

NEWHALL

Newhall

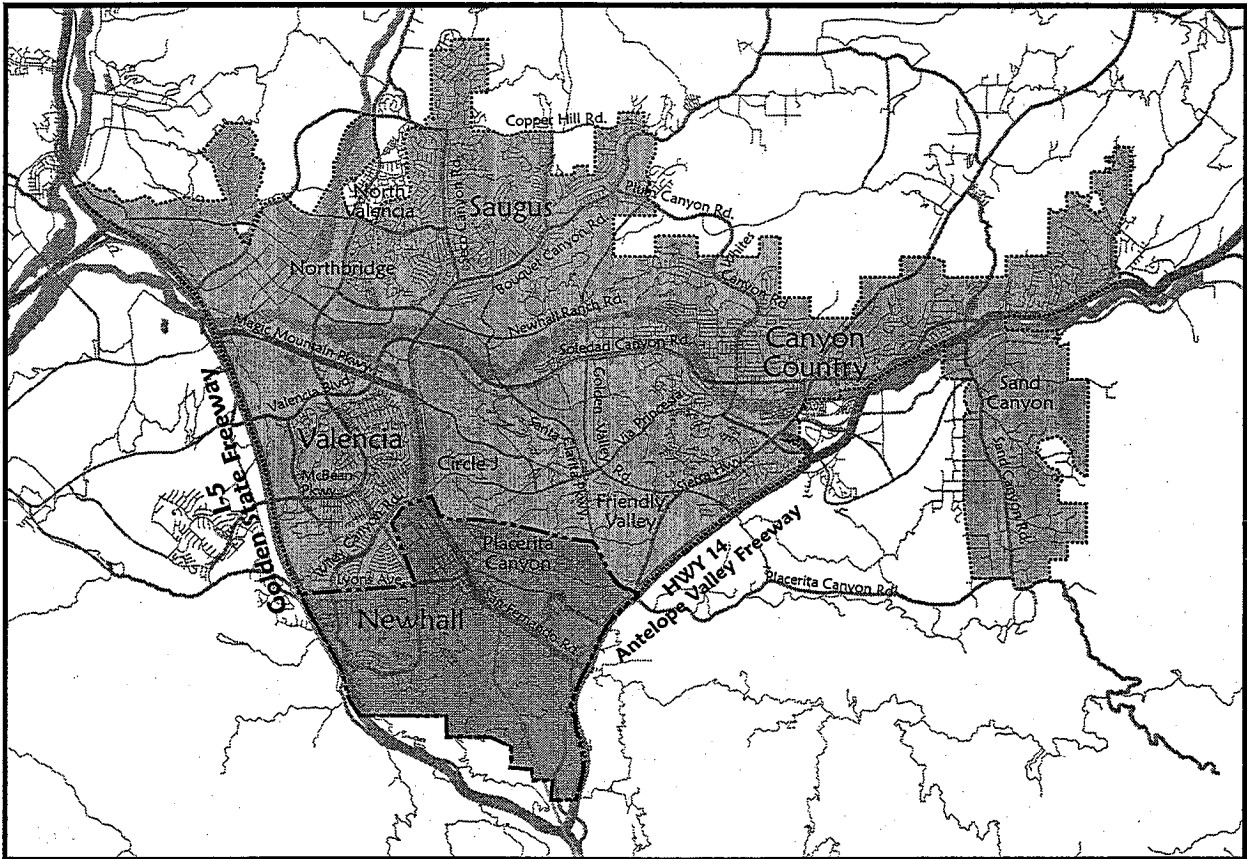
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III. Newhall Community Design Guidelines

A. Introduction

The following beautification guidelines contain specific recommendations for the community of Newhall. Where there is overlap with the *Citywide Design Guidelines*, cross references are made. Though there is not a clear boundary for Newhall, the map below delineates the general area. These guidelines focus on areas within the public right-of-way in Newhall.



Community of Newhall Boundary

1. Community Identity

Newhall is a community rich in history. Evolving from an Indian trading center to an important destination in the quest for gold and then oil, it soon became a railroad flag stop of general stores, saloons and churches. As the film industry grew, Newhall became the home of early western silent screen movies. These strong roots are still very important to the residents of Newhall. The passion for history, love of the old film stars such as William S. Hart, the Oak of the Golden Dream (Jose Francisco de Garcia Lopez reached down after a nap and found gold), the distinction of Vasquez Canyon Rocks and the Saint Francis Dam break that marked the second largest natural disaster in California's history, help to identify the essence of Newhall.

The following characteristics were used to describe Newhall during a public workshop.

- Vasquez Canyon Rocks – jagged rock
- Western movies
- William S. Hart
- Passion for history
- Cowboys
- Melody Ranch – filming
- Oak of the Golden Dream
- Oil fields (Mentryville)
- Last black bear shot was in Newhall
- Rich cultural heritage
- Saint Francis Dam

2. Beautification Needs

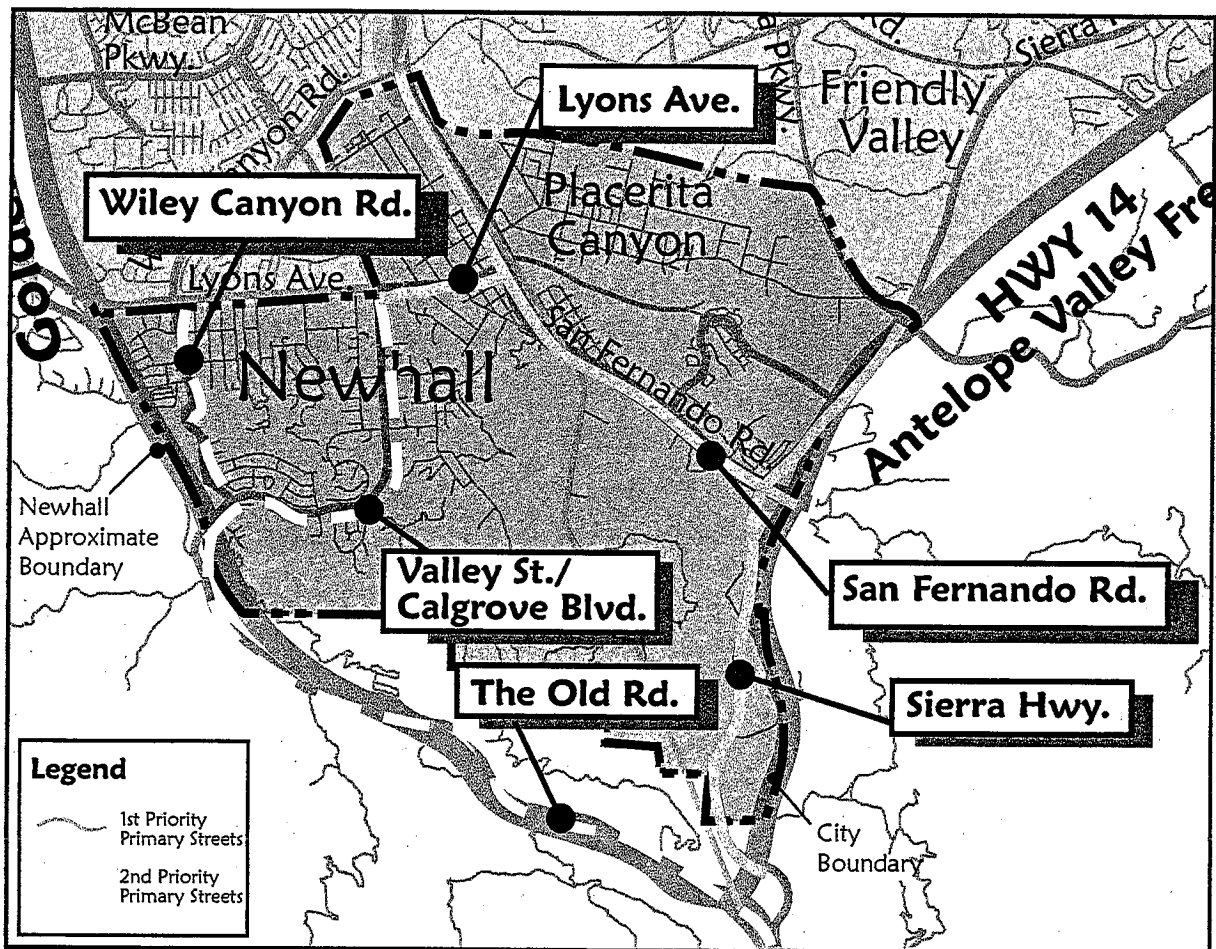
Recognizing the need for beautification in their community, Newhall has organized a number of volunteer groups that have committed many hours of hard work to help define community beautification goals and identify specific needs. These groups have contributed significantly to the contents of these guidelines.

The following list of beautification needs was generated at a public workshop conducted with members of the community, members of the Newhall volunteer organizations and Santa Clarita planning staff.

- More trails should be created in Newhall
- A continual effort should be achieved to remove advertisement billboards.
- Screening should be utilized in order to hide mobile home parks and storage yards.
- Key intersections should be designed consistently with crosswalks, landscaping, amenities and lighting.
- Street parkways and medians should be planted.
- The amount of visual clutter including signs, overhead utilities and vehicular access points should be reduced.
- A unique logo to help unify and distinguish Newhall should be developed.
- Community entry signage should be designed with a logo image, colors and font that represents Newhall.
- Community identity should be strengthened, but not at the expense of Citywide unification.
- Bus shelters should improved and sheltered. Advertising benches should be replaced. (Refer to the *Citywide Public Transportation* section of this document.)

Based on this community feedback, the following beautification guidelines were drafted to address the following topics. The guidelines address a range of design improvements that can lead to a more cohesive and unified look for Newhall.

- | | | |
|----------------------|---------------------------|-------------------------------|
| 1) Primary corridors | 4) Street edge treatments | 7) Main intersections |
| 2) Signs | 5) Fences | 8) Other beautification ideas |
| 3) Medians | 6) Community entries | |



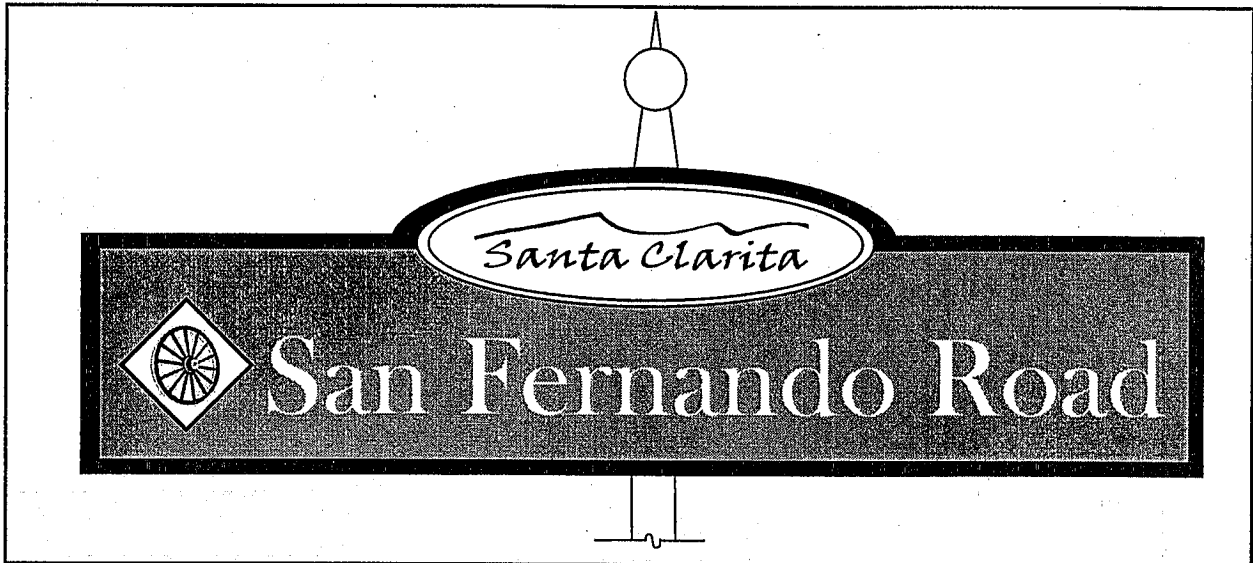
Newhall Primary Streets

B. Treatment of Primary Corridors

The primary corridors that extend through a given community act as the most visible and consequently the strongest unifying element within the community. Each community within the City of Santa Clarita should be clearly identifiable with distinct primary corridors that help unify it. The implementation of a community logo on each street sign, a consistent median and corridor edge treatment, a unique fence type and landscaping improvements bring together the image of a cohesive community. One of the goals of the Beautification Master Plan is to set forth long-range guidelines for improvements, enhancements and beautification of such corridors so that implementation occurs in a direction that creates a clear and easily recognizable individual community. The following streets have been designated as primary corridors within Newhall.

- First Priority Primary Streets: Sierra Highway, San Fernando Road and Lyons Avenue
- Second Priority Primary Streets: Valley Street / Calgrove Boulevard, The Old Road and Wiley Canyon Road

1. Signs and Logo



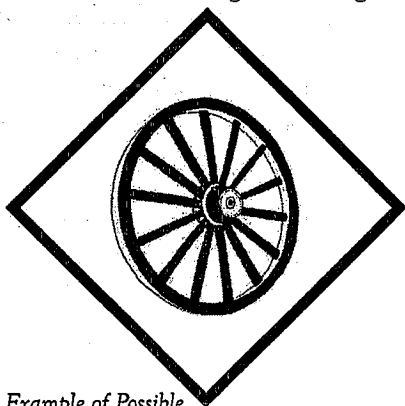
Example of a Street Sign Designed to Incorporate a Newhall Logo

Street Sign:

The most prevalent and obvious component of the primary corridor elements is the street sign treatment. It is here that a clear and distinct demarcation occurs for each individual community. Every street sign within the community of Newhall should contain a community logo. This logo provides a recognizable sense of repetition that clearly enables a motorist, bicyclist or pedestrian to know where they are and if they are still within the community limits. The logo will be placed within a diamond on the left side of the sign and each diamond will be a specific color for each community. This simple and quickly recognizable feature will provide a highly visible statement as to the community that an individual is in. Refer to the *Citywide Signage Program* for further information.

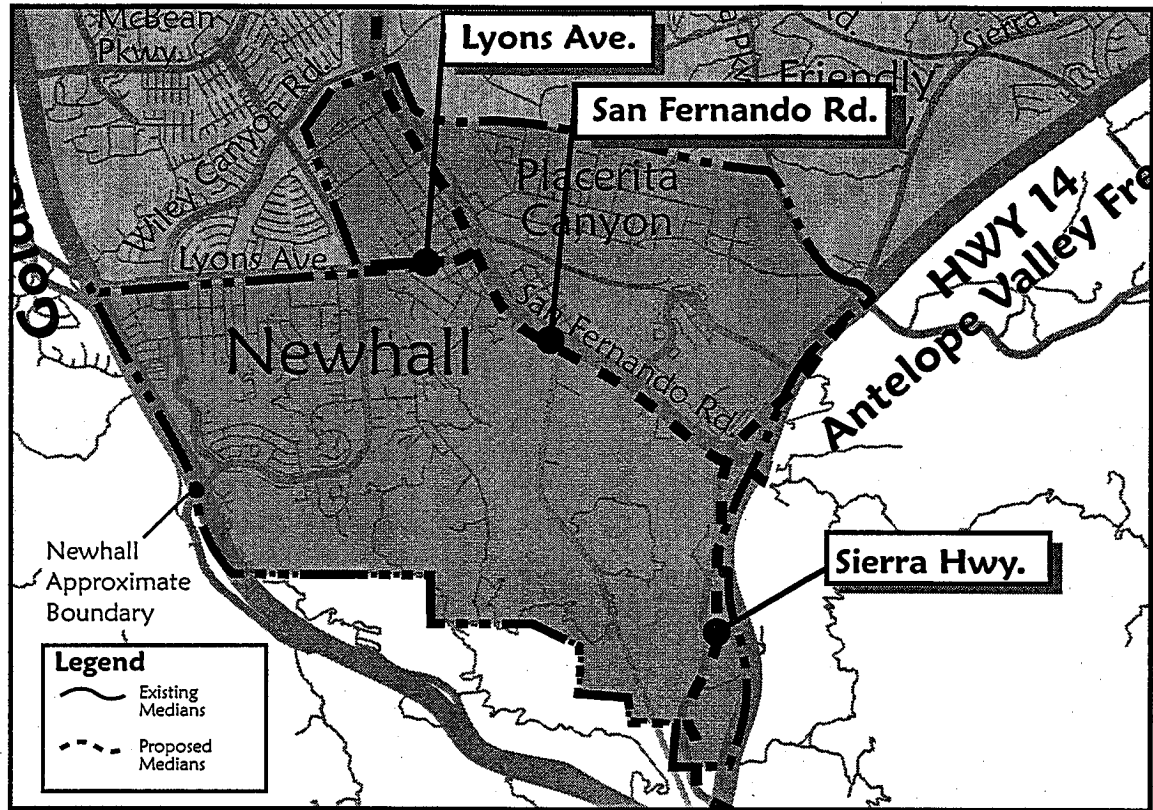
Newhall Community Logo:

Through the interview and public outreach process, participants generated a list of ideas for a Newhall logo. The logo should be unique to Newhall and not something that could represent any number of towns in the region. It should be a logo or symbol that is timeless, avoiding trendy images, colors or fonts.



Example of Possible Newhall Community Logo

- Wagon wheel
- William S. Hart with cowboy hat
- Western Walk of Fame
- Downtown street light
- Oil derrick
- Profile of cowboy with movie reel
- Oak tree
- Cowboy hat
- Railroad
- Melody Ranch
- Bell tower at the new Newhall Metrolink Station



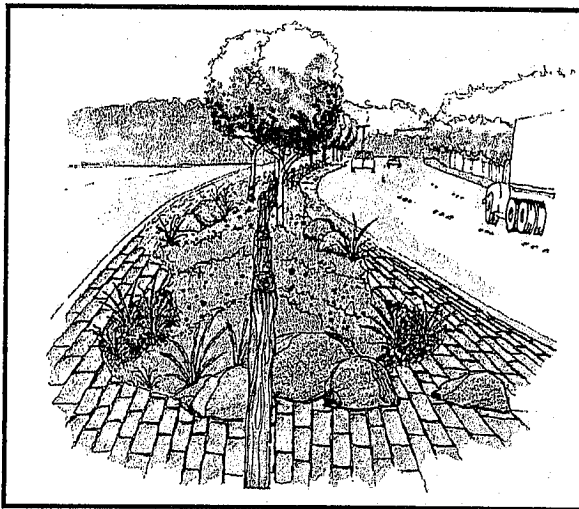
Newhall Medians Map

2. Median Treatment

One intent of the Beautification Master Plan to build on and extend Santa Clarita’s existing network of roadway medians into one, cohesive citywide plan that identifies each community. Each community will have a planting theme to promote the area. The plant palette selection that will be used in the beautification and implementation of the medians will continue to enhance the adjacent landscape. The materials shall be consistent within Newhall and act as a clear indicator of the difference between communities. New raised and planted medians should be considered a long-term objective for community beautification. Along with providing aesthetic appeal and consistency, the proposed medians will also control vehicle circulation, movements and serve to calm traffic. The medians will also provide a place for roadway approach street signs and directional signage at key intersections as part of the citywide signage program discussed in the *Citywide Design Guidelines*. Within Newhall and vicinity, the selected median treatment will be applied to the following roads at the locations indicated on the figure above.

- **Sierra Highway** - from Santa Clarita Parkway south to Highway 14
- **San Fernando Road** - from Wiley Canyon Road south to Highway 14
- **Lyons Avenue** - from Orchard Village Road east to San Fernando Road

Currently, median maintenance is funded by either City General Fund or privately-funded Landscape Maintenance Districts. These different funding sources provide opportunities for different median design concepts. Both designs incorporate a similar plant palette that will help to enhance and unify the community. A drought tolerant design offers a lower maintenance



Example of Newhall Median Treatment Concept



Interlocking Concrete Paver Safety Strip

solution with plants that have an ability to thrive in tough conditions and require less water. A wide variety of plants have been selected that can add beauty and diversity to any landscape. A combination of crescent shaped landscaped pockets and stamped concrete paving should continue to be used in areas that are funded by the City General Fund.

The median treatment concept that has been selected for Newhall is a drought tolerant landscaping design that integrates large Vasquez rocks and a drip irrigation system. An undulating safety curb of interlocking concrete pavers surrounds the landscaping. The pavers are a blend of greys, reds, and brown colors and are shaped like rectangular

cobble or brick. The natural split rail fence described in the following pages could be constructed to run along the center of the median to reinforce the western theme. The median design must comply with all public safety requirements.

The following landscaping palette has been created using and enhancing existing plant palettes applied throughout the area. Future planting should utilize this list or plants that are similar and compliment the desired theme.

Median Landscaping:

Trees types which are being used

Botanical Name

Koelreuteria bipinnata

Plantanus acerifolia

Pinus eldarica

Pyrus species

Rhus lancea

Robinia pseudoacacia

Liquidambar 'Rotundiloba'

Common Name

Chinese Flame Tree

London Plane Tree

Afghan Pine

Ornamental Pear

African Sumac

Black Locust

American Sweet Gum

Shrubs which are being used

Botanical Name

Hemerocallis

Muhlenbergia rigens

Phormium tenax

Pittosporum tobira 'Wheeler's Dwarf'

Rhaphiolepis umbellata 'Minor'

Common Name

Daylily

Deer Grass

New Zealand Phlax

Tobira

Median Landscaping Continued:

Ground covers which are being used

Botanical Name

Cistus crispus

Cotoneaster dammeri

Myoporum parvifolium 'Putah Creek'

Rosmarinus officinalis

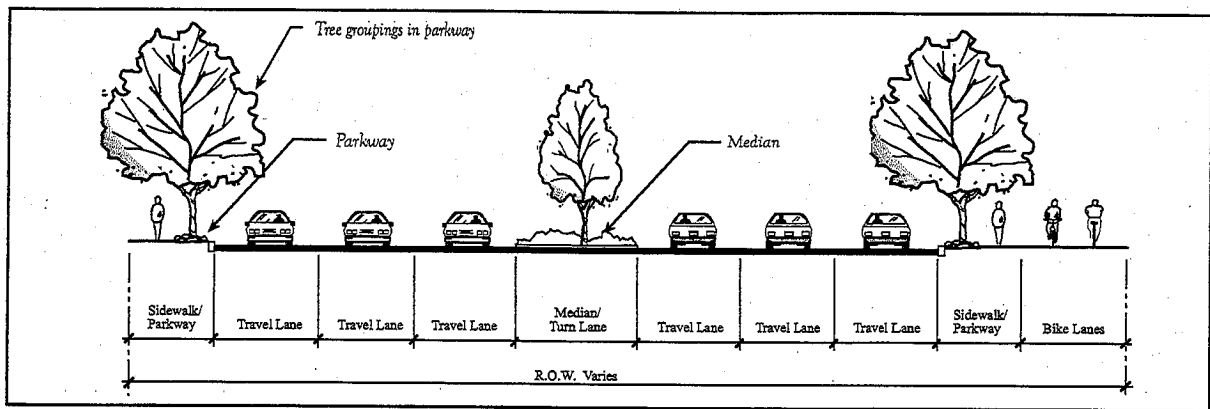
Scaevola 'Maui Clusters'

Common Name

Rockrose

Bearberry Cotoneaster

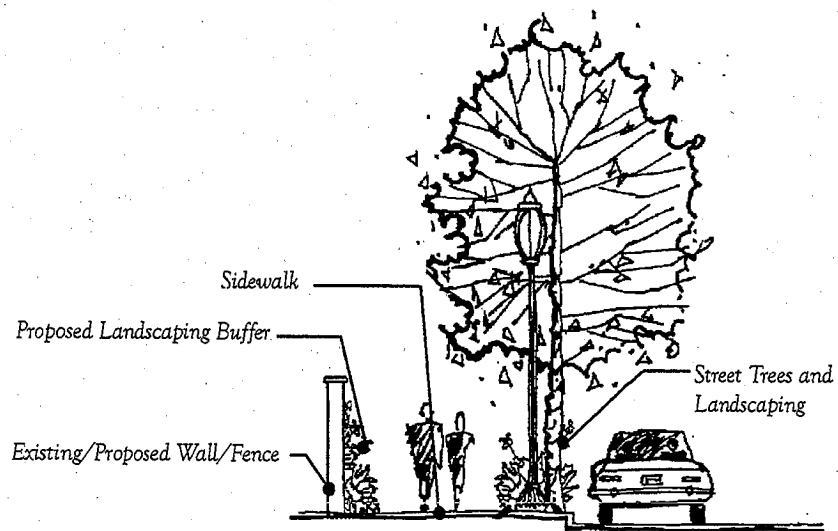
Rosemary



Example of Roadway Section

3. Street Edge Treatment

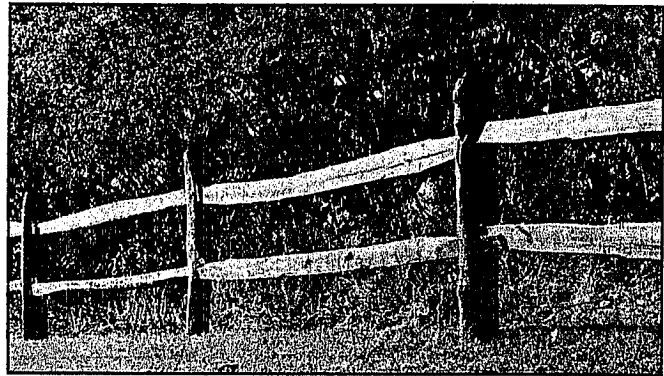
The sides of the primary corridors are just as important as the median treatment. Well landscaped parkways provide pleasant driving and walking environments while creating a sense of place. A planting palette for such parkways is included in the *Citywide Landscaping Palettes* section of this document.



Example of Street Edge Treatment

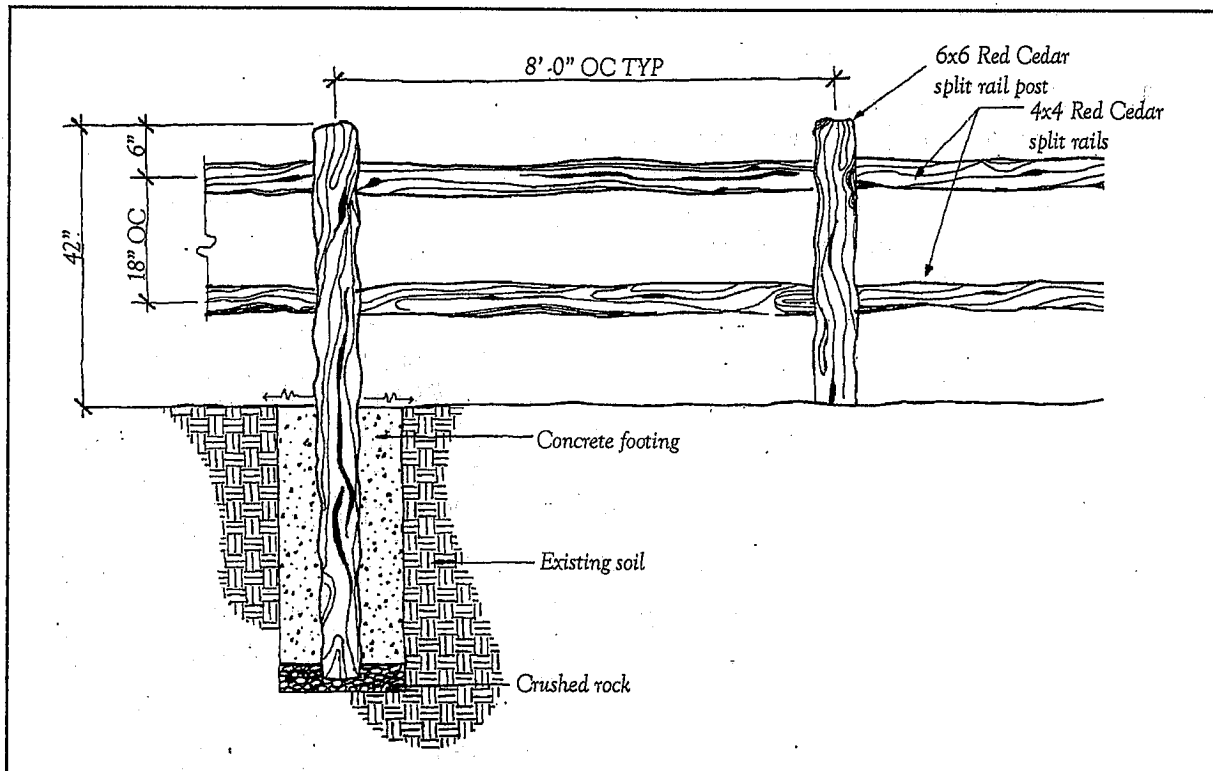
Fences:

Fences should be used to unify the City of Santa Clarita. They provide accent and help define a space and can be used to buffer parking lots adjacent to the roadway. In addition, fences used at vacant lots can “bridge” large void spaces and provide unity along the street scene. Each community will incorporate its own fencing type at intersections and along primary corridors where appropriate.

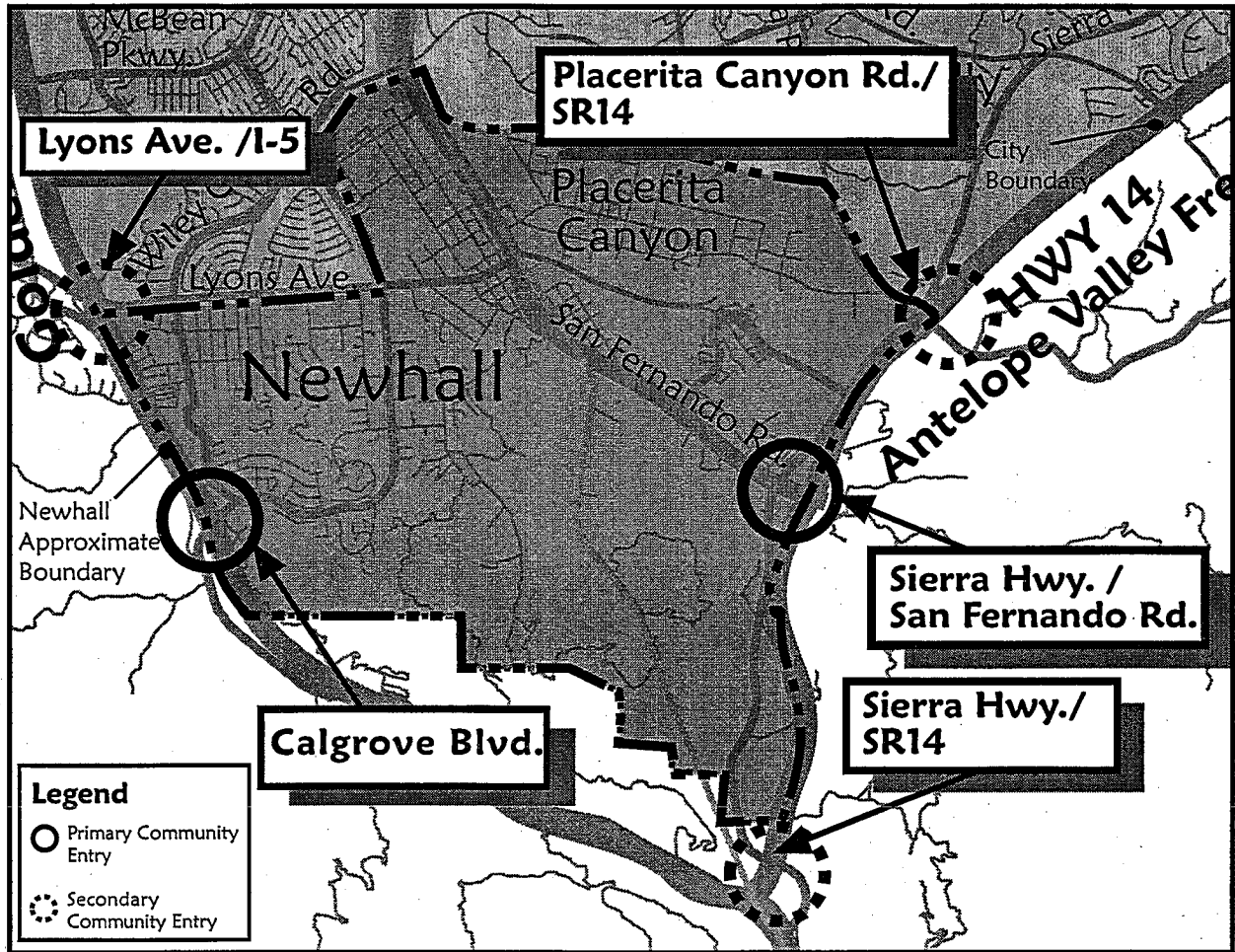


Example of Natural Split Rail Fence

The natural split rail fence selected for Newhall blends nicely with the landscaping and reflects the rustic and historic character of the community. The following materials should be used for the split rail fence. Red cedar or precast concrete 4x4 rails should be set into predrilled 6x6 red cedar posts placed 8' on center. Footing for posts should be set in concrete for maximum stability and placed over crushed rock to allow water to drain through and minimize post decay.



Red Cedar Split Rail and Post Detail



Newhall Entrances Map

C. Community Entrances and Intersections

1. Community Entrance Treatment and Locations

The entrance to each individual community should have a unique and easily identifiable “scene” that includes specific landscaping, a fence and a unique community-oriented sign. The entrances should give visitors and residents a feeling of what to expect within the community and be welcoming without being overstated. The following locations have been selected for community entrance treatments.

Primary Community Entries:

- Lyons Avenue and I-5
- San Fernando Road and SR14

Secondary Community Entries:

- Sierra Highway and SR14
- Placerita Canyon Road and SR14
- Calgrove Boulevard and I-5

Future Primary Community Entries:

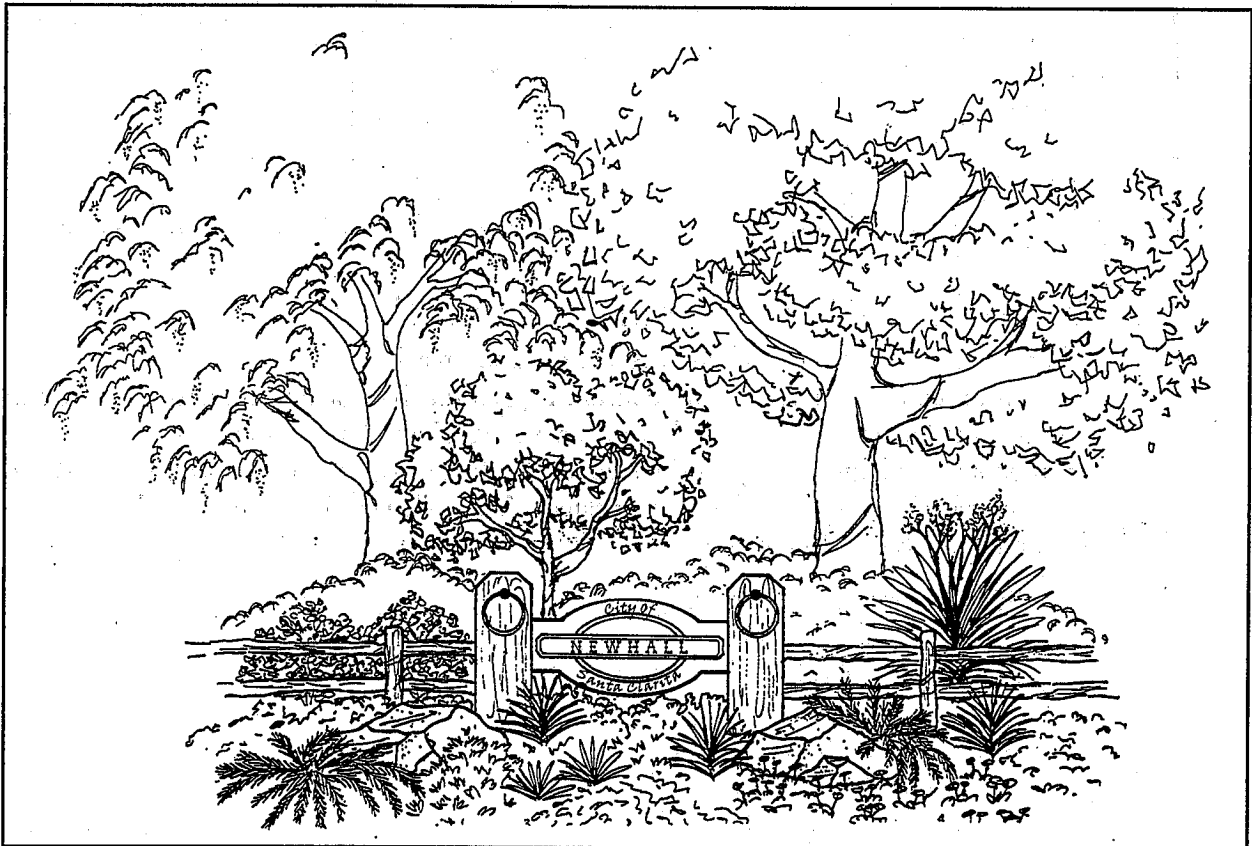
- Santa Clarita Parkway and SR14

2. Community Entrance Design

Community Entrance Character:

The community entry is one of the best opportunities to reflect its individuality. The character and materials used should be a unique representation of the community. The following materials and design styles to reflect the character of Newhall were identified during a public workshop.

- Vasquez Rock is prevalent in the area and could be used in the entrance design
- Lettering should be reflective of the historic 18th Century style
- Letters should be cut out or barn red blacksmith design
- Colored rocks - orange or burnt orange - to reflect the natural landscape



Proposed: Newhall Entry Scene: Western Redbud, Coast Live Oak, and California Pepper trees, natural split rail fence, a special plant palette, and a community oriented sign with community logo and City name.

Community Entry Signs:

In the *Citywide Design Guidelines* section, “Entry Monuments” will help meet the goal to unify the City as a whole while the “Community Entry Signs” will help meet the other half of the goal, to embrace the different characters of individual communities. The Newhall entry sign reflects the unique natural setting and materials of the area. Community entry signs should have the following characteristics:

- Community entry signs should be located at each of the previously mentioned community entrance locations and should be coordinated with Caltrans or private landowners as appropriate. Specific locations should be determined based on visibility, right-of-way availability, sight distance criteria and minimum square footage requirements.
- Community entry signs should be lighted and landscaped.
- Community entry signs should be an integral part of the gateway scene which includes an entry sign, a fence and plants and trees approved by the Director of Parks, Recreation and Community Services.
- Community entry signs should be well proportioned and accented with landscaping. The scale of the signs should be easily legible from the road. Planting at maturity must not obscure safe vehicular sight lines.
- Community entry signs should incorporate complementary colors, materials and lettering fonts. More than one material should be used in the construction of the sign and should reflect the character of the community. The sign should be constructed for long-term durability and easy maintenance.
- All community entry signs should use the same materials, color scheme and graphic theme in order to make it very clear to visitors and residents alike that they are placed as an effort to unify Newhall.
- The community logo should appear on each sign and a community-specific font should be replicated exactly on each Newhall entry sign.
- “City of Santa Clarita” should appear on each community entry sign. The same font should be used for the citywide entry monuments.

The following landscaping palette has been created using and enhancing existing plant palettes applied throughout the Newhall area. Future planting should utilize this list or plants that are similar and compliment the desired theme.

Community Entry Landscaping

Trees

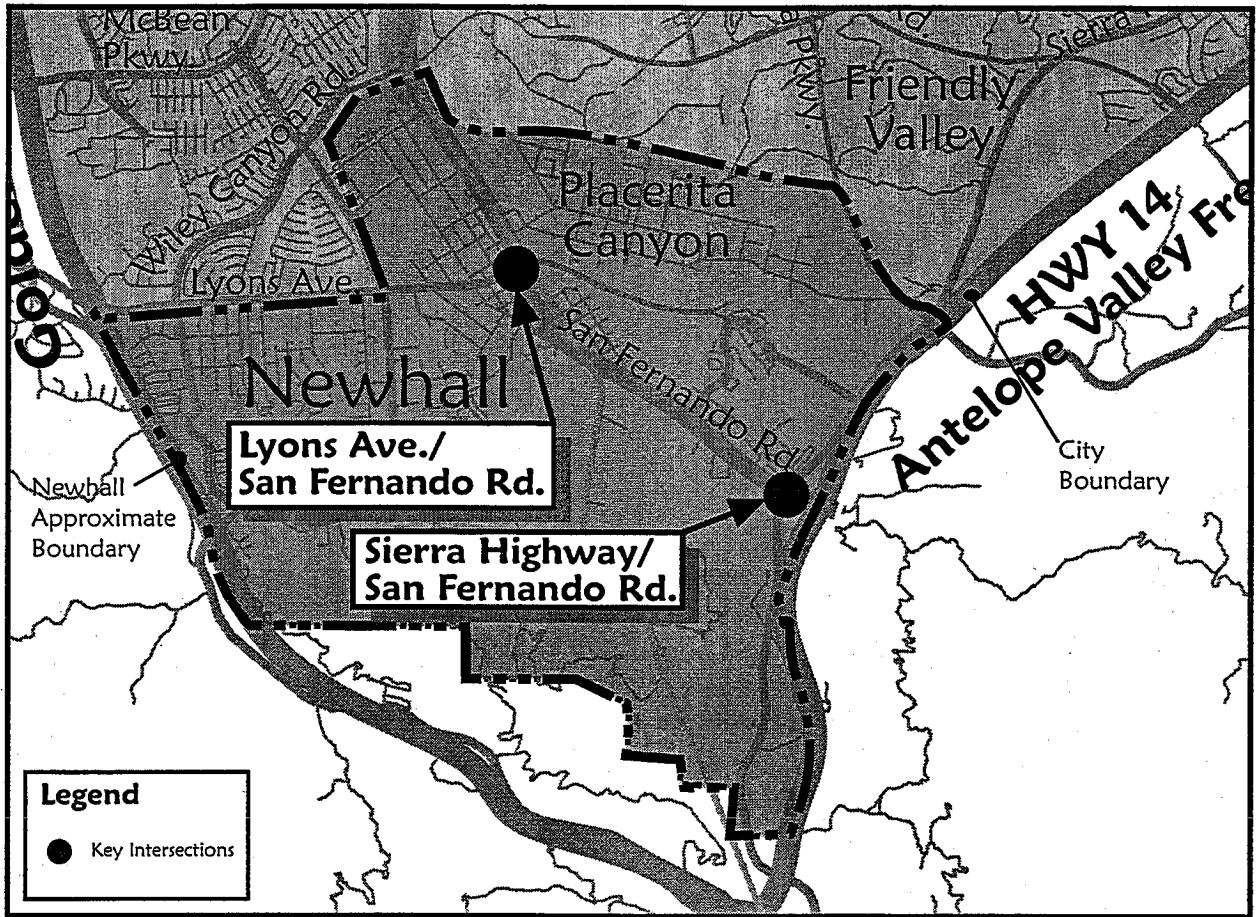
Botanical Name	Common Name
<i>Koelreuteria bipinnata</i>	Chinese Flame Tree
<i>Pinus eldarica</i>	Afghan Pine
<i>Pyrus species</i>	Ornamental Pear
<i>Quercus lobata</i>	Valley Oak
<i>Quercus agrifolia</i>	Coast Live Oak
<i>Rhus lancea</i>	African Sumac
<i>Schinus molle</i>	California Pepper
<i>Liquidambar 'Rotundiloba'</i>	American Sweet Gum

Shrubs

Botanical Name	Common Name
<i>Artemisia 'Powis Castle'</i>	Artemisia
<i>Grevillea rosmarinifolia</i>	Rosemary Grevillea
<i>Hemerocallis hybrids</i>	Daylily
<i>Muhlenbergia rigens</i>	Deer Grass
<i>Phormium tenax</i>	New Zealand Flax
<i>Pittosporum tobira 'Wheeler's Dwarf'</i>	Tobira
<i>Rosmarinus officinalis</i>	Rosemary
<i>Rhaphiolepis umbellata 'Minor'</i>	-----

Ground Cover

Botanical Name	Common Name
<i>Cerastium tomentosum</i>	Snow-in-Summer
<i>Convolvulus mauritanicus</i>	Ground Morning Glory
<i>Coprosma kirkii</i>	-----
<i>Cotoneaster dammeri 'Lowfast'</i>	Bearberry Cotoneaster
<i>Myoporum p. 'Putah Creek'</i>	-----
<i>Scaevola 'Mauve Clusters'</i>	-----



Key Intersections Map

3. Key Intersection Treatment and Locations

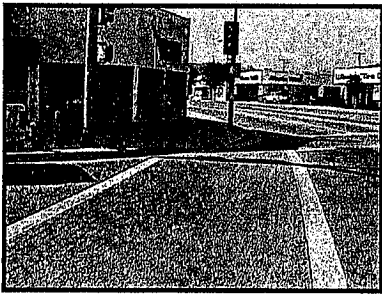
There are several intersections within the community of Newhall that stand out as opportunities to beautify and claim as unique places for Newhall. These intersections are large with multiple lane thoroughfares requiring motorists and pedestrians alike to wait for several minutes and soak in the surrounding environment. Pedestrians oftentimes have to cross over several lanes of traffic in order to travel from place to place. It is the intent of these guidelines to beautify these intersections to the extent possible and create a more pedestrian-friendly environment. The following key intersections have been identified as areas that need priority improvement.

- San Fernando Road and Lyons Avenue
- San Fernando Road and Sierra Highway

Beautification of the intersections should include:

- | | |
|---|---------------------------------------|
| • Accent paving | • Lighting and signal pole treatment |
| • Landscaping and street trees | • Underground utility poles and wires |
| • Directional signage / reduction of visual clutter | |

The San Fernando Road and Sierra Highway intersection illustrated on the following pages depicts the advantages of implementing some of these beautification concepts.

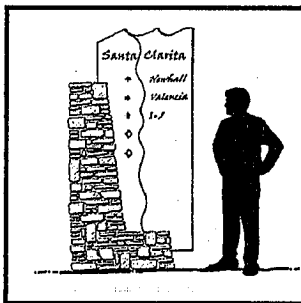


Example of Accent Paving

Accent Paving:

The use of accent paving provides an opportunity to both dress up the intersection and incorporate traffic calming measures for pedestrian and bicyclist safety. The change in texture is a visual and intuitive signal to both the motorist and pedestrian of the appropriate boundaries for each. Accent paving contributes greatly to the overall visual appeal of the intersection and is typically located in one or more of the following areas: at corners; on sidewalks; at pedestrian crossings; and in the middle of intersections.

At key intersections, the pedestrian crosswalks should be treated with a durable colored concrete pattern so as to visually cue the oncoming motorist to slow down because of possible pedestrian traffic. Special paving also enhances the pedestrian experience, both in visual appeal and safety. The texture should be smooth enough so that an older person, cyclist and persons with disabilities are not deterred. In addition, a surface that limits noise should be utilized. Stamped concrete in a red brick pattern should be used as the accent paving throughout Newhall. This will match the existing crosswalks in the downtown area. The special paving can be applied across the entire crosswalk, or just used as a border.



Example of Directional Signage

Signage:

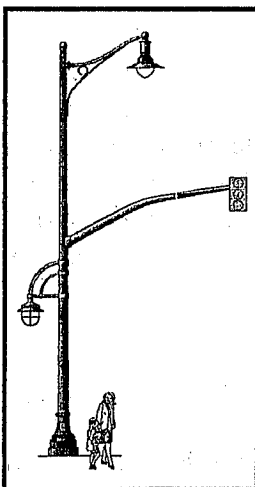
The directional sign described in the Citywide Signage Program section of the *Citywide Design Guidelines* should be placed at key intersections in order to help motorists determine the direction of the adjacent communities. It is important that existing directional signage be removed to reduce the amount of visual clutter. In addition to directional signage, the removal or replacement of commercial/business signage and billboard/advertisement signs should be given first priority at key intersections.

Landscaping Treatments:

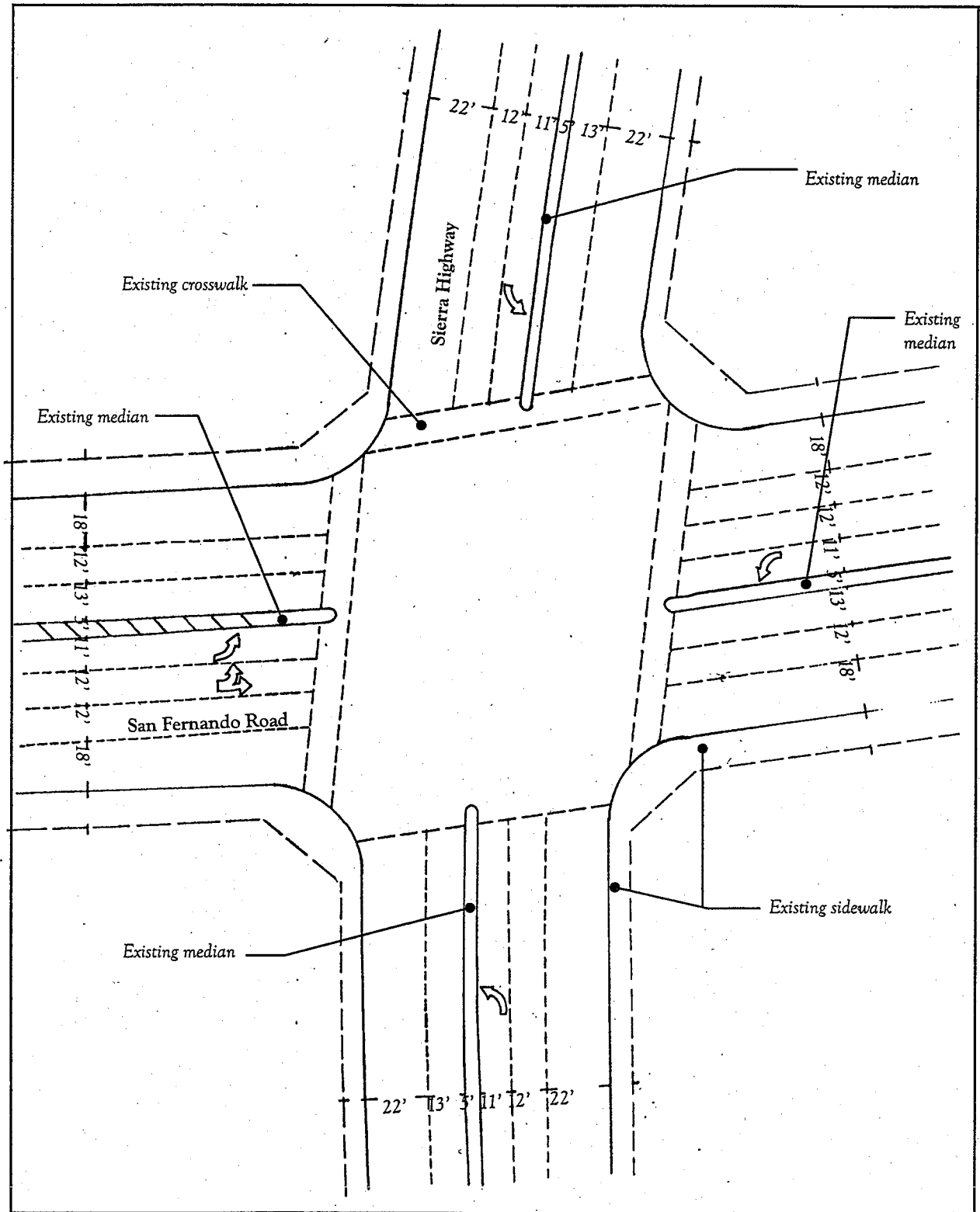
Additional vegetation located at key intersections will enhance the experience of the motorist and pedestrian. Landscaping, low walls and berms should be used to screen large expanses of paving (parking lots, service station lots, etc.) on private property. Medians should be widened to a minimum of six feet where feasible to allow for high branching trees to be planted. Trees with four-foot tree grates should be planted along the sidewalk near the intersection. The trees planted in the medians and in the parkways should correspond to those selected for a given community and primary corridor, respectively.

Lighting:

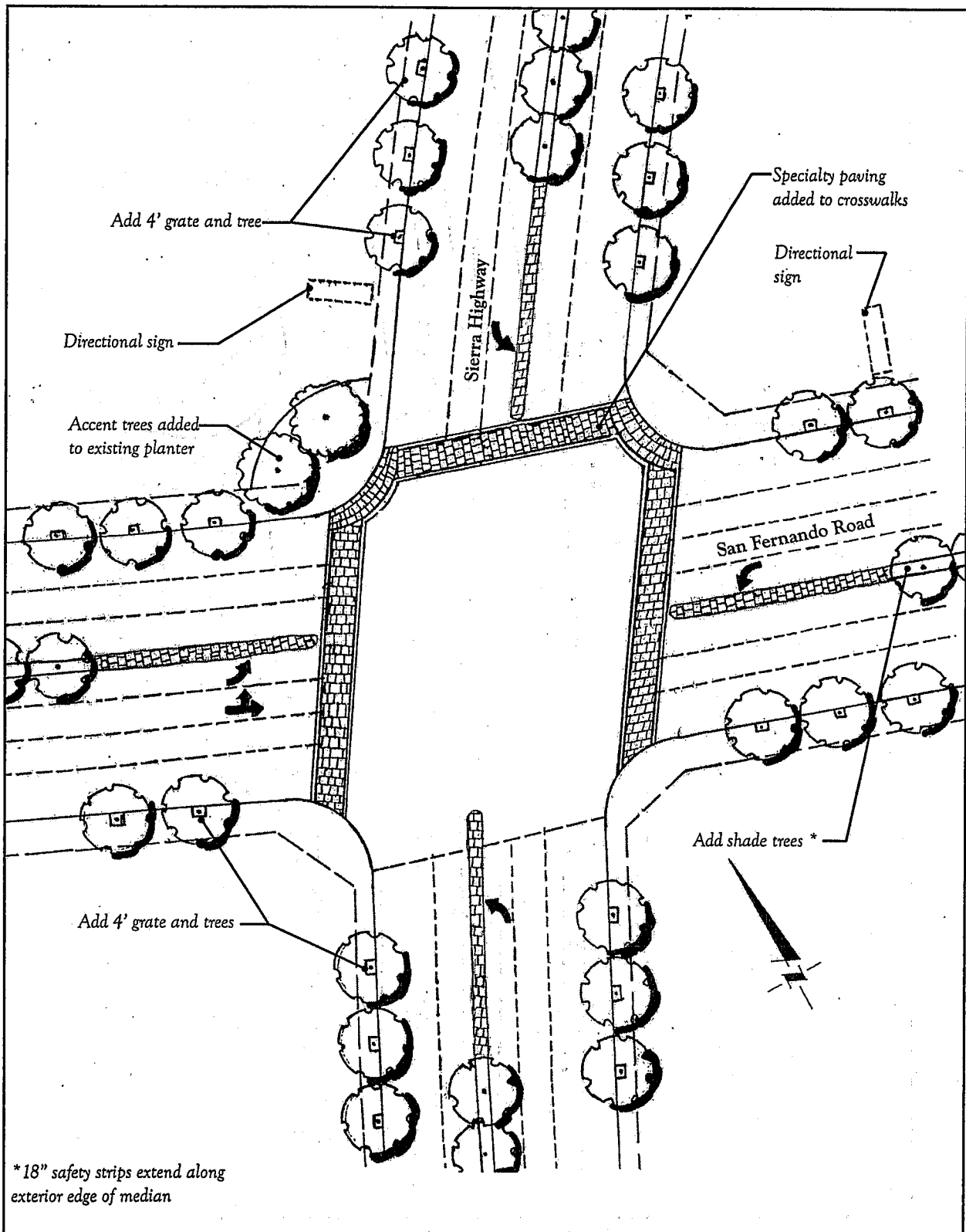
The implementation of a uniquely designed street light and signal poles at key intersections can enhance the experience of the pedestrian and motorist. A minor improvement involving the addition of an ornamental base and fixture to the existing pole can greatly improve its aesthetics. All specially designed street lights and signal poles shall be reviewed and approved by the appropriate agencies.



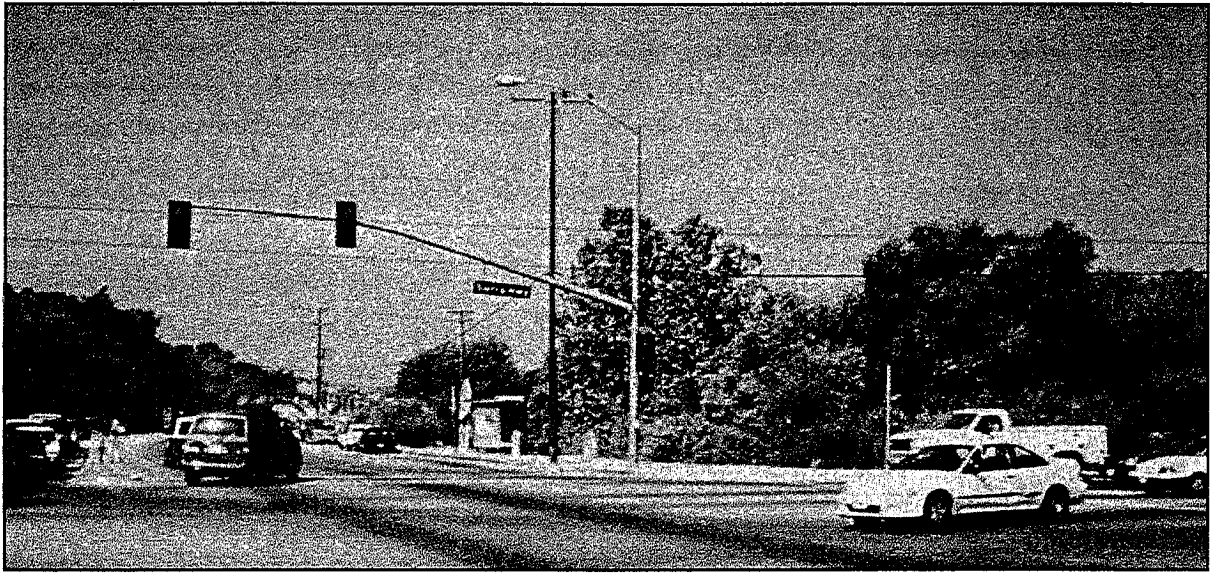
Example of Specially Designed Street Light and Signal Pole Enhancements



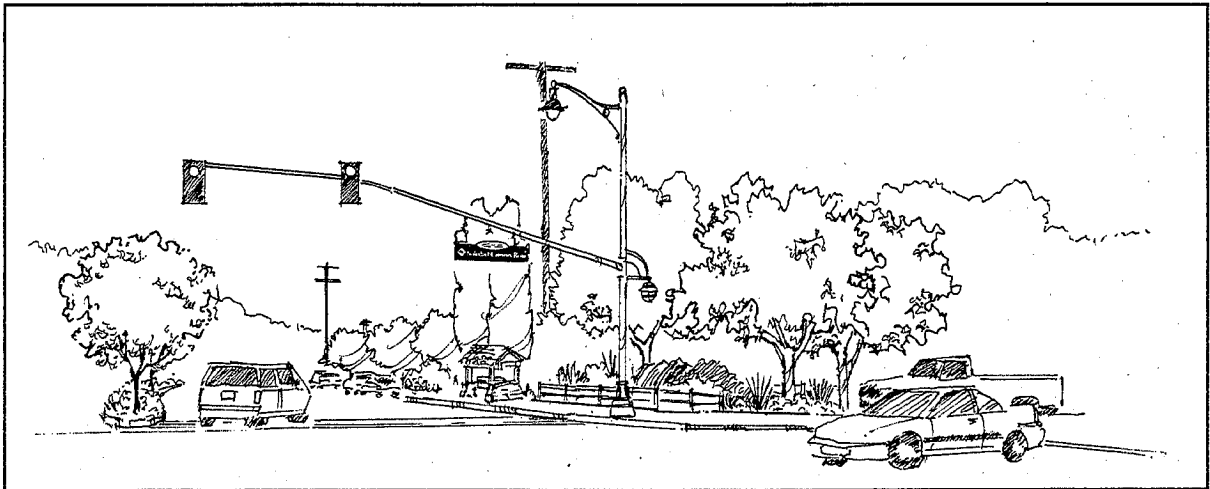
Before: Sierra Highway and San Fernando Road Intersection



After: Sierra Highway and San Fernando Road Intersection



Before: Sierra Highway and San Fernando Road Intersection



After Implementation of Beautification Improvements: Sierra Highway and San Fernando Road Intersection

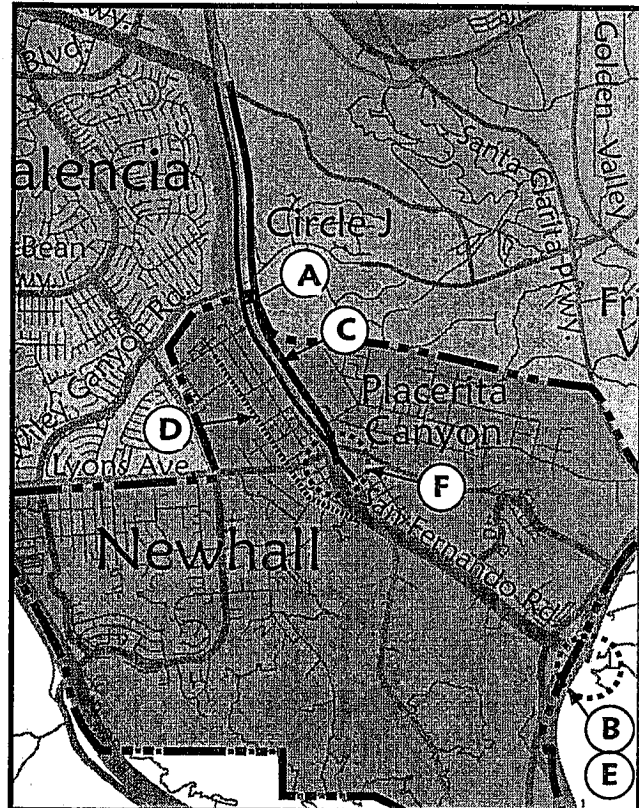
D. Other Beautification Ideas

This section addresses the other beautification needs identified by participants from various workshops and provides suggestions for additional ways in which a community might encourage beautification efforts.

1. Specific Beautification Needs

The following beautification needs are not directly addressed by the Beautification Master Plan, but are areas that community members have identified as issues needing improvement.

- A. Screening should be implemented along Railroad Avenue and San Fernando Road.
- B. The Highway 14 off-ramp at San Fernando Road should be improved.
- C. Additional medians and parkways should be planted along San Fernando Road north of Lyons Avenue.
- D. Medians and parkways should be added along Newhall Avenue.
- E. A sign identifying the Newhall exit should be placed on Highway 14.
- F. The portion of San Fernando Road between Newhall Avenue and Highway 14 could be renamed Newhall Avenue.



Newhall Beautification Needs

2. Private Property Treatment

To assist city beautification efforts within the street right-of-way, private property owners should strive to accomplish the following:

- Reduce sign clutter
- Landscape parking lots and building frontage
- Screen unsightly storage and trash areas
- Coordinate wall/fence treatment between properties
- Maintain vacant lots free of trash and weeds
- Seek to upgrade building facades consistent with design image
- Plant trees to add shade and soften urban look

3. Getting Involved In The Process

Community groups should make themselves aware of the City design review and approval process. Likewise, the City should notice community organizations of upcoming meetings and proposed projects. This established communication will help to ensure that projects are approved that residents and City staff are proud of. In addition, community groups might take on banner projects such as organizing and encouraging private property owners to improve their building facades or plant vines in front of unsightly walls and fences. The efforts of an organization can do a lot for a community.

E. Downtown Newhall Special Standards District

The purpose of this district is to strengthen the character of the downtown Newhall area with the intent to create a pedestrian-oriented "Old Town" district. All properties located within the Special Standards District are designated per the map provided in the Unified Development Code. This district gives special consideration to signs, lighting, street treatments and building facades and projects are subject to review and approval by the Newhall Redevelopment Committee.