


1



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**Mama Tried**

- Moving to previous Green Gator Space
- 6/6 – Last Day of Operation
- 6/20 – Est. Opening



3



**J A X O N**  
TEXAS KITCHEN & BEER GARDEN

---

AT TOYOTA MUSIC FACTORY | 02.12.24

4



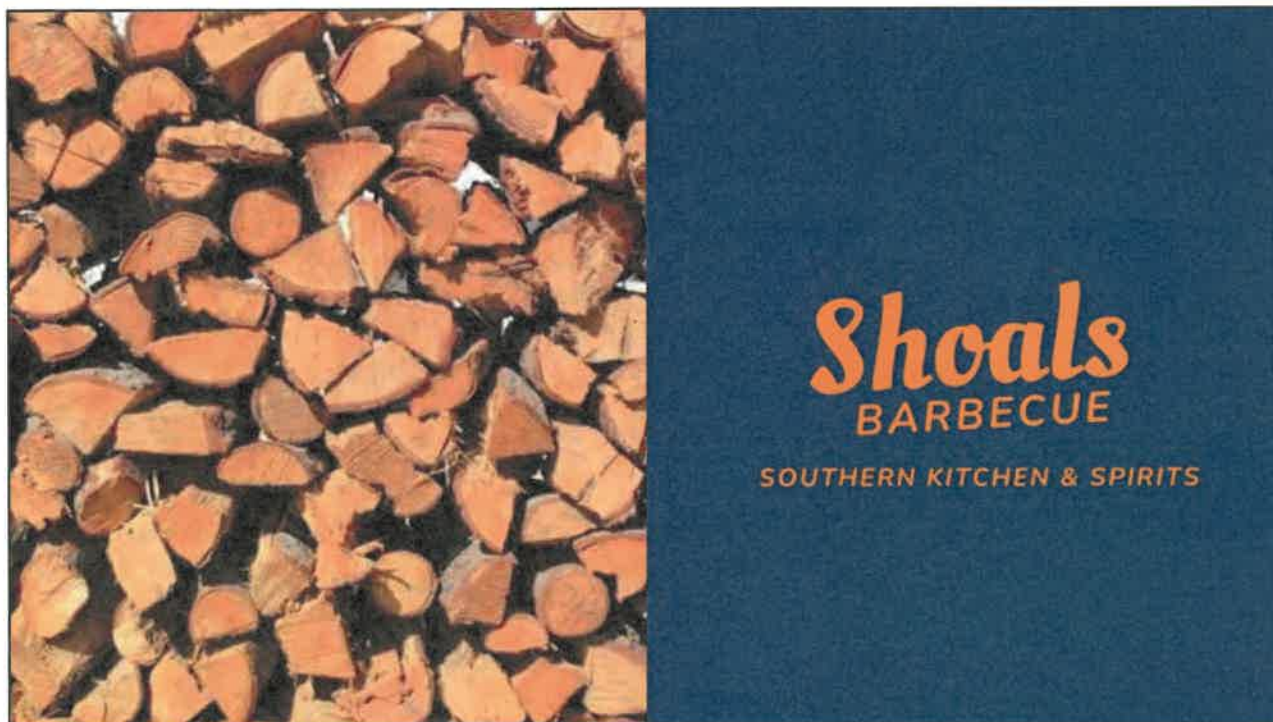


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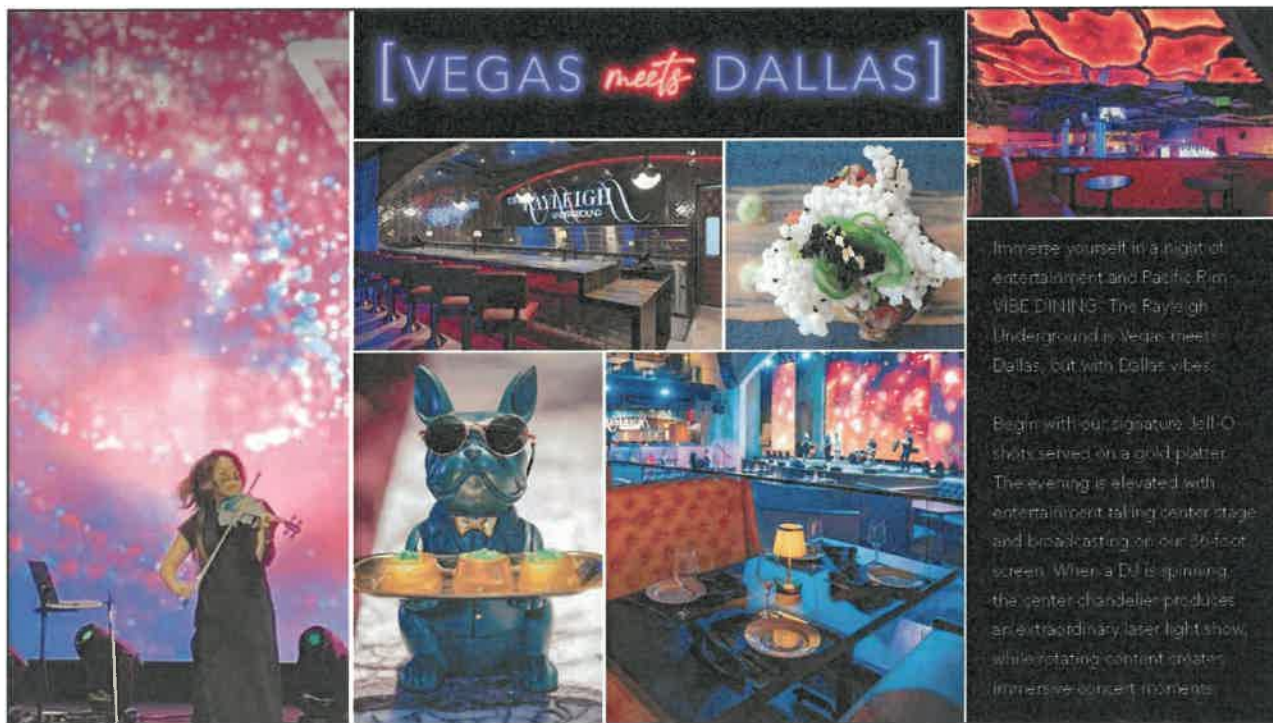


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## THE VENUE

The Rayleigh Underground is a 38,000-square-foot modern theater and restaurant in the Toyota Music Factory in Irving, TX. With a capacity of 1100, it offers a plug-and-play landscape for talent utilizing the latest in audio, visual, and lighting technology. The venue is minutes from DFW Airport and is complemented by an overhead 6,000-person concert venue operated by Live Nation.

The Rayleigh features an impressive 18ft x 50ft stage, with a 36'x18' Absen 2.9 pitch video wall on center stage, plus multiple interactive LED screens throughout; 5 bars, 2 VIP bars, hand-carved stone walls, a private green room, box office, merchandise room, and an AV/lighting room.

The Rayleigh delivers an exceptional entertainment experience with its custom finishes, modern furniture, trend-setting menus, and art installations.

17



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19

**PROPOSED SOLUTIONS**

**A NEW VISION**

The following proposed enhancements will help to reinvigorate the site, elevate the guest experience, and create an iconic destination

01

**RE-ENVISION  
THE PLAZA**

Redesign the plaza to create a new heart and hub of activity for the community of Irving.

02

**PLAZA  
CONNECTIONS**

Activate the connection to the hotel, convention center and future corporate offices.

03

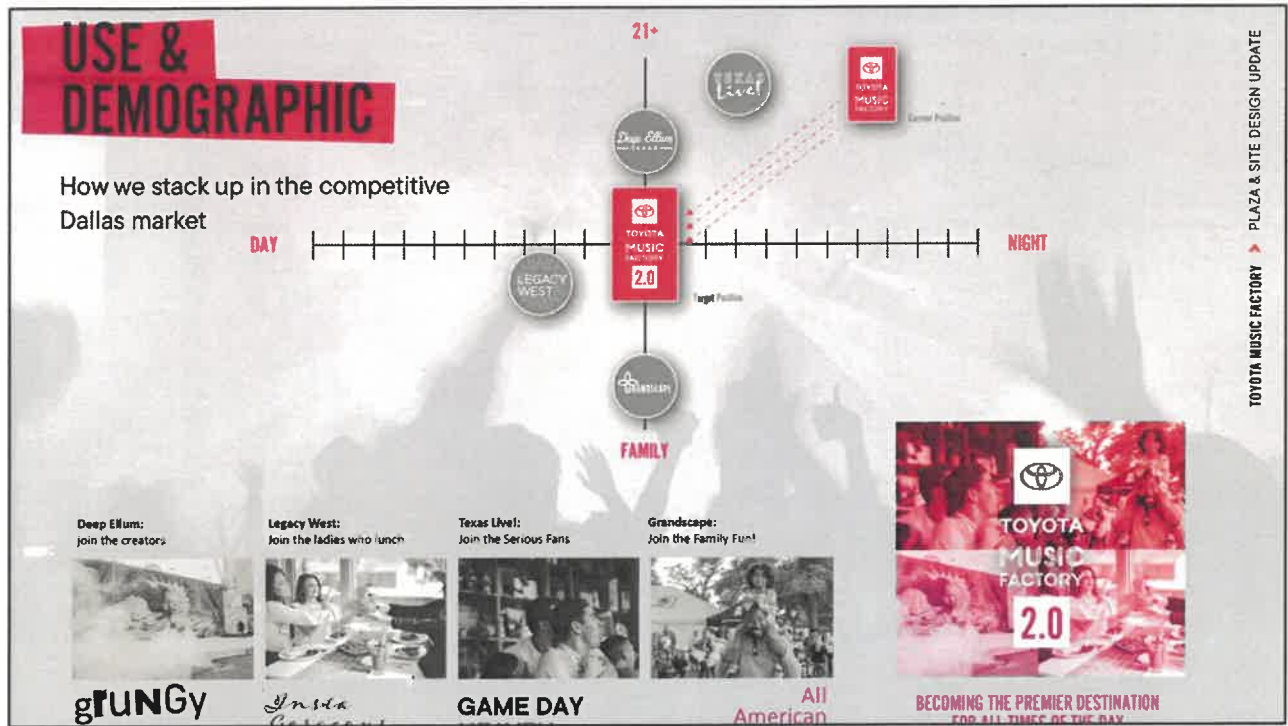
**DISTRICT  
ETHOS**

Graphic enhancements to the architecture and signage updates that reflect the character and story of place.

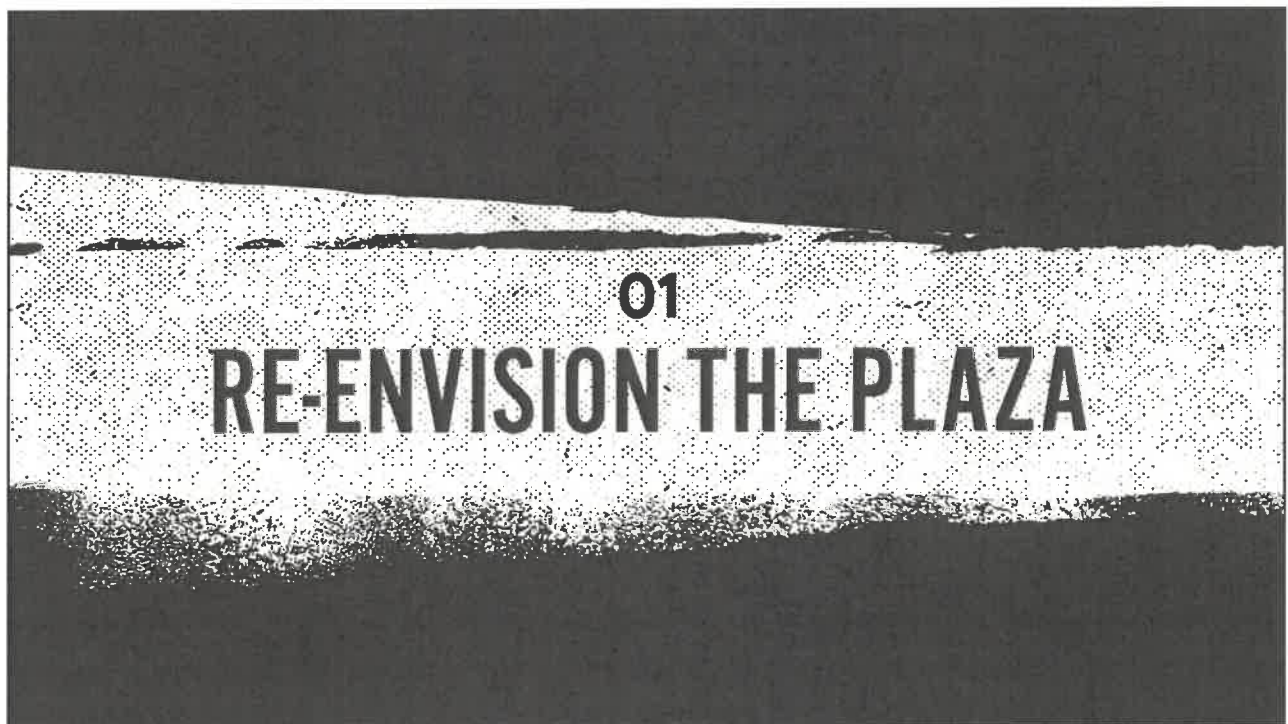
TOYOTA MUSIC FACTORY > PLAZA & SITE DESIGN UPDATE

20





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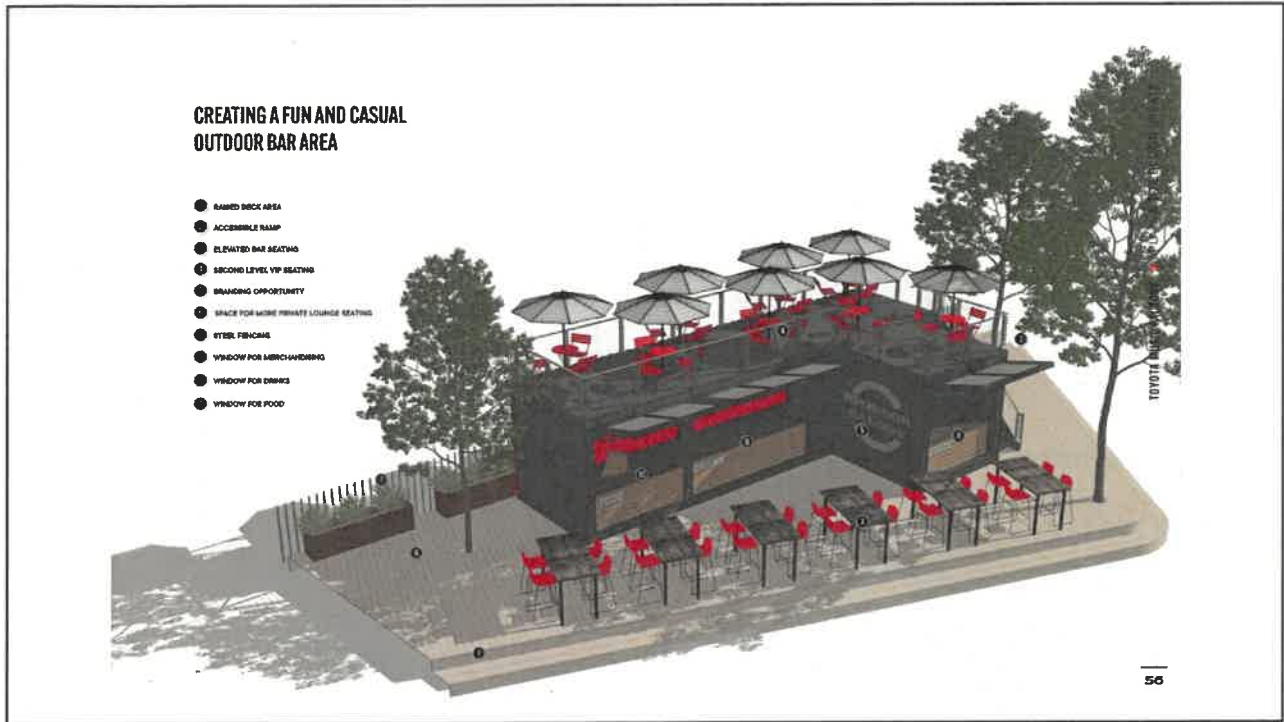




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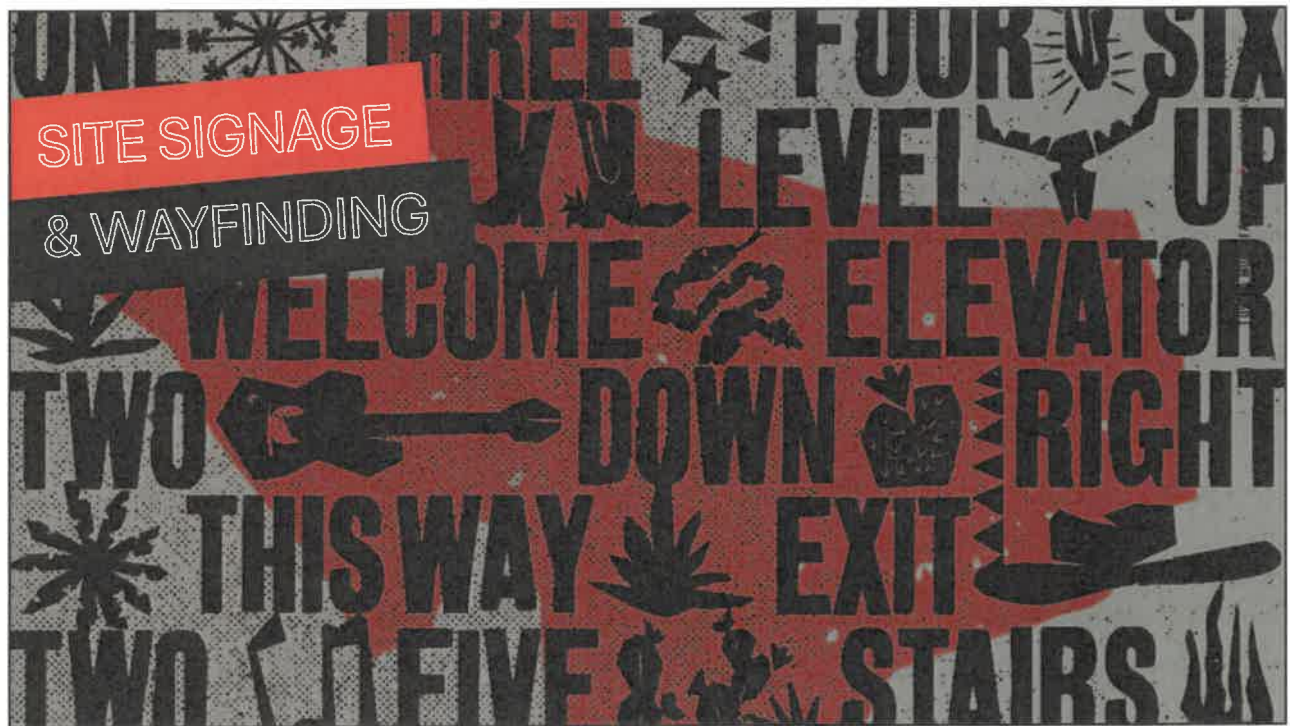


44



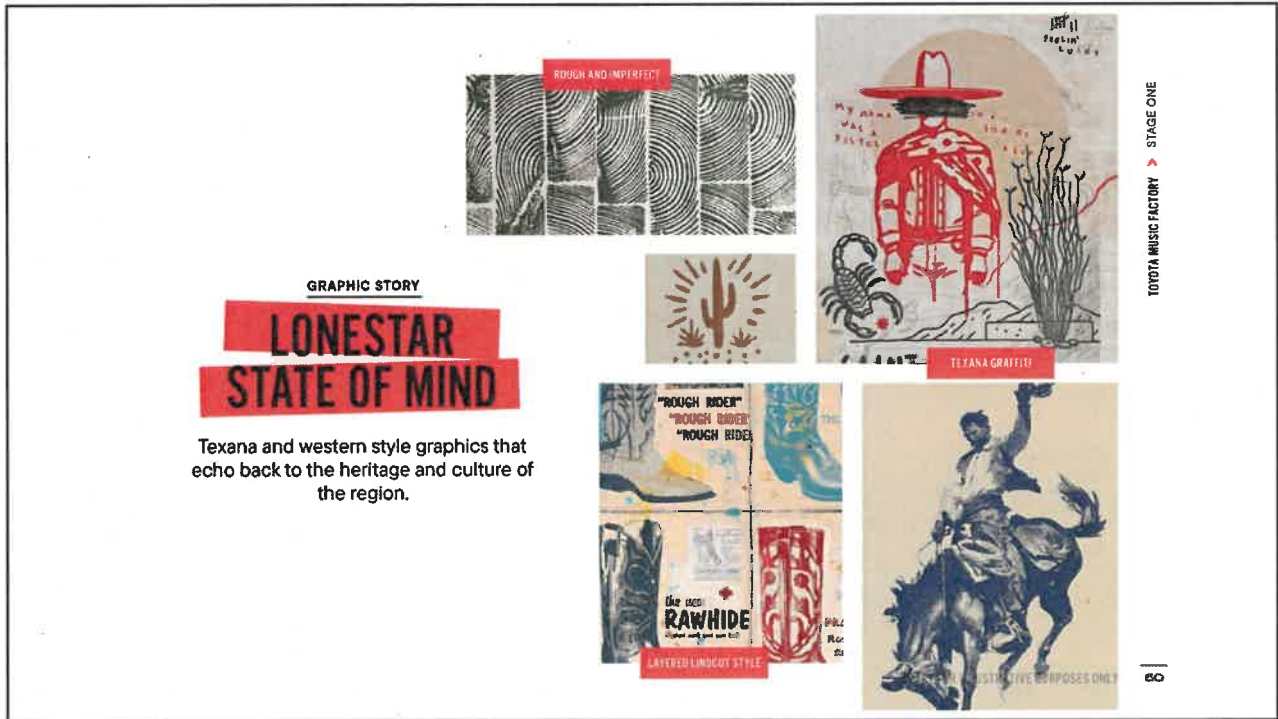
MAMA TRIED RELOCATION

45



46





47



48

DAVID WAINWRIGHT  
WWW.DAVIDWAINWRIGHT.COM

MR. MURAL  
MRMURALMURALS.COM

TARA JOHNSTON  
TARAJOHNSTON.CO

JOSH DODSON  
WWW.JOSHODSONARTS.COM

DACE KIDD  
WWW.DACEKIDD.COM

MARI POHLMAN  
MARIPOHLMAN.COM

**GRAPHIC STORY**

**KEEP IT LOCAL**

Looking to utilize local Dallas-based artists to

DRAFT FOR ILLUSTRATIVE PURPOSES ONLY

TOYOTA MUSIC FACTORY > STAGE ONE

49

**SIGN TYPE E1 PEDESTRIAN DIRECTORY TOTEMS** **PROPOSED REDESIGN**

SIGN TO BE MORE VERTICAL IN DESIGN TO ACT AS A BEACON WITHIN THE ENVIRONMENT

REDESIGN OF SIGN TO INCORPORATE DIGITAL AND WAYFINDING COMPONENTS

EXISTING SITE CONDITIONS AND LOCATION

TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

50



**Modified Option A**  
Two sided digital display with venting on side and front. Two sided acrylic sign with venting on side.

**Modified Option B / B3**  
Two sided digital display with venting on side and front. Two sided acrylic sign with venting on side.

**Modified Option C**  
Two sided digital display with venting on side and front. Two sided acrylic sign with venting on side.

**GENERAL NOTES**  
All copy and messaging shown at this size and for this view only. Final copy and messaging are to be provided by the client team, once in accordance with the client team's requirements.

**TOYOTA MUSIC FACTORY**

**rsmdesign**  
1800 California Street  
San Francisco, CA 94109  
415.442.8474  
rsmdesign.com

**PLACING NOTES**  
All signage are shown in perspective. Final signage will be provided by the client team. Final signage will be provided by the client team. Final signage will be provided by the client team.

**PLACING NOTE**  
All signage are shown in perspective. Final signage will be provided by the client team. Final signage will be provided by the client team. Final signage will be provided by the client team.

**PROJECT** Toyota Music Factory  
**LOCATION** San Francisco  
**DATE** 03/25/24

DRAWING FOR DESIGN INTENT ONLY; NOT INTENDED FOR CONSTRUCTION.  
ALL DIMENSIONS ARE IN METERS UNLESS OTHERWISE SPECIFIED.

**E1 | PEDESTRIAN DIRECTORY TOTEM**  
Color and Material

51

**SIGN TYPE E3 VEHICULAR DIRECTIONAL ( POLE )**

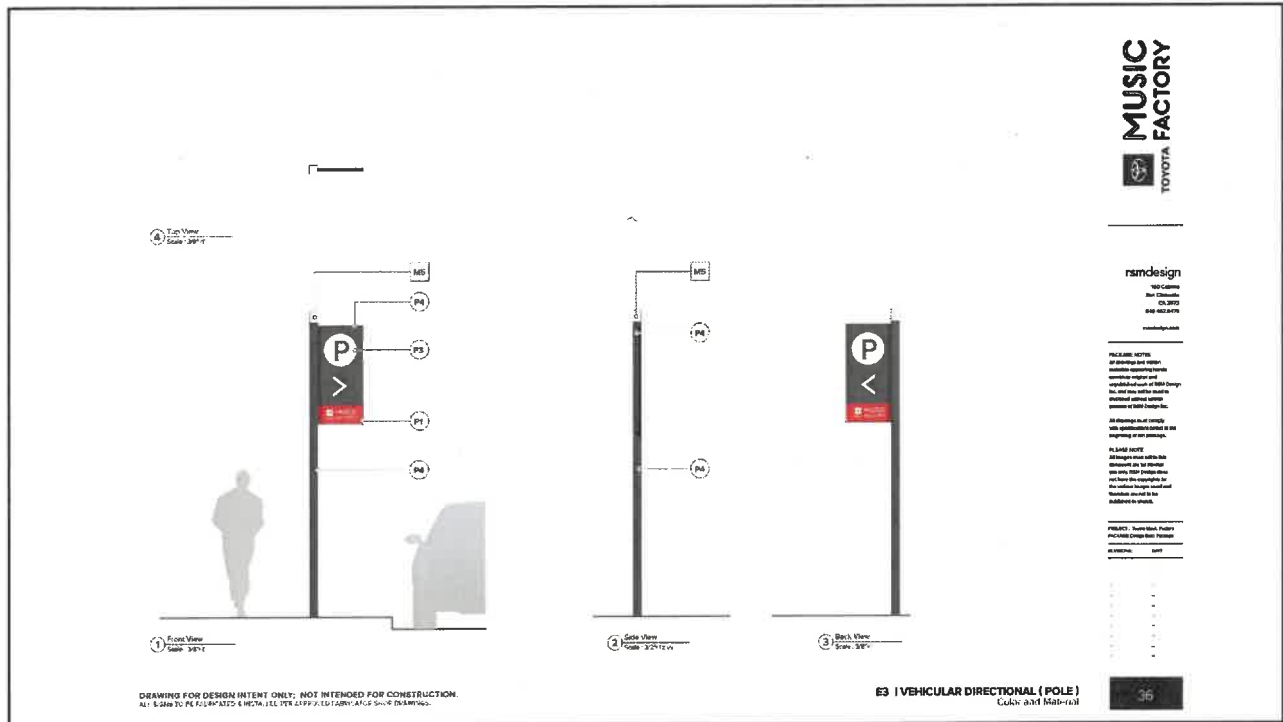
**PROPOSED MODIFICATION**

**EXISTING SITE CONDITIONS AND LOCATION**

TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

64

52



53



54



**GENERAL NOTES**  
 All copy and messaging shown in this sheet for Chevrolet Camaro SS-IC. Final copy and the signage art to be provided by the client team, prior to fabrication.  
 All dimensions and locations are to be field verified by the fabricator and approved by the client team prior to fabrication.

**MUSIC FACTORY**  
 TOYOTA

**rsmdesign**  
 100 CAMPUS  
 10000  
 10000  
 10000

**REVISIONS**

**PROJECT:** Toyota Music Factory  
**PROJECT:** Toyota Music Factory  
**PROJECT:** Toyota Music Factory

**E4 | VEHICULAR DIRECTIONAL (SLAB)**  
 Color and Material

38

DRAWING FOR DESIGN INTENT ONLY. NOT INTENDED FOR CONSTRUCTION  
 ALL DIMENSIONS TO BE FIELD VERIFIED AND APPROVED BY THE CLIENT TEAM PRIOR TO FABRICATION

55

**SIGN TYPE E10 SECONDARY SITE IDENTITY** **PROPOSED MODIFICATION**

**TOYOTA MUSIC FACTORY > SIGNAGE UPDATES**

**EXISTING SITE CONDITIONS AND LOCATION**

31

56



TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

57



SIGN TYPE 67 PARKING GARAGE IDENTITY

PROPOSED MODIFICATION / REDESIGN

TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

EXISTING SITE CONDITIONS AND LOCATION

70

58





TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

59

**ARCHITECTURAL GRAPHICS M9 PARKING GARAGE FACADE** **PROPOSED PAINTED GRAPHICS & LIGHTING**

EXISTING ARCHITECTURAL FEATURE IS AN OPPORTUNITY TO CREATE A LANDMARK ELEMENT THAT ALSO HELPS GUIDE USERS BACK TO THE PARKING GARAGE

**EXISTING SITE CONDITIONS AND LOCATION**

TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

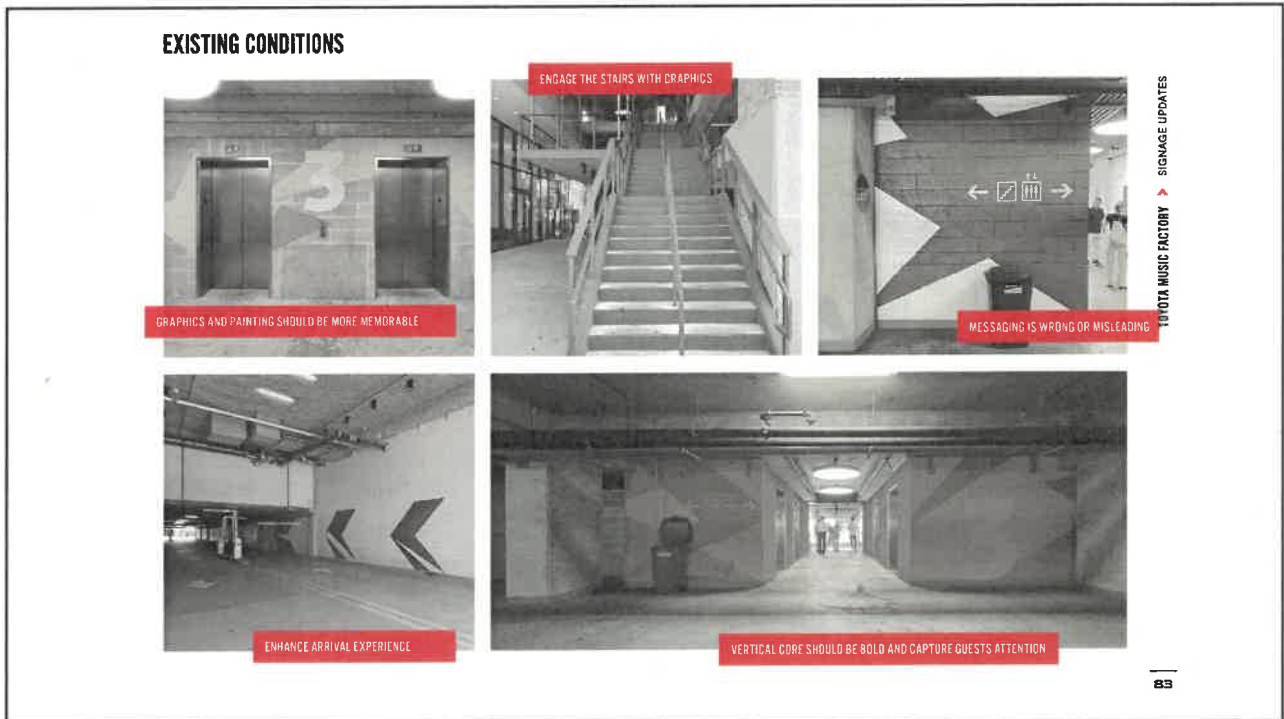
121

60



TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

61



TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

83

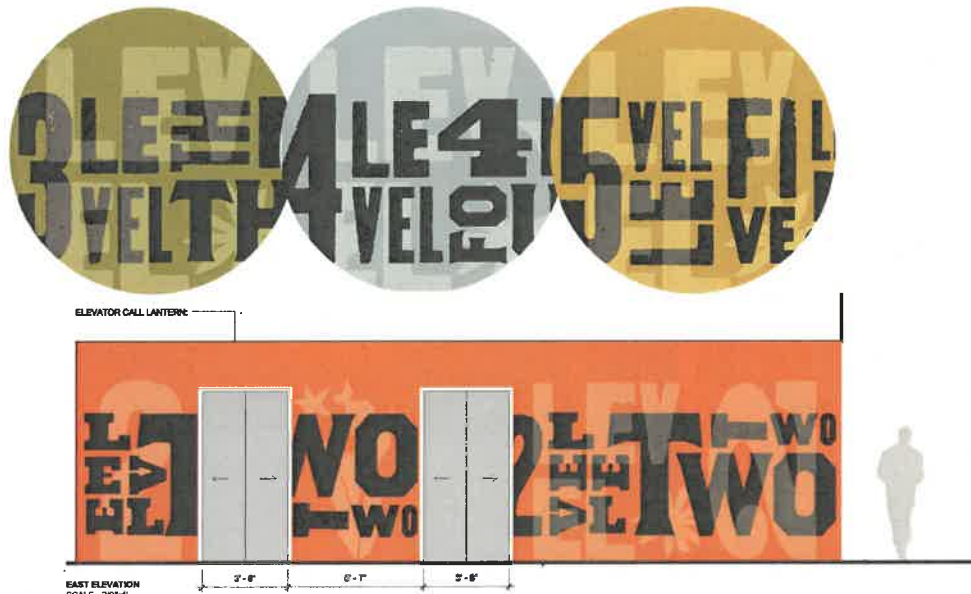
62



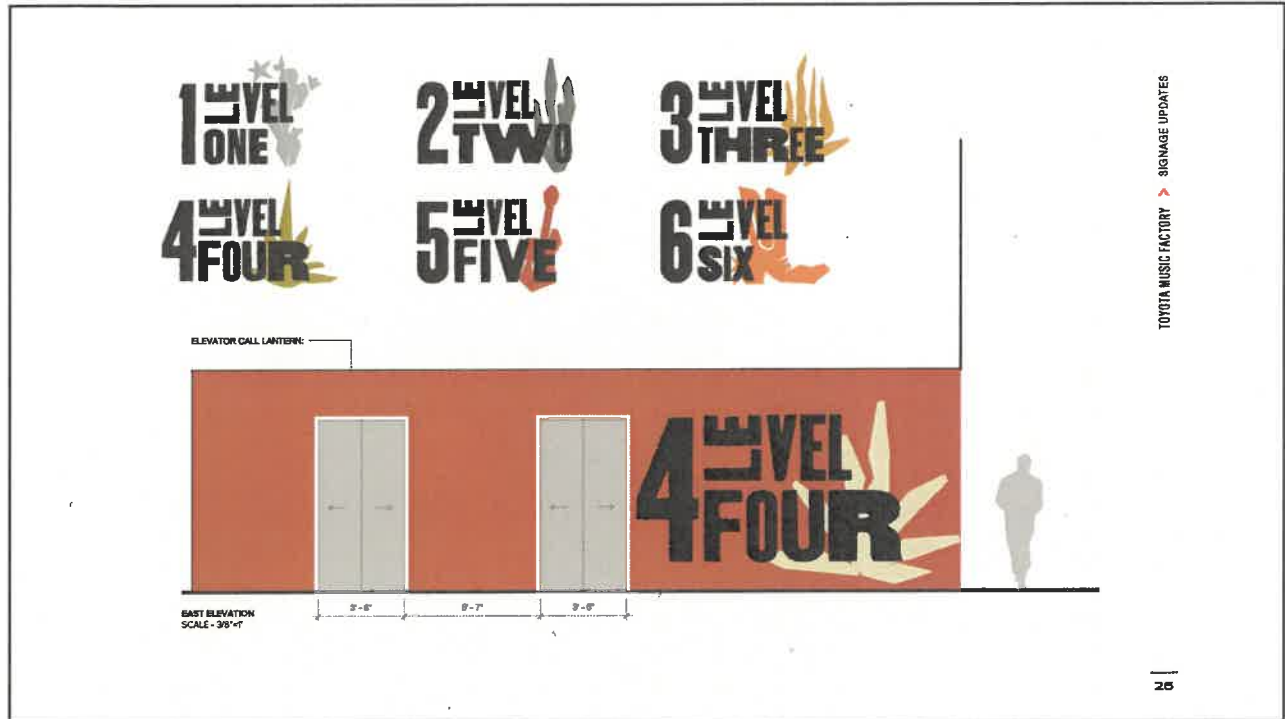
### INSPIRATION IMAGERY - PARKING GARAGE



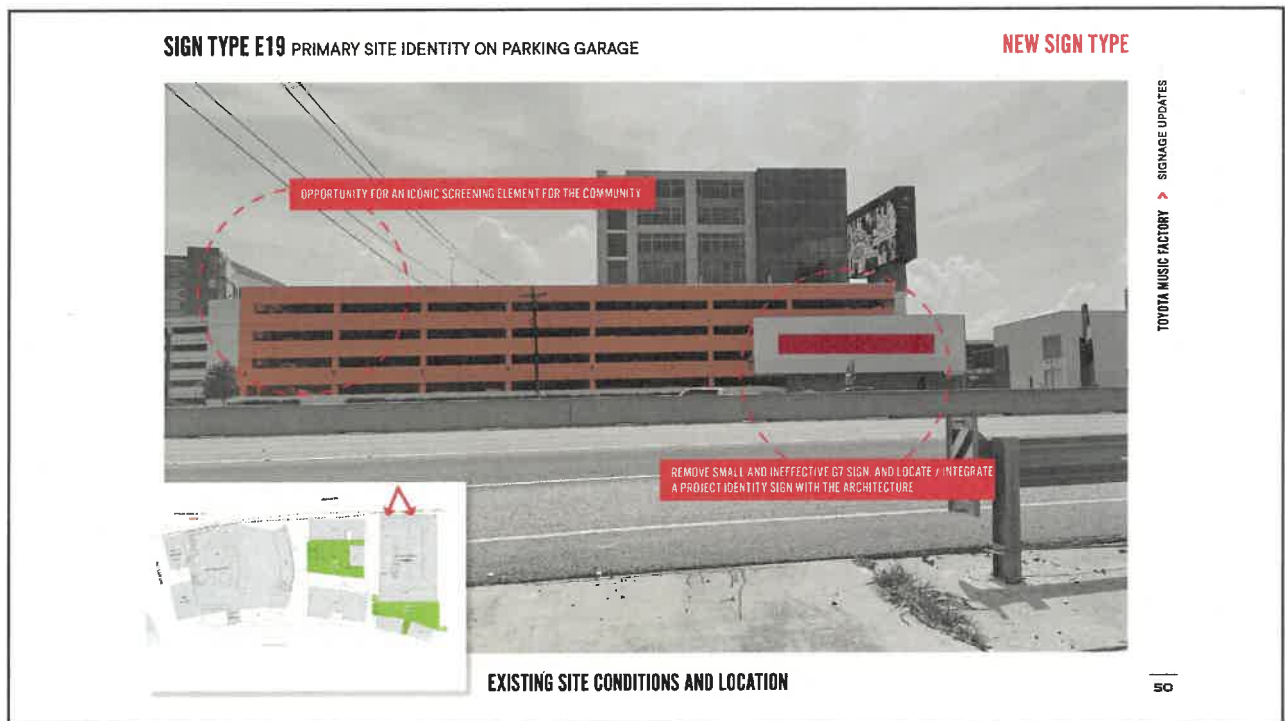
63



64



65



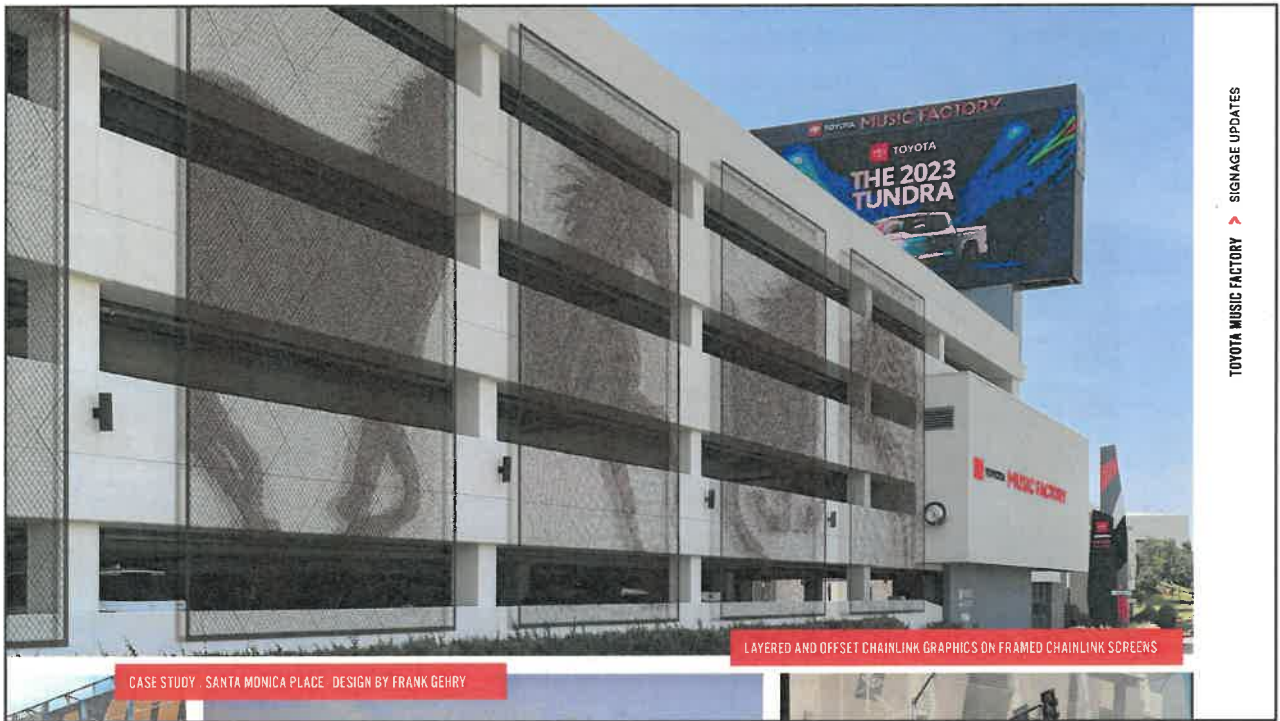
66





TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

67



TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

68



69



70



ARCHITECTURAL GRAPHICS M5 BUILDING 'C' EAST FACADE

NEW PAINTED GRAPHIC MURAL



TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

EXISTING SITE CONDITIONS AND LOCATION

113

71



TOYOTA MUSIC FACTORY > SIGNAGE UPDATES

72



73

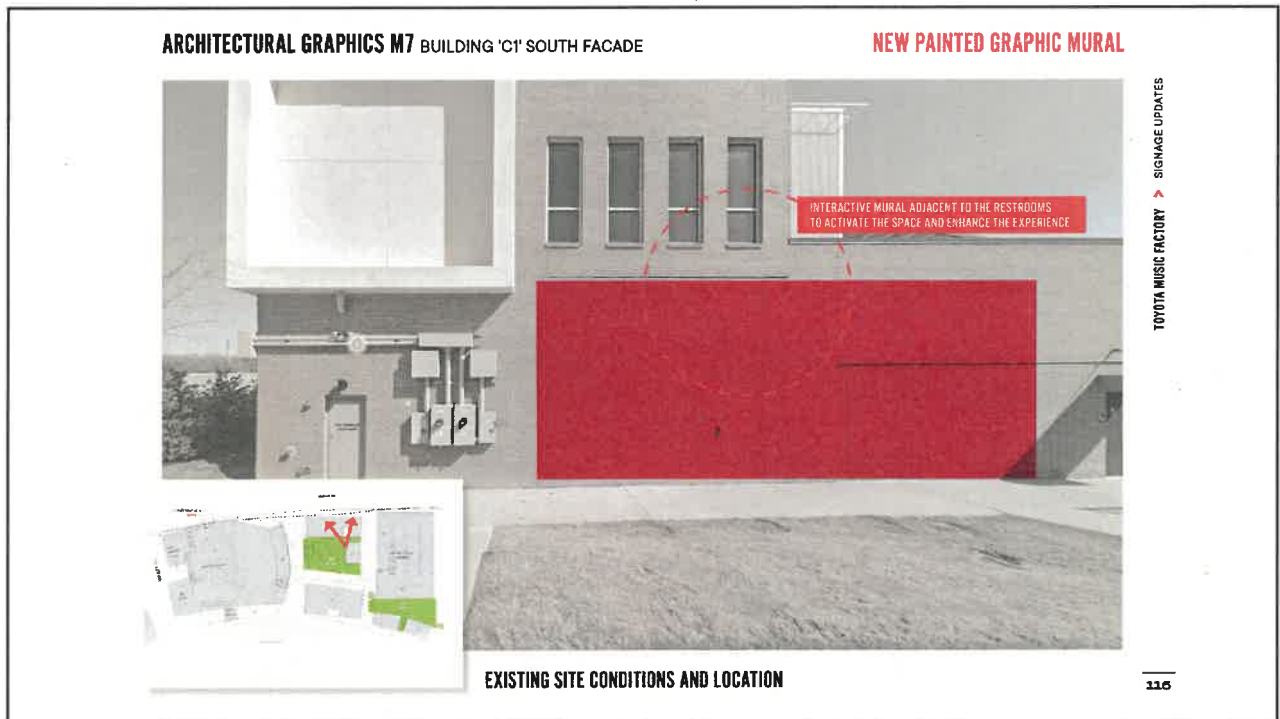


74





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76

**GENERAL NOTES**  
 All copy and the signage shown at this time are for  
 Purposes of Only 2D/3D. Final copy and the signage will be  
 provided by the client team, prior to construction.

All fix of conditions and conditions are to be field noted  
 to the field office and approved by the client team prior  
 to fabrication.

**MUSIC FACTORY**  
**TOYOTA**

**rsmdesign**  
 100 Colton  
 San Francisco  
 CA 94102  
 415.543.4474  
 rsmdesign.com

**PACKAGE NOTES**  
 All drawings are shown  
 in metric units unless  
 otherwise noted. All  
 dimensions are in  
 millimeters unless  
 otherwise noted.  
 © 2023 RSM Design, Inc.

**PLEASE NOTE**  
 All drawings are shown  
 in metric units unless  
 otherwise noted. All  
 dimensions are in  
 millimeters unless  
 otherwise noted.  
 © 2023 RSM Design, Inc.

**PROJECT:** Music Factory  
**PROJECT TYPE:** Signage  
**DATE:** 03/25/2024

**Scale: 1:100**

**1 South Elevation**

**WHAT YOU STEERING AT?**

**LET'S CUT THE BULL**

**M7 | BUILDING 'C1' SOUTH FACADE | (RESTROOMS / TENANT)**  
 Cuts and Material

**73**

77

**ARCHITECTURAL GRAPHICS M8 BUILDING 'C2' NORTH FACADE**

**PROPOSED PAINTED GRAPHICS & LIGHTING**

**TOYOTA MUSIC FACTORY > SIGNAGE UPDATES**

**PAINTED MURAL ON ARCHITECTURAL FACADE TO WRAP CORNER AND LEAD GUESTS INTO THE PLAZA**

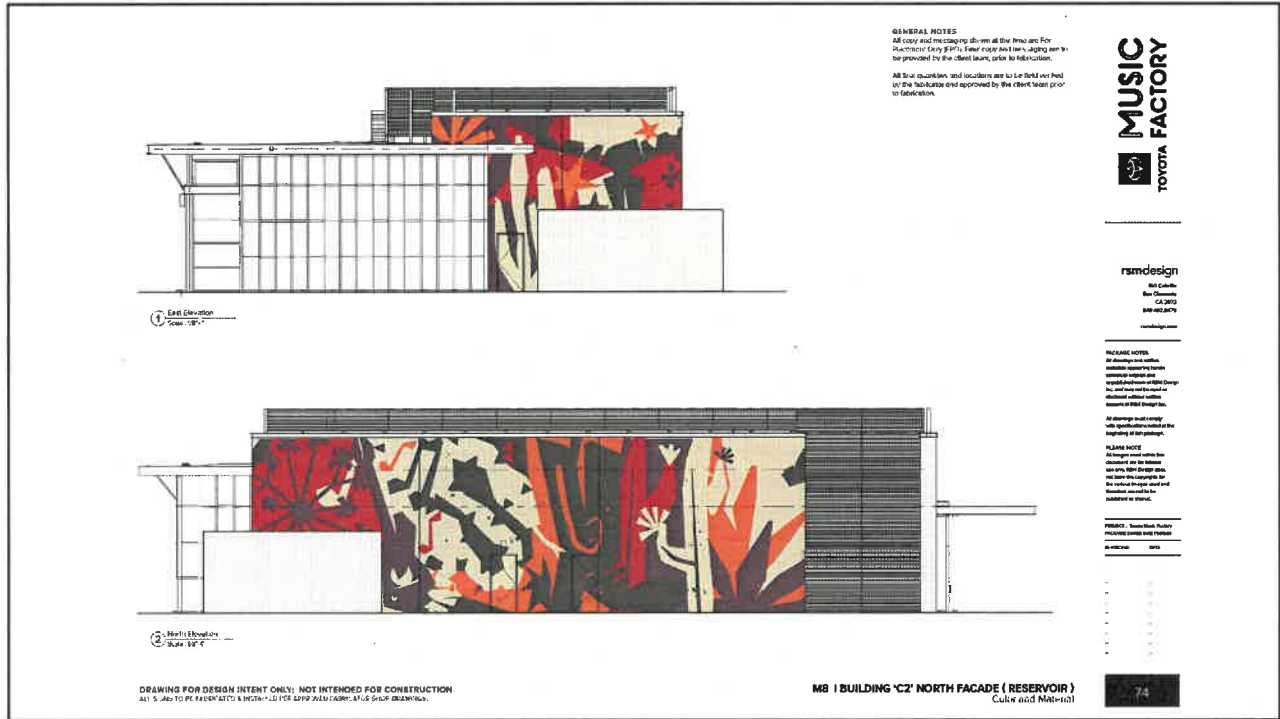
**RELOCATE TENANT SIGNAGE TO LOWER SCREEN WALL**

**EXISTING SITE CONDITIONS AND LOCATION**

**119**

78

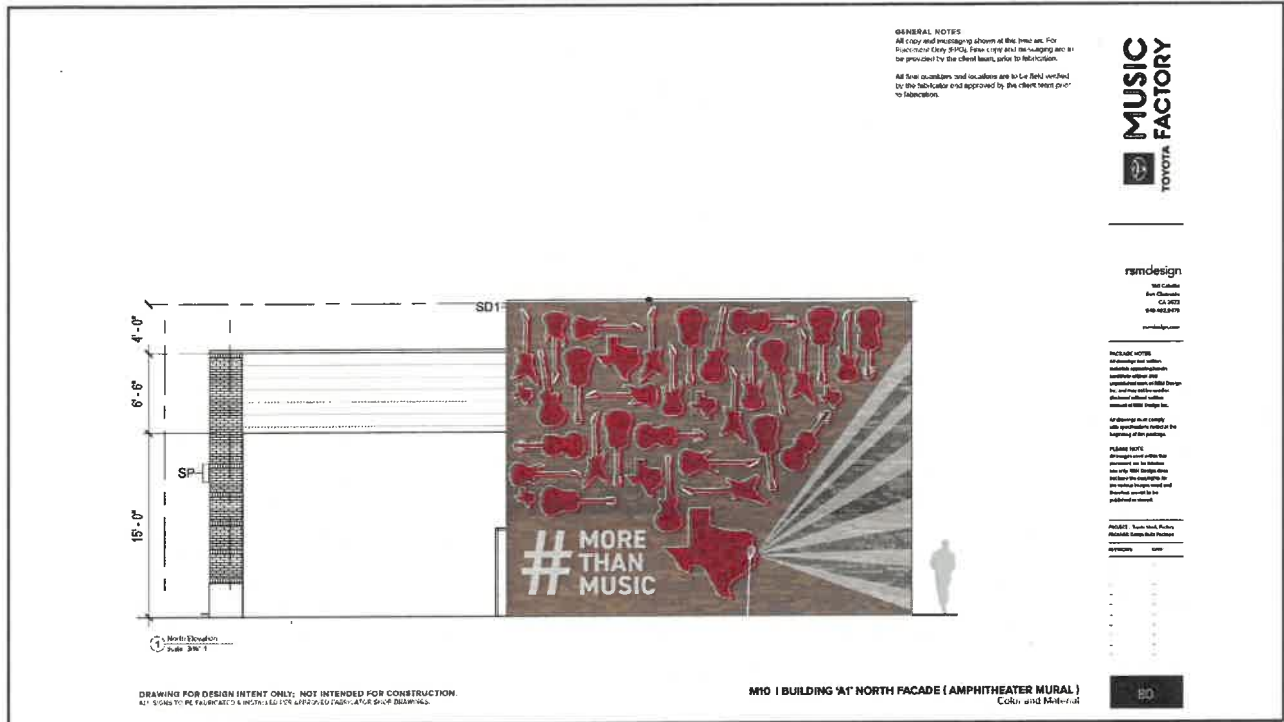




79



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82

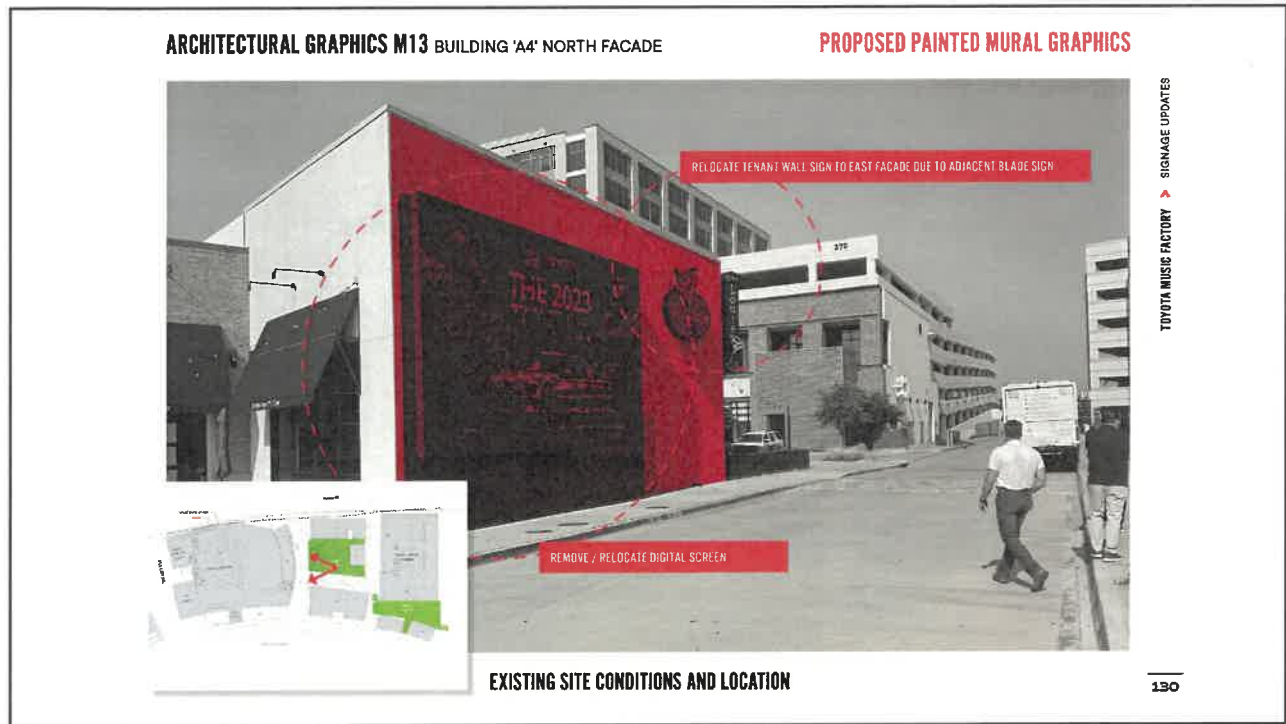




83



84



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86





87



88

### DIRECTIONALS & SCRIM GRAPHICS

WOMEN'S

MAMA TRIED

RESERVOIR

MAMA TRIED

PLAZA CLOSED

RESERVOIR

EXCITING CHANGES  
COMING SOON  
FALL 2024

89

# Marketing Updates

90



# January & February Report



**VISITS**  
201k

2,241% more than Dos Equis Pavilion  
24% more than Texas Live



**VISITORS**  
145k

137k more than Dos Equis Pavilion  
23k more than Texas Live



**AVG DWELL TIME**  
126 min

Twice as long as Dos Equis Pavilion  
16 min longer than Grandscape



**5 STAR REVIEWS**  
49

63 total reviews

NOTE: Competitive properties have between 11% - 30% lower traffic YoY, while TMF only had 3.6%

91

# TMF 2.0 Marketing Plan Teaser



**WEBSITE**



**EMAIL MARKETING**



**SOCIAL MEDIA**

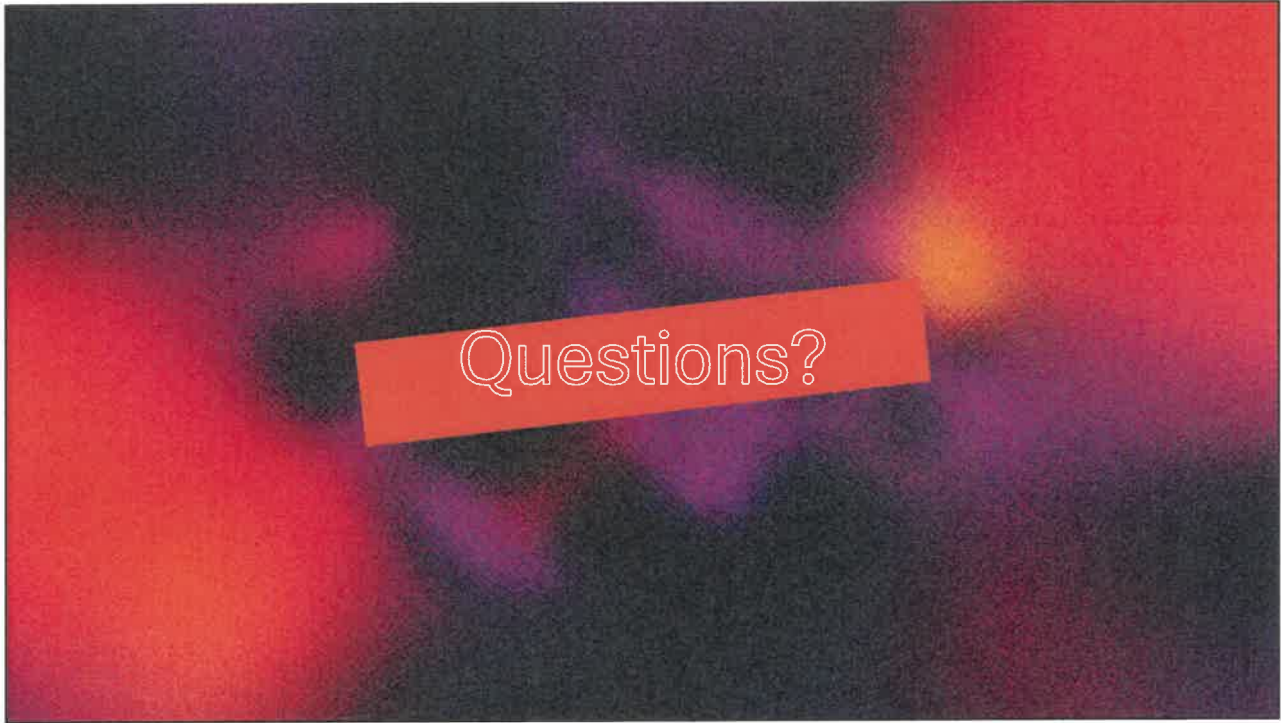


**EVENTS**



**COMMUNITY SUPPORT & CAMPAIGNS**

92



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