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Grandview Commons Feature Affordable, Traditional Homes during CNU 19 Tour
The Vinyl Siding Institute sponsors tour of homes featuring vinyl siding in Madison, Wis., at Congress for the New Urbanism annual conference

May 24, 2011 – WASHINGTON, D.C. – An innovative east-side neighborhood is gaining attention in Madison, Wis., for embracing traditional living, energy efficiency and affordable homes. The neighborhood of Grandview Commons will be a featured tour during the Congress for the New Urbanism's 19th annual event (CNU 19) June 1 – 4. The neighborhood tour will focus on traditional homes built to new urbanist principles.

New urbanism is a design movement that promotes walkable neighborhoods and offers a balance between open outdoor space and private yards. Its characteristics include small individual yards, front porches, homes easily accessible off alleys and public green space. Grandview Commons was built so that open public space is available within two blocks of any home.

When construction for the 300-acre Grandview Commons began in 2002, there were no new urbanist neighborhoods in the Madison area for developer Veridian Homes to use as a reference.

“Our inspiration came from neighborhoods throughout Madison that were built in the early 1900s through 1920s,” said Roger Guest, architect for Veridian Homes and resident of Grandview Commons. “The predominant styles were Craftsman, Foursquare and Prairie. We wanted the traditional look of these styles, but chose to modernize the material and used vinyl siding. It’s very compatible with traditional Midwestern styles, replicates the look of wood and creates affordability for homebuyers.”

The Grandview Commons neighborhood has approximately 500 single-family homes featuring vinyl siding, which was chosen for its value, variety of profiles and beauty that adds to the curb appeal of the neighborhood.

Veridian Homes is known for building ENERGY STAR® Certified Homes including Grandview Commons, which recently received the “Next Generation Neighborhood” award from the *1,000 Friends of Wisconsin* in recognition of its forward-thinking design. House wraps and insulation were used to ensure a tight seal, and high-efficiency heating and cooling systems are in place to optimize energy consumption while reducing greenhouse gas emissions.

Mr. Guest will be on the June 4 tour of Grandview Commons to discuss the history of the neighborhood and styles of homes. The tour, sponsored by the Vinyl Siding Institute, Inc., will take attendees through the neighborhood and give them a chance to discuss aspects of new urbanism with the developer, commercial leasing agent, designer, engineer and city staff. The tour begins at 11:15 a.m. and the cost to attend is \$45 for CNU members and \$60 for non-members. Register for tour #21 by visiting the CNU website, www.cnu.org/cnu19/registration.

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About the Vinyl Siding Institute

The Vinyl Siding Institute, Inc., located in Washington, D.C., is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry. VSI is the sponsor of the *VSI Product Certification Program* and the *VSI Certified Installer Program*. For more information visit www.vinylsiding.org and follow us on Twitter www.twitter.com/vinylsidinginfo.