

# 5080 CR 2664, Royse City, TX



110 Acres for Sale  
Option to Secure Adjacent ±110 Acres  
Located on Corner of State Highway 66  
Located Within the Royse City ETJ  
Zero Flood Plain

## Main Contact

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# Executive Summary

## SITE OVERVIEW

|                             |   |
|-----------------------------|---|
| <b>Acreage</b>              | ±110 Acres  |
| <b>Adjacent Opportunity</b> | ±220.24 Total Contiguous Acres for Sale               |
| <b>Location</b>             | Corner of State Highway 66 & CR 2664                  |
| <b>Jurisdiction</b>         | Royse City ETJ  |
| <b>Topography</b>           | Level   |
| <b>Floodplain</b>           | None  |
| <b>Restrictions</b>         | No known restrictions                                 |
| <b>Utilities</b>            | Electricity available; water/sewer via extension      |
| <b>Access</b>               | Direct frontage on CR 2664; proximity to SH-66 & I-30 |

## SCALABLE EAST DFW DEVELOPMENT OPPORTUNITY

### WHY THIS SITE

Large-scale, flood-free acreage in Royse City's eastward growth path with ETJ flexibility, SH-66 frontage, and scalability to 220 acres—supporting multiple development strategies and early value capture.

### MARKET FUNDAMENTALS

- Emerging East DFW growth node along I-30/SH-66 corridor
- 15-minute population projected at 61,670 by 2030
- 2025 median household income exceeds \$100,000
- Expanding daytime population and white-collar employment base
- Continued residential absorption and infrastructure investment

### TARGET BUYER PROFILES

#### Production & Regional Homebuilders

Large, contiguous, ETJ-controlled acreage suitable for master-planned or large-lot residential development with flexible phasing.

#### Lot Developers & Land Investors

Clean site conditions and assemblage potential support entitlement, infrastructure installation, phased takedowns, and multiple exit strategies.

#### Commercial & Pad Users

Hard-corner visibility and frontage along SH-66 support retail, service, QSR, medical, or mixed-use pad development.

## Contact

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# Development Potential

## SCALABLE SITE STRATEGY

Each concept supports multiple development strategies while maximizing access, flexibility, phased execution, and minimizing upfront risk.

## HIGH-VISIBILITY, MIXED-USE FRAMEWORK

This concept leverages strong frontage and a large, level interior tract to support phased residential development alongside early commercial value. The layout is designed to maximize access, flexibility, and long-term optionality while minimizing upfront infrastructure exposure.

## CONCEPT A: MIXED RESIDENTIAL + COMMERCIAL FRAMEWORK

### Concept A: Mixed Residential + Commercial Framework

#### Frontage / Hard Corner (SH-66 & CR 2664)

- Neighborhood retail, service, QSR, medical, or mixed-use pads
- High visibility and access along SH-66
- Pads can be sold or ground-leased independently to offset infrastructure costs



*Illustrative Only | Non-Binding | Subject to Zoning, Engineering & Municipal Approvals*

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# Concept A: Mixed Residential + Commercial Framework

## FRONTAGE / HARD CORNER (SH-66 & CR 2664)

### Commercial / Pad Sites (±15–25 Acres)

- Neighborhood retail, service, QSR, medical, or mixed-use pads
- High visibility and access along SH-66
- Pads can be sold or ground-leased independently to offset infrastructure costs

## INTERIOR TRACT

### Residential Development (±70–90 Acres)

- Master-planned residential or large-lot housing
- Internal roadway loop allows phased takedowns
- ETJ location supports design and density flexibility

## BUFFER / OPEN SPACE ZONES

### Perimeter Buffers & Open Space Amenities

- Natural buffers along perimeter enhance value and marketability
- Potential detention, trail systems, or greenbelt integration



# Development Potential

## SCALABLE SITE STRATEGY

Each concept supports multiple development strategies while maximizing access, flexibility, phased execution, and minimizing upfront risk.

## PHASED, MARKET-DRIVEN DEVELOPMENT

This concept reduces upfront risk by aligning infrastructure and lot delivery with market absorption. Early improvements create access and momentum, while interior and expansion areas remain flexible for future density, timing, and exit strategy adjustments.

## CONCEPT B: PHASED RESIDENTIAL / LOT DEVELOPMENT

Concept B: Phased Residential / Lot Development



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## Concept B: Phased Residential / Lot Development

### PHASE I | FRONT / INFRASTRUCTURE ANCHOR

#### Access & Initial Improvements

- Entry roadway, utilities, and initial frontage infrastructure
- Small pad or amenity parcel creates early value capture

### PHASE II | INTERIOR TRACT

#### Residential Lot Development ( $\pm 35-45$ Acres)

- Scalable lot development aligned with market absorption
- Flexible lot sizing to accommodate builder demand

### PHASE III | REAR / EXPANSION AREA

#### Future Growth & Optionality ( $\pm 30-40$ Acres)

- Optional density adjustments or future re-platting



# Property Overview

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M&D CRE is offering this 110-acre tract for sale, strategically located within the Royse City ETJ in Hunt County—on the corner of State Highway 66.

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# Property Summary

M&D CRE is pleased to present 110 acres of raw, level land for sale, strategically located in Hunt County within the Royse City ETJ. This prime tract offers a rare opportunity to capitalize on the area’s regional growth, with the added flexibility of being located outside city limits.

Situated on the corner of State Highway 66, the property features approximately ±1,774 feet of frontage along County Road 2664, providing regional access and connectivity to major thoroughfares. With no floodplain and no known restrictions, the site is well-suited for commercial or mixed-use development.

An adjacent 110.24-acre tract is also available, offering the option to assemble a combined ±220.24-acre footprint. With demand fueled by residential growth and infrastructure investment throughout the Royse City area, this property presents a compelling opportunity for developers and investors seeking long-term value in a high-growth corridor.

For more information, please contact Cody Rollins or Chris Hargrave.

|              |                       |
|--------------|-----------------------|
| Size         | 110 Acres             |
| Zoning       | Within Royse City ETJ |
| Utilities    | Electricity Available |
| Topography   | Level                 |
| Grading      | Raw Land              |
| Access       | Direct Access         |
| Flood Plain  | None                  |
| Restrictions | No Known Restrictions |





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## Highlights

- 110 Acres
- Option to Secure ±220.24 Acres
- Within Royse City ETJ
- Electricity Available
- Ample Frontage on CR 2664
- Located on Corner of SH-66

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# Location Overview

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The property is located in Hunt County within the Royse City ETJ, offering access to a rapidly growing regional market and the benefit of development flexibility outside city limits.

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# Commercial Hub With Growing Development

## Royse City, TX Overview

Royse City, Texas, is an emerging commercial hub located just east of the Dallas-Fort Worth metroplex, offering prime opportunities for business expansion and investment. With its rapid population growth and strategic location along major highways like Interstate 30, the city provides excellent access to the broader DFW market, making it an attractive option for companies looking to tap into both suburban and urban customer bases. Royse City's growing infrastructure, competitive commercial real estate options, and proximity to key distribution routes create a favorable environment for retail, industrial, and office developments. The city's expanding residential base and family-oriented community further drive demand for services, retail, and entertainment, positioning Royse City as a high-potential area for businesses looking to capitalize on the region's growth.

**\$118,900**

Median HH  
Income

(Royse City CDC)

**10,525**

Royse City  
Labor Force

(Royse City CDC)

**61,670**

2030  
Projected Total  
Population  
(15-Min)

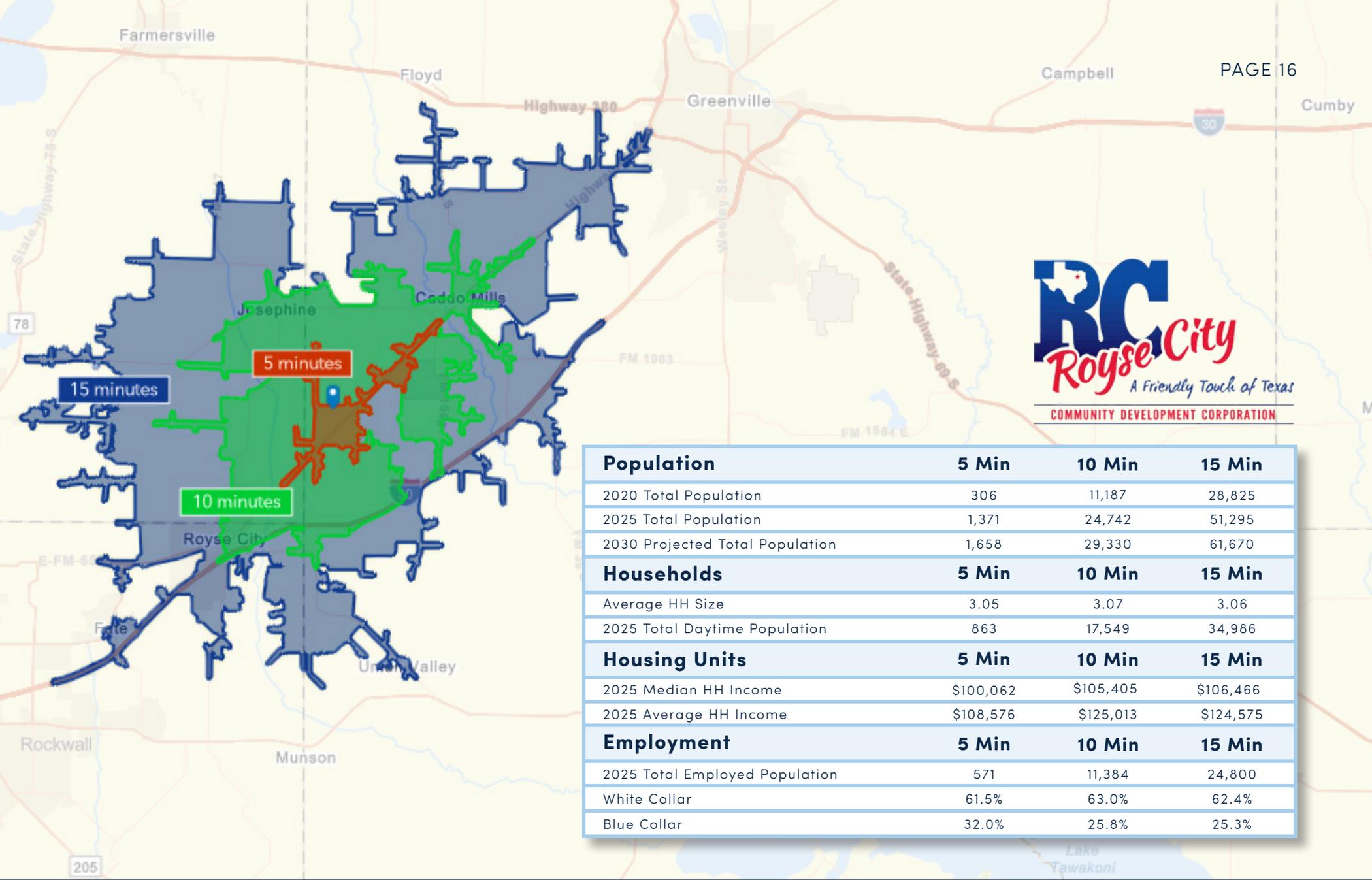
**34,986**

2025 Total  
Daytime  
Population  
(15-Min)



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| Population                      | 5 Min     | 10 Min    | 15 Min    |
|---------------------------------|-----------|-----------|-----------|
| 2020 Total Population           | 306       | 11,187    | 28,825    |
| 2025 Total Population           | 1,371     | 24,742    | 51,295    |
| 2030 Projected Total Population | 1,658     | 29,330    | 61,670    |
| Households                      | 5 Min     | 10 Min    | 15 Min    |
| Average HH Size                 | 3.05      | 3.07      | 3.06      |
| 2025 Total Daytime Population   | 863       | 17,549    | 34,986    |
| Housing Units                   | 5 Min     | 10 Min    | 15 Min    |
| 2025 Median HH Income           | \$100,062 | \$105,405 | \$106,466 |
| 2025 Average HH Income          | \$108,576 | \$125,013 | \$124,575 |
| Employment                      | 5 Min     | 10 Min    | 15 Min    |
| 2025 Total Employed Population  | 571       | 11,384    | 24,800    |
| White Collar                    | 61.5%     | 63.0%     | 62.4%     |
| Blue Collar                     | 32.0%     | 25.8%     | 25.3%     |

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First Vice President

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# 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.

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| Cody Rollins   | 0821652     | cody.rollins@mdcregroup.com | 972-322-3388   |
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| Buyer/Tenant/Seller/Landlord Initials  | Date        |                             |                |



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| Sales Agent/Associate's Name   | License No. | Email                         | Phone          |
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