

CORE

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DOWNTOWN . DEEP ELLUM . FAIR PARK . UPTOWN

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Loft Dwellers

DEEP ELLUM . COMMERCE

Jeff Swaney – Real Estate Broker/Entrepreneur

In the heart of Deep Ellum lives Jeff Swaney, founder of the "Original" Deep Ellum nightclub and former hotspot, Club Clearview. Jeff has parlayed the success of his former businesses into greater success in the field of commercial real estate. In the years he has lived and worked in Deep Ellum, Jeff has seen it all. He's lived in his second story loft space on Commerce for about 10 years and has recently made renovations to update the place. Does that mean he's here to stay? He tells us "I considered selling it a few years back but thankfully didn't. It's packed with about 20 years worth of Deep Ellum artwork. I travel a lot so the place works well for me."

In a vintage building, (circa 1940's), approximately 6000 square feet of space comprises his home and office. Above his office, the loft he calls home is a soft blend of art and technology. Paintings and sculpture are cozied-up to computers and flat screen televisions. The lighting is eclectic. Jeff's art collection fills every hall and covers every wall. Above the garage, a multilevel deck provides a bird's eye view of the comings and goings on Commerce Street and a terrific view of the downtown skyline.

Increasingly, the usual club-goers have avoided Deep Ellum in favor of areas like Greenville Avenue. Mr. Swaney wants those people to know that Deep Ellum is coming back. The area has too many things going for it to stay down for the count. Especially for those "interested in a unique experience, you can come to eat anytime and have a wonderful, non-chain, sometimes magical experience". He thinks that pressure from the City and other property owners will play a large part in fixing the problems that have been so widely reported in local media.

CD) If you were an alcoholic where would you most like to get drunk?

Cleveland. I don't know. If I were an alcoholic, I'd go to AA meetings. One of my friends is President of a Dallas Chapter. I drink responsibly so getting drunk isn't my style.

CD) In what Deep Ellum venue is your favorites men's room located?

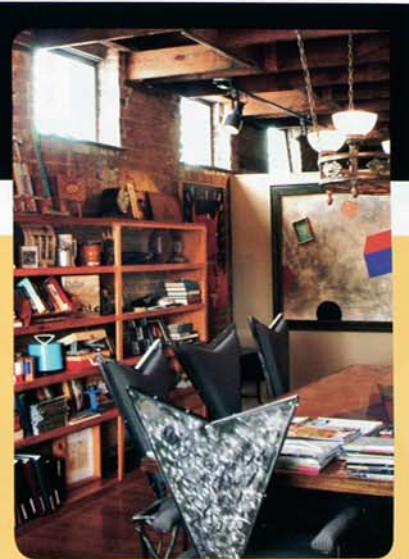
Local (a restaurant) has the slickest, Adair's is the best hole-in-the-wall potty.

CD) Do you have a favorite homeless guy?

The one that takes advantage of the services the City provides...The word homeless is a grossly misused catchall phrase for alcoholics, the mentally ill and misplaced souls. Some need help. Hopefully the City of Dallas Homeless Site will help in sorting these folks out and helping them.

CD) If you could be compared to any modern-day, female celebrity who would it be?

I really don't do the celebrity thing...I don't keep up with this stuff. I don't do TV. I live a full, open, free, real and adventurous life.



Loft Dwellers

What really goes on Downtown

In this issue . Two Girls & A Fifty . Ask HORATIO . CORE COUNTRY REPORTER: My Lunch with Mayor Miller . RUNWAY or Runaway . While You Were Waiting