

WORK

LIVE

SHOP

STAY

PLAY

THE SHOPS AT
RedBird 



2020 PROJECT OF THE YEAR
- DALLAS BUSINESS JOURNAL -

2017 REDEVELOPMENT OF THE YEAR
- D CEO MAGAZINE -





"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



"We're trying to get people to recognize the potential of southern Dallas as it actually is and not what their perception is."

Peter Brodsky, RedBird Majority Owner/Developer



Sparking 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.



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".



"The RedBird development project is intended for the Southern Dallas region and we want to be intentional."

Terrence Maiden, RedBird Developer / Russell Glen Co. CEO



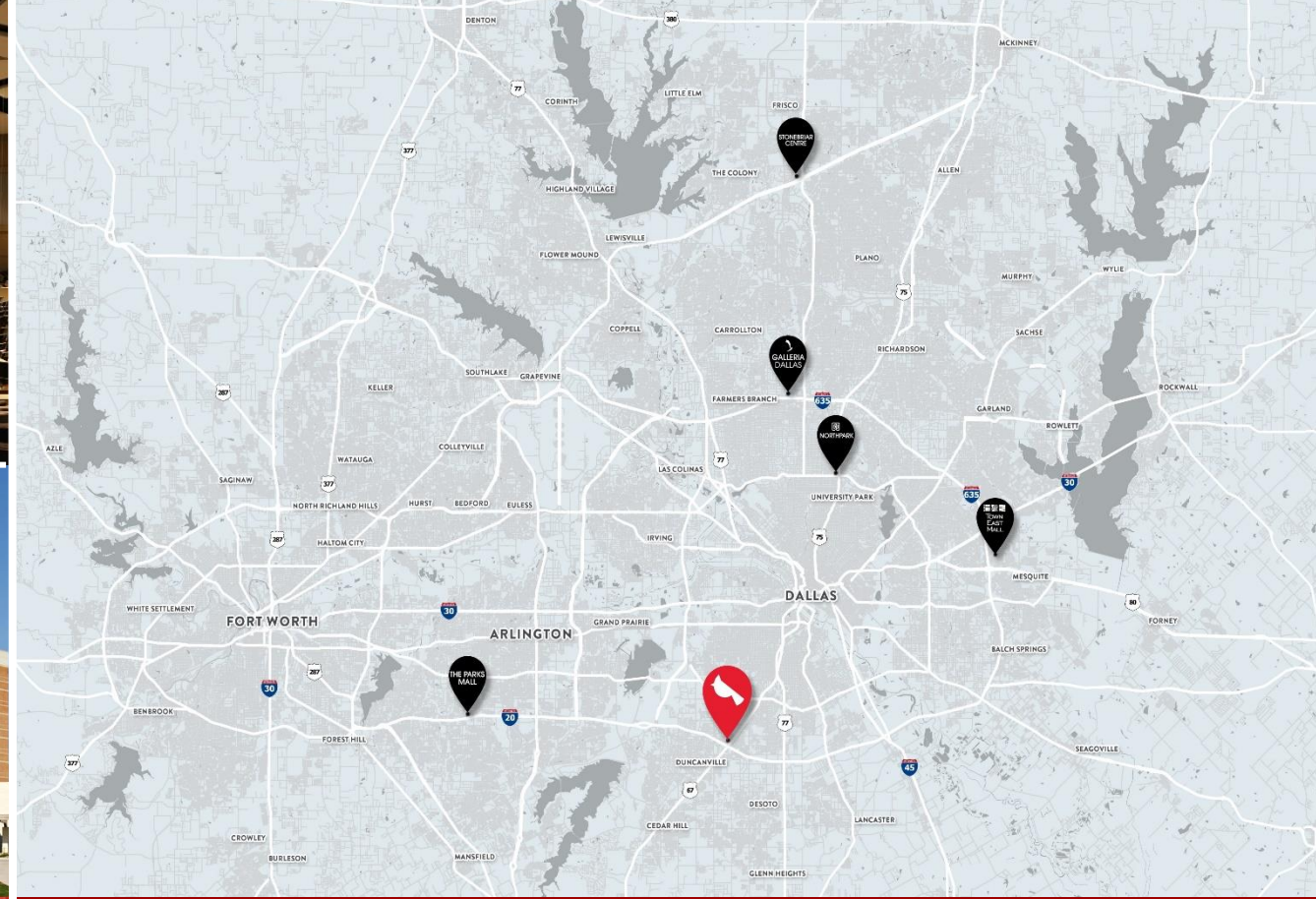
"This partnership supports the continued vision of Reimagine Red Bird to transform Red Bird Mall into a work, eat, play, stay destination."

Tom Huth, Palladium USA CEO



INTRODUCING THE TRIUMPHANT RETURN OF REDBIRD, AN HISTORIC MIXED-USE DEVELOPMENT FOR SOUTHERN 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]

10.9 MILES FROM DOWNTOWN DALLAS
 NEW EXIT TO CAMP WISDOM NORTH BOUND - HIGHWAY 67

AREA AMENITIES
 UNIVERSITY OF NORTH TEXAS DALLAS | PAUL QUINN COLLEGE | KIEST PARK
 DALLAS BAPTIST UNIVERSITY | MOUNTAIN VIEW COLLEGE | CEDAR VIEW COLLEGE
 GOLF CLUB OF DALLAS | EXECUTIVE AIRPORT | BISHOP ARTS DISTRICT
 METHODIST HOSPITAL | BEST SOUTHWEST REGION

OVER 60,000 MEMBERS ATTENDS AREA MEGA CHURCHES



TACO BAR

tap room + terrace

Tomi's

FC
05

THE SHOPS AT
RedBird



CCBF
CANTON CHURCH
10,000 Members

Concord Church
11,000 Members

Antioch Fellowship Church
8,500 Members

12,000 Members

Central Pointe Church of Christ

BOCX
9,500 Members

FULL GOSPEL
4,500 Members

20,592 VPD (14)

179,267 VPD (15)

172,967 VPD (15)

103,504 VPD (15)

Future Full-access, 4 way Intersection

Future Frontage Road

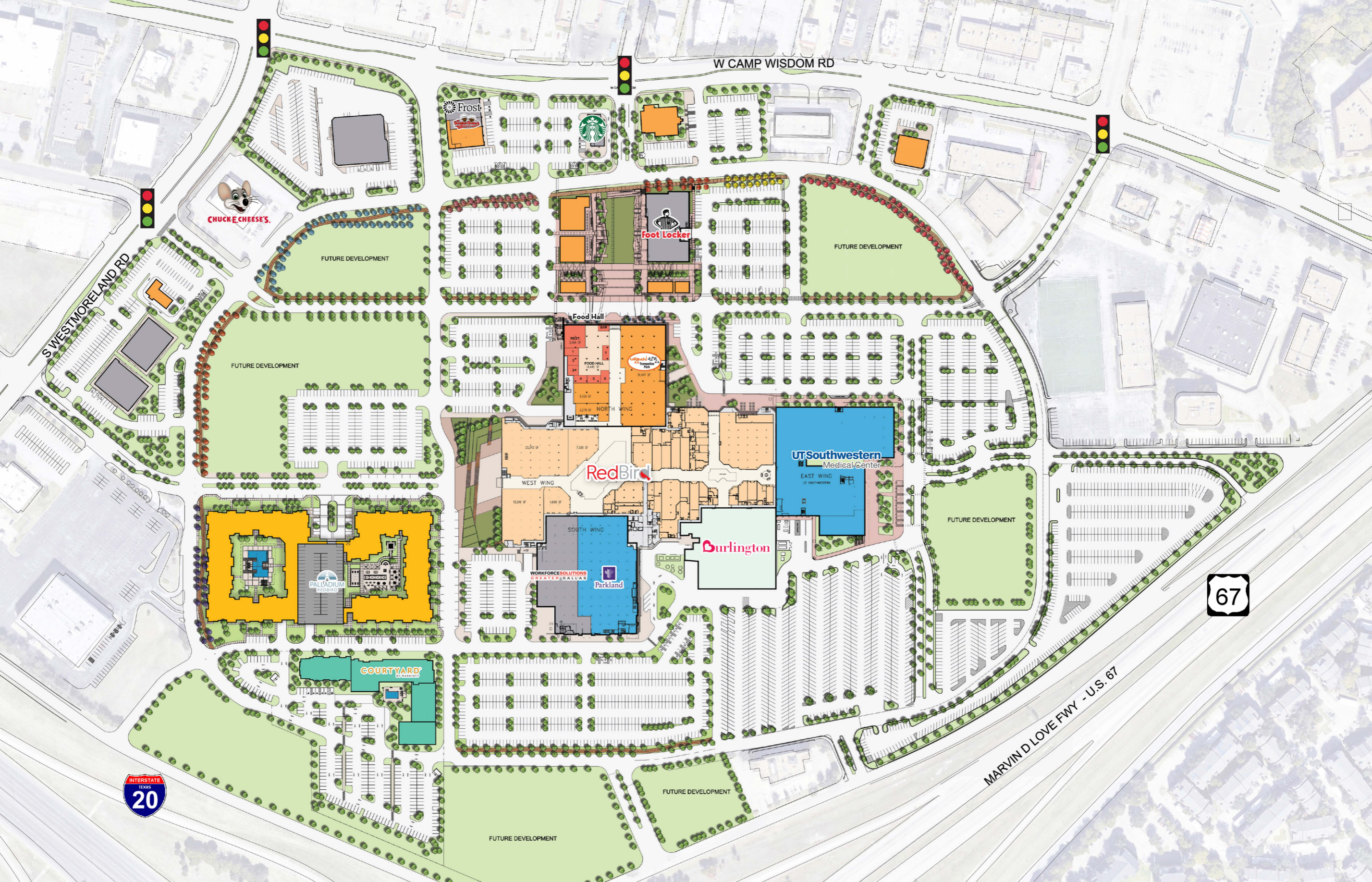
Future Full-access, 4 way Intersection

Future Frontage Road

Existing Highway Offramp

Future Highway Offramp





W CAMP WISDOM RD

S WESTMORELAND RD

MARVIN D LOVE FWY - U.S. 67

CHUCK E CHEESE'S

Foot Locker

Food Hall

RedBird

UT Southwestern
Medical Center

Burlington

PALLADIUM
REDBIRD

WORKFORCE SOLUTIONS
GREATER DALLAS

Parkland

COURTYARD
DALLAS

67

INTERSTATE
TEXAS
20



FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

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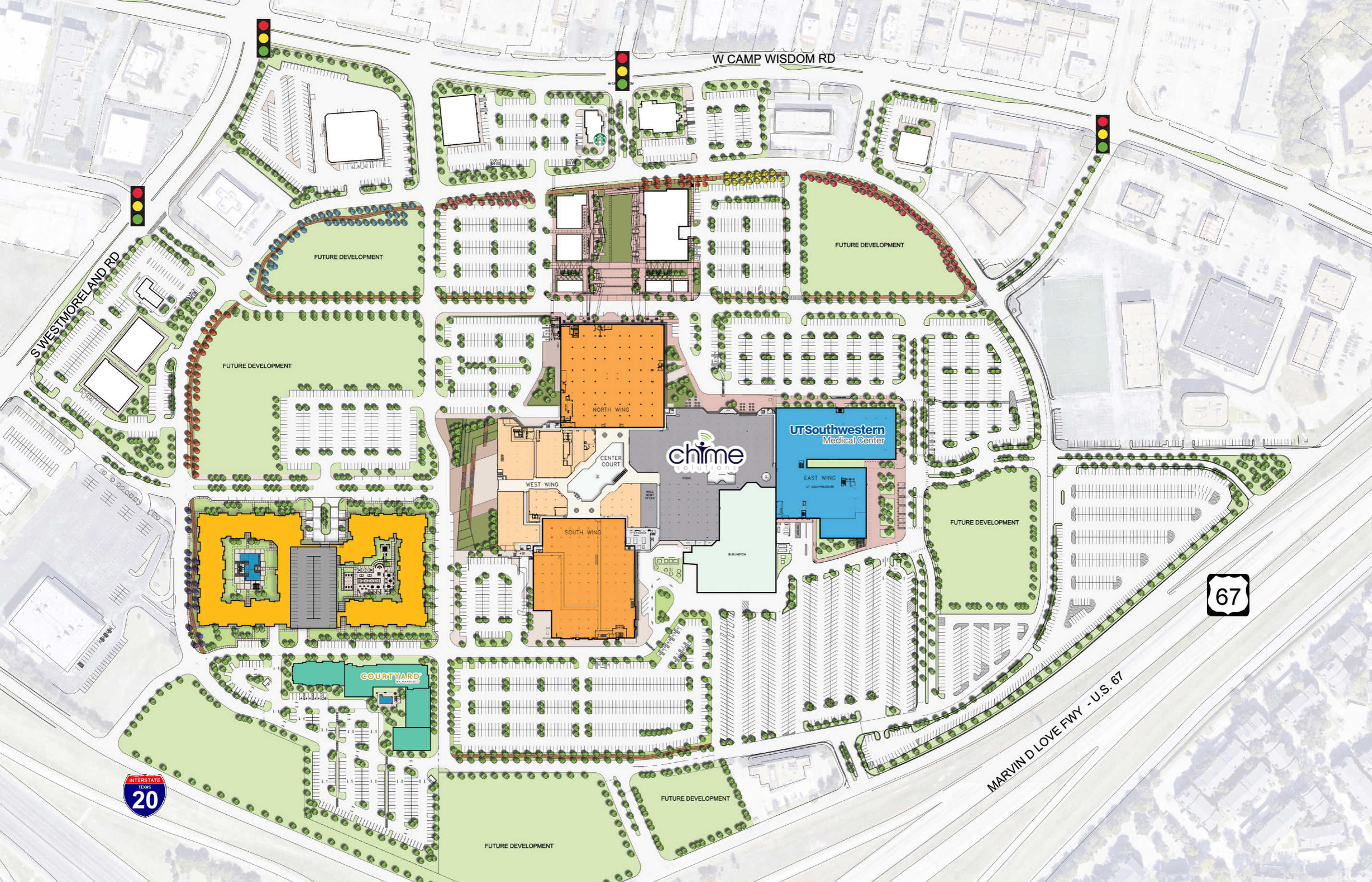
FUTURE DEVELOPMENT

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W CAMP WISDOM RD

S WESTMORELAND RD

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

NORTH WING

chime solutions

UTSouthwestern
Medical Center

WEST WING

CENTER COURT

EAST WING
UT SOUTHWESTERN

SOUTH WING

FUTURE DEVELOPMENT

COURTYARD

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT

MARVIN D LOVE FWY - U.S. 67

67

INTERSTATE
TEXAS
20

REDBIRD OFFERS OVER **200,000** SQUARE FEET DEDICATED TO QUALITY HEALTHCARE FOR THE COMMUNITY.

Parkland Hospital System to open a 43,000 square foot outpatient medical center
Parkland will provide 40,000 preventive and primary care visits each year and 23,000 women's and infant's specialty health visits each year
Parkland to provide variety of services, including pediatric care, geriatric care, podiatry, mammography, radiology and women's health care
UT Southwestern Medical Center will open a 150,000 square feet regional medical center
UT Southwestern will focus on cancer, cardiology, neurology, behavioral health and other under-resourced specialty medical practices in southern Dallas
UT Southwestern will employ over 100 health providers

STAY
THE LAWN
LIVE
WORK
SHOP

WELLNESS

UT Southwestern
Medical Center


Parkland





REDBIRD OFFERS OVER **300,000** SQUARE FEET FOR OFFICE.
REDBIRD WILL HAVE OVER 1,000 WORKERS.

CHIME SOLUTIONS WILL EMPLOY OVER 1,000 PEOPLE FROM COMMUNITY
Contemporary & Flexible Space Design
Energy Efficient & Environmentally Friendly
Adaptable Suite Design Available for All Types of Businesses
Up to 8;1,000 SF Parking Areas
Close Proximity to Educated Workforce

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THE LAWN AT REDBIRD IS A PLACE FOR COMMUNITIES TO COME TOGETHER.

It's appeal as a destination, combined with it's open public spaces and dynamic mix of food, beverage and retail shops make it a natural destination. Located at the center of RedBird, The Lawn is an amenity that will attract many communities across southern.

1 ACRE
indoor + outdoor
PUBLIC SPACE

live music and concerts
community events
Join 20,000 SF Foot Locker
flagship Power Store,
fashion shows
food and wine tastings

THE SHOPS PROMISE TO BE OAK CLIFF'S PREFERRED SHOPPING & DINING DESTINATION.

An eclectic mix of national brands and local boutiques bring an upscale browsing experience to the area for the first time with other established companies. Signature dining establishments offer ample relaxation for neighbors near and far. Friends and family can enjoy each other's company at a variety of entertainment venues.

175,000
SQUARE FEET
RETAIL

retail
dining
entertainment

STAY
THE LAWN

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WELLNESS



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THE RESIDENCES CONSIST OF LUXURY APARTMENTS AND FUTURE TOWN HOMES TO COMPLEMENT THE OFFERINGS AT REDBIRD.

Palladium USA will develop our first luxury residential project consisting of 300 units and an investment of \$60 million. They feature an ideal combination of location, amenities and upscale finishes within short walking distance to signature shopping, dining and community events.



LUXURY
APARTMENT
HOMES

Spacious bedrooms with open floor plans
Resident courtyards with resort style pool
State-of-the-art fitness center
Upscale finishes, fixtures and appliances
Walkability to nearby amenities

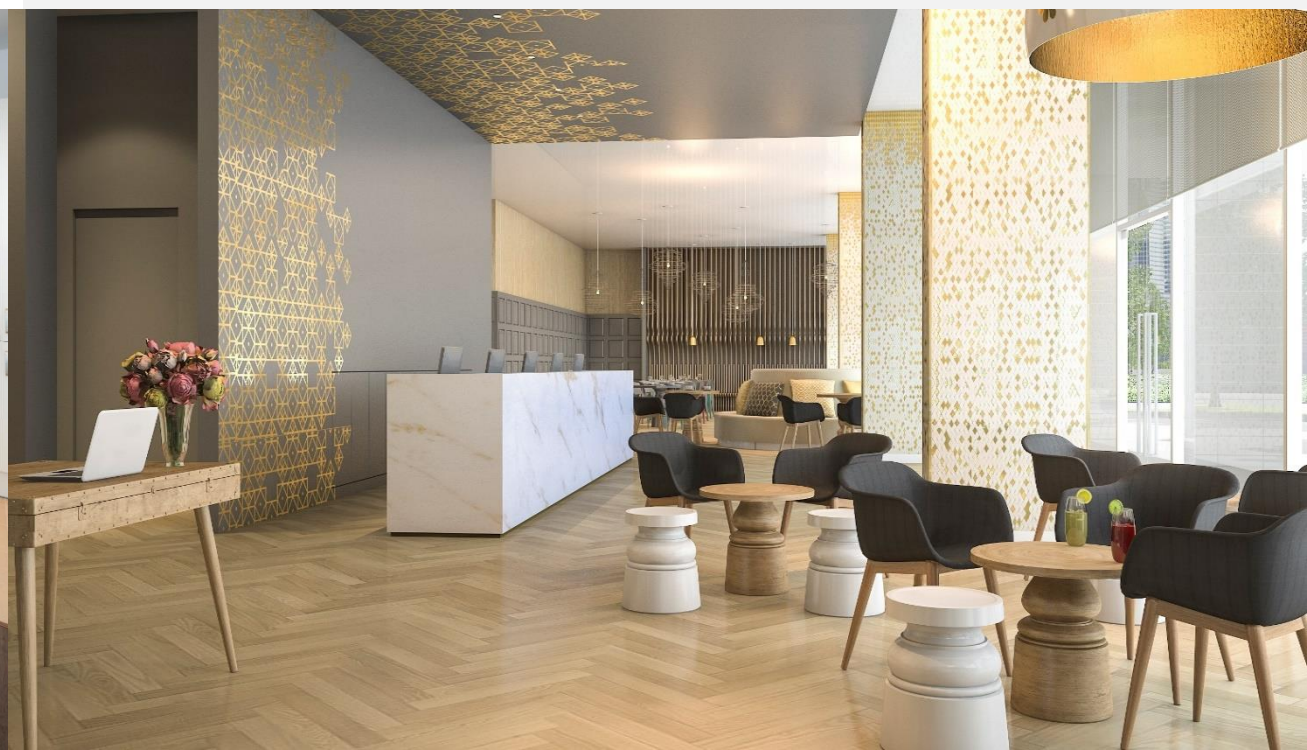
AT THE MARRIOTT BRANDED HOTEL, VISITORS TO OAK CLIFF WILL FIND BEAUTIFUL, MODERN ACCOMMODATIONS AT RED BIRD.

If you are in town for business or pleasure, our hotel will provide invigorating surroundings, a full conference center, elegant banquet facilities, and comfortable rooms to retire to at the end of a busy day.



124 Rooms
8,000 Conference Center
State-of-the-art fitness center

STAY
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LIVE
WORK
SHOP
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RedBird

CONTACT



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SARAH VELTEN
svelten@northviewco.com



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:
 - Must treat all parties to the transaction impartially and fairly;
 - May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
 - Must not, unless specifically authorized in writing to do so by the party, disclose:
 - That the owner will accept a price less than the written asking price;
 - That the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

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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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Northview Company LLC	9011898	info@northviewco.com	(214) 659-1181
Broker's Licensed Name or Primary Assumed Business Name	License No.	Email	Phone
Ryan Smith	638784	rsmith@northviewco.com	(214) 659-1181
Designated Broker's Name	License No.	Email	Phone
XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX
Agent's Supervisor's Name	License No.	Email	Phone
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Agent's Supervisor's Name	License No.	Email	Phone
Sarah Velten	730659	svelten@northviewco.com	214.300.9245
Sales Agent/Associate's Name	License No.	Email	Phone

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