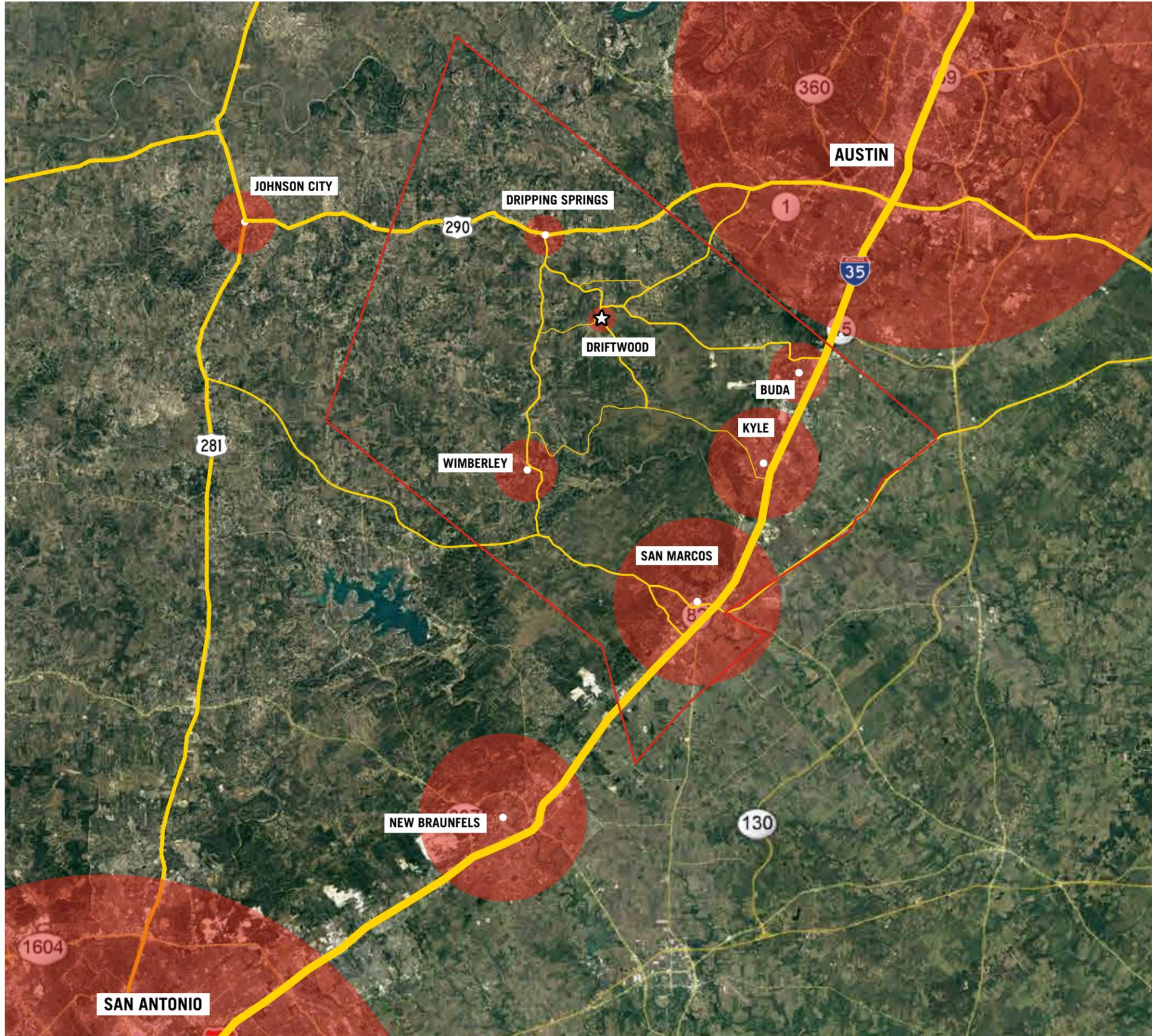


Driftwood Roadmap



CONTEXT



Regional Map, Source: Google Earth, Overland



Old Driftwood Store, Source: <https://krsmithphotography.com/store>



Hays City Store, Source: <https://business.facebook.com/pg/driftwoodhcs/photos>



The Salt Lick, Source: <https://thedemocratictravelers.com/blog/salt-lick-barbecue>

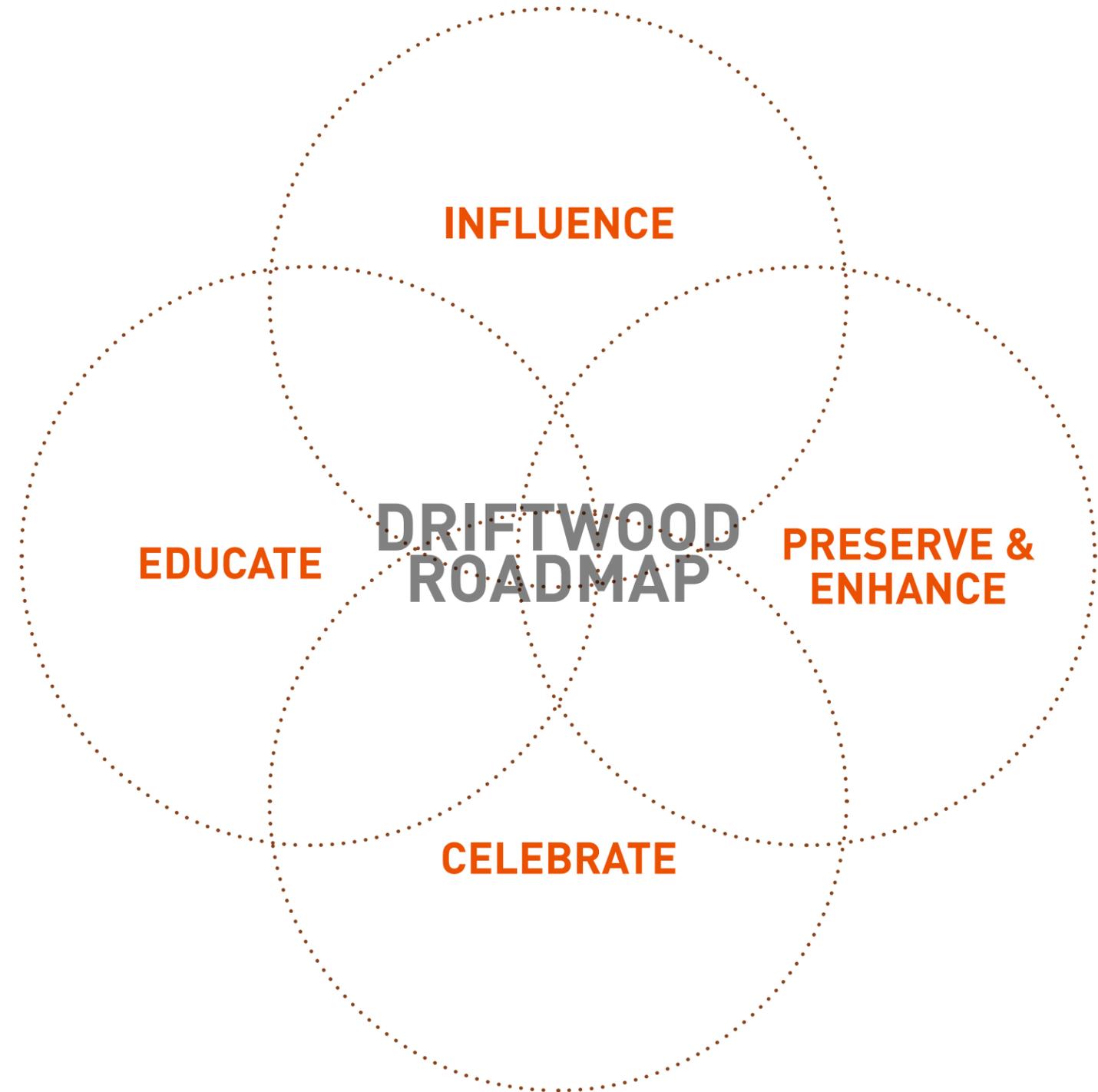
A Roadmap for Driftwood

Located 24 miles southwest of downtown Austin and situated between Dripping Springs and Kyle, Driftwood is an unincorporated agrarian community facing growth pressures like many towns and communities in the fast-growing counties of the Texas Hill Country. Driftwood's location, natural beauty, and unique culture has created the potential for a significant increase in residential growth and commercial development which is expected to continue for many years to come.

To proactively address the potential growth, the Driftwood Historical Conservation Society (the DHCS) – an organization of residents formed to promote and conserve the historic and environmental heritage of Driftwood – has decided to advance its mission by positioning itself in the driver's seat to advocate for desirable outcomes for Driftwood that include embracing development that builds upon and enhances the rural character of the community.

By way of this Roadmap, the DHCS desires to extend its influence by casting a vision for the future of Driftwood. It is built upon the foundational concept that Driftwood has the potential to be resilient in light of the development pressures it faces and can even become a state-wide model for sustainable growth and conservation development.

Organized around four key focus areas, each with a guiding goal acting as a north star, the Roadmap is intended to be used locally to strengthen advocacy within the Driftwood community and shared broadly to educate future residents, landowners, visitors, and prospective developers on how much the community treasures its rich history, natural setting, dark skies and quality of life.



“The Driftwood Historical Conservation Society exists to preserve and enhance Driftwood’s rural beauty, heritage, sense of community and belonging”



road·map /'rōdməp/: (2) a plan or guide for future actions

DHCS Mission Statement and Bumper Sticker, Source: <https://driftwoodhcs.org/>

ASPIRATIONS FOR DRIFTWOOD

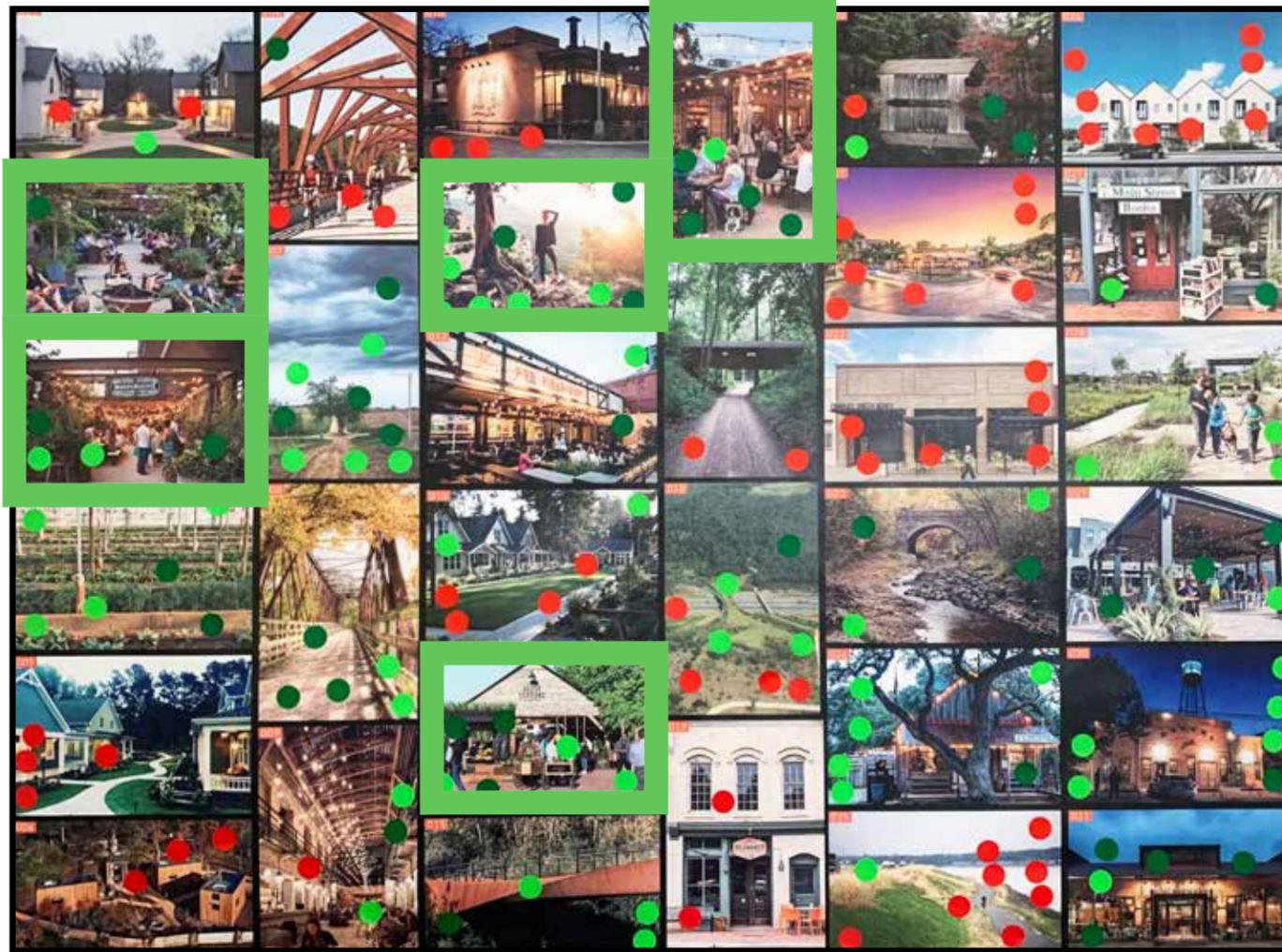


Image Board #1: Driftwood Visioning Workshop 1/23/20

● PREFERRED IMAGES

- Casual indoor/outdoor settings for people to share a meal, have a beer, take part in meaningful conversations.
- Community green spaces and trees that capture the Driftwood vibe.
- Vernacular materials and wild, native landscape.
- Shaded trails and roads with rural character.
- Buildings that open up to the outdoors.
- The old corner store archetype.
- Rustic wood, stone, exposed wood structures and board and batten siding.

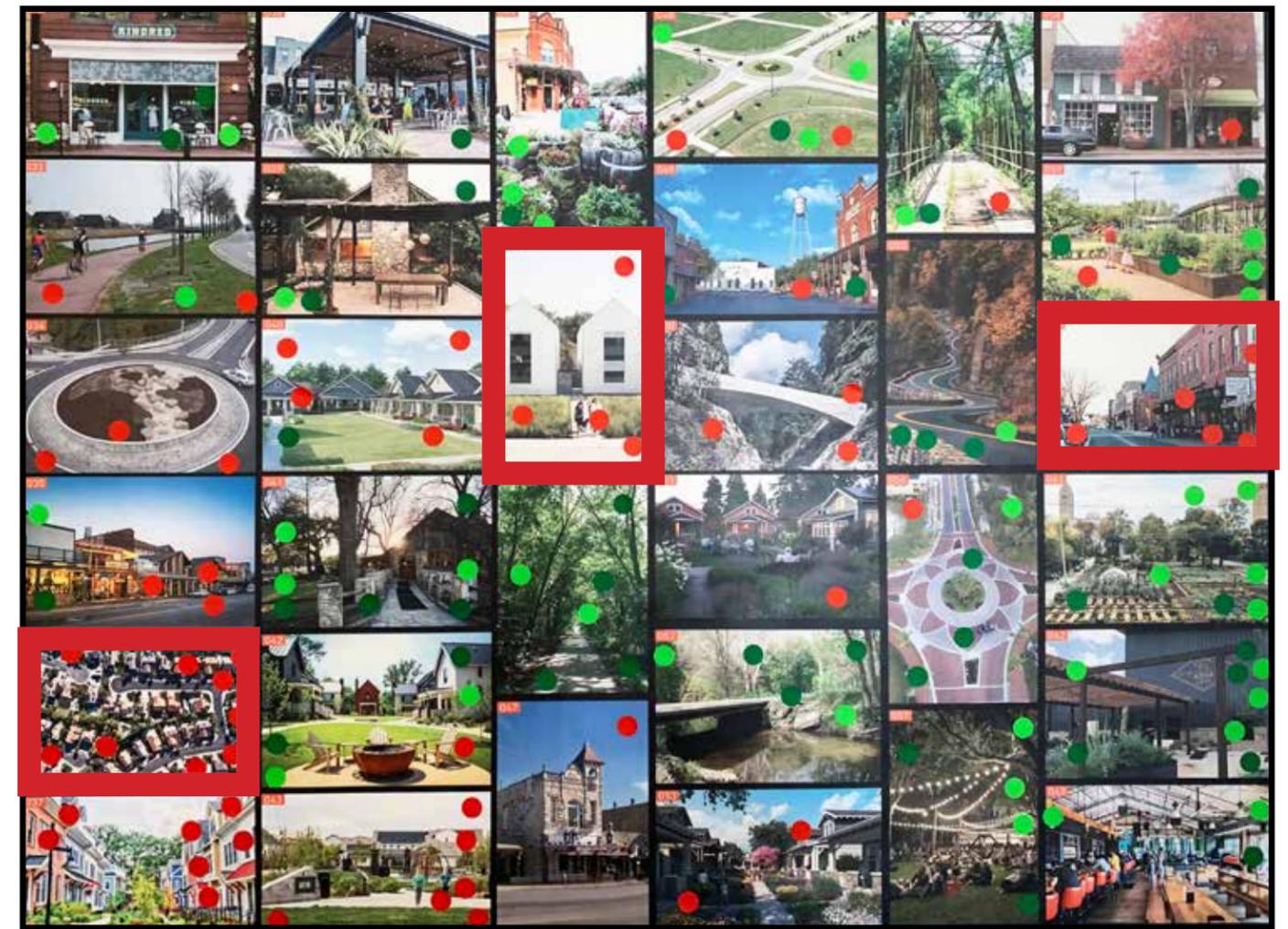


Image Board #2: Driftwood Visioning Workshop 1/23/20

● UNPOPULAR IMAGES

- Images of suburban-style neighborhoods with repetitive houses set close together.
- Hard materials like asphalt and concrete without soft landscape as a balance.
- Large scale, hard-edged, engineered-looking roads, sidewalks, and roundabouts.
- Paths and roads disconnected from the natural environment with no trees.
- Architectural styles ranging from stark modern/contemporary to ornate or overly stylized (rustic simple is preferred).
- Buildings without landscape buffers.

Aspirations for Driftwood

In early 2020, the DHCS convened a group of stakeholders to participate in a visioning workshop focused on the future of Driftwood. The workshop was organized in two main parts: 1) a “card” session of topics ranging from blue-sky aspirations to the most critical issues needing attention, and 2) an “image” session to articulate the tangible and intangible traits that define Driftwood’s character of place. During the card session, each person contributed their thoughts by writing on a card which was read aloud to spark a broader dialog. During the image session, participants voted with green and red dots to express their opinion about characteristics that are (or are not) fitting for Driftwood. The images on this page are a handful of favorites representative of common themes from the discussion.

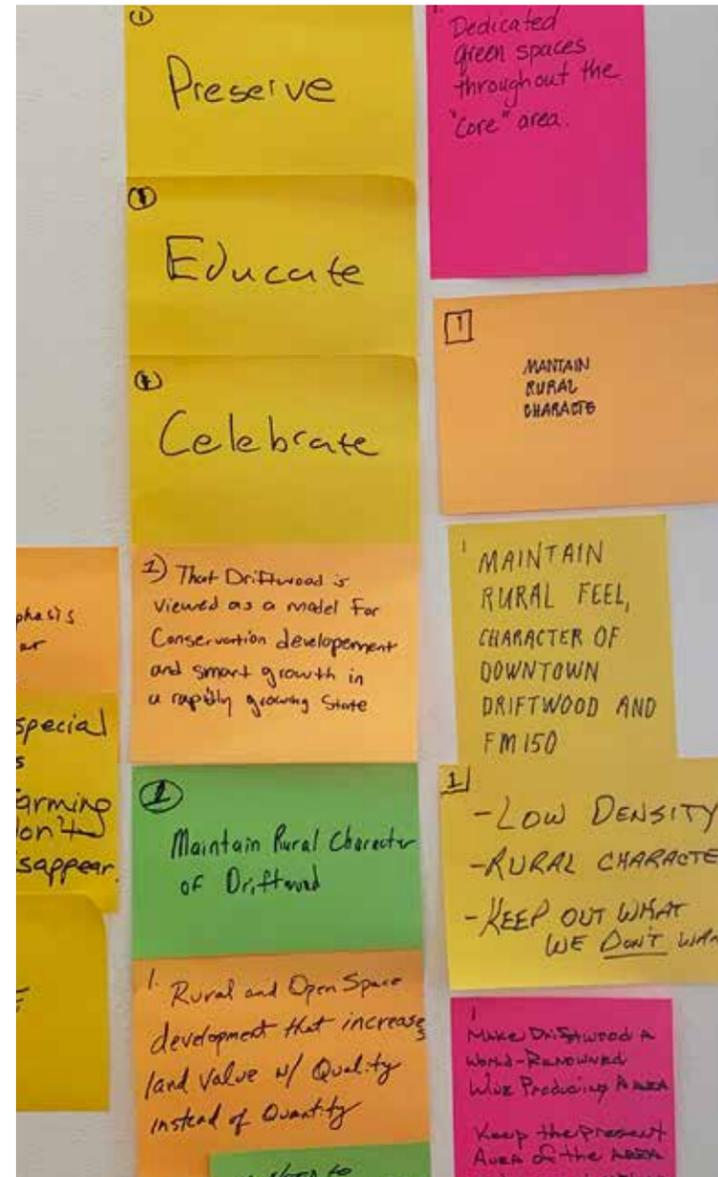
The conversations revealed a notable degree of alignment among the stakeholders. One major “ah-ha” of the day was centered around the concept of *influence*. While the DHCS lacks regulatory authority, this was seen as a positive and affirmed the need for the DHCS to develop this Roadmap and expand its agency through the use of a common tool that tells the story about Driftwood’s desired direction.



COMMUNITY GARDEN, OR “AGRIHOOD”



OUTDOOR GATHERING



SHADED TRAILS



LOCAL GOODS LIKE “GO TEXAN”, OR “GO DRIFTWOOD”



INDOOR/OUTDOOR MARKET/BEER GARDEN



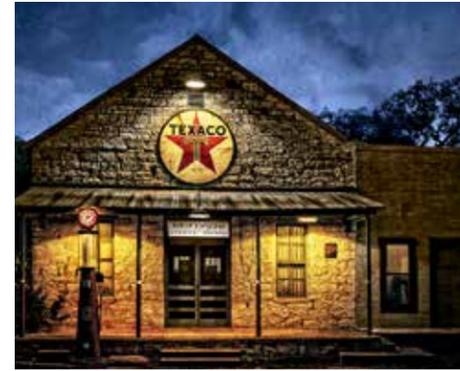
RURAL ROADS



PLANNING & INFLUENCE



ECOLOGY & LAND STEWARDSHIP



CULTURE & IDENTITY



DEVELOPMENT



ROADS & MOBILITY INFRASTRUCTURE

Opportunities:

- PLANNING & INFLUENCE**
 - Inspire landowners (current and those new to Driftwood) to implement land conservation best practices.
 - Educate landowners about the importance of historical and cultural continuum revered by the community.
 - Leverage relationships with County Commissioners and TxDOT to continue to protect rural road character and enhance safety.
- ECOLOGY & LAND STEWARDSHIP**
 - Preserve land through AG and wildlife conservation developments; leverage growth by promoting native landscaping for new development.
 - Raise awareness for water as a precious resource through educational programs/activities.
 - Water and wastewater issues: leverage limitations to encourage the right kind of growth (on-site sewage facilities).
- CULTURE & IDENTITY**
 - Build upon strengths of history, local food and beverage industry to encourage economic development opportunities that supports Driftwood's values.
 - Properly preserve historic resources by following the [Secretary of the Interior's Standards for Historic Rehabilitation](#).
 - Leverage relationships with County Commissioners and TxDOT to resolve how to address Onion Creek low water crossings.
- DEVELOPMENT**
 - Attract and support development that incorporates land conservation best practices, is context appropriate, dark skies-friendly, and encourages stakeholder input from the DHCS and other community members.
 - Encourage development that honors local settlement patterns, density, scale, and rural character.
- ROADS & MOBILITY INFRASTRUCTURE**
 - Accommodate tourism mobility: vineyard/brewery shuttles, recreational cyclists.
 - Alleviate traffic on FM 150 and low water crossings with the proposed Bypass concept.
 - Upgrade Onion Creek low water crossings to mitigate flooding and preserve existing rural character.
 - Improve hydrology.

Constraints:

CORE AREA

DOWNTOWN

- CORE AREA**
 - Lack of regulatory authority and a development consent process as an unincorporated community.
 - Need for large landowners to collaborate and find consensus.
- ECOLOGY & LAND STEWARDSHIP**
 - Land fragmentation due to growth in the area.
 - Regional stressors to the ecology such as continued growth, drought, and flooding.
 - The future of Onion Creek and low water crossings is uncertain; lack of control over upstream uses.
- CULTURE & IDENTITY**
 - Wine Country success: increasing traffic and demand for accommodations.
 - Growth and increasing value of real estate threatens rural character and lifestyle.
- DEVELOPMENT**
 - Suburban development pressure threatens historic context and settlement patterns and rural density of Driftwood.
- ROADS & MOBILITY INFRASTRUCTURE**
 - Traffic planning to keep up with regional growth and commuter traffic.
 - Increase in regional traffic along RR12, FM150, and FM1826.
 - Seasonal flooding at Onion Creek low water crossings.

Focus Areas:

Derived from an understanding of the critical issues, the following emerged as strategic areas on which the DHCS could take action. Each can be thought of as having a team to carry out the goals of the area.

INFLUENCE
[Leadership]

EDUCATE
[Land Stewardship]

PRESERVE & ENHANCE
[Historic & Cultural Resources]

CELEBRATE
[Programming & Activities]

Goals:

Protect Driftwood from negative development outcomes.

Become a state-wide model for sustainable development.

Maintain the rural character of Driftwood.

Strengthen community and multiply the mission of DHCS.

Recommendations:

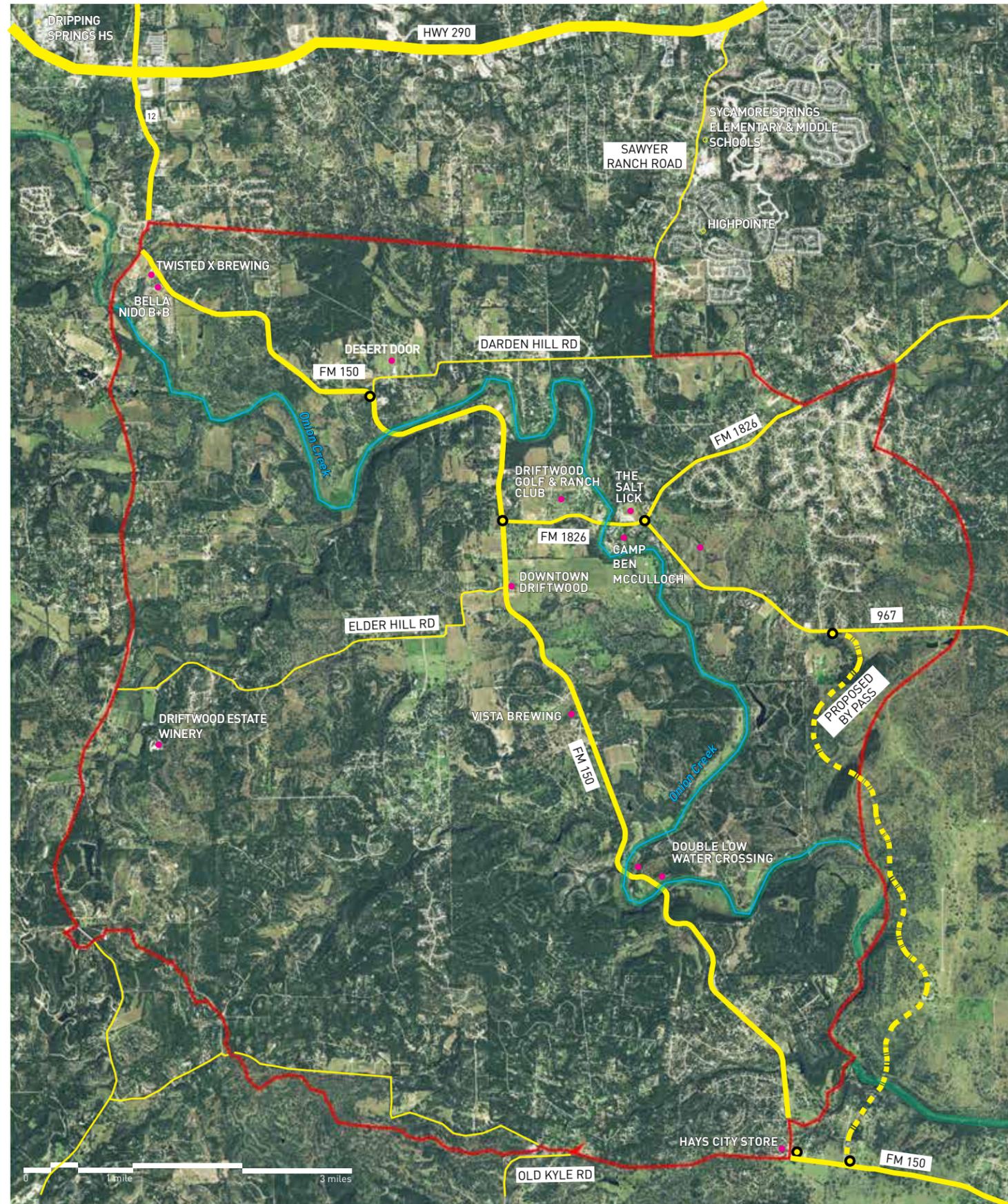
- Strengthen relationships with the local broker community by inviting them to share in the efforts of achieving the Roadmap Goals.
- Leverage relationships with County Commissioners and TxDOT to continue to improve and protect the rural road network and low water crossings of Driftwood.
- Broaden and strengthen commitments with allied partners in land conservation.
- Safeguard Driftwood’s character and historic fabric by establishing development review mechanisms to provide guidance and assistance for proposed projects and allow for alternative options to mitigate any adverse effects on the context and character of Driftwood.
- Identify a Roadmap “ambassador”. Develop a marketing strategy to increase awareness for the Roadmap Goals.

- Implement conservation easements in the Core Area and promote use of conservation development best practices (communicate to current land holders and their heirs).
- Articulate the importance of native landscape for water conservation/mitigating the effects of land fragmentation.
- Articulate the importance of rural road character and low water crossings.
- Create a catalog of model examples and acknowledge exemplary developments that represent the ethos of Driftwood.
- Record and share an oral history of the area by Driftwood’s long-time residents.
- Introduce historic markers, interpretive narrative, and wayfinding to broaden understanding of significance of the area.
- Build a resource library open to all with the community pooling genealogical information, photographs and documents.

- Create a comprehensive survey of historic and cultural resources to identify and safeguard significant character-defining features before they may be threatened by future development.
- Pursue an historic district designation for Downtown and scenic highway designation for FM 150/William B. Travis Trail.
- Identify appropriate adaptive uses for historic buildings to serve as a catalyst for redevelopment that are compatible with the Secretary of the Interior’s Standards for Historic Rehabilitation requiring minimal change to defining characteristics.
Reference: <https://www.nps.gov/tps/standards/rehabilitation.htm>
- Establish design guidelines for Downtown to define scale, massing and materiality of infill new construction. Ensure that infill or renovation work responds to and strengthens existing architectural character.

- Create infill amenities that are architecturally compatible with local vernacular (Downtown).
- Curate programming (pop-up and permanent) for Downtown Driftwood that brings locals together and appeals to visitors.
- Host events and activities that strengthen Driftwood’s identity and increase awareness of the Roadmap’s Goals:
 - William B. Travis Heritage Days
 - Dark Sky viewing parties
 - 4th of July parade
 - Beer and wine festival
 - Honey festival
 - Farmer’s market
 - History reading/ storytelling
 - Scavenger hunt
- Support the development of a local brand that celebrates local craft like “Go Texan” or “Go Driftwood”.

CHARACTER OF DRIFTWOOD



Core Area Map, Source: Plateau, Overland

Driftwood's Cultural Identity

Settled around 1850, Driftwood is a natural mix of land uses along Farm to Market corridors including rural residential with some commercial in a matrix of agricultural (primarily ranching) uses. It still reflects the formation of its early settlers. Common agricultural uses include grazing, vineyards, and wildlife-focused operations, while row crop agriculture is not currently represented. Large portions of the corridor are undeveloped with few access points and there is an abundance of oak trees and wildlife. To the close-knit multi-generational community, there is high regard and a great deal of meaning associated with Driftwood's wild and rural agrarian environment.

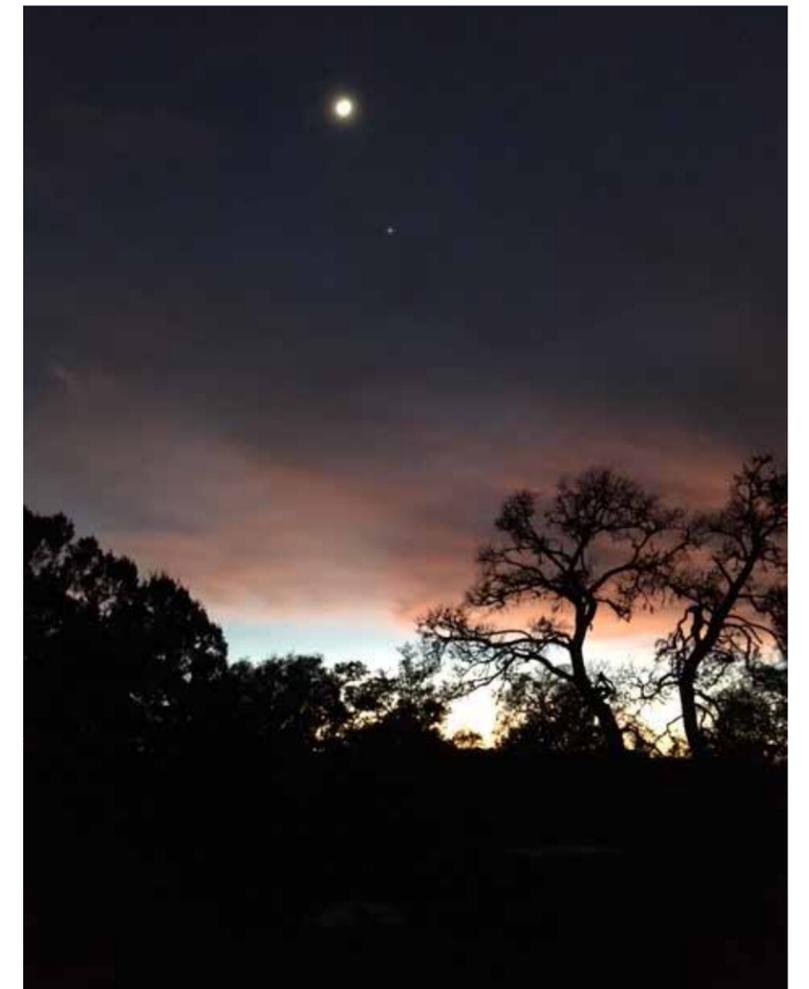
In a rapidly expanding Central Texas, there is a sparseness to the built environment which makes Driftwood's context rare and special compared to other surrounding areas. Driftwood has retained its dispersed and isolated settlement pattern throughout time. The surroundings are so pristine, elements of change to its landscape, parcel size, scale of built environment, or industry are profoundly felt. Its setting is therefore a much more sensitive one. While only a few buildings carry landmark values, there is a great deal of local affection and regional significance to the remainder. Driftwood's amenities – dark skies, vast natural scenery, quaint vernacular buildings, and deep ties to Texas heroes – are viewed as community property. They hold exceptional value.

The Drifter Speaks

I have drifted down to Driftwood
 In that grand old Texas State.
 I have caught a mighty vision
 Of an Empire - strong and great;
 I have seen the Texas landscapes;
 Caught the spirit - breathed the air;
 Felt the handclaps of the people
 Neighborly - beyond compare.

I have drifted down to Driftwood
 Where all nature seems to speak.
 I have wandered hither-thither
 Down the banks of Onion Creek
 And admired the land around it
 Trees and grass and fertile loam.
 It was all so very interesting
 It made me feel at home.

~ Anonymous poet



Poem and Photo: DHCS

FM150 and Rural Road Character

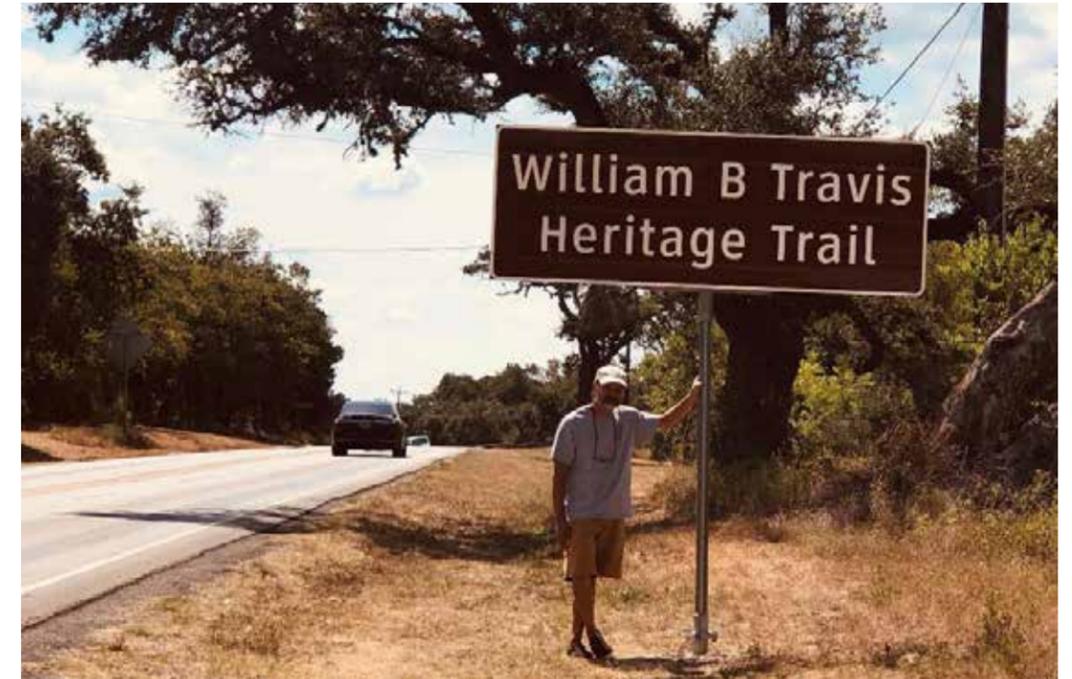
The rural roads found in Driftwood contribute to the charm and character of the community. The roadways are typical Texas country roads: two lane, blacktop highways with little to no shoulder and no overhead lighting. Drainage is generally accomplished with bar ditches parallel to the roadway. Road alignments follow natural topographic features (and likely historic property lines) as they wind and turn through the countryside at speeds ranging from 35 to 55 miles per hour.

The rural road character is further emphasized by significant native vegetation and large trees in the right-of-way and along private fence lines. Vernacular fencing includes barbed wire, dry stack stone walls, and split-rail wood fences. Adjacent land uses include historic family ranches, single family residential, the famous Salt Lick BBQ, and an increasing number of destination wineries and breweries.

FM 150, the spine of the Driftwood road network was recently designated the William B. Travis Heritage Trail in recognition of the unique history of the area. As Driftwood continues to grow, it is imperative that the rural road character that Driftwood is known for continue to be maintained and enhanced - any new fences, low walls, entries, and signs introduced into the right-of-way should be designed in a manner that is in tune with the local vernacular.



Vista Brewing road signage
Photo: Overland



FM150 William B. Travis Heritage Trail designation (Casey Cutler),
Source: <https://www.facebook.com/pg/driftwoodhcs/photos/>



Road panorama, Photos: Overland

CHARACTER OF DRIFTWOOD

Onion Creek and Low Water Crossings

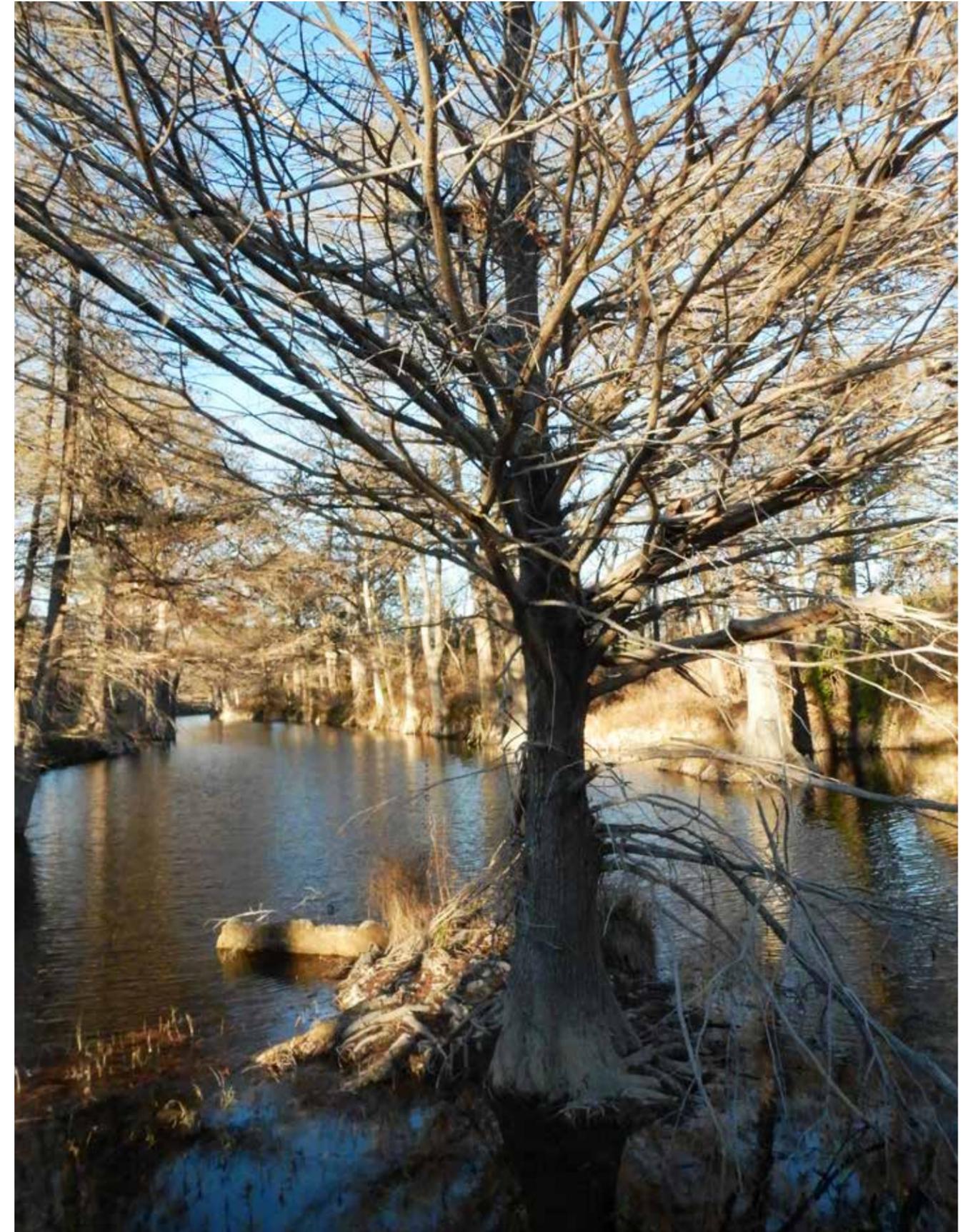
Onion Creek is the main contributor of recharge to the Barton Springs segment of the Edwards Aquifer, contributing an estimated 45% of total recharge. Increased development in Driftwood and the region adds environmental stress to the aquifer. Development projects that take an innovative approach to managing stormwater and wastewater are strongly encouraged in order to balance development with the sensitive ecology.

One of the most scenic features of Onion Creek along FM 150 is the “double dip” at the oxbow bend which is lined with stately bald cypress trees. The crossings have been repaired over the years. At minimum, they need to be upgraded and elevated to avoid future flooding. The larger opportunity at hand is to improve how the crossings interact with the creek to minimize the road’s impact on the hydrology and stream function.

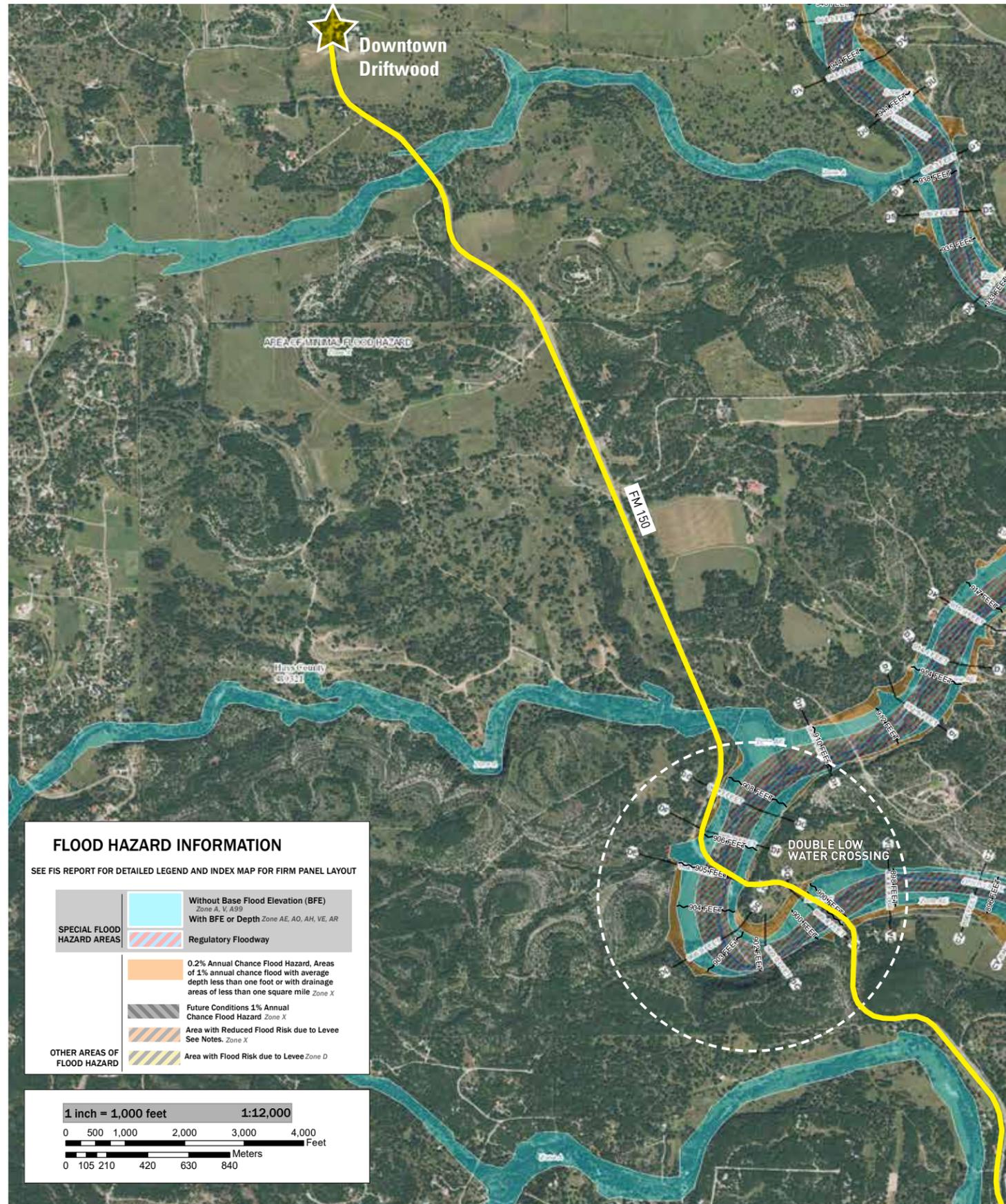
The DHCS and broader Driftwood community have voiced that improvements to the low water crossing at Onion Creek must honor the rural character of Driftwood. Some examples of potential upgrades are shown on the next page. However, these examples are not representative of an exhaustive study. The full range of viable options needs to be explored in collaboration with County Commissioners and TxDOT to understand the opportunities and constraints involved with implementing such an upgrade given the impacts it will have on the larger road network.



Watershed protection advocacy, Photo: Overland



Onion Creek Low Water Crossing on FM150, Photo: Seventh Generation



Excerpt from FEMA Floodplain Map, Source: <https://msc.fema.gov/portal/search?AddressQuery=driftwood%20texas>



Double low water crossing at Onion Creek.
 Source: Hays Free Press/ TxDOT



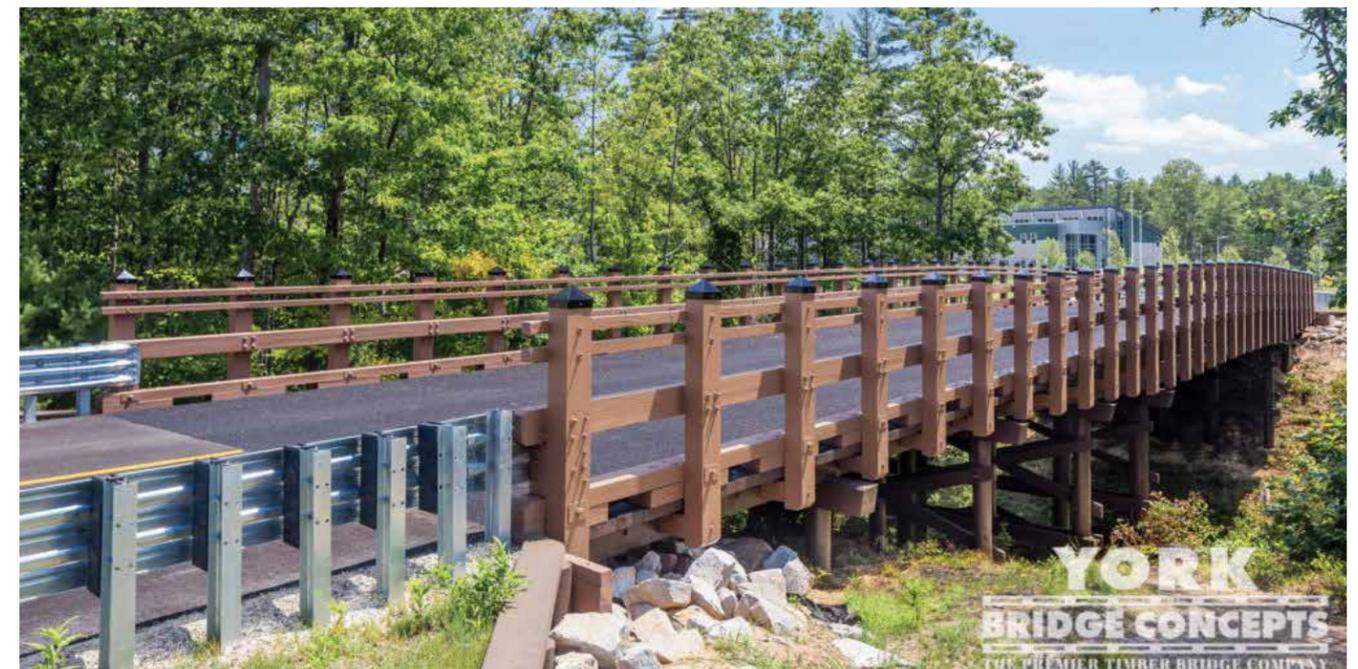
TxDOT repairs to double low water crossing at Onion Creek.
 Source: Hays Free Press/ TxDOT



Roanoke River low water crossing upgrade, Roanoke, VA.
 Source: <https://www.visitroanokeva.com>



Roanoke River low water crossing upgrade, Roanoke, VA.
 Source: <https://www.permatile.com>



Timber vehicular bridge, Source: <https://www.ybc.com/timber-bridge-project-gallery/vehicular-bridge-gallery/>

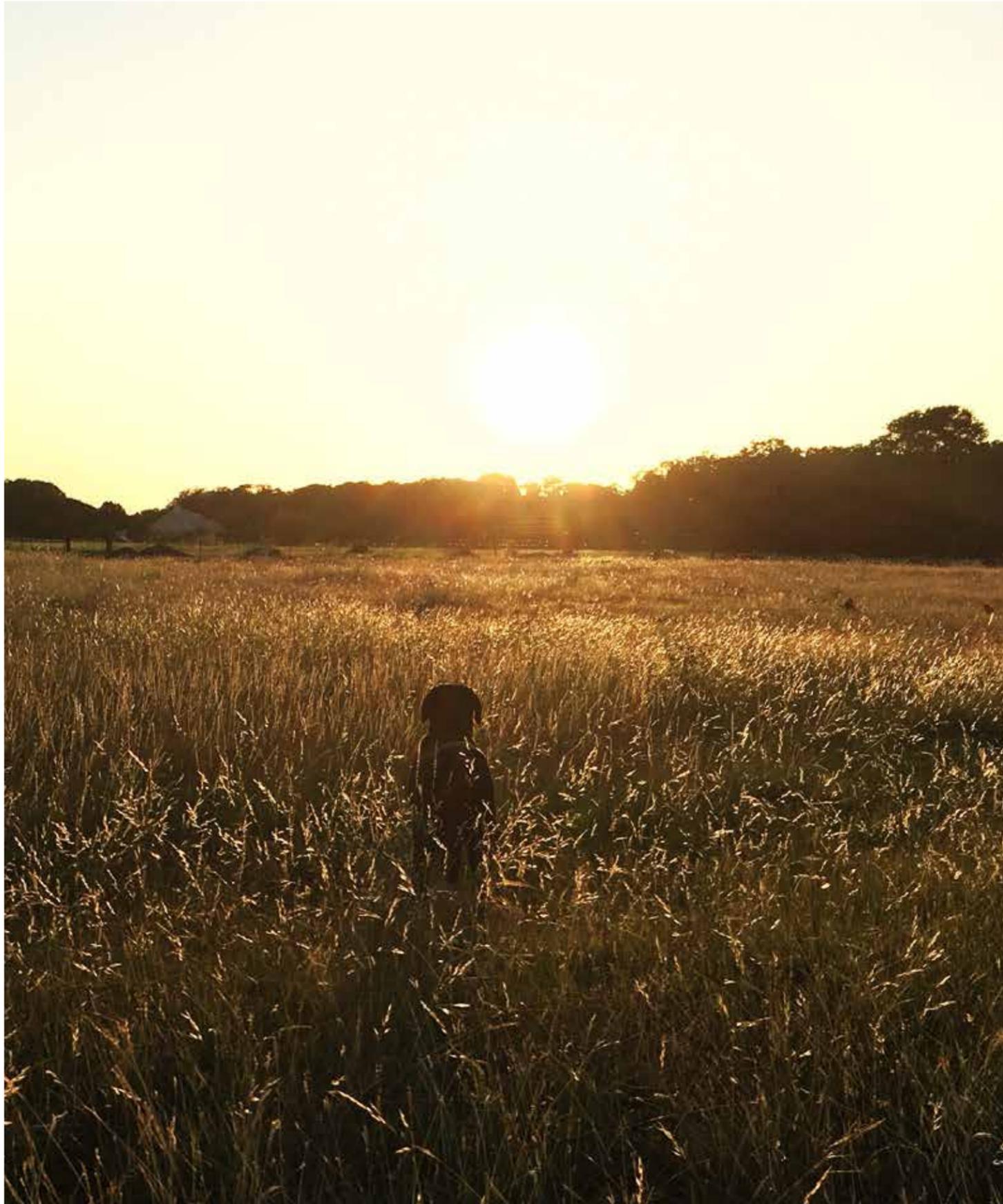


Photo: DHCS

Land Stewardship

This section of the document is intended to be a resource for landowners who would like to actively contribute to the preservation of Driftwood’s character by voluntarily implementing mechanisms to conserve their land for future generations. This includes taking a variety of actions ranging from no development to moving forward with responsible development. The examples shown here are meant to serve as a “kit of parts” to inspire further exploration. As a next step, consultation with a land use attorney and/or planning professional is recommended to identify the most suitable approach.

LANDOWNER BEST PRACTICES

Many landowners have no immediate interest in developing their property but may also be hesitant to rule it out as a future possibility. Property owners who intend to keep their land in its current use for the foreseeable future (perhaps as a homestead or agricultural use) can still take meaningful steps to preserve and enhance Driftwood. Landowners of all types are highly encouraged to adopt as many of the following best practices as possible. By doing so, they can contribute to the overall health of Driftwood’s ecosystem through purely voluntary means.

The following best practices are recommended:

- Avoid the application of pesticides/herbicides.
- Preserve and plant native landscape species to provide habitat for native flora and fauna, especially in buffer zones along riparian/creek corridors.
- Preserve heritage trees.
- Follow range best management practices if grazing animals are present.
- Protect historic structures such as barns, homes, and stone walls from demolition.
- Use modest fencing (wood, stacked stone, barbed wire) along road right-of-way (ROW).
- Limit commercial development and impervious cover such as paved parking lots, especially within sight of rural roads.
- Use understated, tasteful signage that is of a reasonable height and size (no billboards). Avoid internally lit commercial style signage and plastic or vinyl letters. Designs using vernacular materials such as steel, wood, stone, etc. are preferred.
Refer to DHCS sign standards: <https://driftwoodhcs.org/sign-standards>
- Follow dark-sky lighting principles. *Refer to dark sky standards endorsed by DHCS: <http://darksksociety.org/handouts/LightingPlanGuidelines.pdf>*
- Take advantage of agricultural and/or wildlife tax exemptions (don’t forget the bees!)

PRIVATE COVENANTS

In addition to best practices, a landowner may wish to protect their land further by recording a private covenant (or deed restriction) with the County. A covenant allows for flexibility of future land uses on a property while calling out specific restrictions which remain in effect beyond its sale or inheritance. Therefore, a covenant can be a useful mechanism for ensuring that if future development occurs, it will unfold in a responsible manner even when the current owner no longer owns the property. Covenants can vary greatly, from minor to major restrictions. Examples could include a single landowner placing setbacks and/or density restrictions or multiple owners in the case of a residential subdivision.

See illustrations on the following pages that depict a combination of best practices and covenants.

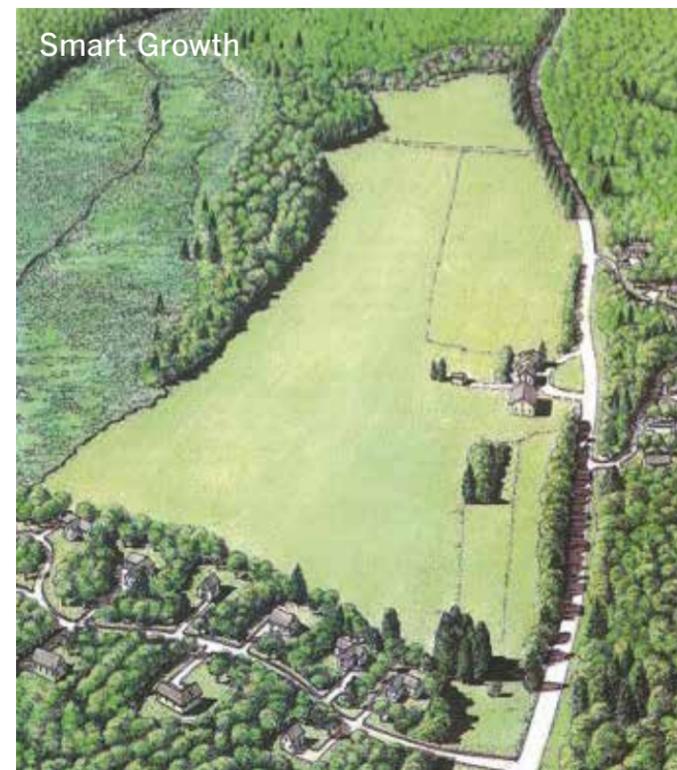
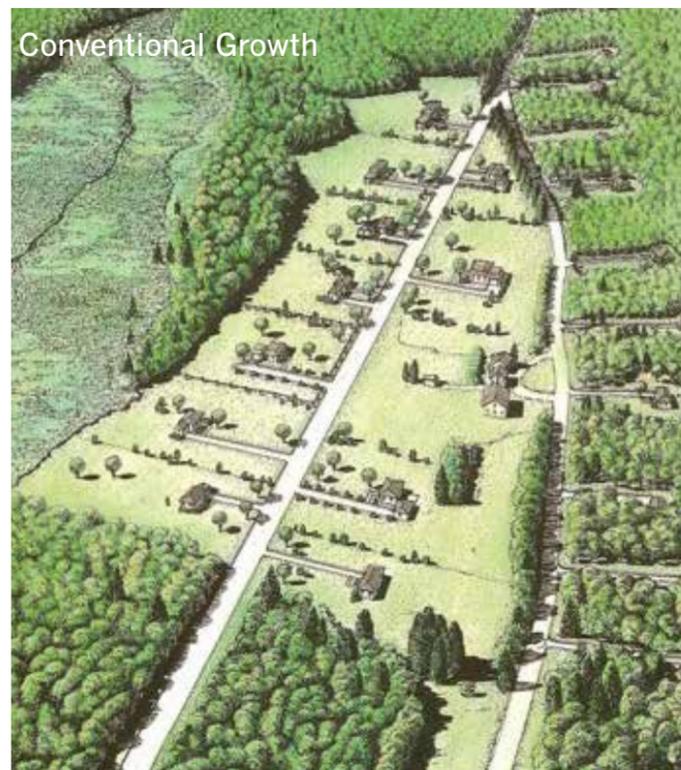
CLUSTER DEVELOPMENT/CONSERVATION SUBDIVISION

There are mechanisms available to those who wish to proceed with the development of their property while acting as a “good neighbor” and contributing to the overall preservation of the character of Driftwood. In this scenario, the recommended first step would be to develop a contextually appropriate site plan which takes into account the unique features of the property including geologic formations and hydrology, historical artifacts, vital habitat, mature vegetation, views, etc. in an attempt to protect the most significant attributes.

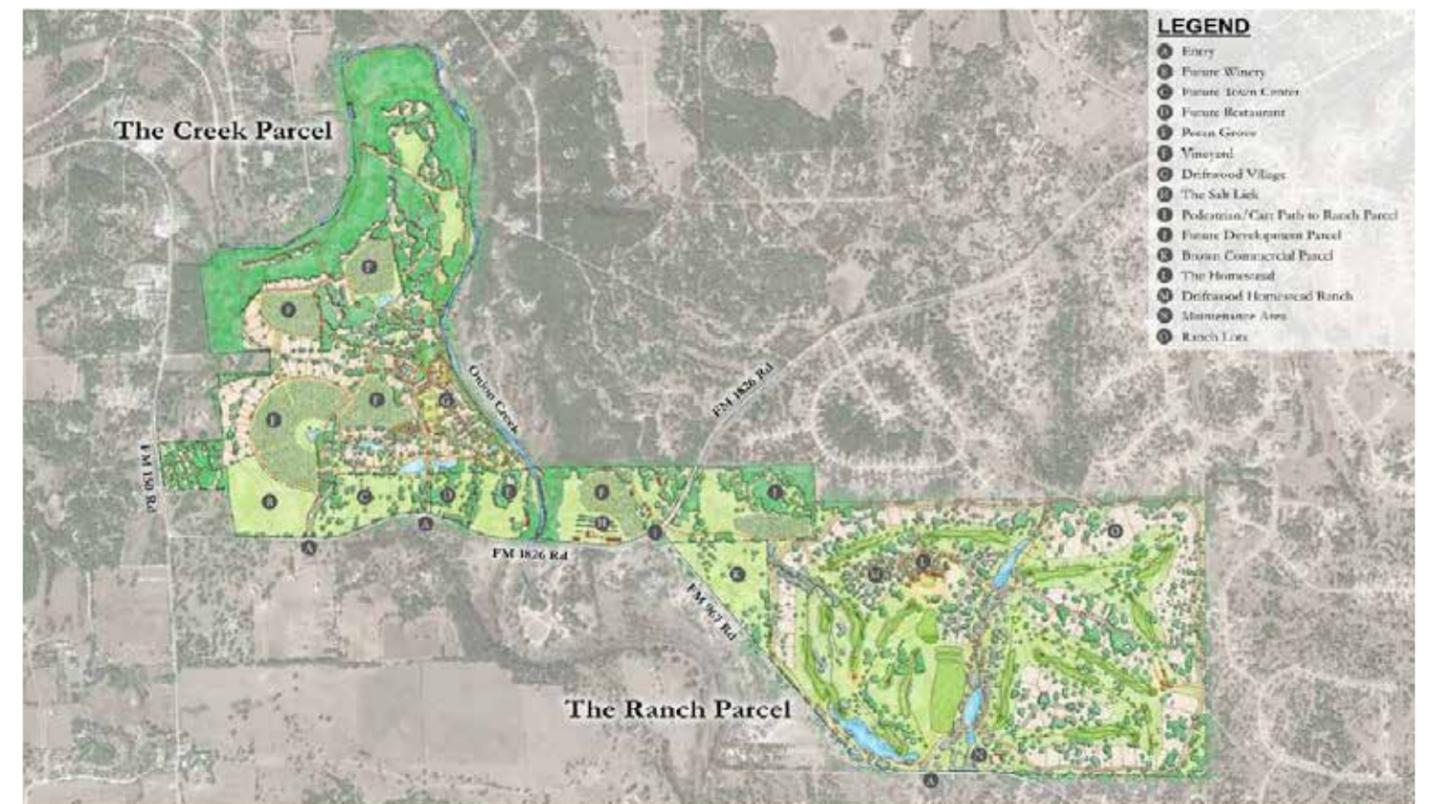
A cluster development approach utilizes compact patterns to minimize development impact and conserves a vast majority of green space for common enjoyment. These open spaces are used for a variety of uses such as habitat protection, agricultural and/or recreational use. For example, a Homeowner’s Association (HOA) might establish a “managed open space” that is a shared amenity for the whole community. “Agri-hoods” (agriculture neighborhood) are a recent form of conservation subdivision emerging around the country which are centered around community gardens or vineyards.

CONSERVATION EASEMENTS

On the other end of the spectrum, landowners who are interested in permanently restricting development of their property might be interested in investigating a conservation easement. In this scenario, all (or a portion of) the future development rights to the land are purchased by a land trust. The landowner benefits immediately from the reduced tax assessment while existing uses (such as private homes, agriculture, etc.) continue as before, but protection of the land is ensured in perpetuity.



Conventional growth vs. smart growth (dispersed vs. clustered), Source: Rural by Design



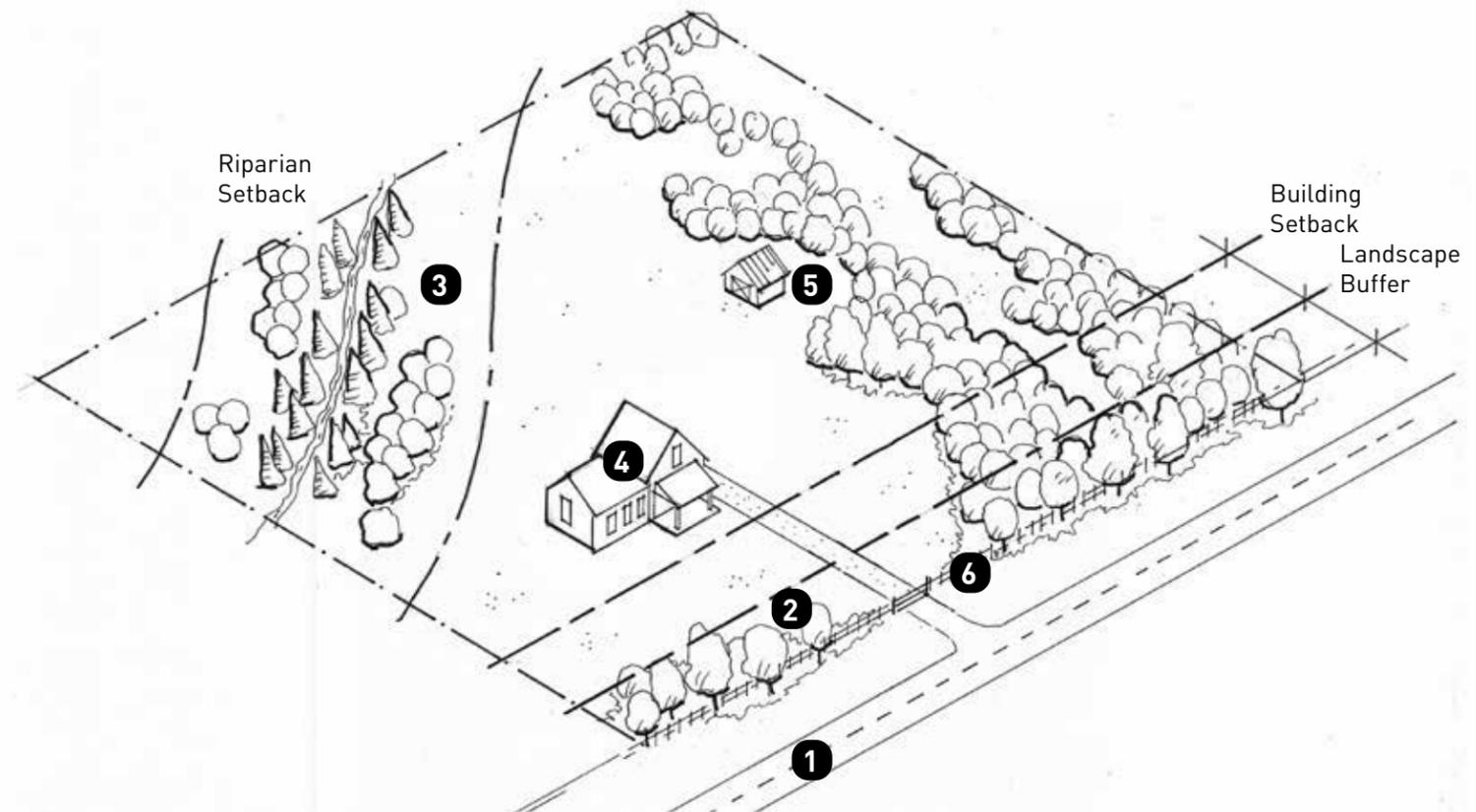
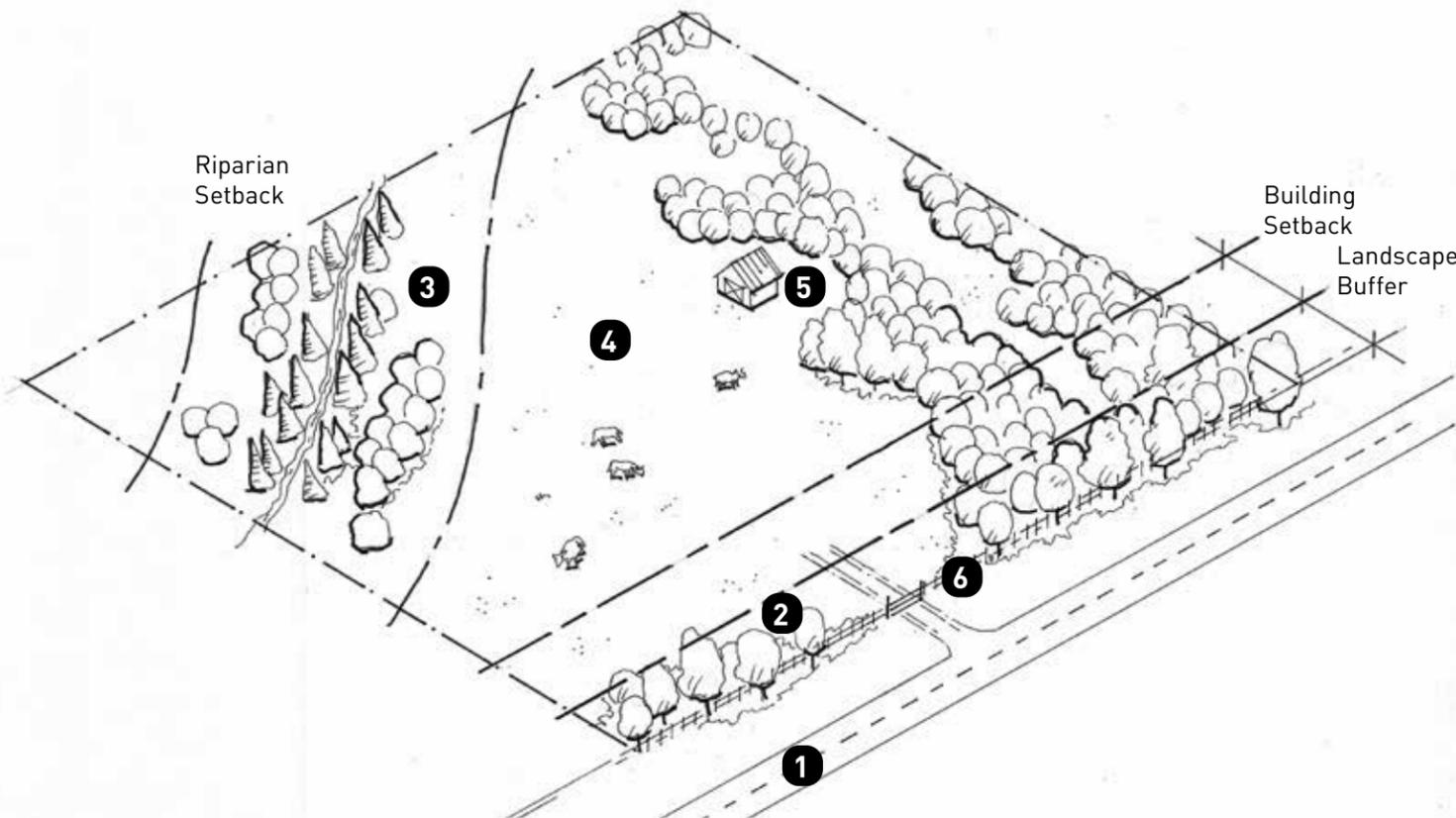
Great local example of conservation development: Driftwood Golf and Ranch Club, Source: Bosse & Associates/Discovery Land Co.

KIT OF PARTS: BEST PRACTICES & COVENANTS

The following illustrations describe how a simple private covenant on a rural property could guide future development to unfold in a manner consistent with the character of Driftwood. The diagrams demonstrate (as an example) the gradual evolution of a property from rangeland to a single-family residence to small winery with tasting room. In this scenario, development has been guided by a combination of voluntary best practices and covenants which specify a landscape buffer and setbacks for development and protection of the riparian ecology.

Landowners interested in implementing private covenants may wish to consider the following:

- Minimum 50' landscape buffer from the road right-of-way (ROW) in the Core Area
- Minimum 100' development setback from the road right-of-way (ROW) in the Core Area
- Minimum setbacks/buffer zones from riparian areas (if applicable)
- Language to address signage and dark-sky lighting (following DHCS standards)
- Maximum % of impervious cover or housing density for the site



PRE-DEVELOPMENT

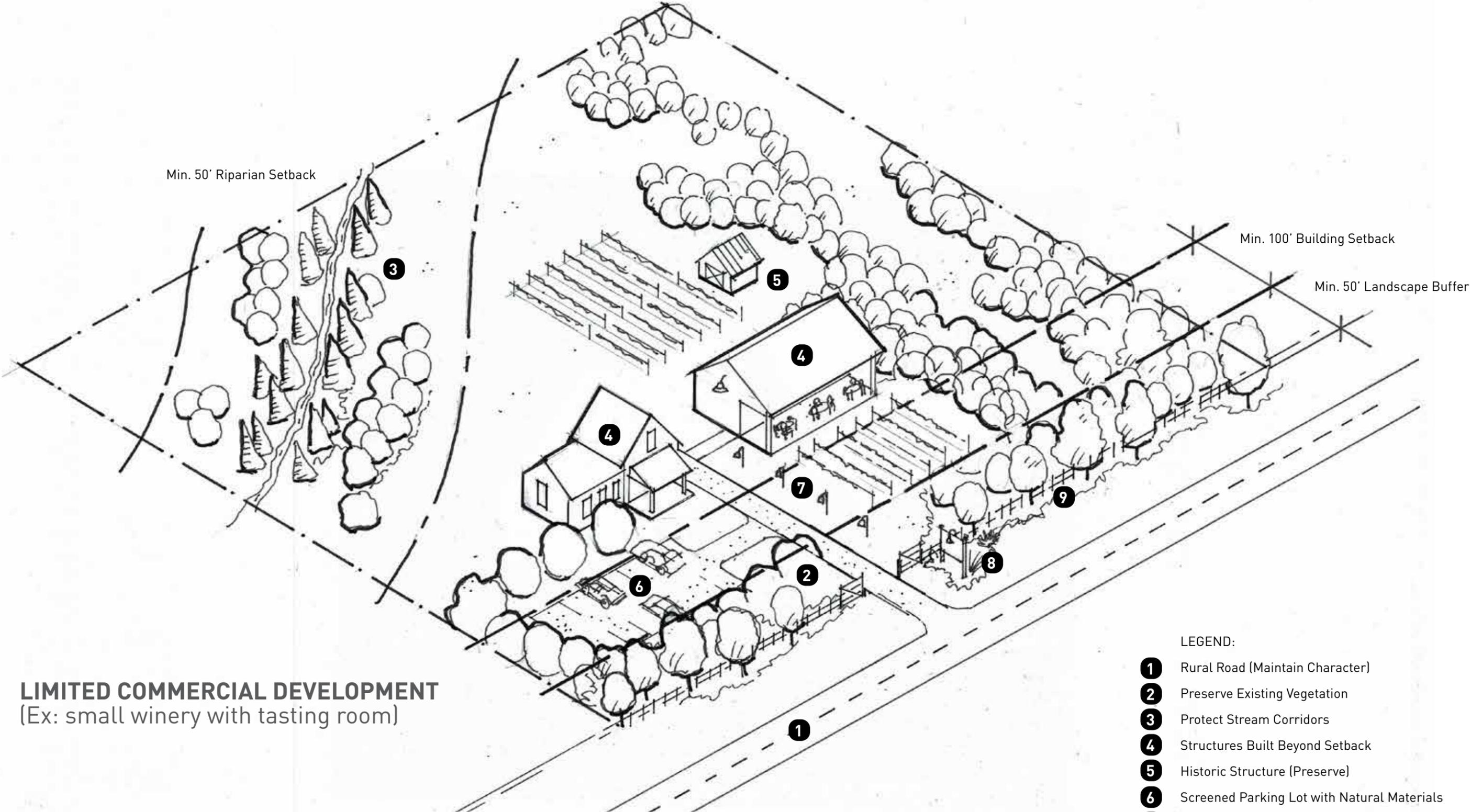
LEGEND:

- 1** Rural Road (Maintain Character)
- 2** Preserve Existing Vegetation
- 3** Protect Stream Corridors
- 4** Pasture/ Open Space
- 5** Historic Structure (Preserve)
- 6** Vernacular Fencing to Remain

RESIDENTIAL DEVELOPMENT

LEGEND:

- 1** Rural Road (Maintain Character)
- 2** Preserve Existing Vegetation
- 3** Protect Stream Corridors
- 4** House Built Beyond Setback
- 5** Historic Structure (Preserve)
- 6** Vernacular Fencing to Remain



LIMITED COMMERCIAL DEVELOPMENT
 (Ex: small winery with tasting room)

LEGEND:

- 1 Rural Road (Maintain Character)
- 2 Preserve Existing Vegetation
- 3 Protect Stream Corridors
- 4 Structures Built Beyond Setback
- 5 Historic Structure (Preserve)
- 6 Screened Parking Lot with Natural Materials
- 7 Dark Sky Compliant Lighting
- 8 Unobtrusive Signage with Native Landscaping
- 9 Fencing in Keeping with Driftwood Vernacular



Old Driftwood Store, 1940s
Source: <http://www.hillcountryportal.com/Images/Area/Driftwood>



Old Driftwood Store, 1970s
Source: DHCS

A Vision for Downtown

At roughly 30 acres and consisting of a handful of buildings, Downtown Driftwood represents a simple Texas settlement pattern. A church, former store, community and education buildings, cemetery, wedding venue, post office, a few houses, and outbuildings cluster around the intersection of FM150 and Elder Hill Road.

Over time, FM150 has grown in width to accommodate the design speed of an arterial highway; making it a dangerous thoroughfare to cross on foot or by bike and disconnecting the components of the town from one another. Slowing down traffic and upgrading the intersection to address safety is key to improving the experience of Downtown.

Today, the Old Driftwood Store is not open to the public. The post office is where locals can bump into one another during the week. The church is busy on Sunday. The community center and education building are used occasionally while the Stonehouse Villa is popular on weekends. However, Downtown is missing a vibrancy that brings everyone together daily - a place where neighbors can socialize, and visitors can get oriented to explore and learn about the history and culture of Driftwood. There is an opportunity to re-imagine the components of Downtown Driftwood as hosting a set of dynamic uses that foster community.



Downtown Driftwood panorama from FM150 looking south. Photo: Overland

GATHER



- COMMUNITY GATHERING/ SMALL-SCALE MARKET
- "GO DRIFTWOOD" GOODS
- ART GALLERY SPACE/ INTERPRETIVE CENTER

EMBRACE



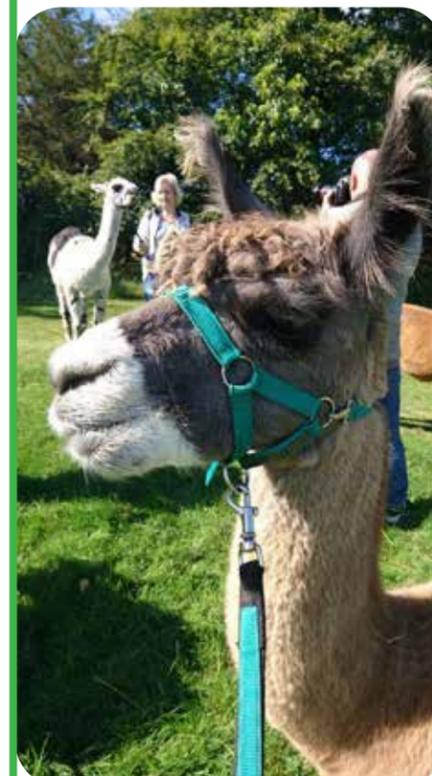
- VISITOR'S CENTER
- DRIFTWOOD "HUB"/ SMALL SCALE RETAIL
- PARK/ GREEN SPACE/ PICNIC AREA/ PARKING GARDEN

STAY



- HAMLET HOMES/ AIR BNB RURAL COTTAGES
- SMALL AMENITY CENTER/ DOWNTOWN SOCIAL CLUB

ENGAGE



- AGRICULTURE-RELATED ACTIVITIES FOR LOCALS & VISITORS
- IMMERSIVE FARM/ OUTDOOR VENUE FOR STARGAZING
- MINI "AGRIHOOD" CLUSTER OF HOMES

CELEBRATE



- SHARED USE OF OPEN SPACE FOR MUSIC FESTIVALS, ANTIQUE FAIR, FOOD & WINE FESTIVAL, 4TH OF JULY CELEBRATION, HERITAGE DAYS

DISCOVER



- ECO-TOURISM
- BIRDS, BEES, BUTTERFLIES
- WILDFLOWER MEADOW
- RESEARCH OUTPOST



STRATEGIES TO CONSIDER:

- Pursue further study of the FM 150/Elder Hill Road intersection as recommended in the FM150 Master Plan Report to advance the conversation with the County Commissioners on how best to make improvements. (see pages 24-31 for options to consider).
- At a minimum level of development intervention, focus on enhancing the Education Building and Community Center with expanded programming.
- Should properties become available/developable, consider Downtown Driftwood holistically to ensure that any improvements/new developments fit appropriately into the context.
- Develop a master plan and/or design guidelines to safeguard the architectural character of Downtown Driftwood.
- Conserve groundwater by harvesting and reusing rainwater and demonstrating the preciousness of this natural resource.
- Build stakeholder partnerships to coordinate onsite wastewater management/treatment with watershed protection efforts.

OPPORTUNITIES:

- 1 Redevelop the Old Driftwood Store and surrounding grounds into a vibrant market for local food, goods, and social gathering.
- 2 Create a cottage cluster to live in/visit Downtown.
- 3 Create a shared use outdoor venue/parklet.
- 4 Expand upon the use of the Education Building and Community Center for locals and visitors.
- 5 Create an outdoor experience/farm venue.
- 6 Develop design plans for natural area.
- 7 Improve the Downtown intersection and public space around the Old Driftwood Store.



GATHER

OUTDOOR GATHERING AT THE OLD DRIFTWOOD STORE



EMBRACE

THE OLD DRIFTWOOD STORE AS MARKET/RESTAURANT



STAY

COTTAGE CLUSTER



ENGAGE

COMMUNITY FARM AT COTTAGES



CELEBRATE

THE OLD DRIFTWOOD STORE AS MARKET/RESTAURANT



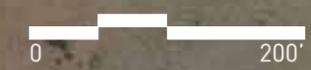
DISCOVER

IMMERSIVE FARMING ACTIVITIES



- LEGEND:**
- PROGRAMMED OUTDOOR SPACE
 - POTENTIAL DEVELOPMENT
 - POTENTIAL RENOVATION/REDEVELOPMENT
 - LANDSCAPE BUFFER
 - IMPROVED CROSSING
 - PARKING AREA
 - IMPORTANT CONNECTION

- OPPORTUNITIES:**
- 1** Redevelop the Old Driftwood Store and surrounding grounds into a vibrant market for local food, goods, and social gathering.
 - 2** Create a cottage cluster to live in/visit Downtown.
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CHARACTER OF DRIFTWOOD



Old Driftwood Store, Photo: Overland



Community Center, Photo: Overland



Post Office, Source: <http://www.austinrealestatehomesblog.com>



Education Center, Photo: Overland



Cottage next to Old Driftwood Store, Photo: Seventh Generation



Methodist Church, Photo: Seventh Generation

Architectural Character

The story of Texas's settlement and growth is told through the natural, cultural and historical resources of its small rural communities like Driftwood. Though limited in size, the town has served as an important economic and social hub along the meandering expanse of Ranch Road 150. Historically, the town was anchored by the Old Driftwood Store and Methodist Church with its community center and historic cemetery. In more recent times, the addition of the Post Office and a few small businesses have added to Driftwood's support role to the dispersed community.

The Old Driftwood Store, occupying a prominent corner at the busy intersection of FM 150 and Elder Hill Road (CR 170), is undoubtedly the most iconic building in Downtown. It supported the farming and ranching activities in the area by providing essentials such as dry goods, tools, equipment, fuel, cattle feed, and other supplies.

The existing built structures found in Downtown Driftwood and the surrounding Core Area may be described as having most, if not all, of the following character-defining features:

- Simple architectural massing with rectilinear plans and gabled roof forms.
- Additive porches with low sloped broken-pitched roofs.
- Informally clustered site arrangements with a hierarchy of buildings consisting of primary structures and secondary outbuildings.
- Rudimentary fencing of various types with cedar posts and barbed wire, split rails, dry stack stone walls to subdivide and define different precincts within an individual property.
- Compound structures with organic construction and modifications over time.
- Human-scaled structures and intimate spaces.
- Timeless sustainable site strategies such as rainwater harvesting, cisterns, windmills, natural ventilation and daylight, externalized circulation, climatically responsive building orientation, dogtrots and breezeways, and outdoor programmed spaces.
- Use of locally or regionally sourced materials, such as quarried ashlar limestone, rough-sawn cedar and cypress, tightly profiled waterfall wood siding, corrugated or field-crimped standing seam roofs, etc.
- Use of authentic materials with natural colors and textures that weather well and gain character with the passage of time.
- Simple and honest architectural detailing, practical construction techniques and exposed structural members such as timber beams or pole barn structures.
- Use of common catalog components such as windows, doors and hardware that became more readily available through the expansion of railroads and truck transportation.
- Utilitarian light fixtures, hardware and other building elements that possess an agro-industrial character.

The next page includes a high-level inventory of buildings that make up "Downtown" Driftwood along with a description of their historic significance. As redevelopment opportunities emerge, it is recommended that design guidelines be created to safeguard the character of Downtown.



DOWNTOWN DRIFTWOOD EXISTING STRUCTURES INVENTORY

	BUILDING NAME	YEAR BUILT	STYLE	HISTORIC SIGNIFICANCE	COMMENTS
1	Old Driftwood Store	1915 (earlier wood-framed store est. ca. 1886 burned down and was replaced by current stone structure)	Regional Vernacular	High: Significant iconic structure with a high degree of historical and physical integrity.	A good representation of early 20th C. limestone masonry construction and mercantile building type.
2	Old Store Warehouse	ca. 1915-20s	Regional Vernacular/Utilitarian	Medium: Contributes to the composition and critical mass of downtown. Good degree of historical and physical integrity.	The warehouse physically adjacent to north side of the Old Driftwood Store.
3	Driftwood Post Office	Contemporary	Contemporary Vernacular	N/A - New Construction	Contemporary, yet sympathetic building that does not detract from the historic character of the downtown area.
4	Metal Garage Building	Contemporary	Utilitarian	N/A - New Construction	Prefabricated metal building west of the Old Driftwood Store and near the Driftwood Post Office differs from the historic character of the downtown area
5	Cottage	ca. 1910s-1920s	Rustic Arts and Crafts Style	Medium: Contributes to the composition and critical mass of downtown. Good degree of historical and physical integrity.	Cottage north of Old Store Warehouse
6	Stone Horse Tank	late 19th C./early 20th C.	Regional Vernacular/Utilitarian	Medium: Contributes to the authenticity of the rural and agricultural landscape. Good degree of historical and physical integrity. Honest stone masonry craftsmanship.	
7	Burns Residence	1920s-1930s	Regional Vernacular/Cottage Style	Medium: Contributes to the composition and critical mass of downtown. Good degree of historical and physical integrity.	Retains residential presence in downtown area.
8	Petri Residence	1940s-1950s	Ranch Style	Low: Good physical condition, but lacks regional connection or uniqueness.	Retains residential presence in downtown area. Ubiquitous Ranch Style that can be found throughout the United States.
9	Broker/Realtor Office	Contemporary	Regional Vernacular/Cottage Style	N/A - New Construction	
10	Driftwood United Methodist Church	Chartered 1880	Folk Victorian	High: Significant iconic structure with a high degree of historical and physical integrity and cultural significance.	Noteworthy stained glass and other ecclesiastical ornamentation.
11	Community Center	1920, remodeled in 1950s	Folk Victorian	Medium: Significant hub of social and cultural activities in the community.	
12	Education Center	Contemporary	Contemporary Vernacular	N/A - Recent Construction	Contemporary, yet sympathetic building that does not detract from the historic character of the downtown area and contributes to the clustered configuration of the historic church and community center.
13	Driftwood Cemetery	Established 1884	N/A	High: Significant to local and regional settlement pattern. Association with prominent members of the community including civic and church leaders, and grave sites of at least eight veterans of the American Civil War.	
14	Stonehouse Villa Complex	1923 with modifications in the 2010s	Regional Vernacular	Medium: - Good physical condition, but with significant modifications to historic fabric.	Additions and modifications are of appropriate scale, regional materials, clustered site configuration, etc.

DOWNTOWN INTERSECTION

EXISTING CONDITION: FM 150 AND ELDER HILL RD DOWNTOWN DRIFTWOOD



Description: Elder Hill Road has a stop sign where it meets FM 150. Traffic on FM 150 through Downtown is not required to stop. Even though the speed reduces from 55 to 45 mph through Downtown, vehicles rarely slow down, making for a dangerous intersection.

PROS

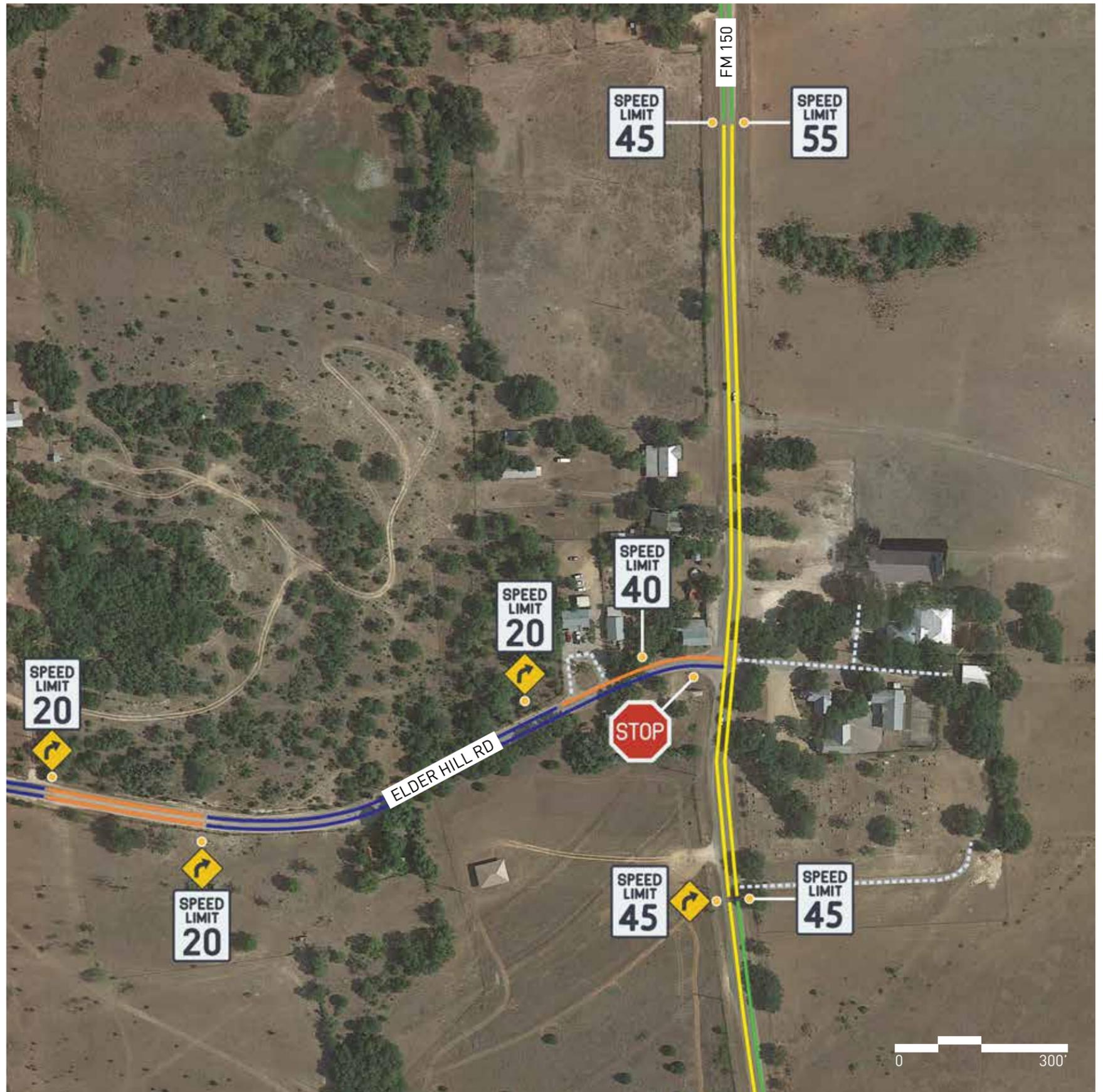
- Elder Hill Road is at slower speed approaching FM 150.

CONS

- The 45 mph speed limit on FM 150 through downtown is high given how close the road is to the Old Driftwood Store.
- There is a general lack of visibility pulling out of the parking lots along FM 150, making it dangerous to pull out onto the road and merge with vehicles driving at least 45 mph through Downtown.

LEGEND:

	-55 MPH		- 40 MPH		- GRAVEL
	-45 MPH		- 25 MPH		



ALTERNATIVES: FLASHING STOP SIGNAL ROUND TOP, TEXAS



Description: The intersection of 237 and Main Street utilizes a flashing stop signal. Cars from both roads stop at the intersection. Speeds are reduced before entering Round Top, allowing drivers to become more aware of pedestrians and slower-moving traffic in town.

PROS

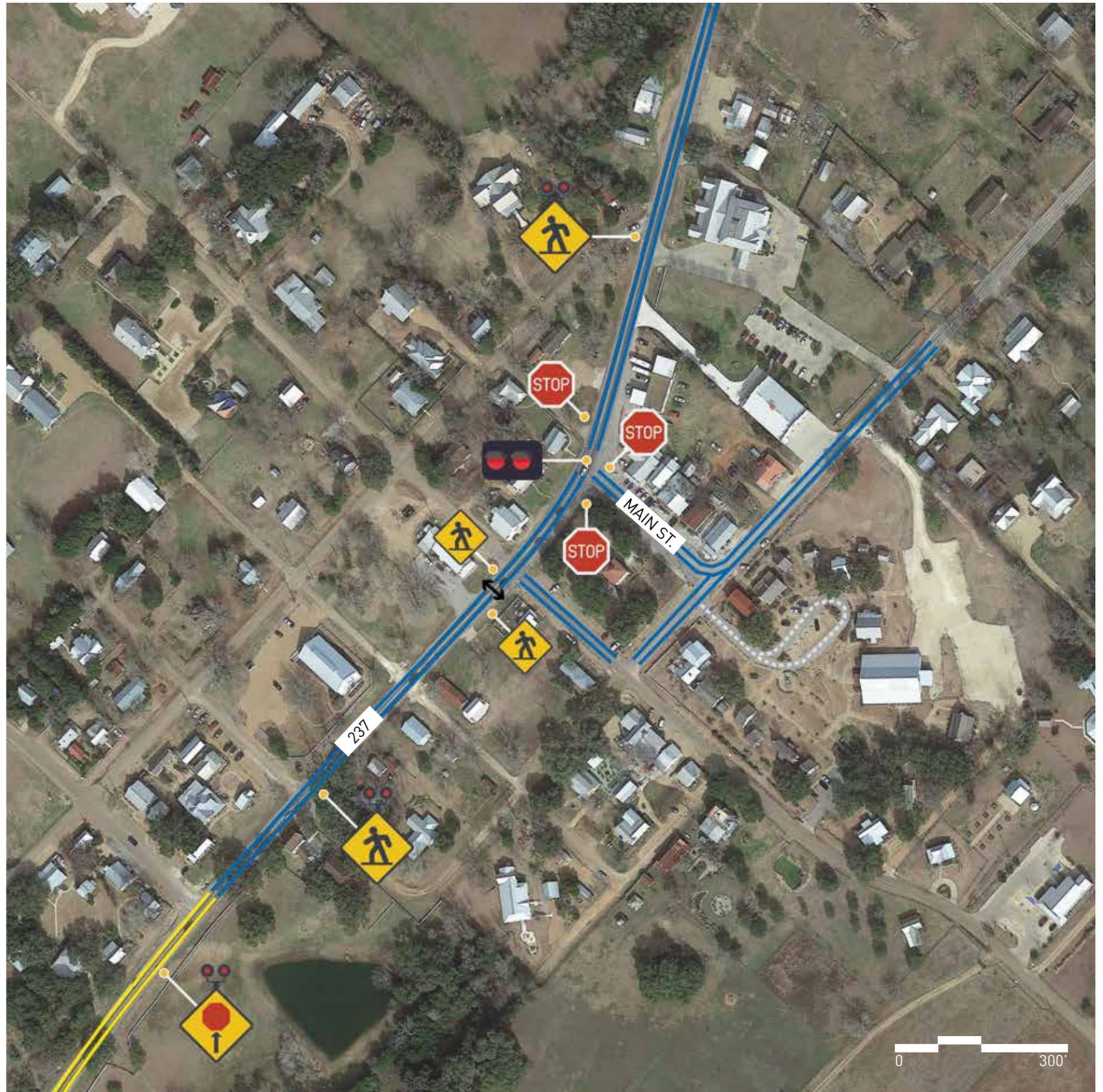
- The flashing stop signal facilitates traffic flow through and within Downtown.
- All traffic coming to a stop allows for a more walkable Downtown.

CONS

- The flashing stop signal is a singular setting; it is not designed to respond to varying traffic flows of peak/ off-peak times.

LEGEND:

- -45 MPH
- -35 MPH
- - GRAVEL ROAD
- ↔ - PEDESTRIAN CROSSING



CASE STUDY

ALTERNATIVES: TRAFFIC LIGHT
JOHNSON CITY, TEXAS



Description: Highway 290 reduces from four lanes to two lanes at Johnson City's main intersection. Speeds are reduced to 35 mph. The intersection is controlled with a traffic light.

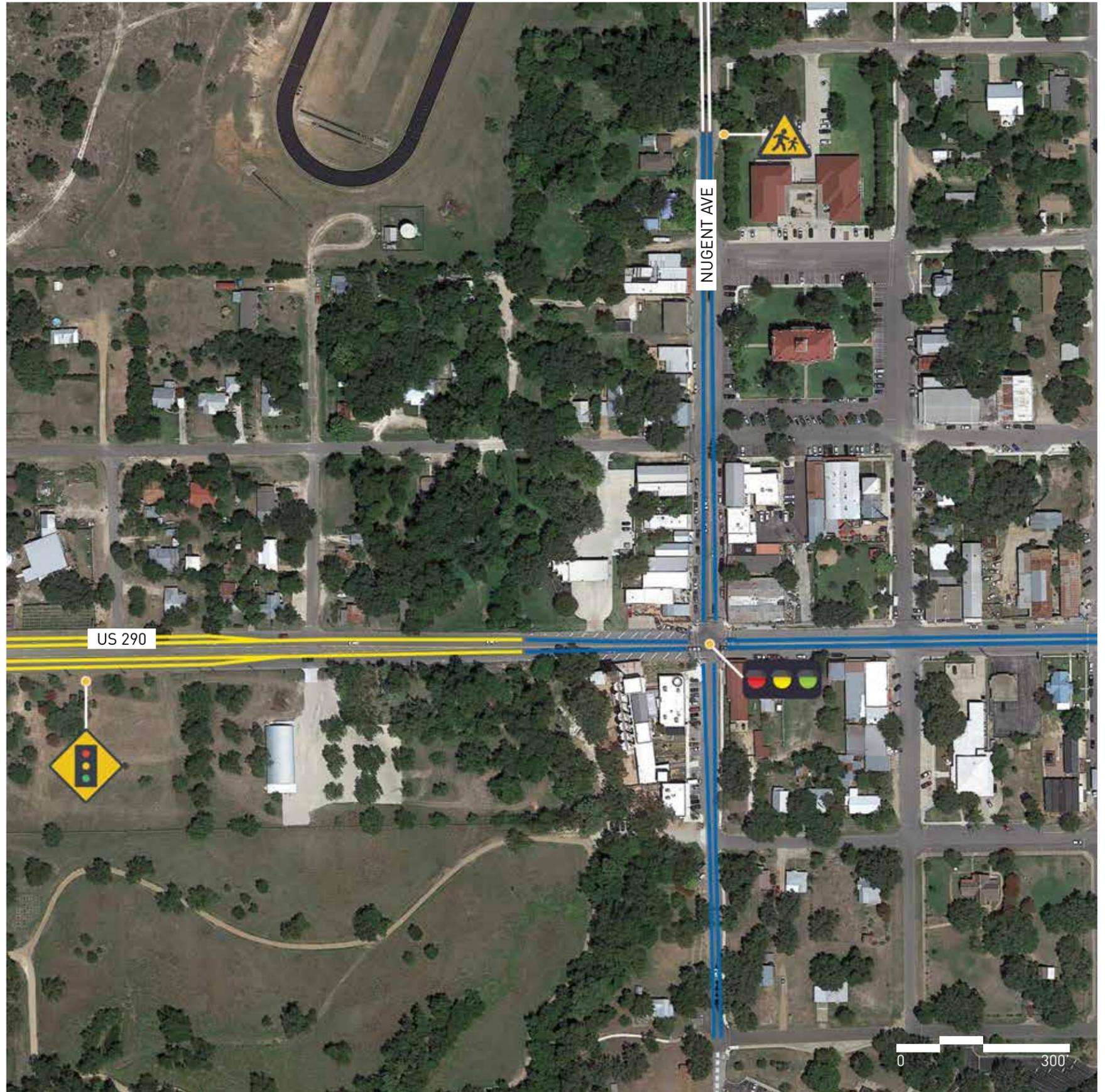
PROS

- The traffic light facilitates traffic flow through and within Downtown.
- All traffic coming to a stop allows for a more walkable Downtown.
- The main intersection marks the entry into Downtown Johnson City.

CONS

- The intersection can still experience back-up on US 290 during peak times.

LEGEND:



ALTERNATIVES: ROUNDABOUT OLEAN, NEW YORK



Description: The small town of Olean, New York transformed their Downtown using a series of roundabouts to slow traffic and minimize pedestrian crossing distances, unifying the center of town around the intersection of Union and State Streets.

PROS

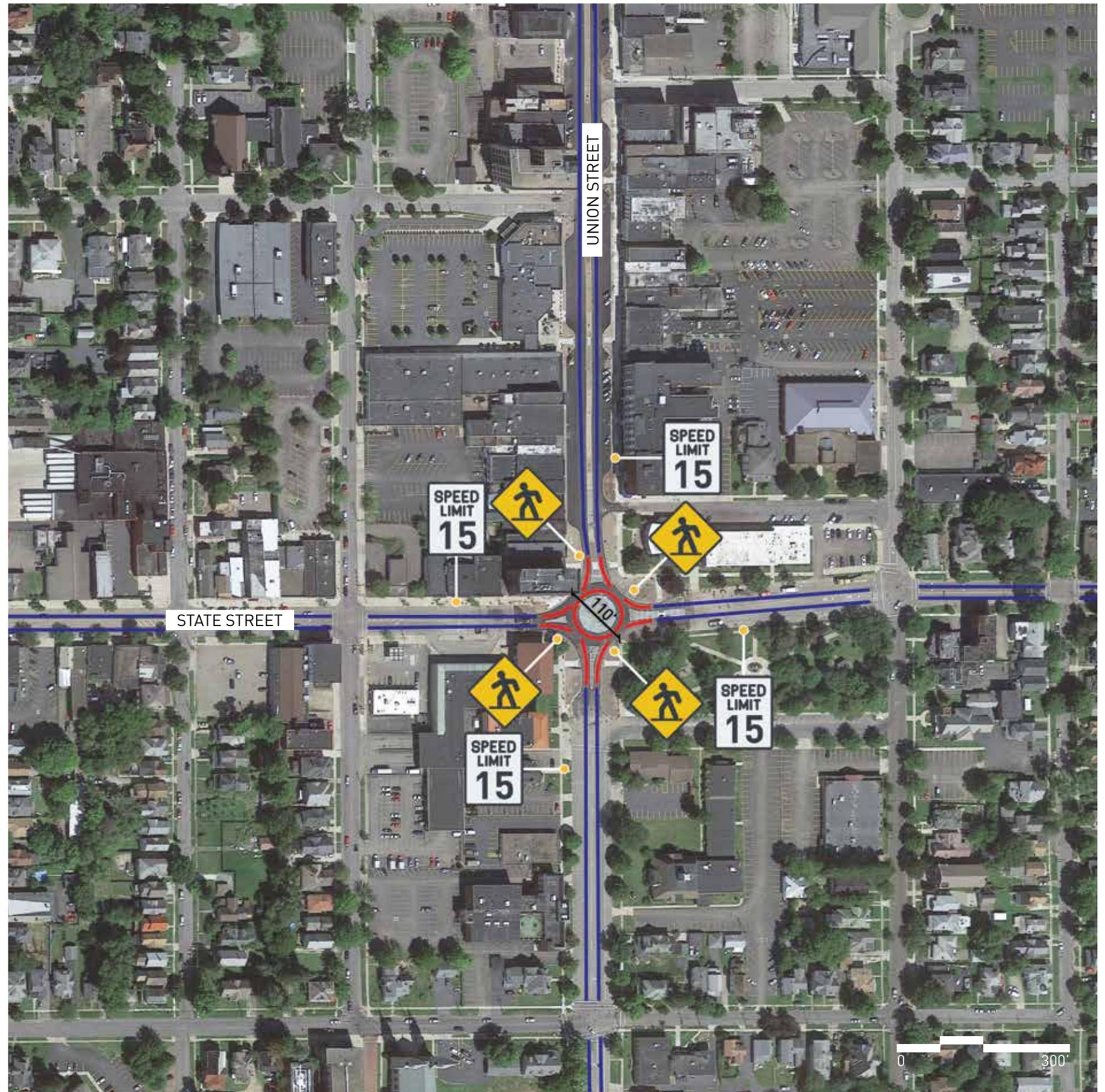
- The roundabout slows traffic on the two main roads coming into town, allowing for a more walkable Downtown.
- The roundabout acts as a wayfinding element in the Downtown to orient visitors and residents, and to mark important nodes.
- Civic functions such as city hall, post office, main park, arts council, and restaurants are more easily accessible by foot with safe crossings.

CONS

- The large scale of the roundabout (110'), diminishes the presence of existing building fabric.
- Residents had a learning period to adapt to the revised traffic pattern.

LEGEND:

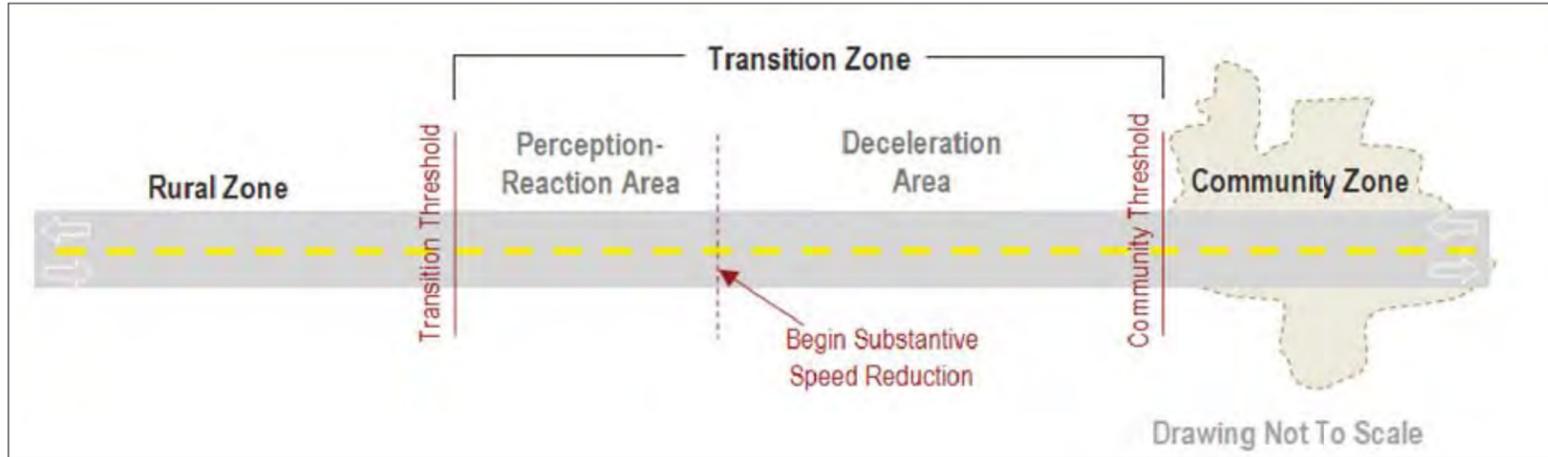
-  - 25 MPH
-  - 15 MPH



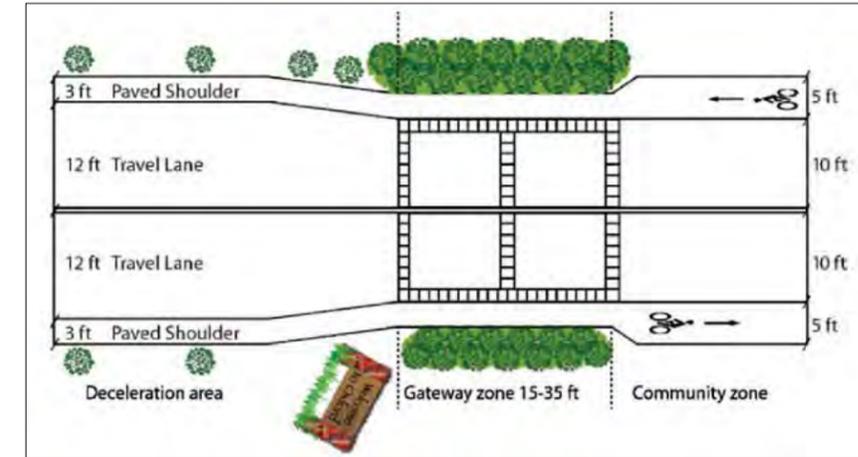
DOWNTOWN INTERSECTION

ROADWAY TRANSITION:

The concept of transitions establishes a “perception-reaction area” and “deceleration area” aimed to slow speeds approaching the “community zone”, which includes a reduced width right-of-way.



Transitioning to Community Zones, Source: FM 150 West Character Plan, Volume 3, K Friese + Associates



Transition Zone Concept, Source: FM 150 West Character Plan, Volume 3, K Friese + Associates

ROADWAY DESIGN ELEMENTS:

The design elements below are meant to slow traffic. Combining the appropriate elements allows for a safer pedestrian environment that de-emphasizes vehicles and gives a sense of place to Downtown Driftwood.



Separated bike lanes



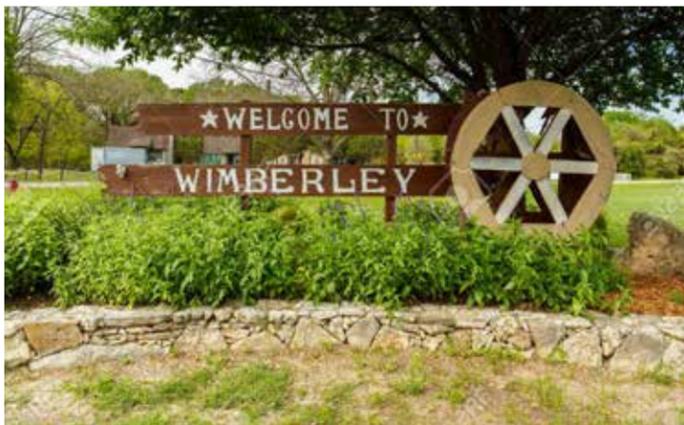
Shared use path



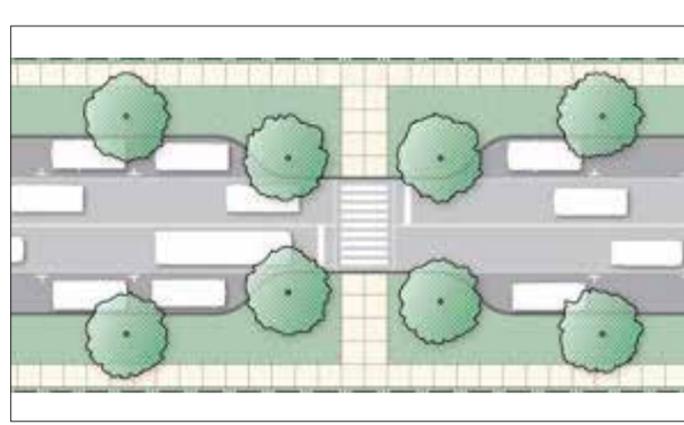
Speed table



Flashing stop light



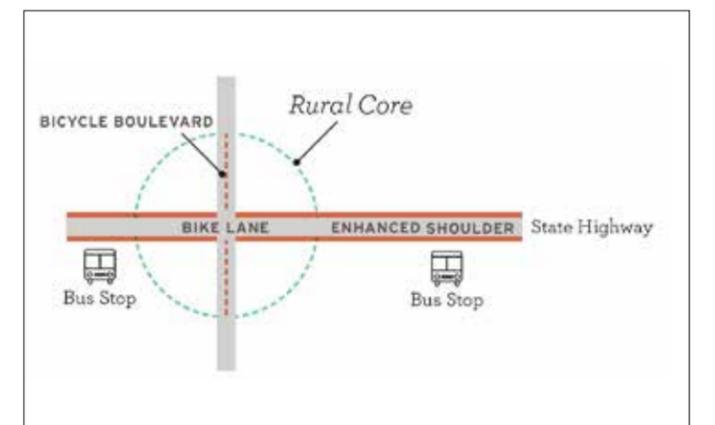
Entry signage



Threshold with landscape



Roundabout



Enhanced Shoulders

PROPOSED INTERSECTION: OPTION 1 (with alternates) FLASHING STOP SIGNAL AND REALIGNMENT

ALTERNATE A: Three-Way Stop

ALTERNATE B: Flashing Yellow Signal

Description: A flashing stop signal and additional stop signs are introduced to the intersection, requiring all vehicles entering Downtown to come to a full stop. The rights-of-way of both FM 150 and Elder Hill Road are reduced through Downtown in order to slow traffic and provide margin around the Old Driftwood Store.

The option shown (right) is recommended by the Overland Team given the scale of Downtown and the need to improve the safety of the intersection (for people and cars). Upgrading the intersection with a full stop would be safer than the existing condition while adding context-sensitive crossings would make it safer for pedestrians and encourage walkability. Alternate options include addressing the intersection as a three-way stop (no signals) or utilizing a flashing yellow signal to slow traffic through Downtown.

STRATEGIES USED

- The right of way approaching the intersection is narrowed, slowing traffic coming into Downtown.
- Signs with flashing light signals are installed in the “perception-reaction area” to alert drivers who are approaching the intersection.
- Landscape buffers and entry signage are utilized to create a “threshold” to downtown.
- Speed tables are used at the intersection allowing for safe pedestrian crossing.
- Bicycle paths transition from separated paths to “enhanced shoulders” upon entering into Downtown.

PROS

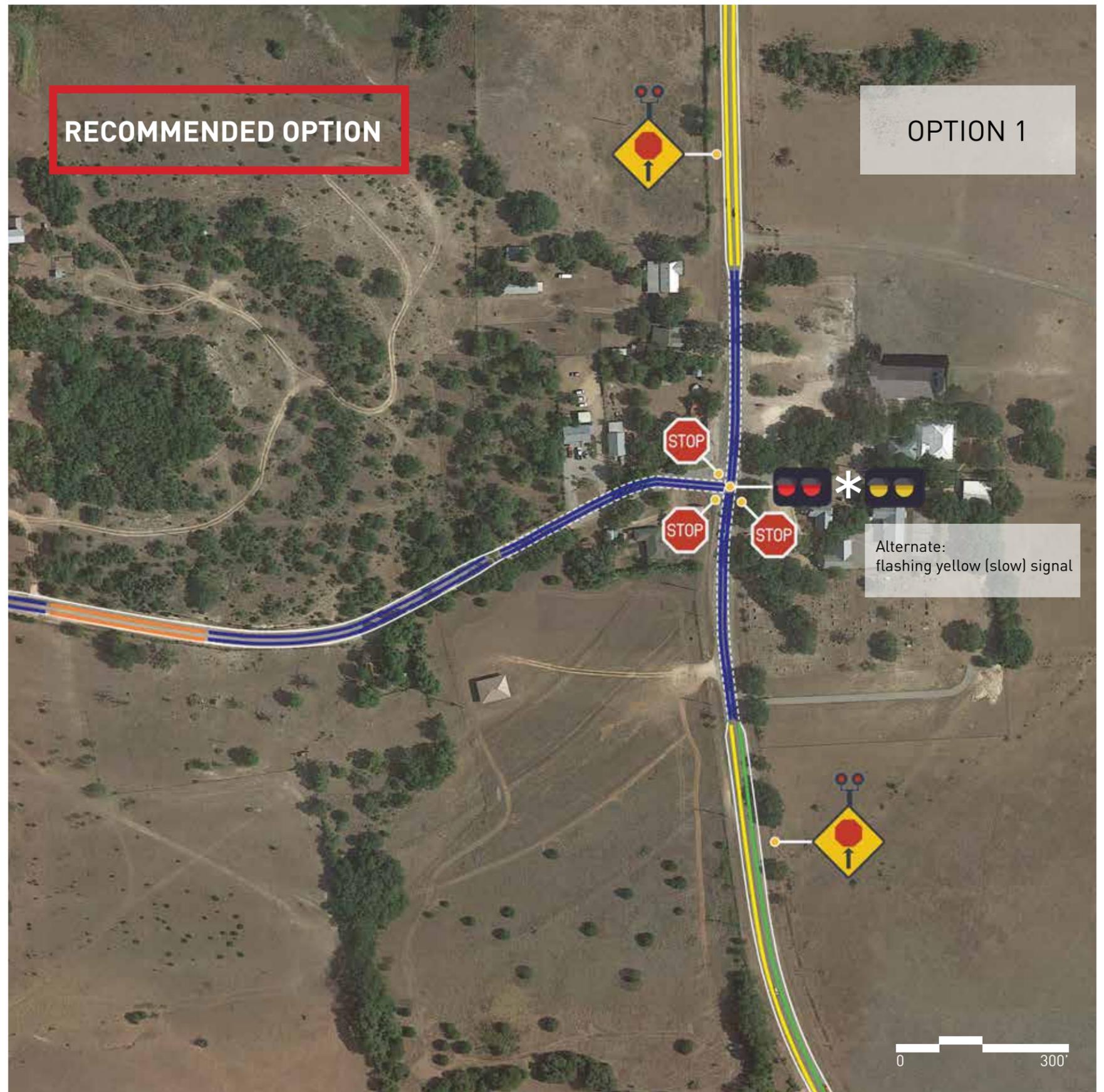
- All traffic coming to a stop allows for a more walkable Downtown.
- The right-of-way at the intersection can be narrowed to allow more space in front of the Old Driftwood Store.
- Local traffic from Elder Hill turning onto FM150 is safer with vehicles on FM150 coming to a stop at the intersection.

CONS

- The flashing stop signal is a singular setting; it is not designed to respond to varying traffic flows of peak/ off-peak times.

LEGEND:

- | | |
|---|--|
|  -55 MPH |  - 40 MPH |
|  -45 MPH |  - 25 MPH |



DOWNTOWN INTERSECTION

PROPOSED INTERSECTION: OPTION 2 ROUNDAABOUT

Description: A roundabout is introduced at the intersection of Elder Hill Road and FM 150. The existing Elder Hill right of way can be redesigned to be a pedestrian only environment, giving increased margin around the Old Driftwood Store (not depicted).

STRATEGIES USED

- The right of way approaching the roundabout is narrowed, slowing traffic coming into Downtown.
- Signs with flashing light signals are installed in the “perception-reaction area” to alert drivers who are approaching the intersection.
- Entry signage is used to mark the threshold into Downtown.
- Speed tables are used at the transition from roadway to the roundabout, slowing traffic and allowing for safe pedestrian crossing.
- Bicycle paths transition from separated paths to “enhanced shoulders” upon entering into Downtown.

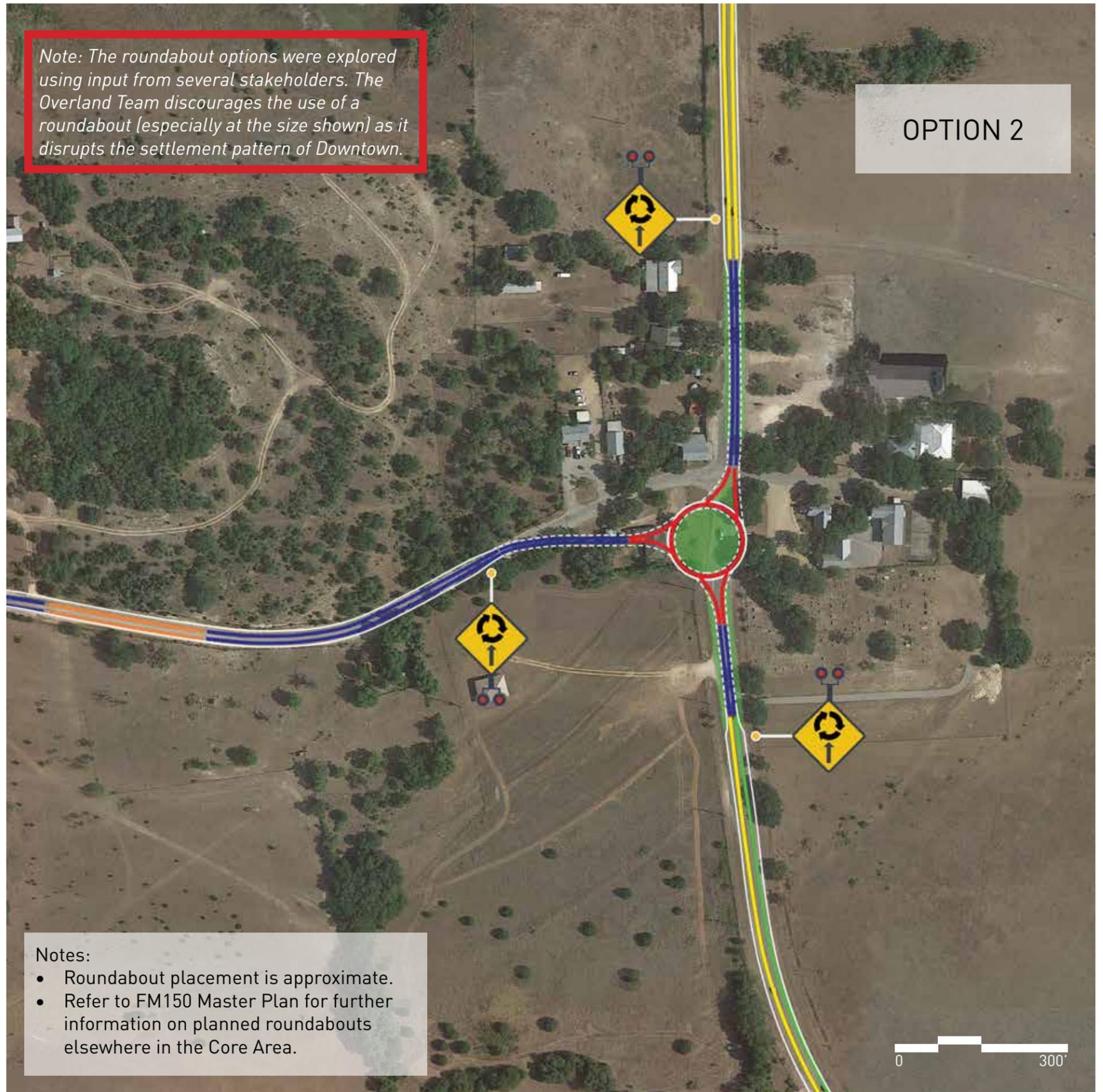
PROS

- The roundabout slows traffic coming into town, allowing for a more walkable Downtown by introducing safe crossings.
- The right-of-way at the intersection can be narrowed to allow more space in front of the Old Driftwood Store.

CONS

- The large scale of the roundabout (large enough to facilitate truck traffic) interrupts the historic town pattern.
- Private land would need to be acquired to accommodate the roundabout.
- If located close to the center of Downtown, the roundabout would be the defining feature of Driftwood vs. the Old Driftwood Store.

LEGEND:



PROPOSED INTERSECTION: OPTION 3 ROUNDAABOUT

Description: A roundabout is introduced at the intersection of Elder Hill Road and FM 150. The existing Elder Hill right-of-way can be redesigned to be a shared use path (with limited vehicle access), connecting current and proposed programs in Downtown across FM 150 (not depicted). This would provide increased margin around the Old Driftwood Store.

STRATEGIES USED

- The right of way approaching the roundabout is narrowed, slowing traffic coming into Downtown.
- Signs with flashing light signals are installed in the “perception-reaction area” to alert drivers who are approaching the intersection.
- Entry signage is used to mark the threshold into Downtown.
- Speed tables are used at the transition from roadway to the roundabout, slowing traffic and allowing for safe pedestrian crossing.
- Bicycle paths transition from separated paths to “enhanced shoulders” upon entering into Downtown.

PROS

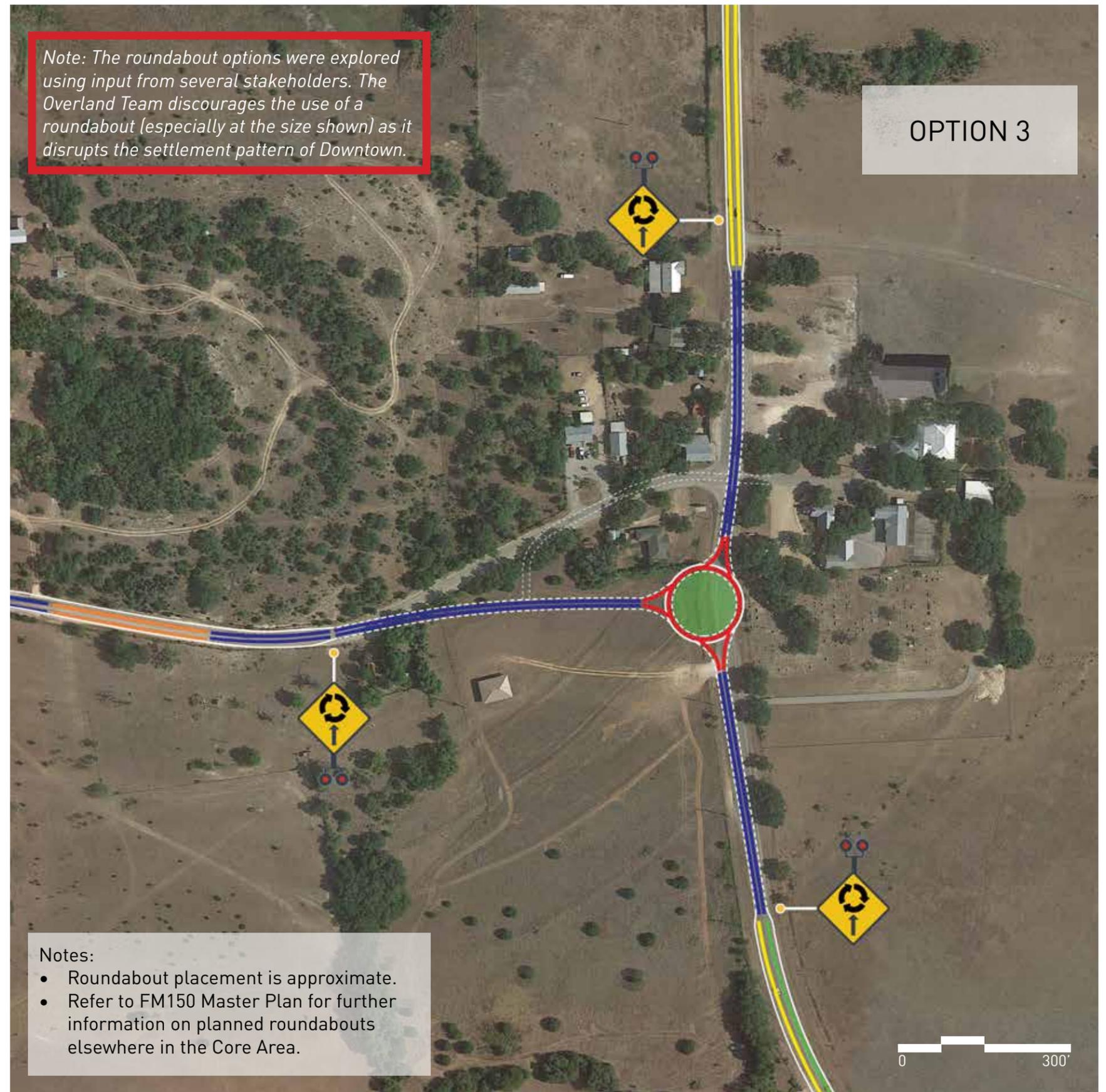
- The roundabout slows traffic coming into town, allowing for a more walkable Downtown by introducing safe crossings.
- The right-of-way at the intersection can be narrowed to allow more space in front of the Old Driftwood Store.
- If located further away from the center of Downtown, the roundabout does not compete with the Old Driftwood Store as the defining feature of the town.

CONS

- The large scale of the roundabout (large enough to facilitate truck traffic) interrupts the historic town pattern.
- Private land would need to be acquired to accommodate the roundabout.

LEGEND:

- | | | | | | |
|---|---------|---|----------|---|----------|
|  | -55 MPH |  | - 40 MPH |  | - 15 MPH |
|  | -45 MPH |  | - 25 MPH | | |



Notes:

- Roundabout placement is approximate.
- Refer to FM150 Master Plan for further information on planned roundabouts elsewhere in the Core Area.



An Invitation

Sparked by great conversations between the DHCS and local advocates, the Driftwood Roadmap represents a shared vision for guiding Driftwood towards favorable future outcomes. It is meant to be used as a tool for broadening the conversation with various stakeholders who will have agency in shaping these outcomes. To work towards achieving the goals of the Roadmap, the DHCS needs your help and invites you to join us in the focused efforts ahead.

For more information about the Roadmap and what you can do to join in helping us with next steps, contact us at:

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Vision/Master Plan Committee:
Allison Allen, Chair
planning@driftwoodhcs.org

Membership:
<https://driftwoodhcs.org/membership>

Helpful Resources

Driftwood Historical Conservation Society Website:
<https://driftwoodhcs.org/>

DHCS Sign Standards:
<https://driftwoodhcs.org/sign-standards#2c25e39e-707d-457e-84f9-33b0110037d2>

DHCS Endorsed Night Sky Guidelines:
<http://darksksociety.org/handouts/LightingPlanGuidelines.pdf>

FM150 Master Plan
<https://improve150.com/character-plan-materials-and-archives.html>