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## **ADDITIONAL RETAILERS TO JOIN MIX AT MUELLER**

### **30-Year-Old Local Business Receives Boost from BiGAUSTIN**

AUSTIN, Texas – Apr. 27, 2007 – The latest additions to Mueller’s regional retail component at I-35 and 51<sup>st</sup> Street include locally-owned Hair Corner Salon (HCS), Austin new-comers Doc Green’s Salads & Grill and DOTS, and others including Chipotle Mexican Grill, Family Christian Store, PetSmart and Which Wich.

HCS, an Austin hair salon in business for nearly 30 years will open for business this summer along with [Chipotle Mexican Grill](#) which serves burritos, tacos and more, [Doc Green’s Salads & Grill](#), a salads, sandwiches and soups eatery and [Which Wich](#), a fresh and innovative concept featuring superior hot sandwiches. [DOTS](#), offering the latest looks for women that fit all lifestyles, [PetSmart](#) and [Family Christian Store](#) will also add variety to the retail options at Mueller.

“The regional retail center at Mueller is a destination for Austin, providing a wide variety of options for shoppers and residents alike while contributing to the economic vitality of this new development,” said David Ross vice president of Catellus Development Group, master developer of Mueller. “We are excited to welcome our first locally owned businesses to Mueller. Integrating local retailers with larger regional retailers creates a vibrant atmosphere and helps ensure these business succeed at Mueller.”

Catellus, with assistance from consultants and key community leaders, has worked to find Austin-based retailers who are interested in capitalizing on Mueller’s central location and regional draw.



After learning about Mueller from a friend who attended a Catellus retail presentation, Renia Harris, founder and owner of HCS began looking into the possibility of relocating her business to Mueller. To help make the move possible, Harris contacted BiGAUSTIN, a non-profit organization that helps local businesses develop and succeed. With a loan and services provided by BiGAUSTIN, Harris is moving her 30-year-old, 4-chair salon to a more visible 8-chair salon and spa that will offer her clients an upgraded experience.

“My family and my clients, many who have been with me for more than 20 years, are ecstatic about the move and the new facilities,” said Harris. “A brand new customized space at Mueller will enable me to offer enhanced services to my existing clients and bring in new clients.”

“Mueller has successfully created a means for businesses like HCS to grow and enhance their service to the community,” said Claudia Conner, financial development officer for BiGAUSTIN. “HCS now has the opportunity to be a trailblazer for other local and small businesses and is also setting a precedent for other women-owned businesses in Austin.”

Already open to the public in the first phase of Mueller’s regional retail center are Bed Bath & Beyond, Best Buy and Marshalls, which will soon be joined by The Chair King and Shoe Pavilion.

The regional retail center is the economic catalyst for development of the entire Mueller community, providing many of the resources to support community goals of the master plan, such as sustainability, affordable homes, parks and greenways and green building design elements. The regional retail center’s location along I-35 is an ideal buffer for future residents of Mueller and will provide local, regional and national destination shopping for historically under-served Central and East Austin.

Each building will meet or exceed Austin’s Green Building requirements and feature high-end architectural standards on all sides, including Texas limestone, glass and brick. Catellus will also display a prominent public art project along I-35, offering extensive ingress/egress access to the site and providing pedestrian-friendly parking spaces that feature one tree for every four parking spaces. These higher standards will set Mueller retail apart from other typical projects throughout Austin.



Catellus will participate in the 2007 Austin Independent Business Alliance (AIBA) Trade Show on May 15 at St. Edwards University and is currently developing plans for a co-sponsored event with BiGAUSTIN.

**About BiGAUSTIN**

BiGAUSTIN is the leading non-profit micro-enterprise development organization in Central Texas providing entrepreneurial education, tailored business counseling and flexible loans for small business owners. Since 1995, BiGAUSTIN has helped thousands of business owners turn their dreams into reality by offering cutting edge, comprehensive small business solutions. For more information on BiGAUSTIN, visit [www.bigaustin.org](http://www.bigaustin.org). Jeannette Peten is the founder and CEO of BiGAUSTIN.

**About Mueller**

Mueller will be developed over 10 to 15 years and is expected to include up to 4,600 single-family and multi-family living units, a mixed-use town center, an elementary school, the 32-acre campus of the Dell Children's Medical Center of Central Texas, 3.8 million square feet of office space, 650,000 square feet of retail space, a central transit corridor that provides for a possible extension of mass transit service, more than 140 acres of open space and a pattern of landscaped streets designed to support pedestrians and bicycles. For more information, please visit [www.MuellerAustin.com](http://www.MuellerAustin.com).

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