Community Development Department

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What does Florence City Code say about colors on non-residential buildings?

Title 10, Chapter 6: Design Review

FCC 10-6-6-4-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...

Please see additional color guidelines by zoning district to the right.

What is a muted coastal Pacific Northwest Palette?

Muted: According to Onething Design Studio's article *What are Muted Colors: A Guides to Their Effective Use in Design (Harikumaran SM)* muted colors are desaturated or subdued and through softening with gray or complimentary colors to decrease intensity.

Coastal Pacific Northwest: Florence Realization 2020 Comprehensive Plan mentions using "color patterns that invite, not demand, attention." (Chapter 2: Land Use).

What this means : Colors should be subdued or desaturated with blending of greys or other complimentary attention that invite attention and are inspired by the coastal Pacific Northwest. The City Planning Commission and Community Development Department have created a chart below with examples of color options. This is not meant to be all inclusive, but a guide.
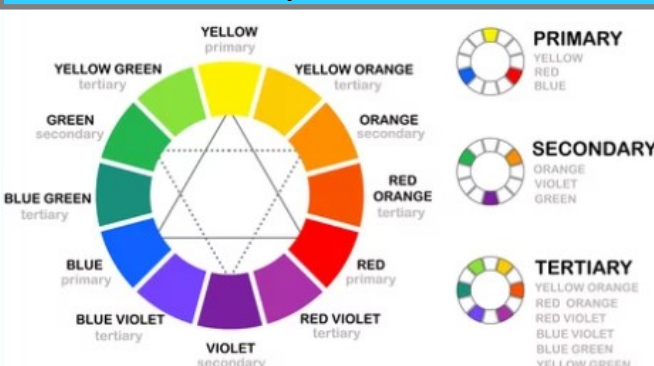
Grays	Blues	Greens	Reddish	Orange	Browns

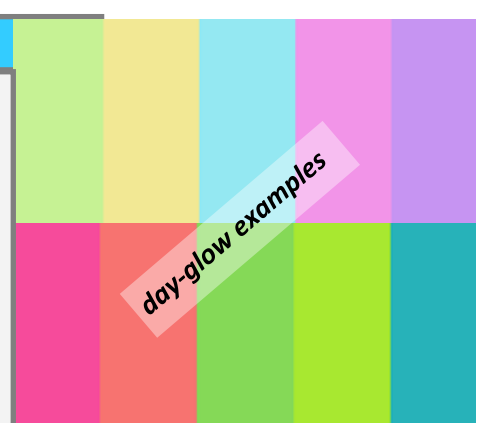## How do I get my color approved by the City?

Changing the color of an existing building: For all buildings in Old Town or Mainstreet districts and non-residential (commercial, industrial or 5 or more residential units) buildings bring in a sample of the paint color for staff to review.

Color of a new building or development: New construction and development require full review of the project and color will be considered during the project review.

What Colors are not permitted?

PRIMARY
YELLOW
RED
BLUE

SECONDARY
ORANGE
VIOLET
GREEN

TERTIARY
YELLOW ORANGE
RED ORANGE
RED VIOLET
BLUE VIOLET
BLUE GREEN
YELLOW GREEN

- Primary colors
- Reflective colors
- Reflective finishes
- Luminescent colors
- Sparkling colors
- "day-glow" colors

day-glow examples

Color Consideration by Zoning District:

FCC 10-17: Old Town

- Color shall be used to break up wall planes

FCC 10-19: Estuary/Shoreland

- Building color and hue should blend with surrounding vegetation & landscaping to extent feasible

FCC 10-28: Pacific View

- Muted earthtones or lighter shades of clay, brown, olive or tan.
- Darker earth tones may be used for trim

FCC 10-30: N. Commercial

- Predominant colors to be consistent with City's desired coastal village atmosphere
- Earthtones, & soft pastels

FCC 10-31: Service Industrial

- Color and design shall be consistent with general community practice

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