

Meeting #4 of the PD15 Working Group

Park Cities Baptist Church

September 26, 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

Royal Orleans

- Ed Massman

Diplomat

- Maura Conley

Madonna Villa

- John Welch

Harcourt House

- Robert Spurlock

Park Fontaine

- Nancy Kariel

Gateway Planning :

Scott Polikov

Blake Young

I. Meeting #3 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).

Commissioner Murphy continued asking if the summaries were sparking conversations with owners. Most reported that they were sporadically but none had convened their owners to formally discuss. The Athena reported residents were concerned about density and height and a desire for green space. The Diamond Head Condos desired more information on the number of additional units potentially being added. Preston Tower also reported that density was an issue for some residents. Representatives from the burned Preston Place reiterated their sense of urgency.

II. A Sampling of Area Apartment and Condominium Buildings

John Pritchett and Bob Spurlock reported on visits and research into existing rental and purchase options around Dallas. John Pritchett reported that the Laurel (currently under construction at the northeast corner of Preston Road and Northwest Highway) will be a high-end development with associated amenities. Units are a mix of 1, 2, and 3 bedrooms with an average square footage of 1,478 that are slated to range in price from \$1,087 to \$2,000 per month. Other nearby buildings being researched are The Renaissance at Preston Hollow, Villa del Norte, and the Drexel Park Hollow.

Bob Spurlock reported on new-build condominiums available citywide. In 2017 the MLS showed 124 units available in 35 projects, 31 of which had sold in the prior 180 days (6 months). The lowest price per foot was \$180 at Trinity Mills and the highest was the Abbott in Highland Park for \$405 per foot. In the upper \$1+ million end of the market there are units ranging from \$800 to \$1,000 per square foot at both the Stoneleigh and Blue Ciel (located in Uptown).

John Welch answered the query from the prior meeting to show buildings in Dallas that were deemed attractive and appropriate for PD-15. These included Blue Ciel, Limited Edition (cancelled) and Windrose Tower at Legacy West. (See appended handout).

The large floorplans (1,800-4,500 square feet) and resulting low density (60-80 units per acre) in these ultra-luxurious projects was thought by Preston Place representative Arnold Spencer to result in “sticks and bricks” construction due to the much smaller average unit sizes likely in PD-15.

III. **Massing Study for PD 15:** Scott Polikov, FAICP/Blake Young/ Brad Lonberger Gateway Planning

Scott Polikov presented a sample massing study that assumed all parcels in PD-15 (minus the Athena and Preston Tower) would receive the same density proposed by A.G. Spanos' for the Diplomat lot. The Spanos density was assumed **only** because it's an active contract and so a place to begin. (Appended)

The result was Preston Place becoming a tower with steel and concrete construction with the remaining complexes receiving 7-8-story buildings (similar height to the garden building on the north side of Preston Tower) with significant lot coverage (similar to the Spanos/Diplomat proposal).

As you review the massing study in the appendices, it's important to note it is not a blueprint for the neighborhood, but rather an image for the task force to begin dialogue from a common point.

In addition to sample buildings, the study also shows how they would work with setbacks and proximity slopes (how they're seen to nearby buildings). Most of the new and existing towers exceed these proximity slopes (being constructed before such measurements were considered). New buildings would likely be able to be designed in ways to avoid exceeding the slope requirements.

Green space is visible in front of Diamond Head Condos that essentially equated to their existing setbacks and would hopefully retain their mature trees.

This study has Preston Place moving from 60 units to 238 over 24 stories. The Spanos proposal for Diplomat is 129 units averaging 950 square feet and 7 stories. The Royal Orleans would grow from 20 units to 123 units and Diamond Head Condos would increase from 41 units to 262 units. Again, this assumes all parcels are given the same number of units per acre as the proposed Spanos/Diplomat deal.

In sheer numbers, there are 134 units spread across the four complexes and were this the end result that would grow to 752 units – an increase of 618 units.

Discussion – Character and Attributes of Desired Neighborhood (RPS, charging stations etc.)

IV. **Massing Study Discussion**

Area representatives were surprised by the overall density, but it facilitated a conversation about what's best for the area. Members sometimes became bogged down in the number of units and their relation to congestion. Polikov assured that

while it sounds like a lot, new residents' trips would be spread out and likely be mostly unnoticed.

Task force members were told to focus on the reinvented spaces that this would create and the amenities that would be possible for the community. Examples would be underground parking, green space, drainage help, and quality.

Jon Anderson commented that while the Pink Wall was built as more upscale residential, that in recent decades has not kept pace. A new, higher quality project should spur the area to return to those goals and help the area maintain and grow value in the long term. But that the Pink Wall is unlikely to command square foot the prices of Uptown today.

We were encouraged not to micromanage the square feet of the proposed units (most thought they would be smaller than the neighborhood would like). Instead let the market dictate what is built for today's resident needs.

Representatives were also not in agreement of supporting a third tower, even along Northwest Highway. Others said that if there is to be high density, it should be as far south as possible away from the rest of the neighborhood. Given the two existing towers, a third would not be visually out of place (as it would if no towers existed).

Representatives expressed concern that what was done in PD-15 might spread to the surrounding areas. While possible, the remainder of the Pink Wall is bound by deed restrictions that would need to be extinguished before anything larger could be built.

Everyone agreed that the massing study visual is a starting point to fine tune an area plan that focuses on long-term value for existing residents and addressing the consequences of doing nothing (which no one wants).

The question was raised about what was needed to be able to "sell" the plan to residents of the existing buildings, particularly the towers. The Athena representatives said the massing study in its present form would not be approved by their residents ("They'd freak out"). Much taller buildings on two sides and across the street would impair too many residents. There would also be traffic and safety concerns. Preston Tower agreed that a meeting was necessary between the towers to discuss how to approach their residents (who make up the lion's share of residents in PD-15).

V. Next Steps

Preston Tower and Athena will meet before the next meeting to discuss what makes the most sense for their residents while being fair to the area. There was some

pushback from the Diplomat representative Maura Conley about these separate meetings.

Members were asked to canvas their HOA members to contribute to a list of what common amenities we would recommend as potential assets to all people who will live in PD-15 and report at the next meeting.

VI. Adjournment

Councilmember Jennifer S. Gates

Next Meeting Dates:

October 10, 2017

October 24, 2017