

Connecting Neighborhoods and Future Proofing

Hancock, Cherrywood, Wilshire Wood, Delwood



What we heard

- Walk-, bike-, transit-friendly magical neighborhoods
- Mix of institutions and businesses, proximity to UT
- Year-round outdoor focus, artistic and creative
- No consensus plan, vision, and design
- I-35 divides the area. Expansion will further divide us
- Construction disruption and displacement



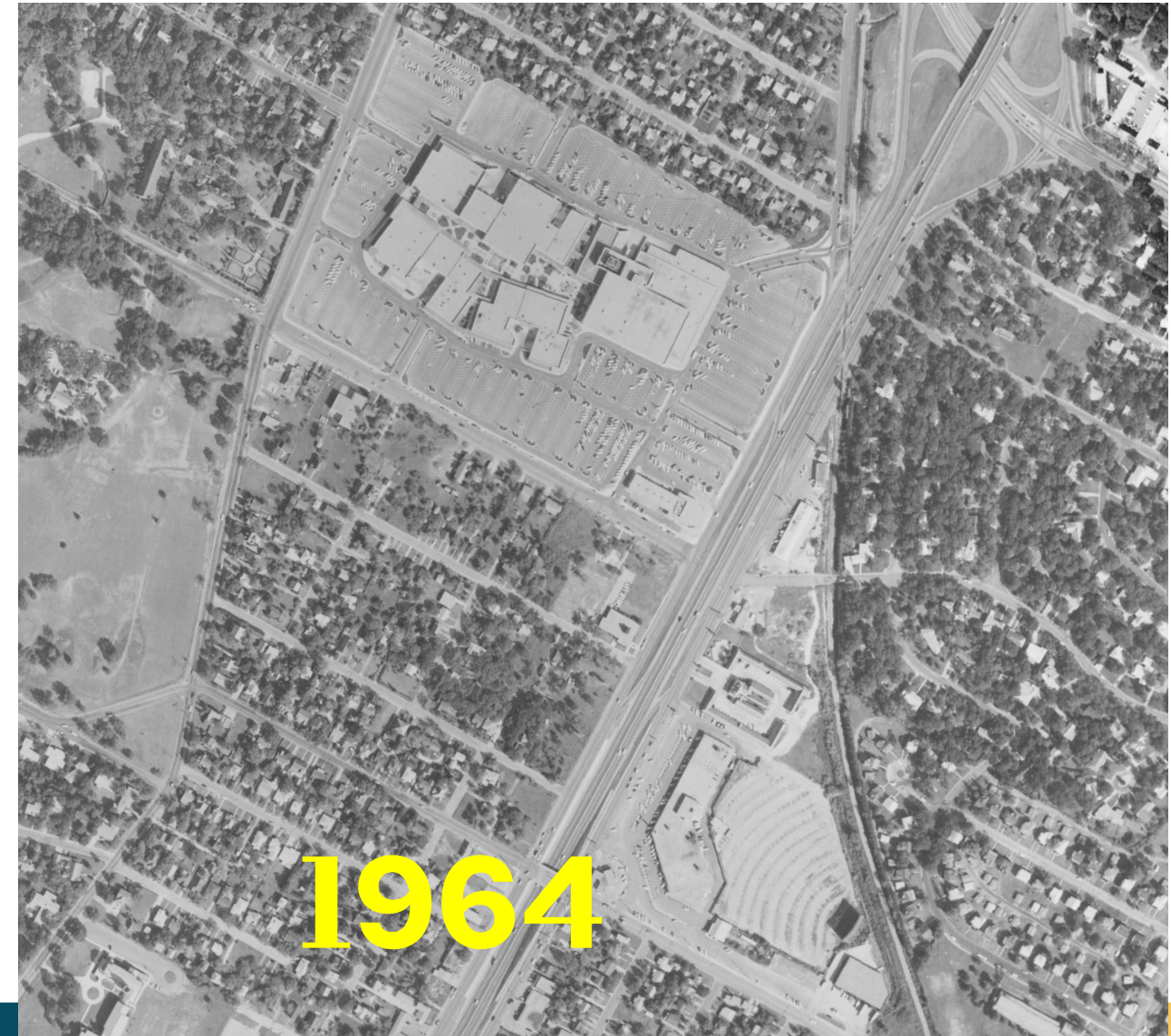
You told what you want

- A vibrant village center
- A strong sense of place
- Inviting I-35 pedestrian crossings and connections

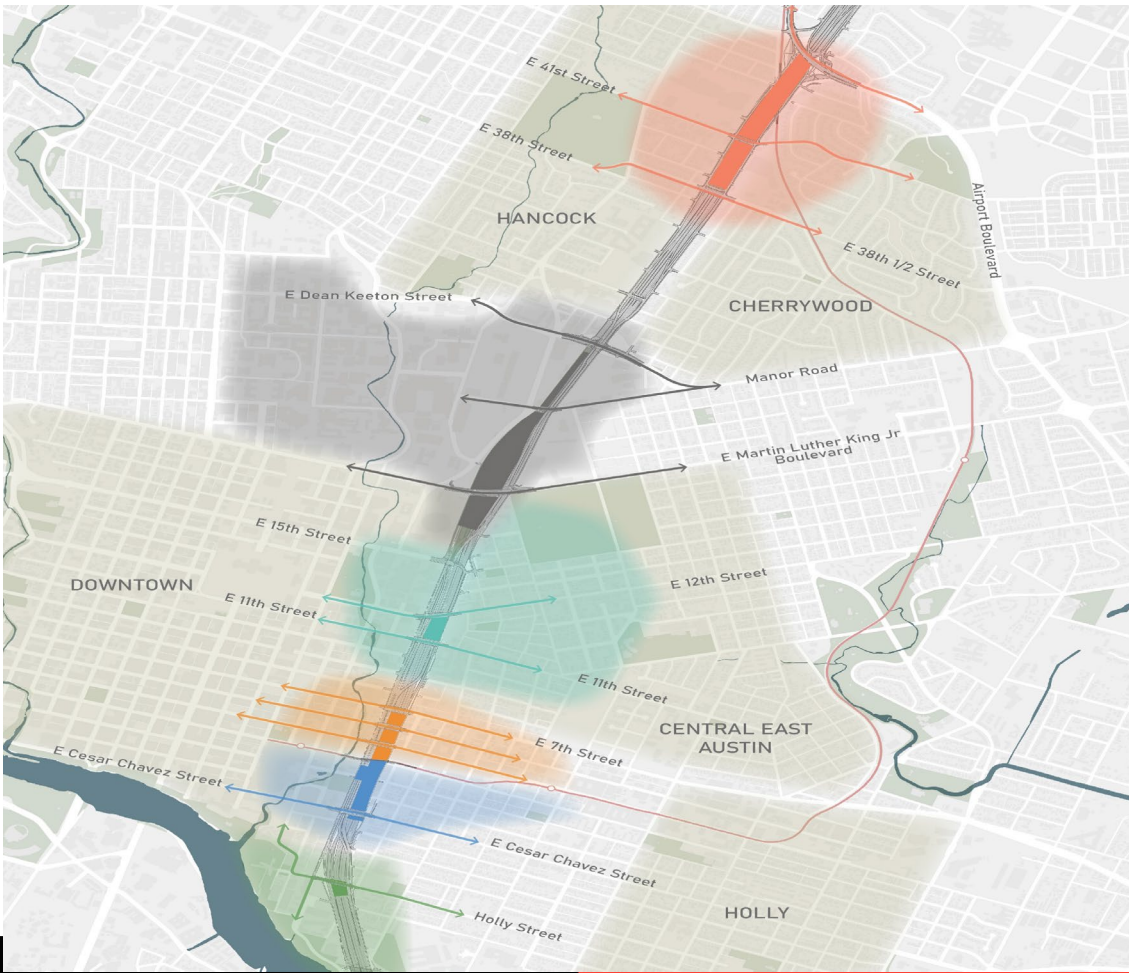


Design Principles

I. Future-Proof



2. I-35 healing

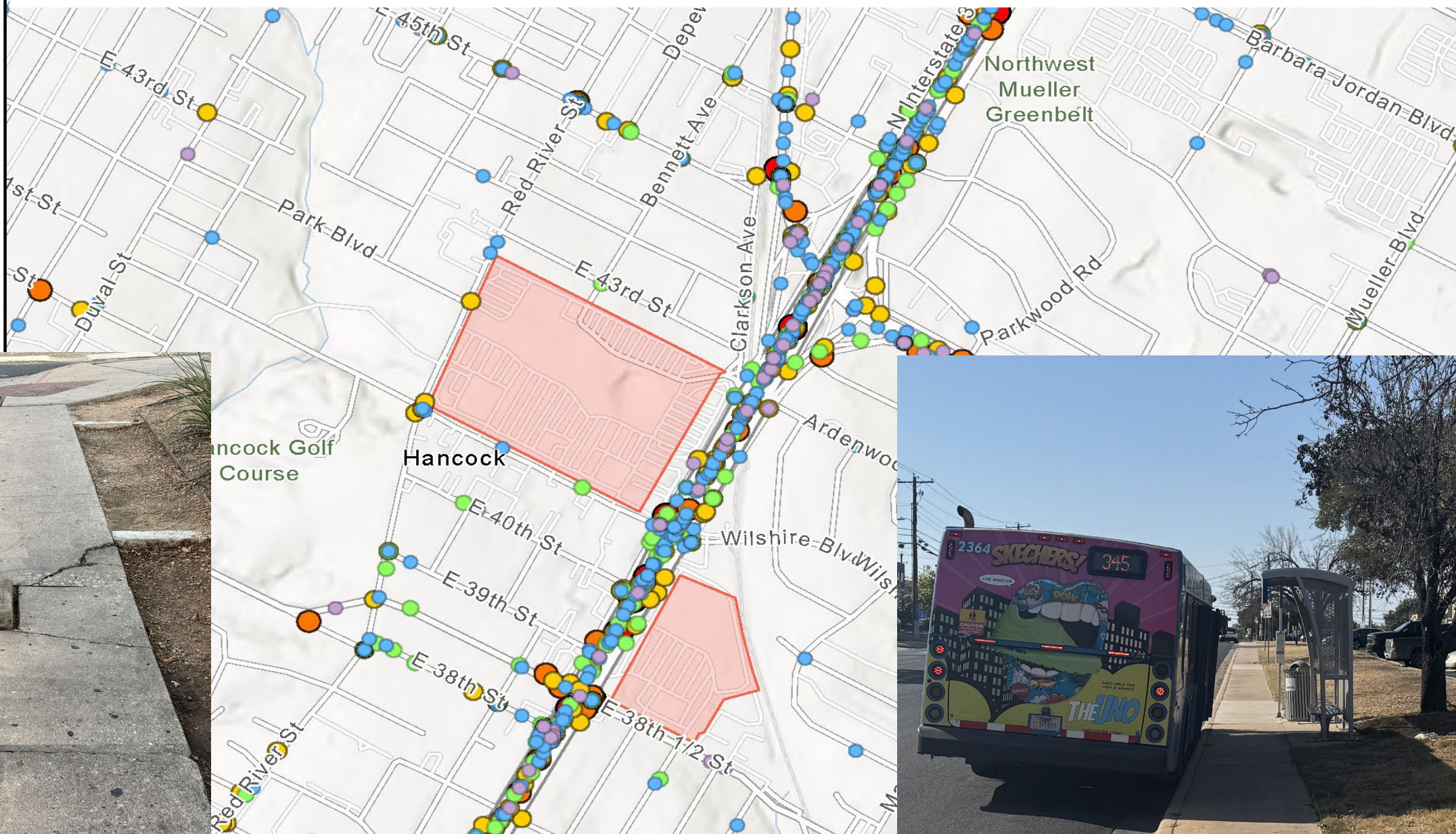


3. Connect across I-35



4. All travel modes

- Legend**
- Crash Severity
- Fatality
 - Incapacitating Injury
 - Non-Incapacitating Injury
 - Possible Injury
 - No Injury
 - Unknown



5. Local and local serving business



6. Affordable & attainable housing



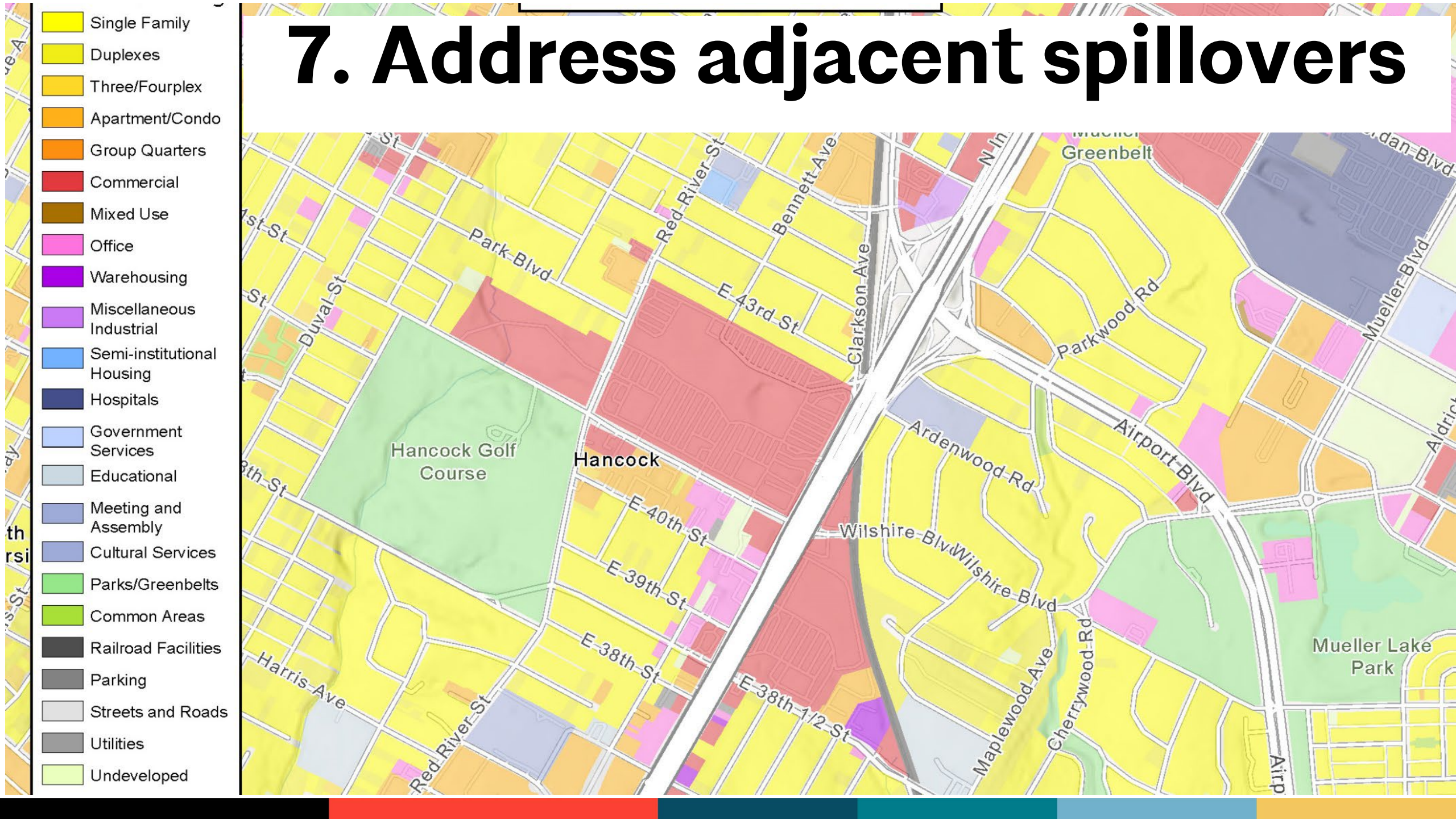
**Alma
Cherrywood**

**1-Bedrooms
Starting at \$1099**

(737)-345-4678



7. Address adjacent spillovers



8. Sense of Place



9. Mitigate construction disruptions



Housing Regulatory Principles

- Focus in **mixed-use** areas
- Encourage **affordable and attainable** housing
- **Simplify** affordable housing density bonuses
- Address **spillovers** to naturally occurring affordable housing
 - Red River to Clarkson at E. 43rd to E. 44th Sts. (zoned 1 family)
 - Red River to Frontage at E 39th to E 40th Sts. (zoned community commercial, multifamily medium density, and limited office)
 - No net loss attainable or affordable
 - Regulatory and city anti-displacement investments

Mixed-Use Regulatory Principles

- Build on ***Our Future 35 Program: Connecting Austin Equitably Mobility Plan***
- Develop collaborative and consensus design standards
- Allow flexibility when core design standards met
- Leverage community needs
- Provide necessary incentives (regulatory and tax)
- Equitable Transit Oriented Development (ETOD)
 - For Gold Line at Hancock Center
 - For anticipated eventual Red Line stop @43rd St
 - Higher density and height than past TOD program

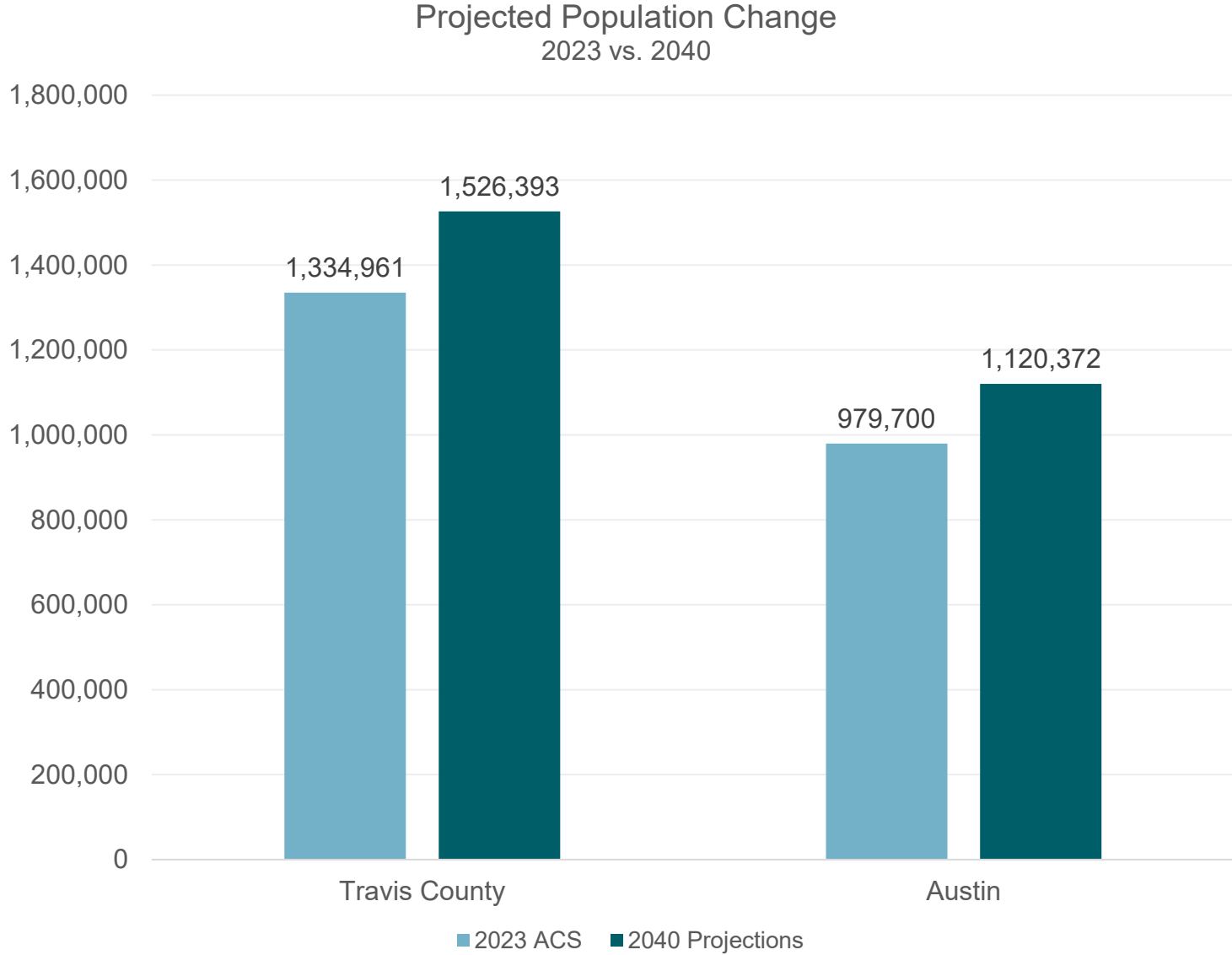
The Business Case

Austin Continues to Grow

By 2040:

140,000+ new residents

70,000+ new housing units.



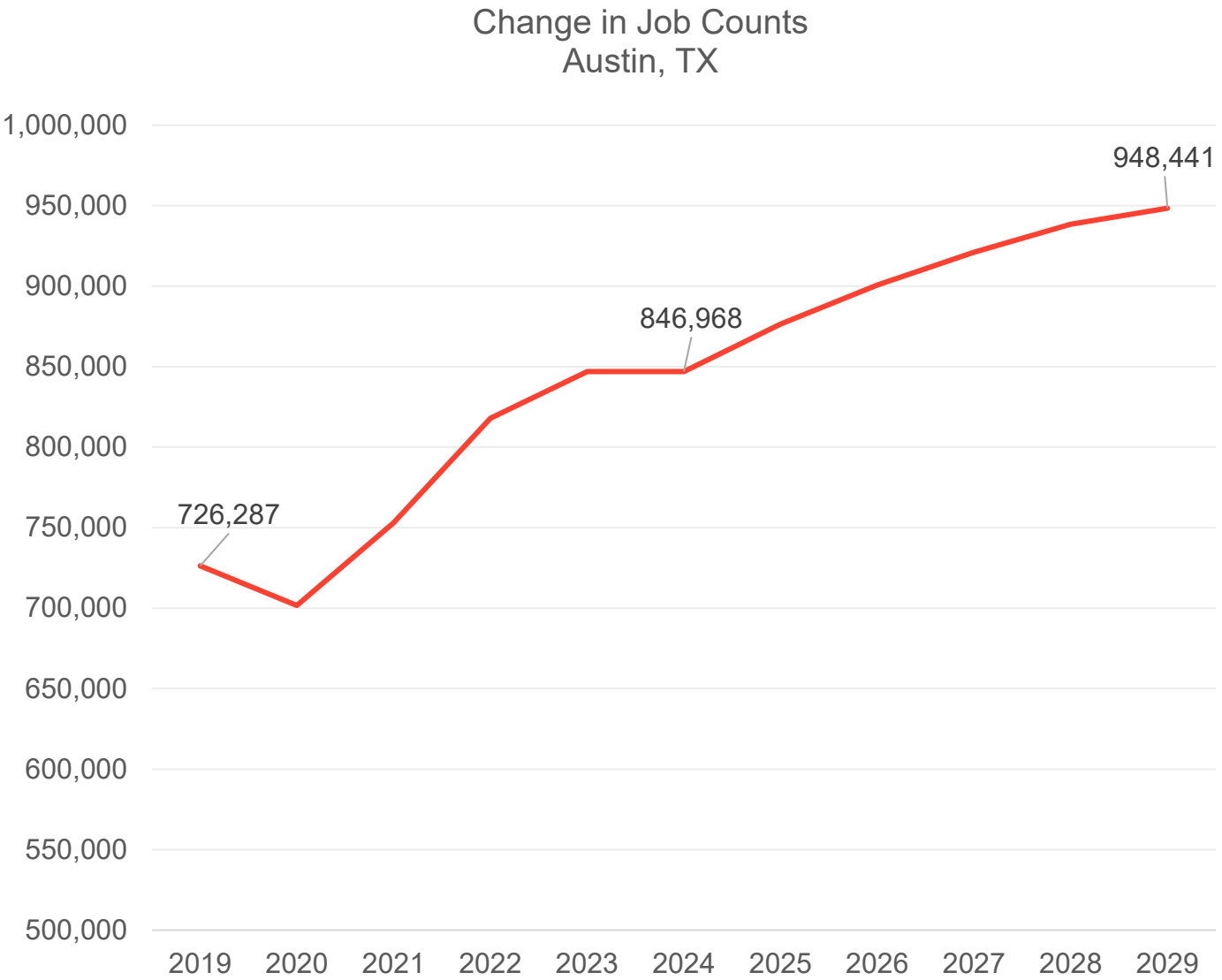
Source: US Census ACS 2023, Texas Demographic Center, DAT Team.

Austin Continues to Grow

By 2030:

100,000+ new jobs.

12% increase compared to 9% statewide.



Source: LightCast, 2025.

Who can afford to live in Austin?

	2018	2023	
Median Household Income	\$71,543	\$91,501] Affordable to the Median: \$336,500 purchase price \$2,287/month in rent
Median Home Value	\$365,500	\$600,600	
Median Gross Rent	\$1,314	\$1,764	
% of Cost Burdened Renters	47%	50%	

Source: US Census ACS 2023, DAT Team.

Who can afford to live AND work in Austin?

Median rent in Austin is \$1,764 as of 2023 for all rental units in the city.


Average rent for units built in East Austin/Midtown since 2022 is around \$2,000.

Industry	2019-2025 Change	Annual Median Salary	Affordable Monthly Rent	Afford the median?
Management	36,005	\$124,350	\$3,108	Yes
Business and Financial Operations	21,614	\$79,570	\$1,989	Yes
Computer and Mathematical	13,559	\$108,730	\$2,718	Yes
Transportation and Material Moving	10,778	\$42,963	\$1,074	No
Healthcare Practitioners and Technical	7,754	\$97,500	\$2,437	Yes
Installation, Maintenance, and Repair	5,227	\$53,873	\$1,346	No
Construction and Extraction	5,002	\$54,370	\$1,359	No
Healthcare Support	3,797	\$40,181	\$1,004	No
Sales and Related	2,719	\$50,714	\$1,267	No
Production	2,379	\$43,017	\$1,075	No
Building and Grounds Cleaning and Maintenance	2,186	\$35,486	\$887	No
Educational Instruction and Library	2,014	\$64,678	\$1,616	No
Personal Care and Service	1,872	\$33,878	\$846	No
Community and Social Service	1,812	\$56,518	\$1,412	No
Protective Service	1,609	\$57,367	\$1,434	No

Source: LightCast 2025, DAT Team.

How do we reflect this in our Vision and Principles?

What we heard from you:


- **More Housing**
 - **Mix of Unit Types and Sizes**
 - **More Affordable Housing**
 - **Density with Benefits**
- 

Growth is Coming.

Leverage It. Shape It.

How do we reflect this in our Vision and Principles?

What we heard from you:

- **Residential**
 - **Employment Anchor**
 - **Retail and Restaurants**
 - **Mixed Use**
- 

The impacts of multifamily development in Greater Austin.



**31,000 new
housing units
in 2024.**



**Increase in
Vacancy**

**Decrease in
Rents**

Source: CoStar 2025, Greater Austin Market.

The story is the same for East Austin/Midtown markets.



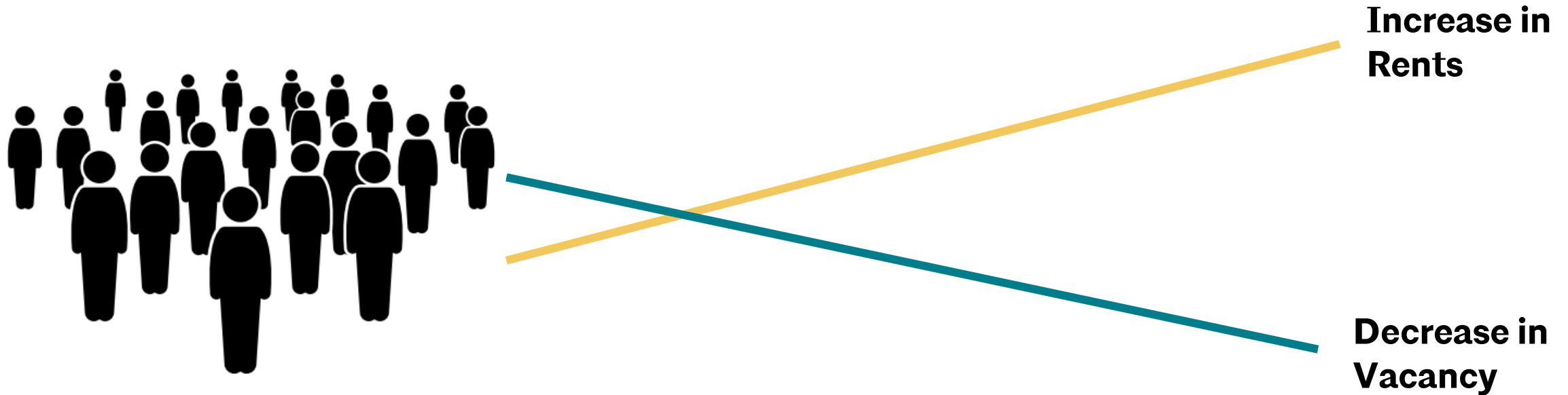
**5,400 new
housing units
in 2024.**



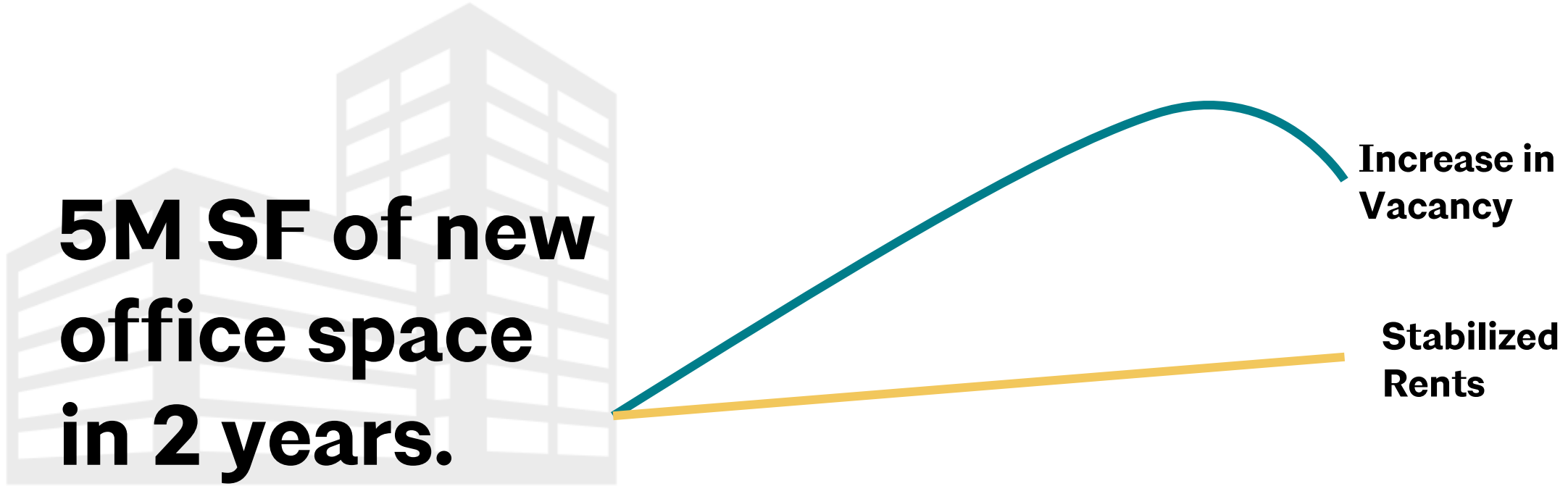
**Increase in
Vacancy**

**Decrease in
Rents**

This is unlikely to be your story for long.



Office demand is also likely to return, start preparing now.

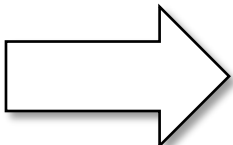


Source: CoStar 2025, Greater Austin Market.

Anchoring the plan with economic opportunity.

How do we work together across the neighborhoods to create something big?

Industry	Change in Jobs
Professional, Scientific, and Technical Services	28,224
Management of Companies and Enterprises	14,416
Health Care and Social Assistance	14,318
Administrative and Support Services	13,761
Construction	8,413
Government	7,445
Information	7,190
Finance and Insurance	6,830
Manufacturing	6,617
Other Services	3,482
Transportation and Warehousing	3,171
Retail Trade	2,792
Educational Services	2,505
Real Estate and Rental and Leasing	2,168
Arts, Entertainment, and Recreation	1,925

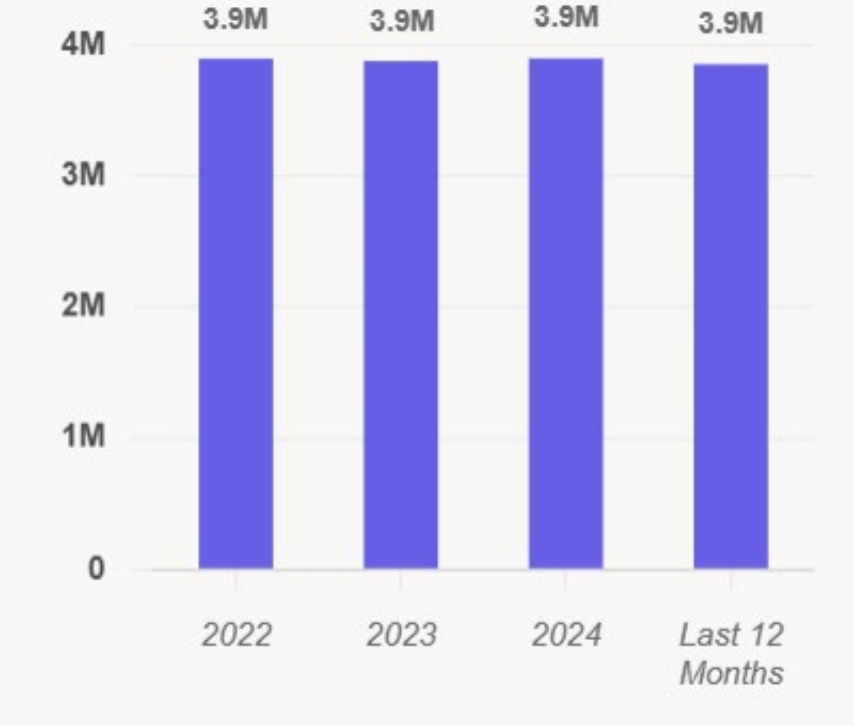


Source: LightCast, 2025.

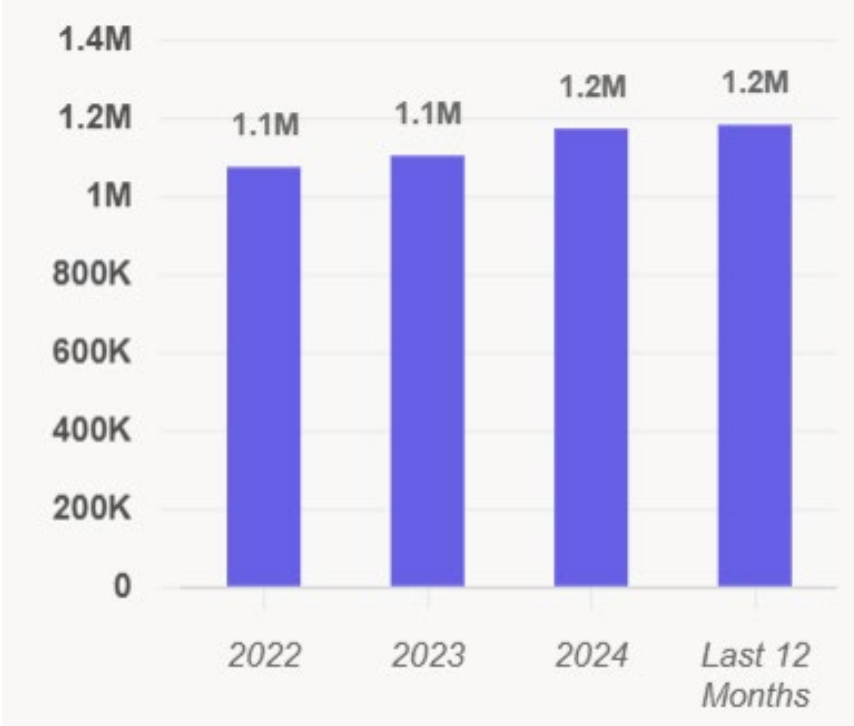
Create the Place.

Hancock and Delwood Centers are already drawing local and regional visitation.

Hancock Center Visitation



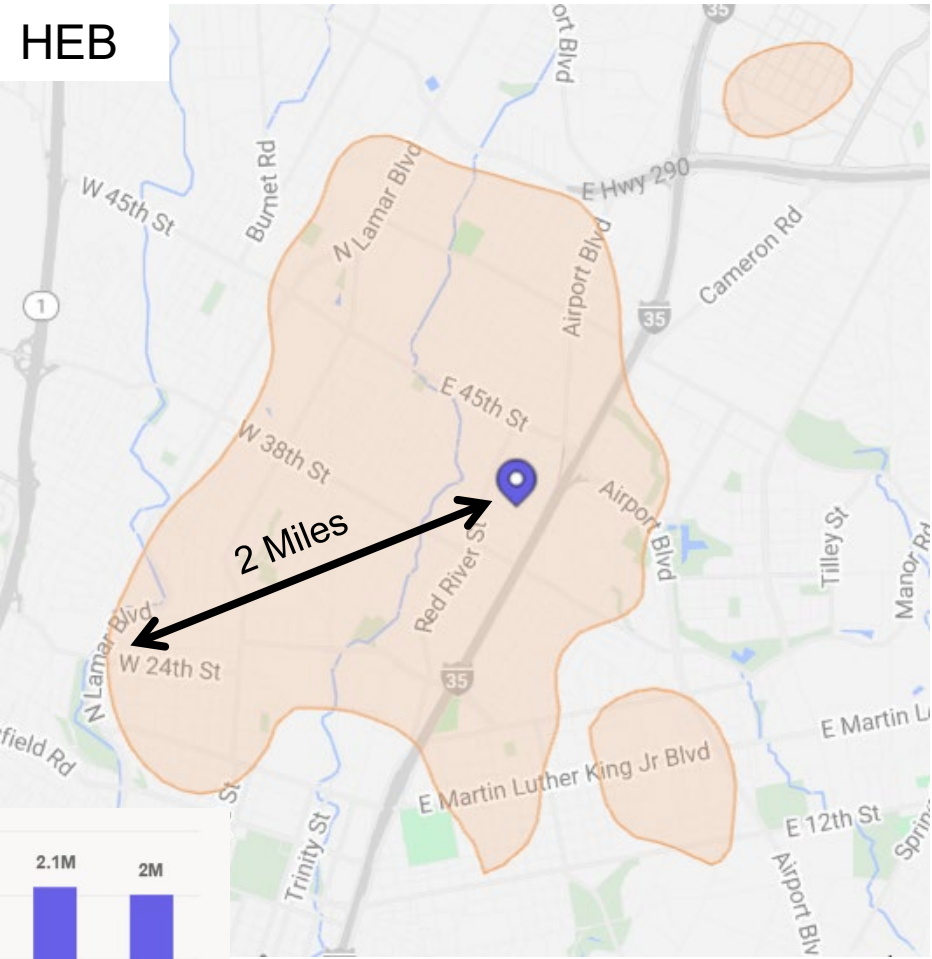
Delwood Shopping Center Visitation



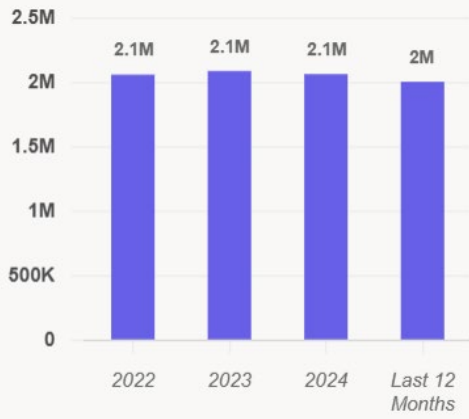
Source: Placer AI.

Food as a Central Anchor.

HEB

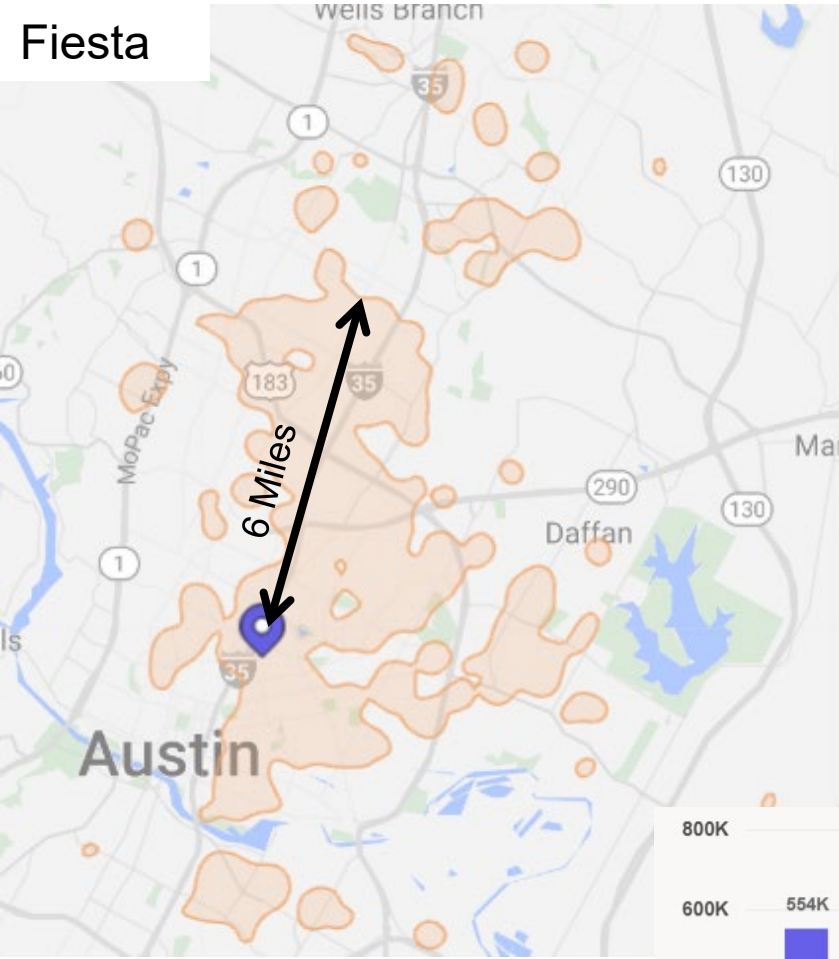


2 Miles



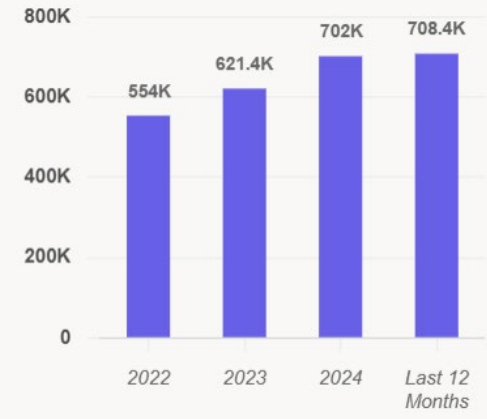
Source: Placer AI.

Fiesta



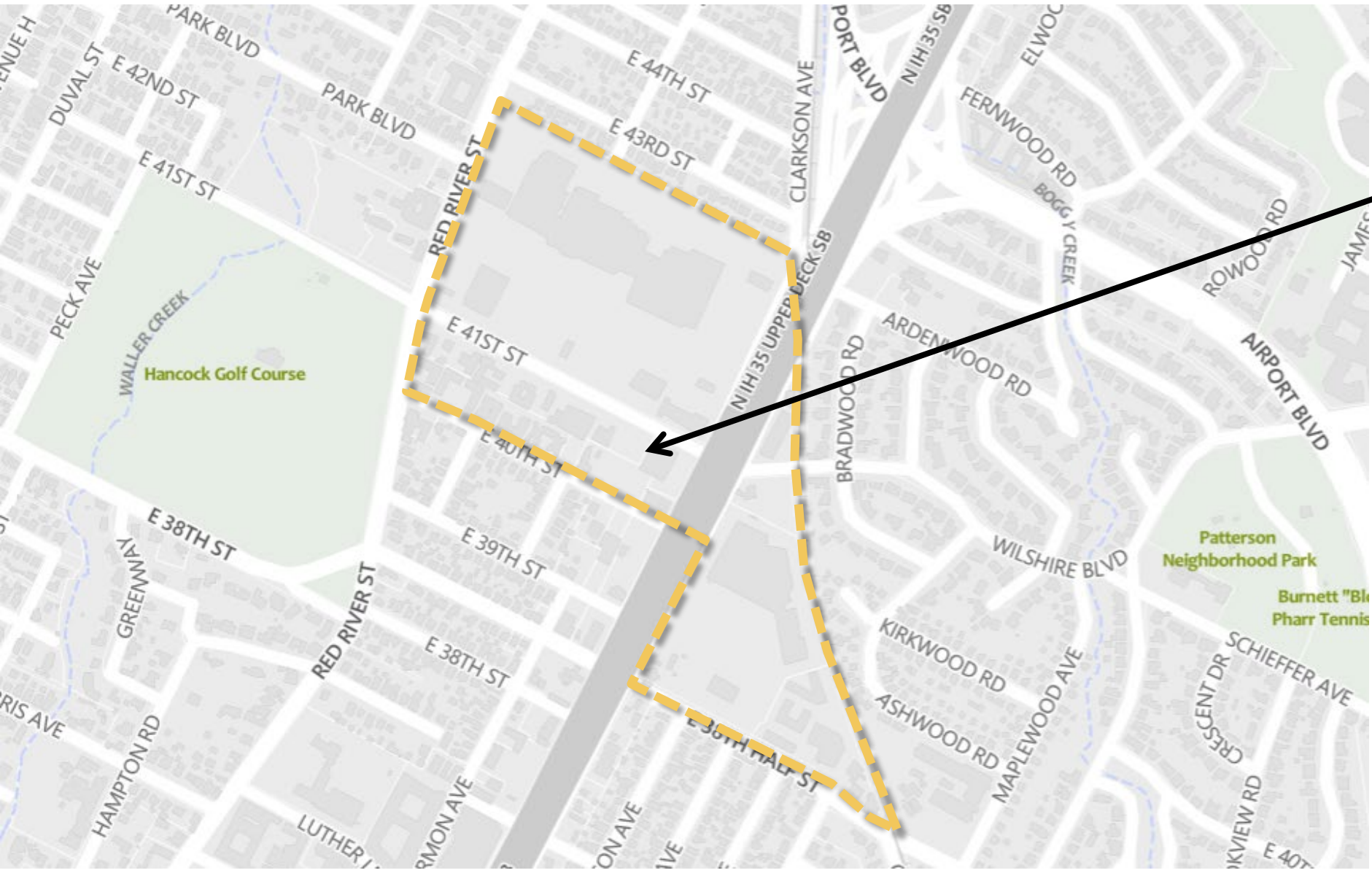
6 Miles

Austin



Where do HEB and Fiesta draw 50% of their customers from?

The value proposition.



**Current
Market Value***

\$183M

Living near an urban park or specialty park could boost values 2% - 8%.

Living near transit can increase values up to 45% depending on the quality of the transit.

*Note – Removes Central Health portion of Hancock Center. Market value not equal to taxable value.

The value proposition.

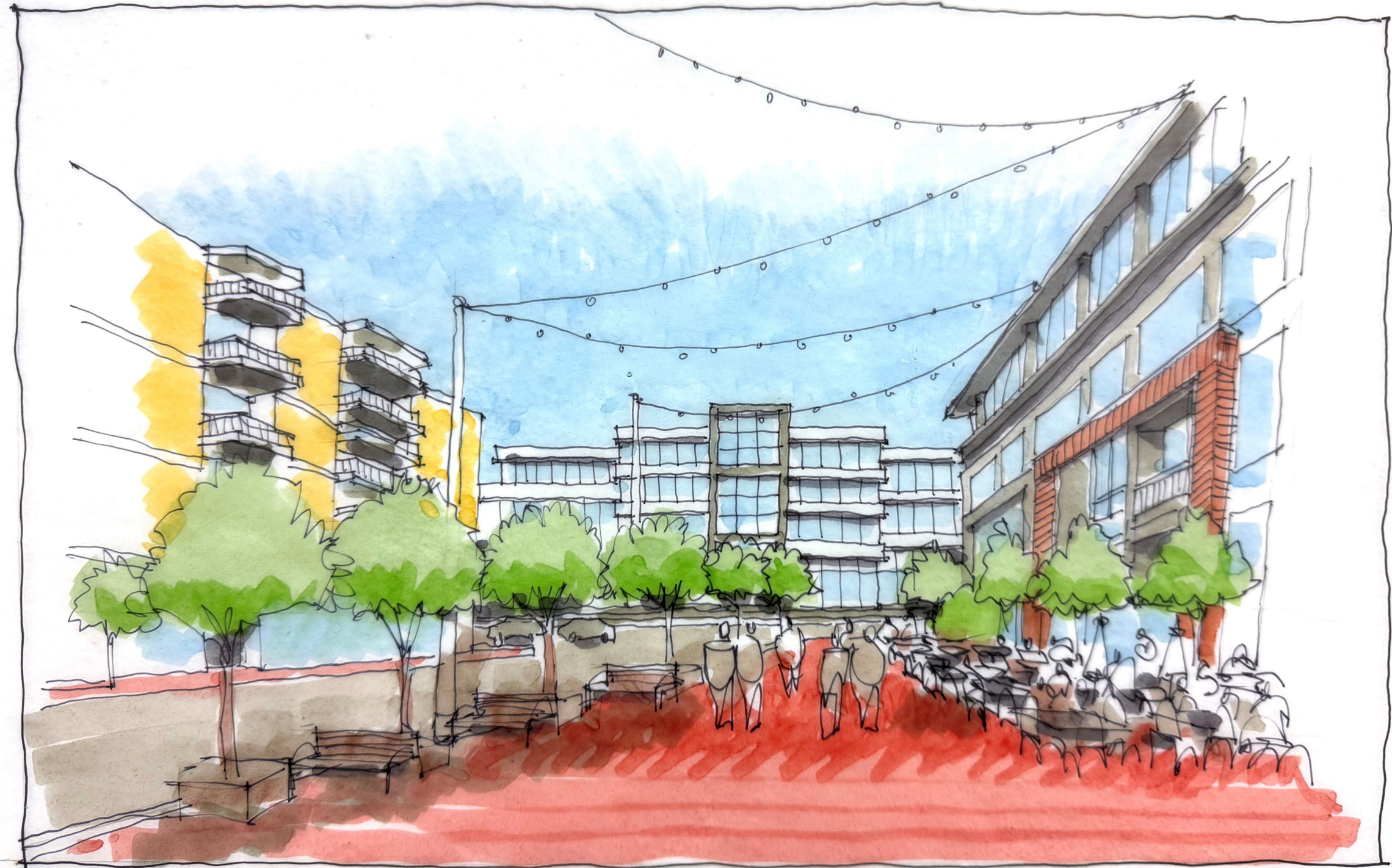


Projected
Market Value*

\$1-1.2B

*Note – At minimum density, could be increased. Assumes Central Health remains. Market value not equal to taxable value.

Designing Connections

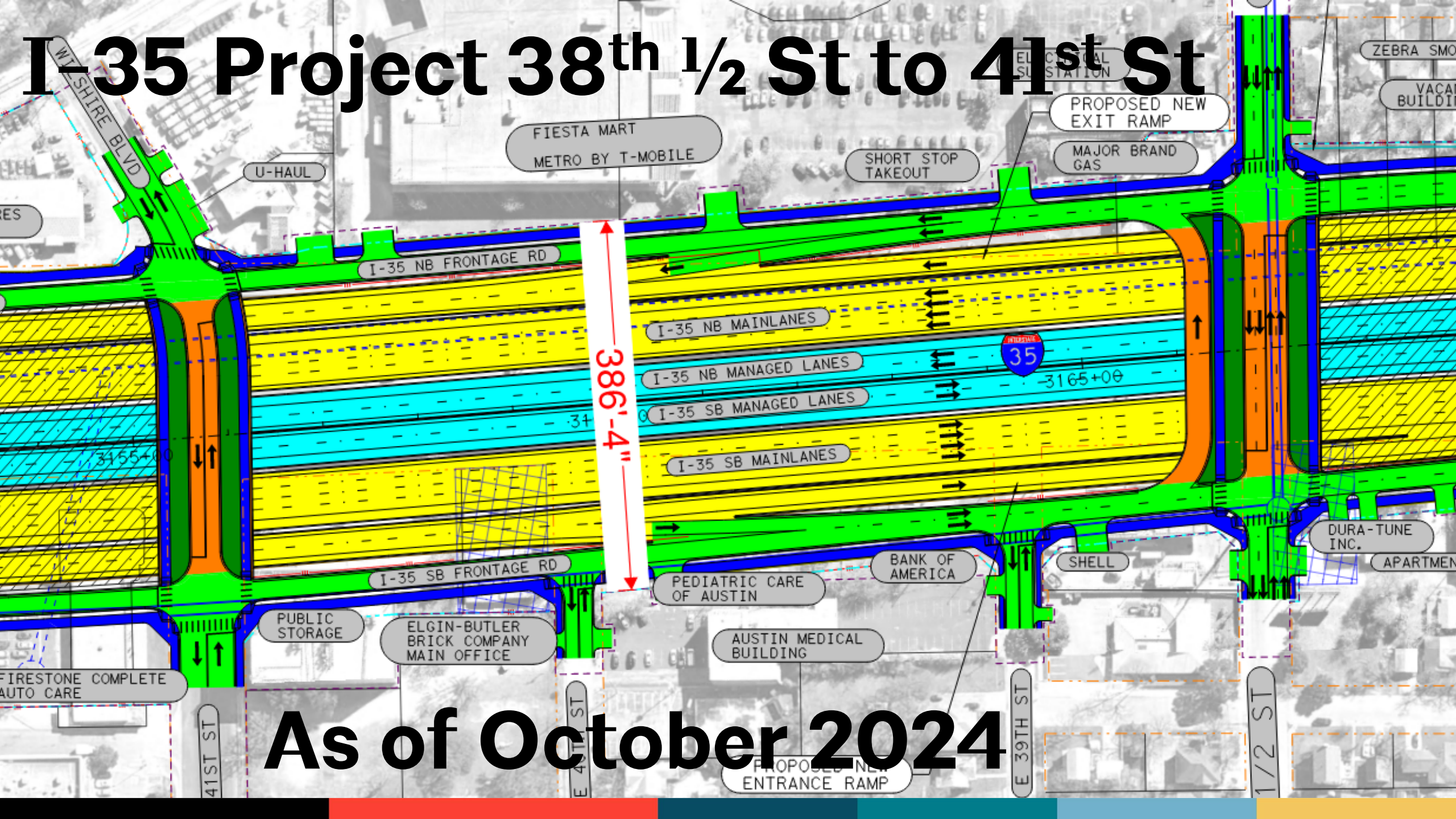






ALL CAPS: Existing Proposal

I-35 Project 38th 1/2 St to 41st St



As of October 2024



THE Z-LINE

THE FASTEST WAY ACROSS THE BAY!



Zero to 85mph in 4.6 seconds with no carbon emissions? It's true! Serving The Ferry Building, Downtown Oakland, Ashby BART, and Jack London Square Amtrak. Become a Zip-Line Commuter!



Postcard designed and Steve Lambert called architects, city planners and transportation engineers. "What would you do if you didn't have to worry about budgets, bureaucratic politics or politics?" Steve had their imagination work their magic, "strategic and graphic" and suggested by the artists to create this poster series.

Steve and Packard would like to thank:

<small>Steve Lambert, SF Mountain Recreation Department</small>	<small>John Perreault, Public Administration</small>
<small>Paul Stone, SF Transit, Dept. of Transportation, SF, Berkeley</small>	<small>Tom Rasmussen, Oakland City, BART</small>
<small>Paul Young, SF Transit, Dept. of Transportation, SF, Berkeley</small>	<small>James Reynolds, City of Alameda</small>
<small>Steve Lambert, SF Mountain Recreation</small>	

Received a public panel discussing future visions for San Francisco, sponsored by Larkin City and the San Francisco Arts Commission. Find out about a poster book designed by the artist! Go to www.sanfranciscoarts.com/poster

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Image courtesy Steve Lambert and Packard Jennings. "Postcards from our Awesome Future"

38^{1/2} to 41st Street



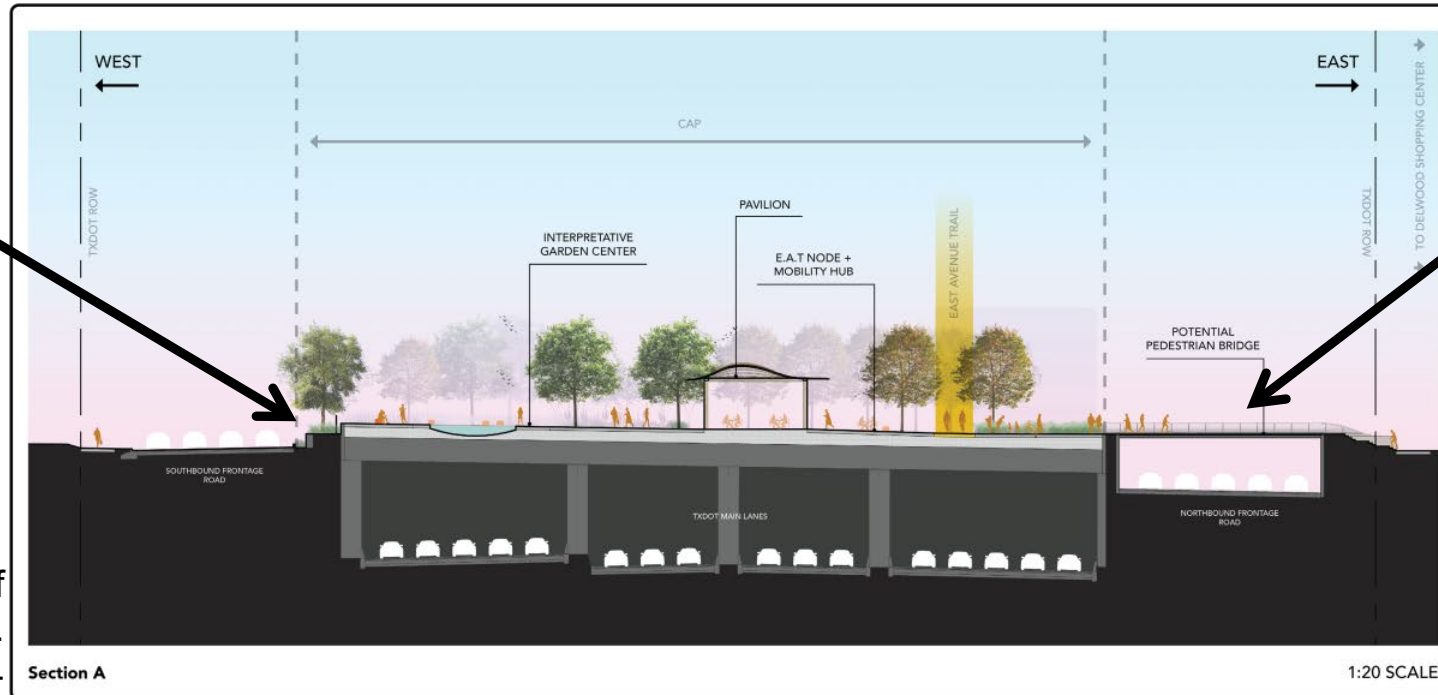
Images courtesy of
Our Future 35.
October 2024
Plans



38^{1/2} to 41st Street



Elevated up to 14 feet.
Accessible from 38th
1/2 St, 41st St, and new
pedestrian flyover.



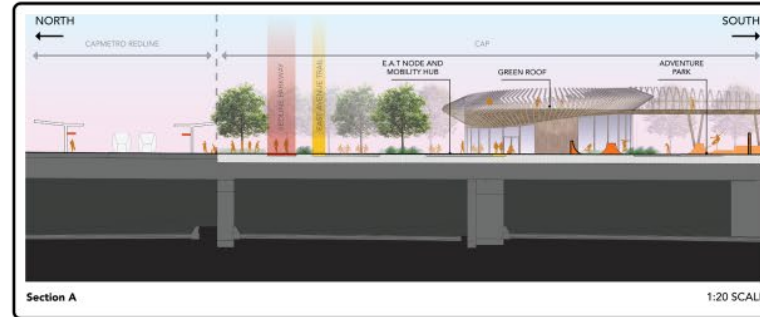
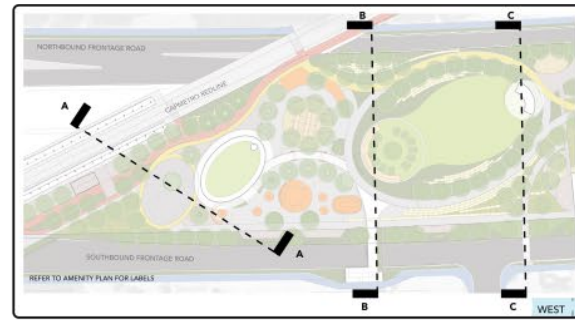
Pedestrian
bridge above
60-foot
trench/frontage
road



Images courtesy of
Our Future 35.
October 2024
Plans

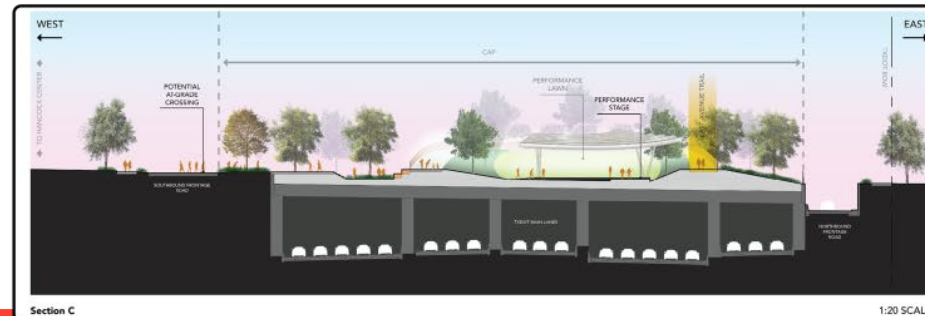
Architects
Foundation

41st to Red Line



Significantly elevated. Serves Red Line Parkway. Reconsider Ops/Maintenance bunker to reduce elevation.

Images courtesy of Our Future 35. October 2024 Plans





Crestwood Road

Airport Boulevard



Crestwood Road

Airport Boulevard



cap



Crestwood Road

Airport Boulevard

cap

Elevated cap in some locations

3, 14' lane frontage road AND highway ingress/egress lanes that are changing grade

Crestwood Road

Airport Boulevard



cap

Elevated cap in some locations

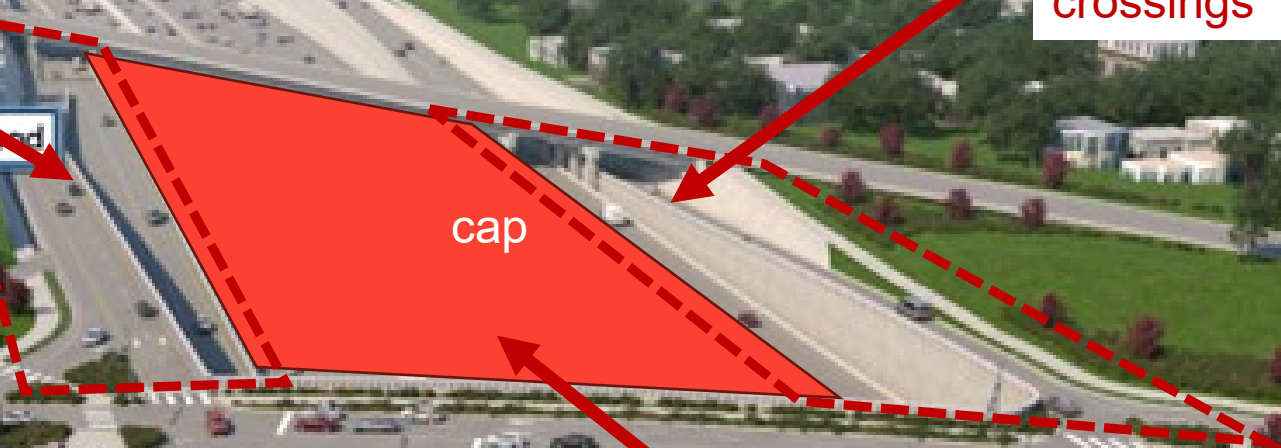


3, 14' lane frontage road AND highway ingress/egress lanes that are changing grade

60+ feet to the gap and challenging intersection crossings

Airport Boulevard

Crestwood Road



cap

Elevated cap in some locations

ALL CAPS: Full Park Proposal








Requires substantive changes to TxDOT's current plans: ramp consolidation and frontage road relocation/elimination.







	Key Bikeway/Transit
	Neighborhood Connection
	Red Line Rail/Parkway
	Hancock/Cherrywood Station
	Northern Cap/Eastern Ave Trail

ALL CAPS: The Wedge



8-STORY CORPORATE HQ OVER H.E.B. + COMMUNITY GARDEN W/ LANDSCAPED BUFFER

MIXED USE 6

MIXED USE 6

CENTRAL HEALTH
RES. 6

MIXED USE 4 6

MIXED USE 4 6

MIXED USE 4 6
RES. 6

1-2 STORY RESIDENTIAL

1ST STREET

RES. 6

RES. 6

RAIL
RED LINE PARKWAY

1-2 STORY RESIDENTIAL

1-2 STORY RESIDENTIAL

RES. 6

RES. 6

REC CENTER

EAST AVE TRAIL ADJACENT TO FRONTAGE ROAD

RES. 6

3 STORY RES OVER PARK

PIESTA

LOW RISE HOUSING
LANDSCAPED BUFFER



41st St
 Hancock
 Recreation Center

Red River St

43rd St

Hancock/Cherrywood
 Station

Becker Plus






Wilbert Plus

40th St

38th 1/2 St

39th St

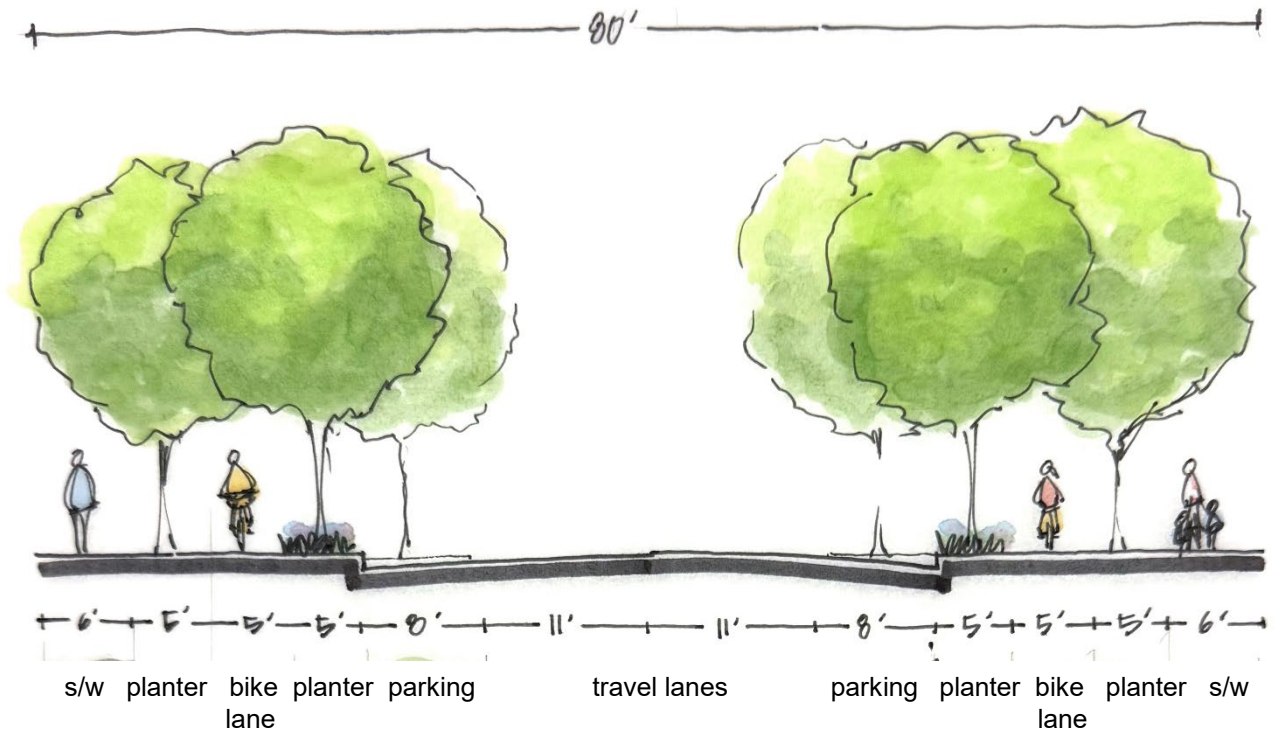
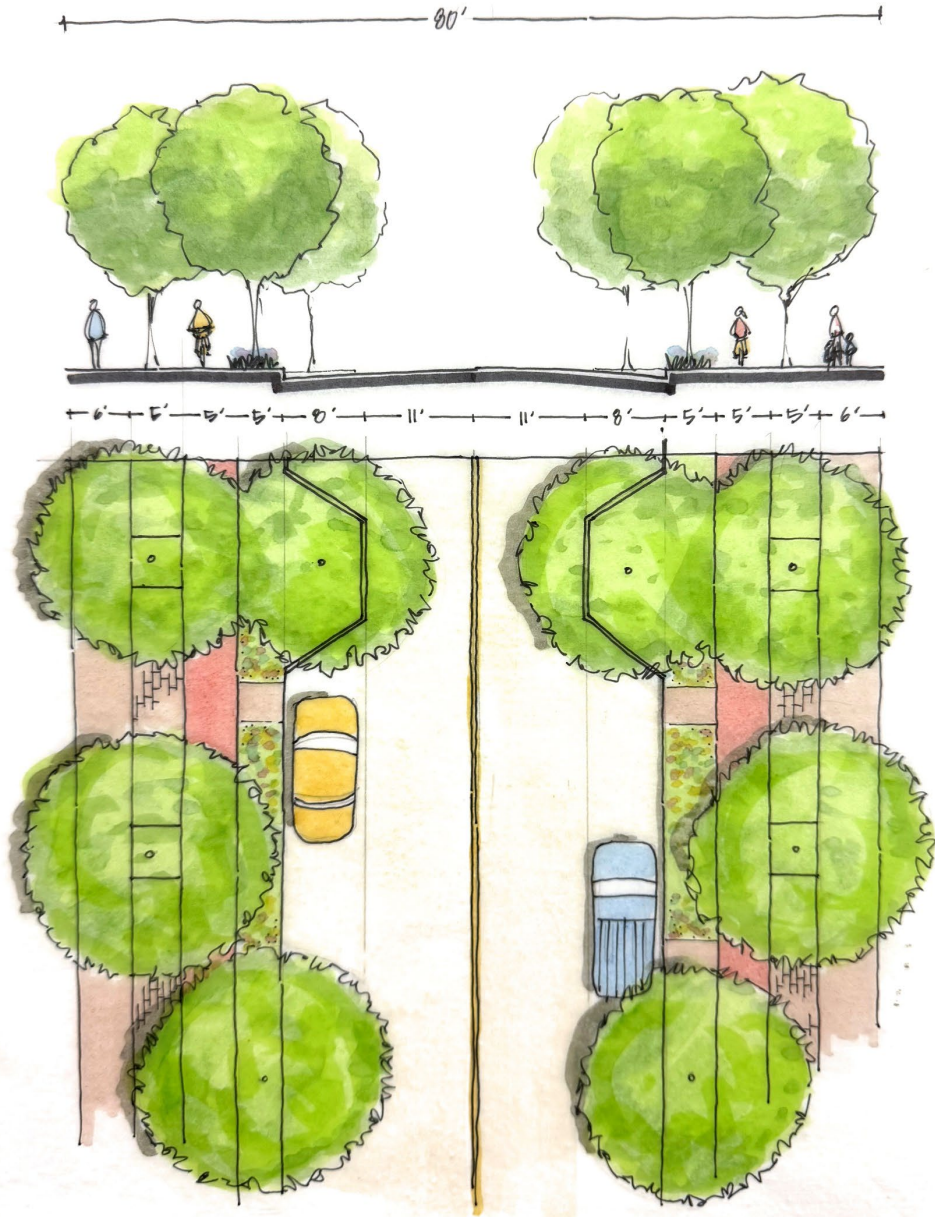
35

-  Key Bikeway/Transit
-  Neighborhood Connection
-  Red Line Rail/Parkway
-  Hancock/Cherrywood Station
-  Frontage Road+Eastern Ave Trail

ts
 on

Where to begin?

41ST STREET



s/w planter bike planter parking travel lanes parking planter bike planter s/w lane







Google



Mobility Rewards – Mobility Wallet





One Car Challenge

Part of Travel Rewards Pilot



Federal Transit Administration



Transportation Management Organization



City of Santa Monica

Duke



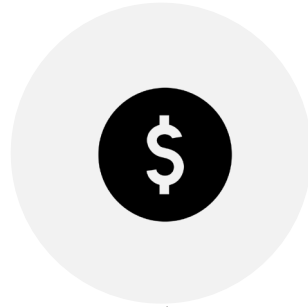
CENTER FOR ADVANCED HINDSIGHT



One Car Challenge



No driving a
Second Car



\$120 weekly for 5 weeks
(\$599 tot)
& \$50 TAP & 5 ride Metro
Bike Share promo codes



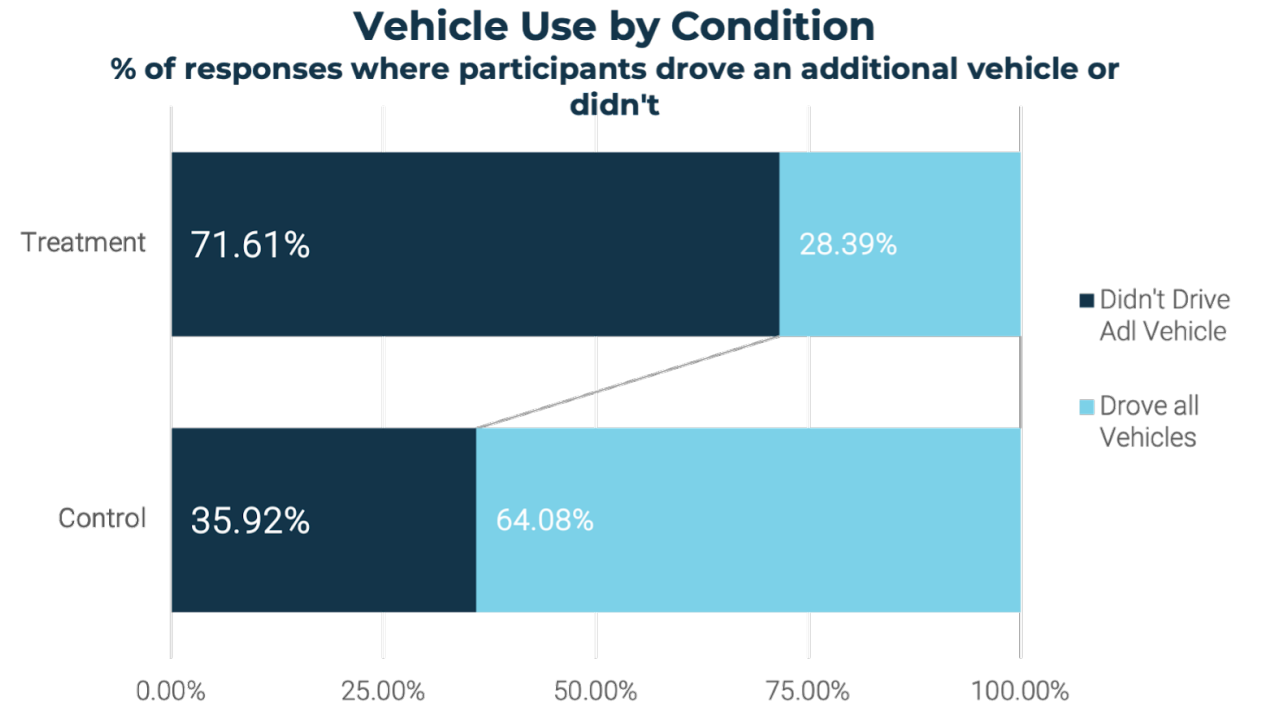
\$ on debit card
restricted to Santa
Monica zip codes



~ 300 residents in
Santa Monica
- split into treatment &
control

Overall Results

Those in the treatment group were **4.5 times** more likely to not drive one of their additional vehicles throughout the Challenge.



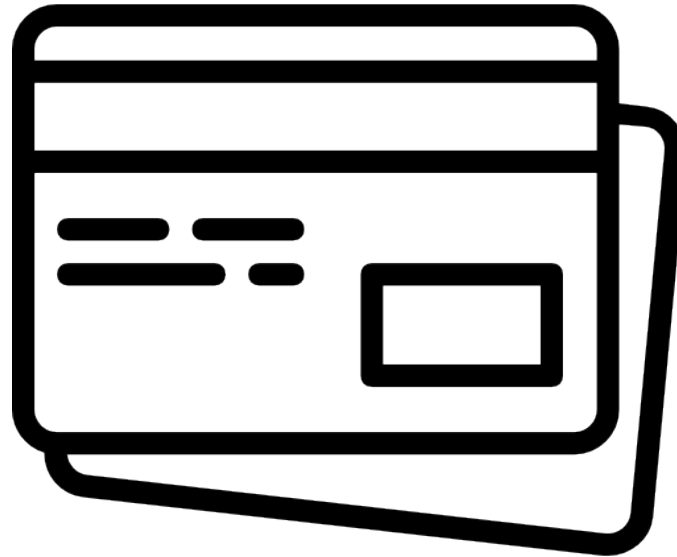
Mobility Wallet Pilot



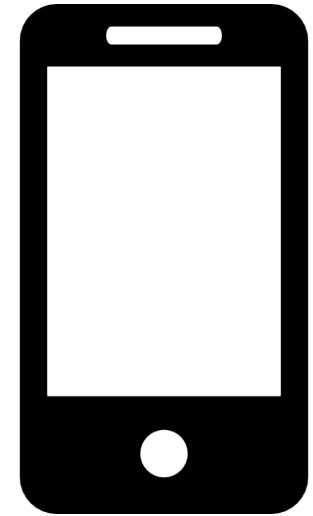
Mobility Wallet



\$150/month for one year
2,000 Angelenos



Delivered via debit card
and TAP card



1,000 participants get
smart phones+data plans



Public Transit –
Bus & Rail



Long Distance
Bus & Rail



Bike Share



Micromobility



On-demand
Mobility



Car Share/
Car Rental



Taxi Services



Paratransit



Qualitative Findings: Reduced stress. Improved mental health

1 in 4

Adults in the U.S. experience transportation insecurity.



MORE THAN HALF



of adults in the U.S. who are experiencing poverty are also experiencing transportation insecurity.

“It impacted the stress, it lowered it. Because I was getting stressed out, like, ‘How am I going to go to work? How am I going to make this happen? I need to get to work.’ I’ll be stressed out”

*“You feel **more relaxed** knowing that you have **transportation options** to get around”*

*“I start work at six in the morning, so I’m traveling at 4:30, five, and **the buses don’t always run that frequently**, so it kind of helps bridge the gap, or I **don’t have to stress about it.**”*



Metro

UCLA

Lewis Center
for Regional Policy Studies

Infographic Source: Murphy, A. K., McDonald-Lopez, K., Pilkauskas, N., & Gould-Werth, A. (2022). Transportation Insecurity in the United States: A Descriptive Portrait. *Socius*, 8. <https://doi.org/10.1177/23780231221121060>

Questions?

