Shady Hollow — #1 of 9: Renters Over the 30% Rent Threshold

Shady Hollow leads Austin in rent burden

78.9% of renters exceed 30% threshold — source: ALEX Intelligence

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THE DATA

78.9%

Renters Over the 30% Rent Threshold (2024)

Shady Hollow reports the highest share of renters spending over a third of their income on rent in the Austin metro.

This figure reflects a structural imbalance in housing affordability that extends beyond income levels. The concentration of high-cost housing in areas with limited access to transit and employment centers creates a hidden economic drag on local mobility. The fact that Shady Hollow leads the metro in this metric suggests that even in high-income enclaves, rent burden is not a function of income alone but of supply constraints and location-specific pricing power.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-austin-msa-rent-burden-place-mkt

01

Affordability is a design flaw

The fact that Shady Hollow leads the Austin metro in rent burden — despite being a high-income suburb — reveals a deeper issue: housing development has prioritized luxury over inclusion. With 78.9% of renters exceeding the 30% threshold, the market is not just expensive; it's functionally unaffordable for the majority of working households. This pattern is not unique to Shady Hollow but is systemic across the Austin MSA, where zoning, land use, and developer incentives have systematically excluded middle-income housing options.

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02

The rent burden is a signal of market distortion

When a city like Shady Hollow leads in rent burden, it signals that the market has failed to deliver sufficient supply at accessible price points. This is not a failure of demand but of supply-side policy. The 78.9% figure suggests that even in areas with high household income, the housing stock is not serving its core function: providing shelter at a sustainable cost. The implication is that current development patterns are not just economically inefficient — they are undermining long-term workforce stability and community resilience.

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