

## Applicable Urban Design Priorities Project Should Achieve

[1] Design the streetscape as a continuous, unified experience that connects the development with the improvements being made at the mall.

With the proposed ground-level entries around the development, attention should be given to an inviting streetscape that provides a variety of streetscape elements that enhance pedestrian comfort. Additionally, a uniform design palette should be implemented to provide a physical cohesion and visual connection to the rest of the redeveloped site.

[2] Reimagine the proposed front parking and drop-off zone as a more pedestrian-friendly amenity that gives priority to the pedestrian.

Attention should be given to design the front drop-off and guest parking area as a hardscape urban plaza or shared space that facilitates vehicular needs without prioritizing the automobile. This will help make the streetscape along the entire front of the development more inviting for pedestrians and enhance the walkability of the entire redeveloped site in the long-run.

[3] Enhance the connection between the proposed development with the proposed plaza on the mall site.

The northeast corner of the proposed development will serve as a strong link for residents and visitors to access the proposed plaza across the new internal street. As such, the architecture and ground-plane of the site should strive to create an inviting transition between the two spaces.



## 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. The project under review hopes to build off of the current improvements being made to the mall by bringing an affordable residential component to the site.

Key urban design considerations for achieving this long term vision include the design of the streetscape around the proposed development, the connection of the development into proposed future uses at the adjacent mall, and the treatment of the proposed guest parking/drop-off zone at the front of the site.

## Red Bird Redevelopment

**Neighborhood:**  
Red Bird

**TIF District:**  
Mall Area Redevelopment

**Program:**  
Multifamily



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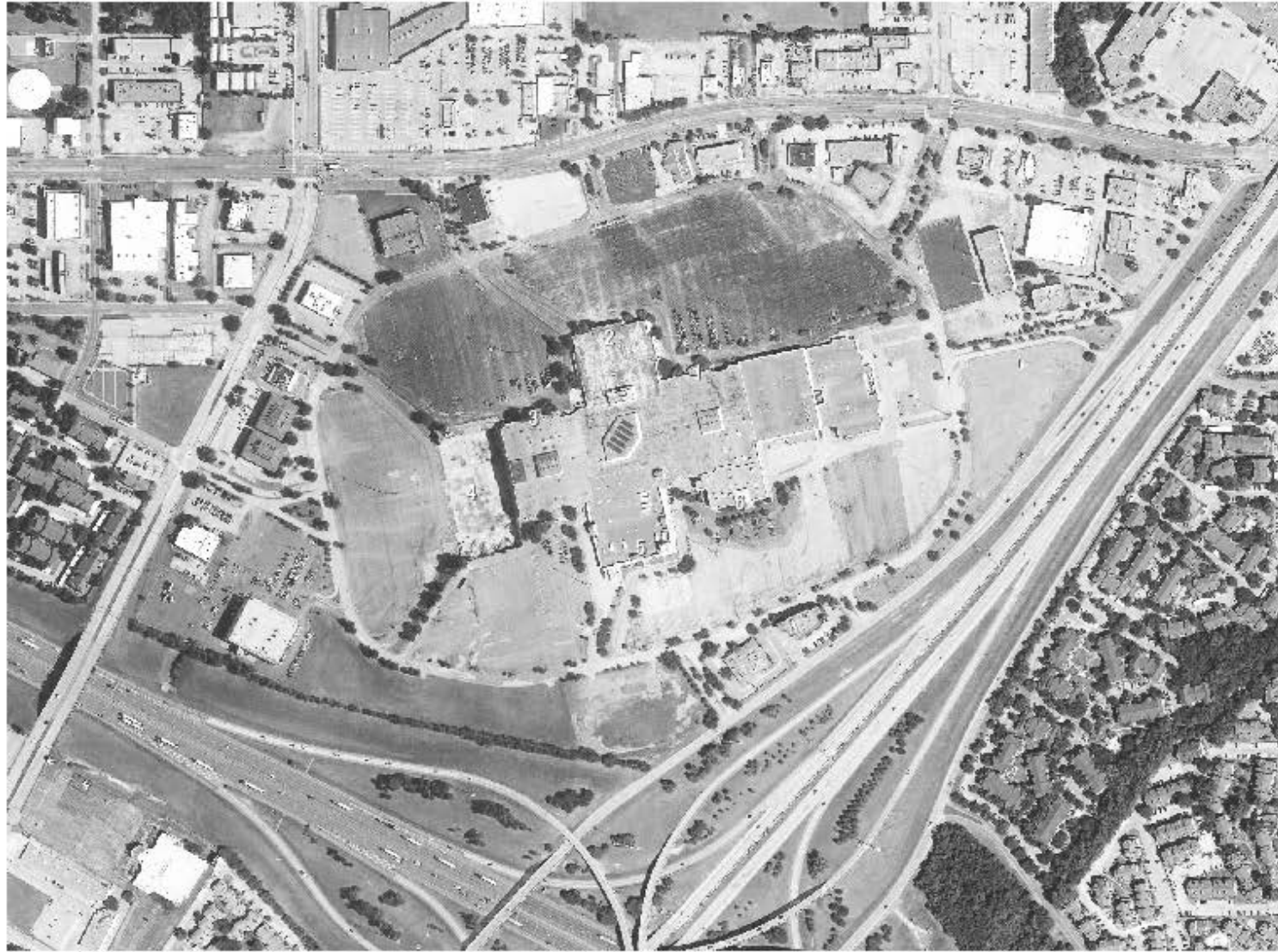
VICINITY MAP



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EXISTING CONDITIONS



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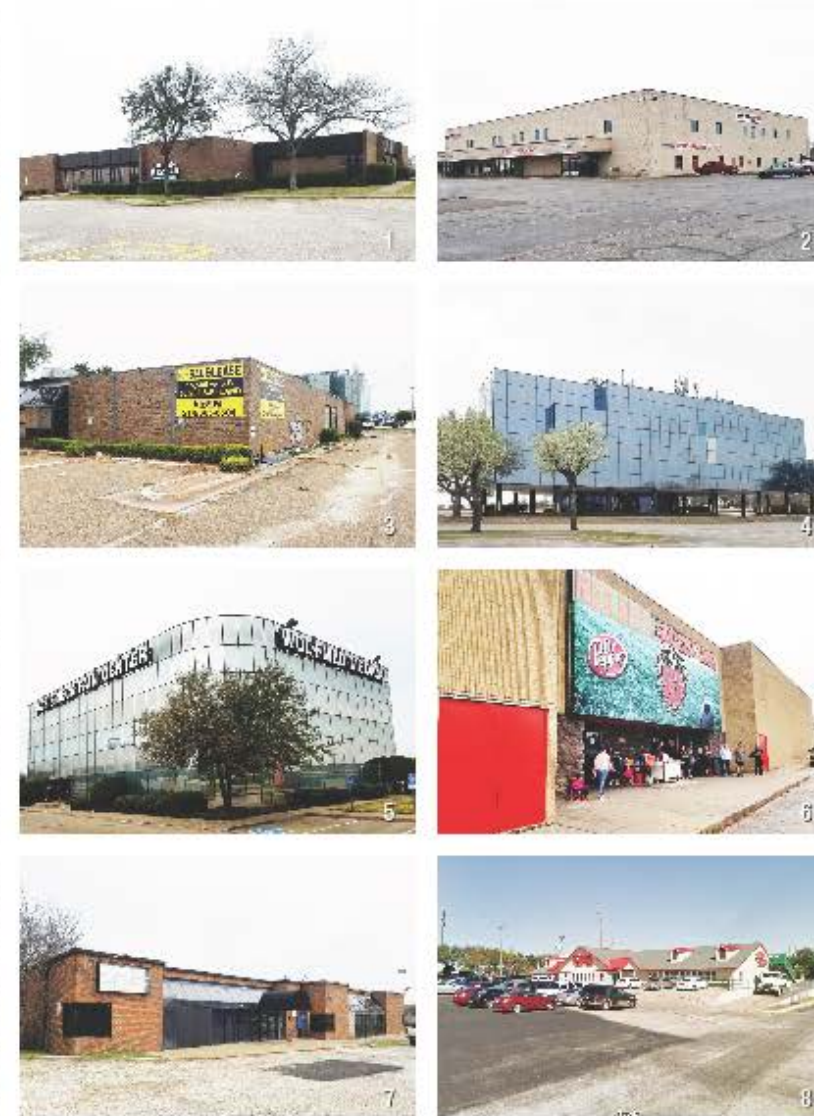
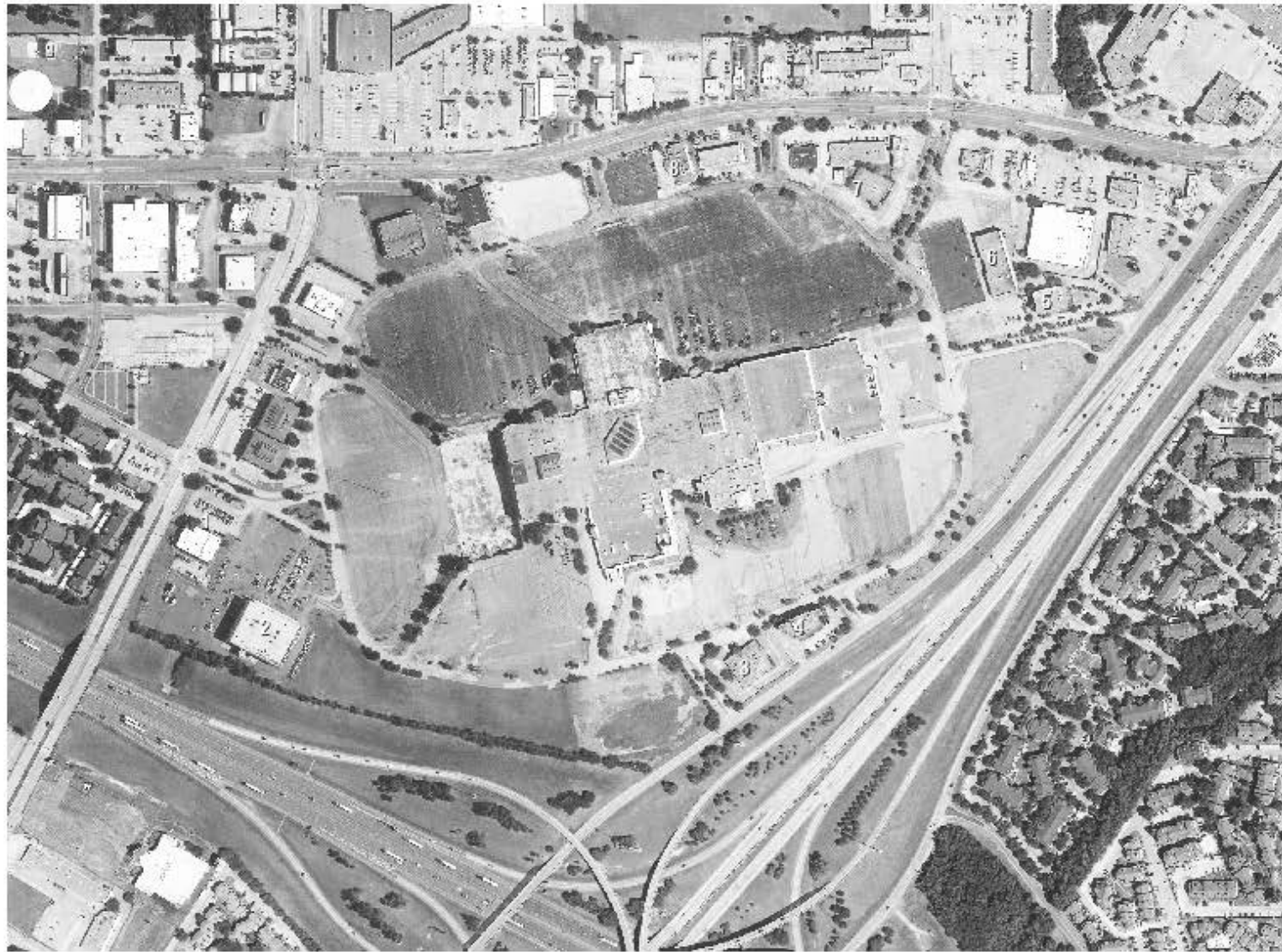
EXISTING CONDITIONS



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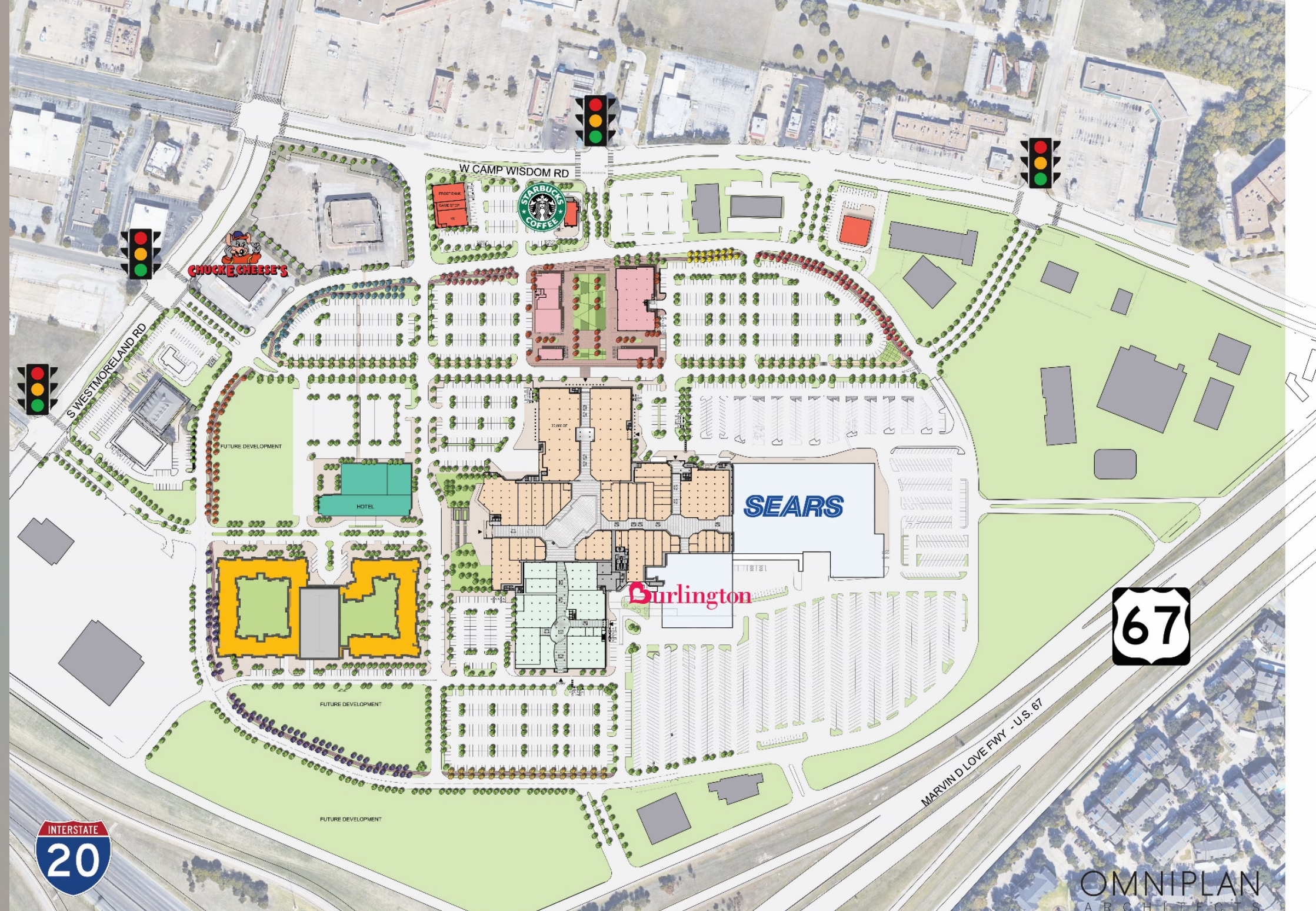
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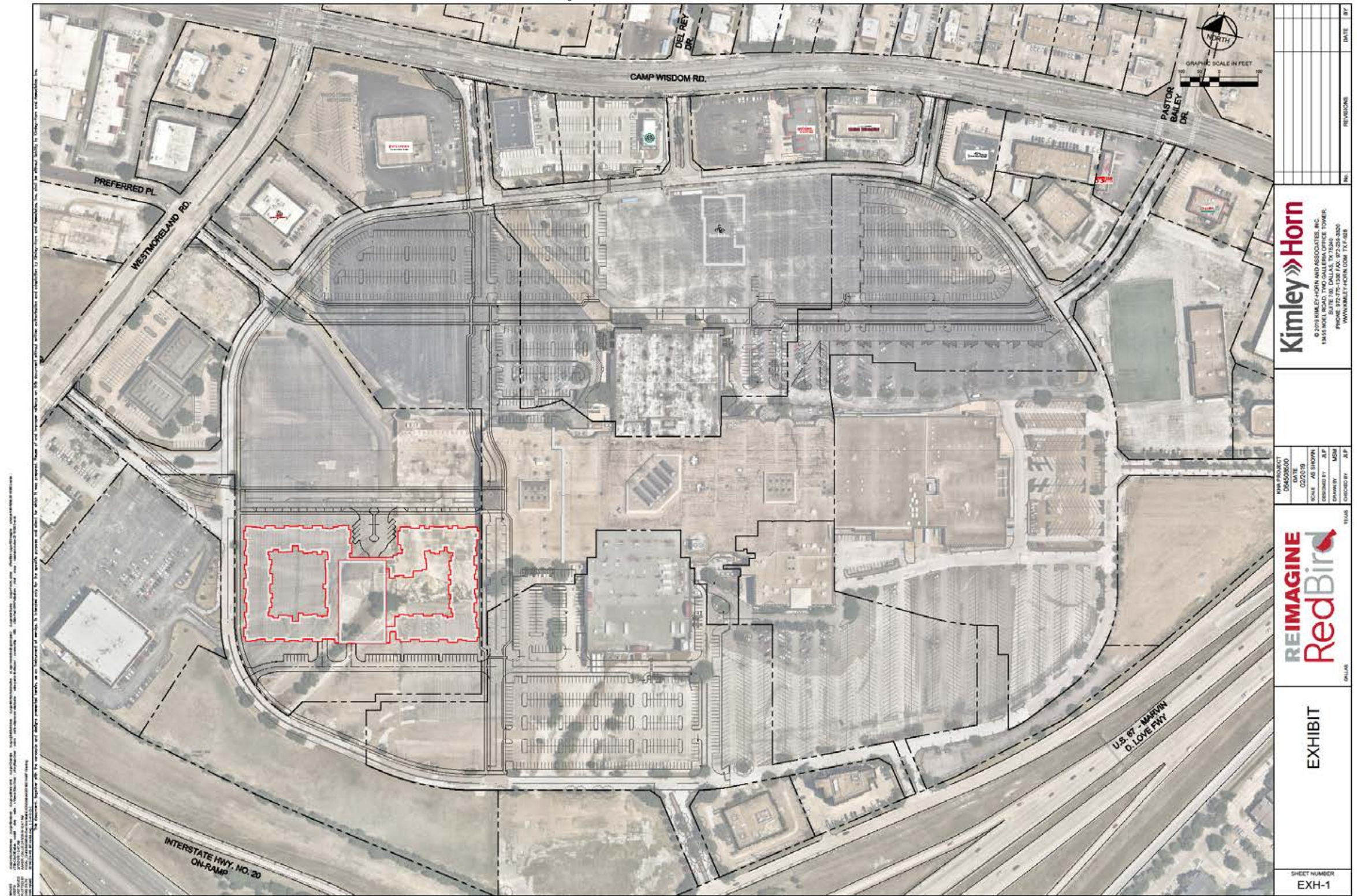


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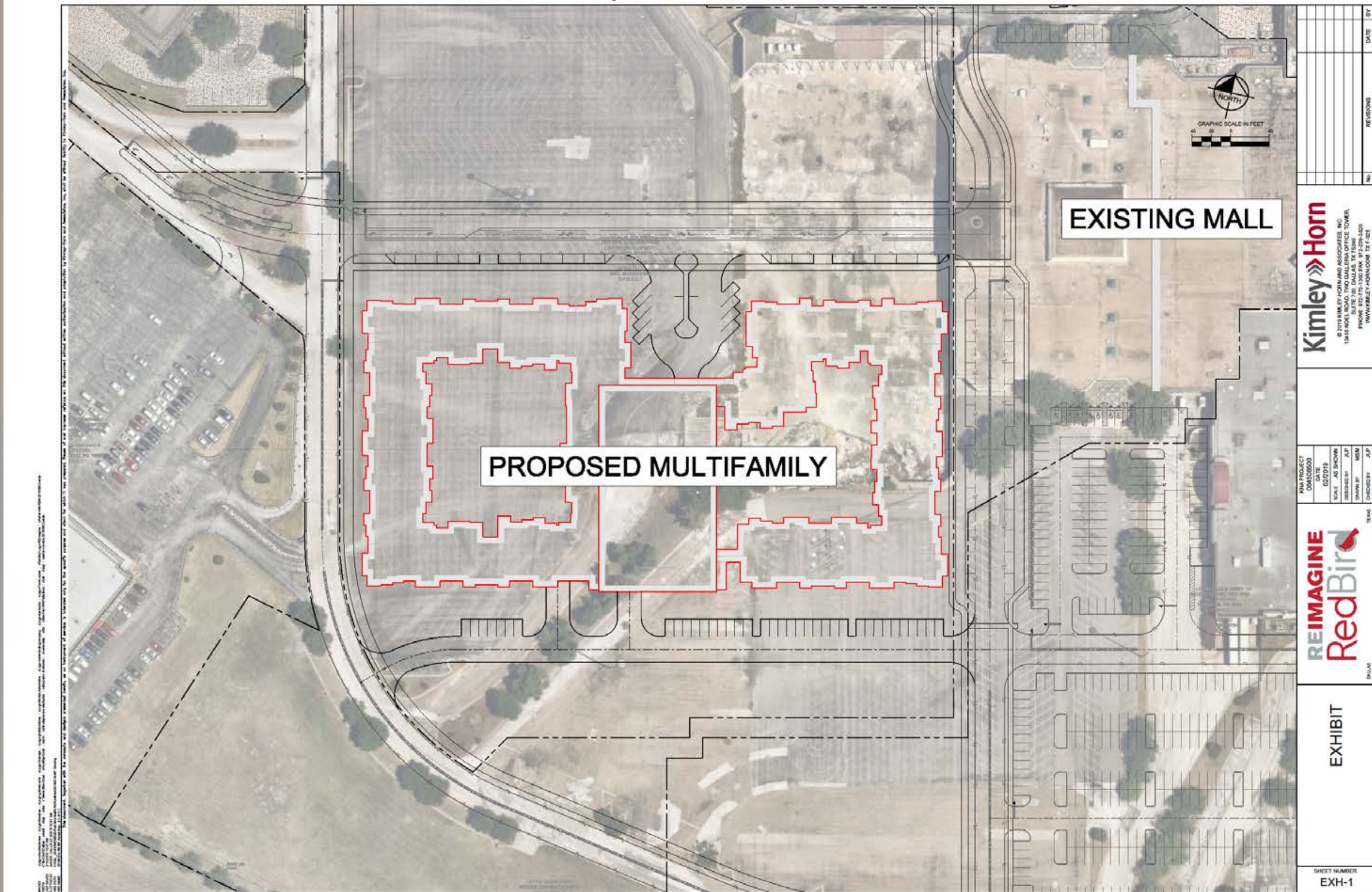


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DATE: 02/20/19	SCALE: AS SHOWN
DESIGNED BY: A.P.	CHECKED BY: A.P.
PROJECT: EXHIBIT	SHEET NUMBER: EXH-1

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USA

**RedBird**

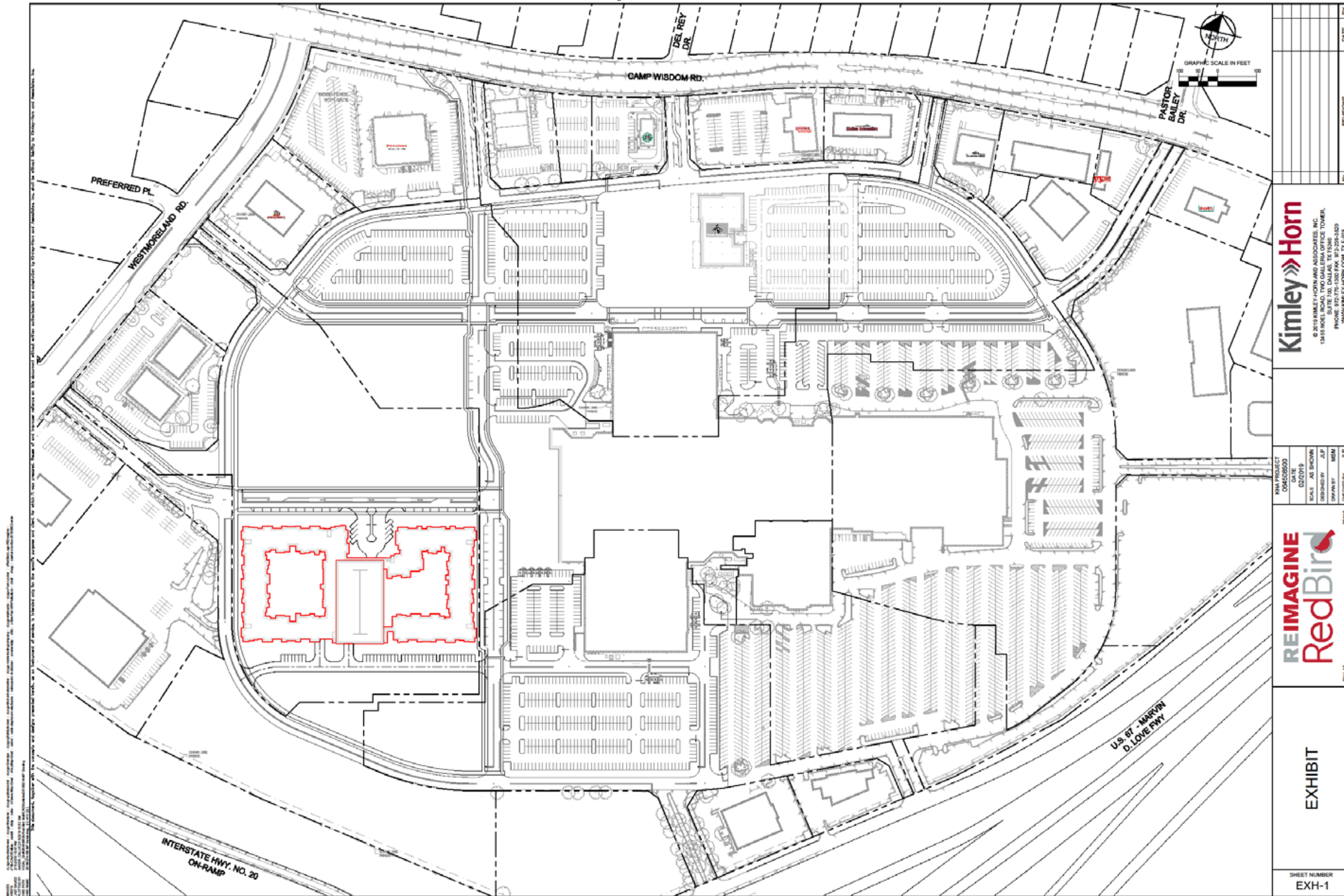






# Palladium Redbird Multi Family

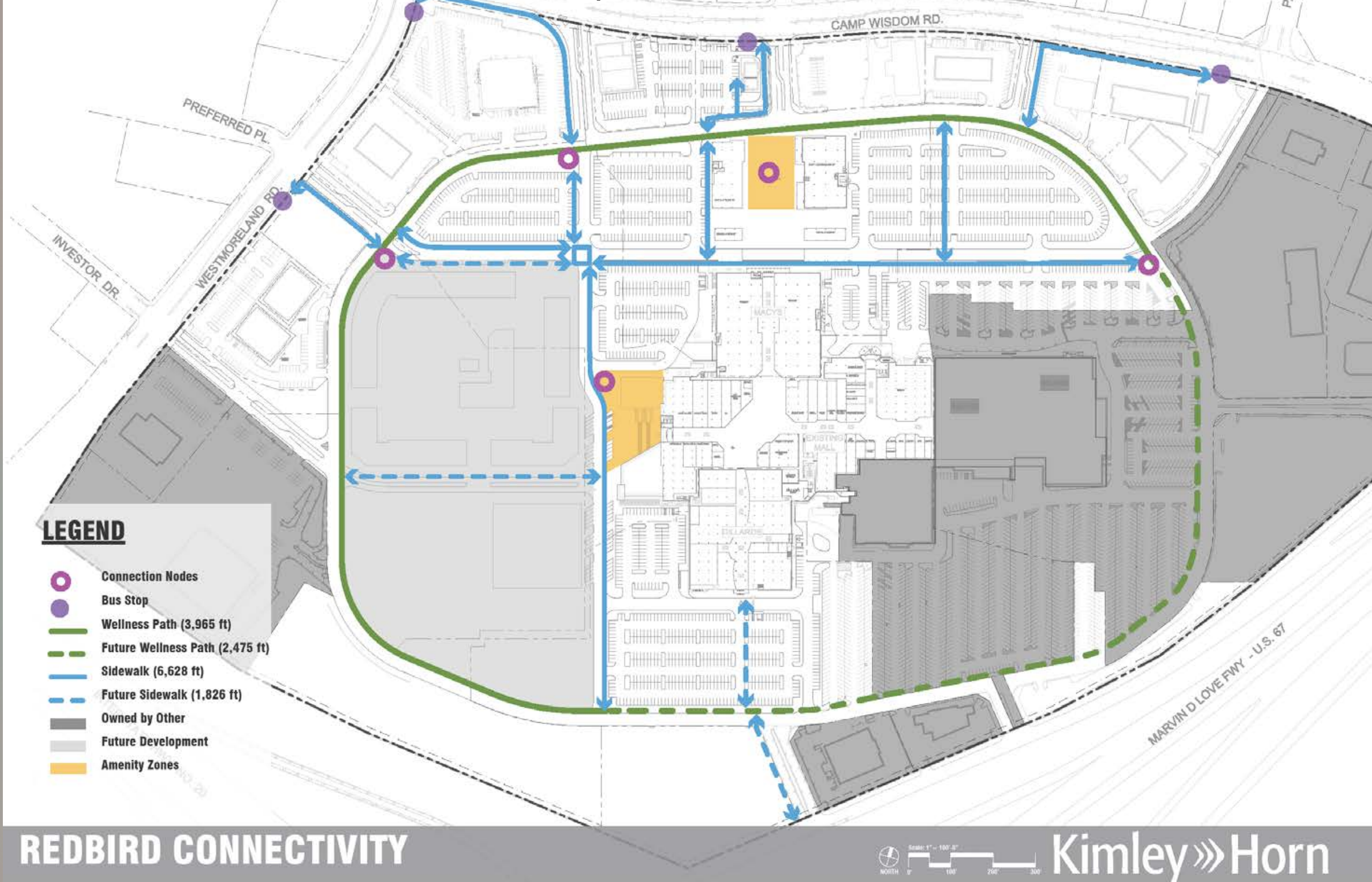
02.15.2019



## Master Concept Plan

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PALLADIUM REDBIRD MULTI FAMILY - FRONT ELEVATION



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PALLADIUM REDBIRD MULTI FAMILY - BACK ELEVATION

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