

Applicable Urban Design Priorities Project Should Achieve

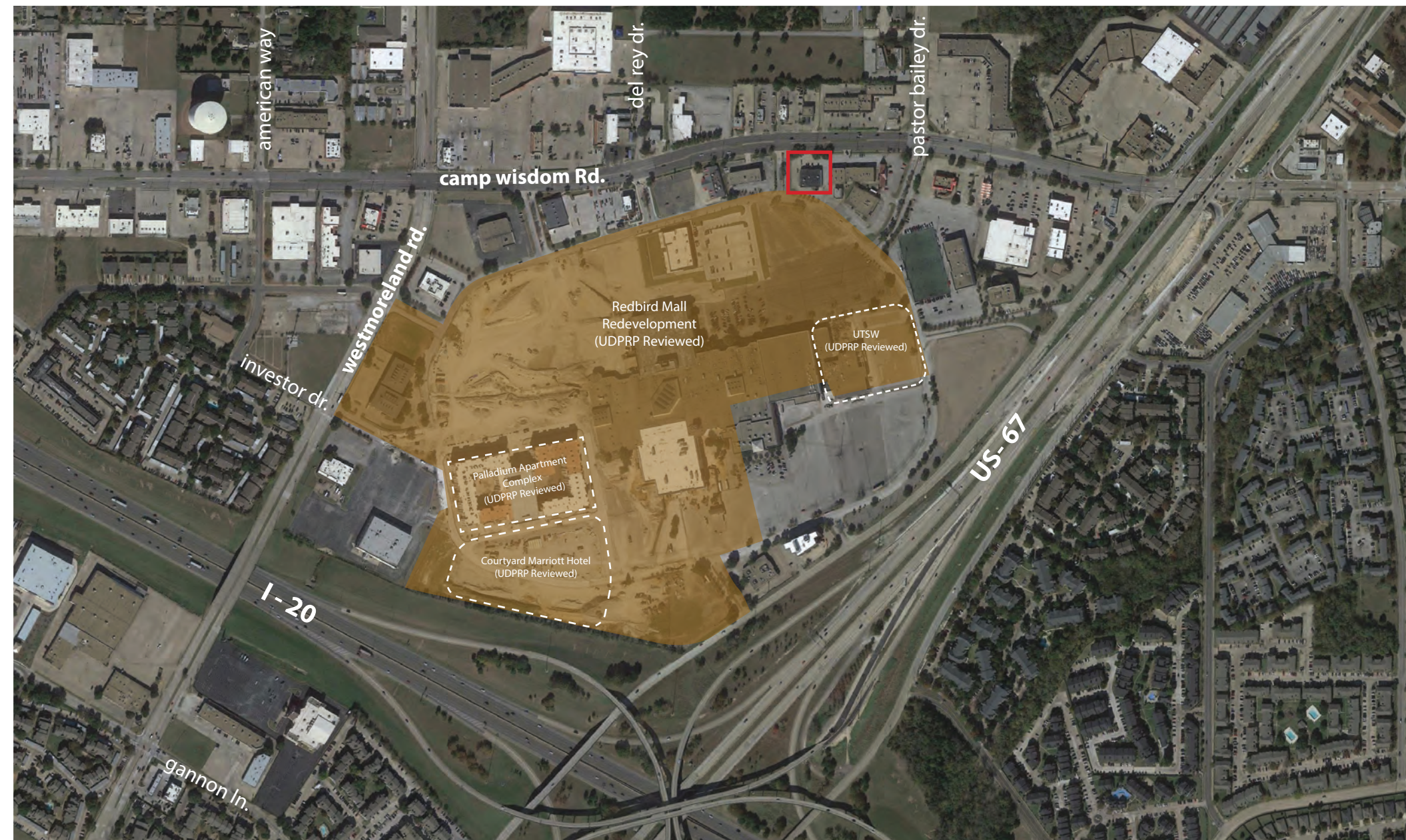
[1] Explore opportunities to activate and add interest to the commercial building.

To better activate the building in spite of the operational realities of retail tenant spaces that include back-of-house functions, wall display space, and in this case a drive-through, the design team should explore opportunities to add visual interest to blank walls and better visually tie the building to the larger surrounding development.

[2] Ensure a walkable environment to and from the development site by providing an inviting and comfortable streetscape and convenient and safe internal pathways.

In following with the pre-established streetscape requirements for the Red Bird Mall site, internal roadways should provide wide sidewalks, street trees, and landscaping to establish Red Bird as a walkable environment. Additionally, to minimize the impact of the automobile on the visual and pedestrian experience, the design team should explore ways to de-emphasize the parking and drive-through components wherever possible.

[3] Employ techniques to soften the visual impact of the parking lot and to be more sustainable. Think about ways in which the parking lot can help mitigate environmental impacts of large expanses of paving and incorporate more sustainable practices.



Policy References

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV

Context Description

The redevelopment of the once-prominent Red Bird Mall represents an important and significant opportunity to bring much needed shopping, dining, entertainment, and services to the communities and neighborhoods that surround the current Red Bird Mall site. This small commercial retail project under review continues the effort adding needed offerings to the South Dallas community.

Key urban design considerations include the activation of all building facades to better integrate with the surrounding development and the design of the parking lot, walkways and streetscape to enhance on and off-site connectivity and walkability, and to help mitigate environmental impacts.

Red Bird Redevelopment

Neighborhood:
Red Bird

TIF District:
Mall Area Redevelopment

Program:
Multi-Tenant Commercial

THE
SHOPS
AT
RedBird



Kimley»Horn

Presentation to UDPRP

3420 W. Camp Wisdom Road
Multi-Tenant Retail Building

CONTEXT MAP

The property is a 0.7 acre parcel on W. Camp Wisdom Road, outside the ring road.



EXISTING CONDITIONS

A former Blockbuster, the property is currently a 7,000 sf, single tenant building occupied by a discount movie and video game store.



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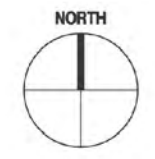


RENDERED SITE PLAN

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01 SITE PLAN
1"=30'-0"



3420 W CAMP WISDOM ROAD
DALLAS, TEXAS
CWRD PROPERTIES

PRELIMINARY PLAN
NOT FOR CONSTRUCTION
SITE
JOB NO: 21-054
ISSUE DATE: 02/15/2023
SCALE: AS NOTED

EXTERIOR ELEVATIONS

North and East



02 EAST ELEV
3/32" = 1'-0"



01 NORTH ELEV
3/32" = 1'-0"



3420 W CAMP WISDOM ROAD
DALLAS, TEXAS
CWRD PROPERTIES

PRELIMINARY PLAN
NOT FOR CONSTRUCTION
ELEV-02
JOB NO: 21-054
ISSUE DATE: 02/14/2023
SCALE: AS NOTED

EXTERIOR ELEVATIONS

West and South



04 WEST ELEV
3/32" = 1'-0"



03 SOUTH ELEV
3/32" = 1'-0"

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