



26.07 ACRES AVAILABLE
819 S. MORRISON STREET, PILOT POINT, TX

Talley And Company | TalleyAndCo.com | 940.310.6218 | 717 E Liberty Street Suite 100 Pilot Point, TX 76258

PROPERTY HIGHLIGHTS

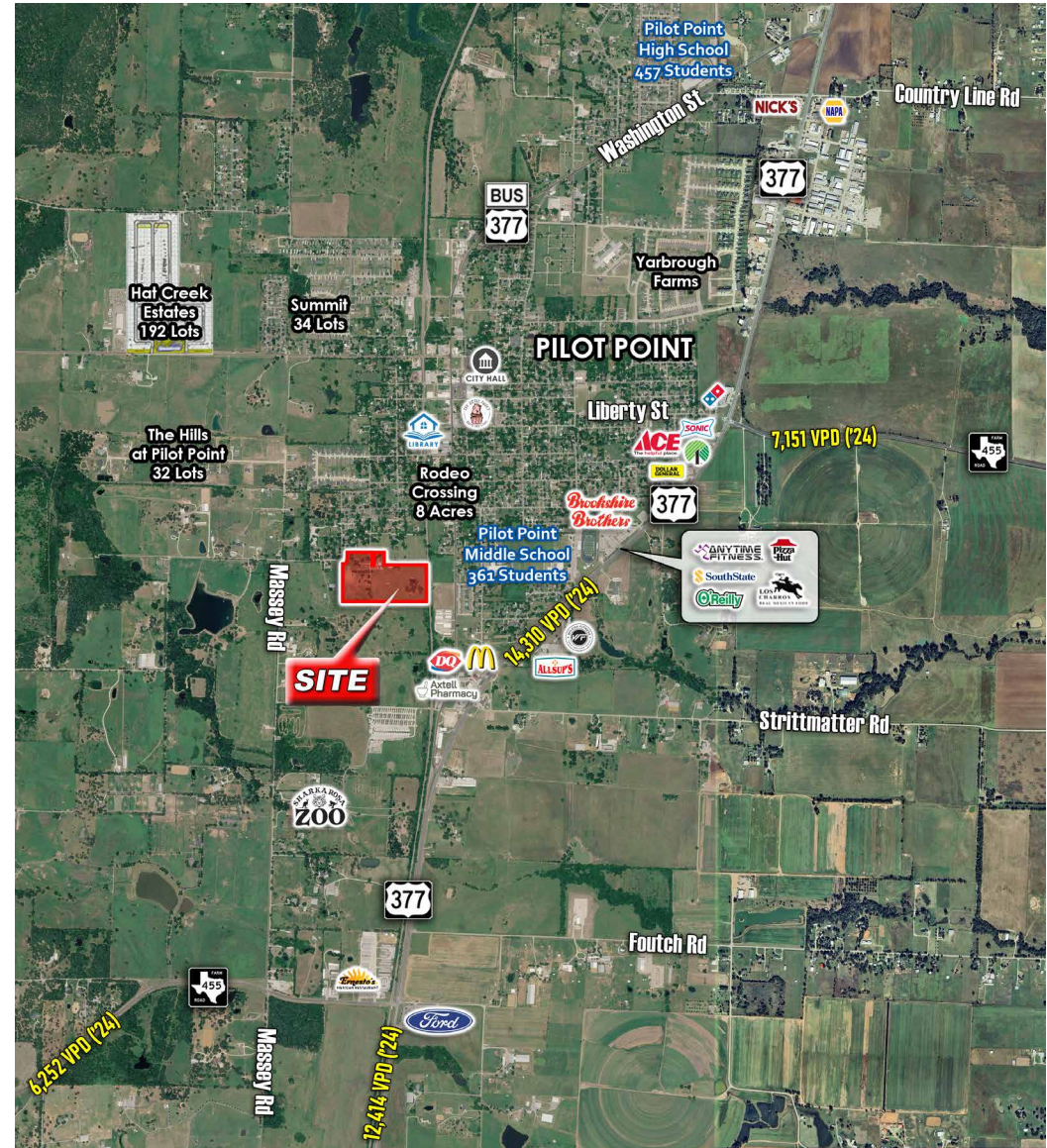
26.07 acres located within the city limits of Pilot Point, with access to city utilities, positioned directly in the path of North Texas' continued northward expansion.

Pilot Point is experiencing rapid population growth, with strong projections over the next decade, positioning the city as one of the next North Texas markets poised to take off as development continues pushing north.

At 26 acres, this is a highly desirable mid-size tract—large enough to support a thoughtfully planned single-family development, yet manageable for a mid-size builder or investor seeking a strategic buy-and-hold in the path of growth. The area is being actively shaped by major institutional players, including Hillwood Communities, Green Brick Partners, Centurion American, and D.R. Horton, all contributing to nearby master-planned communities delivering thousands of future residential lots.

Strategically located near Highway 377 and FM 455, the property offers excellent regional connectivity while benefiting from the continued northward extension of the Dallas North Tollway, driving residential demand beyond Frisco, Prosper, and Celina into Pilot Point.

Just minutes from Lake Ray Roberts, the property benefits from one of North Texas' premier recreational amenities—enhancing long-term residential appeal with access to boating, fishing, and outdoor recreation. The property benefits from a current ag exemption. Multiple water and sewer taps are already present on the property.





LOCATION: 819 S. Morrison Street
Pilot Point, Texas 76258

COUNTY: Denton

ASKING PRICE: \$3,250,000

LOT SIZE: 26.07 Acres

PARCEL #: R41765

R41771

R41649

R41655

R41678

R41680

PROPERTY HIGHLIGHTS

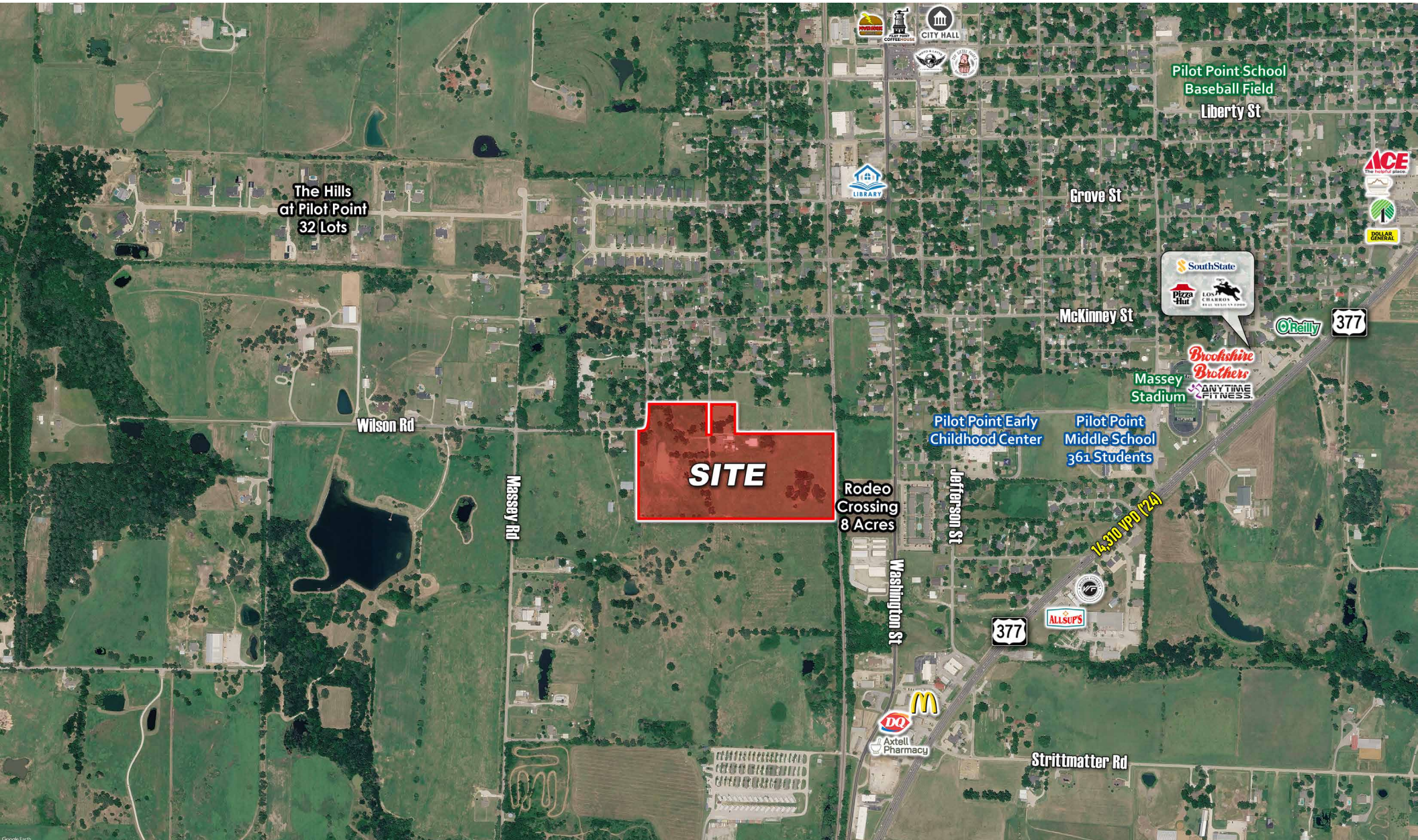
- 26.07 acres of prime development / investment land
- City sewer, city water, electric available
- Inside city limits
- Ag exempt
- Zoned single-family residential

TALLEY & CO.

REAL ESTATE

26.07 ACRES AVAILABLE | PILOT POINT, TX

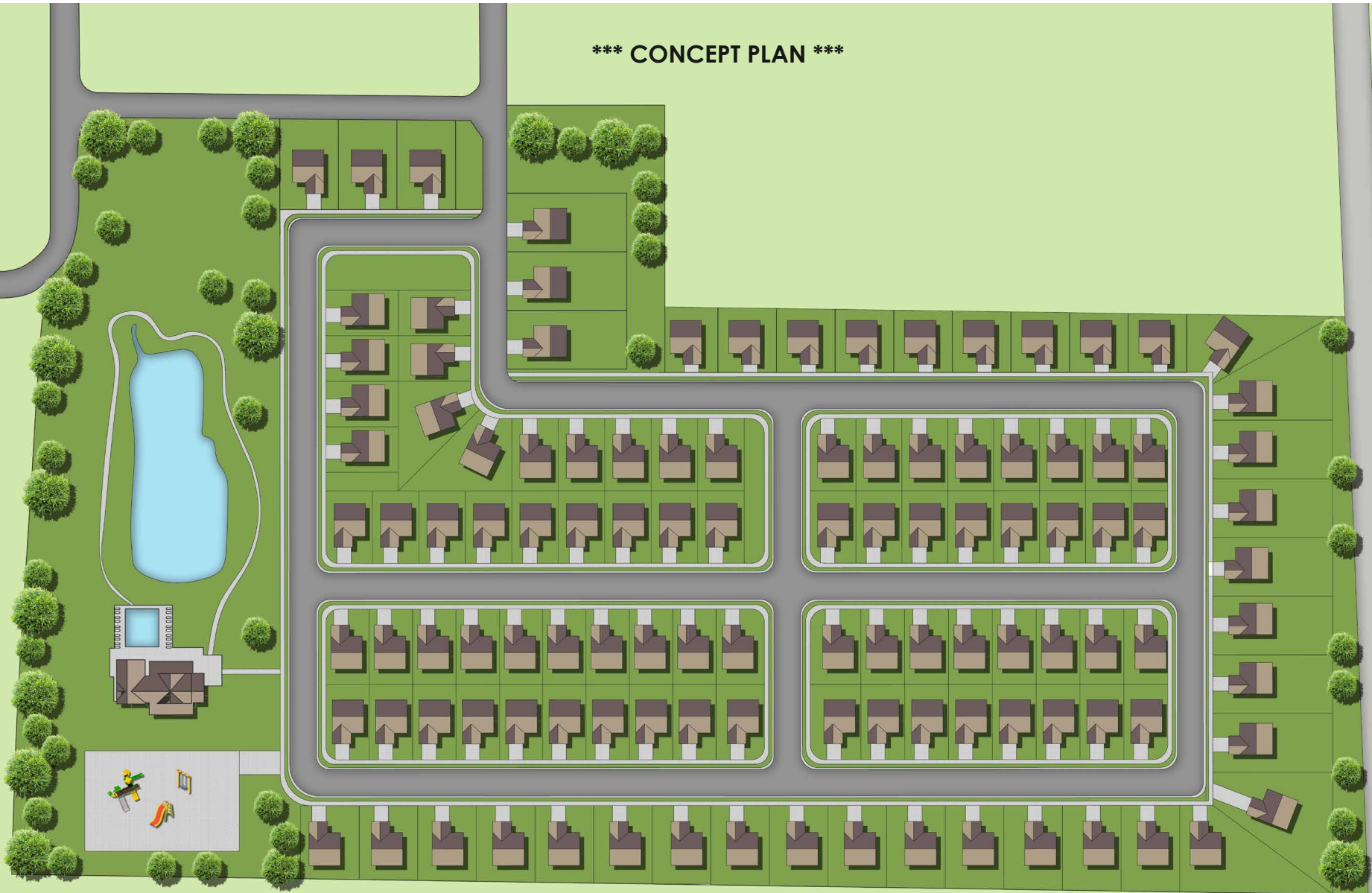
REALTOR **KELSEY WHITESELL**
940.610.6218 | kelsey@talleyandco.com



Talley And Company | TalleyAndCo.com | 940.310.6218 | 717 E Liberty Street Suite 100 Pilot Point, TX 76258

All information deemed reliable but not guaranteed and should be independently verified. All properties are subject to prior sale, change or withdrawal. Neither listing broker(s) nor Talley And Company shall be responsible for any typographical errors, misinformation, misprints and shall be held totally harmless. The advertisements herein are merely indications to bid and are not offers to sell which may be accepted. All properties are subject to prior sale or withdrawal. All rights are reserved by copyright.

*** CONCEPT PLAN ***



ABOUT PILOT POINT



Pilot Point is increasingly being recognized as one of the next major growth frontiers in North Texas. Historically a rural community with deep roots dating back to the 1800s, Pilot Point has begun to experience a dramatic demographic shift in recent years. The city's population grew from 4,381 in 2020 to an estimated nearly 8,000 by 2025, with annual growth rates exceeding 25–26%, placing it among the fastest-growing communities in the region.

A major driver of this growth is the sheer scale of residential development underway. Pilot Point currently has around 13 master-planned communities in various stages of planning, encompassing roughly 7,700 acres and more than 19,000 residential lots. In total, more than 20,000 housing units are anticipated across developments such as Bryson Ranch, Mobberly Farms, Windrose, Talley Ranch, Mustang Ranch, and Creekview Meadows. Individual projects alone can be massive—for example, the nearby Lantern development is expected to bring over 2,000 homes, while other projects are planning thousands more. This influx of new housing is transforming Pilot Point from a small town into a large-scale suburban community almost overnight.

One of the most important factors fueling this expansion is infrastructure—particularly the continued northward extension of the Dallas North Tollway. As the tollway pushes closer to and beyond neighboring cities like Frisco, Prosper, and Celina, it is opening up previously rural land for residential and commercial development. Pilot Point sits directly in the path of this growth corridor, making it highly attractive for developers and homebuyers seeking more affordable land and housing options. Improved connectivity to major employment hubs across the Dallas-Fort Worth metroplex is expected to further accelerate both population and economic growth in the coming years.

In many ways, Pilot Point represents the next phase of North Texas expansion—where affordability, infrastructure, and large-scale development converge. With thousands of lots planned, multiple master-planned communities underway, and the Dallas North Tollway extending its reach, the city is positioned for sustained, long-term growth.

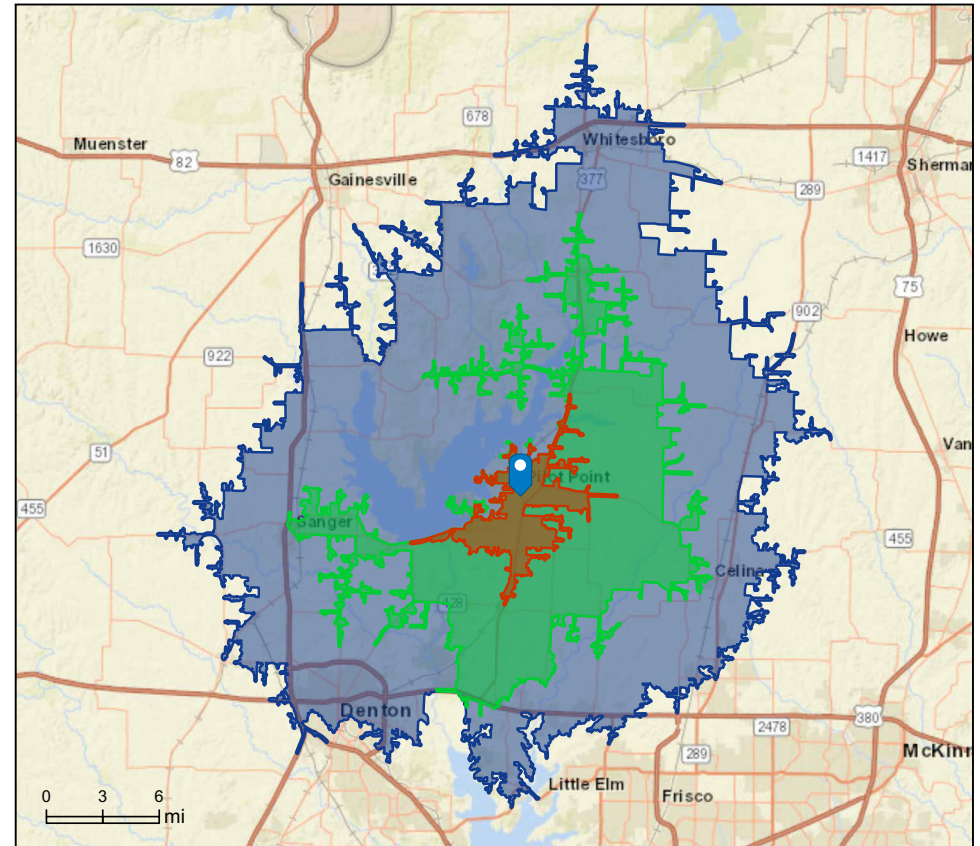
TALLEY & CO.

REAL ESTATE

26.07 ACRES AVAILABLE | PILOT POINT, TX

REALTOR **KELSEY WHITESELL**
940.610.6218 | kelsey@talleyandco.com

	10 minutes	20 minutes	30 minutes
Population Summary			
2010 Total Population	4,605	19,349	127,499
2020 Total Population	5,269	27,421	209,254
2020 Group Quarters	113	132	2,998
2025 Total Population	6,000	40,738	305,076
2025 Group Quarters	114	132	3,040
2030 Total Population	7,012	48,866	388,878
2025-2030 Annual Rate	3.17%	3.71%	4.97%
2025 Total Daytime Population	6,747	32,381	243,310
Workers	3,746	12,335	93,419
Residents	3,001	20,046	149,891
Household Summary			
2010 Households	1,564	6,898	46,675
2010 Average Household Size	2.88	2.78	2.67
2020 Total Households	1,846	9,656	73,343
2020 Average Household Size	2.79	2.83	2.81
2025 Households	2,193	14,986	108,755
2025 Average Household Size	2.68	2.71	2.78
2030 Households	2,626	18,094	138,798
2030 Average Household Size	2.63	2.69	2.78
2025-2030 Annual Rate	3.67%	3.84%	5.00%
2010 Families	1,165	5,225	31,788
2010 Average Family Size	3.33	3.19	3.19
2025 Families	1,537	11,064	77,963
2025 Average Family Size	3.30	3.20	3.28
2030 Families	1,820	13,251	100,019
2030 Average Family Size	3.25	3.19	3.28
2025-2030 Annual Rate	3.44%	3.67%	5.11%
Housing Unit Summary			
2000 Housing Units	1,540	5,433	36,681
Owner Occupied Housing Units	66.8%	71.2%	58.7%
Renter Occupied Housing Units	25.3%	22.4%	34.6%
Vacant Housing Units	7.9%	6.4%	6.7%
2010 Housing Units	1,784	7,674	51,469
Owner Occupied Housing Units	61.1%	66.9%	58.7%
Renter Occupied Housing Units	26.5%	23.0%	32.0%
Vacant Housing Units	12.3%	10.1%	9.3%
2020 Housing Units	2,026	10,328	79,217
Owner Occupied Housing Units	65.6%	69.9%	61.9%
Renter Occupied Housing Units	25.5%	23.6%	30.7%
Vacant Housing Units	7.9%	6.5%	7.4%
2025 Housing Units	2,383	15,791	119,054
Owner Occupied Housing Units	69.3%	78.5%	63.6%
Renter Occupied Housing Units	22.7%	16.4%	27.7%
Vacant Housing Units	8.0%	5.1%	8.7%
2030 Housing Units	2,840	18,947	149,180
Owner Occupied Housing Units	72.2%	80.2%	65.2%
Renter Occupied Housing Units	20.3%	15.3%	27.9%
Vacant Housing Units	7.5%	4.5%	7.0%
Median Household Income			
2025	\$95,442	\$106,720	\$110,080
2030	\$109,215	\$123,650	\$126,957
Median Home Value			
2025	\$417,308	\$485,125	\$471,605
2030	\$524,655	\$599,347	\$576,903
2025 Households by Income			
Household Income Base	2,193	14,986	108,755
<\$15,000	2.1%	2.9%	3.9%
\$15,000 - \$24,999	6.9%	4.1%	3.1%
\$25,000 - \$34,999	5.6%	4.0%	4.3%
\$35,000 - \$49,999	7.4%	6.8%	7.3%
\$50,000 - \$74,999	11.2%	12.4%	12.3%
\$75,000 - \$99,999	19.6%	15.8%	13.7%
\$100,000 - \$149,999	18.0%	20.2%	20.7%
\$150,000 - \$199,999	10.2%	13.7%	14.4%
\$200,000+	19.0%	20.1%	20.4%
Average Household Income	\$130,073	\$140,174	\$142,952



2025 Population 25+ by Educational Attainment

Total	4,145	26,838	195,206
Less than 9th Grade	2.5%	2.9%	2.7%
9th - 12th Grade, No Diploma	12.4%	4.0%	3.3%
High School Graduate	20.8%	21.5%	15.8%
GED/Alternative Credential	2.5%	3.3%	3.2%
Some College, No Degree	21.8%	20.1%	19.1%
Associate Degree	6.6%	7.4%	9.4%
Bachelor's Degree	23.6%	27.7%	30.4%
Graduate/Professional Degree	9.7%	13.1%	16.2%

2025 Population 15+ by Marital Status

Total	4,902	31,807	237,604
Never Married	21.6%	25.6%	30.0%
Married	64.6%	59.6%	56.2%
Widowed	5.9%	5.3%	4.0%
Divorced	7.9%	9.6%	9.9%

Talley And Company | TalleyAndCo.com | 940.310.6218 | 717 E Liberty Street Suite 100 Pilot Point, TX 76258

All information deemed reliable but not guaranteed and should be independently verified. All properties are subject to prior sale, change or withdrawal. Neither listing broker(s) nor Talley And Company shall be responsible for any typographical errors, misinformation, misprints and shall be held totally harmless. The advertisements herein are merely indications to bid and are not offers to sell which may be accepted. All properties are subject to prior sale or withdrawal. All rights are reserved by copyright.