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## **ALDRICH OUTDOOR MARKET COMING TO MUELLER**

### **Outdoor Marketplace to Add More Retail to Mueller's Buzzing Dining and Entertainment District**

AUSTIN, Texas – April 23, 2018 – Central Texans can look forward to a new and eclectic expansion along [Mueller's Aldrich Street](#) with the addition of the Aldrich Outdoor Market, a selection of pop-up retailers and services that will provide even more local fun when it opens across from the Alamo Draffhouse this spring.

The first of several businesses planned include [Rocket Electrics](#), an electric bicycle rental company that will operate out of a shipping container. [Soto & Co.](#) will provide custom men's suits through appointments, tailoring each suit to fit customers' specifications. [Lemon Drop Children's Shop](#) will provide children's toys, clothes and accessories. Additional businesses are expected to open later this year.

The businesses, located along Aldrich Street south of Robert Browning Street, will be joined by the Aldrich Lending Library, a custom "take a book, return a book" outdoor free book exchange. The lending library will include a comfortable sitting area to provide a place to hang out, read and drink a favorite beverage from one of Aldrich Street's many eateries.

"We're proud to be able to bring our friends, neighbors and visitors from all over Central Texas a uniquely Austin shopping and entertainment experience right in the heart of Mueller," said Ken Blaker, senior vice president of [Catellus](#) Development, the master developer of Mueller. "With all of these local businesses joining Aldrich Street, almost all of Mueller's town center will be local."

Catellus will have the flexibility to shift the pop-up retailers to nearby sites in Aldrich Street as land is developed into future mixed-use buildings over time.

The Aldrich Outdoor Market will be joined by [Açaí Hut](#), [Lilla & Beth](#), [Lady Quackenbush's Cakery](#) and [Massage Heights](#) all scheduled to open between April and this summer.

The [Texas Farmer's Market at Mueller](#) (TFM) is expanding its offerings to include Wednesday nights, providing a convenient opportunity for those who live, work and play in East Austin to pick up fresh produce and dinnertime accoutrements. This expansion also means TFM will be the City of Austin's only weekday farmer's market. Partnering with the Sustainable Food Center, the organization also accepts SNAP Lonestar dollars, and \$1 is worth \$2 for these benefits on fresh fruits and vegetables. The new Wednesday night market will begin on May 2 from 5 to 8 p.m.

Parking for Aldrich Street is available through designated on-street parking and the [McBee Garage](#), which is \$1 an hour. Select Aldrich Street merchants will validate McBee Garage parking. There are also multiple bicycle racks in the garage and along the paseo.

**About Mueller:** Mueller is one of the nation's most notable new-urbanist communities located in the heart of Austin. The 700-acre site of Austin's former airport is being transformed into a diverse, sustainable, compatible, revitalizing and fiscally responsible master-planned community. Mueller is taking shape as a joint project between the City of Austin [Economic Development](#) department and Catellus Development over 10 to 15 years following nearly 20 years of extensive citizen input. Upon completion, Mueller will feature at least 5,900 single-family and multi-family homes, a mixed-use town center district known as [Aldrich Street](#), 4.4 million square feet of prime commercial space, including 750,000 square feet of local and regional retail space, 140 acres of parks and open space, plus Dell Children's Medical Center, the Austin Film Studios, The Thinkery, H-E-B and the Austin ISD Performing Arts Center. For more information, visit [www.MuellerAustin.com](http://www.MuellerAustin.com), find us on Facebook at [www.facebook.com/MuellerAustin](https://www.facebook.com/MuellerAustin) and follow us on Twitter [@MuellerAustin](https://twitter.com/MuellerAustin).

**About Catellus:** Catellus is a national leader in mixed-use development, solving some of America's most complex land challenges. With nearly 30 years of experience as a master developer, Catellus has transformed former airports, military bases and urban industrial sites into thriving retail, residential and commercial communities. These projects, which often include substantial public amenities, add economic, social and environmental value to the communities they serve. Catellus has both the financial strength and development expertise to turn vision into reality at even the most demanding development sites. For more information, visit [www.catellus.com](http://www.catellus.com).

**About the City of Austin, Economic Development Department – Redevelopment:** The City's Economic Development Department, formed in 2002, has led redevelopment, small business development, business recruitment, international economic development, and the cultural arts, music and film programs for the City. With a focus on regenerating key assets of the city, Economic Development has implemented catalyst redevelopment projects, including the Seaholm District, Second Street Retail District, and the Mueller Redevelopment, an award-winning national model for responsible urban planning and development. Visit [www.austintexas.gov/ecodev](http://www.austintexas.gov/ecodev).

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