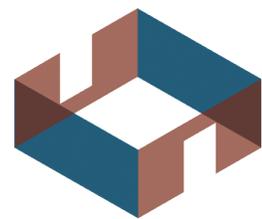




ON YOUR SIDE MARKET INSIGHTS

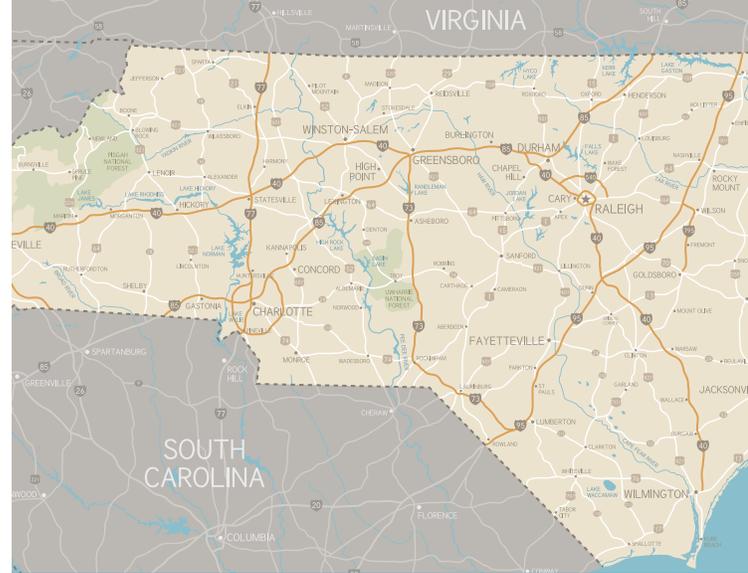
North Carolina Home Builders Association Halts Aesthetic Overregulation

North Carolina's Senate Bill 25 represents one of the most successful cases of defending building professionals' and homeowners' choice to side with vinyl. By a bipartisan vote of 98-17, the North Carolina General Assembly passed the bill that clarifies that local governments in the state do not have the authority to place superfluous and potentially costly architectural and aesthetic design limitations on residential construction.



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Curbing the Overreach of Local Governments

For decades, a wave of overregulation by local governments swept across the state, particularly in suburbs surrounding metropolitan areas.

Cities had expanded their zoning regulations to cover a growing list of aesthetic requirements, such as exterior cladding, paint colors, windows styles — in some examples imposing such requirements as having brick on all sides of houses. Through these actions, local governments had overstepped the authority granted to them by the state.

It was this unlawful extension of zoning power that led the North Carolina Home Builders Association (NCHBA) to pursue legislative action to curb the restrictions on home design, through a bill that clarifies what the law already was. Proponents of the bill saw it as more than a simple clarification, though — it was the defense of private property owners' rights to choose. A victory against the erosion of individual freedoms posed by overregulation.

“The choice of how a home looks ought to be up to the homebuyer and the builder,” said NCHBA Executive Vice President Mike Carpenter. “Local governments didn’t have authorities to impose aesthetic controls, so our goal was not to change the law but to clarify the extent of their power.”

The passage of the bill took time and persistence, often getting held up for reasons unrelated to the bill. But through a determined partnership of the NCHBA, VSI-endorsed On Your Side grass roots advocates and bill sponsor Sen. Rick Gunn, R-Alamance, the bill ultimately passed both the senate and house with resounding bipartisan support (43-7 and 98-17 respectively).

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Mike Carpenter,
NCHBA Executive Vice President

**RESOUNDING SUPPORT
FOR NORTH CAROLINA'S
SENATE BILL 25**

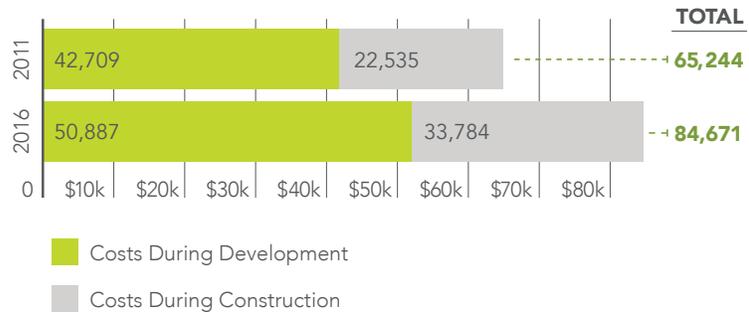
43-7 | Senate
98-17 | House

Financial Impact of Regulations on Home Building

29.8%



The increase in regulatory costs to build an average single-family home in 2016 compared to 2011



*Based on data from the U.S. Census Bureau and the NAHB/Wells Fargo HMI surveys.

AESTHETIC RESTRICTIONS COST HOMEOWNERS AND BUILDERS

Because the bill merely clarified existing law, it not only applied to all future regulations but also nullified any restrictions already on the books, rolling back design requirements that had been putting financial stress on both homeowners and builders.

Based on data from the U.S. Census Bureau and the NAHB/Wells Fargo HMI surveys, the increase in regulatory costs to build an average single-family home in 2016 compared to 2011 nationwide was 29.8%, from \$65,244 to \$84,671.

"If a local government decides you have to use brick, it's a cost issue; brick is more expensive," Carpenter said. "They are interfering in the marketplace, which could make the homes too expensive to buy and sell."

PROTECTING THE OPPORTUNITY FOR FIRST-TIME HOME OWNERSHIP

For the homeowner, Carpenter says, this type of legislation can mean the difference between a first-time homebuyer being able to finance their first home.

"Someone has to be able to get that first house and build equity. Affordability for the entry level of our market is critical. Aesthetic controls are nothing more than additional costs."

Mike Carpenter, NCHBA Executive Vice President



THE OVERREGULATION OF HOME DESIGN

Local government planners and elected officials continue to incorporate design mandates on residential construction via zoning ordinances. These elements are non-structural architectural elements and there is no benefit to the public by regulating them.

Typical zoning ordinance mandates include:

- Minimum house and garage size
- Requirements on exterior facade
- Minimum number of windows and spacing
- Roof pitch
- Variety in floor plans
- Footprint placement
- Minimum front porch requirements

Are you experiencing these types of controls in your area? Contact the Vinyl Siding Institute for support in defending against costly overregulation.

Keys to Success: How to Fight Overregulation in Your State

Unnecessary aesthetic building restrictions is a problem that extends well beyond North Carolina and may already be an issue in your region and state, which can limit your ability to use vinyl siding and ultimately hurt business. Even if it's not currently an issue, taking action now from both an educational and legislative standpoint can help prevent issues from arising in the future.

EDUCATING LEGISLATORS AND PLANNERS WITH A UNIFIED VOICE

Helping officials see the consequences of aesthetic restrictions, as well as the many benefits vinyl siding can offer to developments and communities is critical to fostering a political environment that will support the building industry rather than obstruct it.

"We need to continuously educate officials at the local level as well as state legislators" said Matt Dobson, Vinyl Siding Institute's code and regulatory vice president. "If you're not already connected to them, take the initiative to become familiar. Just like any relationship, understanding has to be built step by step."

VSI offers a host of educational resources that you can use to help local and state officials make more informed decisions. **See our advocacy kit located online at onourside.vinylsiding.org.**

LEGISLATION TAKES PATIENCE AND MOMENTUM

All told, the process in North Carolina took approximately 3 years, from the time the NCHBA first added it to its legislative agenda to the time it was passed. As was the case here, delays often have nothing to do with the bill itself. After all, it's politics. Political climate and other factors can have unforeseen implications, but the key is to persist in ongoing education and lobbying efforts despite setbacks.

"It's all about building momentum," Dobson said. "It took three years because of political momentum and building support. There were hiccups along the way, and it was just a matter of pushing it out there, developing that relationship with representatives and educating them on the problem."

"We need to continuously educate officials at the local level as well as state legislators."

Matt Dobson

Vinyl Siding Institute's Code and Regulatory Vice President





ANTICIPATE OBJECTIONS AND ACCOUNT FOR THEM

No legislation is without its critics, but by heading off as many objections and compromising where possible, you can prevent roadblocks that could stop a bill dead in its tracks.

“We made a point of anticipating and eliminating objections and writing them out,” Carpenter said. “For instance, we tried to preserve existing rights of local government, such as determining setbacks.” The bill was also written to exclude historic districts where it’s important to maintain a certain aesthetic true to the time period.

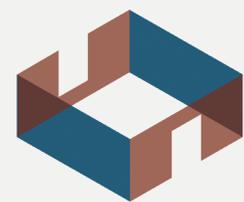
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Mike Carpenter,
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You’re Not Alone. Leverage VSI Support.

VSI-endorsed On Your Side can provide you with advocacy resources and support to make a compelling case for vinyl siding and help address any potential roadblocks. In North Carolina, On Your Side engaged its broad network of grass roots advocates, who served as allies to the NCHBA by helping to lobby state politicians and create a strong and unified voice in support of the bill.

We’re here to support you in advocating for design without limits when it comes to the siding and aesthetics of your homes. To learn more and see how we can advance your efforts, **please contact Deina Hashimi, Program Manager, at dhashimi@vinylsiding.org or 202-587-5106.**



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