

ROXTON TEXAS

TOP 20 REASONS TO INVEST



LANDZILLE

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STRATEGIC LOCATION & GROWTH CORRIDOR



1. PRIME POSITION IN THE NORTH TEXAS "PRAIRIE-TO-VALLEY" GROWTH CORRIDOR

Roxton sits within reach of the booming corridor stretching from the Dallas metro's **Blackland Prairie** (cities like McKinney, Melissa, Anna) northwards into the **Red River Valley**. Growth is steadily pushing north up the US-75 corridor – "from McKinney to Melissa, then Anna, Van Alstyne, Howe, and finally Sherman," as developers follow a natural progression^[1]. This places the Roxton/Leonard area directly in the path of DFW's expanding development footprint^[2], offering investors a chance to get in early on an emerging extension of the Metroplex.

2. PROXIMITY TO FASTEST-GROWING COMMUNITIES

Roxton benefits from its strategic proximity to some of Texas's fastest-growing small cities. For example, **Melissa** (~29,000 pop.) and **Anna** (~35,000) – less than an hour to the southwest – have each **more than doubled** their populations since 2020, growing ~11.3% annually^[3]. This explosive growth in nearby Melissa/Anna (ranked among the top 35 fastest-growing U.S. cities^[3]) signals strong housing demand and economic momentum spreading toward Roxton. It also means an expanding labor pool and customer base is within easy reach of Roxton for businesses and employers.

3. SURGING REGIONAL ECONOMIC INVESTMENTS

The broader region is rapidly transforming into an economic powerhouse thanks to multi-billion-dollar developments. In Sherman (approx. 50 miles west of Roxton), **Texas Instruments** and **GlobalWafers** are investing over **\$30 billion** in new semiconductor fabs^[4]. These projects are expected to create **5,000+ high-paying jobs** (median salaries ~\$100K) once fully operational^[5], pumping an estimated **\$500 million per year** in new income into the area^[6]. This high-tech boom is spurring supporting industries, contractors, and housing demand across the Sherman/Denison area, with positive spillover effects for outlying communities poised to accommodate growth.

4. EMERGING INDUSTRIAL & RESIDENTIAL HUBS NEARBY

Along the US-75 corridor just west of Roxton, cities like Sherman and Denison are evolving into major residential and commercial hubs. Sherman-Denison's combined metro population now tops 150,000 and climbing^[7]. Denison's downtown revival (200+ new local businesses, breweries, eateries) and pro-growth initiatives (e.g. matching grants for entertainment venues) demonstrate the region's "steady, sustainable growth" and rising vibrancy^[8]. As these hubs flourish, smaller towns in the radius – including Roxton – stand to benefit from increased visitor traffic, housing overflow, and business expansion looking for nearby sites.

ROBUST INFRASTRUCTURE & CONNECTIVITY



1. EXCELLENT HIGHWAY CONNECTIVITY

Investors in Roxton will find strong transportation links connecting the area to major markets. **U.S. Highway 82**, the east-west arterial just north of Roxton, has been undergoing major upgrades. The segment from Sherman through Bonham to the Fannin/Lamar County line is now a four-lane divided highway (a ~\$70 million TxDOT project)[\[9\]](#), with plans to eventually continue four-laning eastward to Paris. In fact, officials expect **Highway 82 to be four-laned from Wichita Falls all the way to Paris** within a few years[\[10\]](#). This means Roxton will soon enjoy a fully modern 4-lane corridor west toward I-35/DFW and east toward Texarkana, greatly improving freight and travel times.

2. NORTHWARD EXPANSION OF DFW OUTER LOOP

Regional connectivity is further boosted by the planned **Dallas Regional Outer Loop** project. Just to the south in Collin and Fannin counties, the new Collin County Outer Loop highway has partially opened and will ultimately extend eastward toward Roxton's vicinity. Opened in late 2025, the initial 15-mile segment links the Dallas North Tollway in Celina to US-75 near Melissa[\[11\]](#)[\[12\]](#). Future phases (already being designed) will continue this Outer Loop east through northern Collin into Hunt/Fannin County – with **interchanges slated near Leonard (FM 78/981)** not far from Roxton[\[13\]](#)[\[14\]](#). As this loop comes to fruition, it will provide fast east-west access across North Texas and position the Roxton/Leonard area as an accessible node on a major regional beltway.

3. PLANNED WIDENING OF TX-121 TO DFW

The main route from Roxton's region to the Metroplex, **State Highway 121**, is slated for significant upgrades. TxDOT has developed plans to make SH-121 a four-lane highway “**all the way to Fannin County**”[\[15\]](#), recognizing the traffic growth as Dallas's influence extends north. This would transform the drive from Leonard/Trenton (near Roxton) to McKinney and Dallas into a high-capacity route, cutting commute times and easing logistics for businesses. Local officials confirm that traffic from McKinney into Fannin County is already increasing and needs this expansion[\[16\]](#) – a clear sign of growth headed toward Roxton that improved 121 infrastructure will accommodate.

4. MODERN LOCAL ROADS & BRIDGES

Not only are highways improving – local infrastructure has seen major investments as well. The creation of **Bois d'Arc Lake** in Fannin County came with new road construction, including a **brand-new FM 897 bridge and roadway** across the lake. This new north-south connector was built to TxDOT standards to replace old rural roads and wooden bridges[\[17\]](#), ensuring reliable all-weather access. Likewise, the **Lake Ralph Hall** project (southwest of Roxton) just opened long-span bridges on Hwy 34 and rerouted FM 1550 to accommodate the future reservoir[\[18\]](#)[\[19\]](#).

One of the Lake Ralph Hall bridges is 1.1 miles long and even includes a pedestrian/bike walkway for multi-use connectivity[\[20\]](#). These improvements demonstrate a commitment to top-tier infrastructure that will support heavier traffic and development in the Roxton area.

5. ACCESS TO AIR TRANSPORTATION

Roxton is conveniently positioned relative to regional and international air hubs. It's about ~70 miles from **DFW International Airport** (the 4th busiest airport in the world) and ~65 miles from Dallas Love Field, putting global passenger and cargo connections within a 1.5-hour drive. Closer to home, the **McKinney National Airport (TKI)** – roughly 50 miles away – is undergoing a major upgrade to begin commercial airline service by late 2026[\[21\]](#)[\[22\]](#). A new 46,000 sq. ft. passenger terminal with four gates is under construction (with **Avelo Airlines already signed on as the first carrier**)[\[21\]](#)[\[23\]](#). Once operational, McKinney's airport will offer convenient flights and air freight services for Collin and Fannin County businesses, enhancing Roxton's appeal to corporate investors who require easy business travel and shipping options. Even today, McKinney National functions as a top-tier general aviation airport for private jets and charters.

6. RAIL AND LOGISTICS POTENTIAL

(Investors may note that the **Northeast Texas Rural Rail Transportation District (NETEX)** maintains a freight rail line running through nearby communities in Lamar/Fannin counties. There is future potential to restore more active rail freight service or transload facilities in this corridor, which could benefit agricultural or manufacturing enterprises in Roxton. [Roxton's specific rail status could be detailed in local plans] Additionally, with the upgrade of US 82, trucking is becoming more efficient – making Roxton a feasible location for distribution centers or light manufacturing that can ship west to I-35 or east to I-30 in a few hours.)

ABUNDANT RESOURCES & UTILITIES



1. SECURE WATER SUPPLY – NEW RESERVOIRS

Figure: A water level gauge in a North Texas reservoir, symbolizing the region's robust water supply infrastructure. **Secure Water Supply – New Reservoirs:** One of the most compelling assets of the Roxton area is its access to **abundant water resources**, thanks to two brand-new reservoirs. **Bois d'Arc Lake**, completed in 2022 just 25–30 miles northwest of Roxton, is the first major Texas reservoir built in over 30 years[24]. Spanning ~16,600 acres[25], Bois d'Arc Lake is a critical source of drinking water for the fast-growing North Texas region and can provide up to **82 million gallons per day** to NTMWD customers[26]. Closer to Roxton (only ~15 miles west), the **Lake Ralph Hall** reservoir on the North Sulphur River will add another 7,600 acres of water surface when it's completed by 2025[27].

Ralph Hall is designed to supply **35 MGD of water (plus 19 MGD of reuse)** to cities in Denton, Collin, and Fannin counties[\[27\]](#). For investors, these new lakes guarantee a **plentiful, reliable water supply** for decades – a crucial factor for large-scale residential development, industry, and agribusiness. Unlike many rural areas, water availability will not be a growth bottleneck here.

2. MODERN UTILITIES AND TREATMENT FACILITIES

With the creation of Bois d'Arc Lake came major upgrades to local utilities. The North Texas Municipal Water District constructed a brand-new **state-of-the-art water treatment plant in Leonard** (20 miles from Roxton) to process lake water[\[28\]](#), along with another new plant in Bonham, ensuring **high-quality drinking water** is available to surrounding communities. These investments mean that **Leonard, Bonham, and the corridor toward Roxton have excess water treatment capacity** to support new residential neighborhoods and businesses. Communications infrastructure has also improved – NTMWD funded new radio towers to enhance cellular and emergency radio coverage around the lake[\[17\]](#), addressing prior dead zones. In short, the region's backbone infrastructure (water, power, telecom) is being built out ahead of growth, so investors can tap into ready utilities with less up-front cost.

3. LOW RISK OF RESOURCE SHORTAGES

As drought strains parts of Texas, Roxton's region stands out for its water resiliency. The twin reservoirs (Bois d'Arc and Ralph Hall) were strategic investments to support an additional **2.3+ million people** in North Texas[\[26\]](#). NTMWD's stewardship ensures that as cities to the south boom, water will keep flowing to new developments in Fannin/Lamar counties. This mitigates a key risk for investors – you can build homes, resorts, or industries here with confidence in long-term water permits. Additionally, ample land availability means septic or sewer solutions can be planned with less density pressure (and future regional sewer systems may emerge as towns grow). Overall, the presence of major water infrastructure in a rural county is a unique competitive advantage that elevates Roxton as a **prime site for growth with sustainable resources**.

RECREATION, LIFESTYLE & TOURISM POTENTIAL



1. LAKESIDE RECREATION AND TOURISM DRAWS

The new lakes are not just vital infrastructure – they are **destination recreation spots** poised to attract visitors and second-home buyers. Bois d'Arc Lake, for example, was “developed with fishing in mind” – over 40 fish habitat structures were built and large areas of standing timber left intact to create a **trophy fishery**[\[29\]](#). Texas Parks & Wildlife has already stocked Bois d'Arc with **largemouth bass, catfish, crappie** and other game fish, aiming to make it a premier fishing lake[\[30\]](#). Three public boat ramps with picnic areas are open[\[31\]](#)[\[32\]](#), and the lake is drawing boaters, kayakers, hunters, and campers. Likewise, Lake Ralph Hall will offer boating, fishing (with a relocated **Ladonia Fossil Park** as a unique attraction), and lakeside parks.

These amenities translate into immediate opportunities for recreation-related businesses – marinas, bait shops, RV parks, rental cabins, restaurants – to serve the growing influx of outdoor enthusiasts. Roxton is well-positioned, being only a short drive from multiple lake access points. Investors could capitalize on this by developing lodging or service businesses that cater to weekend travelers and fishermen.

2. OUTDOOR LIFESTYLE & NATURAL BEAUTY

Figure: Texas Parks & Wildlife officials stock young bass in a new lake, preparing it to become a trophy fishing destination. **Outdoor Lifestyle & Natural Beauty:** The Roxton area offers the kind of “**country comfort**” and **wide-open space** that many families and retirees seek[\[33\]](#). Surrounded by rolling prairies and rich farmland, Roxton delivers a peaceful small-town atmosphere with plenty of room to roam. As one homebuilder noted about a nearby Fannin town, this region provides “the peaceful atmosphere of true Texas countryside without losing access to major conveniences”[\[34\]](#)[\[35\]](#). Residents enjoy low traffic, starry night skies, and a close-knit community vibe. Yet urban amenities are not far – it’s roughly 20 minutes to Paris (with hospitals, shopping, Paris Junior College) or under an hour to McKinney’s extensive retail centers. For quality of life, Roxton also sits along the route of the developing **Northeast Texas Trail (NETT)** – a 130-mile hiking/biking trail being built along a former rail line. Once fully connected, the NETT will be the **longest trail in Texas and fourth-longest in the U.S.**[\[36\]](#), running through Roxton and nearby towns. This can make Roxton a charming trail stop for cyclists and nature tourists, spurring B&Bs, cafes, and outfitter shops to cater to them. In short, Roxton offers a rare blend of **small-town charm, outdoor recreation, and proximity to big-city conveniences** – a formula for strong real estate demand from those seeking a balanced lifestyle.

3. MAJOR RESORTS & ATTRACTIONS IN THE REGION

The broader Red River Valley area is becoming a **regional leisure destination**, which boosts Roxton’s visibility. Up on Lake Texoma (about 60–70 miles northwest), an enormous **\$6 billion master-planned resort community** called **Preston Harbor** is underway[\[37\]](#). It will bring ~7,500 luxury homes, multiple resort hotels (including a **Margaritaville** resort), a 1,000-slip marina, retail and entertainment venues[\[37\]](#).

This “lakeside lifestyle” is expected to **attract buyers who might otherwise choose Dallas suburbs**[\[37\]](#), indicating the appeal of waterside living in North Texas. While Texoma is a bit farther, Bois d’Arc Lake could see similar interest in waterfront homes and resorts on a smaller scale. Additionally, the Choctaw Casino Resort in Durant, OK is just an hour away, drawing thousands of visitors, and the historic downtown of **Paris, TX** (15 miles from Roxton) is a tourist draw with its Eiffel Tower replica and antique shops. As these attractions grow, an investor in Roxton could target complementary developments – for example, an RV campground or tiny-home village to capture overflow from Bois d’Arc Lake recreation, or a boutique motel serving NETT trail riders and Paris tourists. With smart planning, **Roxton can leverage regional tourism flows and become a known waypoint or getaway.**

4. ENHANCED QUALITY OF LIFE INITIATIVES

Local counties and cities are actively working to ensure growth enhances residents’ quality of life. Fannin County adopted a **Comprehensive Plan and zoning ordinance** before Bois d’Arc Lake filled – the first time a Texas lake had land-use regulations in place from the outset[\[38\]](#)[\[39\]](#). This proactive planning focuses on preserving the natural beauty around the lake and guiding development to appropriate areas (e.g. parks, resorts, residential zones)[\[40\]](#)[\[36\]](#). The result is that as lake communities develop, they will do so in a thoughtful, orderly manner, maintaining the rural character that current residents value[\[41\]](#). For Roxton investors, this means a **stable, predictable growth environment** – one where neighboring development will be well-planned and property values protected from random or undesirable uses. Moreover, initiatives like Fannin County’s new **equestrian trails association** (tying into the lake recreation plan)[\[42\]](#) promise unique lifestyle amenities (horseback riding trails, etc.) that add to the area’s appeal. In summary, the community-driven approach to growth ensures that Roxton and its surroundings will continue to offer a high quality of life even as they expand – a key consideration for attracting both residents and businesses.

ECONOMIC DEVELOPMENT & OPPORTUNITY



1. AFFORDABLE LAND AND LOWER COSTS

Compared to the overheated real estate prices in the Dallas Metroplex, the Roxton-Leonard area offers **vastly more affordable land and housing** – a critical advantage for investors. For instance, as of mid-2025, Sherman's median home price was around **\$297K**, well below the DFW median of **\$440K**[\[43\]](#). Smaller communities in Fannin/Lamar counties have even more attractive pricing – it's not uncommon to find acreage and lots at a fraction of Collin or Denton County costs. This cost differential creates **opportunity for higher ROI**: developers can acquire large tracts at reasonable prices and build housing that is both profitable and competitively priced for the thousands of families being priced out of Dallas's inner suburbs.

Already, new construction is picking up – Trenton (just west of Roxton) now has multiple new home communities in progress, with builders marketing the area’s “low taxes, privacy, and potential” to value-conscious buyers[\[44\]](#). Investors can leverage these low entry costs and anticipate significant appreciation as the growth wave reaches Roxton. The lower cost of doing business (from cheaper land, **lower local taxes**, and available incentives) also means industrial or commercial projects can operate with reduced overhead compared to metro locations.

2. PRO-BUSINESS, PRO-GROWTH CLIMATE

Both the State of Texas and local officials offer a very **business-friendly climate** for investment. Texas consistently ranks as one of the best states for business, thanks to “**a skilled, growing workforce, low taxes and competitive incentives**”[\[45\]](#). There is **no state income tax**, and communities like those in Lamar/Fannin County often have Type A/B Economic Development Corporations funded by local sales tax to support new businesses (through land grants, infrastructure aid, tax abatements, etc.). The City of Bonham, for example, has been aggressive in seeking grants and funding to expand infrastructure for growth[\[46\]](#). Grayson County’s Denison Development Foundation has even offered matching grants to spur downtown businesses[\[8\]](#). This general pro-growth attitude means investors will find receptive partners in city halls. Zoning and permitting in smaller towns are typically faster and more flexible than in big cities, and multiple **Opportunity Zone** designations exist in rural North Texas that could provide federal tax benefits for qualified investments (one should verify if census tracts covering Roxton or nearby might be OZs). Overall, the region’s leadership understands that **new development brings jobs and prosperity**, and they are actively courting quality growth.

3. HIGH POTENTIAL, EARLY-MOVER ADVANTAGE

Perhaps the most persuasive reason to invest in Roxton is the **sheer untapped potential** and the chance to be an early mover in a market on the brink of rapid growth. All the pieces are in place – new lakes (filled and ready), big employers arriving up north, transportation links coming online, and a wave of people moving beyond the crowded Metroplex “for a quieter life in the country”[\[47\]](#)[\[48\]](#).

As Bonham's development director noted in early 2022, "we have been talking for years about the growth that is coming – well, it's here. The inflow of residents from the south is beginning. Growth is here now."[\[49\]](#) Building permits in the county **have tripled** recently[\[50\]](#), and property around the new lake has been selling for "unbelievable" prices as speculators anticipate what's next[\[51\]](#)[\[52\]](#). By acting now, investors in Roxton can **capture this momentum at the ground floor** – assembling land or starting projects before values truly take off. Whether it's housing (to satisfy the documented 400+ unit shortage in Bonham[\[53\]](#)), retail and services (to serve new residents and tourists), or industrial facilities (to utilize the improved highways and available labor), Roxton offers a fresh, primed market. In summary, **Roxton is a high-potential investment destination** with strong fundamentals and catalytic projects in motion. The reasons above clearly demonstrate why forward-thinking investors should take action now – to grow alongside the Prairie Valley corridor's rise and reap the rewards of guiding a community poised for a bright future.

DRIVING DISTANCES FROM ROXTON, TEXAS

Destination	Approx. Distance	Strategic Relevance
Sherman	~30 miles	CHIPS-driven semiconductor & advanced manufacturing hub
Honey Grove	~10 miles	Gateway to Bois d'Arc Lake growth
Bois d'Arc Lake	~12 miles	\$1.6B water project fueling residential & recreation demand
Lake Ralph Hall	~22 miles	New lake unlocking long-term land appreciation
Leonard	~28 miles	Fast-emerging rural-to-suburban growth zone
Anna	~40 miles	One of North Texas' fastest-growing cities
Melissa	~42 miles	Suburban expansion with retail & housing demand
McKinney National Airport	~50 miles	Regional airport expansion & business aviation
Dallas/Fort Worth International Airport	~85 miles	Global connectivity & logistics powerhouse

WHY THESE DISTANCES MATTER FOR INVESTORS

- » **Lake-Driven Appreciation:** Roxton sits between **Bois d'Arc Lake** and **Lake Ralph Hall**, capturing spillover demand without lake-front pricing.
- » **Semiconductor & Infrastructure Pull:** Proximity to **Sherman** positions Roxton to benefit from supplier housing, workforce migration, and logistics.
- » **DFW Expansion Radius:** At ~85 miles from **DFW Airport**, Roxton is within the outer ring of Metroplex growth—ideal for **early land positioning**.
- » **Affordable Entry, Strong Access:** Close enough to Collin County growth (Anna/Melissa) while maintaining **lower land basis**.
- » **Balanced Rural-Urban Corridor:** Combines recreation, infrastructure, and manufacturing access—key for **long-term hold strategies**.

SOURCES

The analysis above is supported by data and reports from housing and economic development experts, local news sources, and official project documentation, including: population growth statistics for Collin/Grayson County cities[\[3\]](#), regional development analyses from *HousingWire*[\[4\]](#)[\[5\]](#), infrastructure updates from TxDOT and local media[\[9\]](#)[\[54\]](#), North Texas water district publications[\[26\]](#), and planning insights from the Bois d'Arc Lake comprehensive plan[\[36\]](#), among others. These sources collectively paint a picture of a region on the cusp of significant growth – with Roxton and nearby Leonard perfectly positioned to capitalize on the trend. All indicators suggest that investing in this area now could yield substantial returns as development accelerates in the coming years. [\[4\]](#)[\[48\]](#)

(All data and projections are as of the date of this report. Investors should conduct due diligence and consult local authorities for the latest updates. The sources above include city plans, state data, and news reports to ensure accuracy and authority.)

