

# OLD TOWN MASTER PLAN

UNIQUE RAIL TOWN  
ESTABLISHED IN 1887

Justin, Texas

A SMALL AREA PLANNING PROJECT FOCUSED ON OLD TOWN  
JUSTIN.

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Draft Version:	11.21.25
Adopted Version:	



**JUSTIN**  
1887

**OLD TOWN PLAN**

SMALL AREA  
PLANNING PROJECT

A GUIDED PLAN TOWARDS A UNIFIED VISION

PRACTICAL ACTIONS THAT CONTINUE THE VISION

A COMMUNITY PROCESS THAT IS INCLUSIVE

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# MAYOR'S LETTER

“OUR CITY’S PULSE DOESN’T BEAT IN CONCRETE AND TRAFFIC, IT LIVES IN THE PULSE OF OLD TOWN. IT’S WHERE STORIES BREATHE, NEIGHBORS CONNECT, AND HERITAGE HOLDS STRONG. THIS IS WHAT WE SEEK TO PRESERVE, NURTURE, AND GROW.”



JAMES CLARK

Mayor + Old Town Resident

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Establish a unique identity that differentiates.

Business friendly environment

Preservation of our heritage.

OLD TOWN COMMUNITY PLANNING PROCESS TO ESTABLISH A VISION

## VOICES OF THE COMMUNITY

### JARROD GREENWOOD, CITY MANAGER

“Old Town is the heart of Justin—not just historically, but culturally. As we plan for growth, we’re committed to protecting the character that makes our city feel like home.”

# 1 INTRODUCTION



## The Small Area Planning Process

A Small Area Plan is a detailed road map created with community input to guide future land use, development, and investment within a specific, smaller geographic area, such as a neighborhood or corridor. The plan provides focused, detailed strategies for issues like land use, transportation, urban design, and open space, offering specific recommendations and a shared vision to help create desirable, successful, and sustainable places.

### FOCUSED SCOPE

Within the umbrella of the Imagine Justin comprehensive plan, a small area plan focuses on a specific part of a community, such as a distinct neighborhood, a commercial corridor, or a district.

### COMMUNITY DRIVEN

The process involves and considers the input and vision of residents, business owners, property owners, and other stakeholders who have a stake in the area.

### DETAILED GUIDANCE

It provides a higher level of detail and specific recommendations for issues unique to the area, including land use, zoning, transportation improvements, urban design, open space, and capital investments.

### VISION FOR THE FUTURE

The plan articulates a clear, community-supported vision for how the area should evolve and be enhanced over time.

### IMPLEMENTATION FOCUS

It identifies specific actions and priorities for both public and private investments to help achieve the area's vision.

## UNIQUE ARCHITECTURE IN OLD TOWN CREATES A UNIQUE FEEL

The Old Town residential area includes many unique architecture forms such as Victorian, Tudor, and craftsman.



## PURPOSE OF A THE OLD TOWN JUSTIN MASTER PLAN

### LOCAL CONTEXT

To address localized issues and development pressures that are not adequately covered by broader city or county-wide plans.

### COMMUNITY

To create a shared road map and represent the community's specific vision for its neighborhoods and districts.

### PROACTIVE

To allow neighborhoods to be proactive in identifying priorities and making specific land use and development recommendations.

### CATALYST

To identify opportunities for revitalization, improved public amenities, and increased investment within the focused area.

### PREDICTABILITY

To provide greater clarity and predictability for future development, land use, and investment decisions for all stakeholders.

### CONSISTENCY

To establish a consistent goal across city administrations that lead to the community vision outlined in plan.

### Robin Amerine - Parks & Recreation Board Chairperson

Our historic Old Town is where Justin's past meets the present. It tells the story of how we got here. Preserving Old Town keeps this story alive, for our friends and neighbors today and for the pioneers of the future who follow us.

## USING THE PLAN

### DECISION MAKING

Council + Commissions

Elected and appointed officials should use the Old Town Plan for consistent policy change decisions, creating new programs, and assessing zoning district change requests through the development process.

City Council and Planning + Zoning Commission make routine decisions involving the Old Town and this plan will help solidify that decision making process.

### COLLABORATION

Federal and State Agencies

Federal, state, and regional agencies control different types of projects such as roadway alignments and infrastructure, regional trails, and economic development and infrastructure incentives that provide opportunity for input based on local context.

TXDOT, NCTCOG, and regional agencies use adopted policy documents to orient their plans.

### PLANNING

City Administration

City staff capital planning is done yearly and can impact the overall development capacity of an area. The Old Town Plan can assist in prioritizing roadway, water, and sewer projects, roadway design and constructions, and strategic land use and ETJ planning decisions.

A clear role and identity for the Old Town helps define other areas of Justin.

# A COMMUNITY VISION FOR OLD TOWN JUSTIN

A Community Vision is a corroboratively created inspirational statement that describes a community's ideal future, capturing its shared goals, aspirations, values, and priorities for the coming years, often serving as a guide for planning and decision-making.

It goes beyond a list of needs and instead paints a picture of what the community wants to look, feel, and be like, guiding actions toward that desired future state.



AERIAL VIEW OF THE OLD TOWN AREA IN JUSTIN TEXAS



**COLLABORATIVE AND INCLUSIVE** A community vision is developed through a participatory process where residents, stakeholders, and others have a voice in defining the future they want.

**FORWARD LOOKING** It looks ahead to the future, typically 5, 10, or even 20+ years, to define a desired state of being for the community.

**GOAL ORIENTED** It reflects common values and aspirations, translating them into clear goals and priorities that guide the community.

**INSPIRING AND GUIDING**  
The vision serves as a foundational document, a "lighthouse," that provides direction and a framework for long-term planning, policy making, and decision-making.

**ADDRESSES KEY AREAS**  
Visions often encompass aspects like quality of life, economic prosperity, community health, education, safety, and the environment.

**HIGHLIGHTS ASSETS AND OPPORTUNITIES**  
Instead of just focusing on problems, a strong vision emphasizes community strengths and potential for growth.



## FRAMEWORK OF MASTER PLAN

The Old Town Master Plan framework can be characterized into three segments: current conditions, process and feedback, and outcomes and implementation. This structured framework provides a clear delineation of the path taken and intended outcomes that can feed the implementation items and the partnered regulatory code.

**01**  
SNAPSHOT OF THE CURRENT ENVIRONMENT

### CURRENT CONDITIONS

This segment of the plan is intended to provide a clear understanding of the existing conditions. It seeks to identify where we are starting from and what history has guided the community to this point. This portion of the plan can review what has worked well and identify elements that have not served the community's vision.

CURRENT ZONING      CURRENT DEVELOPMENT

BASELINE OF THE PLAN

**02**  
ANALYSIS OF ALL ENGAGEMENT AND FEEDBACK

### PROCESS AND FEEDBACK

This segment of the plan is intended to document all the community feedback garnered from the process and how it steered the plan and code that is ultimately taken forward. This portion of the plan should clearly outline the plan's outcomes and provide an explanation for implementation.

STEERING COMMITTEE      PUBLIC OPEN HOUSES

PROCESS OF UNDERTAKEN OVER 6 MONTHS

**03**  
DIRECTED VISION AND IMPLEMENTATION

### ESTABLISHED OUTCOMES

This segment of the plan is the deliverables and results produced from the process and feedback portion. Deliverables are categorized into an illustrative plan and an implementation plan, which serve as policy and vision directives.

MASTER PLAN      IMPLEMENTATION PLAN

POLICY VISION OF OLD TOWN THAT WILL GUIDE THE FUTURE

## PLAN VS CODE - WHAT'S THE DIFFERENCE?

There is a distinct difference between policy and law that must be acknowledged when adopting plans and codes. As defined in this document, a plan is a high-level vision of the community's future.

## ENFORCEABILITY

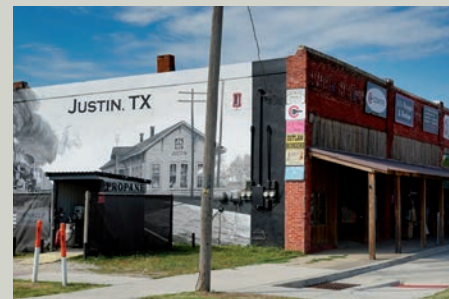
The Old Town Master Plan is an adopted policy document that can guide decision makers in making changes to ordinances and laws. This process is typically done through the legislative arm of government.

## POLICY VS LAW

The Old Town Master Plan is not a law ordinance that is prescriptive of development, but a plan reference similar to a future land use plan that can be used to gauge whether a specific decision is bringing the community closer to its goal or away from it.

## ADMINISTRATION

Administrators and elected officials shall primarily administer this plan and corresponding code, but in addition, the public and development community can also provide guidance that references back to the community vision to provide a consistent administration through staff and elected changes.



### DIFFERENT SHAPES AND SIZES OF OLD TOWN

The Old Town area of Justin is made up of a varied mix of different architectural styles but also masses.



**“AS WE LOOK FORWARD, WE HOLD ON TO WHAT MATTERS MOST: COMMUNITY, CHARACTER, AND THE CHARM THAT MAKES JUSTIN HOME FOR OUR RESIDENTS.”**

**MATT CYR**

**DIRECTOR OF DEVELOPMENT AND ECONOMIC DEVELOPMENT**



## APPLICABILITY TO THE CITY-WIDE COMPREHENSIVE PLAN

### FUTURE LAND USE PLANNING

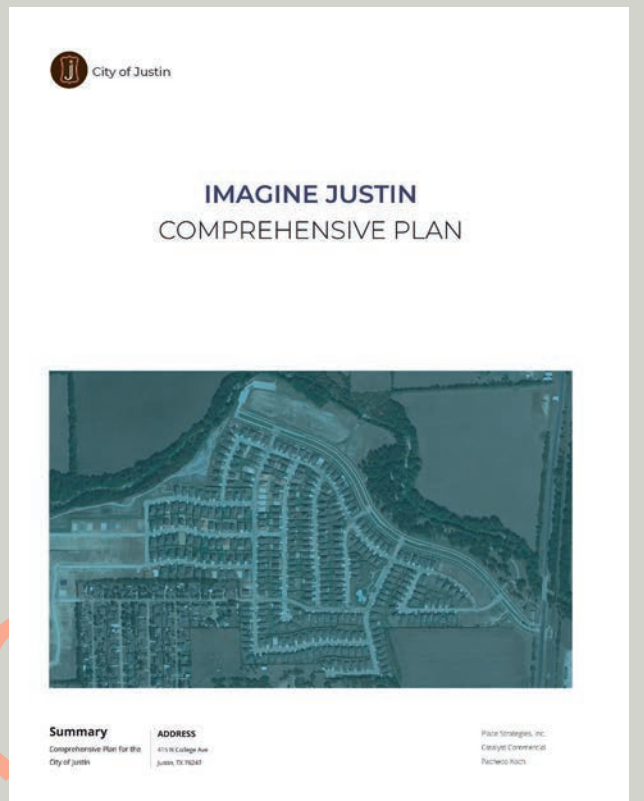
- Coordination and deeper understanding of the Old Town area that helps further clarify the vision that is outlined in the Comprehensive Plan.
- The Future Land Use Plan (FLUP) in the comprehensive plan provides a high-level view of the City of Justin by categorizing experience districts, but it does not provide a block-by-block look, which is prepared in this plan.

### MASTER THOROUGHFARE PLANNING

- Thoroughfare planning within the City of Justin and the types of development that will benefit and fit within the street designation.
- When assessing the Old Town block by block and street by street, decisions about thoroughfares can gain more context.

### STRATEGIC ACTION PLANNING

- Implementation items listed within the comprehensive plan can directly or indirectly be accomplished through the small area planning of the Old Town.
- Additional strategic action steps detailed for Old Town will support the over arching Comprehensive Plan action steps and guide staff at a more micro level.



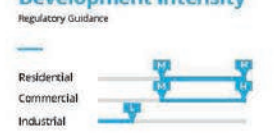
### OLD TOWN



### DISTRICT PROFILE



#### Development Intensity



Old Town has one of the highest development ranges due to the commercial and mixed-use intensity developed as the city's original plan. This core has been the heart of commercial development for generations, and continuing to develop this area will promote more economic development.

#### IDENTITY + CHARACTER

Old Town is the original Justin town and has a significant historical context. Development is reminiscent of traditional main streets, and walkable mixed-use is encouraged by having buildings close to the road, street trees, and pedestrian-focused amenities that make walking comfortable.

#### OPPORTUNITIES

As the historical core, this area is situated to accommodate higher intensity developments that can include mixed use which is successful in areas with plenty of services and retail. With added residential in the area, it can create a substantial amount of foot traffic that can sustain more retail businesses.

#### CHALLENGES

As the original town of Justin, the infrastructure in this area is amongst the oldest in town, which can be a challenge with new development, and right-sizing the services needed for higher intensity.

#### AREAS OF FOCUS

4th Street has developed as the main street and is off of the FM 156 corridor, which is highly vehicular and not conducive to downtown development. Transitioning the businesses and services into the existing residential neighborhood should also be focused on to ensure appropriate action on the edges of the commercial area.

THE IMAGINE JUSTIN COMPREHENSIVE PLAN LAID THE FRAMEWORK FOR THE CONTINUED PLANNING OF THE OLD TOWN.

COMP PLAN EXCERPT

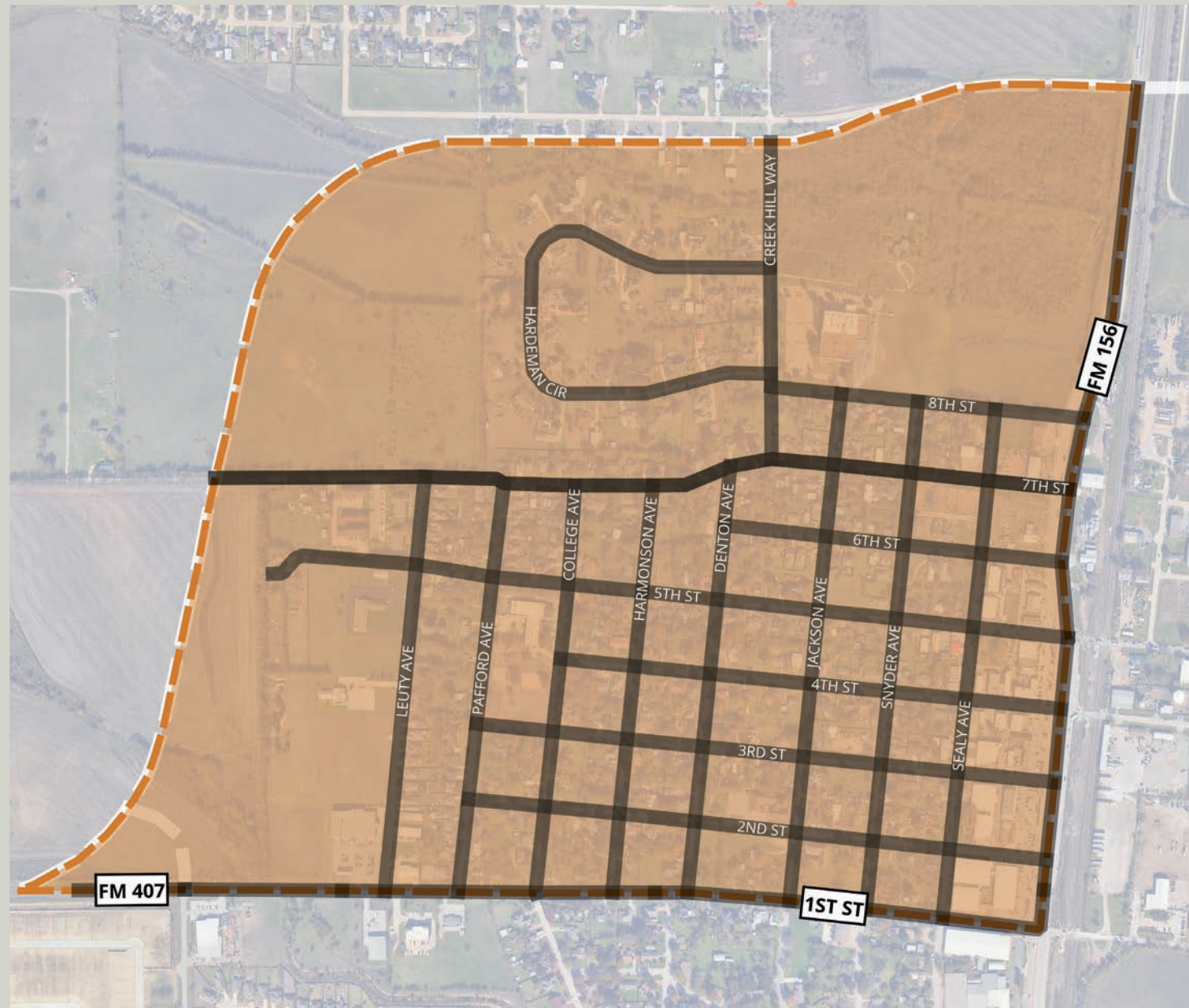
2  
EXISTING  
CONDITIONS

WHEN ESTABLISHING THESE BOUNDARIES, THE STEERING COMMITTEE CONSIDERED THE ORIGINAL TOWN PLAT AS WELL AS NATURAL AND MAN MADE BARRIERS, AND POTENTIAL GREENFIELD DEVELOPMENT THAT WOULD BENEFIT FROM BEING COMPATIBLE WITH THE OLD TOWN.

STUDY AREA

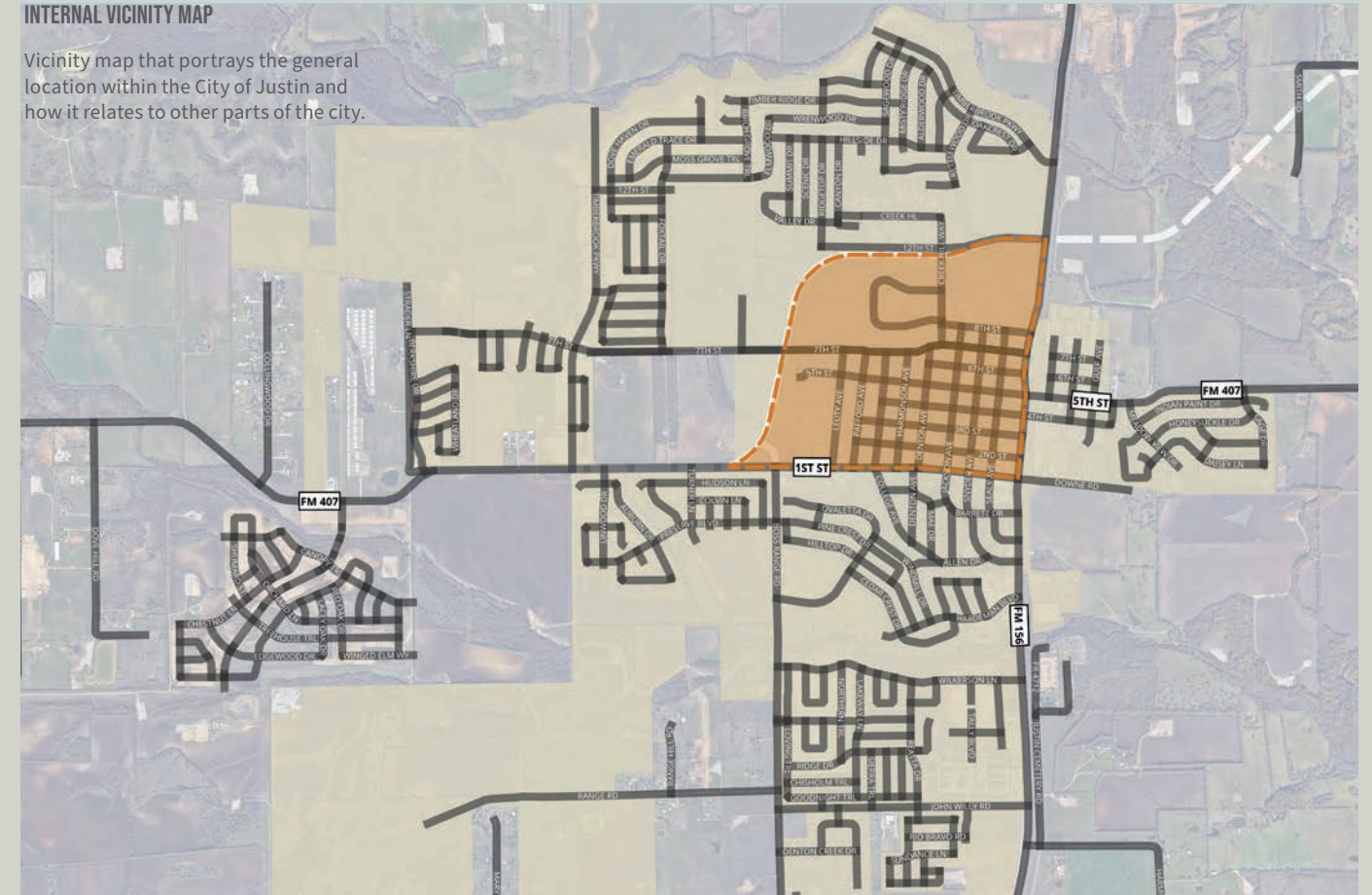
ESTABLISHED BOUNDARIES

The general boundaries of the study area are encompassed by FM 156 on the east, the FM 407 realignment on the north and west, and 1st street on the south.



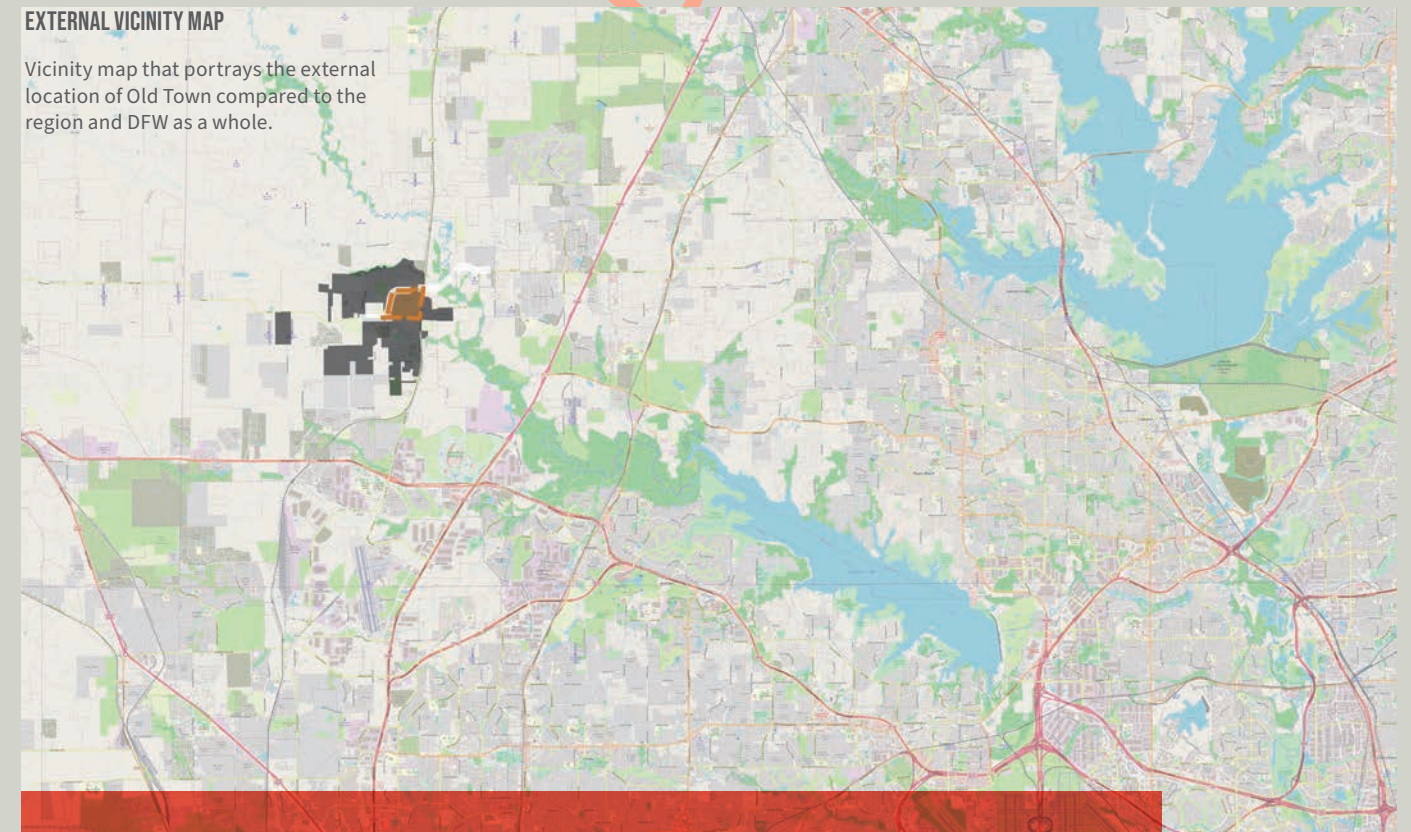
INTERNAL VICINITY MAP

Vicinity map that portrays the general location within the City of Justin and how it relates to other parts of the city.



EXTERNAL VICINITY MAP

Vicinity map that portrays the external location of Old Town compared to the region and DFW as a whole.



THE MOTOR SPEEDWAY AND ALLIANCE DEVELOPMENT AREA HAVE BEEN A MAJOR BOON FOR THE NORTHWEST DFW AREA AND WILL CONTINUE TO PRESSURE DEVELOPMENT.

NORTH TEXAS

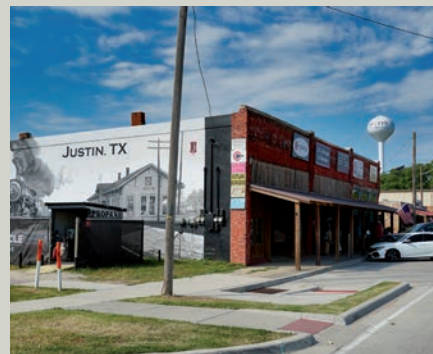
# DEMOGRAPHICS

## A GROWING COMMUNITY IN NORTH TEXAS

Justin’s housing market features a blend of affordable and luxury options, vigorous growth, and a variety of styles that appeal to families and those seeking a suburban-rural lifestyle near Fort Worth.

There is significant new construction, with predicted population growth already increasing interest and housing demand. Key facts include the variety of price points, the prevalence of owner-occupied homes, and the high ranking of the local Northwest ISD schools.

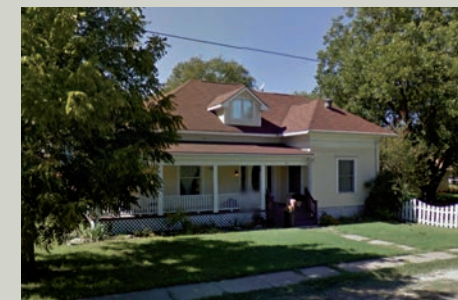
- **Rapid Growth:** The population is predicted to more than double in the next decade, increasing housing demand.
- **Owner-Occupied:** The majority of residents own their homes, giving the area a distinct feel from rental-heavy suburbs.
- **Family-friendly:** Justin is considered family-friendly, with many neighborhoods designed with families in mind and a strong sense of community.



**HOUSING CONTINUES TO GROW AT AN EXPONENTIAL RATE WITH NEW SUBDIVISIONS AND CONTINUED PRESSURE FROM DFW.**

OLD TOWN PROVIDES A UNIQUE MARKET

### HOUSING



## INTERESTING FACTS REGARDING OLD TOWN JUSTIN

**✂ French Utopian Community**  
Around 1848, French socialist Étienne Cabet led about 70 followers to establish an “Icarian” community in the area, which ultimately failed a year later.

**📷 Railroad Naming**  
The community petitioned for a post office in 1887 and named it “Justin” in honor of Justin Sherman, the chief engineer for the Santa Fe Railroad line that was being built through the area.

**🚂 Agricultural Hub**  
The railroad’s arrival solidified Justin’s importance as a shipping point for agricultural products, with prosperous wheat and dairy farms in the region.

**💡 Historic Buildings**  
Justin still contains historic buildings, such as the structure dating to 1898 that is now The Country Abbey, a special event venue.

**🏠 “Boot Capital” Nickname**  
While not officially tied to the boot company’s name origin, the town has a strong “western appeal” and is sometimes referred to as the “boot capital of the western world” due to local businesses like Justin Discount Boots & Cowboy Outfitters.

**🌐 City Core Retail Area**  
Old Town Justin is the historic core of the City even though the City has continued to grow westerly which has continued to push development towards the western city limits.

6,127

**CURRENT POPULATION**

### ESTIMATED POPULATION FOR THE CITY OF JUSTIN

City of Justin is estimated to reach 12,428 by the year 2032. This estimate continues to increase each year and shows the opportunity for a diverse and unique city center.

# DEVELOPMENT PATTERNS



# SUBDIVISION OF LAND

OLD TOWN JUSTIN WAS PREDOMINATELY SUBDIVIDED INTO 300 FT. BLOCKS WITH ALLEYS THAT CREATED A STANDARD GRID SYSTEM. LOT LINES VARIED DEPENDING ON INTERNAL OR CORNER LOTS AND HAD 4-5 HOUSES PER STREET SIDE.



# BUILDING VARIETY



## RESIDENTIAL TO COMMERCIAL BREAKDOWN

Old Town is predominately residential even though it has the highest concentration of commercial within city limits.

## AVERAGE HOME SIZE

The average housing size in Old Town is smaller than other parts of the city due to the age of the housing stock.

## HISTORIC NEIGHBORHOODS

The Old Town Neighborhood is made of a variety of eclectic architecture forms that are the oldest housing in the city.

## AVERAGE HOME AGE

The Old Town has the oldest housing stock in the City of Justin and ranges from late 1800's to some recent new builds.

## ORIGINAL TOWN PLAT WAS RECORDED IN 1887

The original plat was designed in a grid like form that maximized walkability and ease of use in street naming and locating addresses.

## AVERAGE LOT SIZE

While the current configuration of Old Town varies wildly, the average lot size according to the historic plat remains at 7,800 square feet.

# TYPICAL STREETS

## RURAL RESIDENTIAL

This street configuration ranges from 50-60 feet and does not include sidewalks or curb and gutter.

## MAIN STREET COMMERCIAL

This street configuration ranges from 50-60 feet and includes sidewalks, curbs and gutters, and buildings to the property line.

## HIGHWAY FRONTAGE

Street configuration ranges from 80-120 feet and includes sidewalks, buffer areas and multiple lanes as part of TXDOT right-of-way.



FAUX FACADE ADDED TO THIS 4TH STREET BUILDING WAS AN ATTEMPT TO MOVE TOWARDS A MORE WESTERN ARCHITECTURE.

4TH STREET

# ARCHITECTURAL IDENTITY

## RESIDENTIAL

## COMMERCIAL



**COTTAGE**

Steep, pitched roofs with multiple gables, charming small windows, mixed natural materials, prominent chimneys, and front porches.



**CRAFTSMAN**

Low-pitched roof with wide, overhanging eaves, visible rafters, a large porch with tapered columns, and built-in features.



**VICTORIAN**

Heavy ornamentation, asymmetrical designs, towers or turrets, and vibrant colors.



**TUDOR**

Steeply pitched roofs, decorative half-timbering on stucco, or stone exteriors, prominent gables, tall, narrow windows, and ornate, elaborately decorated chimneys.



**FARMHOUSE**

A simple, practical design with elements like pitched gable roofs, an asymmetrical facade, and large, covered porches.



**MISSION**

Curvilinear parapets, overhanging eaves with exposed rafter tails, and deep, simple shapes, reflecting a blend of simplicity and grandeur.

**THE LOOK AND FEEL OF OLD TOWN IS DEFINED THROUGH THE DIFFERENT ARCHITECTURAL STYLES AND TIME PERIODS THAT THEY REPRESENT.**

**THIS IS A LOOK AT THE MOST PROMINENT RESIDENTIAL TYPES IN OLD TOWN.**



**ART DECO**

Bold geometric shapes, strong vertical lines, and a sense of lavish, modern luxury. Key features include the use of rich and modern materials like stucco, chrome, and glass, ornamental motifs such as chevrons, sunbursts, and zigzags, and streamlined, symmetrical designs often with setbacks and flat roofs.



**WESTERN**

False front style for commercial buildings (a decorative facade hiding a simple structure), the use of natural materials like timber and stone in styles like the Craftsman style, and the integration of landscape in styles like the Prairie School.

**SMALL COMMERCIAL (TYPICAL MAIN STREET)**

Common designs for small businesses are one or two-story buildings, sometimes with living quarters above the storefront. Often a rectangular, three-bay-wide, 3 1/2 story building with a gable roof.



REGARDLESS OF THE DIFFERENT ARCHITECTURAL STYLES AND TIME PERIODS, THERE ARE CONSISTENT ELEMENTS ALONG 4TH STREET SUCH AS BUILDING PLACEMENT AND AWNINGS.

4TH STREET

# 3 ENGAGEMENT

Gathering Local Knowledge was a central part of the entire engagement process.

Outreach involves providing information to the public about an issue, opportunity, or decision. It is essential for raising awareness and inviting initial participation, especially for those who might not actively seek out planning information through traditional channels.

**Residents offer unique, personal knowledge and experiences that can lead to more practical and tailored solutions.**

## STEERING COMMITTEE

A project specific committee to act as the primary sounding board for the Old Town Master Plan as well as the Old Town Zoning Code. Committee was made up of a diverse array of residents in the community and business owners.

## COMMISSION AND COUNCIL

The City Council and Planning and Zoning Commission are the decision making body and the recommending body of development and planning adopted documents that affect the zoning ordinance.

## STAKEHOLDERS

Individual residents and business owners were interviewed through the process to evaluate areas of improvement or areas that should be preserved due to great performance.

## PROCESS OVERVIEW

The overall engagement and outreach was multi-faceted throughout the process and included group and individual settings, interactive and digital methods, and validation of previous community feedback.

## OPEN HOUSES

Three separate open houses were held to showcase project process and provide the general public a forum to provide feedback and ask questions to the city or consultant team.

## ONLINE PROJECT SITE

Throughout the process, a project site was created to allow residents to stay informed based on their schedule. Project specifics such as time line, drafts, and interactive maps are available for display.

## PREVIOUS ENGAGEMENT

Leading up to this Old Town Plan there had been previous engagement such as the Comprehensive Plan, Unified Development Code, and other development projects that provided additional data points that were used for the Old Town Plan.

## ROBUST ENGAGEMENT PROCESS

Engagement goes beyond mere information dissemination. It is an ongoing, collaborative process that builds relationships and seeks to incorporate community input into the actual decision-making and implementation of the plan.



## STEERING COMMITTEE

James Castle	James Castle is a City of Justin Council member and Old Town property owner.
Mike Russ	Mike Russ is a Justin resident and a member of the CDC and EDC groups.
Coltin Sherrill	Coltin Sherrill is a Justin resident and Old Town business owner.
Jeremy Hill	Jeremy Hill is a long time Old Town Resident and a historic preservation enthusiast.
Greg Davis	Gary Davis is a Justin resident and member of the Planning and Zoning Commission.
Carla Hardeman	Carla Hardeman is Old Town resident and long-term landowner in Justin.
Jason Palmer	Jason Palmer is a Justin resident and member of the Parks Board.

# DIFFERENT PERSPECTIVES

THE STEERING COMMITTEE WAS APPOINTED BASED ON DIFFERENT BACKGROUNDS TO ACCOUNT FOR THE MANY WAYS PEOPLE INTERACT WITH THE OLD TOWN AREA.

# ELECTED AND APPOINTED FEEDBACK



PUBLIC MEETINGS

WORK SESSIONS

PUBLIC HEARINGS

04

TOTAL MEETINGS HELD WITH THE FULL CITY COUNCIL GROUP THROUGHOUT THE PROCESS.

## CITY COUNCIL

The Justin City Council is the final approval of the Old Town Master Plan and is the municipal approval body for most decisions in the City of Justin. Convening the City Council requires mandatory public notice and all applicable open meetings laws to be complied with.

FINAL APPROVAL

ELECTED GROUP

INCLUDES JOINT PUBLIC WORK SESSIONS WITH PLANNING AND ZONING COMMISSION

03

TOTAL MEETINGS HELD WITH THE FULL PLANNING AND ZONING COMMISSION GROUP THROUGHOUT THE PROCESS.

## PLANNING AND ZONING COMMISSION

The Planning and Zoning Commission (PZC) is an appointed municipal group that is charged with advising and recommending on planning and development policy to the City Council for their approval.

The PZC uses land use and other adopted document to base their decisions on zoning.

RECOMMENDING BODY

APPOINTED GROUP

INCLUDES JOINT PUBLIC WORK SESSIONS WITH CITY COUNCIL.

## STAKEHOLDERS

### INDIVIDUAL INTERVIEW BREAKDOWN

7	Residents	Priority topics included rural feel of the residential neighborhood, more options for shopping and dining, and historic preservation.
4	Business Owners	Priority topics included building flexibility, strategic parking initiatives, and more walkability.
3	Appointed or Elected Officials	Priority topics included a sense of identity, higher variety of dining and entertainment, and overall more vibrant downtown.
2	Developers and Builders	Priority topics include more administrative procedures with more specific regulations, more walkability, and more predictability.
3	Old Town Residents	Priority topics include preservation of existing residential homes, more entertainment in Old Town but not mixing into residential.

### BENEFITS OF INDIVIDUAL INTERVIEWS DURING A PLANNING PROCESS.

Individual interviews offer the benefits of in-depth, honest responses, direct interaction with participants, and the ability to explore complex topics in a small area planning project.

They allow for a deeper understanding of residents' experiences, beliefs, and concerns by using open-ended questions and nonverbal cues to gain richer qualitative data, which may not be possible through surveys or focus groups alone.

### HIGHER QUALITY DATA

Skilled interviewers can explain the purpose of the interview, clarify questions, and probe responses to get more thoughtful and honest answers.



Face-to-face interviews build rapport quickly, creating a comfortable environment for the participant to share their honest opinions.

## ONLINE PROJECT SITE

THE ONLINE PROJECT SITE ALLOWS FOR 7 DIFFERENT WAYS TO INTERACT WITH THE OLD TOWN AND FM 156 CORRIDOR PROJECTS

# 7

## INTERACTIVE TOOLS TO BETTER ASSESS COMMUNITY FEEDBACK IN MULTIPLE FORMATS



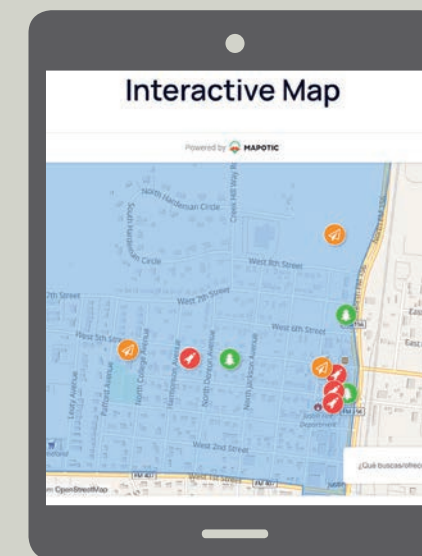
- 1 Online mailing list to stay informed throughout the process is available on the project site.
- 2 Educational and informational items listed out through the website that lays out the basics of the planning project.
- 3 All open house materials and boards are posted on the website for viewing after the live event.
- 4 Contact information for the planning project staff members is listed on the website for additional communication.

### A 24/7 ONLINE HUB FOR ALL PROJECT RESOURCES AND OPPORTUNITIES TO BE INVOLVED.

Online platforms remove traditional barriers to participation like fixed meeting times, transportation issues, or physical disabilities, allowing residents to contribute at their convenience from anywhere. This inclusivity helps gather input from a more diverse cross-section of the community, including younger individuals, people who work during traditional meeting hours, and those with family obligations.

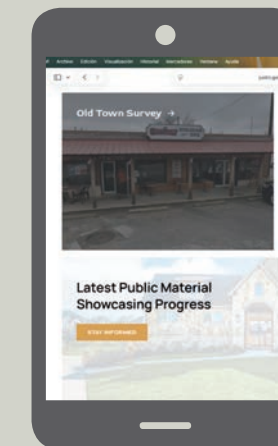
By leveraging a hybrid approach that combines online methods with traditional in-person interactions, small area planning projects can ensure broad and meaningful participation, leading to stronger community ties and more resilient, equitable, and vibrant neighborhoods.

### SCREENSHOTS OF LIVE PORTIONS OF THE PROJECT SITE



### LIVE INTERACTIVE MAP

The interactive map was live throughout the year-long process and included comments regarding historic buildings, walkability, and potential open spaces. All comments from open houses were also added to the map.



### COMMUNITY SURVEYS

The community surveys were designed to allow online participants that same opportunity as participants from the open house and selected public boards that indicated types of developments.

- 5 Interactive Map is provided with a helpful video on how it works. This map allows for participants to post ideas to specific geographic areas.
- 6 Old Town Community Survey is an interactive survey based on the Old Town area and the types of development that could be appropriate. The survey is intended to provide a similar experience to the open house.
- 7 FM 156 Corridor Survey is an interactive survey based on the FM 156 corridor and the types of developments that could be appropriate. The survey is intended to provide a similar experience to the public open house.

## INCREASED ACCESSIBILITY AND REACH

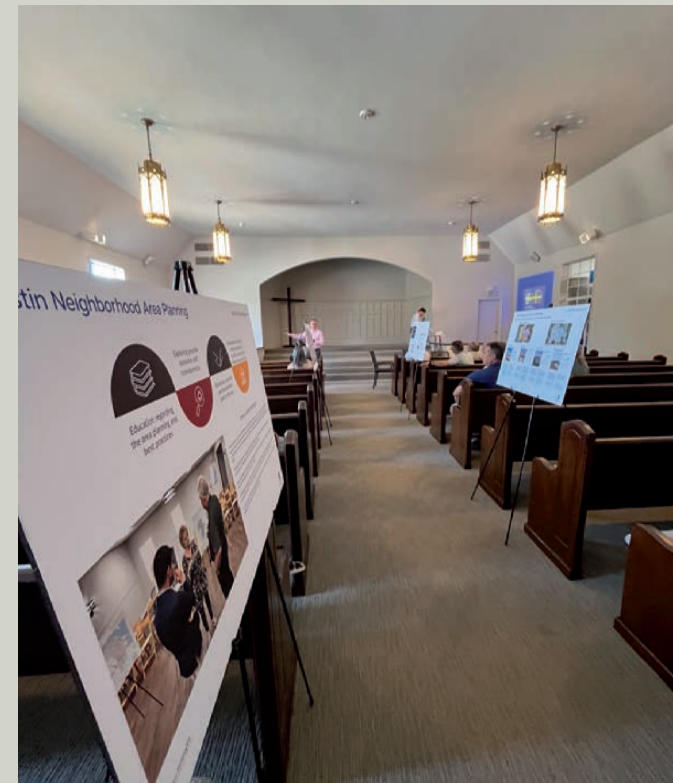
JUSTIN OLD TOWN PLAN USED A HYBRID APPROACH INCLUDING LIVE AND DIGITAL FORMATS.

## COMMUNITY OWNERSHIP AND SUPPORT

# COMMUNITY FEEDBACK

PUBLIC OPEN HOUSES ARE CRUCIAL BECAUSE THEY FACILITATE DIRECT COMMUNITY ENGAGEMENT, ALLOWING PLANNERS TO GATHER VALUABLE FEEDBACK, BUILD TRUST, AND INFORM RESIDENTS ABOUT COMPLEX PLANS IN AN ACCESSIBLE FORMAT.

THREE (3) OPEN HOUSES WERE HELD THROUGHOUT THE PROCESS FOR CITIZEN INPUT



## COMMUNITY MEETINGS WERE HELD IN DIFFERENT VENUES

Attendance varied through the process and public meetings were held in several different locations in town to facilitate attendance.

## PUBLIC MEETINGS ALLOWED FOR DIVERSE DISCUSSIONS.

### INTRODUCTORY OPEN HOUSE

Event based on understanding the basics of the process, time line, and verbiage. In addition, why residents and business owners should care about this initiative.

### DESIGN ELEMENTS OPEN HOUSE

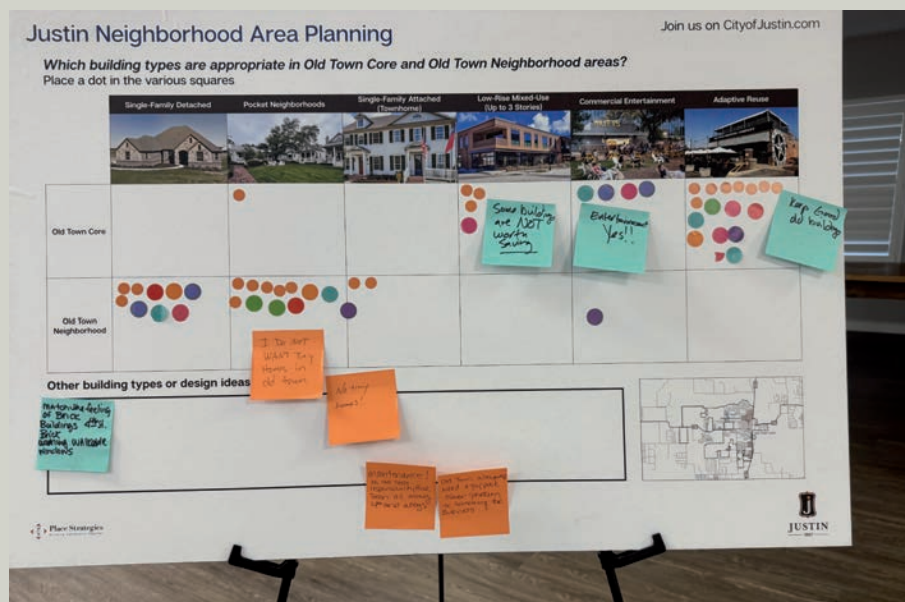
Event based on understanding design elements and functional attributes in Old Town as well as in a future code.

### MASTER PLAN ELEMENTS OPEN HOUSE

Event based on understanding the highlights and concepts of the master plan and how it is applied.

### PLAN AND CODE PUBLIC HEARING

Event based on state regulations when amending policy documents that will impact land use and future decisions on development.



PUBLIC OPEN HOUSE FOCUSED ON DEVELOPMENT TYPES AND INCLUDED SEVERAL COMMITTEE MEMBERS, STAFF, AND RESIDENTS.

AUGUST 2025

- PURPOSE-DRIVEN
- ALIGNED WITH CORE VALUES
- AMBITIOUS AND ACHIEVABLE

# 4 GUIDING PRINCIPLES

## A STRONG VISION PLAN STARTS WITH "THE WHY"

THE FUNDAMENTAL REASON FOR THE OLDTOWN'S EXISTENCE. THIS PURPOSE SHOULD MOTIVATE BOTH RESIDENTS AND BUSINESS OWNERS.

Guiding principles for a vision plan are high-level, values-based statements that provide a framework for decision-making and ensure consistency toward a shared future goal.

They should be clear, aspirational, and aligned with the Old Town's core values and mission. Key principles include being future-focused, inspiring, feasible, and defining the expected behaviors of the team as it pursues the vision



### 1 Strategic

The principles should act as an evaluation framework for decisions, helping to filter opportunities and prioritize actions that will advance the vision.

### 2 Inspiring

The principles should motivate and engage people, creating a sense of shared purpose and commitment to the cause.

### 3 Simple

The language should be concise, easy to understand, and free of jargon to ensure it can be easily communicated and remembered by everyone.

OLD TOWN JUSTIN IS MORE THAN JUST 4TH STREET

## OLD TOWN VALUES

OLD TOWN GUIDING PRINCIPLES ARE MEANT TO KEEP MOMENTUM OVER TIME.

BY PROVIDING AN ADOPTED VISION POLICY, RESIDENTS AND BUSINESS OWNERS ARE ABLE TO ALIGN THEIR PLANS WITH THE COMMUNITY VISION THAT HAS BEEN VETTED AND AGREED UPON BY ELECTED LEADERS.



### SUCCESSFUL RAIL TOWN

Live, Work, and Dine

Preserve historic character while adding complementary development and a walkable shopping, dining, and entertainment district.



### NEIGHBORHOODS

Livability and Community

Maintain traditional neighborhoods and a rural feel through clear transitions between commercial and residential areas.



### COMMUNITY VISION

Shared Success over Time

Establish an Old Town Vision to guide development, redevelopment, and rehabilitation toward connected and flexible outcomes.

COMPILED BASED ON COMMUNITY DISCUSSIONS.

OLD TOWN JUSTIN IDENTITY IS A UNIQUE ASPECT THAT FEELS DIFFERENT.

### OLD TOWN UNIQUENESS IS BASED ON A SHARED HISTORY

Due to the different periods in which the Old Town developed as a rail town - the neighborhood has preserved its grid street system, unique one-off architecture and general rural feel.

# APPLICABILITY

There are many practical applications regarding the guiding principles. Listed below are the most prominent examples of practical applications.



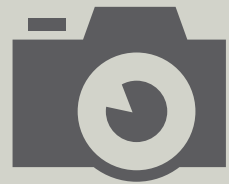
FISCAL BUDGETING



ZONING CHANGES



NEW DEVELOPMENTS



ECONOMIC DEVELOPMENT



NEW PROGRAMS



MARKETING

## GUIDING PRINCIPLES PROVIDE A BASELINE FOR DECISIONS ON NEW DEVELOPMENTS.

In certain situations with economic incentives or zoning changes - the guiding principles can provide a lens to assess whether the development is moving those forward or backward.

## NEW DEVELOPMENTS

SITUATIONAL EXAMPLE OF HOW TO APPLY PRINCIPLES

OLD TOWN STEERING COMMITTEE

## PROCESS



THE GUIDING PRINCIPLES WERE COMPILED THROUGH PUBLIC OPEN HOUSE DISCUSSIONS AND IN DEPTH CONVERSATIONS ON OLD TOWN'S VALUES WITH THE STEERING COMMITTEE.



## SPECIFIC TOPICS THAT LEAD TO THE GUIDING PRINCIPLES.

**Residential Protections**  
Having a clear delineation between residential and commercial areas was an issue regarding late hours and loud music.

**Flexibility with Older Structures**  
Older structures within the area have been an issue in the past and providing flexibility will encourage adaptive reuse.




**Vibrant Entertainment Area**  
Providing residents with a dining and entertainment district in Justin is vital for retaining sales tax.

**Walkability in Destination Area**  
Providing a walkable destination that would provide a park-once and explore Old Town is a driving factor.

**Transitions with FM 156 and FM 407**  
The transition between high traffic on state roadways and the Old Town feel should be stepped down.

**Rural Character in Residential**  
Preserving the rural character and feel of the residential was highly regarded with no sidewalks.

# 5 ILLUSTRATIVE PLAN

	<b>LAND PLAN</b>	USING THE ILLUSTRATIVE PLAN, IDENTIFIES VARIETIES OF APPROPRIATE BUILDINGS AND USES WITHIN OLD TOWN
	<b>STREETS PLAN</b>	SHOWS THE IMPORTANT APPROACHES FOR STREET AND TRAIL CONNECTIONS WITHIN OLD TOWN
	<b>AREA CHARACTER</b>	SETS A TONE FOR THE DESIGN AND SCALE OF DEVELOPMENT WHEN RENOVATING EXISTING BUILDINGS OR BUILDING NEW

## SETTING A VISION

This illustrative plan sets a tone and guidelines for development within Old Town. There are many ways to achieve this through many different development ideas.

These visioning concepts help graphically illustrate creative ways to achieve a range of goals and expectations for Old Town.



THE OVERALL ILLUSTRATIVE PLAN HIGHLIGHTING KEY ATTRIBUTES FOR OVERALL SUCCESS OF OLD TOWN DEVELOPMENT

ILLUSTRATIVE PLAN

# 5.1 LAND PLAN

## OLD TOWN CORE OPPORTUNITIES

WALKABLE SPACES AND MIXED-USE DEVELOPMENT SUPPORT THE CHARACTER OF THE OLD TOWN CORE.

PAYING ATTENTION TO INFILL OPPORTUNITIES AND COMMUNITY BENEFITS ARE PRIORITY.



Shared street on 4th St can provide flexibility



Walkable streets support mixed uses



Pocket park or small gathering space

## PROMOTING GROWTH WITHIN THE CORE AND LIMITING IMPACT TO THE OLD TOWN NEIGHBORHOOD

The traditional neighborhood in Old Town is protective of its rural character, but the residents understand the business needs of collective impact within the Old Town commercial core. This illustrative plan explores infill development or using vacant or underutilized space for additional building footprint to explore where new construction could fit within the current development pattern.

Providing key elements of placemaking, such as sidewalks, street trees, gathering spaces, shared parking areas, etc., within a specified area east of Snyder Street identifies a strict boundary to help preserve a rural character west of Snyder. This includes a reinvention of Sealy Avenue to promote walkability North-South, introducing shared parking areas, and terminating the roadway on a new location for entertainment and hospitality north of 8th Street.

Lining shared parking with mixed-use buildings, such as incubator retail with shared office space or lofts above, would provide a meaningful

edge to the street.

Providing a shared street, or street plaza, on 4th Street between Sealy Avenue and FM 156 will provide a central gathering spot for community events, while still allowing parking during regular work hours. Having a shared street program promotes flexibility and provides continued support for community events.

Utilizing alleys to access additional parking and providing pedestrian access between blocks creates a fun opportunity to feature murals, string lighting, and safety for casual visitors to the area.

As development is introduced west of Sealy Avenue, a focus on small-lot housing, non-retail uses, and continued promotion of alleys for rear parking will be key to supporting walkability. This is a good area for townhouses, pocket neighborhoods, and some live-work type housing units.

- A** **Promote Mixed-Use Streets**  
Reinvent Sealy Avenue as a walkable street to connect Old Town and offer a strong transition between traditional neighborhood and Old Town commercial.
- B** **Sense of Place**  
Create public gathering spaces in key locations to support events, attractions and local businesses.
- C** **Opportunities to Expand**  
Consider and recruit development for an entertainment and hospitality hub at the North end of Old Town.
- D** **Shared Parking for Local Businesses**  
Introduce shared parking options in largely vacant lots to support growth of entertainment and food/beverage establishments.
- E** **Amenitize the Floodplain**  
Provide public amenities by requiring flood plain edges to be used for valley storage and trail connections through development.



WITHIN THE NORTHERN PART OF THE CORE, THERE ARE AMPLE OPPORTUNITIES TO SUPPORT INFILL DEVELOPMENT AND COMMUNITY BENEFITS

OLD TOWN CORE

# 5.1 LAND PLAN

## FIRST STREET OPPORTUNITIES

AS FIRST STREET TRANSITIONS FROM A TXDOT THOROUGHFARE TO A LOCAL STREET, THE CONTEXT OF THE DEVELOPMENT CAN ADAPT TO A WALKABLE STREET.



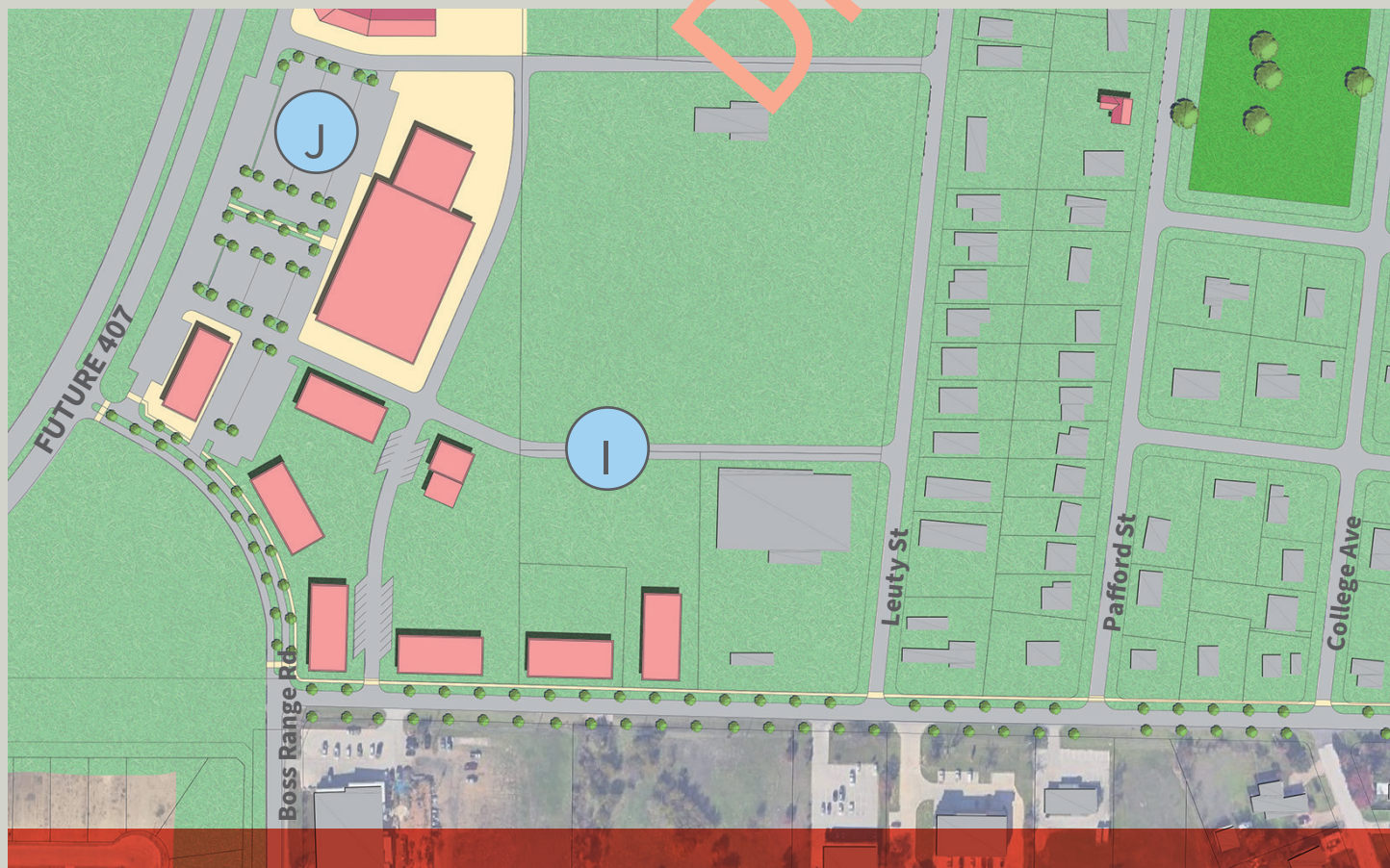
Shared street on 4th Street can provide flexibility



Pedestrian paths connect neighborhoods to parks and schools  
Photo by Eddie Moore/Albuquerque Journal, Zumapress.com



Pocket neighborhood development



## RESIDENCES AND SMALL BUSINESSES ARE SUPPORTED BY INVESTMENTS IN INFRASTRUCTURE

To support the residents of Old Town, promote easy access to parks, the Old Town commercial core, and nearby schools.

As First Street (FM 407) is replaced by a future FM 407, there is an opportunity to redesign this roadway to support sidewalks and multi-use trails connecting Old Town to neighborhoods south, schools, and parks. This will further support walkability and reduce some vehicle traffic in

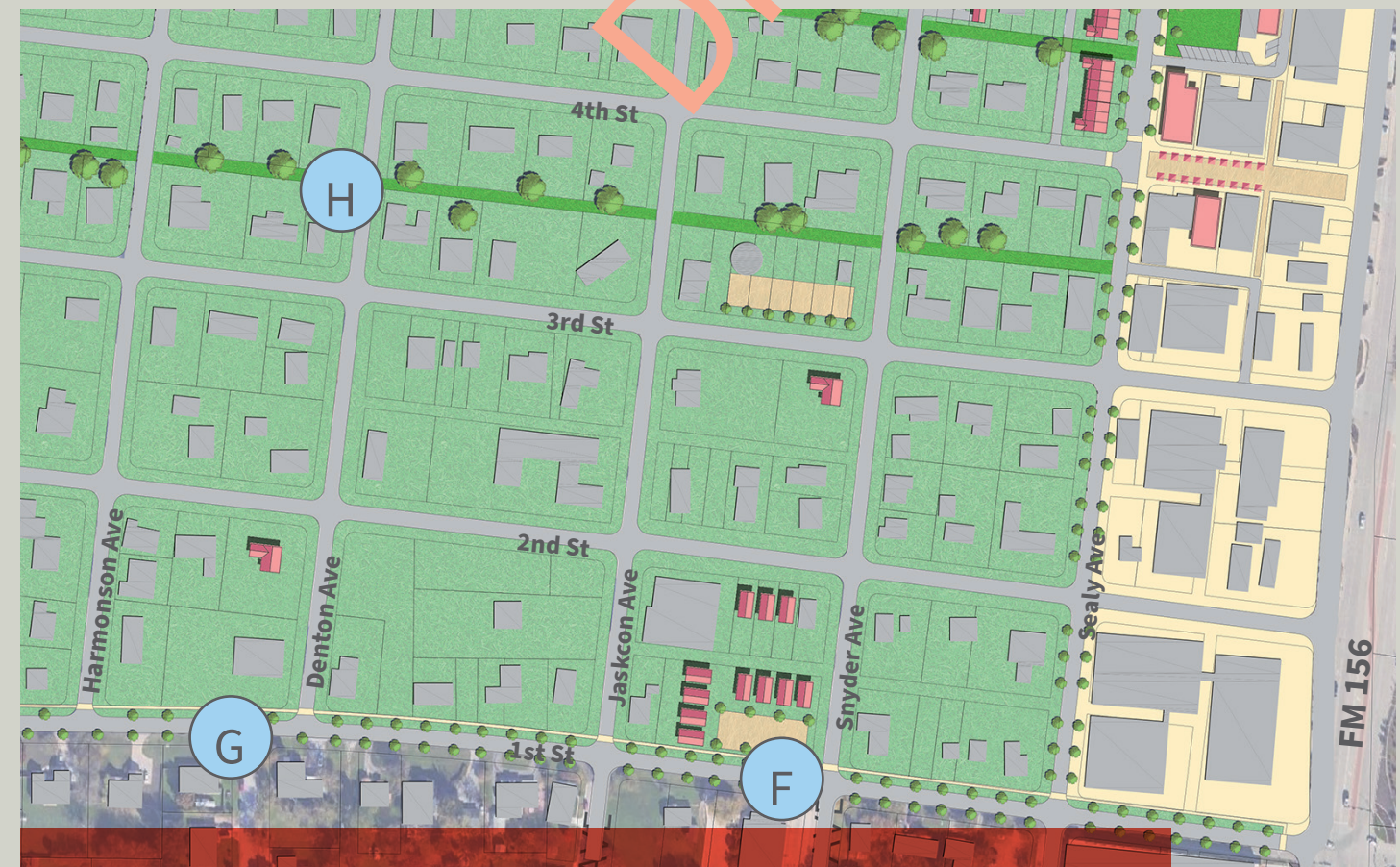
Old Town. Additional on-street parking within the proximity of commercial areas along this street will also provide better context and expand the developable area for businesses.

As new residential is introduced, incorporating pocket neighborhoods can soften the edges of new small residential housing types, promote attainable housing prices, and create small common areas

designed to enhance the rural character in the area.

Introducing walkable trail connections between City Hall Park, City Hall, and the Old Town commercial core will provide accessible paths without sacrificing the rural character of the roadways. These paths would be ideal in the alleys between 3rd and 5th Streets from College Avenue to Sealy Avenue.

- F Home Development on Vacant Lots**  
Allow for infill housing and pocket neighborhoods where common open space is provided to fill in vacant or underutilized residential lots.
- G Future of First Street**  
Reinvent First Street to be a local mixed-use street that allows for a variety of heritage uses that will support Old Town residents and visitors.
- H Trail Connections for Old Town**  
Provide trail connections between Old Town and City Hall Park, then look at expanding beyond Old Town. Consider unused alleys as safe passageways for pedestrians.
- I Maximize Connectivity**  
Create connections with streets and trails that promote local traffic patterns, instead of relying on TxDOT highway, for access to development.
- J Regional Commercial Development**  
When the future FM 407 is built, opportunities for new development will be supported by the new access. As development is planned, focusing on extending the traditional grid and utilizing slip lanes to build smaller block sizes.



WITHIN THE NORTHERN PART OF THE CORE, THERE ARE AMPLE OPPORTUNITIES TO SUPPORT INFILL DEVELOPMENT AND COMMUNITY BENEFITS





# 5.2 MOBILITY

## EXTENDING THE OLD TOWN GRID

CONTINUE TO CONNECT NEW STREETS, LIMIT CUL-DE-SACS, SUPPORT WALKABLE CONNECTIONS BETWEEN PARKS, SCHOOLS, NEIGHBORHOODS AND ATTRACTIONS

### MOBILITY SUPPORTING LOCAL MOVEMENT OF PEOPLE

This mobility plan introduces key connectivity updates for the Old Town area. Supporting connectivity for Old Town residents and improving pedestrian conditions for the Old Town commercial core are key elements.

-  Local Connector with multi-use trails
-  Local Mixed-Use Roadway
-  Commercial Slip Lane
-  Accessible Pedestrian Trail



NEW STREET AND TRAIL TYPES WITHIN THE OLD TOWN AREA

# 5.2 MOBILITY

## FIRST STREET CHARACTER DEVELOPMENT

TO STITCH THE NEIGHBORHOODS AROUND OLD TOWN INTO A COHESIVE WALKABLE PATTERN, FIRST STREET ACTS AS A PRIMARY SOLUTION TO MOVING PEOPLE BY WALKING, BIKING, AND VEHICLES.



Existing First Street View

### CONNECTING NEIGHBORHOOD AROUND OLD TOWN TO ENHANCE ACTUAL AND PERCEIVED CONNECTIONS

The principles of economics, when applied to community building and placemaking, involve both qualitative and quantitative analyses. The ultimate goal is to create value, whether actual or perceived, and a community does so by improving its infrastructure within and around its Old Town.

Improvements to FM 156 were a big leap for Justin. As FM 407 is constructed, it will create an opportunity to slow traffic, build community assets, and better connect adjacent neighborhoods to Old Town.

Value to residential neighborhoods is perceived and realized through inherent connections and proximity to valued places. As people desire to be closer to the heart of Justin, being Old Town, there will be an ever-growing value increase as neighborhoods are physically connected by means other than vehicles.

In addition, Old Town's businesses and systems cannot rely solely on vehicle traffic and parking spaces to drive success. Neighborhoods should be connected to Old Town with key placemaking elements,

such as:

- Street trees
- Sidewalks
- Pedestrian lighting
- Crosswalks
- Wayfinding signage and decorations
- Benches and trash bins; and
- On-street parking

Introducing these elements establishes a visual and physical connection that symbolizes what the residents already feel as a direct relationship to the history and culture of Justin.

The land uses can stay predominantly residential, the sidewalks and trails can serve as access to schools and parks, so things don't need to change on the private side to be successful. Old Town is for residents, businesses, and visitors alike, mixing uses and using design criteria to instill transitions that will support all of Old Town. Still, the most critical element is how our infrastructure supports a variety of needs for those who want to be near Old Town.

**1 Existing First Street**  
Currently serves as a TxDOT highway (FM 407) and is vehicle serving only. There are no sidewalks, crosswalks, or trails.

**2 Adding Sidewalks**  
Simply adding sidewalks changes the dynamics of First Street for two major demographics, seniors with disabilities, and children walking to school. Adding sidewalks supports their needs directly to have better mobility in the neighborhood.

**3 Adding Street Trees and Parking**  
As businesses develop along First Street, using street trees for shade elements, and on-street parking, will support additional value through built improvements, allowing property owners to maximize their land uses instead of using a majority for parking.

**4 Placemaking Final Touches**  
Once there is established need, incorporating street furniture and expanding the brand of Old Town and Justin into the pedestrian realm adds a sense of belonging for the community using First Street.



First Street with sidewalks added



First Street with street trees and on-street parking added



First Street with placemaking elements from public and private improvements

ALIGNING THE STEPS TO MAKING FIRST STREET INTO A PEDESTRIAN-ORIENTED STREET

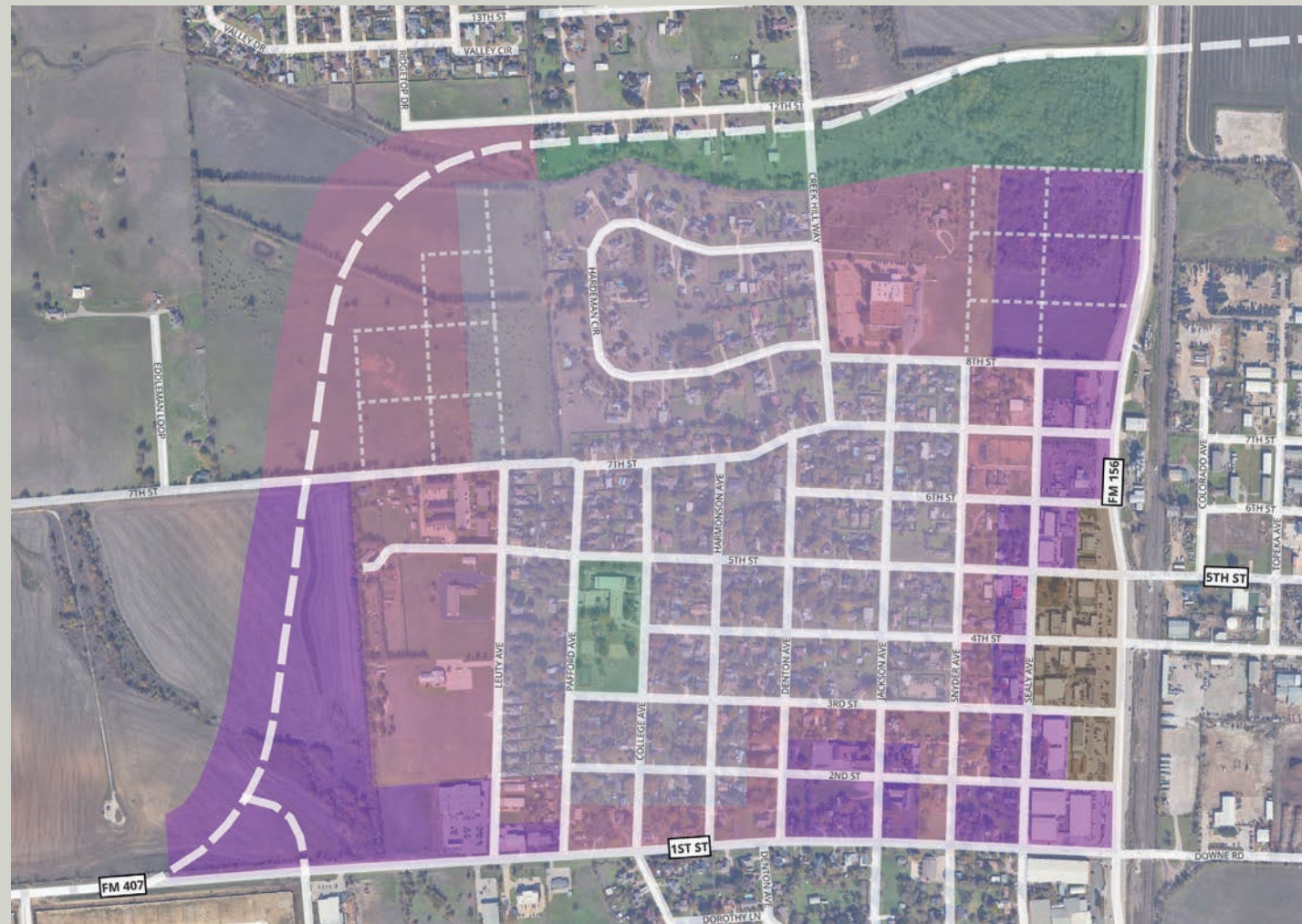
FIRST STREET VISION

# 5.3 AREA CHARACTER

## OLD TOWN DISTRICTS

EXPLORES CAREFUL CONSIDERATION OF RECOMMENDED DEVELOPMENT TYPES AND THEIR IMPACT ON EXISTING RESIDENTIAL AND BUSINESSES.

THE FOLLOWING MAP AND CORRESPONDING DISTRICT DESCRIPTIONS SUMMARIZE THE PURPOSE OF EACH DISTRICT AND HOW THEY WILL SUPPORT THE OLD TOWN CHARACTER.



Recommended districts within Old Town to support neighborhood character and business growth

- Old Town Core
- Rural Mixed-Use
- Neighborhood Edge
- Traditional Neighborhood
- Civic, Park, Floodplain



### OLD TOWN CORE

The purpose and intent of Old Town Core (OT) is to encourage a vibrant and walkable dining, retail, and entertainment district. The district is primarily commercial but does allow for residential uses on second levels.



### RURAL MIXED-USE

The purpose and intent of Rural Mixed Use (RMU) is to transition the intensity of the Old Town Core into a more residential mix of uses. The district is primarily commercial but starts to mix in more residential as a step down in intensity from the Old Town Core.



### NEIGHBORHOOD EDGE

The purpose and intent of Neighborhood Edge (NE) is to transition the walkable Old Town Core shops and retail into the traditional neighborhood by creating a buffer of residential friendly mixed use.



### TRADITIONAL NEIGHBORHOOD

The purpose and intent of Traditional Neighborhood (TN) is to preserve the existing neighborhood fabric of Old Town. This district is completely residential and focuses on the original platting proportions of the neighborhood.

THE DISTRICTS ALIGN DIRECTLY WITH DESIRED DEVELOPMENT PATTERNS AND WILL TRANSLATE INTO THE ZONING RECOMMENDATIONS FOR OLD TOWN

OLD TOWN DISTRICTS

## CLEAR GOALS AND OBJECTIVES WITH ACTIONABLE TASKS

IDENTIFY ALL NECESSARY RESOURCES, INCLUDING FINANCIAL, HUMAN, AND TECHNICAL, AND CONFIRM THEIR AVAILABILITY.

An implementation action plan for small-area planning is a detailed road map that outlines the specific steps, timelines, and resources needed to execute the strategies outlined in a strategic or master plan for a localized area. It includes defining clear goals, listing all necessary tasks, assigning responsibilities, setting deadlines, identifying risks, and establishing metrics for progress and success. This plan serves as a practical, step-by-step guide to turning the overarching vision of a small-area plan into tangible results.

Below is an example of the format that details the task, priority level, time frame, resources, and lead.

Action Description	Priority	Timeframe	Resources	Lead
Example 1	High	Short	Low	Organization 1
Example 2	Low	Med	Low	Organization 2
Example 3	High	Long	High	Organization 1
Example 4	Med	Short	Med	Organization 3

### Longevity of the Master Plan

The action tasks provide a detailed roadmap for implementing the overall vision and a metric to gauge progress towards that goal. Each year, there should be a report on progress in implementing this vision and on adding new action items to replace those that have been achieved.

## MATRIX

RESOURCE ALLOCATION

MANAGEMENT AND BUDGET

METRICS AND EVALUATION

Action Description	Priority	Timeframe	Resources	Lead
Policy Action Items				
Facade Rehabilitation Program	Low	Med	Med	Development Services
Annual Report and Update of Master Plan	Med	Short	Low	Development Services
Evaluate Old Town Water and Sewer Infrastructure, recommend CIP projects	Med	Short	Med	Engineering
Evaluate Current Parking and Adopt Old Town Parking Policy	High	Med	Low	Development Services
Incorporate Economic Development Incentives based on the Old Town Area Boundary	Med	Short	Med	Economic Development Committee
Incorporate Complete Streets Policy and Branding Strategy into infrastructure improvements	High	Short	High	Engineering
Evaluate and Adopt Enhanced Sidewalk Policy within the Old Town Commercial Area	High	Med	Med	Development Services
Incorporate Old Town Master Plan into all staff reports evaluating consistency with Master Plan	High	Short	Low	City Manager
Prioritize Old Town Capital Improvements During Annual Budget Session	High	Short	High	Engineering

# MATRIX

Action Description	Priority	Timeframe	Resources	Lead
Land Use and Transportation Action Items				
Study the Feasibility of Designing Trails in Alley Right-of-way connecting Old Town Residential to Old Town Core.	Med	Med	Med	Engineering
Annual Review of Old Town Code for Updates and Clarifications.	High	Short	Low	Development Services
Review Old Town Boundary Yearly for Expansions or Exclusions.	Med	Short	Low	Development Services
Incorporate additional parking regulations based on shared parking policy.	Med	Med	Low	Development Services
Study and amend the City-Wide Transportation Plan based on changes from the Old Town.	Med	Short	Med	Development Services
Designate 4th Street a Pedestrian Priority Street for Hosting Festivals.	Med	Long	High	City Manager
Incorporate Adopted Old Town Master Plan into discussions with TXDOT regarding FM 407.	High	Med	Low	Development Services
Provide Land Use Recommendations based on Old Town Plan to City Council	Low	Short	Low	Planning and Zoning Commission
Align any TIF district with Old Town Master Plan Boundaries.	Med	Long	High	Development Services

# MATRIX

RESOURCE ALLOCATION

MANAGEMENT AND BUDGET

METRICS AND EVALUATION

Action Description	Priority	Timeframe	Resources	Lead
Miscellaneous Action Items				
Create a Old Town Justin Working Group	High	Short	Med	Business Owners
Update Building Code to 2021 with COG amendments and Existing Building Code.	Med	Short	Low	Building Official
Evaluate a Local Amendment to the Building Code regarding buildings of a certain age.	Med	Short	Low	Building Official
Evaluate and Adopt any Possible Amendments with Historic Building Flexibility.	Med	Short	Low	Fire Chief
Adopt a Wayfinding Plan that incorporates Old Town Identity and Vision.	Med	Med	Med	Development Services
Showcase Old Town Businesses to drive more foot traffic for their sustained success.	High	Short	Low	Communications
Foster Partnerships with other Peer Communities that are in Similar Circumstances.	Med	Short	Low	City Manager
Identify Catalyst Business and Recruit to Old Town.	Med	Long	High	Economic Development
Prepare First Street ultimate design for shovel-ready status to implement when FM 407 is open.	Med	Long	Med	Development Services and Engineering

## OLD TOWN IS THE HEART OF JUSTIN

“OUR CITY’S PULSE DOESN’T BEAT IN CONCRETE AND TRAFFIC, IT LIVES IN THE PULSE OF OLD TOWN. IT’S WHERE STORIES BREATHE, NEIGHBORS CONNECT, AND HERITAGE HOLDS STRONG. THIS IS WHAT WE SEEK TO PRESERVE, NURTURE, AND GROW” - MAYOR CLARK



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