

Friday, January 30, 2009

# Dresser Wayne seeks new home

600 workers to consolidate; site search under way

**Austin Business Journal - by [Kate Harrington](#) ABJ Staff**

Joe Vining, head of economic development for the city of Round Rock, has a new top priority: Keeping one of his city's largest employers in town.

Vining expects that Round Rock, along with several communities in Central Texas, will compete soon for Dresser Wayne, a 600-employee manufacturer of retail and fleet fueling systems, as it begins a site search in Central Texas.

Dresser Wayne, a segment of Addison-based Dresser Inc., wants to consolidate its Central Texas operations from its current five buildings into one, according to sources familiar with the search. The company, which has its global and North American headquarters in Round Rock, isn't planning to cut or add employees as part of the move, sources said.

Steve Sanders, a senior vice president with Jones Lang LaSalle in Austin who is working with Dresser Wayne on its site search, confirmed that the company is actively looking at sites in Georgetown, Pflugerville, Round Rock and Austin.

"Our client has a high desirability to be in a green and sustainable building," Sanders said. "It's important to the company, and it has become part of the focus on a new real estate transaction."

Dresser Wayne executives declined to comment.

Sources familiar with the company said Dresser Wayne — which has presences in Europe, Asia and South America — is looking at several options, including staying in its current location. That prospect may be unlikely, however, because the campus' multiple buildings aren't efficient, sources said.

**The company owns two of the buildings it occupies and leases the other three, Vining said, adding that some forklifts must cross roads just to get to the next building.**

Other options include leasing an existing building in the area or building a new location to suit. If the company were to consolidate its operations in one building, it would likely span about 300,000 square feet, sources said.

Sanders said incentives will play a key role in the site selection.

Vining said keeping Dresser Wayne and its manufacturing jobs in Round Rock, where it's been for two decades, is a top priority. While he said Round Rock will likely offer the company incentives to keep its Round Rock location, the city hasn't yet crafted a package for Dresser Wayne.

“They’ve been here a long time,” Vining said. “Those are Round Rock folks, and they’re one of our most valuable companies.”

Charles Simon, economic development director with the Pflugerville Community Development Corp., said he has not yet been in touch with Dresser Wayne, but sees its possible relocation as a desirable target. Incentives that Pflugerville offers depend on each individual project’s needs, he said, and often include Triple Freeport exemption, payment for relocation and performance incentives based on the number of employees.

With 600 employees on board and a search for a 300,000-square-foot building, the Dresser Wayne search is one of the largest site searches Central Texas has seen recently, said Mark Milstead, an industrial specialist with NAI Austin. That could mean stiff competition between Central Texas cities, although Milstead said he sees Austin as less inclined to bring incentives to the table.

Scott Flack, vice president of leasing with Live Oak Gottesman, said that he thinks Austin will respond quickly and thoughtfully to the Dresser Wayne search, however.

“We’re trying to recruit companies from all over the world to Austin, and it seems like we should do what we can to respond aggressively,” Flack said. “This deal has a lot of components and it’s complicated, but we all have more time to dedicate to complicated deals right now.”

While there are several building complexes in Central Texas that could handle Dresser Wayne’s needs, Milstead said there aren’t many freestanding buildings that size that are available.

Flack said he’s not surprised that a green building is a criterion of the search, especially if Dresser Wayne builds a new site.

“Anytime a company of their size is considering a build-to-suit, you’d be crazy not to consider a green [building],” he said. “If designed into the project from day one, the benefits will begin to offset the costs in a meaningful way. Also, a lot of big companies have corporate mandates. Big companies have begun to emphasize the reduction of their carbon footprint.”

### **Dresser Wayne**

**What it does:** Manufactures fuel pumps for gas stations and related products

**Employees in Round Rock:** About 600

**Parent company:** Dresser Inc.

**Web site:** [www.dresserwayne.com](http://www.dresserwayne.com)

**Courtesy of JB Goodwin**