SOUTHWESTERN UNIVERSITY 560

GEORGETOWN TEXAS

SOUTHWESTERN UNIVERSITY

banbury DEVELOPMENT

ECR

SOUTHWESTERN UNIVERSITY 560

ABOUT SU 560

A VISIONARY ENVIRONMENT FOR LEARNING, INNOVATION, AND COMMUNITY

Amid Central Texas' rapid growth, the Southwestern University 560 takes a purposeful path, preserving a strong sense of place while embodying the values of Southwestern University. This intentionally designed development integrates housing, industry, retail, the arts, and green spaces to enrich the lives of students, faculty, staff, and neighbors alike. Unlike typical developments, it re-imagines growth as a bold opportunity to affirm our identity and creates meaningful opportunities that strengthen our community.



CULTURAL VENUE

The heart of Phase I is envisioned as a cultural hub featuring a signature venue such as a music hall, gallery, or performance space. Designed to serve both Southwestern University and the wider region, this centerpiece positions Georgetown as an emerging destination for arts and culture in Central Texas.



ARTSCAPE

The Artscape will physically and creatively connect campus to the development through commissioned installations by national and regional artists. Rotating student artwork will activate the space semester by semester, reinforcing Southwestern's creative identity.



ECO GATEWAY

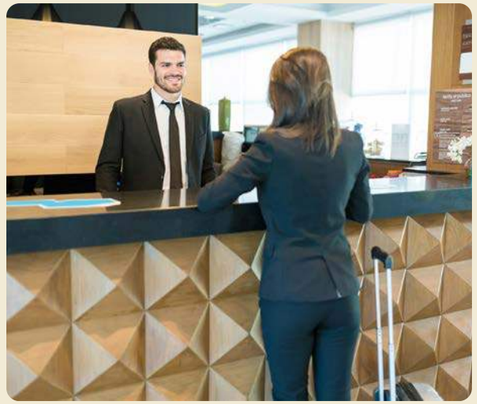
An expansion of the existing Ecolab, the Eco Gateway will preserve and restore natural habitats while supporting research and outdoor learning. The 70-acre landscape will feature shaded trails and integrated natural design throughout the development.





MIXED-USE RESIDENTIAL

Mixed-Use Residential integrated across the development will meet the needs of Southwestern students, faculty, staff, their families, and individuals from the region in this rapidly growing region who want to be part of a thoughtful community. Types of housing will vary – all connected by Southwestern's values.



BOUTIQUE HOTEL

A boutique hotel is planned to serve campus visitors, alumni, and the Georgetown community. The hotel will support university events, cultural programming, and visitors attending performances and gatherings at the development.



RETAIL, OFFICE & RESEARCH SPACE

Planned retail, office, and research space will support economic growth through partnerships with industry and commerce. These uses will create opportunities for student internships, employment, and innovation in emerging fields.

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FOR MORE INFORMATION:

Patrick Ley, SIOR, CCIM | pley@ecrtx.com | 512.505.0002

Ross Chumley | rchumley@ecrtx.com | 512.505.0029

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PHASE 1

The first 67-acre phase of development will be an active and walkable district with a strong sense of place and a diverse mix of uses. The program uses will synergistically interact with one another. The initial phase will respond to the realities of the real estate market with efficient backbone infrastructure and scalable, shared parking. It is planned to include:

UP TO 620,000 SF
OF COMMERCIAL
(CIVIL, RETAIL, OFFICE, AND ENTERTAINMENT)

APPROX. 120
KEYS

UP TO 700
RESIDENTIAL UNITS

30+ ACRES
OPEN SPACE





PLAZA VIEW


JENI'S
MERCH
ANGI'S TACOS
JEREMIAH'S ITALIANCE
BANANA LEAF
309

STREET VIEW

Residential



ART PARK



STREET VIEW

Mixed-use Retail









CITY OF GEORGETOWN

75,000 SF Custom Service Center

PHASING LEGEND

SOUTHWESTERN UNIVERSITY 560 · DEVELOPMENT PADS

PHASE 1	**33.9 AC**	
PAD 1-1	5.9 AC	
PAD 1-2	3.8 AC	
PAD 1-3	5.8 AC	
PAD 1-4	5.0 AC	
PAD 1-5	1.8 AC	
PAD 1-6	4.9 AC	
PAD 1-7	5.1 AC	
PAD 1-8	1.6 AC	
PHASE 2	**60.0 AC**	
PAD 2-1	17.6 AC	
PAD 2-2	14.9 AC	
PAD 2-3	27.5 AC	
PHASE 3	**38.9 AC**	
PAD 3-1	38.9 AC	
PHASE 4	**28.1 AC**	
PAD 4-1	28.1 AC	
PHASE 5	**88.0 AC**	
PAD 5-1	50.6 AC	
PAD 5-2	37.4 AC	
PHASE 6	**34.7 AC**	
PAD 6-1	34.7 AC	

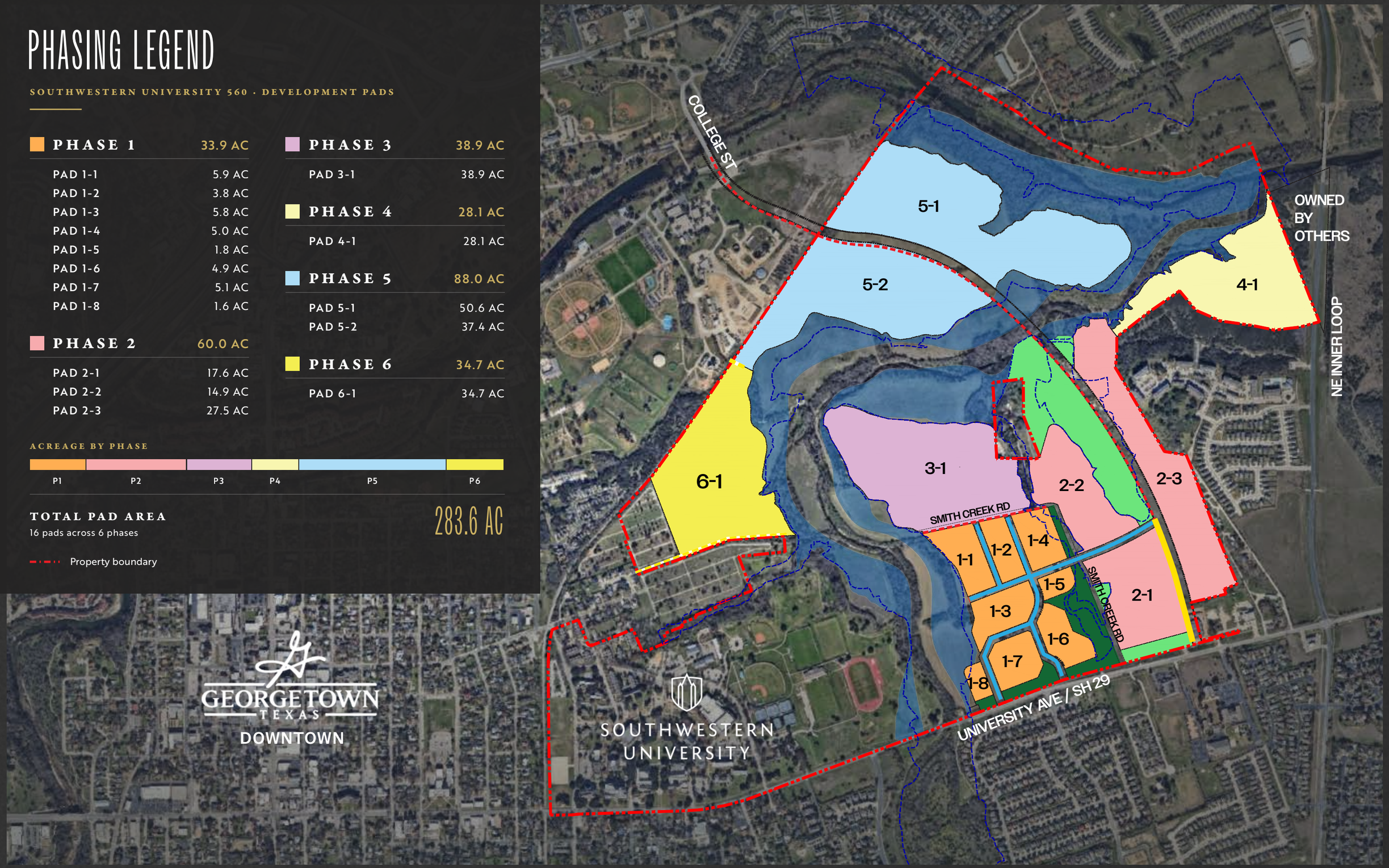
ACREAGE BY PHASE

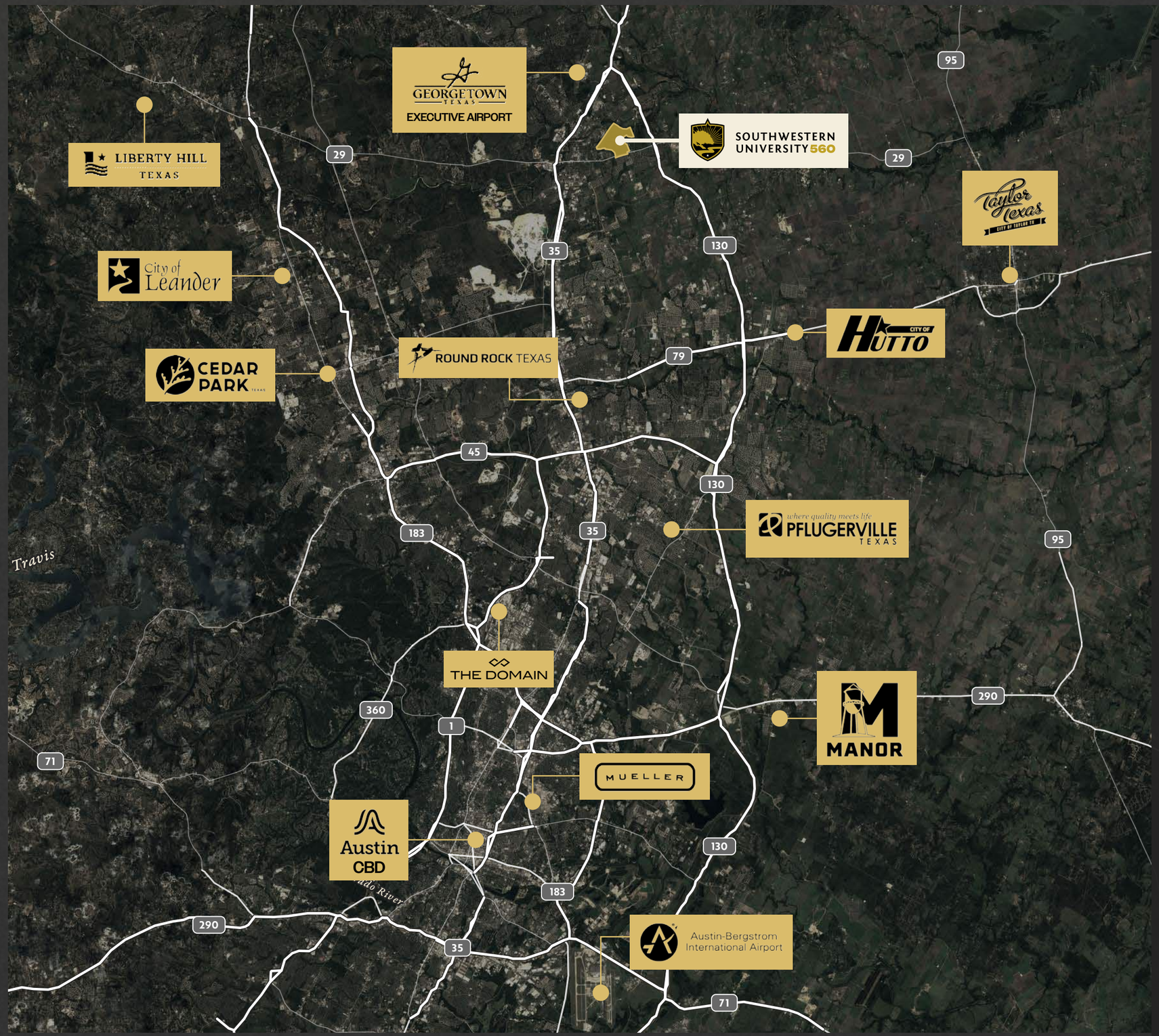
P1 P2 P3 P4 P5 P6

TOTAL PAD AREA
16 pads across 6 phases

283.6 AC

Property boundary





DRIVE TIMES

FROM SOUTHWESTERN UNIVERSITY 560

DOWNTOWN GEORGETOWN	5 MIN
GEORGETOWN AIRPORT	8 MIN
ROUND ROCK	18 MIN
PFLUGERVILLE	20 MIN
LEANDER	25 MIN
TAYLOR	25 MIN
THE DOMAIN	25 MIN
CEDAR PARK	28 MIN
MUELLER	30 MIN
DOWNTOWN AUSTIN	35 MIN
ABIA	40 MIN

Southwestern University 560
Interstate and freeway
Highway

GEORGETOWN CONTEXT

- Southwestern University 560
- Southwestern University campus
- Residential neighborhoods
- Commercial / retail
- Parks and greenbelt
- Schools and airport
- Highways and major corridors
- San Gabriel River and creeks
- River trail system

LANDMARKS

1. Downtown Square
2. Southwestern University
3. Wolf Ranch Town Center
4. St. David's Hospital
5. East View High School
6. Georgetown Executive Airport

PARKS

7. San Gabriel Park
8. Blue Hole Park
9. Rivery Park
10. Chautauqua Park
11. McMaster Athletic Complex
12. Heritage Gardens
13. Geneva Park
14. Cedar Breaks Park
15. Berry Springs Park
16. Churchill Farm Park



SOUTHWESTERN UNIVERSITY 560

VISION

In the heart of Central Texas, growth is all around us. With Austin expanding rapidly and tech giants reshaping the region's landscape, Georgetown has become the fastest-growing city in America, adding over 15,000 residents since 2020. As its population is expected to surpass 200,000 within five years, Southwestern University is determined to grow alongside Georgetown while staying true to its values.

Southwestern University 560 is a bold response to Central Texas' rapid growth—reflecting the University's mission while preserving a strong sense of place and purpose. Guided by President Laura Skandera Trombley, the project reimagines 560 contiguous acres as a vibrant extension of Southwestern and the Georgetown community. Rooted in sustainability and guided by 12 core principles, the development prioritizes connection, creativity, and long-term impact while strengthening Southwestern's national identity.



This is more than just managing growth—it is shaping it with intention. By embracing our liberal arts mission and planning for future generations, we are crafting a model for development that reflects who we are while enhancing our community and region.

CLICK OR SCAN TO LEARN MORE
AT SOUTHWESTERN560.COM

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