

Transwestern Zoning Update

Dear Neighbor,

Have you ever been approached by someone wanting to sell you something? I bet you were given all of the perks and ways that whatever they were selling would improve your life. Maybe it was something to make you more money, improve your lifestyle, and make things better. We all have. Did you ever buy it and then find out later it didn't live up to the sales pitch?

We'd like to give you an update on what Transwestern is proposing at the northeast corner of Preston and Northwest Highway.

- Density Reduction: Their initial plan of 296 units was **over eight times** what is currently built on the property. It's about **three times** what current zoning would allow. They will say that current zoning would allow for 120 units if fully developed. That figure is based on the development having efficiency apartments. Now they say they've "reduced" the density.
 - Would you buy something if you knew it was marked up 300% before it went on sale?
- Height Reduction: Their initial plan of 8 stories was **over four times greater** than what is currently on the property. It's **266%** of what current zoning would allow (3 stories). Transwestern's "Density Reduction" strategy is still **DOUBLE** the height that current zoning would allow.
 - Would you buy something if you knew it was marked up 266% before it went on sale? And the "sale" price is twice what the product used to sell for?
- Balconies: Transwestern has agreed to eliminate functioning balconies on the EAST side of the property. What about the NORTH and WEST sides of the property? **NO**. Those are fully functioning and the development plan even allows them to project into the setback (a term used for how far away it should be from your property).
- Residential Proximity: This was an area that wasn't addressed in Transwestern's public relations strategy. Throughout the City of Dallas, a 3-story multifamily development **CANNOT** be within **108 feet** of single family homes. Transwestern is proposing *their* multifamily development having those 3-story units with full-functioning balconies **75 feet** from single family homes. That's right! Those 3 stories would be 33 feet closer than what current zoning allows. Behind the 3-story section is a 5-story section, also with full functioning balconies facing north. How close would the project be to the alley on the EAST side of the development? **5 feet!** Yes, that's right. The **6-story portion** of the development along the east side is just 5 feet from the alley. Was this not in any of the sales literature?
- Parking: Parking would allow for one space per bedroom, plus 0.2 spaces per unit for guest parking.
- Green Space: When developers do projects like these, the city requires that no more than a maximum of 60% of the property be developed and the rest left undeveloped, aka the "park" at the far north side of the property,

backing up to Del Norte Lane and the condominiums to the east. The park is not an amenity; it is their required open space.

- Traffic Study: The traffic study showed an increase in traffic. “Planned improvements by TxDot to improve eastbound and westbound dual left turn lanes will improve the intersection by adding capacity.” We are unclear about this issue as the “planned improvements” from TxDot are not listed on the “TxDot Planned Projects to Be Let” for fiscal year 2014. In the public relations statement, the wording is, “Based on the findings of the traffic study, Transwestern will volunteer the following contributions, *provided the city deems them beneficial...*”
- Luxury Apartments: Marketing literature states “**up** to \$5,000 per month.” The key word is “up to.” Half of the apartments will be one-bedroom, 1,000 square foot apartments that would NOT be \$5,000 per month. The city is littered with lower quality apartments that were initially marketed as luxury units.

Preston Hollow is a jewel in the city. Whether you live in a condominium “Behind the Pink Wall” or you live in the single family homes to the North or West, this is where we all call “home.” This is our community. If a neighbor wants to build on their property, they have rights as property owners to do so under what current zoning allows. If they choose to develop their land *outside* of what their property rights allow, we as neighbors get a say so because those changes affect us. It affects the character of the neighborhood as well as our property values.

It’s important that you fully understand what Transwestern is selling. We’ve looked at all the facts. We’ve had multiple meetings and asked questions. We’ve let them know we’d support a development that was within current zoning. “It’s not economically feasible” was their answer.

“Why can’t you sell us a product that protects our quality of life?” Answer? “We won’t make as much money.” As the zoning process begins, we ask that you ask the tough questions and be a part of shaping what the future of Preston Hollow holds.

We promise that we will.

Yours truly,

Preston Hollow East HOA

Preston Hollow South NA