

Pepper Square Neighborhood Coalition

- Holiday Park Homeowners Association
- North Dallas Neighborhood Alliance (NDNA)
- Northwood Hills Homeowners Association
- Valley View Neighborhood Association
- POPNA-Prestonwood on the Park Neighborhood Association
- Woodbriar Neighborhood Association
- Prestonwood East Homeowners Association
- Prestonwood Trail Neighborhood Association
- Encore Homeowners Association
- Spring Creek Civic Organization
- Estates West Neighborhood Association
- Prestonwood Estates West Homeowners Association
- Prestonwood Hillcrest Townhomes
- Reflections Homeowners Association
- Preston Road North Estates Homeowners Association
- Williamsburg Homeowners Association
- Courtyards at Preston Trails Homeowners Association
- Prestonwood Meadows Homeowners Association

Agenda

- Welcome and Introduction
- Current Situation / Masterplan's Development Proposal
 - Current & proposed zoning
 - Total Build-out – 2,000 apartments
- Neighborhood issues: density (apartments) , building height, traffic, and green space
- Why are we here?
- Who did we survey?
- What do you (we) want?
 - Where does “CR” or Community Retail work?
- What are your (our) concerns?
- Council Member Schultz and Master Plan
- Q&A Comments – Top Questions from your feedback
- Summary, Next Steps and Closing

ZONING CHANGE: 15030 Preston Dallas, Texas





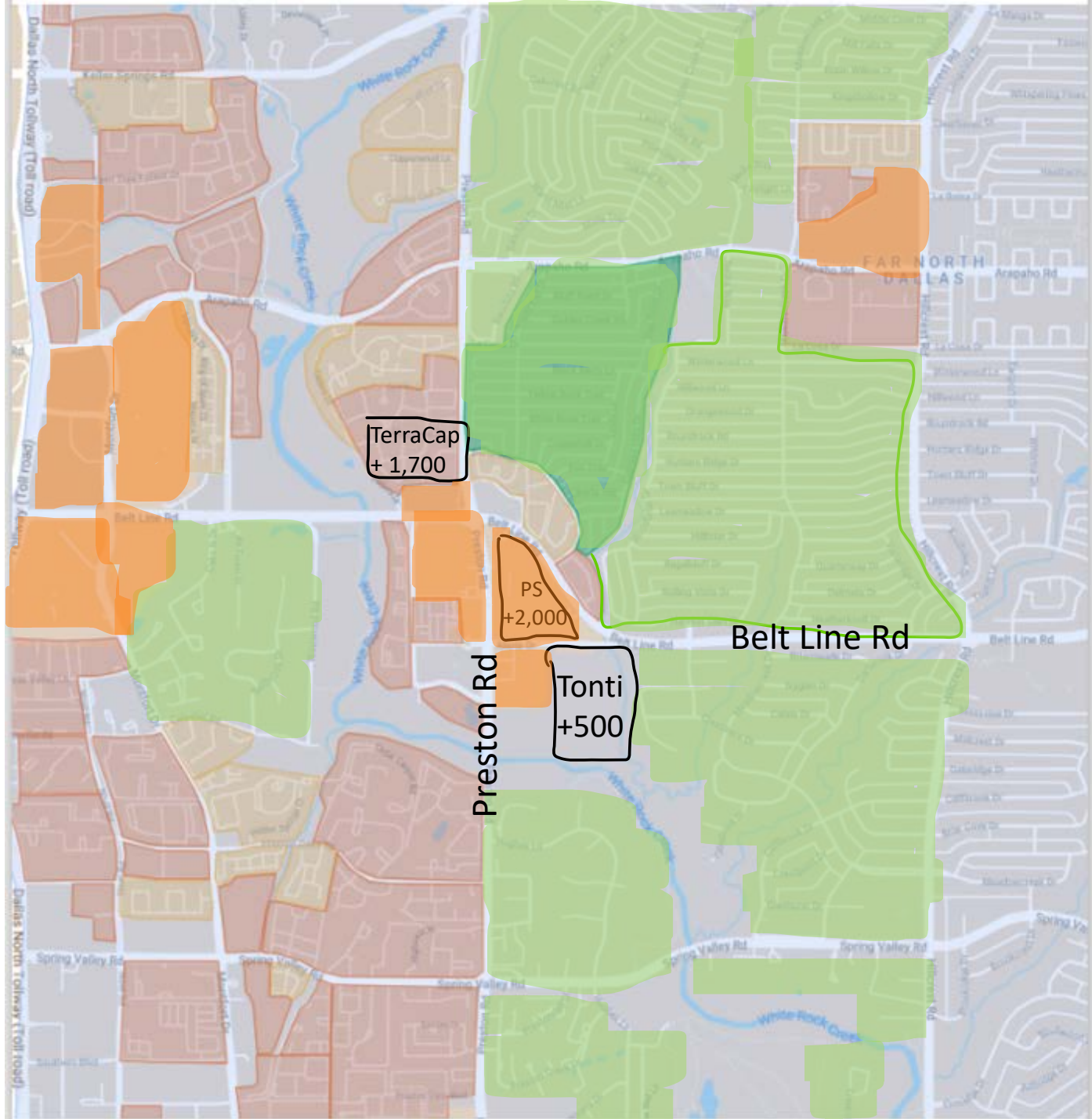
Trader Joe's & Hobby Lobby to remain as "CR" and be excluded from the proposed rezoning.

Density of existing high-end mixed use developments

- Shops at Legacy (Legacy Dr. Plano)
 - 2700 apts on 165 acres = 16 apts/acre
- The Hill (U.S. 75 and Walnut Hill)
 - 1200 apts on 20 acres = 60 apts/acre
- City Line (GB Freeway, Richardson)
 - 3925 apts on 186 acres = 21 apts/acre
- Preston Hollow Village
 - 511 apts on 42 acres = 12 apts/acre
- Pepper Square (Preston and Beltline)
 - 2000 apts on 17 acres = 118 apts/acre

What's Happening Nearby?

- TerraCap received zoning change approval at the Preston del Norte site (northwest corner of Belt Line & Preston Rd). Their plans include replacing the existing ~300 low-rise apartments with ~2,000 units in medium/high rises
- Tonti Properties plans to build ~500 rental units as townhomes or in a low-rise building under their existing MF zoning just south of Alexis

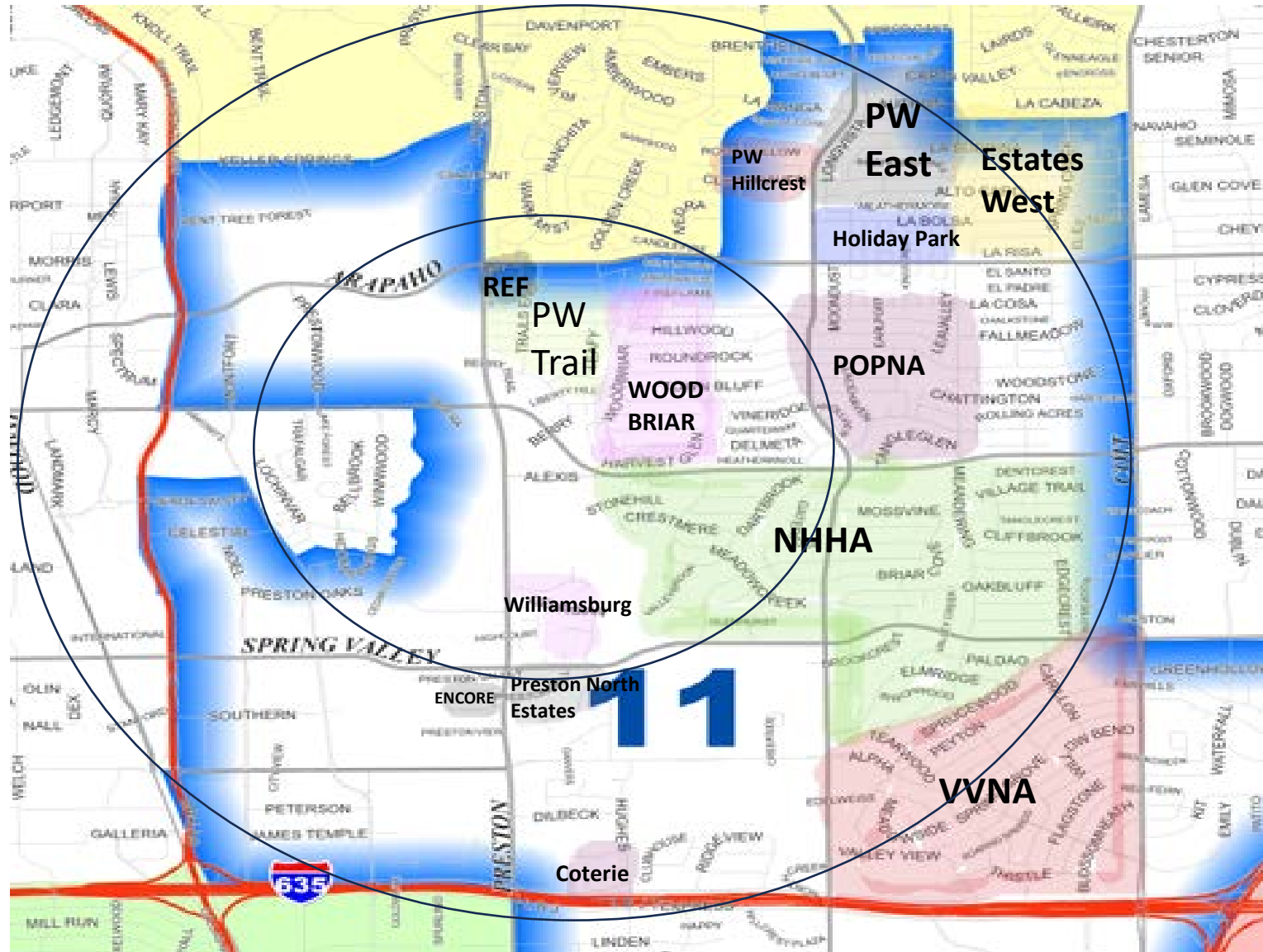


- Green shaded areas are SFR
- Red or yellow areas are apartments, condos, or townhomes
- orange areas are non-residential

Why Are We Here?

- The existing zoning at the subject site is Community Retail (CR). In order to change that to a Mixed Use (MU), the owner must apply for a zoning change.
- The owner/owner's representatives submit plans for a rezoning to the City's planning department and the City planning staff provides feedback/comments. Once a plan is finalized, it will go to the Plan Commission for a vote. If successful, it goes to the City Council for a vote. Ultimately, the property owner is asking permission for a major deviation from existing/long-time zoning, so it must be in the best interest of the city and its residents for approval to be appropriate.
- Plan Commissioners are appointed by Council Members. Council Members are elected by voters to represent their constituents' interests, even sometimes when the will of the majority conflicts with the personal interests of the Council Member. (Ex: STR vote)
- The Pepper Square Neighborhood Coalition is here to make sure the voices of nearby stakeholders are heard before the zoning change application goes up for a vote. We've received more than a thousand survey results and are presenting what people want, what people are concerned about, and what questions they have.

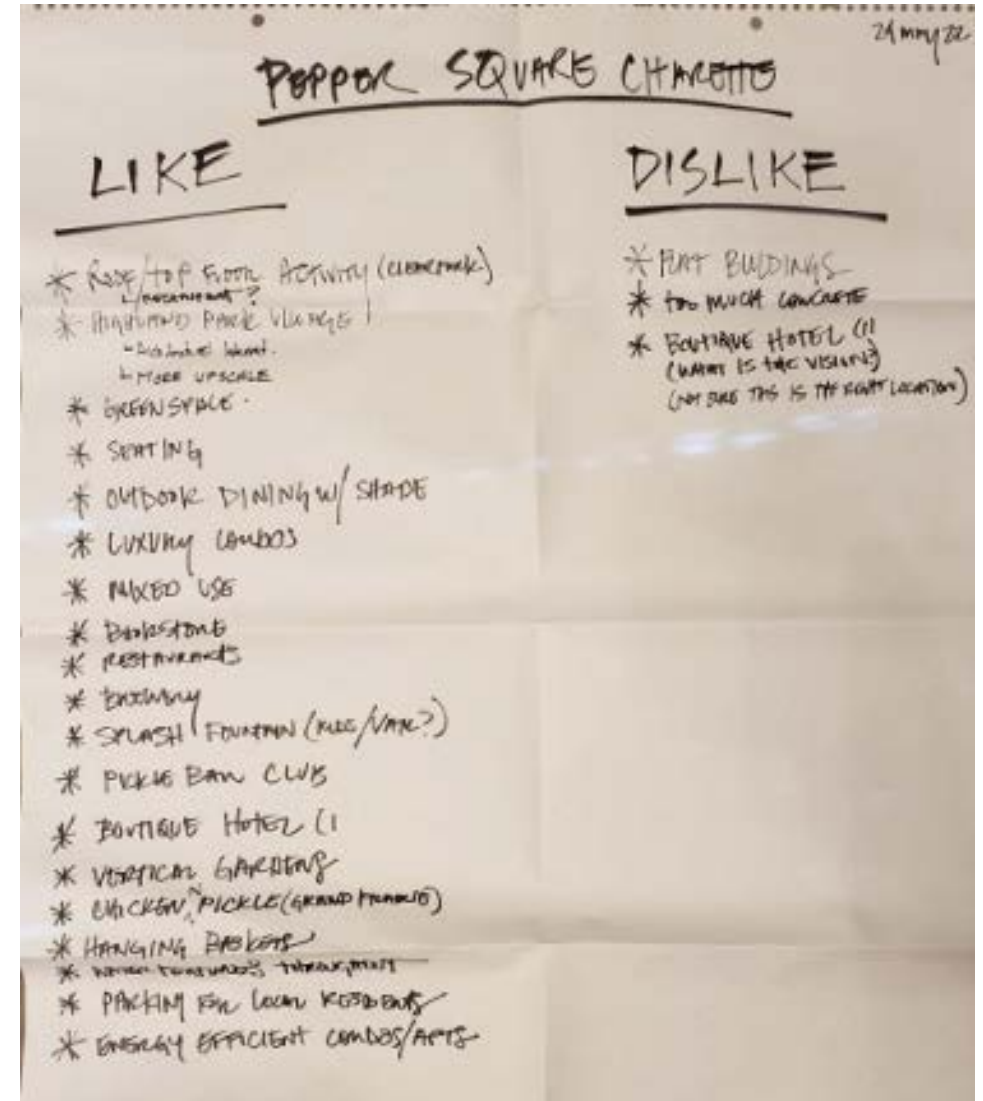
Who Did We Survey?



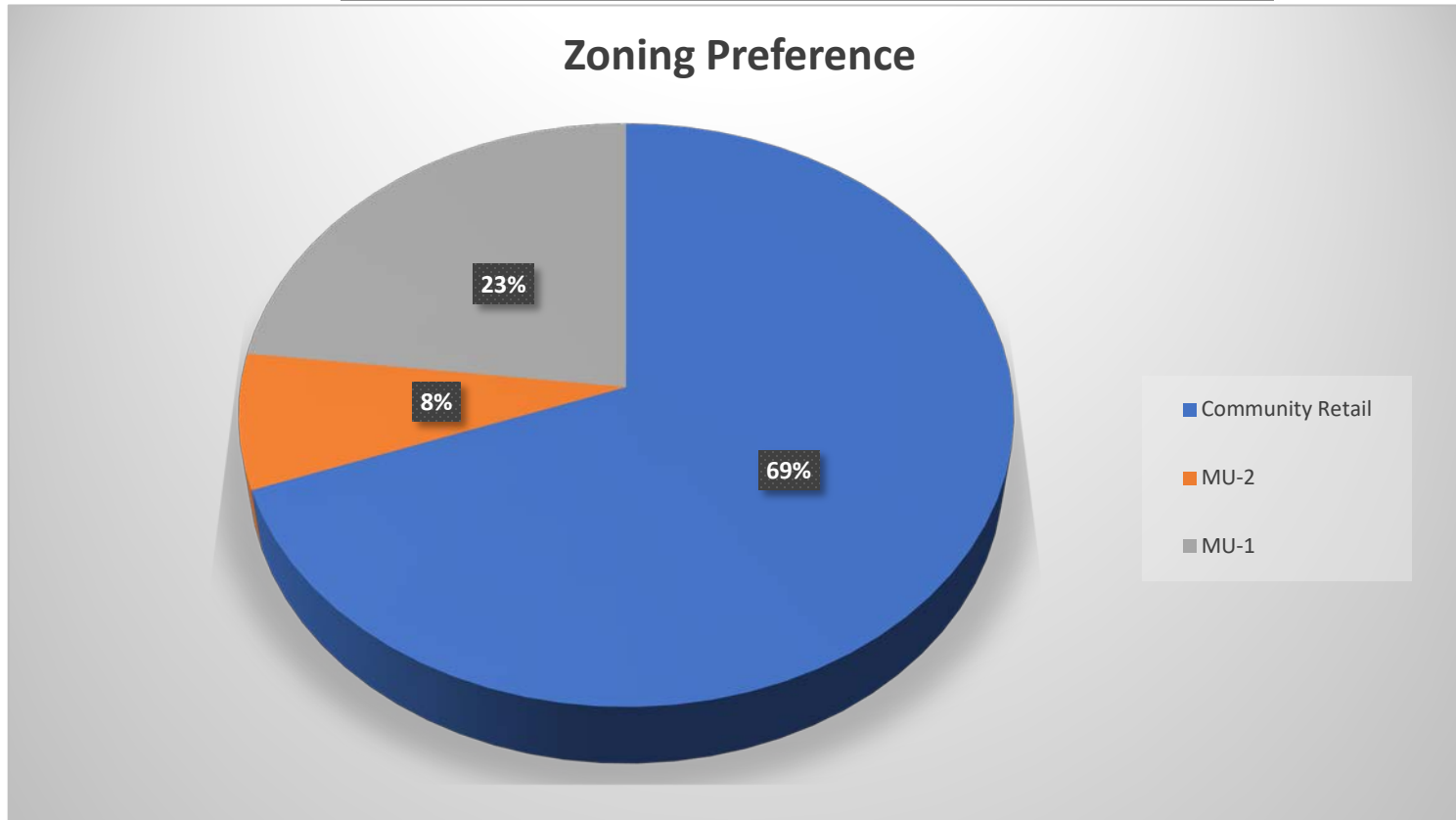
Interior circle =
1 mi radius
Outer circle =
2 mi radius

What Do You Want?

- Green Space
- Outdoor Dining
- Higher end restaurants/shops
- Senior independent living options
- Owner Occupancy
- Low to Mid-Rise Buildings Only
- Preservation of Existing Beloved Businesses
- Increase in Retail Options



What Do You Want?



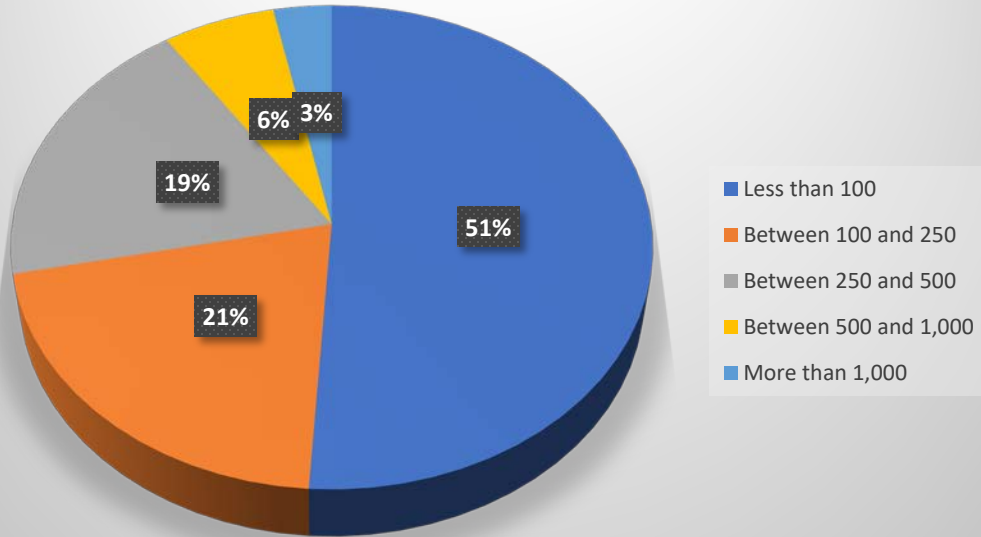
Mixed Use Zoning District	Maximum Height	Maximum Density	Maximum Floor Area Ratio and Lot Coverage
MU-1	120 feet (nine stories)	25 units/acre	1.1 FAR / 80%
MU-2	180 feet (14 stories)	100 units/acre	2.25 FAR / 80%
CR – Community Retail *	54 feet	N/A	.75 FAR / 60%

Where does Community Retail work?

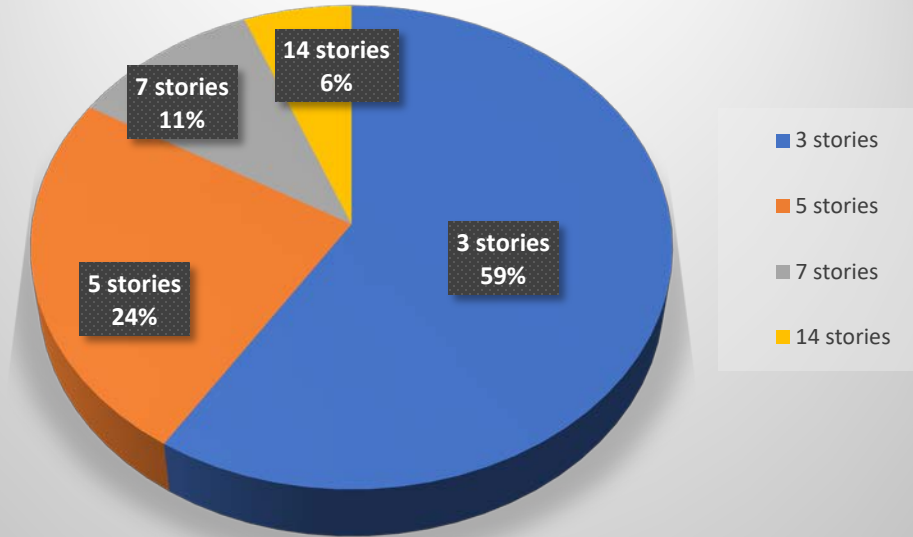
- **Hillcrest Village** - neighbors & Council Member said NO to apartments; SF, townhomes or cluster housing would have been acceptable; SHOPCO revitalized the center and worked with City for a public park, implemented building façade enhancements, site lighting, landscape improvements, pedestrian pathway connections, outdoor patios; 100% leased
- **Preston/Royal** - in 2017, the owner implemented enhanced façades and outdoor dining areas, landscaping and softscapes, new sidewalks and parking. A mix of local and national retail partners elevates Preston Royal as a preferred shopping destination; 92% leased
- **Preston/Forest** - A 200,000 square foot family-oriented neighborhood shopping center anchored by Whole Foods Market. Preston Forest Shopping Center has served North Dallas customers for decades and continues to blossom with new shopping and dining destinations every year.
- **Preston/Campbell** – SHOPCO says they expect to rebrand the shopping center, develop multiple outdoor dining areas, enhance landscaping, improve tenant signage standards, repaint, modify the parapet pop-up features, install new site furnishings, upgrade the multi-tenant pylon sign, and of course attract new shops to the center.

What Do You Want?

of Residential Units



Max Building Height



What Are Your Concerns?

- Rentals vs. Owner Occupied - turnover, upkeep, lack of vested interest in surrounding community
- Increased Density – 2,000+ multi-family already planned in immediate area; more appropriate at International District or Downtown
- Height of Buildings – out of character for area; views/glare; majority of multi-family nearby is low-rise; high-rises more appropriate in Downtown
- Strain on Resources - more people = more calls to police and fire; effect on utilities?
- Crime due to higher density – nearby neighborhoods are appealing due to low overall crime rates/low violent crime rates
- Congestion – noise, trash, congestion at grocery stores, gas stations, etc

What Are Your Concerns?

TRAFFIC!

According to a 2022 Traffic Impact Analysis performed by Kimley Horn at Masterplan's request:

- 50,014 vehicles per day traveled on Preston Rd and 24,303 traveled on Belt Line Rd.
- During the PM peak hour, the westbound approach to the intersection experiences a Level of Service Rating of F (amount of traffic exceeds the amount that can be served; long delays and congestion).
- At full build-out, all other approaches to the intersection perform at a Level of Service Rating of D (high-density flow with restricted speed/freedom) or E (unstable flow at/near capacity; poor comfort/convenience).
- Recommended mitigations involve turn lane changes, which aren't in the developer's capability, or expensive traffic signal synchronization, which isn't included as part of the developer's proposal. A new signal at Berry Trail is also required.
- The Pepper Square redevelopment is projected to add 1,156 new weekday AM peak hour one-way vehicle trips and 1,114 new weekday PM peak hour one-way vehicle trips.

Important to also note:

The Preston del Norte redevelopment is projected to add net 670 and 905 one-way trips during the AM and PM peak hours, respectively, at full build-out. A traffic analysis for the development south of Alexis has not been analyzed as of today, but it was already noted in this study that Alexis Drive at Preston Rd will experience a decreased level of service rating at full build-out of Pepper Square.

Presentation by Master Plan and Council
Member Schultz

Top Questions From Your Feedback

- Remodel under CR?
- Green space
- How much parking?
- Existing Tenants
- Owner Occupancy/Senior Living
- Privacy concerns
- Signal Timing Synchronization
- Traffic Mitigation Measures?
- Police/Fire Resources
- Utilities Demand
- Council Member Support

So where are we with the PS development proposal?

- Apartments, Building Height, Traffic, and Green Space?
- Council Member Support for the Neighborhood?
- The city plan commission hearing date has not been set. The hearing could occur anytime in Nov, Dec or Jan.

Next Steps and Closing

- We will email periodic updates.
- Please send us your email to receive updates. Send to: pepperSQneighborhoodcoalition@gmail.com
- We will hold in-person meetings with HOA leaders.
- Please ask if you can be the Pepper Square representative for your HOA.
- When the time comes, we will need to call, email and especially show up at city hall to advocate for the neighborhood's concerns.

THANK YOU for showing up and being engaged!!!!