

PID STRATEGIC PLAN/PRIORITY OVERVIEW

STRATEGIC PRIORITIES	0-18 Months Focus	3-5 Year Direction	Early Actions Underway	Progress Measurement Tools
 1. PUBLIC SAFETY & PERCEPTION	- Flock cameras - Hotspot intervention (Independence Triangle) - Lighting study & SafeWalk crossings - Stakeholder reporting tools	Layered, district-wide safety model with technology, ambassadors and predictable coverage	- Flock deployment underway - Lighting Assessment - SafeWalk pilot planning - Hotspot strategy launched - Command center build out	- Crime trends & incidents - Response times - coverage hours per week - Perception of safety (survey)
 2. CLEANLINESS & BEAUTIFICATION	- Gateway cleanups - Landscaping & greening - Branded streetscape elements - Beautification campaign	Cohesive corridor standards for ongoing maintenance that create a clean, welcoming district	- Gateway improvement plan - Landscape maintenance strategy - Underpass planning - Design charette	- Visual condition scores - Litter reduction - Tree/landscape installations - Property condition improvements
 3. BRANDING & IDENTITY	- Finalize brand & logo - Website & social launch - Business decals & signage - Mural & art program - District storytelling	A recognizable Red Bird Identity that builds pride and attracts activity	- Brand package complete - Website launched - Social channels live - Mural pilot in planning process - Photo-op installations in planning process	- Website traffic - Social engagement - Brand awareness - Media mentions
 4. PLACEMAKING & ACTIVATION	- Murals, art & gateway moments - Events/pop-ups - Temporary activations - Community collaborations	A destination corridor where people gather, visit, spend, and return.	- Community partnerships - Parklet concept explorations	- Event attendance - Foot & vehicle traffic trends - Social shares and geotags - Repeat visitation
 5. COMMUNITY & ECONOMIC ENGAGEMENT	- Owner/business outreach - Market analysis - Investment & Partnership strategy - Clear communication on PID efforts	Strong business confidence, continued investment and long-term economic growth.	- First property owner meeting - Market analysis vendor negotiations - Stakeholder database building - Communications cadence	- Owner satisfaction - Meeting participation - Investment inquiries - Renewal support/champions

IMPLEMENTATION ROADMAP

 PHASE 1 : LAUNCH 0-6 MONTHS	 PHASE 2: MOMENTUM 6-18 MONTHS	 PHASE 3 : GROWTH 18-24 MONTHS	 PHASE 4: LEADERSHIP 24+ MONTHS
- Deploy cameras - Complete lighting study - Launch brand & website - Gateway cleanups	- Hotspot interventions - Murals & activations - Beautification wins - Executive Director - Business engagement grows	- Facade improvement program - Strengthen partnerships - Increased investment	- Fully operational capacity - Sustainable funding - Premier district in Dallas



RED BIRD

D I S T R I C T

RED BIRD
DISTRICT

BRAND GUIDELINES

01.2

LOGO EXPLANATION

MORE THAN A LOGO

The Red Bird logo is a contemporary monogram mark engineered with layered meaning. At first glance, it resolves as a cardinal—an immediate, memorable symbol. Look closer and the forms reveal an embedded “O” and “C,” anchoring the mark in Oak Cliff, the home of the Red Bird District. Finally, the inverted location pin introduces a note of intrigue—signaling not just place, but potential—positioning Red Bird as a destination still being discovered.

OC MONOGRAM MARK
FOR OAK CLIFF

HIDDEN LOCATION PIN



THE LETTER O

THE LETTER C