

# Community Meeting - March 18, 2025 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 – Pepper Square Neighborhood Coalition (PSNC)
  - PSNC Position
  - Call to Action
    - **Email Dallas City Council Members**
    - **Dallas City Council hearing – March 26 at ?1:00? PM in Council Chambers**
  - Logistics
  - Talking Points
- Q&A

# 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)





# Current Proposed Rezoning

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1. Retail + Residential Rentals
2. 984 Units on 15.5 Acres (63.5 Units/Acre)
3. Mix of 12, 7 and/or 5 story buildings





## PSNC Position

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*The neighborhoods of Far North Dallas overwhelmingly supports a revitalized Pepper Square.*

*We believe it is essential to preserve the character and atmosphere that Pepper Square consistent with the character of the surrounding neighborhoods*

*Owner-occupancy is also important as it provides opportunities for “missing-middle” home ownership*





Photo Credit: Fox4 News

# Call to Action

Please send emails to the City Council Members

**Please come to City Hall on March 26 and please speak.**

# Email the Dallas City Council now and on Mar 25 or AM Mar 26

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- Chad West                      District 1
- Jesse Moreno                 District 2
- Zarin D. Gracey             District 3
- Carolyn King Arnold       District 4
- Jaime Resendez             District 5
- Omar Narvaez                District 6
- Adam Bazaldua             District 7
- Tennell Atkins              District 8
- Paula Blackmon             District 9
- Kathy Stewart               District 10
- **Jaynie Schultz**            **District 11**
- Cara Mendelsohn          District 12
- Gay Donnell Willis         District 13
- Paul E. Ridley                District 14
- Eric L. Johnson             Mayor


 **Email all City Council Members & the Mayor:**

Copy and paste the following email addresses into the “To” line:

[Eric.Johnson@dallas.gov](mailto:Eric.Johnson@dallas.gov); [Chad.West@dallas.gov](mailto:Chad.West@dallas.gov); [Jesse.Moreno@dallas.gov](mailto:Jesse.Moreno@dallas.gov); [Zarin.Gracey@dallas.gov](mailto:Zarin.Gracey@dallas.gov);  
[CarolynKing.Arnold@dallas.gov](mailto:CarolynKing.Arnold@dallas.gov); [Jaime.Resendez@dallas.gov](mailto:Jaime.Resendez@dallas.gov); [Omar.Narvaez@dallas.gov](mailto:Omar.Narvaez@dallas.gov);  
[Adam.Bazaldua@dallas.gov](mailto:Adam.Bazaldua@dallas.gov); [Tennell.Atkins@dallas.gov](mailto:Tennell.Atkins@dallas.gov); [Paula.Blackmon@dallas.gov](mailto:Paula.Blackmon@dallas.gov);  
[Kathryn.Stewart@dallas.gov](mailto:Kathryn.Stewart@dallas.gov); [Jaynie.Schultz@dallas.gov](mailto:Jaynie.Schultz@dallas.gov); [Cara.Mendelsohn@dallas.gov](mailto:Cara.Mendelsohn@dallas.gov); [Gay.Willis@dallas.gov](mailto:Gay.Willis@dallas.gov);  
[Paul.Ridley@dallas.gov](mailto:Paul.Ridley@dallas.gov); [k.bizortolbert@dallas.gov](mailto:k.bizortolbert@dallas.gov).

**Key Concerns**

- **Excessive Density:** The proposal includes approximately 984 apartments.
- **Building Height:** The plan allows for 12-story buildings.
- **Traffic Impact:** The Preston & Belt Line intersection already operates at an “F” rating during peak hours.
- **Strain on City Services:** Increased demand on utilities, fire and police services, and local schools.
- **Loss of Community-Centered Retail:** Pepper Square will no longer serve as a neighborhood shopping center.

 For maximum impact, personalize your email with a few sentences about your personal concerns (e.g., increased traffic, loss of community retail, etc.).

## **Example Email Template:**

*Subject: Oppose Zoning Case No. Z212-358 – Protect Our Neighborhood*

*Dear Dallas City Council Member,*

*Thank you for your service to the City of Dallas.*

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*I strongly oppose Henry S. Miller’s rezoning proposal for Pepper Square, which includes 984 apartments. If the site is to be rezoned for residential use, it should prioritize owner-occupied housing options such as townhomes, duplexes, and condominiums to provide needed housing diversity for young adults and seniors.*

*I have lived in this neighborhood for [X] years and frequently visit [business name] at Pepper Square. The proposed development would bring excessive density and high-rise buildings, making the area more congested and worsening traffic at the already overburdened Preston & Belt Line intersection. This project does not align with the character or needs of our community.*

*I urge you to deny or delay approval of this rezoning request and insist that HSM collaborate with the neighborhood to find a balanced solution.*

*Thank you for your time and consideration.*

*Sincerely,  
[Your Name]  
[Your Address]  
Dallas, TX 75248*

# Logistics – Mar 26th Council Hearing - 1

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- Please wear a **yellow** top or your **Yellow** Pepper Square T-shirt. Pepper Square T-shirts will be handed out to all in-person attendees prior to the meeting.
- City Hall – 1500 Marilla St. Park underground (entrance is accessed from eastbound on Young St. in the middle of the road) 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, go to the “Flag” room
  - Everyone should plan to speak at City Council hearing
  - Council Chambers has ~220 seats, we need to fill at least 150 seats

# Logistics – Mar 26th Council Hearing - 2

- Remote Speakers: signup online at: <https://dallascityhall.com/government/Boards-and-Commissions/City-Plan-and-Zoning-Commission/Pages/Meetings.aspx>
  - Signup for remote speakers starts/opens at 5:00 PM on March 21
  - Remote speakers must have your video camera turned on
- **All Speakers:**
  - Probably we'll only have 1 (maybe 2) minute(s) 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. You will be cut off at the end of your time! Also, you don't need to speak for full time.
- Plan to spend the afternoon at City Hall.
- Please see me if you need a ride or can give a ride to City Hall

# Talking Points – Existing Residential

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- Proposed rezoning of 63.5 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 (~500-600) 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

# Talking Points – City Services

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- Proposed redevelopment is unsustainable (Preston Del Norte, Tonti, Midtown/Int. District)
- Addition of 984 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

# Q&A

PLEASE LIMIT YOUR QUESTIONS/COMMENTS TO 1 MINUTE OR LESS  
HARD CUT-OFF AT 8:30PM

Unanswered questions? Email:

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Matt Bach – [matt@bach.cc](mailto:matt@bach.cc)

# Pepper Square Neighborhood Coalition

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- 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
- Spring Creek Civic Organization
- The Encore Homeowners Assoc.
- Preston Valley Villas
- Preston Trails Fairways Homeowners Assoc.
- Courtyards at Preston Trails Homeowners Assoc.
- Estates West Neighborhood Association
- Prestonwood Estates West Homeowners Association
- Prestonwood Hillcrest Townhomes
- Reflections Homeowners Association
- Preston Road North Estates Homeowners Association
- Williamsburg Homeowners Association
- Prestonwood Meadows Homeowners Association
- Regency Place Homeowners Association
- Oaks at Williamsburg Residential Association
- Prestonwood 1A Homeowners Association

# 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. 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.
- **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.

# 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.
- **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.



# 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.
- **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** - HSM plan includes 984 apartments, possibly two 12 story buildings.

# Notification Area

