

URBAN DESIGN EXISTING CONDITIONS ANALYSIS

CITY OF NEWBERG, 414 East First Street, Newberg, OR 97132

GREENWORKS

October 27th, 2015





Aerial view of Highway 99-east-west couplet.

Introduction	5
Project Area	6
Buildings	10
Pedestrian Amenities	18
Walking Conditions	24
Civic Identity & Wayfinding	28
Cultural Resources	34
Historical Resources	36
Opportunities and Constraints	40



The following inventory describes the existing urban form and design including building type and use, streetscape, pedestrian amenities, civic identity and wayfinding. The downtown area builds on a rich history of architecture and historic properties that date from the 1880's to present, and represent the "Commercial Style" and "Commercial with Decorative Masonry Style," which is considered a building type, more than a particular style of architecture from the late 1800's to early 20th century. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, but those that remain have been repurposed and house a variety of business types while preserving their original aesthetic quality and facade informing the present streetscape.

Another major impact affecting the present streetscape of downtown Newberg is Highway 99W, also known as Herbert Hoover Highway, which is designated as a Statewide Highway and is on the National Highway System. Completed in 1917, it transects through downtown Newberg as a couplet; Westbound traffic travels along Hancock Street and Eastbound traffic flows on First Street. Highway 99 directly effects the current streetscape and aesthetic quality of the downtown area, due to its high traffic volumes and serving as a major freight corridor leading to larger major metropolitan areas. Figures 1-3 in the following report, illustrate the geographic location of Highway 99 within the project boundary area, and typical street sections along First Street and Hancock Street, demonstrate the existing dimensional character and function of the couplet.

Urban design is defined as the process of designing and shaping cities, towns and villages. In contrast to architecture, which focuses on the design of individual buildings, urban design deals with the larger scale of groups of buildings, streets and public spaces, whole neighborhoods and districts, and entire cities, with the goal of making urban areas functional, attractive, and sustainable. Urban design makes connections between people and places, movement and urban form, nature and the built fabric. Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity.

The existing historic facades and their relationship to the surrounding streets and neighborhood, along with the current pedestrian amenities, walking conditions, civic identity, and wayfinding elements, will be targeted to articulate the existing conditions of the downtown area of Newberg and are presented in this report.

PROJECT AREA

The map below illustrates the project boundary area which is bordered to the North by the Chehalem Cultural District, to the South by 5th and Second Street, to the West by a portion of the railroad tracks and Harrison Street, and to the East by River Street. Within the project area a designated Civic Corridor, which crosses through the project area from North to South and includes significant historic buildings, such as City Hall, the Post Office, Chehalem Cultural Center, and the Newberg Public Library. Also, the map indicates the location of the Westbound and Eastbound couplet that transverse the central downtown area.

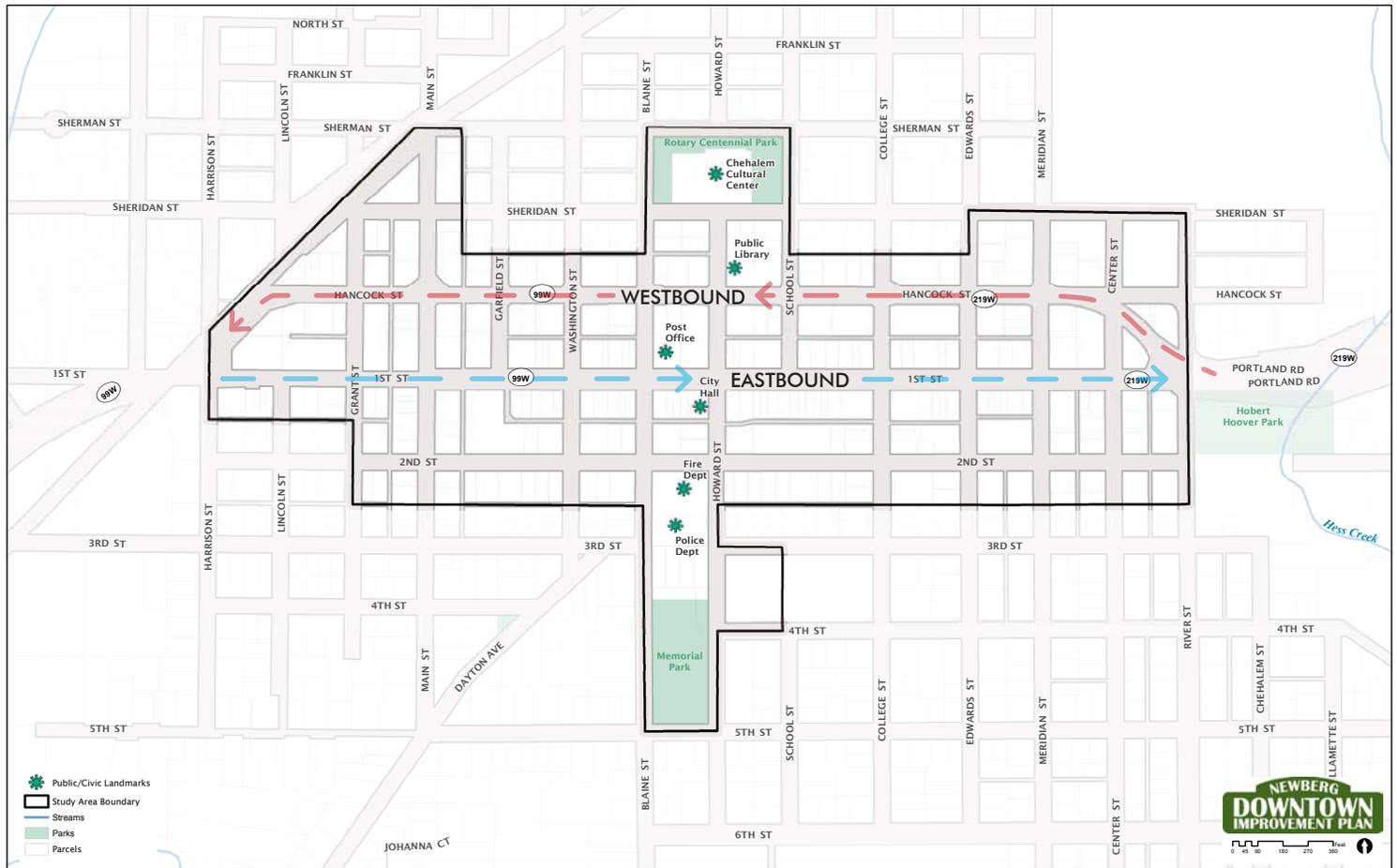
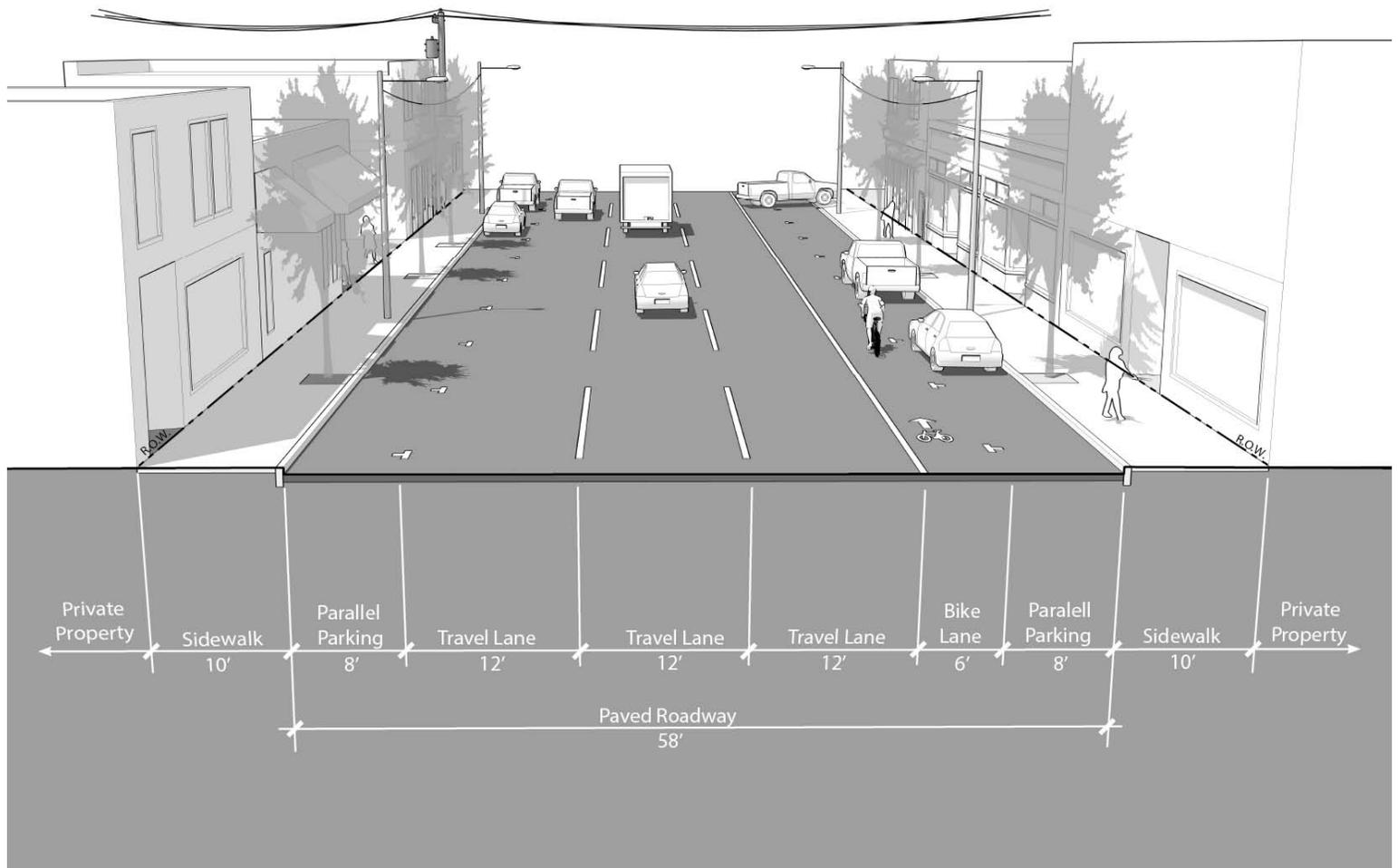


FIGURE 1-PROJECT AREA MAP

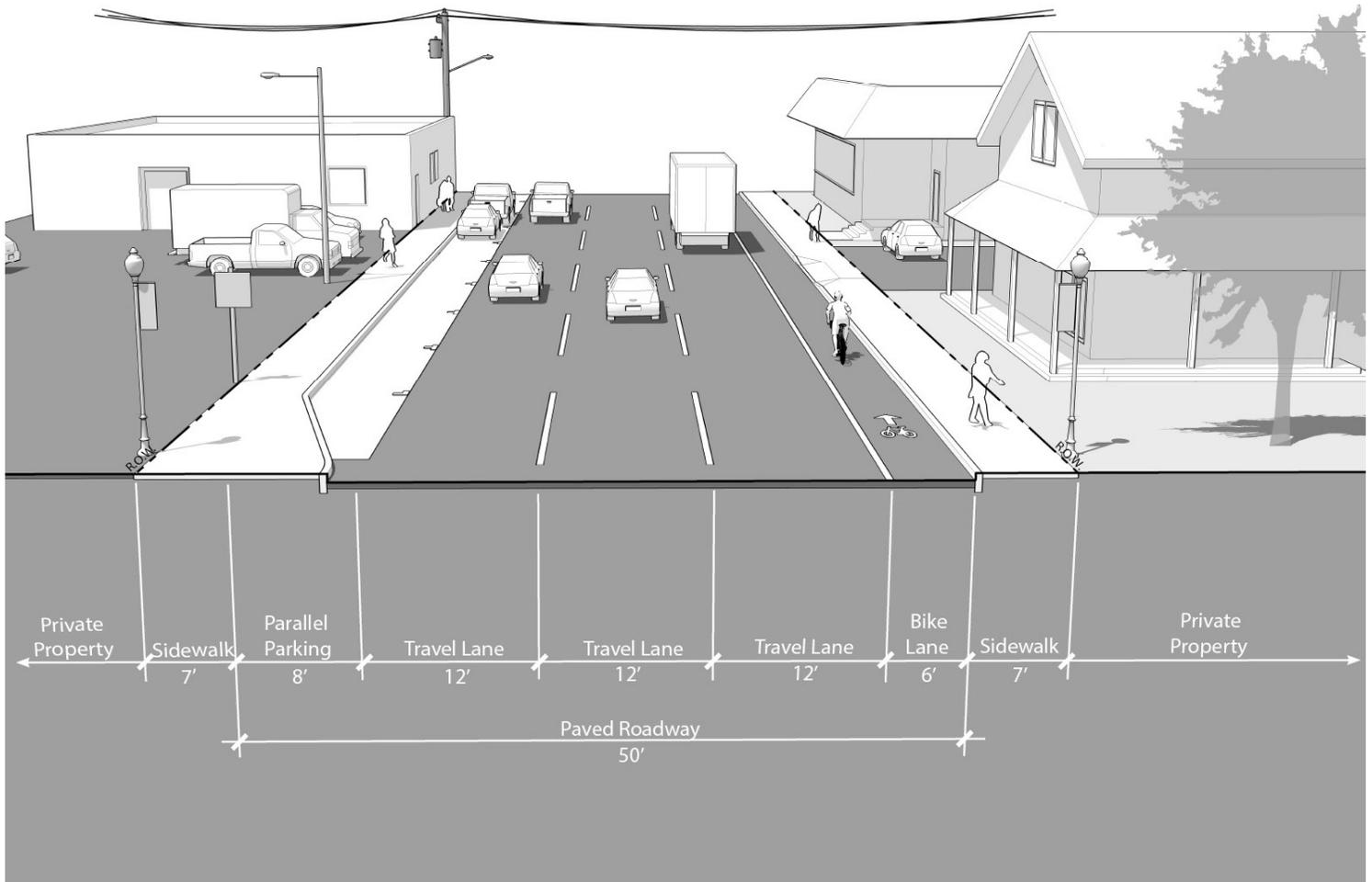
The illustration below is a typical street section demonstrating the physical character and dimension found on First Street. The right-of-way contains sidewalks on both sides of the paved roadway. Sidewalk widths are commonly 10' wide and include a 4' wide furniture zone to accommodate street trees, trash cans, signage, overhead lighting, and fire hydrants. The roadway consists of 3 one-way travel lanes with parallel parking on both sides and a bike lane on the south side.



**FIGURE 2-EXISTING TYPICAL SECTION
FIRST STREET (EASTBOUND)**

PROJECT AREA

The illustration below is a typical street section demonstrating the physical character and dimension found on Hancock Street. The right-of-way contains sidewalks on both sides of the paved roadway. The south side of the roadway includes sidewalks ranging from 7'-15', bulb-outs found at intersections, and stylized street lighting. The north side of the roadway contains a 7' wide sidewalk with stylized street lighting adjacent to the sidewalk edge. The roadway consists of 3 one-way travel lanes with parallel parking on the south side and a bike lane with no parking, on the north side.



**FIGURE 3-EXISTING TYPICAL SECTION
HANCOCK STREET (WESTBOUND)**

BUILDINGS

BUILDING SCALE
RE-USE
HISTORIC
RESIDENTIAL
INDUSTRIAL

BUILDING SCALE

Throughout downtown Newberg, there are 1-story and 2-story buildings that house commercial, industrial and residential uses. These common building types create an intimate scale due to their height and texture, along the city streets, as well as give way to views of the sky and other elements beyond the buildings. A large amount of buildings have retained their original brick facades, while others have either been resurfaced with a different material, painted over, new signage added or awnings installed over storefront windows.

The building scale on First Street is vastly different when compared to Hancock Street. Because the building facades on First Street are located adjacent to sidewalks and are positioned in close proximity to each other, the street is walkable and can be easily transversed as a pedestrian. Conversely, Hancock Street is much less dense and most buildings located here are either positioned within large asphalt parking lots, have no street frontage, or are setback from the adjacent sidewalk, making for an unfavorable walking condition.



EXISTING CONDITIONS



RE-USE

Many buildings from the 1900's have been reprogrammed over their history and some of the historic buildings have kept their original facade and architectural details. Two examples of this can be found on First Street; the First National Bank Building from 1910, which is now home to a vineyard tasting room and a former gas station that has been repurposed as a small restaurant. Others along First Street have been repainted, awnings added above storefronts or signage added. These details are degraded and have a visual impact on the streetscape.

On Hancock Street and near George Fox University, there are a multiple of former homes that have been converted into small restaurants, mixed use development, offices and retail shops. These homes have been repainted or refinished and most have signage added to the exterior.





HISTORIC

Newberg's historic buildings stem from its roots as the brick making capitol in Oregon during the 1900's, which is characterized by many of the buildings located in the downtown area. Through time, many of these historic buildings have been lost, but those that remain include City Hall, the Post Office, Chehalem Cultural Center, and the Newberg Public Library. Others, mostly located along First Street, have been repurposed and house a variety of business types. Many buildings are preserving their original aesthetic quality and facade, thus informing the present streetscape.

A high percentage of historic buildings were built with brick giving them a predominant red color with cream accents, distinct patterning due to the size of the brick, unique textural quality, and welcoming height and scale.





RESIDENTIAL

As the downtown block pattern moves North of Hancock Street and South of Second Street, the urban design language of downtown begins to transition to residential uses. These residential uses span multiple building time frames and include examples of architecture spanning from the 1900's to present. As the photos show, the facades present a different type of quality to the street, such as garage doors and undisclosed entrances that do not provide the same urban design aesthetic as those found on First Street and Hancock Street.



INDUSTRIAL

Industrial uses are integrated into several downtown areas within and surrounding the couplet. These uses are important to the overall economy of the City of Newberg. These facades and building types present a different kind of character to the city, because of their land use designation and require more investigation in compatibility for creating and continuing an urban design component of the downtown.

Buildings are typically larger in scale, some require freight loading docks, and sizeable space for maneuvering trucks. These buildings sometimes present challenges with pedestrian use and access interfering with their service needs. The downtown plan will need to specifically investigate these areas to help facilitate maintaining service and access to these industrial uses while creating a better aesthetic quality to the pedestrian urban design component.

One significant industrial area, located Northwest of the downtown commercial district, includes a former mill site and several buildings of various materials and sizes. These former buildings and site provide an opportunity to capture and build upon the historic beginnings of Newberg.





PEDESTRIAN AMENITIES

SIDEWALKS
STREET LIGHTING
STREET TREES
SITE FURNISHINGS



SIDEWALKS

Sidewalks play a vital role in city life. As conduits for pedestrian movement and access, they enhance connectivity and promote walking. As public spaces, sidewalks serve as the front steps to the city, activating streets socially and economically. Safe, accessible, and well-maintained sidewalks are a fundamental and necessary investment for cities, and have been found to enhance general public health and maximize social capital.

First Street:

Sidewalks contain scoring patterns of a rectangular shape, ranging from 4' to 12'. At several locations bricks are used to delineate specific areas and intersections.

Hancock Street:

Sidewalks on the north side of the roadway typically have a 7' square scoring pattern, as well as the south side, however this pattern is interrupted at times due to the bulb-outs located at several intersections.

Overall:

A majority of the concrete sidewalks include a curb, and at times, have a consistent scoring pattern; however these patterns are not consistent throughout the downtown area due to remnant street markings or in some locations, the more recent concrete does not conform to a specific pattern.

STREET LIGHTING

The distribution of lighting along the street can have a dramatic effect on the nature of the street and its secondary uses.

First Street:

In general, there are street lights consisting of a non-painted metal finish with “cobra-head” type lighting, and at intersections, include an armature for attached traffic lights. These are placed at a range of 100’-150’ apart.

Hancock Street:

Nearly all street lights consist of a unique style and are painted a matching black color. Some lights have banner space and other have hanging planter baskets attached to them.

Overall:

By observation, there is no unifying style or color used throughout the downtown area. There are a variety of styles, heights, and finishes used.





STREET TREES

Urban trees and landscapes are assets that require the expenditure of resources – labor, energy, and even water - on their proper management.

More and more communities are beginning to recognize the tangible benefits that trees provide in the urban environment. Healthy trees increase property values, reduce air and noise pollution, provide energy-saving shade and cooling, furnish habitat for wildlife, enhance aesthetics, and are an important contributor to community image, pride, and quality of life. Because street trees are one of the most important organizing elements of the streetscape environment, appropriate tree species selection, location and design of the planting site is essential. Proper tree selection and planting will ensure the healthy growth and longevity of trees, enhance the streetscape character, reduce maintenance issues and maximize the City of Newberg's investment.

Overall:

Throughout the grid-block pattern of the downtown area, there is no unifying spacing of trees. There are also gaps where trees have been lost to disease or age. Street trees in some areas use tree grates as a part of the sidewalk, in other areas the mulch at the base of the tree is exposed with no tree grate.

In general, there is a representation of a diverse range of species used as street trees located sporadically throughout the downtown area, precluding a common uniform language to the existing street pattern. Trees vary in size and shape from very upright and columnar in 10'-20' range, where as other trees are very broad and ovate, in the 30'-35' range. The City of Newberg has a preferred street tree list (1992), The City may wish to have an overall inventory and study of the downtown tree inventory conducted to assess the health of existing trees, and to provide recommendations if/as appropriate for revisions to the preferred street tree list.



SITE FURNISHINGS

Street furnishings provide important amenities for pedestrians by adding functionality and vitality to the pedestrian realm. They announce that pedestrians are welcome and that the street is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail and interest.

First Street:

Benches made of iron and attached wooden slats for seating, are located at the mid-block of First Street and School Street, and at the southeast intersection of First Street and College Street. There are also small businesses that have placed seating outside their commercial space for their patrons. Colorful metal painted trash containers are spread throughout First street, as well as painted wine barrels that are used for planters and part of the efforts by the Newberg Downtown Coalition to improve the aesthetic of the downtown area.

Hancock Street:

There is no apparent public seating, trash containers or items, such as wine barrel planters, used to add to the aesthetic of the street.

Overall:

Although both First Street and Hancock Street have some unifying qualities within their own right-of-way, they do not seem to coordinate with each other, nor do they correspond to the remaining downtown area. Both offer little to no pedestrian amenities for resting within the present streetscape.





WALKING CONDITIONS

INTERSECTION TREATMENTS
CROSSWALKS
ALLEYS



INTERSECTION TREATMENTS

For city streets to meet the needs and demands of everyone using them, intersections—both large and small—need to function as safely and efficiently as possible. Good intersection design, however, goes beyond making streets safer. Well-designed intersections use street space to bring people together and invigorate a city, while making traffic more intuitive, seamless, and predictable for those passing through.

Intersections should be designed to promote pedestrian safety and comfort. They encourage people to walk by creating a safe and inviting pedestrian realm; minimize pedestrian crossing distance, time and exposure to potential conflicts; maximize pedestrian visibility while providing design treatments that slow vehicles; slow traffic to allow drivers more reaction time and decrease severity when collisions do occur; and appropriately reflect the street and transportation context.

First Street:

At several intersections along First Street, College Street, Howard Street and Meridian Street, red brick has been placed in a double basket weave pattern and act as a reference to the City of Newberg's past history.

Hancock Street:

Throughout the south side of Hancock Street, bump-outs are placed at all intersections. These bump-outs provide an area for vehicles to park along the road and allows for driveways to occur. Although this element gives Hancock Street an overall characteristic, it does not provide an artistic or creative quality.

Overall:

Both First Street and Hancock Street use bulb-outs that increase pedestrian safety and visibility due to their extension beyond the curb. However, they do not share the same combination of materials.

CROSSWALKS

Marked crosswalks are an essential tool for helping pedestrians move safely, conveniently and predictably across roadways. Crosswalks can also provide a unique streetscape design treatment to emphasize pedestrians' presence and primacy.

Hancock Street, First Street and Second Street: These streets use two common crosswalk types; standard and continental. They mostly appear between Blaine Street and River Street.

Overall:

The crossings were designed with visible white paint, however at some locations, crossings are degraded and have worn away over time. Many intersections within the couplet area have crossings. There are fewer intersections with crossings outside of the couplet area. Not all crossings also have a walking signal.





ALLEYS

Alleys are small-scale streets that typically only carry low numbers of vehicles accessing adjacent properties. Alleys should be designed to a pedestrian-scale speed and level of detail wherever possible, to calm traffic and emphasize pedestrian use. Alleys may also include seating, landscaping, and pedestrian lighting to create usable public spaces.

First Street:

To the south of First Street, an alley extends between Washington Street and Meridian Street. This alley is used mostly for vehicular traffic, trash pick-up, utility poles, and for access to and from businesses located adjacent to the public parking lot on Second Street, between Howard street and College Street. One building facade at the east end of the alley at College Street, has a mural landscape painted on its north wall. To the north of 1st Street, an alley lies between Garfield Street and Blaine Street. This location accommodates a total of two blocks and is heavily used by delivering trucks and vehicular traffic.

Hancock Street:

To the South of Hancock Street, an alley extends from Howard Street east to Meridian Street. There are visible signs of vehicular travel for delivery points to local businesses, and utility poles, however there is no visual evidence of pedestrian or bike use.

Between Hancock Street and 1st Street:

To the east and west of Main Street, there are two alleys operating as vehicular connections to adjacent parking areas for nearby businesses. Both, north-south alleys extend one block and connect to 1st Street and Hancock Street.

Overall:

All of the alleys located in the downtown area seem to be used mostly for large delivery trucks to access businesses for loading and unloading of goods or for individuals to access businesses.

CIVIC IDENTITY & WAYFINDING

GATEWAY MONUMENTS
SIGNAGE
PUBLIC ART
KIOSKS
FESTIVAL STREETS

GATEWAY MONUMENTS

The purpose of gateway markers is to provide an overall image of a neighborhood or district, mark edges or entry points, and give information about directions, destinations, or the neighborhood in general.

At both entry points of the couplet, where First Street and Hancock Street meet, gateway signs have been placed announcing the arrival to the downtown area of Newberg.

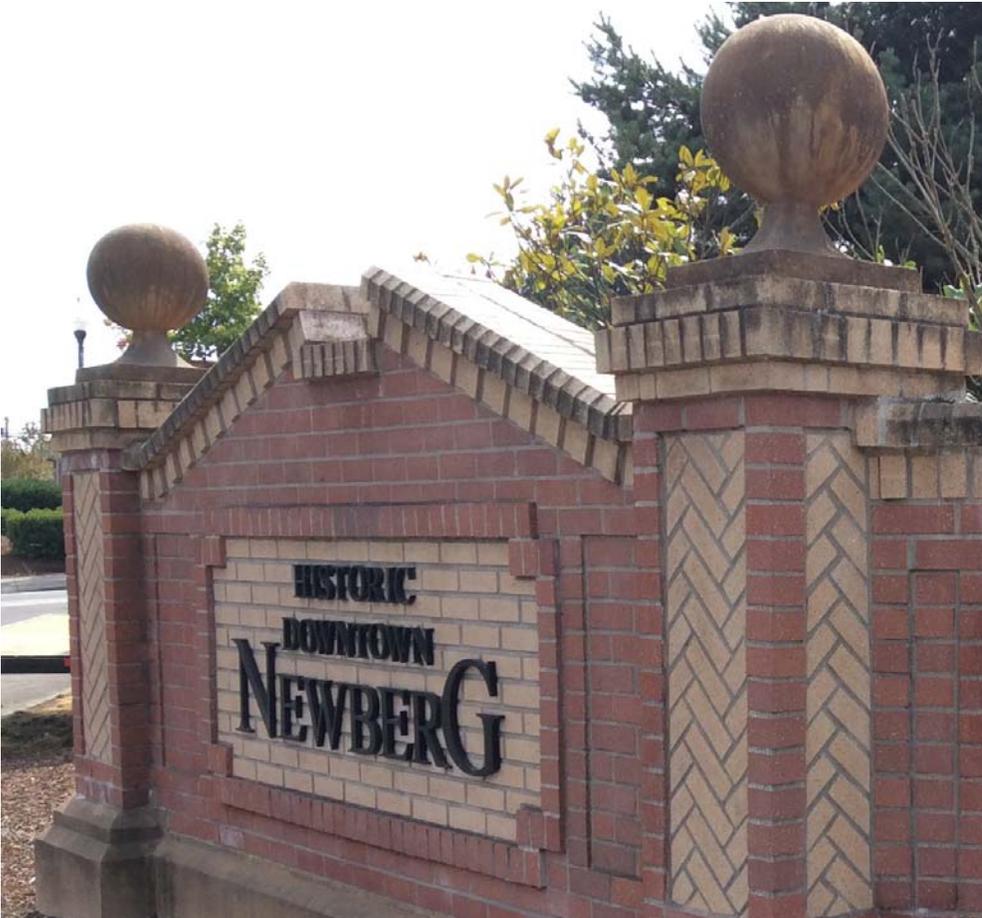
West end:

The gateway sign is mostly made of concrete with a colorful graphic placed in the center of the structure. The pictorial scene emulates a winery.

East end:

The structure is made mostly of red and tan brick and rests on a concrete base. The red brick is laid in a horizontal running bond pattern, while the yellow accent brick is used as an inlay in a herringbone pattern and as a crown to the overall sign structure.

Both gateway signs signify the arrival to the downtown area of the City of Newberg. They do not match in size or style, but are noticeable to both vehicles and pedestrians.



SIGNAGE

Signage plans should be developed on a neighborhood basis, specific to the needs of that district. They are most appropriate to downtown, commercial, or tourist-oriented locations, or around large institutions. Less traveled areas may still include some basic informational signs or neighborhood markers.

First Street and Hancock Street:

Both roadways have standard transit signs within the downtown area. These signs predominately correspond to vehicular flow, although there are a few signs for bike travel.

Signage and wayfinding in downtown Newberg is limited for the pedestrian, although it is highly present for vehicle use. Signage types include freestanding business monument signs located close to roadways, signs above storefronts, and occasional folding a-frame signs for individual businesses.

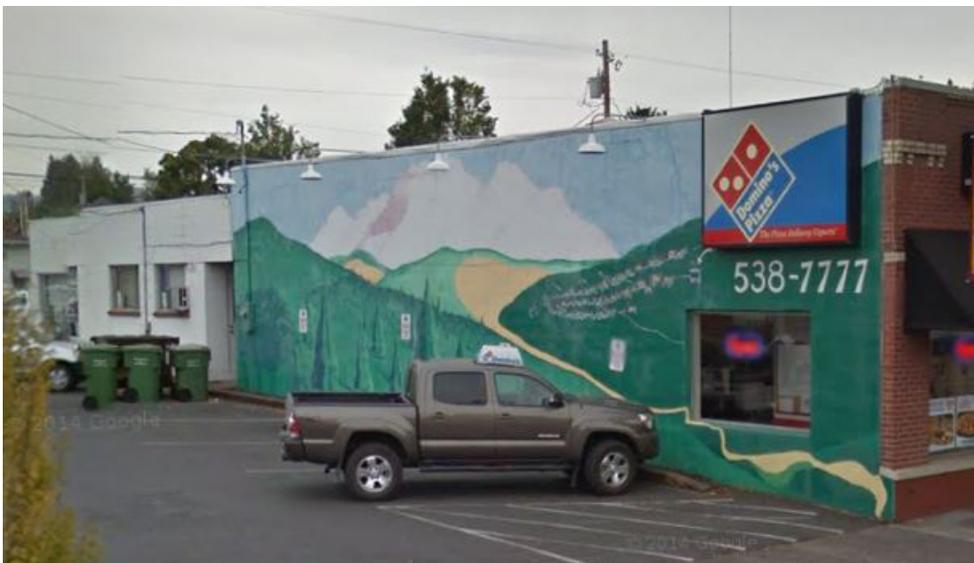




PUBLIC ART

Public art is an important component of many street improvements. On a large scale, public art has the ability to unify a district with a theme or identify a neighborhood gateway. At a pedestrian scale, it can provide visual interest for passersby.

First Street is the only street in Newberg with murals located within close proximity. A mural depicting a winery set on top of a hillside is located at the end of the alley on College Street and another is located East of College Street, on the west side of a building facade, adjacent to an asphalt parking lot. The murals are large-scale and draw attention to them by illustrating landscapes from outside of Newberg. They are also the only two public art elements visible to the public from public streets or alleys.



KIOSKS

Kiosks are public elements that are sources of information, and may include maps, bulletin boards, wayfinding signage, or other useful information. Kiosks can often be combined with gateway signage and provide an attractive and useful streetscape element.

There is only one informational kiosk located on Hancock Street, near the intersection of Blaine Street. This kiosk is a wooden structure with an ecoroof, and is a water wise demonstration garden and wildlife habitat. Newberg Public Works Maintenance Division and contributing partners have created this garden to give the public and private sectors examples of water-wise sustainable choices they can make when building, designing, and installing landscapes, irrigation systems, and hardscapes.





FESTIVAL STREET

Festival Streets use traffic calming and unique streetscape features to create a street that can easily be converted to public use on weekends or for special events.

Sheridan Street, between Blaine Street and School Street, has been repaved as a Festival Street and is located in front of the Chehalem Cultural Center. It can be closed off to vehicles for seasonal events including the farmers market, and Oktoberfest.

The street includes a concrete roadway with rectangular scoring patterns, tree wells with ornamental steel grates, sidewalks along both sides of the roadway, and landscape planters.





NEWBERG CULTURAL AREAS

The Chehalem Cultural Center is housed in a historic brick building that began its life in 1935 as Central School—a Depression era Works Progress Administration (WPA) project. The building is currently owned by the Chehalem Park and Recreation District.

The historic building houses a fine arts gallery and exhibition hall, three multipurpose arts studio classrooms, a state-of-the-art clay studio, a recording studio with four music practice studios, meeting space, and a 5,200 square foot grand ballroom for public and private events.

In addition to the Chehalem Cultural Center, Newberg benefits from several landmarks and destinations located within its downtown area. Francis Square Park serves as a resting place for passers-by and Memorial Park provides recreation opportunities for the adjacent neighborhood. The Hoover-Minton Museum, Cameo Theatre, Masonic Temple, and Historic Library are destinations for local residents and visitors of the area. There are several art galleries and public events coordinated throughout the year.







HISTORICAL RESOURCES

An initial inventory of historic properties for the City of Newberg was conducted in 1984-85 and encompassed assets within the city limits of Newberg and the Urban Growth Boundary. A final report was prepared including a historical overview of the city's development, major historical themes, building types and styles, methodology, the evaluation process, findings and preservation recommendations. In 1990, the City of Newberg updated the 1985 study documenting the alterations, rehabilitations, and demolitions since the completion of 1985 inventory. This catalog illustrates the rich history of architecture and historic properties that date from the 1880's to present.



Newberg's historic buildings stem from its roots as the brick making capitol in Oregon during the 1900's, which is characterized by the "Commercial Style" and "Commercial with Decorative Masonry Style," which is considered a building type, more than a particular style of architecture from the late 1800's to early 20th century. These structures included the use of brick or stucco exterior walls, modest decorative details, and flat roofs with parapet walls. Through time, many of these historic buildings have been lost, but those that remain include City Hall, the Post Office, Chehalem Cultural Center, and the Newberg Public Library. Others, mostly located along First Street, are locally and nationally designated historic sites.

There are twelve historic properties located in the City of Newberg on the National Register of Historic Places, three of which are located in the downtown area:

HISTORICAL RESOURCES

HOOVER-MINTHORN HOUSE, 115 S. River Street, NRHP listing dated 10/29/75. Originally built in 1881 by "Father of Newberg" Jesse Edwards, purchased in 1884 by Henry and Laura Minthorn, this is Newberg's oldest and most historic house. From 1885 to 1888, President Herbert Hoover lived here as the adopted son of the Minthorns, who also happened to be his aunt and uncle.

UNION BLOCK BUILDING, 610-620 E. First, 5/5/2000: Also known as the Wilson Building. Built by the Union Building Company in 1907. Home of three prominent Newberg banks and the Imperial Hotel (1907-1929). Miller Mercantile operated in 616 for many years, followed in turn by Coast to Coast hardware, Wilson's Furniture and White's Collectibles. Martin Redding's insurance agency was in 612 (1940-1960), important because A-dec co-founder and co-owner Joan Austin spent several of her formative years as a business woman at this agency.

J.C. PENNY BUILDING, 516 E. First, 6/13/2007: The first nationwide chain department store to enter the local market, Penny operated in this decorative masonry style building until 1980. Many still know this address as Khron's Appliance store. Critter Cabana (pets and supplies) is the current occupant. A fire on Dec. 13, 2012, did extensive damage to the interior which has since been repaired.

**OPPORTUNITIES
and
CONSTRAINTS**

OPPORTUNITIES THROUGHOUT DOWNTOWN

- **Street Trees.** There is an overall lack of street trees within the couplet area, especially on Hancock Street. Additionally, there is no clear pattern or unifying aesthetic for the street trees downtown. Adding street trees to all sidewalks could help unify and create a comprehensive understanding of the downtown corridor. Also, trees located within the downtown area could be equipped with secured electrical outlets to provide lighting opportunities for planned and seasonal events.
- **Crosswalks.** Adding or restriping existing crosswalks at all four intersections of streets gives drivers, residents, visitors, a clear understanding of the expected behavior of people downtown.
- **Existing Driveways and Entrances.** Reduce the amount and width of driveways for businesses not adjacent to the right-of-way. Provide landscape buffers between sidewalks and parking lots to foster a more unified edge.
- **Curb bump-outs.** Adding curb bump-outs to intersections or at mid-blocks can provide space for street trees, art installations, unique wayfinding, stormwater treatment facilities, and seating.
- **Infill.** There are several parking lots within the downtown area that can be targeted for future development.
- **Programs.** Develop art and mural program for the downtown area similar to McMinnville, Oregon.
- **Pedestrian Access.** The mid-block corridor or 'breezeway' that connects First Street to an adjacent parking lot on 2nd Street could be enhanced internally with appropriate lighting levels and externally with improved signage.

OPPORTUNITIES WITHIN SPECIFIC AREAS

- **North-South Streets.** Streets running North-South through the downtown area can have an unique landscaping and scoring patterns within sidewalks creating a complimentary language to the rest of the area.
- **West end of Couplet.** Opportunity to protect and use adjacent land to secure large giant Oregon Oak as an entrance feature, welcoming motorists and pedestrians to the downtown area.
- **Civic Corridor.** Provide unique streetscape on Howard Street to create a North-South connection from the Chehalem Cultural Center to Memorial Park. The corridor could accommodate seating and gathering spaces for special events or street closures, as well as provide space for public art installations.
- **Stakeholders and Community.** Providing opportunities or events for the public to participate in a decision-making process is an essential component of a successful plan. Collecting and gathering stakeholder and community input provides a vested and impartial component to the plan for the future development of Newberg.

CONSTRAINTS

- **Funding.** The cost of street improvements ranges from simple interventions such as adding a street tree or landscaping to full re-designs of an entire corridor, which can cost exuberant amounts of dollars per block. Securing funding for the long-term will be challenging and will be analogous to the successfulness of the Newberg Downtown Improvement Plan.
- **Engage Private Property Owners.** The differing views and needs of private property owners can be difficult to align and resolve at times. It will be important to engage them in decision making to achieve long-term goals and mutually-beneficial relationships.
- **Right-of-way.** The current right-of-way does not present flexibility for significant changes in current transportation corridor standards. Considering changes in transportation planning corridor standards and the opening of the Dundee Bypass, future modifications of the existing right-of-way present opportunities for a more walkable Newberg.
- **Parking.** Providing adequate parking in the downtown area may be difficult when implementing infill development. The reduction or elimination of parking could be negatively received by local establishments.
- **Sidewalk Conditions.** Overall the existing scoring patterns, texture and age of concrete sidewalks found throughout the downtown area of Newberg, are not consistent and do not provide a cohesive aesthetic for the downtown area.