

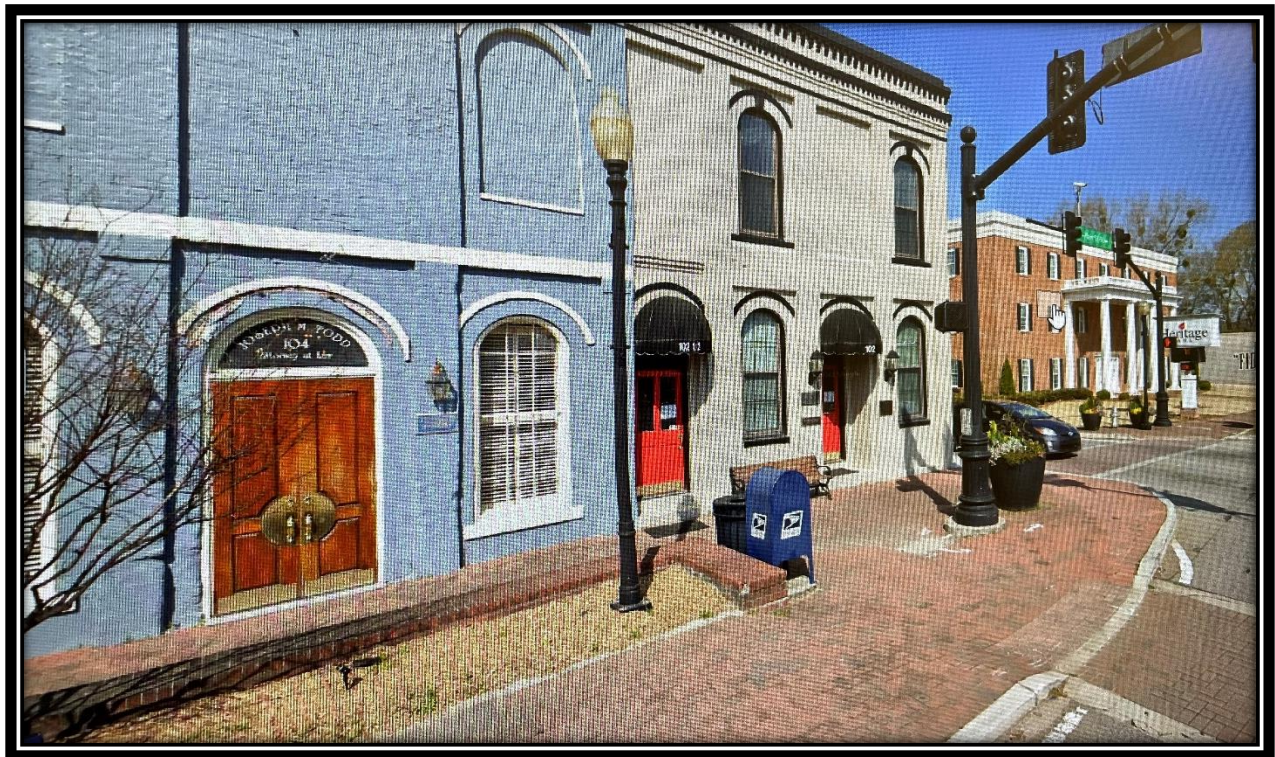


City of Jonesboro Approved Exterior Color Palettes

-  Historic District
-  Historic Residential Overlay
-  Other Overlay Districts
-  City Center Mixed Use District

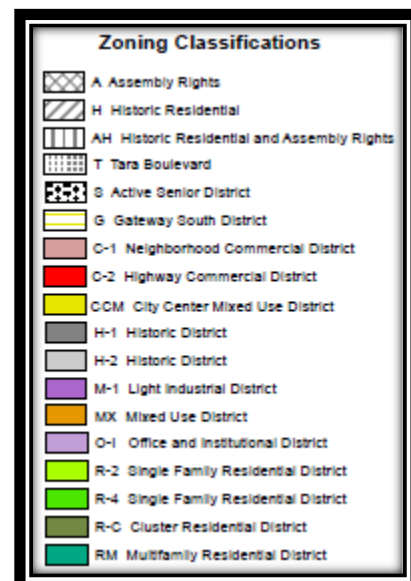
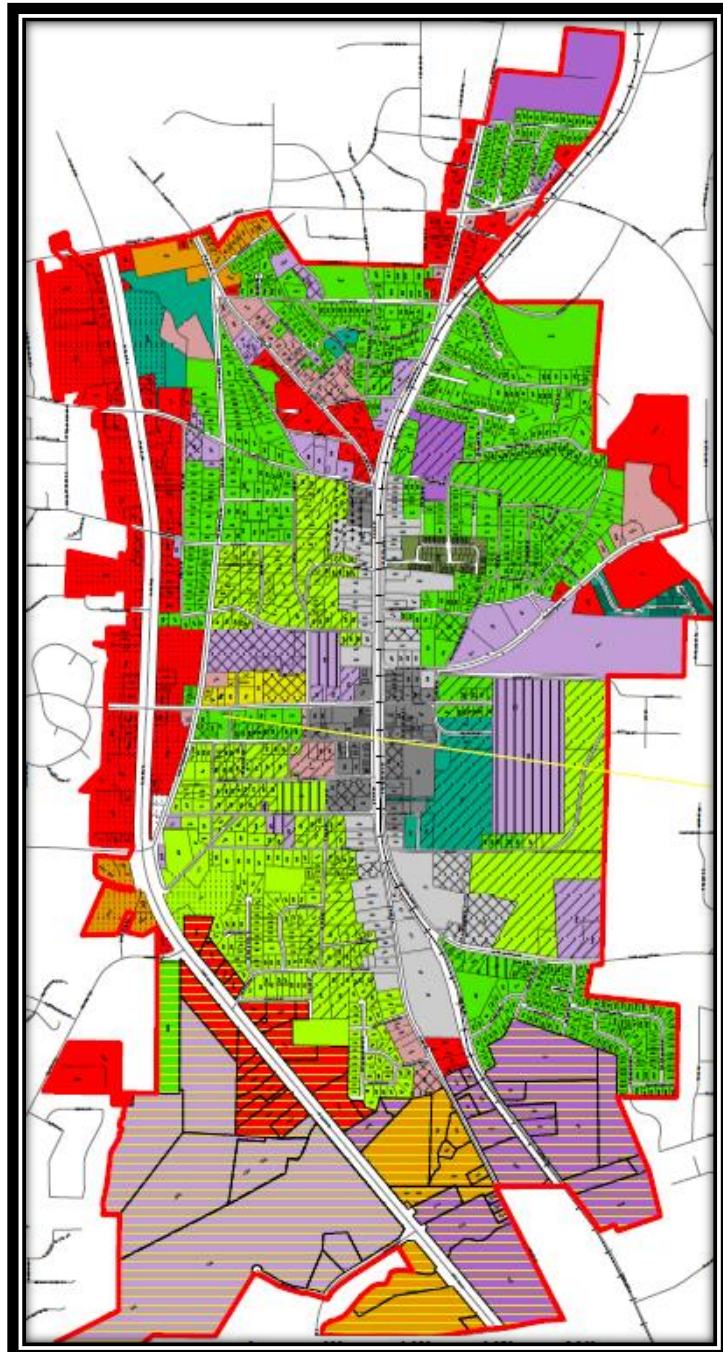
Purpose

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.



Definitions

Accent features. Secondary items on a building or structure, including, but not limited to, doors, windows, shutters and trim. Also includes the background of sign panels and standalone lettering attached and detached from the building, but excluding painted murals.

Earth tone colors. Exterior colors that resemble dirt or soil, containing some proportion of the color brown; shades or tints of earth tone colors as found in the Approved Exterior Color Palette guidelines for the City of Jonesboro.

Hue. The wavelength of color.

Lightness. The degree of light reflected in a color. The amount of light or dark in a color.

Natural cool colors. Exterior colors that are shades or tints of blue or green as found in the Approved Exterior Color Palette guidelines for the City of Jonesboro.

Natural warm colors. Exterior colors that are shades or tints of orange or red as found in the Approved Exterior Color Palette guidelines for the City of Jonesboro.

Neon colors. Exterior colors that are brighter, more reflective tints of natural colors, such as blue, green, orange, or red and, for the purposes of this chapter, including all shades of yellow, pink, and purple.

Neutral colors. Exterior colors that constitute a majority of black, white, or gray as found in the Approved Exterior Color Palette guidelines for the City of Jonesboro.

Pastel colors. Exterior colors that are paler, less reflective shades or tints of natural colors, such as blue, green or orange.

Primary colors. Any of a group of colors from which all other colors can be obtained by mixing. The three primary colors – red, yellow, and blue.

Primary features. Main structural items for a building or structure, including, but not limited to, exterior walls, foundation, and roof.

Regionally recognized business. Commercial enterprises with locations in more than one state, or more than one municipality within a State.

Saturation. The intensity and purity of a hue.

Secondary colors. Any of a group of colors a color resulting from the mixing of two primary colors. The seven secondary colors – orange, green, and purple.

Shade. A darker variation of a color, created by adding a certain proportion of black.

Siding. A primary feature material that covers the exterior of a building, including, but not limited to, wood, stone, stucco, brick, metal and Hardiplank.

Tint. A lighter variation of a color, created by adding a certain proportion of white.

Variegated. Frequent use of significantly contrasting colors, whether as regular or irregular patterns.



Exemptions for Certain Businesses in the Tara Boulevard and Gateway South Overlay Districts

The color schemes of nationally and regionally recognized businesses shall be allowed for their entire building(s) and signage, provided that all other zoning and building code requirements are met. Local businesses not meeting criteria of national or regional businesses shall fully conform to the standards of these guidelines.

Exemptions for Certain Businesses in the Historic District (H-1 and H-2)

The color schemes of nationally and regionally recognized businesses shall be accepted; however, no more than 25% of exterior of the building(s) shall display the recognized color scheme, and the remainder of the building shall conform to the standards of these guidelines.

Color schemes for signage of nationally and regionally recognized businesses shall be accepted; however, the framework of the sign(s) shall conform to the standards of signs in the Historic District, Sec. 86-495.

Local businesses not meeting criteria of national or regional businesses shall fully conform to the standards of these guidelines.

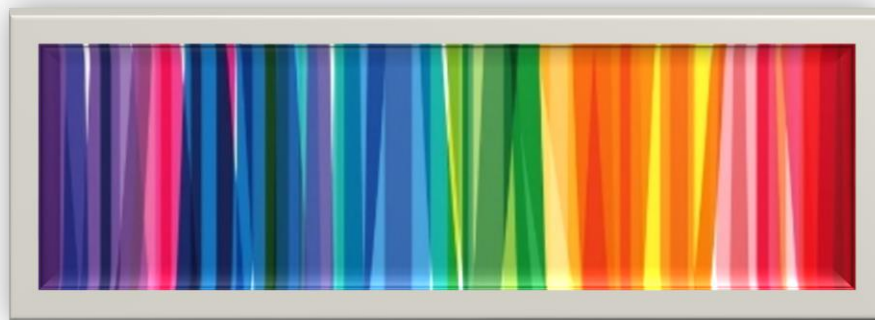
All other zoning and building code requirements shall be met.

Citywide Standards for Color

Neon colors, as defined in this chapter shall not be used for primary building features, whether inside or outside of designated Overlays and the Historic District.

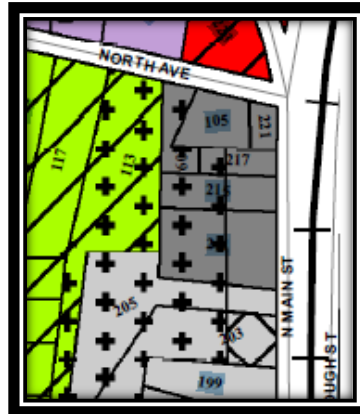
Paint applications for exterior building features shall be uniform where applied and achieve 100% saturation of the applied color.

Paint applications shall be maintained properly at all times.



Historic District Exterior Color Standards (H1 zoning)

(Dark gray parcels)



Sec. 86-102 (l)(2)(3)(e) New buildings fronting Main and McDonough Streets are required to use brick. New buildings elsewhere in the district are required to use brick as the predominant exterior material, with stone and stucco allowed to a lesser degree and upon approval by the historic preservation commission. Synthetic stucco, variegated brick, and concrete block are prohibited throughout the district.

Primary Features – Permitted Exterior Colors

- ✚ Earth tone colors, as defined herein, for all siding materials.
- ✚ Neutral colors, as defined herein, for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✚ Darker shades of natural warm colors (orange and red), as defined herein, for brick only.
- ✚ Darker shades of natural cool colors (green only), as defined herein, for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✚ Darker shades of natural warm colors (orange only) for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.
- ✚ Darker shades of natural cool colors (blue only), as defined herein, for all siding materials approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

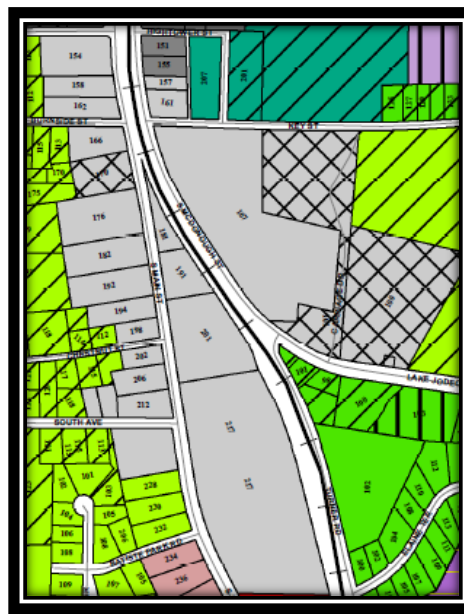
- ✚ Earth tone and neutral colors.
- ✚ Natural cool colors (green only).

Accent Features – Conditional Exterior Colors

- ✚ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✚ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.
- ✚ Neon shades and tints, as defined herein, approved by Design Review and Historic Preservation Commissions.
- ✚ Pastel shades and tints, as defined herein, approved by Design Review and Historic Preservation Commissions.

Historic District Exterior Color Standards (H2 zoning)

(Light gray parcels)



Sec. 86-103 (l)(2)(b) The predominant exterior siding material or a modern material that creates a similar texture or appearance shall be used. Prohibited exterior materials include synthetics with a false wood grain, vinyl siding, brick veneer, concrete block, and use of materials that do not complement the architectural or historic style of the structure. Brick and paint colors shall be compatible with the style of the structure and with surrounding historic structures.

Primary Features – Permitted Exterior Colors

- ✚ Earth tone colors for all siding materials.
- ✚ Neutral colors for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✚ Darker shades of natural warm colors (orange and red), for brick only. Variegation not allowed.
- ✚ Darker shades of natural cool colors (green only), for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✚ Darker shades of natural warm colors (orange only) for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.
- ✚ Darker shades of natural cool colors (blue only), as defined herein, for all siding materials approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

- ✚ Earth tone and neutral colors.
- ✚ Natural cool colors (green only).

Accent Features – Conditional Exterior Colors

- ✚ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✚ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.
- ✚ Neon shades and tints approved by Design Review and Historic Preservation Commissions.
- ✚ Pastel shades and tints approved by Design Review and Historic Preservation Commissions.

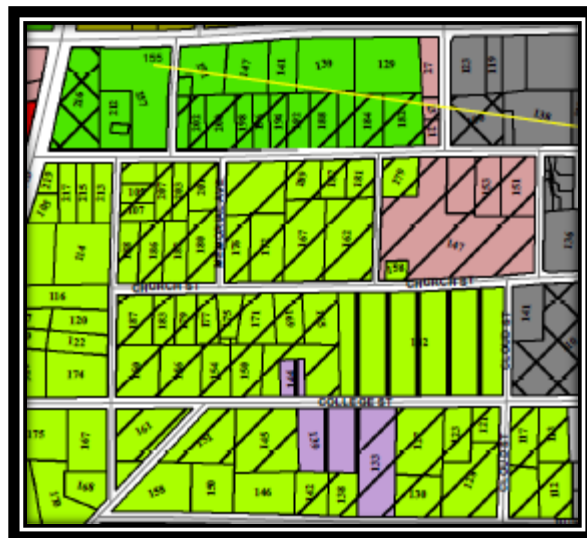
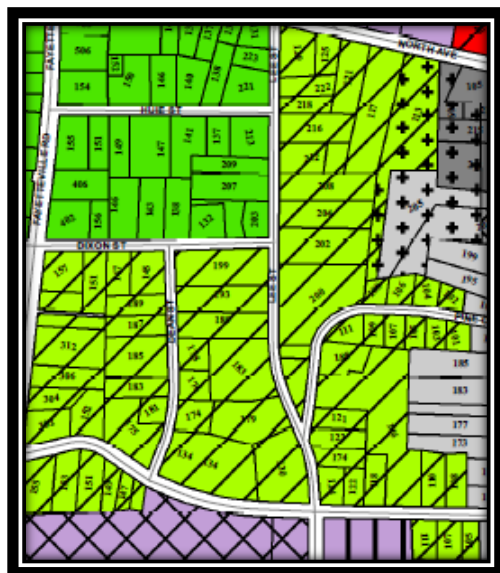
Historic Residential Overlay Exterior Color Standards

(Hatch pattern) 

Purpose. The purpose of the historic residential overlay is to protect and enhance the character of the city's historic neighborhoods by establishing architectural standards for regulation of exterior rehabilitation and new construction. The City of Jonesboro is committed to preserving its historic structures and the special character of the historic neighborhoods. These neighborhoods reflect a variety of architectural styles that have contributed to the city's historic built environment.

Applicability. The City of Jonesboro has been organized into several historic property groups, (1) the National Register District shall be subject to the provisions of the H-1 or H-2 zoning districts, as appropriate; (2) historic residential properties located within the historic residential overlay shall be subject to the provisions of the historic residential overlay and the provisions of article VII (3) historic commercial properties located within the historic residential overlay shall be subject to the architectural standards of the H-2 district found in subsection 86-103(l), Design standards; and (4) residential properties found outside the National Register District and the historic residential overlay shall be subject to the provisions of article VII.

Materials and color. The predominant exterior siding material, or a modern material that creates a similar texture or appearance, shall be used. Prohibited exterior materials include synthetics with a false wood grain, vinyl siding, brick veneer, concrete block, and use of materials that do not complement the architectural or historic style of the structure. Brick and paint colors shall be compatible with the style of the structure and with surrounding historic structures.



Historic Residential Overlay Exterior Color Standards

(Hatch pattern) 



Primary Features – Permitted Exterior Colors

- ✚ Earth tone colors for all siding materials.
- ✚ Neutral colors, for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✚ Darker shades of natural warm colors (orange and red), for brick only. Variegation allowed.
- ✚ Darker shades of natural cool colors (green only), for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✚ Darker shades of natural cool colors (blue only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

- ✚ Earth tone and neutral colors.
- ✚ Natural cool tints (green only).

Accent Features – Conditional Exterior Colors

- ✚ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✚ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.

Active Senior Overlay Exterior Color Standards

(Hatch pattern) 



Primary Features – Permitted Exterior Colors

- ✚ Earth tone colors for all siding materials.
- ✚ Neutral colors, for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✚ Darker shades of natural warm colors (orange and red), for brick only. Variegation allowed.
- ✚ Darker shades of natural cool colors (green only), for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✚ Darker shades of natural cool colors (blue only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.
- ✚ Darker shades of natural warm colors (orange only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

- ✚ Earth tone and neutral colors.
- ✚ Natural cool colors (green only).

Accent Features – Conditional Exterior Colors

- ✚ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✚ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.
- ✚ Pastel shades and tints approved by Design Review and Historic Preservation Commissions.

Tara Boulevard Overlay Exterior Color Standards

(Hatch pattern) 



Primary Features – Permitted Exterior Colors

- ✚ Earth tone colors for all siding materials.
- ✚ Neutral colors, for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✚ Darker shades of natural warm colors (orange and red), for brick only. Variegation allowed.
- ✚ Darker shades of natural cool colors (green and blue), for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✚ Darker shades of natural warm colors (orange only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

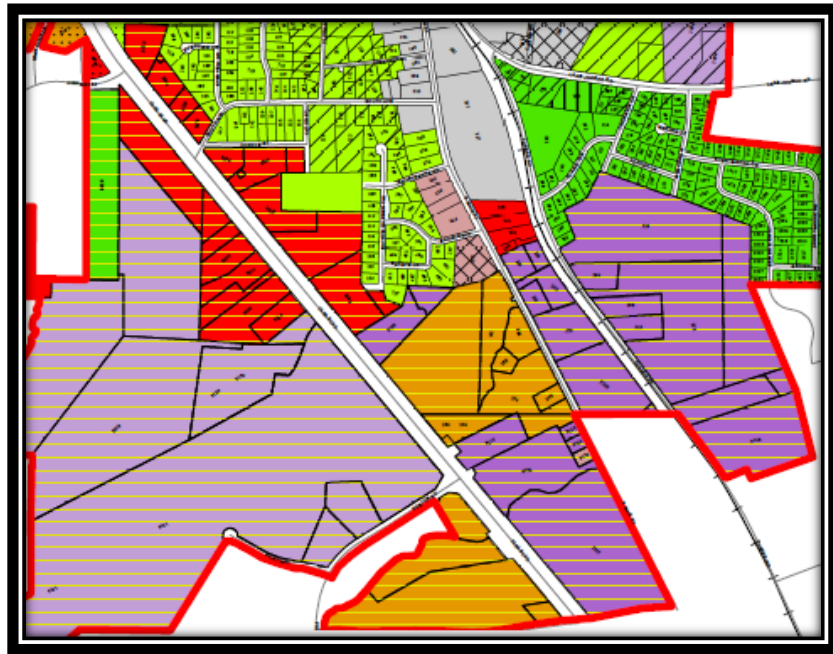
- ✚ Earth tone and neutral colors.

Accent Features – Conditional Exterior Colors

- ✚ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✚ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.
- ✚ Pastel shades and tints approved by Design Review and Historic Preservation Commissions.
- ✚ Neon shades and tints approved by Design Review and Historic Preservation Commissions.

Gateway South Overlay Exterior Color Standards

(Hatch pattern)



Primary Features – Permitted Exterior Colors

- ✦ Earth tone colors for all siding materials.
- ✦ Neutral colors, for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✦ Darker shades of natural warm colors (orange and red), for brick only. Variegation allowed.
- ✦ Darker shades of natural cool colors (green only), for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✦ Darker shades of natural cool colors (blue only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.
- ✦ Darker shades of natural warm colors (orange only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

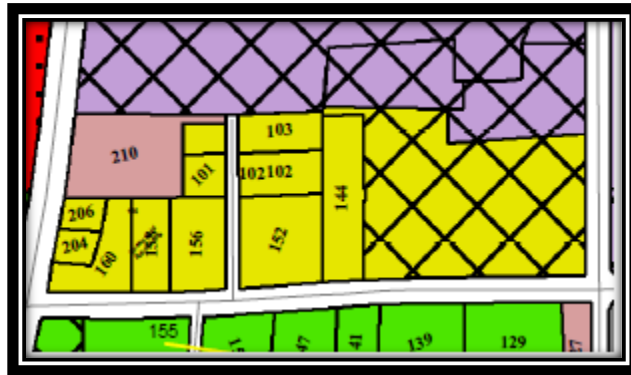
- ✦ Earth tone and neutral colors.
- ✦ Natural cool colors (green only).

Accent Features – Conditional Exterior Colors

- ✦ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✦ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.
- ✦ Pastel shades and tints approved by Design Review and Historic Preservation Commissions.

City Center Mixed Use District Exterior Color Standards

(Yellow parcels)



Primary Features – Permitted Exterior Colors

- ✚ Earth tone colors for all siding materials.
- ✚ Neutral colors, for all siding materials, except a maximum of 50% of a building's exterior walls can be black shades.
- ✚ Darker shades of natural warm colors (orange and red), for brick only. Variegation allowed.
- ✚ Darker shades of natural cool colors (green only), for all other siding materials.

Primary Features – Conditional Exterior Colors

- ✚ Darker shades of natural cool colors (blue only), as defined herein, for all siding materials other than brick, approved by Design Review and Historic Preservation Commissions.

Accent Features – Permitted Exterior Colors

- ✚ Earth tone and neutral colors.
- ✚ Natural cool tints (green only).

Accent Features – Conditional Exterior Colors

- ✚ Natural cool tints (blue), approved by Design Review and Historic Preservation Commissions.
- ✚ Natural warm tints (orange and red), approved by Design Review and Historic Preservation Commissions.
- ✚ Pastel shades and tints approved by Design Review and Historic Preservation Commissions.