

Pepper Square Redevelopment Zoning Change FAQ

Question 1) Would there be a different builder/developer used for the residential pieces of each phase or will it be consistent from phase to phase? We're mainly wondering if the plan is to have consistency and cooperation among the residential pieces or if they will look/operate very independently.

- The Henry S. Miller Company plans to re-develop the entire site and maintain consistency throughout the phases. Each phase has mixed-use elements intended to complement each other while providing curated restaurant, retail, and service experiences to the neighborhood. The abundant greenspace encourages neighborhood engagement. This style of walkable mixed use works best when a vision is developed, and the owner-developer is committed throughout the development and operation of the site. The stated vision for Pepper Square is:

"Our vision is to breathe life into a new Pepper Square, transforming it into a vibrant, sustainable, and inclusive mixed-use community that enhances the quality of life for all residents, customers, and visitors. We aim to create a harmonious blend of luxury apartments and condos, fine dining, curated shopping experiences, office spaces, hospitality, and recreational areas, all designed to respect the unique character and scale of our neighborhood."

Question 2) Is there a contingency plan for if the zoning change is not approved by the city?

- HSM has not created a "Plan B". Denying the zoning request would leave the property with the existing development rights (Community Retail). For comparison, there is about 300,000 sf of retail currently on the site. The site is entitled for 700,000 sf. HSM has the right to a construction permit for CR without neighborhood input or council approval. We ran a traffic comparison of the full buildout of the CR rights and found that "By Right" the existing site is allowed 41,772 vehicular trips per day. The current buildout can generate almost 20,000 trips per day. The requested zoning estimates 13,284 trips once all phases are complete. I know it is hard to understand that adding residents is a reduction in traffic, but it is due to the change in use. Retail, restaurant, and grocery generate huge traffic and parking demands. Shifting to Mixed Use reduces the traffic per developed square foot. Economic conditions may not support a full CR buildout but, HSM intends to re-develop Pepper Square and Mixed Use is a better option than CR for the neighborhood and the developer.

Question 3) I believe, based on what has been presented, that Miller is planning to keep this entire property for the long-term, but some residents have mentioned their fears that a zoning change approval would lead to portions or all of the property being re-sold instead of developed. Do you have anything you can share that I could report back to the residents regarding that?

- The Miller Family is from Dallas and has owned and managed property here for over 100 years, spanning generations. They are a buy and hold developer and have owned and operated Pepper Square for decades. New Pepper Square is a legacy project for the family that will demonstrate their commitment to long-term, high-quality development that generates value for all stakeholders including neighbors, investors, employees, tenants, residents, customers, and the City of Dallas.

Question 4) Are there studies on how Hi Rises affect property values in nearby neighborhoods?

- We have not done a specific study for Pepper Square, but overall property values increase with new development and amenities we are proposing for an upgraded Pepper Square.

Question 5) Did they do studies on how much of this type of development is necessary in this area with new development of Valley View?

- Yes, we have completed a market study from Zonda (market research firm) to confirm that the type of development we are proposing is viable and warranted for the area which has been confirmed by the study.

Question 6) How long will this site be under construction?

- The first phase of construction would likely take about 1.5 to 2 years from start to finish and subsequent phases would have a similar timeframe.

Question 7) Currently there is a lot of panhandling at Preston & Belt Line – Plan to keep panhandlers and homeless from park?

- Yes, the park is on private property. Individuals panhandling or loitering to the detriment of others would be asked to leave.

Question 8) If trails are lighted will that make for a commercial light ambience in my neighborhood? We already have too much night time light from the synagogue.

- Trails will be lighted with pedestrian scale lighting which will not impact surrounding property owners. Current development standards require lights that are hooded and shielded and must not spill out onto adjacent properties.