

POTTSBORO, TEXAS



COMPREHENSIVE PLAN

**Base Studies**

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# 1. Propel Pottsboro 2045 Comprehensive Plan

## Base Studies

### Overview

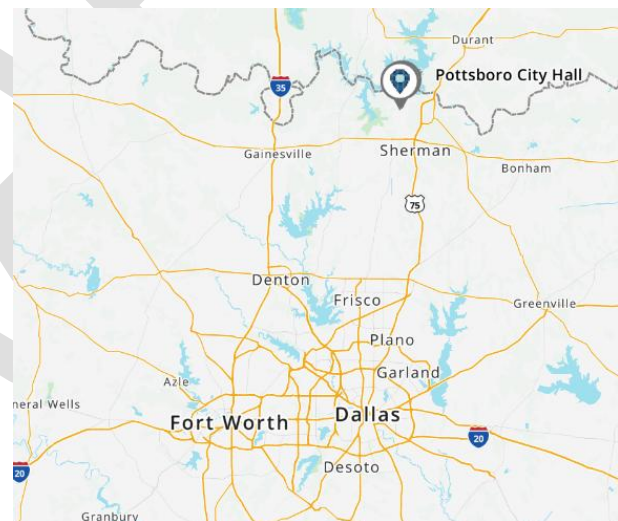
This chapter of *Propel Pottsboro 2045 Comprehensive Plan* provides a detailed analysis of the City of Pottsboro's ("City" or "Pottsboro") historical and current conditions across key sectors, including demographics, housing, economy, transportation, land use, public facilities, parks and open space, and environmental conditions. These findings represent preliminary base studies, serving as a foundational baseline for the comprehensive planning process. These studies highlight existing challenges and opportunities, and will directly inform the development of the Plan's overarching goals, objectives, and implementation strategies.

### Geographic and Natural Context

Pottsboro, Texas, encompasses 3.3 square miles in northern Grayson County ("County"), situated just south of the Texas-Oklahoma state border, as illustrated in **Figure 1.1**. The City itself is nestled within the natural beauty of North Texas' Blackland Prairies ecoregion and benefits from its close proximity to major natural assets, including Lake Texoma—a prominent reservoir on the Red River—the Hagerman National Wildlife Refuge in Sherman, and Eisenhower State Park in Denison.

The City is conveniently located near key regional institutions and infrastructure, including Grayson College and the North Texas Regional Airport. Neighboring urban amenities are highly accessible, with Denison just five miles away and Sherman, the County Seat,

**Figure 1.1.** Regional Map



Source: ArcGIS

approximately fifteen miles south of Pottsboro. Furthermore, the City is situated near major transportation arteries such as US Highway 75 which enhances its regional access. It is also within eighty miles of Dallas-Fort Worth ("DFW") International Airport highlighting its connectivity to Dallas-Fort Worth-Arlington Metropolitan Area.

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### **Culture and History**

Understanding a community's culture and history provides crucial context for its present-day characteristics, values, and development patterns. From its origins as a trading post to its evolution as a lakeside community, Pottsboro's history has shaped its identity, physical layout, and economic drivers. This section offers insights into the underlying influences that define the City today by exploring its key historical phases.

#### **Early Trading to Railroad Town**

In the late 1830s, Holland Coffee, the American frontiersman and trader, established a trading post approximately nine miles north of Pottsboro, where horses were a primary trading item between pioneers and the Caddo and Wichita Native American tribes indigenous to the area.

In 1878, James A. Potts, a land developer, rancher, and Civil War veteran, and his wife, Sarah, daughter of early settler James G. Thompson, deeded land for the expansion of the Denison and Pacific Railway, a subsidiary of the Missouri–Kansas–Texas (MK&T) Railroad. This land donation included both the railroad's right-of-way and acreage for the establishment of the town of Pottsborough, which later evolved into its current spelling, Pottsboro.

### **Railroad Town to Lakeside Community**

Incorporated on June 19, 1885, the City experienced both growth and notable setbacks, including major fires in the late 19th and early 20th centuries. Despite these challenges, the Pottsboro community persevered, and within its first decade, it established a foundation of homes, churches, general stores, gristmills, a cotton gin, a post office, a hotel/saloon, and a school.

Pottsboro's next phase began in 1939 with the construction of one of the largest reservoirs in the United States, Lake Texoma. Built by the United States Army Corps of Engineers and authorized by the Flood Control Act of 1938, Lake Texoma propelled Pottsboro into the lakeside community it is today. This transformation provides Pottsboro with distinct natural and cultural advantages, providing its residents and visitors with a relaxing and welcoming atmosphere. The lake's extensive recreational opportunities contribute to the regional economy and help define Pottsboro's character.

#### **Demographic Data**

This section highlights demographic data and trends crucial for understanding Pottsboro's current situation and anticipating future challenges. Key demographic

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characteristics for Pottsboro, as illustrated in **Figure 1.2**, include an estimated population of 2,624, and an average household size of 2.64. Analyzing demographics such as age, income, and education provides insights for effectively allocating funding for public services and ensuring resources are directed to areas where they are most needed to improve residents' quality of life.

**Figure 1.2.** Demographic Snapshot

Characteristic	Value
Population	2,624
Total Households	994
Average Household Size	2.64
Households with Children	26.0%
Households with Seniors	35.5%
Owner-Occupied Housing Units	71.7%
Occupancy Rate	94.5%

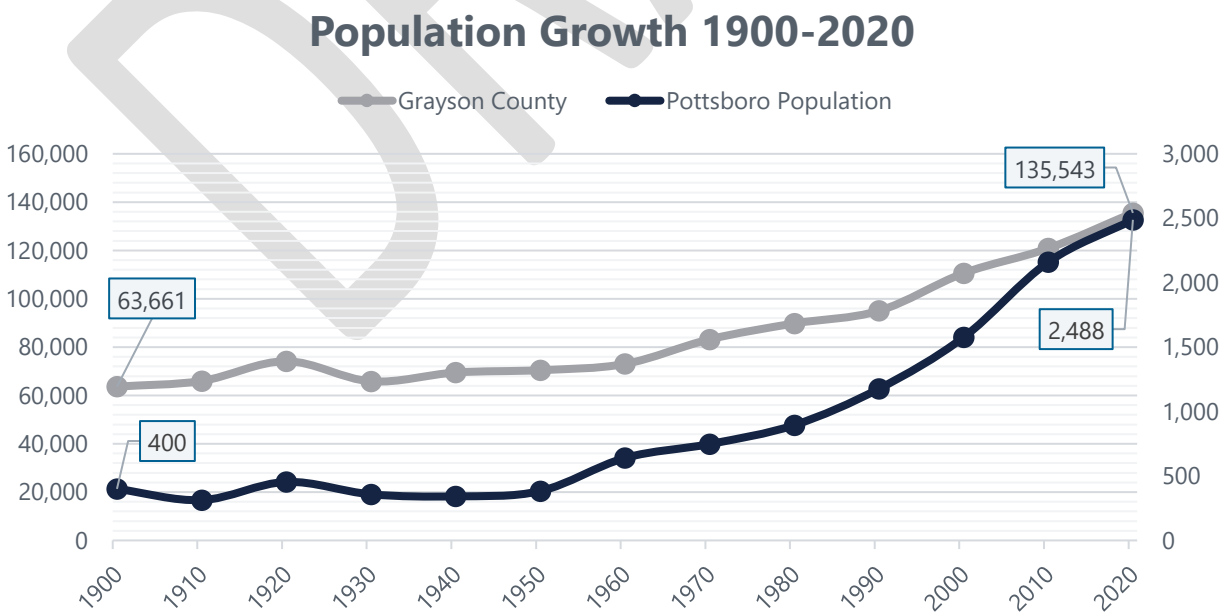
Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

### Population Trends

For over a decade, Texas has consistently ranked as the fastest-growing state in the nation, surpassing 30 million people in 2022. The 2022-2027 Comprehensive Economic Development Strategy ("CEDS") published by Texoma Council of Governments ("TCOG") highlights growth in North Texas, noting that the Texoma region experienced 6.3% population growth from 2010-2020.

Pottsboro is no exception to this regional growth. Since the 1950s, the community has experienced a steady and substantial growth rate, consistently outpacing Grayson County as illustrated in **Figure 1.3**.

**Figure 1.3.** Historical Population Growth, Pottsboro and Grayson County (1900-2020)



Source: U.S. Census Bureau, Decennial Census (1900-2020)

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Recent data from the 2023 American Community Survey ("ACS") 5-Year Estimates indicate that Pottsboro experienced 11.8% growth from 2020 to 2023, with the City's estimated population reaching 2,821 in 2025. The historical population trends for Pottsboro are detailed in **Figure 1.4**.

Over the past 30 years, Pottsboro's population has more than doubled, increasing from 1,177 people in 1990 to 2,488 people in 2020. From 1990 to 2000, the population grew by 34%, then expanded by an additional 37% from 2000 to 2010. However, growth slowed to 15% between 2010 and 2020. Over these three decades, the population experienced an average annual growth rate of approximately 2.53%. More recent U.S. Census Bureau data indicates that from 2020 to the 2023 estimate,

Pottsboro's population increased by approximately 5.5%, while Grayson County experienced 2.9% during the same period.

Recent indicators suggest that residential growth remains steady and consistent with recent years. The City processed 20 building permits for new single-family homes in 2024, which, based on an average household size of 2.64, would add approximately 52 people and represent 2% growth from the 2023 U.S. Census ACS 5-year estimate. The City has issued 6 individual single-family home building permits year-to-date as of September 2025, and a new residential development is in the final plat stage for 16 additional homes this year. This continued activity, along with consistent development plan permits for larger projects between FY

**Figure 1.4.** Historical Population Trends (1900-2020)

Year	Pottsboro Population	10-Year Growth	Annual Rate
<b>1900</b>	400	--	--
<b>1910</b>	313	-22%	-2%
<b>1920</b>	454	45%	5%
<b>1930</b>	358	-21%	-2%
<b>1940</b>	342	-4%	0%
<b>1950</b>	383	12%	1%
<b>1960</b>	640	67%	7%
<b>1970</b>	748	17%	2%
<b>1980</b>	895	20%	2%
<b>1990</b>	1,177	32%	3%
<b>2000</b>	1,576	34%	3%
<b>2010</b>	2,160	37%	4%
<b>2020</b>	2,488	15%	2%

Sources: Antero Group; U.S. Census Bureau, Decennial Census (1900-2020)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

2024 and FY 2025, reflects ongoing interest in residential development that is on-par with recent growth trends.

Future growth in the region is further bolstered by significant developments like the \$6 billion Preston Harbor community development on Lake Texoma, which will include an expansive \$100 million Margaritaville resort. These projects are anticipated to draw increased tourism and economic activity to the broader Lake Texoma area, potentially creating job opportunities and attracting new residents to nearby communities like Pottsboro.

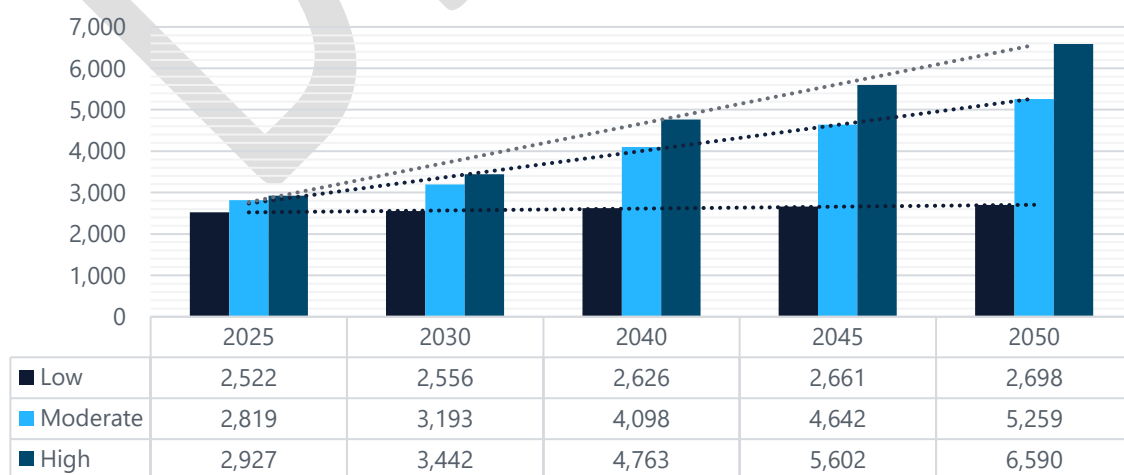
Additionally, the Texas Department of Transportation's ("TxDOT") US 75 Project is designed to improve and maintain traffic long-term as it extends from US Highway 82, anticipating future development of rural and agricultural land, which could further enhance

Pottsboro's accessibility and attractiveness for growth.

### Population Projections

Estimating future population growth for Pottsboro requires analysis of historical data, market trends, and development patterns to anticipate future growth and create informed projections. This analysis leads to three potential scenarios: low, moderate, and high growth. These scenarios are based on assumed economic, demographic, and development trends that should be monitored over time to assess their impact on existing infrastructure, housing, and public services. **Figure 1.5** illustrates the three scenarios that have been developed to project future population in Pottsboro: low (0.27% annual growth), moderate (2.53% annual growth), and high (3.3% annual growth).

**Figure 1.5.** Projected Population Growth Scenarios, 2025-2050



Sources: Antero Group; U.S. Census Bureau, Decennial Census (1900-2020)



## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

To determine the moderate growth rate for the City of Pottsboro, the Compound Annual Growth Rate ("CAGR") was calculated from 1990 to 2020. This growth rate was then applied, compounded annually, over the next thirty years, from 2020 to 2050. To identify both high and low growth rates in future trends, the CAGR was applied to the population data from each decade between 1900 and 2020. The growth rates for each decade were divided into two categories: moderate to high growth and moderate to low growth. The high and low growth rates are designed to reflect the variations in growth Pottsboro has experienced over the past 120 years and offer valuable insights into possible future developments.

While recent signs suggest moderate growth within the City, future migration driven by surrounding development and improved access to outside employment via US Highway 75 will need careful consideration. These growth drivers are supported by consistent residential development but may be tempered by the City's limited ability to expand its boundaries. Therefore, a balanced approach considering these contrasting influences is vital for future planning.

Preparing for projected low, moderate and high increases in population will ensure that adequate infrastructure,

diverse economic opportunities, and quality housing options are available to accommodate new residents.

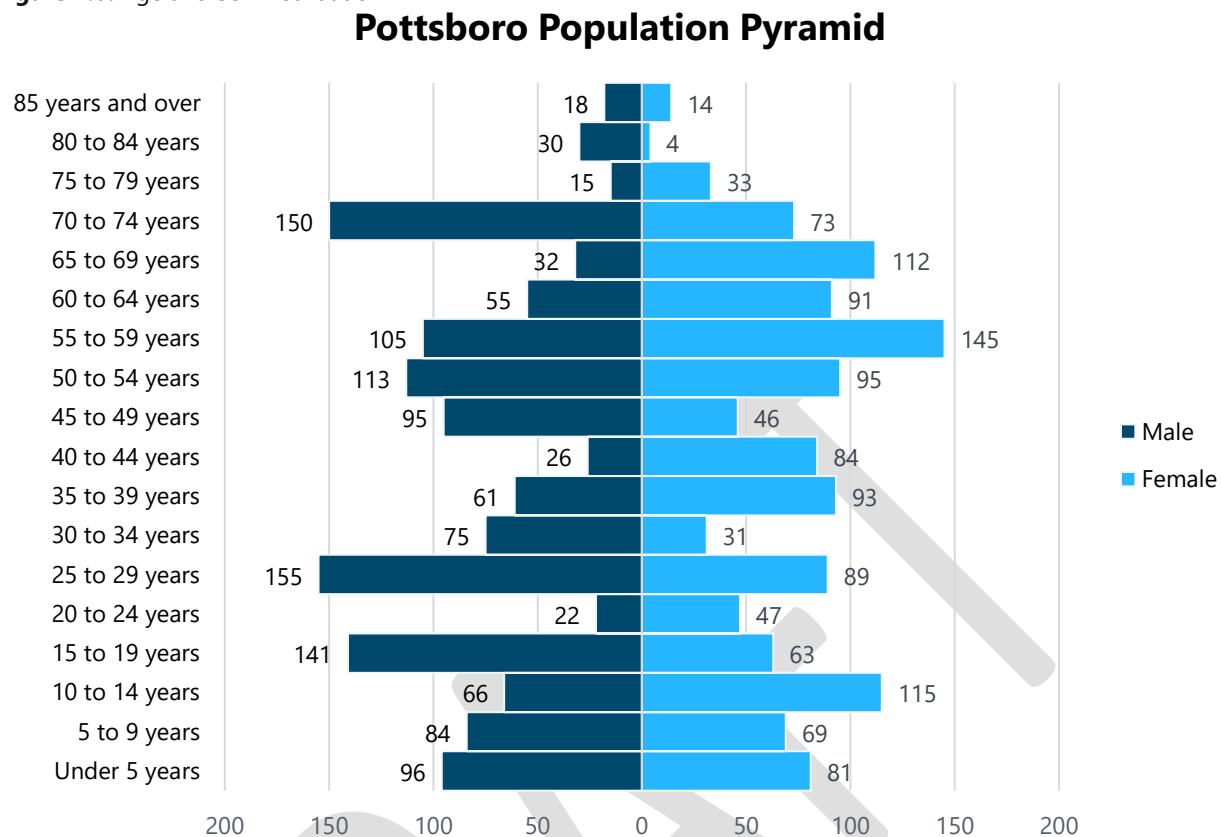
### Age and Sex

The age and sex distribution of a community's population provides critical insights into its current character, future service demands, and workforce potential. Understanding these demographics helps the City plan for appropriate housing, facilities, and social services that cater to different groups.

Pottsboro's median age is estimated to be 40.7, which is slightly higher than Grayson County's median age of 39.6, the national median age of 38.7, and the state of Texas's median age of 35.9. This higher median age, along with 38% of the overall population aged 45 and older, indicates a higher demand for accommodating active adult and retirement communities for at least the next 20 years. Despite this, it is notable that Pottsboro's largest single age group, residents aged 15 to 19,

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**Figure 1.6.** Age and Sex Distribution



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

comprises 8% of the population, as depicted in **Figure 1.6**.

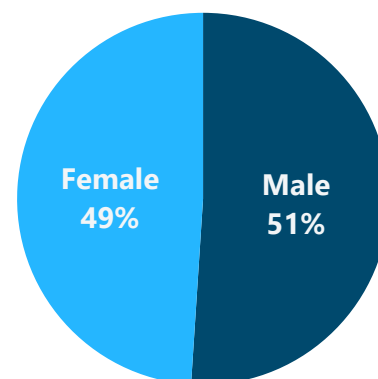
This youthful segment will serve as a vital employment base for the next thirty years. The presence of a strong youth population highlights the ongoing need for creating and maintaining family-oriented spaces for recreation and daily life, and for fostering an environment conducive to family growth.

**Figure 1.7** illustrates the distribution of males and females in the City. The population of men and women in the City is nearly evenly distributed, with males constituting 51% of Pottsboro's population and females 49%.

### Race and Ethnicity

Population and employment opportunities in North Texas have been dynamic. The state has experienced natural growth, as well as domestic and international migration, alongside an influx of companies, all of which has

**Figure 1.7.** Sex Distribution



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

influenced its racial and ethnic composition. Understanding Pottsboro's current racial and ethnic composition is essential for the City to foster an inclusive culture and build stronger, more vibrant communities for all residents. This is particularly relevant given the dynamic population and employment opportunities driven by natural growth, migration, and business influx across North Texas and the state, all of which have influenced racial and ethnic composition.

Pottsboro's racial composition is predominantly White. According to the 2023 ACS 5-Year Estimates, 89.5% of Pottsboro's population identified as White Alone as illustrated in **Figure 1.8**. In comparison, Grayson County's population is 87% White, Texas is 76.8% White, and the national percentage of white individuals is 75%. Foreign-born residents comprise 1.3% of the Pottsboro population, compared to 7.3%

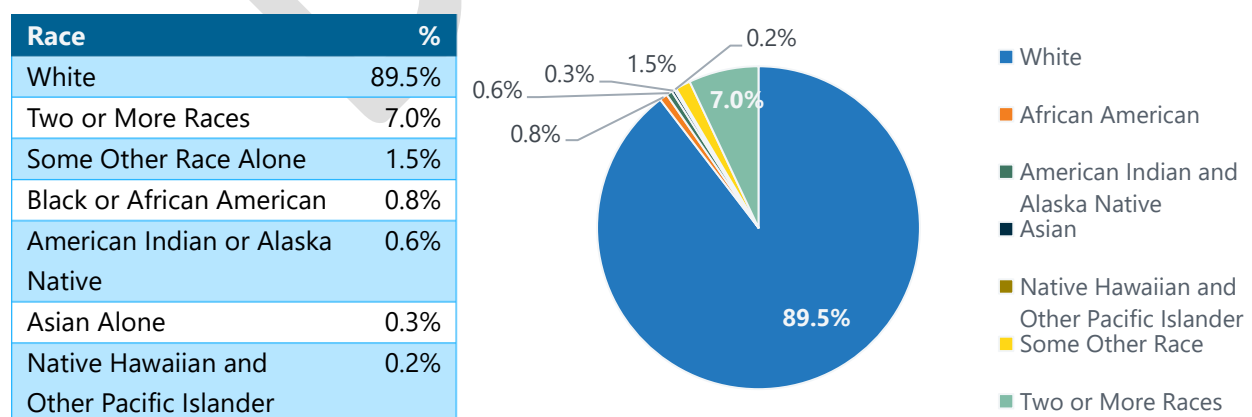
in Grayson County and 17.9% of those foreign-born in Texas.

In summary, the population of Pottsboro mainly consists of young people and active adults approaching retirement, with a predominantly White racial composition as identified by current ACS data. To strengthen the City's economy and ensure a diverse and robust community in the future, it will be important to attract and retain working-aged adults, while also fostering an inclusive environment for all residents.

### Household and Family Characteristics

Understanding the composition of families and households is essential for determining future investment and development priorities. This data directly informs the planning for family-oriented facilities, recreational spaces, community centers, and services for older and retired adults.

**Figure 1.8.** Racial and Ethnic Composition



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

Pottsboro has approximately 997 households, with an average household size of 2.64 according to the 2023 ACS 5-Year Estimates. This is similar to the average of 2.6 persons per household in Grayson County and slightly below the Texas average of 2.7. Smaller household sizes in Pottsboro suggest that the growing retirement community will increase demand for smaller housing units, particularly single-story structures that require less maintenance.

The City's average family size of 3.28 people is slightly larger than Texas's average of 3.26, as shown in **Figure 1.9**. Accommodating the diverse needs of both larger families and smaller households—including retired and single populations—necessitates consideration of a range of housing options, which may include reducing minimum lot sizes, developing garden homes, or creating higher-occupancy housing opportunities.

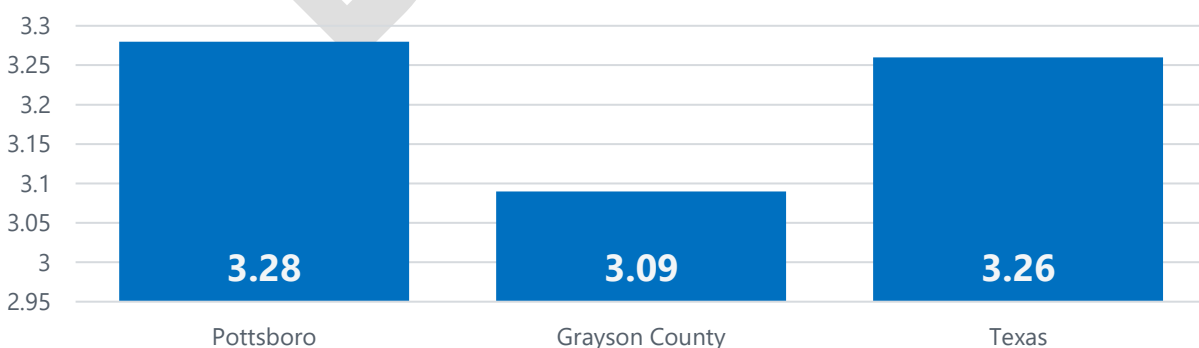
Among the family households, 52.1% are married couples, and 29.6% include

one or more individuals under the age of 18. A notable trend is the decline in the percentage of households with children. In 1990, 41.6% of households had children; this number rose to 45.2% by 2000, but then decreased to 38.9% by 2020.

Conversely, the percentage of households with seniors has increased significantly. In 1990, only 20.6% of households included seniors. Today, seniors comprise 38.9% of households in Pottsboro, and of these, approximately 33% include one or more individuals aged 65 or older. In Grayson County, the percentage is slightly lower at 32.5%.

As mentioned earlier, garden homes, which are typically single-story or one-and-a-half-story residences with smaller lot sizes requiring less yard maintenance, are attractive to the needs of the growing retirement community. They offer the privacy of single-unit homes while in proximity to neighbors, providing opportunities for social interaction. Consideration for the aging

**Figure 1.9.** Average Family Size; Pottsboro, Grayson County, and State of Texas



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

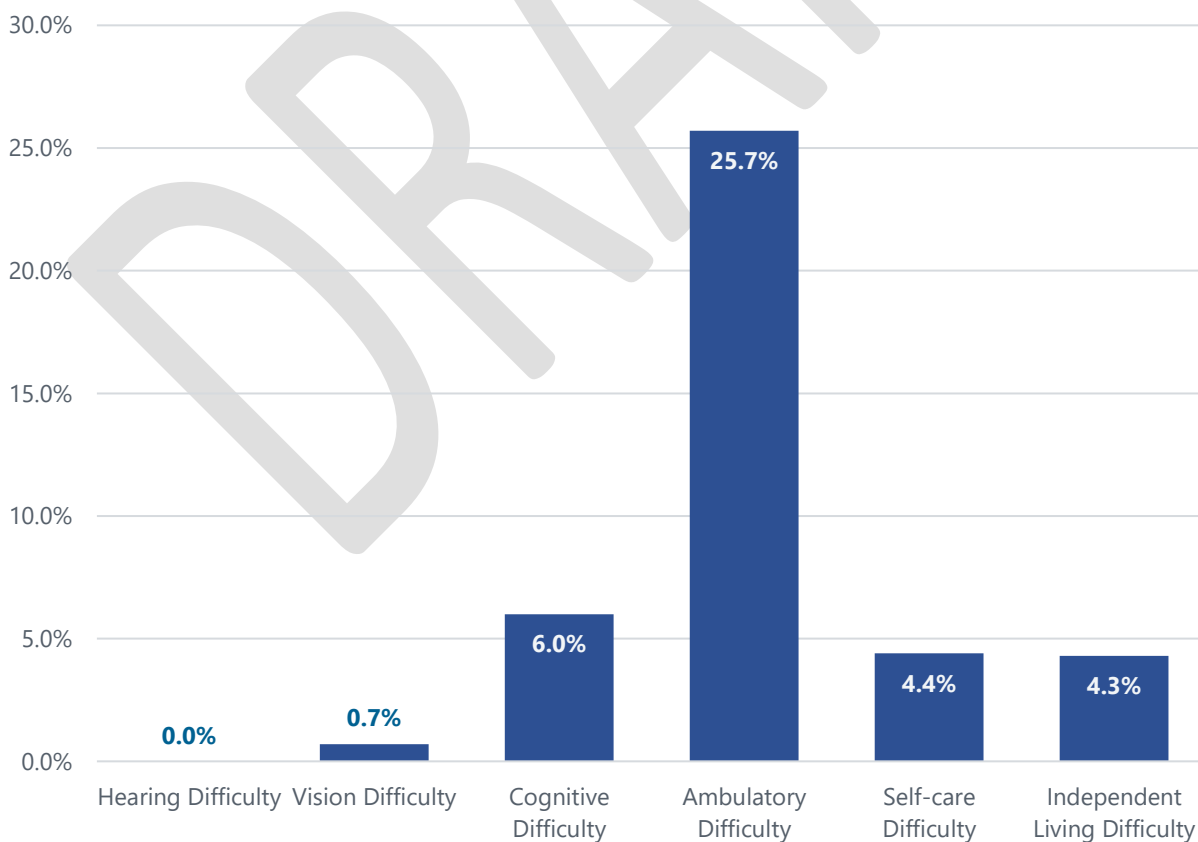
## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

population and hazard mitigation will also require enhanced public services such as modified emergency notifications, public awareness campaigns, and well-check options for seniors and their family members.

As **Figure 1.10** demonstrates, 25.7% of residents aged 65 and older experience difficulties with mobility, and 6.0% face cognitive challenges. Addressing these challenges is critical, and improving community integration through enhanced accessibility is a key strategy. Implementing features such as continuous, barrier-free sidewalks, four-

way stop signals, and pedestrian amenities can significantly enhance the mobility of older adults. Additionally, access to recreational facilities positively influences their independence and social participation, particularly for those who are socially isolated, at risk of falling, or have underlying issues affecting their movement and balance. An accessible environment is therefore fundamental to enabling older adults to maintain independence and manage their daily needs effectively.

**Figure 1.10.** Health Issues by Percentage of Population for Ages 65 and Over



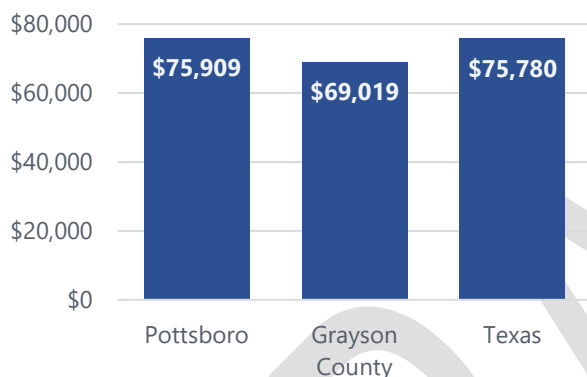
Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Household Income

The U.S. Census Bureau's ACS 5-Year Estimates (2023) report Pottsboro's median household income as \$75,909, as presented in **Figure 1.11**. This figure is higher than Grayson County's median household income of \$69,019 and slightly above the state of Texas' median income of \$75,780.

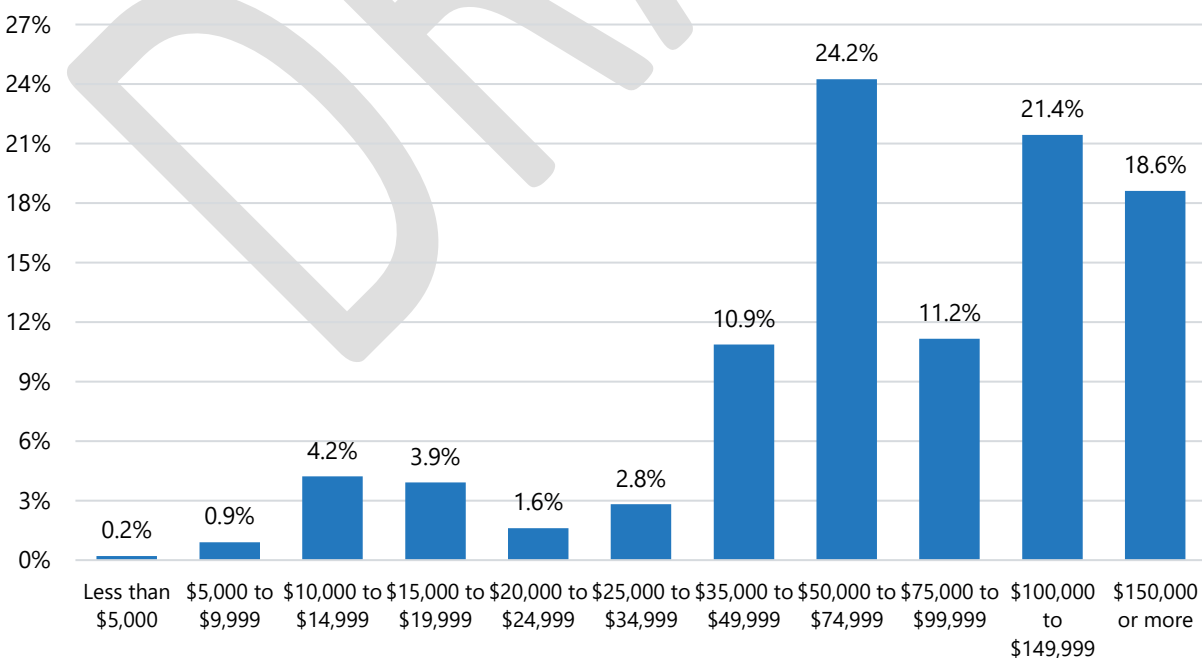
**Figure 1.11.** Median Household Income; Pottsboro, Grayson County, and State of Texas



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

A more detailed examination of household income distribution, as illustrated in **Figure 1.12**, reveals that the largest share of Pottsboro households (24.4%) falls within the \$50,000 to \$74,999 income bracket. Additionally, a significant proportion (21.4%) earns between \$100,000 and \$149,999, with another 18.6% earning \$150,000 or more. This distribution indicates a strong presence of middle to upper-middle-income households, contributing to the City's overall economic stability. While a smaller percentage, it is also notable that 1.1% of households earn less than \$10,000 annually, highlighting areas where support services may be needed.

**Figure 1.12.** Households by Income



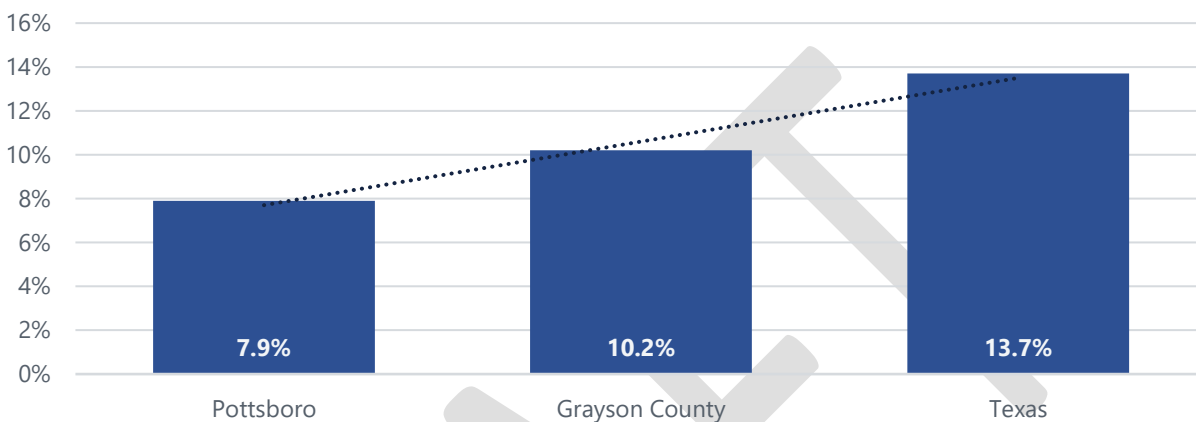
Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

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The poverty rate in Pottsboro, as shown in **Figure 1.13**, is 7.9% of the population, which is notably lower than Grayson County's rate of 10.2% and the statewide rate of 13.7%. These favorable

statistics, combined with higher household incomes and a strong working-age population, indicate a robust socio-economic profile for the City's residents.

**Figure 1.13.** Poverty Status; Pottsboro, Grayson County, and State of Texas



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

### Key Takeaways

- Pottsboro is experiencing steady population growth, requiring proactive planning for future demand across all sectors.
- Projections anticipate continued population growth, with recent indicators supporting the moderate range growth scenario. This necessitates preparation for moderate increases to ensure adequate infrastructure and housing.
- The City's demographic profile reveals a comparatively older population. Coupled with the community's appeal to active adults and retirees, this trend suggests ongoing demand for age-friendly housing and services.
- The City exhibits a higher median household income and lower poverty rate compared to the County, reflecting a robust socio-economic profile among its residents.

### Housing Characteristics

Housing characteristics, including dwelling quality, location, and prices, can significantly impact a community's future growth and well-being. By analyzing these current conditions, we can assess whether the needs of the community are addressed now and will continue to be met in the future. This understanding allows for informed decision-making in creating sustainable and thriving communities.

### Housing Stock Composition and Trends

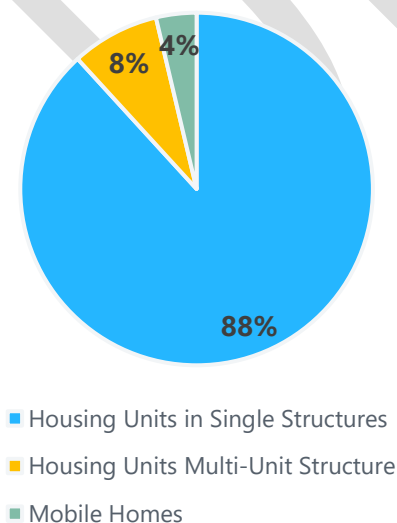
In Pottsboro, single-family homes represent 88% of the housing stock, as shown in **Figure 1.14**, while multi-unit structures and mobile homes collectively comprise 12% of the total housing. The demand for a greater variety of housing beyond single-family homes could offer

options for residents with diverse socioeconomic needs. Considering the City's high occupancy rate of nearly 95% of the 1,052 total housing units that will be further discussed in the Occupancy section of this chapter, Pottsboro may need to explore a wider range of housing options to address a tight housing market with limited vacancies as well as to accommodate young, first-time home buyers and its growing population.

### Housing Value and Ownership

The 71.1% homeownership rate in Pottsboro as of the 2019-2023 ACS 5-Year Estimates surpasses both Grayson County's rate of 67.3% and the state's rate of 62.6%. This also reflects an increase from Pottsboro's 67% homeownership rate in 2000. The high homeownership rate is a significant characteristic, often associated with a strong sense of community pride and investment. This trend can contribute to well-maintained properties and public spaces, fostering a positive neighborhood atmosphere.

**Figure 1.14.** Housing Units by Structure Type



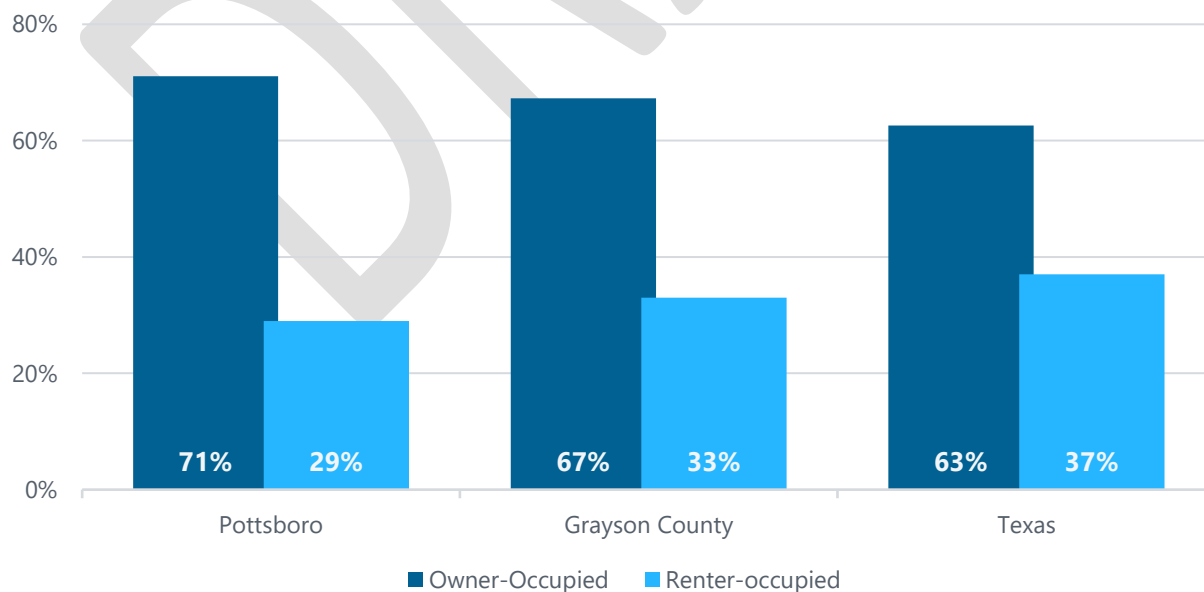
Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)



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This strong homeownership emphasis in Pottsboro, with 71% owner-occupied units compared to 29% renter-occupied units, is further illustrated in **Figure 1.15**, highlighting a notable contrast to the housing tenure in Grayson County and Texas overall. Homeowners generally exhibit greater long-term residency, which can promote stability and increased participation in local events, organizations, and civic activities. This can lead to heightened social capital potentially enhance residents' sense of belonging and responsibility. Furthermore, a high homeownership rate is frequently linked to higher property values, which may attract businesses and investment, thereby stimulating the local economy through related sectors like construction and home improvement.

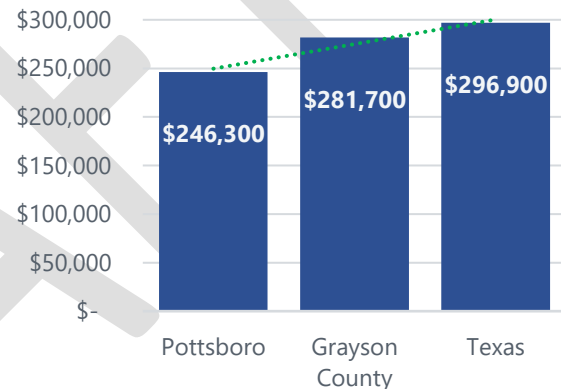
**Figure 1.15.** Housing Units by Occupant Type



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

As **Figure 1.16** illustrates, Pottsboro homes have a median value of \$246,300, slightly less than that of the County and the state. The median house value, as the midpoint of all homes sold at market price, is a key indicator of market accessibility. For first-time homebuyers, this median value, when considered against local income levels, can indicate the relative affordability of market entry.

**Figure 1.16.** Median Home Value; Pottsboro, Grayson County, and State of Texas



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

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### Age of Housing Structures

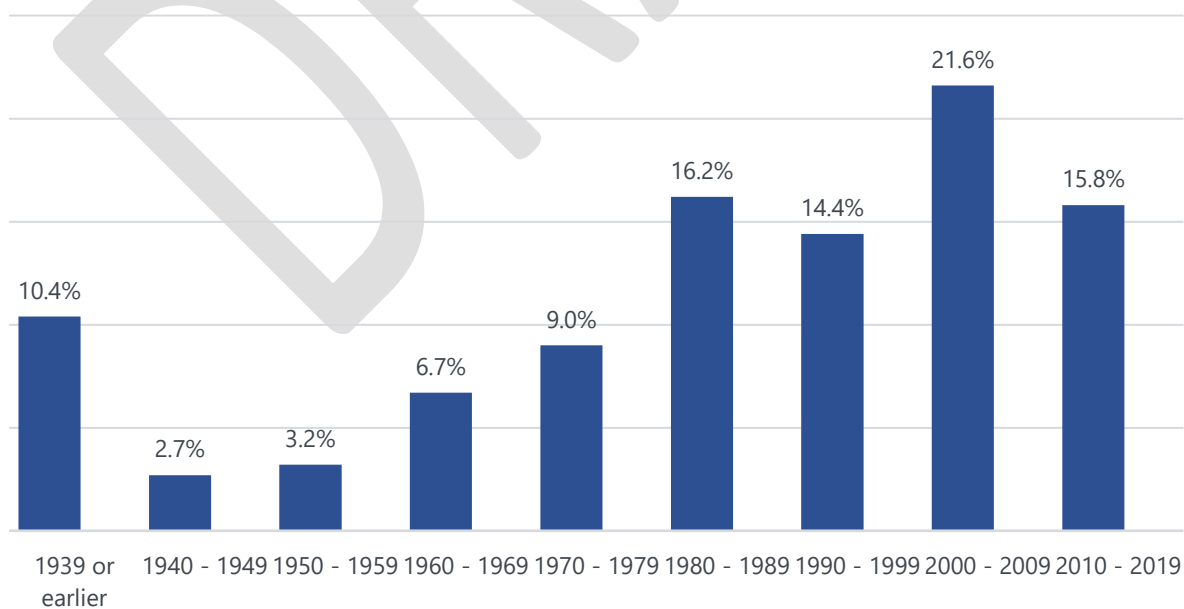
The age of housing structures significantly affects decisions about land use, infrastructure capacity, and the overall character of a community. A thoughtful approach is necessary to balance preservation, modernization, and sustainability. Older structures often showcasing distinctive architectural styles and historical significance, and their adaptive reuse can create opportunities for various land uses, such as mixed-use developments or areas designated for civic and institutional purposes. Such transformations can also impact residential housing by making previously underutilized areas more appealing for living, potentially leading to new opportunities for housing development.

As **Figure 1.17** depicts, 62.2% of housing structures in the City are more than 25 years old, while 15.8% have been built in the last 15 years. Older housing stock may not adequately meet the needs of a diverse population, highlighting the importance of planning for a wider variety of housing types and sizes. Addressing the requirements of its aging population includes ensuring that older neighborhoods are accessible to individuals with mobility challenges.

### Housing Projections

Housing projections estimate the future housing needs of a city. Like population growth projections, these should be periodically reviewed to determine a city's trajectory. Various factors influence housing demand, including changes in

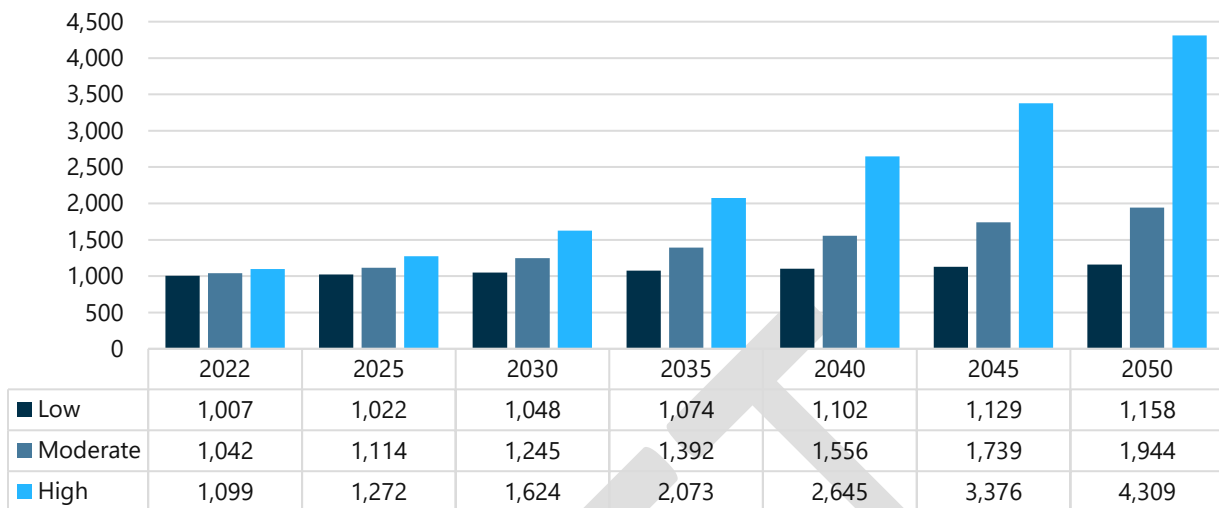
**Figure 1.17.** Percentage of Homes Built by Year



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

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**Figure 1.18.** Total Projected Housing Unit Estimates, 2025-2050



Sources: Antero Group; U.S. Census Bureau, ACS 5-Year Estimates (2023)

the local and national economy, internal and external development, and updates to a city's infrastructure.

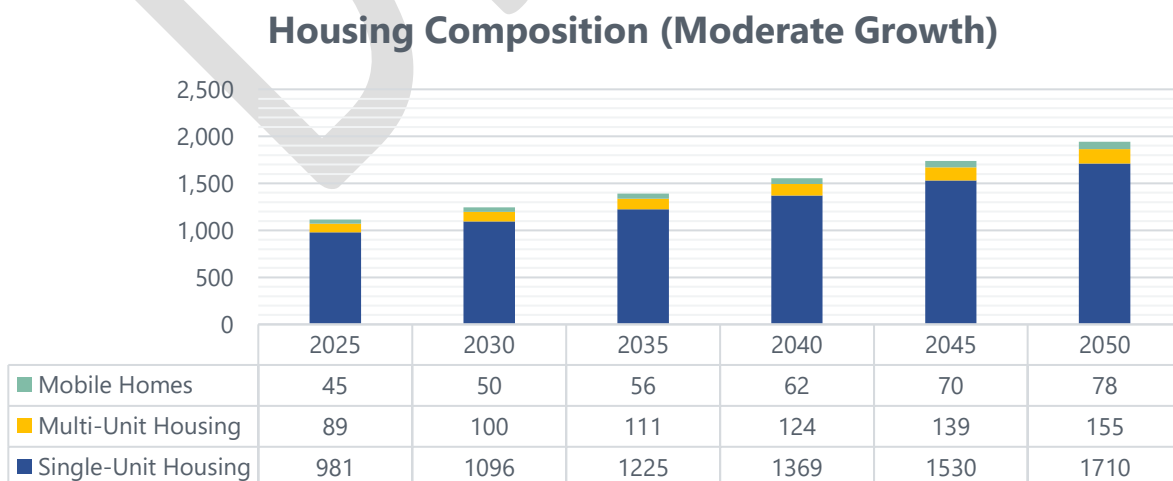
The moderate growth rate for housing projections in the City of Pottsboro was determined using U.S. Census average housing data from 1990 to 2020. The growth rates for each decade were classified into three categories: low growth (0.05%), moderate growth (2.25%), and high growth (5%). These

rates were then compounded annually over thirty years, from 2020 to 2050.

**Figure 1.18** illustrates these three scenarios for future housing units.

These same growth rates were applied to project future housing developments, and can be categorized into different types of housing, including single-unit, multi-unit, and mobile homes, as demonstrated in **Figure 1.19**. Utilizing these projections, the City can ensure

**Figure 1.19.** Total Projected Housing Unit Estimates by Type, 2025-2050



Sources: Antero Group; U.S. Census Bureau, ACS 5-Year Estimates (2023)

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that new housing developments align with the community's needs while preserving the character of existing neighborhoods.

The high, low, and moderate growth rates are intended to help the City adapt to the changing regional and local economy. These projections are crucial for guiding strategic planning regarding infrastructure improvements, such as those related to the Preston Harbor project and the US 75 Project highlighted earlier in this chapter. Additionally, they address challenges such as the limited opportunities for expanding city limits.

### Housing Density

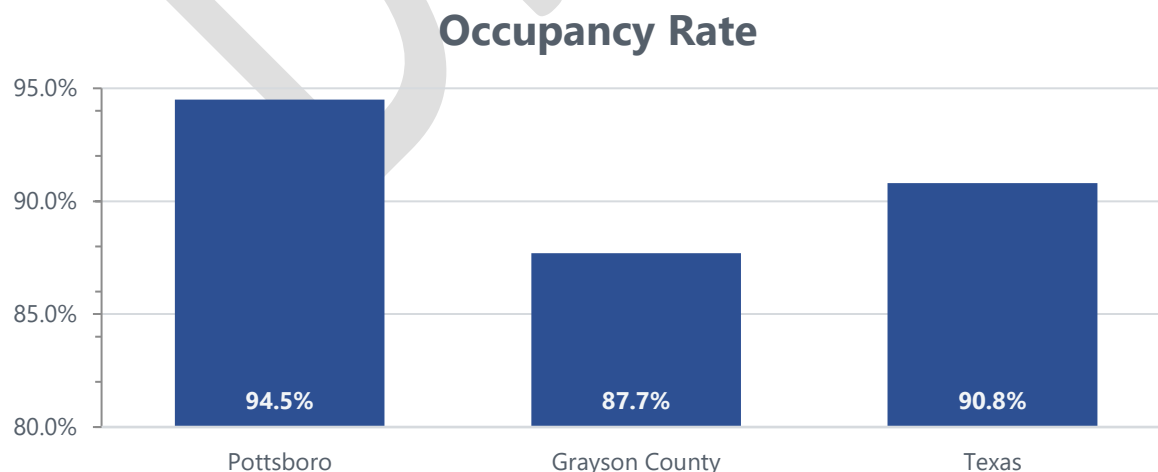
According to the 2023 ACS 5-year estimates, housing density in Pottsboro was 348.6 units per acre in 2020, and has shown a steady increase from 304.9 units and just 181.4 units per acre in 1990. More recent estimates for 2023-

2024 place the housing density at approximately 367.8 units per acre, reflecting continued development. As housing density continues to rise, the cost of housing is also expected to increase, driven by the limited availability of land for development in the face of a growing population.

### Occupancy

As previously mentioned, Pottsboro has a housing occupancy rate of 94.5% across its 1,052 total housing units, as demonstrated in **Figure 1.20**. This rate is notably higher than Grayson County's occupancy rate of 87.7% and the statewide rate of 90.8%. This high occupancy rate indicates a robust housing market with limited vacancies, suggesting a potential demand for additional housing units to accommodate future growth and maintain housing affordability.

**Figure 1.20.** Housing Occupancy Rates; Pottsboro, Grayson County, and State of Texas



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

### **Key Takeaways**

- Pottsboro's housing market is characterized by a strong predominance of single-family homes and a high occupancy rate, suggesting a potential demand for additional units.
- The high homeownership rate can contribute to community stability, pride, and local economic stimulation, providing a strong base for neighborhood preservation and resident engagement initiatives.
- Housing units have increased significantly, but aging stock indicates the importance of planning for diverse housing types that can accommodate varied socioeconomic situations and accessibility for an aging population.
- Housing projections indicate a need for continued development, underscoring the importance of strategic planning to balance growth with community character and resource availability.

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Economy and Workforce

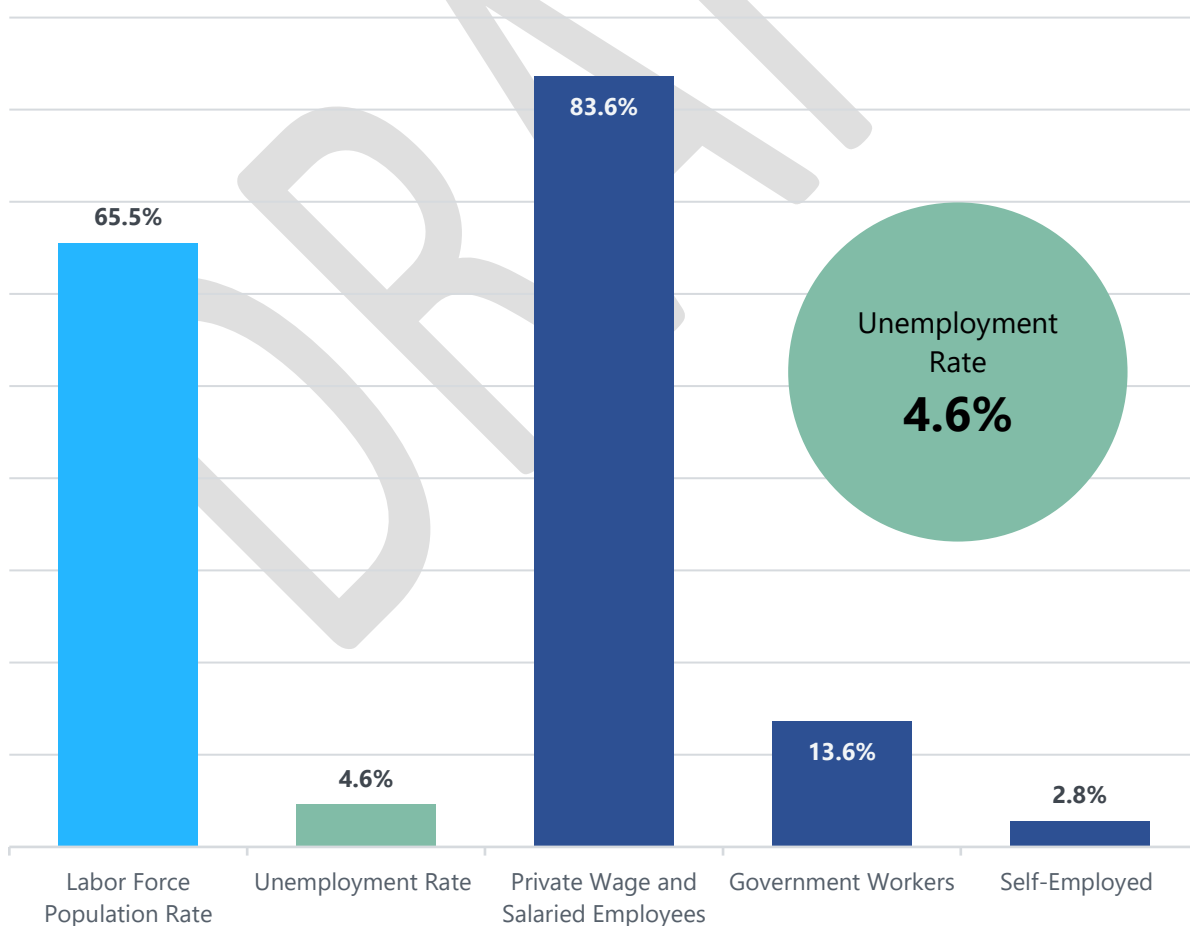
The workforce, education level, industry, and employment composition are essential for Pottsboro's economic health. Analyzing industry and occupational trends helps identify opportunities for growth and investment, shaping policies that support a vibrant local economy.

### Workforce

According to the 2023 ACS 5-year estimates, Pottsboro's labor force comprises 65.5% of the population.

Private wage and salaried employees comprise 83.6% of the civilian employed population. Government workers constitute 13.6% of the civilian workforce, and 2.8% are self-employed as illustrated in **Figure 1.21**. This composition indicates a strong reliance on traditional employment sectors, with a smaller proportion engaged in self-employment, which may reflect the availability of employment opportunities within established organizations.

**Figure 1.21.** Workforce Composition as a Percentage of Population



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Education Level

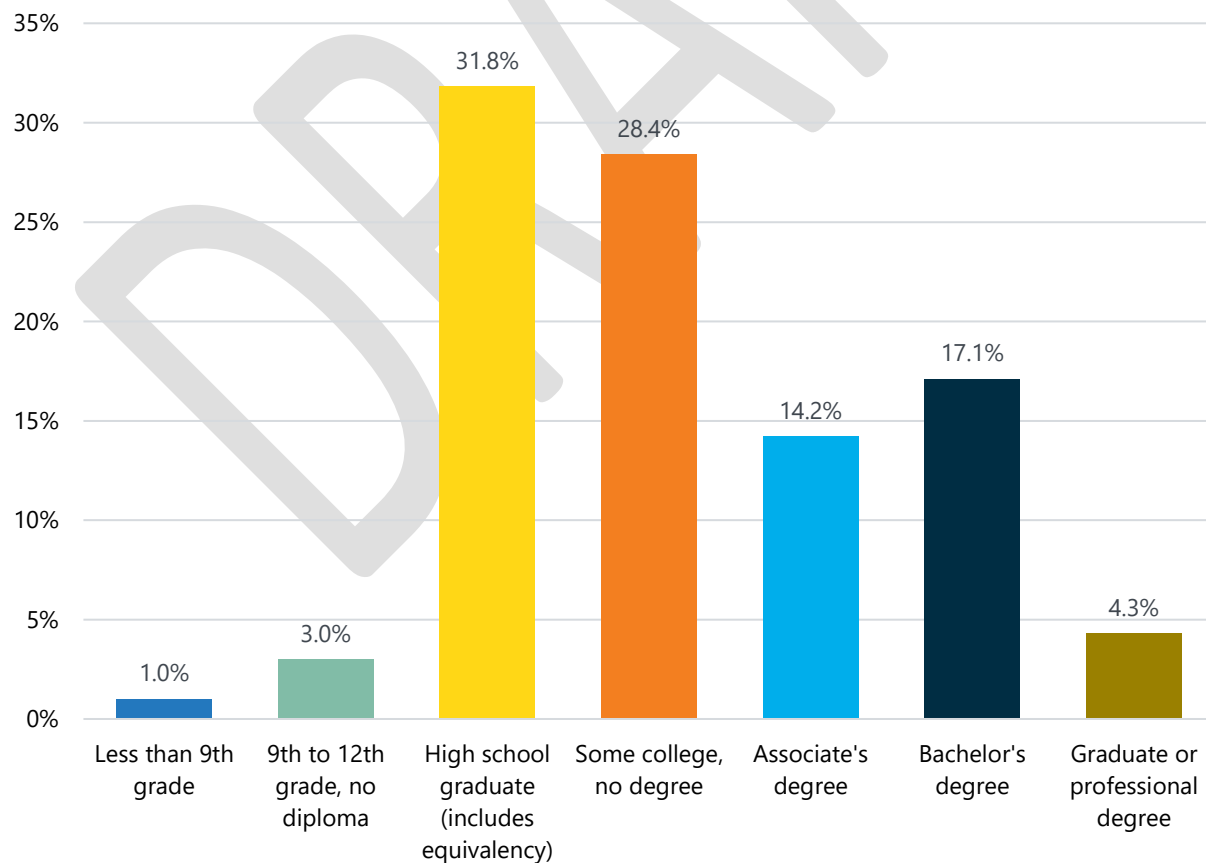
Educational attainment is considered a key indicator of earning potential and improved socioeconomic status. The levels of educational attainment by the population in Pottsboro are depicted in **Figure 1.22**. 96.0% of residents have at least graduated high school, compared to 89.6% for Grayson County residents and 86.3% for the entire state. Currently, 35.6% of Pottsboro residents hold a post-secondary degree. Moreover, fewer than 5% of residents aged 25 years and older do not possess a high school diploma.

The current disparity in post-secondary attainment, when compared to the high school graduation rate, indicates a potential area for workforce development and highlights the importance of access to further educational opportunities, particularly in professional fields across North Texas, for enhancing local workforce competitiveness.

### Industry

Understanding key industries—such as manufacturing, health care, or retail—enables targeted development plans and promotes diversification and

**Figure 1.22.** Educational Attainment



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

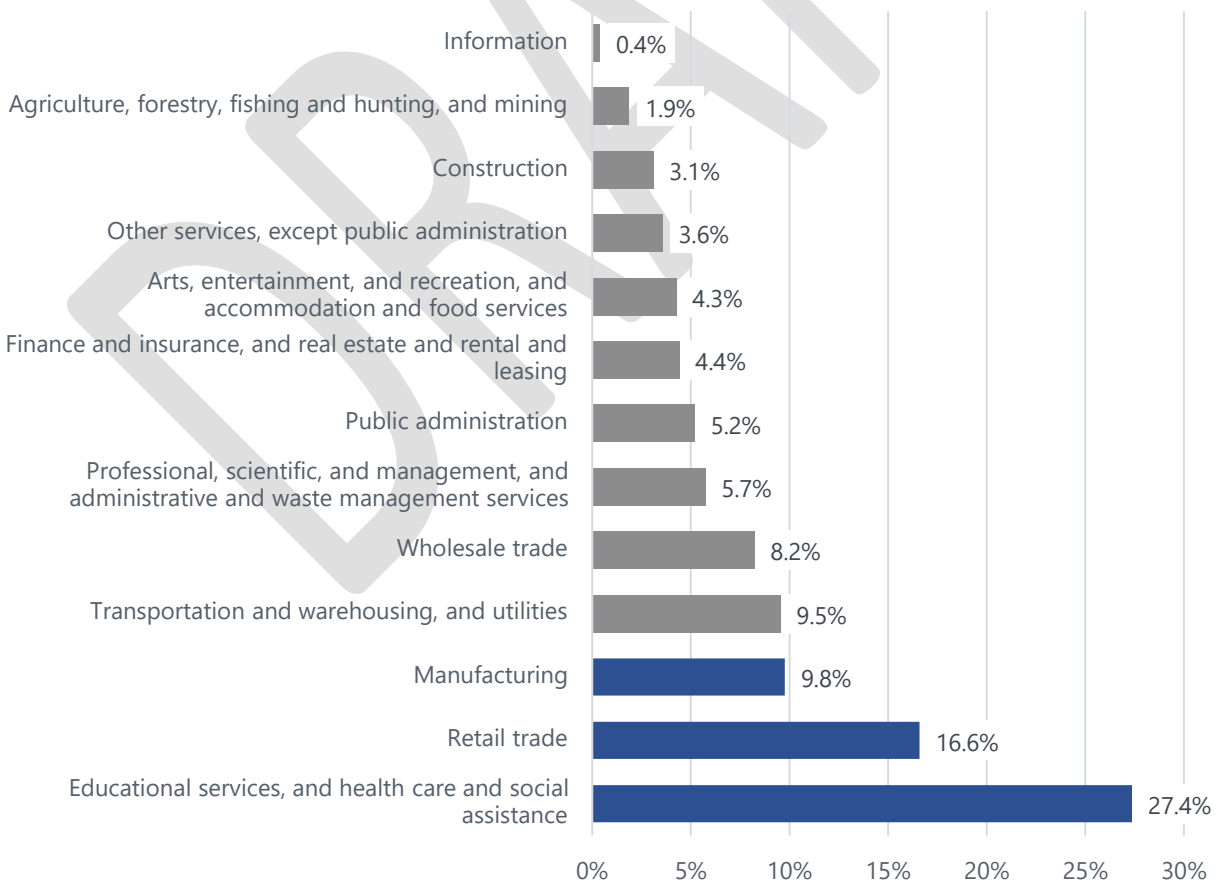
innovation. Overall, these insights are vital for fostering economic growth, job creation, and resilient communities.

The primary industry sectors in Pottsboro are Educational Services, Healthcare, and Social Assistance, which collectively account for 27.4% of the labor force. Following these, 16.6% of the workforce is employed in Retail Trade, with all other sectors employing less than 10% individually. These industry sectors are shown in **Figure 1.23**.

### Location Quotient Analysis

A Location Quotient ("LQ") measures the specialization of a region's industry compared to a larger area, in this case, the City of Pottsboro compared to the nation. It is calculated by dividing the percentage of employment in a specific industry in Pottsboro by that industry's national percentage. An LQ of 1.0 indicates that the level of employment in that industry in Pottsboro matches the national average, while values above one indicates a higher concentration of that industry in the region.

**Figure 1.23.** Employment by Industry Sector



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)



## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

Calculating the LQ for each industry in Pottsboro helps to understand which sectors provide the jobs that support the local economy, particularly through the export of goods and services to places with less industry density. Base sector industries are those that support a community's economy by exporting goods and services to areas outside the local region. For Pottsboro, a review of **Figure 1.24** indicates that industries with an LQ greater than 1—such as

Wholesale Trade, Transportation and Warehousing, and Retail—act as economic strengths and areas of specialization. Expanding sectors that meet or exceed community needs may provide a more stable and diverse economic foundation for the City.

**Figure 1.24.** Economic Base Analysis

Employment by Industry	Employment	LQ	Economic Base
Wholesale trade	106	<b>4.04</b>	<b>Surplus</b>
Transportation and warehousing, and utilities	123	<b>1.59</b>	
Retail trade	214	<b>1.56</b>	
Agriculture, forestry, fishing and hunting, and mining	24	<b>1.19</b>	<b>Meets Community's Needs</b>
Educational services, health care and social assistance	353	<b>1.17</b>	
Public administration	67	<b>1.12</b>	
Manufacturing	126	<b>0.99</b>	<b>Shortage</b>
Other services, except public administration	46	<b>0.75</b>	
Finance and insurance, and real estate and rental and leasing	57	<b>0.67</b>	
Arts, entertainment, and accommodation and food services	55	<b>0.48</b>	
Professional, scientific, and management, and administrative and waste management services	74	<b>0.45</b>	
Construction	40	<b>0.45</b>	
Information	5	<b>0.21</b>	

Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Employment Composition

The largest segment of Pottsboro's workforce, accounting for 32.5% of jobs, is employed in management, business, science, and art occupations. Production, transportation, and material moving occupations follow, comprising 22.2% of the workforce. Sales and office jobs represent 21.7% of the occupations in Pottsboro. The smallest percentage of jobs, at just 10.7%, is found in natural resources, construction, and maintenance, as depicted in **Figure 1.25**.

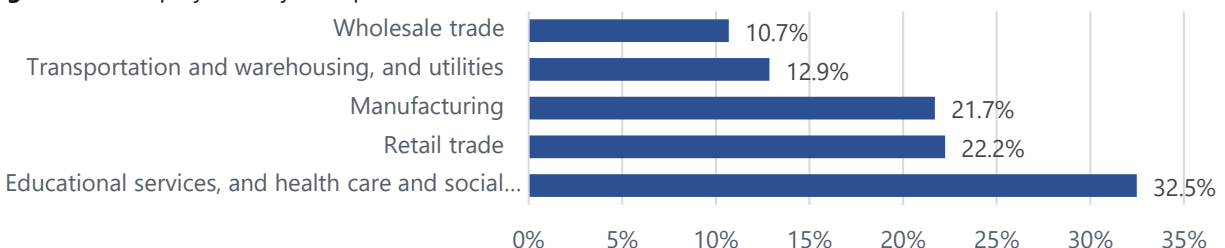
The composition of local employment opportunities, particularly the observed lower concentrations in sectors such as Construction, Information, and Professional, Scientific, and Management Services as indicated by the LQ analysis, suggests that many of Pottsboro's residents work outside of the City. Detailed commuting characteristics for Pottsboro are included within the Community Transportation Network section of this chapter. Therefore, analyzing which industries are viable and have the

potential for growth within Pottsboro is crucial for comprehensive planning regarding local economic development and job creation.

### Local and Regional Dynamics

Pottsboro, like many other communities in Texas, has historically been a destination for retirees, drawn by affordable living options, rural landscapes, and unique community character. In the past, the City participated in the Texas Department of Agriculture's ("TDA") GO TEXAN Certified Retirement Community ("CRC") program, which encouraged retirees to settle in Texas towns. This program outlined criteria for communities to support essential needs like employment, volunteer opportunities, health services, entertainment, education, and safety. In 2015, the now-dissolved Pottsboro Area Development Alliance ("PADA") achieved CRC status for the City. However, the program required recertification every five years, which was not pursued, and TDA suspended the CRC program statewide.

**Figure 1.25.** Employment by Occupation



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

With a median age of 40.7 years, Pottsboro's demographic profile is only slightly higher than the county, state, and national averages, indicating a broader population mix than a primary retirement community. In addition, the current rate of new single-family home permits shows a continued demand for

family-oriented housing. Given this and the City's historical participation in the CRC program, Pottsboro's demographics highlight the importance of planning for both its retiree population and its appeal to a diverse range of residents and families to ensure continued economic and social sustainability.

### **Major Economic Drivers**

Significant economic developments are currently shaping the broader Texoma region, with substantial implications for Pottsboro's future growth and workforce dynamics.

- **Preston Harbor:** This \$6 billion, 3,000-acre+ development in Denison is projected to attract over 18,000 residents. It is designed to include 7,500 homes, a marina with 400-600 boat slips, and a \$100 million Margaritaville resort complex, alongside other entertainment amenities.
- **GlobiTech:** As a semiconductor production facility and subsidiary of the Taiwan-based GlobalWafers company, GlobiTech is expected to create 1,500 direct jobs and generate an estimated 8,500 indirect jobs in the area.
- **Texas Instruments (TI):** TI is investing up to \$40 billion to expand its semiconductor chip manufacturing capabilities with plans to construct four new fabrication facilities in nearby Sherman. The first facility slated to begin initial production later this year, just three years after breaking ground. TI is anticipated to add over 3,000 new jobs to the local economy.

### **Key Takeaways**

- Pottsboro's economy is shaped by a workforce with a strong high school graduation rate but lower post-secondary attainment compared to regional and state averages, highlighting a potential need for expanded workforce development initiatives.
- The Location Quotient analysis indicates a robust economic base of export-oriented industries in wholesale trade, retail, and transportation, but there's a recognized shortage of local employment opportunities in various sectors, contributing to the City's "bedroom community" characteristic.
- Significant regional developments in the Texoma area are poised to dramatically increase job opportunities and population growth in neighboring cities, which will

## Propel Pottsville 2045 Comprehensive Plan: Base Studies

have substantial spillover effects and implications for Pottsville's future economic and workforce planning.

### Land Use

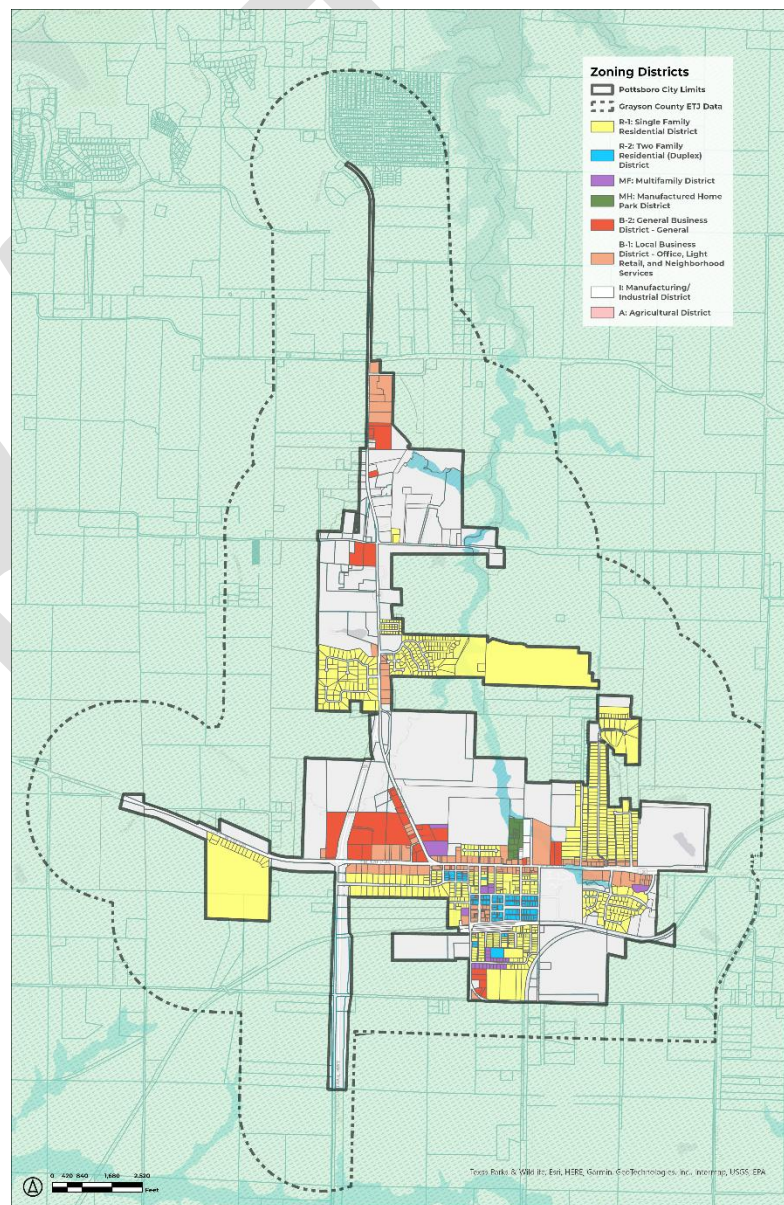
Effective land use is essential for ensuring that resources are utilized efficiently. It helps minimize traffic congestion, promotes environmental sustainability, enhances community livability, supports economic growth, and encourages social interaction. Strategic land use, through the designation of zoning districts, can stimulate economic development by creating attractive, vibrant communities for businesses to locate and expand. The City of Pottsville zoning districts are exhibited in **Figure 1.26**.

### Zoning

Zoning governs how land can be used, including regulations on lot sizes, building setbacks, and heights. Its primary purpose is to protect public health, safety, and general welfare, as well as to preserve historical, cultural, and architectural sites.

Each zoning district has a specific set of regulations that applies uniformly to all properties within that area. This framework facilitates the strategic placement of infrastructure that supports similar types of land use. Zoning districts allow for compatible land uses to be located near each other while

**Figure 1.26.** Zoning District Map



Sources: City of Pottsville; Antero Group (2025)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

ensuring a reasonable distance between incompatible ones. This process involves local policy choices and is tailored by each locality to meet its specific community goals.

### **Zoning Districts and Land Use Breakdown**

Among the various types of residential land use, the Single-Family Residential Zoning District is the largest, encompassing 542.8 acres, which represents 25.8% of the total land area. In comparison, duplexes occupy 25.3 acres, accounting for just over 1% of the total property in Pottsboro. Multifamily homes, manufactured homes, and planned developments each represent 1% or less of the total acreage.

For commercial land use in Pottsboro, the most sizeable area is the Local Business District, which covers 124.6 acres. The General Business District occupies 98.6 acres, and combined, these commercial districts constitute approximately 10.6% of the total land area. In contrast, industrial and manufacturing zones account for less than 1% of the designated land use within Pottsboro's zoning districts. Additionally, around 74 acres of land fall within FEMA-designated Flood Hazard Areas and would be classified under the Floodplain District. **Figure 1.27** details Pottsboro's zoning districts and land use, which encompasses a total area of 2,112 acres.

**Figure 1.27.** Zoning Districts and Land Use Acreage and Percentage of Total Land

Abbreviation	Zoning District Name	Acreage	Percentage
<b>A</b>	Agricultural District and areas not currently within zoning district	1,268.93	60.3%
<b>R-1</b>	Single-Family Residential District	542.80	25.8%
<b>R-2</b>	Two-Family Residential (Duplex) District	25.30	1.2%
<b>MF</b>	Multifamily District	18.21	0.9%
<b>MH</b>	Manufactured Home Park District	9.83	0.5%
<b>B-1</b>	Local Business District – Office, Light Retail, and Neighborhood Services	124.6	5.9%
<b>B-2</b>	General Business District – General	98.6	4.7%
<b>I</b>	Manufacturing/Industrial District	15.30	0.7%
<b>PD</b>	Planned Development District	0	0%
<b>FP</b>	Floodplain District (flood hazard areas)	73.6	3.5% of Total Zoning Districts

Sources: Antero Group; City of Pottsboro; Grayson Central Appraisal District (2025)



## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Other Land Use within Zoning Districts

School property covers 111 acres, accounting for approximately 5.28% of the land in Pottsboro. Additionally, a total of 43.8 acres is occupied by other public facilities, which include City-operated municipal buildings and public-use facilities such as City Hall, the fire station, the police department, public works, and City parks, as well as City-owned buildings that house the library and the Chamber of Commerce's visitor's center. Overall, approximately 78% of the public property owned by the City of Pottsboro consists of these facilities.

There are approximately 22 acres of freshwater ponds and livestock tanks in the area. Together with the FEMA-designated Flood Hazard Areas, these water bodies account for approximately 4.5% of the total acreage, as detailed in

### Figure 1.28.

**Figure 1.28.** Other Land Uses and Acreage

Land Use	Acreage	%
FEMA-Designated Flood Hazard Areas	73.6	3.50%
Other Water	21.8	1.03%
Schools	111.11	5.26%
Churches	8.9	0.42%
Municipal and Public Buildings and Parks	43.8	2.07%
Railroad (some areas listed as vacant land)	27.8	1.32%

Sources: Antero Group; City of Pottsboro; Federal Emergency Management Agency (2025)

### Current Development Patterns

To better understand the City's development patterns, the area has been divided into three sections: North, Central, and South. These sections are separated by four east-west roadways: FM 406, Cemetery/ Reeves Road, FM 120, and FM 996.

#### Northern Pottsboro

The North section encompasses the area between FM 406, also known as Georgetown Road, at its general northern boundary and Cemetery/ Reeves Road to the south. Georgetown Road serves as a link between rural and agricultural communities and the City, providing access to various regions around Lake Texoma. To the east, it leads to Eisenhower State Park, while to the west, it connects to numerous resorts and marinas.

Most of the land in this area of Pottsboro is not zoned. It is used for either agriculture or residential purposes. This area also includes 11 parcels currently zoned for commercial use. Although two are vacant, most include businesses that are primarily storage or warehouse-style buildings. There is also a convenience store and a motel. The total acreage of these commercial lots is 33 acres. Currently, approximately 3 acres, or 9.1% of the land in commercial zoning districts, are occupied by buildings, leaving over 90%

## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

of the land available for potential future development.

### **Central Pottsboro**

The central area of Pottsboro primarily consists of agricultural land with the largest portion designated for commercial zoning districts. This area includes newer residential lots and neighborhoods that contribute to the City's growth and development. It serves as a central hub for families due to its proximity to essential amenities, such as a grocery store, parks, and the high school. Furthermore, the concentration of businesses along FM 120 provides opportunities to enhance local economic activity and improve access for all residents.

### **Southern Pottsboro**

The southern section of Pottsboro extends from FM 120 to just south of FM

996, also known as Hagerman Road. This road connects residents from rural and agricultural areas to the City, providing access to the Hagerman National Wildlife Refuge located to the west of Pottsboro.

This section of Pottsboro includes most public services and the railroad line, including two of the three schools, the fire station, the police department, the public works office, two City parks, and the library. Additionally, it features many of the older, traditional homes in the area. Public surveys have indicated a desire to preserve the character of Pottsboro while enhancing public services and ensuring that parks and schools remain accessible to all residents.

### **Key Takeaways**

- A significant portion of Pottsboro's land (60%) is currently agricultural or not zoned, presenting substantial opportunities for future development planning and strategic land use designation.
- 26% of land is in the Single-Family Residential Zoning District and very limited multi-family (<1%) and industrial (<1%) acreage, highlighting a need for diversified housing and economic development zones to accommodate future growth and varied community needs.
- Concentrated commercial zoning along FM 120 in central Pottsboro, coupled with available commercial land in the northern area, indicates key corridors for focused economic development efforts.
- The concentration of municipal services, schools, and parks in southern Pottsboro defines it as a core civic and community hub, informing future infrastructure and amenity strategies.

## Transportation

Transportation is fundamental to the health of a community. Whether traveling on foot or by car, it is essential for residents to be able to easily and safely reach their destinations. The convenience of our travel significantly impacts daily routines and can influence choices about where to live, work, and access goods, services, and leisure activities. By assessing the current characteristics of the community's travel behavior within its transportation network, the City can better identify key areas for improvement, which will inform the development of effective solutions. This section will identify the modes of transportation utilized in the City, provide details of the City's roadway and sidewalk network, and outline commuting characteristics of the community, including traffic safety data.

### Community Transportation Network

Residents of Pottsboro, like many in the United States and in nearby cities, primarily rely on personal vehicles as their means for transportation. **Figure 1.29** illustrates the various means of transportation to work and key trip characteristics for the City's residents. For example, 14% of commuters who drive to work participate in carpooling. This percentage is higher than County and State averages.

**Figure 1.29.** Means of Transportation and Work Trip Characteristics

Means of Transportation to Work						Predominate Trip Characteristics			
Car, Truck, or Van 85%		Worked from Home	Taxi, Motorcycle, or Other	Bicycle	Walked	Travel Time	Departure Time	Place of Work	
Drive Alone	Carpooled							Outside Pottsboro	Inside Pottsboro
71%	14%	10%	4%	2%	0%	24%	18%	71%	29%

Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)



## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

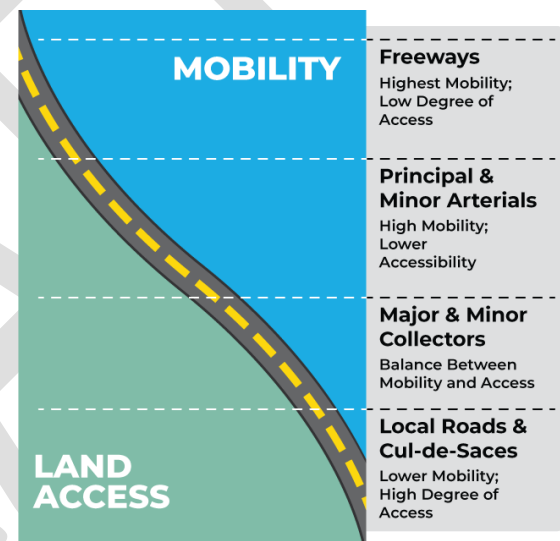
Most work trips, 23.9%, take less than 10 minutes of travel time, while most commuters, 18%, leave for work between 9:00 a.m. and 11:59 a.m. Additionally, 71% of residents work outside the City of Pottsboro. This high rate of out-of-city employment largely accounts for Pottsboro commuters spending an average of 25 minutes traveling to work, despite the City's internal longest distance being just over 3 miles along FM 120. **Figure 1.30** details how much time is spent on work trips.

### Roadways

Roadways and thoroughfares are critical to a community's economy and significantly influence the dynamics of daily life. The quality and effectiveness of these roadways can profoundly shape the character of a city. A road's effectiveness is measured by its ability to provide access and/or mobility, as

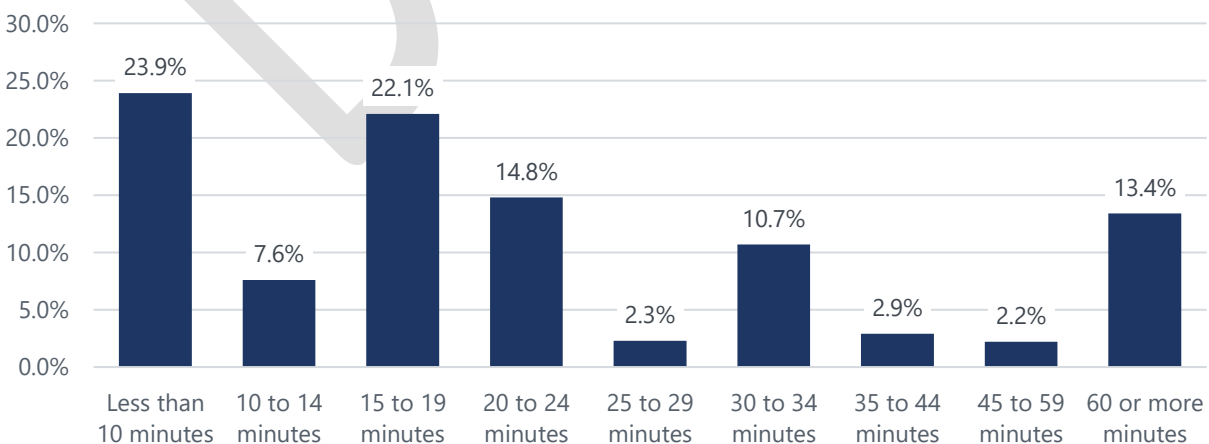
illustrated in **Figure 1.31**. A freeway offers high mobility but limited access, while a local road offers high access but limited mobility. A road's quality is determined by how well it fulfills its intended mixture of mobility and access. This includes factors such as safety, construction quality, maintenance, and public perception.

**Figure 1.31.** Functional Road Classification System



Source: Adapted from FHA

**Figure 1.30.** Travel Time to Work



Source: Texas Department of Transportation Functional Classification, June 1, 2025

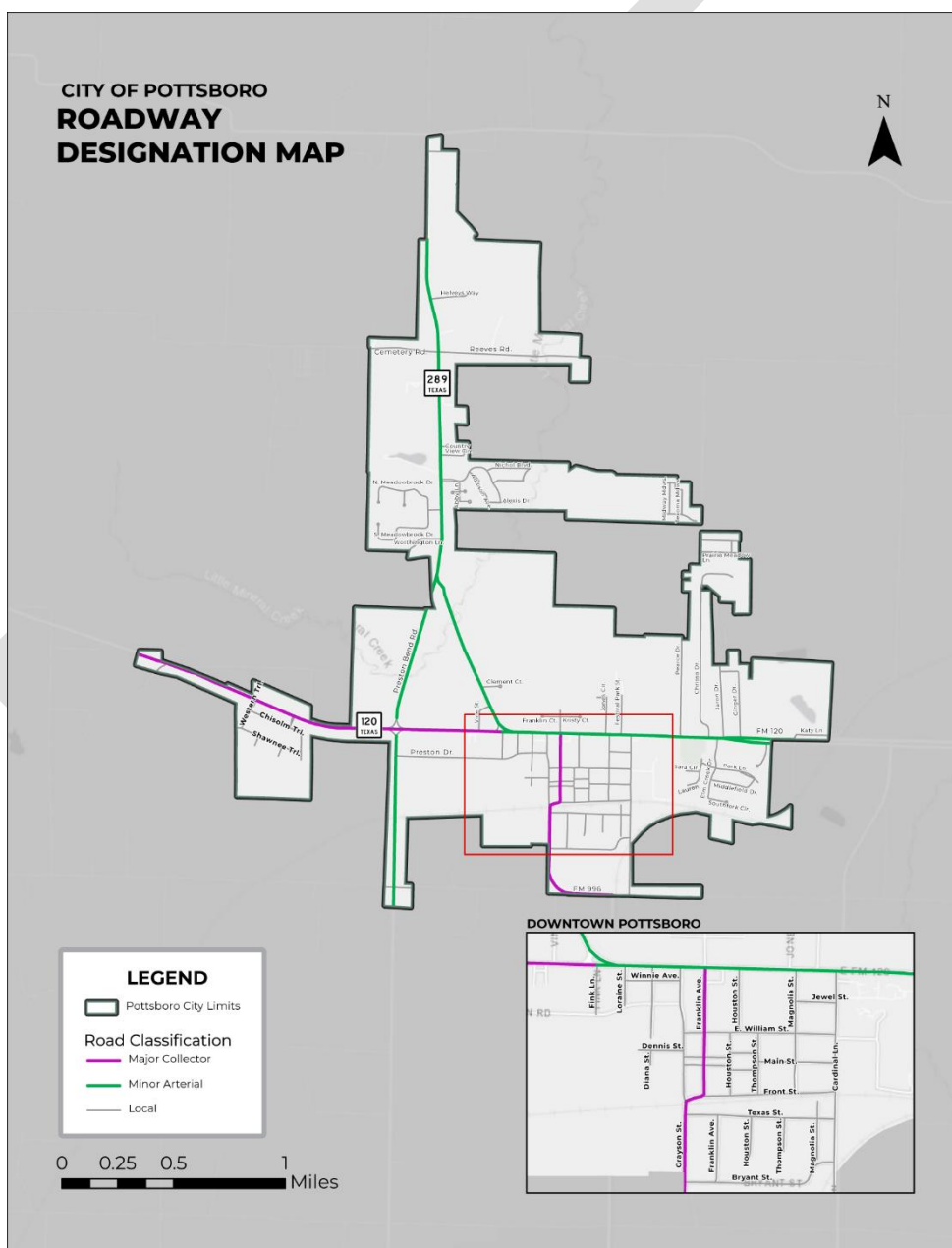
## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Road Classification

Most roadways in Pottsboro are classified as local streets. **Figure 1.32** details the classifications of roadways in Pottsboro as determined by the TxDOT. These are primarily intended to link destinations or enhance accessibility for low-volume, low-speed traffic, such as in

residential neighborhoods. Safety concerns arise in these areas due to design characteristics that encourage frequent stops and varied vehicle movement, and may lead to less consistent driver behavior compared to higher-speed roads.

**Figure 1.32.** TxDOT Roadway Classifications, City of Pottsboro



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Collector Roads

Pottsboro has two roads categorized as major collector roads: West FM 120 spanning from Thomas Lane to Spur 316, and FM 996. Collector roads are intended to enhance mobility by connecting local roads to minor arterial roads. In Pottsboro's case, FM 120 and FM 996 connect to SH 289 and FM 120. Notably, a segment of FM 120 expands from a two-lane road to a four-lane road, increasing its capacity. Arterial roads serve as the primary corridors for

travel, connecting Pottsboro to US Highway 75 to the east and US Highway 82 to the south. This connectivity is vital for residents to access neighboring cities for work, trade, and everyday life. However, due to increased traffic volume and higher speeds, the need for safety is particularly heightened on arterial roads. These arterial roads are further detailed by traffic counts and volume-to-capacity ratios for key thoroughfares in **Figure 1.33**.

**Figure 1.33.** Traffic Counts and Road Volume-to-Capacity Ratio

Road Segment	From:	To:	AADT*	Length (Miles)	Volume/ Capacity	Lanes
<b>MINOR ARTERIAL:</b> Rural (Capacity: ~6,000 vehicles)						
SH 289 (Preston Trail Hwy.)	FM 120	Spur 316	4,955	0.1	0.83	2 Lane, Undivided
Spur 316	FM 120	SH 289	2,777	0.72	0.46	2 Lane, Undivided
<b>MINOR ARTERIAL:</b> Urban (Capacity: ~14,000 vehicles)						
FM 120	Spur 316	Franklin Ave.	8,202	0.32	0.59	4 Lane, Undivided
FM 120	Franklin Ave.	Houston St.	8,622	0.01	0.62	4 Lane, Undivided
<b>MAJOR COLLECTOR:</b> Urban (Capacity: ~6,300 vehicles)						
W. FM 120	Thomas Ln.	SH 289	3,807	1.06	0.60	2 & 4 Lane, Undivided
FM 120	SH 289	Spur 316	4,939	0.47	0.78	4 Lane, Undivided
FM 996 (Grayson St.)	Hagerman Rd.	Front St.	776	0.34	0.12	2 Lane, Undivided
FM 996 (Franklin Ave.)	Front St.	FM 120	779	0.3	0.12	2 Lane, Undivided

Sources: Antero Group; Texas Department of Transportation; Federal Highway Administration GIS

## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

### ***The Grayson County Thoroughfare Plan***

The Grayson County Thoroughfare Plan is essential for the future of the City of Pottsboro, as it focuses on improving transportation infrastructure to increase mobility throughout the region. By increasing the capacity of the existing road network, important challenges related to growth, such as traffic congestion, accessibility, and connectivity are intended to be eased. Improved mobility not only aims to allow residents and commuters to move more freely, but also seeks to support economic development, enhances quality of life, and promotes sustainable growth.

All major roads in and near Pottsboro will be expanded to improve capacity and enhance mobility in the area. Key changes include an expansion of the Dallas North Tollway from its current terminus in Collin County to US Highway 75 in Denison, with its planned route in close proximity to Pottsboro. This toll road, in addition to US Highway 75, provides a direct route to the Dallas-Fort Worth Metroplex.

State Highway 289 will serve as a Principal Arterial, increasing mobility for north-south traffic. FM 120, and FM 406 will function as major arterials that will increase capacity for east-west routes

and simplify access to US Highway 75 and Lake Texoma.

Cemetery/Reeves Road, FM 84 and Squirrel Lane, will increase capacity as minor arterials connecting rural neighborhoods to areas within the City. FM 84, also known as Airport Road, will improve access to the North Texas Regional Airport.

The components of the Grayson County Thoroughfare Plan present significant opportunities for the City of Pottsboro to integrate diverse means of transportation, anticipate and address safety concerns, and improve connectivity between the community and the region. Understanding and leveraging this plan is fundamental to developing a well-connected and functional transportation system that supports economic growth and enhances the overall quality of life in the area.

### ***Sidewalks***

The lack of sidewalk infrastructure in Pottsboro affects commercial opportunities, pedestrian safety, and connectivity across the community. In the Propel Pottsboro Survey, respondents expressed a desire for the City to maintain a "small-town feel," valuing the familiarity and social connections within the community. Additionally, many respondents

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

expressed a desire to encourage more commercial opportunities (49.7%) and expand outdoor and recreational spaces (53.5%). These community priorities underscore the importance of addressing pedestrian infrastructure to foster a vibrant economy, promote social interactions, and enhance mobility.

Sidewalks play a crucial role in facilitating pedestrian movement and access, thereby enhancing overall connectivity and promoting healthy lifestyles. Improved connectivity can facilitate customer access to businesses, potentially increasing foot traffic that can contribute to a more active commercial environment.

Additionally, integrating sidewalks with effective parking solutions and aesthetic enhancements to both hardscapes and landscaping can enhance business traffic. Such integrations can also enrich community character while also improving safety and connectivity between public areas, residential neighborhoods, and commercial locations.<sup>1</sup>

### **Public Transportation**

Public transportation options in Grayson County are limited to the Texoma Area Paratransit System, Inc. ("TAPS"). TAPS is a small, primarily rural, paratransit service provider, which offers on-demand transportation tailored to individuals with specific mobility needs. While TAPS serves Grayson County, its paratransit nature means Pottsboro riders must call 48 hours in advance to schedule an appointment for the service, highlighting limited comprehensive public transport accessibility for public commutes.

The current lack of comprehensive public transportation and bicycle infrastructure can pose challenges to residents' mobility, impacting their ability to access employment and other amenities in the City. Access to alternative transportation offers increased freedom and mobility for low-income individuals, senior citizens, persons with disabilities, and others who cannot or choose not to drive or own a car.

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<sup>1</sup> Georgetown University, Center for Real Estate and Urban Analysis, <https://cpb-us-e1.wpmucdn.com/blogs.gwu.edu/dist/a/326/files/2019/06/FTA19.pdf>; Measuring Local Economic Activity Using Pedestrian Count Data\*. Econ Rec, 99: 35-49. <https://doi.org/10.1111/1475-4932.12756>, Pedestrian Connections, Texas A & M Transportation Institute (TTI) <https://policy.tti.tamu.edu/strategy/pedestrian-connections>; Smart Growth and Transportation, US EPA, <https://www.epa.gov/smartgrowth/smart-growth-and-transportation>. Accessed June, 2025.



## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Regional Freight and Economic Connectivity

Daily life in North Texas requires the use of automobiles, but the efficient movement of goods and services in North Texas is often best served by train. From its inception, Pottsboro was a railroad town. The MK&T Railroad historically moved both people and goods. Today, Union Pacific, along with the Dallas, Garland & Northeastern Railroad ("DGNO") and the Texas Northeastern Railroad ("TNER"), transport goods through the area. Additionally, the BNSF Railway operates in proximity to the aforementioned rail lines. A historical perspective of the City's rail heritage is provided in **Figure 1.34**.

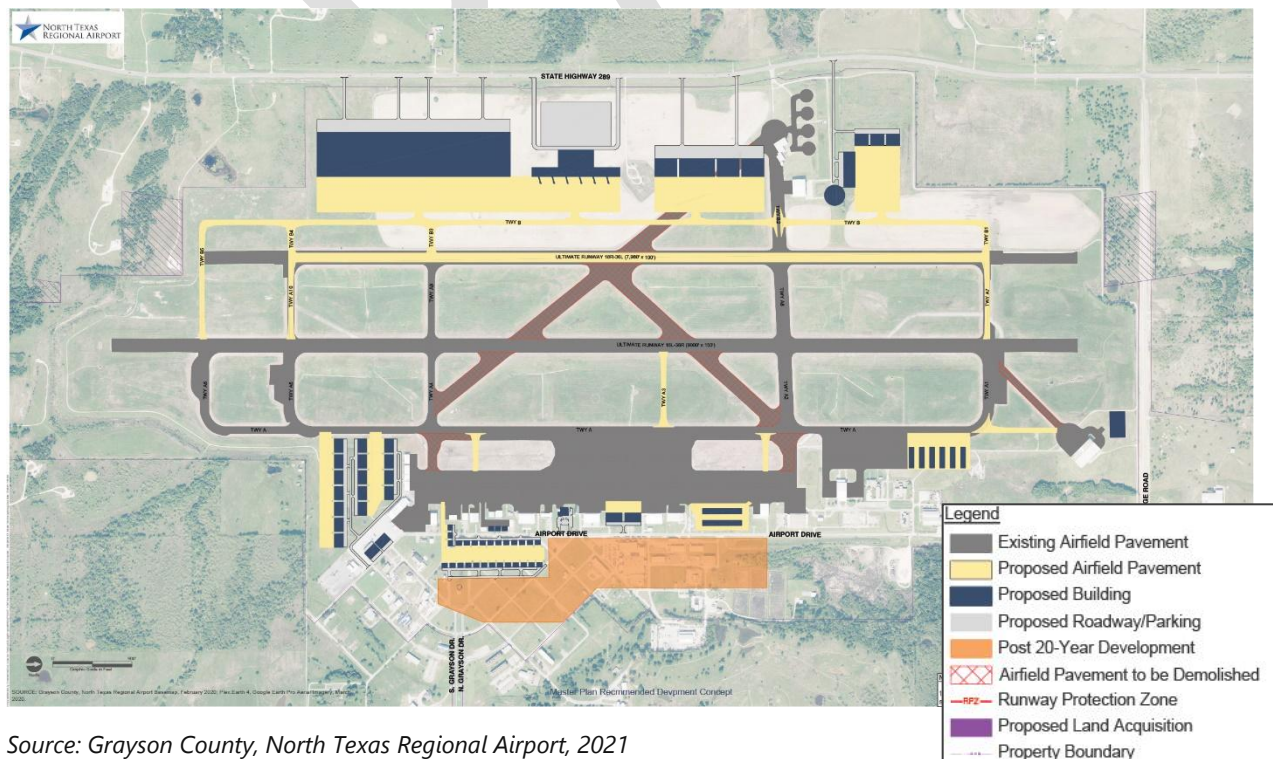
**Figure 1.34.** Pottsboro Train Depot, circa 1940s



Source: University of North Texas Portal to Texas History

The North Texas Regional Airport ("NTRA") is less than three miles south of Pottsboro and maintains a 9,000-foot runway. The NTRA 2021 Master Plan shown in **Figure 1.35** outlines a strategy for the airfield's continued expansion and development, including new pavement, buildings and proposed land acquisition.

**Figure 1.35.** North Texas Regional Airport, 2021 Master Plan



Source: Grayson County, North Texas Regional Airport, 2021

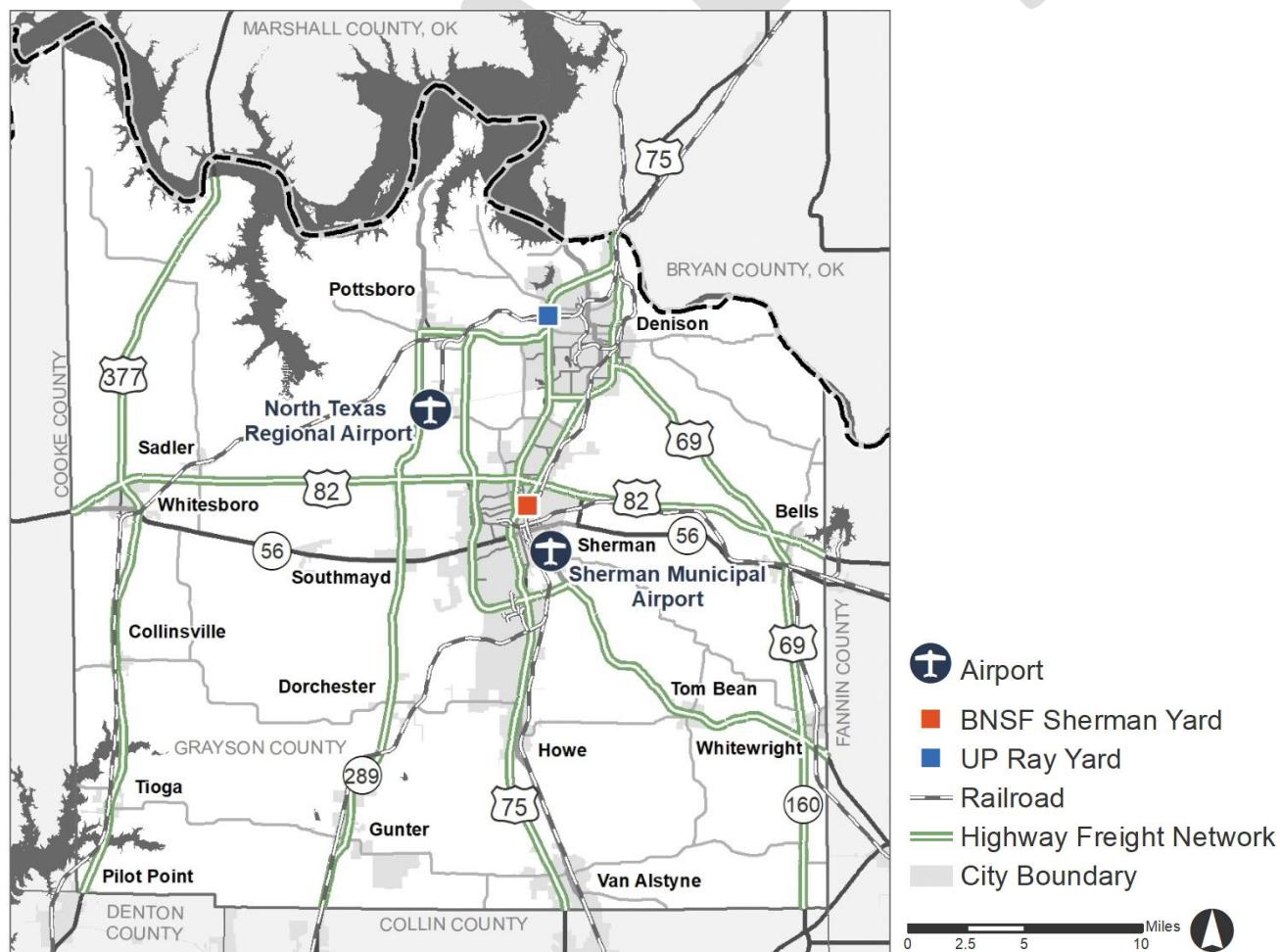
## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

The multi-modal advantage of the area, especially concerning freight distribution, is demonstrated by the Grayson County Metropolitan Planning Organization (MPO) Freight plan as illustrated in **Figure 1.36**. Pottsboro's proximity to the freight transportation system in Grayson County provides multimodal access, which supports its economic potential. In addition to the local rail and regional airport, Pottsboro is proximate to Dallas-Fort Worth International Airport, and major

highways, including US Highway 75, US Highway 82, and US Highway 69.

According to the 2020 Freight Plan, the corridor along US Highway 75 between Sherman and Denison experiences freight truck counts between 7,200 and 7,800 per day.

**Figure 1.36.** Grayson County Multimodal Freight Network



Source: Grayson County Metropolitan Planning Organization, Freight Plan, Sept. 2020

When examining data from the U.S. Department of Transportation's ("USDOT") National Multimodal Freight Network ("NMFN"), there is substantial freight movement along US Highway 82 and US Highway 75. Additionally, the change in total annual tons of freight at key intersections leading to Pottsboro indicates increased freight activity in the Pottsboro area. **Figure 1.37** illustrates the amount of freight activity along specific segments of US Highways 82 and 75.

These area highway routes are integral to the broader regional and state export industry. According to the Office of the United States Trade Representative, Texas was the largest exporter of goods of any state in the nation in 2024<sup>2</sup>. Texas exports consisted of \$455 billion of goods, supporting 1.2 million Texas jobs (2022).

**Transportation Safety and Traffic Incidents**

The safety of a community's transportation infrastructure is important to its economic development and the efficient movement of goods, as well as enhancing the well-being of its residents. Safer roads are recognized as beneficial for all commuters by making it easier for people to walk, bike, and drive to schools, stores, and work. Increased safety can enhance the individual well-being and contribute to the economic vitality of the Pottsboro community.

**Figure 1.37.** Annual Freight Activity (in Tons)

US Department of Transportation National Freight Network: Annual Freight in Tons		
	West of SH 289	East of SH 289
<b>US Highway 82</b>	<b>27,799.37</b>	<b>21,958</b>
	North of FM 120	South of FM 120
<b>US Highway 82</b>	<b>11,537.67</b>	<b>9,582</b>

Source: USDOT National Multimodal Freight Network (June 2025)

<sup>2</sup>Office of the United States Trade Representative, <https://ustr.gov/map/state-benefits/tx>, accessed May, 2025

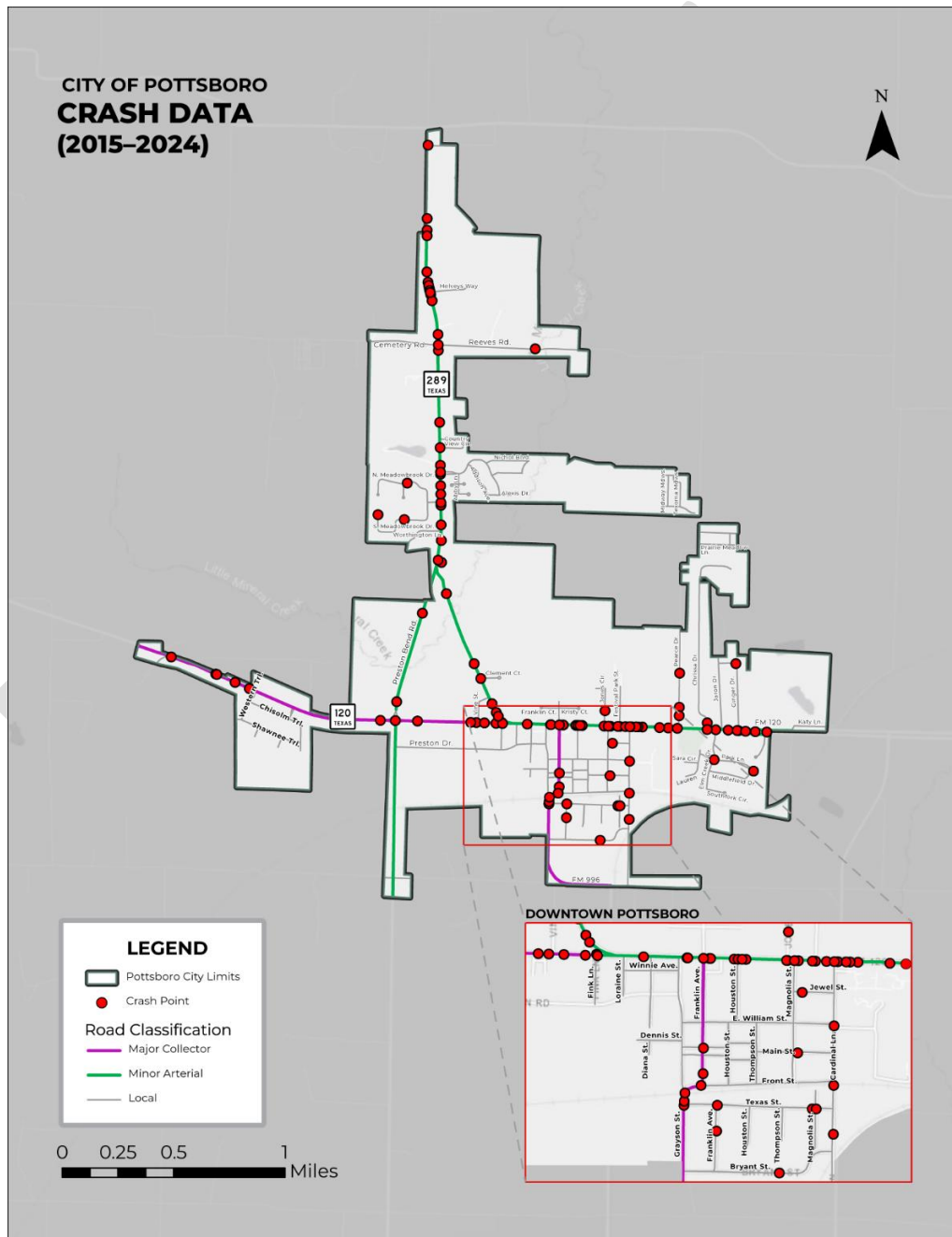


## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

Recent crash data from TxDOT reveals a total of 188 traffic incidents from 2015 through 2024. Most of these primarily involved vehicles, with one pedestrian, one cyclist, and two motorcyclists also affected. The most hazardous areas were

along State Highway 289 and FM 120, which also serve as designated truck routes within the City's corporate limits, including for oversized loads. **Figure 1.38** indicates the location of crashes over ten years in the City of Pottsboro.

**Figure 1.38.** City of Pottsboro Crash Data, 2015-2024



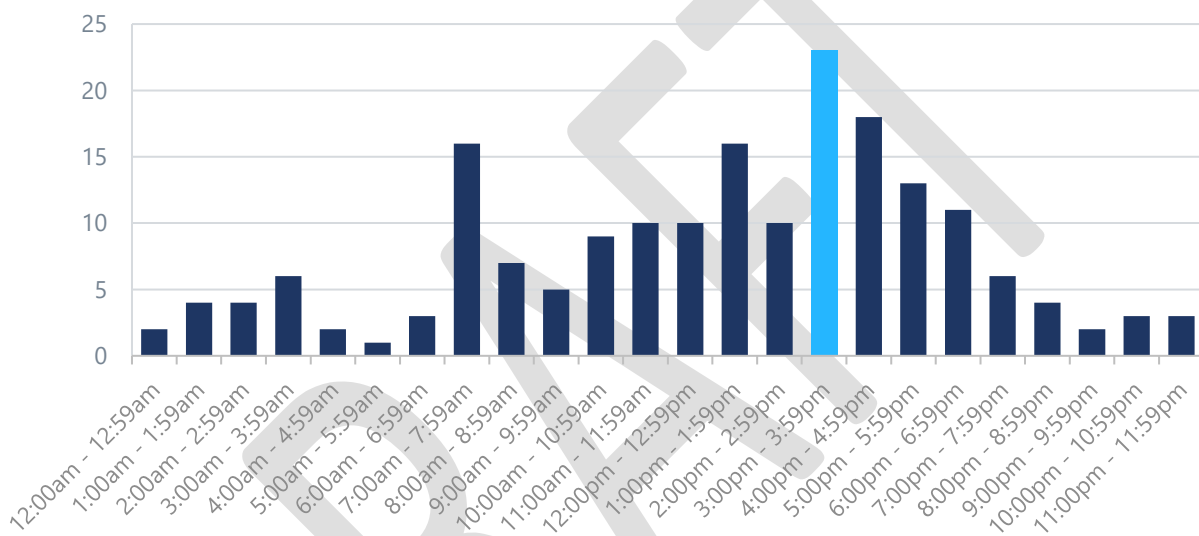
Source: Texas Department of Transportation Crash Records Information System (CRIS), 2015-2024

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

As illustrated in **Figure 1.39**, the highest number of traffic incidents occurred between 3:00 pm and 3:59 pm. TxDOT indicates that in the same period, five occurred in active school zones, and 73 at intersections. Overall, 39.2% of all accidents occur at intersections.

Identifying problematic areas on Pottsboro's roadways is crucial for understanding specific transportation challenges. Overall, addressing transportation safety is fundamental for fostering healthier communities, supporting local businesses, and promoting economic development.

**Figure 1.39.** Crash Incidents by Time of Day, 2015-2024



Source: Texas Department of Transportation Crash Records Information System (CRIS), 2015-2024

### Key Takeaways

- The average commuting time is 25 minutes, with 71% of residents working outside of the City of Pottsboro, underscoring the community's reliance on the regional road network and the importance of transportation infrastructure.
- The predominance of local streets and limited pedestrian and public transportation infrastructure highlight the need for a balanced multi-modal transportation strategy to enhance accessibility and reduce auto-dependency.
- The Grayson County Thoroughfare Plan outlines the expansion of the Dallas North Tollway in proximity to Pottsboro and includes planned capacity increases for all major thoroughfares within the City.
- Concentrations of traffic incidents on SH 289, FM 120, and at intersections (39.2% of all accidents), particularly during afternoon peak hours, identify critical areas for targeted safety improvements and traffic management strategies.

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Public Facilities

Public facilities and services play a crucial role in a City's desirability. Amenities such as parks, plazas, streets, and waterfronts are recognized for their influence on social cohesion, economic activities, and the overall well-being of residents.

Pottsboro provides a range of public services, including police, fire, and park and recreation services. The City offers valuable resources for both businesses and residents, as reflected in **Figure 1.40**, which summarizes its public facilities.

### Schools

The Pottsboro Independent School District ("PISD") consists of three schools: elementary, middle, and high

school, and it also provides educational services for children under the age of five.

According to PISD's 2024-25 District Improvement Plan, student enrollment has steadily increased over the past five years, growing from 1,416 to 1,461 students. In February 2022, voters approved a \$62 million bond to enhance district facilities. This bond will fund the construction of a new middle school designed to accommodate 600 students, as well as classroom additions at both the existing elementary school and the high school campus.

The Texas Education Agency ("TEA") is the state agency overseeing public education in the state of Texas. Each year, the TEA publishes a school report card ("SRC") for every public school

**Figure 1.40.** Pottsboro Public Facilities Summary

Department	Facilities	Description
Administration	1	City Hall
Fire	1	Fire Station
Police & Municipal Court	1	Pottsboro Police Department and Municipal Court. One building with multiple addresses and entrances.
Parks and Recreation (Recreational Facilities)	8	Three park locations with playgrounds, baseball and softball fields, dog park, trails, lighting, fencing, concessions, and restrooms
Parks and Recreation (Support Facilities)	3	Tool and pipe sheds at City parks
Public Works	1	Maintenance Building
--	2	Library Building and Chamber of Commerce Visitor's Center
Water/Sewer	16	Chlorination, life station, wells, equipment storage, ground water tanks, pumping plant, water tower, and pump station
<b>Total</b>	<b>33</b>	

Source: City of Pottsboro, TX Property Schedule, 2024

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

district and campus, providing parents and guardians with information on characteristics and academic performance. In 2022, PISD received a B rating from the TEA and achieved a 100% graduation rate. In terms of academic growth outcomes as measured by the TEA's State of Texas Assessments of Academic Readiness ("STAAR"), which assesses student performance year-to-year, PISD's 2021-2022 SRC shows student performance across all grades as follows: 79% scored at the Approaches level, which is considered the minimum passing standard. Of those students, 47% scored at the Meets grade level or above, indicating a higher level of performance, and 20% achieved Mastery, the highest possible performance level. Compared to the previous SRC, the district saw a 3% increase in students meeting the Approaches standard, a 1% increase in students meeting the Meets standard, and a 1% increase in students achieving Mastery.

PISD collaborates with Grayson College to enable high school students to earn college credit while completing their secondary education.

### Emergency Services

A key responsibility of local governments is to provide essential

services for emergency response. Emergency services play a vital role in City planning as they directly influence public safety, community resilience, and the overall well-being of residents. Effective emergency services can contribute to public trust in local government and foster a sense of security among citizens. Cities with robust emergency services are often viewed favorably by businesses and investors, as they reflect a commitment to safety and stability.

### Police

The Pottsboro Police Department is dedicated to ensuring public safety throughout the City, which covers 3.3 square miles. The department consists of one part-time employee and seven full-time officers. Its mission is "*to proactively prevent crimes against the property and lives of the community by enforcing laws swiftly, professionally, and without discrimination or bias.*"<sup>3</sup>

To enhance community safety and well-being, the City's police department offers a comprehensive range of services, including conducting criminal investigations, enforcing traffic laws, and engaging in community policing initiatives to build stronger relationships with City residents.

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<sup>3</sup> City of Pottsboro Police Department Website, 2025.

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Fire

The Pottsboro Fire Department provides fire protection across an area of 43 square miles and responds to approximately 300 calls each year. The department is staffed by 15 volunteer firefighters overseen by a city-employed Fire Chief. Several volunteers hold certifications from the Texas Commission on Fire Protection and the Texas State Firemen and Fire Marshal Association. The department is also a registered first responder, with multiple volunteers certified by the Texas Department of State Health.

The department's equipment includes two fire engines capable of pumping 1,250 gallons per minute, each with a water tank capacity of 1,000 gallons. In addition, they operate two brush trucks designed for combating wildland (grass) fires and one command vehicle.<sup>4</sup>

The City's Fire Department collaborates with other departments and districts throughout the County. For major fires, they receive assistance from neighboring agencies, including the North Texas Regional Airport Fire Department, Locust Fire Department,

Preston Fire Department, and Denison Fire Department. All fire departments in the County work together, providing support as needed.

The Pottsboro Fire Department also hosts fire prevention events at local schools and community gatherings.

### Water and Wastewater

Pottsboro's water system draws its entire water supply from purchased surface water from the City of Denison.<sup>5</sup> The City of Denison, in turn, sources this water from Randell lake and Lake Texoma in Grayson County. This primary water source, identified in **Figure 1.41**, is based on the 2024 Annual Drinking Water Quality Report and TCEQ Drinking Water Watch data. The City's water distribution system includes several pump facilities with a combined capacity of approximately 3.28 million gallons per day ("MGD"). Historical groundwater wells owned by the City are currently listed as inactive or plugged.

Pottsboro is part of the Region C Water Planning Group, organized by the Texas Water Development Board ("TWDB") to create future water supply plans.

**Figure 1.41.** Water Sources, 2024

Source Water Name	Location	Type of Water
City of Denison	7311 Hwy 120 E.	Surface Water (Purchased)

Source: 2024 Annual Drinking Water Quality Report, City of Pottsboro

<sup>4</sup> City of Pottsboro Fire Department

<sup>5</sup> 2024 Annual Drinking Water Quality Report

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

This group is responsible for developing a regional water plan every five years. Considering the challenges the region might face if there were a recurrence of a historical drought, such planning is necessary to ensure the health and future of the community. The findings from this regional water plan are incorporated into the state water plan, influencing decisions regarding state financial assistance and the permitting of surface water rights.

The City's future water needs are influenced by these regional planning efforts. As presented in **Figure 1.43**, Pottsboro's projected water demand is expected to increase from 596 acre-feet per year (ac.ft./yr.) in 2030 to 647 ac.ft./yr. by 2040, and further to 692 ac.ft./yr. by 2050. These projections underscore the importance of ongoing

water conservation efforts and strategic water supply planning to meet the needs of a growing population and ensure long-term water security for the community.

The City of Pottsboro operates a wastewater treatment plant located at 219 Reeves Road. A major wastewater project, now nearing completion, was funded by the TWDB with a total of \$14.08 million in debt, issued in three tranches between 2019-2022 to the Greater Texoma Utility Authority on behalf of the City of Pottsboro. This project is designed to enhance the wastewater system by increasing its capacity by 80% and refreshing existing equipment, which will better support the community's capacity to accommodate population growth.

**Figure 1.42.** Water Demand Projections in acre-feet per year, 2030-2050

Water Use Group	2030 Water Demand	2040 Water Demand	2050 Water Demand
Pottsboro, TX	596	647	692

Source: 2025 Texas Water Development Board-Adopted Municipal Demand Projection

### Key Takeaways

- Pottsboro offers a range of public facilities and services including administrative, emergency, parks, and utility services, essential for community well-being.
- PISD's student enrollment increased from 1,416 to 1,461 students over the past five years.
- Recent school bond approvals demonstrate a commitment to expanding educational infrastructure to meet future demand.
- The staffing structures of the Police and Fire Departments, including volunteer reliance for fire services and regional support, are key factors in planning for efficient and resilient emergency response capacity.

## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

- The City's water and wastewater systems are actively engaged in regional planning for future supply, and the TWDB recently approved \$14.08 million in funding to finance water system infrastructure improvements.

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### Parks and Open Space

Promoting community wellness involves creating spaces for physical activity, which reduces sedentary lifestyles and encourages physical activity among children. The events, recreational activities, and informal gatherings that take place in these areas help develop social connections among community members, reinforcing neighborhood ties and a shared sense of identity.

Parks and open spaces play a vital role in enhancing urban environments. They are recognized for their potential to increase property values, stimulate local economies, decrease crime rates, and mitigate environmental impacts.

Pottsboro has three municipal parks: Friendship Park, The Ball Park (also known as Festival Park), and James G. Thompson Park, which collectively span over 45 acres of land throughout the community. These parks provide a variety of outdoor recreational activities for Pottsboro residents and those from surrounding areas, serving as key community assets for recreation and well-being.

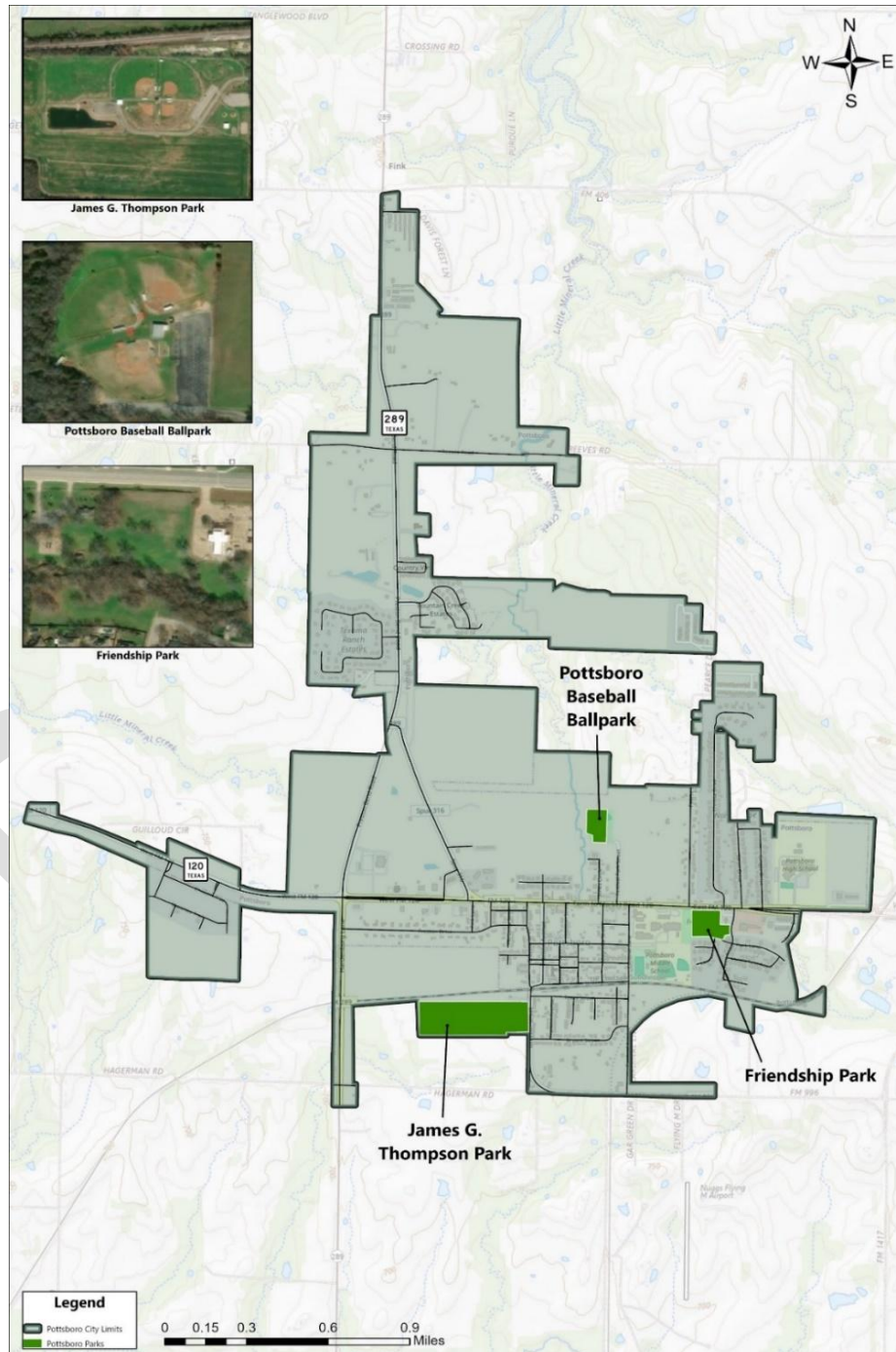
- **Friendship Park** (615 E Hwy 120): Friendship Park features playground equipment, a gazebo, picnic tables and benches, the historic “Little Mineral Creek Bridge,” restroom facilities, and ample open space for activities such as soccer and baseball. Several community events take place here each year, including the annual Frontier Day festival.
- **The Ball Park/Festival Park** (310 Festival Park St.): Just off FM 120, The Ball Park includes two 200-foot youth-sized baseball fields and one 180-foot youth-sized softball field, as well as a concession/restroom facility and playground equipment.
- **James G. Thompson Park** (610 Grayson St.): Situated west of FM 996, just south of the railroad tracks, it is the newest of the three parks. This 28-acre, multi-use facility offers a wide range of outdoor activities, including three soccer fields, one 350-foot baseball field, one 270-foot softball field, and two new 200-foot baseball/softball fields that can be adjusted for individual needs. The park also features Bullhead Pond for fishing, a walking trail, basketball court, playground area, gazebo, two picnic shelters, and a dog park.

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

Residents in the central and southern parts of Pottsboro have easier access to these parks, while those living in the northern area may have to travel a greater distance to enjoy them.

**Figure 1.43.** Park Facilities

**Figure 1.43** includes a map that provides a spatial overview of the parks in Pottsboro, highlighting their locations and proximity to one another and other City resources.



Sources: Antero Group; City of Pottsboro

## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

### **Key Takeaways**

- Pottsboro's three parks span over 45 acres and provide a range of outdoor recreational opportunities essential for community well-being and physical activity including sports fields, walking trails, and community event spaces.
- The primary concentration of these park facilities in the central and southern areas of the City highlights an opportunity for future planning to address potential disparities in access and explore new recreational space development in northern Pottsboro.

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## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

### Environmental Conditions

This section of the Community Profile presents an overview of the City's natural environment, hazards and risks, utilizing data from the Grayson County Hazard Mitigation Plan ("HMAP") along with the infrastructure that manages and responds to these conditions. The objective is to provide a factual foundation for informed planning and community resilience, which will be addressed in Chapter 5 of this Plan.

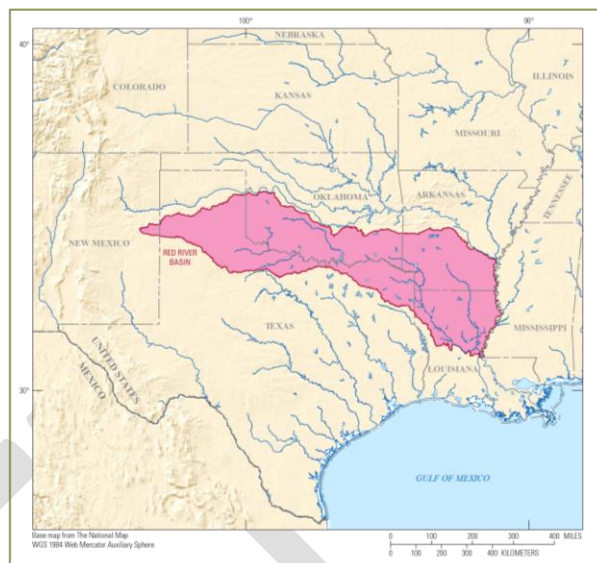
### Natural Resources

According to the United States Environmental Protection Agency, Pottsboro is situated in the Level IV Ecoregion, specifically 33a, known as the Northern Post Oak Savanna, which is characterized by gently rolling hills, patches of Post Oak woodland interspersed with grasslands. According to the Texas Parks and Wildlife, annual rainfall in this region averages between 35 to 45 inches.

Pottsboro sits on a type of Cross Timbers soil identified as the Gasil-Crosstell-Callisburg combination. This soil is deep, highly weathered, and very susceptible to erosion.

The City is also located within the Red River Basin, the fourth-largest basin in Texas, as illustrated in **Figure 1.44**. This basin is known for its distinctive, red-colored soil, which gives the river its

**Figure 1.44.** Red River Basin Watershed



Source: United States Geological Survey (USGS) unique hue during high-flow events. The Red River originates in New Mexico, flows through Texas along the Texas-Oklahoma border, and continues into Arkansas, ultimately converging with the Mississippi River in Louisiana. These ecological characteristics influence the City's natural conditions and development.

Pottsboro falls under the jurisdiction of the Red River-Groundwater Conservation District ("RRGCD") and Region C of the Regional Water Planning Areas ("RWPA"), both of which are key to regional water resource management as discussed in the Water and Wastewater subsection of the Public Facilities section.

The Woodbine Aquifer, a minor aquifer located in northeast Texas, is located in northeast Texas, where Pottsboro is

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

found. It lies above the Trinity Aquifer and consists of sandstone interbedded with shale and clay, resulting in three distinct water-bearing zones. According to the TWDB, this aquifer supplies groundwater for various purposes, including municipal, industrial, domestic, and livestock purposes, as well as small-scale irrigation.

There are no areas in Pottsboro that are managed wetlands by the Fish and Wildlife Service ("FWS"), but the area has freshwater ponds and Little Mineral Creek, which is classified by the National Wetlands Inventory as a riverine system.

### Local Hazards

Evaluating hazard risks is vital for effective community planning. This process includes identifying potential hazards, assessing vulnerabilities, and developing strategies to mitigate risks,

ensuring that communities are better prepared to respond to natural disasters.

According to the 2023 Grayson County Hazard Mitigation Action Plan ("HMAP"), Pottsboro is subject to a range of natural hazards, with tornadoes and extreme heat being the most significant threats, as shown in **Figure 1.45**. Additionally, FEMA's National Hazards Risk Index ranks Grayson County in the 83rd percentile nationally for expected annual loss, social vulnerability, and community resilience. This places Grayson County in the higher range of risk relative to other counties nationally, indicating a notable level of vulnerability and potential for losses.

A summary of the hazards Pottsboro is subjected to as identified in the 2023 HMAP is provided below.

**Figure 1.45.** Grayson County Natural Hazards Risk Ranking

Hazard	Occurrence Frequency	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

Source: 2023 Grayson County HMAP



## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

### ***Tornadoes and Severe Thunderstorms***

Severe thunderstorms are a common occurrence in Texas, and thunderstorm wind events could occur in any location in Grayson County. Between 1957 and 2022, Pottsboro recorded 18 occurrences of thunderstorm wind events, which resulted in one injury and property damage of \$165,296. From 1952 to 2022, the City experienced a single tornado event, classified as an F0, which resulted in no reported deaths, injuries, or property or crop damage. It is important to note that storms develop randomly, making all areas of Pottsboro susceptible to wind damage. Structures at greater risk in Pottsboro include 61 manufactured homes and 327 single-family structures built before 1980.

### ***Extreme Heat***

Extreme heat events are a significant public health concern, especially given the City's vulnerable populations. The average high temperature in July is 96°F. Such events can pose a substantial risk to vulnerable populations, particularly older adults, individuals with pre-existing health conditions, and those without access to cooling systems.

### ***Drought***

Drought is a recurring hazard that affects the agricultural economy of the broader region. Pottsboro is included in the Region C Water Planning Group of

the TWDB future water supply plans, which is responsible for developing a regional water plan every five years based on conditions that the region would face under the recurrence of a historical drought of record.

Between 1996 and 2022, Grayson County experienced 15 periods of drought. Extended drought conditions can degrade grazing lands, increase wildfire risk, and strain the City's water supply. In response, the City has adopted a water conservation plan following the guidelines and requirements set by the Texas Commission on Environmental Quality ("TCEQ"). This also includes a drought contingency plan that establishes staged water restrictions and outlines conservation strategies aimed at achieving ongoing, long-term water savings.

The objectives of the water conservation plan are:

- To reduce water consumption compared to levels that would prevail without conservation efforts;
- To minimize the loss and waste of water;
- To improve the efficiency of water usage;

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

- To document the level of recycling and reuse within the water supply; and
- To extend the life of current water supplies by slowing the rate of growth in demand.

The purpose of the 2024 City of Pottsboro Drought Contingency Plan is as follows:

- To conserve the available water supply during times of drought and emergencies.
- To maintain supplies for domestic water use, sanitation, and fire protection.
- To protect and preserve public health, welfare, and safety.
- To minimize the adverse impacts of water supply shortages.
- To reduce the negative effects of emergency water supply conditions.

The City responds to drought conditions in four stages:

- **Stage 1: Mild.** This stage occurs when demand exceeds 90% of the amount that can be delivered to customers for three consecutive days. The goal for water use reduction in Stage 1 is outlined as raising public awareness about potential drought issues.

- **Stage 2: Moderate.** This stage is reached when demand exceeds 95% of the amount that can be delivered to customers for three consecutive days. The goal for water use reduction in Stage 2 is set at a 2% reduction in water usage compared to what would have occurred without drought contingency measures.
- **Stage 3: Severe.** This stage occurs when demand exceeds 98% of the amount that can be delivered to customers for three consecutive days. The goal for water use reduction in Stage 3 is a target of a 5% decrease in usage compared to what would have occurred in the absence of drought contingency measures.
- **Stage 4: Emergency.** This stage is reached when demand exceeds the available amount for delivery to customers. The goal for water use reduction in Stage 4 is a target of a 10% decrease in usage compared to what would have occurred without drought contingency measures.



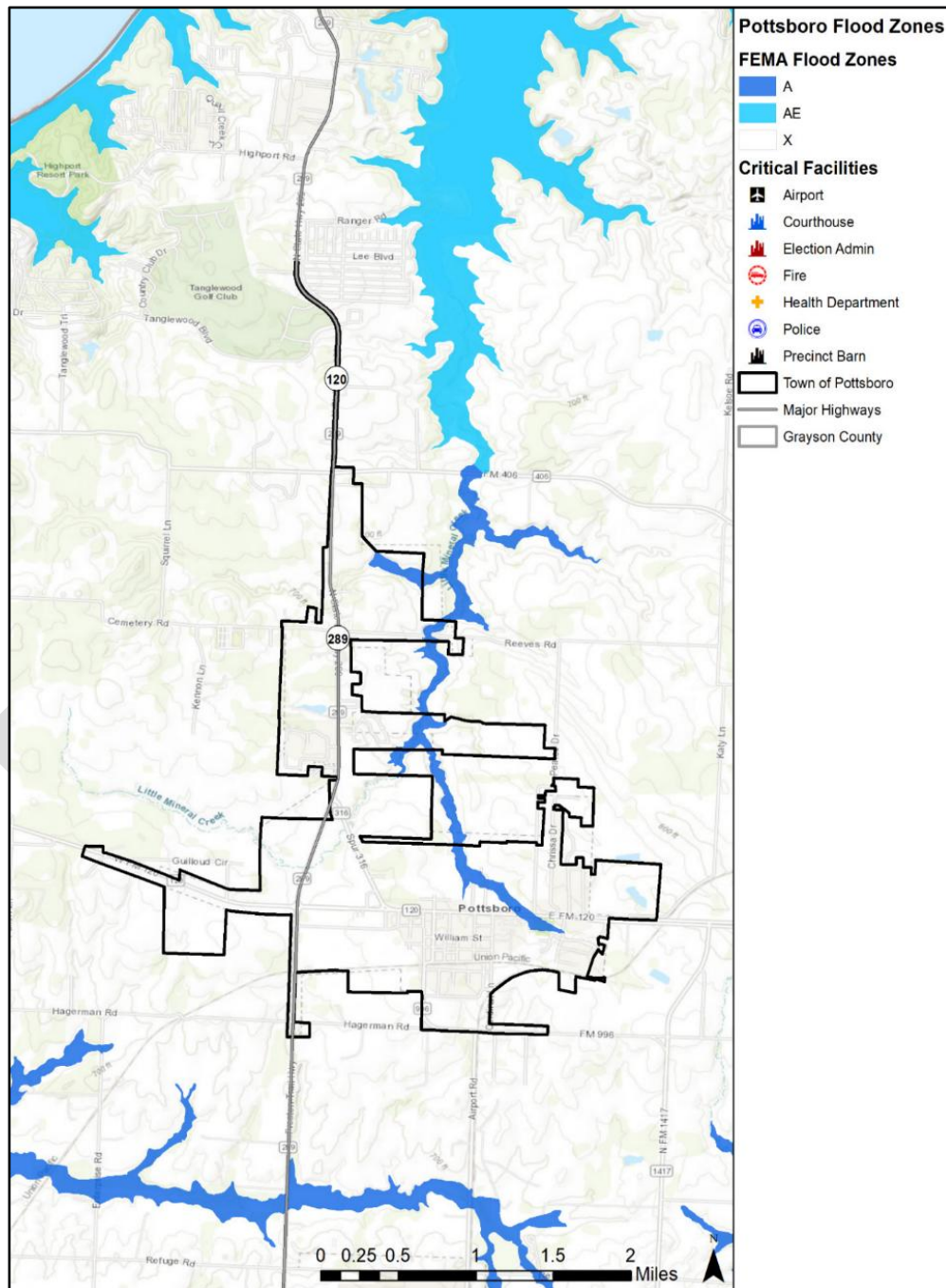
## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

## Flooding

Pottsville is affected by special flood hazards as designated by the Federal Emergency Management Administration ("FEMA") specifically along Little Mineral

**Figure 1.46.** Special Flood Hazard Areas

Creek. Special flood hazards can be characterized as mudflow and flood-related erosion hazards. The extent to which Pottsville is affected is shown in **Figure 1.46**.



Source: 2023 Grayson County HMAP

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

Three historical flood events were reported in Pottsboro between 1996 and 2022, though none resulted in reported deaths, injuries, or property damage. While historical damages have been minimal, critical facilities could be shut down for up to 24 hours, and up to 10% of property could be damaged. The City participates in the National Flood Insurance Program ("NFIP") and is considered in good standing. It has adopted the minimum NFIP standards to limit floodplain development. Pottsboro's City Manager serves as the Floodplain Administrator with permit authority.

### Wildfire

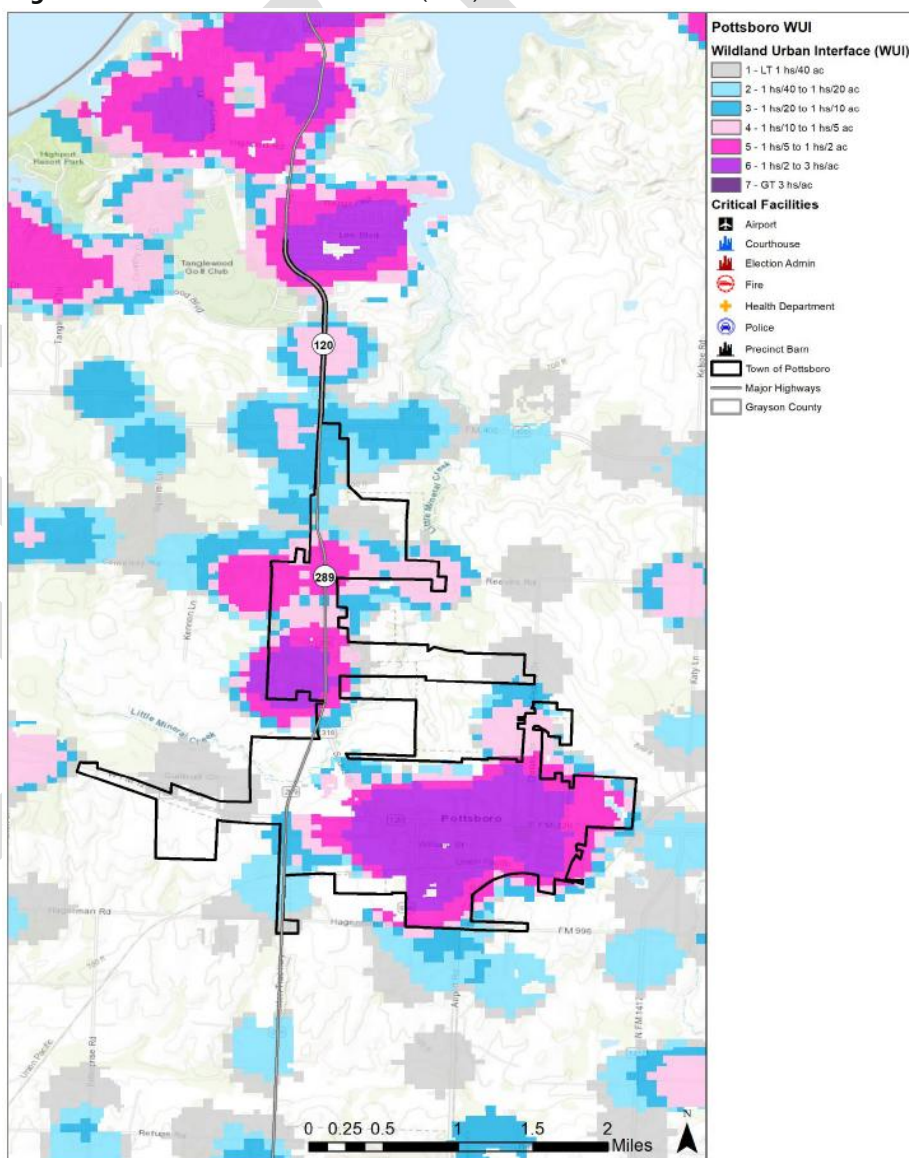
The risk of wildfires to people and property is particularly high in the area where developed regions meet open grasslands, known as the Wildland Urban Interface ("WUI"). It is estimated that 99.7 percent of Pottsboro areas are primarily semi-densely populated in the WUI as shown in **Figure 1.47**, and those areas have a low to moderate wildfire

threat. Between 2005 and 2020, there were 8 historical wildfire events that burned a total of 37 acres.

### Hail and Lightning

Hail events occurred 24 times between 1955 and 2022, resulting in \$34,056 in property damage. No injuries or deaths were reported from these events.

**Figure 1.47.** Wildland Urban Interface (WUI) Delineation and Wildfire Risk



Source: 2023 Grayson County HMAP

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

While lightning is considered a common occurrence in Texas, the HMAP records no historical lightning events in Pottsboro between 1996 and 2022. Nevertheless, lightning poses an ongoing risk to power systems, buildings, and vegetation, particularly during summer storms.

### Vulnerable Populations & Infrastructure

Understanding vulnerable populations and the location of critical infrastructure is a key component of hazard mitigation. This helps the City prioritize and develop strategies that protect the most at-risk community members and essential services.

Certain populations are particularly vulnerable to natural hazards due to several factors, including limited financial resources, inadequate housing, a lack of social connections, and insufficient knowledge regarding disaster preparedness. Pottsboro's population includes several groups with heightened vulnerability during hazard events, including:

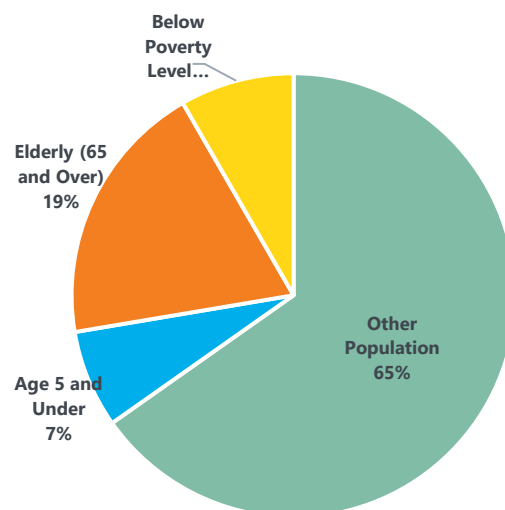
**Children.** Children may experience higher rates of mental health issues following disasters and often have lower levels of education and literacy skills, which can affect their ability to understand and respond to hazards. Additionally, they are physically weaker

and more susceptible to certain diseases.

**Older Adults.** frequently face challenges such as declining vision and hearing, limited mobility, and higher rates of chronic illnesses, all of which make them more vulnerable during disasters.

**Low-Income Individuals.** Low-income individuals may struggle with access to safe housing, disaster preparedness resources, and social support networks, which further heighten their risk. In Pottsboro, demographic data highlights groups that are particularly vulnerable, including 7% of individuals aged five and under, 19% of those aged 65 and over, and 8% of people living below the poverty level, as indicated in **Figure 1.48**.

**Figure 1.48.** Natural Hazard Vulnerable Populations



Source: U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Propel Pottsboro 2045 Comprehensive Plan: Base Studies

The City is also home to a number of critical facilities, such as the fire station, police department, public works office, schools, and utility infrastructure, which are central to emergency response and community response.

### Hazard Mitigation Plan

The City of Pottsboro addresses its local hazards through participation in the Grayson County HMAP. This long-term comprehensive plan identifies specific strategies and actions to reduce future risk before a disaster occurs. This proactive approach is fundamental to building a more resilient community.

The HMAP identifies a range of high and moderate priority action items for the City, which are designed to reduce risk and enhance community resilience. These initiatives include:

#### Infrastructure and Facility Hardening:

Actions such as the installation of generators at critical facilities, stormwater management programs to improve drainage capacity, and the

construction of covered areas for emergency vehicles are designed to protect infrastructure and ensure the continuity of essential services during and after a hazard event.

**Public Education and Awareness:** The HMAP outlines programs aimed at educating citizens on various hazards, including fire dangers and power outages. These initiatives seek to increase public awareness and promote individual preparedness measures.

**Emergency Response Enhancement:** The HMAP identifies the need for equipment acquisition, such as a brush truck for wildfire mitigation, and the importance of a routine maintenance schedule for vehicles and equipment to ensure a prompt emergency response.

These actions, along with the City's proactive water conservation and drought contingency plans, provide a framework for building a more resilient Pottsboro.

### Key Takeaways

- Pottsboro's natural environment, characterized by the Northern Post Oak Savanna ecoregion, Cross Timbers soil susceptible to erosion, and location within the Red River Basin, defines its unique ecological context and influences development considerations.
- The City faces a range of natural hazards with tornadoes, extreme heat, and thunderstorms being the most significant threats.

## **Propel Pottsboro 2045 Comprehensive Plan: Base Studies**

- Historical data shows that past hazard events have resulted in documented property damage and a limited number of injuries, highlighting the need for continued mitigation efforts.
- Vulnerable populations, including children under five, older adults, and low-income residents, require special consideration in all hazard mitigation strategies.
- The City proactively addresses its hazard risks through its participation in the 2023 Grayson County HMAP, which provides a long-term framework for infrastructure hardening, public education, and emergency response enhancement.
- The City's existing water conservation and drought contingency plans are crucial for safeguarding its water supply and ensuring community health in the face of future demand and drought risks.