

A TEAM APPROACH TO HOUSE COLORS IN FLOWERY BRANCH

Flowery Branch HOA looks forward to working with each homeowner as they navigate the process of selecting paint colors for their home. An overview of the process and helpful tools are discussed below.

Why is HOA Approval Required?

Why does the HOA require approval of paint colors and architectural changes? Because it is legally required by the Covenants that say, “To **preserve the architectural appearance of the neighborhood**” no exterior change or alterations shall be made unless and until the plans and specifications showing the nature, color, type, shape, height, materials and location of the same have been submitted to and approved in writing as to “**the harmony of external design, location, and appearance in relation to surrounding structures**” and topography by the Architectural Control Committee (‘ACC’). The ACC shall have the sole discretion to determine whether the plans and specifications submitted for approval are acceptable and in compliance with the **total scheme of the neighborhood.**” Covenants, Article II, Sec. 1(b). “**Any change in paint color to any structure must be approved by the ACC.**” Covenants, Article VIII, Sec. 10(j).

What Do the Covenants Mean?

The Covenants are binding on both the homeowners and the HOA. The HOA is legally obligated to “**preserve**” the architectural appearance of the neighborhood, and must ensure that exterior alterations and paint colors are in “**harmony with surrounding structures**” and in compliance with the “**total scheme of the neighborhood.**” In order to fulfill its obligation to every homeowner, the HOA is restricted from approving one-off alterations *because they are currently trending*. The homeowner is legally obligated to seek approval from the ACC before making any exterior changes.

What is the “Architectural Appearance” of the Neighborhood?

and

What Defines the “Total Scheme of the Neighborhood”?

Flowery Branch was designed as a single-family “traditional-style” neighborhood. The **total scheme** of the neighborhood is defined by the common timeless materials that are incorporated in every house: Brick or stone fronts, consistent column styles, *neutral* siding colors that complement the brick and grout, white trim, optional shutters and shingle-style roofs. The architectural

appearance of our “traditional-style” neighborhood has some elements in common with Cape Cod, Colonial, Cottage, Farmhouse, and French Country-style homes.

Flowery Branch:



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Farmhouse:



Craftsman:



Colonial:



What is “Harmonious” with Surrounding Structures?

The scheme of Flowery Branch is **not** consistent with Contemporary, Mid-Century Modern, Mediterranean, Tudor, or Victorian style homes, for example. The design characteristics, architectural details and color schemes commonly found in those style homes are not harmonious with structures in Flowery Branch.

Contemporary:



Mid-Century Modern:



Mediterranean:



Tudor:



Victorian:



How Have We Stayed “Current” While Preserving the Architectural Appearance of the Neighborhood, and Ensuring That Exterior Alterations and Paint Colors are in “Harmony with Surrounding Structures” and in Compliance with the “Total Scheme of the Neighborhood”?

To stay current, while preserving the character of the neighborhood, the HOA and ACC have done, or in the process of doing several things:

- (1) Retired/retiring outdated colors: Orange-rust-goldenrod siding colors; red and green shutter and door colors;
- (2) Incorporated varying **shades of white** trim when they complement the siding, brick and grout colors;
- (3) Allowed Alabaster White painted brick with Urbane Bronze shutters and gutters (that touch the roof line only; not downspouts)
- (4) Considered for approval alternative door, shutter and hardware styles (Craftsman-style doors and doors with windows (not stained glass)), board and batten and louvered shutters, and garage and shutter hardware

Why are Certain Colors Approved and Others Not?

We all want our homes to reflect our personal style, but we are limited by the Covenants to doing that in a way that is “harmonious with surrounding structures.” For homes to be harmonious, the eye must be able to move around the neighborhood seamlessly without being interrupted by something that is out of place, or something that is different from everything else in color or style. A purple house, a black house, a blue house, a red house is not harmonious. Dark trim is not harmonious. A house without some shade of white trim is not harmonious. If a house can be described by a single element of its physical appearance, it is probably not harmonious. For example: “Have you seen the red house on Montview Drive?” Preserving the elements that tie each house together is what allows the eye to flow smoothly from house to house: The brick or stone, the white trim, consistent shutters and doors, and neutral colors that complement the brick and grout. The best way for a house to shine and be admired is with consistent maintenance and beautiful landscaping.

In a different scenario, someone might pick a grey color for their siding that is harmonious with the neighborhood, but after review of the rust and gold brick on the house, it might be determined that grey siding would not be a complimentary color for this home’s brick. In that instance, alternative harmonious colors that complement the brick would be identified using color matching tools. (More on this below.)

What is the Rule Relating to Painted Brick?

Unpainted brick is one of the fundamental elements that is critical to the architectural appearance of the neighborhood and is generally encouraged. However, brick painted in Alabaster White with Urbane Bronze shutters, doors and gutters (that touch the roof line only) is also allowed because each house has white trim, and in most cases a black door and shutters. Therefore, the eye can still travel from house to house without being interrupted by the white brick because of the common element of the white color on the brick and the trim on surrounding houses. It is also recognized that Alabaster White painted brick is a great way to make a split-level house appear larger and statelier. Other colors of painted brick are not allowed because they remove the fundamental brick element that helps define the total scheme of the neighborhood.

Why is Dark Trim Not Allowed?

The HOA cannot approve colors just because they are currently trendy. Trends come and go and outdated trendy one-off houses will age and devalue a neighborhood. Dark trim is a current trend that is not harmonious with the neighborhood and is not complimentary with the style of homes in neighborhood. This trend is compatible with Tudor and Contemporary homes, not with traditional brick front homes. However, when painting the house and brick Alabaster White, Urbane Bronze is approved for the portion of the gutters that touch the roof line. (It is not approved for downspouts.)

How are We Going to Work Together?

- (1) Understanding that their paint colors must be a neutral color, complimentary with their brick and grout, and harmonious with surrounding homes, the homeowner will submit an Architectural Change form, available at <http://www.flowerbranchhoa.com/> under the Architectural Change Tab – Link: HOA ACC Request for Review. The application will attach paint chips for siding, trim and door/shutter colors. The application will clearly indicate where the colors will be applied (including siding, trim, fascia boards, down spouts, door, shutters, and garage doors). An application is required before any exterior painting is started, even when the homeowner is repainting their house the same color. This is because some colors are being retired and are no longer approvable. Also, one should never assume that just because a color is on another house in the neighborhood, that it is approvable for their house. Individual consideration is given to each application, and what is complimentary on one house may clash on another house.
- (2) The HOA will review the application and paint chips in the context of the home's brick and grout, and in the context of the neighborhood as a whole. In order to do so, the HOA will come onto the property and will take photos of the house and brick.

- (3) The HOA will run a color match through the Sherwin Williams Website to identify paint colors that are complimentary with the home's brick and grout. The homeowner may also use this tool and save the results (after creating a login and password) by following these steps:
- a. Start at <https://www.sherwin-williams.com/>
 - b. Color
 - c. Color Tools
 - d. ColorSnap Visualizer for Web
 - e. Explore Color
 - f. Match a Photo (upload a photo of brick)
 - g. Click on points of interest in the photo and add up to 8 colors to the color palette
 - h. Save and download ColorSnap Visualizer results that provide the colors identified in the brick and grout

Sample 1 – Red and Charcoal
Brick with Grey Grout



Sample 2 – Rust and Gold Brick with
Sand Grout



Sample 3 – Red and Brown Brick
with Taupe Grout



Sample 4 – Light Pink and
Taupe Brick with Sand Grout



Sample 5 – White, Grey and Taupe
Brick with Grey Grout



- (4) Once the colors are saved that match the brick and grout, a picture of the house may be uploaded and the colors may be applied to create a mock-up of how the house will look with various paint colors:
- Start at <https://www.sherwin-williams.com/>
 - Color
 - Color Tools
 - ColorSnap Visualizer for Web
 - Paint a Photo
 - Upload photo of the house
 - The photo and color matches will appear on the screen
 - Use the paint brush tools to color the siding, trim and doors. Colors may be deleted and other colors may be added, such as white for trim and black for doors.
 - Save and download the renderings.



- (5) Once colors are chosen for the siding from the Color Palette, complimentary colors may be identified by clicking on the three bars in the color chip.
- (6) A member of the HOA or ACC will meet with the homeowner at the residence to be painted, where paint chips from the application, as well as paint chips from the ColorSnap Visualizer, along with other similar colors from the ACC's file will be taped to and viewed alongside the brick. By taping large samples to the brick, it is easy to eliminate colors and arrive at a color that is a good match for the home and the community. If the homeowner is uncertain about the direction to go with

the paint (light versus dark, for example), the homeowner and the HOA/ACC member will view several houses in the neighborhood to discuss the pros and cons, and may also drive to the Barnes Mill neighborhood for inspiration. Not all colors found in the brick are approvable as paint colors. For example, goldenrods, rusts, reds, blacks, and blues are examples of unapprovable colors within the Flowery Branch color scheme.

Things to Consider When Selecting a Paint Color

- (1) Is the house a two-story or a split-level?
 - a. A split-level house will look smaller if a darker color is used; and will look even smaller if the garage doors are painted the same darker color as the trim. A split-level house will look larger if the entire house and brick are painted Alabaster White.
 - b. A two-story house with an all-brick front can look equally as good with darker colors that complement the brick, paired with white trim, as it does with lighter colors, or white on the siding.
- (2) Be cautious of painting garage doors a dark color to match the siding, especially on a split-level, because the garage doors can look like bat caves – large dark holes. Often, white garage doors are more attractive on the front of the house and make the house appear larger and offer contrast that is needed.
- (3) What time of day does the front of the house get sunlight? If the front of the house receives morning or late afternoon sun, and is in the shade during the majority of the day; or if the house is shaded by a large tree, be aware that colors will appear darker and the house will appear smaller. A house painted medium grey with white trim and garage doors, that receives afternoon sun, will look fresh and crisp. A house across the street that is painted the same medium grey with off-white trim and medium gray garage doors, that does not receive direct sun on the front of the house will look dark and muddy. Review paint chips against the brick during different times of day and different levels of light. A cream color will look white in the bright sun, but can look like butter yellow on a cloudy day.
- (4) Grout color plays a significant role in choosing a color that will complement the brick. In the few examples above, three different grout colors were identified. If the grout is grey, a paint with brown undertones might clash.
- (5) Associates at the Sherwin Williams on the East/West Connector are skilled at helping pick colors from photos of your home and will identify tried and true popular colors for consideration.

(6) Painting a house is a big investment. Apply test colors before making a final decision.



We Look Forward to Working With You

Flowery Branch HOA looks forward to working with you throughout the process of selecting paint colors that will enhance the beauty of your house and the neighborhood. Please feel free to reach out to us at any time to begin the collaboration process.