Date: April 15, 2022

To: Ivins City Council
From: Mike Scott

Re: Eliminating Subjectivity in Ivins Code 16.19.103 (5) Building Material Color

Our current regulation for building colors is subjective. That has resulted in problems, which have been clearly expressed in emails from residents, Nextdoor comments, and the two public hearings the Planning Commission had over the past nine months discussing this issue. I believe Mike Haycock agreed this was a problem and he asked the Planning Commission for more objective measures.

I reviewed other ordinances and talked to city department heads in other "deserty" communities and met with the Community Development Department in Springdale to get a "walk through" of their approach to regulating building colors and communicating choices to developers and property owners.

These cities (Springdale, Sedona, Scottsdale) have objective, simple requirements for building colors. They all use "The Munsell Book of Color" to regulate colors. They told me they use this source because it gives them a predictable standard for colors. It is objective. It eliminates subjectivity.

I asked them why they regulate color and do not allow some current trendy colors, like white, super saturated, and very light colors. All said they want to reduce the visual impact of buildings using colors that emphasize muted earth tones blending with their natural desert environment.

The Munsell Book classifies color based on three attributes in 40 pages with 1,000+ color chips:

- Hue (a fancy word for color),
- Chroma (how weak or strong the color is),
- Value (how light or dark a color is).



Sample Page: Munsell Book of Color

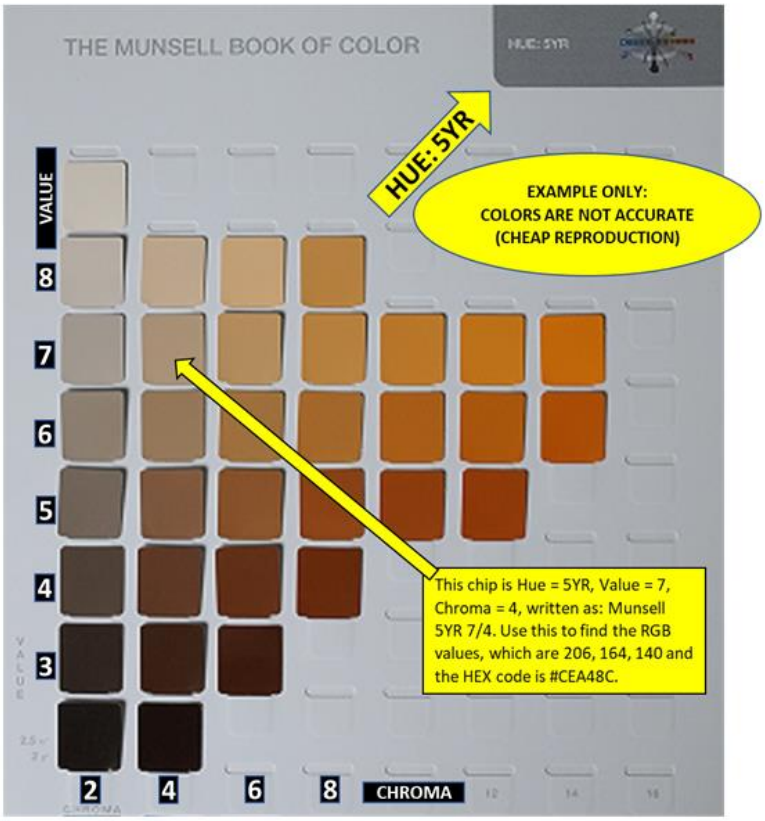
None of the Cities allowed all the color choices on any page. They all had a minimum and maximum limit for the "value" of the color (how light or dark it is). That's the vertical scale. They also had limits for the chroma, shown on the horizontal scale.

Springdale uses an "overlay" that blocks out high chroma and high value chips on any page. But all the chips are kept in the book so when someone comes in with their paint chip color, they can easily see if their chip falls within or outside the acceptable ranges.

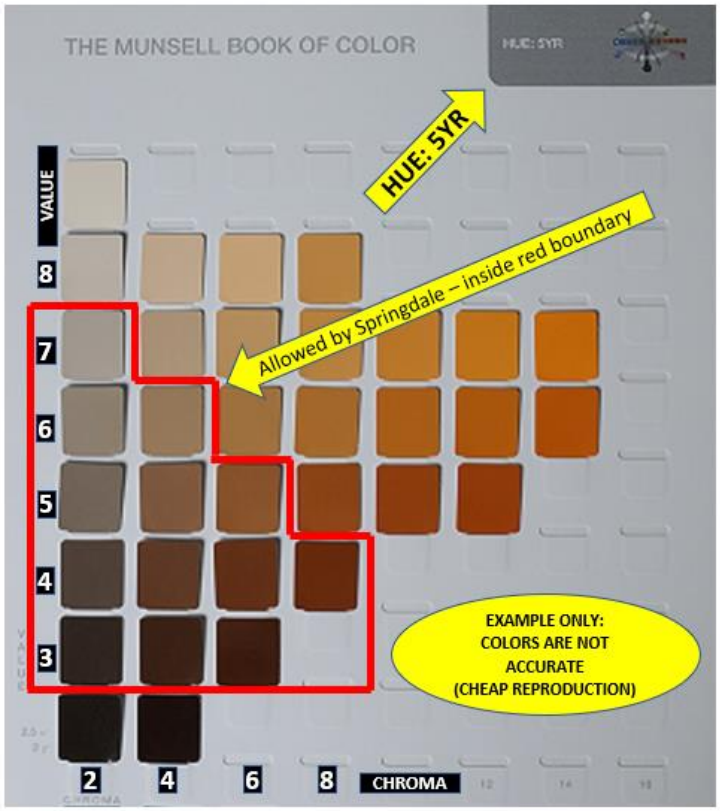
I recommend the City buy The Munsell Book of Color – Matte Edition ($1,362) and get input from design professionals and residents on acceptable hues, chroma ranges, and value ranges. All three cities had similar ranges, but there were differences. That's because although they are all "deserty" communities, the colors in their natural environments are visually different from each other. As is ours.

Once hues, chroma, and value ranges are defined, I recommend updating our Code with objective criteria, like the draft suggestion on page 4.

Example: Munsell Book of Color



Example: Springdale Overlay



CHROMA & VALUE USING THE MUNSELL BOOK OF COLOR

April 2022

Notes for the tables below

The tables show what values and chroma is permitted. However, each city has some unique restrictions, such as lower values for larger structures, or lower values for certain chroma for certain hues (colors).

SPRINGDALE				
	Chroma 2	**Chroma 4**	**Chroma 6**	**Chroma 8**
Value 8	Trim			
Value 7	Yes	Trim		
Value 6	Yes	Yes	Trim	
Value 5	Yes	Yes	Yes	Trim
Value 4	Yes	Yes	Yes	Yes
Value 3	Yes	Yes	Yes	Yes

SEDONA				
	Chroma 2	**Chroma 4**	**Chroma 6**	**Chroma 8**
Value 8	Trim			
Value 7	Yes	Trim		
Value 6	Yes	Yes	Trim	
Value 5	Yes	Yes	Yes	
Value 4	Yes	Yes	Yes	
Value 3	Yes	Yes	Yes	

SCOTTSDALE				
	Chroma 2	**Chroma 4**	**Chroma 6**	**Chroma 8**
Value 8				
Value 7	Yes			
Value 6	Yes	Yes	Yes	
Value 5	Yes	Yes	Yes	
Value 4	Yes	Yes	Yes	
Value 3	Yes	Yes	Yes	

DRAFT SUGGESTION: NEW #16.19.103 (5) BUILDING MATERIAL COLOR

5. EXTERIOR BUILDING COLOR

a. **INTENT.** The City has established a color palette using earth tones and muted colors so that that buildings blend with natural desert colors and views and vistas from within the City are dominated by the natural, rather than the built, environment. The color palette has been constructed to provide a range of appropriate color choices for buildings and structures harmonious with the natural surroundings of the property.

b. APPLICABILITY. This section applies to exterior surfaces of all new building or structure construction, including wall extensions from buildings and all walls and fences.

c. NONCONFORMING COLORS. Existing structures with nonconforming colors as of (date) may be repainted the existing nonconforming color as may any additions to the existing structure. If the structure is painted a color other than the existing nonconforming color as of (date), the new color must conform to the current color palette standards below. *(Note: Springdale requires color to become conforming if there is a major renovation or addition.)*

d. EXTERIOR COLOR PALETTE STANDARDS. Exterior paint and material colors shall not exceed a value of ___ and a chroma of ___ as indicated in the Munsell Book of Color, Matte Edition. A proposed color does not need to have an exact match in the Munsell Book Of Color. However, it must fall within the allowed value and chroma ranges. *(Note: Other cities define different value ranges for different chroma levels and hues. If Ivins does that, then this para. Will be more detailed.)*

e. TRIM & ACCENT COLORS. Accent elements and trim, such as window casings, doors and doorframes, soffits, railings, and banisters, shall comply with the color palette standards above, except that acceptable value ranges will be increased by one step up and down. (Example: If the value range for the building is 3 to 6, the value range for trim would be 2 to 7.) No more than ten percent (10%) of any building face may be comprised of trim or accent features with colors in the expanded color range.

f. EVALUATION OF COLOR. The applicant shall submit color chips/samples for all colors and materials to be used along with the development application (or building permit for individuals). The City will approve the color chips/samples if they match the values and chroma permitted. Approval is required prior to construction.

g. FINISHES. Reflective building and roofing materials, including materials with high gloss finishes and bright, untarnished copper, aluminum, galvanized steel, or other metallic surfaces, shall be textured or have a matte or non-reflective surface treatment to reduce the reflection of sunlight onto other property. White or reflective roofs are prohibited. The following materials and finishes are prohibited: Colored plastic and fiberglass; unpainted or shiny metal. *(Note: How to address recent issue of highly reflective metal roofs?)*

CURRENT: #16.19.103 (5) BUILDING MATERIAL COLOR

(5) Building Material Color: The color of all exterior building materials and surfaces shall blend the proposed new buildings with the natural environment of the city. Color is an important and effective way to create harmony with the natural landscape and minimize the visual impact of structures. Color variation using compatible hues can reduce the apparent scale and building mass. Exterior building colors that respect and enhance the natural tones of the southern Utah environment shall be used.

(a) Minimize Impact: All building materials and colors shall minimize the impact of buildings on the natural setting. All building colors shall be earth tones and muted colors that blend and do not contrast with natural desert colors. Wall extensions from buildings, and all walls and fences, shall be the same or similar color and materials as the main building.

(b) Light Reflective Value (LRV): The LRV of materials used on all exterior walls shall be between seven (7) (darkest value of shaded vegetation) and thirty eight (38) (approximate value of red sandstone and soil in the city). Generally, the more visible the structure, the lower its LRV should be.

(Note: Planning Commission recommendation: Eliminate paragraph (b) and add a requirement for the developer to provide a color palette for the City that blends with the natural environment.)

(c) Color Intensity And Brightness: The strength, intensity and brightness of the color selected (chroma) shall be in the range from very weak (grayish) to medium weak (neutral or earth tone). Strong chroma colors should be avoided. Stains and flat paints are encouraged.

(d) Finishes: High gloss paints, factory finished metals or other materials which increase visual impacts, and aluminum, white or reflective roofs are prohibited. Matte finishes are recommended. LRV over thirty eight (38) and strong chroma may be allowed only for small accents and trim around windows and doors. Chimneys, flues, vents, gutters, downspout, mechanical and electrical equipment, railings, window shading devices and other exterior devices shall be similar in LRV and chroma to the surrounding surfaces of the building, unless they are a special building design feature. In such cases, a subdued accent color may be acceptable. Bright, glossy, fluorescent and corporate signature color schemes are strongly discouraged. The following materials and finishes are prohibited:

(i) Colored plastic and fiberglass.
(ii) Unpainted or shiny metal details. (Ord. 2014-13, 2014; Ord. 2019-07, 9-5-2019)

NOTE: Ivins City code also deals with building color in 16.08.209:
(10) (b) All provisions of chapter 19 of this title shall apply, as applicable, but specifically the color of all exterior building materials and surfaces shall blend new buildings with the natural environment. Exterior building colors that respect and enhance the natural tones of the southern Utah environment shall be used. All wall extensions from buildings, and walls and fences, shall be the same or similar color, as the main building. The light reflective value (LRV) of materials used on all exterior walls and roof areas shall be between seven (7) (darkest value of shaded vegetation) and thirty eight (38) (approximate value of red sandstone and soil in the city). Generally, the more visible the structure, the lower its LRV should be. The strength, intensity and brightness of the color selected (chroma) shall be in the range from very weak (grayish) to medium weak (neutral or earth tone). Strong chroma colors should be avoided. Stains, flat paints and matte finishes are required. High gloss paints, factory finished metals or other materials which increase visual impacts are not permitted. Chimneys, flues, vents, gutters, downspouts, mechanical and electrical equipment, railings, window shading devices and other exterior devices shall be similar in LRV and chroma to the surrounding surfaces of the building.