

# PRESERVE PRESTON HOLLOW

May 17, 2026

Mr. Leland Burk  
Burk Interests  
8215 Westchester Drive, Suite 207  
Dallas, Texas 75225

## **RE: Preston Royal Rezoning Traffic Concerns**

Dear Leland:

On behalf of Preserve Preston Hollow, thank you for meeting with us recently to discuss your proposed redevelopment at Preston and Royal.

As we said in the meeting, we support thoughtful growth and reinvestment at this site, but we cannot support the Planned Development (PD) as currently submitted.

Our concern is straightforward: redevelopment should preserve the quality and character of the surrounding neighborhood while allowing reasonable growth. That principle is a core goal of ForwardDallas and is one you embraced in your 2026 correspondence, as President, to the neighbors of the Inwood-Northwest Homeowners' Association (letter attached). We ask that the same consideration be applied to Preston Hollow.

We have and are continuing to raise these concerns to clarify the issues that must be resolved to achieve a reasonable plan. As discussed, we are also preparing our own proposal.

Our primary concern is height. The proposed PD permits three towers of 299 feet, 200 feet, and 165 feet; these are respectively 5X, 4X and 3X the current zoning maximum. In our view these heights are arbitrary, out of scale with the surrounding Preston Hollow neighborhood and drive many of the related traffic and public safety concerns.

The PD also does not clearly limit the mix of uses. The site could be developed in materially different combinations of office, hotel, retail, restaurant, or residential uses, each with different traffic impacts.

In short, the PD gives you or a future owner broad flexibility, but that same flexibility creates significant uncertainty for the neighborhood and the City and makes a reliable traffic analysis especially important.

P.O. Box 156  
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We reviewed the Traffic Impact Analysis (TIA) and questioned whether it is the correct study and if it reflects the current development plan. The TIA is dated March 2026 and appears to study the January 2026 development plan and not the revised plan submitted in April 2026. We were unable to locate a revised TIA on DallasNow. Our review raised nine material questions, each of which calls into question the TIA's reliability as a planning document for the proposed PD. Taken together, these issues suggest that the analysis understates traffic impacts and corridor congestion. TIA questions:

1. Did the TIA omit an analysis of peak traffic generated by the proposed land uses?
2. The TIA applied a background traffic growth rate that is inconsistent with documented corridor conditions (1.3% versus 2.3% historically). The TIA appendix describes growth rates of 4% to 4.55%. Why is this not shown?
3. Does the TIA assume that 31.8% of residents, hotel guests, office workers, and restaurant patrons will make a substantial share of their trips entirely within the development? Is this an industry metric? If not, what is industry standard?
4. The TIA recommends numerous improvements on page 5. How and when will these improvements be completed? Will the PD specifically state a schedule of when these improvements will be completed?
5. During the October 2025 presentation, you mentioned the proposed mixed-use development would be walkable, pedestrian and bicycle oriented. Did the TIA conduct a pedestrian, bicycle, or transit analysis for a mixed-use project?
6. Did the TIA use a single-day traffic count without seasonal adjustment? Do most TIAs use a five-day count? October 21, 2025, was not a representative day because that week included parent-teacher conferences, which can suppress normal AM peak school drop-off traffic.
7. Does the TIA analyze the impact of the construction phase?
8. Did the TIA address fire and life safety issues?
9. The TIA states that two traffic signals will need to be installed to support the PD (Preston Road/Central Market and Royal Lane/Tom Thumb Drive). David Nevarez with the City of Dallas Planning and Development Transportation department indicated that the Preston Road/Central Market Signal would require approval from the Texas Department of Transportation (TxDOT) as Preston Road is a State Highway. As these signals are essential to the proposed PD, what efforts have you made to secure the TxDOT approval?

We remain open to supporting thoughtful redevelopment of this property. But the current PD asks the neighborhood and the City to accept extraordinary height, broad land-use flexibility, and unresolved traffic issues without enforceable commitments. That is not a reasonable basis for support.

A supportable plan would include reduced height, clearer limits on development intensity and land-use mix, an updated traffic study aligned with the actual PD, and enforceable traffic mitigation requirements tied to clear timing or performance triggers.

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## **PRESERVE PRESTON HOLLOW**

We appreciate your willingness to continue this dialogue. We hope our proposal will help move the discussion toward a plan that works for the property, the City, and the surrounding neighborhood.

Sincerely,

**PRESERVE PRESTON HOLLOW**

*Doug Hazelbaker*

*John Tynan*

*Gregg Hamill*

Cc: Gay Donnell Willis, Mayor Pro Tem, and Dallas City Councilmember  
Bill Roth, Dallas City Council Member

Dallas City Plan Commissioners:

District 1 - Mike Sims

District 2 - Joanna Hampton

District 3 - Darrell Herbert (Vice Chair)

District 5 - Alicia Serrato

District 6 - Deborah Carpenter

District 7 - Tabitha Wheeler-Reagan

District 8 - Gregory Franklin

District 9 - Collin G. Koonce

District 10 - Tipton Housewright

District 11 - Jack D. Kocks

District 12 - Kathy Coffman

District 13 - Larry M. Hall

District 14 - Melissa Kingston

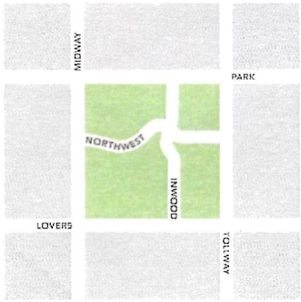
Place 15 - Brent Rubin (Chair)

David Nevarez, City of Dallas, Planning and Development - Transportation

Martin Bate, Senior Project Coordinator, City of Dallas - Planning and Development

Preserve Preston Hollow Neighbors

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## Inwood-Northwest Homeowners' Association, Inc.

### 2026 Membership Dues

Dear Members and Prospective Members:

Your association, Inwood-Northwest Homeowners' Association, was founded in 1983 by Tom Landry, Irvin Levy, Dovie Jaffe, and Stuart Bumpas. The mission is still the same today as it was in 1983, to wit:

- To help our neighbors preserve the quality and character of our neighborhood.

Our membership is voluntary, and our officers are volunteers. Our boundaries are Park Lane, Dallas North Tollway, Lovers Lane and Midway.

We work independently and/or with smaller geographic neighborhood associations that exist within our boundaries to fulfill our mission. We help these associations both financially and with other resources, as we all want to maintain the quality and character of our neighborhood.

Activities such as security patrols and block parties are the province of smaller neighborhood associations. We add value when it becomes necessary to defend the residential character of these neighborhoods at city hall or in court.

Please use the enclosed card to send in your annual dues of \$35.00. Receipt of your dues will be appreciated, as it will help us to preserve our neighborhood. Notice of the annual membership meeting will be sent out early this Spring. We look forward to seeing you then.

Leland Burk  
President

Catherine Taylor  
Vice President

Claire Gogel  
Secretary

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