

Jennifer Rivera (Administration)

From: Aaron Scholl <aaron.scholl@bravatile.com>
Sent: Thursday, September 3, 2026 12:51 PM
To: Jennifer Rivera (Administration); David Gibbs (County Commission)
Cc: Kathy Cooper (County Commissioner); Billy Powell (County Commission); Gregg Poole (County Commissioner); Jeff Stowe (County Commission); Alex Aller
Subject: Opposition to the Exclusion of Synthetic Roofing in Article 8
Attachments: Hall Co Call to Action Letter.docx

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On behalf of Brava Roof Tile, I respectfully submit the attached letter and ask for your careful consideration of how the proposed restriction could affect homeowner choice, property values, resilient construction, and local roofing partners throughout Hall County.

Brava strongly supports Hall County's commitment to quality development. However, we believe roofing materials should be evaluated according to their appearance, durability, safety, and code-compliant performance—not excluded solely because of their composition.

Synthetic roofing can help homeowners protect and potentially increase property values by combining premium architectural appeal with long-term resilience. The proposed restriction would also affect Brava contractor partners serving the community and limit choices for future Hall County projects.

We respectfully ask that you review our concerns before taking action on the proposed amendment. Brava would welcome the opportunity to provide additional information, product samples, or testimony.

Thank you for your time and consideration.

Sincerely,



Aaron Scholl | Brava Roof Tile
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View and Schedule time to discuss Brava? Use below Calendly link!
<https://calendly.com/aaron-scholl/15-min-meeting>

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September 3, 2026

Chairman David Gibbs and Members
Hall County Board of Commissioners
2875 Browns Bridge Road
Gainesville, Georgia 30504

Re: Opposition to the Exclusion of Synthetic Roofing in Article 8

Dear Chairman Gibbs and Members of the Board:

I am writing to express our strong opposition to the exclusion of polymeric roofing systems from the permitted materials listed in Section 8.7.3.C of the proposed Unified Development Code.

Brava manufactures premium synthetic roofing. Our products provide the authentic appearance of traditional materials while offering exceptional resistance to hail, wind, moisture, fire, and Georgia's demanding climate. Brava also has contractor partners serving the Hall County community and multiple completed projects in the area.

Synthetic roofing can help homeowners maintain—and potentially increase—the value of their properties. A durable, architecturally attractive roof strengthens curb appeal, protects the home from severe weather, and reduces the likelihood of premature repairs or replacement. Brava roofing offers the appearance associated with high-value natural materials, supported by a long-term durability warranty, which will help maintain integrity much longer than standard materials.

Excluding these materials could have the opposite effect: limiting homeowners' improvement options, and preventing residents from choosing products designed to protect both their homes and their investments.

Roofing should be evaluated based on appearance, code compliance, safety, and performance—not excluded solely because polymers are part of its composition. We respectfully request that the Board add synthetic and composite polymeric roofing tiles to Section 8.7.3.C as approved pitched-roof materials.

Brava would welcome the opportunity to provide product samples, technical documentation, local project examples, or testimony before the Board.

Thank you for your consideration.

Respectfully,

Aaron Scholl

VP, Channel Programs

Brava Roof Tile

www.bravarooftile.com