



Gonzales

Comprehensive Plan

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Master of Urban Planning
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The Future of Gonzales

The 2012 State of the Community Report is a critical component in identifying where the City of Gonzales currently stands. It provides a baseline by which different facets of the community can be looked at piece by piece, revealing each of their strengths and opportunities as well as weaknesses and potential challenges. However, that portion of this Comprehensive Plan is only one half of the tool by which the city will use to make planning decisions going forward. The sections concentrating on Gonzales' future make up the second half of this document, providing recommendations that the city and its residents can use to guide their city in a meaningful direction.

Each of the sections contains goals, objectives, and policies that together create a network of strategies to realize the vision of the city. Goals are broad statements regarding areas of improvement which grow directly from the vision statement. Objectives identify measurable targets, and, together, their achievements make the goal a reality. Policies are specific strategies or actions which are necessary for the community to take to accomplish the objectives. These policies may need to take place immediately or several years down the line, but the schedule creates both accountability and responsibility for the parties involved.

Not all parts of the future plan are required to be carried out in complete specificity. They are simply guides for Gonzales as it manages its growth over the next two decades. The community and the surrounding region are currently undergoing great change, but the Gonzales Comprehensive Plan will help direct the city as it strengthens its position as a livable community and a top Texas destination.

Land Use & Annexation

The city of Gonzales encompasses approximately 4,800 acres within its city boundaries. The existing land uses are discussed in detail in pp. 24-37 of the State of the Community Report. Within this Future Land Use chapter are projections for the spatial needs of Gonzales' growing population. Some of this can and should be accommodated within the city limits, resulting in slightly more compact development: over 12% of the city's area can be categorized as unimproved, and infill development offers additional opportunity to reuse existing vacant property. Annexation, though, is a process which actually grows the land area of the city and which Gonzales has begun, and should continue, to prepare for. Land use goals for growth both inside and outside current city boundaries are proposed in the

chapter. These goals include growing in an orderly pattern of development, resilience to fluctuating market demands, growth that preserves Gonzales' environmental and historic resources, achieving actual land uses consistent with the approved zoning map, and maximizing future annexation of land, and each is followed with suggestions for implementation and funding.

Economy

The Future Economy - Business Development section is driven by the following vision:

***HEED** - A **H**istorically recognizable, **E**conomically vital, **E**nvironmentally sustainable, and **D**eightfully walkable Texas-style town.*

Several recommended goals for achieving this vision are described:

- Create a healthy, vital, and soundly growing economic environment with plenty of employment opportunities and diversified tax base.
- Appreciate the city's history; take advantage of historic buildings and other resources to create a "Texas-Style" town with remarkable and revitalized tourism-related business.
- Gain increased tax revenue and other economic development benefits through downtown revitalization.
- Create good access to education and training opportunities that meet the needs of the local labor force and industry sectors.
- Provide fair housing opportunities for residents in all neighborhoods, create a desirable living environment, increase median property value, and decrease housing vacancy.

Housing

Since 2008, a vast number of workers have been moving into the area, leading to a shortage in available housing. While some developers have begun to build new housing, construction has not been able to keep up with demand. While the future of the oil industry in the area is not certain, industry experts predict the boom will last for more than a decade, leading to a stable and long-term demand for new housing. Gonzales' location on the northern portion of the Eagle Ford Shale is an important factor that must be considered when determining the viability of developing new housing. In order to accommodate the increase in housing demand and employment in the Gonzales area, several goals have been

proposed. These goals include developing an inventory of existing properties and determining which housing stock will best suit the needs of present and future Gonzales residents; improving the quality of existing housing stock through rehabilitation; and providing affordable housing. Incentives should be provided to real estate developers to increase housing stock not only within the city limits but also within the downtown area, creating mixed-used developments in abandoned buildings. In order to upgrade the current living conditions of oilfield workers, Gonzales should bring substandard housing units/developments up to code or replace them with new housing developments.

Transportation

The State of the Community Report states several strengths and weaknesses related to the city's transportation network including minimal congestion and an influx of companies and workers within the oil industry. Traffic along major thoroughfares in the city, including US 183, US 90 and FM 794, has been increasing. In order to improve safety throughout the transportation network and mitigate the future impact of oil extraction on the transportation system, several measures are proposed. These include a road classification system with proper wayfinding signage, enhanced transportation facilities, increased safety of through-traffic along neighborhood streets, parking in the downtown area, improved walking and bicycling facilities around the city, an additional route for heavy and hazardous cargo and a safe and adequate airport that can meet the needs of the future conditions of the city and county.

A road classification system is proposed that identifies four major roadway types and additional sub-groups of roadways according to the existing surrounding land uses. Appropriate identification of the transportation network should aid the city in adequately lighting roadways, provide parking, and installing amenities that promote a more comfortable and convenient environment for all roadway users: motorists, pedestrians, and cyclists. As a growing tourist destination and major attractor of oil companies, the city could benefit from wayfinding signage that helps direct visitors around the city and its important landmarks as well as a full bicycling and pedestrian network.

As the city improves its roadways, it should consider the long-range infrastructure development plans of other regional and state agencies and organizations and strive to provide a safe transportation network. US 183, US 90 and FM 794 are primary thoroughfares for truck traffic and are also located next to residential and school buildings. By decreasing speeds and implementing safety features, the city can create a more accessible and safe environment for all transportation modes.

Community Facilities

The future community facilities section of the comprehensive plan builds off the findings of the State of the Community Report and creates a vision for steps to be taken in the future to enhance these facilities in Gonzales. These facilities include public utility systems for water and electricity, schools and public centers, parks and event areas, and police and fire services. The vision for improving these emphasis areas is laid out through a series of goals, objectives, and policies to be carried out by Gonzales and its stakeholders.

The first goal is to upgrade water treatment facilities up to state standards. This will be carried out through a series of planned improvement projects for standpipes, gravity filters, and water wells. Other possibilities include looking at the way wastewater and graywater is treated as well as performing an inventory of pipe condition. The electrical grid in Gonzales is also due for an upgrade in several places. Through collaboration with the GVEC to identify strengths and weaknesses in the system, the city can find methods for funding, phasing, and pursuing alternative energy sources.

Another goal to help make Gonzales more cohesive geographically is for more connections to be made between the city's schools, parks, and downtown squares. This will be performed through a bicycle and sidewalk plan and actively seeking infill opportunities of vacant properties. Additionally the city will look to expand existing community facilities such as J.B. Wells Park and the existing golf course to attract more events to Gonzales such as the Junior Rodeo Finals. These goals will make the city more attractive for residents and tourists alike.

While safety and wellbeing are components of the goals for the Gonzales water and electrical systems, police and fire services are also a part of the future vision for the city. With the consideration of future annexation possibilities and existing crime numbers, the range of service levels of these departments should be reevaluated and projected periodically to ensure safety of residents in Gonzales. These goals involve many different aspects of community facilities but all of the intent of making Gonzales a better place to live and visit. If carried out along with the goals from other elements of the comprehensive plan, they can make Gonzales more than another Texas town and help it become a true jewel of the state.

Environment

The city of Gonzales benefits from the confluence of two great rivers, the Guadalupe and the San Marcos. This provides great opportunities for tourism and water management but also some threats from flooding. The goals and objectives produced below address three main topics: reducing the impact of the city to combat drought conditions and future energy needs, minimizing hazard-related damages within the city, and improving the environment for the citizens of Gonzales and its visitors. Water issues are abundant in Gonzales, and this plan seeks to address both flooding and water conservation. In an effort to reduce water usage in this dry environment, many programs can be enacted such as xeriscaping (using native plants that naturally require lower amounts of water for landscaping), rainwater capture, and grey water recycling systems for irrigation purposes. The amount of impermeable surfaces within the city needs to be addressed and when possible during redevelopment projects, decreased. Other goals and objectives pertain to flood mitigation and the minimization of flood damages within the city. These include conforming to the National Flood Insurance Program's (NFIP) Community Rating System (CRS) which reduces the premiums for policy holders within the municipality. In terms of improving the human environment, the plan addresses the impacts of the oil and gas industry as well as improving trails and park space within Gonzales.

Urban Design

The Urban Design section covers many aspects that will help Gonzales reach its target of becoming a true destination city within Texas. Several objectives are established here to reach this. In developing a thorough list of all tourism assets into a GIS database, the 2012 State of the Community Report has already set the city on this path. To uphold its historic icons and attractions, though, the need for a maintenance plan and funding mechanism are explored. The chapter also includes recommendations for a wayfinding system, redevelopment of the downtown plazas and squares, and for more diversified festivities.

Cultural Resources

The Future Cultural Resources chapter sets goals and objectives for the preservation of Gonzales' heritage, community involvement, and the professional excellence of the city's staff. In addition, implementation and funding strategies for the three topics are provided. In brief, over the coming decades,

the city should emphasize partnerships, training of its staff, programs of public awareness, and efforts to develop financial resources. The following goals are described:

Community Involvement

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

Professional Excellence in City Team

- Improve the competence of the city staff in order to achieve more satisfactory customer service.

Historic Preservation

- Increase the value of the city's heritage by means of continuous and consistent property improvement as well as regulatory protection.
- Enhance, preserve, and protect all cultural, historical, and architectural resources to promote community identity and civic pride.
- Cooperate with related official authorities and different educational institution in the city.
- Make the city of Gonzales a competitive historical tourism destination.

Parks and Recreation

The Parks and Recreation portion begins with consideration of the river and river banks around the city of Gonzales. Currently, there is trash accumulation across the river beds. To begin the city can develop a plan to determine the course of action it wishes to take to improve these areas. Also recommended in the plan will be the encouragement of community participation to help with this goal, especially in areas where the most public usage occurs. It will be important to engage community groups to help with this effort. It is also recommended that the city use citations as a motivation to keep the area clean. Even signage stating the importance of keeping specific areas clean can go a long way.

The section also covers a paddling trail project which was estimated to be complete in 2012 but has experienced delays. The city has taken great steps since 2012 to reach a completion date of May 2013, and recommendations are given in the report to for promotion of this important milestone including a ribbon cutting ceremony with the Texas Parks and Wildlife Department, which has helped fund the project.

Finally, this Parks and Recreation section utilizes the 2012 State of the Community Report's inventory of Gonzales' recreation areas. As the community continues to grow, so must the city's parks and recreation facilities. The first step to continue this growth is to determine the current funding for projects encouraging redevelopment and additions that will improve recreational usage. Recommendations are provided including field games, play equipment, playscapes, lighting, signage, and community gardens. Independence Park and Lions Park were heavily focused on. Additionally, the city plans to complete upgrades to J.B. Wells Park by 2015 that will allow it to host larger events. Improvements include a cutting arena and the addition of a multi-purpose event center.



Demographics

Introduction

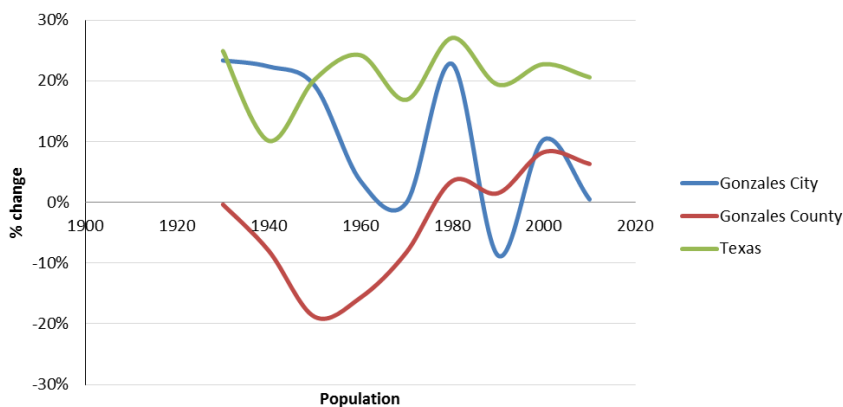
The most important function of a city government is to contend with and work toward satisfying certain appropriate social, economic and physical needs of its citizens and to anticipate such needs in the future (Base Studies, 1960). A study of past and present trends and a forecast of population and racial composition will be necessary to determine the size and location of various community services and utilities. This report discusses the current state and trends the city of Gonzales is projected to face in the future. The analysis and forecast will be instrumental in determining efficient management strategies to best serve the city in the future.

The city of Gonzales is located in South Central Texas on U.S. Highway 90, 70 miles east of San Antonio and 63 miles south of Austin. It is the county seat of Gonzales County. The total land area of the city is 7.52 square miles and the population density is 1191 per sq. mile (U.S. Census 2010).

Historical Trends

The historic population of the city in comparison to the county and state are shown in Table 1.1. The historical trend of population for the city, county and state shows varying scenarios of population growth from 1920 to 2010 (See Table 1.1). From 1920 to 1970, the city experienced a slow growth of population while the county experienced a significant decline in population. A boom in the oil and gas industry in 1970, which continued throughout the decade, caused a 'boom and bust' growth pattern and increased the employment opportunities and overall demographics of the region. Figure 1.1 demonstrates the percent change of population per 10 years of the city, county, and state and reveals the varying trends of population growth from 1920- 2010.

Figure 1.1: Historical Population



Source: U.S. Census Bureau

Table 1.1: Historic Population Trends

Gonzales City, Gonzales County and Texas: 1920-2010

Year	Gonzales City	% change	Gonzales County	% change	Texas	% change
1920	3128		28438		4663228	
1930	3859	23%	28337	0%	5824715	25%
1940	4722	22%	26075	-8%	6414824	10%
1950	5630	19%	21165	-19%	7711194	20%
1960	5829	4%	17845	-16%	9579677	24%
1970	5824	0%	16375	-8%	11196730	17%
1980	7152	23%	16949	4%	14229191	27%
1990	6527	-9%	17205	2%	16986510	19%
2000	7202	10%	18628	8%	20851820	23%
2010	7237	0%	19807	6%	25145561	21%

Source: U.S. Census Bureau

When the boom ended the following decade, the population fell. From 1960 to 1970, the city experienced almost no growth in its population but started to grow rapidly in 1980, resulting in a 23% increase (U.S. Census 1980) in population from the previous decade. But in the following decade (1980-1990), the population growth continued in both the county and state but the city's population started to decline. From 2000 to 2010 Texas has experienced 21% increase in population, while the county experienced a 2% decline in population from the growth rate of the previous decade. However the city experienced no significant growth since 2000; the 2010 population is 7237.

Current Trends

Source of population growth

From 2000 to 2005 (See Table 1.2), the majority of the population growth in the county resulted from the balance of natural growth, domestic, and international migration - people moving from one area to another for better employment opportunities. In 2005, the number of international immigrants was the highest since 1980, resulting in a 1.5% increase in the county population every five years. However, from 2006 to 2011, the county experienced a decline in domestic migration, which means that a larger share of the population of the county was migrating outward, resulting in the decline of population in the county.

Other migration is mostly related to low-waged jobs in the agriculture sector and plays a smaller role in the area’s growth, but because of the employment characteristics it can be assumed that this migrant population has a higher need for affordable housing options.

Table 1.2: Source of Population Growth, 1990-2011
Gonzales County, TX

Year	Total Pop	% Change	Pop Change	Birth	Death	International Immigration	Domestic Migration
2011	19,904	0.5	97	298	196	67	-115
2010	19,807	0.9	179	75	35	19	-14
2005	19,656	1.5	286	356	204	108	20
2000	18,628	0.9	161				
1990	17,205	-2.2	-393	222	164		
1980	16,949	2.1	349				

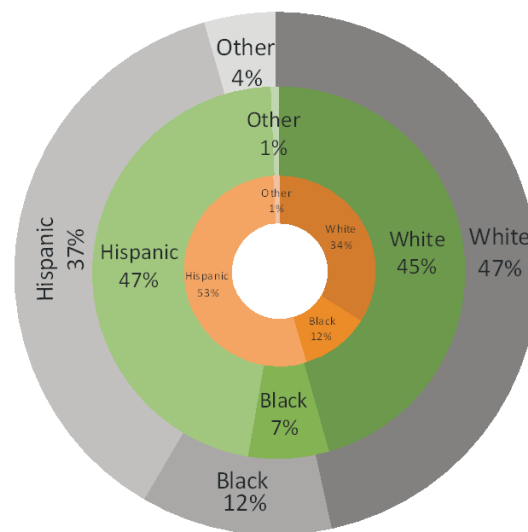
Source: Texas State Data Center & Texas A&M Real Estate Data Center

Race and Ethnicity Profile

According to the most recent U.S. Census data (2010), Gonzales has an estimated 7,237 residents of which 34% are White, 53% Hispanic, 12% African American and 1% other (See Figure 1.2). The U.S. Census defines other by Asian alone, American Indian alone, some other non-Hispanic race alone, two or more non Hispanic races.

A comparison of the racial distribution of 1990, 2000, and 2010 shows that in Texas, the black and white population is increasing at a lower rate than the Hispanic population (See Figure 1.2). However, in Gonzales the Hispanic population is also increasing, while the white and black population is decreasing (See Figure 1.3).

Figure 1.2: Race and Ethnicity in Gonzales

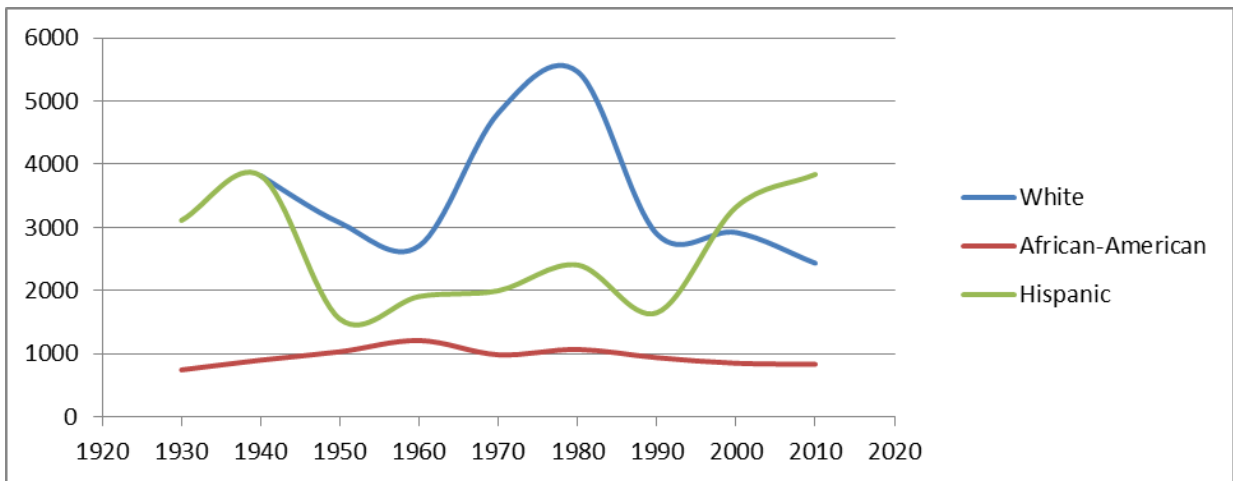


Source: U.S. Census Bureau

According to the 2010 Census, the city of Gonzales and Gonzales County show similar trends in racial composition. Both the city and county have a higher share of Hispanic residents, 53% and 47% respectively, when compared to the state, in which the largest segment of the population is white (47%). The second largest race of the city is white (34%) and the other races constitute only 1% of the city's population. The black population constitutes only 12% of the total population of the city (See Figure 1.2).

The historic data of racial composition shows that from 1950 to 1960, the city experienced a 10% decline in the white population and 23% increase in the Hispanic population (See Figure 1.3). Along with the economic and population boom of the 1970s, the city saw a significant increase in all races but the growth slowed significantly for the white population (22% decline) by 1990. The Hispanic population continued to grow rapidly over the next decades while other races, including the African American population, decreased gradually.

Figure 1.3: Racial distribution in Gonzales City, 1920-2010

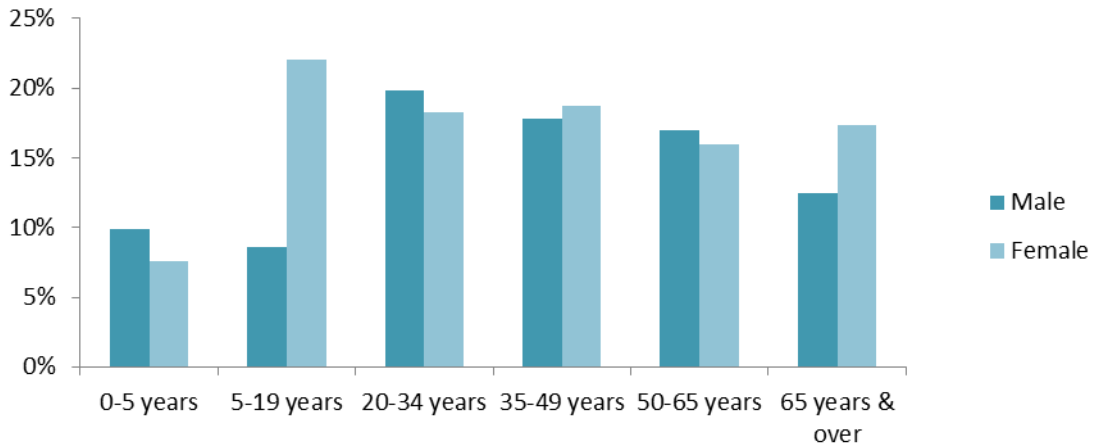


Source: U.S. Census Bureau

Population Components/Age Cohort

The age range of citizens in Gonzales shows a relatively young population with a median age of 34.7. Comparing this to the median age of Texas (33.7 years), Gonzales's population appears to be slightly older than the state's. As Figure 1.4 demonstrates, the vast majority of the population of Gonzales is between 19-49 years, which constitutes the working aged population of the city. With the heavy concentration of working aged population, Gonzales can be a prime location for businesses which will require a large local workforce.

Figure 1.4: Age and Gender cohort of Gonzales City, 2010



Source: U.S. Census 2010

Figure 1.4 shows unequal distribution of males to females in the 5-19 age-cohort in 2010. The female population also dominates in the 35-49 and 65 years and over age-cohorts. This indicates a change of social demand and employment structure in the next few decades.

It could be assumed that school-aged children of the 10-14 age cohorts in 2000 should have had the same proportion in 2010 for the 20-24 age cohorts. But according to the Census, the largest age cohort of Gonzales residents was aged between less than 5 to 9 years (an added new generation) and 45 to 54 years (See Figure 1.5). This difference suggests that a large cohort of the working aged population migrated outside the city by 2010 to seek better employment opportunities in the surrounding counties or other states.

Figure 1.5: Age and Gender cohort of Gonzales City, 2010

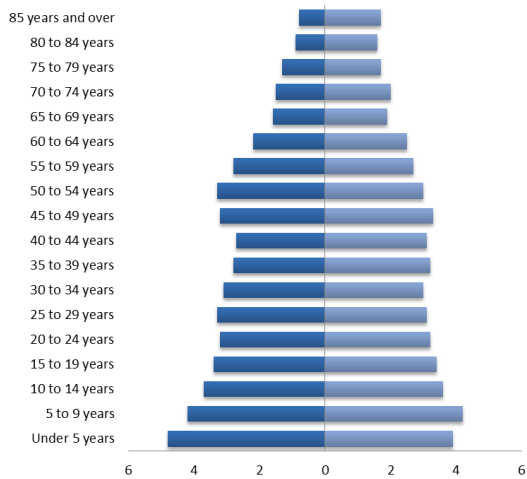
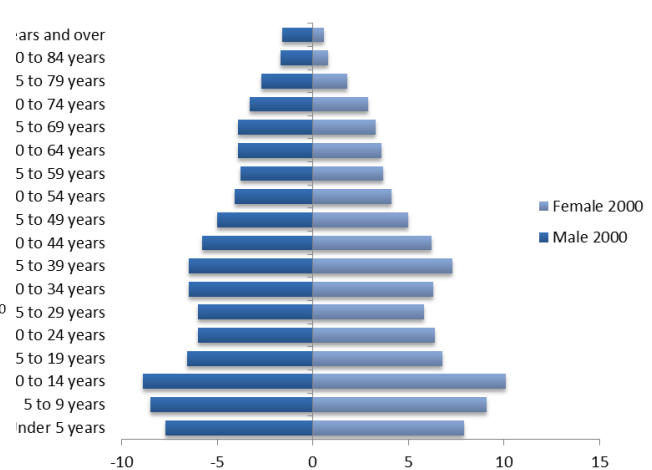


Figure 1.6: Age and Gender cohort of Gonzales City, 2000



Source: U.S. Census Bureau

Educational Attainment

Gonzales' school-age population is served by the Gonzales Independent School District, which includes primary, elementary, intermediate, junior high, and high schools. Table 1.3 shows the educational attainment of the city compared to the state and county. The percentage of children in the city who completed 12th grade without earning a diploma comprises a similar percentage compared to that of the state and county (See Table 1.3).

**Table 1.3: Educational Attainment 2010
Gonzales' percent population 25years or older: 2011 (ACS) and 2010 (SF1)**

Education Attainment	Gonzales City		Gonzales County		Texas	
	Male	Female	Male	Female	Male	Female
No schooling completed	2%	4%	3%	3%	1%	1%
Nursery to 4th grade	3%	1%	2%	2%	1%	1%
5th and 6th grade	7%	4%	5%	4%	2%	2%
7th and 8th grade	2%	1%	3%	3%	2%	2%
9th grade	2%	2%	2%	2%	2%	2%
10th grade	2%	3%	2%	2%	2%	2%
11th grade	6%	3%	3%	2%	2%	2%
12th grade, no diploma	1%	1%	1%	2%	1%	1%
High school graduate, GED, or alternative	18%	26%	18%	24%	15%	16%
Some college, less than 1 year	3%	2%	5%	3%	3%	4%
Some college, 1 or more years, no degree	4%	11%	6%	9%	9%	10%
Associate's degree	1%	1%	2%	2%	4%	4%
Bachelor's degree	6%	4%	7%	5%	10%	11%
Master's degree	2%	2%	1%	2%	4%	4%
Professional school degree	0%	0%	1%	0%	1%	1%
Doctorate degree	1%	0%	1%	0%	1%	0%

Source: U.S. Census Bureau

The historic data of educational attainment shows that from 1940 to 1960 the median number of school years completed by Texas residents increased by almost two grades, whereas it rose by just about half a grade in the city of Gonzales (Base Studies of Gonzales, 1960). In 1960, the median educational level of Gonzales residents over 24 was only slightly more than 8th grade. But by 2010, a majority of the population 25 years or over (See Table 1.3), had a high school diploma or GED (35%), a share higher than the state (26%) and county (33%). However, the city had a lower percentage

(7.9%) of people with a bachelor’s degree compared to the county (9.80%) and state (17.30%). But this ratio, though lower than that of the state and county, is an impressive figure for the agricultural economy and history of educational attainment of the city.

**Table 1.4: Educational Attainment 2010
Gonzales’ percent population 25years or older: 2011 (ACS) and 2010 (SF1)**

	Texas 2010		County 2010		City 2010	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Population 25 years and over	15,116,371	100%	12,625	100%	4,547	100%
Less than 9th grade	1,505,662	10.00%	2,411	19.10%	899	19.80%
9th to 12th grade, no diploma	1,515,336	10.00%	1,677	13.30%	745	16.40%
High school graduate (includes equivalency)	3,928,438	26.00%	4,181	33.10%	1,602	35.20%
Some college, no degree	3,318,190	22.00%	2,220	17.60%	706	15.50%
Associate's degree	954,622	6.30%	384	3.00%	71	1.60%
Bachelor's degree	2,609,718	17.30%	1,239	9.80%	360	7.90%
Graduate or professional degree	1,284,405	8.50%	513	4.10%	164	3.60%

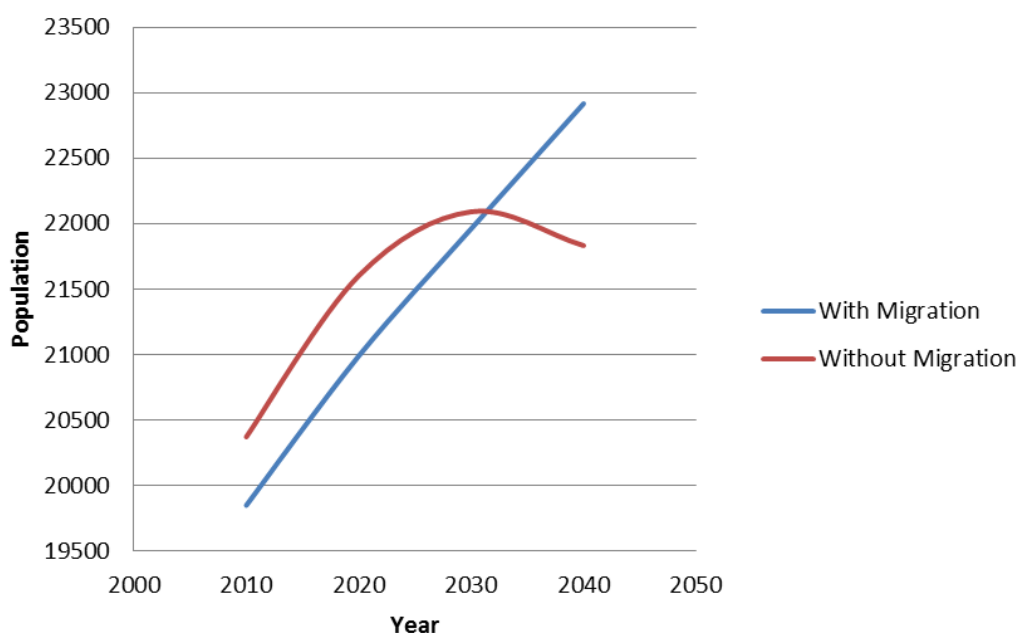
Source: U.S. Census Bureau

Population Projection

Population Projection of the County and State based on Migration

In 2010, the population of the city of Gonzales represented 37% of the county’s population (U.S. Census Bureau 2010). The population forecast completed by the Texas State Data Center shows that both the county and state will experience a gradual decline in population for both with-migration and without-migration scenarios (See Figure 1.7). From 2010 to 2020, the county is expected to grow at 6% per 10 years which will gradually decline to 2% by 2030 and lead to -1% decline of population by 2040 (See Appendix, Table 1.14). Since the city shares a larger share of the county’s population, it can be assumed that the city will also experience a growth trend similar to that of the county and state.

**Figure 1.7 : Population Projection based on Migration 2010-2050
Gonzales County, TX**



Source: Texas State Demographer's Data Center

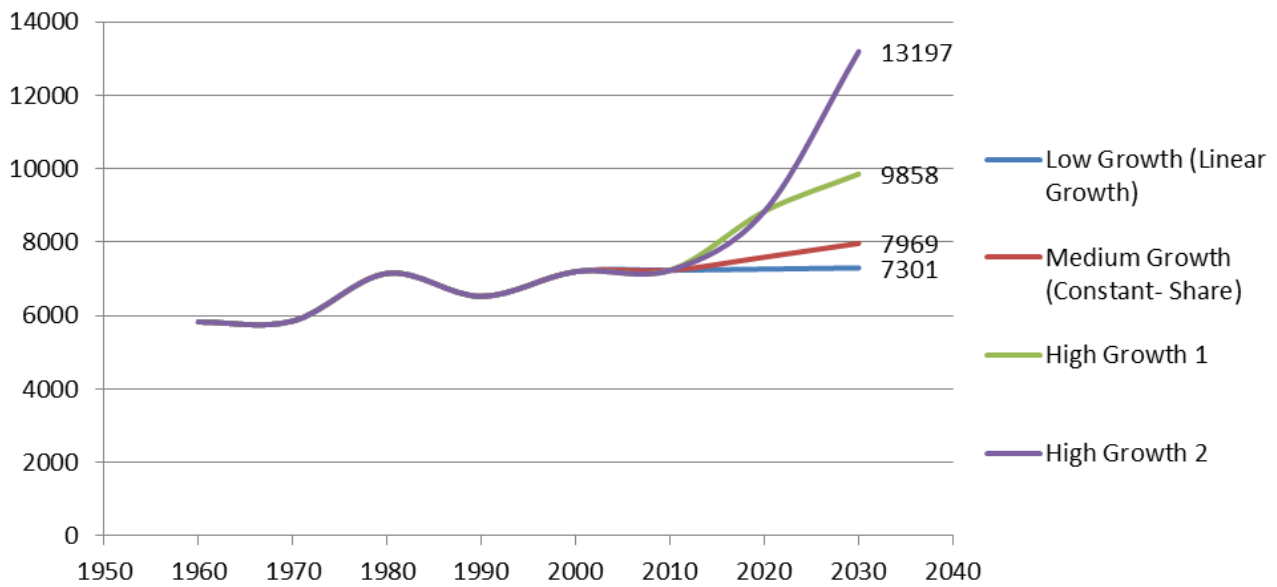
Population Growth Projection of the City of Gonzales

This research has analyzed several methods of population forecast to examine different growth scenarios with the assumption that the city will experience significant changes in both the number and racial distribution of population over the next 30 years following varying economic trends. Using historical data from 1940 through the 2010 Census, along with the Texas State Demographer's Ratio-Share method for Texas and Gonzales County, Gonzales' population has been forecasted for the next two decades. Two ratio share methods, Shift Share or Linear Approach and Constant Share, which utilized historical population data of the county to project population for the city, have been applied to examine different growth patterns.

The first method, Linear Growth, provides a low growth scenario. This method utilized the rate of population growth of the county, collected from the State Demographer's projection (See Appendix, Table 1.13), to project the future population of the city and showed only a 1% increase of population from 2010 to 2030 (See Figure 1.8 & Table 1.5). The second method, Constant Share, provides a medium growth scenario and projects a 10% increase in population from 2010 to 2030.

The other two projections utilized the historical population growth trends of the city and captured the growth rate of 1970-1980 during previous oil industry boom that increased the population growth rate of the city by 23%. The highest projection shows an 82% increase in population from 2010 to 2030, assuming that the economy of the city will continue to grow at the same 'boom' rate for future decades, attracting more businesses and retaining all the workers and other immigrant population in the city, if the oil industries last longer than the previous boom. The other high growth projection assumes a similar life span to the previous oil boom and provides a scenario of gradual decline of population growth rates in the next decade (2020-2030).

Figure 1.8: Projected Population Growth of Gonzales City 1970-2030



Base Data Source: U.S. Census Bureau, Texas State Demographer

Table 1.5: Projected Population Growth of Gonzales City 1970-2030

Gonzales City	1960	1970	1980	1990	2000	2010	2020	2030	Growth Rate (2010-2030)
Low Growth (Linear Growth)	5829	5854	7152	6527	7202	7237	7269	7301	1%
Medium Growth (Constant-Share)	5829	5854	7152	6527	7202	7237	7594	7969	10%
High Growth 1	5829	5854	7152	6527	7202	7237	8842	9858	36%
High Growth 2	5829	5854	7152	6527	7202	7237	8842	1319	82%

Source: U.S. Census Bureau, Texas State Demographer

**Table 1.6: 2011 REGIONAL WATER PLAN
CITY POPULATION PROJECTIONS FOR 2000 - 2060**

Year	2000	2010	2020	2030	2040	2050	2060
Gonzales City	7202	7792	8435	8925	9277	9379	9347

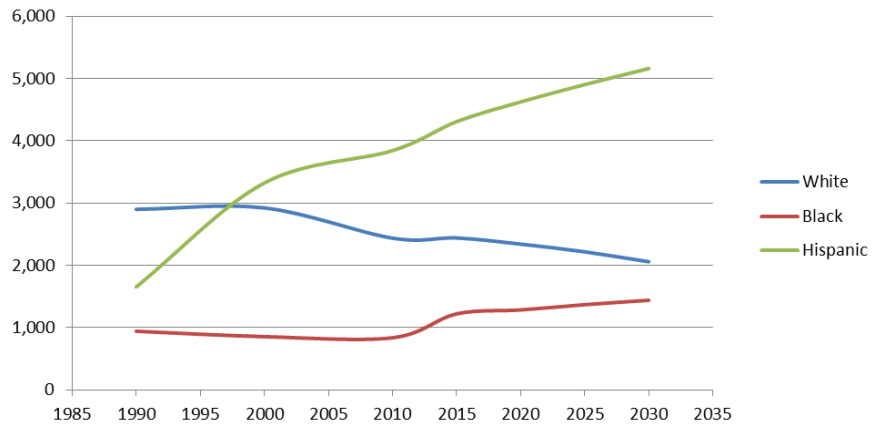
Source: 2011 Regional Water Plan, Texas Water Development Board

The Regional Water Plan for Texas 2011, prepared by Texas Water Development Board (TWDB), has projected the future population of Gonzales to better manage the future demand of water and available utilities of the city. According to TWDB, the population of Gonzales will increase by 14.9% from 2010 to 2030 (See Table 1.6). This growth rate is close to our projections provided with different growth scenarios and supports the rate of population growth projected for the city.

Population Projection by Race

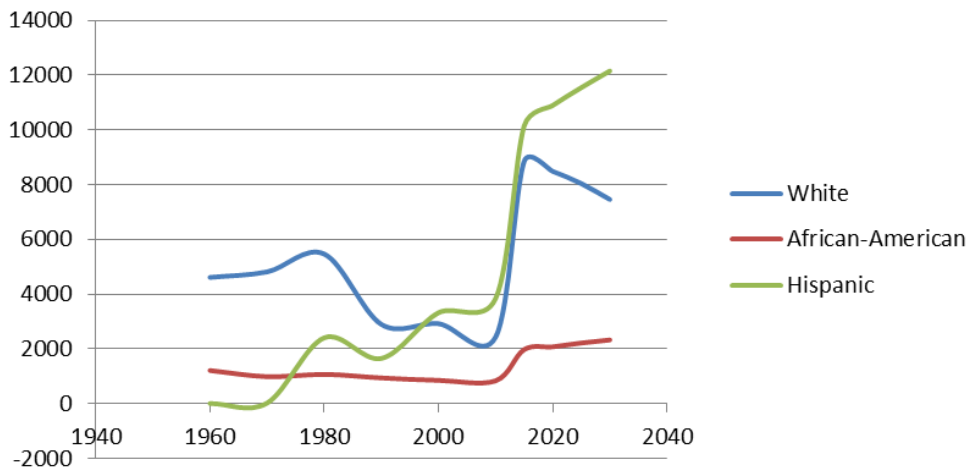
The racial growth rates and population projections are based on the historic U.S. Census data, collected from the base studies of Gonzales done in 1960 and also the historic records of American Fact Finder and library records of Census data at Texas A&M University. Racial growth rates and fluctuations, similar to the state and national trends, are useful to consider when planning for the future growth of the city, as the changing demographics and racial composition will require different responses to the demands for public facilities, utilities, employment, housing, etc. The population projection by race (See Figure 1.9) shows a rapid increase of the Hispanic population by 2030, a continued decrease in the white population, and a slight but significant increase in the black population from 2010 to 2030.

Figure 1.9: Projected Population Growth of Gonzales by Race: 1990-2030



Base Data Source: U.S. Census Bureau, Texas State Demographer

Figure 1.10: Projected Population Growth of Gonzales County by Race: 1990-2030



Base Data Source: U.S. Census Bureau, Texas State Demographer

From the analysis of different growth scenarios, it is evident that the city is expected to experience significant population growth over the next 20 years. Depending on the span of the recent boom, the future management strategies should address the changing demographics and racial composition of the city and focus on diversifying the employment sector to attract and retain the immigrant population as well as the current residents within the city.

Appendix

Table 1.7: Race and Ethnicity Profile

Year	Texas				Gonzales County				Gonzales City			
	White	Black	Hispanic	Other	White	Black	Hispanic	Other	White	Black	Hispanic	Other
1990	10,291,680	1,976,360	4,339,905	21,937	9,398	1,581	6,142	50	2,898	940	1,651	24
2000	10,933,313	2,364,255	6,385,600	654,019	9,539	1,493	7,122	100	2,921	852	3,322	58
2010	11,397,345	2,886,825	9,101,478	1,080,912	8,836	1,353	9,048	136	2,435	835	3,841	81

SOURCE: 1990, 2000, and 2010 U.S. Census

Table 1.8: Race and Ethnicity Profile of Gonzales County

Gonzales	1960	1970	1980	1990	2000	2010
White	4612	4815	5467	2,898	2,921	2,435
African-American	1212	986	1070	940	852	835
Hispanic	5	23	2407	1,651	3,322	3,841

SOURCE: U.S. Census 1960-2010

Table 1.9: Age Structure of Gonzales, TX (2010)

Gonzales City 2010				
Age	Male	%	Female	%
Under 5 years	348	4.8	282	3.9
5 to 9 years	303	4.2	306	4.2
10 to 14 years	267	3.7	261	3.6
15 to 19 years	247	3.4	248	3.4
20 to 24 years	233	3.2	235	3.2
25 to 29 years	242	3.3	223	3.1
30 to 34 years	227	3.1	219	3
35 to 39 years	206	2.8	229	3.2
40 to 44 years	192	2.7	226	3.1
45 to 49 years	232	3.2	238	3.3
50 to 54 years	242	3.3	216	3
55 to 59 years	201	2.8	192	2.7
60 to 64 years	156	2.2	184	2.5
65 to 69 years	116	1.6	137	1.9
70 to 74 years	112	1.5	147	2
75 to 79 years	91	1.3	120	1.7
80 to 84 years	63	0.9	117	1.6
85 years and over	58	0.8	121	1.7
Total	3536	48.8	3701	51.1

Source: U.S. Census Bureau

Table 1.10: Age Structure of City, County, and State (2010)

Age and Gender by City, County, and State SOURCE: 2000 and 2010 Census		2010												2000											
		Texas				Gonzales County				Gonzales City				Texas				Gonzales County				Gonzales City			
Age	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female				
Total	25,145,561	12,472,280	12,673,281	19,807	9,959	9,848	7,237	3,536	3,701	20,851,820	10,352,910	10,498,910	18,628	9,239	9,389	7,202	3,439	3,763							
Under 5 years	1,928,473	984,149	944,324	1,530	799	731	630	348	282	1,624,628	830,745	793,883	1,299	685	614	548	285	263							
5 to 9 years	1,928,234	983,814	944,420	1,544	782	762	609	303	306	1,654,184	844,959	809,225	1,370	711	659	558	272	286							
10 to 14 years	1,881,883	962,866	919,017	1,442	740	702	528	267	261	1,631,192	834,526	796,666	1,535	776	759	612	312	300							
15 to 17 years	1,127,234	579,420	547,814	852	429	423	299	152	147	976,755	504,503	472,252	1,003	527	476	422	222	200							
18 and 19 years	755,890	389,266	366,624	532	280	252	196	95	101	659,477	342,959	316,518	517	281	236	216	124	92							
20 years	369,040	189,570	179,470	247	145	102	89	50	39	323,645	167,509	156,136	250	137	113	101	50	51							
21 years	359,015	184,652	174,363	239	129	110	89	47	42	305,288	157,886	147,402	205	116	89	88	51	37							
22 to 24 years	1,089,024	558,131	530,893	711	353	358	290	136	154	910,471	469,404	441,067	643	326	317	288	134	154							
25 to 29 years	1,853,039	938,966	914,073	1,157	612	545	465	242	223	1,591,522	810,965	780,557	1,081	538	543	432	219	213							
30 to 34 years	1,760,434	882,887	877,547	1,144	577	567	446	227	219	1,570,561	798,051	772,510	1,087	555	532	431	199	232							
35 to 39 years	1,763,587	876,139	887,448	1,134	574	560	435	206	229	1,688,883	849,270	839,613	1,295	624	671	467	218	249							
40 to 44 years	1,694,795	846,865	847,930	1,168	580	588	418	192	226	1,633,355	819,334	814,021	1,321	677	644	466	251	215							
45 to 49 years	1,760,467	874,863	885,604	1,342	685	657	470	232	238	1,416,178	702,056	714,122	1,141	593	548	418	212	206							
50 to 54 years	1,674,869	827,933	846,936	1,446	734	712	458	242	216	1,194,959	587,762	607,197	1,066	547	519	359	173	186							
55 to 59 years	1,422,924	691,275	731,649	1,218	623	595	393	201	192	896,521	436,105	460,416	879	417	462	295	140	155							
60 and 61 years	500,523	241,090	259,433	465	248	217	156	73	83	295,009	141,846	153,163	326	148	178	99	45	54							
62 to 64 years	674,244	324,730	349,514	644	328	316	184	83	101	406,660	192,849	213,811	488	236	252	178	83	95							
65 and 66 years	373,062	177,155	195,907	345	162	183	108	53	55	254,461	119,299	135,162	310	175	135	106	50	56							
67 to 69 years	480,038	226,114	253,924	527	261	266	145	63	82	355,971	164,218	191,753	501	238	263	172	74	98							
70 to 74 years	619,156	283,865	335,291	742	350	392	259	112	147	532,176	234,965	297,211	779	366	413	278	113	165							
75 to 79 years	477,245	208,530	268,715	574	277	297	211	91	120	424,034	175,337	248,697	615	268	347	236	100	136							
80 to 84 years	347,206	139,029	208,177	415	169	246	180	63	117	267,950	100,142	167,808	450	167	283	194	63	131							
85 years and over	305,179	100,971	204,208	389	122	267	179	58	121	237,940	68,220	169,720	467	131	336	238	49	189							

Source: U.S. Census Bureau

Table 1.11: Educational Attainment of Population 25 years and over by City, County, and State

	Texas 2010		County 2010		City 2010	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Population 25 years and over	15,116,371	100%	12,625	100%	4,547	100%
Less than 9th grade	1,505,662	10.00%	2,411	19.10%	899	19.80%
9th to 12th grade, no diploma	1,515,336	10.00%	1,677	13.30%	745	16.40%
High school graduate (includes equivalency)	3,928,438	26.00%	4,181	33.10%	1,602	35.20%
Some college, no degree	3,318,190	22.00%	2,220	17.60%	706	15.50%
Associate's degree	954,622	6.30%	384	3.00%	71	1.60%
Bachelor's degree	2,609,718	17.30%	1,239	9.80%	360	7.90%
Graduate or professional degree	1,284,405	8.50%	513	4.10%	164	3.60%

Source: American Community Survey (ACS 2011), U.S. Census, 2010

Table 1.12: School Enrollment by City, County, and State

	Texas						Gonzales County, Texas						Gonzales city, Texas					
	2000		2010		2000		2010		2000		2010		2000		2010			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Population 3 years and over enrolled in school	5,948,260	100	6,836,694	100	4,671	100	4,397	6.00	1,916	100	1,799	100	1,916	100	1,799	100		
Nursery school, preschool	390,094	6.60	434,630	6.00	370	7.9	251	8.00	185	9.7	72	4.00	185	9.7	72	4.00		
Kindergarten	348,203	5.90	391,643	6.00	350	7.5	347	33.00	202	10.5	122	7.00	202	10.5	122	7.00		
Elementary: grade 1 to 4	1,360,466	22.90	1,487,543	22.00	1,125	24.1	1,432	20.00	466	24.3	490	27.00	466	24.3	490	27.00		
Elementary: grade 5 to 8	1,346,815	22.60	1,448,145	21.00	1,322	28.3	858	27.00	476	24.8	385	21.00	476	24.8	385	21.00		
High school: grade 9 to 12	1,299,792	21.90	1,478,743	22.00	1,192	25.5	1,194	7.00	444	23.2	565	31.00	444	23.2	565	31.00		
College, undergraduate	1,008,881	17.00	1,341,022	20.00	289	6.2	291	1.00	137	7.2	165	9.00	137	7.2	165	9.00		
Graduate, professional school	194,009	3.30	254,968	4.00	23	0.5	24	0.00	6	0.3	0	0.00	6	0.3	0	0.00		
Population 3 years and over enrolled in school	5,948,260	100			4,671	100			1,916	100			1,916	100				
3 and 4 years	289,441	4.9			245	5.2		43.6	106	5.5		22.4	106	5.5		22.4		
5 to 9 years						96.00		96.7				100				100		
5 to 14 years	3,214,300	54			2,940	62.9			1,246	65		100	1,246	65		100		
10 to 14 years						99.00		96.3										
15 to 17 years	899,282	15.1			862	18.5		91.7	263	13.7		100	263	13.7		100		
18 and 19 years	401,167	6.7			193	4.1		46.8	65	3.4		51.1	65	3.4		51.1		
20 to 24 years	484,051	8.1			152	3.3		11.9	67	3.5		16.8	67	3.5		16.8		
25 to 34 years	337,825	5.7			107	2.3		2.6	70	3.7		3.5	70	3.7		3.5		
35 years and over	322,194	5.4			172	3.7		0.05	99	5.2		0.6	99	5.2		0.6		
Population 18 to 24 years	2,186,997	100			1,626	100			656	100			656	100				
High school graduates	1,501,312	68.6			977	60.1			367	55.9			367	55.9				
Enrolled in college or graduate school	628,903	28.8			158	9.7			67	10.2			67	10.2				

Source: U.S. Census Bureau

Table 1.13: Gender -Based Education Attainment

Education Attainment	Gonzales City		Gonzales County		Texas	
	Male	Female	Male	Female	Male	Female
No schooling completed	2%	4%	3%	3%	1%	1%
Nursery to 4th grade	3%	1%	2%	2%	1%	1%
5th and 6th grade	7%	4%	5%	4%	2%	2%
7th and 8th grade	2%	1%	3%	3%	2%	2%
9th grade	2%	2%	2%	2%	2%	2%
10th grade	2%	3%	2%	2%	2%	2%
11th grade	6%	3%	3%	2%	2%	2%
12th grade, no diploma	1%	1%	1%	2%	1%	1%
High school graduate, GED, or alternative	18%	26%	18%	24%	15%	16%
Some college, less than 1 year	3%	2%	5%	3%	3%	4%
Some college, 1 or more years, no degree	4%	11%	6%	9%	9%	10%
Associate's degree	1%	1%	2%	2%	4%	4%
Bachelor's degree	6%	4%	7%	5%	10%	11%
Master's degree	2%	2%	1%	2%	4%	4%
Professional school degree	0%	0%	1%	0%	1%	1%
Doctorate degree	1%	0%	1%	0%	1%	0%

Source: U.S. Census Bureau

Table 1.14

Source of Population Projection									
SOURCE: TX A&M Real Estate Data Center									
County	Total Pop	% Change	Pop Change	Components of Change					
				Birth	Death	Internation Immigration	Domestic Migration		
2011	19,904	0.5	97	298	196	67	-115		
2010	19,807	0.9	179	75	35	19	-14		
2005	19,656	1.5	286	356	204	108	20		
2000	18,628	0.9	161						
1990	17,205	-2.2	-393	222	164				
1980	16,949	2.1	349						

Table 1.15

Population Projection based on Migration										
No migration		2010	2020	2030	2040	% change	2030	% change	2040	% change
Texas		22,802,983	24,330,687	25,449,114	26,085,109	7%	25,449,114	5%	26,085,109	2%
County		19848	20989	21961	22917	6%	21961	5%	22917	4%
With migration		2010	2020	2030	2040		2030		2040	
Texas		25,373,947	30,858,449	37,285,486	44,872,036	22%	37,285,486	21%	44,872,036	20%
County		20371	21602	22091	21832	6%	22091	2%	21832	-1%
Source: Texas State Data Center										



Land Use

Introduction

Sound planning is that which puts land to its most efficient and effective use. The basis of such planning is an understanding of past growth and knowledge of the existing physical structure of a community. The physical inventory of a city provides the foundation for decisions in respect to plans and actions that will affect its future. Planning for future and existing land use is also essential for successful growth management and sound financial decision making. Plans must be made for private land as well as public land; at least in the broader classification of the use of such land, because they make possible the timely and efficient location of public service, utilities, streets, schools, etc., and they protect private property. To plan effectively, it is necessary not only to understand the existing structure of the city, but also to determine where future development will take place. A possible population increase must be related to where development will actually occur, and this should make it easier to budget for the facilities necessary to serve the increasing population.

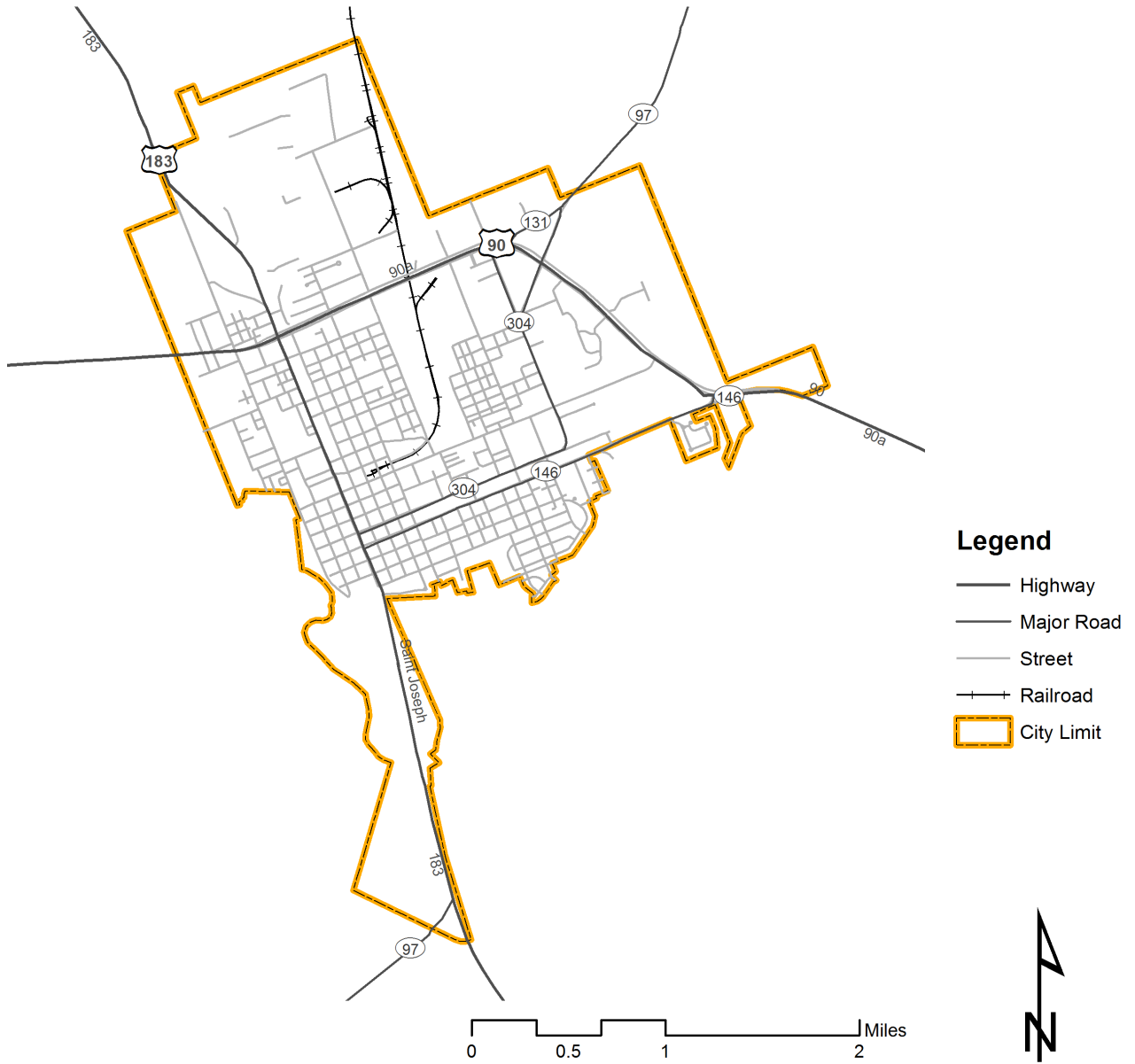
Methodology

A land use survey of the city of Gonzales was completed in the fall of 2012. The land uses for each parcel were coded, with the primary use taking precedent over minor accessory uses. The land units used for the survey were legal property parcels derived from the Grimes County Central Appraisal District's plat maps. The survey illustrated that the city limits of Gonzales encompass roughly 3,600 acres. The city limits of Gonzales can be viewed on Map 2.1. Due to the nature of the land use data collection and survey, the following area and percentage numbers are based on the parcelized land area inside the city limit area. This means that land such as streets, water bodies and other non-parcelized land uses are not represented in the statistics presented here.

Land Use Classification

The outcomes from the land use survey done in the fall of 2012 are shown on Map 2.2 and in Table 2.1 displaying land use classifications.

Map 2.1: Gonzales City Limits



Map 2.2: Gonzales Current Land Use

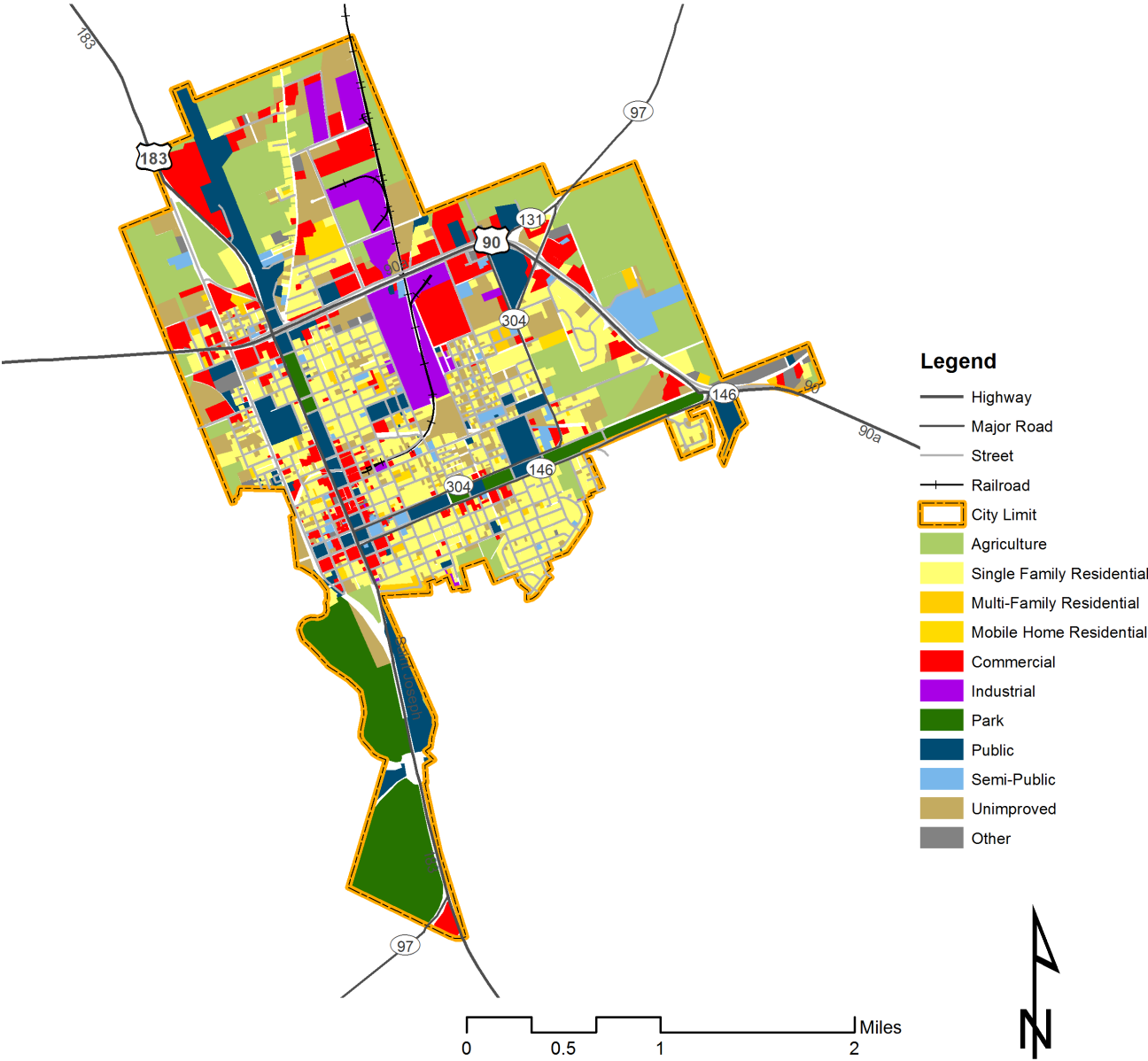


Table 2.1: Land Use Classification

Land Use	Classifications
Residential	<ul style="list-style-type: none"> - Single-Family Residential - Multi-Family (Tri/Four-Plexes, Duplexes, Apartment) - Mobile/Manufactured Home
Commercial	<ul style="list-style-type: none"> - Commercial Retail/Trade/Service (Banks, Stores) - Commercial Office (Realty/Professional Offices) - Commercial Other (Body Shops, Driving Ranges, etc)
Industrial	<ul style="list-style-type: none"> - Commercial-Industrial (Warehouse Sales) - Light Industrial (Assembly Line) - Heavy Industrial (Pipe Fabrication, etc)
Public/Semi-Public	<ul style="list-style-type: none"> - Public (City Building, Schools, Library) Transportation (Air, Parking as a primary use) Streets Railroad (Railroad Facilities) Utilities/Communications (Telecommunications, Waste Water Treatment) - Semi-Public (Religions Institutions, Hospital)
Downtown	<ul style="list-style-type: none"> - Mixed-Use Residential/Retail Residential/Office Retail/Office Mixed-Use Other Retail/Vacant Office/Vacant - Downtown Public/Semi-Public - Entertainment (Theater, Tavern, Night-Club, Restaurant) - Retail - Office - Residential - Vacant
Open Space/Park	<ul style="list-style-type: none"> - Parks - Ball Fields - Drainage Facility (Detention Pond)
Agriculture	<ul style="list-style-type: none"> - Agriculture (As the primary use)
Unimproved	<ul style="list-style-type: none"> - Rural (Residential development on lots of > 5 acres, may contain other minor uses) - Unimproved (may include land with abandoned or vacant structures)

Current Land Use

The percentages of existing land use for the city of Gonzales are displayed in Table 2.2. The uses are listed in terms of the units and acreage for each land use classification as well as the classification's percentage of the city's total land area. The land use statistics were determined through a field survey done in the fall of 2012.

Table 2.2: 2012 Gonzales Land Use Statistics

Land Use	Units	Area	Units (%)	Area (%)
Residential	2119	843.18	59.0%	17.5%
Single Family Residential	1977	703.73	55.1%	14.6%
Multiple Family Residential	42	40.74	1.2%	0.8%
Mobile Home	100	98.71	2.8%	2.0%
Public & Semi-Public	159	598.15	4.4%	12.4%
Public	95	506.46	2.6%	10.5%
Semi-Public	64	91.69	1.8%	1.9%
Commercial	512	658.59	14.3%	13.7%
Industrial	28	191.08	0.8%	4.0%
Agriculture	146	1354.94	4.1%	28.1%
Open Space/Park	11	521.45	0.3%	10.8%
Unimproved	572	585.99	15.9%	12.2%
Other	42	62.17	1.2%	1.3%
Total	3589	4815.55	100%	100%

Residential

The combined single-family, multi-family, and mobile homes constitute roughly 17.5% of land use within the city limit of Gonzales. Of this percentage, 83.5% is single-family, 4.8% is multi-family, and 11.7% is used for mobile homes.

Commercial

Approximately 13.7% of land in the city is used for a variety of commercial purposes. These uses include office space, retail, body shops, driving ranges, motels, and many more. These commercial properties are located primarily along Hwy 90 (Sarah Dewitt Drive) and St. Joseph Street.

The Main Locations of Commercial



1. Pizza Hut
2. J. P. Jones Oil Company
3. Buddy's Natural Chicken
4. Wal-Mart
5. Gonzales Food Market
6. Sage Capital Bank
7. H.E.B. Grocery

Industrial

Industrial property equals approximately 4.0%, or 191.08 acres, of the city's land use. These classifications allow for uses such as warehouse sales, assembly, fabrication, and accessory railroad storage. These land uses, including one industrial park, are primarily located in the north of the city.

The Main Locations of Industrial

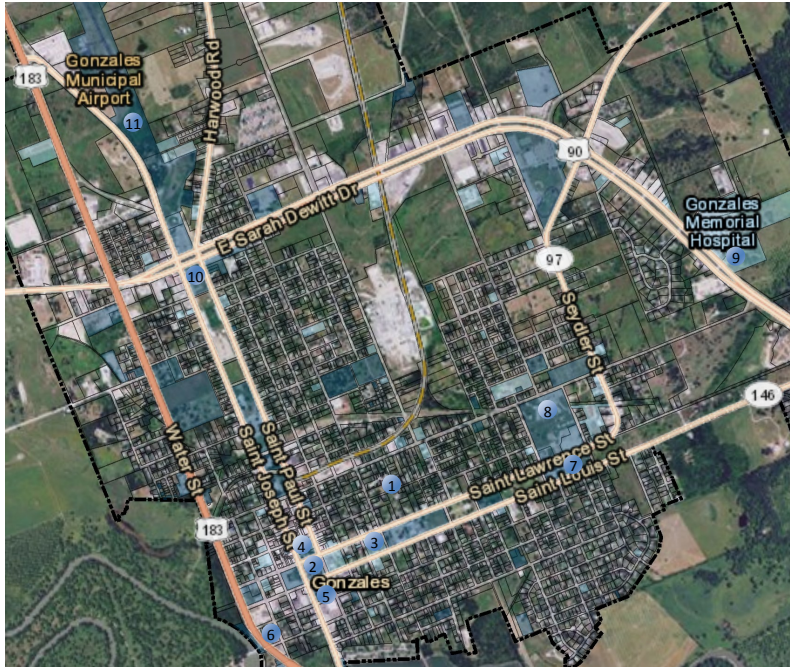


1. Industrial Park
2. Southern Clay Products
3. Fastenal Company

Public/Semi-Public

The public institutional areas make up roughly 12.4% of land in the city, with 10.5% consisting of city buildings, schools, a public library, cemeteries, utilities, and other city facilities. The remaining 1.9% includes religious institutions as well as medical facilities. A more thorough analysis of the public/institutional aspects of Gonzales can be found in the Community Facilities section.

The Main Locations of Public Facilities



1. City Hall
2. Gonzales County Attorney
3. St. James Catholic Church
4. Gonzales City Fire Department
5. Gonzales Public Library
6. Gonzales City Water Works Plant
7. Gonzales East Avenue Primary School
8. Gonzales Elementary School
9. Gonzales Memorial Hospital
10. Victoria College
11. Gonzales Municipal Airport

Open Space

Roughly 10.8% of the city of Gonzales is comprised of open space. Open space includes city parks and other recreational areas.

The Main Locations of Open Space



1. Gonzales City Park
2. Independence Park
3. Gonzales Heroes Park
4. City Park

Agriculture

Agriculture accounts for 28.1% of the land use in Gonzales. This classification focuses on ranching and agriculture as the primary activities. The majority of the land from this category is located in the north and east of the city.

Unimproved

Approximately 41.4% of Gonzales was classified as vacant or undeveloped property. The majority of the vacant land is located in the center of the city. However, numerous vacant lots can be found in mostly residential areas in the city.

Land Use and Zoning Review

Land use and zoning go hand-in-hand in advancing the safety and health of a city. Land use should conform to the proper zoning in order to create cohesive areas within the city. However, nonconformity is evident based on the tables below (see Table 2.3 to 2.9). Each table lists out the current land use found within each zone. The number of parcels per land use is provided, as well as the land use proportion to the entire zone. These data were developed by using GIS to overlay each zone independently with the current land use map. The land use was then clipped and the layers' attribute tables exported and summarized in subtotal tables. This method allows for greater accuracy than a visual analysis. In addition, the nonconformity is quantified and can be used by the city of Gonzales

to address the issue by exactly locating the nonconformity per zone. Please refer to the 2012 zoning map (see Map 2.3) and the accompanying maps (see Map 2.4 to 2.10) for visual representation of nonconformity per zone.

Table 2.3: Single Family Residential Zoning – 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Agriculture Count	46	2.0%
Commercial Count	69	2.9%
Industrial Count	12	0.5%
Mobile Home Residential Count	41	1.7%
Multi-Family Residential Count	28	1.2%
Other Count	12	0.5%
Public Count	33	1.4%
Semi-Public Count	29	1.2%
Single Family Residential Count	1672	71.3%
Unimproved Count	404	17.2%
Total	2346	100.0%

Table 2.4: Mobile Home Residential Zoning – 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Commercial Count	6	9.1%
Mobile Home Residential Count	46	69.7%
Public Count	2	3.0%
Single Family Residential Count	9	13.6%
Unimproved Count	3	4.5%
Total	66	100.0%

Table 2.5: Multi-Family Residential Zoning – 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Agriculture Count	5	10.0%
Commercial Count	3	6.0%
Mobile Home Residential Count	2	4.0%
Multi-Family Residential Count	8	16.0%
Other Count	4	8.0%
Park Count	1	2.0%
Public Count	3	6.0%
Semi-Public Count	2	4.0%
Single Family Residential Count	13	26.0%
Unimproved Count	9	18.0%
Total	50	100.0%

Table 2.6: Commercial Zoning – 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Agriculture Count	58	5.9%
Commercial Count	414	42.2%
Industrial Count	5	0.5%
Mobile Home Residential Count	22	2.2%
Multi-Family Residential Count	6	0.6%
Other Count	25	2.5%
Public Count	35	3.6%
Semi-Public Count	30	3.1%
Single Family Residential Count	271	27.6%
Unimproved Count	116	11.8%
Total	982	100.0%

Table 2.7: Industrial Zoning – 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Agriculture Count	16	18.2%
Commercial Count	32	36.4%
Industrial Count	12	13.6%
Other Count	3	3.4%
Public Count	2	2.3%
Semi-Public Count	1	1.1%
Single Family Residential Count	2	2.3%
Unimproved Count	20	22.7%
Total	88	100.0%

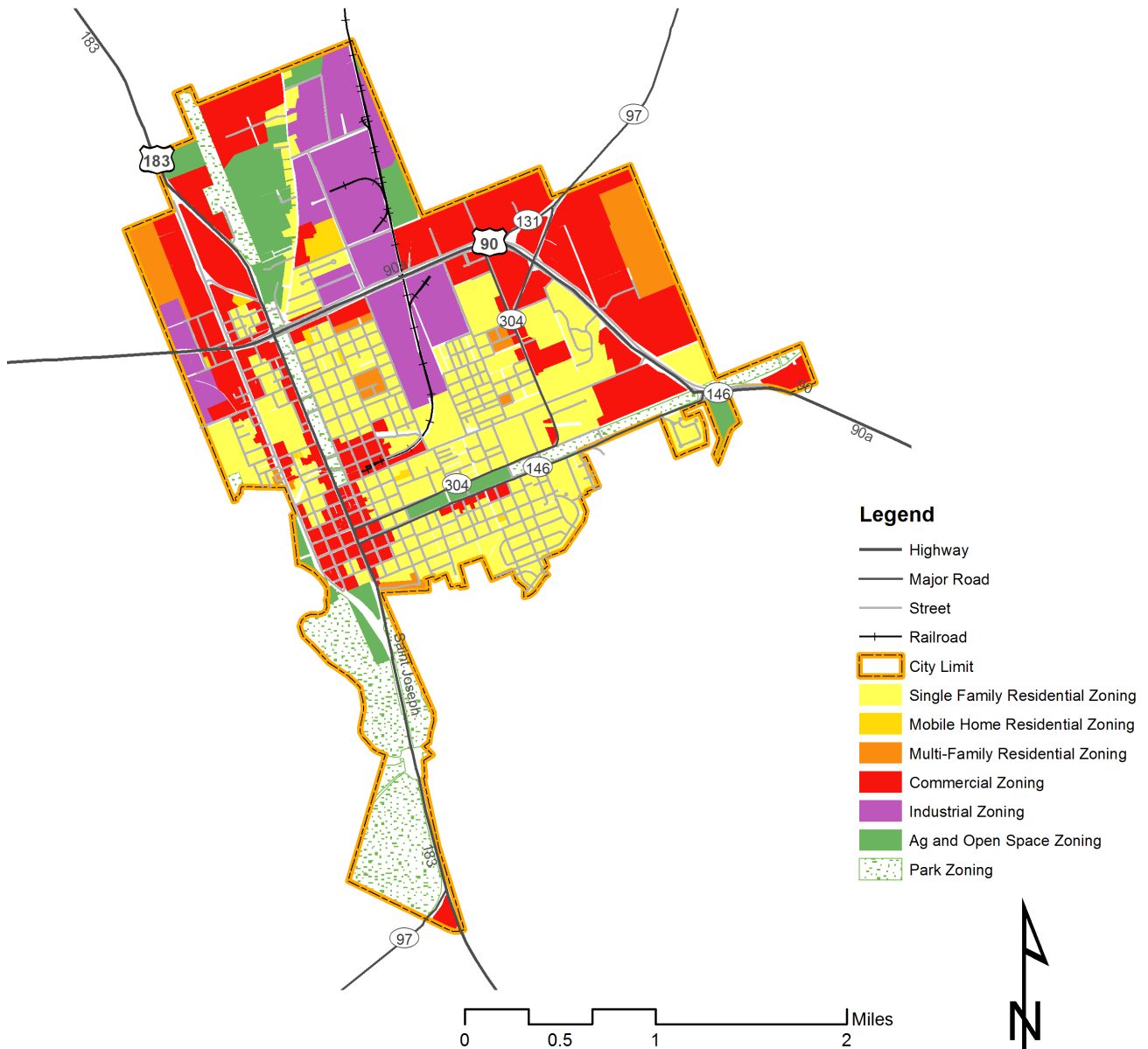
Table 2.8: Ag and Open Space Zoning – 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Agriculture Count	15	17.2%
Commercial Count	1	1.1%
Mobile Home Residential Count	1	1.1%
Other Count	1	1.1%
Park Count	2	2.3%
Public Count	12	13.8%
Semi-Public Count	5	5.7%
Single Family Residential Count	24	27.6%
Unimproved Count	26	29.9%
Total	87	100.0%

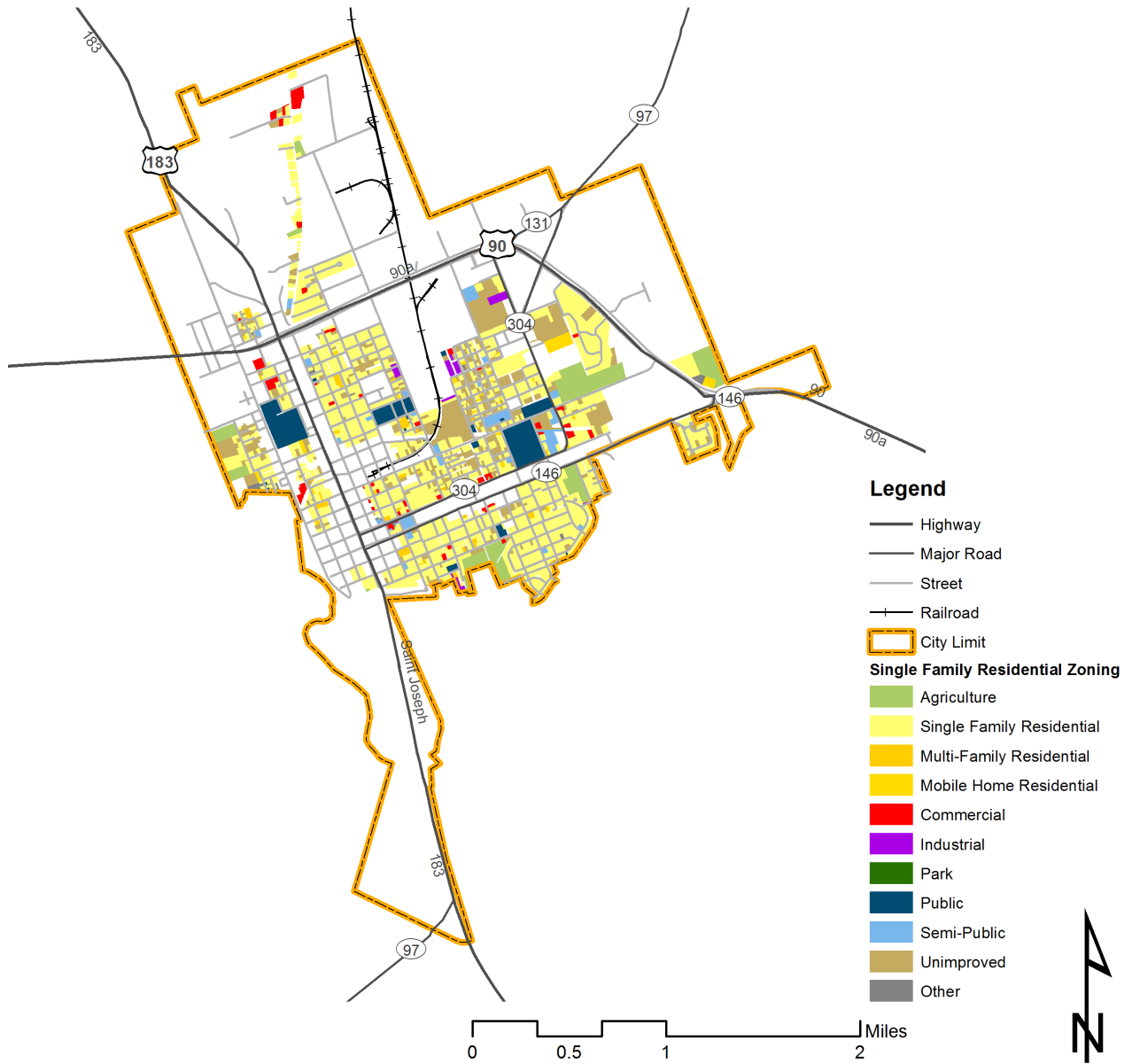
Table 2.9: Park Zoning - 2012 Land Use

2012 Land Use	# of Parcels By Land Use	Proportion of Zone
Agriculture Count	9	21.4%
Commercial Count	2	4.8%
Mobile Home Residential Count	2	4.8%
Other Count	2	4.8%
Park Count	8	19.0%
Public Count	14	33.3%
Semi-Public Count	1	2.4%
Single Family Residential Count	2	4.8%
Unimproved Count	2	4.8%
Total	42	100.0%

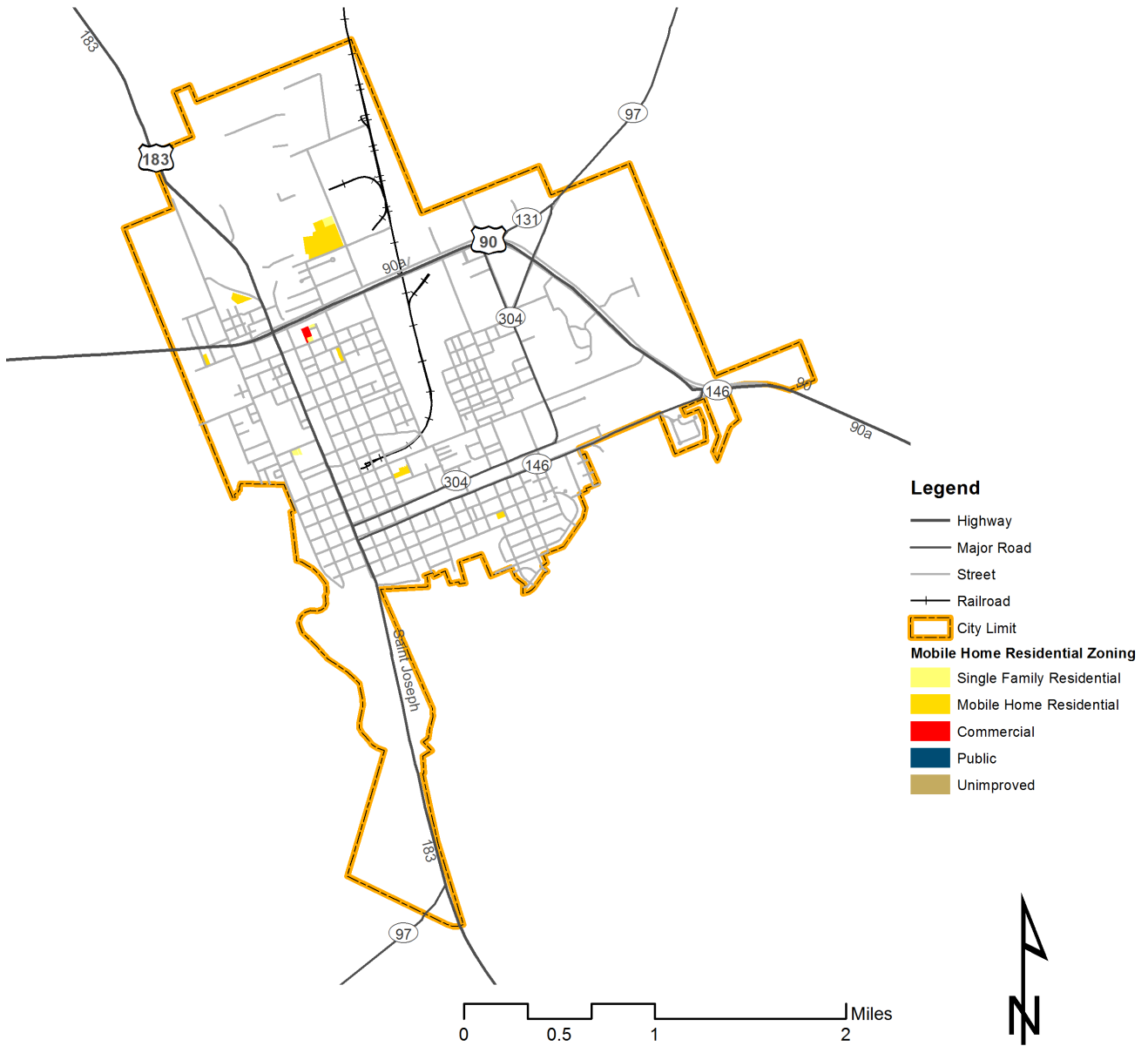
Map 2.3: 2012 Zoning



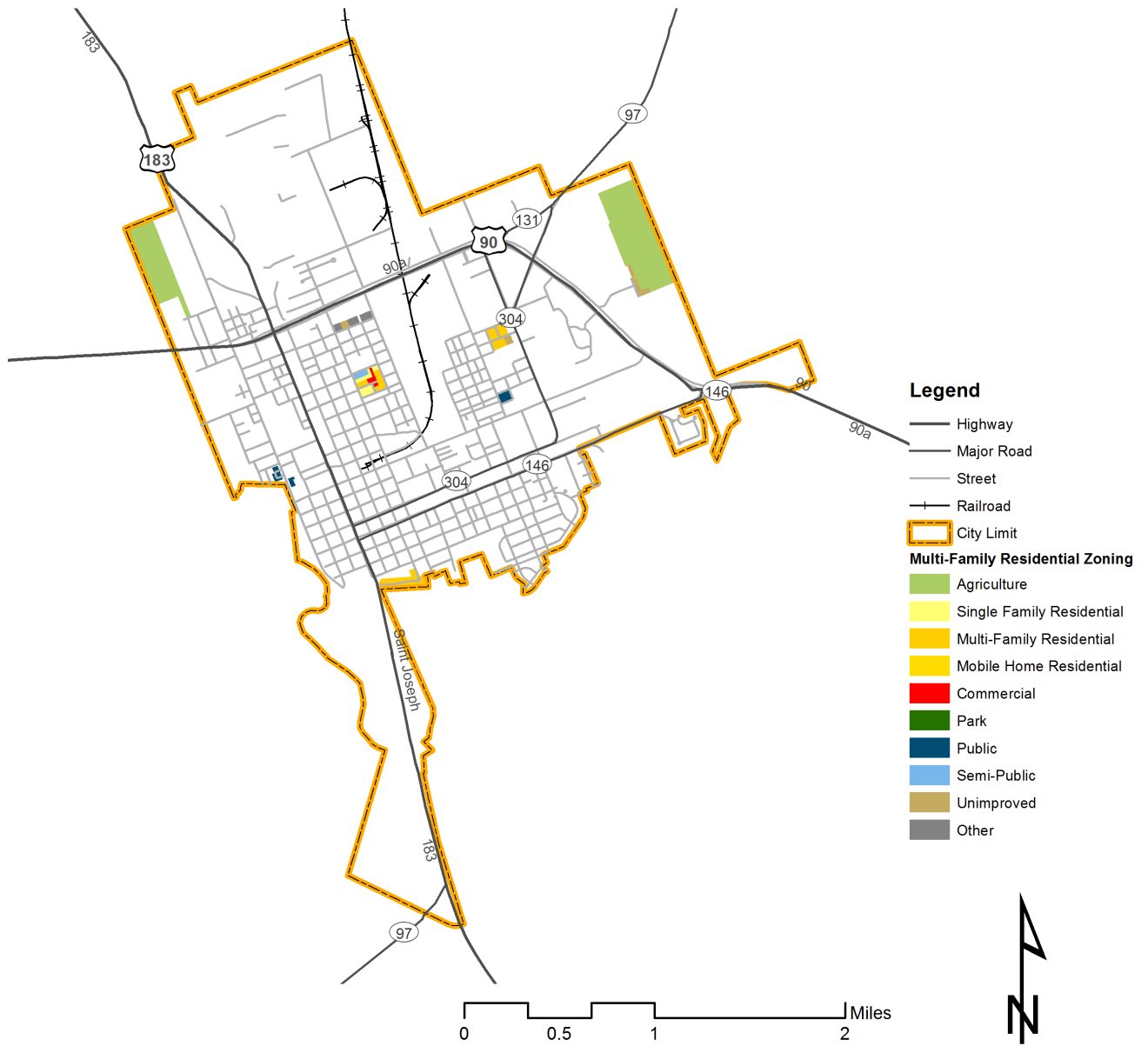
Map 2.4: 2012 Land Use Found in Single Family Residential Zoning



Map 2.5: 2012 Land Use Found in Mobile Home Residential Zoning



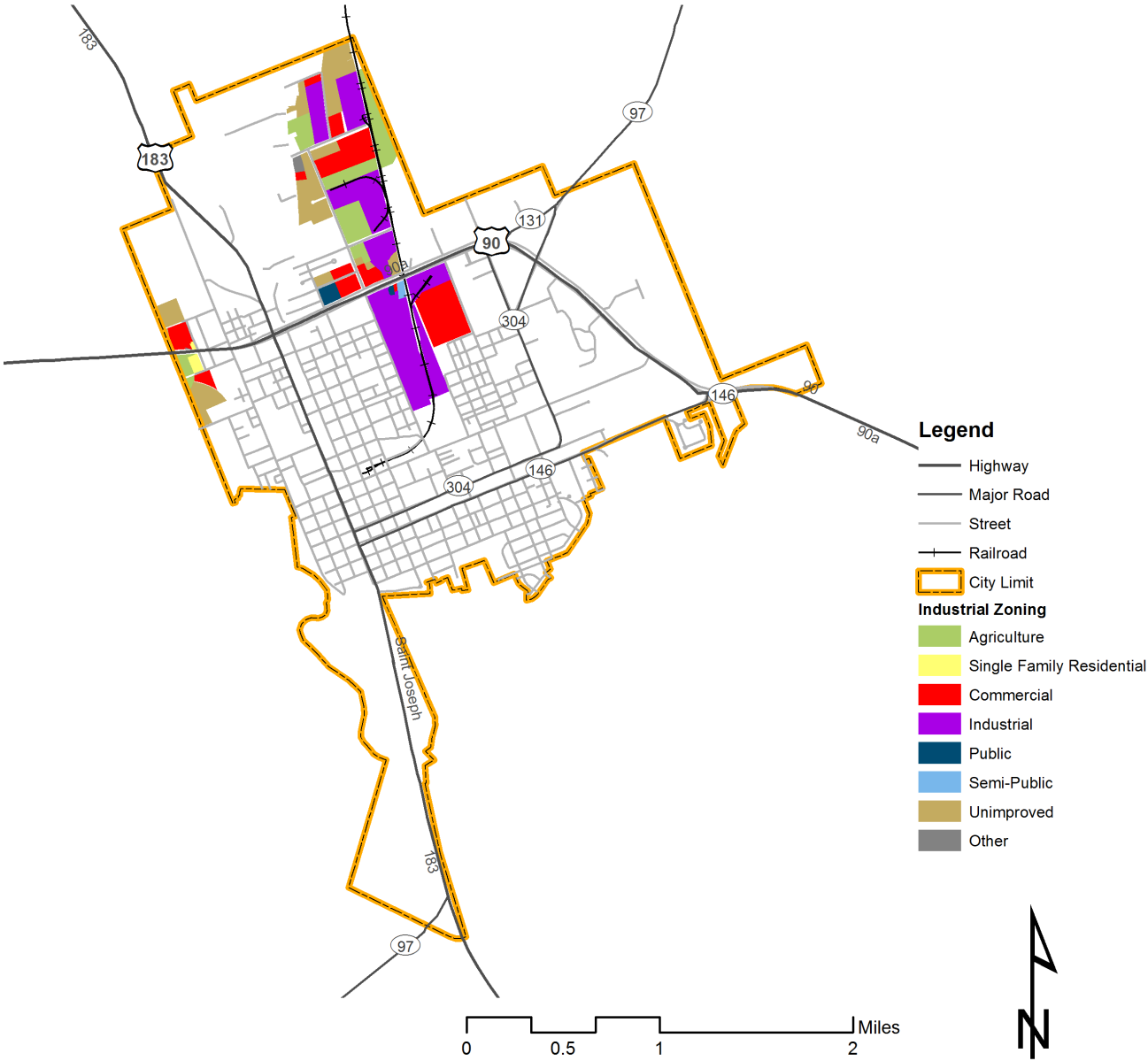
Map 2.6: 2012 Land Use Found in Multi-Family Residential Zoning



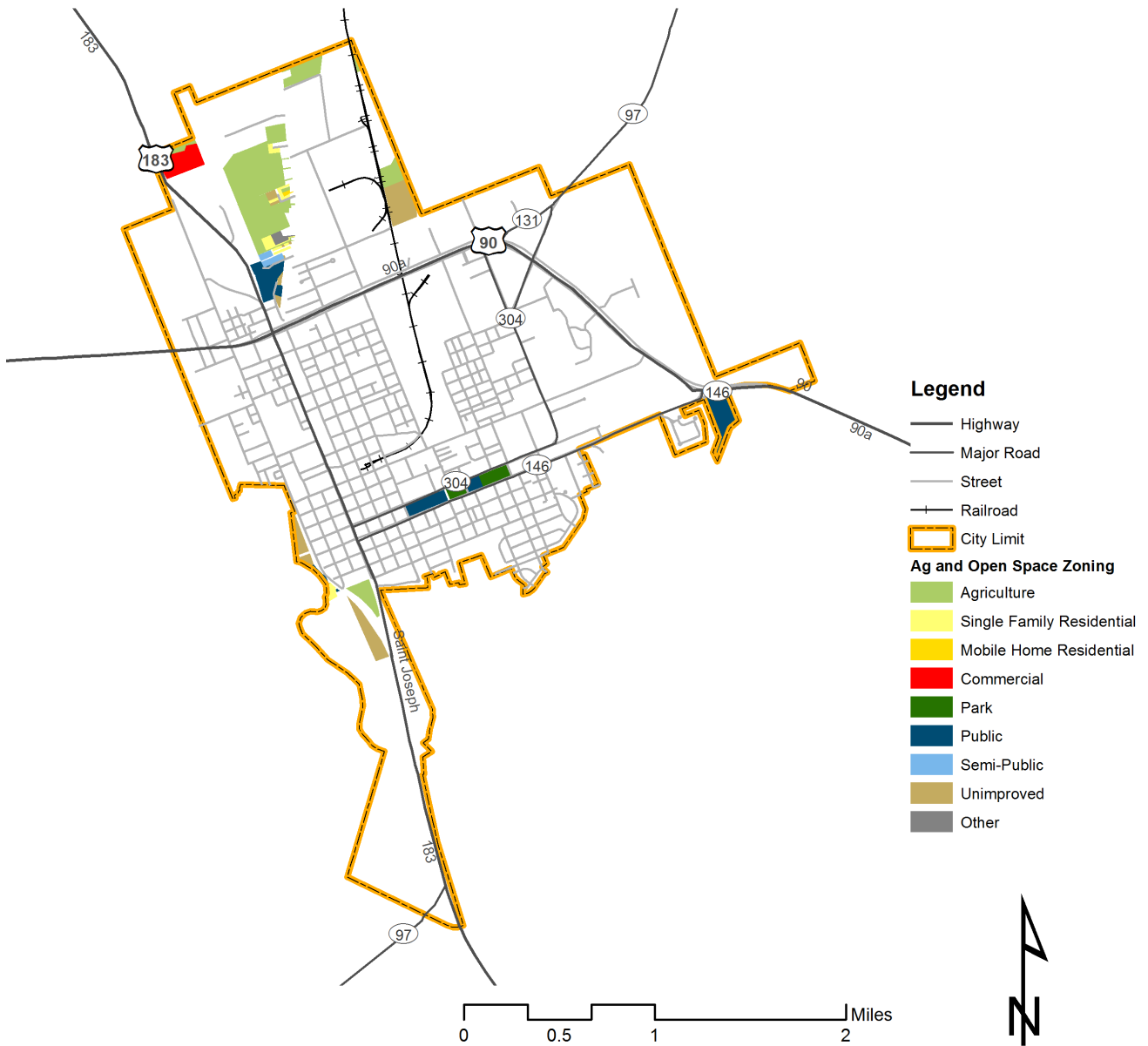
Map 2.7: 2012 Land Use Found in Commercial Zoning



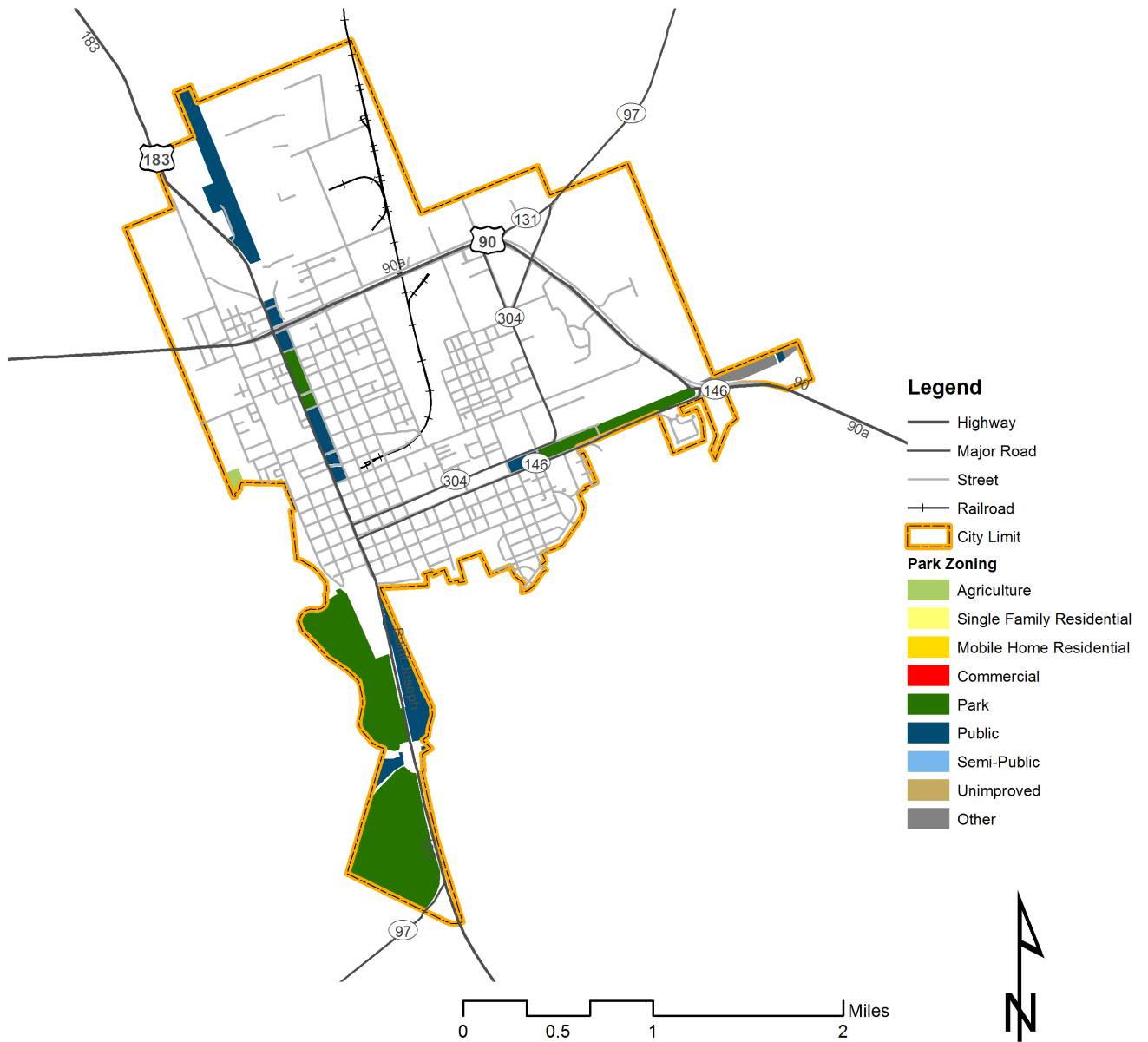
Map 2.8: 2012 Land Use Found in Industrial Zoning



Map 2.9: 2012 Land Use Found in Agriculture and Open Space Zoning



Map 2.10: 2012 Land Use Found in Park Zoning



SWOT Analysis

Strengths

- Historic downtown/Historic resources
- Parks
- Rodeo facilities
- Technical college
- Close to Austin and San Antonio
- Rail
- Oil
- Street right-of-ways are deeded to the city between 3 to 5 miles outside of the city limits.
- The city also controls the flood plain outside the city at its southwest corner.

Weaknesses

- Lack of code enforcement for the last 10 years has contributed to the dilapidation of some housing.
- Nonconforming uses
- There are vacant land parcels and buildings downtown.
- The industrial parks are at capacity.

Opportunities

- Mixed-use in downtown could be very useful, especially that which incorporates housing, with the increase in population due to fracking.
- More care in preserving the city's historic resources could help spur more tourism.
- Future annexation of land should allow for more zoning of Residential areas.

Threats

- Too much land is zoned commercial
- The unknowns of fracking
- Flooding

Conclusion

The city of Gonzales has much going for it but needs to address its lack of code enforcement, which has led to many dilapidated buildings throughout the city, nonconforming uses, and vacancy. With the influx of money that is expected from the oil boom, the city has a chance to address these problems and make a quality plan for a sustainable future.



Future Land Use and Annexation

Components of Future Land Use

Residential

In 2010, Gonzales' population totaled 7,237 residents and is expected to grow substantially over the next two decades. Future residential land use need to accommodate three growth scenarios was calculated using population forecasts reported in the 2012 State of the Community (SOC) Report (p. 10) in combination with approximate existing housing density (four housing units per acre) and is shown below in Tables 2.10-2.12.

Table 2.10: Medium Growth Scenario (Projected 2030 population: 7,969)

Medium Growth Scenario	Dwellings			Number of Dwellings in 2030 by Type			Required Acres for New Residential Land				
	Total Projected Population	Retained Units	New Units	Total Future Units	Single Family (50%)	Multi Family (25%)	Mobile/ Temporary (25%)	Single Family (4 units/acre)	Multi Family (10 units/acre)	Mobile/ Temporary (15 units/acre)	Total Acres for New Housing
7,696	2,794	407	3,201	1,601	800	800	400	80	53	534	586

Table 2.11: High Growth Scenario¹ (Projected 2030 population: 9,858)

High Growth Scenario	Dwellings			Number of Dwellings in 2030 by Type			Required Acres for New Residential Land				
	Total Projected Population	Retained Units	New Units	Total Future Units	Single Family (50%)	Multi Family (25%)	Mobile/ Temporary (25%)	Single Family (4 units/acre)	Multi Family (10 units/acre)	Mobile/ Temporary (15 units/acre)	Total Acres for New Housing
9,858	2,794	1,166	3,960	1,980	990	990	495	99	66	660	586

¹ Represented in Figure 1.8 of the 2012 SOC (p. 10) as High Growth 1

Table 2.12: Highest Growth Scenario² (Projected 2030 population: 13,197)

Highest Growth Scenario	Dwellings			Number of Dwellings in 2030 by Type			Required Acres for New Residential Land				
	Total Projected Population	Retained Units	New Units	Total Future Units	Single Family (50%)	Multi Family (25%)	Mobile/ Temporary (25%)	Single Family (4 units/acre)	Multi Family (10 units/acre)	Mobile/ Temporary (15 units/acre)	Total Acres for New Housing
13,197	2,794	2,508	5,302	2,651	1,325	1,325	663	133	88	884	586

Commercial

Gonzales is a stand-alone community, so residential growth and commercial growth should be mutual. With population projections forecasting a substantial increase in residents, the municipality should be willing to use incentives, rezoning, and overall quick response to commercial needs in order to attract commercial development. Although Gonzales has potential to concentrate commercial growth at arterial intersections and the downtown district, recent and upcoming development of two big-box stores at the intersection of Church St. and E. Sarah DeWitt Dr. indicates strong potential for strip development.

Industrial

Current industrial land use has reached its maximum capacity. The city’s industrial park is a segment of land stretching from Clay Street to the north edge of the city limits, at which additional area should be annexed for industrial park expansion, keeping land usage consistent. The location is accessible to the major roadways as well as the location of the city’s only rail line.

Parks and Open Space

Currently, 25% (1,221 acres) of the land within the city limits is zoned for park space, and eleven percent being used as such. Public services make up another land use within park-zoned land. Individual parks have the potential of becoming the backbone a connected trail system that is easily accessible to the entire city. Future annexed land that is located in the 100 year floodplain is encouraged to be utilized as park or open space to mitigate flooding and offer more outdoor recreational area for local residents and visitors.

² Represented in Figure 1.8 of the 2012 SOC (p. 10) as High Growth 2

Current Zoning and Implementation

Although Gonzales maintains an updated zoning map, the windshield survey conducted for the 2012 State of the Community Report identified many discrepancies between the current zoning and current land use maps (refer to pp. 28-37). Currently, 5 percent (248 acres) of land within the city is zoned as agriculture or unimproved in the current 2012 zoning map. This land area should be considered for future development to increase population and economic activity density, while lowering costs of providing municipal services to land already incorporated within the city.

Infill development of downtown district

By promoting mixed-use and form-based codes in the downtown district, the area can be aesthetically revitalized. Further, promoting new and diverse economic opportunities within vacant buildings located in the downtown district through means offered in the economic development section (refer to p. 59) will conserve green field sites for future use.

Redevelopment of old properties throughout the city

The facilities and houses built before 1970 pose special challenges to redevelopment. These structures usually contain aluminum wiring and copper piping that need replacing or updating. Typically, individual homeowners perform this replacement, but government grants and city tax incentives can also be used to help speed up the process.

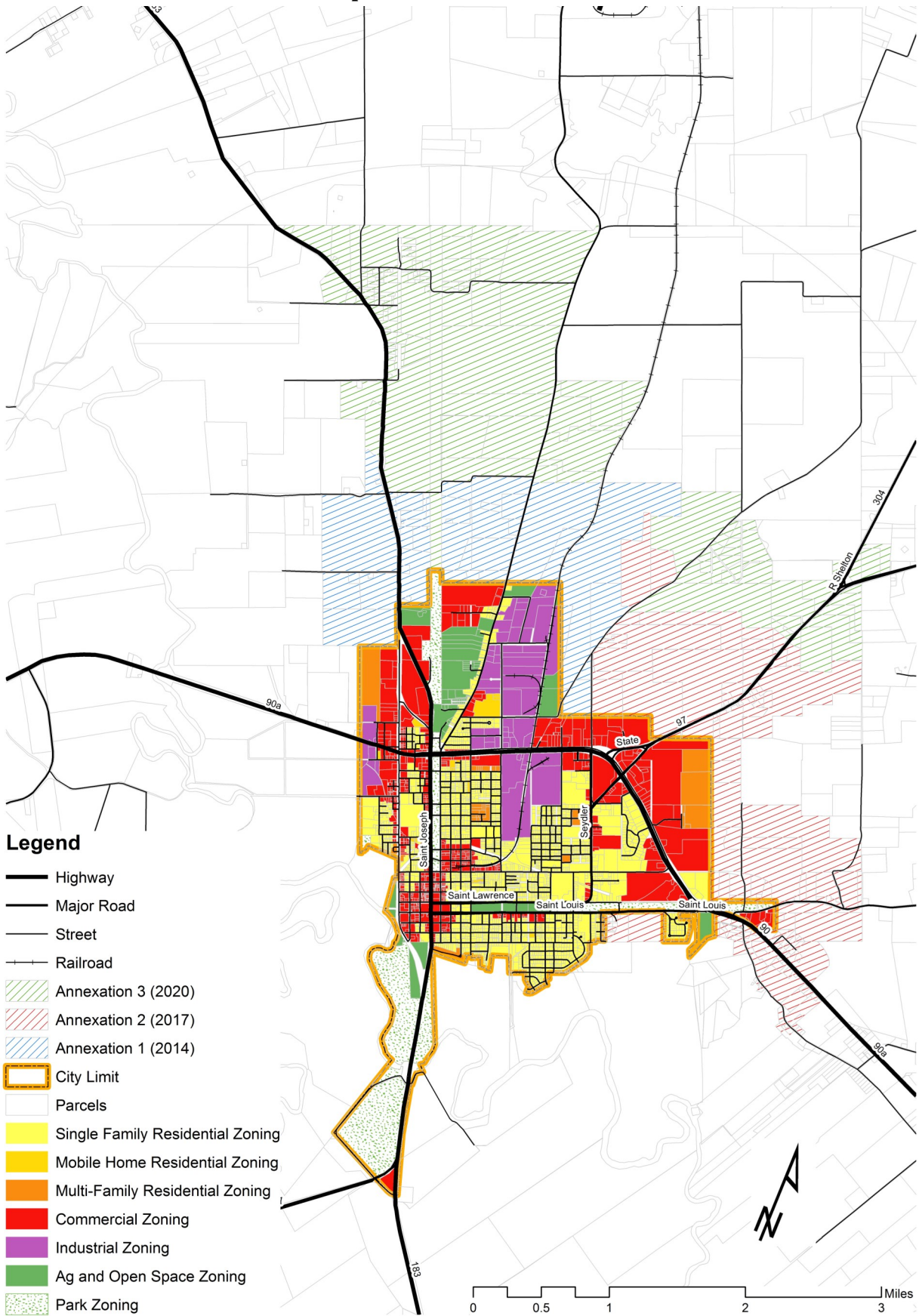
Code Enforcement

Throughout past years, code enforcement has posed a growing problem. An increasing number of both vacant and occupied buildings have slipped into disrepair. The City Manager's Office reintroduced code enforcement to the city beginning in 2012. This enforcement will help to ameliorate any health and life safety concerns (e.g., fire and emergency response) and general blight issues present in the current building stock.

Future Land Use Map

Map 2.11, Future land use, illustrates the possible future land use based on the above land use components and existing zoning with three proposed annexation periods (2014, 2017, 2020).

Map 2.11: Future land use



Land Use Goals, Objectives, and Policies

GOAL 2.1: Achieve an orderly pattern of development that responsibly accommodates anticipated growth within the city limits and extraterritorial jurisdiction.

OBJECTIVE 2.1.1: Develop a Capital Improvement Plan (CIP) to be updated annually as part of the city budget.

OBJECTIVE 2.1.2: Increase residential land use in the city.

POLICY 2.1.2.1: Allow mixed use development where it progresses the goals and objectives of this Comprehensive Plan.

POLICY 2.1.2.2: Encourage infill development through permitting accessory dwelling units (ADUs) and short-term housing.

POLICY 2.1.2.3: Maintain existing neighborhoods' prevailing pattern.

POLICY 2.1.2.4: Use annexation to create affordable new housing.

POLICY 2.1.2.5: Monitor the uses of developing land in relation to the existing land use ratio calculated on pg. 24 of the State of the Community report.

OBJECTIVE 2.1.3: Refrain from built development in the floodplain (also see 7.2.1.1).

POLICY 2.1.3.1: Comply with FEMA standards when issuing building permits within the floodplain.

OBJECTIVE 2.1.4: Increase land allocated to the JB Wells Park's recreational and special event facilities in order to host national-scale events by 2020 (also see 6.4.1.3).

GOAL 2.2: Development that is resilient to fluctuating market demands

OBJECTIVE 2.2.1: Maintain or improve the city image through logical and consistent zoning.

POLICY 2.2.1.1: Non-residential development design should be encouraged that can be readily adapted to respond to meet future market demands. New non-residential development that is designed solely for the operation of a particular non-residential use or business type should be discouraged.

POLICY 2.2.1.2: In areas such as major entry corridors and non-residential or mixed use centers, development and design regulations or guidelines should emphasize the form of development (in terms of mass, siting, height, setback and design) and provide flexibility for a range of potential current or future uses.

GOAL 2.3: Work within the physical constraints of the community so as to conserve and protect valued environmental and cultural resources in Gonzales, including the waterways, sensitive land habitats, and historic structures and districts.

OBJECTIVE 2.3.1: Encourage environmentally sound access to and use of the Guadalupe and San Marcos Rivers.

POLICY 2.3.1.1: Minimize development impacts along the river corridor by pursuing open space preservation and parkland acquisition of lands adjacent to it.

POLICY 2.3.1.2: Improve public access to the river through the expansion of existing, and where necessary, creation of trail networks, public piers and overlooks, and canoe access points.

OBJECTIVE 2.3.2: Ensure the integrity of Gonzales' historic downtown.

POLICY 2.3.2.1: Provide tax and other incentives for preservation or valued properties, uses and structure.

POLICY 2.3.2.2: Expand bicycle and pedestrian accessibility to, from, and within the Historic Downtown.

OBJECTIVE 2.3.3: Align future development with the physical aspects of the landscape, with respect to waterways, sensitive habitats, and historic structures and districts within the city, ETJ, and surrounding areas.

POLICY: 2.3.3.1: Work with regional agencies, such as the nearby Metropolitan Planning Organizations (MPOs), Golden Crescent Regional Planning Commission, and the Yoakum District of the Texas Department of Transportation (TxDOT), in planning for future development.

POLICY 2.3.3.2: Revise the zoning map to achieve this goal within the city.

GOAL 2.4: Create a land use plan consistent with the zoning ordinance map to reduce existing and prevent future nonconformities.

OBJECTIVE 2.4.1: Decrease nonconforming land uses by 50% by 2025

POLICY 2.4.1.1: Make available tax or other incentives for in-fill development and redevelopment of parcels that do not comply with the community's goals and objectives as stated in the Comprehensive Plan.

POLICY: 2.4.1.2: Where several nonconforming uses are present in a zone, consider options for rezoning, when in agreement with the goals and the objectives of this comprehensive plan.

ACTION STRATEGIES

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

- Develop a capital improvement plan (CIP) that is updated annually as part of the city's capital budget. A CIP is a critical implementation tool that can channel growth based on where and when investments in infrastructure are scheduled. The CIP should help a city plan for long-range needs, ensure projects aren't forgotten, guide development, improve coordination between departments and agencies, provide defensible rationale for projects, and coordinate development reviews with infrastructure.

PROGRAMS/FUNDING

- Brownfields Grants (EPA): Grants are available to help pay for area-wide brown fields planning, assessment, and cleanup. EPA encourages applicants to show how their projects will fit into their communities' master plans or development plans.

- Community Development Block Grant (HUD): Provides communities with resources to address a wide range of unique community development needs. The CDBG program provides annual grants on a formula basis to general units of local government and States.
- Congestion Mitigation & Air Quality Program (USDOT): Funds are awarded through States or MPOs in air quality nonattainment areas for projects that reduce transportation-related emissions, including transit, bicycle, and pedestrian facilities.
- Federal New Starts (FTA): Discretionary New Starts program is the Federal Government's primary financial resource for supporting locally planned, implemented, and operated transit "guideway" capital investments. From heavy to light rail, from commuter rail to BRT systems, the FTA's New Starts program has helped to make possible hundreds of new or extended transit fixed guideway systems across the country.
- FTA Livable Communities Initiative (USDOT): Uses sustainable design concepts such as TOD to strengthen linkages between transportation services and communities. Eligible recipients are transit operators, MPOs, city and county governments, States, planning agencies, and other public bodies with the authority to plan or construct transit projects. Nonprofit, community, and civic organizations are encouraged to participate in project planning and development as partners with eligible recipients.
- Sustainable Communities Initiative (HUD): Competitive grants in partnership with USDOT and EPA to stimulate integrated regional planning that guides State, metropolitan, and local decisions to link land use, transportation, and housing policy.
- Sustainable Communities Program (formerly Smart Growth Implementation Assistance) (EPA): Provides technical assistance to Tribal, State, regional, and local governments, in partnership with HUD and USDOT, for integrating smart growth.
- Transportation Infrastructure Finance and Innovation Act (USDOT): Provides Federal credit assistance in the form of direct loans, loan guarantees, and standby lines of credit to finance surface transportation projects of national and regional significance. TIFIA can help advance qualified, large-scale projects that otherwise might be delayed or deferred because of size, complexity, or uncertainty over the timing of revenues. TIFIA funding is available to State DOTs, transit operators, special transportation authorities, local governments, and private investors.

Annexation

As Gonzales' population expands over the coming decades, a strategic annexation plan can provide a future of controlled growth that increases revenue in an efficient manner.

What is Annexation?

To manage its growth and implement its comprehensive plan, a city may annex territory adjacent to its borders. In doing so, a city extends municipal services, regulations, voting privileges, and taxing authority over the areas within its new boundaries and enlarges its extraterritorial jurisdiction, which allows the city to regulate the subdivision of land over a larger area.

The Texas Local Government Code (LGC) grants home rule cities, such as Gonzales, the right to annex and mandates the requirements they must follow. Furthermore, Chapter 43, Subchapter C of the LGC requires that cities prepare an annexation plan and stipulates that property may only be annexed on the third anniversary of its inclusion in the plan, allowing property owners three years' notice of the city's intention to annex. Several exceptions to the inclusion in an annexation plan exist. One of the most common instances exempts annexations of land where residential dwellings are located on fewer than 100 separate tracts. The other most common one exempts properties where the owners petition to be annexed. If a city has no plans for annexation outside those areas that are exempt from the LGC's annexation plan requirements, its annexation plan may be a one-page statement adopted by the city council indicating this. However, if the city decides in the future to plan for annexation of land which does not qualify as exempt, the plan will need to be amended to include the proposed property to be annexed, and no annexation may take place until the third anniversary of the amendment.

The allowable maximum land area to be annexed per year is 10% of a city's current incorporated area. Any difference in area resulting from the city annexing less than the maximum area allowable may roll over to the next year, limited to two consecutive rollovers. Thus, the potential annexable area is capped at 30% of the city's current incorporated area if the city annexes land just one time at the end of a three-year period. Map 2.12, Existing land area, illustrates the present area within Gonzales' city boundaries, a total of 4,816 acres. An initial annexation of approximately 1,445 acres (30% of the current land area) is suggested in Map 2.13 Potential annexation priorities and phasing. Table 2.13, Proposed schedule of annexation areas, depicts the acreage allowable for annexation if carried out every three years, for the city's first three annexations.

Map 2.12: Existing land area

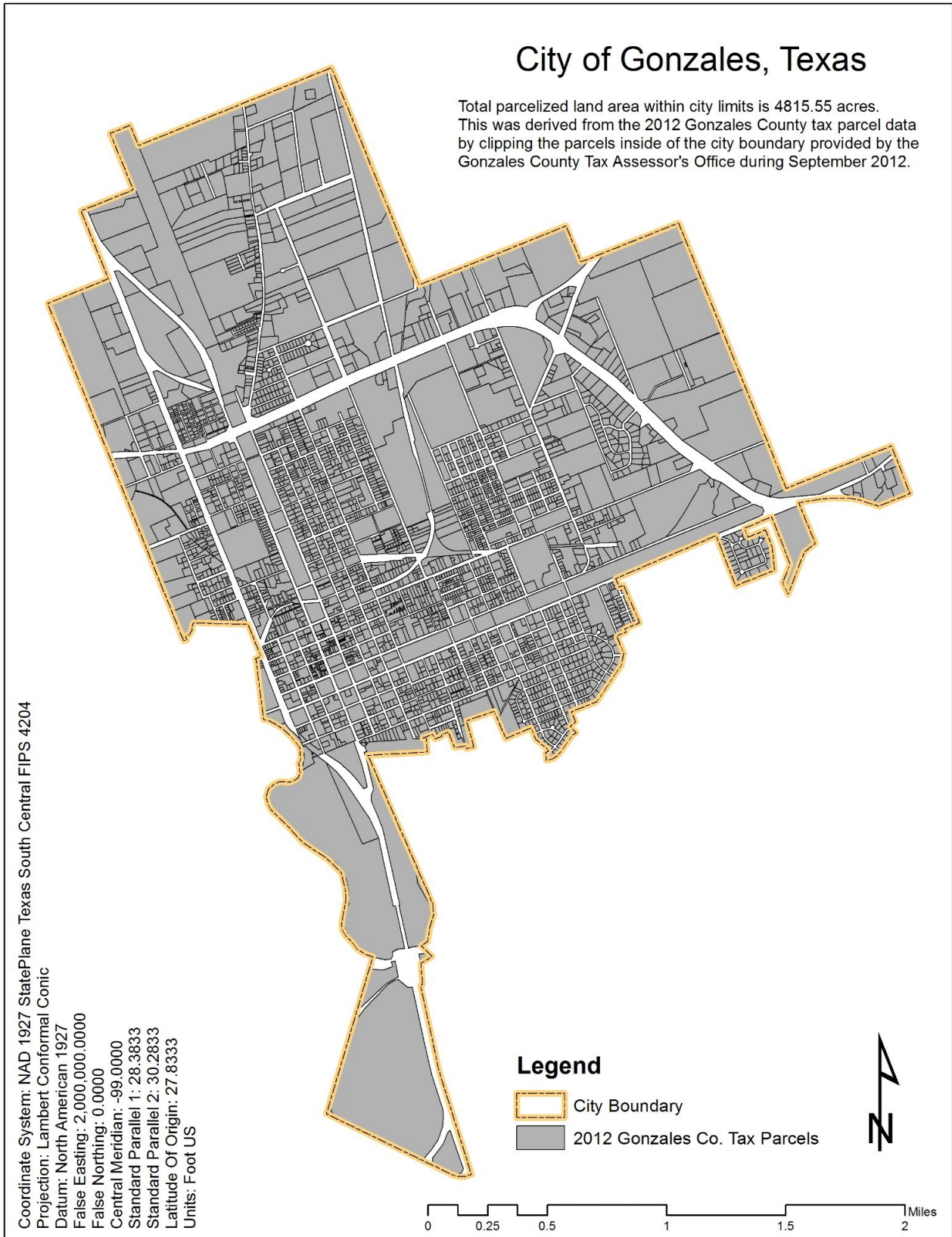


Table 2.13: Proposed schedule of annexation areas

Annexation Year	Existing land area (acres)	Percentage	Annexed land area (acres)	New land area (acres)
2013	4,816	n/a	n/a	n/a
2014	4,816	30%	1,445	6,261
2017	6,261	30%	1,878	8,139
2020	8,139	30%	2,442	10,581

Future Annexation Policy

The city of Gonzales has complied with chapter 43 of the Texas Local Government Code and adopted a municipal annexation plan (Resolution No. 2012-32) that states its intent to annex no land that is not exempt from Section 43.052 of the LGC. To plan for future growth and successfully implement this comprehensive plan, annexation planning should be undertaken in greater detail. When planning, consider:

- *Geography of development:* Areas contiguous with existing development within the current city limits contribute to orderly growth progression.
- *Existing utilities:* If municipal utilities have already been extended into or near the area, providing services is more feasible.
- *Existing development pattern:* Areas may be currently vacant, already developed at a rural or suburban intensity, or, because of prior platting and land planning, destined for a particular pattern of development, and such existing or planned development will affect community appearance upon annexation.
- *Environmental constraints:* Floodplains, slope, brownfields, and other factors constrain development potential.
- *Transportation needs:* If the area covers current or future key transportation corridors, land use management along such corridors is imperative for long-term traffic flow and safety.
- *Potential:* Areas may have long-term potential - such as proper siting to act as a future gateway into the city; the ability to protect a water supply, airport or other key asset; or that they are attractive to other jurisdictions for potential annexation - that prioritize their annexation in the short-term.

Table 2.14: Annexation considerations

Reasons for Annexation	1	2	3	4	5	6	7	8
Immediate	X	X	X	X	X	X	X	X
Medium-term	X		X	X	X	X	X	X
Long-term	X		X	X	X	X	X	X

- 1.Provides control of gateway frontage
- 2.Provides moderate to significant revenue (property and/or sales tax)
- 3.Provides undeveloped or underdeveloped areas for future growth
- 4.Qualifies for exemption from requirement for a three-year notice within annexation plan
- 5.Area adjacent to the city on two or more sides
- 6.Preserves existing character
- 7.Protects part or all of area from future development
- 8.Right-of-way platted for the original Town of Gonzales

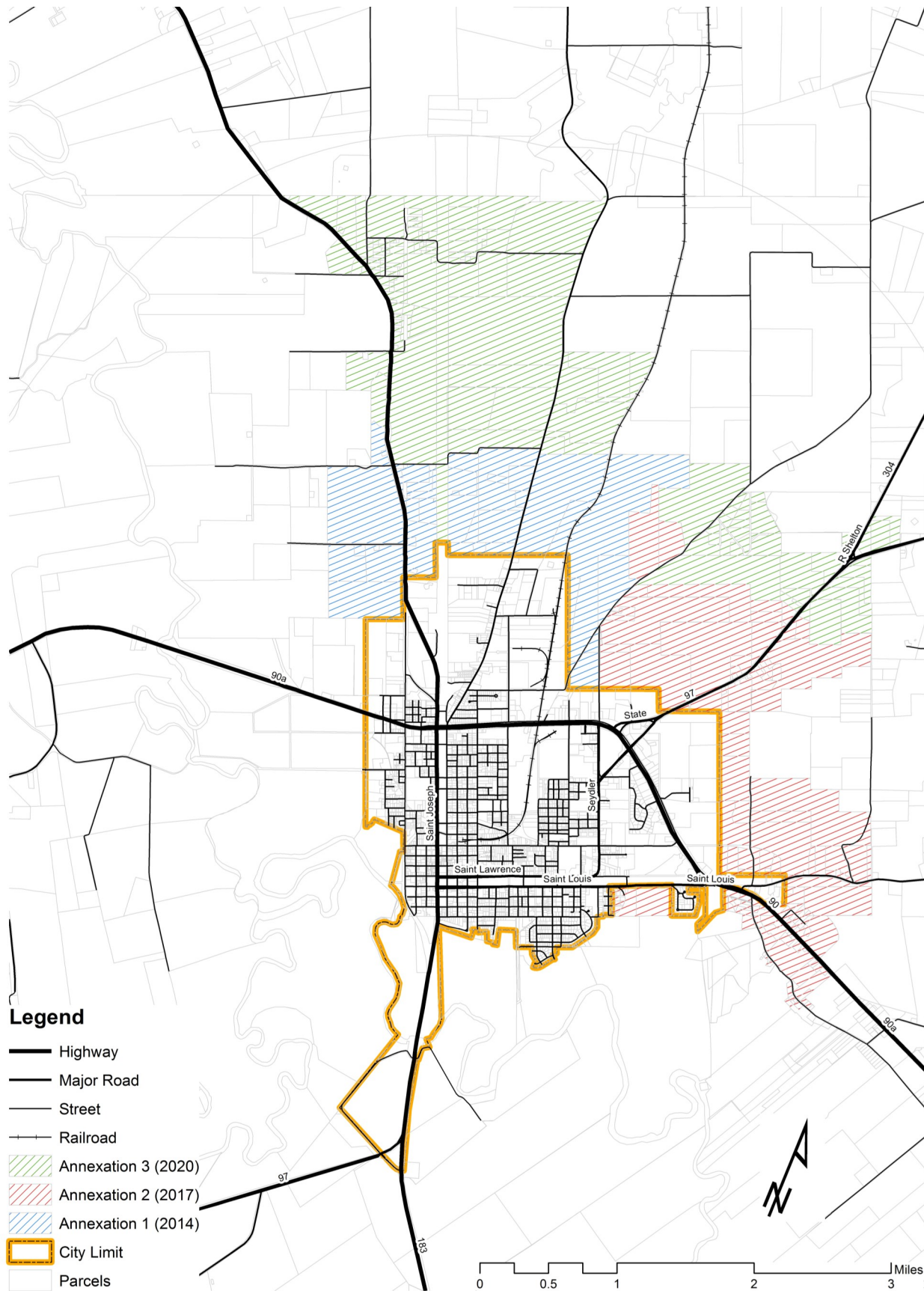
Displayed in Map 2.13, Potential annexation priorities and phasing, are candidate annexation areas within the Gonzales extraterritorial jurisdiction for several timeframes: Immediate (0-3 years), Near Term (3 years), and Longer Term (9+ years). Table 2.14, Annexation considerations, provides reasons for considering annexation of the various areas.

Adapted from:

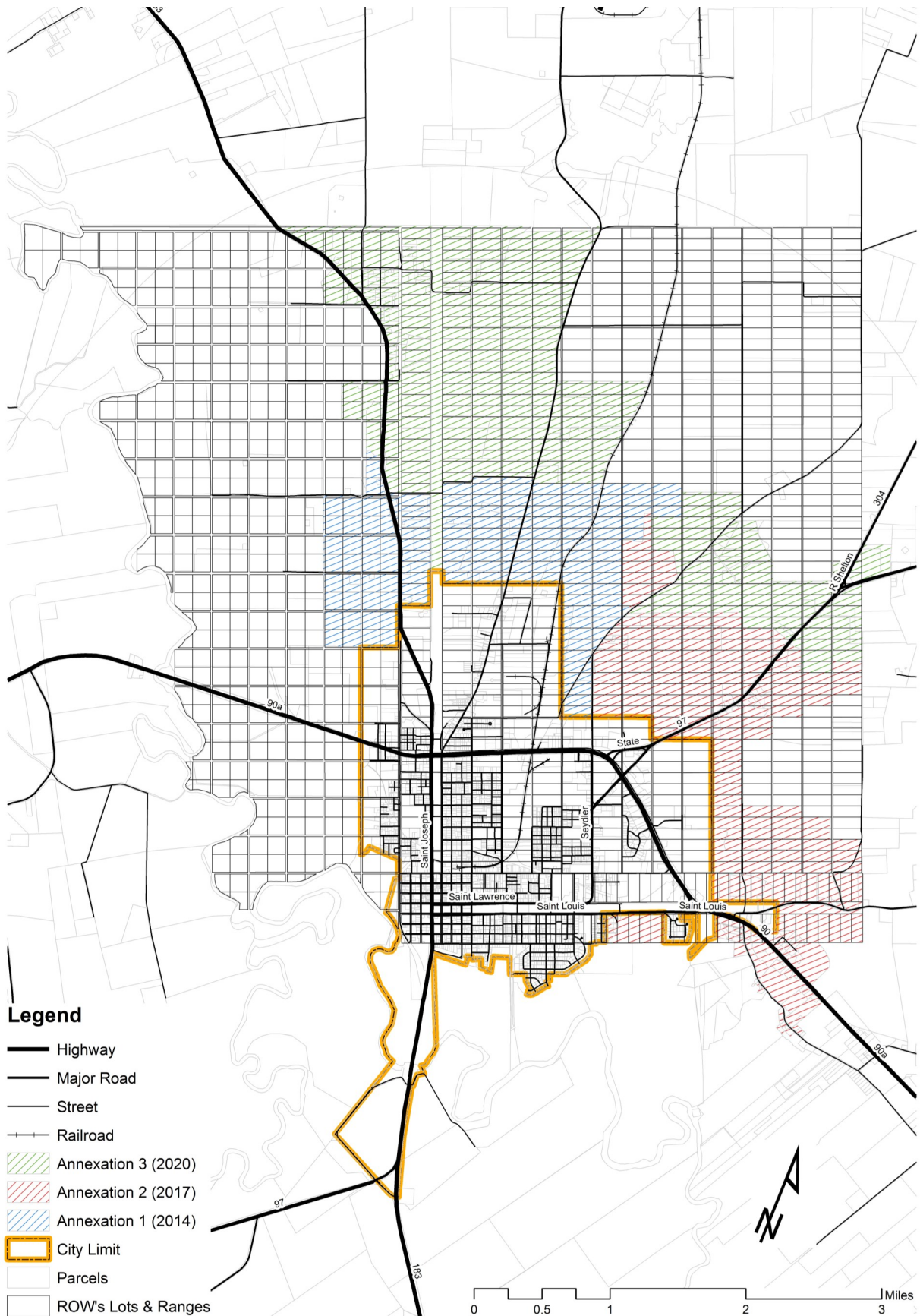
City of College Station (2009). Comprehensive Plan 2009-2030.

Houston, S. (2012). *Municipal Annexation in Texas*.

Map 2.13: Potential annexation priorities and phasing



Map 2.14: Potential annexation priorities and phasing with original Town of Gonzales lots



Annexation Goal, Objectives, and Policies

GOAL 2.5: Plan and effectively manage long-term population and development in a forward-looking and fiscally responsible manner while balancing the needs of current residents and existing infrastructure investments.

OBJECTIVE 2.5.1: The city should develop and adopt an annexation plan, in accordance with the provisions of State law, to provide direction for future consideration of annexations, whether initiated by the City or by property owners.

POLICY 2.5.1.1: The city of Gonzales will focus its annexation strategy toward growth areas with increasing development density at the fringe of the current urbanized area to extend municipal services and manage development quality.

POLICY 2.5.1.2: Plan future development areas in the city and its ETJ that will accommodate the population projected by 2030.

OBJECTIVE 2.5.2: Maintain a three-year annexation plan and conduct associated service planning for gradual expansion of the corporate limits and extension of municipal facilities and services where determined feasible and beneficial to the city. Revise the annexation plan as needed.

POLICY 2.5.2.1: Wherever possible in annexation, consider existing right-of-way owned by the city according to the original Town of Gonzales plats. Refer to Map 2.14.

OBJECTIVE 2.5.3: Use fiscal impact analysis techniques to assess the projected costs of providing municipal services and weigh them against the anticipated revenues of each annexation proposal, whether initiated by the city or a property owner. Fiscal impacts will be assessed on a multi-year time frame, recognizing that first-year costs may exceed revenues because of up-front service extension costs and capital expenditures as well as the lag time before initial collection of taxes and fees. Intangible benefits of proposed annexations will also be evaluated.

OBJECTIVE 2.5.4: Involve other government entities in the development of the annexation

plan so to coordinate development efforts in a socially, economically, and environmentally sensitive manner.

ACTION STRATEGIES

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

- Take the following steps toward creating an annexation plan:
 - Examine the legal aspects of annexation with the city attorney
 - Obtain public input through town hall meetings
 - Hold a workshop(s) for council and staff
 - Determine which direction(s) to pursue annexing
 - Write the annexation plan
 - Present the plan
 - Obtain approval of the plan

Medium to long term (actions to take place over several years)

- Continue to review the annexation plan and revise as needed.

Table 2.15: Land Use and annexation 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
2.1.1	Develop Capital Improvement Plan (CIP)	Staff, City Council, experts, citizens	Short Term: 1 year	General fund, General obligation bond	N/A		X			X
2.1.2	Increase residential land use	Staff	Long range: 10-20	N/A	Developers			X	X	
2.1.3	Refrain from built development in the floodplain	Staff	Long range: 10-20 years	N/A	N/A		X	X	X	
2.1.4	Increase land allocated to JB Wells Park	Staff	Short Term: 1 year	General fund, bonds	Grants, donations, sponsorships				X	
2.2.1	Maintain or improve city image through zoning	Staff	Long range: 10-20	N/A	N/A			X		
2.3.1	Encourage environmentally sound access to and use of Guadalupe and San Marcos Rivers	Staff	Mid to long range: 3-20 years	General fund	State and federal environmental and transportation grants					X

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act			Guidelines, Standards, or Monitoring		Developmental Incentives		Ongoing Public Education & Outreach
						Study or Plan	Study or Plan	Study or Plan	Study or Plan	Study or Plan	Study or Plan	Study or Plan	
2.3.2	Ensure integrity of the historic downtown	Staff	Short term: 1 year	N/A	N/A				X		X	X	
2.3.3	Align future development with physical aspects of landscape	Staff	Mid to Long range: 3-20 years	N/A	N/A		X						
2.4.1	Decrease nonconforming land uses by 50% by 2025	Staff	Long range: 10-20	N/A	N/A			X		X		X	
2.5.1	Create a plan for annexation	Staff, city attorney, other government agencies	Short Term: 1 year	N/A	N/A			X				X	
2.5.2	Review the annexation plan and revise, as needed	Staff, city attorney	Mid to long-range: 3-20 years	N/A	N/A			X	X				
2.5.3	Conduct fiscal impact analysis for areas considered for annexation	Staff, consultant	Mid to long-range: 3-20 years	General fund	N/A			X					



Economy

Introduction

Before a community can intelligently develop strategies for economic development, it should understand the nature of the local economy and the area's strengths and weaknesses as a location for economic activity. Analysis, therefore, is an essential element of the strategic planning process. It provides a factual basis for economic development goal setting and strategy development.

This economic analysis examines economic performance and condition in terms of five indicators---employment, unemployment, income, earnings, and tax.

1990 or 2000 are used as base years depending on the data released by the Bureau of Economic Analysis, and year 2010 is used as the launch year from which future target year performances are projected. Plans for economic development should be based on analysis of these base and launch years.

In order to identify what is special about the local economy, the state of Texas is used for a comparison area. Because of data limitation at the city scale, sometimes Gonzales County data is substituted to represent the city of Gonzales.

The analysis addresses critical questions like:

- What is the current condition of the local economy?
- Compared to the state of Texas, how has the local economy been performing? Has economic performance strengthened or slackened over time?
- What is the underlying structure of the local economy? Which industries account for the area's economic performance and condition?
- Which local factors or resources appear to be in the strongest competitive position? Which are the weakest?
- What local factors or resources appear to be supporting competitive advantage in an industry? What factors may be inhibiting it?
- How are larger trends affecting the area's locational assets or liabilities?

The information resulting from this type of analysis can be used to identify steps that a community might take to maximize strengths or minimize weaknesses in order to enhance prospects

for economic growth.

The purpose of this analysis is not to reveal the ultimate “fix” for the local economy but to support rational and informed discussion about economic problems and possible solutions in order to reach consensus on preferred policy options.¹

General Employment Conditions

Table 3.1

	Gonzales County	Texas
Total growth rate	12.1%	54.6%
Compound annual growth rate	0.57%	2.20%

Source: U.S. Bureau of Economic Analysis

Employment levels are indicative of the local economy’s ability to retain and create jobs. Over the entire period from 1990-2010, employment in Gonzales County increased by only 12.1%, substantially lagging behind employment growth in the state. Similarly, annual growth rate lagged as well.

The Figure 3.1 and Figure 3.2 below show that this time period can be divided into two phases, with roughly 2008 as a watershed. From 1990 to 2007, continuous employment growth was seen in both Gonzales County and the state, but Texas experienced a much sharper upturn than Gonzales County. Employment growth stagnated since the global financial crisis, but Texas as a whole was not too affected in terms of employment; no considerable employment decline occurred since the crisis.

Figure 3.1

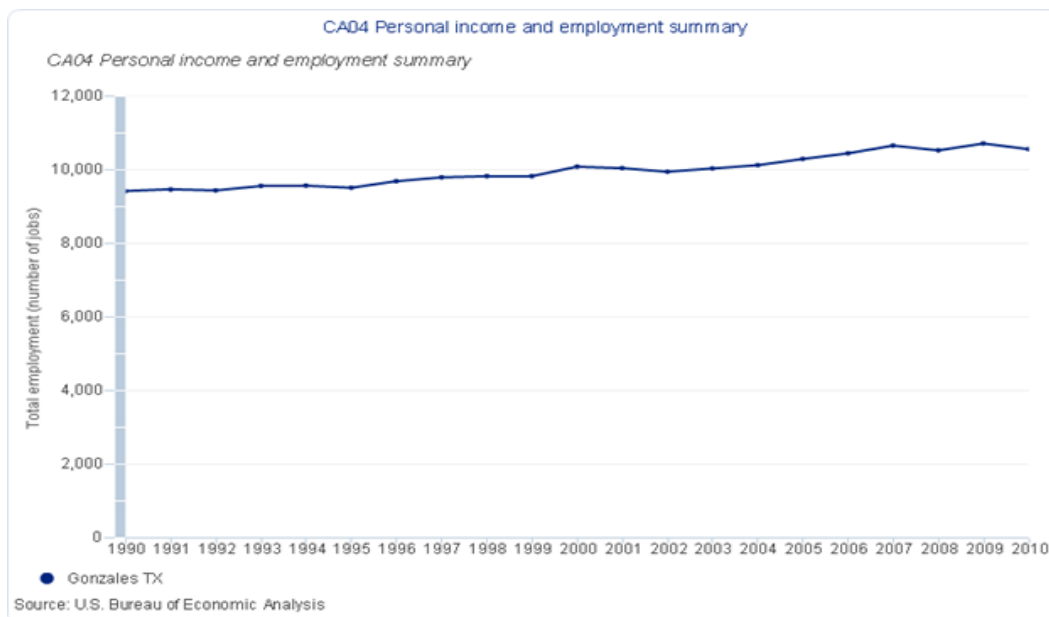
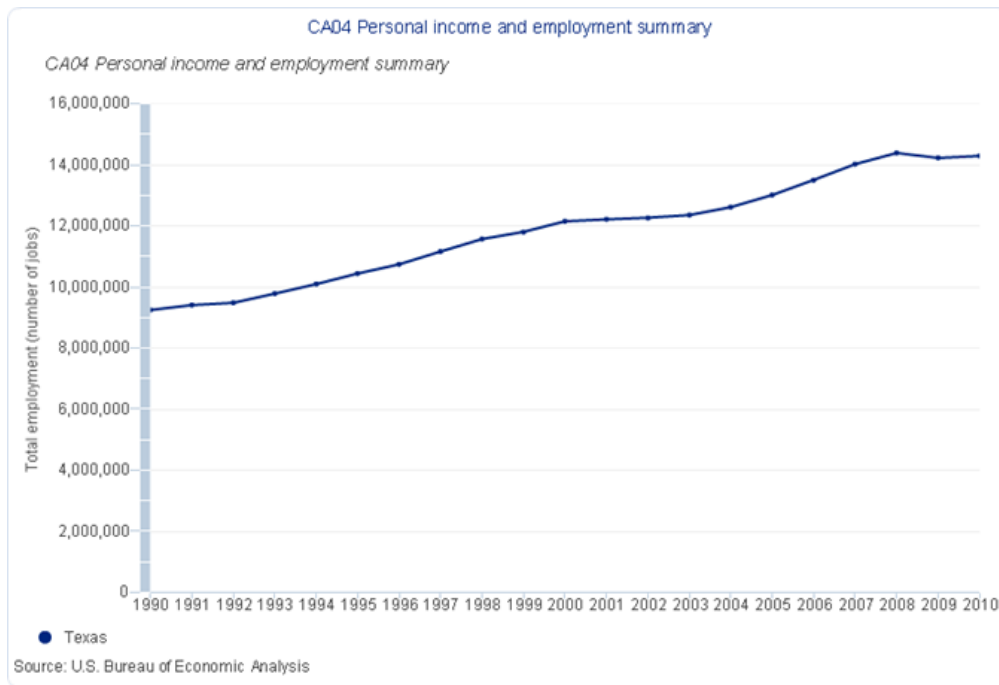


Figure 3.2



The figures do indicate that Gonzales County was affected earlier than the state by the financial crisis, however. Employment growth stagnated since 2007, and the considerable decline of 50 jobs and 46 jobs in Retail Trade and Real Estate and Rental and Leasing, respectively, in 2007 is likely attributable to the financial downturn.

Local Basic and Non-Basic Industry Analysis

The location quotient is a ratio that compares the percentage of employment locally to the percentage of employment in that industry in a reference (state or national) economy. It is calculated as follows:

$$LQ_i = (e_i/e)/(E_i/E)$$

Where: e_i = local employment in industry i

E = total local employment

E_i = state employment in industry i

E = state total employment

The location quotient (LQ) method divides industry sectors into basics and non-basics. Basic industries in a community are those industries that produce more goods and services than what can be consumed locally, exporting the excess and bringing income into the local economy. Non-basic

Table 3.2

Gonzales County Industry Location Quotient	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Farm employment	11.72	11.66	11.42	11.36	11.51	11.46	11.61	12.06	11.92	12.00
Nonfarm employment	0.73	0.76	0.77	0.79	0.79	0.81	0.80	0.79	0.79	0.79
Private nonfarm employment	0.69	0.71	0.73	0.75	0.75	0.77	0.76	0.76	0.75	0.76
Agriculture, forestry, fishing and hunting	5.09	5.09	23.63	5.06	5.05	5.48	5.61	5.72	24.30	23.08
Mining, quarrying, and oil and gas extraction	1.21	1.32	0.85	1.38	1.36	1.27	1.19	1.19	0.60	0.56
Utilities	(D)	3.89	4.13	3.93	4.08	4.34	4.46	4.40	4.34	4.36
Construction	0.53	0.52	0.50	0.52	0.53	0.49	0.51	0.50	0.52	0.53
Manufacturing	0.92	1.00	1.10	1.17	1.25	1.40	1.39	1.50	1.68	1.77
Wholesale trade	0.95	1.06	1.19	1.28	1.23	1.15	1.07	1.13	1.12	1.07
Retail trade	0.84	0.90	0.93	0.88	0.87	0.91	0.90	0.89	0.84	0.86
Transportation and warehousing	(D)	0.20	0.22	0.21	0.16	0.26	0.19	0.13	0.13	0.13
Information	0.29	0.27	0.28	0.30	0.30	0.30	0.32	0.35	0.33	0.33
Finance and insurance	0.59	0.66	0.67	0.71	0.72	0.72	0.74	0.66	0.69	0.70
Real estate and rental and leasing	0.44	0.46	0.39	0.41	0.41	0.48	0.50	0.40	0.44	0.45
Professional, scientific, and technical services	0.44	0.17	0.20	0.49	0.43	0.43	0.43	0.45	0.45	0.47
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Administrative and waste management services	0.21	0.12	0.11	0.29	0.28	0.35	0.39	0.37	0.34	0.30
Educational services	(D)	3.47	4.01	0.40	0.38	0.38	3.48	3.27	2.82	3.09
Health care and social assistance	(D)	0.92	0.94	0.61	0.65	0.70	0.81	0.72	0.70	0.67
Arts, entertainment, and recreation	(D)	0.21	0.23	0.28	0.27	0.28	0.27	0.24	0.28	0.22
Accommodation and food services	(D)	0.27	0.32	0.34	0.39	0.39	0.49	0.36	0.48	0.44
Other services, except public administration	1.12	1.17	1.17	1.22	1.18	1.15	1.13	1.16	1.12	1.15
Government and government enterprises	0.97	1.00	1.00	1.01	1.02	1.02	1.03	1.03	1.02	1.02

Footnotes: Industries are classified by North American Industry Classification System (NAICS). (D) Unable to calculate due to limited data. Highlighted figure was calculated based on data from OnTheMap.

industries produce goods and services for primarily local consumption. Though, sometimes non-basic industries do not meet local demand which leads to importing such goods and services. An LQ > 1 indicates a basic industry; An LQ > 1.25, especially, indicates that the industry is a potential exporter. Local industry location quotients from 2001 to 2010 are calculated in the Table 3.1.

On the whole, Gonzales can be regarded as a farm-based economy. The percentage of farm employment locally is much higher than the percentage in the state of Texas as a whole as is the percentage of Agriculture, Forestry, Fishing and Hunting of nonfarm employment. These are definitely local basic industries.

Other basic industries are Mining, Quarrying, and Oil and Gas extraction, Utilities, Manufacturing, Wholesale Trade, Educational Services, Other Service, except Public Administration, as well as Government and Government Enterprises. There are some statistics worth noting here:

- First, in the planning public meeting held on September 21, 2012, several local representatives voiced their concern over how long the oil economy will last. The table above shows the LQ of the mining industry has been decreasing since 2005. Local residents realize that the city's economy relies heavily on oil production, and are looking to diversify it.
- Secondly, the manufacturing industry LQ had been increasing remarkably and continuously from 2001 to 2010, even through the 2008 global financial crisis. This industry is an absolute asset of the local economy and needs to be focused on in future economic development plans to keep this strength as a local income generator. Further analysis of the manufacturing industry will be presented in later sections.

Conversely, when the $LQ < 0.75$, meaning the local demand for a specific product is not being met within the trade area and that consumers are going elsewhere to shop, there is business leakage. Such industries include Construction, Transportation and Warehousing, Information, Finance and Insurance, Real Estate and Rental and Leasing, Professional, Scientific, and Technical Services, Administrative and Waste Management Services, Health Care and Social Assistance, Arts, Entertainment, and Recreation, and Accommodation and Food Services. The city needs to develop these leakage industries. Solutions may include but are not limited to: marketing these industries to the public for potential local entrepreneurship, providing economic incentives for creating these industries, or communicating with franchisees to setup a store in the city.

Shift-Share Analysis for Local Industries

The shift-share analysis partitions local employment into three components:

State share (SS) reflects trends in the larger economy of which the area is a part; it measures how many jobs would have been created if the local industry had grown at the same rate as the whole state's economy. It is calculated as follows:

$$SS_i = e_i^{2001}((E^{2010}/E^{2001})-1)$$

Industrial Mix (IM) reflects industry-specific factors; it is a measure of the difference between the growth rate for an industry across the state and the state's overall growth rate. It is calculated as follows:

$$IM_i = e_i^{2001} \left(\frac{E_i^{2010}}{E_i^{2001}} - \frac{E^{2010}}{E^{2001}} \right)$$

Local factors (LF) reflects local influences on industry performance; it measures how many jobs would have been gained/lost if local employment in an industry had changed at the same rate as employment in the industry statewide. It is calculated as follows:

$$LF_i = e_i^{2001} \left(\frac{e_i^{2010}}{e_i^{2001}} - \frac{E_i^{2010}}{E_i^{2001}} \right)$$

Where: e_i = local employment in industry i

E_i = state employment in industry i

E = state total employment

SS plus IM plus LF equal the change in local employment. Calculating percentages for each of these components leads to a better understanding of what proportion of jobs is attributable to each component². Local employment changes from 2002 to 2010 measured via shift-share are calculated in Table 3.2.

On the whole, nonfarm employment growth is attributable to the state's economic boom. If local nonfarm industry had grown at the same rate as nonfarm industry statewide, 243 more jobs would have been created. Thus, compared to the state, the local community lacks drivers for economic growth in nonfarm industries.

As depicted in the table, among the nonfarm industries, the weaker local industries are Construction, Retail Trade, Real Estate and Rental and Leasing, Professional, Scientific, and Technical Services, Other Services, except Public Administration, and Government and Government Enterprises. Among them, Real Estate and Rental and Leasing and Professional, Scientific, and Technical Services have positive IM which indicate that they are strong industries statewide. Manufacturing, Wholesale Trade and Information industries have negative IM but positive LF, indicating that they are weak industries statewide but are growing faster locally. These industries could remain or become local income generators in the future. Special explanation should be made for Government and Government Enterprises, which is a weak industry both statewide and locally. It is a local income generator with a high location quotient because most employment in this sector is found in state or federal government or the U.S. military outside of the local community.

Table 3.3

Industry	Gonzales County (e)		Texas (E)		Shift Share			
	2002	2010	2002	2010	State Share	Industry Mix	Local Factors	Total
Total employment	9950	10563	12263136	14285773				
Farm employment	2596	2339	274417	263684	441	-722	24	-257
Nonfarm employment	7354	8224	11988719	14022089	1249	51	-430	870
Private nonfarm employment	5917	6710	10211671	12008892	1005	57	-269	793
Agriculture, forestry, fishing and hunting	233	931	56378	54546	40	-24	682	698
Mining, quarrying, and oil and gas extraction	232	152	217062	369496	39	99	-219	-80
Utilities	169	173	53515	53626	29	-26	1	4
Construction	357	360	842230	922121	61	-30	-28	3
Manufacturing	800	1144	988666	874993	136	-280	488	344
Wholesale trade	428	434	497340	548926	73	-41	-26	6
Retail trade	1003	903	1375579	1419381	170	-128	-142	-100
Transportation and warehousing	72	49	447036	508828	12	-4	-31	-23
Information	61	57	277393	234258	10	-24	9	-4
Finance and insurance	319	455	592721	875365	54	111	-29	136
Real estate and rental and leasing	156	188	420295	565738	27	33	-28	32
Professional, scientific, and technical services	98	315	718125	913179	17	10	191	217
Management of companies and enterprises	0	0	55661	115289	0	0	n/a	n/a
Administrative and waste management services	71	204	750085	934722	12	6	115	133
Educational services	459	497	163111	217711	78	125	-165	38
Health care and social assistance	773	687	1039305	1377681	131	168	-385	-86
Arts, entertainment, and recreation	31	38	184116	232323	5	5	-4	7
Accommodation and food services	177	319	810627	986366	30	12	100	142
Other services, except public administration	685	682	722426	804343	116	-2	-118	-3
Government and government enterprises	1437	682	1777048	2013197	244	-13	-986	-755

This analysis strengthens the statement about growth in the mining industry being attributable to a statewide boom; it has very high industry IM. Locally, the most promising industry is manufacturing. At the state level, manufacturing is lagging behind the overall state growth but has been growing much faster at the local level and will be further analyzed in the section on local major employers.

Local Major Employers

The city of Gonzales has a total of 516 employers. Of these, 94 employed over 10 employees, including

Table 3.4

Employers	Employee Size	Primary NAICS Description	Industry
Gonzales Healthcare System	250	General Medical & Surgical Hospitals	Health care and social assistance
Guadalupe Valley Electric	200	Electric Power Distribution	Utilities
Adams Extract & Spice LLC	150	All Other Specialty Food Stores	Retail trade
Heights Of Gonzales	101	Nursing Care Facilities (Skilled Nursing Facilities)	Health care and social assistance
Buddy's Natural Chicken	100	Poultry Processing	Manufacturing
Kitchen Pride Mushrooms	93	Mushroom Production	Agriculture, forestry, fishing and hunting
Brown Awards USA	80	All Other Miscellaneous Store Retailers (except Tobacco Stores)	Retail trade
Gonzales High School	70	Elementary and Secondary Schools	Educational services
Texan Nursing & Rehab -Gonzales	66	Nursing Care Facilities (Skilled Nursing Facilities)	Health care and social assistance
Gonzales County Health Agency	65	Administration Of Public Health Programs	Government and government enterprises

Footnotes: Industries are classified by North American Industry Classification System (NAICS).

Source: "Jin_Gonzales_Economy"

18 that employed over 50 employees and five that employed over 100 employees. There are 422 establishments employing less than 10 employees, categorized as small businesses.

Local Top 10 employers are listed in the following Table 3.3:

In order to avoid disclosing confidential information, this report was not able to perform in-depth analysis of the "Health care and social assistance" industry in the local economy. However, it is apparent that this industry actually plays an important role. Three of the top 10 employers relate to health care and social assistance, accounting for some 417 jobs.

It is notable that, although the retail trade industry is lagging behind in overall economic growth both locally and statewide and that local employment declined from 2001 to 2010, it is still a major local employer. For the time being, efforts should still be placed on this industry to maintain jobs.

As pointed out in the LQ analysis, the manufacturing industry LQ increasing remarkably and continuously from 2001 to 2010, even after the 2008 global financial crisis. Though Manufacturing statewide is lagging behind state economic growth as a whole, it has been growing much faster locally. The local manufacturing industry is mainly related to poultry processing categorized as Agriculture, Forestry, Fishing and Hunting, which is a major local basic industry. Despite being a local basic industry, poultry processing and its supporting industry is the reason why the manufacturing industry has grown fast and steadily. On the other hand, the growth of the manufacturing industry contributes to the development of its supporting industry, and thus a local industrial chain has been created and is driving the local economy.

Table 3.5 Annual Employment Rate

Year	Gonzales County	Texas
1990	3.1	6.4
1991	4	7
1992	5.4	7.6
1993	4.8	7.2
1994	4.6	6.6
1995	4.2	6.1
1996	5	5.8
1997	4.8	5.4
1998	4	4.9
1999	3.3	4.7
2000	3.5	4.4
2001	3.7	5
2002	5	6.4
2003	5	6.7
2004	4.7	6
2005	4.1	5.4
2006	4	4.9
2007	3.8	4.4
2008	4	4.9
2009	5.5	7.5
2010	6.1	8.2
2011	5.7	7.9

Source: U.S. Bureau of Labor Statistics

Local/Regional Unemployment Analysis

A low unemployment rate indicates the local economy's ability to use human resources more efficiently. From 1990 to 2000, Gonzales County's annual unemployment rate varied more widely than the state's but has followed the same trends of Texas' annual unemployment rate between 2000 and 2011.

With the most recent economic downturn, the unemployment rate has increased, though, locally, Gonzales County's unemployment rate remained lower than the state's every year during this period. The reason for this difference is not due to the state losing proportionally more jobs. In fact, the previous employment analysis showed that employment in Texas actually grew during the recession but that the state's labor force grew faster than employment growth.

Figure 3.3
unemployment rate

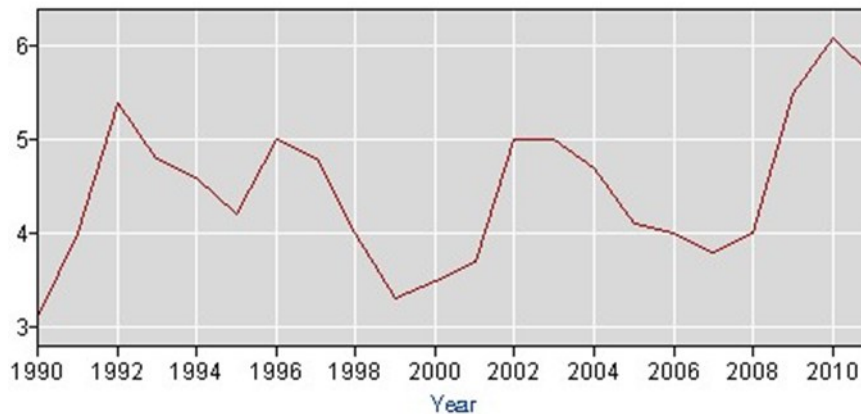
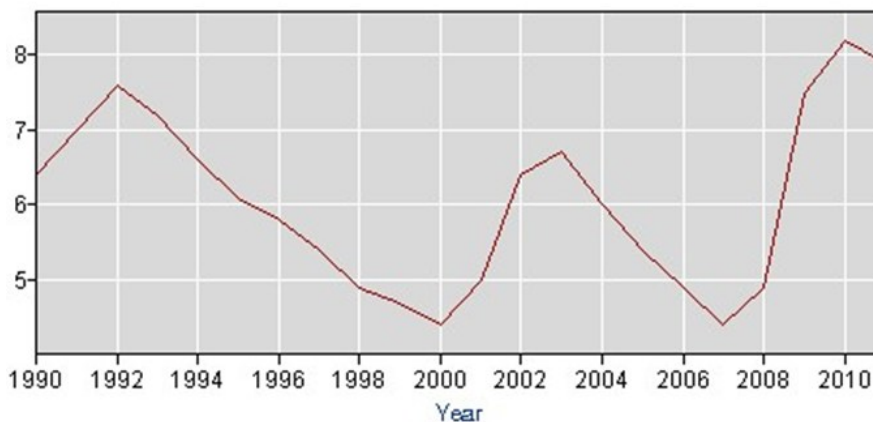


Figure 3.4
unemployment rate



2010 was a turning point for both the state and local economy; an economic recovery began and the unemployment rate started to decline.

Local/Regional Future Labor Force Analysis

This analysis of the labor force focuses particularly on the 25-44 age cohort, which contains the greatest share of the labor force. Generally the local 25-44 age cohort being higher than the state average is a sign of a healthy economic situation. Decreases over time in this group, especially when similar changes are not occurring statewide, can be an indication that people are moving out of an area they consider to be a poor labor market.³ The 25-44 age cohort populations for the city of Gonzales and state of Texas in 2000 and 2010 are listed in the following table:

Table 3.6

Year	2000			2010		
Population	Total	25-44 Age Cohort	Percent	Total	25-44 Age Cohort	Percent
City of Gonzales	7,202	1,796	25.0	7,237	1,764	24.4
Texas	20,851,820	6,384,321	31.1	25,145,561	7,071,855	28.1

Source: U.S. Census Bureau (2000/2010)

It is apparent from the table that the population of this age cohort in both the city and the state has declined from 2000 to 2010. The percentage of people 25-44 living in Gonzales was less than the percentage in Texas in both 2000 and 2010 and, as an absolute number is actually declining while the state has seen absolute growth within the 10-year period. This is an indication that people are moving out of the city, which is in accordance with concerns of local residents and officials voiced at the public meeting held on September 21, 2012. Such a labor market will be an obstacle to local economic development in the future.

Income

Local/Regional Earnings by Place of Work Analysis

Table 3.7

Year	2000	2010
City of Gonzales	\$27,226	\$34,583
Texas	\$39,927	\$49,646

Source: U.S. Bureau of Economic Analysis

The table shows that the local median household income was far less than the state's in both 2000 and 2010. From 2000 to 2010, it has grown 27% locally and 24.3% statewide; the local growth rate is slightly higher than the state.

In order to see how the household buying power has changed during the 10-year period, dollar value was converted to 2010 dollars. Thus, the local median household income in 2010, \$34,583, was equal to \$27,304 in 2000, slightly higher than 2000 median household income (American Institute for Economic Research). Local household buying has thus increased over the last 10-year period. For comparison, the state's median household income in 2010, \$49,646, was equal to \$39,197 in 2000. It is actually lower than the median income in 2000, which means household buying power at the state level decreased from 2000 to 2010. This could be regarded as a local strength to draw people back to Gonzales.

Local/Regional Total Personal Income Analysis

Table 3.8

	Gonzales County	Texas
Total growth rate	171%	224%
Compound annual growth rate	5%%	6%

Source: U.S. Bureau of Economic Analysis

Area income indicates revenues circulating within the economy from all sources.³ According to the most recent data released by the Bureau of Economic Analysis 2010, Gonzales County total personal income was \$629 million, which represented an increase of \$397 million when compared to the 1990 total personal income. For statewide personal income, the total of \$294 billion for the year 1990 and \$953 billion for the year 2010 shows an increase of \$659 billion.

From 1990 to 2010, the Gonzales County personal income growth rate was lower than the state's. Texas has seen continuous and rapid growth in personal income before the 2008 financial crisis, but personal income growth in Gonzales County was not stable before the crisis, and neither did it decline after the crisis broke out. This indicates that Gonzales has its own business pattern and does not strictly follow the larger economy. So in a business upturn, it would not grow as fast as the larger economy, but in a business downturn, it would not be affected as much as would the larger economy.

Figure 3.5

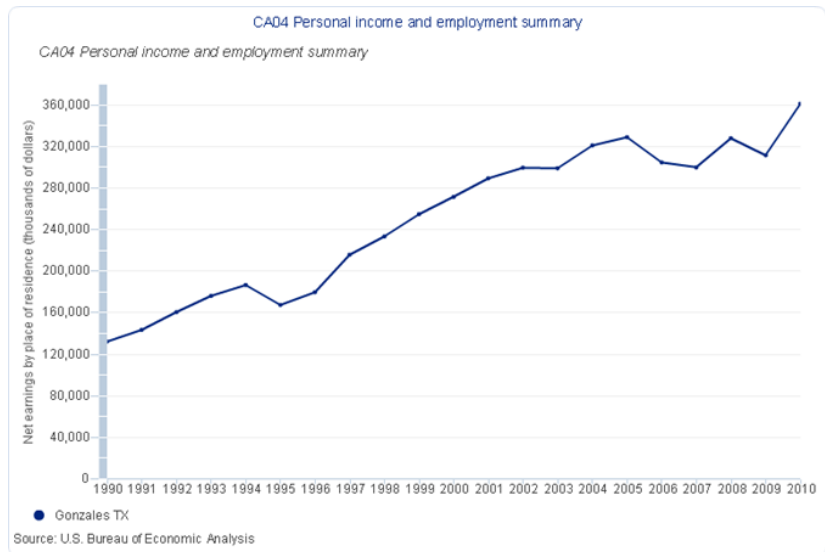
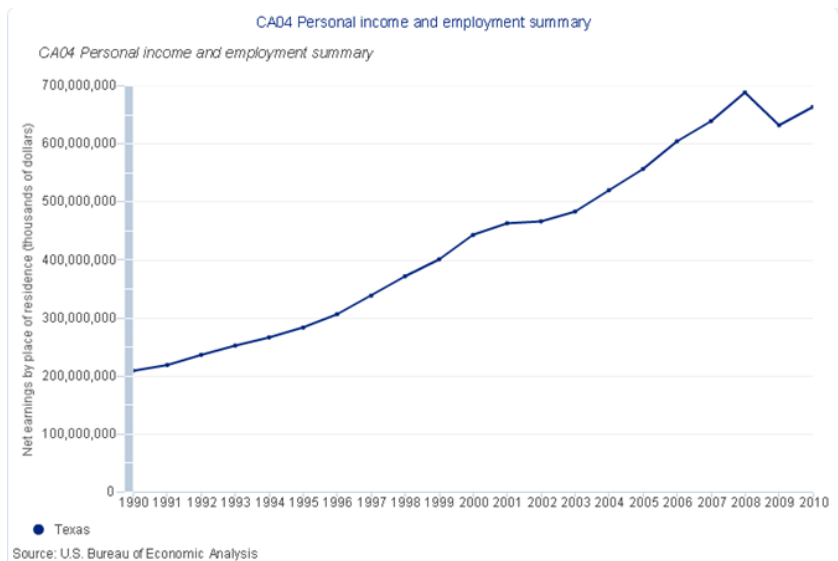


Figure 3.6



Local/Regional Per Capita Personal Income Analysis

Table 3.9

	Gonzales County	Texas
Total growth rate	134%	119%
Compound annual growth rate	4%	4%

Source: U.S. Bureau of Economic Analysis

Total personal income is a widely used measure of regional economic health while per capita income is generally used to compare the relative well-being of residents across areas (not accounting for differences in area cost of living).

According to the most recent data released by the Bureau of Economic Analysis 2010, Gonzales County per capita personal income was \$31,670 which represented an increase of \$18,137 when compared to the 1990 per capita personal income. For statewide per capita personal income, it had increased \$20,487 from \$17,260 in 1990 to \$37,747 in 2010.

From 1990 to 2010, growth in per capita personal income at the county and state levels followed the trend of total personal income growth but was higher for Gonzales County than for the state, indicating that the rate of population growth was higher in the state than local community.

Figure 3.7

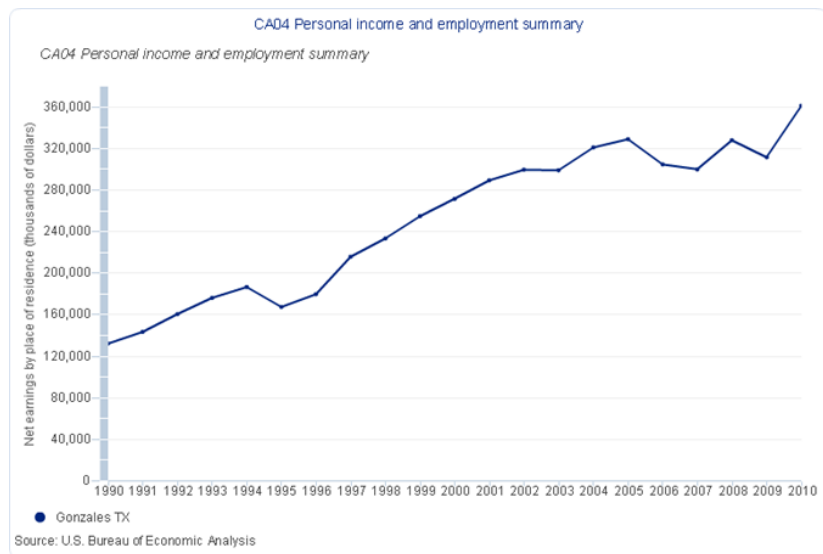
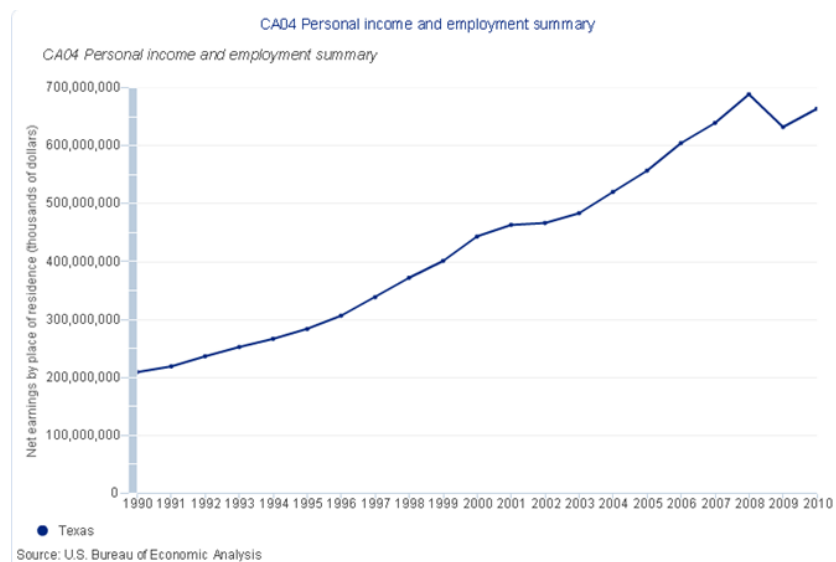


Figure 3.8



Earnings

Local/Regional Earnings by Place of Work Analysis

Table 3.10

	Gonzales County	Texas
Total growth rate	145%	217%
Compound annual growth rate	5%	6%

Source: U.S. Bureau of Economic Analysis

Earnings by place of work indicate the quality of jobs in the local economy.³ According to the most recent data released by the Bureau of Economic Analysis 2010, Gonzales County earnings by place of work totaled \$350 million, which represents an increase of \$207 million compared to its 1990 earnings by place of work. For statewide earnings by place of work, the total of \$233 billion for the year 1990 and \$737 billion for the year 2010 shows an increase of \$504 billion.

From 1990 to 2010, earnings by place of work in Gonzales County grew at a rate much lower than the state’s. Its growth had been unstable during this period even before the financial crisis broke in 2008, while the state as a whole had seen continuous growth until 2008.

Figure 3.9

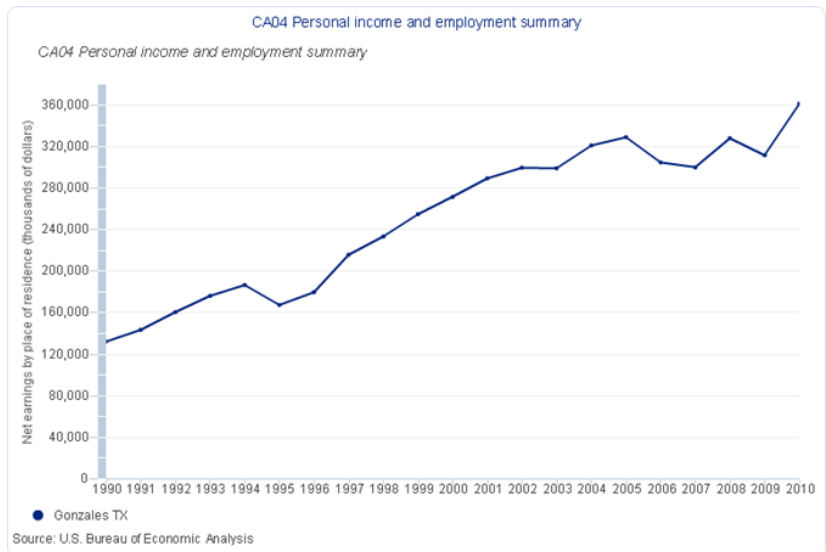
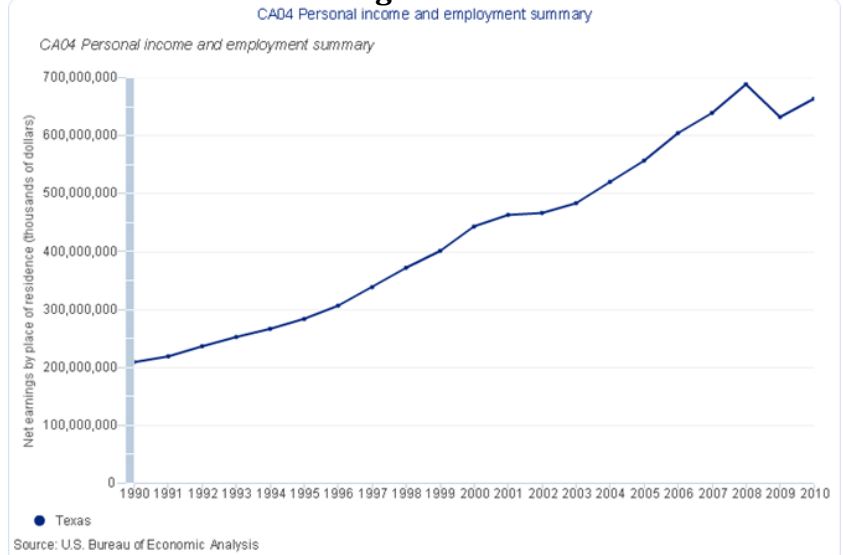


Figure 3.10



Local/Regional Net Earnings by Place of Residence Analysis

Table 3.11

	Gonzales County	Texas
Total growth rate	173%	217%
Compound annual growth rate	5%	6%

Source: U.S. Bureau of Economic Analysis

Net earnings by place of residence is one important component of total local personal income and in analyzing the amount of wealth available for purchases of goods and services. In combination with employment data, it can also provide insight on local wage structure and the relative concentration of employment in high- and low-paying industries.

Figure 3.11

According to the most recent data released by the Bureau of Economic Analysis 2010, Gonzales County net earnings by place of residence was \$361 million, an increase of over \$228 million when compared to the 1990 net earnings by place of residence. For statewide net earnings by place of residence, the total of \$209 billion for the year 1990 and almost \$664 billion for the year 2010 shows an increase of about \$454.6 billion.

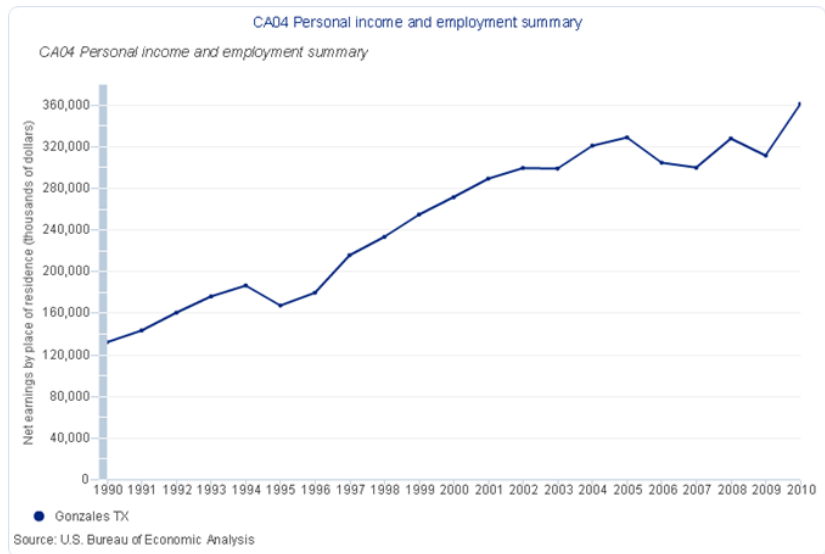


Figure 3.12

From 1990 to 2010, Gonzales County net earnings by place of residence grew at a rate lower than did the state, and as was the case with its earnings by place of work, growth in earnings by place of residence were more unstable than the state's.

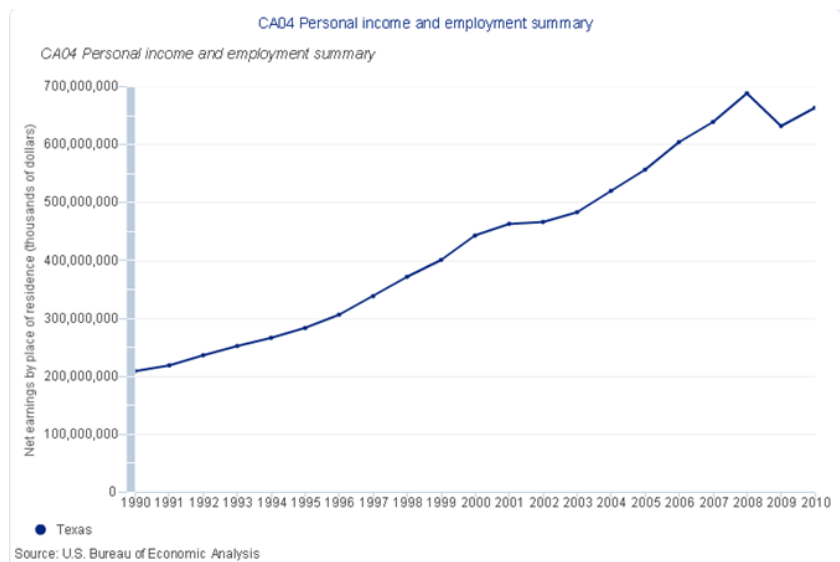


Table 3.12 Gonzales County/Texas Employment by Industry

Employment by place of work (number of jobs)	2001		2002		2003		2004	
	Gonzales	Texas	Gonzales	Texas	Gonzales	Texas	Gonzales	Texas
Total employment	10048	12211172	9950	12263136	10037	12358157	10126	12616501
Farm employment	2853	295737	2596	274417	2444	263394	2313	253780
Nonfarm employment	7195	11915435	7354	11988719	7593	12094763	7813	12362721
Private nonfarm employment	5806	10180769	5917	10211671	6126	10291487	6342	10556302
Agriculture, forestry, fishing and hunting	214	51076	233	56378	986	51379	216	53226
Mining, quarrying, and oil and gas extraction	231	231204	232	217062	164	236469	258	232346
Utilities	(D)	52802	169	53515	170	50667	157	49804
Construction	367	849097	357	842230	349	852463	364	864284
Manufacturing	808	1067074	800	988666	842	940918	876	934270
Wholesale trade	398	511134	428	497340	478	496537	520	507259
Retail trade	937	1362006	1003	1375579	1031	1358938	968	1369907
Transportation and warehousing	(D)	455145	72	447036	80	441866	79	462155
Information	72	300123	61	277393	62	268124	62	261427
Finance and insurance	281	577127	319	592721	327	605245	356	623000
Real estate and rental and leasing	147	409155	156	420295	141	439810	153	470555
Professional, scientific, and technical services	262	719728	98	718125	120	727288	305	768694
Management of companies and enterprises	0	46468	0	55661	0	52164	0	60858
Administrative and waste management services	127	745256	71	750085	66	763027	185	807577
Educational services	(D)	150842	459	163111	539	165461	54	169640
Health care and social assistance	(D)	993304	773	1039305	832	1085462	547	1116253
Arts, entertainment, and recreation	(D)	172506	31	184116	35	185444	43	194098
Accommodation and food services	(D)	797762	177	810627	216	831448	234	853919
Other services, except public administration	637	688960	685	722426	704	738777	741	757030
Government and government enterprises	1389	1734666	1437	1777048	1467	1803276	1471	1806419

2005			2006			2007			2008			2009			2010		
Gonzales	Texas		Gonzales	Texas		Gonzales	Texas		Gonzales	Texas		Gonzales	Texas		Gonzales	Texas	
10299	13012291	10449	13500280	10664	14024509	10529	14388207	10715	14229341	10563	14285773						
2348	257781	2183	246076	2336	264656	2317	262505	2400	267319	2339	263684						
7951	12754510	8266	13254204	8328	13759853	8212	14125702	8315	13962022	8224	14022089						
6479	10927922	6803	11392416	6855	11874358	6747	12189010	6795	11978943	6710	12008892						
218	54490	225	53078	233	54619	231	55231	972	53116	931	54546						
269	250103	280	283789	283	312251	335	385412	161	355270	152	369496						
159	49252	164	48786	173	50966	177	55024	175	53511	173	53626						
386	914880	369	969992	395	1025977	382	1047382	377	970425	360	922121						
935	947653	1058	977815	1048	988762	1072	975998	1136	898218	1144	874993						
512	525156	490	550227	464	569130	477	578086	467	551381	434	548926						
969	1404365	1002	1430433	992	1457009	942	1452957	900	1430034	903	1419381						
62	485046	102	507554	76	533072	50	530194	49	509984	49	508828						
62	263407	61	262800	64	262802	67	258323	60	244198	57	234258						
371	647764	376	674292	404	718141	380	783553	440	844933	455	875365						
167	509925	199	531574	215	565024	169	579762	189	570595	188	565738						
269	794867	277	834899	293	892977	308	932515	307	906365	315	913179						
0	69896	0	77316	0	86171	0	107640	0	108181	0	115289						
186	840468	246	905596	279	941635	257	945474	236	910069	204	934722						
53	176331	55	185004	503	190133	473	197473	444	209083	497	217711						
588	1149892	644	1192770	769	1243503	674	1282103	699	1335614	687	1377681						
42	199750	45	206505	44	217063	40	225505	48	229591	38	232323						
268	879485	280	916425	354	952657	260	980684	355	981149	319	986366						
715	765192	696	783561	700	812466	691	815694	688	817226	682	804343						
1472	1826588	1463	1861788	1473	1885495	1465	1936692	1520	1983079	1514	2013197						

Footnotes: Industries are classified by North American Industry Classification System (NAICS). (D) Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the total. Source: U.S. Bureau of Economic Analysis, highlighted data was retrieved from OnTheMap.

Introduction

The economic base section of the comprehensive plan provides an inventory of population, income, employment, and tax policy characteristics of Gonzales. The information was obtained from federal, state, and local authorizes, including the U.S. Census Bureau, Texas Workforce Commission, Texas State Comptroller's Office and citizen interviews.

Tax Revenue Analysis

Sales Tax Revenues

Taxable sales are often indicative of the health of local economies and communities. An analysis of the taxable sales generated by industry over a period of time provides an understanding of what the traditional strengths and weaknesses are within an economy. It is also important to understand that larger context of economic events occurring at the national and state levels in order to better interpret the performance and impact on industries at the local level.

According to the Texas State Office of the Comptroller, Gonzales currently collects a 1.5% tax on all taxable sales within the city, which resulted in \$1.3M in revenue generated in the 2012 fiscal year. This is a standard tax rate and matches the rate that cities of similar sizes are using throughout the state.

Gonzales also has a 4B Economic Development Corporation which collects a 0.5% tax on all taxable sales and generated \$703,000 in revenue in 2012 between January and November. This is the only 4B EDC in Gonzales County. The Texas State Office of the Comptroller specifies that this tax revenue can be used to pay *“for land, buildings, equipment, facilities, targeted infrastructure and improvements for:*

- *professional and amateur sports and athletic facilities, tourism and entertainment facilities, convention facilities and public parks;*
- *related store, restaurant, concession, parking and transportation facilities;*
- *related street, water and sewer facilities; and*
- *affordable housing.*

To promote and develop new and expanded business enterprises that create or retain primary jobs, a Type B EDC may fund:

- public safety facilities;
- recycling facilities;
- streets, roads, drainage and related improvements;
- demolition of existing structures;
- general municipally owned improvements; and
- Maintenance and operating costs associated with projects.

Type B EDCs also may seek voter approval to spend Type B sales tax funds for a water supply, water conservation program or to clean up contaminated property.” (Texas State Office of the Comptroller)

While the country as a whole experienced an economic downturn starting in late 2007 and continuing through mid-2009 (National Bureau of Economic Research, 2012), Gonzales and the state of Texas in general were able to avoid the same recessional effects. As seen in Figure 3.15, Gonzales experienced continual upward trending in the value of total taxable sales total through the last ten years. Beginning in 2009, Gonzales has been experiencing a significant upswing in sales tax revenue generation. This marked increase in total sales tax revenue generation has been accompanied by noticeable increases in the Retail and Wholesale Trade industries. At the present time, it is unexpected that this trend will reverse course in the near future. For the 10-year period depicted in Figure 3.15, Gonzales experienced an average yearly growth rate of 3.76% in taxable sales. By comparison, the state of Texas experienced an average annual growth rate of 2.67% during the same period.

The top five industries to generate taxable sales for Gonzales over the past 10 years are Retail Trade, Accommodation/Food Services, Other Services (Except Public Administration), Wholesale Trade, and Manufacturing. These industries are defined by the North American Industry Classification System (NAICS). More information can be found at <http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012>.

Retail Trade, the largest taxable sales generator, experienced nominal growth between 2002 and 2009 with small peaks and valleys, but beginning in 2009, it began rising steadily and is currently following a solid upward trajectory. Accommodations and Food Services has steadily maintained taxable sales rates for the past 10 years but has shown no significant growth. The same can be said for the Manufacturing Industry as well as Other Services (except Public Administration). Wholesale Trade taxable sales also experienced a stagnant growth period until 2011, when they dramatically increased to five times the amount of 2010. This growth in taxable sales may be attributed to the increasing oil-shale activity and the influx of drilling accessory distributors in the region (Center for Community and Business Research; University of Texas San Antonio; Institute for Economic Development, 2012).

Three industries in Gonzales experienced negative growth trends during the 2002 – 2011 time period. Utilities and Agriculture/Forestry/Fishing/Hunting both failed to report any taxable sales in 2011 with the Utilities industry not reporting any taxable sales since 2003, while Agriculture last reported taxable sales in 2009. The Real Estate/Rental and Leasing Industry also experienced a decline in taxable sales during this time frame, losing approximately 30% of its taxable sales generation over those 10 years.

Another perspective from which to look at Taxable Sales Revenue is through the diversification of taxable sales generators. If a city has a diverse range of industries contributing to the taxable sales generated, it will be better prepared to weather an economic downturn in any one industry. Gonzales has historically received almost 70% of its sales tax revenue from Retail Trade. Referencing Figure 3.15, it is possible to see how the total taxable sales trending for Gonzales effectively mirrors the Retail Trade. This is a risk-heavy relationship for Gonzales where any disturbance to the Retail Trade Industry would be immediately felt in the sale tax revenue collected by the city.

The next four largest industries account for one-quarter of the total sales tax revenue cumulatively. In all, 14 industries have generated taxable sales for Gonzales between 2002 and 2011. Figure 3.13 illustrates the industrial diversity of Gonzales as an averaged percentage that each industry has contributed to taxable sales generation from 2002 - 2011. Only industries contributing one percent or more of taxable sales are displayed separately. There are seven industries that are collected under the category “other industries.” These industries individually contributed no more than 0.85% to the taxable sales generated.

It should be emphasized that Figure 3.13 presents a 10-year average of industry share of taxable sales generation. In 2011, the Wholesale Trade Industry had grown to the third strongest industry and generated almost 10% of the taxable sales while Retail Trade had shrunk to 62%. If the trend of Wholesale Trade growth continues, Gonzales will find itself less directly tied to the performance of the Retail Trade Industry for sales tax revenue.

Local and Regional Comparisons

In order to truly gauge the performance of Gonzales’ economy, it is necessary to compare its performance to that of similar cities (both in size and geographic location) and the region. By comparing two similar sized cities in close geographical proximity, it is possible to see whether the cities have experienced similar economic fortunes or if one has fared better than another. For this exercise, Gonzales will be compared to Cuero, TX which is a town of 6,841 (2010 U.S. Census Bureau) located 32 miles

south of Gonzales. Both cities are located relatively close to the San Antonio Metropolitan Area, but are still geographically remote.

In comparing Figure 3.14 with Figure 3.13, it is evident that Cuero and Gonzales share very similar characteristics in their taxable sales generators. The only significant difference is that Cuero does not have an active Wholesale Trade Industry, but a stronger Real Estate/Rental and Leasing Industry. Figure 3.16 can similarly be compared with Figure 3.15. The performance of all five industries displayed is similar with the exception of Cuero's Wholesale Trade Industry not experiencing the rapid growth that Gonzales' did in 2011. However, Cuero's total taxable sales experienced a much sharper growth rate between 2010 and 2011 than Gonzales. This is due to its Real Estate/Rental and Leasing Industry, which quadrupled in the amount of taxable sales generated between 2010 and 2011. During the 2011 fiscal year, Real Estate/Rental and Leasing accounted for almost 25% of taxable sales for Cuero.

It is also useful to compare Gonzales to Gonzales County in general. As of the 2010 Census, Gonzales County had a population of 19,807, and the city of Gonzales is its largest. Figure 3.17 shows the total amount of taxable sales for Gonzales County from 2002 through 2011 as well as the taxable sales for the city of Gonzales' top five industries. Gonzales County displays a more tumultuous taxable sales history over the 10-year period with stronger peaks and valleys. The fluctuation between 2006 and 2009 can be explained by a strong growth in the mining industry followed by a shrinking of the same industry. However, by 2011 Gonzales County was experiencing very strong growth in its taxable sales driven by strong increases in the Retail Trade, Accommodation/Food Services, and Wholesale Trade Industries.

In general, the state of Gonzales' economy in the regional context can be best judged by Figure 3.18. As can be seen, the growth of the city of Gonzales' taxable sales was roughly equivalent with Gonzales County, but was outpaced by the city of Cuero during the 2002-2011 time period.

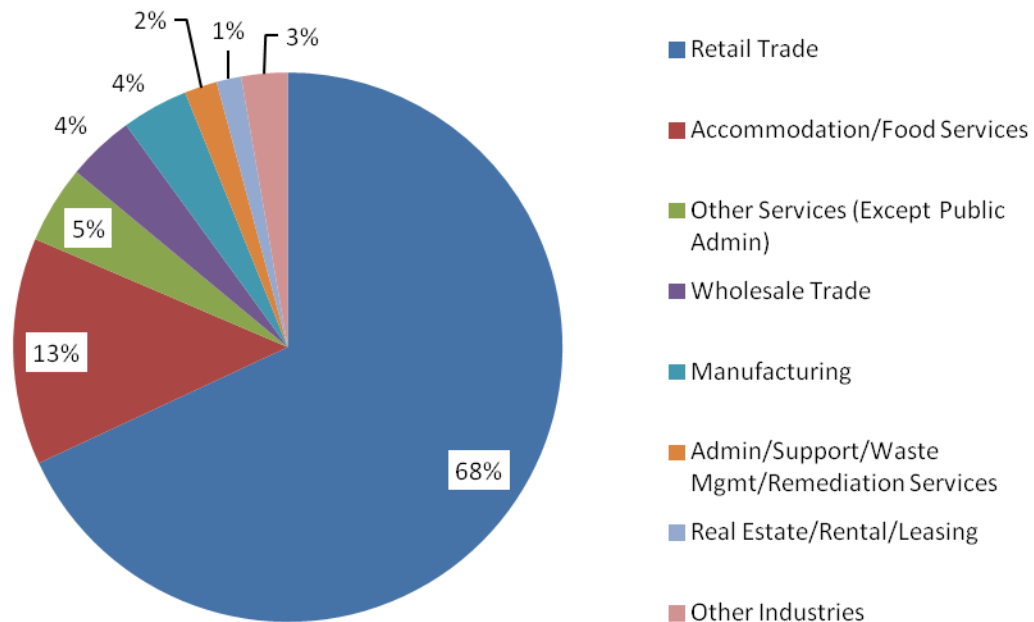
Property Tax Revenue

Property tax analysis provides another avenue for assessing the health of a community and ensures that a city is receiving the proper amount of tax revenue. Table 3.13 shows the property tax rates for Gonzales County during the 2012 tax year. The city of Gonzales had an effective property tax rate of 0.2329. Of the four cities located within Gonzales County, this was the second lowest effective rate behind the city of Waelder, which had a rate of 0.2033. The city of Smiley had the highest effective rate at 0.3832. (Truth in Taxation Summary, 2012)

Eagle Ford Shale Impact

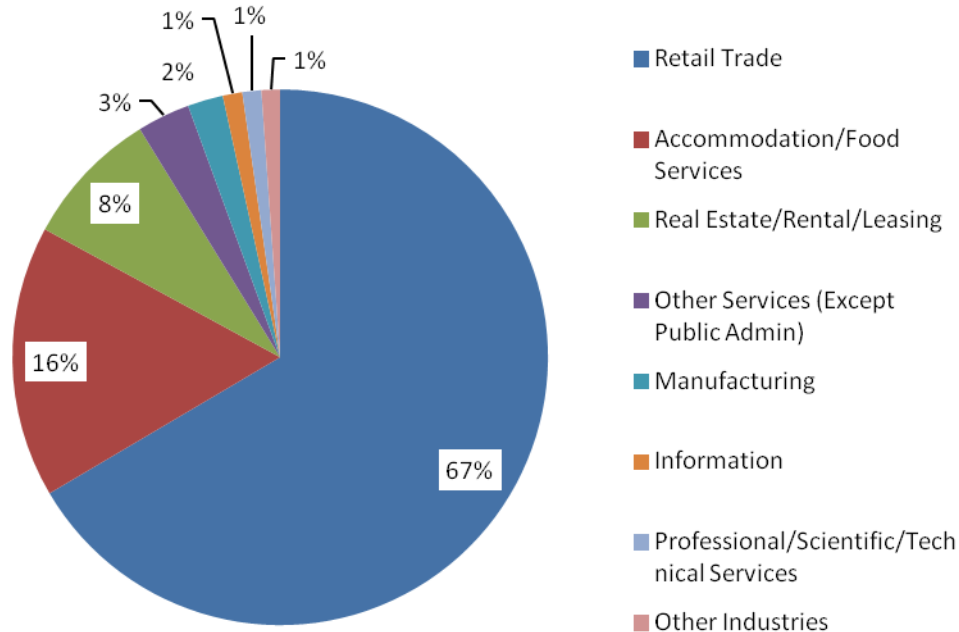
Gonzales County is one of 14 counties in south central Texas to be impacted by the recent boom in oil extraction industry on the Eagle Ford Shale Formation. As the largest city located within Gonzales County, the city of Gonzales is poised to experience significant economic growth in the near term from the continued development of this resource. According to the Center for Community and Business Research at the University of Texas, San Antonio, in 2011 the local governments within Gonzales County collected a total revenue of almost \$27 million, and over 3,600 local jobs were connected to the industry. They estimate that in the year 2021, local governments within Gonzales County will collect a total revenue of almost \$114 million and that over 9,800 jobs will be related to the industry.

Figure 3.13
Percentage of Sales Tax by Industry
City of Gonzales



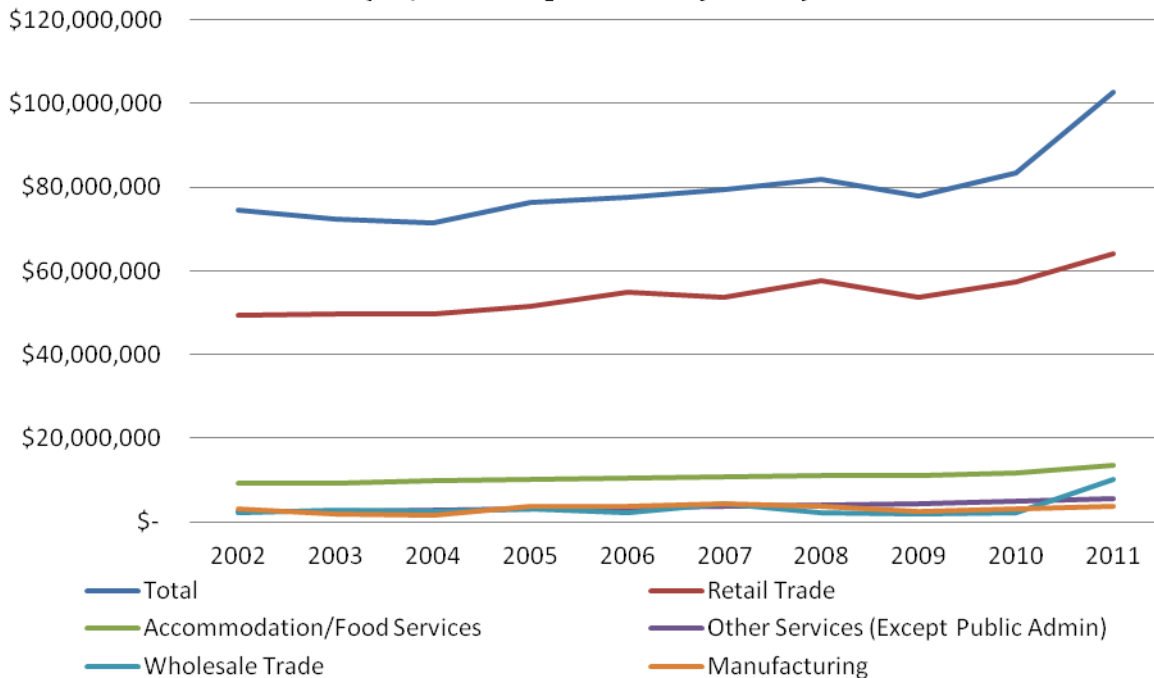
Source: Texas Office of the Comptroller

Figure 3.14
Percentage of Sales Tax by Industry
City of Cuero



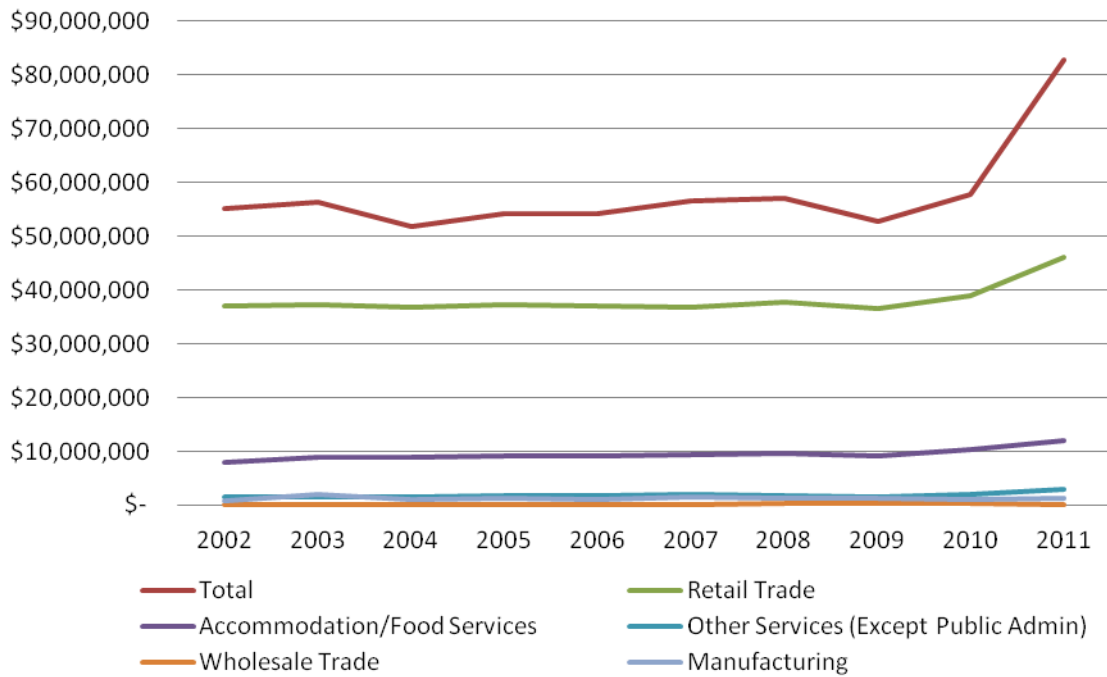
Source: Texas Office of the Comptroller

Figure 3.15
Gonzales Taxable Sales Trends for the Top 5 Industries
(Adjusted to present day value)



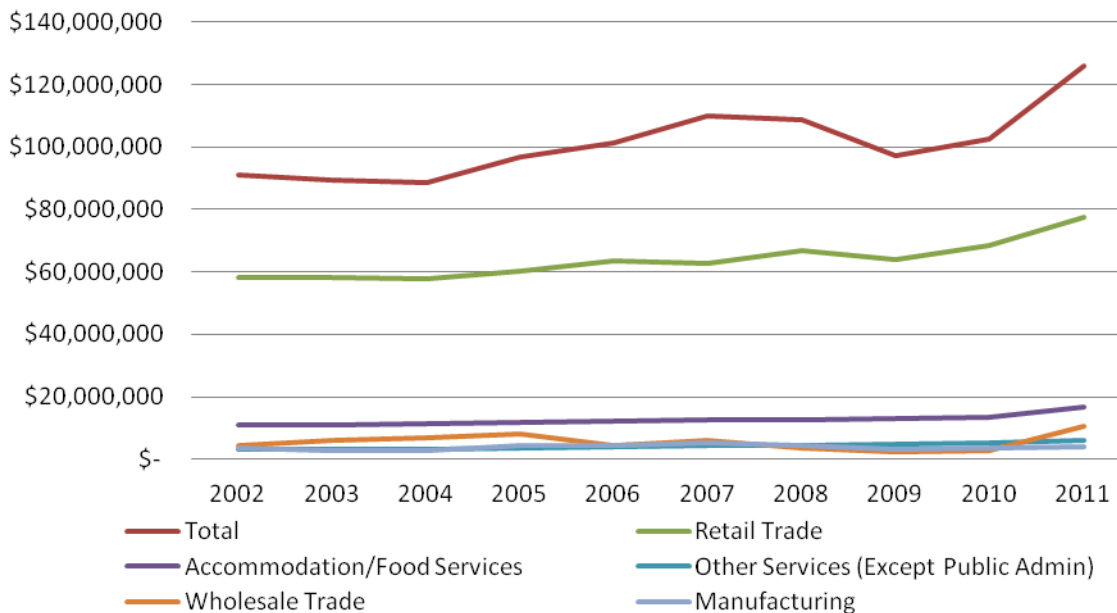
Source: Texas Office of the Comptroller

Figure 3.16
Cuero Taxable Sales Trends for 5 Industries
(Adjusted to present day value)



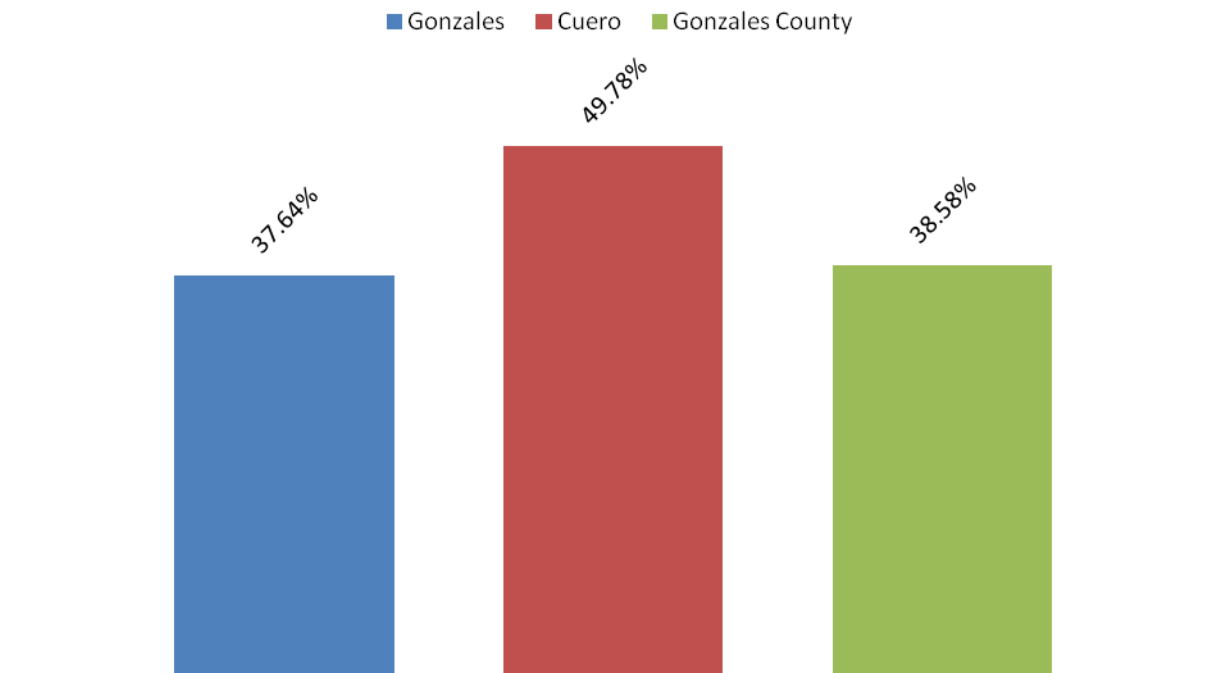
Source: Texas Office of the Comptroller

Figure 3.17
Gonzales County Taxable Sales Trends for 5 Industries
(Adjusted to present day value)



Source: Texas Office of the Comptroller

Figure 3.18
10-year Rate of Growth
Total Taxable Sales



Source: Texas Office of the Comptroller

References

- [1] Center for Community and Business Research; University of Texas San Antonio; Institute for Economic Development. (2012). *Eagle Ford Shale Economic impact for Counties with Active Drilling*. San Antonio.
- [2] National Bureau of Economic Research. (2012, October 10). *U.S. Business Cycle of Expansions and Contractions*. Retrieved October 10, 2012, from National Bureau of Economic Research: <http://www.nber.org/cycles/cyclesmain.html>
- [3] Texas State Office of the Comptroller. (n.d.). *TexasAhead*. Retrieved November 11, 2012, from http://www.texasahead.org/tax_programs/typeab/typeb_projects.php
- [4] (2012). *Truth in Taxation Summary*. Texas Property Tax Code Section 26.16.



Future Economy

Introduction

The city of Gonzales has spent the last several years working with the department of Economic Development, the Gonzales Economic Development Corporation, and its citizens to develop a plan for the city's future economy. Since 1997, the local businesses in Gonzales have improved, expanded, and employed more people. This section of the comprehensive plan address business retention, expansion of job opportunities, tourism-related business revitalization, downtown repopulation, and housing choice diversification.

Business Development Goals, Objectives, and Policies

GOAL 3.1: Create a healthy, vital, and consistently growing economic environment with plenty of employment opportunities and a diversified tax base.

OBJECTIVE 3.1.1: By 2030, Gonzales will be home to over 4,000 jobs, providing a robust job base for citizens.

POLICY 3.1.1.1: Develop and implement city-wide financial tools designed to support trade sector business retention and recruitment initiatives such as an industrial revenue bond that provides below market interest rates and additional property tax reductions.

POLICY 3.1.1.2: Offer economic development training; conduct work flow analysis which identifies people who are living outside the city but working in the city; and encourage companies which do business in Gonzales but are located elsewhere to open a branch office in the city.

POLICY 3.1.1.3: Build on the momentum of the oil and gas sector by encouraging oil and natural gas related industries to offer more job opportunities in the city itself.

POLICY 3.1.1.4: Reward firms that add a minimum number of new professional jobs with a Job Creation Grant, which ensure the company receives a cash grant per job created.

OBJECTIVE 3.1.2: Develop businesses that offer the goods and services needed by citizens; by 2030, reduce the leakage from the retail sector by 50%.

POLICY 3.1.2.1: Take advantage of current financial incentives, such as GEDC Grant/Loans and GEDC Small Business Improvement Grants, to provide support to organizations serving low-profit business owners.

OBJECTIVE 3.1.3: Seek a more diverse tax base by increasing the variety of the city's businesses; by 2030, the percent of government revenues derived from sales tax should reach 35%.

POLICY 3.1.3.1: Identify areas that should be prepared for industrial and office uses, and support more industrial park development.

POLICY 3.1.3.2: Encourage mixed-use development, including residential use and local business, especially tourism-related businesses and downtown revitalization.

OBJECTIVE 3.1.4: Increase per capita personal income and promote quality of life.

POLICY 3.1.4.1: Develop a strategic plan to encourage tourism that generates and increases jobs.

POLICY 3.1.4.2: Provide and maintain an attractive environment for existing major employers and future employers by creating a safe and healthy community with an atmosphere of family-work balance that support flexible working hours and part-time contracts.

ACTION STRATEGIES:

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

- Use zoning tools to create mixed-use development districts in the downtown area.

Medium Term (actions to take place over several years)

- Develop a healthy and attractive investment environment through economic incentives to encourage local businesses, branded historic tourism sites, and desirable landscape design of residential areas.

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

- Establish a proper economic structure which is sustainable, healthy and diverse by maintaining the strength of existing major industries, developing tourism and tourism-related businesses, and providing support to small businesses.

PROGRAMS/FUNDING

- The Texas Leverage Fund provides additional financing help to communities that have adopted an economic development sales tax. The communities may expand economic development through using and collecting future sales tax revenues. More information can be found at <http://www.texaswideopenforbusiness.com/incentives-financing/financing/leverage-fund.php>.
- Economic Development Sales Tax: According to the State and Local Economic Development Programs, the city of Gonzales is a Type B EDC (economic development corporation). A type B EDC can fund all projects eligible for Type A EDCs, as well as parks, museums, sports facilities, and affordable housing. Type A EDCs are typically created to fund industrial development projects, such as business infrastructure, manufacturing and research and development. More information can be found at http://www.texasahead.org/tax_programs/.
- The Texas Enterprise Zone Program is an economic development tool for local communities to partner with the State of Texas to promote job creation and capital investment in economically distressed areas of the state. More information can be found at http://www.window.state.tx.us/taxinfo/enterprise_zone/ez_program.html.
- Small Business Administration Loan programs have several different loans for very specific purposes including General Small Business Loans, Microloan Program, Real Estate & Equipment Loans, and Disaster Loans. More information can be found at <http://www.sba.gov/loanprograms>.

GOAL 3.2: Appreciate the city’s history; take advantage of historic buildings and other resources to create a Texas destination with a unique, revitalized tourism-related business.

OBJECTIVE 3.2.1: By 2030, brand our history-related businesses at the state and national levels.

POLICY 3.2.1.1: Support and encourage further development of arts and cultural programs that can serve as attractors for new business investment and visitors to the city. Figure 3.19 shows the annual Texas Renaissance Festival in Todd Mission, TX, an exemplary example of this kind of activity. For more information, see www.texrenfest.com.

POLICY 3.2.1.2: Make use of advertising and promotions to brand this historic town such as brochures disseminated at historic sites or billboards along the city’s major highways. Plans for long-range promotion at the state and national scale via a website should also be made.

Figure 3.19: The Texas Renaissance Festival in Todd Mission, Texas



Source: http://aggiephotoart.com/texas_ren_fest.html

POLICY 3.2.1.3: Develop incentives for history-related and tourism-based businesses, such as providing a combination of tickets or discounts for historic festivals, themed local restaurants, and/or museums, to attract more consumers and visitors.

OBJECTIVE 3.2.2: Create a unique identity that is “Texas-style” and “historic” and apply the concept around the whole city.

POLICY 3.2.2.1: Develop a downtown aesthetic that stresses an the history of the city.

POLICY 3.2.2.2: Establish tourism-attracting activities such as mounted patrol, rodeo expansion (Figure 3.20), and themed retail/restaurant development.

OBJECTIVE 3.2.3: Repurpose historic buildings for new commercial activity.

POLICY 3.2.3.1: Coordinate historic preservation with business development.

POLICY 3.2.3.2: Encourage the restoration of older buildings such as the Emporium, Aline Auto Parts, the Boothe & Lewis Building, the Long Branch Saloon, the Gonzales Food Market, Liford's Books and More, and the Eggleston House.

POLICY 3.2.3.3: Develop strategic plans or economic incentives for providing some financial support to repurposing historic buildings toward business uses. One economic incentive could be a sales tax rebate.

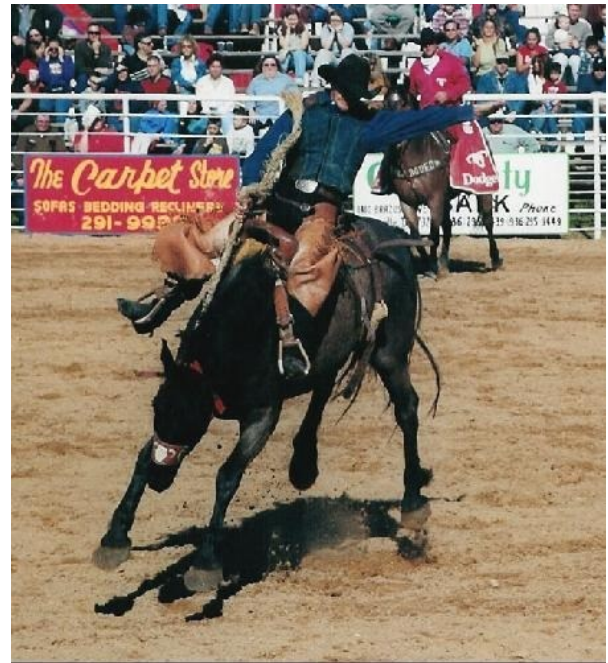
OBJECTIVE 3.2.4: Stimulate tourism in historic areas.

POLICY 3.2.4.1: Develop a tourism guidebook that includes all tourism sites and disseminate the guidebook in restaurants, hotels, area bookstores, and during festivals and rodeos.

POLICY 3.2.4.2: Involve citizens in the redevelopment of historic sites and branding efforts.

POLICY 3.2.4.3: Protect downtown landmarks and historic sites such as the Gonzales Memorial Museum (Fig. 3.21), the Gonzales County Courthouse (including the “Come and Take It” cannon), Laurel Ridge Antiques, JB Wells House, Pioneer Village Living History Center and the Old Jail.

Figure 3.20: The Hunstville, Texas Rodeo



Source: <http://members.virtualtourist.com/m/5917f/d6707/>

Figure 3.21: Gonzales Memorial Museum and Amphitheater



Source: <http://www.hillcountrydeco.com/commemorative/gonzales/>

promotional brochures, highway billboards, and websites.

ACTION STRATEGIES:

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

- Review the current historical buildings and identify what buildings needed to be repurposed or restored.
- Use zoning tools to create mixed-use and historical districts within the downtown and main street areas.
- Develop a promotion plan for the city's unique identity as a "Texas-style" and "historic" town that includes tourism guidebooks,

Medium Term (actions to take place over several years)

- Apply for funding for repurposing and preservation of historic buildings. See suggested funding options below.
- Obtain necessary building permits and make sure the intended repurposing is in accordance with the neighborhood's zoning requirements.

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

- Complete restoration of downtown landmarks and historic sites.
- Gather the financial capital for building repurposing from previous business investments.
- Construct and establish historic tourism-related business areas.

PROGRAMS/FUNDING

- The American Battlefield Protection Program promotes the preservation of significant historic battlefields on American soil. The program's focus is primarily on land use, cultural resource and site management planning, and public education. More information can be found at <http://www.nps.gov/hps/abpp/>.

- Continue a relationship with the Main Street Program. Through the historic restoration and rehabilitation of downtown’s commercial building facades, the Gonzales Main Street Business Incentive aims at improving the image of downtown. Among other functions, the program includes a single payment reimbursement to property owners per building/business, on a first come, first serve basis. For more information, refer to <http://www.cityofgonzales.org/Department%20Pages/mainstreetbusincentives.html>.
- Federal Historic Preservation Tax Incentives encourage private sector investment in the rehabilitation and re-use of historic buildings. The community revitalization program is one of the nation’s most successful and cost-effective community revitalization programs. More information can be found at <http://www.nps.gov/tps/tax-incentives.htm>.
- The National Trust for Historic Preservation is a privately funded nonprofit organization which aims to save America’s historic places. Visit <http://www.preservationnation.org/> for more information.

GOAL 3.3: Gain increased tax revenue and other economic development benefits through downtown revitalization.

OBJECTIVE 3.3.1: Forge a healthy partnership between the City of Gonzales and its citizens to support developments that benefit the future economy of the city.

POLICY 3.3.1.1: Establish a quasi-government for the downtown such as a Business Improvement Districts (BID). BIDs are funded by property owners who voluntarily increase their property taxes by 5-15% to pay for BID functions such as clean-up of the downtown, festivals and events, and image improvements.

OBJECTIVE 3.3.2: Update retail that serves the downtown. By 2030, double the number of visitors to the downtown.

POLICY 3.3.2.1: Specify downtown incentives in the existing GEDC Small Business Improvement Program to help local-serving retail expand and/or improve. For existing businesses renting property, try to keep the lease comparable and fair. For existing businesses that are self-running, keep the tax lower. For new start-up businesses, work with them to offer free or low fees as their business gets off the ground.

Figure 3.22: Gonzales' Old Jail Museum



Source: Google Images

POLICY 3.3.2.2: Develop the downtown area into a weekend getaway destination by promoting interesting and meaningful attractions, such as Old Jail Museum (pictured in Figure 3.22), the Gonzales Memorial Museum, and themed restaurants. Create a pleasing and friendly environment by adding wayfinding signage and comfortable sidewalk seating.

ACTION STRATEGIES:

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

- Begin a downtown advisory group, which includes downtown business representatives and other stakeholders.
- Hold a workshop to define the boundaries of downtown, how dense it should be, and how it addresses the immediate surrounding neighborhoods.
- Hire a consultant firm to determine the retail concentration that

a downtown market could support, for instance, urban entertainment (movies, restaurants, night clubs), specialty retail (clothing, furniture, and jewelry boutique stores), and local-serving retail (grocery, drug, book, video stores).

Medium Term (actions to take place over several years)

- Keep events in the downtown area.
- Update the existing zoning codes to encourage mixed-use downtown development and an attractive urban form.

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

- Establish a Business Improvement District (BID) and so that funding from property owners in this district can be reinvested back into it.

PROGRAMS/FUNDING

- Business Improvement Districts (BID) are “special assessment districts in which property owners vote to initiate, manage and finance supplemental services or enhancements above and beyond the baseline of services already provided by their local city or town governments. A special assessment, or common area fee, is levied only on property within the district. The assessments are collected and expended within the district for a range of services and/or programs, including marketing and public relations, improving the downtown marketplace or city/town center, capital

improvements, public safety enhancements, and special events.” Source: <http://www.mass.gov/hed/community/planning/bid.html>.

- Community Facilities Grants assist in the development of essential community facilities in rural areas and towns of up to 20,000 in population. More information can be found at <http://reconnectingamerica.org/resource-center/federal-grant-opportunities/>.

GOAL 3.4: Create good access to education and training opportunities that meets the needs of the local labor force and industry sectors.

OBJECTIVE 3.4.1: Increase the quality and competitiveness of the Gonzales Center of Victoria College. By 2020, increase enrollment per semester to 5,500. (Enrollment at time of publication is 4,603.)

POLICY 3.4.1.1: Facilitate the collaboration between the Gonzales Center of Victoria College and local industries in order to generate attractive scholarship programs, narrowing opportunity gaps for potential students.

POLICY 3.4.1.2: Support the Gonzales Center of Victoria College in offering post-secondary degree programs that improve the workforce’s professional skills. Discuss with local employers and educators what skill sets they would ideally like the college to offer.

OBJECTIVE 3.4.2: By 2030, align training and education to meet workforce and industry skill needs at all levels.

Figure 3.23: Adult education and training are important to Gonzales’ citizens



Source: Google Images

POLICY 3.4.2.1: Encourage the development of an “English as a Second Language” (ESL) service to meet needs of a fast-growing Spanish population under the umbrella of the existing Professional Continuing Education program, which offers continuing nurse education and CPR training, or the Workforce Training program which offers services such as business, computer, and truck training.

ACTION STRATEGIES:

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

- Discuss with professionals in local industries what their expectations are for future business development
- Identify the gap between professional skills that the current labor force has and still needs.

Medium Term (actions to take place over several years)

- Hold a series of workshop to facilitate communication between citizens, Victoria College, and local industries to see if there is potential to develop further education and/or training programs.
- Create a sub-website or a link in the city web page that gives information about education and training programs, including their locations, schedules, etc.

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

- Forge local employer partnerships with the Gonzales Center of Victoria College to offer grants to the expand job training.
- Track the cooperation between the Gonzales Center of Victoria College and local industries to identify whether education and training programs have satisfy employers.

PROGRAMS/FUNDING

- The Texas Workforce Commission’s Skill Development Program “is Texas’ premier job-training program. Skills Development provides grants to community and technical colleges to provide customized job training programs for businesses who want to train new workers or upgrade the skills of their existing workforce.” Source: <http://www.twc.state.tx.us/svcs/funds/skills-development-program-overview.htm>.
- The Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant Program builds on the capacity of colleges “to train Trade Adjustment Assistance-eligible and other adult workers for new careers in grocery retail management through an industry-endorsed curriculum and credential that is highly valued in the grocery industry and will bring multiple employ-

employment opportunities. ACT-On colleges will build educational pathways and develop new credentials using competency-based curriculum, "chunked" and connected into horizontal and vertical pathways. Training materials and modules will be available on an online repository for college and industry use." Source: <http://www.doleta.gov/taaccct/>.

GOAL 3.5: Provide fair housing opportunities for residents in all neighborhoods; create a desirable living environment, increase median property value, and decrease housing vacancy.

OBJECTIVE 3.5.1: By 2030, increase the median property value of housing by 30%.

POLICY 3.5.1.1: Propose expanding and establishing parks and green space where most of the properties could benefit from better landscape views.

POLICY 3.5.1.2: Provide appropriate infrastructure and services to neighborhoods, including installation of street furniture, street maintenance, sidewalk construction, and playground construction.

POLICY 3.5.1.3: Develop tax incentives that encourage residents to protect, maintain and upgrade the houses they own or rent. For example, decrease or reimburse 30% of property tax to residents who restore and maintain the property within the framework of design standards of building codes.

POLICY 3.5.1.4: Promote a desirable design and layout of future housing developments, like in Figure 3.24. Desirable design means that housing maintains Texas-style

Figure 3.24: A pleasant neighborhood



Source: <http://www.americanlegislator.org/>

facades, while the desirable layout means a well-maintained landscape environment around the development. Unkempt landscapes lead to a negative impression of the neighborhood while a shaded public walkway promotes the neighborhood's value.

OBJECTIVE 3.5.2: Increase diversity of housing choices and consider people with special housing needs.

POLICY 3.5.2.1: Increase desirable and affordable housing stock for renters and homebuyers (see Figure 3.25). Provide assistance for low-income households to apply for the Housing Choice Voucher program.

POLICY 3.5.2.2:
Create a new zoning district considering the special housing needs of the influx of workers related to the oil and gas industry.

ACTION STRATEGIES:

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

- Create a new zoning district for future influx of workers, to improve the existing living conditions for workers who live in temporary housing or in inappropriate locations for work.
- Encourage multi-family housing through zoning.
- Strengthen and encourage neighborhoods to proactively maintain and upgrade their properties through tax incentives, matching grant programs, and forgivable loans.

Medium Term (actions to take place over several years)

- Identify and remove impediments to housing attractiveness and neighborhood viability, such as nuisance or unmaintained street infrastructure within neighborhoods.

PROGRAMS/FUNDING

- The Public Housing Agency’s Housing Choice Voucher program allows a very low-income family to receive a housing voucher. The family must pay 30% of its monthly adjusted gross income for rent and utilities. For more information, go to http://www.housingchoiceprogram.com/details/gonzales_housing_authority_78629.

Figure 3.25: An example of affordable housing



Source: http://www.huduser.org/portal/pdredge/pdr_edge_inpractice_092112.html

- The Planning and Capacity Building Fund provides grants for local public facilities and housing planning activities in Texas. More information can be found at <http://www.texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/RuralCommunityDevelopmentBlockGrantCDBG/PlanningandCapacityBuildingFund.aspx>.
- Using federal Community Development Block Grant funds, the Texas Community Development Fund assist smaller communities. The funds are exclusively for low and moderate income persons (households earning 80% or less of the area median family income) and are available only to units of general local government (cities and counties) that levy either a local sales or property tax. Find more information at <http://tfgainc.com/index.php?tag=tcdp>.

Table 3.13: Economy 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
	Use zoning tools to create mixed-use development districts in the downtown area.	Zoning	Short Term (1-3 years)	N/A	N/A		X			
3.1.1.1	Develop economic incentives to encourage local businesses, brand historic tourism sites	Finance	Mid Range (3-5 years)	N/A	N/A				X	
3.1.2.1	Establish a proper economic structure	Economic Development	Long Term (5-10 years)	N/A	N/A			X		
3.1.3.1	Adopt phased historical repositioning plans	Main Street	Short Term (1-3 years)	N/A	Main Street		X			
3.2.1.1	Use zoning tools to create mixed use and historical districts within the downtown areas.	Zoning	Short Term (1-3 years)	N/A	N/A		X			
3.2.1.2	Develop promotion scheme to attract business investments	Economic Development	Short Term (1-3 years)	N/A	N/A				X	
3.2.1.3	Apply for funding for preservation of historic buildings	Finance	Medium Term (3-5 years)	N/A	N/A					X
3.2.2.1				N/A	N/A					

#	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
	Obtain necessary building permits for re-purposing historic buildings	Zoning	Medium Term (3-5 years)	N/A	Federal Historic Preservation Tax Incentives		X			
3.2.2.2	Complete restoration of downtown landmarks and historic sites.	Main Street	Long Term (5-10 years)	Main Street Program	N/A		X	X		
3.2.3.1	Gather financial capital for re-purposing buildings	Finance	Long Term (5-10 years)	Main Street Program	The National Trust for Historic Preservation				X	
3.2.3.2	Construct and establish historic tourism-related business areas	staff	Long Term (5-10 years)	Main Street Program	N/A		X			
3.2.3.3	Create a downtown advisory group	Staff	Short Term (1-3 years)	N/A	N/A		X			X
3.3.1.1	Hold workshops to define the boundaries and concerns of downtown area	Staff	Short Term (1-3 years)	Yes	N/A		X			X
3.3.1.2	Hire consultant firm to determine downtown retail market	Staff	Short Term (1-3 years)	Yes	N/A					X
3.3.1.3	Maintain a focus on downtown	Staff	Medium Term (3-5 years)	Yes	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
3.3.2.2	Update the existing zoning codes to encourage mixed-use downtown development and attractive urban form.	Zoning	Medium Term (3-5 years)	N/A	N/A		X			
3.3.3.1	Establish Business Improvement Districts (BID)	Economic Development	Long Term (5-10 years)	N/A	Business Improvement Districts (BID) program			X		
3.4.1.1	Collaborate with professionals in the local industries	Staff	Short Term (1-3 years)	N/A	N/A					X
3.4.1.2	Identify the gaps in professional skills for economic development.	Staff	Short Term (1-3 years)	N/A	Workforce Commission - Skill Development Program		X			X
3.4.2.1	Facilitate communication between citizens, the college, and local industries	Staff	Medium Term (3-5 years)	Yes	N/A		X			
3.4.2.2	Keep records training information, locations, and schedules	Staff	Medium Term (3-5 years)	N/A	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
3.4.3.1	Offer community college grants to expand job training	Finance	Long Term (5-10 years)	N/A	Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant Program				X	
3.4.3.2	Track the cooperation between Victoria College and local industries	Staff	Long Term (5-10 years)	N/A	N/A		X			X
	Develop a plan for future housing locations	Zoning	Short Term (1-3 years)	N/A	Planning and Capacity Building Fund		X			
3.5.1.1	Upgrade existing properties through financial assistance	Finance	Short Term (1-3 years)	N/A	Planning and Capacity Building Fund				X	
3.5.1.2	Identify and remove impediments to housing attractiveness	Staff	Medium Term (3-5 years)	Yes	N/A		X			
3.5.2.1	Encourage multi-family housing through zoning.	Zoning	Long Term (5-10 years)	N/A	Texas Community Development Fund		X			
3.5.2.2	Create a new zoning district for future influx of workers	Zoning	Long Term (5-10 years)	N/A	Housing Choice Voucher program		X			



Housing

Introduction

Despite the sluggish economy of the mid- to late-2000s, Gonzales is experiencing a high level of growth as a result of a regional oil boom. Since 2008, a vast number of workers have been moving into the area, leading to a shortage in available housing. While some developers have begun to build new housing, construction has not been able to keep up with demand. At the same time, property values of homes in Gonzales have been rising over the past decade.

While the future of the oil industry is not certain, industry experts predict the boom will last for more than a decade, leading to a stable and long-term demand for new housing. The Institute for Economic Development estimates that more than 65,000 jobs will be created through the oil and gas extraction and production industry alone by 2020. Billions of dollars more in revenue will be paid out to mineral owners as well, which will help stimulate the local economy in the future.

Overall Housing Market

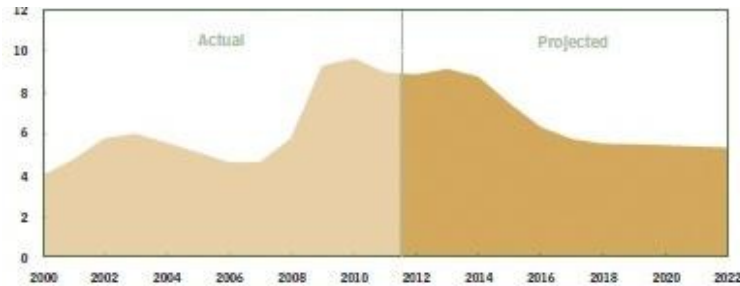
Gonzales' location in the northern portion of the Eagle Ford Shale is an important factor that must be considered when determining the viability of developing new housing. Due to the Eagle Ford Shale's fast-paced development, there has been an increase in the number of oil and gas workers in the area and, consequently, an increase in the demand for housing. Currently, workers are constrained to living in hotels, RVs, rental bedrooms, or barracks on or near drilling sites. Many of these workers' living situations are temporary and create the feeling that they are "living out of a suitcase."

Other factors to consider in a discussion of housing demand are the present supply of multifamily complexes, the current demand for this housing type and the amount people are willing to pay to live in these complexes. The most recent multifamily complex to have been built in Gonzales was constructed in 1999 and consists of 32 units. Prior to this complex, other multifamily projects had been constructed in 1982 and 1983, totaling 41 units. It is estimated that a total of 534 multifamily units exist in Gonzales County today.

Additionally, employment in Gonzales is expected to rise. In 2010, 92.1% of the Gonzales civilian labor force was employed. By 2015, this level is projected to rise to 93.6% and to 94.8% by 2020. All of these percentages are higher than the rates of employment expected nationally. Historical unemployment in the United States has been cyclical, ranging from 4% to 10% since 1990. Currently, unemployment has risen to nearly its highest level, (8% at time of publication, according to the U.S. Census

Bureau) but is steadily decreasing. In the future, the unemployment rate is expected to level off at 6%, as depicted in Figure 4.1.

Figure 4.1: U.S. Unemployment Rate



Source: Bureau of Labor Statistics

Land and Housing Values

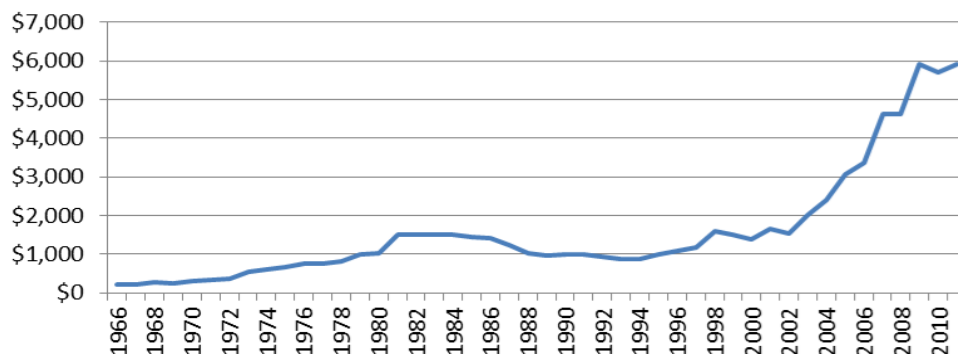
Since 1995, the median price per acre has been increasing for Gonzales County as well as other surrounding counties. In 1995, the median price per acre for the immediate area was \$1,000. The current median price per acre has increased by 492% to \$5,919 (U.S. Census). The median tract size currently being bought and sold is 33 acres, a decrease in area of more than 50% from the 1995 median tract size of 70 acres. Land values throughout the city of Gonzales and surrounding communities vary depending on the property type being listed and sold. As a point of comparison, the median price per acre within the surrounding counties of Bexar, Guadalupe, Karnes and Wilson was \$4,488 in 2011. The median tract size sold in these surrounding counties decreased from 100 acres in 1995 to 41 acres in 2011. The higher cost of land in Gonzales County suggests a growing issue in the affordability of rural land, and it is expected that the current oil and gas boom will increase the pressure on land prices.

Figure 4.2: Median Rural Land Price per Acre

Median Rural Land Price per Acre Coastal Prairie - North (LMA 19)

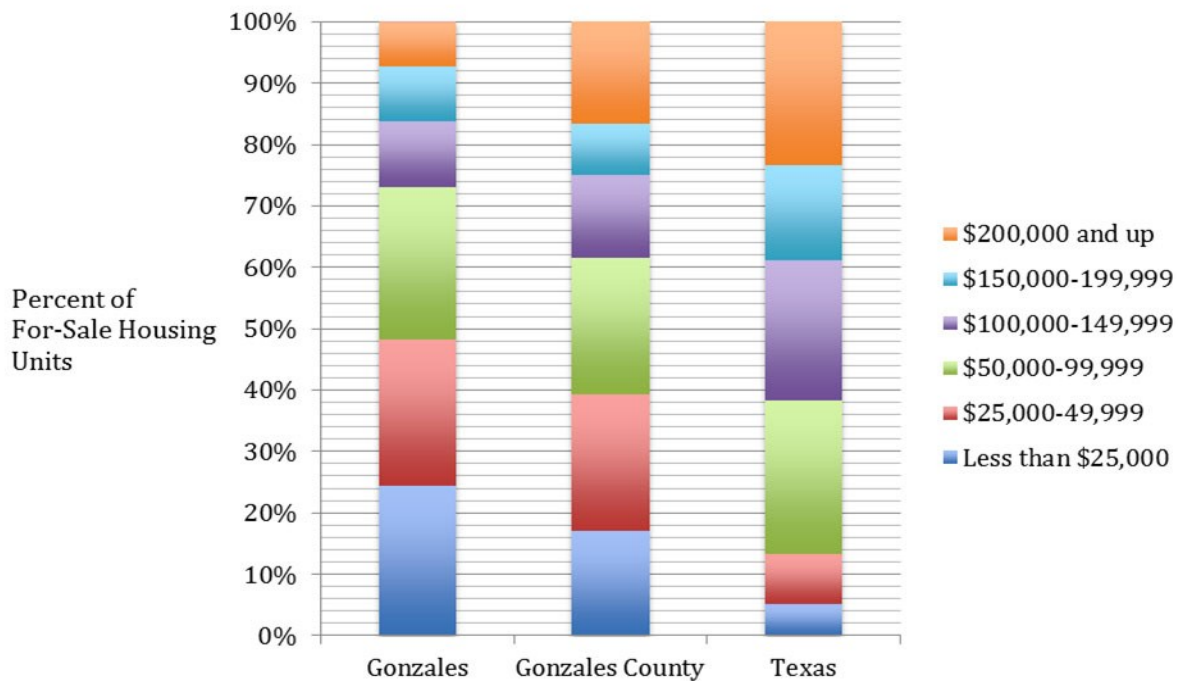
(Colorado, DeWitt, Fayette, Gonzales, and Lavaca Counties)

Source: Real Estate Center at Texas A&M



A windshield survey of housing conditions was conducted in Gonzales for this report during the fall of 2012. Housing conditions all over the city were observed and evaluated by housing type, including single-family residences, duplexes, multifamily units, group quarters, manufactured homes, and rural residential housing.

Figure 4.3: Distribution of Housing Values for Owner-Occupied Units, 2006-2010



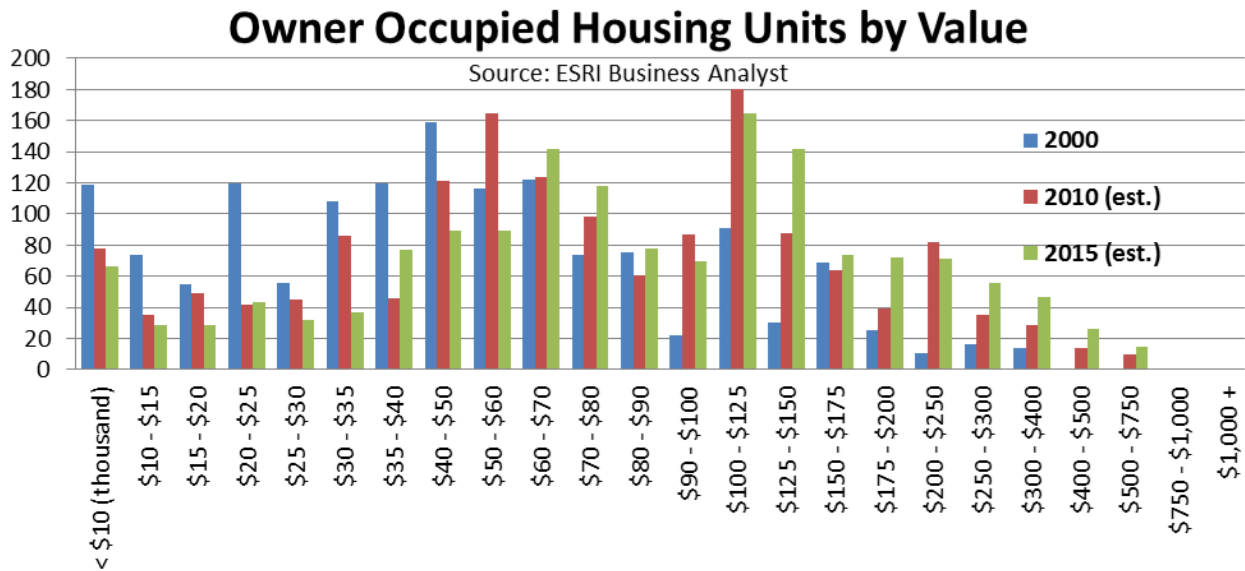
Source: 2006-2010 ACS Estimates

Neighborhoods just south of the city’s historic downtown squares have seen new construction or remodeling of older homes, a signal perhaps of the aforementioned rising income levels. This, coupled with a lacking supply of newer, modestly-priced single-family housing for Eagle Ford Shale workers, creates a small window of opportunity for new development.

Of owner-occupied housing units, 45.7% will be in the \$60,000 - \$149,999 value range by 2015. This is up from 40.5% in 2010. The share of owner-occupied homes that are valued at more than \$150,000 is expected to rise as well, from 17.3% in 2010 to 23.1% in 2015. Owner-occupied housing units in the lower value range of less than \$60,000, on the other hand, will fall to 31.4% of the total by 2015. This is a substantial drop from the 42.4% share of total owner-occupied housing units that this value range held in 2010. This data can be interpreted in myriad ways, the most basic is that property values are expected to rise. Furthermore, rising income levels may allow more people to “trade up” to higher-valued homes.

Regarding shifts in property values over time, the median value of an owner-occupied house was \$45,409 in 2000. By 2010, that value had soared to \$69,839 and is expected to continue rising, reaching over \$84,000 in 2015. This can be attributed to inflation, rising incomes, and a complete lack of added supply, as will be discussed in the section below reviewing historical building permit data. Over time, housing values and quality have trended upward. The number of housing units valued below \$60,000 is expected to decrease, while units valued above \$90,000 are expected to see significant increases, as illustrated in Figure 4 (ESRI Housing Profile).

Figure 4.4: Owner Occupied Housing Units by Value

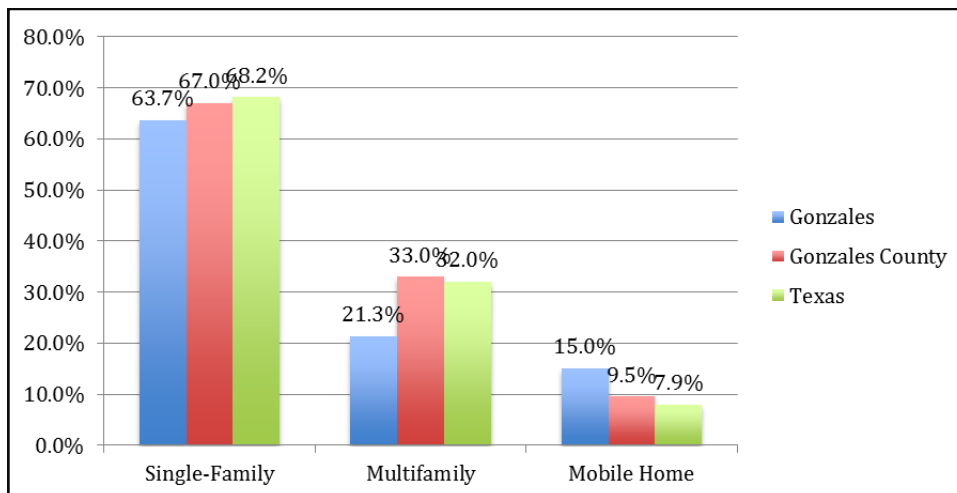


Housing Availability

There are some 2,814 housing units within the city of Gonzales, according to 2010 U.S. Census data. While the number of units is up from the 2,619 units in 1990, the city experienced a net loss of 55 housing units between 2000 and 2010.

According to the U.S. Census Bureau’s American Community Survey (ACS), from 2006-2010, single-family housing dominates the city’s housing market, representing almost 64% of all housing stock, both attached and detached. This estimate is similar to the statewide share of single-family housing units (about 68% in 2010). Multifamily housing (consisting of two or more units) in Gonzales constitutes 35% of the total housing stock, slightly higher than percentages for the county and state. Gonzales also has a small share (0.15%) of mobile/manufactured homes compared to Gonzales County, which had 745 owner-occupied mobile/manufactured homes in 2010. Texas’ stock of mobile/manufactured housing is about 8%. Figure 2-2 illustrates the relative percentages of single-family, multifamily and mobile homes in Gonzales, Gonzales County and Texas.

Figure 4.5: Housing Units by Structure Type, 2010



Source: 2010 ACS Estimates (2006-2009)

Housing Density and Household Size

The city of Gonzales has an average housing density of about 552 units per square mile, or less than one housing unit per acre. The county’s housing density is substantially lower at just over eight units per square mile, or 0.01 housing unit per acre. Texas’ housing density is about 37 units per square mile, or 0.06 housing unit per acre.

Table 4.1: Household Size, 2010

Average household size	City	Gonzales County	Texas
Total	2.80	2.74	2.75
Owner occupied	2.89	2.72	2.87
Renter occupied	2.67	2.77	2.54

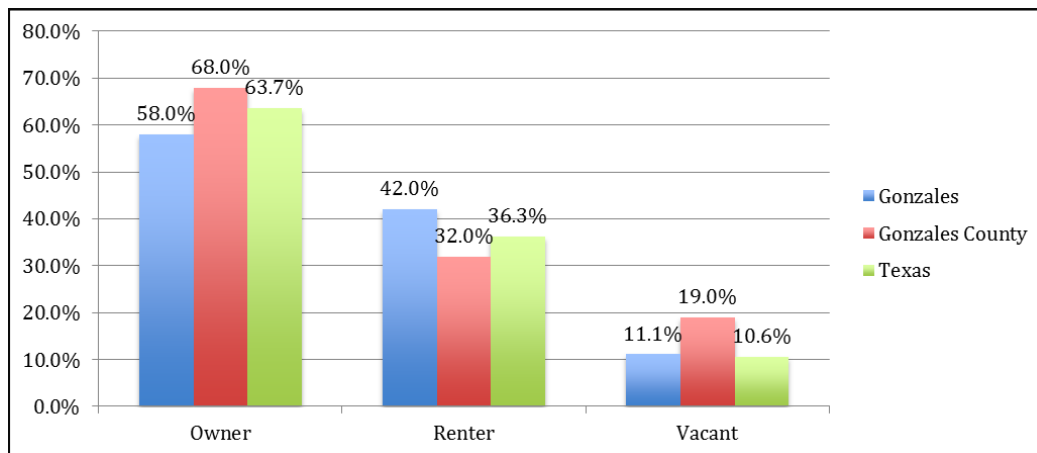
Source: U.S. Census (2010 SF2 Data)

The city's average household size is slightly larger than the county's and state's (2.80 persons per household within the city compared to 2.74 for the county and 2.75 for Texas). The number of persons per household has increased within the city over the last two decades (2.75 in 1990 and 2.73 in 2000).

Housing Tenure

As the 2010 Census indicates, there are 2,814 housing units in Gonzales, of which 2,503 are occupied. Of those occupied units, 1,451 are owner-occupied (58%) and 1,052 are renter-occupied (42%). The vacancy rate in 2010 was 11.1%. Gonzales has a higher share of renters than the county and the state, but its vacancy rate falls between county and state levels. The city's homeownership rate falls below both the county's and state's rates.

Figure 4.6: Housing Tenure, 2010



Source: U.S. Census (2010 SF1 Data)

Table 4.2: Fair Market Rents for Gonzales County (in Dollars)

Gonzales County	0 BR	1 BR	2 BR	3 BR	4 BR
2011	\$408	\$465	\$595	\$865	\$891
2012	\$400	\$457	\$584	\$849	\$874
2013	\$460	\$463	\$626	\$922	\$928

Source: U.S. Dept. of Housing and Urban Development (HUD)

Fair Market Rents

Fair market rents as established by the U.S. Department of Housing and Urban Development (HUD) indicate that, while Gonzales County rents actually decreased from 2011 to 2012, they have surpassed those levels for fiscal year (FY) 2013. The reason for the sudden jump in rents is likely due to

increased demand from workers in the oil and gas industry. The fair market rent for a zero-bedroom unit (efficiency or studio) increased over 2012 by 15%, to \$460. One-bedroom units increased 1.3%, from \$457 in 2012 to \$463 in FY 2013, while two-bedroom apartments increased by 7.2%, from \$584 per month to \$626. Rent for three-bedroom apartments increased by 8.6% to \$922 per month. According to the 2010 Census, the median rent for all unit types in Gonzales was \$476 per month, compared to \$495 for Gonzales County and \$786 for Texas.

Housing Affordability

Housing affordability is an index that measures the percentage of annual income that a family spends on housing costs, including utilities. The housing affordability gap is the difference between 30% of a family's annual income and the combined cost of utilities and rent or mortgage payment.

For owner-occupied units, about 19.1% of households are cost-burdened, meaning that they spend at least 30% of their income on housing costs. For renter households, the rate of burden is at 29.6%. The cost burden for residents of Gonzales is generally less than that of Texas; about 25.7% of owner-occupied households statewide are paying at least 30% of their income for housing. Nearly half of renters in Texas (48.8%) are experiencing a housing cost burden.

About 15.1% of families in Gonzales earn incomes that place them below the live of poverty, a 2% increase since 2000. However, the poverty rate is

Figure 4.7: Housing Condition (Poor -Deteriorated)



less than half what it was for families in 1990 (30.7%). The current poverty rate in Gonzales is slightly higher than for Gonzales County (14.8%) and for Texas (13.0%). While specific data about their housing is not available, it can be assumed that their housing cost burden is very significant.

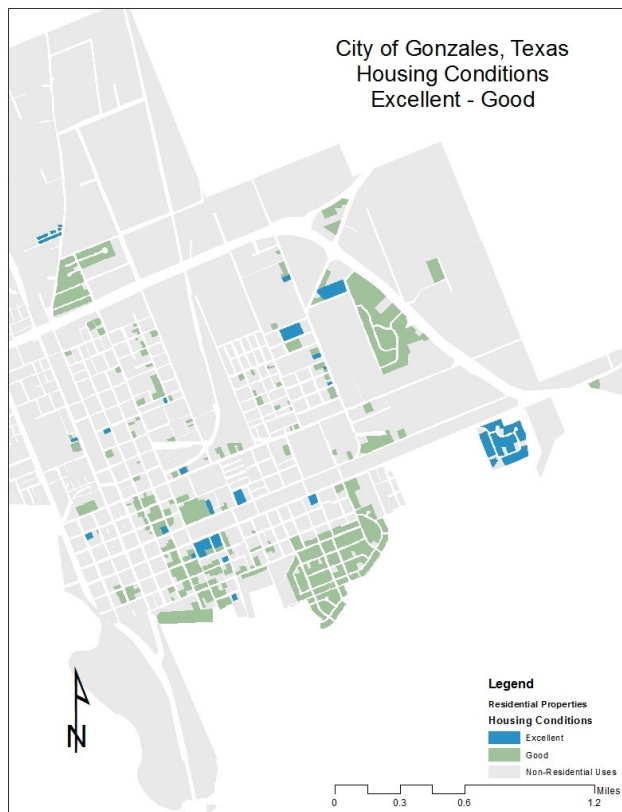
Public Housing

According to the Gonzales Housing Authority, the city of Gonzales operates 140 units of public housing. Section 8 vouchers are rental subsidies for low-income residents provided by HUD. Additionally, the regional authority administers 42 housing choice vouchers that allow residents to locate rental housing in the

Figure 4.8: Housing Condition (Average)



Figure 4.9: Housing Condition (Excellent-Good)



private market. The detailed application for housing assistance through the Gonzales Housing Authority follows HUD guidelines. As available housing stock diminishes with the influx of oil and gas workers, it is recommended that the city of Gonzales and the Gonzales Housing Authority seek more partnership opportunities to improve the quality of housing choices through federally-aided programs.

Physical Housing Conditions

The results of the housing conditions windshield survey, conducted in Gonzales for this report during the fall of 2012 and introduced previously, will be covered in detail over the next few sections.

The survey defined three classifications of housing conditions: excellent/good, average and poor/deteriorated/vacant. Photographs depicting a representative sample of each housing condition and a brief explanation of each category were provided within each survey worksheet, which can be found in the appendix for this chapter. Survey findings were mapped and are included here.

The current housing conditions in Gonzales are greatly varied, although the results of the windshield survey indicate that the variation of housing conditions is well-balanced throughout the city.

Figure 4.7 depicts the distribution of poor to deteriorated housing units within the city limits. Generally, these types of units are scattered

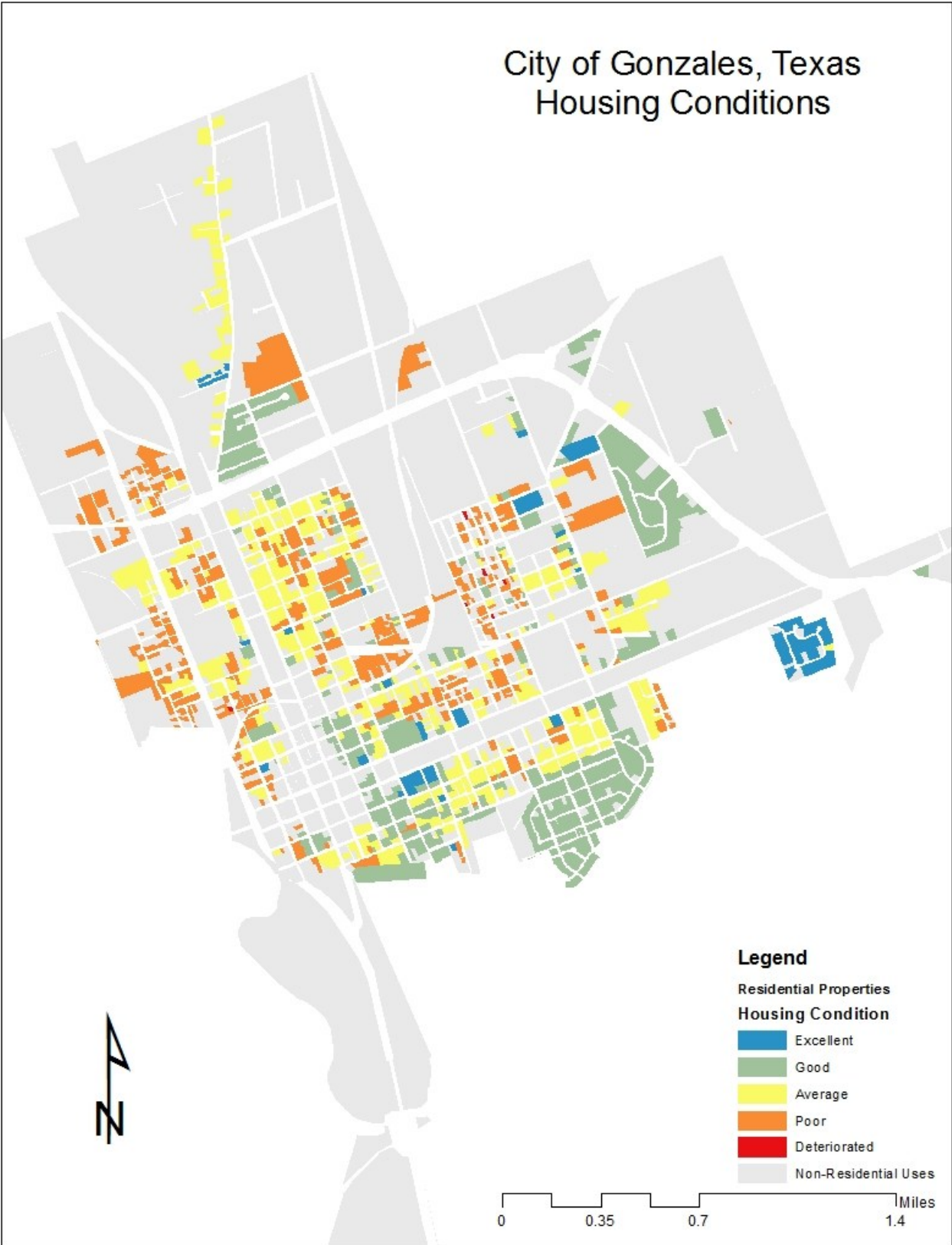
throughout Gonzales though are somewhat more predominant in the north and west of the city. The fairly dispersed nature of the properties, rather than their being concentrated on particular city blocks, is a positive.

Figure 4.8 illustrates the distribution of average-condition housing units within the city limits. As evidenced by the image, these types of units are scattered around the southwestern part of the city. Of note, there is a concentration of housing of this condition on blocks north of the city and close to the rail yard. Also, along the city's southern edge, near St. Louis Street there, is an agglomeration of average-condition housing.

Figure 4.9 depicts the supply of excellent- to good-condition housing units within the city limits. Generally, these units are packed together in areas north of the city center and in the newer subdivisions in the southern part of the city. These subdivisions can be considered suburban-style development due to their design standards that include cul-de-sacs. There is a concentration of older homes near the downtown area, where good housing conditions are also present.

Here, each of the housing conditions described previously is overlaid onto Figure 4.10. To sum up, poor- to deteriorated-condition housing can be found scattered all over the central city, but is more common on the western edge of the city. Average-condition housing is commonly found along the southern edge of the city, near St. Lawrence Street, and along the St. Joseph Street corridor. In addition, excellent- to good-condition housing is currently predominant in the suburban-style development at the edges of the city and among large, typically historic homes near the downtown.

Figure 4.10: Housing Condition



SWOT Analysis



Future Housing Needs

Generally, the city of Gonzales boasts an affordable housing stock when compared to other cities or the state. However, pressure from the growing oil and gas industry is limiting housing availability, making finding solutions for meeting future demand very important.

Infill development is one method that can be used to efficiently increase the number of housing units, taking advantage of existing infrastructure such as streets and utilities. This method could also assist in increasing the vitality of Gonzales' downtown area. Redeveloping space above retail in downtown as housing would also improve Gonzales' core while helping to mitigate the effects of sprawl that are prevalent in other communities.

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Future Housing

GOAL 4.1: Develop a property inventory. *(This goal has been met in the Housing section of the 2012 State of the Community Report)*

OBJECTIVE 4.1.1: By 2020, have 100% of current housing stock inventoried electronically.

POLICY 4.1.1.1: By City Council mandate, order an inventory of current housing stock. Review the 2012 State of the Community Report to assure the document includes the current housing stock information.

OBJECTIVE 4.1.2: By 2020, designate members of the city staff to survey each property individually for the designated information needs.

POLICY 4.1.2.1: Prepare and enact an official inventory document of each property parcel designated as housing.

POLICY 4.1.2.2: Prepare a comprehensive map or map series based on survey results that identifies the city's current housing stock.

GOAL 4.2: Research types of housing stock that will best suit the needs of Gonzales. *(This goal has been met in the Housing section of the 2012 State of the Community Report)*

PROGRAMS/FUNDING

- Market analysis reports analyzing single and multi-family residential needs are provided in the Appendix. These reports were developed during the 2012 State of the Community Report.

GOAL 4.3: Improve the quality of existing housing stock through rehabilitation and reconstruction.

OBJECTIVE 4.3.1: By 2030, bring 100% of dilapidated housing units up to code.

POLICY 4.3.1.1: Establish a Homeowner's Rehabilitation Assistance Program for citizens needing assistance.

ACTION STRATEGIES:

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

- Utilize the survey maps of existing housing conditions on **pgs. 76 – 79** of the State of the Community in order to identify housing units that would need to be improved through rehabilitation or reconstruction. Average conditions are described as “a sound structure but shows signs of wear and needs maintenance. The structure is not as well maintained as the “excellent” category and the pavement or accessory building may need repairs. Minor maintenance needed. A small amount of debris or overgrown landscaping may be present.” (pg. 81)
- Offer an incentive program for owners of homes of poor or deteriorated quality in need of financial assistance to improve the home. The structure for an incentivized housing program would be based upon these steps:
 - Offer to pay for 50%, 75%, or 100% of rehabilitation costs if completed within one year of entering the program
 - Provide guidelines for how homes should be redeveloped to meet codes
 - If action is not taken or completed within given time frame, enforce the building code and levy fines or fees upon homeowner

Note: If the property is sold and purchased by another individual during the time frame of rehabilitation, ensure that the new homeowner is aware of the program and agrees to meet the criteria.

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

- Create an opportunity for Gonzales High School and higher-education institutions to give back to the community by completing housing-related tasks.
 - For insight refer to Texas A&M University’s Big Event, the largest one day, student run service project in the nation. This initiative gives students the opportunity to thank the community for their continued support of the University by helping area residents accomplish necessary household tasks such as painting, yard work, and clean-ups.

PROGRAMS/FUNDING

- Homeowner’s Rehabilitation Assistance Program is offered through the Texas Department of Housing and Community Affairs. This program provides the following services:
 - Rehabilitation or reconstruction of owner-occupied housing on the same site
 - New construction of site-built housing on the same site to replace an existing owner occupied Manufactured Housing Unit (MHU)

- Replacement and relocation of existing housing located in a floodplain to a new MHU or new construction of housing on an alternative site
- New construction or a new MHU to replace a housing unit that has become uninhabitable as a result of disaster or condemnation by local government
- If allowable under the Notice of Funding Availability (NOFA), refinance of existing mortgages meeting federal requirements.
- More information can be found at <http://www.tdhca.state.tx.us/home-division/hra.htm>.

Some available funding opportunities are described below:

Table 4.3: 2012 HOME single family programs reservation system

Program Fund	Total	Reserved	Available
HOME HRA Refinance Reservation Project	\$72,560.97	\$72,560.97	\$0.00
HOME Reservation Funds for HBA/Rehab, HRA, and TBRA	\$36,784,668.43	\$30,646,322.07	\$6,138,346.36
HOME PWD Reservation Funds for HBA/Rehab, HRA, and TBRA	\$4,636,716.62	\$2,143,478.89	\$2,493,237.73
HOME Disaster Reservation Funds for HBA/Rehab, HRA, and TBRA	\$1,772,513.68	\$595,531.68	\$1,176,982.00

Source: Texas Department of Housing and Community Affairs

- Section 203 (k) Program is offered through the U.S. Department of Housing and Urban Development. This program allows homebuyers who want to purchase a dilapidated structure a way to obtain financing.
 - More information on eligible properties, required improvements and how the program can be used can be found at http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/203k/203kabou.

GOAL 4.4: Preserve and enhance the city's existing neighborhoods.

OBJECTIVE 4.4.1: The city should encourage neighborhood revitalization through infill development in established residential areas.

OBJECTIVE 4.4.2: Create a more pedestrian friendly environment through neighborhood enhancements.

GOAL 4.5: Provide affordable housing for all income levels.

OBJECTIVE 4.5.1: By 2030, develop a mix of housing opportunities including low, moderate and high income single family properties.

POLICY 4.5.1.1: Apply for the Housing and Urban Development (HUD) Community Block Grant (CDBG) Program to invest in affordable housing options.

OBJECTIVE 4.5.2: The city should adopt developmental policies to encourage development of housing.

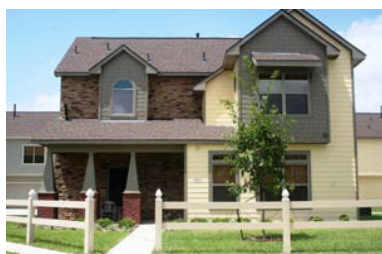
PROGRAMS/FUNDING

- The Texas Department of Housing and Community Affairs’ (TDHCA) Housing Tax Credit (HTC) program is one of the primary means of directing private capital toward the development and preservation of affordable rental housing for low-income households. The HTC program is designed to:
 - Provide a source of equity financing for the development of affordable housing
 - Maximize the number of affordable units added to the state’s housing supply
 - Ensure that the state’s affordable housing supply is well maintained and operated, serving as a credit to the communities in which affordable housing is constructed and operated
 - Prevent losses in the state’s supply of affordable housing
 - More information can be found at <http://www.tdhca.state.tx.us/multifamily/htc/docs/htc-overview.pdf>.

Figure 4.11: Examples of multifamily properties supported by Housing Tax Credits



The Mirabella, San Antonio



South Acres Homes, Houston



Crestshire Village, Dallas

- The primary objective of the CDBG program is to develop viable communities by providing decent housing and a suitable living environment and by expanding economic opportunities, principally for persons of low- and moderate-income. The State must ensure that at least 70 percent of its

CDBG grant funds are used for activities that benefit low- and moderate-income persons over a one-, two-, or three-year time period selected by the State. This general objective is achieved by granting “maximum feasible priority” to activities which benefit low- and moderate-income families or aid in the prevention or elimination of slums or blight.

- More information can be found at http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/stateadmin.

GOAL 4.6: Provide incentives to stimulate real estate development, specifically in the downtown area.

OBJECTIVE 4.6.1: By 2030, create 50% more housing opportunities within the downtown area.

POLICY 4.6.1.1: Gonzales should revise the zoning ordinance to allow housing to be included as a mixed-use within Downtown Gonzales.

POLICY 4.6.1.2: Establish a Mixed-Use Development Incentive (MuDI) Grant Program similar to the one used in Monroe, North Carolina.

OBJECTIVE 4.6.2: Provide incentives to developers and encourage public/private partnerships.

POLICY 4.6.2.1: Host a “Builder/Developer” Tour Day to attract builders and developers to the area.

ACTION STRATEGIES

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

- Amend the zoning ordinance to include mixed-use structures in the downtown area.
- Develop standards for how mixed-use developments are to be built in accordance to the surrounding environment.
- Host a “Builder/Developer” Tour Day to encourage and showcase the many available opportunities to develop in the city
 - This Builder/Developer Tour Day will not only introduce to potential developers and residents the available sites and properties for rehabilitation or construction but also provide them with the programs and funding to help facilitate the process of rehabilitation. This

day will allow the city to market themselves to potential developers and create a network which city officials can utilize for redevelopment.

PROGRAMS/FUNDING

- “The MuDI Grant Program assists with the renovation and rehabilitation of commercial and residential properties within the Downtown District. The grant portion of the project must be for the exterior and interior renovation of existing buildings only. The proposed project must meet all applicable zoning requirements and all required permits (i.e. zoning, building, etc.) must have been obtained prior to payment. The proposed project must follow the guidelines for renovation and rehabilitation of historic structures or structures within historic districts as outlined herein” (Source: Historic Downtown Monroe). The grant portion can significantly reduce the costs of rehabilitation by providing a minimum of \$5.00 - \$10.00 per square foot based on \$100 of value per square foot. The length of this program can be up to the City Council’s discretion. The rehabilitation project must consist of a multi-story building with the purpose of establishing multiple mixed use income producing properties. Adapted from <http://www.historicdowntownmonroe.org/incentiveprograms.php?cat=49>.
 - Examples of eligible projects include: Mixed-use retail/restaurant storefront; office/commercial, upper floor; residential upper floor.

GOAL 4.7: Facilitate the development of residential projects that will help alleviate current housing supply deficits.

OBJECTIVE 4.7.1: By 2015, facilitate multifamily residential development that can accommodate the growth in employment due to the oil industry.

POLICY 4.7.1.1: Offer incentives to developers to increase multifamily residential buildings. Incentives could include parking space allowances, priority access to funding and tax exemptions for several years.

POLICY 4.7.1.2: Establish the Multi-family (Rental Housing) Development Program through the Texas Department of Housing and Community Affairs.

PROGRAMS/FUNDING

- The Multi-family (Rental Housing) Development Program provides funding to units of General Local Governments, Public Housing Authorities, nonprofits, and for-profit entities towards the new

construction or rehabilitation of affordable multifamily rental developments. Development funds are awarded on a first-come, first-serve basis through an application process. Additional funding sources may be layered with the Housing Tax Credits.

- More information can be found at <http://www.tdhca.state.tx.us/home-division/mf-rental.htm>.
- The Multifamily Mortgage Revenue Bond Program issues mortgage revenue bonds to finance loans for qualified nonprofit organizations and for-profit developers. This program is administered by the Texas Bond Review Board and the Texas Department of Housing and Community Affairs (TDHCA). Currently the State receives \$525 million for multifamily needs with approximately \$105 million set aside for TDHCA. This program works in conjunction with the Housing Tax Credit program to maximize state allocations. However, developers financed through this program are subject to set-aside restrictions for low-income tenants and persons with special needs, tenant services, maximum rent limitations and other requirements.
 - More information can be found at <http://www.tdhca.state.tx.us/multifamily/bond/index.htm>.

GOAL 4.8: Make use of legislative processes that will assist Gonzales in removing sub-standard units and replacing them with new housing developments.

OBJECTIVE 4.8.1: By 2016, coordinate a partnership effort between the City and the Gonzales Housing Authority in redevelopment of substandard units.

POLICY 4.8.1.1: Start a program which aids substandard housing shown in the State of the Community Report to be developed as truly affordable home ownership units.

POLICY 4.8.1.2: Partner with the Gonzales Area Development Corporation (more info at <http://www.gonzalestexas.com/gonzales-area-development-corporation>) to support housing development and neighborhood revitalization such as marketing, credit counseling, and program promotion.

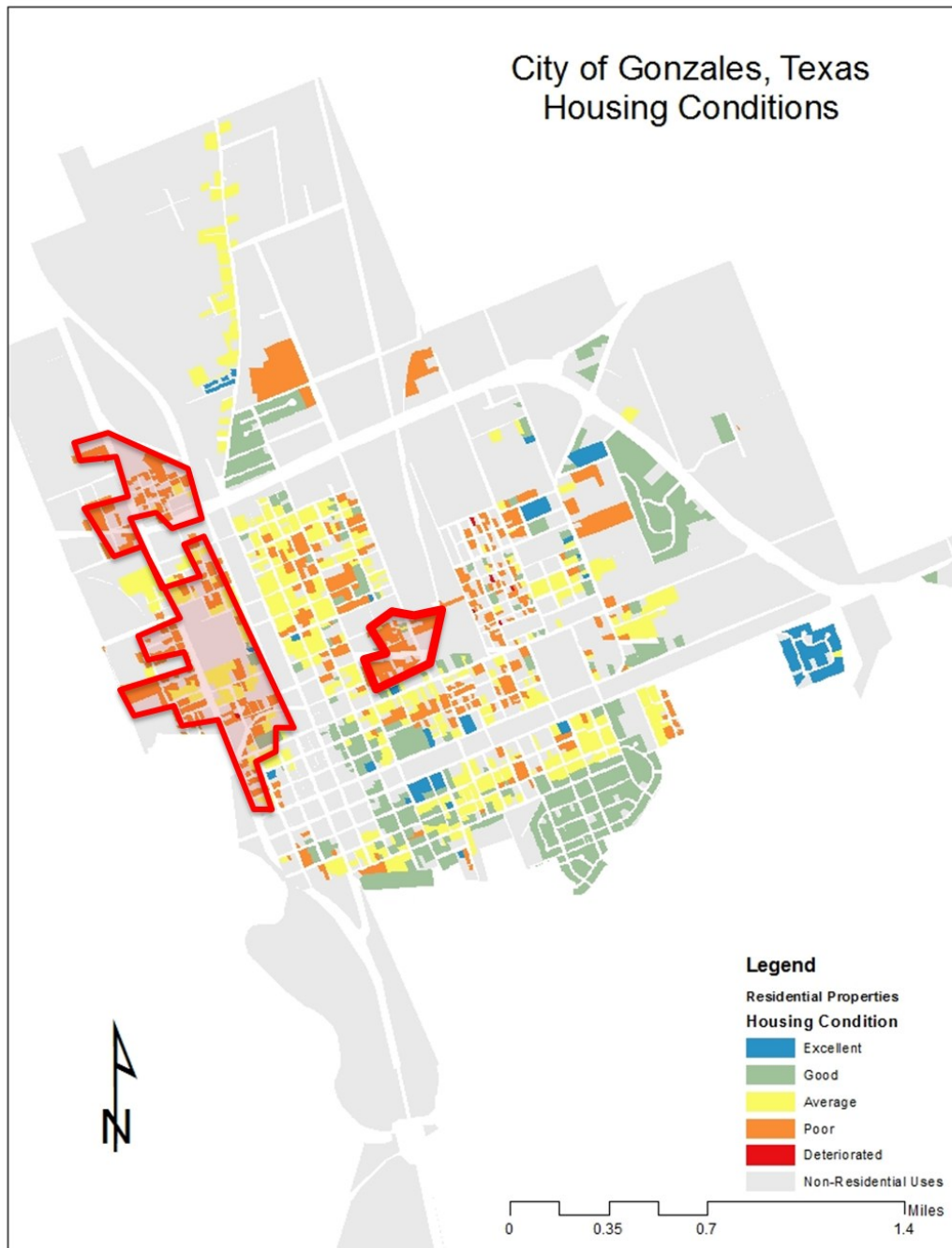
OBJECTIVE 4.8.2: Create a home improvement loan program.

POLICY 4.8.2.1: The home improvement loan program shall be used to repair existing owner-occupied housing units in designated substandard unit blocks and special

project areas as identified in Fig. 4.12 below.

POLICY 4.8.2.2: “Assist and act on behalf of the City in the performance of its governmental functions to promote the common good and general welfare of the City and in undertaking and completing one or more projects, as may be defined or determined by the City Council of the City.” Adapted from http://cfed.org/assets/documents/policy/energy_replacement_brief.pdf.

Figure 4.12: City of Gonzales housing conditions



PROGRAMS/FUNDING:

- Title I Home Improvement Loans
 - Loans on single-family homes may be used for alterations, repairs and site improvements. Loans on multifamily structures may be used only for building alteration and repairs.
 - A property owner may apply at any lender (i.e. bank, mortgage company, savings and loan association, or credit union) that is approved to make Title I loans. Beware of deceptive home improvement contractors.
 - **Maximum Loan Amount:**
 - Single-family house - \$25,000
 - Manufactured house on permanent foundation (classified and taxed as real estate) - \$25,090
 - Manufactured house (classified as personal property) - \$7,500
 - Multifamily structure - an average of \$12,000 per living unit, up to a total of \$60,000
 - *More information can be found at http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/title/ti_abou.*

This type of program/funding would help Gonzales revitalize its neighborhoods in need of improvement. Figure 4.7 on page 112 highlights the possible areas the housing revitalization program should be emphasized. The areas near downtown are expected to be redeveloped in conjunction with the city's desire to become a Texas tourist destination.

- “The Model Blocks Program funds rehabilitation of older homes and empowers residents to revitalize their neighborhoods. Designated neighborhoods are selected through a competitive process and must meet income and eligibility criteria before being awarded or revitalization projects”.
 - *More information can be found at http://fortworthtexas.gov/uploadedFiles/Planning/Comprehensive_Planning/05Housing_06.pdf.*

GOAL 4.9: Create better housing options for the influx of oil and gas workers in the Gonzales area.

OBJECTIVE 4.9.1: By 2015, 50% or more of temporary housing units for oil workers will be reduced.

POLICY 4.9.1.1: Include Accessory Dwelling Unit permits in residential areas to accommodate the rapid growth the community is expected to experience without increasing housing construction costs.

POLICY 4.9.1.2: Allow Accessory Dwelling Units in single-family areas, especially in dilapidated areas as shown in the housing conditions map on p. 125 which highlights the concentration of dilapidated housing. Changing single-family residential zoning to allow ADUs will permit these areas to flourish with new development., allowing the city to infill the urban core instead of expand into agricultural land.

ACCESORY DWELLING UNITS: A viable option for Gonzales.

What are they? “An accessory dwelling unit (ADU) is a second dwelling unit created on a lot with a house, attached house or manufactured home. The second unit is created auxiliary to, and is smaller than, the main dwelling. ADUs can be created in a variety of ways, including conversion of a portion of an existing house, addition to an existing house, conversion of an existing garage or the construction of an entirely new build-



ing” (<http://www.portlandonline.com/bds/36676>).

Where will they be located? As shown in the map of housing conditions, the best area to place ADUs is in the low rated housing condition areas, to aid current homeowners with an income source and also help the current overflow of new populations into the city.

Table 4.4: Housing 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
4.3.1	Bring dilapidated homes up to code	City Council	Long Term: 5-10 years	Survey maps provided in the Comprehensive Plan	Homeowner's Rehabilitation Assistance Program			X		
4.4	Preserve and enhance the city's existing neighborhood	Staff	Mid-Range: 3-5 years	N/A	N/A			X		
4.5.1	Develop a mix of housing opportunities	City Council, Community Stakeholders, Mayor	Mid-Range: 3-5 years	N/A	Housing Tax Credit Program, Community Development Block Grants				X	
4.6.1	Create 50% more housing opportunities in the downtown area	City Staff, Community Stakeholders	Long Term: 5-10 years	N/A	N/A				X	
4.6.1.2	Establish a Mixed-Use Development Incentive Grant Program	City Staff	Mid-Range: 3-5 years	See other cities' similar programs	N/A			X		
4.6.2.1	Host a Builder/Developer Tour Day	City Staff, City Council	Short Term: 1-3 years	Volunteers	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
4.7.1	Facilitate multi-family residential development	Mayor, City Staff, City Council	Short Term: 1-3 years	N/A	Multifamily (Rental Housing) Development Program, Multifamily Mortgage Revenue Bond Program			X	X	
4.8.1	Start a program that aids standard housing	City Staff, City Council, Mayor	Short Term: 1-3 years	N/A	Gonzales Area Development Corporation	X		X	X	
4.8.2	Create a home improvement loan program	City Staff, City Council	Short Term: 1-3 years	N/A	Title I Home Improvement Loans, The Model Blocks Program	X		X		
4.9.1	Reduce temporary housing for oil field workers	City Staff, City Council, Mayor	Short Term: 1-3 years	Incentives	N/A				X	X
4.9.1.1	Include Accessory Dwelling Units in residential zoning	City Council	Short Term: 1-3 years	Maps provided in Comprehensive Plan	N/A	X		X	X	

Appendix

1. Condition Scores Defined:

What is EXCELLENT/GOOD (3)? A recently built structure with no apparent problems that meets codes. If somewhat older, has had careful maintenance of both structure and grounds. No surface wear is apparent and repairs are not needed.



What is AVERAGE (2)? A sound structure but shows signs of wear and needs maintenance. The structure is not as well maintained as the “excellent” category and the pavement or accessory building may need repairs. Minor maintenance needed. A small amount of debris or overgrown landscaping may be present.



What is POOR/DETERIORATED (1)? Significant surface wear is noticeable. The structure is slightly out of plumb with cracks, holes, or breaks evident in walls, foundation, and roof. Paint is blistered and windows, steps, etc., may need to be replaced. Major maintenance is needed. A significant amount of debris or overgrown landscaping may be present. Sometimes the structure may be vacant or dilapidated.



2. Housing conditions survey form

Date of Survey: _____

Street Name and/or Block Number: _____

Side of Street (circle one): N S E W

Ad-									
Score:									

Side of Street (circle one): N S E W

Ad-									
Score:									

Please, write the condition number directly on the map on each parcel—if it is easier for your team.



Transportation

Introduction

The transportation section of this State of the Community report analyzes the existing conditions and level of service of the road network in the city of Gonzales. The largest urban settlement in Gonzales County and one of the oldest in the state of Texas, Gonzales is located along the confluence of the Guadalupe and San Marcos Rivers. It is connected to several major highways. U.S. Route 90 (Sarah Dewitt Drive) crosses east-west through the north of the city. U.S. Highway 183 (Water Street) runs north-south through the west edge of the city. A spur of TX-146 runs east-west overlapping St. Louis Street, and State Highway 97 provides access to the city's north-east corner. The city also has two Farm to Market roads, three county roads, a municipal airport and one railroad line that services the local industrial park.

Street Classification

a. Traditional Classification

A roadway's functional classification describes the importance placed on either the mobility or accessibility of its users. The relationship between mobility and accessibility is an inverse one. Mobility, a measure of the ease and speed of movement, improves as accessibility, a measure of access to bordering land uses, decreases. Since the Federal Aid Highway Act of 1973, all surface transportation legislation has mandated use of a functional classification system (Pickett, 2001). For decades, this system has provided a framework for highway design and has helped assign jurisdictional responsibility of roadways in line with its role in serving the mobility and accessibility of its users. The system maintains a minimum of design standards and provides a basis for evaluation of present performance and future needs and for apportioning limited financial resources among different roadways. In Texas, roadways are classified by the state's Department of Transportation (TxDOT) as either urban or rural and then further defined as part of the following hierarchy:

- Principal arterial (freeway and other): Movement-focused (high mobility, limited access)
- Minor arterial: Connects principal arterials (moderate mobility, limited access)
- Collectors: Connects local streets to arterials (moderate mobility, moderate access)
- Local roads and streets: Access-focused (limited mobility, high access)

In Gonzales, there are two **Principal Arterials**:

- Water Street (US Highway 183 Bypass)
- Sarah Dewitt Drive (US Highway 90)

There are several **Minor Arterials**:

- Farm to Market Road (FM) 532
- Harwood Road (FM 794)
- St. Joseph Street (US Highway 183)
- St. Lawrence (between St. Joseph Street and Jobe Street)
- St. Louis Street (TX-146 Spur)
- US Highway 90 (west of Crawford Street)
- US Highway 90 (east of St Andrew Street)

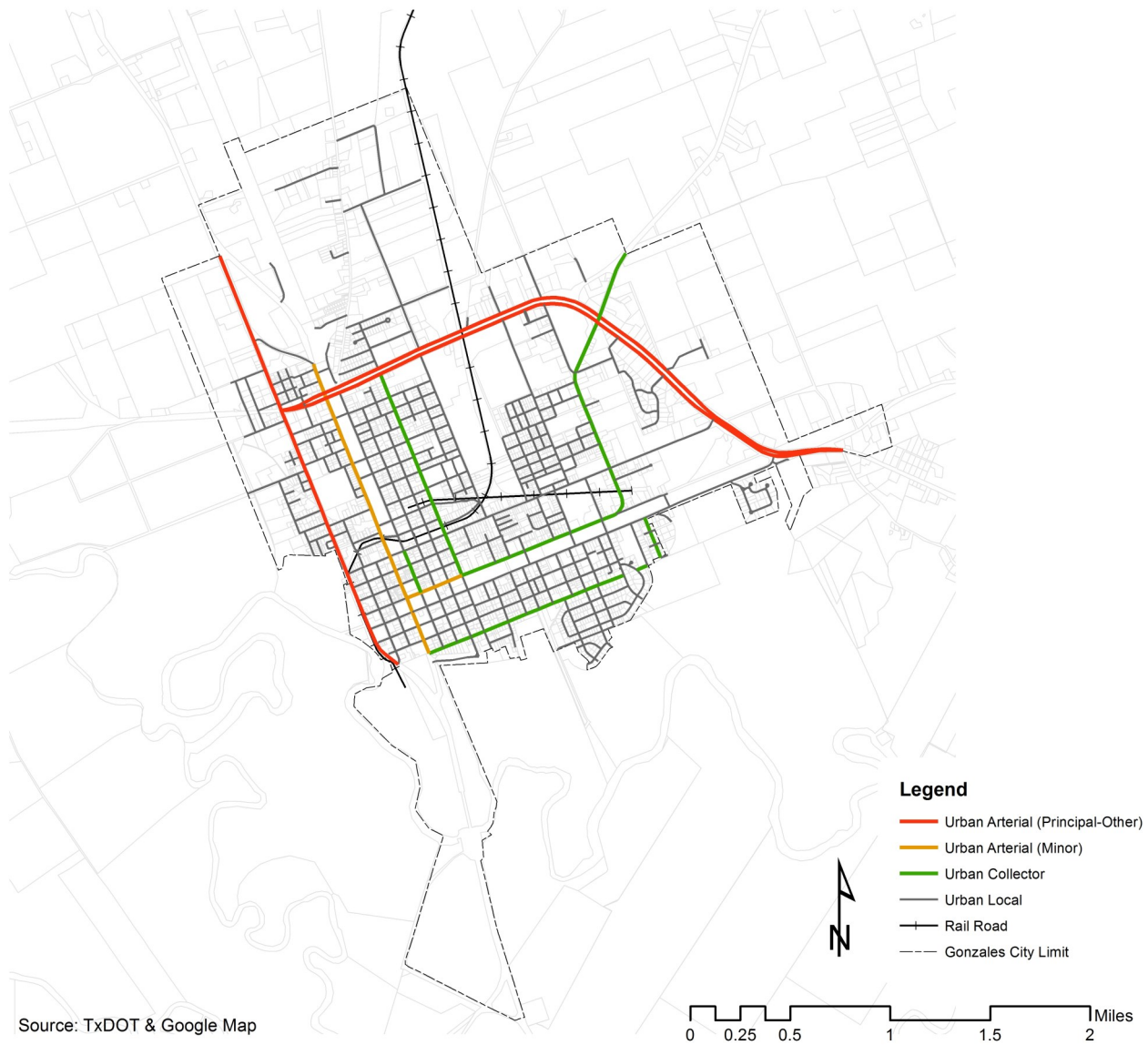
Collectors are:

- North College Street
- Seydler Street
- St. Andrew Street
- St. Lawrence Street (east of Jobe Street)
- St. Paul Street
- St. Vincent Street
- Texas-131 Spur
- Waelder Road

Local roads include any other street not yet listed.

While many miles of the city's road network function in line with their classification, several roads classified as collectors or arterials span contexts that vary throughout their lengths. For instance, St. Joseph Street is functionally classified as one of the city's major traffic thoroughfares though it also serves the important purpose of being one of the downtown's main streets. Likewise, St. Lawrence and St. Louis Streets serve as primary thoroughfares for traffic even as they lie adjacent to a key part of the city's park network and several of its education and church facilities.

Map5.1:Existing Classification



Classification by Thoroughfare Type

Assigning roadways into one of three functional classes, though direct, often leaves out important variables that matter to the safety, convenience and enjoyment of road users. As noted above, the context of roadways that TxDOT acknowledges is very basic – roadways are either urban or rural, with rural areas considered those under a population threshold of 5,000 people. Recently, planners, municipalities and state departments of transportation are giving greater thought to the context of land use surrounding streets. In an effort to bring together place and roadway design, they are asking questions about whether the number of access points is above or below what it should be, whether land use has changed since a roadway’s initial classification and if the design speed of a roadway is compatible with the existing uses around it.

Fig. 5.1: Relationship between Functional Classification and Thoroughfare Type

Functional Classification	Thoroughfare Types						
	FREEWAY/ EXPRESS- WAY/PARK- WAY	RURAL HIGHWAY	BOULEVARD	AVENUE	STREET	RURAL ROAD	ALLEY/REAR LANE
Principal Arterial	■	■	■	■	■		
Minor Arterial		■	■	■	■		
Collector			■	■	■	■	
Local				■	■	■	■

Source: Institute of Transportation Engineers (2010)

Freeways, expressways and parkways function at high speeds (45 mph+), where access is controlled, perhaps by grade separation, and pedestrian use is restricted.

Rural Highways function at high speeds (45 mph+) and while designed for carrying traffic, do give access to adjacent property in rural areas.

Boulevards are medium-speed (35 mph or less), usually attract traffic and are used by all modes of through and local traffic: vehicles, bicyclists and pedestrians. Boulevards serve as routes for primary goods movement and emergency response and yet are walkable. Curb parking is encouraged. A variation, multiway boulevards, carries through traffic on a central roadway while allowing parking, pedestrian and bicycle access on parallel lanes separated by landscaped islands.

Avenues are low- to medium-speed (25-35 mph) and are shorter and generally narrower than boulevards. Their chief function is access to adjacent land, so they serve as primary routes for bicyclists and pedestrians while also still being used for local goods movement. Curb parking is the norm.

Streets function as walkable, low-speed (25 mph) connectors within and between residential neighborhoods and their adjacent districts. Streets may serve as the “main street” of commercial and mixed-use districts. Curb parking is emphasized and goods movement is restricted to deliveries.

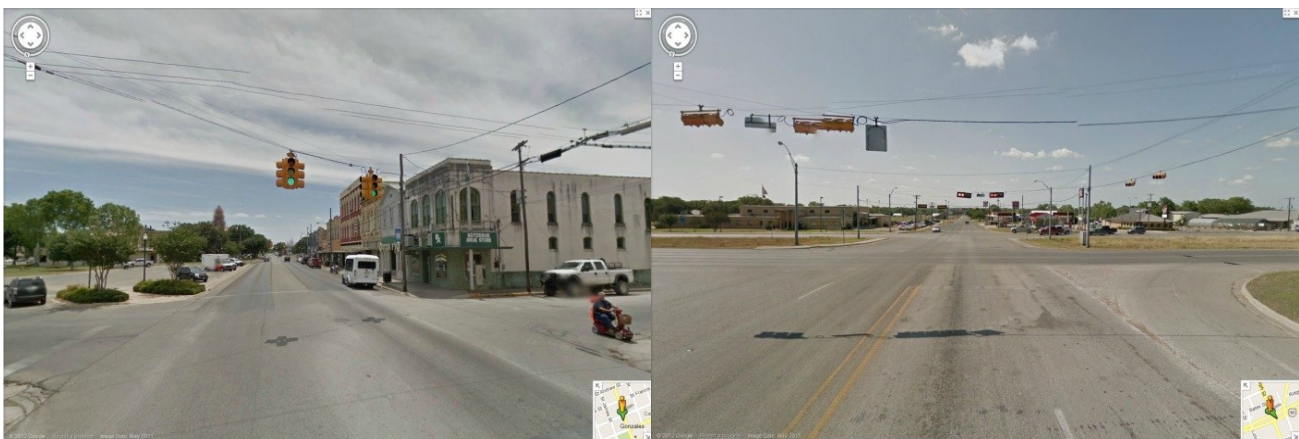
Rural Roads function at low to medium speed (25-35 mph) in rural areas with a focus on serving abutting property.

Alleys or Rear Lanes are very low-speed (5-10 mph) driveways behind properties that direct vehicles to parking, secondary units or other rear uses and utility easements.

The photos below depict St. Joseph Street, one of Gonzales' minor arterials. Map 5.1 shows the functional classification of roadways. However, street segments within the same category can vary in terms of surrounding land use, posted speed limits, and trip purpose. In the urban core, St. Joseph Street is bounded by commercial shops and sidewalks, curb parking is common, and vehicles travel at 30 mph. A mile north where it crosses Sarah Dewitt Drive, St. Joseph Street widens to four lanes; curb parking is absent and speeds increase to 45 mph.

In addition to its functional classification, taking into account the context of a roadway would allow the city to better plan for appropriate design criteria and physical roadway configurations as development and maintenance of the existing and future street network occurs.

Fig. 5.2: St. Joseph Street: Thoroughfare Types



Source: Google Maps (Image Date: May 2011)

St. Joseph Street is functionally classified as a minor arterial but the photos show the very different contexts the roadway travel through, from avenue (left) to rural highway (right).

Right of Way

Right-of-way (ROW) encompasses all elements of a street including the lanes of travel, any parking lanes, shoulders, median, landscape strips, sidewalks and utility lines. Gonzales requires a width of ROW ranging between 40 and 80 feet within which is required a minimum of pavement ranging between 20 and 60 feet. Table 5.1 shows the ROW and pavement width as required by the city's current code of ordinances.

Table 5.1: Street Type/ROW

Street Type	Right-of-Way (in feet)	Pavement Width (in feet)	Remaining footage (for sidewalk, landscape, curb & gutter,
Arterial (major thoroughfare)	80	60	20
Collector	55	40	15
Minor or residential	45	32	13

Source: City of Gonzales Code of Ordinances

Daily Traffic

Current Average Annual Daily Counts

The Statewide Planning Map produced by the Texas Department of Transportation (TxDOT) illustrates the average annual daily traffic count for all major highways and arterials within the Gonzales city boundary. Data include counts for every year between 2007 and 2010 as shown in Table 5.2. Local changes in traffic levels and direction can be inferred from the percentage change of counts over these four years.

The north section of town has experienced pronounced growth in traffic, especially along Sarah Dewitt Drive (US Highway 90), which is consistent with public concern over increased freight traffic within the area. It is also noteworthy that the northern sections of Water Street (US Highway 183 Bypass) and FM 794 present the most significant percentage increase rates in the city, suggesting an influx of traffic from new northern development.

St. Louis Street, used as a spur for TX-146, has also witnessed increased levels of traffic. This has added regional traffic traveling straight through town. St. Joseph Street stands out for having lost important amounts of traffic, presumably to Water Street. FM roads 379, 3090 and 1227, all of which connect to northern residential development, experienced traffic decreases.

Increased freight prompted the City Council to implement changes in the city's truck routes. As of April 2012, St. Louis St. (TX-146) was removed from the authorized truck routes for vehicles of more than 26,000 lbs. carrying capacity, with FM 794 (Hardwood St.), Sarah Dewitt Drive and Water Street remaining as possible routes. The change was authorized by TxDOT. As the change is so recent, there are not yet statistics available to analyze the resulting effectiveness.

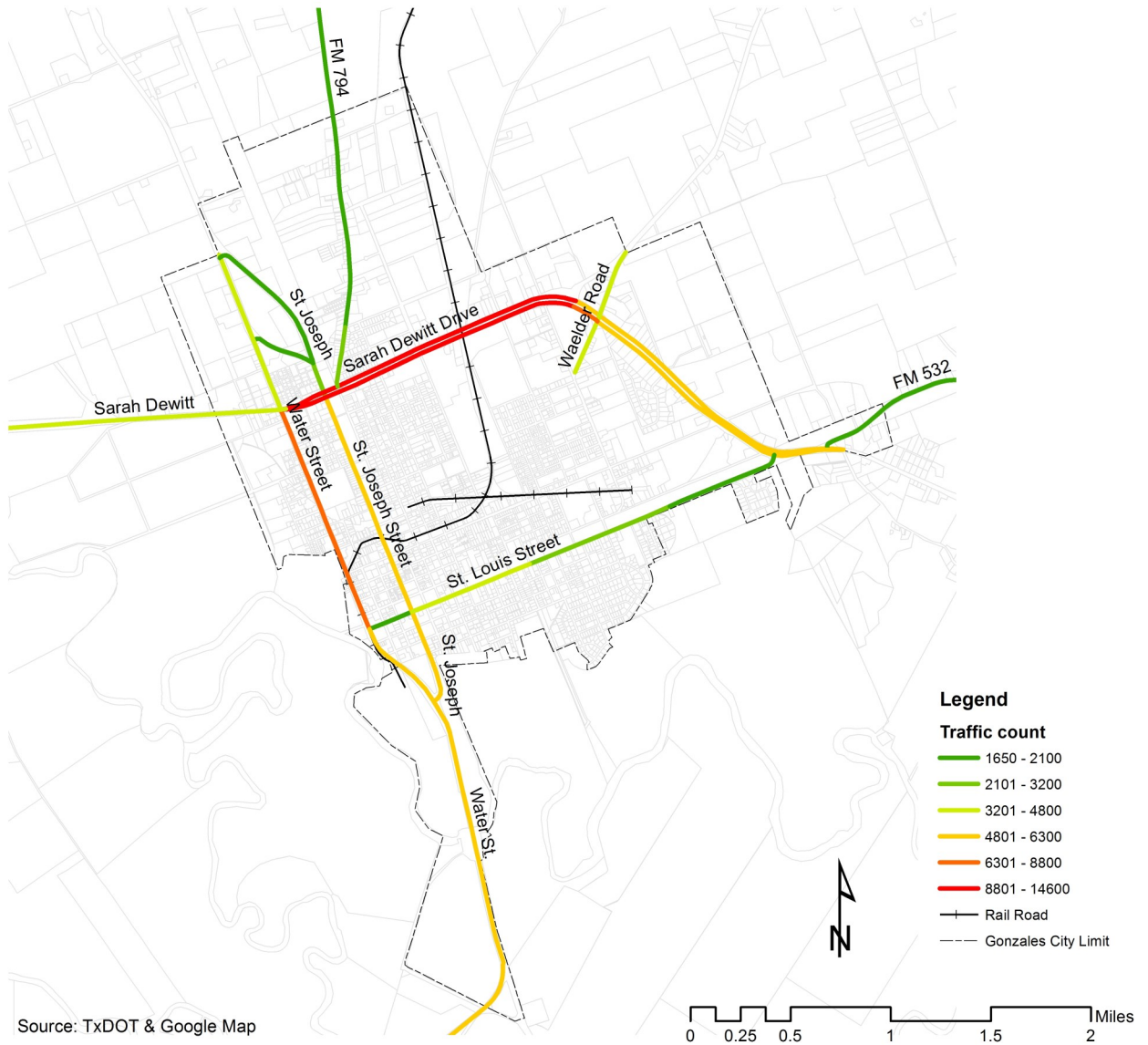
Table 5.2: Percentage Change Graph

Gonzales AADT

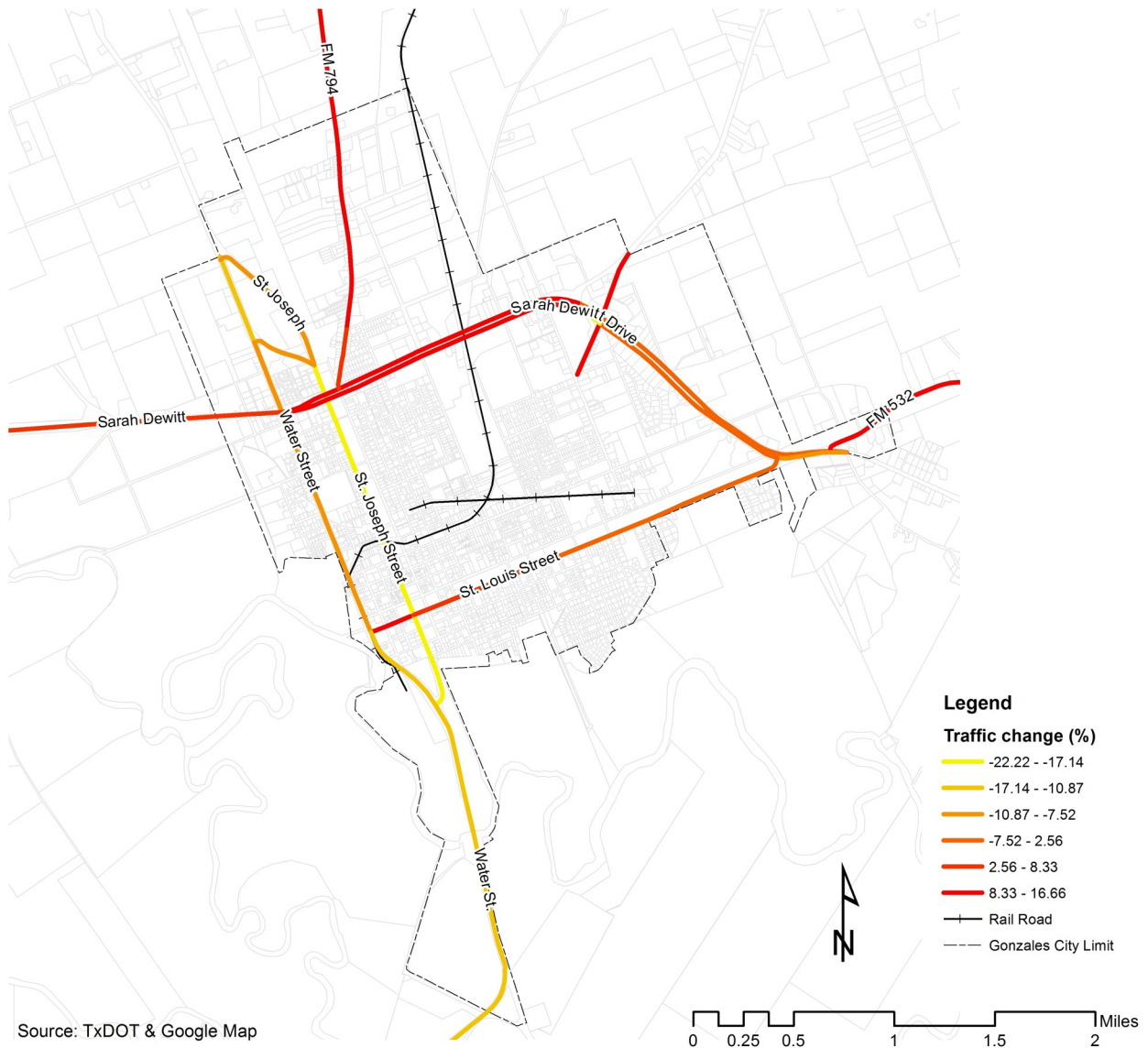
Street	From	To	DTV 2007	DTV 2008	DTV 2009	DTV 2010	Percentage Change
FM 183	Co Road 197	San Joseph	9,000	8,000	8,600	8,100	-10%
FM 532	Sara Dewitt Dr. (90)	City Limit	1,500	1,550	1,600	1,650	10%
FM 794	Sara Dewitt Dr.	Stieren Rd	2,400	2,200	2,300	2,600	8.33%
FM 794	Stieren Rd	City Limit	1,800	1,550	1,400	2,100	16.66%
Road 131	Sara Dewitt Dr. (90)	Waelder Rd (97)	1,150	1,050	1,050	1,200	4.34%
Sara Dewitt Dr. (90)	Water Street	Guadalupe River	4,600	4,200	3,800	4,300	6.52%
Sara Dewitt Dr. (90)	St. Joseph	Road 131	16,200	15,400	13,200	14,600	9.87%
Sara Dewitt Dr. (90)	Road 131	Waelder Rd (97)	11,000	9,900		8,800	-20%
Sara Dewitt Dr. (90)	Waelder Rd (97)	St Louis	5,900	4,900	5,400	5,800	-1.69%
Sara Dewitt Dr. (90)	St Louis	FM 532	7,000	6,500	5,800	6,300	-10%
St Joseph	Sara Dewitt Dr.	Co Rd 150	3,500	3,400		2,900	-17.14%
St Joseph	Co Rd 150	Water Street	2,300	1,950	2,000	2,100	-8.69%
St Joseph	FM 183	St Louis	7,000	5,580		5,600	-20%
St Joseph	St Louis	St. Andrews	7,200	5,900	5,600	5,600	-22.22%
St Louis	Water Street	St Joseph	2,300	2,100			-
St Louis	St Joseph	Moore St.	3,600	3,500	3,800	3,800	5.55%
St Louis	Moore St.	St Lawrence	3,200	2,900	3,100	3,200	0%
St Louis	St Lawrence	Sara Dewitt Dr.	1,950	1,850	1,950	2,000	2.56%
Waelder Rd (97)	Sara Dewitt Dr. (90)	Road 131	3,300	2,800	3,100	3,600	9.09%
Water Street	St Joseph	St Louis	7,000	6,100	6,500	6,100	-12.85%
Water Street	St Louis	Sara Dewitt Dr.	9,300	8,500		8,600	-7.52%
Water Street	Sara Dewitt Dr.	Co Rd 150	5,200	5,000	4,900	4,800	-7.69%
Water Street	Co Rd 150	N St Joseph	4,600	4,300	4,400	4,100	-10.87%
Water Street	N St Joseph	Co Rd 241	5,500	6,000	6,300	6,400	16.36%

Source: TxDOT Statewide Planning Map.

Map 5.2: Traffic Counts



Map 5.3: Traffic Percentage Change



Source: TxDOT & Google Map

Non-motorized Counts

Data on non-motorized types of travel is unavailable for the City of Gonzales. Nevertheless, the compact and quiet nature of the town makes it an ideal environment for bicycle and pedestrian traffic. Other factors such as its agreeable climate and concentration of community facilities can aid in the success of bicycle and pedestrian infrastructure, once an effort is made at implementing such facilities.

Traffic Incidents

TxDOT collects data on traffic incidents for the county of Gonzales. According to their records there was a reduction in the number of fatal crashes and fatalities in the county from 2009 to 2011. The city of Gonzales though has experienced a rise in the number of serious injury crashes. Tables 5.3 and 5.4 show TxDOT's statistics for the last three years. This information shows an increase in crashes involving commercial motor vehicles, and while fatalities are low, the growth in crashes is exponential and needs to be addressed. It is important to point out that not all incidents are reported to TxDOT. Incidents investigated after the fact or that did not occur on federal or state roads are not included in TxDOT records.

Data from the Gonzales Police Department for the current year, 2012, shows that 106 incidents have occurred as of October 19. This represents an increase from the 112 incidents in 2011, 105 in 2010 and 89 in 2009.

Contrasting trends can be identified for the county and the city. Even with the recent surge in traffic, the county appears to fare better on safety issues, while the city is experiencing an increase in vehicle incidents.

Table 5.3

Fatal Crashes and Fatalities in by road type for Gonzales County			
	2011	2010	2009
Interstate			
<i>Fatal Crashes</i>	0	1	0
<i>Fatalities</i>	0	1	0
US and State Highways			
<i>Fatal Crashes</i>	5	6	3
<i>Fatalities</i>	7	7	4
Farm to Market Road			
<i>Fatal Crashes</i>	0	3	1
<i>Fatalities</i>	0	3	1
County Road			
<i>Fatal Crashes</i>	1	1	0
<i>Fatalities</i>	1	1	0
City Street			
<i>Fatal Crashes</i>	0	0	0
<i>Fatalities</i>	0	0	0

Source: TxDOT Traffic Incidents Reports and Statistics.

Table 5.4

Non-fatal Traffic Incidents for Gonzales City.			
	2009	2010	2011
Fatal Crashes (Private vehicle)	0	0	0
Fatal Crashes (Commercial vehicle)	0	2	1
Fatalities (Private vehicle)	0	0	0
Fatalities (Commercial vehicle)	0	2	1
Serious Injury Crashes (Private vehicle)	4	15	8
Serious Injury Crashes (Commercial vehicle)	4	14	16
Serious Injuries (Private vehicle)	5	20	10
Serious Injuries (Commercial vehicle)	4	20	26
Other injuries Crashes (Private vehicle)	22	17	15
Other injuries Crashes (Commercial vehicle)	8	7	5
Other injuries (Private vehicle)	31	33	21
Other injuries (Commercial vehicle)	10	17	7
Non-injury crashes (Private vehicle)	32	35	40
Non-injury crashes (Commercial vehicle)	14	19	47
Other crashes (Private vehicle)	0	2	0
Other crashes (Commercial vehicle)	0	0	1
Total crashes for private vehicles	58	69	64
Total crashes for commercial vehicles	26	42	70

Source: TxDOT Traffic Incidents Reports and Statistics.

Road Characteristics

The information for this section on road characteristics was compiled from data provided by the City of Gonzales and TxDOT as well as from a windshield survey conducted by members of the Texas Target Cities research team on September 21, 2012.

Road Conditions

A thorough catalogue of existing road conditions helps in scheduling road maintenance and can lead to better-informed decisions regarding future development. Road conditions were scored based on the presence of several factors, including potholes, obvious cracks, and large patches in the road as well as the appropriateness of lane width and general quality of the road surface. Each road received a score from 5 (best) to 1 (worst). A street-by-street evaluation of road conditions was based on Google Street View (images were dated May 2011) as well as insights from the windshield survey in September 2012.

Table 5.5: Road Conditions

Condition	Length in Miles	Percent of Total
5 (Best)	10.21	17.12%
4	22.61	37.92%
3	16.54	27.74%
2	9.03	15.14%
1 (worst)	1.24	2.08%
Total	59.63	100.00%

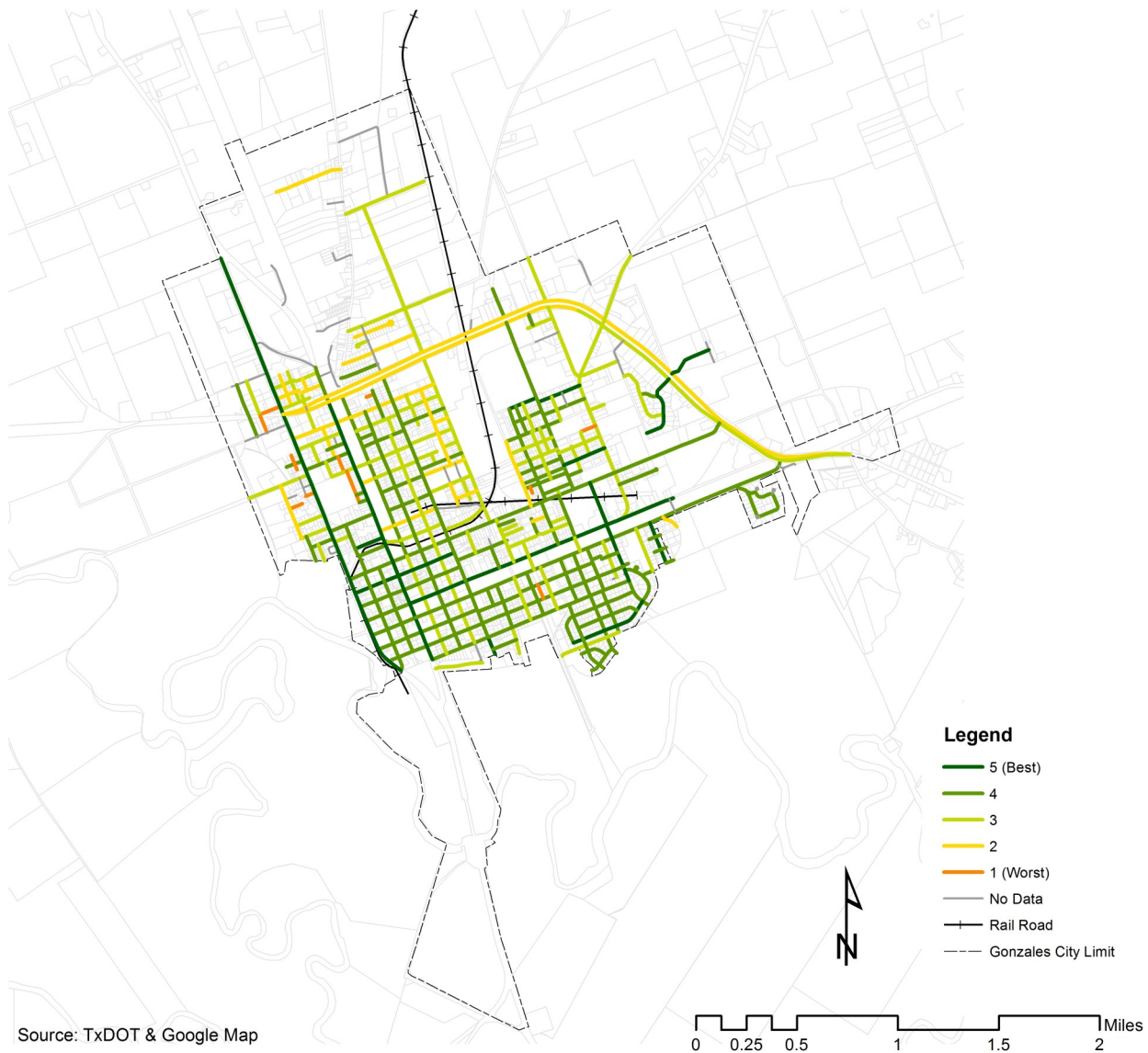
Surface Type

Existing road surfaces in Gonzales can be classified into four categories: concrete, asphalt, gravel, and dirt. Asphalt, the surface type most common in the present street network, is a good pavement material based on its lower cost and greater ease of repair than concrete surfaces. It is not as durable as concrete, but this can be offset by the generally less time-consuming construction process of asphalt roads. The various surface types of adjacent streets could be leading to inconsistent road maintenance in parts of the city, as shown by the previous section on surface conditions.

Table 5.6: Surface Materials

Material	Length in Miles	Percent of Total
Asphalt	58.68	98.41%
Concrete	0.39	0.65%
Gravel	0.48	0.81%
Dirt	0.08	0.13%
Total	59.63	100.00%

Map 5.4: Road Conditions



Road Capacity

Road capacity can be explained as the maximum vehicle flow rate in a period of time on a segment of roadway. It implies the “supply” of the road circulation system or transportation network. After considering the number of lanes, proportion of trucks in the traffic stream, width of the roadway, and terrain type, road capacity of each principal and minor arterial in Gonzales is determined (see Table 5.7).

After comparing with the Average Annual Daily Traffic (AADT) data (also shown in Table 5.7), and considering there is currently no obvious peak hour and off-peak hour difference in traffic volume, we can conclude that Water Street, FM 532, Harwood Road, and US Highway 90 (west of Crawford Street) are greatly under capacity. St Joseph Street and St. Louis Street can also meet the current

traffic demand. Only Sarah Dewitt Drive (US Highway 90) contends with a traffic volume that may, in extreme situations, challenges its designed capacity. However this road’s overall traffic condition is still satisfactory when congestion is absent. AADT data is missing for St Lawrence Street, so this prevents conclusions being made about this principal arterial.

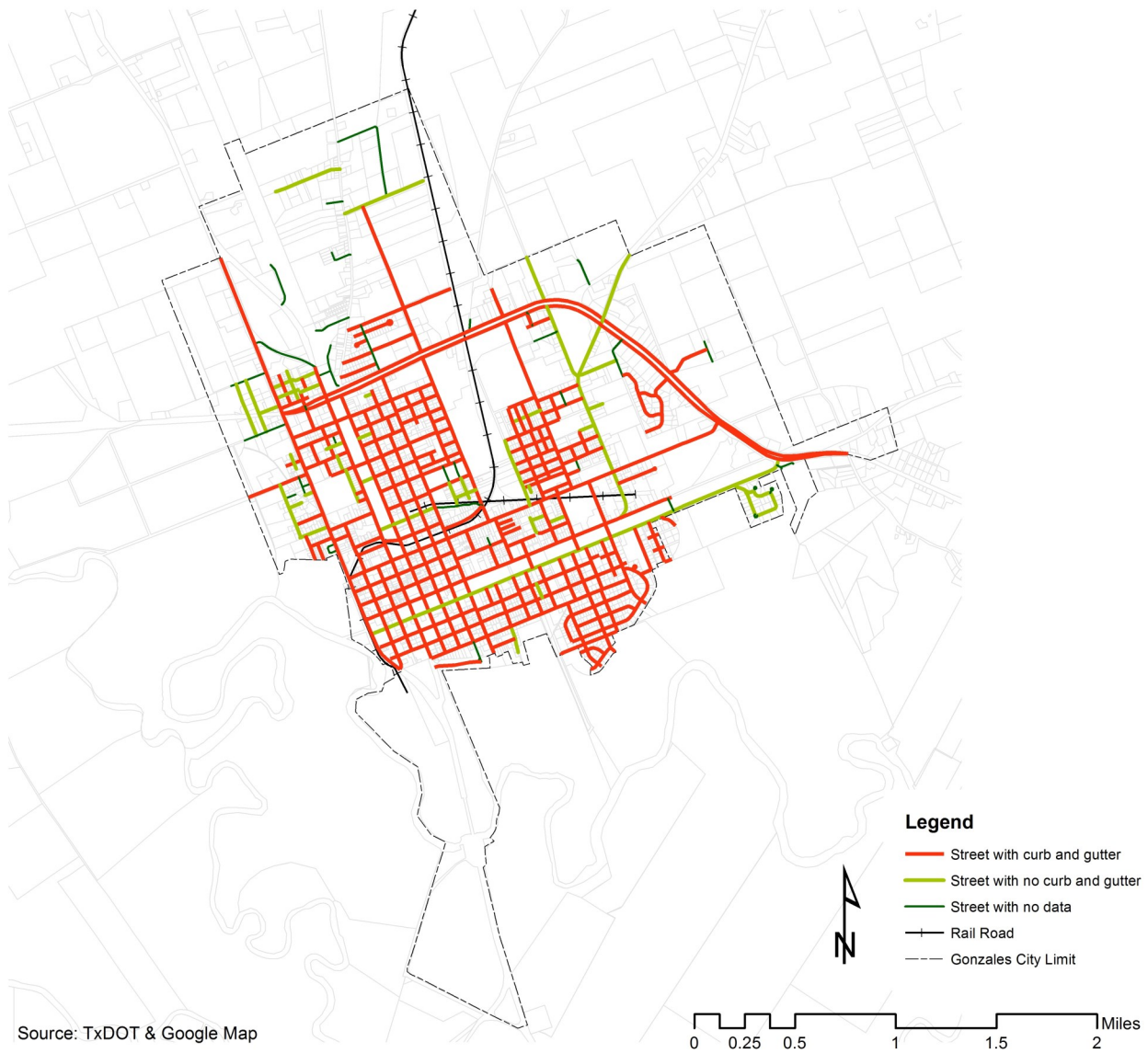
Table 5.7: Arterial Roadways Capacity

	Road Name	Capacity (veh/h)	Comparing with AADT in 2010
Principal Arterials	Water Street (US Highway 183)	8892	4100-6500
	Sarah Dewitt Drive (US Highway 90)	9600	14600
Minor Arterials	Farm to Market Road (FM 532)	2800	1650
	Harwood Road (FM 794)	2800	2100-2600
	St. Joseph Street	2800	2100-5600
	St. Lawrence	2800	
	St. Louis Street (TX-146 Spur)	2800	2000-3800
	US Highway 90 (west of Crawford Street)	9600	4300
	US Highway 90 (east of Crawford Street)	2800	6300

Curb and Gutter

Curbs and gutters provide storm water drainage and are a desired feature to maintain the condition of the roadways. Survey data indicates that Gonzales has a high proportion of streets with curb and gutter: just 20% of streets in the city lack curb and gutter.

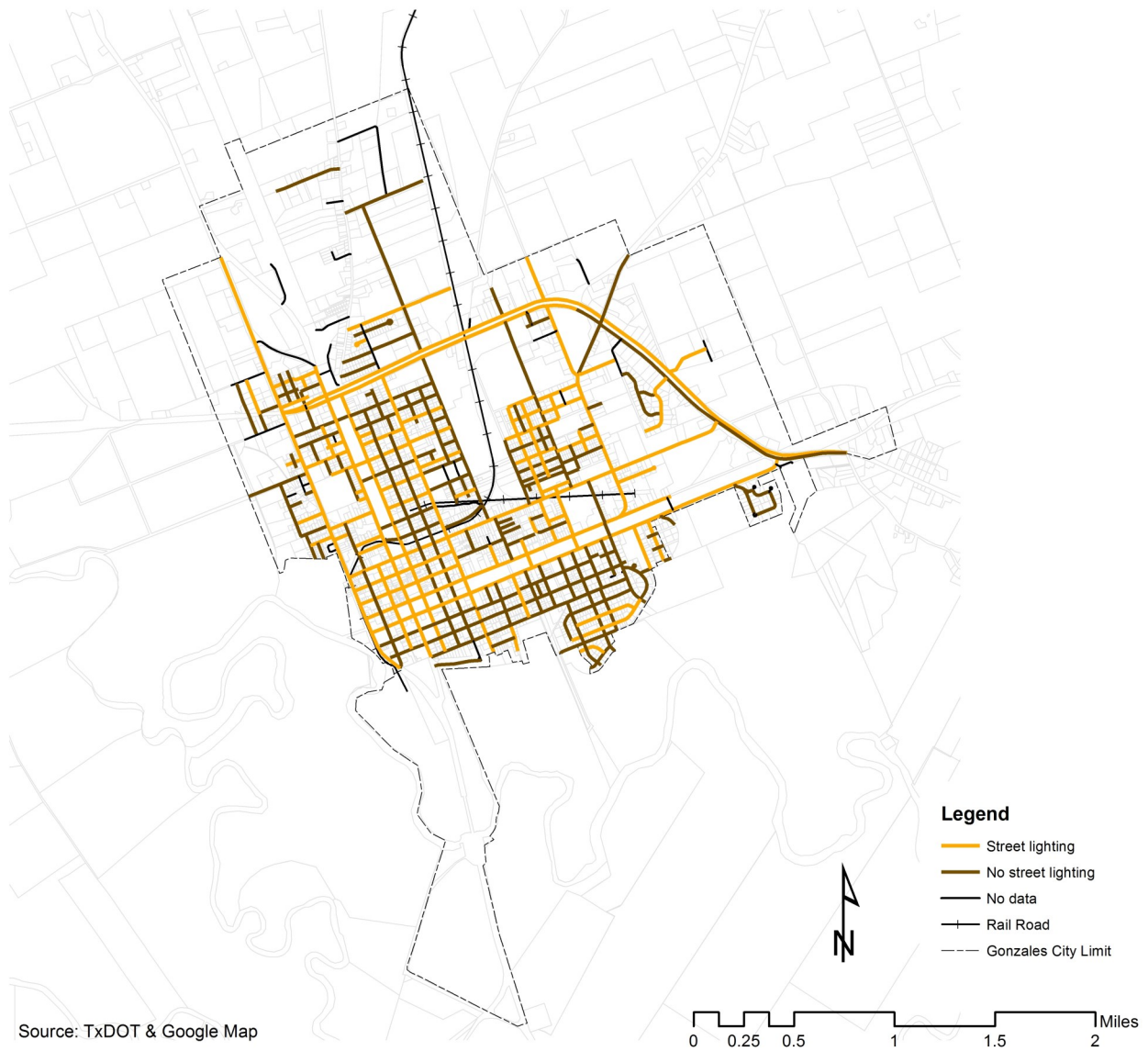
Map 5.5: Curb & Gutter



Street Lighting

Street lighting helps drivers, pedestrians, and bicyclists travel more safely and contributes to a safer neighborhood environment overall. Results of the windshield survey show that this is an area needing improvement. Around 60% of streets lack adequate lighting, though most of these streets are low-volume, local streets. Even in streets with street lighting, though, the condition of lights and the type of lights could be improved.

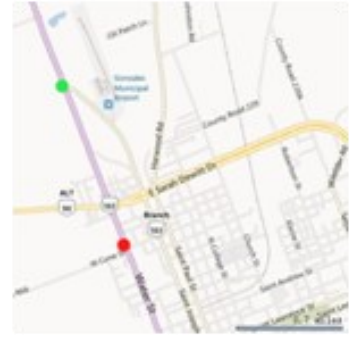


Map 5.6: Street Lighting



State and City Projects

Three future TxDOT projects are slated for areas within or around Gonzales (see Table 5.8). One project within the city limits (ID: 015302039) is a resurfacing of a segment of the US Highway 183 Bypass (Water Street), beginning from the west limit of the Gonzales Municipal Airport through the intersection of Water Street and W. Cone Street. Two other projects include pavement striping and markers (ID: 015401065) and replacement of a bridge (ID: 091322039), though both are outside the city limits.

Table 5.8 Project Description

<p>1) Project ID: 015302039 (Traditional) Highway: US 183 Work From: BU 183 NORTH Work To: CONE STREET IN GONZALES Work Description: RESURFACE ROADWAY Location map:</p> 	<p>2) Project ID: 015401065 (Traditional) Highway: US 183 Work From: 0.3 MI. NORTH OF FM 3282 Work To: CR 327 Work Description: INSTALL PAVEMENT STRIPES/MARKERS Location map:</p> 	<p>3) Project ID: 091322039 (Traditional) Highway: CR Work From: AT BERRY CREEK CR 342 Work To: (CR 342) STR # AA03-42-001 Work Description: REPLACE BRIDGE Location map:</p> 
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(Source: TxDOT)

Parking

Residents and visitors to the city are allowed to park on the streets and in the city’s squares for up to 48 hours at a time, and pavement width of streets, especially in residential areas, is ample enough for “yield parking.” Parking is prohibited in a few areas of the city, including:

- The 100 and 200 blocks of St. Joseph Street
- The 1400, 1500, 1600, 1700 and 1800 East blocks of St. Joseph Street (applies to trucks only)
- Adjacent to East Avenue Primary School, the 1500 block of St. Lawrence Street and, during school hours, the 1400 South block of St. Lawrence Street and 1700 North block of St. Louis Street
- Adjacent to Gonzales Elementary School, the 1500 block of St. Andrew Street, during school beginning and dismissal hours
- Adjacent to North Avenue Intermediate, the 1000 East block of St. Joseph Street
- In front of the Gonzales Public Library at the 400 North block of St. Matthew Street

A parking survey of the downtown commercial core was conducted by the Target Texas Cities team during a site visit on Friday, September 28, 2012. Google Maps Street View, dated May 2011, also served as a visual aid in analysis. The survey focused on location and usage of both on- and off-street

public parking spaces within the six-block area bound by St. George and St. Matthew Streets to the north and south and by St. Paul and St. James Streets to the east and west. Three key observations made:

- Three major public off-street parking lots surround Texas Heroes Square, Confederate Square and the Gonzales County Courthouse, totaling approximately 353 parking spaces. At the hour the survey was conducted (1 p.m.), the Texas Heroes Square and Confederate Square lots were approximately one-third occupied (37% and 32%, respectively). Usage of the Courthouse lot was not marked down.
- On-street striped parking totaled about 74 spaces, just under half of which (46%) were in use.
- Of note, parallel parking is generally permitted along street shoulders in the downtown core even where spaces are not striped, or where ADA spaces may be the only parking specifically designated. Fifty vehicles were observed parallel-parked on such unmarked street shoulders during the survey. Parking is strictly prohibited by posted signage in just a few parts of the downtown: in front of the Gonzales Public Library on St. Matthew Street and along the 300-400 blocks and 500 East block of St. Joseph Street.

Transit

Bus Service

R Transit, a curb-to-curb transit service is now offering demand response service to the Gonzales county area through the Golden Crescent Regional Planning Commission. This service is provided from Monday through Friday, from 7:00 am to 5:00 pm, and requires 24-hour advance notice to schedule a ride. This service is available within the county and to other counties in the COG's region, including Dewitt, Victoria, Calhoun, Goliad, Jackson, Lavaca, and Matagorda Counties.

Taxi

Taxi service for the city was once provided by Gonzales Taxi but is no longer in operation. Currently no local taxi service available for the city, though several taxi companies in the Victoria area do provide service by appointment.

Regional Options

Passenger train service: According to the Gonzales Cannon, a delegation of Amtrak officials met with members of Flatonia Rail Park Station (FRPS) in August 2012 to conclude a Memorandum of Understanding reflecting the company's intent to establish a station stop in Flatonia. Amtrak has since approved the Flatonia stop. Considering that Flatonia is a relatively short distance of 30 miles from Gonzales, the potential establishment of a stop in Flatonia would provide an important regional transportation option for Gonzales.

Pedestrian and Bike Facilities

Sidewalks

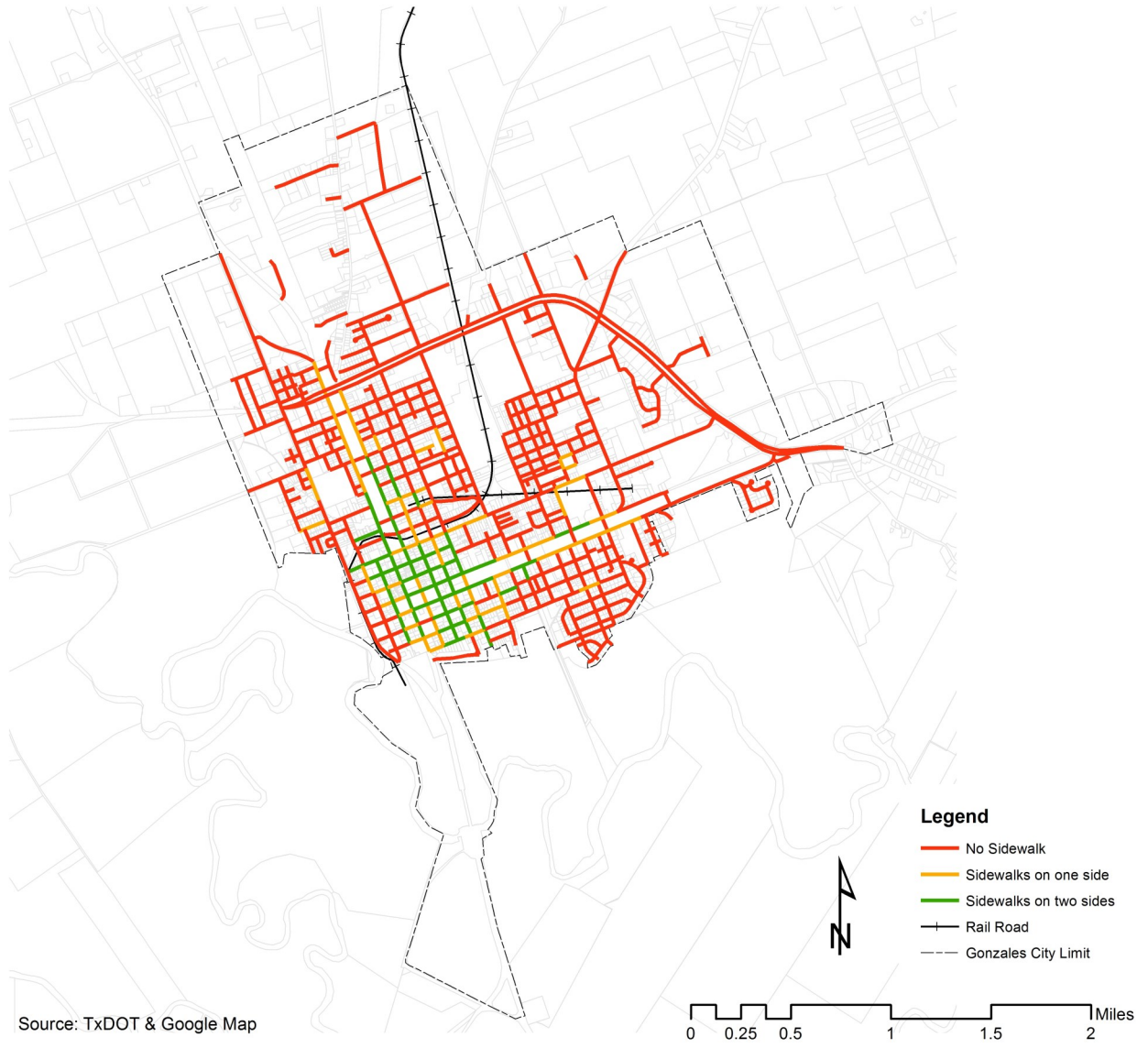
Sidewalk Connectivity

Generally speaking, only the downtown area and a scattering of other streets have sidewalks on both sides of the road. Within a 2500-foot buffer area of downtown, one-side sidewalks could be easily found.

Sidewalk connectivity is in a relatively poor state. Based on the windshield survey and Google Map Street View, the internal street connectivity rate (calculated from the number of intersections divided by the total number of cul-de-sacs and intersections) for Gonzales is almost 0.86. However, the internal sidewalks connectivity rate is only 0.077, which is much lower than street connectivity. This shows most of the intersections in the city are not connected by the sidewalks.

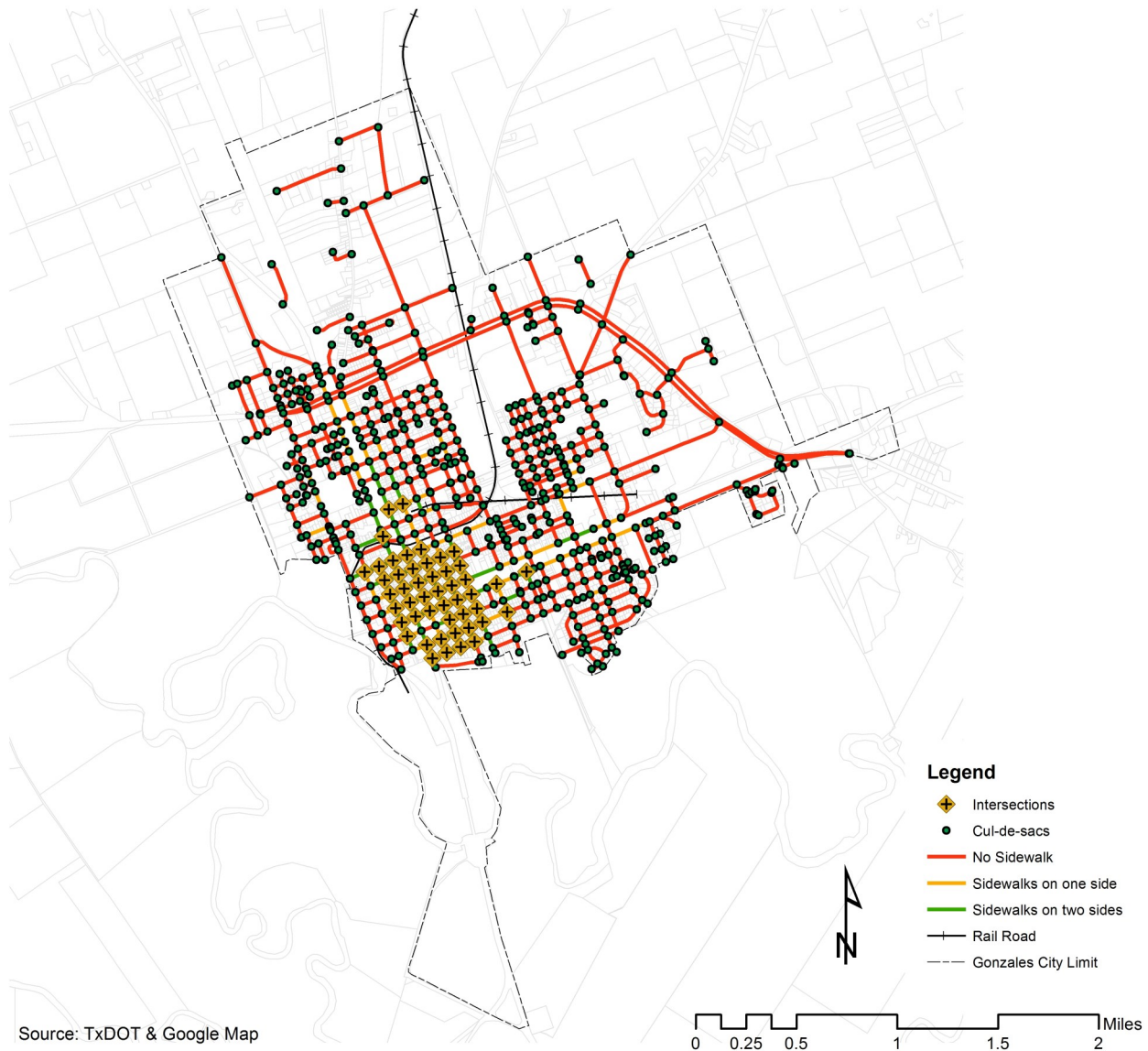
The major problems about sidewalk condition are: 1. Sidewalks might switch from one side to the other side within the same street, requiring pedestrians to cross the street without any crosswalk; 2. A large portion of the sidewalks is interrupted by parking lots or other facilities, for instance at the intersection of St. Peter and St. Paul Streets, a parking lot abruptly ends the street's sidewalk; and 3. Some of the sidewalks are incomplete. W Wallace Street is an example.

Map5.7 Sidewalks



Source: TxDOT & Google Map

Map 5.8 Sidewalk Connectivity



Bike Routes and Bike Parking Availability

Bicycling was ranked as the second most popular outdoor activity in the country by the 2011 Outdoor Recreation Participation Topline Report and it is regarded as an inexpensive way to maintain an active lifestyle. Gonzales' city government promotes bicycle activities for children during city festivities and special events, but the city lacks bicycle infrastructure in general and there are no current efforts to address the issue.

Previous efforts to promote cycling in the city included the Canyon Express Tour, a 65-mile cross-country race, and the recent Come and Take it Bicycle Race sponsored by Southern Clay Industries, still an active event. Both of these events featured family-friendly categories, but the annual nature

of these events does not cater to the day-to-day needs of the population.

According to the US Census Bureau, as of 2011, a little under 45% of the city's population is in an age cohort that traditionally does not have access to motor vehicles. This includes 28.5% of the city's population that is under 18 years old and 15% that is over 65 years old. Adding to this, 18.9% of the city's population is below the poverty line and possibly deals with diminished transportation options. Since the city population and density make public transportation not viable, transportation alternatives for these population segments must be provided.

Bicycling is also considered a natural fit for children using alternative transportation to get to school. The Texas Department of State Health Services reports that 6.5% of youths use some sort of non-motorized alternative (walking, riding a bike or skateboarding) to get to school. Appropriate infrastructure for this purpose is important in providing a safe environment for them to do so.

Trails

The term "trail" is presently used to describe a transportation route designed for non-motorized traffic. The city of Gonzales has a 2.35-mile bike and hike trail that is part of the J.B. Wells Jr. Park. The trail starts on the park's north side near the intersection of Water and St. John Streets, and continues until it reaches the golf course facilities on the south section of Independence Park. It is a limestone path that circles around the Santa Anna Mound and offers lateral views of the river. It also connects several wildlife observation points.

Connections to Public Facilities

Gonzales was founded as a land grant settlement under the Mexican rule of Texas. According to this tradition, the majority of public buildings, parks, schools, and churches are located along two axes that intersect in the Gonzales County Court building and plaza. The grid pattern of the streets and this land use configuration plus the compact nature of the city would facilitate their connection through pedestrian- and bicycle-friendly facilities. Gonzales High School, Gonzales Memorial Hospital and other facilities along Sarah Dewitt Drive, on the other hand, do not enjoy this close relationship and access to them for non-motorized types of travel is limited or non-existent.

The J.B. Wells Jr. Park trail is also within accessible distance of downtown and other community facilities, but it lacks infrastructure that can provide a safe passage to the park and thus would open the trail to a larger portion of the population. J.B. Wells Jr. Park attracts a significant percentage of the city's tourism, and taking into consideration that access to and from the park implies crossing Water Street, safety considerations should be of the utmost importance. Improving the park's accessibility will also help direct any overspill of special event attendance into downtown Gonzales.

Freight and Railroad

Railroads

The City of Gonzales currently has one rail line: the Texas, Gonzales and Northern Railway Company (TXGN). The line was built by the San Antonio & Aransas Pass Railway, which was acquired by Southern Pacific. TXGN operates a 12.3 mile rail line that runs from a connection with Union Pacific’s Flatonia Subdivision at Harwood south to the City of Gonzales. Short line service began on November 13, 1992. Major traffic includes crude oil, grain, animal feed meals, and clay and metal products. There is currently no passenger rail service offered in the City of Gonzales. The nearest passenger rail station is approximately 39 miles away in San Marcos, TX.

Railroad Crossings

According to the Federal Railroad Administration, there are seven public at-grade crossings located in the City of Gonzales. An at-grade crossing is a location where a public highway, road, street, or private roadway, including associated sidewalks and pathways, crosses one or more railroad tracks at the same level. Table 5.9 below shows the number of railroad crossings in the City of Gonzales along with daily train counts and traffic safety warning devices. Although there are seven at-grade crossings, only the 742771C grade crossing at US 90 is along an active rail line. The others are located at abandoned rail lines. The grade crossing along US 90 has pavement markings (stop lines and RR Xing symbols) as well as advanced warning devices such as bells.

Table 5.9: Gonzales Railroad Crossings

Gonzales Grade Crossings			
Street Name	Crossing No.	Trains	Warning Devices
US 0090	742771C	3	Stop Lines and RR Xing Symbols
Hamilton St	742774X	5	Crossbucks
College St	742778A	1	Crossbucks
Henry	742779G	1	Crossbucks
Church	742780B	1	Crossbucks
St Peter	764180K	1	Crossbucks, Stop Lines and RR Xing Symbols
Hamilton St	764181S	1	Crossbucks

Hazardous Materials Movement

Due to the minimal presence of a railroad in the City of Gonzales, the most significant hazardous material threat comes from the presence of the adjacent truck routes. Since 1972, according to the Office of Hazardous Materials Safety, there have been 12 hazardous material incidents in the City of Gonzales. Since drilling began in Gonzales and nearby counties, traffic on major routes and city streets have increased. In April 2012, the City Council redesignated truck routes in Gonzales. Section 12.801 under Article 12.8 Truck Routes states that “it shall be unlawful for any person to operate a motor vehicle

with a carrying capacity of more than 26,000 pounds upon any street within the limits of the city except upon the streets designated as truck routes” (City of Gonzales Code of Ordinances).

The following streets were designated as truck routes through the city: FM 794, U.S. Highway 183 and U.S. Highway 90-A Bypass. However, this does not apply to those trucks weighing more than 26,000 pounds that are operating to secure fuel, repairs or to deliver, load or unload cargo. TxDOT and the City of Gonzales eliminated Spur 146 (St. Louis Street) from the truck route due to risk of a hazardous materials spill. The route is located in close proximity to school and residential areas.

Aviation

Roger M. Dreyer Memorial Airport

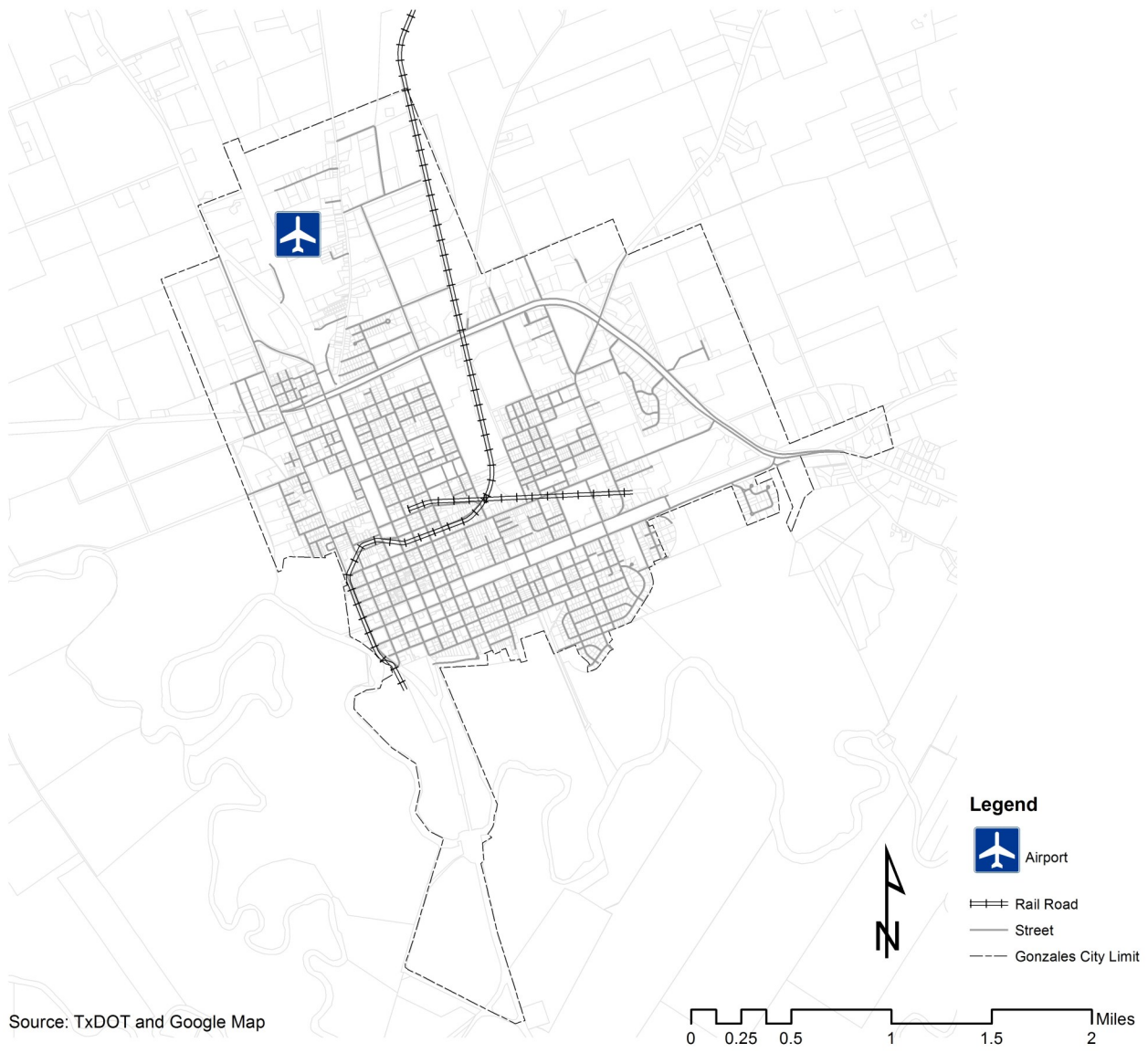
The Roger M. Dreyer Memorial Airport is located two miles northwest of downtown Gonzales on 2809 St. Joseph Street. (Map 5.6) It is an unattended public use General Aviation (GA) airport owned by the City of Gonzales. The airport is part of the Federal Aviation Administration (FAA) Airport System and TxDOT’s Texas Aviation Commission (TAC) Airport System.

The airport maintains one 50-foot by 3,200-foot asphalt paved runway. The runway is limited to an axle weight of 21,000 pounds. The airport operates light to medium-sized aircraft on a regular basis. Currently there are six aircraft based at the airport with an average of 34 aircraft operations a week. The airport is equipped with six small T-hangars and two large hangars. The airport is also qualified for night operations through a remote-controlled lighting system.

Currently, the city provides self-serve 100LL aviation fuel at the airport. The city utilizes a Fuelmaster system that allows users to swipe credit cards to purchase fuel. The city also provides hangar leases, sales, a pilots lounge, snooze room and restroom at the airport. There is no landing or takeoff fee. Tie down areas are available at the airport free of charge. The city has purchased 6.5 additional acres to expand the airport grounds and site Automated Weather Observing System (AWOS) equipment. There is one business that operates out of the airport- 6D Ranch Flying Service.

The closest regional-commercial passenger service is provided by the San Marcos Municipal Airport, located approximately 34 miles northwest in San Marcos. The closest major domestic/international airport is at Austin Bergstrom International Airport (AUS), approximately 47 miles northwest of Gonzales in Austin.

Map 5.9: Airport



Source: TxDOT and Google Map

SWOT Analysis

Strengths

- The city's transportation network is not congested.
- The city has several well-defined activity centers and trip generators within its city limits.
- The city's traditional street grid means residential and commercial districts have good accessibility.
- The existing configuration of the city's park system allows for easy connections between both auto-oriented and non-motorized transportation infrastructure.

Weaknesses

- Road maintenance is inconsistent throughout the city.
- The downtown faces parking issues leading up to and during festivals and events. Specifically, parking in the downtown is blocked off from potential business customers a day or more prior to events.
- Bicycle infrastructure is scarce or non-existent.
- The lack of any public transit provider means that regional connectivity is poor for people without access to a personal vehicle.
- During school drop-off/pick-up hours, congestion around schools makes conditions for walking and biking unsafe and contributes to the sense that a car is the necessary transportation mode for students.

Opportunities

- Gas and oil companies are generating an influx of capital.
- Independence Park and JB Wells Park are known regionally as event venues and could easily be connected to downtown via pedestrian and bicycle infrastructure.
- With an impending development boom, the city should work to properly manage traffic for longstanding success.

Threats

- Increasingly heavy traffic on regional roads decreases the intervals between maintenance projects.
- The growing demand for truck drivers in the region has likewise increased the number of inexperienced commercial drivers on the road, yielding more tractor-trailer-related incidents.
- Young residents are being lured to higher-paying oil- and gas-related jobs, such as driving commercial vehicles.

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Future Transportation

This section of the comprehensive plan envisions a connected, multimodal transportation system that provides safe and convenient access for automobiles, freight, pedestrians, and bicyclists.

Automobile Mobility

Road Classification and Circulation

The section, Road Classification and Circulation, advises development of a functional classification for the street network.

Currently, automobile mobility in Gonzales is relatively good. The city’s transportation network is generally not congested. A high proportion of streets have curbs and gutters. The city’s traditional gridded street network means residential and commercial districts have many points of access, while the existing configuration of the city’s park system allows ample opportunity for good connections to be made between auto-oriented and non-motorized transportation infrastructure.

However, the city lacks aspects of a complete transportation network, including thorough wayfinding signage, a classification system appropriate to the surrounding land uses, and multimodal connections. More than half of the city’s streets lack adequate street lighting, and traffic lights and stop signs are not always placed where they are needed.

Traffic projections for key intersections within the city are noted in Table 5.10. (Traffic projections at more intersections in the city are included in the Appendix).

Table 5.10: Projected traffic for major intersections in Gonzales

Street	From	To	2007	2011	2007-2011	2017	2022	2027
FM 532	Sara Dewitt Dr (90)	City Limit	1,500	2,700	80%	4,860	8,748	15,746
FM 183	Co. Road	St. Joseph	9,000	13,700	52%	20,854	31,745	48,323
Water Street	St. Joseph St	St. Louis	7,000	10,600	51%	16,051	24,306	36,807
FM 794	Stieren Rd	City Limit	1,800	2,400	33%	3,200	4,267	5,689
FM 794	Sara Dewitt Dr (90)	Stieren Rd	2,400	3,000	25%	3,750	4,688	5,859

Source: Compiled from Texas Department of Transportation (TxDOT) Yoakum District traffic maps

Map 5.10 proposes a system for roadway classification, explained further in Table 5.11

Map 5.10: Proposed road classification for the city of Gonzales

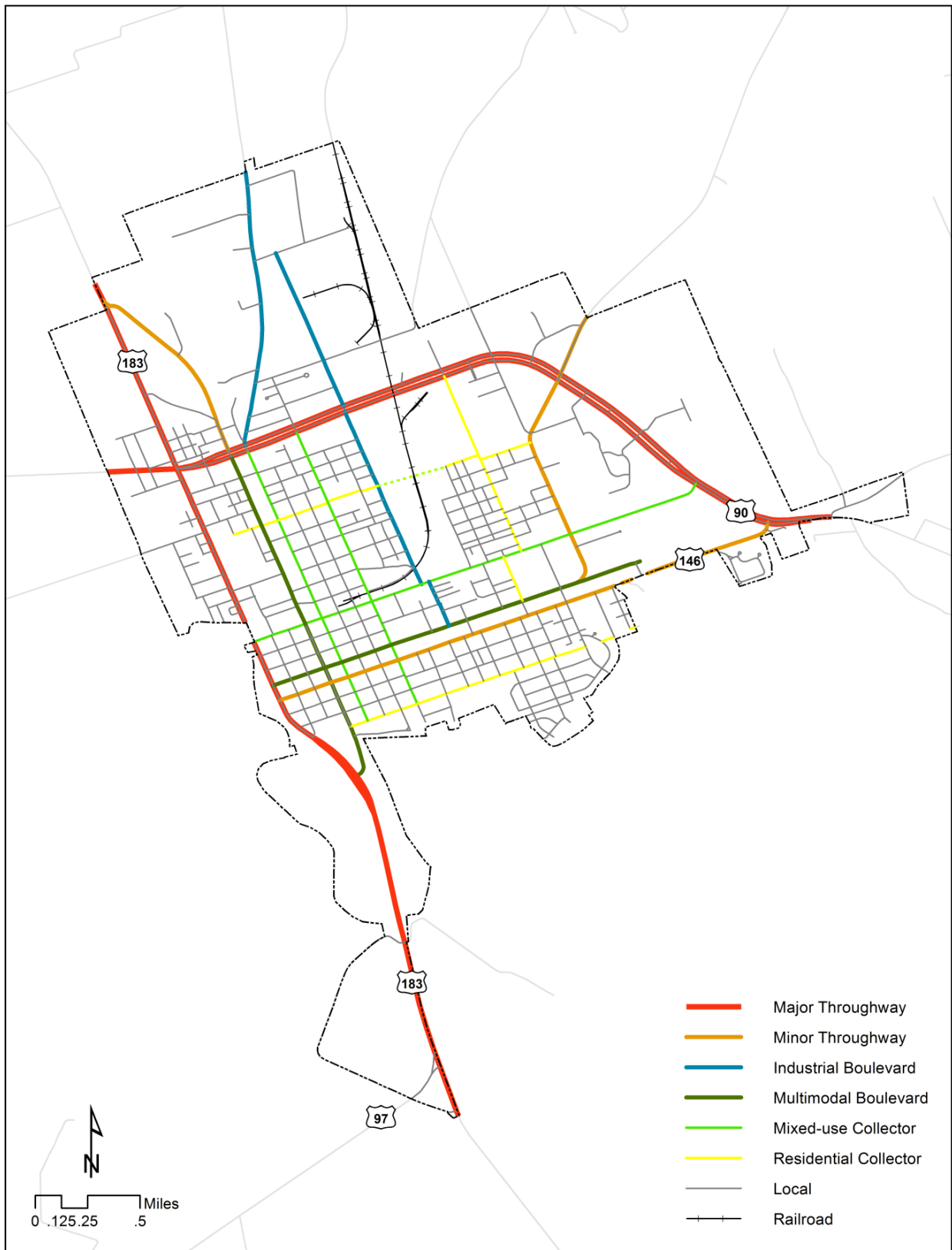


Table 5.11: Types of roadways





<p>Classification</p>	<p>Description</p>	<p>Examples</p>
<p>Major throughway</p> 	<p>A long-distance, medium speed vehicular corridor that traverses open country. Emphasizes motor vehicle travel and connects major activity centers.</p>	<ul style="list-style-type: none"> • Water Street (U.S. Hwy 183 Bypass) • Sarah Dewitt Drive (U.S. Hwy 90)
<p>Minor throughway</p> 	<p>A throughway should be relatively free of intersections, driveways and adjacent buildings; otherwise it becomes a strip, which interferes with traffic flow.</p>	<ul style="list-style-type: none"> • St. Louis St (TX-146) • Seydler St & Waelder Rd • N St. Joseph St (From U.S. Hwy 183 to Sarah Dewitt Dr)
<p>Industrial boulevard</p> 	<p>Serves major centers of urban activity and emphasizes public transportation, bicycle and pedestrian travel while balancing the many travel demands of intensely developed areas.</p>	<ul style="list-style-type: none"> • FM 794 (Harwood Rd) • Church Street
<p>Multimodal boulevard</p> 	<p>A Boulevard is usually lined by parallel parking, wide sidewalks, or side medians planted with trees. Buildings uniformly line the edges.</p>	<ul style="list-style-type: none"> • N St. Joseph St (from Sarah Dewitt Dr to Independence Park) • St. Lawrence St

Table 5.11 continued




Classification	Description	Examples
<p>Mixed-use collector</p> 	<p>Collectors are chosen based on road condition rating.</p>	<ul style="list-style-type: none"> • St. Andrew St • St. Paul St • N College St
<p>Residential collector</p> 	<p>Traffic oriented facilities with designs that integrate all modes but primarily serve motor vehicles.</p>	<ul style="list-style-type: none"> • Tate St - Weimer St <i>(potential new east-west connection)</i> • Robertson St • St. Vincent St
<p>Local road</p> 	<p>Streets that complement the regional system by serving neighborhoods and carrying local traffic.</p>	<p>All others</p>

Image sources (from Top Left to Bottom Right)

<http://www.aaroads.com>

<http://chipsea.blogspot.com>

<http://www.hickorytreeindustrialpark.com>

<http://www.waze.com>

<http://wiki.coe.neu.edu/groups/nl2011transpo/wiki/fb52f/>

<http://www.waze.com>

<http://www.columbus.in.gov>

Future of Parking

Providing sufficient parking downtown for employees, residents, and visitors is necessary for the success of the businesses located and festivals that take place in the area. While the next section, Bike and Pedestrian Mobility, outlines a vision for improving the convenience of getting to and around downtown by foot and bicycle, many people will continue to arrive to the central core by car as they do currently.

It is typical for four parking spaces to be built for every 1,000 sq. ft. of business area, according to Institute of Transportation Engineers (ITE) handbook *Parking Generation*. However, studies of parking sites consistently find that just two to three spaces are actually used, even during peak hours.

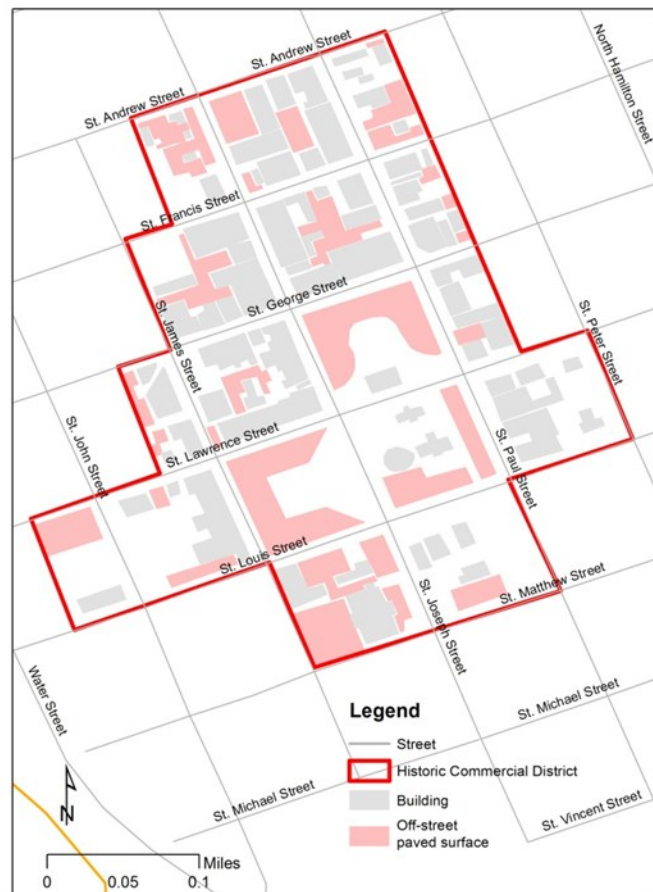
The Gonzales Commercial Historic District covers just over 50 acres bounded roughly by St. Andrew, St. Peter, St. Matthew, and Water Streets (see Figure 5.3). For the purposes of this section of the comprehensive plan, this serves as the downtown core and parking study area. Table 5.12 shows the areas (sq. ft.) of driveways/parking lots and building footprints.

Section 14.405(c) of the Gonzales City Ordinance defines the average parking space as eight by twenty feet in dimension, an area of 160 sq ft. The approximate area of paved off-street surface accommodates about 2,650

Table 5.12: Calculated areas of paved surface and building footprints

	Area (sq ft)
District	2,216,300
Paved off-street surface	425,000
Building	585,000

Figure 5.3: Parking and building footprints in the Gonzales Commercial Historic District



Source: Created with reference to Google Maps

such parking spaces. If following the typical four spaces per 1,000 sq. ft. of business, the district would require about 2,340 parking spaces. Thus the current parking supply is sufficient for the city’s needs.

Table 5.13 shows the number of off-street parking spaces that the Gonzales City Ordinance Section 14.407 requires to be provided for different land use types. Other requirements include:

- *Pavement type*: Driveways and off-street parking area shall be paved using an all-weather surface, such as concrete or asphalt, and have concrete curb and gutter.
- *Separation from street*: Except in residential-zoned districts, off-street parking shall be separated from the street right-of-way by barrier curbs or by tire stops approved by the city.
- *Arrangement of parking areas*: Parking spaces and driving lanes shall be marked and arranged to provide for safe and orderly movement and parking of vehicles.
- *Water runoff*: Parking areas shall provide for appropriate disposal of surface water.
- *Lighting*: Where lighting fixtures are used to illuminate or mark off-street parking areas, they should be arranged to shield direct light from any residence and from street traffic.
- *Distance*: Off-street parking areas do not need to be on the same lot as the principal structure or use but must be within 300 feet of the structure or use.
- *Loading zones*: Any business or industrial building, hospital, institution, or hotel hereafter erected, constructed, reconstructed, or altered, in any district, shall provide adequate off-street facilities for loading and unloading of merchandise and goods within or adjacent to the building, in such a manner as not to obstruct freedom of traffic movement of the public streets, alleys, or sidewalks.

Table 5.13: Parking requirements by development type.

Development Type	Off-Street Parking Space Requirement
A-0 (Agricultural Open)	Two, plus one for each additional bedroom over three per dwelling unit
R-1 (Residential 1 District)	Two, plus one for each additional bedroom over three per dwelling unit
R-2 (Residential 2 District)	Two, plus one for each additional bedroom over three per dwelling unit
M-H (Mobile Home)	N/A
C-1 (Light Commercial District)	One per shift person and per each 300 square feet of floor area
C-2 (Heavy Commercial District)	On-street except any structure over three stories shall be same as C-1 District
H-D (Historical District)	N/A
M-1 (Industrial District)	One per shift person and per each 500 square feet of floor area

Source: Gonzales City Ordinance Section 14.407

For a full list, see Section 4.406 of the Gonzales City Ordinance. Requirements not currently found in Gonzales’ ordinance are those for minimizing impervious surfaces, alternative parking surface materials or minimum shade specification. These are examples of features in the growing concept of “green” parking lots, which are designed to improve stormwater management, reduce polluted runoff water, and cool the temperature of parking lots. The *Green Parking Lot Resource Guide* can be found online at nepis.epa.gov.

GOAL 5.1: Develop a safe road classification system that meets the short- and long-range needs of the city.

OBJECTIVE 5.1.1: Considering current traffic volumes, plan for the future needs of streets that meet or surpass their road capacities.

POLICY 5.1.1.1: Develop a catalog of road capacity and a monitoring system for monthly traffic performance at key intersections.

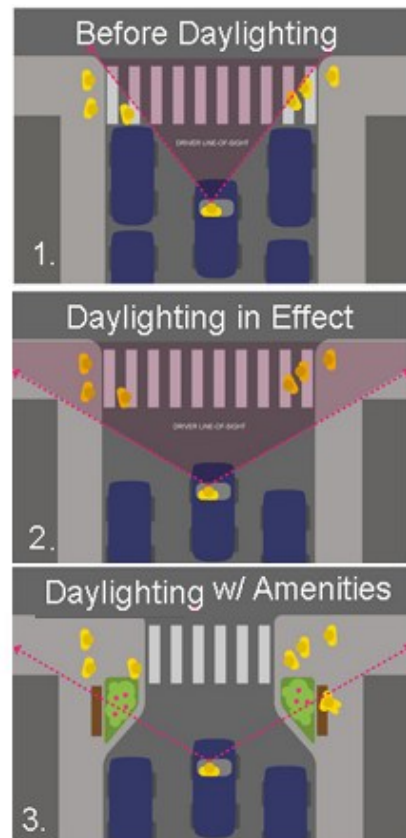
OBJECTIVE 5.1.2: Identify operational and management strategies to improve the performance of the existing transportation network to relieve traffic congestion and maximize mobility.

POLICY 5.1.2.1: Promote efficient system management that mitigates capacity deficiencies on congested roadways and intersections.

OBJECTIVE 5.1.3: By 2020, identify current high-crash locations and decrease the number of traffic incidents by 20% from 2010 levels.

POLICY 5.1.3.1: Make improvements, such as adding left-turn lanes, appropriately-spaced traffic signals and “daylighting” of intersections (Figure 5.4), to enhance the safety of existing roadways.

Figure 5.4: Example of daylighting



Visibility can be improved at intersections by repositioning parking spaces farther from crosswalks in a process called “daylighting”.
Source: Streetsblog.org

POLICY 5.1.3.2: Improve pedestrian linkages between residential, commercial, and community facilities.

POLICY 5.1.3.3: Develop guidelines for the use of street lighting along major streets.

OBJECTIVE 5.1.4: Consider the environmental impact of long-range transportation developments and understand the link between environmental resources and transportation planning.

POLICY 5.1.4.1: Identify environmentally sensitive areas, and avoid construction of roadways in such areas.

POLICY 5.1.4.2: Encourage programs that preserve sensitive environments, such as the Green Highways' low impact development approach to infrastructure design, planning, and construction.

GOAL 5.2: Consider the integration of land use and transportation.

OBJECTIVE 5.2.1: Ensure that the existing roadway system provides a proper functional mix and an acceptable balance of land access and travel mobility.

POLICY 5.2.1.1: Determine and attain the Level of Service (LOS) for the street system

POLICY 5.2.1.2: Identify major traffic generators/attractors.

OBJECTIVE 5.2.2: Establish access management standards for streets designated as throughways and boulevards in the proposed road classification system that include minimum separation distance between driveways, joint access driveways, and outparcel requirements.

POLICY 5.2.2.1: Encourage jurisdictions to consider establishing appropriate guidelines for access management.

OBJECTIVE 5.2.3: By 2020, identify suitable corridors to become Complete Streets and achieve the criteria of Complete Street design.

POLICY 5.2.3.1: Define location and configuration of street furniture, sidewalk width, terrace sizes and the harmonization of all these features.

POLICY 5.2.3.2: Decrease space being allocated to vehicles and increase the space for use by pedestrians and bicyclists in the downtown area in order to meet the principles of a walk- and bike-friendly community.

OBJECTIVE 5.2.4: By 2020, minimize through traffic in residential neighborhoods by 10% compared to 2010.

POLICY 5.2.4.1: Improve local and collector street connectivity to complement major streets.

POLICY 5.2.4.2: Prepare street design standards that address right-of-way width, materials and street design and construction standards to guide the future developments.

POLICY 5.2.4.3: Consider the inclusion of alternative transportation options in future developments.

GOAL 5.3: Enhance transportation facilities.

OBJECTIVE 5.3.1: According to the street classification system developed in this comprehensive plan, enhance traffic facilities such as traffic lights, street signage, and street lights.

POLICY 5.3.1.1: Provide visible, legible, and understandable signs and pavement markings.

POLICY 5.3.1.2: Develop design standards for major streets' facilities, such as sidewalk width, design standards for multi-use trails, bollards, wayfinding signage, pedestrian-scale lighting, surveillance, and paved shoulders.

POLICY 5.3.1.3: Enhance sidewalk facilities through connections with a full bike/pedestrian system.

OBJECTIVE 5.3.2: Increase the consistency of street maintenance work.

POLICY 5.3.2.1: Develop a catalog of street maintenance within GIS that includes dates and projects completed and expected dates of required maintenance.

GOAL 5.4: Provide a transportation system that supports and enhances the regional economy.

OBJECTIVE 5.4.1: Prioritize roadway system improvements based on cost benefit analysis and level of impacts to the adjacent areas.

POLICY 5.4.1.1: Integrate a cost benefit analysis process into transportation investment and construction.

POLICY 5.4.1.2: Establish a Traffic Impact Analysis procedure when any transportation construction begins to launch.

OBJECTIVE 5.4.2: Coordinate area/regional economic development activities with long-range transportation infrastructure development.

POLICY 5.4.2.1: Encourage transportation developments that facilitate tourism and downtown businesses.

POLICY 5.4.2.2: Implement transportation projects that contribute to the city's quality of life through recreational, historical or cultural amenities

ACTION STRATEGIES:

Short term (actions to be done within 1-2 years)

- Discuss transportation issues and project recommendations on a case by case basis.
- Review previous and ongoing land use and infrastructure plans that affect the city, as well as those at the county and state level.

Medium Term (actions to take place over the next 3-5 years)

- Develop technical tools, such as transportation demand modeling and a more thorough GIS database, to effectively maintain records of the road system, as well as to support decision-making for roadway development.

- Identify and evaluate alternative transportation improvement options based on different scenarios of land use development.

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

- Monitor system performance and consistently maintain roadways.
- Knit together transportation projects and programs and public/private investments so that they complement each other and support broad community goals.

PROGRAMS/FUNDING

Programs and funding for roadway projects can be obtained from the Texas Department of Transportation (TxDOT), the Golden Crescent Regional Planning Commission (GCRPC), Gonzales County, private developers, and the City. The allocation of funding depends on the classification of the roadway.

- **Formula Grants for Other than Urbanized Areas (5311)** is a rural program that is formula-based and provides funding to states to support public transportation in rural areas, with population of less than 50,000. Source: http://www.fta.dot.gov/grants/13093_3555.html.
- The **Federal-Aid Highway Program, Federal Lands Highway Program** assists state transportation agencies in the planning and development of an integrated, interconnected transportation system important to interstate commerce and travel by constructing and rehabilitating the National Highway System (NHS), including the Eisenhower Interstate System; and for transportation improvements to most other public roads; to provide aid for the repair of Federal-aid highways following disasters; to foster safe highway design; to replace or rehabilitate deficient or obsolete bridges; and to provide for other special purposes. Source: <http://flh.fhwa.dot.gov/programs/>
- The **Safe Riders Traffic Safety Program** is a Texas-wide child passenger safety (CPS) program dedicated to preventing deaths and reducing injuries to children due to motor vehicle crashes. It is funded by federal grant funds through the Texas Department of Transportation. Safe Riders is part of the Child Health and Safety Branch, Health Promotion and Chronic Disease Prevention Section, Division for Prevention and Preparedness, Texas Department of State Health Services.” Source: <http://www.dshs.state.tx.us/saferiders/>.
- The **Job Access and Reverse Commute Program (JARC) (5316)** program was established to address the unique transportation challenges faced by welfare recipients and low-income persons

seeking to obtain and maintain employment. Many new entry-level jobs are located in suburban areas, and low-income individuals have difficulty accessing these jobs from their inner city, urban, or rural neighborhoods. In addition, many entry level-jobs require working late at night or on weekends when conventional transit services are either reduced or non-existent.” Source: http://www.fta.dot.gov/grants/13093_3550.html.

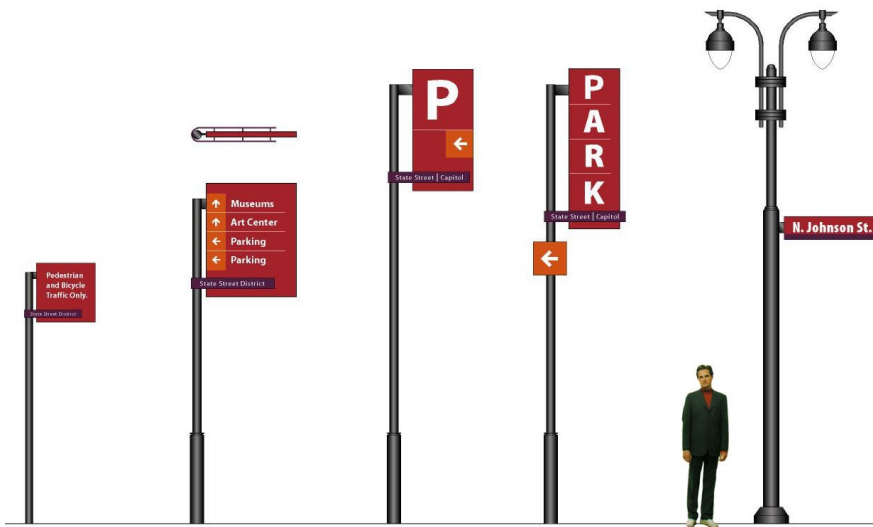
GOAL 5.5: Supply parking downtown that feels safe, pleasant, and convenient for all users.

OBJECTIVE 5.5.1: All downtown parking lots will be “green” parking lots by 2020.

POLICY 5.5.1.1: Amend the parking ordinance to require a 50% shade cover requirement

POLICY 5.5.1.2: Amend the city ordinance to allow the use of permeable surfaces in parking lots.

Figure 5.5: Wayfinding signage guides motorists, bicyclists and pedestrians to their destinations



Source: cityofmadison.com

OBJECTIVE 5.5.2: Install wayfinding signage throughout the downtown by 2018. As shown in Figure 5.5 to the left, this is a navigational system of street signage that guides travelers as they approach destinations and orients them upon arrival, helping to direct people to common places of interest or need.

ACTION STRATEGIES

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

- Conduct a survey of businesses, shoppers and visitors in the downtown to document current perceptions of the existing parking supply.
- Add a shading requirement to the parking ordinance that must be adhered to with any new off-

street parking developments. Develop a list of appropriate trees to be planted, omitting species that are unsuitable for parking lots and the climate.

- Incentivize retrofitting of existing parking lots by funding the cost of design for the planting responsibility of the lot owner.
- Update the existing requirement for separation of parking lot surfaces from roadway right-of-way to encourage bio-retention systems in addition to barrier curbs and tire stops.

Medium Term (actions to take place over several years)

- Conduct annual follow-up surveys to document any changes to the perception of parking.
- Develop an enforcement and monitoring program to ensure that trees are growing healthily, are being properly pruned and watered, and are replaced in a timely matter, as needed. This should include record-keeping of all trees in parking areas and current contact information of the property manager and may require hiring a part-time city arborist.

GOAL 5.6: Manage off-street parking in a way that supports good urban form and the vitality of commercial and employment areas and special events.

OBJECTIVE 5.6.1: Keep the percentage of parking surfaces within the downtown area at no greater than existing levels.

POLICY 5.6.1.1: Refrain from paving additional lots in the downtown.

OBJECTIVE 5.6.2: Reduce modal share of local trips to downtown by automobile by 10% by 2030.

POLICY 5.6.2.1: Promote neighborhood-based multimodal strategies and trip reduction programs.

POLICY 5.6.2.2: Support programs that encourage cycling and walking to and within downtown.

ACTION STRATEGIES

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

- Begin conducting regular stakeholder meetings (twice a year or as needed) to gather input about perceived parking supply and demand in the downtown.

- Amend parking ordinance to no longer require concrete or asphalt paved surfaces and to include pavers and other permeable surfaces as surfacing options.

Medium Term (actions to take place over several years)

- Host a parking lot redesign competition. This may involve:
 - Estimating an appropriate maximum budget for designs to be kept within
 - Co-sponsoring the competition with an organization capable of providing funding
 - Recruiting volunteers to help with reconstruction and planting
 - Considering ways to recoup costs, including collecting proceeds from events held at the lot peak-hour parking fees.

PROGRAMS/FUNDING

- Removing unnecessary pavement is an action promoted by the organization Depave (www.depave.org) in order to create community green spaces and mitigate stormwater runoff. The organization provides information, ideas, and technical assistance for communities interested in depaving projects. Confederate Square and Texas Heroes Square have potential to turn into even greater community spaces. Possible partnerships with the Texas Water Alliance Limited (TWA) and/or Gonzales County Underground Water District (GCUWD) could be formed to plan and execute a depaving project in the downtown.
- A design competition co-sponsored by the city of Columbus, IN for its municipal parking lot serves as one of the few examples of attention being focused on a parking area. The competition elicited over 100 submissions, with the winning design being a proposal to make over the lot into a multi-functional venue capable of serving as event and market space as well as parking. The scheme was never implemented, so these steps could help Gonzales follow through on a similar competition to redesign one of its public lots. See <http://www.civcart.com/columbus-carscape.php> for more information.

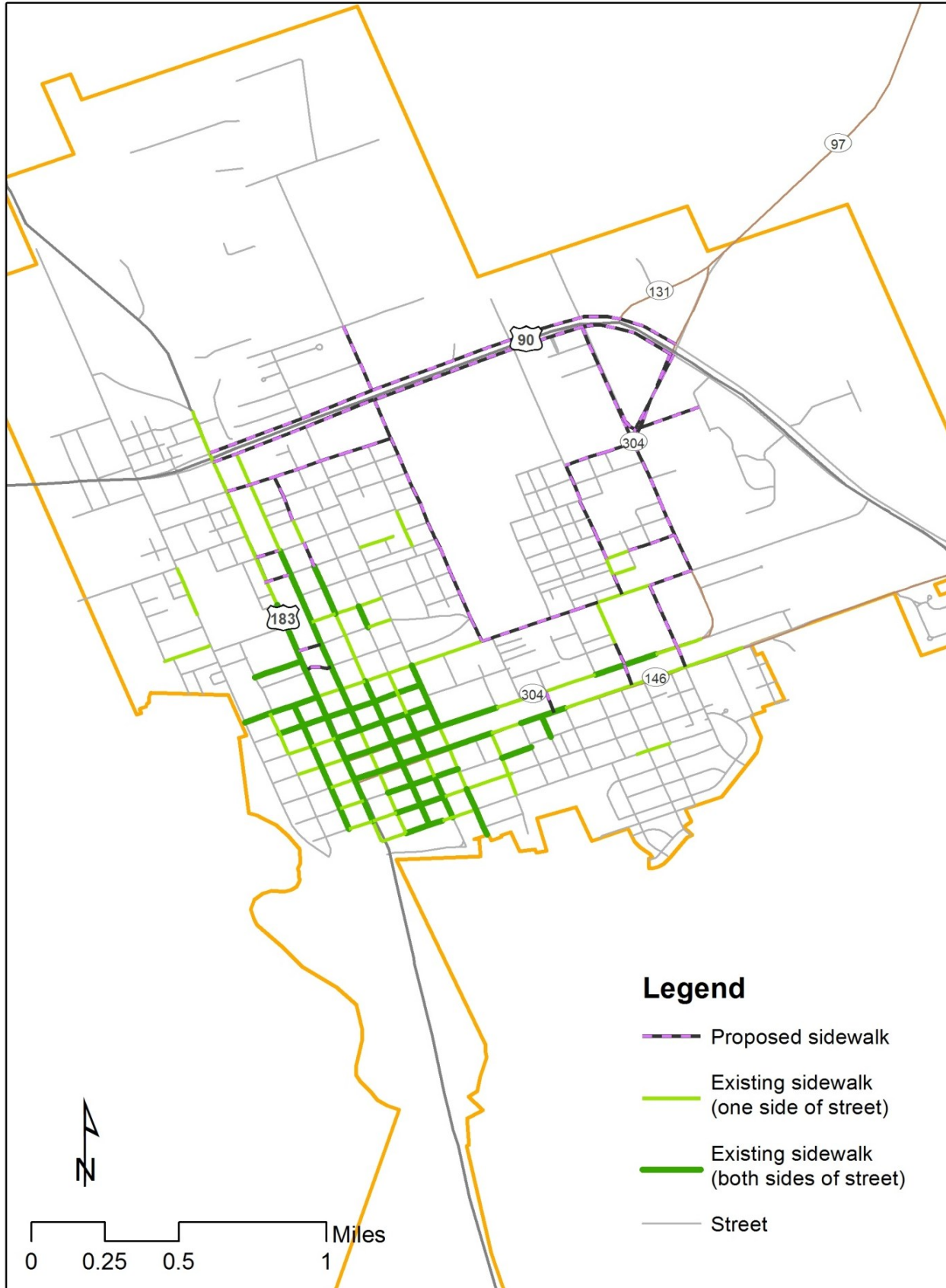
Bicycle and Pedestrian Mobility

Proposed locations for bicycle and pedestrian connections are shown in Maps 5.11 and 5.12. (Table 5.14 describes the different types of bicycle facilities proposed in Maps 5.11 and 5.12).

GOAL 5.7: Increase walking and bicycling in and around the city

OBJECTIVE 5.7.1: Develop a comprehensive bicycle and pedestrian master plan and map by

Map 5.11: Proposed sidewalk facilities for the city of Gonzales



Map 5.12: Proposed bicycle facilities for the city of Gonzales

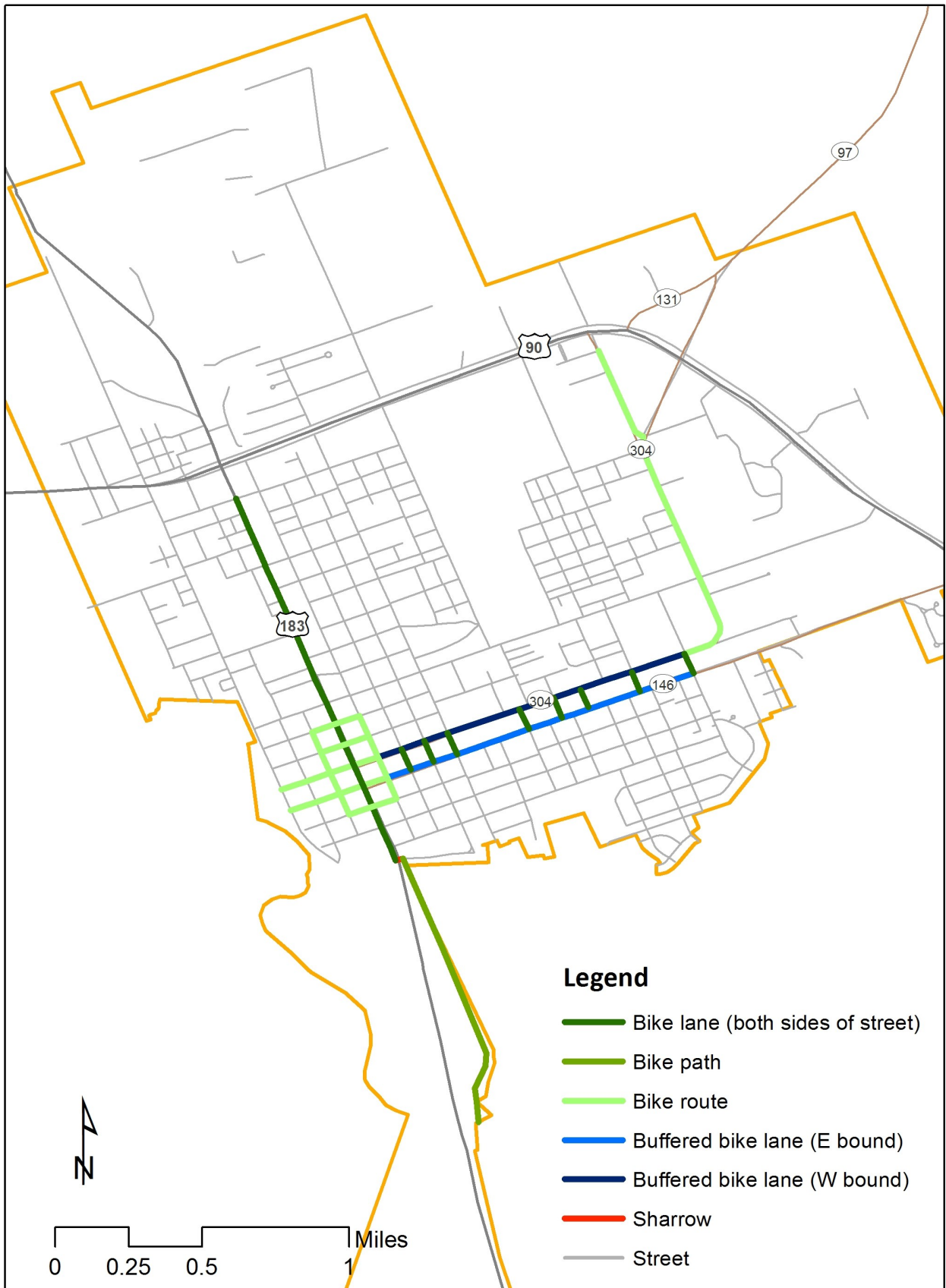


Table 5.14: Types of bike facilities

Facility type	Descriptions	Examples
Conventional Bike Lanes	The conventional bike lane is located adjacent to motor vehicle travel lanes and the flow is in the same direction as motor vehicle traffic.	 <p>Chapel Hill, NC Photo: www.pedbikeinfo.org - Libby Thomas</p>
Buffered Bike Lanes	Adding a buffer space that separates the bike lane and motor vehicle lane on conventional bike lanes is called a buffered bike lane. This design provides greater space and safety for cyclists. The buffer space could be painted pavement to actual curb or a parking space.	 <p>New York, NY</p>
Left-Side Bike Lanes	Left-side bike lanes are conventional bike lanes placed on the left side of streets. The reduced frequency of right-side door openings lowers “dooring” risk.	 <p>Boston, MA Photo: boostboston.org</p>
Sharrows	Sharrows are painted symbols on the street that remind motorists that they are sharing the road with bicyclists. The marking indicates to bicyclists the preferred location of travel.	 <p>Portland, OR Photo: Dave Roth</p>
Signed Bike Route	A signed bicycle route connects bicyclists with points of interest through directional and instructional signage. Routes are usually designated along roads with lighter traffic and lower speeds and are part of a comprehensive bicycling system.	

2015 to indicate where facilities and services exist or will be provided in the future.

POLICY 5.7.1.1: Develop a Walking and Bicycling Master Plan Advisory Group in Gonzales that will organize development of a pedestrian and bicycle circulation system.

POLICY 5.7.1.2: Ensure public roads and parks are developed or improved to be meet walking and biking needs.

OBJECTIVE 5.7.2: By 2020, connect schools, parks, recreational uses and activity centers via the bicycle and pedestrian network suggested in this comprehensive plan (and to be succeeded by a master plan and map of future facilities in 2015).

POLICY 5.7.2.1: Develop sidewalk design guidelines.

POLICY 5.7.2.2: Link the existing bikeway in Independence Park to the downtown

POLICY 5.7.2.3: Build a new bikeway that connects the city's historic sites of interest in order to develop tourism

OBJECTIVE 5.7. 3: Increase the safety of walking and bicycling within one-quarter mile of schools.

POLICY 5.7.3.1: Develop traffic calming guidelines for streets around schools

POLICY 5.7.3.2: Develop traffic signal control strategies around schools.

PROGRAMS & FUNDING

Several state and federal grants and programs are available to communities seeking to fund pedestrian and bicycle facilities, including:

- National Highway System
- Surface Transportation Program (STP)
- Transportation Enhancement Activities (TEAs).
- Hazard Elimination and Railway-Highway Crossing programs
- Congestion Mitigation and Air Quality Improvement Program

- Recreational Trails Program
- Federal Lands Highway Program
- National Scenic Byways
- Job Access and Reverse Commute Grants
- High Priority Projects and Designated Transportation Enhancement Activities
- State and Community Highway Safety Grants
- More information about all the above programs can be found at http://www.fhwa.dot.gov/environment/bicycle_pedestrian/overview/bp-broch.cfm#funding

Other funding opportunities to consider include:

- Outdoor Recreation-Acquisition, Development and Planning (15.916)
- Rivers, Trails and Conservation Assistance (15.921)
- Safe Routes to Schools (<http://www.saferoutesinfo.org/funding-portal>)
- TXDOT (Oversight, Funding, and Construction. Contact local office)
- Private and Non-Profit Grants
- National Trails Training Partnership (<http://www.americantrails.org/resources/funding/>)
- Boy Scout Eagle Projects, Girl Scout and Boy Scout Troop Projects
- Corporate Sponsorships
- Community Fundraisers

ACTION STRATEGIES

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

- Crafting a Walking and Bicycling Master Plan that serves the needs of and is accepted by the residents of Gonzales requires active input from diverse groups. Representatives of the city, neighborhood organizations, regional organizations, healthcare system, school district, senior citizens, and the disabled community should serve on such a planning committee. Members should meet consistently and actively engage the input of their social and professional peers. The group should consider distributing a Walking and Bicycling Preference survey online and in person at community events and gathering places to gauge public input.

Medium Term (actions to take place over several years)

- Maintain pedestrian and bicycle awareness by forming a Walking and Bicycling Advisory Council that meets regularly to discuss relevant issues Gonzales faces.
- Consistency in sidewalk design requires guidelines that are publicly available for citizens, developers and city staff to easily reference. The City of Seattle publishes a Right-of-Way Improvement Manual online that allows users to point, click, and learn about the city's ordinances for design

elements such as awnings, crosswalks, street trees, and sidewalk width and is an excellent example of making design guidelines accessible. The manual can be found at <http://www.seattle.gov/transportation/rowmanual/manual/>.

- Traffic calming comes from street designs that use physical and visual cues to prompt motorists to slow their driving speed. If done successfully, traffic calming reduces traffic speeds, the number and severity of crashes, and noise levels of traffic. Traffic calming options include constructing curb extensions or bulb-outs, installing signs indicating that traffic “must stop for pedestrians” at crosswalks, texturing pavement at crosswalks and intersections and narrowing roads. To increase citizen involvement in traffic safety, the Seattle Department of Transportation trained residents raising concerns about traffic speeds and volume about such traffic calming techniques as well as the use of radar speed guns. Citizens then collected speed and volume data themselves at the time and place they perceived the worst traffic conditions, which city staff analyzed for evidence for unsafe traffic behavior. The process resulted in citizens’ better understanding of actual versus perceived traffic conditions as well as identification of true areas of concern.
- Existing signalized intersections should be updated with pedestrian countdown signals, and any new signalized intersections should incorporate them. Solar-powered pedestrian crosswalk signals can be installed at existing and additional mid-block points around schools where many students may benefit from the more convenient and safe street-crossing. Map 5.13 on the next page depicts the locations of stop signs and signals within one-quarter mile of schools. These are areas where adding or improving pedestrian countdown and crosswalk signals, like those pictured in Figure 5.6, should especially be constructed.

- Two graphics (Fig. 5.7) demonstrate what kind of change the city can make in the future to the streetscape to provide safer streets. The first example converts Seydler St near Gonzales High School, where a bike route is proposed. The second example shows the intersection of St Louis St and Clark St, near Gonzales East Primary School.

Figure 5.6: A solar powered pedestrian crosswalk signal.



Source: walkfriendly.org and the Village of Forest

Map 5.13: Locations of stop signs and proposed crosswalk signals within one-quarter mile of schools

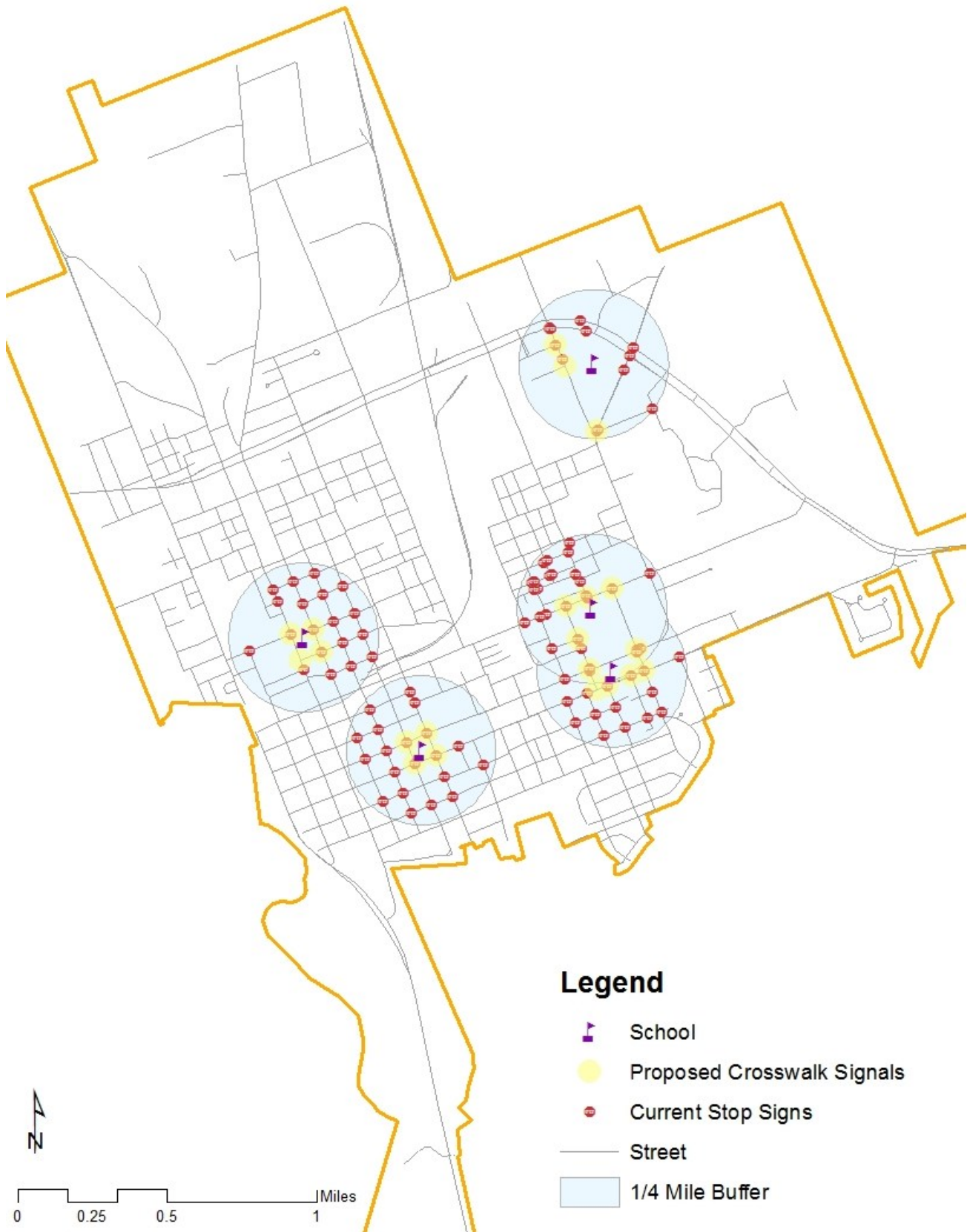


Figure 5.7: Existing streetscapes and potential improvements



(Top) Existing view of Seydler St near Gonzales High School, looking south ; (Bottom) Potential improvements. Source: Google Maps



(Top) Existing view of intersection near Gonzales East Primary School; (Bottom) Potential improvements Source: Google Maps

Figure 5.8: A pleasant streetscape encourages pedestrian activity



Ann Arbor, Michigan. Source: walkfriendly.org and the Ann Arbor Area Convention and Visitor Bureau

GOAL 5.8: Earn recognition as a bicycle and walk friendly community by providing optimal conditions in terms of safety, accessibility and comfort for bicyclists and pedestrians.

OBJECTIVE 5.8.1: By 2015, adopt a Complete Streets policy that achieves the criteria of Complete Street design.

POLICY 5.8.1.1: Develop urban design standards for roadways that coordinate with Map 5.10 of roadway classification map sug-

gested on p. 163 of the comprehensive plan. This includes, but is not limited to, standards for location and configuration of street furniture, sidewalk width, and pedestrian-scale lighting.

POLICY 5.8.1.2: Decrease space being allocated to vehicles and increase that for pedestrians and bicyclists in the downtown area in order to meet the principle of a walk- and bike-friendly community.

POLICY 5.8.1.3: Promote neighborhood-based multimodal strategies and trip reduction programs.

POLICY 5.8.1.4: Support programs that encourage cycling and walking to and within downtown.

OBJECTIVE 5.8.2: Develop a maintenance program for bicycle and pedestrian facilities.

POLICY 5.8.2.1: Maintain bicycle routes and lanes with adequate sweeping, pavement repairs, and vegetation trimming on a monthly basis or as directed by the Department of Public Works.

POLICY 5.8.2.2: Coordinate maintenance and creation of new facilities with the maintenance and construction of new road projects at the City or State level.

OBJECTIVE 5.8.3: Inform and educate the public about properly sharing the road.

POLICY 5.8.3.1: Reinforce pedestrian and cyclist safety issues at driver's education, defensive driving courses, school assemblies and community events.

POLICY 5.8.3.2: Give warnings to drivers who stop within the crosswalk at intersections in order to maintain clear pathways for pedestrians crossing the street.

ACTION STRATEGIES

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

- Teaching students safe biking skills and pedestrian safety skills is a key strategy in term of safety education. The city should provide useful information that can be distributed and taught at school by teachers or at home by families. The National Highway Traffic Safety Administration (NHTSA) requires each state enact traffic regulations and laws that contribute to the safety of pedestrian and bicyclists. There are some tips from Texas Department of Transportation for bicyclists and motorists in order to reduce bicycle injuries and fatalities on roadways. Information can be found at <http://www.dot.state.tx.us/safety/tips/pedestrians.htm>.

Medium Term (actions to take place over several years)

- Engage the public via civic meetings to increase public participation and awareness of community issues. For example, Arlington County, Virginia conducted Neighborhood Town Walks that allow residents to walk through the neighborhood and address their concerns to city officials and other residents. Gonzales could also adopt this model to engage the public, but they would need to work with the focus neighborhood to plan a walking route and to organize discussion themes as well as facilitate follow-up. Visit <http://www.arlingtonplace.us> for more information.
- The purpose of urban bikeway design standards is to provide the city with solutions that can help create complete streets that are safe and enjoyable for bicyclists. Table 5.14 illustrates the different types of bikeways that are proposed for the city to consider for future implementation. For more information about design guidelines, refer to the National Association of City Transportation Officials website (<http://nacto.org>).

PROGRAMS & FUNDING

- The National Complete Streets Coalition has been promoting the design and operation of roadways to provide safe, comfortable, and convenient access for all users, from motorists to bicyclists and pedestrians of all ages and abilities. There is not one standard for a complete street, but elements that may be included are sidewalks, bike lanes (or wide paved shoulders), frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, and roundabouts. Almost 500 Complete Street policies are in place across the United States at all levels of government. Model Complete Streets policy language, directions for requesting a workshop, and more information is available at smartgrowthamerica.org/complete-streets.
- The Bicycle Friendly Community (BFC) Program is operated by the League of American Bicyclists. The program provides a roadmap to communities to improve conditions for bicycling and offers national recognition for communities that actively support bicycling. Information on applying to become a recognized Bicycle Friendly Community is at <http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/>.
- Walk Friendly Community (WFC) is a national program that helps to promote safe walking environments in cities. By applying for a Walk Friendly Community designation, Gonzales will receive specific suggestions and resources on how to make needed changes for pedestrian safety. Through the questions in the assessment tool, the areas of needed improvements can be identified, forming the framework for a comprehensive pedestrian improvement plan. Find further instructions at http://www.walkfriendly.org/get_started.cfm.

Truck, Air and Freight Mobility

There are several strengths within the city's transportation network including its minimal congestion. However, due to the current influx of workers associated with the oil industry, this strength could be threatened, hindering development. Currently the city is experiencing a trend of increased truck traffic along US 183, US 90 and FM 794 due to oil extraction. This problem will likely be compounded by the creation of I-69 to the south of the city and the expansion of the Panama Canal. In order for the city to keep its roads safe for residents and visitors, the following measures should be implemented.

GOAL 5.9: Improve the safety along truck routes for motorized and non-motorized transportation.

OBJECTIVE 5.9.1: By 2030, improve pavement conditions and signage along FM 794, US 183 and US 90-A.

POLICY 5.9.1.1: Conditions should be improved to “above average” or “best” with proper pavement marking and curb and gutter along truck routes.

POLICY 5.9.1.2: Proper signage should indicate truck routes as well as posted speeds within city limits.

OBJECTIVE 5.9.2: Reduce speed limits within city limits along these routes.

POLICY 5.9.2.1: Reduce speed limits from 55 mph to 40 mph along US 183 and US 90 and from 50 mph to 35 mph along FM 794.

OBJECTIVE 5.9.3: Increase signalization in order to deter increased speeds (potential sites include intersection of US 183 and St. Louis St., US 90 and FM 794 intersection and US 90 and St. Louis St. intersection).

POLICY 5.9.3.1: Conduct a traffic control study at these intersections to better understand the movement and speed of travelers.

OBJECTIVE 5.9.4: Require additional police officers along these routes to ensure safety and adherence of speed limits.

ACTION STRATEGIES

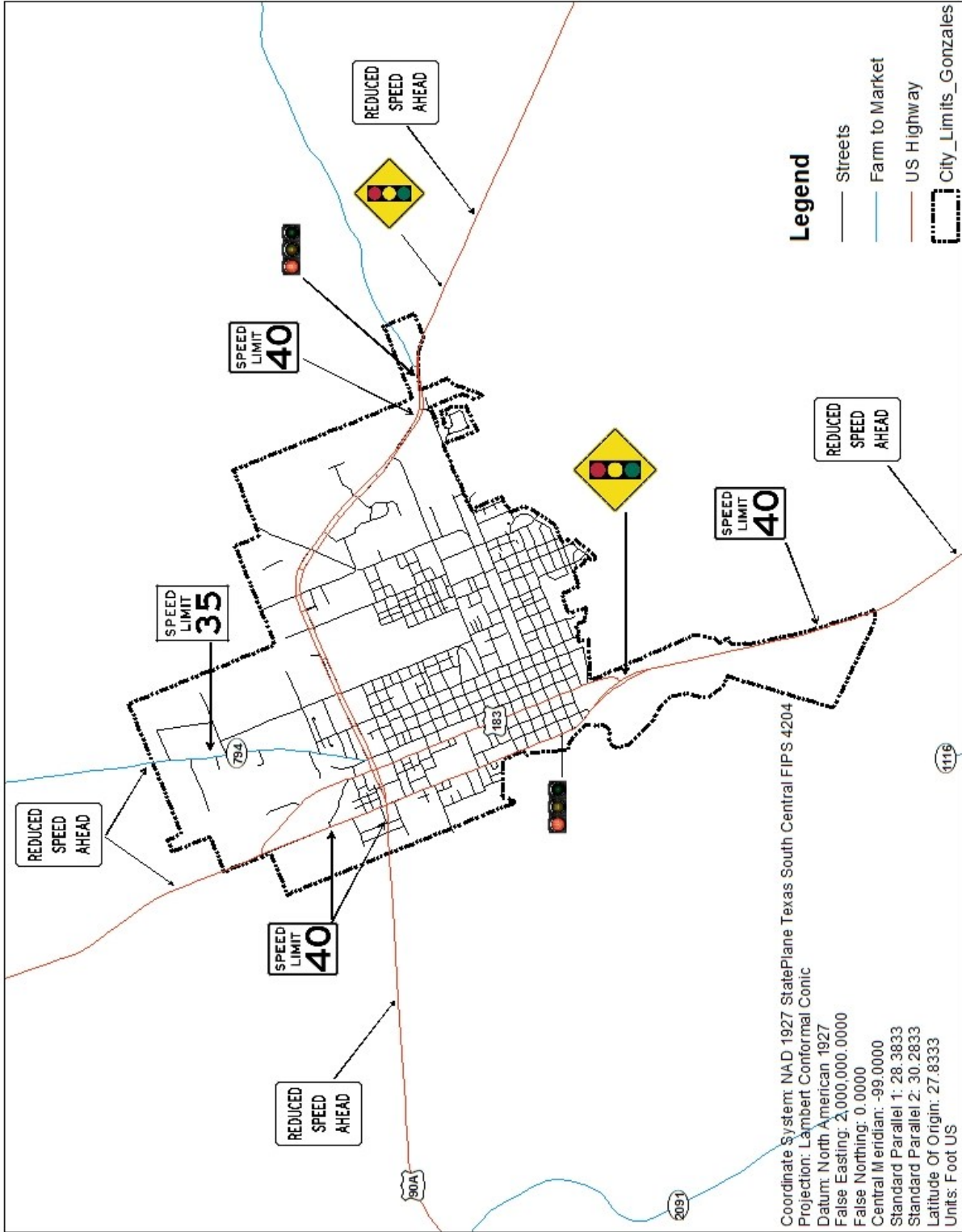
Short term (actions to be done as soon as possible)

- Change posted speed limits in city limits and install proper signs to indicate change. Map 5.14 indicates where such changes could be made.

Medium term (actions to take place over several years)

- Improve pavement conditions and markings along truck designated routes.

Map 5.14: Proposed additions to posted speed limits and signalized intersections



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

- Evaluate with the help of TxDOT whether intersection along US 90, US 183 and FM 794 qualify for traffic signals.

PROGRAMS/FUNDING

- The Highway Safety Improvement Program (HSIP) was established by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). This program allowed states to target funds to their critical safety needs. The HSIP requires states to develop and implement a Strategic Highway Safety Plan (SHSP). The purpose of the SHSP is to identify and analyze highway safety problems and opportunities, including projects or strategies to address them, and evaluate the accuracy of data and the priority of proposed improvements. The goal is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads.

GOAL 5.10: Provide an additional safe route for heavy and hazardous vehicles passing through Gonzales.

OBJECTIVE 5.10.1: Gonzales should encourage the Texas Department of Transportation (TxDOT) to complete the proposed “South Loop” as shown in Map 5.15.

OBJECTIVE 5.10.2: If “South Loop” option is not fundable or realistic, evaluate whether Spur 146 (Saint Louis Street) could be another option.

POLICY 5.10.2.1: Create varying times in which truck traffic would be allowed along this street (before 6 am or after 7 pm).

POLICY 5.10.2.2: Perform a transportation study along this route to analyze how much truck/hazardous cargo operates along this route at specific times throughout the day.

ACTION STRATEGIES

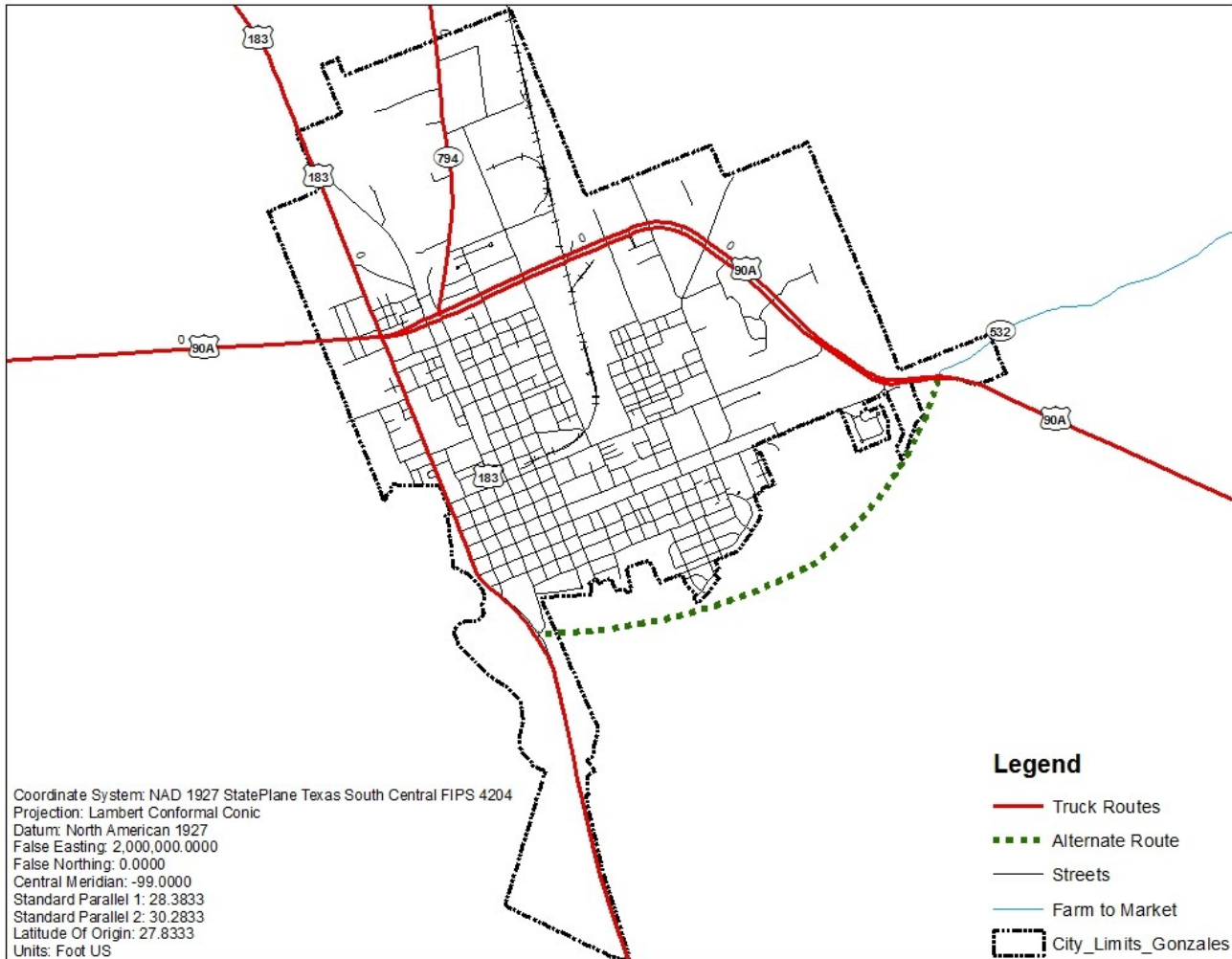
Short term (actions to be done as soon as possible)

- Perform a traffic impact analysis on the three roads for heavy truck traffic.

Medium term (actions to take place over several years)

- Determine whether “South Loop” is a viable option as an alternative route.

Map 5.15 A proposed “South Loop” allows truck traffic more direct access to Hwy 183



GOAL 5.11 Provide a safe and adequate airport that could accommodate future growth within the city and county.

OBJECTIVE 5.11.1: Expand airport to offer more business opportunities

POLICY 5.11.1.1: Increase the market area for the airport to surrounding cities by offering incentives such as tax breaks and providing advantages to being located at the airport.

OBJECTIVE 5.11.2: Increase hangar space to allow more aircrafts to be parked at facility

POLICY 5.11.2.1: Conduct a study to determine how much extra capacity would be needed if future expansion of airport occurred

OBJECTIVE 5.11.3: Increase runway and fuel storage capacity to allow for heavier aircraft to utilize runway.

POLICY 5.11.3.1: Coordinate with the Federal Aviation Administration (FAA) and TxDOT to determine proper size and length of runway to accommodate larger planes

ACTION STRATEGIES

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

- Work with various agencies, including the Texas A&M Transportation Institute (TTI) and Texas Department of Transportation (TxDOT), to implement an airport development plan

Medium term (actions to take place over several years)

- After completion of renewal of airport development, offer incentives to entice businesses to operate out of Roger M. Dreyer Airport
- Create a marketing strategy to attract airplane operators to use the runway/taxi space instead of flying to nearby airports
 - Offer flying lessons and certificates that operate out of the airport
 - Offer transit services to/from airport
 - Provide hotel/housing incentives for those who stay in Gonzales

PROGRAMS/FUNDING

- The Hangar Program is a federal program operated through the 2010 Texas Airport System Plan (TASP). If all airside needs are met, an airport sponsor may pursue 80 percent grant funding for the construction of hangars if access pavement is included or 75 percent funding if pavement is in place. The sponsor must provide justification in the form of contracts, lease agreements, and show location of the hangar on the latest approved Airport Layout Plan (ALP), a copy of the airport's hangar lease and rate structure, and adopted airport minimum standards. The only funding available for the hangar construction projects are Non-Primary Entitlements.
- The Routine Airport Maintenance Program (RAMP) allows communities that do not have access to necessary resources to perform needed services. The initial RAMP program began in 1996 throughout five TxDOT districts and has expanded to allow all publicly owned/operated airports, including non-hub primary commercial service airports, in the TASP to participate in the current

program maximum of \$50,000 in state funds per airport per year. Services have been expanded to include other items such as airport lighting and maintenance, airport entrance road construction, pilot lounges, environmental compliance and AWOS maintenance. Airport sponsors are now able to use the program for almost any item that will enhance and increase the functionality of the airport.

- The TxDOT Aviation Division Airport Terminal Grant Program provides 50 percent matching funds up to \$500,000 to sponsors of eligible publicly owned airports for construction of new terminal buildings or remodeling existing terminal buildings, as well as up to \$100,000 in matching funds for appropriate vehicle parking and entrance roads. To be eligible for consideration for a terminal grant, an airport must have a full time airport manager on site and aviation fuel available for sale to the general flying public. Number of based aircraft, transient traffic and sponsor commitment to the airport also contribute to grant eligibility.

Table 5.15: Transportation 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
5.1.1.1	Develop catalog of road capacity and monitoring system	Public Works, City Staff	Mid-Range: 3-5 years	X				X		
5.1.2.1	Promote efficient system management for congested roadways and inter-sections	Public Works, City Staff	Mid-Range: 3-5 years	X			X			
5.1.3.1	Make improvements to enhance the safety (i.e. adding left-turn lanes, appropriately-spaced traffic signals and "daylighting" of intersections)	Public Works, City Staff	Mid-Range: 3-5 years		X			X		
5.1.3.2	Improve pedestrian linkages between residential, commercial, and community facilities.	Public Works, City Staff	Mid-Range: 3-5 years	X				X		
5.1.3.3	Develop guidelines for the use of street lighting along major streets.	Public Works, City Staff	Short Term: 1-3 years					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
5.1.4.1	Identify environmentally sensitive areas, and avoid construction of roadways in such areas.	Public Works, City Staff, City Council	Short Term: 1-3 years	X		X				
5.1.4.2	Encourage programs that serve sensitive environments (i.e. the Green Highways' low impact development approach).	Public Works & Parks and Recreation, City Staff	Mid-Range: 3-5 years		X				X	
5.2.1.1	Determine and attain the Level of Service (LOS) for the street system	Public Works, City Staff	Short Term: 1-3 years					X		
5.2.1.2	Identify major traffic generators/attractors.	Public Works, City Staff	Short Term: 1-3 years	X				X		
5.2.2.1	Establish appropriate guidelines for access management.	Public Works, City Staff	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
5.2.3.1	Define location and configuration of street furniture, sidewalk width, terrace sizes, etc	Public Works, City Staff	Mid-Range: 3-5 years	X			X	X		
5.2.3.2	Decrease space being allocated to vehicles and increase the space for use by pedestrians and bicyclists in the downtown area.	Public Works, Main Street Administrator, City Staff	Long Term: 5-10 years	X			X	X		
5.2.4.1	Improve local and collector street connectivity to complement major streets.	Public Works, City Staff	Mid-Range: 3-5 years	X				X		
5.2.4.2	Prepare street design standards for future development	Public Works, City Staff	Short Term: 1-3 years	X				X		
5.2.4.3	Consider the inclusion of alternative transportation options in future developments.	Public Works, City Staff City Council	Mid-Range: 3-5 years	X			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 &
5.3.1.1	Provide visible, legible, and understandable signs and pavement markings.	Public Works, City Staff	Mid-Range: 3-5 years	X				X		
5.3.1.2	Develop design standards for streetscape improvements	Public Works, City Staff	Short Term: 1-3 years	X				X		
5.3.1.3	Enhance side-walk facilities through connections with a full bike/pedestrian system.	Public Works, City Staff	Mid-Range: 3-5 years	X			X			
5.3.2.1	Develop a catalog of street maintenance within GIS.	Public Works, City Staff	Mid-Range: 3-5 years	X				X		
5.4.1.1	Integrate a cost benefit analysis process into transportation investment and construction.	Public Works, City Staff	Mid-Range: 3-5 years	X				X		
5.4.1.2	Establish a Traffic Impact Analysis procedure when any transportation construction begins to launch.	Public Works, City Staff	Short Term: 1-3 years	X				X		

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act			Guidelines, Standards, or Monitoring		Developmental Incentives		Ongoing
						Study or Plan	Official Act	Study or Plan	Standards, or Monitoring	Developmental Incentives	Public Education & Outreach		
5.4.2.1	Encourage transportation development that facilitates tourism and downtown businesses.	Public Works & Finance & Main Street Administrator, City staff	Short Term: 1-3 years	X	X					X		X	
5.4.2.2	Implement transportation projects that contribute to the city's quality of life through recreational, historical or cultural amenities.	Public Works & Parks and Recreation, City Staff	Mid-Range: 3-5 years	X			X				X		
5.4.2.3	Discuss transportation issues and project recommendations.	Public Works, City Staff	Short Term: 1-3 years	X				X					
5.4.2.4	Review the existing city, county and state level planning.	Public Works, City Staff	Short Term: 1-3 years	X				X					
5.4.2.5	Develop technical tools, such as transportation demand modeling and a more thorough GIS data-base.	Public Works, City Staff	Mid-Range: 3-5 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 &
5.4.2.6	Identify and evaluate alternative transportation improvement options	Public Works, City Staff	Mid-Range: 3-5 years	X				X		X
5.4.2.7	Monitor system performance and consistently maintain roadways	Public Works, City Staff	Long Term: 5-10 years	X				X		
5.4.2.8	Coordinate transportation projects and programs and public/private investments	Public Works, City Staff	Long Term: 5-10 years	X						X
5.5.1.1	Amend parking ordinance to require 50% shade ratio	City Council, City staff,	Short Term: 1-3 years	N/A	N/A	X				
5.5.1.2	Amend parking ordinance to allow permeable parking surfaces	City Council, City staff	Short Term: 1-3 years	N/A	N/A	X				
5.5.2	Install wayfinding system in downtown	Public Works, Main Street administrator, Parks and Rec	Mid-Range: 3-5 years	X	X		X			X
5.6.1.1	Refrain from paving additional lots in downtown	Public Works	Ongoing	N/A	N/A			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
5.6.2.1	Promote neighborhood-based multimodal programs	City staff	Ongoing	N/A	N/A			X		X
5.6.2.2	Support bicycling and walking programs in downtown	City staff	Ongoing	X	X			X		X
5.7.1.1	Form a Walking and Bicycling Advisory Council	City Council, City Staff	Mid-range: 3-5 years	X		X				
5.7.1.1	Develop a Walking and Bicycling Master Plan	Public Works, City Staff	Short Term: 1-3 years	X	X		X			
5.7.2.1	Develop side-walk design guidelines	City Staff	Mid-range: 3-5 years	X				X		
5.7.4.1	Develop traffic calming guidelines for streets around schools	City Staff	Mid-range 3-5 years	X	X			X		
5.7.4.2	Develop traffic signal control strategies around schools	City Staff	Mid-range: 3-5 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
								Study or Plan	Monitoring		
5.8.1.1	Develop urban design standards for roadways	City Staff	Mid-range: 3-5 years	X				X			
5.8.1.2	Promote neighborhood-based multimodal strategies	Public Works, City Staff	Mid-range: 3-5 years	X				X			
5.8.3.1	Reinforce pedestrian and cyclist safety	Public Works, City Staff	Short Term: 1-3 years	X				X			X
5.9.1.1	Improve roadway conditions	Public Works, City Staff	Mid-Range: 3-5 years	X				X			
5.9.1.2	Proper signage along truck routes	Public Works, City Staff	Short Term: 1-3 years	X	X			X			
5.9.2	Reduce speed limits within city limits	City Council, City Staff, Mayor	Short Term: 1-3 years	X		X		X			
5.9.3	Increase signalization to deter speeds	City Council, City Staff	Long Term: 5-10 years	X	X			X			
5.10.1	Determine alternative routes for truck traffic	City Staff, Mayor	Mid-Range: 3-5 years	X				X			

#	Action	Lead Contact	Timing	City Re-sources	Outside Funding	Official Ordinance or Official Act	Study or Plan	Guidelines, Standards, or Monitoring	Developmental Incentives	Ongoing Public Education & Outreach
5.11.1	Expand airport to offer more business opportunities	City Staff	Short Term: 1-3 years	X	X		X	X		
5.11.2.1	Conduct a study with TTI and TxDOT for expansion	City Staff, Mayor	Short Term: 1-3 years	X	X		X			

Appendix

Gonzales Annual Average Daily Traffic (AADT)

Street	From	To	2007	2008	2009	2010	2011	% Chg	2017	2022	2027
FM 183	Co. Road 97	St. Joseph	9,000	8,000	8,600	8,100	13,700	52%	20,854	31,745	48,323
FM 532	Sara Dewitt Dr. (90)	City Limit	1,500	1,550	1,600	1,650	2,700	80%	4,860	8,748	15,746
FM 794	Sara Dewitt Dr. (90)	Stieren Rd	2,400	2,200	2,300	2,600	3,000	25%	3,750	4,688	5,859
FM 794	Stieren Rd	City Limit	1,800	1,550	1,400	2,100	2,400	33%	3,200	4,267	5,689
Road 131	Sara Dewitt Dr. (90)	Waelder Rd (97)	1,150	1,050	1,050	1,200	1,300	13%	1,470	1,661	1,878
Sara Dewitt Dr. (90)	Water Street	Guadalupe River	4,600	4,200	3,800	4,300	3,500	-24%	2,663	2,026	1,542
Sara Dewitt Dr. (90)	St. Joseph	Road 131	16,200	15,400	13,200	14,600	16,400	1%	16,602	16,807	17,015
Sara Dewitt Dr. (90)	Road 131	Waelder Rd (97)	11,000	9,900	8,800	8,800	10,200	-7%	9,458	8,770	8,132
Sara Dewitt Dr. (90)	Waelder Rd (97)	St. Louis	5,900	4,900	5,400	5,800	6,700	14%	7,608	8,640	9,812
Sara Dewitt Dr. (90)	St. Louis	FM 532	7,000	6,500	5,800	6,300	7,400	6%	7,823	8,270	8,742
St. Joseph	Sara Dewitt Dr. (90)	Co. Road 150	3,500	3,400	2,900	2,900	2,900	-17%	2,403	1,991	1,650
St. Joseph	Co. Road 150	Water Street	2,300	1,950	2,000	2,100	2,100	-9%	1,917	1,751	1,598
St. Joseph	FM 183	St. Louis	7,000	5,580	5,600	5,600	6,000	-14%	5,143	4,408	3,778
St. Joseph	St. Louis	St. Andrews	7,200	5,900	5,600	5,600	6,600	-8%	6,050	5,546	5,084
St. Louis	Water Street	St. Joseph	2,300	2,100	2,400	2,400	2,400	4%	2,504	2,613	2,727
St. Louis	St. Joseph	Moore St.	3,600	3,500	3,800	3,800	3,400	-6%	3,211	3,033	2,864

Gonzales AADT (continued)

Street	From	To	2007	2008	2009	2010	2011	% Chg	2017	2022	2027
St. Louis	Moore St.	St. Lawrence	3,200	2,900	3,100	3,200	3,000	-6%	2,813	2,637	2,472
St. Louis	St. Lawrence	Sara Dewitt									
Waelder Rd. (97)	Dr. (90)	Dr. (90)	1,950	1,850	1,850	2,000	2,000	3%	2,051	2,104	2,158
		Road 131	3,300	2,800	3,100	3,600	3,300	0%	3,300	3,300	3,300
Water Street	St. Joseph	St. Louis	7,000	6,100	6,500	6,100	10,600	51%	16,051	24,306	36,807
Water Street	St. Louis	Sara Dewitt									
		Dr. (90)	9,300	8,500		8,600	8,600	-8%	7,953	7,354	6,801
Water Street	Sara Dewitt	Co. Road 150	5,200	5,000	4,900	4,800	4,800	-8%	4,431	4,090	3,775
Water Street	Co. Road 150	N St. Joseph	4,600	4,300	4,400	4,100	4,100	-11%	3,654	3,257	2,903
Water Street	N St. Joseph	Co. Road 241	5,500	6,000	6,300	6,400	6,400	16%	7,447	8,666	10,084
Total			126,500	115,130	84,700	114,250	133,500	6%	140,887	148,683	156,911



Community Facilities

Introduction

Community facilities are necessary to maintain the health, safety and general welfare of the city. These factors can be measured by looking at both the accessibility of these facilities and their availability of use by its citizens. Strong facilities can draw in not only multiple industries to the community but also residents looking for a high quality lifestyle. They can also promote an active lifestyle, offer high quality health services, and provide for numerous educational opportunities.

The city of Gonzales has a lot to offer with respect to its community facilities. Gonzales offers numerous parks for residents who enjoy an active lifestyle, several fire and police stations, and a large hospital. Other primary facilities include the municipal government buildings, airport, police services, and schools. Some of these services may not be under the municipal government's authority but were included in this report because they affect the city.

Municipal Government

Gonzales has many departments located within the municipal government. These include police, fire, public works/utilities (streets, electric utilities, and water and wastewater management), economic development and finance, and library personnel.

The municipal government has many amenities to offer its employees and citizens. However, with the projected influx of people due to the energy industry boom, the buildings may have to be expanded.

The municipal buildings of Gonzales are listed below along with their addresses:

- City Hall/Municipal Court: 820 St. Joseph Street
- County Office/Justice of the Peace: 414 N. Saint Joseph Street
- County Commissioner: 126 Cone Street
- Library: 415 St. Matthew Street
- Police Department: 716 St. Paul Street
- Fire Department: 411 St. Lawrence Street
- Public Works: 1916 N. Street Joseph Street

Police Services

The Gonzales Police Department has 17 officers and six other employees. The department also has 12 police cars. In 2010, the number of officers per 1,000 residents was 2.01, which is just below the Texas average of 2.20. Compared to Texas in property crime index in 2010, Gonzales was lower by 2.34%.

For violent crime in 2010 compared to Texas, Gonzales was considerably higher by 146.71%.

Except for 2002, Gonzales has had a higher crime rate than the U.S. average every year since 2001. Table 6.1 is a breakdown of the crime statistics by year in Gonzales:

Figure 6.1: Community Facilities Land Use Map

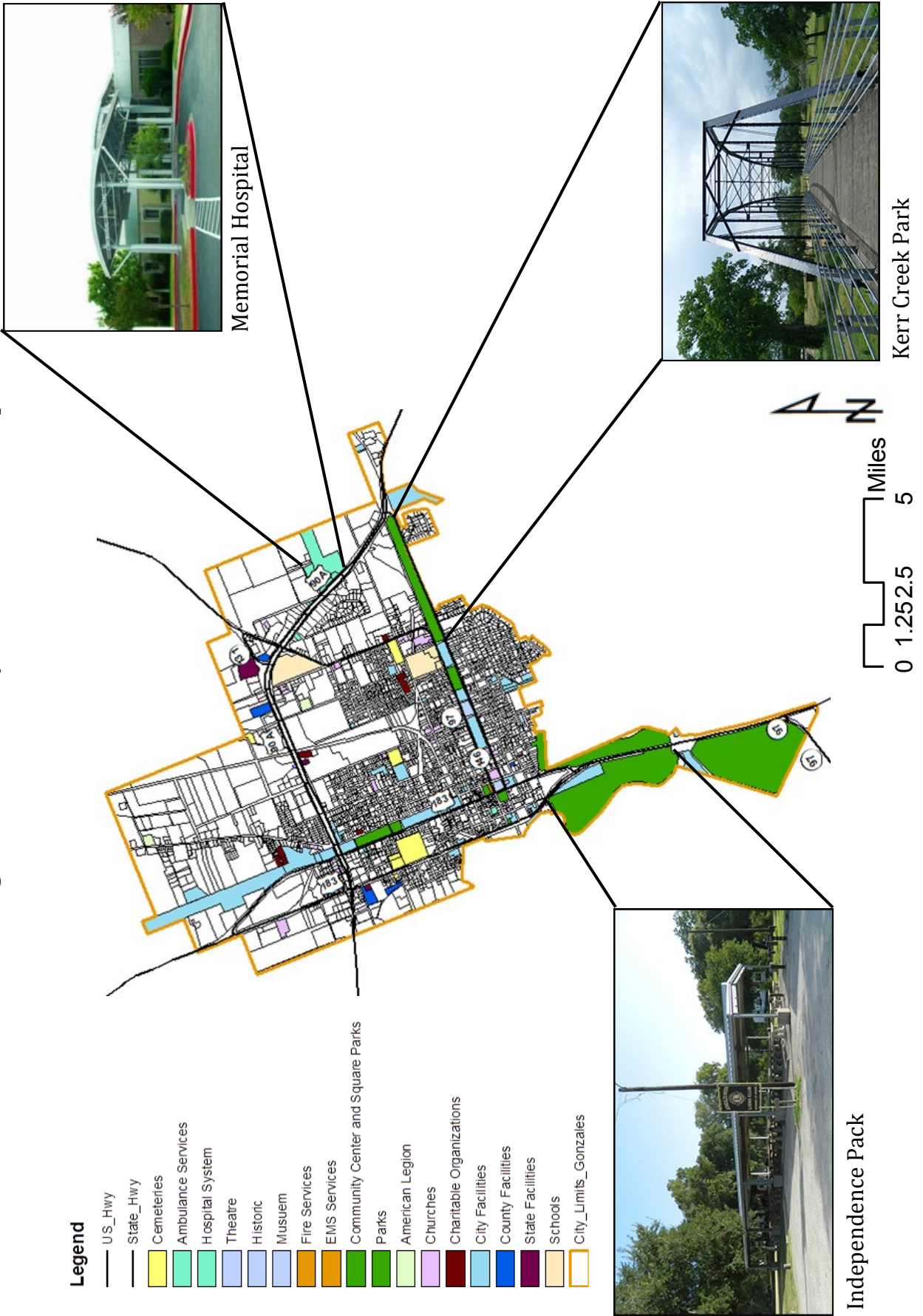


Table 6.1: Crime Occurrence in Gonzales, Texas

Crime in Gonzales by Year										
Type	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Murders	0	1	0	1	0	0	0	0	0	0
Rapes	3	6	1	2	4	8	8	4	5	6
Robberies	3	4	6	3	5	11	8	11	5	7
Assaults	63	35	70	76	68	86	95	88	87	70
Burglaries	55	43	41	53	54	186	118	94	76	66
Thefts	112	81	218	286	286	270	225	177	24	207
Auto Thefts	6	4	8	2	1	1	4	1	8	3
Arson	1	0	1	0	1	5	1	0	0	0

Source: Information provided by City-Data.com

Overall, since 2006 there has been a steady decrease in the amount of crime throughout the city. The crime statistics from 2012 are expected to follow this pattern and continue to decline. Most notably the number of property crimes has decreased dramatically. In 2006, burglaries were at an 11-year high totaling 186 for the year. Also in 2006, thefts were at an all-time high totaling 270 incidents. In 2011, those numbers have dramatically decreased to 66 and 207 respectively. According to the Police Chief there has been a slight increase in assaults as well as alcohol-related crimes. Other notable crimes within the city included domestic violence and drug-related incidents. Also, an important police and EMS issue is traffic accidents. Transportation infrastructure and an increase in police and fire services will be necessary once the population begins to increase due to the energy boom. (See the chapter on Transportation for more information.) The City Manager is currently working to get more officers hired, which should help with this increase in population.

Fire Services

The Gonzales Fire Department was founded on March 6, 1884. Currently, they have seven paid full-time firefighters and 35 volunteer firemen.

All firefighters are Emergency Medical Technician (EMT-B) certified as required by law. They do not perform stand-alone EMS services; Gonzales County EMS handles all medical calls.

Library Services

The library is located at 415 Saint Matthew St. and overseen by the Library Director. There is a collection of over 35,000 books. Also located in the library are newspapers, DVDs, audio books, and microfilm census records. Businesses or organizations can also rent a multimedia projector. One program sponsored by the Gonzales Public Library is a summer reading program, which is held annually for area children and young readers.

Parks and Recreation

Gonzales is unique in that it has large amounts of public spaces and park land available to the community. The Parks and Recreation Department oversees five city parks, a nine-hole golf course, three square parks, two cemeteries, and the Gonzales Memorial Museum. The Parks and Recreation Department recently hired a new director for the department who has 20 years of experience in Parks and Recreation and almost 10 years of service at his previous city. A list of the main parks and recreation centers are given below:

Independence Park: These facilities include four covered pavilions, one nine-hole golf course (described below), three little-league baseball fields, one basketball court, a four-field softball/baseball quadruplex, one six-court volleyball complex, one 21-site R.V. park, and a 2.35 mile hike and bike trail. The park is broken down into two sections. The lower portion is known as the “brickyard”. It includes a pavilion, playground, picnic tables, BBQ pits, restrooms, a hike and bike trail, and scenic views of the Guadalupe River. The upper section includes the main rodeo arena and show barn. Also in the lower section are ball fields, a playground, two pavilions, swimming pool (described below), volleyball and basketball courts, picnic tables, BBQ pits, and restrooms.

Gonzales Municipal Swimming Pool: This pool is open from Memorial Day weekend to August. Pool hours are noon-6 p.m., Tuesday through Sunday. Swim lessons are offered to all ages throughout the summer.

Independence Golf Course: This facility is located on 22 acres along the Guadalupe River. This golf course is located within Independence Park and is the nine-hole golf course.

J.B. Wells, Jr. Park: This is a 169-acre park with a covered pavilion, multi-purpose show barn, covered arena, practice arena, a hike and bike trail, and 392 RV hook-ups. Numerous events are offered free-of-charge throughout the year. The park also hosts three youth rodeo finals including the Texas Junior

Table 6.2: Parks and Recreation Facility Checklist in Gonzales, Texas

	City Parks				Golf Course		Other	
	Independence Park	Lions Park	JB Wells Park	Kerr Creek Park	Independence Golf Course	Kerr Creek Disc Golf	Municipal Pool	Gonzales City Park
Baseball Fields	✓							
Basketball Goals	✓				?		?	
BBQ Pits	✓					?		
Disc Golf	?	✓				✓		
Driving Range				?	✓			
Golf Holes	✓			?	✓			
Pavilion	✓			✓		?		
Recreation Space	?							✓
Picnic Tables	✓				?	?		?
Playground Areas	✓						?	
Restrooms	✓	?	?			?		
Show Barn	?	?	?	✓		?		
Soccer Field	✓	?	?					
Softball Fields	✓							
Swimming Pools	✓				?		✓	
Trail	✓							?
Volleyball	✓				?			

High Rodeo State Finals. Other events hosted at the park include numerous cutting horse events, team ropings, 4-H play days, junior high and high school rodeos, mule and donkey show, stock shows, cattle sales, and goat sales. The city is hoping to expand and increase its rodeo events and will attempt to draw in some of the premier events in the future.

Kerr Creek Park: This is home to an 18-hole disc golf course and the historic Oak Forest Bridge. The Oak Forest Bridge was originally developed in 1913 over the Guadalupe River but has since been relocated as a pedestrian bridge over Kerr Creek. There are numerous summer youth programs that occur here for children of all ages.

Educational Facilities

The city of Gonzales is a part of the Gonzales Independent School District (ISD) and is considered a 3A school district. There are six schools under the ISD’s jurisdiction, with an enrollment of approximately 2,800 students. According to the school superintendent, 400 new students have entered the school system in the last two years.

Table 6.3: Public School Enrollment Numbers

Type	# of Schools	Enrollment	Student/Teachers Ratio
Elementary	3	1,352	16 to 1
Middle/Jr High	1	668	14 to 1
Senior High	1	657	13 to 1
Private	1	70	17 to 1

Information provided by City-Data.com

The names and addresses for the city’s six schools are listed below:

Public Elementary/Middle Schools:

- Gonzales Elementary: 1600 St. Andrew Street
- Gonzales East Avenue Primary: 1615 St. Louis Street
- Gonzales Junior High School: 426 N. College Street
- Gonzales North Avenue Intermediate: 1032 St. Joseph Street

Public High Schools:

- Gonzales High School: 1801 N. Sarah Dewitt Drive

Private Elementary/Middle School:

- Emmanuel Christian School: 1817 St. Lawrence Street

There are also numerous universities and colleges within the surrounding area. They include Austin Community College, Alamo Community College, Blinn College at Brenham, Blinn Jr. College at Schulenburg, Prairie View A&M University, Southwest Texas State University, Southwestern University, Texas Lutheran University, Trinity University, University of Texas at Austin, University of Texas at San Antonio, Victoria Community College, and Wharton County Junior College.

A plan for the future is to develop a greater network for Victoria Community College within Gonzales. A great opportunity would be to develop a vocational school to develop skilled trades that could keep the young population in the city. One example would be a welding program, which would be a very sought-after trade as the energy boom continues.

Health Services

Gonzales health care systems are made up of several entities, but the core is Memorial Hospital. Memorial Hospital is a level 4 trauma center, non-profit, general acute-care facility built in 1978.

There are a total of 42 beds. Employment information is described in the table below:

Table 6.4: Employment Equivalents in Health and Human Services

Employment Full-Time Equivalent	
Licensed Practical Or Vocational Nurses	20.18
Registered Professional Nurses	19.5
Other Salaried Personnel	71.45
Certified Registered Nurse Anesthetists (CRNA)	1
Dieticians	1
Occupational Therapists	0.5
Physical Therapists	2
Respiratory Therapists	1
Speech Pathologists Or Audiologists	1
Medical Social Workers	1
Medical Laboratory Technologists	10.21
Nuclear Medicine Technicians	1
Diagnostic Radiology Technicians	7.81

Information provided by Hospital-Data.com

There are other health facilities located within Gonzales including two clinics, four dentists, ten doctors, 24 medical staff, two nursing homes (beds: 156), and one assisted living center.

Gonzales County EMS/Rescue division has three stations located within the county, with one of those stations located in the City of Gonzales. They are staffed full-time with advanced life support personnel. The Gonzales County EMS/Rescue has six ambulances, two rescue trucks, and two wheelchair vans, as well as a Swift Water Rescue Team.

The Emergency Medical Service is provided by six full-time paid personnel, along with 21 volunteers. Within the county there are three ambulances equipped with basic life support units and medical intensive care capabilities. The Gonzales EMS unit also is the designated training center for Gonzales County, which provides public education, C.P.R., and EMS training.

Strengths, Weaknesses, Opportunities, and Threats

Strengths

- They city has a lot of land devoted to parks.
- The existing parks/recreation facilities are well-equipped with facilities for rodeos and other public events.
- The city has a large hospital and great network with the County EMS to provide support.
- The teacher-to-student ratio is lower than the national average for each type of education facility (Based on requirements by the Texas Education Agency).

Weaknesses

- There is a lack of connectivity within the park system and among streets, including bike and pedestrian lanes.
- The city's crime rate has been high than the U.S. average since 2001.
- The rate of violent crime in the city compared to the state is considerably higher.
- There has been an increase in assaults and alcohol-related crimes.

Opportunities

- More rodeos could be brought into the great park system.
- The city could bring in a technical school or expand the Victoria Community College to decrease its reliance on such facilities in surrounding areas.
- More way finding signage could be constructed for the park system.

Threats

- A large influx of people is expected to come to the city as a result of the energy boom, and the existing community facility infrastructure may not be enough to handle this.
- The young adult population is leaving due to other opportunities outside the city, especially for college or for working in technical or oil and gas work.
- The city does not have very many beds in the hospital. The number of beds in the nursing homes is more than triple the total in the hospital.

Sources

City Data. (2012). "Gonzales, Texas".

City of Gonzales Texas. (2012). "Departments".

City Rating. (2012). "Gonzales Crime Rate Report (Texas)".

Hospital Data. (2012). "Memorial Hospital – Gonzales, TX".

Texas Home Locator. (2012). "Gonzales County Texas Public Schools".



Future Community Facilities

The future Community Facilities section of the comprehensive plan builds off the findings in the 2012 State of the Community Report and creates a vision for steps to be taken in the future to enhance these facilities in Gonzales. These facilities include public utility systems for water and electricity, schools and public centers, parks and event areas, and police and fire services. The vision for improving these emphasis areas is laid out through a series of goals, objectives, and policies to be carried out by Gonzales and its stakeholders.

These goals involve many different aspects of community facilities but all with the intent of making Gonzales a better place to live and visit. If carried out along with the goals from other elements of the comprehensive plan, they can make Gonzales more than another Texas town and help it become a true jewel of the state.

Community Facilities Goals, Objectives, and Policies

The first goal is to upgrade water treatment facilities up to state standards. This will be carried out through a series of planned improvement projects for standpipes, gravity filters, and water wells. Other possibilities include looking at the way wastewater and graywater is treated as well as performing an inventory of pipe condition.

GOAL 6.1: Bring water treatment facilities up to state standards.

OBJECTIVE 6.1.1: Upgrade the existing city standpipe.

POLICY 6.1.1.1: Target completion of standpipe upgrade by 2014.

OBJECTIVE 6.1.2: Install new gravity filters at the city water plant.

POLICY 6.1.2.1: Have gravity filters in use at water plant by 2015.

OBJECTIVE 6.1.3: Upgrade the water well at Highway 97.

POLICY 6.1.3.1: Have Highway 97 well in full operation by 2014.

OBJECTIVE 6.1.4: Expand capacity for wastewater treatment in the future.

Figure 6.2: Water plant in Gonzales, Texas



Source: <http://www.cityofgonzales.org/images/hydroelectricplant.jpg>

OBJECTIVE 6.1.5: Improve purple pipes and graywater treatment.

OBJECTIVE 6.1.6: Create list of pipes with age and condition information in order to prioritize needed improvements.

The electrical grid in Gonzales is also due for an upgrade in several places. Through collaboration with the Gonzales GVEC to identify strengths and weaknesses in the system, the city can find methods for funding, phasing, and pursuing alternative energy sources.

GOAL 6.2: Upgrade the electrical grid.

OBJECTIVE 6.2.1: Work with the current power provider (GVEC) to identify strengths and weaknesses in the current system.

OBJECTIVE 6.2.2: Research potential funding strategies for updating the electrical grid.

POLICY 6.2.2.1: Start a coalition of both city officials, community stakeholders, GVEC, and Gonzales County to research funding possibilities and potential investors for better electrical infrastructure.

Figure 6.3: Solar panels atop a library roof in Euclid, Ohio



Source: <http://www.news-herald.com/content/articles/2011/11/03/news/doc4eb2942c1aa9a229873335.jpg>

POLICY 6.2.2.2: Develop a Capital Improvement Plan (CIP) for funding and installing new infrastructure.

OBJECTIVE 6.2.3: Encourage the funding and retrofitting of existing buildings with alternative energy sources such as wind and solar power.

POLICY 6.2.3.1: Apply for state and federal grant programs as funding opportunities become available.

OBJECTIVE 6.2.4: Increase the number of street lights needed in yearly phases.

POLICY 6.2.4.1: Identify different geographic and/or district areas in Gonzales which currently lack adequate street lighting. Refer to Map 5.6 (p. 149) within the Transportation section of the SOC for an inventory of street lighting as of 2012.

POLICY 6.2.4.2: Create a schedule with feasible installation target dates to gradually put in lighting for streets, beginning with the most needed areas, and include in CIP.

OBJECTIVE 6.2.5: Pursue the installation of a fiber internet network and use that opportunity to bury power lines.

POLICY 6.2.5.1: Write into the city zoning ordinance the requirement for new construction to have buried utility lines. Existing above-ground utilities may be grandfathered in but must be submerged when upgrades to the property are made.

Another goal to help make Gonzales more cohesive geographically is to increase connections between the city's schools, parks, and downtown squares. This will be performed through a bikeway and sidewalk plan for facilities such as that shown in Figure 6.4 below. The city should also actively seek infill opportunities for vacant properties.

Figure 6.4: Katy Trail in Dallas, Texas



Source: <http://www.richpatterson.net/images/katytrailjog1.jpg>

GOAL 6.3: Connect schools, parks, and downtown squares.

OBJECTIVE 6.3.1: Create bikeway and sidewalk plan by 2014. For further recommendations, please refer to 5.7.1 (p. 175) within the Transportation element.

OBJECTIVE 6.3.2: Identify opportunities to infill new facilities within network of existing places.

POLICY 6.3.2.1: Target vacant properties which can be repurposed for schools, parks, libraries, and similar uses.

POLICY 6.3.2.2: City-owned vacant properties should be integrated into the sidewalk and bikeway plan; these should be first priority. Other vacant properties should be assessed by city staff for possible utilization.

POLICY 6.3.2.3: Provide incentives to encourage infill development and redevelopment such as a fast-track application process, lowered impact fees, reduced parking requirements, and density bonuses.

POLICY 6.3.2.4: Conversion of land to other uses should be based on the city's natural and financial resources, transportation network, utilities, and services to support such development.

POLICY 6.3.2.5: Upgrade existing park facilities beyond existing open grass space to provide a more aesthetically pleasing and functional experience for all users. (See Fig. 6.5.) Gauge community interest for the construction of other facilities such as skate parks, aquatic parks, performing arts facilities, and more.

POLICY 6.3.2.6: Ensure that community facilities or neighborhood schools that are no longer utilized for their originally intended use remain an asset to the neighborhood through cooperative efforts between the facility/building owner, the city, the neighborhood, and local stakeholders.

Additionally the city should look to expand existing community facilities such as J.B. Wells Park and the existing golf course to attract more events to Gonzales such as the Junior Rodeo Finals. These goals will make the city more attractive for residents and tourists, alike.

Figure 6.5: Williamson Park in Bryan, Texas



Source: http://www.skateparkmagazine.com/cd_skate/TEXAS/bryan/henderson-skatepark1.jpg

GOAL 6.4: Expand existing community facilities to host more regional and national events.

OBJECTIVE 6.4.1: Host National Junior Rodeo Finals by 2016 (The city is host to the Texas Junior Rodeo in 2013).

POLICY 6.4.1.1: Compare existing facilities to peers who have recently hosted the rodeo.

POLICY 6.4.1.2: Study and attend Junior High Finals in Gallup, N.M. (2013) and Des Moines, Iowa (2014).

POLCY 6.4.1.3: Expand J.B. Wells Jr. Park through CIP and municipal bonds.

OBJECTIVE 6.4.2: Make parks more attractive for regional visitors.

POLICY 6.4.2.1: Solicit bids to expand current 9-hole golf course or create a new 18-hole golf course.

POLICY 6.4.2.2: Integrate waterways into park designs in order to provide additional amenities, like the examples in Fig 6.6 on the next page.

POLICY 6.4.2.3: Implement CIP to connect downtown area to the Guadalupe River and J.B. Wells.

While safety and wellbeing are components of the goals for the Gonzales water and electrical systems, police and fire services are also a part of the future vision for the city. Considering future annexation possibilities and existing crime numbers, the range of service levels of these departments should be reevaluated and projected periodically to ensure safety of residents in Gonzales.

GOAL 6.5: Improve police and fire services to increase overall resident safety.

OBJECTIVE 6.5.1: Target a continued decrease in violent crime rates.

POLICY 6.5.1.1: Create a public services expansion plan in anticipation of regular annexation.

POLICY 6.5.1.2: Review the service area of police and fire departments every three years to see if they are proportional to current population numbers.

POLICY 6.5.1.3: Develop a set of benchmarks to indicate potential need for new or re-located district stations.

POLICY 6.5.1.4: Prohibit development in areas not easily accessed by emergency and other service vehicles.

POLICY 6.5.1.5: Cooperate with Gonzales County to protect public health and safety.

POLICY 6.5.1.6: Initiate contacts with Gonzales County and adjacent communities prior to constructing new public facilities or initiating or expanding services to determine if there are opportunities for joint facilities or services.

**Figure 6.6: (Top) Reed River Park in Mendon, Michigan;
(Bottom) Erie Canal Bike Path in New York**



Source: (top) <http://www.rivercountryjournal.com/wp-content/uploads/2008/08/reed-river-park-gazebos.jpg>; (bottom) <http://www.americantrails.org/i/resourceimages/Erie-Canal-bike-path01.jpg>

POLICY 6.5.1.7: Use techniques of crime prevention through environmental design (CPTED) to discourage criminal activity. Principles include natural surveillance, natural access control, territorial reinforcement, and maintenance of facilities, as found by Jane Jacobs and other researchers. An overview can be found at http://www.co.henrico.va.us/police/pdfs/cpted_guidelines.pdf.

PROGRAMS/FUNDING

- EPA's Drinking Water State Revolving Fund: http://water.epa.gov/grants_funding/dwsrf/index.cfm
 - For use to upgrade water treatment facilities

- USDA Rural Development Funds: http://www.rurdev.usda.gov/Utilities_Assistance.html
 - For use towards water treatment, waste treatment, electric power, and telecommunications services improvements

- Outdoor Recreation Grants: <http://www.tpwd.state.Texas.us/business/grants/trpa/>
 - Provides 50% matching funds to renovate existing public recreation areas

- Indoor Recreation Grants: <http://www.tpwd.state.Texas.us/business/grants/trpa/>
 - Provides 50% matching funds or construction of recreation centers, nature centers, and related buildings
 - Currently suspended

- Recreational Trails Grants: <http://www.tpwd.state.Texas.us/business/grants/trpa/>
 - Can be up to 80% of project cost for new recreational trails, improvements, trailheads, trailside facilities, or acquiring trail corridors

- US Department of Agriculture: http://www.usda.gov/wps/portal/usda/usdahome?navid=GRANTS_LOANS
 - "Community Programs provide loans, grants, and loan guarantees for projects to develop essential community facilities for public use in rural areas"
 - "USDA supports deployment of reliable and affordable water, waste treatment, electric power and telecommunications services, including broadband, to help rural areas expand economic opportunities and improve the quality of life for rural residents"

- **Municipal Bonds:**
 - Can be used for most objectives. City issues bonds to pay for initial costs of project. Once bonds are purchased construction can begin. City pays back bonds as project brings in tax revenue over time.
- **Gonzales Independent School District:**
 - Connections between community facilities through bike, pedestrian connections. The school district can pitch in for part of the investment in to the trail system
 - Infill community facilities. Rather than building on new greenfield sites, the school district can use facilities of proper size which are closer to the rest of the city's land uses
- **Victoria College:**
 - Infill community facilities. If the college is in need of expansion, classrooms and office space can be constructed in suitable properties available for purchase
- **Corporate Sponsorships:**
 - Expanding community facilities. New construction of facilities such as parks could be partially financed by businesses interested in creating goodwill with the community.
- **Public & Private Donations:**
 - Expanding community facilities. Similar to corporate sponsorships, this funding source is a method for individuals to contribute to projects in the city.
- **Community Fundraisers and Benefits**
 - Can be used to raise money for community facilities expansion, improving police and fire services, and other objectives.

Figure 6.7: J.B. Wells Jr. Park, Gonzales, Texas



Source: http://stateimpact.npr.org/texas/files/2012/01/IMG_1131.jpg

Table 6.5: Community Facilities 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
6.1.1.1	Target completion of stand-pipe upgrade by 2014	Staff	Short Term: 1-3 years	General Funds	Revolving, Rural Development Funds		X	X		
6.1.2.1	Have gravity filters in use at water plant by 2015	Staff, Public Works	Short Term: 1-3 years	General Funds	Revolving, Rural Development Funds		X	X		
6.1.3.1	Have Highway 97 well in full operation by 2014	Staff, Public Works	Short Term: 1-3 years	General Funds	State Revolving, Rural Development Fund		X	X		
6.2.1	Start a coalition for electrical grid upgrade	City Officials, Community Stakeholders, GVEC, County	Mid Range: 3-5 years	N/A	N/A			X		X
6.2.2	Develop a CIP for installing new electrical infrastructure	Staff, City Council	Mid Range: 3-5 years	Capital improvements program	N/A		X		X	
6.2.3.1	Apply for grant programs for alternative energy infrastructure	Staff	Mid Range: 3-5 years	N/A	Rural Development Funds			X		
6.2.4.1	Identify areas of city with inadequate street lighting	Staff, Public Works, Community Stakeholders	Short Term: 1-3 years	N/A	N/A		X	X		X
6.2.4.2	Create schedule for installation of street lighting	Staff, Public Works	Short Term: 1-3 years	N/A	N/A		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
6.2.5.1	Ordinance requirement to bury new utility lines	Staff	Short Term: 1-3 years	N/A	N/A	X				
6.3.2.1	Target vacant properties for repurposing	Appraisal District, School District, City Council	Short Term: 1-3 years	N/A	N/A			X		X
6.3.2.2	Integrate vacant properties with pathways	Staff, School District	Mid Range: 3-5 years	N/A	N/A		X			X
6.3.2.3	Provide incentives to encourage infill development	City Council	Mid Range: 3-5 years	Capital improvements program	N/A	X			X	
6.3.2.4	Convert land uses based on current city development		Mid Range: 3-5 years	N/A	N/A			X		
6.3.2.5	Upgrade existing park facilities to other possible uses	Community stakeholders, City Council	Short Term: 1-3 years	Park funds	Recreation Grants			X		
6.3.2.6	Ensure facilities not in use remain community assets	Staff, Community Stakeholders, City Council	Long Term: 5-10 years	N/A	N/A			X		X
6.4.1.1	Compare existing facilities to rodeo peers	Public Works Director	Short Term: 1-3 years	N/A	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
6.4.1.2	Study and attend upcoming rodeo finals	Staff, Mayor	Short Term: 1-3 years	N/A	N/A		X	X		
6.4.1.3	Expand J.B. Wells through CIP and bonds	Staff, City Council, Community Stakeholders	Long Term: 5-10 years	Municipal bonds, capital improvements program	Sponsorships and donations	X			X	
6.4.2.1	Solicit bids to expand golf course	City Council	Mid Range: 3-5 years	N/A	Sponsorships				X	
6.4.2.2	Integrate waterways into park design	Staff, Public Works Director	Mid Range: 3-5 years	N/A	Recreational Trails Grants		X			
6.4.2.3	Implement CIP to connect downtown to river and J.B. Wells	Staff, City Council, Mayor	Long Term: 5-10 years	Capital improvements program	Outdoor Recreation Grants	X			X	
6.5.1.1	Create public services expansion plan	Staff, City Council, Mayor, Police and Fire	Short Term: 1-3 years	N/A	N/A		X	X		
6.5.1.2	Review police and fire service areas	Staff, Police and Fire	Mid Range: 3-5 years	N/A	N/A			X		
6.5.1.3	Develop benchmarks for future station need	Staff, Police and Fire	Short Term: 1-3 years	N/A	N/A			X		

#	Action	Lead Contact	Timing	City Resources	Outside Funding	Official Ordinance or Official Act			Guidelines, Standards, or Monitoring		Developmental Incentives		Ongoing Public Education & Outreach
						Official Ordinance or Official Act	Study or Plan	Standards, or Monitoring	Developmental Incentives	Developmental Incentives	Developmental Incentives		
6.5.1.4	Prohibit development in non-accessible service areas	Staff, City Council	Short Term: 1-3 years	N/A	N/A	X							
6.5.1.5	Cooperate with Gonzales County on public health issues	Staff, County Office	Mid Range: 3-5 years	N/A	N/A			X				X	
6.5.1.6	Initiate contact with neighbors for joint facilities or services	Staff, County Office, Neighboring cities	Mid Range: 3-5 years	N/A	N/A			X					
6.5.1.7	Use CPTED techniques to discourage crime	Police and Fire, City Council	Long Term: 5-10 years	N/A	Recreational Trails Grants	X	X	X				X	



Future Parks and Recreation

The Community Facilities section of the 2012 State of the Community Report described the large amounts of public space and park land available to residents and visitors within Gonzales. In fact, 11% of the city is comprised of open space, including parks and other recreational spaces. This is a considerably larger percentage than other cities in the state, including Plano, Garland, Irving, and San Antonio, have within their communities (The Trust for Public Land, 2013).

During the community assessment, however, it was noted that over 40% of land use was classified as vacant or undeveloped property. Much of this is located near residential areas in the city. This leads to an opportunity to increase the open space throughout the city by developing parks and recreational facilities in areas around residential housing. Children and adults can become more active throughout the year, especially if indoor or shaded areas are provided. The northeast portion of the city, where the amount of open space is more limited, could especially benefit from park and recreational development.

Figure 6.10 show specific target areas where this plan recommends improvements in the city's park infrastructure. The areas identified were in an unimproved area in the northeast corner of the city as well as Gonzales City Park and JB Wells Park. The primary focus will be the addition of shaded areas, trees, and lighting fixtures. This will allow expanded park usage during hot Texas summers and during the evenings. As there are a few areas within the city that are underserved, many of the goals, objectives, and policies that follow focus on redevelopment and improvement as opposed to development. As Gonzales continues to grow in population, so will the need to improve its park infrastructure .

The following is a list of park and recreational needs developed from meetings with the city as well as observational assessments:

- Update the existing sport stadium at JB Wells Park in order to serve multiple functions. Improvements include new cutting arena and additional buildings to make it a multi-use facility.
 - Add shading to the viewing areas and parking areas.
 - Add BBQs near those areas.
- Add shading to Gonzales City Park. This includes addition of a pavilion or shading over playground areas.
 - Also add additional picnic tables, BBQ pits, playground areas, and restrooms. Lighting fixtures can be added to the trail throughout the park. Mileage markers along the path with physical activity stops (see Figure 6.8) should be considered.

- Add mile markers to the trail within Independence Park.
- Construct a greenhouse or large community garden to help with the Community Health Centers of South Central Texas (CHCSCT). Currently CHCSCT provides nutrition counseling to low-income mothers eligible for the Women, Infants, and Children Program. This could be expanded to include students (especially low-income students), parents, and community members.
- Construct a park in the Northeast portion of the city south of E. Sarah Dewitt Dr. Recommendations

Figure 6.8 Example of a physical activity stop on a walking trail



Source: <http://sajaifoundation.org/wp-content/uploads/ldra-log.jpg>

To improve the river banks, the city should develop a river improvement plan, identifying areas of highest need. In those areas, the city should erect signage enforcing a “no littering” policy, such as shown in Figure 6.9. Early enforcement of these new policies could help combat littering behavior.

In the future, community volunteers should be recruited to help with river bank clean-up in a program similar to Gonzales’ annual Jim Price

for park facilities include a soccer field, walking trail, BBQ pits, playground area, shaded areas, picnic tables, and basketball goals. Not only will this be located near single-family residential housing, it will also be located in close proximity to Gonzales High School, adding additional physical activity areas for those who cannot utilize the facilities or for families with children who may be active in after-school programs. Currently, this land is classified as unimproved.

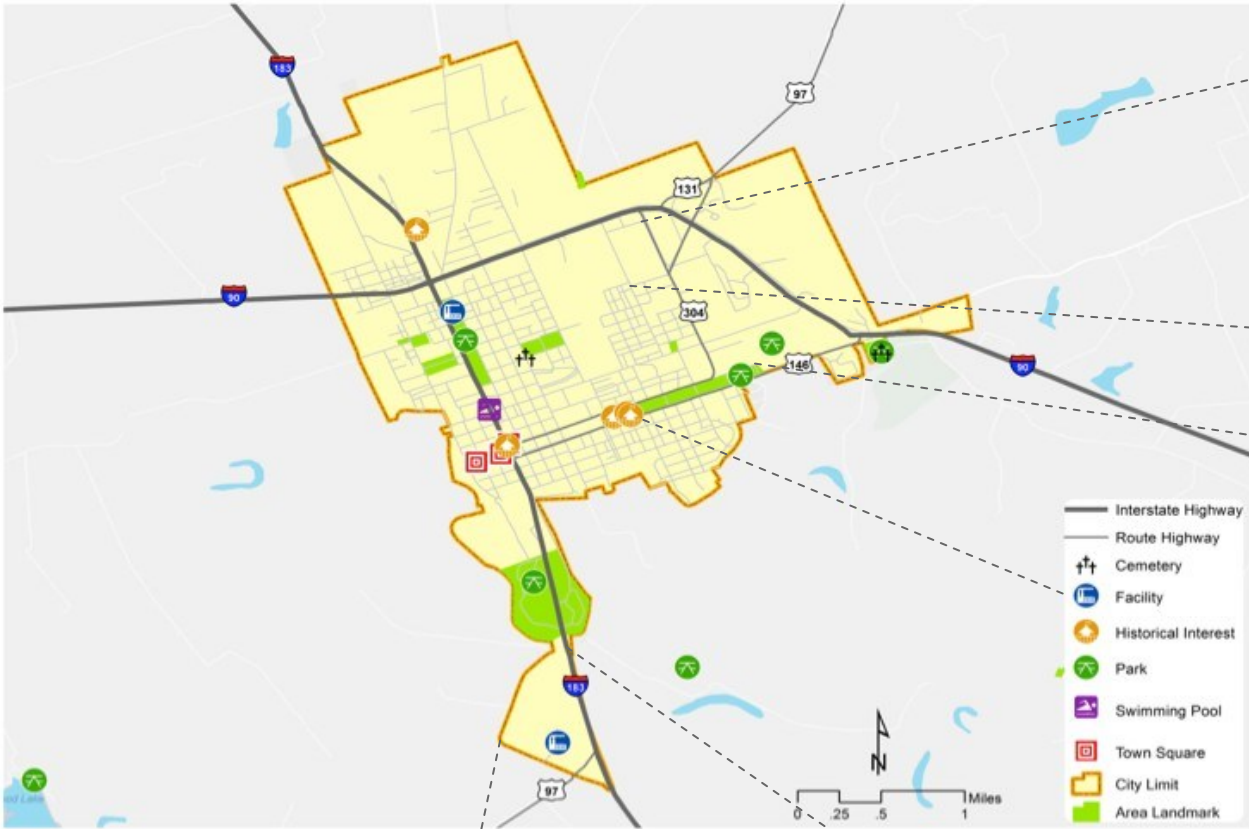
Additional goals from the city include cleaning and improving the river and river banks and completing the paddling trail. The paddling trail is scheduled to open May 2013. The city will have to install the kiosks provided by Texas Parks and Wildlife. After completion, a full media push should take place announcing the paddling trail’s opening, including a ribbon cutting ceremony with paddling kick-off event.

Figure 6.9 Early enforcement of littering is important



Source: puckettpages.com

Figure 6.10: Areas selected for park and recreational development or redevelopment



Source: Developed originally for the 2012 State of the Community Report

Proposed changes to JB Wells Park

- New cutting arena
- New parking area to host National Rodeo Event audience
- Shading to outdoor viewing areas and BBQ pits and picnic tables
- Additional buildings to make it a multi-use facility



Proposed park in NE corner



- Soccer field
- Walking trail
- BBQ pits
- Playground area
- Lighting around proposed track

Proposed changes to Gonzales City Park



- Picnic tables
- Trees
- Retention Pond
- BBQ pits

Community-Wide Cleanup. The city could also consider allowing residents of the Intermediate Sanction Facility to conduct community service hours along the river banks.

Parks and Recreation Goals, Objectives, and Policies

GOAL 6.6: Clean up and improve the river and river banks.

OBJECTIVE 6.6.1: Determine areas in greatest need and develop a plan for their clean-up and improvement.

OBJECTIVE 6.6.2: Garner community engagement and participation to organize clean-up days focusing on areas where the greatest public use occurs.

POLICY 6.6.2.1: Poll the community (using free software such as Doodle or Survey Monkey) and determine which areas are most utilized and need improvement.

OBJECTIVE 6.6.3: By 2015, have a community clean-up plan in place where different individuals, groups, or organizations are responsible for river bank maintenance on a monthly basis.

POLICY 6.6.3.1: Make requests to community groups to register on the clean-up schedule and post schedules on social media sites such as Facebook and in City Hall to publicize the groups and their clean-up activities.

OBJECTIVE 6.6.4: Develop and enforce a city policy against littering.

ACTION STRATEGIES

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

- Make a site visit to the river (documenting with photos) to determine which areas are in the greatest need of maintenance. Attempt to understand what causes have led to the existing situation in order to prevent debris and destruction from occurring in the future.
- Develop a community clean-up profile to be posted on the Gonzales website as well as social media. Get groups and organizations interested in helping out.

Medium Term (actions to take place over several years)

- Create and implement a river improvement plan to secure funding for projects that will improve the river and river banks.
- Develop a city policy against littering and enforce it strictly. Erect signage publicizing the policy and fee (i.e. "Keep our River Clean. Litterers will be \$200"). Issue warnings and citations to those who do not follow the policy. Fees collected could be allocated toward river improvement.

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

- Follow the river development and improvement plan to make sure project funding is sustained and projects are getting completed.
- Try to sustain outside city funding for improvement projects

PROGRAMS/FUNDING

- **Improvement Funds:** The Hudson River Improvement Fund, a \$1.5 million grant from the State of New York, supported projects that would promote the "enhancement of public use and enjoyment of the natural, scenic, and cultural resources of the Hudson River and its shores." More information can be found at <http://www.hudsonriver.org/hrif/>.

- The city can also request funding similar to that provided by Bexar County for the Mission Reach Ecosystem Restoration and Recreation Project (http://www.sanantonioriver.org/mission_reach/mission_reach.php). The project is transforming an eight-mile stretch of the San Antonio River into a quality riparian ecosystem. Other funding partners included the City of San Antonio, the U.S. Army Corps of Engineers, San Antonio Water Systems, private donations, and federal funding reimbursed by the Omnibus Appropriations Act, 2009, Public Law 111-8 Section 115. This law states that a city may carry out design and construction work on the project and can be reimbursed by the federal government in order to encourage quick completion of the project.

GOAL 6.7: Finish the paddling trail.

OBJECTIVE 6.7.1: By May 2013, complete the paddling trail including launch and recovery areas, boundaries, and access points.

POLICY 6.7.1.1: Install the maps for the kiosks and frames provided by the Guadalupe-Blanco River Authority.

OBJECTIVE 6.7.2: Upon completion, increase visibility of the paddling trail.

POLICY 6.7.2.1: Host a ribbon cutting ceremony to launch the paddling trail.

POLICY 6.7.2.2: Promote the paddling trail on social media outlets, such as Facebook and Twitter, and on the Gonzales iPhone app.

ACTION STRATEGIES

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

- Complete the paddling trail.
- Announce the new paddling trail and advertise on social media as well as the TPWD website. Utilize the TPWD resources for advertising on the city website. Such resources include the videos “Enjoy Public Paddling Trails” and “How to Paddle a Canoe”. Create videos specific to Gonzales to promote the trail as well as other activities and sites of interest.
- Host a ribbon cutting for the trail. Invite TPWD and local groups to participate.

Medium Term (actions to take place over several years)

- Install kiosks and frames with trail maps along river following the TPWD standards.

- Continue to review safety and usage, monitoring if any site development can occur to change paths.
- Maintain and expand camping within the city of Gonzales, specifically in Independence Park.

PROGRAMS/FUNDING

- The Texas Parks and Wildlife program, Texas Paddling Trails (TBT), was designed to promote the development of paddling trails throughout the state. It provides assistance to community partners, promotes the trails on the TPWD website, and provides TPT kiosk design options, trail maps, and official marker signs for put-in and take-out locations.

GOAL 6.8: Redevelop existing parks through the addition of new facilities.

OBJECTIVE 6.8.1: Determine funding for projects that encourage park redevelopment through the addition of such facilities as:

- Active recreation, such as field games, court games, and/or play equipment , in neighborhood parks ,
- Playscapes and/or shading,
- Lighting for evening usage of parks and recreational sites,
- Signage or mile markers to give distances around tracks and parks, and
- Community gardens supported by nearby neighborhoods

POLICY 6.8.1.1: Prioritize projects based on a citizen input survey.

POLICY 6.8.1.2: Work with Gonzales ISD to form Joint Use Agreements in order to utilize such facilities to the maximum. Gonzales High School is a great potential location for these facilities as it is located in the northeast region of the city where the population has less access to parks and recreation.

POLICY: 6.8.1.3: If any parks do not comply with ADA standards, begin to bring those parks up to code.

OBJECTIVE 6.8.2: Host a National Rodeo event at JB Wells Park.

POLICY 6.8.2.1: Build a new cutting arena and additional buildings to make the park a multi-purpose event center.

OBJECTIVE 6.8.3: Develop a half marathon/marathon that will attract

OBJECTIVE 6.8.4: As new areas of the city are annexed, develop new parks.

ACTION STRATEGIES

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

- Perform a citizen input survey regarding preferences about park usage, changes and improvements desired, and ratings of the current city park structure.
- Begin to find funding for projects identified in this document or the citizen input survey.
- Construct the cutting arena and additional buildings to make JB Wells Park a multi-purpose event center.

Medium Term (actions to take place over several years)

- Develop a half marathon/marathon race within the city of Gonzales. There are no such races currently registered for 2013, but these offer a great opportunity to show the history of the city to visitors.
 - The 2nd Annual Old Jail Run for It 5k and Kids K provides a good example.
 - Gonzales did host the opening of the Texas Independence Relay, which began on March 23, 2013. The race began at 6 am, which gave Gonzales the opportunity to host a number of runners for the evening beforehand. Participants noted, however, that they did not have time to visit Gonzales' historic sites but would have enjoyed doing so. A larger half-marathon/marathon race would keep more people within the city for the entire weekend.
- Develop a non-motorized trail network. There is minimal to no connection between the parks or from parks to the downtown area. Refer to Objective 5.7.2 for more details.
- Improve safety within parks and at recreational facilities by emphasizing positive usage. This can be achieved by installing theft-resistant facilities, improving traffic flow around park areas, increasing lighting, and adding signage.

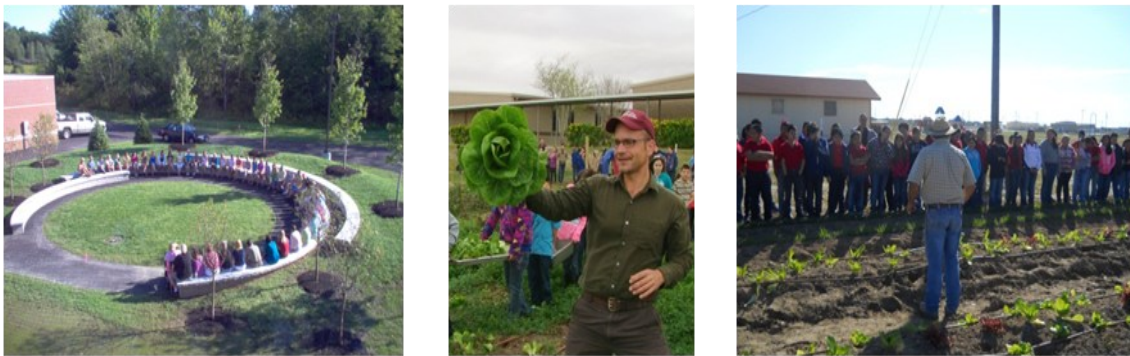
Long Term (actions to take in the next 10-20 years)

- Host a National Rodeo event.
- Work with the Texas A&M AgriLife Extension Service and Master Gardeners to develop an outdoor learning center and community gardens. The goals of outdoor learning centers are to help students and adults understand science and math principles through hands-on projects such as growing fruits and vegetables and garden development. This not only improves citizens' knowledge of healthy foods but also encourages families to create gardens themselves, increasing

their physical activity and fruit and vegetable intake. Figures 6.11 depict a project in Starr County, Texas, where a local producer has volunteered his time to teach educational classes in conjunction with Texas A&M AgriLife staff.

- Develop new parks or maintain areas of open space in future annexed areas.

Figure 6.11: An outdoor learning center project in Starr County, Texas



Source: http://www.lewistonpublicschools.org/~geigerweb/S012360C4.3/3162010_114408_0.jpg

and Texas A&M AgriLife Extension Service

PROGRAMS/FUNDING

- The Lorrie Otto Seeds for Education Grant Program gives small monetary grants to schools, nature centers, and other non-profit organizations of learning in the U.S. Successful applicants often have partnerships with a youth group such as Boy Scout and Girl Scout troops or a 4-H group. An example project in partnership with the Texas A&M AgriLife Extension Service is: “Design, establishment, and maintenance of a native-plant community such as prairie, woodland, wetland, etc., in an educational setting such as an outdoor classroom.”
- The National Trails Training Partnership offers workshops and webinars on successful trail development and implementation. Other resources include access to articles and papers on key trail topics.
- Wildlife viewing is the second most popular outdoor activity in the United States, and the Bureau of Land Management’s Watchable Wildlife for Youth and Families is a grant opportunity to help sustain wildlife viewing programs and wildlife areas.

- The National Recreation and Park Association continuously updates their website: www.nrpa.org/fundraising-resources.
- The Texas Parks and Wildlife Department (TPWD) also provides an extensive database of grant opportunities for outdoor recreation, indoor recreation, small communities, outdoor outreach programs, and recreational trails. More information can be found at <http://www.tpwd.state.tx.us/business/grants/>.

Table 6.6: Parks and Recreation 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 &
6.6.1	Determine which river areas are in the most need	City staff	Short Term: 1-3 years				X			X
6.6.2	Develop community clean up profile	City staff	Short Term: 1-3 years							X
6.6.3	Develop River Improvement Plan	City staff	Mid-Range: 3-5 years		X		X			X
6.6.4	Develop signage and city policies for enforcement	City staff	Mid-Range: 3-5 years	X		X				X
6.7.1	Complete the paddling trail	City staff	Short Term: 1-3 years						X	
6.7.1.1	Install all kiosks and trail standards	City staff	Mid-Range: 3-5 years		X			X		
6.7.2.1	Host a ribbon cutting for trail	City staff	Short Term: 1-3 years		TPWD					X
6.7.2.2	Promote paddling trail on city website and social media	City staff	Mid-Range: 3-5 years							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
6.8.1.3	Conduct citizen input survey	City staff	Short Term: 1-3 years							X
6.8.1.3	Bring any non-compliance parks to compliance with ADA	City staff	Mid-Range: 3-5 years					X		
6.8.2	Host National Rodeo Event	City staff	Long Term: 5-10 years							X
6.8.2.1	Finish cutting arena	City staff	Mid-Range: 3-5 years	X					X	
6.8.3	Develop a marathon within the city	City staff	Mid-Range: 3-5 years							X
6.8.4	Develop new parks in annexed areas	City staff	Long Term: 5-10 years		X				X	



Environment

Introduction

The city of Gonzales benefits from the confluence of two great rivers, the Guadalupe and the San Marcos. The city also enjoys mostly well-draining soils that could be used to mitigate flooding events if future development is planned appropriately. Air quality is not a concern. Gonzales relies heavily on their surface water as their primary public water source. At this time, Gonzales' water bodies are not placed on the state's impaired water bodies list. This implies that the water quality of the water bodies in Gonzales meets state standards. In accordance with the dependence on the water quality of surface water, there should be a continued commitment to maintaining good water quality. Gonzales dependence on groundwater is not as strong as surface water, with 40% directly being used for irrigation purposes and 15% for the public water source. Consideration should be given to the placement of future groundwater wells to the proximity of hydraulic fracturing wells to avoid potential contamination of the groundwater supply. The floodplain corridors along the Guadalupe and San Marcos River provide excellent habitat for the areas wildlife. Preservation of this prime habitat should be considered in future land use plans in terms of flood resiliency, recreational opportunities and environmental protection.

Climate

Gonzales sits in a relatively flat area with relatively well draining soils. Gonzales sees a comparatively high amount of rain annually with an average of 37 inches. The highest month for precipitation is typically May. The drainage class for soils in the area is generally very good. The implications of this are, as the city continues to expand, flooding issues may arise as these permeable surfaces are paved over unless specific policies and programs are created to minimize impermeable surfaces in the area.

Gonzales sits in a relatively warm location with average maximum temperatures of around 80 degrees and a maximum recorded temperature of 111. As the city expands, Gonzales should take care to maintain greening efforts to minimize urban heat island effects. Water supply issues will also need to be addressed as the city expands and the effects of climate change are felt.

While the precipitation values for Gonzales are rather high, they were severely impacted by the recent drought of 2011. Water management strategies should be investigated to mitigate the effects of drought in the future. Water management practices should be researched and implemented to ensure that the region can continue to grow in the future.

Precipitation

Gonzales averages around 37 inches of rain a year with most of the rainfall occurring in the fall months. Gonzales has been through a severe drought in recent years and has seen a significant drop off in precipitation values. This lack of precipitation has various consequences, including dust, a reduction in agricultural production and water issues. As Table 7.1 and Figure 7.1 show, Gonzales receives most of its precipitation around May and in the fall. As evidenced in Figure 7.2, precipitation values have been varying on a cyclical bases of an up year followed by a down year with an overall trend of decreasing precipitation. This will have significant impacts in the amount of water available in the future should this trend continue.

Table 7.1: Gonzales Monthly Average Annual Precipitation Rates

Annual	37
January	2.5
February	2.5
March	2.5
April	3
May	5.5
June	4.5
July	1.5
August	2.5
September	3.5
October	3.5
November	2.5
December	2.5

Figure 7.1: Average Monthly Precipitation (monthlyprecip.gonzales)

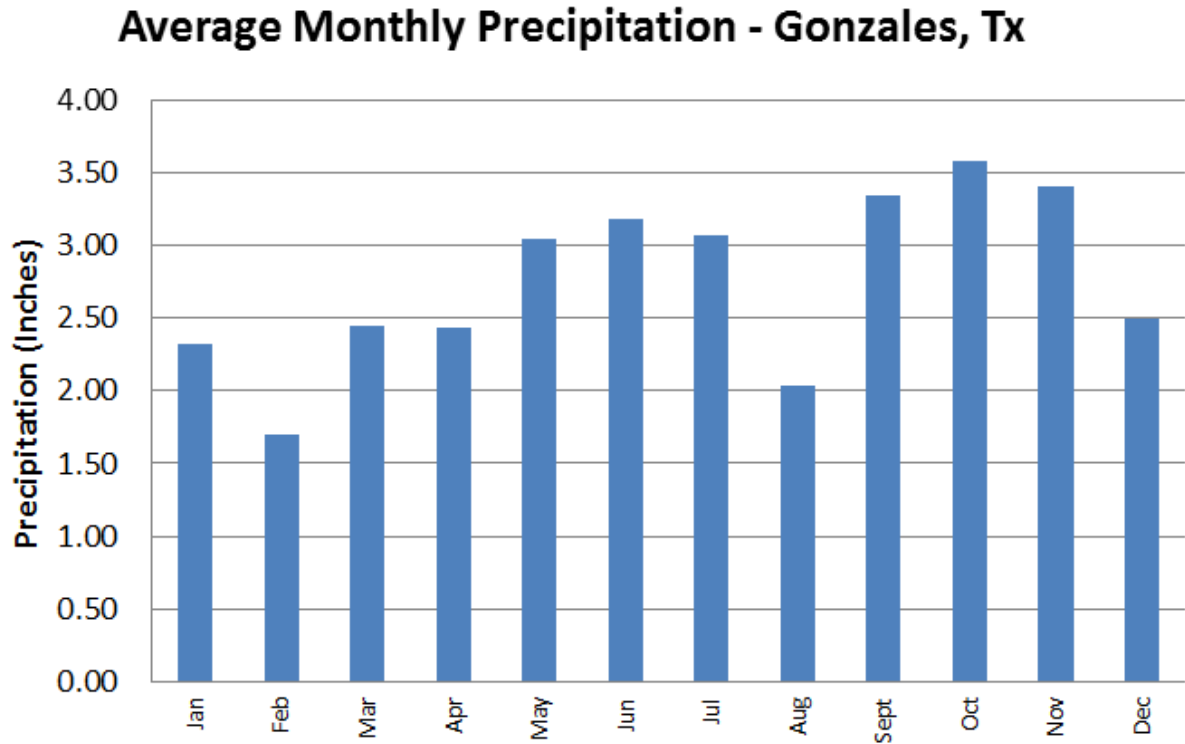
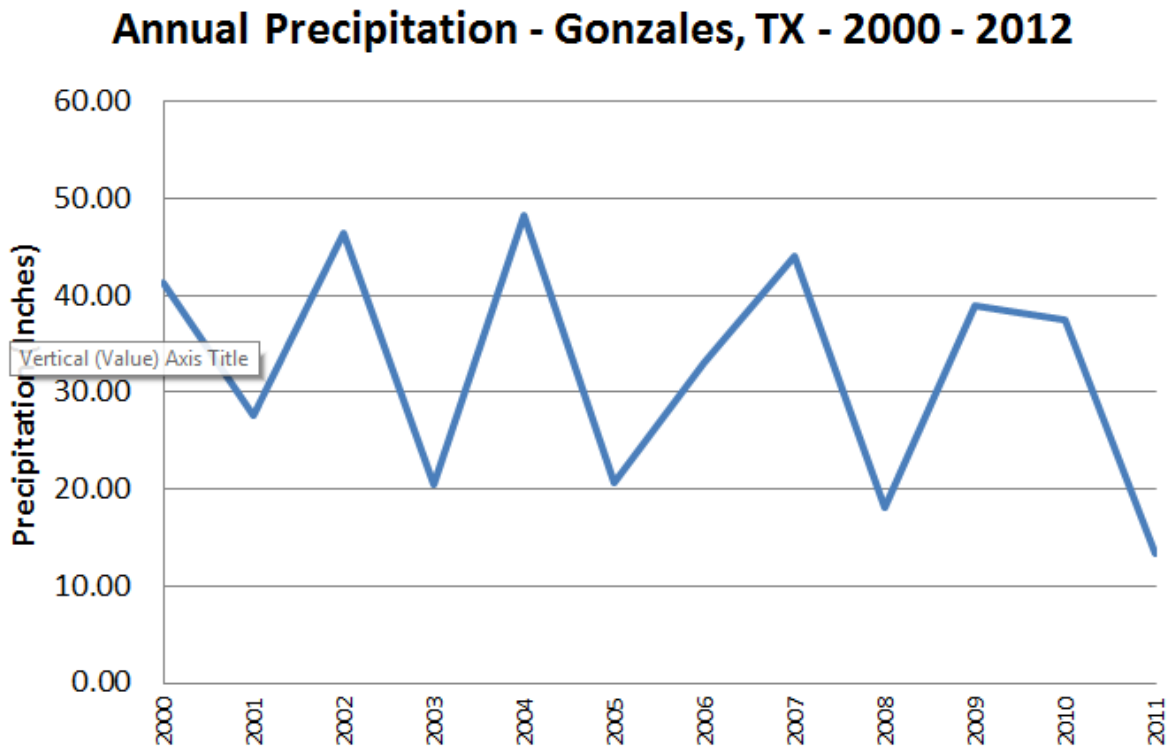


Figure 7.2: Annual Precipitation - Gonzales, TX - 2000 - 2012 (annualprecip.gonzales)



Temperature

Table 7.2: Gonzales Historical Temperature Information (tables)

Maximum Recorded	111 (September 2000)
Minimum Recorded	4 (December 1989)
Warmest Month	August
Coollest Month	January
Annual Average Minimum	57.50
Annual Average Maximum	79.58

Source: The Weather Channel

Air Quality

Gonzales' air quality has consistently been under 50 on the Air Quality Index, a "good" classification, and has fallen in recent years.

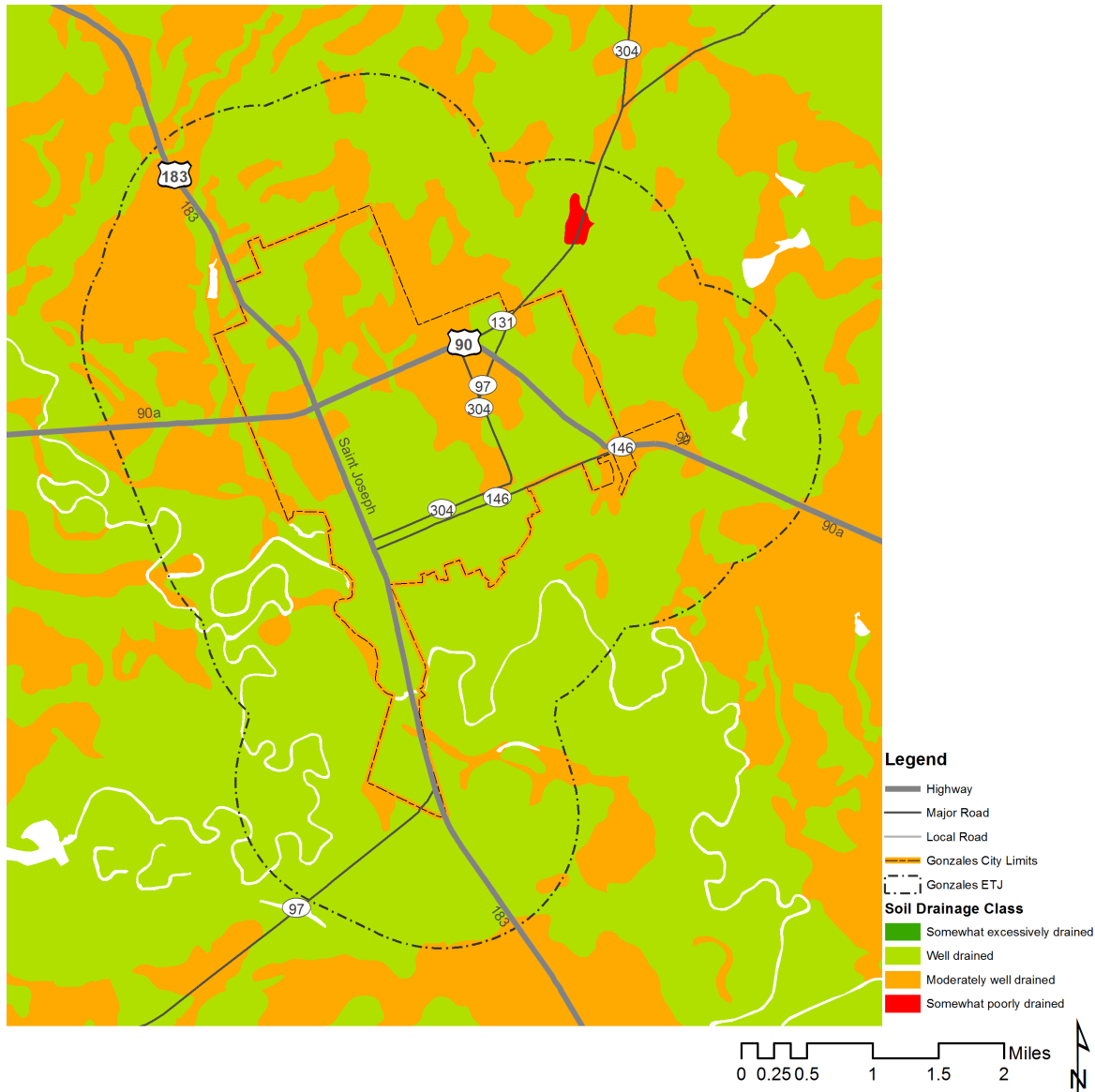
The EPA Air Quality Index is based on 5 major air pollutants: ozone, particles, carbon monoxide, sulfur dioxide, and nitrogen dioxide. The scale ranges from 0 to 500 with 0 to 50 being considered "good" air quality.

Features

Soils/Mineralogy

Gonzales sits on clay or mud to the north and sand to the south, with mostly sandstone bedrock. Most of the city sits on soils that are considered to be well draining, which if used responsibly, can help to mitigate flooding issues in the future.

Map 7.1: Gonzales Soil Drainage



Hydrology

Surface Water

Gonzales is located in the Middle Guadalupe watershed. The Blanco-Guadalupe River Authority is active in this area. This organization conducts river cleanups, water quality monitoring and works in conjunction with the Texas Stream Team. The Texas Stream Team is a network of trained volunteers and supportive organizations that collect water quality data from Texas streams. They can be a valuable resource in establishing a water quality monitoring program for the water bodies in Gonzales. The Guadalupe River and the San Marcos River are the major water bodies that run through the city (Map 7.2). There is a large 100-year floodplain surrounding the rivers in the most southern part of the city.

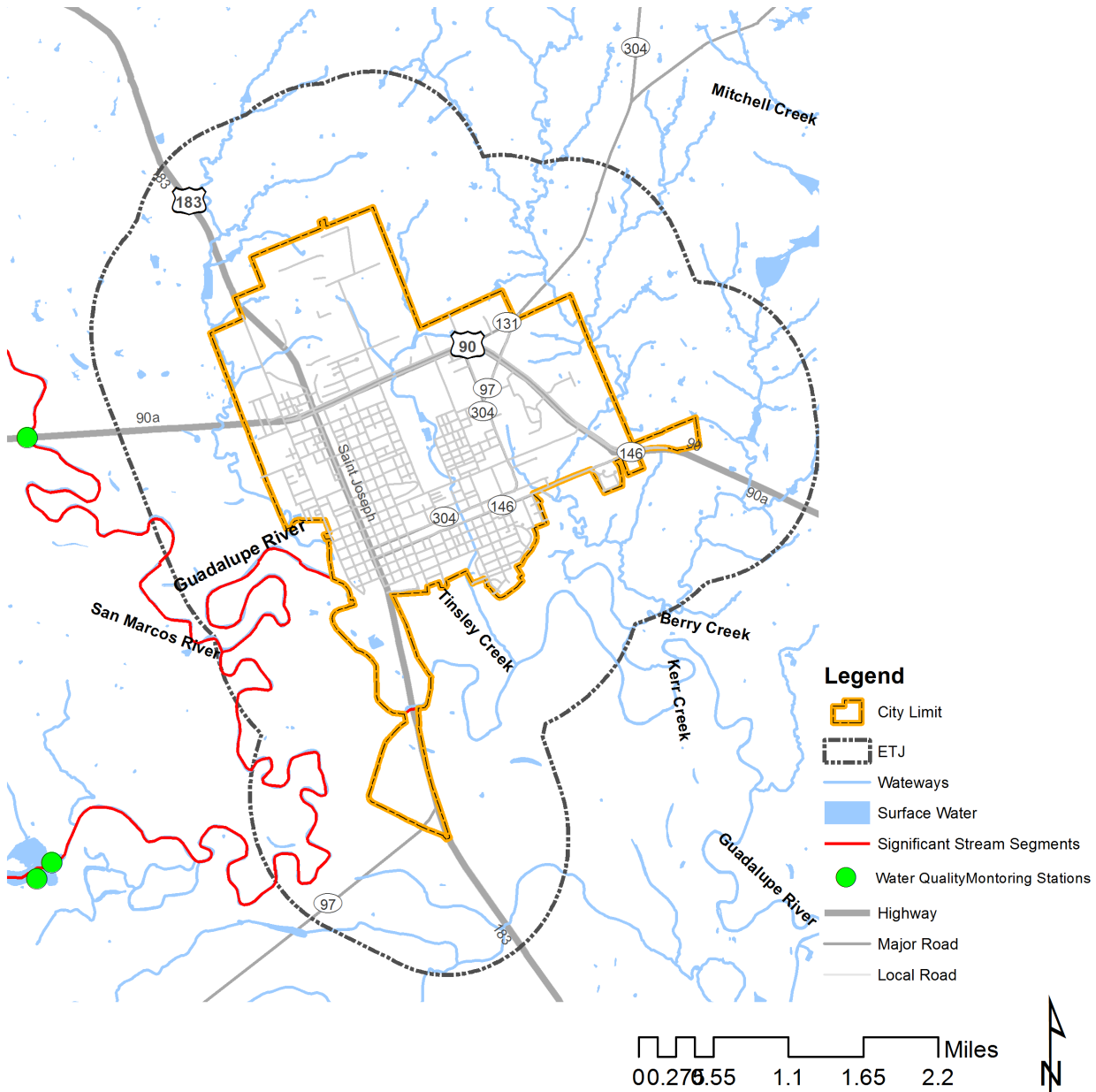
Large areas of the 100-year floodplain are within the extraterritorial jurisdiction. Other water bodies include Tinsley Creek and Kerr Creek. Tinsley Creek runs through the middle of the city and will be the city's major concern in a flooding event. Kerr Creek runs along the eastern city border.

The San Marcos River segment that runs next to San Marcos has been designated as an ecologically significant stream segment by the Texas Parks and Wildlife Department (TPWD) (Map 7.2). Although it is not a legal designation, the TPWD has identified the San Marcos to be ecologically important due to the riparian conservation area, Palmetto State Park and the occurrence of one of only four known populations of the threatened Golden orb freshwater mussel. The main purpose for the listing is to inform cities and developers of the reasons for designation and to encourage them to avoid impacting the features that make this segment of the San Marcos River ecologically unique.

Currently, none of the creeks or rivers in the Gonzales area are listed as impaired under the 2010 Texas Clean Water Act section 303 (d) list for impaired waters. The 303 (d) list is an inventory of waters in Texas that do not meet water quality standards. Under the Clean Water Act the EPA requires all states to submit a 303 (d) list for approval (EPA). Although it is a good sign that the water bodies in Gonzales are not listed, it may also be an indication that there has not been enough water testing conducted. According to the TCEQ, there are no water quality sampling stations located within the city limits or the Gonzales extraterritorial jurisdiction. The closest station is located upstream from the city on the San Marcos River (Map 7.2). The public water supply of the city is made up of 85% surface water. Therefore, maintaining good water quality should be a high priority for the city of Gonzales.

There are a number of sources that could potentially degrade the quality of water in the stream segments of Gonzales. Non-point sources like organic matter from agricultural operations, excess herbicides and insecticides from agricultural lands and residential areas, sediment from improperly managed construction sites, crop and forest land, and eroded stream banks, overflow of wastewater treatment facilities, septic system failures, pet waste and oils, grease and chemicals from urban runoff have been reported by states to be the leading cause of water quality problems (EPA). Non-point sources are difficult to address because they do not have a "discernible, confined and discrete conveyance" as opposed to point sources that can be easily identified and must be permitted. Currently, no permits for industrial discharge (point source) have been approved within the city limits. The city should focus its attention on addressing non-point sources of pollution to prevent contaminating the clean, healthy rivers that exist in Gonzales today.

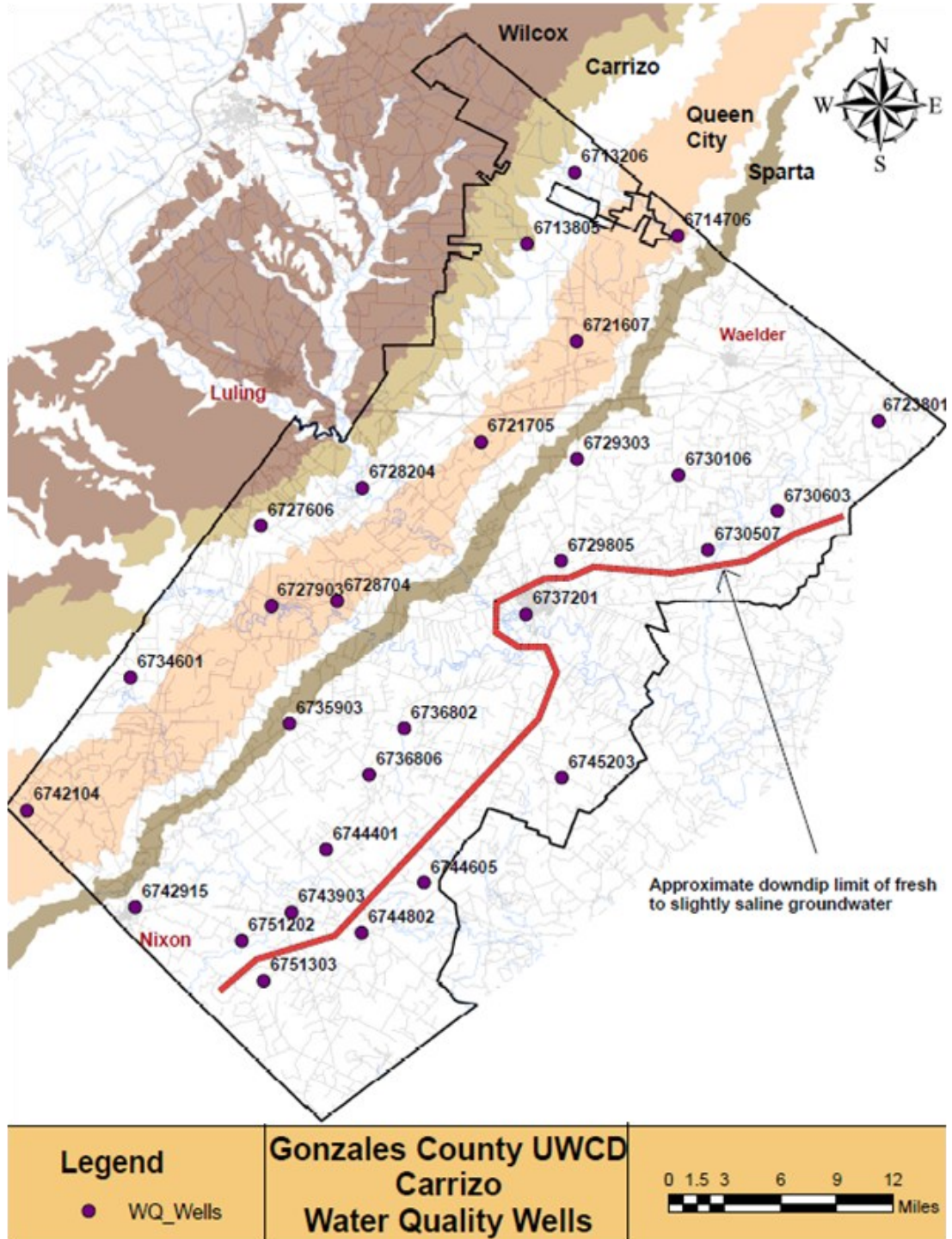
Map7.2: Gonzales Surface Water



Groundwater

The city of Gonzales uses water from wells completed in the Carrizo Aquifer. The thickness of the Carrizo in the subsurface ranges from about 385 to 950 feet. The water harvested from this aquifer is fresh to slightly saline water. The city of Gonzales is a part of the Gonzales County Underground Water Conservation District (UWCD). The district was created to conserve, preserve, protect and prevent waste of groundwater resources. The board's responsibility is also to find the most efficient use of groundwater in the district, to provide for the needs of the citizens and ensure growth for future generations.

Map 7.3: Gonzales County Underground Water Conservation District

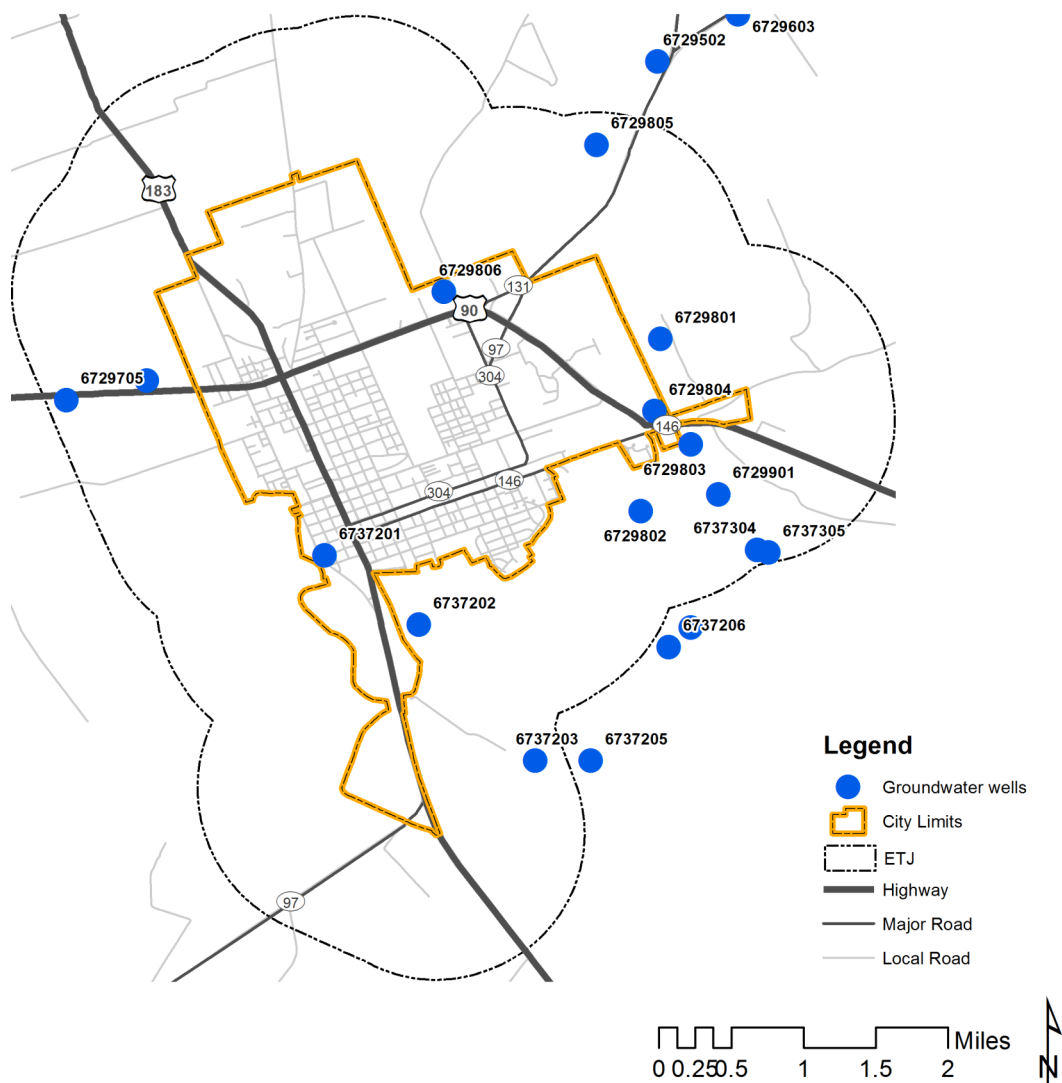


Source: Gonzales County UWCD

There are three groundwater wells within the city limits, and 13 within the ETJ. The Gonzales County UWCD has water quality data for two wells within the ETJ. Well 6737201 is located within the city limits and owned by the City of Gonzales. The well withdraws its water from the Carrizo-Wilcox aquifer. The well is used for withdrawal of water but also used as an observation well to test water quality

(Map 7.4). Well 6737201 was last tested in 2012 and was found to have water quality good enough for irrigation purposes; that is, having 1000-3000 mg/L total dissolved solids (TDS). This well had a TDS of 2861 mg/L. Well 6729804 and 6729806 are the other two wells within the city limits and tap into the Yegua-Jackson and Sparta aquifers, respectively. They are privately owned and used to withdraw water. The UCWD did not have water quality data for these wells. Well 6729805 is within the ETJ but not the city limits. The well is privately owned and was last tested in 2009. It was found to be of drinking water quality; that is <1000 TDS. This well has a TDS of 617 (Map 7.4).

Map 7.4: Gonzales Groundwater Wells



In 2008, the groundwater conservation district developed a groundwater management plan. The plan used groundwater availability models to determine the following:

1. the annual amount of recharge from precipitation, if any, to the groundwater resources within the district
2. for each aquifer within the district, the annual volume of water that discharges from the aquifer to springs and any surface water bodies, including lakes, streams, and rivers; and
3. the annual volume of flow into and out of the district within each aquifer and between aquifers in the district (Gonzales County UWCD).

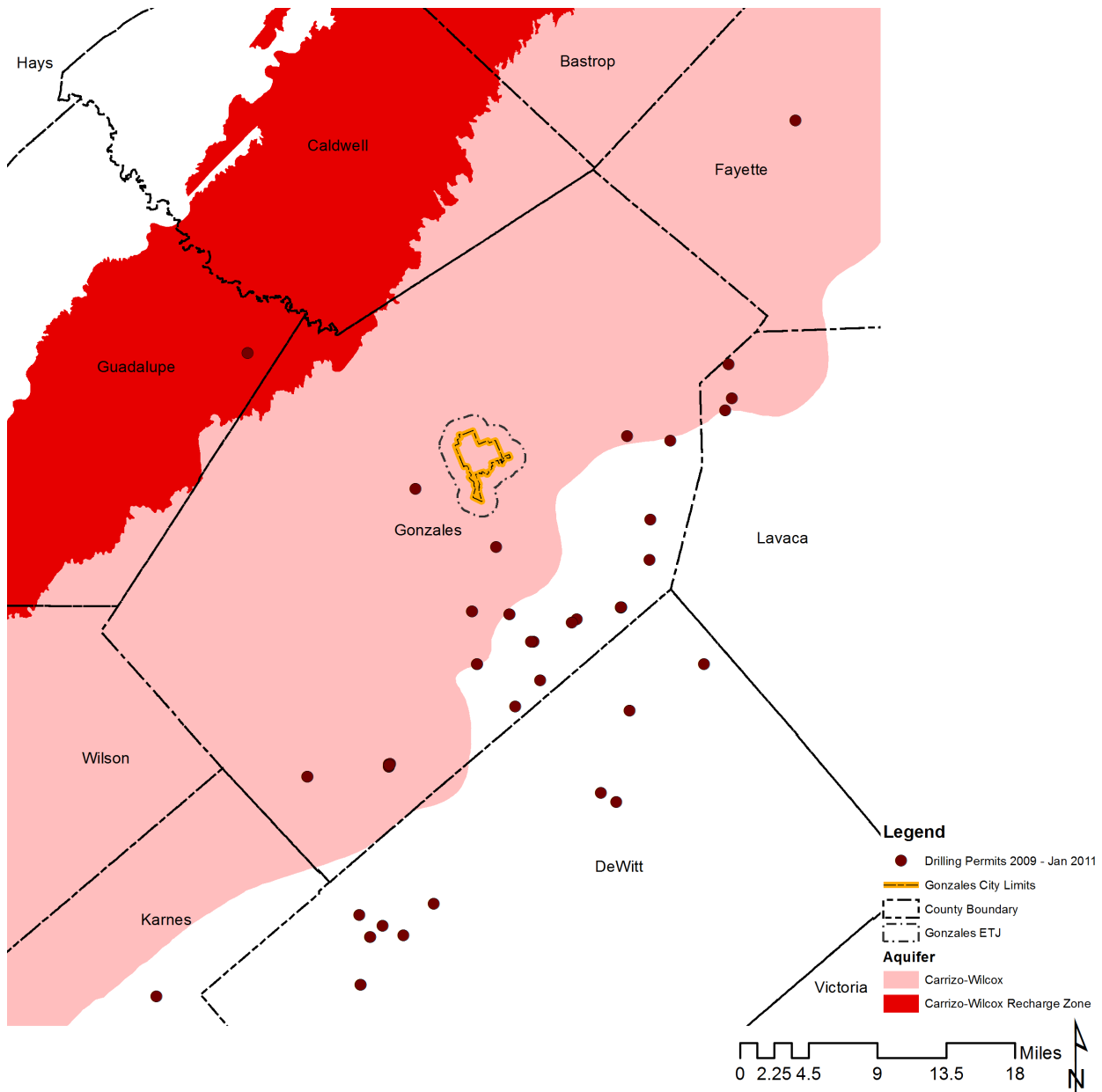
The results of the study calculated an estimated 6,927 acre feet/year recharge from precipitation in the Carrizo aquifer and 6,896 acre feet/year of water that discharges from the aquifer to springs and any surface water body. The study also estimated the amount of lateral flow within the aquifer between the district and adjacent counties. For the Carrizo confining unit, they calculated the flow to be 8,897 acre feet/year. Finally, they estimated the in/out flow of water between aquifers and confining units. The Carrizo confining unit was estimated at 5,732 acre feet/year.

In 2011, the Bureau of Economic Geology released a study on the characteristics and impacts of groundwater planning in the Carrizo-Wilcox Aquifer. The study also looked at human impacts on groundwater quality. They did not find widespread violations of the 17 primary and 11 secondary inorganic and radioactive constituents tested for. However, the most significant violation is for nitrate. According to the Bureau of Economic Geology, "these nitrate exceedances are found largely in domestic and irrigation wells and are most likely related to septic tank and fertilizer applications." To maintain good groundwater quality in Gonzales it is important to focus on public education of fertilizer application and failing septic systems.

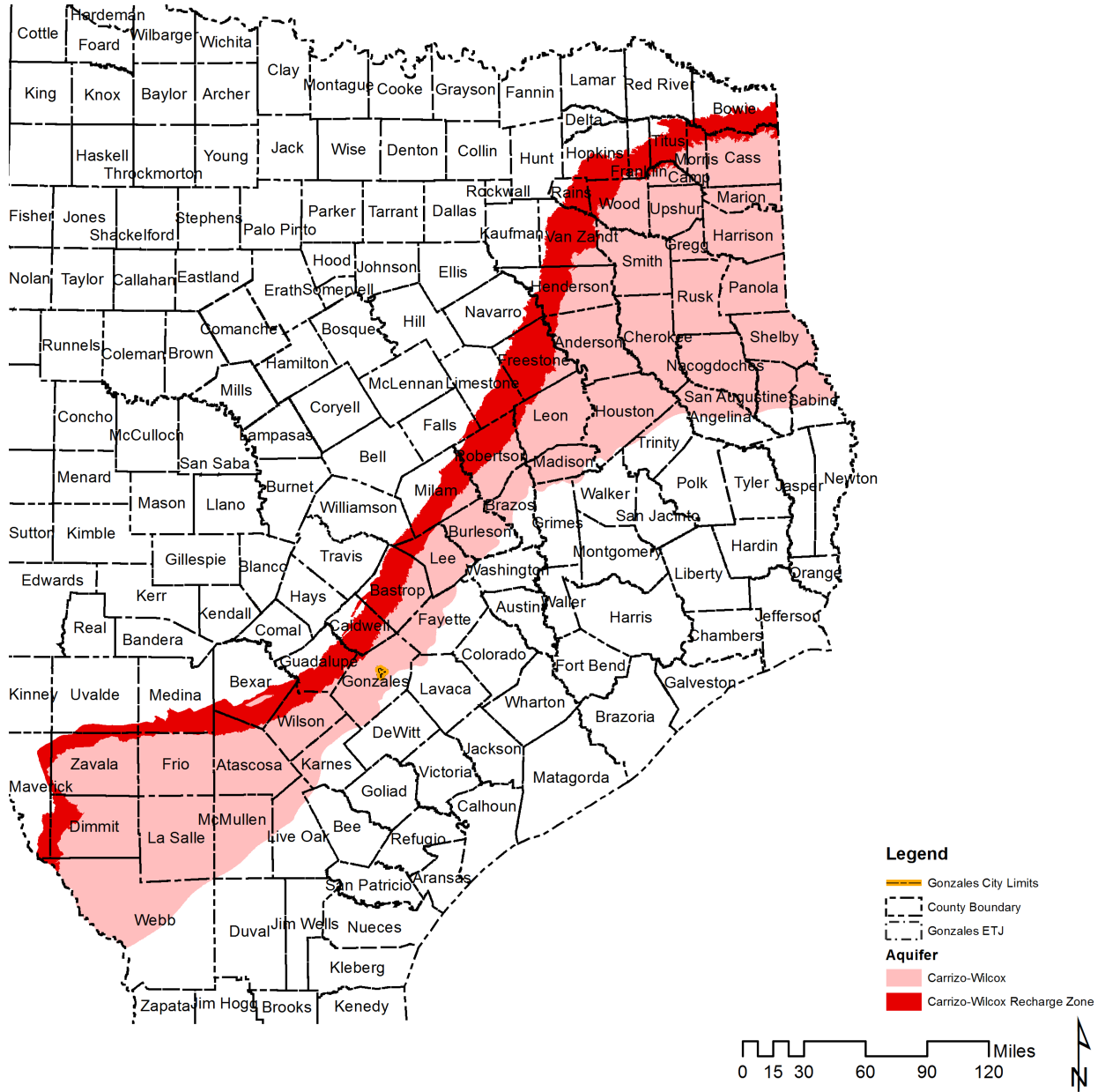
The recharge zone for the Carrizo Aquifer lies primarily outside of the county boundaries with a very small portion dipping into the northern boundary of the county. About 40% of the water that is pumped from the aquifer is used for irrigation purposes. Currently, the city only uses 15% of groundwater to supply water to its residents. The negative impact that hydraulic fracturing (fracking) may have on water quality has become a concern in some parts of the country that have seen an increase in fracking wells. Although the city of Gonzales has seen a rise in fracking, the lack of groundwater wells for the public water supply reduces the concern of water contamination. However, the consumption of crops that have been irrigated with contaminated groundwater is unknown and should be considered as a potential hazard. If the city of Gonzales plans to use more groundwater in the future, the placement of fracking operations should be considered to avoid contaminating the aquifer. The Eagle-Ford

Shale lies at a depth that varies from 4,000 to 14,000 feet. The Carrizo-Wilcox aquifer lies far above the shale deposits so care must be taken when drilling in order to avoid contamination of the aquifer. Figures 9 and 10 show the location of drilling permits from 2009 to 2011 in the Gonzales area and the boundaries of the Carrizo-wilcox aquifer. [2]

Map 7.5: Drilling Permits and the Carrizo-Wilcox Aquifer 2009 - 2011



Map 7.6: Carrizo-Wilcox Aquifer



Ecosystem

Endangered Species

There are a number of federally listed and state listed species in the Grimes County Area. In addition to endangered or threatened species, there are also species that are considered rare because they are rarely found throughout their natural range. The Texas Parks and Wildlife Department maintains a list of Rare, Threatened, and Endangered Species of Texas and their habitat needs. The species that are of greatest concern are listed as federally endangered and also considered endangered in the state. They

include the Red Wolf, Whooping Crane, and the Interior Least Tern and are depicted with an asterisk (*) in Table 7.3.

Table 7.3: Endangered Species of Gonzales County

Birds	Mollusks	Plants	Mammals	Reptiles	Fish
Henslow's Sparrow	Palmetto pill snail	Elmendorf's onion	*Red wolf	Cagle's map turtle	Blue sucker
Sprague's Pipit	Texas fatmucket	Sandhill whollywhite	Cave myotis bat	Texas tortoise	Guadalupe bass
Peregrine Falcon	Texas pimpleback	Green beebalm	Plains spotted skunk	Timber/Canebrake	Guadalupe darter
American Peregrine Falcon	Golden orb	Bristle nailwort			
Arctic Peregrine Falcon	False spike mussel	Buckley's spiderwort			
*Whooping Crane	Creeper (squawfoot)				
Bald Eagle					
Wood Stork					
Western burrowing owl					
Mountain plover					
*Interior Least Tern					

Invasive Species

It is important to be aware of the invasive species in the natural areas of Gonzales for a number of reasons. For example, invasive plants compete with native wildflowers for resources. Native wildflowers of Texas are a tourist attraction during the spring months in Gonzales. Not addressing the invasive species issue can kill off many native wildflowers and impact the visitation rate to the area. The following plants have been identified as the major, most threatening invasive species for the Post Oak Savannah ecoregion in which Gonzales is located:

Table 7.4: Invasive Species of the Post Oak Savannah Region

Invasive Species	Latin Name
Giant reed	<i>Arundo donax</i>
Chinaberry tree	<i>Melia azedarach</i>
Chinese tallow tree	<i>Triadica sebifera</i>
Bermuda grass	<i>Cynodon dactylon</i>
Johnson grass	<i>Sorghum halepense</i>
Japanese honeysuckle	<i>Lonicera japonica</i>
Chinese privet	<i>Ligustrum sinense</i>
Glossy privet	<i>Ligustrum lucidum</i>
Japanese privet	<i>Ligustrum japonicum</i>
Giant salvinia	<i>Salvinia molesta</i>
King Ranch bluestem	<i>Bothriochloa ischaemum var. songarica</i>
Heavenly bamboo	<i>Nandina domestica</i>

An invasive animal that is causing a large amount of damage in the state of Texas is the feral pig. They are distributed throughout much of Texas and generally inhabit the same range as white-tailed deer. They negatively affect water quality, other wildlife communities, plant communities and domestic crops and livestock operations. If residents notice an increasing numbers of feral pigs in the area, different strategies to remove them or reduce their numbers are strongly advised.

Eco-regions:

Gonzales belongs to the Southern Post Oak Savanna, which is comprised of mostly hardwoods. The region generally receives 35 to 45 inches of precipitation per year. The Post Oak Savannah is punctuated by scattered oaks amid grasslands. Historically, wide vistas of tall-grass – little bluestem, Indian-grass, switchgrass and a myriad of wildflowers were broken only by the occasional motte of trees, giving the landscape a park-like atmosphere. Peat bogs mingled amongst stands of flowering dogwood, sassafras, brumelia and yaupon are also found in this region. Today the region is mostly improved pasture with vast acreages seeded to Bahia Grass and Bermuda Grass. (TPWD)

The Post Oak Savannah is a transition zone between the Blackland Prairies to the west and the Piney Woods to the east. This ecosystem is part of a historic oak belt, which travels south from Canada towards Central America. Few true examples of old-growth Post Oak Savannah in Texas still exist today.

The Post Oak Savannah is dominated by native bunch grasses and forbs with scattered post oaks and some plateau live oak, black hickory, and blackjack oak. In recent times this historical vegetation has been replaced by species such as yaupon holly, cedar elm, sugarberry, and eastern red cedar. Upland areas are typically where bunch grasses are concentrated. Recurrent fires and large herds of buffalo were major forces that molded this eco-region. Fires were typically very large and would burn until weather conditions or landforms would contain them. (Texasinvasives.org)

Prime Wildlife Habitat

Gonzales has a Wildlife Management Area located close by. The M.O. Neasloney WMA has 100 acres located in Gonzales County, south of Luling, midway between Luling and Gonzales. Mr. M.O. Neasloney donated the property to the Wildlife Division to be developed as a wildlife education center. It is also Mr. Neasloney's burial place. The WMA is used primarily for wildlife ecology field tours by public school groups. Outdoor recreational opportunities include wildlife viewing, hiking and an interpretive nature trail. Palmetto State Park is also located nearby and offers numerous recreation opportunities including camping, hiking, fishing, and canoeing.

Hazards

Introduction

The Guadalupe-Blanco River Authority (GBRA) developed a Hazard Mitigation Plan (2011-2016) for the following counties: Kendall, Caldwell, Gonzales, DeWitt, Victoria, Refugio, and Calhoun. The goal of the plan is “to minimize or eliminate long-term risks to human life and property from known hazards by identifying and implementing cost-effective mitigation actions” (p. 5). The following are the mitigation goals as outlined in the hazard mitigation plan:

1. “Protect public health and safety;
2. Increase coordination and cooperation among intergovernmental entities;
3. Building capability for carrying out hazard mitigation activities;
4. Heighten public awareness and support for public awareness;
5. Protecting existing and new properties; and,
6. Promote growth in a sustainable manner” (p. 19-1-19.4)

All goals incorporated in the hazard mitigation plan can be directly related to efforts that can be addressed within the comprehensive plan. Land use planning should be guided by past, current, and future hazards.

Historical Review

There have been 120 natural disasters in Gonzales County between 1960 and 2010 (SHELDUS). Since 1960, more than 33% of all hazards have been flood events (Figure 7.3). Flooding is more of a problem in Gonzales County as compared to the state of Texas (Figure 7.2). More than 14% of all hazards have been due to wind related to severe storms or thunderstorms.

Figure 7.3: Gonzales County Percentage of Hazard Types from 1960-2010

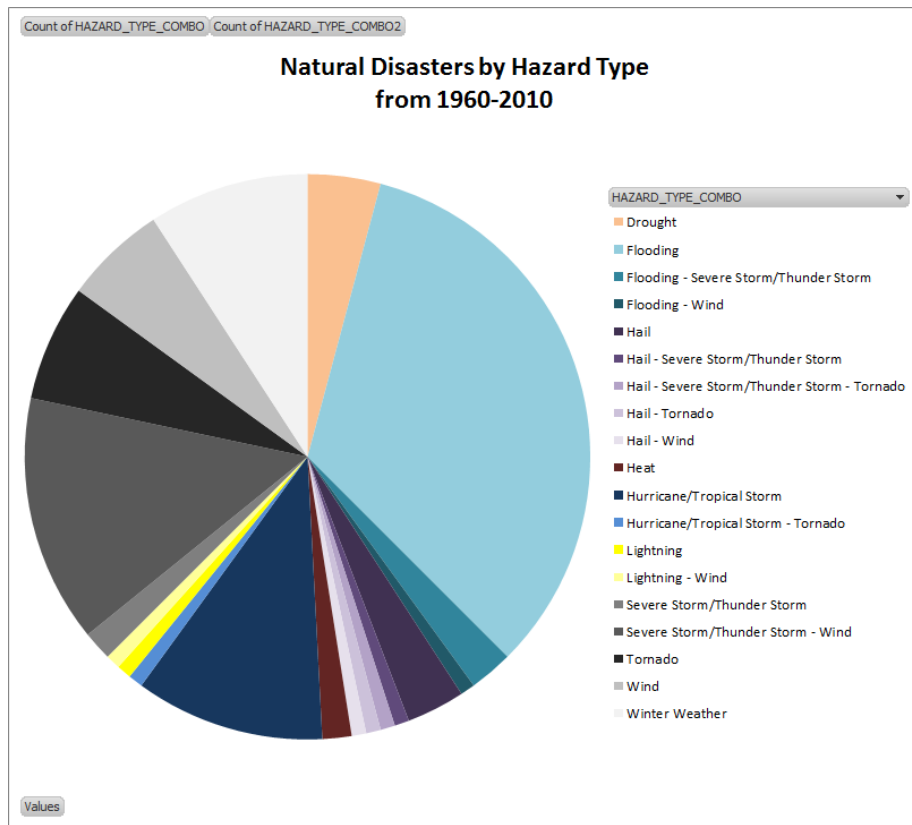
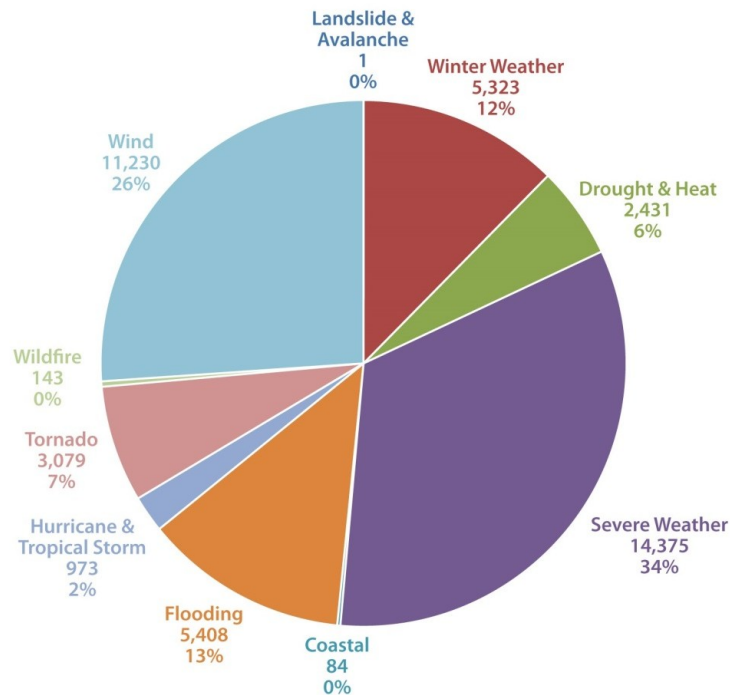
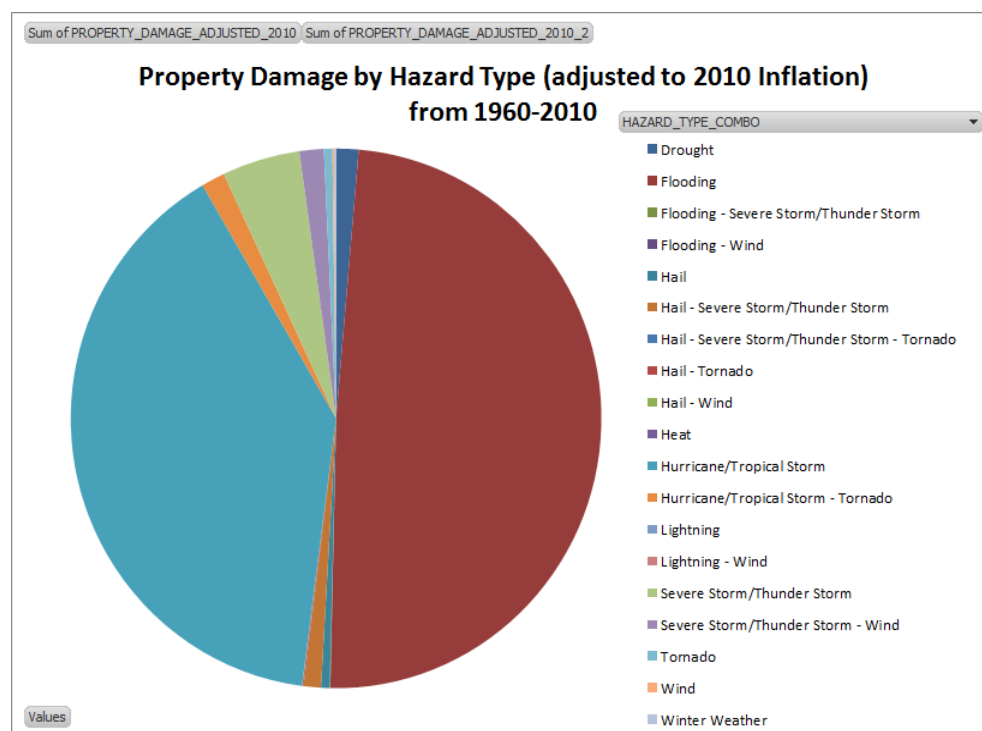


Figure 7.4: Frequency of Hazards in Texas from 1960-2009



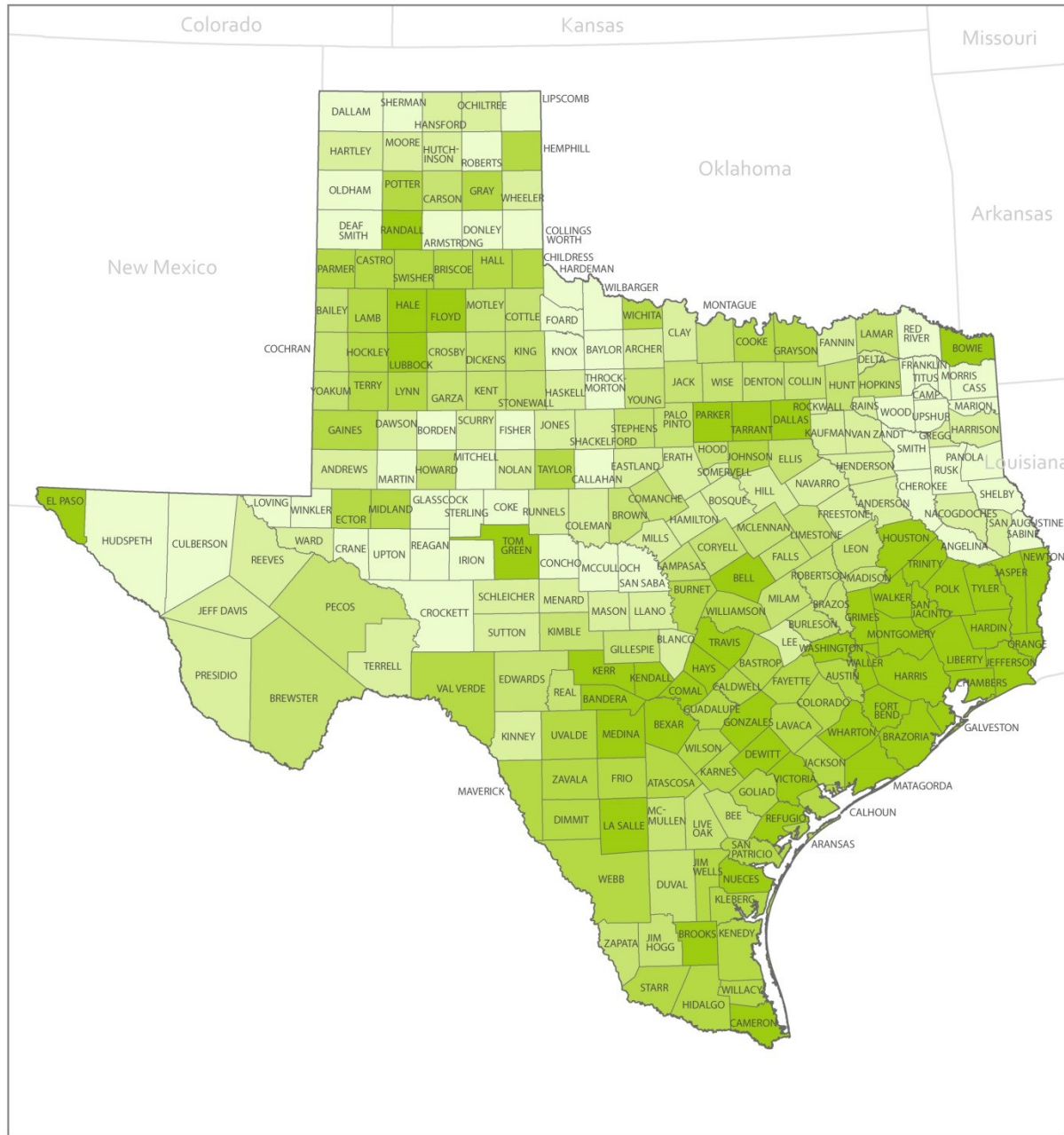
Hazards pose a threat to economic progress. Gonzales County has suffered some of the greatest property and crop loss compared to other counties in the state (Map 7.7). Flooding made up 49% of the property damage in the county between 1960 and 2010, worth more than \$123 million, while hurricanes and tropical storms made up 40% of all property damage (Figure 7.5; Appendix, Table 7.13). The 71% of crop damage has come from hurricane and tropical storm hazards in the county between 1960 and 2010 with more than \$57.8 million in damage (Appendix, Table 7.14).

Figure 7.5: Gonzales County Property Damage by Hazard Type from 1960-2010



Map 7.7: Economic Losses in the state of Texas {SHELDUS Economic Loss Texas}

Economic Losses from Hazard Events, 1960-2009



TEXAS

Total Losses (Property and Crop)

	11,881,027 - 51,015,282
	51,015,283 - 80,607,107
	80,607,108 - 136,887,521
	136,887,522 - 246,224,973
	246,224,974 - 1,799,912,260

Source: SHELDUS v. 8.0
 Classification: Quantiles
 Losses adjusted to 2009 Dollars

These hazards have also posed a threat to loss of life. Flooding has caused more than 750 injuries in the county between 1960 and 2010 (Appendix, Table 7.5). Fortunately there have been very little deaths from any hazard type.

The GBRA Hazard Mitigation Plan has classified the risks associated with the various hazards:

Tornadoes- Very Low	Oil and Gas pipelines- Moderate
Winter Storm- Very Low	Dam failure- Low
Hail- Very Low	Hurricane- Moderate
Hazardous Materials- Low	Wildfire- High
Thunderstorms- Low	
Inland Flooding- Low	

Social Vulnerability

It is important to understand that not all people within the county or within Gonzales are affected the same way by hazards. Certain populations are more vulnerable than others. Socially vulnerable populations have a more difficult time coping with, resisting and absorbing impacts, and recovering from disasters. Socially vulnerable populations typically have limited access to resources. Some vulnerable groups have socially-constructed limitations to the access of resources, such as new residents to the country and community, females, and racial minority groups. Other vulnerable populations may be physically limited to the access of resources, such as low income earners, children, and elderly. Great attention must be paid to populations which have multiple social vulnerability characteristics. These groups are generally disadvantaged, marginalized, and underserved within communities and the onset of disaster impact only exacerbates social struggles (Fothergill 2004). Disasters do not uniformly impact a community. Communities must understand the spatial distribution of socially vulnerable populations, not to discourage or continue to marginalize these populations, but to inject appropriate resources and services to more rapidly recover from disaster impacts.

Census Tracts 3 and 4, which lie within central Gonzales, have several indicators which point to socially vulnerable areas (Appendix, Table 7.6). They are both much more vulnerable compared to the State of Texas average. Census Tract 3 has high rates of female-headed households and individuals living alone 65 years and over and is significantly higher than the state average in those who have attained only a high school diploma, those who have not attained a high school diploma and those who have not completed 9th grade. This low educational attainment is throughout this tract and may point to limited physical and financial resources to recover from disasters. Census Tract 4 is particularly high

in grandparents who are responsible for their grandchildren and the same categories of low educational attainment. Special preparedness and response efforts will need to be made for this area.

Critical facilities

Critical facilities are an important component for emergency response and disaster recovery. These essential facilities should not be placed in hazardous areas. These facilities are mapped in relation to the floodplain and hazardous materials (see Floods and Hazardous Materials Sections). The GBRA Hazard Mitigation Plan 2011-2016 has defined critical and essential facilities as:

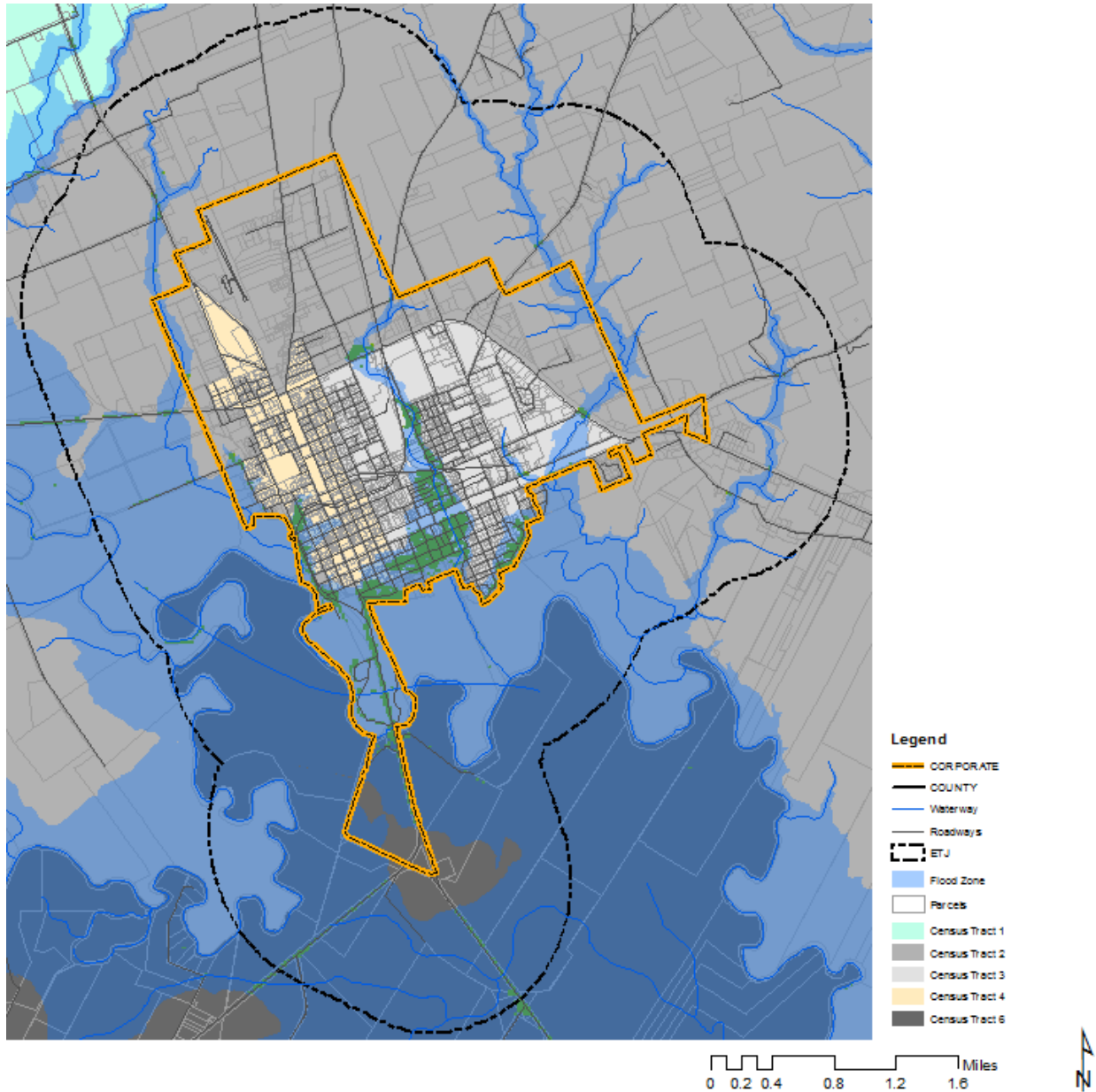
- “Facilities critical to normal and emergency response operations in the area (fire stations, police stations, and the EOC),
- Infrastructure and facilities critical to community survivability or continuity of community services (transportation facilities; post offices; radio station and other communication facilities; electrical transmission and distribution; water and wastewater treatment),
- Facilities needed to assist vulnerable populations during and after a disaster (schools, hospitals, residential care facilities), and
- Facilities in which key government functions take place (sheriff’s office, county courthouse, town halls)” (p. 30).

Floods

As previously mentioned, flooding makes up 33% of all hazards in Gonzales County. There have been 43 flood events within Gonzales County from 1960-2010. Flooding is ranked the highest in terms of economic loss for Gonzales County. Gonzales County is ranked 5th of the Top 20 Texas counties in flood casualties, 1997-2001 (see Appendix, Table 7.8) (Brody et al. 2008). This is surprising, as the GBRA hazard mitigation plan has classified flooding as only a “low” hazard risk in the City of Gonzales, even though from 1993-2009 there were eight flood events in the city (GBRA Hazard Mitigation Plan, 2011-2016). Because of this, flooding will be analyzed to determine guiding principles for future land use.

Portions of the City of Gonzales have been built within the Federal Emergency Management Administration (FEMA) 100-year designated floodplain. By definition, areas within a 100-year floodplain respectively have a 1% chance in a given year of being inundated (Zone A and AE). The flood zones make up most of the southern part of the city and run through the central city, with large swaths within Census Tracts 3 and 4 (Map 7.8). Again, these tracts have populations which may need more assistance before and after a flood event. The flood zones also create a boundary on the west and east side along the city limits. Development should be guided to the north, out of the flood zones.

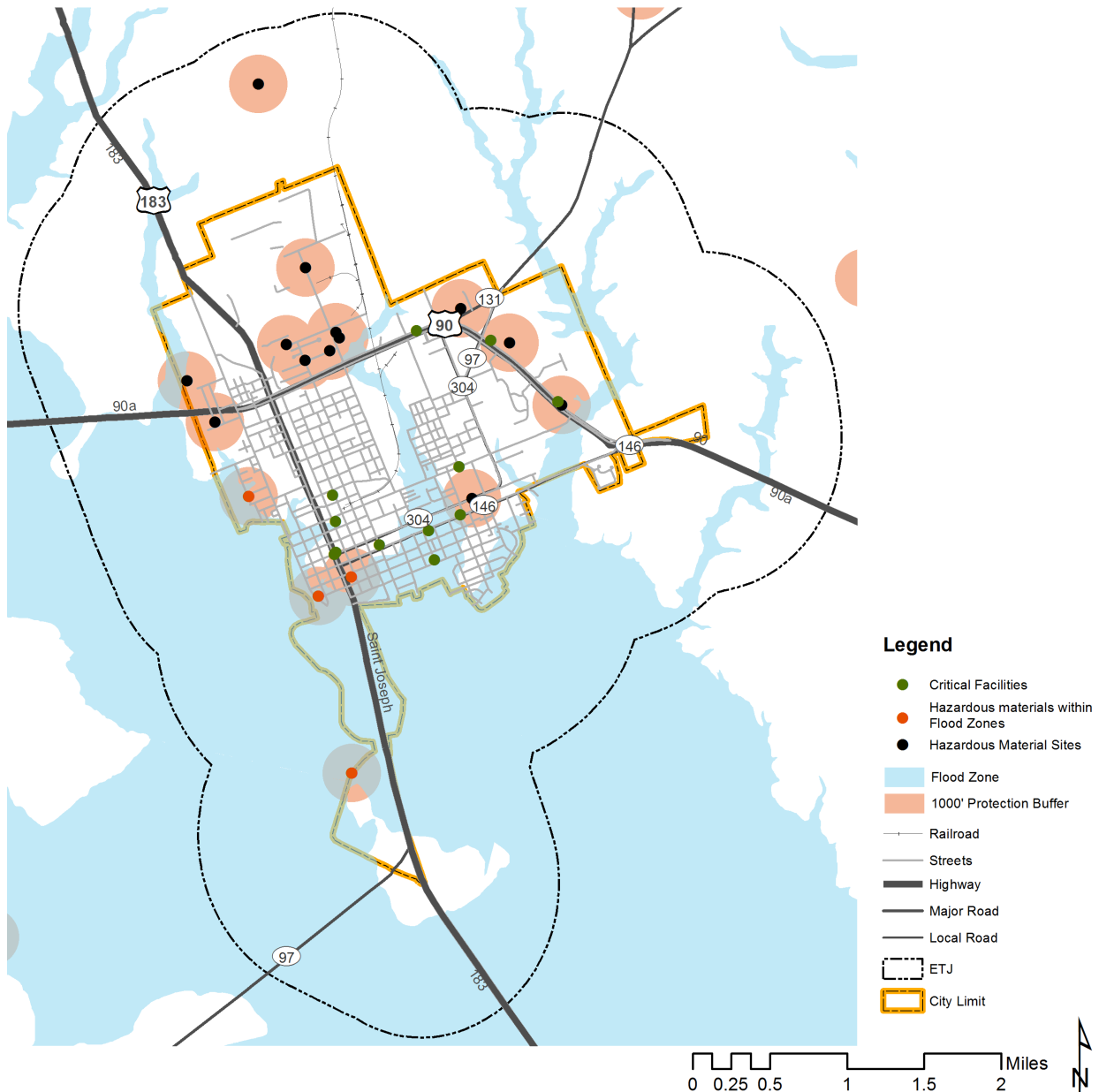
Map 7.8: Socially Vulnerable Tracts in Relation to Flood Zones



As depicted in Map 7.8 above, there is significant development within flood zones. The city of Gonzales has 311 structures exposed to floods, totaling more than \$400 million in building value (Appendix, Table 7.5). The city of Gonzales makes up a significant amount of building value in the county, even though there are 3,463 structures exposed in the county (Appendix, Table 7.5). The county is more vulnerable to building loss than the city of Gonzales (Appendix, Table 7.5). Some of the structures that are exposed to flood loss in the city are critical facilities. The following map displays the critical facilities that lie within flood zones. These facilities include East Avenue Primary School, Christian Kids on 146, Mother Goose Group, and the Police Department, which lie very near the flood zone and should

take concerted efforts to mitigate hazards. Response and recovery plans should be generated to reduce the impact of flooding.

Map 7.9: Critical Facilities within Floodplains and 1000 ft Protection Buffer of Hazardous Material Sites



The City of Gonzales is a participating community in the National Flood Insurance Program and the Community Rating System (CRS). This allows the community's property owners to purchase flood insurance at reduced rates. There are 43 policies in effect, totaling nearly \$4.5 million in coverage (GBRA Hazard Mitigation Plan, 2011-2016). NFIP will not insure structures which have undergone

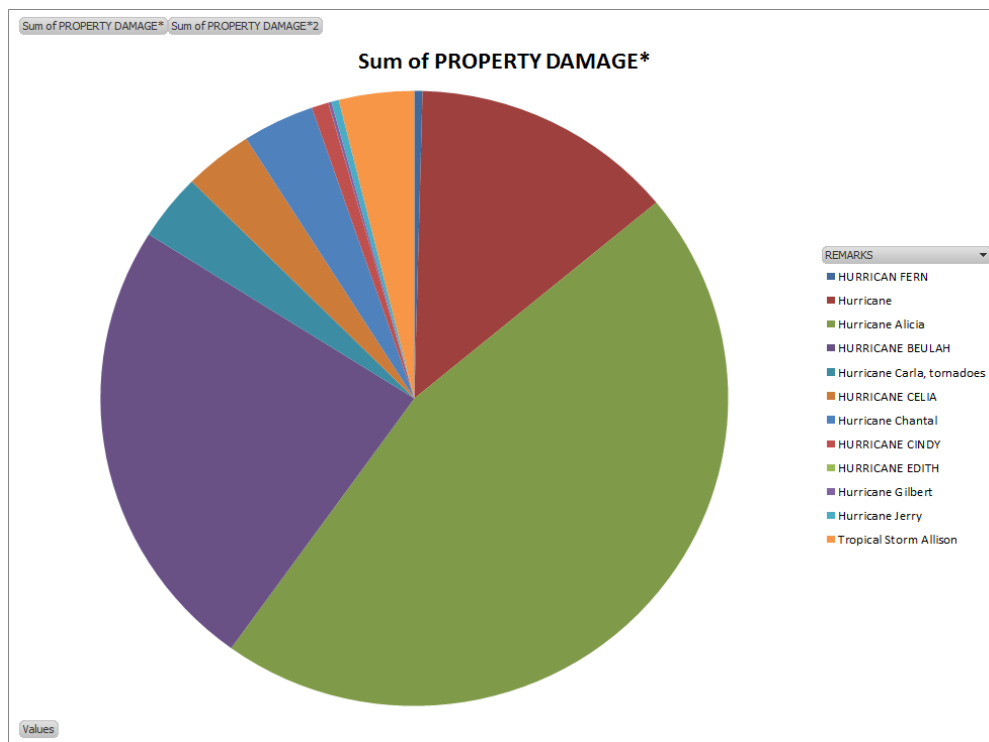
several flood events. The city of Gonzales has four Repetitive Loss Structures and zero Severe Repetitive Loss structures, having claimed more than \$280,000 in insurance (Appendix, Table 7.9). These structures are at risk to losing flood insurance policies because of the frequency of flooding. Such a designation is an indicator of flood risk in the community.

The GBRA designates dam failure as a moderate risk to the community. There are a total of 28 dams in Gonzales County. The Gonzales Lake Dam is the only dam in the county that is considered significant or high hazard. It is used for hydroelectric power. It is approximately 10 miles west of Gonzales and if breached would infiltrate the city of Gonzales, where 2,534 people are at risk as well as 1,397 structures, totaling \$119,302,000 in value. On the whole, the City of Gonzales is subject to risks of life and property from flood events.

Hurricanes and Tropical Storms

Tropical storm force winds are strong enough to tip over a bus. Emergency personnel should take great care in preparation for tropical storms and hurricanes. Hurricanes and tropical storms caused 40% of the property damage in Gonzales County from 1960-2010 (Figure 7.5). Specifically, the hurricane or tropical storm that caused the most property damage was Hurricane Alicia in 1983 (Figure 7.6). High winds and heavy rainfall from hurricanes pose a significant threat to the community.

Figure 7.6: Hurricane/Tropical Storm Property Damage



Hazardous Materials

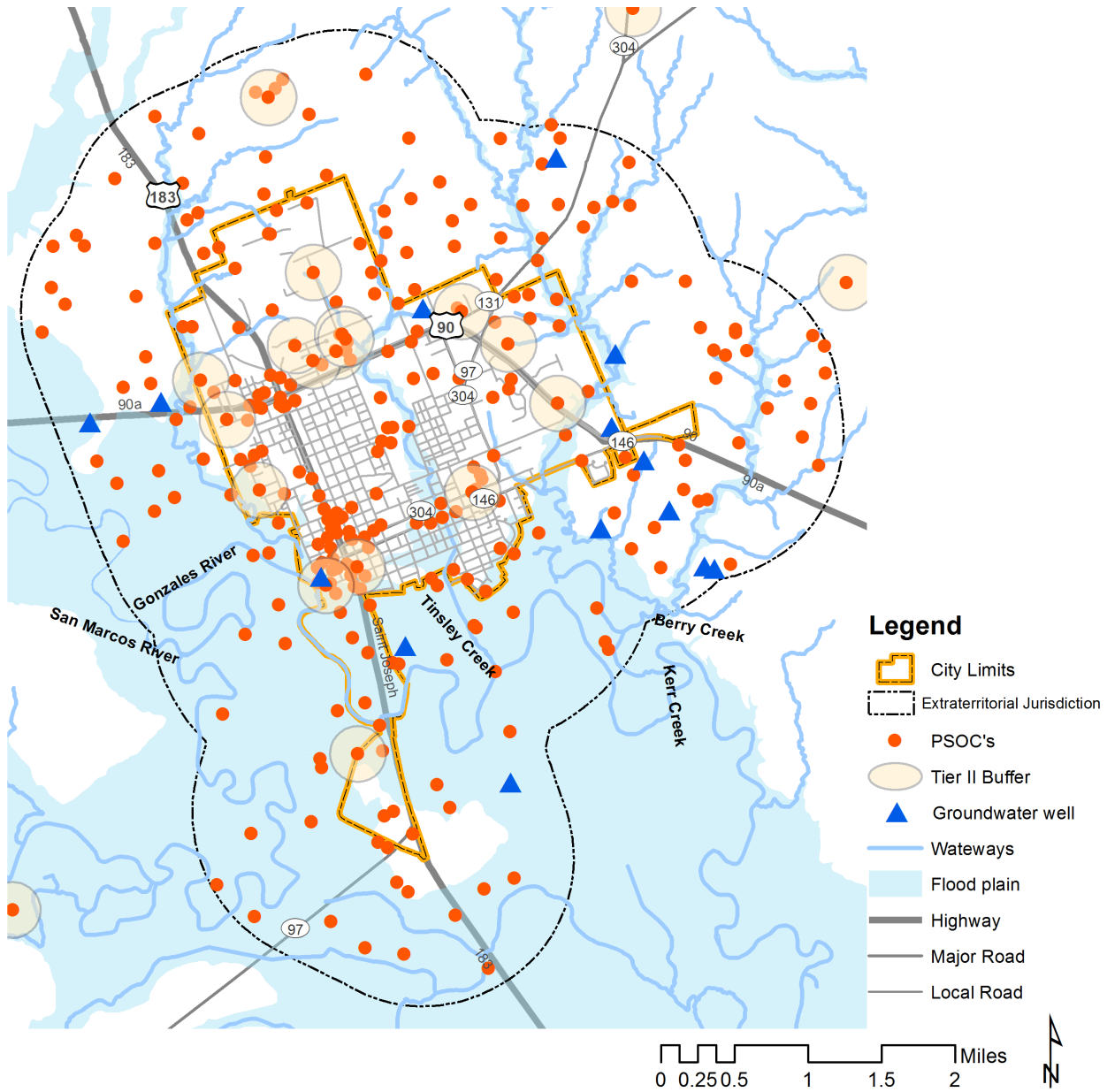
Hazardous materials also pose a significant threat to the community. There are 17 Tier II, hazardous material sites within the ETJ, as of 2011 (Map 7.10, and Appendix, Table 7.10, 7.11). Tier II sites have 10,000 lbs. or more of hazardous materials on site, or 500 lbs. of extremely hazardous materials on site. These sites pose a threat to people and property. According to the fire chief, a 1000-ft protection buffer is recommended around these sites. In planning for future land use growth, it is prudent to discourage development within 1000 feet of such hazardous sites. It is necessary to address the characteristics and level of danger for each chemical as part of a risk awareness process.

There are 127 other hazardous material sites within the city, indicated in Map 7.10 as potential sources of contamination (PSOC). There are another 134 PSOC within the ETJ. The PSOC within the city and ETJ are important to identify because they affect people, property, and quality of life. These PSOC include landfills, brownfields, permitted industrial and hazardous waste sites, oil wells, and waste water outfalls. In Map 7.10, all hazardous material sites in relation to homes, water wells, and the floodplain are depicted. There are four Tier II sites which lie within the flood zone and include Alamo Concrete Products Company, Gonzales Surface Water Treatment Plant, HEB Grocery Company, LP, and Webberville Propane, Inc. (Map 7.9). Extra preparedness and response efforts should be taken with these hazardous sites. Although some sites pose a greater threat to public safety, it is important

to know the exact location of all of the potential sources of contamination with an appropriate action plan to address spills, leaks and other forms of contamination from these sources.

There are 76 PSOC within the floodplain and four Tier II hazardous facilities within or near flood zones (Map 7.10). There are five critical facilities within the 1000-ft protection buffer, which include the Sheriff's Office, Memorial Hospital, East Avenue Primary School, Gonzales North Avenue Intermediate School and the Fire Department (see Map 7.9). There are approximately 660 parcels that exist within the 1000-ft protection buffer. Groundwater wells are in close proximity to PSOC. One public well site is located within 1000 feet of Tier II hazardous material sites. Five plugged wells and one active oil well are located within 1000 feet of an ecologically significant stream segment along the San Marcos River (Map 7.10). The location of the PSOC in relation to residential uses, water supplies, ecologically-sensitive areas, and flood prone areas should be considered more thoroughly for future development planning. The future development or redevelopment plans must include this information to avoid future hazard impacts.

Map 7.10: Potential Sources of Contamination and Water Quality



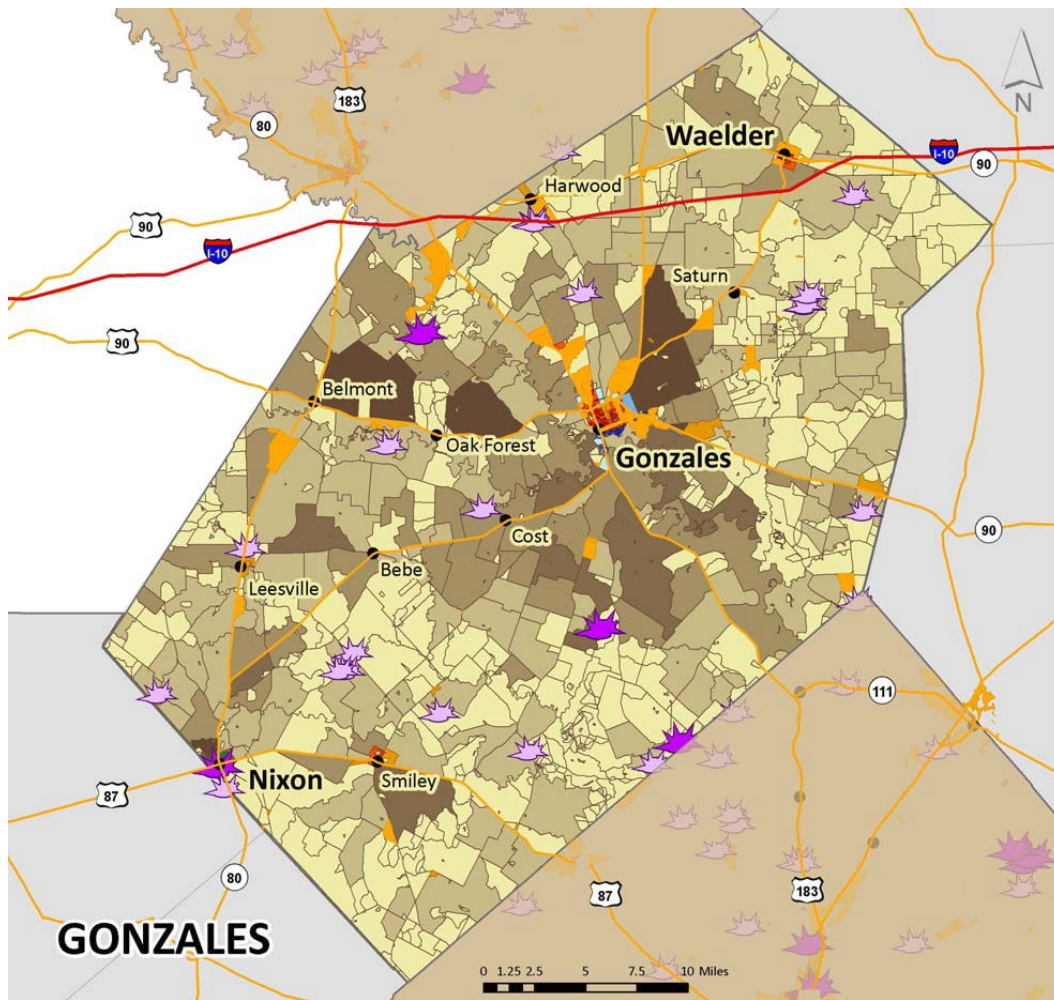
Other Hazards

Other significant hazards that Gonzales is exposed to include: severe storms and winter weather; these are explained in the historical review of hazards of the county, earlier in the chapter. Building codes and ordinances may be a viable way to protect against these hazards.

The GBRA has designated that wildfire poses a significant threat to the city of Gonzales. The Texas Forest Service has designated Gonzales County as low risk to wildfire. Gonzales County “fires more readily burn and will carry across an area with no gaps. Heavier fuels will still not readily ignite and

burn. Expect smoldering and the resulting smoke to carry into and possibly through the night” (Texas Forest Service, Keetch-Byram Drought Index (KBDI)). Map 7.11 shows the historical review of wildfires in the county (GBRA Hazard Mitigation Plan). More recently, on March 14, 2008, the President declared an emergency disaster for Texas, of which Gonzales County was an affected jurisdiction. FEMA provided needed disaster relief and assistance to Gonzales County.

Map 7.11: Historical Wildfires in Gonzales County



LEGEND					
Gonzales Population	Nixon Population	Waelder Population	Unincorporated Population	High Density Interface	Historical Wildfire Events
0 - 10	0 - 6	0 - 5	0 - 5	High Density Interface	≥ 100 acres
11 - 30	7 - 16	6 - 15	6 - 25	Medium Density Interface	10 to 100 acres
31 - 70	17 - 28	16 - 20	26 - 50	Low Density Interface	
71 - 130	29 - 59	21 - 30	51 - 100	Intermix	
131 - 214	60 - 160	31 - 48	101 - 178	Non-Participating Jurisdiction	
				Unincorporated Named Place	
				Interstates	
				Major Highways	

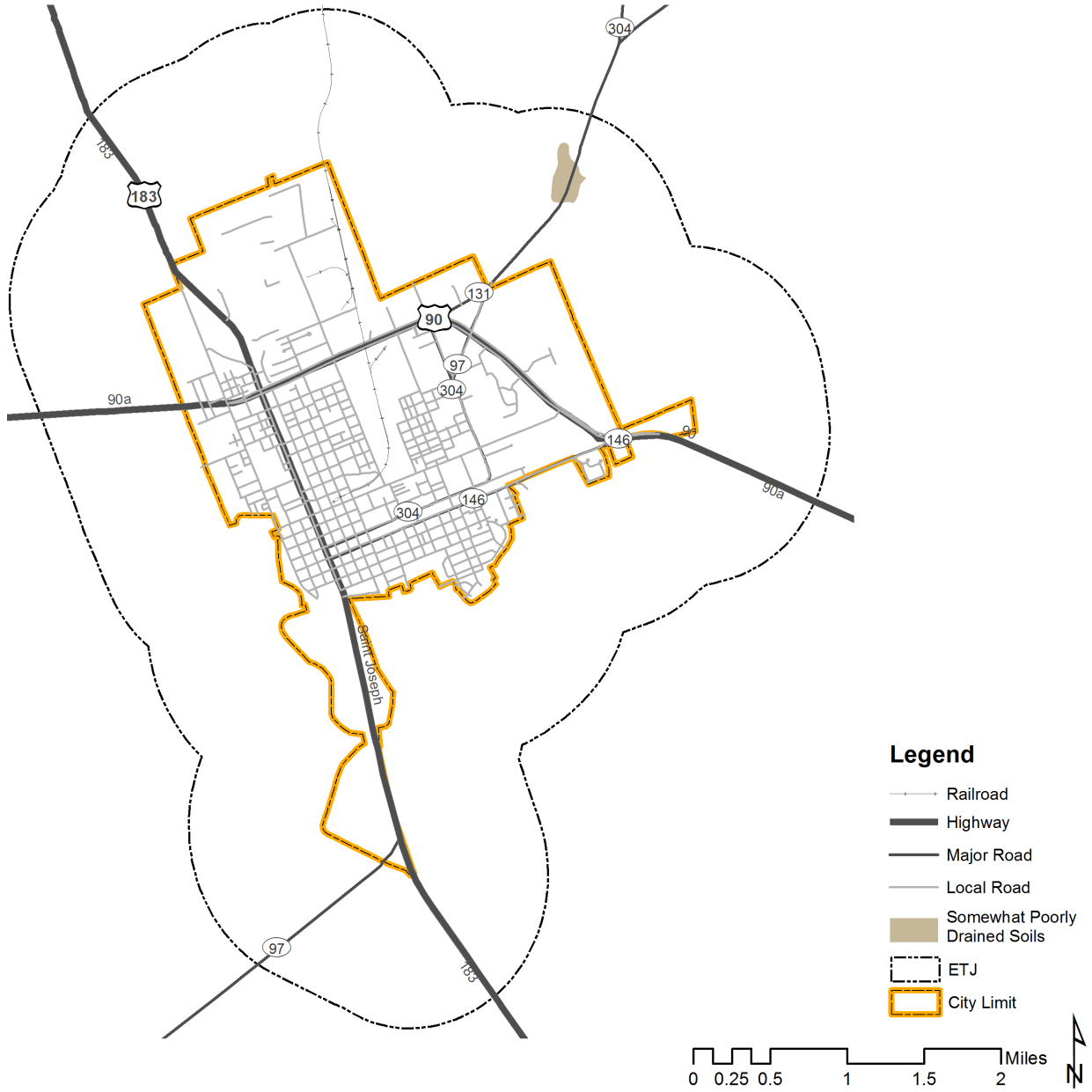
Drought is a related concern as there have been periods of drought which have had a significant impact on the local economy, in 1977 and 1996 (Appendix, Table 7.12). The data collected is only through 2010 and therefore does not include the impact of the 2011 drought. Drought will pose a future concern to the city due to environmental changes and limits on access to water. Water policies and strategies should be in place to address this future vulnerability.

Land Suitability Overlay

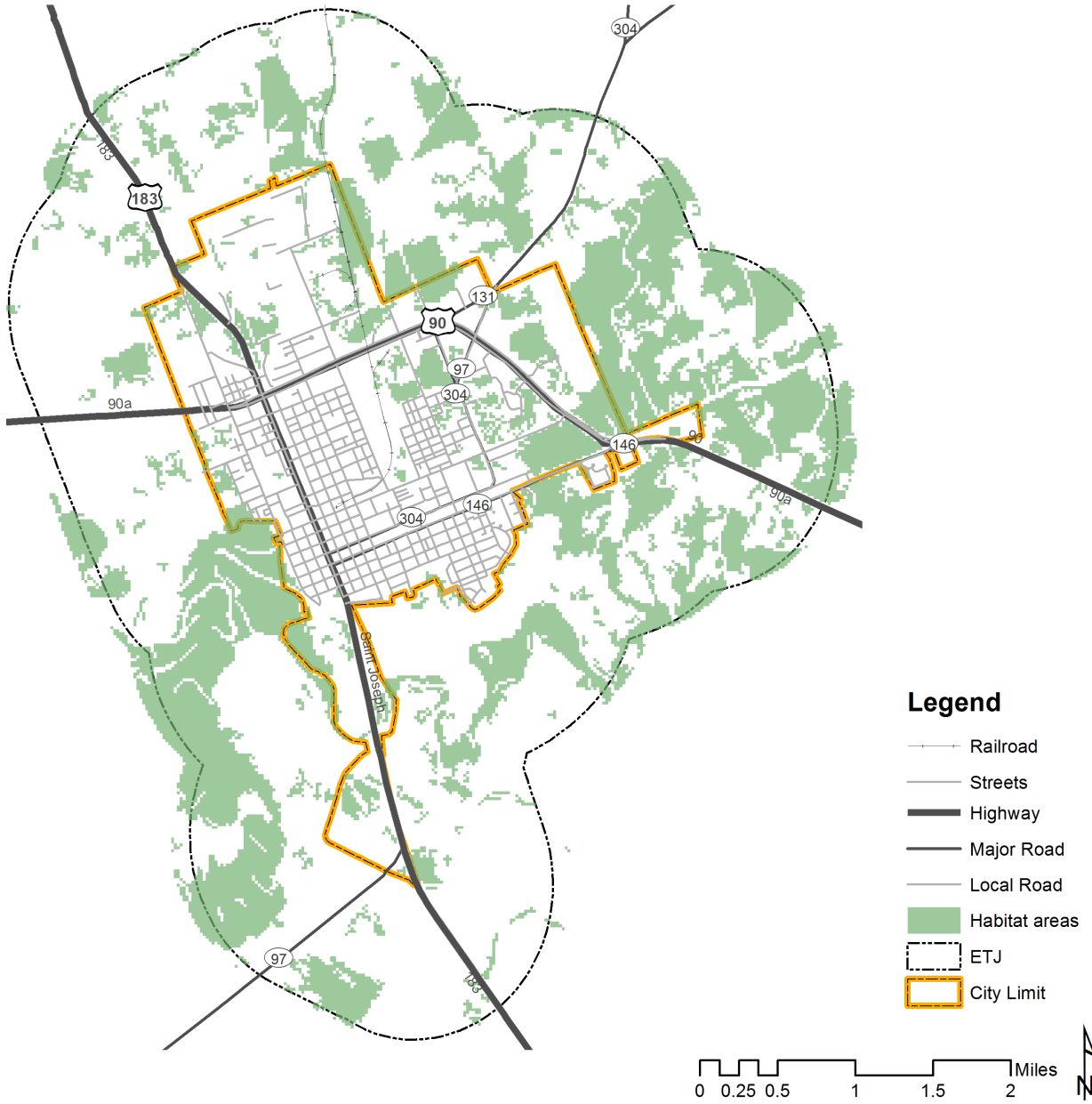
It is important for city officials to be aware of the areas in their cities that are not optimal for future development. There are a number of factors that can be included in a land suitability analysis. The land suitability analysis developed for this section only takes into consideration environmental and hazard factors. The analysis should not be used as the only tool to determine areas that are suitable and not suitable for future development. The layers that were used in the analysis on Map 7.16, were poorly drained soils (Map 7.12), habitat area (Map 7.13), the flood zone (Map 7.14), and hazardous material protection buffers (Map 7.15). The areas in the darkest shade of green represent areas where development is not encouraged. The lighter shade of green is also not recommended but is more suitable than the areas covered in the darkest green. Development on poorly drained soils is not encouraged because of the increased potential for flooding damage during a hazard event. The development of habitat areas made up of a variety of vegetation types is also not encouraged to provide environmental protection and recreational use for the residents of Gonzales. Hazardous materials pose a threat to public health, for this reason the fire chief has designated 1000-ft evacuation buffers around the sites with 10,000 lbs. of chemicals or more. Future development is discouraged to occur within these 1000-ft buffers. Future development is discouraged in the floodplain because of the increased chance of loss of life and property damages within the flood plain during a hazard event.

The combination of these factors demonstrates that development along the Guadalupe River is not ideal in terms of environmental protection and public safety concerns. The land may be better suited for parkland or other similar low-impact uses. Land along Berry Creek in the southeastern section of the city should also be avoided because of the floodplain and existing habitat. The light green area along the middle of the city should be avoided if possible due to the proximity of hazardous chemical sites and the floodplain.

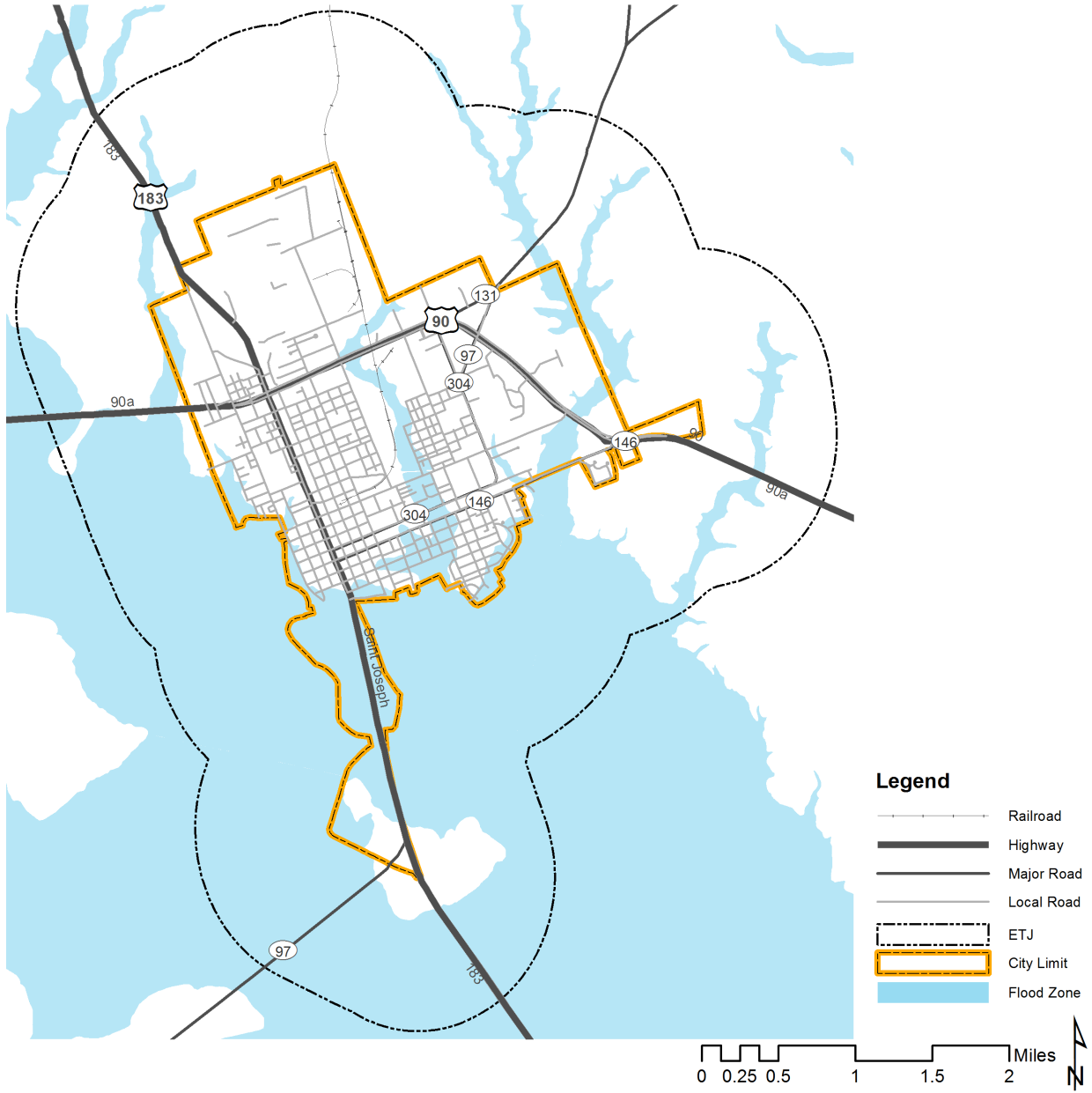
Map 7.12: Poor Drainage Soil Types



Map 7.13: Habitat Areas



Map 7.14: Flood Zones



Map 7.15: Hazard Material Sites with 1000' Protection Buffer



Map 7.16: Overlay Analysis – Areas Discouraged from Development



The darker the shade of green, the less development is encouraged for that area.

SWOT

Strengths

- Gonzales has plenty of room to grow without constricting ecological processes.
- Permeable soil types are found throughout the region and lend themselves to absorbing rainfall events easily.
- River and stream systems have good water quality; that is, they have not been placed on the impaired waters list.
- City officials have stated that development will not occur in the floodplain; this strategy will lessen the potential for loss of life and property during flooding events.
- The San Marcos River segment within Gonzales County is considered an ecologically significant stream segment.

Weaknesses

- Large portions of the central business district and residential areas are within the floodplain.
- The most vulnerable populations are found in the downtown area, which has the greatest exposure to flooding.
- Gonzales has an aging infrastructure; power, water, and sewer systems need upgrading.
- There are 278 potential sources of contamination within the extraterritorial jurisdiction and 143 within the city limits.
- There are 78 potential sources of contamination within the floodplain.
- There are 6 potential sources of contamination within 1000 feet of the San Marcos River segment designated as ecologically significant.
- Consistent water quality monitoring is not present.
- Road damage from increased truck traffic due to fracking operations will become expensive to the city to repair and maintain.

Opportunity

- Because there is so much undeveloped land, Gonzales has the opportunity to develop in an environmentally conscious way.
- Gonzales has the opportunity to develop or redevelop land along the river in the CBD into parkway and recreation use.
- Gonzales has the opportunity to implement regulations and ordinances for new development that will shape the land in a way that meets Gonzales' goals.

- Flood resilient strategies should be a part of all new development in order to reduce flood risk to new and existing residents.
- The city has the capacity to prevent the contamination of its water sources by establishing regulations that require potential sources of contamination be sited away from water sources.

Threats

- The various hazards to Gonzales pose continual threats to the community.
- The threat to flooding, hurricanes/tropical storms, and wind-related severe storms are particularly significant.
- Strategies to address drought may not be as strong as they should be.
- Environmental changes to the region place a significant threat on agricultural land, water quality and quantity, and overall long term sustainability.
- Drilling and fracking is also a threat to long term water quality.
- Hazardous material spills, along routes and in facilities pose a significant threat to the city with 77 Tier II sites.
- Uncontrolled development is a threat outside of city limits. Environmental impacts of suburban sprawl around Gonzales can fragment species habitats.
- Development near water bodies can also increase surface runoff, degrading water quality beyond safe levels.



Future Environment

Environment Goals, Objectives, and Policies

GOAL 7.1: Become a model for small town sustainable practices in Texas

OBJECTIVE 7.1.1: Install grey water recycling system to reuse grey water for city irrigation by 2025.

OBJECTIVE 7.1.2: Install solar panels on 25% of city owned buildings by 2025.

OBJECTIVE 7.1.3: Develop a grant program to facilitate solar panel installation on private residences.

OBJECTIVE 7.1.4: Reduce water usage by the city government and private property owners.

POLICY 7.1.4.1: Create responsible design guidelines to demonstrate how property owners can reduce water use. Guidelines should include the use of paving strips (driveways paved only in parallel strips for tires) which help reduce runoff during rain events and assist the recharge of the water table.

POLICY 7.1.4.2: Install rainwater capture systems on 50% of city buildings by 2025. Rainwater capture is the accumulation and storage of rainwater for reuse before it reaches the aquifer. This can be accomplished through the use of rain barrels and other rainwater capture devices.

POLICY 7.1.4.3: Encourage use of rainwater capture systems by private property owners.

POLICY 7.1.4.4: Develop a grant program that assists property owners in replacing their landscaping with native, drought tolerant plants. This landscaping method, called xeriscaping, reduces or eliminates the need for supplemental water from irrigation (see Figure 7.8). A full listing of plants appropriate for xeriscaping can be found at <http://www.saws.org/Conservation/Outdoor/Plants/>.

POLCY 7.1.4.5: Create ordinance limiting hours for water use for landscaping purposes.

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	X
7.1.4.1	Create responsible design guidelines for reducing water use	City officials	Mid-range: 3-5 years				X	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	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 clustering ordinance	City officials	Short term: 1-3 years			X			X	
	Establish ordinance restricting new development in 100-yr floodplain	City officials	Short term: 1-3 years			X			X	
7.2.1.1	Limit development in 500-yr floodplain	City officials	Short term: 1-3 years			X			X	
7.2.1.2	Participate in FEMA's NFIP CRS	City officials	Short term: 1-3 years			X			X	
7.2.1.3	Establish guidelines for proper grading in future (re) development	City officials	Mid-range: 3-5 years			X		X		
7.2.2.1	Promote use of permeable surfaces	City officials	Short term: 1-3 years			X				
7.2.3	Improve parks to double as flood control basins	City officials	Mid-range: 3-5 years			X			X	
7.2.4	Bury power lines underground	Parks department	Long-term: 5-10 years	X	X	X				
7.2.5.1		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	\$88,941,500	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

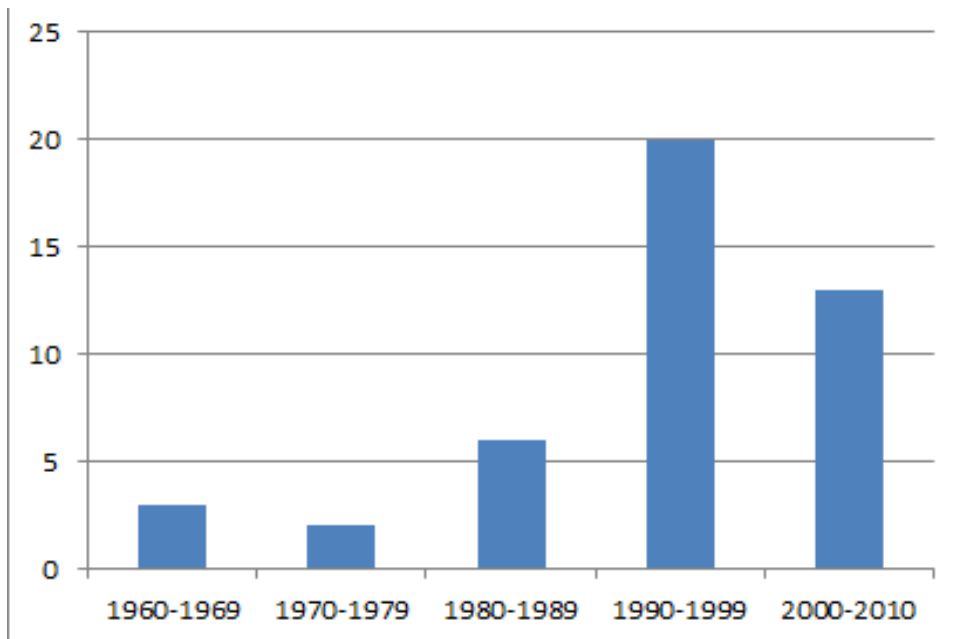


Table 7.10: Hazardous Materials [3]

	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.

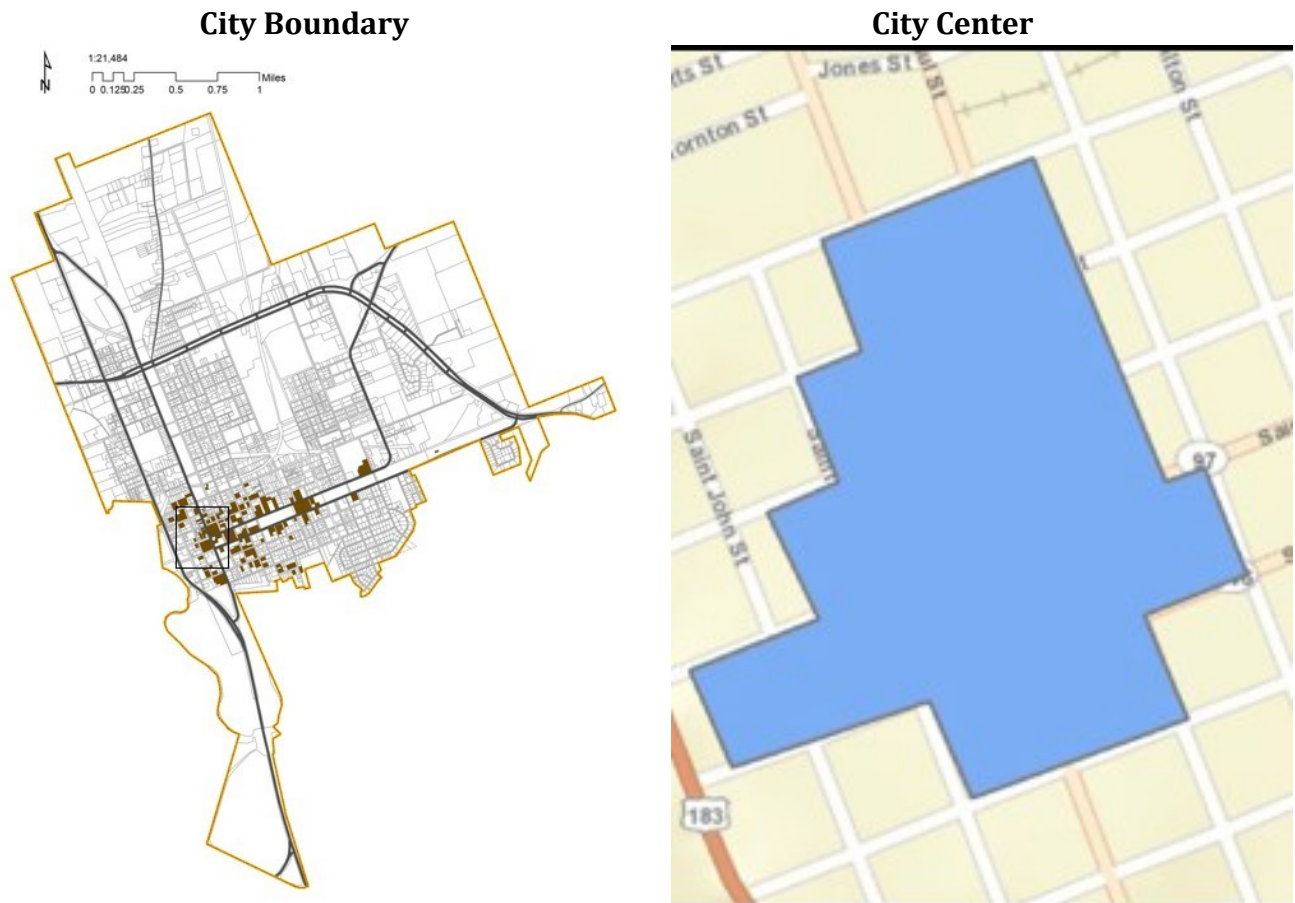
From 1836 until after 1848, when the Mexico-United States War ended, growth in Gonzales was slow due to unsettled conditions, Indian raids, and inflation. The rapid improvement in conditions after annexation to the U.S. resulted in a 500% increase in population between 1850 and 1860. This growth was 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.

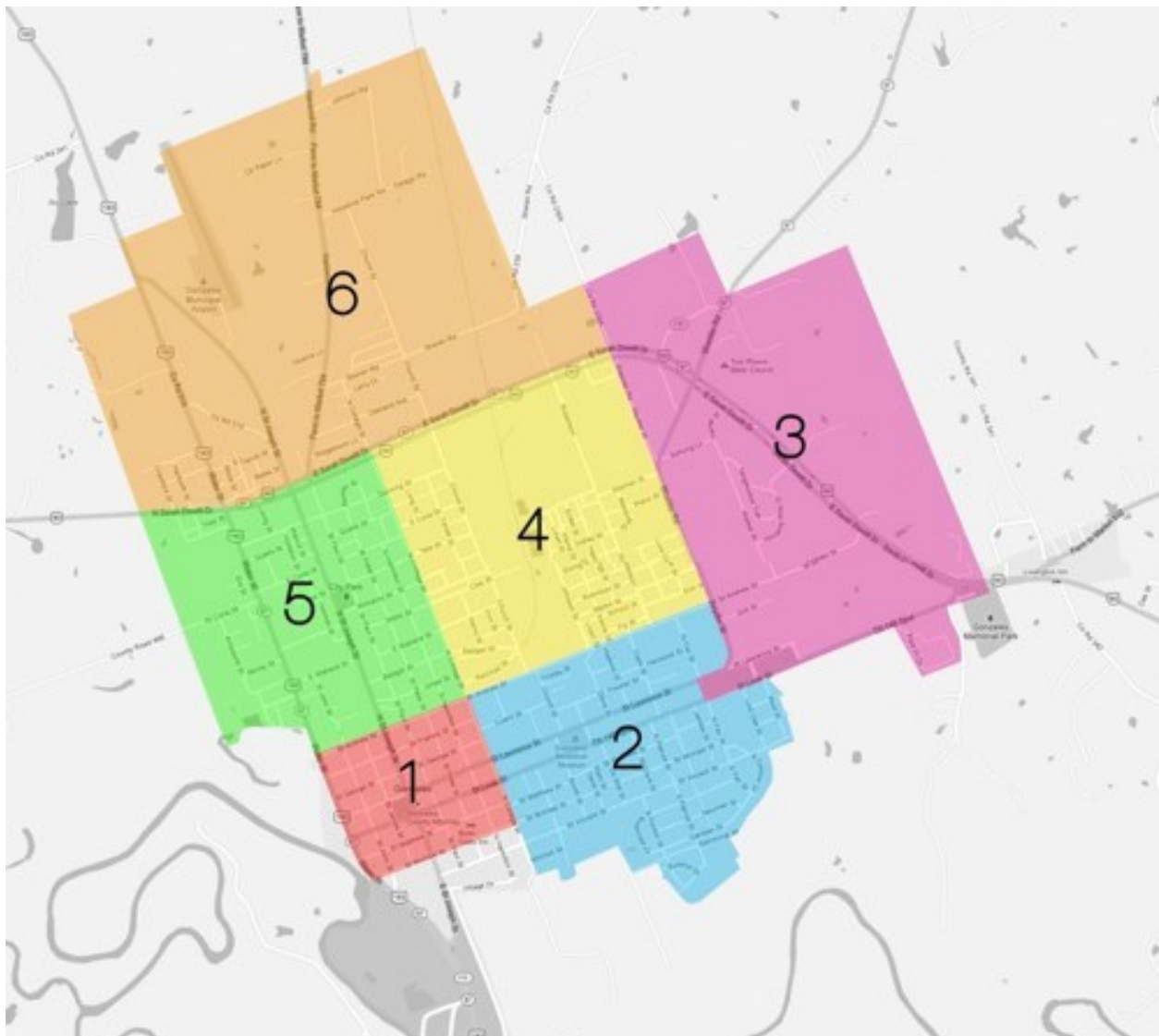


There are 88 contributing buildings and 6 contributing sites in this district. The buildings from this district are from the late 19th and early 20th century. The character of the buildings showcases late Victorian stylistic features as well as a few Gothic Revival churches. Outside of this district 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:

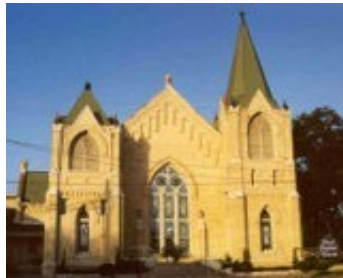
- 1) Pedimented gables
- 2) Asymmetrical floor plan
- 3) Bold and simple mouldings
- 4) Decorative pilasters

• 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. Well 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.

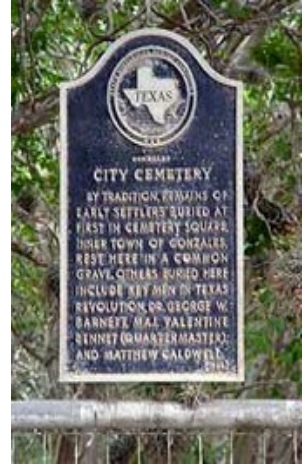
- Multi-Purpose Arena



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.

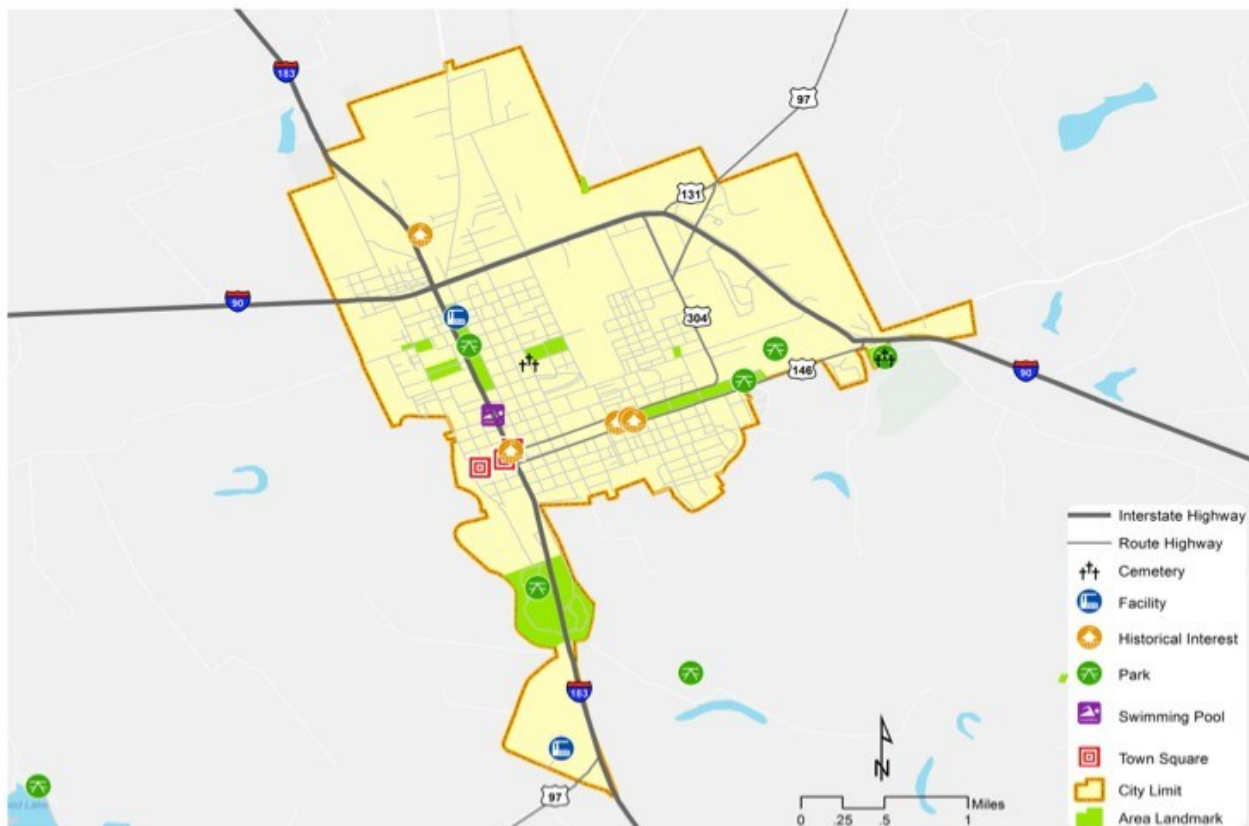
- Market Square

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

City of Gonzales, retrieved from: <http://www.cityofgonzales.org/communityservices/parks/default.asp>

Tour Gonzales, retrieved from: <http://www.tourgonzales.com/confederate.html>

Gonzales Texas Chambers of Commerce & Agriculture, retrieved from: <http://www.gonzalestexas.com/tours/historic-walking-tour>

Cliff Moughtin, Taner Oc and Steven Tiesdell. 1999. *Urban Design: Ornament and Decoration*. Second Edition. Architecture Press.

Gonzales Chamber of Commerce and Agriculture, retrieved on Oct. 10, 2012 from <http://www.gonzalestexas.com/tours>

Kevin Lynch. 1960. *The Image of the City*. MIT Press

Old Houses, retrieved Oct.10, retrieved on Oct. 10, 2012 from <http://www.oldhouses.com/>

RED WING south and historic properties survey, retrieved on Oct. 11, 2012 from http://www.redwing.org/images/content/files/planning/south_survey_report_1b.pdf

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

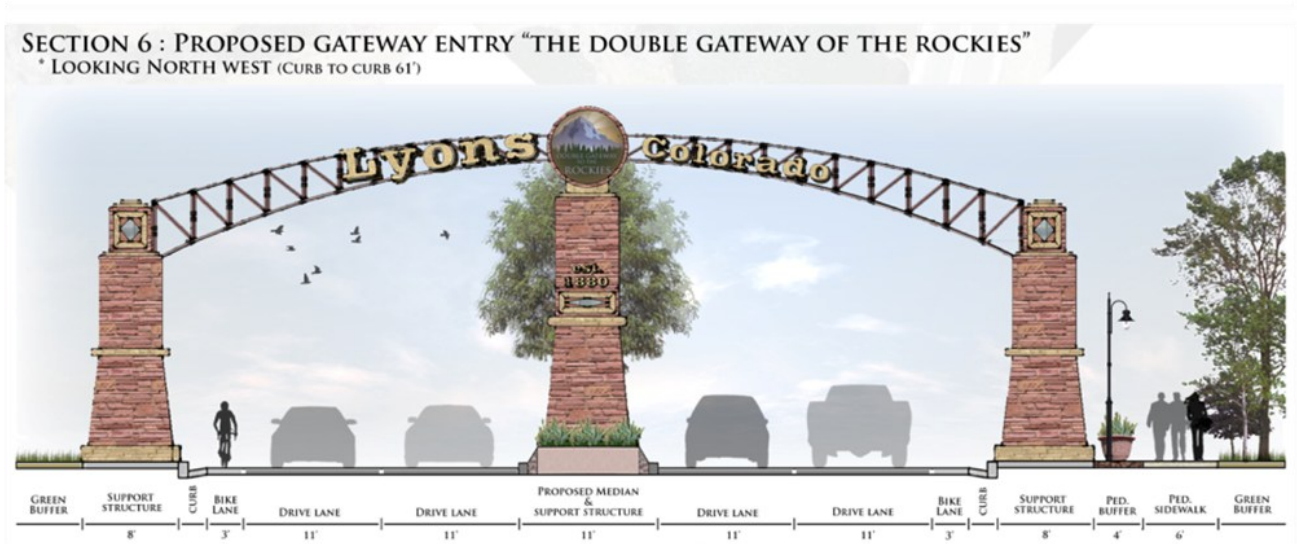
As part of its image improvement, the city should take measures to attract more tourists via updating its downtown lighting fixtures to be of a more pedestrian scale and adding easy-to-read wayfinding signs. Figure 8.3 demonstrate the type of ornamental historic lighting fixtures and tourist banners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

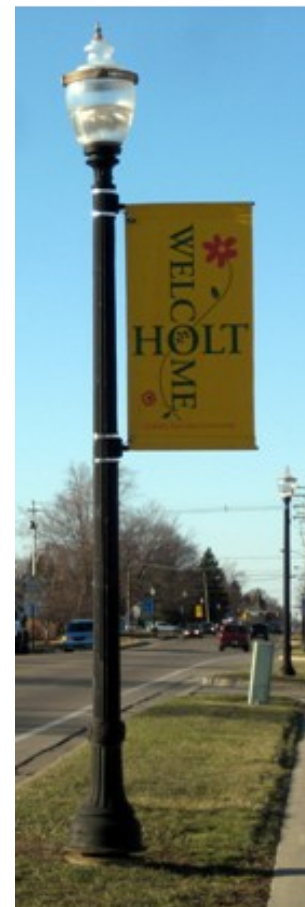
Figure 8.2: An example of a gateway monument



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

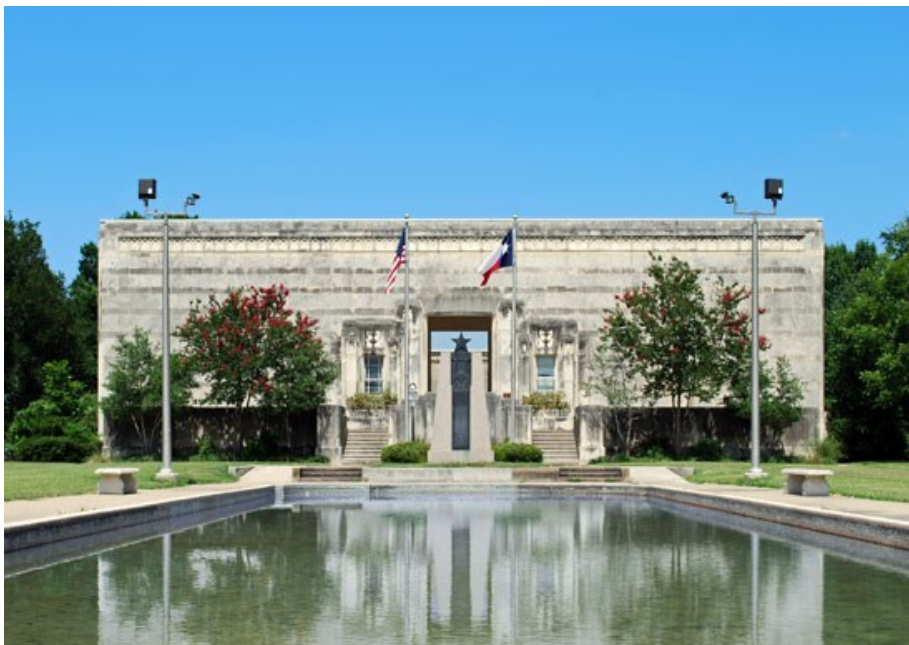
Cultural Identity

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.



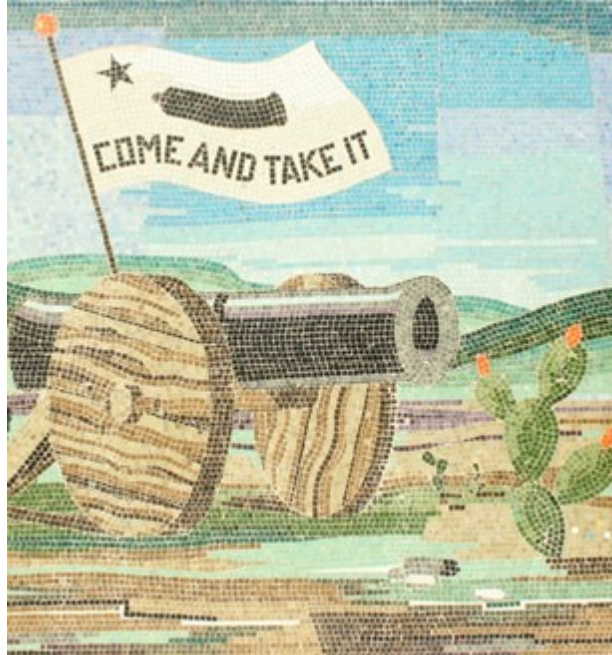
http://farm2.static.flickr.com/1086/677670296_c10e2a727f.jpg

- 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>

<http://www.belleoaksinn.com>

Waters, Lori E. “Heritage Management Planning Report for Gonzales, Texas”. May 2011.



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

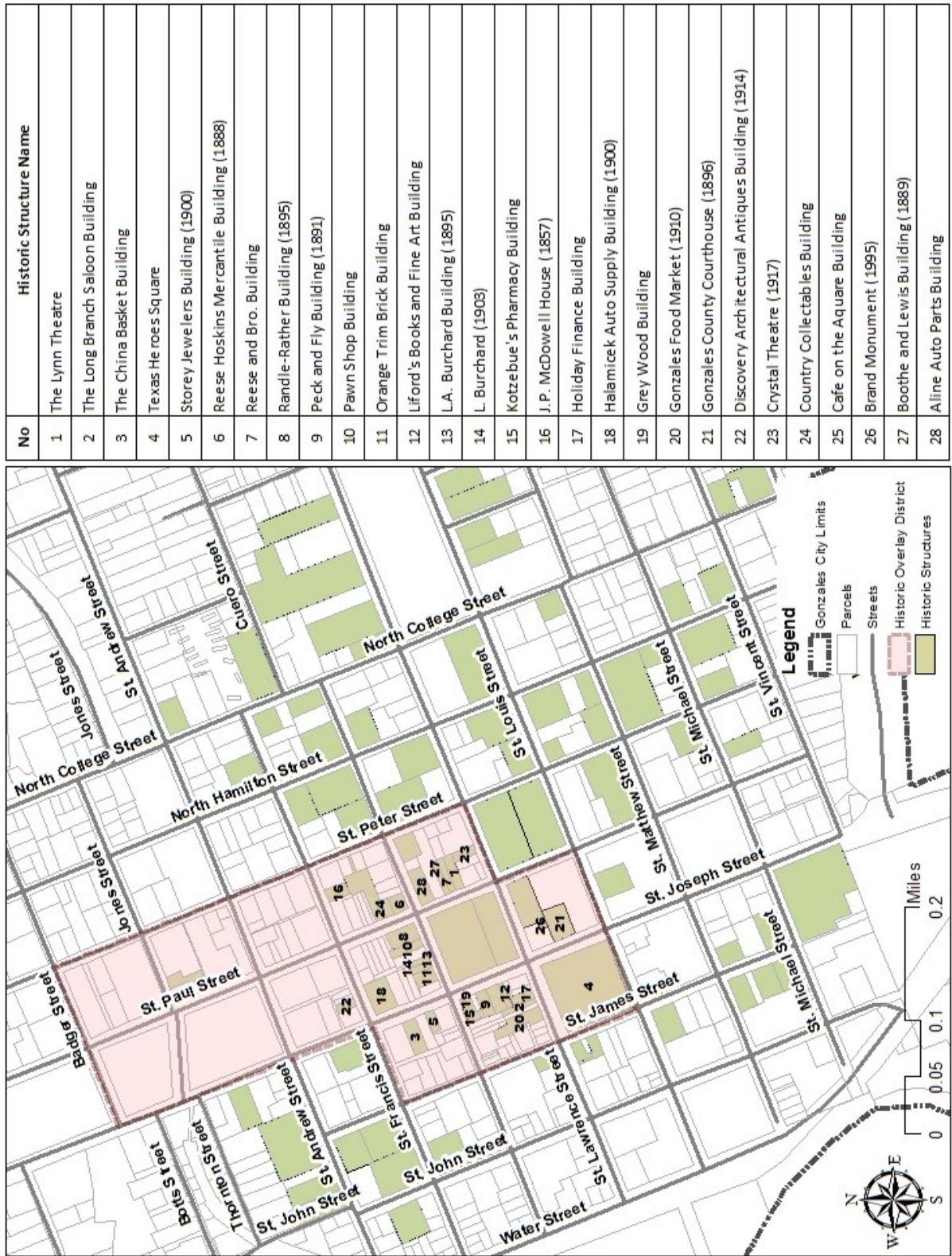
Two different Historic Overlay Districts are proposed in Downtown Gonzales. The alternatives provide the city flexibility to select its preferred downtown historic district.

- 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)



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 zoning exceptions	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 and 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.

- 3. Shutters and Other Sun Control Devices
- Shutter material, design, color and construction should be compatible with the design and period of the historic building.
- Whether or not made operable, new shutters shall be of sizes that faithfully reproduce the original dimensions that would close entirely over the opening.

4. Signs

- Sign colors must coordinate with Color Palettes for Granbury's Town Square Historic District on display at City Hall in Granbury.
- The lighting of a sign should be consistent with the building's historic period.
- Awning signs are allowed when they are painted or applied flat against the surface of the awning tail.
- No reflective materials and/or paints are allowed except for silver or gold leaf.

5. Roof Shapes

- Restoration of building roofs in a historic district generally shall be compatible with the district.
- When restoring roofs and other architectural components, original architectural shapes and materials shall be used in order to maintain the building's compatibility with the historic period of the rest of the district.
- Maintain / restore the original style, pitch, location and material of all components of a roof on very historic building.

The following architectural regulations are found in the Historic District Design Guidelines for the City of Elgin, Texas. The regulations of this example are like suggestions for property owners, which are less detailed and not intensive. Additional information regarding this example can be found at <http://www.elgintx.com/designguidelines.asp>.

Architectural Regulations

1. Storefronts

- Color
 - Exterior body and trim colors should be selected from historical selections.
 - Trim color should contrast with the brick.
 - Façade colors should be represented in storefronts and signs. Trim color can be used for lettering of signs.
 - Sign colors should relate to trim color.

- Color scheme should coordinate with the building elements and is sensitive to the architectural aesthetic.
- Color scheme should be sensitive of the buildings immediately adjacent to the property.
- Retain the intrinsic color of unpainted surfaces, such as masonry walls.
- Windows
 - Original glass pane size and window dimensions should be maintained.
 - When replacing windows use the same dimensions and locations as original windows.
 - Tinted and Plexiglas windows are not allowed.
- Entries
 - Recessed entries where they are original should be kept that way or redesigned to have a recessed entry where possible. Recessed entries help identify entrance as well as provide shelter.
 - Preserve the proportions of the original door opening. Whenever possible, reconstruct original doors.
 - Maintain recessed entries.
 - First work with original materials if still intact. Otherwise, remake to fit original dimensions.

2. Awnings and Overhangs

- The awning or overhang should not hide features of the building.
- Awning or overhang should not be too large or small for the building. Choose an appropriate size.
- Ensure that the awning fits the dimensions of the window construction.
- Ensure the awning fits with the overall scheme of the block.
- Keep the awnings simple without themes or elaborate decorations.

3. Lighting

- Lighting conduits and wiring shall be internal or otherwise not visible from the exterior of the building.
- External light fixtures shall illuminate only the storefront and/or ground story signs.
- The number and size of light fixtures shall be modest and proportional with the scale of the storefront.
- The design and placement of light fixtures shall relate to the storefront and complement or not diminish the architectural style and detail of the building.

- Fluorescent and high intensity light shall be permitted only if the source of light is concealed and shielded.
- Recessed soffit light fixtures and decorative pendant fixtures shall be permitted within the soffits of recessed storefront entranceways provided that the installation of such fixtures does not cause damage to historic stone or metal lintels.

The following streetscape regulations are also found and revised from the Historic Design Guidelines of Historic Preservation Commission for the City of Granbury, TX. Additional information regarding this example can be found at <http://tx-granbury2.civicplus.com/documents/11/16/Guideline%2014%20LANDSCAPE%20AND%20STREETSCAPE%20-%20Revised%202011.PDF>.

Streetscape Regulations

1. Street Furniture

- The locations and styles of benches or seating shall be approved by the Historic Commission, as well as the locations and styles of newspaper racks.

2. Sidewalks, Walkways and Curbs

- Old stone sidewalks and curbs shall be maintained in all historic districts.
- Where old sidewalks must be replaced, such replacement shall be made of similar material and of similar sizes.

3. Parking

- The exterior design and materials of parking structures must be compatible with nearby historic buildings and districts.
- Ramps of parking structures shall be contained within the structures, and concealed from street views by appropriate walls.
- To supplement on-street parking, new construction is encouraged to provide parking behind buildings, out of view from the street.
- Landscape hedges with a maximum height of three feet should be installed in conjunction with fences to screen parking areas in front yards of historic districts.

4. Lighting

- Fixtures predating the original installation of electrical supply (early 1900s) to the site should be avoided. Carriage lamps and gaslights are examples of inappropriate fixtures because they date from a period earlier than Granbury's history.
- Artificial Lighting was introduced in Granbury in about 1903. Street Lighting was probably added shortly thereafter. Illumination levels in public exterior spaces seldom exceeded 1- to 2-foot candles, a level unacceptable by current standards.

- The type of fixture selected should be compatible with the original period of the building or buildings in the historic district, otherwise concealed or of a very simple design.
- An average illumination level of 5-foot-candles or less is preferred, except where specific site conditions warranting different light levels are approved by the Historic Preservation Commission.

The following street display regulations were revised from the regulations originally in the guidelines of the Historic Downtown District Overlay for the City of Corsicana, TX. Additional information regarding this example can be found at http://www.cityofcorsicana.com/uploads/8/2/0/0/8200960/cityofcorsicana_historicdowntownoverlayguidelines.pdf.

Street Display Regulations

1. Parking

- On-street parking is permitted and encouraged to attract retail and business customers
- Semi-trailer, wheeled vehicle pulled by a trailer towing device, truck tractor, or 18-wheeler is prohibited from parking on any street or private or public spots and lots within the historic district, with the exception of loading.
- On-site parking is permitted in the form of a paved surface lot, which must be screened by a continuous line of greenery if fronting a street within the historic district. The greenery must be at least 30 inches tall at the time of planting.

2. Displays

- Outdoor retail displays are permitted, but cannot reduce the sidewalk space to less than 4 feet for pedestrian traffic.
- Merchandise may be displayed only during store business hours and must be moved indoors at the end of each business day.

3. Sidewalk Restaurants

- Sidewalk restaurants are permitted, but cannot reduce the sidewalk space to less than 4 feet for pedestrian traffic.
- Fences, railings, or barriers are not permitted to encroach on the sidewalk space and reduce it to less than 4 feet.



Designing a Waterfront Connection for Gonzales

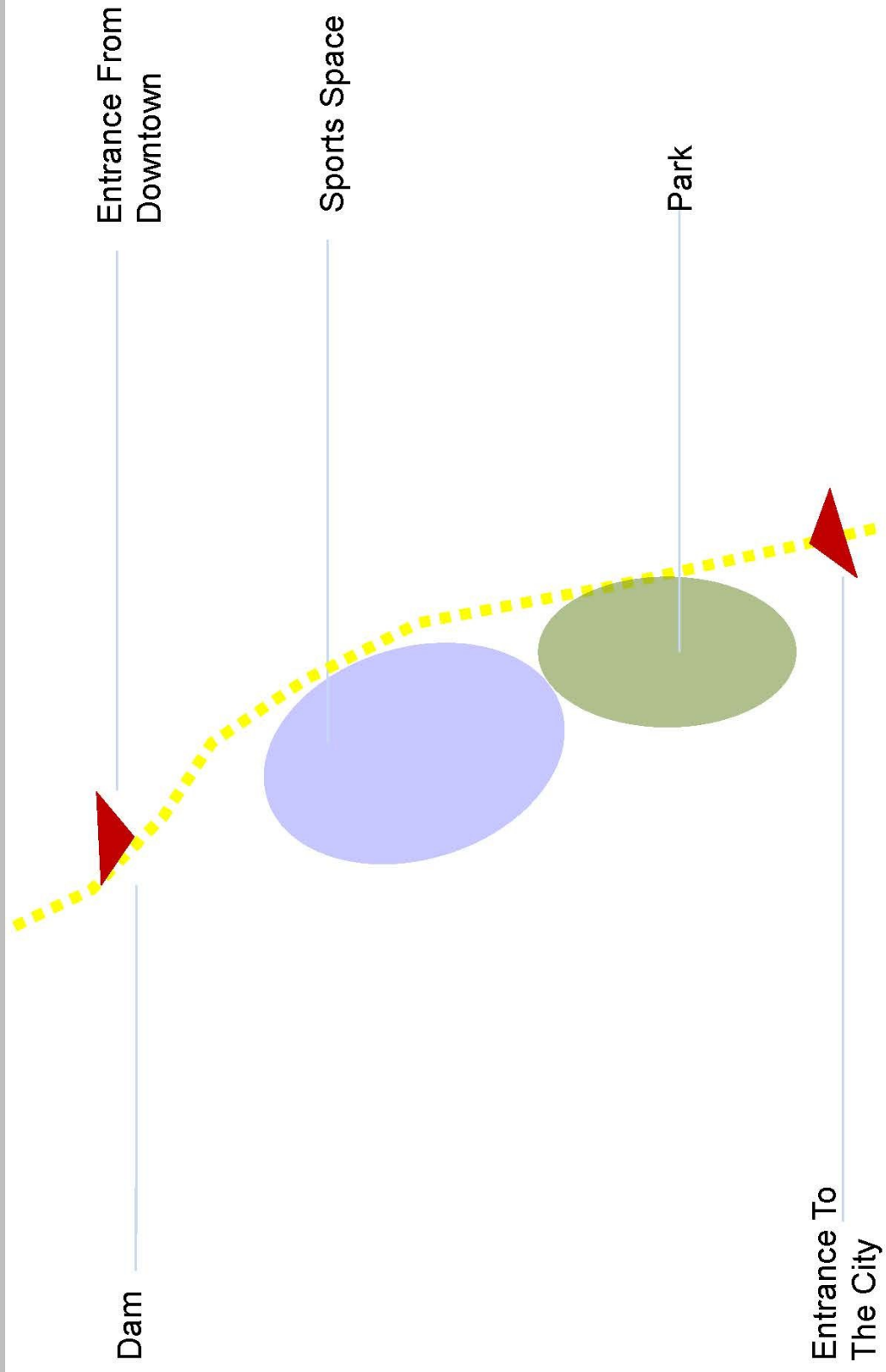
**MLA: Siman Ning
Yue Yao**

**MUP: Michael Martin
Alex Coleman
Kevin Crosby
Shuman Tan
DongJin Han**

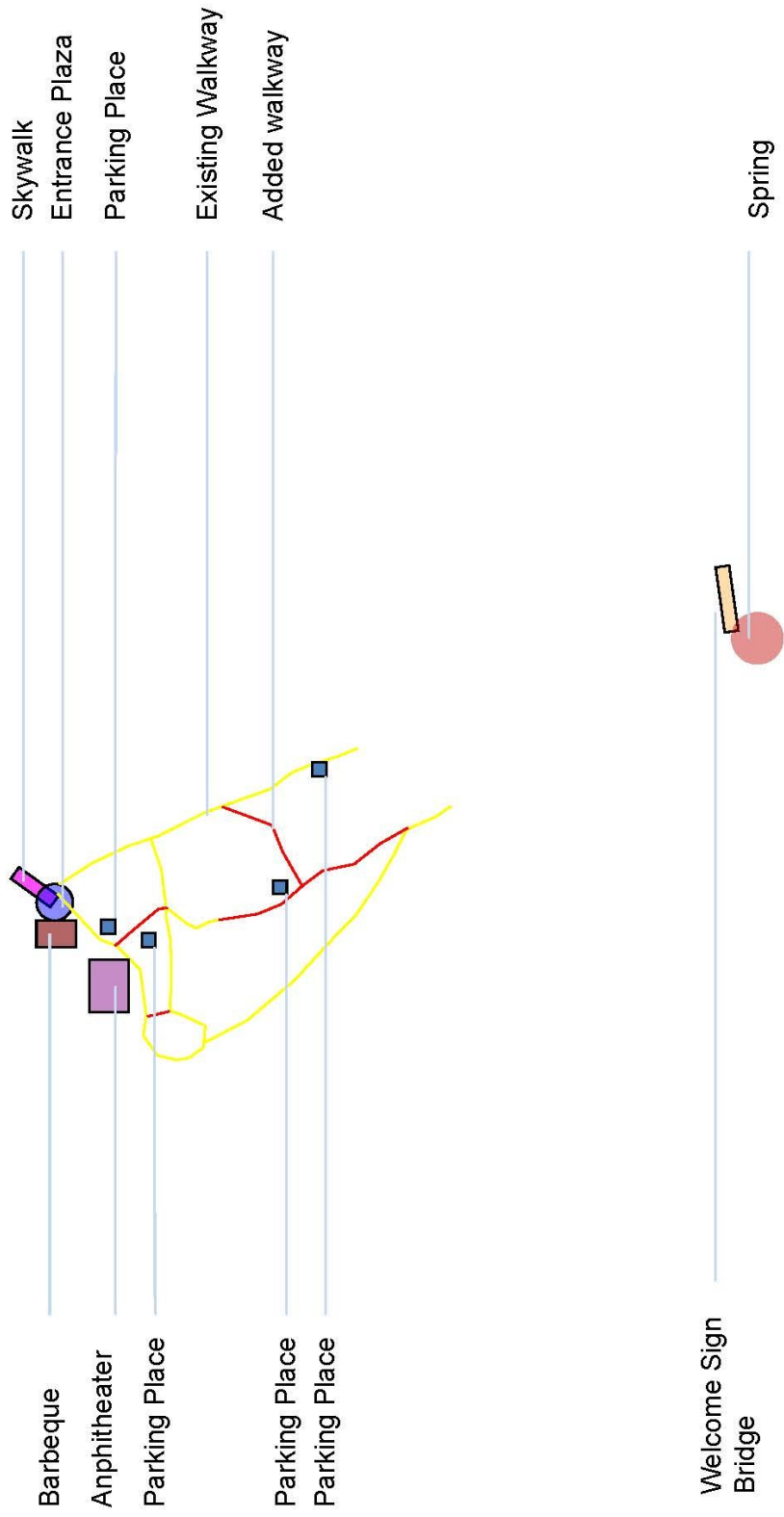
Designing Goal

Link the city of Gonzales, specifically its city center, to the closely located River. With as much history as Gonzales has, the river plays a major role in the development of the city, but also provides many opportunities for multiple uses along the river. The amphitheater would bring in people from outside of the city, boosting the economy and providing another utilization of the river. The development and promotion of the city is important in bringing interest and attention to this area of the city.

Site Analysis



Design Concept



Master Plan



New and improved elements

- Skywalk
- Entrance Plaza
- Deck
- Trails
- Barbeque
- Parking
- Seating
- Amphitheater
- Planting
- Landmark
- Bridge
- Shelter
- Focal Point
- Playground
- Parking

Skywalk & Entrance Plaza



Use a skywalk to connect the junction of St. John Street and Water Street. Improve walkability from the downtown center to the proposed entrance of the riverfront park. Use skywalks or elevated pathways to create safe pedestrian linkages to and from the river.



Create a sense of arrival by adding an entrance plaza close to the downtown.

Decks & Loops

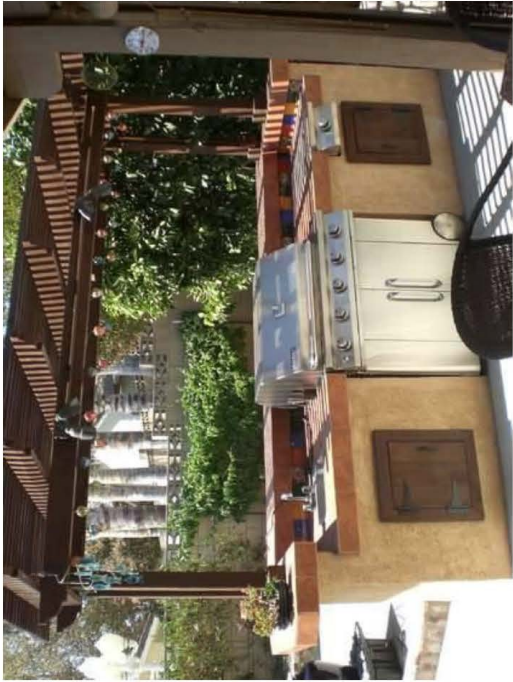


Add decks along the river to increase recreational opportunities and provide areas to fish.
(google images)

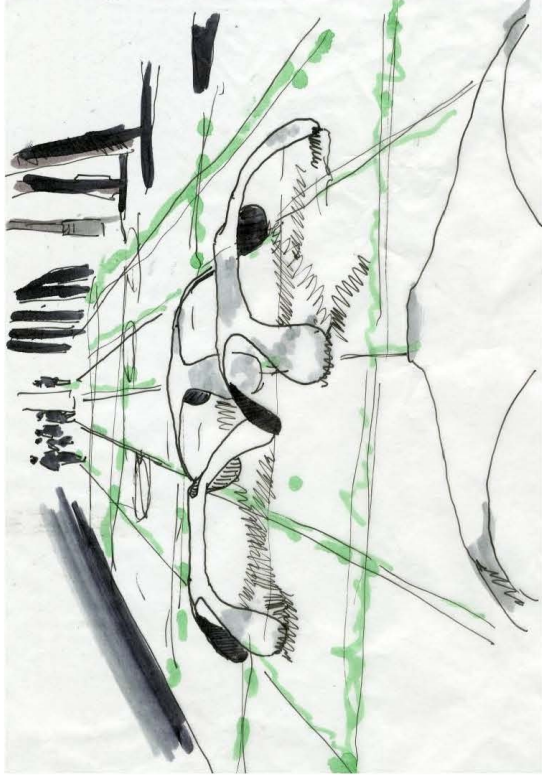


Add loops, trails and bike lanes to connect existing land uses with new entrances. This would also promote healthy living throughout the city.

Barbeque Pits & Seating



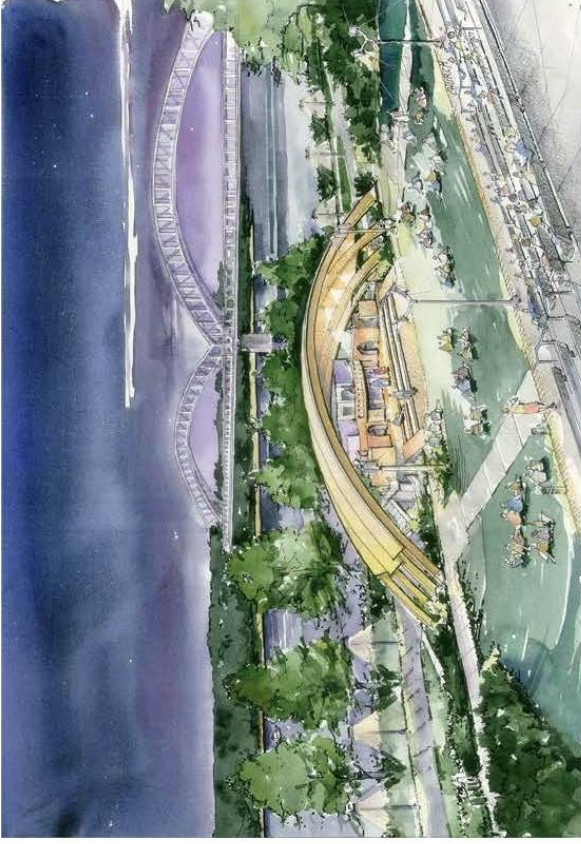
Add barbeque pits and camping areas to promote overnight use of the park. (google images)



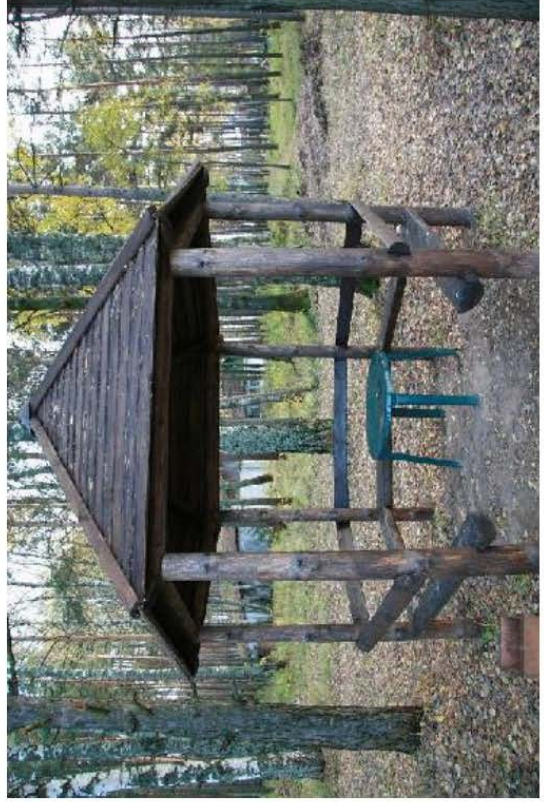
Provide comfortable seating along paths to encourage river usage

Amphitheater & Shelters

Incorporate an amphitheater to bring performances and music to the river, again, increasing interest in the river. (google images)



Provide shelters in open spaces to protect people from sun and storms. (google images)



Landmark & Bridge

Add a welcome sign near the bridge to give a sense of arrival.



Redevelop the bridge in step with Gonzales' Mexican history, using terra cotta tiles and stucco siding. Create a sense of arrival near the intersection of the river and the highway, which also happens to be the boundary of the city. Gateways are critical in developing a city image.

(google images)



Playground & Parking



Adding playgrounds near sport courts and fields improves the convenience of activity centers and encourages families to visit the river front.
(Google Images)



Add small parking spaces so that people can park at beautiful places and enjoy the view.
(Google Images)



Thank you!

A-3: Landscape Architecture Renderings– Gonzales East/West Corridor

CONCEPT PLANS FOR THE GONZALES EAST/WEST CORRIDOR



LAND 601

Landscape students: David Danielson, Yixun Zhang
Planning Students: Allie Hyde, Boya Dui, Michael Lopez,
Izel, Medina, Drew Shelinutt, Jin Su

Street Elements and Access

- Line the streets with trees to define the corridor and provide a more pleasant walking experience.
- Texturize paving at cross-streets to slow traffic. Close off intersections during parts of the day with high pedestrian traffic.
- Connect sidewalks along the corridor and widen existing ones. Add crosswalks with crossing signals for pedestrians.



- Improve pedestrian lighting along the corridor.
- Define preferred parking areas along the corridor to discourage parking just anywhere along the shoulder.
- Add sidewalks, and where appropriate bike paths or bike lanes, along the entire corridor. Provide bike parking.

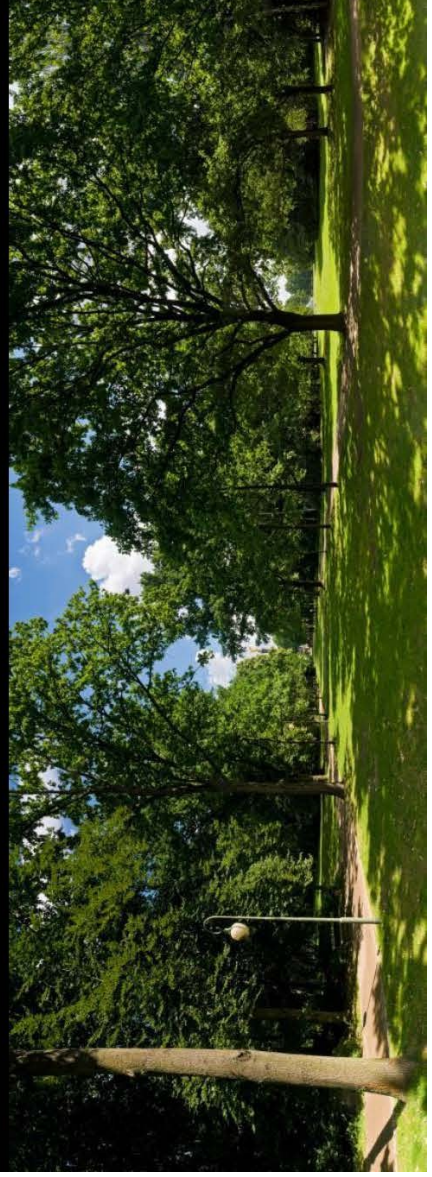


Amenities and Landscape Features

- Provide a commercial area in the center, beside the museum, to increase foot traffic.
- Add a green buffer along the road to quiet traffic noise and separate playgrounds from the street.
- Use symmetrical linear forms for pedestrian paths.
- Divert/dam stormwater from existing stream into a retention pond on the east end of the corridor. This will serve as a water feature and help define the end of the corridor.
- Provide shaded seating along the corridor and at least one public restroom.



- Increase the sense of community – highlight the community garden and any other existing garden areas.
- Add gathering spaces (i.e. picnic tables, plazas, overhangs). Enhance the playground and soccer field to the west of the primary school with more trees. Organize the shape of the playground and put the green space in the center of the playground.
- Use planted bioswales and dry ponds where possible to keep stormwater on site.



GONZALES EAST/WEST CORRIDOR FUNCTIONAL CONCEPT



GONZALES EAST/WEST CORRIDOR LAYOUT DETAILS—EASTERN PART

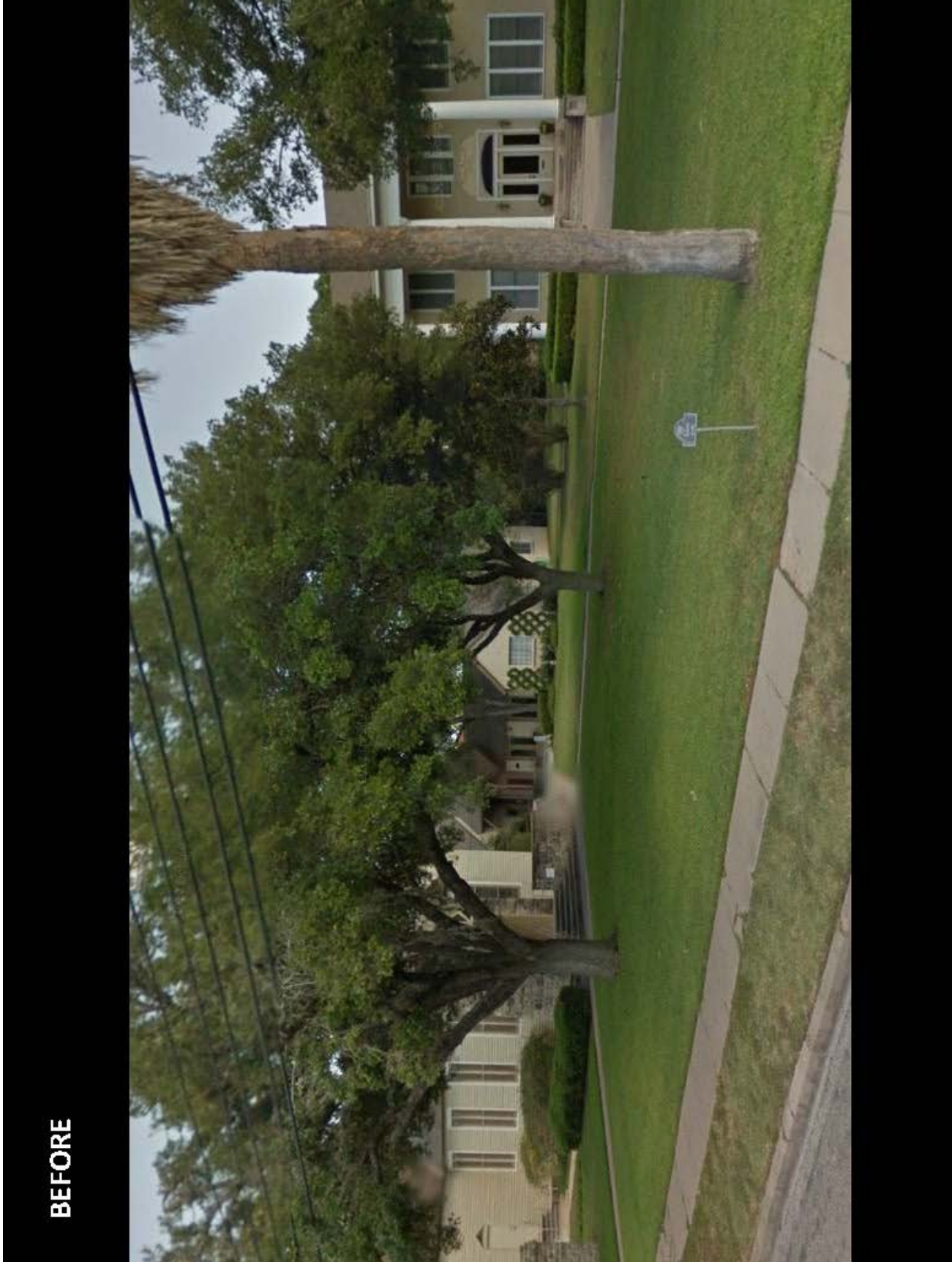


Gonzales, TX East/West Corridor: Gonzales City Park



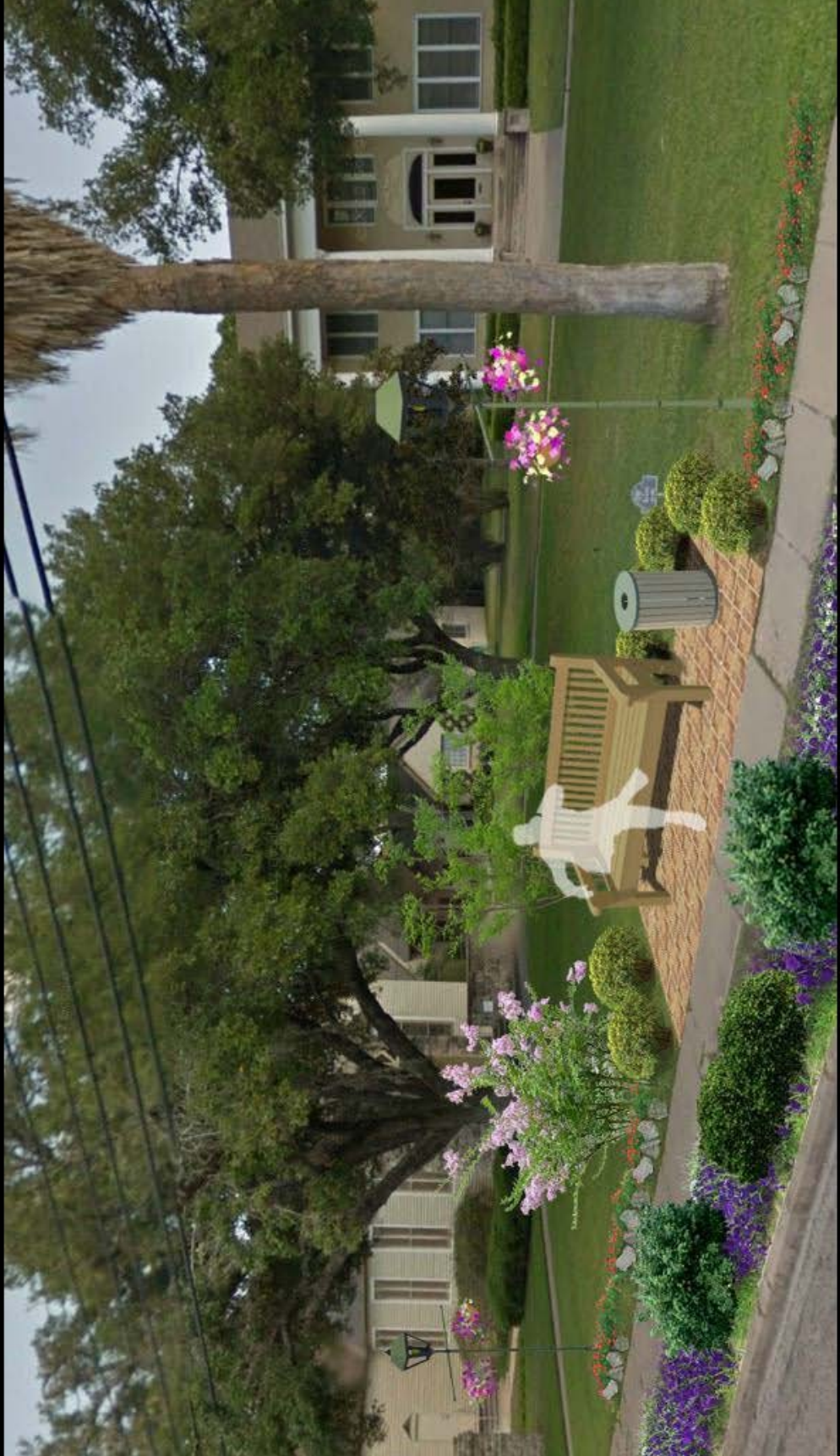
GONZALES EAST/WEST CORRIDOR LAYOUT DETAILS-- WESTERN PART





BEFORE

AFTER



BEFORE



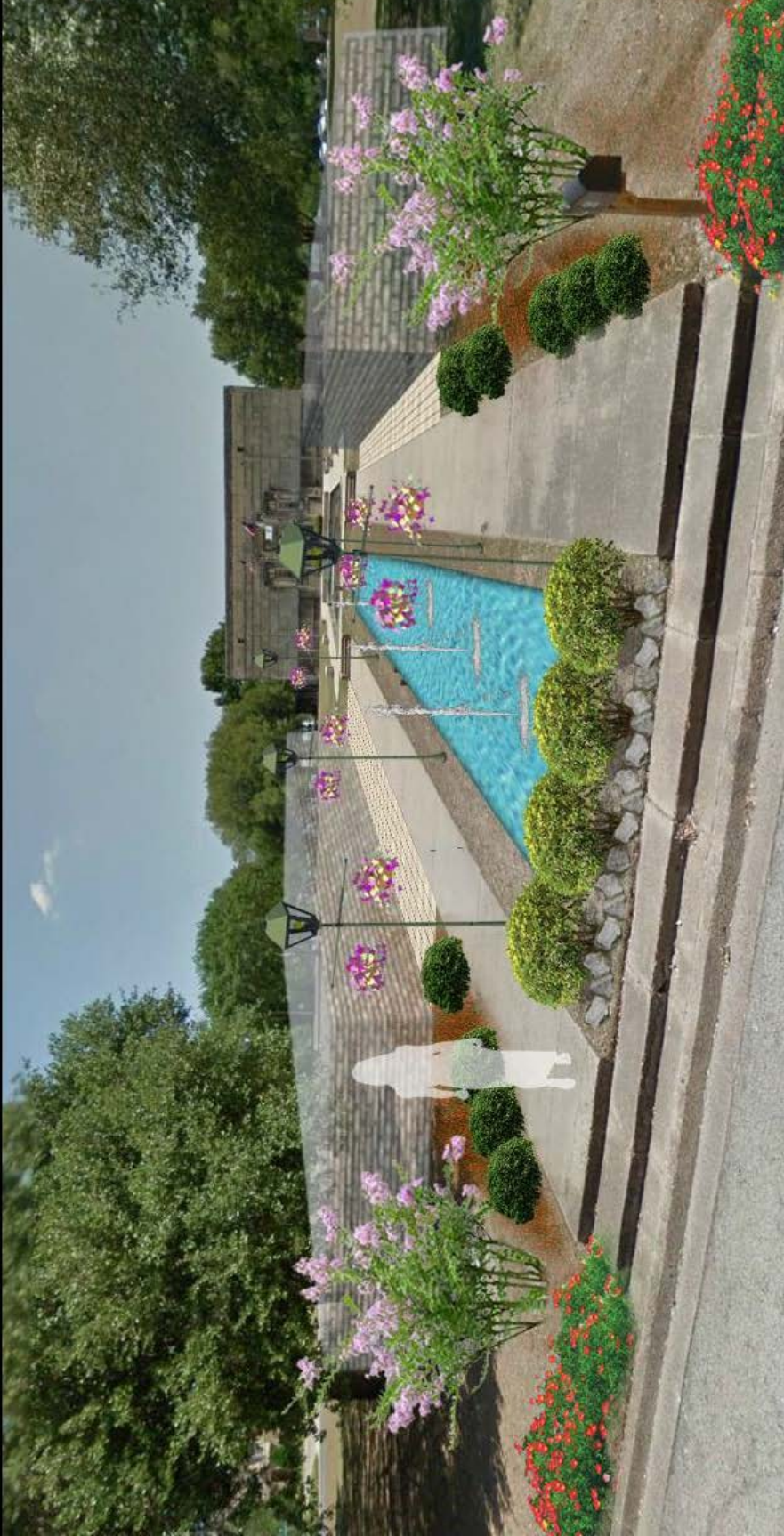
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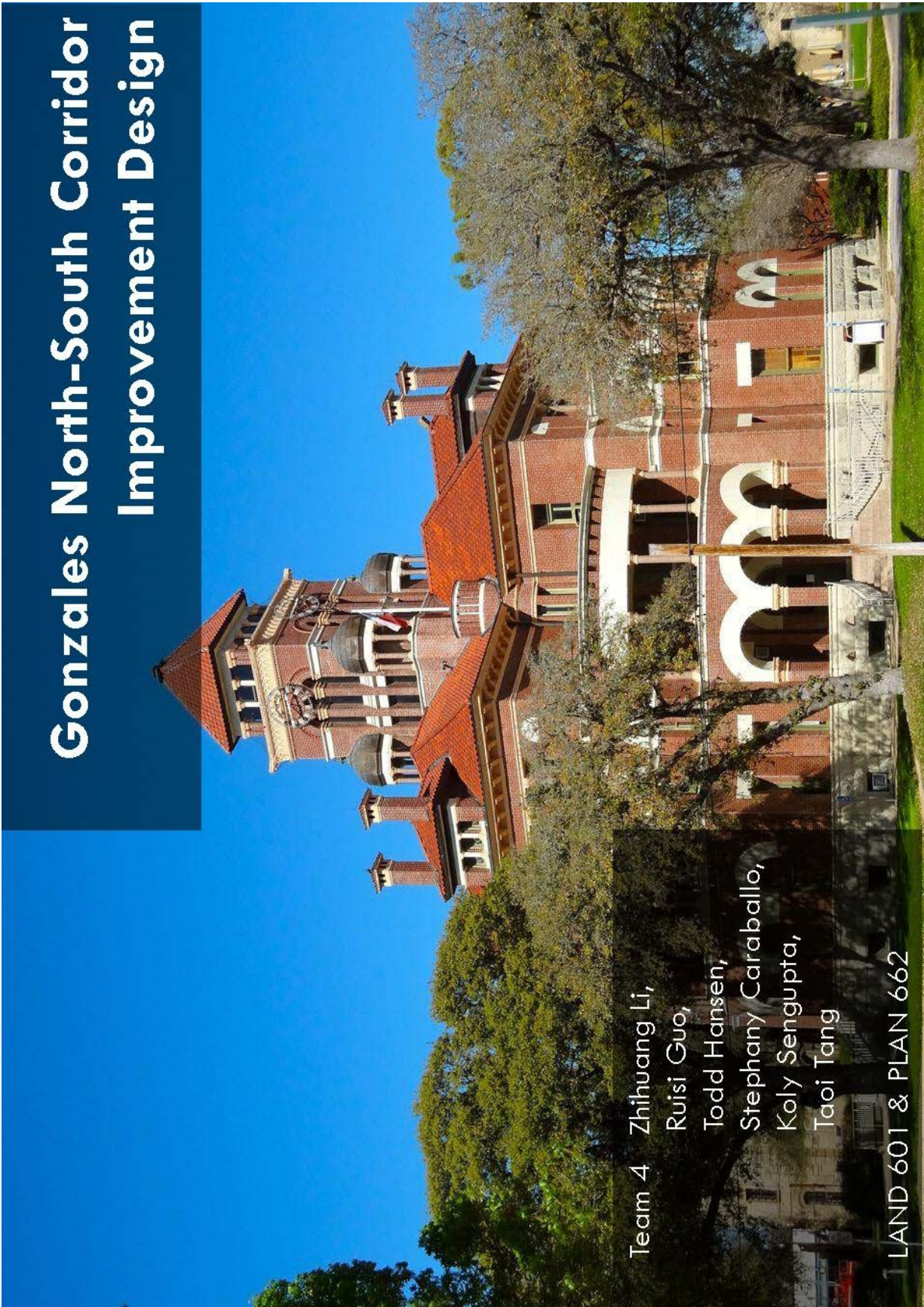
AFTER



THANK YOU!

A-4: Landscape Architecture Renderings– Gonzales North/South Corridor

**Gonzales North-South Corridor
Improvement Design**



Team 4 Zhihuang Li,
Ruisi Guo,
Todd Hansen,
Stephany Caraballo,
Koly Sengupta,
Taoi Tang

LAND 601 & PLAN 662

Introduction

- The city of Gonzales has over 100 historic sites.
- There are 88 contributing buildings and 6 contributing sites in this area. The buildings from this district are **from the late 19th and early 20th centuries.**



The Dr. W.T. Dawe House



The J.D. Houston House



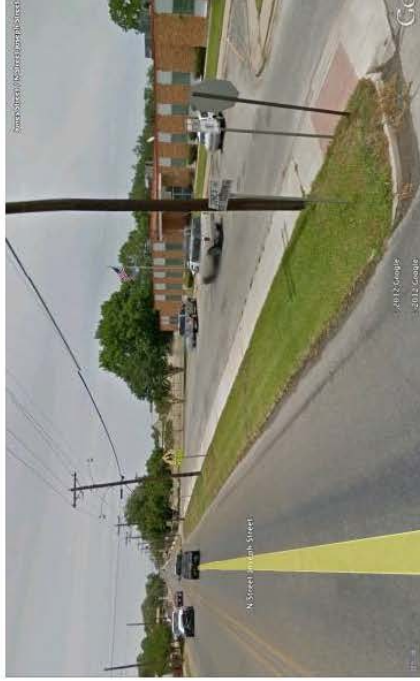
The T.H. Spooner House

Weakness

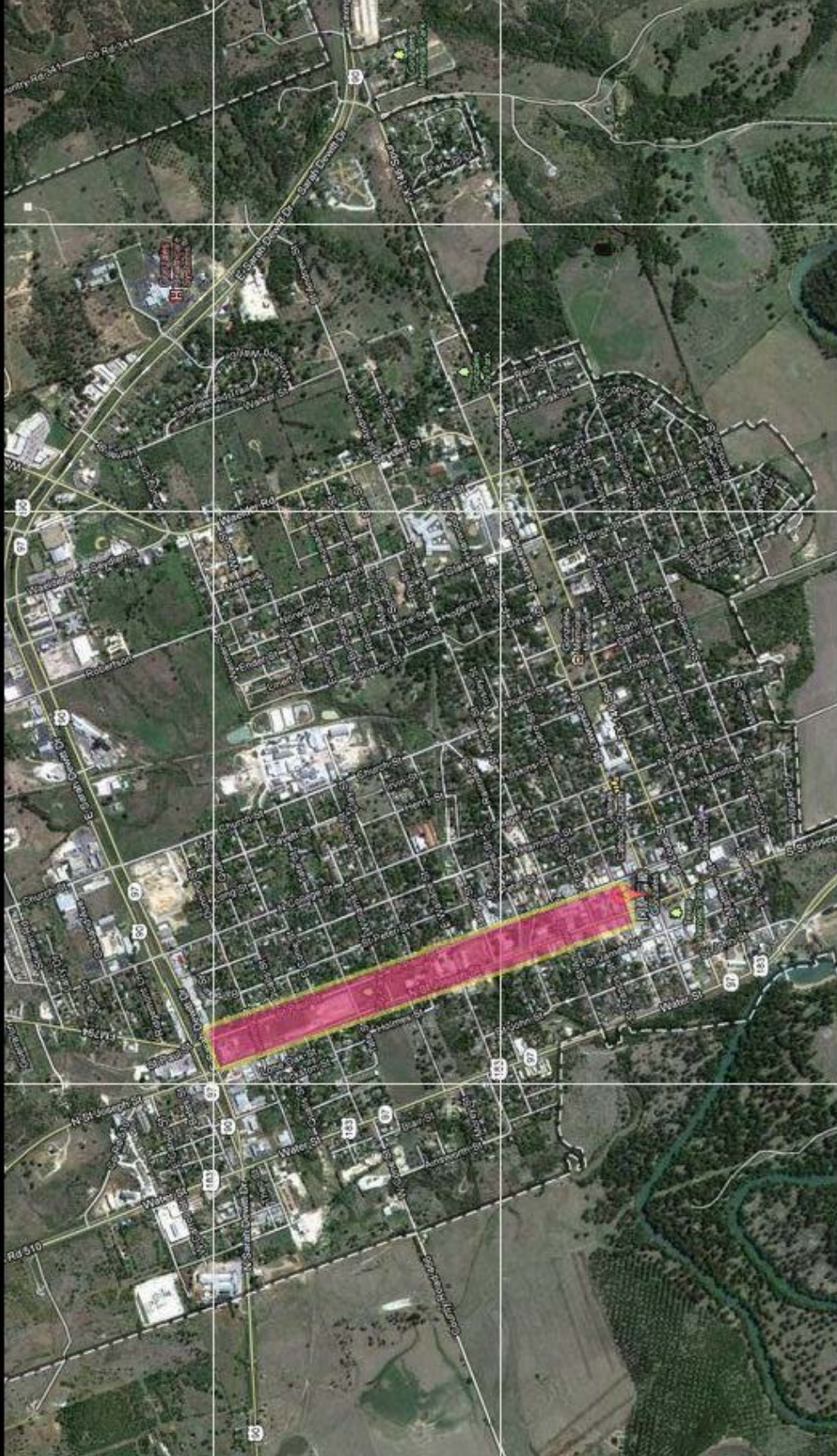
Poor streets

lack of vegetation

lack of access

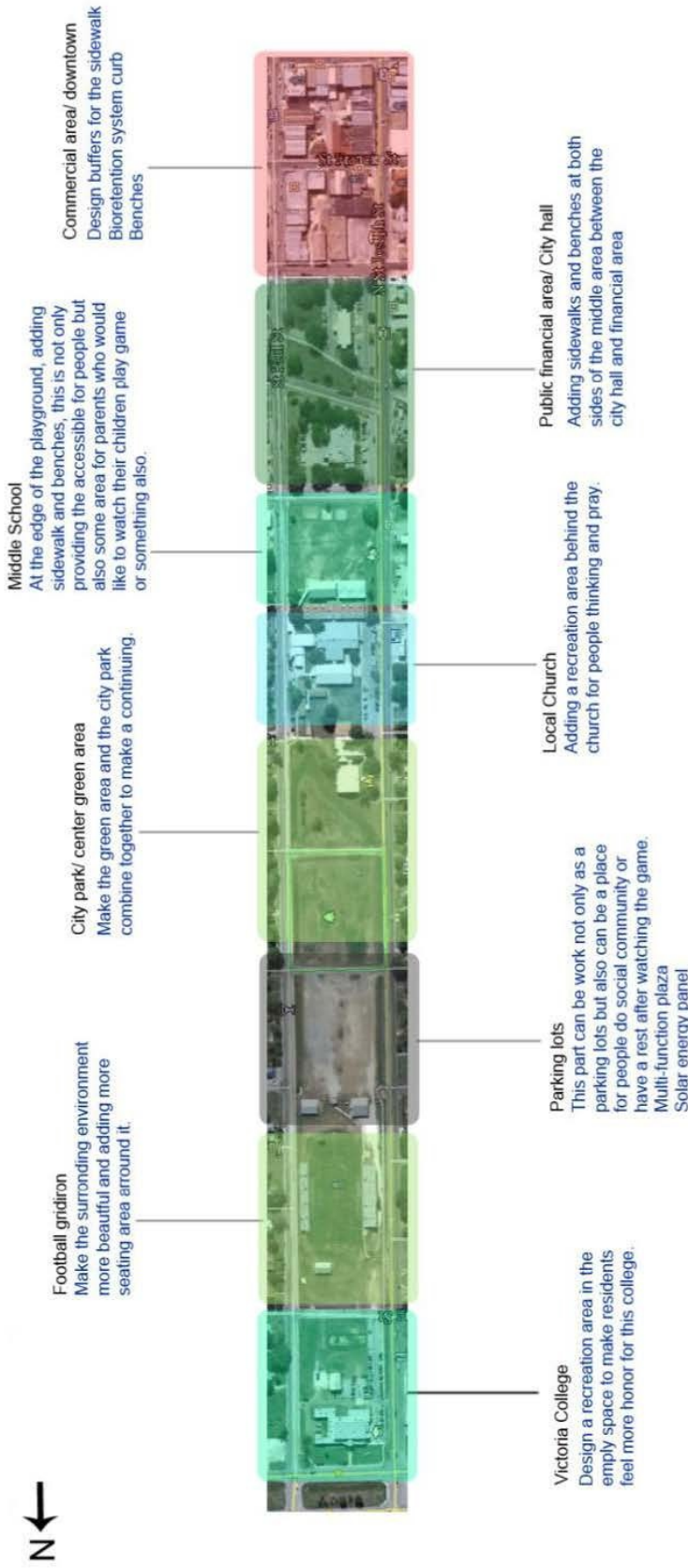


Site Analysis



Our site is the **North-South Corridor**.

Spatial Analysis



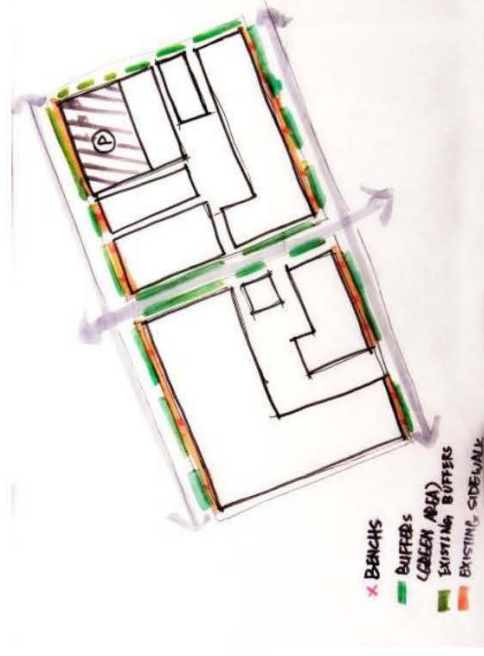
As one of the main streets in Gonzales, it has the potential to become a symbolic corridor for the city.

First Part

St. George Street to St. Andrew Street - Commercial area/downtown

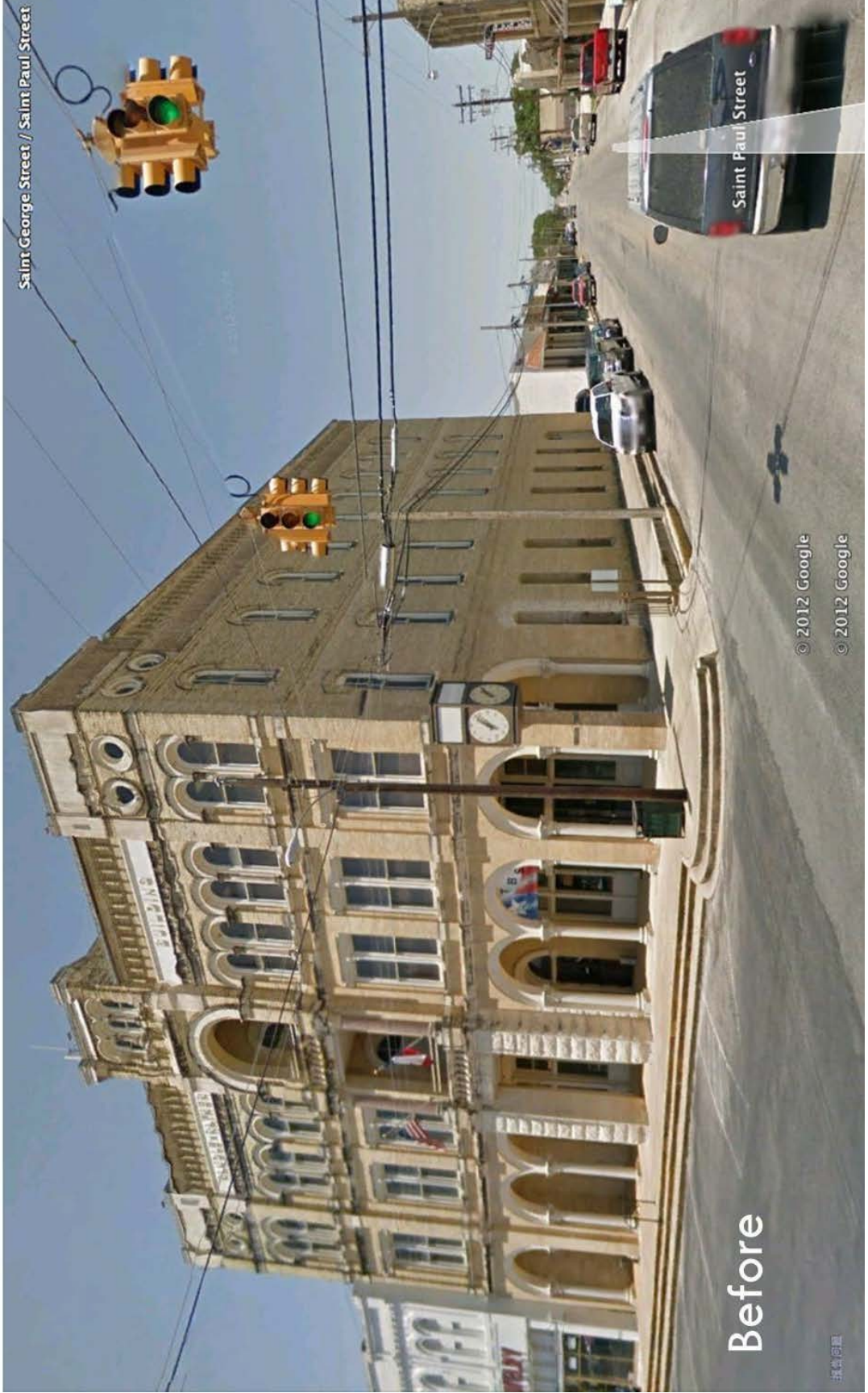
In this area, we add **buffers** to the **sidewalk** to make sure that people working or shopping in this vicinity feel safe. The buffer has another function: dealing with stormwater by using a **bioretention system**.

In addition, because this area is near the central plaza, we add **benches** to the sidewalk so people can rest while out and about.



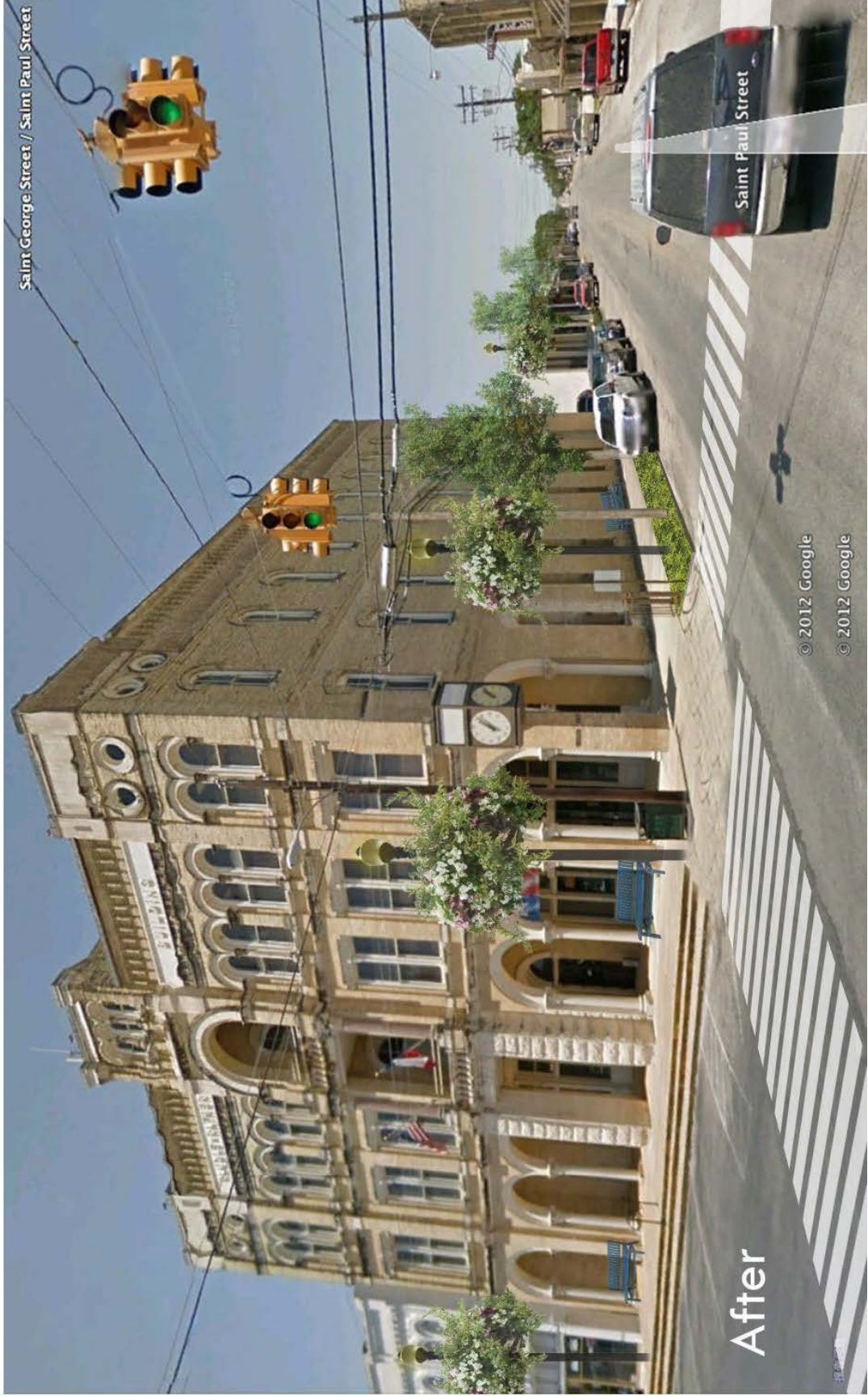
First Part

St. George Street to St. Andrew Street - Commercial area/downtown



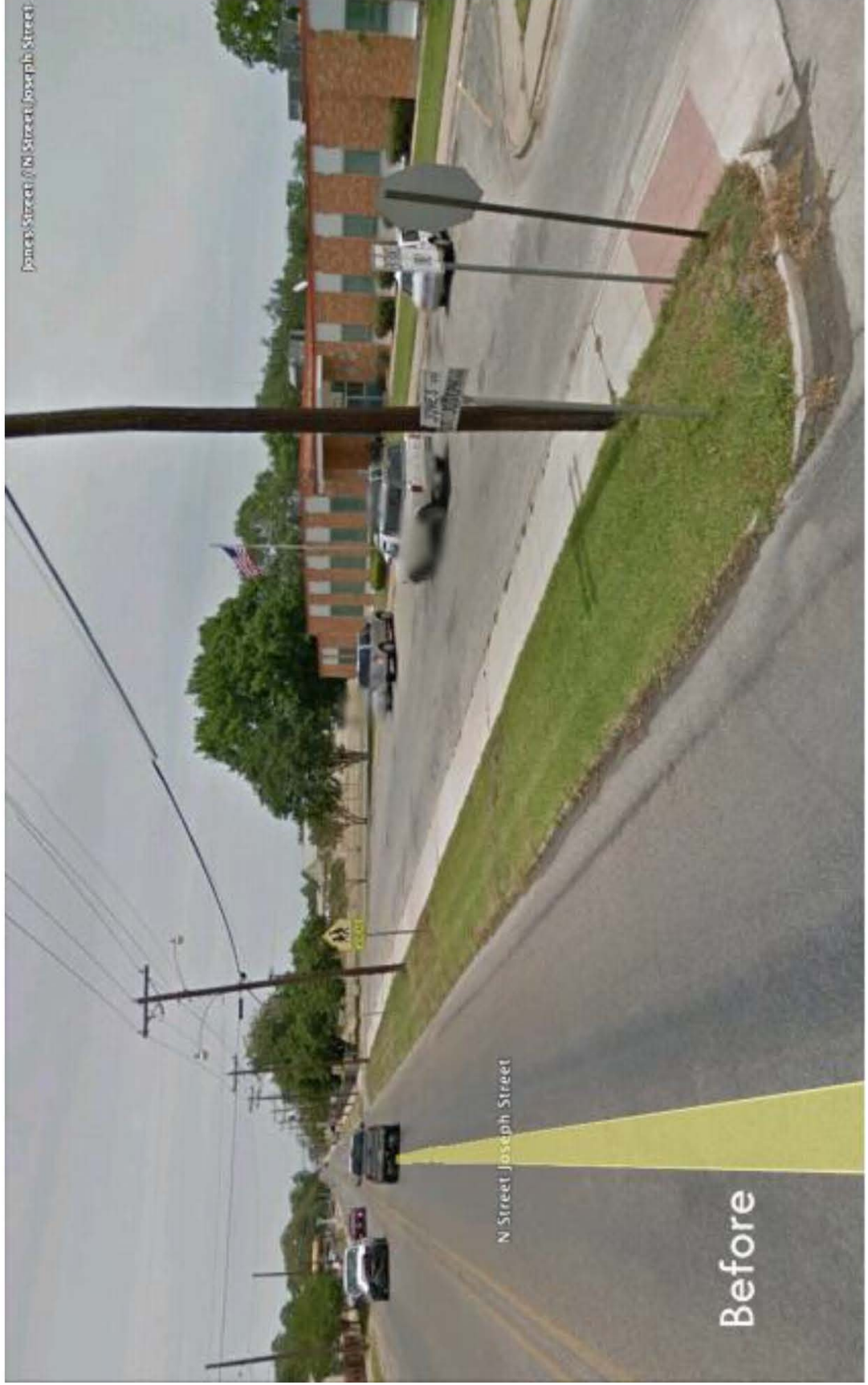
First Part

St. George Street to St. Andrew Street - Commercial area/downtown



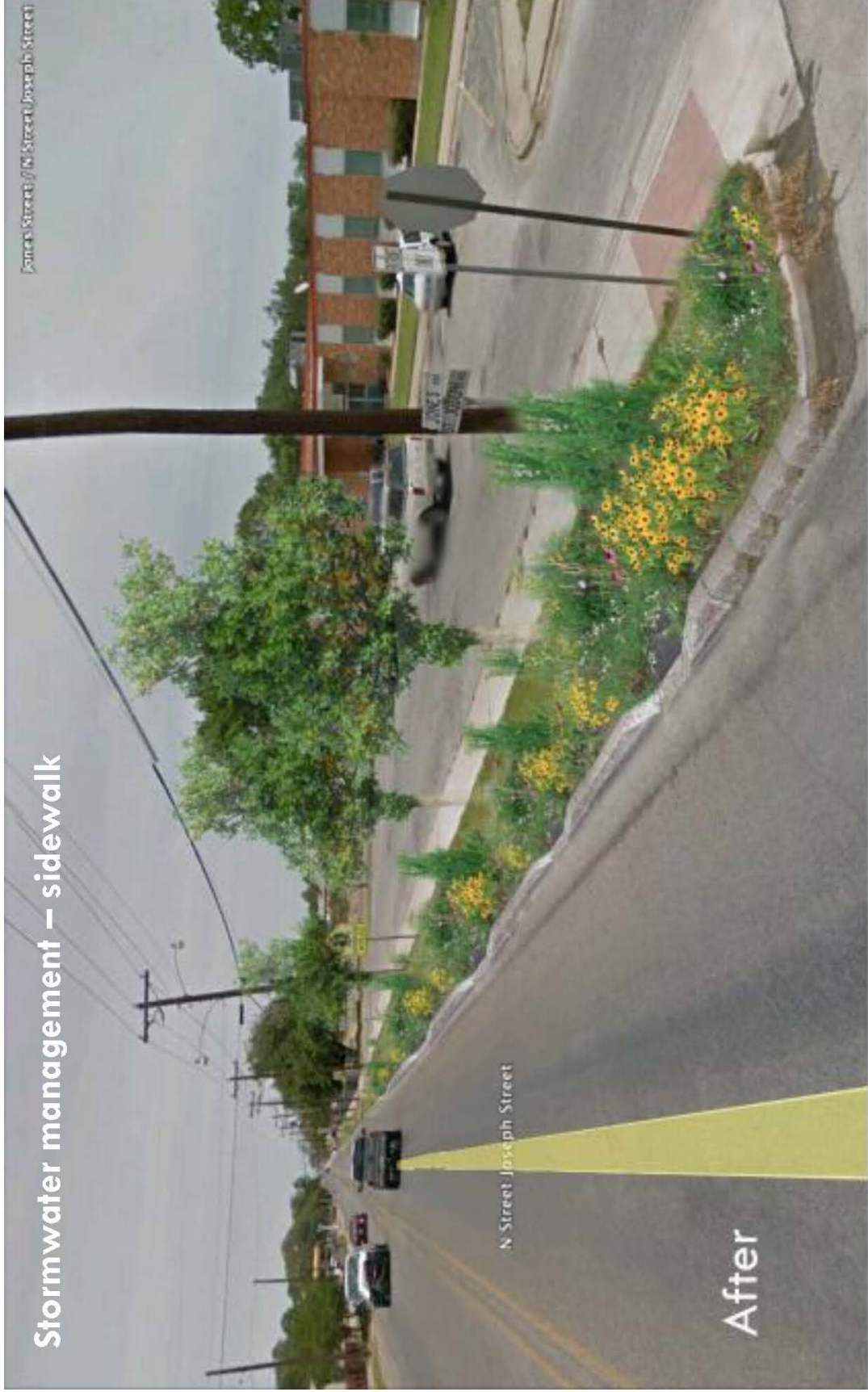
First Part

St. George Street to St. Andrew Street - Commercial area/downtown



First Part

St. George St. to St. Andrew St. --- Commercial area/ downtown



First Part

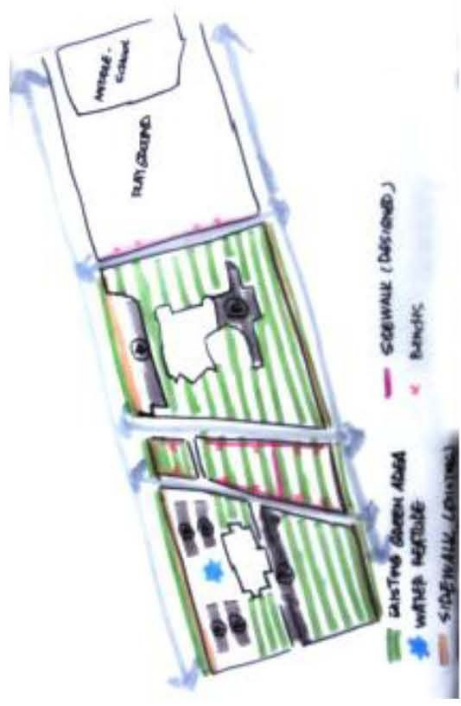
St. George Street to St. Andrew Street - Commercial area/downtown



Second Part

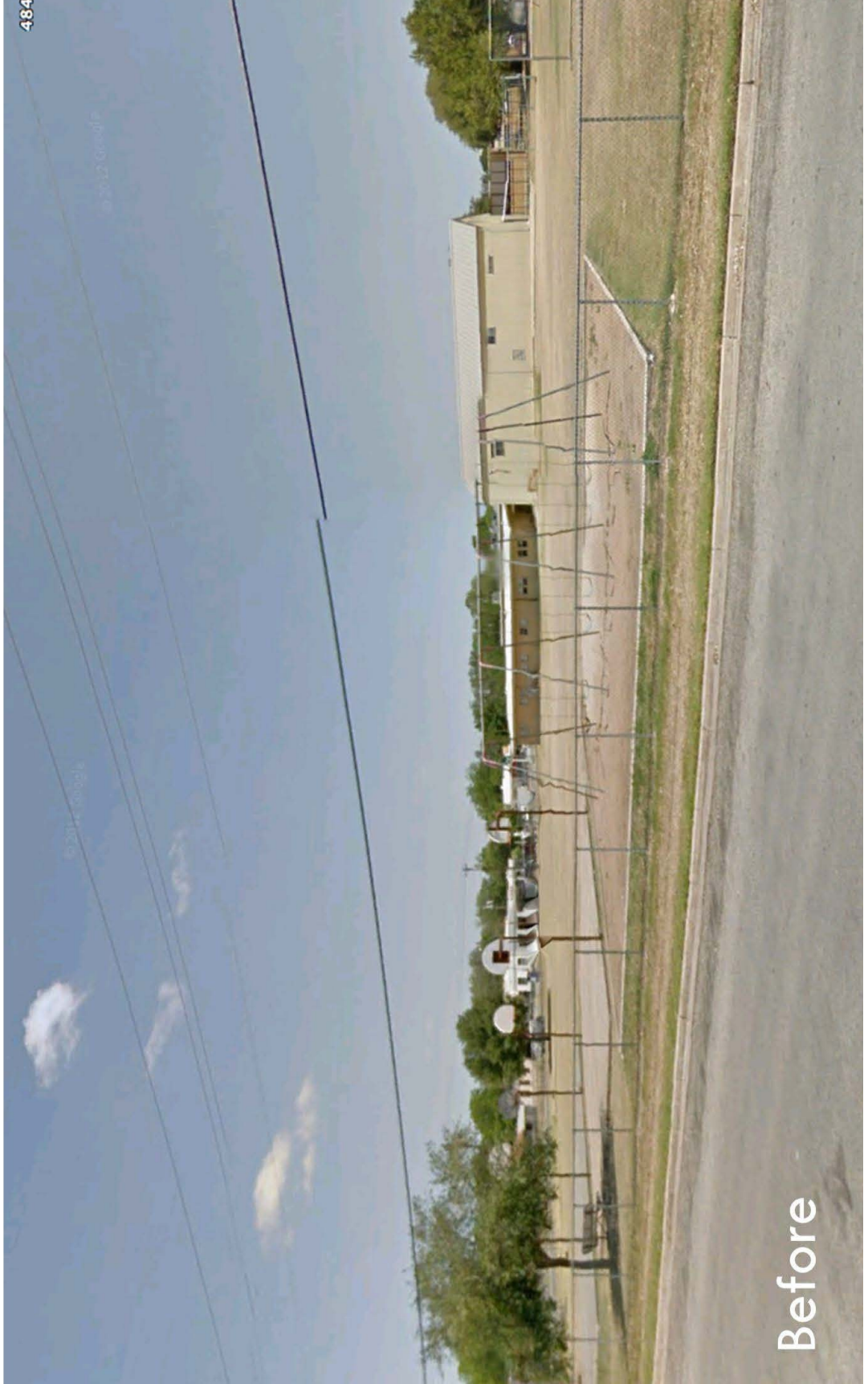
St. Andrew Street to Badger Street - Civic area (single story)

In this area, we add **sidewalks and benches** along both sides of the open space between the city hall and post office, improving the public space around an area central to the city's functioning.



Second Part

Middle School



Second Part

Middle School



Second Part

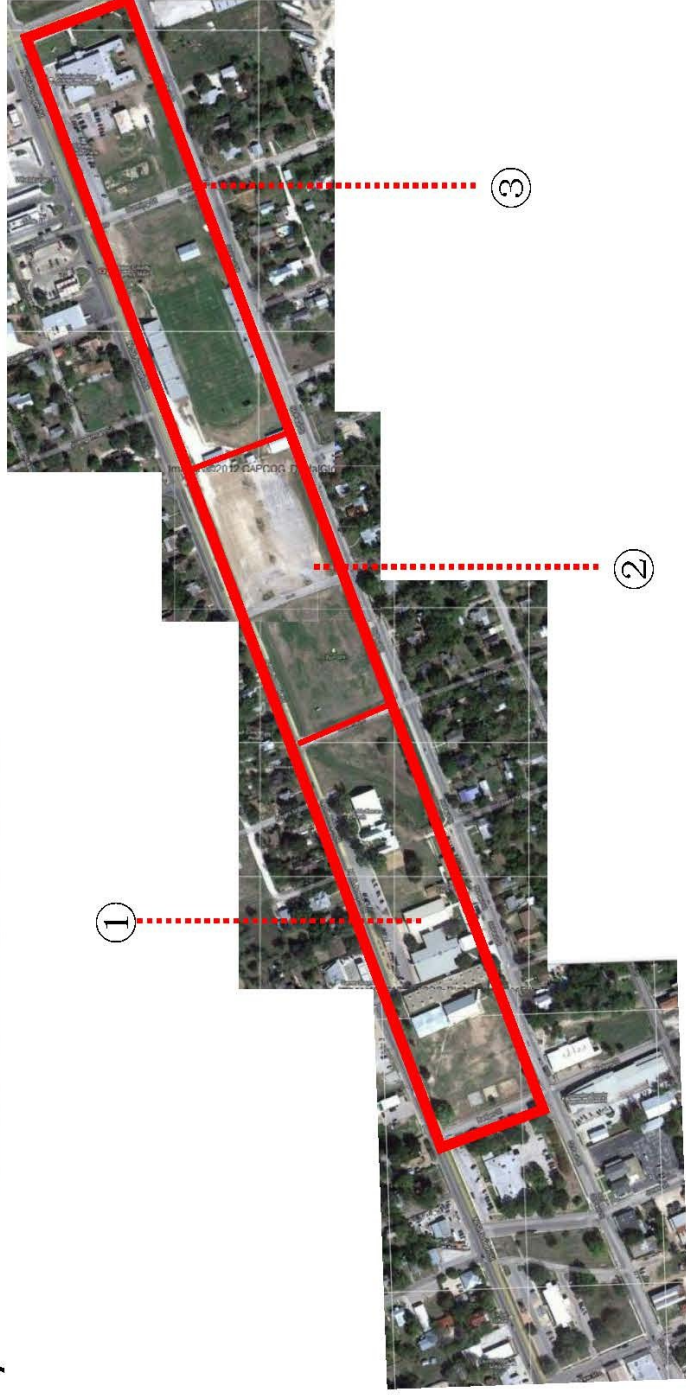
St. Andrew Street to Badger Street - Civic area (single story)



Third Part

- ① Badger Street to Williams Street - Middle school/Church/Green area (single story)
- ② Williams Street to Tate Street - City park
- ③ Tate Street to Highway 90 - High school football area/college

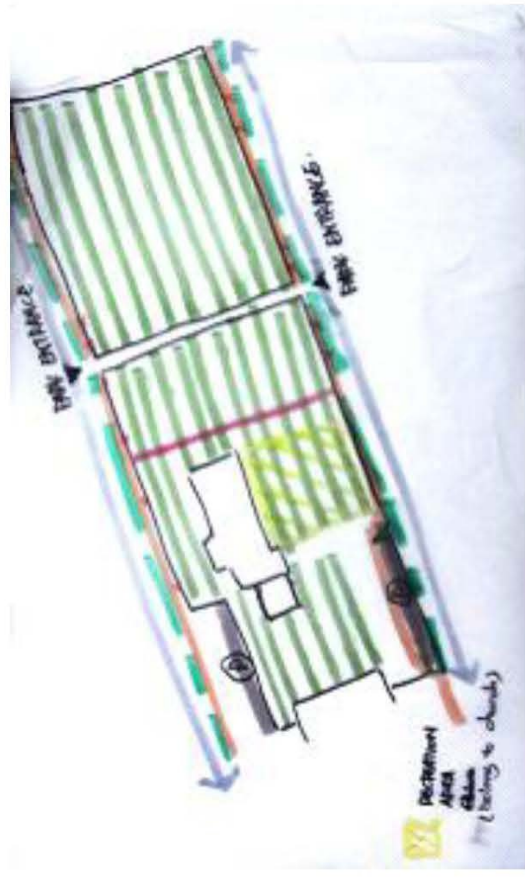
We combined these parts together because they share a **similar function and use.**



Third Part

① Badger Street to Williams Street - Middle school/Church/Green area

At the edge of the playground, we add **sidewalk and benches**, to enhance accessibility for people, especially for parents who would like to watch their children's games or activities.



Third Part

②Williams Street to Tate Street - City park

This parking lot looks barren and unappealing on Google Street View, so it was important to us to **redesign this lot**. We would like it not only to work as a parking lot but as a multi-functional plaza for people to gather socially or catch up after watching a game. Solar energy panels could also be installed in this space, which would not only be energy-producing but would protect people and cars from the sun.



Third Part

Parking Lot



Third Part

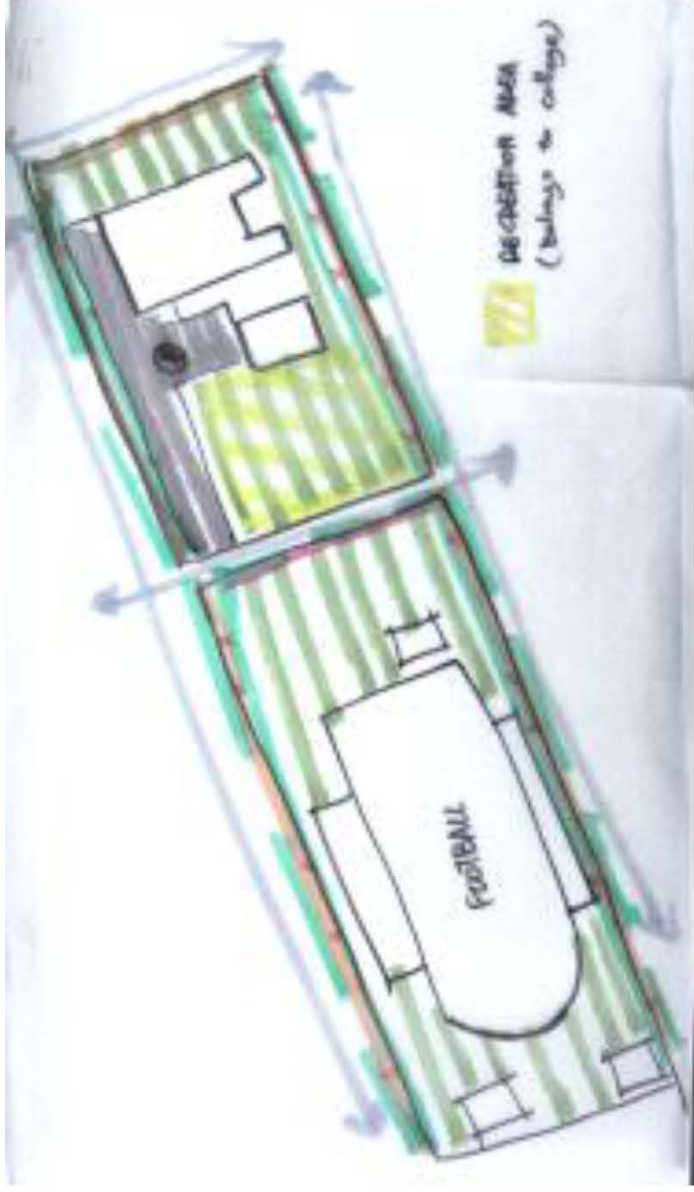
Parking Lots



Third Part

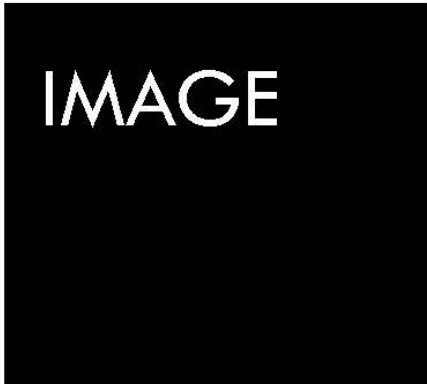
③ Tate Street to Highway 90 - High school football area/college

In addition, we found that there is an empty space in the Victoria College campus, which could be improved as a **recreational area**, acting the same function as the plaza.



Third Part

③ Tate Street to Highway 90 - High school football area/college



Thank You For Your Time!



A-5: Landscape Architecture Renderings- Gonzales Triad Square Plaza

TRIAD SQUARE PLAZA



Team 5

LAND: Xiaotian Su, Jinglin Zhao

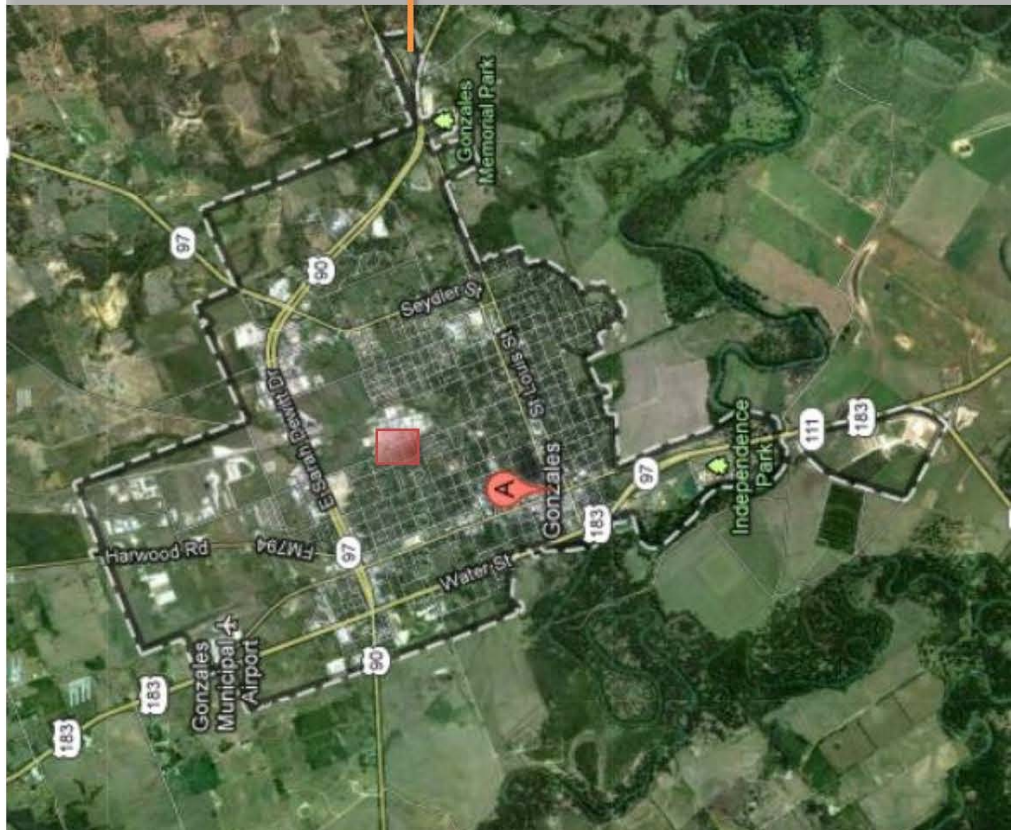
PLAN: Carlos G. Espinoza

Chih-Chun Lin, Long Chen

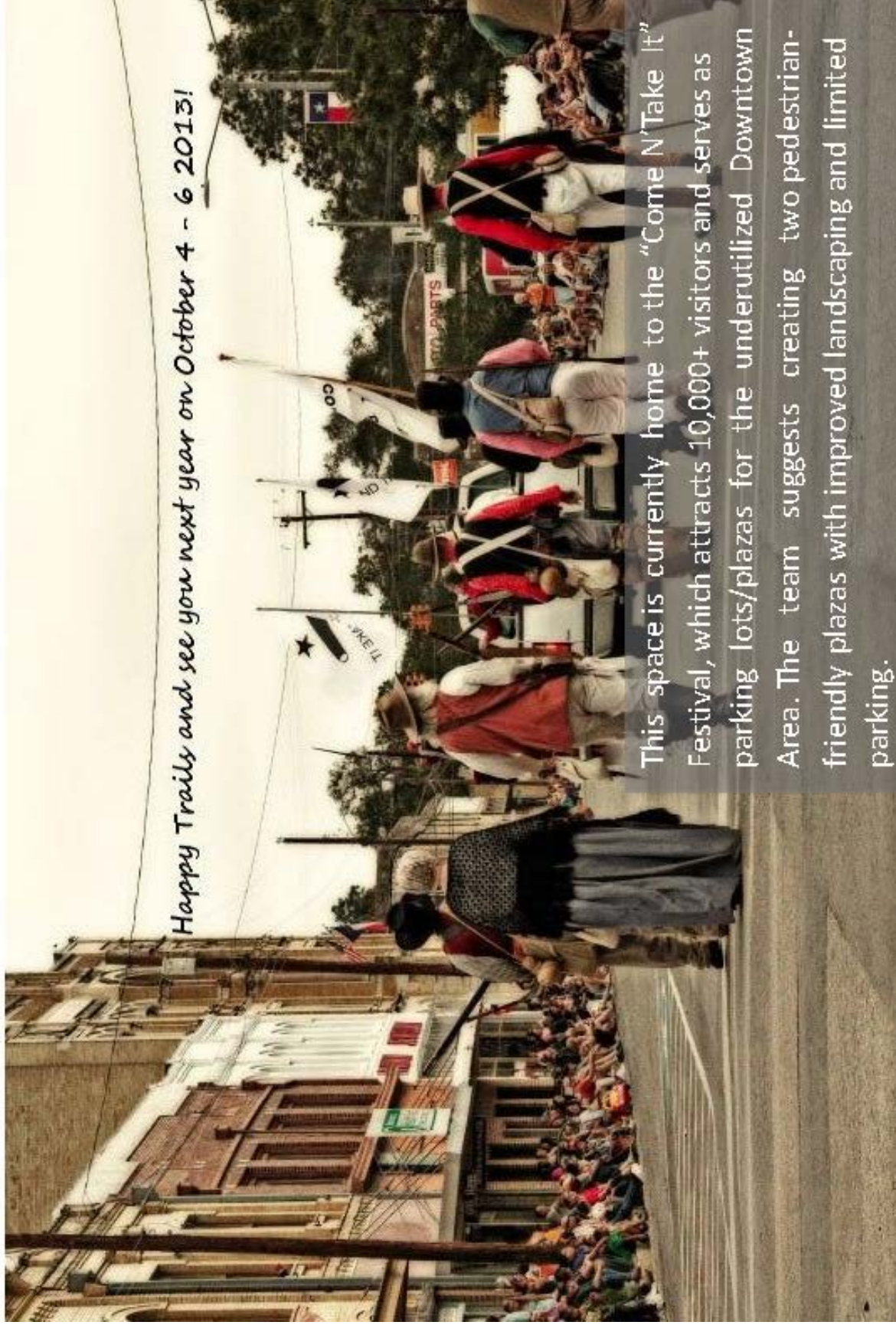
Louis Cutaia, Tho Tran

Walter McLendon Peacock

SITE



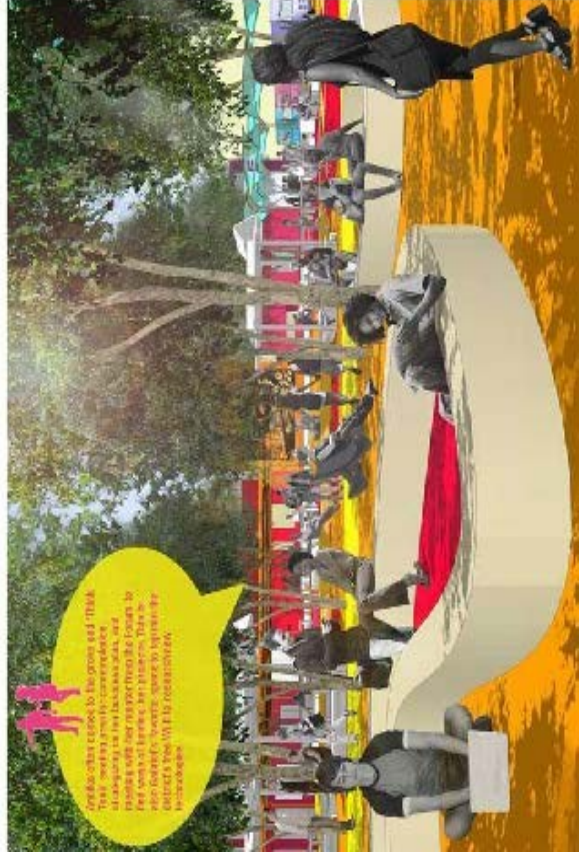
DEFINE IDEA



SOLUTIONS

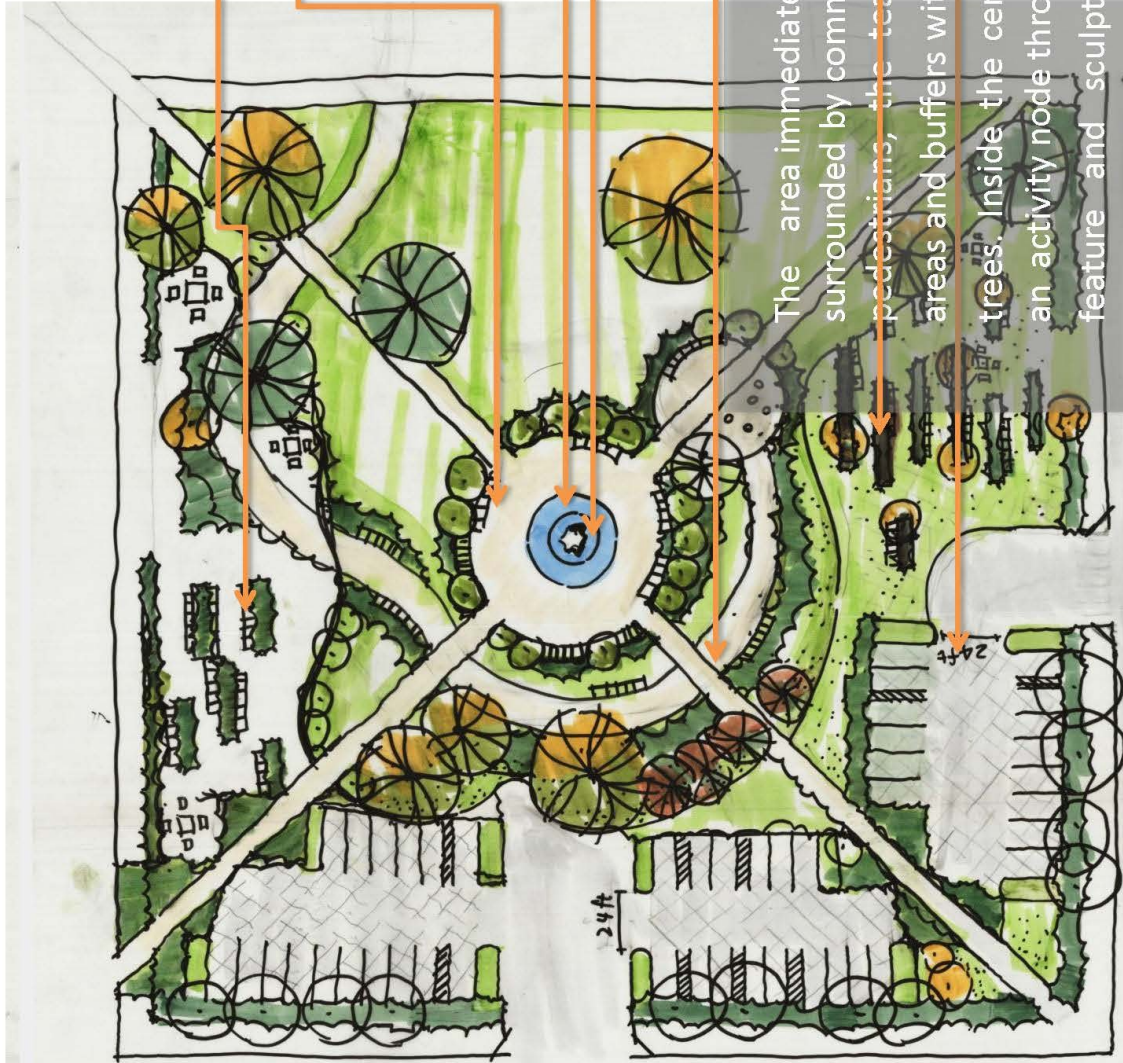


1. We need to add green spaces and forested 'mini' parks to combat the hot Texas weather.
2. A buffer between cars and pedestrians is needed to enhance the festival-experience.
3. Decorative crosswalks across St. Lawrence Street are needed to connect the two plazas.
4. Better connect the plazas around the courthouse to create safe pedestrian environment.
2. Decrease the size of the parking lot.





PLAZA TEXAS HEROES PARKS #1



ENTRANCE PLAZA

CENTER PLAZA

WATER FEATURE
EXISTING SCULPTURE

PEDESTRIAN PATH

SEATING AREA

PARKING AREA

The area immediately adjacent to the plaza is surrounded by commercial land uses. To attract more pedestrians, the team recommends adding seating areas and buffers with sidewalks and lushly landscaped trees. Inside the central area, we recommend creating an activity node through the addition of a water feature and sculpture representing Texas History.

BEFORE



AFTER



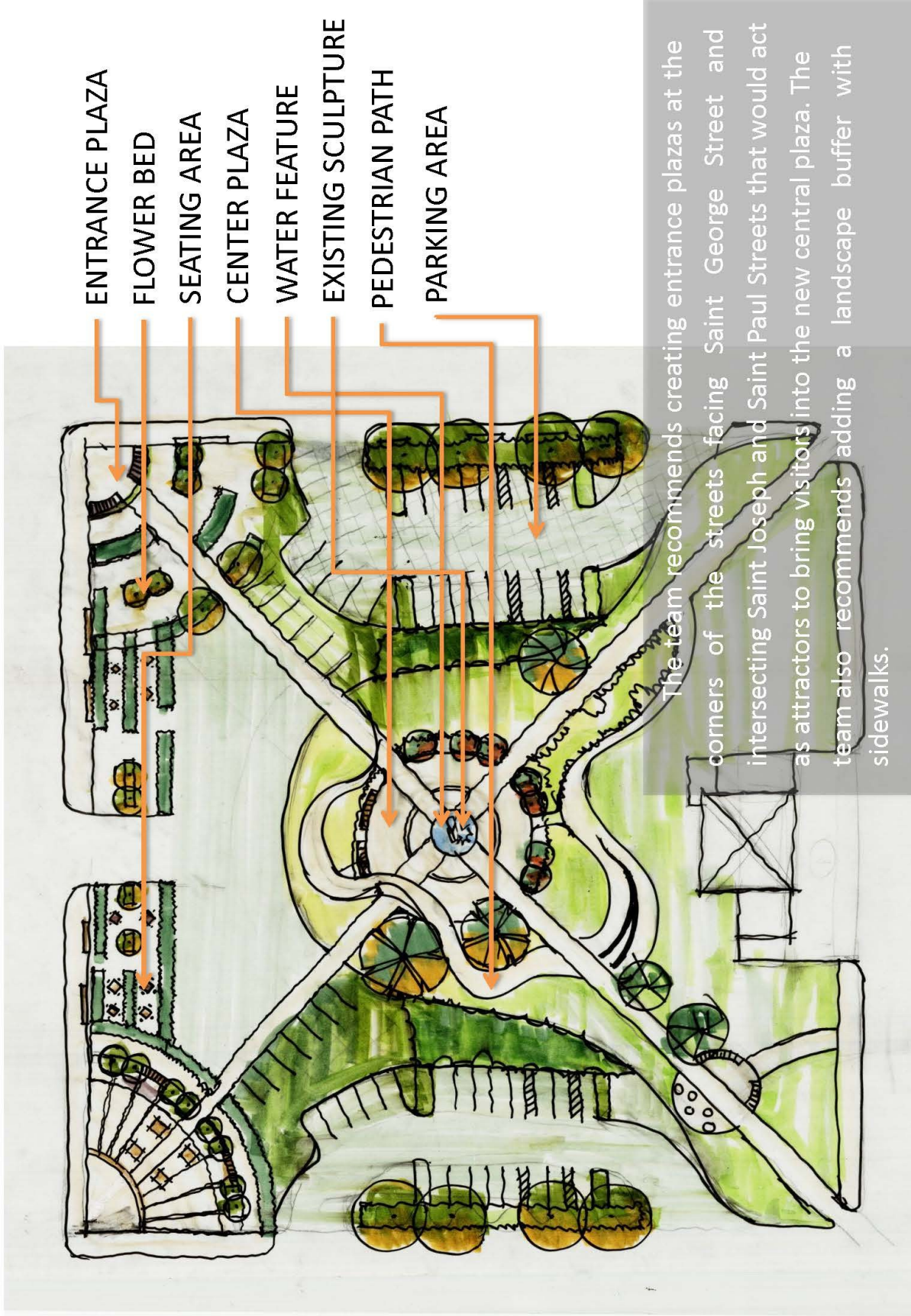
BEFORE



AFTER



PLAZA COURTHOUSE #2



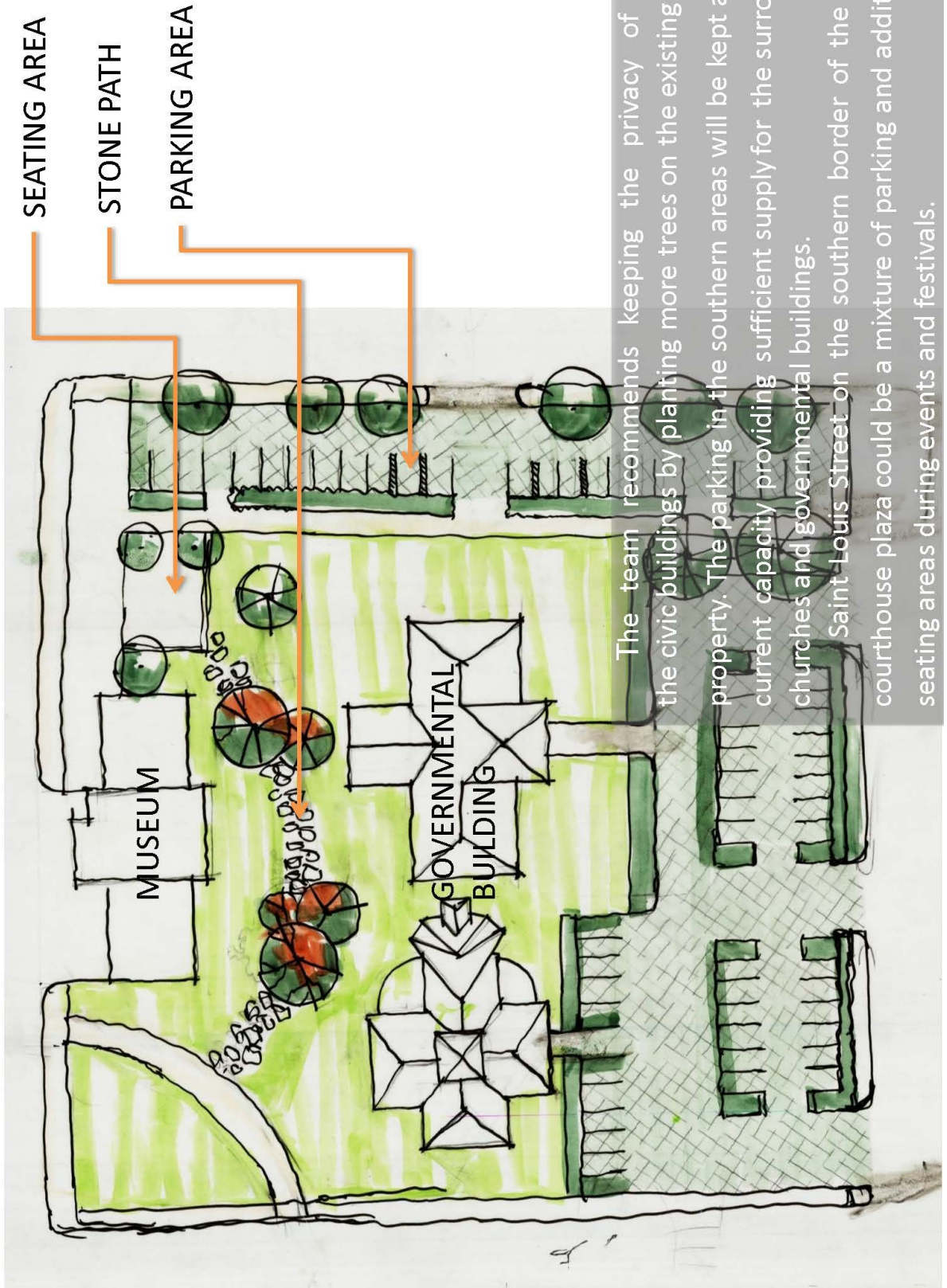
BEFORE



AFTER



PLAZA #3



The team recommends keeping the privacy of the civic buildings by planting more trees on the existing property. The parking in the southern areas will be kept at the current capacity providing sufficient supply for the surrounding churches and governmental buildings. Saint Louis Street on the southern border of the courthouse plaza could be a mixture of parking and additional seating areas during events and festivals.



