

VINYL SIDING INSTITUTE
**America
Sides with
Vinyl**

The Vinyl Siding Institute, Inc., located in Washington, DC, 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*.

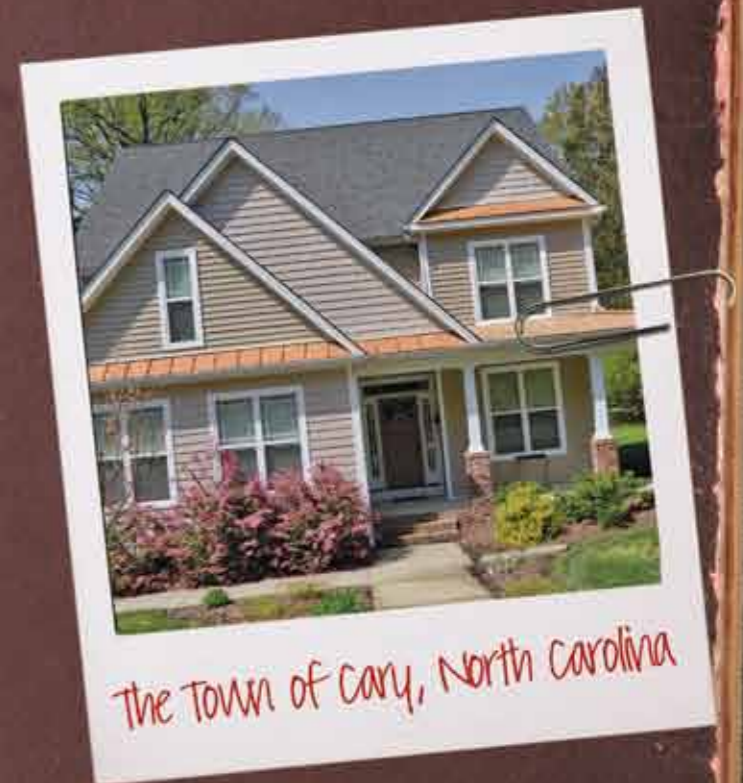
For more information, visit www.vinylsiding.org and follow us on Twitter www.twitter.com/vinylsidinginfo.

National Housing Center • 1201 15th Street NW, Suite 220 • Washington, DC 20005



SIDE TRIPS

STORIES OF WHY
AMERICA SIDES WITH VINYL



The town of Cary, North Carolina



One of America's most acclaimed towns trusts America's #1 exterior cladding.

Located in the heart of the Research Triangle of North Carolina, between Raleigh, Durham and Chapel Hill, the Town of Cary is impressive. Among its accolades as noted in *Money* magazine are:

- The most desirable place to live in the eastern United States

The town's planning priorities include a strong commitment to green building and architectural accuracy in historic preservation. Residents enjoy spending time involved in outdoor recreational activities, rather than maintaining their homes' exteriors.



The town's planning priorities include a strong commitment to green building and architectural accuracy in historic preservation.

- The hottest town in the East and one of six Hottest Towns in America
- One of the Best Small Cities in America

The current population is just under 150,000 with a robust annual growth rate of 3.5 percent. Its close proximity to major universities and to Fortune 100 technology companies means the people of the Town of Cary are highly educated and savvy. In fact, they enjoy one of the highest median household incomes in the Southeast.

In this town of discerning homeowners with the resources to purchase quality products for their homes, you will find vinyl siding on buildings as diverse as new single- and multi-family homes to historic renovations. "We are well known for being a family-oriented community with a nice range of housing options," said Meredith Chandler, PLA, AICP, an urban designer/senior planner for the Town of Cary Planning Department.

"The low maintenance aspects of vinyl siding are much appreciated by Cary homeowners. I'm also an advocate for good design. When you look through *Designing Style: A Guide to Designing with Today's Vinyl Siding*, it's impressive to see what's possible, how builders can add more 'flavor' to their architecture," said Chandler.



Craftsman-inspired design



Designing Style

A Guide to Designing with Today's Vinyl Siding



The Matthews House

The Town of Cary has three National Register Historic Districts where vinyl siding is used to capture authentic architectural detail with 21st century performance. The Matthews House on historic Chatham Street is reminiscent of the Greek Revival period. This popular destination for weddings, corporate events and parties, maintains its historic charm, especially after it was completely renovated with vinyl siding.

Get your copy of *Designing Style: A Guide to Designing with Today's Vinyl Siding* at www.vinylsiding.org/design



Multi-family homes in Cary



Vinyl and other polymeric siding's versatility has made them popular for multi-family projects. Suiting a broad range of architectural styles, vinyl siding scores well on tough environmental measures and has the potential to contribute to achieving points in leading green building certification programs.

g can earn points in leading green building certification programs.

