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Dallas developer says people are seeing 'real change' in Red Bird area

Projects include a 300-unit apartment complex with income-based rent, UT Southwestern medical offices and a Marriott hotel.



Palladium USA's new rental community in the Red Bird Mall redevelopment is expected to open next year. (Palladium USA)

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By Destine Gibson
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Construction cranes are a sign of 'real change' in the Red Bird area of Oak Cliff in southwest Dallas, developer Peter Brodsky **recently told WFAA-TV (Channel 8).**

"People are finally believing because they can see real change," said Brodsky, who purchased Red Bird Mall in 2015. "When they see the construction cranes, they know there's really something happening here."

One project is **an upscale apartment complex with 300 units** that is expected to open next year. Tenants at the Palladium RedBird Apartments will be required to have employment, but rent will be charged based on their income. Scott Johnson, Palladium USA's senior vice president, **told WFAA** that rent should cost only 28% of a tenant's income.

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The complex will have one-, two- and three-bedroom floor plans, as well as a pool, gazebos and a five-story underground parking garage.

"It's like lofts but it's upscale housing that we need in this area," Edna Pemberton, a Southern Dallas community activist, told the television station. "The rent is very affordable."



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BY STEVE BROWN

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Other projects planned for the Reimagine Red Bird development include UT Southwestern and Children's Health medical offices, an Urban Air Adventure Park, a Marriott hotel and a call center that has already hired 1,000 employees, **according to the Dallas Business Journal.**



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Pemberton said it's almost unbelievable to see the development's progress.

"They turned the lights off 13 years ago," she told WFAA.



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