



URBAN LIVING

Design with Vinyl Siding



URBAN LIVING IS ON THE RISE

From major metropolitan areas to the suburbs, there's a renewed desire to eliminate sprawl and create walkable communities where people can live, work, and play. The trend toward urban living reflects a certain vibe—whether in a renovated high-rise or a new condo development—looking to offer an aesthetically pleasing and welcoming environment for residents, guests, and the surrounding community. Vinyl siding is the perfect exterior cladding to help you create diverse, urban designs in communities big and small.

VINYL SIDING

Think Beyond the Picket Fence

Choose vinyl siding and get the design freedom you want and need. This versatile architectural element offers up the flexibility to create diversified designs that fit in with the sought-after looks in urban design.

Plus, vinyl and polymeric siding is engineered for life, delivering worry-free performance and hassle-free upkeep for long-term curb appeal and quality of life.

Keep reading to learn more about urban living and how vinyl siding can help your business.

TYPES OF URBAN LIVING COMMUNITIES

With a focus on gorgeous aesthetics, walkability, and available public transit, Traditional Neighborhood Developments (TNDs) like these are embracing New Urbanism—meaning opportunities abound to leverage the dependability, easy care, and design diversity of vinyl siding.



Walkable Communities

The social playground.

These communities make all aspects of life—including living, working, and entertainment—accessible by foot or public transit.



High-Density Developments

Do more with less space.

These apartment-style or townhome units hold multiple residents in a small geographical area and often include a green space and central hub for residents to build their own community through socialization.



Pocket Communities

New spin on the subdivision.

An idea introduced by architect Ross Chapin, a pocket community is a housing pattern that creates a strong connection among nearby neighbors without interfering with their desire for private lots and space.



Infill Developments

Land recycling with a purpose.

These multifamily developments efficiently make use of vacant or unused land in communities that are surrounded by existing developments.

THE TWO MOST INFLUENTIAL GROUPS OF HOMEBUYERS DRIVE THE URBAN LIVING MOVEMENT

The Millennials and Baby Boomers—which account for nearly 70% of homebuyers*—are seeking maintenance-free, design-centric housing that can be achieved with the versatility of vinyl siding.



Millennials and Baby Boomers are the largest combined group of homebuyers.

Source: 2016 National Association of Realtors® Home Buyer and Seller Generational Trends

FEATURES THAT MATTER MOST

MILLENNIALS

AND

BABY BOOMERS

Modern motif on a budget.

Frugal Millennials want the look of high design without the hefty price tag.



DESIGN

Out with traditional, in with avant-garde. After years in standard suburbia, Boomers are willing to spend a few extra bucks on design-centric homes.

Leave DIY for the interior.

They love to repurpose and reuse furniture, but regular upkeep of their homes' exterior is not on the Millennials' to-do list, considering lower budgets and time constraints.



MAINTENANCE

Travel and grandkids are top-of-mind. Boomers are focused on spending time and money on loved ones and sightseeing, not on maintaining their homes' exterior with expensive paint projects.

Ditch the car for bike or shoes.

As Millennials trim their spending habits, they may decide a car isn't in the budget, making easy access to amenities a must-have.



WALKABILITY

Accessibility is the gold standard.

Boomers want to be in the center of the action and not depend on their cars.



Urban Living Spotlight:

GROWTH AND REBIRTH IN DETROIT

In downtown Detroit, the demand for market-rate housing has been outpacing supply for many years. More people want homes in urban communities and developers are taking note. They're contributing to the city's revival by building new multifamily developments and rehabbing old homes at a rapid rate.

*In the first half of 2017, 700 residential units were slated to open in Detroit. Of these units, nearly 100% were leased and off the market by the fourth quarter of 2017.**

Fast installation speed and low maintenance are two of the reasons why vinyl siding is a preferred cladding** in revitalization projects, such as those led by the Detroit LISC (Local Initiatives Support Corporation)—an organization that helps increase sustainable neighborhood stabilization.

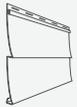
* New wave of Detroit apartments opens to big demand, Detroit Free Press, 2017

** Source: Detroit Housing Rises from the Ashes, CNBC, 2016



LIMITLESS PERFORMANCE

Capitalize on the push towards urban living with the key performance benefits of vinyl siding. Hassle-free vinyl siding doesn't require regular upkeep like other exterior claddings and offers plenty of design options, making it an effective solution in urban-style communities.



CLAPBOARD



SHAKE



BOARD & BATTEN



BEADED



DUTCHLAP

NOT YOUR GRANDMA'S VINYL SIDING

Design Flexibility for Urban Communities

In urban design, it's all about clean lines and mixed materials. Modern and contemporary are the standout styles in this continuously growing housing preference. Achieve the look with bold colors, a mix of siding profiles such as shake shingles and vertical board and batten, and sustainable landscaping like green spaces and community gardens.

Choose vinyl siding to get the results you want. When you combine virtually limitless color options and accessories with proven performance, you get the choice exterior cladding to create exceptional, hassle-free urban living communities.



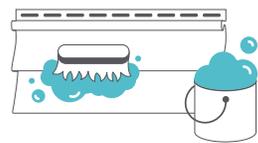
COLOR RETENTION FOR LOOKS THAT LAST

The VSI Certification Program is the only cladding certification program referencing ASTM standards to validate claims regarding color retention and UV protection.



CERTIFIED DESIGN OPTIONS

Get the design freedom and flexibility with certified colors and accessories that meet or exceed industry standards for durability.



VIRTUALLY MAINTENANCE-FREE

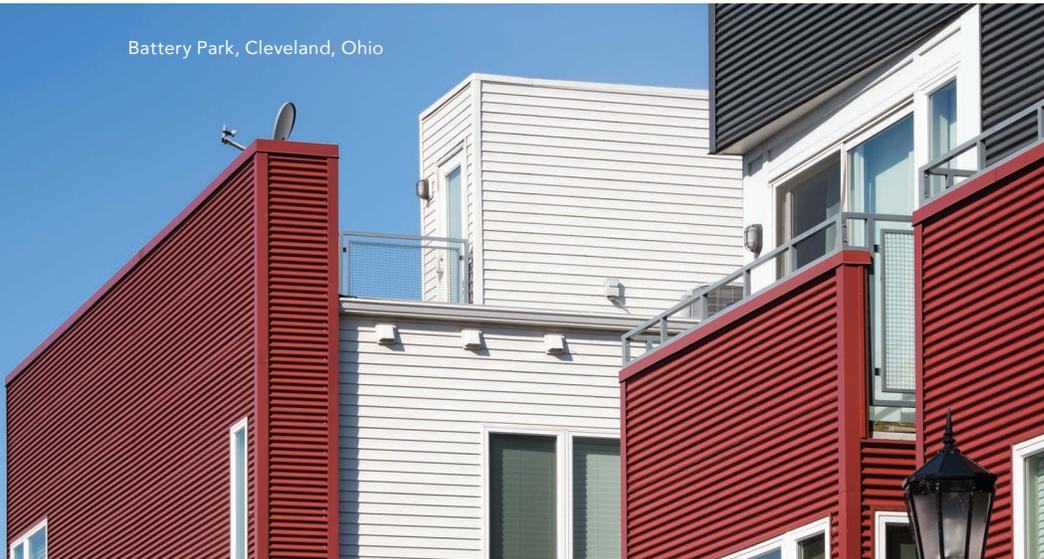
Vinyl siding never needs painting or caulking and can be cleaned with mild soap and water.

SUSTAINABILITY MATTERS

As awareness for sustainable living and greener building practices increases, designers, builders, and developers must begin including low energy solutions in their designs. Utilizing sustainable materials— like vinyl and polymeric siding—along with appropriate development structure and landscaping are a great place to start and a key feature of urban design principles.



Battery Park, Cleveland, Ohio



THE GREEN CHOICE

Vinyl Siding: Lasts a Lifetime on the Home — Not in the Landfill

Today's vinyl siding has many recognized environmental benefits, which are important factors in housing preferences and building practices.



Increase ROI with Insulated Vinyl Siding

Insulated vinyl siding is a smart investment. It's accepted as home insulation in various energy efficiency programs — including the checklist of building products or methodologies that can help meet the requirements to qualify under ENERGY STAR® Qualified Homes (V.3).

GET TO KNOW VSI

The Vinyl Siding Institute, Inc. (VSI) is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry.

As industry advocates, it's our goal to further the development and growth of the vinyl and polymeric siding industry by helping to develop material, product, and performance standards in cooperation with standards-making organizations and code bodies.

VINYLSIDING.ORG

DESIGN.
BUILD.
LIVE.
NO LIMITS.

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