

PRESENTED BY THE IRVING CONVENTION AND VISITORS BUREAU

Surveyor

THE PREMIERE ISSUE

ISSUE ONE 2018



BEHIND THE SCENES

IRVING'S EVOLUTION IN ENTERTAINMENT

A backstage pass to the new Toyota Music Factory

PLUS

ALL THE CAN'T-MISS EVENTS AROUND TOWN, WHERE TO DINE AFTER THE SHOW, HEALTH-CENTRIC HOTELS, MUSEUM-WORTHY ART AND REAL ESTATE ON THE RISE



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WELCOME TO SURVEYOR MAGAZINE

IRVING BY THE NUMBERS

232,786

Population estimate 2017

3.13 million

Annual visitors

53.5

Percent of visitors to Irving for business and leisure

80+

Hotels in Irving

8,000

Seats in the new Pavilion at Toyota Music Factory



ON THE COVER

VOCALIST BLACK THOUGHT LEADS THE ROOTS AND THE DALLAS POPS DURING A LIVE STREAMING PERFORMANCE PRESENTED BY AMAZON AT THE PAVILION AT TOYOTA MUSIC FACTORY.

PHOTO BY DAVID HALLORAN

In 1903, J.O. “Otto” Schulze and Otis Brown, two young surveyors from the Rock Island Railroad, came to what was known as the Three Forks Region of Texas. Theirs was a beautiful landing spot close to the Trinity River. Schulze and Brown saw that the area was a uniquely located crossroads between east and west, north and south, and decided to stay and establish the town that would become Irving, Texas. They auctioned lots in December 1903, when there were only two buildings here – a small house and a partially completed railroad station.

Since those humble beginnings, Irving has made the most of that crossroads, building and growing to become an internationally recognized center for business, a renowned arts community, a trailblazer in the development of master-planned communities, and of course, a vibrant and thriving tourism destination. Six Fortune 500 companies are now headquartered here, and hundreds of other corporations also call Irving home.

This first edition of *Surveyor* magazine is making its debut in conjunction with the 45th anniversary of the Irving Convention and Visitors Bureau, and is meant to celebrate the city we love, the city where we live, work and play. *Surveyor* is the mark of the

new Irving, an Irving that has grown from its simple beginnings, but stayed true to its course every step of the way.

There is much to celebrate about our vibrant and ever-changing landscape. And our *Surveyor* editorial team has curated a great collection of stories and images that share the culture, history, attractions and events – as well as our exploding food and music scene, our hidden gems and our local characters – all of which make Irving a unique place to live and visit. Our locals have a true appreciation for all that it offers, and we know visitors like you do, too.

We hope this inaugural edition of *Surveyor* will help you experience the best of two great worlds while you’re here – our Texas-sized hospitality and our local fun, flair and flavor. We hope the stories and images shared here will capture your imagination and give you a feel for the real Irving, allowing you to map out your own survey for a great time.

Maura Gast

Executive Director

Irving Convention and Visitors Bureau



THE WORD IS OUT

Sounds strange, but there was a time when thinking about Irving meant thinking about either my podiatrist, my tires, or Chinese food.

I didn't live in Irving, so my trips here were predicated around what Irving did best.

If you're a runner, you've undoubtedly experienced foot pain at some point. Whether it was an ingrown toenail or full-blown planter fasciitis – where each step felt like your foot was in a burning hot shower and you were banging on it with a hammer – the pain landed you in a podiatrist's office. My Irving-based guy was the best, and he was also the podiatrist for the Dallas Mavericks. The way I saw it, anyone who worked on Dirk's feet could do my orthopedics anytime.

Then there were my tires. Work makes me commute a lot, and I go through tires like coffee through an insomniac. The best deals and friendliest service were at my tire shop in Irving.

Which brings us to the Chinese food. Any foodie out there will tell you they have their go-to spot, where the servers know their name, what they like, and how they like it prepared. So it was with my neighborhood joint. It didn't matter that I lived 20 miles from said neighborhood joint (and worked another 10 miles away), I ate at that restaurant at least once a week for almost a decade.

Time passed and Irving added even more reasons for me to visit. I started buying clothes here; I started meeting buddies for after-work beers here; I started bringing out-of-town visitors to restaurants here and encouraged them to stay in Irving hotels because of perfect D/FW proximity and a Chinese-menu of amenities and accoutrements.

These days, I don't have to leave Irving for anything if I don't want to. It's all here.

With this premiere issue of *Surveyor*, we'll show you that you

don't have to leave either. What's more, we'll show you why you should visit and bring your family. Bring your friends. Bring your international conference. Heck, take a medical tourism trip here and get your heel callus zapped.

These days, there is always something happening in Irving: Smithsonian-worthy art exhibits at the Irving Arts Center (page 26), anticipated events like the annual Ticketstock celebration (page 25), and owner Thomas Kreason is constantly adding to his impressive collection of memorabilia at the Texas Musicians Museum (page 33). Our cover story on the new Toyota Music Factory explores the inspiration behind the city's journey to becoming a serious entertainment district. Or in the words of Dallas native Erykah Badu (page 39) following her recent performance here: "It's always good for us to have a variety of places that can bring in more opportunities for us to experience different kinds of art."

There was a time when Irving was my own little Metroplex secret. I liked it that way. But I'm liking this new Irving even more. And I want everyone to know about it.

Indeed, Irving, Texas, USA, is embarking on an extraordinary, unparalleled, soon-to-be-mimicked adventure that is already the talk of travel circles.

Wanna come?

Adam Pitluk

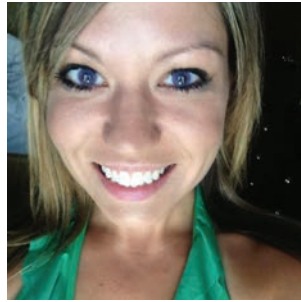
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Surveyor**

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INSTA IRVING

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Surveyor, published by Groom Lake Media, LLC, for the Irving Convention and Visitors Bureau, pays homage to the two young surveyors who founded Irving in 1903 when they happened upon the Three Forks Region of Texas. They settled near the Trinity River in the uniquely located crossroads between east and west, north and south. The magazine celebrates local corporations, workforce, residents and guests from around the world, giving Irving the most diverse ZIP code in America, and making it a truly global community.

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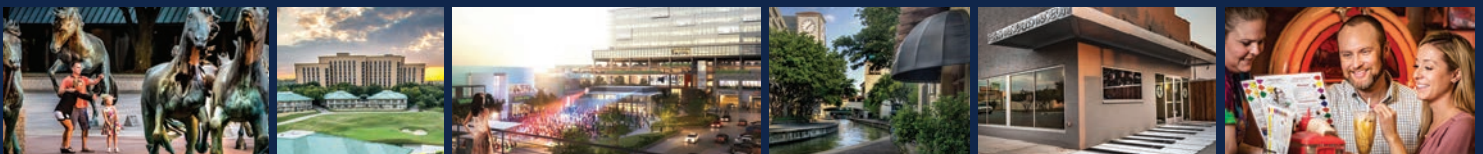


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Visit Irving and experience the finer points of the Lone Star State! Enjoy live music at the Texas Musicians Museum, take a romantic gondola cruise along the European-style canals of Las Colinas and play championship golf at the TPC Four Seasons Las Colinas. All while taking in world-class dining and nightlife. Then, choose from any of Irving's 80+ hotels to kick back and relax with family and friends. Give us a call today and let us help you maximize your stay in Irving, Texas.

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Itinerary

STAY

DINE

PLAY

LIVE

Meeting Outside the Box

From the design to the creative cuisine, the Irving Convention Center is anything but ordinary

BY PATTI PUTNICK



“We spent a lot of time finding out what meeting planners wanted before we built the facility, and it shows.”

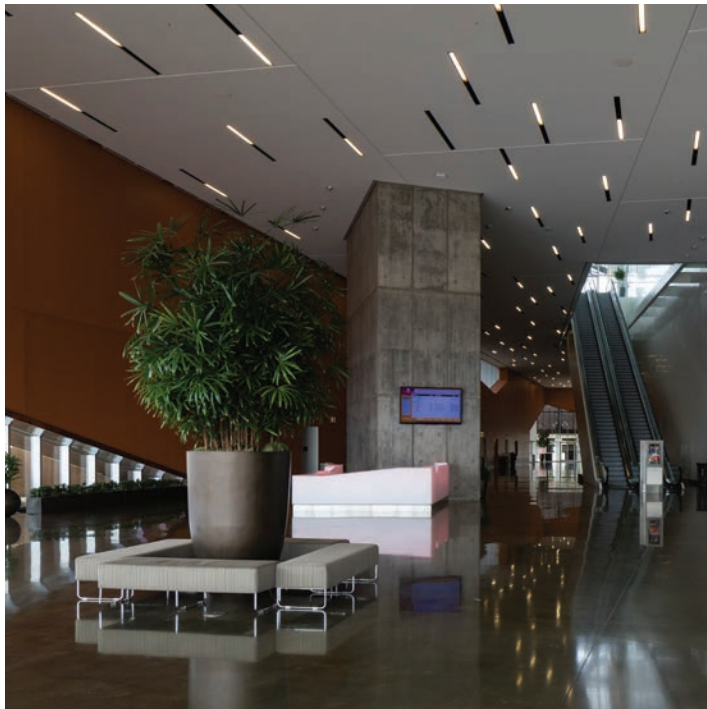
— Maura Allen Gast
EXECUTIVE DIRECTOR
IRVING CONVENTION AND VISITORS BUREAU

THERE'S A LOT ABOUT THE CITY of Irving that defies convention — including the Irving Convention Center itself.

The artistically crafted, 275,000-square-foot facility is situated on 40 acres in the heart of Irving's urban center. It's the first phase of a mixed-use entertainment district, which will include a 13-story, 350-room Westin Irving Convention Center Hotel, slated for completion in 2018.

Instead of sporting a more traditional, utilitarian facade, the Irving Convention Center is designed as two stacked boxes, rotated, and surrounded by glass to optimize natural light. A "skin" of unfinished, perforated copper wraps the building's cantilevered forms, reflecting sunlight by day and allowing the facility's lights to shine through at night.

But the real beauty of this meeting mecca is its internal design. Not only does it make efficient use of space, it also represents a commitment to a healthy environment.



DESIGNED FOR FUNCTION, FLOW AND SUSTAINABILITY

"A lot of thought went into the creation of this facility," says Maura Allen Gast, executive director for the Irving Convention and Visitors Bureau and the Irving Convention Center at Las Colinas. "It's z vertically, not horizontally, which makes it more convenient for people to get from one area to another, without a lot of walking."

The vertical design also makes it easier to segment the space. So, multiple events can go on simultaneously, yet, each group feels like they have the facility to themselves.

"We spent a lot of time finding out what meeting planners wanted before we built the facility, and it shows," Gast says. "We have 20 breakout rooms for smaller group meetings, as well as a column-free, 50,000-square-foot exhibit area to accommodate larger staging needs."

The center was awarded LEED Silver certification for using reclaimed water for landscaping, cooling systems and other non-potable applications. Every effort is made to reduce the facility's footprint, from recycling and composting, to the use of drought-tolerant plants throughout the property.

CHEF-INSPIRED MENU GOES BEYOND THE STANDARD FARE

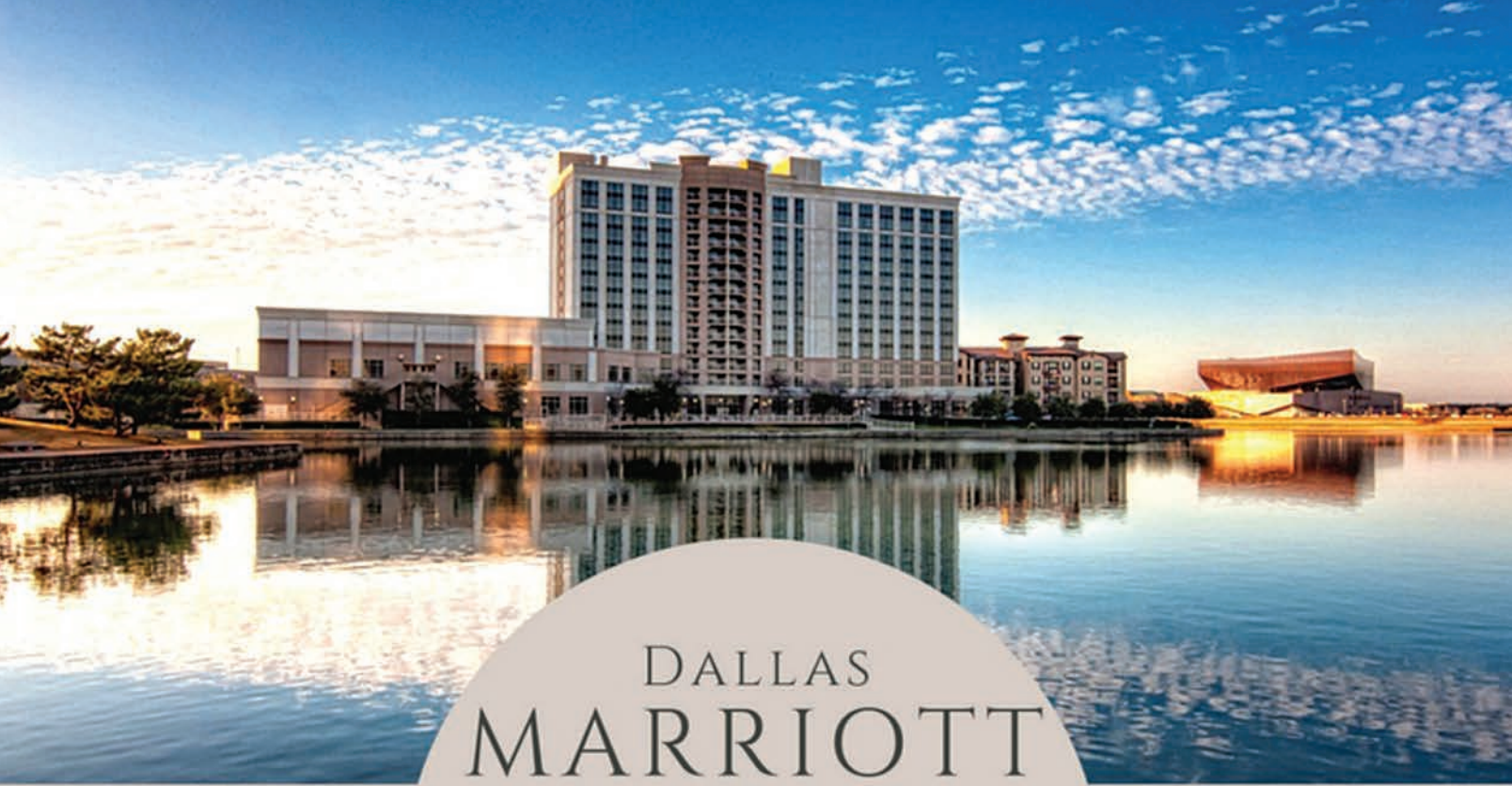
Perhaps the center's most surprising differentiator is something you don't normally associate with convention facilities: upscale, inventive food.

The man behind the menu is chef Eduardo Alvarez, formerly the executive chef at both Texas Stadium and Cowboys Stadium in Arlington.

"Chef Eduardo's food is creative — it's not your typical rubber chicken," Gast says. "He serves homemade pastries, and he's even done a Southern grits bar to give guests a real taste of the South." On the dinner menu, gorgonzola-crusted filet mignon and hand-fired creme brulee cheesecake are decadent favorites.

With its unique design, convenient location and the kind of attention to detail you would expect in a five-star hotel, the Irving Convention Center has become a coveted meeting place and destination for events. And with the addition of the Westin Convention Center Hotel and the surrounding entertainment district nearing completion, the venue will only get better.





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Destination: Wellness

These hotels and resorts offer soothing spa treatments and unique fitness activities BY ALYSON SHEPPARD

FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS

Even if you're a master of rolling out a yoga mat, the Four Seasons will take your practice to new heights. Literally. The on-site Sports Club offers dozens of group fitness classes and \$8 million worth of studios, equipment and courts including AntiGravity Aerial Yoga, which involves performing yoga poses while suspended in a soft fabric hammock hanging from the ceiling. Spend the class reclining and hanging upside down like you would in a swing, about 3 feet off the ground. The health benefit? A low-impact inversion class like aerial yoga is said to help improve your posture and relieve back pain.

If you're afraid of heights, not to worry;

The resort's Well & Being Spa offers plenty of treatments to keep you grounded. Try an earthy mud mask or the aroma-rich Moisture-Bound Body Wrap. In this multi-bliss experience, you begin by exfoliating your skin with a candlewood and jojoba cream. Next, organic aloe vera and prickly pear gel is applied and your body is wrapped in soft muslin. Then your face is treated with a repairing serum, and the rest of your body is rehydrated with pomegranate oil and a refreshing cucumber spray. Finish your treatment with a visit to the eucalyptus steam room.

FOURSEASONS.COM



DALLAS MARRIOTT LAS COLINAS

Keep your at-home workout routine going while you're on the road at Dallas Marriott Las Colinas. Here, you'll find high-tech cardiovascular equipment — treadmills, elliptical machines and stationary bicycles — plus free weights and inflatable exercise balls for strength work and stretching. Or tap into your inner Michael Phelps in the indoor pool. Want to be even more challenged? Ask the front desk for help securing passes to nearby, around-the-clock gyms, where you can get custom workouts from a personal trainer. MARRIOTT.COM

ALOFT LAS COLINAS

At Aloft Las Colinas' funky Re:charge fitness center, the indoor gym is decorated with bright, 1970's-inspired wallpaper and carpet to keep you wide-eyed and on your toes. Hit the stationary bike, stair climber, elliptical machine or treadmill — all top-of-the-line models from Life Fitness — or work with free weights and strength machines and use the designated stretching area to get the kinks out. You can access the gym any time of day via room key, but make sure you schedule time for a meditative swim. The Splash outdoor pool is heated and open daily from 6 a.m. for the early birds to 11 p.m. for the night owls. ALOFTLASCOLINAS.COM



OMNI MANDALAY HOTEL AT LAS COLINAS

Outdoor enthusiasts rejoice: The Omni Mandalay was designed to accommodate year-round activities. Dive into the heated swimming pool overlooking Lake Carolyn, or rent a stand-up paddleboard and explore the lake and winding Mandalay Canal lined with restaurants and cafes. If you prefer land, ask the front desk for the jogging and biking trail map through the surrounding terrain, including a leisurely route on the paved Champion Trail. To work out without even leaving your room, request a "Get Fit Kit," which includes an

exercise mat, resistance bands, 2-4 pound dumbbells and ankle and wrist weights.

Afterward, make an appointment at the adjacent Mokara Spa for a nourishing treatment such as a sports massage. Designed for athletes, this targeted massage helps stretch sore muscles and relieve tension to leave you feeling more flexible and limber. Add on an exotic, full-body scrub with the essence of nutmeg, orange, cinnamon and ginger, which will leave you smelling as delicious as a warm, spiced winter toddy. OMNIHOTELS.COM





FROM TOP: Patio;
king suite; dining room

PHOTO: DAVID HALLORAN

Inn Love

The Hilton Garden Inn Las Colinas debuts a chic new design following a \$4 million revamp BY JACQUELYNE FROEBER

GUESTS AT ANY HILTON-BRAND HOTEL ARE familiar with the company's premier accommodations, but the recently renovated Hilton Garden Inn Las Colinas supersedes expectations with its unique approach to lodging in Irving.

"We have a very cozy, boutique-style atmosphere with the completed renovation," says Carol Putnam, director of sales for the Hilton Garden Inn Las Colinas. "We know our guests travel a great deal — we want to make it as inviting and comfortable as we can."

The shiny, black-and-white tile flooring greets guests and supports curved, Art Deco-inspired seating. The entire property has been reimagined as a stylish retreat for meetings, weddings and business travelers, and as a go-to for happy hour and fresh fare. The redesigned, 1,500-square-foot outdoor space takes advantage of Irving's year-round patio culture via a covered veranda with flat-screen TVs. Tables with dark-gray banquettes are set for signature burgers, pastas and more upscale options at the on-site Garden Grill & Bar. Also on the menu: grilled salmon, smoked barbecue ribs and

charbroiled sirloin steaks. Small heaters keep diners warm during the winter.

Inside the hotel, 173 guest rooms sport a neutral palette: soft gray carpet and blackout curtains with gold accents and framed art above the bed. New mattresses make the beds extra nap-worthy, and tech upgrades include multiple outlets, luminous lighting in the bathrooms, new refrigerators, Keurig coffee makers, TVs and microwaves throughout. And forget about walk-in closets — executive travelers in the king rooms have walk-in showers.

That extra element of sophistication extends to the 4,500-square-foot ballroom adorned with grand crystal chandeliers and custom carpeting. Putnam notes that the neutral color scheme throughout is designed to let each event enhance the space with its own style. And while the decor is different, most of the staff has been here for at least 10 years and is dedicated to making the Hilton Garden Inn feel like a home away from home. After all, some things should never change.

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Now Seating

These five new restaurants offer delicious fare with a side of fun BY ELLISE PIERCE

RESTAURANTS AND BARS ARE ALWAYS STRIVING for the next new big thing, and we like that — we really do — but we also like it when what's new is inspired in part by what's a little bit familiar. Like these great five new places to eat and drink in Irving. All very different from one another, yet with a common thread: They all help us connect to each other, in person, over something delicious. Made-from-scratch dishes along with handmade drinks and craft beers, all served in an atmosphere that makes us feel right at home, no matter where we're from. Cheers to that.

PINSTACK

Somebody got the memo: Bowling is back, two-toned shoes and all. At Pinstack, a bowling alley and entertainment center, the retro-cool sport has upped its game, with 28 lanes and a private VIP area. The best part isn't even the high-tech, pencil-less scorekeeping. Here, the gourmet food comes to you: New York-style pizza called the Honey Bee, with Italian sausage, Black Forest ham and a drizzle of honey? Yes, please. Braised beef short rib with goat cheese mashed potatoes? Score. But wait, put down your ball. There's more. A rock climbing wall. A two-level laser tag arena. High ropes course. Bumper cars. The newest video games. Or you can go old school with an oversized chess game or bocce ball on the temperature-controlled patio. Game on. PINSTACKBOWL.COM



THIRSTY LION

Sports? Check. A state-of-the-art sound system broadcasts the premier sports events on oversized screens. Craft beer? Of course. There's an entire menu of beers on tap, from full-bodied IPAs and stouts to smooth ambers and lagers, many of them brewed in Texas. And food? The open-air kitchen offers locally-sourced, seasonal brick-oven pizzas and charbroiled burgers (including one stuffed with Gorgonzola) as well as signature dishes such as Bronzed Salmon and Mango Quinoa and Roasted Pork Cubano. All to be enjoyed on one of three outdoor patios — one with fire pits, for chilly winter nights — at the supersized 32-seat bar, or at one of the tables in the grand, almost 8,000-square-foot space. Take your pick, then take a seat and order up one of their innovative cocktails. Grapefruit basil martini, anyone?

THIRSTYLIONGASTROPUB.COM



BAR LOUIE

Where do you go after the concert to hear more music? Bar Louie is the latest hot spot for local live music including blues, acoustic, indie, top 40, cover or – this being Texas – a little bit of country. Founded in Chicago and now based in Addison, Bar Louie is as much about music as it is about anything else, but the everything else – the menu of mostly sharable foods, such as flatbreads and appetizers – is worth mentioning because it’s all made from scratch. The franchise is known for its killer happy hour menu, but what makes Bar Louie different may just be its anti-hip, come as you are vibe. BARLOUIE.COM

GLORIA'S LATIN CUISINE

There is Tex-Mex. Then there is Gloria's, which leans on Salvadoran recipes in addition to Tex-Mex classics for its culinary muscle. What that means is there's room on the menu for pupusas and tortilla chips, freshly-made salsa and traditional Salvadoran black bean dip – plus the potent margaritas they are famous for. Gloria's, a local institution, is the place that began in Oak Cliff in a ramshackle space on Bishop more than 25 years ago. It was a place you had to look for to find, and once you did, you never forgot it. Owned by Gloria and Jose Fuentes, Gloria's now has 20 locations throughout Texas, and the Irving eatery is the newest, with a sleek, contemporary vibe. Think waterfall fountains, fireplaces embedded in walls and an elegant ivory color scheme that covers tables and chairs, with pops of black and gold. From serving its neighbors in a humble setting to attending President Obama's last State of the Union address, it's a Cinderella story told through banana leaf-wrapped tamales filled with chicken and potatoes, with fried plantains on the side. Olé. GLORIASCUISINE.COM



BOI NA BRAZA BRAZILIAN STEAKHOUSE

The first Boi Na Braza opened 18 years ago in Dallas, and now fans of the Brazilian restaurant can dine at the newest location on Las Colinas Boulevard. The signature roasted meats are served Rodizio style (all-you-can-eat, sliced tableside) in tribute to the Gaucho tradition of cooking on the plains of southern Brazil. And while steak is king (picanha, a top sirloin cut, a favorite), pork ribs, leg of lamb and chicken round out the wood-fired options. Pao de Queijo, warm baked bread with cheese inside, and the palate-cleansing Breaded Banana are among the traditional sides that elevate the experience. The homemade malageta hot sauce will help ignite your taste buds to take another trip to the salad bar or order a glass of vino from the extensive wine list, but try to save room for the condensed-milk flan. BOINABRAZA.COM





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ILLUSTRATION BRIAN SMITH

Tune In

Sports and music merge at the 24th annual Ticketstock party

BY CHARLIE SMITH

FANS OF THE POPULAR DALLAS RADIO station The Ticket wait all year for Ticketstock. After all, the free, two-day sports-talk bash started in conjunction with the birth of the “all sports, all the time” station, as a gift to listeners.

Now in its 24th year, Ticketstock brings what the public has grown to love most about the station to the stage at the Irving Convention Center: boisterous on-air talent broadcasting live on topical sports news, participating in games and interviewing athletes; past guests including baseball Hall of Famer Cal Ripken Jr., football great Barry Switzer, former Dallas Cowboy Terrell Owens and former Dallas Maverick center (now Golden State Warriors baller) Zaza Pachulia.

The family-friendly event also reunites long-time station favorites including the morning show’s George Dunham, Craig Miller and Gordon Keith — collectively known as “The Musers” — Donovan Lewis (“The Great Donovan”), Norm Hitzges and more.

Known as a kind of Comic Con for sports fans, listeners are notorious for their detailed knowledge of the station’s inside jokes, obscure facts and references. The

event closes with a concert that has in the past included local acts and an annual performance by Ticket Timewasters, a homegrown band made up of the radio station’s DJs — members of their own local bands — who play parody covers in keeping with the theme of the on-air shows. Pat Green made a musical appearance in 2016.

So what will this year’s Ticketstock hold? Only time will tell, since the radio station remains tight-lipped about its special guests until just before the event. The station prefers to switch things up each year to build maximum suspense for a rapt audience all too eager to spend a few days with the personalities who bring their signature humor and wit to the venue. The station also brings in its vendors to keep the crowds happy; the number of vendors can range from 40 to 70, enough to satiate the all the fans — last year saw an estimated 2,000 attendees each day. One thing is certain, though: The festival gets bigger and better every year. Ticketstock 2018 will be held at the Irving Convention Center at Las Colinas Feb. 16 and 17. For more information, visit THETICKET.COM and IRVINGCONVENTIONCENTER.COM.

Known as a kind of Comic Con for sports fans, listeners are notorious for their detailed knowledge of the station’s inside jokes, obscure facts and references.



Artist Matthew Holm, co-creator (with his sister Jennifer) and illustrator of the children's book series *Babymouse*, signs autographs at the Irving Arts Center's exhibition of "BAM! It's a Picture Book: The Art Behind Graphic Novels."

New Year, New Art

The Irving Arts Center's schedule is packed with a melange of world-class performances and Smithsonian-worthy exhibits

BY JAN HUBBARD

NO MATTER THE TIME OF YEAR, a visit to the Irving Arts Center delivers a fascinating variety of experiences. Take, for example, the options for visitors in late January: In one area of the 10-acre complex, the theater production *Freedom Riders* explores a group of 1960s civil rights activists who fought racial discrimination by boarding non-segregated buses in the North and riding them into Southern states. After the play, two of the original *Freedom Riders* will host a question-and-answer session.

Meanwhile, in another section of the center, playful illustrations of a crime-stopping, cyborg-kicking lunch lady anchor the exhibition "Bam! It's a Picture Book: The Art Behind Graphic Novels," which examines the growing popularity of the genre by leading novelists Mark Crilly, Matthew

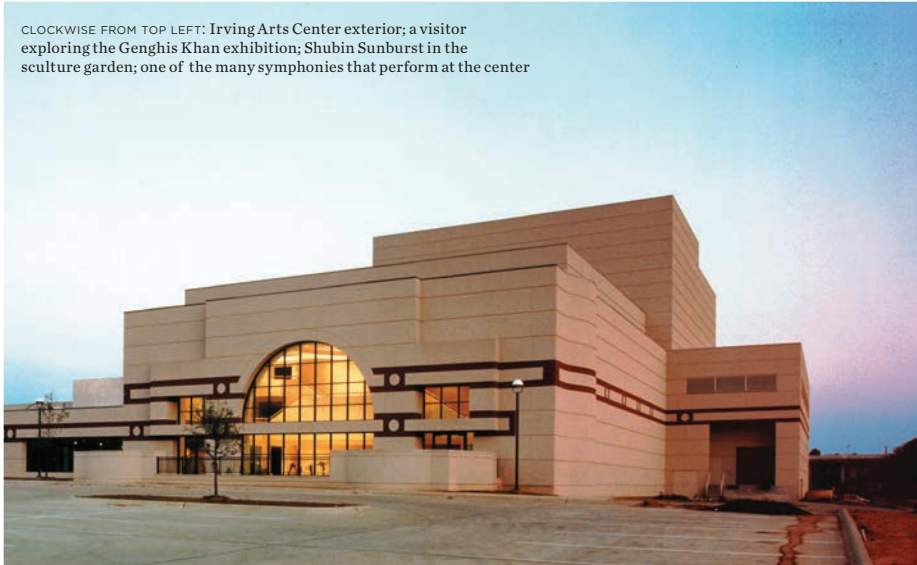
Holm, Jarrett J. Krosoczka, Lincoln Pierce and Raina Telgemeier.

"We try to provide a variety of programming," says Jeff Mues, director of public relations for the Irving Arts Center. "We want to produce quality entertainment, but we also want to be educational. When we can find something that checks both of those boxes, that's always great."

For the past 27 years, the Arts Center has been the community hub for exhibitions, events, plays, films and concerts. The two theaters, sculpture park and four galleries that make up the complex host more than 1,300 events a year. Past shows have ranged from a symphony orchestra performing music by the Beatles to notable rotating exhibits including "Genghis Khan: The Exhibition," which featured the largest number



CLOCKWISE FROM TOP LEFT: Irving Arts Center exterior; a visitor exploring the Genghis Khan exhibition; Shubin Sunburst in the sculpture garden; one of the many symphonies that perform at the center



of artifacts from 13th-century Mongolia ever gathered in a showing.

A partnership with the Smithsonian Affiliations program allows the center to borrow from an impressive collection of objects and artifacts. The quality of the exhibits and the creative programming have made the center a thriving tourist attraction. But the primary goal of the arts center is to serve the people of Irving.

“A study that was recently done by a real estate company determined that Irving had the most diverse ZIP code in America,” Mues says. “So trying to bring in as many different types of events that are representative of the community is very important to us. We want the people of Irving and the surrounding areas to feel like this is a place where we can showcase the art and cultural activities that are representative of their culture.”

Since opening in 1990, the center has steadily grown in stature while also having a significant impact on the local economy. According to a recent study conducted by Americans for the Arts — a Washington, D.C.-based non-profit organization that promotes the arts in the U.S. — the Irving Arts Center generated more than \$25.5 million of Irving’s annual economic activity, supported more than 1,000 full-time jobs and added \$2.6 million in tax revenue to the city of Irving and state of Texas during 2015 (the most recent year that full figures were available).

“That was validation for our efforts,” Mues says. “This is something we all believe in, but it’s nice to have a third party come in and give us facts and figures and show that we have had a positive economic impact on the city.”

IRVINGARTSCENTER.COM.

THE SMITHSONIAN CONNECTION

In 2007, the Smithsonian Affiliations program recognized the ongoing commitment to excellence at the Irving Arts Center. This partnership has many benefits for the community and center including:

- The ability to borrow from the Smithsonian’s, 136-million object collection
- Access to educational resources provided by the Smithsonian
- Access to the Smithsonian’s expertise in the fields of conservation, collections care and exhibition development
- Dual membership for patrons with Smithsonian Affiliations through the Art Connection program

For more information about the Smithsonian Affiliations program visit affiliations.si.edu



Welcome Home

Phase One of the mixed-use development Hidden Ridge broke ground in 2017 and continues to entice new businesses and residents to North Texas BY DREW LIMSKY

“EVERY SEVEN MINUTES someone is moving not only into Texas, but to North Texas,” says Beth A. Bowman, president and CEO of the Irving Economic Development Partnership, Greater Irving-Las Colinas Chamber of Commerce. Therefore, it is a particularly opportune moment for Irving’s vastly ambitious Hidden Ridge to emerge.

The mixed-use project made headlines when Pioneer Natural Resources broke ground last spring on its 1.2 million-square-foot headquarters — that was the cornerstone of Phase One. Verizon followed with a 110-acre project that will encompass 1.5 million square feet of corporate office space (in addition to its long-lived campus across the street).

Bowman says that with Verizon as an anchor, Hidden Ridge holds the potential to

become a true innovation center, with more than 2 million square feet of offices, 1,200 residential units, restaurants, green space and shops.

Residents and employees will also have the convenience of a new Hidden Ridge DART transit station that will connect to DFW Airport and downtown Dallas. The 1,200 residential units, due in Phase Two, will include multifamily and townhomes, and considering high-rise condos and micro-units. “We’re looking at it this way: What is the need the market will support?” Bowman says.

Bowman describes Hidden Ridge in terms of what the young professional market wants and where it is headed. She started noticing a change in tastes and desires about five years ago, which was reinforced

“The next generation of leadership wants to live where they work.”

— Beth A. Bowman
PRESIDENT AND CEO
IRVING ECONOMIC DEVELOPMENT PARTNERSHIP



when human resources personnel starting weighing in during planning meetings for the proposed development. White-collar employees no longer necessarily want to work in cities, get in their cars and flee to the suburbs at 5 o'clock. All over the country, suburbanites — especially millennials — are demanding the recreational and cultural richness of cities.

“Businesses needed to attract talent to a place-making experience,” Bowman says. “The next generation of leadership wants to live where they work. They want to live on-site, they want to walk to work; at lunch they want to enjoy a restaurant or a picnic in the park, and after work they want to collaborate with their colleagues and friends. They’re comfortable in cars, on light-rail, or using ride-shares. They are not limiting themselves to one vehicle or a commute.”

Bowman notes the wealth of architectural talent in North Texas, but she says that deciding to collaborate with the world-renowned Gensler firm, based in San Francisco, was a no-brainer. By every measure of revenue and international reach, Gensler

is one of the world’s biggest architectural firms, if not the biggest. She was especially impressed by their responsiveness to input. “Gensler continues to be best in class,” she says. “They listen and soak in every comment, tweaking every plan based on what the customers of today and tomorrow are expecting. That’s really refreshing to see.”

“I’ve been in this community for 12 years,” Bowman says. “It’s important to educate yourself about the history and then decide if you’re going to respect that. I believe what you’re seeing with the Hidden Ridge project is a true respect for the history. At the Pioneer groundbreaking, we were standing on one of the largest sites of undeveloped urban land in the nation — it really had a special legacy. It was an untamed, wide-open working ranch — later acquired by the John Carpenter family — known as the Hackberry Creek Ranch. They lived in Dallas and this was their family getaway.”

As home, getaways and workplaces blend and are redefined, Hidden Ridge is poised to lead for the next generation, and those that follow. IRVINGCHAMBER.COM



H₂ Whoa!

Water Street offers access to more than just Lake Carolyn

BY TYLER HICKS

IT'S NO SECRET THAT THE CITY OF IRVING has seen its fair share of growth recently.

The Toyota Music Factory, the Westin Irving Convention Center Hotel and other developments have contributed to a record-breaking year for the city, with \$1.1 billion in construction permitting in 2017 alone. But among the glitz of the A-list headliners and the glam of new accommodations, another development is finally taking shape, and this one will offer North Texas visitors and residents an experience unique to the community: waterfront living amid the action.

As the name suggests, Water Street is on the shores of Lake Carolyn and nestled between Las Colinas and O'Connor boulevards. The mixed-use development will feature both residential and retail, with more than 60,000 square feet of shops and restaurants, including local favorites Cafe Herrera, the Londoner Pub and Olivella's pizza, in the first phase. For potential residents, plans

detail 300 luxury apartments, along with a park designed for farmers markets and festivals, plus ample pathways to give visitors direct access and scenic views of the lake.

Those familiar with the Water Street development know the project has endured years of delays, but thanks to Gables Residential — the company (and brawn) behind Dallas' Uptown development on McKinney Avenue — Water Street is now opening the doors to these options. "As a mixed-use, transit-oriented development, Gables Water Street includes shops and restaurants, proximity to DFW Airport and the rare opportunity to live on the waterfront," says Katy Slade, area vice president of Gables.

If all goes according to plan, Water Street will offer more than lakeside properties and gorgeous views — the development is the final piece in an expansion that makes Irving a one-stop shop for DFW denizens, corporate residents and travelers seeking a waterfront retreat.

"As a mixed-use, transit-oriented development, Gables Water Street includes shops and restaurants, proximity to DFW Airport and the rare opportunity to live on the waterfront."

—Katy Slade
AREA VICE PRESIDENT
GABLES



JUMP IN

You don't need your own boat to explore Lake Carolyn:

GONDOLA: Gondola Adventures Inc. provides covered and uncovered boats for a variety of special occasions: a romantic celebration on the water (Valentine's Day!), wedding cruises, family-friendly tours and other group events. It also has dining on the water covered: breakfast, lunch and dinner cruises, and appetizer and dessert cruises. Rates for the one-hour classic cruise start at \$140. gondola.com

STAND UP PADDLE: Visit the SUP Shack on Las Colinas Boulevard to rent and buy boards and paddles. Operated by Stand Up Paddle North Texas, lessons are available for newbies, groups or anyone who wants a refresher on technique. Routes vary; a three-hour tour through the Mandalay Canals at sunset winds past fountains and waterfalls. Rates start at \$25 for a one-hour rental. supntx.com



Akiki #19 © Mark Crilley



Lunch Lady and the Summer Camp Shakedown #4 © 2013 by Jarrett J. Krosoczka



Miki Falls- Winter © 2008 by Mark Crilley



© Fitch



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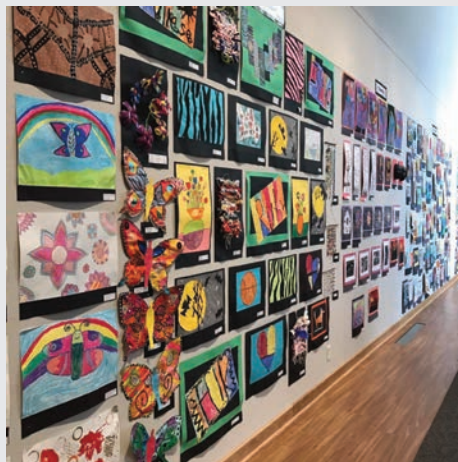
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GALLERY HOURS:
Monday, Tuesday, Wednesday and Friday:
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Thursday:
9 a.m. – 8 p.m.

Saturday:
10 a.m. – 5 p.m.

Sunday: 1 – 5 p.m.



IN THE GALLERIES @ IAC

BAM! IT'S A PICTURE BOOK: THE ART BEHIND GRAPHIC NOVELS

Through Jan. 28 / Dupree Lobby

This exhibition features today's leading graphic novelists of the illustration world: Mark Crilley, Matthew Holm, Jarrett J. Krosoczka, Lincoln Pierce and Raina Telgemeier. On display is artwork from iconic books such as *Baby Mouse*, *Big Nate*, *Lunch Lady*, *Brody's Ghost* and *Smile*. Highlighting the varied style and media used, this exhibition celebrates the art and literature in graphic novels.

Organized by the National Center for Children's Illustrated Literature, Abilene, Texas.

THIS LIGHT OF OURS: ACTIVIST PHOTOGRAPHERS OF THE CIVIL RIGHT MOVEMENT

Jan 13 – March 4 / Main & Focus Gallery

This major traveling exhibition presents the Civil Rights Movement (also called the Southern Freedom Movement) through the work and voices of nine activist photographers - men and women who chose to document the national struggle against segregation and other forms of race-based disenfranchisement from within the movement. The exhibition highlights the efforts of unsung heroes within the movement, capturing the day-to-day struggles of everyday citizens working to register voters, hold workshops, and march for civil rights.

WILD BEES: PHOTOGRAPHS BY PAULA SHARP AND ROSS EATMAN

Feb 2 – March 25 / Dupree Lobby

Featuring dazzling macro photographs of wild bees in their natural habitats, this exhibition brings viewers closer to the variety of shapes, colors and sizes of wild bees and illustrates bees' essential role in our planet's health.

ANNUAL EXHIBITION OF IISD STUDENT ART

March 7 – May 6 / Dupree Lobby

This annual exhibition features original art in various mediums from Irving ISD elementary, middle, and high school students.

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Songwriter

Behind the Music

Thomas Kreason, founder of the Texas Musicians Museum, recalls his journey to Irving and bringing legendary memorabilia back to the Lone Star State

BY JEFF GAGE | PHOTOGRAPHY BY DAVID HALLORAN

When you walk inside the Texas Musicians Museum in downtown Irving, one of the first things you'll see is a giant wooden replica of one of Eric Clapton's guitars hanging overhead from his Crossroads Guitar Festival. Right after that, you'll see the museum's founder and owner, Thomas Kreason, who will take you on a personal tour.

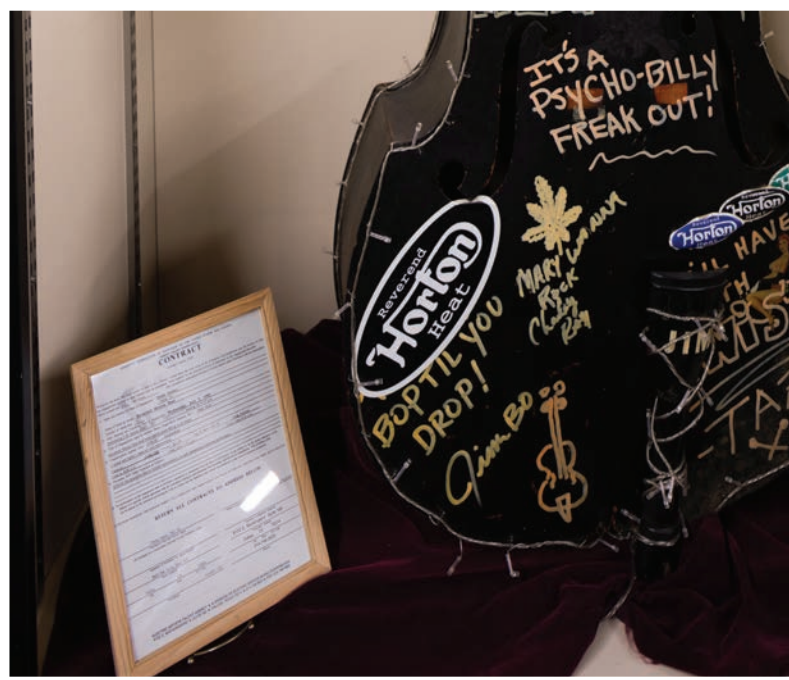
"It takes a little longer, but people are absolutely delighted by it," says Kreason of the guided tours, which were inspired by the Sun Records exhibit that he helped establish at the Memphis Rock 'n' Soul Museum in the 1990s. "The majority of [other museums in Texas] give you something to read or give you headsets. With Sun, they had a tour guide take you around and talk about all the pieces — that's what we do here."

From the Waylon Jennings display that

kicks off the tour, to the exhibits for Lone Star State legends such as Stevie Ray Vaughan and Janis Joplin — even the casket that the Big Bopper was buried in (which is displayed only once a year, on the anniversary of "The Day the Music Died") — the Texas Musicians Museum is the culmination of more than 25 years of memorabilia that Kreason and his wife, Marianne, have devoted their lives to. In fact, much of the museum comes from their personal collection.

"He has a willingness to step up and do it through thick and thin, whether it's going to make a lot of money or a little money or something in between," says George Gimarc, influential host of The Rock & Roll Alternative on Dallas radio station KZEW and member of the museum's advisory board. "He's stuck with it. There's a lot to be said for that because it shows where his heart is."

CLOCKWISE FROM TOP: Texas country legends Waylon Jennings and Willie Nelson kick off the extensive curation of memorabilia at the Texas Musicians Museum; a stand-up bass from American rockabilly pioneer Reverend Horton Heat; Texas Musicians Museum founder and head curator Thomas Kreason.





Kreaseon grew up in Michigan, where his mother was a ballet instructor in the suburbs of Detroit. After graduating from high school he moved to Dallas and started working in live music production. He helped run arena shows for the likes of the Rolling Stones and Bruce Springsteen, as well as concerts at Arlington Stadium, the then-Rangers ballpark. “Basically, I started out as a stage hand,” Kreaseon says. “I got experience with sound, lighting, staging — all levels of it. It was nothing at the level of a lighting director or sound engineer, but it was enough where it made me very versatile.”

In the mid-‘80s, Kreaseon helped open the Hard Rock Cafe in Dallas where, in addition to production work, he was asked to help the memorabilia department catalog its collection. Isaac Tigrett, the franchise’s co-founder, took him under his wing. History had long been a passion of Kreaseon’s, but it had never crossed paths with his interest in music. “Here’s two of my favorite things — music and history — and I’m going, ‘This is too cool,’” he says. “I ended up driving trucks full of memorabilia to different Hard Rocks and helping with the installations.”

When Tigrett — who married Ringo Starr’s ex-wife Maureen and later established the House of Blues — left Hard Rock, Kreaseon followed his mentor to his next project: opening the Great American Pyramid in Memphis. Still living in Dallas, Kreaseon drove back and forth between the cities — “I was doing [the drive] in six hours,” he says with a hearty, mischievous laugh — while in the process expanding his own network of vendors and industry contacts. He opened a memorabilia shop, Rockabilia, off the Katy Trail in Dallas in 1990, and later helped the barbecue franchise Red Hot & Blue acquire collections for its restaurants.

The turning point for Kreaseon came in 1996, when he helped develop the Sun Records exhibit at the Memphis Rock ‘n’ Soul Museum. “I’d be at a guitar show in Nashville and a guy would have a Roy Orbison guitar there, this incredible piece related to Texas,” he says. Orbison, who grew up in Vernon, Texas, was an original Sun artist. “I started seeing all this incredible history of Texas going out of the state and leaving. I kept thinking somebody’s got to be doing something about this because there’s some amazing history here.”

What Kreaseon discovered was that dozens of independently run museums around the state focused on specific artists or genres — one of the most well known, the Buddy Holly Center in Lubbock, would open before the turn of the century — but there was no overarching museum to preserve the state’s history. “All these people were talking about doing it, but everybody was talking about borrowing items. I kept saying that’s not how you do it, because if you’re borrowing it, you’re not really preserving the history,” he says. “So I started leaning my collection towards more Texas items. I felt I needed a collection to even show people I was serious about it — that I wasn’t just a talker.”

That attitude helped convince Gimarc to partner with Kreaseon when Kreaseon launched the Texas Musicians Museum in 2004, around the same time that Kreaseon worked on the opening of NextStage Theater in Grand Prairie, now known as Verizon Theatre. “When you run on borrowed stuff, you’re not a museum, you’re a gallery,” says Gimarc, a longtime historian and collector himself. “He had the right notion. He was interested in telling stories, which is what I do. He was saving stuff and the only guy around doing it, so it was easy.”

CLOCKWISE FROM TOP LEFT: Bob Wills' fiddle and other memorabilia; a collection of Dallas native Stevie Ray Vaughan's belongings; an 8-track from Vernon, Texas-born Roy Orbison; relics from the popular children's show *Barney & Friends* created by Dallas local Sheryl Leach in 1987.

Kreaseon and Gimarc have gone to great lengths to find and save that history, including digging through the trash at the old Allied Printing in Dallas minutes before the building was to be demolished. One of Kreaseon's most prized possessions in the museum, a guitar that belonged to '20s blues legend Blind Lemon Jefferson, was plucked out of obscurity at a trade show. "Finding something belonging to a bluesman of that era is like winning the lottery. The person who I got it from had no clue who he was," Kreaseon says. Gimarc discovered another item, one of John and Alan Lomax's portable recorders, at a flea market in East Texas. "From what I understand, even the Smithsonian doesn't have one of those," Kreaseon says.

The original Texas Musicians Museum opened in Hillsboro in 2007, intended to be a part of the ambitious plan of billionaire Sam Bell and country legend Willie Nelson to develop the Carl's Corner truck stop "into Branson with a Texas music theme." Kreaseon bought an old Victorian house with an acre of land to accommodate outdoor shows, but the plans fell through. "Who would've thought what would mess it up was the city of Hillsboro not extending the sewer lines because they were mad at [Carl's Corner founder] Carl [Cornelius] for opening a topless bar a long time back," Kreaseon muses. A move to Waxahachie followed, but still the museum lacked a suitable home.

That's when Irving came calling. A city board member first invited Kreaseon to check out the former Toyota dealership in 2011, and in July 2015, after extensive remodeling, the new location of the Texas Musicians Museum opened. "What made it enticing was that they were doing a whole redevelopment

[of downtown]," Kreaseon says. "Teaming up with the city allowed us to do a lot of things that on our own would have been very challenging." The central location in the Metroplex was also crucial, being just three blocks from the TRE rail line. "We actually had one person who went to the airport, had a long layover, took the train, and came and visited the museum," Kreaseon says.

While Kreaseon maintains that the Texas Musicians Museum has the largest collection of Texas music artifacts in the world, there's still plenty of the collection that's not on display, so an expansion may be in the cards. "Ultimately, I'd like to have it not just be a museum but also a research center," he says. Ideally, he'd like to have regional locations around the state, but, he acknowledges, "just getting this one off the ground has been challenging enough."

The Texas Musicians Museum is more than exhibit space, hosting live music, parties, memorials and theater events. It's also a support system for other organizations like the Texas Gospel Music Hall of Fame, which doesn't have a museum of its own but has a display here. Once again, it's that personal touch, that sense of community, that Kreaseon finds most important.

In fact, he says the unveiling of new exhibits is one of the most gratifying parts of the work he does. "I love it. It kind of chokes me up," he says. His voice goes hoarse as he remembers a recent unveiling for '80s metal act Rigor Mortis, which included artifacts from the band's late guitarist, Mike Scaccia. "All these metal guys from all over the country were coming here going, 'This is unbelievable. You're the only one recognizing us. Thank you. Just, thank you.'"

TEXASMUSICIANSMUSEUM.COM





HIGH NOTES



BLIND LEMON'S GUITAR

Blind Lemon Jefferson was one of Texas' original and most influential bluesmen. Discovered performing on a street corner in Deep Ellum, his most famous recording was "See That My Grave is Kept Clean." His guitar, now more than 100 years old, is Kreason's most prized possession.

MIKE SCACCIA'S LEATHER JACKET

The lead guitarist of legendary '80s metal band Rigor Mortis, Mike Scaccia stood alongside Dimebag Darrell as one of Texas' metal godfathers. He died of a heart attack onstage in 2011, and the museum has the leather jacket he wore that night — complete with a pack of cigarettes in the pocket.

TEXAS' FIRST-EVER RECORD

Mary Carson may not be a household name to Texas music fans, but she holds an important distinction among Lone Star recording artists: She was the first Texan to ever record a song. "Oh, Dry Those Tears," cut in 1912, was released on Thomas Edison's Edison Records.



BUDDY HOLLY'S FIRST AUTOGRAPH

Buddy Holly has an entire museum dedicated to him in his hometown of Lubbock, but there's one artifact that museum doesn't have: his oldest known autograph. Kreason's museum has it, signed in a classmate's high school yearbook, when he still spelled his surname "Holley."

BIG BOPPER'S CASKET


With Holly on that fateful flight in 1958 was another Texan, The Big Bopper. The museum's most macabre artifact is no doubt his casket, which, through a bizarre legal loophole, came into Kreason's possession after his body was exhumed. It's displayed one day each year, February 3: The Day the Music Died.



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A photograph of Erykah Badu performing on stage. She is wearing a black top hat, a dark blazer with white ruffled cuffs, and has long dark hair. She is singing into a microphone. The background is dark with blue stage lighting.

Other Side of the Game

Dallas' own Erykah Badu shares her thoughts on the new
Toyota Music Factory from an artist's perspective

BY PETE FREEDMAN | PHOTOGRAPHY BY DAVID HALLORAN





The concert that took place on Tuesday, October 17, at the Pavilion at the Toyota Music Factory was special enough on paper. But the event that had been billed as “A Night of Symphonic Hip-Hop Featuring The Roots with the Dallas POPS” ended up featuring far more than just the Philadelphia-sprung house band for *The Tonight Show with Jimmy Fallon* performing alongside some of Dallas’ top symphony players.

Throughout the night — which was live-streamed across the world by Amazon — audiences were also treated to guest appearances by R&B star Bilal, the legendary Chaka Khan and Dallas icon (and frequent Roots collaborator) Erykah Badu, among others.

Following her performance with The Roots, Badu gave us her thoughts on the new space:

How’d you enjoy your first time performing on this stage? I enjoyed it! I thought it was perfect for this particular type of show — because it wasn’t massive massive, but it was still roomy. There was enough space for all the people who wanted to be there, but it was still intimate. It made for a really cozy exchange between the audience and the artist.

When the developers and promoters speak about the venue, they seem most excited about the convertibility. You handle a lot of your own booking. Do you consider stuff like that when deciding where you might perform? I’m one of those small-room lovers. I do big festivals and things like that, but I’m a small-room girl at heart. What I look for is the potential to not only make the space intimate, but to push all of us together on stage as a band. I like us to be really, really close no matter how big the stage is. I enjoy a theater feel. Now, what’s so funny about this amphitheater is I felt like I was in a small theater based on the whole setup. Then, when the lights came up, I was like, ‘Oh! Where are we?’

What about the backstage? The things a fan might not see? Well, I never wanted to leave the dressing room. It was so comfortable! The whole backstage was really easy to maneuver through. My dressing room was on the second floor, and the walk from the stage to the dressing room shouldn’t have to be a walk of death, like a walk onto the cross. You want to be able to have access to the stage in as few footsteps as possible. So, what’s cool about this spot is, my dressing room was right outside the elevator, and then I walked across the dock, and I was at the stage. Oh, and I couldn’t hear the music from my dressing room. I had access to a monitor if I wanted to — like an intercom — and that’s perfect. I never do this — and I don’t even know how to do it because I warm up during my first two songs — but if someone was rehearsing and needed a quiet space, they had it. That was really cool.

It seems like we have a wealth of new venues in Dallas-Fort Worth these days. Do you think audiences can support them all? Or does more equal better in this case? I think it’s definitely good for the Dallas area. It’s always good for us to have a variety of places that can bring in more opportunities for us to experience different kinds of art. That’s always good. That’s the key to expanding people’s thinking and even raising our vibrations as people, just being exposed to different kinds of art. More venues can only help us to be able to get that experience.

THE SPEED OF SOUND

A decade after it was first discussed, the Toyota Music Factory is open and ready to shift Irving's entertainment options into high gear

BY PETE FREEDMAN | PHOTOGRAPHY BY DAVID HALLORAN



The Polyphonic Spree's energy spills over to the crowd below.



Loyal followers of Blue October watch as the band performs fan favorites.





IT HAPPENS ALL AT ONCE

— THAT FAMILIAR GUITAR LICK,

THE BLASTS OF THE CONFETTI

CANNONS AND THE

THOUSANDS OF HANDS

BEING THRUST INTO THE AIR.

It's been this way for more than 40 years now. When KISS plays live and launches into "Rock And Roll All Nite" at the end of its set, you pretty much know exactly how things will play out: Gene Simmons sings the "You show us everything you've got!" opening line that sounds more like a command than a lyric, Paul Stanley runs around the stage further hyping up the crowd, and throngs of fans, having waited over an hour for this moment, erupt with sheer and utter glee.

But just because it's happened this way for decades doesn't make it any less exhilarating. Matter of fact, when this moment finally arrived at a September 27 concert at Irving's new state-of-the-art music venue, the Pavilion at Toyota Music Factory, it felt pretty damn special. Scenes like this haven't historically unraveled in Irving — not on Wednesday nights, that's for sure, and definitely not since the Dallas Cowboys headed west to a new home in Arlington in 2009, rendering their faithful ol' Texas Stadium obsolete.

So when Stanley and Simmons and the rest of the band lead a 5,000-person sing-along to the chorus, the words "I wanna rock and roll all night, and party every day" feel especially triumphant. They're also fitting. Because, for the people who spent the

last decade or so working behind the scenes to make moments like these in Irving even possible, rocking and rolling all night and partying every day is just what they'd envisioned this fresh part of Irving's new identity to be.

And, really, not even just Irving's identity. To hear these people tell it, the Toyota Music Factory is in many ways how they predict the concert-going experience might look everywhere sooner than later.

Numbered, the industry leaders with their hands involved in this venture suggest, are the days of standalone music venues. People just expect more now. They want their concert, and they want to eat before and after it, too. Music venues embedded alongside a bevy of dining and drinking options? And other entertainment possibilities? And right next to where they work and live? It might be the rest of the world's future, but it's Irving's right now.

Things have been trending this way for some time, according to Rick Stopfer, the mayor of Irving. Stopfer was elected in May but as a previous member of the City Council and as a private citizen, he has been part of the civic leadership behind the Toyota Music Factory from the start. "We wanted to bring together world-class talent and

RIGHT: Chaka Khan guest stars with The Roots backed by the Dallas Pops for Amazon's concert series.

THIS PAGE: Mark Kelley, Tuba Gooding, Jr., James Poyser and Captain Kirk Douglas of The Roots



design that would help us stand apart on a global scale,” Stopfer says. That’s when the conversation turned to Live Nation and Bob Roux, the Houston-based president of North American concerts for Live Nation, the industry-leading events conglomerate, to help firm up the complex’s concept as its anchor tenant with a facility that can host as many as 8,000 attendees per event.

“It’s just like what you see with many new Major League Baseball ballparks now, with the new NFL stadiums, and with many, many of the new NBA and NHL arenas,” Roux says. “People want that commerce and that buzz going on around them. And we of course like that, too.”

Stopfer adds that the surrounding restaurants attract out-of-town convention attendees and other visitors who may not even know about the Music Factory. “They may not know that there’s entertainment at the amphitheater when they get there, but they hear the music or see a line of people and want to be part of the fun,” he says.

But while the same principles are being applied, using a music venue instead of a sports franchise as the big draw of a commercial development is something of a new concept. Even just focusing on entertainment over retail has long been something of a rogue notion, says Noah Lazes, president

of the North Carolina-based ARK Group behind the construction and management of the Toyota Music Factory. “The big boys, the Simons of the world [Simon Property Group], they like to add a little entertainment, maybe put it on the fourth floor or the fifth floor of their build-outs. For them, entertainment has been a distraction from the retail — it’s too hard to manage and to maintain,” Lazes says. “However, in the last two or three years, as retail continues to collapse with no bottom in sight, suddenly everybody has started to go, ‘Entertainment isn’t really that bad. Entertainment is the cool thing!’ Better still, there is no replacement for the live event. You can continue to sell this and that and everything to your brother as an online retailer, but you can’t sell a live experience on the web.”

Lazes and Roux both look to previous endeavors that their companies have successfully invested in for reassurance when it comes to this new music-forward model of city-planning. Roux says that the success of Live Nation’s award-winning, Ascend Amphitheater — which opened in 2015 — goes hand in hand with the fact that it’s located right in the middle of downtown Nashville and a place where people already want to be. Lazes, meanwhile, looks to his own company’s successful developments in downtown

Charlotte — where it operates three venues in tandem with Live Nation — for affirmation.

Lazes also looks around the Dallas-Fort Worth region and sees the writing on the wall.

“People want to play,” he says. “The younger generation lives first with play, and work second. The reason the prices in Uptown Dallas are through the roof right now is not because there’s a lot of offices — it’s because of streets like McKinney Avenue. There’s a reason the Lower Greenville neighborhood in Dallas is going through this whole revitalization and rocking right now, too. It’s all about food and beverage mass and entertainment options, and that’s true for any entertainment district, whether you’re talking the French Quarter in New Orleans, or Beale Street in Memphis or any part of any city that’s become well-known. It’s not because they’ve got a lot of offices, it’s because they’ve got a lot of cool entertainment.”

In other words: Lazes’ mission with the Toyota Music Factory, sparked by an investment of \$200 million from Irving taxpayers, is to make Irving cool, and to use this development’s entertainment-focused amenities to draw residents and tourists alike.

On top of an Alamo Drafthouse movie theater and more than 20 other bars and restaurants that have signed leases and are in various stages of being unveiled, the mu-





A smaller outdoor stage within the Toyota Music Factory adds to the district's entertainment-centric vibe.



sis venue that made its debut at the northern end of the 16.8-acre development with a ZZ Top show on September 9 is Lazes' big play — so much so that it's the inspiration for the entire project's name. That's the somewhat confusing part: The Toyota Music Factory is the entire development; the venue itself is technically to be referred to as The Pavilion at Toyota Music Factory.

Not as head-scratching is what ARK and Live Nation believe will be the crown jewel they've planned it to be: a state-of-the-art, "flex" room that can be arranged into three layouts: a 2,500-seat theater, a 4,000-capacity concert hall and an indoor/outdoor hybrid amphitheater that can comfortably pack in as many as 8,000 people. That flexibility alone has opened up a world of potential booking opportunities for Roux's Live Nation team, which has responded in kind by booking almost 50 shows in the first quarter of the room's existence after initial promises that it would book 60 in the first year.

Now, Roux theorizes that the number of shows the Pavilion books each year could even top 100, mostly due to its indoor/outdoor capabilities. Unlike, say, Dallas' Starplex Pavilion — an 18,000-capacity venue that operates only in the summer due to the unpredictability of winter weather — the open lawn portion of the Pavilion at Toyota Music Factory, can be shuttered off by a set of large garage doors. This can keep the elements from affecting the 4,000 seats nearest the stage of the 8,000-capacity arrangement. That affords Irving's top venue a luxury that Dallas' biggest stage doesn't have: an extra six months of operation in the calendar year, even if it means smaller-scale events.

"It's all about a total utilization of event days," Roux says. "An amphitheater like Starplex probably operates 35 to 45 days out of the year, using maybe 10 to 15 percent of the calendar. With the indoor feature, the Pavilion at Toyota Music Factory projects to operate more in the 80 to 100 range — more than double a typical amphitheater."

People will be in for a treat when they come to these shows, too. Lazes is confident about that.

"The music room is one of the best music rooms in the world," he says. "I mean, it's spectacular. Obviously, the sight lines are incredible. And the amenities are amazing. Very rarely can you go into a room of this size and see bars right in the main room. But we have four of them, and it gives a whole other vibe to the thing. What it does is it allows you to go get your favorite beverage without walking half a mile away and missing your favorite song while you were gone. In Irving, that would never happen — you walk to the bar, you keep watching the show, and you get your drink."

Roux, for his part, touts the production value built into the space.

"Irving's got some of the greatest sound, light and video available," he says. "The fan experience in Irving is really tremendous."

That's a sentiment Lazes echoes: "I mean, this level of production doesn't fit on a lot of stages."

More than that, it opens up a world of possibilities for Live Nation, the ARK Group and Irving as a whole.

"I can't tell you how many people have already told me when they come out for concerts in Las Colinas that this is the first time they've ever been over here, that they've passed it on the interstate but never gotten off the exit," Lazes says. "Now those people are going to say, 'Oh, well, maybe we should check out Irving, too.' And then it spurs additional residential and additional office space."

It's like that KISS song goes: "You keep on shouting, you keep on shouting." One success begets another begets another. And if all goes according to plan, Irving develops a new identity, thanks to a futuristic vision of music-centric city development.

Watching the crowds go crazy as KISS wraps up its September show at the Pavilion, it's easy enough to get swept up in that romantic vision. It sure sounds promising, anyway. Like, just maybe, the sky is the limit.

"And y'know what?" Lazes asks confidently and rhetorically of his project's future. "This is all just the tip of the iceberg."



SOUND LIKE A PLAN?

The Toyota Music Factory offers more than just music – it's aiming to please before and after concerts, too.

The 8,000-capacity music venue may be the biggest draw in Irving's attempt to become an entertainment destination, but with an Alamo Drafthouse movie theater and more than 20 other bars and restaurants filling up its storefronts, the Toyota Music Factory wants to keep you entertained all night long.

– P.F.

An aerial view of the Toyota Music Factory, looking southwest. The Irving Convention Center is at the top-right and The Pavilion at Toyota Music Factory to the bottom-left.



LET THE MUSIC LEAD THE WAY ...

When the Dallas Cowboys officially moved their headquarters from Irving to Frisco in 2016, the franchise loss left people wondering how Irving businesses and residents would move forward. After all, the Cowboys' Valley Ranch office was in Irving for 30 years and a vital part of the city's landscape.

But the team behind the Toyota Music Factory knew they had something special. From inception, Rick Stopfer, now the mayor of Irving, was persistent in encouraging the city to embrace the opportunity to serve residents, corporations and visitors in a new way via the entertainment district. "You want people to anticipate that there is something going on in Irving on a regular basis," Stopfer says. "The Toyota Music Factory provides that live experience that brings people into the city and offers residents a unique option year round."

Stopfer was in tune with the local economy and concerns after serving 14 years on the Irving City Council, and he knew the Toyota Music Factory would also help bring new opportunities in business and growth to the surrounding area.

So far, the venue has certainly brought star power: The opening-months calendar at the Pavilion at Toyota Music Factory featured appearances from such names as Harry Styles, Chris Rock, Tori Amos, Dave Chappelle, Lauryn Hill, Trevor Noah and Bill and Hilary Clinton. The diverse lineup was planned with Live Nation to appeal to a wide range of interests and hopefully bring new people to the community. "Our goal is for residents, corporations and visitors to enjoy the venue multiple times a year," Stopfer says.

With new restaurants, bars and shops opening around town, the Toyota Music Factory seems to be the score that Irving patrons were hoping for. "You can walk down the esplanade and have dinner and a drink and just have a great time," Stopfer says. "While we never want to lose any corporate tenants from Irving's landscape, there is life for Irving after the Cowboys." - J.F.

CLOCKWISE FROM TOP LEFT:
Collective Soul; Sammy Hagar
performing with The Circle; Lilly
Winwood; Steve Winwood





“While we never want to lose any corporate tenants from Irving’s landscape, there is life for Irving after the Cowboys.”

— Rick Stopfer
MAYOR OF IRVING



CLOCKWISE FROM TOP:
With the rear walls raised up, The Pavilion transforms from a 4,000-seat concert hall to an 8,000-person, open-air amphitheater where concert-goers can lounge on the grassy hilltop; several bars and concession stands throughout The Pavilion help to keep long lines at bay.



RAP PHOTO COMPANY

“It’s unbelievable that Irving is basically double the size of Charlotte! I would argue that Irving is the biggest most available market in the United States.”

— Noah Lazes
PRESIDENT
ARK GROUP





JOSEPH HAUBERT



RAP PHOTO COMPANY

... BUT WILL ANYONE LISTEN?

In a region crowded with entertainment options, can the Toyota Music Factory really make noise in Irving?

Noah Lazes, president of the ARK Group behind the development and maintenance of the venue, stops just short of calling the success of his new development a sure thing. "I wouldn't go so far as to call it a no-brainer," he says. "There are a lot of factors that go into something like this."

Lazes is confident about the possibilities for the space, in large part because he believes in Irving's untapped potential.

"This is what's so special about the Irving/Las Colinas market that so many people miss," he says. "There are 12,500 hotel rooms and 29 million square feet of office — the same amount of offices as downtown Dallas. For perspective: I live in Charlotte, North Carolina. We are by all metrics a top 20 market, and our downtown has 19 million square feet of office and 4,500 hotel rooms. It's unbelievable that Irving is basically double the size of Charlotte! I would argue that Irving is the biggest most available market in the United States." It's all about the math, Lazes explains.

"The thing about that 29 million square feet of office and 12,500 hotel rooms is that it fills weeknights," he says. "You can see it, too. Look left, look right or backwards from our site and there are apartments in all four directions that are either on the way up or already up. And all these people now have a place to listen to music and go see music and go see movies."

Yeah, Lazes is all-in on Irving, for sure. But what makes him especially bullish on the Toyota Music Factory is how it fits into the entire region.

"We have a plethora of qualified competition throughout the Metroplex — from Legacy Park to Fort Worth," he says. "But, listen, we don't need to necessarily draw from an hour away. If you put a pin in the dead center of the Metroplex's 7-and-change-million in population, it's Las Colinas. It truly is the dead center; there is no other area of the Metroplex of any size that you can reach more people in 30 minutes or less than Las Colinas."

"We have the potential to pick up a drive from 30 minutes away — and we will for certain events and for certain nights and for certain elements. But, the fact of the matter is, if you just look at the numbers within 10 and 15 minutes, we even don't need to go 30 minutes! We can just go 15 minutes and just get our fair share — we're good! That's enough. We don't have to get the others." — P.F.

A photograph of a city skyline at sunset. The sky is filled with dark, dramatic clouds, with a band of orange and pink light near the horizon. Several tall buildings are visible, some with lights on. The buildings are reflected in the calm water in the foreground. The text 'AROUND TOWN' is overlaid in large white letters, with a thin blue horizontal line underlining the word 'AROUND'.

AROUND TOWN

Upcoming events and nearby attractions



JANUARY 26, 2018

G3 2018: SATRIANI, PETRUCCI, COLLEN
THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

For two decades, this guitar virtuoso has traveled the world, playing to sold-out crowds as both a headliner and founder of the all-star “G3” guitar extravaganza. Satriani’s studio and live recordings have sold more than 10 million copies worldwide to date, and of his many solo albums, two have gone platinum and four went gold, with 15 Grammy nominations between them.



JANUARY 27, 2018

FROST FEST
CIMARRON PARK
CITYOFIRVING.ORG/2956/FROST-FEST

Winters in Texas can mean anything from cold rain to black ice, but they rarely include the fluffy white snow seen up north. So come and enjoy a free winter festival offering an opportunity to indulge in several fun activities. Enjoy a snow tubing hill, snow play area, ice sculpture demonstrations and more. The Irving Public Library provides story readings, puppet shows and crafts, while all ages take advantage of the skating rink, train rides and inflatable snow globe. It’s fun for the whole family.

FEBRUARY 10-11, 2018

NORTH TEXAS COMIC BOOK SHOW
IRVING CONVENTION CENTER AT LAS COLINAS
COMICBOOKSDALLAS.COM

The North Texas Comic Book Show is home to a great guest list of national comic artists, including Jim Starlin and Rags Morales, as well as comic dealers, and a cosplay contest. Comic book collectors and enthusiasts will love the large selection of comic books, ranging from the golden and silver ages to modern comics. Thousands of comic books are available, with prices starting as low as \$1.



JANUARY 26-28, 2018

ZESTFEST
IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM

ZestFest heats up Irving with one of the largest food festivals and competitions in the DFW Metroplex. Featuring some of the hottest foods from around the world, this event offers three days of cooking demos by celebrity chefs, live music, interactive contests and thousands of bold food samples.



JANUARY 28, 2018
CONTENT OF CHARACTER,
IRVING BLACK ARTS COUNCIL
IRVING ARTS CENTER
IRVINGBLACKARTS.ORG

Based on an adaptation of the autobiography of Cynthia Reid Wills, *Content of Character: The Diary of a Young Black Girl*, this film tells her story of coming of age in the 1960s and being selected to integrate a white school in Sparkle City, South Carolina. Presented by the Irving Black Arts Council, this important film will have its world premiere here in Irving.



FEBRUARY 1, 2018

BARRY MANILOW
THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Grammy, Tony and Emmy Award-winning artist Barry Manilow has been entertaining audiences for more than 50 years with hits that include “Mandy,” “Can’t Smile Without You,” and “Copacabana.”



FEBRUARY 10, 2018
A RUSSIAN NIGHT EXTRAVAGANZA,
IRVING SYMPHONY ORCHESTRA
IRVING ARTS CENTER
IRVINGSYMPHONY.COM

Enjoy the romantic music of three of Russia’s greatest composers being performed by the Irving Symphony Orchestra. The orchestra welcomes back the brilliant violinist, David Kim, concertmaster of the famed Philadelphia Orchestra.

FEBRUARY 11, 2018
AN ORCHESTRA MEETS A DINOSAUR,
NEW PHILHARMONIC ORCHESTRA
IRVING ARTS CENTER
NPOIRVING.COM

The performance includes Morton Gould’s “The Jogger and the Dinosaur” with rap narrator and Prokofiev’s classic “Peter and the Wolf” – music with imagination for kids of any age ... and introducing a young soloist, winner of the annual Richard Giangliulo youth concerto competition held in the fall.



FEBRUARY 16-17, 2018
SPORTSRADIO 1310 THE TICKET PRESENTS TICKETSTOCK 2018

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM

Ticketstock features roundtables with all of their radio personalities, and includes celebrity guests, free autographs, a craft beer garden and free arcade games.



FEBRUARY 16, 2018
ABBA MANIA

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Abba Mania has been delighting audiences of all ages since 1999, touring the world in its quest to bring the music of the Swedish super group to their millions of fans, old and new. Enjoy two hours of uplifting, dance-inducing and sometimes heart-breaking songs, fully live with fantastic staging, lighting and effects.

FEBRUARY 23, 2018
ABOVE & BEYOND: COMMON GROUND TOUR

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

With their four critically acclaimed studio albums, along with their acoustic project, Above & Beyond (aka Jono Grant, Tony McGuinness and Paavo Siljamäki) have continually been celebrated for placing real musicianship and songwriting at the heart of what they do. While their famed club mixes have resonated with the dance generation, the songs behind them have touched fans of all ages across the globe.



MARCH 2-4, 2018
DFW REGIONAL FIRST ROBOTICS COMPETITION

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM

FIRST is more than a robotics competition. Kids often come in not knowing what to expect – of the robot-building program, the competition, or of themselves. They leave with a vision, with confidence and with a sense that they can create their own future.



MARCH 8-10, 2018
NATIONAL MONEY SHOW

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM

At the National Money Show, you can see millions of rare coins and colorful currency, as well as find out what your old coins and paper money may be worth. Build your collection from the best numismatic inventory anywhere, participate in a live auction, attend lectures and seminars and view rare historical treasures from private collections.



MARCH 12-18, 2018
IRVING TENNIS CLASSIC

FOUR SEASONS RESORT AND CLUB
IRVINGTENNISCLASSIC.COM

The City of Irving, Irving Tennis Classic sponsors, and the Four Seasons Golf and Sports Club at Las Colinas are pleased to welcome tennis fans across Texas and the world to join us to this spectacular international tennis event. Players will compete to earn valuable Emirates ATP Ranking points and prize money of \$150,000. Spectators will have exciting opportunities to see and meet tennis players, coaches, vendors and many others who share a “Love of the Game.”

APRIL 5-8, 2018
DFW FIBER FEST

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM

DFW Fiber Fest is the premier fiber festival in North Texas, supporting all knitting, crochet and spinning craft enthusiasts in the DFW Metroplex. Here, fiber fans come together to learn about and support the fiber community. The festival provides an educational venue, as well as a well-curated vendor hall for fiber enthusiasts of all skill levels.

MARCH 3, 2018
AWOLNATION: HERE COME THE RUNTS TOUR

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Alternative rock band Awolnation was formed and fronted by Aaron Bruno, formerly of Under the Influence of Giants, Home Town Hero and Insurgence. This dynamic band is signed to Red Bull Records, releasing their first studio album in 2011 titled *Megalithic Symphony*, featuring their most notable hit “Sail,” which sold over 5 million copies in the U.S. In 2015, their second album, *Run*, was released, as well as a new single, “Passion,” this year.

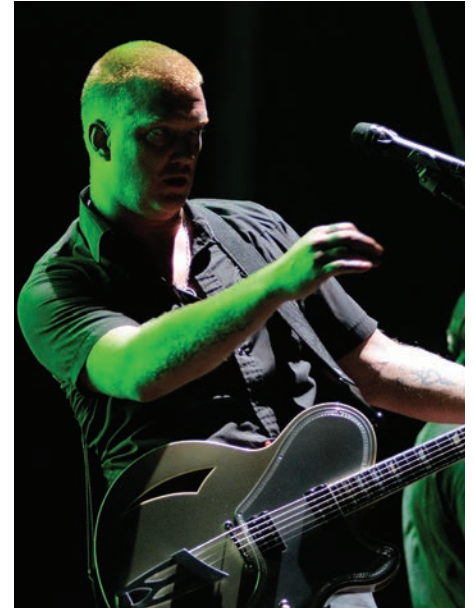


STERLING MUNKSGARD/SHUTTERSTOCK.COM



APRIL 3, 2018
JOHN CLEESE WITH SCREENING OF MONTY PYTHON AND THE HOLY GRAIL
 THE PAVILION AT TOYOTA MUSIC FACTORY
 THEPAVILIONTMF.COM

From his days as a member of Monty Python to his illustrious film career, John Cleese has proved himself one of the most brilliant comedians to emerge from England. Be immersed in his beloved dark humor and wit as he takes the stage with a screening of his 1975 hit *Monty Python and the Holy Grail*.



CHRISTIAN BERTRAND/SHUTTERSTOCK.COM

APRIL 25, 2018
QUEENS OF THE STONE AGE
 THE PAVILION AT TOYOTA MUSIC FACTORY
 THEPAVILIONTMF.COM

Formed in 1996 in California, Queens of the Stone Age has developed a style of riff-oriented, heavy rock music, incorporating a variety of styles and influences. The band's lineup includes founder Josh Homme, Troy Van Leeuwen, Michael Shuman, Dean Fertita and recent addition Jon Theodore.



APRIL 6, 2018
RAIN: A TRIBUTE TO THE BEATLES
 THE PAVILION AT TOYOTA MUSIC FACTORY
 THEPAVILIONTMF.COM

Rain celebrates the 50th anniversary of the release of *Sgt. Pepper's Lonely Hearts Club Band*. For the first time ever, *Rain* will bring the historic album to life in its entirety for a psychedelic multimedia spectacular. It will take you back in time with the legendary foursome, delivering a note-for-note theatrical event that's the next best thing to seeing the Beatles.



APRIL 6, 13 & 20, 2018
IRVING CONCERT SERIES
 WHISTLESTOP PLAZA
 CITYOFIRVING.ORG/1267/IRVING-CONCERT-SERIES

Irving's annual concert series showcases live performances by musicians from across the state. Attendees are encouraged to bring blankets and lawn chairs for the open-seating plaza. Dinner can be purchased from food trucks on-site or brought from home. Parking and admission are free to all shows. In the event of inclement weather, shows will be moved to an indoor location. Check the website often for updates on performers and food trucks.

APRIL 8, 2018
LOVE LETTERS FROM ARGENTINA, MEXICO AND BRAZIL, NEW PHILHARMONIC ORCHESTRA
 IRVING ARTS CENTER
 NPOIRVING.COM

This year's "Latino Connections!" concert explores sensuous music by four composers: Ginastera, Villa-Lobos, Chavez and Moncoy. Mexican conductor and violinist Dr. Sergio Espinosa is the talented music director of the New Philharmonic Orchestra of Irving.



APRIL 21, 2018
NORTH TEXAS TEEN BOOK FESTIVAL
 IRVING CONVENTION CENTER AT LAS COLINAS
 IRVINGCONVENTIONCENTER.COM

Calling all lovers of teen literature — this free, one-day festival will highlight Middle Grade and Young Adult (YA) literature by connecting the North Texas reading community to well-known, best-selling, and emerging teen authors. Bookending the festival will be a keynote and endnote speaker with a full day of panel sessions, book signings, book sales and more. The festival will expose attendees to new authors, new stories and new characters while getting them excited about reading. Books from each author will be sold at the event.



THERESA C. SANCHEZ

APRIL 27, 2018
JACK JOHNSON
 THE PAVILION AT TOYOTA MUSIC FACTORY
 THEPAVILIONTMF.COM

Since making his debut in 2001, Jack Johnson has built his musical career on the laid-back sounds of his native Hawaii. Armed with an acoustic guitar, Johnson captivated audiences around the world with smooth, easygoing tunes that make listeners feel all the relaxation of a beachside vacation. From his early days supporting albums like *Brushfire Fairytales* and *On and On*, this musician has wowed fans at concerts as he shares live performances of songs like "Bubble Toes," "Wasting Time," "Banana Pancakes" and "Flake."

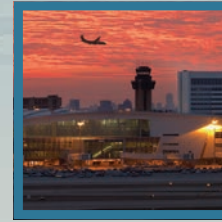


Texas Motor Speedway

Offers many national events, including NASCAR & IndyCar.



Dallas/Fort Worth International Airport



SOUTHLAKE

FORT WORTH



NORTH RICHLAND HILLS

121

HURST

360



ARLINGTON

360

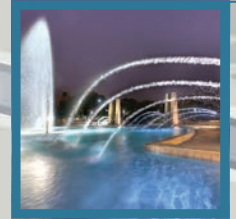


Six Flags Over Texas

Family-friendly 200-acre amusement / theme park with over 50 rides.

IRVING

Millennium Fountain
100 feet in diameter, the geyser rises to 30 feet.



SPUR 408

GRAND PRAIRIE

SPUR 303

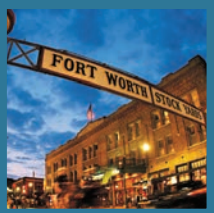
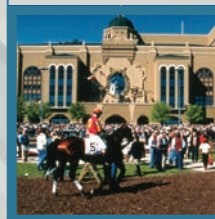


AT&T Stadium

Home of the Dallas Cowboys and host to big-name events.

Lone Star Park at Grand Prairie

Horse racing track with dining & private penthouse suites.



Fort Worth Stockyards

Experience FW's Western heritage in this popular historic district.



Sundance Square

Dozens of options for shopping, dining, and entertainment.



972.252.7476

irvingtexas.com

irvingconventioncenter.com

#visitirving

Visit Irving, Texas and experience the finer points of the Lone Star State! Enjoy live music at the Texas Musicians Museum, take a romantic gondola cruise along the European-style canals of Las Colinas and play championship golf at the TPC Four Seasons Las Colinas. All while taking in world-class dining and nightlife. It's also a quick drive to the rest of the DFW Metroplex, giving you a wide array of options for activities and attractions. You'll discover that Irving makes it easy to access the best dining, arts, entertainment and Texas-sized shopping. Then, choose from any of Irving's 80+ hotels to kick back and relax with family and friends.



Toyota Music Factory

DFW's exciting new entertainment venue, featuring the 8,000-seat Pavilion, operated by Live Nation.

Irving Convention Center at Las Colinas

275,000 sq. ft. facility offering four levels of multifunctional space.



Urban Center

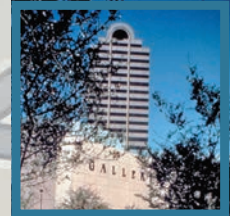
Home of the Mustangs of Las Colinas and Gondola Cruises on the Mandalay Canal.

Love Field Airport



Galleria Dallas

Upscale shopping mall.



Irving Arts Center

Features four galleries, two theaters and a sculpture garden.



Downtown Irving / Heritage Crossing

Relive Irving's historic past in a relaxing hometown atmosphere.



DART Orange Line
Five Irving Stations

161

183

LOOP 12

114



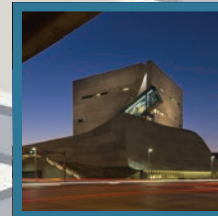
Big State Fountain

Old-fashioned diner serving Irving since 1948.



Texas Musicians Museum

Explore Texas' music history and enjoy live music performances.



Perot Museum of Nature and Science

Amazing hands-on learning experiences.



Downtown Dallas

Just a short 20 minutes from Irving.

GRAPEVINE

CARROLLTON

190

635

HIGHLAND PARK

LOOP 12

35E

30

35E


75

DALLAS

45

Start your visit in the middle of things.

VISIT
IRVING
TEXAS
CONVENTION & VISITORS BUREAU



OH, LUCILLE
EPASS HAS MORE
PERKS THAN A CUP
OF COFFEE!

RIDE DART TO WORK
FOR LESS!

ePASS SIMPLIFIES OFFICE RELOCATION

- Solves longer routes to work
- Customized personal trip plans
- “How to Ride” training

ePass makes getting to work easier!

Visit DART.org/epass



let's go.

DART Throughout North Texas

Since its debut on June 14, 1996, Dallas Area Rapid Transit's network of light rail has been helping residents and visitors discover all that North Texas has to offer! What began 20 years ago as two lines and a total of 11 miles is now 93 miles long, with 64 stations.

Irving is a charter member of DART, joining 34 years ago. Irving also has the distinction of being the first city outside of Dallas to receive rail service when the Trinity Railway Express (TRE) opened in December 1996.

There are six light rail stations in Irving: DFW Airport, Belt Line, North Lake College, Irving Convention Center, Las Colinas Urban Center and University of Dallas. There also are two commuter rail stations: Downtown Irving/Heritage Crossing and West Irving. The average monthly light rail and TRE ridership in Irving is 81,000.

Additionally, there are 15 bus routes in Irving and the average monthly bus ridership in Irving is about 164,000.

The DART Rail System provides Irving residents fast and convenient service to both airports: Dallas/Fort Worth International Airport and Dallas Love Field. The trains also link Irving to neighboring Dallas, Carrollton, Farmers Branch, Garland, Plano, Richardson and Rowlett. Plus, the TRE commuter rail line links DART customers to downtown Dallas and downtown Fort Worth.

Not sure where else DART can take you? Visit **[DART.org/DARTable](https://www.dart.org/DARTable)** for a list of possibilities that span education, work, healthcare, shopping, dining, sports, culture, recreation, entertainment and special events. You also can visit **[DART.org/specialevents](https://www.dart.org/specialevents)**.

Whether you are traveling by rail, bus or both, you've got a great travel tool literally at your fingertips with DART's free GoPass™ app. Learn more at **[DART.org/GoPass](https://www.dart.org/GoPass)**.





The Right Track

Then and now, transportation at the heart of Irving's growth

BY DIANA PFAFF

IRVING WAS FOUNDED by two men employed by the Chicago, Rock Island & Gulf Railway. J.O. Schulze and Otis Brown first arrived in 1902 to survey a railroad route between Fort Worth and Dallas. Having decided that the area would be an ideal town site, they bought 80 acres from a local family. Schulze and Brown sold the first town lots at a public auction in December 1903, and by 1914 the city of Irving was officially incorporated.

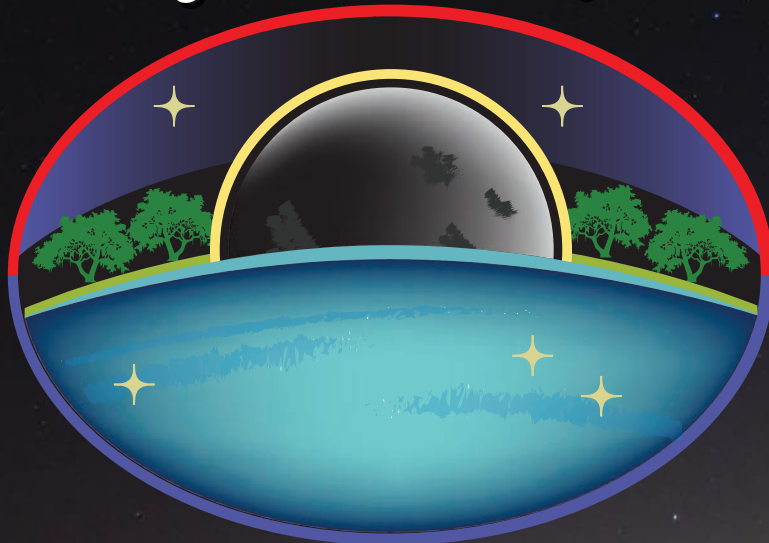
There is some irony it was transportation that gave Irving its start, and transportation is what would give the city its biggest growth with the arrival of Dallas-Fort Worth International Airport in

1973, which spurred the high-end, mixed-used development of Las Colinas Urban Center. Irving went from a sleepy bedroom community to an international business destination almost overnight.

Today, it's transportation that keeps the city on track. In 2014, visitors were finally able to take Dallas Area Rapid Transit to and from DFW Airport, with its first six stops in Irving (including one at the Irving Convention Center at Las Colinas). As the community continues to evolve and attract new visitors, businesses and residents, it's all aboard. Next stop: Irving.

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