

# CENTURY 21<sup>®</sup>

Judge Fite Company



1901 W MORTON STREET  
DENISON, TX 75020



\$599,900



2,432 sqft

## DESCRIPTION

As the flagship performer in the Watson Burger portfolio, 1901 W. Morton St. stands at the highly visible corner of W. Morton St. (FM 120) and Juanita Drive, positioned perfectly for your next fast-food or full-service dining concept. With over 14,000 vehicles traveling Morton St. daily, this site delivers exceptional exposure along one of Denison's primary commercial corridors. FM 120 serves as a direct connector between Denison and Pottsboro, the gateway to Lake Texoma—soon-to-be home of the Margaritaville and Hard Rock resort developments—driving consistent local and tourist traffic. The property is also just 1.4 miles east of Hwy 75, ensuring convenient regional access. Watson Burger is currently operational at this location, employing 7 staff members, seating 52 guests with additional seating capacity. The building retains the charm of its original sit-down design, with a rock-clad exterior, floor-to-ceiling windows, and a drive-through window added approximately 20 years ago. Infrastructure improvements include a 6-year-old commercial-grade vent hood and a 6-year-old TPO roof. The restaurant features a walk-in cooler, a walk-in freezer, a separate office, two bathrooms and ample on-site parking. At its peak, Watson Burger matched Whataburger's regional popularity. Surrounding the property is a concentration of major national and regional retailers, reinforcing the area's commercial draw. Nearby operators include Wok Xpress, Mama Qin, Dollar General, Dollar Tree, Chick-fil-A, CVS, QuikTrip, Starbucks, Burger King, McDonald's, Walmart, Braum's, Best Western, and other high-traffic convenience retail. The Sherman-Denison metro is experiencing unprecedented economic expansion, led by the \$30B Texas Instruments semiconductor plant which just opened. 1901 W. Morton St. offers a turnkey opportunity in one of North Texas's fastest-growing corridors—ideal for operators seeking visibility, traffic, and immediate market presence.

**PROPERTY TYPE:** Commercial - Retail

**MLS STATUS:** Active

**MLS:** 21129450

**YEAR BUILT:** 1970

**COUNTY:** Grayson

**TRACT OR SUBDIVIION:** None

**LIST DATE:** 12/11/2025

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**800.451.8055**

**AREA:**

**SQUARE FEET:** 2,432

**TOTAL BEDS:**

**FULL BATHS:**

**HALF BATHS:**

**ACRES:** 0.53

**LOT SIZE (SQFT):** 23,086

## INTERIOR FEATURES

### FLOOR COVERINGS:

- Combination
- Clay
- Linoleum

### VIRTUAL TOUR:

- [View virtual tour](#)

## EXTERIOR FEATURES

### PARKING:

- Asphalt
- DriveThrough
- Paved
- ParkingLot

### LOT DESCRIPTION:

- CornerLot
- Landscaped

### ROOF TYPE:

- Flat
- Metal
- Mixed
- Synthetic

### SIDING:

- Rock
- SteelSiding
- Stone

### FOUNDATION:

- Slab

## UTILITIES

### HEATING/COOLING:

- Central
- Electric

### UTILITIES:

- SewerAvailable
- WaterAvailable

# ADDITIONAL PROPERTY DETAILS

**COMMUNITY:**

- Curbs
- 

**LISTED BY:** Megan Christensen 

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**BROKERED BY:** Texas Life Real Estate