

# **MUELLER SMALL AND LOCAL BUSINESS REPORT**

Robert Mueller Municipal Airport Plan Implementation Advisory Commission

1/10/2017

## COUNCIL RESOLUTION 20141120-107

*The City Manager is directed to assess local business opportunities at Mueller and, should it benefit the project's goals, to explore existing City or project resources or programs that can be used to help accomplish the target (30% of the initial occupants of the Town Center to local businesses) identified in the Master Development Agreement.*

❑ Visited with PIAC March 10, 2015, on process

# SMALL AND LOCAL BUSINESS REPORT MUELLER REDEVELOPMENT

RESPONSE TO CITY OF AUSTIN  
COUNCIL RESOLUTION 20141120-107

❑ Issued by Economic Development Department October 7, 2016

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# Introduction to Mueller

## ❑ Overview of the Redevelopment

- Public Private Partnership
- Master Development Agreement
- Development program

## ❑ Brief Planning History

- Grassroots effort over 30 years
- Vision & Goals
- Redevelopment and Reuse Plan

## ❑ Regulatory Planning Documents

- PUD Zoning
- Design Book
- Illustrative Plan



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MUELLER

DRAFT

ILLUSTRATIVE PLAN

Prepared for Catellus Austin, LLC by McConnell Adams Studio

MAY 2013

# Commercial and Local Business

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## ☐ Commercial Development Plan:

- 4.3 million sq. ft. commercial space
  - 750,000 sq. ft. retail

## ☐ Wide variety of commercial building types and spaces

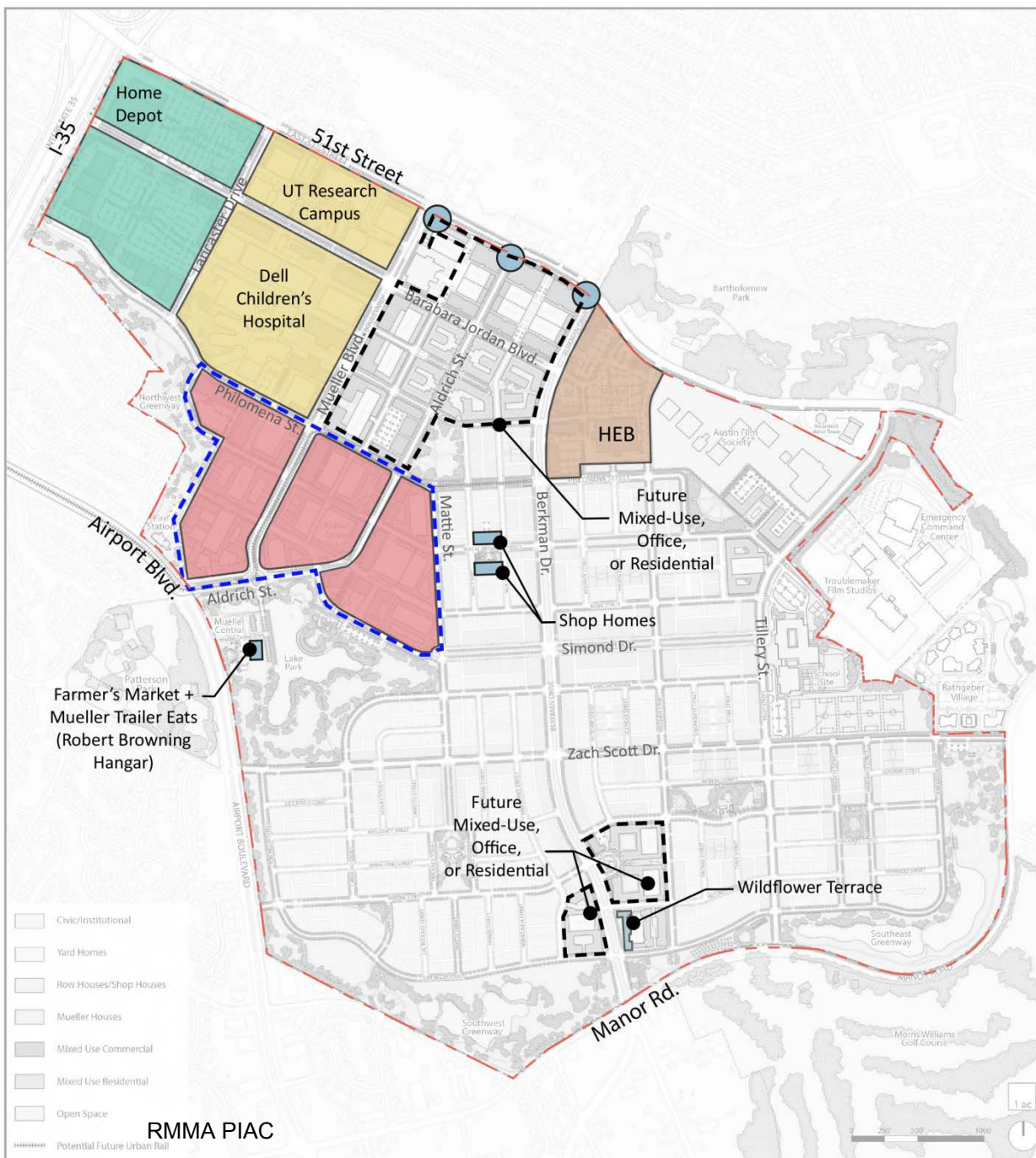
## ☐ Delivery of commercial sites:

- Catellus as vertical developer delivers & markets commercial space (Alamo Drafthouse, Mueller Market District)
- Third parties under contract to Catellus deliver & market commercial space (AMLI, Mosaic, Elysian)
- Catellus ensures compliance with MDA and Design Book

## ☐ Construction models:

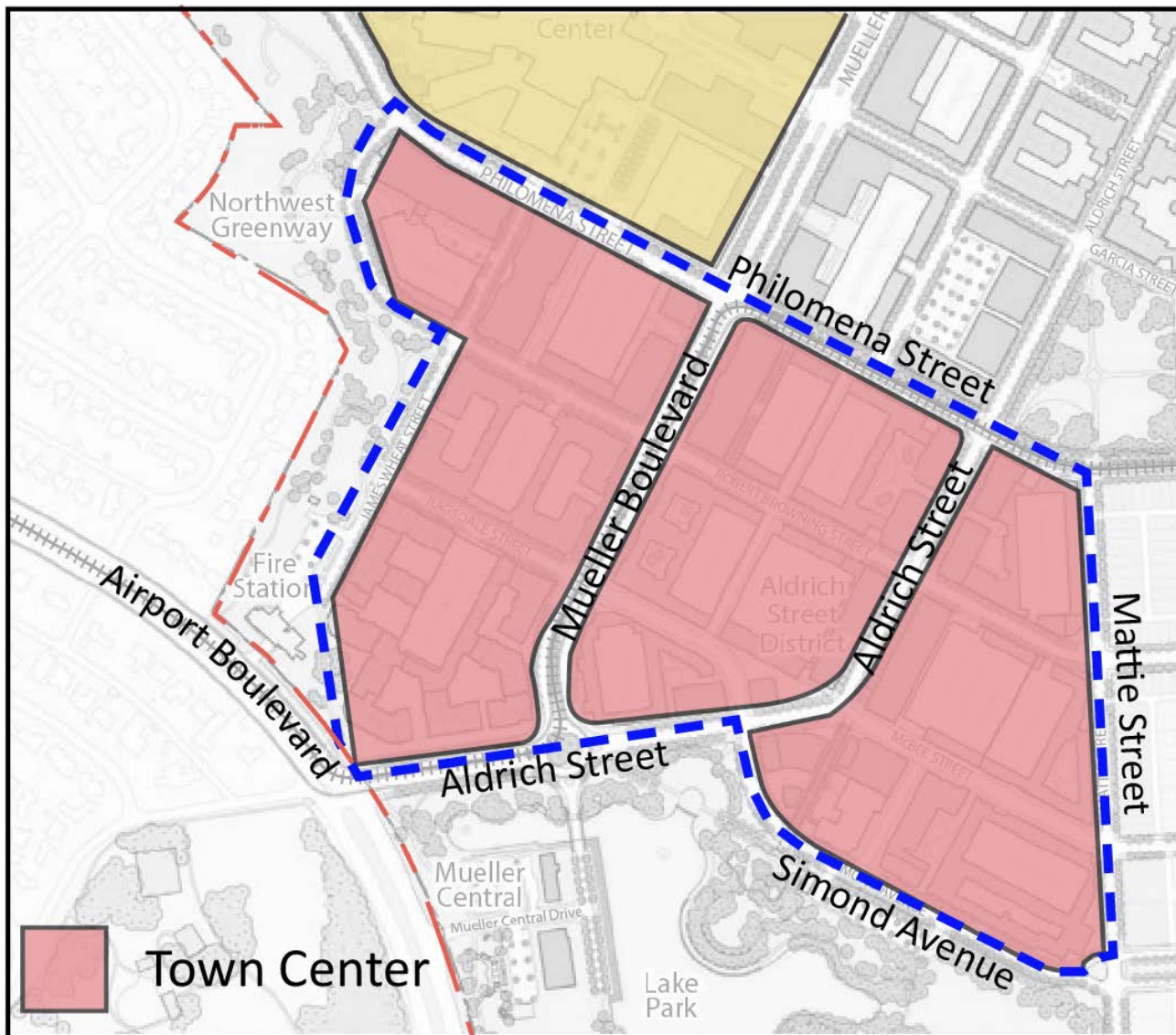
- Built-to-suit for an end user or
- Tenant constructed finish out

# Commercial Areas at Mueller



1/10/2017





## Local Business Requirement in the MDA

Town Center Boundary as defined in MDA



# Commercial Development in the Town Center





Thinkery



CIVIC/  
INCUBATOR





STAND ALONE-  
OFFICE/  
RETAIL BUILDINGS



RETAIL CENTERS



ELYSIAN MIXED-USE



VERTICAL MIXED-  
USE BUILDING WITH STREET-  
LEVEL COMMERCIAL





SHOP HOMES



LIVE-WORK

FLEX HOMES





# GREENWAY LOFTS



## LINER BUILDINGS ON PARKING GARAGES



# City of Austin Small Business Program

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- ❑ Identified best practices and common challenges for small businesses
- ❑ Common causes of failure
- ❑ Preparing small business for expansion
- ❑ Obstacles for small businesses constructing a new place of business
- ❑ Feedback from Mueller small businesses



# Existing Resources for Small and Local Businesses at Mueller

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## ☐ City of Austin Resources:

- Economic Development Redevelopment Team
- Austin Energy Green Building Program Team
- Economic Development Small Business Program

## ☐ Developer Resources



**REDEVELOPMENT**  
ECONOMIC DEVELOPMENT  
CITY OF AUSTIN



**SMALL BUSINESS**  
ECONOMIC DEVELOPMENT  
CITY OF AUSTIN





# Moving Forward

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- ❑ Local business tally in the Town Center is currently 95%
- ❑ Additional support platform can be initiated if needed





# Mueller Redevelopment

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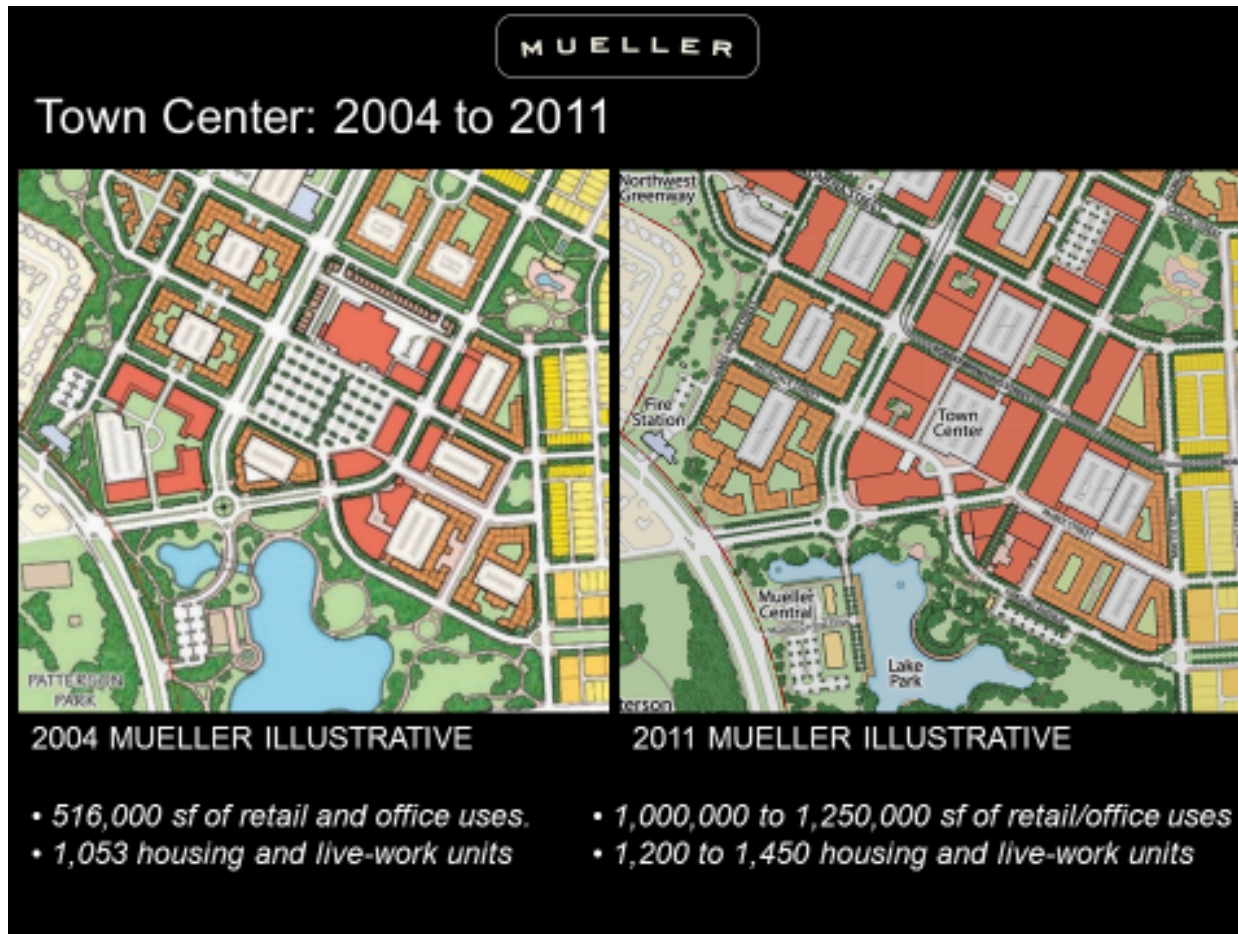
**Plan Implementation Advisory Commission  
Town Center Local Business Update 1-10-2017**

Aero  
Photo  
Date : 12.22.2016



# Town Center Plan

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# Town Center Vision

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## Town Center: The Vision

- The “living room” of Mueller and a city-wide activity center.
- A place to live-work-play with a horizontal and vertical mix of shops, restaurants, theaters, museums, galleries, offices and residences.
- A strong emphasis on local businesses that provide authenticity.
- Pedestrian and transit-orientation. Park once and walk.



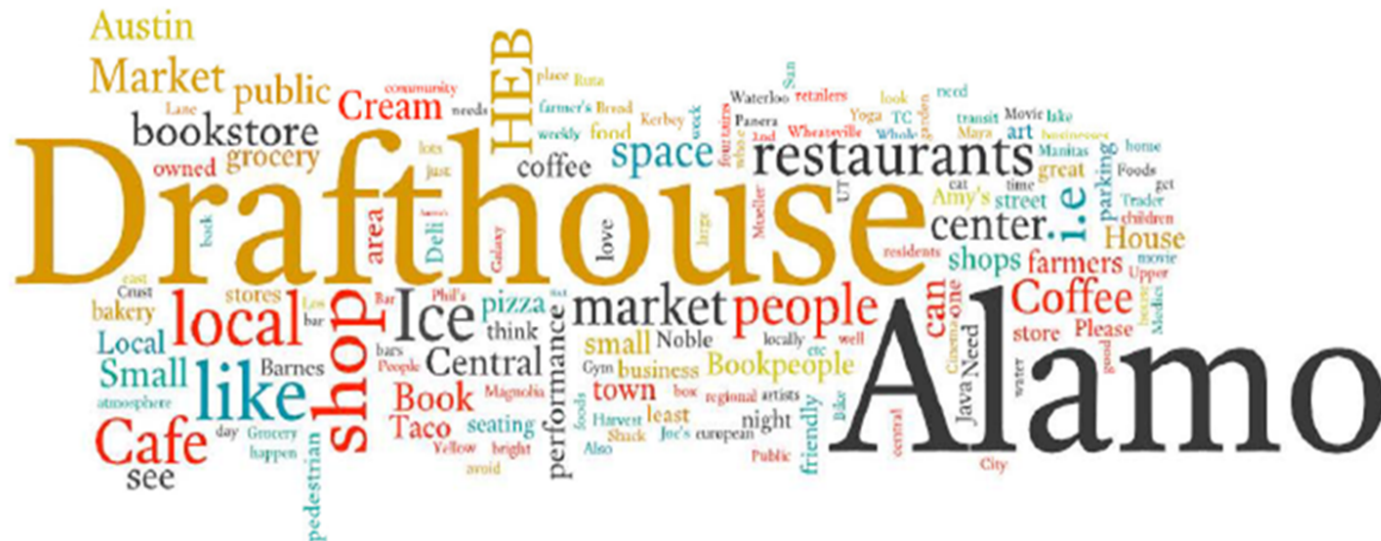


# Town Center Aspirations

**MUELLER**

6. If you could choose one specific retailer, restaurant or entertainment venue to be in the town center, what would it be?

*Text of all responses formatted as word cloud via wordle.net. Words in larger type appeared most often in the responses. Common English words (e.g., the, and) omitted.*



Town Center  
Town Hall  
Survey 2008

# Town Center – Current Development

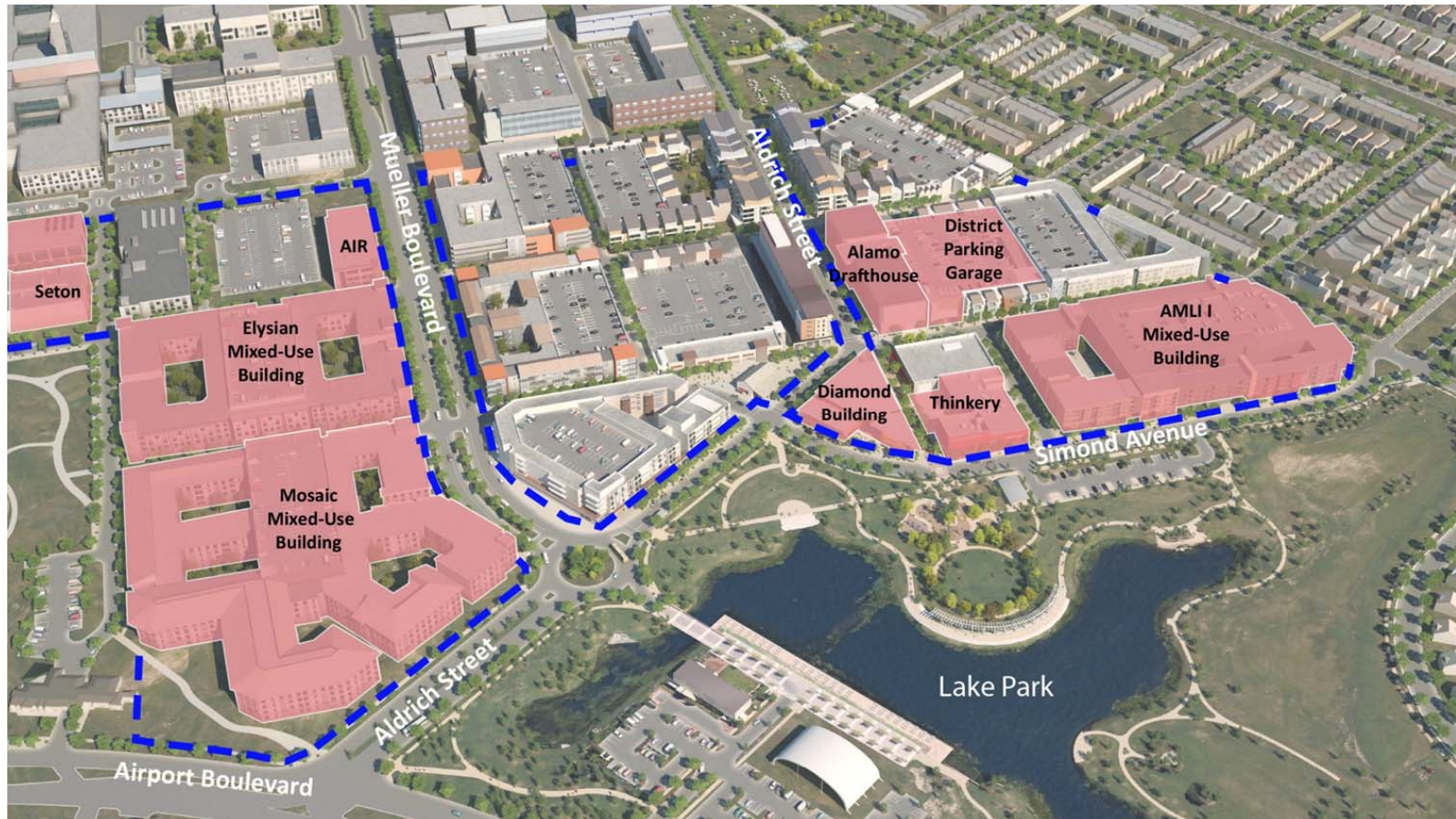
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# Town Center – Current Occupants

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# Town Center – Current Occupants

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Mosaic  
At Mueller



# Town Center – Current Occupants

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Elysian  
At Mueller

# Town Center Current Occupants

MUELLER



AMLI  
at Mueller



# Town Center - Cinema Building Underway

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Alamo Drafthouse – interior renderings

# Town Center – Diamond Building Underway

MUELLER



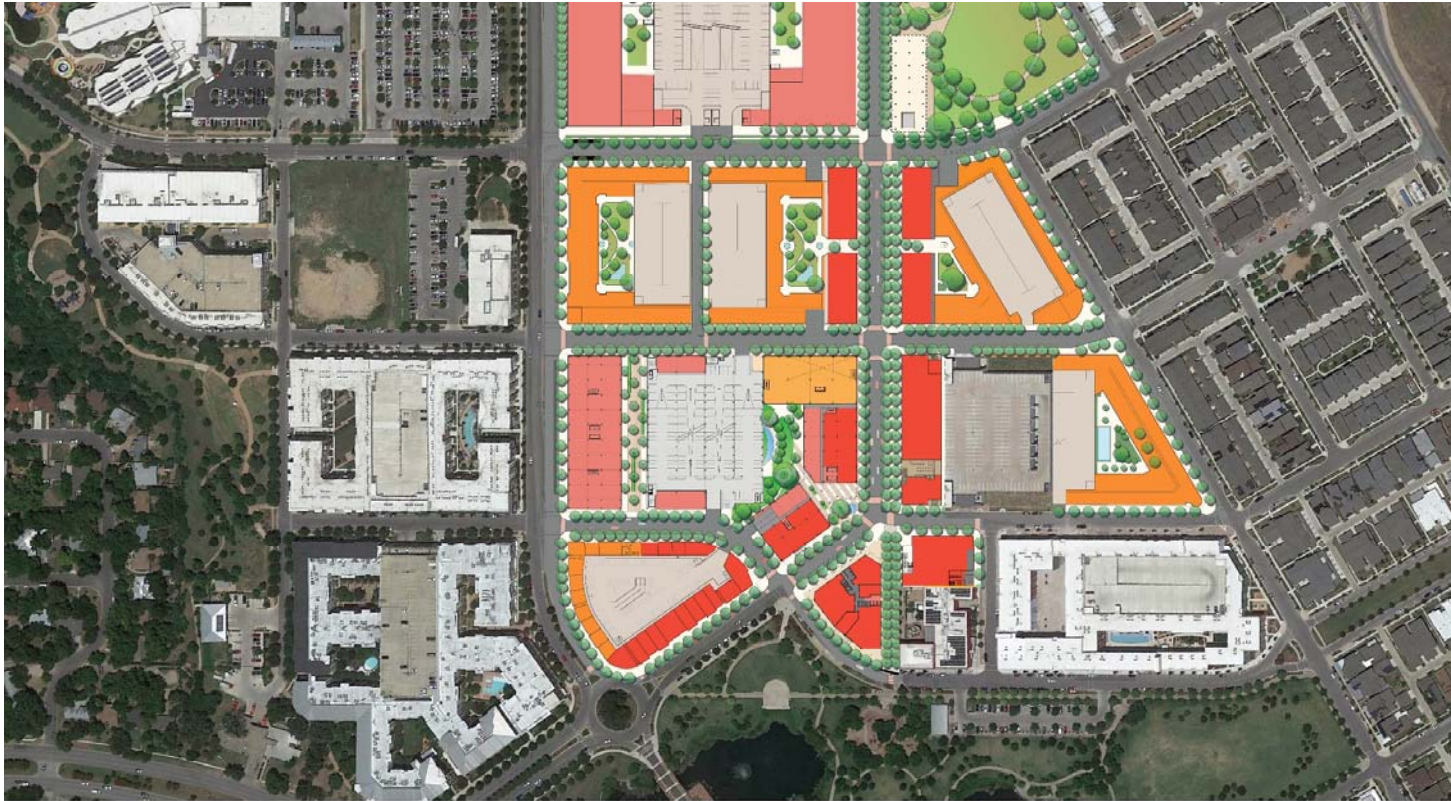
B.D. Riley's Irish Pub - rendering





# Town Center - Future Development

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Illustrative  
Concept

# Town Center - Coming Soon

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December 2016