

# Memorandum



CITY OF DALLAS

DATE February 22, 2008

TO Trinity River Corridor Project Committee Members:  
David A. Neumann (Chairman) Pauline Medrano  
Mayor Pro Tem Dr. Elba Garcia (Vice-Chair) Mitchell Rasansky  
Deputy Mayor Pro Tem Dwaine Caraway Steve Salazar  
Carolyn R. Davis  
Linda Koop

SUBJECT Renaming of Industrial Boulevard

On December 4, 2007, the Trinity River Corridor Project Committee was briefed on the process to rename Industrial Boulevard. On January 14, 2008, a committee of the City Plan Commission hosted a community meeting for the Mixmaster Riverfront study area. Property owners along Market Center Boulevard and Industrial Boulevard were also notified of the meeting in order to get feedback regarding the renaming of Industrial Boulevard. Meeting notices were sent to approximately 180 property owners, and approximately 50 people attended the meeting.

A large portion of the feedback regarding the Industrial Boulevard street name change centered on whether to include Market Center Boulevard as part of the name change. Stakeholders at the meeting representing properties along Market Center were generally opposed to the street name change applying to Market Center Boulevard. However, additional stakeholders felt that including Market Center as part of the name change was important in order to better direct traffic from I-35 toward the Trinity River project. Attached are a summary of the comments from the meeting as well as written comments received after the meeting for your consideration.

In an effort to balance both viewpoints, staff has had preliminary discussions with TxDOT regarding criteria for allowing recreational or cultural interest signage from the highway. Criteria for the placement of such signage is summarized below:

- The attraction must be located directly on a street that crosses the highway;
- There must be documented proof of 300,000 annual attendance for signage from the main lanes of the freeway and 100,000 annual attendance for signage from the service road;
- The attraction must be of recreational or cultural interest and open to the general public; and
- The attraction may not be located more than 5 miles from the highway.

Staff recommends excluding the Market Center segment from the renaming process, proceeding with renaming Industrial Boulevard, and working with TxDOT regarding highway signage directing people to attractions within the Trinity Park in the future.

The renaming process also presents an opportunity to allow for broad participation in the street name selection. This will serve to raise awareness and build excitement about the Trinity Project. Staff from the Trinity River Corridor Project Office and the Public Information Office have developed a comprehensive public relations and communications plan for renaming Industrial Boulevard. The plan is built around three milestones and includes scalable advertising and promotional options associated with each of the following:

- Announcement of name options and launch of the renaming campaign – Host a press conference in April or May of this year to announce candidate names and opening of a web poll for city-wide input.
- Name selection announcement – Following three months of public input, Council will make a final name selection and host a press conference to unveil the new name and outline the process for implementation, including public hearings.
- New name implementation – Under the current code provisions, street name changes take effect 60 days following Council action, however, a pending Code amendment would allow Council to set an implementation date longer than 60 days. Staff recommends an implementation date of 180 days following Council action given the large number of stakeholders impacted. During this time period, the City can continue to raise awareness and begin the process of re-branding the street by announcing the new name on utility pole banners.

Staff is requesting action from the Committee directing staff how to proceed with the name change. If you have further questions, please let me know.



Jill A. Jordan, P.E.  
Assistant City Manager

#### Attachments

C: Honorable Mayor and Members of the City Council  
 Mary K. Suhm, City Manager  
 Ryan S. Evans, First Assistant City Manager  
 Ramon F. Miguez, P.E., Assistant City Manager  
 Jill A. Jordan, P.E., Assistant City Manager  
 A. C. Gonzalez, Assistant City Manager  
 Charles W. Daniels, Assistant City Manager  
 Dave K. Cook, Chief Financial Officer  
 Deborah A. Watkins, City Secretary  
 Thomas P. Perkins, Jr., City Attorney  
 Craig D. Kinton, City Auditor  
 Judge Jay E. Robinson  
 Chandra Marshall-Henson, Assist. to the City Manager  
 Frank Libro, Director, Public Information Office

**Mixmaster Riverfront Study Area  
Community Meeting  
1-14-08, 7:00 P.M.  
Dallas City Hall, Flag Room**

**Issue: Renaming Industrial Boulevard**

David Whitley (Staff) made presentation on Industrial Blvd Renaming.

- Ed Oakley  
Provided background regarding Industrial Blvd renaming and discussed the issue of including Market Center Boulevard because the whole segment will have the same name at both exits from I-35. If you change the name at split, there is no connectivity.
- David Voss (Market Center Merchant Association)  
Expressed concern for changing the name of Market Center. The Market Center name and brand was created 50 years ago by John Stemmons and Trammell Crow. Market Center is a major economic engine of city. Opposed to changing Market Center Segment. DART stop will also include Market Center in the name.
- Bob Darrouzet (Trinity Industrial Association/Trinity Design District)  
Rather stay with Market Center name for the entire segment – likes existing neighborhood brand. Would like some cohesiveness with the different groups in the area.
- Neil Emmons (CPC)  
Asked stakeholders (specifically Bob Darrouzet) if he was suggesting taking the name Market Center all the way to the south end of Industrial to retain connectivity.
- Paul Hardy (Business/Property Owner)  
North and south boundaries of Industrial is defined by Commerce Street. It creates confusion if there are two exits for Market Center from Stemmons.
- Bob Darrouzet (Trinity Industrial Association/Trinity Design District)  
Opposed to having “Trinity” in the name because all the streets will have “Trinity” in the name. The area along Industrial between Continental and Cadiz will change. Currently, there are a lot of people who do not hang out on Industrial, but that will change drastically due to redevelopment over the next 10 years.
- Lauren Oznick (Jiffy Properties)  
Expressed concern regarding the rush to change the name. Stated that 10 years is a long time. It may be smarter to wait and change the name later.

- Neil Emmons (CPC)  
Summarized stakeholder comments and asked for show of hands – Three options for dealing with Industrial rename:
 

Option 1: Market Center Blvd all the way from North to South	15 votes
Option 2: Create a dividing line for 2 distinctive streets	8 votes
Option 3: Wait and deal with renaming issue later	7 votes
  
- Ed Oakley  
Stated that some people had not voted
  
- David Voss  
Stated that he wanted to maintain the Market Center image; many businesses in the area had Market Center in its name. Opposed to having two highway exits with the same name.
  
- Mike Galvan  
Suggested that Market Center could be renamed North Market Center and Industrial renamed South Market Center,
  
- Don Raines (Consultant)  
Suggested the suffix should be “Boulevard.”
  
- Sandy Jacobs (JPI Representative)  
Suggested “Water” should be in the street name. Change the name of Commerce to Water Street.

David and Paul:

I wanted to follow up with you before the CPC Committee meeting this evening to make sure you understand our position and have a document to present to the Committee.

As I stated last night we are passionately opposed to changing the name of Market Center Boulevard for the following reasons:

1. The name has historical significance denoting a 50 year institution, the Dallas Market Center, that is woven into the fabric of Dallas, Texas, and
2. The name provides an accurate description and way-finding assistance to the hundreds of thousands of visitors to the Market Center on an annual basis, and
3. The physical significance of the Market Center includes the addresses of 2000 Stemmons freeway, 2050 Stemmons Freeway, 2100 Stemmons Freeway, 2200 Stemmons Freeway, 2300 Stemmons Freeway and 2500 Market Center Boulevard, includes five major structures totaling 5 million square feet and incorporates the Dallas World Trade Center which is the 5<sup>th</sup> largest building in the United States, and
4. The name has served the Dallas Market Center, our customers and their customers, our neighborhood and the entire City of Dallas well for over 20 years.

Therefore, please be advised that we strongly oppose changing the name of Market Center Boulevard from Harry Hines to the Irving / Industrial intersection. Changing the name of Industrial to something else is an important issue for that neighborhood, for the Trinity project and for the future of Dallas. However, the Dallas Market Center would defer to the property owners and businesses directly impacted to provide the input needed to make this decision.

Market Center Boulevard needs to remain Market Center Boulevard.

**David Voss**

Dallas Market Center

Executive Vice President, Operations

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David and Paul,

As an addendum to David's points below, attached is a summary of the economic and financial significance of the Dallas Market Center to the city of Dallas. We would ask that you also present this document to the committee this evening.

The street name of Market Center Boulevard underscores the presence of our economic engine in the region.

Market Center Boulevard needs to remain Market Center Boulevard.

Nancy Winton  
Dallas Market Center  
Executive Vice President Finance, CFO  
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## Economic Impact

- Dallas Market Center produces approximately 40 markets per year, ranking it in the list of top ten tradeshow organizers according to *Tradeshow Week* magazine. Largest attendance occurs during five apparel markets and four gift/home markets held throughout the year.
- DMC registers more than 150,000 buyers from every state and 84 countries for its markets. The largest markets (January and June gift and home markets) register more than 35,000 buyers during each seven-day market period.
- DMC has a direct economic impact of more than \$266 million on the local economy (Economic Impact Study by Ed McClellan, Ph.D., 2001). This figure is more than ten times the local economic impact of Texas-OU weekend (\$21 million). With the “multiplier effect” (secondary and tertiary spending) the total impact rises to nearly \$800 million.
- An estimated \$7.5 billion in wholesale transactions are conducted at the DMC annually.
- Approximately 13,000 people work (showrooms, temporary exhibitors and DMC employees) at the DMC during major markets. This does not include employment for companies providing secondary support – shuttle transportation companies, off-duty police officers, catering companies, etc.
- Approximately 750,000 hotel room nights and 100,000 airline seats are occupied by DMC market attendees each year.
- Daily expenditures for food, ground transportation and miscellaneous purchases were estimated to have made more than \$81 million to the local economy.
- Purchases by market participants are subject to the 8.025 percent sales tax and the 15 percent hotel/motel occupancy tax. 2001 sales tax revenues by market participants was \$3.6 million and the hotel/motel tax totaled \$4.9 million.