

Applicable Urban Design Priorities the Project Should Achieve

- [1] Recognize and respond to architectural ideas previously utilized in redevelopment of other sections of the mall building.

The redevelopment of the west wing of the mall facade should integrate previous architectural and material language even if assembled differently, while also responding to its orientation on the site and with adjacent uses.

- [2] Organize new tenant space facade and entries to compliment, enhance, and activate the open space and public environment.

West Wing mall entry, individual tenant space entrances, lobbies, and windows should be designed and oriented to be physically and visually accessible to the new open space and to help activate and positively shape it.

- [3] Explore opportunities to enhance the open space amenity to serve multiple functions and users and maximize opportunities to integrate sustainability features.

Provide open space amenity that is active, protective, and flexible to accommodate many users and uses. Explore the possibility of defining the larger open space with smaller spaces to encourage different uses. Provide the opportunity to integrate movable or permanent seating combined with landscaping to develop defined human-scaled spaces. Employ environmental technologies and green infrastructure best practices where possible.

- [4] Provide direct and accessible pedestrian routes from parking facilities, the fitness trail loop, and adjacent uses across the street.

Connect building and tenant entries with accessible pathways and access points that engage and compliment the new open space.



Policy References

Foward 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.

The redevelopment of the west wing facade locates additional uses and a new entry to the mall and will be accessed through an open space. It will be designed to pull visitors through the space, in contrast to the open space on the north side of the mall designed for people to gather and linger in.

Red Bird Redevelopment

Neighborhood:
Red Bird

TIF District:
Mall Area Redevelopment

Program

Commercial and Public Space

parscale.



RedBird

Dallas Urban Design Peer Review Panel

Submission for Redbird West Wing Project
3662 W. Camp Wisdom Road



Project Description

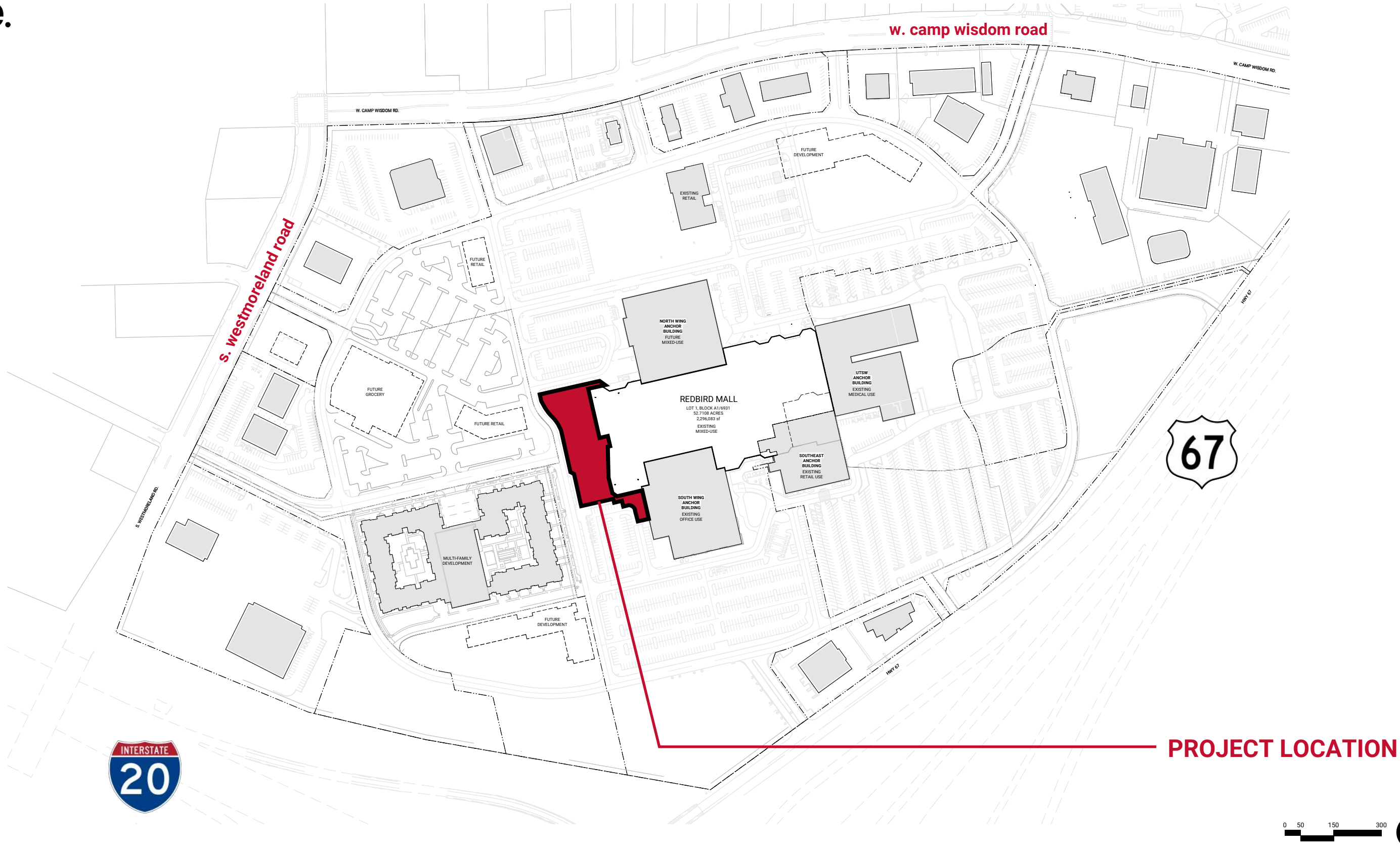
The RedBird West Wing Renovation introduces a new entry to the core mall at RedBird as well as a new outdoor landscaped arrival grove that brings a softer and more private landscape experience to the development.

The primary design driver for the project is a reimagining of the typical mall arrival experience. The West Wing has several unique conditions which allow for a new arrival experience, the most important of which is the large, depressed landscape grove. This sectional transition upon arrival presents an opportunity to break from the traditional, axial arrival experience where movement from a vehicle to the interior is designed to be as expedient as possible. Access to the west wing will also occur from numerous directions and adjacent programs including retail, grocery store, multifamily and a proposed hotel. These various access points and users are captured along arcing paths which slowly navigate the grade change of the arrival court and bring pedestrians along the building façade and under cover in an inset portion of the building.

The arrival grove is broken into two areas as part of the project initial phase. The southern half is heavily vegetated with retaining walls providing bench seating under a dense grove of trees. An outdoor playground built and managed by the mall's daycare tenant anchors the center of this grove, bringing activity. The northern half is left open until additional tenants allow for its complete build-out. The area will be landscaped with turf grass and perimeter hillsides maintained to provide flexible outdoor exercise space for the adjacent gym tenant.

The new West Wing façade is composed of all masonry with varied decorative brick patterning and fenestration articulation to match the various interior uses. The first floor has large openings on the north with roll-up doors for indoor-outdoor access for the gym, while the southern portion of the façade is inset with a decorative brick pattern along the primary arrival path. This inset area is punctuated with smaller windows for individual salon suites. The second floor has a regular rhythm of large windows for flexible planning of office space. These windows have deep sunshade overhangs to reduce glare and heat gain and provide depth to the façade.

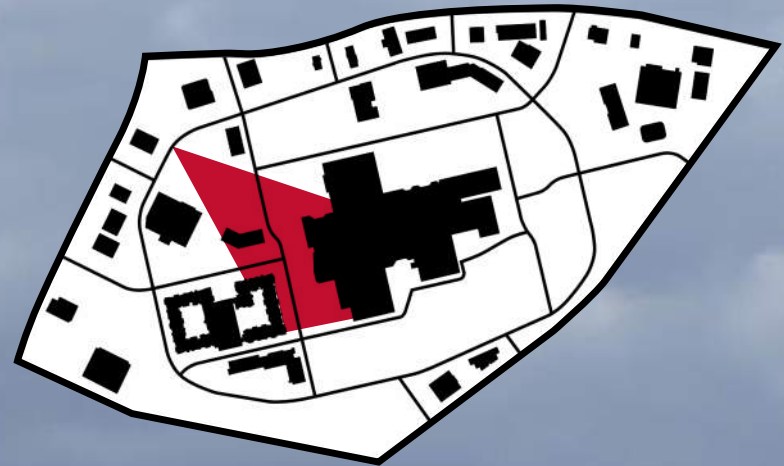




Property Context Map

The property is 52.7 acres bordered by W. Camp Wisdom Road, S. Westmooreland, Hwy 67, & I-20
The project consists of a facade replacement and new public entrance to RedBird Mall.

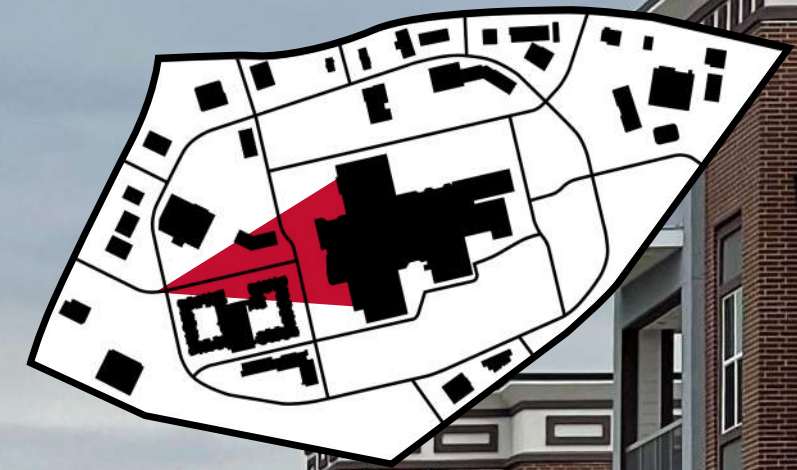




Existing Conditions

View from Ring Road looking Southeast.
Foreground to be a future parking area.





PROJECT AREA

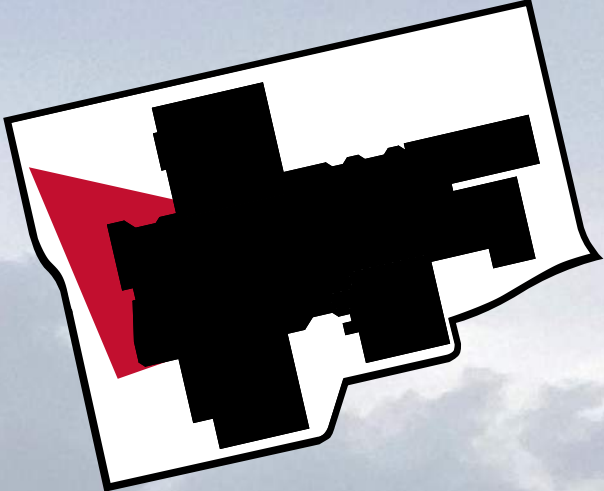


future development

Existing Conditions

View from Ring Road traveling Eastbound from Westmoreland.
Left side of image to be future retail development.





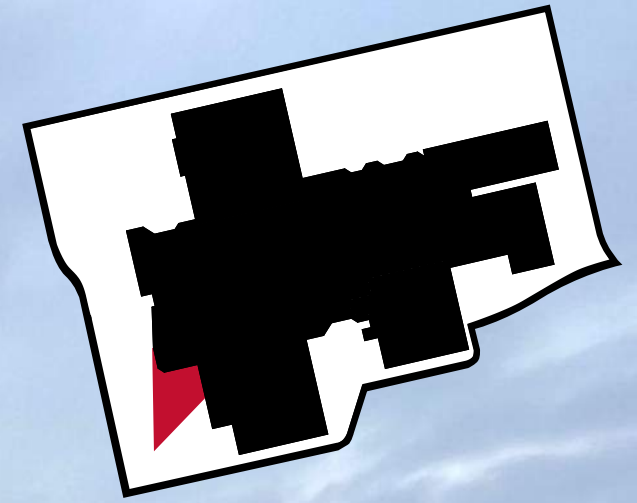
PROJECT AREA



Existing Conditions

View from Ring Road looking East.
Left side of image to be future retail development.





PROJECT AREA

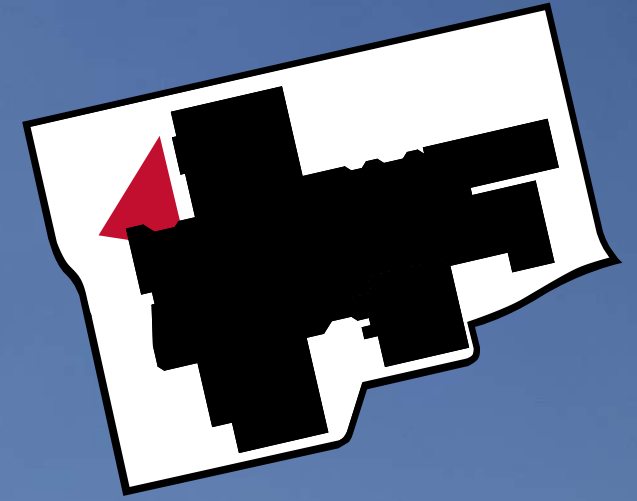


Existing Conditions

View from South parking lot.

Proposed loading area, egress, and landscape area





PROJECT AREA

Existing Conditions

View from North parking lot.

Work limited to new level 2 entry on Northwest corner



parscale.

FUTURE RETAIL

FUTURE PARKING

fitness
tenant

child-care
tenant

mall corridor

beauty
salon
tenant

Existing
Accessible
Parking



Illustrated Site Plan

Features include a new accessible pathway from existing accessible parking, lawn areas, planting areas, shade, & ornamental trees.



parscale.

FUTURE RETAIL

FUTURE PARKING

fitness
tenant

child-care
tenant

mall corridor

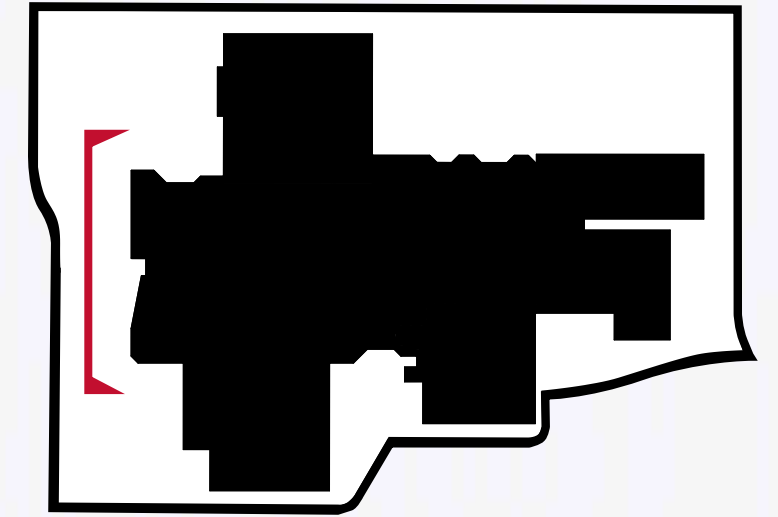
beauty
salon
tenant



Illustrated Site Plan (Future Expansion Concept)

Expansion concept of landscape design. features may include sidewalk extensions, seat walls, and flexible area for seating, events, or outdoor dining.





office tenants (level 2)

fitness center tenant

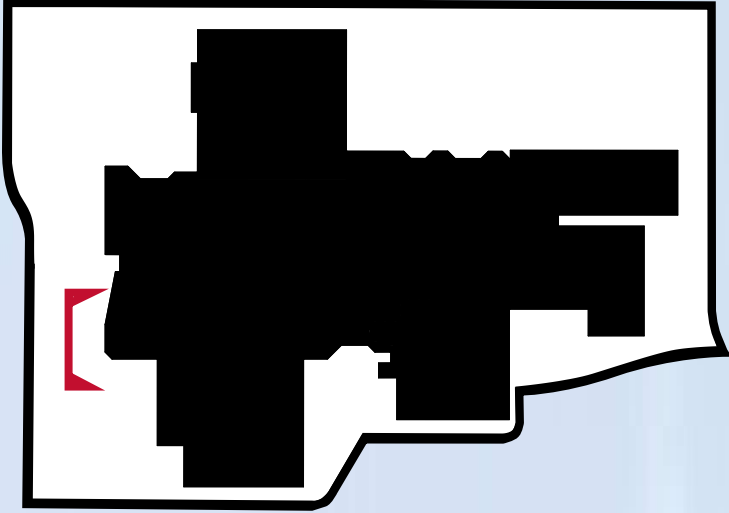
mall entrance

beauty salon tenant

enlarged section

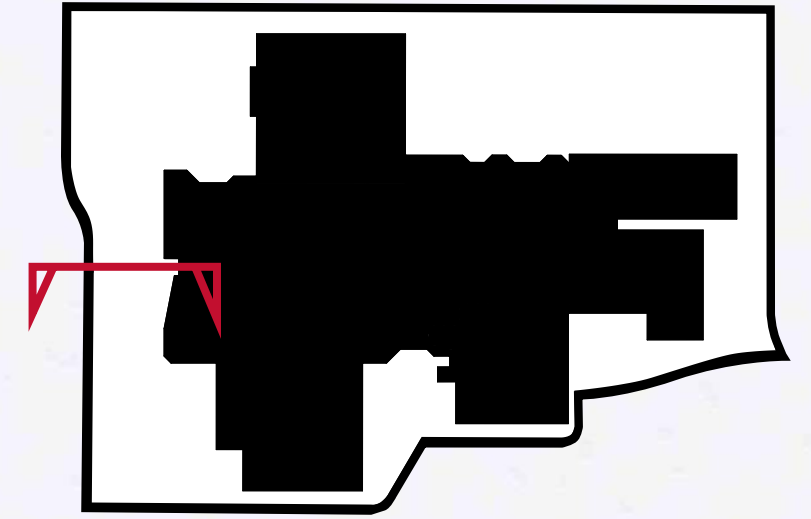
Site Section Looking West





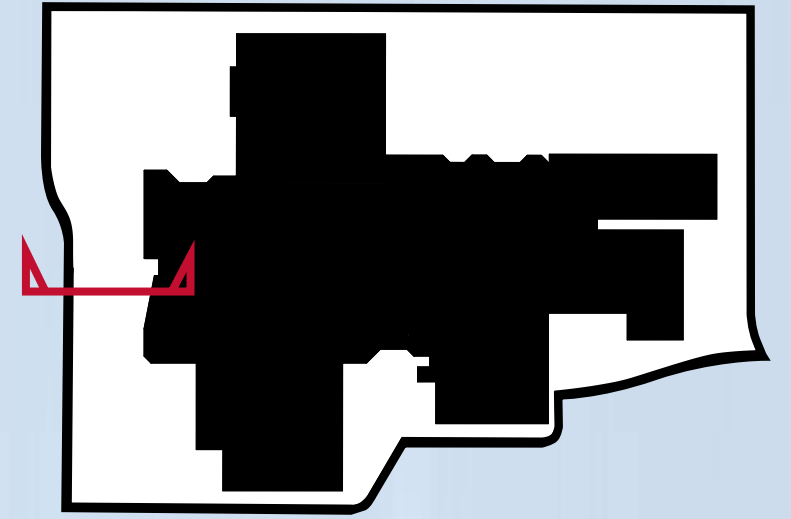
Enlarged Site Section Looking West





Site Section Looking South





existing conditions

proposed project

PLAYGROUND EQUIPMENT,
BY OTHERS

Playground by Tenant
(Not In Project Scope)

Enlarged Site Section Looking North



Rendering from corner of existing sidewalk looking Southwest.





Rendering from existing crosswalk looking East from future retail development.





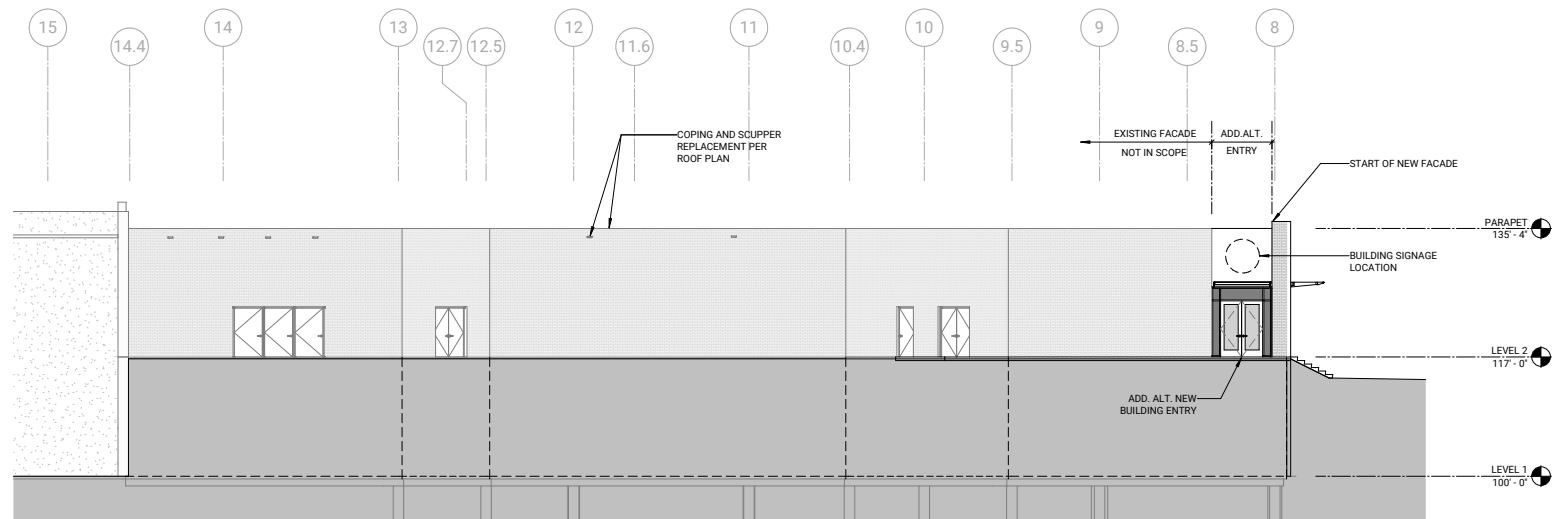
Rendering from proposed accessible pathway toward new mall entrance.



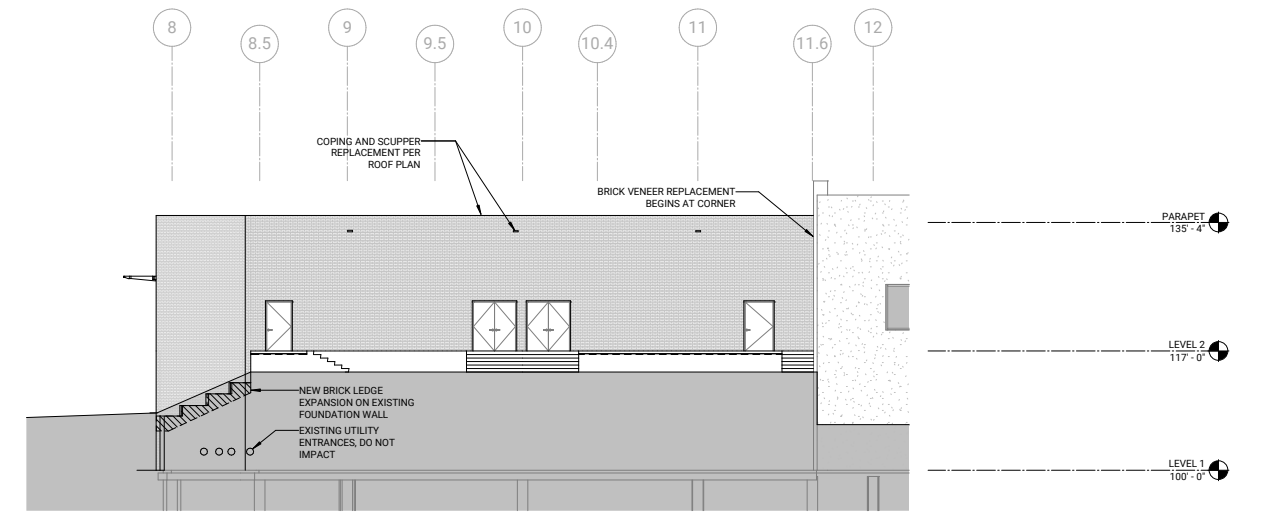


Rendering of new public mall entrance.





North Elevation



South Elevation



West Elevation

Exterior Elevations





RedBird

Existing
Grades

Mall West
Wing

Existing Topography Exhibit

