



City of Palm Coast Minutes BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE

City Hall
160 Lake Avenue
Palm Coast, FL 32164
www.palmcoastgov.com

Chair Mary Vasilevsky
Vice Chair Kevin Saint
Committee Member Bruce Jones
Committee Member Zachary Marciano
Committee Member Susan Anderson

Thursday, February 27, 2025

5:00 PM

CITY HALL - COMMUNITY WING

- Public Participation shall be in accordance with Section 286.0114 Florida Statutes.
- Public comment on issues on the agenda or public participation shall be limited to 3 minutes.
- Other matters of concern may be discussed as determined by Committee during the meeting.
- If you wish to obtain more information regarding the agenda, please contact the Community Development Department at 386-986-3736.
- In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the ADA Coordinator at 386-986-2570 at least 48 hours prior to the meeting.
- It is proper meeting etiquette to silence all electronic devices, including cell phones while meeting is in session.
- The City of Palm Coast is not responsible for any mechanical failure of recording equipment.
- Any person who decides to appeal any decision with respect to any matter considered at this meeting will need a record of the proceedings, and for such purpose, may need to hire a court reporter to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

*Chair Vasilevsky called the February 27, 2025 Beautification and Environmental
Advisory Committee (BEAC) Meeting to order @ 5pm.*

ROLL CALL AND DETERMINATION OF A QUORUM

Present and responding to roll call were:

Chair Vasilevsky

Mr. Jones

Ms. Anderson

Mr. Marciano

Excused:

Vice Chair Saint

APPROVAL OF MEETING MINUTES

1 MEETING MINUTES OF THE JANUARY 23, 2025 BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE MEETING

Pass

Motion made to approve as presented made by Committee Member Jones and seconded by Chair Vasilevsky

Approved - 4 - Chair Mary Vasilevsky, Committee Member Bruce Jones, Committee Member Zachary Marciano, Committee Member Susan Anderson

STAFF BUSINESS MEETING ITEMS

2 ORDINANCE 2025-XX RELATING TO EXTERIOR RESIDENTIAL COLORS AMENDING SECTION 13.02.06 EXTERIOR COLORS

Mr. Richard Picatagi, Landscape Architect, introduced Ms. Tracey Doak, Zoning Supervisor, who gave a presentation which is attached to this record. Ms. Doak introduced Ms. Alisha Mobley, Senior Planning Technician who also assisted in this presentation. Ms. Doak provided a color fan-deck to each of the BEAC members to help them visualize the prohibited colors which were flagged in the fan-deck and the rest of the colors, not flagged in the fan-deck, would be allowed in the proposed Ordinance.

Mr. Picatagi suggested that the BEAC members take approximately 5 minutes to review the fan-deck. Ms. Doak explained that the flagged colors are currently prohibited under the current Ordinance and that those colors not flagged would be allowed under the proposed Ordinance. Ms. Doak reviewed the existing Ordinance prohibited colors as being: fushia, purple, magenta and orange. Ms. Doak clarified that the proposed Ordinance is asking to allow all exterior paint colors except the 4 previously listed prohibited colors.

Chair Vasilevsky asked for clarification that the proposed Ordinance which opens up additional colors only applies to residential homes not multi-family or non-residential properties and Ms. Doak stated yes it only applies to residential properties. Chair Vasilevsky then asked if the prior BEAC meeting discussion about Light Reflective Value (LRV) was negated by council and we are being asked to review additional allowable colors.

Ms. Anderson asked the members if they were aware that there is a paint additive which increases the LRV of paints. Ms. Doak clariied that this additive is for heat reflective value (RV) not LRV.

Mr. Marciano asked about specific paint colors found in the provided fan-deck and Ms. Doak stated that they would be approved (those not flagged in the fan-deck).

Mr. Marciano asked about fluorescent colors and Ms. Doak stated the fluorescent is shown under black light and will remain as prohibited.

Chair Vasilevsky asked and Ms. Doak stated that during the permit review stage for a residential house permit staff would still review for restrictive colors.

Chair Vasilevsky asked if front doors and garage doors fall under the proposed Ordinance. Ms. Doak stated that the front door would be reviewed for prohibited colors. The garage door was not regulated for colors in the current or proposed Ordinances.

Mr. Marciano asked if the trim color is included on the permit and Ms. Doak stated yes.

Chair Vasilevsky asked about pastel colors and Ms. Doak clarified those purple colors which are prohibited by LRV under the current Ordinance.

Ms. Anderson stated that her opinion is that the city shouldn't be dealing with aesthetics but focus on health and safety. Mr. Picatagi reminded the members that aesthetics is part of the purview of the Beautification and Environmental Advisory Committee.

Mr. Picatagi clarified that the paint chips provided in the fan-deck should be pictured on the home across the street to see the potential impact of an entire home painted in a particular color.

Chair Vasilevsky stated there seems to be a disconnect between the Comprehensive Plan comments from the PLDRB members (February 19th meeting) vs. City Council proposed Ordinance.

Ms. Doak clarified for the members that LRV would not be relative if this proposed Ordinance is approved.

Chair Vasilevsky asked about the citizen's engagement results from the 2050 Comprehensive Plan outreach as it relates to citizens wishes to expand the color palette for exterior paint colors.

Mr. Ray Tyner, Deputy Director of Community Development, addressed the BEAC members about the members' inquiry about responses from the 2050 Comprehensive Plan outreach, he quoted the PLDRB comments from the February 19, 2025 meeting. Mr. Tyner clarified that these regulations apply to the original ITT lots (not Master Planned Developments-MPDs).

Ms. Anderson stated that the developments on US 1 are not subject to this regulation. Ms. Doak clarified that the new developments are part of a MPD and as a result have their own color restrictions.

When asked Mr. Jones stated that until he read the agenda he was not aware that Palm Coast had exterior paint color regulations.

Mr. Marciano stated that he is favor of some modern colors but not all of them and he gave an example of "stop sign red" and suggested limiting some of the more "government" colors, for example school bus yellow.

Ms. Anderson asked about Code Enforcement's role being reactive vs. proactive.

Mr. Tyner clarified the role of Code Enforcement, as it relates to a BEAC member's comment about fairness of the enforcement of the existing Ordinance and he stated that some of our citizens have been residence for many years and are familiar with our code which they have relied on so if they see a violation they are calling it into our Code Enforcement Division whether that is fair or not it is our current Ordinance. Mr. Tyner clarified for the BEAC members that they are not asked to review Code Enforcement but to review the proposal in front of them and make a recommendation on it. He further stated that any call that Code Enforcement receives they will follow up and visit the property and determine if there is a violation and respond appropriately.

Mr. Tyner clarified for the BEAC members that they are being asked to review the current proposed Ordinance in front of them which will eliminate any exterior color restrictions from a residential properties except those that would be considered prohibited. You can have discussions and if you wish make various suggestions to the proposed Ordinance.

Mr. Marciano would recommend that "governmental" colors be prohibited, i.e. fire engine red.

Discussion of prohibiting red ensued among the BEAC members.

Chair Vasilevsky open this item to public comment at 5:47pm.

Ms. Melinda Melendez, Palm Coast, addressed the BEAC members about the history of her house being painted navy blue and she is in favor of this ordinance.

Chair Vasilevsky closed this item to public comment at 5:51pm.

Ms. Anderson again stated that she believes that the BEAC should focus on health and safety issues only.

Chair Vasilevsky asked if Ms. Melendez's house color under this proposed ordinance would be allowed. Ms. Doak stated it would not be a prohibited color if the proposed Ordinance is approved.

Mr. Marciano asked about a restriction about governmental colors (any LRV under 18 in red and yellow). Ms. Doak stated that "governmental colors" sounds subjective and said however if you wish to prohibit red, we will have to have a way to implement the restriction.

Discussion ensued amongst the BEAC members restricting certain colors (red and yellow) which Mr. Marciano described as warning colors - reserved for safety.

Ms. Anderson stated that she understood Mr. Marciano's point however she doesn't believe the city should be in the aesthetic issues.

Chair Vasilevsky stated that we would need to define reds and yellows to limit subjectiveness.

Mr. Tyner stated that the BEAC has every right to approve this proposed Ordinance subject to that (elimination of colors based on LRV which would eliminate subjectiveness).

Ms. Anderson stated that the PLDRB recommended denial of this proposed Ordinance but the City Council wanted to open up the "residential" colors. Mr. Tyner clarified that the PLDRB would be open to opening the colors based on previous recommendations.

Mr. Jones stated that he would be inclined to go along with what the public wanted, such as leaving the existing Ordinance as it is, as was stated in the PLDRB meeting, however, he would recommend a process be added where colors could be added or deleted in the future.

Mr. Marciano recommended approval of the proposed Ordinance with adding the prohibited color of Red with a LRV below 18. Mr. Jones also requested a process for adding or deleting prohibited colors be added within the proposed Ordinance.

Mr. Tyner stated that the process would be a code change. He stated that this issues started over 1 year and we've had many workshops and business meetings to discuss this matter. He agrees that it is difficult. As staff we enforcement the ordinances/code. We must remove subjectivity so we can impliment the code. Mr. Tyner asked the BEAC members to identify the specific reds and yellows that may be prohibited and then staff could determine if there is a LRV that we can determine compliance. Mr. Marciano used a term pigment (additive added to paint) as a means to regulate the prohibited reds and yellows. Mr. Tyner stated the BEAC members should go through the colors and identify the colors that they wish to prohibit and staff can review for the LRV and use that in combination with the color to identify those colors to add to the prohibited listing. Ms. Doak stated that the names would vary between manufacturers and could not be implemented by the name only.

Discussion of the wording of a proposed motions ensued among the BEAC.

Mr. Tyner explained the reference that the PLDRB members made in the their recommendation from the February 19, 2025 meeting was in reference to the 2050 Comprehensive Plan outreach responses from the public were not that they wanted more strick color restrictions but that the public responses indicated the majority of residents wanted to keep the character of their neighborhoods the same. He clarified that the public outreach covered 8-9 months and reached over 80,000 people during the Comprehensive Plan review. The city staff had individual meetings with civic groups, public workshops and Home Owners Associations (HOAs) and an on-line (Social PinPoint) system for people to tell us what they wanted or didn't want. Part of the data was about existing neighborhoods and their responses showed their interest in keeping their neighborhood character and the PLDRB members thought that exterior house color was a part of that character.

Discussion ensued of a way to define red.

Summary of the vote was two members wanted to add red lacking visible browns to the prohibited colors and the other two members wanted to recommend approval of the Ordinance as written.

Fail

Motion made to Recommend Approval of the City Council's proposed Ordinance on exterior colors with the exception of adding reds lacking visible brownish shades to the listing of prohibited colors made by Committee Member Marciano and seconded by Committee Member Jones

Approved - 2 - Committee Member Bruce Jones, Committee Member Zachary Marciano

Denied - 2 - Chair Mary Vasilevsky, Committee Member Susan Anderson

OTHER ITEMS

None

COMMITTEE DISCUSSION AND STAFF ISSUES

Ms. Anderson stated that Ormond Beach has passed a requirement that developers are required to plant 50% of native plants within their landscape plans.

Mr. Picatagi stated that the City of Palm Coast recommends 50% of native plants be used within developer's landscape plans.

In regard to tonight's agenda Chair Vasilevsky stated that we should improve the educate of realtors on the prohibited colors. She also thanked staff for their work on this subject and thanked the public for attending tonight's meeting.

ADJOURNMENT

Motion made that the meeting be adjourned by Ms. Anderson and the motion was seconded by Mr. Marciano. The meeting was adjourned at 6:44pm.

*Respectfully Submitted by:
Irene Schaefer, Recording Secretary*