

## Applicable Urban Design Priorities Project Should Achieve

- [1] Place a strong emphasis on infrastructure upgrades that produce a well connected and vibrant public realm experience -

Phase 1 infrastructure improvements should be strategically implemented to produce a rationalized walkable public realm and block pattern to support a vibrant and comfortable pedestrian experience.

- [2] Ensure that new buildings provide active uses along primary street frontages to encourage pedestrian activity and to provide more interest at the street -

Building improvements should be strategically designed to frame streets with uses and treatments that provide activity and pedestrian interest along the primary internal street frontages.

- [3] Strategically site new buildings and internal streets that produce a walkable block pattern for future development phases -

The addition of new construction offers the opportunity to frame a clear and unbroken pedestrian network within the site. Buildings should be sited strategically to maximize their effectiveness at accomplishing this.

- [4] Consider the addition of a more robust mix of uses on the site, such as the addition of a residential component in the future -

In the development of a long term vision for future phases, the inclusion of additional uses is encouraged to potentially help buffer commercial uses from existing single family residential, provide additional product choices within the neighborhood, and to help enhance the development with additional activity and uses.



## Policy References

Wynnewood Urban Design Guide  
Adopted April 2015

Forward Dallas!  
Section 5 [urban design element]

TIF Urban Design Guidelines  
Part III

## Context Description

Originally developed in the early 1950's, Wynnewood Village represents an early prototype of the now common neighborhood shopping center. The initial development, consisting of 29 acres, has grown to 69 acres with a large portion dedicated to surface parking and undeveloped property. The current proposal focuses on initial infrastructure improvements to the overall site, restoration of existing storefronts, and the addition of two additional building to house a fitness center and cinema.

The current redevelopment effort provides the opportunity to restore iconic original storefronts, infill underutilized property, create walkable connections to the neighborhood activated by adjacent uses, and the potential to introduce a more robust mix of uses to the balance of the site. Phase 1 design considerations include placing a strong emphasis on a infrastructure upgrades that produce a well connected and vibrant public realm experience, providing active uses along street frontages, and strategically siting buildings and streets that produce a walkable block pattern for future development phases.

## Wynnewood Village

Neighborhood:  
Wynnewood

Program:  
Commercial



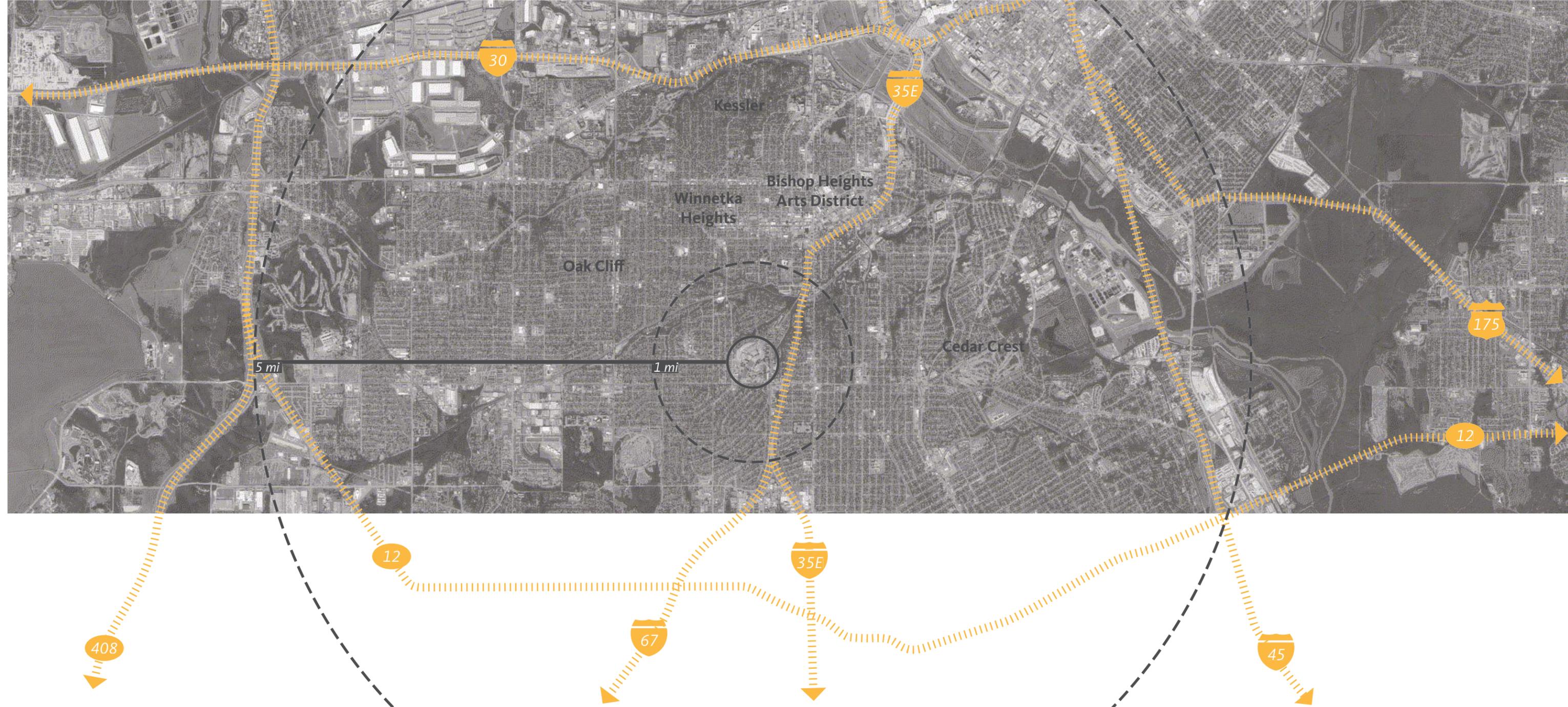
# WYNNEWOOD VILLAGE

20 JULY 2018

**BRIXMOR**

## DOWNTOWN CONNECTION

Wynnewood Village is centrally located in a dense suburban market south of Downtown Dallas. This location paired with easy access to the I-35 and SR 67 freeways make Wynnewood Village a convenient shopping destination for local residents as well as commuters.





A



B

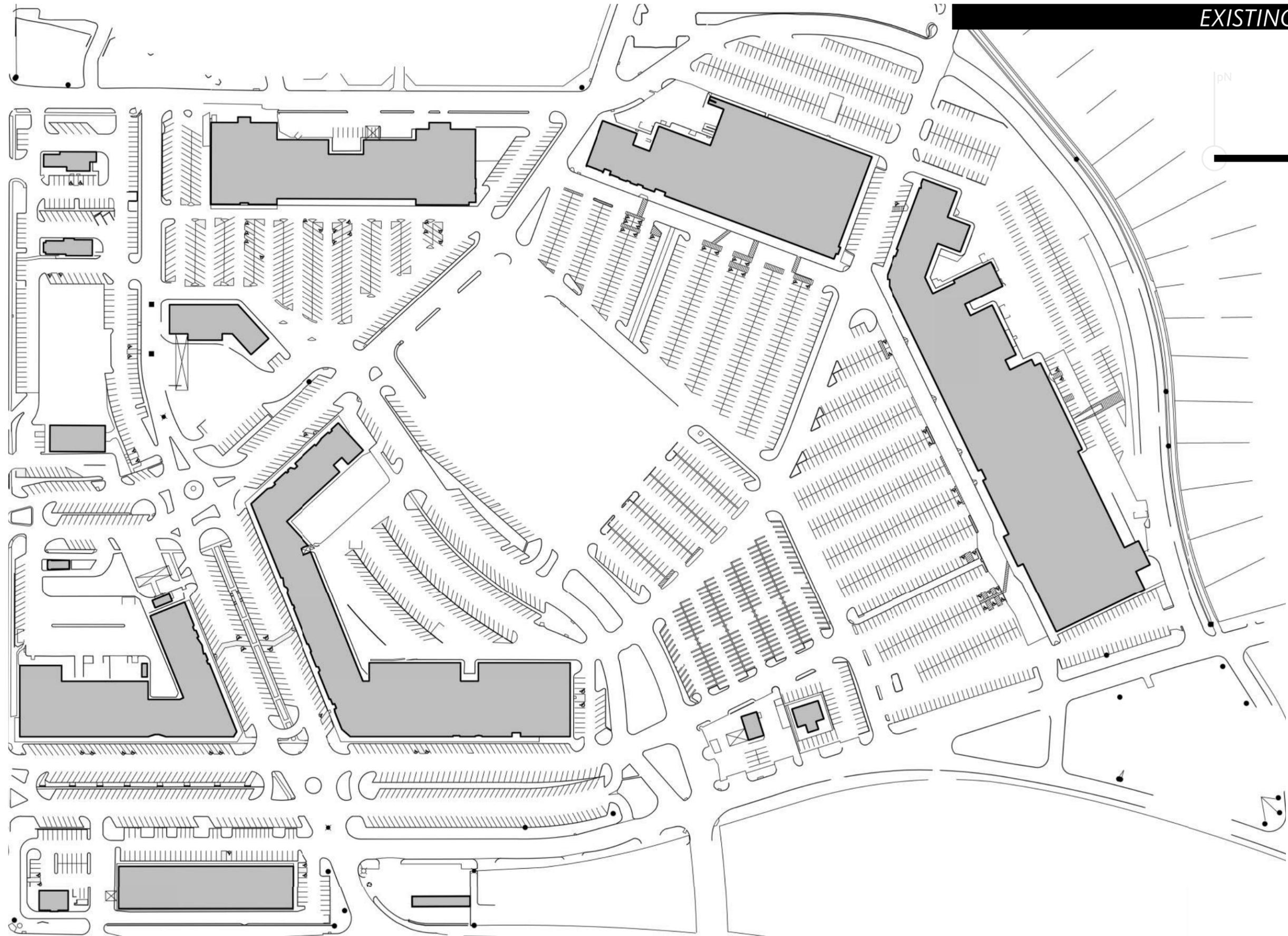


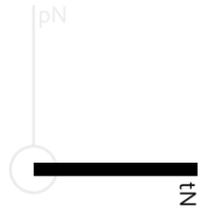
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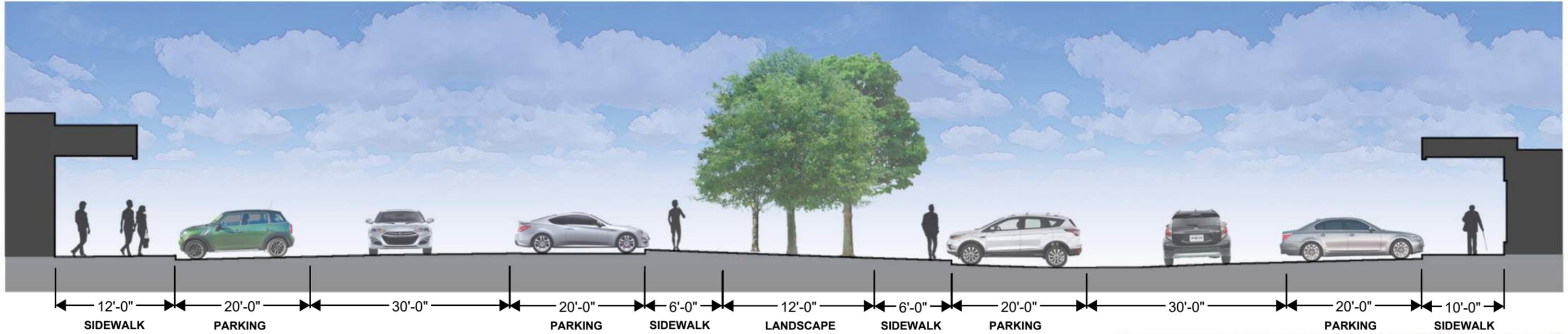




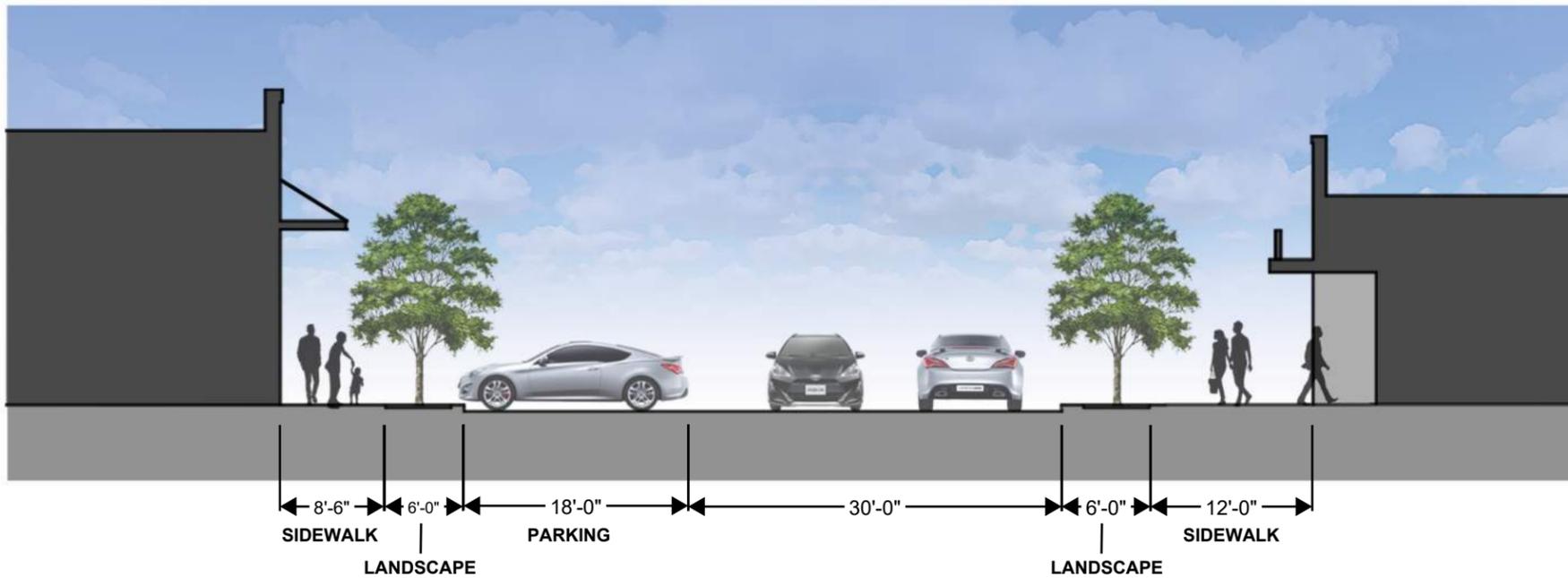
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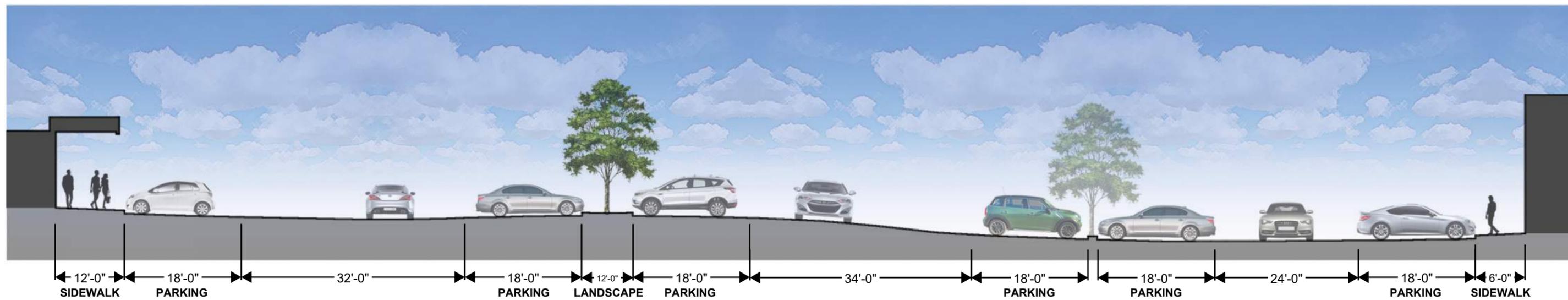


**SECTION A - WYNNEWOOD PLAZA**

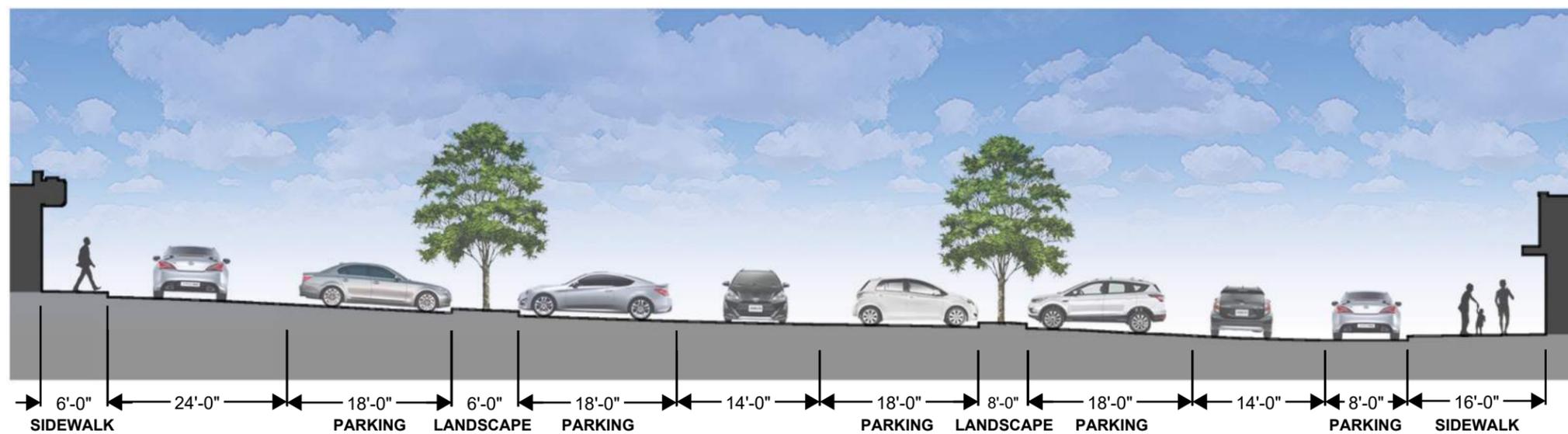


**SECTION B - LUDLOW DR.**





**SECTION C - S. LLEWELLYN AVE.**



**SECTION D - LUDLOW DR.**

