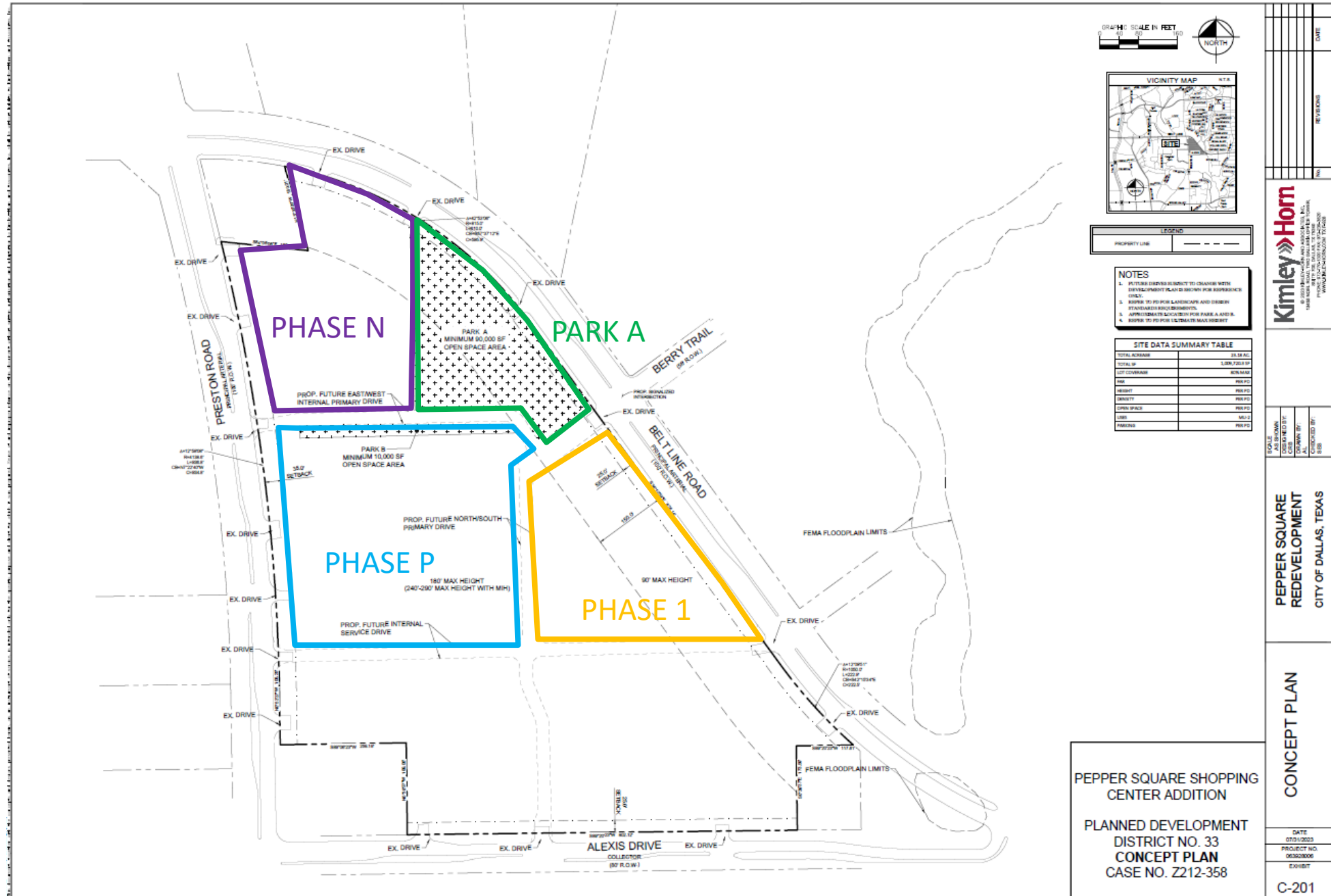
Site Location



Site Location



Pepper Square – Original Phasing





Pepper Square – Phase 1 – View from Belt Line Rd



Pepper Square – Phase 1 – View from Internal Primary Drive



Pepper Square – Park A

PARK A





Pepper Square – Park A

Estimated Phasing Timeline

- **Phase 1** (approximately 2026)
 - 350 multifamily units (Mid-rise)
 - High-Turnover (Sit-Down Restaurant) (7,000 sf)
 - Public Park (90,000 sf)
- **Phase P** (approximately 2028)
 - 750 multifamily units (High-Rise/Condos)
 - High-Turnover (Sit-Down Restaurant) (20,000 sf)
 - Retail/Shopping Center (20,000 sf)
- ~~**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** (approximately 2033)
 - 450 multifamily units (7-story or High-Rise)
 - High-Turnover (Sit-Down Restaurant) (10,000 sf)
 - Retail/Shopping Center (10,000 sf)
- **Totals**
 - 1,550 multifamily units (full build-out)
 - High-Turnover (Sit-Down Restaurant) + Retail/Shopping Center (67,000 sf)

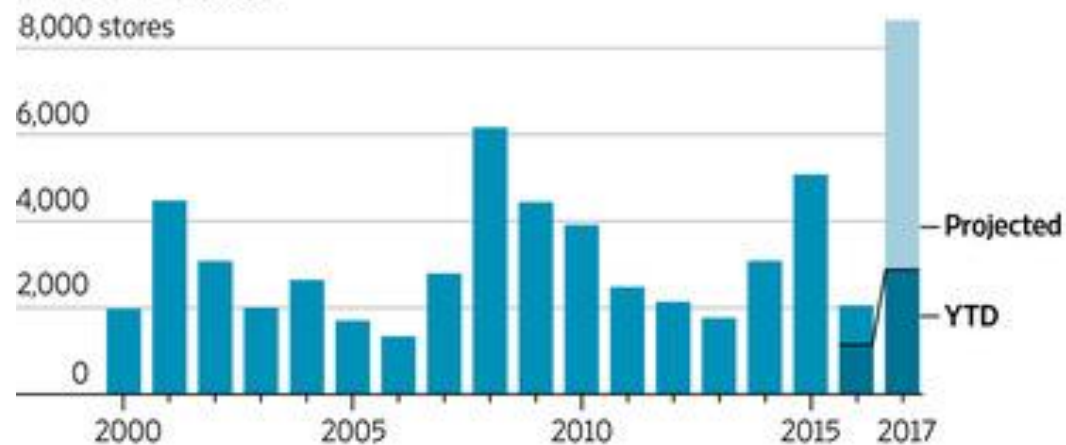
Why Rezone?

- Revitalize aging (significantly vacant) shopping center
- Walkable mixed-use destination for residents and surrounding community
- Large 90,000 SF publicly accessible park
- Curated mix of high-quality restaurants
- Opportunity for pedestrian/trail connectivity to White Rock Creek Trail and Kiowa Parkway
- Add value to property and surrounding area

Retail Reeling

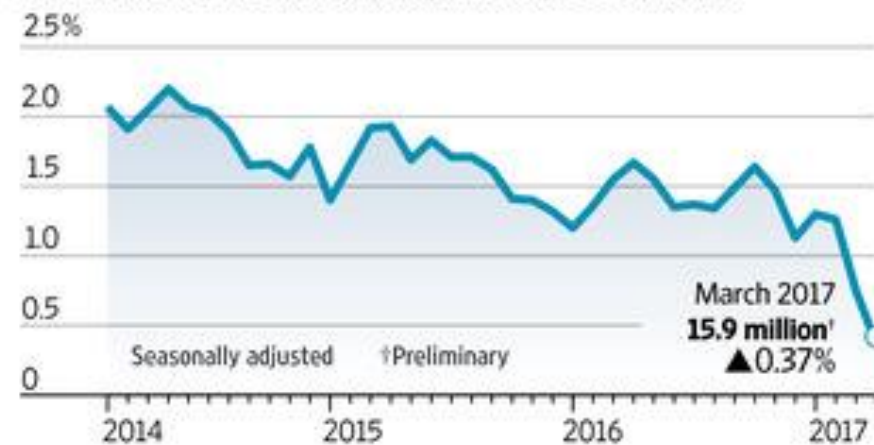
U.S. retailers are on pace to close the most stores in more than a decade...

U.S. store closings



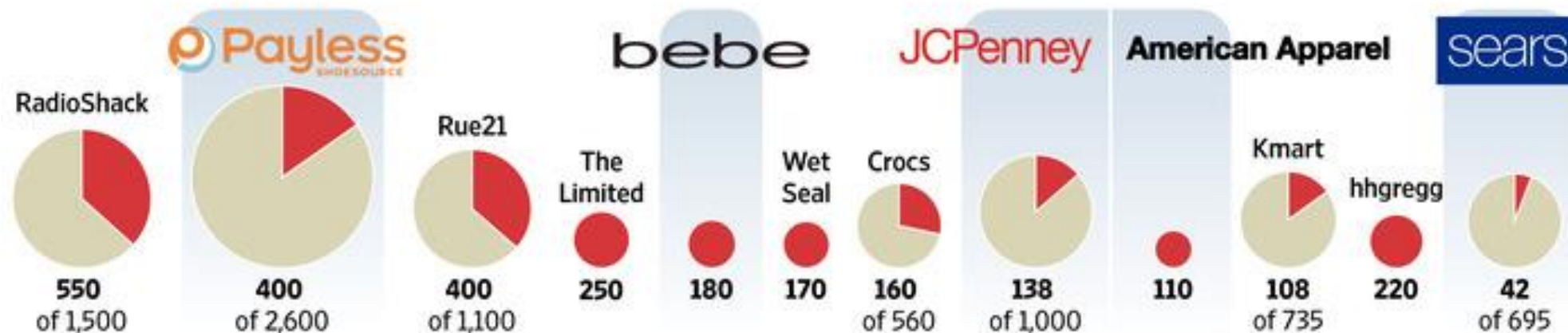
...and they are adding fewer jobs.

U.S. retail employment, change from previous year



Smaller specialty chains such as Bebe and American Apparel are closing all their stores, while larger chains such as J.C. Penney and Sears are scaling back their footprint.

Selected 2017 store closings, estimated

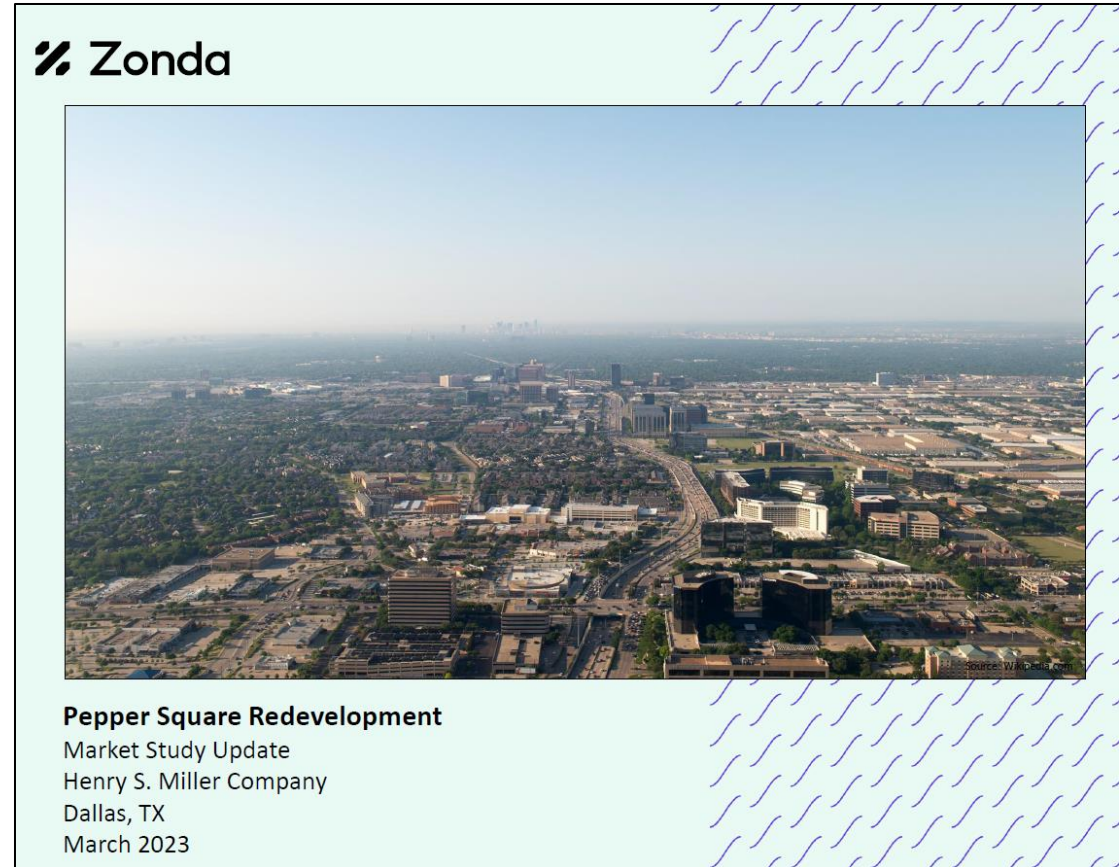


Sources: Credit Suisse (U.S. store closings); Labor Department (employment); staff reports (2017 store closings)

THE WALL STREET JOURNAL.

Zonda Market Study

- Analyzed project viability and market conditions
- Addison/North Dallas submarket has high occupancy rates: 94.6% occupancy rate in Q4 2022
- Average effective rent of \$2,089/month
- Target renter segment is 33 years old earning an average household income of \$117,953



Kimley Horn Traffic Analysis

- Existing conditions
 - 20,000 vehicular trips per day
- Entitled buildout (under CR zoning)
 - 41,772 vehicular trips per day
- Proposed mixed use development
 - 9,559 vehicular trips per day

Next Steps

- City Plan Commission – TBD (Fall 2023)
- City Council – TBD (Early 2024)
- Project webpage:
<https://masterplantexas.com/peppersquare/>



Masterplan

Texas Land Use Consultants

Overall Shared Themes

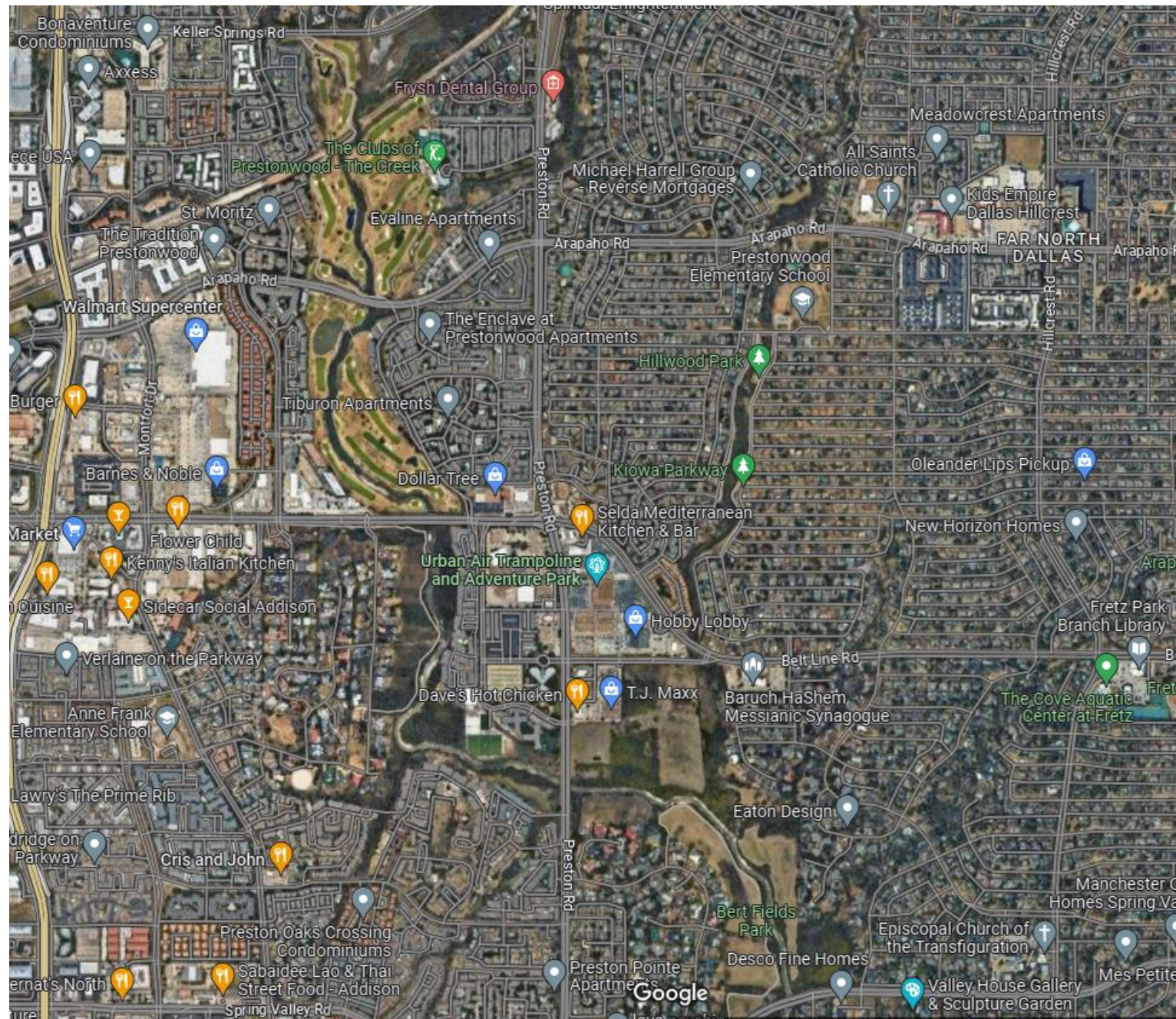
- High-Quality Mixed-Use Project
- Ample open space
- Traffic solutions
- Outdoor dining options
- Redevelopment to increase viability of site and surrounding area

Vision Statement

"Our vision is to breathe life into a new Pepper Square, transforming it into a vibrant, sustainable, and inclusive mixed-use community that enhances the quality of life for all residents, customers, and visitors. We aim to create a harmonious blend of luxury apartments and condos, fine dining, curated shopping experiences, office spaces, hospitality, and recreational areas, all designed to respect the unique character and scale of our neighborhood."

Traffic Impact Analysis (TIA)

- Traffic study analyzed full build-out conditions with relation to existing access points to Pepper Square and surrounding major intersections
- Required traffic-related improvements
 - Signalized intersection of Berry Trail and Belt Line Road
 - Right-turn deceleration for northbound traffic at Preston Road and Belt Line Village



PEPPER SQUARE

Weaknesses

That Bar- 3
Parking- 1
Crime- 1
No Green Space- 3
Lack of Vitality- 1
Lacking Retail- 2
Limited options for restaurants- 3
Emptiness/Vacancies/Dilapidated-8
Dying Out/Need better quality shops -4

Threats

Traffic Control - 6
Crime- 8
Noise- 1
Section 8 Apartments- 3
Overcrowding 2
Super tall & multiple buildings- 2
Berry Trail/Belt Line Concerns- 1
Dollar Store & Thrift Stores- 1

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Strengths

No heavy traffic-2
No Low End Apartments- 2
Trader Joe's/Hobby Lobby/UPS- 7
Proximity to Prestonwood Neighborhood- 1
Closeness/Proximity/Easy Access/Location- 13
Opportunity to build a MU property on this site-2

Opportunities

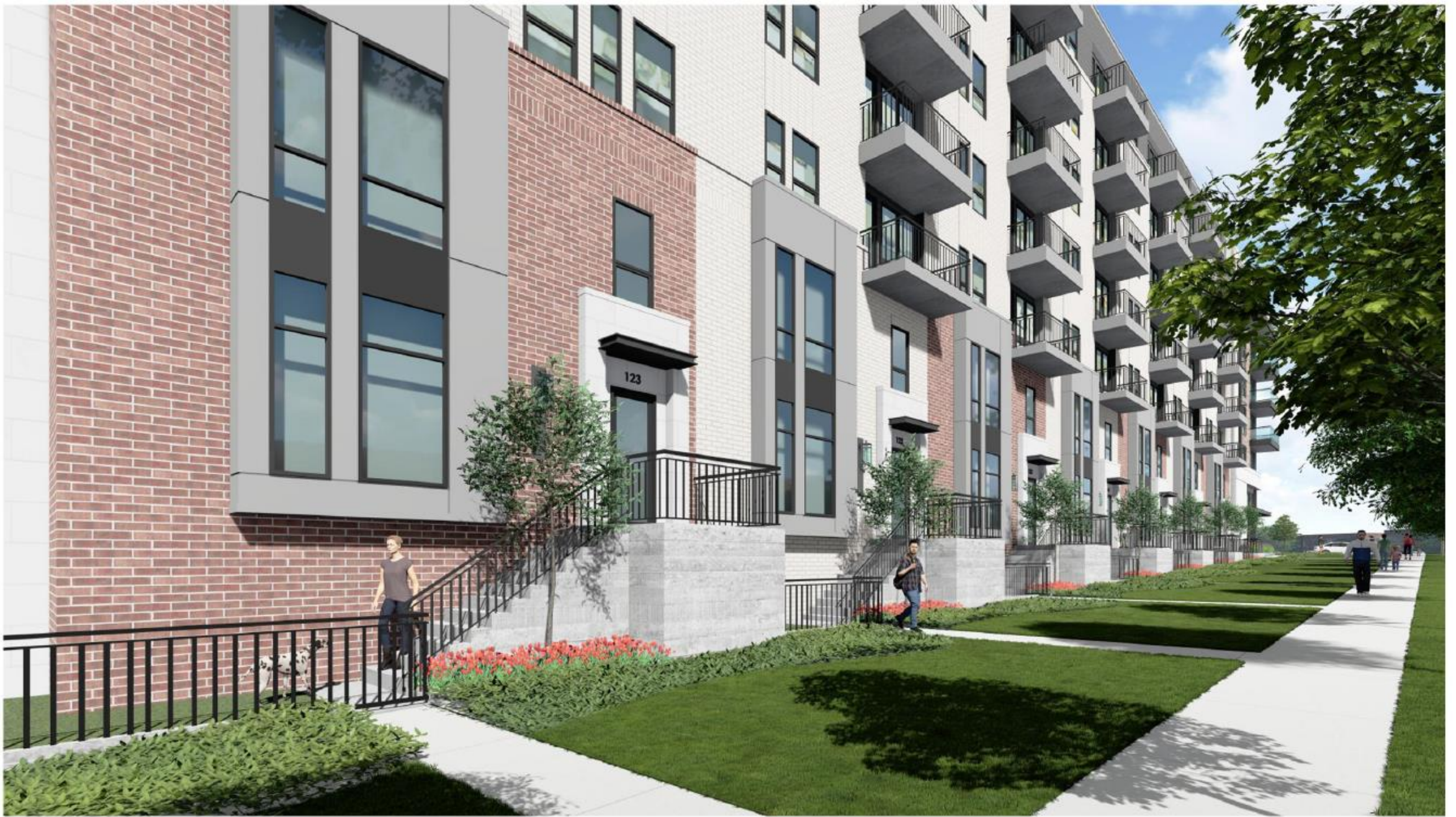
Mixed Use Everything - 4
Green Space - 8
High End Restaurants/Outdoor Patios - 11
Higher End boutiques/shopping- 4
Retirement Community -2
Migration Homes - 1
Open Spaces (The Village Concept- 2)
High End Apts./Condos - 2
Small Mom & Pop Businesses- 1



Pepper Square – Phase 1 – View from Belt Line/Berry Trail Intersection



Pepper Square – Phase 1 – View from Belt Line/Berry Trail Intersection



Pepper Square – Phase 1 – View from Belt Line Rd



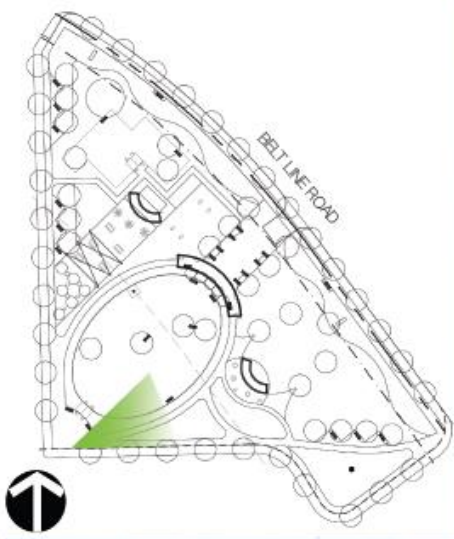
Pepper Square – Phase 1 – View from Belt Line Rd



Pepper Square – Phase 1 – View from Belt Line Rd



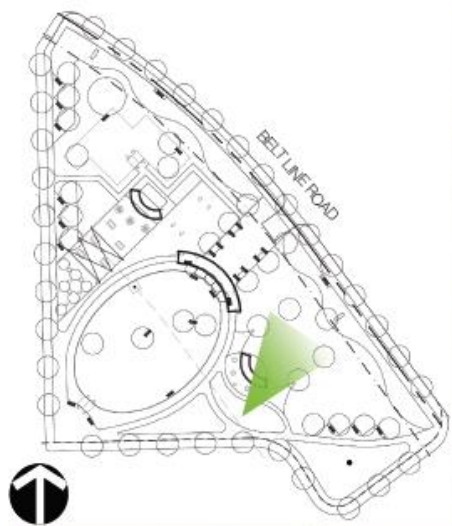
Pepper Square – Phase 1 – View from Internal Primary Drive



Pepper Square – Park A



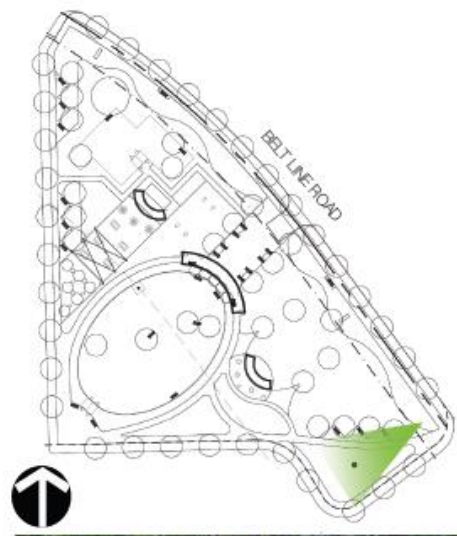
Pepper Square – Park A



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Pepper Square – Park A



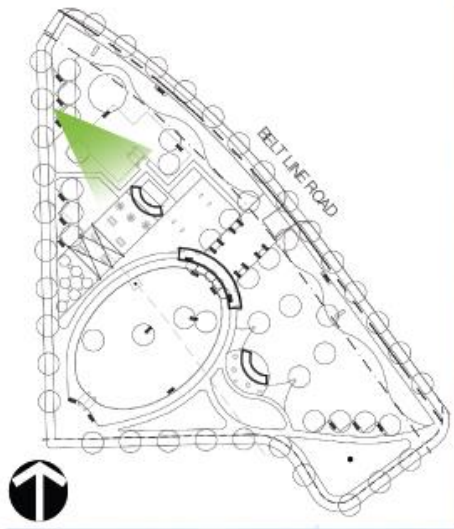
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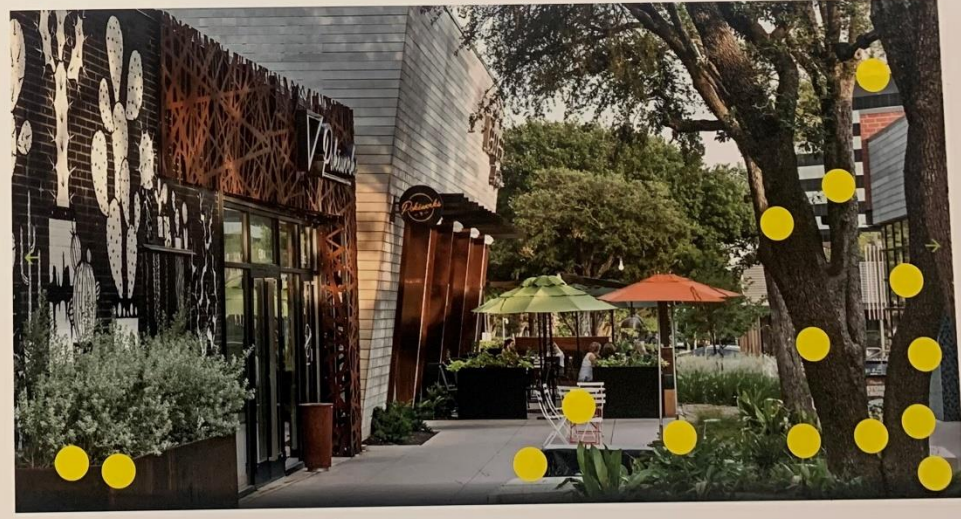
Pepper Square – Park A



Pepper Square – Park A

2 PAGES
SEE
NEXT.

GREENEY IS GREAT



Scale :

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RED = X
Yellow = ✓



Too crisp
Cold



Like Kaulap
Feature.



Scale :

24 May 22

PEPPER SQUARE CHARETTE

LIKE

- * ROOF/TOP FLOOR ACTIVITY (CLIMBING)
- * ~~RESTAURANT?~~
- * HIGHWAY PARK VILLAGE
 - Architectural Interest.
 - MORE UPGRADE
- * GREENSPACE
- * SEATING
- * OUTDOOR DINING w/ SHADE
- * LUXURY CONDOS
- * MIXED USE
- * BOOKSTORE
- * RESTAURANTS
- * BREWERY
- * SPLASH FOUNTAIN (KIDS/VAR?)
- * PICKLE BAR CLUB
- * BOUTIQUE HOTEL (1)
- * VERTICAL GARDENS
- * CHICKEN PICKLE (GRAND FRANKIE)
- * HANGING BASKETS
- * WINE TASTINGS THROUGHOUT
- * PARKING FOR LOCAL RESIDENTS
- * ENERGY EFFICIENT CONDOS/APTS

DISLIKE

- * FLAT BUILDINGS
- * TOO MUCH CONCRETE
- * BOUTIQUE HOTEL (1)
(WHAT IS THE VISION?)
(NOT SURE THIS IS THE RIGHT LOCATION)

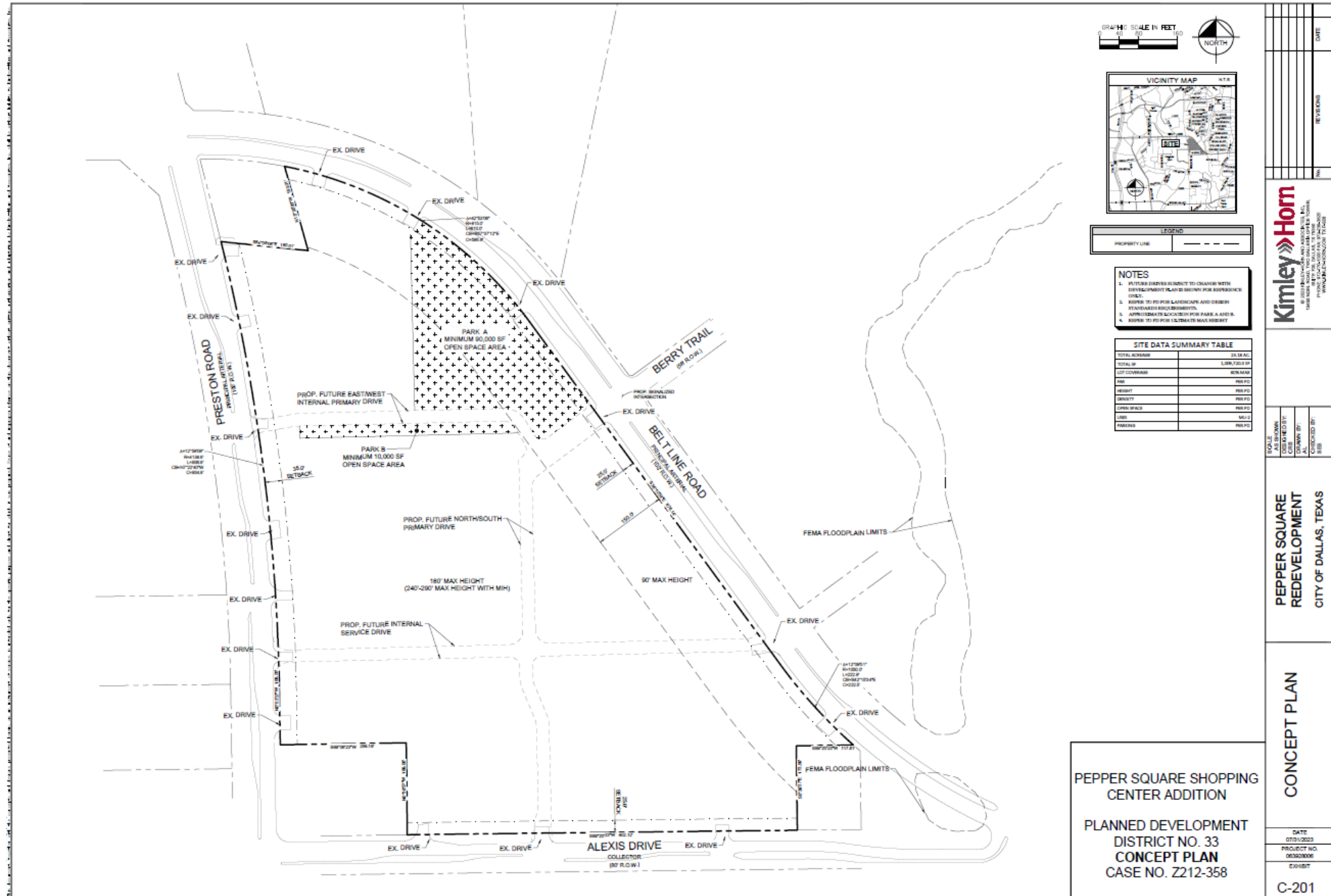
Mixed Use Zoning Districts

| 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% |

Retail Zoning Districts

| 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>



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



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