

Preliminary NCTCOG Conclusions
Deep Ellum TOD Implementation Group Project
November 15, 2007

1. The City of Dallas, DART, Dallas County, TxDOT, and NCTCOG, should all be in agreement on how to move forward in Deep Ellum.
2. Major landowners, such as Baylor and the Meadows Foundation, should be involved in redevelopment efforts in Deep Ellum.
3. The best renewal strategies for Deep Ellum include not fighting 'noxious' uses, but increasing rents by increasing residential density.
4. A lack of programmed infrastructure improvements is not the problem in Deep Ellum.
5. Lack of transit access will not be a limiting factor in Deep Ellum when the DART line opens. A temporary shuttle that mirrors the LRT route could help generate ridership in advance of the line opening. This shuttle service may link Deep Ellum to Downtown and the Uptown/McKinney area and serve to bring patrons from those areas into Deep Ellum.
6. Deep Ellum needs to be involved in how the 2nd rail alignment will impact Deep Ellum. Additional area station locations need to be evaluated—possibilities are Commerce and Good Latimer or near the intersection of 1st and Main streets.
7. Deep Ellum needs an aggressive Public Safety Improvement plan.
8. Deep Ellum needs a 'brand-name' K-12 school—Perhaps Baylor could operate and lend its name to a charter school on its property.
9. There needs to be more clarity in the community regarding TIF district structure and operating procedures.
10. There should be two tracks for creating new development space in Deep Ellum:
 - A. Parcel assembly for parks and development opportunities managed by an as yet undetermined entity. This would be small parcel assembly for pocket parks.
 - B. The City of Dallas should fully investigate all options for moving the Central Service Center to another location; thus opening the largest single parcel in the area for development.