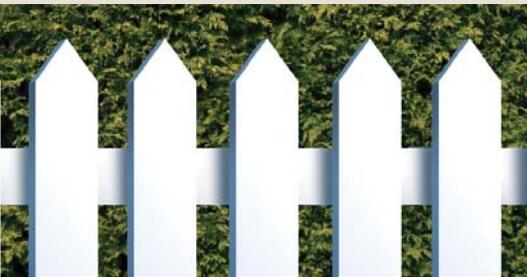


Siding with History

Historic restoration projects demand a building material with the versatility to capture the spirit, the charm and the character of previous generations. Which is why communities across the country side with a cladding material that's in its fifth decade of continuous technological and aesthetic enhancement. Today's vinyl siding.



To Protect and Preserve

Historic commissions may state their missions in slightly different ways, but most agree on one principle – protecting and maintaining the architectural and visual integrity of an historic property.

However, planning commissions in places such as the Village of Pinehurst (see reverse) realize that many building materials are cost-prohibitive and too maintenance intensive to achieve a successful long-term restoration. So they are embracing the use of innovative products that are aesthetically accurate and require low initial investment and minimal long-term maintenance costs.

Today's vinyl siding protects, beautifies and maintains architectural integrity and preserves what is most important – remembering, respecting and celebrating the past.

“Out with the old, in with the vinyl siding... homeowners want the cachet of a period house without the burden of maintaining it.”

— *The Wall Street Journal Online, Jan. 21, 2006*

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DID YOU KNOW?

Homeowners who remodel recoup over 95 percent of the cost of new vinyl siding, therefore increasing the home's resale value.*

*2005 Cost vs. Value Report, *Remodeling*, November 2005.

VINYL SIDING INSTITUTE
**America
Sides with
Vinyl**



Village of Pinehurst, N.C. “No Square Nails”



When you make the turn onto Carolina Vista Drive in the Village of Pinehurst, N.C., the picturesque, tree-lined street soon opens up to dramatically reveal one of the community's signature landmarks, The Carolina. This grand, historic hotel still exudes the same charm and tradition it did when it opened in 1901, only now it's well equipped with the best 21st century amenities.

So it's no surprise that The Carolina, one of Pinehurst's showcase destinations and a National Historic Landmark, includes vinyl siding as a prominent component of its exterior cladding.

“There's a strong sense of place that we protect by focusing on what's important – the look and the character of our buildings.”

And The Carolina is just one example of the way planners in Pinehurst and many other communities across the country are approaching historical restoration. They value design over materials and maintaining the integrity of the look, not trapping themselves in a time warp.

“We have a lot of architectural eye candy here,” said Andrea Correll, AICP, Director of Planning and Inspections for the Village of Pinehurst. “There's a strong sense of place that we protect by focusing on what's important – the look and the character of our buildings. If materials were the only factor, we'd require builders to use square nails.”

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Why Vinyl Siding has a Future in History

- Many remodelers have discovered the benefits of siding with vinyl for their historic renovation projects. “Vinyl can be done well on historic renovations due to its flexibility and abundant lap sizes,” according to a recent article on HousingZone.com. “We can often imitate the original siding to maintain the historic look of the house.”
- Architecturally correct panels are available that so closely replicate the natural look of clapboard siding, that even close up they're difficult to distinguish from real wood. Vinyl siding and accessories can be used for almost every aspect of building construction, as well as decorative details such as trim, shakes and scallops.
- Vinyl siding is available in a broad spectrum of colors – more than 200 of which are certified to resist major color changes in a variety of climates. Many manufacturers also offer product lines that replicate period colors. These rich colors achieve a high-end look without the costly, laborious maintenance that comes with wood and other types of siding. Paint cans and brushes can be replaced by soft cloths, mild detergent and a garden hose.



Vinyl siding offers all the character and charm of wood siding without maintenance worries, rotting, cracking or insect damage.

Siding with Versatility

Vinyl siding has been used successfully to replicate almost all historical styles from many classic, fashionable housing eras using clapboard, shingle, shake, board & batten and other cladding profiles. These products are versatile and are ideal for renovating many architectural styles, including:

- Victorian and Queen Anne
- Pre-railroad New England
- Tidewater South Traditions/Lowland
- Colonial, Georgian and Adam
- Stick
- Early Classical, Greek and Gothic Revival
- Prairie and Craftsman

Siding with History

Before you let someone else tell you what today's vinyl siding is all about, we recommend discovering for yourself. Visit www.vinylsiding.org to see the vast selection of certified period colors and classic styles now available. Not to mention warranties that can give the exterior of an historic home yet another lifetime. The more you learn, the more you'll appreciate how and why history sides with vinyl.



National Housing Center ■ 1201 I5th Street NW, Suite 220 ■ Washington, DC 20005
For more information on why America Sides with Vinyl, visit www.vinylsiding.org.