

#1 of 5: Share of the Market's Large Apartment Stock in Its Top Three Cities

100% of Large Apartment Stock in Top 3 Cities

Source: ALEX Intelligence, October 22, 2026

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THE DATA

100.0%

Share of the Market's Large Apartment Stock in Its Top Three Cities (2024)

The entire concentration of large-scale apartment units in the Huntsville market is confined to just three cities.

This data reveals a stark geographic divide in housing development: the majority of new, large-scale rental inventory is not dispersed across the metro but is instead hyper-concentrated in Athens, Hartselle, and Harvest. No other city in the region — including Meridianville, Moores Mill, or downtown Huntsville — contributes meaningfully to the large apartment stock. This suggests that infrastructure, zoning, or market demand is driving investment to a select few locations.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-22-huntsville-concentration-apartment-units-place>



01

Investment follows existing momentum

The concentration of large apartment units in Athens, Hartselle, and Harvest reflects a self-reinforcing cycle: established infrastructure, labor pools, and proximity to industrial zones attract developers. These cities are not just growing — they are becoming the core nodes of a rental economy. This creates a feedback loop where high demand fuels new construction, which in turn raises the cost of entry for new developers in other areas, locking in spatial inequality in housing supply.

02

The market is becoming bifurcated

As large apartment development clusters in just three cities, the rest of the Huntsville metro risks being left behind in rental availability. This creates a two-tiered housing market: areas with new, large-scale rental options see rising rents and investor interest, while others face stagnant supply and limited investment. This spatial divide could deepen affordability gaps, especially as in-migration continues to grow, and may pressure public policy to intervene in underdeveloped zones.



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