

# MUELLER PARKING AND TRANSPORTATION MANAGEMENT DISTRICT APPLICATION

## 1. APPLICANT PARTIES

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<p>City of Austin Economic Development Department Jill Fagan 301 W. 2<sup>nd</sup> Street, Suite 2030 Austin, TX 78701 <a href="mailto:jill.fagan@austintexas.gov">jill.fagan@austintexas.gov</a> (512) 974-7829</p>	

## 2. AREA PROPOSED

### a. Mueller PTMD Boundaries

The proposed Mueller PTMD boundaries are contiguous with the Mueller Planned Unit Development (PUD) boundaries, as illustrated in Exhibit B (Zoning Map) to Ordinance No. 040826-61 (the Mueller PUD ordinance). Attachment 1 to this application includes an illustration of these boundaries, which generally run along E. 51<sup>st</sup> Street, Interstate 35, the Northwest Greenway, Airport Boulevard, Anchor Lane, and Manor Road.

### b. Existing and Proposed On- and Off-Street Paid Public Parking

This application proposes new paid on-street parking in the Aldrich Street/town center district area with the potential for other commercial areas (see attached map).

There is also an existing surface parking lot for public use at Mueller Lake Park that is privately owned. Parking tools for this lot, such as paid parking, may also be implemented by the City of Austin through a separate agreement to coordinate with other controls in the area. Through such an agreement, 100% of net parking revenue from this lot would be utilized for Mueller park maintenance or improvements.

**c. Statement of Needs**

Mueller is a mixed-use urban village in Austin that provides a wide range of services in a walkable and bikeable environment. As of late 2014, approaching 40% of the 700-acre development has been built. When fully built, Mueller will be home to a projected 13,000 residents, 13,000 jobs, more than 4.2 million square feet of commercial development including institutional, office, retail, restaurant and entertainment, 5,900 housing units (including 1,475 affordable units), 140 acres of open space and parks, and over 13 miles of on- and off-road trails. This mix of development types creates a challenge for managing potential parking interactions—variations between when and where particular parking lots, spaces, or districts are in demand—and an opportunity for coordinated parking controls.

Existing parking challenges: See 2014 Mueller Parking Study and Program Recommendations Report for details.

- Spillover parking between the town center, the Lake Park surface lot, and nearby residential areas
- Spillover from the medical facilities in the northwest portion of the site into the nearby regional retail parking lots
- Office employee parking spillover onto nearby streets, such as Mueller Boulevard, Philomena, and Robert Browning Streets
- Residential visitors and street-level retail customer spillover parking onto nearby streets, such as Mueller Boulevard
- Special event parking spillover into residential areas (e.g. Simond Avenue, McBee Street, and Zach Scott Street)
- Lake Park visitors' parking needs in competition with those of visitors to The Thinkery and the weekly farmer's market

Future possible parking interactions:

- Between the Market District and nearby residential areas
- In the northwest employment center district
- Near the Tower District / Wildflower Terrace and surrounding residential areas

### **3. PROPOSED PARKING AND TRANSPORTATION MANAGEMENT TOOLS AND RATIONALE – EXISTING TOOLS NOTED**

The proposed Mueller PTMD area will have diverse parking and transportation needs in different areas. Any or all of these management tools (as shown from the PTMD Guidelines) may be utilized over time. Tools already in use are identified as existing below.

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Parking or Transportation Management Tools	Description
Paid Parking	On-street paid parking may be installed in high-demand areas with little or no turnover to accommodate needed short-term parking. A PTMD would coordinate the planning, installation, and enforcement of metered on-street parking.
Time-Limited Parking <b>EXISTING</b>	Time limits can also be used to help ensure short-term stay in high-demand parking spaces. A PTMD may coordinate with the City Traffic Engineer and Parking Enterprises to install time limit signage in locations where warranted.
Variable Parking Rates	Varying parking rates among various parking facilities, both on- and off-street, within a District can balance the provided supply and demand. A PTMD may monitor these activities for coordination with Parking Enterprise and private parking operators in the District.
Shared Parking <b>EXISTING</b>	Shared parking is parking which is used by more than one business at different times of the day, week, or year. A PTMD could facilitate opportunities for shared parking within the District.
Unbundled Parking <b>EXISTING</b>	Unbundled parking is defined as the renting or selling of parking facilities separately from building space. A PTMD may encourage new development to unbundle parking for residents and/or commercial tenants as a parking management tool.
Residential Permit Parking (RPP) Program	RPP programs can remedy commercial parking spillover onto residential streets within an area. A PTMD may identify RPP opportunities in the District.
Validated Parking	A business may offer patrons a set number of hours for which they will cover the cost of parking, commonly referred to as validated parking. A PTMD may help coordinate parking needs and supply solutions with property owners and garage operators through monitoring parking validation practices.
Valet Parking	Many businesses offer private valet parking for the convenience of their customers. If need arises, a PTMD may serve as a coordinator between business owners and private garage owners to ensure valet service is utilized as a tool for the efficient use of existing parking supply.
Special Event Parking Coordination <b>EXISTING</b>	For a district that has occasional large events, a PTMD may coordinate with event organizer(s) in advance of events. Coordination could involve discussions about on-site and remote parking locations, parking fees associated with each, potential shuttle provision between transit and remote parking facilities and the event site, provision of on-site bike valet, event-related signage and wayfinding, and traffic controls.
Monitoring and Enforcement	Monitoring and enforcement of parking regulations such as time limits, parking meters, and RPP districts ensure better parking management. Enforcement of all public parking within a PTMD is the responsibility of Parking Enterprise and Austin Police Department (APD). The PTMD may consider the use of off-duty APD officers to supplement parking enforcement within PTMD borders as funding allows.
Zone Designation <b>EXISTING</b>	A PTMD may coordinate with the City Traffic Engineer to designate zones for on-street paid parking, time-limited parking, valet, pickup and dropoff zones, commercial loading, ground transportation (taxi, bus, pedicab), car sharing, and/or bus loading.
Parking Management for Visibility and Safety <b>EXISTING</b>	As a safety measure, a PTMD may coordinate with the City Traffic Engineer for the removal of on-street parking spaces in order to improve visibility for road users entering or exiting streets, alleys, and driveways and non-motorized facilities (sidewalks, bicycle lanes, etc.).

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Parking or Transportation Management Tools	Description
Temporary Use of Right of Way Permit	For clearance to temporarily block, direct, impede or reroute pedestrian and vehicular traffic within a City-maintained public right of way, a person must first obtain a Temporary Use Permit. A PTMD may support the coordination of Temporary Use activities.
Interim Construction Parking <b>EXISTING</b>	Throughout new development within the PTMD, interim parking for construction workers may be coordinated at staging areas or designated on-street locations so as to minimize the impact on neighboring residential and commercial uses.
Trip Reduction Programs	<p>Parking management can be aided by programs that reduce the need for parking. A few examples are provided below:</p> <ul style="list-style-type: none"> <li>▪ Transit passes for employees or students</li> <li>▪ Car sharing and bike sharing programs</li> <li>▪ Provision of additional bike parking</li> <li>▪ Ride-matching services</li> <li>▪ Vanpool/carpool parking and incentive programs</li> <li>▪ Shuttle provision</li> <li>▪ Vehicular and non-motorized wayfinding improvements</li> </ul> <p>A PTMD may coordinate/oversee a trip reduction program or components of it.</p>
Other Supportive Transportation Initiatives	<p>A PTMD may coordinate support for transit options and services, as well as additional traffic management or traffic calming tools, for example:</p> <ul style="list-style-type: none"> <li>▪ Services <ul style="list-style-type: none"> <li>○ Capital Metro transit (bus and rail) service</li> <li>○ Passenger busses for groups and tours, including school field trips</li> <li>○ Special event shuttles</li> </ul> </li> <li>▪ Planning <ul style="list-style-type: none"> <li>○ Project Connect / Urban Rail planning</li> </ul> </li> <li>▪ Engineering <ul style="list-style-type: none"> <li>○ Pedestrian and vehicular signals</li> <li>○ Local Area Traffic Management (LATM) and other traffic calming tools.</li> </ul> </li> </ul>

**4. PROPOSED IMPROVEMENT PROJECTS – IN PRIORITY ORDER**

The table below lists potential initial improvement projects for the Mueller PTMD. This list should be considered advisory and flexible. The PTMD Oversight Committee will create an annual expenditures plan outlining a list of specific improvement projects for the upcoming year, including costs and an implementation plan. Improvement projects will be evaluated on an annual basis within the parameters of Ordinance 12-7-2-(c)

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Proposed Projects in Priority Order	Rationale	Estimated Costs
Parks and pond maintenance and capital investments. Examples: <ul style="list-style-type: none"> <li>- Routine upkeep and repair</li> <li>- Equipment expense</li> <li>- Capital improvements</li> </ul>	Mueller parks and ponds are areas of public use and benefit, maintained by the property owners association with limited City of Austin contributions. Highly interactive commercial areas nearby will encourage high levels of park use and impact. Shared funds from Paid Parking anticipated in these areas can further support the upkeep, improvement and public enjoyment of the parks over time.	Allocation to be made each year - amount TBD
Public realm maintenance and enhancement. Examples: <ul style="list-style-type: none"> <li>- Wayfinding and signage</li> <li>- Street tree replacement</li> <li>- Maintenance and improvement of sidewalk furniture and accessories</li> <li>- Hardscape and landscape</li> <li>- Public art /murals</li> </ul>	Public areas, especially in commercial districts, will experience high levels of pedestrian, bicycle and vehicular traffic. Improvement projects supporting public use and enhancing the public experience may be identified.	TBD
Activities related to Mueller PTMD. Examples: <ul style="list-style-type: none"> <li>- Events</li> <li>- Collateral</li> <li>- Signs</li> <li>- E-communication</li> </ul>	Efforts of public communication, outreach and education will be needed to support PTMD programs and initiatives with visitors, employees and residents in and beyond the area.	TBD

**5. OVERSIGHT COMMITTEE**

In addition to representatives of the City of Austin Parking Enterprise Division, Transportation Department, and Economic Development Department, we propose the following members for the Mueller PTMD Oversight Committee:

During the Development period:

- Catellus representative, also represents the Mueller Master Community Association Board - Deanne Desjardin, Catellus (PTMD representative and point-of-contact)

Note: RPP coordinator to be the Community Manager, Mueller Master Community Association – Jennifer Harvey, Alliance Association Management

After the Development period (recommended, subject to review at the time of transition):

- Representative of the Mueller Employment Center Town Center Community Association (Board Member or Board-Appointed Association or Committee Member)

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- Representative of the Mueller Mixed Use Community Association (Board Member or Board-Appointed Association or Committee Member)

Note: RPP coordinator to be the Community Manager, Mueller Master Community Association

## 6. PUBLIC FEEDBACK PROCESS

### 6. Pre-application Meetings

The initial efforts for a parking management study were initiated by Catellus and the City of Austin EDD with national parking experts Nelson/Nygaard in 2012. In support of the study and for stakeholder outreach, a series of focus group meetings and a public Parking Workshop were conducted in April and June, 2013 followed by a stakeholder survey achieving 200 respondents. Nelson/Nygaard presented the Mueller Parking Study and Program Recommendations results to the public in March, 2014 at the City of Austin's Robert Mueller Municipal Airport Plan Implementation Advisory Commission (RMMA PIAC) This presentation was posted online for ongoing stakeholder reference. In addition, the following meetings were held:

#### ATD Meetings

As the inaugural applicant for a PTMD in Austin, the Mueller PTMD proposal team has been led by staff from the Austin Transportation, Parking Enterprise, and Economic Development Departments working with Catellus, master developer of Mueller. This application is the result of numerous meetings of this team beginning in March 2014 to the present.

#### Stakeholder outreach meetings (support letters attached):

- RMMA PIAC Working Group Meetings (8/28/14 and 10/27/14)
- ATD/Catellus Pre-application Public Community Meeting (10/30/14)
- Mueller Employment Center Town Center and Mixed Use Community Associations Meetings (11/6/14)
- Mueller Transportation Committee Meetings (5/21/14, 8/20/14, 11/12/14)
- Mueller Neighborhood Association and Steering Committee Meetings (11/5/14 and 11/15/14)
- RMMA PIAC Meetings (3/11/14, 5/13/14 and 11/13/14)
- Urban Transportation Commission (11/13/14)

### 7. Proposed Ongoing Public Engagement Plan

#### During the Development Period (to be reviewed annually for adjustment as needed):

- PTMD Oversight Committee web page and email address
- PTMD Oversight Committee quarterly meetings open to the public
- RMMA PIAC (updates targeted quarterly)
- Mueller Transportation Committee which includes representation from Mueller and adjacent Neighborhood Associations – (updates targeted quarterly).

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After the Development Period (recommended, subject to review at the time of transition):

- PTMD Oversight Committee web page and email address
- PTMD Oversight Committee quarterly meetings open to the public
- Mueller ECTC and Mixed Use Association Boards (updates targeted annually)
- Mueller Neighborhood Association and any future Mueller merchants' association with updates to other Neighborhood Associations upon request.

The content of this application is true and accurate information to the best of my knowledge,:

**APPLICANT**

**APPLICANT**

Name: Greg Weaver

Name: Rob Spillar, P.E.

Title: Executive Vice President

Title: Director, Austin Transportation Department

Company/Organization:  
Catellus Development Corporation

Company/Organization:  
City of Austin

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Attachments:**

1. Map of Mueller PTMD
2. Map of proposed initial Paid Parking and RPP areas
3. Letters of Support
4. Mueller Parking Study and Program Recommendations, May 2014

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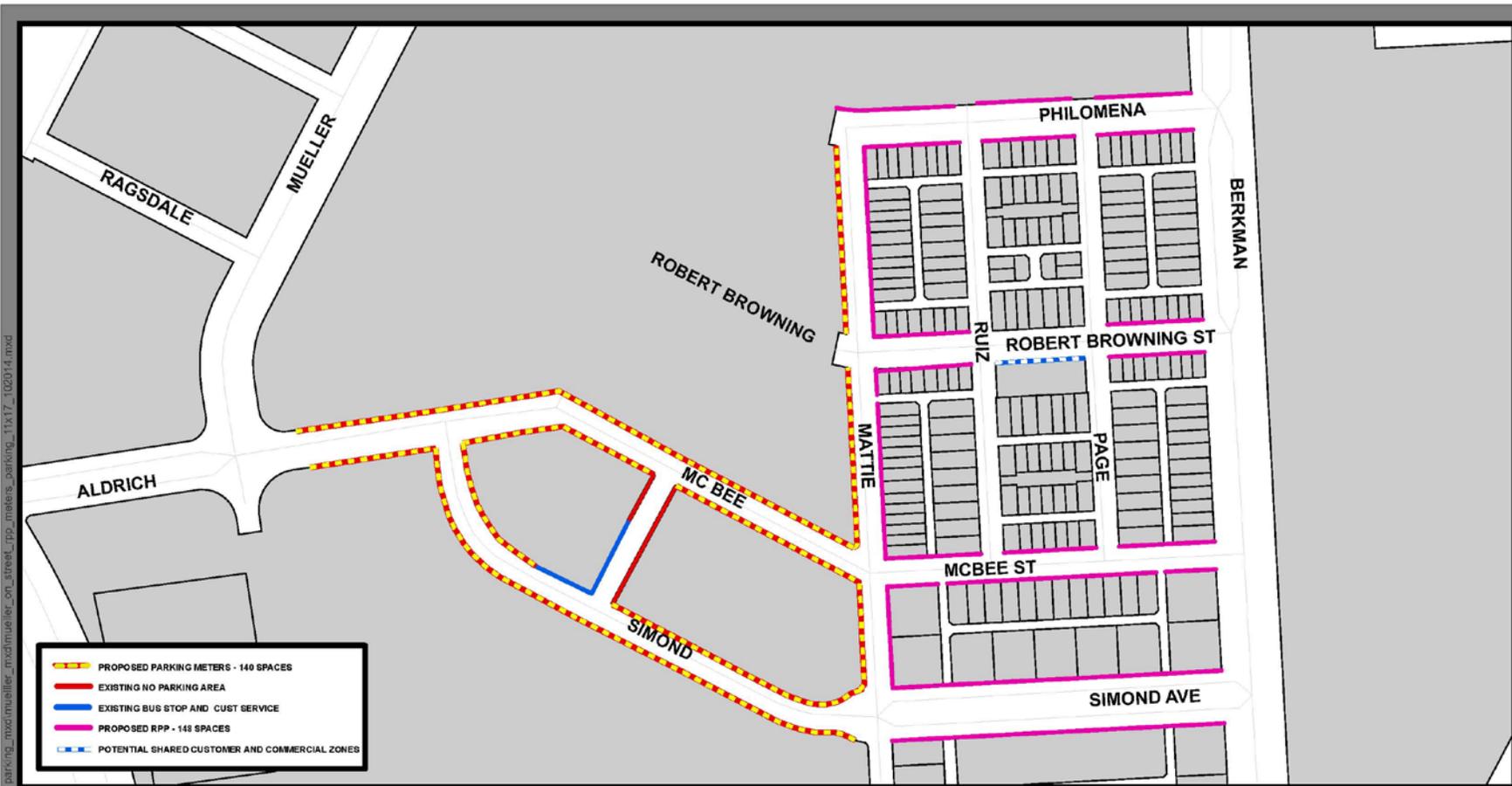
Mueller Parking and Transportation Management District (PTMD)  
 PTMD Boundaries - November 10, 2014



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**Mueller Potential PTMD**  
CITY OF AUSTIN TRANSPORTATION DEPARTMENT

SCALE: 1 IN = 200 FT  
 0 100 200 400 Feet  
 PLOTTED 11/2014



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