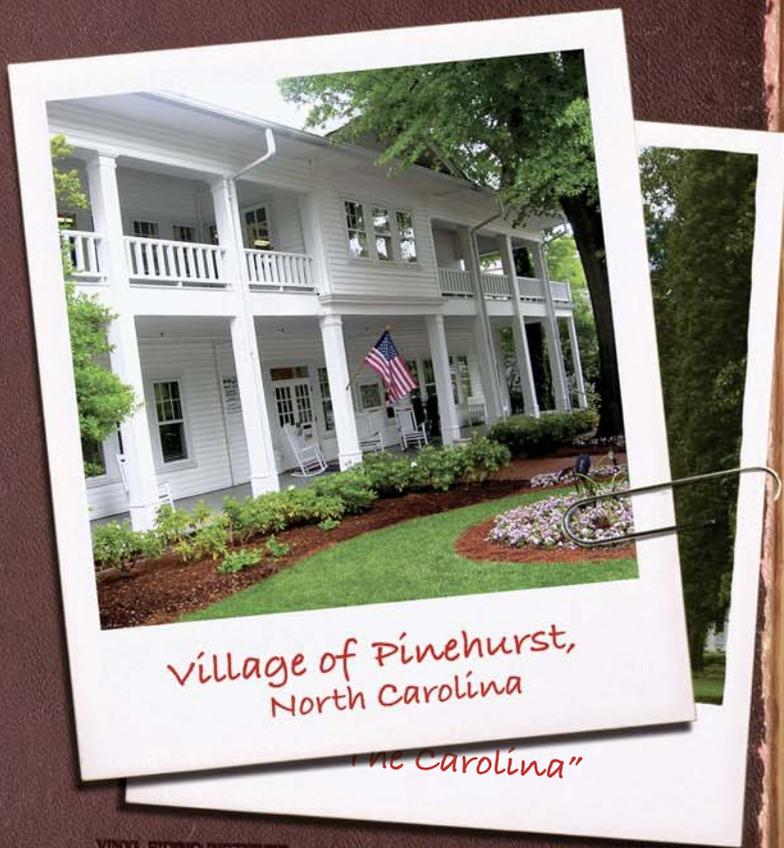


SIDE TRIPS

STORIES OF WHY
AMERICA SIDES WITH VINYL



Village of Pinehurst,
North Carolina

"The Carolina"

VINYL SIDING INSTITUTE
VSI

Vinyl Siding Has a Future in Historic Village of Pinehurst

When you make the turn onto Carolina Vista Drive in the Village of Pinehurst, 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.



"The Carolina"

Preserving a Rich Tradition



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

Andrea Correll, AICP

The history of the village is a proud one. Looking for a place with the right atmosphere to build a health-oriented resort, James Walker Tufts stopped in the Sandhills area of North Carolina in the spring of 1895. He bought 598 acres of land for nearly \$1.25 per acre around what is now the Pinehurst Village Center. Tufts soon contacted Frederick Law Olmsted, the designer of Central Park in New York City, to help him create a first-rate resort.

More than 110 years later, homeowners in the Village of Pinehurst find vinyl siding offers unsurpassed value with the lowest total installed cost of any exterior cladding material. In addition, re-siding a house with vinyl ranks among the best home improvement projects for cost recovery. In 2005, homeowners across the country who re-sided their homes with vinyl recovered on average more than 95 percent of that cost when selling.*

"What we ask is that if you're building a house, fit in with the neighborhood around you," said Correll. "But we're also not in favor of restricting anyone unnecessarily. We want people to have quality choices."

Vinyl cladding materials protect, beautify and maintain architectural integrity and will preserve what is most important – remembering, respecting and celebrating the past.



No Square Nails Required

The Carolina is just one example of the way planners in Pinehurst approach 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."

Original Pinehurst cottages, such as Hale Cottage (circa 1895) and White Shingles Cottage (circa 1911), featured on the cover of a recent issue of *Pinehurst* magazine, have been accurately and beautifully restored with vinyl siding. The pro shop at the golf course, a prominent real estate office in the center of the village and countless other homes and buildings feature low-maintenance, durable vinyl siding to preserve the character and charm that will forever define Pinehurst.

"Specifying architectural details, and not specific materials, is a win-win situation for our community itself and our residents," said Molly Russell, Village of Pinehurst Planner. "We recognize new products and new technology that can successfully and beautifully recreate the spirit of the past, without literally living in the past."



Newly renovated White Shingles Cottage

Hale Cottage



We recognize new products and technology that can successfully and beautifully recreate the spirit of the past, without literally living in the past.

- Molly



VINYL SIDING INSTITUTE
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The Vinyl Siding Institute, Inc. is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry. Through initiatives such as the *VSI Vinyl Siding Product Certification Program* and the *VSI Certified Installer Program*, we strive to improve the quality of today's vinyl siding and to educate on the many benefits that have made it the number one choice of exterior cladding across the country.

For more information visit www.vinylsiding.org

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