

**HONORABLE MAYOR & CITY COUNCIL      WEDNESDAY, DECEMBER 11, 2024**

**ACM: Robin Bentley**

**FILE NUMBER:** SPSD234-001(OA)

**DATE FILED:** January 30, 2024

**LOCATION:** Generally bounded by Camp Wisdom Road, U.S. Highway 67, LBJ Freeway, and South Westmoreland Road

**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, the Redbird Mall Special Provision Sign District, on 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 to allow for uniform signage throughout the mall's property and entrances.

**CPC RECOMMENDATION:** Approval.

**SSDAC RECOMMENDATION:** Approval.

**STAFF RECOMMENDATION:** Approval.

**BACKGROUND INFORMATION:**

**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.**

<b>WEST VILLA SPSD</b>	<b>PROPOSED REDBIRD MALL SPSD</b>
<b>Allowed Signs:</b>	<b>Proposed Signs:</b>

<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>○ <b>Banner Signs</b></li><li>○ <b>Canopy Signs</b></li><li>○ <b>Changeable Message Signs</b></li><li>○ <b>Kiosk Signs</b></li><li>○ <b>Flat Attached Signs</b></li><li>○ <b>Marquee Signs</b></li><li>○ <b>Projecting Attached Signs</b></li><li>○ <b>Promotional Message Signs</b></li><li>○ <b>Temporary Signs</b></li><li>○ <b>Welcome Message Signs</b></li><li>○ <b>Window Signs</b></li></ul>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

List of Officers
------------------

**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**

**OCTOBER 24, 2024 – CITY PLAN COMMISSION MINUTES**

**Motion:** It was moved to recommend **approval** to create a new Special Provision Sign District, “Redbird Mall”, as briefed, on property zoned Mixed Use District 2, bounded by E. Camp Wisdom, US 67, and South Westmoreland Road.

Maker: Carpenter  
Second: Hampton  
Result: Carried: 12 to 0

For: 12 - Chernock, Hampton, Herbert, Forsyth,  
Shidid, Carpenter, Wheeler-Reagan,  
Sleeper, Housewright, Hall, Kingston, Rubin

Against: 0  
Absent: 3 - Blair, Eppler, Haqq  
Vacancy: 0

**Notices:** Area: 500 Mailed: 81  
**Replies:** For: 19 Against: 1

**Speakers:** For: Rob Baldwin, 3904 Elm St., Dallas, TX, 75226  
Against: None

**August 13, SSDAC Minutes**

**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. The Redbird Mall Sign District is generally bounded by Camp Wisdom Road, U.S. Highway 67, LBJ Freeway, and Westmoreland Road and is more specifically described in the Exhibit A attached to Ordinance No. \_\_\_\_\_, passed by the Dallas City Council on \_\_\_\_\_.

**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.

(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) 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.

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

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

(4) DISTRICT or THIS DISTRICT means the Redbird Mall Special Provision Sign District.

(5) DISTRICT IDENTIFICATION SIGNS means a sign that identifies only this district.

(6) 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.

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

(8) MARQUEE SIGN means a sign attached to, applied on, or supported by the surface of 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.

(9) PREMISE means all the property in this district.

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

(11) 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.

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

(13) **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 or construction activity in progress.

(14) **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.

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

**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. If there is a conflict between the text of this division and other provisions in Article VII that are not mandated by state or federal law, the text of this division applies.

(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 light pole banner 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.
- (E) For the purpose of content, this district is considered one premise.

**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) There is no limit of the number of detached signs in this District.
- (5) There are no setback requirements for monument signs in this district.



(6) Detached signs may only be:

- (A) monument signs;
- (B) banners on light poles;

(b) Banners on light poles.

(1) Banners must display a **promotional message**, a welcome message, or 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 words or logos 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.

(c) Section 51A-7.304(b)(5) does not apply in this district.

#### **SEC. 51A-7.. ATTACHED SIGNS.**

(a) In general.

(1) Attached signs must be securely attached.

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

(3) Except as provided in Section 51A-7.\_\_\_\_(b)(6), 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.

(b) 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 within two feet of the back of the 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.

(6) There is no limit to the number of changeable words on a marquee sign.

(c) Projecting attached signs.

(2) No projecting attached sign may exceed 100 square feet in effective area

(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.

**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 occupant 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 four times per year, and it must not exceed 200 square feet in effective area.

(2) An occupant 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 12-month period, and it must not exceed 400 square feet in effective area.

(c) Detached special purpose signs are prohibited.

**SEC. 51A-7.. SPECIAL PROVISIONS FOR KIOSK SIGNS.**

(a) No kiosk may be illuminated by a detached, independent external light source.

(b) Kiosks must be spaced at least 50 feet apart.

(c) Kiosks may be located on sidewalks if unobstructed sidewalk widths of eight feet are maintained.

(d) Kiosks must be securely anchored to the ground.

(e) Kiosks may not exceed eight feet in height and 50 square feet in effective area.

**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) may be erected anywhere within the district without limit as to number;

(2) have a maximum height of eight feet; and

(3) have a maximum effective area of 20 square feet.

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

(a) Temporary 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 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 signs must be removed upon completion of the construction.

(b) Temporary signs may be erected on construction fencing

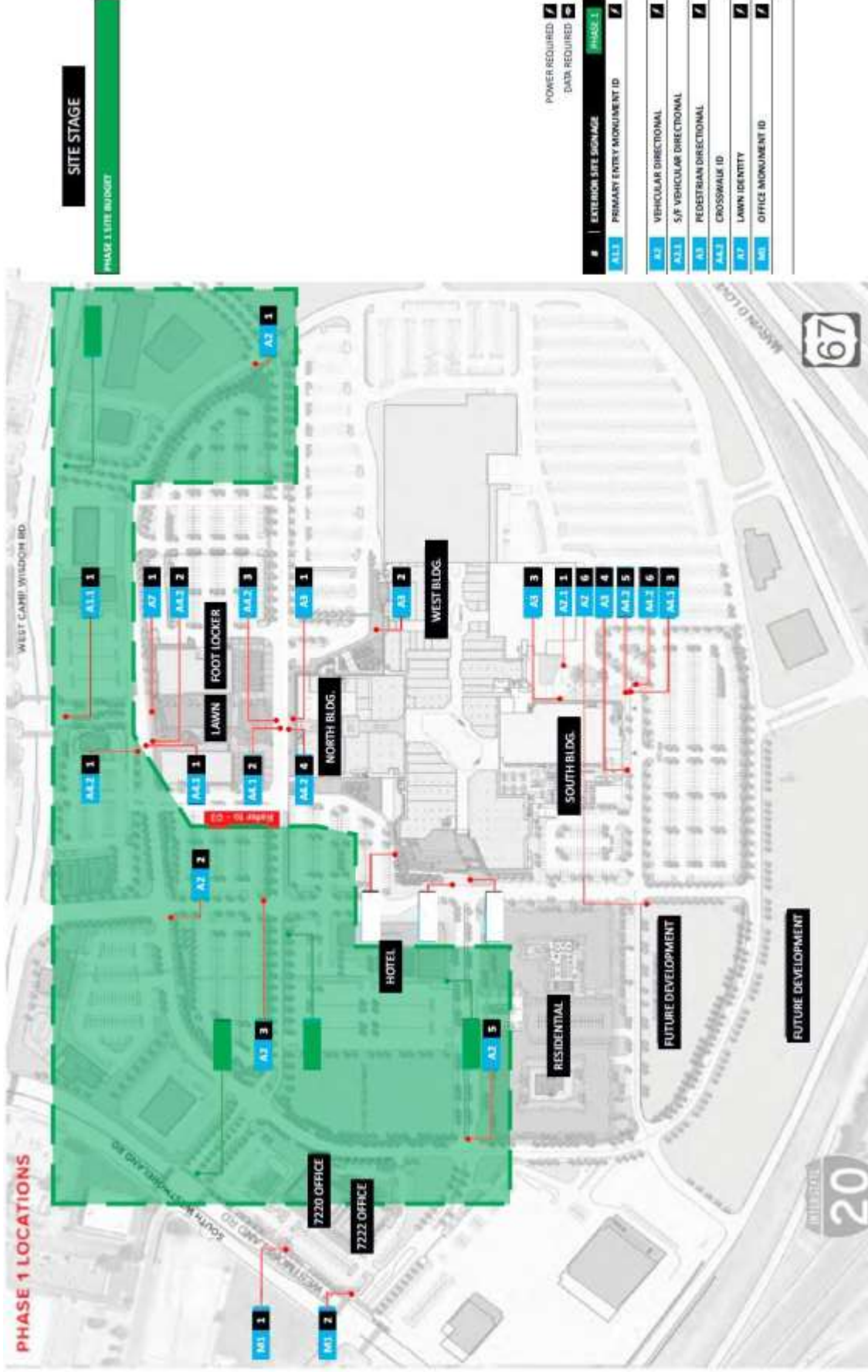
(c) Signs that relate exclusively to the sale, lease, construction, or remodeling of the premises on which they are located are permitted. There is no limit to the number of attached signs permitted. Detached signs are limited to one for each 100 feet of frontage on a public street or private access 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 32 square feet in effective area or 8 feet in height.

# 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	Pedestrial 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					



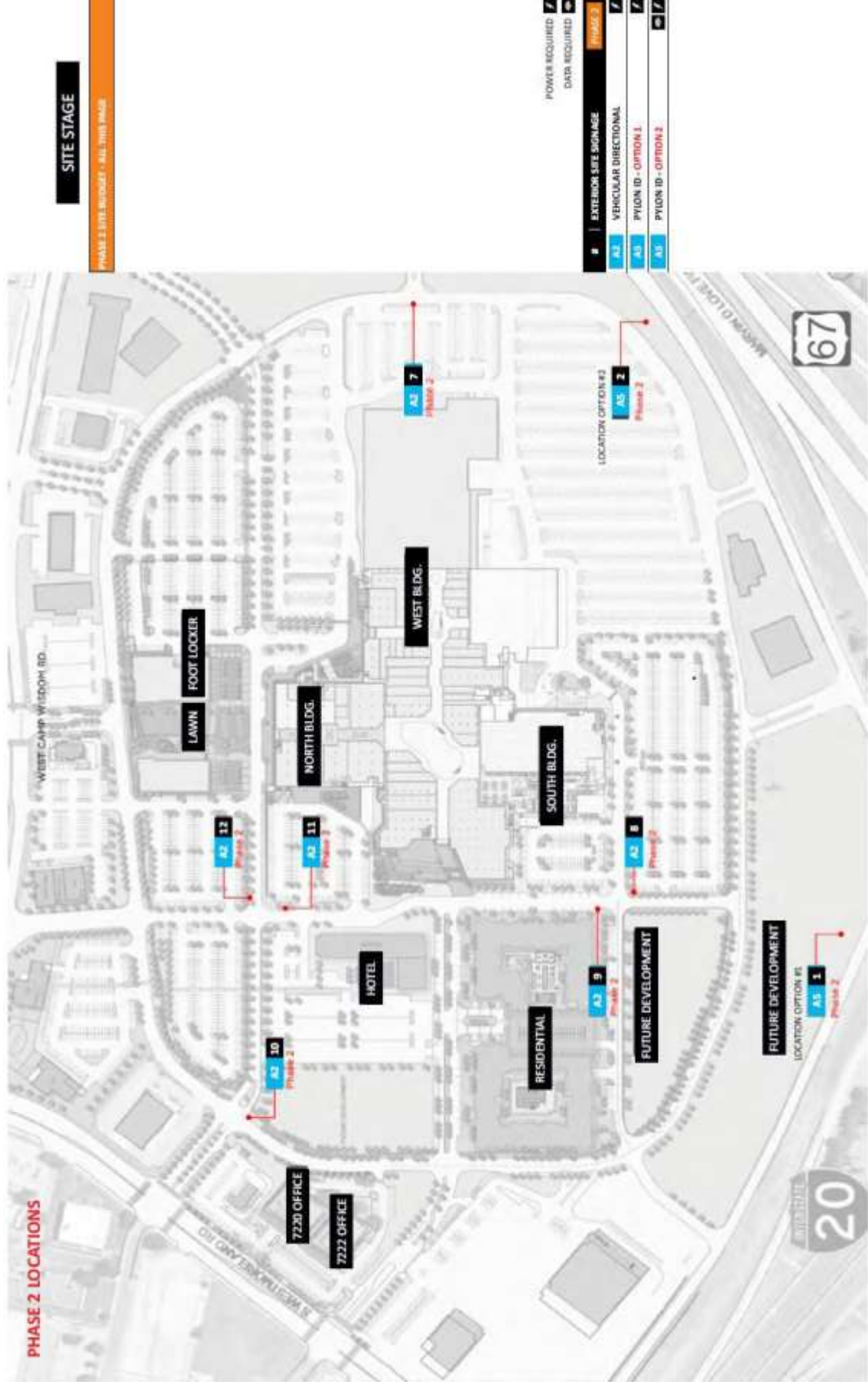
# Chandler's Reference Map A1.1 | A3 | M1



SITE PLAN - EXTERIOR SITE SIGNAGE LOCATIONS

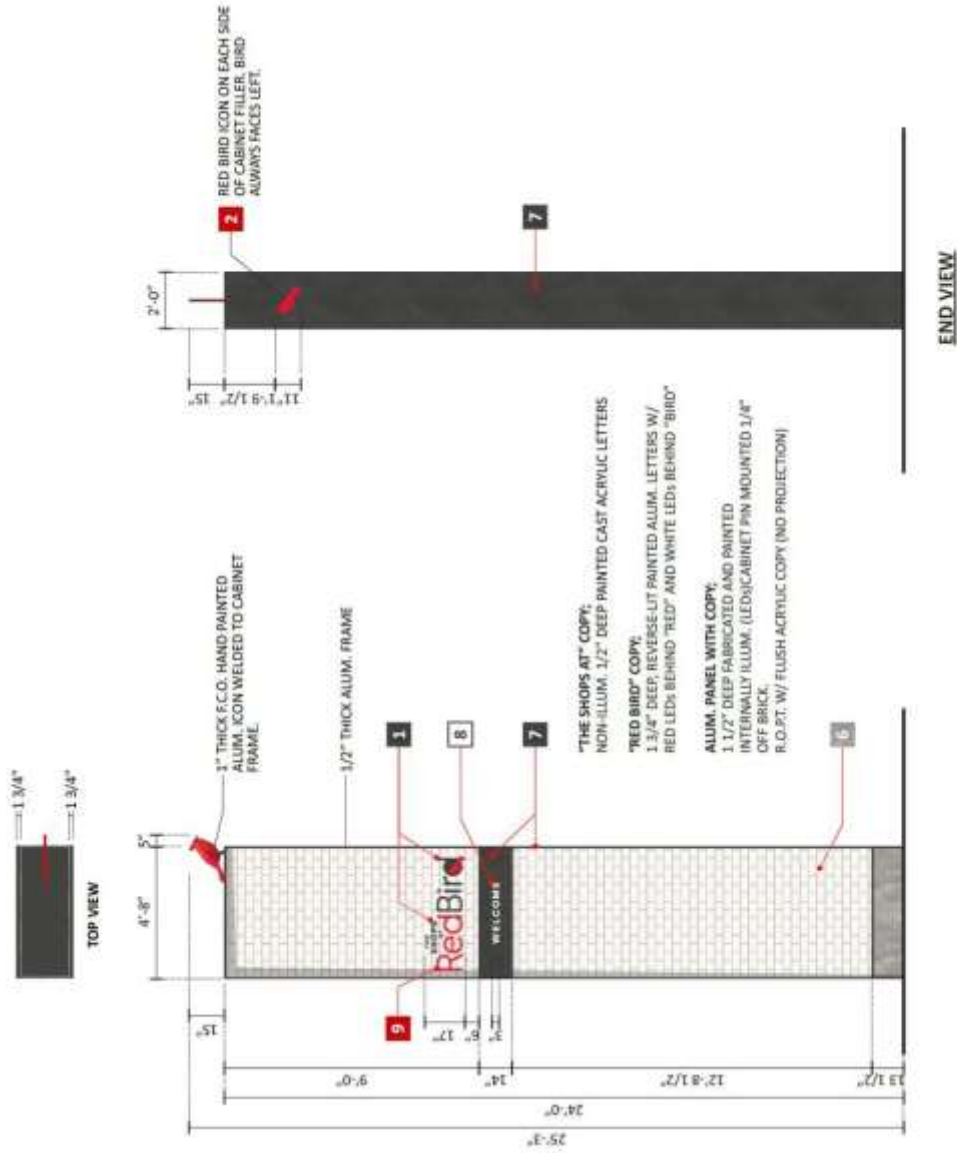
N.T.S.

# Chandler's Ref. Map A5 Signs



SITE PLAN - EXTERIOR BUILDING SIGNAGE LOCATIONS N.T.S.

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



**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.

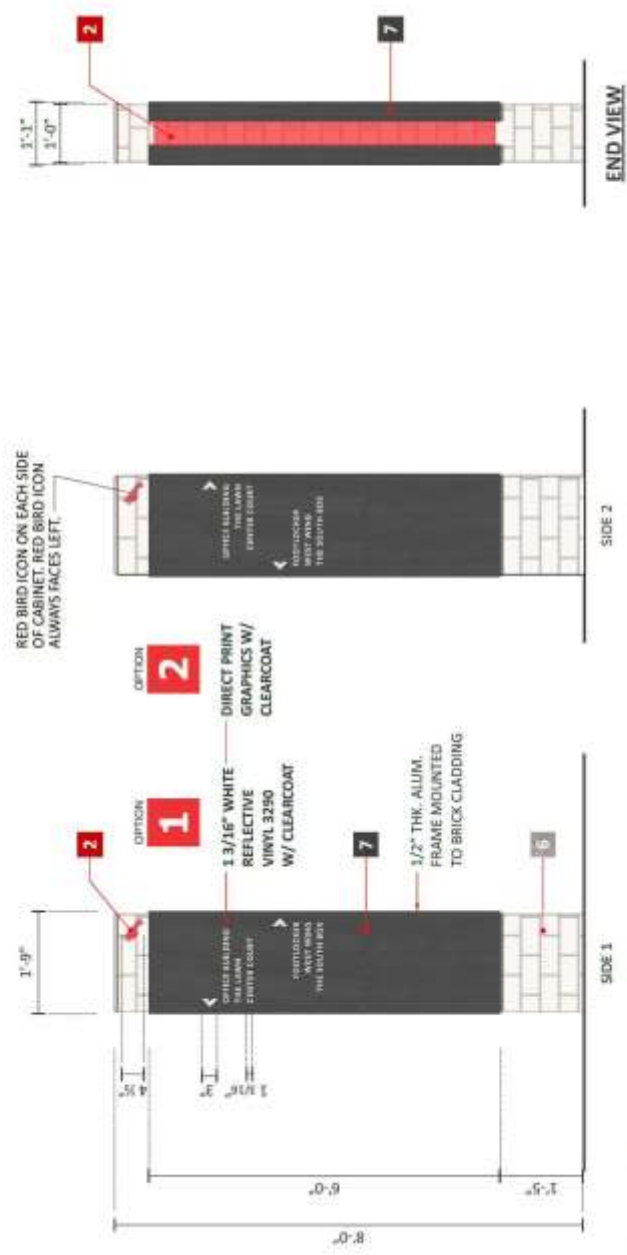
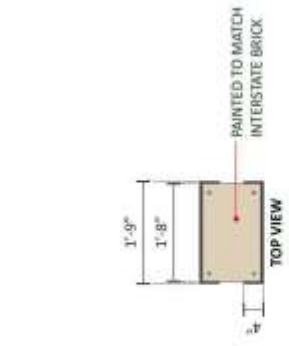
**COLOR KEY**

<b>1</b>	MATTHEWS BLACK MP 33.260 TWILIGHT ZONE
<b>2</b>	RED PAINTED "BIRD" ON BRICK, MATTHEWS - PMS 185C RED
<b>3</b>	MATTHEWS WHITE MP05780 PEARL STONE
<b>4</b>	DISTRESSED RED PAINTED COPY AND "BIRD" ICON, MATTHEWS - PMS 185C RED
<b>5</b>	DISTRESSED MATTHEWS GRAY PTM 429 GREY
<b>6</b>	INTERSTATE BRICK: NORMAN COLOR: ASH
<b>7</b>	ALUM. W/ BLACKENED STEEL FAUX FINISH
<b>8</b>	7328 WHITE ACRYLIC
<b>9</b>	MATTHEWS RED - PTM 185C RED



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

# A3 Pedestrian Directional: Non-Illuminated

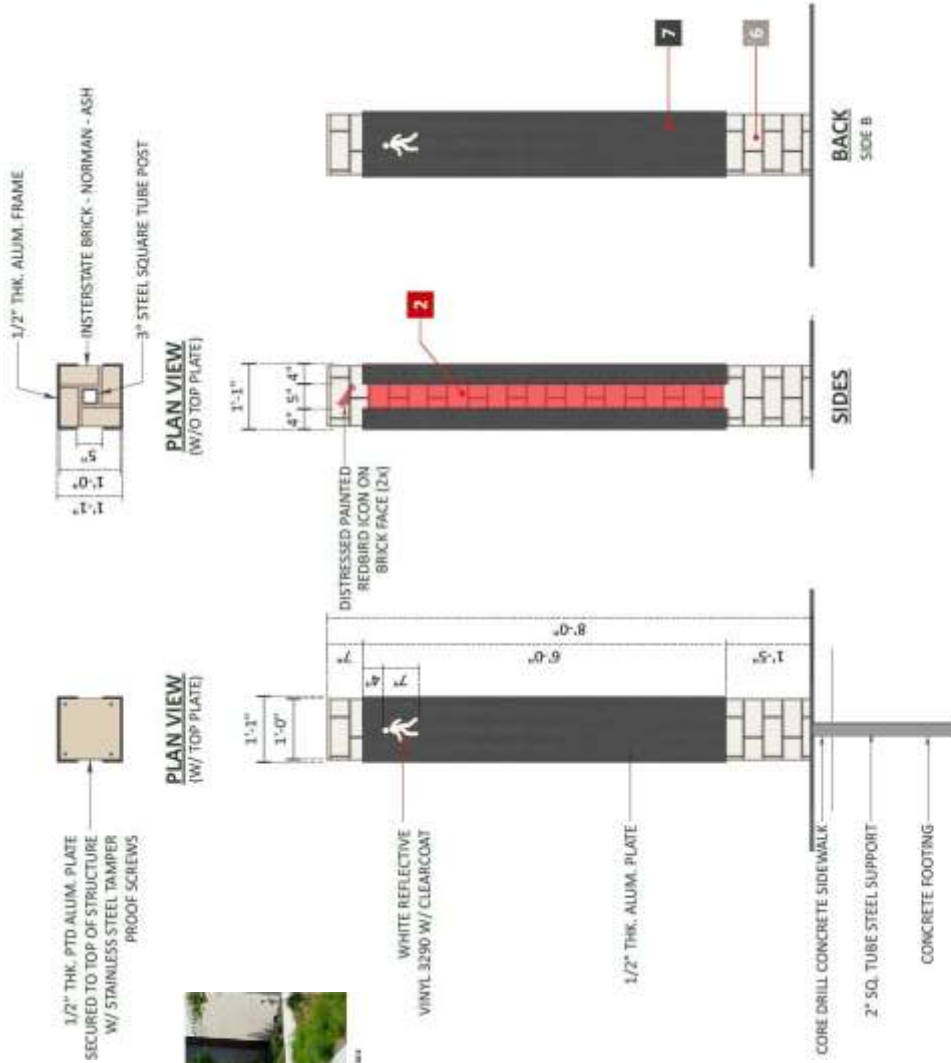


**A3** D/F PEDESTRIAN DIRECTIONAL: NON-ILLUMINATED  
 SCALE: 1/2" = 1'-0"  
 TWO (2) REQUIRED - MANUFACTURE AND INSTALL

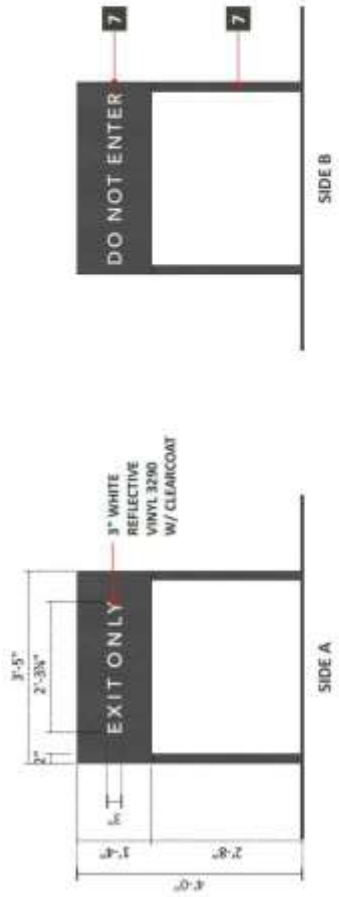
DIRECTION OF ARROWS TO BE ADJUSTED ON OPPOSITE SIDE.



# A4.2 – Crosswalk Identity: Non-Illuminated



**PROPOSED**



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

**A2.1** SCALE: 1/2" = 1'-0" 4.8 SQ. FT.  
 ONE (1) REQUIRED - MANUFACTURE AND INSTALL

FONT: AVENIR LT STD 65

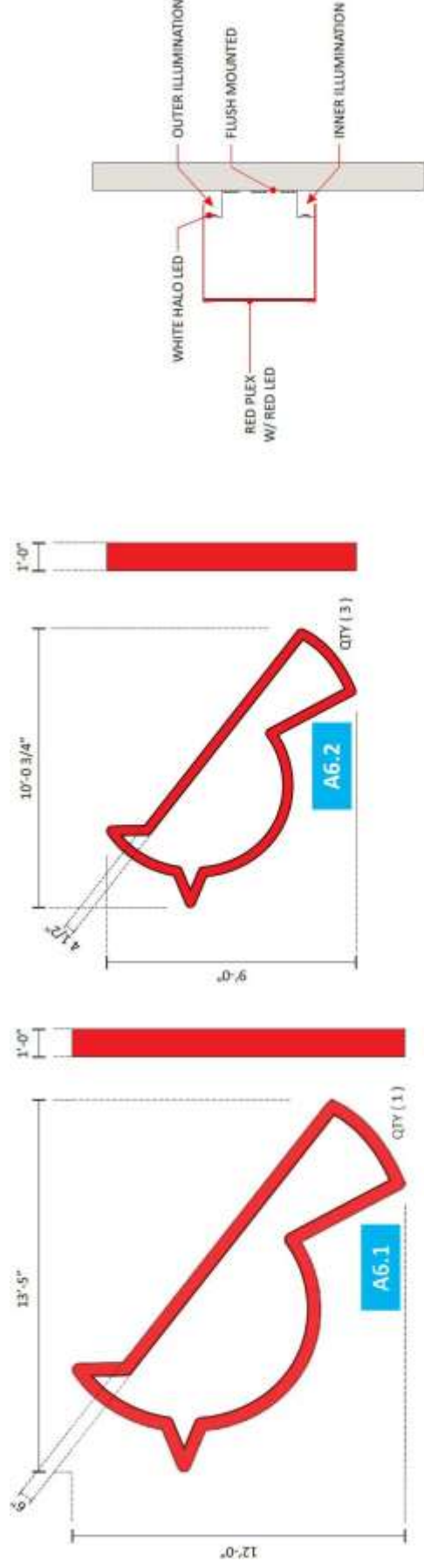
**A4.2 CROSSWALK IDENTITY: NON-ILLUMINATED**

FOUR (4) REQUIRED - MANUFACTURE AND INSTALL SCALE: 1/2" = 1'-0" 8.7 SQ. FT.



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

Option 1



## A6 "RED BIRD" BLDG. ID: INTERNALLY ILLUMINATED

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

FOUR ( 4 ) TOTAL REQUIRED - MANUFACTURE AND INSTALL

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

A6

OPTION

1



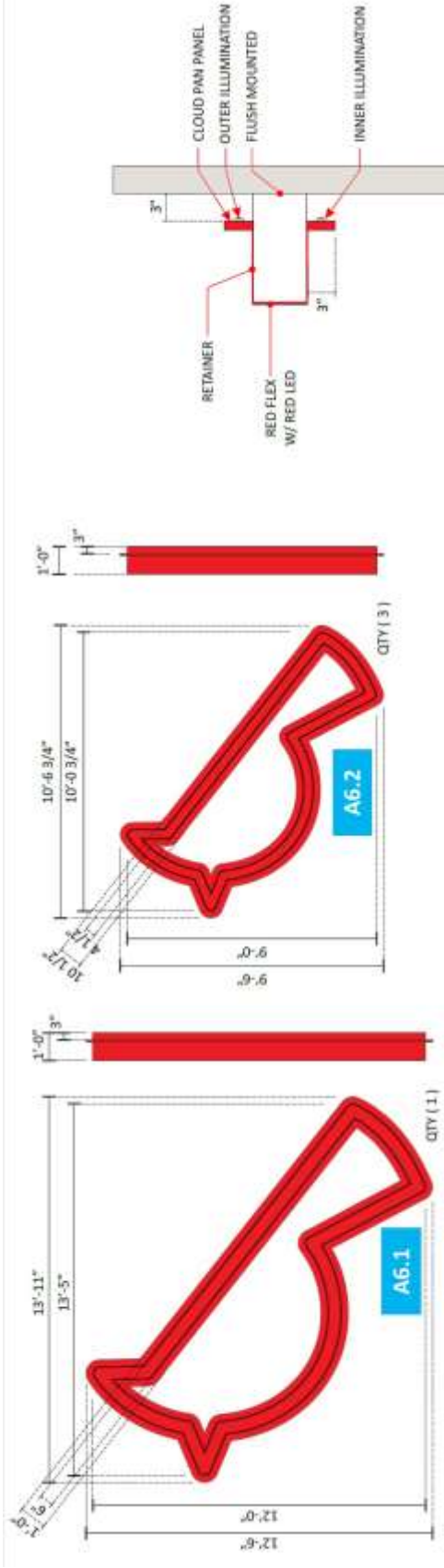
OPTION 1A: INNER AND OUTER ILLUMINATION



OPTION 1B: OUTER ILLUMINATION ONLY

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

## Option 2



**A6** "RED BIRD" BLDG. ID: INTERNALLY ILLUMINATED

FOUR ( 4 ) TOTAL REQUIRED - MANUFACTURE AND INSTALL

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

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

FABRICATED CABINET RETURNS PAINTED RED

RED FLEX FACES (RETAINERLESS)

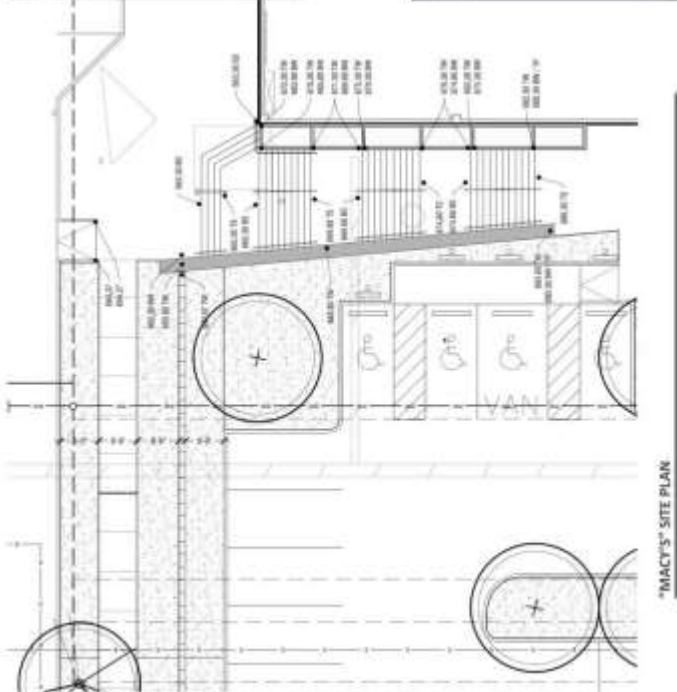
INTERNALLY ILLUMINATED WITH RED LEDS.

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

**DESIGN INTENT SECTION**



NIGHT VIEW



"MACY'S" SITE PLAN



"MACY'S" PERSPECTIVE VIEW



"MACY'S" PERSPECTIVE NIGHT VIEW

# Gravity Wall Art



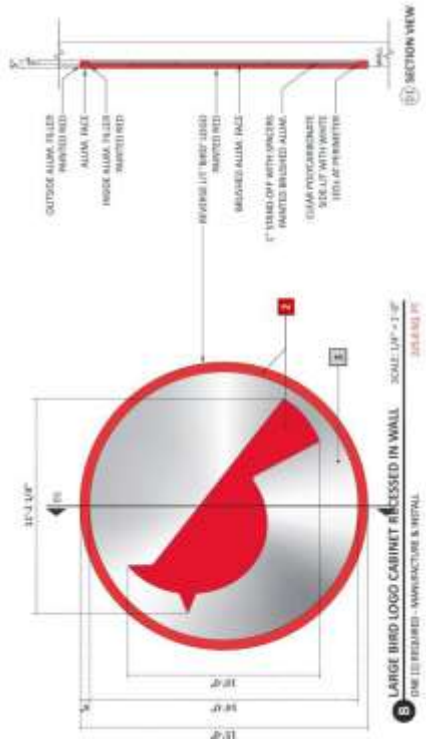
DESIGN INTENT

**COLOR KEY**

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

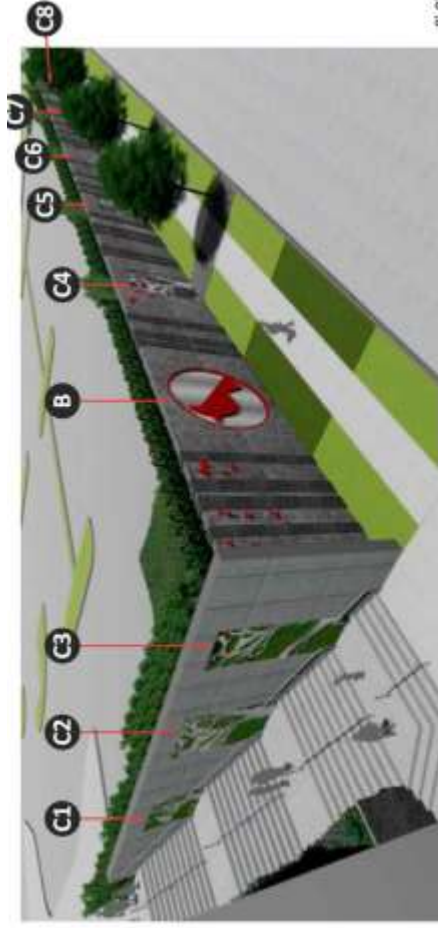
**COLOR KEY**

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

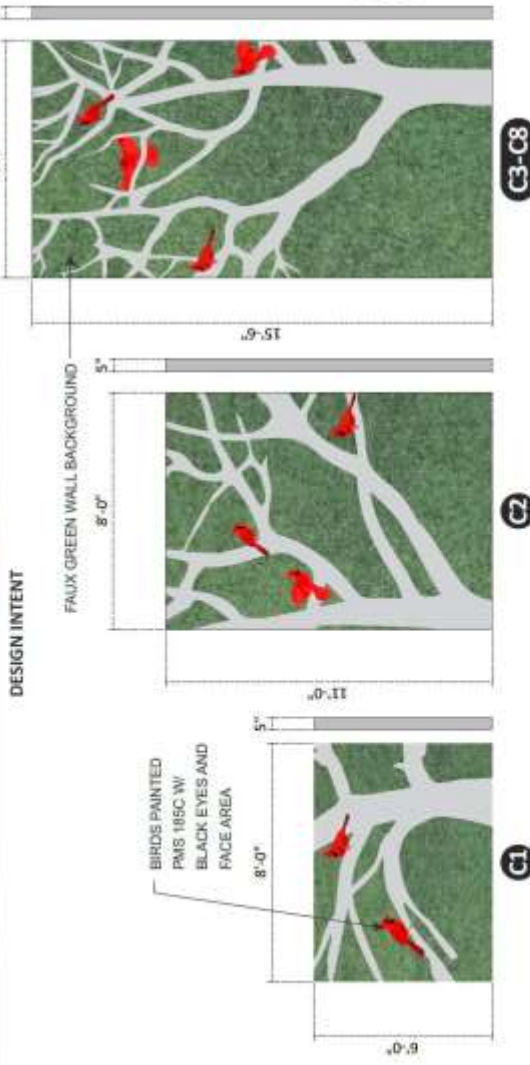


NIGHT VIEW

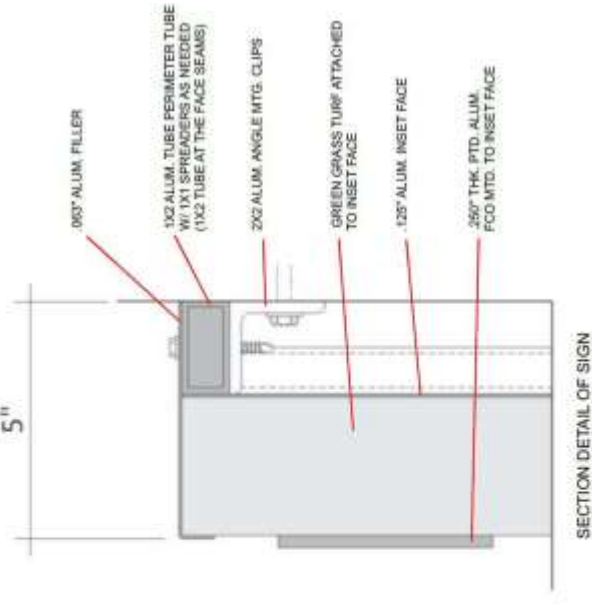
# C1-C8 - Gravity Wall Art



NIGHT VIEW  
EXTERNALLY ILLUM. BY OTHERS



DESIGN INTENT



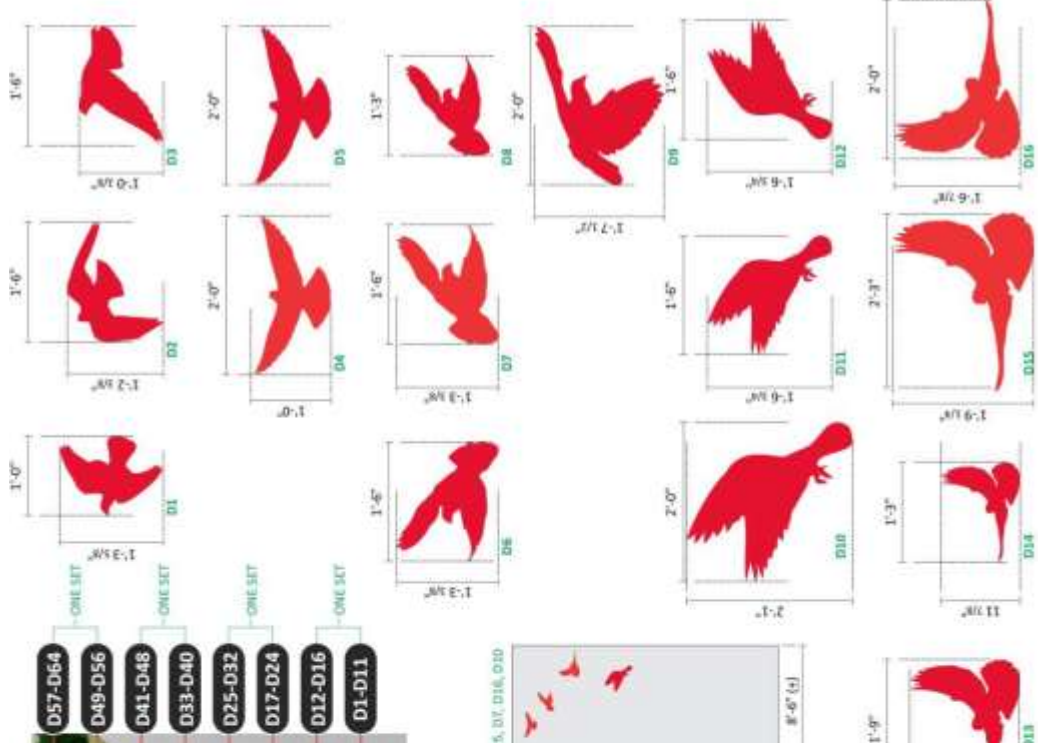
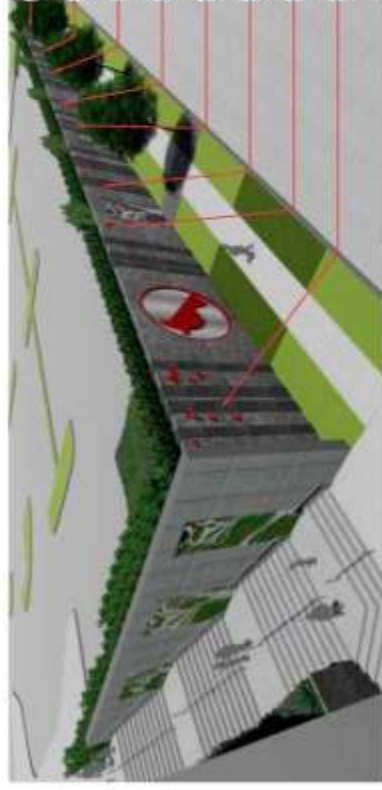
**C1-C8** OPEN ALUM. "BOX" W/ TREE SILHOUETTES ON FAUX GREENERY SCALE: 1/4" = 1'-0"

EIGHT ( 8 ) REQUIRED - MANUFACTURE AND INSTALL

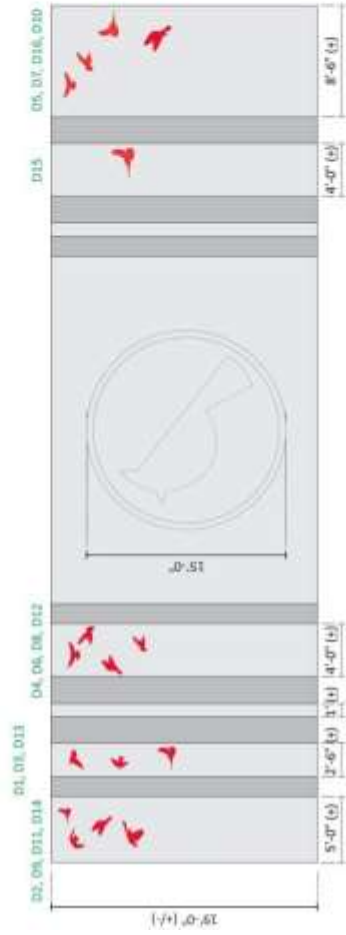
TREE SILHOUETTE WILL DIFFER IN ALL 8 SIGNS. VECTOR GRAPHICS PENDING FROM CUSTOMER.

EXTERNALLY ILLUMINATED BY OTHERS

# D1 – D64 Gravity Wall Art - Birds



**DESIGN INTENT**



**PARTIAL WALL ELEVATION**

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

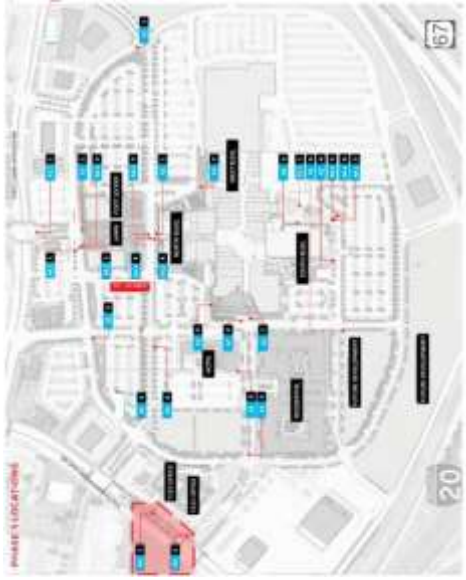
**D1-D64**

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.

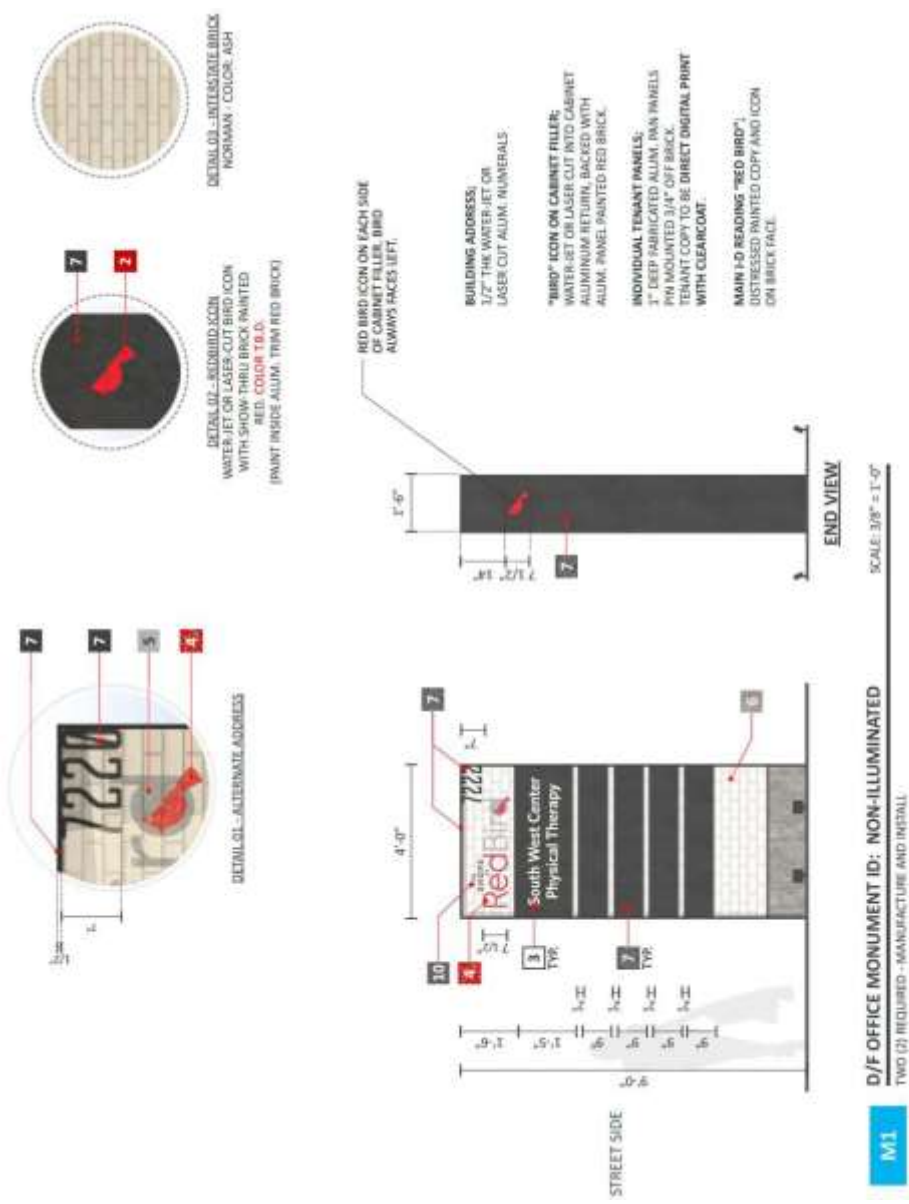
- OPTION 1 1" THK. ALUM. FIN. PANELS
- OPTION 2 1" THK. CYRO ACRYLIC

# M1 – Office Monument: Non-Illuminated

## 7220 Westmoreland



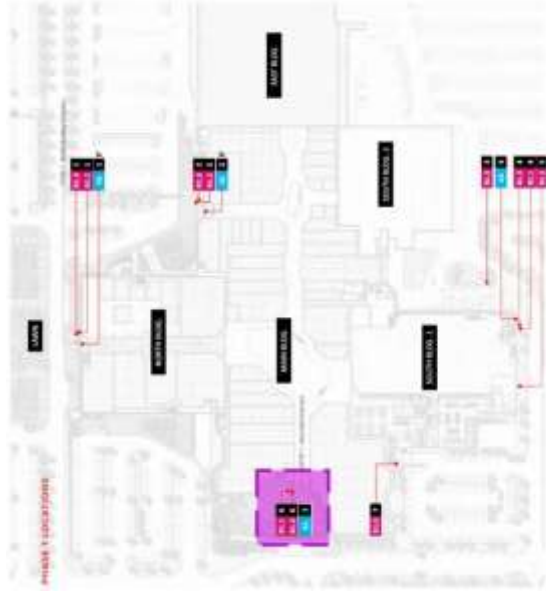
COLOR KEY	
1	MATTHEWS BLACK EPISODE I TWO LIGHT ZONE
2	RED PAINTED "BRD" ON BRICK MATTHEWS - PMS 181C RED
3	MATTHEWS WHITE UPGRADE POLAR STONE
4	DISTRESSED RED PAINTED COPY AND "BRD" ICON MATTHEWS - PMS 181C RED
5	DISTRESSED MATTHEWS GRAY PTM 001 GRAY
6	INTERLOCK BRICK, NORMAN COLOR ASH
7	ALUM. W/ BLACKENED STEEL SALT FINISH
8	WHITE ACRYLIC
9	MATTHEWS RED - PTM 181C RED
10	DISTRESSED DARK GRAY PTM 003 GRAY DEC





# M1 – Office Monument: Non-Illuminated

## West Wing



M1 - OFFICE BUILDING SIGNAGE LOCATION...

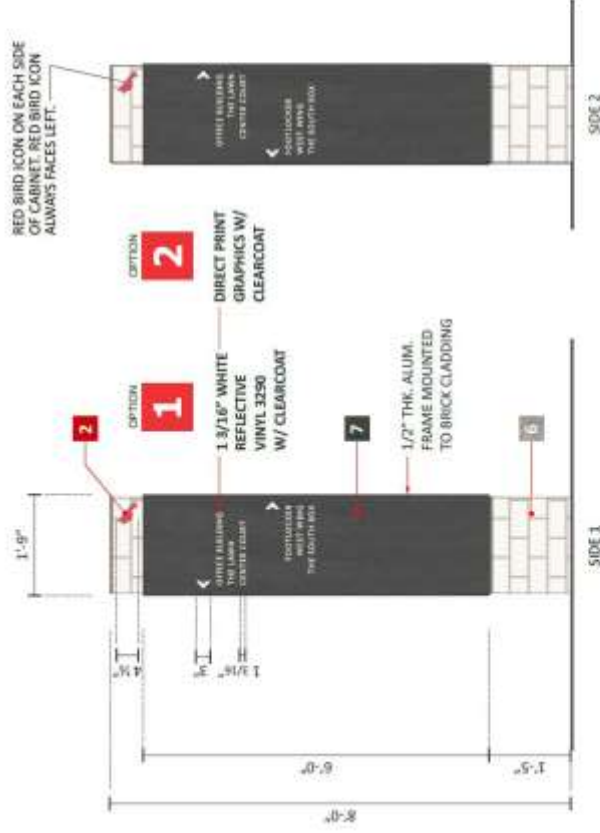
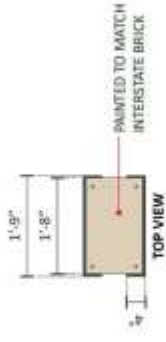
COLOR KEY	
<b>1</b>	MATTHEWS BLACK MP33260 TWILIGHT ZONE
<b>2</b>	RED PAINTED "BIRD" ON BRICK, MATTHEWS - PMS 185C RED
<b>3</b>	MATTHEWS WHITE MP05780 PEARL STONE
<b>4</b>	DISTRESSED RED PAINTED COPY AND "BIRD" ICON, MATTHEWS - PMS 185C RED
<b>5</b>	DISTRESSED MATTHEWS GRAY PTM 429 GREY
<b>6</b>	INTERSTATE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



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

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

DETAIL 03 - INTERSTATE BRICK NORMANN - COLOR-ASH



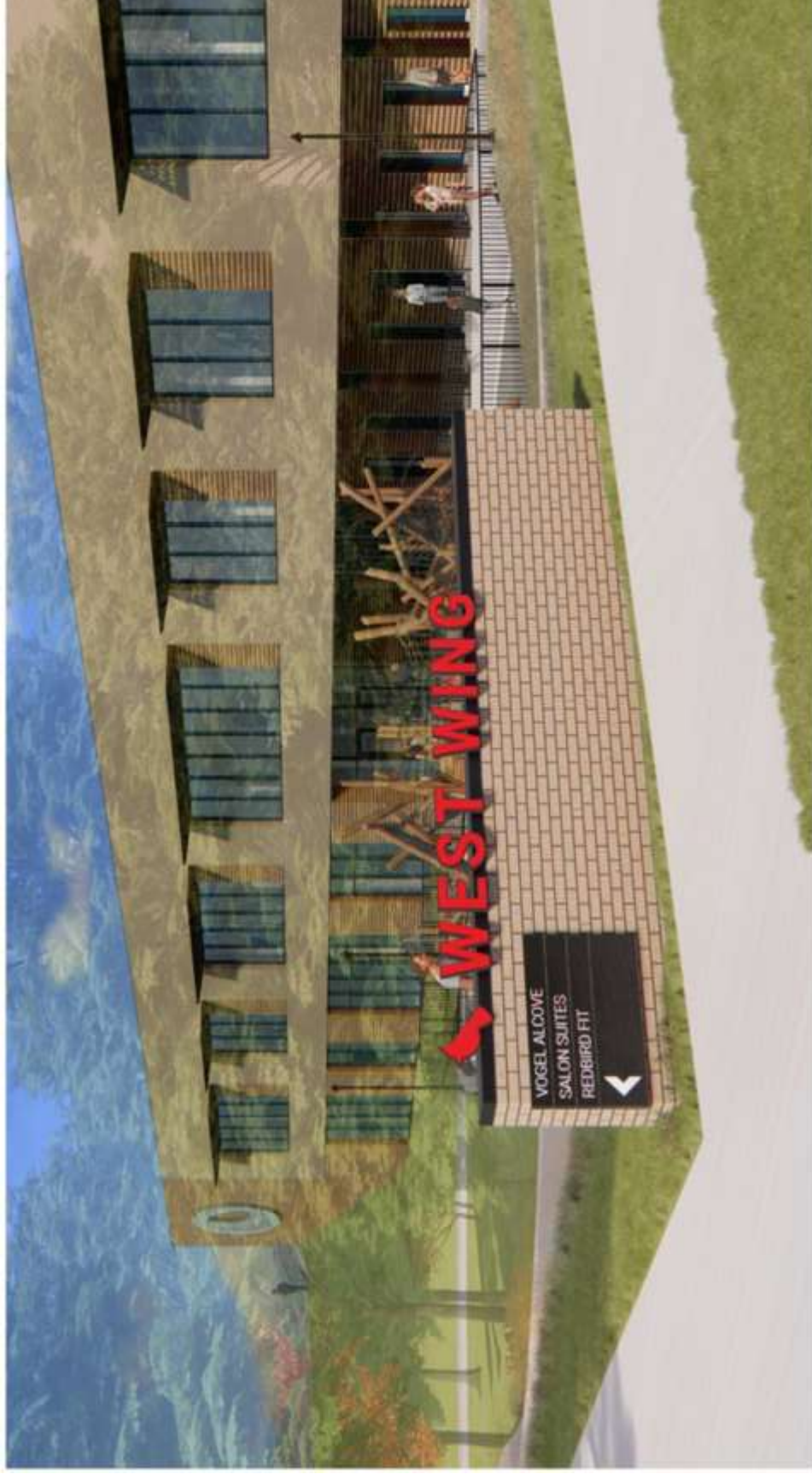
D/F PEDESTRIAN DIRECTIONAL: NON-ILLUMINATED SCALE: 1/2" = 1'-0"

A3

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:

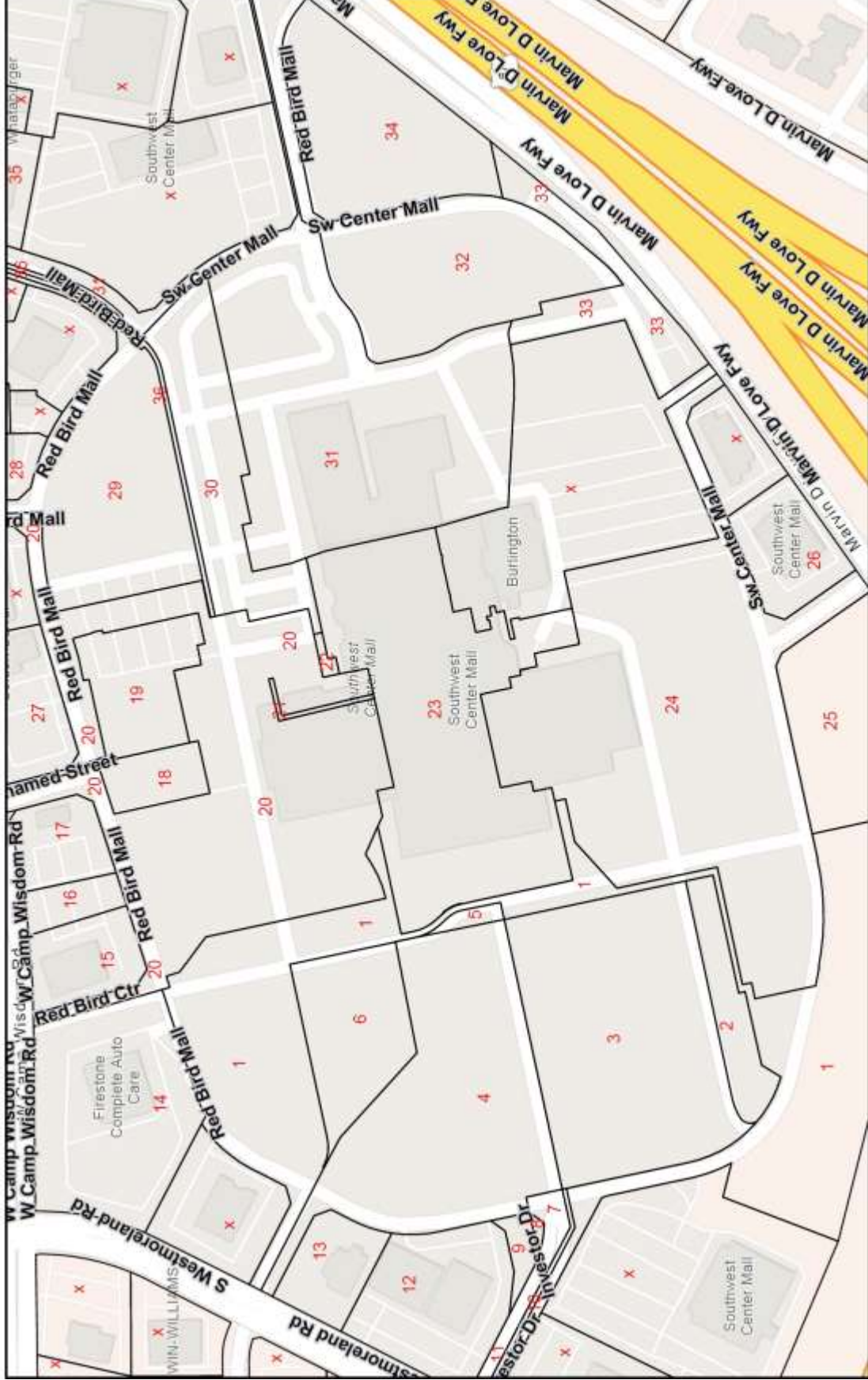
1. RB Property List – (confirmed by RB)
2. Owner Authorization Letters – (Signed and sent to BA)

### 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**



# Dallas CAD Web Map

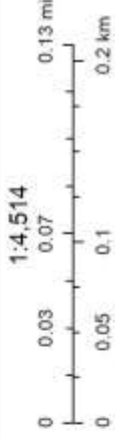


9/14/2023, 11:26:38 AM

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

## Note:

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





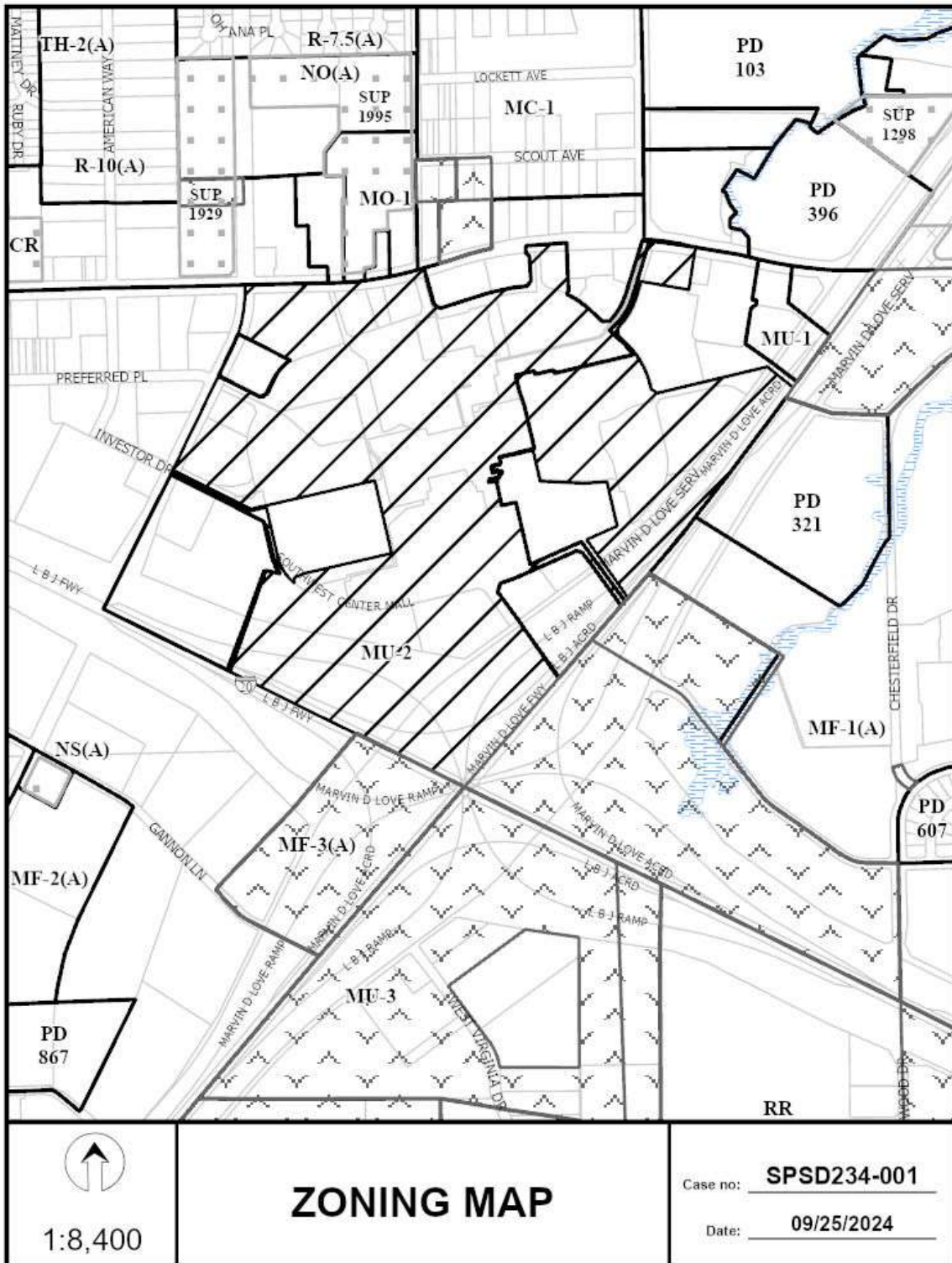


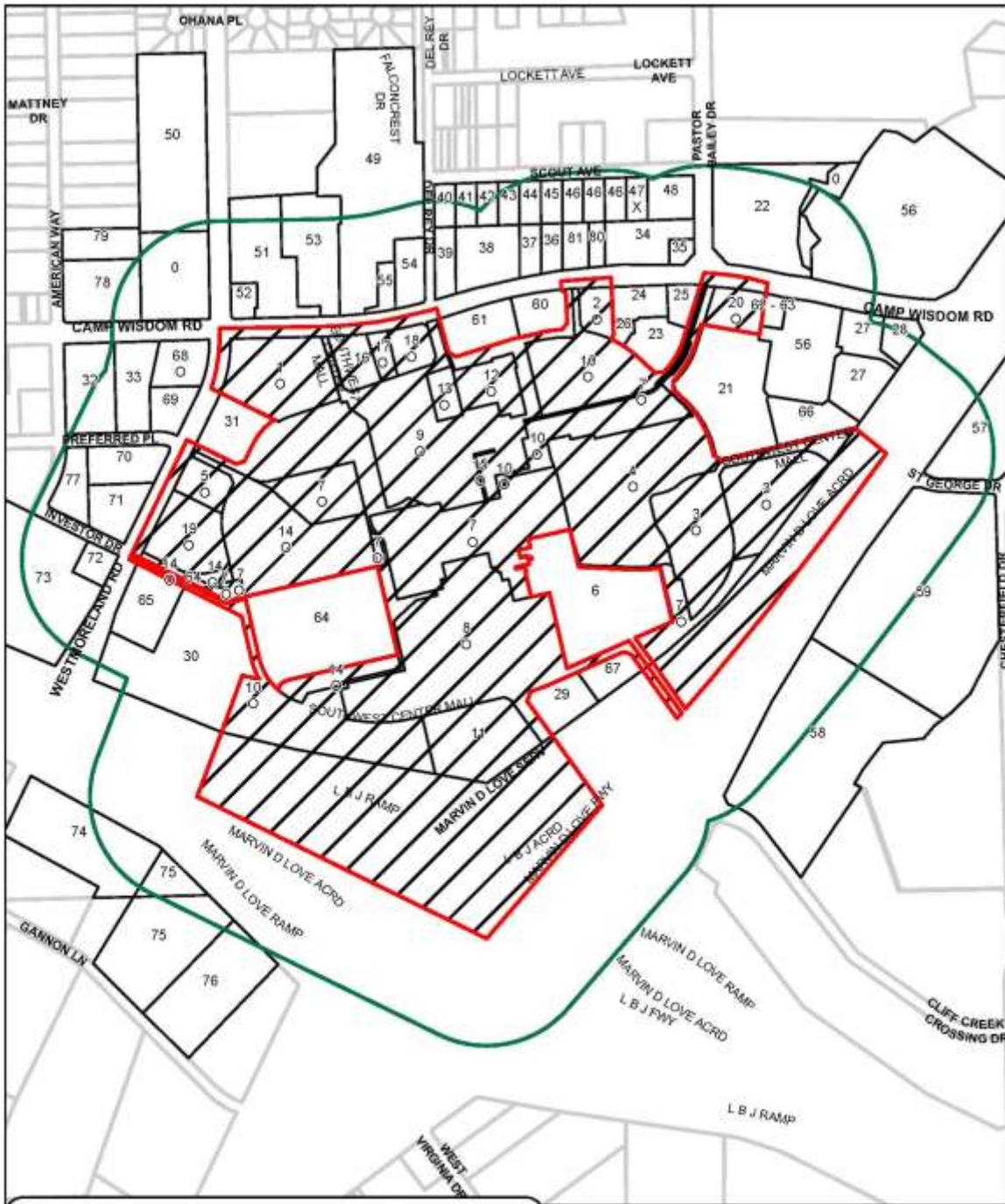
1:8,400

# AERIAL MAP

Case no: SPSD234-001

Date: 09/25/2024





<b>81</b>	Property Owners Notified (101 parcels)
<b>18</b>	Replies in Favor (31 parcels)
<b>1</b>	Replies in Opposition (1 parcel)
<b>500'</b>	Area of Notification
<b>10/10/2024</b>	Date

**SPSD234-001**  
**CPC**



1:7,200

10/09/2024

***Reply List of Property Owners******SPSD234-001******81 Property Owners Notified******18 Property Owners in Favor******1 Property Owners Opposed***

<b><i>Reply</i></b>	<b><i>Label #</i></b>	<b><i>Address</i></b>	<b><i>Owner</i></b>
O	1	3720 W CAMP WISDOM RD	RB 3720 WCW LLC
O	2	3420 W CAMP WISDOM RD	RB 3420 WCW LLC
O	3	3540 W CAMP WISDOM RD	RB LAND 2 LLC
O	4	3450 W CAMP WISDOM RD	RB EAST WING PROPERTY LLC
O	5	7204 S WESTMORELAND RD	CWRD PROPERTIES LLC
	6	7465 MARVIN D LOVE FWY	BURLINGTON COAT FACTORY
O	7	3200 W CAMP WISDOM RD	3662 W CAMP WISDOM LLC
O	8	3662 W CAMP WISDOM RD	WCWAP LLC
O	9	3550 W CAMP WISDOM RD	OMRB III LLC
O	10	3662 W CAMP WISDOM RD	RB LAND 1 LLC
	11	7575 MARVIN D LOVE FWY	RB 7575 MDL LLC
O	12	3540 W CAMP WISDOM RD	OMRB LLC
O	13	3544 W CAMP WISDOM RD	OMRB II LLC
O	14	7202 S WESTMORELAND RD	OMRB III LLC
O	15	3550 W CAMP WISDOM RD	3662 W CAMP WISDOM LLC
	16	3704 W CAMP WISDOM RD	RB 3704 WCW LLC
O	17	3620 W CAMP WISDOM RD	3550 W CAMP WISDOM LLC
O	18	3620 W CAMP WISDOM RD	3550 W CAMP WISDOM LLC
O	19	7220 S WESTMORELAND RD	RB 7220 SW LLC
O	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

10/09/2024

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	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
X	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

10/09/2024

<i>Reply</i>	<i>Label #</i>	<i>Address</i>	<i>Owner</i>
	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
O	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