



SOUTHWESTERN UNIVERSITY **560**





**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.



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.

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.



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.

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.



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.



**SOUTHWESTERN
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banbury
DEVELOPMENT

ECR

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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**





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LEGEND

PHASE 1

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

PAD 2-1	17.6 AC
PAD 2-2	14.9 AC
PAD 2-3	27.5 AC

PHASE 3

PAD 3-1	38.9 AC
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PHASE 4

PAD 4-1	28.1 AC
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PHASE 5

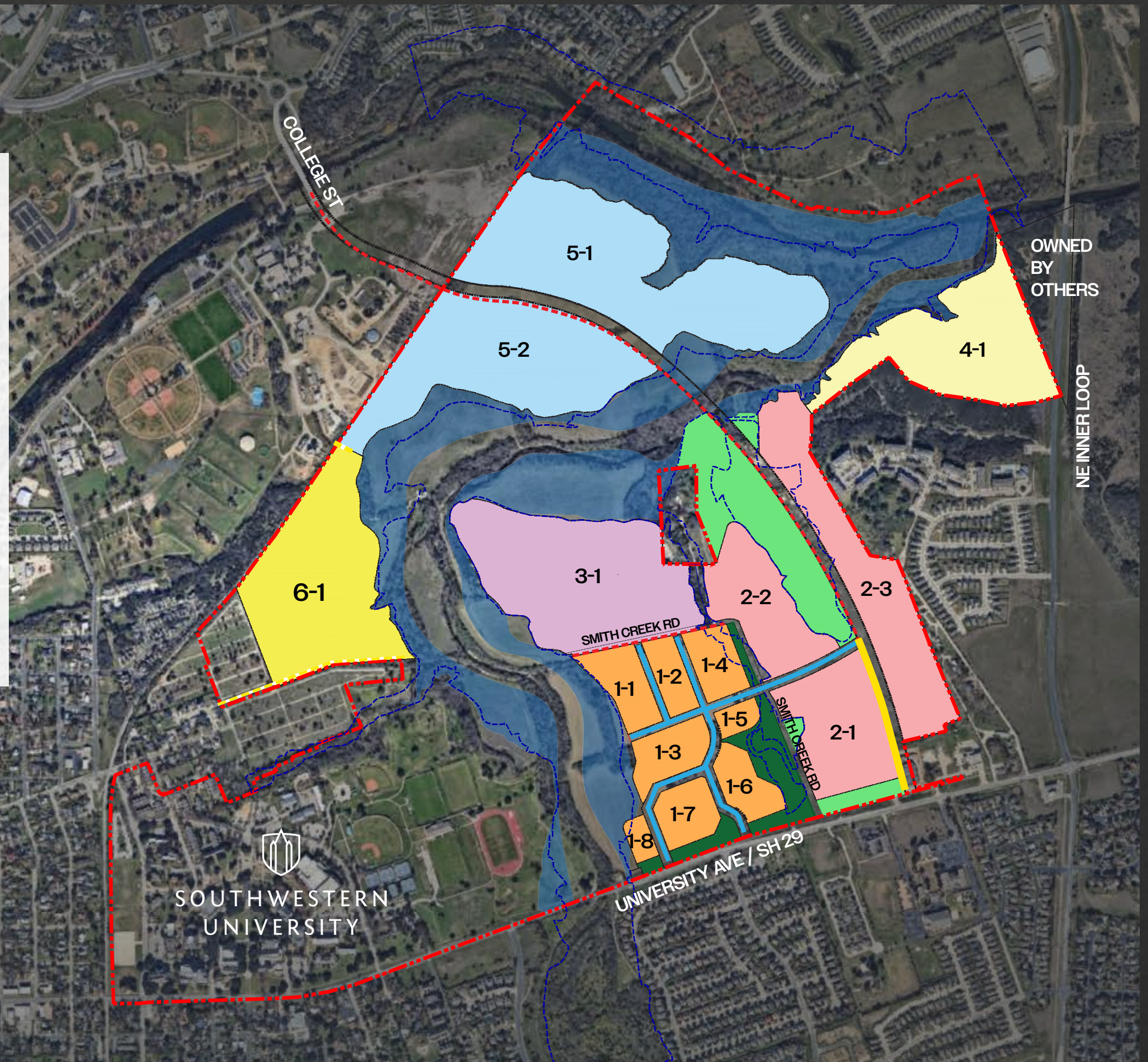
PAD 5-1	50.6 AC
PAD 5-2	37.4 AC

PHASE 6

PAD 6-1	34.7 AC
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GEORGETOWN
TEXAS
DOWNTOWN


SOUTHWESTERN
UNIVERSITY







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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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