

POTTSBORO, TEXAS



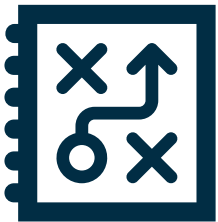
COMPREHENSIVE PLAN

**Advisory Committee Meeting**

November 14, 2024



# MEETING AGENDA



## OBJECTIVES

- Discuss Project & Outcomes
- Review Stakeholder & Public Engagement Activities
- Review Community Snapshot
- Identify Priorities and Challenges
- Draft Goals & Objectives

## AGENDA

- Introduction
- Project Overview, Timeline, and Meeting Schedule
- Comprehensive Plan Components & Outline Review
- Stakeholder Outreach & Public Engagement Strategy
- Existing Plans and Studies
- Community Snapshot Presentation
- Priorities, Opportunities, and Challenges Exercise
- Draft Goals, Objectives, and Policies
- Next Steps

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# INTRODUCTIONS

# About Antero Group



CIVIL ENGINEERING

PLANNING + DESIGN

STRATEGIC CONSULTING

**ANTERO GROUP** is an interdisciplinary urban planning, civil engineering, and strategic consulting with offices in Texas, Colorado, Illinois, and Indiana.

We work closely with our public and private sector clients to deliver transformative projects that create a more livable, resilient, and equitable built world.

CHICAGO

SOUTH BEND

DENVER

DENTON



# ANTERO GROUP

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*Project Manager*

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# ADVISORY COMMITTEE PURPOSE

## WHAT IS AN ADVISORY COMMITTEE?

- Overarching committee to guide development of Comprehensive Plan.
- Collaborative body that works with the Project Team to shape the future of Pottsboro.
- Comprised of elected and appointed officials, city staff, community and business representatives

## WHAT IT IS NOT.

- Decision-making body. The City Council is responsible for approving and adopting the Comprehensive Plan.
- A group that closely monitors the planning progress.

## WHAT IS NEEDED

- Six (6) Advisory Committee Meetings throughout Project duration
- Review key plan elements including goals, objectives, and policies
- Provide regular feedback and make recommendations on throughout planning process
- Ensure plan reflects desire and vision of entire community
- Participate in stakeholder workshops and assist with consensus building
- Make recommendations to City Council

# ADVISORY COMMITTEE MEMBERS

- **MICHAEL STRINGFIELD**  
*City Council Representative*
- **CASIE LOVELACE**  
*Planning & Zoning  
Commission Representative*
- **LAINIE RAMSEY**  
*Pottsboro Community  
Representative*
- **DR. KEVIN MATTHEWS**  
*Pottsboro ISD Superintendent*

- **JACOB FLETCHER**  
*Business Owner*
- **KANDACE LESLEY**  
*City Manager*
- **MELODY HERNDON**  
*City Secretary*
- **BECKY ROSS**  
*Development Coordinator*
- **DARREN VADEN**  
*Public Works Director*

## ACTION

- ✓ Elect Committee Chair
- ✓ Elect Committee Vice-Chair



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# PROJECT OVERVIEW, TIMELINE, AND MEETING SCHEDULE



# WHAT IS A COMPREHENSIVE PLAN?

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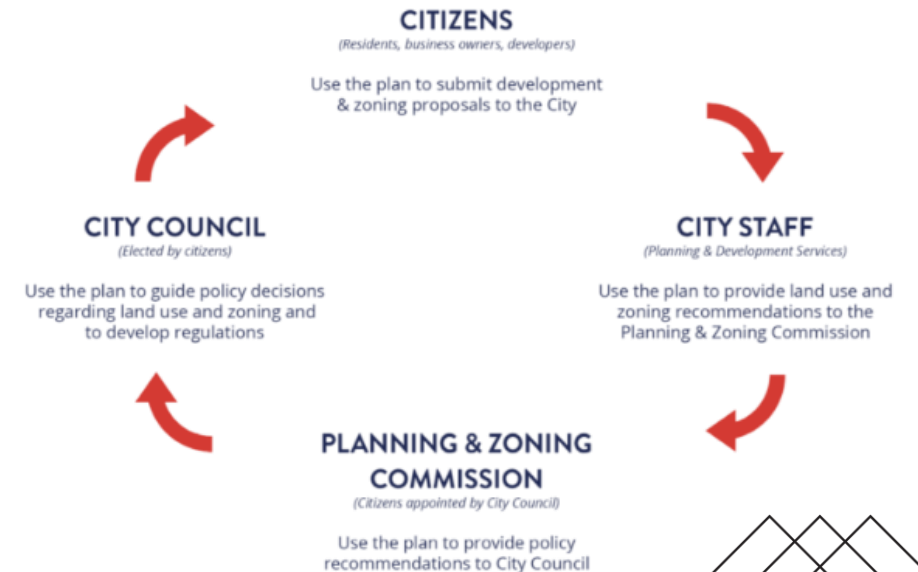
## IT IS...

- ✓ **A VISION FOR THE FUTURE OF POTTSBORO**
- ✓ **A DECISION-MAKING GUIDE**
- ✓ **A BASIS FOR POLICY**
- ✓ **A BASIS FOR ZONING**
- ✓ **FLEXIBLE AND ADAPTIVE**

## IT IS NOT...

- ✗ **A ZONING ORDINANCE**
- ✗ **RIGID, UNCHANGING POLICY**
- ✗ **SPECIFIC IN SCOPE**
- ✗ **THE ONLY PLANNING TOOL USED BY THE CITY**

## WHO USES THE COMPREHENSIVE PLAN?



# TEXAS GENERAL LAND OFFICE RESILIENT COMMUNITIES PROGRAM



- Texas GLO allocated up to \$100 million in Community Development Block Grant Mitigation (CDBG-MIT) funds for the Resilient Communities Program (RCP).
- Fully-funds development and adoption of forward-looking Comprehensive Plan integrated with Hazard Mitigation Plan.
- Identifies local hazard risks and explains how to mitigate risks.



# PROJECT TIMELINE

## MILESTONE ALIGNMENT

✓ **Milestone #1:** Start-Up Documents

- **Milestone #2 (approx. 3 months):** Current plan assessment, base studies, 1<sup>st</sup> round of public meetings, draft goals/objectives/policies
- **Milestone #3 (approx. 3 ½ months):** 2<sup>nd</sup> round of public meetings, preliminary draft of plan (50% developed)
- **Milestone #4 (approx. 3 months):** 3<sup>rd</sup> round of public meetings, final draft of plan (100% developed)
- **Milestone #5 (approx. 1 month):** Closeout documents





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# PLAN COMPONENTS AND OUTLINE

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## PLAN COMPONENTS:



# PLAN COMPONENTS AND OUTLINE

## PLAN OUTLINE:

- **EXECUTIVE SUMMARY**
- **TABLE OF CONTENTS**
- **CHAPTER 1**  
*Plan Introduction*
- **CHAPTER 2**  
*Community Overview*
- **CHAPTER 3**  
*Land Use & Development*
- **CHAPTER 4**  
*Housing & Neighborhoods*
- **CHAPTER 5**  
*Hazard Mitigation & Risk Reduction*
- **CHAPTER 6**  
*Implementation Strategies*
- **CHAPTER 7**  
*Conclusion*

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# STAKEHOLDER AND PUBLIC ENGAGEMENT

# STAKEHOLDER ENGAGEMENT

## COMPOSITION:

- Residents
- Local Businesses/Chamber of Commerce
- Community Organizations
- Developers
- Realtor
- Pottsboro ISD
- City Council
- Planning and Zoning Commission
- Government Agencies (Grayson County/TCOG)

## ACTION

- ✓ Identify specific contacts within each target group
- ✓ Proposed stakeholder workshop:  
Week of December 9th



# PUBLIC ENGAGEMENT

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## THREE PUBLIC MEETINGS

- **Meeting #1**  
Existing Conditions & Visioning and Goals Workshop  
(December 2024)
- **Meeting #2**  
Future Land Use Map and Alternatives (March 2025)
- **Meeting #3**  
Final Comprehensive Plan Presentation (October 2025)

# PUBLIC ENGAGEMENT

## COMMUNITY INPUT SURVEY HIGHLIGHTS

- Collection Period: October 14 – November 16, 2024
- Collectors: [Project Website](#), Printed Flyer, City Website, City Social Media
- Target Sample Size: 748
- Current Responses: 249 (50 partial)
- Collected 87 Names/Email addresses via Survey/Project Website for future outreach

- Broad response from respondents **aged 35-64**.
- Parks and Open Spaces are **Highly Valued**.
- **Better/more sidewalks** are desired improvements to transportation network.
- Large number of respondents desire **better drinking water quality**.
- **Top priorities** include improved **infrastructure** (72.85%), expanding **commercial/retail opportunities** (57.79%), and maintaining **Pottsboro's unique character** and sense of community (47.24%).

Quality of  
Life  
**3.9**/<sub>5</sub>  
Average rating

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# EXISTING PLANS AND STUDIES

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- 2019 - 2025 Pottsboro Vision Plan
- 2022 Texoma Comprehensive Economic Development Strategy (CEDS)
- 2023 Grayson County Hazard Mitigation Action Plan (HMAP) (Update)
- 2024 Grayson County Thoroughfare Plan

# 2019-2025 POTTSBORO VISION PLAN



## OVERVIEW

- Facilitated by Texoma Council of Governments (TCOG) and initiated by the City of Pottsboro
- Not designed to serve as a comprehensive review or plan, but rather an overview allowing prioritization of strategic initiatives by an implementation team



## A Vision for Pottsboro, 2019-2025

Produced by Texoma Council of Governments

# 2019-2025 POTTSBORO VISION PLAN



## VISION STATEMENT:

“ *The City of Pottsboro, Texas, will be a place where education and life-long learning are values, where there is a sense of civic pride, and where healthy, active lifestyles find a home in which the natural resources supporting those lifestyles are valued.* ”

# 2019-2025 POTTSBORO VISION PLAN



## POTTSBORO WILL:

- **Encourage a sustainable economy**, including both retail and light/high-tech industry, and actively pursue opportunities that produce stable, well-paying jobs.
- **Create a sense of place and pride**, embracing the rich history of Pottsboro, but still planning for the future and its challenges.
- Work with citizens to **create safer neighborhoods** for families, education, and life-long learning.
- **Value greenspace, parks, and recreational areas** and leveraging Lake Texoma to promote a leisurely and active lifestyle.
- Plan and embrace change and growth to **provide the best quality of life** for the people of Pottsboro.

# 2019-2025 POTTSBORO VISION PLAN

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## GOALS:

**Primary:** To create a guideline that assists the transformation of the community into a destination for visitors, residents, and clean, low-impact industries and service centers.

- 1) Maintain and enhance “small town quality of life” and value the history and heritage of Pottsboro
- 2) Encourage sustainable, environmentally sensitive development
- 3) Enhance a sense of community through safe communities and excellent schools
- 4) Enhance a sense of strong foundation through family, faith, and integrity

- 5) Maintain economic sustainability
- 6) Preserve environmentally sensitive areas and natural resources
- 7) Support revitalization efforts
- 8) Recognize regional initiatives





# 2022 TEXOMA CEDS



## OVERVIEW

- Regional Plan
- Aims to Build Prosperity and Economic Resiliency Through Public and Private Sector Collaboration
- Developed by Texoma Economic Development District at TCOG



## 2022-2027 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

# 2022 TEXOMA CEDS

## KEY TAKEAWAYS:

- **Regional Collaboration.** Creates a foundation for collaboration between public and private sectors, as well as community stakeholders.
- **Asset-Based Approach.** Focuses on the strengths of the region, such as the Gateway Industrial Park. The 126-acre Gateway Industrial Park site has access to the Burlington Northern Santa Fe (BNSF) Railroad. The park is certified by BNSF, which ensures it's ready for rapid development.
- **Economic Development Projects.** Prioritizes economic development projects that build on the region's strengths and emphasizes key industry clusters.



A CEDS is a required component of EDA grant funding and must be updated every five years. The CEDS process helps regions build prosperity by creating jobs and businesses, diversifying the economy, encouraging innovation, and protecting and enhancing the social and environmental landscape.

# 2022 TEXOMA CEDS

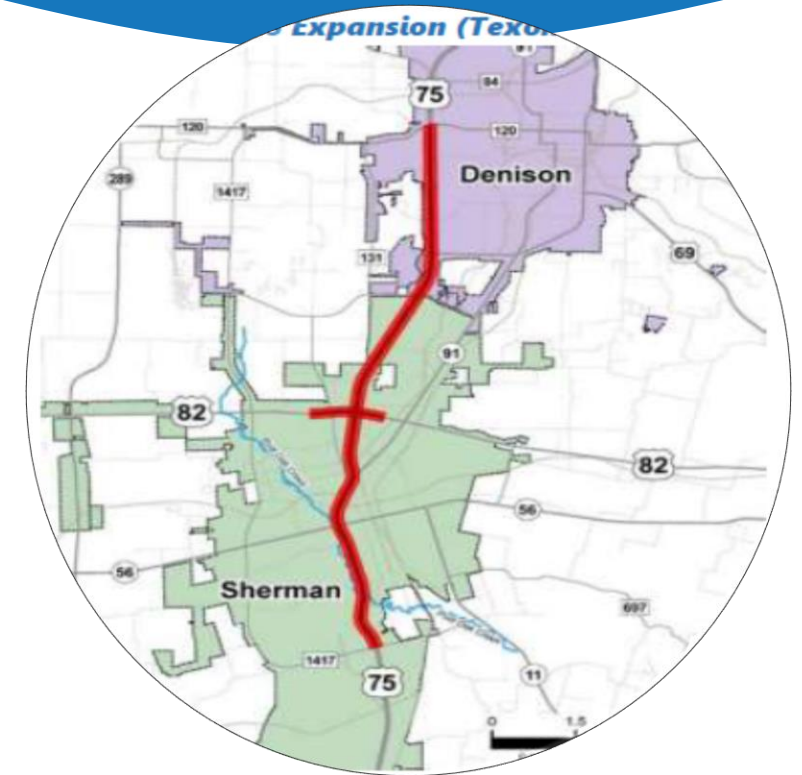
## CURRENT PROJECTS AFFECTING GROWTH

### Grayson County

**US 75 Project** TxDOT project to develop long-term transportation and operational improvements on US 75 and US 82 in the cities of Sherman and Denison in Grayson County.

### AREA OF CONCERN: Transportation in High Demand

- No fixed-route public transportation options in the region.
- Region population of senior citizens higher than state average.
- Only one major public transportation provider in *Texoma (Texoma Area Paratransit System (TAPS) )*
- Fixed route study currently underway to analyze use and recommend fixed route service for high-demand areas and between employment centers.



# 2022 TEXOMA CEDS

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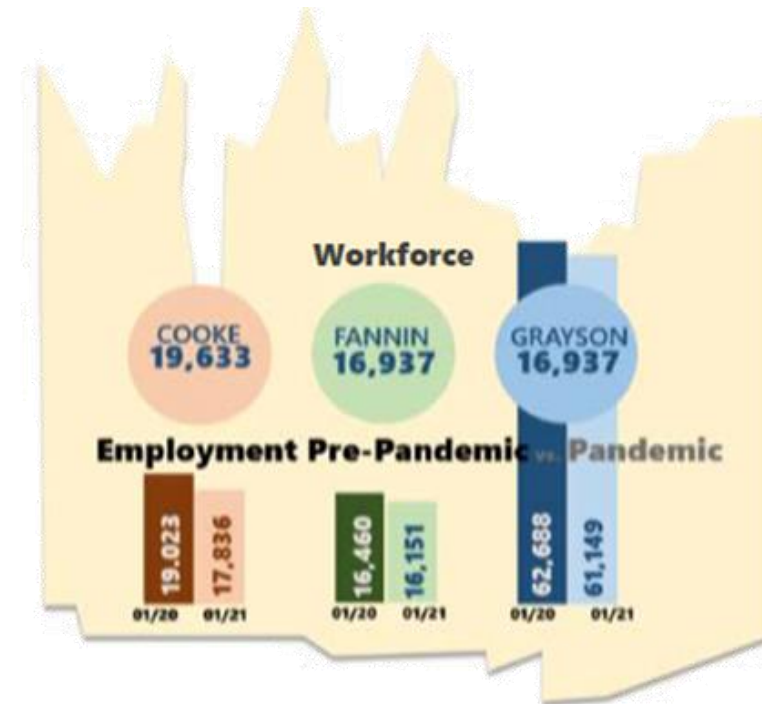


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## AREA OF CONCERN: Employment During and After Pandemic

- The region's employment rate before Pandemic vs. Pandemic changed 3% (3,035 lost employment), from 97% to 94%.
- Grayson County's employment rate before Pandemic vs. Pandemic had a change of 2.4% (1,539 lost employment), from 97% to 95%.



# 2022 TEXOMA CEDS

## REGIONAL ASSESSMENT

### TOP 5 BASIC NEEDS:

1. Affordable Housing
2. Utilities
3. Hunger
4. Transportation
5. Medical/Mental Health

\* *Childcare (fluctuates in/out of top 5)*

### COMMUNITY STRENGTHS & WEAKNESSES

#### Strengths

- TCOG, School Districts & industry have adopted “Me too” program making it more acceptable to discuss mental health Underserved in mental health.

#### Weaknesses

- Deficient in mental health providers (more significant in Fannin County)
- Safe, affordable housing
- Utility assistance

## BARRIERS TO IDENTIFIED NEEDS

- Lack of funding (housing, medical, utility)
- Slow rebuilding of TAPS (Texoma Area Paratransit System)
- Travel time to food; convenience stores constructing in poverty areas
- Lack of early childhood educational opportunities (Fannin & Cooke)
- Lack of mental healthcare practitioners
- Concentration of poor in poverty areas
- Overlap of sex, educational attainment and race/ethnicity
- Lack of programs for early childhood poverty

# 2023 GRAYSON COUNTY HMAP (UPDATE)

## SCOPE

- Identify activities to mitigate hazards classified as “high” or “moderate” risk. Determined through hazard risk assessment conducted for Grayson County and participating jurisdictions.

## PURPOSE

- Protect people and structure and minimize costs of disaster response and recovery
- Minimize or eliminate long-term risks to human life, property, operations, and the environment from known hazards by **identifying risks** and **implementing cost-effective hazard mitigation actions**

## GRAYSON COUNTY HAZARD MITIGATION ACTION PLAN



# 2023 GRAYSON COUNTY HMAP (UPDATE)

## GOALS

- Provide comprehensive update to 2012 HMAP
- **Minimize disruption** to participating jurisdictions within Grayson County **following a disaster**
- Streamline disaster recovery by **identifying actions** to be taken **before** a disaster to **reduce or eliminate future damage**
- Demonstrate a firm **local commitment to hazard mitigation principles**
- **Serve as a basis for future funding** that may become available through grant and technical assistance programs offered by state and federal government
- **Ensure** that participating jurisdictions within Grayson County maintain **eligibility** for the full range of **future federal disaster relief**

# 2023 GRAYSON COUNTY HMAP (UPDATE)

## OVERVIEW

- 16 incorporated districts in Grayson County
- County comprised of 932.8 square miles; elevation from 600-800 feet above sea level
- Average annual precipitation of 37 inches
- Temperatures ranging from:
  - 30°F (*average low, January*)
  - 96 °F (*average high, July*)
- Average 227-day growing season per year

Table 4-7. Hazard Risk Ranking

| HAZARD            | FREQUENCY OF OCCURENCE | POTENTIAL SEVERITY | RANKING  |
|-------------------|------------------------|--------------------|----------|
| Tornado           | Highly Likely          | Substantial        | High     |
| Extreme Heat      | Highly Likely          | Substantial        | High     |
| Thunderstorm Wind | Highly Likely          | Major              | Moderate |
| Drought           | Highly Likely          | Minor              | Moderate |
| Flood             | Highly Likely          | Substantial        | Moderate |
| Hail              | Highly Likely          | Limited            | Moderate |
| Lightning         | Highly Likely          | Limited            | Moderate |
| Winter Storm      | Highly Likely          | Minor              | Moderate |
| Wildfire          | Highly Likely          | Minor              | Low      |
| Dam Failure       | Unlikely               | Limited            | Low      |

Sources: 2023 Grayson County Hazard Mitigation Plan



# 2023 GRAYSON COUNTY HMAP (UPDATE)

- County susceptible to range of natural disasters which can destroy property, disrupt economy, and lower quality of life.
  - Tornadoes
  - Windstorms
  - Extreme heat
  - Drought

**Capabilities Assessment.** Participating jurisdictions described methods for achieving future hazard mitigation measures by expanding on existing capabilities through opportunities for cross-training or increasing technical expertise of staff.

| JURISDICTION                          | OPPORTUNITIES   |
|---------------------------------------|---|
| City of Pottsboro                     | <ul style="list-style-type: none"> <li>• Integrate risk information from HMAP into future updates to Comprehensive Plan</li> <li>• Review current floodplain ordinances for opportunities to increase resiliency such as modifying permitting or building codes</li> <li>• Develop land use and building ordinances that would require all new developments to conform to the highest mitigation standards</li> </ul> |
| Pottsboro Independent School District | <ul style="list-style-type: none"> <li>• Develop a Capital Improvement Plan based on information in the risk assessment and identify mitigation projects within the HMAP</li> <li>• Develop an all-hazards outreach program in coordination with Grayson County, City of Pottsboro, and other ISDs in the County</li> </ul>   |

# 2023 GRAYSON COUNTY HMAP (UPDATE)

## CITY OF POTTSBORO

### MITIGATION ACTIONS

- Prioritized based on FEMA’s Social, Technical, Administrative, Political, Legal, Economic, and Environmental (STAPLEE) criteria necessary for the implementation of each action.
- Jurisdictions analyzed each action in terms of overall costs (do the potential gains outweigh the associated costs?)
  - **High (H):** indicates that action will be implemented as soon as funding is received.
  - **Moderate (M):** action that may not be implemented right away depending on the cost and number of citizens served by the action.
  - **Low (L):** indicates that action will not be implemented without first seeking grant funding and after High and Moderate actions have been completed.

Table 17-1. Grayson County Mitigation Action Matrix

| TYPE OF ACTION                                  |   |
|---|---|
| Action #1 – Plans/Regulations (Blue)            | Action #4 – Structural (Orange)           |
| Action #2 – Education/Awareness (Red)           | Action #5 – Preparedness/Response (Black) |
| Action #3 – Natural Systems Protections (Green) |   |

| Jurisdiction      | Tornado | Extreme Heat | Thunderstorm Wind | Drought | Flood | Hail | Lightning | Winter Storm | Wildfire | Dam Failure |
|-------------------|---------|--------------|-------------------|---------|-------|------|-----------|--------------|----------|-------------|
| City of Pottsboro | XXX     | XXX          | XXX               | XXX     | XXX   | XXX  | XXX       | XXX          | XXXX     | N/A         |

Sources: 2023 Grayson County Hazard Mitigation Plan

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# COMMUNITY SNAPSHOT

# COMMUNITY SNAPSHOT

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## KEY FACTS

2,497

Population



Average Household Size



Median Age

\$82,896

Median Household Income

## BUSINESS



112

Total Businesses



990

Total Employees

## INCOME



\$82,896

Median Household Income



\$43,920

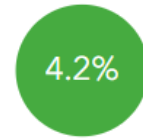
Per Capita Income



\$304,508

Median Net Worth

## EDUCATION



No High School Diploma



38.9%

Some College/  
Associate's Degree



33.2%

High School Graduate



23.6%

Bachelor's/Grad/  
Prof Degree

## EMPLOYMENT



Unemployment Rate

## 2024 HOUSEHOLDS BY INCOME (Esri)

| Indicator ▲           | Value | Diff  |  |
|-----------------------|-------|-------|--|
| <\$15,000             | 4.6%  | -2.3% |  |
| \$15,000 - \$24,999   | 3.8%  | -2.8% |  |
| \$25,000 - \$34,999   | 6.8%  | -1.4% |  |
| \$35,000 - \$49,999   | 14.0% | -0.4% |  |
| \$50,000 - \$74,999   | 17.0% | +0.6% |  |
| \$75,000 - \$99,999   | 10.4% | -0.4% |  |
| \$100,000 - \$149,999 | 20.3% | +2.1% |  |
| \$150,000 - \$199,999 | 14.1% | +5.2% |  |
| \$200,000+            | 9.1%  | -0.5% |  |

The largest group: \$100,000 - \$149,999 (20.3%)

The smallest group: \$15,000 - \$24,999 (3.8%)



# POPULATION PROJECTIONS

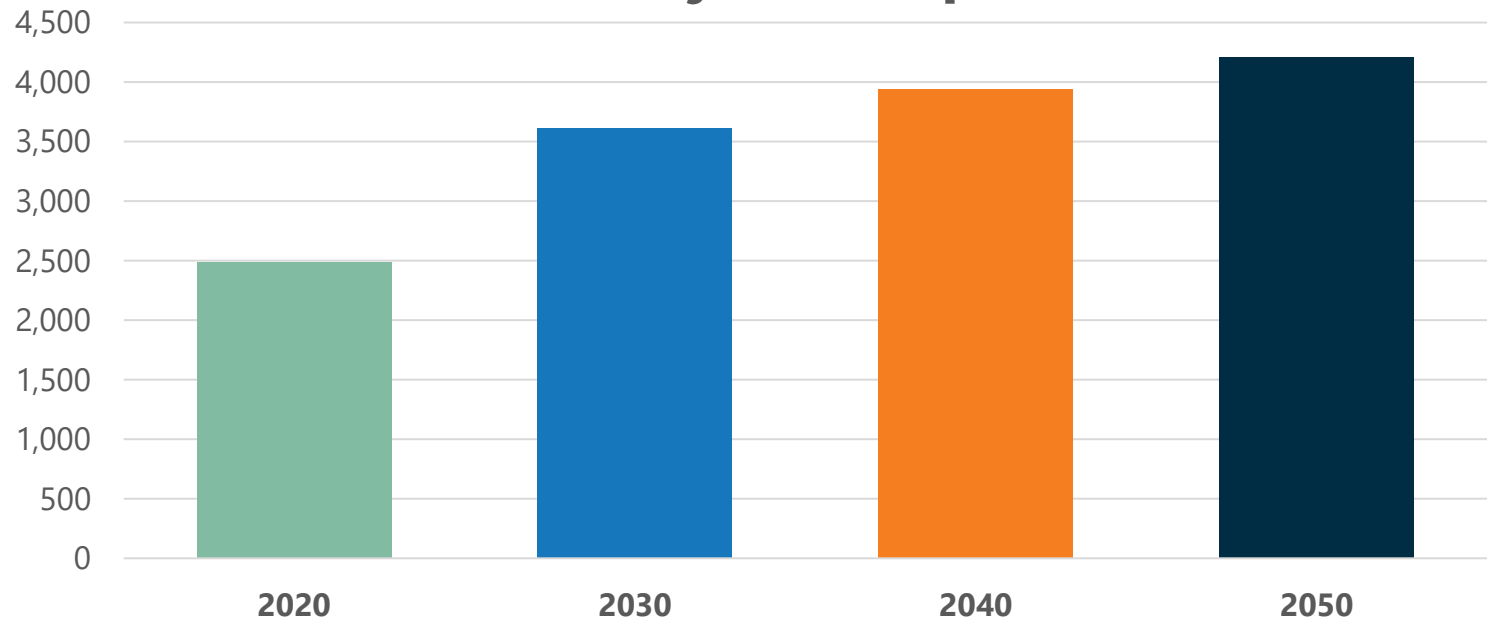
**POPULATION  
(2020 US Census):  
2,488**

**By 2030: 3,613**

**By 2040: 3,938**

**By 2050: 4,210**

### Pottsboro Projected Population

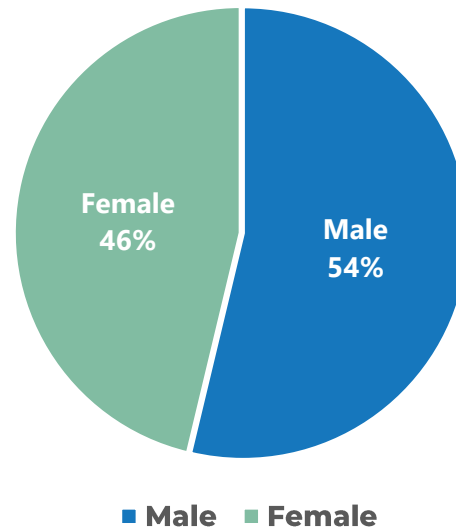


# AGE AND SEX DISTRIBUTION

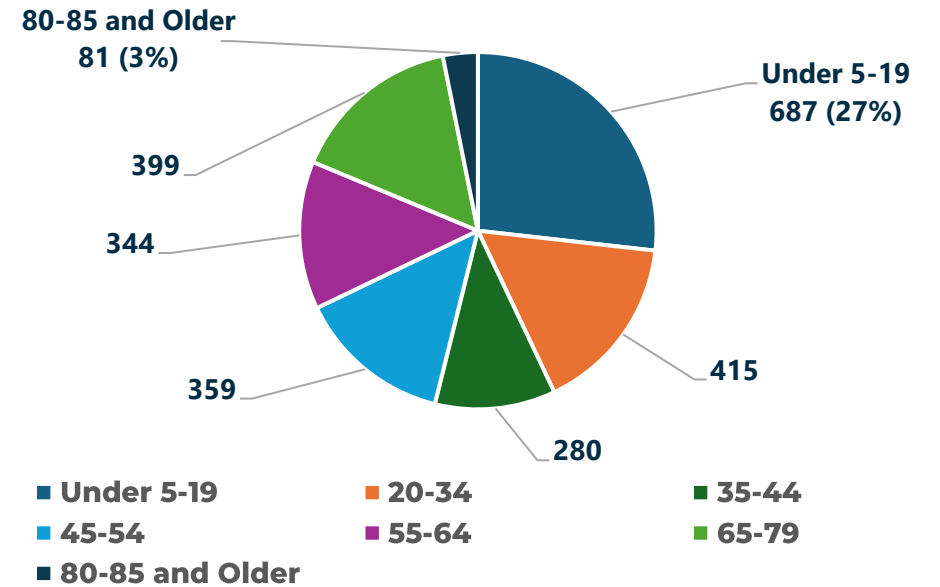
## POPULATION CHARACTERISTICS

- 1,173 Females  
1,363 Males
- Largest Age Bracket:  
5 to 19 Years
- Smallest Age Bracket:  
80 to 85 Years and Older

## Sex Distribution



## Age Distribution



# HOUSING

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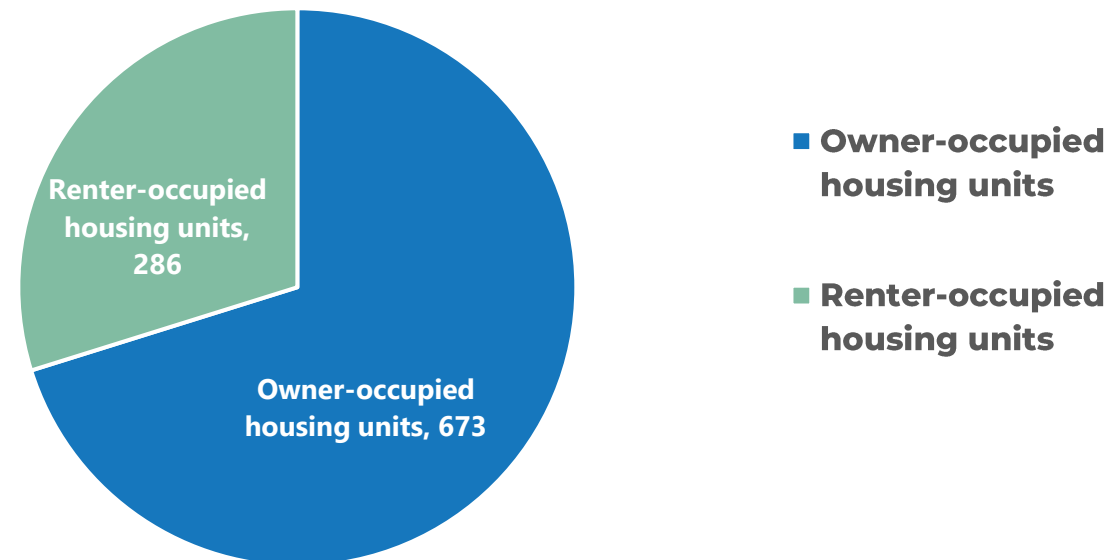
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## HOUSING CHARACTERISTICS

- 997 Total Housing Units
- 941 Occupied Housing Units
- 673 Owner-Occupied
- ***Opportunity to Explore Rental Market***

## Occupancy



# ECONOMY

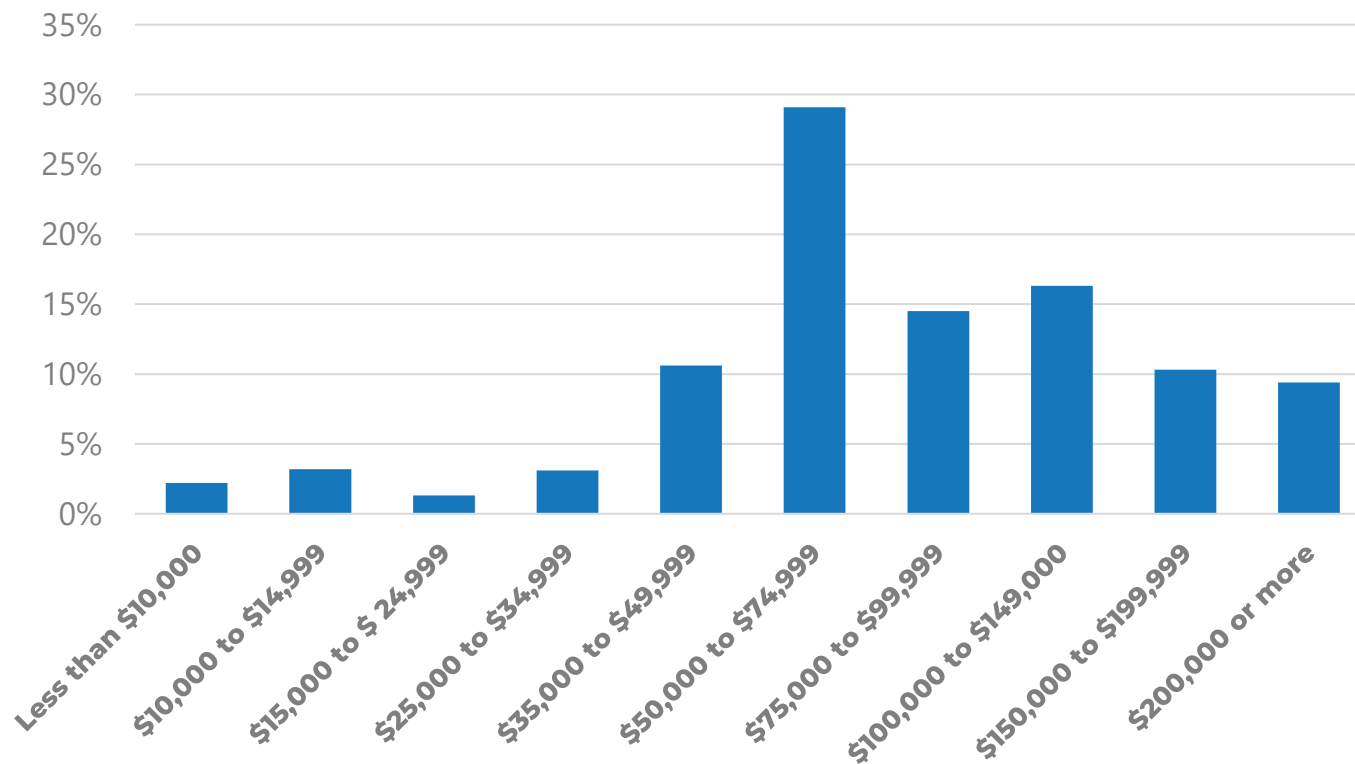
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## Annual Household Income



- **68.1%** of Population 16 and Older is in the workforce.
- Median Household Income is **\$75,938** (**38.5% higher** than Grayson County - **\$54,815**)
- **6.2%** of Residents live below poverty line (Grayson County: **11.6%**; State of Texas: **14%**)



# ECONOMY

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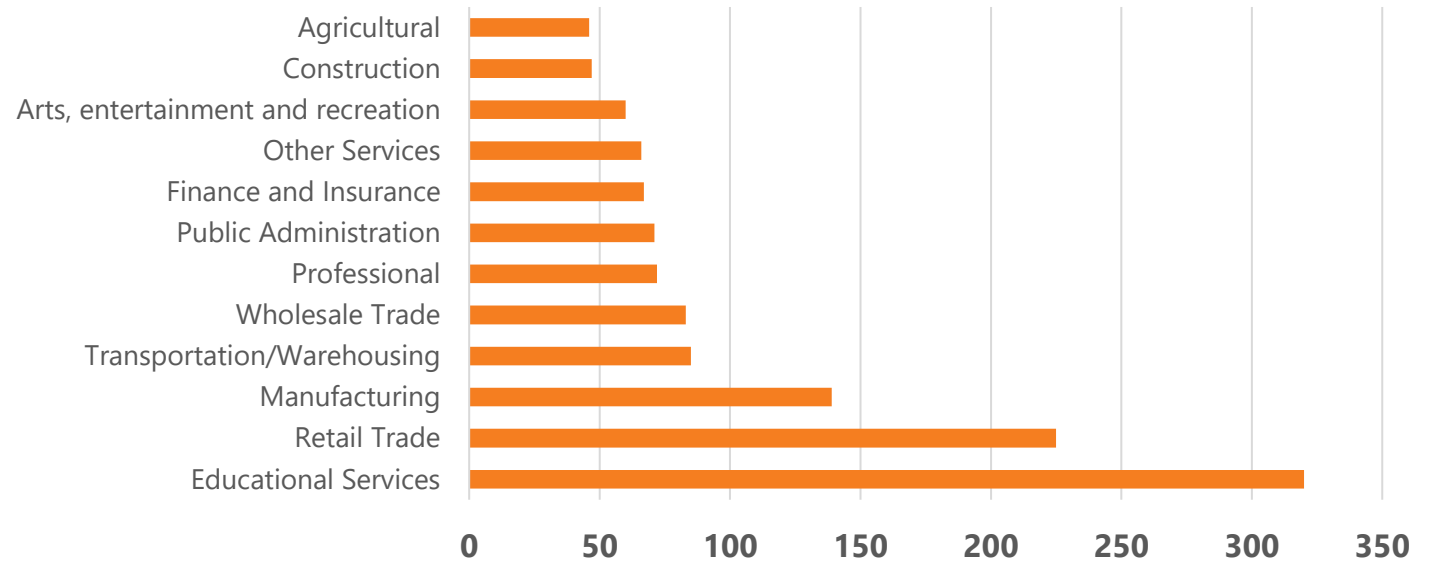


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**Educational Services, Healthcare, and Social Assistance** is the top industry in Pottsboro, followed by **Retail Trade** and then **Manufacturing**.

## Industries



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# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

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## CITY LIMITS



# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

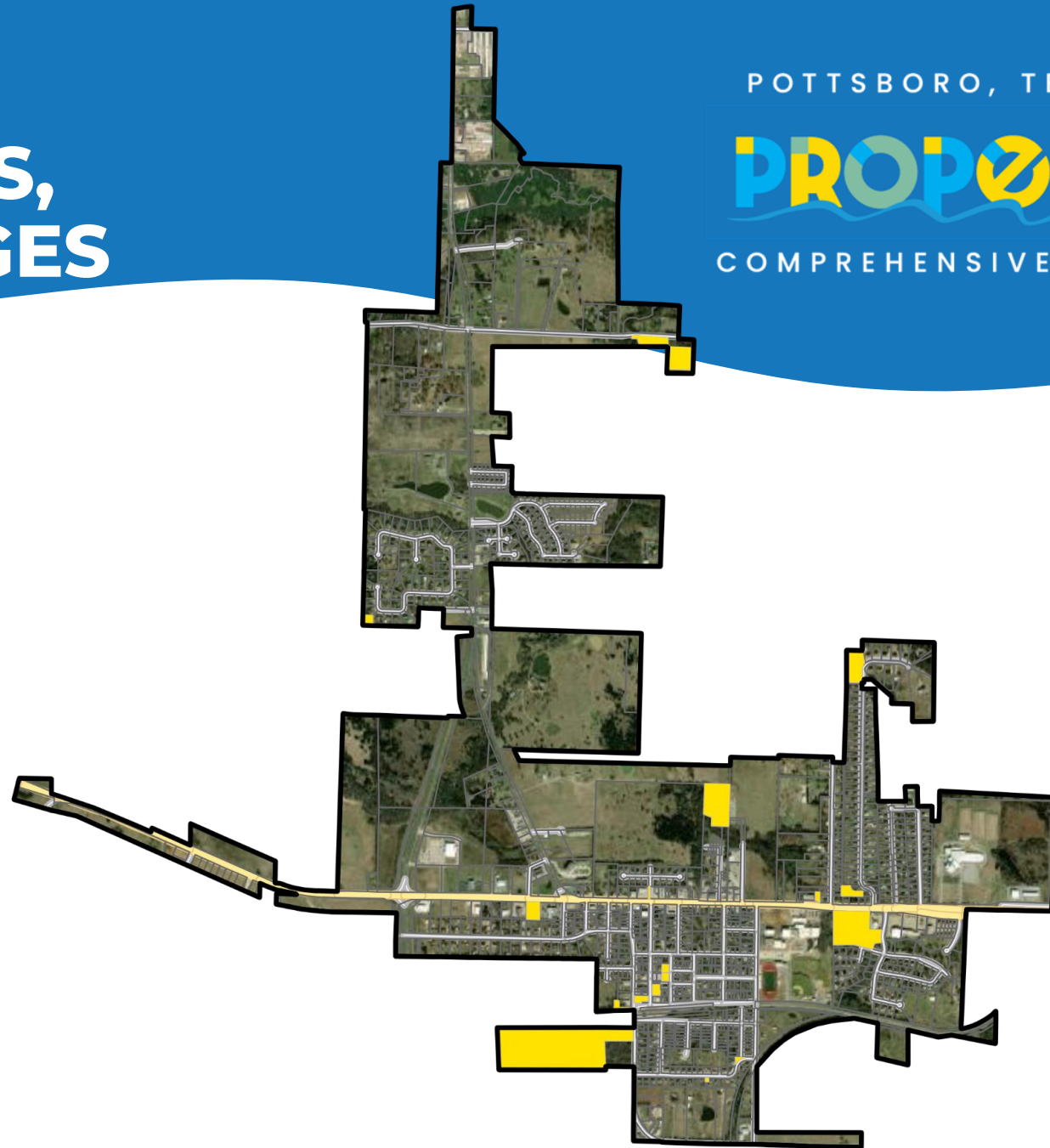
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## CITY-OWNED PROPERTY



# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

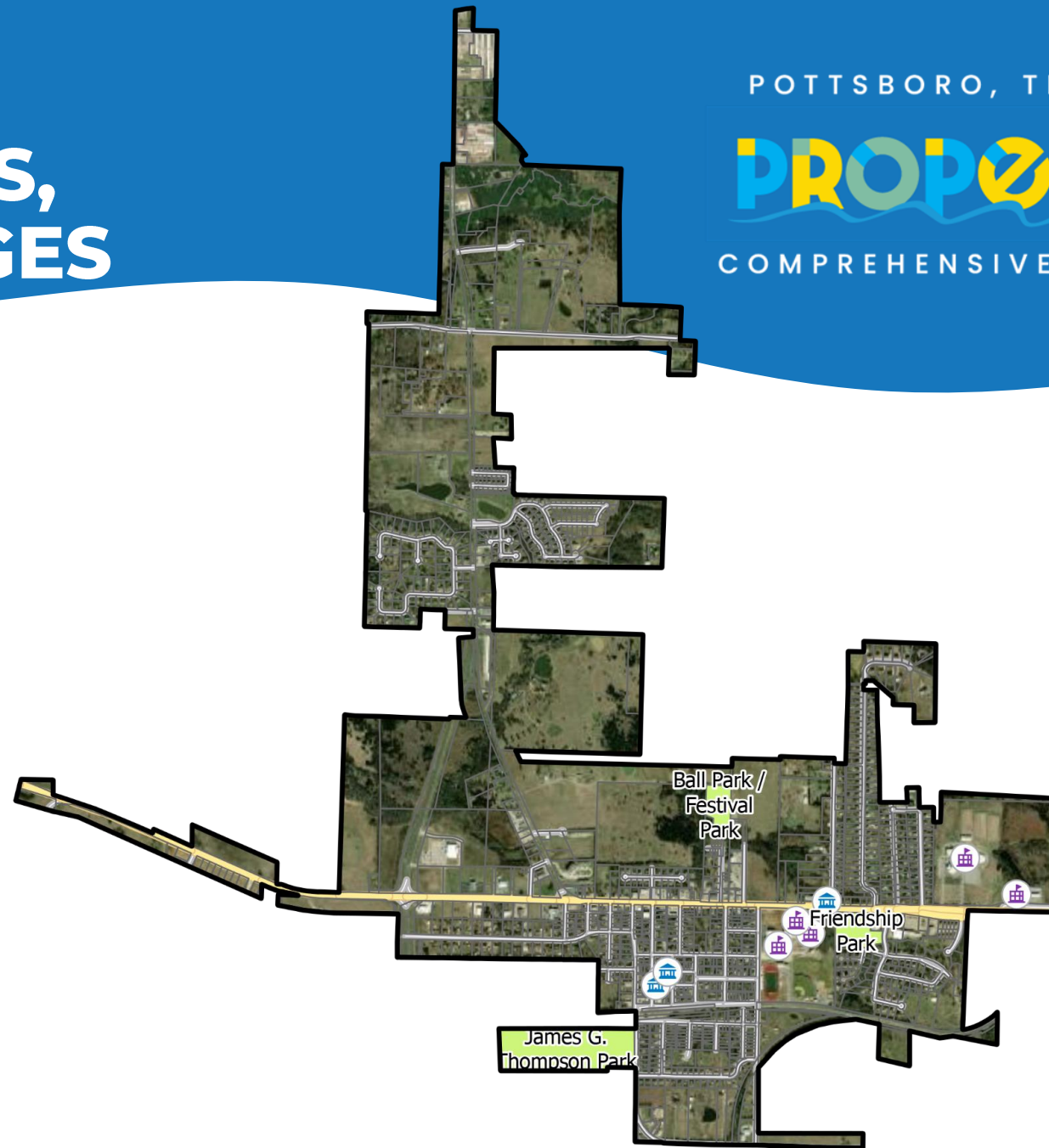
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## CITY PARKS & MUNICIPAL FACILITIES



# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

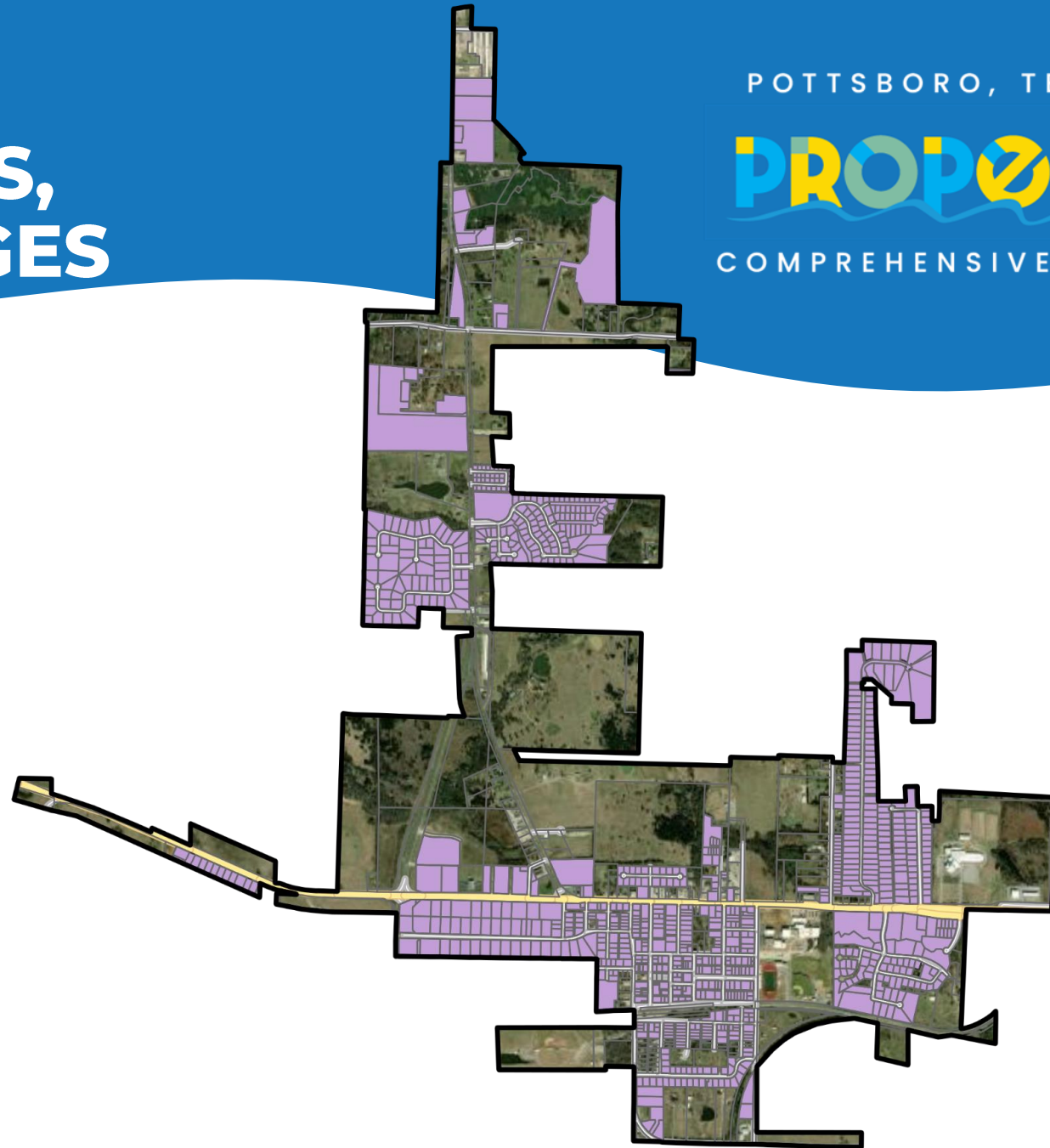
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## SUBDIVISIONS



# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

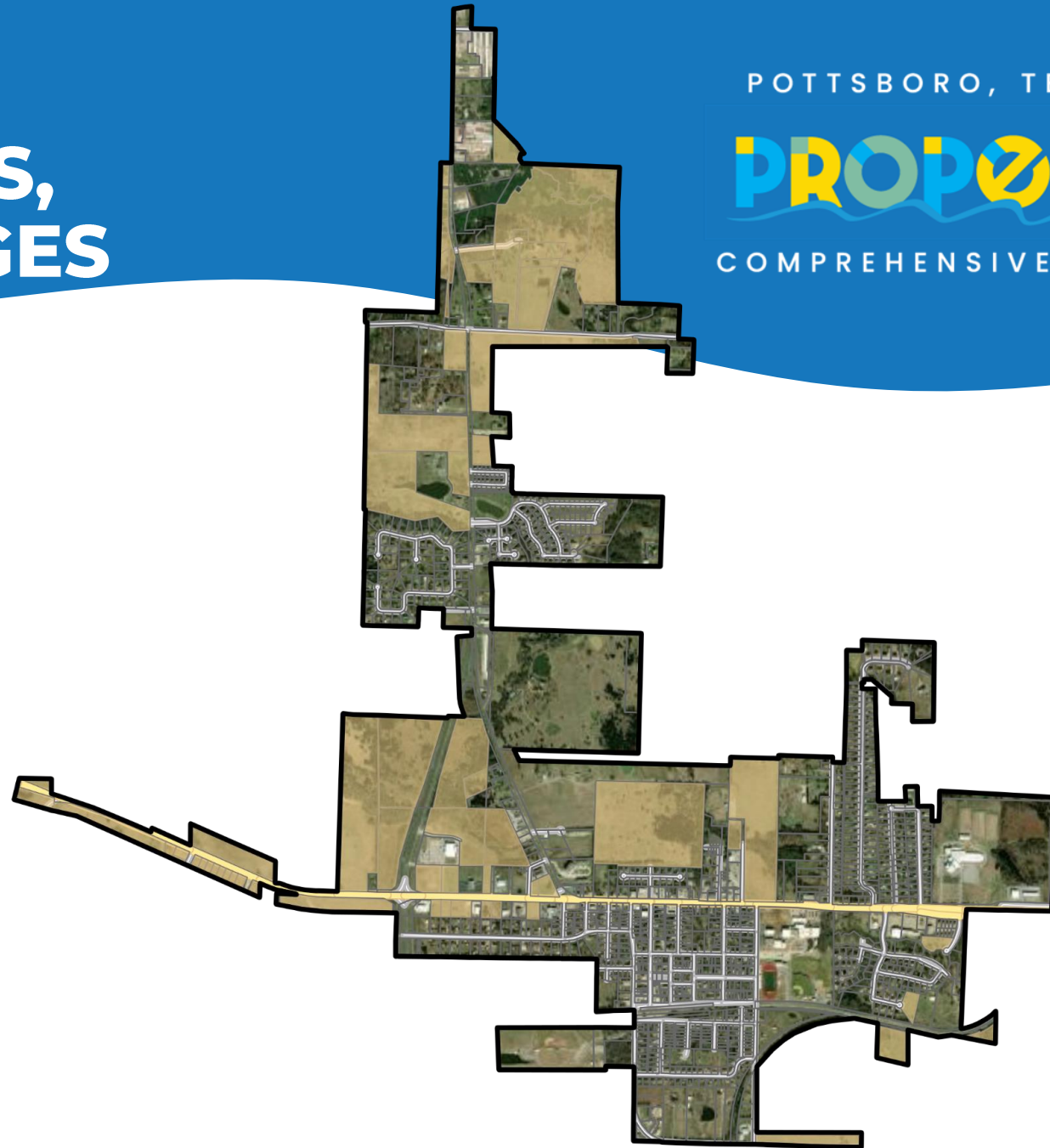
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## UNDEVELOPED LAND



# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

## PROJECT KICKOFF MEETING:

### PRIORITIES

- Future land use plan to guide policy/growth & aid with zoning
- Sustainable infrastructure
- Shared costs of infrastructure with developers
- Zoning update recommendations
- Zoning training and education
- Funding strategies



# PRIORITIES, OPPORTUNITIES, AND CHALLENGES

## ROUND-ROBIN DISCUSSION

### TOPICS

- Land Use
- Transportation/Mobility
- Parks & Green Space
- Local & Regional Economic Development
- Housing
- Environmental
- Hazard Mitigation
- Placemaking

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# DRAFT GOALS, OBJECTIVES, AND POLICIES

# DRAFT GOALS, OBJECTIVES, AND POLICIES

## VISIONING AND GOALS

**Collaborative** process to help define shared vision and long-term goals for Pottsboro. The visioning process helps a community:

- **Reach for Goals.** A good vision can help Pottsboro achieve goals beyond what might be expected.
- **Discover Possibilities.** A visioning process can help Pottsboro discover new possibilities.
- **Motivate People.** A good vision can motivate people to take action together.
- **Build Consensus.** A visioning process can help people realize that they share many same long-term goals, even if they have differences.



# DRAFT GOALS, OBJECTIVES, AND POLICIES

## GOALS

General statements concerning an aspect of Pottsboro's desired ultimate physical, social, and/or economic environment.

### Example Goal:

*"Ensure the long-term sustainability of Pottsboro's water resources by identifying and prioritizing future water infrastructure needs, including water supply and wastewater treatment."*

- Attract and retain businesses that create jobs and contribute to local economy.
- Preserve and enhance the unique character and community identity of Pottsboro.
- Identify and implement projects that strengthen Pottsboro's resilience to natural disasters like drought and winter weather storms.
- Improve the quality of life for residents by enhancing public spaces, parks, and recreational facilities.



# DRAFT GOALS, OBJECTIVES, AND POLICIES

## VISION STATEMENT

A vision statement can help Pottsboro stay on track, unite its team, and encourage everyone toward greater goals.

- What kind of community do we want Pottsboro to be in the future?
- What are the core values and principles that should guide our development?
- How can we balance growth and preservation of our small-town character?
- What kind of amenities and services should we prioritize to improve the quality of life for residents?

### Example Vision Statement:

*"The City of Pottsboro provides a safe and resilient environment where residents, businesses, and visitors can enjoy a high quality of life, characterized by a strong sense of community, preserved natural beauty, a vibrant economy, and sustainable water resource management."*

POTTSBORO  
TEXAS

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

# NEXT STEPS

# NEXT STEPS



- Establish meeting schedule for remaining Advisory Committee meetings
- Incorporate feedback from this meeting into Comprehensive Plan draft
- Analyze Community Input Survey results
- 1<sup>st</sup> round of public meetings
  - Stakeholder workshops
  - Public workshops
- Develop Visioning & Goals Statement Draft

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COMPREHENSIVE PLAN

**QUESTIONS,  
COMMENTS?**