



CITY OF JONESBORO, GEORGIA COUNCIL  
**Agenda Item Summary**

3841

Agenda Item #

COUNCIL MEETING DATE  
August 22, 2024

Requesting Agency (Initiator)

Office of the City Manager

Sponsor(s)

Community Development Director Allen

**Requested Action** (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)

Citywide Color Palette Guidelines - Further comment on proposed document.

**Requirement for Board Action** (Cite specific Council policy, statute or code requirement)

Sec. 86-102, 86-103, 86-111, Design Review Commission

**Is this Item Goal Related?** (If yes, describe how this action meets the specific Board Focus Area or Goal)

Yes

Beautification, Community Planning, Neighborhood and Business  
Revitalization, Historic Preservation

**Summary & Background**

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

**Agency recommendation – Approval;** The city design code has long referenced color palettes to help govern the design and redesign of buildings, first within the Historic District and later citywide through the creation of the Design Review Commission. Unfortunately, these color palettes have never officially existed.

Purpose

*The purpose of these guidelines is to implement harmonious design standards for the future use of exterior building and signage colors in certain specially designated areas of the City, in order to protect the aesthetic qualities of these special areas, to help preserve property values, and to create integrated curb appeal, in conjunction with the stated purposes of the City of Jonesboro Zoning Ordinance. Emphasis for these standards is given to the downtown core within the Historic District, then surrounding historic neighborhoods, and major entry nodes into the City.*

Applicability

*These guidelines apply to new buildings and structures within the Historic District (H1 and H2 zoning), the Historic Residential Overlay, the Active Senior Overlay District, the Tara Boulevard Overlay District, the Gateway South Overlay District, the City Center Mixed Use District, and all other future designated Overlay Districts. These guidelines also apply to renovations of existing buildings and structures within these Districts and Overlays involving significant exterior color changes.*

The new guidelines also provide much needed new definitions and clarification on acceptable types of exterior building colors. The definitions seek to form the conversation on what exactly are “neon colors”, “earth tone colors” etc. Stricter control is also put on certain areas of the City, such as the Historic District and the Gateway Overlays.

This would be a standalone document, referenced in the city code.

**No changes since the last version in 2023.**

**Design Review Commission, 8.7.24:**

**Barbara Casey Lane made a motion to approve both the Citywide Architectural Guidelines and the Citywide Color Palette Guidelines and then to review the documents again in 6 months and then annually. Said motion was seconded by Kimberly Lightford. Motion carried 4-0.**

**FOLLOW-UP APPROVAL ACTION (City Clerk)**

Typed Name and Title

Melissa Brooks, City Clerk

Date

August, 22, 2024

Signature

City Clerk's Office

**Fiscal Impact***(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)*

n/a

**Exhibits Attached** *(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)*

- Color Palette Guideline REV

**Staff Recommendation** *(Type Name, Title, Agency and Phone)***Approval**