

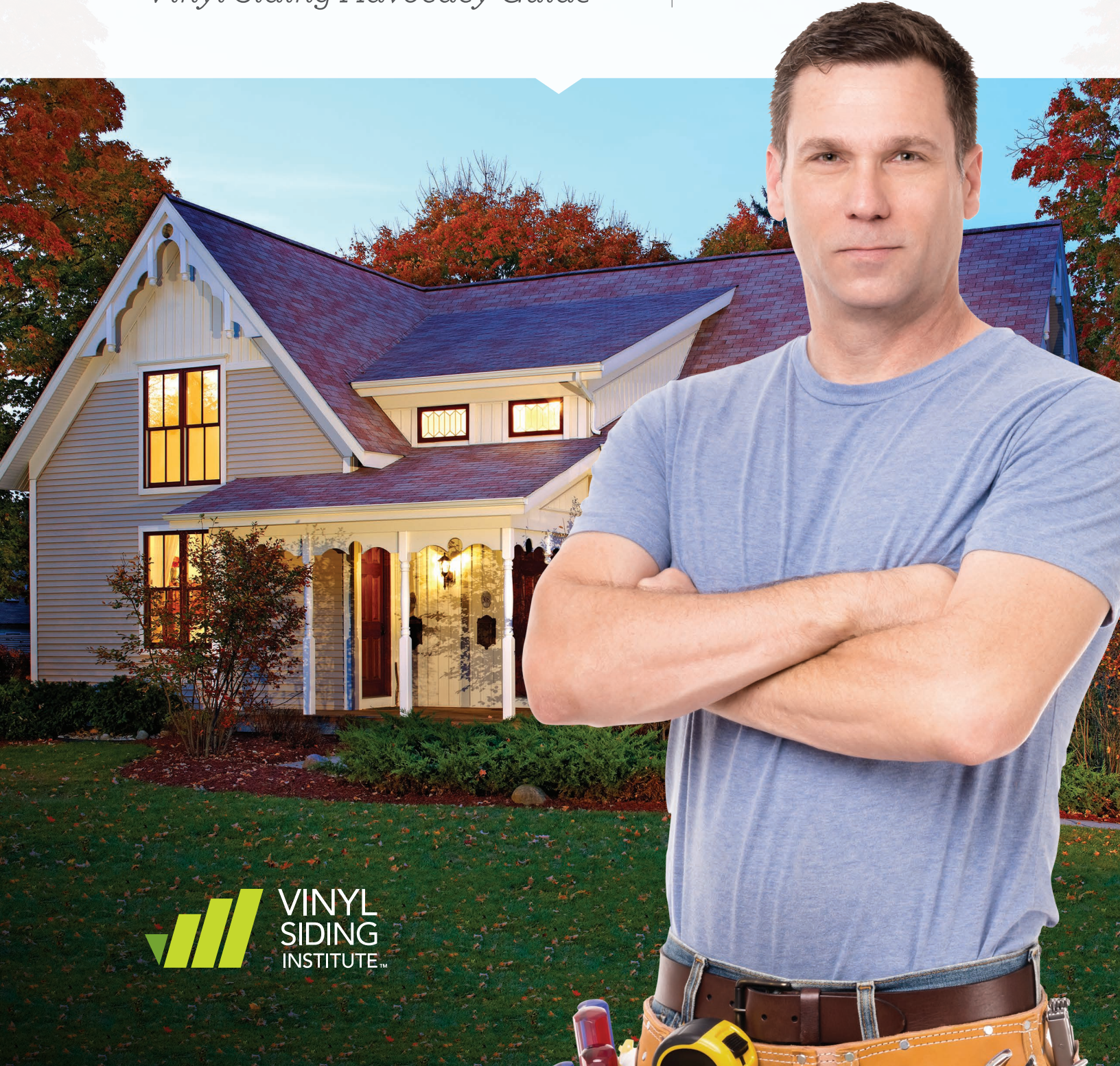
TAKE A STAND

Vinyl Siding Advocacy Guide



OnYourSide

BROUGHT TO YOU BY THE
VINYL SIDING INSTITUTE



VINYL
SIDING
INSTITUTE™



Be an Advocate.

HAVE A SAY.

This kit includes clear steps and support materials that help you, our advocates, become more involved with your local planning processes and governmental activity—to take a stand and prevent regulation that can hurt your business.



THE IMPORTANCE OF ADVOCACY

Advocacy is a critical part of a well-functioning democracy. Sharing our expertise about our industry helps public officials make better decisions about rules and regulations that directly impact your business.

YOUR ROLE IN LOCAL GOVERNMENT: WHY IT MATTERS.

- **Affects your ability to do business, especially long term:** It's better to influence product decision makers before it gets too far into the process and affects your business
- **Fights misinformation and bias against vinyl siding products:** Misinformation, spread via competitors and false media reporting, can influence local planning processes
- **Your voice as a constituent makes a difference in local politics:** Your power to influence state-level public policy is much more powerful than any lobbyist in Washington, DC. Why? Because you have the home field advantage. You vote.

AN OUNCE OF PREVENTION: TAKING ACTION BEFORE ISSUES ARISE

As an industry, we don't want to have a seat at the table too late in the process of government affairs. It is far more effective to proactively reach out to and educate our audiences with the correct information about our industry's products so issues don't come up in the first place.

Once a government entity has already unfairly put a restriction on vinyl siding use, the process can be challenging but is not impossible. It can include starting dialogue with their government staff, planning commissions, and educating them on why their ban is unjustified and hurts the freedom for builders and homeowners to build quality, affordable and attractive homes.



Proactively reach out to and educate our audiences with the correct information.



WHO IS THE VINYL SIDING INSTITUTE?

The Vinyl Siding Institute (VSI) is the trade association based in Washington, DC representing the manufacturers of vinyl and other polymeric siding and suppliers to the industry.

With the help of advocates like you, we defend vinyl siding as the only cladding material to achieve No Limits in design and performance.

STAY ALERT AND TAKE ACTION

5 Key Steps to Evaluate Local Ordinances and Influence Change

It's easy to start taking a more active role in local government, ensuring the needs of your business are taken into account and that officials have all the information before making critical regulatory steps. Here are five steps to get more engaged.

1 LOOK UP ORDINANCE LANGUAGE ON MUNICIPAL WEBSITES

Your town/county/city/other government entity will usually have a way on their website to look up architectural requirements in their "Code of Ordinances." Depending on your town/county/city/other government entity, they sometimes use a system that is called "Municode," an online library that publishes legal documents.

2 DETERMINE THE SCOPE OF NEW ORDINANCES THAT MAY AFFECT THE USE OF VINYL SIDING

Some of the ordinance language may explicitly ban vinyl siding, or limit the percentage that can be used in construction.

3 CONTACT THE LOCAL PLANNER AND SCHEDULE A MEETING

If you have a question or concern, the best place to start is with your "planner," "planning director," or "planning and zoning staff." They are usually very responsive and can help clarify whether vinyl siding is allowed. This is also an opportunity to educate these influential individuals about your business and why you choose the materials you use.

4 ATTEND PUBLIC HEARINGS TO STAY IN THE KNOW

Check the government entity's public calendar to see when they schedule their "planning and zoning" meetings, and attend!

5 REACH OUT. BE HEARD!

Contact planning commission members, county commissioners, or other elected officials to discuss your concerns if they are overregulating your ability to build. You can also use the form letter template available in the right column at vinylsiding.org/advocacy/advocacy-in-action/ to educate local officials on vinyl siding and voice your concerns.



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

Andrea Correll, ACPI referring to the Historic Village of Pinehurst, NC

TAKING THE FIGHT TO THE STATE LEVEL

In 2015, the North Carolina General Assembly signed into law SB 25, a law that protects the rights of builders and homeowners to make the aesthetic choices they see fit. **It prohibits local governments from enacting ordinances that control design and aesthetics** of one- and two-family dwellings (including what type of siding can be used). Consider sharing this information with your local Home Builders Association (HBA) to determine if legislation of this sort would be necessary in your state.

See the full North Carolina case study at vinylsiding.org/advocacy/advocacy-in-action/.



Financial Impact of Regulations on Home Building

29.8%
The cost to build a home in North Carolina has increased by 29.8% since 2005.

AESTHETIC HOMEOWNERS

Because the bill prohibits local governments from enacting ordinances that control design and aesthetics of one- and two-family dwellings, homeowners will no longer be forced to pay for unnecessary and costly architectural and aesthetic design limitations on residential construction.

PROTECT FOR FIRE

For the first time in North Carolina, a local government is prohibited from enacting ordinances that control design and aesthetics of one- and two-family dwellings.

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.

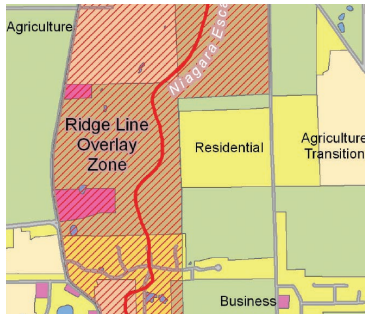
ON YOUR SIDE MARKET INSIGHTS

North Carolina Home Builders Association Halts Aesthetic Overregulation

On Your Side
THE NATIONAL HOME BUILDERS ASSOCIATION
POLICY STRATEGY INSTITUTE

Evaluating Ordinances:

THREE TERMS TO LOOK OUT FOR



OVERLAY DISTRICT: A special zoning district placed over an existing base zone, carrying special provisions on top of those from the underlying base zone. The overlay district can share boundaries with the base zone, or cut across multiple base zones. Typically used for protecting a specific resource, special area or historical area, as well as encouraging or discouraging specific types of development.

More information at: tinyurl.com/overlay-zoning



PUD (PLANNED UNIT DEVELOPMENT): Used to describe a type of development and the regulatory process that permits a developer to meet overall community density and land use goals without being bound by existing zoning requirements. A special type of floating overlay district which generally does not appear on the municipal zoning map until a designation is requested. This is applied at the time a project is approved and may include provisions to encourage clustering of buildings, designation of common open space, and incorporation of a variety of building types and mixed land uses.

More information at: tinyurl.com/Planned-Unit-Development



DESIGN STANDARDS: These standards outline the architectural guidelines the community must abide by, and usually reference siding requirements. While it may seem desirable to hold a community to aesthetic standards, this term is a red flag that signals government intervention beyond necessary regulation for safety and structural integrity. Such guidelines infringe upon the personal choice of professionals and homeowners that both limit aesthetic options and increase financial burden by requiring materials which are more costly to install and maintain.

More information at: tinyurl.com/Architectural-Guidelines

JOIN YOUR HOME BUILDERS ASSOCIATION



GETTING INVOLVED WITH YOUR LOCAL AND STATE HOME BUILDERS ASSOCIATIONS (HBA)

When you join your local HBA, you also become a member of the state and National Association of Home Builders. You have a lot to gain by joining:

- Gain political clout and influence
- Learn information on the latest developments with the homebuilding industry
- Open new networking and business opportunities
- Get another opportunity to market your brand on a personal level
- Join committees to get more involved

Find your local HBA association and more at www.nahb.org/find

“I don’t know how anyone could do business without becoming a member of their local HBA—It is especially important to stay-in-the-know on building industry affairs when everything is rapidly and constantly changing. Becoming a member of your local HBA empowers you with real time information access.”

Kelly Lass

Executive Vice President,
Home Builders Association of Georgia



EVENTS AND SPONSORSHIPS

Another great form of networking with HBAs includes attending their events. Also consider sponsoring them. **Sign up for their e-newsletter to stay in the know about their events.**



LEVERAGE VSI SUPPORT

VSI's *On Your Side* initiative can provide you with advocacy resources and support to make a compelling case for vinyl siding and help address any potential roadblocks. 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.



Visit the resources tab at vinylsiding.org/vsi-resources/resource-library for even more resources, including:



Case studies



Form letters

**CLICK HERE TO DOWNLOAD
YOUR LETTER TEMPLATE.
FIND IT ON THE RIGHT COLUMN.**



Webinars



Regular blog and digital newsletters

JOIN OUR NETWORK OF ADVOCATES

Become an On Your Side advocate, and join our network of contractors, remodelers, home builders, and manufacturers and stay up-to-date on the latest developments in vinyl siding advocacy.

Visit vinylsiding.org/advocacy

