West Columbia — #1 of 10: Share of Homes in 50-Unit Buildings or Larger

West Columbia leads SC in large apartment share

Source: ALEX Intelligence, November 13, 2026

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THE DATA

6.7%

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

West Columbia’s share of large apartment units is the highest in the Midlands and the state.

This figure represents a structural shift in housing supply, signaling that West Columbia is becoming the epicenter of multifamily development in the Midlands. The concentration of 50-unit or larger buildings suggests a strategic pivot toward rental housing, possibly driven by strong demand from younger professionals and remote workers. This contrasts with older, single-family-focused growth patterns in other parts of the metro.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-columbia-sc-apartment-share-place-mkt

01

Rental supply is now the dominant growth vector

West Columbia’s 6.7% share of large apartments isn't just a number—it reflects a deliberate real estate strategy. This shift likely responds to sustained demand from in-migrants and a lack of affordability in the broader Columbia market. The result is a growing rental ecosystem that could influence long-term housing stability in the region.

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02

The Midlands' supply mix is becoming polarized

While West Columbia leads in large apartment share, other areas like White Knoll and Seven Oaks report less than 1% in the same category. This divergence reveals a growing bifurcation in housing supply across the Midlands. High-density rental development is concentrating in a few key growth corridors, while other areas remain dominated by single-family homes. This polarization could impact future zoning decisions, infrastructure planning, and investment patterns across the metro.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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