Masterson Station

Masterson Station is located on North Lamar Boulevard at the intersection with Masterson Pass. The northbound station platform is located at The Exchange, an active commercial center. The frontage on North Lamar consists largely of strip commercial, transitioning industrial, and automotive service uses, with interrupted sidewalk coverage. A short distance north of the station on North Lamar is a roughly 10-acre site consisting of a mostly vacant mall and its parking lot. Low-rise apartment complexes are found on both sides of North Lamar, generally set behind the strip commercial frontage. Farther from the station, the interior blocks are largely suburban/rural in character, with detached single-family homes and a fragmented street network. “Imagine Austin” refers to this area as an activity corridor node.

Station Features:
- Digital real-time information display
- Shelter/Bench/Destination Map/Lighting
- Free bike racks (2)

System Connections:
- Local bus: 275
- Last Mile: none

Access to:
1. The Exchange
2. InTown Suites
3. Marketplace Austin
4. North Austin Event Center
5. Sterling Village Apartments

Missing Elements:
- Compact, mixed-use development
- Pedestrian and bicycle connections and improved crossings
- Public realm improvements, including sidewalks, shade, pedestrian-scale lighting, street furniture

Demographics
- Population (2010): 6,670
- Population (2040): 8,420
- Population Density (2010): 8,500 ppl / sq. mile
- Employment (2010): 1,640
- Employment (2040): 5,290
- Employment Density (2010): 2,100 emp / sq. mile

NEEDS

- Safety and security:
  - Lighting in parking lots, along sidewalks, crosswalks, stations
  - Attention to international populations with varied languages and multiple shifts

- Streetscape improvements:
  - Pedestrian scale lighting
  - Filling gaps and missing sidewalks
  - Increased buffer between the station and vehicle lanes
  - Redesign/rework pedestrian crosswalk button near SB station
  - Improved crossing and signal timing at Masterson Pass
  - Pedestrian and bicycle connections between residential and commercial services
  - Mid-block crossings
  - Reduced setback requirement to allow development closer to right-of-way line

- Public/placemaking/art opportunity:
  - Limited placemaking
  - Potential for functional art
  - Safe design

Catalyst Projects:
- 2012 Bond ADA Sidewalks - Street and Bridge (Public Works)
- N Lamar-Parmer to 183 Sidewalk (Public Works)
- North Lamar Blvd and Burnet Rd Corridor Improvements (Public Works)

Ridership/Service
Weekday Ridership (April 2016): 109 on / 94 off
Saturday Ridership (April 2016): 66 on / 53 off
Sunday Ridership (April 2016): 39 on / 38 off
Target Weekday Ridership: 220-550 on
Level of Service: 15 min peak /30 min off-peak
Average employment density in the ½ mile station area is 2,100 employees per square mile.

Average population density in the ½ mile station area is 8,500 residents per square mile.

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The predominant land uses in the ½ mile station area include single family residential, commercial, and apartment buildings.

The ½ mile station area is estimated to contain 4.54 million built square feet.
North Lamar Boulevard, facing southwest

The Exchange commercial and office complex on east side of North Lamar Boulevard

East-west crosswalk at the intersection of North Lamar Boulevard and Masterson Pass, facing northwest

Storm drainage and inaccessible pedestrian push-to-walk button at the intersection of North Lamar Boulevard and Masterson Pass

North Lamar Boulevard, facing southwest

Sidewalk along east side of North Lamar Boulevard, facing northeast

Strip commercial on west side of North Lamar Boulevard