

# Community Meeting - July 18, 2024 Pepper Square Neighborhood Coalition

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PROPOSED REZONING OF PEPPER SQUARE - *CASE NO. Z212-358*

# Agenda

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- Thank You PTAA – Tonya Haddox, Principal
- Presentation
  - Intro & Recap – Janet Marcum, Northwood Hills
  - PSNC Efforts & Talking Points – Marc Lombardi, Northwood Hills
  - Logistics – Matt Bach, Holiday Park/North Dallas Neighborhood Alliance
    - **CPC HEARING HAS BEEN POSTPONED TO AUGUST 8TH**
  - Call to Action – Sandy Greyson, Prestonwood East (also former City Council Member)
  - ForwardDallas Update – Jack Kocks, Neighborhood Coalition of Dallas
- Q&A - 1 minute per speaker please

# Pepper Square Neighborhood Coalition

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- Holiday Park Homeowners Association
- North Dallas Neighborhood Alliance (NDNA)
- Northwood Hills Homeowners Association
- Valley View Neighborhood Assoc.
- POPNA-Prestonwood on the Park Neighborhood Assoc.
- Woodbriar Neighborhood Assoc.
- Prestonwood East Homeowners Association
- Encore Homeowners Association
- Estates West Neighborhood Assoc.
- Prestonwood Estates West Homeowners Association
- Prestonwood Hillcrest Townhomes
- Reflections HOA
- Preston Road North Estates HOA
- Williamsburg HOA
- Courtyards at Preston Trails HOA
- Preston Valley Villas HOA
- Williamsburg Estates HOA
- Spring Creek Civic Organization
- Prestonwood Meadows Homeowners Association
- Regency Place HOA
- Oaks at Williamsburg Residential Association (HOA)
- Preston Trails Fairways HOA

# Introduction – Pepper Square

1. Area: D11, SE Corner of Preston/Belt Line
2. Zoned: Community Retail
3. Owners: Henry S. Miller/Gerald Ford (per DMN)
4. Rezoning Consultants: MasterPlan (Lee Kleinman & Andrew Ruegg)







# General Timeline

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- 6 community meetings held by landowner/consultant in May and June 2022 - citizens who attended said they'd like:
  1. Outdoor dining w/shade
  2. Luxury condos
  3. Retirement living options
  4. Bookstores, restaurants, breweries
  5. Splash pad/fountain for kids; water features
  6. Pickleball club
  7. Adequate parking
  8. Energy-efficient features
  9. Green space
- Citizens who attended said they were concerned about: traffic control, crime, noise, low-income apartments, super tall buildings

# General Timeline

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- More landowner/consultant meetings were held in **November 2022 and July 2023**. Here, citizens learned they were proposing 2,000+ multi-family units throughout 7-14 story buildings with more emphasis being placed on the multi-family than the retail or restaurant space. Our Council Member required that they build a 2-acre park to satisfy the green space desire, but the location of it abutting Belt Line Road and the lack of any playground or water features or outdoor dining options nearby made it unappealing to families and seemed only useful for site residents. This is when citizen pushback really ramped up because it seemed all the prior “feedback” meetings with the landowner/consultant had been disregarded.
- The Pepper Square Neighborhood Coalition was formed so we could pool resident feedback and get a clear consensus on what the majority wanted.

# General Timeline

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- **August 2023 and October 2023** - Resident surveys were sent out by neighborhood leaders and the majority who responded said that they did not support the rezoning request as it was presented and would prefer it remain community retail if faced with their proposal. When asked about their general feelings toward residential at the site, the majority of respondents wanted 3-story buildings or less, and 250 residential units or less. Owner-occupied units were preferred.
- **Community Meeting October 2023** - Landowner/consultant reduced their rezoning request from 23 acres to 15 acres, only because they determined it would be difficult to work around Hobby Lobby and Trader Joe's long-term leases. They now proposed 1,550 multi-family units, which was still 100 units/acre. At this meeting, residents voiced concerns again about traffic, crime, strain on city resources, height of buildings, and increased density. It was asked why existing community retail zoning couldn't be utilized efficiently at the site, like it had been at Hillcrest Village, Preston/Royal, Preston/Forest, and Preston/Campbell.



# General Timeline

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- **October 2023 through February 2024**- Small-group meetings were held between nearby HOA leaders and Council Member/Plan Commissioner and landowner/consultant. Leaders reiterated again that the height and density were not acceptable to nearby residents. We asked the consultant to reduce/remove the useless 2-acre park in order to reduce their need for height/density to absorb the cost of it, but Council Member rejected this approach.
- **Neighborhood Leaders Meeting February 2024** - No adjustments were made to density based on our requests/concerns, but the landowner/consultant offered us the choice between a configuration of 3 buildings all of 7 stories, or 3 buildings with 2 being 5 stories and 1 being 12 stories. Most of the leaders in attendance refrained from “choosing” an option.

# General Timeline

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- **Community Meeting March 2024** - By this point, residents were fed up with their concerns not being addressed and questions not being answered. No concessions or alterations were made by the landowner/consultant. No assurances were given to attendees that city services could handle the influx of people at this intersection. Minor traffic improvements were discussed as possible with grant money.
- **Final May 2024 resident survey**- Overwhelming majority of respondents said they did not support the rezoning request and close to 50% would even like Pepper Square to stay in its current condition if the only alternative was 1,550 multi-family units in high rises. Between 30 and 50% of respondents (depending on the neighborhood), would consider a low-density, low-height mixed use project reasonable.
- **Today** - Commissioner in charge of this case and Council Member say they're pushing landowner/consultant to make some changes to the proposal before it goes to vote

# Proposed Rezoning

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1. MU-2 Styled PD (Near MU-2 Maximums)
2. Retail + Residential Rentals
3. 1,550 Units on 15.5 Acres (100 Units/Acre)
4. Mix of 12, 7 and/or 5 story buildings

Proposed Pepper Square PD	75 feet (5 stories)	75 units/acre – Base	2.5 FAR – Base / 80%
	165 feet (12 stories)	87.5 units/acre – MIHDB 1	2.85 FAR – MIHDB 1 / 80%
		100 units/acre – MIHDB 2	3.2 FAR – MIHDB 2 / 80%







# PSNC Gets to Work – Commissioner Meetings

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- District 1 - Christian Chernock
- District 2 - Joanna Hampton
- District 3 - Darrell Herbert
- District 4 - Tom Forsyth
- District 5 - Tony Shidid, Chair
- District 6 - Deborah Carpenter
- District 7 - Tabitha Wheeler-Reagan
- District 8 - Lorie Blair
- District 9 - Neal Sleeper
- District 10 - Tipton Housewright
- District 11 - Matthew Eppler
- District 12 - Aaliyah Haqq
- District 13 - Larry M. Hall
- District 14 - Melissa Kingston
- Place 15 - Brent Rubin, Vice Chair

# PSNC Gets to Work – Commissioner Meetings

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*The communities of Far North Dallas overwhelmingly support the vision of a revitalized Pepper Square. From the perspective of these communities, and based on numerous neighborhood meetings, discussions with local residents, and multiple surveys conducted over the past two years, that vision is embodied by a community retail site where people can shop, dine, visit service providers, and gather. More specifically, a Pepper Square that includes indoor/outdoor restaurants, children's entertainment options, and a variety of retail shopping opportunities, while preserving beloved existing businesses. Given its access, visibility, and the diverse demographics of the surrounding area, we are confident that Pepper Square can exceed the success of similar locations such as Hillcrest Village, Preston & Forest, Preston & Royal, and other vibrant community retail centers throughout Dallas. Our goal is for Pepper Square to set the standard for what a thriving community retail center should be, and we are dedicated to achieving this vision on behalf of the many voices we represent.*

*Although this vision is different from the proposed redevelopment, we want to be clear that local residents do not “fear” apartments, multifamily housing, or other forms of rental developments; in fact, thousands of garden-style multifamily units have existed in the area for decades. Rather, we believe a more creative opportunity exists for Pepper Square and do not want to lose it.*

# PSNC Gets to Work – Commissioner Meetings

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*Because nearby residents have consistently expressed a strong preference for community retail-only redevelopment, as well as strong disapproval of the current proposal, we believe any consideration of residential development should be carefully tailored and involve significant public input. The community is focused on meeting the expectations of current and prospective residents, offering opportunities for new generational stakeholders, and providing genuine options for nearby retirees to remain in North Dallas. We believe it is essential to preserve the character and atmosphere that Pepper Square was originally envisioned to embody. To this end, if residential options are considered, they should be limited to reasonable density (<30 units/acre) and low-rise buildings (<four stories), consistent with the character of the surrounding area and recent land use guidance. Owner-occupancy is also important as it provides opportunities for “missing-middle” home ownership, while a significant senior housing component can enhance the ability of nearby residents to age in place. We believe these goals align with those of the City, as expressed by City representatives and staff, and as set forth in Forward Dallas 2.0.*



# Talking Points – Existing Residential

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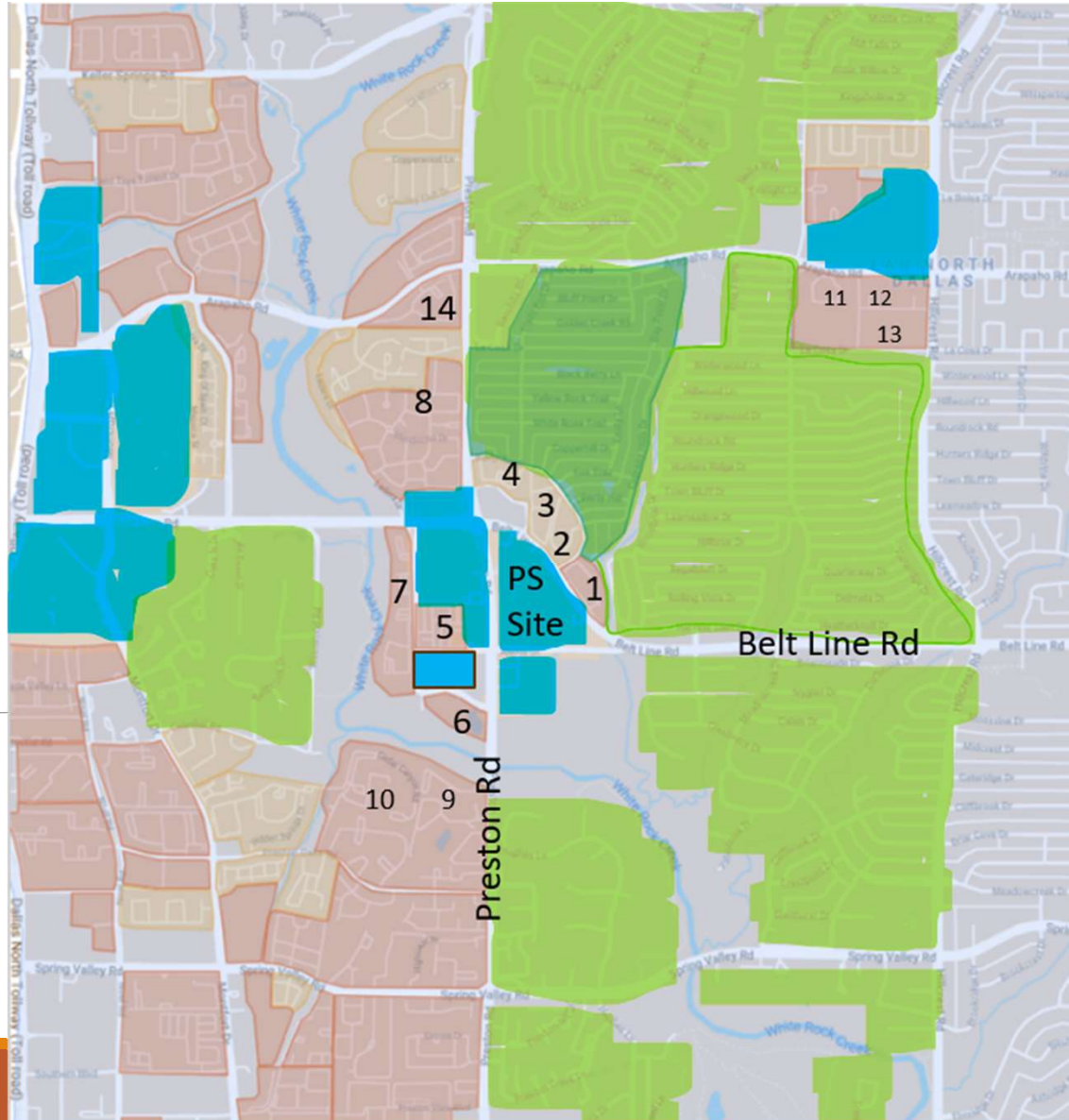
- Proposed rezoning of 100 units/acre is insensitive to context of surrounding area, including existing multi-family areas (see following slide)
- Shortage of apartments is not an issue in Far North Dallas, as it bears (and will continue to bear) more than its fair share of density relative to other parts of the City
- West of Preston Rd is (reasonably) densely populated with more than 6,000 apartment/condo units in close proximity to Pepper Square and hundreds of immediate vacancies
- Entitlements of Preston Del Norte (~1,700, see Slide 16) and Tonti (~500-700) provide sufficient net capacity for future development (also consider development of Midtown/Int. District)
- East of Preston Rd is almost entirely populated with single family residences

## What's Happening Nearby?

- Green areas are SFR
- Red/yellow areas are apartments, condos, or townhomes
- Blue areas are non-residential

### Density Stats\*:

- 1) 144 units; **3 stories**; 6 acres; **24 units/acre**
- 2) 104 units; **2 stories**; 5 acres; **21 units/acre**
- 3) 104 units; **2 stories**; 5 acres; **21 units/acre**
- 4) 101 units; **2 stories**; 4 acres; **25 units/acre**
- 5) 208 units; **3 stories**; 8 acres; **26 units/acre**
- 6) 300 units; **4 stories**; 6 acres; **50 units/acre\*\***



### Density Stats Continued\*:

- 7) 540 units; **3 stories**; 13 acres; **42 units/acre**
- 8) 362 units; **2 stories**; 17 acres; **21 units/acre**
- 9) 96 units; **2 stories**; 7 acres; **14 units/acre**
- 10) 326 units; **3 stories**; 20 acres; **16 units/acre**
- 11) 234 units; **2 stories**; 8 acres; **29 units/acre**
- 12) 216 units; **2 stories**; 7.7 acres; **28 units/acre**
- 13) 212 units; **2 stories**; 8 acres; **26 units/acre**
- 14) 257 units; **2 stories**; 11.25 acres; **23 units/acre**

\* Data pulled from DCAD

\*\* [Signature Pointe](#) – a senior assisted living facility

# Talking Points – City Services

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- Proposed redevelopment is unsustainable (Preston Del Norte, Tonti, Midtown/Int. District)
- Addition of 1,550 units at Pepper Square would further strain city services
- Residents are concerned about the effect this would have on utilities, fire department response, police response, and school population
- Fire and police have confirmed any additional resources allocated to the area couldn't be done proactively and response times would suffer first before (hopefully) an additional rescue is added to Fretz Station 11 and more personnel hired to the North Central station
- DISD school (Anne Frank) that would serve Pepper Square is already severely overcrowded

# Talking Points – Traffic

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- Preston & Belt Line Rd intersection is operating at an E or F rating at peak times
- Majority of traffic at the intersection is from through-traffic
- Redevelopment under Community Retail would spread the vehicle trips throughout the day as opposed to clustering at the already busiest times
- In addition to vehicular traffic, there would be an increase in the intensity of human traffic as waste, pollution and general activity would severely increase, subverting the expectations of existing homeowners and future homeowners seeking to settle in this area
- Per M. Morris, traffic enhancements are forthcoming regardless of Pepper Square redevelopment, and residents would like to see results prior to further residential entitlement



# Talking Points – Proposed Structures

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- Rezoning proposal calls for high-rise buildings (mix of 12, 7 and/or 5 stories tall)
- As discussed above, east side of Preston Rd is almost entirely populated with single family residences
- Multi-family in the general vicinity is in low-rise buildings
- There is an outlier office building on the west side of Preston Rd that can be seen from nearby neighborhoods/backyards
- Proposed structures may be psychologically imposing and give the impression that this area represents an uptown-like lifestyle

# Talking Points – ForwardDallas 2.0

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- Rezoning proposal is inconsistent with the development-oriented ForwardDallas 2.0 land use plan
- Most recent draft designates the Pepper Square site as suited for Community Mixed Use (CMU)
- While the PSNC doesn't fully agree with that designation, and have voiced these concerns to City Staff, the verbiage says:
  - “For Community Mixed Use areas closer to Downtown Dallas, development is concentrated in compact blocks with quality access to transit and a high degree of connectivity to surrounding neighborhoods. Buildings in these urban areas, are generally developed vertically (multiple uses in a single building) also offer more housing options and are along fixed transit/ transportation nodes, hubs, and corridors. Within more suburban areas of Dallas, these areas are comprised of larger complexes, often with fewer stories while offering a large amount of retail, restaurant, and personal services that are generally separated by large parking areas or open spaces along the perimeter.”
- In other words, taller buildings with more and denser housing options are better suited for Downtown, while shorter buildings with less focus on residential and more focus on community retail/restaurant/service options are better suited for suburban areas
- Discussions with City staff validate the inconsistency proposed by the HSM/MP proposal

# Commissioner Feedback

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- Tell us what you want, not just what you don't want
- The City needs density
- Impressed with PSNC approach and presentation
- Concerned about viability of the retail in the proposal
- Concerned about viability of the park space in the proposal
- Intrigued by our mention of incompatibility with Forward Dallas
- Intrigued by our mention of opportunity for owner-occupancy
- They will likely follow lead of District 11 Commissioner/Councilperson

# Logistics – August 8<sup>th</sup> CPC Hearing

- City Hall – 1500 Marilla St. Park underground (enter from middle of Young St.) or park behind City Hall, on-street parking meters, Use credit card or parking app ParkMobile
- Council Chambers – enter City Hall from front of building and take red or green elevators to 6<sup>th</sup> Floor
  - Everyone should signup to speak at City Plan Commission (CPC) hearing
  - Council Chambers has ~220 seats, we need to fill at least 100 seats
- In person – fill out yellow card found on table at front council chambers, Zoning Case No. Z212-358
- Remote – signup online at: <https://dallascityhall.com/government/Boards-and-Commissions/City-Plan-and-Zoning-Commission/Pages/Meetings.aspx>
- Signup starts/opens at 5:00 PM the Friday before the hearing date
  - One minute to speak. Start by stating your name and address, your position (“I oppose rezoning proposal for Pepper Square”). You’ll only have time to give one reason you are opposed. Time your talk beforehand so you don’t exceed 1 minute. The CPC Chairman will cut you off at 1 minute!
  - Remote speakers must have your video camera on
- Yellow Pepper Square T-shirts will be handed out to all in-person attendees
- Plan to spend the afternoon at City Hall. Typically, contentious zoning cases such as Pepper Square will be one of the last items on the agenda





Photo Credit: Fox4 News

# Call to Action

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Graphic Credit: City of Dallas

# ForwardDallas Update

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# Q&A

PLEASE LIMIT YOUR QUESTIONS/COMMENTS TO 1 MINUTE OR LESS

PLEASE RESPECT THE SPEAKER

HARD CUT-OFF AT 8:30PM

Unanswered questions? Email:

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- Matt Bach – [matt@bach.cc](mailto:matt@bach.cc)
- Janet Marcum – [jm@northwoodhills.org](mailto:jm@northwoodhills.org)
- Jack Kocks (ForwardDallas) – [jack.kocks.tx@gmail.com](mailto:jack.kocks.tx@gmail.com)