

Dear Resident,

My apologies for not getting this update out sooner.

**As of now, there is still no date set for the Pepper Square rezoning request to go before the City Plan Commission.**



In late October, neighborhood leaders from Northwood Hills, Prestonwood Trail, and Woodbriar homeowner associations (HOAs) met with Greg Miller, Masterplan, and Jaynie Schultz, the Dallas City Council Member for District 11. The HOA leaders again reiterated that the majority of our residents are not happy with the latest proposal set forward for Pepper Square and are seeking a redevelopment that includes less height and less density.

Miller and Masterplan have made it clear that there is a minimum amount of height and density necessary in order to justify the cost of redevelopment, especially if including a 2-acre park. We understand the developer has a profit motive, but HOA leaders asked them to rework their proposal to include shorter towers, which in turn would reduce the number of residential units. Their current proposal includes 1550 apartments. To see the Miller's development plans, please go to: <https://masterplantexas.com/peppersquare/>

Basically, feedback from our residents has shown that we want to see a plan that revitalizes Pepper Square without overcrowding the Preston - Beltline intersection, straining city resources, or drastically changing the landscape of our surrounding area.

**We are currently waiting on a revised proposal from Miller and Masterplan.**

Once received, we will share with residents so you can review, provide feedback, and we can discuss next steps.

The Pepper Square Neighborhood Coalition's concerns include: the number of apartments, building height, green space, and traffic.

If you were not able to attend the October 10th meeting, you can go to: [www.NDNA.us](http://www.NDNA.us) and click on "Pepper Square Redevelopment".

There you can see the neighborhood's (Pepper Square Neighborhood Coalition or PSNC) presentation, as well as Masterplan's (the landowner's consultants) presentation.

#### **Masterplan's Revised Development Proposal:**

Basically, the only changes from Masterplan's earlier proposal are:

- The zoning on land occupied by Trader Joe's and Hobby Lobby will remain CR (community retail). That parcel of land will now be excluded from Masterplan's rezoning application.
- The number of apartments in Masterplan's revised development plan now totals 1550. Twelve story high rise buildings and a two-acre park are still included in their rezoning application.

[http://masterplantexas.com/wp-content/uploads/HSM\\_PepperSquare\\_NeighborhoodMtg\\_7\\_PP\\_07312023-1.pdf](http://masterplantexas.com/wp-content/uploads/HSM_PepperSquare_NeighborhoodMtg_7_PP_07312023-1.pdf)

#### **Neighborhood Survey Results:**

The majority (69%) of residents do not want the current CR zoning changed. If residential units are considered, 72% wanted 250 or fewer units, and 83% of residents want buildings of five stories or less.

It was evident at the October 10th meeting that what the neighborhoods want, or might be willing to accept, is far different from what Henry S. Miller is offering.

Certainly, the neighborhood would like to see Pepper Square shopping center updated and once again a vibrant component of our community.

However, it's prudent to be patient and wait for the right proposal.

**Action You Can Take Now:**

Email Lawrence Agu, project manager for ForwardDallas at [lawrence.agu@dallas.gov](mailto:lawrence.agu@dallas.gov)

*Ask that the Preston/Belt Line/Alexis (Pepper Square Shopping Center) area of Far North Dallas be changed in the ForwardDallas Plan to "Residential Mixed Use" rather than "Community Mixed Use" as is currently shown.*

*The proposed development plan for Pepper Square – consistent with Community Mixed Use - would change the character of this shopping center, creating a more urban and significantly denser environment. The development plan has drawn very strong pushback from local residents. A number of neighborhood associations (the "Pepper Square Neighborhood Coalition" or "PSNC") prepared a broad-based survey to obtain hard data to see what residents desire. Ultimately, the survey results show that residents view development consistent with ForwardDallas' "Neighborhood Mixed Use" as desirable and appropriate for the area versus the more urban "Community Mixed Use". This amendment will improve the ForwardDallas Plan, making it consistent with the wishes of the surrounding residents.*

To review the ForwardDallas Plan, please go to: <https://dallascityhall.com/departments/pnv/Forward-Dallas/Pages/Resources.aspx>

Please send your thoughts and suggestions to: [matt@bach.cc](mailto:matt@bach.cc)

Again, thank you for being concerned about our community.

Matt Bach

Pepper Square Neighborhood Coalition

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Pepper Square Neighborhood Coalition:

1. Holiday Park Homeowners Association
2. North Dallas Neighborhood Alliance (NDNA)
3. Northwood Hills Homeowners Association
4. Valley View Neighborhood Association
5. POPNA-Prestonwood on the Park Neighborhood Association
6. Woodbriar Neighborhood Association
7. Prestonwood East Homeowners Association
8. Prestonwood Trail Neighborhood Association
9. Encore Homeowners Association
10. Spring Creek Civic Organization
11. Estates West Neighborhood Association
12. Prestonwood Estates West Homeowners Association
13. Prestonwood Hillcrest Townhomes
14. Reflections Homeowners Association
15. Preston Road North Estates Homeowners Association
16. Williamsburg Homeowners Association
17. Courtyards at Preston Trails Homeowners Association
18. Prestonwood Meadows Homeowners Association
19. Regency Place Homeowners Association

If your association is not included, I hope you will consider joining the PSNC, please contact me at: [matt@bach.cc](mailto:matt@bach.cc)

