




Staff Memorandum

TO: Planning and Zoning Commission
FROM: Jared Barnes, Planner II 
DATE: August 12, 2013
RE: Lots 21 and 65-B, and Tract Q, Block 2, Benchmark at Beaver Creek Subdivision

Summary

As directed at your last meeting, the applicant for the East Avon color change application has painted samples of the proposed colors on the Annex Building. The samples are located along the alley between the Annex and Benchmark Shopping Center.

Please stop by at your convenience to access the colors samples. I have attached a photograph of the proposed colors and the applicant has made some changes to their application as follows:

1. The color samples: (from L to R, then T to B) “Manchester Tan”; “White Sand”; “Monterey White”; “Buckingham Gardens”; “Branchport Brown”
2. The proposed “red” color “Mexicana” is the same color as Montana’s, therefore it should serve as the sample.
3. The “Branchport Brown” was freshly painted in the picture and has dried and lightened up since.
4. The revised Exhibit B v2 still illustrates each color and their respective LRV values. Also there is a proposed preference to each color (1, 2, 3)

Review Criteria

Section 7.28.090(c), *Generally Applicable Design Standards*, outline the requirements for building materials and colors as follows:

(3) Building Materials and Colors

(i) The use of high quality, durable building materials is required. Exterior walls shall be finished with materials used in a manner sympathetic to the scale and architectural style of the building.

(ii) Preferred materials reflect the Town’s sub alpine character such as native stone, wood siding, masonry or timbers.

(iii) The following building materials and wall finishes are not permitted on the exterior of any structure:

- (A) asphalt siding,
- (B) imitation brick,
- (C) asbestos cement shingles or siding,

- (D) imitation log siding, or
- (E) plastic or vinyl siding.

(iv) The Planning and Zoning Commission shall consider newly developed materials in light of subsections (i)-(iii), above, and make a determination about appropriateness.

(v) Indigenous natural or earth tones such as brown, tan, grey, green, blue, or red in muted, flat colors with an LRV (Light Reflective Value) of sixty (60) or less are required.

(vi) The following colors are prohibited: neon, day-glow, fluorescent, reflective, and non-earth tones.

(vii) All flues, flashing, and other reflective materials shall be painted to match and/or appropriately contrast with adjacent materials.

The PZC shall use the following review criteria as the basis for recommendations on the Application:

§7.16.080(f), *Development Plan*

- (1) Evidence of substantial compliance with the purpose of the Development Code as specified in §7.04.030, *Purposes*;
- (2) Evidence of substantial compliance with the §7.16.090, *Design Review*.
- (3) Consistency with the Avon Comprehensive Plan;
- (4) Consistency with any previously approved and not revoked subdivision plat, planned development, or any other precedent plan or land use approval for the property as applicable;
- (5) Compliance with all applicable development and design standards set forth in this Code, including but not limited to the provisions in Chapter 7.20, *Zone Districts and Official Zoning Map*, Chapter 7.24, *Use Regulations*, and Chapter 7.28, *Development Standards*; and
- (6) That the development can be adequately served by city services including but not limited to roads, water, wastewater, fire protection, and emergency medical services.

§7.16.090(f), *Design Review*

- (1) The design relates the development to the character of the surrounding community; or, where redevelopment is anticipated, relates the development to the character of Avon as a whole;
- (2) The design meets the development and design standards established in this Development Code; and
- (3) The design reflects the long range goals and design criteria from the Avon Comprehensive Plan and other applicable, adopted plan documents.

§7.16.120(d), *Alternative Equivalent Compliance*

- (1) The proposed alternative achieves the intent of the subject design or development standard to the same or better degree than the subject standard;
- (2) The proposed alternative achieves the goals and policies of the Avon Comprehensive Plan to the same or better degree than the subject standard;
- (3) The proposed alternative results in benefits to the community that are equivalent to or better than compliance with the subject standard; and
- (4) The proposed alternative imposes no greater impacts on adjacent properties than would occur through compliance with the specific requirements of this ordinance.

Staff Recommendation

The PZC can either approve the Minor Design and Development Plan and Alternative Equivalent Compliance as proposed or with one of the alternative colors; continue the applications to request additional colors; or, deny the application.

Attachment

- A: Letter from the Application dated July 30, 2013
- B: Color Board
- C: Photograph of the on-building mock-up and proposed colors

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Date: July 30, 2013

Subject: **Color Modification for Avon Properties**

Part I: *Written Description of “color modification” for the Benchmark Shopping Center, Annex and Christy Sports buildings:*

Benchmark Shopping Center

- Base color: Mexicana 2172-30
- Trim color: Branchport Brown HC-72
- Accent on ceiling and walkways: Monterey White HC-27

Annex

- Base color: Monterey White HC-27
- Trim and accent color: Buckingham Gardens 545
- Roof color: Branchport Brown HC-72

Christy Sports

- Trim and accent color: Branchport Brown HC-72

Part II: *Response to Review Criteria*

(d) Review Criteria. The review authority shall use the following review criteria as the basis for a decision on an application for alternative equivalent compliance:

- (1) The proposed alternative achieves the intent of the subject design or development standard to the same or better degree than the subject standard;
- (2) The proposed alternative achieves the goals and policies of the Avon Comprehensive Plan to the same or better degree than the subject standard;
- (3) The proposed alternative results in benefits to the community that are equivalent to or better than compliance with the subject standard; and
- (4) The proposed alternative imposes no greater impacts on adjacent properties than would occur through compliance with the specific requirements of this ordinance.

HOFFMANN

COMMERCIAL REAL ESTATE

Response: Hoffmann Commercial Real Estate has identified areas in its existing “Avon Real Estate Portfolio” where drastic improvement must be made. One of the areas identified is the repainting of its properties with a more cohesive color palette. We have utilized professional, local expertise via Worth Interiors to establish a color scheme that is consistent with Avon’s look, feel and core values. The color “Monterey White HC-27” is crucial in accomplishing our goals and we are thus requesting a waiver of the required Light Reflective Value of 60 to allow a LRV of 77.32 represented by the Monterey White.

Best regards,

Greg Hoffmann
Principal

Benjamin Moore "Mexicana" (2172-30) – LRV: 11.9



Benjamin Moore "Branchport Brown" (HC-72) – LRV: 7.58



Benjamin Moore "Buckingham Gardens" (545) – LRV: 30.2

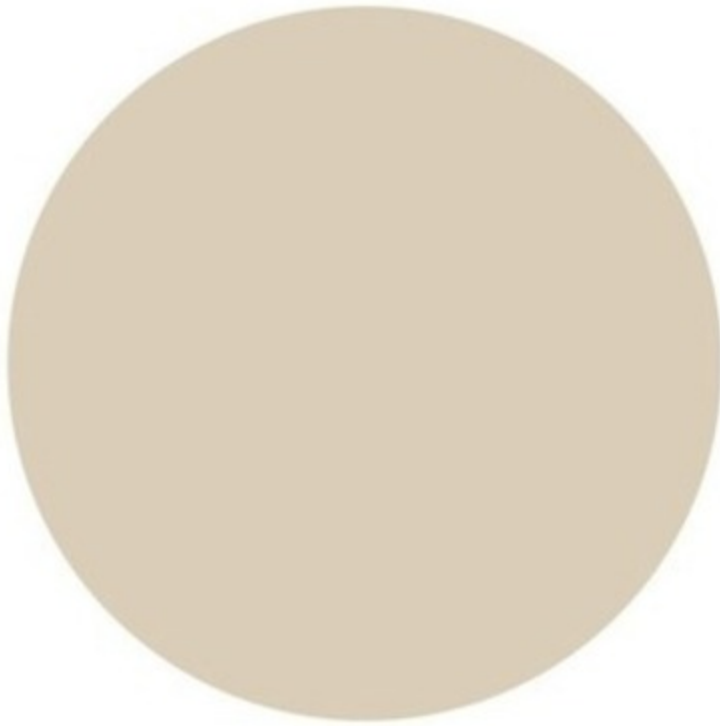


"White" Color options

1. Benjamin Moore "Monterey White" (HC-27) – LRV: 77.32



2. Benjamin Moore "Manchester Tan" (HC-81) – LRV 63.69



3. Benjamin Moore "White Sand" (OC-10) – LRV 68.11



Option 2:
Manchester Tan



Option 3: White
Sand



Option 1: Monterey
White



Buckingham
Gardens



Branchport Brown

