Applicable Urban Design Priorities Project Should Achieve

[1] Explore opportunities to reorganize the ground-level programming of the hotel to provide main entry and activation on the north and east sides of the building.

Although the proposed urban form of the hotel structure helps to create a potential urban edge between the mall, the adjacent multifamily, and the new hotel, the current design of the ground-level as well as the way in which grade challenges have been handled on site, create an awkward and unnatural interaction between the building and the surrounding streets. By reorienting the lobby and the hotel restaurant and bar and connecting them to the streets to the north and east, a more active and inviting ground-level can be achieved, enhancing the placemaking and experience of the pedestrian on the entire Red Bird Mall site.

[2] Ensure a walkable environment around all sides of the hotel by providing inviting and comfortable streetscapes along all internal roadways.

In following with the pre-established streetscape requirements for the Red Bird Mall site, all internal roadways should provide wide sidewalks and ample space for street trees and landscaping to establish this redevelopment as a walkable environment.

[3] In alignment with the master vision for the Red Bird Mall site, consider ways in which a future wellness trail can be provided along the ring road south of the hotel.

While the future trail is part of the larger vision for the Red Bird Mall site, it is important in the interim to provide comfortable pedestrian movements through the parking areas. Additionally, to minimize the impact of the automobile on the visual and pedestrian experience, the design team should explore ways to screen the parking wherever possible.

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 a new dual-brand hotel to the southwest corner of the site, locating another source of site activation to the rapidly-developing redevelopment.

Key urban design considerations for achieving this long term vision include the design of the ground-level of the building to better integrate with the surrounding development, the design of the streetscape around the building to enhance on-site walkability, and the incorporation of a future wellness trail along the ring road on the south side of the site.

Red Bird Redevelopment

Neighborhood:

Red Bird

TIF District:

Mall Area Redevelopment

Program: Hotel

PROPOSED DUEL BRAND COURTYARD AND RESIDENT INN BY MARRIOTT

URBAN DESIGN PEER REVIEW 06.18.2021



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.

Provide a landscaped walking connection to the surrounding development. Uniform and coordination exterior design and Hardscaping design will be implemented to provide cohesion and connection to redeveloped sites.

[2] REIMAGINE THE PROPOSED FRONT PARKING AND DROP-OFF ZONE AS A MORE PEDESTRIAN-FRIENDLY AMENITY THAT GIVES PRIORITY TO THE PEDESTRIAN.

Due to the heat of Texas, landscaping and cover would need to be a large part of the design. Walk ways and courtyards that have cover would be a must. these covers can be a large design moment that can bring attention and focus to the entrance of the mall. Vehicular drop off zones and waiting areas that connect to walk paths near the entrance would enhance the pedestrian areas and help prevent safety concerns.

[3] ENHANCE THE CONNECTION BETWEEN THE PROPOSED DEVELOPMENT WITH THE PROPOSED PLAZA ON THE MALL SITE

With the proposed hotel being on the south west side of the mal the strong connection between the site and the proposed plaza for the mall would be thorough the walk and bike trail that encircles the entire development. the landscaped path leads to both the hotel and the mall areas at large.

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 and surrounding area by bringing a hotel and event area to the site.

Key urban design considerations for achieving this long term vision include the exterior event space, the hardscaping and landscape design around the proposed hotel, the connection of the development into proposed future uses at the adjacent mall by bike and walking trails, and the treatment of the proposed quest parking/drop-off zone at the front of the site

RED BIRD REDEVELOPMENT

Neighborhood: Red Bird

TIF District: Mall Area Redevelopment

Program: Hotel











PROPOSED DUEL BRAND COURTYARD AND RESIDENT INN BY MARRIOTT

REDBIRD MALL, DALLAS TX 75237

JUNE UDPRP REVIEW JUNE 18TH, 2021

OWNER:

ATLANTIC HOTEL GROUP CONTACT: PERRY MOLUBHOY 1601 BRYAN ST., STE M210 IRVING, TX 75201

PHONE: (469) 886-8602

EMAIL: PERRY@ATLANTICHOTELGROUP.COM

ARCHITECT:

MAYSE & ASSOCIATES CONTACT: RONALD K. SMITH, AIA, P.E. HAO XU, AIA

14881 QUORUM DRIVE, SUITE 800 DALLAS, TEXAS 75254

PHONE: 972.386.0338

RSMITH@MAYSEASSOCIATES.COM HXU@MAYSEASSOCIATES.COM

PROJECT DESCRIPTION:

THE PROPOSED DUAL BRAND RESIDENT INN AND COURTYARD BY MARRIOTT IS A 5 STORY BUILDING 164 ROOMS WITH A 1 STORY BALLROOM MEETING SPACE. THE FIRST FLOOR WILL HAVE THE HOTEL LOBBY, BREAKFAST SPACES, A BAR, EXERCISE AND GUESTROOMS UNDER THE HOTEL TOWER. THE BALLROOM MEETING SPACE WILL OPEN TO AN EXTERIOR MEETING AREA AND HAVE AMENITIES TO SUPPORT ITS OWN EVENTS. THERE IS A POOL, BBQ GRILL AND EXTERIOR LOUNGE AREA IN THE FRONT PATIO.











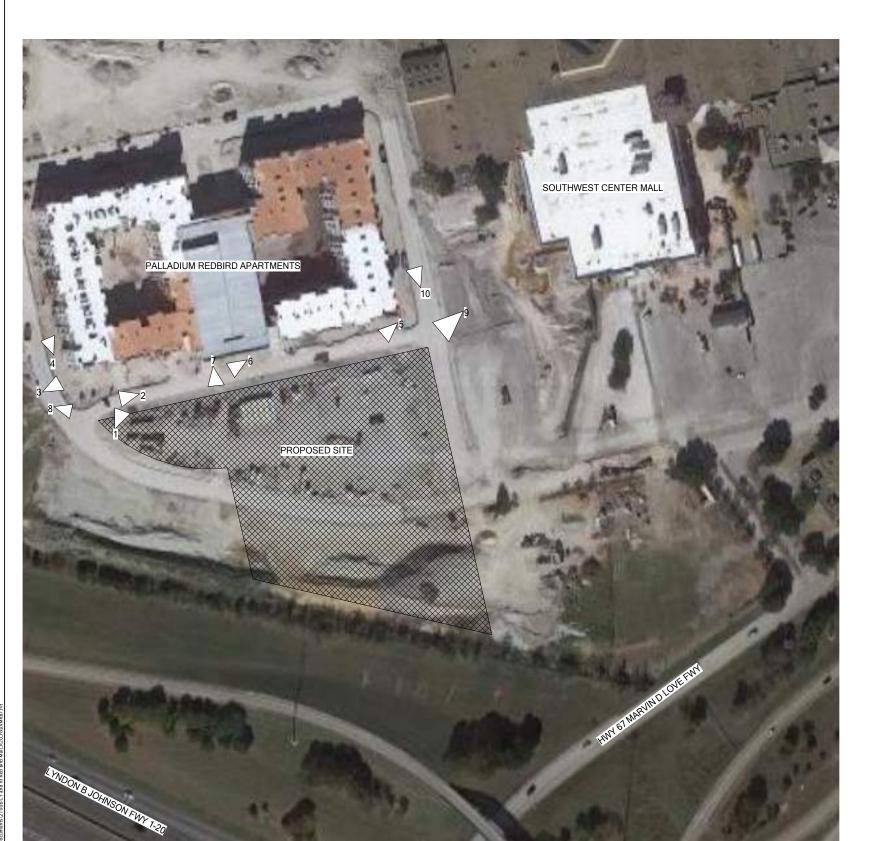




No.	Description	Date
	June UDPRP Review	06/18/202









03. SOUTHWEST OF PALLADIUM BIRD APPARTMENTS



02. LOOKING FROM NORTHWEST



01. LOOKING AT APARTMENTS FROM BACK ROAD











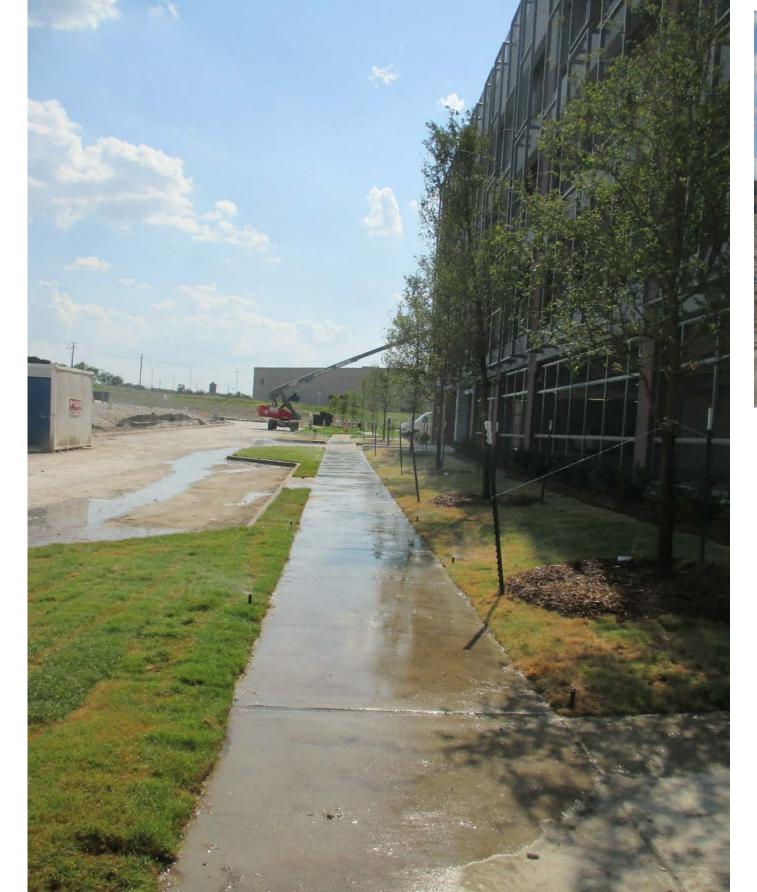


Description	Date
June UDPRP Review	06/18/2021
l	
	Description June UDPRP Review

date () * (,
Job no.	
)	
sheet title	
+	



VICINITY MAP





05. LOOKING FROM NORTHEAST



4. SOUTHWEST OF PALLADIUM BIRD APPARTMENTS





! "#\$ #

Residence INL

COURTYARD®



No.	Description	Date

06. NORTH SIDE - SIDE WALK



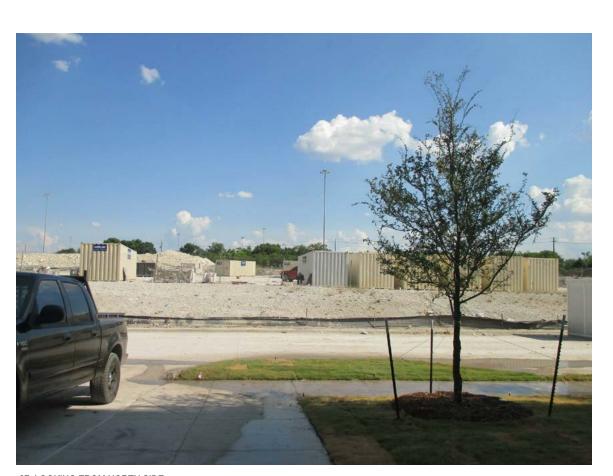
10. EAST SIDE OF PALLADIUM BIRD APPARTMENTS



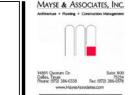
09. LOOKING FROM NORTHWEST



08. LOOKING FROM NORTHEAST



07. LOOKING FROM NORTH SIDE







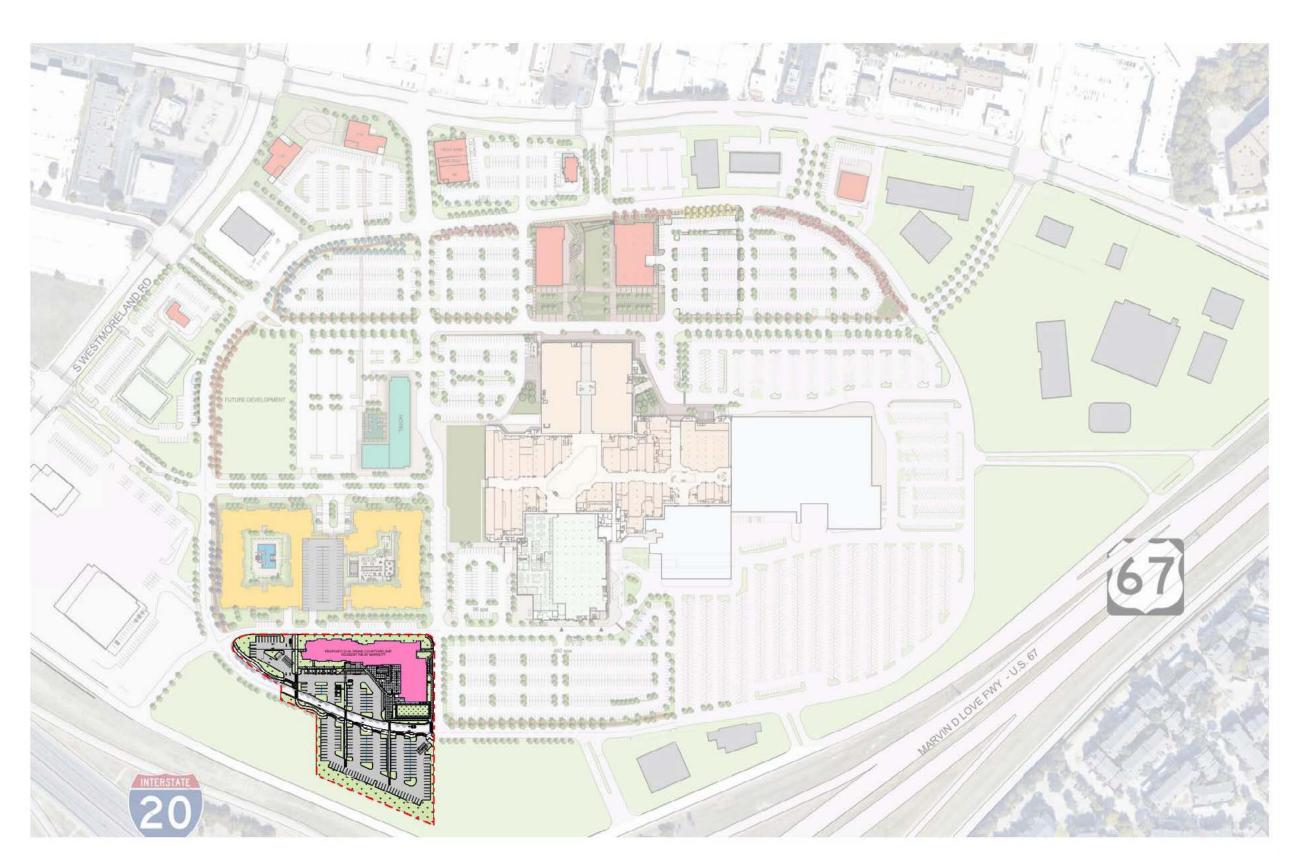






No.	Description	Date
_		_
_		+
_		+
_		
_		+
_		+

date () * ()
job no.		
)	
sheet title		
	+	









Residence IN.

COURTYARD®



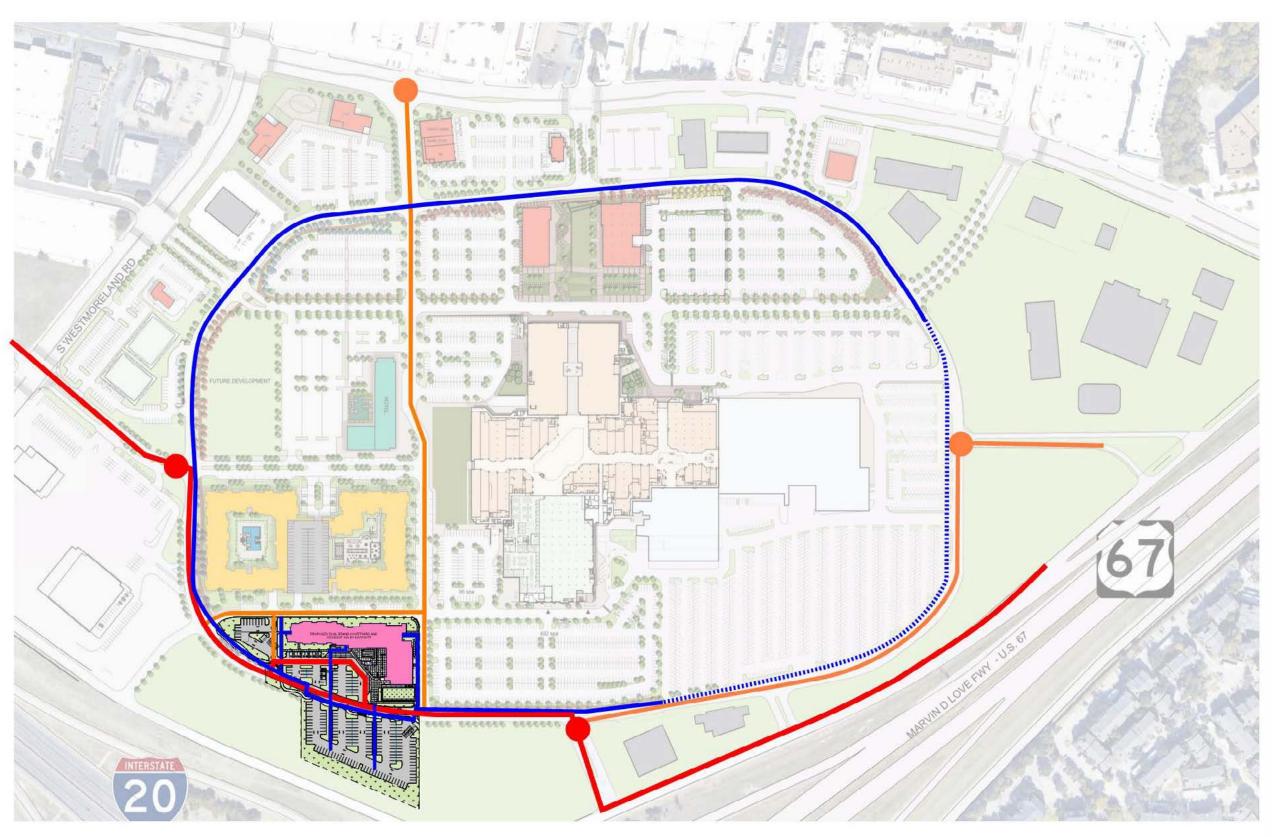
Atlantic Hotels

1601 Bryan Street | Suite M-210
Dallas, Texas 75201

No.	Description	Date
	June UDPRP Review	06/18/202
<u> </u>		_
\vdash		_
_		













Residence INL

COURTYARD®



Atlantic Hotels

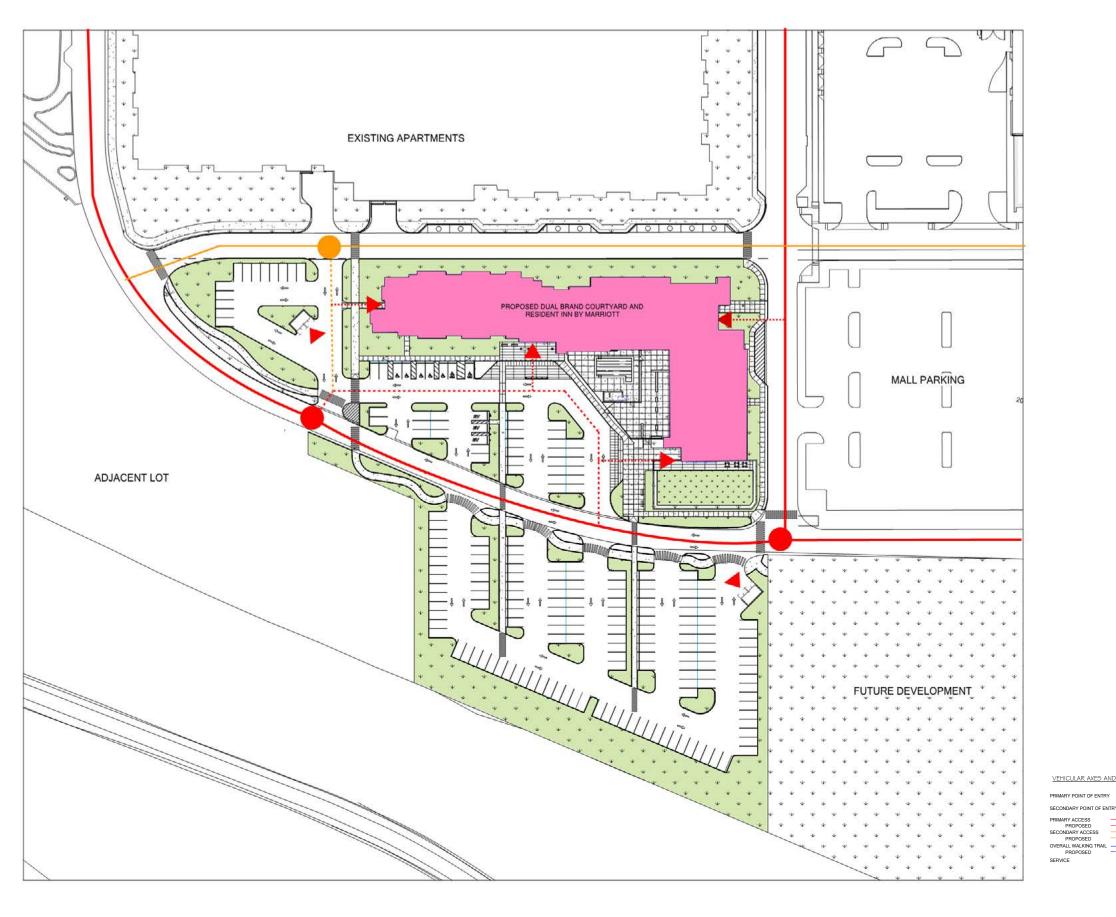
1601 Bryan Street | Suite M-2
Dallas, Texas 75201

Revisions:

No.	Description	Date
	June UDPRP Review	06/18/202

1 OVERALL AXES AND ENTRIES
ASD3.212" = 11-0"





MAYSE & ASSOCIATES, INC.
Activacture * Haveing * Construction Management

14681 Quorum Dr. Suh Dallas, Texas Phone: (972) 366-0338 Fac: (972) 388 www.MayseAssociates.com

> ! " # S "S %& %

REIMAGINE RedBird

Residence IN.

COURTYARD® Marriott.

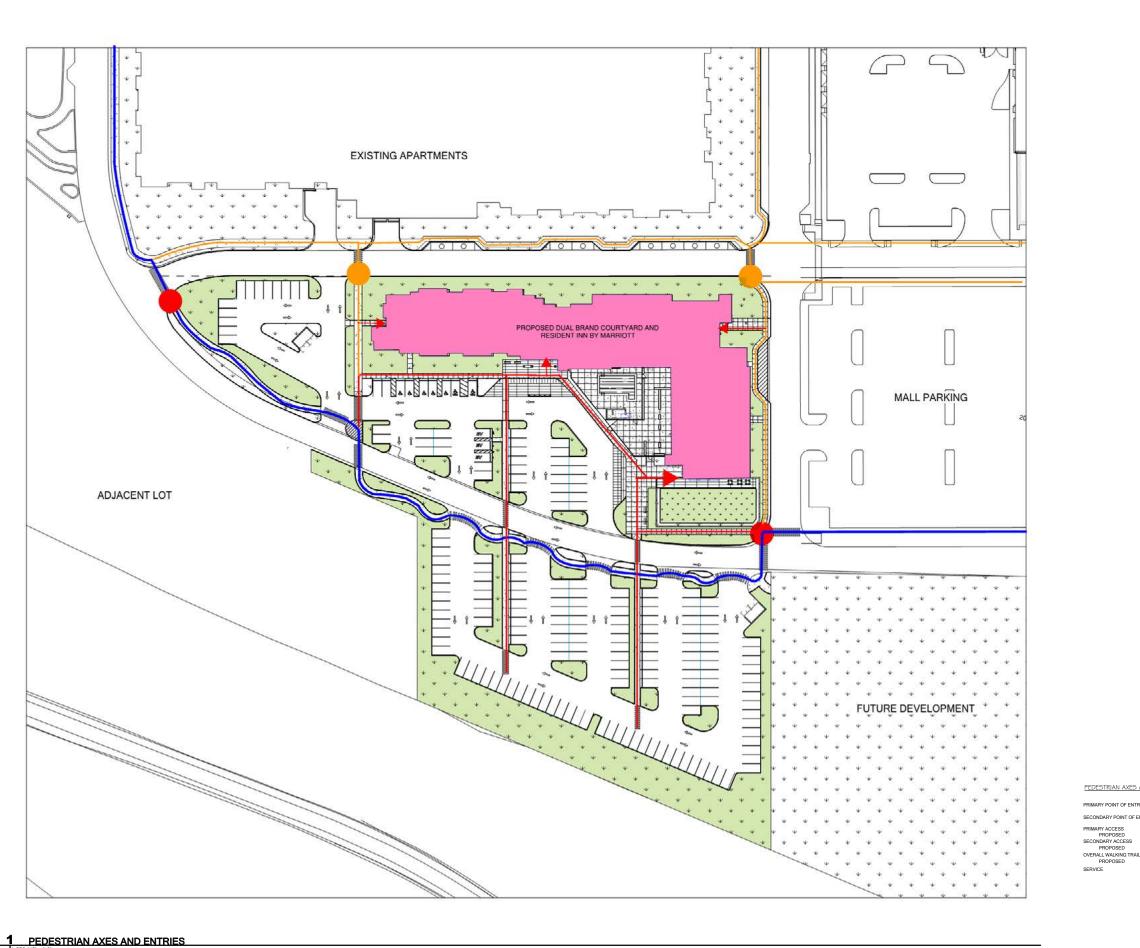


Atlantic He

Revision

No.	Description	Date

job no.



MAYSE & ASSOCIATES, INC.
Architecture - Maybeg - Construction Management

REIMAGINE RedBird

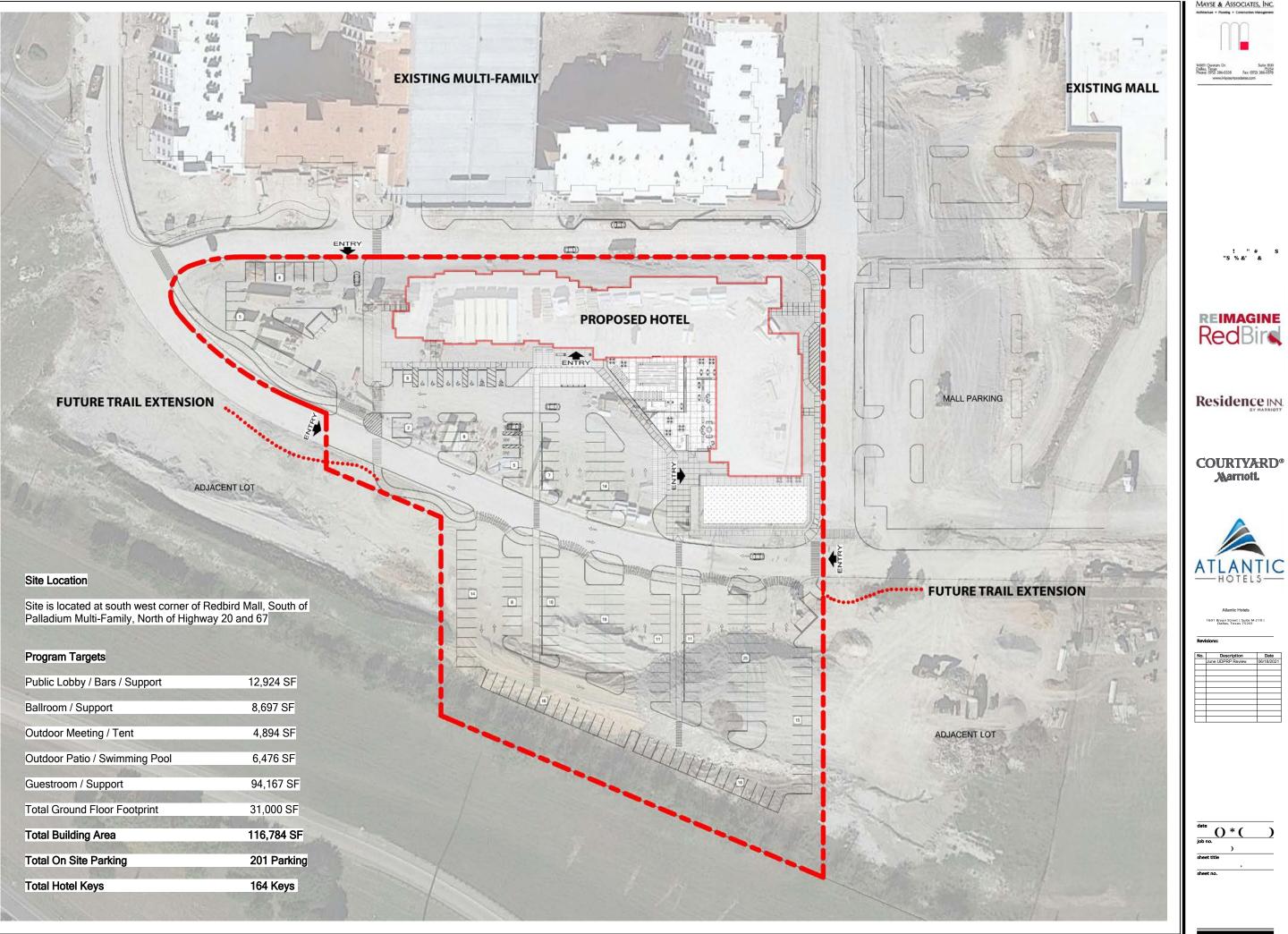
Residence INV.

COURTYARD® Marriott.



No.	Description	Date
	June UDPRP Review	06/18/202
_		
<u></u>		
<u></u>		
_		
-		

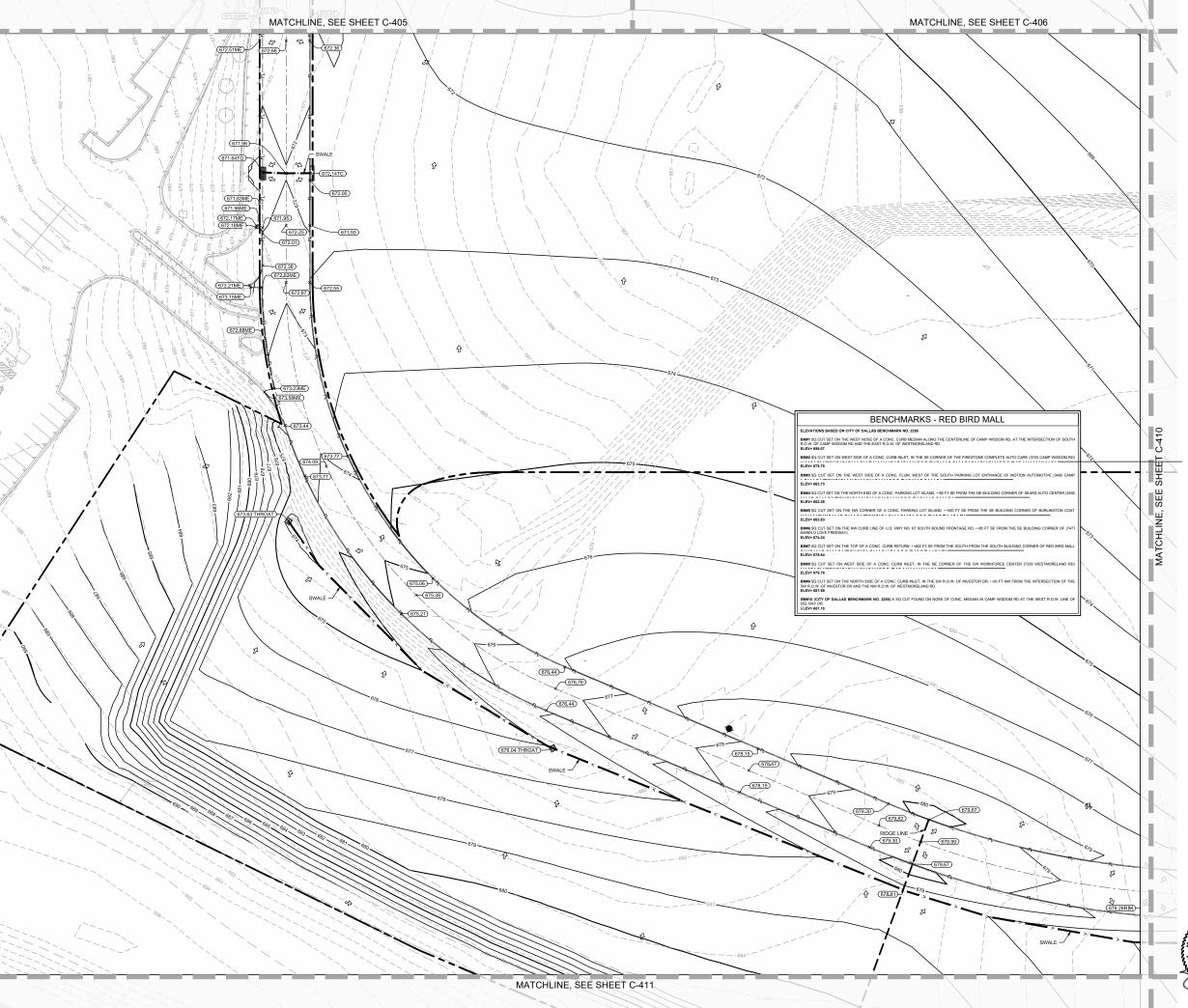


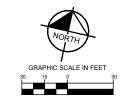


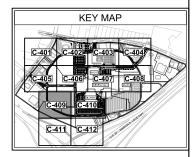
! " # \$ "\$ % &' &

RedBird









- 1. ALL SPOT ELEVATIONS ARE TO TOP OF PAVEMENT UNLESS OTHERWISE NOTED.
 2. CONTRACTOR TO VERIFY A D.A. COMPLIANCE. FOR ANY QUESTIONS CONTACT CIVIL ENGINEER IMMEDIATELY.
 3. GRADES IN ALL SIDEWAIK, ACCESSIBLE ROVINES, INCLUDING ROTWEMY CROSSINGS, SHALL CONFORM TO ALL APPLICABLE A D.A. STANDARDS: NOT TO EXCEED 5.0% ALONG TRAVEL PATH WITH NOT MORE THAN 2.0% CROSS SLOPE AND NOT TO EXCEED 5.0% ALONG TRAVEL PATH WITH NOT MORE THAN 2.0% CROSS SLOPE AND NOT TO EXCEED 5.0% IN ANY DIRECTION IN ACCESSIBLE PARKING AREAS.
 4. CONTRACTOR TO ADJUST EXISTING SANITARY SEWER MANHOLES, ELECTRICAL MANHOLES, FIRE HYDRANTS, VALVE BOXES, WATER METERS, STORM MANHOLES ETC. TO MATCH PROPOSED FINISHED GRADES, IF NECESSARY.
 5. MAXIMUM SLOPE IN TURF AREAS SHALL BE 4:1.
 6. CONTRACTOR TO VERIFY EXISTING SIDEWALK IN THE R.O.W. COMPLIES WITH TAS REQUIREMENTS. IF IT IS DETERMINED THAT EXISTING SLOPES OR DROPS EXCEED MAXIMUM TAS SPECIFICATIONS (2% MAXIMUM CROSS SLOPE, 5% MAXIMUM CROSS SLOPE

LEG	END
PROPOSED CONTOURS	-506
EXISTING CONTOURS	506
TOP OF PAVEMENT ELEVATION	(506.50)—×
TOP OF GRATE INLET ELEVATION	(506.50TG)—×
TOP OF CURB ELEVATION	(506.50TC)×
WYE INLET THROAT ELEVATION	(506.50THROAT)×
MATCH EXISTING ELEVATION	(506.50ME)×
TOP OF WALL ELEVATION BOTTOM OF WALL ELEVATION	596.00TW 596.00BW
DRAINAGE ARROW	⇔
SWALE	> > > > > > > > > > > > > > > > > > > >
HIGH POINT/RIDGE LINE	



	CONTRACT INFORMATION
CONTRACT NO.	DATE
CONTRACTOR	
CONTRACT NO.	DATE
CONTRACTOR	
CONTRACT NO.	DATE
(IF APPLICABLE) CONTRACTOR	

REVISIONS				
REV NO.	DATE	DESCRIPTION	BY	

Kimley Horn
9 KIMLEY-HORN AND ASSOCIATES, INC. TX F-928 PH: 972-770-1300
13455 NOEL ROAD, TWO GALLERIA OFFICE TOWER, SUITE 700, DALLAS,

PLAT NO. BLDG PERMIT NO. SDC ENGINEERING TRACKING NOS.

89-192	NONE	PID 8496	

GRADING PLAN 9 OF 12

REIMAGINE REDBIRD

3662 W. CAMP WISDOM ROAD DALLAS, TEXAS 75237

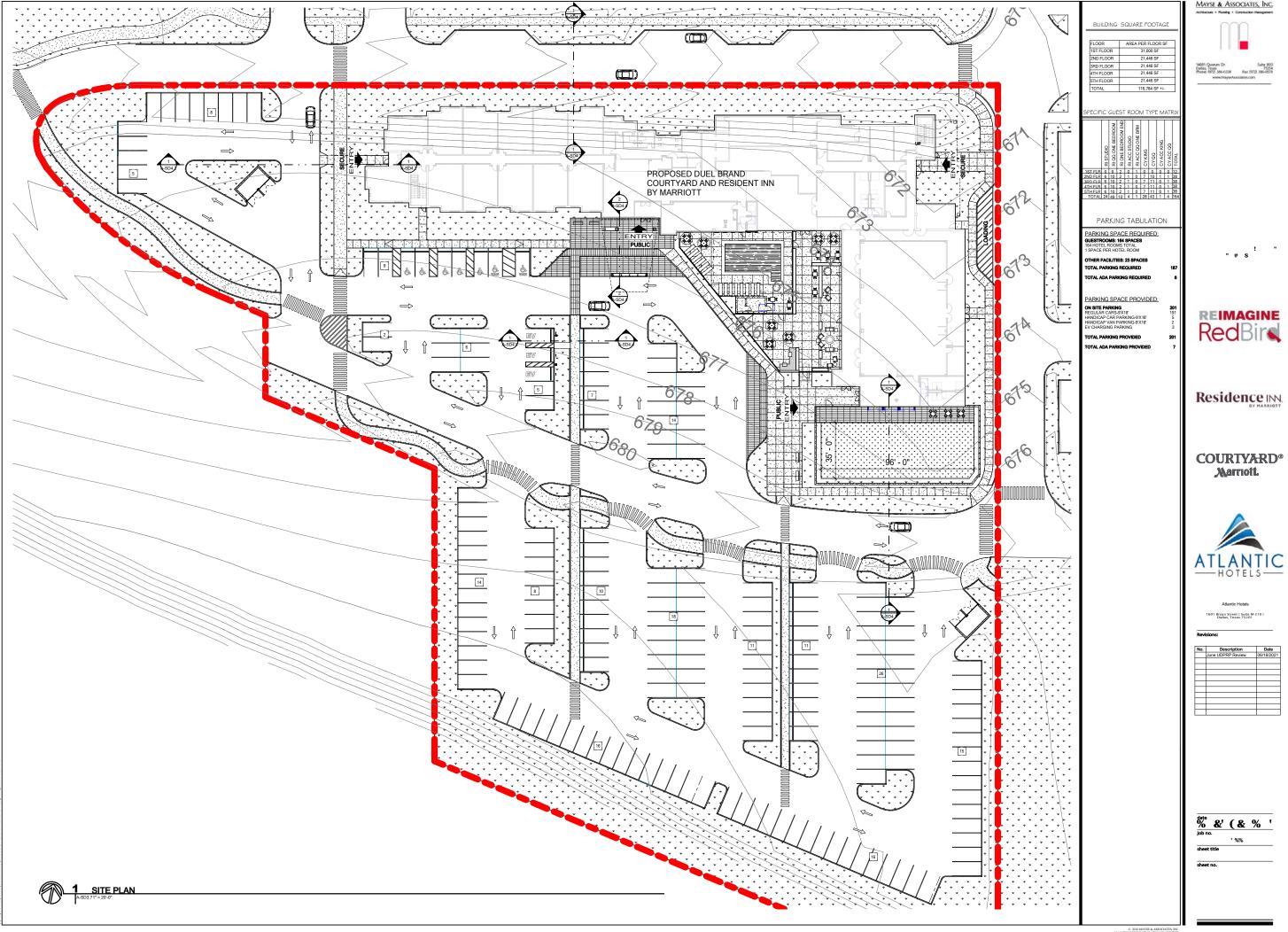
DALLAS WATER UTILITIES

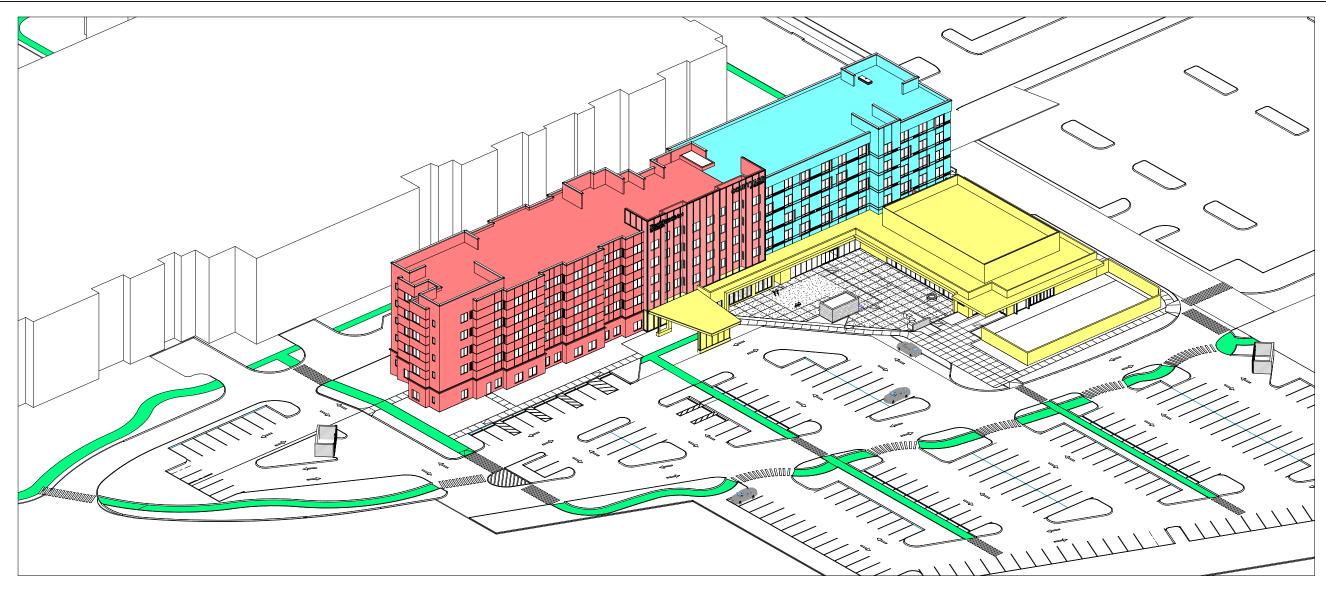
DATE NUMBER 311T 9830 KHA

C-409

JPL

CITY OF DALLAS, DALLAS COUNTY, TEXAS





PROJECT INTRODUCTION

RESIDENCE INN BY MARRIOTT

Residence Inn provides a "home plus" experience with the added amenities of an upscale hotel for ambitious extended stay travelers with a desire for both work and play. Hotels offer spacious suites with living, working, cooking and dining areas, free grocery shopping service and a free hot breakfast daily.

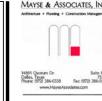
COURTYARD BY MARRIOTT

The Courtyard prototype is inspired by the modern definition of success. Inviting spaces help business guests shift gears to reenergize and be their most creative and successful selves.

- DUAL BRANDED LOBBY & BALL ROOM
 Shared Arrival/Front Desk, Lobby/Lounge, Elevators/Corridors, Fitness Center, Pool. The Ballroom and Outdoor Meeting will be the epicenter of the community social connections and collaboration.
- Providing shaded pedestrian pathway around the building to connect the Hike and Bike Trail in the overall master plan. The wellness trail and greenway provides not only economic and transportation benefits, but also community pride and identity of the Redbird Mall.

DESIGN PRINCIPLES

- 1. EXTERIOR: modern with options for colors and materials
- 2. ARRIVAL: iconic experience with cutting edge porte-cochere and enhanced lighting
- 3. NATURAL LIGHT: connections to the outdoors with front patio and Bistro Terrace featuring expanded windows
- 4. ACCESS: secure and safe environment
- 5. EXPERIENCE: welcoming and walkable outdoor space to tie hotel guests to the overall mall pedestrian system
- 6. COLLABORATION: wellness trail and outdoor gathering provide community pride and identity









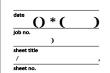




Atlantic Hotels 1601 Bryan Street | Suite M-21 Dallas, Texas 75201

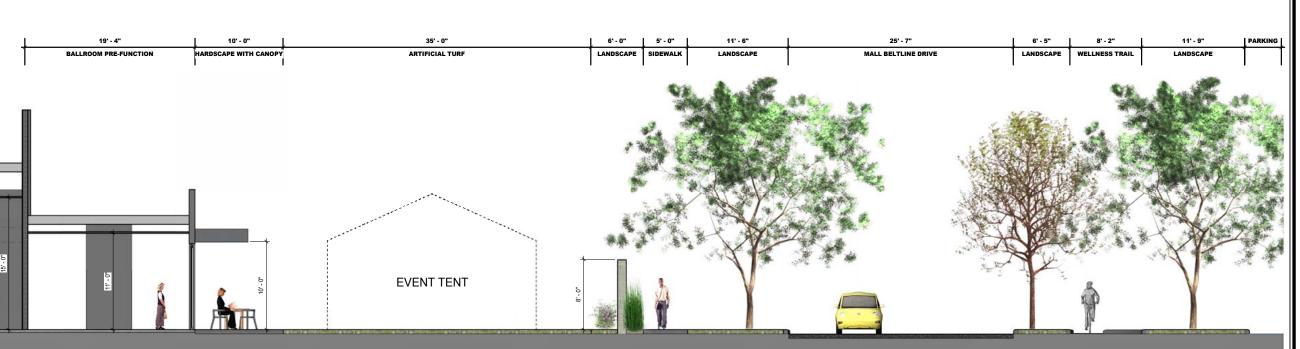
Revisions:

No.	Description	Date
	June UDPRP Review	06/18/202



•

18/2021 2:45:41 PM



1 SITE CONDITION - BALLROOM & OUTDOOR EVENT









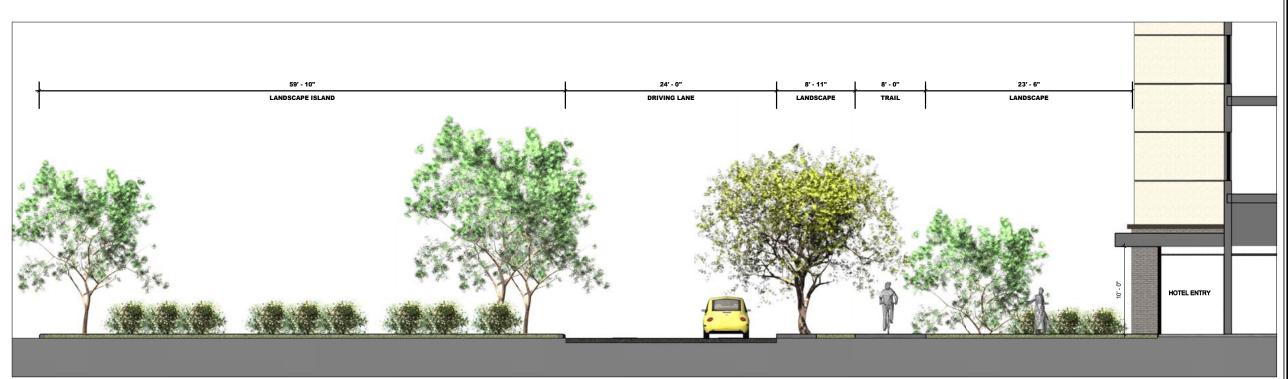


Residence INV.

COURTYARD®



No.	Description	Date
	June UDPRP Review	06/18/202
_		+



1 SITE CONDITION - HOTEL WEST SIDE











Residence INV.

COURTYARD®



Atlantic Hotels

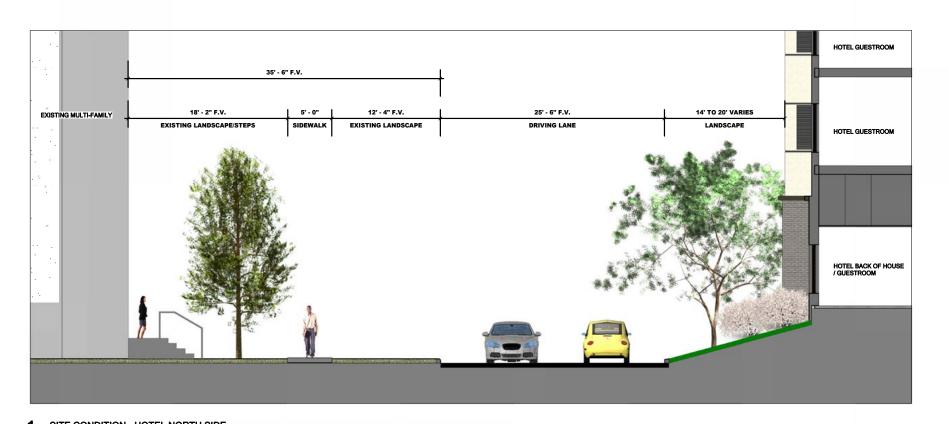
1601 Bryan Street | Suite M-210 |
Dallas, Texas 75201

Revisions

No.	Description	Date
	June UDPRP Review	06/18/2021

Job no.
)
sheet title
O
sheet no.

•



- 6' PLUS GRADING CHANGES AT HOTEL NORTH SIDE
- PROVIDE UPSCALE LANDSCAPING VIEWS FOR MULT-FAMILY RESIDENCE
- AVOID UNPLEASANT RETAINING WALLS AND GUARDRAILS
- SHIELD HOTEL BACK OF HOUSE AND GUESTROOM AT GROUND LEVEL
- COMPLIMENTING PEDESTRIAN PATHWAY ON THE OTHER SIDE OF THE STREET









COURTYARD®

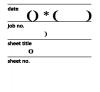


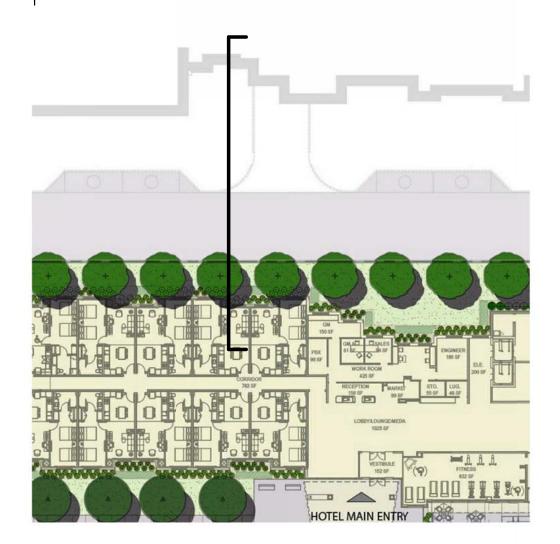
Atlantic Hotels

1601 Bryan Street | Suite M-210
Dallas, Texas 75201

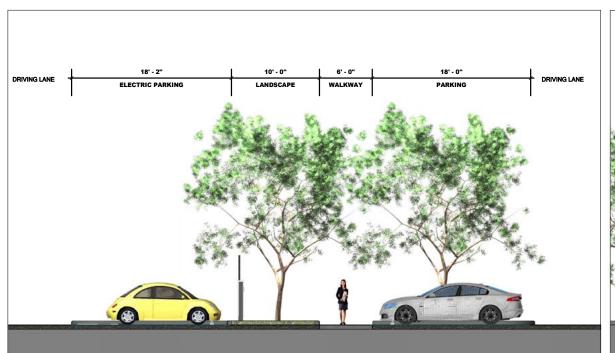
Revisions:

No.	Description	Date
	June UDPRP Review	06/18/2021
\Box		1











ASD4.414" = 1'-0"

2 SITE CONDITION - HOTEL ENTRY











Residence INV.

COURTYARD®



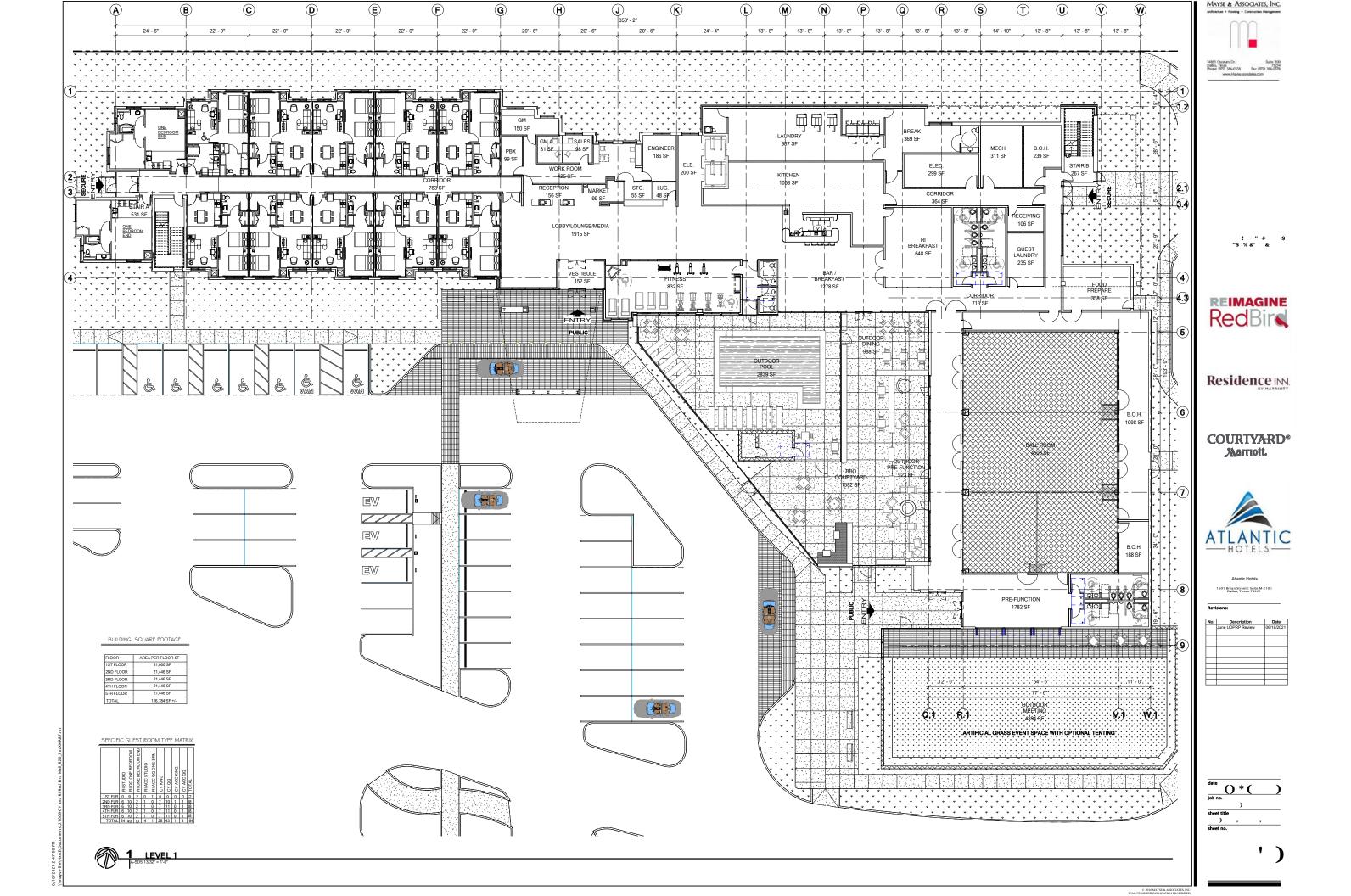
Atlantic Hotels

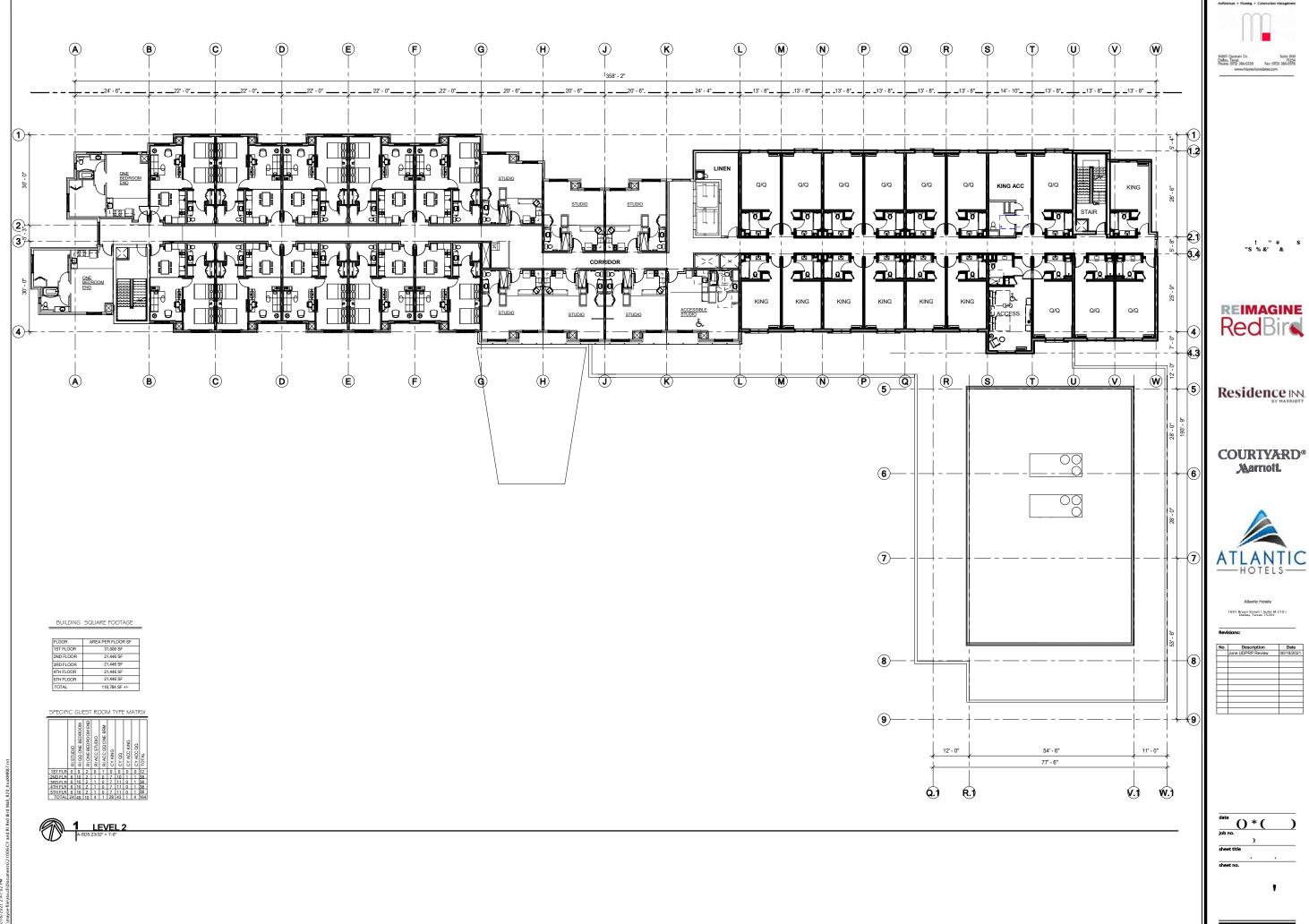
1601 Bryan Street | Suite M-210 |
Dallas, Texas 75201

Revisions:

No.	Description	Date
	June UDPRP Review	06/18/2021
_		

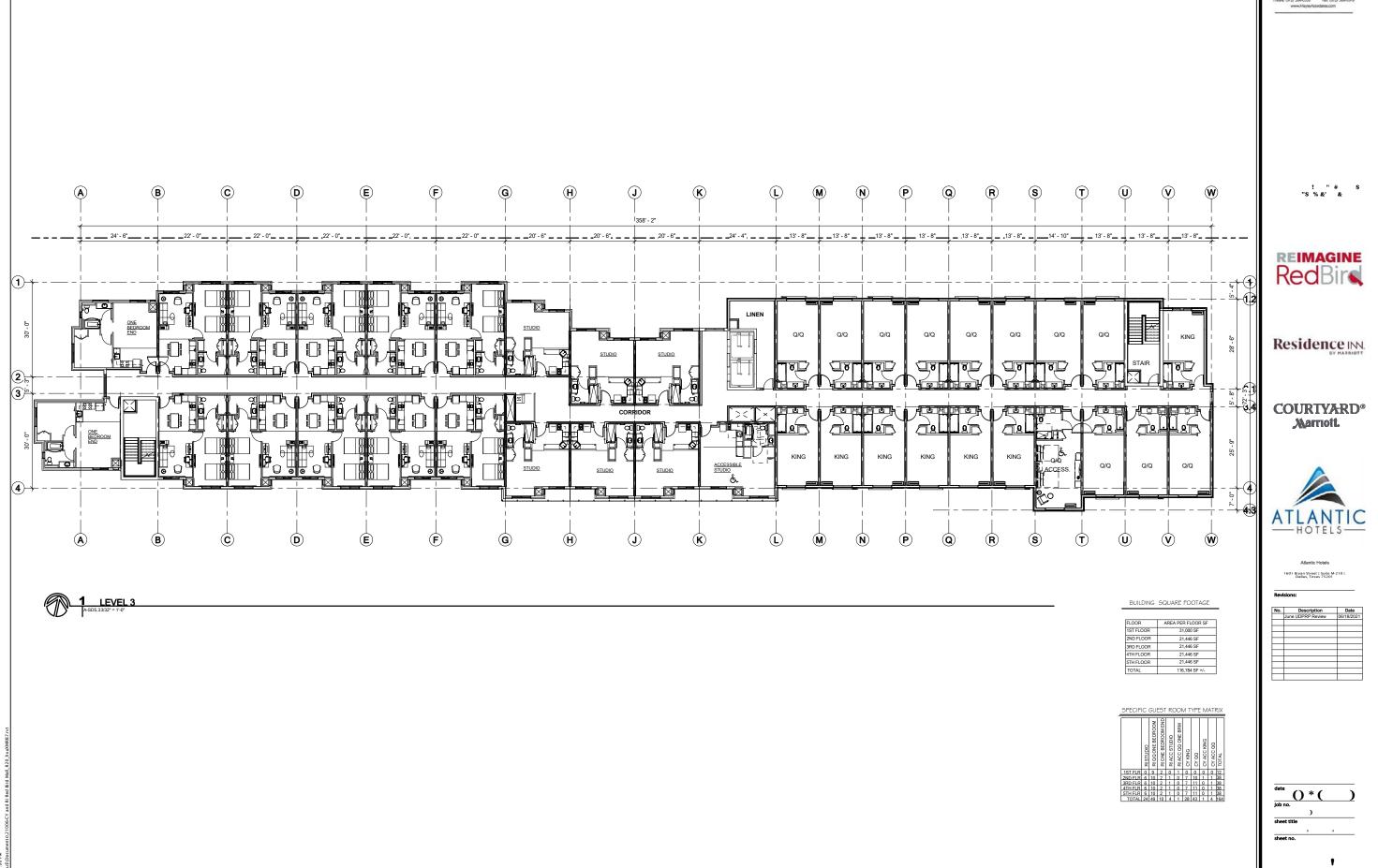
job no.
)
sheet title
O
sheet no.





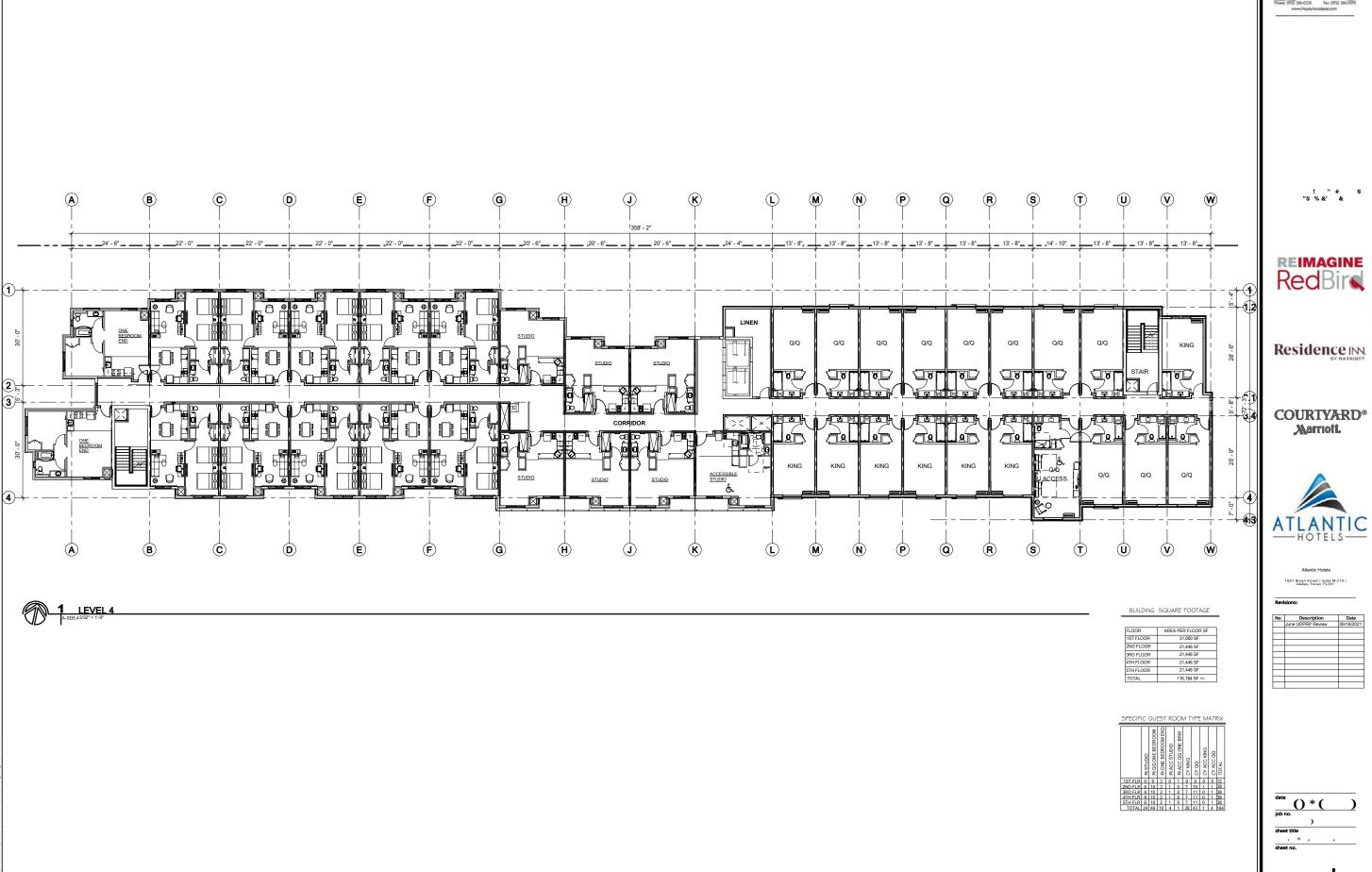


MAYSE & ASSOCIATES, INC.



MAYSE & ASSOCIATES, INC.
Activacian * Flowing * Constitution Metragement

HAST Quarter Dr.
Salte Rose
75254

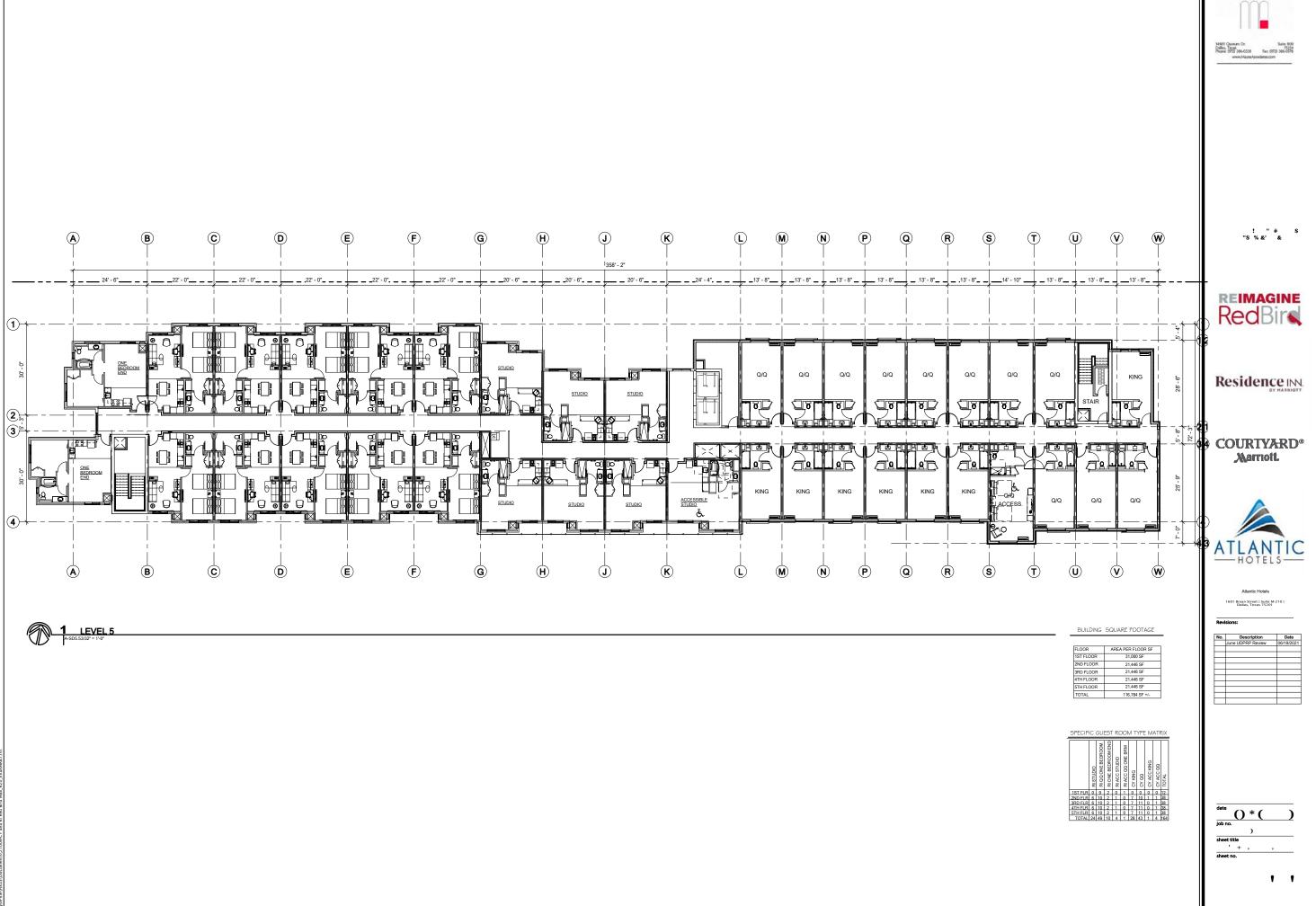


MAYSE & ASSOCIATES, INC.
Architectuse = Flowing = Constitution Menagement

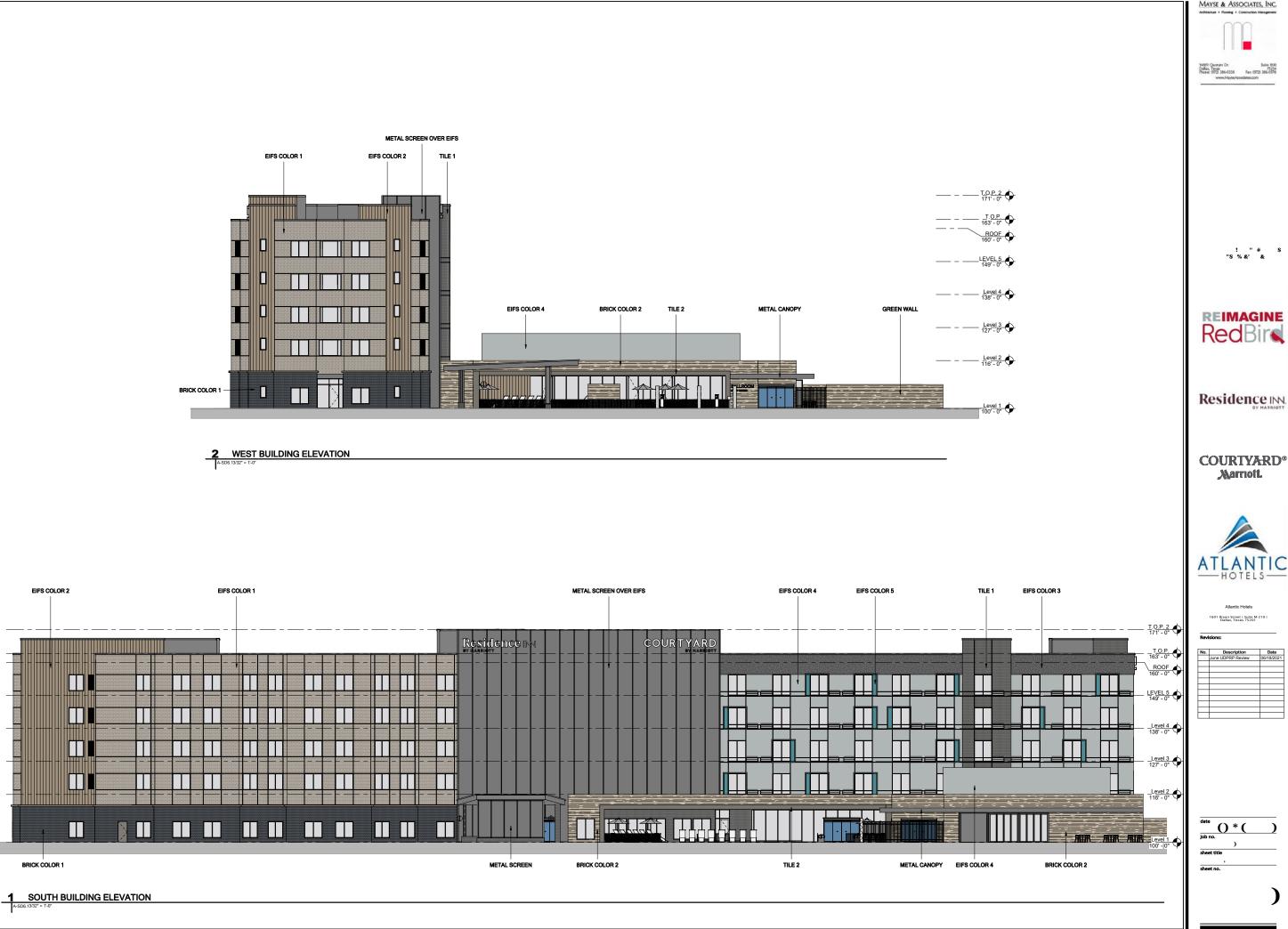
14801 Quorum Dr.
Dillia, Equat

75345
Face (872) 386-576
Face (872) 386-576

P. 2016 MAYOU & ASSOCIATE



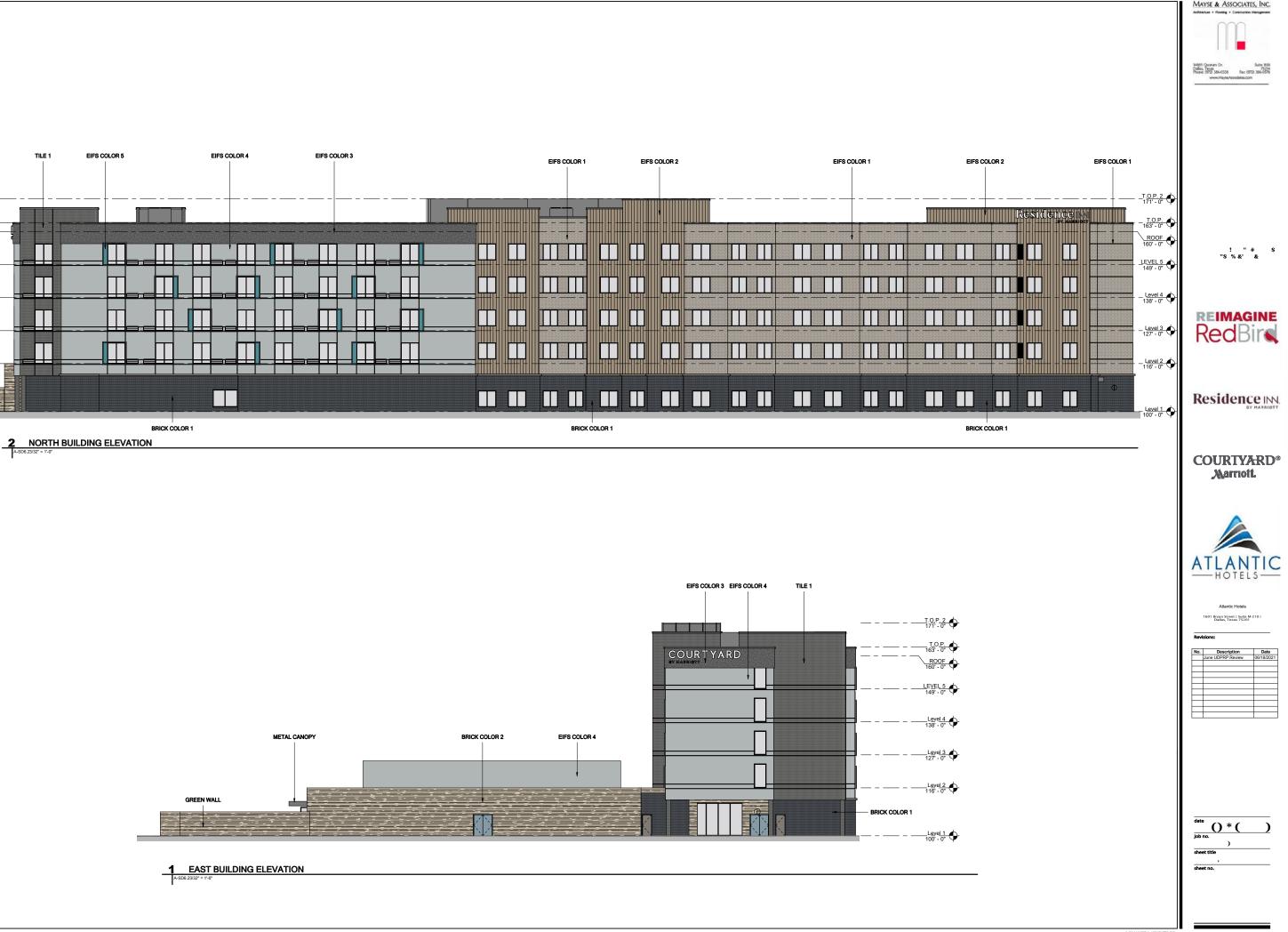
MAYSE & ASSOCIATES, INC.



RedBire

COURTYARD®







- WELLNESS TRAIL FITS INTO THE GREATER OPEN SPACE OF HOTEL PEDESTRIAN SYSTEM
- SIMPLICITY AND CLEAN LINES OF THE TOWER
- RICH BUILDING MATERIAL WITH DURABLE MASONRY ON THE GROUND LEVEL
- POTENTIAL NIGHT LIGHT ON THE CENTER METAL SCREEN













Atlantic Hotels

1601 Bryan Street | Suite M-210 |
Dallas, Texas 75201

Revisions:

No.	Description	Date
	June UDPRP Review	06/18/2021
		_

date	() * (
job no		
)	
sheet 1	itle	

&)





- WELLNESS TRAIL FITS INTO THE GREATER OPEN SPACE OF HOTEL PEDESTRIAN SYSTEM
- SIMPLICITY AND CLEAN LINES OF THE TOWER
- RICH BUILDING MATERIAL WITH DURABLE MASONRY ON THE **GROUND LEVEL**
- POTENTIAL NIGHT LIGHT ON THE CENTER METAL SCREEN









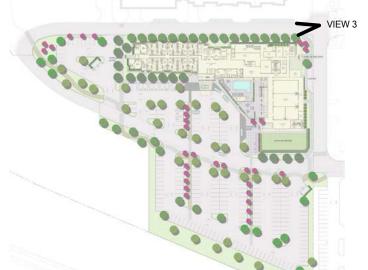




No.	Description	Date
	June UDPRP Review	06/18/2021
_		_
		_







- WEST AND EAST ENTRY CONNECT HOTEL TO MALL PEDESTRIAN WALKWAY
- 15-20 FEET LANDSCAPE ALONG NORTH SIDE OF HOTEL
- PEDESTRIAN CONNECTION TO MULTI-FAMILY SIDEWALK













Atlantic Hotels

1601 Bryan Street | Suite M-210 |
Dallas, Texas 75201

No.	Description	Date
	June UDPRP Review	06/18/202
_		



&





- WEST AND EAST ENTRY CONNECT HOTEL TO MALL PEDESTRIAN WALKWAY
- 15-20 FEET LANDSCAPE ALONG NORTH SIDE OF HOTEL
- PEDESTRIAN CONNECTION TO MULTI-FAMILY SIDEWALK













No.	Description	Date
	June UDPRP Review	06/18/2021



&.











Residence IN.

COURTYARD®



Atlantic Hotels

1601 Bryan Street | Suite M-210
Dallas, Texas 75201

Revisio

No.	Description	Date
	June UDPRP Review	06/18/2021
		+

date	()*()
job no	D.	
)	
sheet	title	
	,	

&