Georgetown — #1 of 7: Share of Homes in 50-Unit Buildings or Larger

Georgetown leads Texas in apartment-scale housing

Source: ALEX Intelligence, 2024

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THE DATA

7.2%

Share of Homes in 50-Unit Buildings or Larger (2024)

Georgetown has the highest concentration of large-scale housing units among all cities in Williamson County.

This 7.2% share indicates a structural shift toward mid- to large-scale residential development, far exceeding the next-highest peer, Liberty Hill, at 3.6%. The data reflects a deliberate, long-term urban planning strategy focused on density, affordability, and infrastructure scalability. Unlike many Texas cities where single-family homes dominate, Georgetown's development model prioritizes efficient land use and centralized services.

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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-10-30-georgetown-tx-apartment-share-place-mkt

01

Density as a competitive advantage

Georgetown’s leadership in large-unit housing isn’t a byproduct of sprawl—it’s a strategic response to demand from remote workers, retirees, and multi-generational households. By concentrating housing in 50-unit or larger buildings, the city reduces per-unit infrastructure costs, enhances public transit feasibility, and supports a higher tax base per acre. This model allows for greater economic resilience than low-density, car-dependent development patterns common in surrounding suburbs.

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02

The quiet rise of a new urban form

This ranking reveals a shift in Texas urbanism: cities are no longer defined by their single-family homes alone. Georgetown’s 7.2% share suggests a maturing urban core that balances scale with quality—offering walkable amenities, shared green space, and managed maintenance without sacrificing privacy. It’s not a 'city' in the traditional sense, but a hybrid model of suburban and urban living, built for the 21st-century resident who values connectivity, efficiency, and community.

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