

[www.BryanHaggardLand.com](http://www.BryanHaggardLand.com)





**±88 Acres**  
**SWC of Future Shepherd Rd & Bennett Rd**  
**Sherman, Texas 75090**

**Shepherd's Corner** is a premier land offering of approximately ±88 acres, poised for strategic future development. This tract stands at the forefront of regional growth, bolstered by significant surrounding master planned projects and proximity to major economic developments, including Texas Instruments \$30 billion development less than 2 miles West.

Key infrastructural projects nearby underscore the tract's value: the future extension of Shepherd past Bennett Rd., introducing a crucial hard corner site; on-site Water line; and an incoming 18' sewer line to accommodate the Sherman Lakes Subdivision ¾ of a mile West. Shepherd Rd.'s expansion into a 4-lane arterial route is set to catalyze access the Sherman Lakes subdivision, marking a leap in residential growth and traffic influx to the East side of US75. As development occurs Shepherd will be extended east to the Subject tract.

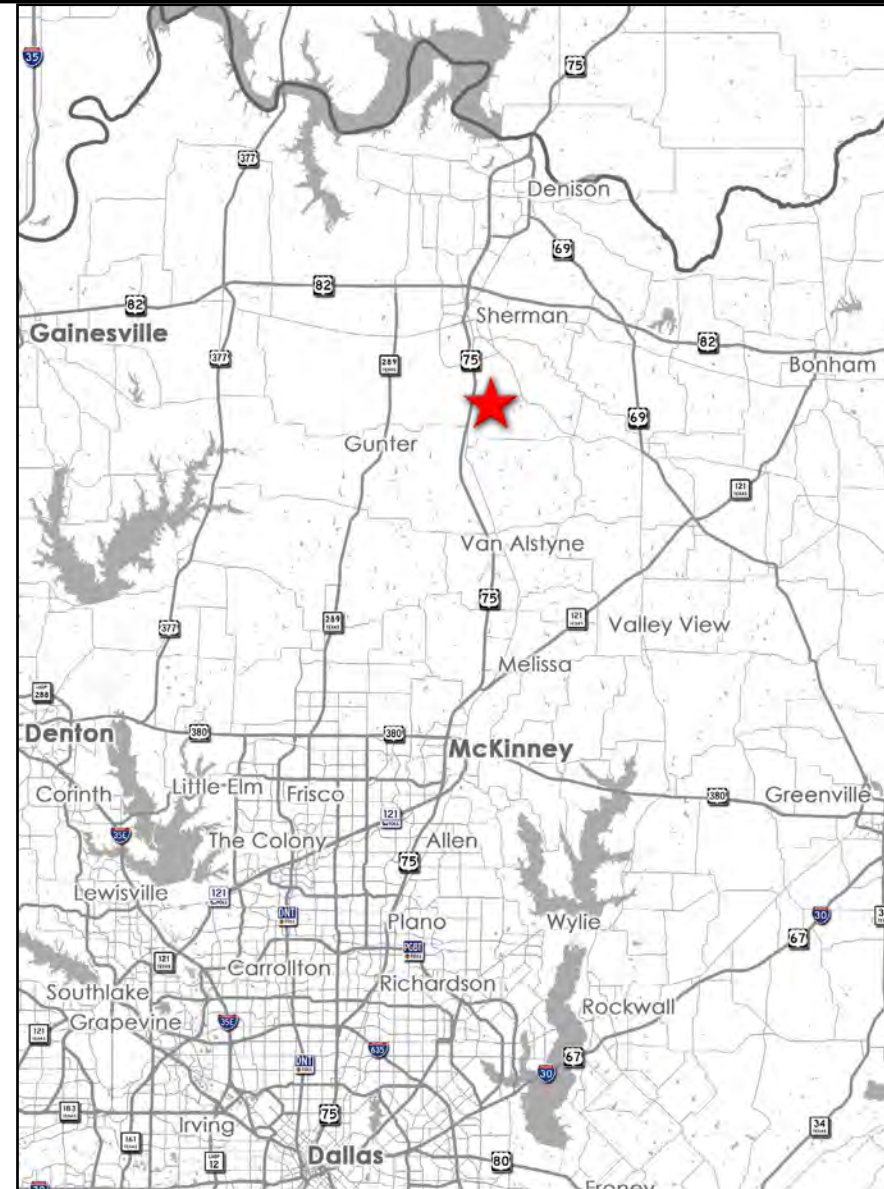
**Shepherd's Corner** is encircled by landmark economic expansions:

Texas Instruments Chip Manufacturing Facility, a mere 1.8 miles away, undergoing a \$30 billion expansion to create 3,200 jobs—Texas's largest-ever economic project.

Globitech's \$5 Billion Expansion and Coherent Corp (II-VI)'s \$3 billion investment, located approximately 3.7 miles and adjacent to the site, respectively, amplify the area's technological and employment footprint.

**Lifestyle and Leisure Developments:** The addition of Hard Rock Hotel and Margaritaville Resorts at Lake Texoma 20 miles North introduces a leisure and entertainment dimension, enhancing the area's appeal to a diverse demographic.

**Shepherd's Corner** embodies a unique blend of strategic positioning and economic vibrancy. This tract offers an invaluable opportunity for investors to harness the potential of a region on the cusp of significant residential, commercial, and industrial development. Positioned to benefit from the area's dynamic growth trajectory, Shepherd's Corner invites investment into a future marked by prosperity and advancement.





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**10 MILE DEMOGRAPHIC SNAPSHOT**

2023 Population	Daytime Pop.	Households	Avg HH Income
69,891	69,724	26,611	\$91,099

**AVAILABLE:** ±88 Acres (will subdivide down to 10 acre tracts)  
**PRICE:** Call for Pricing  
**ZONING:** Sherman ETJ - Excellent for RV Park, Industrial, Commercial  
**UTILITIES:** Water on Site

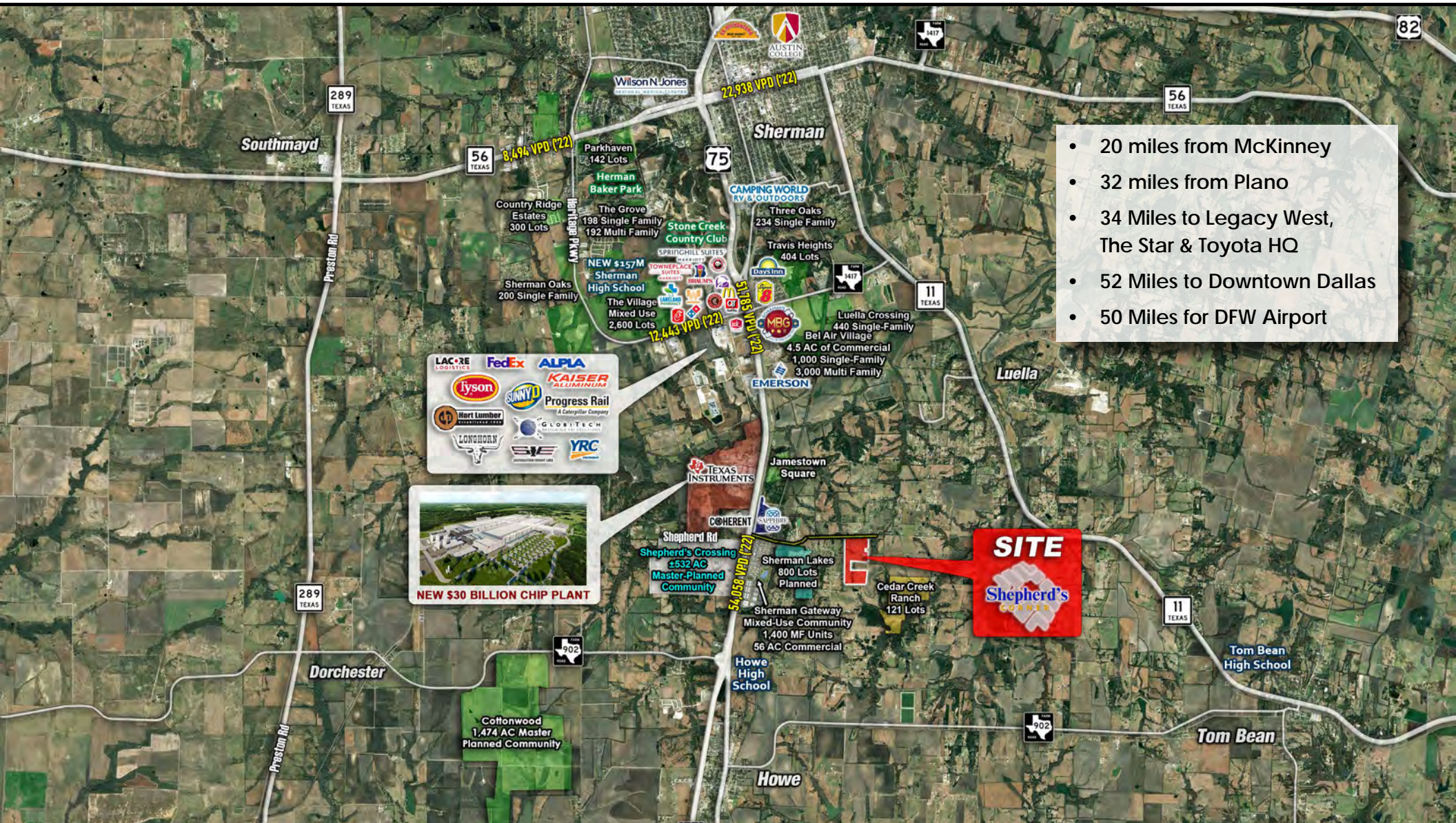
**HIGHLIGHTS:**

- Future Thoroughfare plan extends Shepherd past Bennett Rd as a Major Arterial Rd, creating a hard corner opportunity.
- Water on Site - Luella SUD
- 18' Sewer being brought from the North down South to Shepherd Rd and will service Sherman Lakes Subdivision ¾ of mile West.
- Shepherd Rd. being widened into a 4 lane undivided major arterial to service the 180 acre planned subdivision being planned on the east side of the railroad. Shepherd will be extended east as development occurs.
- Tract is positioned approximately 1.8 acres from Texas Instruments Chip Manufacturing Facility, which received approval for a \$30 billion expansion, the largest economic development project in Texas State History. Estimated 3200 jobs will be created as a result.
- Site is also approximately 3.7 miles from Globitech's \$5 billion expansion, which will produce an estimated 1,500 employees.
- Coherent Corp (II-VI) recently announced they will be advancing conversations to inject \$3 billion in capital into their facility located on the NWC of Shepherd and US75, adjacent to TI.
- 532 Acre Master Planned Community, Shepherd's Place, located across US75, will boast over 900 homes at full buildout.
- Hard Rock Hotel and Margaritaville Resorts recently announced positions on Lake Texoma, just 20 minutes North.





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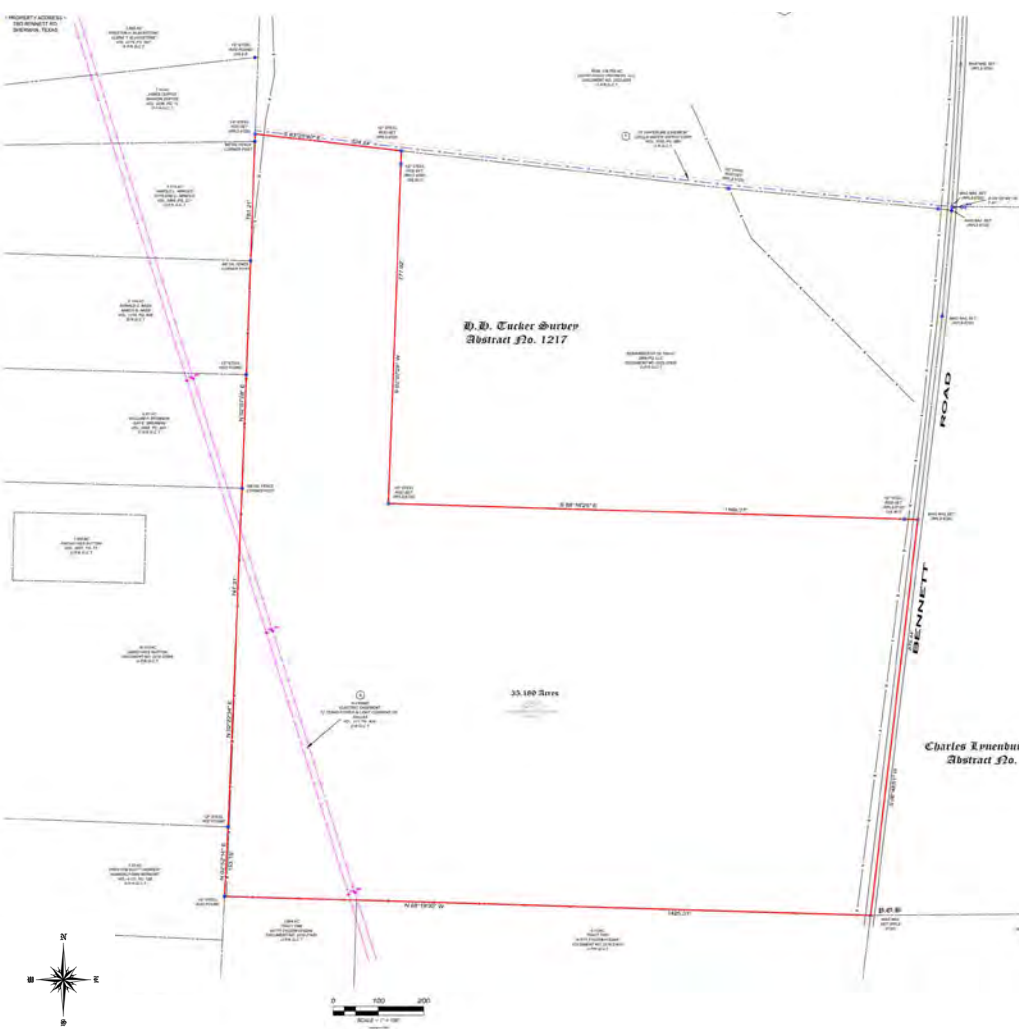
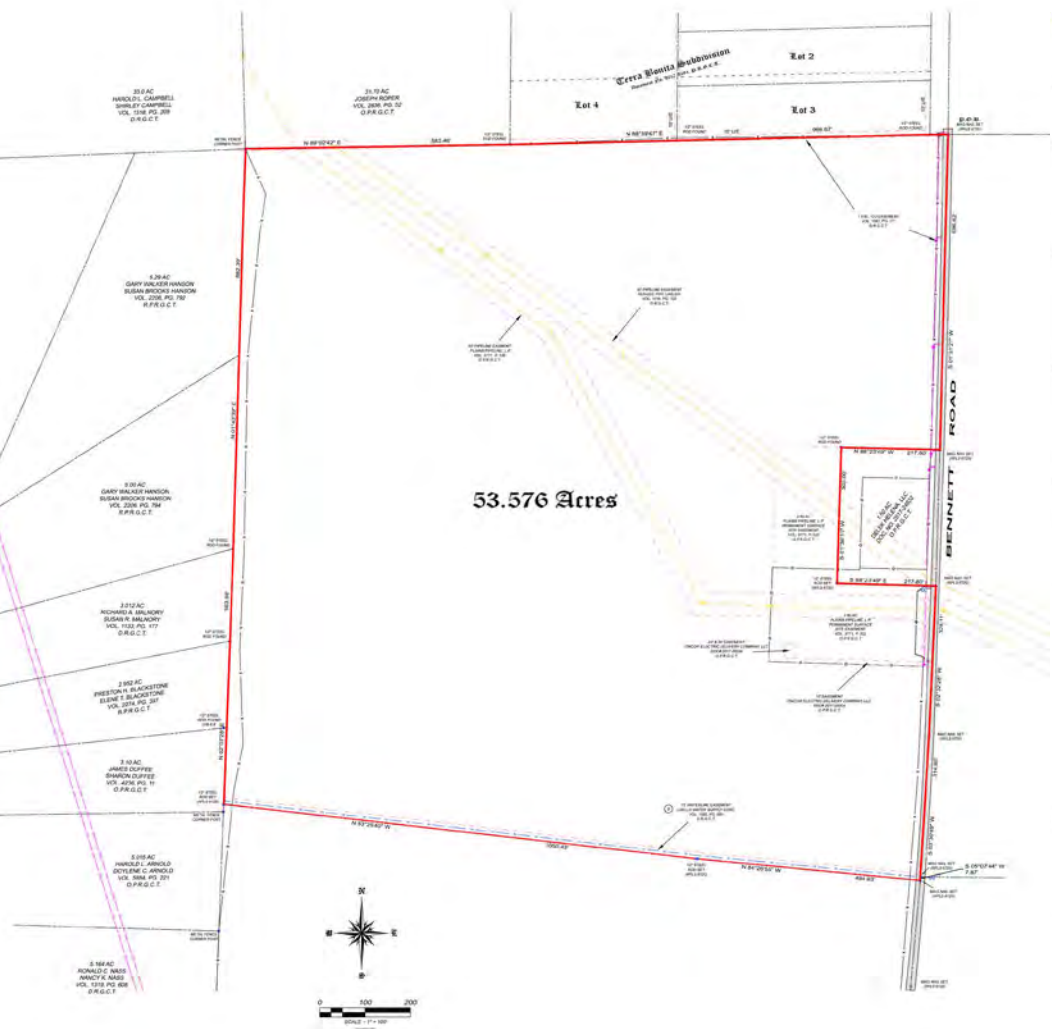
CONCEPT PLAN  
For conceptual purposes only





SURVEY - NORTHERN PORTION

SURVEY - SOUTHERN PORTION





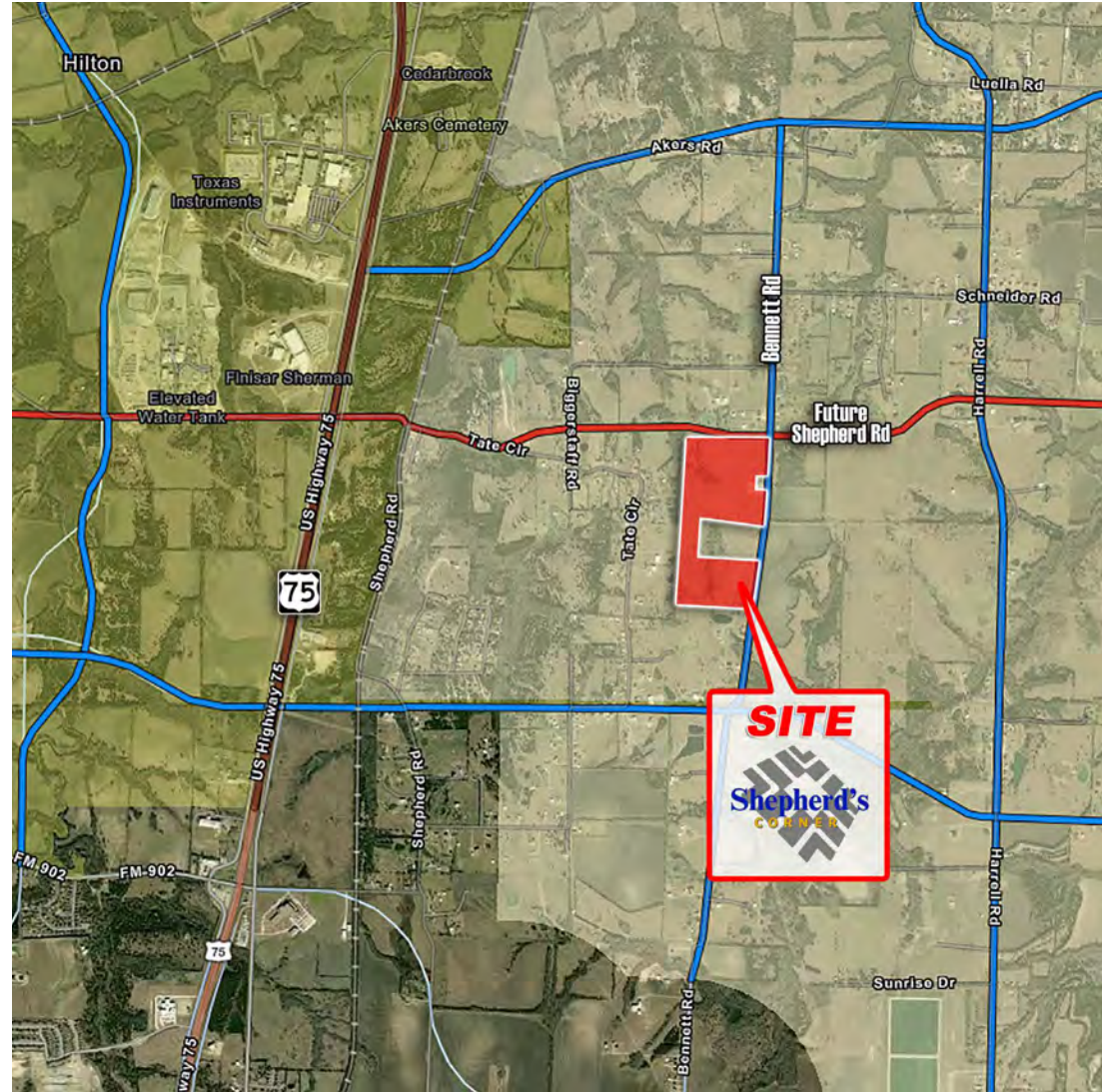


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CONTOUR MAP



MASTER THOROUGHFARE PLAN







## TEXAS INSTRUMENTS BREAKS GROUND ON NEW \$30 BILLION MANUFACTURING PLANT

SHERMAN, Texas (KXII) - On enough land to fit 24 football fields, TI will build one of the largest chip manufacturing facilities in the state, putting Sherman on the map.

"If you look at Sherman's history, we've always kind of been a sleepy town," said Sherman Mayor David Plyler.

But all that could change as Sherman wakes up to the celebration of a record-setting project with Texas Instruments.

"This being the largest economic development project ever in the history of Texas, it shows you the magnitude of what Texas Instruments is about to embark upon," said Governor Greg Abbott.

The company signed on to build four 300-millimeter semiconductor wafer fabrication plants, bringing 3,000 new jobs and possibly billions in investments.

"It's hard to have a frame of reference for a 30 billion dollar investment in a town of 50,000," said Plyler.

In November, Sherman won the bid against Singapore for the facility, keeping Texas Instruments in Texas.

"If you look at the location, and we've got large operations down in Dallas, so it just gives us the ability to get great scale, great leverage in terms of engineering resources, as well as our suppliers can be in one place to build and support it," said Texas Instruments Chairman, President and CEO Rich Templeton.

The chips are used in just about any electronic, meaning Sherman could be a part of the solution to the global chip shortage.

"A subject matter area where we need economic development in Texas and in America more than any other is in chips," said Governor Abbott. "We have great demand for it here in Texas. The world has great demand for it."

City officials said Wednesday's groundbreaking was decades in the making and overturned a new layer in Sherman history.

"This will be a watershed day in the city of Sherman where we began the TI project, something that's going to change our community in numerous ways," said Plyler. "We don't even know how many ways at this point."

TI expects the completion of the first facility in 2025.

So far, the CEO said no plans have changed for the facility they announced would close back in 2020.

Source: <https://www.kxii.com/2022/05/18/texas-instruments-breaks-ground-new-30-billion-manufacturing-plant/>





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## **\$6 BILLION LAKE TEXOMA COMMUNITY WILL BE ANCHORED BY MARGARITAVILLE**

Developers have purchased more than 3,100 acres north of Dallas on the shores of Lake Texoma for a massive mixed-use development anchored by a \$100 million Margaritaville resort.

More than 7,500 homes ranging from multimillion-dollar estates to apartments are planned for the new Preston Harbor community west of U.S. Highway 75 in Denison.

"We are estimating the project will total about \$6 billion in value," said McKinney developer David Craig, who last year obtained zoning for the huge mixed-use community.

It's the largest of several developments in the works on the 90,000-acre Lake Texoma located about 75 miles north of Dallas.

Craig International - which developed the 2,200-acre Craig Ranch community in McKinney - is partnering with the Choctaw Nation of Oklahoma on the Preston Harbor project. N9 Capital Partners and Dave Johnson, founder and former CEO of Plano-based Aimbridge Hospitality, are also partners in the big Grayson County development.

"The Choctaw Nation is thrilled to be part of this investment into the North Texas economy and to partner with world-class developers on this incredible project that will have a powerful impact on southeastern Oklahoma, North Texas, the city of Denison and Lake Texoma for years to come," Choctaw Nation of Oklahoma Chief Gary Batton said in a statement.

The first phase Margaritaville resort will start with 35 acres on a peninsula adjacent to the existing Grandpappy Point Marina and Resort off Farm Road 84, northwest of Denison.

Developers of the Margaritaville-themed communities - which pay homage to the beach resort lifestyle immortalized by songs of the late performer Jimmy Buffett - have been scouting North Texas for a location.

"The Margaritaville brand is the best in the industry, and there is nothing like this in the Texoma area," said Johnson, CEO of Horizon Capital Partners. "We wanted a hotel partner with a reputation for delivering fun and laid-back luxury, which reflects the overall feel of Preston Harbor.

"They have been looking to get into North Texas for years, and it is quite the coup that we got to partner with them."

The Preston Harbor Margaritaville Resort will include a hotel, restaurants, entertainment venues, swimming pools, boat slips on the lake and residential bungalows, cottages and casitas.

"We're excited about our continued growth throughout the state of Texas and look forward to working with Craig International and the city of Denison to create a world-class destination with a Margaritaville vibe on Lake Texoma," Jim Wiseman, president of development at Margaritaville, said in a statement.

Johnson's is also an investor in the Margaritaville Lake Resort on Lake Conroe near Houston. The 186-acre waterfront resort opened in 2020 and includes a 20-story hotel, restaurants, golf course and more than two dozen cottages on the lake.

A \$110 million Margaritaville-branded hotel and resort also is slated near Galveston's East Beach. Galveston city staff in November awarded a construction permit to RREAF Holdings, the Dallas-based developers of the project that will feature a 314-room tower, several restaurants and bars and a water park. In nearby Crystal Beach, there's a Margaritaville-branded RV resort.





Construction on Preston Harbor's infrastructure will start later this year, Craig said. The land purchase was financed with a \$67.5 million loan, county records show.

The Preston Harbor property was owned for decades by Dallas' Schuler Development, which originally proposed a large community on the land. Developer George Schuler died last year, and the property was sold by two limited partnerships Schuler organized.

"We've been working on it for two years," Craig said. "This mega deal has to be one of the largest in North Texas."

Preston Harbor is one of the largest undeveloped tracts on Lake Texoma and includes more than nine miles of lakefront.

The development is planned to include several large single-family residential districts, an urban-style town center and a large marina.

"We are putting in the infrastructure and huge amenities and selling off sites to developers who'll develop the actual home lots," Craig said. "It is all the things you want in a property — typography, trees, internal lakes."

Craig said along with the Lake Texoma shorefront, there are more than two dozen small lakes on the property.

He said the new owners are talking to several marina operators and homebuilding firms interested in the community. Part of the property is being pitched for an active adult single-family home development.

The development could add more than 18,000 residents to Denison, which has a current population of about 25,000.

#### **Preston Harbor community on Lake Texoma**

The 3,100-acre development on the shores of Lake Texoma will have a \$100 million Margaritaville Resort with a 250-room hotel, the developer said. The resort will include restaurants, entertainment venues, swimming pools, boat slips on the lake and residential housing.



SOURCE:  
Preston Harbor  
Staff Graphic



"This development will reshape our entire region and provide a level of economic impact that very few cities will ever experience," Denison mayor Janet Gott said in a statement. Denison's economic strength and competitiveness will be enhanced for decades to come.

Preston Harbor will establish Denison as the leader in the Texoma region, providing quality housing options, more lake access, recreation, new retail and job opportunities.

Preston Harbor's development plan turns up the volume on what is already a fast-growing area just north of Dallas-Fort Worth.

Billions of dollars of semiconductor plants now under construction in nearby Sherman will bring thousands of new jobs to the area.

Last May, the Chickasaw Nation opened West Bay Casino & Resort nearby on Lake Texoma.

And just across the border in Oklahoma, Hard Rock International, a Florida-based company that has partnered with the Chickasaw Nation, plans to build a 189-room, hotel and conference center on Lake Texoma. The new Hard Rock resort will be part of a \$1 billion, 2,700-acre master-planned community called Pointe Vista.

The area just across the Red River is already a recreation destination for D-FW residents who travel to the Choctaw Nation's flagship casino and resort in Durant, Okla., and the Chickasaw tribe's Winstar World Casino and Resort in Thackerville, Okla., to the west on Interstate 35.



## **HARD ROCK TO BUILD 189-ROOM HOTEL AND CONFERENCE CENTER ON LAKE TEXOMA**

It'll be part of a \$1 billion master-planned community on the Oklahoma side of the lake.

Hard Rock International will begin construction in March of an 189-room hotel and conference center on Lake Texoma, a popular fishing and boating reservoir straddling the Texas and Oklahoma borders.

The Florida-based hospitality firm said Tuesday that it's partnering on the project with Pointe Vista Holding Co., a firm building a \$1 billion, 2,700-acre master-planned resort community on the west side of the Roosevelt Memorial Bridge near Kingston.

The Pointe Vista development, stretching along 19 miles of shoreline, is designed to include a golf course, enclosed waterpark, family entertainment center, amphitheater, casino, an 11-acre Caribbean Bay water area with white sand beaches. The development also includes Chickasaw Pointe Golf Course and the 320-slip Catfish Bay Marina.

"Our collaboration will be a great success with Hard Rock International and a very positive contribution to the Pointe Vista community," said Pointe Vista CEO Mark Fischer. "We're thrilled to create a unique residence and entertainment destination."

Lake Texoma attracts nearly 7 million visitors a year and hosts multiple fishing and golf tournaments at the country's 14th-largest reservoir.

Last May, the Chickasaw Nation opened West Bay Casino & Resort overlooking the lake near Kingston. The 9,600-square-foot casino features 275 slot machines, table games and a restaurant. It has 40 guest rooms and 10 lakefront rental cabins.

That same month, Craig International, the developer of McKinney's huge Craig Ranch community, announced plans to build a more than 3,100-acre project on Lake Texoma's south shore. Its plan includes more than 7,000 residential units, including single-family homes and multifamily, along with a resort hotel, restaurant and a 400-to 600-slip marina.

With a mid-2026 target date, Hard Rock said it plans to build 25 suites and 168 residence rentals, along with an 18,000-square-foot conference center. It'll also feature a signature Hard Rock guitar at its main entrance.

"We're excited to expand our award-winning hotel portfolio and bring our unique brand of hospitality and entertainment to Lake Texoma and the Pointe Vista development," said Todd Hricko, Hard Rock International senior vice president and head of global hotel development, in a statement.

The Pointe Vista and Hard Rock projects are expected to create over 9,000 temporary and permanent jobs.

Iano-based Aimbridge Hospitality will manage the Hard Rock property.

"We're looking forward to operating this property in partnership with Hard Rock International, a company that continues to expand and explore innovative ways to bring world-class entertainment to guests," said Aimbridge chief development officer Tiffany Cooper in a statement.

Hard Rock operates or licenses 290 venues - including 37 hotels and casinos in over 70 countries and launched an online sportsbook and internet gaming joint venture in 2020. It also boasts the world's largest collection of music memorabilia, with more than 87,000 pieces displayed around the globe.

In November, Hard Rock announced plans to develop the first new-build hotel in Long Beach, Calif., in three decades. The 31-story, 427-room hotel is set to begin construction this summer. Hard Rock said its hotel portfolio has grown 250% since 2015.

Pointe Vista broke ground in 2021 after 14 years of planning and delays that a previous developer blamed on a bad economy. It's roughly 40 miles in either direction to two of North Texans most popular gambling venues: the Choctaw Nation's flagship casino and resort in Durant, Okla., to the east and the Chickasaw tribe's Winstar World Casino and Resort in Thackerville, Okla., to the west.







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## WORKFORCE

  
TOTAL BUSINESSES  
**2,111**

  
TOTAL EMPLOYED  
**26,051**

  
WORKERS 16+  
**20,035**

### 2023 RETAIL TRADE BUSINESSES



BUSINESSES  
**338**  
EMPLOYED  
**4,822**

### 2023 HEALTHCARE/SOCIAL ASSIST



BUSINESSES  
**277**  
EMPLOYED  
**4,123**

### 2023 MANUFACTURING BUSINESSES



BUSINESSES  
**69**  
EMPLOYED  
**3,032**

### 2023 ACCOMMODATION/FOOD SERVICE



BUSINESSES  
**164**  
EMPLOYED  
**2,650**

### 2023 FOOD SERVICE/DRINKING ESTAB



BUSINESSES  
**150**  
EMPLOYED  
**2,505**

### 2023 WHOLESALE TRADE BUSINESSES



BUSINESSES  
**69**  
EMPLOYED  
**1,896**



SOME HIGH SCHOOL  
**1,481**

GRADUATED HIGH SCHOOL  
**7,582**  
GRADUATE DEGREE  
**2,535**

ASSOCIATES DEGREE  
**3,620**

BACHELOR'S DEGREE  
**4,536**

RESIDENT COMMUTERS  
**16,896**



NON-RESIDENT COMMUTERS  
**2,446**



DRIVE ALONE  
**15,783**



CARPOLED  
**2,134**



PUBLIC  
**20**



WORK AT HOME  
**1,514**

## MAJOR EMPLOYERS



TEXAS  
INSTRUMENTS



 **BRYAN HAGGARD**  
LAND GROUP  
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## DEMOGRAPHIC SUMMARY

US-75 N 3  
Ring of 5 miles

### KEY FACTS

15,104

Population



5,533

Households

38.4

Median Age

\$54,889

Median Disposable Income

### EDUCATION

11.7%

No High School Diploma



31.1%

High School Graduate



33.6%

Some College/

Associate's Degree



23.6%

Bachelor's/Grad/

Prof Degree

### INCOME



\$63,468

Median Household Income



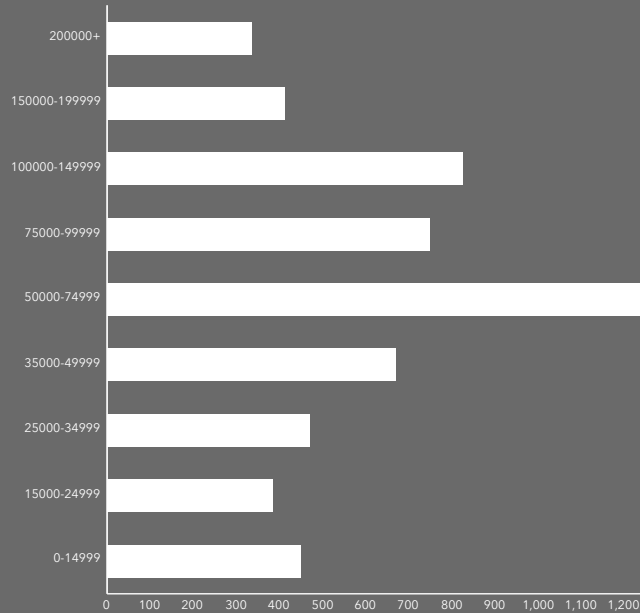
\$33,836

Per Capita Income

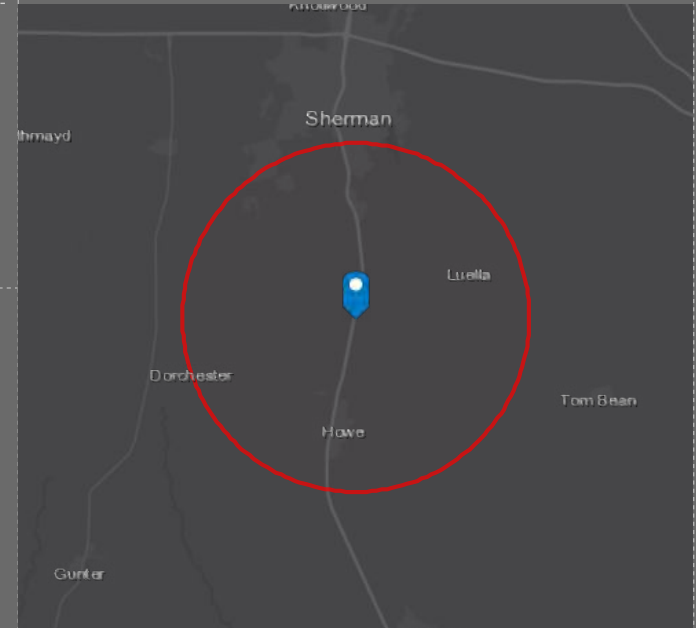


\$154,265

Median Net Worth



HOUSEHOLD INCOME



### EMPLOYMENT



55.5%

White Collar



28.2%

Blue Collar



18.2%

Services

4.3%

Unemployment Rate

Source: This infographic contains data provided by Esri (2023, 2028). © 2024 Esri





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## DEMOGRAPHIC SUMMARY

US-75 N 3

Ring of 10 miles

### KEY FACTS

68,715

Population



26,165

Households

38.1

Median Age

\$54,206

Median Disposable Income

### EDUCATION

9.1%

No High School Diploma



29.0%

High School Graduate



36.4%

Some College/

Associate's Degree



25.6%

Bachelor's/Grad/

Prof Degree

### INCOME



\$62,475

Median Household Income



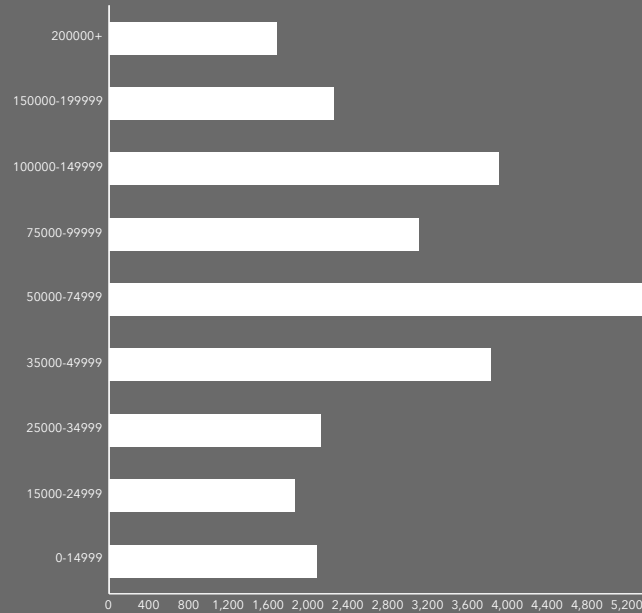
\$34,781

Per Capita Income

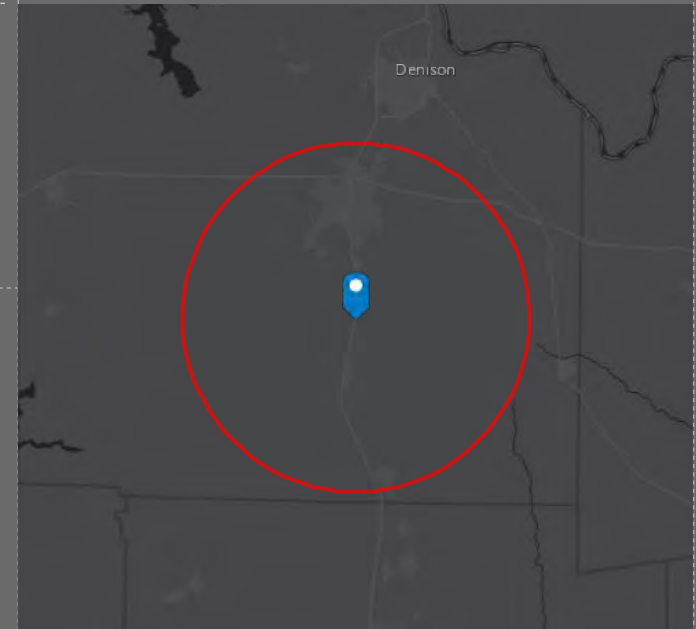


\$140,087

Median Net Worth



HOUSEHOLD INCOME



### EMPLOYMENT



55.4%

White Collar



28.3%

Blue Collar



18.7%

Services

3.2%

Unemployment Rate

**Source:** This infographic contains data provided by Esri (2023, 2028). © 2024 Esri





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## DEMOGRAPHIC SUMMARY

US-75 N 3

Ring of 15 miles

### KEY FACTS

135,814

Population



50,577

Households

39.1

Median Age

\$57,294

Median Disposable Income

### EDUCATION

8.7%

No High School Diploma



29.5%

High School Graduate



34.3%

Some College/

Associate's Degree



27.5%

Bachelor's/Grad/

Prof Degree

### INCOME



\$66,789

Median Household Income



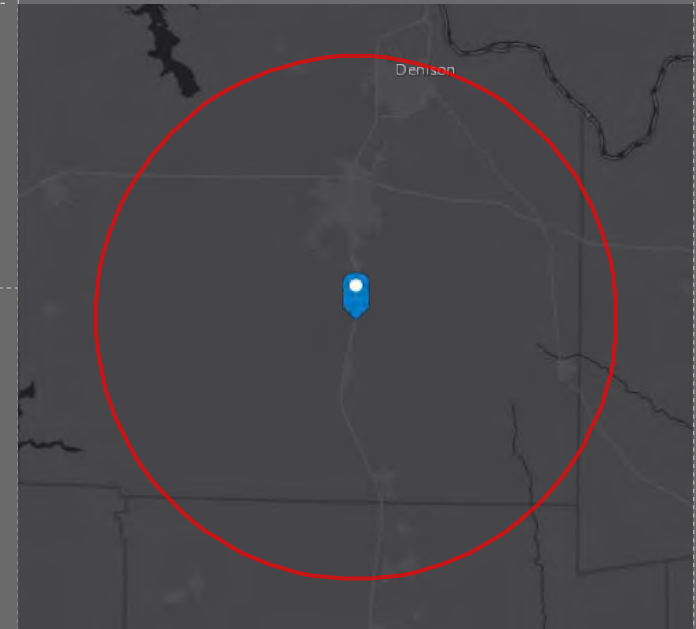
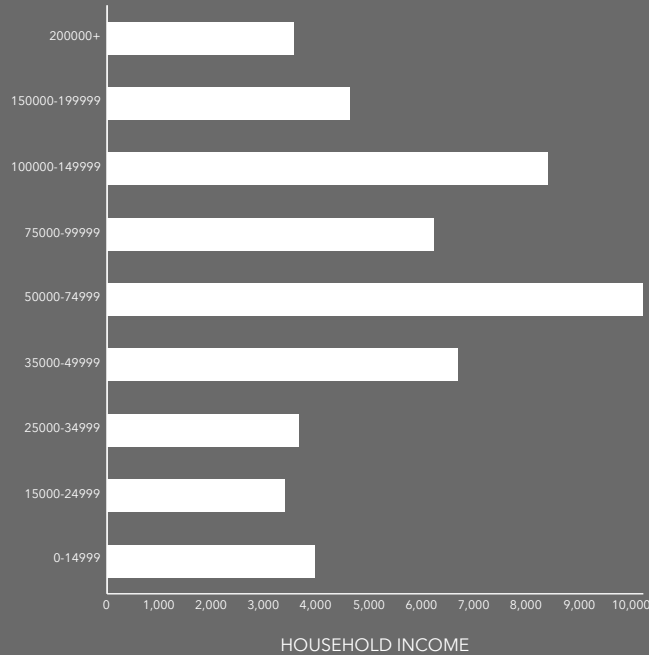
\$35,799

Per Capita Income



\$167,750

Median Net Worth



### EMPLOYMENT



White Collar

58.3%



Blue Collar

26.5%



Services

17.4%

3.7%

Unemployment Rate

Source: This infographic contains data provided by Esri (2023, 2028). © 2024 Esri





## Information About Brokerage Services

*Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.*

2-10-2025



### TYPES OF REAL ESTATE LICENSE HOLDERS:

- A **BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

### A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

### A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

**AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

**AS AGENT FOR BOTH - INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

### TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

Licensed Broker / Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
Designated Broker of Firm	License No.	Email	Phone
Licensed Supervisor of Sales Agent / Associate	License No.	Email	Phone
Sales Agent / Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date

Regulated by the Texas Real Estate Commission

Information available at [www.trec.texas.gov](http://www.trec.texas.gov)

IABS 1-1