

# City of Palm Coast, Florida Agenda Item

**Agenda Date:** January 14, 2025

<b>Department</b>	COMMUNITY DEVELOPMENT	<b>Amount</b>
<b>Division</b>	PLANNING	<b>Account #</b>

**Subject:** PRESENTATION - EXTERIOR BUILDING HOUSE COLORS

**Presenter:** Tracey Doak, Zoning Supervisor and Barbara Grossman, Code Enforcement Manager

**Attachments:**  
1. Presentation

## **Background:**

City staff has collaborated with the previous City Council to explore potential modifications to the Land Development Code (LDC) regarding exterior building colors. With four new City Council members now in place, staff aims to provide an update on prior directives and seek guidance on how to proceed.

## **Previous Discussions and Actions:**

### **June 2024 Workshop:**

- City Council reviewed staff's presentation on expanding exterior color options while maintaining aesthetic standards.
- Directives included:
  - Exploring the expansion of allowable house colors.
  - Evaluating regulations for driveways.
- Staff was tasked with presenting findings to the Beautification and Environmental Advisory Committee (BEAC) and the Planning and Land Development Regulation Board (PLDRB).

### **September 2024 Workshop:**

- City Council reaffirmed the directive to consult BEAC and PLDRB on the proposed color options.

### **Committee/Board Recommendations:**

- **PLDRB (October 16, 2024):**
  - Supported expanding the color palette.
  - Recommended prohibiting yellow.
  - Suggested revisiting color regulations during the LDC rewrite.

- **BEAC (October 24, 2024):**
  - Approved amending the allowable colors.
  - Encouraged public input for future updates.
  - Proposed reviewing colors during Chapter 13 updates of the LDC.

**November 2024 Workshop:**

- City Council directed staff to:
  - Amend the LDC to include light Bermuda colors.
  - Add yellow to the prohibited color list.

**Options for Consideration:**

1. Uphold the November 2024 directive:
  - Amend the LDC to include Bermuda colors and prohibit yellow.
2. Explore additional Council considerations.
3. Make no changes to the current LDC.

**Next Steps:** Staff seeks direction from the new City Council on how to proceed with the prior Council's directives and any further recommendations.

**Recommended Action:**

**FOR PRESENTATION AND COUNCIL RECOMMENDATION AND DIRECTION.**

# City of Palm Coast



## EXTERIOR COLORS

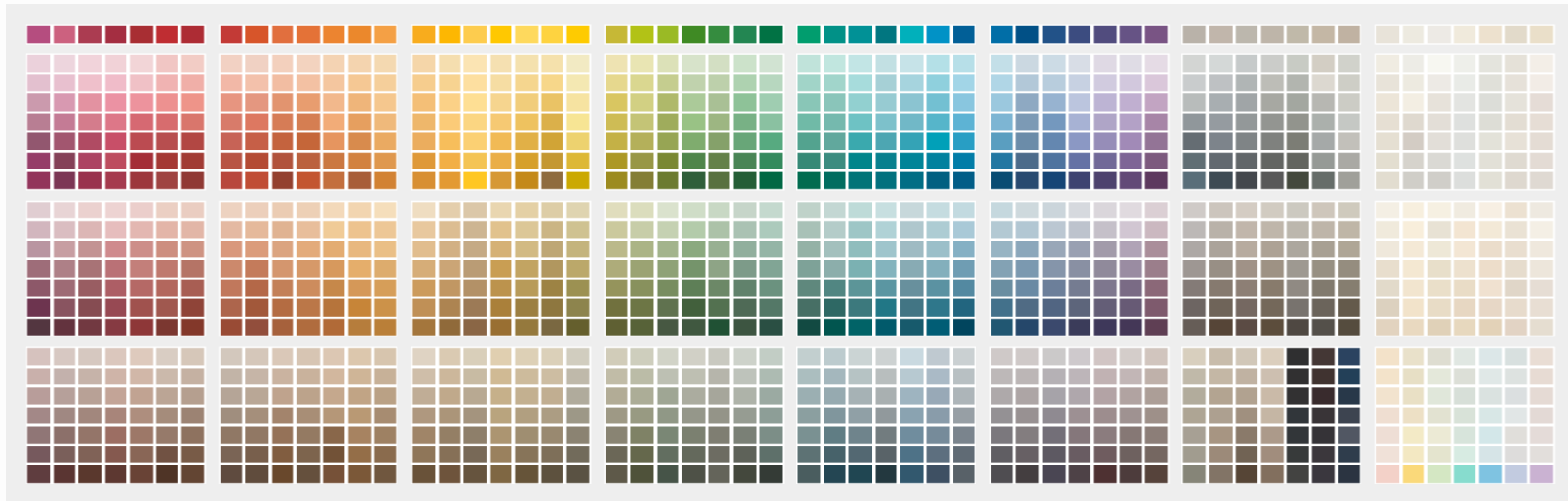
**Community Development Department**  
**Presented by: Tracey Doak, Zoning Supervisor**  
**Barbara Grossman, Code Manager**

# Topics

- Recap of Current Code Requirements
- How Do Other Municipalities/HOA's Regulate
- Options for Additional House Colors
- City Council Options and Direction
- PLDRB & BEAC Recommendations



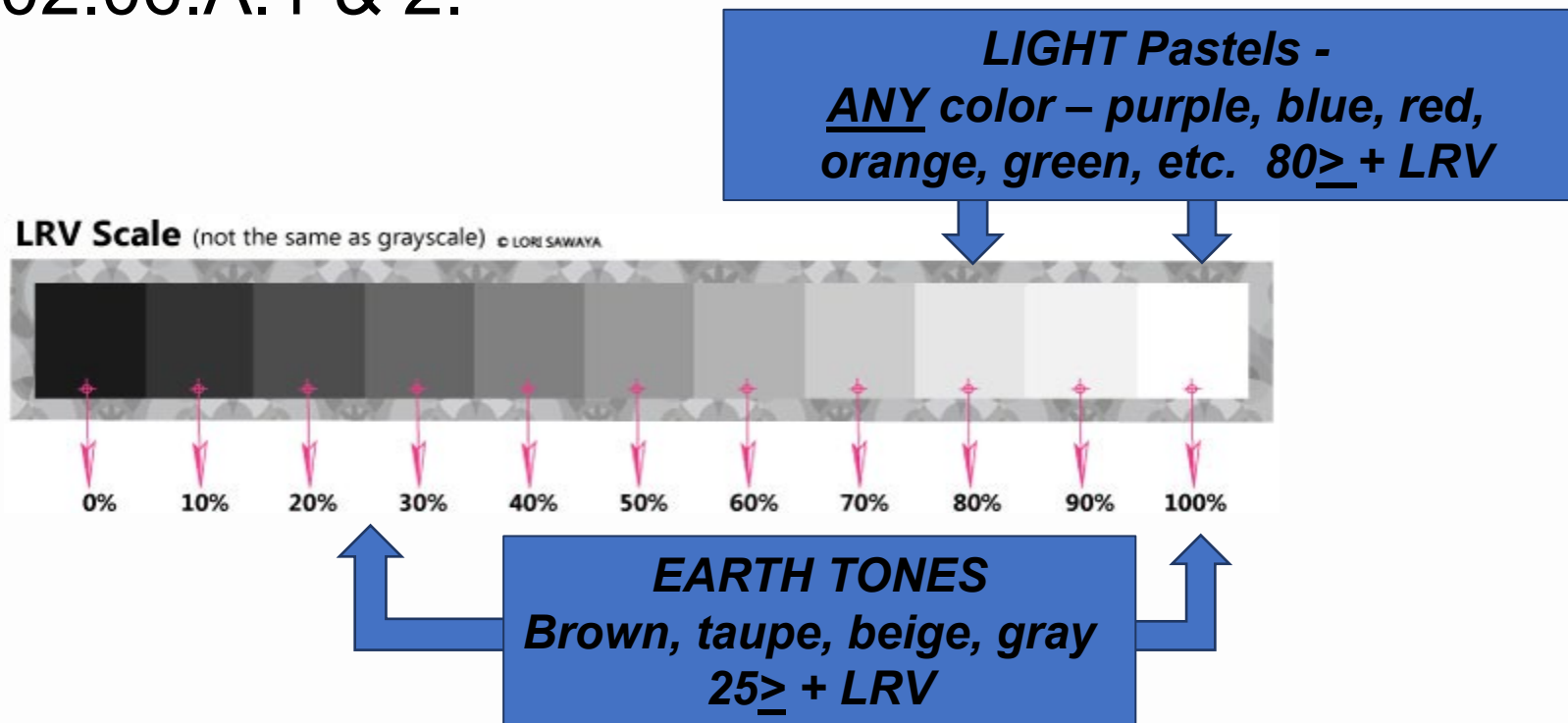
# Light Reflectance Value - What is it?



Light reflectance value (LRV) - a measure of visible and usable light that is reflected from a surface when illuminated by a light source.

# Light Reflectance Value - IT'S MEASURABLE!

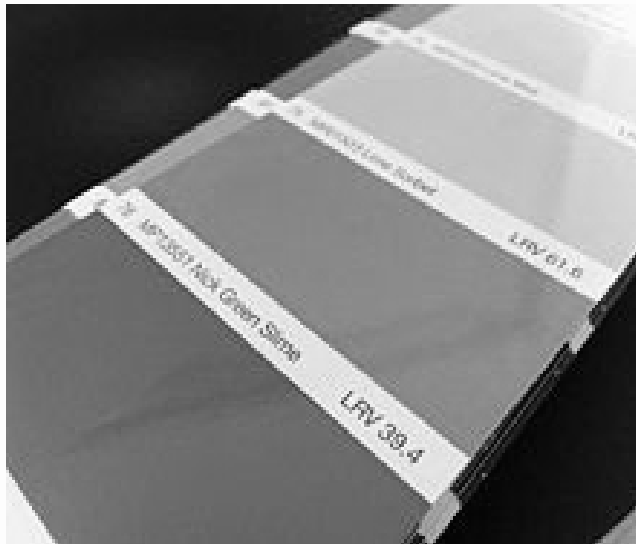
Per Sec. 13.02.06.A.1 & 2.



LRV=Light Reflectance Value

## How can you tell?

LRV is part of a standard color system using a numeric scale frequently included on the backs of paint chips or samples



## Land Development Code Chapter 13

### Section 13.02.06 B 1 Exterior Colors-Colors of walls....

- a. Light pastel colors and white. Acceptable light pastel colors and white shall have LRV of 80 or greater.
  
- b. Earth tones. Earth tones include shades of brown, brown-taupe or sandy-taupe, beige, terra cotta, olive, sage and gray. Acceptable earth tone shades shall have a LRV of 25 or greater.

Accent colors are all colors except for prohibited colors.





## Colors as defined in the LDC Sec. 14.02 Glossary:

(These are the prohibited defined colors)

- a) **Fuchsia**: A dark purplish-red color, a red with a tint of purple or hot bright pink.
- b) **Magenta**: A dark purplish-red color.
- c) **Purple**: Color combinations using reds and blues to include colors known as violet.
- d) **Orange**: Color combinations using yellows and reds, lacking visible brownish shades.



How do other municipalities in the area regulate colors?

**City of Flagler Beach:** No restrictions except in overlay district. There, the colors are meant to be an integral element of the design and should create visual order.

**Bunnell:** No restrictions.

**Port Orange:** Colors shall be earth tones and pastels. The selection of earth tones shall be in accordance with the definition provided in the code. The selection of pastels shall be limited to those colors having a minimum white content of 90 percent.



How do other municipalities in the area regulate colors?

**City of Daytona Beach Shores:** Earth tones and pastels preferred.

**City of Ormond Beach:** Earth tones and pastels required.

**City of Deltona:** No regulations for existing owner-occupied properties. New construction requires muted earth tones.



## How do some MPD's regulate color:

Most of the local MPD's regulate colors via review process by their Individual Homeowner Associations. Subdivisions such as Grand Haven, Park Place, Palm Coast Plantation and Hammock Dunes are examples of this. Their HOA review processes use LRV, earth tone and prohibited colors to determine approval.

Many of the new MPD's within the City have sent their color selection palettes to zoning staff for cursory review to make sure they are not using prohibited colors.



## HOUSE COLORS – should we add new ones?

In June 2024, City Council requested staff propose options to expand the color regulations for residential housing.

A new category of proposed colors was created and called “Light Bermuda” colors.



**“Light Bermuda” Colors are proposed as:**

Peaches with a LRV of 65 or greater

Pinks with a LRV of 65 or greater

Lavender with a LRV of 65 or greater

Blues with a LRV of 65 or greater

Any Greens with a LRV of 65 or greater (not just sage/olive)

(Currently peaches, pinks, lavender and blues are not allowed unless they meet the pastel requirement having a LRV of 80 or greater)





Peach colors with a LRV of 65 or greater.



Pinks with a LRV of 65 or greater.





A sampling of lavender colors with a LRV of 65 or greater. There are less available lavender colors that meet the minimum of 65.



A sampling of blues with a LRV of 65 or greater.



Non-earth tone shades of green with a LRV of 65 or greater.



LRV 5



LRV 51



LRV 73

## **PLDRB Recommendations (October 16, 2024)**

The PLDRB supported the staff's recommendation to expand the color palette. They also suggested:

- Adding yellow to the list of prohibited colors.
- Revisiting the color code during the Land Development Code (LDC) rewrite after adoption of the Comprehensive Plan.
- Considering modifications to the Light Reflective Value (LRV) range during the rewrite.



## **BEAC Recommendations (October 24, 2024)**

The BEAC made the following recommendations:

- Proceed with amending the allowable colors as presented by city staff.
- Solicit input in the future from citizens to ensure broader public response.
- Review approved colors again when Chapter 13 of the Land Development Code is revised after the Comprehensive Plan's adoption.





## Options Council discussed at the November 12, 2024, Workshop

- Keep code as is - no changes.
- Beautification and Environmental Advisory Committee (BEAC) & Planning and Land Development Regulation Board (PLDRB) recommended adding “Light Bermuda” Colors, therefore amend code to allow additional colors as presented.
- PLDRB recommended adding “yellow” to prohibited colors.



## City Council's directive:

City Council's directive from the November 12, 2024, Workshop

- Amend code to add the additional colors as presented “Light Bermuda” Colors.
- Add “yellow” to prohibited colors as was recommended by PLDRB.



## Options and Directions to Staff:

- Uphold City Council’s directive from the November 12, 2024, workshop to amend code to add the additional “Light Bermuda” colors as presented and add “yellow” to prohibited colors as was recommended by PLDRB.
- No change to current Land Development Code.
- Other Council considerations.

