

# Siding with Neighborhoods

The goal of every neighborhood is to offer a distinct style of life. A haven for the spirit of individuality and diversity. Neighborhoods that truly thrive provide unique character and charm to enrich the lives of all who live and work there. That's why the versatility of today's vinyl siding is an ideal match for New Urbanist and Traditional Neighborhood Design (TND) communities seeking to set themselves apart.



## Creating Distinguished Character

Whether developers and designers are planning to recreate the look of a historic neighborhood – or looking to blend distinctive homes, shops and other mixed-use buildings in a contemporary, new way – vinyl siding can help bring the vision to life. Local character can be preserved, or influences from around the world can be reflected. In fact, no other exterior cladding material offers the variety of profiles, finishes, colors, trim and accessories to meet virtually any architectural style.

Vinyl siding profiles include horizontal and vertical panels, traditional lap, Dutchlap, board & batten, beaded designs and more. Shakes, scallops and other shapes are also available, with finishes so authentic, from rough-hewn cedar to sanded and sealed wood, that it's difficult to distinguish between these new panels and the originals that inspired them.

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TND Sides with Vinyl  
As Seen on CNU XV Tours 1&2

VINYL SIDING INSTITUTE  
America  
Sides with  
Vinyl



### DID YOU KNOW?

Fort Belvoir\* TND (in Fairfax County, VA) puts an emphasis on diverse streetscapes and housing units. Less obvious – intentionally so – are things that keep construction costs low: on-grade concrete foundations, vinyl siding and simple massing. — *New Urban News*

\*2006 American Planning Association award winner



## Diversity of Enduring Colors



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Nearly 300 vinyl siding colors have been certified for color retention. How's that for diversity designed to endure?

The *VSI Vinyl Siding Product Certification Program* now includes certification based on the performance standard for color retention, **ASTM D6864**. VSI's color retention certification process requires that an outdoor weathering study be conducted for each color being considered. Each certified color must demonstrate the ability to resist major changes in a variety of climates.

The broad spectrum of vinyl siding colors includes rich hues as well as traditional neutral tones to suit virtually any color palette. All featuring greatly improved color retention. Visit [www.vinylsiding.org](http://www.vinylsiding.org) for a complete list of certified products and colors.



## Keeping Great Neighborhoods Affordable

Most TND and New Urbanist neighborhoods are defined by combining homes at various price points. With vinyl siding, trim and accessories, developers and designers can control costs without compromising quality for homes at all price levels.

Vinyl siding has by far the lowest average installed cost of any exterior cladding material, whether for new construction or renovation.<sup>1</sup> Part of the reason is that vinyl siding goes up faster and doesn't need painting. This initial value extends to the homeowners for years to come. Vinyl siding's no-painting, low-maintenance features keep appreciating without using any additional natural resources.



**Details of Distinction** Vinyl siding offers dozens of trim and accent options as well as decorative accessories to create a custom look for every block, or every building.

## Neighborhoods of Conscience

Many TND developments aim to address broader economic and environmental concerns. The value of vinyl siding helps ensure everyone can afford a home. As for the environment, take heart in the fact that vinyl siding is decidedly green.

For effective source reduction, vinyl siding uses minimal raw material in production – gaining strength instead through engineering and technological advancements. Nearly all plant scrap is reprocessed into new vinyl siding, resulting in almost zero waste. In addition, vinyl siding scores higher in environmental performance than the majority of other exterior cladding materials, including brick, in almost all criteria used to qualify for the USGBC LEED® for Home Environmentally Preferable Product Status.<sup>2</sup>

Distinct versatility. Affordable beauty. Social responsibility. To learn more about how vinyl siding can complement your TND or New Urbanist plans, visit [www.vinylsiding.org](http://www.vinylsiding.org).

<sup>1</sup>2006 R.S. Means Residential Cost Data. <sup>2</sup>January 2007, United States Green Building Council LEED® for Home Program Pilot Rating System, Page 114 – BEES (Building for Environmental and Economical Sustainability).

Photo credit: Torti Gallas and Partners, Inc.



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For more information on why America Sides with Vinyl, visit [www.vinylsiding.org](http://www.vinylsiding.org).