

Applicable Urban Design Priorities Project Should Achieve

- [1] **Consider the design of the proposed motor court and adjacent open space to create a pedestrian-friendly experience that also allows for a functional and useable open space.**

Aside from providing a clearly demarcated public realm separated from the motor court, explore opportunities to use the open space to create opportunities for shade and respite.

- [2] **Attention should be given to the treatment of loading dock on the southern side of the building to enhance its visual appearance and create a continuous generous pedestrian experience around the entirety of the mall.**

Potential solutions include screening walls and landscaping to shield the dock from view from the adjacent public realm, parking fields, and I-20 and US-67. Additionally, the public realm adjacent to the loading dock should be a continuous experience, connecting the property to the retail to the west.

- [3] **Explore opportunities to enhance the treatment of the northern edge of the development to create a more active and interesting pedestrian experience.**

The design of the public realm adjacent to the infusion garden, the design of the fencing along the garden, and the northern facade design should all contribute to an experience that creates interest and pulls pedestrians around the building to the main entrance. This side of the building and its public realm should be designed forecasting potential future development north of the development across the parking drive.

Additionally, the public realm design around the entire building and extending into the parking fields should be designed to maximize the pedestrian experience, providing wide, shaded sidewalks and clear paths of movement.



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 large, 155,000 square foot medical clinic to the development on the former Sears site.

Key urban design considerations for achieving this long term vision include the treatment of the proposed motor court and the adjacent open space, the design of the streetscape around the edge of the building and subsequent considerations for engaging the public realm, screening of the proposed loading dock, and the design of the new internal streets adjacent to the development.

Red Bird Redevelopment

Neighborhood:
Red Bird

TIF District:
Mall Area Redevelopment

Program:
Medical Office

RBM/UTSW Clinic

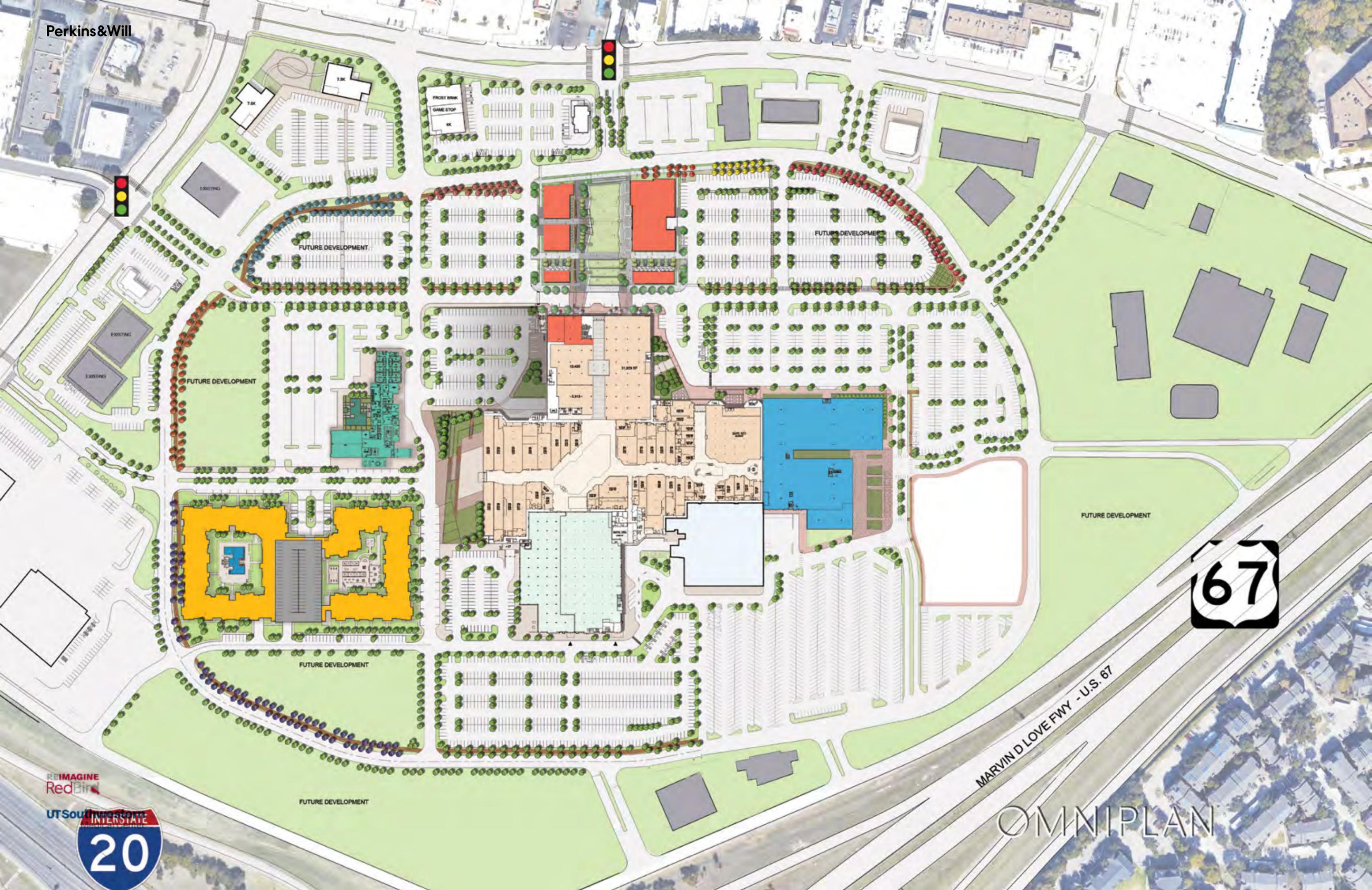
August UDPRP Review

August 28, 2020



Perkins&Will





MARVIN D LOVE FWY - U.S. 67

REIMAGINE RedBird

UT South INTERSTATE



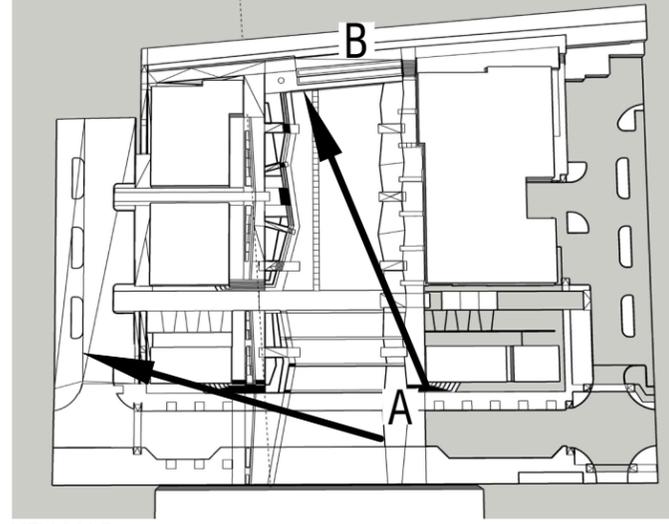
OMNIPLAN



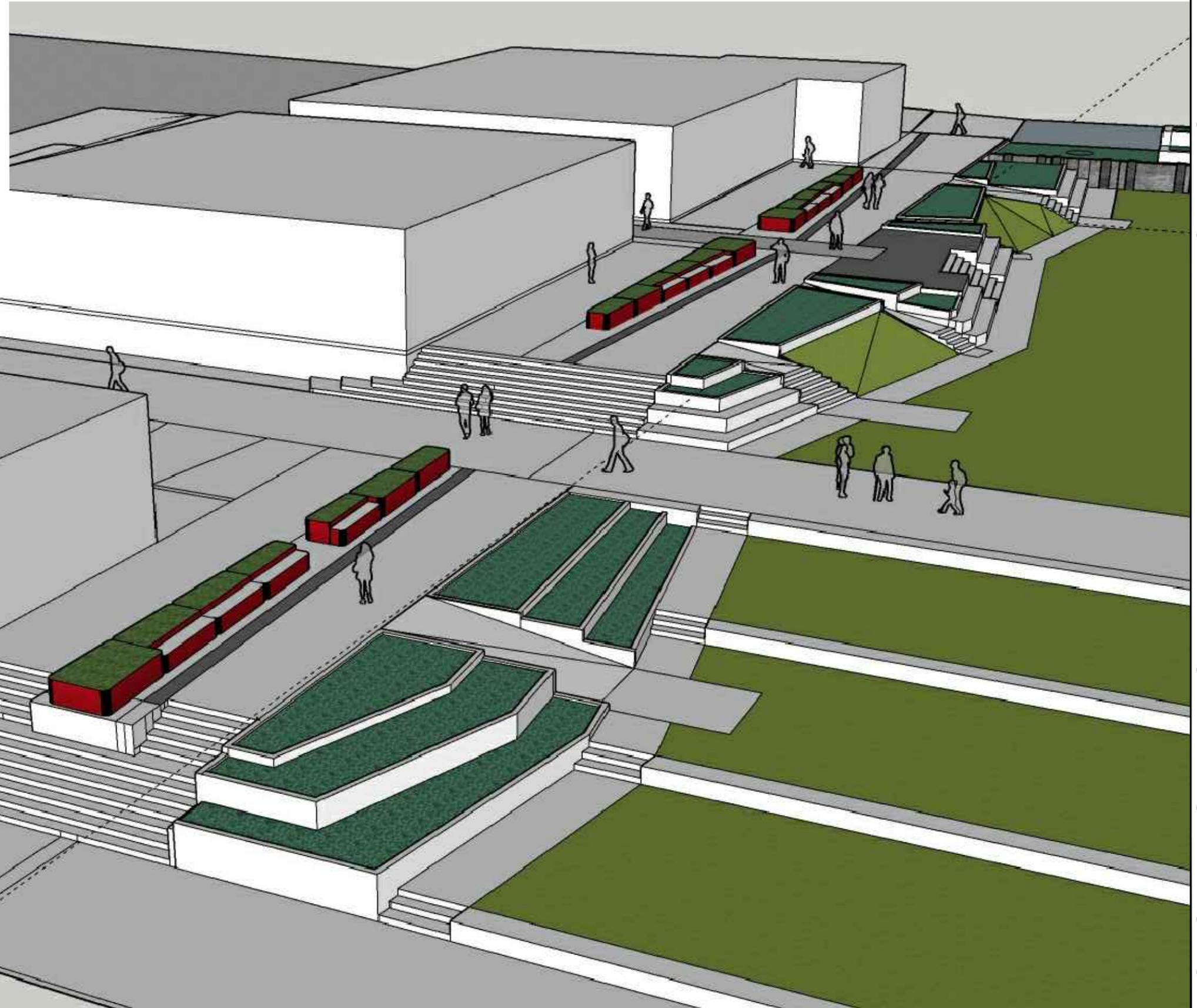








KEY MAP



PROJECT: THE LAWN AT REDBIRD
 DATE: 07.02.2020
 DRAWN BY: CCC
 CHECKED BY: PDF
 DESIGNED BY: PDF
 PROJECT: THE LAWN AT REDBIRD
 DATE: 07.02.2020
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 DRAWN BY: CCC
 CHECKED BY: PDF
 DESIGNED BY: PDF

FOR REVIEW ONLY
 Not for construction or permit purposes
Kimley»Horn
 P.L.A. No. 2458 Paul D. Crockett
 L.A. No. 2458 Date: 07.02.2020

**THE LAWN AT REDBIRD
 DALLAS, TX**

NO.	REVISIONS	DATE

PROJECT #: 064508503
 DATE: 07.02.2020
 DESIGNED BY: PDF
 DRAWN BY: CCC
 CHECKED BY: PDF

SHEET TITLE

CONCEPT MODEL A

SHEET NUMBER



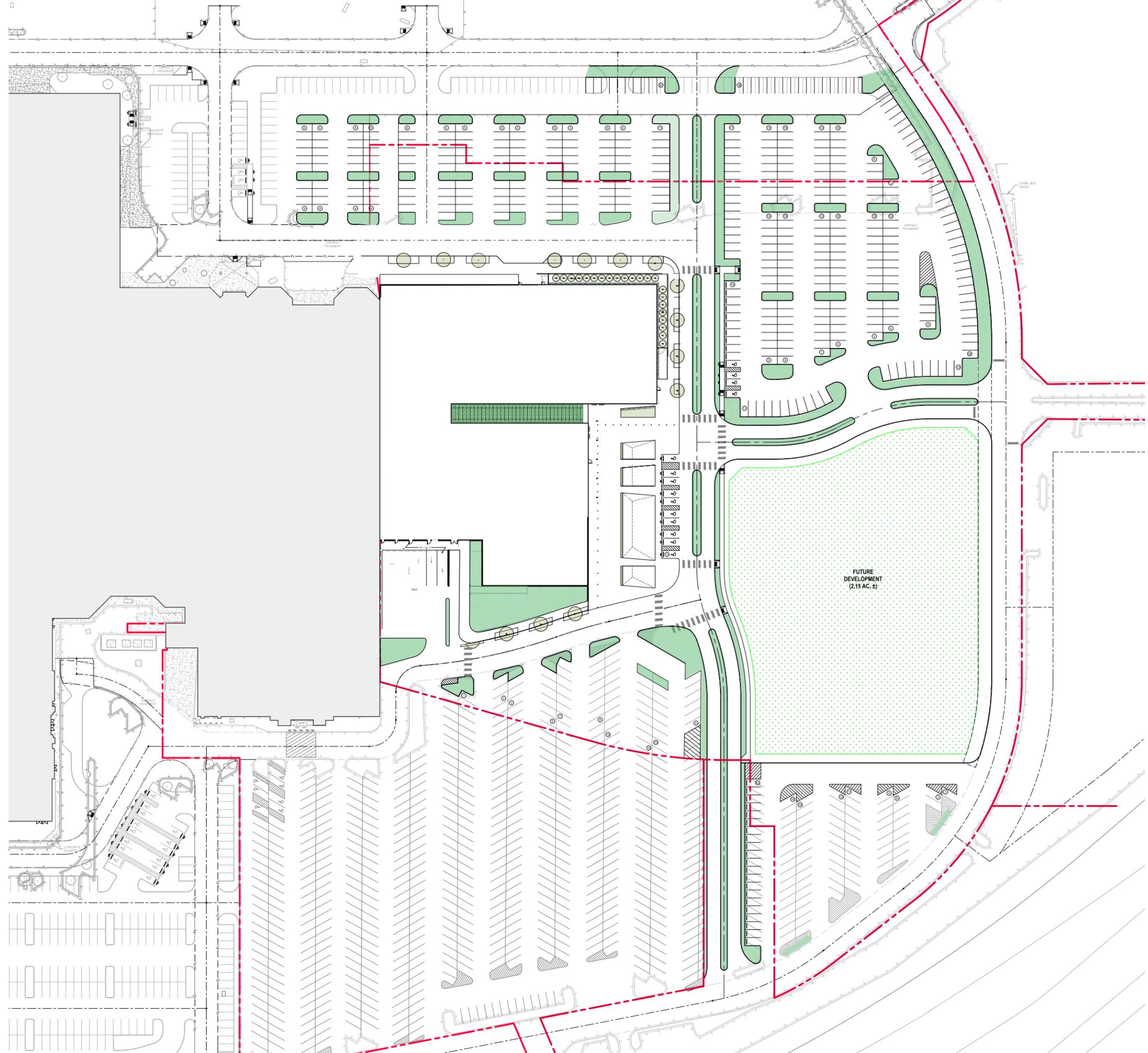
Foot Locker

URBAN ARTS

FOOB HALL

THE SHOPS AT RedBird

OFFICE BLDG TENANT MARRIOTT LAWN CHIME TENANT RESI PARKING

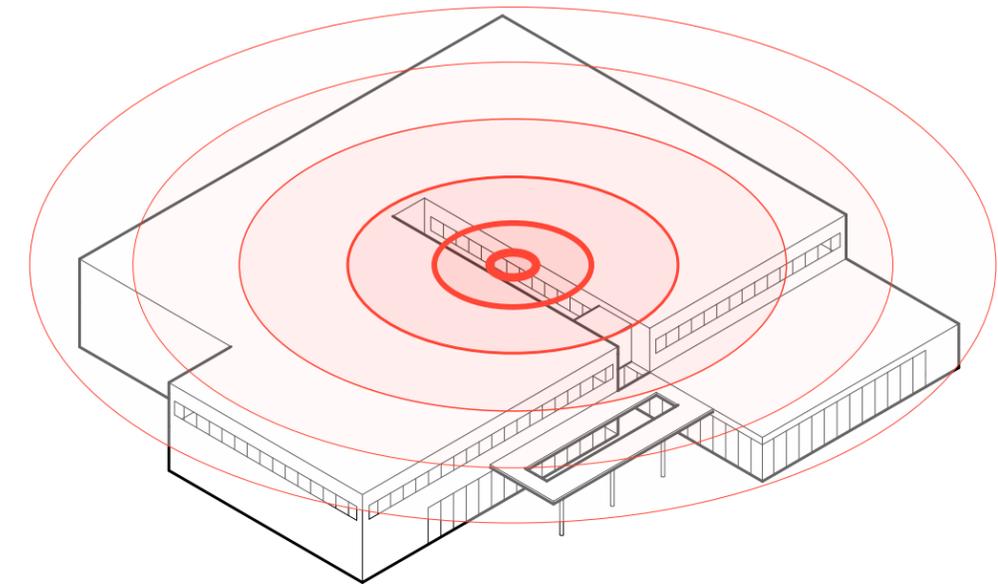


Objectives and Principles

General Design Principles

Project Vision and Goals

1. Develop a prevention and screening front door for greatest need service lines for Southern Dallas: Oncology, Cardiology, Neurology and Internal Medicine.
2. Provide a platform that supports early detection for community with fewer healthcare options.
3. Develop venues that serve as hubs for outreach to enhance partnerships with community organizations and encourage community engagement for patients, families and referring physicians through innovation and education
4. Provide spatial considerations that support a focus on quality, safety, and service
5. Incorporate innovative educational environments to promote life-long learning for patients, families, and caregivers
6. Integrate programs and service offerings that complement Southern Dallas Development Initiative Flexible design which accommodates advances in technology and care-delivery models
7. Patient-centered design focused on the optimal care and experience of patients and families that places patient and families at the center of care
8. Multidisciplinary, team-based care incorporated into every element of architecture and technology
9. Flexible design which accommodates advances in technology and care-delivery models
10. Seamless integration of patient-oriented research into every care environment
11. Integrate programs and service offerings that complement Southern Dallas Development



Design Principles

1. Welcoming patient experience.
2. Secure and safe environment.
3. Tranquil and healing environment
4. Efficient and clear layout and workplace
5. Cutting edge public image.
6. Abundance of natural light
7. Simplicity and clean lines
8. Create a sense of presence and Identity



Site Information

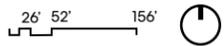
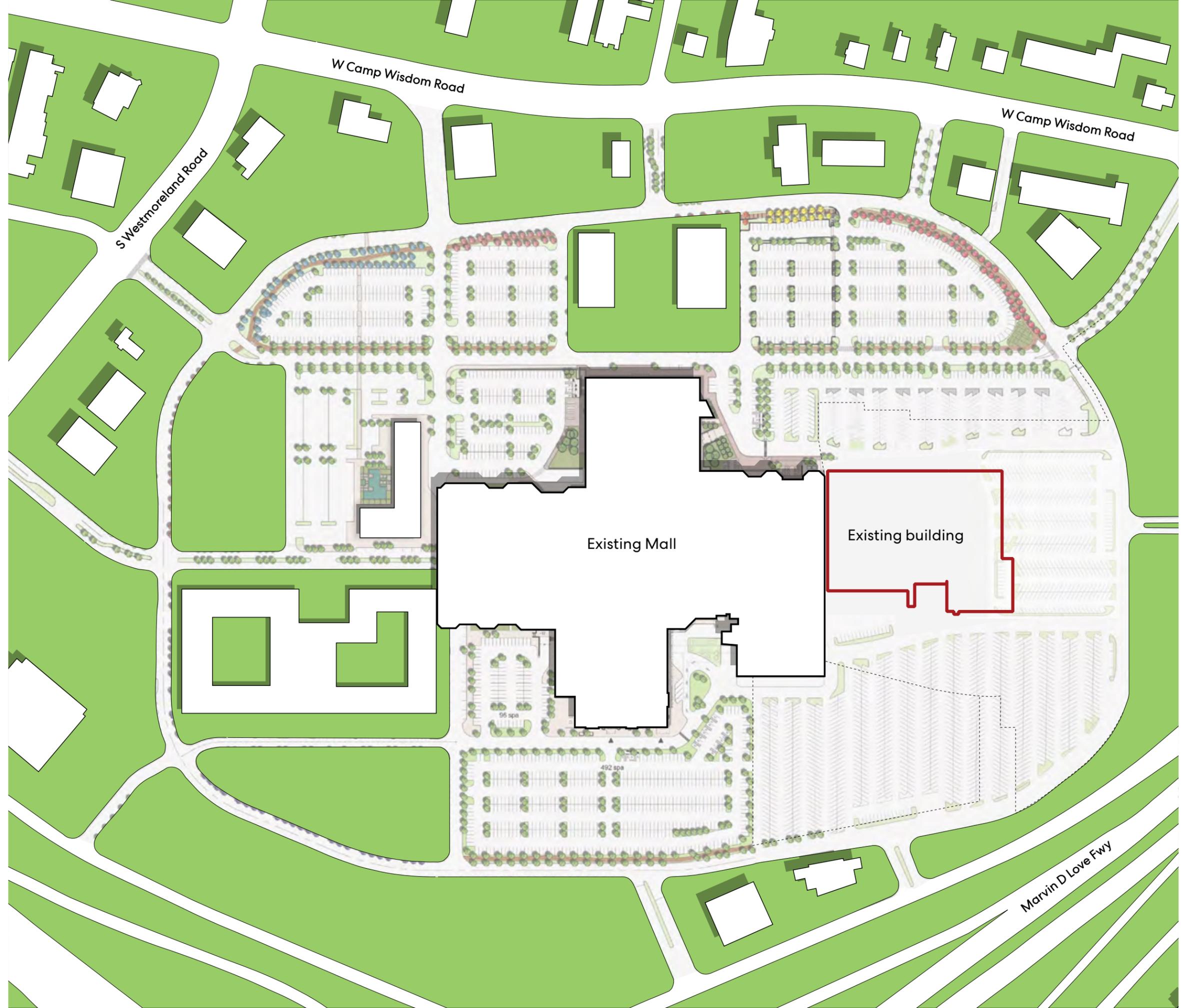
RedBird Neighborhood, Dallas CTY

Site Location

Site is located at Southwest Center Mall at S Westmoreland Road, W Camp Wisdom Road, Marvin D Love Fwy, and Lyndon B Johnson Fwy

Program Targets

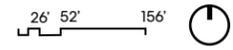
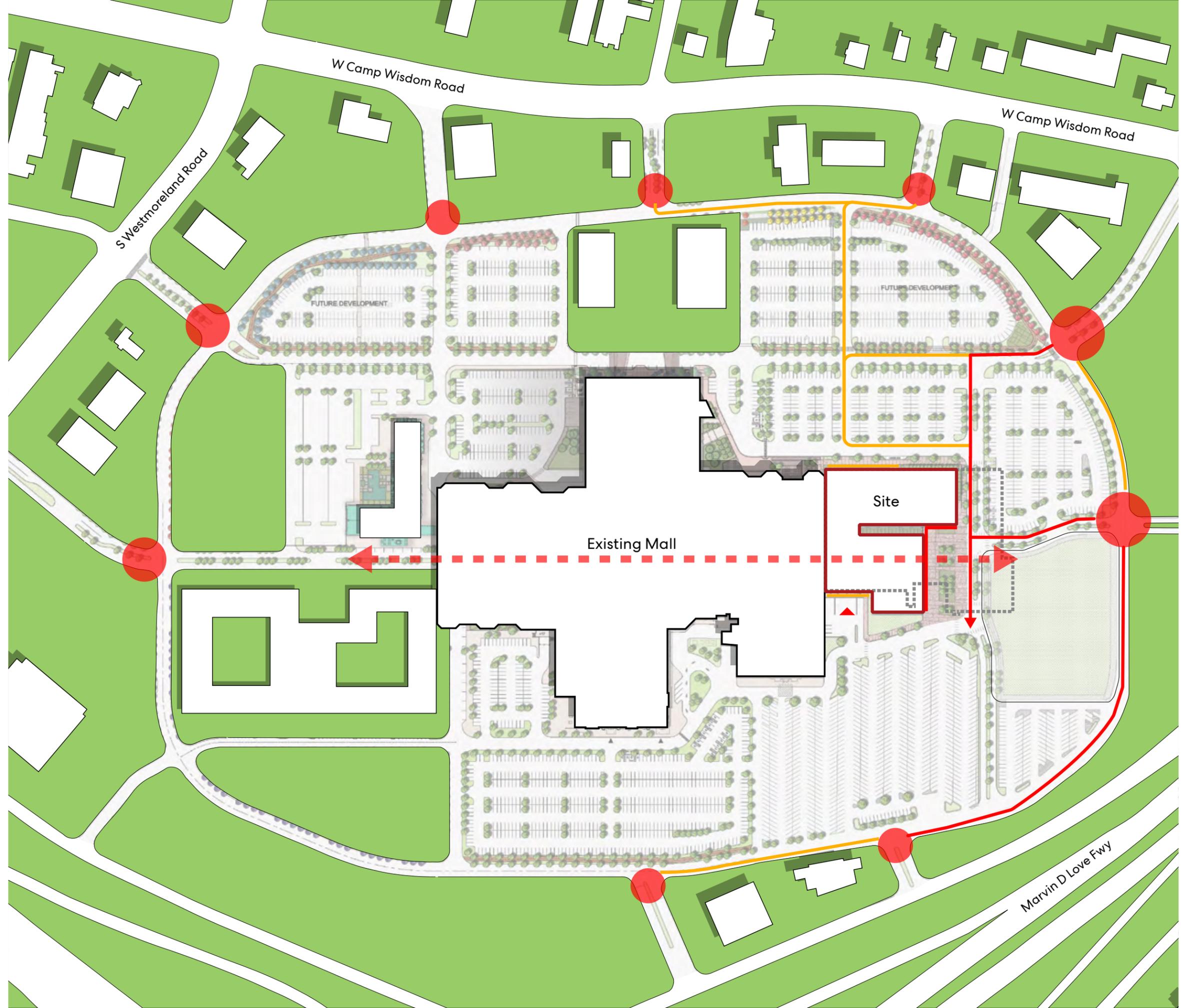
Public / Admin	7,878 gsf
Diagnostic / Treatment	34,021 gsf
Support Services	3,112 gsf
Outpatient / Clinic	20,692 gsf
Total Program Area	85,414 gsf
Total Building Area	154,376 gsf



Axes and Entries

Proposed

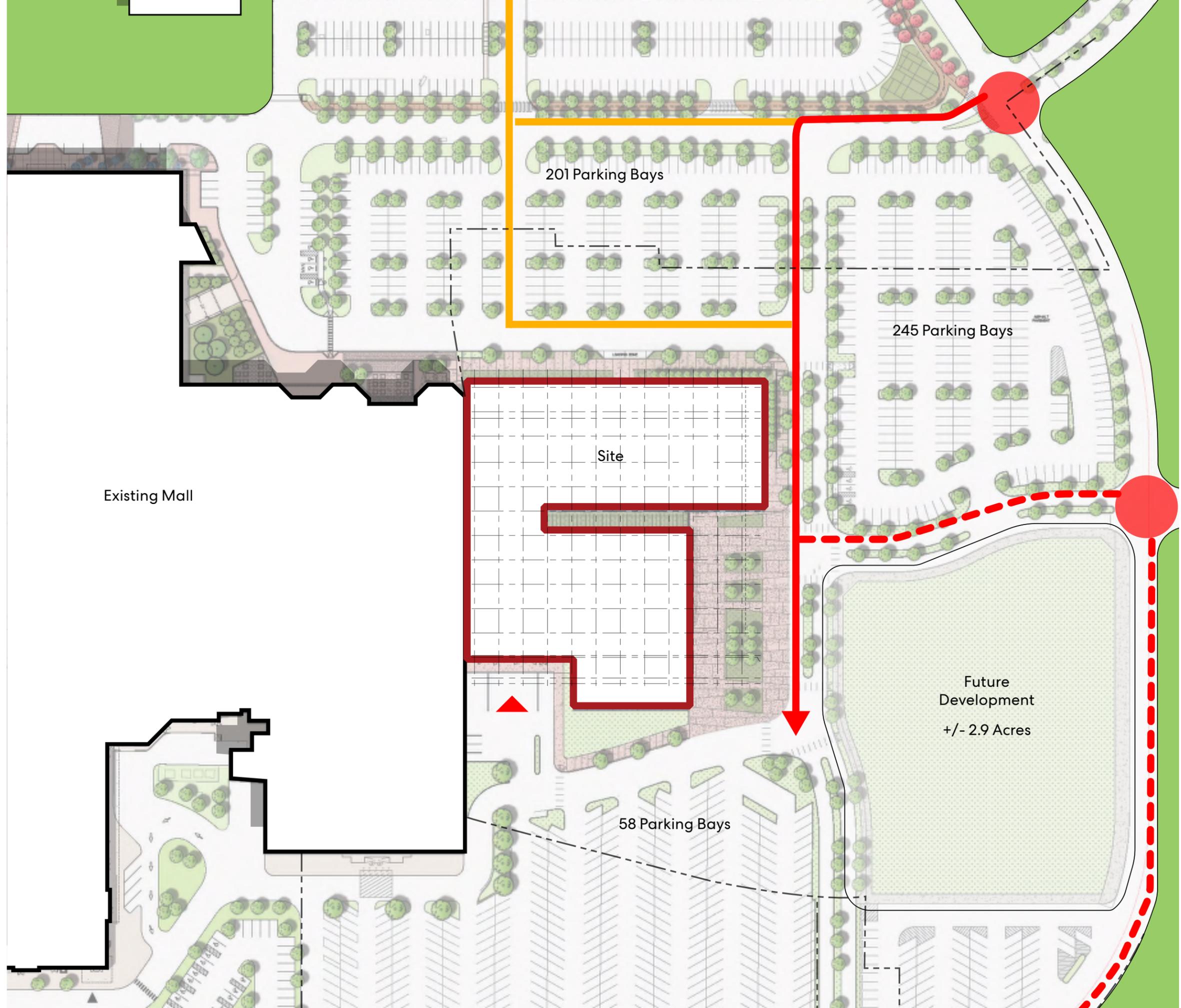
- Point of entry
- ← Axis
- Primary Access
- Secondary Access
- - Existing Footprint
- ▲ Service



Vehicular Axes and Entries

Proposed

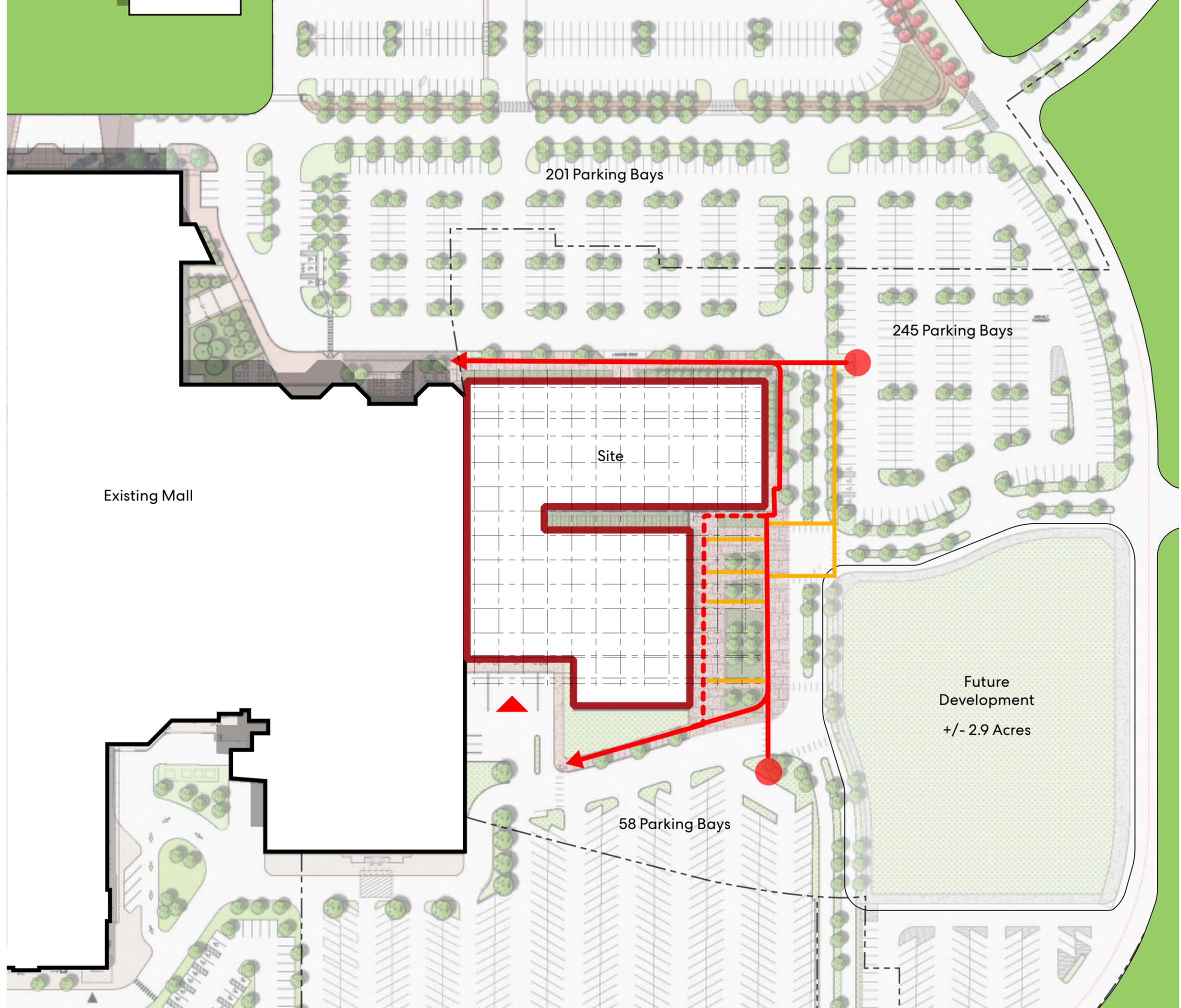
- Point of entry
- - - Proposed Access
- Primary Access
- Secondary Access
- ▲ Service



Pedestrian Axes and Entries

Proposed

-  Point of entry
-  Proposed Access
-  Primary Access
-  Secondary Access
-  Service



Plans

Site Diagram

- Primary Vehicle Access
- Secondary Vehicle Access
- Point of entry
- Service
- UTSW
- Future Acreage
- Existing Mall

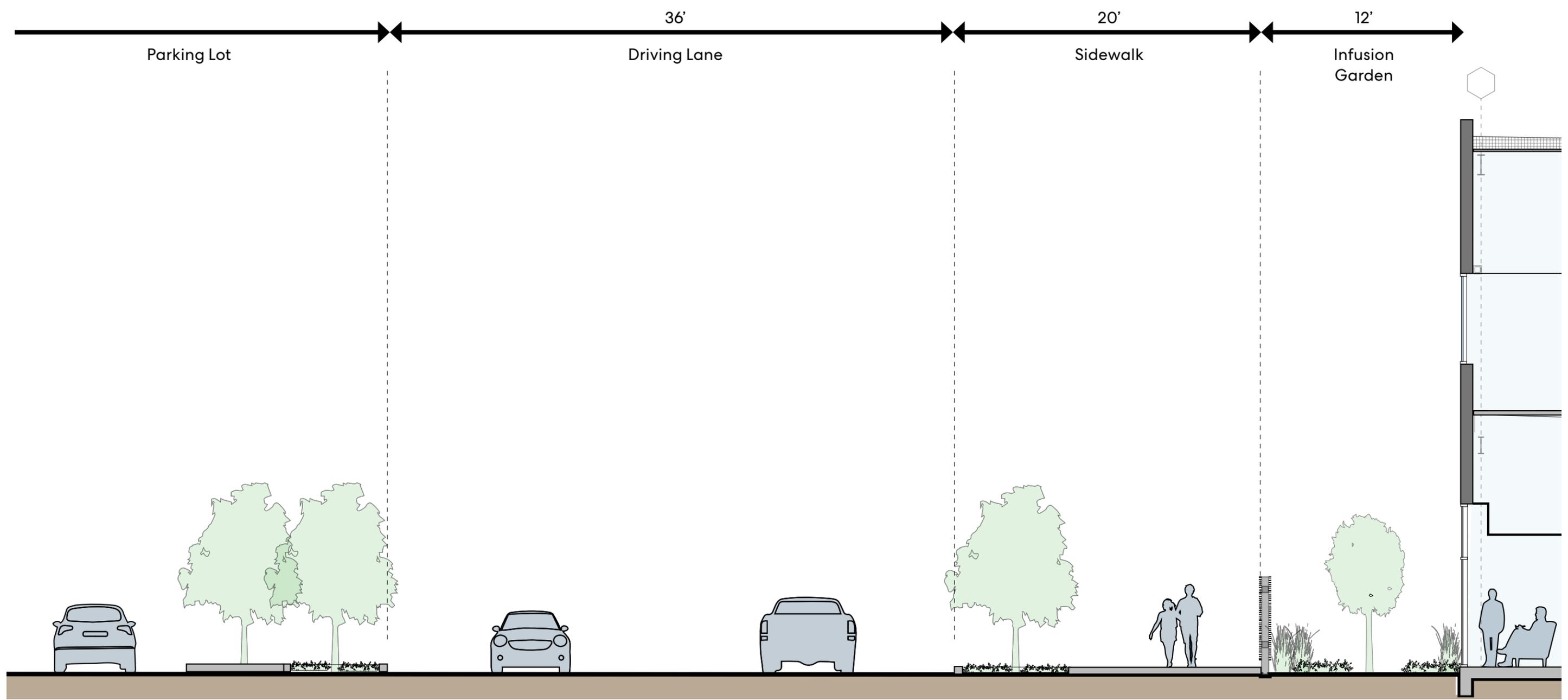
Advantages:

- Prominent South/East Identity
- Provides multiple drop-off/valet locations both dedicated and adjacent to thru traffic
- Ability to have a secondary entrance for Women's services
- Provides exposure/identity for Women's/Clinical services
- Opportunity to create a strong presence on South side
- Utilizes the massing to shield service/dock area on south side
- Separate drop-off creates a traffic calming vehicle circulation



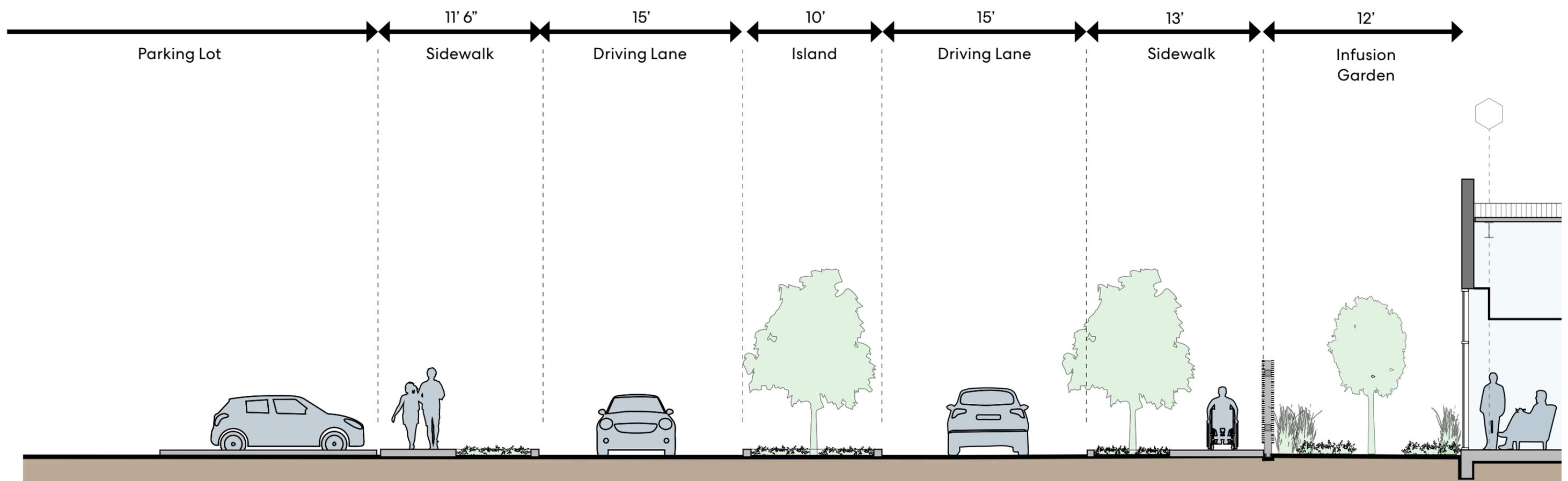
Site Condition

North Facade



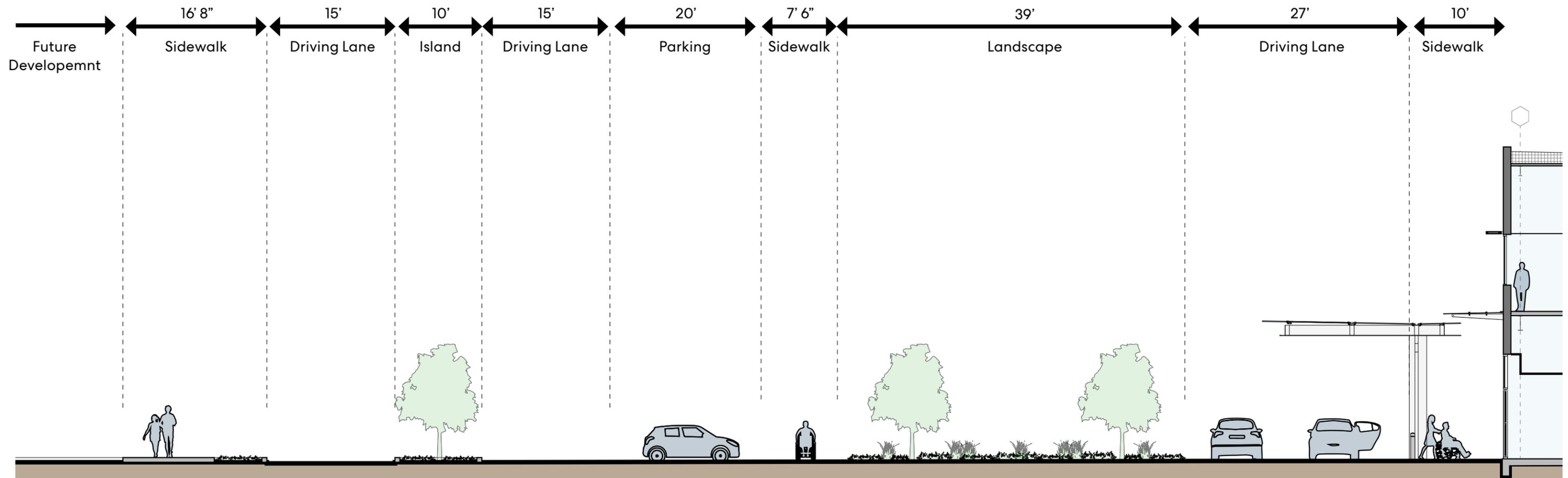
Site Condition

East Facade - North Bar



Site Condition

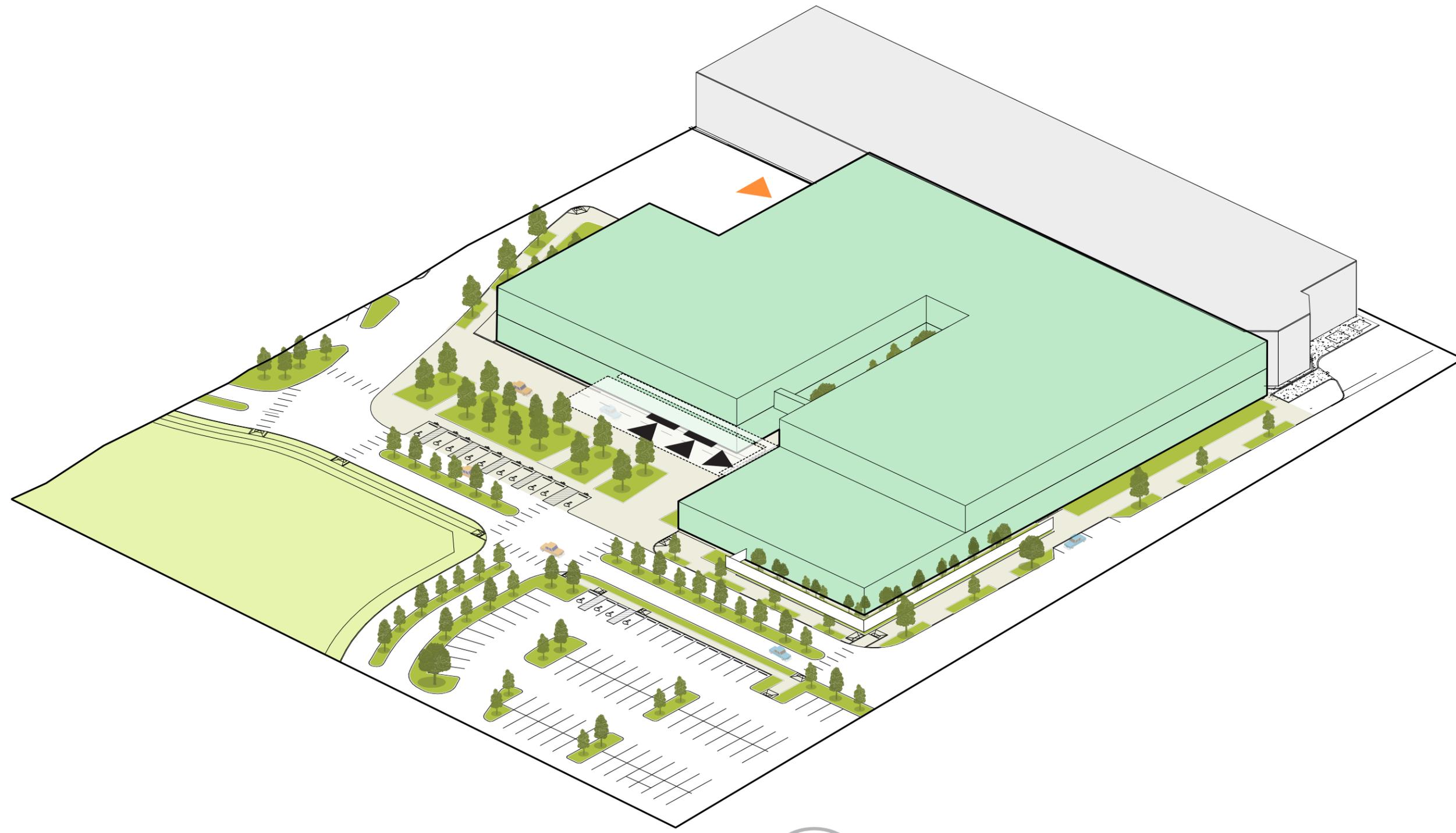
East Facade - Motor Court



Diagram

Axon

-  Point of entry
-  Service
-  UTSW
-  Existing Mall



Perspective

South East

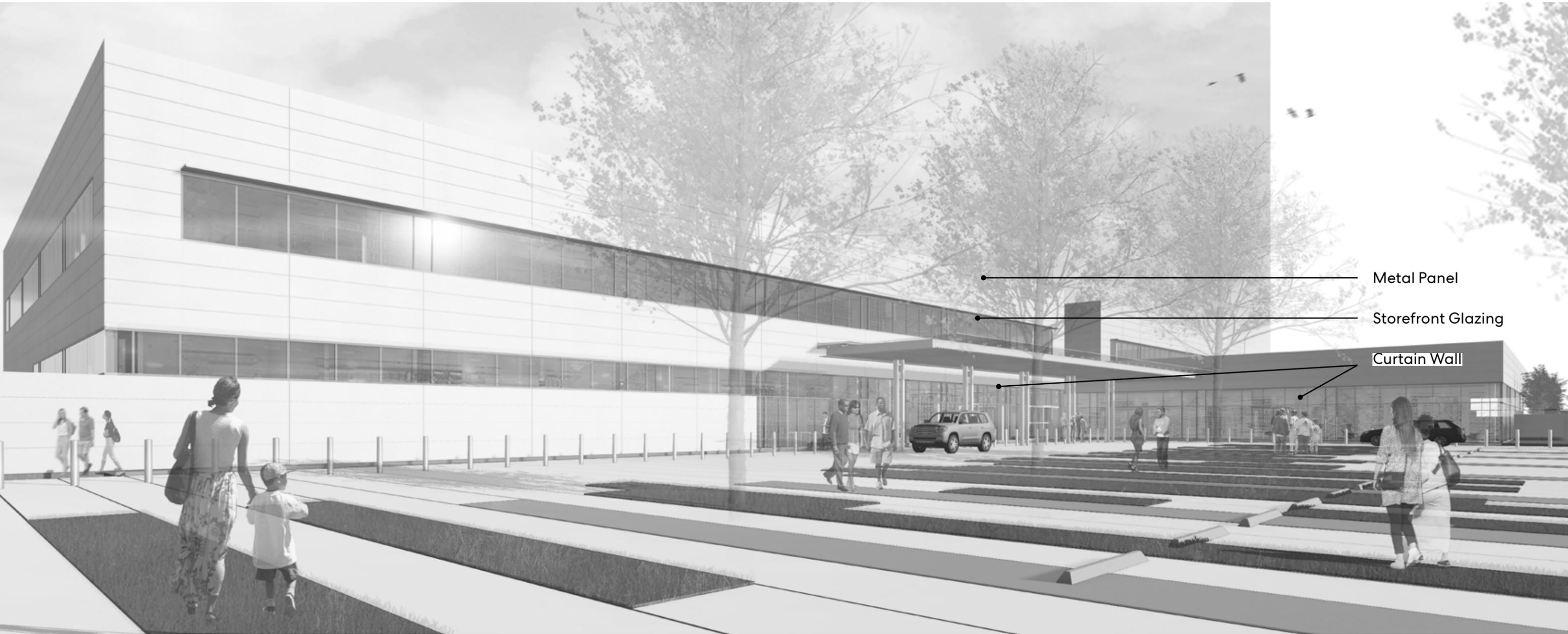


REF
Section

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Section

Perspective

Exterior Building Materials



Metal Panel

Storefront Glazing

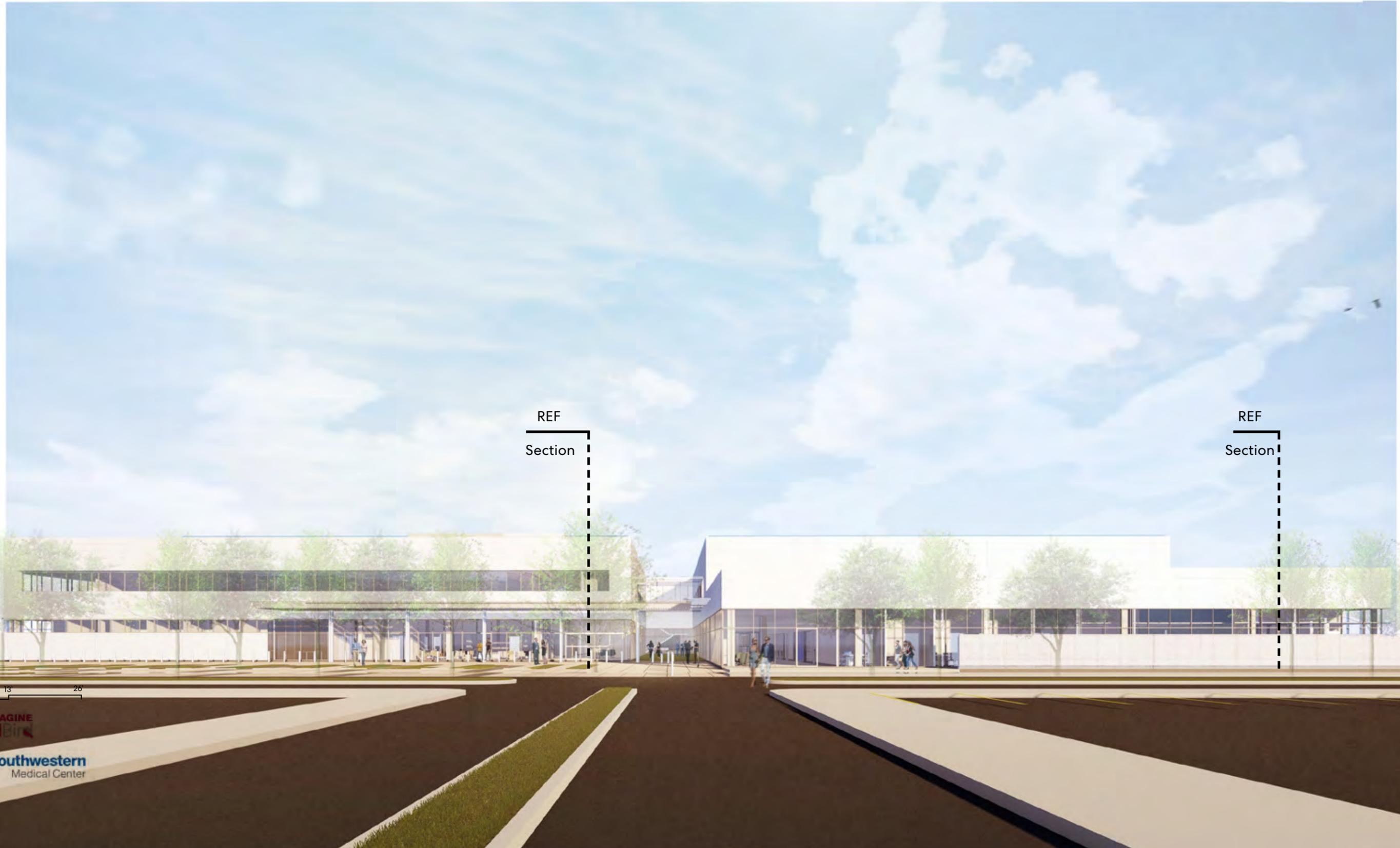
Curtain Wall



Existing Building

Elevation

East



REF
Section

REF
Section

4 6 13 26

REIMAGINE
RedBird

UT Southwestern
Medical Center

Elevations

North and South



4' 6' 13' 26'



Perkins&Will

Perspectives

Courtyard and Drop Off



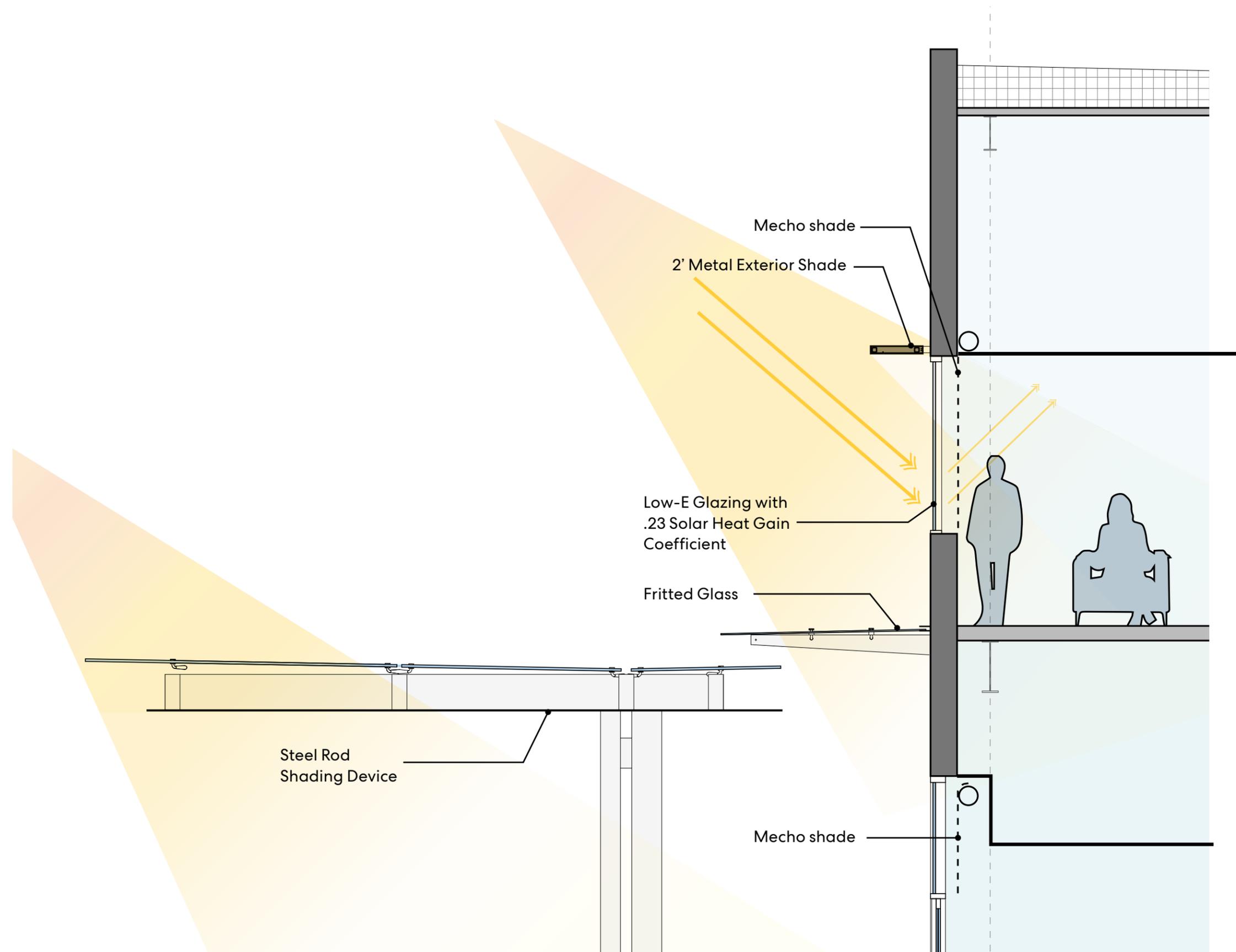
REIMAGINE
RedBird

UT Southwestern
Medical Center

East Facade

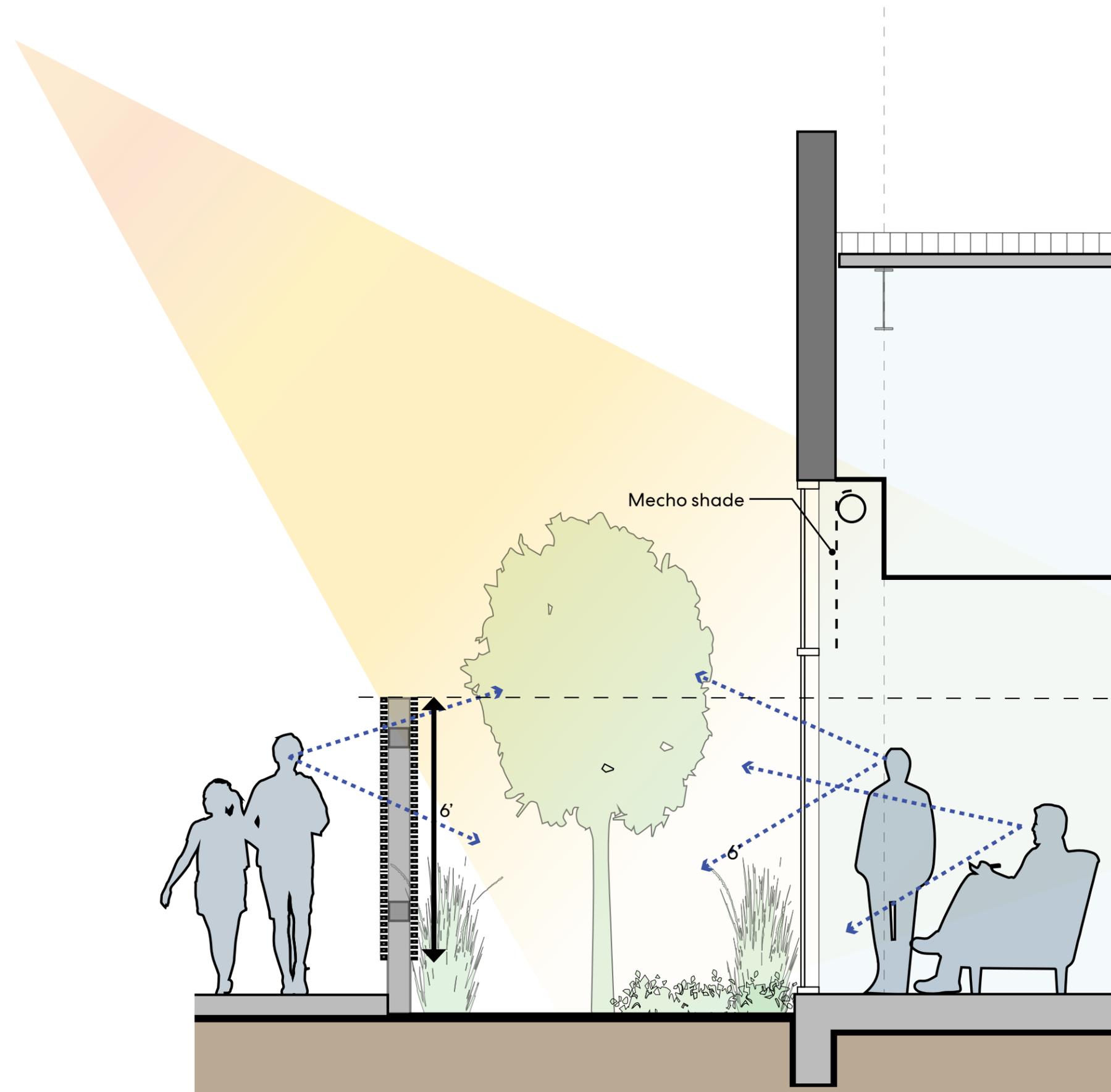
The proposed glazing on the East and South side of the building is being addressed in several different ways:

- Solar Heat Gain
 - The windows are specified with Low-E glazing and .23 Solar Heat Gain Coefficient (SHGC).
 - 23% of the solar heat on the exterior of the window is transmitted into the building. Thus heat gain is prevented from affecting the interior, while admitting the maximum amount of natural light. This coupled with the interior air conditioning system provides a comfortable temperature within the space.
- Glare
 - 2 foot metal exterior shade will protect interior occupants from direct solar glare.
 - For early morning sun, interior operable window shades at 3-5% light transmittance will be provided.



Infusion Garden

- The purpose of the solid wall is to provide patient privacy within the Infusion department.
- With the garden wall at 6' high, this height to length ratio is appropriate given the scale and use of the Infusion rooms.
- The design team is working with the landscape architect to select appropriate plant materials for the proportion and density of the garden space.
- The height of the wall and proportion of the space are designed to provide appropriate privacy screening, while admitting a maximum amount of natural light to the exam rooms.

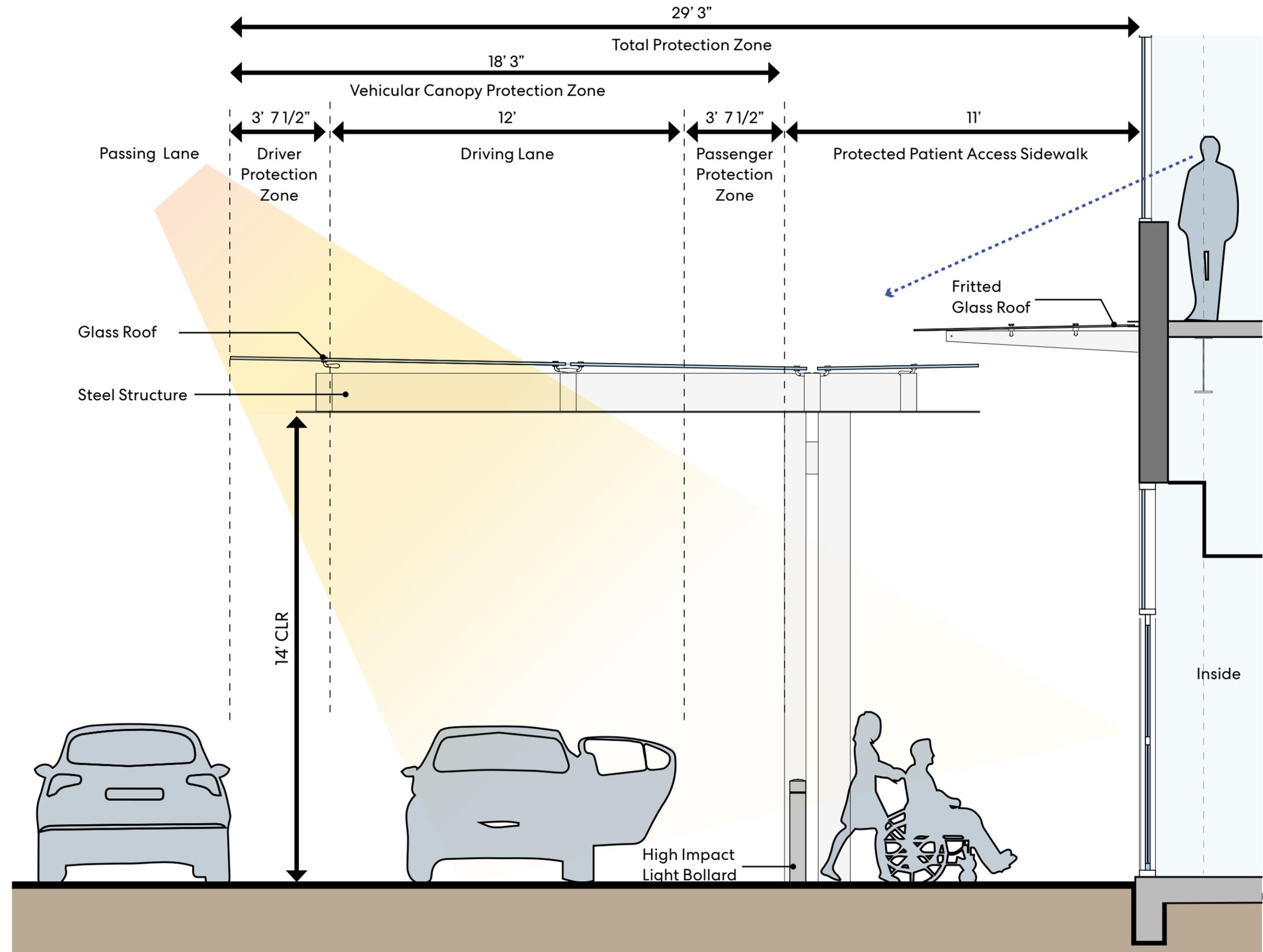


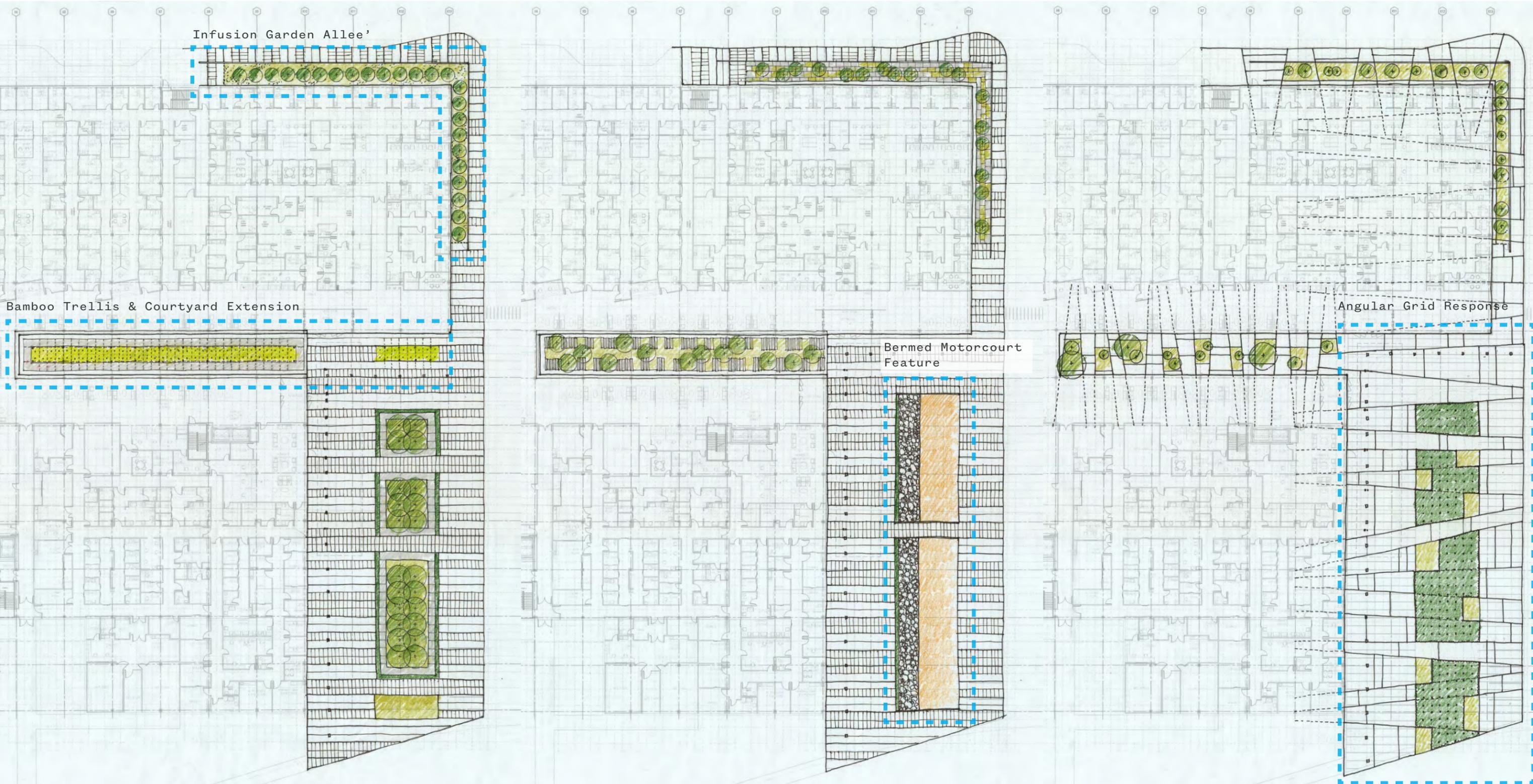
Canopy

- The design currently has full coverage of the pedestrian walkway, which is about 11' from the edge of the building to the bollards, then 18' 3" of vehicular canopy coverage, please see attached diagram.

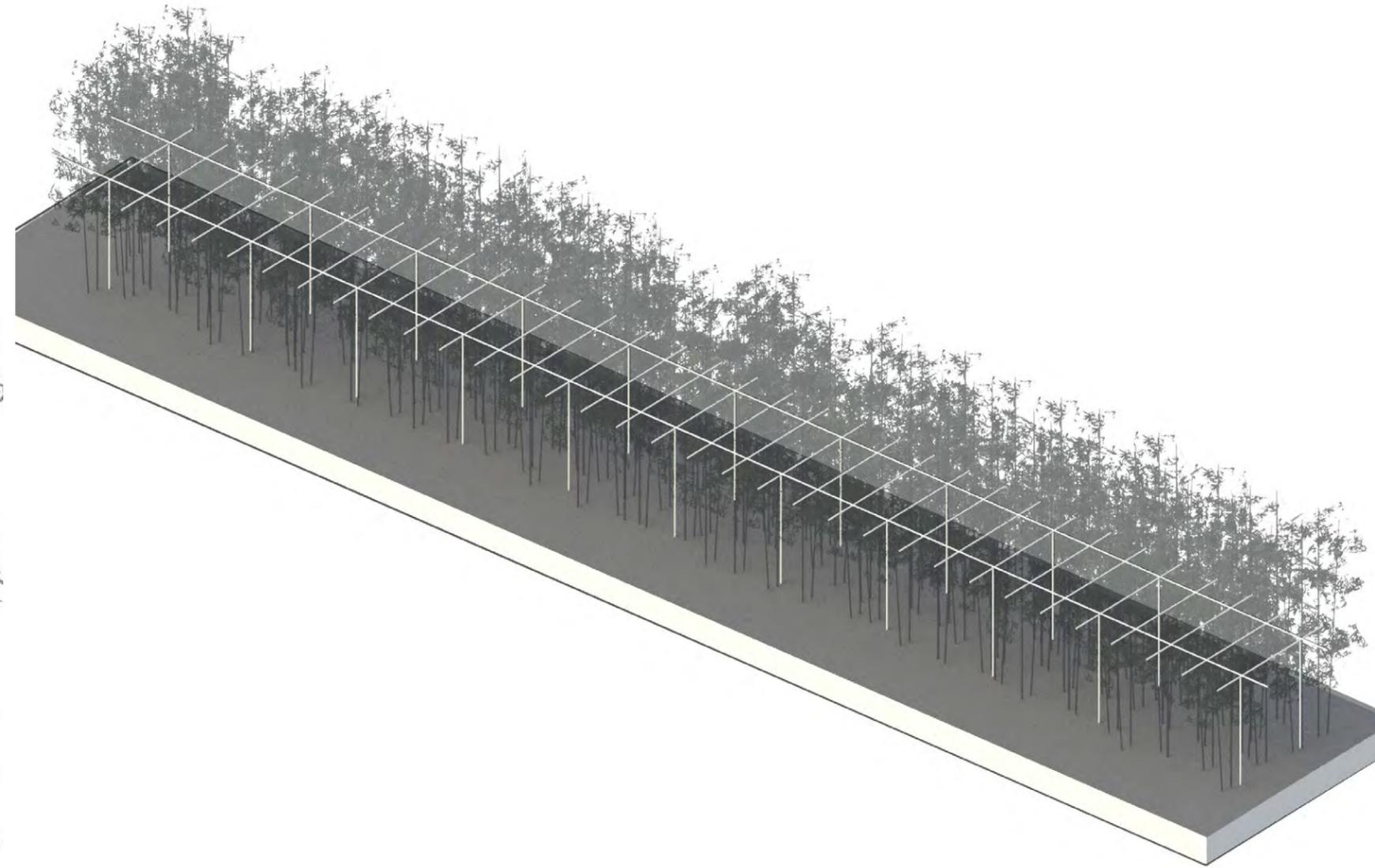
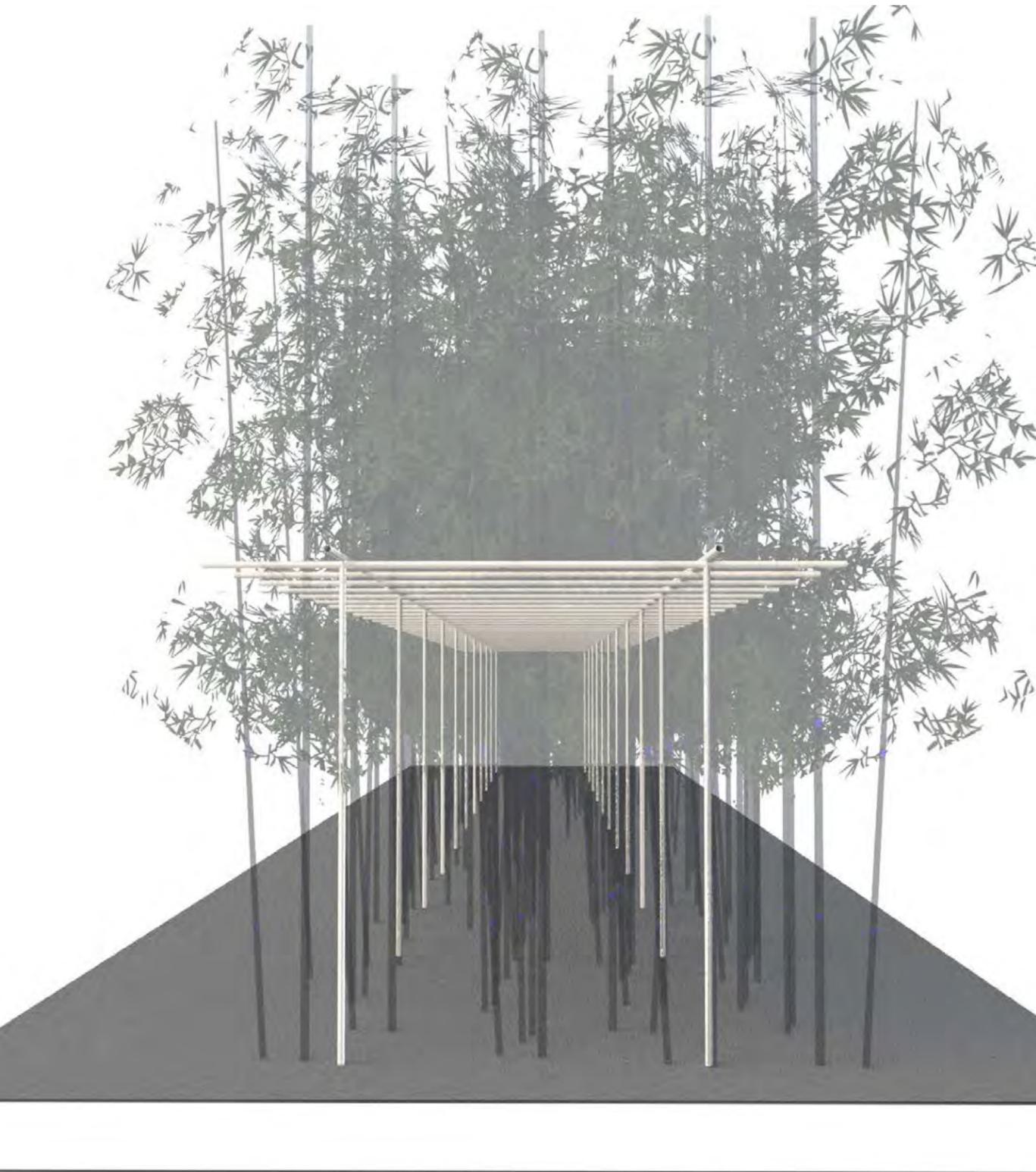
The current transparent canopy design incorporates the following features:

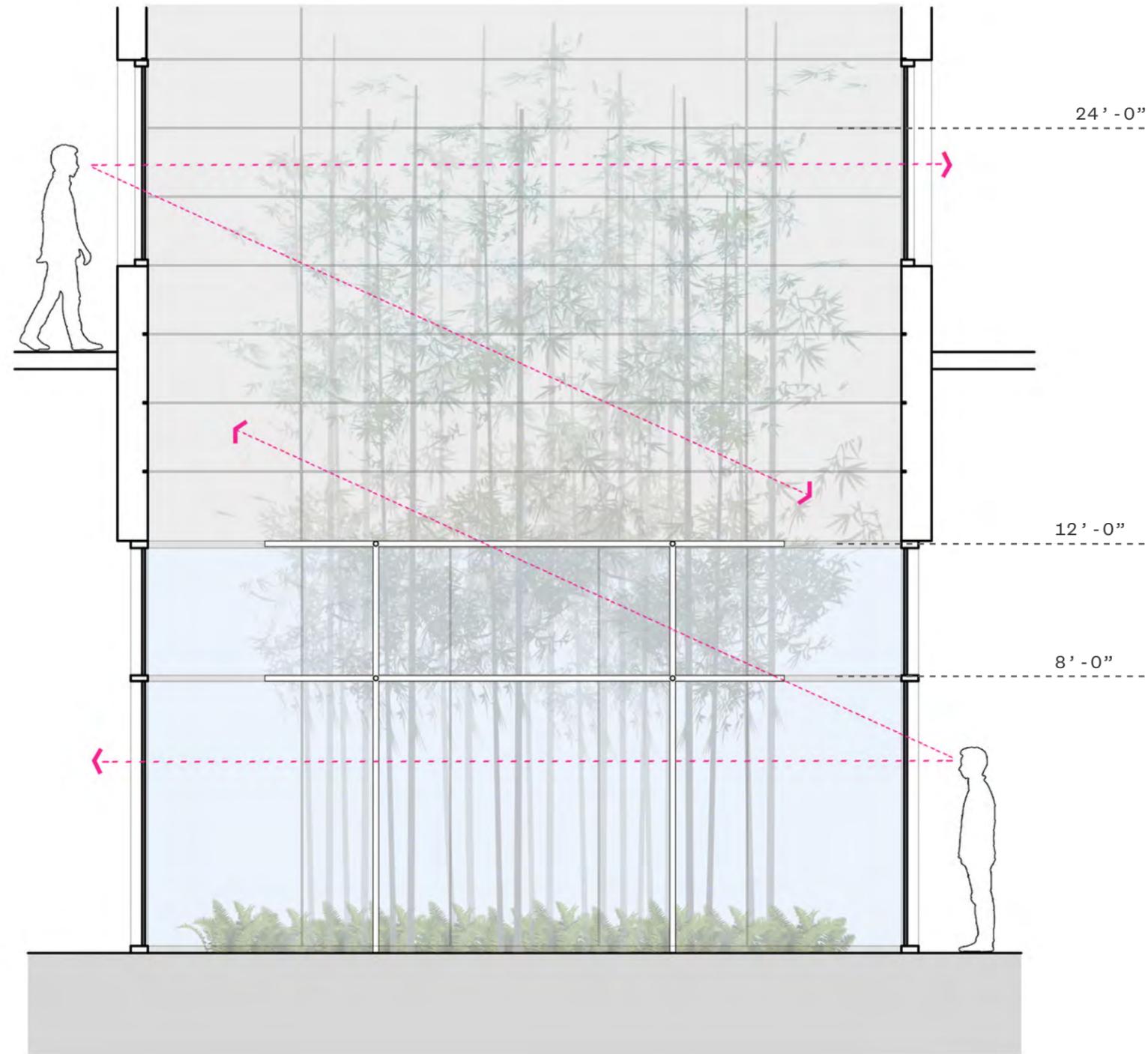
- Better visibility for patients entering/exiting from cars
- A friendlier entry experience
- Consistent with overall aesthetic of building
- Clean minimalist appearance
- Glass canopy roof allows much more natural light to enter interior building and the lobby spaces
- Energy efficient (covered would require down lighting)
- Solid structure would be heavier (more weight) construction.
- Dirt will also be more visible on a solid canopy from second story spaces



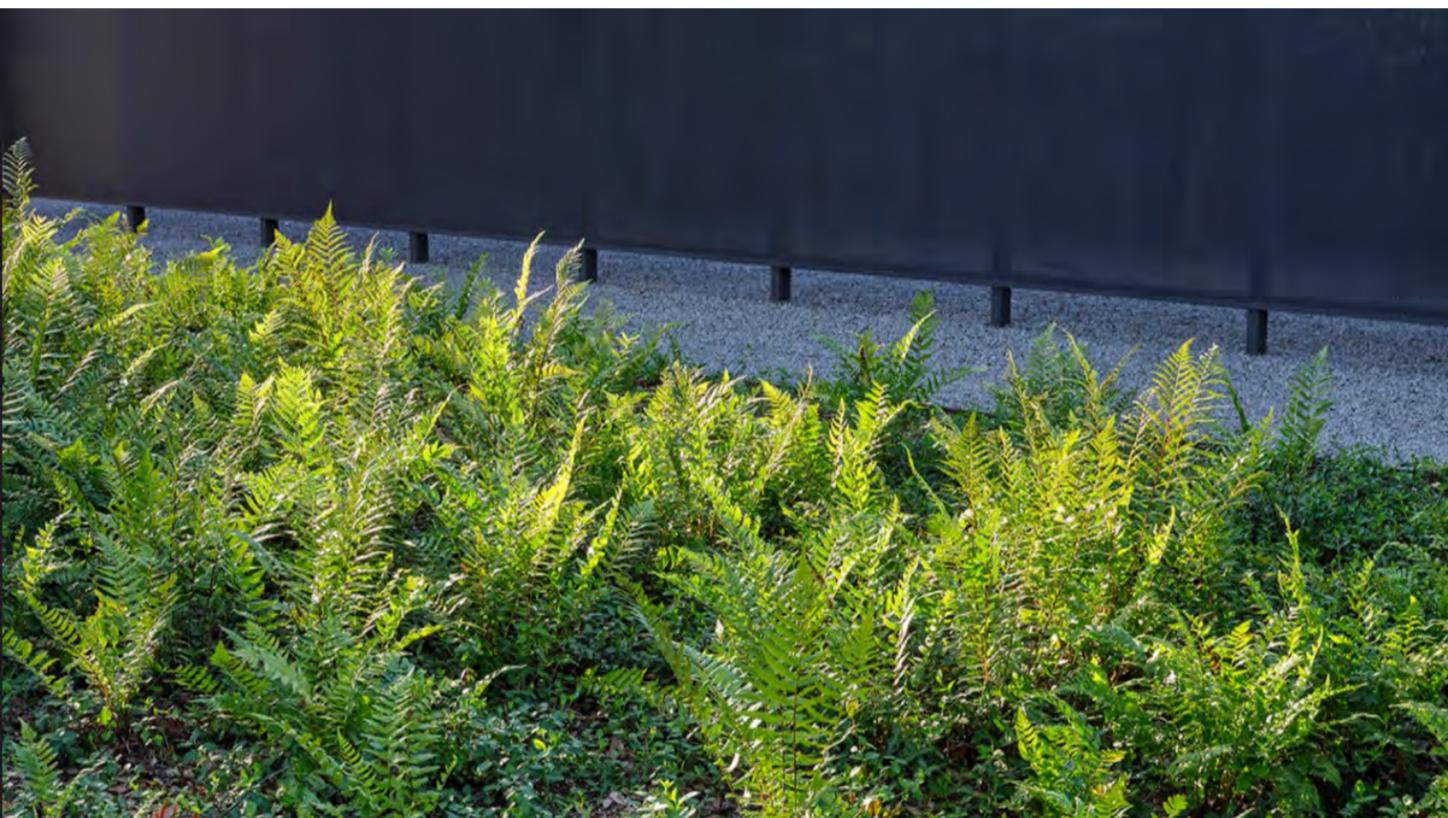


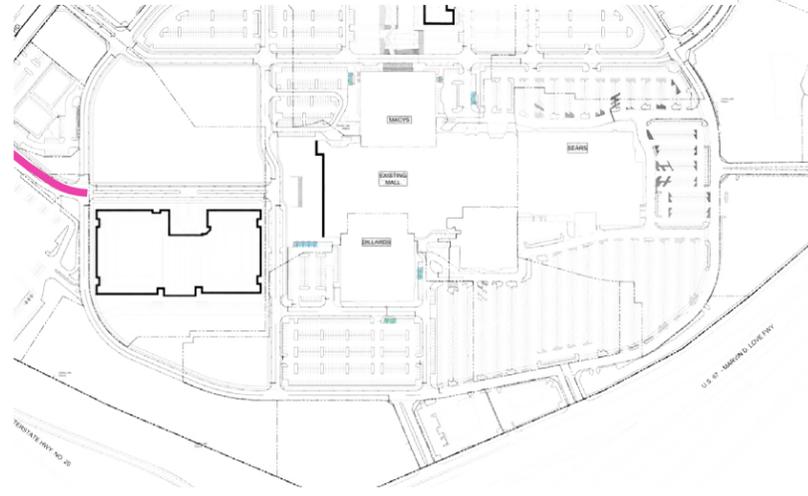
Bamboo Trellis
Single Scaffold Height at 12'





Infusion Garden Layering Idea
All Concepts

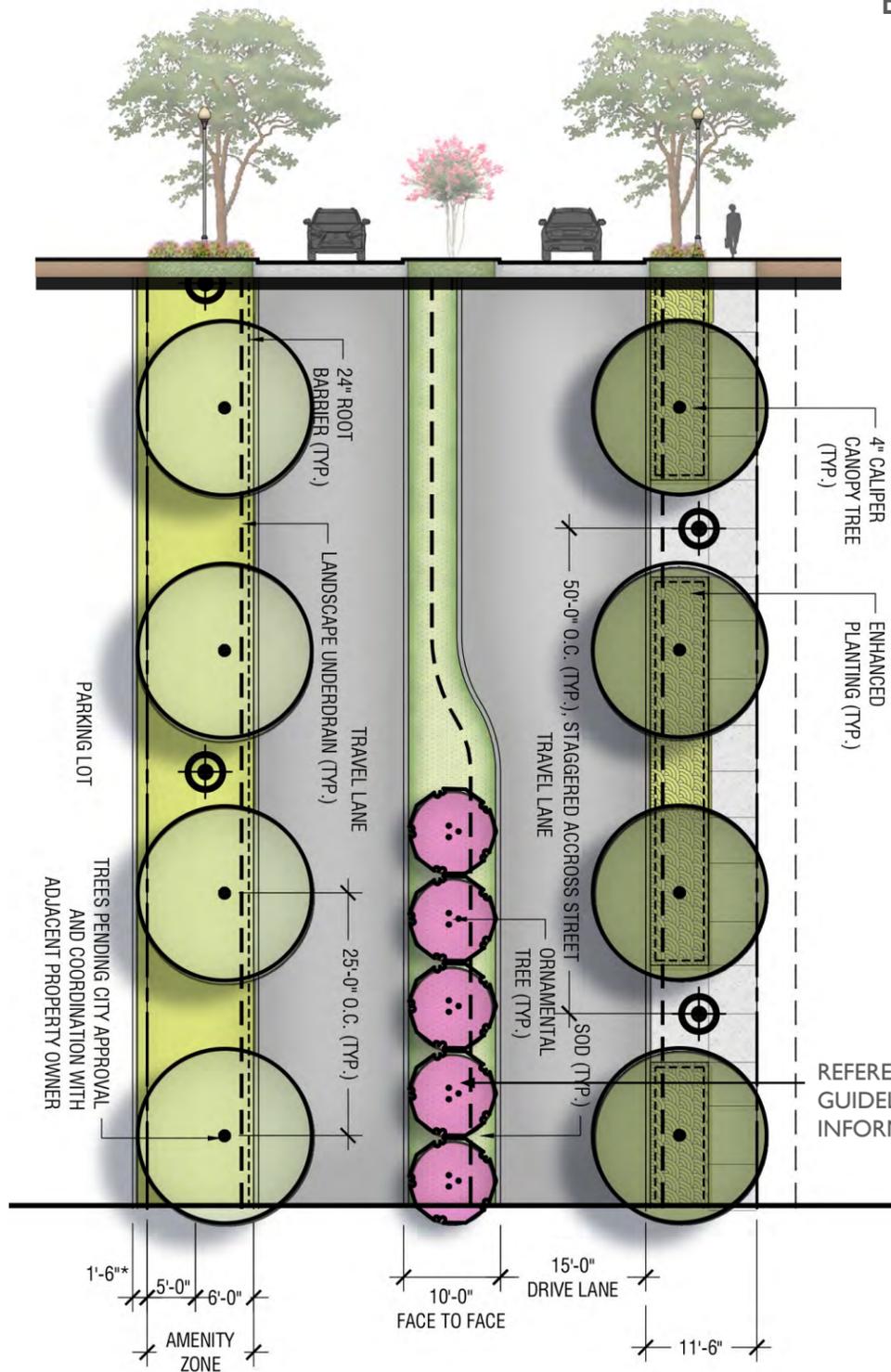




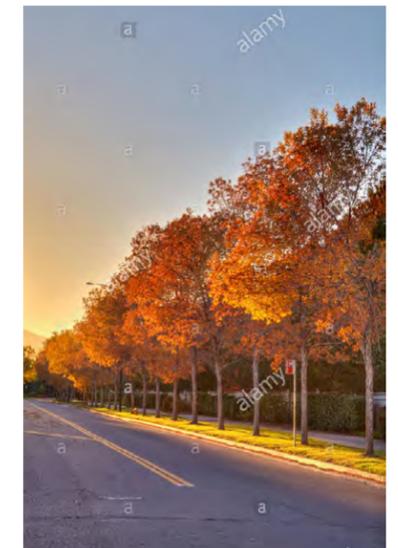
KEY MAP

NARRATIVE

One of the primary entry drives to the site, the Boulevard provides the opportunity to create a unique experience into the development. A tight alley of trees provides a portal to the residential aspect of Red Bird while providing shade and security for the pedestrian. Walks are separated from the street with enhanced landscape zones. The 10' wide median provides space for signage as well as continuity in the tree canopy to provide a grand entry for residents.

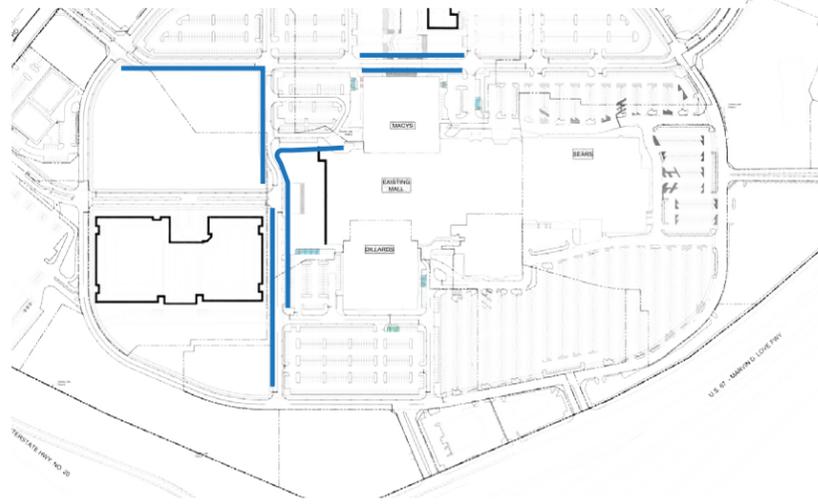


- 5' minimum concrete walk
- 6' wide planting zone with enhanced landscape and trees located on street side of walk
- Trees at 25'- 30' o.c. (preferred type: Acer x. freemanii or similar)
- Tree layout should align with trees across the street when possible
- Street / pedestrian lighting at 50'-60' o.c. and centered between the trees
- Lighting to be located within an enhanced paving band and at the same elevation as the adjacent sidewalk
- A 1'-6" step-off strip is required at the back of curb when parallel parking is provided along the street
- A bench and trash can should be located at street intersections, a minimum of one every 80'-100', face away from the street and centered between trees in an enhanced paving area
- 10' wide median planted with street trees and enhanced planting



Acer x. freemanii

Streetscape Typology : Enhanced Urban Edge

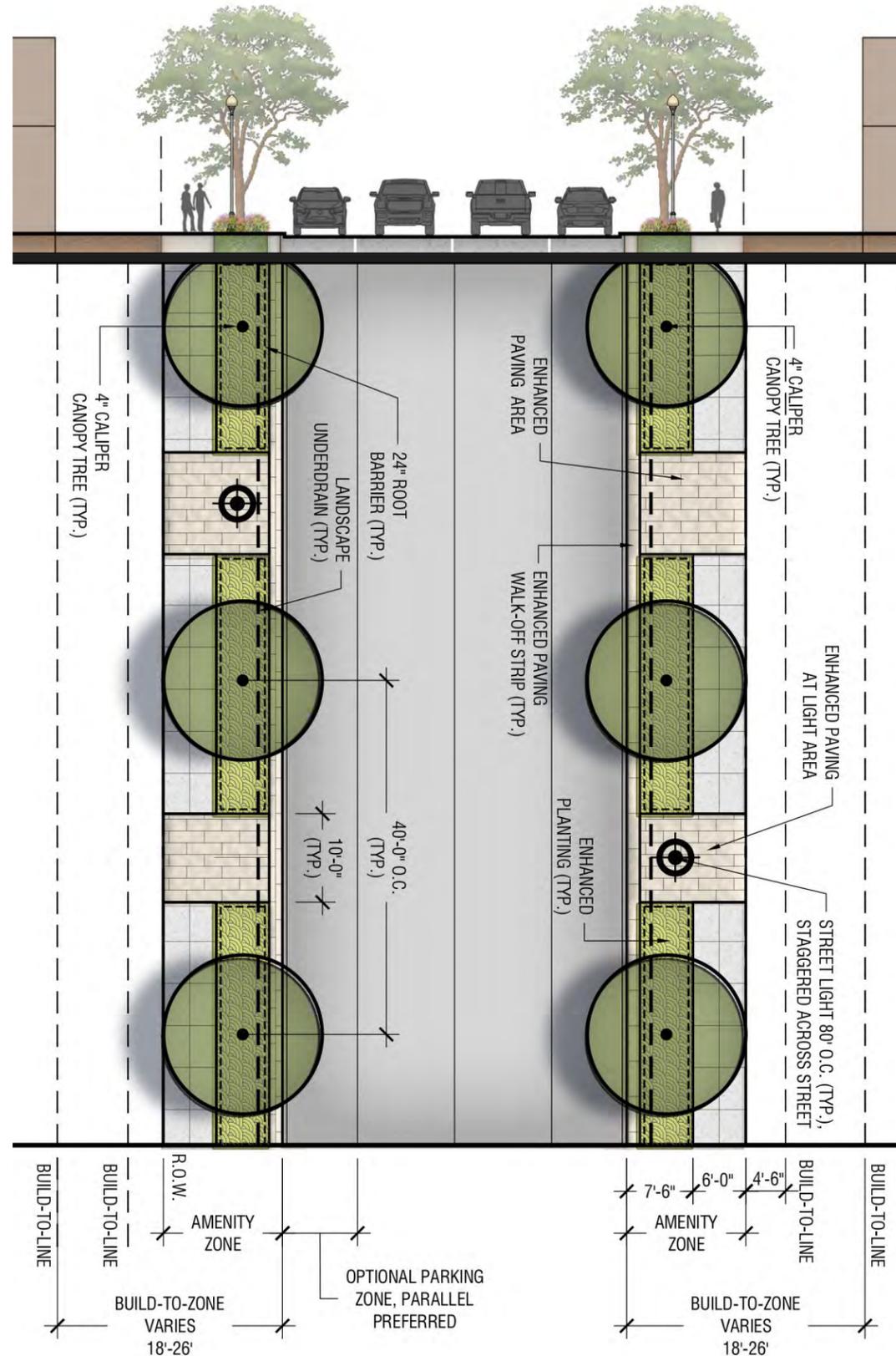


KEY MAP

NARRATIVE

Located at the edge of more urban environments such as apartment buildings facing retail, major retail entrances and major activity nodes, these streets should provide a more enhanced environment reflecting the overall Red Bird vision. Street tree spacing at 40' o.c. provides better visibility to retail and activity areas,

ENHANCED URBAN EDGE



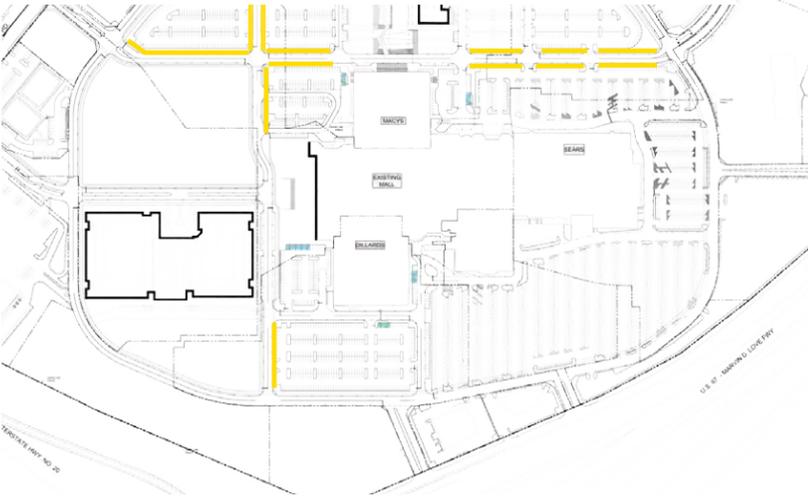
- 6' minimum concrete walk
- 6' wide planting zone with enhanced landscape and trees
- Trees at 30'- 40' o.c. (preferred type: Ulmus parvifolia)
- Tree layout should align with trees across the street when possible
- Street / pedestrian lighting at 60'-80' o.c. and centered between the trees
- Lighting to be located within an enhanced paving band and at the same elevation as the adjacent sidewalk
- A 1'-6" step-off strip is required at the back of curb when parallel parking is provided along the street
- A bench and trash can should be located at street intersections, a minimum of one every 80'-100', face away from the street and centered between trees in an enhanced paving area



Ulmus parvifolia



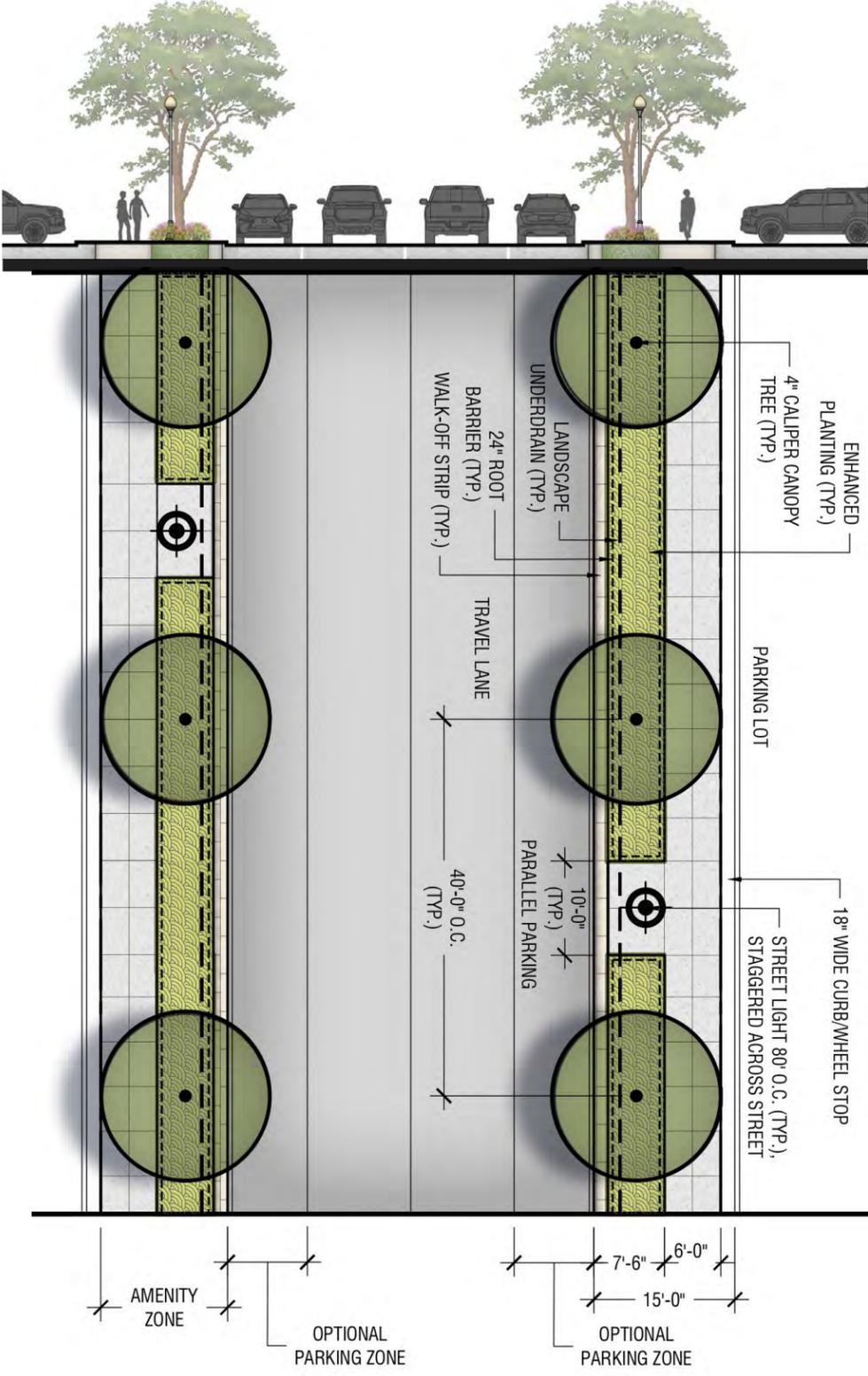
Streetscape Typology : Primary Entry Streets



KEY MAP

NARRATIVE

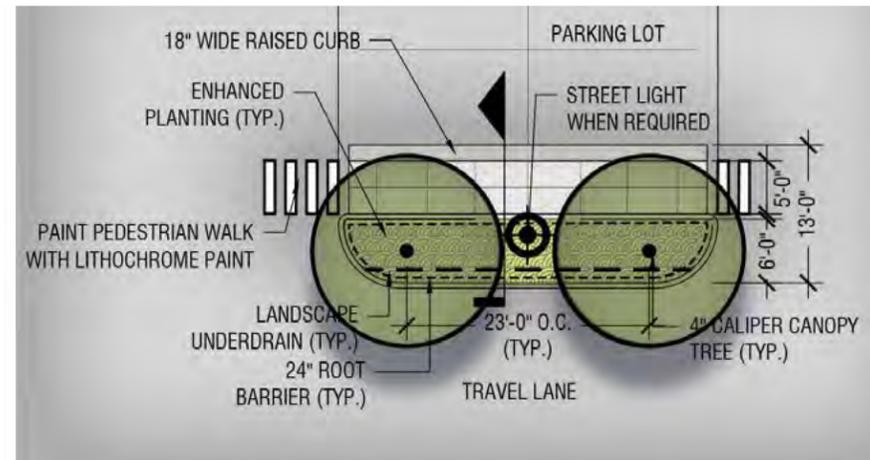
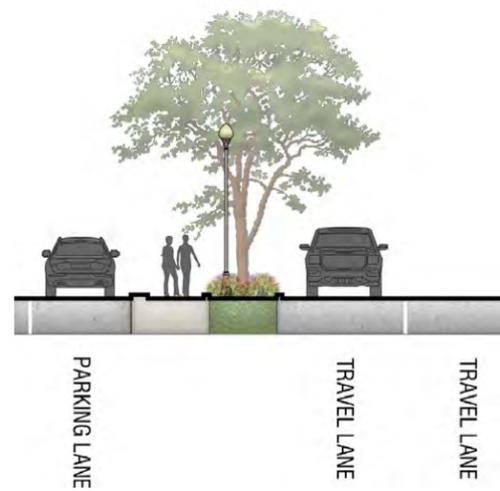
Integral to creating connectivity in the redevelopment of Red Bird Mall are the Primary Entry streets. These streets provide walkable connections through the site and a buffer to adjacent parking lots. Key to this concept is the walkable pathway. At 6' wide, this walk is located on the parking lot side of the street to provide added safety to the pedestrian with the 6' minimum landscape zone. Trees are spaced at 40' o.c. to provide ample shade and visibility to retail and parking zones. Parallel parking is permitted where applicable.



- 6' minimum concrete walk
- 6' wide planting zone with enhanced landscape and trees
- Trees at 30'- 40' o.c. (preferred type: Fraxinus texensis)
- Tree layout should align with trees across the street when possible
- Street / pedestrian lighting at 60'-80' o.c. and centered between the trees
- Lighting to be located on concrete pad at the same elevation as the adjacent sidewalk
- A 1'-6" step-off strip is required at the back of curb when parallel parking is provided along the street



Fraxinus texensis



SINGLE BAY ISLANDS

- 5' minimum walk at parking side
- Walk is intended to be at parking grade and separated from parking by 18" wide concrete curb
- 6' minimum landscape area with trees
- Trees @ 20' - 25' o.c. but should not be less than 3'-0" from the adjacent curb
- When lighting is required, it should be located in the landscape planting zone, outside of the pedestrian walk, and centered between the trees



Quercus meuhlenbergii Ulmus crassifolia

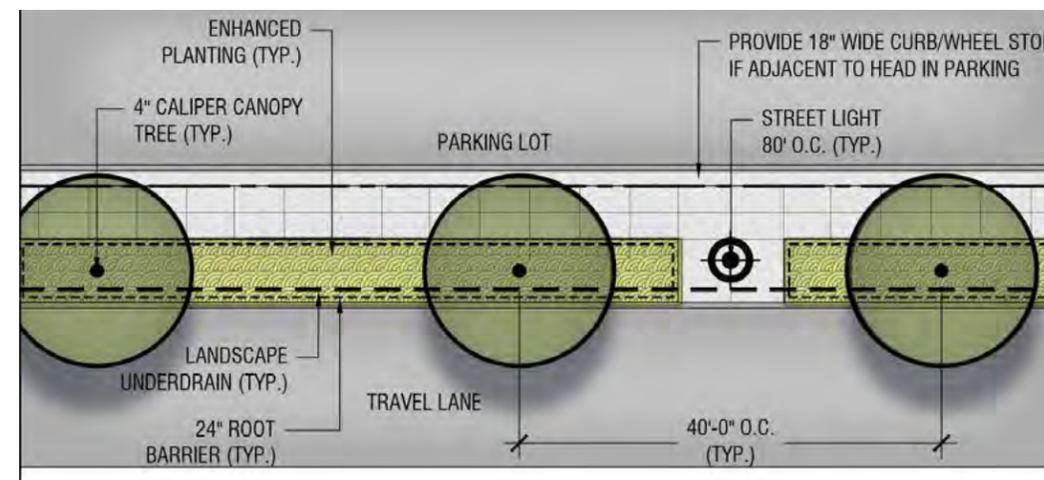
NARRATIVE

Parking lot improvements will take place during the life of the Red Bird redevelopment. These diagrams provide guidance for enhanced landscape islands that are intended to provide pedestrian access from the ring road internally to the new development areas.

There are 2 types of islands:

- Single Bay Islands
- Extended Islands

Both are a minimum width of 11'-0" from back of curb to back of curb and both place the walking path on the parking lot side of the island to reduce pedestrian conflict with the road traffic and to provide a step-off zone for cars parked adjacent to the island.



EXTENDED ISLANDS

- 5' minimum walk at parking side
- 6' minimum landscape area with trees
- Where walk is immediately adjacent to head in parking, an additional 1.5 feet should be provided in order to maintain a 5' clear path
- Lighting should be located outside the pedestrian walk and within a paved area.
- Lights should be located between 50' and 80' o.c. dependent on lighting performance specifications
- Accessible ramps are to be provided at curb cuts

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