

Meeting #5 of the PD15 Working Group
Park Cities Baptist Church
October 10, 2017
6:00 – 8:00 p.m.

Attendees:

District 13, City of Dallas

- Council member Jennifer Gates
- City Plan Commissioner Margot Murphy

Working Group Members:

Preston Tower

- John Pritchett
- Keith Burtner

Preston Place

- Arnold Spencer
- Joseph Meredith

Athena

- Carla Percival Young
- Jon Anderson

Diamond Head Condos

- Lee Shuey
- Marilyn Schroeder

Royal Orleans

- Curtis Kehr
- Ed Massman

Diplomat

- Maura Conley

Madonna Villa

- John Welch

Harcourt House

- Robert Spurlock

Park Fontaine

- Nancy Kariel

Gateway Planning :

Scott Polikov
Blake Young

I. **Welcome**

Council member Gates opened the session by reminding the group to be aware of setting realistic expectations. While PD-15 is overseen by the buildings contained within, any changes will be subject to support by area residents, the City Planning Commission and City Council.

Gates made reference to a Toll Brothers project in Oak Lawn where the proposed density and height are less than allowed by current zoning allowances. However, a zoning change is still required for setback and lot coverage variances and to increase FAR that some believe make the project better. Questions also arose at City Council about affordable housing for that project.

Gates continued that the Preston Road and Northwest Highway Area Plan (“Plan”) will also be used as a tool by the city to judge any PD-15 changes. It was pointed out that the Plan’s final version discusses height restrictions, green space, sidewalks and walkability among other things for Zone 4, which includes PD 15.

As council member Gates had to leave, she asked that any questions for city staff be communicated to Commissioner Murphy.

II. **Meeting #4 Summary Notes and Neighborhood Feedback**

City Plan Commissioner Margot Murphy asked the working group members if the last meeting minutes had been distributed to each building and cascaded to individual owners. All reported that they had including John Pritchett reporting that meeting notes were also being posted on the Preston Hollow South Neighborhood Association website (www.phsna.org). Summary notes received. Notes are accessible and sent out to our communities.

- a. **Towers sub-committee** John Pritchett presented the results of the towers’ three meetings to discuss what height and density increases the representatives felt their residents would support.

The towers referred to the Preston Road and Northwest Highway Area Plan submitted to City Council in December 2016. The plan proposed by the towers sub-committee suggested four story construction across the northern lots within PD-15 including the Diamond Head Condos, Diplomat and the northern section of the Preston Place lot and 10-12 stories along Northwest Highway frontage (Royal Orleans and the southern section of the Preston Place lot). A LEGO model was shown of the proposal.

A copy of the full Preston Road Area Plan can be found here:

http://www.phsna.org/northwest_highway_and_preston_road_area_plan_final_report.pdf

The towers' plan used a benchmark of 60 units per acre with an average size of 1,500 square feet but sought to cap height along the northern edge of the PD area.

Mr. Pritchett highlighted select demographic and psychographic data from the Plan regarding population living in the area (5-mile radius) currently, 41% considered in the "top tier", or married with incomes of \$150k and no children at home.

The Towers' coalition suggested the possibility of combining Royal Orleans and Preston Place, but such a combination would require abandonment of a roadway. The City of Dallas will be asked for input with regard to requirements for roadway abandonment and/or roadway closures. Further, representatives from Preston Place reiterated that such an option had been considered but was not a viable option.

There was lively discussion about the merits of the towers' recommendations. Some felt that complete reliance on the area plan was disingenuous as the plan was silent on PD-15 in its specific recommendations. Commissioner Murphy noted that the Plan will be used as a guideline for future planning, but that in earlier Working Group meetings, including the very first meeting of the Working Group, the consensus was to be open to a discussion about height; several Working Group members question the degree to which PD 15 was specifically considered in the Plan's final analysis.

Royal Orleans was most interested in development rights being equal between the low-rise buildings.

In addition to the plan, the towers felt the most valuable land, attributable to views, was that facing Northwest Highway and therefore should be given more height especially as those structures would be largely outside the towers' viewing pane. Some committee members objected to the Towers' position on picking "winners and losers."

Consultant Scott Polikov offered his professional opinion about getting too detailed at this stage.

- b.** Diamond Head Condos offered feedback from recent meetings they'd held as they explore their options. In no particular order, they expressed a desire for: Tree preservation on their site

Dog Park to reduce waste on their property
Walkability
Many Diamond Head residents don't want to move
Representative Lee Shuey supported the towers' recommendation

- c. Royal Orleans — Spoke about the need for equity
 - d. The Diplomat — Maura Conley presented a brief visual on a mass study concept, showing the Athena, Royal Orleans (as it exists today), the Diplomat, and Diamond Head. However, it was agreed that alternative scenarios should be entertained.
 - e. Preston Place — Expressed frustration at the 10-12 story limitation as being unrealistic given the construction costs of moving from wood construction to steel and concrete.
- III. Policy Considerations — Scott Polikov recommended that the group first set broad policy considerations by which all future proposals can be measured. He reminded all that PD-15 is already different due to the scale of the towers — it has height in the form of two towers. He offered that the addition of a third tower would not be out of scale.

Mr. Polikov encouraged participants to revisit and reaffirm principles discussed in prior meetings including:

- Cohesive public connectivity
- Long term asset value and rent appreciation
- Consider building lifecycles and encourage enduring building construction
- He asked whether we could agree to hang in together to continue to work on a business model that aligns the economic interests of the community.

Single-family and multi-family Residential Proximity Slope (RPS) considerations were raised again and Curtis reminded us that the towers, built before RPS guidelines were in place, break it. He liked Mr. Polikov's original massing study visual.

Mr. Polikov asked that we suspend the "politics" and detail, instead work on bigger picture items and establish policy guidelines. He suggested creating a 1-2 page white paper with the group's policy considerations. By focusing on these policy considerations, the WG will then be able to measure any development proposals against these stated policies. Our goal should be creating the environment and community we want for PD15 – it is a once in a lifetime opportunity and he commended the working group for seizing the moment to work together.

There was a vote on the following three policy considerations with unanimous agreement:

1. Agree that it makes sense to “hang together” to try and get the most out of this process;
2. Agree that any redevelopment that occurs in PD 15 should create enduring value for everyone.
3. Agree that if the scale and relationship to Preston Hollow, Northwest Highway and other buildings in PD 15 can be executed in a way that adds quality of life and value, more height will be considered.

Public comments. Two members of the public made comments: Mary Ann Scott and another unidentified member.

IV. Adjournment

Margot Murphy

Addendum:

Residential Size Analysis

Property	Units	Range	Average SF/Unit
Diplomat PROPOSED	122		950
Bandera Apartments	168	902-1885	1,160
Renaissance at Preston Hollow	291	824-1859	1,310
Villa Del Norte	100	888-1822	1,250
Laurel	159	1087-2043	1,480
Park Hollow	96	1956-4030	2,538
Heights at Park Lane – Tower Only	?	965-3819	(3) 2,175
McKenzie	183		(1) 1,600
Preston Place	60		(2) 1,660
Edgemere on the Parkway	20		2,500

(1) From Dallas News article, to be targeted to older renters. Near Javiers.

(2) Based on units that sold last several years.

(3) Not a weighted average of 15 floor plans.

Submitted by John Pritchett