

**CITY PLAN COMMISSION**

**THURSDAY, OCTOBER 10, 2024**

**PLANNER: Oscar Aguilera**

**FILE NUMBER:** SPSPD234-001

**DATE FILED:** January 30, 2024

**LOCATION:** The proposed “Redbird Mall” Special Provision Sign District is bounded by E. Camp Wisdom Rd, US 67, and S. Westmoreland Rd.

**COUNCIL DISTRICT:** 8

**SIZE OF REQUEST:** Approximately 91.04 acres      **CENSUS TRACT:** 0109.04

**REPRESENTATIVE:** Rob Baldwin

**APPLICANT / OWNER:** 3662 Investors, LP.

**REQUEST:** An application to create a new Special Provision Sign District, “Redbird Mall”, on a property zoned MU-2 Mixed Use District 2.

**SUMMARY:** The purpose of the request is to create a new special provision sign district in the area commonly known as the Redbird Mall that would allow for uniform signage throughout the mall’s property and entrances.

**STAFF RECOMMENDATION:** Approval.

**SSDAC RECOMMENDATION:** Approval.

**BACKGROUND INFORMATION:**

- The request is to create a new special provision sign district, The Redbird Mall SPSP on a property zoned Mixed Use District 2 that would allow for uniform signage throughout the mall's property and entrances.
- This property is being redeveloped with mixed uses, that includes a grocery store. The signage is essential to the economic success of the proposed redevelopment of Redbird Mall. The success of this redevelopment would provide more accessible goods and services to the City of Dallas' southwest neighborhoods.
- On July 9, 2024, the Special Sign District Advisory Committee held this application to August 13, 2024, to allow the applicant to modify the proposed conditions.
- On August 13, 2024, the Special Sign District Advisory Committee recommended approval for the proposed Redbird Mall SPSP.

**STAFF ANALYSIS:**

This request is to establish a special sign district for the area, commonly known as the Redbird Mall. The property known as the Redbird Mall is located on property zoned Mixed Use District 2 and is currently being redeveloped with mixed uses. Some of the uses this proposed redevelopment would offer are multifamily, retail, office, medical clinic center, restaurants, commercial amusement, and a general merchandise store over 100,000 square feet in size. The proposed redevelopment would provide more accessible goods and services to the southwest neighborhoods of the City of Dallas. The surrounding area is currently developed with compatible zoning and land uses. The area to the north of the property is developed with retail, a bank, a school, and vacant property. The areas to the east and south are bounded by US 67 highway, vacant property, and I-20 highway. The areas to the west are developed with similar mixed uses including multifamily uses.

Staff observed that most of the new development is within the internal traffic circulation of Redbird Mall. Most of the new businesses are not visible from the public right-of-way. The UT Southwestern Medical Center and internal retail businesses were not visible to city staff during the site visit. The businesses were only visible upon staff entering the private internal vehicular circulation. Therefore, the staff's assessment is that signage would be essential to the economic success of the proposed redevelopment of the Redbird Mall. The proposed special provision sign district would complement the current zoning and land compatibility. Furthermore, the proposed special provision sign district would promote the area's economy and the safety of property and individuals.

Staff **recommends approval**. The proposed New Special Provision Sign Subdistrict is essential to the economic success of the proposed redevelopment of the Redbird Mall. Therefore, the success of this redevelopment would provide more accessible goods and services to the southwest neighborhoods of the City of Dallas.

**Propose signs.**

WEST VILLA SPSD	PROPOSED REDBIRD MALL SPSD
Allowed Signs:	Proposed Signs:
<ul style="list-style-type: none"> <li>○ Arcade Signs</li> <li>○ Attached Signs</li> <li>○ Awning Signs</li> <li>○ Banner Signs</li> <li>○ Canopy Signs</li> <li>○ Changeable Message Signs</li> <li>○ Kiosk Signs</li> <li>○ Flat Attached Signs</li> <li>○ Projecting Signs</li> <li>○ Marquee Signs</li> <li>○ Monument Signs</li> <li>○ Movement Control Signs</li> <li>○ One Signs</li> <li>○ Parapet Signs</li> <li>○ Premise Signs</li> <li>○ Projecting Attached Signs</li> <li>○ Promotional Message Signs</li> <li>○ Roof Signs</li> <li>○ Temporary Signs</li> <li>○ Welcome Message Signs</li> <li>○ Window Art Signs</li> <li>○ Window Signs</li> <li>○ Non-premise Signs</li> <li>○ Detached Signs</li> <li>○ Attached Signs</li> <li>○ Façade-Mounted Banner Signs</li> <li>○ Newsstand Signs</li> <li>○ Barricade Signs</li> </ul>	<ul style="list-style-type: none"> <li>○ Arcade Signs</li> <li>○ Attached Signs</li> <li>○ Awning Signs</li> <li>○ Banner Signs</li> <li>○ Canopy Signs</li> <li>○ Changeable Message Signs</li> <li>○ Kiosk Signs</li> <li>○ Flat Attached Signs</li> <li>○ Projecting Signs</li> <li>○ Marquee Signs</li> <li>○ Monument Signs</li> <li>○ Movement Control Signs</li> <li>○ One Signs</li> <li>○ Parapet Signs</li> <li>○ Premise Signs</li> <li>○ Projecting Attached Signs</li> <li>○ Promotional Message Signs</li> <li>○ Roof Signs</li> <li>○ Temporary Signs</li> <li>○ Welcome Message Signs</li> <li>○ Window Art Signs</li> <li>○ Window Signs</li> <li>○ Non-premise Signs</li> <li>○ Detached Signs</li> <li>○ Attached Signs</li> <li>○ Façade-Mounted Banner Signs</li> <li>○ Newsstand Signs</li> <li>○ Barricade Signs</li> </ul>

List of Officers
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**3550 W CAMP WISDOM LLC**

**3662 W Camp Wisdom LLC**

**CWRD PROPERTIES LLC**

**OMRB, LLC**

**OMRB II, LLC**

**WCWAP LLC**

**RB 3230 WCW, LLC**

**RB 3420 WCW, LLC**

**RB 3502 WCW, LLC**

**RB 3704 WCW, LLC**

**RB 3720 WCW, LLC**

**RB 7220 SW, LLC**

**RB 7575 MDL, LLC**

**RB East Wing Property, LLC**

**RB Land 1, LLC**

**RB Land 2, LLC**

**WCWAP, LLC**

**3662 Investors, LP, sole member of each entity above**

**3662 Investors GP LLC**

**Peter Brodsky, Manager**



SPSD234-001

**July 9, 2024, SSDAC Minutes**

**SPSD234-001**

**MOTION:** It was moved to **hold** the request to the August 13, 2024, Special Sign District Advisory Committee public meeting.

Maker: Peadon

Second: Dumas

Result: Carried: 4 to 0

For: 4 – Peadon, Webster, Hardin, and Dumas,

Against: 0

Absent: 0

Conflict: 0

Speakers – Rob Baldwin.

**August 13, SSDAC Minutes**

**SPSD234-001**

**MOTION:** It was moved to **approve** the creation of a new special provision sign district in the area commonly known as the Redbird Mall that would allow for uniform signage throughout the mall property and entrances.

Maker: Blair

Second: Harding

Result: Carried: 3 to 0

For: 3 – Peadon, Hardin, and Blair,

Against: 0

Absent: 2 – Webster and Dumas

Conflict: 0

Speakers – Rob Baldwin

Division 51A-7. \_\_\_\_\_. Provisions for Redbird Mall Sign District.

SEC. 51A-7. \_\_\_\_\_. DESIGNATION OF REDBIRD MALL SIGN DISTRICT.

A special provision sign district is hereby created to be known as the Redbird Mall Sign District. For purposes of this article, the boundaries of the Redbird Mall Sign District are the land that is enclosed within the following boundaries set forth in Exhibit 7XXX - A, which is attached to and made a part of this ordinance, and generally described as the property bounded by West Camp Wisdom Road, US-67, the LBJ Freeway, and South Westmoreland.

SEC. 51A-7. \_\_\_\_\_. PURPOSE.

(a) The purpose of this division is to regulate both the construction of new signs and the alterations of existing signs to create a unique, lively, and commercially active environment that is bright and safe, and that incorporates diverse, state-of-the-art graphic technologies to promote a mixed-use environment in this district.

(b) These sign regulations have been developed to achieve the following objectives in this district:

(1) To create an aesthetically pleasing environment that promotes an atmosphere of vitality appropriate for a place where people gather for commerce, medical, entertainment, and celebration.

(2) To encourage the use of signs that are innovative, colorful, and entertaining, and that bring a distinctive character to this district.

(3) To identify and promote special events and cultural activities that will occur in this district.

(4) To encourage signs with a style, orientation, and location that take into consideration the high number of pedestrians expected within this district.

(5) To communicate clear directions to and through this district.

(6) To promote the economic success of businesses in this district.

SEC. 51A-7. \_\_\_\_\_. DEFINITIONS.

In this division:

(1) ATTACHED SIGN means any sign attached to, applied on, or supported by, any part of a building (such as a wall, parapet, roof, window, canopy, awning, arcade, or marquee) that encloses or covers usable space.

(2) BANNER means a sign attached to or applied on a strip of cloth, vinyl, or similar material and attached to a building or structure. Awning signs and flags are not banners.

(3) CANOPY means a permanent, non-fabric architectural element projecting from the face of a building.

(4) CANOPY SIGN means a sign attached to, applied on, or supported by a canopy, with no changeable message area.

(5) CHANGEABLE MESSAGE SIGN means an electronic sign whose contents can change periodically and that can show animated messages.

(6) DISTRICT means the Redbird Mall Special Provision Sign District.

(7) EFFECTIVE AREA means:

(A) For a detached sign, other than outlined in (B) below, the area within a minimum imaginary rectangle of vertical and horizontal lines that fully contains all extremities of the sign, excluding its supports. This rectangle is calculated from an orthographic projection of the sign viewed horizontally. The viewpoint for this projection that produces the largest rectangle must be used. If elements of the sign are moveable or flexible, such as a flag or a string of lights, the measurement is taken when the elements are fully extended and parallel to the plane of view.

(B) For signs placed on a fence, non-enclosing wall, planter or other similar structure that is designed to serve a separate purpose other than to support the sign, the entire area of such structure shall not be computed. In such cases, the sign area shall be computed as the entire area within a single continuous rectilinear perimeter of not more than eight (8) straight lines enclosing the extreme limits of writing, representation, emblems, or figures together with all material, color or lighting forming an integral part of the display or used to differentiate the sign background against which it is placed.

(C) For an attached sign, the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word. If a design, outline, illustration, or interior illumination surrounds or attracts attention to a word, then it is included in the calculation of effective area.

(8) FACADE means any separate face of a building, including parapet walls and omitted wall lines, or any part of a building which encloses or covers usable space, chimneys, roof-mounted equipment, mounted antennas, or water towers. Where separate faces are oriented in the same direction or in directions within 45 degrees of one another, they are to be considered as part of a single facade. A roof is not a facade or part of a facade. Multiple buildings on the same lot will each be deemed to have separate facades.

(9) FLAT ATTACHED SIGN means an attached sign projecting 18 inches or less from a building, the face of which is parallel to the building facade.

(10) GENERIC GRAPHICS means any pattern of shapes, colors, or symbols that does not commercially advertise.

(11) KIOSK means a multi-sided structure or cylindrical structure for the display of premise signs. It does not mean vending and sales carts.

(12) MARQUEE SIGN means a sign attached to, applied on, or supported by a permanent canopy projecting over a pedestrian street entrance of a building and consisting primarily of changeable panels, words, or characters. LED, LCD or other electronic message technology may be used.

(13) MONUMENT SIGN means a detached sign applied directly onto a grade-level support structure.

(14) MOVEMENT CONTROL SIGN means a sign that directs vehicular and pedestrian movement within this district.

(15) NON PREMISE SIGN means a sign that is not a premise sign.

(16) ONE SIGN means any number of detached sign parts structurally connected at, or above grade.

(17) PARAPET SIGN means a permanent projecting attached sign erected on or attached to the eaves or edge of the roof or on a parapet. A parapet sign is not a roof sign.

(18) PREMISE means the property in this District.

(19) PREMISE SIGN means any sign the content of which relates to the premise on which it is located and refers exclusively to:

(A) the name, trade name, or logo of the owner or occupant of the premise or the identification of the premises;

(B) accommodations, services, or activities offered or conducted on the premise; or

(C) the sale, lease, or construction of the premise.

(20) PROJECTING ATTACHED SIGN means an attached sign projecting more than 18 inches from a building at an angle, other than parallel, to the facade.

(21) PROMOTIONAL MESSAGE means a message that identifies, promotes, or advertises a cultural activity taking place in this district, any special event being conducted in this district, any event being conducted, in whole or in part, in an entertainment complex in this district, or any other event that will benefit the city that will take place in this district. Benefit to the city is established by:

(A) Use of city property in accordance with a contract, license, or permit;

(B) The receipt of city monies for the activity or event; or

(C) An ordinance or resolution of the city council that recognizes the activity or event as benefiting the city.

(22) PUBLIC AREA means any publicly or privately owned outdoor area that is accessible to the public.

(23) SPECIAL SIGN DISTRICT ADVISORY COMMITTEE means that committee composed and established in Section 51A-7.504 of the Dallas Development Code.

(24) STOREFRONT means an identifiable portion of the premise for which a separate certificate of occupancy has been issued.

(25) TEMPORARY SIGN means a sign erected for a limited time that identifies an event or activity of limited duration. Examples include signs advertising the sale or lease of property, construction activity in progress, or a concert or other cultural event.

(26) WELCOME MESSAGE means a message that identifies and greets people who are expected to visit this district, such as heads of state; foreign dignitaries; groups using city property in accordance with a contract, license, or permit; or government organizations.

(27) WINDOW ART DISPLAY means an exhibit or arrangement placed within a storefront window of a building and designed to be viewed from a street or public area.

(28) WINDOW SIGN means a sign painted or affixed to a window.

(29) WORD: For purposes of this division, each of the following is considered to be one word:

(A) Any word in any language found in any standard unabridged dictionary or dictionary of slang.

(B) Any proper noun or any initial or series of initials.

(C) Any separate character, symbol or abbreviation such as "&", "\$", "%", and "Inc.".

(D) Any telephone number or commonly used combination of numerals and symbols such as "\$5.00" or "50%".

(E) Any internet website, network, or protocol address, domain name, or universal record locator.

(F) Any symbol or logo that is a registered trademark but which itself contains no word or character.

A street number is not considered to be a word.

#### SEC. 51A-7. \_\_\_\_ GENERAL PROVISIONS FOR ALL SIGNS.

(a) Premise signs. All signs in this district must be premise signs or convey a noncommercial message. Any representation of a red bird is encouraged and considered art and can be used without limit within this District.

(b) Applicable divisions of Article VII. Except as otherwise provided in this division, all signs in this district must comply with the provisions for Business Districts in Article VII. In the event of a conflict between this division and other requirements set forth in Article VII that are not mandated by state or federal law, the requirements set forth in this division apply.

(c) Permit and certificate of appropriateness requirements.

(1) Sign permit required. A person shall not alter, place, maintain, expand, or remove a sign in this district without first obtaining a sign permit from the city. It is a defense to prosecution that the person was replacing a banner overhanging the public right-of-way using the existing sign hardware. A sign permit is required to install sign hardware for a banner.

(A) Sign permit procedures. Except as provided below, the procedures for obtaining a sign permit in Sec. 51A-7.505 apply in this district.

(2) Certificate of appropriateness. All signs in this district are required to obtain a certificate of appropriateness, except for:

- (A) any non-illuminated temporary banners of 20 square feet or less; or
- (B) any non-illuminated attached premise sign of less than 20 square feet;
- (C) streetlight pole banners or facade mounted banners; or
- (D) any sign that cannot be seen from a public right-of-way.

(i) Setback/spacing. Except as provided in the spacing requirements for kiosks, there are no setback or spacing requirements for a sign in this district.

#### SEC. 51A-7. \_\_\_\_ DETACHED SIGNS.

(a) Detached signs in general.

- (1) A premise may have one or more detached signs.
- (2) Detached signs may not exceed 1,000 feet in effective area.
- (3) Detached signs may not exceed 60 feet in height.
- (4) Detached signs may only be:
  - (A) monument signs;
  - (B) an architectural, water or landscape composition that identifies the premise; or
  - (C) signs on public improvements;
  - (D) banners on streetlight poles;
  - (E) special purpose signs;
  - (F) district identification signs; or
  - (G) up to two Expressway Signs are allowed.

(H) there is no limit on the number of detached signs in this District, provided a 10-foot setback is provided. A minimum 5-foot setback for all detached signs exceeding 10 feet in height.

(i) movement control

(c) Banners on light poles.

(1) Banners must display a promotional message, a welcome message, or generic graphics.

(2) No more than 10 percent of the effective area of a banner may contain a welcome message that identifies and greets a group using city property in the district in accordance with a contract, license, or permit.

(3) No more than 10 percent of the effective area of a banner may contain the word(s) or logo(s) that identify a sponsor of a cultural event or activity taking place in the district.

(4) A banner having either a promotional message or a welcome message may not be erected more than 90 days prior to the beginning of the advertised activity or event, and must be removed no later than 15 days after that activity or event has ended. The sign hardware for a banner may be left in place between displays of a banner.

(5) A banner and its hardware must:

- (A) be mounted on a streetlight pole;
- (B) meet the sign construction and design standards in the Dallas Building Code;
- (C) be at least 12 feet above grade, unless it overhangs a roadway, in which case it must be at least 15 feet above grade;
- (D) be made out of weather-resistant and rust-proof material;
- (E) not project more than three feet from the pole onto which it is mounted;
- (F) not exceed 20 square feet in effective area; and
- (G) maintained in good condition.

(d) Section 51A-7.305(b)(5) does not apply in this District.

#### SEC. 51A-7. \_\_\_\_ ATTACHED SIGNS.

(a) In general.

(1) Attached signs must be securely attached.

(2) Attached signs overhanging the public way are permitted, except that no sign may project closer than two feet to the vertical plane extending through the back of a street curb.

(3) The maximum combined effective area of all signs attached to a facade may not exceed 30 percent of the total area of the facade.

(4) Except as provided in paragraph (5), attached signs may have a maximum of 10 words, which contain any character of a height equal to or exceeding four inches and pertain to any premise or occupancy. Words consisting of characters less than four inches high may be used without limit.

(5) No sign may be painted onto the roof of a building, and no flat attached sign is permitted on the roof of a building.

~~(6) Canopy signs may project vertically above the surface of the canopy. The maximum height of the projection may not exceed 15 percent of the overall length of the sign.~~

(7) Canopy signs erected pursuant to this section are permitted on canopies that overhang the public right-of-way, except that no canopy sign may project closer than two feet from the back of the curb.

(e) Marquee signs.

(1) Marquee signs are allowed only on a storefront that is used as an entertainment complex.

(2) The maximum effective area of a marquee sign is 150 square feet.

(3) Marquee signs must be parallel to the surface to which they are attached, and may not project less than two feet from back of curb.

(4) No building may have more than one marquee sign per street frontage.

(5) Marquee signs may use LED, LCD or similar electronic technology.

(f) Projecting attached signs.

(1) No projecting attached sign on a premise may be closer than five feet from another projecting attached sign.

(2) No projecting attached sign may exceed 100 square feet in effective area, or project more than 3 feet into the public right-of-way.

(3) No projecting attached sign may be lower than 12 feet above grade.

(4) No projecting attached sign may project vertically more than four feet above the edge of the wall to which it is attached; if the sign is attached to a wall with a parapet wall, it may not project vertically above the parapet wall.

(g) Window signs.

(1) A window sign may only be a premise sign or contain a promotional message.

(2) Window signs are allowed only in ground level windows.

(3) Up to 10 percent of the effective area of a window sign may contain the word(s) or logo(s) that identify a sponsor of a cultural event or activity taking place in the district.

~~—(4) Changeable message signs are not permitted in Subdistrict A.~~

#### SEC. 51A-7. \_\_\_\_\_. SPECIAL PROVISIONS FOR SPECIAL PURPOSE SIGNS.

(a) Special purpose signs may be externally illuminated, and, except for banners, may be internally illuminated or “back-lighted.”

(b) Attached special purpose signs.

(1) Each storefront may have one attached special purpose sign per facade. An attached special purpose sign may be displayed for a maximum of 45 consecutive days, up to 4 times per year, and it must not exceed 200 square feet in effective area.

(2) A storefront for an entertainment complex use may have up to four attached special purpose signs at a time. An attached special purpose sign may be displayed for up to 45 days in any given twelve-month period, and it must not exceed 400 square feet in effective area.



SEC. 51A-7. \_\_\_\_ SPECIAL PROVISIONS FOR KIOSK SIGNS.

- (b) No kiosk may be illuminated by a detached, independent external light source.
- (c) Kiosks must be spaced at least 50 feet apart.
- (d) Kiosks may be located on sidewalks if unobstructed sidewalk widths of eight feet are maintained.
- (e) Kiosks must be securely anchored to the ground.
- (f) Kiosks may not exceed ten feet in height and 100 square feet in effective area. The display area for each sign on a kiosk may not exceed 20 square feet.

SEC. 51A-7. \_\_\_\_ SPECIAL PROVISIONS FOR MOVEMENT CONTROL SIGNS.

- (a) Movement control signs must direct vehicular or pedestrian movement within this district or to an adjacent and congruent district and may include the name or logo of any premise or activity center located in this district.
- (b) Movement control signs:
  - ~~(1) must not exceed three square feet in effective area;~~
  - (2) may be erected anywhere within the district without limit as to number; and
  - ~~(3)~~ have a maximum height of eight feet and a maximum effective area of 15 square feet.
- (c) Movement control signs may be attached or detached and may be erected on any premise without limit as to number.

SEC. 51A-7. \_\_\_\_ SPECIAL PROVISIONS FOR OTHER TEMPORARY SIGNS.

(a) In addition to the other protective signs permitted under Section 51A-7. \_\_\_\_, Temporary Protective Signs may be erected anywhere on a construction site at anytime during construction. There is no limit on the number of these signs, but no sign may exceed 20 square feet in effective area or eight feet in height. Temporary protective signs may be illuminated, but no lighting source may project more than three inches from the vertical surface of, or six inches above the top of, the sign. All temporary protective signs must be removed upon completion of the construction.

(b) Temporary signs may be erected on construction fencing subject to Section 51A-7. \_\_\_\_

(c) "For Sale," "For Lease," "Remodeling," and "Under Construction" signs. Signs that relate exclusively to the sale, lease, construction, or remodeling of the premises on which they are located are permitted. There is no limit to the number of attached signs permitted. Detached signs are limited to one for each 100 feet of frontage on a public street or private access easement. If attached to a window, the maximum effective area of the sign is 16 square feet. If attached to other portions of a facade, the maximum effective area of the

sign is 32 square feet. No detached sign may exceed 128 square feet in effective area or 16 feet in height.

SEC. 51A-7. \_\_\_\_\_. SPECIAL PROVISIONS FOR DISTRICT SIGNS.

(a) District signs may only be a detached sign, facade mounted banner sign, kiosk sign, newsstand sign, or a changeable message sign.

(b) A district sign may display:

(1) The name, trade name, or logo of the owner or occupant of the premise or the identification of the premises located in this district.

(2) Accommodations, services, or activities offered or conducted on any premise within this district;

(3) The advertisement of products by brand name or symbol for any products sold on a premise within this district if at least 10 percent of the sign is devoted to identification of the district;

(4) The sale, lease, or construction of any premise within the Redbird Mall Special Provision Sign District.

SEC. 51A-7. \_\_\_\_\_. SPECIAL PROVISIONS FOR DISTRICT IDENTIFICATION SIGNS.

(a) No more than eight district identification signs are permitted in this district.

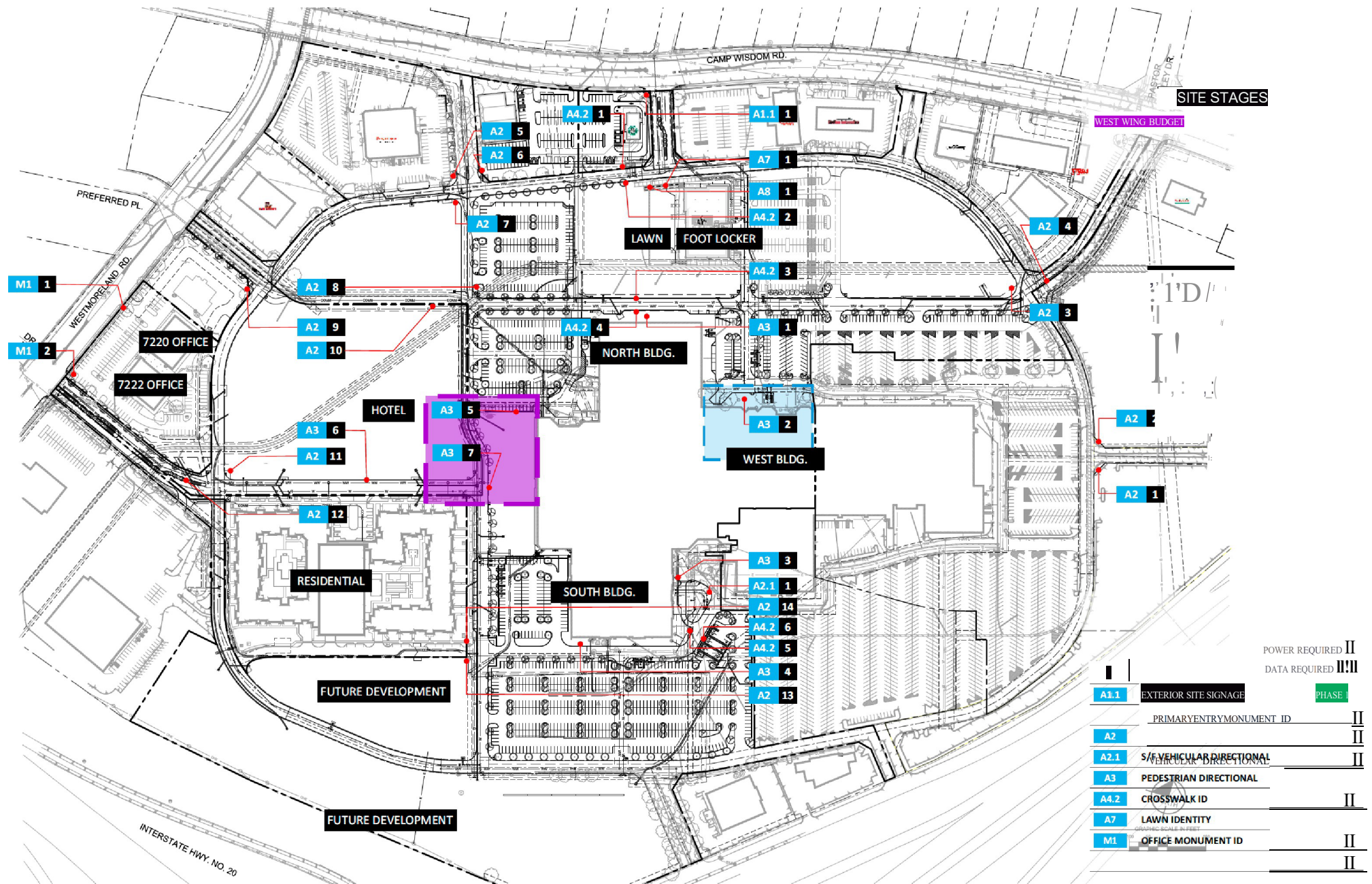
(b) A district identification sign may only display the name of the premise, i.e. "Redbird Mall," and a logo identifying the district.

(c) No district identification sign may have a height greater than 10 feet, or an effective area greater than 150 square feet.

# RB Phase II Signage

## “Old Signage”

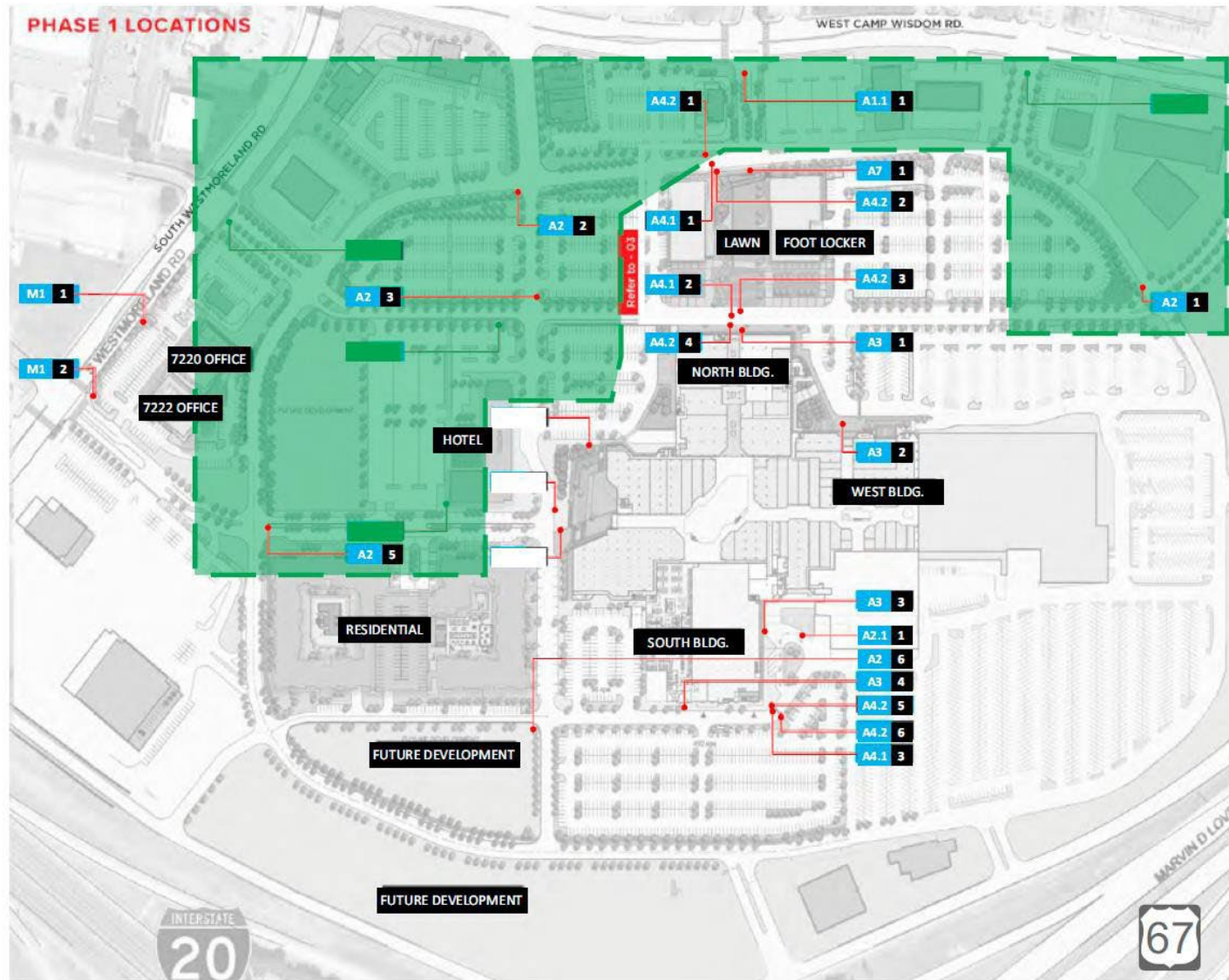
LEGEND						
No.	Exterior Site Signage	Qty.	Phase I	Phase II	Locations	Comments
A1.1	D/F Primary Entry ID: Internally Illuminated					
A2	D/F Vehicular Signage	12	X		Along the Ring Road	In Progress
A2.1	D/F Vehicular Directional: Non-Illuminated	1	X		SW	Completed
A3	Pedestrian Directional: Non-Illuminated					
A4.2	Crosswalk Identity: Non-Illuminated	1	X		SW	Completed
A5	D/F Pylon ID: Internally Illuminated - O1					
A5	D/F Pylon ID: Internally Illuminated - O2					
A6	"Red Bird" Bldg ID: Internally Illuminated - O1	1	X		SW	Completed
A6	"Red Bird" Bldg ID: Internally Illuminated - O2					
A7	The Lawn Monumental Sign	1	X		TL	Completed
B1.1	Building Entry - "SW" Letters	2	X		SW / NF	Completed
B1.3	Building Entry - Address ID	2	X		SW / NF	Completed
C1 - C8	Open Alum "Box" W/Tree Silhouettes on Faux Greenery					
D1 - D64	Bird Silhouettes FCOs					
M1	Office Monument					



SITE PLAN - EXTERIOR SITE SIGNAGE LOCATIONS

N.T.S.





SITE PLAN - EXTERIOR SITE SIGNAGE LOCATIONS

N.T.S.

## SITE STAGE

PHASE 1 SITE BUDGET

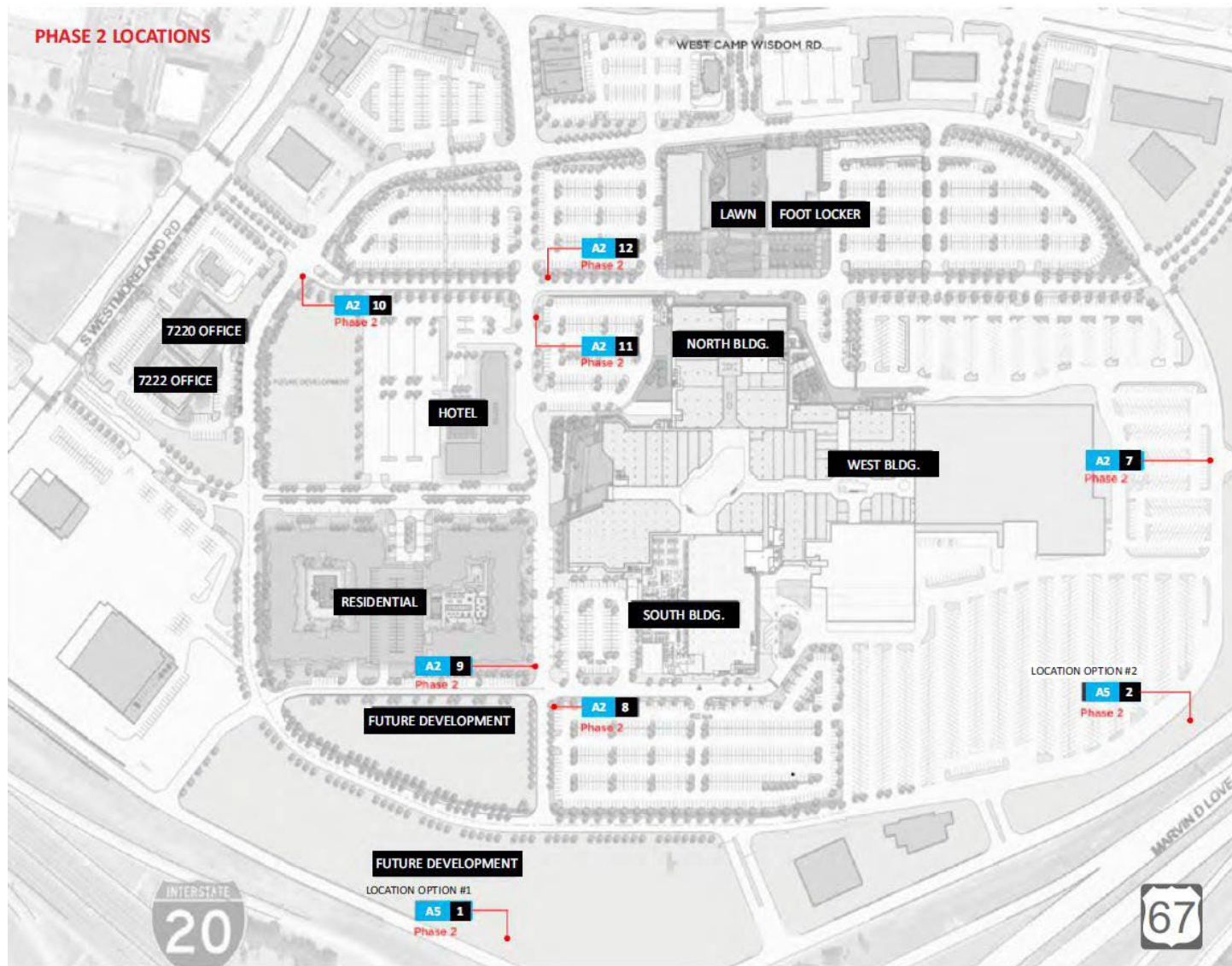
## Chandler's Reference Map

A1.1 | A3 | M1

POWER REQUIRED

DATA REQUIRED



#	EXTERIOR SITE SIGNAGE	PHASE 1
A1.1	PRIMARY ENTRY MONUMENT ID	
A2	VEHICULAR DIRECTIONAL	
A2.1	S/F VEHICULAR DIRECTIONAL	
A3	PEDESTRIAN DIRECTIONAL	
A4.2	CROSSWALK ID	
A7	LAWN IDENTITY	
M1	OFFICE MONUMENT ID	



SITE STAGE

PHASE 2 SITE BUDGET - ALL THIS PAGE

Chandler's Ref. Map  
A5 Signs

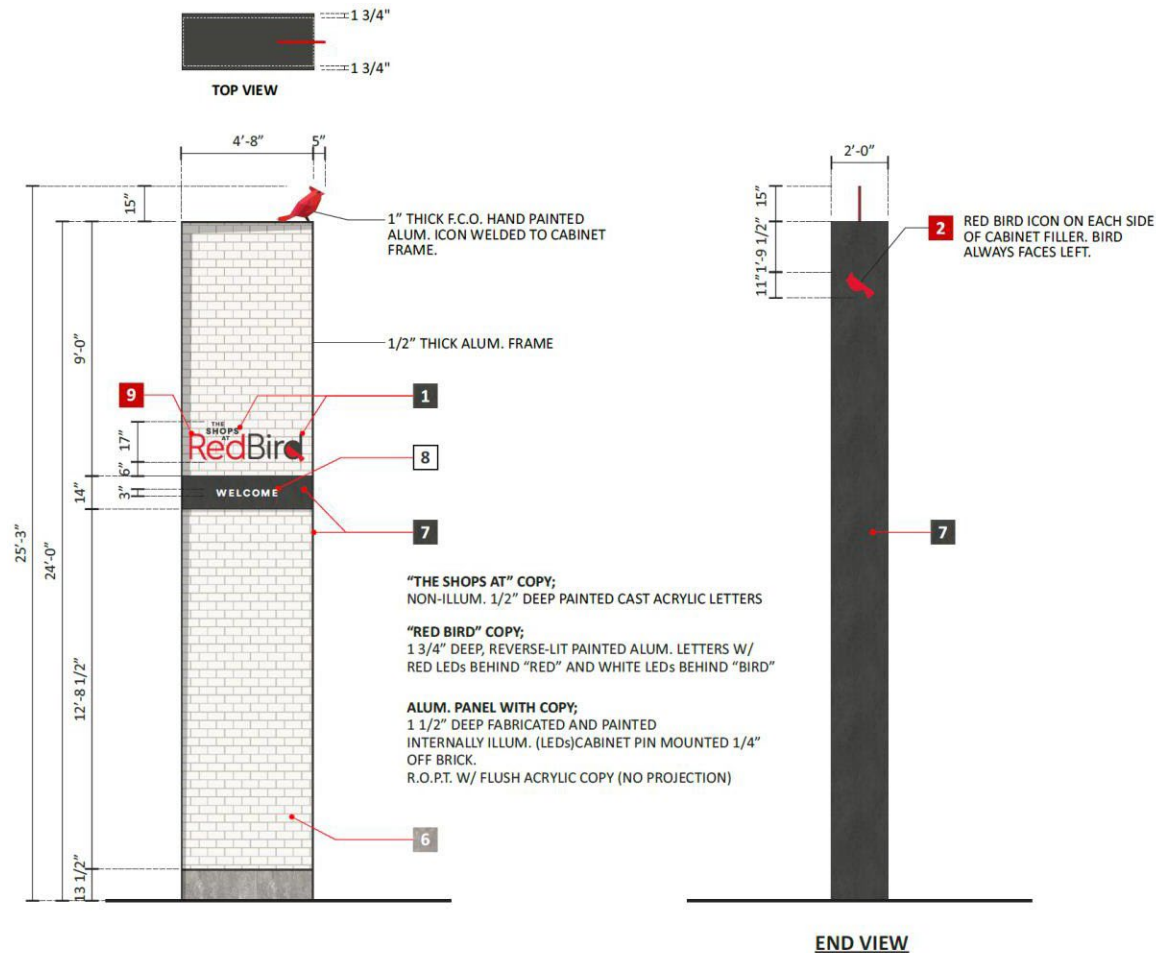
POWER REQUIRED   
DATA REQUIRED 

#	EXTERIOR SITE SIGNAGE	PHASE 2
A2	VEHICULAR DIRECTIONAL	
A5	PYLON ID - OPTION 1	
A5	PYLON ID - OPTION 2	 

SITE PLAN - EXTERIOR BUILDING SIGNAGE LOCATIONS

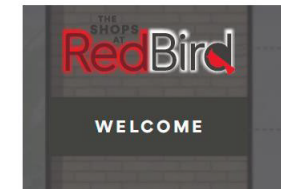
N.T.S.

# A1.1 D/F Primary Entry ID: Internally Illuminated

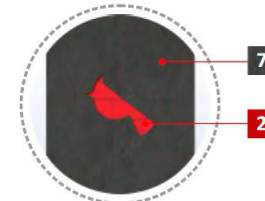


## COLOR KEY

- 1 MATTHEWS BLACK MP33260 TWILIGHT ZONE
- 2 RED PAINTED "BIRD" ON BRICK, MATTHEWS - PMS 185C RED
- 3 MATTHEWS WHITE MP05780 PEARL STONE
- 4 DISTRESSED RED PAINTED COPY AND "BIRD" ICON, MATTHEWS - PMS 185C RED
- 5 DISTRESSED MATTHEWS GRAY PTM 429 GREY
- 6 INTERSTATE BRICK: NORMAN COLOR: ASH
- 7 ALUM. W/ BLACKENED STEEL FAUX FINISH
- 8 7328 WHITE ACRYLIC
- 9 MATTHEWS RED - PTM 185C RED



NIGHT VIEW



DETAIL 02 - REDBIRD ICON  
WATER-JET OR LASER-CUT BIRD ICON  
WITH SHOW-THRU BRICK PAINTED RED.  
(PAINT INSIDE ALUM. TRIM RED BRICK)

A1.1

## D/F PRIMARY ENTRY ID: INTERNALLY ILLUMINATED

ONE (1) REQUIRED - MANUFACTURE AND INSTALL

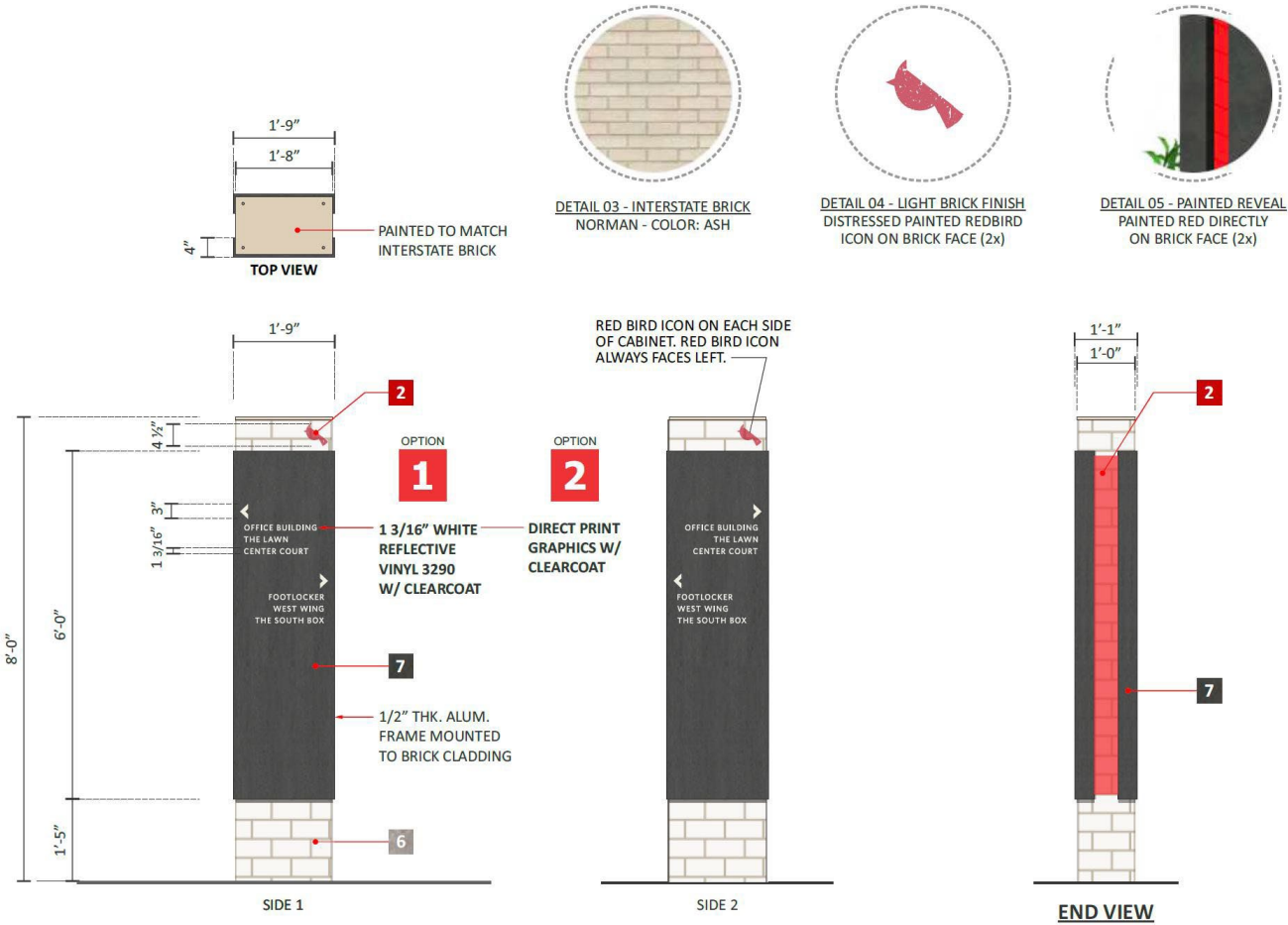
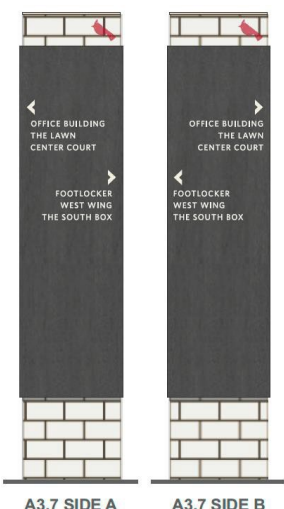
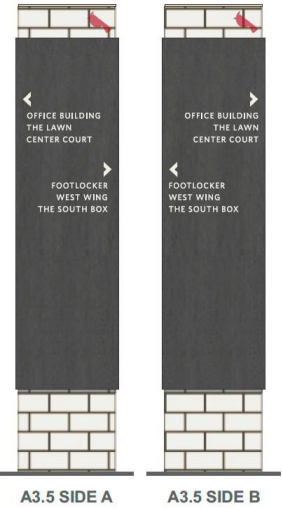
SCALE: 1/4" = 1'-0"

FONT: GORDITA BOLD

CUSTOMER TO PROVIDE HIGH RESOLUTION VECTOR/DIGITAL FILE WITH APPROVED GRAPHICS.



# A3 Pedestrian Directional: Non-Illuminated



A3

## D/F PEDESTRIAN DIRECTIONAL: NON-ILLUMINATED

SCALE: 1/2" = 1'-0"

TWO (2) REQUIRED - MANUFACTURE AND INSTALL

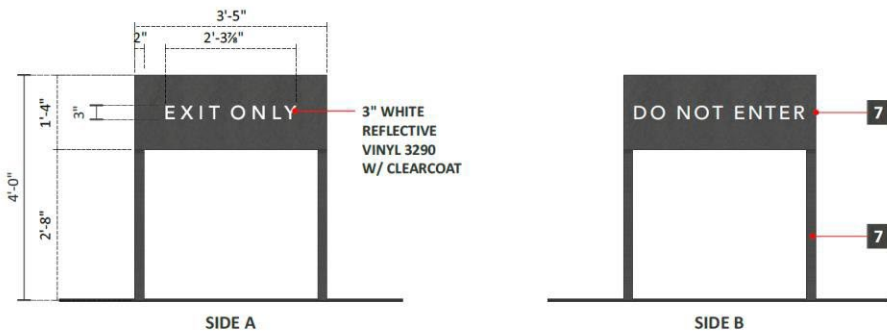
DIRECTION OF ARROWS TO BE ADJUSTED ON OPPOSITE SIDE.



#### A4.2 – Crosswalk Identity: Non-Illuminated



**PROPOSED**



**SIDE A**

**SIDE B**

## A2.1

**D/F VEHICULAR DIRECTIONAL: NON-ILLUMINATED**

SCALE: 1/2" = 1'-0"

PHASE 1

ONE (1) REQUIRED - MANUFACTURE AND INSTALL

FONT: AVENIR LT STD 65

4.6 SQ.FT.



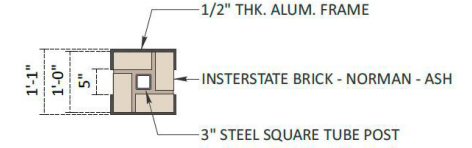
PROPOSED - EAST SIDE

PROPOSED - SOUTH SIDE

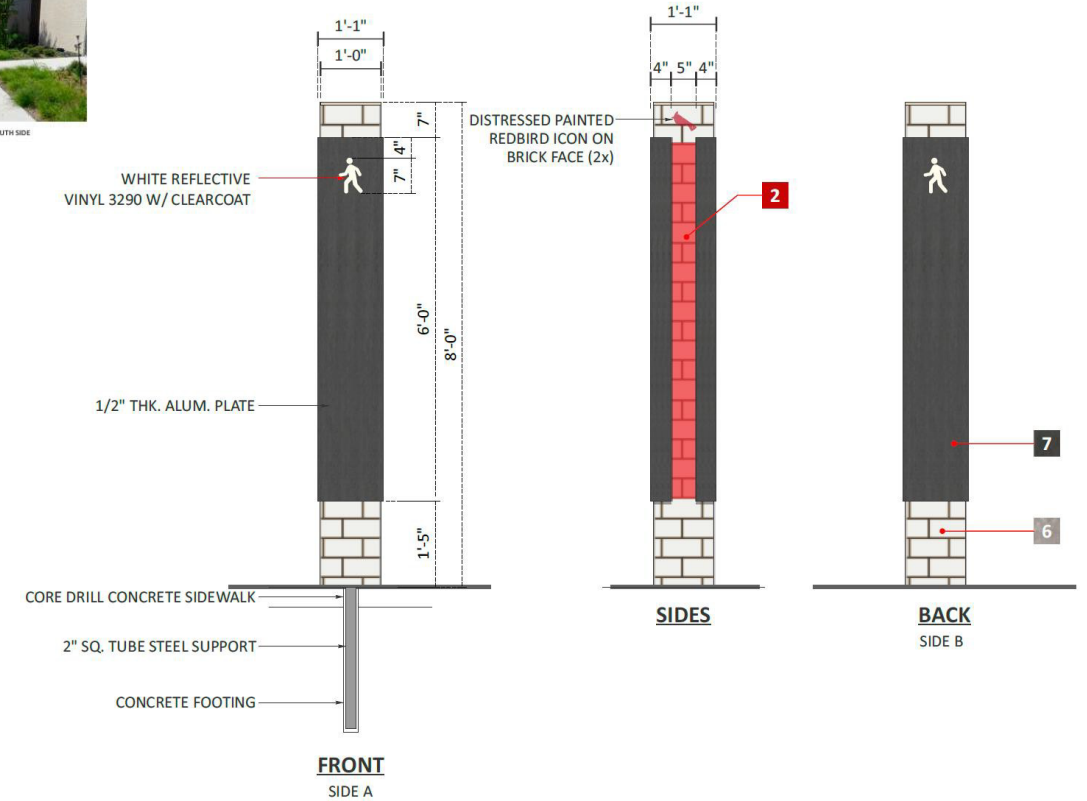
1/2" THK. PTD ALUM. PLATE  
SECURED TO TOP OF STRUCTURE  
W/ STAINLESS STEEL TAMPER  
PROOF SCREWS



**PLAN VIEW**  
(W/ TOP PLATE)



**PLAN VIEW**  
(W/O TOP PLATE)



## SIDES

**BACK**  
SIDE B

**FRONT**  
SIDE A

## A4.2

### CROSSWALK IDENTITY: NON-ILLUMINATED

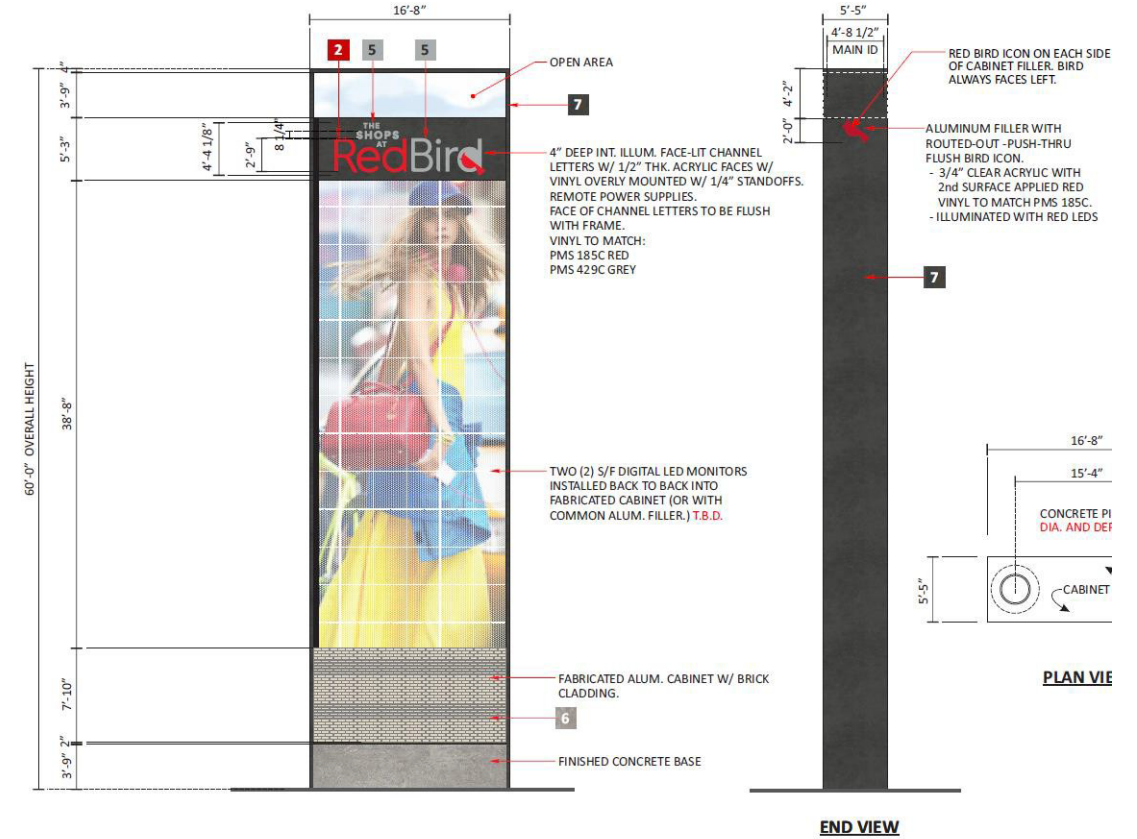
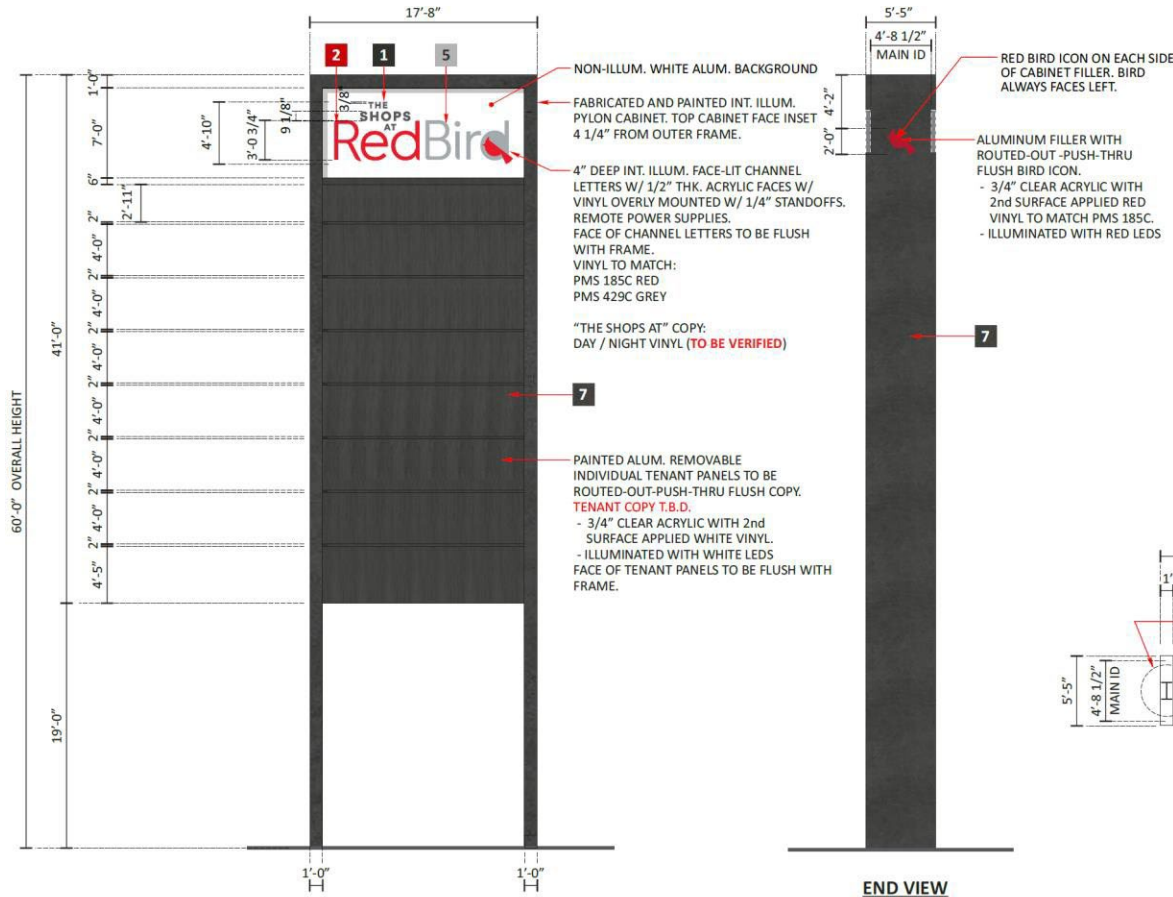
SCALE: 1/2" = 1'-0"

FOUR ( 4 ) REQUIRED - MANUFACTURE AND INSTALL

8.7 SQ.FT.

# A5 D/F Pylon ID: Internally Illuminated

## Options 1 and 2



**A5** D/F PYLON ID: INTERNALLY ILLUMINATED SCALE: 1/8" = 1'-0"

**PHASE 2** ONE (1) REQUIRED - MANUFACTURE AND INSTALL

**OPTION 1** TENANT FACES

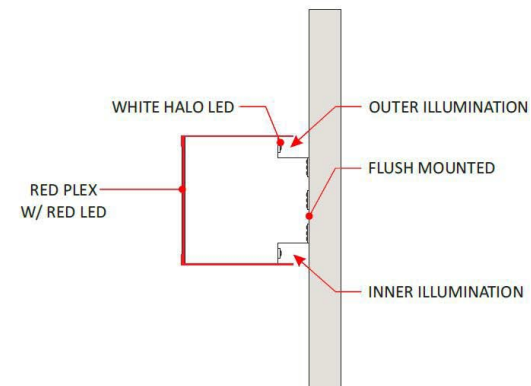
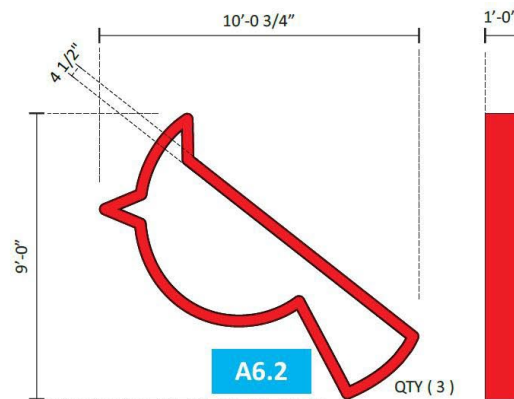
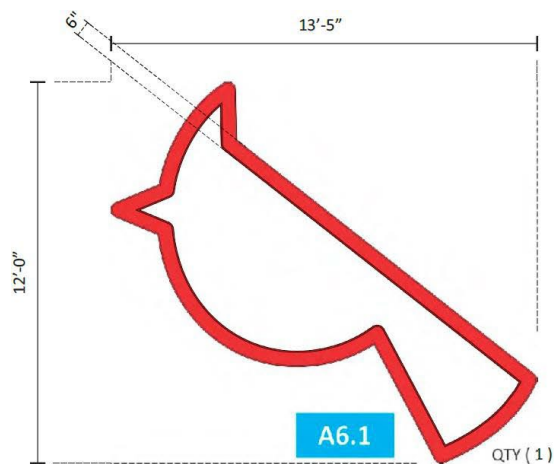
**A5** D/F PYLON ID: INTERNALLY ILLUMINATED SCALE: 1/8" = 1'-0"

**PHASE 2** ONE (1) REQUIRED - MANUFACTURE AND INSTALL

**OPTION 2** DIGITAL LED SCREEN

# A6 – “Red Bird” Bldg ID: Internally Illuminated

## Option 1



DESIGN INTENT SECTION

A6

### “RED BIRD” BLDG. ID: INTERNALLY ILLUMINATED

SCALE: 1/4" = 1'-0"

FOUR (4) TOTAL REQUIRED - MANUFACTURE AND INSTALL

OPTION

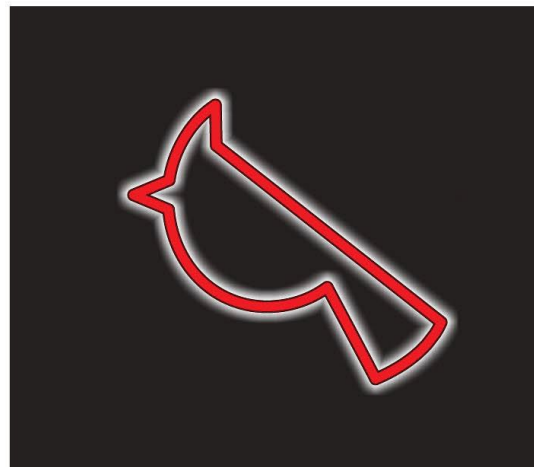
1

FABRICATED THREE-DIMENSIONAL BIRD ICON MOUNTED FLUSH TO BLDG. EXTERIOR

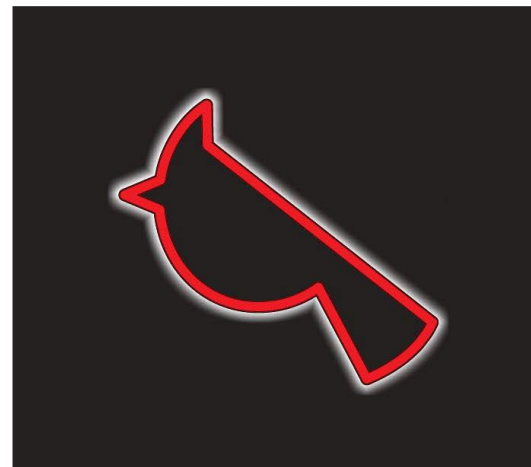
FABRICATED CABINET RETURNS PAINTED RED

RED PLEX FACES W/ RED RETAINERS  
INTERNALLY ILLUMINATED WITH RED LEDS.

HALO ILLUMINATED WITH WHITE LEDS:  
OPTION 1A: INNER AND OUTER ILLUMINATION  
OPTION 1B: OUTER ILLUMINATION ONLY

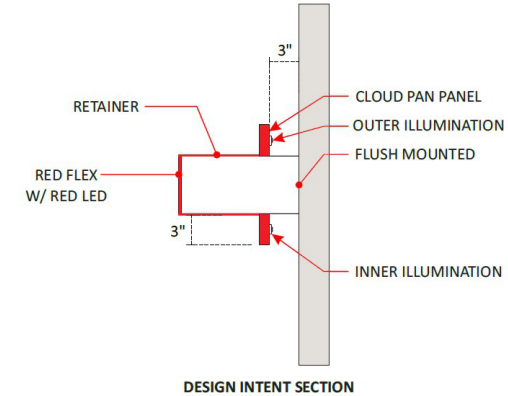
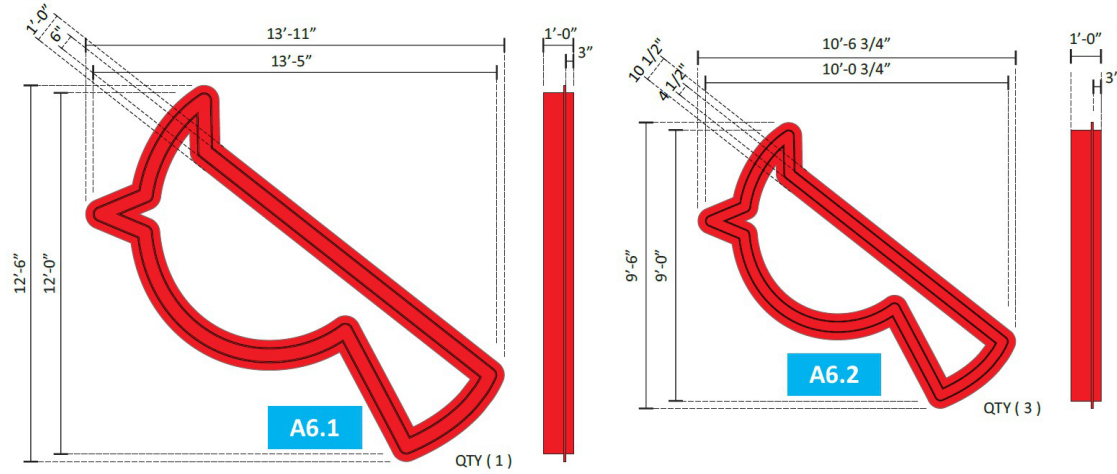


OPTION 1A: INNER AND OUTER ILLUMINATION



OPTION 1B: OUTER ILLUMINATION ONLY

# A6 – “Red Bird” Bldg ID: Internally Illuminated Option 2



A6

## “RED BIRD” BLDG. ID: INTERNALLY ILLUMINATED

SCALE: 1/4" = 1'-0"

FOUR ( 4 ) TOTAL REQUIRED - MANUFACTURE AND INSTALL

OPTION

2

FABRICATED THREE-DIMENSIONAL BIRD ICON MOUNTED FLUSH TO BLDG. EXTERIOR

FABRICATED CABINET RETURNS PAINTED RED

RED **FLEX** FACES (RETAINERLESS)

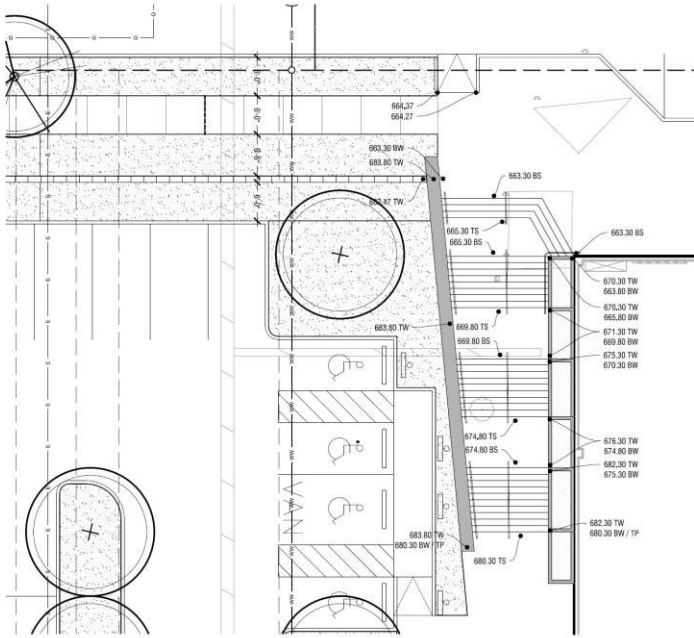
INTERNALLY ILLUMINATED WITH RED LEDS.

3" CLOUD PAN PANEL PAINTED RED W/ WHITE LED HALO ILLUMINATION



NIGHT VIEW

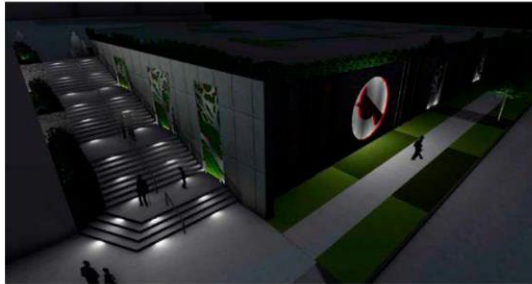




"MACY'S" SITE PLAN



"MACY'S" PERSPECTIVE VIEW

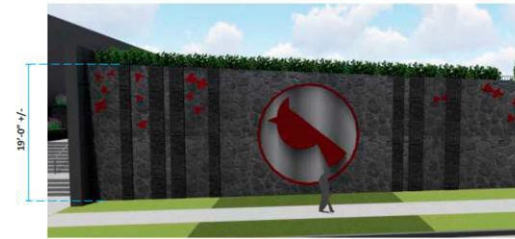


"MACY'S" PERSPECTIVE NIGHT VIEW

#### COLOR KEY

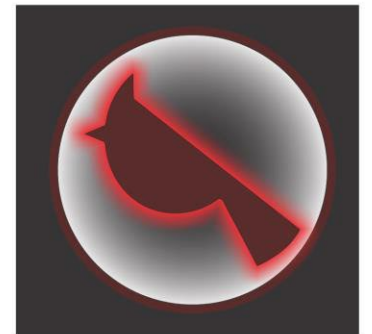
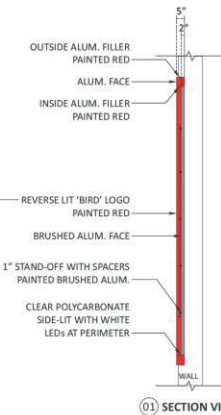
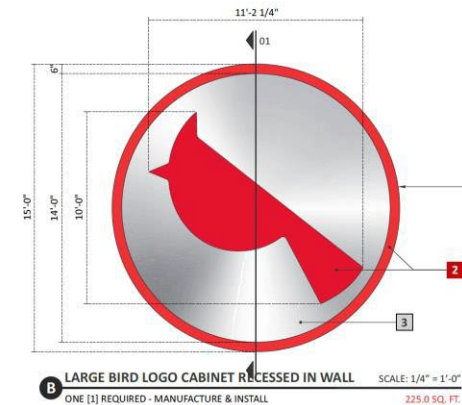
- 1** CLEAR POLY. WITH DIFFUSER
- 2** MATTHEWS RED - PTM 185C RED
- 3** MATTHEWS BRUSHED ALUM.

# Gravity Wall Art



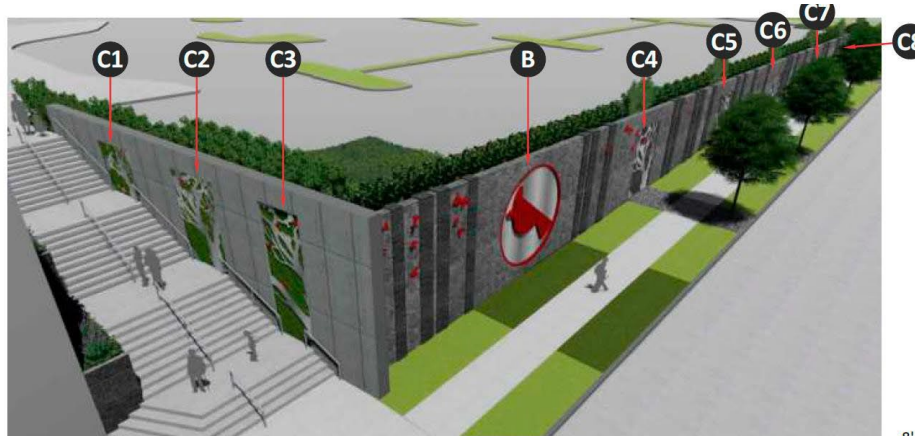
DESIGN INTENT

COLOR KEY	
<b>1</b>	CLEAR POLY. WITH DIFFUSER
<b>2</b>	MATTHEWS RED - PTM 185C RED
<b>3</b>	MATTHEWS BRUSHED ALUM.



NIGHT VIEW

# C1-C8 - Gravity Wall Art



**NIGHT VIEW**  
EXTERNALLY ILLUM. BY OTHERS

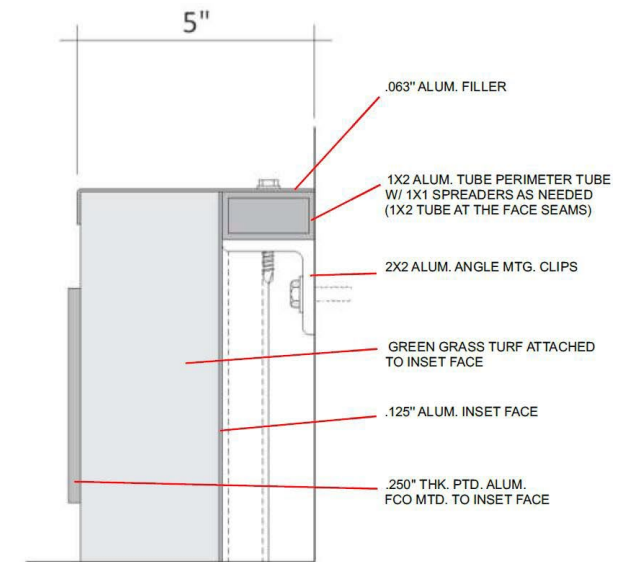
**DESIGN INTENT**



**C1-C8** **OPEN ALUM. "BOX" W/ TREE SILHOUETTES ON FAUX GREENERY** SCALE: 1/4" = 1'-0"  
EIGHT ( 8 ) REQUIRED - MANUFACTURE AND INSTALL

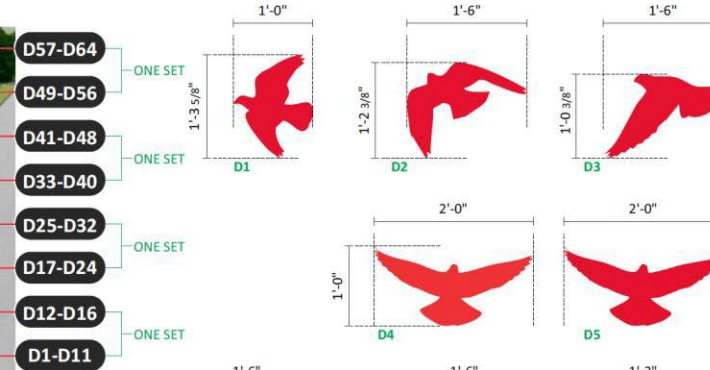
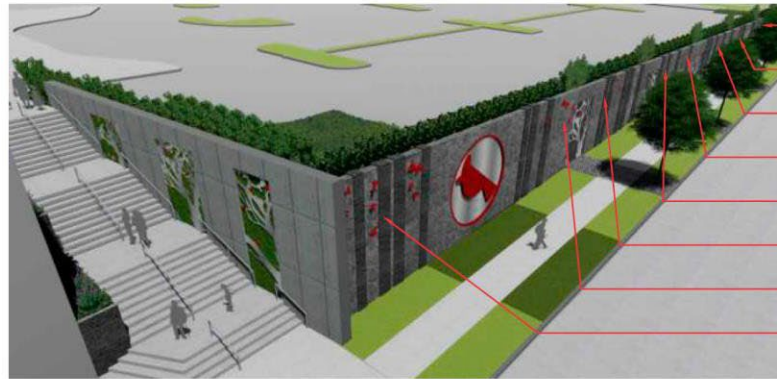
TREE SILHOUETTE WILL DIFFER IN ALL 8 SIGNS. VECTOR GRAPHICS PENDING FROM CUSTOMER.

EXTERNALLY ILLUMINATED **BY OTHERS**

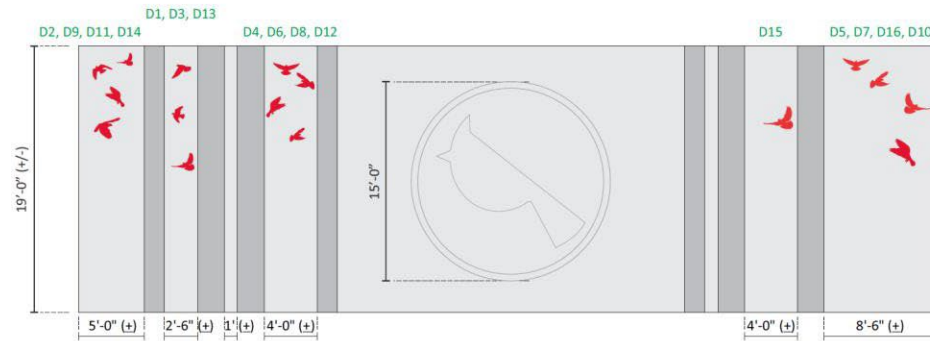


**SECTION DETAIL OF SIGN**

# D1 – D64 Gravity Wall Art - Birds



## DESIGN INTENT



## PARTIAL WALL ELEVATION

SCALE: 1/8" = 1'-0"

FIELD VERIFY WALL DIMENSIONS.  
- "FLYING BIRD" DIMENSIONS BASED ON ARCHITECTURAL RENDERINGS

## D1-D64 BIRD SILHOUETTE FCOS

SCALE: 3/4" = 1'-0"

SIXTY FOUR ( 64 ) REQUIRED - MANUFACTURE AND INSTALL

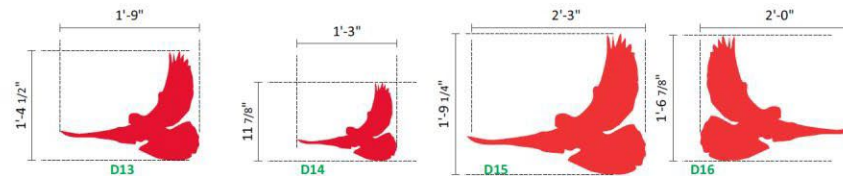
1" THK. "FLYING BIRDS" PAINTED PMS 185 C, RED.  
PIN MOUNTED 3" FROM WALL WITH ALL-THREAD AND SLEEVES PAINTED TO MATCH WALL.  
VECTOR GRAPHICS PENDING FROM CUSTOMER. EXACT LOCATIONS TBD.

OPTION  
**1**

1" THK. ALUM.  
PAN PANELS

OPTION  
**2**

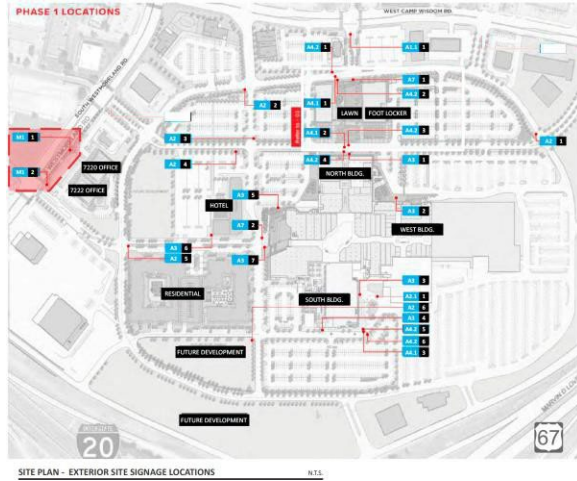
1" THK. CYRO  
ACRYLIC



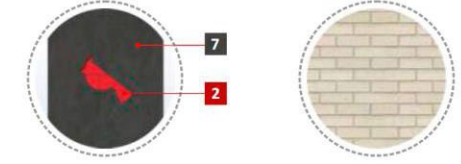
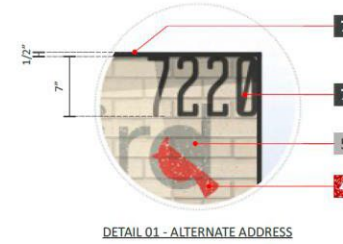


# M1 – Office Monument: Non-Illuminated

## 7220 Westmoreland

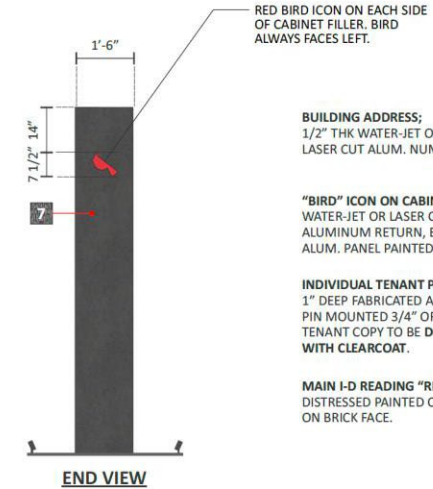
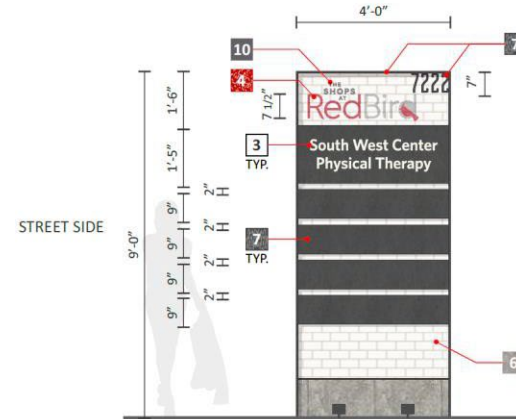


COLOR KEY	
1	MATTHEWS BLACK MP33260 TWILIGHT ZONE
2	RED PAINTED "BIRD" ON BRICK, MATTHEWS - PMS 185C RED
3	MATTHEWS WHITE MP05780 PEARL STONE
4	DISTRESSED RED PAINTED COPY AND "BIRD" ICON, MATTHEWS - PMS 185C RED
5	DISTRESSED MATTHEWS GRAY PTM 429 GREY
6	INTERSTATE BRICK: NORMAN COLOR: ASH
7	ALUM. W/ BLACKENED STEEL FAUX FINISH
8	WHITE ACRYLIC
9	MATTHEWS RED - PTM 185C RED
10	DISTRESSED DARK GRAY PTM COOL GRAY 11C



**DETAIL 02 - REDBIRD ICON**  
WATER-JET OR LASER-CUT BIRD ICON WITH SHOW-THRU BRICK PAINTED RED. COLOR T.B.D.  
(PAINT INSIDE ALUM. TRIM RED BRICK)

**DETAIL 03 - INTERSTATE BRICK**  
NORMAN - COLOR: ASH



**BUILDING ADDRESS;**  
1/2" THK WATER-JET OR LASER CUT ALUM. NUMERALS

**"BIRD" ICON ON CABINET FILLER;**  
WATER-JET OR LASER CUT INTO CABINET ALUMINUM RETURN, BACKED WITH ALUM. PANEL PAINTED RED BRICK.

**INDIVIDUAL TENANT PANELS;**  
1" DEEP FABRICATED ALUM. PAN PANELS PIN MOUNTED 3/4" OFF BRICK. TENANT COPY TO BE DIRECT DIGITAL PRINT WITH CLEARCOAT.

**MAIN I-D READING "RED BIRD";**  
DISTRESSED PAINTED COPY AND ICON ON BRICK FACE.

M1

**D/F OFFICE MONUMENT ID: NON-ILLUMINATED**

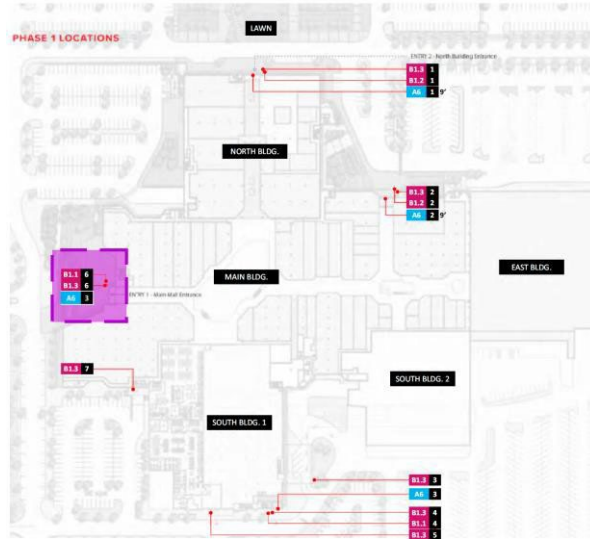
SCALE: 3/8" = 1'-0"

TWO (2) REQUIRED - MANUFACTURE AND INSTALL

CUSTOMER TO PROVIDE HIGH RESOLUTION VECTOR/DIGITAL FILE WITH APPROVED GRAPHICS.  
TENANT FONT: AVENIR 65 MEDIUM  
ADDRESS FONT: CHARTWELL ROSE (TO BE VERIFIED)

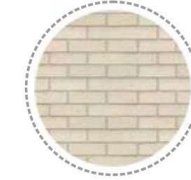
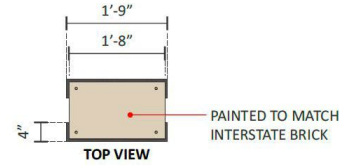


# M1 – Office Monument: Non-Illuminated West Wing

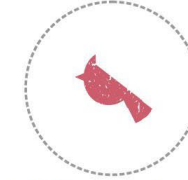


WN - EXTERIOR BUILDING SIGNAGE LOCATIONS

COLOR KEY	
1	MATTHEWS BLACK MP33260 TWILIGHT ZONE
2	RED PAINTED "BIRD" ON BRICK, MATTHEWS - PMS 185C RED
3	MATTHEWS WHITE MP05780 PEARL STONE
4	DISTRESSED RED PAINTED COPY AND "BIRD" ICON, MATTHEWS - PMS 185C RED
5	DISTRESSED MATTHEWS GRAY PTM 429 GREY
6	INTERSTATE BRICK: NORMAN COLOR: ASH
7	ALUM. W/ BLACKENED STEEL FAUX FINISH
8	WHITE ACRYLIC
9	MATTHEWS RED - PTM 185C RED



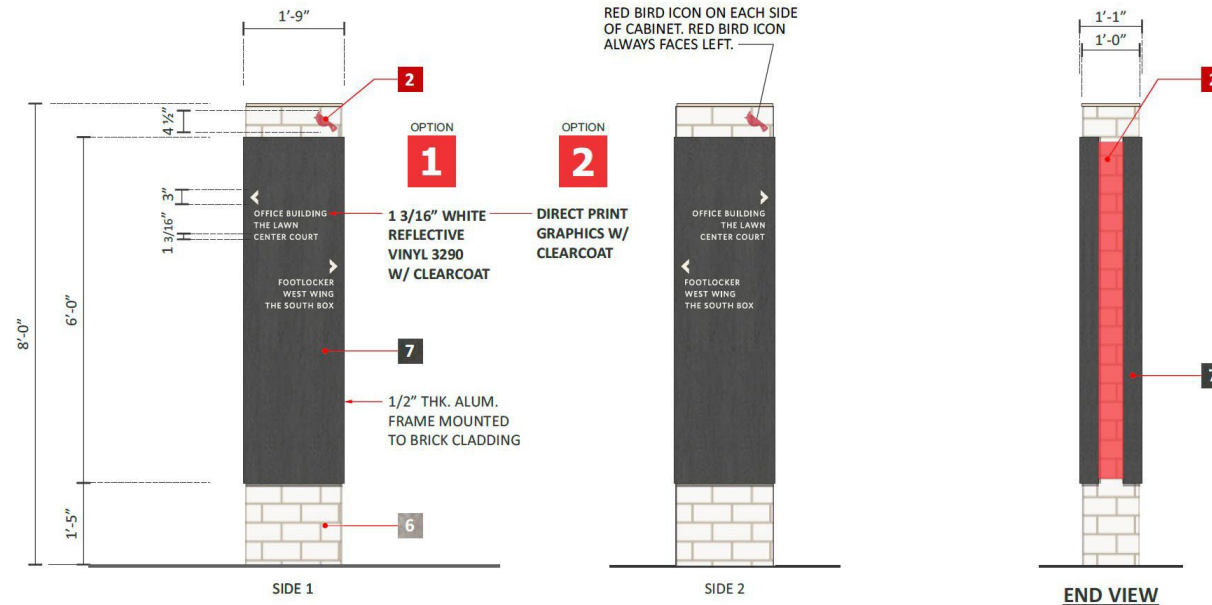
DETAIL 03 - INTERSTATE BRICK  
NORMAN - COLOR: ASH



DETAIL 04 - LIGHT BRICK FINISH  
DISTRESSED PAINTED REDBIRD  
ICON ON BRICK FACE (2x)



DETAIL 05 - PAINTED REVEAL  
PAINTED RED DIRECTLY  
ON BRICK FACE (2x)



A3

## D/F PEDESTRIAN DIRECTIONAL: NON-ILLUMINATED

SCALE: 1/2" = 1'-0"

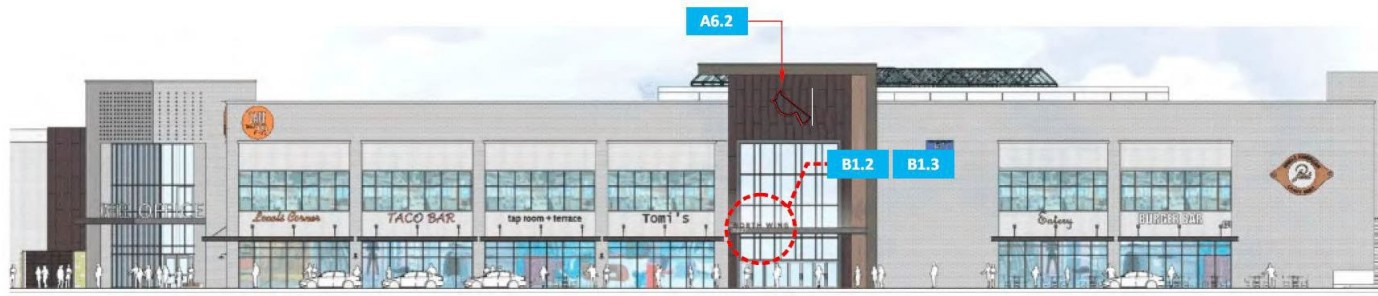
TWO (2) REQUIRED - MANUFACTURE AND INSTALL

DIRECTION OF ARROWS TO BE ADJUSTED ON OPPOSITE SIDE.

WW – Monumental Sign  
Parscale Draft Proposal - Active

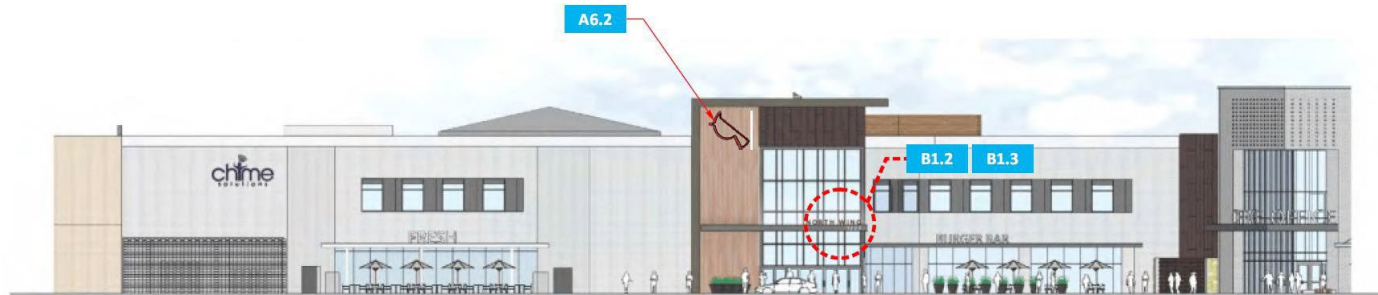






**PARTIAL NORTH BUILDING ELEVATION (ENTRY #1)**

SCALE: 1/32" = 1'-0"



**PARTIAL NORTH BUILDING ELEVATION (ENTRY #2)**

SCALE: 1/32" = 1'-0"



**PARTIAL SOUTH BUILDING ELEVATION**

SCALE: 1/32" = 1'-0"

Chandler's  
Reference Elevations  
B1.2 | B1.3 | A6.1

## **REFERENCE INFORMATION**

# General Notes

## Reference Information Sent to Baldwin

1. Phase I RB Sign Information
2. Property Deeds
3. KH's CAD drawings
4. KH's Property Map
5. Owner's Authorization Letters

## Reference Information Pending:

1. Old RB Signage – To be included in the Special Sign District
1. Specific replating information

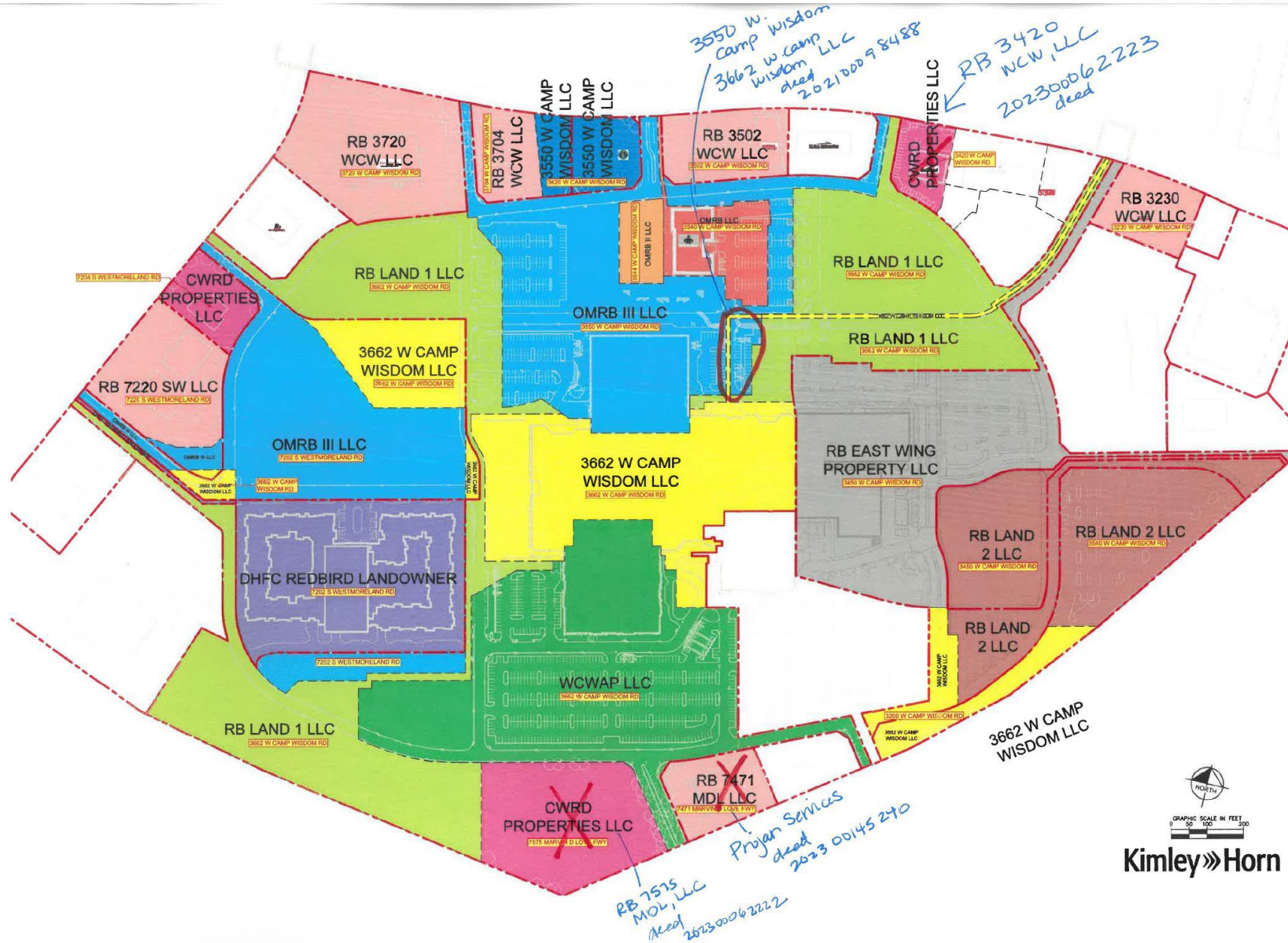
## Completed Work:

1. RB Property List – (confirmed by RB)
2. Owner Authorization Letters – (Signed and sent to BA)

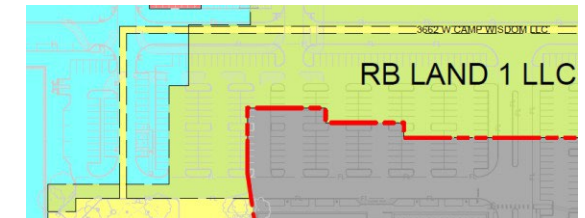
## Pending Information for PD Application:

1. **Conceptual Development Plan Dwgs**  
(pending Dunaway's proposal)
2. **Traffic Study / Parking Analysis**  
(pending Dunaway's proposal)
3. **Replating Information**

## KH's Property Map - Baldwin's Updated Notes

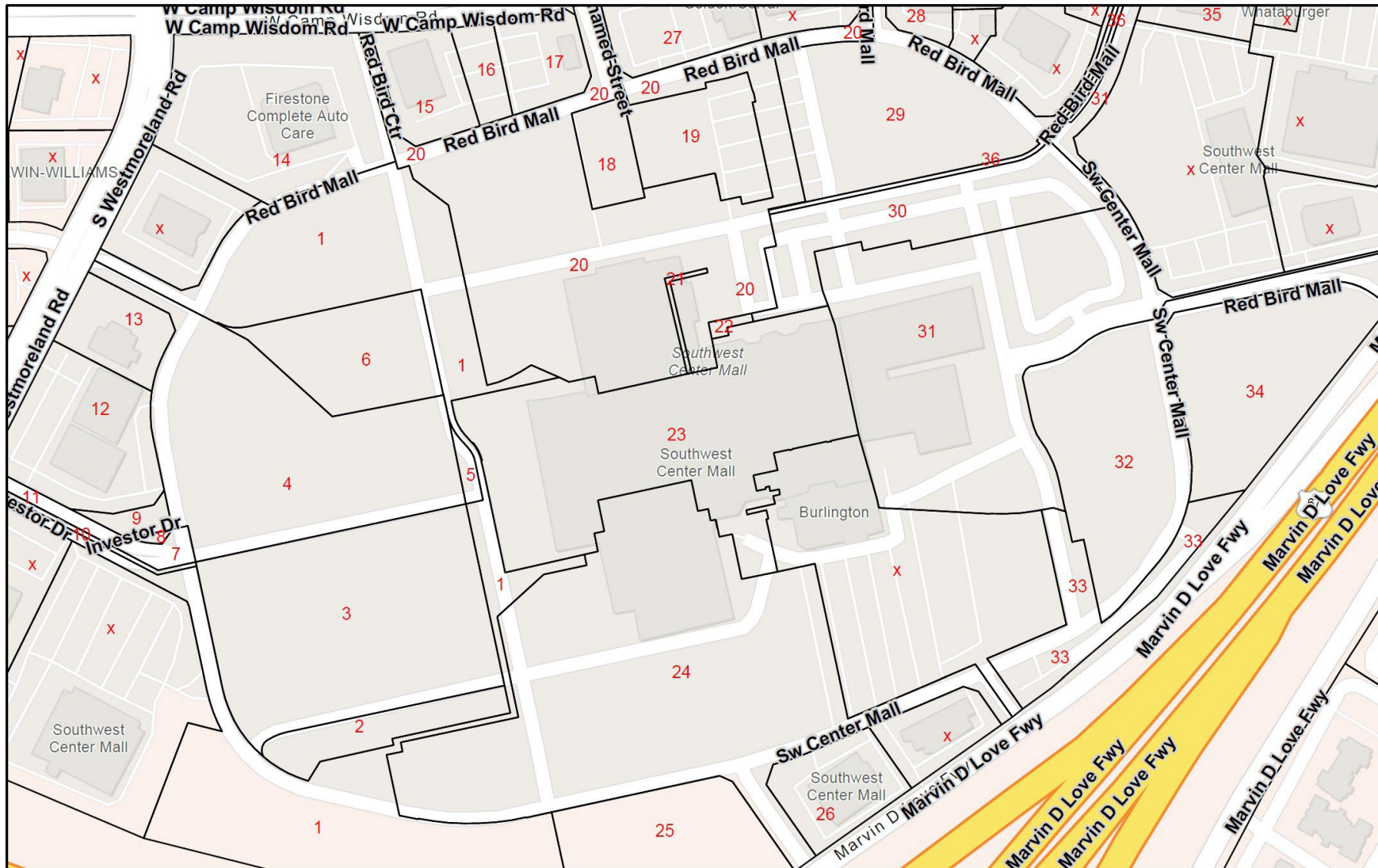


## KH's Map Excerpts





# Dallas CAD Web Map



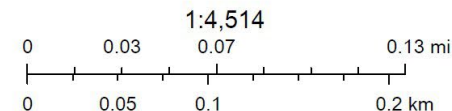
## Note:

Lot numbers on the left are shown in the Baldwin's Property List under the Map column.

9/14/2023, 11:26:38 AM

 Parcels  Dallas County Boundary

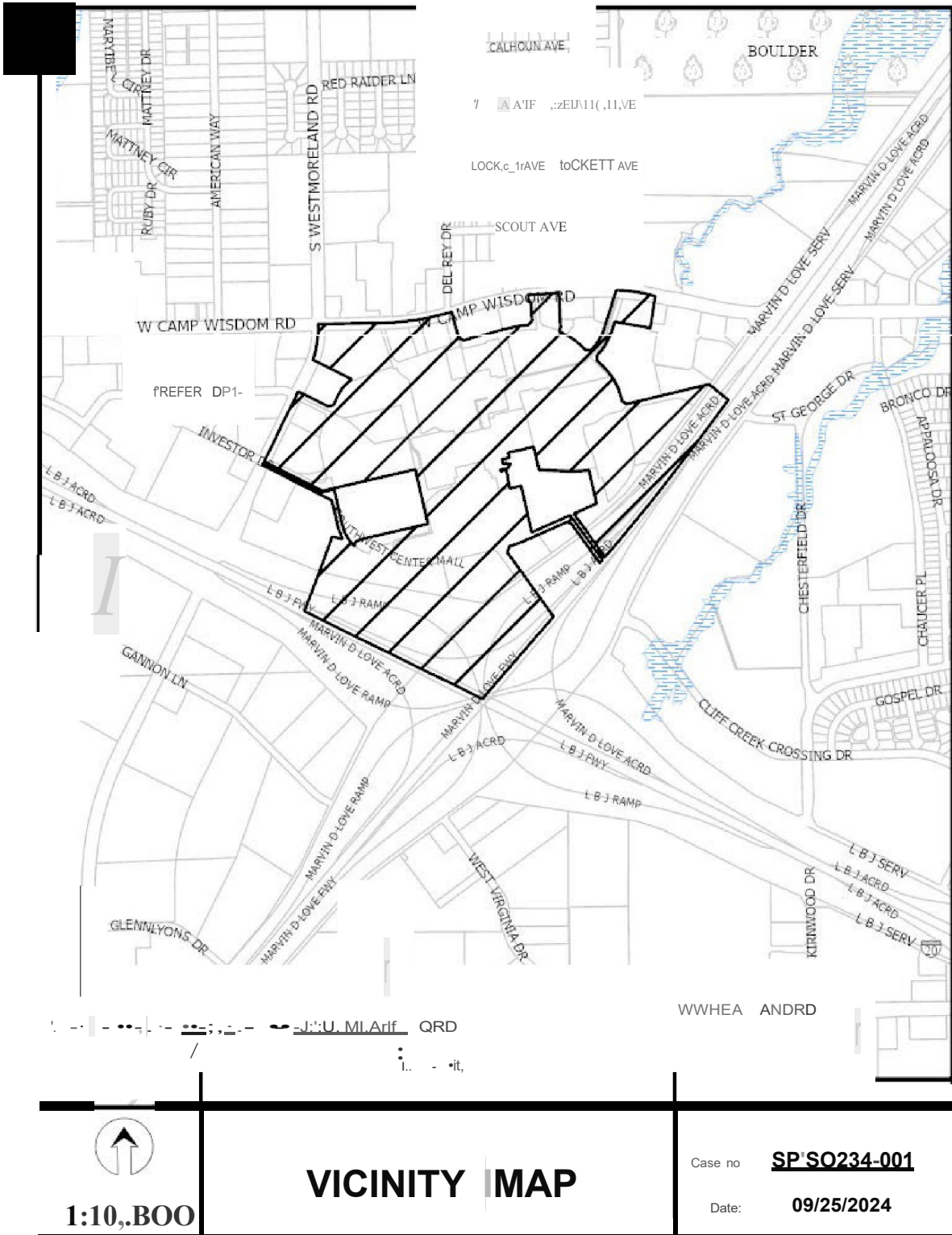
 Street Centerline



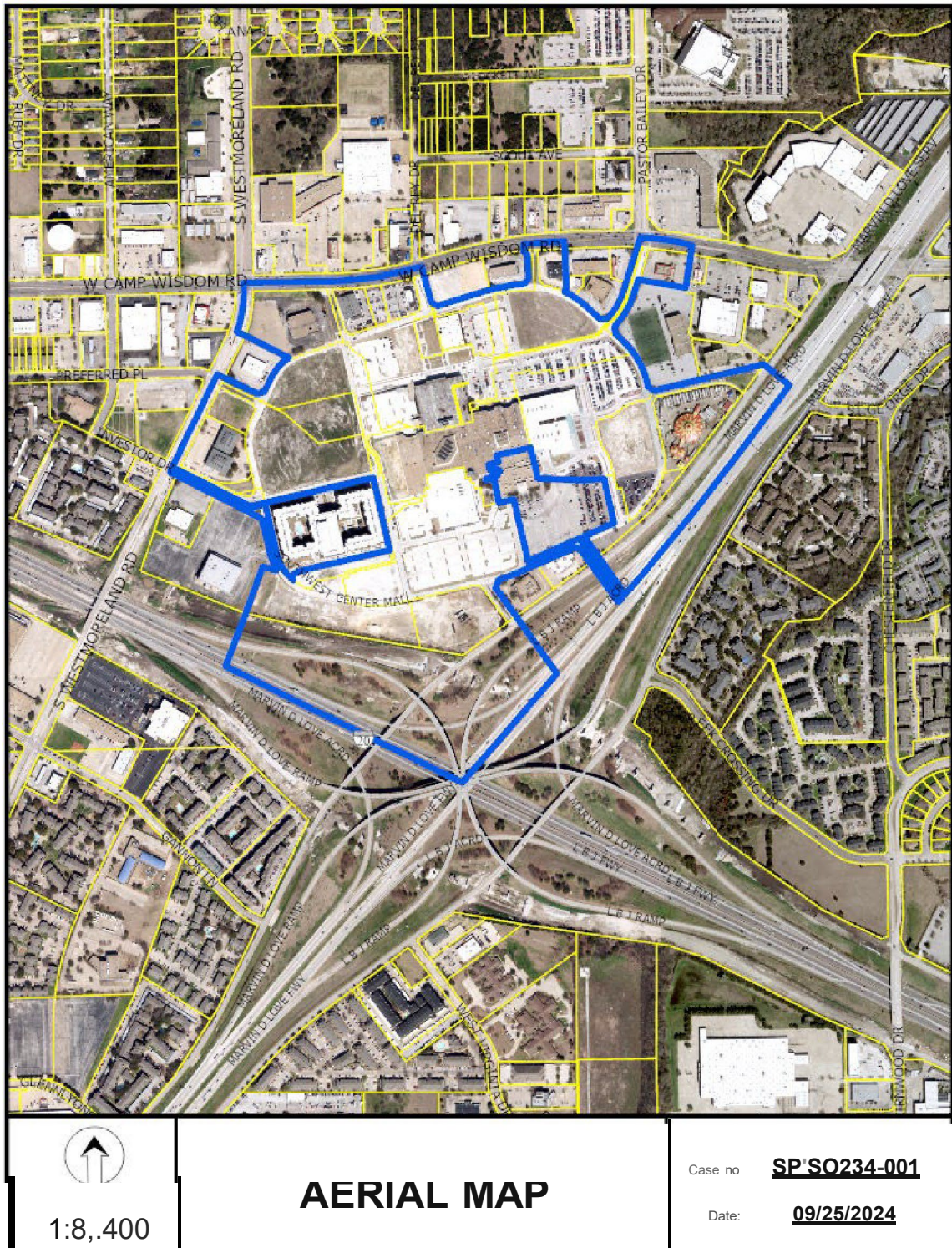
Esri Community Maps Contributors, Baylor University, Texas Parks & Wildlife, © OpenStreetMap, Microsoft, CONANP, Esri, HERE, Garmin,

Dallas County Appraisal District, BIS Consulting - [www.bisconsulting.com](http://www.bisconsulting.com)

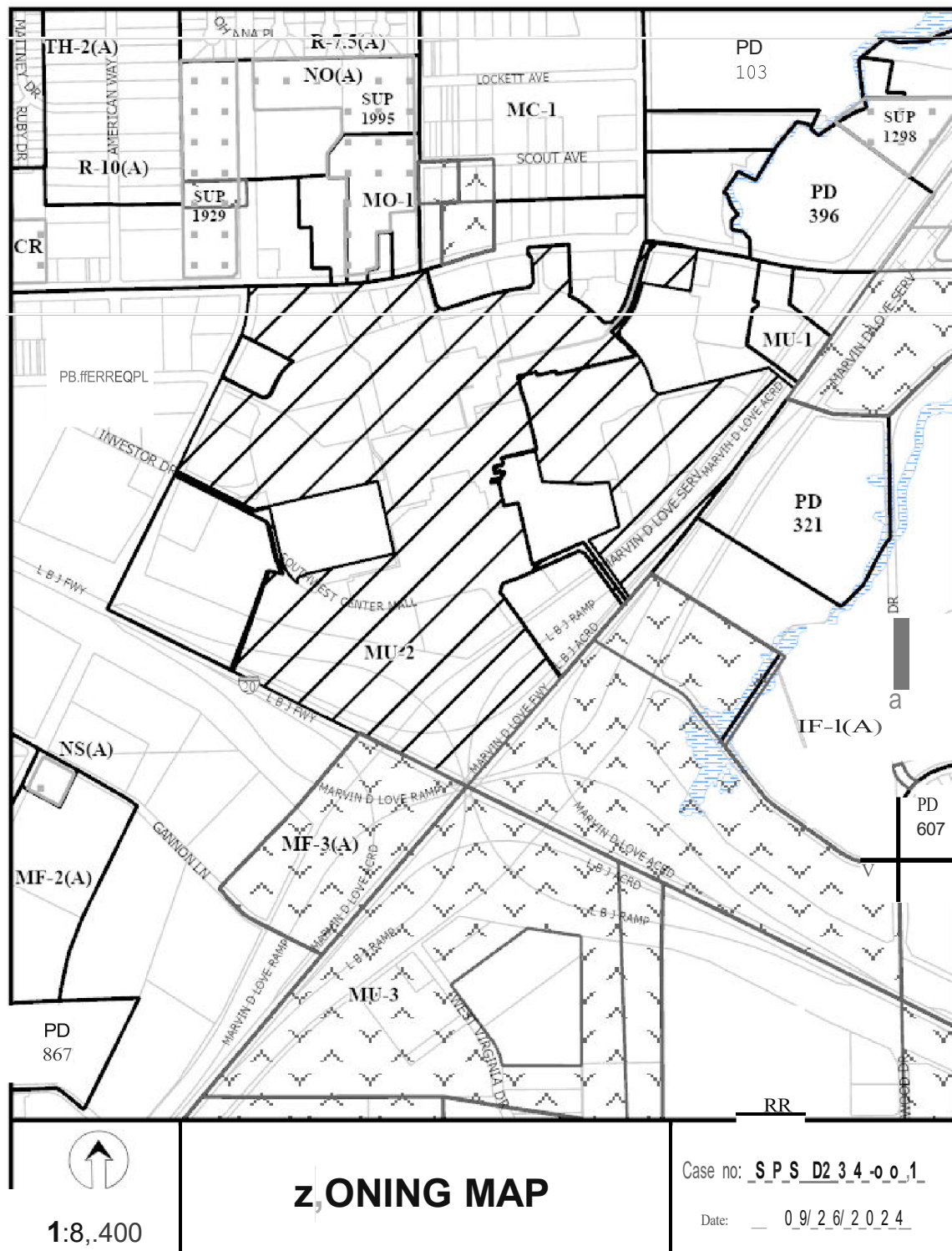
Disclaimer: This product is for informational purposes only and has not been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of boundaries.

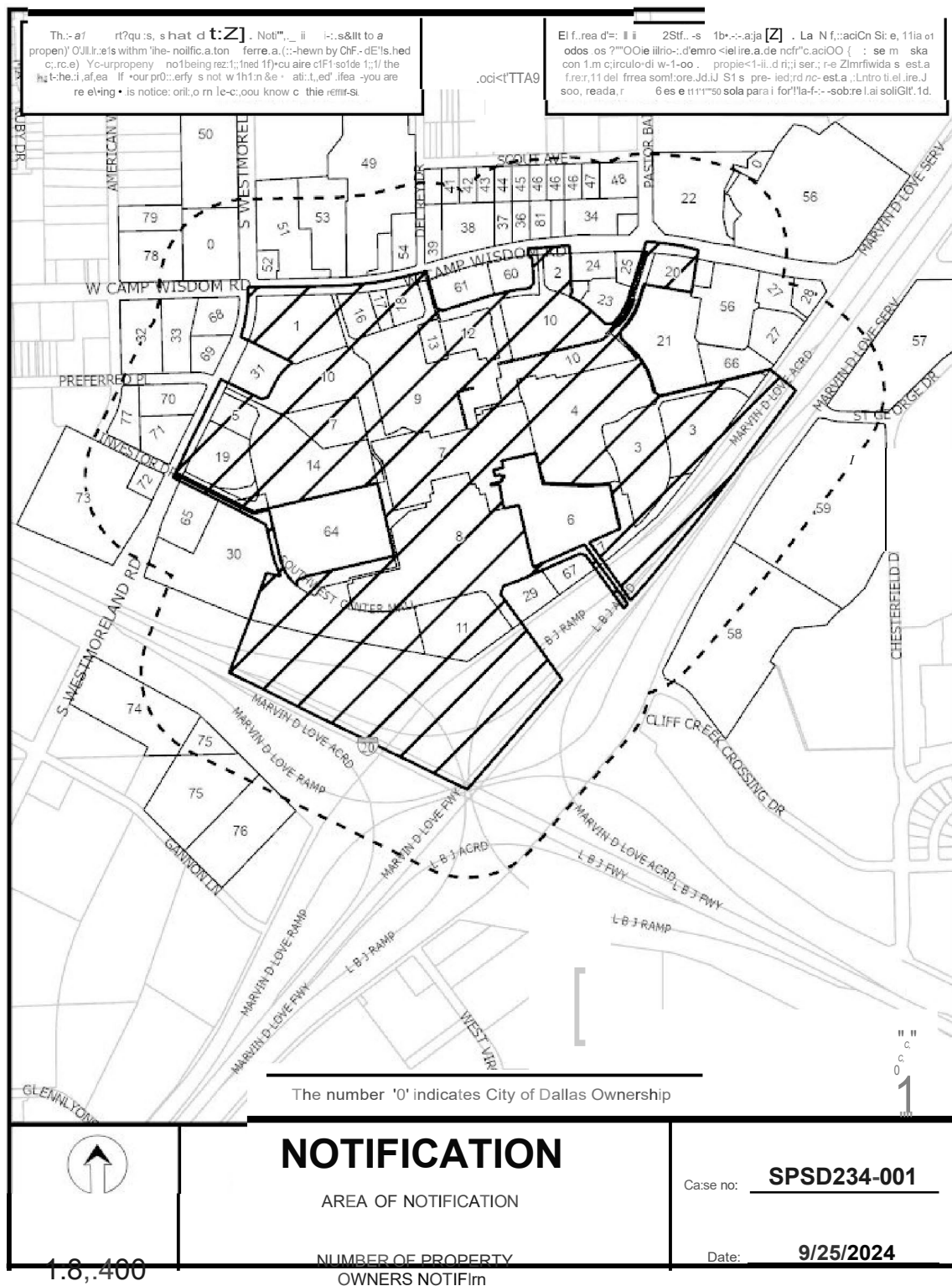












09/24/2024

***Notification List of Property Owners******SPSD234-001******81 Property Owners Notified***

<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
1	3720 W CAMP WISDOM RD	3720 WCW LLC
2	3420 W CAMP WISDOM RD	RB 3420 WCW LLC
3	3540 W CAMP WISDOM RD	RB LAND 2 LLC
4	3450 W CAMP WISDOM RD	RB EAST WING PROPERTY LLC
5	7204 S WESTMORELAND RD	CWRD PROPERTIES LLC
6	7465 MARVIN D LOVE FWY	BURLINGTON COAT FACTORY
7	3200 W CAMP WISDOM RD	3662 W CAMP WISDOM LLC
8	3662 W CAMP WISDOM RD	WCWAP LLC
9	3550 W CAMP WISDOM RD	OMRB III LLC
10	3662 W CAMP WISDOM RD	RB LAND 1 LLC
11	7575 MARVIN D LOVE FWY	RB 7575 MDL LLC
12	3540 W CAMP WISDOM RD	OMRB LLC
13	3544 W CAMP WISDOM RD	OMRB II LLC
14	7202 S WESTMORELAND RD	OMRB III LLC
15	3550 W CAMP WISDOM RD	3662 W CAMP WISDOM LLC
16	3704 W CAMP WISDOM RD	RB 3704 WCW LLC
17	3620 W CAMP WISDOM RD	3550 W CAMP WISDOM LLC
18	3620 W CAMP WISDOM RD	3550 W CAMP WISDOM LLC
19	7220 S WESTMORELAND RD	RB 7220 SW LLC
20	3230 W CAMP WISDOM RD	RB 3230 WCW LLC
21	3228 W CAMP WISDOM RD	A J REAL ESTATE INVESTMENTS LLC
22	3203 W CAMP WISDOM RD	PARAMOUNT GROUP LLC
23	3304 W CAMP WISDOM RD	KAMY REAL PPTY TRUST
24	3306 W CAMP WISDOM RD	RED BIRD PIX CENTER
25	3302 W CAMP WISDOM RD	Taxpayer at
26	3314 W CAMP WISDOM RD	BUTTS HENRY S IV TRUSTEE
27	7111 MARVIN D LOVE FWY	ONWARD PROPERTIES
28	7115 MARVIN D LOVE FWY	VICTRON STORES LP
29	7471 MARVIN D LOVE FWY	BLOMFIELD BRITTANY

30	7330	S WESTMORELAND RD	MCCANDLESS LAND & CATTLE
31	7110	S WESTMORELAND RD	CEC ENTERTAINMENT LLC
32	3910	W CAMP WISDOM RD	BAILEYS FURNITURE INC
33	3906	W CAMP WISDOM RD	ACE KING PROPERTIES LLC
34	3333	W CAMP WISDOM RD	WEITZMAN HERBERT & LOUIE
35	3309	W CAMP WISDOM RD	CAMP WISDOM OFF DEL REY LOTS 1 2 3 4
36	3423	W CAMP WISDOM RD	COLE PLS PORTFOLIO LLC
37	3431	W CAMP WISDOM RD	CAMP WISDOM ROAD ASSOC
38	3515	W CAMP WISDOM RD	PROSPERITY BANK
39	3535	W CAMP WISDOM RD	CAMP WISDOM DEL REY 4
40	3530	SCOUT AVE	LEGACYTEXAS HOLDINGS INC
41	3522	SCOUT AVE	BANK OF THE SOUTHWEST OF
42	3514	SCOUT AVE	RED BIRD BANK
43	3506	SCOUT AVE	RED BIRD BANK
44	3430	SCOUT AVE	CONCORD MISSIONARY BAPTIST CHURCH
45	3422	SCOUT AVE	CONCORD MISSIONARY
46	3414	SCOUT AVE	CONCORD MISSIONARY BAPTIST CHURCH
47	3324	SCOUT AVE	THE NEW GENERATION CHURCH
48	7005	BOULDER DR	WATER LILLY PROPERTIES INC
49	3663	W CAMP WISDOM RD	KIPP TEXAS INC
50	6891	S WESTMORELAND RD	AW BROWN FELLOWSHIP LEADERSHIP ACADEMY
51	3777	W CAMP WISDOM RD	3777 WEST CAMP WISDOM LTD
52	3789	W CAMP WISDOM RD	Taxpayer at
53	3737	W CAMP WISDOM RD	CAMP WISDOM WESTMORELAND
54	3611	W CAMP WISDOM RD	ALESTIN CW LLC
55	3643	W CAMP WISDOM RD	CAMP WISDOM W JV
56	3107	W CAMP WISDOM RD	BONIUK INTERESTS LTD
57	7100	MARVIN D LOVE FWY	AMERICA CAN CARS FOR KIDS
58	7300	MARVIN D LOVE FWY	DALLAS HOUSING FINANCE CORPORATION
59	7272	MARVIN D LOVE FWY	7272 MARVIN D LOVE OWNER LLC
60	3482	W CAMP WISDOM RD	HKH REALESTATE GROUP LLC
61	3502	W CAMP WISDOM RD	RB 3502 WCW LLC
62	3202	W CAMP WISDOM RD	BONIUK INTERESTS LTD
63	3222	W CAMP WISDOM RD	BONIUK INTERESTS LTD
64	7202	S WESTMORELAND RD	DHFC REDBIRD LANDOWNER LLC

65	7310	S WESTMORELAND RD	SHADE FAMILY TR
66	7125	MARVIN D LOVE FWY	WOL MED SOUTHWEST DALLAS
67	7441	MARVIN D LOVE FWY	MEDICAL FINANCE LLC
68	3904	W CAMP WISDOM RD	CULLUM JOINT REVOCABLE LIVING TRUST
69	7163	S WESTMORELAND RD	SHERWIN WILLIAMS REALTY HOLDINGS INC
70	7227	S WESTMORELAND RD	FORTY DEGREES LLC
71	7235	S WESTMORELAND RD	Taxpayer at
72	7307	S WESTMORELAND RD	BROWN REALTY CO
73	3900	INVESTOR DR	MGC BROADMOOR LLC
74	7440	S WESTMORELAND RD	CENTRAL POINTE CHURCH
75	3913	GANNON LN	POLARIS TX19 LLC
76	3811	GANNON LN	RAVEN CIELO RANCH LLC
77	7220	AMERICAN WAY	FORTY DEGREES LLC
78	3907	W CAMP WISDOM RD	RED BIRD TRINITY LLC
79	7010	AMERICAN WAY	NORTH AMERICAN WAY LLC
80	3407	W CAMP WISDOM RD	DFW TRIO INVESTMENTS LP
81	3415	W CAMP WISDOM RD	LEE MEE Y REVOCABLE LIVING TRUST