



MELVIN MARK

EST. 1945

Phase One of Pahlisch Homes Community Opens After Years-Long Initiative

May 2026

The city of Newberg, Oregon is home to the beginnings of a new residential community after nearly a decade of collaboration between Melvin Mark Brokerage Company, Pahlisch Homes, and the Austin family.

In 2007, [A-dec Inc.](#) founders Ken and Joan Austin developed the Springbrook Master Plan for the city of Newberg. The 450-acre vision includes a residential neighborhood, village center, hospitality district (which resulted in the Allison Inn & Spa), employment locations, and parks & open spaces. In 2017, the family called upon Melvin Mark Brokerage Company to help secure a quality developer for the project's residential neighborhood segment.

“The Springbrook Master Plan has been a long-time vision for our family and it’s incredibly gratifying to see it come to life,” said Ashley Parrish of the Austin and Parrish families. “We have long been part of the Newberg community, so we care deeply about supporting thoughtful growth that benefits the people who live here... We’re thankful to the many partners who helped bring this vision to reality, including Don Drake and Tim Parker of the Melvin Mark team for their collaboration throughout the process.”

Brokers [Don Drake](#) and [Tim Parker](#) launched a marketing effort for nearly 270 acres of land and eventually collaborated with Bend, Oregon-based developer Pahlisch Homes. Throughout the process, they navigated a number of hurdles, including amendments to the initial master plan, COVID-19 setbacks, third-party staffing changes, and revised land use laws.

“Don Drake and Tim Parker have been true team players on the land transaction side; it was a complex structure, and they made sure to keep both Pahlisch and the Austin/Parrish teams comfortable throughout the process,” says Pahlisch Senior Land Director Mike Morse. “Pahlisch is honored to bring Joan’s vision of Springbrook to reality. The Austin/Parrish families have been our partners throughout the land use planning and development, and we look forward to many more phases of Springbrook.”

“We were fortunate to work with two great partners throughout all of this,” says Don Drake. “Both Pahlisch and the Austin and Parrish families were able to pivot and make the deal work when it was necessary. That flexibility made a big difference bringing the overall project to a win-win.”

The Newberg land is being developed in phases. The first phase, [Collina](#) at Springbrook, opened in May at E Luna St. The 70-acre community will include 403 single-family homes, quadplexes and duplexes, a clubhouse, a gym, paved trails, a playground & park, and an outdoor pool.

The remaining phases of the project will continue to be developed over the next several years.

About Melvin Mark Companies

Melvin Mark has owned, operated, and invested in meaningful commercial real estate projects throughout the Northwest since 1945. The locally owned company offers an umbrella of services including in-house and third-party brokerage, asset/property management, investment, and financing via its three companies: Melvin Mark Brokerage Company, Melvin Mark Capital Group, and Melvin Mark Investors. Through integration, innovation, and expertise, Melvin Mark aims to create shared success for both its clients and the community. Learn more at <https://www.melvinmark.com>.

About Pahlisch Homes

Pahlisch is a Northwest homebuilder begun in 1983. The family business is committed to creating quality, lasting communities that reflect local cultures and values. Pahlisch's more than one dozen communities throughout Oregon and Washington are "thoughtfully designed to bring people together" and enhance the idea of modern luxury living. Learn more at www.pahlischhomes.com.

About the Austin and Parrish Families

The Austin and Parrish families, owners of Newberg-based A-dec, have played a longstanding role in shaping Oregon communities through business leadership, philanthropy, and thoughtful development initiatives. Ken and Joan Austin founded A-dec in 1964, growing the company into one of the world's leading dental equipment manufacturers while maintaining deep roots in Newberg and Yamhill County. Through projects like Springbrook and The Allison Inn & Spa, the family has remained committed to supporting sustainable growth, housing opportunities, economic development, and community spaces that enhance quality of life for current and future residents.