

CHAPTER SEVEN: PAINT COLOR

Paint is utilized on buildings for two primary reasons: 1) to protect and preserve the exterior materials and 2) to create color schemes appropriate to a building's architectural style. Paint can also accentuate architectural details, provide variety in a neighborhood and allow for personal expression.

The color scheme utilized on a building influences the historic character of a building, as well as the surrounding district and neighborhood. Whenever possible the color scheme should reflect the period and the architectural style of the building or structure. A variety of colors are available to an applicant that will be appropriate for a historic building in the City of Marietta.

When choosing a paint scheme for a building or structure, an applicant may consult historic photographs of their building, if available. Many paint manufacturers have researched historic color schemes and have created color palettes appropriate to time periods in the United States. For example, Sherwin-Williams has developed an "Arts & Crafts" color palette that is appropriate to the early twentieth century era in the United States. This palette would be an appropriate choice for a house built during this era. This palette provides numerous color combinations so that no Craftsman-era building in the city need look exactly the same.

Historically, the painting of masonry was not typically done except in certain situations where the original masonry (typically brick) was so porous that moisture could easily penetrate the masonry causing damage to the interior of the building. This resulted in increased maintenance and expense because to keep the masonry properly sealed against moisture penetration, the paint finish would need to be periodically reapplied. In the mid- to late twentieth century, paint was sometimes used because deterioration of mortar joints allowed for moisture to penetrate a structure. Another scenario leading to painted masonry is when it is improperly cleaned by abrasive methods, such as sandblasting, the masonry can become porous leading to moisture penetration. It is recognized that many masonry buildings in downtown Marietta have been painted for a variety of reasons.

- 7.01: An applicant should utilize a paint scheme appropriate to the structure's time period or appropriate to a historic period when major alterations were undertaken to the building.
- 7.02: When choosing a color scheme, an applicant should consider that the simpler a building was the simpler the color scheme would have been. For example, a simple Gabled Wing Cottage would likely have a trim and body color while a Queen Anne House would likely have a trim color, accent color(s) and a body color.
- 7.03: Porches should be painted with one of the colors, typically the trim color, of the building.
- 7.04: Colors should complement each other and be used to accentuate a building's significant



Figure 7.1: This is an example of what happens when masonry is cleaned improperly by sandblasting of the surface. Masonry has a protective "skin" which protects against infiltration of moisture. If this skin is removed, as is the case with sandblasting, the brick can no longer repel moisture.



Figure 7.2: This masonry has been inappropriately painted, causing the paint to peel off within one year of its application. The painting of masonry can cause recurring maintenance issues and may cause damage to the masonry.

architectural detail.

- 7.05: The HBR encourages applicants to consider the following color palettes: 1) Sherwin Williams – Arts & Crafts; and 2) Sherwin Williams – Classical/Colonial; and 3) Sherwin Williams - Victorian.
- 7.06: Exterior masonry (stone, brick and composite stones) should not to be painted unless they were historically painted or are currently painted. Masonry should only be painted if there are no other cost-effective consolidation techniques available to the applicant to halt moisture penetration.
- 7.07: All paint should be applied in an appropriate manner utilizing the manufacturer’s suggested application process and/or professional knowledge so that the paint properly bonds and adheres to the appropriate surfaces to be painted.

YOU REVEL IN THE TINIEST DETAIL. Your style invites the ornate, the intricate, all the delicacy of Victorian times. And whether the rich, brilliant colors represent a preference, or an exacting desire for historic accuracy, we have what you're looking for.



Figure 7.5: This Sherwin Williams “Victorian” Color Palette is appropriate to the Marietta Historic District.