



Memorandum:

To: City of Florence Planning Commission
From: Clare Kurth, Associate Planner
Meeting Date: February 13, 2024
Subject: Color Palette Discussion – Work Shop

Introduction

Staff is seeking guidance on establishing clearer guidelines on a color palette that may be permitted on non-residential and multi-family buildings within Florence City Limits. This item was previously discussed at a work session on [March 28, 2023](#). The concern is that in accordance with [FCC 10-1-1-6-1-A](#) (pg. 9) change of color is a Type I (Staff) Review procedure which is defined as one that does not require discretion, however the Code is written in a way that requires discretion.

10-1-1-6-1 TYPE I REVIEWS - MINISTERIAL/STAFF REVIEW AND ZONING CHECKLIST:

- A. **Type I (Ministerial/Staff Review):** The City Planning Director or designee, without public notice and without a public hearing, makes Type I decisions through the staff review (over-the-counter) procedure. Type I decisions are those where City standards and criteria do not require the exercise of discretion (i.e., clear and objective standards). Decisions which require the exercise of discretion must be reviewed as part of procedure which includes public notice. Type I decisions include:

The other concern is ensuring applicants that require a Type II (Administrative) or Type III (Quasi-Judicial) design review have a clear understanding of the permitted color palette. Permitted visible building materials are regulated by [FCC 10-6-6-4-G](#) (pg. 6-7) which requires colors to be of a 'muted coastal Pacific Northwest palette.' This code section requires discretion and therefore is in conflict with color review being a Type I review process.

- G. **Building and Site Material Colors:** Color finishes on all building exteriors shall be approved by the City and be of a muted coastal Pacific Northwest palette. Reflective, luminescent, sparkling, primary, and "day-glow" colors and finishes are prohibited. The Planning Commission/Planning Commission or their designee may approve adjustments to the standards as part of a site Design Review approval.

Additional Code sections from [Title 10 - Zoning Regulations](#) relating to building and structure color is included in Attachment 3. This attachment is an email sent to the Planning Commission on January 24, 2024. The Code section list may not include all sections, but includes the majority.

Goals and Next Steps:

The goal of this work shop is not to amend existing code or create new code, but rather to establish an approved or not approved color palette to create a visual reference for staff and applicants. Establishing an approved or not approved color palette, with a visual reference, will allow for a mutual understanding of permitted colors and minimize multiple interpretations of the existing Code.

Attachment:

Attachment 1: Planning Commission Work Session Packet – March 28, 2023

Attachment 2: Staff Presentation from Work Session – March 28, 2023

Attachment 3: Email sent to Planning Commission regarding colors in Code – January 24, 2024



City of Florence
A City in Motion

Attachment 1

Memorandum:

To: City of Florence Planning Commission
From: Wendy FarleyCampbell, Planning Director
Meeting Date: March 28, 2023
Subject: Color Palette discussion

10-6-6-4: PERMITTED VISIBLE BUILDING MATERIALS: Building materials which have the same or better performance may be substituted for the materials below provided that they have the same appearance as the listed materials.

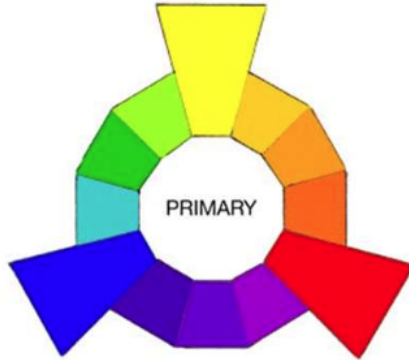
10-6-6-4-G:

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The following pages represent 6 color palettes with the 1. Being the Primary Color palette, 2. Muted Northwest Pacific, and dayglo palette. Planning staff is requesting direction on correct palette to provide for requests for paint colors for pre-existing and newly constructed buildings and trims.

How many Primary Colors are there?

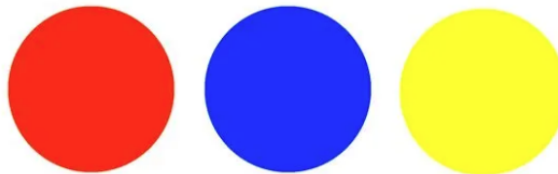
Colors are an inevitable part of our world. Everything that we touch, see or feel has color. Also, we have learned to add colors to images during high school using varied types of colors. So, **we must know what are primary colors?** These are colors that cannot be created on mixing other colors. They are colors in their own right.



The three primary colors are RED, YELLOW AND BLUE. Also, primary colors are mixed together to formulate 'Secondary Colors'.

Let us look at the mixture patterns to be followed in order to create secondary colors:

PRIMARY COLOURS



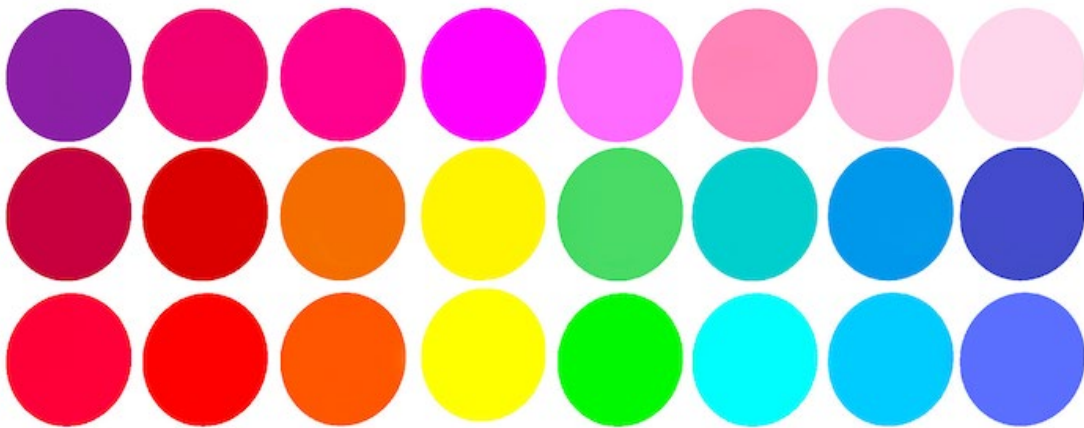
PACIFIC
Northwest



30 Color Procreate palette

@howjoyful

dayglo



procreate palette
24 swatches



Encyclopedia Britannica

<https://www.britannica.com> > ... > Chemical Products

Luminous paint

Feb 28, 2023 – luminous paint, **paint that glows in the dark because it contains a phosphor, a substance that emits light for a certain length of time after ...**



Sparkly Paint



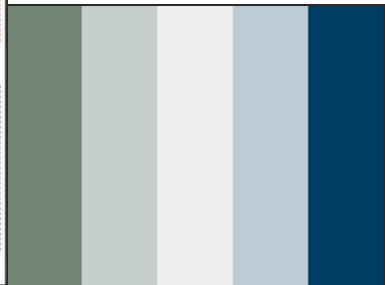


WHAT IS REFLECTIVE PAINT? **Reflective paint is a type of paint that reflects light back to its source.** The reflective paint itself appears gray, almost transparent, but once applied, it forms a layer of special pigments that shine when light hits them. Jun 1, 2021

Muted Coastal Pacific Northwest Palette



Pacific NW Not Muted



Best Paint Colors for Gray Skies



Color Palette #2

Medallion 98846B	Cappuccino B1A398	Sumatra AEB47F	Pine 400228	Georgette A7AE46
Cocoa 954633	Hazelnut A0EB77	Mocha 8E7C64	Juniper B1799F	Shantung 715A54
Latte 80A18A	Roast 746A4F	Manzanita AABBA1	Fir 557660	Leather 4B4744
Green Tea 838860	Steamer 7E667E	Fesque DC0FC2	Spruce 336660	Jacquard 808162
Bavarian 81736A	Cafe 706344	Blonde E0EFD0	Cypress B18E40	Piping 678360

Other non-PNW Coast Colors



Key West Coastal
COASTAL COLOR PALETTE

#725a40	#2e2823	#8f7b63	#cdac8b
#1987b2	#a69e9a	#e1ddda	#8fcfd4
#6692c4	#5b8590	#3d9fb3	#74bdc7



Slick Blue
SW 6949

Electric Lime
SW 6493

Lemon Twist
SW 6090

Dusk Pink
BM 2013-40

Schooner
BM AF-520



CITY OF
FLORENCE

COLOR DISCUSSION

PLANNING COMMISSION

TUESDAY, MARCH 28, 2023

TITLE 10
CHAPTER 6
DESIGN REVIEW

10-6-6-4: PERMITTED VISIBLE BUILDING MATERIALS: Building materials which have the same or better performance may be substituted for the materials below provided that they have the same appearance as the listed materials.

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PACIFIC
Northwest



30 Color Procreate palette

@howjoyful

Muted Coastal Pacific Northwest Palette

MUSHROOM
BARK
EARTH
STORMY SKY
DEEP SEA
LIMESTONE
SAND
FERN
OLIVE
FAWN
SEDONA
EGGSHELL

Pacific NW Not Muted



Roycroft Vellum SW 2833	Birdseye Maple SW 2834	Craftsman Brown SW 2835 P1	Quartersawn Oak SW 2836
Hammered Silver SW 2840	Roycroft Copper Red SW 2839	Polished Mahogany SW 2838	Aurora Brown SW 2837
Roycroft Mist Gray SW 2844	Roycroft Brass SW 2843	Roycroft Suede SW 2842	Weathered Shingle SW 2841
Junglehouse Gray SW 2845	Roycroft Bronze Green SW 2847	Roycroft Bottle Green SW 2848	Roycroft Pewter SW 2849

Best Paint Colors for Gray Skies



		
Barley	Blue-Eyed Girl	Campfire Coffee
		
Celery Heart	Chickadee	Cool Mist
		
Driftwood	Island Blue	Light Honey
		
Meadow	Milk Weed	Moss

Color Palette #2

				
Medallion 96840B	Cappuccino E1A39B	Sumatra A6BA7F	Pine 40022B	Georgette A7A6A6
				
Cocoa 554633	Hazelnut A0EB77	Mocha 8E7C64	Juniper 83796F	Shantung 716A64
				
Latte B0A1BA	Roast 746A4F	Manzanita AABBA1	Fir 557590	Leather 4B4744
				
Green Tea 838660	Steamer 78687E	Fesque D00FC2	Spruce 336660	Jacquard 808162
				
Bavarian 817D6A	Cafe 7C8344	Blonde F0EFD0	Cypress B19EA0	Piping 678360

Other non-PNW Coast Colors



Key West Coastal COASTAL COLOR PALETTE



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SW 6949



Electric Lime
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Lemon Twist
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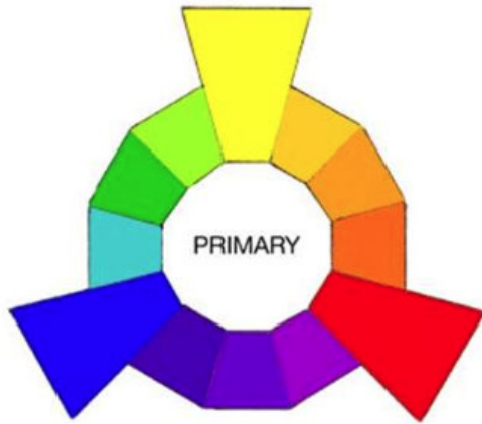
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Schooner
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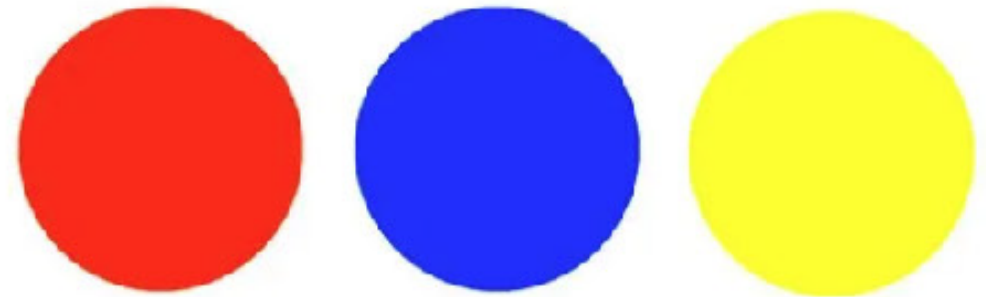
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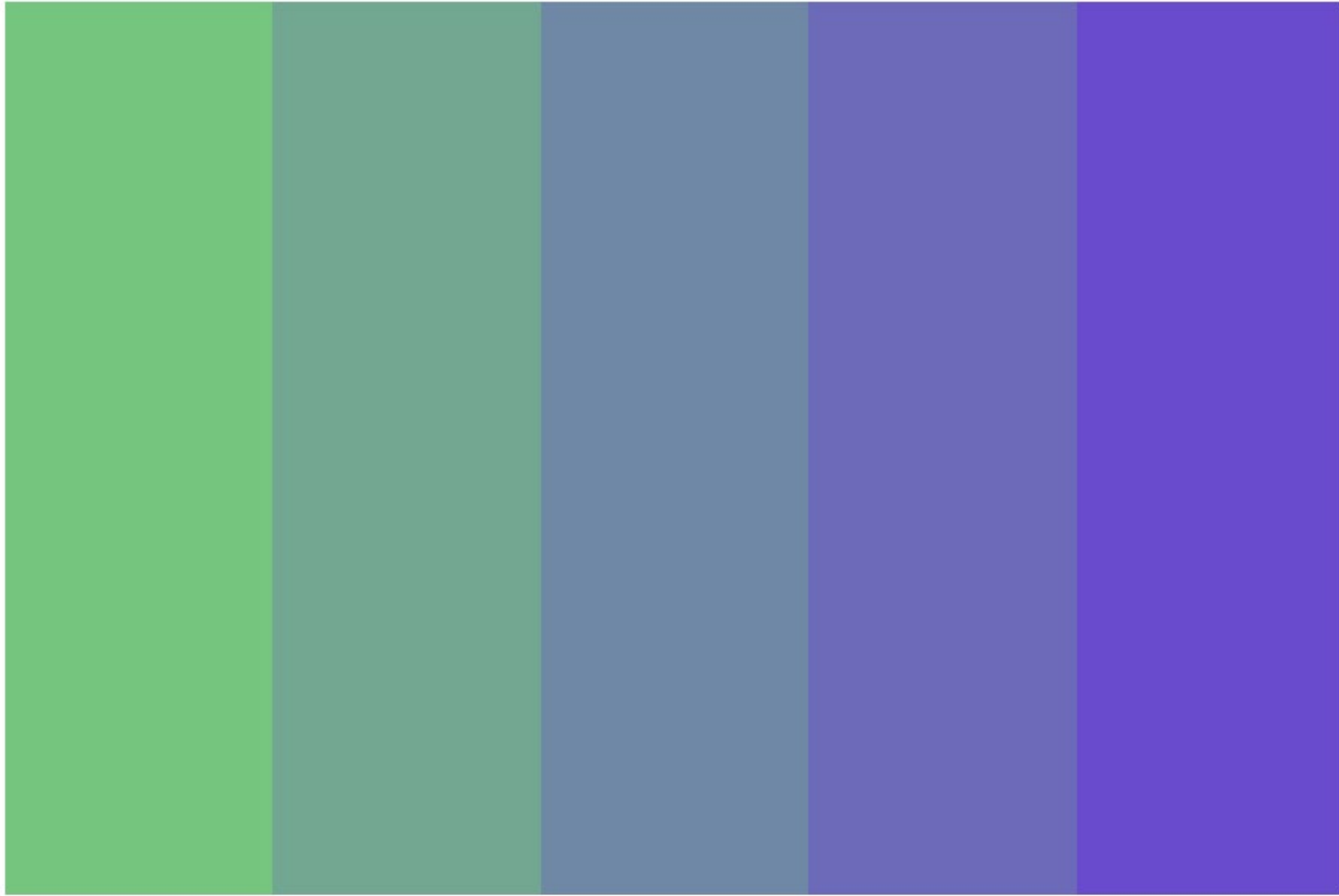


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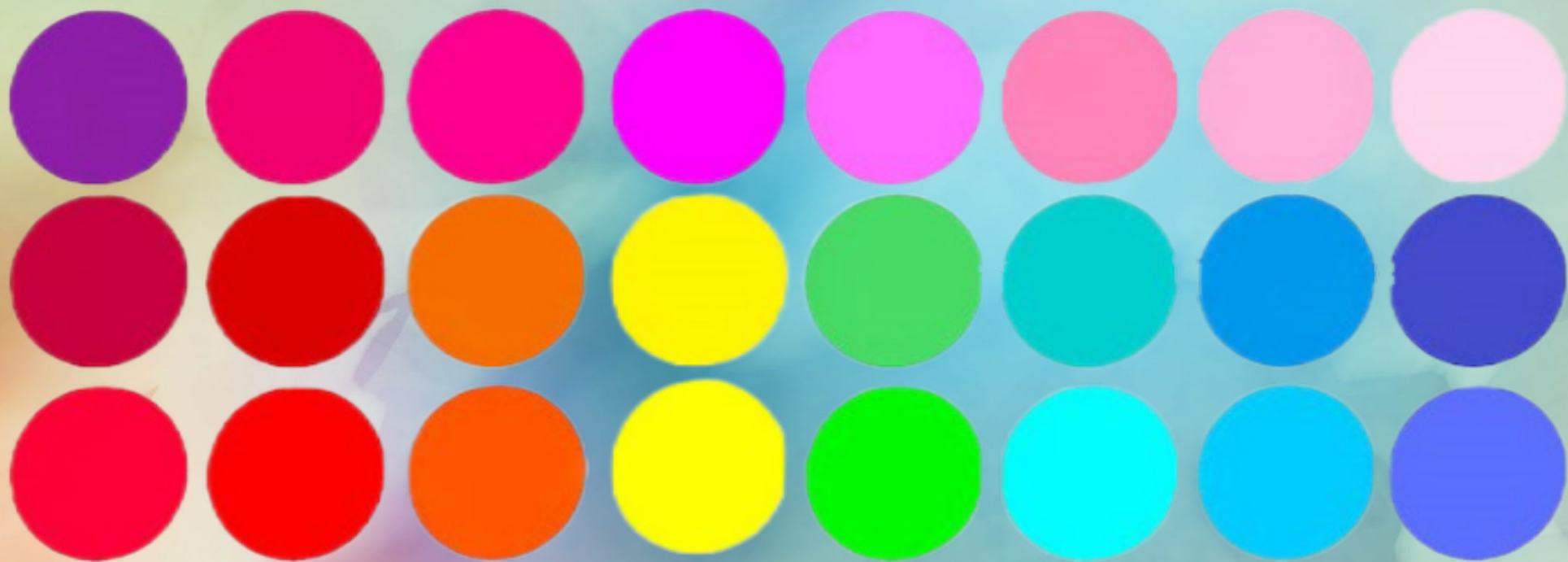


Mega Prism PALETTE



Sparkly
Paint

dayglo



Clare Kurth

From: Clare Kurth
Sent: Wednesday, January 24, 2024 9:41 AM
To: Wendy Farley-Campbell; Sharon Barker
Cc: Planning Commission
Subject: Work Session Color Discussion from March 28, 2023
Attachments: Color Power Point.pdf; Color Discussion.pdf

Attachment 3

Good morning Planning Commission,

It seemed like there was a lot of interest in the color discussion last night. This isn't meant to overwhelm anyone or add extra work, just trying to provide information in one place for anyone interested in looking into City color requirements more between now and when we send out materials ahead of the February 13th Work Session.

This item was last discussed at a March 28, 2023 work session. The meeting webpage can be found [HERE](#) and includes the meeting video and materials distributed. I have also attached the paint color materials and power point from that discussion. Below is a list of some of the code sections that discuss color requirements for building or site design criteria.

Below are a few code sections that discuss color requirements with hyperlinks to the code chapters. At the bottom of this email, I have included a hyper link to the zoning map and estuary maps so you can see where the areas mentioned are located.

[FCC 10-6-6-4-G](#) (p. 7) Design Review Chapter

- G. **Building and Site Material Colors:** Color finishes on all building exteriors shall be approved by the City and be of a muted coastal Pacific Northwest palette. Reflective, luminescent, sparkling, primary, and "day-glow" colors and finishes are prohibited. The Planning Commission/Planning Commission or their designee may approve adjustments to the standards as part of a site Design Review approval.

[FCC 10-28-5](#) (p. 3) Pacific View Business Park

10-28-5: SITE AND DEVELOPMENT PROVISIONS;

- A. **Type of Structure:** Wood siding, brick, textured block, concrete and concrete aggregate, and other similar building exterior materials are preferred. Buildings may be metal clad if the following provisions are met and approved by the City.
1. Metal clad structures shall be colored with muted earth-tones to blend with the rest of the structure in a compatible and unified way. Earth-tones include lighter shades of clay, brown, olive or tan; darker earth-tone colors may be used as trim; and

[FCC 10-30-6](#) (pg. 4) Design criteria for nonresidential structures in the North Commercial District

- E. **Colors:** Predominant roof and building colors shall be consistent with the City's desired coastal village atmosphere. Compatible colors consist of earth tones and soft pastels. Incompatible roof and body colors include any colors used where the intent is to attract attention instead of complementing and accentuating the building design.

[FCC 10-31-5-3-b](#) (p. 3) Site design criteria for Service Industrial Zoning District

- b. Colors and design shall be consistent with general community practice. The Planning Commission/Design Review Board may disapprove buildings inconsistent with general community practice, including colors and design features which incorporate company logos or other like identification.

[FCC 10-19-9-F-9](#) (p. 24) Prime Wildlife Overlay District.

- F. Site and Development Requirements: The below specified development requirements shall be in addition to those provided by the base zoning district. See also Chapter 7 for additional requirements that may apply.
 - 9. The exterior building materials shall blend in color, hue and texture to the maximum among feasible with the surrounding vegetation and landscape.

[FCC 10-19-10-F-10](#) (p. 28): Natural Resource Overlay District

- F. Site and Development Requirements. The following specified development requirements shall be in addition to those provided by the base zoning district. See also Chapter 7 for additional requirements that may apply.
 - 10. The exterior building materials shall blend in color, hue and texture to the maximum amount feasible with the surrounding vegetation and landscape.

[Florence Zoning Map](#)

[Estuary & Coastal Shorelands Management Units](#)

Please let us know if you have questions, comments, suggestions, or need more information.

Clare