

OBJECTIVE 7.1.5: Encourage developers to build conservation-oriented developments, conservation subdivisions, and planned unit developments. These not only protect the environment, but can reduce the amount of roads and utility lines needed for new development, therefore reducing the city's costs for providing public services to new developments.

POLICY 7.1.5.1: Adopt a clustering ordinance giving developers a development density bonus if they cluster development at least 500 feet away from environmentally sensitive areas such as the floodplain, wetlands, tree canopy, etc.

Figure 7.8: An example of xeriscaping in San Antonio, Texas



Source: Google Images

Goal 7.2: Minimize hazard-related damages within the city.

OBJECTIVE 7.2.1: Minimize flooding in recognized floodplains.

POLICY 7.2.1.1: Establish an ordinance restricting new development within the 100-year floodplain.

POLICY 7.2.1.2: Limit development in the 500-year floodplain where possible through the use of conservation easements and by expanding park space along the rivers.

POLICY 7.2.1.3: Participate in FEMA’s National Flood Insurance Program Community Rating System, The Community Rating System (CRS) is a voluntary incentive program that encourages floodplain management within communities through reductions in NFIP premiums.

POLICY 7.2.1.4: Work with the county emergency management office to achieve this objective.

OBJECTIVE 7.2.2: Minimize flooding outside of floodplains.

POLICY: 7.2.2.1: Establish guidelines to ensure that all future development and redevelopment is graded properly and has a limited amount of impermeable surfaces to minimize potential flooding

OBJECTIVE 7.2.3: Promote use of permeable surfaces in street design and streetscapes in new construction and redevelopment.

OBJECTIVE 7.2.4: Improve parks to double as flood control basins.

OBJECTIVE 7.2.5: Take measures to minimize damage from wind events

POLICY 7.2.5.1: Bury power lines underground to minimize damage from storms. Coordinate with utility companies to install lines at the same time they install utilities to increase efficiency and minimize construction time.

POLICY 7.2.5.2: Encourage citizens to improve their structures to conform to current wind codes.

OBJECTIVE 7.2.6: Implement a hazard awareness program to increase awareness and preparedness for flooding and severe weather by 2016.

Goal 7.3: Improve the human environment.

OBJECTIVE 7.3.1: Expand and improve trails around Santa Anna Mound within Independence Park by working with the Texas Parks and Wildlife Department (TPWD) to develop a state

park commemorating the battle of Gonzales.

OBJECTIVE 7.3.2: Protect the water quality and aesthetics of Guadalupe and San Marcos River systems with the assistance of organizations such as the Texas Commission on Environmental Quality (TCEQ) and TPWD.

POLICY 7.3.2.1: Work with TCEQ to establish a water monitoring program for the rivers.

POLICY 7.3.2.2: Remove potential sources of contamination from floodplain as well as from within 1,000 feet of the rivers, where possible. For example, the wastewater treatment plant is located within a floodplain and within 1,000 feet of the river. Steps should be taken to protect both the plant and the river. For locations of all potential sources of contamination, refer to Map 7.10 in the State of the Community Report on p. 272.

OBJECTIVE 7.3.3: Minimize effects of oil and gas development to the air quality of Gonzales.

POLICY 7.3.3.1: To reduce dust from oil and gas development, require gas companies drilling within the ETJ and city limits to have paved roads going to pad sites and to maintain those roads. Alternatively, require any dirt access roads being used by oil and gas traffic to be watered down regularly to reduce dust.

POLICY 7.3.3.2: Monitor air quality with the assistance of organizations such as the Environmental Protection Agency (EPA) and TCEQ.

OBJECTIVE 7.3.4: Encourage historic preservation and economic development by revitalizing dilapidated buildings instead of developing open space.

OBJECTIVE 7.3.5: Encourage people to experience the natural environment.

POLICY 3.7.5.1: Provide and maintain, where feasible, trails and river access points that serve people of all ages and ranges of ability.

POLICY 3.7.5.2: Partner with schools to establish outdoor after-school programs.

Table 7.15: Environment policy table

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
7.1.1	Install grey water recycling system	Public Works	Mid-range: 3-5 years	X	X	X				X
7.1.2	Install solar panels on 25% of city owned buildings	City Officials	Long-term: 5-10 years	X	X	X			X	X
7.1.3	Develop grant program for residential solar panel installation	City officials	Mid-range: 3-5 years	X		X			X	X
7.1.4.1	Create responsible design guidelines for reducing water use	City officials	Mid-range: 3-5 years					X	X	X
7.1.4.2	Install rainwater capture systems on 50% of city buildings by 2025	City officials	Mid-range: 3-5 years	X	X	X				
7.1.4.3	Encourage use of rainwater capture systems by private property owners	City officials	Mid-range: 3-5 years						X	X
7.1.4.4	Develop grant program for xeriscaping	City officials	Mid-range: 3-5 years	X					X	X
7.1.4.5	Adopt ordinance to limit landscape watering hours	City officials	Short term: 1-3 years			X				X

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
7.1.5.1	Adopt clusing ordinance	City officials	Short term: 1-3 years			X			X	
7.2.1.1	Establish ordinance restricting new development in 100-yr floodplain	City officials	Short term: 1-3 years			X			X	X
7.2.1.2	Limit development in 500-yr floodplain	City officials	Short term: 1-3 years			X			X	X
7.2.1.3	Participate in FEMA's NFIP CRS	City officials	Mid-range: 3-5 years			X				X
7.2.2.1	Establish guidelines for proper grading in future (re) development	City officials	Short term: 1-3 years			X		X		X
7.2.3	Promote use of permeable surfaces	City officials	Mid-range: 3-5 years			X			X	X
7.2.4	Improve parks to double as flood control basins	Parks department	Long-term: 5-10 years	X	X	X				
7.2.5.1	Bury power lines underground	Public works	Long-term: 5-10 years	X		X			X	

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
7.2.5.2	Encourage residents to bring structure up to wind code	City officials	Mid-range: 3-5 years			X			X	X
7.2.6	Implement hazard awareness program	City officials	Short term: 1-3 years	X					X	X
7.3.1	Develop Independence Park as a state park	Parks department / TPWD	Long-term: 5-10 years			X				
7.3.2.1	Establish water monitoring program for rivers	TCEQ	Mid-range: 3-5 years			X	X	X		
7.3.2.2	Remove potential sources of contamination from floodplain and 1,000 ft of rivers	City officials	Long range			X				
7.3.3.1	Require paved, maintained roads (or dirt roads to be watered) to oil & gas-related sites	City officials	Medium range			X				
7.3.3.2	Monitor air quality	TCEQ	Medium range			X	X	X		

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
7.3.4	Revitalize existing buildings over developing open space	City officials	Medium range			X				X
7.3.5.1	Provide trails and river access point	TCEQ	Short range	X	X	X				
7.3.5.2	Establish outdoor after-school programs	Extension	Short range			X			X	X

Appendix

Table 7.5: Property at Risk to Floods

Jurisdiction	Population	Population exposed	Value of Buildings	Quantity of Buildings exposed	Total Estimated Building Loss
Gonzales County	8,343	5,331	\$457,255,000	3,463	\$21,077,000
City of Gonzales	7,160	612	\$401,785,000	311	\$4,697,000

(GBRA Hazard Mitigation Plan, 2011-2016)

Table 7.6: Percentage of Socially Vulnerable Populations by Tract, Compared to State Average

Subject	Texas	Gonzales		
	2010 Estimate	Tract 2	Tract 3	Tract 4
HOUSEHOLDS BY TYPE				
Female householder, no husband present, with own children under 18 years	9	2	17	10
Householder living alone, 65 years and over	7	11	13	7
Average household size	3	3	3	3
Average family size	3	3	3	4
Grandparents responsible for grandchildren	43	47	32	69
SCHOOL ENROLLMENT				
Nursery school, preschool	6	5	4	0
Kindergarten	6	9	9	4
Elementary school (grades 1-8)	43	47	51	55
High school (grades 9-12)	21	32	30	25
EDUCATIONAL ATTAINMENT				
Less than 9th grade	10	12	17	20
9th to 12th grade, no diploma	10	10	17	17
High school graduate (includes equivalency)	26	31	37	36

Table 7.7: Number of Injuries and Fatalities by Hazard Type

Hazard Types	Total Injuries	Total Fatalities
Drought	0	0
Flooding	759.17	0
Flooding - Severe Storm/Thunder Storm	0	0
Flooding - Wind	0	0
Hail	0	0
Hail - Severe Storm/Thunder Storm	0	0
Hail - Severe Storm/Thunder Storm - Tornado	0	0
Hail - Tornado	0	0
Hail - Wind	0	0
Heat	10.15	0.09
Hurricane/Tropical Storm	86.8	1.11
Hurricane/Tropical Storm - Tornado	4.03	0.27
Lightning	6	0
Lightning - Wind	0	0
Severe Storm/Thunder Storm	0	0
Severe Storm/Thunder Storm – Wind	0	0
Tornado	4	0
Wind	0	0
Winter Weather	0	0.02
Grand Total	870.15	1.49

Table 7.8: Top Flood Prone Counties from 1997-2001

Rank	County	Casualties	Injuries	Deaths	Property Loss (USD)	Floods
1	Comal	1,060	1,058	2	\$127,383,000	24
2	Bexar	891	880	11	\$36,550,000	34
3	Guadalupe	859	854	5	\$89,148,000	20
4	DeWitt	808	808	0	\$74,166,500	33
5	<i>Gonzales</i>	759	759	0	<i>\$88,941,500</i>	23

Table 7.9: Repetitive Loss Structures in the City of Gonzales

Building Type	Insured	Losses	Total Paid
Residential	Y	2	\$69,871
Residential	N	2	\$148,220
Residential	N	4	\$31,957
Commercial	Y	2	\$30,286

Figure 7.7: Quantity of Floods in Gonzales from 1960-2010

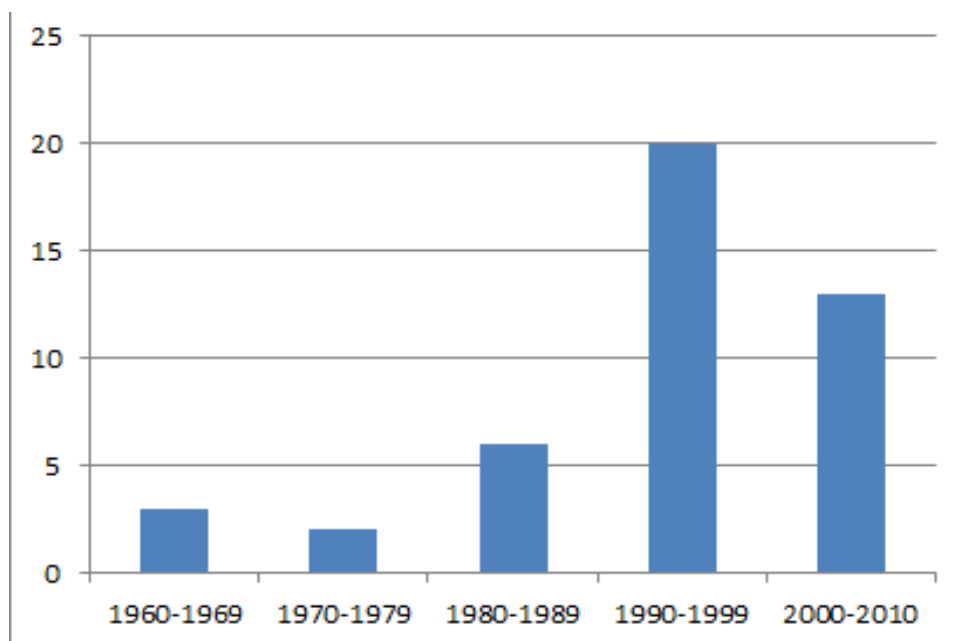


Table 7.10: Hazardous Materials [3]

	Oil Pipeline (km)	Gas pipeline (km)	Highway (km)	Railroad (km)	Number of sites
Gonzales County	141	351	221	52	77
Gonzales	0	20	17	5	17

(Guadalupe-Blanco River Authority Hazard Mitigation Plan 2011-2016 and Tier II data from state)

Table 7.11: Tier II Hazardous Facility in the city of Gonzales

Tier II, Hazardous facility	Latitude	Longitude
HEB Grocery Company, LP - Gonzales	29.499281	-97.45088
ALAMO CONCRETE PRODUCTS COMPANY - GONZALES # 35	29.507	-97.4618
Johnson Oil Company	29.520607	-97.45288
Schmidt & Son's Inc.	29.528442	-97.45539
Johnson Oil Company	29.515184	-97.428
Ferrellgas Gonzales	29.52111	-97.43349
Guadalupe Valley Electric Cooperative, Inc.	29.519722	-97.45556
Gonzales Substation	29.51793	-97.46827
Gonzales Independent School District/ Gonzales ISD/ Beth Whitworth/ 1615 St. Lawrence Gonzales, TX	29.506504	-97.43777
Gonzales	29.514022	-97.46535
Tyson Harwood Road Hatchery	29.5458	-97.4602
AUSTIN POWDER SOUTH CENTRAL LLC - GONZALES	29.521245	-97.45755
Webberville Propane, Inc. dba Direct Propane Services #5	29.480805	-97.45109
Tyson Foods Live Production Facility (Gonzales Feed Mill)	29.5223	-97.4522
Buddy's Natural Chicken, Inc.	29.521822	-97.45184
TxDOT-Yoakum-Gonzales Co Maint (Complex)	29.5244	-97.4387
Gonzales Surface Water Treatment Plant	29.4975	-97.45445

Table 7.12: Drought Impacts from 1960-2010

Begin Date	End Date	Property Damage	Crop Damage
8/1/1996	8/31/1996	\$ 868,056	\$ 1,736,111
5/1/1996	5/31/1996	\$ 841,751	\$ 1,683,502
6/1/1996	6/30/1996	\$ 841,751	\$ 1,683,502
7/1/1996	7/31/1996	\$ 841,751	\$ 1,683,502
5/1/1977	5/1/1978	\$ 25,151	\$ 251,509

SHELDUS data, Adjusted to 2010 Dollars

Table 7.13: Property damage in Gonzales County from 1960-2010

Row Labels	Sum of PROPER- TY_DAMAGE_ADJUSTED_2010	Sum of PROPER- TY_DAMAGE_ADJUSTED_2010_2
Drought	3,418,459	1.36%
Flooding	123,055,250	48.99%
Flooding - Severe Storm/Thunder Storm	78,368	0.03%
Flooding - Wind	4638	0.00%
Hail	1328021	0.53%
Hail - Severe Storm/ Thunder Storm	2631579	1.05%
Hail - Severe Storm/ Thunder Storm - Tornado	26316	0.01%
Hail - Tornado	161290	0.06%
Hail - Wind	51020	0.02%
Heat	13998	0.01%
Hurricane/Tropical Storm	99342899	39.55%
Hurricane/Tropical Storm - Tornado	3607504	1.44%
Lightning	0	0.00%
Lightning - Wind	781	0.00%
Severe Storm/Thunder Storm	11904762	4.74%
Severe Storm/Thunder Storm - Wind	3734385	1.49%
Tornado	1291396	0.51%
Wind	255171	0.10%
Winter Weather	295122	0.12%
Grand Total	251200958	100.00%

Adjusted Inflation to 2010 USD

Table 7.14: Crop Damage in Gonzales County from 1960-2010

Hazard Type	Crop Damage	Percentage of Crop Damage
Drought	7,038,125	8.76%
Flooding	1,623,458	2.02%
Flooding - Severe Storm/	1,191	0.00%
Flooding - Wind	-	0.00%
Hail	8,533	0.01%
Hail - Severe Storm/Thunder	-	0.00%
Hail - Severe Storm/Thunder Storm - Tornado	2,632	0.00%
Hail - Tornado	-	0.00%
Hail - Wind	-	0.00%
Heat		1.74%
Hurricane/Tropical Storm		71.97%
Hurricane/Tropical Storm - Tor- nado	3,607,504	4.49%
Lightning	-	0.00%
Lightning - Wind	-	0.00%
Severe Storm/Thunder Storm	6,410,256	7.98%
Severe Storm/Thunder Storm -	37,909	0.05%
Tornado	11,364	0.01%
Wind	7,716	0.01%
Winter Weather	2,372,981	2.95%
Grand Total	80,353,355	100.00%

Adjusted for Inflation to 2010 USD

Sources

- [1] Environmental Protection Agency
- [2] Bureau of Economic Geology: <http://www.beg.utexas.edu/cswr/aquiferstudy/>
- [3] Guadalupe-Blanco River Authority Hazard Mitigation Plan 2011-2016 and Tier II data from state
- [4] Fothergill, Alice. 2004. Heads Above Water: Gender, Class, and Family in the Grand Forks Flood. SUNY Press.
- [5] Guadalupe-Blanco River Authority Hazard Mitigation Plan 2011-2016
- [6] SHELDUS data, <http://webra.cas.sc.edu/hvri/products/sheldus.aspx>
- [7] Tier II data from <https://erplan.net/eplan/home.htm>
- [8] U.S. Census Bureau, <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
- [9] Zahran, S., Brody, S.D., Peacock, W.G., and Vedlitz, A., Grover, H. (2008). Social Vulnerability and The Natural and Built Environment: A Model of Flood Casualties in Texas, 1997-2001. *Disasters* 32(4),



Urban Design

History

In the early 1820's, Green Dewitt, a Missourian, was trying to obtain a land grant from the Mexican government under the empresario system. In 1823, Dewitt was given a contract by the Mexican government for several leagues of land. Dewitt then appointed James Kerr as Surveyor-General and assigned him the task of finding a suitable site for the capital of the colony. Kerr chose the area where two of the most beautiful rivers in Texas join together- the Guadalupe and the San Marcos. Kerr's selection received Dewitt's approval and it was decided to name the capital in honor of the Governor of Coahuila. In August, 1825, the Francis Berry family arrived and had the distinction of being the first family in Gonzales, and by 1826-25 families were residing there.

During the early 1830's, the Anglo-American unrest with the Mexican government became more and more pronounced. In 1835 the Mexican authorities decided to retrieve a cannon given to the citizens of Gonzales in 1831 for protection from the Indians. A small force of Mexican soldiers arrived to get the cannon. This was refused them and the Mexican officials in San Antonio sent out a force of 150 mounted soldiers to take the cannon. When the Mexican force arrived on September 29, 1835, there were only 18 men to defy their taking the cannon, but by delaying tactics, the Texans were able to notify the surrounding countryside, and by October 2 the Mexicans found themselves confronted by a force of 160 Texans. Over the cannon waved a white flag, centered by a black replica of the cannon and emblazoned with the words, "Come and Take It". The first shot for Texas independence had been fired and the first battle won.

From 1836 until after 1848, when the Mexico-United States War ended, growth in Gonzales was slow due to unsettled conditions, Indian raids, and inflation. The rapid improvement in conditions after annexation to the U.S. resulted in a 500% increase in population between 1850 and 1860. This growth was brought to a halt by the civil war. Immediately after the war, growth resumed with the emphasis on farming and ranching.

By 1900 the pace of growth and activity had reached its peak. During the next 30 year period, Gonzales fluctuated between a three and four-thousand population serving as the marketing, supply, and service center for the agricultural county. By 1950, Gonzales had been able to grow to almost 5,800.

Bryant – Curington Inc., Gonzales Comprehensive Plan, City of Gonzales, accessed October 24, 2012.

Historical Analysis

The city of Gonzales has over 100 historic sites that are an asset to the image of the city as shown in the figure below in brown. The historical sites start and cluster around downtown. The Gonzales Commercial Historic District is located within the city core which is enlarged below. The district is listed in the National Register of Historic Places. This district is roughly bounded by Saint Andrew, Saint Peter, Saint Matthew, and Water Streets.

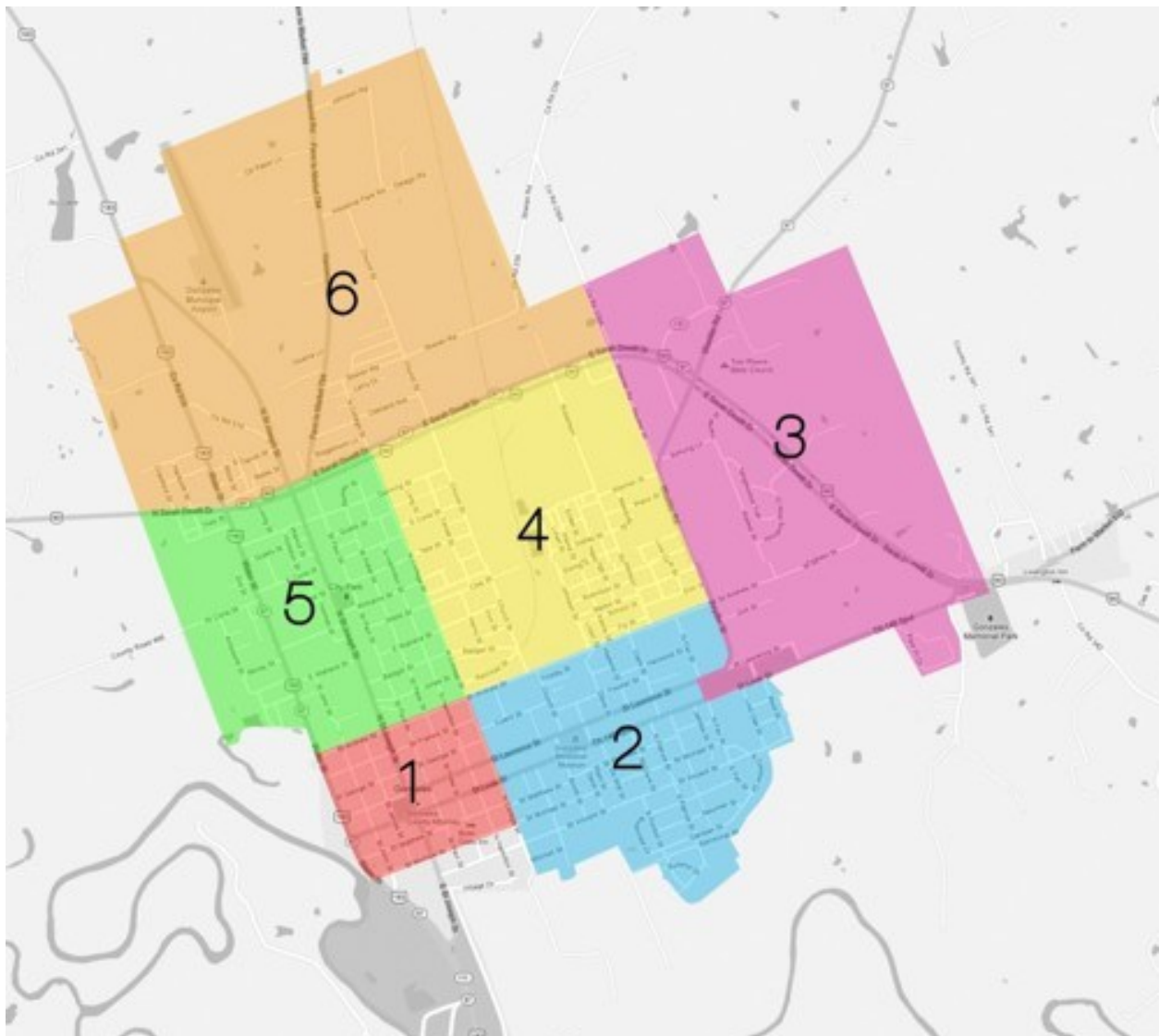


There are 88 contributing buildings and 6 contributing sites in this district. The buildings from this district are from the late 19th and early 20th century. The character of the buildings showcases late Victorian stylistic features as well as a few Gothic Revival churches. Outside of this district there are also other sites in the city that are listed in the National Register of Historic Places such as the Memorial Museum and Amphitheater District, County Jail, and County Courthouse.

Visual Analysis

The city was divided into six districts to be analyzed. Within these six districts certain elements were inventoried to gain a better understanding of what the city has to offer in terms of visual resources. The elements that were inventoried were along the street corridors and included condition of the street, presence of a sidewalk, and landscaping along these corridors. The combinations of these elements help foster a better urban image as someone drives or walks along a street. Poor streets, lack of vegetation, and lack of access in terms of walkability can hinder the image of the city and give a negative impression to individuals. This negative impression is one that is to be avoided, so that a better more refreshing image for the city can be portrayed. Following is the map of the districts and the visual elements inventoried for each of the districts.

District Map



SWOT Analysis

Historic

Strengths

The city has a strong core of historic sites. A number of these historic elements are on the National Register of Historic Places and the Texas Historic Commission. The community has a very strong pride in its historic and small town roots. The history of the city also adds a great richness to the community.

Weaknesses

An aging stock of buildings that can be burdensome to bring up to code, which can make current owners and potential buyers hesitate to purchase or keep the buildings due to increasing costs.

Opportunities

Showcasing the history of the city by implementing programs that bring these elements to the forefront, such as is currently being done with celebrations in the city. The Come & Take It Festival is a good example of showcasing and marketing the history of the city.

Threats

Alterations to historic buildings can be difficult and expensive and if the urban image of the city changes in a direction away from a historic theme in the future, there could be a problem keeping up the older building stock. Older building materials could also be more susceptible to human and natural forces that newer materials are adapted to withstand.

Visual

Strengths

There seem to be areas where amenities can be added, such as unused space along street corridors and potential setbacks. The historic theme of the city can be incorporated into new building designs to continue a similar historic theme into the future. The street corridors seem to be in decent condition with lack of formal design but plenty of vegetation along the corridors from the properties surrounding them.

Weaknesses

The lack of design and a consistent image for the city is a negative factor, such as not having safe connection corridors where individuals can walk. The inflow of new trucking in the area can lead to the deterioration of the street corridors.

Opportunities

Street corridors could be improved to be more pedestrian friendly and enhance the beauty of the city; for example, the use of street calming techniques to increase safety. The oil and gas boom is a reason to create new programs and amenities throughout the city for the betterment of the residents and visitors.

Threats

The city could fall into an inconsistent urban image such as uncontrolled sprawl, loss of historic character and a lack of a unifying theme. With sprawling growth a city can be less walkable, and it also can lead to designing in other ways that might not be sustainable once the energy boom ends.

Ornamentation

The City of Gonzales is the birthplace of Texas freedom and home of the Come and Take It Cannon. Due to its rich and diverse history, the city has many different styles of architecture found in historical homes, churches and commercial buildings. To date, over 80 historic properties have been documented as historical buildings. Walking around Gonzales' neighborhoods, one comes frequently across various types of styles, most constructed over 100 years ago and including Victorian, Queen Anne, Greek Revival, and Gothic styles. In addition, some buildings were designed by famed architects and others from unique materials, such as the frames of homes made with cypress and the interior woodwork made of maple, ash, and longleaf oak. Those materials are seldom seen nowadays.

The element of ornament and decoration plays a key role in creating a pleasing and memorable city. Identifying these elements helps guide the city in protecting these unique aspects.

Category of Architecture Style:

In Gonzales, there are four types of historic building styles, including Victorian, Romantic, Crafts Bungalow, and Arts and Crafts. The following briefly introduces each of these styles of building found in Gonzales.

Victorian style

Features:

1. Steeply pitched roof of irregular shape, usually with dominant front-facing gable
 2. Textured shingles to avoid smooth-walled appearance
 3. Partial or full-width asymmetrical porch, usually one story high and extended along one or both side walls
 4. Asymmetrical façade
- Types of Victorian style:

Second Empire, Queen Anne, Stick, Shingle, and Richardsonian Romanesque



House Unknown



G.F Burgess House



DrWT Dawe House



George Ewing House



J.B. Kennard House



J.D Houston House



J.P Randle House



WB. Houston House



JW . Bailey House



Jacob Stahl House



WP Fisher House



TH. Spooner House

Romantic style

Features:

1. Greek Revival:

- 1) Pedimented gable covering entry supported by columns
- 2) Symmetrical shape
- 3) Bold and simple mouldings
- 4) Decorative pilasters

2. Gothic Revival:

- 1) Steeply pitched roof
- 2) Grouped chimney
- 3) Pinnacles, battlements, and shaped parapets
- 4) Quatrefoil and clover shaped windows
- 5) Oriel windows
- 6) Asymmetrical floor plan

3. Italianate:

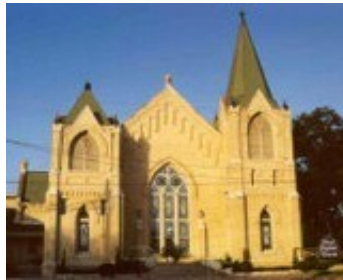
- 1) Pedimented gables
- 2) Asymmetrical floor plan
- 3) Bold and simple mouldings
- 4) Decorative pilasters

• Types of Romantic style:

Greek Revival style, Gothic style, and Italianate style



HW . Matthews House



Baptist Church



I.N. Smead House



J.C. Jones House



John Fauth House



J.F. Miller House



Paul Levyson House

Crafts Bungalow style

Features:

1. Overall architecture has a low profile with prominent horizontal accents
2. Usually no taller than one-and-a-half stories

• Types of Bungalow Style:

English Tudor-style, Prairie-style



RSDilworth House



Edward Sweeney House



J.R. Tinsley House



M.J. Koch House



WC. Kleine House

Arts and Crafts style

Features:

1. Low-pitched gabled roof with wide, unenclosed eave overhang
2. Roof rafters, usually exposed
3. Decorative beams or braces under gables
4. Porch support bases extending to ground level

5. Porch supports usually squared and sometimes slanting inward

- Types of Arts and Crafts style:

Raised Cottage



J.F. Remschel House



L.M. Kokemot House

The Gonzales County Courthouse, for instance, is the product of J. Riely Gordon, a famous courthouse designer in the United States (see Table 1). Preserving these historical buildings is essential to understanding city's heritage. Reusing Gonzales' existing buildings not only contributes to the image of city but also prompts economic benefits such as tourism and retail. Building information was gathered from <http://www.gonzalestexas.com/tours>.

Table 8.1 List of Architecture Types in Gonzales

Architecture Style	Name	Architect/Builder	Built Year
Victorian style	The T.H. Spooner House	T.H. Spooner	1875
	The G.F. Burgess House	George Francis	1897
	The J.P. Randle House	J.P. Randle	1898
Queen Anne style	The Jacob Stahl House	Jacob Stahl	1907
	Builder Unknown	N/A	N/A
	The W.P. Fischer House	W.P. Fischer	1893
	The Dr. W.T. Dawe House	N/A	1907
	The W.B. Houston house	W.B. Houston	1895
	The J.D. Houston House	James Dunn Houston	1898
	The J.B. Kennard House	J.B. Kennard	1895
	The J.W. Bailey House	J.W. Bailey	1897
	The George Ewing House	George Ewing	1910
Greek Revival style	The I.N. Smead House	I.N. Smead	1876
	The Paul Levyson House	Paul Levyson	1877
	The R.S. Dilworth House #1	J. Riely Gordon	1893
	The H.W. Matthews House	H.W. Matthews	1911
	The J.F. Miller House	J. Riely Gordon	1901
Gothic style	The John Fauth House	John Fauth	1868
	The Baptist Church	Z.N. Morrell	1854
Italianate style	The J.C. Jones House	Dr. J.C. Jones	1885
Crafts Bungalow style	The M.J. Koch House	Mike and Dora Koch	1907
	The J.R. Tinsley House	Dora Houston Tinsley Koch	1918
Prairie style	The W.C. Kleine House	W.C. and Julia Kleine	1907
English Tudor style	The Edward Sweeney House	Edward Sweeney	1926
Arts and Crafts style	The L.M. Kokernot House	L.M. Kokernot	1914
Raised Cottage style	The J.F. Remschel House	Fred Meisenhelder	1907
Famous Architects	The Gonzales County Courthouse	J. Riely Gordon	1896
	The C.E. Dilworth House	J. Riely Gordon	1912
	The Hugh Lewis House	Fredrick E. Ruffini	1883
	The Old Jail	Eugene T. Heiner	1887
	The W.H. Kokernot House	James Phelps	1914
	The F.M. Fly House	Capp Smith	1914
	The J.H. Boothe House	Atlee B. Ayres	1913
	The R.S. Dilworth House #2	J. Riely Gordon	1911
	The S.H. Hopkins House	Atlee B. Ayres	1911
	The C.H. Hopkins House	Atlee B. Ayres	1911

Source: Gonzales Chamber of Commerce and Agriculture

Green Dimensions

The city's parks, greenways, and natural features provide a strong framework for maintaining and improving every citizen's quality of life. The following section provides a physical inventory of existing parks and open spaces around the city. The section also offers several specific suggestions for recreational facilities and parks.

Park



Palmetto State Park



J.B. Wells, Jr. Park

- Palmetto State Park

The park, named for the tropical dwarf palmetto plant found there, is located in Gonzales County, northwest of the city of Gonzales and southeast of Luling. The park abuts the San Marcos River and also contains the four-acre Oxbow Lake. The land was acquired by deeds from private owners and the City of Gonzales between 1934 and 1936, and was opened in 1936. The beautiful stone buildings in the park were constructed by the Civilian Conservation Corps during the 1930s.

- J.B. Wells, Jr. Park

The J. B. Wells, Jr. Park contains a rodeo arena, multi-purpose building (show barn), pavilion, 200 horse stalls, and a new RV park. Many events are scheduled here, including the Texas Junior High State Rodeo Finals and the American Red Brangus Association.

- Tinsley Creek Park

Facilities in Tinsley Creek Park include the Eggleston House, DAR House, and a public playground maintained by the Gonzales Independent School District.

- Independence Park

Facilities in Independence Park include four covered pavilions, one nine-hole golf course, two little league baseball fields, one dual-court tennis facility, one basketball court, four softball/baseball fields, one six-court volleyball complex, one 21-site R.V. park, and a 2.35-mile hike and bike trail.



Independence Park



Kerr Creek Park

- Kerr Creek Park

Kerr Creek Park is home to an 18-hole disc golf course and the historic Oak Forest Bridge. The Oak Forest Bridge was built in 1913 on CR 143 over the Guadalupe River. It was relocated in 2003 to span Kerr Creek.

Open Space

Definition

The definition of open space may vary among different jurisdictions according to their demands. For instance, for the purpose of open space conservation, the Forest Service defines open space as land that is valued for natural processes and wildlife, agricultural and forest production, aesthetic beauty, active and passive recreation, and other public benefits. Here, open spaces are considered as areas that are accessible to the public on a constant and regular basis, including but not limited to state/city parks, public squares, greenways, church yards, waterfronts, etc. Parks are already discussed in the earlier paragraphs; the following will focus on two cemeteries, two sports fields, and three town squares.

- Cemetery
 - Gonzales Memorial Park Cemetery
 - Gonzales City Cemetery

- Facility

- Apache Field Football Stadium

This stadium belongs to Gonzales High School. Its capacity is 3500 people.

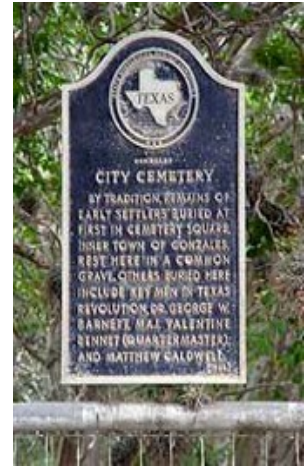
- Multi-Purpose Arena



Memorial Park Cemetery



Texas Heroes Square



City Cemetery



Apache Football Field



Confederate Square

- Town Square

- Confederate Square

The square honors the soldiers killed while serving in the Confederate Army. The monument (by sculptor Frank Teich) was dedicated in 1909 through the efforts of Chapter 546 of United Daughters of the Confederacy, Gonzales, Texas.

- Texas Heroes Square

Gonzales dedicated four square leagues of land for public use. The plaza is called Texas Heroes Square in honor of all Gonzales men who fought in the Texas Revolution. The statue erected in the center of this square is of Andrew Ponton who was the man instrumental in

staving off the Mexican soldiers from taking the “Come and Take It” cannon as well as the respondent of William B Travis’ letter appealing for relief of the Alamo.

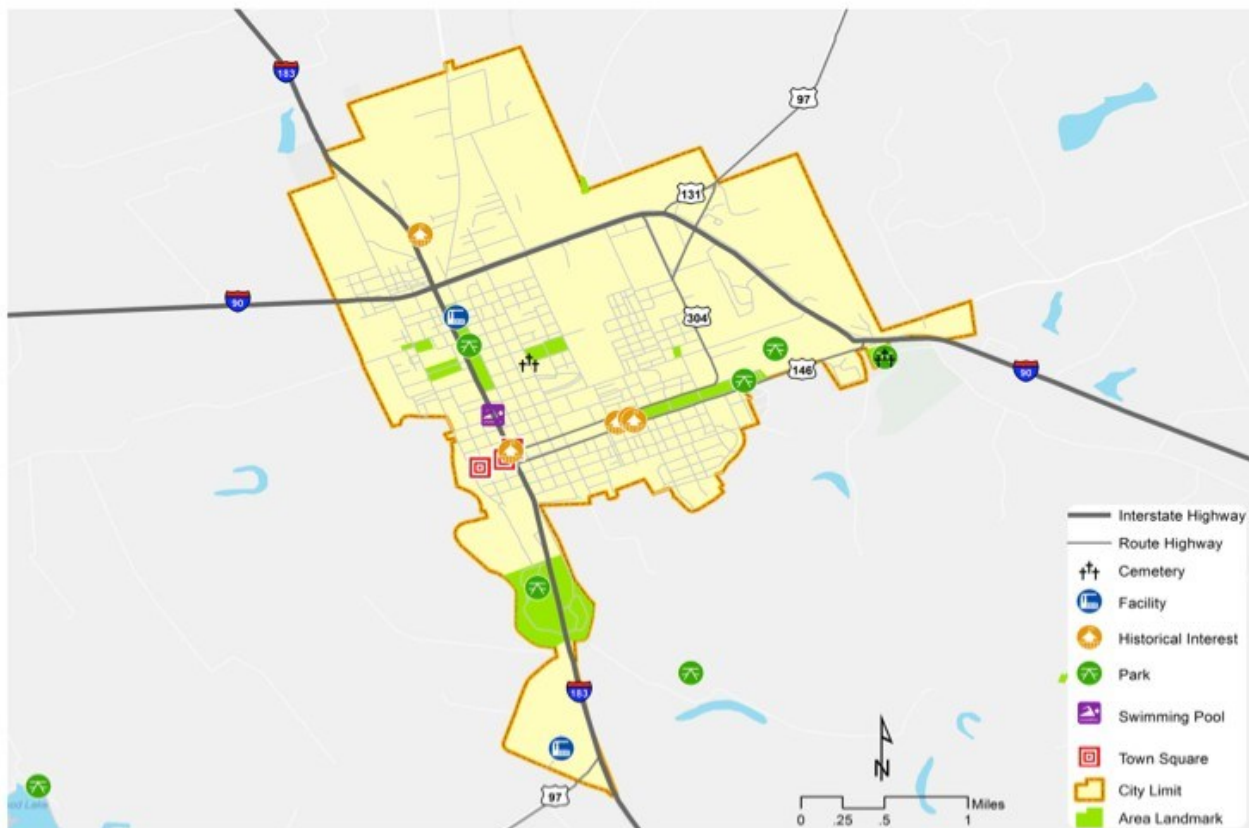
- Market Square

This square was first mapped in 1825 as Jail Square but became known as Market Square prior to 1836. Market Square was recorded as a Texas Historic Landmark in 1966.

Suggestions

Combining the above inventory with GIS data retrieved from the U.S. Census TIGER database, a map of today’s parks is shown below. From reviewing the map, the following comments can be made:

- Park coverage is inadequate, with most parks clustered near downtown along St. Joseph Street and between St. Lawrence and St. Louis Streets. The northeast of Gonzales is underserved by parks.
- Both the number and type of facilities are limited. In total, no more than five facilities are available throughout the city.
- Nearly no connections exist between park and park, park and historical buildings, or park and town squares.



Gonzales Park and Facilities

In order to improve upon the current situation, we suggest:

- providing facilities in the neighborhood parks for active recreation such as field games, court games, or play equipment.
- updating the existing sport stadium to serve multiple functions.
- enhancing connectivity and linear recreation between the parks and other public facilities.

Gateways

A gateway originally served as a landmark to distinguish the boundary between different territorial zones. Gradually, new meanings have been given to a gateway, such as the first impression of a city or the definition of a spatial district. Not only does an urban gateway serve as a city's connection to the outside world, it also can help create and guide memorable visual and spatial experiences. Statues, flags, signage, or elaborate landscape designs all serves as typical gateways.

Highway 90 and Highway 183 pass east-west and north-south, respectively, through the City of Gonzales. A total of five locations, illustrated in the figure below, are potential gateways. They are:

- The intersection of U.S. Highway 90 and Texas Highway 146
- The intersection of Texas Highway 97 and Texas Highway 131
- The intersection of U.S. Highway 183 and the northwestern city limit
- The intersection of U.S. Highway 90 and the western city limit
- The intersection of U.S. Highway 183 and Texas Highway 97



City of Gonzales Gateways

Sources

Texas Parks and Wildlife, retrieved from: http://www.tpwd.state.tx.us/state-parks/palmetto/park_history

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Whole Building Design Guide, retrieved on Nov. 12, 2012 from http://www.wbdg.org/design/historic_pres.php



Future Urban Design

GOAL 8.1: Develop an inventory of all tourism assets.

OBJECTIVE 8.1.1: By 2015 have a full inventory of tourism assets including museums, historic sites, public art, historic homes, unique and key businesses, and sites of annual events.

POLICY 8.1.1.1: Complete a tourism master plan.

POLICY 8.1.1.2: Reconsider historical assets as a marketing tool to attract tourism.

ACTION STRATEGIES:

Short Term (actions to be done as soon as possible)

- Utilize the current list of existing tourism destination assets located on p. 313 of the 2012 State of the Community Report to begin digitalization of this data.

Medium Term (actions to take place over several years)

- Create and approve a tourism master plan for the city; doing so will enact into law the importance of this industry for the future of the municipality.
- Develop a wayfinding plan as part of the tourism master plan to enhance the connectivity of historical places and promote the branding of Gonzales as a Texas destination.

Long Term (actions to take place over the next 10-20 years)

- Create an online data source within city intranet to easily identify each tourism asset. This will create an interactive tool for city staff and other local parties to track and monitor future funding, connectivity, and maintenance.
- Implement the tourism master plan.

GOAL 8.2: Develop a clear and precise maintenance plan for all tourism sites.

OBJECTIVE 8.2.1: By 2020, have 100% of all tourism sites in good condition, ready to accommodate visitors.

POLICY 8.2.1.1: Apply for federal and state historic preservation tax incentives to help the city maintain our tourism heritage.

OBJECTIVE 8.2.2: Partner with the Gonzales Texas Chamber of Commerce & Agriculture Board.

POLICY 8.2.2.1: Fund a future maintenance plan for monuments and museums in our community through federal and state historic preservation tax incentives.

ACTION STRATEGIES:

Short Term (actions to be done as soon as possible)

- Follow up with GOAL 8.1 for creating a tourism site catalog and identify assets which need the most assistance in revitalization efforts.
- Begin searching for grants and other funding sources.

Medium Term (actions to take place over several years)

- Develop a plan along the Gonzales Texas Chamber of Commerce & Agriculture Board to target sites in need of the most assistance for updating buildings, making a profit, and identifying potential funding programs.

Long Term (actions to take place over the next 10-20 years)

- Coordinate under the Gonzales Texas Chamber of Commerce & Agriculture Board a local volunteering event similar to Texas A&M University's Big Event. For more info refer to <http://bigevent.tamu.edu/>.
 - This event at Texas A&M University allows students to give back to the Bryan/College Station community through volunteering activities such as home and garden maintenance, repainting, trash and debris pickup, and similar maintenance activities. This type of event in Gonzales would allow high school students to earn volunteering hours for college applications as well as help integrate the community.

PROGRAMS/FUNDING:

- Federal Historic Preservation Tax Incentives
 - 20% Tax Credit: "A 20% federal income tax credit is available for the rehabilitation of historic, income-producing buildings that are listed in or determined eligible for listing in the National Register of Historic Places. The Texas Historical Commission, as the State Historic Preservation Office for Texas, works in conjunction with the National Park Service to review proposed work to ensure it complies with the Secretary of the Interior's Standards for Rehabilitation. Each year, an average of over \$85 million is reinvested in the Texas economy from

participation in this program (based on certified expenses from 2008-2011).” Source: <http://www.thc.state.tx.us/preserve/projects-and-programs/preservation-tax-incentives/about-preservation-tax-incentives>.

- 10% Tax Credit: “A 10% federal income tax credit is available for the rehabilitation of non-historic buildings constructed prior to 1936. Non-historic buildings are those that are not listed in the National Register of Historic Places or are considered non-contributing to a listed historic district due to alterations. The building must be rehabilitated for a non-residential use, and a substantial percentage of the external walls and internal structure must remain at project completion. For this program, the Texas Historical Commission and National Park Service ensure that the building qualifies as non-historic but have no role in reviewing the project work.” Source: <http://www.thc.state.tx.us/preserve/projects-and-programs/preservation-tax-incentives/about-preservation-tax-incentives>

GOAL 8.3: Hire a consultant to develop a marketing plan.

OBJECTIVE 8.3.1: By 2015, City Council should create a request for proposal (RFP) for a marketing plan, with the final contract going to the plan which best accommodates community needs.

POLICY 8.3.1.1: Hire winning RFP consultant to work on the development of the marketing plan.

ACTION STRATEGIES:

Short Term (actions to be done as soon as possible)

- Start a national RFP bid for a marketing plan from well-renowned firms.
- Award the winning firm with the contract.

Long Term (actions to take place over the next 10-20 years)

- Have the Gonzales Marketing Plan’s visions, goals, and objectives align with the city’s comprehensive plan.

PROGRAMS/FUNDING:

- The San Louis Obispo Marketing Plan is a thorough and competitive outlook of their city based on its wine industry and the small town feel they desire. This California city is rich in Mexican heritage much like Gonzales is, and the marketing plan caters to the city’s value to California’s history.

Our community's link to the birth of the Texas Revolution holds vast potential for a similar tourism marketing scheme. More information can be found at <http://www.slocity.org/specialactivities/download/2008-09marketingplan.pdf>.

AN URBAN MAKEOVER OF GONZALES

This section proposes multiple urban design options to improve the identity of Gonzales among Texas tourism including the need to redevelop the city's plazas through a charrette studio and to act on recommendations to build gateway monuments and to add furniture accents along downtown and major corridors identified in the 2012 State of the Community Report.

Branding

There is little to no branding and wayfinding in Gonzales. To achieve the goal of becoming a Texas destination, the municipality should create a 10-year program for signage and street improvements to establish unified street furniture and signage centered on a branded district (Downtown Gonzales).

Monumental Gateways

Following the State of the Community Report recommendations, the implementation of monumental gateways is extremely important to identify and brand Gonzales. Highway 90 and Highway 183 pass east-west and north-south, respectively, through the city of Gonzales.

Figure 8.1 demonstrates the five potential locations monumental gateways could be built. They are:

1. The intersection of U.S. Highway 90 and Texas Highway 146
2. The intersection of Texas Highway 97 and Texas Highway 131
3. The intersection of U.S. Highway 183 and the northwestern city limit
4. The intersection of U.S. Highway 90 and the western city limit
5. The intersection of U.S. Highway 183 and Texas Highway 97

Figure 8.1: Potential gateway locations



Figure 8.2 depicts a monument that makes visitor aware that they are entering a defined place.

Street Furniture

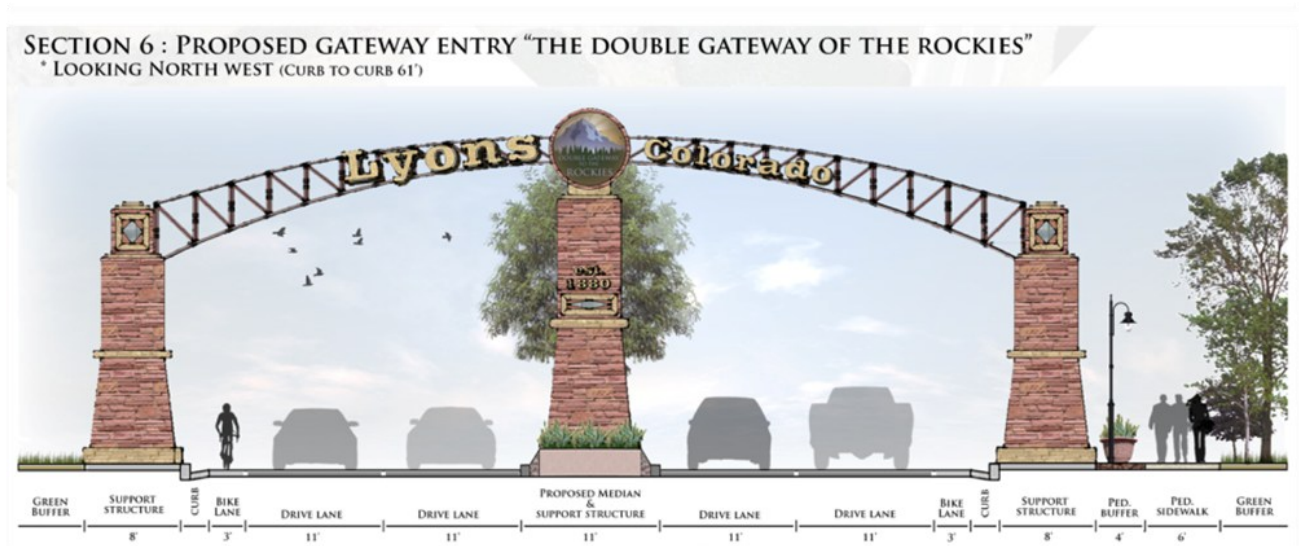
As part of its image improvement, the city should take measures to attract more tourists via updating its downtown lighting fixtures to be of a more pedestrian scale and adding easy-to-read wayfinding signs. Figure 8.3 demonstrate the type of ornamental historic lighting fixtures and tourist banners that can be put on Gonzales streets.

Pedestrian access, comfort and safety in public parks and plazas

In general, Gonzales has a large amount of parkland available for its residents. However, what is lacking is a downtown green space. Currently, places for active recreation surround the community, but they are not evenly distributed. Parks in the vicinity of the downtown area are not well connected to the commercial and historic core of Gonzales.

In addition, downtown is not well-connected to the existing parks around it, including Independence Park, J.B. Wells Park, and neighborhood parks along St. Joseph and St. Lawrence Streets.

Figure 8.2: An example of a gateway monument



Source: <http://www.pridiandg.com/projects/3813969>

Figure 8.4 on the next page represents the outcome of a charrette which envisioned the improvement of Texas Heroes Park, Confederate Square, and Court House Plaza. This charrette was a collaboration between landscape architecture and urban planning students of the College of Architecture at Texas A&M University. The result were recommendations for redevelopment of all three areas to reflect the historical importance of Gonzales and act as the heart of the tourism master plan, as well as being the center of future festivals, shopping, and active pedestrian life.

Figure 8.3: Downtown lighting



Source: http://commons.wikimedia.org/wiki/File:Delhi_Charter_Township_Holt_Michigan_Pole_Banner_2.jpg

Figure 8.4: Texas Heroes Square, Confederate Square and the Court House plaza together have potential to be a more inviting public space.



Source: Google Maps and Texas A&M University Urban Planning & Landscape Architecture student collaboration

Festivals and equity in our community

The “Come And Take It” festival (see Figure 8.5 *left* below) is an important annual event in the City of Gonzales, but it is mostly representative of the Anglo community in the region. The need to acknowledge the Hispanic history of the city is extremely important. Such festivals and events could include:

- Cinco de Mayo festival (Fig 8.5 *right*)
- Mexican-style farmers market
- Dancing plazas for traditional Mexican dance
- History expositions
- Farmers market

Figure 8.5: Community festivals such as Gonzales’ Come And Take It festival (left) and a Cinco de Mayo celebration (right) attract visitors



Source: (left) <http://www.gonzalescannon.com/node/6753> ;

(right) http://www.beloblog.com/ProJo_Blogs/newsblog/archives/2008/05/05/

Table 8.2: Urban Design policy table

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
8.1.1.1	Complete tourism master plan	City Staff, Main Street Administrator	Mid-range: 3-5 years	X			X			
8.2.2.1	Fund a maintenance plan for all monuments and museum	City Staff, Chamber of Commerce	Long-range: 5-10 years		X		X	X		
8.3.1	Create RFP for marketing plan	City Staff	Short-term: 1-3 years				X			
8.3.1.1	Hire winning consultant team	City Staff	Short-term: 1-3 years	X			X			



Cultural Resources

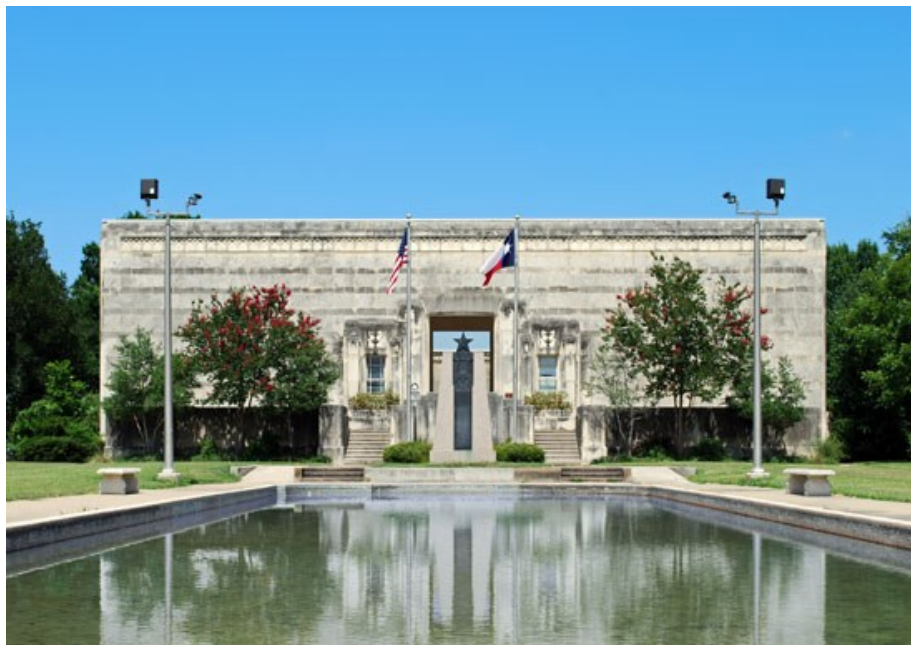
Cultural Identity

Gonzales is one of the oldest and most connected cities to the history of Texas. It is where the battle for Texas Independence first began and the symbol of state pride came to be. Today the city's slogan according to the government website is "Where the fight for Texas Liberty began". Other popular slogans include "The Lexington of Texas" and "Come and Take It". This heritage and connection with its state give Gonzales a particularly unique background and is the basis for its cultural identity, which is manifested in the monuments, houses, museums, storefronts, and streets around the city.

Museums and Historic Features

Gonzales' many historic museums and public places celebrate its history as one of the founding cities in Texas, significant events throughout the years, and touchstones in the area's culture. One of the main artifacts of Texas history is the cannon that was borrowed from the country of Mexico as a means of protection from hostile Native Americans and later used in the first battle of the Revolution. The depiction of the cannon became a permanent symbol of the struggle, sewn into a white flag with the words "Come and Take It". Today the cannon and flag are included in the official logo of Gonzales as a reminder of the city's role in Texas History.

- Gonzales Memorial Museum: Gonzales Memorial Museum and Amphitheatre (under the city museum umbrella) was built in 1936-1937 as a Texas Centennial project, and is owned by the City of Gonzales. The museum property was originally part of Gonzales State Park that was dedicated in 1913 and deeded back to the City of Gonzales in 1936.



<http://www.hillcountrydeco.com/commemorative/gonzales/art/gonzales01.jpg>

- First Shot of the Texas Revolution Memorial Monument: this bronze marker displays text about the battle at Gonzales and its importance to Texas and United States history.
- The Eggleston House: The Eggleston Log House was built in the 1840s by Horace Eggleston. Logs were hand-hewn and notched in half dove-tail fashion. Visitors are encouraged to step onto the porch of the house and activate the speaker box, which provides a description of the building and two illuminated rooms.



<http://chicagoboyz.net/wp-content/uploads/Eggleston-House-Gonzales.jpg>

- Old Jail Museum: The city jail, built around 1885 and operated until 1975, is currently used as an exhibit. The second floor features the original cells and officer quarters of the jail, as well as rebuilt gallows for display effect. The Chamber of Commerce is located in the same building.
- The Immortal 32 Sculpture: The "Immortal Thirty-two" monument uses Texas pink granite with bronze sculpture on the front that tells the story of the 32 men who died at the fall of the Alamo. It is at the front of the Gonzales Memorial Museum along with a reflecting pond.
- Battleground: Seven miles southwest of the city on Highway 97 is the battleground where the fight for Texas Independence began. A granite monument is located there in honor of the battle.
- Fort Waul C.S.A: An earthen embankment fort which was located on a large hill north of Gonzales was used during the Civil War by Confederate troops.
- Confederate Heroes Town Square: The Confederate Square and Monument honors the fallen soldiers of the U.S. Civil War. The square is a pleasant park area located in the middle of downtown Gonzales, and the monument is located in the center of the square. The base of the monument is made of Texas marble while the soldier atop of it is made from Carrera marble.

- **Texas Heroes Square:** The Texas Heroes square and sculpture honors the men who fought for and won independence for Texas. The sculpture itself is a bronze statue of a Texas frontiersman atop a pedestal made from Llano granite. Both are located in downtown Gonzales.



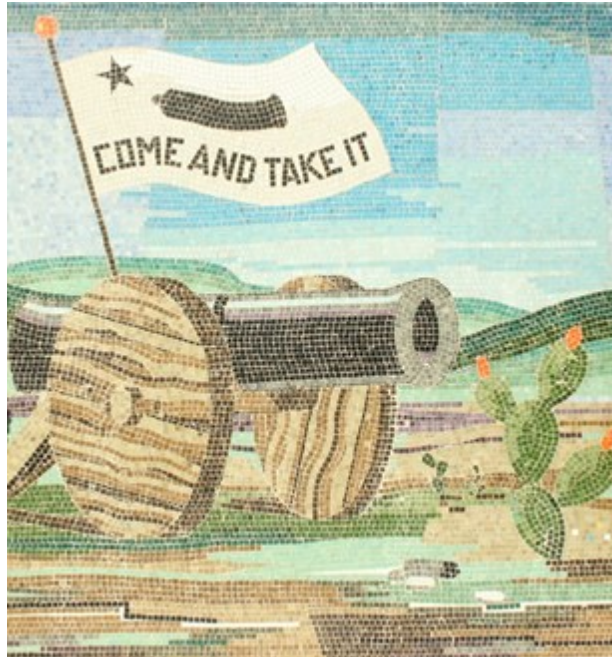
http://farm2.static.flickr.com/1086/677670296_c10e2a727f.jpg

- **Jr. High & High School Rodeo Museum:** Managed by J.B. Wells Park, this museum commemorates the history of junior rodeo competition in the state of Texas. The arena at J.B. Wells Park hosts junior high and high school rodeos as well as numerous other events during the year.
- **Pioneer Village Living History Center:** The center acts as an interactive museum about the settlement era of Texas. The replica village contains 10 historic structures that have been relocated to their present grounds, and volunteers reenact the kinds of activities that would have taken place there.
- **State Association of Texas Pioneers Museum:** This museum is part of the same rodeo museum building.
- **Chisholm Trail:** The city of Gonzales was one of the stops along the Chisholm Trail during the days of the old West.

Public Art

Gonzales has some displays of public art available for viewing. The variety of locations where it can be found includes public buildings, museums, and even a local bookstore.

- **Come and Take It Mosaic:** located on the outside of the Gonzales City Offices, this ceramic tile mosaic depicts the Come and Take It flag and cannon on the Gonzales landscape.



- Courthouse Paintings: Three paintings inside the city courthouse depict downtown Gonzales in 1876, the siege of the Alamo in San Antonio in 1836, and a view of Gonzales from the Old Jail site in 1925.
- Buck Winn Murals: these two murals are located within the two wings of the Gonzales Memorial Museum. “Gonzales: The Lexington of Texas” mural in the north wing of the museum tells the story of the first battle of the Texas Revolutionary War.
- Liford’s Books and Fine Art Local Artist Exhibits: This local bookstore dedicates a third of the store for exhibit space, featuring the work of artists in the community.

Historic Homes

Gonzales features several homes dating over 100 years old, a testament to its routes and assets to the town. The city has been named as one of the best old house neighborhoods in 2012 by This Old House. Below are just a few examples of the homes which can be viewed in Gonzales. See the chapter on Urban Design for more information about the historic architecture in Gonzales.

- Branches House & Sam Houston Oak: Log house built in 1831 that was used as a stopping place for wagon trains, stages, and mail hacks. Group tours may be made by appointment. The property also hosts an on-site cemetery and historic oak tree.
- John Fauth Guest Cottage: Private guest house retrofitted with modern amenities which features steamboat gothic architecture from 1869.



<http://www.fauthcottage.com/photos/Fauth%20Cottage!web2.jpg>

- J. C. Jones House: Italianate-style house built in 1885 which features several kinds of wood flooring and a large chandelier from Mexico City.
- Rather House: Victorian Italianate-style house that features original Victorian interior.
- J.B. Wells House: Home of cattle and oil man J.B. Wells of 1885. The house contains original furniture and wallpaper from the Wells family.
- J.B. Kennard House: Late Victorian-style house built in 1895 that contains glass and pottery chip mosaics in its gables.
- Belle Oaks Inn: Louisiana Plantation Style mansion built in 1912 and a bed and breakfast currently in operation.



<http://avatars.ibsrv.net/ibsrv/res/20111205/src:images.bbonline.com/get/fullsize/2/1/1/2/8/3/0/exterior.jpg>

Historic Buildings

Gonzales also holds many historic buildings on its downtown streets aside from museums and homes that are fixtures of the streetscape. The city was recognized as an official National Main Street City in 1988. The Main Street Department of Gonzales' website has the following vision statement: "It is our vision that the central business district will be a striving center of commerce and a tourist destination as the result of historic preservation." This preservation is present in the:

- Alcalde Hotel: Hotel built in 1926 which is still operating on St. Paul Street.
- Haskins Building
- Gonzales County Courthouse: County courthouse constructed in 1895 which is still actively used.



- The Crystal Theatre: Theatre built in 1917 originally purposed to show silent films. Reopened in 1982 to host local performances of plays throughout the year as well as a children's workshop in the summer.



- The Lynn Theater: Two screen cinema theater originally built in 1949. It closed in the mid-80s before reopening again in 2005 and then closing in recent years. The venue could be a focal point in downtown Gonzales.
- Roof Garden Building: The roof of this building was used for dances in the 1920s and 30s with music provided by local bands.

Unique and Key Businesses

While many regionally and nationally recognizable retail stores and restaurants have moved into Gonzales as it has grown, the city also has many older businesses which lend Gonzales many unique qualities that cannot be found in other places. The following are just a few of the highlights in the city.

- Laurel Ridge Antiques: Specializes in American antique furnishings from the 19th century.
- Discovery Architectural Antiques: local business operating since 1995 which features a wide selection of antiques, stained glass, period fixtures, and vintage building materials.



http://farm7.static.flickr.com/6172/6134180249_dd5f3e0f4d.jpg

- Country Collectables: Antique and collectable store located near the Confederate Heroes Square.
- The Emporium: Features a variety of collectables for sale.
- Gonzales Food Market: Famous barbeque restaurant and grocery store which opened in 1958.



http://4.bp.blogspot.com/-OyIMGps25zg/Ti5au5wQ-jI/AAAAAAAAALRs/TAeIX05Irrc/s1600/IMG_3926.JPG

Annual Events

The City of Gonzales frequently hosts many unique festivals and events in order to bring the community together and attract tourists to the area. Gonzales also attracts touring events such as the Carson and Barnes Circus, the Southwestern Mule and Donkey Show, and the Texas Vintage Airstream Rally.

- Antique Opinion Days: Attracts antique enthusiasts into Gonzales.
- Chisholm Trail Roundup: Observes Gonzales' history as part of the Chisholm Trail.
- Children's Young Program: Two-week summer workshop for children that produces locally-scored and composed operettas.
- Cinco de Mayo celebration: Annual celebration held on the 5th of May
- "Come and Take It" Celebration: Art and car show held annually in celebration of Texas Independence.
- 4th of July Music and Fireworks/Star Spangled Spectacular: Annual celebration of American independence.
- Happy Fall Y'all Celebration: Fall festival in Gonzales.
- Halloween Cemetery Tour: Spooky celebration held in local cemeteries.
- Gonzales Main Street Concert Series: Concerts held for the public throughout the year in downtown.

- Old Jail “Run for it” Relay: Relay race held in conjunction with the Old Jail Museum.
- Winterfest Weekend: Festival usually held at the beginning of December which includes a tour of homes in Gonzales, a lighted Christmas parade, Stars in the Village event at the Pioneer Center, historic organ concert, and other events and displays.
- Springfest: Spring festival in Gonzales.
- Texas Junior High Rodeo State Finals: features the top cowboys and cowgirls from 6th – 8th grades throughout the state, the Youth Rodeo Association and the Texas Youth Rodeo Association.
- Gonzales Livestock Show: Held at J.B. Wells Park.
- Texas Youth Rodeo: Held during a week in the middle of summer, this is a regional association that expects to bring 150 contestants to town. These events have nightly performances covering the ages of six to 18.
- 2012 Gonzo Liberty Battle: Disc Golf competition held at Kerr Creek Park.

Tourism

One of the goals for the city of Gonzales is to shift the base of tax revenue so that the majority comes from sales taxes rather than property taxes. Rather than increasing sales tax, a better strategy would be to attract more visitors to the city through increased interest in tourism. Gonzales has seen an increase in residents in the area since fracking of the Eagle Ford Shale began, but the original residents and businesses of Gonzales represent the cultural identity that has existed in the city for many decades. Gonzales’ state heritage, historic downtown, and rodeo events make it a potential candidate as a tourist stop for people looking to tap into the roots of Texas culture. Gonzales could be a city that is as synonymous with Texas as the Alamo in San Antonio and the San Jacinto Monument east of Houston. The key is a clear marketing and branding strategy as well as investment to rejuvenate both occupied and infill vacant storefronts in downtown.

Gonzales does currently have a historic homes walking tour available for visitors. The tour is self-guided through brochures containing directions to stops along the tour route. The city should increase attention towards this resource and better integrate it with activities happening in town. Gonzales also has a history of reported ghost sightings in many of the buildings and structures around town. These places have been documented in the *Ghosts of Gonzales* book available for purchase. While this is more of a niche tourism opportunity, ghost enthusiasts are still a group to be courted to visit Gonzales. The Ghosts of Gonzales tour is available for visitor use.

Sources

<http://www.fauthcottage.com>

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Future Cultural Resources

Historic Preservation Goals and Objectives

This section of the comprehensive plan envisions a vibrant, active and diverse living environment that gives Gonzales a unique identification. The following goals, objectives and actions were developed to address the overall appearance and function of the City of Gonzales for the next two decades.

GOAL 9.1: Increase the value of the city's historic heritage by means of continuous and stable property improvement and regulatory protection.

OBJECTIVE 9.1.1: By 2020, assist private owners redevelop or restore the existing museum and historic resources that are in need of improvement.

OBJECTIVE 9.1.2: Assist private owners to establish a strategy to rehabilitate the vacant and deteriorated historic sites by 2015.

OBJECTIVE 9.1.3: Re-examine the current zoning requirements to assure their mixture of lot sizes, uses, setbacks, and access is consistent with the historic preservation section of the Comprehensive Plan.

OBJECTIVE 9.1.4: Reconsider the housing and building codes of historic buildings, and provide for rehabilitation and adaptive use of buildings.

OBJECTIVE 9.1.5: Enforce building codes in order to prevent neglect of buildings which could result in their eventual demolition.

OBJECTIVE 9.1.6: Cooperate with owners of properties within the historic district to encourage them to achieve economic benefits.

OBJECTIVE 9.1.7: Provide incentives for property owners to preserve and protect historic resources.

GOAL 9.2: Enhance, preserve, and protect all cultural, historical, and architectural resources to promote community identity and civic pride.

OBJECTIVE 9.2.1: Publish the city's historic heritage on the City's website in order to provide information to citizens and attract visitors from outside the city.

OBJECTIVE 9.2.2: Protect the beauty of historic Gonzales through the adoption of appropriate zoning regulations and design codes by 2015.

OBJECTIVE 9.2.3: Revise the historic district section of the city's zoning code in order to regulate the maximum building heights, parking requirements and architectural design standards for historic sites by 2015.

OBJECTIVE 9.2.4: Prepare nominations for designation of historical buildings, sites, districts, and objectives based on evaluation of cultural, historic and architectural resources.

GOAL 9.3: Cooperate with related official authorities and different educational institutes in the city.

OBJECTIVE 9.3.1: Cooperate with the Economic Development Commission (EDC), Gonzales Main Street, Gonzales Memorial Museum, and the zoning and building codes officials on historic preservation issues.

OBJECTIVE 9.3.2: Take advantage of Victoria College's resources and Gonzales's rich historical background to set up learning opportunities for young people.

OBJECTIVE 9.3.3: Establish a variety of educational forums, such as conferences or workshops, for people to discuss local issues of historic preservation.

ACTION STRATEGIES

Short Term (actions to take place within 1 – 3 years)

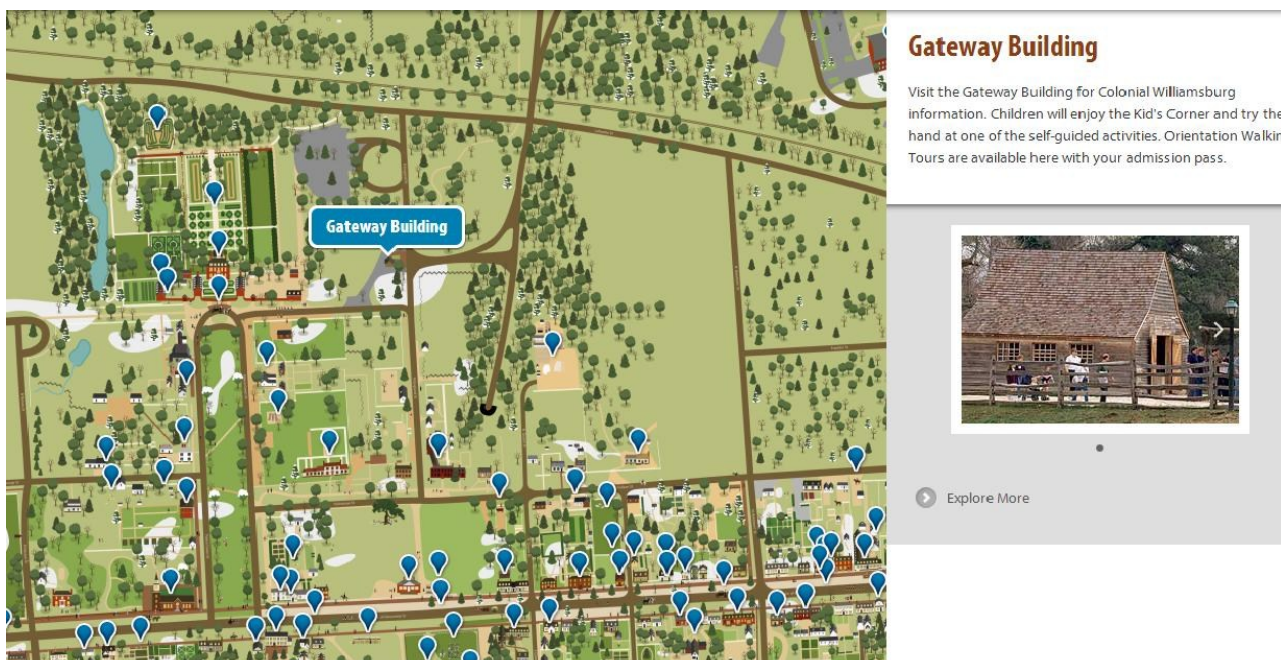
- Hold the first public meeting for comments from the public on revising zoning regulations for the downtown historic district.
- The city should provide a variety of educational outreach opportunities, which will cultivate the community's awareness of historic preservation. Through public outreach, citizens can get involved in the historic preservation process and in discussions of such issues. Those educational

- activities could include an annual city-wide festival, state-wide history celebration, and educational workshop for teachers, professionals and visitors, as well as tours for school children.
- Install street lighting in the downtown historic district.

Medium Term (actions to take place over the next 3 – 10 years)

- Work to initiate a Texas history research program at Victoria College that could offer a certificate in historic preservation.
- A multimedia program can attract visitors and promote the beauty of city. Several different media resources could be developed by the city, including an interactive history map (see Figure 9.1) or a website to send digital postcards of Gonzales' history. Additionally, the city could record podcasts with stories of the city's history that would be available for smart phone users to download and listen to during visits to the city.

Figure 9.1: An example of an interactive historic map



Source: The Colonial Williamsburg Website

- The city should implement a historic overlay district within its downtown. A historical district is a concentrated area of contiguous historic buildings which provides the city with a stronger regulatory power over the historic buildings, streetscapes, and neighborhoods. Future exterior and interior renovations can be regulated. Two alternative sites for a downtown historic district in

Gonzales are proposed in Figures 9.3 and 9.4. The alternatives provide the city flexibility in selecting a desirable boundary for the officially recognized downtown historic district.

- Map the downtown historic district by 2018.

Long Term (actions to take place over the next 10 – 20 years)

- For those individuals' historic properties outside the downtown historic overlay district, the city may grant them special exceptions. In Denver, Colorado, for example, a special exception in their historic overlay district is given to offices or art galleries housed in historic buildings which would normally only permit residential uses. The city of Richmond, Virginia provides for the waiver of height and area regulations and off-street parking and loading requirements for historic building. Some ways Gonzales could do this are through Transfer of Development Rights (TDR), bonus or incentive zoning, and conditional zoning.
 - **Transfer of Development Rights (TDR)** can be used to promote historic preservation. TDR separates the right to develop a parcel of land from other rights associated with the parcel. However, TDR can be difficult to conduct in smaller communities which lack full-time planning staff.
 - **Bonus or Incentive Zoning** is a zoning technique to encourage historic preservation. It allows a developer additional density as a bonus in exchange for providing specified public amenities, such as open space or affordable housing.
 - **Conditional Zoning** may grant a landowner's request for rezoning only if certain conditions are met, such as the dedication of land for a community park or the provision of a playground or street. This method is used successfully in Fairfax County, Virginia, where historic buildings have been developed into residential and community centers.
 - Adapted from the National Park Services' Cultural Resources Partnership Notes on Zoning and Historic Preservation, <http://www.nps.gov/history/hps/pad/partnership/Zoning699.pdf>.
- Establish a Historic District Commission to carry out the purpose of reviewing proposed work on special topics in architectural styles, historic materials, and use of appropriate modern materials. Adapted from the National Trust of Historic Preservation.
- Investigate incentives for investment in underutilized and vacant commercial structures.
- Increase occupancy by 25% through business and residences in the Downtown historic area by 2020.

PROGRAMS/FUNDING

Most national historic preservation grants require that the property be listed on the State and/or National Register of Historic Places or designated as a landmark under a local preservation ordinance. The following programs will provide funds for historic preservation.

- The **Transportation Enhancements Program (TEP)**, is a federal funding program administered by the Texas Department of Transportation (TxDOT), that provides opportunities for non-traditional transportation related activities. Projects should demonstrate a relationship between the identification, evaluation, documentation, protection, rehabilitation, and restoration of historic properties and the surface transportation system (TxDOT).
 - The Old Blanco County Visitors Center Project in the City of Blanco, Texas restored and renovated a building on the National Register of Historic Places as a visitors and community center, pictured in Figure 9.2. Although the building had fallen into a state of disrepair, through community efforts and funding, it was saved and serves the community for public use.
 - The Port Isabel Lighthouse and Visitor's Center Project in Port Isabel, Texas restored and reconstructed an historic building for use as a visitor's center and living history museum.

Figure 9.2: The Old Blanco County Visitors Center and the Port Isabel Lighthouse



Source: Statewide Transportation Enhancement Program

<http://www.dot.state.tx.us/des/enhance/projcat6.htm>

- **Certified Local Government Grants (CLG)** support and strengthen local preservation activities by encouraging communities to develop an action plan. CLG are mainly grants for the development of historic preservation programs, but they can also be used for the preparation of architecture drawings, façade studies, and condition assessments.

- **The Federal Historic Preservation Tax Incentives** program encourages private sector investment in the rehabilitation and re-use of historic buildings. The program creates jobs and is one of the nation's most successful and cost-effective community revitalization initiatives. It has leveraged over \$62 billion in private investment to preserve 38,000 historic properties since 1976. The National Park Service and the Internal Revenue Service administer the program in partnership with State Historic Preservation Offices.
 - For more information, see the Technical Preservation Service, <http://www.nps.gov/tps/tax-incentives.htm>.
- **Local Historic Property Tax Incentives:** According to the Texas Property Code Section 11.24, "Historic Sites grants the governing body of a taxing unit the authority to exempt from taxation part or all of the assessed value of a structure and the land necessary for access to the structure if the structure is a Recorded Texas Historical Landmark or designated as historically significant and in need of tax relief to encourage its preservation." Thus, communities that do not currently have historic tax incentives programs should consider adopting them as permitted by Texas law. Recorded Texas Historic Landmarks in Gonzales include:
 - J.W. and Nannie C. Bailey House
 - Braches House
 - Kennard House
 - Market Square
 - Remschel House
 - William B. and Sue J. Houston House
- Gonzales has the opportunity to improve its tax base by implementing a **Vacancy Taxation Program** on vacant or abandoned historic properties in the historic downtown. This tax would gradually increase the property tax amount owed to the city based on the period of time the structure has remained vacant and/or abandoned by 10% per year. The implementation of this task should coincide with the beginning of recording vacancies. This treats all properties equally and does not try to recoup potential lost property taxes.
 - The City of Wilmington, Delaware is a successful example of a city charging vacant landowners and vacant property owners a tax/fee as a method of motivating landowners to improve and occupy their buildings or sell property they do not intend to use. The city is able to collect money by charging a vacancy tax/fee, which they can turn into a revolving loan fund with low interest or a matching grant. This type of program also allows the city to strictly enforce code violations while creating a helpful program with built-in funding.

This kind of program works well in tandem with the city foreclosing on tax delinquent property, and then selling those properties to new owners who can then qualify for a revolving loan/matching grant program to fix up those properties. Adapted from the Brownwood, Texas 2012 Comprehensive Plan.

Recommendations

This plan envisions a potential Historic Overlay District that will attract tourists as the result of successful historic preservation. The purpose of an Historic Overlay District is to protect the historic integrity of each building through preservation, organization, design, and promotions, while also to provide a more desirable and profitable Historic Overlay District. The following three goals should be considered in the creation of such a district:

- **Protect** and promote the historic features of Downtown Gonzales. The existing buildings should be revitalized and maintained.
- **Infill** the currently vacant properties while promoting the historic character of the area.
- **Renew** investments within the district to improve the historical value of buildings and increase the occupancy of businesses and residences.

Location

Two different Historic Overlay Districts are proposed in Downtown Gonzales. The alternatives provide the city flexibility to select its preferred downtown historic district.

- Alternative 1: The first option is bounded by the main streets (St. Louis Street, Badger Street, St. James Street, St. Joseph Street, and St. Peter Street) as seen in Figure 9.3. This district comprises approximately 14 blocks and is the smaller of the two overlay alternatives.
- Alternative 2: The second option is mainly bounded by St. Michael Street, N. College Street, St. Andrew Street, St. Peter Street, Badger Street, Thornton Street, and St. John Street as seen in Figure 9.4. This district comprises approximately 41 blocks and is the larger of the two overlay alternatives.

Regulations

Implementation of the Historic Overlay District should involve various architectural and street display regulations, which guide private development of structures within the Historic Overlay District and protect the community identity in Gonzales. A Historic Zoning Commission should be developed to supervise development applications for historic buildings and to enforce the regulations surrounding the Historic Overlay District. Examples of architectural and street regulations, which are developed by different cities and communities, are listed in Appendix A-1.

Figure 9.3: Historic Overlay District (Alternative 1)

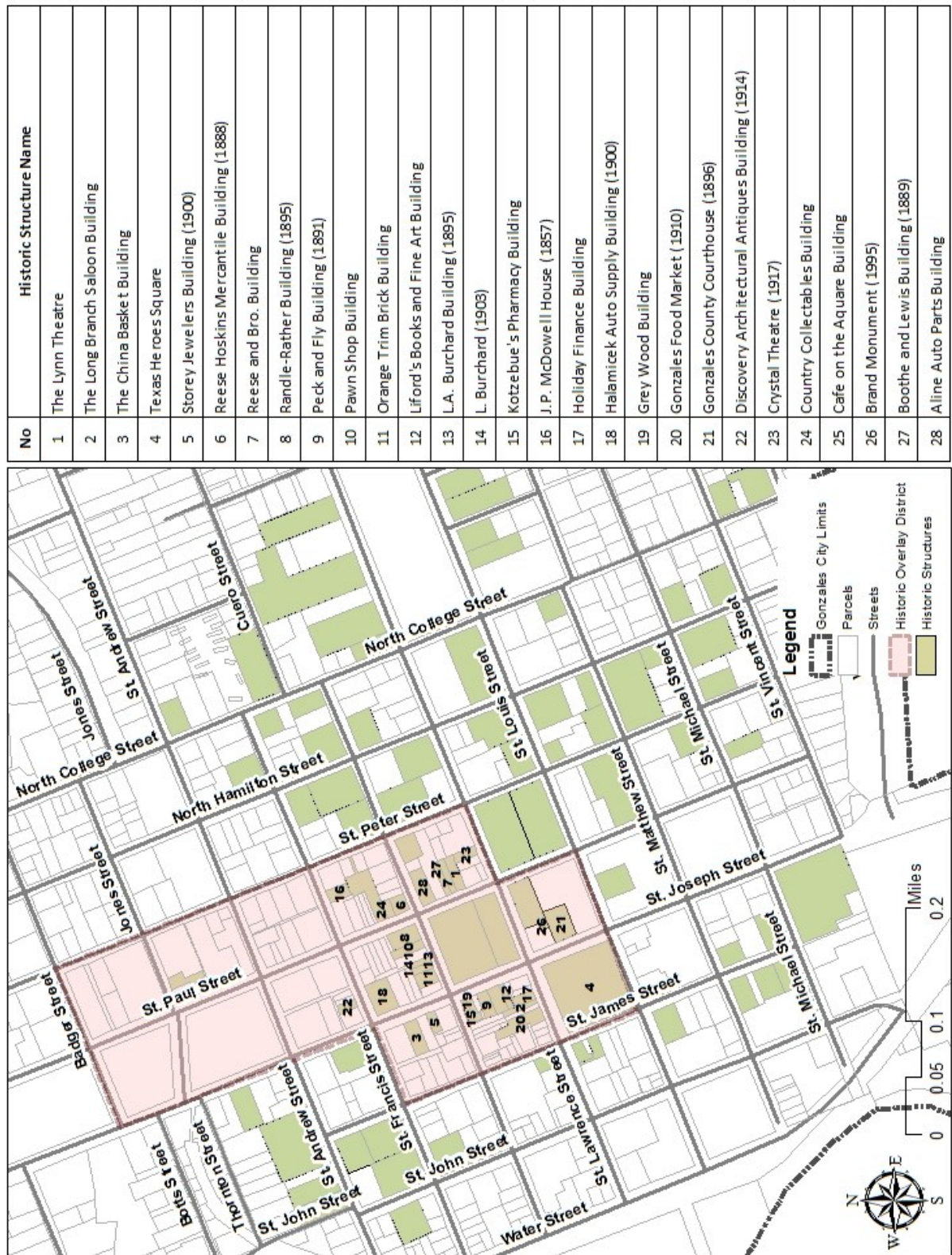


Figure 9.4: Historic Overlay District (Alternative 2)



Community Involvement Goals and Objectives

GOAL 9.4: Promote a culture of civic engagement by connecting all residents working together and with government to build safe and livable neighborhoods and communities.

OBJECTIVE 9.4.1: By 2020, increase the number and diversity of citizens involved in their communities.

OBJECTIVE 9.4.2: By 2020, increase the number of the community's volunteers.

OBJECTIVE 9.4.3: Create a better environment to engage with the public.

OBJECTIVE 9.4.4: Create a greater awareness through more effective use of media.

ACTION STRATEGIES¹

Short Term (actions to take place within 1 – 3 years)

- Continue and expand the annual Boards and Commissions appreciation dinner. (C)
- Hold a Board and Commission Open House and Orientation. (C)
- Use Reverse 911 to provide public awareness of important information. (C)
- Make use of news media, like TV Channel 3, to broadcast Council Meetings and to publicize events and announcements. (C)
- Make City Hall friendlier by providing Customer Service Training and hold a Customer Satisfaction Survey. (C)
- Provide available information of community involvement in the city website and social media.
- Provide information to volunteers to get involved with their neighborhood association and find city-sponsored programs that reach out to neighborhoods.
- Regularly evaluate the involvement process.

Medium Term (actions to take place over the next 3 – 10 years)

- Provide resources and training workshops to neighborhood and community leaders to increase their skills and organizational capacity.
- Build neighborhood associations, and hold neighborhood meetings regularly.

¹ The actions noted with (C) are according to the *City of Gonzales Council Workshop Strategic Vision Final Report*.

Long Term (actions to take place over the next 10 – 20 years)

- Reuse the vacated HEB/school buildings as community centers. Reuse of vacant buildings in the city can increase the vitality of the surrounding areas and create a new image. For example, the City of Mount Pleasant, Iowa successfully reused an old high school, turning it into the city's library, a community gymnasium, school district offices, Head Start, Area Education Agency and public meeting space. The city has also reused a vacant grocery store, turning it into a downtown police station.
 - Other information regarding tools and strategies for the reuse of vacant properties can be found at <http://www.communityprogress.net/reusing-vacant-properties-pages-202.php>.
- Establish the Diversity and Civic Leadership Program. The City of Portland, Oregon has developed the Diversity and Civic Leadership Program in order to engage diverse members of its community.
 - For more information, go to <http://www.portlandonline.com/oni/index.cfm?c=45147>

Professional Excellence in City Team Goals and Objectives

GOAL 9.5: Improve the city staff's competence in order to achieve the goals successfully.

OBJECTIVE 9.5.1: Improve the staff's competence by providing training.

OBJECTIVE 9.5.2: Build an equestrian police force to enhance the sense of safety and the image of Gonzales.

ACTION STRATEGIES²

Short Term (actions to be done as soon as possible)

- Hold monthly training programs through a professional organization. (C)
- Providing supervisory and leadership training. (C)
- Recognize and celebrate employees who attain educational certifications. (C)

Medium Term (actions to take place over the next 3 – 10 years)

- Provide higher education opportunities with Victoria College and Texas A&M University.

² The actions noted with (C) are according to the *City of Gonzales Council Workshop Strategic Vision Final Report*.

Long Term (actions to take place over the next 10 – 20 years)

- Establish the Gonzales Police Mounted Unit, such as shown in Figure 9.5. Many cities in Texas have developed their own police mounted units, including Houston, Dallas, Fort Worth, Austin, and Lubbock.
- Patrol Downtown Gonzales and along the proposed tourist trails. For example, Houston Mounted Patrol is a crime deterrent due to their increased visibility to the public. The downtown business district and Hermann Park are the primary focus of Mounted Patrol, but the unit also has the flexibility to temporarily patrol specific neighborhoods, as needed.
 - Additional information can be found at <http://www.houstontx.gov/police/mounted/patrol.htm>.

Figure 9.5: Mounted Patrol in Fort Worth and Houston



Source: http://farm8.staticflickr.com/7161/6699155209_3312a556fd_z.jpg; Houston Police Department

Table 9.1: Cultural Resources policy table

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
	Hold the first public meeting for revising historic-related zoning regulations.	City Council	Short Term: 1 year	General Funds	N/A	X				X
	Provide variety of educational strategies	Staff	Short Term: 2 years	General Funds	N/A					X
	Continue the redevelopment emphasis in downtown	Staff	Short Term: 3 years	General Funds	N/A		X	X		
	Install street lighting	Police Staff	Short Term: 1 years	General Funds	N/A			X		
	Provide a Texas history research program	Staff	Mid Range: 5 years	General Funds	Victoria College					X
	Provide multimedia promotions	Chamber of Commerce	Mid Range: 4 years	General Funds	N/A					X
	Implement the Downtown Historic District	Planning and Zoning Commission	Mid Range: 3 years	N/A	N/A	X	X	X		
	Map the Downtown Historic District	Planning and Zoning Commission	Mid Range: 3 years	N/A	N/A	X				X
	Implement special exceptions zoning	Planning and Zoning Commission	Long Range: 5 years	N/A	N/A	X				
	Establish a Historic District Commission	Staff	Long Range: 5 years	General Funds	N/A			X		

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
	Investigate incentives for investment	Staff	Long Range: 5 years	N/A	N/A				X	
	Increase occupancy by 25% through business and residences	Chamber of Commerce	Long Range: 6-10 years	Local Historic Property Tax Incentives	N/A	X			X	
	Provide resources and training workshops to neighborhood and community leaders	Staff	Mid Range: 3-5 year	General Budget	N/A					X
	Build neighborhood associations, and hold neighborhood meetings regularly	Staff	Mid Range: 3-5 year	General Budget	N/A		X	X		
	Establish the Diversity and Civic Leadership Program	Staff	Long Term: 5-10 year	General Budget	N/A		X			
	Evaluate the involvement process	Staff	Short Term: 1 year	General Budget	N/A			X		
	Provide information to volunteers to get involved with their neighborhood association	Staff	Immediate: 1-3 months	General Budget	N/A					X

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
	Continue and expand the annual Boards and Commissions appreciation dinner	City Council	Ongoing	General Budget	N/A					X
	Hold a Board and Commission open house and orientation	City Council	Immediate	General Budget	N/A					X
	Provide customer service training and hold a customer satisfaction survey	Staff	Short Term: 1 year	General Budget	N/A		X			
	Reuse the old HEB/school buildings as a community center	Staff	Long Term: 5-10 year	General Budget	N/A		X			
	Use Reverse 911	Staff	Short Term: 1 year	General Budget	N/A					X
	Broadcast Council Meetings	City Council	Immediate	General Budget	N/A					X
	Provide information on the city website and social media	Staff	Immediate	General Budget	N/A					X
	Hold monthly training programs through a professional organization	Staff	Short Term: 1 year	General Budget	N/A		X			

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education &
	Provide Supervisory and Leadership Training	Staff	Short Term: 1 year	General Budget	N/A		X			
	Recognize and celebrate employees who attain educational certifications	Staff	Short Term: 1 year	General Budget	N/A			X		
	Provide higher education opportunities with Victoria College/ Texas A&M	Staff	Mid Range: 3 -5 year	N/A	N/A		X			
	Establish the Gonzales Police Mounted Unit	Staff	Long Term: 5-10 year	General Budget	N/A		X			
	Patrol downtown and along the proposed tourist trails	Staff	Long Term: 5-10 year	General Budget	N/A		X			



Appendices

A-1: Historic Design Guidelines

The following regulations were adapted from the Historic Design Guidelines approved by the City of Granbury, Texas' Historic Preservation Commission. The regulations included in this example require property owners to receive a certificate of appropriateness before their building permits are issued, which is enforced by the Granbury Historic Preservation Commission. More information can be found at <http://tx-granbury2.civicplus.com/index.aspx?nid=296>.

Architectural Regulations

1. Architectural Character

- To maintain a clear presentation of the historic character and scale of buildings, fit awnings within the masonry or wood jambs and heads and restrict their sizes to the limits of original window forms of buildings.

2. Awning

- Shapes
 - Movable awnings are preferred, because they were more often used in historic buildings.
 - Slanted or straight awnings are acceptable.
 - Awnings hanging vertically at the outer edge of street canopies are acceptable if they are movable (roll up and down).
- Fabrics
 - Both simple, uniform fabrics without pattern and ones with stripes are acceptable.
 - Colors shall be as defined in drawings and samples (color chips) on view in City Hall, and as approved by the Commission.
 - Fabrics with resistance to UV are recommended. Reinforced fabrics, such as vinyl-impregnated or nylon reinforced, are recommended for longer life.
- Construction
 - Nylon lacings and nylon thread are recommended for their resistance to wind stress and longevity. Cotton materials and thread are discouraged for their short life.
- Advertising on awnings
 - Advertising signs silk-screened onto awning tails are acceptable if approved by the Commission.