



2021 IMPACT AWARD

- URBAN LAND INSTITUTE -



2019 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



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".



"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



"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



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.



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

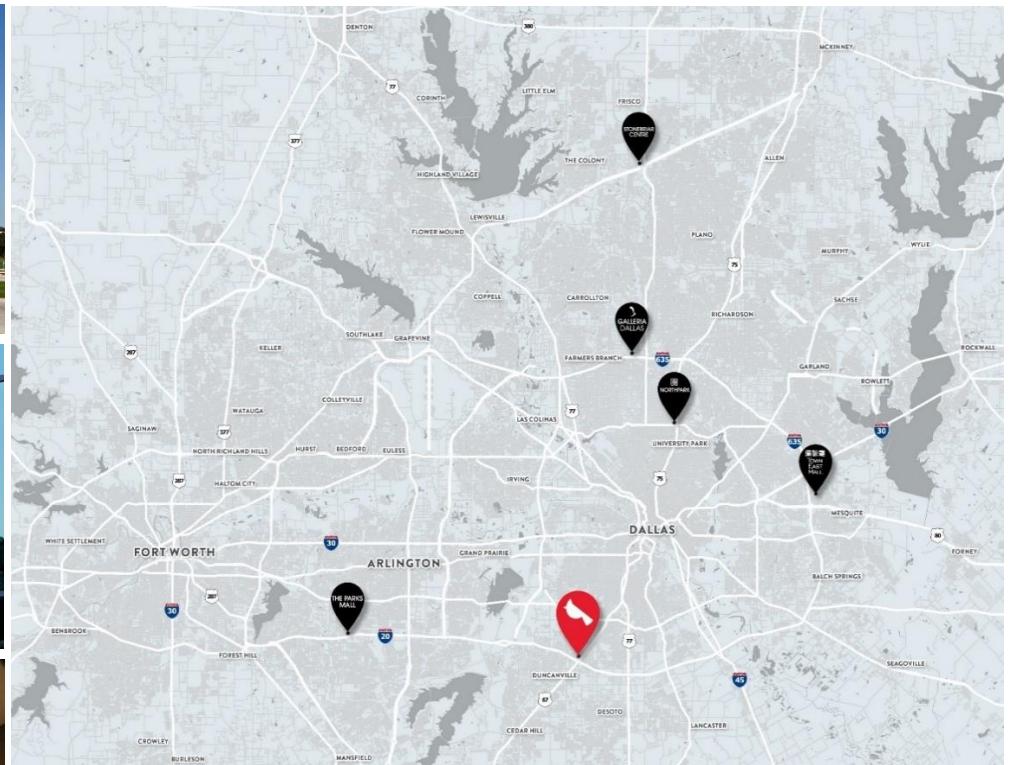
Tom Huth, Palladium USA CEO





INTRODUCING THE **TRIUMPHANT RETURN OF REDBIRD**, AN
HISTORIC MIXED-USE DEVELOPMENT FOR SOUTHERN DALLAS.





10.9 MILES FROM DOWNTOWN DALLAS

NEW EXIT TO CAMP WISDOM NORTH BOUND - HIGHWAY 67

UNT DALLAS



chime
solutions

UTSouthwestern
Medical Center



PARKLAND
HOSPITAL

PAUL QUINN
COLLEGE

THE GOLF CLUB
OF DALLAS

PALLADIUM
REDBIRD

Methodist
Health System



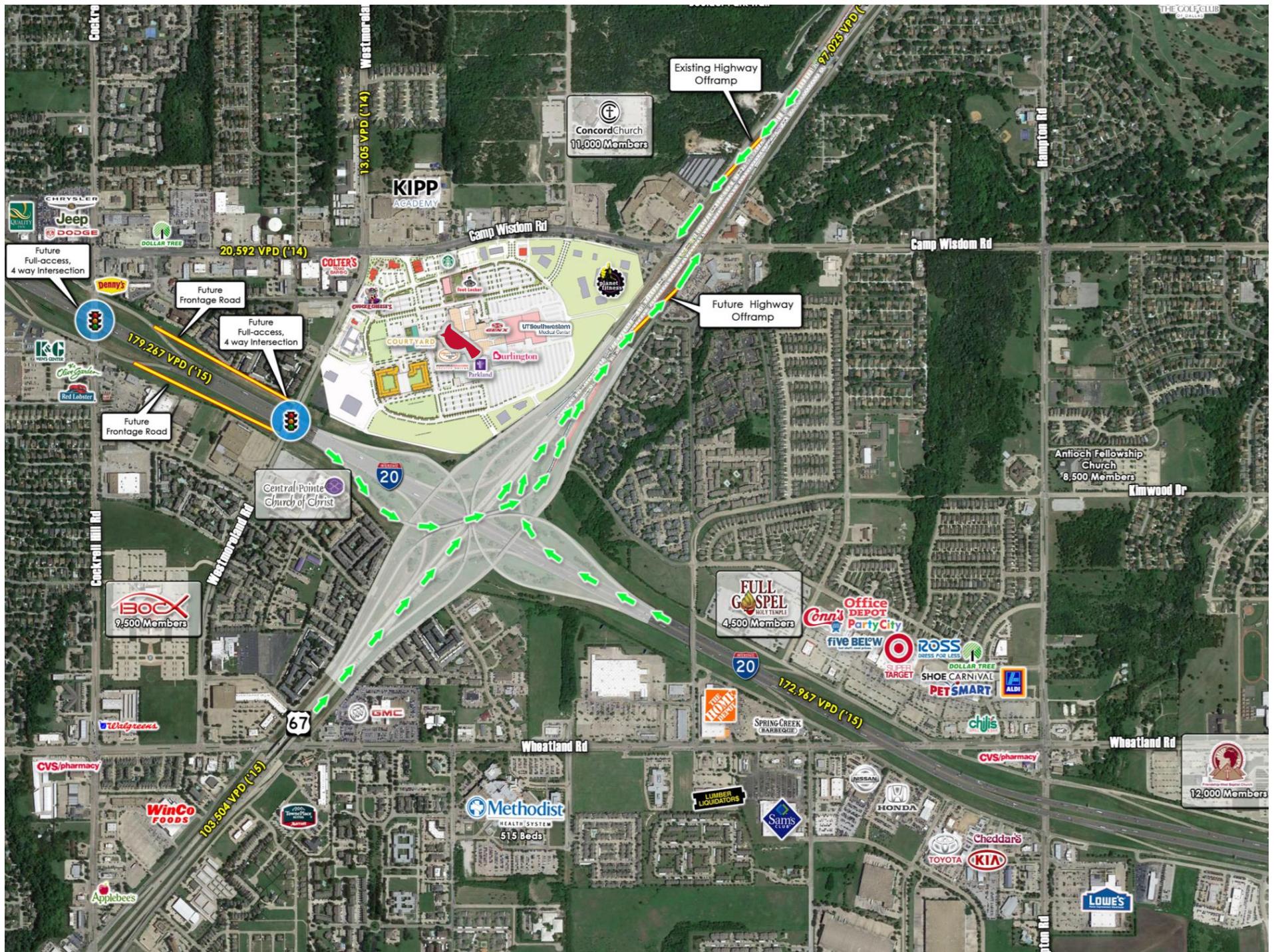
WinCo
FOODS



Workforce
Solutions



	THREE MILES	FIVE MILES	SEVEN 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%





1st
LEVEL







