

# THE COMMUNITY BUILDER

## Tips on Painting Your Community

Painting, in theory, sounds like a simple process; there are several factors that make the execution a large job:

- Painting is a project that occurs about every five to seven years, sometimes longer.
- The expense incurred by painting is usually higher than most other projects, depending on the amount of structures to be painted.
- Painting is a high profile project in the community whether it be a perimeter enclosure, a gatehouse, a clubhouse, or other structures. Keeping it fresh and current with the times is important and can add tremendous curb appeal and enhance the value of the property.

Because of all these reasons, we are devoting a larger space to the entire project of painting.

### Choosing the Paint Color.

You may have heard the story of Joseph and his coat of many colors which attracted much attention. In matter of both fashion and paint, color matters. In community associations, it matters even more since the impact of the color palette is so much larger. It's not just the colors you choose, but how they are applied. Trim accents can make or break the overall effect. Practically speaking, paint color is fundamental to curb appeal. Curb appeal translates directly into increased market value. Lack of curb appeal translates into...well, you know. So what's the proper color code for your community?

1. Complement permanent colors. Use a color range that complements the permanent colors such as the roof and brickwork. If you plan on changing the color of the roofing in the near future, be sure to consider this in selecting the paint colors or keep the roof color neutral.
2. Assess in natural light. Study paint color samples in natural light. Buy quarts of several body and trim color combinations and paint test areas which receive full sun. View these colors at different times of the day and from

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different angles. Keep in mind they will appear lighter when painted over a large surface.

3. Poll the members. A scary thought, I know, but to promote participation and harmony, let your members decide which combination they like best. Have your paint company provide several color selection boards and put them in a public place for viewing for a period of time. Send a ballot and let the owners decide - it is their money. Please be aware that painting, especially if the paint color is different than the existing palette, would probably be considered a common element alteration and may require the actual vote of the members - whether required by document or statute. Make sure your guidelines are followed, if required.
4. Color dynamics. Consider the effects of light and dark colors in relationship to the size and position of the buildings. Lighter colors make a building seem larger while darker colors make it seem smaller. A darker color is often a good choice for buildings built in close proximity to each other and lighter colors for buildings with more space around them.
5. Tie in landscaping. Use the colors of flowers, trees, and shrubs as inspiration for a pleasing, complimentary color scheme or use a color scheme that will provide a great backdrop for beautiful foliage on the property.
6. Use lighting accents. Besides increasing safety, creative lighting provides a delightful after-dark variation to your colors. Consider spot lighting around buildings and entrances, to create focal points.
7. Ask the experts. Paint companies often offer color design counsel for no charge in hopes of selling the paint. A design consultant will give you the latest contemporary colors and combinations to modernize your community's look. Don't get caught in a time warp by staying with the same-old, same-old. Keep your colors fresh. HINT: Buyers pay more! A carefully selected color palette is the key to maintaining high market values and attractive appearance.

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## Paint Failure Glossary

Understanding the primary causes of paint failure will help prevent future paint problems. The primary causes of paint failures are moisture, inadequate surface prep, improper application of paints, the sun and weathering. Some of the more common paint failures are listed below in alphabetical order with recommendations for their prevention.

**Alligatoring:** Cracked paint that resembles alligator skin, and is generally found on wood surfaces. It occurs when paint cannot adhere to a glossy surface when a second coat of paint is applied over an inadequately dried first coat of paint, weather aging, excessive coats of paint, or when the finish coat expands and contracts at a greater extent than any underlying coats. Paint must be completely removed when alligatoring has occurred to ensure an even and uniform finish. Wood surfaces should be primed with a top quality alkyd primer and acrylic latex finish.

**Bleeding:** An unsightly surface discoloration commonly found on exterior wood surfaces and hard board siding, ceilings, repainted wallpaper, or when light colored paint is applied over dark colored paint. The causes of bleeding are moisture and water soluble dyes located within wood surfaces and wallpaper, and inadequate priming of surfaces, bleeding on hardboard siding is caused by wax.

The removal of any excessive water source is essential before any surface preparation can be completed. Exterior wood surfaces should be primed with top quality alkyd based primers and finished with top quality acrylic latex paints. Interior surfaces should be primed with top quality alkyd based or acrylic latex based stain blocking primer, and finished with top quality acrylic latex finish paint.

**Blistering:** Results when fresh paint is applied in direct sunlight which creates subsurface evaporation and moisture pressure. This is more common with dark or dramatic colors because they, in addition to surfaces, absorb heat. Heat blistering will have a layer of paint under the blister if the surface is being repainted.

Trapped moisture in walls or behind surfaces will eventually try to escape through painted surfaces, also causing blistering. Moisture blistering will reveal a bare surface under the blister. Blistering surfaces should be scrapped and sanded

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smooth, primed with a top quality alkyd or acrylic latex primer and finished with top quality acrylic latex finish paint. If moisture blistering occurs on a repainted surface, spot priming of bare spots will be necessary to ensure a uniform and even finish before the final priming and painting is completed.

**Chalking:** The weathered powder found on exterior painted surfaces and is normal. However, premature chalking can be caused by inadequate priming or thin paint. Homeowners should be aware that chalking on siding located above masonry will run during rainy weather causing the masonry to stain. Once a chalked surface is pressure washed clean and prepared for painting, one coat of top quality alkyd primer and one coat of top quality acrylic latex finish paint is highly recommended for the prevention of future excess chalking.

**Efflorescence:** A white salty substance that forms on masonry and plaster due to moisture migrating through the surface. If left untreated for long periods of time, it will become hard and crusty. Any source of excessive moisture must be eliminated and the surface must be cleaned by scraping or wire brushing and surfaces must be repaired where applicable before priming and painting. Surfaces can be painted with top quality alkyd or acrylic latex based primers and paints that are alkaline resistant.