SoCo Station

SoCo Station is located on South Congress Avenue at its intersections with Elizabeth Street (northbound platform) and Monroe Street (southbound). The South Congress frontage is occupied primarily by community-scale retail, services and entertainment. A new mid-rise residential loft development with street-level retail on South Congress is located in the southeast quadrant of the station area. The expansive campus of the State of Texas School for the Deaf is located to the north and to the west of the station. The interior blocks of the station area are largely residential, including residential courts and accessory dwellings, and some of which are historic. “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: 1, 486
- Last mile: B-Cycle; Car2Go area

Access to...
1. SoCo entertainment district
2. State of Texas School for the Deaf
3. Little Stacy Park
4. Emerging medium-density residential

Missing Elements...
- Compact, mixed-use infill and development
- Pedestrian and bicycle improved connections
- Public realm improvements, including shade, pedestrian-scale lighting, street furniture
- “Third place” gathering spots
- Wayfinding

Demographics

| Population (2010) | 3,930 |
| Population (2040) | 5,430 |
| Population Density (2010) | 5,000 ppl / sq mile |
| Employment (2010) | 4,760 |
| Employment (2040) | 6,550 |
| Employment Density (2010) | 6,300 empl / sq mile |
| Households (2010) | 2,170 |
| Households (2040) | 2,990 |
| Median HH Size (2010) | 1.87 |
| Housing Units (2010) | 2,280 |
| Affordable Housing (2013) | 0 |
| Median HH Income (2010) | $59,900 |
| Zero Car HH (2014) | 30 |
| Millenial Population Age 25-34 (2010) | 1,110 |
| Senior Population Age 65+ (2010) | 270 |

Ridership/Service

| Ridership/Service | Weekday Ridership (April 2016) | 105 on / 123 off |
| Saturday Ridership (April 2016) | 111 on / 117 off |
| Sunday Ridership (April 2016) | 59 on / 63 off |
| Target Weekday Ridership | 290-660 |
| Level of Service | 15 min peak / 30 min off-peak |

Safety and security
- Lighting in parking lots, along sidewalks and stations
- Wayfinding to Texas School for the Deaf

Streetscape improvements
- Sidewalk repairs on South Congress Avenue
- Widen sidewalks in certain locations
- Mitigate utility obstructions in middle of sidewalk
- Bike lane on east side of South Congress Avenue, currently only on west side
- Bike parking corrals in public areas
- Enhanced visual cues at crosswalks, e.g., lighting in pavement
- Traffic calming, e.g., landscaped median, streetscape enhancements, building awnings, decorative lighting, street banners

(Re)development opportunities
- Little Stacy Neighborhood Park-General Park Improvements (Parks and Recreation)

Connectivity
- Medium

Market Strength
- High

Land Availability
- Low

Government Support
- Medium

Built-out: limited remaining infill potential
Station amenities
- Pedestrian-scale streetlights, particularly at crosswalks
- Shade: trees or shade structure
- Additional bicycle parking

Other amenities
- Wayfinding to note areas within a “10 minute walk”
- Public/placemaking/art opportunity
- Possible “third place” and/or potential for functional art
- Safe design
The predominant land uses in the ½ mile station area include: single family residential, streets and roads, and educational.

The ½ mile station area is estimated to contain 4.00 million built square feet.

Average employment density in the ½ mile station area is 6,300 employees per square mile.

Average population density in the ½ mile station area is 5,000 residents per square mile.