Nassau Bay — #1 of 10: Share of Homes in 50-Unit Buildings or Larger

Nassau Bay leads in large apartment share

Source: ALEX Intelligence · Published November 09, 2026

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THE DATA

26.4%

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

Nassau Bay has the highest concentration of large apartment buildings in the Houston MSA.

This figure reflects a deep structural shift in housing supply, where multi-unit developments dominate residential construction. Unlike cities that balance single-family and multifamily housing, Nassau Bay's 26.4% share suggests a deliberate, long-term commitment to high-density living. This is not a temporary spike but a stable, defining characteristic of the city's urban fabric.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-09-houston-msa-apartment-share-place-mkt

01

Density defines Nassau Bay’s identity

The city’s development trajectory suggests that future growth in the Houston MSA will not be measured by new suburban sprawl, but by the reconfiguration of existing urban nodes into denser, more sustainable communities. This shift is likely to influence zoning reforms, transportation planning, and investment in public services.

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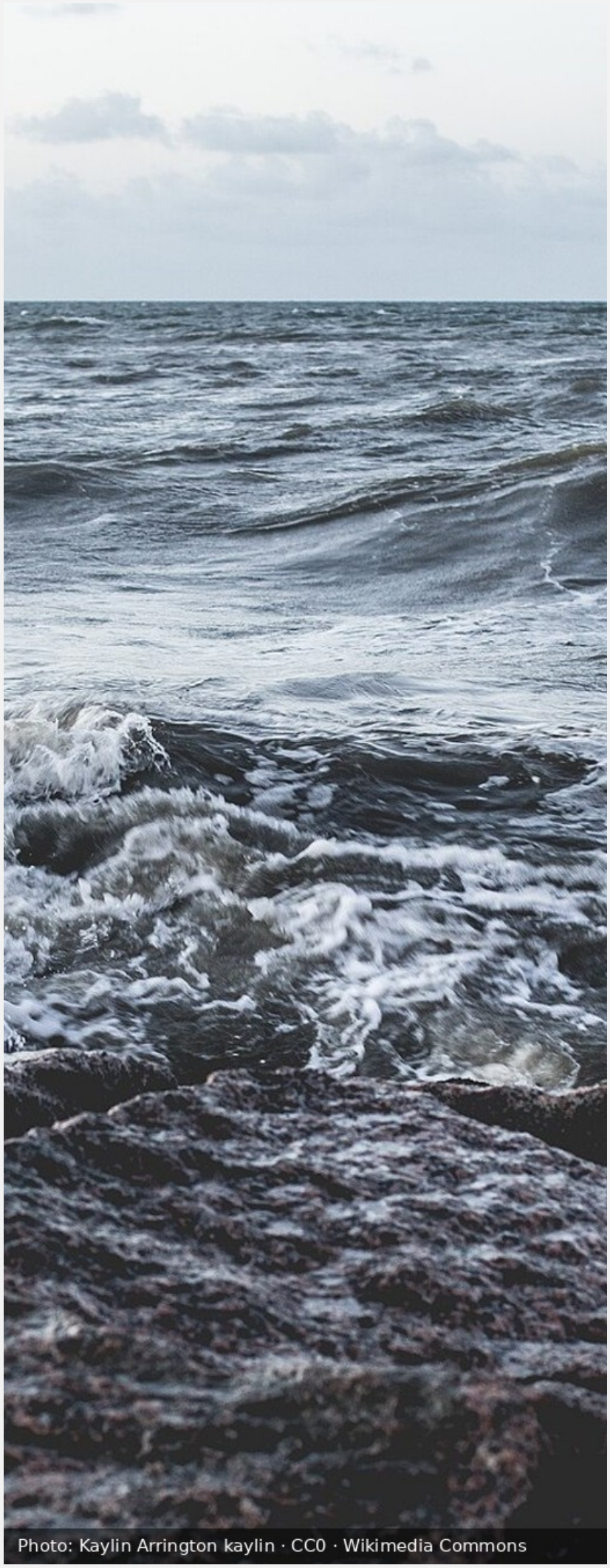


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02

Market differentiation by scale, not just location

This distinction has real implications for investors, renters, and policymakers. A city's ability to accommodate large apartment stock may become a key differentiator in attracting workforce housing, particularly in a metro where job growth is outpacing housing supply. Nassau Bay's model may become a benchmark for other communities seeking to scale housing delivery without expanding land use.

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