



**RCA
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 6
AGENDA DATE: Thu 06/10/2004
PAGE: 1 of 2**

SUBJECT: Authorize a resolution approving the use of the name "Mueller" for the development that will occur at the former Robert Mueller Municipal Airport site.

AMOUNT & SOURCE OF FUNDING: N/A

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Economic Growth and **DIRECTOR'S**
DEPARTMENT: Redevelopment Services **AUTHORIZATION:** Sue Edwards

FOR MORE INFORMATION CONTACT: Sue Edwards, Director / 974-7820; Alison Gallaway, Assistant City Attorney / 974-2671

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: N/A

MBE / WBE: N/A

The City of Austin and Catellus sponsored a month-long input program to solicit potential names for the redevelopment of Robert Mueller Municipal Airport (RMMA). To announce the input program, ads were placed in the Austin American-Statesman, Austin Chronicle, NOKOA, the Villager and La Prensa.

In addition to paid media, the City and Catellus publicized the opportunity to submit name suggestions through the various neighborhood list serves and newsletters and one the redevelopment web site. A press release was drafted and distributed to local media for coverage. The Austin American Statesman, KXAN and KVUE did stories about the naming process.

At the end of the one-month input program, members of the public had submitted 715 names. A panel consisting of five members was created to evaluate the names and make a recommendation to the City. The group was made up of two City of Austin representatives, two Catellus representatives and a member of the Mueller Plan Implementation Advisory Commission.

The 715 names submitted included many creative, humorous and intriguing names. The majority, however, had "Mueller" in the title. There appeared to be an overwhelming sentiment to recognize the association with the Robert Mueller family. Mueller has such a strong name recognition in the general vicinity of Austin that there is instantly identification of place. It also evokes the thought of the old airport, even if the thought is mostly subliminal. There is also a tendency in naming projects to use the underlying subdivision name in the ensuing project names. Mueller has such a strong name recognition in the general vicinity of Austin that there is instantly identification of place. It also evokes the thought of the old airport, even if the thought is mostly subliminal. It is such an obvious choice that we now wonder why a name search was needed. Both these reasons argued for a name that was simple, yet nostalgic.



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Robert Mueller (pronounced "Miller") was born June 15, 1881, in Travis County to Mr. and Mrs. J.C. Mueller. He attended school in Austin. His first job was as a clerk in a general merchandising store. Mueller was a leader in the community and was elected commissioner in 1926 to the first City Council under the newly adopted City Manager charter. He had the largest vote, but declined election as Mayor in deference to his senior colleague, P. W. McFadden. After several months in office, he died on January 12, 1927. In April 1930, the City Council named Austin's first municipal airport the Robert Mueller Municipal Airport in his honor.

After reviewing all the names and discussing all the possibilities, we focused on one name that was both simple and nostalgic. So that there can be names such as The Retreat at Mueller, Mueller Heights, Mueller Midtown or Midtown at Mueller.

RESOLUTION NO. 04

WHEREAS, there has been great public interest in the disposition of the former Robert Mueller Municipal Airport and the naming of this project; and

WHEREAS, there was a public involvement process that resulted in the suggestion of 715 potential names for this project; and

WHEREAS, a majority of the suggestions included using the name Mueller; and

WHEREAS, in order to continue the identity of the site with its former use as an airport;

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The Council approves the use of the name “Mueller” for the development that will occur at the former Robert Mueller Municipal Airport.

ADOPTED: _____, 2004

ATTEST: _____

Shirley A. Brown
City Clerk

OPERATING BUDGET Fiscal Note

DATE OF COUNCIL CONSIDERATION:

WHERE ON AGENDA: Ordinance

DEPARTMENT: Economic Growth and Redevelopment Services Office

Approve the acceptance of a grant in the amount of \$10,000 from Texas Commission on the Arts for the Economic Growth and Redevelopment Services Office's Cultural Arts Program; and amend the Economic Growth and Redevelopment Services Office Special Revenue Fund in the Fiscal Year 2004 Operating Budget of Ordinance No. 030909-01 to appropriate \$10,000.

FINANCIAL INFORMATION:

	Approved Budget <u>2003-2004</u>	Impact of this Action	Amended Budget <u>2003-2004</u>
FGRSO Special Revenue Fund			
Texas Commission for the Arts	\$0	\$10,000	\$10,000
 TOTAL	<u>\$0</u>	<u>\$10,000</u>	<u>\$10,000</u>
 FTES	-	0.00	-

Budget Office _____ Date: _____