



NEWBERG  
RESIDENTIAL  
DEVELOPMENT  
DESIGN  
GUIDELINES

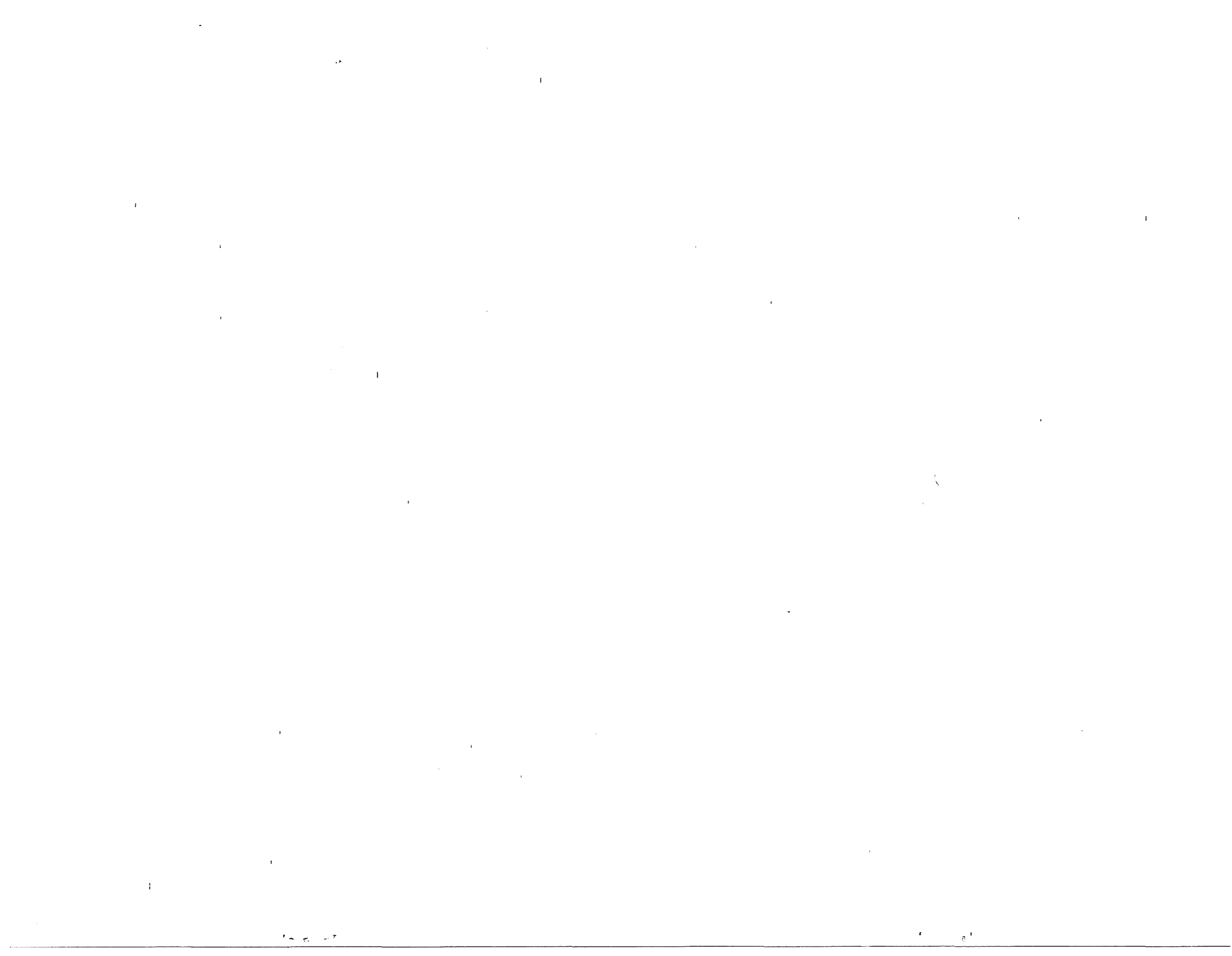
July, 1997



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City of Newberg

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*The contents of this document do not necessarily reflect the views or policies of the State of Oregon.*

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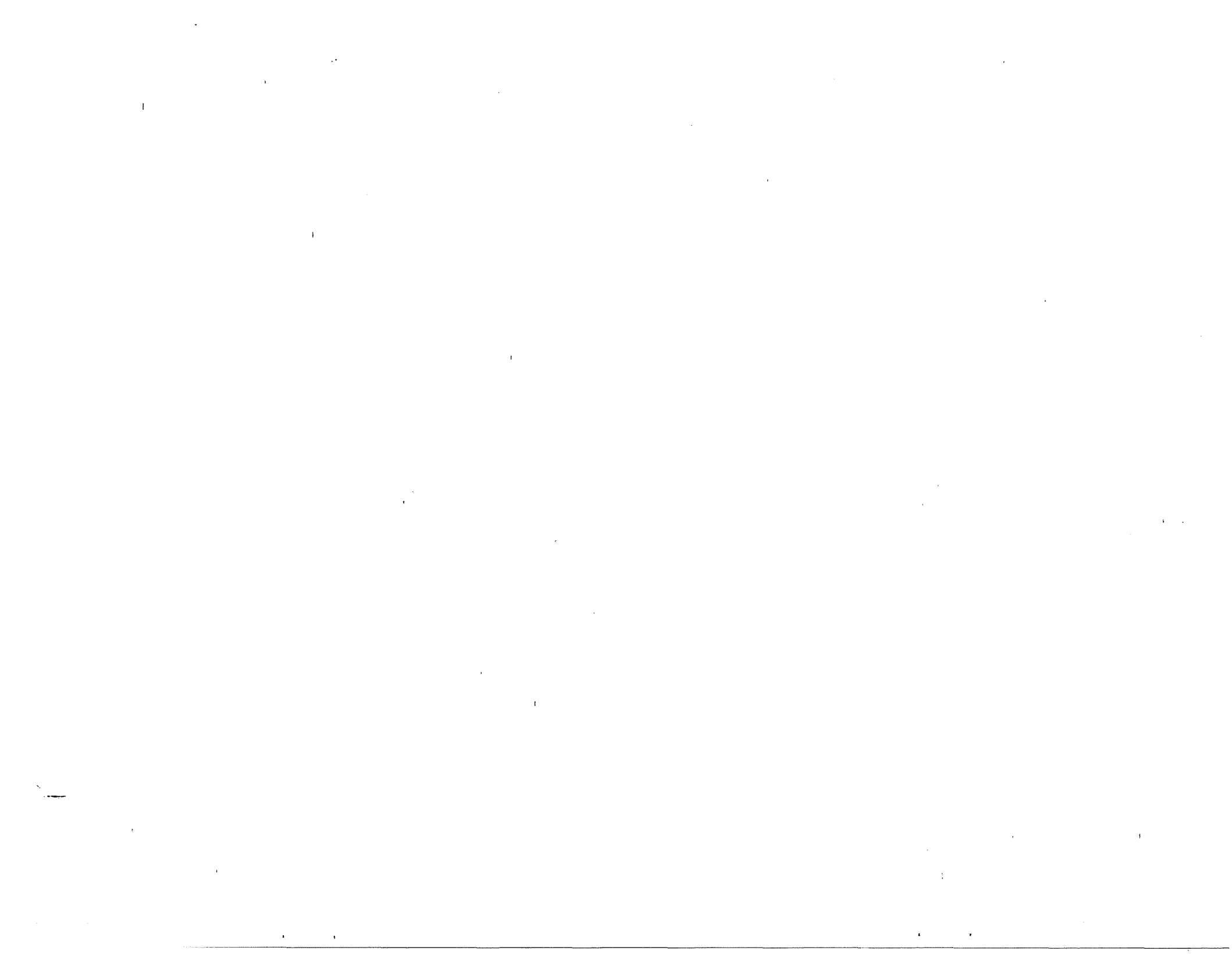
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## INTRODUCTION







Newberg is experiencing rapid growth - 3.1% annually since 1990. The population is expected to reach 27,000 by 2010, 160% of the current (1997) level of 16,000. Average daily traffic volumes are growing even more quickly than population. Under the best of conditions, the current 70,000 daily vehicle trips in and through the Newberg/Dundee area is expected to swell to almost 150,000 daily trips by 2020. Meanwhile, lands designated as Medium Density and High Density Residential (MDR and HDR) in the City's Comprehensive plan have not been developed to planned densities (8.8 units/acre and 21.8 units/acre respectively). Instead, much of Newberg's recent residential development has occurred at fairly low densities on the City's edges where service costs are the greatest and transportation options the fewest.

If the pattern continues, Newberg will quickly consume valuable residential land and lose the resources required to accommodate the housing needs identified in its Comprehensive Plan. The number of vehicle miles traveled by Newberg residents, with attendant pollution, congestion, traffic accidents, and infrastructure costs can then also be expected to increase far more rapidly than population growth.

In contrast to its uncertain future, the Newberg of today still retains much of the traditional, pedestrian-scale development established by the City's founding citizens. The compact central core of the town, with its remarkably well-preserved commercial streetscape and delightful stock of original houses, represents one of the City's greatest assets and attractions. It is a resource which the town both wishes to preserve and to some extent model new development on. Other metropolitan areas throughout Oregon and the U.S. are now making great efforts to emulate through "neo-traditional" planning the small-town ambience which Newberg has always maintained and enjoyed.



Recognizing the dangers of low-density residential sprawl and attendant transportation impacts on Newberg's traditional quality of life, the City has adopted a number of goals and policies intended to promote efficient, civically responsible use of lands within Newberg's urban growth boundary (UGB). Relevant policies adopted by the City as part of its comprehensive plan include:

- Encourage innovation in a wide range of housing types, designs and developments.
- Respect and preserve the natural qualities of building sites.
- Encourage architectural design which is compatible with the existing community.
- Promote mixed commercial/ residential developments.
- Give special attention to the quality and design of MDR and HDR projects.
- Develop and adopt a design review manual.

The comprehensive plan also designates areas throughout Newberg for residential development at densities of 8.8 units/acre and higher. A range of housing types meet the City's density targets and can also be made architecturally compatible with Newberg's existing neighborhoods. Solutions such as duplexes and triplexes, "granny flats" (apartments over garages and other freestanding outbuildings) and low-rise apartment buildings may all be designed to fit unobtrusively into existing neighborhoods or to extend traditional neighborhood norms and appearances into unbuilt areas.

Unfortunately, the past two decades have seen a number of insensitively designed and executed multifamily projects constructed in Newberg. In addition to more philosophical concerns from Newberg's citizens about increased density, the physical presence of these projects has fostered some general distrust about multifamily developments' ability to make a positive contribution to Newberg's future.

To encourage projects on MDR and HDR lands that are more acceptable to the general public and more in keeping with the City's comprehensive plan policies the **Newberg Residential Design Guidelines Handbook** has been produced. The Handbook is the result of a year long process (1996 -97) that involved Newberg's citizens in all phases of data collection, presentation and review.

The Handbook is itself part the larger "Residential Needs Analysis and Development Project". In addition to the Handbook, the Residential Needs project included an inventory of buildable lands, the establishment of minimum density standards and the identification of additional MDR and HDR lands. Recommendations on land use and density standards will be made separately to City Council by other members of the Residential Needs consultant team.

Newberg's Planning Commission acted as a citizen advisory committee during the process of producing the Handbook. As part of their regularly scheduled public meetings the Planning Commission reviewed guidelines formulation and offered insights into critical aspects of multifamily development in Newberg.

In addition, the Planning Commission and other interested citizens contributed slides for a visual preference survey on qualities of the built environment. The survey was conducted at the September '96 Planning Commission meeting, with both Commission members and audience participating. Images covering a wide range of site and building topics were shown and ranked on a graduated scale by the participants. The resulting information concerning preferences in the built environment became another source of reference for design guideline formulation. A summary of the survey results is provided in an appendix to the Handbook and selected images have been used to illustrate some of the design guidelines.

Final draft guidelines and project goals were presented to the public at a workshop on April 10, 1997. Comments received as a result of this meeting were considered and the Handbook was revised as deemed appropriate. Throughout the entire process, the City's Community Development Department closely coordinated with the team of outside consultants to produce a set of design guidelines supportive of Newberg's heritage, values and traditions.

The main body of the Handbook is devoted to a series of illustrated design guidelines. Although the guidelines are primarily intended for use on multifamily or higher density single family residential projects, many guidelines are also directly applicable to lower density single family development. The use of relevant design concepts from the Handbook is encouraged at all scales of residential building, including manufactured homes.

The Handbook is intended to support goals and policies already espoused by the City in its Comprehensive Plan and its Transportation System Plan. Six major goals of the design guidelines are:

- Promote the development of safe, attractive and humane higher density residential projects within the City.
- Conserve and enhance the valued existing natural and architectural features of Newberg .
- Integrate multifamily residential developments with the traditional urban fabric of Newberg.
- Enhance a sense of community within Newberg by increasing the opportunity for daily social interaction among citizens.
- Improve neighborhood safety with designs which support “crime prevention through environmental design” and community policing.
- Encourage healthy transportation alternatives through residential development with pedestrian-friendly features.

In most instances the way in which particular Handbook guidelines support the above goals is obvious, but the benefits of “pedestrian-friendly” development and “defensible space” require a brief explanation.

### **Pedestrian-Friendly**

Older residential neighborhoods in many American cities and towns share common characteristics. House entries are oriented to the street and have porches at the front door. Car parking is frequently unobtrusive - either accessed by alleyways or in garage structures towards the rear of the property. Front yards are shallow to moderate in depth, allowing for eye contact and conversation between residents and passersby. Continuous sidewalks, rows of street trees and narrow street cross-sections are common infrastructure elements. For the most part, Newberg's older residential sections are excellent examples of such traditional, pedestrian-friendly neighborhoods.

Many recent studies have shown that residents in traditional neighborhoods typically drive less and make more trips by foot, bike and transit than comparable households in suburban settings. In addition to the environmental benefits resulting from reduced automobile use, more pedestrians on neighborhood streets create a safer environment, increasing the surveillance opportunities and general community awareness of area residents. This agrees with many of the ideas behind community policing, "neighbor watch" programs and "defensible space".

### **Crime Prevention through Environmental Design**

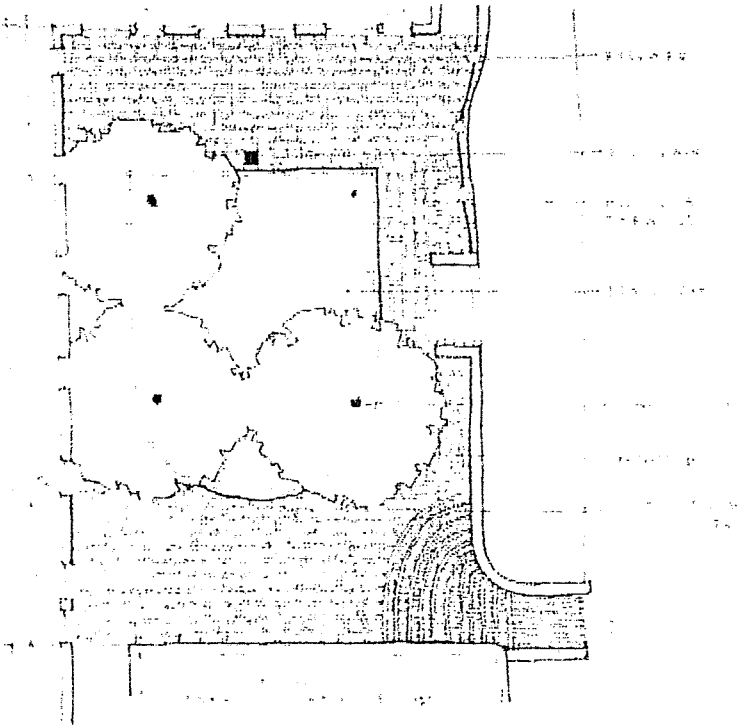
Crime prevention through environmental design (CPTED) is a term used to describe a series of intentionally designed site and building characteristics that strengthen residents' control over outsiders' behavior within a development and the public space around it. A key concept in the CPTED approach is "defensible space", a way of designating residential environs as public, semipublic or private. Defining indoor and outdoor spaces in this manner helps to clarify who has the right to be in each type of space. Residents, especially those in larger multifamily developments, gain confidence in their ability to control activities within their domain. Residents are encouraged to extend the perceived boundaries of their private realm towards the street and other common areas. This results in a shared sense of responsibility and ownership towards spaces which too often become a no-man's land in conventional multifamily developments.

Design techniques used to create defensible space consist of subdividing a project to limit access, improving recognition of neighbors and increasing surveillance opportunities. Handbook guidelines such as *Create Outdoor Rooms*, *Consolidate Green Space* and *Use Site Furnishings* promote the creation of discrete, well-used outdoor spaces. *Face the Street*, *Keep Fences Neighborly* and *Enhance, Don't Obscure* attempt to foster the best environment for easy, natural neighborhood surveillance.

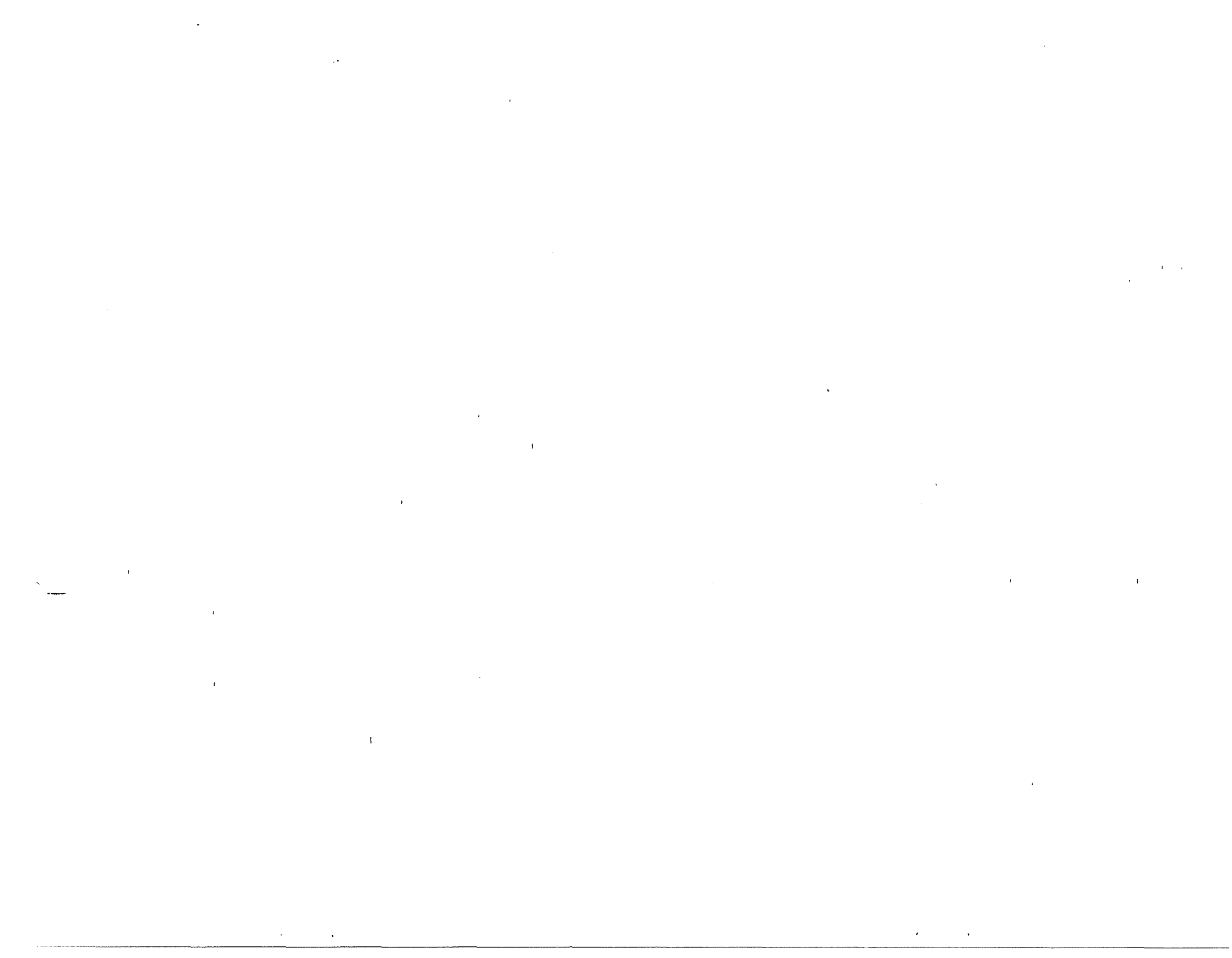
### Organization and Application

The Guidelines are divided into three sections: Site, Building and Manufactured Homes. Not all guidelines will apply to any one development. In some cases the building or site element which a guideline addresses may simply not be part of the project, as is the case with freestanding garages or fences. In other cases certain guidelines will not be relevant to the scale or building types planned for a specific development. To illustrate how the same design concept can be implemented at different scales the guidelines are occasionally presented in two parts (*Face the Street I, Face the Street II*), but other guidelines are obviously written to apply only to building types above or below a certain size (*Breakup Large Buildings into Bays*).

The guidelines are intended to be applied to manufactured homes in the same way as to other types of residential development. Because of site characteristics which are unique to manufactured home parks among all types of allowed residential development within Newberg, a limited number of additional guidelines which deal only with manufactured homes have been included. The guidelines in the manufactured home section are not to be considered in lieu of other site and building guidelines, but as an added supplement for this specific type of development.



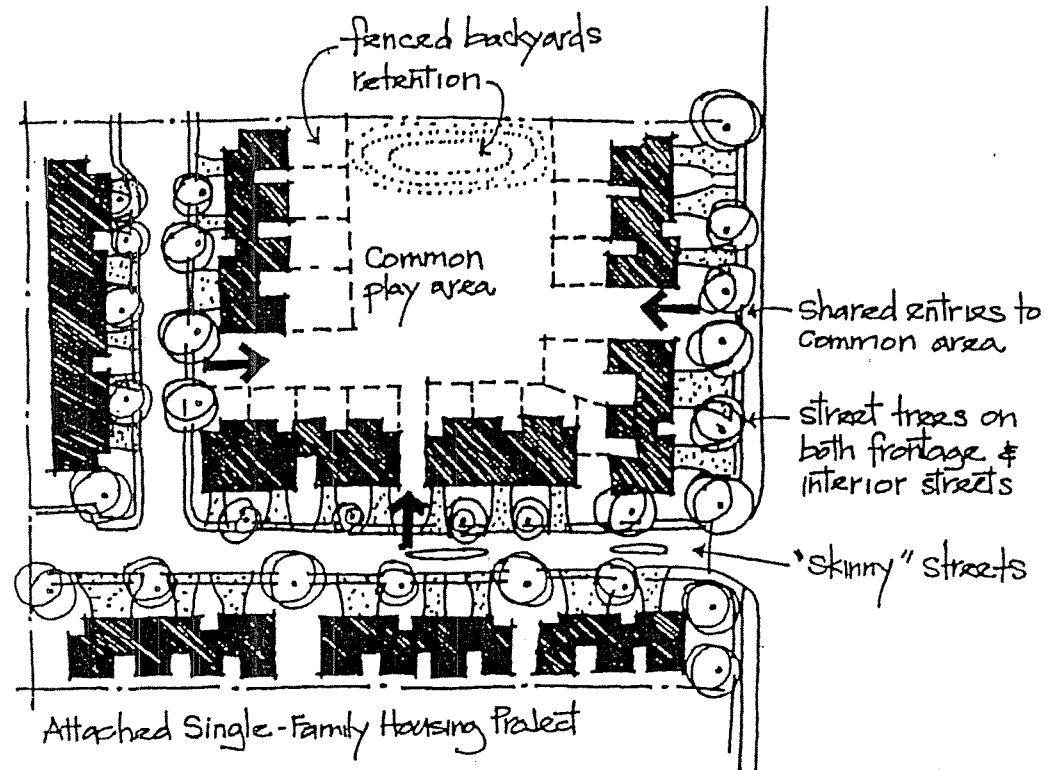
## SITE DESIGN





**Consolidate Green Space.**

Create outdoor areas on project sites that are large enough to support residents' activities (i.e.: playground, garden, dog walking). Do not break up all of a site's green area into small pieces, but instead create a hierarchy of outdoor spaces at a variety of scales which includes areas shared by many units, areas shared by a few units and private outdoor areas for single units. Whenever possible green spaces should conserve valued natural elements of the site such as large trees and special topographical features. Creating boundaries along the edges of green space with buildings or landscaping helps to define "outdoor rooms" and promote a clearer sense of ownership.

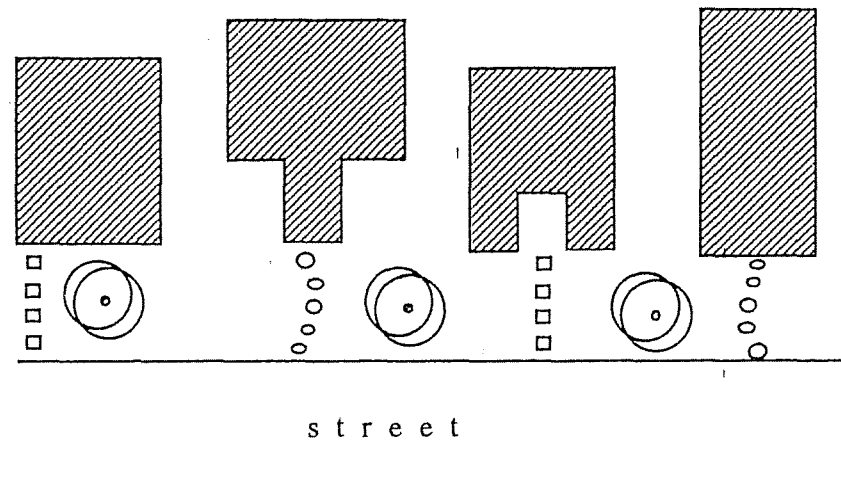
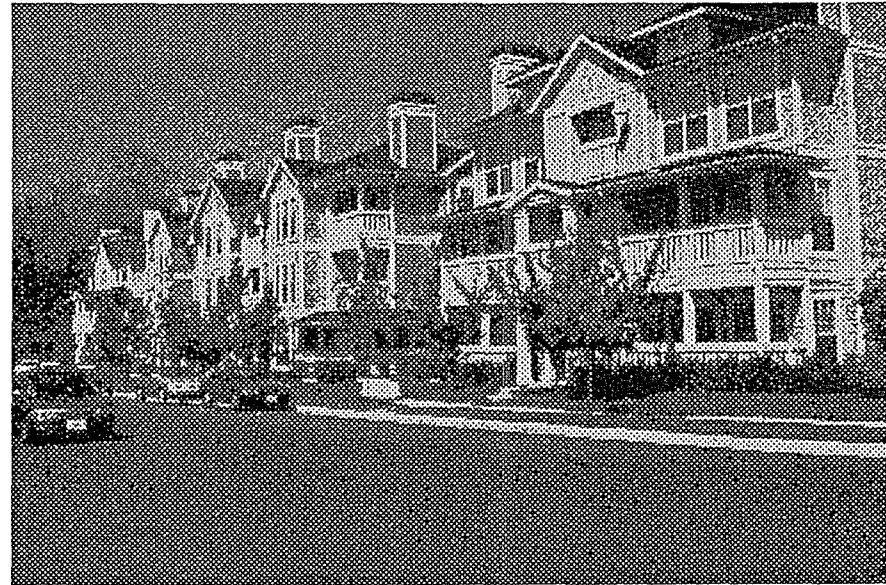


**Minimize Pavement.**

Pavement for vehicle use and storage on-site should be kept to the minimum needed for convenient use. Additional pavement decreases available green areas and the site's ability to retain and absorb storm water. Private streets in large developments should be kept to the minimum recommended standards for their proposed use.

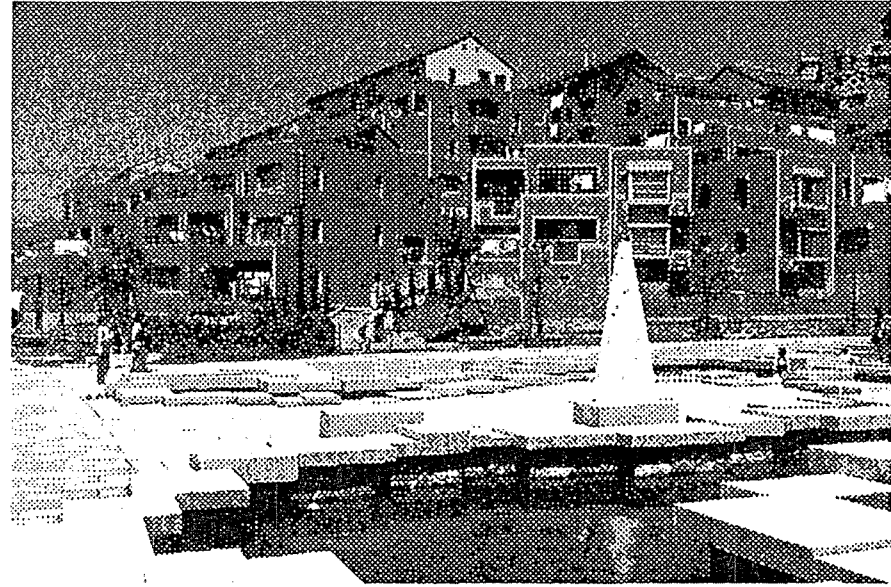
*Use front setback to build a street edge.*

Infill projects should match the average front setbacks of adjacent buildings. In new developments buildings should help establish pedestrian-oriented streets by keeping front yards relatively shallow (approximately 15 to 20 feet for two-story structures). Build a strong street edge by avoiding irregular front setbacks in new projects.



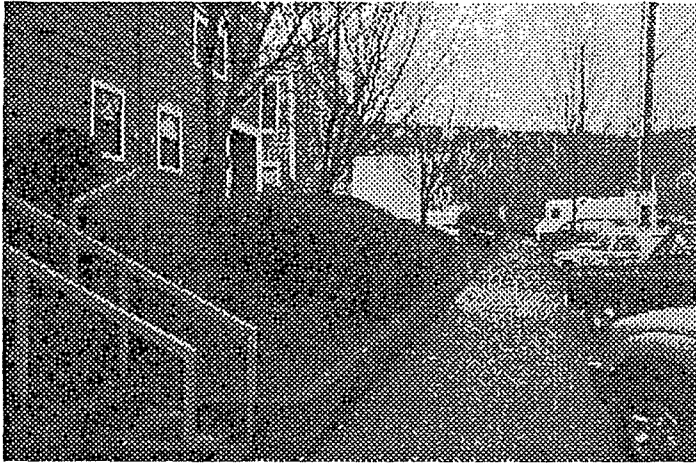
*Create Outdoor “rooms”.*

Group structures to create well - defined outdoor spaces. Good solar access, landscaping, appropriate site furnishings and visual connection with adjacent buildings are all elements of successful outdoor rooms. Provide a sense of closure through the use of physical or symbolic boundaries such as walls, landscaping or pathways. Do not create outdoor spaces which are cut off from visual contact with building occupants and/or passersby.

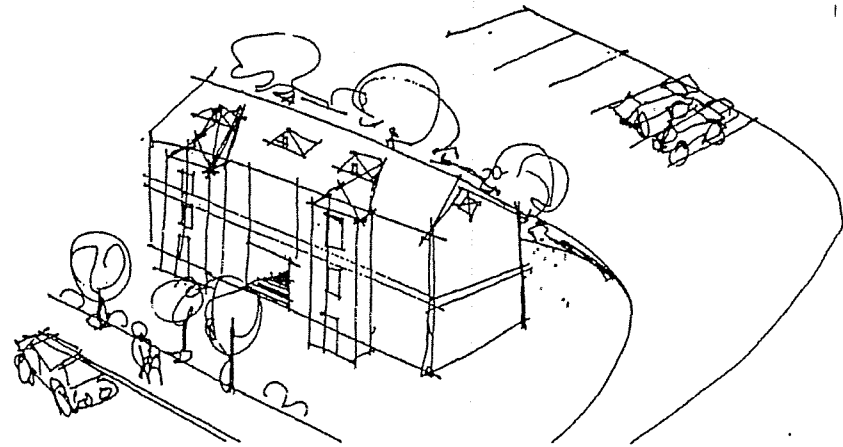


*Avoid placing parking lots between buildings and the street.*

Automobile parking should not interfere with the connection between pedestrians and buildings. Landscape front yards to provide a welcoming, neighborly feeling. Site parking lots to the back or sides of buildings. Consider the use of alleyways for vehicle access as in some older areas of Newberg. In new developments with private streets, sidewalks and space for on-street parallel or diagonal parking should be provided.



On-street diagonal parking with pedestrian walkway



Parking lot in back with on-street parking in front

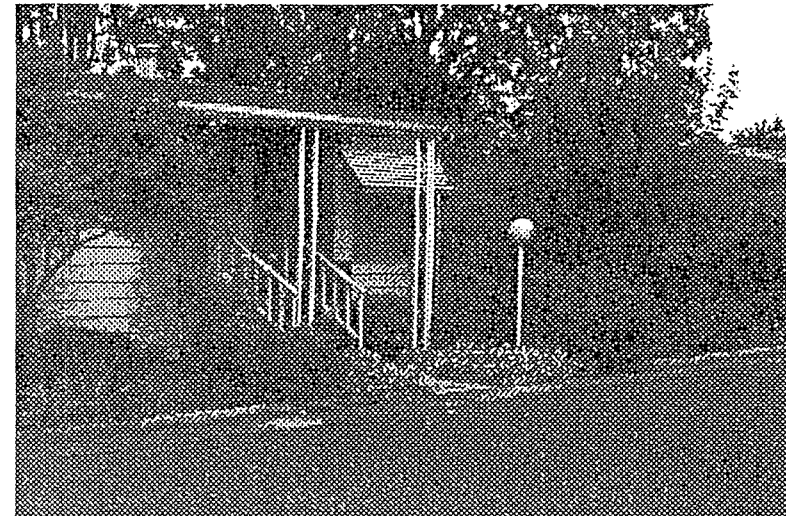
### *General Landscape*

Provide coordinated site landscaping sufficient to give the site its own distinctive character. Whenever possible integrate good quality existing vegetation into the overall site landscaping scheme. Give priority to low-maintenance native species over high-maintenance exotics. When landscaping a project in or adjacent to an existing neighborhood, attempt to use similar planting schemes to those already established. Landscaping should be used to support other design goals such as defining “outdoor rooms”, screening utilities areas and softening the edges of parking lots.



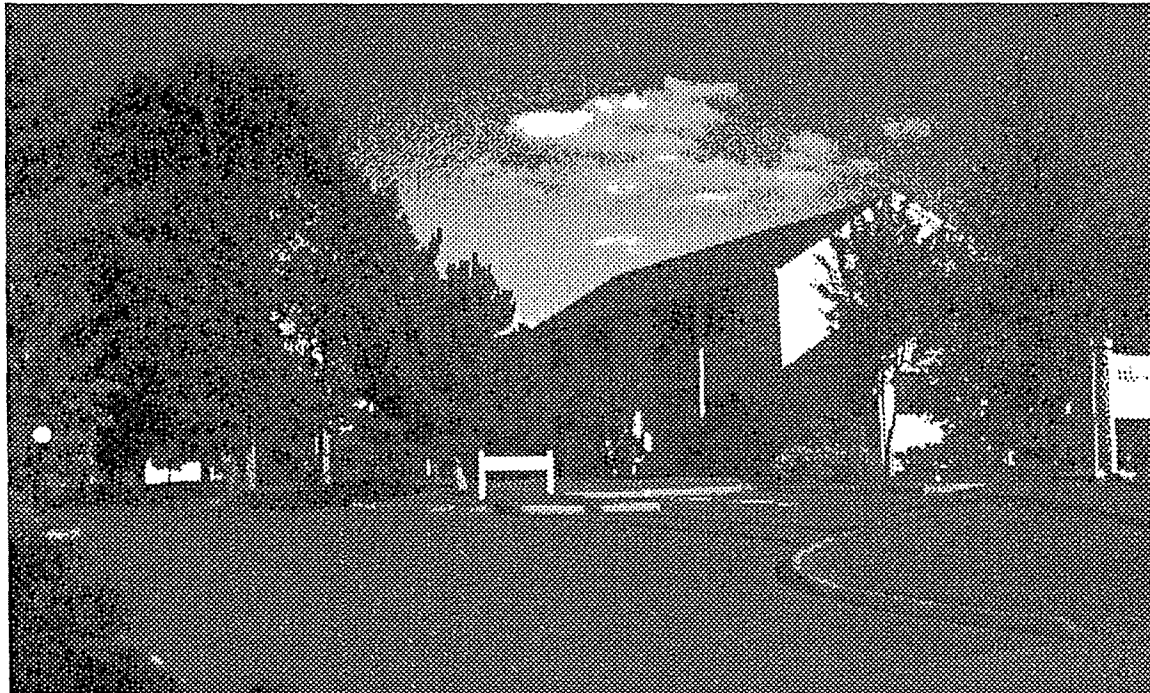
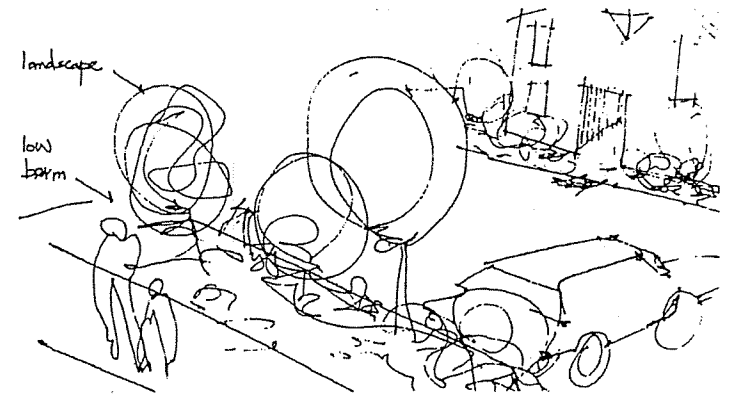
### *Enhance, Do not obscure.*

Plantings should enhance, not obscure the visual connection between buildings and the street. Dense vegetation at eye level which blocks views between building entries and street or parking lots should be avoided. Berms at or above eye-level and other earthwork barriers should also not be used.



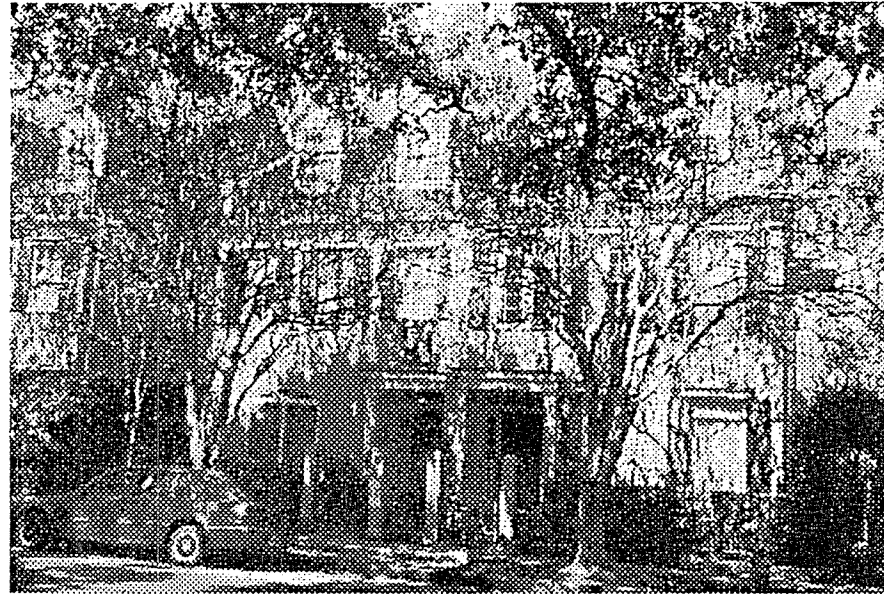
*Landscape at edges of parking.*

Provide landscaped edges to screen and soften parking lots. Landscaping between parking and the building is as important as between parking and the property line. Consider the use of continuous low, dense hedges or berms at the edges of parking lots both to screen automobiles and to direct pedestrians to entry and exit points.



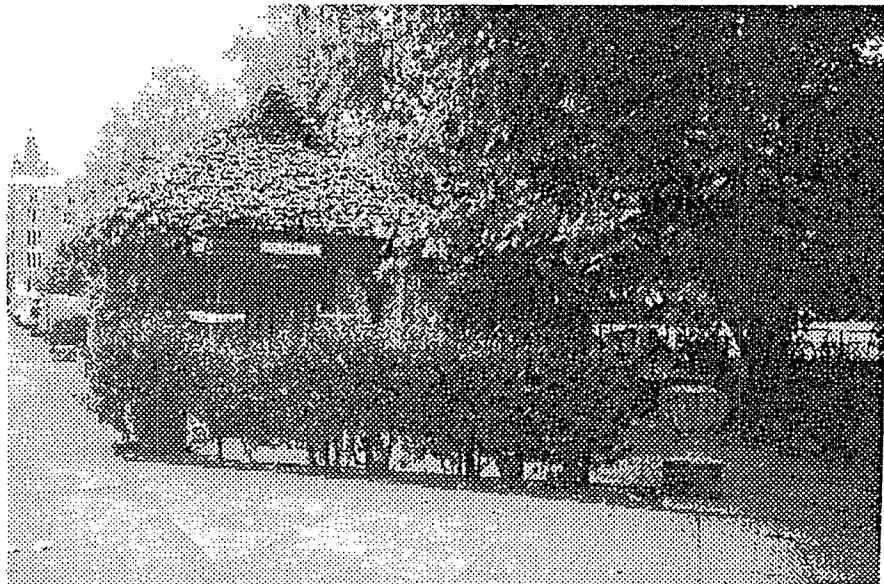
### *Street Trees*

Provide street trees at approximately 30 feet on center spacing. For projects in or adjacent to established neighborhoods, attempt to match the species of existing trees. Consult the City of Newberg for a list of other acceptable types.



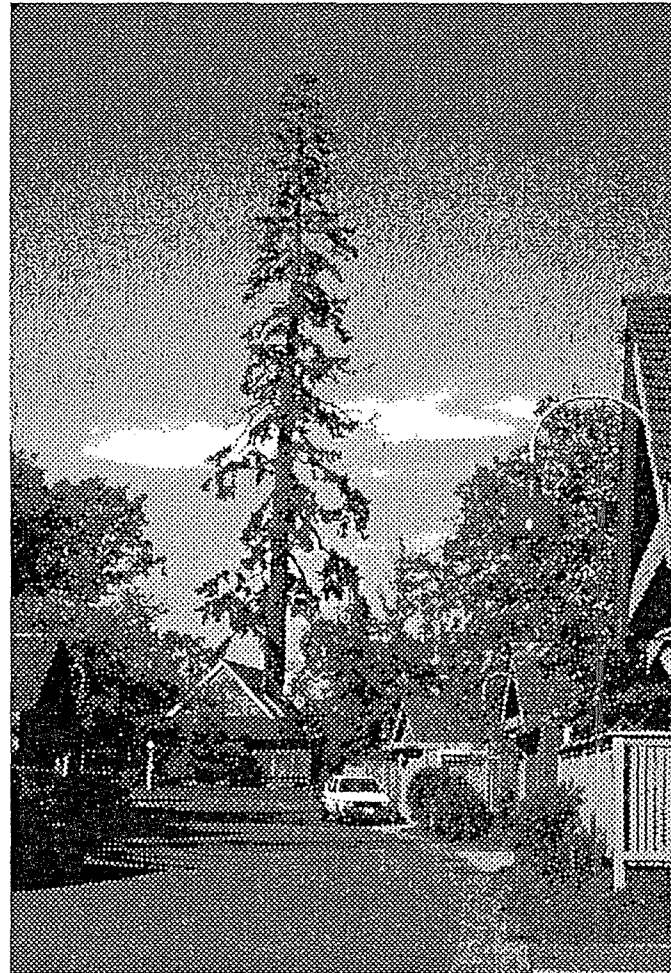
### *Screening*

Dense plantings are a desirable method of screening site elements, such as dumpsters, mechanical equipment and other on-site utilities. Where a wall or fence is used as the primary screening device, some accent planting should be included.



*Preserve Existing Natural Features.*

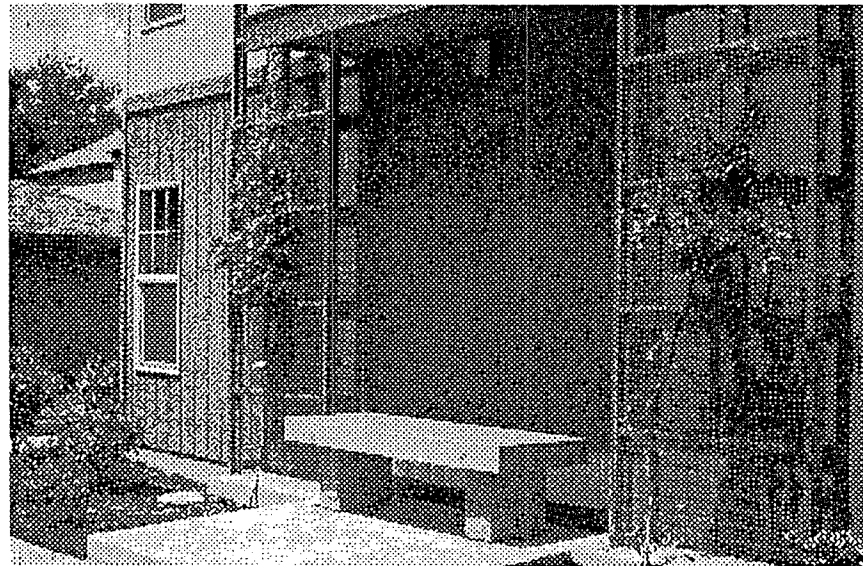
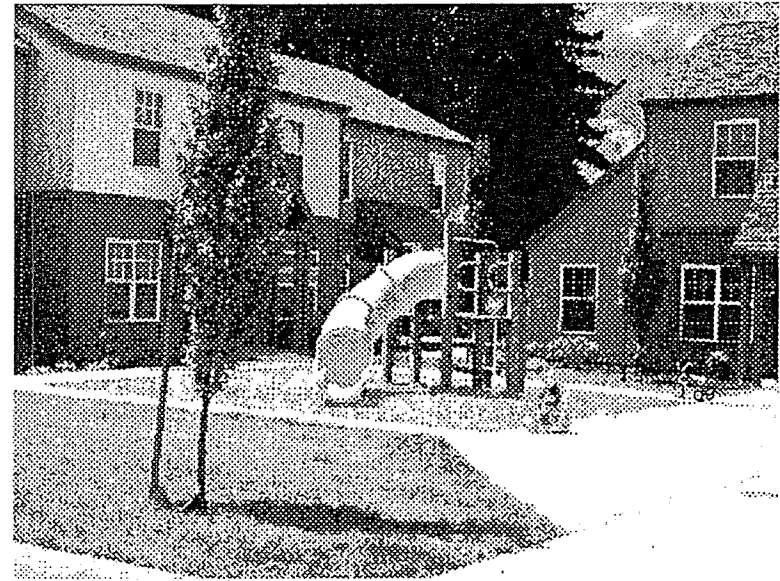
Whenever possible preserve significant elements of the site's original vegetation and topography. Newberg's natural heritage should be maintained for future generations to enjoy.





*Use Site Furnishings to Enhance Open Space.*

Provide useful communal amenities such as benches, playground equipment, fountains, etc. to enhance the site. On-site outdoor art works are also encouraged. Site furnishings should be placed so as to promote opportunities for residents' surveillance of outdoor areas (i.e. a bench facing a playground or garden).



### *Entry Orientation*

All main entryways should be oriented to the street. In large developments with internally facing units, entryways should be oriented to frequently used communal areas such as parking or courtyards. Keep sightlines open along entryway routes.



### *Entry Accent*

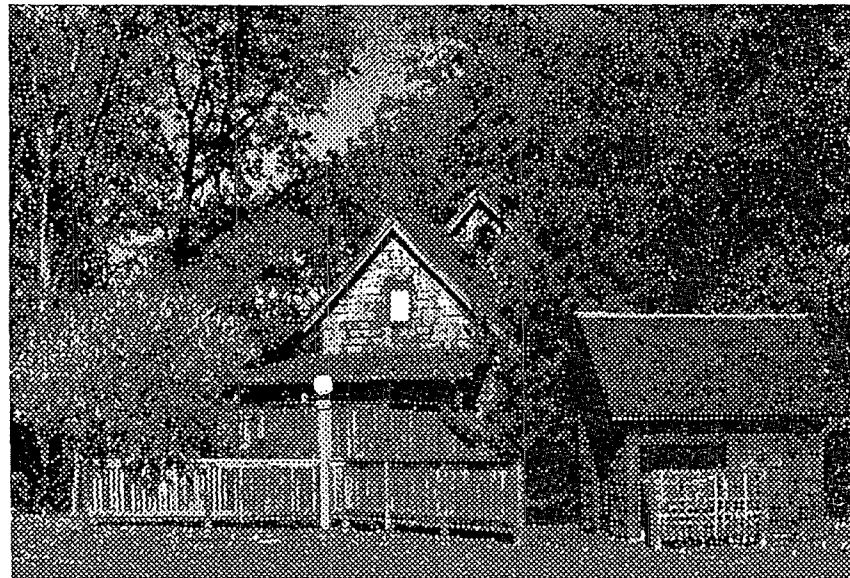
Mark and accent major entries to buildings with distinctive site elements such as landscaping and special pavement. Make it obvious to outsiders with visual cues where visitors are and are not expected to have access to the development.



*Keep Fences Neighborly.*

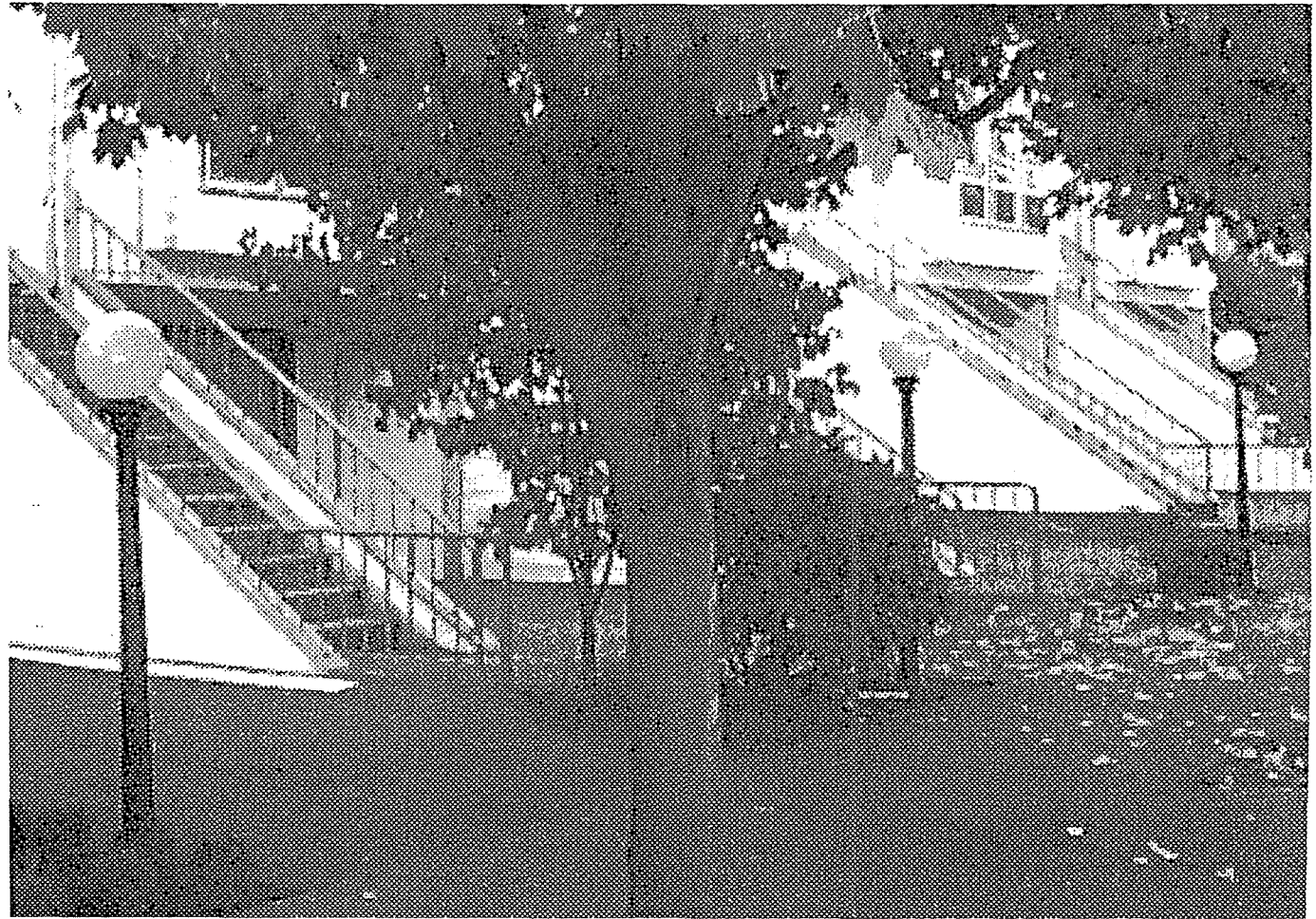
The most welcoming streetscape is one with few fences, but if a fence must be installed;

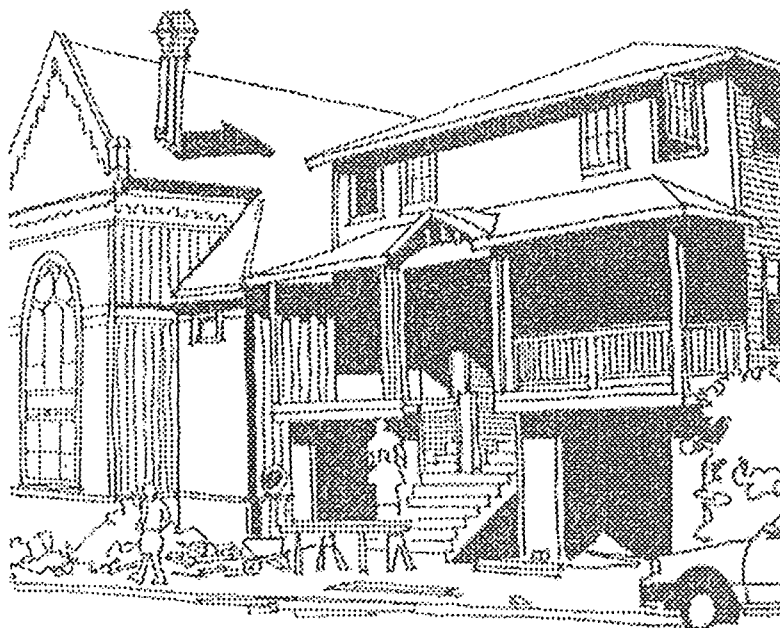
1. Keep it low to allow sightlines to the street.
2. Leave some space between your fence and the sidewalk.
3. Consider the use of Newberg's traditional picket fence styles. Do not use chainlink fence, unless as a trellis for growing plants.



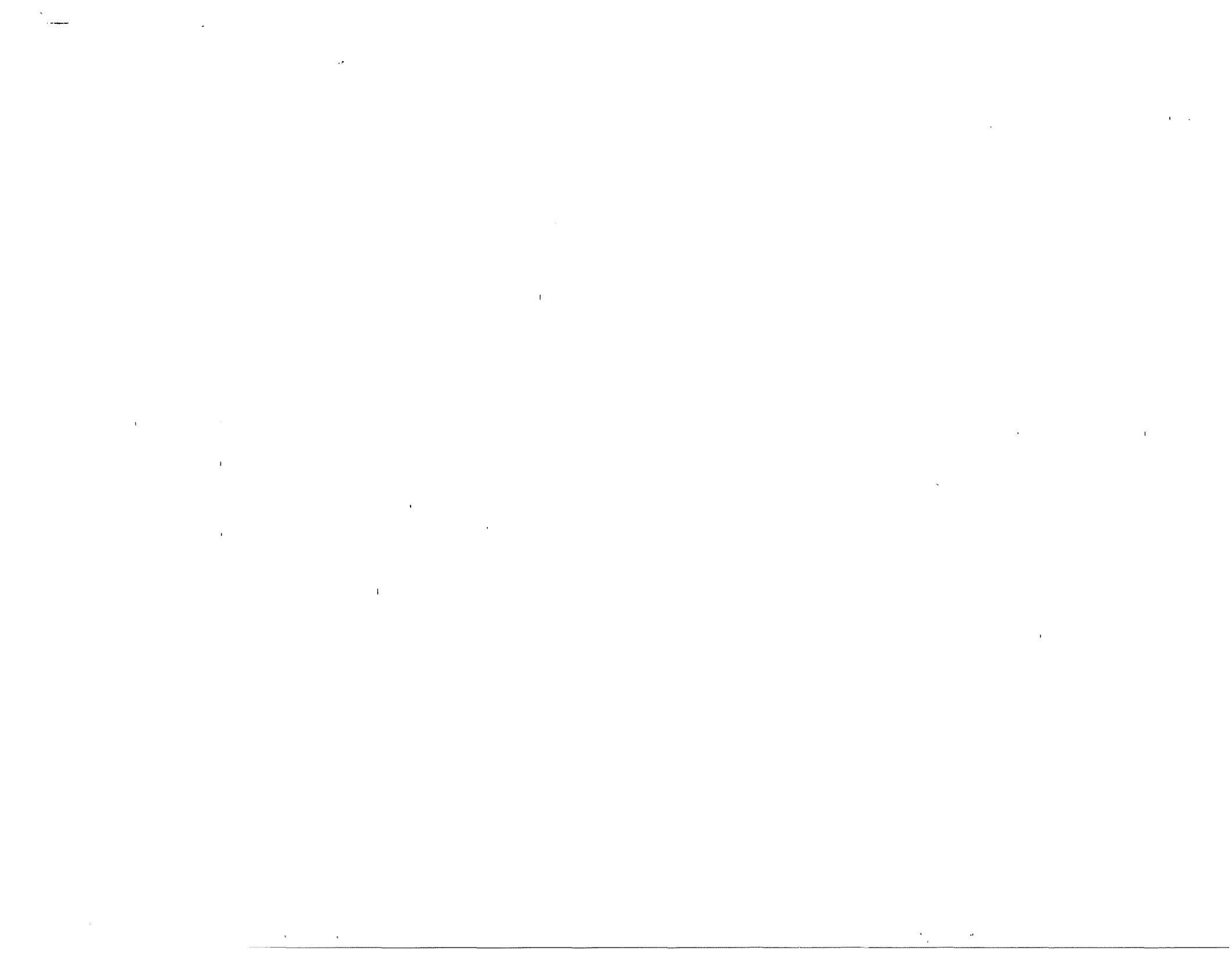
### *Appropriate Outdoor Lighting*

Outdoor lighting should be located and of sufficient intensity to serve pedestrians. The character and scale of the light fixtures should contribute to the streetscape or sense of “outdoor rooms” within the site. Mercury vapor and other highway-style installations are not suitable for residential lighting.



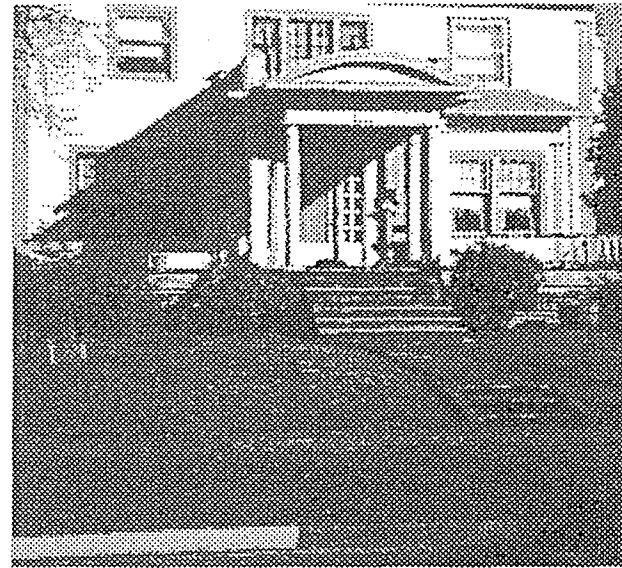


## BUILDING DESIGN

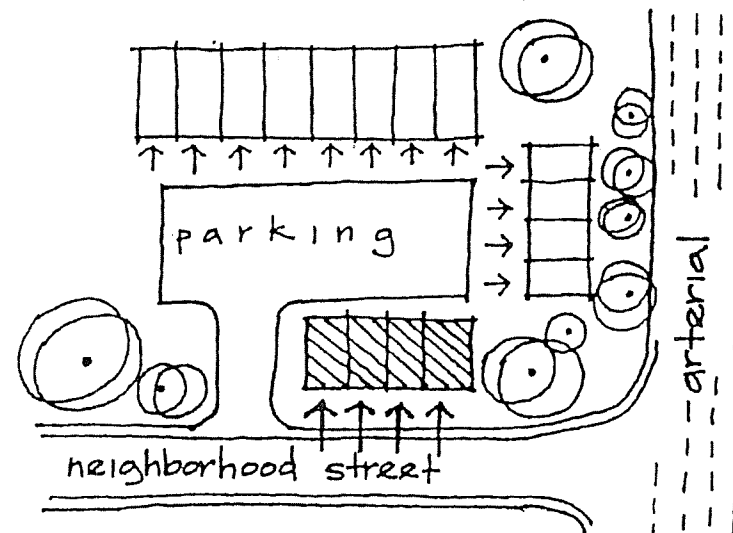


*Face the Street #1.*

Newberg's friendly small town atmosphere is supported by 100 years of traditional development patterns where house fronts, entries, and porches face the street. Main entries should face the street, except in the case of arterials with high traffic volumes. Where access management policies limit direct car connection to the street as is the case with College Avenue, an attempt should be made to establish secondary car access with rear alleys or parallel to streets. Turn away from the street only as a last resort.

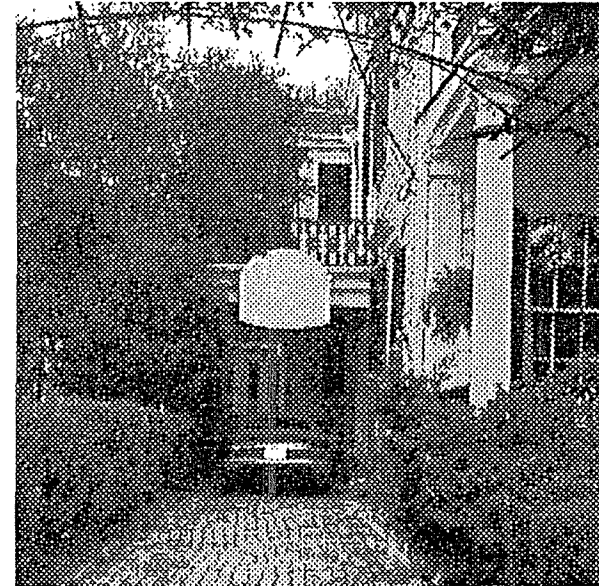
*Face the street #2.*

In larger developments with internal circulation and grounds, some perimeter units should be provided which face adjacent streets. 10% of all units is a suggested minimum. New developments with no street-facing units which border streets classified as minor arterials or below are unacceptable. Commercial bays at ground floor which face the street may be substituted for residential units.



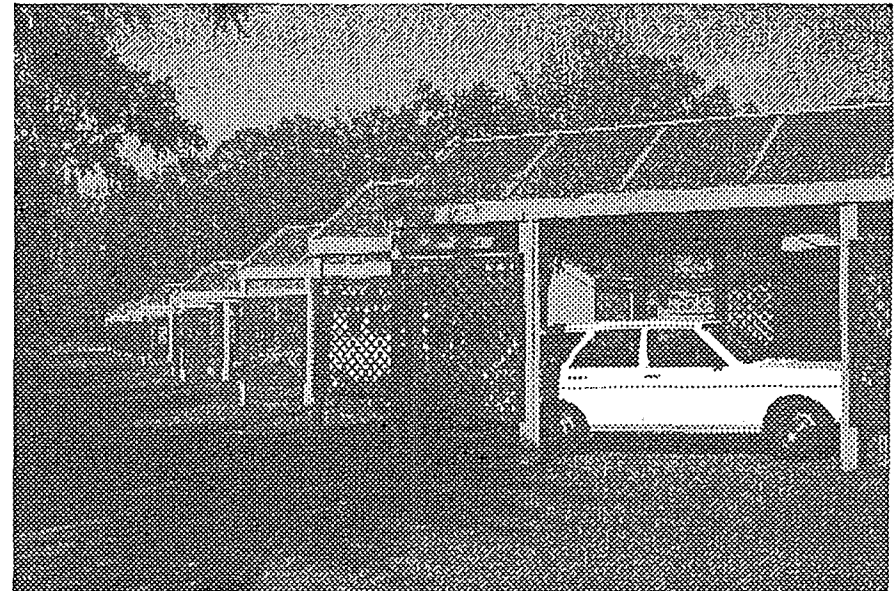
*Keep the car secondary to the building.*

If possible, garages and carports should be set back from the front facade of main building. At a minimum, car enclosures should extend no further towards the street than the main face of the building. Structures for cars should relate to the main building in terms of materials and details.



*Integrate car spaces with the site and the building.*

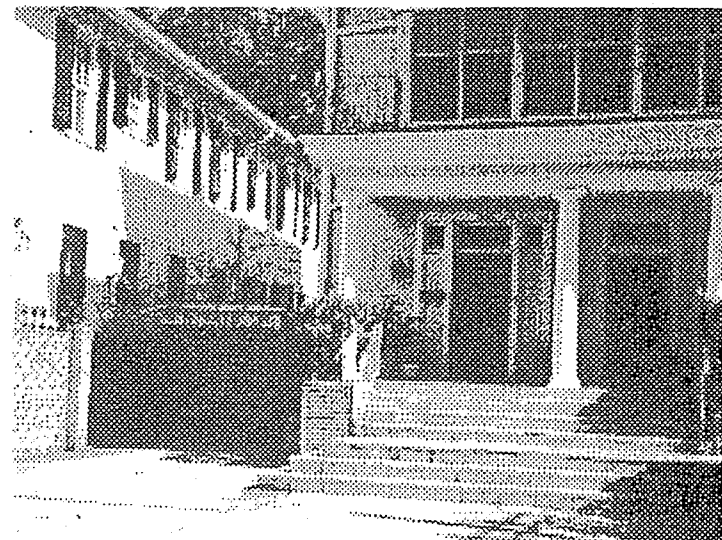
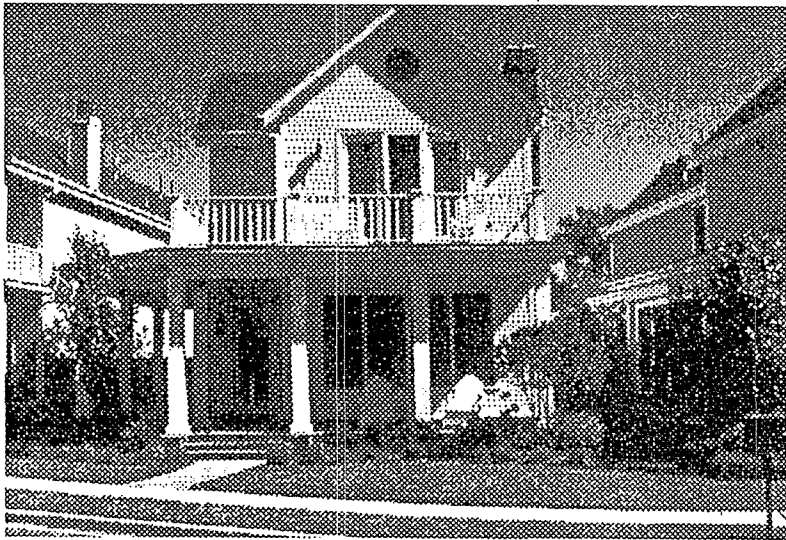
Freestanding car shelters should match the forms and materials of main buildings. Locate car shelters on the site and/or use landscaping to soften their visual impact. Do not use landscaping to completely screen car shelters or other parking from residential units. Car shelters and other parking should be located so that residents have opportunities for surveillance from at least some units or common areas.





*Provide a porch at every front entry.*

The front entry for each unit should have a porch or porch-like space, ideally big enough to accommodate a table and chairs (at least 6 feet in depth). At a minimum permanent architectural protection from rain at the front door should be provided. No more than 6 units should share a common entry area. Balconies should be located to allow views of streets and/or yards around the building.



*Incorporate architectural elements from one of Newberg's historical styles.*

Literal copies are strongly discouraged, but judicious borrowing of forms and details from popular historic styles can help reinforce Newberg's cultural identity. To many home-owners these styles are symbolic of comfort and security. When the building is in or adjacent to an established neighborhood, make an additional effort to respond to styles cohesive to surrounding structure.



Queen Anne, Newberg



Colonial Revival, Newberg



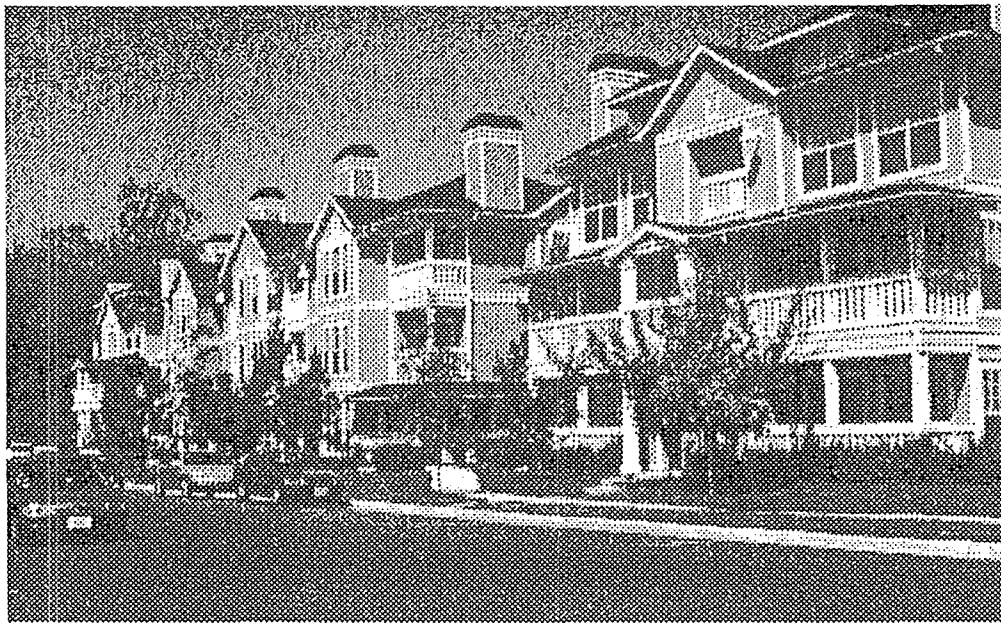
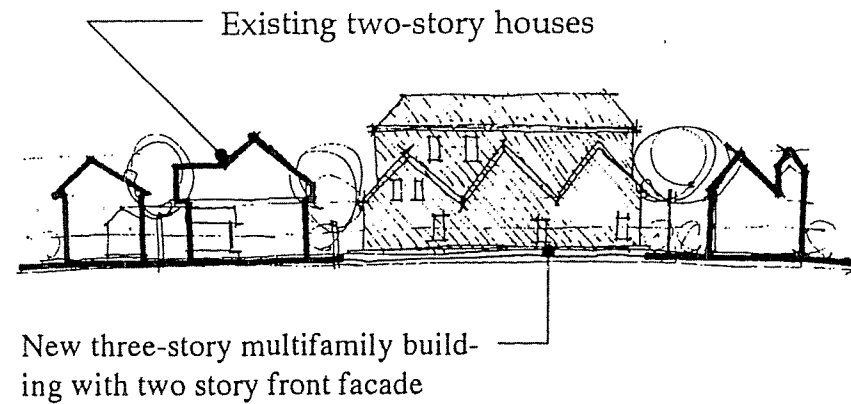
Bungalow Style, Newberg



Dutch Colonial Revival, Newberg

*Respect the scale and patterns of nearby buildings (or possible future buildings).*

In neighborhoods where a mix of building scales is allowed, avoid large, box-like buildings in favor of more highly articulated forms. Attempt to reduce building height along the entry and/or neighborhood street sides of the building. If possible, borrow from the forms and details of nearby buildings to help achieve visual harmony.



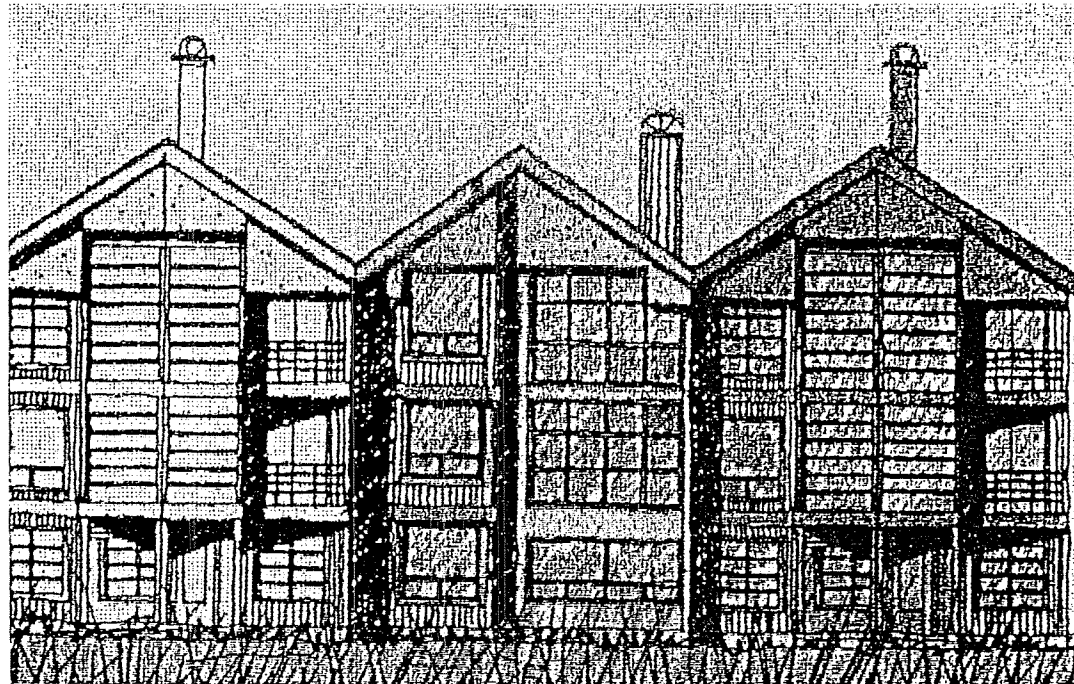
*Break up large, massive buildings into bays.*

Long, unbroken planes of building wall can be monotonous and intimidating. Vary the wall planes and details every 50 feet or so to create a series of recognizable bays.



*Provide some variation in repeated units.*

Repeated individual units or repeated multi-unit buildings should have enough variety to establish their own recognizable identities. Building elements such as color, windows, railings, materials and form may be used alone or in combination to create variety.



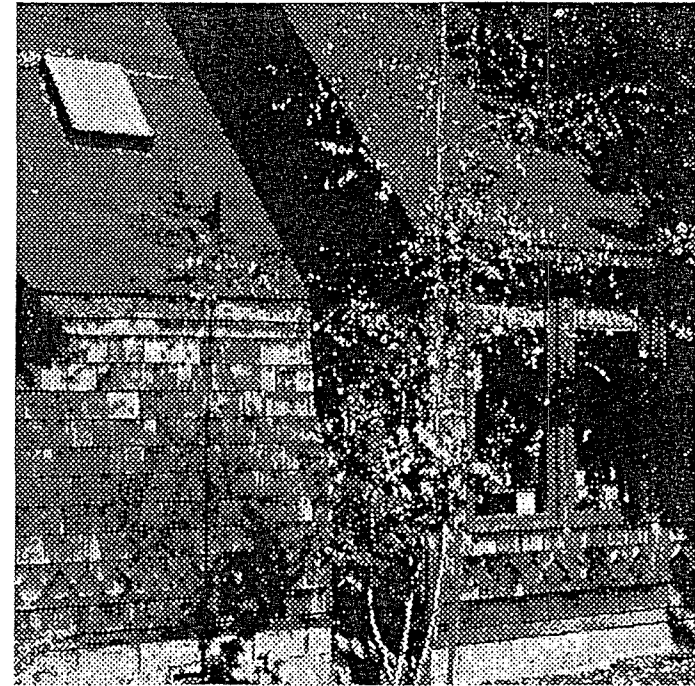
*Use sloped roofs.*

Residential Buildings should have sloped roofs at a pitch of 3 in 12 or steeper. (Gable and hip roof forms are preferred.) In general, flat and shed roofs are discouraged except on porches, projecting bay windows and other small ancillary structures.



*Materials and Colors.*

Limiting the selection of materials and colors to agree with Newberg's architectural personality is one way to achieve a harmonious community. Accent colors and materials can be used to express individuality without interfering with an overall feeling of neighborhood cohesiveness.



Use some or all of the following in new buildings:

- Wood or wood-look siding applied horizontally or vertically as board and batten.
- Shingles, as roofing or an upper portions of exterior walls and gable ends.
- Brick, for the base of walls and chimneys.
- Wood or wood-look sash windows.
- Wood or wood-look trim.
- Avoid the use of strong, bright colors on large exposed planes of wall or roof.

*Windows and Doors.*

Locate at least some windows and doors to allow residents' views of adjacent yards and streets. Windows and doors are functional but also visually important elements. Vertically oriented windows (taller than they are wide) fit with Newberg's historic architectural vocabulary and are preferred to horizontal. Doors and windows are an opportunity to simply but effectively express the identity of individual units.



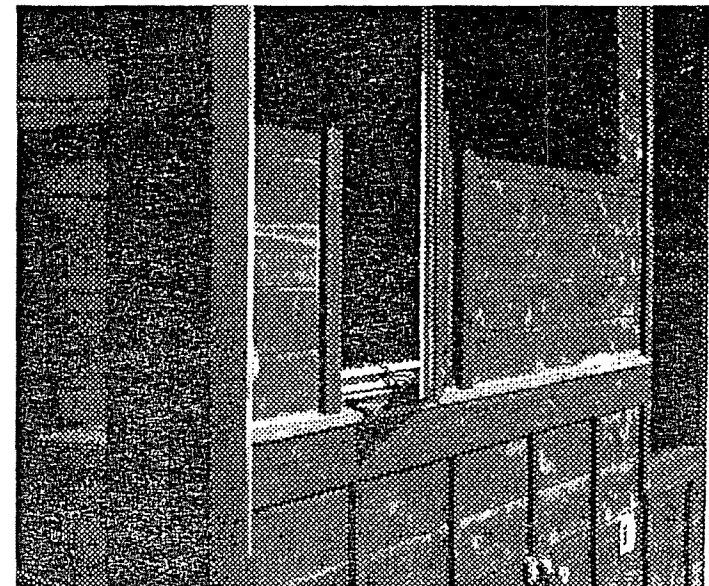


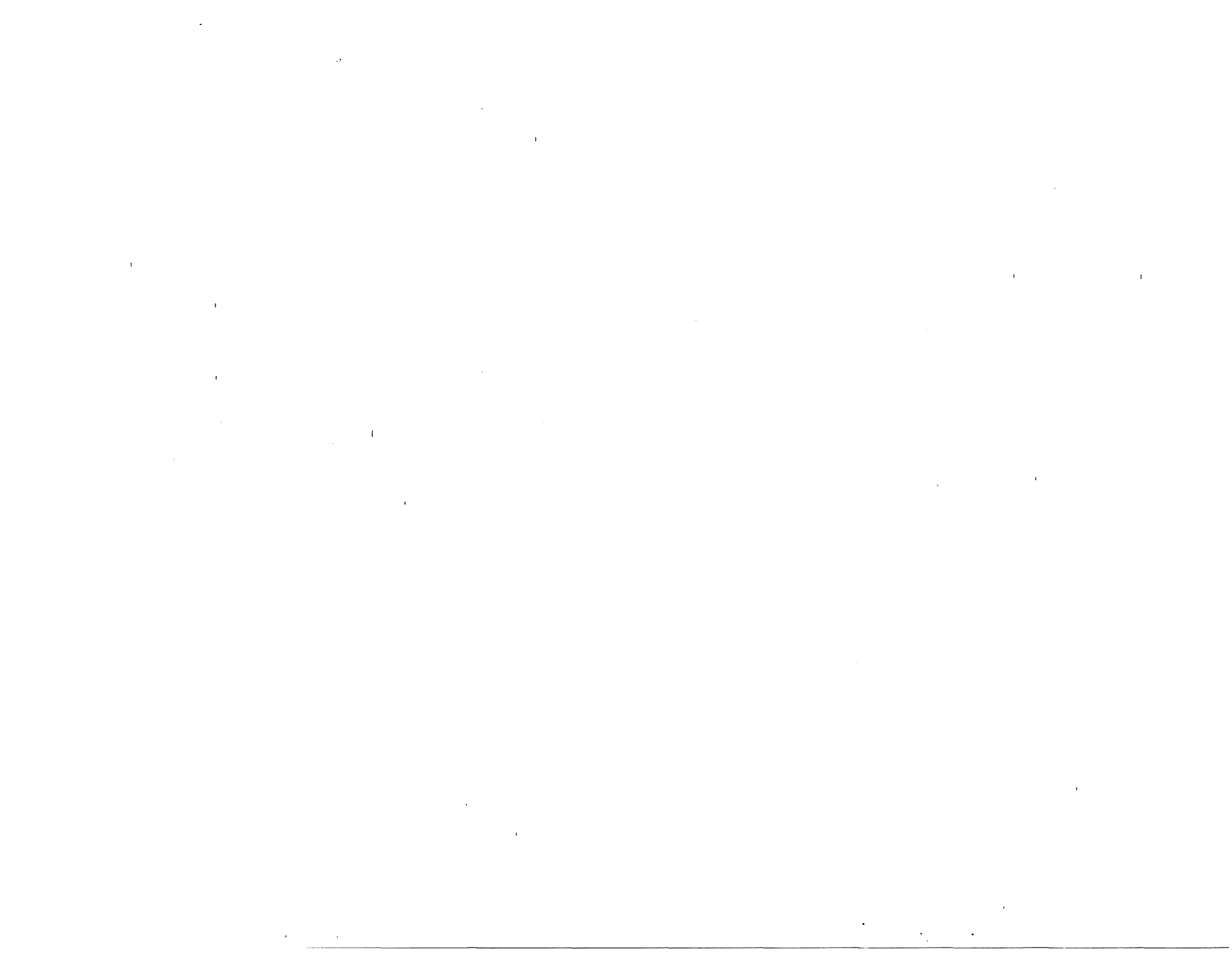
### Exterior Wall and Roof Details

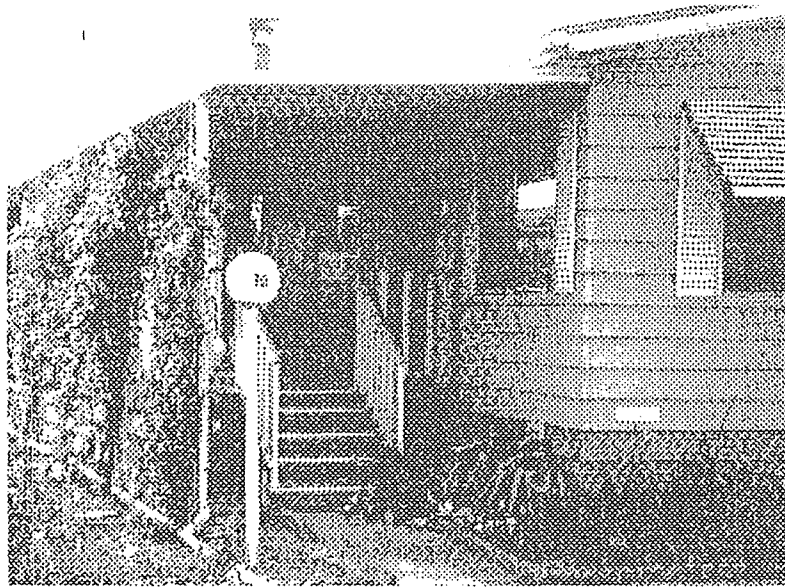
Details are a playful part of architecture. Buildings should possess some original character by inventing details of their own - but also consider responding to a few of the many different common details found in Newberg's older residences.

- “crippled hip” roof
- Palladian windows
- brackets at roof eaves
- roof dormers
- decorative trim boards

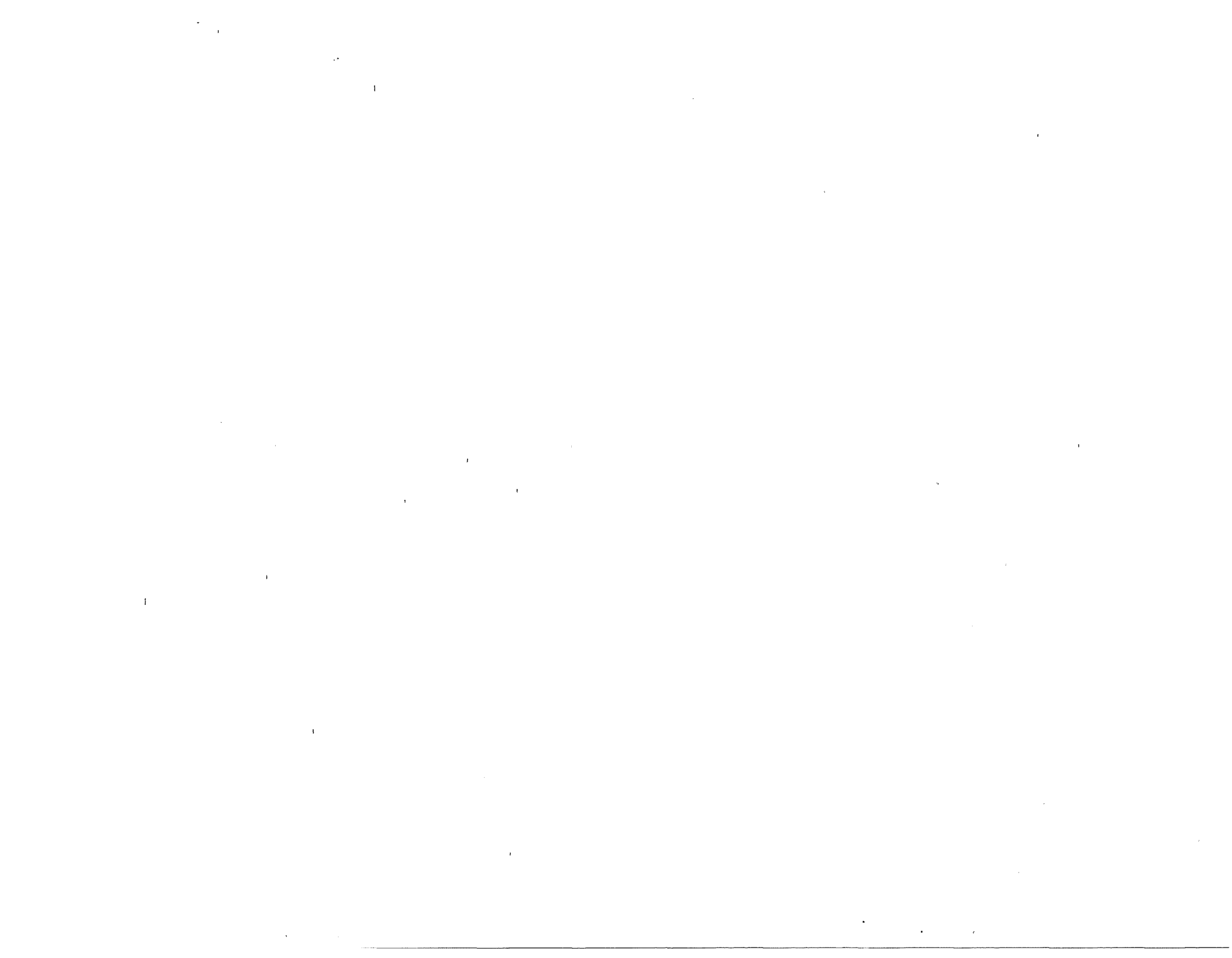
Crippled hip roof  
Palladian window





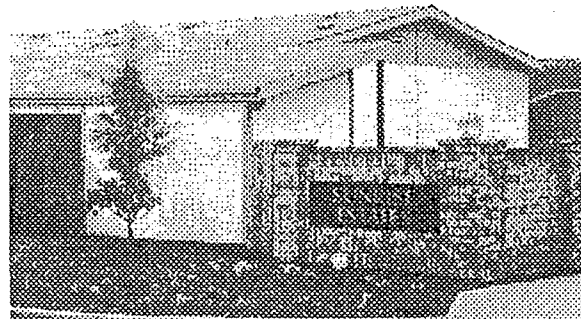


## MANUFACTURED HOMES



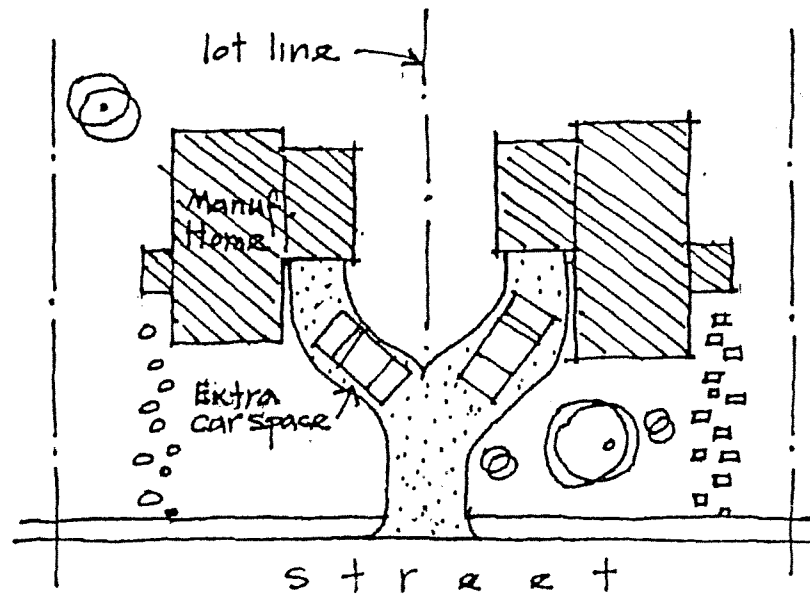
*Build a masonry wall at the perimeter.*

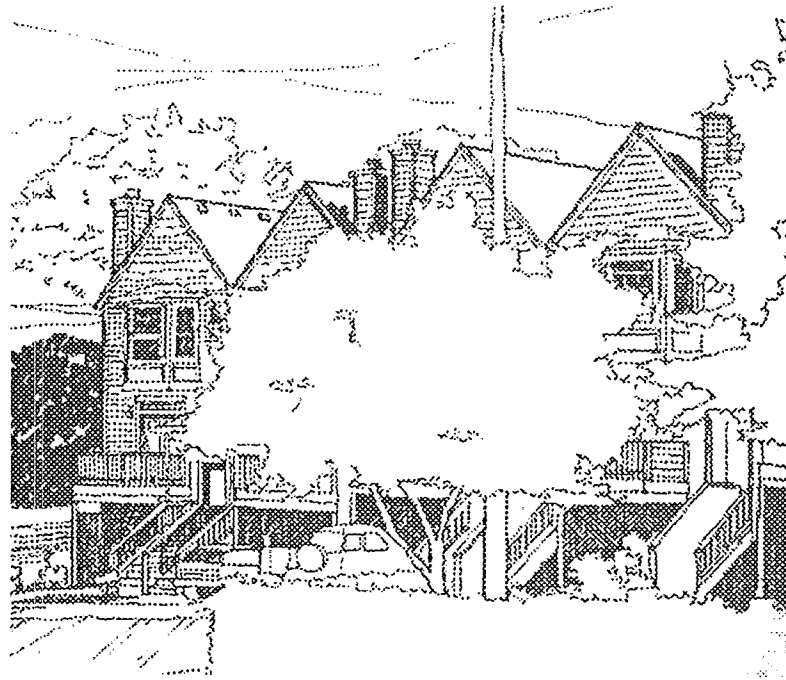
Masonry walls with a maximum height of four feet should be built around the perimeter of manufactured home parks. Acceptable materials include brick, split-face concrete block, and concrete block with stucco finish. Other types of exposed masonry walls if executed in a well-crafted, aesthetically pleasing manner may also be used. Landscaping and signage should both be included in conjunction with the perimeter wall.



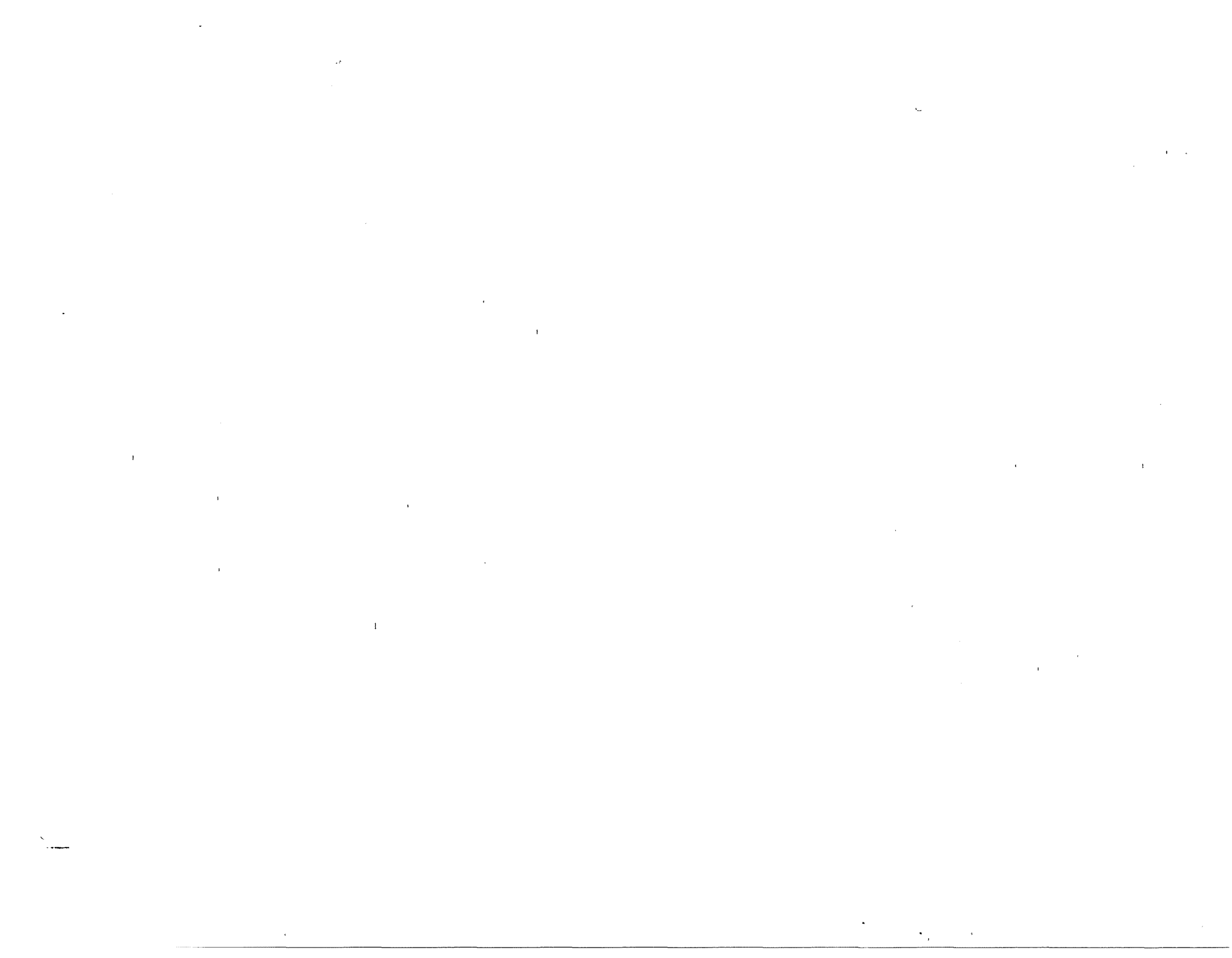
*Share driveways to conserve yard space.*

Shared driveways between manufactured homes on narrow lots conserve valuable yard area and reduce the number of required curb cuts in half. Shared driveways should always have sufficient stack-up room for at least one extra car in each resident's own segment of driveway.





## APPENDICES





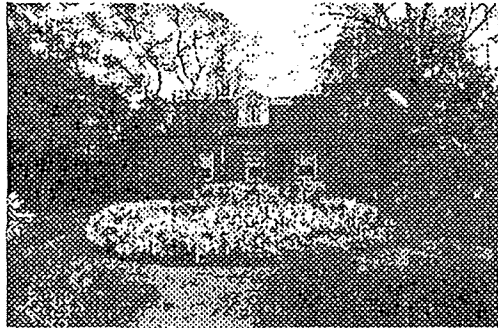
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**Image Survey Results**

While not a statistically valid sampling, the residential image survey conducted as part of the Handbook project resulted in expressed visual preferences in keeping with a recent, much larger regional survey. Observations based on results from the Newberg survey include the following:

- The lowest negative scores were given to images of unlandscaped parking and unlandscaped perimeter fencing.
- The highest positive scores were given to images of well landscaped front entries and facades.
- Images of housing types built at densities which would match or exceed Newberg's maximum of 22 units/acre (e.g., Slides #2, #4, & #5) received some of the highest average scores. Traits these images have in common include strong architectural references to traditional residential features (sloped roofs, horizontal siding, chimneys, gable end bays and/or dormers) and adequate, well maintained landscaping.
- Images without obvious car-related structures, or with cars parked on-street only, consistently ranked higher than images of residences with garages or parking lots in the foreground.
- The 11 images of manufactured homes provoked neither strong negative or positive rankings. The lowest ranking image had a raw score of -0.19 and the highest scored +0.81.

*Top six residential images based on score*



Ranking = #1, Slide #7, Raw score = 2.06



Ranking = #2, Slide #14, Raw score = 1.94



Ranking = #3, Slide #28, Raw score = 1.94



Ranking = #4, Slide #42, Raw score = 1.94



Ranking = #5, Slide #6, Raw score = 1.88

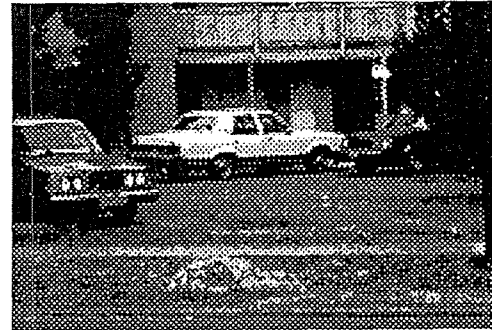


Ranking = #6, Slide #57, Raw score = 1.88

*Bottom six residential images based on score*



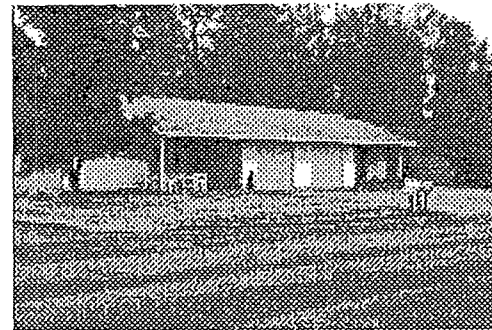
Ranking = #68, Slide #5, Raw score = -2.13



Ranking = #67, Slide #4, Raw score = -2.13



Ranking = #66, Slide #18, Raw score = -2.06



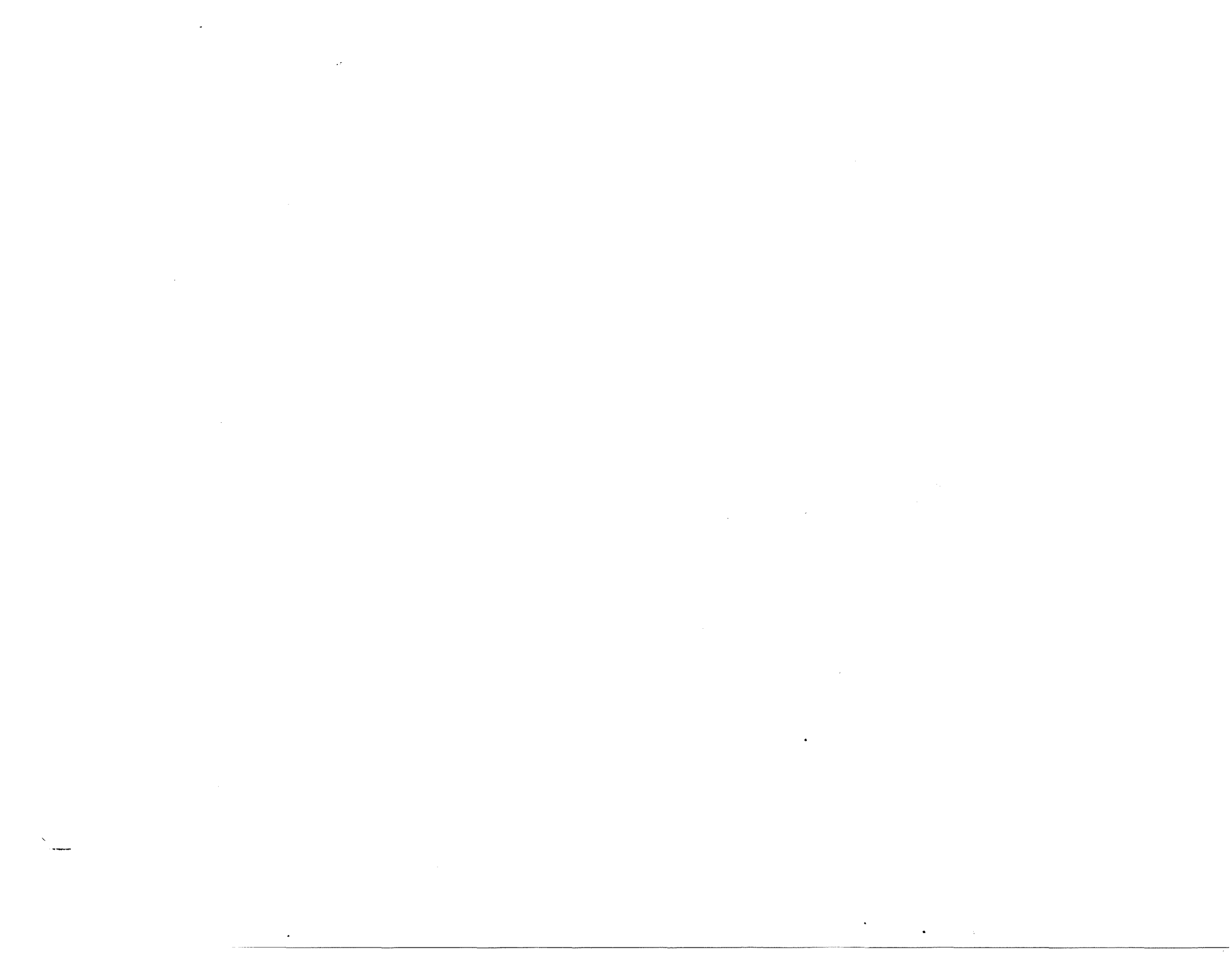
Ranking = #65, Slide #43, Raw score = -1.75

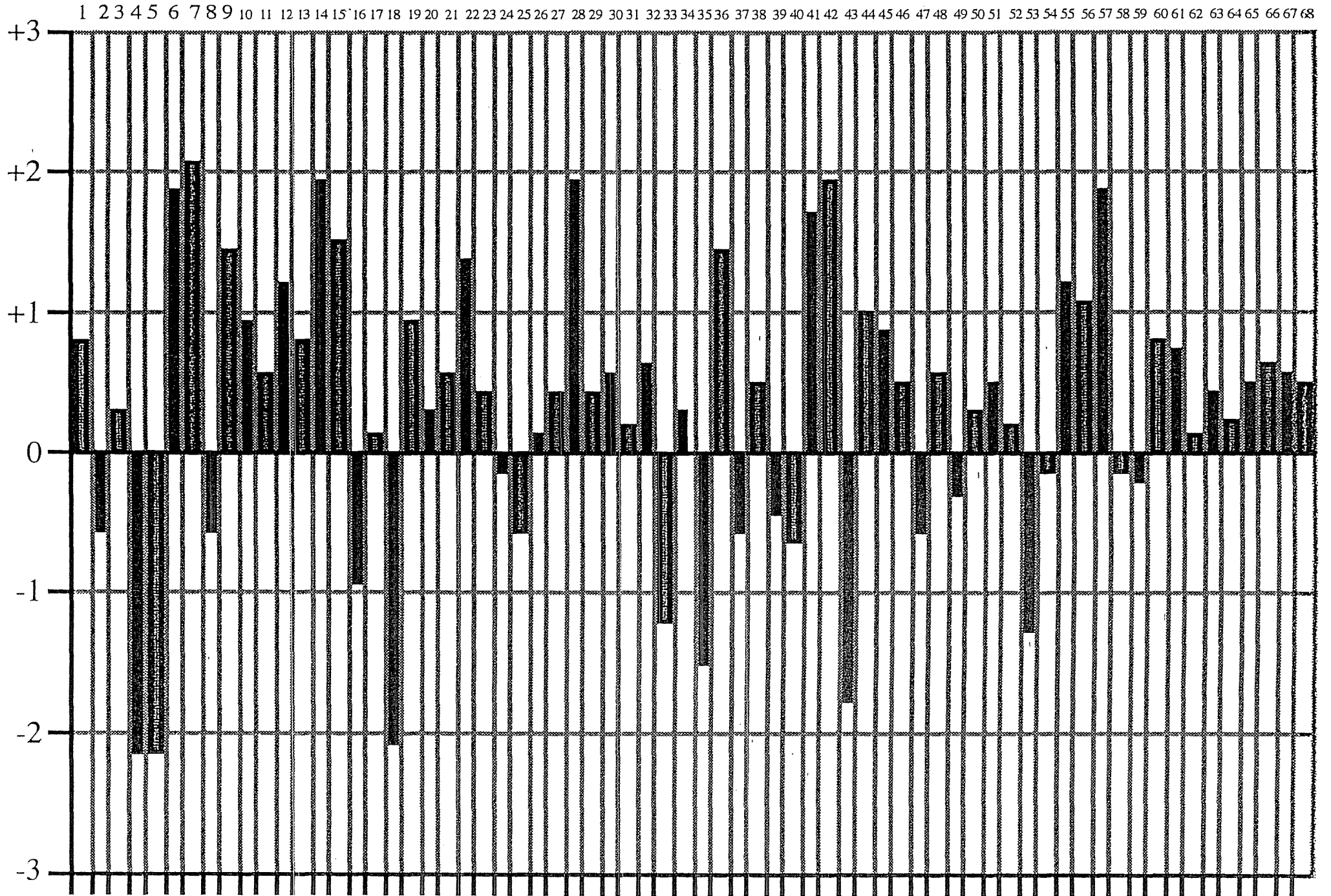


Ranking = #64, Slide #35, Raw score = -1.5



Ranking = #63, Slide #53, Raw score = -1.25





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