



Nice Matters!

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MEMORANDUM

Date: October 2, 2015
TO: Frank A. Rush, Jr., Town Manager
FROM: Josh Edmondson, CZO, Town Planner
SUBJECT: Exterior Paint Color Amendment

The Planning Board and staff have discussed at previous meetings of the Planning Board, an amendment to the exterior paint color requirements for commercial structures. The Board of Commissioners and staff have felt strongly that while an amendment might be necessary, it shall not be done to negatively impact the Town's family beach atmosphere. Keeping this in mind, Richard Stanley and I worked to draft language that would allow deviations from the color schematic of earth-tone, neutral and low reflectance color in very limited instances. These instances would be heard upon request by an applicant if the proposed color does not hurt the Town's family beach atmosphere and meets certain criteria. The criteria include being a national chain or franchise where a color other than neutral, earth-tone or low-reflectance may be necessary or if the name, service or product denotes a color other than what the ordinance requires. The Planning Board was in favor of these criteria, but requested staff to look into strengthening the burden of proof element placed on the applicant. That was accomplished and the Planning Board approved the text amendment with a couple of minor additions at the September meeting. I have attached the ordinance and the new language is underlined. I look forward to discussing this issue with the Board of Commissioners at the October 13 meeting.