



MEMORANDUM

To: Margot Brito Murphy
From: Scott Polikov
Re: PD-15 Policy for a collaborative regulatory process
Date: October 23, 2017

Building on our discussions with the Task Force and understanding Councilmember Gate's objectives, I recommend that the Task Force consider adopting a policy statement similar to the following:

PD 15 is a Neighborhood within a Larger Dallas Community

PD-15 is comprised of a group of condominiums within a larger grouping of condominiums and apartments "behind the Pink Wall." We are a diverse community that connects to our neighbors in Preston Hollow to the North and the rest of Dallas via our adjacency to Northwest Highway.

We recognize that there has been substantial planning in our area, including the undertaking of the *Northwest Highway and Preston Road Area Plan*. **We respect the place in which we live; we know that our quality of life is shared; and yet, our design context is unique.**

Revising PD-15 as an Unprecedented Opportunity to work together, rather than to compete

The tragic loss of the residents of Preston Place sets the stage for a shared opportunity for the future. Rather than jumping into a divisive debate over how to carve up a premature determination of available additional units, we view our individual properties collaboratively. We envision a shared design framework for high quality redevelopment—an outcome best for everyone, including the residents of Preston Tower and Athena.

The unsustainable economics of the lower density properties of Preston Place, the Diplomat, Royal Orleans and Diamond Head, understood in the context of the adjacent towers, enables us to establish common principles for a nuanced and informed discussion during the anticipated zoning and possible re-platting process. **A more nuanced approach will enable us to mesh our property interests and the broader neighborhood stakeholder interests into a positive outcome, today and for future generations.**

Fundamentally, we want demonstrable data and analysis to drive our process and discussions. We do not want the process derailed prematurely by generalities such as predetermined assumptions on traffic, unit size and building heights. We know that those generalities will stunt our ability to work together and to stay together as a coordinated group of adjacent property owners with shared interests.

Ultimately, we know we can achieve an outcome that aligns those shared interests and those of our neighbors in Preston Hollow.



Principles for a Collaborative Revision of PD-15

- 1. Overall redevelopment of PD-15 should embrace a transitional scale from higher to lower adjacent to Preston Hollow. This approach will:**
 - a. Facilitate each of the candidate properties to redevelop equitably through a mechanism such as allocating units by the same ratio per gross acreage for each respective property;
 - b. Make it feasible to respect essentially the Residential Proximity Slope (RPS); and
 - c. Enable the construction of podium and heavy frame-type construction buildings in order to encourage multi-generational lifecycle reinvestment typical of buildings of those construction types as the new buildings age.

- 2. Establishing the number of additional residential units under PD-15 should be determined only after the following has been coalesced as a comprehensive design framework:**
 - a. What is the mechanism to ensure that all the candidate redevelopment properties are treated equitably to keep those respective interests from competing against each other in order to avoid the process from devolving into a regulatory fight?
 - b. Will any of the candidate redevelopment properties combine; and if so, how?
 - c. What are the realistic cooperative scenarios for the following?
 - Enhanced internal pedestrian connectivity;
 - Shared public and semi-private space amenities, including preservation of mature trees; and
 - Improved auto traffic management and access

- 3. The process going forward should embrace the shared interests of Preston Hollow East (PHE) and Preston Hollow South (PHS) by focusing on:**
 - a. How can PHS building values be sustained for generations to come, recognizing that actually realizing redevelopment of Preston Place and the other candidate properties requires embracing the building/construction types that can be realized given the high land value versus the small land area of each of the candidate properties?
 - b. In the context of those economic factors, how can scale and functional architectural design facilitate quality additional density, recognizing that the existing residential towers already add to the larger neighborhood's quality of life?