

Marcus Gallegos, Member
Jacqueline Steinbacher, Vice Chair



Amy Shadowens, Member
Rachel Cristiano, Member

Robin Amerine, Chair
CITY OF JUSTIN
PARKS AND RECREATION ADVISORY BOARD AGENDA
FEBRUARY 13, 2024
415 N COLLEGE AVE
JUSTIN, TEXAS 76247
6:00 PM

CALL TO ORDER

Convene into Session:
Invocation and Pledge of Allegiance
American Flag

Texas Flag: *“Honor the Texas Flag; I pledge allegiance to
thee, Texas, one state, under God, one and indivisible”*

CONSENT

1. None

PUBLIC COMMENT

To expedite the flow of business and to provide all citizens with the opportunity to speak, the Parks and Recreation Committee Chair may impose a three-minute limitation on any person addressing the board.

DISCUSSION / ACTION ITEMS

3. Discuss and consider creating a Vision and Mission Statement for the Parks Board
4. Discuss the Parks Open Space Master Plan in preparation for meeting with the Consultant

FUTURE AGENDA ITEMS

ADJOURN

I, the undersigned authority, do hereby certify that the above notice of the meeting of the City Council of the City of Justin, Texas, is a true and correct copy of the said notice that I posted on the official bulletin board at Justin Municipal Complex, 415 North College Street, Justin, Texas, a place of convenience and readily accessible to the general public at all times, and said notice posted this 9th day of February, 2024 by 5 p.m., at least 72 hours preceding the scheduled meeting time.

Kira Sedivy

Kira Sedivy, Public Works Administrative Coordinator

MISSION AND VISION STATEMENT EXAMPLES

City of Justin Keep Justin Beautiful Committee Mission Statement

Our mission is to educate and engage the citizens of Justin to take responsibility for improving their community environment. We can accomplish this through programming and education addressing our three main areas of beautification, litter prevention, and waste reduction.

City of Justin Parks & Recreation Mission Statement

The City of Justin Parks and Recreation departments mission it to acquire, develop, operate and maintain a park and recreation system which enriches the quality of life for residents, and preserves it for future generations.

City of Justin Parks & Recreation Vision Statement

The City of Justin Parks and Recreation department strives to develop, provide and maintain quality of facilities and events that meet the growing needs of our community.

City of Lewisville Parks & Recreation Vision & Mission Statement

In order to create a thriving community through nature and play, we will become the best Parks and Reaction Department in the state of Texas. We will achieve this vision and mission by: Providing recreational and educational opportunities for socialization and activity. Developing and maintaining parks, trails and public spaces. Preserving and restoring our natural resources.

City of Grapevine Parks & Recreation Mission Statement

It is the mission of Grapevine Parks and Recreation to enhance the quality of life of the citizens of Grapevine, through the stewardship of natural resources and the responsive provision of quality leisure opportunities. The Grapevine Parks and Recreation 2018 Master Plan provides a 10 year vision for development and maintenance of Grapevine's Parks and Recreation system.

City of Dallas Park & Recreation Mission Statement

The Dallas Park and Recreation department's mission is to champion lifelong recreation and serve as responsible stewards of the city's parks, trails and open spaces.

City of Dallas Park & Recreation Vision Statement

With that mission in mind, the department's vision for the future is for a comprehensive system of parks, trails, open spaces and recreation facilities that sustains, inspires and invigorates.

PARKS AND RECREATION BOARD

Staff Report
February 13, 2024

STAFF CONTACT: Matt Cyr, Director of Planning and Development Services

PROJECT: Discuss the proposed Parks, Recreation, and Open Spaces Master Plan (PROS Plan)

EXECUTIVE SUMMARY:

Please consider and discuss the consideration of the proposed Parks, Recreation, and Open Spaces Master Plan (PROS Plan). This plan is a comprehensive effort to enhance our city's park system, recreational facilities, and open spaces to meet the current and future needs of our community. Below, I highlight key aspects of the PROS Plan that underscore its significance and alignment with the City of Justin's vision for a healthier, more connected, and vibrant community.

1. **Integration with the Comprehensive Plan:** The PROS Plan has been meticulously developed as part of our city's broader comprehensive planning process, which was adopted on March 28, 2023. Recognizing the critical role that parks and recreational spaces play in the quality of life for our residents, this integration ensures that the PROS Plan is well-positioned to leverage funding opportunities. Specifically, it is designed to enable our city to submit a ready-made plan for grants from Texas Parks and Wildlife, enhancing our financial capacity to realize our vision.
2. **Community Engagement and Connectivity:** In line with the feedback obtained during the comprehensive planning process, the PROS Plan places a strong emphasis on increasing connectivity. This includes the development of trails and sidewalk improvements to facilitate access to parks and the creation of seamless connections between parks and neighborhoods. This focus reflects our community's desire for a more interconnected and accessible park system that encourages outdoor activity and fosters a sense of community.
3. **Budget and Project Needs:** The plan incorporates the Parks Board's recommended budget and outlines the project needs essential for the improvement and maintenance of existing city parks. The recommended budget and priorities that was is proposed is based on communicating with the Parks Board Staff liaison. This comprehensive financial strategy ensures that we have a clear roadmap for allocating resources efficiently to areas of greatest need, thereby enhancing the quality and sustainability of our park infrastructure. The Parks Board will be able to provide budget and project needs at the upcoming meeting on February 13th and February 27th with the Planning Consultant.
4. **Alignment with Community Input:** The plan is reflective of the extensive community engagement undertaken, including surveys and stakeholder meetings. This alignment ensures that the PROS Plan is not only grounded in expert advice but also resonates with the aspirations and needs of our community members.



I look forward to discussing this plan further and am available to provide any additional information or clarification needed.

ACTION CONSIDERED:

- 1) No Action is required. **Please provide Staff direction on projects and priorities.**

NEXT STEPS:

This item will be brought back for formal recommendation on Tuesday, February 27th. If a recommendation is given, the PROS Plan will be forwarded to City Council for approval in March.

ATTACHMENTS:

- (A) PROS Plan



City of Justin

PARKS, RECREATION, AND OPEN SPACE MASTER PLAN



Summary

Comprehensive Plan for the
City of Justin

ADDRESS

415 N College Ave
Justin, TX 76247

Place Strategies, Inc.
Catalyst Commercial
Pacheco Koch



PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

Project spanned over the course of six months and was started in July 2022.



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INTRODUCTION



PRIORITIZING JUSTIN'S PARKS AND RECREATION FOR FUTURE GENERATIONS

To manage and conserve the natural and cultural resources of Texas and to provide hunting, fishing, and outdoor recreation opportunities for the use and enjoyment of present and future generations.

– Agency Strategic Plan (2021-2025)
Texas Parks & Wildlife Department

ALIGNMENT WITH TEXAS PARKS AND WILDLIFE AGENCY STRATEGIC PLAN GOALS



NATURE + CULTURE

Practice, Encourage, and Enable Science-based Stewardship of Natural and Cultural Resources



ACCESS + PARTICIPATION

Actively planning essential connections, enhanced trail systems, and beneficial access using floodplains and existing rights-of-way.



EDUCATE, INFORM + ENGAGE

The direct focus on the conservation of natural areas and floodplains, along with the inclusion of multi-use trails, and biology education through programming.



EFFICIENT + SUSTAINABLE

Focusing parks and trails on easily managed and natural, native landscaping will help the current public works staff have a more sustainable maintenance program.

The purpose and intent of this plan are to:

- Unify the approach for future parks and trails in the City as development continues over the next twenty years.
- Establish a minimum standard for upkeep and maintenance in all city parks and trails.
- Bring a sense of pride to the amenities of the City and support the quality of life expected of Justin's residents.
- Support Justin's residents' and visitors' overall health and well-being through exceptional open space and trails.
- Minimize future impact on development by preserving existing floodplains and open space.
- Develop environment preservation systems to maintain the rural character of Justin.

Timberbrook Dog Park

Timberbrook Park

Justin Park

Community Park

Bishop Park

Reatta Park

Tally Park

EXISTING PARKS PLAN

MASTER PLAN DEVELOPMENT PROCESS

Coordinating a Comprehensive Plan and PROS Plan

The development of this plan was concurrent with the Imagine Justin Comprehensive Plan process, including public meetings, open houses, digital engagement, and work sessions. The takeaways from public outreach aligned the goals and strategies for parks and recreation in the City, predominantly because parks and recreation are one of the top desires of the citizens.

A robust planning process was conducted in collaboration with the Imagine Justin Comprehensive Plan. The park, recreation, and open space part of the planning process includes:

- A thorough analysis of the City's existing parks, recreational facilities, and open spaces, including assessing their condition, usage, and potential constraints or challenges;
- A review of community needs and preferences through public engagement and outreach efforts to determine the types of parks, recreational facilities, and open spaces that would be most beneficial to residents;
- A focus on accessibility, ensuring that all residents have equitable access to parks, recreational facilities, and open spaces. This focus may include the development of

new facilities in underserved areas, as well as the improvement of existing facilities to make them more accessible to people with disabilities;

- A commitment to sustainability, with a focus on preserving natural resources and integrating sustainable design principles in developing new parks, recreational facilities, and open spaces;
- A comprehensive strategy for managing and maintaining the City's parks, recreational facilities, and open spaces, including allocating resources and personnel and developing partnerships with community organizations and volunteers; and
- A plan for developing and implementing programming and events in the City's parks, recreational facilities, and open spaces to provide residents with a wide range of recreational opportunities and foster a sense of community.

This Parks, Recreation, and Open Space Master Plan (PROS Plan) aligns with the Texas Parks and Wildlife local planning requirements to support Justin's applications for local grant funding.

IMAGINE JUSTIN COMPREHENSIVE PLAN



The Comprehensive Plan is a community-driven vision to guide decisions over time.

Imagine Justin is a city-wide comprehensive plan that reimagines the core planning documents used by the city to create policy, inform decisions, and establish an expectation of the general direction of the community.

The plans included within the comprehensive plan are: Future Land Use Plan (Experience Districts Plan), Master Thoroughfare Plan (Mobility Plan), and a Parks + Trails Plan. All of these revised plans are derived from the extensive engagement and outreach process that was an integral part of the planning process. Engagement and outreach is the first chapter in order to establish the importance of the process that led to the community plans that follow.



ENGAGEMENT + OUTREACH

Detailed review of the many outreach methods and results that were shed from the process and how they affected the plans that were revised.



LAND USE + DEVELOPMENT

Review of existing conditions and a new FLUP that takes into consideration different districts and identities that make up Justin.



MOBILITY + CONNECTIVITY

Review of existing conditions and a new Master Thoroughfare Plan that looks at mobility and connectivity at different levels to inform plans.



PARKS + TRAILS

Review of existing conditions, Texas Parks and Wildlife metrics, and a detailed plan to continue the quality of life amenities that make Justin special.



IMPLEMENTATION

Review of all chapters and an implementation plan that takes into consideration short and long term policies and regulations that will further support the community vision.

ENGAGEMENT + OUTREACH

Open houses were hosted at the Country Abbey in Justin and provided an open forum to residents and businesses to talk about their concerns and dreams for the city.



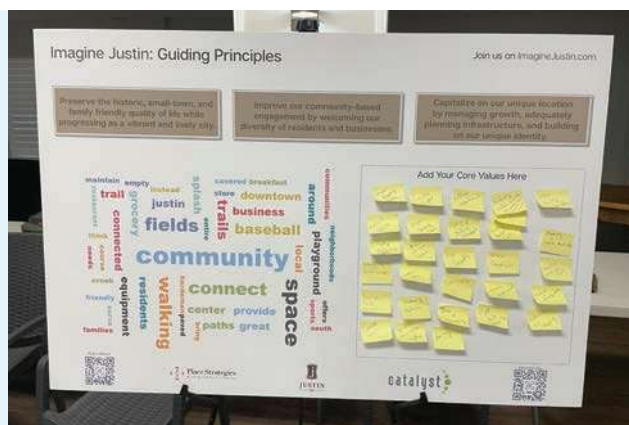
In addition to the open houses, all materials were subsequently added to the online website for additional viewership.



In-person interactions provided a boost to the online interactions which in turn created more visits to other in-person events.

01 September Open House

Hosted a community open house to discuss our guiding principles and land use topics. The public gave feedback on everything. There was an attendance of over 50 people.

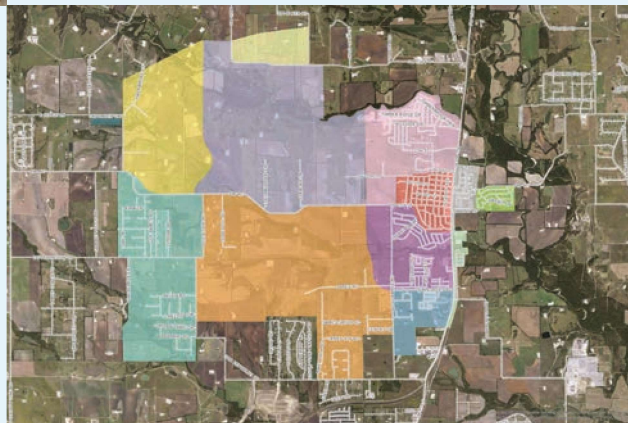


02 October Open House

Hosted a community open house to discuss mobility and recreational facilities. The public gave feedback on the direction of the community. There were over 30 people in attendance.

03 November Joint Work Session

Hosted a joint workshop with City Council and Planning and Zoning Commission to discuss findings from open houses and introduce the component plans.





Crafting a comprehensive vision for the future of a community stems from the engagement of the process and the implementation derived from that process.

By maximizing the public engagement through the process there is an understanding that the comprehensive plan is a community initiative that establishes guidance for projects moving forward.

10

STAKEHOLDER INTERVIEWS

The planning team conducted ten stakeholder interviews over the course of a month. Stakeholders included business owners, developers, residents, city officials, builders, and other community members.

15

STAFF CHECK-INS

The planning team conducted biweekly staff check-ins to review engagement and public feedback throughout the process. Reviewed analyzed data from market studies, interviews, and regional/state organizations.

IMAGINEJUSTIN.COM

Imagine Justin is the online website launched as part of the engagement and outreach strategy dedicated to the comprehensive plan.

An online presence increases diversity in outreach for different resident schedules.



Event Information

Details about in-person open houses, public hearings, and CPAC meetings are all displayed on the website.



Interactive Mapping

Mapping exercise for pinpointing new ideas, opportunities, and challenges within the city and ETJ.



Online Surveys

Multiple surveys on the website spanning different topics including values, experience districts, and parks/trails. Participation levels ranged from 2-7%.



Collaborative Budgeting

An interactive activity that uses a set budget to prioritize different categories within the comprehensive plan. Achieved 26 respondents over the course of three weeks.



Virtual Open Houses

All open house materials during the in person event are displayed on the website for expanded viewing.



Social Pinpoint

This tool was used to host the website and create innovative engagements for the residents of Justin.

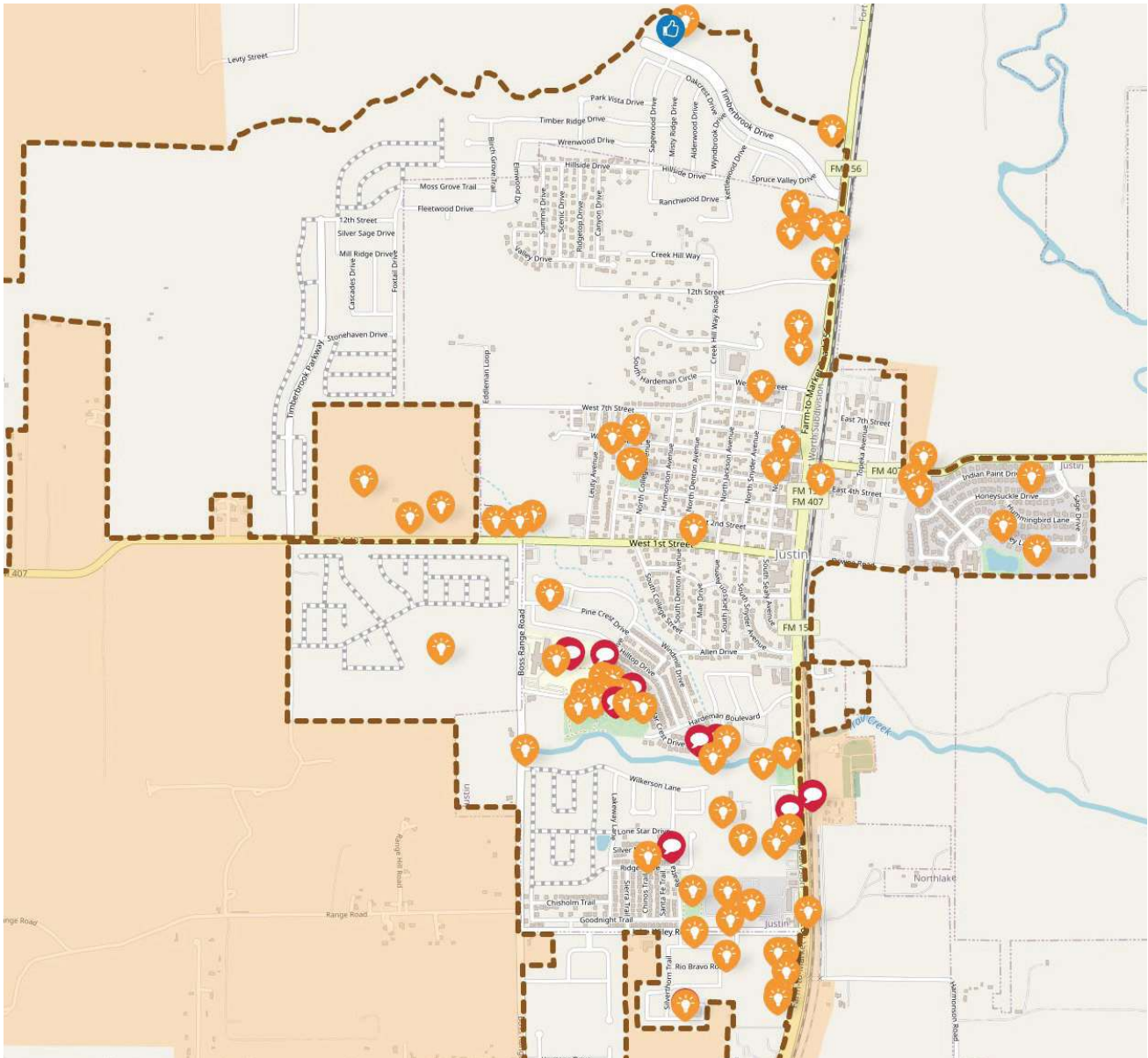
The top focus for parks and trails in the city of Justin is for additional connections and trails to and from city parks.

Imagine Justin had 8,294 total visits, 2,097 unique users, 423 survey responses, and 395 unique stakeholders.

Virtual Community Open House



INTERACTIVE MAP



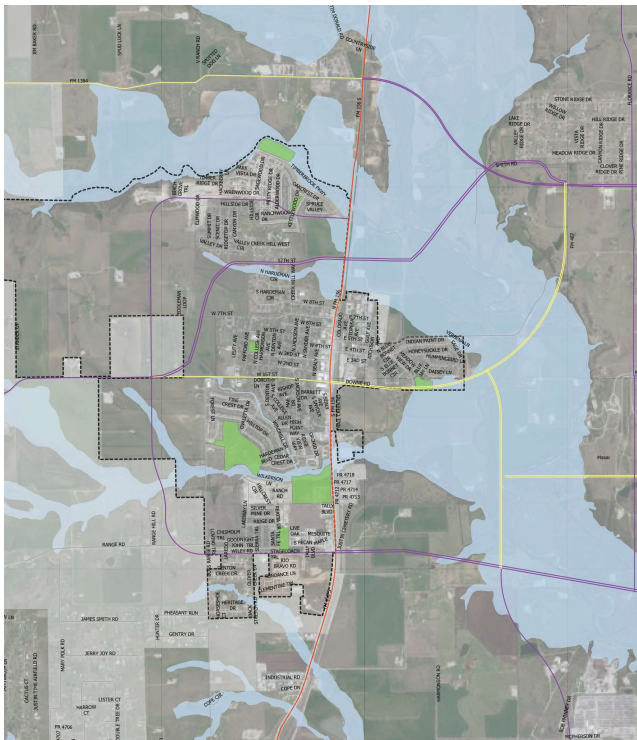
The online project map was active from the beginning of the process to the end and recorded 80 comments.

The interactive map allowed visitors to explore the City of Justin and its extraterritorial jurisdiction (ETJ) by leaving comments on areas of interest. The categories of comments included the ability to present Ideas and suggestions, general comments, and something they like. When a comment was pinned, visitors were also able to up vote or down vote the comments according to merit.

ADVISORY COMMITTEE



MEMBERS



Organizational Representation

The Comprehensive Plan Advisory Committee (CPAC) acted as the PROS Advisory Committee and is made of representation from four councils/commissions that make up city departments and groups. The groups range from elected officials in City Council or appointed members that make recommendations regarding zoning issues. Having these members represented is important through the advisory role and providing different perspectives from groups that will interact with the final comprehensive plan.

JOHN MOUNCE
CITY COUNCIL

City Council is the elected body that takes on the final decision in regulatory policies, budgets, and action.

ALYSSA LINENKUGEL
PARKS BOARD

The Parks Board reviews and recommends parks and trails planning policies to better enhance the Justin system.

LISA LEARY
PLANNING + ZONING COMMISSION

PZC is the commission that recommends action to City Council on matters concerning land use and transportation policy.

STEVEN TURNEY
ECONOMIC DEVELOPMENT

The EDC/CDC work on retaining and recruiting existing and new businesses to the Justin area.

GOALS + OBJECTIVES

The Justin PROS Plan is a vital component of the City’s vision for the Justin community. The PROS Plan recommends a vision and an action plan that directly supports Justin’s Comprehensive plan, Imagine Justin.

The PROS Plan also builds on Justin’s Strategic Pillars for the Future, which guides council and city staff on economic and community growth.

The Guiding Principles were crafted by careful consideration of all the engagement and outreach by the Comprehensive Plan Advisory Committee.



CULTURE

Preserve the historic, small-town, and family friendly quality of life while progressing as a vibrant and lively city.



COMMUNITY

Improve our community-based engagement by welcoming our diversity of residents and businesses.



IDENTITY

Capitalize on our unique location by managing growth, adequately planning infrastructure, and building on our unique identity.

COMMUNITY DRIVEN CORE VALUES

STRATEGIC PLANNING ALIGNMENT

Identified connected objectives.

The Comprehensive Plan uses these pillars and follows recommendations established in 2020.

The City Council of Justin held Strategic Visioning Retreats in early 2020 for developing a clear strategic vision for the future. The comprehensive plan rewrite brought in the results from that retreat to further validate the direction of the city.



STRATEGIC PILLARS FOR THE FUTURE

ISSUES + OPPORTUNITIES

Our City is on the verge of a new identity; now, as a Home Rule Charter city, many of the traditional standards for operations, development, and citizen expectations become heightened and require a new look. With the potential of quadrupling the population in the next twenty years, many of the old systems for maintenance, programs, and public service are going through some growing pains. Funding will continue to be limited, but as the city plans for its future in parks, realizing that it is a top priority for the citizens in the next twenty years sets a standard for how the City should plan to grow its program.



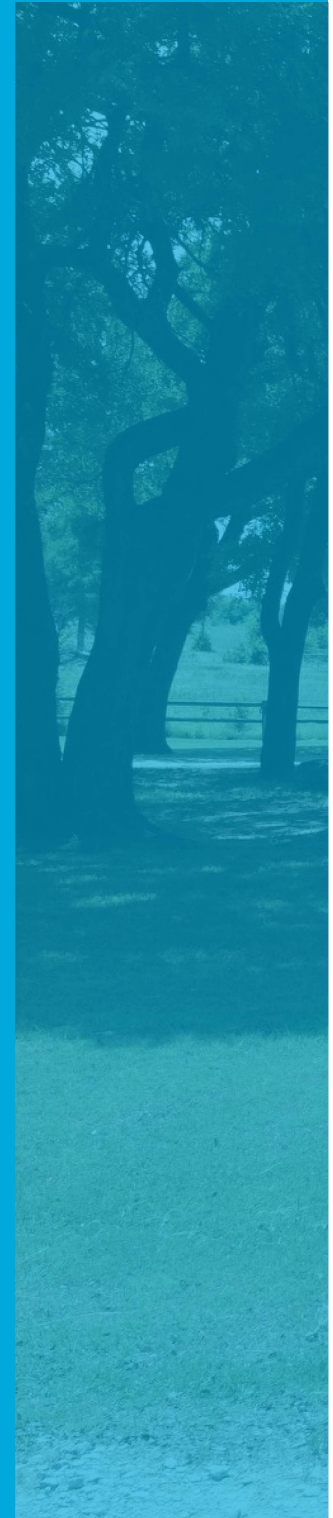
POPULATION GROWTH

As previously stated, the population for Justin is primed for high growth (from 5,451 in 2022 to 19,764 by 2042) in the next twenty years. However, the current park plan will see population growth of 12,428 in the next ten years. This plan aligns with the Imagine Justin Plan, which covers twenty years. The coordination helps the City set its progress for a longer term and allows the City to see the needs for the future and not wait to make critical improvements in the short term.



DEVELOPMENT STANDARDS AND PRIORITIES

Coordination of development standards, park dedication, and park fees will be essential as new developments develop in the City and its ETJ. A lack of perceived requirements for the new development has left some in the community wanting a greater understanding of what developers will expect as services are extended farther into the country. For others, the standard of quality of existing parks, compared to the new development parks, has left them wanting a more sophisticated park system that provides more than just open fields. The blend of these expectations and priorities will be the compromise to achieve the community's goals for future park programming.



“

The new vision for Justin should focus on engagement, parks, walking trails, new businesses & restaurants.

”

OPPORTUNITIES

Though the future management of growth and development can be daunting, there are many opportunities that align with advancement in parks and trails in Justin.



Justin is a desirable place to live and is realizing its prominence and opportunities in the market.



With ample open land and aligned floodplain and drainage topography, there are ways to implement natural conservation programs that save the rural environment without impeding property rights.



The collection of new roadways by TxDOT and the Mobility Plan help differentiate east-west and north-south access ways in the City while providing a circuitous route for city-wide biking, running, and walking.



There is a strong desire by citizens to focus on parks and trails as a quality-of-life focus for future improvements in the City.

NEEDS ASSESSMENT + IDENTIFICATION

Three areas of analysis organize the parks and recreation needs for the City of Justin: demographics, survey results, and national benchmarking. Ample detail of demographics are provided in the Appendix of this plan, but the ones that pertain directly to Parks are summarized below.

Demographic Analysis Summary for Parks



Age

Largest age distribution is Generation X (40-59), followed by Generation Z (10-24) and Millennials (25-39).



Population Changes

Current population is 5,451 with a population of 12,428 by 2032 (22.8% growth per year).



Race + Ethnicity

White (79%), Other (17%), Black (3%), Asian (1%), with a Hispanic ethnicity at 14%.



Median Household Income

\$97,013

Top Survey Findings

The top survey findings that pertain to parks and trails are:

- A focus on Parks and Trails are the number one area of priority for residents in Justin.
- Generally, a majority of residents believe that parks in Justin need more maintenance and upkeep.
- A majority of residents consider parks, facilities and programming to be important to their quality of life in Justin.
- Half of respondents drive to parks, while the remaining walk or bike.
- Highest priority for parks and trails is the development or acquisition of additional parkland and trail connections.
- Most respondents desire hike, bike and walking trails, in addition to amenities like water features and multi-use courts.
- Many of the desired outcomes reflect improved amenities and programming consistently in all parks.

BENCHMARKING

TWENTY YEAR BENCHMARKING COMPARISON (2022 - 2042)										
NATIONAL RECREATION AND PARK ASSOCIATION (NRPA)		CITY OF JUSTIN								
BENCHMARK BASIS		EXISTING STATUS	2022 BENCHMARK		2027 BENCHMARK		2032 BENCHMARK		2042 BENCHMARK	
		ACTUAL	LOW VALUE	HIGH VALUE	LOW VALUE	HIGH VALUE	LOW VALUE	HIGH VALUE	LOW VALUE	HIGH VALUE
RESIDENTS	Less than 20,000	6,127	6,127		9,327		12,428		19,764	
NUMBER OF PARKS (PUBLIC + PRIVATE)	761 - 1,924 Residents per Park	15 PARKS**	3 Parks	6 Parks	5 Parks	12 Parks	7 Parks	17 Parks	11 Parks	26 Parks
PARK-ACRES	5.2 - 21.7 Acres per 1,000 Residents	141 ACRES **	32 Acres	133 Acres	49 Acres	203 Acres	65 Acres	270 Acres	103 Acres	429 Acres
TRAILS (EXISTING AND PLANNED)	2 - 10 Miles	6.0 MILES **	0.6 Miles	3.1 Miles	1 Mile	4.7 Miles	1.3 Miles	6.2 Miles	2 Miles	9.9 Miles
FULL-TIME EQUIVALENT (FTE) STAFF	6.4 - 21.1 FTE per 10,000 Residents	10 FTE *	3.9 FTE	12.9 FTE	6.0 FTE	19.7 FTE	8.0 FTE	26.2 FTE	12.7 FTE	41.7 FTE
ANNUAL OPERATING EXPENDITURES	\$551,925 to \$2,443,647 per year	\$832,650*	\$169,082	\$748,611	\$257,390	\$1,139,595	\$342,966	\$1,518,482	\$545,412	\$2,414,812
* Does not include volunteer time or budget.										
** Includes future build-out of Timberbrook and The Preserve (Timberbrook counted as one park)										

 Actual Exceeds Amount	 Actual Within 2x of Amount	 Actual Less than 2x of Amount
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Using 2022 National Recreation and Parks Association (NRPA) Agency surveys, the benchmarking for Justin lies within similar ranges of cities with a population of fewer than 20,000 people within the ten-year horizon.

The table lays out the five, ten, and twenty-year projections of population and how the City currently reflects in the five top categories of park acres, the number of parks, miles of trails, full-time equivalent staffing, and annual budgeting.

Each benchmark year has an associated population in the future, as well as the low and high ranges of each of the five categories of evaluation.

Cells highlighted in green show that the City is currently meeting projections, tan shows that the projection is within two times (2x) the current, and red shows that the projection is over two times (2x) the current.

INVENTORY OF PARKS + FACILITIES

“

We would love to see improvement! We really miss having walking and biking trails and parks for the kids.

”

The classifications for parks are currently organized between Community Park and Neighborhood Park, as is typical in many cities.

As development looks to handle many of their parks privately, there will be a standard requirement for

these parks in order for them to be accepted as in-kind facilities.

In addition, new classifications will be introduced to support more urban development types that may come with future Old Town development.

COMMUNITY PARK

Description: a large city-managed facility incorporating a variety of ball fields, activity areas and programming.

Number per Population: 1 per 10,000

Average Size: 20 to 100 acres

Ideal Location: centrally located within the City with access to trails and at least one collector street.

Typical Amenities: Playground, organized sports fields, internal trail network, parking, restrooms, and shade structures or trees

NEIGHBORHOOD PARK

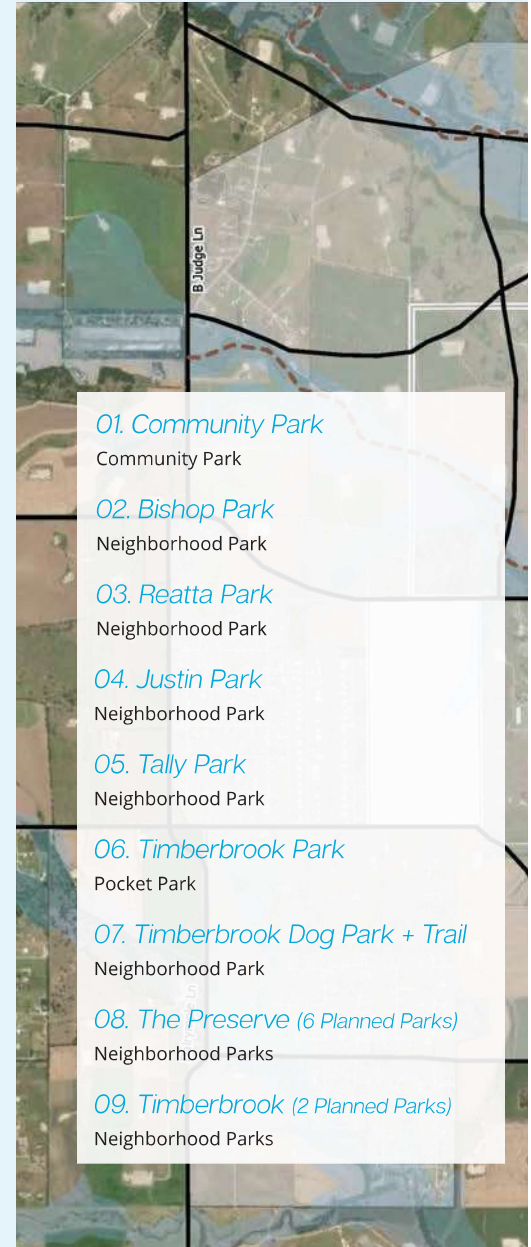
Description: a typical park for a neighborhood area, may also be a collection of smaller parks within a master planned community.

Number per Population: 1 per 1,000

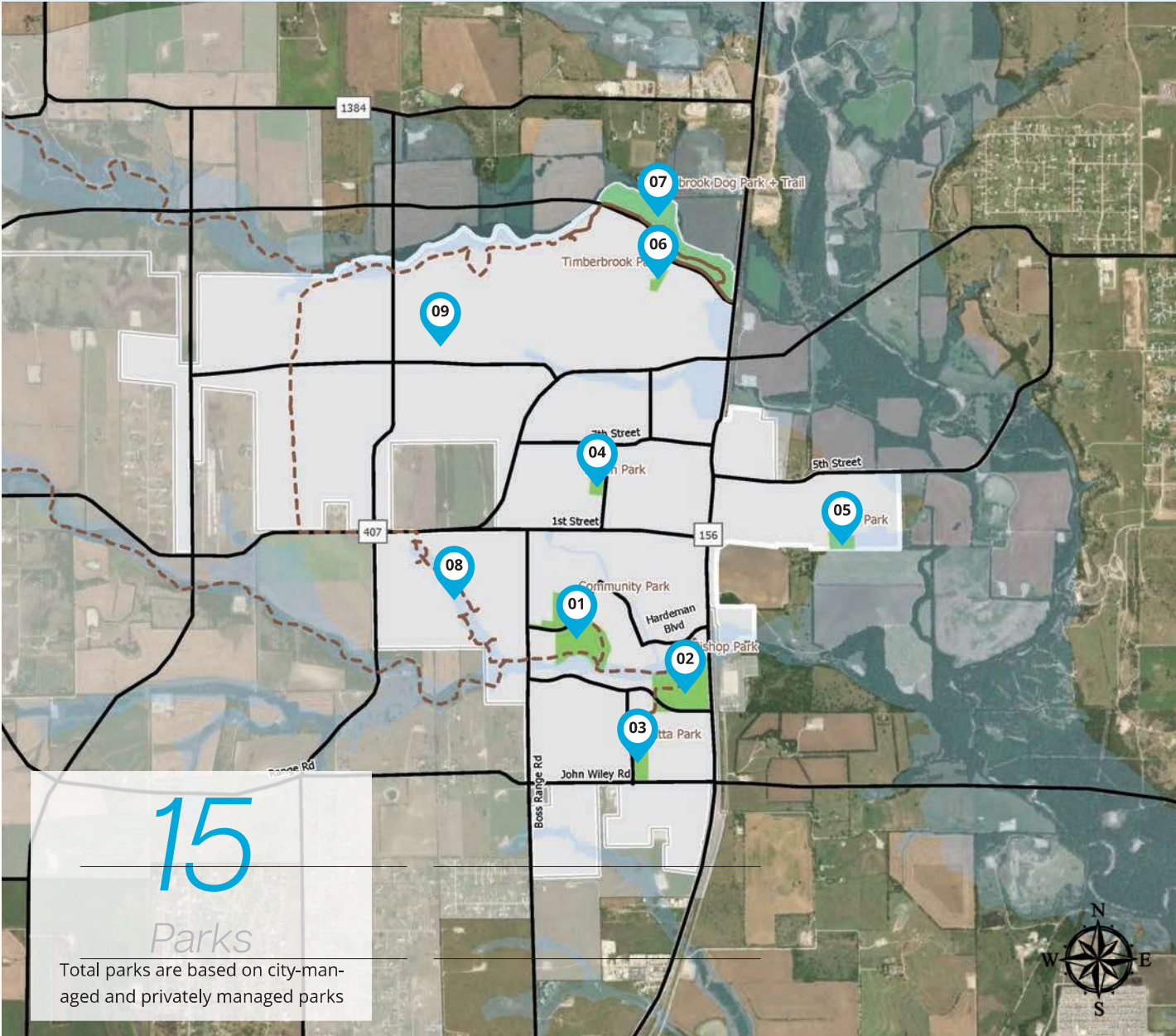
Average Size: 5 to 20 acres

Ideal Location: centrally located within a neighborhood with access to sidewalks and at least one local street.

Typical Amenities: Playground, passive play area, internal trail network, and shade structure or trees



PARKS + TRAILS MASTER PLAN





TIMBERBROOK PARK

EXISTING PARKS + FACILITIES



Community Park

420 Ovaletta Dr, Justin, TX 76247

Amenities	Condition
Play Structures	<div><div></div></div>
Baseball/Softball Fields	<div><div></div></div>
Soccer Fields/Basketball	<div><div></div></div>
Disc Golf (9-Hole)	<div><div></div></div>
Walking Trail (Concrete)	<div><div></div></div>
Shade Structures/Trees	<div><div></div></div>
Parking Lot	<div><div></div></div>
Trash Bins	<div><div></div></div>
Benches	<div><div></div></div>
Picnic Tables	<div><div></div></div>



Bishop Park

Wallace Dr and SH 154, Justin, TX 76247

Amenities	Condition
Observation Deck	<div><div></div></div>
Walking Trail (gravel)	<div><div></div></div>
Historical Marker	<div><div></div></div>
Shade Structures/Trees	<div><div></div></div>
Picnic Tables	<div><div></div></div>
Trash Bins	<div><div></div></div>
Benches	<div><div></div></div>
B.B.Q. Grills	<div><div></div></div>



Justin Park (City Hall)

415 N College Ave, Justin, TX 76247

Amenities

Condition

Tennis Court	<div><div></div></div>
Sand Volleyball Court	<div><div></div></div>
Play Structures	<div><div></div></div>
Shade Structures/Trees	<div><div></div></div>
Picnic Tables	<div><div></div></div>
Trash Bins	<div><div></div></div>
Benches	<div><div></div></div>
B.B.Q. Grills	<div><div></div></div>
Parking Lot	<div><div></div></div>



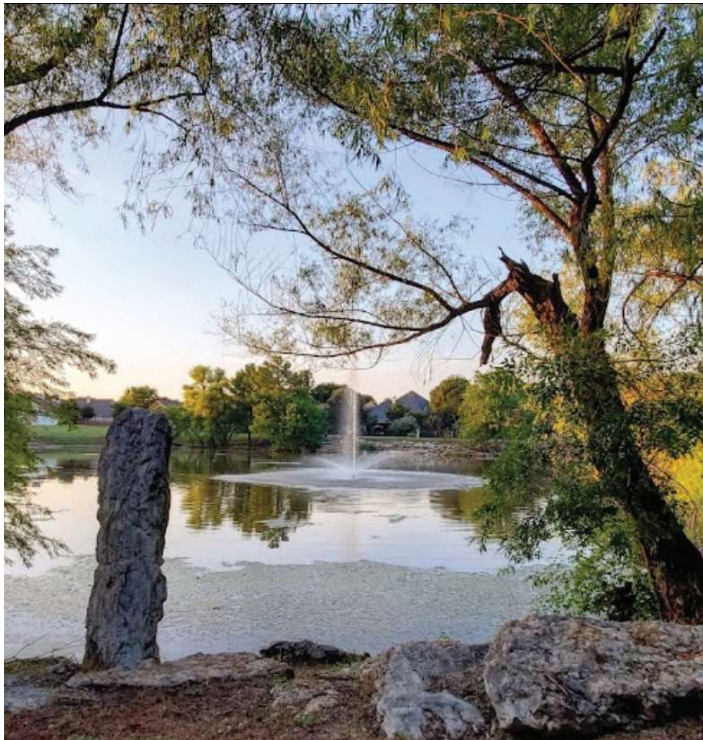
Reatta Park

John Wiley Rd and Reatta Dr, Justin, TX 76247

Amenities

Condition

Basketball Court	<div><div></div></div>
Walking Trail (gravel)	<div><div></div></div>
Play Structures	<div><div></div></div>
Shade Structures/Trees	<div><div></div></div>
Observation Deck	<div><div></div></div>
Trash Bins	<div><div></div></div>
Picnic Tables	<div><div></div></div>
B.B.Q. Grills	<div><div></div></div>



Tally Park

Meadowview Dr, Justin, TX 76247

Amenities

Pond/Fountain
Shade Trees

Condition



Timberbrook Park

1100 Kettlewood Dr, Justin, TX 76247

Amenities

Play Structure
Walking Trail (concrete)
Shade Structures/Trees
Picnic Tables
Trash Bins
Benches

Condition





Timberbrook Dog Park

415 N College Ave, Justin, TX 76247

Amenities	Condition
Shade Trees	<div><div></div></div>
Dog Park Areas	<div><div></div></div>
Walking Trails (Concrete)	<div><div></div></div>

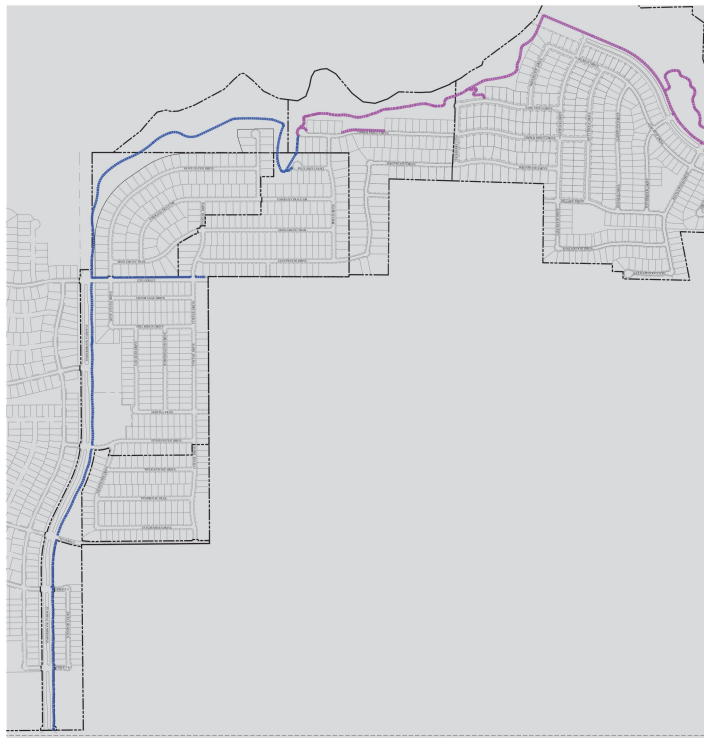
PLANNED PARKS + FACILITIES



The Preserve

SH 407 and Boss Range Rd, Justin, TX 76247

A master planned community with six (6) neighborhood parks planned throughout the community, along with the preservation of floodplain as natural open space and trail connections.



Timberbrook

1100 Kettlewood Dr, Justin, TX 76247

A master planned community with at least four (4) total neighborhood parks planned throughout the community, along with an extended trail system through the development and riparian edges along the Oliver Creek.

AREA CONCEPTS + STANDARDS

PARK POLICIES + STANDARDS

As the Parks Board, Planning Commission and City Council coordinate future development standards, the following policies are recommended for improving the cohesiveness and the equity for access to public parks.



ALL PARKS WILL BE ACCESSIBLE

Prioritize non-motorized trail connections to, through, and from all parks, including appropriate access under ADA design guidelines.



ALL PARKS WILL BE SUSTAINABLE

Utilizing native grasses and species that promote drought tolerant, low maintenance, and habitat programming is a priority for landscaping.



ALL PARKS WILL HAVE A COMMON IDENTITY

Branded trash bins, benches, shade structures, signage and lighting to signify the relationship to the greater Justin park system.



TRAILS WILL SUPPORT CITY-WIDE MOBILITY

From street-side multi-use trails to off-street natural trails, a successful system will be connected throughout the City and between neighborhoods.



TRAILS WILL HELP TO EDUCATE THE PUBLIC

Signage on history, biosciences and protection of habitats and native species will support education for all ages.

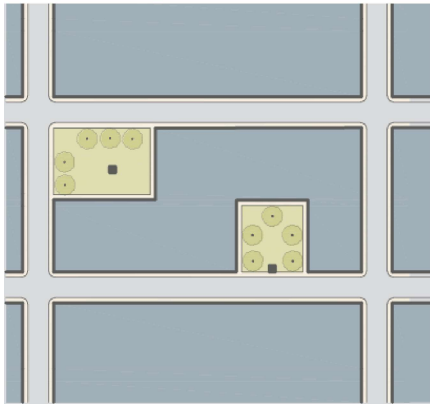


FLOODPLAINS WILL BE PROTECTED

Preserved floodplain areas will be protected with riparian buffers to support runoff filtration and maintain a rural environment within Justin.

NEW PARK + FACILITY CLASSIFICATIONS

The following park and facility classifications support alternative design approaches from the typical Community and Neighborhood Park classes. The use of these will be important as developments choose to design and manage their own parks within neighborhoods, or as new public spaces are proposed as infill developments in the Old Town or other constrained development areas.

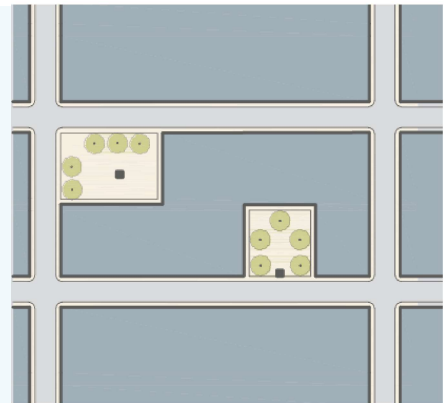


Pocket Park

An Open Space, available for unstructured recreation. A pocket park is spatially defined by building edges. Its landscape shall consist of lawn and trees, naturally disposed. No minimum size and the maximum shall be 1/4 acres.

Pocket Plaza

An Open Space, available for unstructured recreation. A pocket plaza is spatially defined by building edges. Its hardscape shall consist of formal arrangement of paving and seating, with some trees for shade. No minimum size and the maximum shall be 1/4 acres.

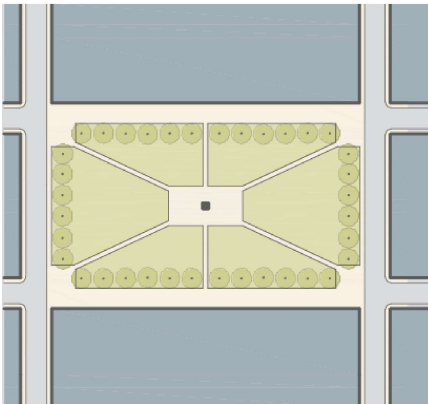
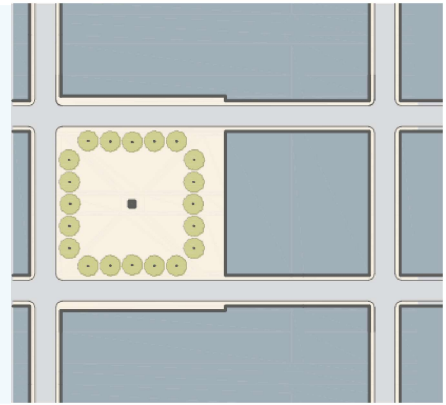


Green

An Open Space, available for unstructured recreation. A Green may be spatially defined by landscaping rather than building edges. Its landscape shall consist of lawn and trees, naturally disposed. The minimum size shall be 1/2 acre and the maximum shall be 8 acres.

Plaza

An Open Space available for Civic purposes and Commercial activities. A Plaza shall be spatially defined by building edges. Its landscape shall consist primarily of pavement. Trees are recommended. Plazas should be located at the intersection of important streets. The minimum size shall be 1/2 acre and the maximum shall be 2 acres.



Square

An Open Space available for unstructured recreation and Civic purposes. A Square is spatially defined by building edges. Its landscape shall consist of paths, lawns and trees, formally disposed. Squares shall be located at the intersection of important streets. The minimum size shall be 1/2 acre and the maximum shall be 5 acres.

Multi-Use Trail

A paved trail placed within the right-of-way or outside of the right-of-way of a street. Minimum width for a multi-use trail is 10 feet in commercial districts and 12 feet when in residential areas, where right-of-way permits. Multi-use Trails are intended for recreation and commuting of pedestrians and bicyclists.



Natural Trail

An unpaved trail placed within environmentally sensitive areas, like floodplains and riparian buffers. Minimum width for a natural trail is 4 feet, where space permits. Natural trails are intended for recreational activity such as hiking and mountain biking.

RIPARIAN BUFFER SYSTEMS

Justin continues to grow with the potential of flooding growing with it. This hits the budgets of residents directly as mortgage lenders begin to require additional flood insurance policies.

As development continues, it will be imperative to include a floodplain buffer to mitigate impacts both to the existing waterway and to future homes against floodplains. Similar to work on The Preserve, the City has had experience providing for these types of floodplain conservation areas.

As downstream development occurs, and as it potentially impacts floodplain areas, it will cause problems for older neighborhoods, such as Old Town, often built to a past standard flood elevations.

By including riparian buffer systems (RBS) for all new subdivisions and developments along waterways and floodplains, the City is able to dynamically respond to the goals of this PROS Plan. The RBS will preserve a rural environment, protect existing and new development, and allow for a citywide recreation system by incorporating active transportation along specific floodplain corridors.

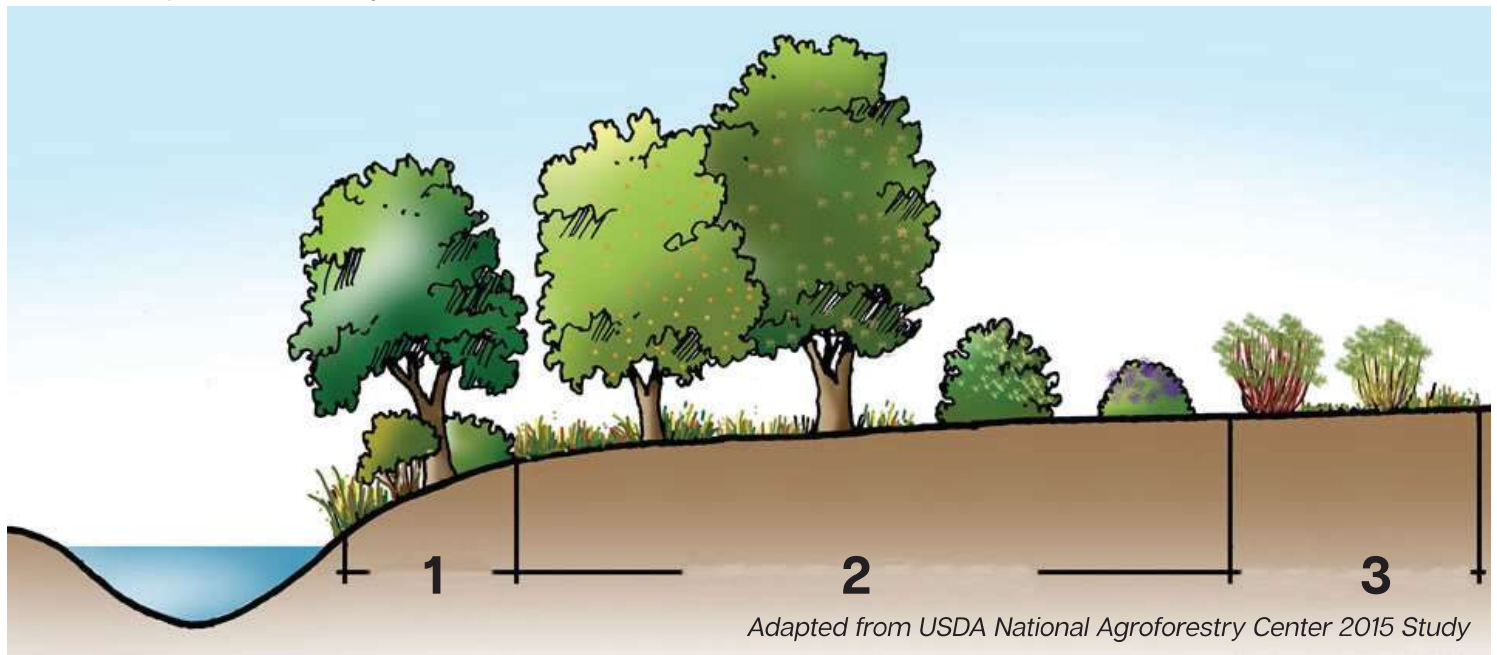
Additional educational impacts could be managed by including a wayfinding and education system along the trails to identify key habitats, specific species of plants, or the inclusion of the history of Justin. This helps to identify key partners and funding in the projects.



Riparian Buffers protect waterways from agricultural, industrial, and vehicular runoffs that threaten fish and wildlife habitats.

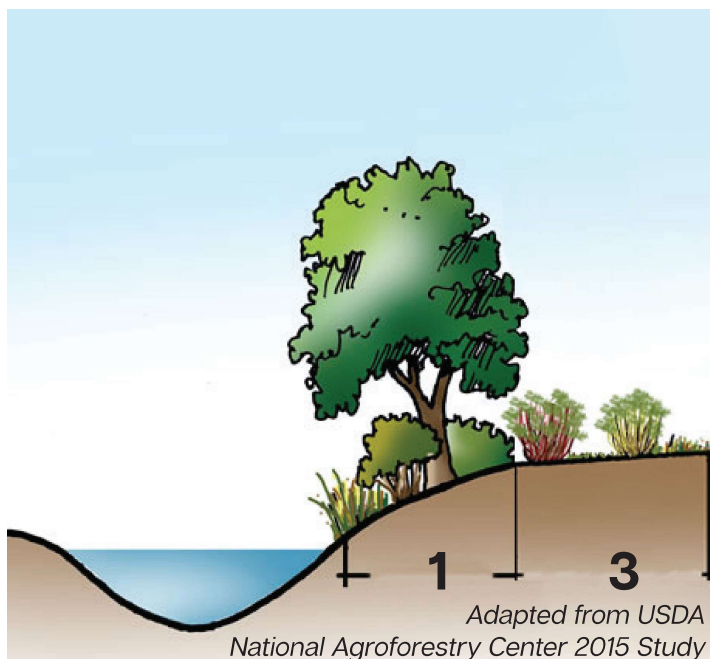
Direct intervention through preservation techniques like Riparian Buffers have supported enhancements to game and wildlife activity in rural and urban communities.

3-Zone Riparian Buffer System



Recommended for Oliver Creek, the 3-Zone RBS will provide 100 feet of offset from the top of slope of those waterbodies and their floodplain. The furthest 20 feet from the top of slop will be encouraged as a hike and bike trail easement for public access.

2-Zone Riparian Buffer System



Riparian Buffer System Zones

Zone 1 - 20 feet wide

- Intended to protect the natural edges with native plants and trees
- Avoid maintenance in this area

Zone 2 - 60 feet wide

- Intended to protect the natural edges with native plants and trees
- Maintenance solely for litter and leaf removal in this area

Zone 3 - 20 feet wide

- Intended for dense grasses and recreation easements
- Maintenance as needed

Recommended for all other floodplains in Justin, the 2-Zone RBS will provide 40 feet of offset from the edge of the floodplain of those waterbodies and their floodplain. The furthest 20 feet from the top of slop will be encouraged as a hike and bike trail easement for public access, where appropriate.

APPLICABILITY + PRIORITIZING NEEDS

As parks and trails are addressed, prioritizing public funds are strategically implemented. As new development comes along the City will manage new park space (public or common) to align with the goals of this plan. Improvements will be key to emphasizing the identity of Justin and ensure a minimum standard of maintenance for city parks.

For existing parks:

Enhancing connectivity between neighborhoods and parks, and between individual parks will be a first step to achieving access priorities. Connectivity projects should be planned through Capital Improvement Plan (CIP) projects and grants funded programs available to the City. For the next 5 years, a higher than average amount for parks and trails should be introduced to CIP budgets, to bring up the level of parks and trails to a quality standard for all parks.

A branding and wayfinding plan should be performed with a landscape architect to identify the minimum design standard for all park amenities and equipment, to match in color, brand, design and signage. This plan should also coordinate the design and program for minimum standards for all parks which should be the basis for all public and private parks throughout the City.

For areas in floodplain, consult with mountain bike clubs in North Texas to identify ideal areas for natural trails. Many times these clubs will also establish development and maintenance agreements with cities to support extensions and upkeep over time, usually with a nominal annual amount of support for tools and supplies.

For new parks: (public + private)

Utilize the branding and wayfinding plan for city parks to define the expectations for new parks developed by the City or by developers. Many new developments will want to “brand” parks with their developments. At a minimum, the new parks should have the amenities and equipment prescribed by the minimum standards, and the wayfinding signage for parks should be incorporated into the neighborhood signage plan.

As city staff is reviewing plans for new parks, they must ensure that parks are connected to a project-wide trails and sidewalk system. These trails should also be connected to any city-wide or on-street trail and sidewalk system, which includes extending city-wide trails to the development connections.

New city parks shall follow policies and ensure that park budgets are increased as new city-managed park space is developed. Increases in budget are allocated through both full-time equivalent staffing or contracting amounts, in addition to financial budgeting for maintenance and improvements of parks and trails.

Adopting strong park policies that guide park development and land allocation will support future developments without making the process feel like a subjective process during zoning.

IMPLEMENTATION + UPDATES



Building lasting quality of life elements in the City of Justin.

The following tables highlight the short-term, mid-term, and long-term strategies for focusing limited City time and funding toward tangible outcomes for the community. As these tasks are completed, marking them off and adjusting this section will be the way to continue progressing over the lifespan of this PROS plan.

 GENERAL Overarching strategies will span the whole life of the PROS plan, and these focus on general procedures, such as regulation updates and research.	 SHORT TERM Items that should be accomplished within the next five years to ensure that the appropriate mechanisms to activate this PROS plan are met.
 MID TERM Strategies that span over the next ten years, focusing on building from short term strategies, and looking many years ahead for budgeting purposes.	 LONG TERM These are strategies that lead the community towards the future that we envision. Decisions in the short and mid term should take these strategies into account to avoid derailing these future endeavors.



GENERAL STRATEGIES

General Strategies represent overarching guidance for continued success through all short-term, mid-term and long-term programs. As City staff and elected officials shift over time, these strategies can help update the efforts and continue on the vision. This can also be used to adjust tactics or realign a program in case the appropriate funding, staffing

or implementation process has shifted. This can be due to the City receiving a grant, or not. It can also be used to adjust alignments with partner agencies, if their goals and strategies have adjusted. As the PROS Plan is implemented, there will be alignment adjustments and coordinated shifting over time.

General Strategies			
Strategy	Time Requirement	Cost	Partners
Perform annual updates of GIS maps, online and in this plan, to ensure development of infrastructure and city boundaries are continuously aligned in this document.	Moderate	\$	TxDOT NCTCOG Planning + Engineering
Perform amendments to the PROS plan to update maps accordingly.	Low	\$	Planning + Engineering
Develop a performance tracking system to highlight the work performed and support future PROS plan updates with data.	Low	\$	Planning + Engineering
Perform demographic updates every five (5) years to understand changes in the Justin community. Update those findings in the PROS Plan, as demographic update report attachments to the plan.	Low	\$	Planning NCTCOG Market Economist
Update Parks, Recreation and Open Space (PROS) Master Plan every five (5) years to ensure conformance with the Texas Parks and Wildlife Department requirements for grant funding.	Low	\$\$	Planning + Parks Dept Park Planner

SHORT-TERM STRATEGIES (0-5 YEARS)

Short-term strategies cover the next 5 years, but are not limited to just these strategies. Additional important and emergency tasks develop every day, so often these tasks take a side step to those endeavors.

Keeping in mind that gradual implementation of short-term strategies help to realize the long-term vision on a quicker pace. Having a City staff advocate in charge of implementing the PROS plan and other special projects will support continued implementation of these efforts.

Short-Term Strategies			
Strategy	Time Requirement	Cost	Partners
Create or update and adopt development regulations to align with the goals and outcomes of this PROS Plan.			
Parks, Recreation and Open Space Plan Update every five (5) years	Medium	\$	Planning Parks
Develop a brand and identity program that links all public facilities into a common brand, color scheme and material palette.	Medium	\$\$	City Manager EDC Brand Consultant
Support TxDOT on the design of FM 407 by identifying programmed wayfinding and branding inclusion in the development. Identifying pedestrian improvements at intersections, permission for signage and banners, upgraded landscaping and special lighting.	Medium	\$\$\$	TxDOT NCTCOG Planning Engineering City Manager
Support TxDOT on the design of FM 1171 by identifying programmed wayfinding and branding inclusion in the development. Identifying pedestrian improvements at intersections, permission for signage and banners, upgraded landscaping and special lighting.	Medium	\$\$\$	TxDOT NCTCOG Planning Engineering City Manager
Update park policies to align with the goals and outcomes of the Parks, Recreation, and Open Space Master Plan. This includes operation policy, budgeting and dedication and/or fee-in-lieu policies.	Low	\$	Planning Parks

MID-TERM STRATEGIES (5-10 YEARS)

Mid-term strategies build off the efforts in the short-term. These strategies allow for implementation of the more aggressive planning programs through fulfillment of construction of major infrastructure plans, implementing ideas and concepts, and improving on those short-term strategies

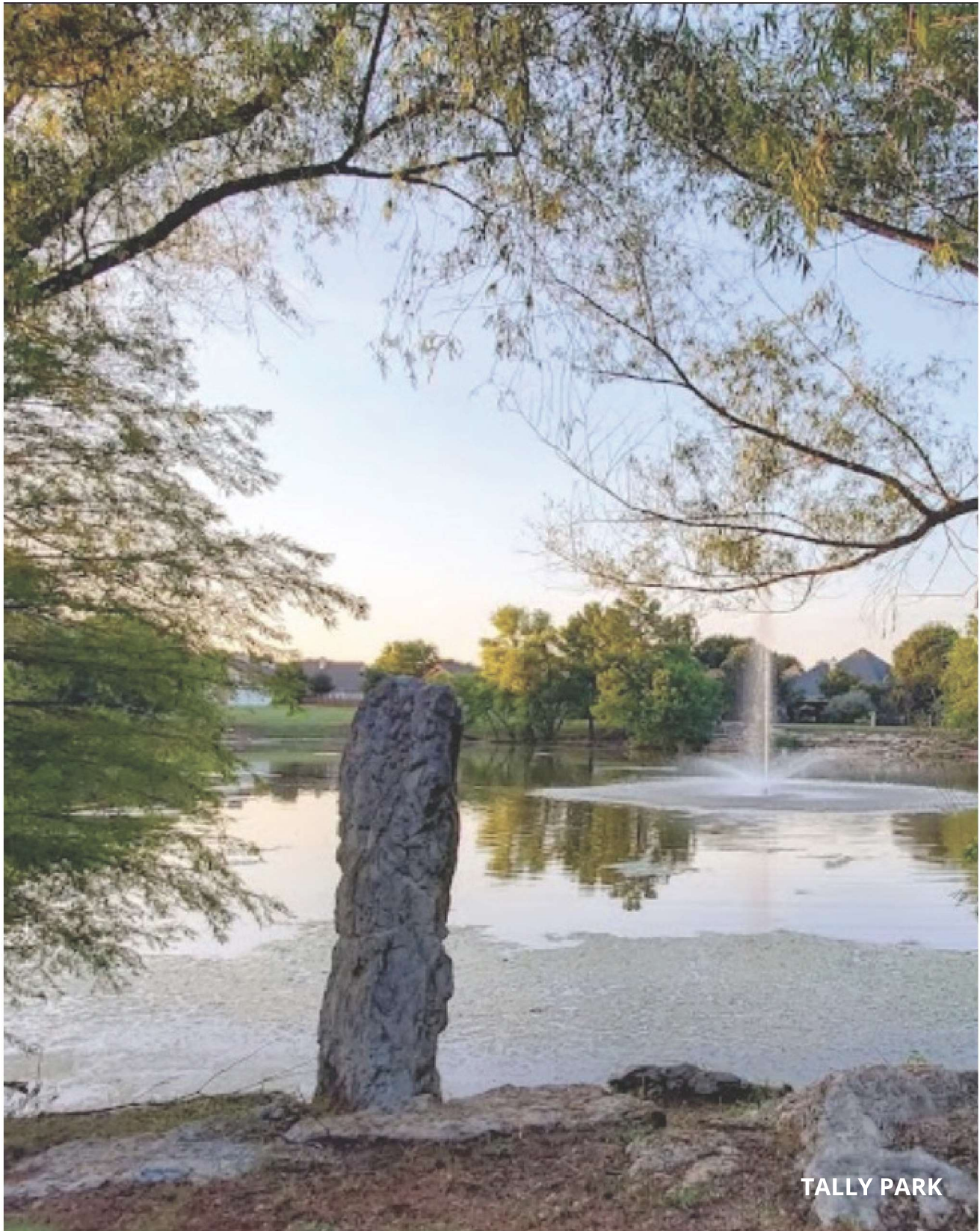
that were not completed. Ideally, with a five year update of the PROS Plan, these mid-term strategies will be folded into the short-term strategies and adjusted as needed.

Mid-Term Strategies			
Strategy	Time Requirement	Cost	Partners
Perform a five (5) year update to the Parks, Recreation and Open Space Master Plan.	Medium	\$	Planning Engineering Parks
For any major alignment changes, update City development codes and manuals to reflect substantial changes to align with updated comprehensive plan.	Low	\$	Planning Engineering Parks
Continue to implement and install brand and identity program recommendations, specifically as it applies to parks and trails improvements.	Medium	\$\$	All Departments EDC Developers
Support TxDOT on the construction of FM 407 and FM 1171 according to the designed upgrades the City has coordinated and approved funding to implement.	Medium	\$\$\$	TxDOT NCTCOG Planning Engineering City Manager
Continue to work with developers to align their visions for master plans to adhere to the goals and outcomes of this PROS Plan.	Low	\$	Planning Engineering

SPECIFIC IMPROVEMENTS LIST

The Parks Board met to assemble the following program of improvements that should be prioritized as capital improvements within the park system. These also provide a budget gathered from various sources and contractors within the area. All prices should be verified prior to allocating funding for these individual improvements.

Desired Improvements			
Capital Improvement	Time Requirement	Cost Estimate	Dept
Install fences around basketball courts at City Hall and Reatta Park	Low	\$30,000 (Both Parks)	Parks
City Hall Park, remove volleyball court and replace with concrete pad and gazebo/shade structure, and replace gazebo/shade structure already at City Hall Park	High	no quotes generated	Parks
Install lighting (solar) at Dog Park, along trails in Timberbrook	Medium	\$500-1,000 per light (materials)	Public Works Parks
Add shade structures over: - Dog Parks in Timberbrook - Reatta Park playground	Medium	\$120,000 (6 total structures)	Parks
Add irrigation and create practice soccer/multi-purpose fields at Reatta Park, expand parking area	High	no quotes generated	Parks Public Works
Install bridge at the spillway on Tally Pond	High	no quotes generated	Parks Public Works
Install gravel pathway around and install dock on west side of Tally Pond	Medium	\$25,000 (materials)	Parks Public Works
Plant trees at Community Park to add shade (assuming 10 trees) and consider irrigation	Low	\$7,500 (trees)	Parks



APPENDIX

DEMOGRAPHICS + MARKET DEMAND

The City has experienced and is projected to continue to experience rapid population growth.

As the growth pressure moving outwards from Fort Worth and Dallas has become more significant, Justin will have increased needs for infrastructure, parks, new development, and additional retail and commercial.

Balanced growth is a major priority due to the rapid population growth projected for Justin. The City of Justin has a projected annual growth rate of 12% for the next five years. Balanced growth includes maintaining or bettering the character of Justin while ensuring infrastructure, parks, and thoroughfares can sustain higher volumes of traffic. Lastly, creating or expanding a market that can benefit from the growth.

Economic development is seen as a priority in Justin as a new market is established to support the next wave of growth for the City. This will include supporting new and emerging industries, downtown, other retail centers, and regional destinations like Justin Discount Boots & Cowboy Outfitters.

Creating destinations in the City of Justin is an emerging priority as these will improve the quality of life for residents and increase the regional draw for populations outside of Justin. Such destinations include restaurants, boutique shops, arts and entertainment, parks and trails, and festivals or parades. Creating community events is an excellent way to draw in regional visitors and showcase the Justin economy while capturing additional retail and commercial spending or tax dollars.

Lastly, aligning with Justin's brand and identity will be crucial to steering growth in the right direction as Justin grows and priorities change. Justin is a city that promotes a rural community culture while maintaining a desire to grow the population and tax base.

Macro Population Trends

Texas makes up nearly 9% of the total population in the United States yet accounted for more than 32% of the total population growth between 2019 and 2020. According to the US Census Bureau, Texas reached a population of 29,527,941 by July 2021 and is one of the top recipients of domestic migration. More specifically, the urbanized areas of Texas have generated almost all the population growth annually. This trend is anticipated to continue considering Texas is home to five of the largest fifteen cities in the US and has 40 cities with over 100,000. 13 of the 100 largest cities in the US are in Texas. The US Census Bureau estimated that Texas' population grew by 310,288 from July 2020 to July 2021. The suburban ring counties are among the fastest growing, even faster than the Texas population. Based on population projections from the Texas Demographic Center (TDC) utilizing historical growth patterns, it's projected that Texas could reach nearly 55 million residents by 2050.

Regional Population Trends

Denton County is one of the fastest-growing counties in the United States. It is estimated that Denton County grew 3.9% between April 2020 and July 2021, a significant growth that has happened historically and is projected to continue. Denton County grew by 243,808 residents between 2010 and 2020, a total increase of 36.8%. The Texas Water Development Board estimates that Denton County will be home to 1,329,551 people by 2040 and reach a population of 1.6 million by 2050, a significant increase from the current population of 941,647.

Historical Population of Justin

Justin was established in 1848 but experienced its first significant growth in 1883 after the northern expansion of the Santa Fe Railroad. By 1904 the population in Justin was 476 and increased to 700 by 1941. In 1946 the City of Justin was officially incorporated. The City of Justin had a population of 496 in 1950, a decrease from local counts in years prior after incorporating in 1946. This is likely due to the City of Justin being incorporated in 1946 and establishing city limits, excluding those who may have been counted previously. By 2000, the population had nearly quadrupled since 1950, bringing the total population to 1,891.

Justin Historical Population		
Year	Population	10-Year Population Growth
1950	496	-
1960	622	25.4%
1970	741	19.1%
1980	920	24.2%
1990	1,234	34.1%
2000	1,891	53.2%
2010	3,246	71.7%
2020	4,409	35.8%

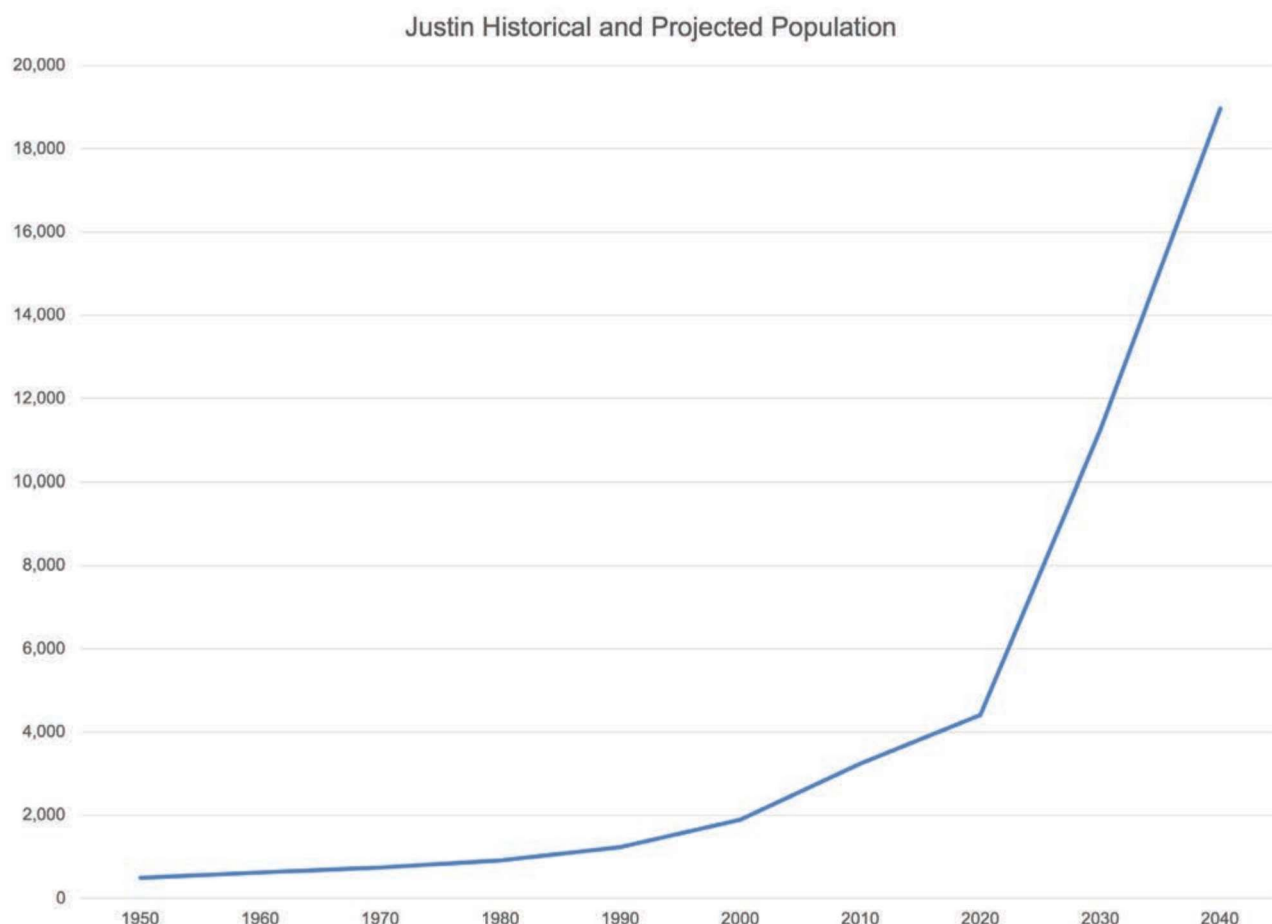
Current and Projected Population

The 2022 population of the City of Justin is 5,451, up from 4,409 in 2020. The City of Justin accounts for only 0.56% of the total Denton County population, with most of the population in the County along Interstate 35E and the City of Denton. The City of Justin is estimated to grow by 12% over the next five years to a population of 9,606 in 2027. The estimated population in 2032 is projected to be 12,428 and is anticipated to grow to 19,764 by 2042 as Justin approaches its buildout.

The City of Justin is located within the comparatively fast-growing Dallas-Fort Worth Metroplex that has grown from a population of 5.2 million in the year 2000 to a current population of over 7.6 million. With exponential growth anticipated, Justin's future growth should be managed to guide future development. A comprehensive plan serves as the guiding document in creating a community-driven vision for managing growth. Development pressure is moving outwards from the urban core of Dallas and Fort Worth due

to land prices, supply of buildable land, and other factors. As the Dallas Fort Worth Metroplex grows, communities like Justin are positioned to absorb this growth, as seen in the map below. This chart shows the population visually by dot density.

Justin Projected Population	
Year	Population
2022	6,127
2027	9,327
2030	11,247
2035	15,232
2040	18,963
2042	19,764



Income

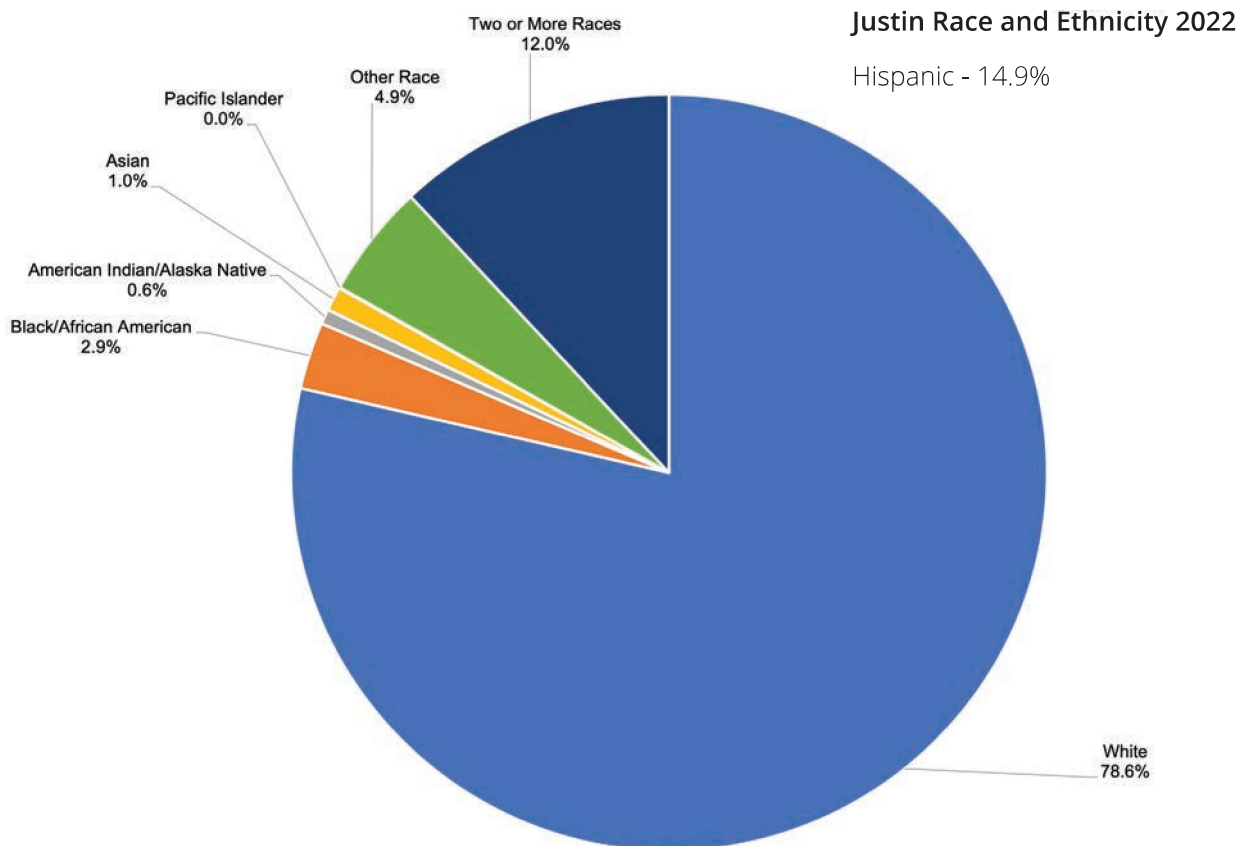
The City of Justin has a strong income base, with the median household income at \$97,013, similar to Denton County's median income of \$99,674 and above the DFW Metroplex's median income of \$79,627. The average income for the City of Justin is \$122,172, while the median disposable income is \$81,204. Income is an indicator of the ability of residents to spend on retail, entertainment, and food, resulting in an estimation of the commercial health of a market. Households earning between \$100,000 to \$149,999 make up the largest share of Justin's households (21.8%). Approximately 48.5% of households within Justin make \$100,000 or greater. Justin's overall wealth and spending power are strong and should allow for future commercial and supporting uses.

Justin Projected Population

	Median Household Income	Average household Income	Median Disposable Income
Justin	\$97,013	\$122,172	\$81,204
Denton County	\$99,674	\$133,545	\$82,338
DFW MSA	\$79,627	\$112,622	\$66,332

Race and Ethnicity

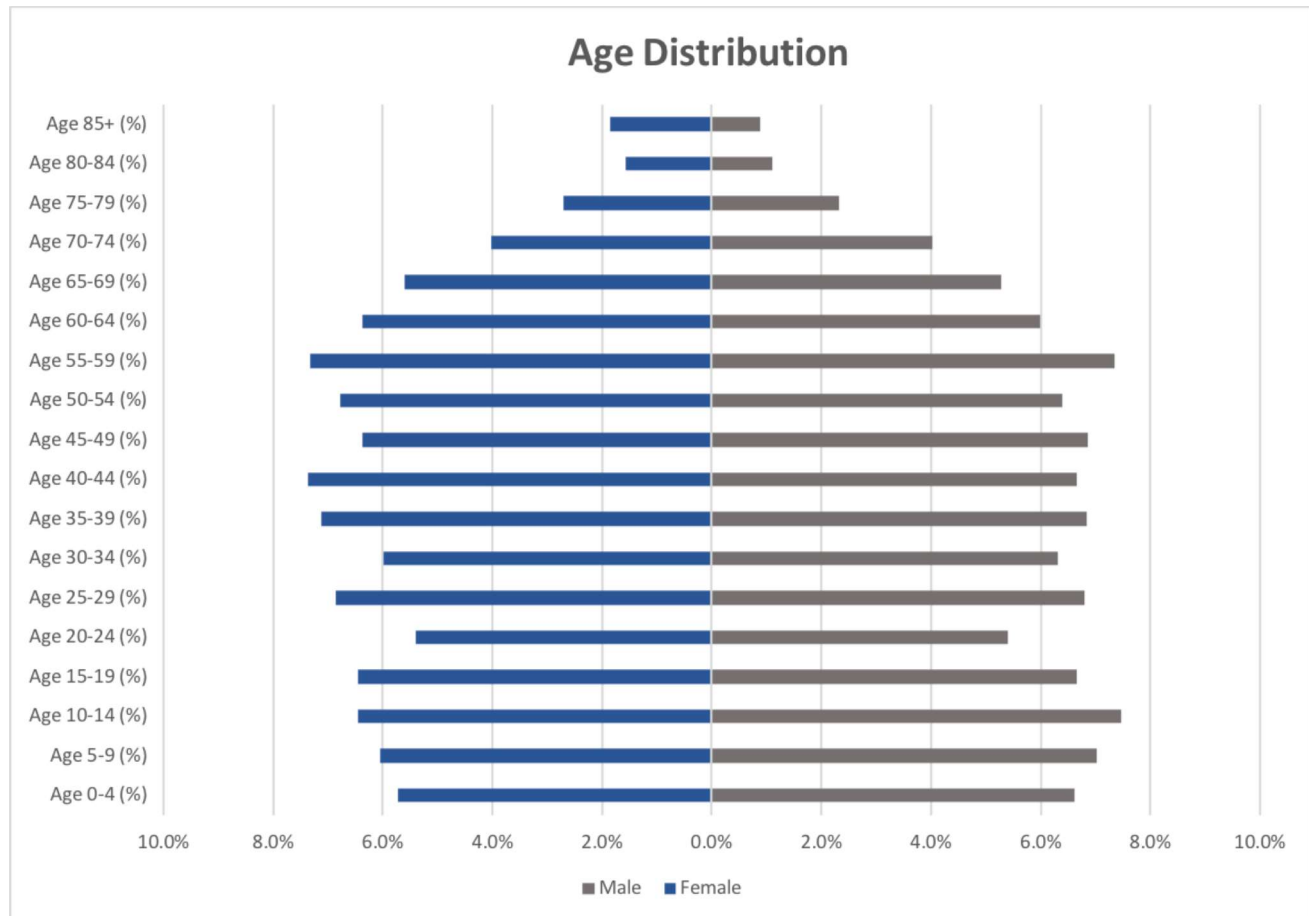
The dominant racial and ethnic make-up of the City of Justin is White, at 78.6%, and Hispanic, at 14.9%. In comparison, Denton County is 57.3% White and 20.8% Hispanic. Diversity in population brings about different retail needs, preferences, and choices.



Age

The median age in Justin is 38.9, the same as the national median age and slightly higher than the State of Texas (35.4). Compared to Denton County, which has a median age of 34.9, Justin has a somewhat older population. Roughly 27% of the population is

between the ages of 35 and 54, which the Bureau of Labor Statistics defines as the prime earning years. Over half of the residents within this prime earning years category are between the ages of 35 and 44.



Employment

Justin residents are primarily employed in what would be considered White Collar industries, with 42.2% of residents employed in the Professional or Management/Business/Financial industries. The employed population by industry and occupation helps provide a snapshot of potential businesses that could find an experienced workforce within Justin. Inflow and Outflow data from the US Census Bureau

shows that 98.2% of Justin residents commute to a location outside of Justin daily for work. A visual representation of this inflow and outflow is seen below. This drain of the daytime population is a missed opportunity for capturing daytime retail sales for lunch or errands during the day. Without the numerous commercial services available for a workforce population, those needs are being satisfied

elsewhere. Conversely, 97.5% of those employed within the City of Justin live outside the city limits. This large swap of workforce populations into and out of Justin can, over time, significantly impact mobility and traffic congestion. Targeting industries for locations within Justin that can employ Justin residents would decrease the traffic volume and can reduce that congestion as residents live closer to where they work.

Educational Attainment

The City of Justin is well educated; 93.7% of the 25+ population have received a high school diploma, including a GED equivalent. This is compared to the State of Texas, which reported 86.5% of the 25 or older population had received a high school diploma or a GED equivalent. 35.2% of the Justin residents have obtained a bachelor's degree, while 9.6% have achieved a graduate/professional degree. A well-educated population generally translates to higher incomes and discretionary spending within the city.

Psychographics

Psychographics are developed through quantitative and qualitative methodologies to understand the nuances of consumers' psychological attributes. Psychographics study personality, values, opinions, attitudes, interests, and lifestyles in concert with traditional demographic factors. This includes various topics, such as health, politics, and technology adoption. Each consumer's unique attitudes influence their lifestyle choices. And their lifestyles impact their purchasing decisions on housing, clothing, food, entertainment, and more.

Psychographics are critical in understanding a population's attitudes and interests rather than being limited by "objective" demographics. While demographics can tell us about a household's size

Justin Employed Population (16+) by Occupation	
White Collar	66.5%
Management/Business/ Financial	22.0%
Professional	20.2%
Sales	11.4%
Administrative Support	12.8%
Services	10.7%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.4%
Installation/Maintenance/ Repair	4.0%
Production	4.2%
Transportation/Material Moving	8.2%

and average income, psychographics can help to paint a picture of why that family may purchase a particular item or have preferences related to technology. These insights enable people to find similar-interest households, linking those with similar interests and attitudes, even if they're from different communities.

The segmentation profile for Justin is based on the Esri Tapestry lifestyle segmentation. Each household's psychographic segment is assigned based on the dominant lifestyle segment. Once aggregated, a descriptive snapshot of the customer base can be derived. Tapestry classifies residential neighborhoods across the US into 67 unique segments based on demographic and socioeconomic characteristics. This generates more insight so that the best customers and underserved markets can be identified. The top segments within Justin are summarized as follows:

PSYCHOGRAPHICS

Workday Drive (51.3%)

US Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, online banking or housekeeping services, and family-oriented pursuits.

Middleburg (35.1%)

US Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

Southern Satellites (13.5%)

US Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800

Southern Satellites is the second largest market in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in various industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than in the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.



City of Justin

PARKS, RECREATION, AND OPEN SPACE

MASTER PLAN