

The Suburban Shift in DFW

How master-planned developments are reshaping the region

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THE DATA

8.4%

Suburban Growth Rate

In Williamson County, a key DFW growth area.

Recent data from the Texas A&M Real Estate Research Center (TRERC) shows suburban counties in the DFW metro area have experienced an 8.4% annual growth rate over the past year. This surge is driven by demand for large lot homes and amenity-rich communities, particularly in Williamson County and areas like Georgetown. The trend reflects a broader movement away from dense urban cores.



Source: Texas A&M TRERC · Published August 25, 2026

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Suburban Communities as New Urban Hubs



The rise of master-planned communities like those in Prosper and Georgetown signals a shift in how DFW residents define urban living. These developments offer the space and lifestyle amenities of rural areas while maintaining access to metro services. This trend is particularly strong in Williamson County, where population density remains low but demand for housing is high.



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Implications for Housing Supply

As suburban areas like Georgetown and Williamson County continue to attract affluent buyers, developers are rethinking supply chain strategies. The demand for large lot homes with community amenities is driving up land values and construction costs in these zones. This pattern could lead to a bifurcation of housing markets — one focused on affordability in urban cores and another on luxury in suburban enclaves.

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