

POTTSBORO  
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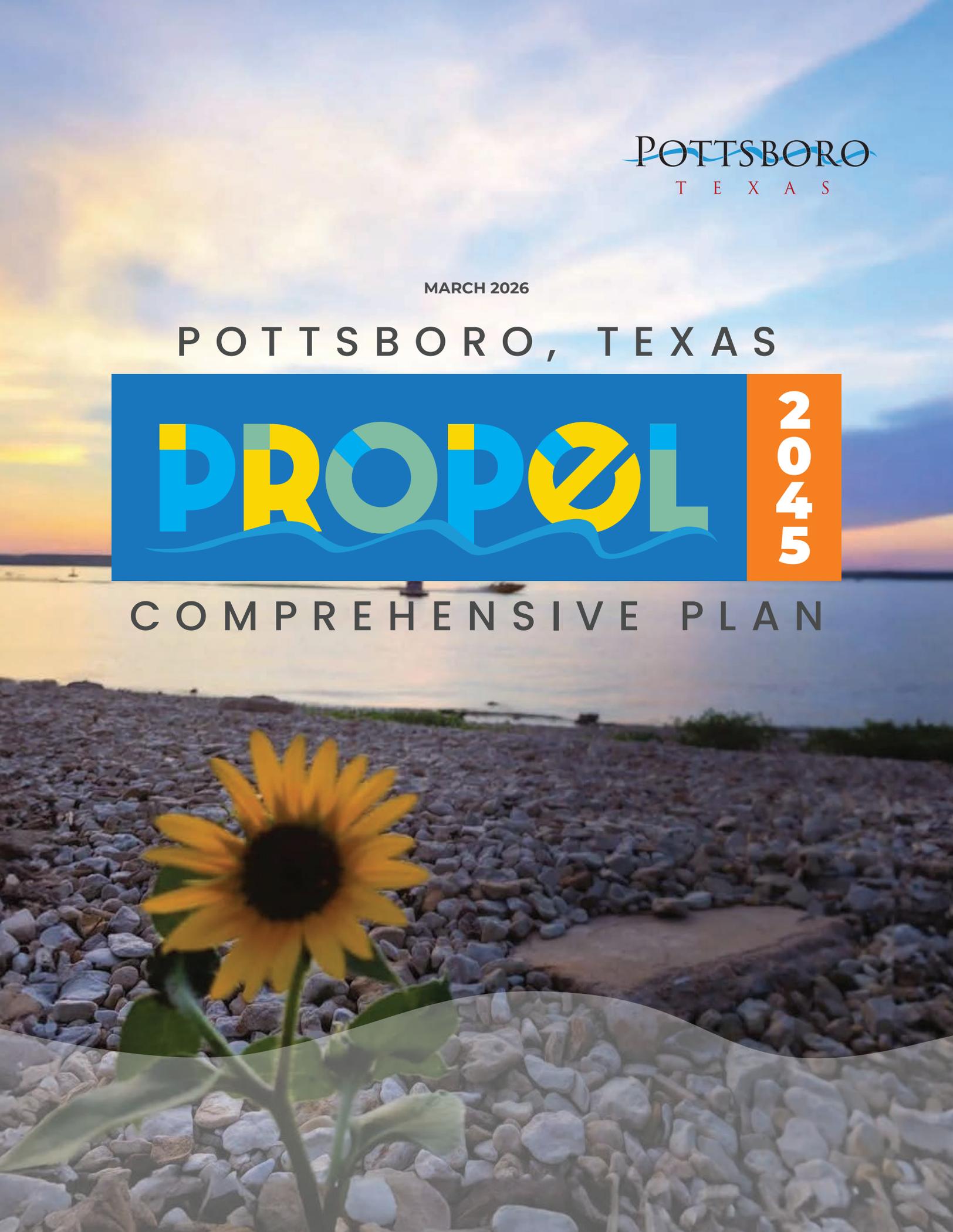
MARCH 2026

POTTSBORO, TEXAS

PROPØL

2045

COMPREHENSIVE PLAN



POTTSBORO, TEXAS



COMPREHENSIVE PLAN



**PREPARED FOR:**

**City of Pottsboro**

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*Adopted March 2, 2026*

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# Acknowledgments

The City of Pottsville would like to thank the numerous individuals who provided knowledge, assistance, and insight throughout the process of developing the **Propel Pottsville 2045** Comprehensive Plan.

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# Executive Summary

**Propel Pottsboro 2045 is Pottsboro’s first-ever Comprehensive Plan.** It serves as the community’s official blueprint for growth, resiliency, and community character. This Plan is informed by over a year of public engagement, and it balances Pottsboro’s valued “small-town feel” with the inevitable growth pressures of the North Texas region.

The guiding star of this Plan is a shared vision of Pottsboro as a thriving lakeside destination. Public input established a clear hierarchy of needs, with infrastructure and growth readiness as their top priority.

## The Vision Statement:

**“The City of Pottsboro will be a thriving lakeside community with convenient proximity to amenities, embracing its small-town charm while fostering sustainable growth, providing a superior educational experience, and cultivating a deliberately aesthetic design.”**

To plan for the City’s future, its current foundation was assessed. The following data points represent the baseline for recommendations:

CATEGORY	KEY STATISTIC	IMPLICATION
Population	2,821	Steady growth requires proactive utility planning.
Housing Stock	88% Single-Family	A need for “Missing Middle” options for seniors and first-time home buyers.
Occupancy Rate	94.5%	A tight market with limited vacancy suggests high demand for new units.
Senior Population	19% Age 65+	A high concentration of seniors necessitates ADA-accessible infrastructure
Land Use	60% Agricultural/ Unzoned	Represents a vast opportunity for strategic, intentional development

## Key Strategies for Growth and Resilience

### 1. Future Growth and Community Character

#### ■ Missing Middle Housing

Update zoning to allow cottage courts and duplexes as buffers between commercial and residential areas.

#### ■ Lakeside Identity

Implement architectural design guidelines (stone accents, timber framing) to ensure new buildings reflect Pottsboro's proximity to Lake Texoma.

#### ■ Strategic Hubs

Direct high-intensity growth toward the Central Hub (FM 120/SH 289) and the Eastern/Western gateways.

### 2. Mobility and Public Facilities

#### ■ Growth Pays for Growth

Adopt a Capital Improvements Plan and Impact fees so new development funds the infrastructure it requires.

#### ■ Safe Pathways for Pedestrians

Prioritize a continuous sidewalk network connecting neighborhoods to destinations such as PISD campuses.

#### ■ Municipal Hub

Consolidate police, fire, and administrative services into a centralized facility to improve response times and operational efficiency.

### 3. Infrastructure and Hazard Resilience

#### ■ Water Security

Actively study the activation of the City's Lake Texoma water rights to ensure long-term independence.

#### ■ Infrastructure Hardening

Retrofit critical facilities with permanent generators and transition new utilities underground to withstand North Texas weather hazards.

#### ■ Redundant Communication

Pair existing outdoor sirens with a high-enrollment CodeRED digital alert system.

## The Implementation Roadmap

***Propel Pottsboro 2045 is designed as a living document; not a study bound to sit on a shelf.***

Implementation is driven by a strategy to leverage state and federal grants from agencies like the Texas Department of Agriculture, Texas Waster Development Board, and United States Department of Agriculture. Staff will provide an annual status of action items to the City Council, and the Plan will undergo a complete review every five years to adjust for shifts in regional economic drivers like Preston Harbor or Texas Instruments.

## Conclusion

Pottsboro stands at a crossroads between passive growth and intentional development. By following this roadmap, the City will protect its fiscal health, secure its natural resources, and **ensure that the "Propel" into its future leads to a thriving, resilient community for generations to come.** ■

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# Appendices

Appendix A: Community Input Survey

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(Texas A&M AgriLife Extension Service)

## Acronyms

**ACS:** U.S. Census Bureau American Community Survey

**AMI:** Advanced Metering Infrastructure

**CEDS:** Comprehensive Economic Development Strategy

**CIP:** Capital Improvements Plan

**COOP:** Continuity of Operations Plan

**CRC:** Certified Retirement Community

**DGNO:** Dallas, Garland, & Northeastern Railroad

**ETJ:** Extraterritorial Jurisdiction

**FEMA:** Federal Emergency Management Administration

**FLUM:** Future Land Use Map

**FWS:** Fish and Wildlife Service

**GLO:** Texas General Land Office

**HMAP:** Grayson County Hazard Mitigation Action Plan

**IBC:** International Building Code

**LQ:** Location Quotient

**MCM:** Minimum Control Measures

**MGD:** Million Gallons per Day

**NEC:** National Electric Code

**NFIP:** National Flood Insurance Program

**NMFN:** National Multimodal Freight Network

**NTRA:** North Texas Regional Airport

**P3:** Public-Private Partnership

**PADA:** Pottsboro Area Development Alliance

**PISD:** Pottsboro Independent School District

**RCP:** Resilient Communities Program

**RRGCD:** Red River Groundwater Conservation District

**RWPA:** Regional Water Planning Area

**SWMP:** Stormwater Management Program

**TAPS:** Texoma Area Paratransit System

**TCEQ:** Texas Commission on Environmental Quality

**TCOG:** Texoma Council of Governments

**TDA:** Texas Department of Agriculture

**TEA:** Texas Education Agency

**TNER:** Texas Northeastern Railroad

**TPDES:** Texas Pollutant Discharge Elimination System

**TWDB:** Texas Water Development Board

**TxDOT:** Texas Department of Transportation

**USDOT:** United States Department of Transportation

**WUI:** Wildland Urban Interface

**WWTP:** Wastewater Treatment Plant





# 01. THE PLAN'S FOUNDATION



# Purpose

## Project Purpose and History

In early 2024, the City of Pottsboro (“City” or “Pottsboro”) embarked on the development of its first-ever Comprehensive Plan, entitled **Propel Pottsboro 2045** (“Plan”). A comprehensive plan serves as a community’s official blueprint for the future by providing a long-range vision and including policy direction for physical development. The title is a nod to the community’s identity as a lakeside destination and its vital connection to Lake Texoma.

This Plan applies to all land within the corporate limits and extraterritorial jurisdiction (“ETJ”) of the City, as shown in **Figure 1.1**. It addresses key interconnected elements such as land use, housing, infrastructure, and community character, and the authority for the City to prepare and adopt this Plan is granted by **Chapter 213** of the Texas Local Government Code. As the community’s primary policy guide, this forward-looking document is designed to manage growth and shape the provision of services for residents, businesses, and visitors over the next two decades. This collaborative effort was made possible through the Texas General Land Office’s (“GLO”) Resilient Communities Program (“RCP”) and was developed in partnership with Antero Group, an urban and rural planning and consulting firm.

In alignment with the GLO’s program, a key component of this Plan is a strong focus on community resilience. The City recognizes the importance of integrating relevant portions of the Grayson County Hazard Mitigation Action Plan (“HMAP”) to identify and mitigate risks associated with natural disasters. Beyond that, this Plan directly addresses the challenges associated with growth, including strategies and policies to ensure Pottsboro is well-prepared for the future.

The planning process officially began with a kickoff meeting with City staff on September 11, 2024. A Comprehensive Plan Advisory Committee consisting of city staff, elected and appointed officials, and representatives from the business, real estate, and education sectors, was subsequently formed to guide the process and ensure the Plan reflects community values. Following the launch of the project website, [propelpottsboro.org](http://propelpottsboro.org), and a community-wide input survey in October 2024, the process included a series of stakeholder workshops, public meetings, and advisory committee meetings throughout late 2024 and 2025 to review existing conditions, refine the community’s vision and goals, and develop the policies and Future Land Use Map (“FLUM”) that form the core of this document.

Figure 1.1.

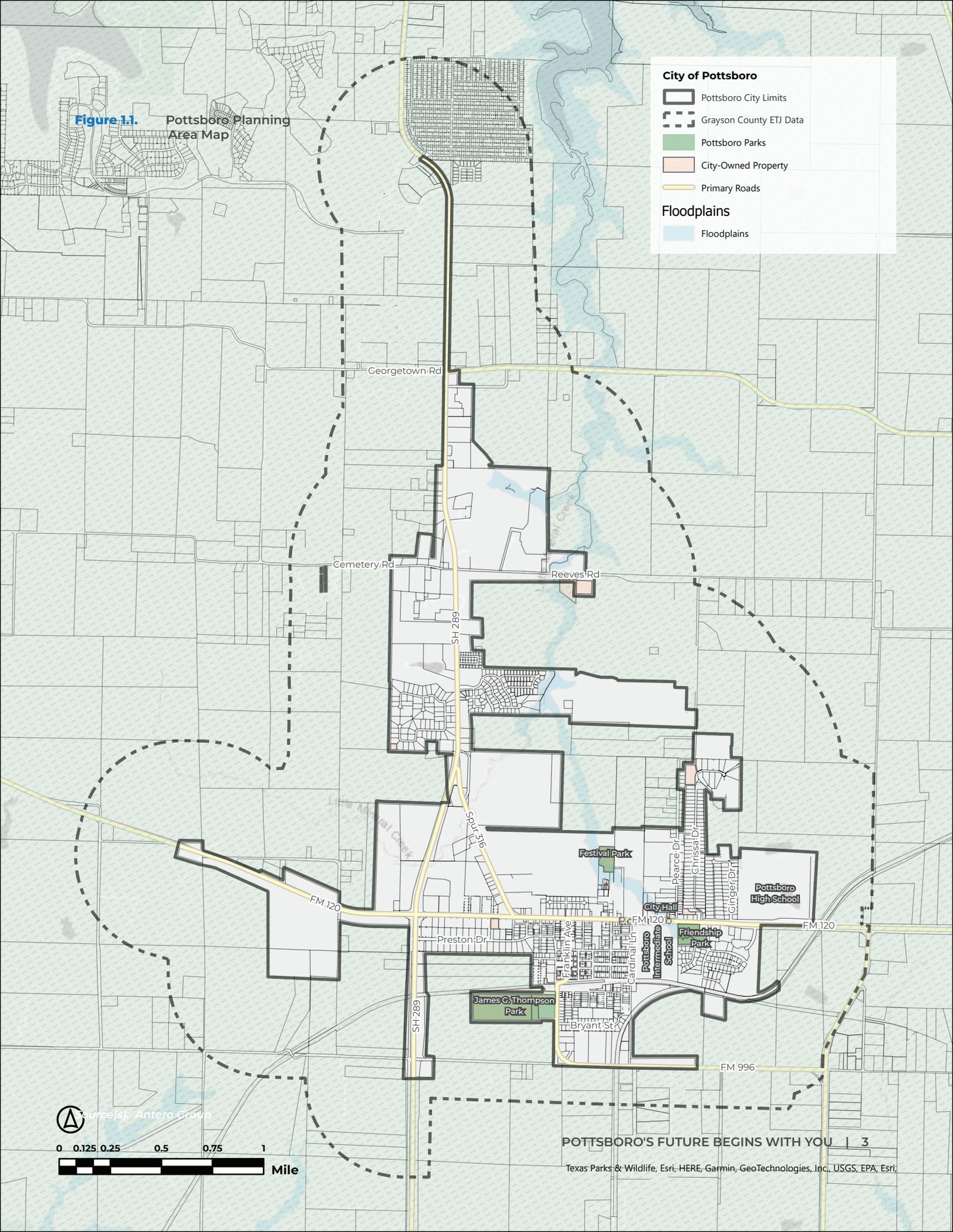
Pottsboro Planning Area Map

**City of Pottsboro**

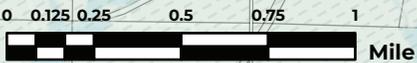
- Pottsboro City Limits
- Grayson County ETJ Data
- Pottsboro Parks
- City-Owned Property
- Primary Roads

**Floodplains**

- Floodplains



Source(s): Antero Group





## Roles in the Planning Process

The development of this Plan was a collaborative effort involving several groups, each with a distinct and vital role.

### ■ **The Community**

Residents, business owners, and local stakeholders are the foundation of this Plan. Their primary role was to provide direct input on values, priorities, and future aspirations through surveys, public workshops, and hearings.

### ■ **Comprehensive Plan Advisory Committee**

This committee served as the primary steering body for the Plan. Designed to represent a cross-section of the community, this group's role was to guide the planning process, review technical analyses, deliberate policy alternatives, and ensure the final Plan reflects the community's vision.

### ■ **City Staff**

Key staff members provided essential data, institutional knowledge, and technical support throughout the process, ensuring

the Plan is grounded in the operational realities of the City.

### ■ **Planning & Zoning Commission**

As required by state law, the Planning & Zoning Commission's role is to review the draft comprehensive plan for consistency with the City's long-term goals and make a formal recommendation to the City Council.

### ■ **City Council**

The City Council has the ultimate authority in the planning process. Their role is to hold public hearings to receive final community input and to formally adopt the Comprehensive Plan as official City policy.

### ■ **Consultant Team**

The consultant, Antero Group, was responsible for managing the project, facilitating public engagement, conducting technical analysis, and drafting the Plan document based on direction provided by the community, the advisory committee, and the City.

# Community Engagement and Vision

The vision and goals that form the foundation of this Plan are a direct result of a robust community engagement process. To ensure the final Plan is a true reflection of the community's aspirations, several methods were utilized to gather input from a wide range of residents, business owners, and stakeholders:

## ■ Community Input Survey

A comprehensive online survey was conducted from October to December 2024 to gather broad quantitative and qualitative data on community values, concerns, and priorities for the future. The complete responses to this survey are found in **Appendix A**.

## ■ Stakeholder Workshop

A dedicated workshop was held with key community leaders and representatives from various sectors to gain focused insights on specific challenges and opportunities related to economic development, education, and civic life.

## Community Engagement Process

The engagement process was designed to understand what residents value most about Pottsboro and what their highest priorities are for the future. The Community Input Survey was a cornerstone of this effort and revealed a community that is highly satisfied with its quality of life, valuing its **small-town character**, strong sense of **community**, and access to **Lake Texoma**. The most frequently used words to describe Pottsboro were *"Small," "Friendly," "Quiet," "Community,"* and *"Safe."*

The survey also highlighted key challenges and opportunities. Residents expressed significant concerns about managing future growth, the potential for overdevelopment, and the need for improved infrastructure, particularly roads

## ■ Public Workshops

Interactive public meetings were held to present findings and provide a forum for residents to give direct feedback on the draft vision, goals, and future land use alternatives.

and water systems. When asked to identify the most pressing issues for the next 10-15 years, the top three responses were:

- Improving infrastructure such as roadways, water supply, and sewer lines.
- Expanding commercial and retail opportunities.
- Maintaining Pottsboro's unique character.

This focus on infrastructure was reinforced during the first public workshop where residents were asked to prioritize their desires for the City. Though given four categories to choose from, **Infrastructure and Growth Readiness** emerged as the clear top priority, receiving 51.7% of all input.



# Vision Statement and Guiding Principles

Synthesizing this public feedback, the following Vision Statement was crafted to serve as the Plan's North Star, articulating the community's shared aspiration for the future.

## Vision Statement

**“The City of Pottsville will be a thriving lakeside community with convenient proximity to amenities, embracing its small-town charm while fostering sustainable growth, providing a superior educational experience, and cultivating a deliberately aesthetic design. Through the intentional use of funding, unique partnerships, and infrastructure investments, Pottsville will create a vibrant destination for families, businesses, and visitors where civic pride flourishes.”**

## Overarching Goals and Objectives

To bring this vision to life, nine guiding principles, or goals, were developed. **These goals provide the foundational policy direction for the entire Plan and represent the community's core priorities for charting its course forward.**

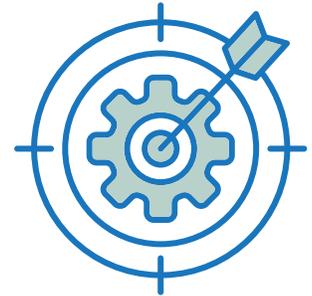
- **Goal #1:** Create a business-friendly environment supporting sustainable economic growth.
- **Goal #2:** Promote a balanced inventory of housing choices enhancing access to homeownership.
- **Goal #3:** Enhance partnerships with schools, libraries, and regional education centers to improve access to quality educational opportunities.
- **Goal #4:** Invest strategically in public infrastructure to support responsible and sustainable growth.
- **Goal #5:** Cultivate a deliberately aesthetic design throughout the City to enhance the overall community character.
- **Goal #6:** Prioritize access to parks, green spaces, and natural areas, promoting healthy lifestyles.
- **Goal #7:** Promote branding of Pottsville as a desirable lakeside community.
- **Goal #8:** Invest in and improve access to utilization of municipal facilities.
- **Goal #9:** Promote land use policies that support sustainable growth and the preservation and protection of the environment.

While these goals are essential for achieving the community's vision, **the public engagement process revealed a clear hierarchy of priorities.** Goal #4 emerged as the community's top priority, receiving more than double the support for any other single goal. Other high-priority goals included enhancing

educational partnerships (*Goal #3*), improving municipal facilities (*Goal #8*), and supporting sustainable economic growth (*Goal #1*). This feedback underscores the community's immediate focus on strengthening the foundational systems that support quality of life and future growth.

## Objectives

**To translate these broad goals into concrete actions, a series of draft objectives were developed and presented to the Advisory Committee for review before making them available for public comment.** Based on feedback received, these objectives were refined to ensure greater specificity, address critical community concerns such as future water independence and preserving housing character, and confirm fiscal responsibility.



To organize these efforts, the objectives are grouped into five thematic categories. **These categories provide the foundational framework for the policy chapters of this Plan, where the specific objectives and implementation strategies are detailed:**

### ■ Zoning and Development

Focuses on land use regulations, development standards, and housing policies to guide the physical growth of the community.

### ■ Infrastructure and Utilities

Addresses the core physical systems that support the City, including water, wastewater, streets, sidewalks, and emergency facilities.

### ■ Community and Public Services

Pertains to the services and facilities that enhance quality of life, such as parks, public safety, educational partnerships, and community gathering spaces.

### ■ Branding and Character

Relates to the visual and aesthetic quality of the community, including design guidelines, landscaping standards, and efforts to strengthen Pottsville's unique identity.

### ■ Business and Administration

Encompasses strategies for economic development, improving administrative efficiency, and fostering a business-friendly environment through streamlined processes.

# Plan Framework

This Plan is organized to tell a clear story, moving from a high-level vision, to specific, actionable steps. The remaining chapters of this Plan are as follows:

- **Chapter 2** provides “*who Pottsville is*” through a comprehensive analysis of existing conditions, data, and trends that inform the Plan’s recommendations.
- **Chapter 3, 4, and 5** will detail the “*what we’ll do*” by outlining specific policies, strategies, and the Future Land Use Map that will guide Pottsville’s development.
- **Chapter 6** will outline the “*how we’ll do it*” by providing a clear action plan for turning the community’s vision into a reality.
- **Chapter 7** will synthesize the key findings of the planning process and reiterate the purpose for developing a vision, goals, and a plan for preparing Pottsville for the years ahead.

This chapter established the “*why*” behind the Plan, detailing the community engagement process, the overarching vision, and the guiding goals built upon extensive community input and representing the community’s future aspirations. **To chart a realistic course toward that future, these goals must be grounded in a clear and objective assessment of Pottsville’s current strengths, challenges, and opportunities. The following chapter provides the context for this data-driven foundation.** ▶

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# 02. COMMUNITY PROFILE

**This chapter provides a profile of the City's existing conditions across key sectors, including demographics, housing, the economy, and land use.** The findings serve as the factual foundation for this Plan, highlighting the challenges and opportunities that directly inform the goals, objectives, and strategies in the chapters that follow.

# 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 2.1. 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, the Hagerman National Wildlife Refuge in Sherman, and Eisenhower State Park in Denison.

The City is conveniently located near key regional institutions like Grayson College and infrastructure such as the North Texas Regional Airport. Neighboring urban amenities are highly accessible, with Denison just five miles away and the county seat of Sherman approximately fifteen miles to the south. Major transportation arteries such as US Highway 75 enhance the City’s regional access. The Dallas-Fort Worth-Arlington Metropolitan Area and DFW International Airport are located within 80 miles, connecting Pottsboro to the larger region.

Figure 2.1. Regional Map



# 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, including a relaxing and welcoming atmosphere for residents and visitors.

**Today, the recreational opportunities offered by Lake Texoma contribute to the local tourism economy and help define Pottsboro's character.**

Source: *The Historical Marker Database*



# Demographic Data

This section highlights demographic data and trends crucial for understanding Pottsboro’s current situation and anticipating future challenges. Key demographic characteristics for Pottsboro, as illustrated in **Figure 2.2**, include an estimated population of 2,624, and an average household size of 2.64. Analyzing these demographics provides the basis for forecasting future demand for housing, infrastructure, and public services so the City can plan effectively for its residents.

**Figure 2.2.** Demographic Snapshot

CHARACTERISTIC	VALUE
Population	2,821
Housing Stock	994
Occupancy Rate	2.64
Population	26.0%
Housing Stock	35.5%
Occupancy Rate	71.7%
Population	94.5%

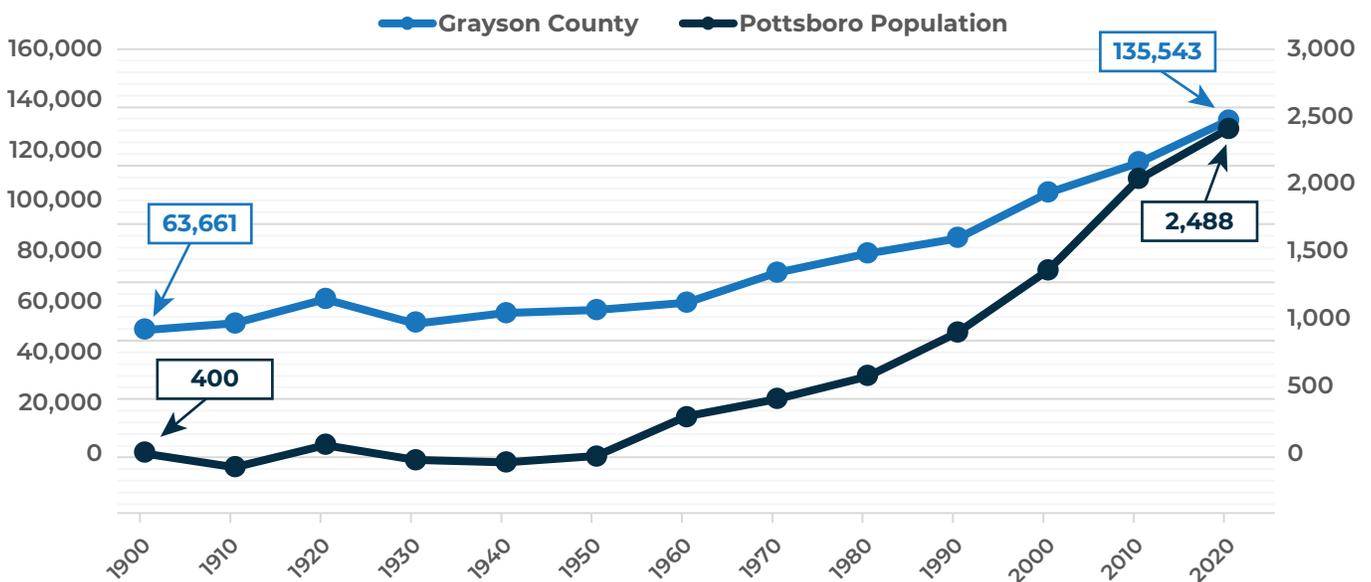
Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

## 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 2.3**.

**Figure 2.3.** Historical Population Growth, Pottsboro and Grayson County (1900-2020)



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

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 2.4**.

**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.

**Residential building activity, a key indicator of growth, remains steady and consistent with recent years.** In 2024, the City processed 20 building permits for new single-family homes 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. As of September 2025, an additional 22 homes are either permitted or in the final plat stage. This level of activity, along with development plan permits for larger projects between FY 2024 and FY 2025, is **consistent with recent growth trends and signals ongoing development interest**.

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.

**Figure 2.4.** Historical Population Trends (1900–2020)

YEAR	POTTSBORO POPULATION	10-YEAR GROWTH	ANNUAL RATE
1900	400	--	--
1910	313	-22%	-2%
1920	454	45%	5%
1930	358	-21%	-2%
1940	342	-4%	0%
1950	383	12%	1%
1960	640	67%	7%
1970	748	17%	2%
1980	895	20%	2%
1990	1,177	32%	3%
2000	1,576	34%	3%
2010	2,160	37%	4%
2020	2,488	15%	2%

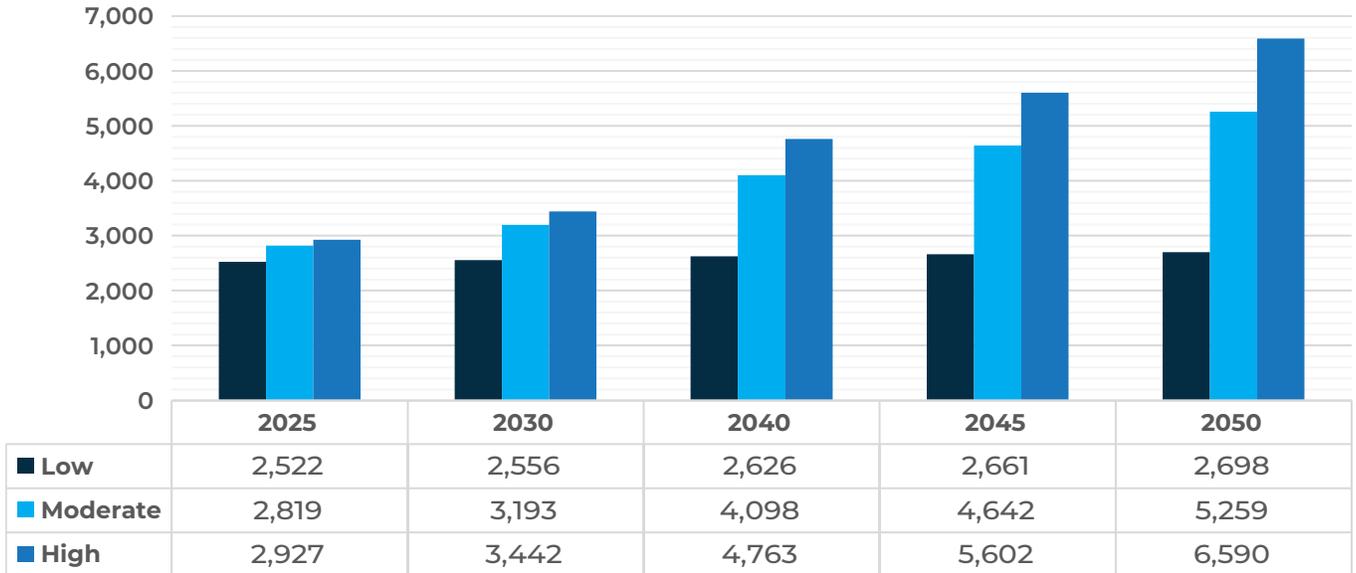
Source(s): Antero Group; U.S. Census Bureau, Decennial Census (1900-2020)

## POPULATION PROJECTIONS

**Estimating future population growth for Pottsgoro requires analysis of historical data, market trends, and development patterns to anticipate future growth and create informed projections.** Three scenarios were developed using a Compound Annual Growth Rate (“CAGR”) method to project Pottsgoro’s population by 2050: low, moderate, and high growth. The moderate growth scenario of 2.53% annually is based on the City’s average growth rate from 1990 to 2020. The high (3.3%) and low (0.27%) scenarios reflect the range of growth Pottsgoro experienced during the fastest and slowest decades over the past century. These scenarios, shown in **Figure 2.5**, provide a framework for planning for different potential futures.

While current indicators point toward the moderate growth scenario, regional drivers like the Preston Harbor development and improved access to outside employment opportunities via US Highway 75 could accelerate growth. Conversely, the City’s limited ability to annex new land may temper this potential. Therefore, this Plan is primarily based on the moderate scenario, while also providing strategies to manage higher-than-expected growth pressures. **Preparing for a range of outcomes will ensure adequate infrastructure, diverse economic opportunities, and quality housing options are available to accommodate new residents.**

**Figure 2.5.** Projected Population Growth Scenarios, 2025-2050



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

## Age and Sex

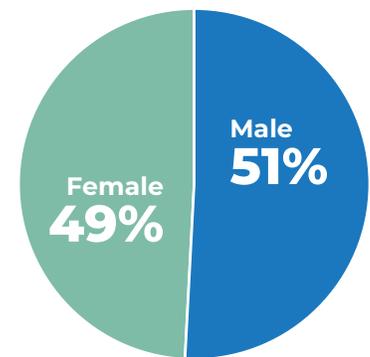
The age and sex distribution of a community's population provides critical insights into its current character, future service demands, and workforce potential. Understanding these demographics helps the City plan for appropriate housing, facilities, and social services that cater to different groups.

**Pottsboro's median age is estimated to be 40.7**, slightly higher than County (39.6), national (38.7), and state (35.9) medians. With 38% of the City's population aged 45 and older, planning for services and housing that appeal to active adult and retirement communities will be critical over the next 20 years. In contrast, the largest single age group is 15-to-19-year-olds, comprises 8% of the population as depicted in **Figure 2.6**.

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.

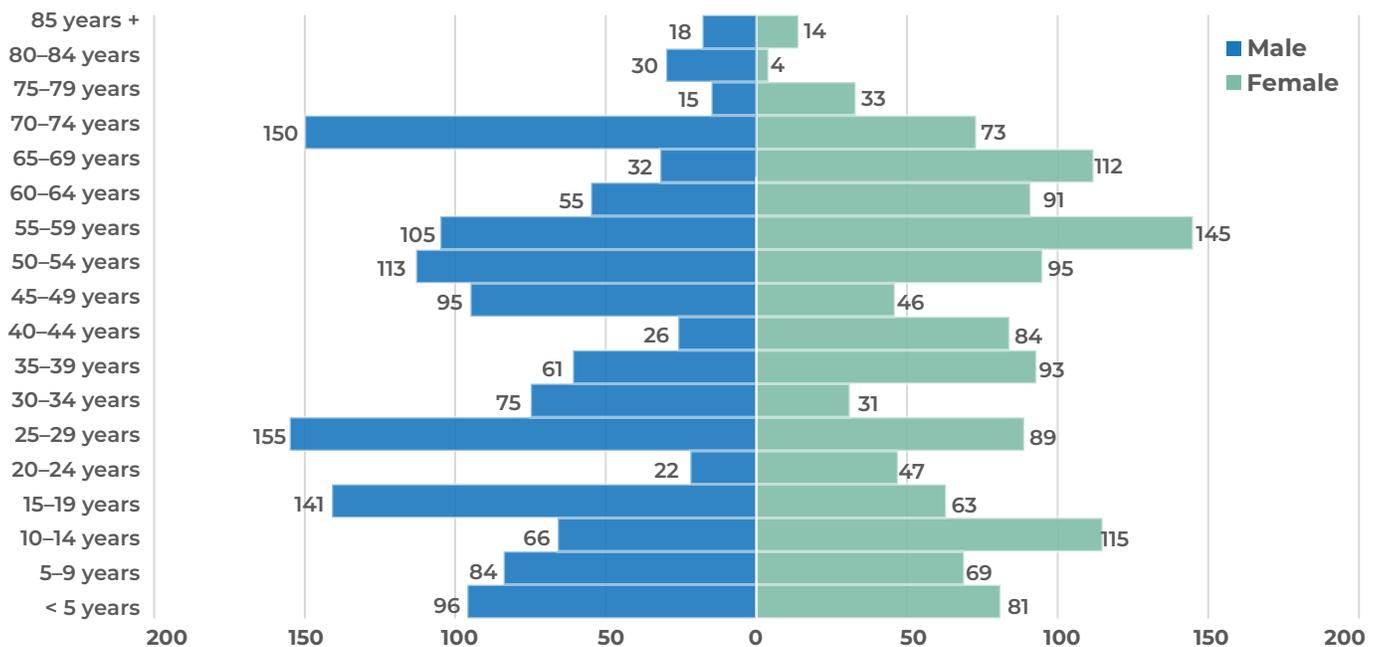
**Figure 2.7** illustrates the distribution of males and females in the City. The population of men and women in the City is nearly evenly distributed, with males constituting 51% of Pottsboro's population and females 49%.

**Figure 2.7.** Sex Distribution



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

**Figure 2.6.** Age and Sex Distribution



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

## Race and Ethnicity

Population and employment opportunities in North Texas are dynamic, driven by domestic and international migration alongside an influx of companies that influence the region's racial and ethnic composition. Understanding Pottsboro's current demographics is essential for fostering an inclusive culture and building stronger, more vibrant communities for all residents.

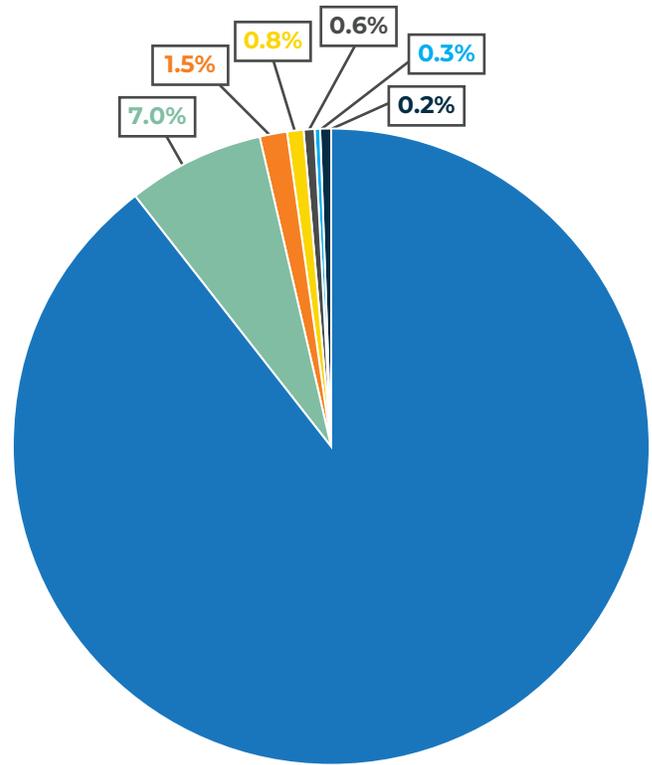
Pottsboro's racial composition is predominantly White. According to the 2023 ACS 5-Year Estimates, 89.5% of Pottsboro's population identified as White Alone as illustrated in **Figure 2.8**. In comparison, Grayson County's population is 87% White, Texas is 76.8% White, and the national percentage of 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, Pottsboro's population is characterized by a large youth cohort, a significant share of active adults approaching retirement age, and a predominantly White racial composition. These demographic realities, particularly the need to attract and retain working-age adults and foster an inclusive environment, will be key considerations for future economic development and community-building strategies.

## 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 2.8.** Racial and Ethnic Composition



RACE	%
White	89.5%
Two or More Races	7.0%
Some Other Race Alone	1.5%
Black or African American	0.8%
American Indian or Alaska Native	0.6%
Asian Alone	0.3%
Native Hawaiian and Other Pacific Islander	0.2%

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

**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.

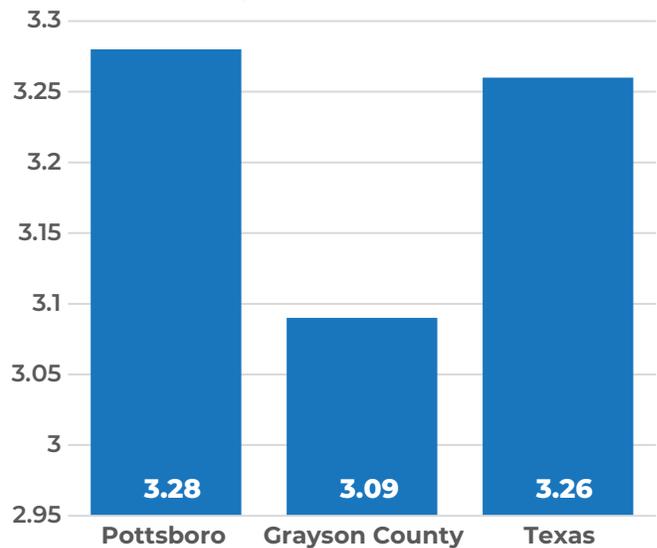
The City’s average family size of 3.28 people is slightly larger than Texas’s average of 3.26, as shown in Figure 2.9. Accommodating the diverse needs of both larger families and smaller households—including retired and single populations—necessitates consideration of a range of housing options, which 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

Figure 2.9. Average Family Size; Pottsboro, Grayson County, and State of Texas

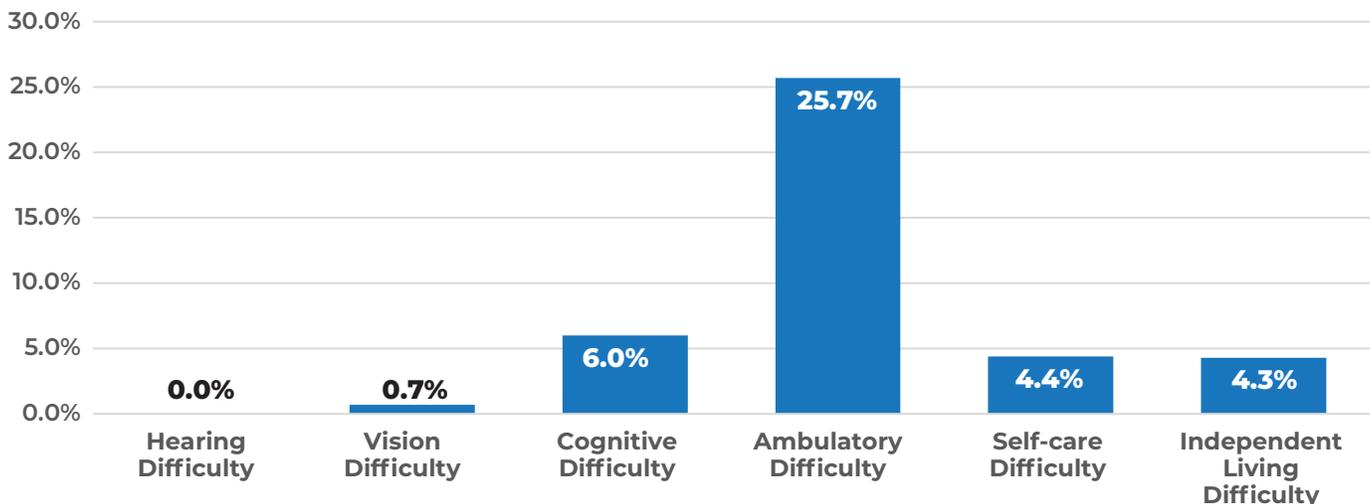


Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

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 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 2.10 demonstrates, 25.7% of residents aged 65 and older experience difficulties with mobility, and 6.0% face cognitive challenges.

Figure 2.10. Health Issues by Percentage of Population for Ages 65 and Over



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

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

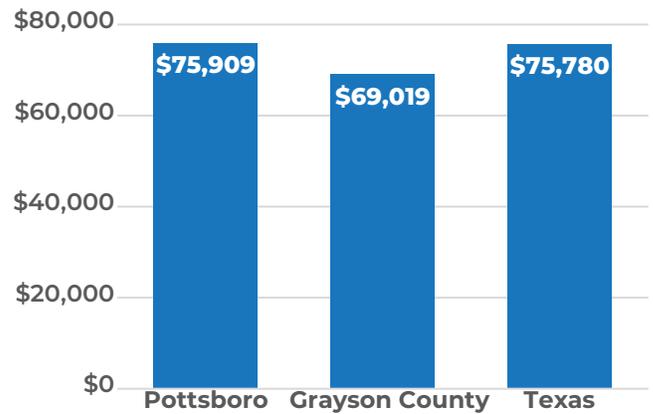
positively influences their independence and social participation, particularly for those who are socially isolated, at risk of falling, or have underlying issues affecting their movement and balance. An accessible environment is therefore fundamental to enabling older adults to maintain independence and manage their daily needs effectively.

## 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 2.11**. 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.

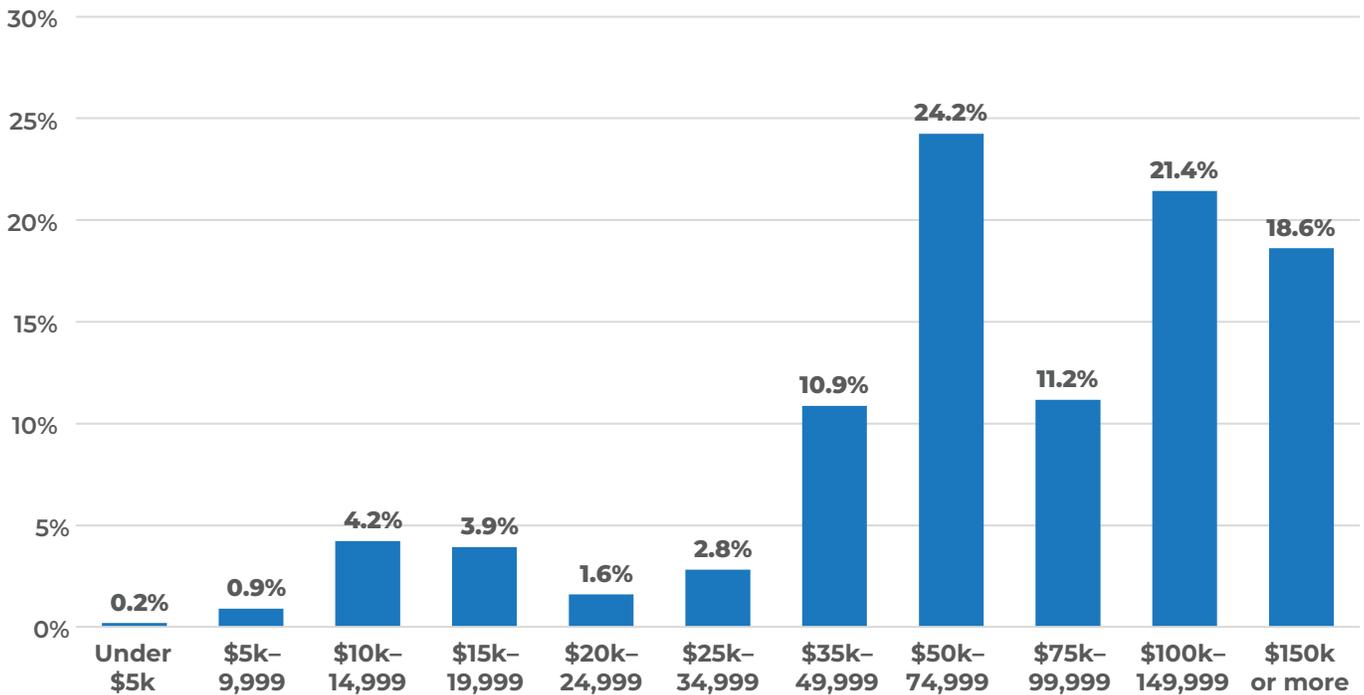
A more detailed examination of household income distribution, as illustrated in **Figure 2.12**, reveals that the largest share of Pottsboro households (24.4%) falls within the \$50,000 to \$74,999 income bracket. Additionally, a significant proportion (21.4%) earns between

**Figure 2.11.** Median Household Income; Pottsboro, Grayson County, and State of Texas



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

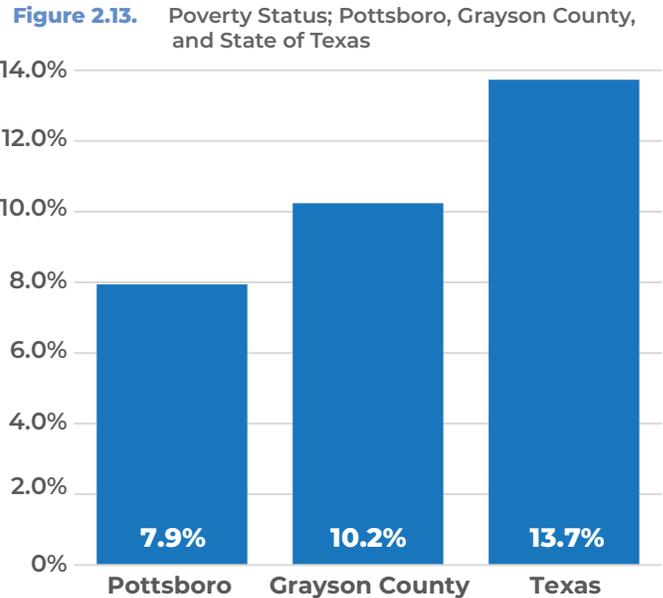
**Figure 2.12.** Households by Income



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

\$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.

The poverty rate in Pottsboro, as shown in **Figure 2.13**, 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**.



Source(s): 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

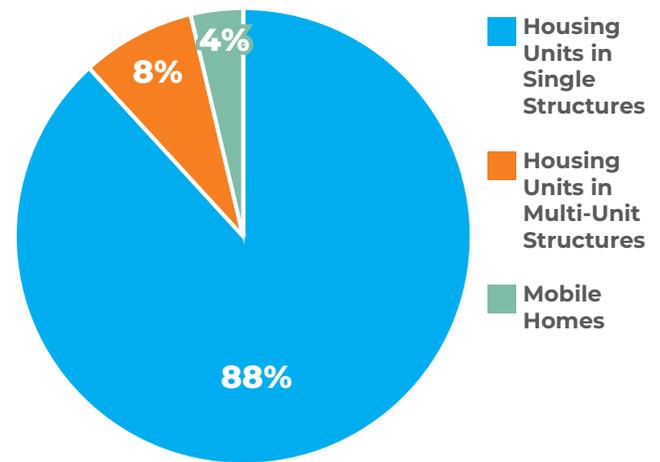
Housing characteristics, including dwelling quality, location, and prices, can significantly impact a community's future growth and well-being. By analyzing these current conditions, we can assess whether the needs

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

**Single-family homes dominate Pottsgoro's housing stock**, representing 88% of all units as shown in **Figure 2.14**, with multi-unit structures and mobile homes comprising the remaining 12%. The lack of housing diversity, combined with a high occupancy rate of nearly 95% that will be further discussed in the Occupancy section of this chapter, indicates a tight housing market with limited options. **Addressing this may require exploring a wider range of housing types to accommodate young, first-time home buyers and a growing population.**

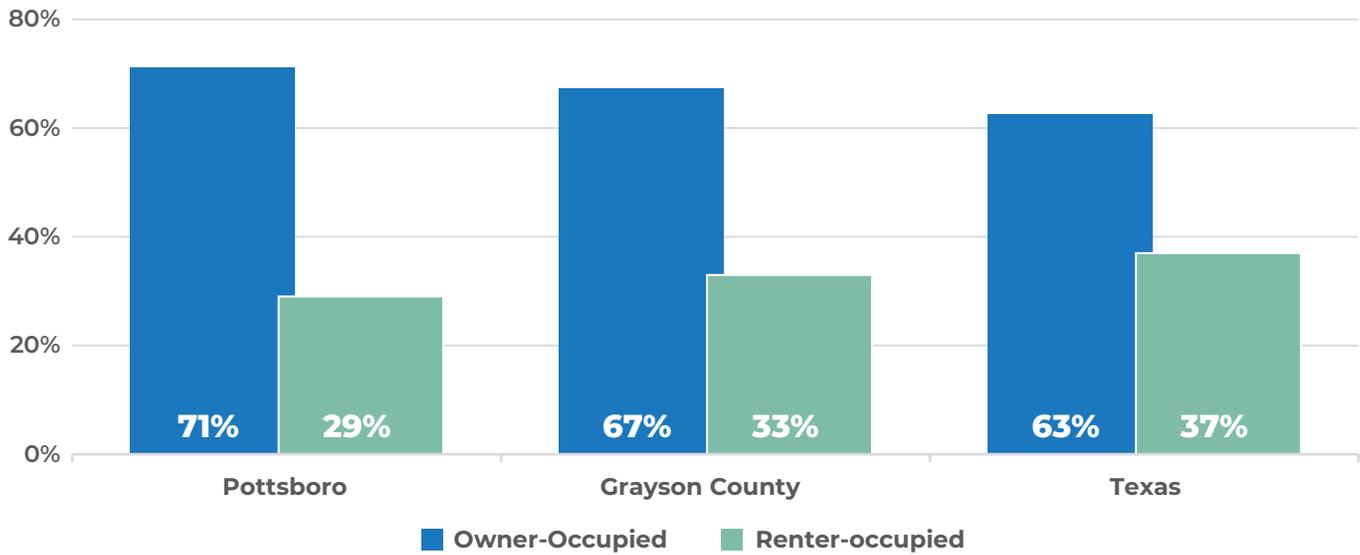
**Figure 2.14.** Housing Units by Structure Type



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

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**Figure 2.15.** Housing Units by Occupant Type



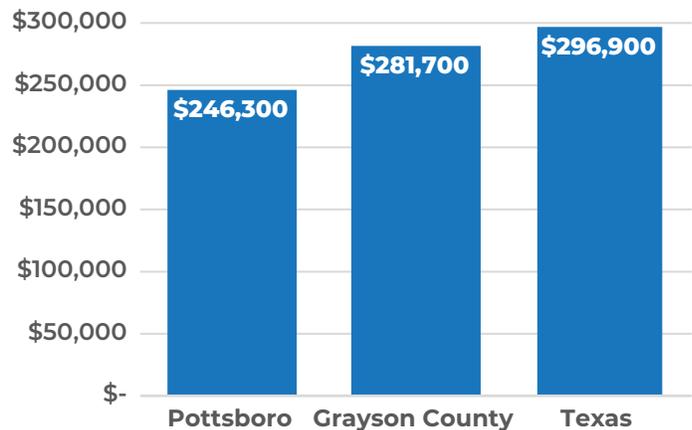
Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

**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.

This strong homeownership emphasis in Pottsboro, with 71% owner-occupied units compared to 29% renter-occupied units, is further illustrated in **Figure 2.15**, 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

**Figure 2.16.** Median Home Value; Pottsboro, Grayson County, and State of Texas



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

related sectors like construction and home improvement.

As **Figure 2.16** 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.

## AGE OF HOUSING STRUCTURES

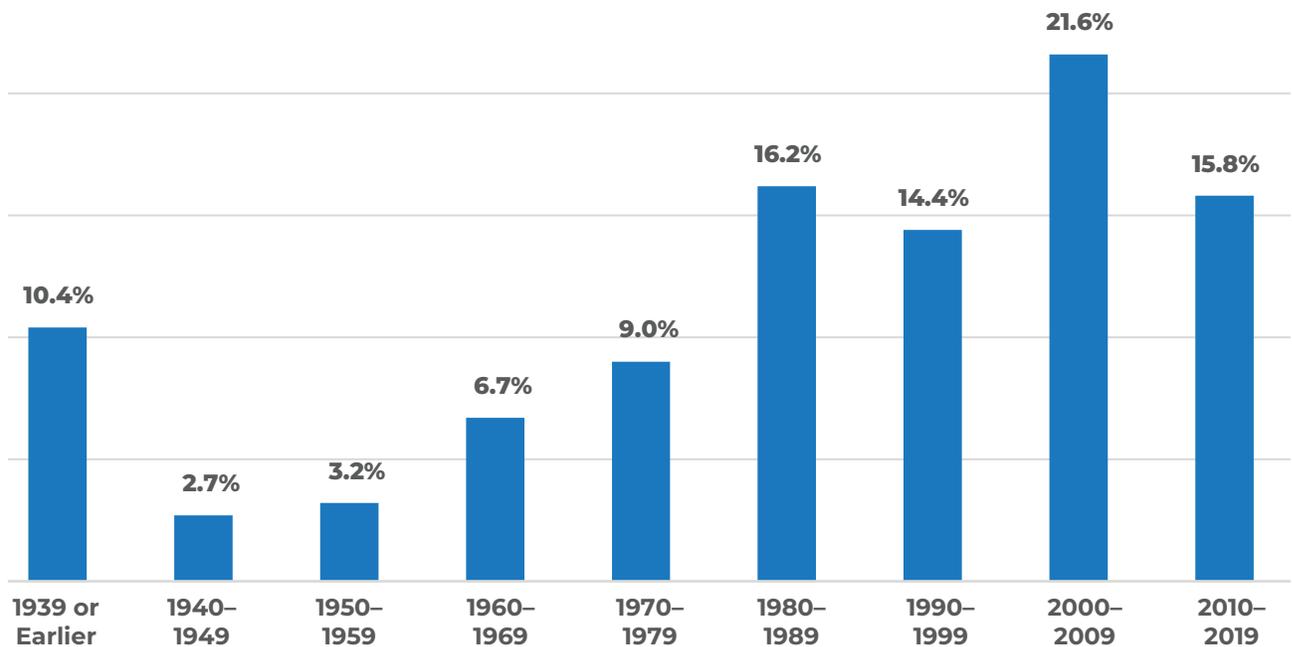
**The age of housing structures significantly affects decisions about land use, infrastructure capacity, and the overall character of a community.** A thoughtful approach is necessary to balance preservation, modernization, and sustainability. Older structures often showcasing distinctive architectural 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 2.17** 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.

**To meet the needs of an aging population, planning efforts should focus on ensuring that older neighborhoods are accessible for individuals with mobility challenges.**

**Figure 2.17.** Percentage of Homes Built by Year



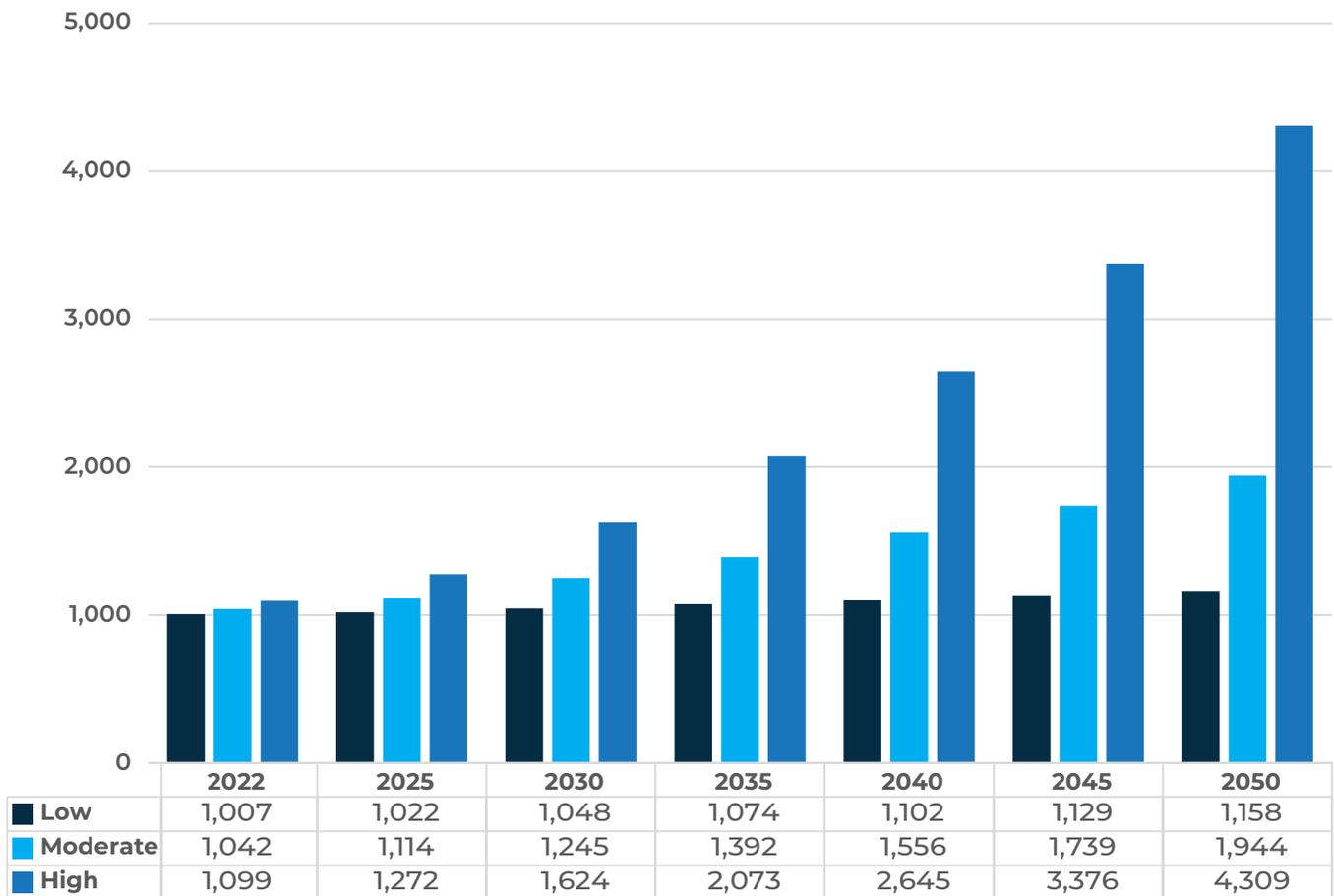
Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

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

To estimate future housing needs, three growth scenarios were developed for the period from 2020 to 2050 as illustrated in **Figure 2.18**. The moderate growth rate of 2.25% is based on average housing growth from 1990 to 2020, while the low (0.05%) and high (5%) rates reflect the historical range of development activity.

**Figure 2.18.** Total Projected Housing Unit Estimates, 2025-2050

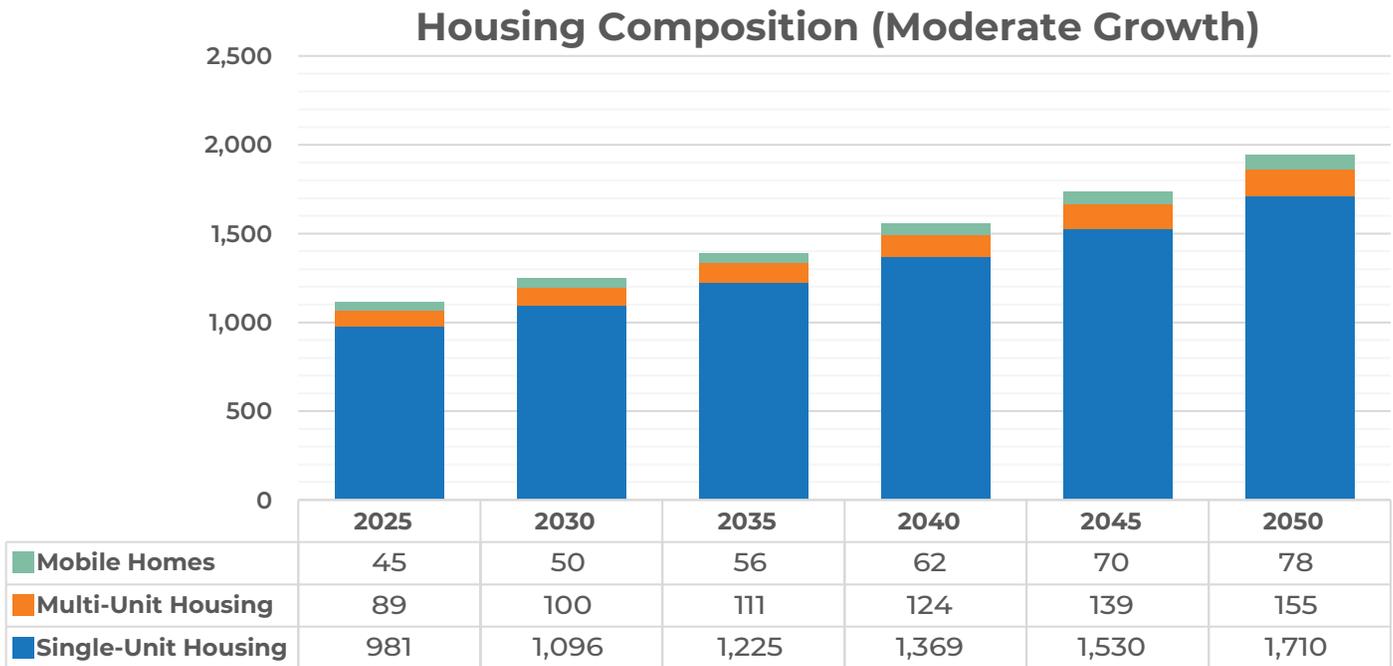


Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

These 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 2.19**. Utilizing these projections, the City can ensure 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.

**Figure 2.19.** Total Projected Housing Unit Estimates by Type, 2025-2050



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

## Housing Density

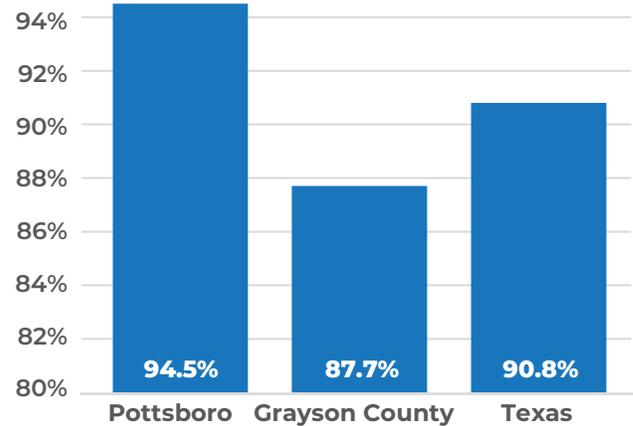
According to the 2023 ACS 5-year estimates, housing density in Pottsville was 348.6 units per square mile (approximately 0.54 units/acre) in 2020, showing a steady increase from 181.4 units per square mile in 1990. More recent estimates for 2023-2024 place the housing density at approximately 367.8 units per square

mile, reflecting continued development. As overall density rises, 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 2.20**. 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 2.20.** Housing Occupancy Rates; Pottsboro, Grayson County, and State of Texas



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

## 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.

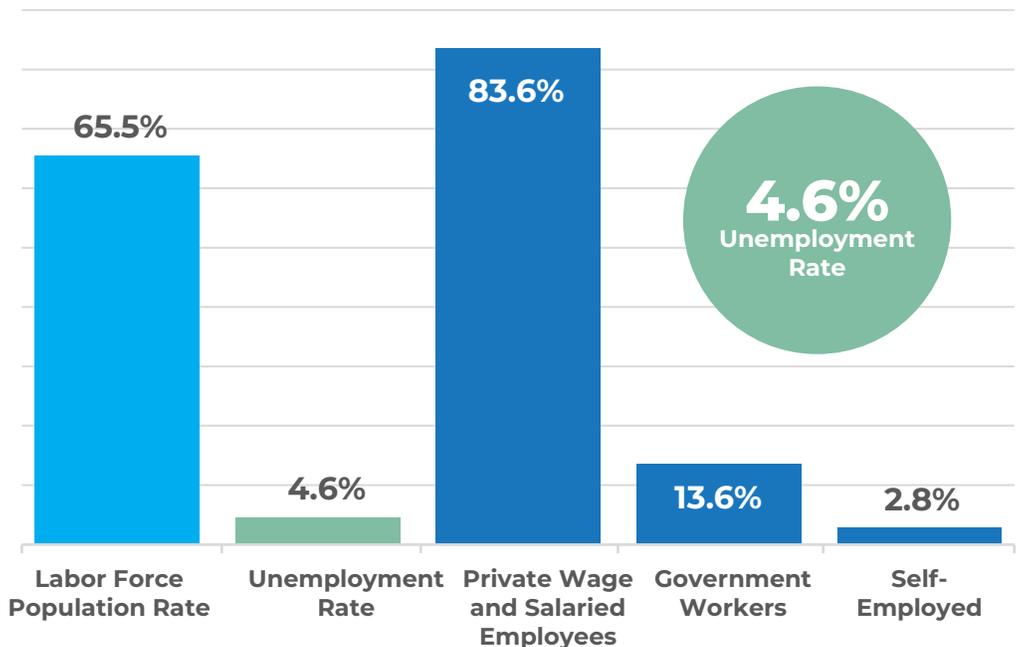
# Economy and Workforce

The workforce, education level, industry, and employment composition are essential for Pottsville'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, Pottsville'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 2.21**. 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 2.21.** Workforce Composition as a Percentage of Population



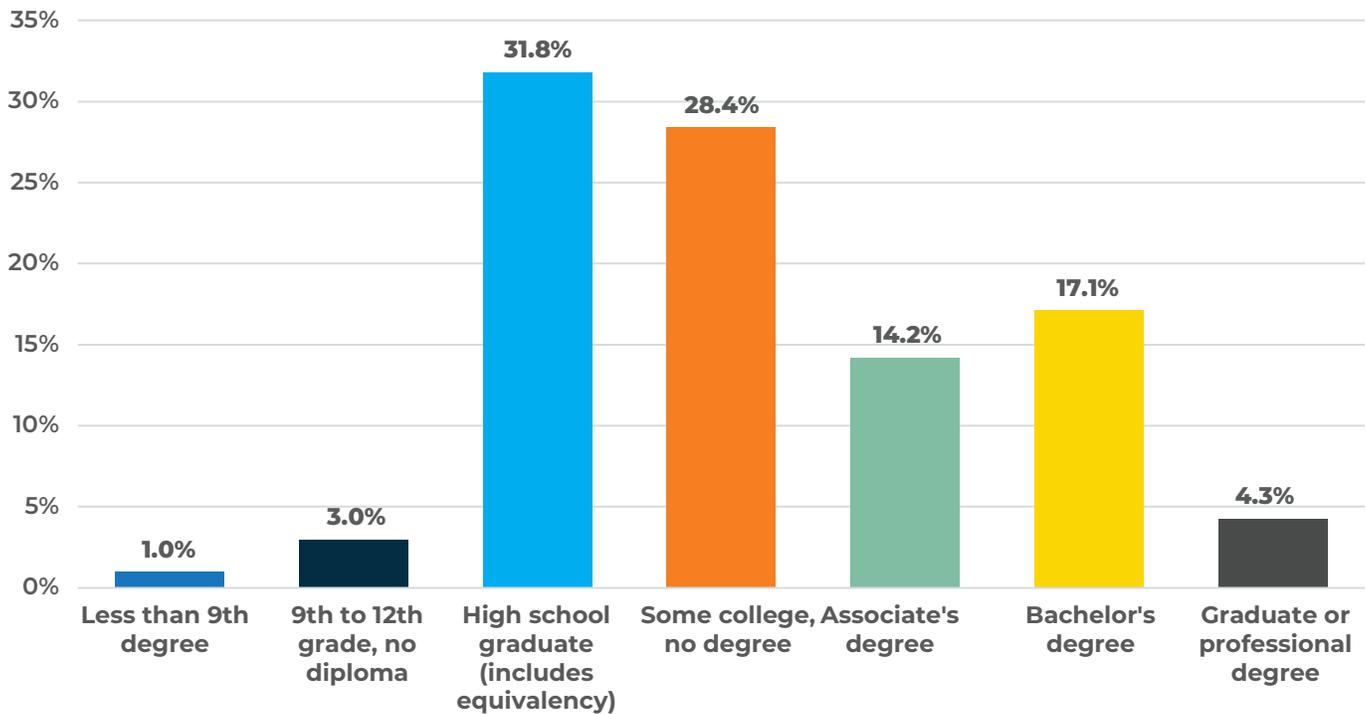
Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

## Education Level

**Educational attainment is considered a key indicator of earning potential and improved socioeconomic status.** The levels of educational attainment by Pottsboro residents are depicted in **Figure 2.22**. 95.8% of residents have at least graduated high school, exceeding rates for both Grayson County (89.6%) and Texas

(96.3%). However, only 35.6% of residents hold a post-secondary degree. This disparity suggests a potential area for workforce development and highlights the importance of access to higher educational opportunities, particularly in professional fields across North Texas, to enhance local competitiveness.

**Figure 2.22.** Educational Attainment



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

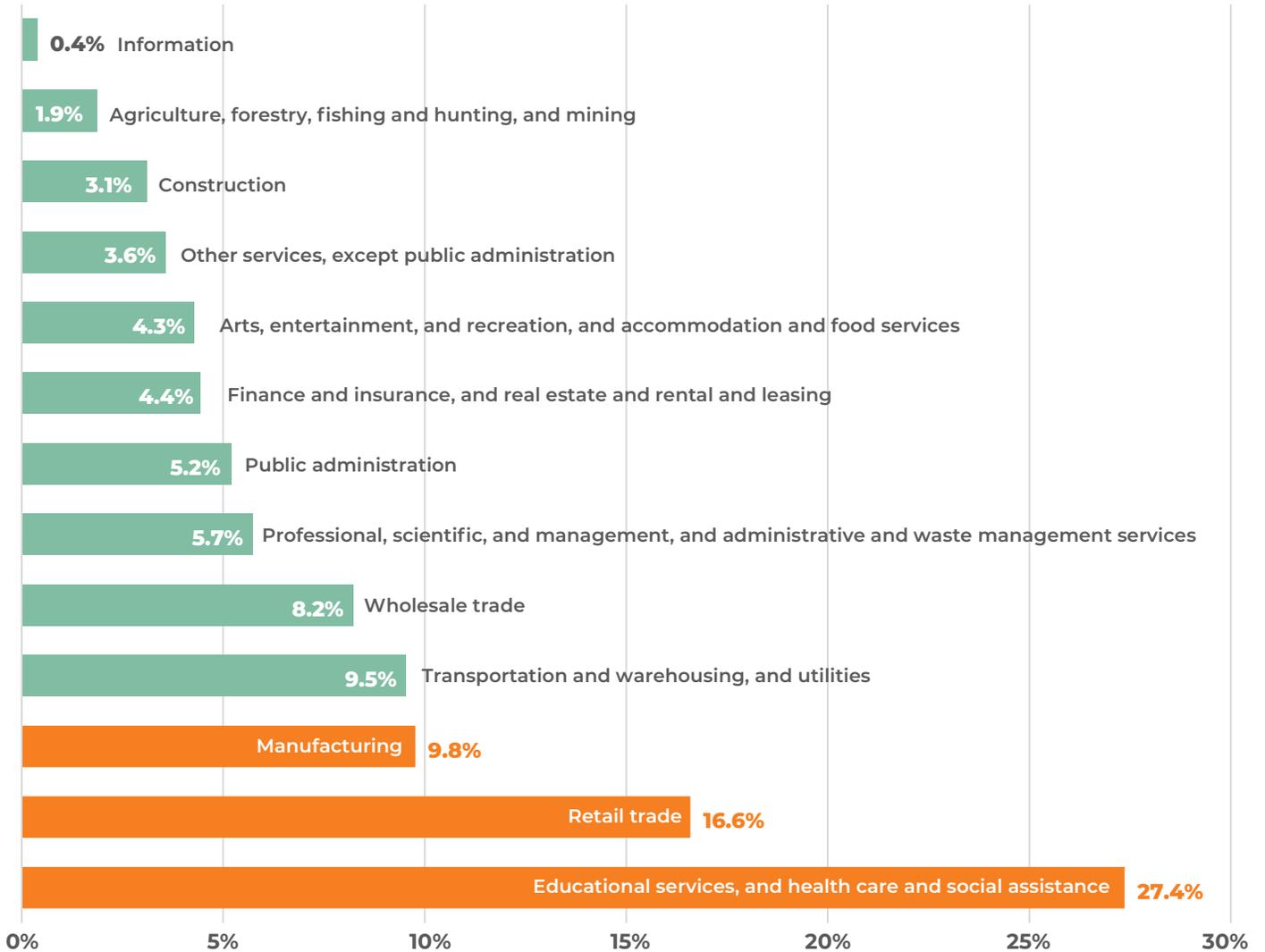
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## Industry

Understanding key industries such as manufacturing, health care, or retail enables targeted development plans and promotes diversification and 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 2.23.**

**Figure 2.23.** Employment by Industry Sector



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

## 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.

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 2.24** 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.** Strengthening these existing base industries and cultivating growth in sectors currently showing a shortage can lead to a more stable and diverse local economic for the City.

**Figure 2.24.** Historical Population Trends (1900–2020)

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</b>
Educational services, health care and social assistance	353	<b>1.17</b>	<b>Community’s</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(s): Antero Group; U.S. Census Bureau, Decennial Census (1900-2020)

## 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 2.25**.

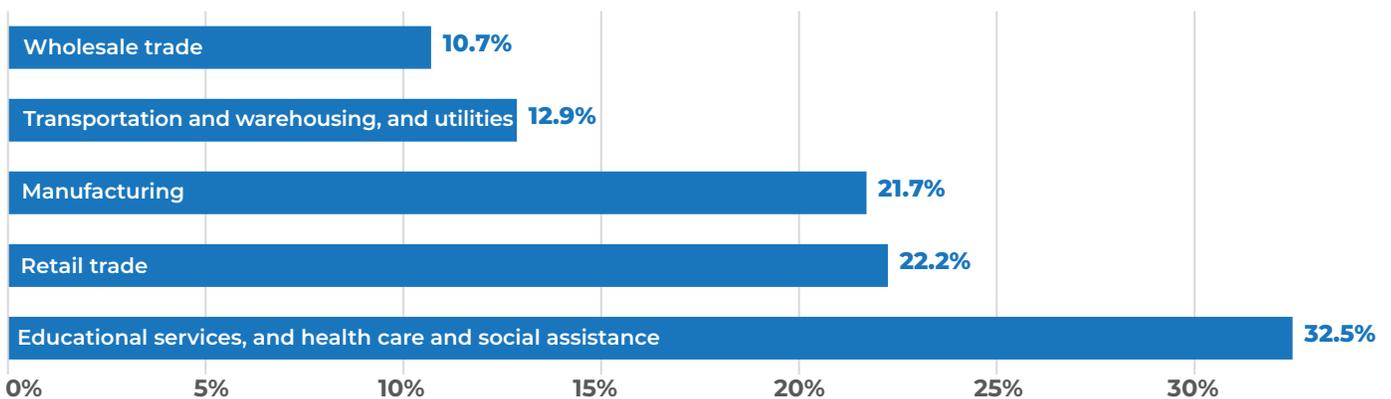
The composition of local employment opportunities, particularly the observed lower concentrations in sectors such as Construction, Information, and Professional, Scientific, and Management Services as indicated by the LQ analysis, suggests that **many of Pottsboro’s residents work outside of the City**. 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.

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.**

**Figure 2.25.** Employment by Occupation



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

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

Figure 2.26. Zoning District Map

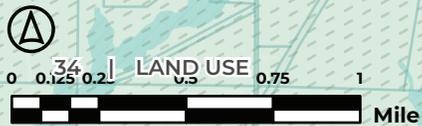
**Zoning Districts**

-  Pottsboro City Limits
-  Grayson County ETJ Data
-  R-1: Single Family Residential District
-  R-2: Two Family Residential (Duplex) District
-  MF: Multifamily District
-  MH: Manufactured Home Park District
-  B-2: General Business District - General
-  B-1: Local Business District - Office, Light Retail, and Neighborhood Services
-  I: Manufacturing/Industrial District
-  A: Agricultural District

0 0.125 0.25 0.5 1

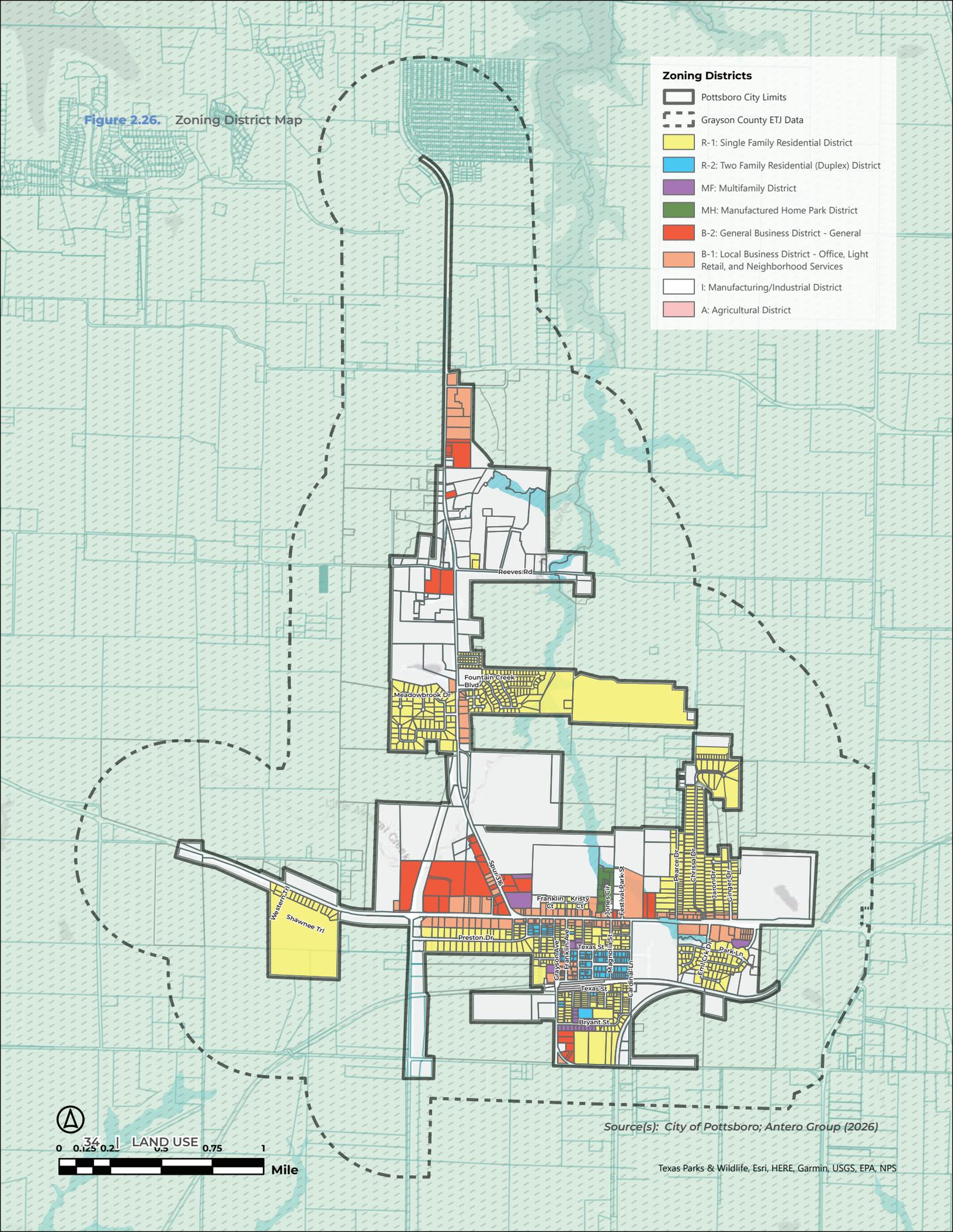
34 LAND USE 0.75

Mile



Source(s): City of Pottsboro; Antero Group (2026)

Texas Parks & Wildlife, Esri, HERE, Garmin, USGS, EPA, NPS





## 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.

### 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 ensuring a reasonable distance between incompatible ones.** This process involves local

**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 2.26**.

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 Pottsville. Multifamily homes, manufactured homes, and planned developments each represent 1% or less of the total acreage.

**For commercial land use in Pottsville, 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 Pottsville's zoning districts. **An additional 74 acres are located within FEMA-designated Flood Hazard Areas,** which are subject to the regulations of the Floodplain District. **Figure 2.27** details Pottsville's zoning districts and land use, which encompasses a total area of 2,112 acres.

**OTHER LAND USE WITHIN ZONING DISTRICTS**  
**School property covers 111 acres, accounting for approximately 5.28% of the land in Pottsville.** 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 Pottsville 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 2.28**.

**Figure 2.28.** Demographic Snapshot

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%

Source(s): Antero Group; City of Pottsville; Federal Emergency Management Agency (2025)

**Figure 2.27.** Zoning Districts and Land Use Acreage and Percentage of Total Land

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

Source(s): Antero Group; City of Pottsville; Grayson County Appraisal District (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. This means **over 90% of the commercially zoned land in this northern section is vacant and represents a significant opportunity for 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 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 2.29** illustrates the various means of transportation to work and key trip characteristics for the City’s

**Figure 2.29.** Means of Transportation and Work Trip Characteristics

MEANS OF TRANSPORTATION TO WORK					
Car, Truck, or Van 85%		Work from Home	Taxi, Motorcycle, or Other	Bicycle	Walk
Drive Alone	Carpool	10%	4%	2%	0%
71%	14%				
PREDOMINATE TRIP CHARACTERISTICS					
Travel Time	Departure	Place of Work			
Less than 10 Minutes	9:00 a.m.–11:59 a.m.	Outside Pottsboro	Inside Pottsboro		
24%	18%	71%	29%		

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

residents. For example, **14% of commuters who drive to work participate in carpooling. This percentage is higher than County and State averages.**

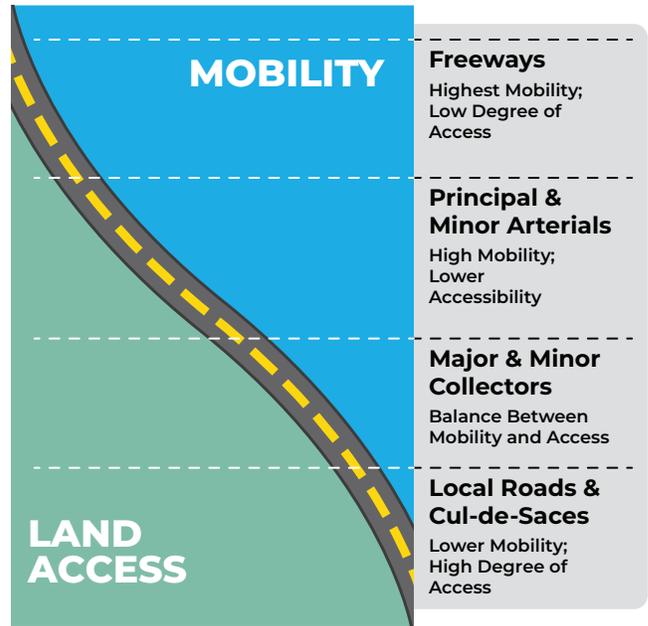
Most work trips, 23.9%, take less than 10 minutes of travel time, while most commuters, 18%, leave for work between 9:00 a.m. and 11:59 a.m. Additionally, 71% of residents work outside the City of Pottsville. **This high rate of out-of-city employment largely accounts for Pottsville commuters spending an average of 25 minutes traveling to work,** despite the City's internal longest distance being just over 3 miles along FM 120. **Figure 2.30** 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

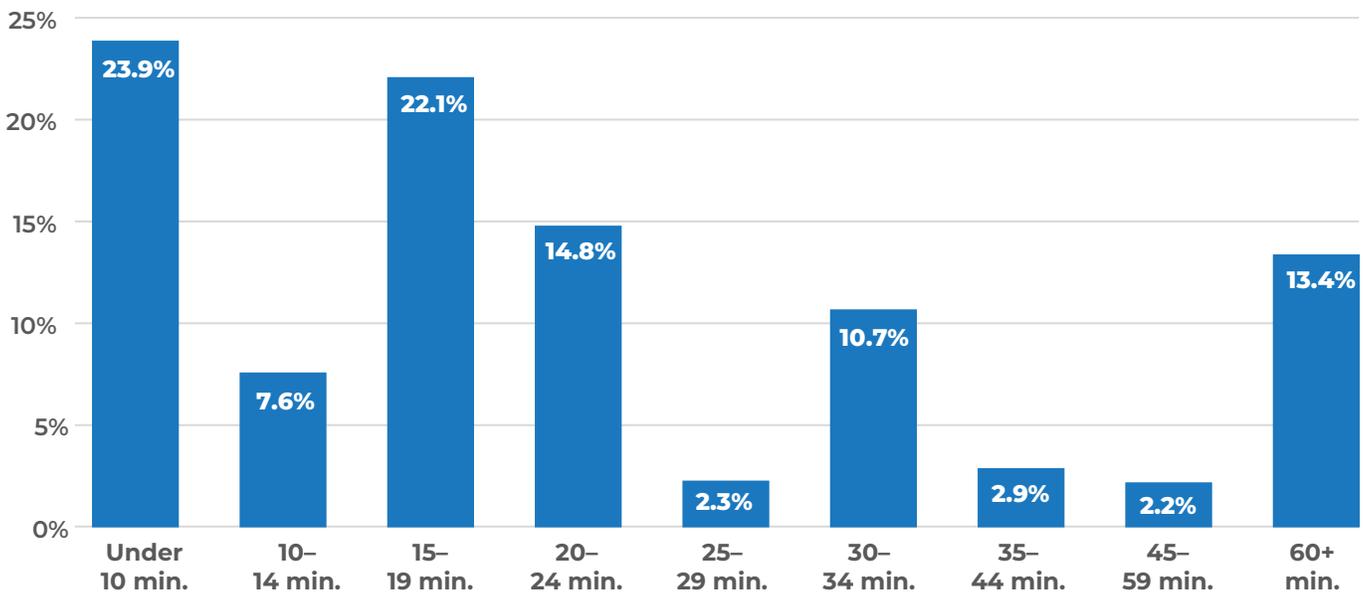
provide access and/or mobility, as illustrated in **Figure 2.31**. A freeway offers high mobility but limited access, while a local road offers high access but limited mobility. A road's quality is determined by how well it fulfills its intended mixture of mobility and access. This includes factors such as safety, construction quality, maintenance, and public perception.

**Figure 2.31.** Functional Road Classification System



Source(s): Adapted from FHA

**Figure 2.30.** Travel Time to Work

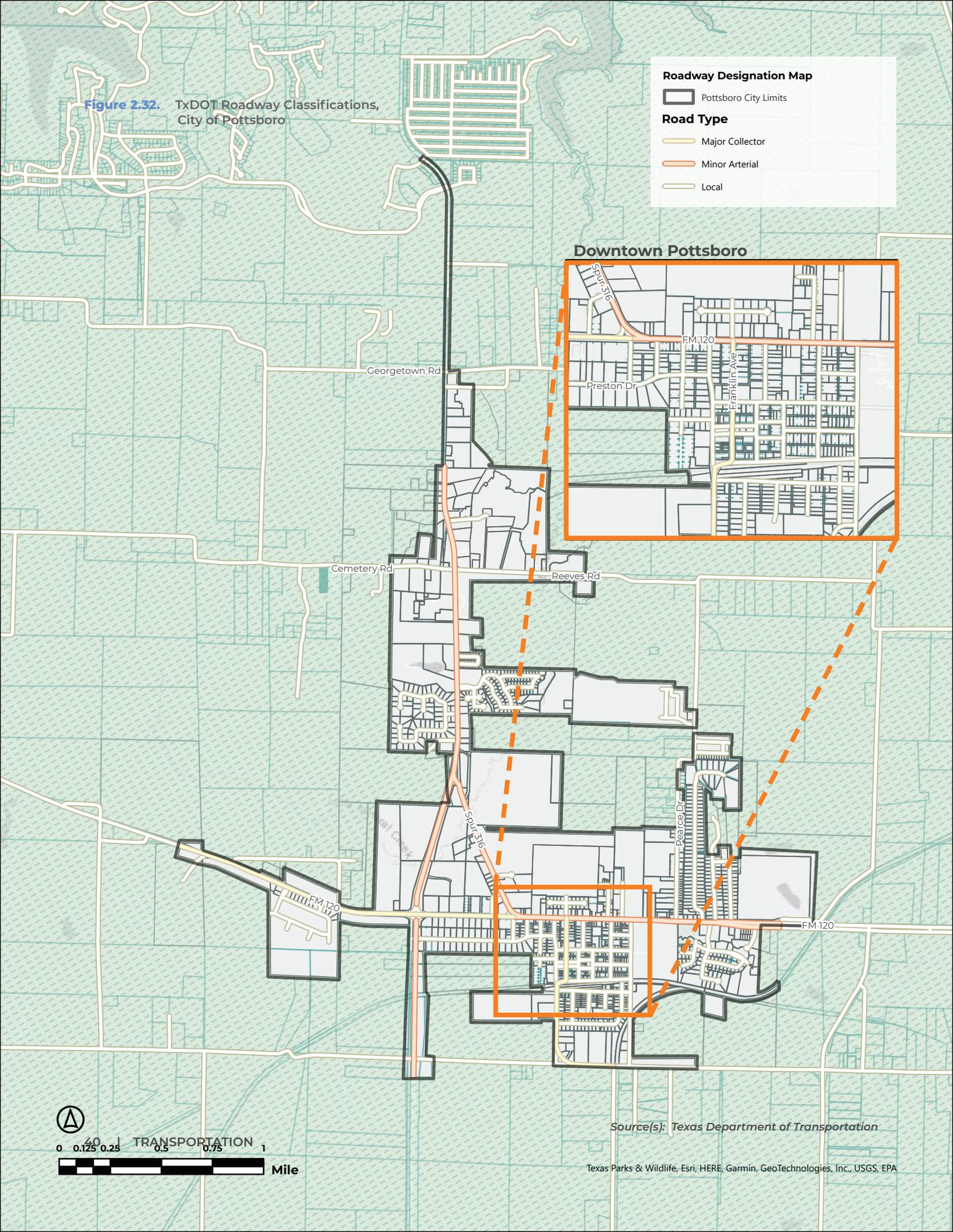


Source(s): U.S. Census Bureau, ACS 5-Year Estimates (2023)

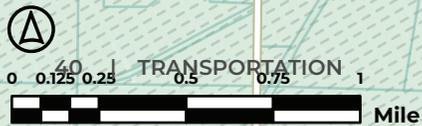
**Figure 2.32.** TxDOT Roadway Classifications, City of Pottsboro

**Roadway Designation Map**

-  Pottsboro City Limits
- Road Type**
-  Major Collector
-  Minor Arterial
-  Local



**Downtown Pottsboro**



Source(s): Texas Department of Transportation

Texas Parks & Wildlife, Esri, HERE, Garmin, GeoTechnologies, Inc., USGS, EPA

## ROAD CLASSIFICATION

Most roadways in Pottsboro are classified as local streets. **Figure 2.32** 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.**

## 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 2.33**.

**Figure 2.33.** Traffic Counts and Road Volume-to-Capacity Ratio

ROAD SEGMENT	FROM	TO	AADT*	LENGTH (MI.)	VOLUME/CAPACITY	LANES
<b>Minor Arterial: Rural (Capacity: ~6,000 vehicles)</b>						
<b>SH 289 (Preston Highway)</b>	FM 120	Spur 316	4,955	0.1	0.83	2 Lane, Undivided
<b>Spur 316</b>	FM 120	SH 289	2,777	0.72	0.46	2 Lane, Undivided
<b>Minor Arterial: Urban (Capacity: ~14,000 vehicles)</b>						
<b>FM 120</b>	Spur 316	Franklin Ave.	8,202	0.32	0.59	4 Lane, Undivided
<b>FM 120</b>	Franklin Ave.	Houston St.	8,622	0.01	0.62	4 Lane, Undivided
<b>Major Collector: Urban (Capacity: ~6,300 vehicles)</b>						
<b>W. FM 120</b>	Thomas Ln.	SH 289	3,807	1.06	0.60	2 & 4 Lane, Undivided
<b>FM 120</b>	SH 289	Spur 316	4,939	0.47	0.78	4 Lane, Undivided
<b>FM 996 (Grayson St.)</b>	Hagerman Rd.	Front St.	776	0.34	0.12	2 Lane, Undivided
<b>FM 996 (Franklin Ave.)</b>	Front St.	FM 120	779	0.3	0.12	2 Lane, Undivided

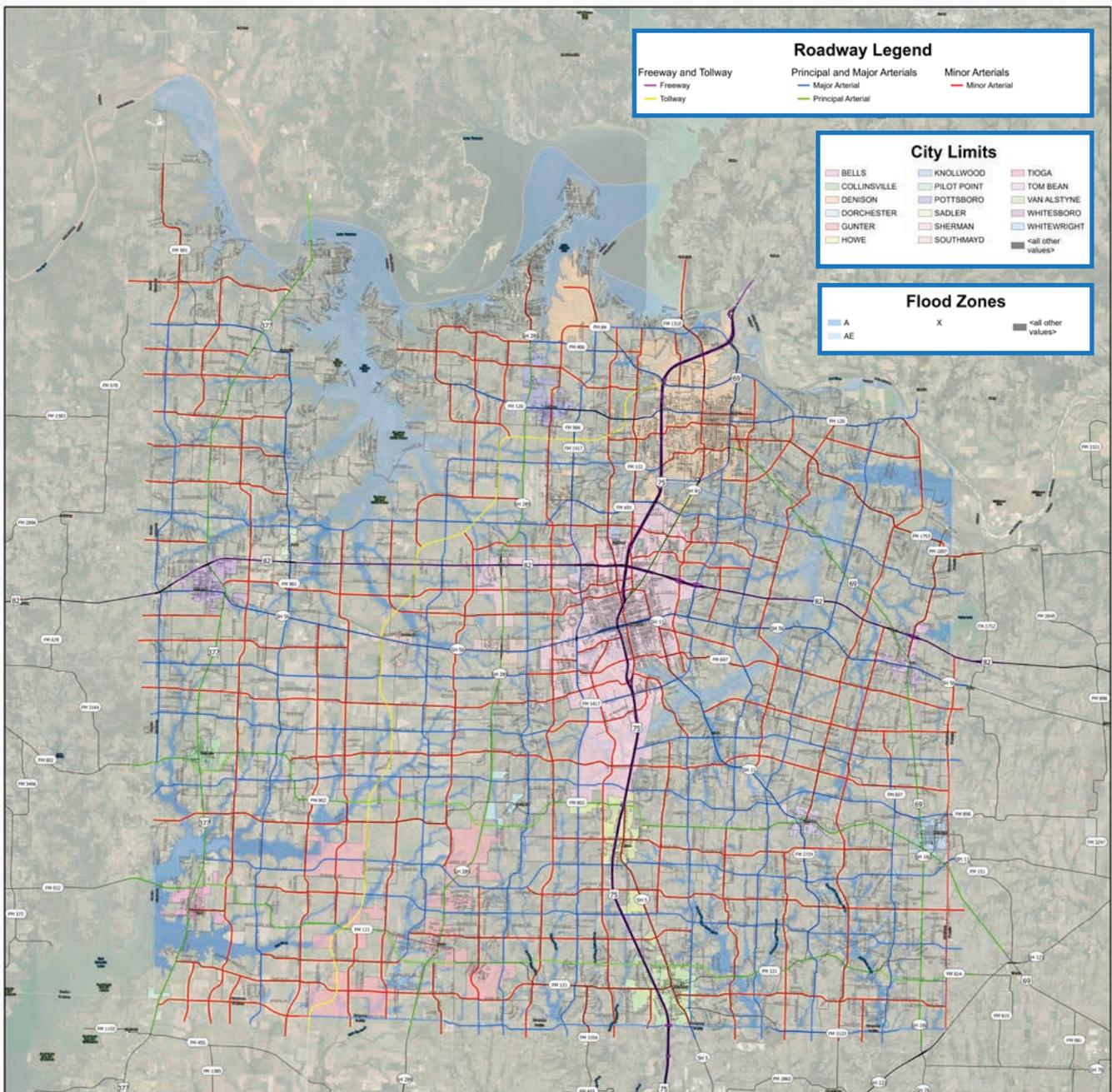
Source(s): Antero Group; Texas Department of Transportation; Federal Highway Administration GIS

## THE GRAYSON COUNTY THOROUGHFARE PLAN

The Grayson County Thoroughfare Plan, shown in Figure 2.34, 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.

Figure 2.34. Grayson County 2024 Thoroughfare Plan



Source(s): Grayson County Metropolitan Planning Organization

**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**

<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

**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 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>



Credit: Victor/stock.adobe.com

## 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.

## 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

**Figure 2.35.** Pottsboro Train Depot, circa 1940s



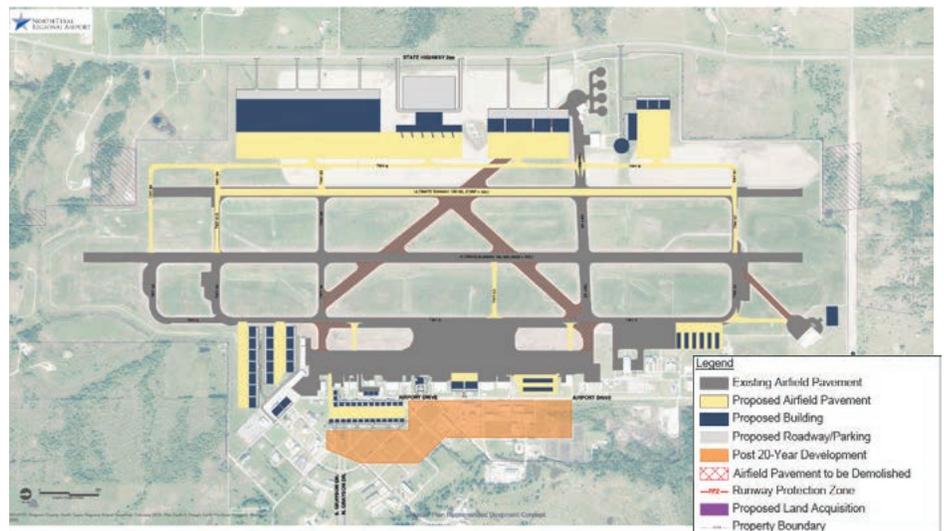
Source(s): University of North Texas Portal to Texas History

City’s rail heritage is provided in **Figure 2.35**.

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 2.36** outlines a strategy for the airfield’s continued expansion and development, including new pavement, buildings and proposed land acquisition.

The multi-modal advantage of the area, especially concerning freight distribution, is demonstrated by the Grayson County Metropolitan Planning Organization

**Figure 2.36.** North Texas Regional Airport, 2021 Master Plan

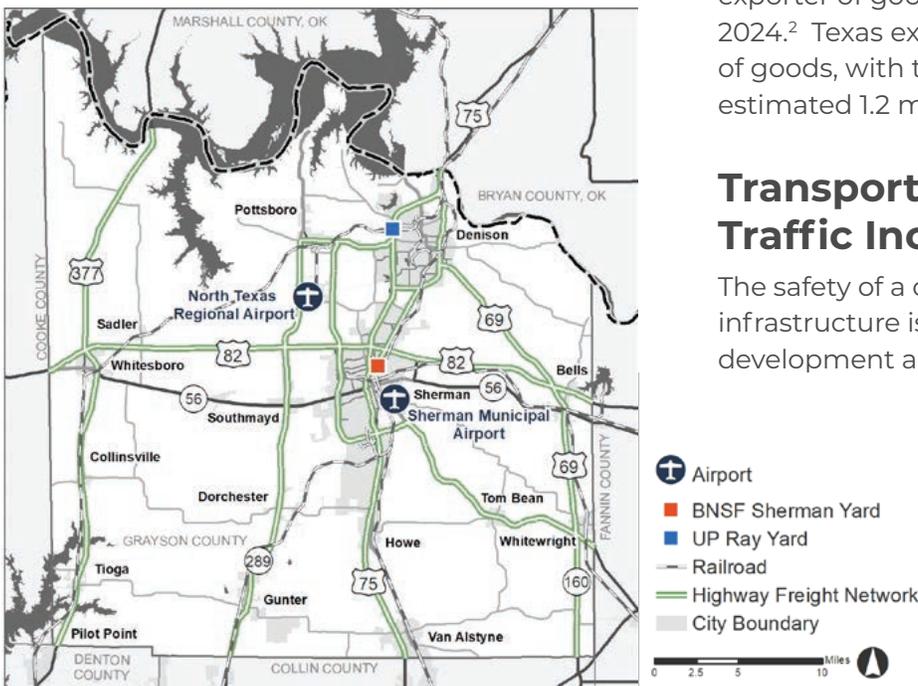


Source(s): Grayson County, North Texas Regional Airport, 2021

(MPO) Freight plan as illustrated in **Figure 2.37**. 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 2.37.** Grayson County Multimodal Freight Network



Source(s): Grayson County Metropolitan Planning Organization, Freight Plan, Sep. 2020

**Figure 2.38.** Annual Freight Activity (in Tons)

USDOT NATIONAL FREIGHT NETWORK: ANNUAL FREIGHT IN TONS		
	West of SH 289	East of SH 289
<b>US Highway 82</b>	27,799.37	21,958
	North of FM 120	South of FM 120
<b>US Highway 82</b>	11,537.67	9,582

Source(s): USDOT National Multimodal Freight Network (June 2025)

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 2.38** 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, with these exports supporting an estimated 1.2 million in Texas jobs as of 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

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

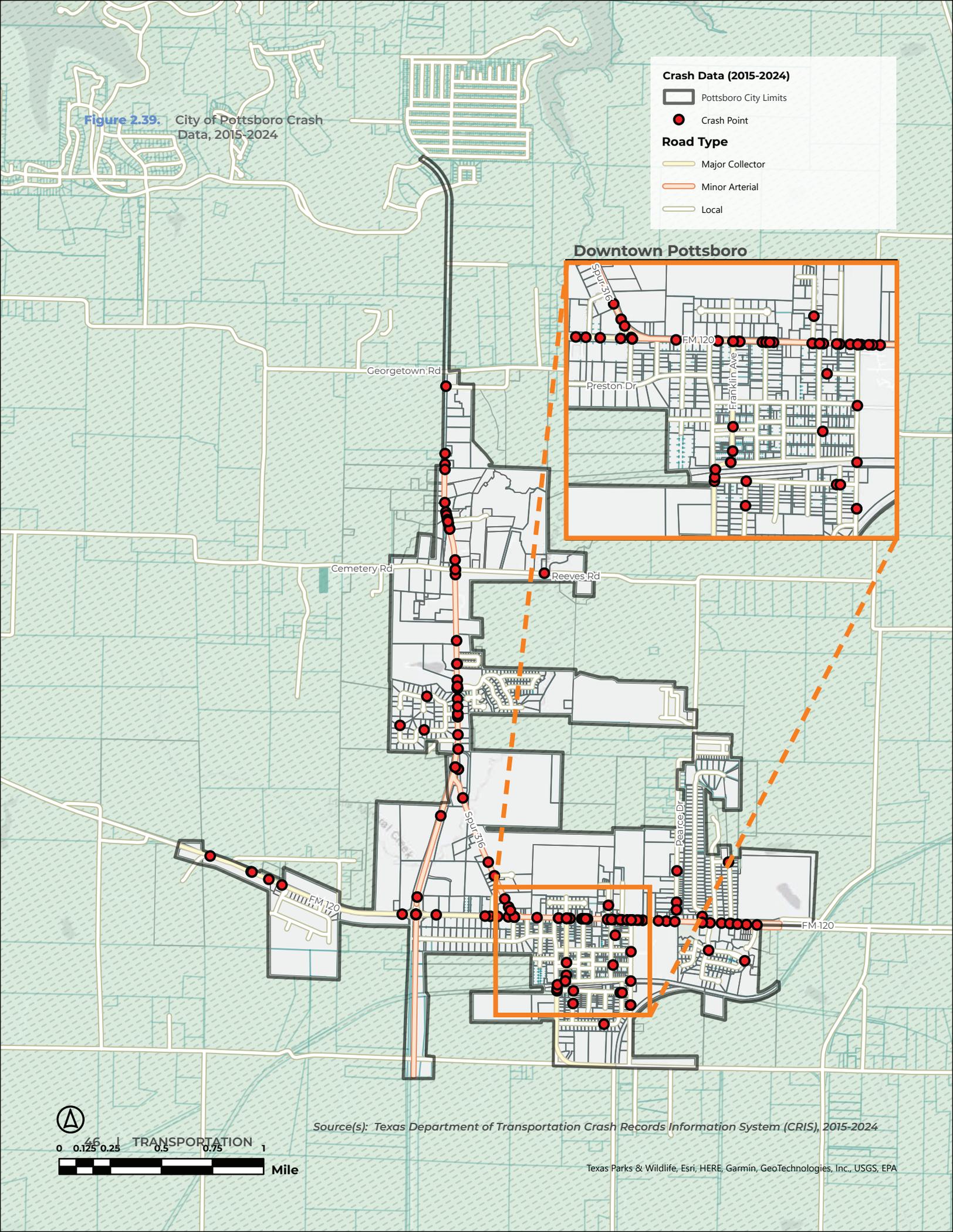
Figure 2.39. City of Pottsboro Crash Data, 2015-2024

**Crash Data (2015-2024)**

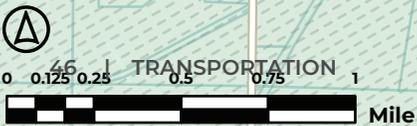
- Pottsboro City Limits
- Crash Point

**Road Type**

- Major Collector
- Minor Arterial
- Local



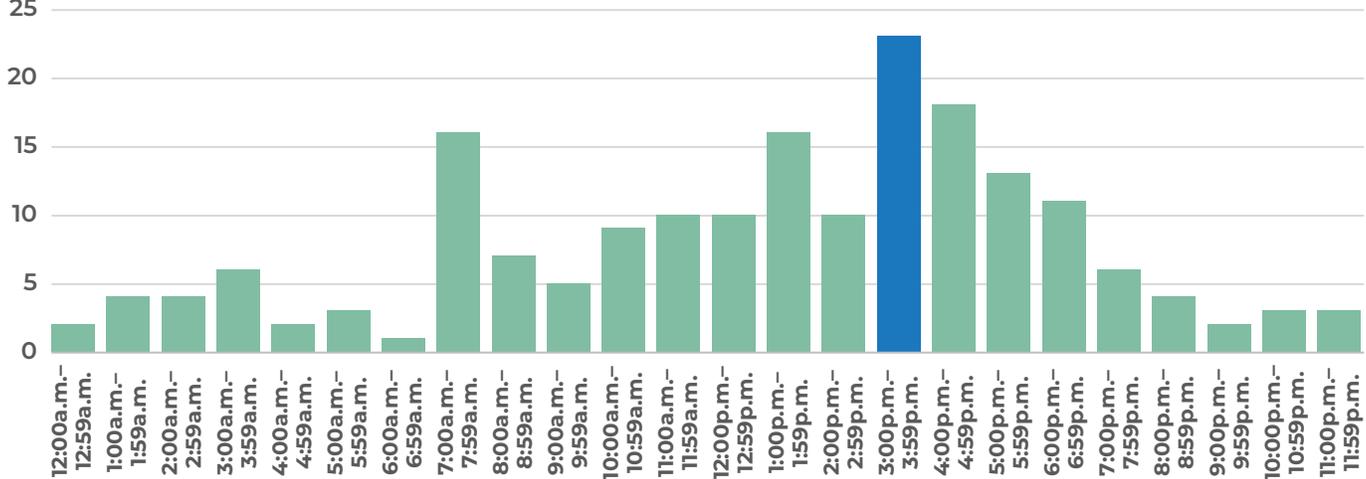
**Downtown Pottsboro**



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

Texas Parks & Wildlife, Esri, HERE, Garmin, GeoTechnologies, Inc., USGS, EPA

**Figure 2.40.** Crash Incidents by Time of Day, 2015-2024



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

individual well-being and contribute to the economic vitality of the Pottsboro community.

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 2.39** indicates the location of crashes over ten years in the City of Pottsboro.

As illustrated in **Figure 2.40**, 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.

## 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.

# 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 2.41**, which summarizes its public facilities.

**Figure 2.41.** 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, lift stations, wells, equipment storage, ground water tanks, pumping plant, water tower, and pump station
<b>TOTAL</b>	<b>30</b>	

Source(s): City of Pottsboro, TX Property Schedule, 2024

## 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 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."***

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.



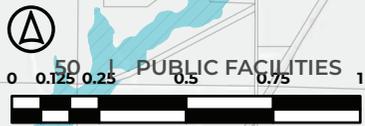
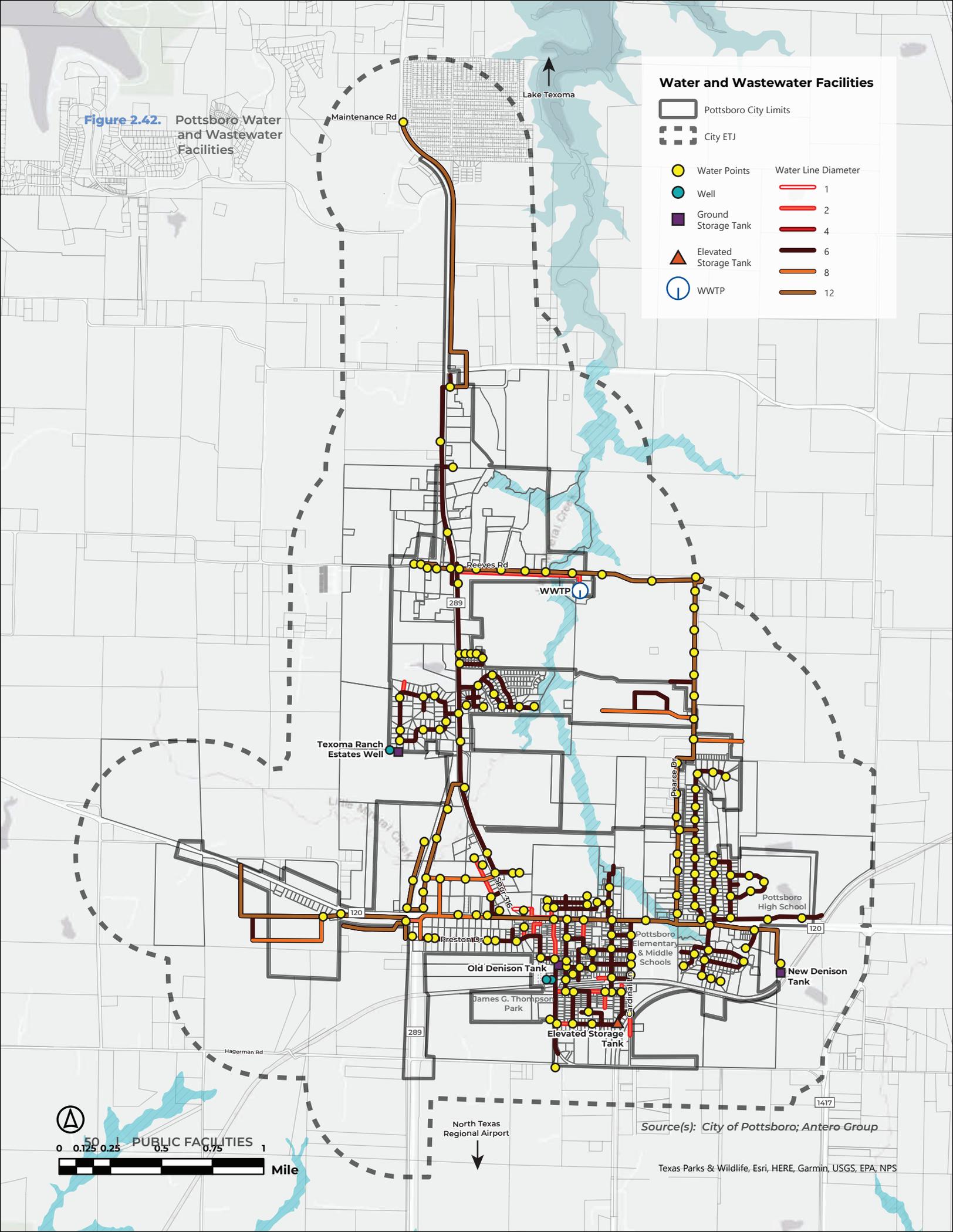
### FIRE

**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.

**Figure 2.42. Pottsboro Water and Wastewater Facilities**

**Water and Wastewater Facilities**

	Pottsboro City Limits		
	City ETJ		
	Water Points	<b>Water Line Diameter</b>	 1
	Well		 2
	Ground Storage Tank		 4
	Elevated Storage Tank		 6
	WWTP		 8
			 12



North Texas Regional Airport

Source(s): City of Pottsboro; Antero Group

Texas Parks & Wildlife, Esri, HERE, Garmin, USGS, EPA, NPS

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.

**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 System

### INFRASTRUCTURE AND STORAGE

**The City operates a public water system (PWS ID: 0910004) that utilizes a combination of groundwater and purchased surface water to meet community demand.** The system’s physical infrastructure is designed around a storage and re-pump configuration. Under this model, both groundwater from the Woodbine Aquifer and surface water purchased from the City of Denison are first delivered to ground storage tanks.<sup>3</sup> From these points, high-service pumps distribute the water into the city-wide network. A map of the City’s water system and wastewater facilities is seen in **Figure 2.42**.

The City maintains a total storage capacity of 618,000 gallons. This storage is distributed across three ground storage facilities and one elevated storage tank, which serves to maintain consistent hydrostatic pressure throughout the

distribution system. This water system storage inventory is presented in **Figure 2.43**.

### DISTRIBUTION AND MONITORING

The City’s water distribution, which has a combined capacity of approximately 3.28 million gallons per day (“MGD”), is powered by a series of high-service pumps located at each ground storage facility. These pumps are responsible for maintaining system pressure and ensuring adequate flow for both daily consumption and fire protection. Technical specifications for these primary assets indicate a system capable of moving significant volumes of water:

- **Texoma Ranch Well Station**  
 Utilizes a Sterling Fluid Systems pump (280 GPM) powered by a 20 HP Nidec motor.

**Figure 2.43.** Water System Storage Inventory

FACILITY NAME	LOCATION	TYPE	CAPACITY (GALLONS)
Elevated Storage Tank	308 Bryant St.	Elevated Storage	250,000
New Denison Tank	7311 E. FM 120	Ground Storage	150,000
Old Denison Tank	308 Franklin Ave.	Ground Storage	150,000
Texoma Ranch Well	116 S. Meadowbrook	Ground Storage	103,000
<b>TOTAL STORAGE</b>			<b>653,000</b>

Source(s): City of Pottsboro Water Operations Manual

■ **Old Denison Station**

Features a PACO Pump (400 GPM) driven by a 25 HP Baldor Reliance motor.

■ **New Denison Station**

Employs a high-capacity Goulds Model 3656 pump paired with a 40 HP Baldor Reliance motor.

**To ensure the safety of this distributed water, the City follows a rigorous Monitoring Plan (Figure 2.44) (revised October 2021).**

This includes daily chlorine residual testing at 13 sites across the community to verify that disinfectant levels meet the TCEQ minimum of 0.5 mg/L total chlorine. Additionally, the City conducts monthly bacteriological sampling and quarterly nitrate/nitrite testing, providing a comprehensive safety record that informs the Annual Drinking Water Quality Report.

**The City’s long-term utility strategy is directly informed by these regional planning efforts.**

As presented in **Figure 2.45**, 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.

**Figure 2.45.** 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(s): 2025 Texas Water Development Board-Adopted Municipal Demand Projection

**Figure 2.44.** Distribution System Monitoring Sites

SITE ADDRESS	PURPOSE	FREQUENCY
528 E. FM 120	Chlorine/Coliform	Daily/Monthly
416 Franklin Ave.	Maintenance Barn Sample	Daily/Monthly
219 Reeves Rd.	WWTP Sample	Daily/Monthly
128 Meadowbrook	Distribution Point	Daily/Monthly
Simmons Shores Vault	Dead-End Main Flush Point	Daily/Monthly

Source(s): City of Pottsboro Water Monitoring Plan (2021)

**Pottsboro is an active participant in the Region C Water Planning Group**, a regional body organized by the Texas Water Development Board (“TWDB”). This group is responsible for developing a comprehensive regional water plan every five years. This proactive planning is essential to ensure community health and future viability, particularly in the event of a recurrence of historical drought conditions. The findings of this group are integrated into the State Water Plan, which directly influences state financial assistance and the permitting of surface water rights.

## Wastewater System

### COLLECTION AND TREATMENT

**The City of Pottsboro’s wastewater infrastructure is centralized at the Wastewater Treatment Plant (“WWTP”) located at 219 Reeves Road.** The collection network is comprised of 16 utility-related facilities, including a series of lift stations designed to transport effluent across the community’s varying topography to the central treatment site. **This infrastructure serves as the primary mechanism for protecting local water quality and public health by**

**ensuring the safe conveyance of treatment of domestic and commercial waste.**

**To address rising demand and maintain regulatory compliance, the City is currently executing a multi-phase rehabilitation and capacity upgrade of the WWTP.** The existing facility, which has a permitted capacity of 0.35 million MGD, reached critical operational thresholds. In accordance with Texas Commission on Environmental Quality (“TCEQ”) regulations, municipalities must initiate expansion planning when flows reach 75% of capacity. **This expansion project, which is nearing completion, will nearly triple the facility’s throughput to 0.90 MGD, modernizing biological treatment and disinfection processes** to ensure high effluent quality before discharging into the Little Mineral Creek watershed of Lake Texoma.

## Drainage and Stormwater

**The management of stormwater runoff in Pottsboro is a critical function of municipal infrastructure,** serving to protect property from flood damage and preserve the water quality of the Little Mineral Creek watershed and the Red River Basin. **In August 2024, the City formalized its drainage operations by adopting a Phase II MS4 Stormwater Management Program (“SWMP”)** under the Texas Pollutant Discharge Elimination System (“TPDES”). This regulatory framework, effective for the 2025–2029 permit term, mandates that the City implement specific Minimum Control Measures (“MCMs”) to reduce the discharge of pollutants into the local storm sewer system.

**This infrastructure modernization is supported by funding through subsidized loan programs,** such as the Clean Water State Revolving Fund, approved by the TWDB between 2019-2022 totaling \$14.08 million.

**The expanded capacity is a strategic requirement for Pottsboro’s long-term growth and environmental stewardship.** Beyond serving the permanent residential base, the system is engineered to manage the significant fluctuations in demand driven by seasonal Lake Texoma tourism and anticipated large-scale regional developments such as the 7,500-home Preston Harbor project. By preserving the full 0.90 MGD scope despite escalating costs, the City avoids future constraints on economic development while significantly reducing the risk of sanitary sewer overflows.

**Pottsboro’s drainage profile is defined by a transition from traditional infrastructure to modern standards.** The “Old Denison” and central areas of the City primarily utilize open-ditch drainage, whereas newer residential developments are increasingly incorporating curb-and-gutter systems to improve flow efficiency. However, as identified in the HMAP, significant infrastructure gaps remain. **A high-priority initiative for the City is a Stormwater Management Program focused on re-channeling two existing feeder creeks into Little Mineral Creek.** This project is designed to increase drainage capacity and decrease the burden on emergency services during high-flow events, directly supporting the community’s long-term environmental resilience and safety goals.

## 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.
- 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.
- Adoption of the 2025-2029 Phase II MS4 permit marks a transition toward regulated stormwater management. While regulatory frameworks are in place, a significant capital need remains for primary channelization projects.

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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.

**Pottsville 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 Pottsville 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.

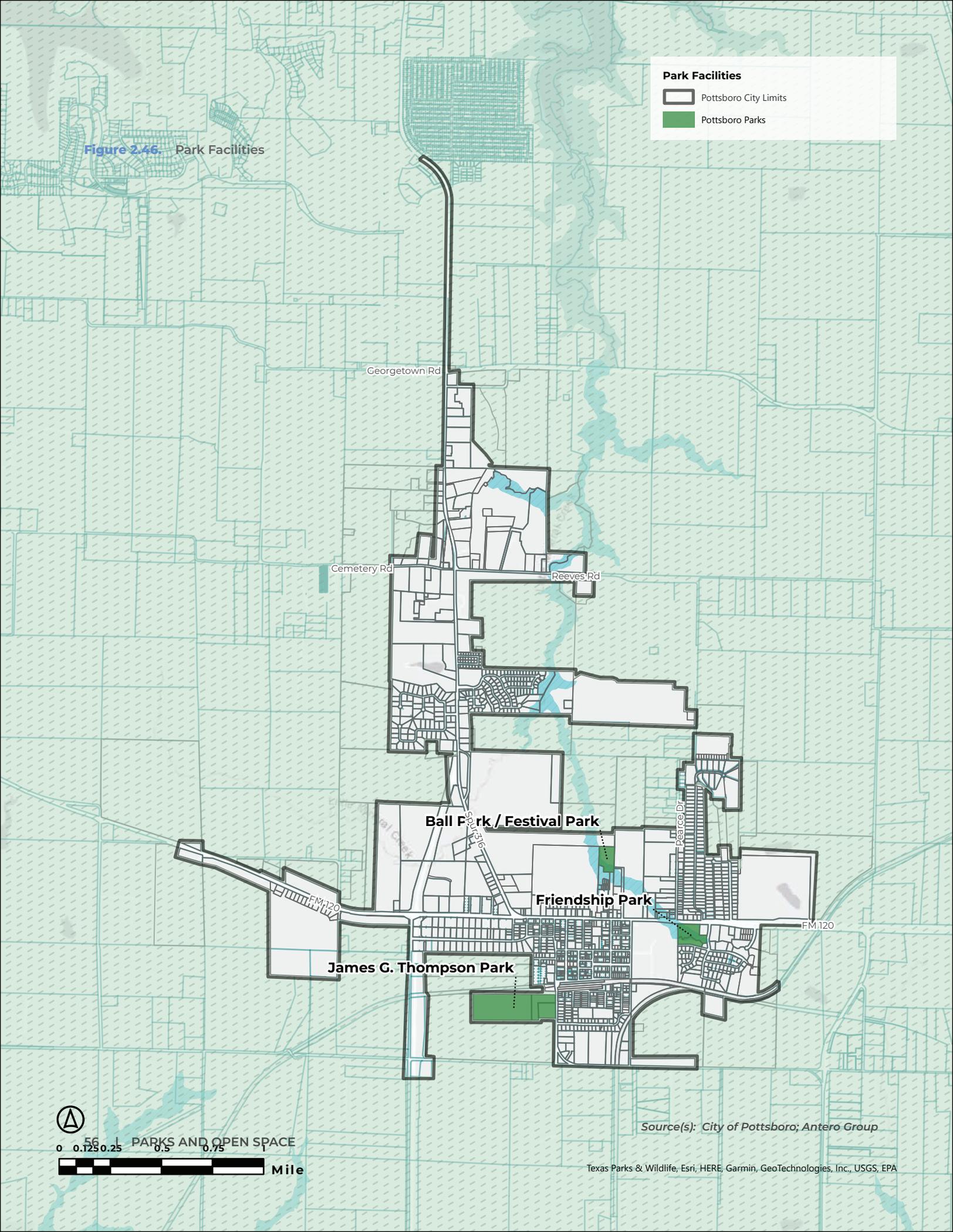
### ■ **James G. Thompson Park (610 Grayson St.)**

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.

Figure 2.46. Park Facilities

**Park Facilities**

-  Pottsboro City Limits
-  Pottsboro Parks



**Ball Park / Festival Park**

**Friendship Park**

**James G. Thompson Park**

Source(s): City of Pottsboro; Antero Group

 56 | **PARKS AND OPEN SPACE**

0 0.125 0.25 0.5 0.75

 **Mile**

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

**Figure 2.46** includes a map that provides a spatial overview of the parks in Pottsville, highlighting their locations and proximity to one another and other City resources.

## Key Takeaways

- Pottsville'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 Pottsville.

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# 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 HMAP along with the infrastructure that manages and responds to

## 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 2.47. This basin is known for its distinctive, red-colored soil, which gives the river its 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.

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.

Figure 2.47. Red River Basin Watershed



Source(s): United States Geological Survey (HGS)

The Woodbine Aquifer, a minor aquifer located in northeast Texas, underlying Pottsboro and northeast Texas, 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 HMAP, Pottsboro is subject to a range of natural hazards, with tornadoes and extreme heat being the most significant threats,** as shown in **Figure 2.48**. 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.

**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

**Figure 2.48.** Grayson County Natural Hazards Risk Ranking

HAZARD	OCCURRENCE FREQUENCY	POTENTIAL SEVERITY	RANKING
<b>Tornado</b>	Highly Likely	Substantial	High
<b>Extreme Heat</b>	Highly Likely	Substantial	High
<b>Thunderstorm Wind</b>	Highly Likely	Major	Moderate
<b>Drought</b>	Highly Likely	Minor	Moderate
<b>Flood</b>	Highly Likely	Substantial	Moderate
<b>Hail</b>	Highly Likely	Limited	Moderate
<b>Lightning</b>	Highly Likely	Limited	Moderate
<b>Winter Storm</b>	Highly Likely	Minor	Moderate
<b>Wildfire</b>	Highly Likely	Minor	Low
<b>Dam Failure</b>	Unlikely	Limited	Low

Source(s): 2023 Grayson County HMAP

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 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;
- 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 Pottsville 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.

### **Flooding**

**Pottsville is affected by special flood hazards as designated by the Federal Emergency Management Administration ("FEMA") specifically along Little Mineral 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 2.49.**

**Figure 2.49.** Special Flood Hazard Areas



Source(s): Grayson County HMAP 2023

**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”). **Nearly all of Pottsboro is located within the WUI** as shown

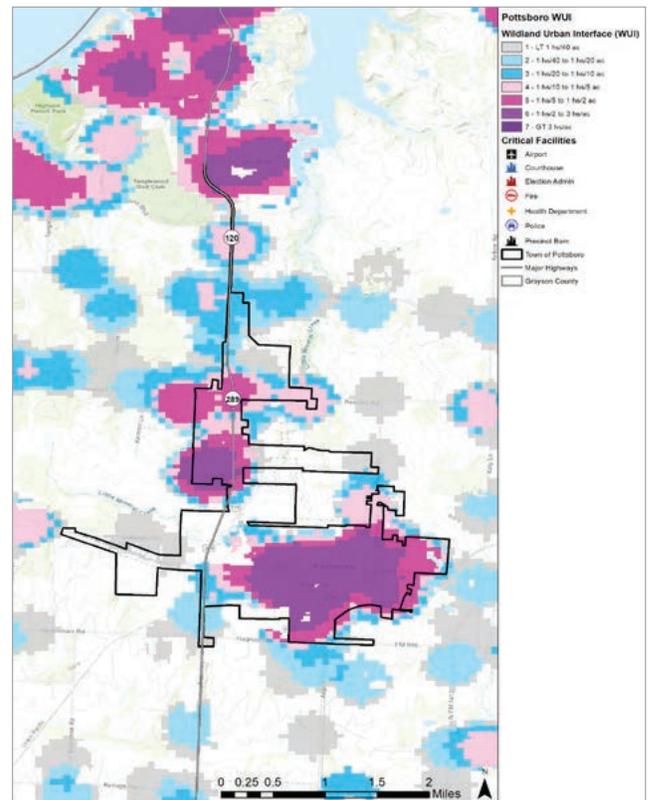
in **Figure 2.50**, giving it a low to moderate wildfire threat. Between 2005 and 2020, there were 8 historical wildfire events that burned a total of 37 acres.

**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.

**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.

**Figure 2.50.** Wildland Urban Interface (WUI) Delineation and Wildfire Risk



Source(s): Grayson County HMAP 2023

## 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

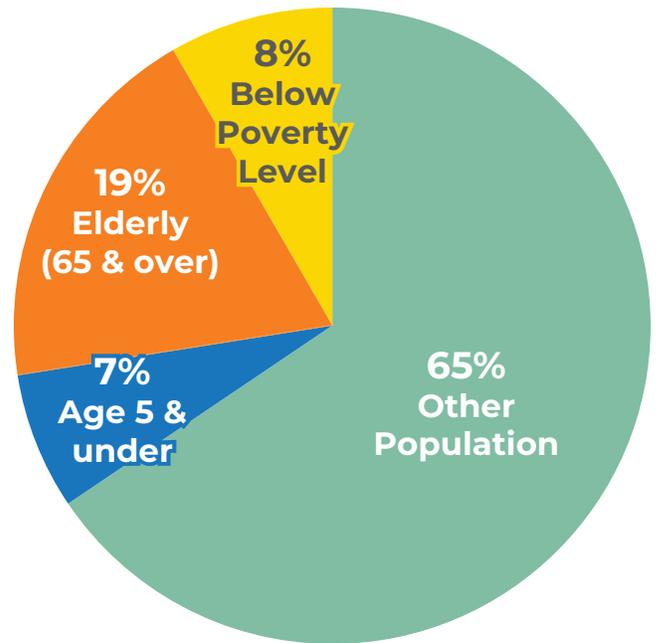
Children may experience higher rates of mental health issues following disasters and often have lower levels of education and literacy skills, which can affect their ability to understand and respond to hazards. Additionally, they are physically weaker and more susceptible to certain diseases.

### ■ 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.

**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.

**Figure 2.51.** Natural Hazard Vulnerable Populations



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

### ■ 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 2.51**.

## HAZARD MITIGATION PLAN

The City of Pottsville 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 Pottsville.**

## Key Takeaways

- Pottsville'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.
- 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. ▶



*Credit: Jeffrey Rolinc, Hagerman National Wildlife Refuge*

# 03.

## FUTURE GROWTH AND COMMUNITY CHARACTER

This chapter translates the community's vision for growth and identity into specific policies for land use and design that preserves Pottsboro's "lakeside identity" while accommodating the moderate population growth the City is expected to experience. Moreover, this chapter establishes the legal and policy basis for future updates to Pottsboro's Zoning Ordinance and Subdivision Regulations.

Community feedback consistently highlighted a desire to maintain a "small-town feel" while expanding commercial opportunities and improving infrastructure. **This chapter balances those needs by directing growth toward established corridors and ensuring new development enhances, rather than detracts from, existing neighborhood character.**

# Goals and Objectives for Growth

The following guiding principles, derived from the community visioning process, form the foundation for the policies in this chapter:

- **Goal #5:** *Cultivate a deliberately aesthetic design throughout the City to enhance overall community character.*
- **Goal #9:** *Promote land use policies that support sustainable growth and the protection of the environment.*

To achieve these goals, the City will focus on several key objectives:

- **Citywide Aesthetics**  
Strengthening Pottsboro's unique identity through cohesive design standards for public spaces and wayfinding.
- **Predictable Zoning**  
Moving away from ad-hoc "spot zoning" toward clear, predictable review criteria for rezonings and variances.
- **Housing Diversity**  
Updating ordinances to allow for "missing middle" housing types, such as garden homes or duplexes, that support first-time homebuyers and seniors.

## Land Use and Zoning Policies

**This section outlines the regulatory framework necessary to manage Pottsboro's physical growth.** As the City faces increasing development pressure from the surrounding North Texas area, these policies ensure that

new construction remains consistent with the community's vision while providing the flexibility needed for a diverse and resilient local economy.

### Housing Diversity

Pottsboro's current housing stock consists predominantly of detached single-family homes. **To provide more choices for residents at all stages of life from young families to senior households, the City will support low-impact infill and "Missing Middle" housing.**

Missing Middle housing refers to building types that fall between single-family homes and large apartment complexes, such as duplexes, cottage courts, and townhomes. **These structures are designed to be compatible in scale and aesthetic with traditional residential neighborhoods.**

Low-impact infill focuses on developing vacant or underutilized lots within established areas. **By allowing smaller-scale, context-sensitive units, the City can increase housing options without the significant infrastructure costs associated with large-scale peripheral expansion.**

■ **Objective 3.1**

Update the zoning ordinance to allow for a greater diversity of housing types to provide more housing choices and support walkable, mixed-use development.

■ **Strategy 3.1.1**

Amend the Zoning Ordinance to allow for “Missing Middle” housing, such as duplexes and cottage courts, as a transitional buffer between commercial corridors and single-family neighborhoods.

**Precedent:** *The City of Gunter utilizes an Original Town Residential District Overlay that accommodates residential life on smaller parcels with 25- to 50-foot widths, allowing for diverse housing footprints that fit within a historic small-town grid.*

## Predictable Rezoning and Development Criteria

**Effective growth management requires clear “rules of the road” for both city officials and the development community.** Without established criteria, the City risks “spot zoning,” which is the practice of rezoning small, isolated parcels in a way that is inconsistent with the surrounding area and the Comprehensive Plan. This policy ensures fiscal responsibility by ensuring that new developments do not place an undue burden on public infrastructure without a clear, long-term plan for maintenance and service delivery.

■ **Objective 3.2**

Develop clear and predictable review criteria to guide the rezoning of undeveloped properties.

■ **Strategy 3.2.1**

Establish a formal review checklist for the Planning & Zoning Commission requiring every rezoning request to demonstrate

alignment with the Future Land Use Map and infrastructure capacity.

■ **Strategy 3.2.2**

Incorporate criteria that consider environmental conditions, building height transitions, and impacts on public services to protect existing neighborhood privacy.

**Precedent:** *The Town of Shady Shores requires that all new street systems and lot arrangements be designed to take advantage of topography and natural physical features, ensuring that growth does not compromise the community’s rural-lakeside identity.*

## Adoption of Modern Building and Safety Standards

As Pottsboro expands, maintaining a high standard for construction is essential for long-term property values and public safety. Modernizing these standards also ensures that the City remains eligible for state and federal resilience funding, such as through the Texas GLO.

### ■ Objective 3.3

Adopt the most recent editions of the International Building Codes (“IBC”) and National Electric Code (“NEC”).

### ■ Strategy 3.3.1

Update municipal building codes to the latest certified standards to ensure safe, high-quality construction throughout Pottsboro.

### ■ Strategy 3.3.2

Regularly audit code enforcement processes to ensure new construction meets updated safety and resiliency requirements.

# Development Policies and Community Design

Building on Pottsboro’s identity as a lakeside destination, this section establishes guidelines to ensure that as the City grows, it maintains a cohesive and attractive visual character.

**These policies focus on enhancing public spaces and ensuring private development contributes to the community’s overall aesthetic value.**

## Commercial Revitalization and Infill

To preserve the integrity of Pottsboro’s residential areas, commercial **growth will be strategically directed toward established centers rather than sprawling into neighborhoods.**

### ■ Objective 3.4

Establish new Entertainment, Pedestrian Business, and Limited Retail zoning districts to guide commercial growth toward revitalizing existing structures.

### ■ Strategy 3.4.1

Guide commercial development toward infill sites within the FM 120 and SH 289 corridors.

### ■ Strategy 3.4.2

Establish design standards within these new districts that prioritize ADA-accessible sidewalks and public outdoor spaces, offering flexibility in traditional parking or setback requirements to incentivize creative reuse of buildings and encourage walkability.

## Preservation of Open Space

As development increases, **preserving the natural character of Pottsboro requires proactive measures to protect undeveloped land.**

### ■ Objective 3.5

Incentivize the preservation of open space and the use of low-maintenance landscaping in new developments.

### ■ Strategy 3.5.1

Implement flexible design requirements, such as cluster development or conservation subdivisions, allowing for houses to be grouped closer together to leave larger portions of a site in its natural state.

### ■ Strategy 3.5.2

Explore the use of tax incentives or density bonuses for developers who provide permanent green space connectivity or protect sensitive environmental features.

**Precedent:** *The City of Denton has successfully used “Conservation Subdivisions” to preserve sensitive environmental areas while still allowing for residential growth.*

## Strengthening Lakeside Identity and Wayfinding

**A cohesive wayfinding system reinforces Pottsboro’s brand and improves the experience** for both residents and visitors.

### ■ Objective 3.6

Establish a citywide aesthetics program including cohesive design standards and a comprehensive wayfinding system.

### ■ Strategy 3.6.1

Develop cohesive design standards for municipal signage and a comprehensive wayfinding system from the perspective of a first-time visitor, providing clear and intuitive directions to key community assets like Thompson Park, Festival Park, and the downtown business district.

**Precedent:** *The City of Gun Barrel City implemented a linear park and wayfinding strategy along its main corridors to strengthen its identity as a Cedar Creek Lake community, using consistent signage to draw visitors from major highways to the waterfront.*

## Sustainable Landscaping and Water Conservation

Landscaping standards will reflect the City’s commitment to resource management and reduced municipal overhead:

### Objective 3.7

*Develop and implement a citywide Landscape Plan for new developments and public properties.*

#### Strategy 3.7.1

*Mandate the use of low-maintenance native plantings and efficient irrigation systems in new developments and public properties.*

#### Strategy 3.7.2

*Require shade-providing trees and native species in all new developments to reduce municipal maintenance costs, support water conservation, and provide natural cooling.*

**Precedent:** *The City of Melissa adopted a Landscape & Screening Ordinance that rewards the preservation of existing trees and requires drought-tolerant species to ensure that new residential growth does not overtax the local water system.*

## Architectural and Design Standards

To ensure new construction enhances Pottsboro’s established character and protects its small-town charm, the City will provide clear expectations for building design that move beyond repetitive, standardized appearances. These standards are intended to be user-friendly, providing a predictable path for developers while ensuring high-quality aesthetic outcomes for the community.

### Objective 3.8

Create clear and user-friendly design standards for planned developments, zoning districts, and municipal projects to ensure new construction is compatible with and enhances the community’s established character.

### Strategy 3.8.1

Develop a set of “Lakeside Identity” guidelines that encourage specific architectural elements such as natural stone accents, timber framing, and varied roofline pitches to reflect Pottsboro’s history and proximity to Lake Texoma.

### Strategy 3.8.2

Integrate these standards into the planned development process to ensure that municipal projects and large-scale private developments serve as visual anchors for the community.

**Precedent:** *The City of Granbury’s historic core utilizes simple design guidelines that focus on roof pitches and building materials to ensure that new infill construction is compatible with the historic lakeside aesthetic without requiring overly complex or expensive architectural reviews.<sup>1</sup>*

<sup>1</sup> City of Granbury, “Historic Design Guidelines,” <https://www.granbury.org/296/Historic-Design-Guidelines>

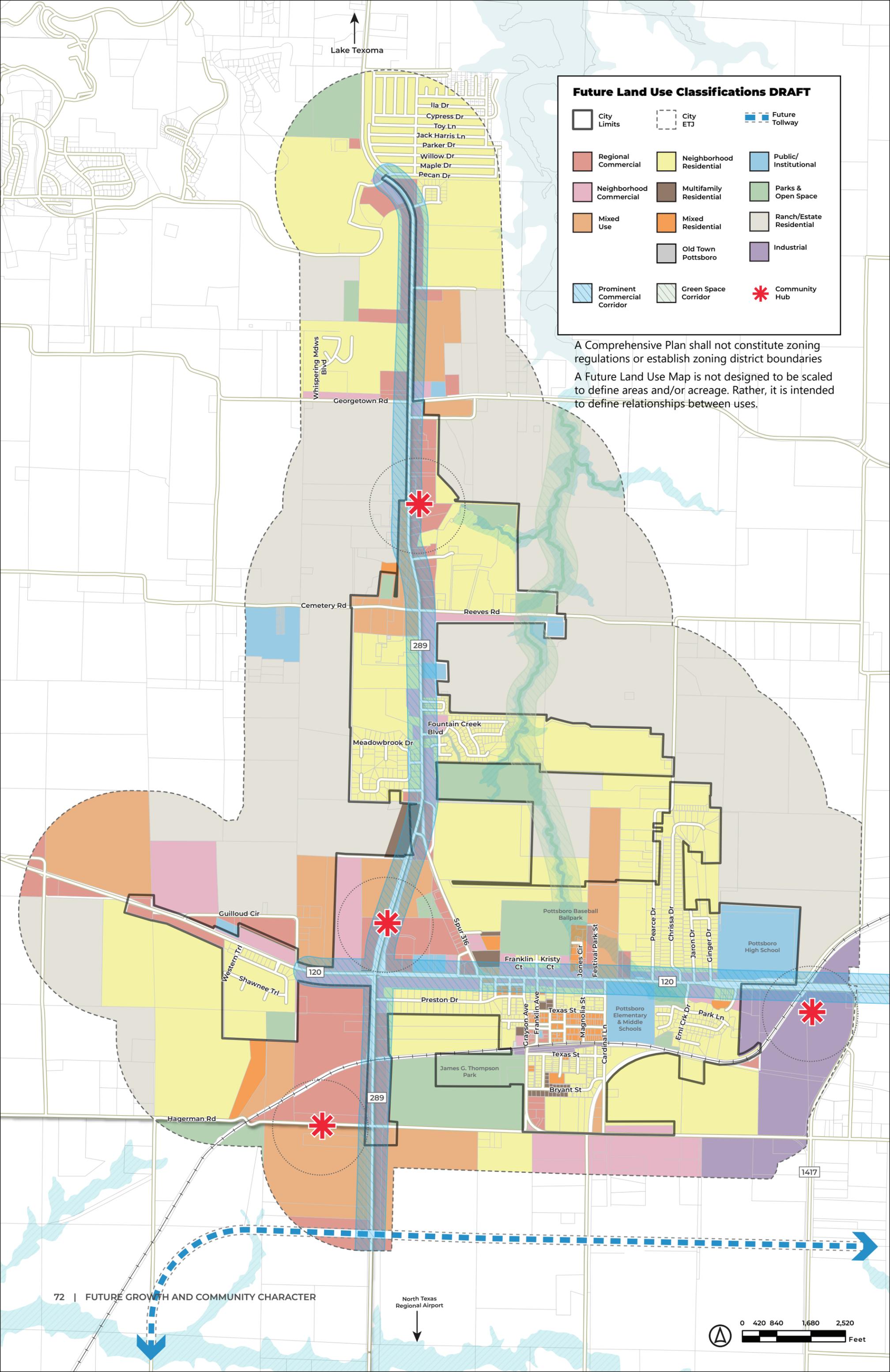
# Future Land Use Plan

The Future Land Use Map, identified as **Figure 3.1**, is the visual representation of Pottsville's long-term physical vision. Unlike a zoning map, which regulates current property rights, the FLUM serves as a policy guide for the Planning & Zoning Commission and City Council when evaluating development applications and infrastructure investments.

## Land Use Classifications

To simplify implementation while protecting community character, the following eleven classifications define the desired character and intensity of growth across the City and its ETJ.

- **Regional Commercial**  
Targeted at high-traffic intersections to serve residents and visitors, focusing on larger-scale retail and service uses.
- **Neighborhood Commercial**  
Small-scale commercial uses (e.g., local shops, professional offices) designed to be compatible with adjacent residential areas.
- **Mixed-Use**  
Integrated developments combining residential and commercial uses, promoting walkability and vibrant activity centers.
- **Old Town Pottsville**  
Focuses on the preservation and revitalization of the historic core, allowing for a flexible mix of uses that maintain the traditional small-town grid.
- **Neighborhood Residential**  
Primarily single-family detached homes, representing the quiet, established core of Pottsville's residential life.
- **Multifamily Residential**  
Higher-density residential options, strategically located near major thoroughfares to provide diverse housing choices.
- **Mixed Residential**  
Provides a transition between commercial areas and single-family neighborhoods by allowing a blend of "missing middle" housing types.
- **Ranch/Estate Residential**  
Very low-density residential areas, typically on the periphery, intended to preserve open space and the rural-lakeside character.
- **Industrial**  
Targeted areas for light manufacturing, warehousing, and distribution that are buffered from residential neighborhoods.
- **Public/Institutional**  
Land dedicated to municipal services, schools, and civic functions.
- **Parks & Open Space**  
Dedicated recreational land and preserved natural areas.



**Future Land Use Classifications DRAFT**

- |                               |                          |                          |
|-------------------------------|--------------------------|--------------------------|
| City Limits                   | City ETJ                 | Future Tollway           |
| Regional Commercial           | Neighborhood Residential | Public/Institutional     |
| Neighborhood Commercial       | Multifamily Residential  | Parks & Open Space       |
| Mixed Use                     | Mixed Residential        | Ranch/Estate Residential |
| Old Town Pottsboro            | Industrial               |                          |
| Prominent Commercial Corridor | Green Space Corridor     | Community Hub            |

A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries  
 A Future Land Use Map is not designed to be scaled to define areas and/or acreage. Rather, it is intended to define relationships between uses.

## Strategic Growth Framework and Community Hubs

The FLUM organizes growth around primary corridors and high-visibility “Community Hubs” to maximize economic potential while minimizing traffic intrusion into neighborhoods.

### PROMINENT COMMERCIAL CORRIDORS

To boost the local tax base, commercial growth is prioritized along Highway 289 and FM 120. These corridors feature a buffer that prioritizes Regional and Neighborhood Commercial uses, ensuring that the most valuable land for sales tax generation is protected from low-intensity sprawl.

**Precedent:** *The City of Howe uses a similar corridor-first approach along US 75 to capture regional traffic while preserving its interior residential character.*

### TARGETED INDUSTRIAL GROWTH

Based on community feedback, **industrial uses are strategically located concentrated on the east side, south of FM 120 and generally east of the rail line to FM 1417.** This location provides the necessary logistical access to rail and major thoroughfares while keeping heavy traffic away from the residential areas to the north and west.

**Precedent:** *The City of Van Alstyne has successfully utilized its eastern rail corridor for industrial and light manufacturing to balance its residential growth with a robust industrial tax base.*

### COMMUNITY HUBS AND FUTURE EXPANSION

The Plan identifies three catalyst “Community Hubs” intended to serve as focal points for **mixed-use and commercial activity:**

- **Central Hub (FM 120/Hwy 289)**  
The primary concentration of Regional

Commercial and Mixed-Use development currently within the City limits.

- **Western Gateway (FM 289/Hagerman Road)**

Located in the ETJ, this hub anticipates the future tollway expansion. Land south of Hagerman Road is designated for Mixed-Use through the expansion path, transitioning to Commercial once the infrastructure is in place.

- **Eastern Gateway (FM 120/FM 1417)**

A future commercial node in the ETJ to capture traffic at the City’s eastern boundary.

### RESIDENTIAL CHARACTER AND TRANSITIONS

While the FLUM maintains established single-family neighborhoods, it introduces Mixed Residential and specific Multifamily nodes to address housing availability and affordability while maintaining the City’s commitment to a strong homeownership base as the foundation of its community stability.

- **Multifamily Nodes**

Strategically placed on the western side of Highway 289 where Spur 316 intersects, and on the eastern side of Spur 316 north of FM 120. These locations allow for higher density without impacting the privacy of interior single-family blocks.

- **Green Space Corridors**

Buffers along floodplains and streams are designated to prevent development in hazardous areas, aligning with the RCP requirements for hazard mitigation.

## Conclusion

The land use and design policies established in this chapter provide the physical blueprint for a growing, resilient community. However, **the success of this physical vision depends on the infrastructure and services that support it.** The following chapter, *Chapter 4: Mobility, Economic Development, and Community Services*, details how the City will manage its transportation network and municipal facilities to accommodate this growth. ►



# 04. MOBILITY, ECONOMIC DEVELOPMENT, AND COMMUNITY SERVICES

**This chapter addresses the functional systems that support Pottsboro's daily life and economic vitality.** While Chapter 3 focused on the "where" and "what" of development, this chapter focuses on the "how:" how people move, how the local economy grows, and how municipal services are delivered.

**The strategies outlined here prioritize maintenance of existing assets and the implementation of high-impact, scalable regulatory tools.** This pragmatic approach ensures that Pottsboro remains fiscally resilient while responding directly to community desires for better roads, more sidewalks, and improved public facilities.

# Mobility and Safety

Pottsboro’s transportation network is anchored by its primary regional corridors, FM 120 and SH 289, and a local street system that must balance residential quietude with increasing through-traffic.

**Community feedback strongly emphasized the need for improved road maintenance and enhanced pedestrian safety.**

## Strategic Sidewalk Planning

For years, Pottsboro has relied on “ad-hoc” sidewalk construction, a reactive process where small stretches of sidewalk are built only when a specific development occurs, often resulting in disconnected islands of concrete. **To improve safety and connectivity, the City will transition to a prioritized network approach.**

### ■ Objective 4.1

Develop a citywide Sidewalk Plan that prioritizes gap-filling and new construction to create a continuous pedestrian network.

### ■ Strategy 4.1.1

Conduct a pedestrian infrastructure audit to identify critical gaps between residential neighborhoods, schools, the downtown business district, and public amenities such as the library.

### ■ Strategy 4.1.2

Establish a “Safe Routes to School” program to prioritize sidewalk funding for paths directly serving students and non-vehicular commuters.

**Precedent:** *The City of Gladewater pursued and received Targeted Pedestrian Grant funding to focus sidewalk improvements exclusively on the routes connecting its residential areas to school campuses, ensuring maximum safety impact for a limited budget.*

## Multimodal Street Standards

**Modernizing street design standards ensures that new development contributes to a safe, accessible network for all users, including pedestrians, cyclists, and motorists.** This involves expanding road design to include multimodal elements like dedicated bike lanes, wider sidewalks, and pedestrian-scale lighting where appropriate.

### ■ Objective 4.2

Adopt a Multimodal Streets Ordinance to establish clear design standards for different road types.

### ■ Strategy 4.2.1

Integrate design standards that account for the unique constraints of traffic entering and exiting businesses along FM 120 and SH 289 to reduce congestion and conflict points.

### ■ Strategy 4.2.2

Require all new residential subdivisions to include standardized sidewalk widths and ADA-compliant ramps that connect to the broader City network.

## Fiscal Responsibility in Infrastructure

To ensure that growth does not become a financial burden on current taxpayers, the City will utilize a “Strong Towns” approach, ensuring that new development contributes proportionately to the public infrastructure it requires.

### ■ Objective 4.3

Create and adopt a long-range Capital Improvements Plan (“CIP”) and establish a system of impact fees.

### ■ Strategy 4.3.1

Appoint a Capital Improvements Advisory Committee to lead an ongoing assessment of the City’s major systems (water, wastewater, and roads) and provide a recommendation on project prioritization.

### ■ Strategy 4.3.2

Develop and formally adopt a 5-year CIP that aligns infrastructure projects with the City’s fiscal capacity and growth projections.

### ■ Strategy 4.3.3

Codify land use assumptions and adopt a formal impact fee schedule based on the CIP to ensure growth pays for itself.

**Precedent:** The Town of Westlake recently updated its Impact Fee study to ensure that new residential developments contribute their fair share toward water and wastewater expansion, protecting the City’s general fund for maintenance of existing roads.

# Economic Development

Economic development in Pottsboro is focused on leveraging the City’s lakeside location and its position along growing regional corridors to create a resilient, diversified tax base. A strategic approach that emphasizes public-private partnerships and streamlined municipal processes allows the City to attract investment without necessitating a large economic development staff.

## Targeted Recruitment and Small Business Support

A pass-through community is one where travelers simply drive through on their way to another location; a destination is a community where travelers intentionally stop to spend time and money. Pottsboro will leverage its proximity to Lake Texoma to make this transition.

### ■ Objective 4.4

Develop and implement a marketing and branding strategy in partnership with the Chamber of Commerce and local businesses.

### ■ Strategy 4.4.1

Establish a “Lakeside Branding” guide for use in City signage, wayfinding, local

businesses, and municipal marketing to create a unified visual identity.

### ■ Strategy 4.4.2

Develop a targeted recruitment toolkit for retail, dining, and service businesses that fills specific gaps identified in local market data.

**Precedent:** The City of Kemah maintains a highly successful joint marketing agreement with local business owners to cross-promote city events and lakeside dining, significantly increasing local sales tax revenue.

## Workforce and Lifelong Learning

Economic resilience is tied to the education and skills of the local workforce. By partnering with local institutions, Pottsboro can support residents' upward mobility.

### ■ **Objective 4.5**

Enhance educational and lifelong learning opportunities by partnering with Pottsboro ISD, the library, and regional colleges.

### ■ **Strategy 4.5.1**

Improve pedestrian connectivity between residential areas and educational facilities to increase accessibility for all age groups.

### ■ **Strategy 4.5.2**

Support regional workforce development initiatives that align local skills with the needs of the growing North Texas job market.

## Streamlined Permitting and Online Services

Reducing the complex and often slow administrative hurdles for building and business permits that is often referred to as “red tape” a cost-effective way to encourage investment in a resource-constrained environment.

### ■ **Objective 4.6**

Look to improve and expedite the City's permitting and licensing process via an online system.

### ■ **Strategy 4.6.1**

Investigate a digital permit portal that prioritizes complete applications and offers real-time online tracking by applicants to reduce the administrative burden on City staff.

### ■ **Objective 4.7**

Enhance public access to development-related data by researching the creation of a public-facing GIS mapping system.

### ■ **Strategy 4.7.1**

Explore the feasibility of launching a GIS mapping system that includes public layers for zoning, future land use, and infrastructure to allow potential investors to perform preliminary due diligence.

**Precedent:** *The City of Krugerville transitioned to a simplified online portal for building permits, which reduced walk-in traffic at City Hall and allowed faster turnaround times for small-scale residential contractors.*

# Community Services and Facilities

Community services provide the essential quality-of-life amenities that make a city a home. **Strategic investment in these facilities ensures that Pottsboro remains a desirable and attractive place for families and seniors alike.**

## Parks and Recreation Enhancements

Parks are often the most visible evidence of a Comprehensive Plan's success because they are shared public spaces that demonstrate a city's commitment to its residents' well-being. **Improvements will focus on existing assets to maximize impact.**

### ■ Objective 4.8

Enhance existing parks with improved landscaping, multi-generational amenities, and ADA-compliant features.

### ■ Strategy 4.8.1

Update the City's subdivision ordinance to include a parkland dedication requirement, offering a "fee-in-lieu" option so smaller developments can still provide resources for the City to improve central parks like Thompson or Festival Park.

### ■ Strategy 4.8.2

Conduct an accessibility audit of existing park facilities to identify and prioritize the removal of ADA barriers.

### ■ Strategy 4.8.3

Create a Park Concept Plan that establishes a unified design for landscaping and amenity placement to ensure enhancements are cohesive and sustainable.

### ■ Strategy 4.8.4

Prioritize the addition of specific high-demand amenities, including a dog park, pickleball courts, trails, and inclusive playgrounds.

**Precedent:** *The City of Krum utilized a "Parkland Dedication" ordinance to ensure new developers contributed to the expansion of its existing park system rather than building small, isolated pocket parks that were difficult for the city to maintain. In 2022, the Texas A&M AgriLife Extension also published a document discussing best practices for establishing or revising parkland dedication ordinances. This publication can be found in **Appendix B.***

## Public Facility Modernization and Safety

As Pottsboro's population grows, **public safety facilities must expand in both size and capability to serve a multi-generational community.**

### ■ Objective 4.9

Construct a new, centrally located public safety facility to house police and fire services, with potential integration of City administrative offices.

### ■ Strategy 4.9.1:

Conduct a Space Needs Assessment to determine the current and projected facility requirements for the Police, Fire, and Administrative departments.

■ **Strategy 4.9.2**

Evaluate the feasibility of consolidating police, fire administration, and city hall functions into a single municipal hub to reduce utility and maintenance overhead.

■ **Strategy 4.9.3**

Perform a Site Selection Analysis to identify a centrally located property that maximizes emergency response times and provides a visible municipal presence.

■ **Strategy 4.9.4**

Develop a multi-year financial plan, including the evaluation of grant opportunities and municipal bonds, to fund the design and construction phase.

■ **Strategy 4.9.5**

Incorporate universal design principles, such as adequate lighting, wide sidewalks, and shade structures, into all existing and future public facility projects.

■ **Objective 4.10**

Periodically evaluate the long-term feasibility of developing a new multi-generational community gathering spaces as financial capacity allows.

■ **Strategy 4.10.1**

Ensure that future community gathering spaces are evaluated against the City's debt service capacity to remain responsive to community input without overcommitting fiscal resources.

**Precedent:** *The City of Celina recently consolidated most of its municipal functions into a downtown hub to increase operational efficiency and provide a more accessible, centralized location for residents to pay utilities or conduct business with the City. The City plans to activate a portion of the property to serve as flexible community space capable of supporting public gatherings and placemaking initiatives.*

## Conclusion

This chapter provides the operational roadmap for Pottsboro's future growth. **By focusing on fiscal resilience, multimodal safety, and high-quality community services, the City ensures that its infrastructure supports its vision.** However, the reliability of these systems is only as strong as their resilience to natural and man-made hazards. The following chapter, **Chapter 5: Hazard Mitigation and Community Resilience**, outlines the strategies necessary to protect these assets from future risks. ►

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# 05. HAZARD MITIGATION AND COMMUNITY RESILIENCE

**Pottsboro is committed to a planning framework that anticipates and minimizes the impact of natural and manmade hazards.** Community resilience extends beyond disaster response to the long-term sustainability of critical infrastructure and the reliability of essential services like water and communications. This chapter outlines

practical strategies to protect local assets and residents while ensuring the City can recover efficiently from future events. **These strategies correlate with the risks identified in the Grayson County HMAP** and the community profile established in **Chapter 2** of this Plan.

# Hazard Risk Profile and Mitigation Strategy

The City’s approach to hazard mitigation focuses on reducing community vulnerability, building partnerships for resilience, and identifying cost-effective actions that can be

implemented, where possible, over time. By aligning local efforts with the Grayson County HMAP, the City remains eligible for federal and state disaster mitigation funding.

## Hazard Mitigation Initiatives

The HMAP identifies several initiatives for Pottsboro, including critical facility power backups, stormwater management, and public education. Central to these initiatives is the concept of infrastructure hardening. This process involves physically reinforcing or retrofitting municipal systems, specifically water distribution, wastewater treatment, and emergency communications networks, to ensure they remain functional during and immediately after extreme weather events such as ice storms or high-wind incidents.

### ■ Objective 5.1

Reduce community vulnerability to disasters through targeted infrastructure hardening and public awareness.

### ■ Strategy 5.1.1

Perform a feasibility assessment of critical facilities such as water pumps and emergency services to determine specific requirements for generator retrofits and permanent hardwiring. See **Figure 5.1**, Water and Wastewater Utilities Map.

### ■ Strategy 5.1.2

Integrate stormwater drainage evaluations into the City’s regular street maintenance and capital improvement reviews to identify opportunities for creek channelization and improved diversion.

### ■ Strategy 5.1.3

Establish a low-cost community hazard education program utilizing existing municipal social media channels to disseminate information on mitigation measures.

**Precedent:** *The City of Bells utilized a phased approach to infrastructure hardening by integrating generator requirements into their standard capital improvement project specifications, allowing for gradual implementation as funding becomes available.*

**Figure 5.1.** Pottsboro Water and Wastewater Utilities Map

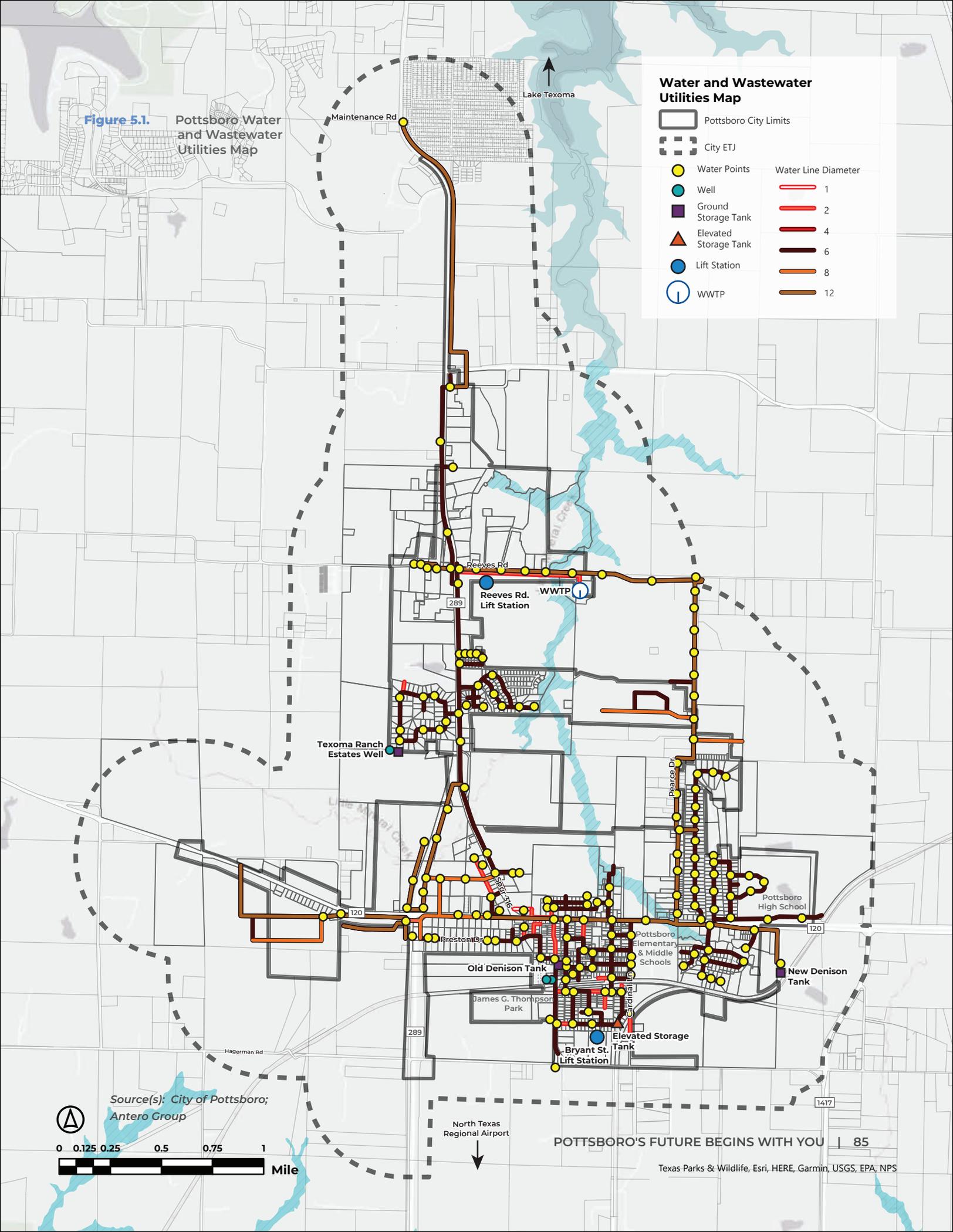
**Water and Wastewater Utilities Map**

	Pottsboro City Limits		
	City ETJ		Water Points
			Well
			Ground Storage Tank
			Elevated Storage Tank
			Lift Station
			WWTP
			Water Line Diameter 1
			Water Line Diameter 2
			Water Line Diameter 4
			Water Line Diameter 6
			Water Line Diameter 8
			Water Line Diameter 12

Source(s): City of Pottsboro;  
Antero Group




0 0.125 0.25 0.5 0.75 1 Mile



# Water Supply and Utility Resilience

**Reliable access to water is a fundamental requirement for Pottsboro's long-term sustainability.** This municipal strategy emphasizes resource stewardship and infrastructure modernization to ensure long-term reliability for current residents and future development.

## Long-Range Water Supply Planning

**Proactive security of the water supply is necessary to mitigate risks associated with regional shortages or infrastructure failures.** An isolated failure in the supply chain can have immediate impacts on public health and economic activity.

### ■ Objective 5.2

Develop a long-range water supply and resiliency plan to evaluate the costs, benefits, and feasibility of all potential water source options.

### ■ Strategy 5.2.1

Commission a study to analyze the long-term viability of current water sources, assess the requirements for utilizing the City's existing Lake Texoma water rights, and identify secondary or emergency supply connections with regional partners.

### ■ Strategy 5.2.2

Incorporate water quality monitoring and resource management goals into the City's annual utility budget reviews.

### ■ Strategy 5.2.3

Provide regular data updates and planning priorities to the Region C Water Group to ensure Pottsboro's infrastructure needs and funding requests are accurately reflected in the State Water Plan.

## Infrastructure Efficiency and Water Loss Control

**Reducing non-revenue water loss is the most cost-effective method for increasing effective system capacity.** Modernized detection prevents the degradation of infrastructure and ensures fiscal efficiency within the utility fund.

### ■ Objective 5.3

Employ a comprehensive water loss control system to identify, manage, and reduce water loss through modernized metering and leak detection.

### ■ Strategy 5.3.1

Implement a phased replacement of aging water meters with digital Advanced Metering Infrastructure to enable real-time leak detection and data-driven management.

**Precedent:** *The City of Fairfield, Texas, transitioned to a citywide AMI system to replace manual-read meters. This modernization allowed the City to provide residents with real-time leak alerts and significantly reduced administrative overhead by automating the billing and data collection process.*

# Communications and Infrastructure Hardening

Resilience requires that the City's critical communication and power networks remain functional during extreme weather events. Hardening these systems reduces the likelihood of prolonged service outages during ice storms, high winds, or other North Texas weather hazards.

## Utility Hardening and Connectivity

Modernizing the delivery of utilities, particularly electrical and data services, is essential for maintaining business continuity and resident safety.

### ■ Objective 5.4

Seek public/private partnerships ("P3s") to expand fiber-optic internet and explore the feasibility of burying electrical lines in high-priority growth areas.

### ■ Strategy 5.4.1

Evaluate the feasibility of integrating underground utility requirements into the Subdivision regulations for new residential and commercial developments.

### ■ Strategy 5.4.2

Partner with regional telecommunications providers to incentivize the expansion of redundant fiber-optic networks to serve municipal and emergency facilities.

**Precedent:** *The City of Celina, Texas, implemented strict subdivision standards requiring all new electrical and communication lines to be placed underground. This policy has significantly reduced the frequency of localized power outages during severe weather compared to older sections of the community with overhead infrastructure.*

## Emergency Public Communication

**Effective hazard mitigation relies on the City's ability to reach every resident instantly during an emergency.** While structural hardening protects physical assets, clear and immediate communication protects lives by ensuring residents can take action before and during a crisis.

Several emergency outdoor warning sirens are located throughout the community to alert residents who are outside of their homes or vehicles during a severe weather event. These sirens are routinely tested and maintained by the City's Fire Department. However, sirens are not intended to be heard clearly inside modern, well-insulated buildings, nor can they provide specific instructions such as boil water notices or evacuation routes.

### ■ Objective 5.5

Investigate and implement an enhanced hazardous weather early warning system to increase the percentage of residents reached during critical events.

### ■ Strategy 5.5.1

Initiate a targeted public awareness campaign across all municipal digital platforms and utility billing inserts to increase enrollment in emergency notification tools such as CodeRED.

### ■ Strategy 5.5.2

Utilize community sign-up stations at local events such as Frontier Day where public safety personnel can assist residents with digital alert registration and profile updates.

### ■ Strategy 5.5.3

Evaluate the functionality of the existing outdoor warning siren network during routine maintenance to identify areas with inadequate coverage resulting from new residential growth.

## Continuity of Operations

**Maintaining governance and emergency response capabilities during a major hazard event is a core municipal responsibility.** This requires a secure, hardened location for command and control operations.

### ■ Objective 5.6

Determine and enhance a dedicated City emergency operations headquarters to ensure continuity of services during and after hazard events.

### ■ Strategy 5.6.1

Designate the proposed new public safety facility as the primary municipal emergency operating center, ensuring the structure is built to hardened storm standards with independent power and communications systems.

### ■ Strategy 5.6.2

Establish a Continuity of Operations Plan ("COOP") that outlines the transition of essential municipal functions to the emergency operating center during a declared emergency.

# Building a Resilient Community

The importance of mitigation extends beyond immediate disaster response; it is essential for protecting lives and property, improving economic resilience, and ensuring continued access to future state and federal funding. **By committing to these practical, scalable strategies, Pottsboro positions itself to withstand future hazards** while maintaining the lakeside character and quality of life valued by its residents.

## Conclusion

**The resilience of Pottsboro's infrastructure and the safety of its residents are the foundational pillars upon which all other growth and development goals rest.** While the preceding chapters have outlined a vision for the City's physical form, mobility network, and economic vitality, the long-term success of these initiatives depends on the City's ability to withstand and recover from future hazards. Ensuring a sustainable water supply and hardening critical systems provides the necessary stability for the community to thrive. However, a plan is only as effective as its execution. The following chapter, **Chapter 6: Implementation**, transitions from policy to action by establishing a clear roadmap for the timing, funding, and interdepartmental coordination required to turn the **Propel Pottsboro 2045** vision into a reality. ▶



# 06.

## IMPLEMENTATION AND MONITORING

A Comprehensive Plan is only effective if it is systematically implemented and regularly updated. This chapter provides a clear roadmap for turning the policies and objectives of **Propel Pottsboro 2045** into reality. Given Pottsboro's

resource-constrained environment, the implementation strategy emphasizes fiscal responsibility, public-private partnerships, and the pursuit of external grant funding.

# Implementation Monitoring

To ensure the Plan remains a living document, **the City will establish a formal process for monitoring progress and making adjustments as community needs evolve.**

## ■ Annual Reporting

The Planning & Zoning Commission, in consultation with City staff, will provide an annual report to the City Council. This report will summarize the status of action items, highlight completed projects, and identify any barriers to implementation.

## ■ 5-Year Audit

A comprehensive review of the Plan will occur every five (5) years. This audit will assess whether the vision, goals, and objectives remain relevant to Pottsville's growth and character, allowing for course corrections in response to major demographic or economic shifts.

# Implementation Matrix

**The following matrix serves as the actionable framework for the Plan.** It organizes the objectives into specific tasks with assigned priorities, timelines, and potential funding mechanisms.

## Matrix Key

### ■ Action Category

#### ■ Policy

*Governance-related actions, including regulatory changes, code amendments, or structural policy frameworks.*

#### ■ Project

*Targeted initiatives with a defined beginning and end, typically resulting in a specific deliverable, physical construction, or technology deployment.*

### ■ Priority

High (Immediate), Med (Intermediate), Low (Long-term).

### ■ Timeline

Short (1-2 Years), Med (3-5 Years), Long (6+ Years).

### ■ Cost Estimate

\$ (Low: <\$25k), \$\$ (Med: \$25k-\$250k), \$\$\$ (High: >\$250k)

### ■ Potential Partners

Supporting entities, including regional agencies, local organizations, and private stakeholders who may provide technical or operational assistance.

### ■ Potential Funding Sources

The identified funding mechanisms available to support the action.

### ■ Progress Metrics

Specific, measurable indicators used to track the successful implementation and performance of each strategy.

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#	OBJECTIVE / STRATEGY	ACTION CAT.	PRIORITY	TIMELINE	COST EST.	LEAD (RESP. PARTY)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	PROGRESS METRIC
<b>3.1</b>	<b>Objective:</b> Update the zoning ordinance to allow for a greater diversity of housing types to provide more housing choices and support walkable, mixed-use development.								
<b>3.1.1</b>	Amend the Zoning Ordinance to allow for “Missing Middle” housing, such as duplexes and cottage courts, as a transitional buffer between commercial corridors and single-family neighborhoods.	Policy	High	Short	\$	P&Z Commission	City Staff	Texas Rural Funders Capacity Building Grants	Formal adoption of ordinance amendments. Number of “Missing Middle” housing permits issued annually.
<b>3.2</b>	<b>Objective:</b> Develop clear and predictable review criteria to guide the rezoning of undeveloped properties.								
<b>3.2.1</b>	Establish a formal review checklist for the Planning & Zoning Commission requiring every rezoning request to demonstrate alignment with the Future Land Use Map (“FLUM”) and infrastructure capacity.	Policy	High	Short	—	P&Z Commission	City Staff	N/A	100% of rezoning applications processed using the standardized checklist.
<b>3.2.2</b>	Incorporate criteria that consider environmental conditions, building height transitions, and impacts on public services to protect existing neighborhood privacy.	Policy	High	Short	\$	P&Z Commission	City Staff	N/A	Percentage of staff reports addressing height/privacy transitions.
<b>3.3</b>	<b>Objective:</b> Adopt the most recent editions of the International Building Codes (“IBC”) and National Electric Code (“NEC”).								
<b>3.3.1</b>	Update municipal building codes to the latest certified standards to ensure safe, high-quality construction throughout Pottsboro.	Policy	High	Short	\$	City Staff	City Council	HMGP, TDA CDF	Final adoption of IBC and NEC updates by City Council.
<b>3.3.2</b>	Regularly audit code enforcement processes to ensure new construction meets updated safety and resiliency requirements.	Policy	Med	Med	—	City Staff	City Council	TDA CDF	Number of internal code audits performed per fiscal year.
<b>3.4</b>	<b>Objective:</b> Establish new Entertainment, Pedestrian Business, and Limited Retail zoning districts to guide commercial growth.								
<b>3.4.1</b>	Guide commercial development toward infill sites within the FM 120 and SH 289 corridors.	Policy	Med	Short	—	City Staff	EDC	TDA DRP, USDA RBDG, Type B EDC, TIRZ	Creation of new districts in the official code. Sales tax revenue growth within designated infill corridors.
<b>3.4.2</b>	Establish design standards within these new districts that prioritize ADA-accessible sidewalks and public outdoor spaces, offering flexibility in traditional requirements to incentivize creative reuse.	Policy	Med	Med	\$	P&Z Commission	Developers	TDA DRP, TxDOT TA, General Fund, Type B EDC, Impact Fees	Number of revitalized/reused commercial structures in corridors.
<b>3.5</b>	<b>Objective:</b> Incentivize the preservation of open space and the use of low-maintenance landscaping in new developments.								
<b>3.5.1</b>	Implement flexible design requirements, such as cluster development or conservation subdivisions, allowing for houses to be grouped closer together to leave larger portions of a site in its natural state.	Policy	Med	Med	\$	P&Z Commission	Developers	TPWD SCRG, Texas Rural Funders Capacity Building Grants, General Fund	Acreage of open space preserved through cluster development.
<b>3.5.2</b>	Explore the use of tax incentives or density bonuses for developers who provide permanent green space connectivity or protect sensitive environmental features.	Policy	Med	Long	—	City Council	City Staff, P&Z Commission	USDA RBDG, General Fund, TIRZ, Property Tax Abatements	Number of density bonuses granted for green space preservation.

#	OBJECTIVE / STRATEGY	ACTION CAT.	PRIORITY	TIMELINE	COST EST.	LEAD (RESP. PARTY)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	PROGRESS METRIC
<b>3.6</b>	<b>Objective:</b> Establish a citywide aesthetics program including cohesive design standards and a comprehensive wayfinding system.								
<b>3.6.1</b>	Develop cohesive design standards for municipal signage and a comprehensive wayfinding system from the perspective of a first-time visitor, providing clear directions to key community assets.	Project	Med	Med	\$\$	City Staff	EDC, Chamber	TDA DRP, TDA Main Street Program, T-Mobile Hometown Grants, Type B EDC	Completion of initial wayfinding installation. Adoption of the Wayfinding and Aesthetics Master Plan.
<b>3.7</b>	<b>Objective:</b> Develop and implement a citywide Landscape Plan for new developments and public properties.								
<b>3.7.1</b>	Mandate the use of low-maintenance native plantings and efficient irrigation systems in new developments and public properties.	Policy	Med	Short	—	City Staff	P&Z Commission	TPWD SCRG, TWDB AWCG (for irrigation efficiency), General Fund	Formal adoption of Landscape Plan. Percentage of native species used in new municipal projects.
<b>3.7.2</b>	Require shade-providing trees and native species in all new developments to reduce municipal maintenance costs, support water conservation, and provide natural cooling.	Policy	Med	Short	—	City Staff	Developers	TPWD SCRG, Texas A&M Forest Service CFGP, General Fund	Tree canopy density measurements in new residential developments.
<b>3.8</b>	<b>Objective:</b> Create clear and user-friendly design standards to ensure new construction is compatible with established character.								
<b>3.8.1</b>	Develop a set of "Lakeside Identity" guidelines that encourage specific architectural elements such as natural stone accents, timber framing, and varied roofline pitches.	Policy	Med	Med	\$	City Staff	P&Z Commission	TDA DRP, USDA RBDG, General Fund, Type B EDC	Completion of Design Standards Manual. Number of site plan approvals meeting "Lakeside" criteria.
<b>3.8.2</b>	Integrate these standards into the planned development process to ensure that municipal projects and large-scale private developments serve as visual anchors for the community.	Policy	Med	Med	—	P&Z Commission	City Staff	USDA RBDG, General Fund	Percentage of PD applications incorporating lakeside architectural elements.
<b>4.1</b>	<b>Objective:</b> Develop a citywide Sidewalk Plan that prioritizes gap-filling and new construction.								
<b>4.1.1</b>	Conduct a pedestrian infrastructure audit to identify critical gaps between residential neighborhoods, schools, downtown, and public amenities.	Project	High	Short	\$	City Staff		TxDOT SRTS, TxDOT TA, General Fund	Final audit report presented to City Council. Completion of the final Sidewalk Plan.
<b>4.1.2</b>	Establish a "Safe Routes to School" program to prioritize sidewalk funding for paths directly serving students and non-vehicular commuters.	Project	High	Short	\$	City Staff	PISD	TxDOT SRTS, TDA CDF, General Fund	Number of designated safe-route sidewalk segments completed.
<b>4.2</b>	<b>Objective:</b> Adopt a Multimodal Streets Ordinance to establish clear design standards for different road types.								
<b>4.2.1</b>	Integrate design standards that account for the unique constraints of traffic entering and exiting businesses along FM 120 and SH 289 to reduce congestion and conflict points.	Policy	High	Short	\$	City Staff	TxDOT	TxDOT TA, Type A/B EDC, General Fund	Date of multimodal streets ordinance adoption. Inclusion of corridor-specific design standards in the code.
<b>4.2.2</b>	Require all new residential subdivisions to include standardized sidewalk widths and ADA-compliant ramps that connect to the broader City network.	Policy	High	Short	—	P&Z Commission	Developers	TxDOT TA, General Fund	Percentage of new subdivisions meeting multimodal connectivity standards.

#	OBJECTIVE / STRATEGY	ACTION CAT.	PRIORITY	TIMELINE	COST EST.	LEAD (RESP. PARTY)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	PROGRESS METRIC
<b>4.3</b>	<b>Objective:</b> Create and adopt a long-range Capital Improvements Plan (“CIP”) and establish a system of impact fees.								
<b>4.3.1</b>	Appoint a Capital Improvements Advisory Committee (“CIAC”) to lead an ongoing assessment of the City’s major systems (water, wastewater, and roads) and provide a recommendation on project prioritization.	Policy	High	Short	—	City Council	City Staff	N/A	Number of CIP Advisory Committee meetings held annually. Completion of one comprehensive systems assessment report by EOY 2.
<b>4.3.2</b>	Develop and formally adopt a 5-year CIP that aligns infrastructure projects with the City’s fiscal capacity and growth projections.	Project	High	Short	\$\$	City Council	City Staff, CIAC	TWDB AMPSS, Utility Fund, General Fund	Formal adoption of the CIP.
<b>4.3.3</b>	Codify land use assumptions and adopt a formal impact fee schedule based on the CIP to ensure growth pays for itself.	Policy	High	Short	\$\$	City Council	City Staff, CIAC	TWDB AMPSS, Impact Fee Revenue	Formal adoption of the Fee Schedule. Dollar amount of impact fees collected for infrastructure.
<b>4.4</b>	<b>Objective:</b> Develop and implement a marketing and branding strategy in partnership with the Chamber of Commerce.								
<b>4.4.1</b>	Establish a “Lakeside Branding” guide for use in City signage, wayfinding, local businesses, and municipal marketing.	Project	High	Short	\$	City Staff	EDC, Chamber	USDA RBDG, Type A/B EDC	Launch of the new branding campaign. Number of businesses adopting the lakeside brand.
<b>4.4.2</b>	Develop a targeted recruitment toolkit for retail, dining, and service businesses that fills specific gaps identified in local market data.	Project	High	Short	\$	EDC	Chamber	USDA RBDG, Type A/B EDC	Number of new businesses recruited using the toolkit.
<b>4.5</b>	<b>Objective:</b> Enhance educational and lifelong learning opportunities by partnering with PISD, the library, and colleges.								
<b>4.5.1</b>	Improve pedestrian connectivity between residential areas and educational facilities to increase accessibility for all age groups.	Project	Med	Med	\$\$\$	City Staff	PISD	TxDOT SRTS, TDA CDF, Type B EDC, TIRZ, General Fund	Linear feet of new sidewalk connecting to schools/library.
<b>4.5.2</b>	Support regional workforce development initiatives that align local skills with the needs of the growing North Texas job market.	Policy	Med	Med	—	EDC	Grayson College, Austin College, Southeastern Oklahoma State University	TWC Dual Credit/Equipment Grants, USDA RBDG, Type A/B EDC	Increase in community program enrollment. Number of local workforce training sessions hosted.
<b>4.6</b>	<b>Objective:</b> Look to improve and expedite the City’s permitting and licensing process via an online system.								
<b>4.6.1</b>	Investigate a digital permit portal that prioritizes complete applications and offers real-time online tracking by applicants.	Project	High	Short	\$\$	City Staff	City Council	USDA RCDI, Permit Fees	Reduction in average permit processing time. Percentage of permits processed through the online portal.

#	OBJECTIVE / STRATEGY	ACTION CAT.	PRIORITY	TIMELINE	COST EST.	LEAD (RESP. PARTY)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	PROGRESS METRIC
<b>4.7</b>	<b>Objective:</b> Enhance public access to development-related data by researching the creation of a public-facing GIS mapping system.								
<b>4.7.1</b>	Explore the feasibility of launching a GIS mapping system that includes public layers for zoning, future land use, and infrastructure.	Project	Med	Short	<b>\$\$</b>	City Staff	Software Provider	TWDB AMPSS, Utility Fund, General Fund	System launch date and public availability. Number of monthly users on the public GIS portal.
<b>4.8</b>	<b>Objective:</b> Enhance existing parks with improved landscaping, multi-generational amenities, and ADA-compliant features.								
<b>4.8.1</b>	Update the City's subdivision ordinance to include a parkland dedication requirement and "fee-in-lieu" option.	Policy	High	Short	<b>\$</b>	P&Z Commission	City Council	TPWD SCRG, Park Impact Fees, General Fund	Revenue generated from parkland fee-in-lieu annually.
<b>4.8.2</b>	Conduct an accessibility audit of existing park facilities to identify and prioritize the removal of ADA barriers.	Project	High	Short	<b>\$</b>	Public Works		N/A	Completion of accessibility audit. Number of ADA barriers removed at existing park facilities.
<b>4.8.3</b>	Create a Park Concept Plan that establishes a unified design for landscaping and amenity placement to ensure enhancements are cohesive and sustainable.	Project	Med	Short	<b>\$\$</b>	City Staff	P&Z Commission	Type B EDC	Completion of Concept Plan.
<b>4.8.4</b>	Prioritize the addition of specific high-demand amenities, including a dog park, pickleball courts, trails, and inclusive playgrounds.	Project	Med	Med	<b>\$\$\$</b>	City Staff	EDC	TPWD SCRG, TPWD LWCF, Type B EDC	Number of park improvement projects completed. Percentage of desired amenities installed.
<b>4.9</b>	<b>Objective:</b> Construct a new, centrally located public safety facility to house police and fire services.								
<b>4.9.1</b>	Conduct a Space Needs Assessment to determine the current and projected facility requirements for the Police, Fire, and Administrative departments	Project	High	Short	<b>\$</b>	City Staff		General Funds	Finalized Space Needs report detailing square footage and facility requirements.
<b>4.9.2</b>	Evaluate the feasibility of consolidating police, fire administration, and city hall functions into a single municipal hub to reduce utility and maintenance overhead.	Policy	High	Short	<b>\$</b>	City Staff	City Council	General Funds	Feasibility report identifying cost-savings and operational benefits presented to Council.
<b>4.9.3</b>	Perform a Site Selection Analysis to identify a centrally located property that maximizes emergency response times and provides a visible municipal presence.	Project	Med	Med	<b>\$</b>	City Staff	City Council	General Funds	Identification of a suitable site.
<b>4.9.4</b>	Develop a multi-year financial plan, including the evaluation of grant opportunities and municipal bonds, to fund the design and construction phase.	Policy	High	Med	<b>\$\$\$</b>	City Staff	City Council	N/A	Completion of Public Facilities Financial Roadmap.
<b>4.9.5</b>	Incorporate universal design principles, such as adequate lighting, wide sidewalks, and shade structures, into facility projects.	Policy	Med	Long	<b>—</b>	City Staff	Public Safety	USDA CFDL/G, TDA CDF, Bonds, General Fund	Completion of the construction phase. Inclusion of design features in facility blueprints.

#	OBJECTIVE / STRATEGY	ACTION CAT.	PRIORITY	TIMELINE	COST EST.	LEAD (RESP. PARTY)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	PROGRESS METRIC
<b>4.10</b>	<b>Objective:</b> Periodically evaluate the long-term feasibility of developing new multi-generational gathering spaces.								
<b>4.10.1</b>	Ensure that future community gathering spaces are evaluated against the City's debt service capacity.	Policy	Low	Long	—	City Staff	City Council	USDA CFTA, General Fund	Annual review of gathering space feasibility. Debt service impact report presented to Council.
<b>5.1</b>	<b>Objective:</b> Reduce community vulnerability to disasters through targeted infrastructure hardening and public awareness.								
<b>5.1.1</b>	Perform a feasibility assessment of critical facilities such as water pumps and emergency services to determine specific requirements for generator retrofits and permanent hardwiring.	Project	High	Short	\$	Public Works	Public Safety	Bonds; State Grants: GLO, TAMFS, TDA, TDEM, TWDB, TXDOT; Federal Grants: FEMA HMA/HMGP, CDBG, CDC, DOH, EDA, EPA, HUD, NFIP, NFWF, NOAA, NRCS, SBA, USACE, USDA, USFS, USFWS, Utility Fund, Type B EDC	Completion of the final feasibility report and cost estimate. Reduction in critical facility downtime during outages.
<b>5.1.2</b>	Integrate stormwater drainage evaluations into the City's regular street maintenance and capital improvement reviews to identify opportunities for creek channelization and improved diversion.	Policy	High	Short	—	Public Works	City Council	State Grants: GLO, TAMFS, TDA, TDEM, TWDB, TXDOT; Federal Grants: FEMA HMA Grants, CDBG, CDC, DOH, EDA, EPA, HUD, NFIP, NFWF, NOAA, NRCS, SBA, USACE, USDA, USFS, USFWS; Stormwater Utility Fee, Type B EDC	Number of creek segments/feeder channels evaluated.
<b>5.1.3</b>	Establish a low-cost community hazard education program utilizing existing municipal social media channels to disseminate information on mitigation measures.	Project	High	Short	—	City Staff	Public Safety	General Fund	Number of monthly hazard mitigation outreach posts or workshops.
<b>5.2</b>	<b>Objective:</b> Develop a long-range water supply and resiliency plan to evaluate the costs, benefits, and feasibility of all potential water source options.								
<b>5.2.1</b>	Commission a study to analyze the long-term viability of current water sources, assess the requirements for utilizing the City's existing Lake Texoma water rights, and identify secondary or emergency supply connections with regional partners	Project	High	Short	\$\$	City Council	TWDB, Regional Partners	TWDB WSIG, TWDB SWIFT, Utility Fund, General Fund	Delivery of the finalized water source viability study. Completion of the Long-Range Water Plan.
<b>5.2.2</b>	Incorporate water quality monitoring and resource management goals into the City's annual utility budget reviews.	Policy	Med	Med	—	Public Works	N/A	N/A	Inclusion of resource management goals in annual fiscal budget.
<b>5.2.3</b>	Provide regular data updates and planning priorities to the Region C Water Group to ensure Pottsboro's infrastructure needs and funding requests are accurately reflected in the State Water Plan.	Policy	High	Med	—	City Staff	City Council, Region C	TWDB State Water Planning (Regional) Funding, TWDB AMPSS	Successful listing of Pottsboro projects in the Region C Water plan.

#	OBJECTIVE / STRATEGY	ACTION CAT.	PRIORITY	TIMELINE	COST EST.	LEAD (RESP. PARTY)	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	PROGRESS METRIC
<b>5.3</b>	<b>Objective:</b> Employ a comprehensive water loss control system to identify, manage, and reduce water loss through modernized metering and leak detection.								
<b>5.3.1</b>	Implement a phased replacement of aging water meters with digital Advanced Metering Infrastructure (“AMI”) to enable real-time leak detection and data-driven management.	Project	High	Med	\$\$\$	Public Works		TWDB CWSRF, TWDB DWSRF, USDA Water & Waste Disposal Loan & Grant, Utility Fund	Percentage of total municipal meters replaced with AMI units. Percentage reduction in non-revenue water loss.
<b>5.4</b>	<b>Objective:</b> Seek public/private partnerships (“P3s”) to expand fiber-optic internet and explore the feasibility of burying electrical lines in high-priority growth areas.								
<b>5.4.1</b>	Evaluate the feasibility of integrating underground utility requirements into the Subdivision regulations for new residential and commercial developments.	Policy	Med	Med	—	P&Z Commission	City Staff, Developers	General Fund	Date of adoption of the updated Subdivision Ordinance. Linear feet of utility lines placed underground.
<b>5.4.2</b>	Partner with regional telecommunications providers to incentivize the expansion of redundant fiber-optic networks to serve municipal and emergency facilities.	Project	Med	Med	\$\$\$	City Council	Telecom Providers	Public-Private Partnerships	Number of municipal facilities connected to redundant fiber.
<b>5.5</b>	<b>Objective:</b> Investigate and implement an enhanced hazardous weather early warning system to increase the percentage of residents reached during critical events.								
<b>5.5.1</b>	Initiate a targeted public awareness campaign across all municipal digital platforms and utility billing inserts to increase enrollment in emergency notification tools such as CodeRED.	Project	High	Short	—	City Staff	Public Safety	General Fund, USDA CFG (for communication equipment)	Percentage increase in CodeRED subscriber database. Percentage of residents enrolled in notification tools.
<b>5.5.2</b>	Utilize community sign-up stations at local events such as Frontier Day where public safety personnel can assist residents with digital alert registration and profile updates.	Project	High	Short	—	Public Safety	City Council	General Fund	Number of new registrations captured at on-site events.
<b>5.5.3</b>	Evaluate the functionality of the existing outdoor warning siren network during routine maintenance to identify areas with inadequate coverage resulting from new residential growth.	Project	High	Short	\$	Public Safety	City Council	TDEM HMGP	Siren Coverage Map identifying and addressing audit gaps.
<b>5.6</b>	<b>Objective:</b> Determine and enhance a dedicated City emergency operations headquarters to ensure continuity of services during and after hazard events.								
<b>5.6.1</b>	Designate the proposed new public safety facility as the primary municipal emergency operating center, ensuring the structure is built to hardened storm standards.	Policy	Low	Long	—	City Council	Public Safety	USDA CFDL/G, TDEM HMGP, Bonds	Inclusion of EOC standards in facility design and blueprints. Operational readiness of the primary EOC.
<b>5.6.2</b>	Establish a Continuity of Operations Plan (“COOP”) that outlines the transition of essential municipal functions to the emergency operating center during a declared emergency.	Policy	Med	Med	\$	City Staff	Public Safety, Council	General Fund	Date of formal COOP adoption by the City Council.

# Potential Funding Sources

SOURCE NAME	AGENCY	PURPOSE
<b>State and Federal Grant &amp; Loan Programs</b>		
<b>Community Development Fund (“CDF”)</b>	Texas Department of Agriculture	Critical infrastructure and community development projects.
<b>Downtown Revitalization (“DRP”)</b>	Texas Department of Agriculture	Streetscapes and infrastructure in the commercial core.
<b>Main Street Program</b>	Texas Department of Agriculture	Technical assistance and grants for historic downtowns.
<b>Rural Business Development (“RBDG”)</b>	US Department of Agriculture	Business recruitment and economic development planning.
<b>Community Facilities (Loan/Grant)</b>	US Department of Agriculture	Construction or equipment for public buildings (Safety/Admin).
<b>Water &amp; Waste Disposal</b>	US Department of Agriculture	Long-term financing for water and wastewater systems.
<b>Asset Management Program for Small Systems (“AMPSS”)</b>	Texas Water Development Board	Asset management and inventory for small water systems.
<b>Drinking Water State Revolving Fund (“DWSRF”) / Clean Water State Revolving Funds (“CWSRF”)</b>	Texas Water Development Board	Drinking Water and Clean Water State Revolving Funds.
<b>Water Supply and Infrastructure Grants (“WSIG”) / State Water Implementation Fund (“SWIFT”)</b>	Texas Water Development Board	Large-scale water supply and infrastructure implementation.
<b>Agricultural Water Conservation Grants (“AWCG”)</b>	Texas Water Development Board	Efficiency upgrades for irrigation and municipal water use.
<b>Safe Routes to School (“SRTS”)</b>	Texas Department of Transportation	Pedestrian safety and infrastructure around campuses.
<b>Transportation Alternatives Set-Aside (“TA”) Program</b>	Texas Department of Transportation	Transportation Alternatives for sidewalks and trails.
<b>Hazard Mitigation Grant Program (“HMGP”)</b>	Texas Department of Emergency Management/ FEMA	Hazard Mitigation Grant Program for infrastructure hardening.
<b>Small Community Recreation Grants (SCRG)</b>	Texas Parks and Wildlife Department	Funding for local parks, pickleball, and inclusive play.

SOURCE NAME	AGENCY	PURPOSE
<b>Land and Water Conservation Fund (“LWCF”)</b>	Texas Parks and Wildlife Department	Land and Water Conservation Fund for outdoor recreation.
<b>Community Forestry Grants Program (“CFGF”)</b>	Texas A&M Forest Service	Tree planting, shade, and landscape enhancements.
<b>Dual Credit/Equipment Grants</b>	Texas Workforce Commission	Workforce training and educational partnerships.
<b>Private, Non-Profit, and Philanthropic Sources</b>		
<b>T-Mobile Hometown Grants</b>	T-Mobile	Funding for community-led development projects in small towns.
<b>Capacity Building Grants</b>	TX Rural Funders	Support for planning and administrative project readiness.
<b>Local Funding &amp; Governance Mechanisms</b>		
<b>General Fund</b>	Local Tax	Primary budget for city operations and policy implementation.
<b>Type A &amp; B EDC</b>	Sales Tax	Economic development funds for jobs and quality of life.
<b>Impact Fees</b>	Fee	Revenue from new development (Road, Park, Water, Sewer).
<b>Tax Increment Reinvestment Zone (“TIRZ”)</b>	Tax Increment	Tax capture for localized infrastructure within defined zones.
<b>Property Tax Abatements</b>	Incentive	Used to attract targeted private investment/development.
<b>Stormwater Utility Fee</b>	Fee	Dedicated revenue for drainage and flood mitigation.
<b>Utility Fund</b>	Revenue	Operations and capital projects for water/wastewater.
<b>Permit Fees</b>	Fee	Revenue reinvested into development services and portals.
<b>Bonds</b>	Debt	General Obligation or Revenue bonds for major facilities.
<b>P3</b>	Partnership	Public-Private Partnerships for utilities and fiber-optic.

# Funding Application Strategy

To effectively implement the strategies, the City will utilize a funding stack approach. This involves layering multiple sources to reduce the burden on the General Fund. For example:

- **Downtown Revitalization**

Combine TDA DRP, TIRZ revenue, and Type B EDC funds for streetscapes and branding.

- **Water Infrastructure**

Utilize Type B EDC funds, TWDB DWSRF loans, impact fees, and utility fund reserves for AMI and rights activation.

- **Tax Increment Reinvestment Zone (“TIRZ”)**

To fund infrastructure and public improvements within targeted growth areas like the Community Hubs.

- **Public Safety Facility**

Layer Type B EDC funds and USDA Community Facilities loans/grants with TDEM HMGP for hardening and municipal bonds for construction. ▶

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# 07.

## CONCLUSION

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*Propel Pottsboro 2045* represents a pivotal moment in the City’s history that provides a unique opportunity to proactively navigate its path as it moves forward over the next twenty years while safeguarding the character that defines this gateway to Lake Texoma.

This plan is the culmination of a complete assessment of Pottsboro’s current conditions as detailed in **Chapter 2**. This assessment identified demographic trends, economic factors, the City’s housing landscape, its mobility network, and parks and open space. This context provided the essential foundation upon which to build on the community’s aspirations across topics including land use, sustainable growth, mobility and safety, and business and economic growth. Each strategy presented in this Plan is accompanied by actionable guidance that directly aligns with the community’s vision, goals, and objectives.

The success of this Plan will not be measured by its adoption, but by the implementation of the strategies located in **Chapter 6**. Whether it is the modernization of building codes to ensure resiliency, the activation of existing

water rights to secure the City’s future, or the consolidation of public safety and administrative services into a centralized hub, each strategy is a building block for a more sustainable community.

As mentioned, a Comprehensive Plan is, by definition, a living document. As North Texas continues to evolve, so too must Pottsboro’s approach. The City Council, Planning and Zoning Commission, and City Staff are tasked with the responsibility of using this Plan as a daily reference for budgeting and fiscal planning, development review, and grant seeking.

To propel Pottsboro’s future, a shared commitment must exist between City leadership and its residents to adhere to the principles of fiscal responsibility, infrastructure efficiency, and community character. By following through with this commitment, Pottsboro will thrive as it grows. The roadmap has been established; now is the time to begin implementation. ■

POTTSBORO  
T E X A S

POTTSBORO, TEXAS

PROPOZ

2045

COMPREHENSIVE PLAN