

Case Study: Jersey Village, Texas

Almost from its inception, this established Houston suburb has used its masonry ordinance to influence the architectural character of its community. It requires 75% masonry to the elevation of the first floor for all residential construction and 100% masonry in commercial zones. The residential guidelines date back to the later 1950s, while the commercial requirements were added later as new zones were created.

Dale Brown, City Manager:

“Jersey Village wanted a uniform, harmonious appearance and building type which was best exemplified by the use of brick products. The City also wanted to ensure quality construction which would maintain and enhance the property values within the City. Jersey Village has historically been a desirable place to live with home values approximately 20% greater than the surrounding area. I believe this to be a result of the foresight of the City’s founders who chose brick and masonry products as the basic exterior material of the City.”

While brick is the primary material for residences, the City’s definition of masonry includes other masonry products such as stone and concrete block that are “laid up unit by unit and set in

mortar.” This definition excludes products such as pre-cast concrete and tilt-up panels which are often used in commercial construction. To avoid the problems associated with synthetic stucco that surfaced in the 1990s, the City added a line to their ordinance which specifically disallows “fake” stucco products.

JUST THE FACTS

City:	Jersey Village, Texas
Population:	7,500
Founded:	1956
Masonry Requirement:	Residential = 75% masonry Commercial = 100% masonry
Ordinance Passed:	Late 1950s
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