

## Applicable Urban Design Priorities Project Should Achieve

- [1] Key to the success of the larger Red Bird Mall site is the introduction of a walkable network of pedestrian and vehicular streets that organize and link future development blocks within the site-

Although full development of the 60+ acre site will take many years to realize, establishing a internal framework for future development will ensure that future phases will help realize a walkable, vibrant district that can serve as a key node in South Dallas.

- [2] Given the prominent location of the site within existing neighborhoods, and as a key development opportunity in the Southern Sector, the overall site strategy should employ a strong focus on public space in order to create and maximize opportunities for community use and public gathering -

Providing a well-designed, functional gathering space in a mixed-use environment contributes to a larger community need serves as a powerful community development node for surrounding neighborhoods.

- [3] Careful consideration should be given to the proposed Phase I enhancements to ensure that they leverage the best opportunities to support the long term vision for the larger development -

By addressing infrastructure needs and appropriately laying out a walkable grid of streets with sufficient public realm amenities, infrastructure enhancements in Phase I will establish a framework for future development in subsequent phases.



## 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 project also represents a key opportunity to create a vibrant neighborhood center and community gathering place for residents in and around southern Dallas.

Key urban design considerations for achieving this long term vision include planning a walkable network of pedestrian and vehicular streets that organize and link future development blocks within the site, a strong focus on public space to create opportunities for community use and public gathering, and Phase 1 enhancements to the site that support the long term vision for the larger development.

## Red Bird Redevelopment

Neighborhood:

*TIF District:*  
*Mall Area Redevelopment*

Program:  
Mixed Use  
Commercial, Residential





**RED BIRD REDEVELOPMENT**  
DALLAS, TEXAS

URBAN DESIGN PEER REVIEW PRESENTATION  
3.16.2018

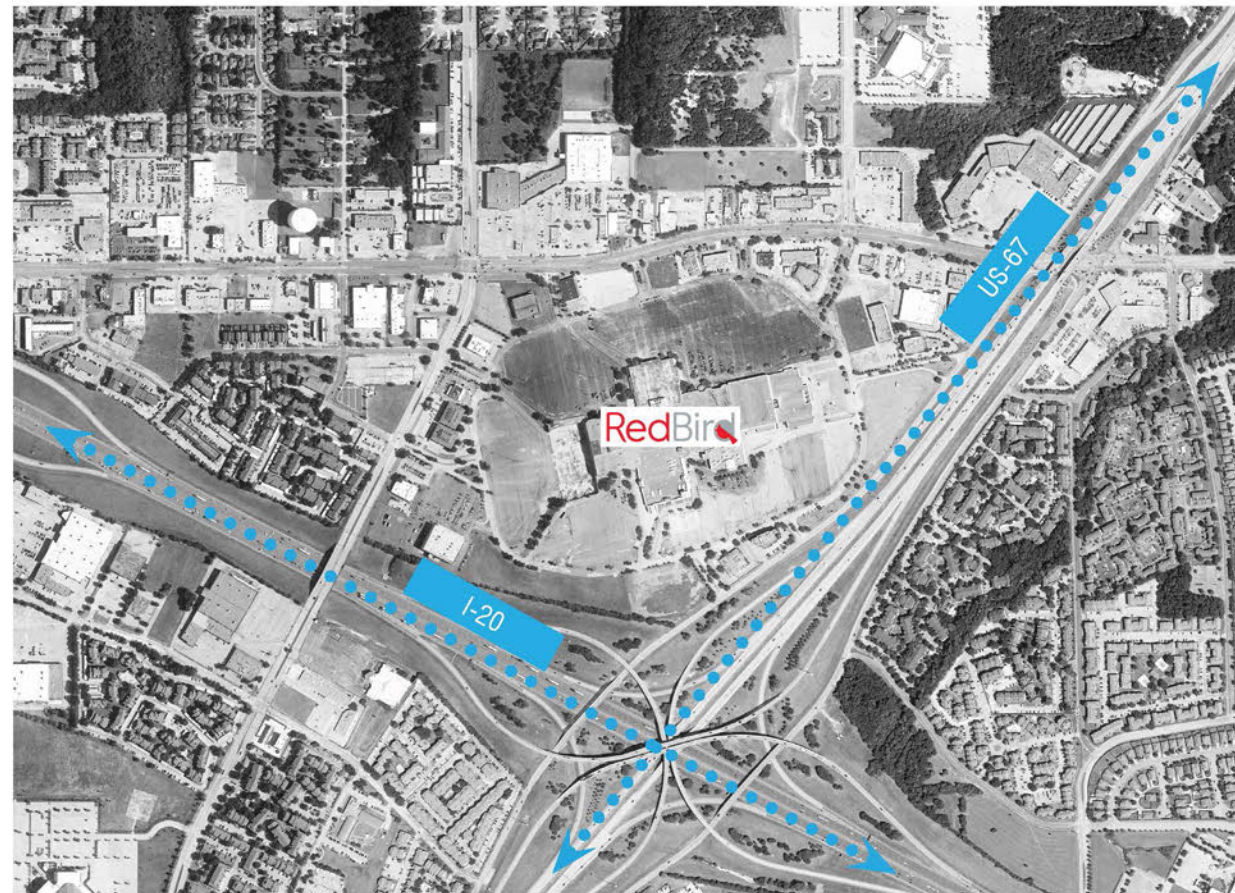




## PROJECT LOCATION

### A CATALYST

Located in Southern Dallas, at the intersection of highways I-20 and US-67. The site offers great potential for a mixed-use development in an under-served area of Dallas. Our plan for this new mixed-use redevelopment includes regrading of berms and reducing the size of the mall. Also, it includes the creation of urban walkable streets as well as creating a one-acre park to serve as the downtown of Southern Dallas. Red Bird redevelopment will be a catalyst for the surrounding area and create a connection to the surrounding neighborhoods.



### DALLAS RED BIRD BACKGROUND

Red Bird Mall first opened in 1975 with many years of success followed by many years of decline and neglect. In 1997 it was renamed to Southwest Center Mall in an effort to rejuvenate the property. Since then it has fallen into further stress, JC Penney closed in 2001, followed by Dillard's and then Macy's in 2017.

Throughout the years, there have been many efforts to revitalize the property by private developers and in partnership of the City and the Community, but falling short.

The new plan focuses on a quality mixed use project with a live, work, play environment. It serves as the basis for the City to undertake area-wide rezoning to ensure a sound regulatory framework that encourages economic development consistent with the vision.

Priority have been given to the pedestrian experience with a One-Acre park, trails and pocket parks for patrons and the community.

## VISION : PLACE

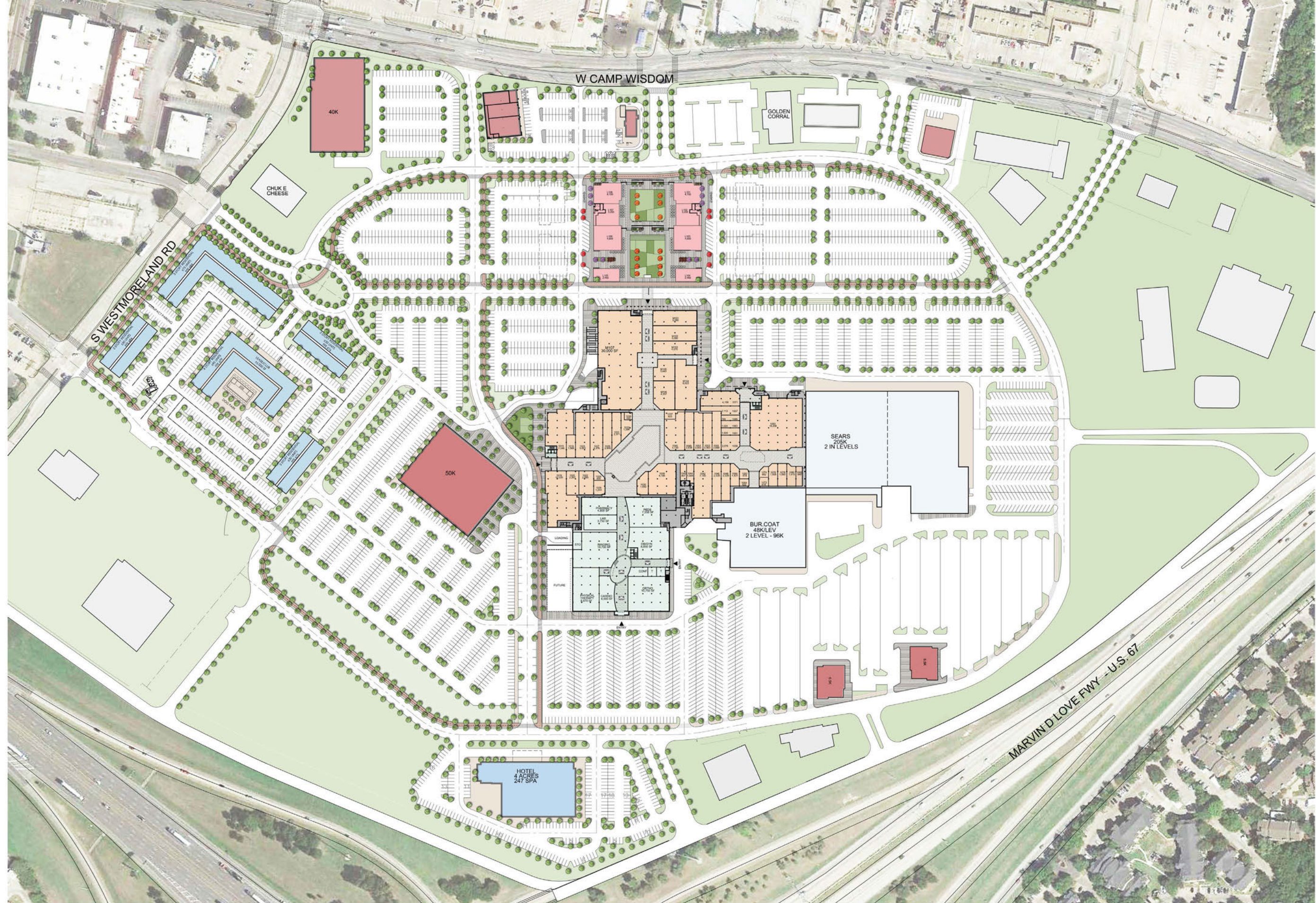
The Lawn concept creates a unique community environment for Red Bird. Connectivity and variety of space and function allow the melding of landscaping and architecture. This creates a unified heart to Red Bird. It's a prominent node that draws in the community for an enhanced dining and shopping experience.



## VISION : PLACE

Plans for Red Bird call for re-purposing existing buildings for vibrant office to create a critical mass and additional density. Corporate users will provide jobs and opportunities along with business incubators that will revive Red Bird's very own entrepreneurial community.









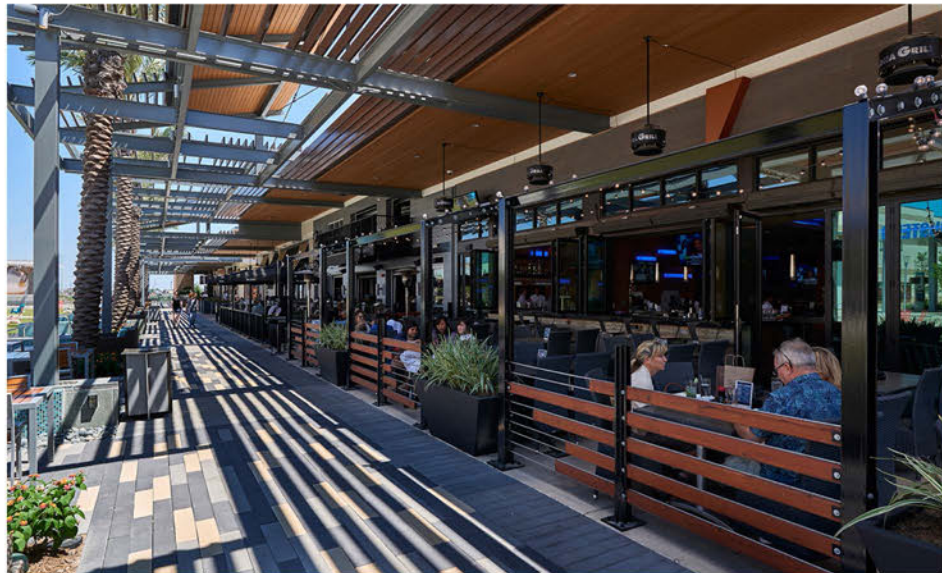
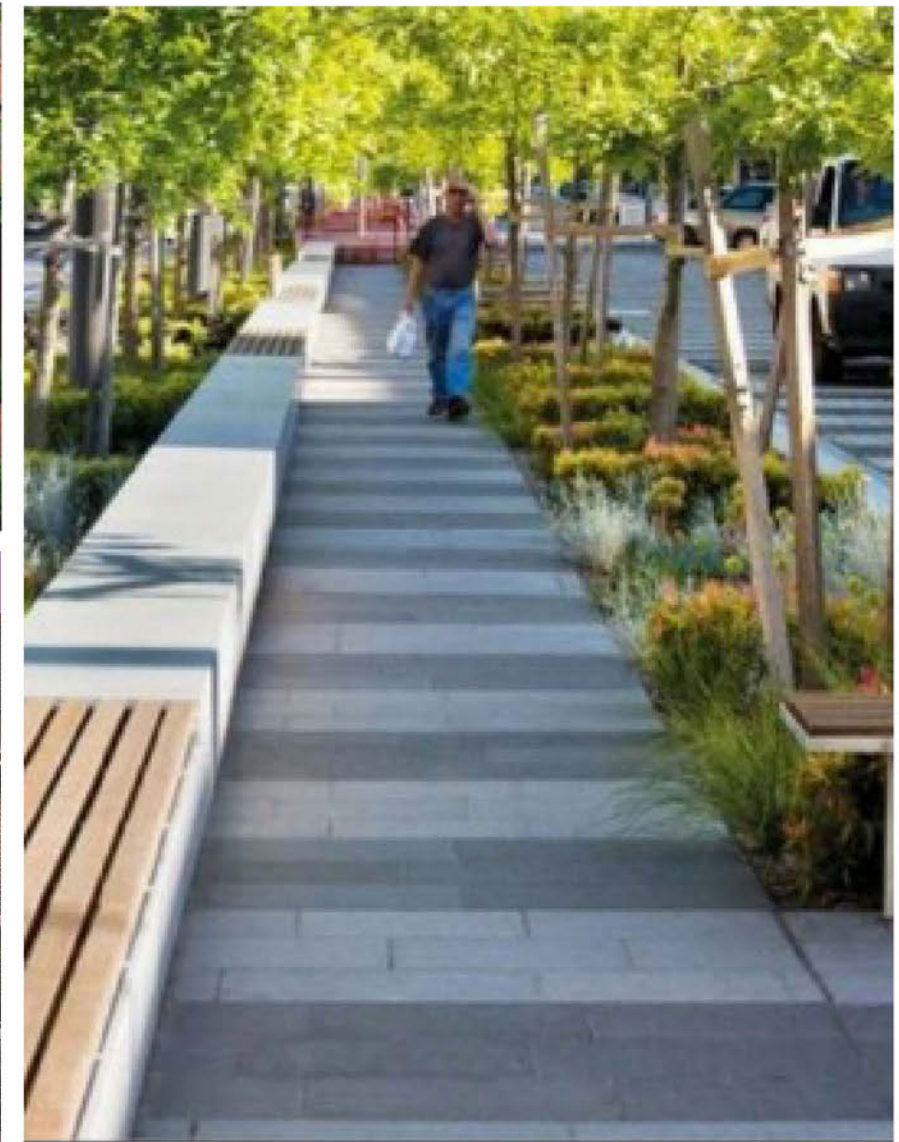


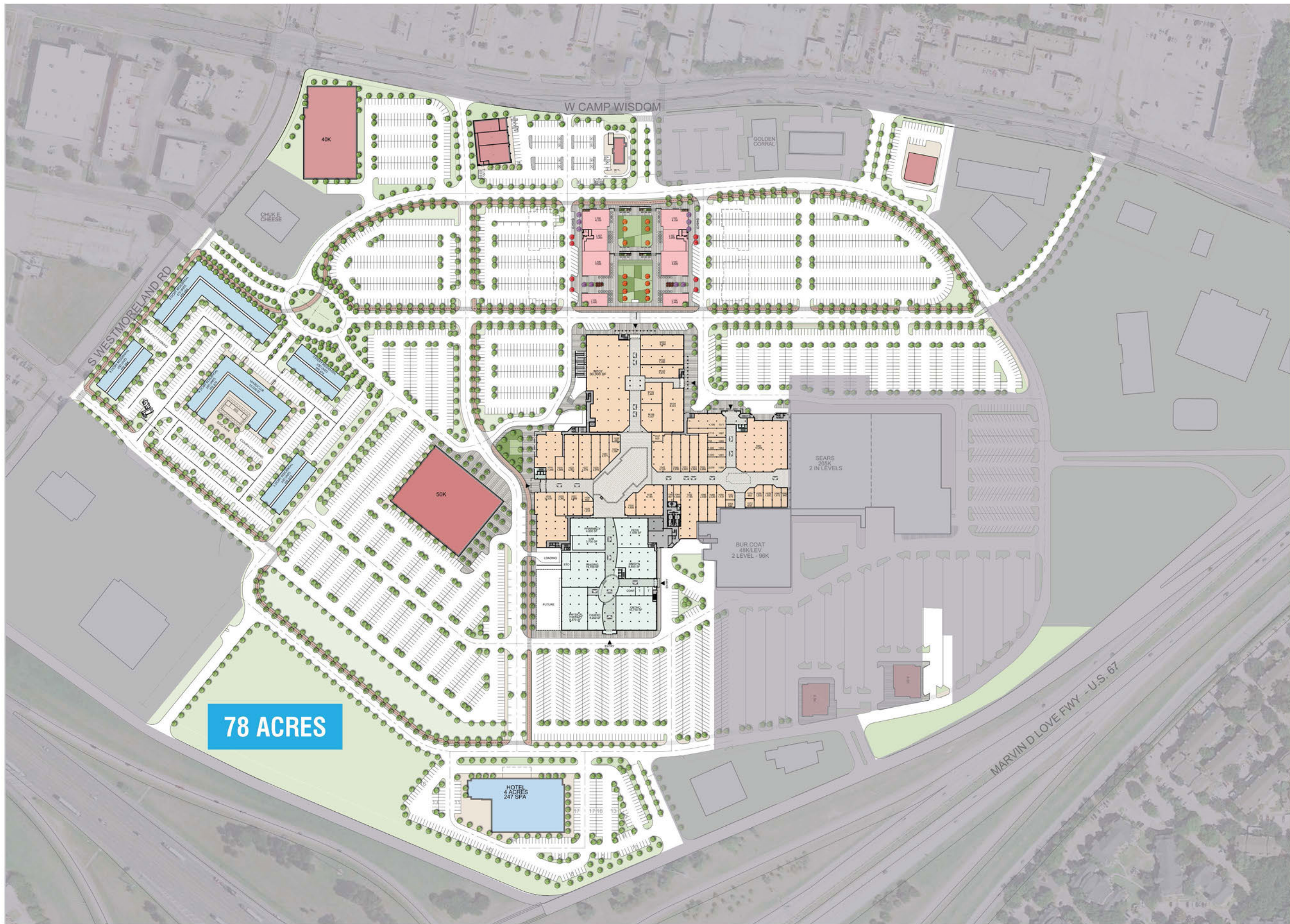


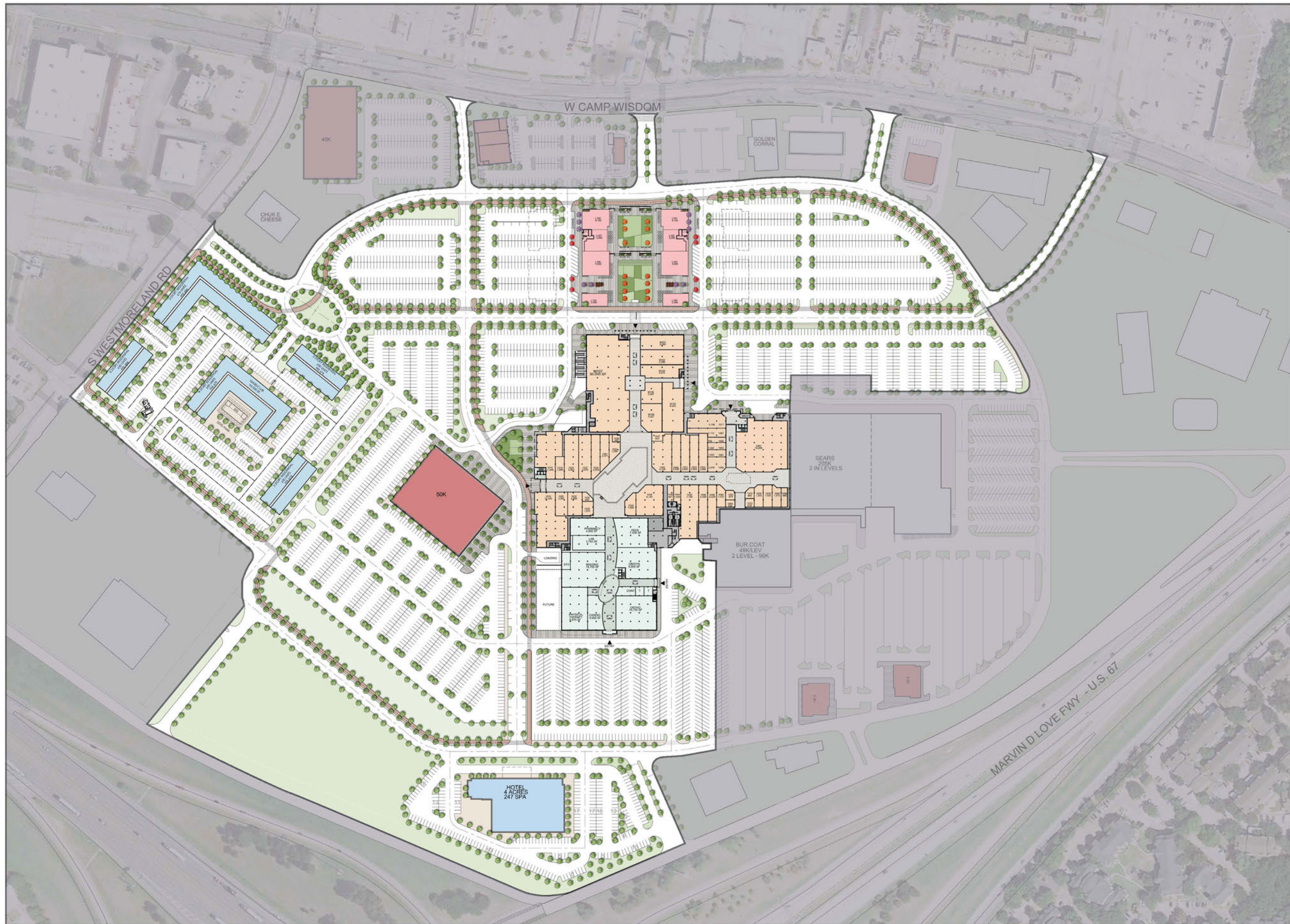




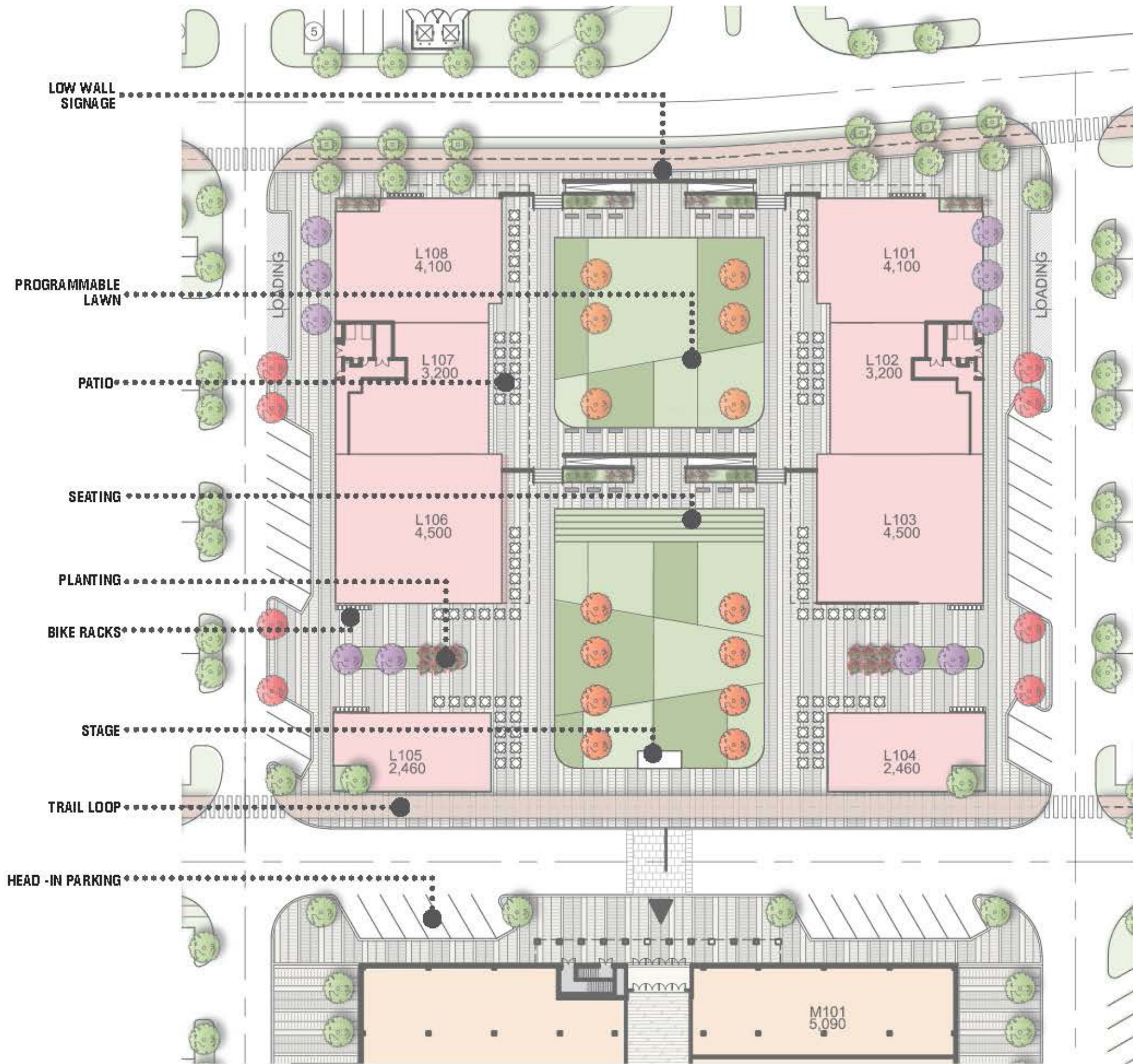


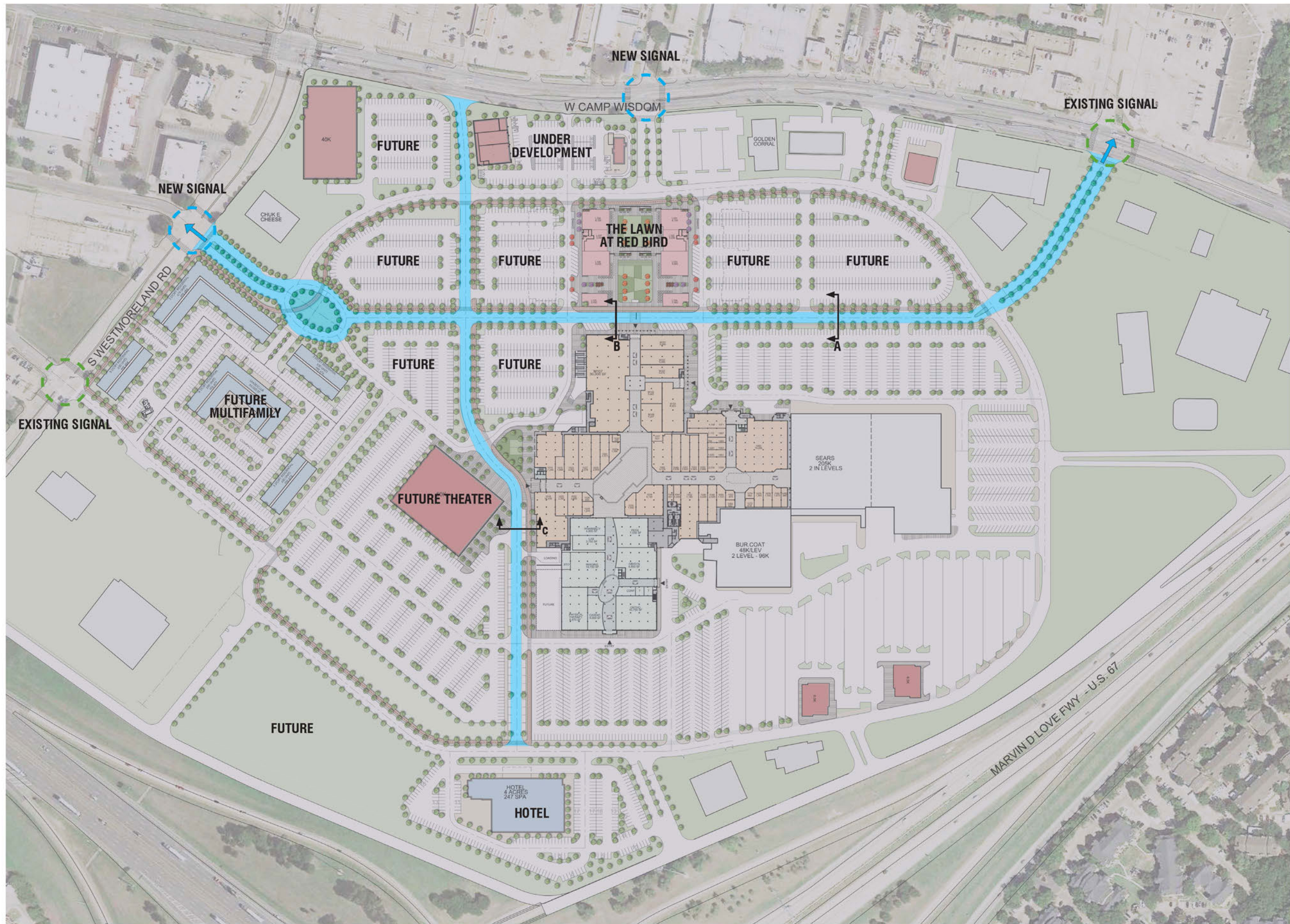


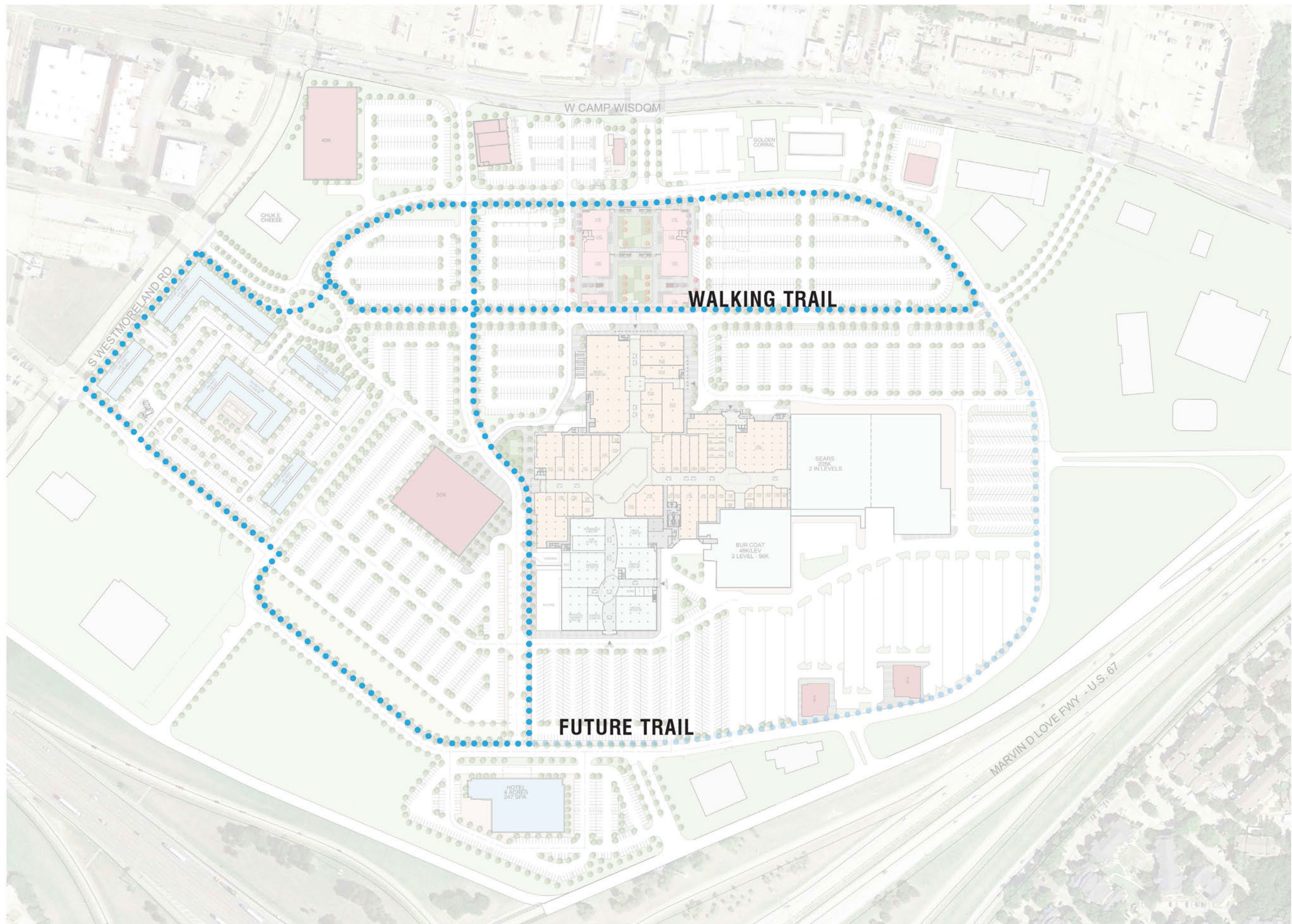


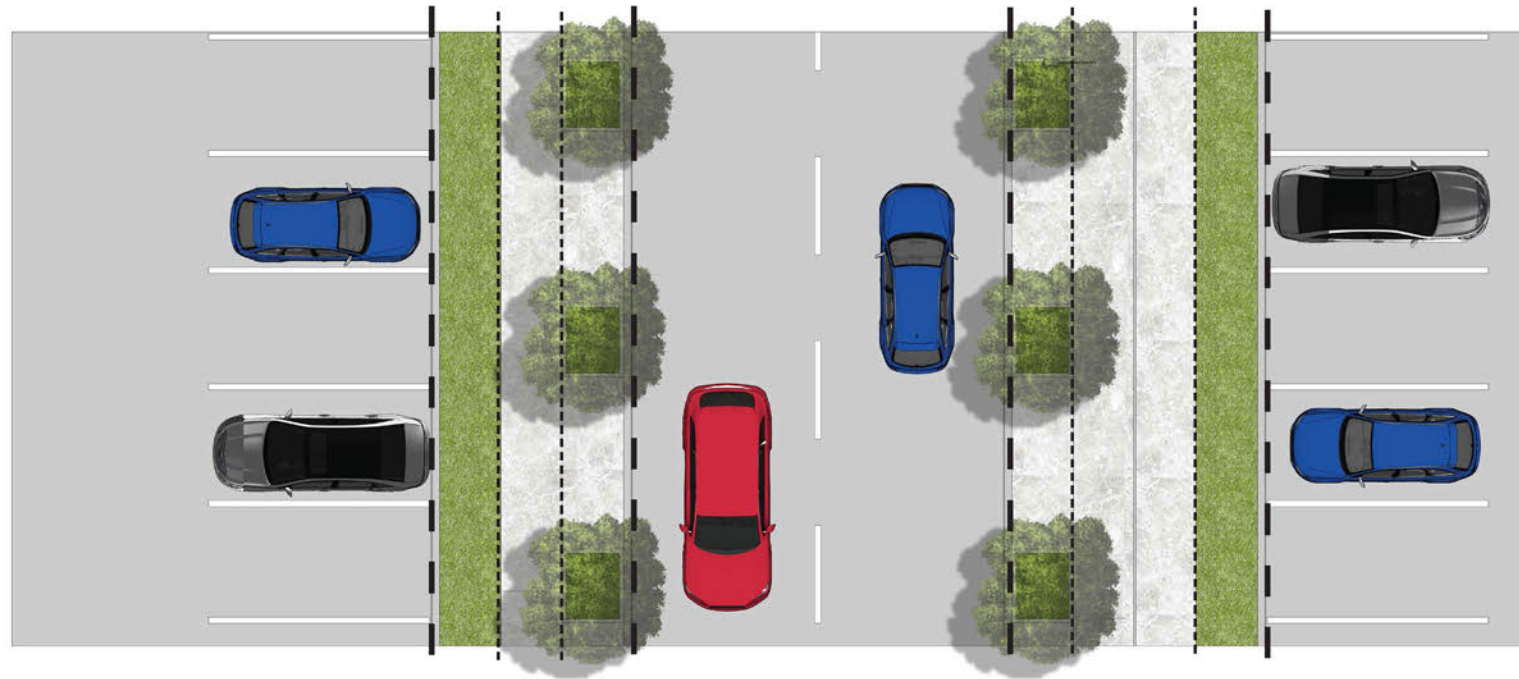




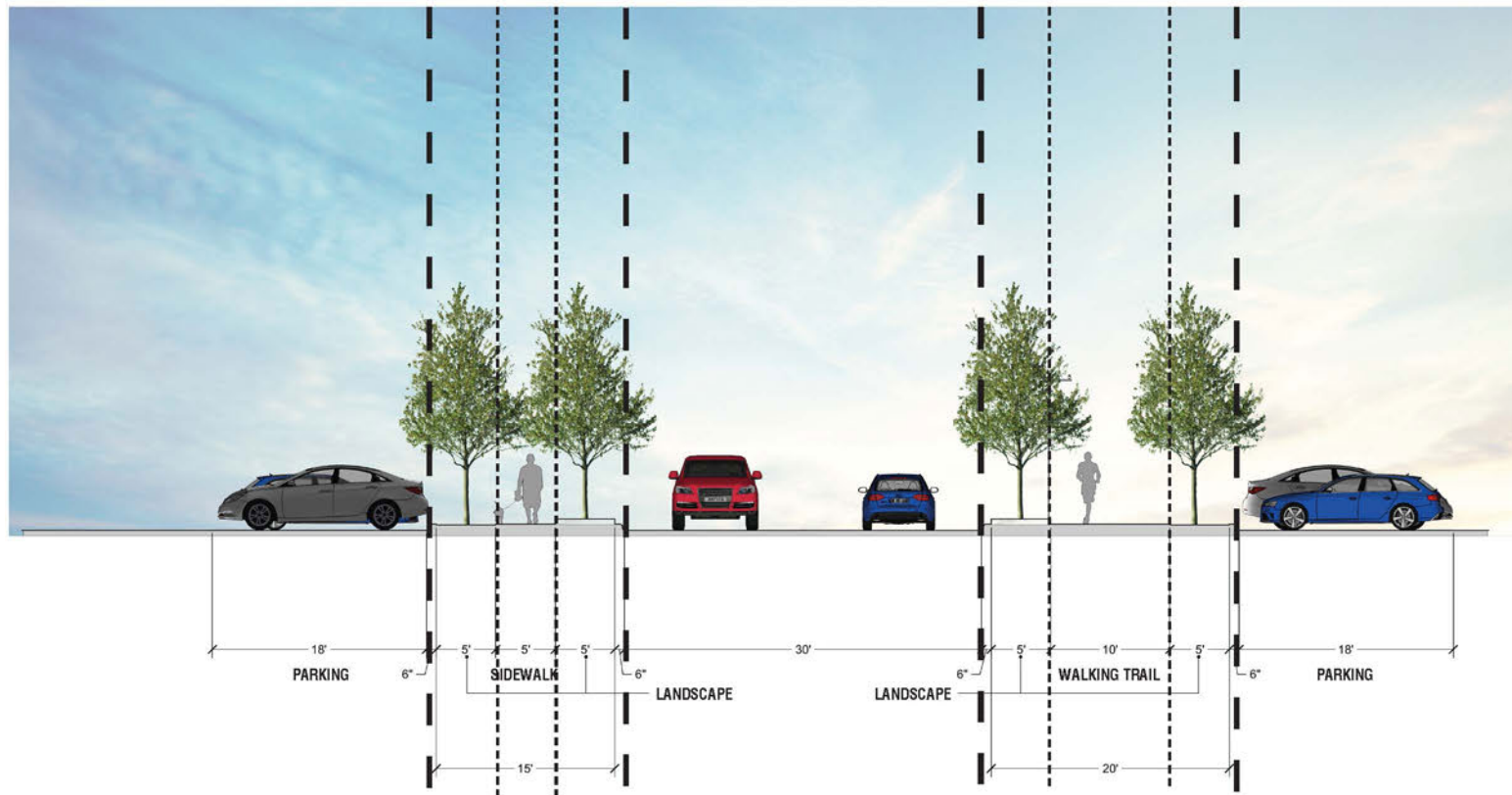








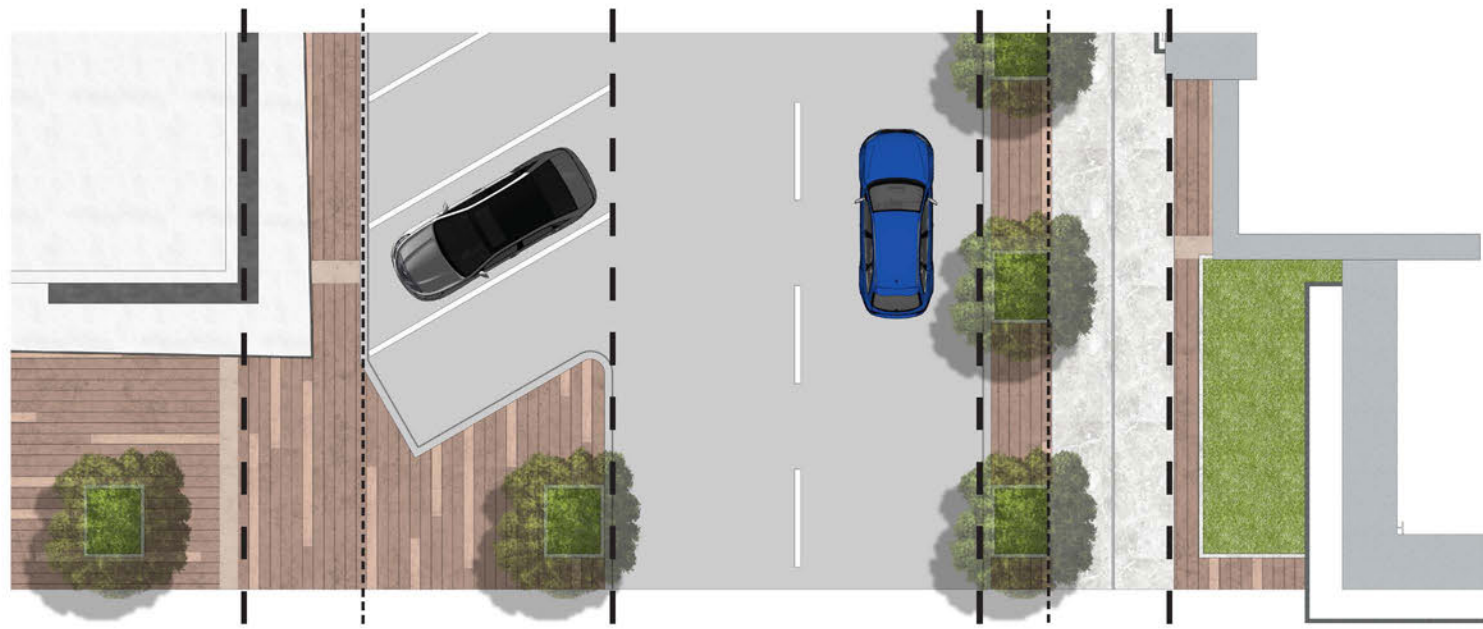
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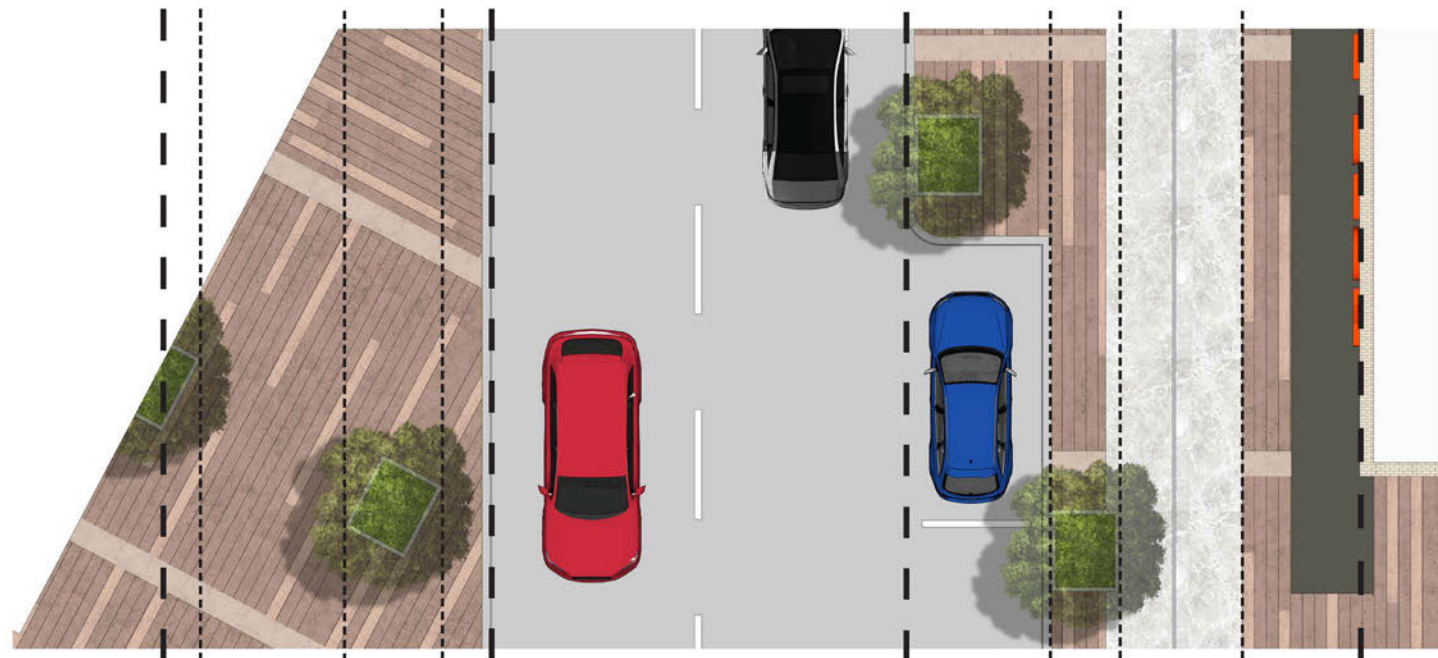
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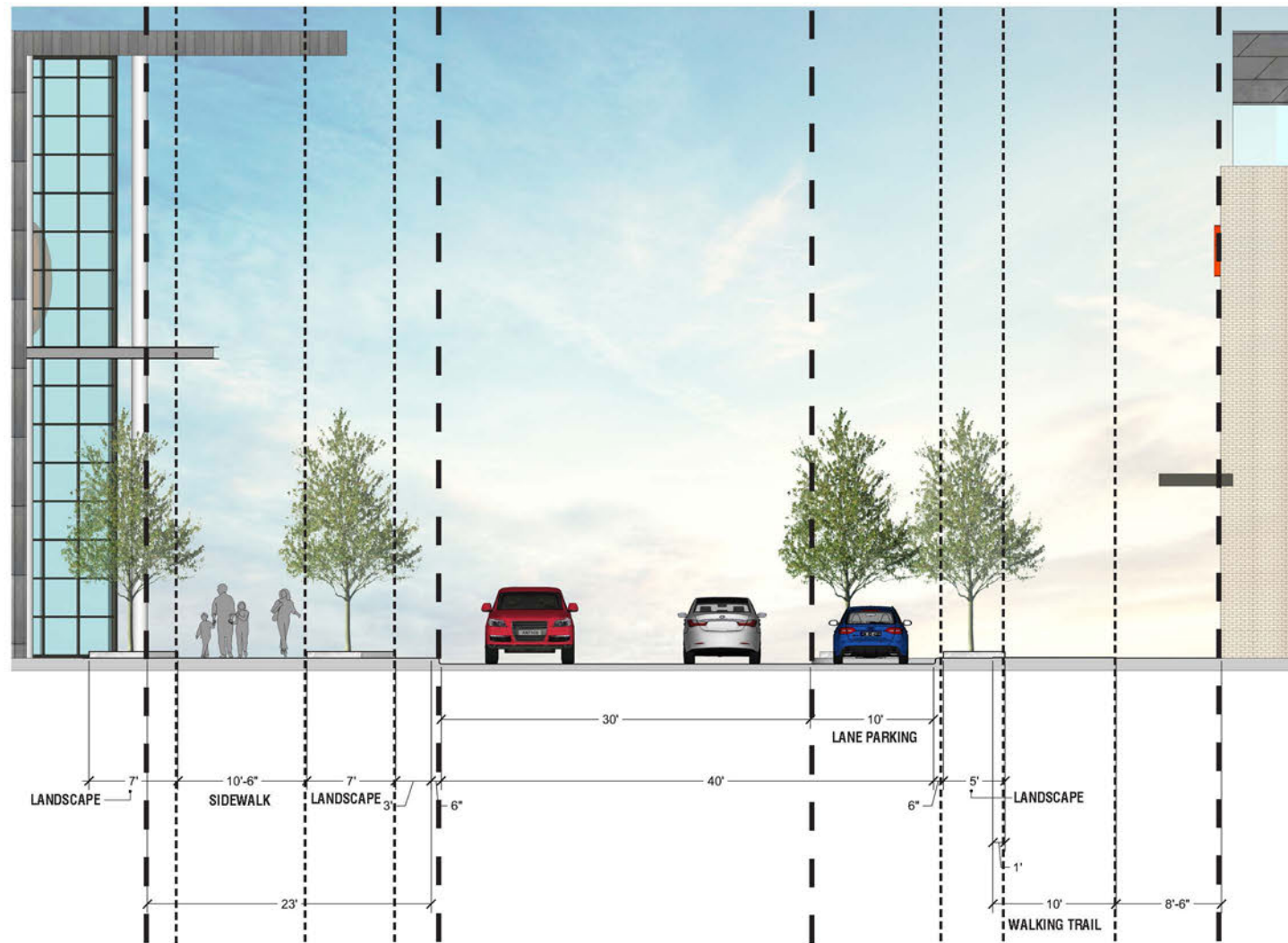
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