

Developer Scott Rohrman Transforms Deep Ellum While Respecting Its Roots

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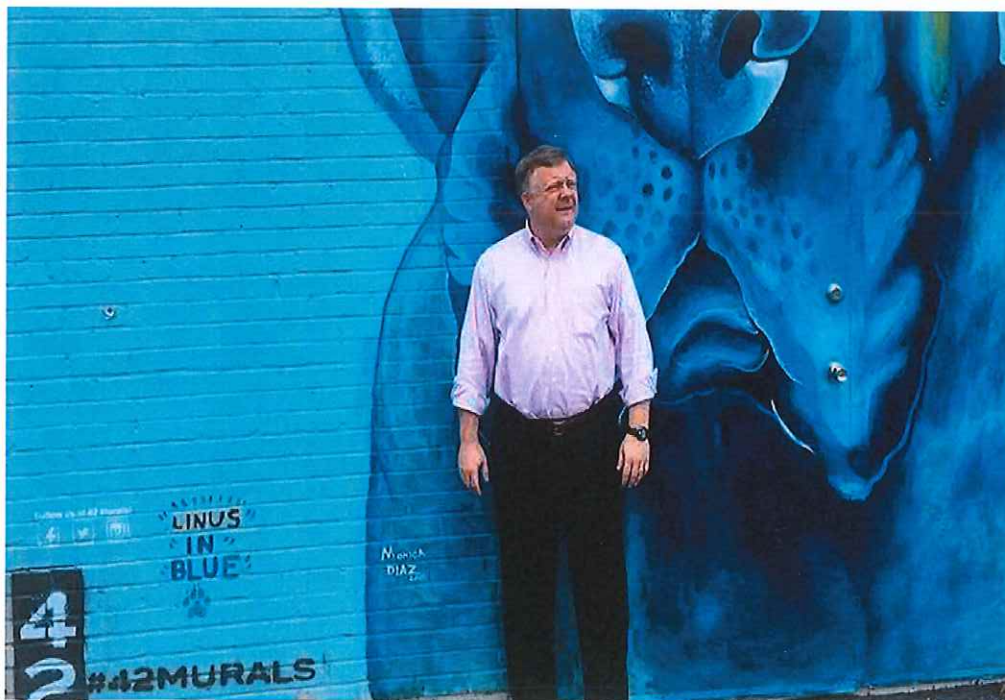


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There is no one in Deep Ellum as busy as 42 Real Estate developer **Scott Rohrman**. After acquiring nearly 30 buildings and parking lots in the area, he is a transformative force. However, unlike many developers grabbing up large tracts of Dallas real estate, he tries to keep his projects **true to the area**, rooted to Deep Ellum's past.



Scott Rohrman in front of one of the Deep Ellum murals

42 Real Estate is in the process of buying two properties contiguous to a property he already owns, and he's having to **turn away tenants**, Scott tells us. He's looking for the *right* tenants and a good mix. He could have leased out some of the properties 10 or 15 times already, but he's passed.

It's a luxury. He can afford to be selective.

One of the new properties is **3,500 SF** with a rooftop deck. The other, about **7k SF**, will potentially have one of the biggest patios in the Dallas area.

Last year, Scott bought **2626 Mockingbird Lane**, a potentially **historic** property near Love Field that had been vacant for years. He's putting together plans for a **remodel**, but he's in **no rush**, he tells us.

He doesn't really have an acquisition strategy, he says. He looks for **assets he understands**. With Mockingbird Lane, he liked the fact it was close to Love Field and lots of cool new developments. But it still wasn't a no-brainer. He wanted to buy in an area where there was a critical mass of people who **care about people**. He likes good neighbors—and wants to be one.

So what's next? Scott says he needs to understand **DART**. He wants to learn whether **the light rail** is being used to create a walkable urban core, something he clearly supports.

Scott also wants to understand the issues around **affordable housing**. He's still studying the issue but believes greater diversity in education will lead to better outcomes for affordable housing. Having a **mix of educational backgrounds** should create an environment of learning, he says.

Specifically, he wants to see a development that isn't solely built for profit but for a **long-term future** to benefit a neighborhood.

Scott's love of the Deep Ellum neighborhood is obvious, particularly with his recent "**42 Murals**" project. Deep Ellum is a great place for art, Scott says, and he wanted to give artists an opportunity to showcase their talent through murals painted on the buildings in the neighborhood. He didn't have a marketing plan, he says, but he got **225** submissions.

The result has been a rousing success. Several people have started giving tours of the art, and you'll often see people taking photos of the murals. Scott has left his mark, **literally**, on Deep Ellum.