

Applicable Urban Design Priorities Project Should Achieve

- [1] Use signage to create inviting and vibrant pedestrian spaces that encourage usage, social interaction, and recreation. Incorporate opportunities for public art, seating, and landscaping.

Embrace complete streets along edges of the district which prioritize the needs of pedestrians, cyclists, public transit users, and motorists alike and design streetscapes that accommodate multiple modes of transportation, have wide sidewalks, and adequate bike infrastructure. Promote active transportation as viable alternatives to driving.
- [2] Consider how the proposed phasing and implementation can maximize the success of the development and surrounding neighborhoods over time.

Ensure district-wide and master planning projects remain responsive to evolving needs, capitalize on opportunities, provide infrastructure, and create public amenities that support the needs of residents, businesses, and visitors as the district evolves.
- [3] Use signage to link edge conditions from the district to adjacent neighborhoods and pedestrian pathways to increase walkability, improve connectivity, increase mixed-use development opportunities, and enhance a sense of place.

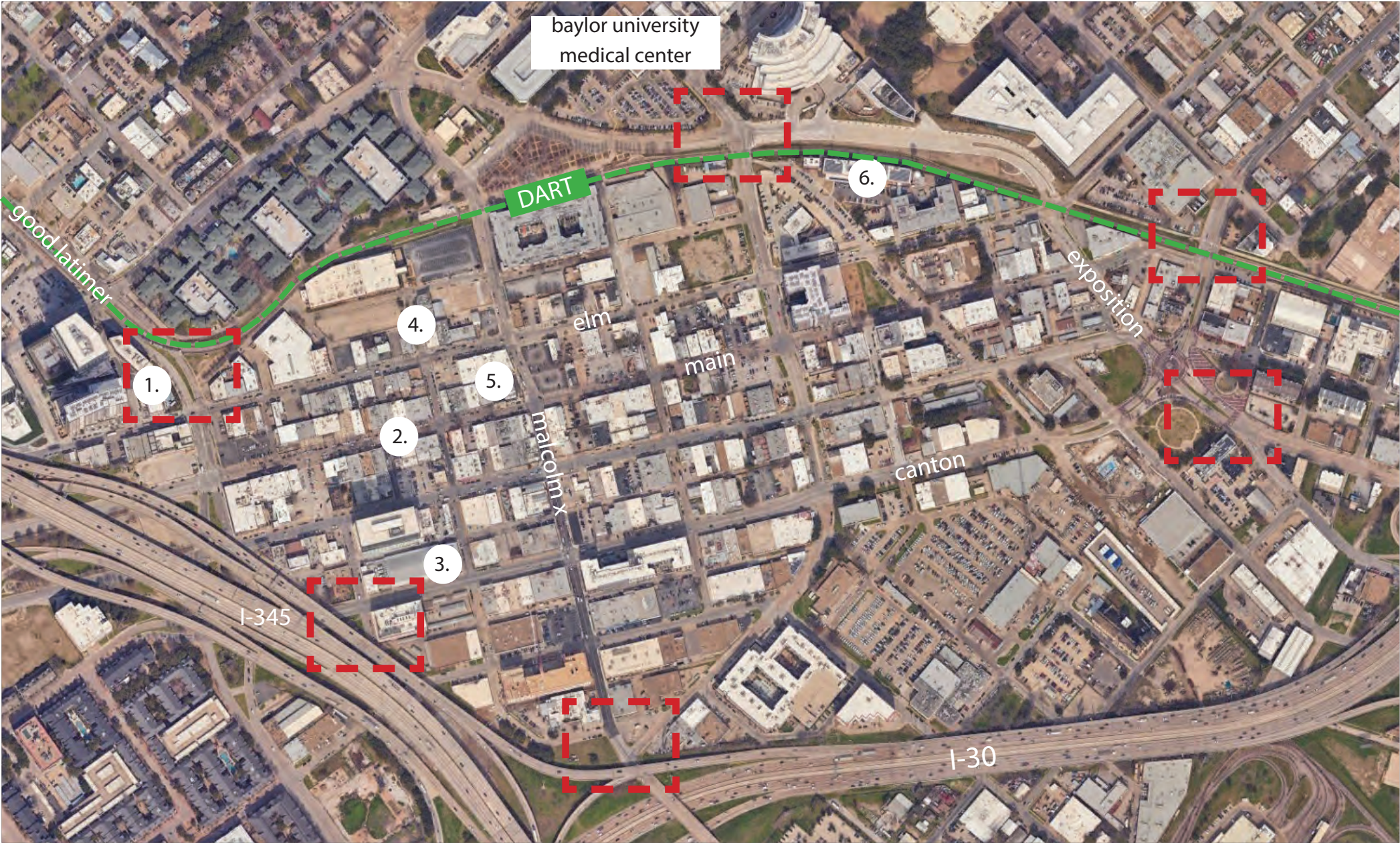
Previously Reviewed UDPRP Projects

1. Pittman Hotel, 2017
2. 42 Deep Ellum, 2014
3. Bomb Factory Office, 2019
4. Crowdus Street Reconstruction, 2014
5. Westdale Deep Ellum, 2015
6. Continental Gin Building, 2018

Policy References
Forward Dallas 2.0

TIF Urban Design Guidelines

The 360 Plan, Chapters 3 & 4



Context Description
Deep Ellum Foundation is proposing gateway signage at 6 major entries into the Deep Ellum neighborhood. The Foundation conducted community engagement with Deep Ellum residents and business owners regarding signage design and potential locations.

Signage types include 2 and 3-post signs spanning entire road widths, a “T” shape median design, and a “7” shape sign installed on sidewalk. The signage will include font commonly associated with Deep Ellum’s aesthetic and the structures will have space allocated to feature public art. The project will help guide people to the district and reinforce community identity.

Deep Ellum Signage





Neighborhood:
Deep Ellum TIF

Program:
Signage

Deep Ellum Gateway Design Proposal



SIGN TYPES

-  **S1-** SPANS FULL ROAD (3 POST)
-  **S2-** SPANS FULL ROAD (2 POST)
-  **S3-** "T" SHAPE IN MEDIAN
-  **S4-** "7" SHAPE ON SIDEWALK

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NOT FOR ISSUE**

[illegible]

PROJECT NO. M9702
DEEP ELLUM, DALLAS, TEXAS

DEEP ELLUM GATEWAY ENVIRONMENTAL GRAPHICS

THESE DRAWINGS ARE ISSUED TO CONVEY DESIGN CONCEPT ONLY. THE CONTRACTOR MAY RELY ON THEM AS CONTRACT DOCUMENTS FOR BIDDING PURPOSES, BUT SHALL NOT RELY ON THEM FOR FABRICATION OR INSTALLATION PURPOSES. FABRICATION AND INSTALLATION SHALL ONLY BE EXECUTED FROM SHOP DRAWINGS, PRODUCT DATA, SAMPLES, AND SIMILAR SUBMITTALS REQUIRED BY THE CONTRACT DOCUMENTS.

LOCATION PLAN

W2-01

Deep Ellum

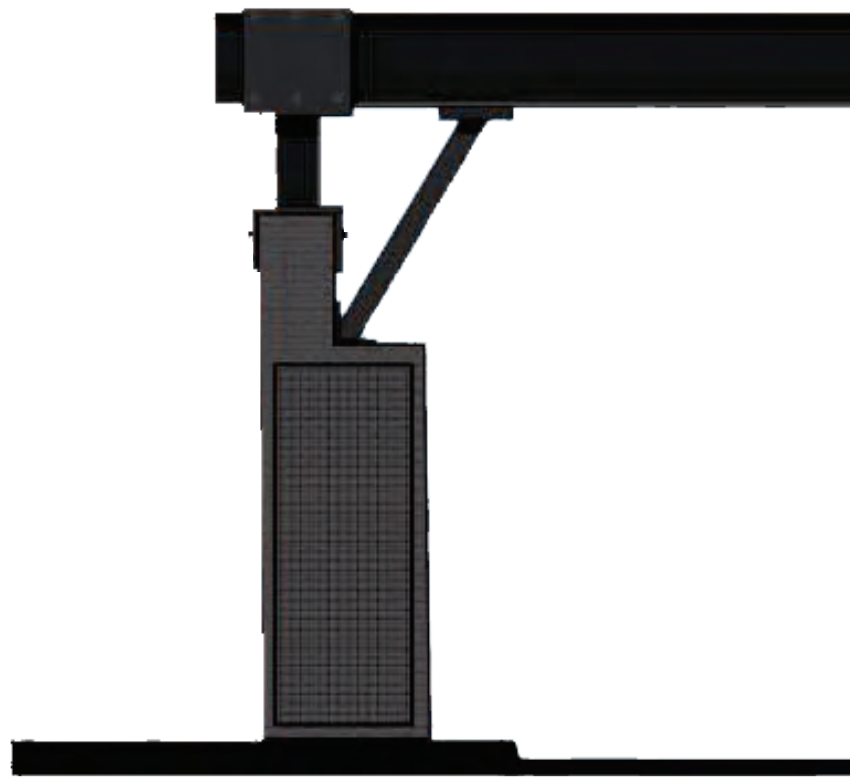
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CORGAN 

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401 N HOUSTON ST. | DALLAS, TX 75202
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Deep Ellum Gateway Proposal

Two Concepts:



Design Concept 1

**Simple brick
and Steel**



Design Concept 2

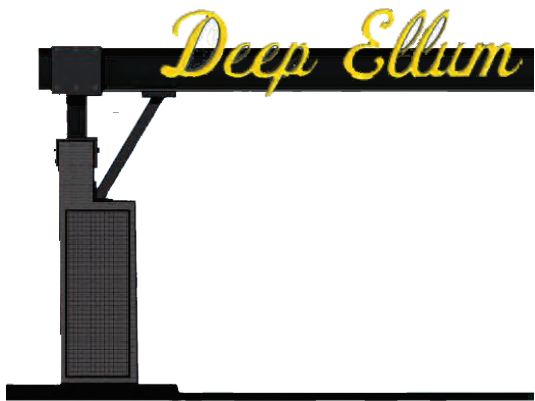
**Steel and Mesh
Trellis with opp
for Art**

Deep Ellum Gateway Proposal

Type 1



Type 2



Concept 1

Type 1



Type 3



Type 1a



Type 4



Type 2



Type 4-Inverted



Concept 2

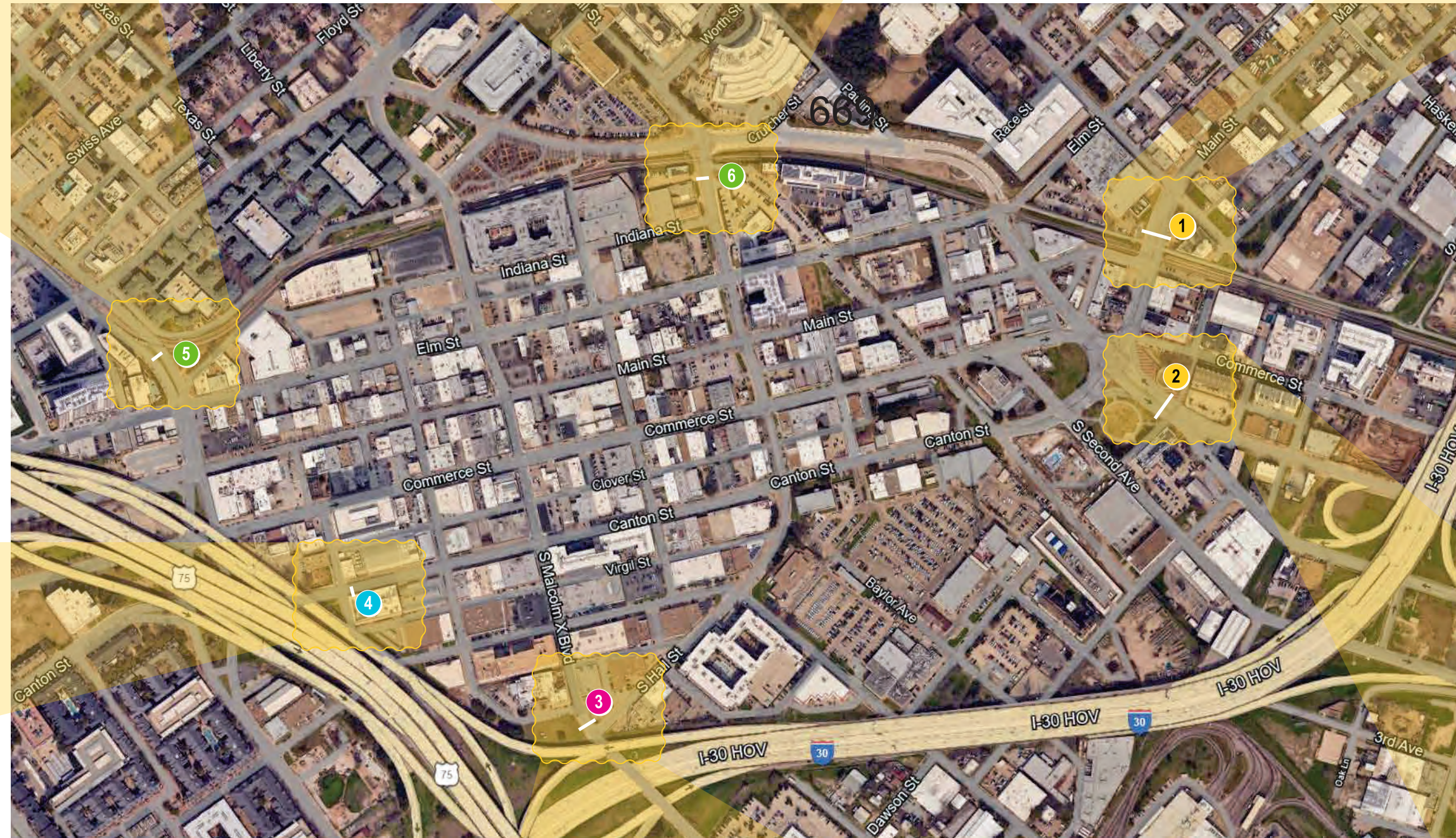
5 NW Gate
Good Latimer
& Elm



6 N Central Gate
Hall & Indiana



1 NE Gate
Main & Expo



Deep Ellum
Left & Right
Options

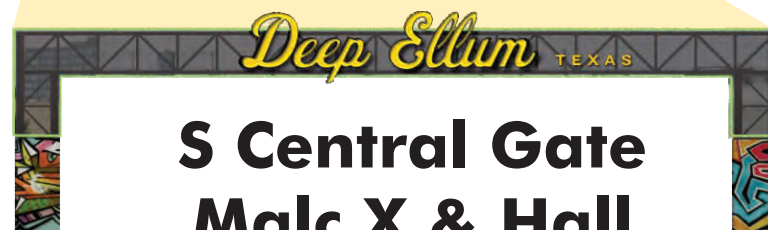


4 SW Gate
Good Latimer
& Canton

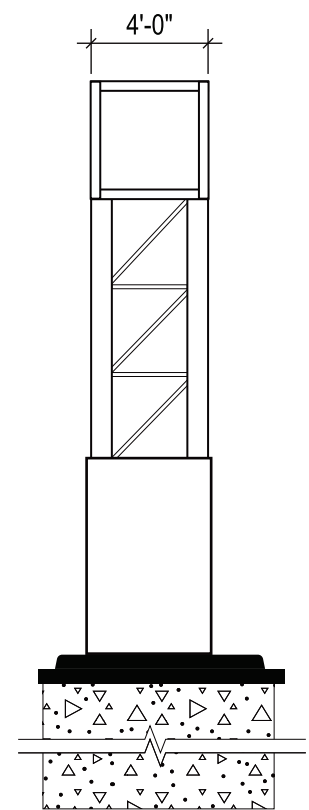
2 SE Gate
1st & Canton



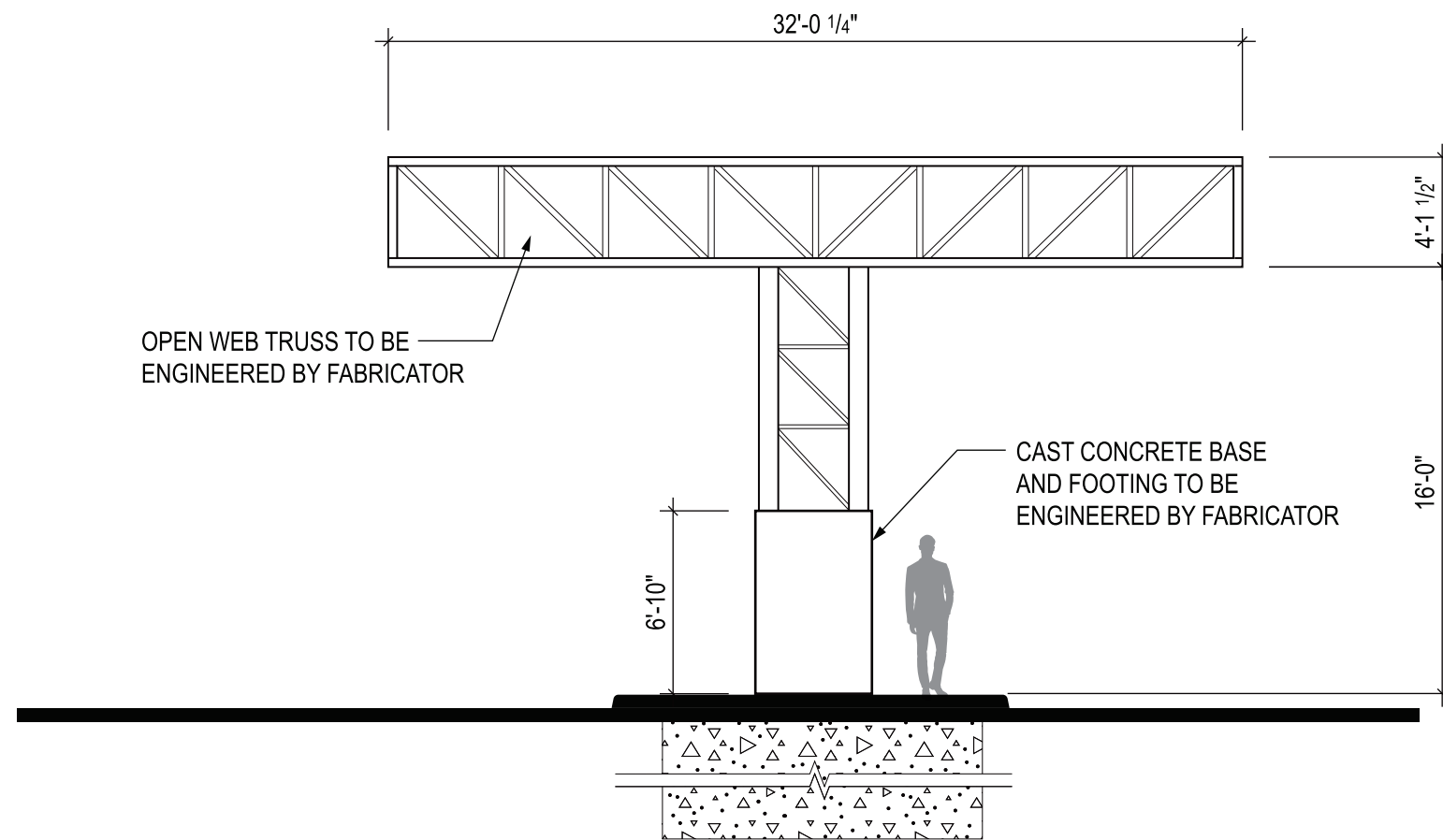
5 S Central Gate
Malc.X & Hall



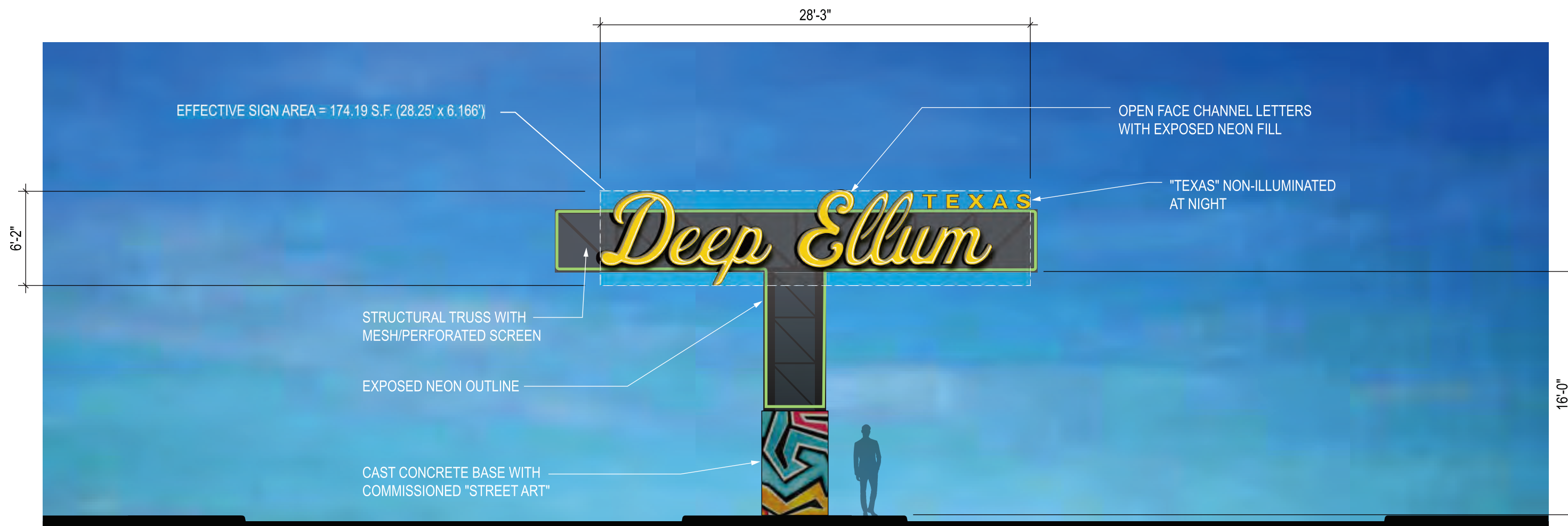
Deep Ellum Gateway Design Proposal



3 STRUCTURE (SIDE)
SCALE: 1/8" = 1'-0"



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



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

NOTES

1. VERIFY ALL DIMENSIONS AND CONDITIONS IN FIELD PRIOR TO FABRICATION AND INSTALLATION.
2. BASE VECTOR ARTWORK FILE AVAILABLE FROM ARCHITECT UPON REQUEST.

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MARK	DESCRIPTION	DATE
	DESIGN INTENT PACKAGE	09.25.24

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"T" SHAPED GATEWAY

W3-S301

Deep Ellum

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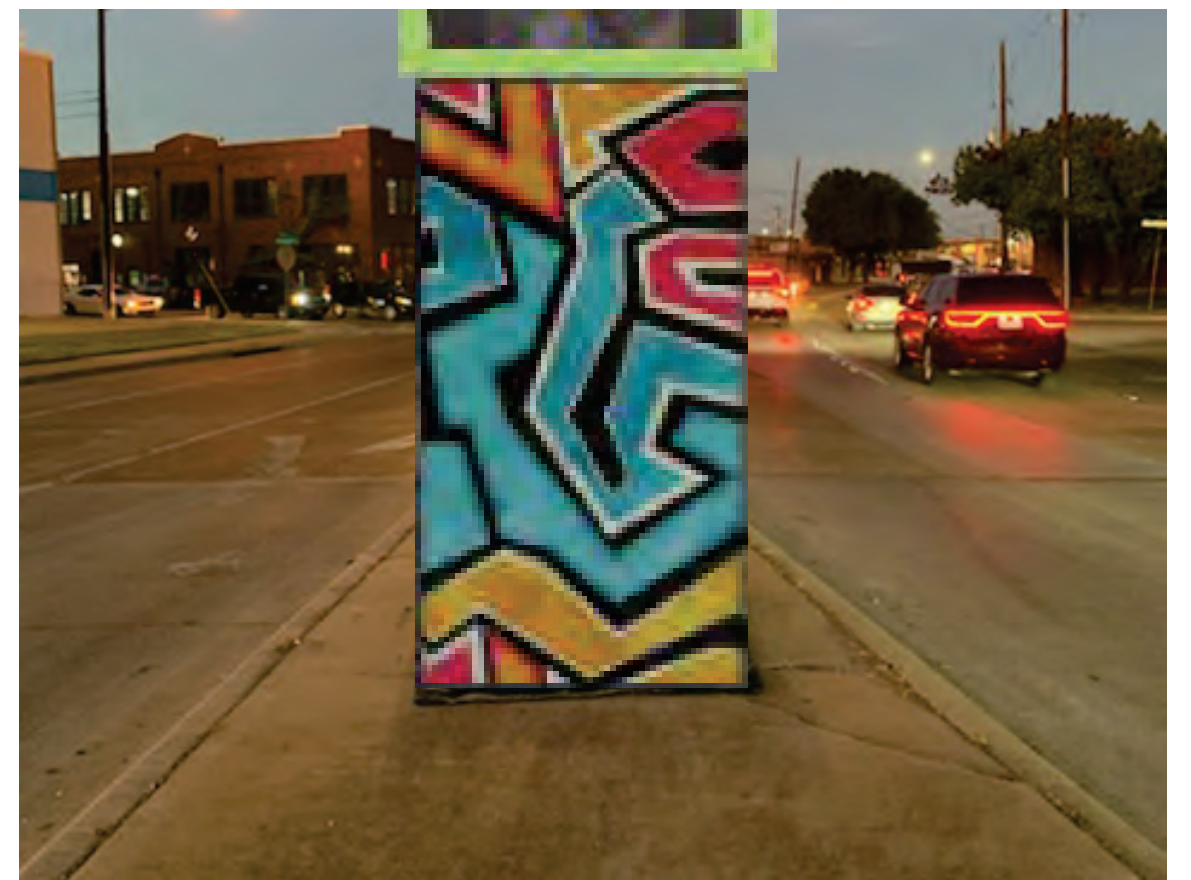
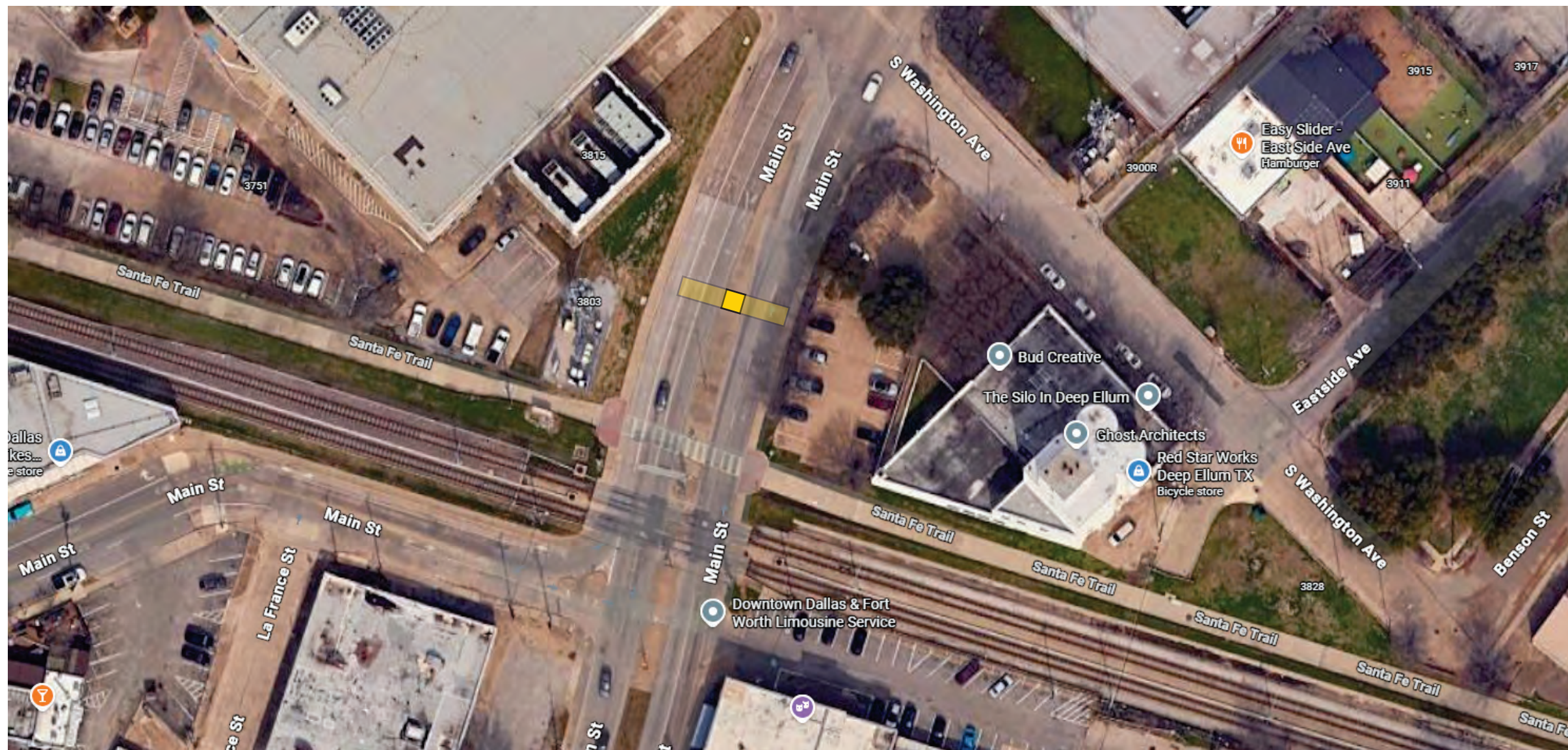
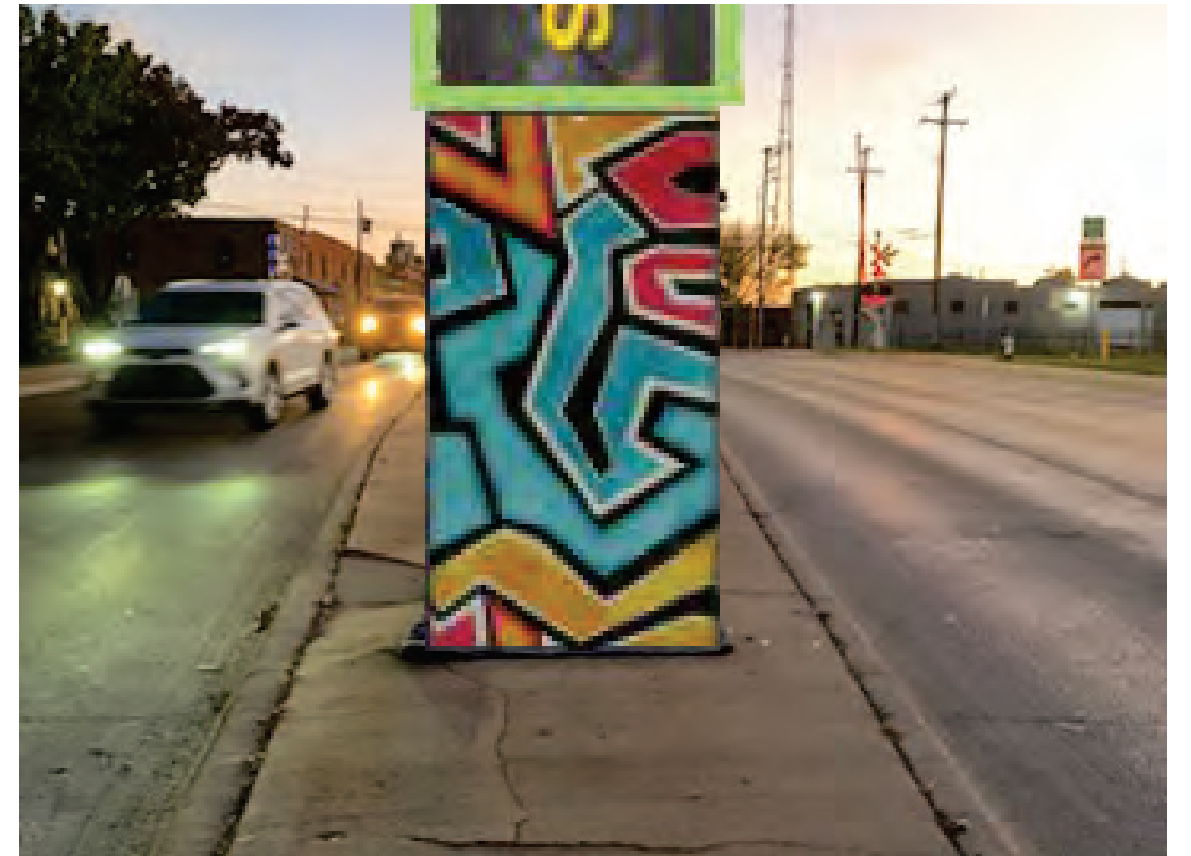
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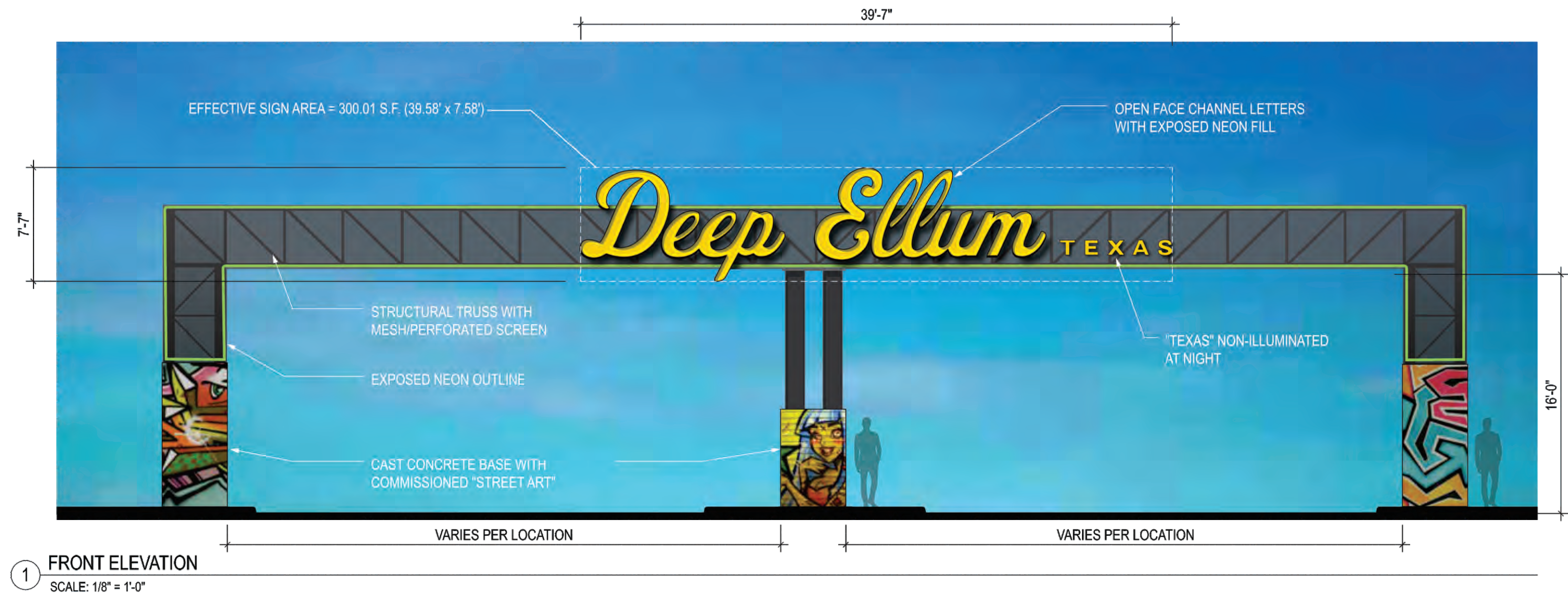
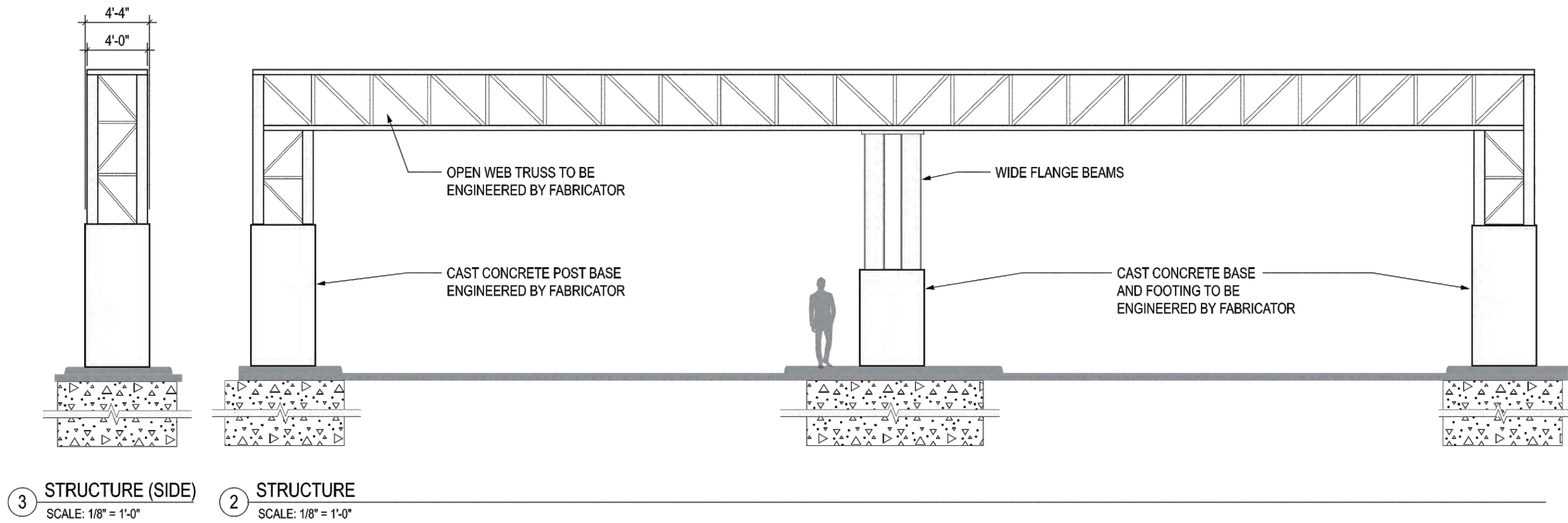
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Type 3 - T Shaped - Main & Expo Gate



**Type 3 - T Shaped - NE Gate
Main & Expo Gate**





NOTES

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**GATEWAY - SPANS
FULL ROAD (3 POSTS)
W3-S101**

Deep Ellum

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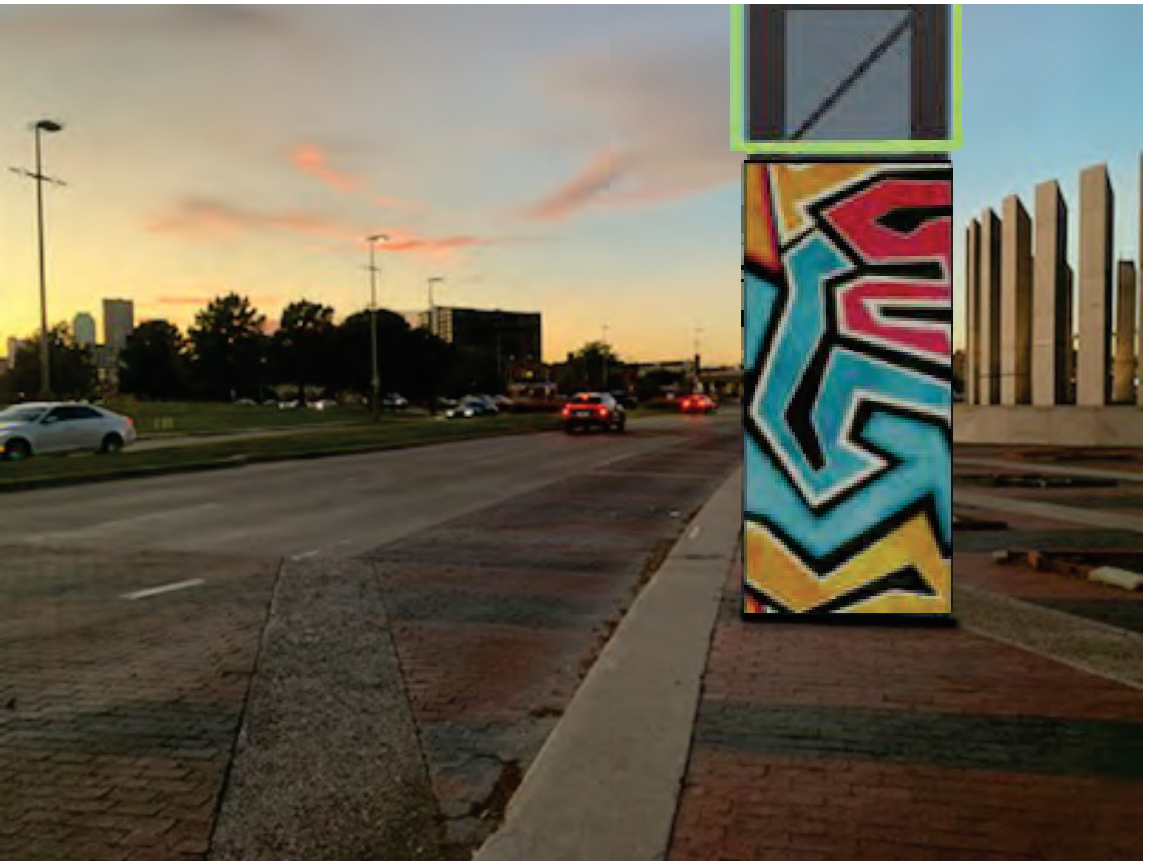
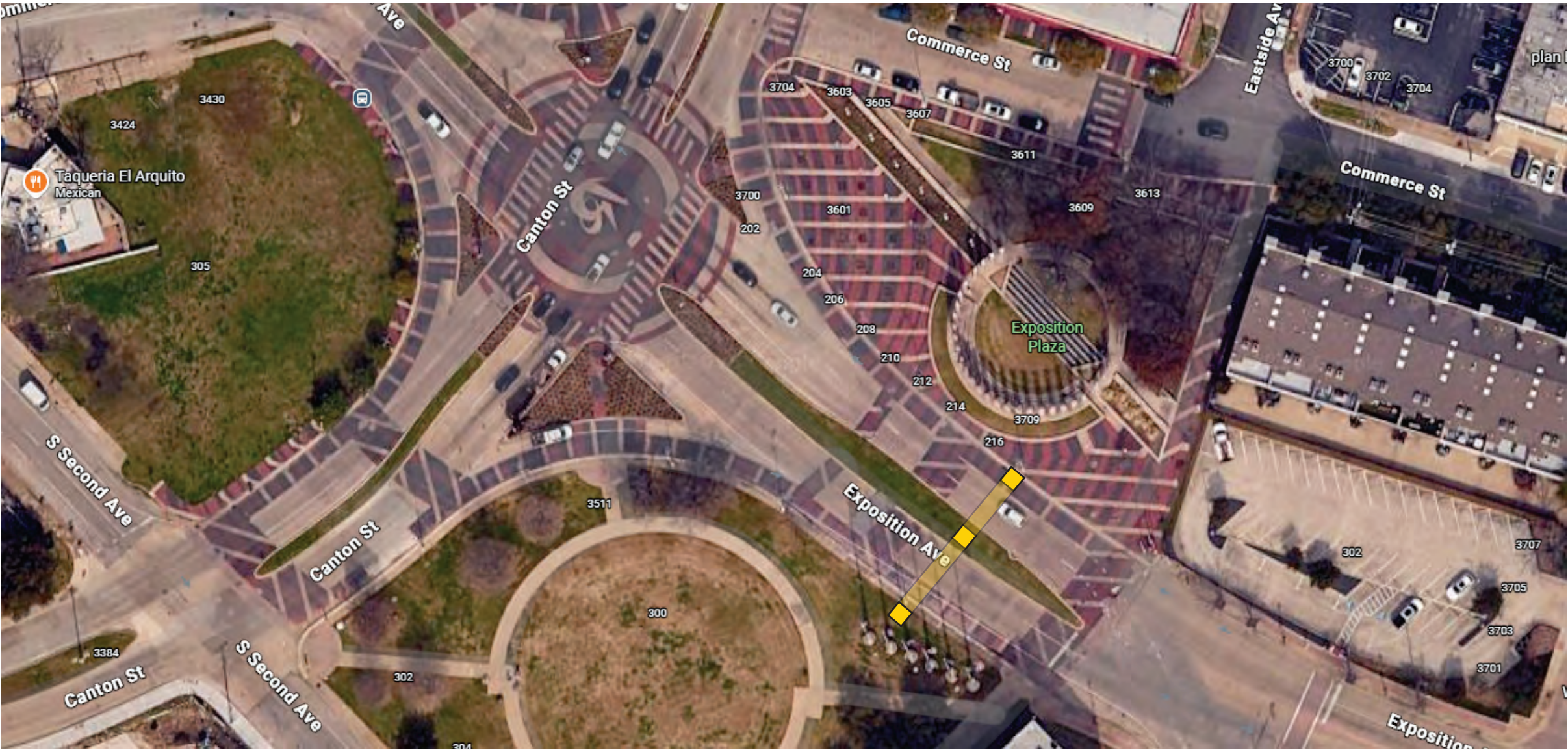
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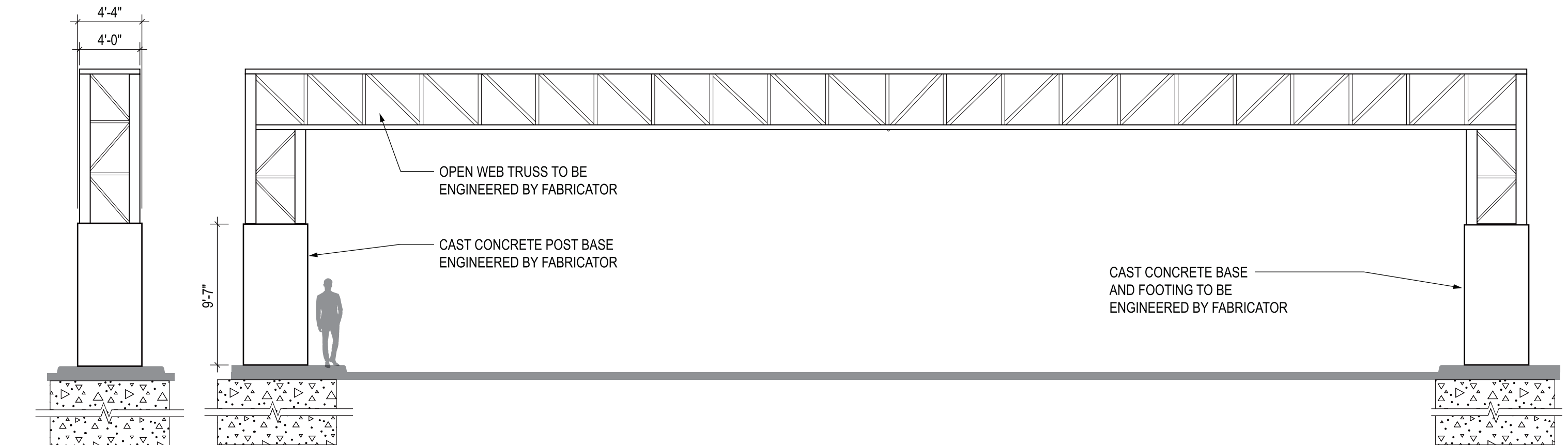
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Type 1 - Full Road / 3 Posts - 2nd & Expo Gate



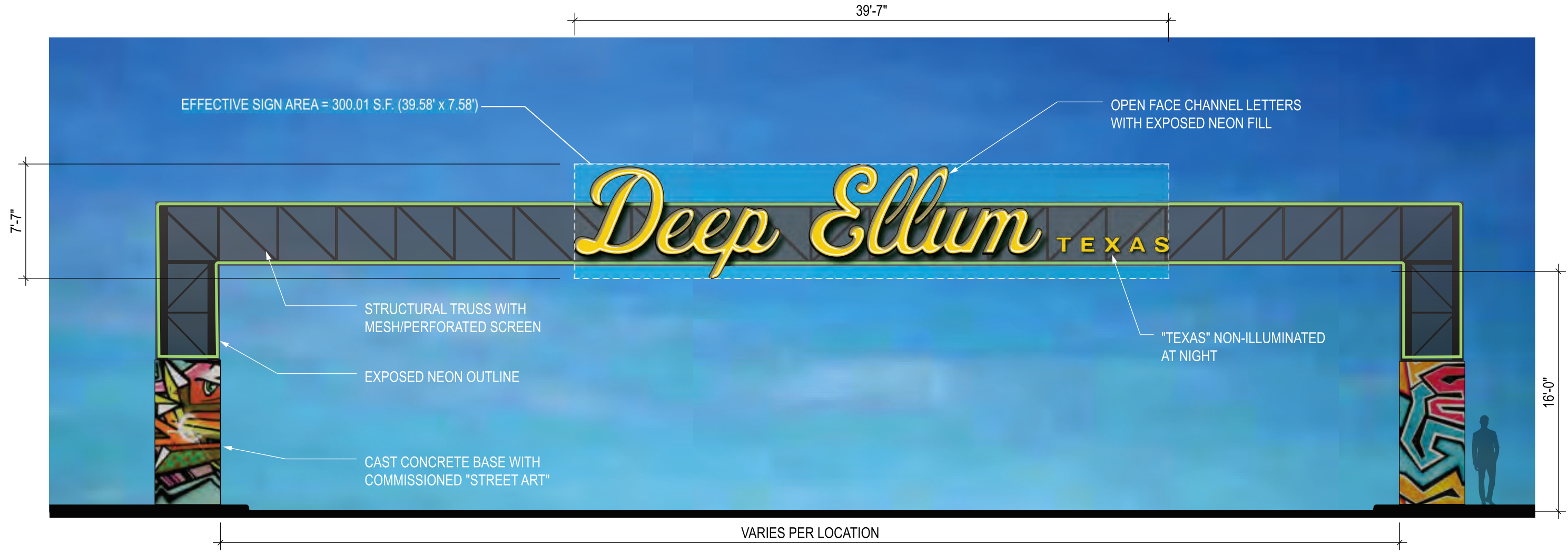
Type 1 - Full Road / 3 Posts
SE Gate - 2nd&Expo





3 STRUCTURE (SIDE)
SCALE: 1/8" = 1'-0"

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



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

- NOTES**
1. VERIFY ALL DIMENSIONS AND CONDITIONS IN FIELD PRIOR TO FABRICATION AND INSTALLATION.
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DEEP ELLUM, DALLAS, TEXAS

**DEEP ELLUM GATEWAY
ENVIRONMENTAL GRAPHICS**

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**GATEWAY - SPANS
FULL ROAD (2 POSTS)
W3-S201**

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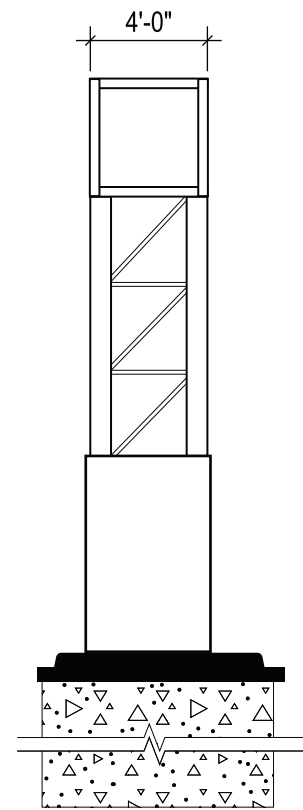
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Type 2 - Full Road / 2 Posts - Hall & MalcX Gate

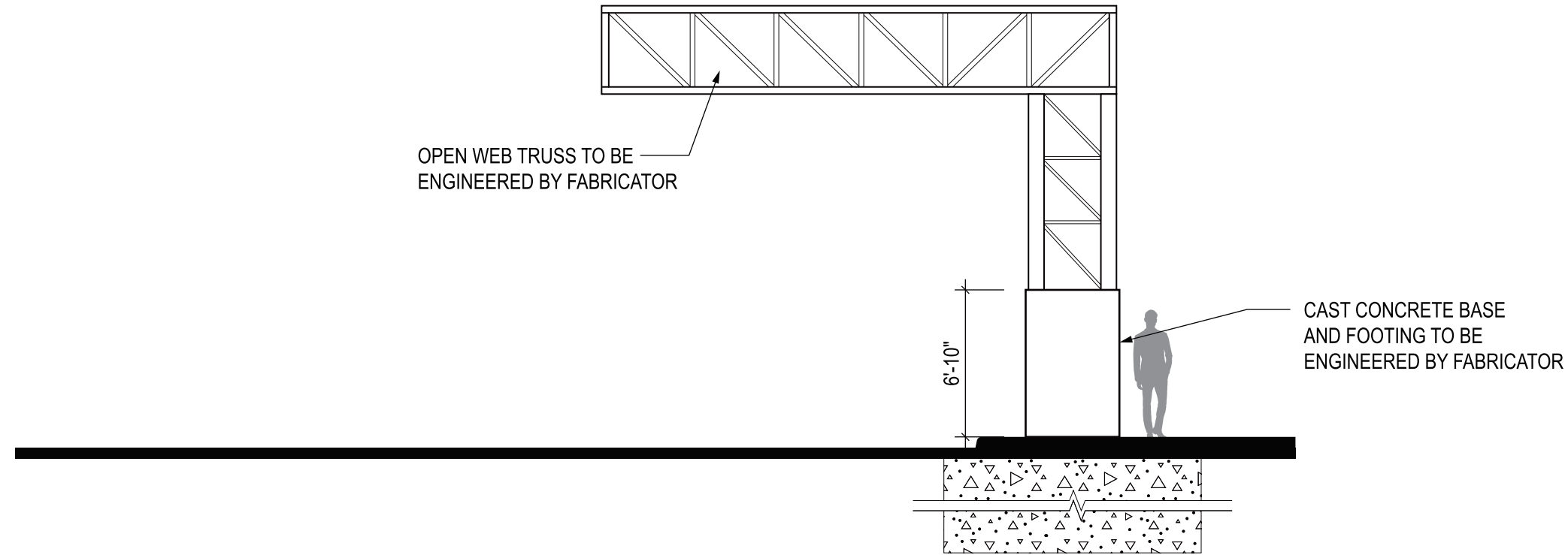


**Type 2 - Full Road / 2 Posts S Central Gate
Hall & Malcolm X**





3 STRUCTURE (SIDE)
SCALE: 1/8" = 1'-0"



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



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

NOTES

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DEEP ELLUM GATEWAY ENVIRONMENTAL GRAPHICS

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"7" SHAPED GATEWAY

W3-S401

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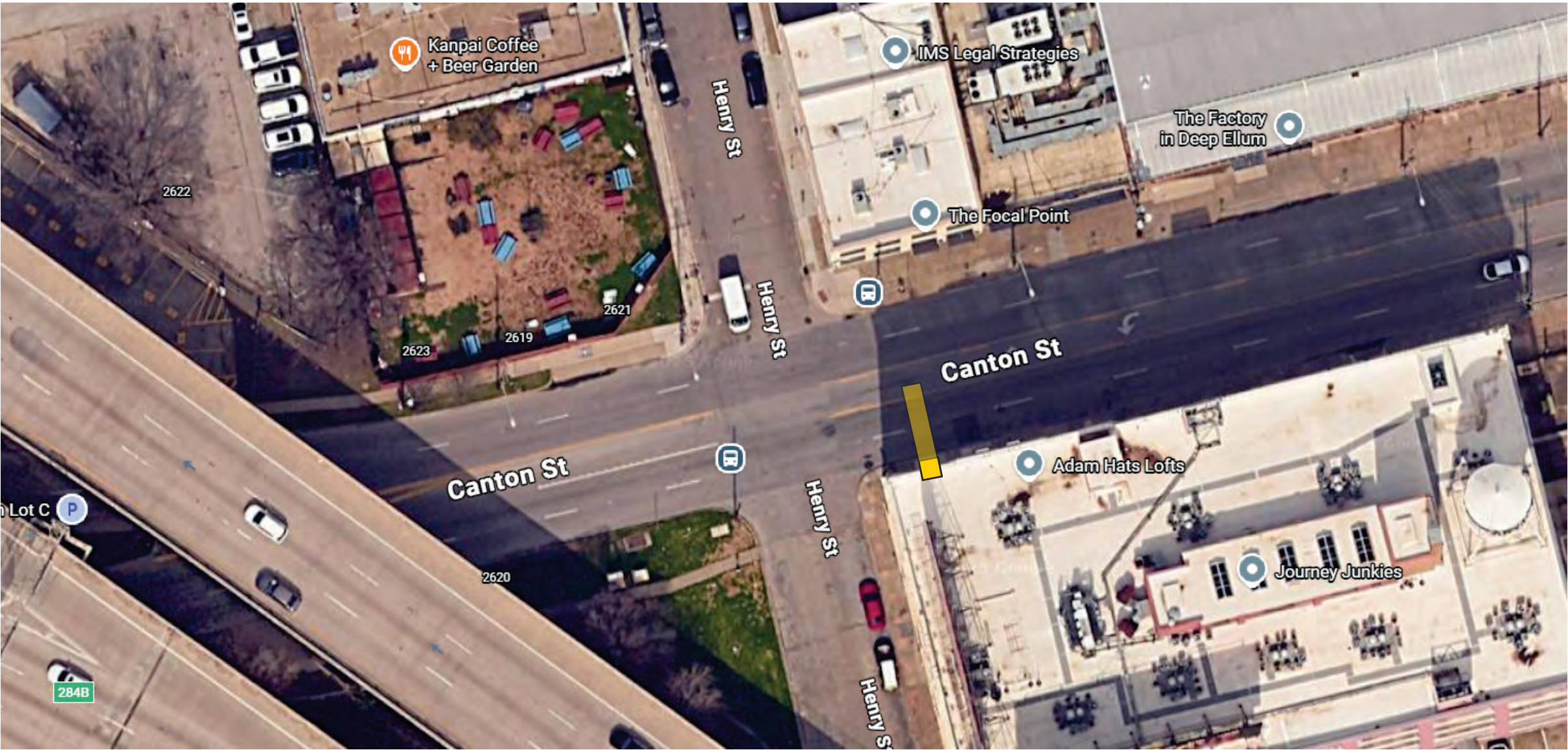
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Type 4 - 7 & Inverted 7 (I7) - Canton & Henry

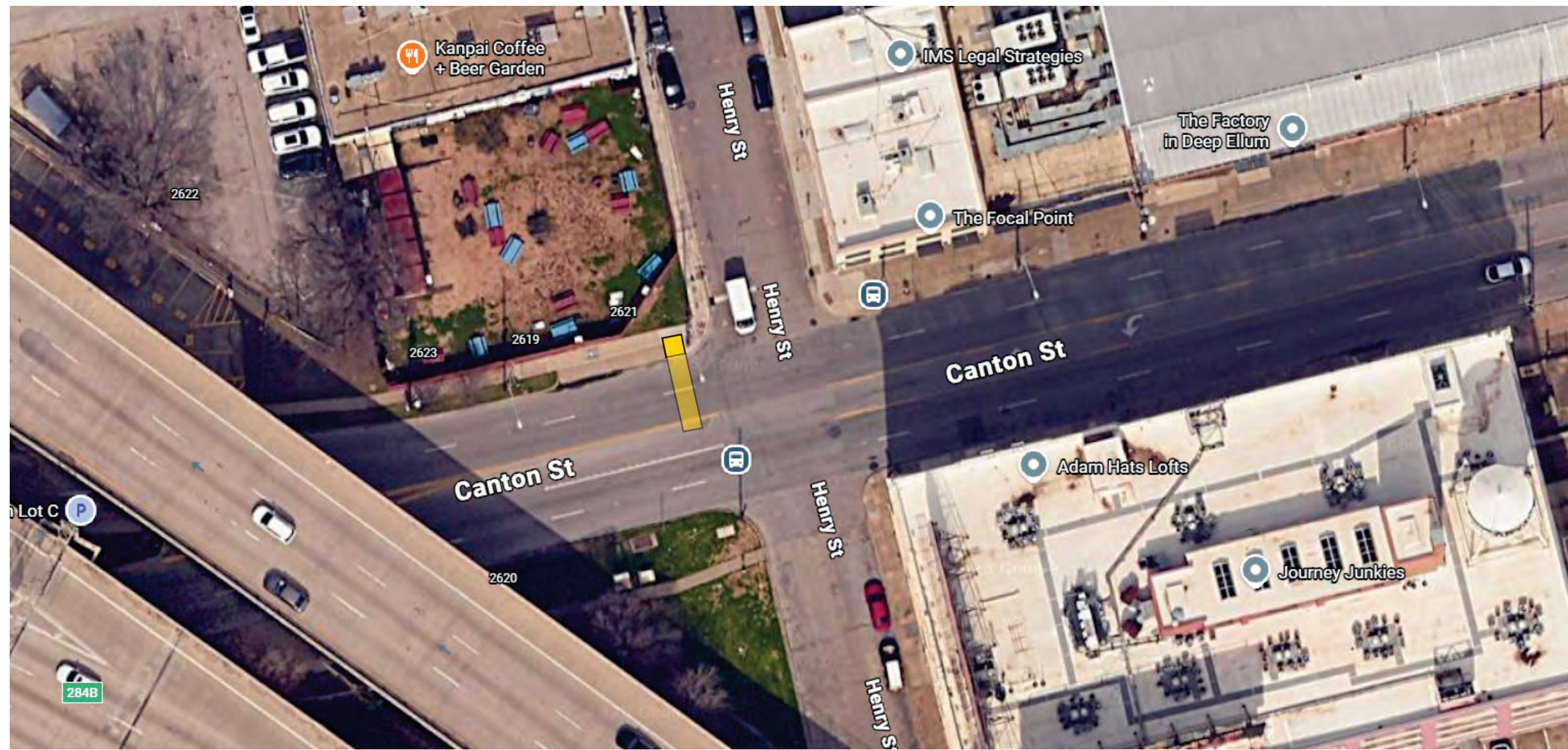


**Type 4 - 7 Shape, Right - Option 1 - SW Gate
Canton & Henry**



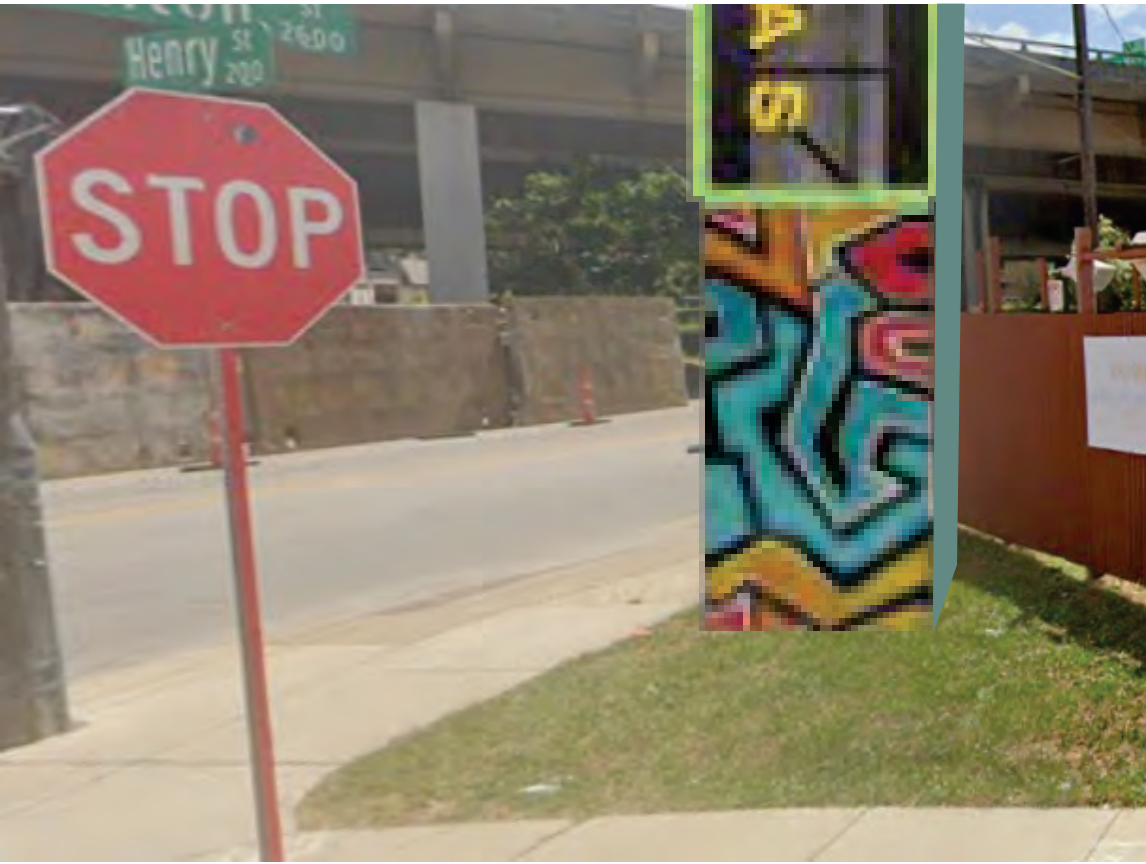
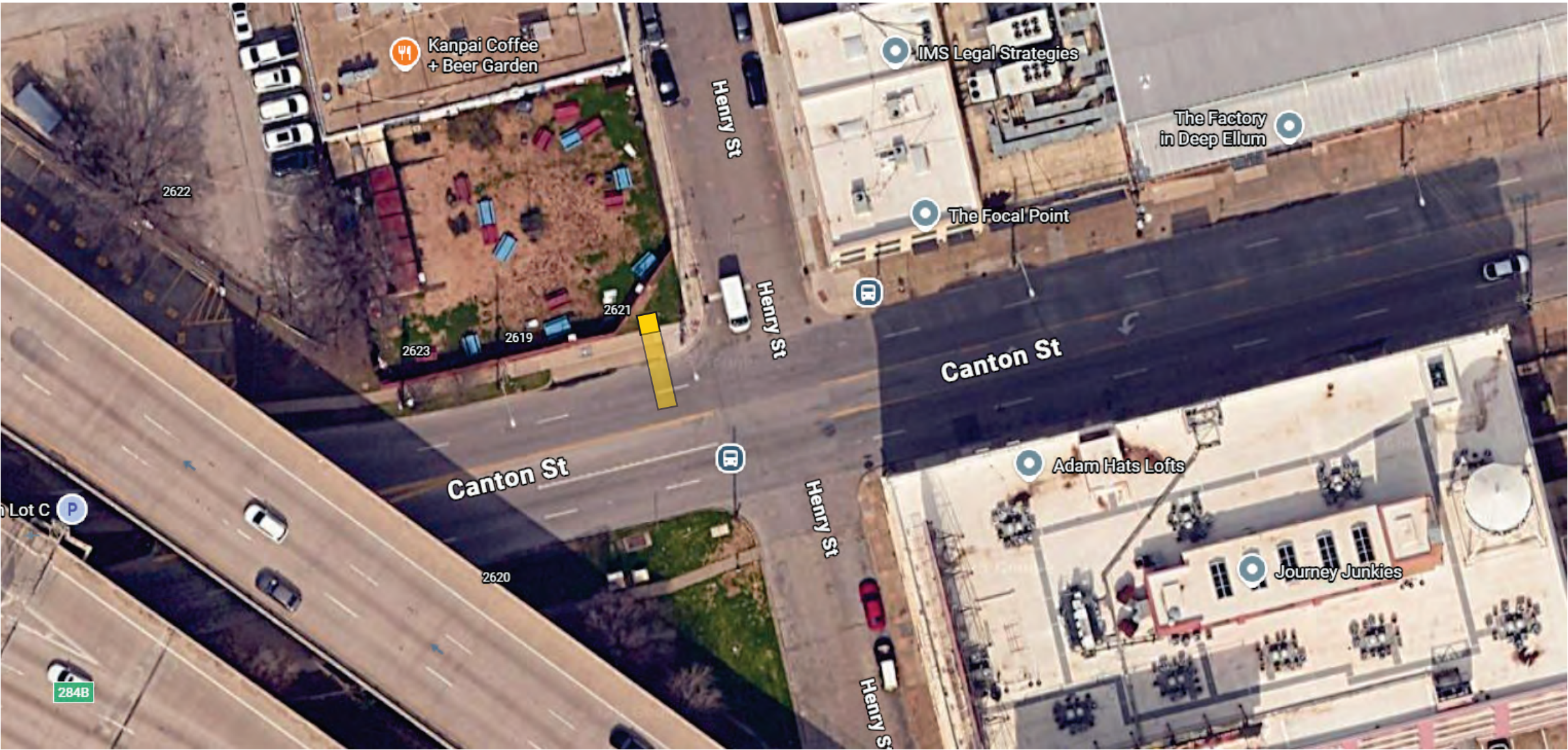


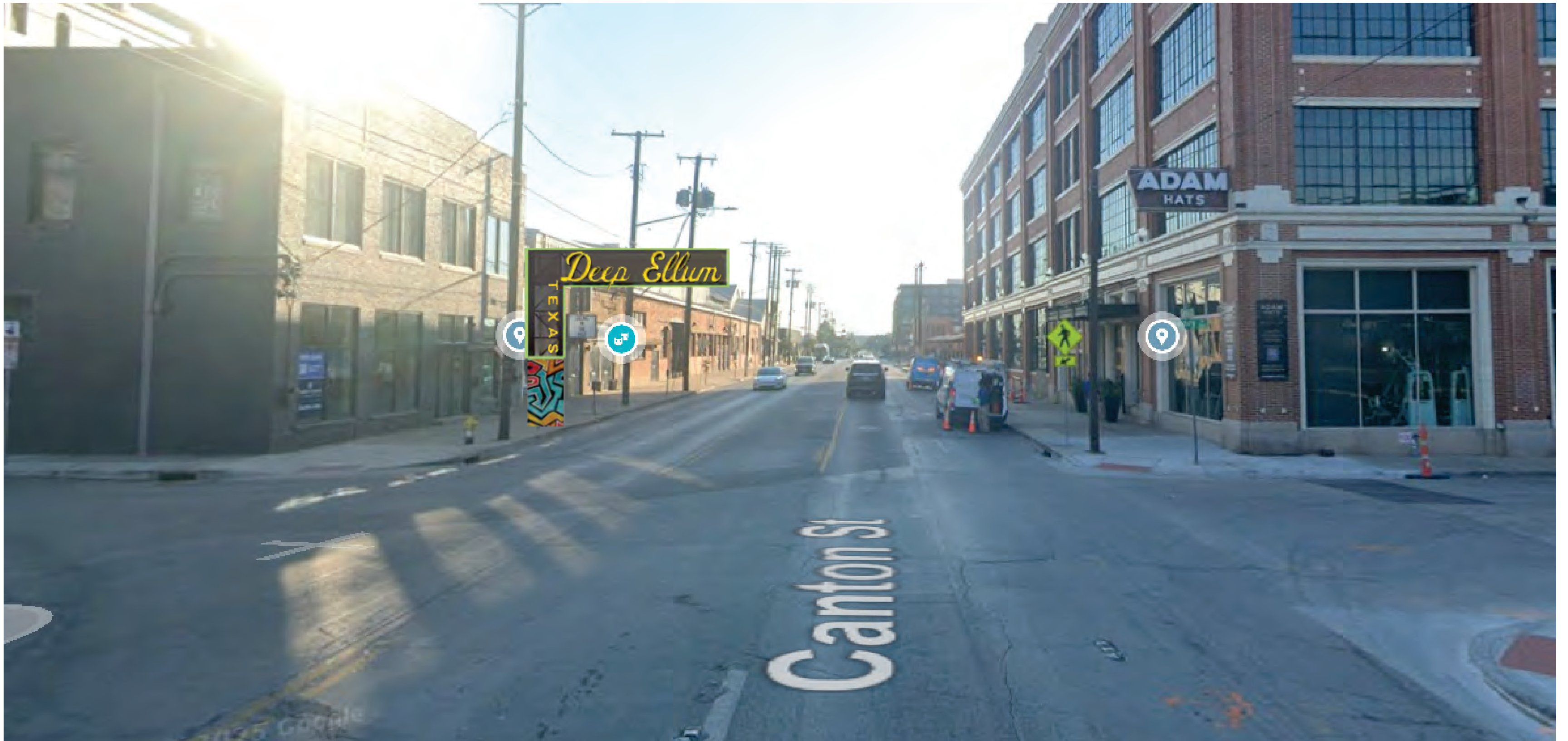
**Type 4 - Inverted 7 Shape, Left - Option 2 - SW Gate
Canton & Henry**



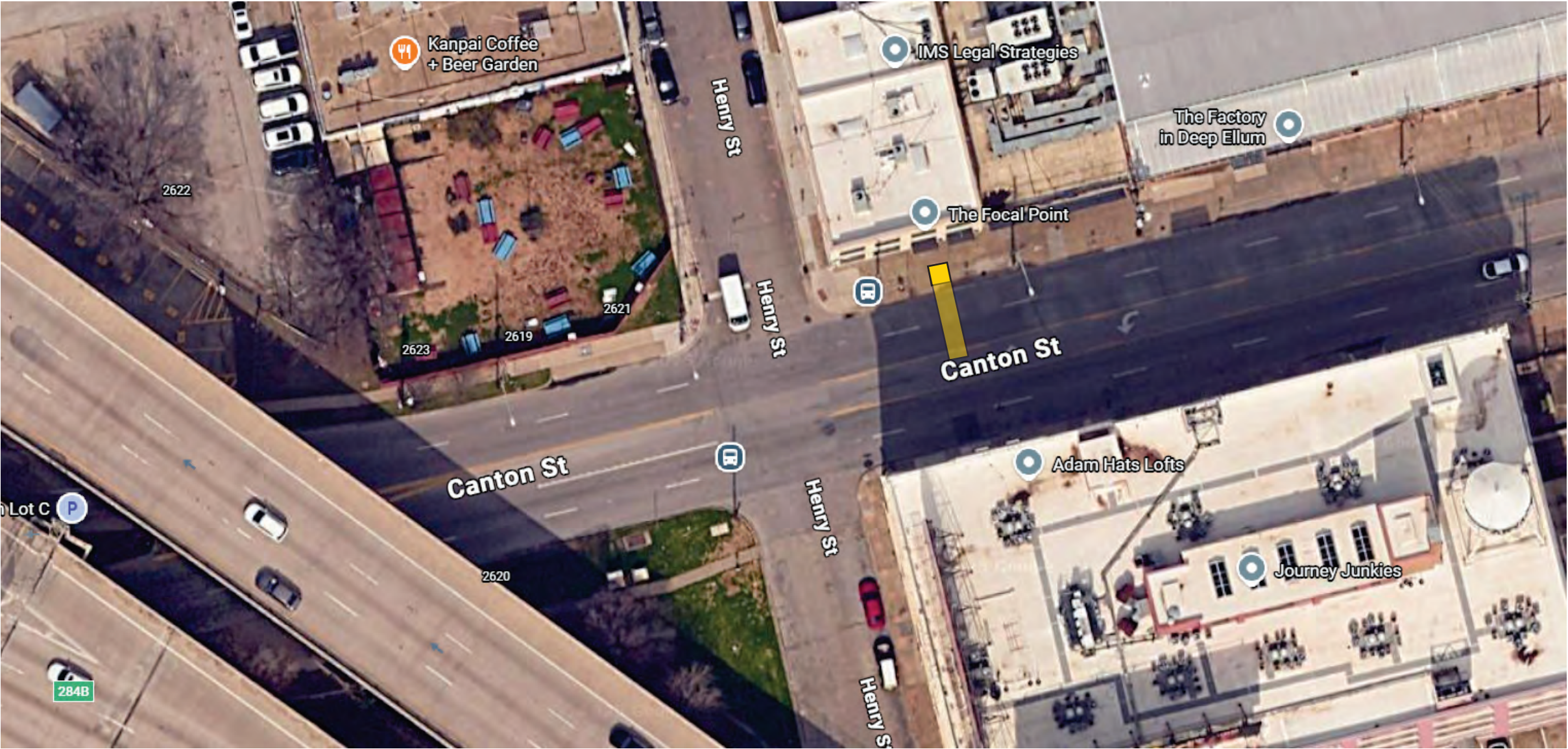
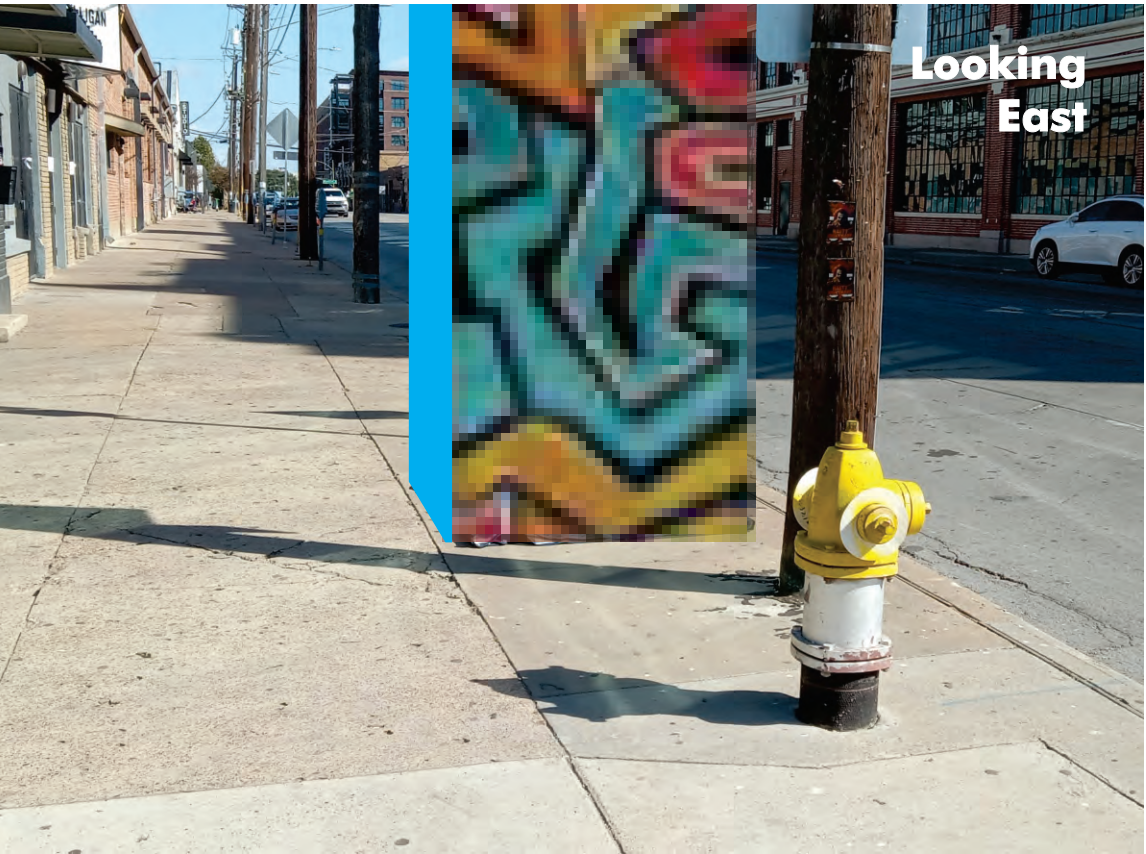


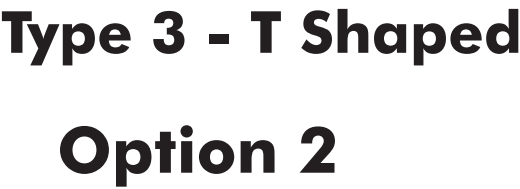
**Type 4 - Inverted 7 Shape, Left - Option 3 - SW Gate
Canton & Henry**





**Type 4 - Inverted 7 Shape, Left - Option 4 - SW Gate
Canton & Henry**

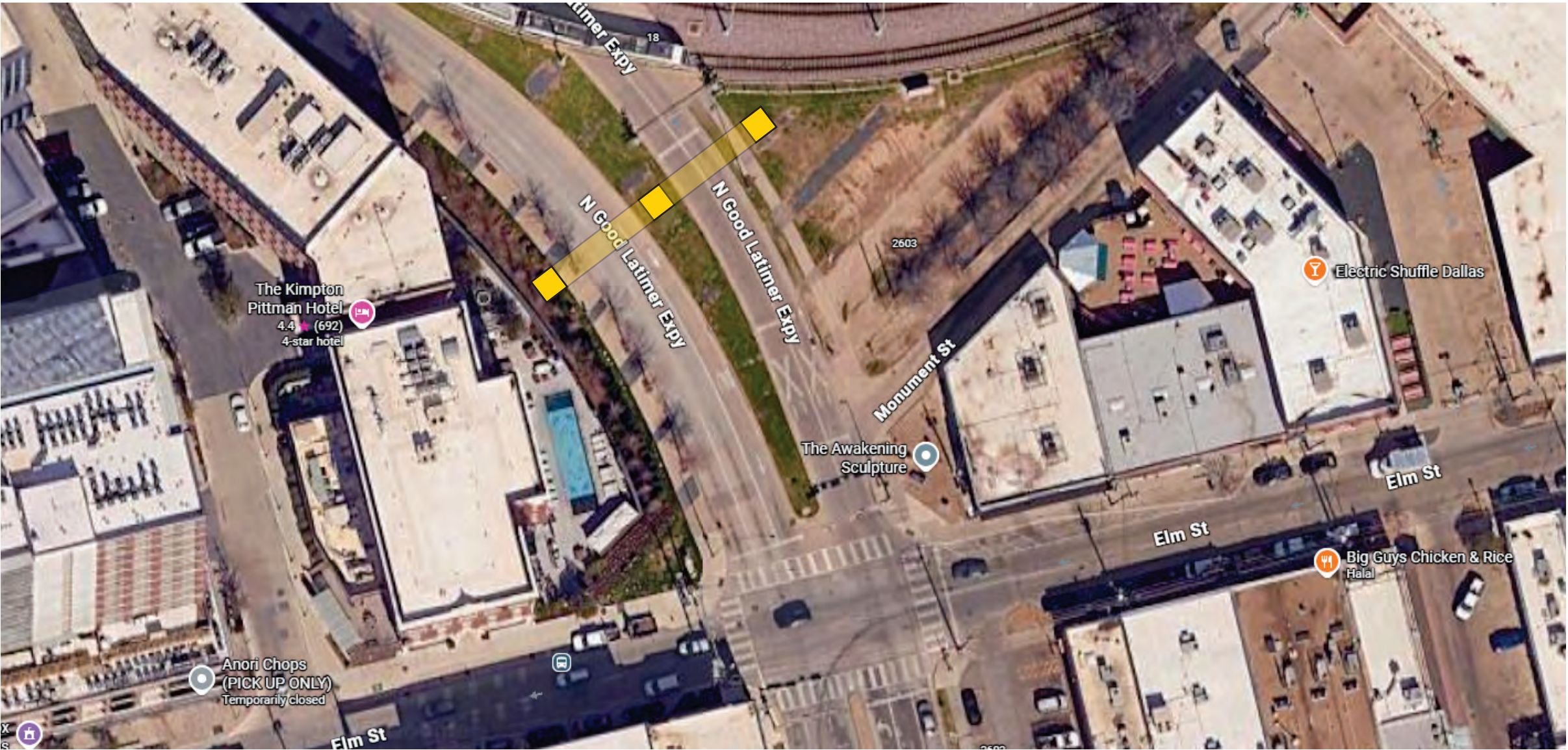




Type 1a & 3 - Options for NW Gate Good Latimer & Elm

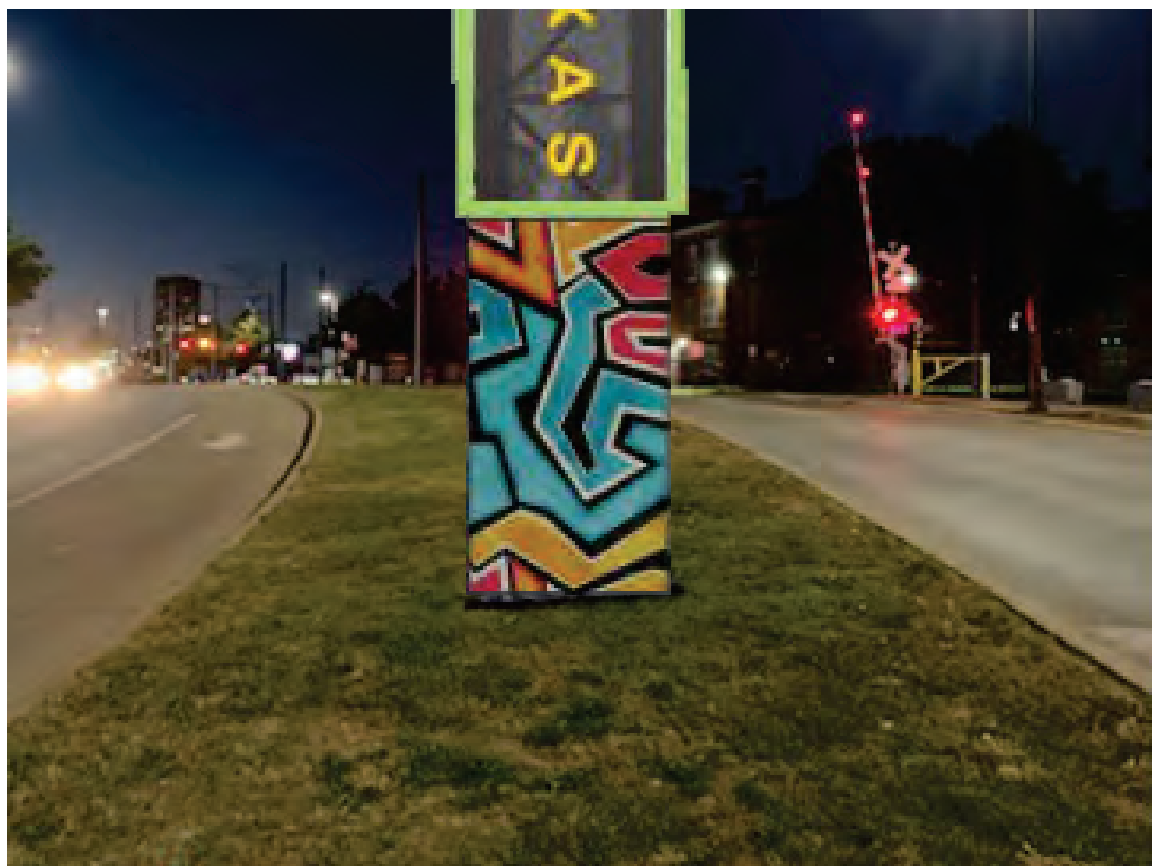
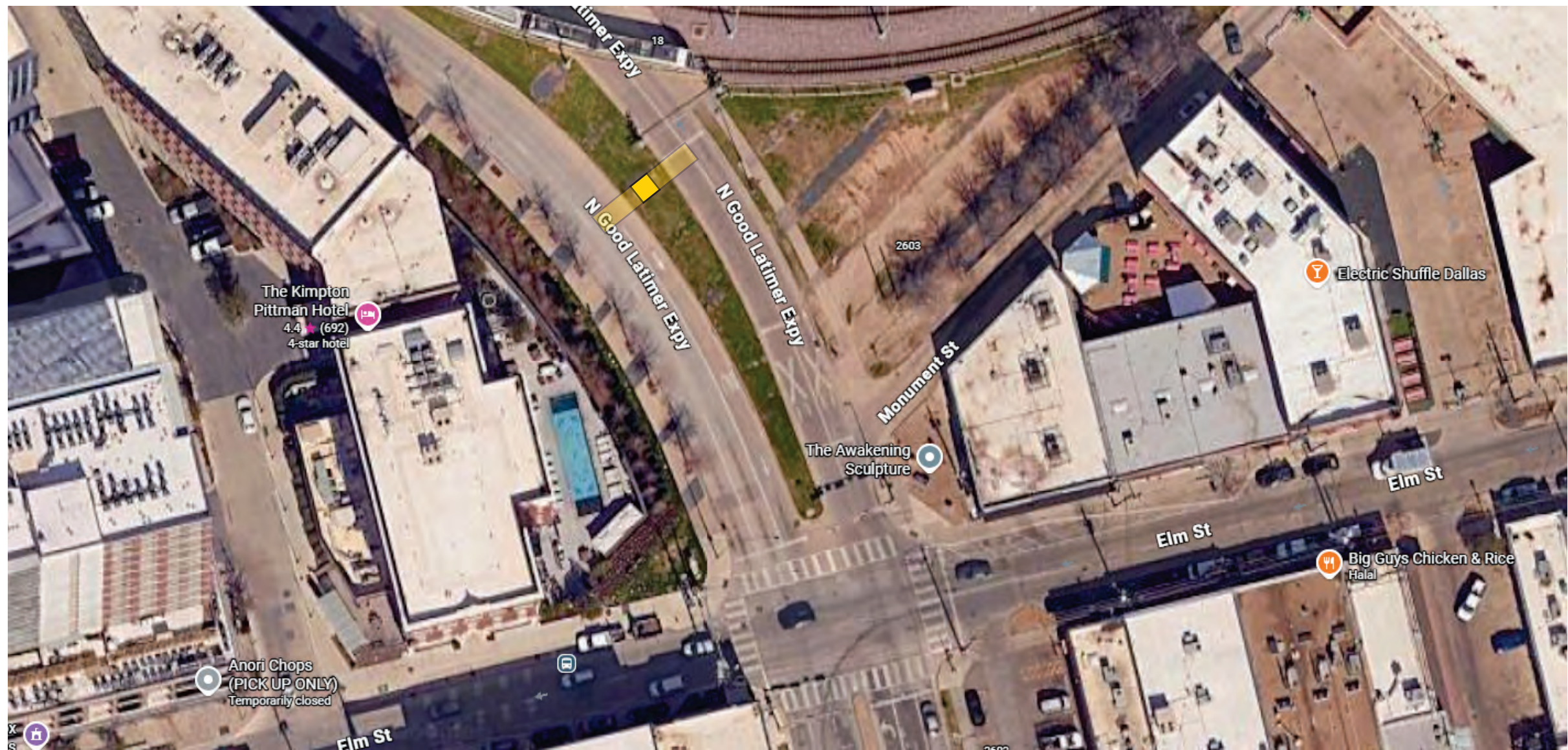


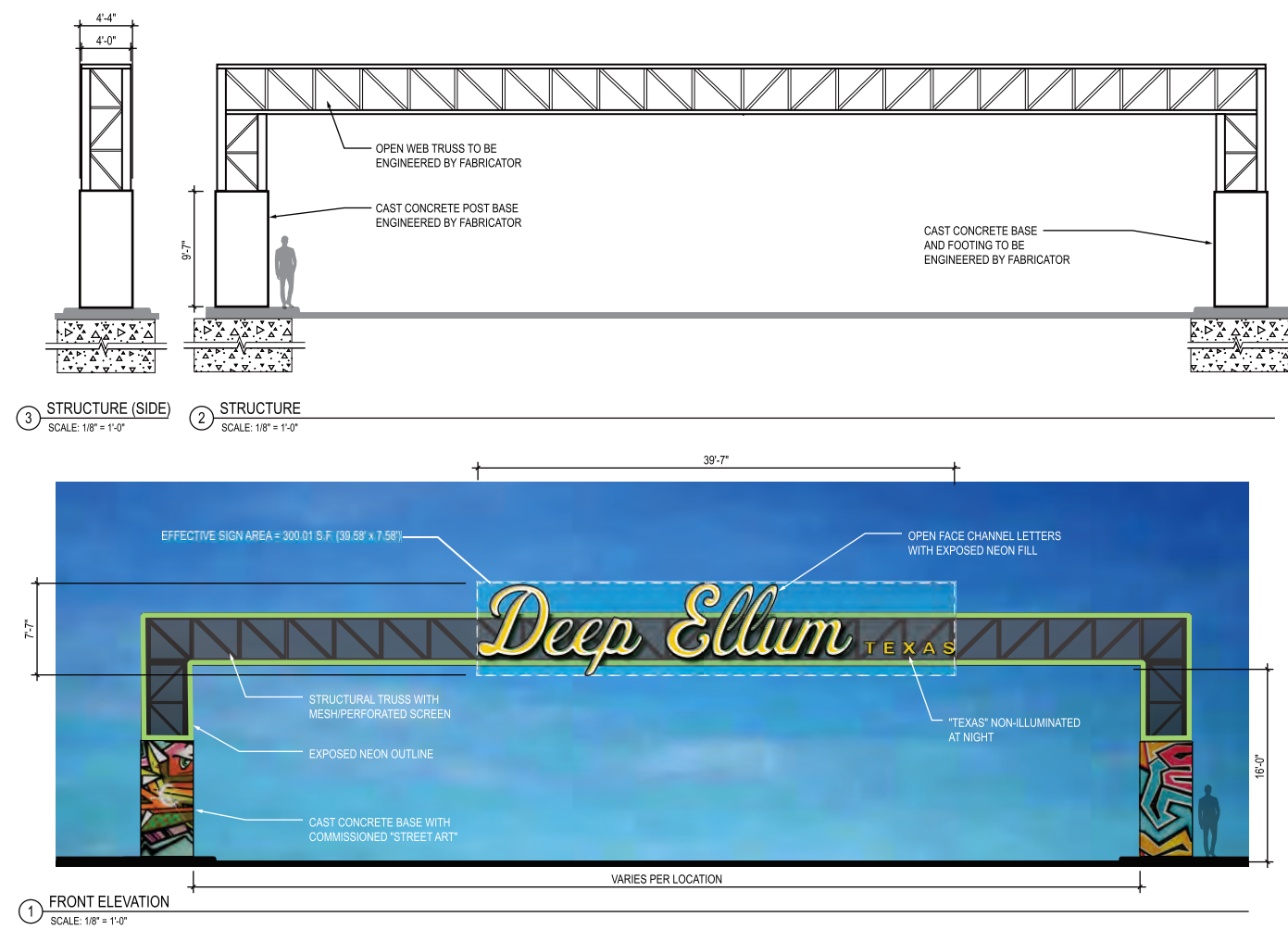
**Type 1 - Full Road / 3 Posts - Option 1 - NW Gate
Good Latimer & Elm**





**Type 1 - Full Road / 3 Posts - Option 2 - NW Gate
Good Latimer & Elm**





Type 2 - Full Road / 2 Posts
Option 1

NOTES

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2. BASE VECTOR ARTWORK FILE AVAILABLE FROM ARCHITECT UPON REQUEST.

**DRAFT FOR REVIEW
NOT FOR ISSUE**

MARK	DESCRIPTION	DATE
3	STRUCTURE (SIDE)	SCALE: 1/8" = 1'-0"
2	STRUCTURE	SCALE: 1/8" = 1'-0"
1	FRONT ELEVATION	SCALE: 1/8" = 1'-0"

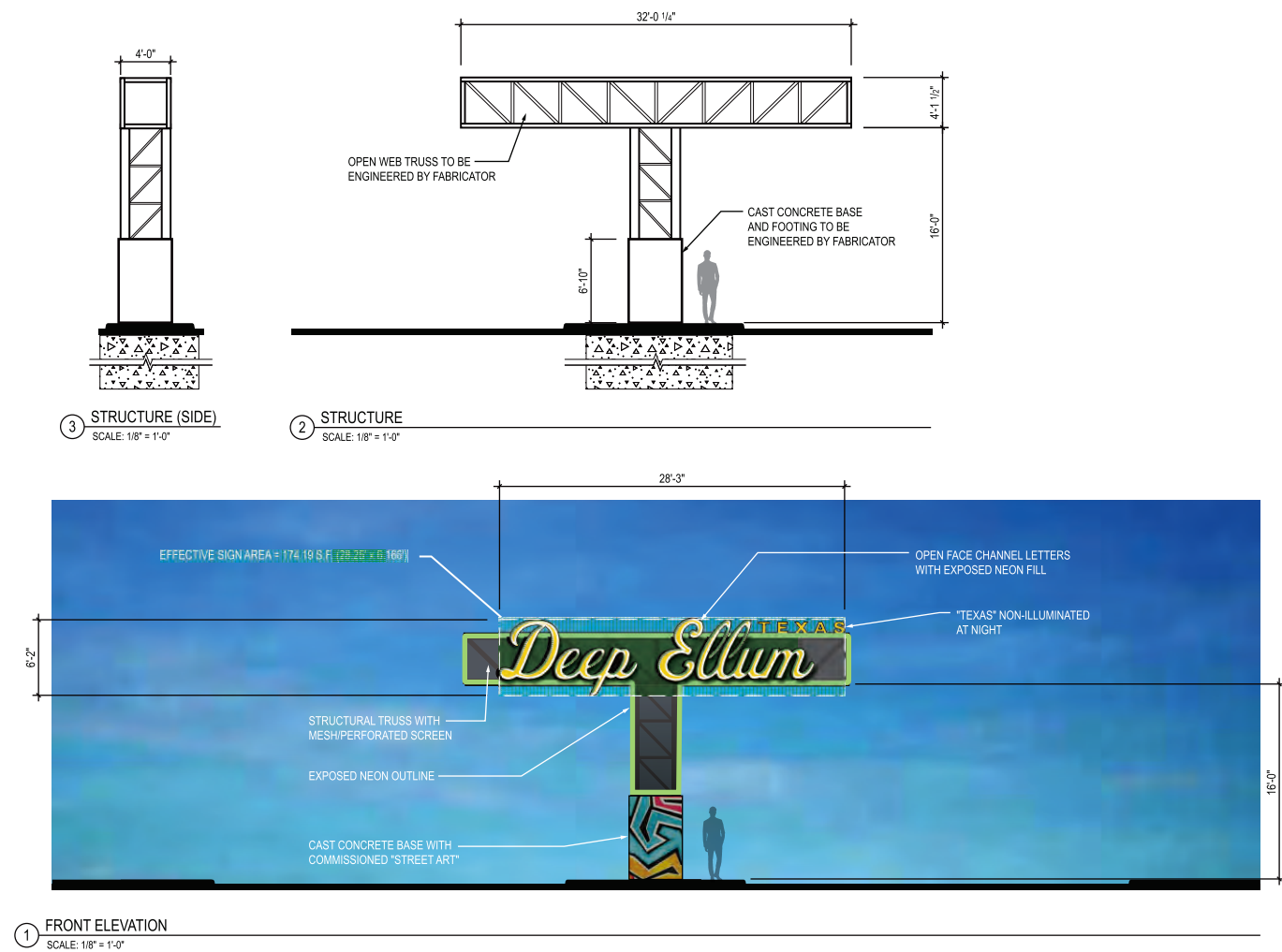
PROJECT NO. M6702
DEEP ELLUM, DALLAS, TEXAS
DEEP ELLUM GATEWAY ENVIRONMENTAL GRAPHICS

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GATEWAY - SPANS FULL ROAD (2 POSTS) W3-S201

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Type 3 - T Shaped
Option 2

NOTES

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"T" SHAPED GATEWAY W3-S301

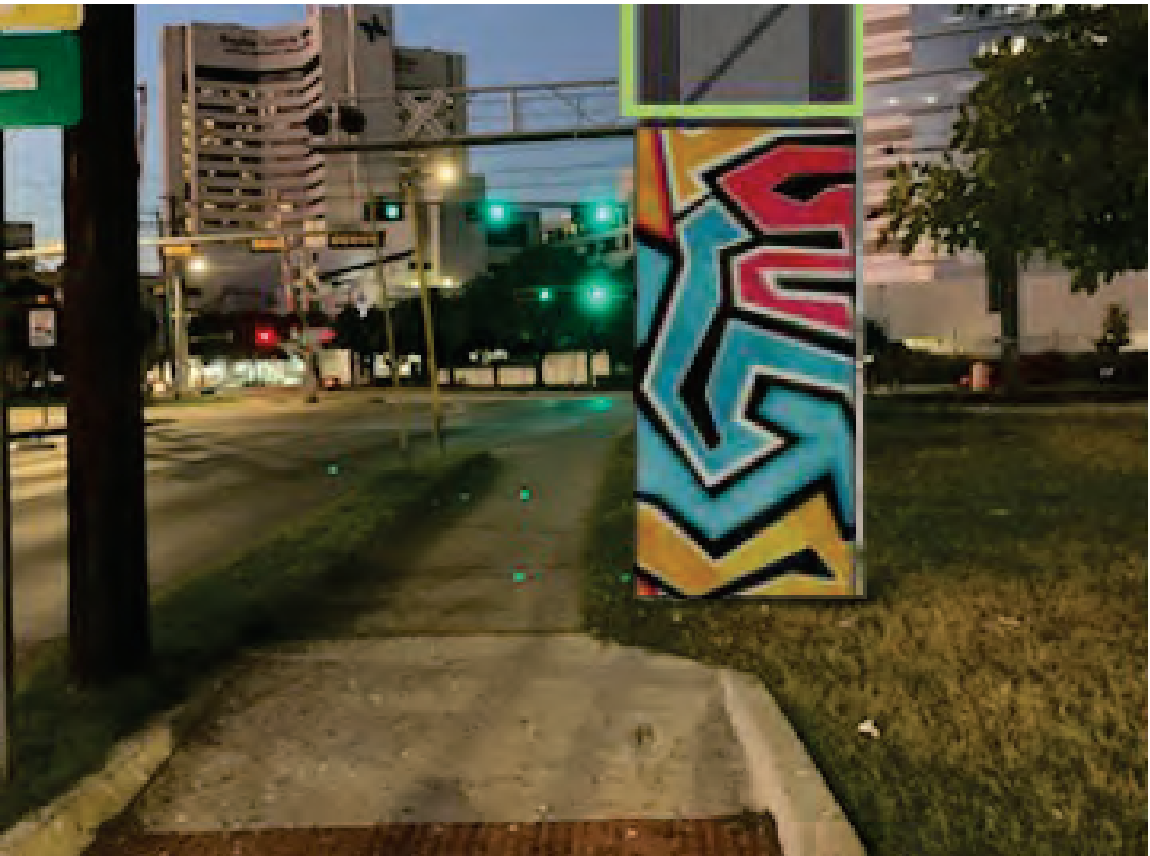
Deep Ellum
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Type 2 & 3 - Options for N Central Gate Hall & Indiana

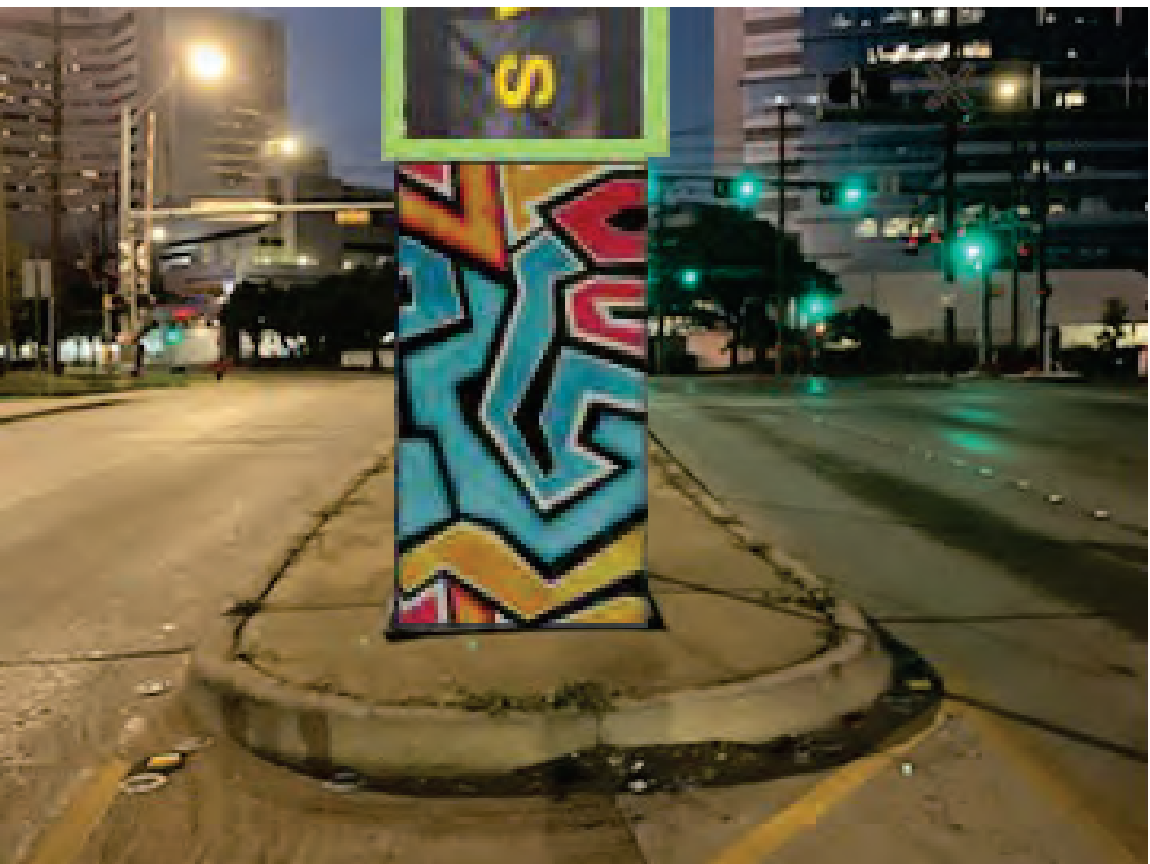
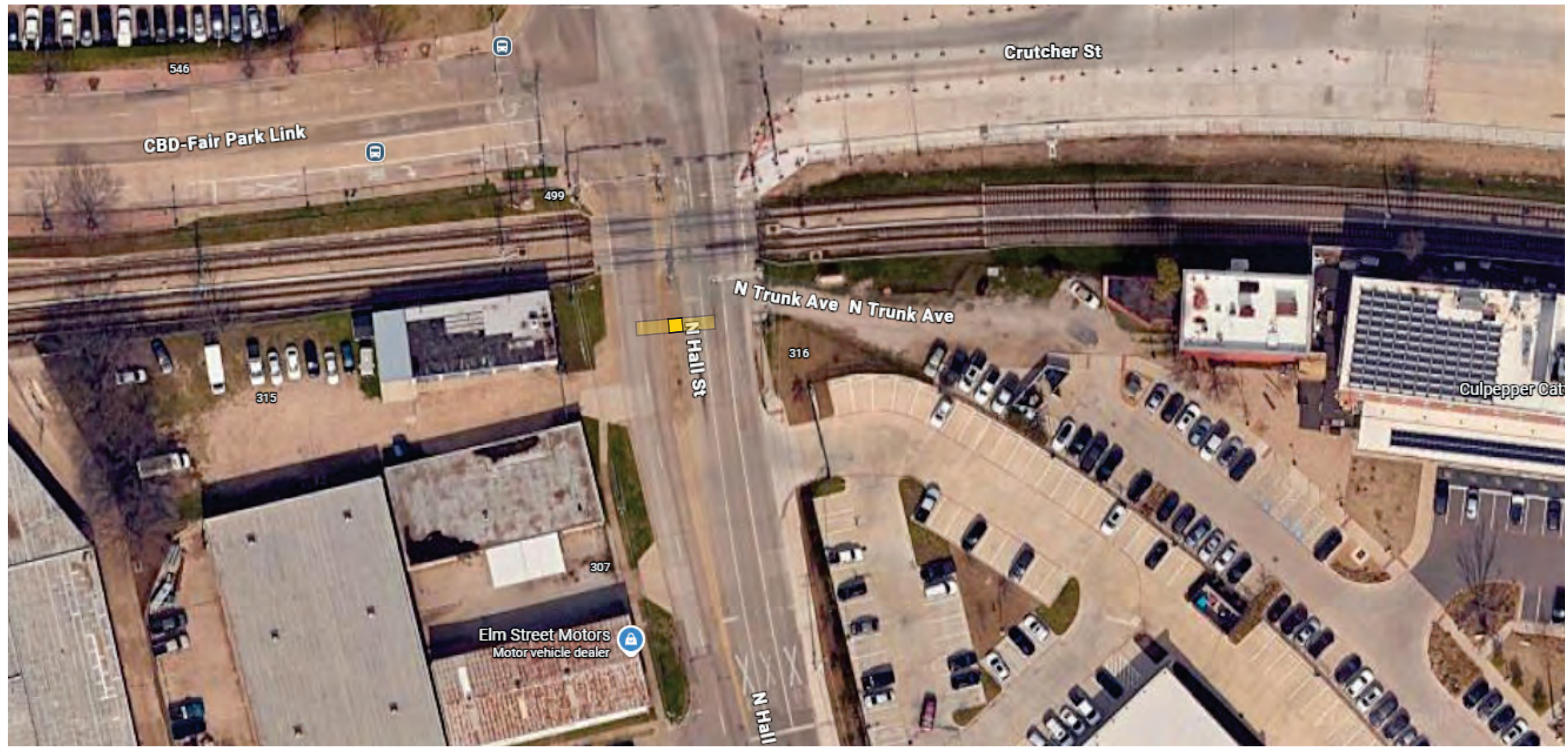


**Type 2 - T Shaped - Option 1 - N Central Gate
Hall & Indiana**





**Type 2 - T Shaped - Option 2 - N Central Gate
Hall & Indiana**



5 NW Gate
Good Latimer
& Elm



6 N Central Gate
Hall & Indiana



1 NE Gate
Main & Expo

Deep Ellum
Left & Right
Options



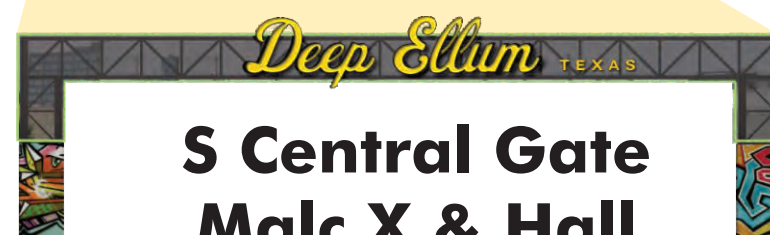
4 SW Gate
Good Latimer
& Canton



2 SE Gate
1st & Canton



5 S Central Gate
Malc.X & Hall



Deep Ellum Gateway Design Proposal