

THE NORTH TEXAS GROWTH ENGINE

50 INFRASTRUCTURE PROJECTS SHAPING THE FUTURE



LANDZILLE

CONTENTS

Introduction: Why Infrastructure = Wealth	6
1. The North Texas Growth Story	6
2. Infrastructure as the DNA of Development.....	7
3. Lessons from DFW Airport and Las Colinas.....	7
4. How Highways Create Cities.....	7
5. Water as Wealth in a Semi-Arid State.....	8
6. The CHIPS Act and the New Silicon Prairie.....	8
7. Understanding Land Price Multipliers.....	8
8. Counties of Focus: Collin, Grayson, Fannin, Cooke, Hunt, Delta	9
9. Why Investors Should Pay Attention Now.....	9
10. How to Read This Book.....	9
Case Study 1: Frisco's \$5,000 to \$200,000 per Acre Land Boom	10
Case Study 2: DFW Airport & the Birth of Las Colinas	11
Case Study 3: Bois d'Arc Lake & Honey Grove's Transformation.....	11
Case Study 4: Sherman & the CHIPS Act Windfall	12
Chapter 1: Water & Lakes as Catalysts.....	13
The Power of Water in Texas Growth	13
Bois d'Arc Lake: A 30-Year Dream Realized	14
Leonard Water Treatment Plant & Pipelines.....	14
Lake Ralph Hall: The Next Frontier.....	15
Sherman's Water System Expansion for Mega-Fabs	15
Roads Around Lakes: Hidden Catalysts.....	15
Water + Recreation = Double Premium.....	16
NTMWD's Long-Term Vision.....	16
Why Water = Wealth in North Texas	16
Chapter 2: The Silicon Prairie: Chips, Jobs, and Land Prices.....	17
From Farmland to Fabs.....	17
Texas Instruments: A \$40 Billion Bet.....	18
GlobalWafers/GlobiTech: \$5 Billion Wafer Plant.....	18
The CHIPS Act: Federal Policy Meets Local Land	19
Supporting Infrastructure: Water, Power, Roads	19

The Supplier Ecosystem.....	19
Housing & Retail Ripple Effect	20
Case Study: Sherman & the CHIPS Act Windfall.....	20
The Preston Harbor Connection.....	20
Why This Is the “Silicon Prairie”	21
Investor’s Lens: Where to Watch.....	21
Conclusion: From Cotton to Chips.....	21
Chapter 3: Highways, Tollways & the Road to Prosperity	22
Highways Are Destiny in Texas	22
US-380: The New East-West Super Corridor	23
Spur 399 Extension: McKinney’s Relief Valve.....	23
The Collin County Outer Loop: A 55-Mile Growth Ring	24
Dallas North Tollway: Marching North.....	24
The Grayson County Tollway: The Next Frontier	24
US-75: From Van Alstyne to Sherman.....	25
FM 121 & Gunter Relief Route.....	25
I-30: The Eastward Wave.....	25
Cooke County: I-35 and US-82 Improvements	26
Smaller but Mighty: Farm-to-Market Upgrades	26
Case Study: Dallas North Tollway & Frisco’s Rise	26
Why Roads = Wealth Multipliers	27
Chapter 4: Air Power: Airports as Anchors of Growth	28
Airports as Economic Multipliers	28
McKinney National Airport (TKI): The Next Commercial Gateway	29
North Texas Regional Airport (KGYI): Reviving Grayson’s Air Hub.....	29
Regional Aviation System Upgrades.....	30
The Rail Connection: DART Silver Line	30
Airports as Lifestyle Anchors.....	31
Investor’s Lens: Where to Watch.....	31
Why Airports Multiply Land Value.....	31
Conclusion: Flying into the Future	32

Chapter 5: Communities & Lifestyle Growth.....	33
From Pastures to Master Plans.....	33
The Fields: A \$12.7 Billion New City in Frisco.....	34
Firefly Park: Frisco's Billion-Dollar Urban Village.....	34
Frisco Station: The \$5 Billion Mile	34
Legacy West: Plano's Lifestyle Hub.....	35
The Station: Sachse's \$500 Million Community.....	35
Anna's Liberty Hills: Collin County's Northern Edge	35
The Preserve: Collin's Luxury \$10 Billion Neighborhood.....	35
Prosper's Arts & Entertainment District.....	36
Retail Expansion: H-E-B, Whole Foods, and Costco	36
Preston Harbor: Lake Texoma's 4,000-Acre Lifestyle Community	36
Gainesville's Incentive-Backed Growth	37
Case Study: Frisco's Lifestyle Revolution.....	37
The Pattern of Growth	37
Investor's Lens: Where to Watch.....	38
Conclusion: Building the Places Where People Want to Live	38
Chapter 6: The Eastward Wave: Hunt & Delta in Focus	39
The Pull of the Metroplex.....	39
I-30: The Spine of Eastward Growth (Hunt County).....	40
Royse City Overpass Program	40
Greenville: From Cotton to Commerce	40
US-380 Expansion to Hunt.....	41
Lake Ralph Hall: A New Catalyst (Delta & Fannin Counties)	41
Broadband and Utility Backbones.....	42
The Affordability Advantage	42
Case Study: Hunt County's I-30 Transformation.....	42
Investor's Lens: Where to Watch.....	43
Conclusion: Eastward Momentum is Inevitable.....	43
Chapter 7: North Texas 2050: Forecasting Land & Legacy	44
Seeing the Future in Today's Roads and Lakes	44
Collin County: From Suburb to Super-Region.....	45
Grayson County: The Silicon Prairie Matures	45

Fannin County: From Water Security to Waterfront Wealth	46
Cooke County: Gateway to Oklahoma.....	46
Hunt County: Logistics & Lifestyle on I-30.....	46
Delta County: The Reservoir Effect.....	47
The Investor's Heat Map for 2050	47
Risks & Restraints	48
Generational Legacy: Land as the Ultimate Asset	48
Conclusion: The Road to 2050	48
Conclusion: Building Wealth from Roads, Lakes, and Runways	49
The North Texas Blueprint for Wealth.....	49
The Three Pillars of Growth.....	50
History Repeats — For Those Who Listen	50
The Investor's Path to Legacy	50
A Call to Action	51
Final Word: Roads, Lakes, and Runways	51

INTRODUCTION: WHY INFRASTRUCTURE = WEALTH



1. THE NORTH TEXAS GROWTH STORY

North Texas has long been one of America's fastest-growing regions. Once known primarily for cattle, cotton, and railroads, it has transformed into a hub for technology, finance, and logistics. The Dallas–Fort Worth Metroplex is now home to nearly eight million people, and the growth isn't slowing down. Every projection suggests another 3–4 million residents by 2050. What fuels this explosive expansion isn't just population—it's **infrastructure**. Roads, lakes, airports, and high-tech campuses are the veins and arteries that make growth possible.

2. INFRASTRUCTURE AS THE DNA OF DEVELOPMENT

Think of infrastructure as the invisible skeleton that supports every community. A new freeway doesn't just move cars; it creates new frontage for businesses, opens farmland for subdivisions, and makes formerly remote land valuable. A reservoir isn't just a water supply; it anchors recreation economies, marinas, and waterfront communities. Infrastructure is the **multiplier** that turns raw acreage into thriving neighborhoods, and in North Texas, that multiplier is working overtime.

3. LESSONS FROM DFW AIRPORT AND LAS COLINAS

History proves this point. When DFW International Airport opened in 1974, much of the surrounding land was cattle pasture. Within two decades, Las Colinas in Irving became one of the most prominent master-planned communities in the nation, hosting Fortune 500 headquarters, luxury hotels, and high-end housing. Investors who bought land before the airport's opening multiplied their wealth many times over. That same pattern is now repeating in Collin, Grayson, Fannin, Hunt, Cooke, and Delta Counties.

4. HOW HIGHWAYS CREATE CITIES

In Texas, highways equal destiny. When the Dallas North Tollway stretched past Legacy Drive in the 1990s, it opened the door to what is now Frisco—a city of more than 200,000 residents and home to billion-dollar projects like The Star (Dallas Cowboys HQ) and the PGA of America campus. Similar transformations are happening today with the Tollway's extension toward Grayson County, the Collin County Outer Loop, and the US-380 freeway projects. Each new mile of concrete paves the way for new subdivisions, retail centers, and office parks.

5. WATER AS WEALTH IN A SEMI-ARID STATE

Texas is not just competing for jobs and people—it's competing for water. That's why new reservoirs like Bois d'Arc Lake and Lake Ralph Hall are so significant. Beyond ensuring supply for millions of future residents, they create entirely new waterfront economies. Waterfront property in North Texas has historically appreciated at a premium, and now Fannin and Delta Counties are set to reap the rewards. Where water goes, land values follow.

6. THE CHIPS ACT AND THE NEW SILICON PRAIRIE

The federal CHIPS and Science Act has poured billions into American semiconductor manufacturing, and North Texas is one of its biggest winners. Texas Instruments and GlobalWafers are investing nearly \$45 billion in Sherman alone. That investment is bigger than the GDP of many small countries, and it is reshaping the land market from Van Alstyne to Gainesville. Suppliers, contractors, and workers need homes, schools, and commercial services. Infrastructure makes it possible to absorb that demand, while investors who understand the timing can capture extraordinary gains.

7. UNDERSTANDING LAND PRICE MULTIPLIERS

Every infrastructure project has a **multiplier effect** on land value. A simple framework:

- » **Roads** multiply accessibility → higher demand for residential and retail.
- » **Airports** multiply connectivity → higher demand for offices, hotels, logistics.
- » **Water projects** multiply capacity → higher demand for housing permits.
- » **Tech campuses** multiply jobs → higher demand for everything.

When multiple projects overlap—as they do in Grayson (CHIPS fabs + US-75 expansion + airport improvements)—the multiplier becomes exponential.

8. COUNTIES OF FOCUS: COLLIN, GRAYSON, FANNIN, COOKE, HUNT, DELTA

This book focuses on six counties poised for transformative growth. Collin County already leads the Metroplex in population growth. Grayson is emerging as an industrial powerhouse. Fannin and Delta are becoming water-driven recreation hubs. Cooke is leveraging its location on I-35 and US-82 to tie into Oklahoma and the national freight system. Hunt is catching the eastward wave of expansion along I-30. Together, they form the northern crescent that will define the Metroplex's future.

9. WHY INVESTORS SHOULD PAY ATTENTION NOW

Timing is everything. By the time a highway is built, land prices have often doubled. By the time an airport opens, retail and residential developers are already on the ground. The window to maximize returns is before completion—when plans are announced, studies are underway, and construction has just begun. This book is designed to help you recognize those windows of opportunity.

10. HOW TO READ THIS BOOK

Each chapter integrates the **Top 50 infrastructure projects** that will define North Texas over the next 20 years. They are grouped by theme—water, highways, airports, communities, and emerging regions. You'll see not just what is being built, but why it matters, and how it shapes land values. The goal is simple: to equip you with knowledge so you can see beyond today's farmland into tomorrow's cities.

CASE STUDY 1: FRISCO'S \$5,000 TO \$200,000 PER ACRE LAND BOOM

In the early 1990s, **Frisco, Texas** was a quiet farming town with fewer than 10,000 residents. Land along the Dallas North Tollway extension—still under construction—was selling for around **\$5,000–\$10,000 per acre**.

When the Tollway opened north of SH-121, everything changed. Developers quickly moved in, betting on the future of access and visibility. Within two decades:

- » Population surged from 10,000 to over 200,000.
- » The city attracted **Fortune 500 headquarters** and mega-projects like the **Dallas Cowboys' Star complex** and the **PGA of America headquarters**.
- » Land values skyrocketed: prime Tollway frontage that once sold for **\$5K–\$10K per acre** began trading at **\$200K–\$300K per acre or more**.

The pattern is clear: **infrastructure arrives first, wealth follows second**.

Investors who saw the opportunity early—before pavement and construction—were able to turn modest purchases into generational wealth. The same conditions are now unfolding in **Collin, Grayson, Fannin, Cooke, Hunt, and Delta Counties** as new tollways, freeways, reservoirs, and airports reshape the northern crescent of North Texas.



Lesson: Buy before the ribbon-cutting. By the time the project is complete, the real money has already been made.

CASE STUDY 2: DFW AIRPORT & THE BIRTH OF LAS COLINAS

When **DFW International Airport** opened in 1974, much of the surrounding land in Irving was pasture. Developers led by Ben Carpenter envisioned a **master-planned city** nearby—what became **Las Colinas**.

- » **Initial land values:** \$2,000–\$3,000 per acre in the early 1970s.
- » By the 1990s, corporate relocations (Exxon, Kimberly-Clark, Verizon) had turned Las Colinas into a **Fortune 500 magnet**.
- » **Land values soared** to \$150K+ per acre for prime office parcels, while residential values appreciated even faster in adjacent master-planned neighborhoods.

Impact: The airport wasn't just a transportation hub—it became the **economic engine** that created a city-within-a-city.



Lesson: Airports create permanent demand for office, hotel, and logistics land. McKinney National Airport and North Texas Regional Airport are setting up to be the “next Las Colinas” moments.

CASE STUDY 3: BOIS D'ARC LAKE & HONEY GROVE'S TRANSFORMATION

For decades, **Honey Grove** in Fannin County was known as the “Sweetest Town in Texas,” but economic growth was slow. That changed with the construction of **Bois d'Arc Lake**, Texas’ first major reservoir in 30 years (opened in 2023).

- » **Pre-lake land prices:** \$3,500–\$5,000 per acre in early 2010s.
- » **During construction (2017–2022):** Waterfront tracts quietly doubled in value as investors anticipated recreation demand.
- » **Post-opening (2023–2025):** Land around Honey Grove and Bonham is trading at \$15K–\$20K per acre, with premium waterfront tracts commanding even higher.

Impact: The lake not only secures water for millions—it creates a **permanent recreational economy** (marinas, RV parks, resorts).



Lesson: Water projects deliver a one-two punch: supply for growth and premium pricing for lake-adjacent land.

CASE STUDY 4: SHERMAN & THE CHIPS ACT WINDFALL

In 2021, **Texas Instruments** announced a **\$40 billion semiconductor fab complex** in Sherman. Shortly after, **GlobalWafers** committed another **\$5 billion wafer plant** nearby, fueled by CHIPS Act incentives.

- » **Before announcements (2019–2020):** Land around Sherman sold for \$8K–\$12K per acre.
- » **After announcements (2022–2023):** Values surged to \$25K–\$40K per acre, especially near US-75 interchanges.
- » **Ripple effect:** Housing demand in Van Alstyne, Howe, and Denison spiked; commercial developers began land-banking near Preston Harbor and the Tollway extension.

Impact: The fabs are not just factories—they're **city-shaping anchors** that bring thousands of high-paying jobs and global suppliers.



Lesson: When global tech plants arrive, surrounding land doesn't just appreciate—it often multiplies in value within 24–36 months.

CHAPTER 1: WATER & LAKES AS CATALYSTS



THE POWER OF WATER IN TEXAS GROWTH

In Texas, water is destiny. Without reliable water supply, growth stalls; with it, new cities are born. As North Texas prepares for millions of new residents, reservoirs, treatment plants, and pipelines have become the **quiet drivers of land value**. Unlike highways or airports, water infrastructure is less visible—but its impact is just as powerful. A tract of land without water access is just dirt. Add a pipeline, and it becomes a subdivision. Add a lake, and it becomes a destination.

BOIS D'ARC LAKE: A 30-YEAR DREAM REALIZED

The crown jewel of this new era is **Bois d'Arc Lake** in Fannin County. Completed in 2023, it is the first major reservoir built in Texas in three decades. At 16,641 acres, it secures water for **2 million people** across Collin, Fannin, and surrounding counties.

- » **Impact on Honey Grove & Bonham:** Once sleepy towns, they are now on the radar of developers, investors, and recreation seekers.
- » **Land values:** Pre-construction prices (\$3,000–\$5,000/acre) have surged to \$15,000–\$20,000/acre for tracts with lake access or visibility.
- » **New economies:** Fishing tournaments, marinas, RV parks, and waterfront communities are already emerging.



Lesson: New lakes don't just serve water—they create permanent **lifestyle economies** that anchor land appreciation.

LEONARD WATER TREATMENT PLANT & PIPELINES

Supporting Bois d'Arc Lake is the **Leonard Water Treatment Plant**, one of the most advanced in the U.S. Phase I brought capacity to **70 million gallons per day (MGD)**, with Phase II doubling that to **140 MGD**. Massive pipelines—some over 60 miles long and 90 inches in diameter—now connect this system to Collin and Dallas counties.

- » **Impact:** Every gallon piped south allows cities like McKinney, Anna, and Melissa to keep issuing building permits.
- » **Investor takeaway:** Subdivisions follow water lines. Land near pipeline corridors often sees speculative value increases even before development.

LAKE RALPH HALL: THE NEXT FRONTIER

Just south of Bois d'Arc, construction of **Lake Ralph Hall** near Ladonia represents another leap forward. Once completed, it will supply an additional **54 MGD** of water while creating a new recreation hub.

- » **Regional impact:** Fannin and Delta counties, long overlooked, now have a permanent attraction to draw residents and weekend tourism.
- » **Land appreciation:** Early buyers are seeing values climb from \$4,000–\$6,000/acre toward double that figure as infrastructure nears completion.



Lesson: Lakes multiply land use. What was once cattle pasture becomes waterfront real estate.

SHERMAN'S WATER SYSTEM EXPANSION FOR MEGA-FABS

The CHIPS Act-fueled semiconductor boom in Sherman requires massive water capacity. To serve Texas Instruments' \$40 billion fabs and GlobalWafers' \$5 billion wafer plant, Sherman is expanding its system by **millions of gallons per day**.

- » **Impact:** Industrial water demand has a trickle-down effect—housing for workers, retail for families, and services for suppliers.
- » **Investor takeaway:** Water upgrades designed for industry inevitably spill over to enable **residential and commercial growth**.

ROADS AROUND LAKES: HIDDEN CATALYSTS

New lakes force road relocations and bridge construction. At Bois d'Arc, more than **11 miles of state and county roads** were rebuilt or rerouted, creating brand-new access corridors. These roads make once-remote parcels newly accessible.

- » **Impact:** Even land miles away benefits from smoother routes into towns.
- » **Investor takeaway:** Always look at the new road maps when a reservoir is built—those alignments often become the next growth corridors.

WATER + RECREATION = DOUBLE PREMIUM

Water projects deliver a **dual benefit**:

1. **Supply** for urban expansion.
2. **Recreation** for lifestyle demand.

A subdivision near a new pipeline may see modest appreciation, but a subdivision on a lakefront doubles or triples in value because it appeals to both necessity (water) and luxury (lifestyle).

NTMWD'S LONG-TERM VISION

The **North Texas Municipal Water District (NTMWD)** isn't stopping at Bois d'Arc and Ralph Hall. Its 50-year plan includes expanded pipelines, pumping stations, and interconnections across Collin, Fannin, and Hunt counties. For land investors, these blueprints are as important as highway maps.

- » **Every pipe = new permits.** Cities without water allocations cannot issue building permits.
- » **Every treatment plant = new rooftops.** Capacity directly determines growth ceilings.

WHY WATER = WEALTH IN NORTH TEXAS

Water infrastructure is the **foundation of all other development**. Highways may open new corridors, but without water, subdivisions cannot be built. Airports may attract employers, but without water, factories cannot operate. In North Texas, the counties with new reservoirs, pipelines, and treatment plants—**Fannin, Delta, Grayson, and Collin**—are positioned to see outsized appreciation.



For the investor: If you want to know where tomorrow's growth will be, **follow the water lines**.

CHAPTER 2:

THE SILICON PRAIRIE: CHIPS, JOBS, AND LAND PRICES



FROM FARMLAND TO FABS

For decades, Sherman was known for manufacturing, railroads, and farming. But today, it is quickly becoming the beating heart of America's **semiconductor revival**. Thanks to billions in federal incentives under the CHIPS and Science Act, **Grayson County** is transforming from a quiet manufacturing hub into the "**Silicon Prairie**"—a region where farmland meets advanced technology.

TEXAS INSTRUMENTS: A \$40 BILLION BET

In 2021, **Texas Instruments (TI)** announced it would build up to **four semiconductor fabrication plants (fabs)** in Sherman, with the first two already under construction. This represents one of the **largest private investments in Texas history**.

- » **Jobs:** Thousands of high-wage engineering, manufacturing, and support roles.
- » **Land impact:** Demand for housing in Sherman, Howe, and Van Alstyne surged immediately after the announcement.
- » **Ripple effect:** Retail, schools, and healthcare expansions followed as the workforce grew.



Investor takeaway: TI's megafab isn't just a project—it's a **regional economy generator** with 30+ years of impact.

GLOBALWAFERS/GLOBITECH: \$5 BILLION WAFER PLANT

Not long after TI, **GlobalWafers (GlobiTech)** announced a **\$5 billion plant** to produce 300-mm silicon wafers—the essential raw material for chipmaking.

- » **Scale:** This is the **first facility of its kind in the U.S.**, directly linked to the CHIPS Act.
- » **Suppliers:** More than 20 global suppliers are expected to set up operations within a 50-mile radius.
- » **Land value surge:** Industrial tracts near Sherman's US-75 corridor jumped from **\$8K-\$12K/acre to \$25K-\$40K/acre** within two years.

THE CHIPS ACT: FEDERAL POLICY MEETS LOCAL LAND

The **CHIPS and Science Act of 2022** allocated **\$52 billion** to restore semiconductor manufacturing in the U.S. Sherman emerged as one of the biggest winners, securing federal dollars and private investment that dwarf anything the region has seen in its history.

- » **Impact:** This policy turned Sherman from a secondary city into a **global tech hub**.
- » **Lesson:** Federal infrastructure and industrial incentives can transform local land markets overnight.

SUPPORTING INFRASTRUCTURE: WATER, POWER, ROADS

Semiconductor plants consume enormous resources. To support TI and GlobalWafers:

- » **Water:** Sherman is expanding capacity by millions of gallons per day (#23 in Top 50).
- » **Power:** Oncor built a new **substation for Preston Harbor** (#22) to support industrial and residential growth.
- » **Roads:** US-75 is being widened from the Collin line to Sherman (#15–16, #24), ensuring freight and workforce mobility.

These upgrades don't just serve factories—they enable entire communities to grow.

THE SUPPLIER ECOSYSTEM

Every fab attracts a supply chain: chemicals, precision parts, logistics, and contractors. Within a 50-mile radius of Sherman, **Cooke, Grayson, Fannin, and Collin counties** are seeing:

- » **Industrial parks proposed** near Gainesville and Denison.
- » **Warehouse demand** spiking along US-75 and US-82.
- » **Speculative land purchases** near the Dallas North Tollway's planned extension into Grayson County.



Investor takeaway: Suppliers create a **second wave of land demand**—often overlooked until it's too late.

HOUSING & RETAIL RIPPLE EFFECT

Thousands of high-paying jobs mean thousands of families. Builders are targeting:

- » **Howe & Van Alstyne:** Entry-level subdivisions for fab workers.
- » **Sherman & Denison:** Mid-tier housing and new retail centers.
- » **Van Alstyne to Gunter:** Premium residential, fueled by Tollway proximity.

Retailers (H-E-B, Costco, national chains) follow rooftops, and each new subdivision inflates surrounding land values.



CASE STUDY: SHERMAN & THE CHIPS ACT WINDFALL

Land in Sherman surged from **\$8K-\$12K/acre pre-announcement** to **\$25K-\$40K/acre post-announcement** within two years. This is just the beginning: as fabs open and suppliers arrive, values could double again by 2030.

THE PRESTON HARBOR CONNECTION

Grayson County isn't just about fabs. On the shores of Lake Texoma, **Preston Harbor**, a 4,000-acre master-planned waterfront community, is directly tied into these infrastructure upgrades. New substations and roadwork connect Sherman's industrial boom to **lifestyle and recreation growth**, a rare dual engine.

WHY THIS IS THE “SILICON PRAIRIE”

The term “Silicon Prairie” has been used before in the Midwest, but Sherman gives it a new Texas flavor:

- » High-tech fabs surrounded by farmland.
- » Infrastructure upgrades (water, power, roads) reaching deep into rural land.
- » Housing and retail following high-paying jobs.

Together, they are redefining North Texas as one of the world’s most strategic semiconductor clusters.

INVESTOR’S LENS: WHERE TO WATCH

1. **Sherman/Denison** → Industrial, workforce housing.
2. **Van Alstyne/Gunter** → Residential spillover from Tollway extension.
3. **Gainesville/Cooke County** → Industrial/logistics parks on I-35.
4. **Bonham/Honey Grove** → Secondary housing and recreation for fab families.
5. **Celina/Anna/Melissa** → Premium residential riding both DNT and water pipelines.

CONCLUSION: FROM COTTON TO CHIPS

Sherman’s story illustrates the speed at which **infrastructure + federal policy + private investment** can transform a county. Just as DFW Airport gave birth to Las Colinas and Frisco, the CHIPS Act has made Sherman the epicenter of a new economic frontier. For land investors, this is the **ground floor of the next 30-year boom**.

CHAPTER 3: HIGHWAYS, TOLLWAYS & THE ROAD TO PROSPERITY



HIGHWAYS ARE DESTINY IN TEXAS

In Texas, highways don't just move traffic—they build cities. Every major boomtown in North Texas, from Plano to Frisco to Prosper, followed a road. The extension of the Dallas North Tollway (DNT) created billion-dollar projects like The Star and Legacy West. The expansion of US-75 transformed Allen and McKinney. Today, the same story is unfolding in Collin, Grayson, Cooke, Hunt, and Delta Counties.

US-380: THE NEW EAST-WEST SUPER CORRIDOR

The most talked-about project in Collin, Hunt, and Denton counties is the conversion of **US-380** into a full freeway.

- » **Collin County (Princeton & Farmersville):** An 11.8-mile bypass around Princeton plus an 8.5-mile freeway extension toward Farmersville will eliminate choke points and unlock development east of McKinney.
- » **Hunt County:** As US-380 approaches the county line, new alignments will connect rural land with urban commuters.
- » **Denton County:** Widening and improvements west toward Prosper and Aubrey secure the northern half of the DFW Metroplex.

Impact: US-380 is becoming a **second SH-121**—a high-capacity, east-west spine that turns farmland into retail pads and subdivision tracts.

SPUR 399 EXTENSION: MCKINNEY'S RELIEF VALVE

McKinney, one of America's fastest-growing cities, is choking on traffic. The **Spur 399 Extension** will connect US-75 south of McKinney directly to US-380 east of the city.

- » **Design:** 6–8 lanes with frontage roads.
- » **Impact:** Relieves McKinney's bottleneck, opening new commercial corridors east of the city.
- » **Investor takeaway:** Look for growth nodes around **US-380/Spur 399 intersections**, where new frontage becomes premium real estate.

THE COLLIN COUNTY OUTER LOOP: A 55-MILE GROWTH RING

The **Collin County Outer Loop** is perhaps the single most transformative project underway in North Texas.

- » **Scale:** A multi-phase, multi-billion-dollar corridor spanning Anna, Melissa, Celina, Princeton, Josephine, and beyond.
- » **Segments:** Segment 3 (Custer → US-75) is already under construction with frontage roads. Southeast sections are in study phases to link with Rockwall/Kaufman loops.
- » **Impact:** The Outer Loop will redistribute traffic across the county and **create entirely new development rings**, similar to how George Bush Turnpike transformed Plano.

DALLAS NORTH TOLLWAY: MARCHING NORTH

The Tollway is the crown jewel of North Texas real estate.

- » **Phase 4A:** Extends the DNT from US-380 to FM 428 (north of Prosper).
- » **Phase 4B:** Pushes even further toward Grayson County.
- » **Impact:** Every time the Tollway extends, land along the corridor jumps in value. Prosper is the latest example, and Gunter/Van Alstyne are next.

THE GRAYSON COUNTY TOLLWAY: THE NEXT FRONTIER

Grayson County is planning its own tollway—continuing the DNT corridor northward.

- » **Concept:** 30+ miles connecting the Collin line to US-75 and the North Texas Regional Airport.
- » **Impact:** This will create the **next big land boom corridor**, similar to how the DNT fueled Frisco and Prosper.



Lesson: Land banking near planned tollways is one of the most reliable wealth-building strategies in Texas real estate.

US-75: FROM VAN ALSTYNE TO SHERMAN

The backbone of North Texas, **US-75**, is being widened:

- » **Upgrades:** 3 lanes each direction, new frontage roads, bridge replacements, U-turns.
- » **Impact:** Creates safer freight movement for Sherman's fabs while also attracting subdivision growth along Van Alstyne, Howe, and Anna.
- » **Investor takeaway:** Every interchange becomes a retail/commercial node.

FM 121 & GUNTER RELIEF ROUTE

As Gunter transitions from rural farmland to Tollway-adjacent suburb, **FM 121** is being widened and a bypass is in planning.

- » **Impact:** Opens southern Grayson to new subdivisions and ties into the Tollway extension.
- » **Investor takeaway:** Early land near FM 121 offers exponential upside as it becomes a feeder for both residential and industrial growth.

I-30: THE EASTWARD WAVE

The **I-30 corridor** is undergoing massive expansion across Rockwall and Hunt Counties.

- » **Projects:** Added lanes, one-way frontage roads, and interchange reconstructions through Greenville, Royse City, and points east.
- » **Impact:** Greenville is positioning itself as a **logistics hub**, with I-30 as its anchor. Royse City's interchanges are already pulling in retail and industrial pads.

- » **Investor takeaway:** Hunt County will mirror Collin's pattern—subdivisions and logistics replacing farmland as Dallas pushes east.

COOKE COUNTY: I-35 AND US-82 IMPROVEMENTS

Cooke County, anchored by Gainesville, is seeing key upgrades:

- » **I-35 widening + new Red River bridges:** Strengthens cross-border logistics with Oklahoma.
- » **US-82 Gainesville Relief Route:** A proposed loop north of Gainesville will unlock industrial pads and suburban tracts.
- » **Impact:** Gainesville becomes the northern freight gateway of North Texas.

SMALLER BUT MIGHTY: FARM-TO-MARKET UPGRADES

Roads like **FM 2551, FM 1378, FM 3286** in Collin County are being widened from two-lane farm roads to six-lane arterials. These projects may not grab headlines, but they quietly turn raw land into **subdivision-ready tracts**.



CASE STUDY: DALLAS NORTH TOLLWAY & FRISCO'S RISE

When the Tollway extended north in the 1990s, Frisco land jumped from \$5K/acre to \$200K+/acre. Today, Phase 4 is doing the same for Prosper and Gunter. Tomorrow, it will do the same for Grayson County.

WHY ROADS = WEALTH MULTIPLIERS

Road projects create the fastest and most predictable appreciation in Texas land.

- » **Highways** bring rooftops and retail.
- » **Tollways** bring corporate campuses and premium communities.
- » **Outer Loops** redefine entire counties.



Lesson: If you want to forecast land values, follow the **alignment maps** and buy before the first lane opens.

CHAPTER 4: AIR POWER: AIRPORTS AS ANCHORS OF GROWTH



AIRPORTS AS ECONOMIC MULTIPLIERS

Airports are not just places where planes land. They are **economic anchors** that create cities within cities. DFW International Airport turned Irving and Grapevine into global business hubs. Love Field revitalized Dallas' core. Now, two regional airports—**McKinney National (TKI)** and **North Texas Regional (KGYI)**—are preparing to transform Collin and Grayson counties into the next frontier of air-driven development.

For investors, airports are a **signal of permanence**: every terminal expansion, taxiway project, or hangar build means more people, more commerce, and more demand for surrounding land.

MCKINNEY NATIONAL AIRPORT (TKI): THE NEXT COMMERCIAL GATEWAY

For years, McKinney National has been a corporate aviation hub. But now, it's going commercial.

- » **\$72–\$79 million passenger terminal** approved, with construction beginning in 2024.
- » **Runway upgrades and extensions** are in planning to support larger aircraft.
- » **Target:** Commercial passenger service by 2026.

IMPACT:

- » **Hospitality & retail:** Hotels, restaurants, and shopping will follow.
- » **Offices & logistics:** Surrounding land along FM 546 and SH-5 is already being positioned for business parks.
- » **Residential growth:** A new airport instantly raises demand for housing within 15–20 minutes.



Investor takeaway: McKinney National is Collin County's **DFW Airport moment**, a once-in-a-generation catalyst that will elevate land from industrial tracts to high-value mixed-use.

NORTH TEXAS REGIONAL AIRPORT (KGYI): REVIVING GRAYSON'S AIR HUB

Located between Sherman and Denison, **North Texas Regional Airport** is undergoing critical upgrades:

- » **New taxiways and hangar construction** underway.
- » Plans for **airside development pads** to host logistics and aerospace firms.
- » Targeted to become the **third regional aviation hub** north of DFW.

IMPACT:

- » With Texas Instruments and GlobalWafers fabs nearby, NTRA is positioned to support **cargo, suppliers, and corporate travel**.
- » The airport sits adjacent to thousands of acres of developable land, primed for industrial parks and tech campuses.



Investor takeaway: As Sherman grows into the Silicon Prairie, NTRA will be the **air engine** that ensures global connectivity for suppliers and executives.

REGIONAL AVIATION SYSTEM UPGRADES

Airports don't operate in isolation—they're part of a system. North Texas is aligning its **regional aviation network** to handle explosive growth:

- » **DFW Airport expansions:** \$5 billion Terminal F planned.
- » **Dallas Love Field upgrades:** Modernized concourses and cargo capacity.
- » **McKinney + NTRA upgrades:** Ensure redundancy and regional access.

Impact: This regional air network positions North Texas as a **megaregion for global commerce**, where suburban airports like TKI and KGYI handle the second wave of growth.

THE RAIL CONNECTION: DART SILVER LINE

Air power is not just about planes—it's about how people connect to them. The **DART Silver Line**, a 26-mile commuter rail project, will connect Plano, Richardson, and Addison directly to DFW Terminal B.

- » **Impact:** Transit-oriented development (TOD) opportunities in Collin County.
- » **Lesson:** Airports + rail create **multi-modal hubs**, boosting land near stations.

AIRPORTS AS LIFESTYLE ANCHORS

It's not only about jobs. Airports also **shift demographics**:

- » **Corporate travelers** seek high-end housing nearby.
- » **Hospitality chains** race to secure parcels for hotels.
- » **Retail clusters** form around access roads.

In McKinney and Sherman, this means upscale housing, premium shopping centers, and “airport city” style mixed-use districts.

INVESTOR'S LENS: WHERE TO WATCH

1. **McKinney (FM 546 & SH-5 corridors)**: Likely to see rapid absorption of office and hospitality tracts.
2. **Anna/Melissa**: Secondary housing demand fueled by McKinney's airport growth.
3. **Sherman/Denison (NTRA surroundings)**: Perfect for industrial and logistics parks tied to semiconductor fabs.
4. **Gainesville & Van Alstyne**: Strategic for commuter housing, offering affordable options within reach of both airports.

WHY AIRPORTS MULTIPLY LAND VALUE

1. **Permanent anchor**: Unlike speculative projects, airports are long-term infrastructure.
2. **Global magnet**: They bring not just regional travelers, but international commerce.
3. **Dual-use uplift**: Airports drive both industrial and lifestyle land appreciation.



Lesson: Just as DFW made Las Colinas, and Love Field sustained Dallas' inner core, McKinney National and North Texas Regional will define the next wave of suburban land booms.

CONCLUSION: FLYING INTO THE FUTURE

Airports are the **ultimate land value escalator**. Highways create access, water enables growth, but airports connect a region to the world. With McKinney National set to open commercial flights by 2026 and North Texas Regional scaling alongside Sherman's fabs, **Collin and Grayson counties are about to experience their own “airport wealth effect.”**

For the land investor, the message is clear: **buy near the runways, before the first jet bridge goes up.**

CHAPTER 5: COMMUNITIES & LIFESTYLE GROWTH



FROM PASTURES TO MASTER PLANS

Highways and lakes lay the foundation, but it's the **communities** that transform those foundations into thriving cities. What was once cotton farmland in Plano, Frisco, and McKinney is now home to Fortune 500 companies, mixed-use villages, and high-end residential developments.

In North Texas, a new wave of **master-planned communities and lifestyle districts** is taking shape—anchored by the infrastructure we've already explored. These communities don't just provide homes; they provide **identity, amenities, and economic gravity**.

THE FIELDS: A \$12.7 BILLION NEW CITY IN FRISCO

At over 2,500 acres, **The Fields** is one of the largest master-planned communities in the nation.

- » **Scope:** 10,000+ homes, 18 million sq. ft. of office, retail, and commercial space.
- » **Anchors:** PGA of America HQ, University of North Texas campus, luxury hotels, and golf courses.
- » **Impact:** Redefined Frisco's northern edge into a **global destination**.



Investor takeaway: Fields proves that *when infrastructure meets vision, farmland can become a city within a decade.

FIREFLY PARK: FRISCO'S BILLION-DOLLAR URBAN VILLAGE

On 230 acres near the DNT, **Firefly Park** is a \$2.5–\$4 billion project.

- » **Features:** 4,000+ residential units, retail, office space, parks, and entertainment venues.
- » **Impact:** Extends Frisco's “\$5 Billion Mile” corridor northward.

FRISCO STATION: THE \$5 BILLION MILE

Adjacent to The Star, **Frisco Station** combines offices, hotels, apartments, and retail in a **242-acre mixed-use hub**.



Lesson: Communities that build around jobs and entertainment **retain value longer** than those that are purely residential.

LEGACY WEST: PLANO'S LIFESTYLE HUB

Legacy West, built on a redeveloped corporate campus, is now a crown jewel of Plano.

- » **Features:** Corporate towers (Toyota HQ, JPMorgan Chase campus), luxury condos, retail, and entertainment.
- » **Impact:** Proved that suburban Dallas can host **urban-style lifestyle centers**.

THE STATION: SACHSE'S \$500 MILLION COMMUNITY

A 134-acre mixed-use project bringing **1,000+ residential units, retail, and a central park**.



Lesson: Even smaller towns along major turnpikes are adopting the **mixed-use village model** once reserved for larger cities.

ANNA'S LIBERTY HILLS: COLLIN COUNTY'S NORTHERN EDGE

Anna, TX, once a quiet stop on US-75, is rapidly transforming.

- » **Liberty Hills** will anchor growth with new homes and commercial nodes.
- » **Impact:** Proof that **infrastructure + affordability** fuels new waves of family-friendly communities.

THE PRESERVE: COLLIN'S LUXURY \$10 BILLION NEIGHBORHOOD

Spanning 2,500 acres, **The Preserve** is positioned as one of Texas' most desirable luxury enclaves.

- » **Features:** High-end homes, nature preserves, and private amenities.
- » **Impact:** Demonstrates demand for **premium suburban living** in North Texas.

PROSPER'S ARTS & ENTERTAINMENT DISTRICT

Prosper is building a \$300 million mixed-use district with hotels, retail, and multifamily housing.

- » **Projection:** \$1 billion in long-term value and 400+ jobs.
- » **Impact:** Creates a new **cultural anchor** for northern Collin.

RETAIL EXPANSION: H-E-B, WHOLE FOODS, AND COSTCO

Nothing signals permanent community growth like **grocery expansion**.

- » **H-E-B** has committed multiple new stores in Prosper, McKinney, Melissa, and Plano.
- » **Whole Foods** is expanding into Frisco with a flagship store inside “The Mix” development.
- » **Impact:** Retail follows rooftops—and land values follow retail.

PRESTON HARBOR: LAKE TEXOMA'S 4,000-ACRE LIFESTYLE COMMUNITY

On the Grayson waterfront, **Preston Harbor** will feature luxury homes, retail, and recreation.

- » **Supporting infrastructure:** New Oncor substation (#22) and utility expansions.
- » **Impact:** Creates a premium lifestyle destination tied directly to Sherman's industrial growth.

GAINESVILLE'S INCENTIVE-BACKED GROWTH

Cooke County's **Gainesville EDC** is leveraging infrastructure incentives (water, sewer, roads) to attract employers.

- » **Impact:** Jobs fuel rooftops, rooftops fuel retail. Gainesville is becoming the **northern cousin** of McKinney and Sherman.



CASE STUDY: FRISCO'S LIFESTYLE REVOLUTION

Frisco grew not just because of the Tollway, but because it layered **lifestyle communities**—The Star, Fields, Firefly Park—on top of infrastructure. The result: a city with both global employers and championship golf.

THE PATTERN OF GROWTH

Every county in North Texas is repeating this cycle:

1. **Infrastructure arrives** (road, lake, or airport).
2. **Master-planned community follows.**
3. **Retail giants commit.**
4. **Lifestyle anchors** (parks, entertainment, universities) complete the **ecosystem.**

This cycle happened in Plano, Frisco, and Allen. Now it's happening in **Anna, Prosper, Sherman, Bonham, Gainesville, and Denison.**

INVESTOR'S LENS: WHERE TO WATCH

- » **Anna/Melissa:** Affordable family-oriented growth zones.
- » **Prosper/Frisco:** Premium communities with lifestyle branding.
- » **Sherman/Denison:** Dual engine of jobs (fabs) + lifestyle (Preston Harbor).
- » **Bonham/Honey Grove:** Water + recreation anchored communities.
- » **Gainesville:** Industrial incentives seeding lifestyle districts.

CONCLUSION: BUILDING THE PLACES WHERE PEOPLE WANT TO LIVE

Infrastructure lays the skeleton, but **communities are the muscle and heart**. Fields, Firefly Park, Preston Harbor, and The Preserve are proof that North Texas is not just growing—it's building **world-class lifestyle destinations**. For the investor, the key is simple: buy near where **the next community identity** is being built.

CHAPTER 6: THE EASTWARD WAVE: HUNT & DELTA IN FOCUS



THE PULL OF THE METROPLEX

For decades, growth in North Texas moved north along the Dallas North Tollway and US-75. But as land in Collin County becomes scarce and expensive, a powerful **eastward wave** is unfolding. Hunt and Delta Counties — long considered rural and peripheral — are now squarely in the path of expansion.

Highways, reservoirs, and broadband backbones are transforming these counties from farmland into the **next Collin County story**, only at a fraction of the land cost.

I-30: THE SPINE OF EASTWARD GROWTH (HUNT COUNTY)

The I-30 corridor is the single most important driver of Hunt County's growth.

- » **East of Rockwall:** Major expansion projects are adding lanes, separating frontage roads, and rebuilding interchanges.
- » **Royse City:** A surge of retail and industrial pads has followed new overpasses and access improvements.
- » **Greenville:** The addition of a third lane each way and modernized interchanges are positioning Greenville as an **industrial and logistics hub**.



Investor takeaway: Hunt County is following Rockwall's trajectory — farmland turning into retail corners, distribution centers, and residential subdivisions along I-30.

ROYSE CITY OVERPASS PROGRAM

TxDOT has launched multiple overpass and interchange projects through **Royse City**:

- » **FM 1570, FM 36, FM 1565, and CR 2509** are all receiving upgrades.
- » These interchanges improve safety and open new commercial frontage.

Impact: Retail and industrial developers are already absorbing land near the interchanges, pushing land values sharply upward.

GREENVILLE: FROM COTTON TO COMMERCE

Greenville, historically a cotton town, is emerging as Hunt County's economic anchor.

- » **I-30 widening:** Improves logistics potential.
- » **Industrial attraction:** Warehousing, e-commerce, and light manufacturing are moving east.
- » **Housing demand:** Affordable subdivisions are appearing, offering alternatives to Collin's rising costs.



Lesson: Greenville is becoming to Hunt County what McKinney once was to Collin — the **gateway city** that unlocks surrounding farmland for development.

US-380 EXPANSION TO HUNT

On the county's northern edge, **US-380** is being expanded from Collin into Hunt.

- » **Impact:** Ties Princeton, Farmersville, and Greenville into a seamless east-west corridor.
- » **Investor insight:** Land near the 380 corridor in western Hunt County is already being optioned by developers preparing for spillover growth.

LAKE RALPH HALL: A NEW CATALYST (DELTA & FANNIN COUNTIES)

At the border of Fannin and Delta Counties, **Lake Ralph Hall** is under construction.

- » **Purpose:** Provides 54 million gallons per day of water supply.
- » **Byproduct:** Creates new recreational and waterfront land opportunities.
- » **Impact on Delta:** Cooper and surrounding communities will see rising land demand for weekend homes, marinas, and small subdivisions.



Lesson: Just like Bois d'Arc Lake transformed Bonham and Honey Grove, Ralph Hall will push Delta into the growth spotlight.

BROADBAND AND UTILITY BACKBONES

Delta County, historically underserved, is gaining new **broadband and utility extensions** aligned with road and reservoir projects.

- » **Impact:** Broadband transforms rural land into viable residential communities.
- » **Investor insight:** Look for parcels tied to utility extensions — affordability plus connectivity equals growth.

THE AFFORDABILITY ADVANTAGE

One of the eastward wave's greatest strengths is **affordability**:

- » Land in Hunt County still trades for **one-third of Collin County's prices**.
- » Delta County acreage is even lower, yet now tied to new water and utility infrastructure.
- » For families priced out of Frisco, McKinney, or Prosper, eastward cities like **Royse City, Greenville, and Cooper** provide attainable housing.



CASE STUDY: HUNT COUNTY'S I-30 TRANSFORMATION

In the early 2000s, land in Rockwall County along I-30 was trading at \$5K–\$10K/acre. After expansion, retail waves drove values to \$150K+/acre for commercial frontage. Hunt County is now repeating the same story just one county east — with land still priced under \$20K/acre in many areas.

INVESTOR'S LENS: WHERE TO WATCH

1. **Royse City (I-30 interchanges):** Retail and commercial frontage.
2. **Greenville:** Logistics and workforce housing demand.
3. **Western Hunt County (US-380 corridor):** Affordable subdivision growth.
4. **Delta County (Lake Ralph Hall):** Waterfront, marinas, and lifestyle land.
5. **Cooper & Eastern Delta:** Land plays tied to broadband and water expansion.

CONCLUSION: EASTWARD MOMENTUM IS INEVITABLE

The Dallas–Fort Worth Metroplex can only expand north for so long. With Collin land tightening and Grayson booming with tech, **the eastward wave into Hunt and Delta Counties is inevitable.**

- » **Hunt County** is the logistics and retail story, anchored by I-30 and Greenville.
- » **Delta County** is the water and recreation story, anchored by Lake Ralph Hall.

For investors, this is the **last frontier of affordable land in the Metroplex** — but not for long. The eastward wave is rolling, and those who position themselves early will capture the same wealth effect that once transformed Plano, Allen, and Frisco.

CHAPTER 7:

NORTH TEXAS 2050: FORECASTING LAND & LEGACY



SEEING THE FUTURE IN TODAY'S ROADS AND LAKES

Every freeway, reservoir, and airport terminal built today is a **signal of tomorrow's community**. By 2050, North Texas will not simply be larger; it will be fundamentally different — a megaregion of 12 million+ people stretching from the Red River to the edge of East Texas. The question is not if this growth will happen, but where it will concentrate.

This chapter forecasts how today's **Top 50 infrastructure projects** will shape the region's land values, communities, and legacy through 2050.

COLLIN COUNTY: FROM SUBURB TO SUPER-REGION

By 2050, Collin County will likely surpass **2 million residents**, rivaling Dallas County.

- » **Outer Loop:** Converts rural towns like Anna, Melissa, Farmersville, and Josephine into major suburbs.
- » **US-380 Freeway:** Creates an east-west backbone equal to SH-121 today.
- » **McKinney National Airport:** Establishes Collin as a true international gateway.
- » **Legacy of Growth:** Collin will evolve from “Dallas’ northern suburb” into a **standalone super-region**, with its own airports, universities, and job centers.



Investor Forecast: Acreage that trades at \$20K–\$30K today could easily command \$150K+ by 2050, especially along the Outer Loop and US-380 corridors.

GRAYSON COUNTY: THE SILICON PRAIRIE MATURES

Grayson County is where **industry meets lifestyle**.

- » **Texas Instruments & GlobalWafers fabs** anchor a \$50B+ semiconductor cluster.
- » **US-75 widening + DNT extension** tie Sherman directly to Dallas and Prosper.
- » **Preston Harbor on Lake Texoma** builds a luxury residential/recreational community.
- » **North Texas Regional Airport (NTRA):** Expands as the third aviation hub of North Texas.



Legacy: By 2050, Sherman and Denison could rival Plano and Frisco in population, with Texoma shoreline values rivaling today’s Lake Lewisville.

FANNIN COUNTY: FROM WATER SECURITY TO WATERFRONT WEALTH

Fannin's transformation is driven by **water**:

- » **Bois d'Arc Lake** and **Lake Ralph Hall** ensure supply for millions of residents.
- » New pipelines and treatment plants enable large-scale subdivisions.
- » **Honey Grove** and **Bonham** evolve into lakefront lifestyle towns.



Forecast: Land that sold for \$3K–\$5K/acre in 2010 is already \$15K–\$20K. By 2050, waterfront tracts could hit \$100K/acre as marinas, resorts, and gated communities multiply.

COOKE COUNTY: GATEWAY TO OKLAHOMA

Cooke sits at the **nexus of I-35 and US-82**.

- I-35 widening and new **Red River bridges** expand cross-border trade.
- **US-82 Relief Route** makes Gainesville a logistics and industrial magnet.
- Affordable housing demand pulls families from Denton and Grayson.



Forecast: Gainesville could emerge as the **Frisco of the north**, with land values rising 5–7x by 2050.

HUNT COUNTY: LOGISTICS & LIFESTYLE ON I-30

Hunt County's destiny is tied to **I-30**.

- » **Greenville**: Becomes a logistics hub with warehousing and e-commerce.
- » **Royse City**: Retail and residential growth mirrors Rockwall's 1990s boom.
- » **US-380 expansion**: Creates a second growth corridor into Collin and Farmersville.



Forecast: By 2050, Greenville may be the **McKinney of the east**, and Hunt farmland could appreciate 6–10x as Dallas' eastward wave rolls in.

DELTA COUNTY: THE RESERVOIR EFFECT

Delta County, long considered remote, now has its moment.

- » **Lake Ralph Hall** creates a recreation economy.
- » **Broadband and utility expansion** turn Cooper into a bedroom community for Greenville and Commerce.



Forecast: Delta will remain the most rural of the counties, but lakefront and utility-served parcels could deliver **outsized appreciation**, especially for early movers.

THE INVESTOR'S HEAT MAP FOR 2050

By 2050, the hot spots of today will be built-out suburbs. Tomorrow's land appreciation will concentrate in:

1. **Outer Loop towns (Anna, Melissa, Josephine, Weston).**
2. **Sherman/Van Alstyne/Gunter (Tollway corridor + fabs).**
3. **Gainesville (I-35/US-82 logistics hub).**
4. **Greenville (I-30 logistics + affordable housing).**
5. **Honey Grove/Bonham (lakefront premium).**

RISKS & RESTRAINTS

No forecast is complete without recognizing risks:

- » **Water scarcity:** New lakes help, but demand may outpace supply.
- » **Overbuilding:** Rapid subdivision booms can oversupply the market.
- » **Regulatory shifts:** Zoning, environmental limits, or state land-use changes may affect growth.
- » **Economic cycles:** Recessions may pause—but not stop—long-term appreciation.



Lesson: Land remains one of the most resilient long-term assets, but patience and timing matter.

GENERATIONAL LEGACY: LAND AS THE ULTIMATE ASSET

By 2050, much of today's farmland will be rooftops, retail, and roads. The families and investors who **position early along today's infrastructure projects** will be tomorrow's land legends.

Infrastructure delivers not just appreciation, but **legacy**—an asset that can be passed down, developed, or sold into the next wave of growth.

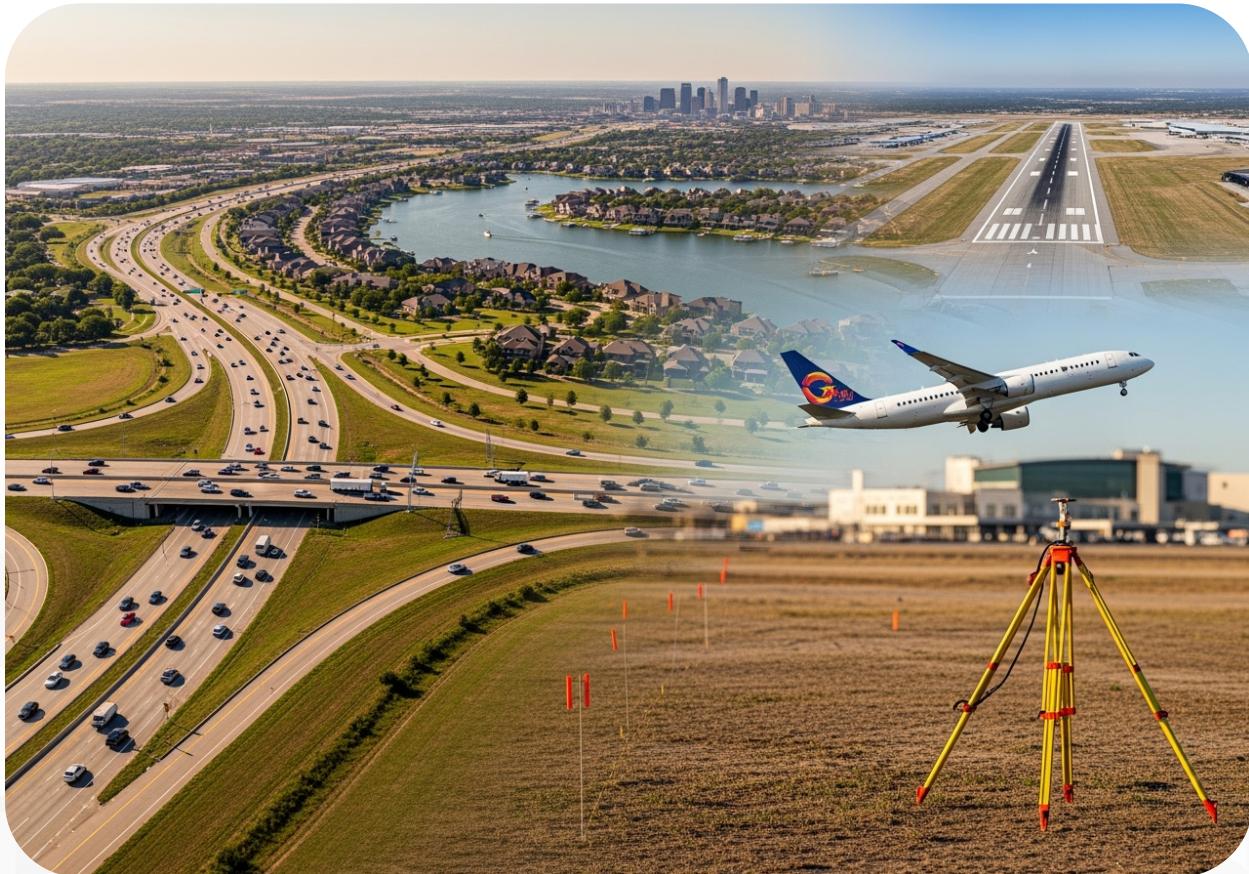
CONCLUSION: THE ROAD TO 2050

The story is clear: **water creates capacity, highways create access, airports create global connectivity, and communities create permanence.**

North Texas 2050 will be a megaregion where Fannin's lakes, Grayson's fabs, Collin's airports, Cooke's crossroads, Hunt's logistics, and Delta's reservoir lifestyle combine into one of the most dynamic land markets in America.

For the land investor, the rule is timeless: **buy before the road is paved, the runway opens, or the lake fills. That is how wealth—and legacy—is built.**

CONCLUSION: BUILDING WEALTH FROM ROADS, LAKES, AND RUNWAYS



THE NORTH TEXAS BLUEPRINT FOR WEALTH

If this book has shown anything, it is that **infrastructure is the true blueprint for wealth creation**. Roads, lakes, and airports are not just public works projects; they are the catalysts that transform raw land into neighborhoods, shopping districts, corporate campuses, and cities.

Every great North Texas growth story — Plano on US-75, Frisco on the Dallas North Tollway, Las Colinas beside DFW Airport, and now Sherman with the CHIPS Act — follows the same pattern: **infrastructure arrives first, community and wealth follow second**.

THE THREE PILLARS OF GROWTH

Across our Top 50 projects, three themes emerged:

- » **Roads** create **accessibility**. Highways, tollways, and loops dictate where rooftops and retail can thrive.
- » **Lakes** create **capacity and lifestyle**. Reservoirs provide water for millions while creating recreational economies and premium waterfront land.
- » **Runways** create **connectivity**. Airports tie communities into the global economy, attracting jobs, tourists, and long-term investment.

Together, these pillars explain not just where North Texas is growing, but why.

HISTORY REPEATS — FOR THOSE WHO LISTEN

The lessons are everywhere:

- » Investors who bought near the Dallas North Tollway before it extended into Frisco turned **\$5,000/acre dirt into \$200,000/acre gold**.
- » Families who believed in Las Colinas before DFW Airport opened rode decades of appreciation as corporations moved in.
- » Early buyers near Bois d'Arc Lake already see land trading at triple the price compared to pre-construction values.

The truth is simple: the biggest gains are always made before the ribbon-cutting.

THE INVESTOR'S PATH TO LEGACY

By 2050, Collin, Grayson, Fannin, Cooke, Hunt, and Delta Counties will look unrecognizable compared to today. The freeways will be built, the lakes filled, and the airports expanded.

The question is: Who will own the land when the transformation is complete?

- » **Short-term investors** can capture gains by positioning near new interchanges, terminals, or lakes.

- » **Long-term stewards** can build generational legacy — holding land until rooftops, retail, and lifestyle amenities make it priceless.

Land is not just a commodity in North Texas. It is a **vehicle for wealth, security, and legacy**.

A CALL TO ACTION

This book is not about speculation — it's about foresight. The Top 50 projects documented here are not rumors or dreams; they are **funded, planned, and under construction**.

The time to act is now:

- » Study the maps.
- » Watch the alignments.
- » Follow the water lines, tollway extensions, and airport runways.

Then position yourself where the bulldozers will go tomorrow, not where the subdivisions already stand today.

FINAL WORD: ROADS, LAKES, AND RUNWAYS

Infrastructure is more than steel and concrete. In North Texas, it is the **engine of opportunity**.

- » Roads open access.
- » Lakes create capacity.
- » Runways connect the world.

Together, they are building not just communities, but **the future wealth of families and investors who dare to look ahead**.

Build wisely. Buy early. Hold long. That is how roads, lakes, and runways create not only wealth — but legacy.

