

RedBird

Introducing the triumphant return of RedBird:
An historic mixed-use development for Southern Dallas.

Bird



UTSouthwestern
Medical Center
October 2021

chime
solutions

Parkland

WORKFORCE SOLUTIONS
GREATER DALLAS

RedBird

GRITTS
coulter center studios

URBAN AFB
Trampoline Park

Food Hall
May 2021

FOOTACTION 


Foot Locker
March 2020

The Lawn Retail
March 2020



proposed 
Frost



PALLADIUM
REDBIRD
June 2021

COURTYARD
BY MARRIOTT
June 2021





Location & Demographics

10.9 MILES FROM DOWNTOWN DALLAS

	3 Miles	5 Miles	7 Miles
Residential Population	92,098	259,767	483,555
Average Household Income	\$55,775	\$59,979	\$61,047
Daytime Population	42,377	117,673	220,265
% Of White Collar Workers	53.9%	51.4%	51.7%

Interstate 20	179,267 VPD (2015 TX DOT)
Highway 67	103,504 VPD (2015 TX DOT)
Camp Wisdom Road	20,592 VPD (2015 TX DOT)

UNT DALLAS

PAUL QUINN COLLEGE

KIEST PARK

DBU

Mountain View College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

Cedar Valley College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

THE GOLF CLUB OF DALLAS



Dallas Executive Airport



BEST SOUTHWEST REGION

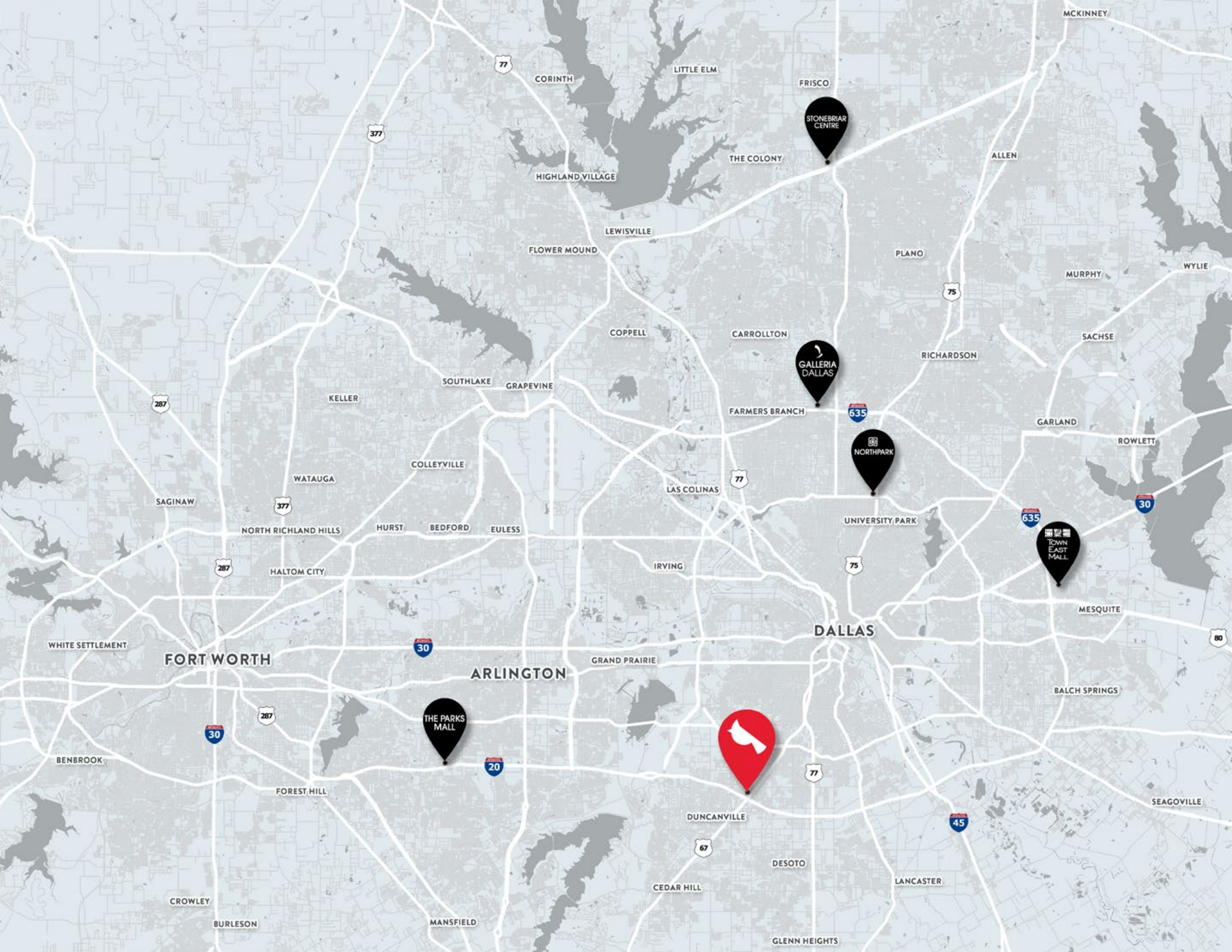
27,006
AREA COLLEGE
STUDENTS

1.8 miles from
 **Methodist**
CHARLTON

60,000 people
attend CHURCH
in the area

7.8 miles from

Bishop Arts District
DALLAS MOST INDEPENDENT NEIGHBORHOOD



STONEBRIAR CENTRE

GALLERIA DALLAS

NORTH PARK

TOWN EAST MALL

THE PARKS MALL



FORT WORTH

ARLINGTON

DALLAS

77

377

287

377

287

30

30

287

20

635

635

30

75

77

80

77

45

67

CORINTH

LITTLE ELM

FRISCO

MCKINNEY

HIGHLAND VILLAGE

THE COLONY

ALLEN

LEWISVILLE

FLOWER MOUND

PLANO

MURPHY

WYLIE

COPELL

CARROLLTON

RICHARDSON

SACHSE

SOUTHLAKE

GRAPEVINE

FARMERS BRANCH

GARLAND

ROWLETT

KELLER

COLLEYVILLE

LAS COLINAS

SAGINAW

WATAUGA

NORTH RICHLAND HILLS

HURST

BEDFORD

EULESS

UNIVERSITY PARK

MESQUITE

WHITE SETTLEMENT

GRAND PRAIRIE

BALCH SPRINGS

BENBROOK

FOREST HILL

DUNCANVILLE

SEAGOVILLE

CROWLEY

BURLESON

MANSFIELD

CEDAR HILL

DESOTO

LANCASTER

GLENN HEIGHTS

Far Aerial

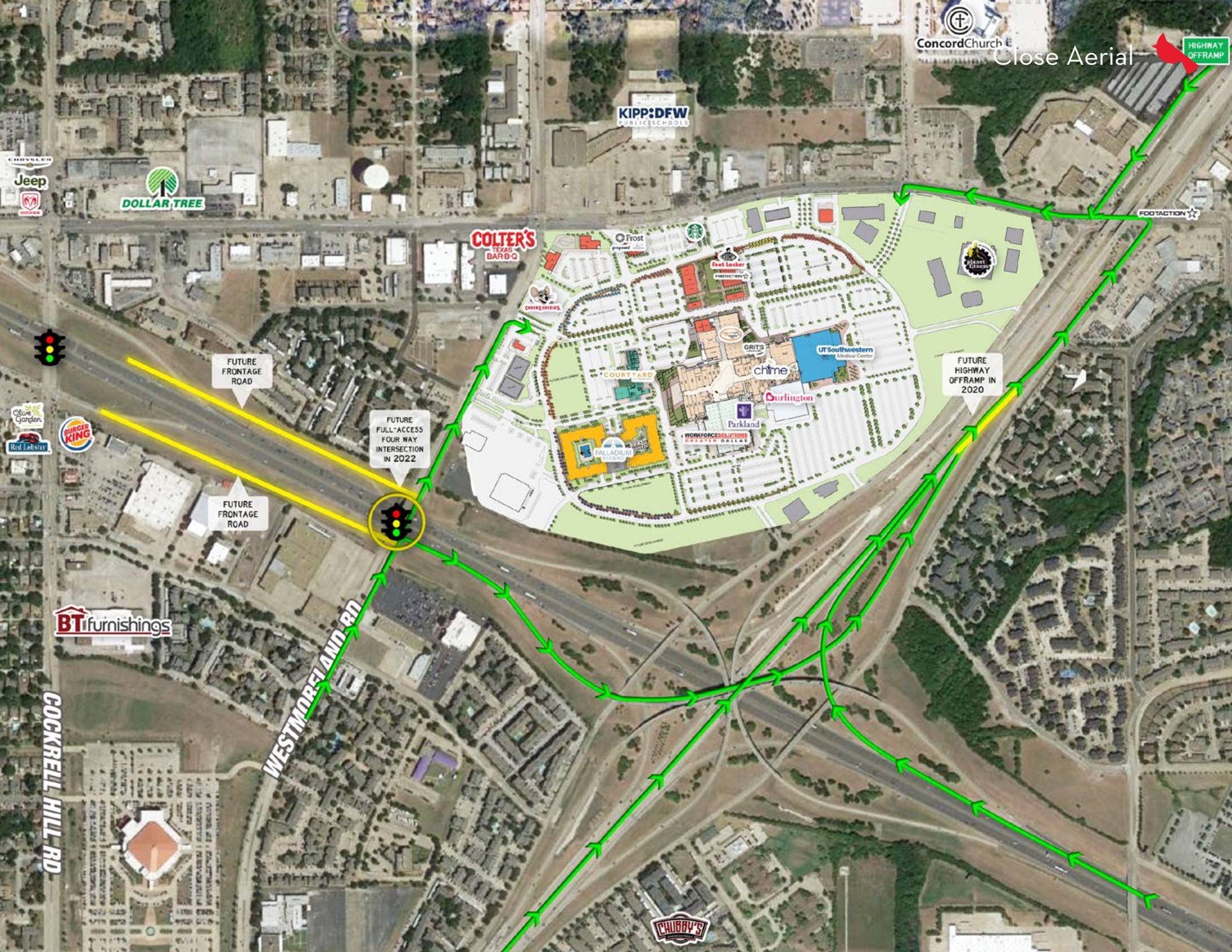


- SHOE CARNIVAL
- PartyCity
- GNC
- ROSS
- CVS
- Office DEPOT
- FIVE BEL'W
- PET SMART
- DOLLAR TREE

Concord Church

Close Aerial

HIGHWAY OFFRAMP



KIPP:DFW PUBLIC SCHOOLS

Jeep

DOLLAR TREE

COLTER'S TEXAS BAR-B-Q

Foot Locker

chime

Surlington

Parkland

WORKFORCE SOLUTIONS GREATER DALLAS

UF Southwestern Medical Center

COURTYARD

PALLADIUM

FUTURE FRONTAGE ROAD

FUTURE FULL-ACCESS FOUR-WAY INTERSECTION IN 2022

FUTURE FRONTAGE ROAD

FUTURE HIGHWAY OFFRAMP IN 2020

Olive Garden

BURGER KING

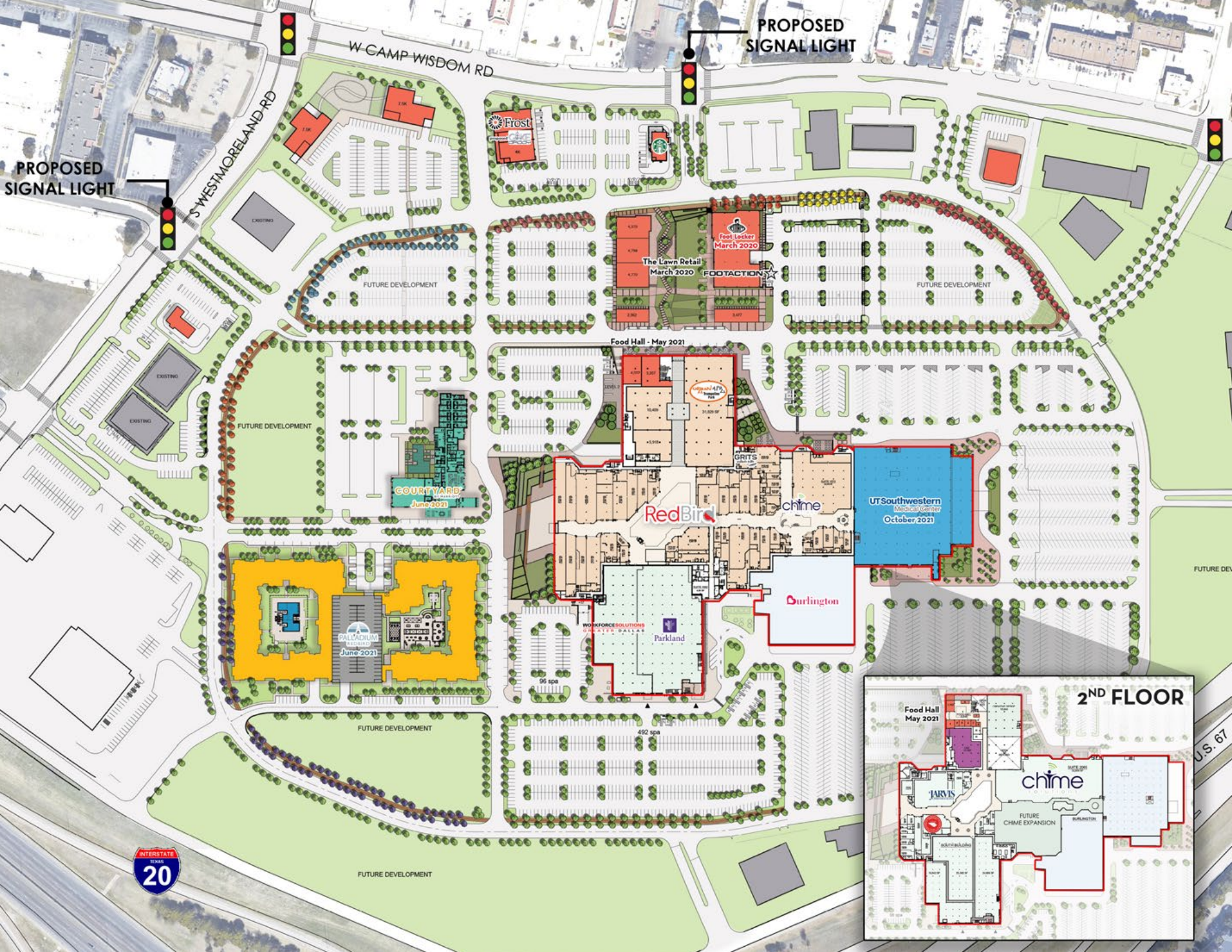
Red Lobster

BT furnishings

COCKRELL HILL RD

WESTMORELAND RD

CHUBBY'S



PROPOSED SIGNAL LIGHT

PROPOSED SIGNAL LIGHT

W CAMP WISDOM RD

S WESTMORELAND RD



FUTURE DEVELOPMENT

The Lawn Retail March 2020

Foot Locker March 2020

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

Food Hall - May 2021

FUTURE DEVELOPMENT

COURTYARD June 2021

RedBird

UT Southwestern Medical Center October 2021

PALMADIUM TEXAS June 2021

chime

Durlington

FUTURE DEVELOPMENT

Parkland

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

492 spa

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

95 spa

FUTURE DEVELOPMENT



REDBIRD REDEVELOPMENT

INTRODUCING THE TRIUMPHANT RETURN OF REDBIRD, A HISTORIC MIXED-USE DEVELOPMENT FOR SOUTH DALLAS. OUR VISION IS TO RETURN REDBIRD TO A PLACE of quality, where south Dallas families can come to live, shop, work, and be entertained. We aim to be ingrained into the fabric of the community.

- One-acre lawn for events
- Enhanced dining & shopping
- Hospitality opportunities
- Hotel with 124 keys
- 7,300 SF hotel meeting space
- New office space
- Corporate users to provide jobs
- Business incubator to revive entrepreneurial community
- Focus on landscape design
- Inviting outdoor patios





COMMUNITY CLINIC





URBAN
Trampoline
Park



FOOD
HALL

CAFE
29

Culinary
Corner



FOOD
HALL

CAFE

mi's

Local's Corner

BURGER BAR

FOOD HALL & RESTAURANT SPACE

- Collection of food stalls from 800 SF to 1,760 SF
- Creative food space with large patio area overlooking The Lawn's green space
- Potential for 2,500 - 6,700 SF full-service restaurant space with patio
- Community setting with engaging aesthetic
- Positioned to be community gathering area for the development
- Designed to have ease of access from individual development to the large parking field with direct access from outside
- **Estimated completion May 2021**



Press

“Sparkling economic development in Dallas’ southern sector is without a doubt a worthy goal, and the unanimous \$22 million grant vote in June by the Dallas City Council to subsidize Red Bird shows the city has decided the project deserves a chance.”



- D Magazine

“This partnership supports the continued vision of Reimagine Red Bird to transform Red Bird Mall into a work, eat, play, stay destination,” the developers said in a prepared statement. “Reimagine Red Bird and Palladium USA will announce the development of Palladium Red Bird Apartments, luxury residences with modern, upscale amenities, to the Oak Cliff community.”



- Tom Huth, Palladium USA CEO

“As part of our mission to improve the health of our community, we are excited by the opportunities presented by this redevelopment effort to bring additional medical services to those living and working in southern Dallas,”
Daniel K. Podolsky, President of UT Southwestern



- NBC DFW

“The Dallas City Council unanimously approved a \$22 million city investment in the Red Bird Mall redevelopment. The vote advances a key piece of Mayor Mike Rawlings’ GrowSouth initiative. Rawlings in a tweet after the vote Wednesday called the decision to finance Red Bird Mall’s redevelopment ‘a victory for southern Dallas and the entire city.’”



- Dallas Business Journal

“We’re trying to get people to recognize the potential of southern Dallas as it actually is and not what their perception is. You can’t do that with a 10,000-square-foot strip center. It has to be done in a big way. This is a massive redevelopment on a massive property.”



- Peter Brodsky,
RedBird Majority Owner/
Co-Developer

“There has never been a really solid local team that understood the marketplace, we are While everyone is welcome - this project is not intended to attract people from North Dallas and beyond. The RedBird development project is intended for the Southern Dallas region and we want to be intentional.”



- Terrence Maiden,
RedBird Co-Developer/
CEO Russell Glen




PALLADIUM
REDBIRD

PALLADIUM
REDBIRD
GROUND
CEREM

PALLADIUM
REDBIRD



THE LAWN RETAIL SPACE

- 14,136 SF of retail and restaurant fronting The Lawn at RedBird
- Join 20,000 SF Foot Locker flagship Power Store, Foot Action & Burlington
- True lifestyle center with experiential tenants
- Catering to the thousands of on-site employees
- The Lawn green space at RedBird will feature programming such as food trucks, live music, yoga, festivals
- **Estimated completion March 2020**

WORK AT RED BIRD

REDBIRD IS LOCATED IN CLOSE PROXIMITY TO AN EDUCATED WORKFORCE AND OFFERS OVER 300,000 SQUARE FEET FOR OFFICE AND MEDICAL.

RedBird will be the future home of the new campuses of UT Southwestern, Parkland, Chime Solutions, Workforce Solutions, Jarvis, The Deck.

OVER 300,000 SF
of office space

will have OVER 2500
employees

up to 8: 1000 SF
parking ratios



- Contemporary & flexible space design
- Energy Efficient
- Environmentally friendly
- Adaptable suite design available for all types of businesses
- Close proximity to educated workforce

LIFE AT CHIME

“The area has a largely untapped talent pool and available real estate - a winning combination for a growing company.”

Mark Wilson, CEO Chime Solutions



LIVE AT RED BIRD

PALLADIUM REDBIRD WILL CONSIST OF 300 LUXURY APARTMENT UNITS WITH STRUCTURED PARKING DELIVERING IN SPRING 2021. THE RESIDENCES CONSIST OF LUXURY APARTMENTS AND FUTURE TOWN HOMES TO COMPLEMENT THE OFFERINGS AT REDBIRD. They will feature an ideal combination of location, amenities and upscale finishes within short walking distance to signature shopping, dining and community events.

Luxury
apartment homes

\$60M project
opening Q4 2021



- Ideal location
- Fantastic amenities
- Short walking distance to signature shopping
- Short walking distance to dining
- Close proximity to community events
- Swimming pool and fitness center
- Residential courtyards & playgrounds
- **Estimated completion June 2021**

EXPERIENCE RED BIRD

REDBIRD WILL BE A TRUE LIFESTYLE CENTER WITH EXPERIENTIAL TENANTS PROVIDING ENTERTAINMENT CATERING TO THE COMMUNITY, THOUSANDS OF ON-SITE EMPLOYEES, RESIDENTS OF PALLADIUM, AND HOTEL GUESTS.

Join Urban Air, Foot Locker Power Store, Starbucks Community Store, Burlington, and Grits Southern Bistro in this thriving redevelopment.

Join







WELLNESS AT RED BIRD

REDBIRD WILL HAVE ACCESS TO SOME OF THE FINEST HEALTHCARE SERVICES IN THE COUNTRY ENCOMPASSING STATE-OF-THE-ART TECHNOLOGY AND LEADING HEALTHCARE PROFESSIONALS. With the announcement of Parkland Hospital System and UT Southwestern joining this exciting redevelopment, health and wellness will be a critical aspect to RedBird. UT Southwestern Medical Center-Dallas is one of the country's leading academic medical centers, patient-care providers and research institutions.



- Parkland Medical will open 43,000 SF outpatient center
- UT Southwestern will open 150,000 SF regional outpatient center
- UT Southwestern and Parkland will have over 1 Million patients to visit each year
- Wellness Trail
- **Estimated completion October 2021**

STAY AT RED BIRD

REDBIRD IS THE PERFECT GETAWAY AND LOCATION TO HOST A CONFERENCE. IF YOU ARE IN TOWN FOR BUSINESS OR PLEASURE, OUR HOTELS WILL PROVIDE INVIGORATION SURROUNDINGS, full conference center, elegant banquet facilities, and comfortable rooms to retire to at the end of the busy day. At the Courtyard by Marriott branded hotel, visitors to oak cliff will find beautiful, modern accommodations at RedBird.

Join

COURTYARD[®]
BY MARRIOTT

- Modern accommodations
- Full conference center
- Visit for business or pleasure
- Invigorating surroundings
- Elegant banquet facilities
- Comfortable rooms
- **Estimated completion June 2021**





CONTACT



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TERRENCE MAIDEN
tgmaiden@russellglen.com



Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be supervised by a broker to perform any services and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

- **AS AGENT OR SUBAGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. A subagent represents the owner, not the buyer, through an agreement with the owner's broker. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.
- **AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.
- **AS AGENT FOR BOTH – INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:
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 - That the owner will accept a price less than the written asking price;
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Venture Commercial Real Estate, LLC	476641	info@venturedfw.com	214-378-1212
Broker's Licensed Name or Primary Assumed Business Name	License No.	Email	Phone
Michael E. Geisler	350982	mgeisler@venturedfw.com	214-378-1212
Designated Broker's Name	License No.	Email	Phone
XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX
Agent's Supervisor's Name	License No.	Email	Phone
Michael Mendelsohn	720570	mmendelsohn@venturedfw.com	214-378-1212
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date



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Ryan Smith	638784	rsmith@venturedfw.com	214-378-1212
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