

# MUELLER BUSINESS COMMUNITY TDM RECOMMENDATIONS

# EXECUTIVE SUMMARY

Mueller – a vibrant, planned community in Central East Austin developed through a public-private partnership between the City of Austin and Catellus Development Corporation, has grown significantly since its inception. The neighborhood includes apartment, condominium and single-family home residents; small and “big box” retail businesses; a hospital and medical offices; large white-collar employers; restaurants; theaters, a museum; public parks, pools, civic amenities and more.

Designed as a dense, mixed-use community with multi-modal street infrastructure, Mueller faces challenges related to parking, traffic congestion, and mobility due to internal and regional growth pressures. In response, Movability partnered with the City of Austin to address these issues by engaging with Mueller businesses through direct outreach engagement, surveys, and an in-person focus group.

## **Key concerns raised by focus group participants include:**

- **Parking Confusion:** Visitors often struggle to identify available parking garages and their rates, resulting in increased street congestion as people circle for spots.
- **Safety Issues:** There is a desire for more and better signage at intersections to address potentially dangerous traffic patterns.
- **Event-Related Congestion:** Large events exacerbate parking and traffic issues, particularly at high-traffic intersections and on residential streets.
- **Parking Availability Mismatches:** Parking is abundant in the “Regional Shopping Center” and “Town Center / Greater Aldrich Street” districts of the neighborhood, while there is a perception that there isn’t enough parking for workers and/or visitors in the “Market” and “Paggi Square” districts.

Proposed solutions focus on improving signage and traffic control, increasing public awareness of parking options, and encouraging shared and active transportation modes to better connect residents, workers and visitors to transportation resources across the Mueller neighborhoods.

**Recommendations offered include:**

- 1. Increase the Availability of Active Mobility Options** including Bicycle Parking, Dockless Scooters and CapMetro Bikeshare – to better connect workers to off-site parking, offer first/last mile connections for transit users, offer greater circulation between neighborhood business districts, and support curb management and safety.
- 2. Encourage employers to adopt employee carpool and vanpool programs** to preserve the number of parking spots available for visitors by offering “preferred parking” spots, financial incentives, and targeted marketing shown to increase employee participation and program enforcement.
- 3. Consider the use of a shuttle or circulator service for special events only** to encourage visitors to reduce on-street circling and redirect them to paid parking in off-site garages or surface lots.
- 4. Improve the visibility of public garages and the price of parking** to reduce on-street circling by installing permanent and special event signage, promoting parking validation by area businesses, indicating on-street and garage parking are the same price, and launching a Get There Mueller subpage on the Get There ATX website.

5. **Address concerns about on-street metered parking in Paggi Square district** by offering residents residential parking tags allowing free parking in Residential Permit Parking / Pay-to-Park hybrid areas and by prioritizing the installation of CapMetro Bikeshare to facilitate access to off-site parking option for district workers.

6. **Improve safety by focusing on traffic speed and the visibility of select intersections** by installing 4-way stop signs, placing stop signs in medians on wide boulevards, and adding flashing lights and rumble strips to increase visibility and adherence.

7. **Leverage Get There ATX to create greater awareness of active and shared commuting options in the Mueller neighborhood** including the development of a “Get There Mueller” campaign that offers customized information about discounted garage parking, bikeshare, scooter, or rideshare promotions; special events; travel instructions; gamification incentives; and customized wayfinding maps.

## INTRODUCTION AND BACKGROUND

Mueller was designed as a public-private partnership between the City of Austin and Catellus Development Corporation (Catellus) to redevelop the former Robert Mueller Municipal Airport (RMMA).

The vision for Mueller grew out of the 1984 Citizens for Airport Relocation (CARE) plan, which called for a new town in-town promoting compact and higher density development, compatible with the surrounding single-family neighborhoods. In 1996, the Austin City Council-appointed a 16-member RMMA Redevelopment Process and Goals Task Force, representing a complete spectrum of Austin interests, who reiterated this vision calling for the creation of a compact and pedestrian-oriented, mixed-use community.

In 2000, the City of Austin approved the RMMA Reuse and Redevelopment Plan, which became the springboard for more detailed development planning with Catellus when it was selected as the Master Developer in 2002.

Today, Mueller is a dense and well populated community that has been experiencing explosive growth – and the associated parking challenges and traffic congestion that come with it. Movability, the Transportation Management Association (TMA) of Central Texas, is working with the City of Austin to better understand how Mueller businesses are being impacted by parking and traffic issues and has been tasked with making recommendations to alleviate these pressures.

To accomplish this, Movability staff block-walked through Mueller’s business districts in April 2024 to gather email addresses, raise awareness about the study, and to gather direct feedback about priority mobility concerns. Movability then sent a survey to more than 90 business contacts and hosted an in-person focus group at the Mueller-based Origin Hotel on August 1, 2024, to better understand parking and traffic issues impacting those businesses. Movability invited Catellus representatives to participate in the focus group and share the survey, as well as notifying the developer of the outreach and research being conducted.

Eight business representatives participating in the focus group, which covered these topics:

1. Mapping Exercise
2. On-Site Driving & Parking
3. Off-Site Parking
4. Shared & Active Mobility
5. Safety & Speed
6. Event-Related Congestion



But Mueller isn't a single place. It's made up of many smaller communities with each having a different look and feel. Some attract more on-street activity; some encourage walking, biking, or driving; some encourage dining or shopping; some encourage work or recreation; while others are places people call home. Movability has identified the following "sub-districts" of the Mueller Neighborhood:

1. Regional Shopping Center
2. Medical Center
3. Town Center / Greater Aldrich Street
4. Mueller Lake Park / Browning Hangar
5. Paggi Square
6. Market District
7. Tower District



- 1 MUELLER CENTRAL** A repurposed airport building now Mueller's Information Center and the Cotelus regional headquarters.
- 2 BROWNING HANGER AND FOOD TRUCKS**
- 3 DELL CHILDREN'S MEDICAL CENTER OF CENTRAL TEXAS** This 32-acre campus includes a 248-bed hospital—first in the world to be LEED Platinum certified.
- 4 UNIVERSITY OF TEXAS HEALTH RESEARCH CAMPUS** 14-acre campus.
- 5 AUSTIN INDEPENDENT SCHOOL DISTRICT PERFORMING ARTS CENTER** 1,200-seat auditorium and 225-seat black box theater.
- 6 AUSTIN FILM STUDIOS** Production company and sound stages.
- 7 REGIONAL RETAIL** Highly visible from I-35, this energy-efficient center features 400,000 SF of retail, including The Home Depot, Best Buy and Total Wine.
- 8 MARKET DISTRICT** Anchored by a 82,000 SF H-E-B grocery store, the Market District features 30,000 SF of additional shops, cafes and restaurants.
- 9 ASCENSION SETON** 155,000 SF, one of the largest private employer in Central Texas.
- 10 GEMDALE**
- 11 AUSTIN ENERGY** 275,000 SF of energy-efficient office space to accommodate 900 to 1100 employees and public meeting space.
- 12 NORTHEAST AUSTIN MIDDLE SCHOOL** a 130,000 sf public school to accommodate 800 students.

**PARKS, TRAILS AND OPEN SPACE**  
Mueller's park system encompasses 13 miles of hike and bike trails and lanes and 140 acres of active and passive parklands.

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|----------------------|----------------------|
| 1 Lake Park          | 6 Southeast Greenway |
| 2 Northwest Greenway | 7 John Gaines Park   |
| 3 Ella Wooten Park   | 8 Jesse Andrews Park |
| 4 Southwest Greenway | 9 Branch Park        |
| 5 Paggi Square       |                      |

**ALDRICH STREET** Mueller's town center district offers a mix of shopping and entertainment featuring 90% locally-owned businesses.

- 1 TEXAS MUTUAL INSURANCE** 370,000 SF corporate headquarters with ground-floor retail including Kerbey Lane, Primrose School and Rebel Cheese.

- 2 THE THINKERY** children's museum, which attracts 600,000+ visitors a year.
- 3 THE PAVILION** 19,800 SF of gathering space for Mueller's popular weekly farmers' market. The new venue can be rented for private or corporate events upon request.
- 4 CINEMA BUILDING** Alamo Drafthouse, Colleen's Kitchen, Boa'd Up, Lilla & Beth, Lash Lounge, Massage Heights, Barre3, OrangeTheory Fitness, Restore and Wool Gang.
- 5 DIAMOND BUILDING** Halcyon Coffee, B.D. Riley's Irish Pub and Lick Honest Ice Creams, with offices for Stantec and AARP above.
- 6 ORIGIN HOTEL** 120-room boutique hotel with local funky-flair and color. Some rooms will feature bunk beds with a capacity to sleep six, kitchenettes, and a terrace suite with a large balcony and fireplace.
- 7 ALPHA BUILDING** 175,000 SF office with ground floor retail developed by Shorestein.
- 8 PARKSIDE AT MUELLER** 225,000 SF mixed-used development project by Pearlstone Partners. The six-story project consists of 200 for sale residential units with ground-floor office and retail.

**RESIDENTIAL** Mueller will have 6,900 total homes.

- 1 EXISTING RESIDENTIAL** Includes 3,700+ attached and detached homes originally from \$120,000 - nearly \$1 million.
- 2 HOMES NOW SELLING** New residential phase under construction now by six homebuilders.
- 3 GREENWAY LOFTS** 36 wrap condominiums.
- 4 NEXT HOMES UNDER CONSTRUCTION**
- 5 AUSTIN MODERN LOFTS** Berkman and Tom Miller.
- 6 AUSTIN MODERN LOFTS** 51st and Mueller Blvd.

**APARTMENT LIVING** Mueller's apartment communities are mixed-use, mixed-income buildings with ground-floor commercial and retail spaces. To date, there are more than 2,100 apartment units in Mueller

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|----------------------|------------------------|
| 7 Sync at Mueller    | 12 AMLI at Aldrich     |
| 8 Mosaic at Mueller  | 13 Overture at Mueller |
| 9 Wildflower Terrace | 14 The Jordan          |
| 10 AMLI at Mueller   | 15 AMLI Branch Park    |
| 11 Aldrich 51        | 16 Ryan Companies      |

Images courtesy of Mueller.com

# FOCUS GROUP DISCUSSION HIGHLIGHTS

The conversation among focus group participants revealed a few key themes:

- a lack of clarity around available parking and parking rates for visitors and customers,
- concern over safety at intersections, and
- challenges of parking during large events.

**Parking is not equally a challenge across all seven (7) districts within the Mueller neighborhood.** Some districts (e.g., Regional Shopping Center) have ample, free surface parking lots, which tend to offer an oversupply of parking except on major holiday shopping days. The Town Center/ Greater Aldrich Street district has several structured parking garages for private and public use as well as on-street metered parking. Other districts, such as Paggi Square, don't have any parking garages and very few on-street parking spots to support employee or visitor needs. And while the Market District does offer visitors access to a large surface parking lot and on-street parking spots at no charge, business owners felt that there wasn't an adequate parking supply to serve the needs of employees and customers.

**While Mueller has several parking garages that are open to the public and offers lower rates than public parking garages in other parts of the city, it was noted that visitors often find it difficult to determine which garages are open to the public and what the parking rates are.** As a result, visitors are reluctant to use the public parking garages, which leads to an increase in roadway congestion associated with drivers circling to look for on-street parking instead.

**Participants were unified in their belief that visitors were having a hard time finding public parking garages – especially in the Town Center / Greater Aldrich Street district.** This area caters to visitors and, increasingly, large employers. As such, this district features paid, on-street parking as well as public garages with parking rates that are competitive with on-street parking rates. While there were concerns about the availability of parking in other districts, participants largely agreed that the Town Center/Greater Aldrich district had an adequate parking supply, but visitors had a hard time identifying which parking garages were available for public use and which were private. Further, they reported that it was unclear what the parking rates in the garages were, in comparison to the on-street parking rates. As a result, participants reported visitors needlessly circle looking for on-street parking when there are ample parking garage spaces available – leading to unnecessary roadway congestion. Even more frustrating to participants was the fact that many of the business owners said they validate parking for their customers, making paid garage parking the easiest and least expensive option!

**It was unclear to business owners if micro-mobility would be an acceptable solution for connecting Mueller workers, residents and visitors to off-site parking.** Employers had mixed opinions when asked to consider whether employees or customers would be willing to park off-site and walk, bike, use an electric bikeshare or dockless scooter to get to their destinations.



Images courtesy of Bird and CapMetro



CapMetro offers a bikeshare network of 100% electric-assist bikes, so users don't have to own or maintain a bike of their own. Bikes can be unlocked from one station and returned to any other station, allowing users to stay connected to transit stops, popular destinations and areas where cars can't go. Additionally, Bird and Lime provide electric, dockless scooter services that offer a convenient and eco-friendly way to travel short distances in urban areas. Users can locate and unlock scooters through each company's mobile app, paying by the minute for their ride. These scooters are designed for single riders and can be parked nearly anywhere within designated service areas, making them accessible and flexible for quick trips. Both companies emphasize sustainability and aim to reduce traffic congestion and pollution by encouraging alternatives to car travel.

While there was consensus that younger visitors and customers heading to denser parts of Mueller would be open to using a scooter or e-bike, businesses owners were reluctant to ask their employees or customers to use an off-site parking lot and make use of an active or shared mode to get to their destination because of perceived safety concerns.

*"It is too hot for employees to walk or bike, and the shopping center is not safe enough to walk or bike around.... Parking is not the biggest concern for us, it's the safety of our customers and associates. The center does not feel safe enough with the homeless in the lot and lack of security or the predictability of security."*

*-Kimrey Ontiveros, Bath & BodyWorks employee*

**Several employers expressed interest in launching a vanpool or carpool program for their employees.** Carpooling in the Austin area tends to be coordinated informally, with individuals deciding to share rides with individuals in their personal or professional networks or, occasionally, with the support of an online carpool matching service such as CommuteSolutions.com, an online portal powered by RideAmigos and hosted by the Capital Area Metropolitan Planning Organization (CAMPO), which enables unrelated individuals to find willing carpool partners.

Vanpooling in Austin is more formalized, with CapMetro, the transit authority operating in the Austin metro area, sponsoring a vanpool program operated by Commute with Enterprise, which offers eligible groups of four (4) to twelve (12) riders with a month-to-month vanpool lease agreement, including insurance, maintenance, 24-hour roadside assistance and an optional fleet card for fuel that is billed monthly with the vanpool invoice.



Image courtesy of CapMetro

Groups with an origin or destination in the CapMetro service area are eligible to receive a 50% subsidy paid directly to Commute with Enterprise to be applied towards the monthly rental fare. Riders share the cost of the monthly lease, fuel, tolls, and any other commute-related expense, which can vary depending on the vehicle type chosen by the group, commute distance and the number of riders. In either case, it is a best practice to offer those who vanpool or carpool “preferred parking spots” in a prominent location as an inducement for employees to participate and as a means of marketing the program to others who arrive at the workplace.

Employers who supported carpooling or vanpooling thought this option would appeal most to their employees since it would allow those employees to maintain their current mode of commuting while, at the same time, reduce parking demand, roadway congestion and costs associated with driving a personal vehicle.



Image courtesy of CapMetro

Still, employers were concerned that it would be difficult to guarantee “preferred parking spots” for vanpool or carpool participants. Employers said that, in some cases, they do not own the parking garage or lot and could not put up reserved parking signage. Others said that, even if they could put up the signs, they would not be able to guarantee enforcement.

**Employers expressed interest in a shuttle or circulator service.** There was consensus that a circulator could be used as a first / last-mile service, enabling employees and visitors to be directed to off-site parking locations and be brought to their destinations in a weather-protected vehicle.

In addition to a shuttle, focus group members recommended providing electric charging facilities in these off-site parking lots to encourage participation. Focus group participants did not believe existing CapMetro buses could be rerouted to serve this purpose since they would not be extended to the outer edge parking facilities or run with frequencies needed to serve special events. Those from the Regional Shopping District were not in favor of a shuttle or circulator system, since they believe their customers expect and want to park near their destination and walk directly into the store (e.g., home improvement retailers).

When pressed, the employers did not have recommendations about how to fund this service or believe that employees or visitors would pay for this service.

*“If customers felt they could park and get [their electric vehicles] charged while they're eating or watching a movie, and then get a shuttle back to their vehicle, they'd do that. They'd park remotely, even a mile away, and use a shuttle.”*  
- Darren Schieffer, Texas Mutual Insurance

**Special events are causing congestion and parking challenges in the Mueller neighborhood.** Focus group participants were asked to identify daily, weekly, monthly, seasonal and annual events that cause traffic congestion demands on Mueller infrastructure. Of particular concern was the weekly impact of the Mueller Farmer's Market, held each Sunday in and around the Branch Park Pavilion.

As a result of the event, visitors cause traffic congestion and seek free on-street parking along Aldrich Street, Philomena Street, Robert Browning Street, Garcia Street, Ruiz Street, Mattie Street, and Page Street. Business owners would prefer that visitors park in the public parking garages – since the off-street parking costs the same as on-street parking meters. Area residents are frustrated because the City of Austin is planning to place on-street meters on Philomena Street, Robert Browning Street, Garcia Street, Ruiz Street, Mattie Street, and Page Street for the first time, which is being perceived as a punishment to area residents due to the activities of visitors.

While this will support curb management goals and encourage visitors to make use of the parking garages, it is a real concern for business owners in Paggi Square, who consistently stated that they do not have enough parking for their employees or clients on-site. While other districts within Mueller have large parking lots or parking garages, Paggi Square was conceived as “live/work” and was not designed with customer-facing parking facilities in mind. In addition, adding on-street meters is an irritant to residents who are accustomed to having access to free parking for their visitors. While this shouldn’t be a primary concern, there are equity issues to consider since on-street parking is free in other parts of the Mueller neighborhood.

Focus group participants identified the following special events, which regularly caused congestion and additional parking demand in the Mueller neighborhood:

### **WEEKLY**

Mueller Farmer’s Market

### **SPORADIC**

Performances at the AISD Performing Arts Center  
Movies in the Park

### **ANNUAL**

Pre-K Graduation  
Voting at Austin Energy  
Rock the Park  
Tower Lighting



**Participants expressed concern about traffic safety at select intersections.** Much of the concerns were due to the dynamic nature of Mueller, which is still under construction in many places and, as a result, in a constant state of flux. As new roads and buildings are opened, traffic patterns change, and street signage is added. It was mentioned several times during block-walking and the focus group that some open intersections could use stop signs. In other places, stop signs had been installed but were being ignored regularly by people who drive, bike or walk. Further, business owners expressed concerns about traffic speed in retail districts and block lengths that encouraged visitors to jaywalk.

## RECOMMENDATIONS

### **1. Increase the Availability of Active Mobility Options in the Mueller Neighborhood, including Bicycle Parking, Dockless Scooters and Bikeshare.**

a. *Bicycle Parking:* Place additional bike racks in prominent locations in front of businesses to encourage the use of bikes and scooters in Mueller. Additionally, consider upgrading beyond simple bike racks to bike lockers to provide more security to those with electric-assist bikes. Further, reward customers who bike (e.g., Juiceland currently offers discounts to customers that arrive by bike) to encourage more bike use. This could be achieved through targeted grants from the Mueller Parking District and/or the Movability GoGrant program.

b. *Dockless Scooters*: Lime and Bird scooters are already being placed in Mueller through a mix of intentional business outreach and organic trip use. Increasing the availability of bike racks (as suggested above) in combination with developing more formalized scooter parking zones will ensure that scooters



are well-integrated into the street environment, rather than become an impediment for those with mobility issues. One best practice can be found in the city of Denver, where a partnership with private sector vendors led to the development of “Parking Corrals” at on-street locations near intersections in a way that also creates greater stop sign visibility.

c. *CapMetro Bikeshare*: Bicycle ownership is out of reach for many populations due to initial costs, theft, storage, and the ongoing demands and costs of upkeep. CapMetro Bikeshare offers a compelling option to bring 100% electric-assist bikes to users without the burdens associated with owning or maintaining a bike. More important, this service is a viable first / last mile option that could provide workers, residents and visitors wider access to destinations across Mueller. This service could encourage greater circulation and business activity across the neighborhood, which currently encourages driving or a 20+ minute walk. It could facilitate easier transit connections between CapMetro bus routes 10, 20, 335, 350, and/or 800. Most important, it could solve daily parking mismatches experienced by Paggi Square and Market District workers, who could be encouraged to park off-site in another district with ample surface or garage parking.

Further, it could provide a lower cost option than shuttling services to support off-site parking during special events.

## **2. Encourage employers to increase employee carpool and vanpool programs.**

a. *Preferred Parking Spots:* Designating visible, prime spots for those that carpool or vanpool has been proven to encourage program participation among employees. These prime parking spots also serve as a low-cost marketing program and subtle reminder to all other employees that must pass by them as they get to work each day. The City of Austin has approved a Carpool/Vanpool parking sign for promulgation and should make it available at no cost to employers. Alternatively, signs could be funded through targeted grants from the Mueller Parking and Transportation Improvement District (MPTID) and/or the Movability GoGrant program. To address enforcement and compliance concerns, CapMetro vanpool vehicles are branded and easy to spot while carpool participants can be provided with a decal, hanging tag or sticker to make these vehicles more easily identifiable. In most cases, employees will self-police.

b. *Financial Incentives:* In addition to the cost savings derived from reducing wear and tear on one's personal vehicle, parking fees, gas and insurance, vanpool groups with an origin or destination in the CapMetro service area are eligible to receive a 50% subsidy paid directly to Commute with Enterprise to be applied towards the monthly rental fare. It is recommended that the employer contribute an additional vanpool subsidy during the first three (3) months to encourage participation and adoption. It is further recommended that the employer provide a "parking cashout", in which they offer up to the value of one parking spot monthly rental fee to the employee to switch to a carpool or vanpool (or any active or shared mode) to encourage participation.

If employees are not currently paying for parking, it is recommended that employers begin to charge a daily fee, so employees factor that into their daily commute decision. Other best practices have included offering a set dollar amount per day as a “Cash for Commuters” incentive for using a shared or active mode (e.g., \$5/day up to 90 days per year). Employers offering voluntary transportation benefits may receive pre-tax benefits through IRS code 132 (f). Alternatively, funding could be provided through targeted grants from the MPTID and/or the Movability GoGrant program.

c. *Targeted Marketing*: Employers will not launch carpooling and vanpooling programs on their own. They will need encouragement to do so, especially if they do not pay a daily or monthly fee for parking spots. It is recommended that the MPTID and/or Movability market the benefits of carpooling and vanpooling options (and financial incentive schemes) through a mixture of web-based, email and postcard campaigns; the installation of preferred parking spots; the promulgation of branded carpool decals, tags or stickers; and targeted GoGrant funding to support incentives.

**3. Consider the use of a shuttle or circulator service for special events only.** While a shuttle or circulator service was a popular option in the focus group, it remained an unfunded mandate and there are lower cost options for daily first/last mile connections. During particularly heavy traffic special events, circulators could be an option, since visitors may be willing to pay for off-site parking or special event shuttling – much as they do for pedicabs, Ubers and scooters in a downtown context. To test this theory, the MPTID might direct visitors to off-site parking lots and charge a fee – where there is typically free surface parking – and partner with a shuttling provider such as WeDriveU, e-Cab, Fetii, Uber Transit or Hallcon to offer a shuttle to circulate visitors to their primary destination.

#### **4. Improve the visibility of public garages and the price of price parking.**

According to a 2006 analysis by Donald Shoup, up to 30% of urban traffic comes from cars hunting for parking spaces. A noticeable impact on congestion can be made by making it easier for visitors to find public parking garages and, when they do, making it easier for them to understand that the cost of parking in a garage is the same (or cheaper) than parking on the street.

a. *Permanent Signage and Directional Aids:* Movability's recommendation to make it easier for visitors to immediately identify public parking garages by installing more permanent blue "P" signs and make them more visible - especially at key intersections like Simond Ave and Aldrich St where confusion about parking frequently occurs - is shared by Catellus, which is working on wayfinding signage to direct drivers to the garages, and additional larger, lighted on-site parking signs have been ordered for both garages for all four entrances. Once drivers find these garages, the parking rates should be prominently displayed, perhaps using the Park X app and signage that is used at on-street meters. This will immediately indicate to drivers that parking rates inside garages are the same as on the street. If parking is validated by nearby business owners, place a sign at the entrances of the garages indicating that businesses validate parking. Alternatively, provide a MPTID branded sign at area businesses indicating "We Validate Parking in the Garage" to signal that the preference is for customers to park in area garages versus on the street.

b. *Special Event Signage and Directional Aids:* The Farmer's Market currently installs signage, including sandwich boards, to encourage garage parking. Sandwich boards could also be a solution for peak times and special events (i.e., the farmer's market) to direct visitors to off-site parking further away.



For example, visitors might be directed to the surface lots in the Regional Shopping Center district or to the parking garage at the AISD Performing Arts Center – with the support of a circulator service.

c. *Public Awareness Campaigns:* To alleviate congestion, it helps to make visitors aware of parking and mobility options before they arrive at Mueller – especially ahead of special events. Movability recommends that the Mueller Parking and Transportation Improvement District and the City of Austin coordinate by launching a Get There Mueller subpage on the Get There ATX website and leverage targeted marketing on social media to highlight the public parking garages, parking rates and/or special event off-site parking options.

**5. Address concerns about on-street metered parking in the Paggi Square district.** Unlike other districts within Mueller with large parking lots or parking garages, Paggi Square doesn't seem to have adequate parking to meet the needs of customers and employees, which is leading to residential creep. While City of Austin staff are planning to introduce on-street, metered parking to support curb management, area residents are upset because other parts of the neighborhood have free on-street parking.

a. *Residential Parking Tags:* To alleviate equity concerns, Movability recommends that the City of Austin continue the policy of offering two residential parking permits to qualifying Mueller households. These permits allow parking in future hybrid Residential Permit Parking (RPP) / Pay-to-Park hybrid areas (i.e., within walking distance of the Paggi Square district). This will offer equitable access to on-street parking to those who live in the neighborhood without excluding curb access to those who don't live in the neighborhood.

The Catellus Mueller team has indicated that that the City of Austin intends to implement additional RPP as part of hybrid on-street paid parking just east of the Aldrich Street town center area. Additionally, the City is working to bring parking enforcement to Mueller on Sundays during the farmers' market and plans to implement its additional hybrid on-street metered parking/RPP plan in the second quarter of 2025. [More information is available through the City of Austin's RPP page.](#)

b. *CapMetro Bikeshare*: It is especially important that, if CapMetro Bikeshare service is introduced in Mueller, stations are optimized to solve daily parking mismatches experienced by Paggi Square workers, who could be encouraged to park off-site in another district with ample surface or garage parking.

**6. Improve safety by focusing on traffic speed and the visibility of select intersections.** Traffic safety was an ongoing concern for focus group participants, largely due to the dynamic nature of Mueller. Business owners recommended adding new stop signs in several locations while, at the same time, acknowledging that new four-way stops weren't being adhered to uniformly by area residents and visitors, due to a lack of visibility and changing traffic patterns. It should be noted that the City of Austin has indicated to Catellus that all-way stop signs are planned at Aldrich Street and Mueller Boulevard as part of traffic studies, although there is not yet a date set for that installation.

a. *Install 4-way stop signs*: Focus group participants recommended focusing on high-traffic intersections along Aldrich Street – including Simond Avenue, Garcia Street, and Philomena Street, where accidents are becoming frequent.

There were also requests for more stop signs along Robert Browning Street near Paggi Square to better manage traffic.



b. *Install stop signs on medians:* Mueller has several wide boulevards featuring protected bike lanes. It is recommended that these roadways include stop signs along the right side of the road and additional stop signs in the median to increase the visibility of these signs for drivers.

c. *Flashing stop signs and rumble strips:* Another option to raise the visibility of stop signs is to add flashing lights, especially at intersections notorious for non-compliance. Rumble strips could further call attention to the upcoming stop signs and could serve an additional purpose as a general traffic calming feature. For example, they could be installed along Aldrich Street and Simond Avenue to reduce traffic speeds near Mueller Lake Park Playground.

They could also be deployed along Robert Browning Street or on select blocks within the Regional Shopping Center district (instead of speed bumps) as a method of traffic calming within large, flat surface lots.

d. *Dockless Scooter Corrals*: As mentioned earlier, providing a place for dockless scooters to park at on-street locations near intersections has been identified as a best practice method to create greater stop sign visibility.

**7. Leverage Get There ATX to create greater awareness of active and shared commuting options in the Mueller neighborhood.** Movability recommends that the MPTID and the City of Austin collaborate in launching a “Get There Mueller” subpage on the Get There ATX website and leverage targeted marketing on social media to highlight the shared and active modes that make getting to, from and around Mueller more pleasant.

*A comprehensive Get There Mueller marketing effort could include:*

- On-site “Get There Mueller” branded signage at special events
- “Coaster campaigns” at area bars and restaurants offering discounted garage parking, bikeshare, scooter, or rideshare promotions
- Geofenced social media and web advertising for those who live, work or visit the Mueller neighborhood
- Information about publicly available parking garage locations and rates
- Directing visitors where to park during weekly, monthly, and annual events
- Recommending shared and active modes for travelling to Mueller
- Customized Mueller neighborhood maps featuring transit and bike routes, transit and bikeshare stations, and bike parking facilities.
- Gamification campaigns supported by the Carbon Cred app encouraging the use of shared and active transportation modes.

# CONCLUSIONS

Mueller's rapid growth as a mixed-use, high-density community presents both opportunities and challenges, particularly in managing parking, traffic, and wider integration of shared and active mobility. Feedback gathered from business owners highlights wayfinding issues, safety concerns, and congestion aren't just present during special events but are increasingly a part of daily life in the Mueller neighborhood and business districts. While the neighborhood features a significant amount of mobility infrastructure – including transit, parking garages, bikeways, trails and multi-modal street networks – better communication and strategic improvements could enhance the visitor experience and meet the needs of residents, employees, and businesses.

The proposed solutions—improving parking signage, expanding public awareness efforts, enhancing shared and active transportation options, and targeted outreach to Mueller employers and visitors—can reduce congestion and increase safety. Mueller can evolve to meet the demands of its growing population while remaining true to its original vision of being a multi-modal, compact, and vibrant community by leveraging the Get There ATX website, updating wayfinding and safety signage, and encouraging the use of active and shared modes of transportation.

Collaboration between the City of Austin, Catellus, local businesses, and stakeholders is critical to ensure the implementation of these solutions. With sustained efforts, Mueller can continue to thrive as a dynamic and accessible part of Austin, promoting innovative, sustainable mobility options for all who live, work, and visit there.