

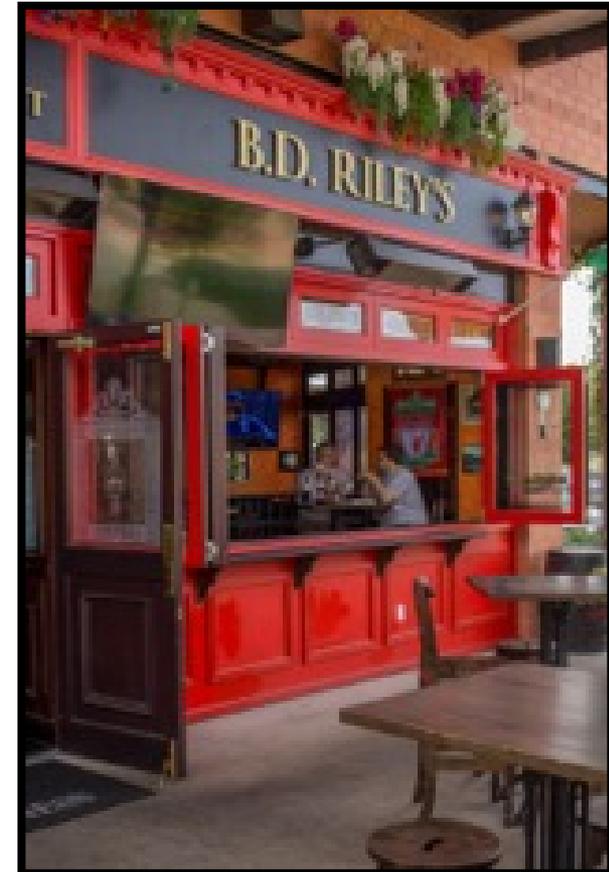
Construction & Communication Update 2019

ALDRICHST

RMMA PIAC August 13, 2019



1. Meet City safety requirements while not detracting from the aesthetics of the area
2. Support established small businesses and lessen challenges faced by other areas during their construction period
3. Minimize nearby resident and employer frustration during construction
4. Provide visitors with increased directional information during potentially chaotic period
5. Manage construction traffic, noise, parking and other issues as best as possible to maintain a pleasant live, work, play atmosphere



Construction Timing

Project	Groundbreaking*
Austin Energy Offices	Begun
Shorenstein Bldg/Parking Garage	September
Apartments	Fall 2019
Hotel	Fall 2019
Simond Avenue Extension	Begun

** All dates subject to change without notice*



Construction Staging, Fencing



Construction Fencing, Walkways Art

Primary Message: “Look what’s popping up at Mueller”

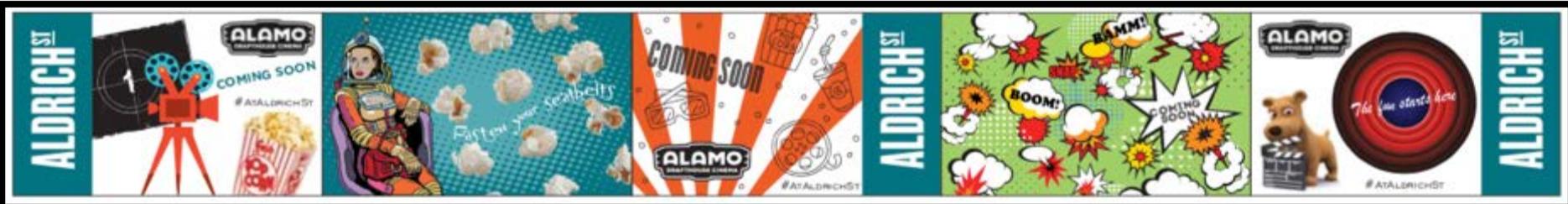
Secondary Message: “Pardon our progress as we add more pop to Mueller”

Imagery: Pop art images on fencing
Mueller photos stylized as pop art on walkways
Building renderings and broker signage
Tenant directory/directional signage

Actual



Draft



Concept Art

Construction Noise Mitigation

- Establish and maintain hotline, email address
- Notice delivered to closest residents, businesses
 - Mattie, Ruiz, Garcia, Berkman, Simond
 - Seton, Texas Mutual, AIR, Stantec, apartments, etc.
- Update construction FAQs
 - Maintain to respond to hotline, email
 - Post on MuellerAustinOnline.com, Town Square, AldrichStreet.com
 - Share with general contractors
- Proactive messages on Facebook, Messenger, Nextdoor
- Construction signage*
 - At Mattie/Robert Browning intersection to alert closest residents
- Regular area business construction update emails
- Briefing, information with CM Kathie Tovo's office
- Ask to limit construction activity during major events



- All contractor parking is designated in staging areas with possible overflow at NE corner of Barbara Jordan and Aldrich, just 1-4 blocks away from construction sites
- Briefings with general contractors and main sub-contractors about where construction workers can and cannot park
- Develop map, information to post at all staging area entrances, construction trailers
- Encourage residents and businesses to contact the hotline and use the 311 app to report bad parking behavior with photos, company information and license plate #s
- Catellus can impose penalties for our GCs
- ATD parking enforcement will continue to monitor area on-street parking



- Construction of the Shorenstein building is expected to begin in late-August
- Soto & Co. moving to food trailer area
- Move library and hammocks to Branch Park during construction
- Trees in planters moving to other parts of Mueller



**Proposed site for library, hammocks*

- Economic Development Department meeting ✓
- Aldrich Street tenants meeting and email (June ✓, August)
- Minority contractor associations ✓
- Mueller Commission presentation ✓
- Mueller Neighborhood Association presentation (August 17)
- Council Member Tovo Office briefing (late-August)
- Mueller residents via Messenger e-newsletter (August of September)
- Mueller employer emails (August or September)
- Nextdoor posting (August or September)
- POA Let's Talk (September)
- Cherrywood presentation (Fall)
- Delwood II presentation (Fall)
- Windsor Park presentation and email (Fall)
- JJ Seabrook presentation (Fall)

Selfie Wall

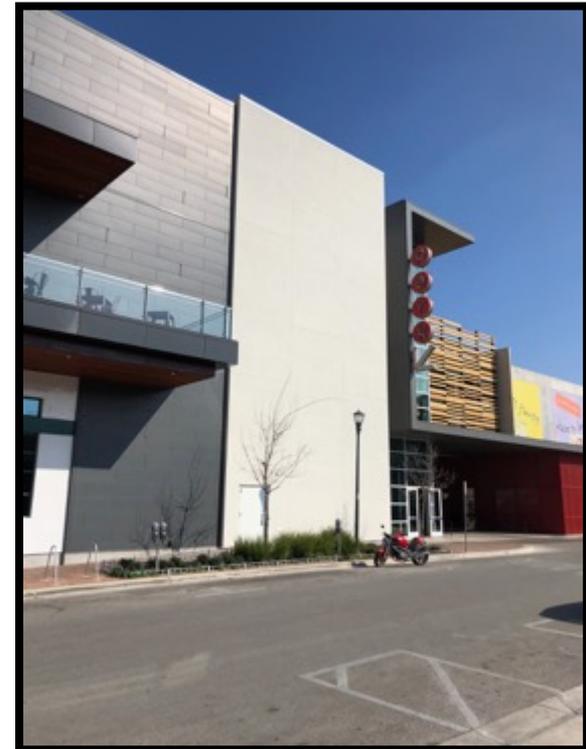
- Partnership with Travis County's student art contest from all districts within county; German-exchange student from Austin High one of winners
- Painted mural placed on stucco wall between McBee Garage and Colleen's Kitchen
- Launch in September with event

Numerous events where tenants can participate (dates subject to change)

- Bollywood Day: [Saturday, Sept. 14](#)
- Rock the Park Fall: [Fridays, Sept. 20, Oct. 25, Nov. 15](#)
- Aldrich Street Fair: [Friday, Sep. 27](#)
- Movies in the Park: [Fridays, Oct. 4 and 11](#)
- Fermentation Fest: [Sunday, Oct. 20](#)
- Thinkery's Gingerbread Run: [Saturday, Nov. 16](#)
- Holiday event: [Friday, Dec. 13](#)

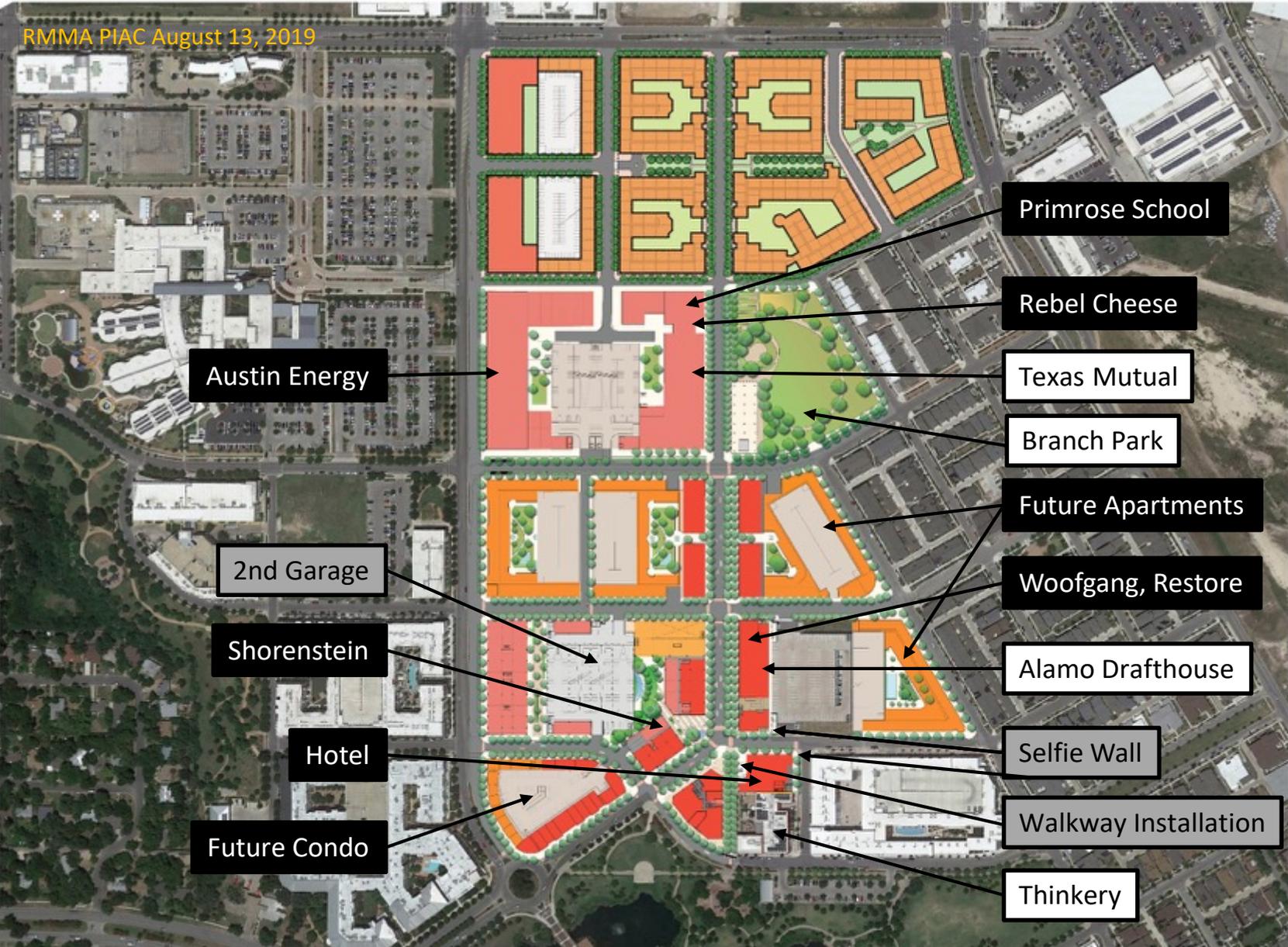
PR and Influencer Outreach

- Feature stories and listicle pitching
- Event calendar listings
- Outreach to bloggers



Thank you

RMMA PIAC August 13, 2019



Established

Infrastructure

Coming

Austin Energy

2nd Garage

Shorenstein

Hotel

Future Condo

Primrose School

Rebel Cheese

Texas Mutual

Branch Park

Future Apartments

Woofgang, Restore

Alamo Drafthouse

Selfie Wall

Walkway Installation

Thinkery