

POTTSBORO, TEXAS



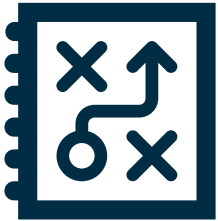
COMPREHENSIVE PLAN

Stakeholder Workshop

December 9, 2024



WORKSHOP OBJECTIVES



OBJECTIVES

- Introduce Comprehensive Plan Project & Review Project Outcomes (10 min)
- Mapping Exercise (20 min)
- Visioning Exercise (40 min)
- Identify Community Goals (20 min)

POTTSBORO
T E X A S

POTTSBORO, TEXAS

PROPOZ

2045

COMPREHENSIVE PLAN

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

POTTSBORO, TEXAS

PROPOL

2045

COMPREHENSIVE PLAN



MICHAEL SCHMITZ

Principal

(940) 465-7909

mschmitz@anterogroup.com



SEAN NORTON

Project Manager

(903) 517-8136

snorton@anterogroup.com



JONATHAN SHERMAN,

AICP

Senior Planner

(954) 815-4201

jsherman@anterogroup.com



POTTSBORO
T E X A S

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

STAKEHOLDER WORKSHOP

POTTSBORO
TEXAS

POTTSBORO, TEXAS

PROPOZ

2045

COMPREHENSIVE PLAN

PROJECT OVERVIEW

WHAT IS A COMPREHENSIVE PLAN?

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

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?



PLAN COMPONENTS AND OUTLINE

POTTSBORO, TEXAS

PROPOL

2045

COMPREHENSIVE PLAN

PLAN COMPONENTS:



STAKEHOLDER WORKSHOP

COMPOSITION:

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



POTTSBORO
TEXAS

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

OPPORTUNITIES & CHALLENGES

OPPORTUNITIES & CHALLENGES EXERCISE

OPPORTUNITIES

- ✓ Future-focused
- ✓ Potential developments and positive outcomes

CHALLENGES

- ✓ Current obstacles & limitations
- ✓ May hinder the community's progress

PURPOSE: To visually identify areas within Pottsboro that present key opportunities and challenges strategies across several categories.

OPPORTUNITIES & CHALLENGES EXERCISE

QUESTIONS TO CONSIDER

- ✓ What are the special places and experiences here?
- ✓ Where can vehicular and non-vehicular mobility be improved?
- ✓ Where should Pottsboro focus efforts for attracting business and economic growth?
- ✓ Are there opportunities to expand Pottsboro's parks and trails?

OPPORTUNITIES & CHALLENGES EXERCISE


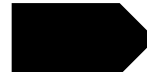
Take 10 minutes to place map pins on areas throughout Pottsboro. The colors of the map pins correspond to the following categories. If a future opportunity is coupled with a current challenge, also place a red or map pin.

OPPORTUNITIES

-  Natural Assets
-  Economic Development
-  Transportation

-  Housing
-  Community Identity

CHALLENGES

-  Challenge Area
-  Challenge Area

POTTSBORO
T E X A S

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

A VISION FOR THE FUTURE OF POTTSBORO

VISION STATEMENT

POTTSBORO, TEXAS

PROPOL

2045

COMPREHENSIVE PLAN



WHAT IS A VISION STATEMENT?

- ✓ A short phrase or paragraph that describes the city's long-term goals, dreams, and aspirations.
- ✓ Outlines the desired future state of a community.
- ✓ The focus of the vision is the distant future (10 years, 20 years, 30 years).
- ✓ **It's a foundational part of Pottsboro's Comprehensive Plan.**

VISION STATEMENT



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?

VISION STATEMENT

WHAT IS A GOOD VISION STATEMENT?

- ✓ **Realistic:** Grounded in current conditions and achievable goals.
- ✓ **Inspiring:** Evoking a positive and hopeful future.
- ✓ **Concise:** Easy to understand and remember.
- ✓ **Inclusive:** Reflecting the diverse needs and aspirations of the entire community.
- ✓ **Actionable:** Guiding decision-making and resource allocation.

VISION STATEMENT

VISION STATEMENT STRUCTURE

- ✓ **[Community Name]** will be a **[adjective, adjective]** community where **[desired quality or characteristic]**. We will achieve this by **[action verb]**, **[action verb]**, and **[action verb]**.

VISION STATEMENT

VISION STATEMENT EXAMPLE

- ✓ **The City of Bells** provides a **safe and friendly environment** for residents, businesses, and visitors through **well-maintained infrastructure** and **support for sustainable growth** that **enables economic opportunities and a high quality of life.**

VISION STATEMENT

POTTSBORO, TEXAS



2045

COMPREHENSIVE PLAN

WORDS THAT DESCRIBE POTTSBORO (Community Survey Responses)

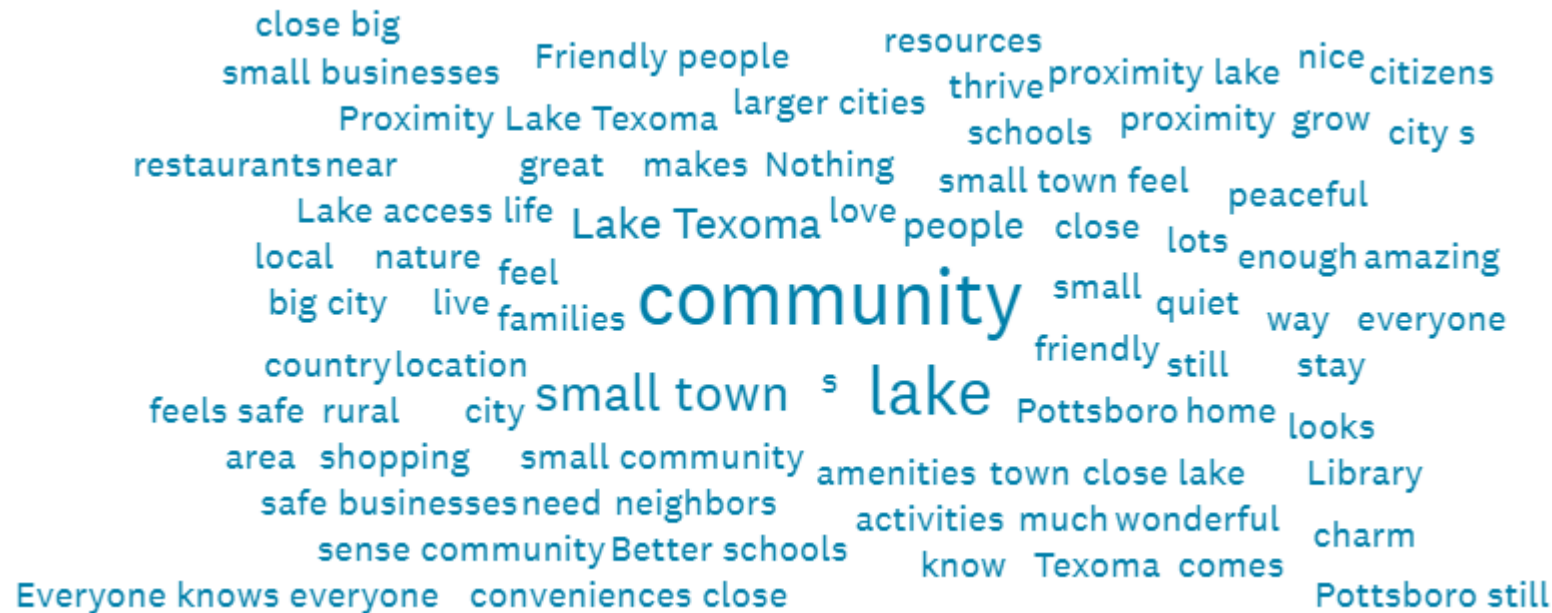
Great schools high taxes
Peaceful Old Small town
Rural Quiet Lake
Quaint **Small** Safe Clean
Community Friendly
Country Home Quite Growing

Underdeveloped Lake Texoma
potential Small town Small-town Clean
Quaint Safe Family Community streets
Relaxing **Friendly** Lake Expensive Peaceful
rural Growing Small Quiet Country
Lake life Home Beautiful Poor Quite
Convenient Hometown Affordable

Small town
Potential Quite Country Great Beautiful
Rural Community Schools Family
Peaceful **Friendly** Relaxing
Growing Lake Poor Safe Quiet Close
opportunities Welcoming Fun Lacking
Supportive Unprepared Neighbors

VISION STATEMENT

WHAT MAKES POTTSBORO UNIQUE? (Community Survey Responses)



A word cloud of community survey responses. The most prominent word is "community". Other words include "lake", "small town", "friendly", "peaceful", "close", "nice", "citizens", "proximity", "schools", "great", "makes", "Nothing", "small town feel", "Lake access", "life", "Lake Texoma", "love", "people", "close", "lots", "enough", "amazing", "local", "nature", "feel", "big city", "live", "families", "small", "quiet", "way", "everyone", "country", "location", "friendly", "still", "stay", "feels safe", "rural", "city", "small town", "lake", "Pottsboro home", "looks", "area", "shopping", "small community", "amenities", "town", "close", "lake", "Library", "safe", "businesses", "need", "neighbors", "activities", "much", "wonderful", "sense", "community", "Better schools", "know", "Texoma", "comes", "charm", "Pottsboro still", "close", "big", "small businesses", "Friendly people", "resources", "thrive", "proximity", "lake", "nice", "citizens", "Proximity", "Lake Texoma", "larger cities", "schools", "proximity", "grow", "city s", "restaurants", "near", "great", "makes", "Nothing", "small town feel", "peaceful", "Lake access", "life", "Lake Texoma", "love", "people", "close", "lots", "enough", "amazing", "local", "nature", "feel", "big city", "live", "families", "small", "quiet", "way", "everyone", "country", "location", "friendly", "still", "stay", "feels safe", "rural", "city", "small town", "lake", "Pottsboro home", "looks", "area", "shopping", "small community", "amenities", "town", "close", "lake", "Library", "safe", "businesses", "need", "neighbors", "activities", "much", "wonderful", "sense", "community", "Better schools", "know", "Texoma", "comes", "charm", "Pottsboro still", "Everyone knows everyone", "convenienc", "close".

VISIONING EXERCISE: *Instructions*

- ✓ Silence phones/electronic devices
- ✓ Allow everyone time to contribute
- ✓ Share your own ideas and concerns
- ✓ Listen to each other and respect perspectives
- ✓ Look for shared interests
- ✓ Try to answer all questions
- ✓ Work together to reach consensus or general agreement
- ✓ Select one person to report your group results

VISIONING EXERCISE: *Brainstorming*

Take 10 minutes to individually consider the following questions and jot your answers down on your notepad.

1. What are Pottsboro's greatest strengths?
2. What are the biggest challenges facing Pottsboro?
3. What things should stay the same in tomorrow's Pottsboro?
4. What things should change in tomorrow's Pottsboro?

VISIONING EXERCISE: *Collaboration*

Divide into groups of five. Take the next 15 minutes to:

1. Discuss your individual responses within your group.
2. Create a vision statement that best describes Pottsboro in 2045.
3. Make the statement brief and easy to understand but memorable and inspirational.
4. It should provide direction for the future of the community.
5. It should address your answers to the previous questions.
6. Select one person from your group to present your statement.

VISIONING EXERCISE: *Presentation*



Group leads will now present their group's vision for 2045 (10 minutes)

1. Be prepared to explain your group's reasoning behind your vision statement.

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.* ”

VISIONING EXERCISE: *Ranking*

Grab a marker, and let's vote. (5 minutes)

1. Consider each group's vision statement.
2. Individually, identify the message that resonates with you most and place a tally mark underneath the vision statement that best aligns with your vision.

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.



POTTSBORO
TEXAS

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

QUESTIONS?